

American Library Association
@ your library: Attitudes Toward Public Libraries Survey 2006

1000 Interviews with Adults Nationwide, Ages 18 or Older

Estimated Margin of Error: +/-3.1%

(T) = Trend from 2002

* indicates less than 0.5%

January 2006

6. (T) And, which one did you use the public library for second most often:

| Rank ordered by 2002 | Overall 2006 |
|-----------------------------------------------------------|-------------------------|
| Entertainment | 14 |
| Educational purposes (for homework or to take a class) | 15 |
| Travel or vacation information | 6 |
| U.S. or local news or information | 8 |
| Information on health issues | 6 |
| International news or information | 3 |
| Financial or investment news or information | 3 |
| To conduct a job search or write a resume | 4 |
| To look for information on starting or running a business | 2 |
| Meet up with friends ⁸ | 4 |
| Check out/Read books ⁹ | 3 |
| Use the computer for email/internet ¹⁰ | 1 |
| Other (VOLUNTEERED; specify_____) | 4 |
| Don't know/refused (VOLUNTEERED) | 26 |

Again, thinking back over the last year, which one of the following did you most/second most use the public library for:

| Rank ordered by 2002 | Overall 2006 |
|-----------------------------------------------------------|-------------------------|
| Educational purposes (for homework or to take a class) | 46 |
| Entertainment | 40 |
| Travel or vacation information | 9 |
| Information on health issues | 12 |
| U.S. or local news or information | 12 |
| Financial or investment news or information | 7 |
| International news or information | 5 |
| To conduct a job search or write a resume | 9 |
| To look for information on starting or running a business | 4 |
| Meet up with friends ¹¹ | 6 |
| Check out/Read books ¹² | |

VALUE PROPOSITION

Now, let me ask you something slightly different.

13. (T) 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 *[READ]*:

| | Overall 2006 |
|----------------------------------|-------------------------|
| At the top of the list | 36 |
| In the middle | 53 |
| At the bottom | 8 |
| Don't know/refused (VOLUNTEERED) | 3 |

14. (T) And, how would you rank the value of librarians in public libraries compared to the value of other professionals in your community? Would you say *[READ]*:

| | Overall 2006 |
|----------------------------------|-------------------------|
| At the top of the list | 32 |
| In the middle | 57 |
| At the bottom | 8 |
| Don't know/refused (VOLUNTEERED) | 3 |

15. 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-- RE-READ PROMPT AFTER EVERY FEW QUESTIONS: Is that very important, somewhat important, not too important or not important at all to you personally?) (READ AND RANDOMIZE:)

| | | | | | |
|-------------------|-----------------------|----------------------|----------------------------|---------------|------------|
| Very important | Somewhat important | Not too important | Not important at all | DK refused | NET I8599K |
|-------------------|-----------------------|----------------------|----------------------------|---------------|------------|

ECONOMIC PROPOSITION

17. (T) Communities in the U.S. spend anywhere from less than five dollars per person on public libraries to more than one hundred dollars per person. What do you think should be spent in your community?

KEY FINDING

Two-thirds – or more than 135 million adult Americans – report using their public library in-person last year.

Library visitors are:

Age groups

- 14% - 18-24
- 20% - 25-34
- 22% - 35-44
- 18% - 45-54
- 13% - 55-64
- 14% - 65+

Household income

- 15% - Less than \$25,000
- 30% - \$25,000 - \$49,999
- 16% - \$50,000 - \$74,999
- 10% - \$75,000 - \$99,999
- 11% - \$100,000 or more

Gender

- 44% - Male
- 56% - Female

Education level

- 6% - Less than High School
- 24% - High School Graduate
- 28% - Some College
- 23% - College Graduate
- 13% - Post-graduate
- 3% - Professional/ Technical School

Children under 18 at home

- 38% - Yes
- 62% - No

Race/Ethnicity

- 70% - White/Caucasian
- 12% - Black or African American
- 3% - Asian American
- 11% - Hispanic or Latino
- 2% - Something else

Metro/Non-metro

- 37% - Urban
- 44% - Suburban
- 19% - Rural

Marital Status

- 56% - Married/Living as married
- 27% - Single and never been married
- 9% - Separated or divorced
- 5% - Widowed