

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

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

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

By telephone

2010	2011	
------	------	--

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?

2010	2011	
1025	1012	BASE
%	%	
71	70	Extremely/Very satisfied (NET)
29	26	

76 83 Provides computer access, training

7 5 Not

Is a place where I can learn for a lifetime

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

Serves as a community center

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

Helps in finding a job

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

Helps in starting a business

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

Provides computer access, training and support

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

Enhances my education

2010	2011	
1025	1012	BASE
%	%	
84	89	Important (NET)
62	65	Very important
22	24	Somewhat important
14	11	Not important (NET)
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

The library improves the quality of life in our community

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

My public library deserves more funding

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

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

2010	2011	
1025	1012	BASE
%	%	
83	80	Agree (NET)