

Appendix

The vast majority of teens and young adults go online, and most have internet access at home

Among all Americans ages 16+, the % in each age group who use the internet overall, and the % who have access at home

		Total % who use internet and/or email	% who have internet at home
All Americans ages 16+		85%	77%
Age			
a	16-17 (n=101)	100 ^{bcdef}	94 ^{bcd}
b	18-24 (n=218)	95 ^{ef}	86 ^{ef}
c	25-29 (n=151)	95 ^{ef}	84 ^{ef}
d	30-49 (n=586)	94 ^{ef}	85 ^{ef}
e	50-64 (n=628)	83 ^f	74 ^f
f	65+ (n=531)	59	50

Source: Pew Research Center's Internet & American Life Library Services Survey of 2,252 people ages 16 and older conducted October 15-November 10, 2012. The survey was conducted in English and Spanish and on landline and cell phones.

Note: Columns marked with a superscript letter (^a) or another letter indicate a statistically significant difference between that row and the row designated by that superscript letter. Statistical significance is determined inside the specific section covering each demographic trait.

Device ownership by age group

Among all Americans ages 16+, the % in each age group who have the following gadgets

		Cell phone (total)	Smartphone	Desktop/laptop	E-reader	Tablet
All Americans ages 16+		85%	47%	78%	19%	25%
Age						
a	16-17 (n=101)	93 ^{ef}	63 ^{ef}	91 ^{bef}	21	26 ^f
b	18-24 (n=218)	94 ^d	65 ^{ef}	82 ^{ef}	14	23 ^f
c	25-29 (n=151)	91 ^{ef}	65 ^{ef}	82 ^{ef}	17	26 ^f
d	30-49 (n=586)	91 ^{ef}	60 ^{ef}	85 ^{ef}	26 ^{bcef}	35 ^{bcef}
e	50-64 (n=628)	84 ^f	36 ^f	75 ^f	18	19
f	65+ (n=531)	64	14	57	14	15

Source: Pew Research Center's Internet & American Life Library Services Survey of 2,252 people ages 16 and older conducted October 15-November 10, 2012. The survey was conducted in English and Spanish and on landline and cell phones.

Note: Columns marked with a superscript letter (^a) or another letter indicate a statistically significant difference between that row and the row designated by that superscript letter. Statistical significance is determined inside the specific section covering each demographic trait.

Over eight in ten Americans under the age of 30 read at least one book in the past year (over time)

Among all Americans ages 16+, the % in each age group who have read a book in whole or in part in any format in the past 12 months, in 2011 and 2012

SIGNIFICANCE between age groups within year	a	b	c	d	e	f	g
Among all 16+, the % who read at least one book in any format in the past year	ALL 16+	Ages 16-17	Ages 18-24	Ages 25-29	Ages 30-49	Ages 50-64	Ages 65+
2011	78%	86 ^{dfg}	88	76 ^b	81 ^{fg}	77 ^b	68
2012	75%	90 ^{cefg}	79 ^{fg}	81 ^{fg}	77 ^{fg}	72	67

Source: Pew Research Center's Internet & American Life Library Services Survey of 2,252 people ages 16 and older conducted October 15-November 10, 2012. The survey was conducted in English and Spanish and on landline and cell phones.

Note: Columns marked with a superscript letter (^a) or another letter indicate a statistically significant difference between that row and the row designated by that superscript letter. Statistical significance is determined inside the specific section covering each demographic trait.

Books formats over the past year, by age group, among general population

Among all Americans ages 16+, the % in each age group who read a book in whole or in part in the following formats in that time period, in 2011 and 2012

SIGNIFICANCE	a	b	c	d	e	f	g
Among all 16+, the % who read at least one PRINT book in the past year	ALL 16+	Ages 16-17	Ages 18-24	Ages 25-29	Ages 30-49	Ages 50-64	Ages 65+
2011	72%	77 ^b	78 ^{fg}	69	76 ^b	71 ^b	64
2012	67%	85 ^{cdefg}	73 ^{efg}	72 ^b	66	65	61
Among all 16+, the % who listened to at least one AUDIOBOOK book in the past year	ALL 16+	Ages 16-17	Ages 18-24	Ages 25-29	Ages 30-49	Ages 50-64	Ages 65+
2011	11%	10	9	16 ^b	12	12	8
2012	13%	16 ^b	12	15 ^b	18 ^{cfg}	10	7
Among all 16+, the % who read at least one E-BOOK book in the past year	ALL 16+	Ages 16-17	Ages 18-24	Ages 25-29	Ages 30-49	Ages 50-64	Ages 65+
2011	16%	12	21 ^{bg}	20 ^b	21 ^{bf}	15 ^b	8
2012	23%	25 ^b	24 ^{fg}	25 ^b	31 ^{fg}	17	14

Source: Pew Research Center's Internet & American Life Library Services Survey of 2,252 people ages 16 and older conducted October 15-November 10, 2012. The survey was conducted in English and Spanish and on landline and cell phones.

Note: Columns marked with a superscript letter (^a) or another letter indicate a statistically significant difference between that row and the row designated by that superscript letter. Statistical significance is determined inside the specific section covering each demographic trait.

Among younger readers, e-books are on the rise

Among Americans who read at least one book in the past 12 months, the % in each age group who read a book in whole or in part in the following formats in that time period, in 2011 and 2012

SIGNIFICANCE	a	b	c	d	e	f	g
Among those who read at least one book in the past year, the % who read at least one PRINT book in the past year	ALL 16+	Ages 16-17 (n=91 for 2012)	Ages 18-24	Ages 25-29	Ages 30-49	Ages 50-64	Ages 65+
2011	93%	90	89	91	93	92	94
2012	89%	94 ^e	93 ^e	89	85	90 ^e	91 ^e
Among those who read at least one book in the past year, the % who listened to at least one AUDIOBOOK book in the past year	ALL 16+	Ages 16-17 (n=91 for 2012)	Ages 18-24	Ages 25-29	Ages 30-49	Ages 50-64	Ages 65+
2011	14%	12	10	20 ^{cg}	15	15	12
2012	17%	18	15	19	23 ^{cfg}	13	11
Among those who read at least one book in the past year, the % who read at least one E-BOOK book in the past year	ALL 16+	Ages 16-17 (n=91 for 2012)	Ages 18-24	Ages 25-29	Ages 30-49	Ages 50-64	Ages 65+
2011	21%	13	24 ^{bg}	27 ^{bg}	25 ^{bf^g}	19 ^g	12
2012	30%	28	31 ^g	31 ^g	41 ^{bcd^{fg}}	23	20

Source: Pew Research Center's Internet & American Life Library Services Survey of 2,252 people ages 16 and older conducted October 15-November 10, 2012. The survey was conducted in English and Spanish and on landline and cell phones.

Note: Columns marked with a superscript letter (^a) or another letter indicate a statistically significant difference between that row and the row designated by that superscript letter. Statistical significance is determined inside the specific section covering each demographic trait.

How many books Americans read (among total)

Among all Americans, the mean and median number of books each group read in the past 12 months, by age group (includes non-readers)

		Mean number of books read (average)	Median (midpoint)
All Americans ages 16+		12	4
Age			
a	16-17 (n=101)	12	5
b	18-24 (n=218)	11	5
c	25-29 (n=151)	11	5
d	30-49 (n=586)	13	5
e	50-64 (n=628)	11	3
f	65+ (n=531)	12	3

Source: Pew Research Center's Internet & American Life Library Services Survey of 2,252 people ages 16 and older conducted October 15-November 10, 2012. The survey was conducted in English and Spanish and on landline and cell phones.

Note: None of the differences between age groups are statistically significant.

Did anyone else in your family use public libraries while you were growing up?

Among all Americans ages 16+, the % in each age group who recall family members using the library as they were growing up

		% who recall family members using the library
All Americans ages 16+		77%
Age		
a	16-17 (n=101)	79 ^f
b	18-24 (n=218)	74
c	25-29 (n=151)	88 ^{bdef}
d	30-49 (n=586)	80 ^f
e	50-64 (n=628)	76 ^f
f	65+ (n=531)	68

Source: Pew Research Center's Internet & American Life Library Services Survey of 2,252 people ages 16 and older conducted October 15-November 10, 2012. The survey was conducted in English and Spanish and on landline and cell phones.

Note: Columns marked with a superscript letter (^a) or another letter indicate a statistically significant difference between that row and the row designated by that superscript letter. Statistical significance is determined inside the specific section covering each demographic trait.

Do you have a library card for a public library?

Among all Americans ages 16+, the % in each age group who say they have a library card

		% who say they have a library card
All Americans ages 16+		63%
Age		
a	16-17 (n=101)	70 ^f
b	18-24 (n=218)	63 ^f
c	25-29 (n=151)	65 ^f
d	30-49 (n=586)	68 ^f
e	50-64 (n=628)	63 ^f
f	65+ (n=531)	52

Source: Pew Research Center's Internet & American Life Library Services Survey of 2,252 people ages 16 and older conducted October 15-November 10, 2012. The survey was conducted in English and Spanish and on landline and cell phones.

Note: Columns marked with a superscript letter (^a) or another letter indicate a statistically significant difference between that row and the row designated by that superscript letter. Statistical significance is determined inside the specific section covering each demographic trait.

Most younger Americans have visited a public library or library bookmobile in person, and a majority have done so in the past year

Among all Americans ages 16+, the % in each age group who say they have ever visited a library or library bookmobile in person & those who have done so in the past 12 months

		% who have ever visited a library or bookmobile	% who have visited a library <u>in the past year</u>
All Americans ages 16+		84%	53%
Age			
a	16-17 (n=101)	89 ^{ef}	62 ^{ef}
b	18-24 (n=218)	85 ^f	56 ^f
c	25-29 (n=151)	87 ^f	58 ^f
d	30-49 (n=586)	87 ^{ef}	59 ^{ef}
e	50-64 (n=628)	82	51 ^f
f	65+ (n=531)	78	40

Source: Pew Research Center's Internet & American Life Library Services Survey of 2,252 people ages 16 and older conducted October 15-November 10, 2012. The survey was conducted in English and Spanish and on landline and cell phones.

Note: Columns marked with a superscript letter (^a) or another letter indicate a statistically significant difference between that row and the row designated by that superscript letter. Statistical significance is determined inside the specific section covering each demographic trait.

A snapshot of Americans' library visits

Among all Americans ages 16+, how often those in each age group visit the library in person

		At least weekly	At least monthly	Less than monthly	Not within the past year/never
All Americans ages 16+		8%	25%	20%	46%
Age					
a	16-17 (n=101)	9	31 ^f	21	38
b	18-24 (n=218)	9	24	23 ^g	44
c	25-29 (n=151)	6	29 ^g	23 ^g	42
d	30-49 (n=586)	10	30 ^{fg}	20 ^g	40
e	50-64 (n=628)	7	21	23 ^g	49 ^d
f	65+ (n=531)	7	20	13	60 ^{abcde}

Source: Pew Research Center's Internet & American Life Library Services Survey of 2,252 people ages 16 and older conducted October 15-November 10, 2012. The survey was conducted in English and Spanish and on landline and cell phones.

Note: Columns marked with a superscript letter (^a) or another letter indicate a statistically significant difference between that row and the row designated by that superscript letter. Statistical significance is determined inside the specific section covering each demographic trait.

How often younger library visitors receive assistance from library staff

How often Americans who visited a library in person in the past 12 months say they receive help from library staff

		Frequently	Sometimes	Hardly ever	Never
All recent library visitors ages 16+ (n=1,238)		31%	39%	23%	7%
Age					
a	16-17 (n=64)	n/a	n/a	n/a	n/a
b	18-29 (n=215)	35 ^e	37	21	5
c	30-49 (n=353)	32 ^e	39	22	7
d	50-64 (n=343)	34 ^e	36	23	7
e	65+ (n=245)	20	45	27	8

Source: Pew Research Center's Internet & American Life Library Services Survey of 2,252 people ages 16 and older conducted October 15-November 10, 2012. The survey was conducted in English and Spanish and on landline and cell phones.

Note: Columns marked with a superscript letter (^a) or another letter indicate a statistically significant difference between that row and the row designated by that superscript letter. Statistical significance is determined inside the specific section covering each demographic trait.

Most say library staff are "very helpful"

Among Americans who visited a library in the past 12 months, the % who say that library staff are generally...

		Very helpful	Somewhat helpful	Not too helpful	Not at all helpful
All recent library visitors ages 16+ (n=1,238)		81%	17%	1%	1%
Age					
a	16-17 (n=64)	n/a	n/a	n/a	n/a
b	18-29 (n=215)	76	21 ^{de}	1	1
c	30-49 (n=353)	84	15	1	-
d	50-64 (n=343)	84 ^b	14	1	-
e	65+ (n=245)	88 ^b	10	1	-

Source: Pew Research Center's Internet & American Life Library Services Survey of 2,252 people ages 16 and older conducted October 15-November 10, 2012. The survey was conducted in English and Spanish and on landline and cell phones.

Note: Columns marked with a superscript letter (^a) or another letter indicate a statistically significant difference between that row and the row designated by that superscript letter. Statistical significance is determined inside the specific section covering each demographic trait.

Almost half of younger Americans under age 30 have ever visited a library website

Among all Americans ages 16+, the % in each age group who have visited a library website, ever and in the past year

		% who have ever visited a library website	% who have visited a library websites <u>in the past year</u>
All Americans ages 16+		39%	25%
Age			
a	16-17 (n=101)	47 ^{ef}	23 ^f
b	18-24 (n=218)	48 ^{ef}	30 ^{ef}
c	25-29 (n=151)	48 ^{ef}	30 ^{ef}
d	30-49 (n=586)	47 ^{ef}	32 ^{ef}
e	50-64 (n=628)	32 ^f	21 ^f
f	65+ (n=531)	19	13

Source: Pew Research Center's Internet & American Life Library Services Survey of 2,252 people ages 16 and older conducted October 15-November 10, 2012. The survey was conducted in English and Spanish and on landline and cell phones.

Note: Columns marked with a superscript letter (^a) or another letter indicate a statistically significant difference between that row and the row designated by that superscript letter. Statistical significance is determined inside the specific section covering each demographic trait.

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?

Among all Americans ages 16+, the % in each age group who have visited library websites or otherwise accessed library services by mobile device in the past year

% who say they have accessed a library website or resources via mobile device		
All Americans ages 16+		13%
Age		
a	16-17 (n=101)	16 ^f
b	18-24 (n=218)	18 ^{ef}
c	25-29 (n=151)	18 ^{ef}
d	30-49 (n=586)	18 ^{ef}
e	50-64 (n=628)	10 ^f
f	65+ (n=531)	5

Source: Pew Research Center's Internet & American Life Library Services Survey of 2,252 people ages 16 and older conducted October 15-November 10, 2012. The survey was conducted in English and Spanish and on landline and cell phones.

Note: Columns marked with a superscript letter (^a) or another letter indicate a statistically significant difference between that row and the row designated by that superscript letter. Statistical significance is determined inside the specific section covering each demographic trait.

In the past five years, has your use of the public library (in person and online) increased, decreased, or stayed about the same?

Among recent library users (including in-person and website users) ages 16+, by age group

		% whose library use increased	% whose library use stayed about the same	% who have % whose library use decreased
All recent library users ages 16+ (n=1361)		26%	52%	22%
Age				
a	16-17 (n=69)	n/a	n/a	n/a
b	18-24 (n= 136)	21	42	36 ^{adef}
c	25-29 (n= 101)	24	49	27
d	30-49 (n= 395)	29 ^{bf}	51	19
e	50-64 (n= 374)	27	53 ^b	20
f	65+ (n= 263)	21	60 ^{bd}	17

Source: Pew Research Center's Internet & American Life Library Services Survey of 2,252 people ages 16 and older conducted October 15-November 10, 2012. The survey was conducted in English and Spanish and on landline and cell phones.

Note: Columns marked with a superscript letter (^a) or another letter indicate a statistically significant difference between that row and the row designated by that superscript letter. Statistical significance is determined inside the specific section covering each demographic trait.

Experiences at libraries are mostly positive

Among all Americans ages 16+ who have ever used a public library, the % in each age group who characterize their experiences in the following ways

		Very positive	Mostly positive	TOTAL POSITIVE	Mostly negative	Very negative	TOTAL NEGATIVE
All Americans ages 16+ who have ever used a public library		57%	41%	98%	1%	*%	1%
Age							
a	16-17 (n=95)	37	62 ^{cdef}	98	2	-	2
b	18-24 (n=192)	45	52 ^{def}	97	2	-	2
c	25-29 (n=138)	56 ^a	43	99	-	-	-
d	30-49 (n=531)	59 ^{ab}	39	98	1	-	2^e
e	50-64 (n=549)	64 ^{ab}	35	99^f	-	-	-
f	65+ (n=444)	61 ^{ab}	36	97	1	-	1^e

Source: Pew Research Center's Internet & American Life Library Services Survey of 2,252 people ages 16 and older conducted October 15-November 10, 2012. The survey was conducted in English and Spanish and on landline and cell phones.

Note: Columns marked with a superscript letter (^a) or another letter indicate a statistically significant difference between that row and the row designated by that superscript letter. Statistical significance is determined inside the specific section covering each demographic trait.

How important are libraries to you and your family?

Among all Americans ages 16+, the % in each age group who say that libraries are important or not important to them and their families

		Very Important	Somewhat Important	Not too Important	Not at all Important
All Americans ages 16+		46%	30%	11%	12%
Age					
a	16-17 (n=101)	18	47 ^{bdef}	21 ^{cdef}	14
b	18-24 (n=218)	32 ^a	34	16 ^{cdef}	17 ^d
c	25-29 (n=151)	44 ^{ab}	35	8	11
d	30-49 (n=586)	53 ^{ab}	27	10	9
e	50-64 (n=628)	48 ^{ab}	28	9	13 ^d
f	65+ (n=531)	48 ^{ab}	27	9	13

How important are libraries to your community?

Among all Americans ages 16+, the % in each age group who say that libraries are important or not important to their community as a whole

		Very Important	Somewhat Important	Not too Important	Not at all Important
All Americans ages 16+		63%	28%	4%	3%
Age					
a	16-17 (n=101)	37	51 ^{bcdef}	10 ^{df}	0
b	18-24 (n=218)	46	38 ^{cdef}	8 ^{df}	5
c	25-29 (n=151)	65 ^{ab}	23	4	6 ^{df}
d	30-49 (n=586)	64 ^{ab}	29 ^{ef}	3 ^f	2
e	50-64 (n=628)	70 ^{ab}	21	4 ^f	2
f	65+ (n=531)	70 ^{ab}	23	1	2

Source: Pew Research Center's Internet & American Life Library Services Survey of 2,252 people ages 16 and older conducted October 15-November 10, 2012. The survey was conducted in English and Spanish and on landline and cell phones.

Note: Columns marked with a superscript letter (^a) or another letter indicate a statistically significant difference between that row and the row designated by that superscript letter. Statistical significance is determined inside the specific section covering each demographic trait.

How much do you feel like you know about the different services and programs your public library offers?

How much Americans ages 16+ in each age group feel they know about the services offered by their public library

		All or most	Some	Not much	Nothing at all
All Americans ages 16+		22%	46%	20%	11%
Age					
a	16-17 (n=101)	19	38	30 ^{def}	13
b	18-24 (n=218)	22	40	26 ^{de}	12
c	25-29 (n=151)	27 ^f	41	24	9
d	30-49 (n=586)	22	48 ^b	18	10
e	50-64 (n=628)	23 ^f	47	18	10
f	65+ (n=531)	17	47	20	15 ^{de}

Source: Pew Research Center's Internet & American Life Library Services Survey of 2,252 people ages 16 and older conducted October 15-November 10, 2012. The survey was conducted in English and Spanish and on landline and cell phones.

Note: Columns marked with a superscript letter (^a) or another letter indicate a statistically significant difference between that row and the row designated by that superscript letter. Statistical significance is determined inside the specific section covering each demographic trait.

What Americans do at libraries

Among Americans ages 16+ who have visited a library or bookmobile *in person* in the past 12 months, the % in each age group who have done so for the following activities

		Borrow print books	Get help from a librarian	Sit, read, & study, or watch/listen to media		
All recent library visitors ages 16+ (n=1,238)		73%	50%	49%		
Age						
a	16-17 (n=64)	n/a	n/a	n/a		
b	18-29 (n=215)	72	45	61 ^{cde}		
c	30-49 (n=353)	77 ^d	50	51 ^{de}		
d	50-64 (n=343)	69	55 ^b	42		
e	65+ (n=245)	72	58 ^b	34		
		Use a research database	Borrow an audio book	Attend a class/event for adults	Borrow a music CD	Attend a meeting
Among recent library visitors ages 16+ (n=616)		46%	17%	21%	16%	23%
Age						
a	16-17 (n=29)	n/a	n/a	n/a	n/a	n/a
b	18-29 (n=100)	49 ^e	14	21	11	19
c	30-49 (n=171)	49 ^e	21 ^e	19	18	17
d	50-64 (n=182)	45	17	22	20	27 ^c
e	65+ (n=123)	33	11	27	13	29 ^c
		Research topics of interest	Borrow a DVD or video	Read magazines/newspapers	Attend/ bring younger person to event for children/ teens	Browse shelves for books/ media
Among recent library visitors ages 16+ (n=622)		54%	40%	31%	41%	73%
Age						
a	16-17 (n=35)	n/a	n/a	n/a	n/a	n/a
b	18-29 (n=115)	61 ^e	29	35	40 ^e	74
c	30-49 (n=182)	55 ^e	45 ^{be}	28	57 ^{bde}	77
d	50-64 (n=161)	53 ^e	49 ^{be}	35	36	70
e	65+ (n=122)	37	29	25	26	67

Source: Pew Research Center's Internet & American Life Library Services Survey of 2,252 people ages 16 and older conducted October 15-November 10, 2012. The survey was conducted in English and Spanish and on landline and cell phones. Sample sizes are different where noted due to form split.

Note: Columns marked with a superscript letter (^a) or another letter indicate a statistically significant difference between that row and the row designated by that superscript letter. Statistical significance is determined inside the specific section covering each demographic trait.

How important it is for public libraries to provide this to the community: Borrowing books

		Very important	Somewhat important	Not too important	Not important at all
All Americans ages 16+ (n=2,252)		80%	15%	2%	2%
Age					
a	16-17 (n=101)	72	23 ^{ce}	5	-
b	18-24 (n=218)	72	21 ^{ce}	4 ^{df}	2
b	25-29 (n=151)	81 ^b	12	4	3
c	30-49 (n=586)	83 ^{ab}	15	1	1
d	50-64 (n=628)	83 ^{ab}	13	2	2
e	65+ (n=531)	78	15	1	4 ^d

Source: Pew Research Center's Internet & American Life Library Services Survey of 2,252 people age 16 and older conducted October 15-November 10, 2012. The survey was conducted in English and Spanish and on landline and cell phones.

Note: Columns marked with a superscript letter (^a) or another letter indicate a statistically significant difference between that row and the row designated by that superscript letter. Statistical significance is determined inside the specific section covering each demographic trait.

How important it is for public libraries to provide this to the community: Free access to computers and the internet

		Very important	Somewhat important	Not too important	Not important at all
All Americans ages 16+ (n=1,119)		77%	18%	2%	2%
Age					
a	16-17 (n=47)	n/a	n/a	n/a	n/a
b	18-29 (n=189)	74	22	1	2
c	30-49 (n=278)	81 ^e	16	2	1
d	50-64 (n=312)	81 ^e	16	1	2
e	65+ (n=272)	68	19	1	6 ^{cd}

Source: Pew Research Center's Internet & American Life Library Services Survey of 2,252 people age 16 and older conducted October 15-November 10, 2012. The survey was conducted in English and Spanish and on landline and cell phones.

Note: Columns marked with a superscript letter (^a) or another letter indicate a statistically significant difference between that row and the row designated by that superscript letter. Statistical significance is determined inside the specific section covering each demographic trait.

How important it is for public libraries to provide this to the community: Programs and classes for children and teens

		Very important	Somewhat important	Not too important	Not important at all
All Americans ages 16+ (n=1,119)		74%	21%	2%	2%
Age					
a	16-17 (n=47)	n/a	n/a	n/a	n/a
b	18-29 (n=189)	73	21	3 ^c	2 ^c
c	30-49 (n=278)	77	21	-	-
d	50-64 (n=312)	77 ^e	18	2	2
e	65+ (n=272)	69	24	2	2

Source: Pew Research Center's Internet & American Life Library Services Survey of 2,252 people age 16 and older conducted October 15-November 10, 2012. The survey was conducted in English and Spanish and on landline and cell phones.

Note: Columns marked with a superscript letter (^a) or another letter indicate a statistically significant difference between that row and the row designated by that superscript letter. Statistical significance is determined inside the specific section covering each demographic trait.

How important it is for public libraries to provide this to the community: Quiet study spaces for adults and children

		Very important	Somewhat important	Not too important	Not important at all
All Americans ages 16+ (n=1,119)		76%	19%	2%	2%
Age					
a	16-17 (n=47)	n/a	n/a	n/a	n/a
b	18-29 (n=189)	71	25 ^d	1	2
c	30-49 (n=278)	77	20 ^d	1	-
d	50-64 (n=312)	81 ^{bd}	14	3 ^b	3
e	65+ (n=272)	71	19	4 ^b	2

Source: Pew Research Center's Internet & American Life Library Services Survey of 2,252 people age 16 and older conducted October 15-November 10, 2012. The survey was conducted in English and Spanish and on landline and cell phones.

Note: Columns marked with a superscript letter (^a) or another letter indicate a statistically significant difference between that row and the row designated by that superscript letter. Statistical significance is determined inside the specific section covering each demographic trait.

How important it is for public libraries to provide this to the community: Free public meeting spaces

		Very important	Somewhat important	Not too important	Not important at all
All Americans ages 16+ (n=1,119)		49%	36%	9%	4%
Age					
a	16-17 (n=47)	n/a	n/a	n/a	n/a
b	18-29 (n=189)	46	39 ^c	9	6 ^c
c	30-49 (n=278)	45	42 ^{cd}	10	1
d	50-64 (n=312)	58 ^{bc}	29	7	4
e	65+ (n=272)	49	32	8	6 ^c

Source: Pew Research Center's Internet & American Life Library Services Survey of 2,252 people age 16 and older conducted October 15-November 10, 2012. The survey was conducted in English and Spanish and on landline and cell phones.

Note: Columns marked with a superscript letter (^a) or another letter indicate a statistically significant difference between that row and the row designated by that superscript letter. Statistical significance is determined inside the specific section covering each demographic trait.

How important it is for public libraries to provide this to the community: Job, employment, and career resources

		Very important	Somewhat important	Not too important	Not important at all
All Americans ages 16+ (n=1,133)		67%	22%	5%	2%
Age					
a	16-17 (n=54)	n/a	n/a	n/a	n/a
b	18-29 (n=180)	70	23	3	1
c	30-49 (n=308)	68	23	5	3
d	50-64 (n=316)	65	23	6	2
e	65+ (n=259)	62	19	4	3

Source: Pew Research Center's Internet & American Life Library Services Survey of 2,252 people age 16 and older conducted October 15-November 10, 2012. The survey was conducted in English and Spanish and on landline and cell phones.

Note: Columns marked with a superscript letter (^a) or another letter indicate a statistically significant difference between that row and the row designated by that superscript letter. Statistical significance is determined inside the specific section covering each demographic trait.

**How important it is for public libraries to provide this to the community:
Free events and activities, such as classes and cultural events, for
people of all ages**

		Very important	Somewhat important	Not too important	Not important at all
All Americans ages 16+ (n=1,133)		63%	30%	4%	2%
Age					
a	16-17 (n=54)	n/a	n/a	n/a	n/a
b	18-29 (n=180)	67	25	6 ^e	2
c	30-49 (n=308)	64	30	4	1
d	50-64 (n=316)	64	28	4 ^e	3
e	65+ (n=259)	60	32	1	3

Source: Pew Research Center’s Internet & American Life Library Services Survey of 2,252 people age 16 and older conducted October 15-November 10, 2012. The survey was conducted in English and Spanish and on landline and cell phones.

Note: Columns marked with a superscript letter (^a) or another letter indicate a statistically significant difference between that row and the row designated by that superscript letter. Statistical significance is determined inside the specific section covering each demographic trait.

**How important it is for public libraries to provide this to the community:
Research resources such as free databases**

		Very important	Somewhat important	Not too important	Not important at all
All Americans ages 16+ (n=1,133)		73%	20%	2%	2%
Age					
a	16-17 (n=54)	n/a	n/a	n/a	n/a
b	18-29 (n=180)	78 ^e	18	3	1
c	30-49 (n=308)	75 ^e	20	3	-
d	50-64 (n=316)	74 ^e	20	2	3 ^c
e	65+ (n=259)	64	21	3	3 ^c

Source: Pew Research Center’s Internet & American Life Library Services Survey of 2,252 people age 16 and older conducted October 15-November 10, 2012. The survey was conducted in English and Spanish and on landline and cell phones.

Note: Columns marked with a superscript letter (^a) or another letter indicate a statistically significant difference between that row and the row designated by that superscript letter. Statistical significance is determined inside the specific section covering each demographic trait.

How important it is for public libraries to provide this to the community: Librarians to help people find information they need

		Very important	Somewhat important	Not too important	Not important at all
All Americans ages 16+ (n=1,133)		80%	16%	2%	1%
Age					
a	16-17 (n=54)	n/a	n/a	n/a	n/a
b	18-29 (n=180)	81	16	2	1
c	30-49 (n=308)	81	16	2	-
d	50-64 (n=316)	79	17	2	-
e	65+ (n=259)	82	14	2	1

Source: Pew Research Center's Internet & American Life Library Services Survey of 2,252 people age 16 and older conducted October 15-November 10, 2012. The survey was conducted in English and Spanish and on landline and cell phones.

Note: Columns marked with a superscript letter (^a) or another letter indicate a statistically significant difference between that row and the row designated by that superscript letter. Statistical significance is determined inside the specific section covering each demographic trait.

Should libraries... Make most services automated, so people can find what they need and check out material on their own without help from staff?

		Should definitely do	Should maybe do	Should definitely not do
All Americans ages 16+ (n=1,119)		41%	36%	20%
Age				
a	16-17 (n=47)	n/a	n/a	n/a
b	18-29 (n=189)	39	33	26 ^{ce}
c	30-49 (n=278)	41	41	17
d	50-64 (n=312)	41	35	21 ^e
e	65+ (n=272)	42	36	13

Source: Pew Research Center's Internet & American Life Library Services Survey of 2,252 people age 16 and older conducted October 15-November 10, 2012. The survey was conducted in English and Spanish and on landline and cell phones.

Note: Columns marked with a superscript letter (^a) or another letter indicate a statistically significant difference between that row and the row designated by that superscript letter. Statistical significance is determined inside the specific section covering each demographic trait.

Should libraries... Have more comfortable spaces for reading, working, and relaxing at the library?

		Should definitely do	Should maybe do	Should definitely not do
All Americans ages 16+ (n=1,119)		59%	28%	9%
Age				
a	16-17 (n=47)	n/a	n/a	n/a
b	18-29 (n=189)	62 ^e	33	4
c	30-49 (n=278)	64 ^{de}	26	8
d	50-64 (n=312)	53	31	12 ^b
e	65+ (n=272)	50	26	10 ^b

Source: Pew Research Center's Internet & American Life Library Services Survey of 2,252 people age 16 and older conducted October 15-November 10, 2012. The survey was conducted in English and Spanish and on landline and cell phones.

Note: Columns marked with a superscript letter (^a) or another letter indicate a statistically significant difference between that row and the row designated by that superscript letter. Statistical significance is determined inside the specific section covering each demographic trait.

Should libraries... Have completely separate locations or spaces for different services, such as children's services, computer labs, reading spaces, and meeting rooms?

		Should definitely do	Should maybe do	Should definitely not do
All Americans ages 16+ (n=1,119)		61%	27%	9%
Age				
a	16-17 (n=47)	n/a	n/a	n/a
b	18-29 (n=189)	56	35 ^{de}	8
c	30-49 (n=278)	63	27	9
d	50-64 (n=312)	64	24	11
e	65+ (n=272)	59	22	8

Source: Pew Research Center's Internet & American Life Library Services Survey of 2,252 people age 16 and older conducted October 15-November 10, 2012. The survey was conducted in English and Spanish and on landline and cell phones.

Note: Columns marked with a superscript letter (^a) or another letter indicate a statistically significant difference between that row and the row designated by that superscript letter. Statistical significance is determined inside the specific section covering each demographic trait.

Should libraries... 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?

		Should definitely do	Should maybe do	Should definitely not do
All Americans ages 16+ (n=1,119)		20%	39%	36%
Age				
a	16-17 (n=47)	n/a	n/a	n/a
b	18-29 (n=189)	19	48 ^{de}	32
c	30-49 (n=278)	20	39	39
d	50-64 (n=312)	21	32	41 ^e
e	65+ (n=272)	17	37	30

Source: Pew Research Center’s Internet & American Life Library Services Survey of 2,252 people age 16 and older conducted October 15-November 10, 2012. The survey was conducted in English and Spanish and on landline and cell phones.

Note: Columns marked with a superscript letter (^a) or another letter indicate a statistically significant difference between that row and the row designated by that superscript letter. Statistical significance is determined inside the specific section covering each demographic trait.

Should libraries... Offer more interactive learning experiences similar to museum exhibits?

		Should definitely do	Should maybe do	Should definitely not do
All Americans ages 16+ (n=1,119)		47%	38%	12%
Age				
a	16-17 (n=47)	n/a	n/a	n/a
b	18-29 (n=189)	54 ^{de}	37	9
c	30-49 (n=278)	50 ^e	37	12
d	50-64 (n=312)	44	38	15
e	65+ (n=272)	36	40	12 ^b

Source: Pew Research Center’s Internet & American Life Library Services Survey of 2,252 people age 16 and older conducted October 15-November 10, 2012. The survey was conducted in English and Spanish and on landline and cell phones.

Note: Columns marked with a superscript letter (^a) or another letter indicate a statistically significant difference between that row and the row designated by that superscript letter. Statistical significance is determined inside the specific section covering each demographic trait.

Should libraries... Help users digitize material such as family photos or historical documents?

		Should definitely do	Should maybe do	Should definitely not do
All Americans ages 16+ (n=1,133)		43%	39%	14%
Age				
a	16-17 (n=54)	n/a	n/a	n/a
b	18-29 (n=180)	42	47 ^d	11
c	30-49 (n=308)	45 ^e	39	13
d	50-64 (n=316)	49 ^e	31	17
e	65+ (n=259)	34	38	16

Source: Pew Research Center's Internet & American Life Library Services Survey of 2,252 people age 16 and older conducted October 15-November 10, 2012. The survey was conducted in English and Spanish and on landline and cell phones.

Note: Columns marked with a superscript letter (^a) or another letter indicate a statistically significant difference between that row and the row designated by that superscript letter. Statistical significance is determined inside the specific section covering each demographic trait.

Should libraries... Offer a broader selection of e-books?

		Should definitely do	Should maybe do	Should definitely not do
All Americans ages 16+ (n=1,133)		53%	30%	5%
Age				
a	16-17 (n=54)	n/a	n/a	n/a
b	18-29 (n=180)	57 ^e	33	4
c	30-49 (n=308)	58 ^e	29	4
d	50-64 (n=316)	56 ^e	25	5
e	65+ (n=259)	39	29	7

Source: Pew Research Center's Internet & American Life Library Services Survey of 2,252 people age 16 and older conducted October 15-November 10, 2012. The survey was conducted in English and Spanish and on landline and cell phones.

Note: Columns marked with a superscript letter (^a) or another letter indicate a statistically significant difference between that row and the row designated by that superscript letter. Statistical significance is determined inside the specific section covering each demographic trait.

Should libraries... Offer free early literacy programs to help young children prepare for school?

		Should definitely do	Should maybe do	Should definitely not do
All Americans ages 16+ (n=1,133)		82%	14%	3%
Age				
a	16-17 (n=54)	n/a	n/a	n/a
b	18-29 (n=180)	86 ^e	13	2
c	30-49 (n=308)	85 ^e	13	2
d	50-64 (n=316)	82 ^e	14	3
e	65+ (n=259)	69	19	8 ^{bcd}

Source: Pew Research Center's Internet & American Life Library Services Survey of 2,252 people age 16 and older conducted October 15-November 10, 2012. The survey was conducted in English and Spanish and on landline and cell phones.

Note: Columns marked with a superscript letter (^a) or another letter indicate a statistically significant difference between that row and the row designated by that superscript letter. Statistical significance is determined inside the specific section covering each demographic trait.

Should libraries... Coordinate more closely with local schools in providing resources to kids?

		Should definitely do	Should maybe do	Should definitely not do
All Americans ages 16+ (n=1,133)		85%	11%	2%
Age				
a	16-17 (n=54)	n/a	n/a	n/a
b	18-29 (n=180)	87 ^e	12	1
c	30-49 (n=308)	87 ^e	11	-
d	50-64 (n=316)	89 ^e	9	2
e	65+ (n=259)	71	15 ^d	5 ^{bcd}

Source: Pew Research Center's Internet & American Life Library Services Survey of 2,252 people age 16 and older conducted October 15-November 10, 2012. The survey was conducted in English and Spanish and on landline and cell phones.

Note: Columns marked with a superscript letter (^a) or another letter indicate a statistically significant difference between that row and the row designated by that superscript letter. Statistical significance is determined inside the specific section covering each demographic trait.

Should libraries... Move most library services online so users can access them without having to visit the library?

		Should definitely do	Should maybe do	Should definitely not do
All Americans ages 16+ (n=1,133)		42%	34%	19%
Age				
a	16-17 (n=54)	n/a	n/a	n/a
b	18-29 (n=180)	46 ^e	32	19
c	30-49 (n=308)	47 ^e	32	18
d	50-64 (n=316)	41	32	22
e	65+ (n=259)	34	36	18

Source: Pew Research Center's Internet & American Life Library Services Survey of 2,252 people age 16 and older conducted October 15-November 10, 2012. The survey was conducted in English and Spanish and on landline and cell phones.

Note: Columns marked with a superscript letter (^a) or another letter indicate a statistically significant difference between that row and the row designated by that superscript letter. Statistical significance is determined inside the specific section covering each demographic trait.

How likely would you be to use this resource: Classes or instruction on how to use handheld reading devices like e-book readers and tablet computers

		Very likely	Somewhat likely	Not too likely	Not at all likely
All Americans ages 16+ (n=1,119)		23%	28%	17%	31%
Age					
a	16-17 (n=47)	n/a	n/a	n/a	n/a
b	18-29 (n=189)	13	31	19	37 ^d
c	30-49 (n=278)	25 ^b	28	18	29
d	50-64 (n=312)	30 ^{be}	26	16	27
e	65+ (n=272)	19	26	13	36 ^d

Source: Pew Research Center's Internet & American Life Library Services Survey of 2,252 people age 16 and older conducted October 15-November 10, 2012. The survey was conducted in English and Spanish and on landline and cell phones.

Note: Columns marked with a superscript letter (^a) or another letter indicate a statistically significant difference between that row and the row designated by that superscript letter. Statistical significance is determined inside the specific section covering each demographic trait.

How likely would you be to use this resource: Library kiosks or “redboxes” located throughout the community where people can check out books, movies or music without having to go to the library itself

		Very likely	Somewhat likely	Not too likely	Not at all likely
All Americans ages 16+ (n=1,119)		33%	30%	14%	20%
Age					
a	16-17 (n=47)	n/a	n/a	n/a	n/a
b	18-29 (n=189)	41 ^{de}	34 ^e	12	13
c	30-49 (n=278)	38 ^{de}	32	15	15
d	50-64 (n=312)	26	33 ^e	15	24 ^{bc}
e	65+ (n=272)	20	24	16	36 ^{bcd}

Source: Pew Research Center’s Internet & American Life Library Services Survey of 2,252 people age 16 and older conducted October 15-November 10, 2012. The survey was conducted in English and Spanish and on landline and cell phones.

Note: Columns marked with a superscript letter (^a) or another letter indicate a statistically significant difference between that row and the row designated by that superscript letter. Statistical significance is determined inside the specific section covering each demographic trait.

How likely would you be to use this resource: E-book readers already loaded with the book you want to read

		Very likely	Somewhat likely	Not too likely	Not at all likely
All Americans ages 16+ (n=1,119)		26%	32%	15%	24%
Age					
a	16-17 (n=47)	n/a	n/a	n/a	n/a
b	18-29 (n=189)	29 ^e	37 ^e	15	18
c	30-49 (n=278)	27 ^e	36 ^e	15	20
d	50-64 (n=312)	25 ^e	31	17	23
e	65+ (n=272)	15	24	15	42 ^{bcd}

Source: Pew Research Center’s Internet & American Life Library Services Survey of 2,252 people age 16 and older conducted October 15-November 10, 2012. The survey was conducted in English and Spanish and on landline and cell phones.

Note: Columns marked with a superscript letter (^a) or another letter indicate a statistically significant difference between that row and the row designated by that superscript letter. Statistical significance is determined inside the specific section covering each demographic trait.

How likely would you be to use this resource: A cell phone application or “app” that allows you to access and use library services from your mobile phone and see what programs the library offers

		Very likely	Somewhat likely	Not too likely	Not at all likely
All Americans ages 16+ (n=1,119)		35%	28%	12%	22%
Age					
a	16-17 (n=47)	n/a	n/a	n/a	n/a
b	18-29 (n=189)	40 ^{de}	37 ^{de}	11	12
c	30-49 (n=278)	44 ^{de}	30 ^e	10	15
d	50-64 (n=312)	30 ^e	24	15	29 ^{bc}
e	65+ (n=272)	21	20	15	39 ^{bcd}

Source: Pew Research Center’s Internet & American Life Library Services Survey of 2,252 people age 16 and older conducted October 15-November 10, 2012. The survey was conducted in English and Spanish and on landline and cell phones.

Note: Columns marked with a superscript letter (^a) or another letter indicate a statistically significant difference between that row and the row designated by that superscript letter. Statistical significance is determined inside the specific section covering each demographic trait.

How likely would you be to use this resource: Personalized online accounts that give you customized recommendations for books and services based on your past library activity

		Very likely	Somewhat likely	Not too likely	Not at all likely
All Americans ages 16+ (n=1,119)		29%	35%	15%	19%
Age					
a	16-17 (n=47)	n/a	n/a	n/a	n/a
b	18-29 (n=189)	31 ^e	41 ^e	14	14
c	30-49 (n=278)	32 ^e	38 ^e	13	15
d	50-64 (n=312)	29 ^e	34 ^e	15	21
e	65+ (n=272)	15	24	22 ^{bc}	32 ^{bcd}

Source: Pew Research Center’s Internet & American Life Library Services Survey of 2,252 people age 16 and older conducted October 15-November 10, 2012. The survey was conducted in English and Spanish and on landline and cell phones.

Note: Columns marked with a superscript letter (^a) or another letter indicate a statistically significant difference between that row and the row designated by that superscript letter. Statistical significance is determined inside the specific section covering each demographic trait.

How likely would you be to use this resource: A digital media lab where you could create and upload new digital content like movies or your own e-books

		Very likely	Somewhat likely	Not too likely	Not at all likely
All Americans ages 16+ (n=1,133)		26%	32%	17%	23%
Age					
a	16-17 (n=54)	n/a	n/a	n/a	n/a
b	18-29 (n=180)	28 ^e	41 ^e	17	13
c	30-49 (n=308)	31 ^e	34 ^e	16	19
d	50-64 (n=316)	26 ^e	33 ^e	13	25 ^b
e	65+ (n=259)	15	17	21	41 ^{bcd}

Source: Pew Research Center's Internet & American Life Library Services Survey of 2,252 people age 16 and older conducted October 15-November 10, 2012. The survey was conducted in English and Spanish and on landline and cell phones.

Note: Columns marked with a superscript letter (^a) or another letter indicate a statistically significant difference between that row and the row designated by that superscript letter. Statistical significance is determined inside the specific section covering each demographic trait.

How likely would you be to use this resource: A program that allowed people to try out the newest tech devices or applications

		Very likely	Somewhat likely	Not too likely	Not at all likely
All Americans ages 16+ (n=1,133)		35%	34%	13%	16%
Age					
a	16-17 (n=54)	n/a	n/a	n/a	n/a
b	18-29 (n=180)	38 ^e	38 ^e	13	11
c	30-49 (n=308)	40 ^e	35 ^e	12	13
d	50-64 (n=316)	36 ^e	35 ^e	11	16
e	65+ (n=259)	22	23	14	32 ^{bcd}

Source: Pew Research Center's Internet & American Life Library Services Survey of 2,252 people age 16 and older conducted October 15-November 10, 2012. The survey was conducted in English and Spanish and on landline and cell phones.

Note: Columns marked with a superscript letter (^a) or another letter indicate a statistically significant difference between that row and the row designated by that superscript letter. Statistical significance is determined inside the specific section covering each demographic trait.

How likely would you be to use this resource: Classes on how to download library e-books to handheld devices

		Very likely	Somewhat likely	Not too likely	Not at all likely
All Americans ages 16+ (n=1,133)		28%	29%	17%	24%
Age					
a	16-17 (n=54)	n/a	n/a	n/a	n/a
b	18-29 (n=180)	26	32 ^e	20	22
c	30-49 (n=308)	34 ^e	29	16	20
d	50-64 (n=316)	31 ^e	33 ^e	16	18
e	65+ (n=259)	18	21	13	43 ^{bcd}

Source: Pew Research Center's Internet & American Life Library Services Survey of 2,252 people age 16 and older conducted October 15-November 10, 2012. The survey was conducted in English and Spanish and on landline and cell phones.

Note: Columns marked with a superscript letter (^a) or another letter indicate a statistically significant difference between that row and the row designated by that superscript letter. Statistical significance is determined inside the specific section covering each demographic trait.

How likely would you be to use this resource: A cell phone application or "app" that helps you locate material easily within the library by guiding you with GPS

		Very likely	Somewhat likely	Not too likely	Not at all likely
All Americans ages 16+ (n=1,133)		34%	28%	14%	22%
Age					
a	16-17 (n=54)	n/a	n/a	n/a	n/a
b	18-29 (n=180)	47 ^{de}	30 ^e	11	12
c	30-49 (n=308)	38 ^{de}	30 ^e	14	16
d	50-64 (n=316)	28	29 ^e	14	27 ^{bc}
e	65+ (n=259)	21	19	19 ^b	36 ^{bc}

Source: Pew Research Center's Internet & American Life Library Services Survey of 2,252 people age 16 and older conducted October 15-November 10, 2012. The survey was conducted in English and Spanish and on landline and cell phones.

Note: Columns marked with a superscript letter (^a) or another letter indicate a statistically significant difference between that row and the row designated by that superscript letter. Statistical significance is determined inside the specific section covering each demographic trait.

How likely would you be to use this resource: An online research service where you could pose questions and get responses from librarians

		Very likely	Somewhat likely	Not too likely	Not at all likely
All Americans ages 16+ (n=1,133)		37%	36%	12%	14%
Age					
a	16-17 (n=54)	n/a	n/a	n/a	n/a
b	18-29 (n=180)	37 ^e	40 ^e	14	9
c	30-49 (n=308)	40 ^e	37 ^e	12	10
d	50-64 (n=316)	39 ^e	37 ^e	11	12
e	65+ (n=259)	27	28	13	29 ^{bcd}

Source: Pew Research Center's Internet & American Life Library Services Survey of 2,252 people age 16 and older conducted October 15-November 10, 2012. The survey was conducted in English and Spanish and on landline and cell phones.

Note: Columns marked with a superscript letter (^a) or another letter indicate a statistically significant difference between that row and the row designated by that superscript letter. Statistical significance is determined inside the specific section covering each demographic trait.