

PUBLIC NEEDS LIBRARY AND MUSEUM SURVEY
FOR
INSTITUTE OF MUSEUM AND LIBRARY SERVICES

I. INTRODUCTION AND RESPONDENT SELECTION

Hello, I'm _____ calling for the Institute of Museum and Library Services, an agency of the United States Government, about a national research study. The Institute of Museum and Library Services is conducting a voluntary and confidential study about the libraries and museums in your area. We contacted your household about a month ago but we were unable to complete the survey with you at the time. This is very brief. It should take less than 10 minutes to complete. As a token of our appreciation, we will send you a \$10 gift card for completing the survey. It's very important to include someone from your household in the study. I would like to ask you some questions about your experiences so we can create strong libraries and museums. This is not a sales call.

[READ ONLY IF NECESSARY]: Routine uses of this information will be in accordance with the System of Records Notice that applies to this interview. The information will be protected from disclosure under the Freedom of Information Act (5 U.S.C. section 552) and the Privacy Act (5 U.S.C. section 552a) to the extent provided by law.

The OMB control number, XXXX-XXXX expires on X/XX/XXXX. The Institute of Museum and Library Services may not conduct or sponsor, and a person is not required to respond to, the information collection unless it displays a currently valid OMB control number.

S1. Is this phone for a home, a business, or both?

1. Home - go to S2
2. Business
3. Both home and business - go to S2
88. DON'T KNOW
99. REFUSED/MISSING

If S1=2 (Business): Thank you, but I'm trying to reach a residence. Goodbye.
TERMINATE CALL

INTERVIEWER: IF DON'T KNOW OR REFUSED, THANK AND TERMINATE

S2. May I please speak to a household member at least 18 years of age?

[If Needed: Household members include people who think of this household as their primary place of residence. It includes persons who usually stay in the household but are temporarily away on business, vacation, in a hospital, or living at school in a dorm, fraternity, or sorority.]

1. Person answering phone is 18 or older and a household member (GO TO S5)
2. Qualified household member did not initially answer phone but is available now (GO TO S3A)

3. No – Not Available now (Schedule Callback – GO TO S3B)

4 No – There are none (no household member that is at least 18 years of age).

5 Respondent not willing to participate – Ask “May I speak to another member of the household, 18 years of age or older, who would be willing to complete the survey?” (If yes, continue to S3A w/ new respondent)

88. Don't Know

99. Refused

S3A. (Speaking to the selected respondent now) **Hello, I'm _____ calling for the Institute of Museum and Library Services, an agency of the United States Government, about a national research study. The Institute of Museum and Library Services is conducting a voluntary and confidential study about the libraries and museums in your area. I would like to ask you some questions about your experiences so we can create strong libraries and museums. This is not a sales call.**

1. Continue Interview (GO TO S5)
2. Schedule Call back (GO TO S3B)
3. Refused (Thank and Terminate)

S3B. When would be a good time to call back to speak with that person (or you)?

SCHEDULE CALL BACK

REPEAT Intro (OMITTING HAVE I REACHED [TELEPHONE NUMBER]?) IF NECESSARY (e.g., INTERVIEWER IS SPEAKING WITH A NEW PERSON AT THIS POINT).

S4. ADDRESS QUESTIONS OR USE REFUSAL CONVERSION TECHNIQUES

(MESSAGE TO BE LEFT ON ANSWERING MACHINES)

Hello, this is (interviewer name) calling for the Institute of Museum and Library Services, an agency of the United States government. We are conducting an important nationwide survey about libraries and museums and would like to interview a household member who is at least 18 years of age. Please call 1-800-XXX-XXXX to speak to one of our interviewers between 9AM and 11PM Eastern Time. The Institute of Museum and Library services appreciates your assistance with this important survey. Again, the call-in number is 1-800-XXX-XXXX.

(MESSAGE WHEN RESPONDENT CALLS IN TO TOLL-FREE NUMBER)

S4a. Thank you for calling the Institute of Museum and Library Services survey line. Can I have the phone number that we called you on, please?

(INTERVIEWER ACCESS RESPONDENT SAMPLE AND BEGIN SURVEY)

S4b. IS RESPONDENT WILLING TO CONTINUE?

1. Yes (Go to S5)
2. No - THANK RESPONDENT AND TERMINATE

(FOR CELL PHONE ONLY SAMPLE)

Hello, I'm _____ calling for the Institute of Museum and Library Services, an agency of the United States Government, about a national research study. The Institute of Museum and Library Services is conducting a voluntary and confidential study about the libraries and museums in your area. We contacted your household about a month ago but we were unable to complete the survey with you at the time. This is very brief. It should take less than 10 minutes to complete. As a token of our appreciation, we will send you a \$10 gift card for completing the survey. It's very important to include you in the study. I would like to ask you some questions about your experiences so we can create strong libraries and museums. To show our appreciation for completing the survey, we will send you a \$10 Gift Card. This is not a sales call.

SCP1. Are you 18 years of age or older?

3. Yes (Continue)
4. No - THANK RESPONDENT AND TERMINATE

[READ ONLY IF NECESSARY]: Routine uses of this information will be in accordance with the System of Records Notice that applies to this interview. The information will be protected from disclosure under the Freedom of Information Act (5 U.S.C. section 552) and the Privacy Act (5 U.S.C. section 552a) to the extent provided by law.

The OMB control number, XXXX-XXXX expires on X/XX/XXXX. The Institute of Museum and Library Services may not conduct or sponsor, and a person is not required to respond to, the information collection unless it displays a currently valid OMB control number.

SCP2. Your safety is important. Are you currently driving or involved in an activity that might distract you or jeopardize your safety?

1. Yes (Schedule Call Back - Go to SCP3)
2. No (Go to S5)

88. Don't know (Terminate)
99. Refused (Terminate)

SCP3. Thank you very much. When would be a better time to contact you about this survey?

1. Scheduled Call Back
2. Unscheduled Call Back

S5. Excellent. This voluntary study will take about less than 10 minutes to complete but often can take less time. It is authorized by Chapter 72 of Title 20 of the United States Code. There are no penalties for refusing to answer any question, so if we come to one that you don't want to answer, I will skip it. Do you have any questions before we begin?

1. No
2. Yes (Interviewer will address concerns)

S6. For quality purposes, this call may be monitored or recorded.

1. Respondent objects-code as refusal
2. Proceed with survey (tacit or verbal acknowledgement)

II. ADULT LIBRARY USERS' SECTION

For the next few questions, I'll be asking you to think about your activities during the past month, that is, since [1-MONTH DATE].

PROGRAMMER: [1-MONTH DATE] is the actual date that is one month prior to the interview date.

L01. A public library is a library that provides free services to the people in a community, typically a city or county library. Have you visited a public library in-person in the past month, since [1-MONTH DATE]?

1. YES (SKIP TO L02)
2. NO (SKIP TO L01B)

88. DON'T KNOW
99. REFUSED/MISSING

L09A / L09A1

PROGRAMMER: For L01 = "1" (YES), use L09A (for people who have been to the library in the past month in person). For L01 = "2" (NO), use L09A1 (for people who have not been to the library in the past month).

L09A. Other than while you were at the library, have you accessed a public library website since [1-MONTH DATE]?

L09A1. Have you accessed a public library website in the past month, since [1-MONTH DATE]?

1. YES
2. NO (SKIP TO L11)

88. DON'T KNOW
99. REFUSED/MISSING

III. ADULT MUSEUM USERS' SECTION

For the next series of questions, I'll be asking you about your activities during the past month, that is, since [1-MONTH DATE].

M01. You may be surprised about what is considered a museum. Have you visited any of the following types of museums or locations in-person in the past month, since [1-MONTH DATE]?

Please answer “Yes” or “No” to each type of museum. [READ LIST]

- a. Science or technology center or museum
- b. Children’s or Youth museum
- c. Natural History or anthropology museum
- d. Art museum or gallery
- e. History museum, historic house, or historical society
- f. Arboretum or Botanical Garden
- g. Zoo or Aquarium
- h. Nature Center
- i. General Museum

- 1. YES
- 2. NO
- 88. DON’T KNOW
- 99. REFUSED/MISSING

PROGRAMMER: Randomize order of presentation of items (a) to (i).

M01_OTH. Did you go to any other museum since [1-MONTH DATE]?

- 1. YES
- 2. NO (SKIP TO M02)
- 88. DON’T KNOW
- 99. REFUSED/MISSING

PROGRAMMER: This question gets asked of all respondents, regardless of whether they already specified a type of museum above.

M10A / M10B

PROGRAMMER: For M01 = “1” (YES), use M10A (for people who have been to the museum in the past month in person). For M01 = “2” (NO), use M10B (for people who have not been to the museum in the past month).

L09A. Other than while you were at a museum, have you accessed a museum website in the past month, since [1-MONTH DATE]?

L09A1. Have you accessed a museum website in the past month, since [1-MONTH DATE]?

- 1. YES
- 2. NO (SKIP TO M12)

- 88. DON'T KNOW
- 99. REFUSED/MISSING

IV. CHILDREN GENERAL SECTION

CH01. How many children under age 18 are in your household?

- Response: 2-digit number __
- 888. DON'T KNOW
 - 999. REFUSED/MISSING

(IF NO CHILDREN (= "0"), SKIP TO GC01; IF CH01 = 1 GO TO CH03; IF CH01 >1 GO TO CH02)

PROGRAMMER: Provide text only if more than one child.

Now please think about your child that has the next birthday.

CH04. Is this child a boy or a girl?

- 1. Boy
 - 2. Girl
- 88. DON'T KNOW
 - 99. REFUSED/MISSING

CH05. How old is this child? _____

- 88. Don't Know
- 99. Refused/Missing

IF DON'T KNOW, MISSING OR REFUSED, ASK:

CH05A. Is the child...? [INTERVIEWER: READ IF NECESSARY]

- 1. 0 to 2 years old
- 2. 3 to 5 years old
- 3. 6 to 9 years old
- 4. 10 to 13 years old
- 5. 14 to 17 years old

- 88. Don't Know
 - 99. Refused/Missing
-

V. CHILDREN LIBRARY USER SECTION

I'll be asking about [CHILD'S/your child's] activities during the past month, that is, since [1-MONTH DATE].

CHL01. Has [CHILD/this child] visited a public library in-person in the past month, since [1-MONTH DATE]? Please consider only public libraries, not school libraries.

1. YES (SKIP TO CHL02)
2. NO (SKIP TO CHL09)

88. DON'T KNOW
99. REFUSED/MISSING

VI. CHILDREN MUSEUM USER SECTION

[Let's start with museums./Let's talk about museums now.] I'll be asking about [CHILD's/your child's] activities during the past month, that is, since [1-MONTH DATE].

CHM01. Has [CHILD/this child] visited any of the following types of museums in-person in the past month, since [1-MONTH DATE]? Please answer either yes or no to each type. [READ LIST]

- a. Science or technology center or museum
- b. Children's or Youth museum
- c. Natural History or anthropology museum
- d. Art museum or gallery
- e. History museum, historic house, or historical society
- f. Arboretum or Botanical Garden
- g. Zoo or Aquarium
- h. Nature Center
- i. General Museum

1. YES
2. NO

88. DON'T KNOW
99. REFUSED/MISSING

VII. GENERAL COMPUTING SECTION

Thank you for your answers so far. Now I'm going to ask you a few questions about computers and technology.

GC01. Please answer yes or no to each one. Do you have a...? [READ LIST]

- a. A desktop or laptop computer at home
- b. A cell phone or smartphone
- c. A handheld device made primarily for e-book reading, such as a Nook or Kindle e-reader
- d. A tablet computer, like an iPad, Samsung Galaxy, Motorola Xoom, or Kindle Fire

1. NO

- 2. YES
- 88. DON'T KNOW
- 99. REFUSED/MISSING

VIII. DEMOGRAPHICS SECTION

Now I need to ask some basic information about you and your household and we'll be done. Thank you for your patience.

INTERVIEWER: BASED ON VOICE - DO NOT ASK UNLESS NECESSARY

D01. For verification purposes, are you male or female?

- 1. Male
- 2. Female
- 88. Don't Know
- 99. Refused/Missing

D02. What is your age?

3-digit number (NUMBER BETWEEN 18 AND 115) _____

- 8888. Don't Know
- 9999. Refused/Missing

IF DON'T KNOW, MISSING OR REFUSED, ASK:

D02A. Are you... [INTERVIEWER: READ IF NECESSARY]

- 1. 18 to 24
- 2. 25 to 34
- 3. 35 to 44
- 4. 45 to 54
- 5. 55 to 64
- 6. 65 to 74
- 7. 75 or older
- 88. Don't Know
- 99. Refused/Missing

D03. What is your current marital status? (READ LIST)

PROGRAMMER: RANDOMIZE RESPONSES 1 THRU 5

- 1. Now Married or Partnered
- 2. Widowed
- 3. Divorced

- 4. Separated
- 5. Never married

- 88. Don't Know
- 99. Refused/Missing

D05. Do you consider yourself to be of Hispanic or Latino origin?

- 1. No (SKIP TO D06A)
- 2. Yes

- 88. Don't Know
- 99. Refused / Missing

D06A. Which of the following racial categories describes you? You may select more than one.

- 1. American Indian or Alaska Native - ask D06B
- 2. Asian - ask D06C
- 3. Black or African-American
- 4. Native Hawaiian or Other Pacific Islander - ask D06D
- 5. White (Caucasian)
- 6. (VOL) Hispanic/Latino
- 7. (VOL) Other (*PROGRAMMER: skip To D06_OTH*)

- 88. Don't Know
- 99. Refused/Missing

D06_OTH. Other race category: _____

D12. Including yourself, how many people are living in your household? _____ (1 to 99)

(INTERVIEWER: IF NEEDED: "Include people who usually stay in this household, but are temporarily away on business, vacation, or in the hospital. Do not include persons who are away on full-time active military duty with the armed forces, students living away from home in their own apartment, or any other family member who may be in a nursing home or other institution.")

- 888. Don't Know
- 999. Refused/Missing

D12A. How many of these people are adults 18 years of age and older? _____ (1 to 99)

(INTERVIEWER: IF NEEDED: "Include people who usually stay in this household, but are temporarily away on business, vacation, or in the hospital. Do not include persons who are away on full-time active military duty with the armed forces, students living away from home in their own apartment, or any other family member who may be in a nursing home or other institution.")

- 888. Don't Know
- 999. Refused/Missing

D13. What is the highest grade or year of school that you have completed? _____

(INTERVIEWER: REPEAT QUESTION IF NOT UNDERSTOOD. DO NOT READ RESPONSE OPTIONS.)

- 1. No formal schooling
- 2. First grade
- 3. Second grade
- 4. Third grade
- 5. Fourth grade
- 6. Fifth grade
- 7. Sixth grade
- 8. Seventh grade
- 9. Eighth grade
- 10. Ninth grade
- 11. Tenth grade
- 12. Eleventh grade
- 13. Twelfth grade (no diploma)
- 14. High school diploma or equivalent (GED)
- 15. Vocational or Technical program after high school, but no degree
- 16. Vocational or Technical degree after high school
- 17. Some college, but no degree
- 18. Associate's degree
- 19. Bachelor's degree
- 20. Graduate or professional school, but no degree
- 21. Master's degree (MA, MS, MBA)
- 22. Professional degree after Bachelor's degree (MD, JD, DDS)
- 23. Doctorate degree (PhD, EdD)

- 88. Do Not Know
- 99. Refused/Missing

D15. In studies like this, households are sometimes grouped according to income. What was the total income, before taxes, of all persons in your household in 2012 from all sources?

(INTERVIEWER: IF NEEDED: "This includes salaries or other earnings, interest, retirement, and so on, for all household members combined. Total income includes wages, interest and dividends, rent, Social Security, other pensions, alimony or child support, unemployment compensation, public aid (welfare), armed forces or veteran's allotment.")

(INTERVIEWER: READ LIST UNTIL RESPONDENT STOPS YOU TO SELECT A CATEGORY.)

- 1. Under \$15,000
- 2. From \$15,000 to less than \$30,000
- 3. From \$30,000 to less than \$50,000
- 4. From \$50,000 to less than \$75,000

- 5. From \$75,000 to less than \$100,000
- 6. From \$100,000 to less than \$125,000
- 7. \$125,000 or more

- 88. Don't Know
- 99. Refused / Missing

DM20. How many non-business landline phone numbers do you have in your household that I could have reached you on? Please do not count landline phone numbers used exclusively for business, computer or fax purposes.

Response: 2-digit number __

- 88. Don't know
- 99. Refused

DM21. How many non-business cell phone numbers do you have that I could have reached you on? Please do not count cell phone numbers used exclusively for business purposes.

Response: 2-digit number __

- 88. Don't know
- 99. Refused

(CELL PHONE SAMPLE AND Landline numbers without a full address)

DM22A. Those are all the questions I have. May I have your mailing address so we can send you the \$10.00 gift card for participation?

May I have your name? _____

Mailing Address:

Unit/Street: _____

City: _____

State: _____

Zip Code: _____

- 88. Don't Know
- 99. Refused/Missing

DM22B. Those are all the questions I have. I need to confirm your mailing address so we can send you the \$10.00 gift card for participation?

May I have your name? _____

Mailing Address:

Unit/Street: _____

City: _____

State: _____

Zip Code: _____

- 88. Don't Know
- 99. Refused/Missing

DM22C. I understand. May I have just your zip code, then?

INTERVIEWER: IF DON'T KNOW, MISSING OR REFUSED FULL ADDRESS

Zip Code: _____

- 888888. Don't Know
- 999999. Refused/Missing

CLOSING: THOSE ARE ALL THE QUESTIONS THAT WE HAVE. THANK YOU FOR YOUR TIME.