

From: Regina Corso
Date: June 26, 2007
Re: Comparison Survey Summary

METHODOLOGY

During the month of June, Harris Interactive put the same series of questions on three different omnibus surveys to compare results and methodologies. Between June 1 and 4, 2007, 1,000 adults, 18 and older, were interviewed by phone. Between May 31 and June 4, 2007, 2,854 adults, 18 and older were interviewed online. Between June 13 and 21, 1,262 youth, 8 – 18 years old were interviewed online. This document will just focus on results of the two online surveys.

VISITS TO THE LIBRARY

In the past year, just about half (49%) of adults said they had visited a library with one-quarter (25%) visiting a library between 1 – 5 times, 8% between 6 – 10 times, 8% between 11 and 25 times and 9% visiting a library more than 25 times in the past year. Among adults, there are certain groups that are more likely to visit a library.

librbe

More likely to purchase a Book	Total
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