Survey questions

Gates Libraries Typology Survey Final Topline 10/2/2013

Data for July 18 – September 30, 2013

Princeton Survey Research Associates International for
the Pew Research Center's Internet & American Life Project and
the Gates Foundation

Sample: n=6,224 people **age 16 or older** nationwide, including 3,102 cell phone interviews
Interviewing dates: 07.18.2013 – 09.30.2013

Margin of error is plus or minus 1.4 percentage points for results based on Total [n=6,224]
Margin of error is plus or minus 1.5 percentage points for results based on internet users [n=5,320]
Margin of error is plus or minus 1.4 percentage points for results based on cell phone owners [n=5,763]

Margin of error is plus or minus 1.5 percentage points for results based on those who have ever used a public library [n=5,393]
Margin of error is plus or minus 1.5 percentage points for results based on those who have ever visited a public library [n=5,078]
Margin of error is plus or minus 2.1 percentage points for results based on those who have ever used a public library website [n=2,725]
Margin of error is plus or minus 1.5 percentage points for results based on those who have ever used a public library or a household member ever uses the public library [n=5,661]

Margin of error is plus or minus 2.0 percentage points for results based on those who visited a public library in person in the past 12 months [n=3,006]
Margin of error is plus or minus 2.5 percentage points for results based on those who have used a public library website in the past 12 months [n=1,894]

Q13 Do you have any physical or health conditions that make reading difficult or challenging for you?

	CURRENT	
%	16	Yes
	84	No
	*	Don't know
	*	Refused

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

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?[1]

	USES INTERNET	DOES NOT USE INTERNET
Current	86	14
November 2012[2]	85	15
December 2011[3]	82	18

HOME3NW Do you ever use the internet or email at HOME?

Based on all internet users [N=5,320]

	YES	NO	DON'T KNOW	REFUSED
Current	90	10	*	*
November 2012	90	10	0	*

[READ TO ALL:] Next, I have some questions about public libraries. In answering these questions, please think only about public libraries, NOT school or university libraries.

Q17 Do you have a library card for a public library?[4]

	CURRENT		NOV 2012	DEC 2011
%	61	Yes	63	58
	39	No	36	42
	*	Don't know	*	*
	*	Refused	*	*

[1] In November 2012, an internet user was 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).

[2] November 2012 trends based on the Gates Library Services Survey, conducted October 15 – November 10, 2012 among those age 16 or older [N=2,252, including 1,125 cell phone interviews].

[3] December 2011 trends based on the Gates 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].

[4] December 2011 question wording was: "Next, I have some questions about public libraries ...Do you have a library card?"

Q18 Please tell me if you AGREE or DISAGREE with each of the following statements about public libraries [INSERT ITEMS; RANDOMIZE]. Do you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with this statement?

	STRONGLY AGREE	SOMEWHAT AGREE	SOMEWHAT DISAGREE	STRONGLY DISAGREE	DON'T KNOW	REFUSED
a. Because it provides free access to materials and resources, the public library plays an important role in giving everyone a chance to succeed.	72	24	2	2	1	*
b. Public libraries have NOT done a good job keeping up with new technologies.	11	23	28	27	10	1
c. People do NOT need public libraries as much as they used to because they can find most information on their own.	22	31	20	26	1	*
d. Public libraries provide many services people would have a hard time finding elsewhere.	48	33	11	5	3	*
e. Public libraries are important because they promote literacy and a love of reading.	77	19	2	2	1	*
f. Having a public library improves the quality of life in a community.	69	24	3	2	1	*

Q19 If you, personally, wanted to [INSERT ITEMS IN ORDER], would that be very easy, easy, difficult or very difficult for you?

	VERY EASY	EASY	DIFFICULT	VERY DIFFICULT	DON'T KNOW	REFUSED
a. Visit a public library in person	62	31	5	2	*	*
b. Use the website of a local public library	47	35	9	5	4	*

Q20 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	DON'T KNOW	REFUSED
a. You and your family	29	38	32	*	1	*
b. Your community as a whole	63	27	7	*	3	*

Q21 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?][5]

	TOTAL YES, HAVE DONE THIS	IN THE PAST 12 MONTHS	NOT IN PAST 12 MONTHS	NO, HAVE NEVER DONE THIS	DON'T KNOW	REFUSED
a. Visited a public library or used a public library bookmobile IN PERSON						
Current	81	48	33	19	*	*
November 2012	84	53	30	16	*	0
b. Used a public library WEBSITE[6]						
Current	44	30	14	56	*	*
November 2012	39	25	14	61	*	*

Q22 How often do you visit public libraries or bookmobiles in person? Would you say... [READ 1-4][7]

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

	CURRENT		NOV 2012
%	14	At least once a week	15
	17	Several times a month	19
	26	At least once a month	28
	43	Less often	38
	*	(DO NOT READ) Don't know	*
	*	(DO NOT READ) Refused	*
	[n=3,006]		[n=1,238]

Q23 How often do you use a public library website? Would you say... [READ 1-4][8]

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

	CURRENT		NOV 2012
%	10	At least once a week	12
	15	Several times a month	15
	23	At least once a month	27
	52	Less often	46

[5] 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 current poll. Trend results shown here have been recalculated based on Total respondents.

[6] In November 2012, item wording was "Gone on a public library WEBSITE."

[7] 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."

[8] 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."

*	(DO NOT READ) Don't know	*
0	(DO NOT READ) Refused	*
[n=1,894]		[n=587]

Q24 Over the past five years, has your own use of the public library, either in-person or online, [READ 1-3; ROTATE 1-2]

Based on those who have ever used a public library [N=5,393]

	CURRENT	
%	25	Decreased
	16	Increased
	57	Stayed about the same
	1	(DO NOT READ) Don't know
	*	(DO NOT READ) Refused

Q25 Does anyone else in your household ever visit a public library or bookmobile or use a public library website?

	CURRENT	
%	54	Yes, someone in household visits or uses library
	44	No one in household visits or uses library
	2	Don't know
	*	Refused

Q26 Thinking just about you and your family, how important, if at all, is each of the following library services? How about...[INSERT ITEMS; RANDOMIZE]? Is this very, somewhat, not too, or not at all important to you and your family?

Based on those who have ever used a public library or a household member ever uses the public library [N=5,661]

	VERY IMPORTANT	SOMEWHAT IMPORTANT	NOT TOO IMPORTANT	NOT AT ALL IMPORTANT	DON'T KNOW	REFUSED
a. Access to free books and media	54	27	7	12	1	*
b. Resources to do research for school or work	47	25	10	18	*	*
c. Using the library's internet, computers or printers	33	25	14	26	1	1
d. Having a quiet and safe place to spend time, read or study	51	24	9	15	*	*
e. Programs or events for children or teens	45	24	9	21	1	*
f. Programs or events for adults	28	30	17	24	1	*
g. Help applying for government programs, permits or licenses	29	24	14	30	3	1
h. Help finding or applying for a job	30	21	14	32	2	1
i. Getting help from a librarian finding information	44	32	9	13	1	*

Q27 Overall, how well-informed do you feel you are about the different services and programs your public library offers? Do you feel like you know...[READ 1-4][9]

Based on those who have ever used a public library

	CURRENT		NOV 2012
%	23	ALL or MOST of the services and programs your library offers	24
	47	SOME of what it offers	47
	20	NOT MUCH of what it offers	21
	10	Nothing at all	7
	1	(DO NOT READ) Don't know	1
	*	(DO NOT READ) Refused	*
	[n=5,393]		[n=1,981]

[9] November 2012 question was asked of Total respondents. Trend results shown here are based only on those who have ever used a public library.

Q28 Based on your own experiences, would you say... [READ AND ROTATE 1-2]

Based on those who have ever visited a public library in person [N=5,078]

	CURRENT	
%	94	Public libraries are welcoming, friendly places
	4	Public libraries are NOT welcoming and friendly places
	1	(DO NOT READ) Sometimes welcoming/friendly, sometimes not
	1	(DO NOT READ) Don't know
	*	(DO NOT READ) Refused

Q29 Have you, personally, ever had a NEGATIVE experience using a public library, either in person or online?

Based on those who have ever used a public library [N=5,393]

	CURRENT	
%	9	Yes
	91	No
	*	Don't know
	*	Refused

Q30 And in your experience, is it usually very easy, easy, difficult, or very difficult to find what you're looking for when you visit a public library?

Based on those who have ever visited a public library in person [N=5,078]

	CURRENT	
%	35	Very easy
	56	Easy
	5	Difficult
	1	Very difficult
	2	Don't know
	1	Refused

Q31 If you had to describe the physical condition of the public library nearest you, would you say... [READ 1-4]

Based on those who have ever used a public library [N=5,393]

	CURRENT	
%	67	It's a nice, pleasant space to be
	22	It's an okay space but could use some improvements
	1	It's not a pleasant space and needs a lot of improvement
	9	Have you never been inside your local library
	1	(DO NOT READ) Don't know
	*	(DO NOT READ) Refused

Q32 Do you happen to know where the CLOSEST public library is to where you currently live, or are you not sure?

	CURRENT	
%	91	Yes, know where it is
	9	Not sure
	*	Refused

Q33 Approximately how many miles from your home is the closest public library? Would you say... [READ 1-4]

Based on those who know where their closest public library is located [N=5,726]

	CURRENT	
%	79	Five miles or less
	14	Six to 10 miles
	5	11 to 20 miles
	1	More than 20 miles away
	*	(DO NOT READ) Don't know
	*	(DO NOT READ) Refused

Q35 In the past 12 months, (has your child/have any of your children) visited a public library or bookmobile? Please do not include school libraries.

Based on parents of children under age 18

	CURRENT		NOV 2012
%	70	Yes	70
	29	No	29
	1	Don't know	2
	*	Refused	0
	[n=1,538]		[n=584]

Methods

Gates Typology Survey

Prepared by Princeton Survey Research Associates International for the Pew Research Center's Internet & American Life Project and the Gates Foundation

October 2013

Summary

The Gates Typology Survey, sponsored by the Pew Research Center's Internet & American Life Project and the Gates Foundation, obtained telephone interviews with a nationally representative sample of 6,224 people ages 16 and older living in the United States. Interviews were conducted via landline (nLL=3,122) and cell phone (nC=3,102, including 1,588 without a landline phone). The survey was conducted by Princeton Survey Research Associates International. The interviews were administered in English and Spanish by Princeton Data Source from July 18 to September 30, 201310. Statistical results are weighted to correct known demographic discrepancies. The margin of sampling error for results based on the complete set of weighted data is ±1.4 percentage points. Results based on the 5,320 internet users11 have a margin of sampling error of ±1.5 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 probabilities in proportion to their share of listed telephone households from active blocks (area code + exchange + two-digit block number) that contained three 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.

[10] Twenty-one pretest interviews conducted on July 18 and 19 were included in the final data file since no changes were made to the questionnaire. Full data collection started on July 22.

[11] Internet user is defined as those accessing the internet occasionally, sending or receiving email, and/or accessing the internet on a cell phone, tablet, or other mobile handheld device.

Contact Procedures

Interviews were conducted from July 18 to September 30, 2013. As many as 10 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. 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 age 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 adult general population parameters. 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.12 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:

[12] i.e., whether respondents have only a landline telephone, only a cell phone, or both kinds of telephone.

$$WT_i = \left[\left(\frac{S_{LL}}{F_{LL}} \times \frac{1}{AD_i} \times LL_i\right) + \left(\frac{S_{CP}}{F_{CP}} \times CP_i\right) - \left(\frac{S_{LL}}{F_{LL}} \times \frac{1}{AD_i} \times LL_i \times \frac{S_{CP}}{F_{CP}} \times CP_i\right)\right]^{-1}$$

Where S_{LL} = the size of the landline sample
F_{LL} = the size of the landline sample frame
S_{CP} = the size of the cell sample
F_{CP} = the size of the cell sample frame
AD_i = Number of adults in household i
LL_i=1 if respondent has a landline phone, otherwise LL=0.
CP_i=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 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 US Census Bureau's 2011 American Community Survey data.[13] The population density parameter was derived from Census 2010 data. The telephone usage parameter came from an analysis of the July-December 2012 National Health Interview Survey.[14] [15]

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.

[13] ACS analysis was based on all people ages 16 and older excluding those living in institutional group quarters (GCs).
[14] Blumberg SJ, Luke JV. Wireless substitution: Early release of estimates from the National Health Interview Survey, July-December, 2012. National Center for Health Statistics. June 2013.
[15] 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.

Table 1: Sample Demographics

	Parameter	Unweighted	Weighted
Gender			
Male	48.2	45.6	48.1
Female	51.8	54.4	51.9
Age			
16-24	15.2	13.5	15.7
25-34	17.0	11.7	16.7
35-44	16.9	12.8	16.5
45-54	18.4	16.7	18.2
55-64	15.8	19.6	15.8
65+	16.7	25.7	17.1
Education			
HS Graduate or Less	44.5	37.7	43.9
Some College/Assoc. Degree	29.8	26.2	29.5
College Graduate	25.7	36.1	26.6
Race/Ethnicity			
White/not Hispanic	66.3	71.1	66.6
Black/not Hispanic	11.5	11.2	11.6
Hisp - US born	7.5	6.5	7.5
Hisp - born outside	7.4	5.4	7.2
Other/not Hispanic	7.3	5.8	7.2
Region			
Northeast	18.1	16.5	17.7
Midwest	21.5	24.3	22.2
South	37.1	36.7	37.1
West	23.3	22.4	23.1
County Pop. Density			
1 - Lowest	19.9	24.1	20.3
2	20.0	20.5	20.2
3	20.1	21.3	20.2
4	20.0	18.3	19.8
5 - Highest	20.0	15.7	19.5
Household Phone Use			
LLO	6.5	4.9	6.0
Dual - few, some cell	35.9	50.7	36.7
Dual - most cell	18.3	18.7	18.5
CPO	39.3	25.7	38.8

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 unequal weights. The total sample design effect for this survey is 1.25.

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

$$deff = \frac{n\sum_{i=1}^{n} w_i^2}{\left(\sum_{i=1}^{n} w_i\right)^2} \qquad \textit{formula 1}$$

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 ($\sqrt{deff}$). Thus, the formula for computing the 95% confidence interval around a percentage is:

$$\hat{p} \pm \left(\sqrt{deff} \times 1.96 \sqrt{\frac{\hat{p}(1-\hat{p})}{n}} \right) \qquad \textit{formula 2}$$

where $\hat{p}$ 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 ±1.4 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 1.4 percentage points away from their true values in the population. 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 respondents

in the sample that were ultimately interviewed. At PSRAI it is calculated by taking the product of three component rates:16

- Contact rate – the proportion of working numbers where a request for interview was made17
- Cooperation rate – the proportion of contacted numbers where a consent for interview was at least initially obtained, versus those refused
- Completion rate – the proportion of initially cooperating and eligible interviews that were completed

Thus the response rate for the landline sample was 10 percent. The response rate for the cellular sample was 13 percent.

[16] PSRAI's disposition codes and reporting are consistent with the American Association for Public Opinion Research standards.

[17] PSRAI assumes that 75 percent of cases that result in a constant disposition of "No answer" or "Busy" are actually not working numbers.

Sample Disposition

Landline	Cell	
116,709	61,496	Total Numbers Dialed
5,165	1,052	Non-residential
4,316	225	Computer/Fax
30	0	Cell phone
70,002	25,290	Other not working
5,084	497	Additional projected not working
32,113	34,432	Working numbers
27.5%	56.0%	Working Rate
1,695	166	No Answer / Busy
8,341	6,795	Voice Mail
116	50	Other Non-Contact
21,961	27,421	Contacted numbers
68.4%	79.6%	Contact Rate
843	3,543	Callback
17,666	19,219	Refusal
3,452	4659	Cooperating numbers
15.7%	17.0%	Cooperation Rate
204	228	Language Barrier
0	1,250	Child's cell phone
3,248	3,181	Eligible numbers
94.1%	68.3%	Eligibility Rate
126	78	Break-off
3,122	3,103	Completes
96.1%	97.5%	Completion Rate
10.3%	13.2%	Response Rate