INSTITUTE OF MUSEUM AND LIBRARY SERVICES (IMLS)
QUESTIONNAIRE:
PUBLIC NEEDS FOR LIBRARY AND MUSEUM SERVICES (PNLMS) SURVEY

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. 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 the household member at least 18 years of age and who has the next birthday?

[**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, a household member and has the next birthday (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).

88. Don't Know
99. Refused

If respondent answers 4, 88, or 99 – THANK AND TERMINATE

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. 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 $5 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.**

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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 18 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.   Yes (Interviewer will address concerns)
2.   NO
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 USER MODULE

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

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].

L01A. 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

L01B. When was your most recent in-person visit to the public library?

INTERVIEWER: Allow respondent to answer. If necessary, use prompts.

1.   More than 1 but less than 3 months ago
2.   More than 3 but less than 6 months ago
3.   More than 6 months but less than 1 year ago
4.   More than one year ago
5.   I have never been to a public library.
88.   DON'T KNOW
99.   REFUSED/MISSING

PROGRAMMER: Go to L09A1 (SKIP TO LIBRARY REMOTE VISIT SECTION (QUESTION L09A1).

L02. About how many in-person visits did you make to public libraries in the past month, since [1-MONTH DATE]?

Numerical response, up to 2 digits.....＿＿
8888. DON'T KNOW
9999. REFUSED

L03. Which of the following have you done at a public library in the past month? Since [1-MONTH DATE], have you...?
[READ LIST]

a.   **Checked out a book**
b.   **Read a book, magazine, or newspaper in the library**
c.   **Checked out a video, DVD, CD, or audiotape**
d.   **Searched a library catalog**
e.   **Asked a librarian for help**
f.   **Attended a library-sponsored program for adults**
g.   **Attended a library-sponsored program for children**
h.   **Attended a meeting at the library**
i.   **Received technology training**
j.   **Used a library computer**
k.   **Used your own computer in the library**
l.   **Other (Specify) _____**

1.   YES
2.   NO

88.   DON'T KNOW
99.   REFUSED/MISSING

PROGRAMMER: Randomize a thru k

Now I'm going to ask you some general questions about your <u>most recent</u> in-person visit to a public library.

L04. What was the date of your most recent in-person visit to the public library?

PROGRAMMER: Use a calendar to get an exact date. The response date will be referenced in other questions as [LAST VISIT LIB].
INTERVIEWER: If respondent gives a general response, like "3 weeks ago," use the calendar to get a specific date.

Date Response: MM/DD/YYYY

88/88/8888.   DON'T KNOW
99/99/9999.   REFUSED/MISSING

PROGRAMMER:
If the respondent indicates they have been to a library in the last month in both L01A &L04, CONTINUE to L05. If the responses conflict in L01A & L04 with respect to the 1 month window, RE-ASK L01A. If the respondent indicates it has been more than 1 month since last visit in L01A & L04, correct L01A to NO (=2) and SKIP to L09A1 (remote library).

L05. On your most recent visit to the public library, on [LAST VISIT LIB], who went with you?

1. By myself (If needed, read "By Yourself")
2. With family
3. With friends
4. With colleagues or people I (Read: "You") work with
5. With a class, tour, group, etc.
6. With others, specify _____

PROGRAMMER: *Single response only*

INTERVIEWER:
- Read response options only if needed
- Stop at first "yes"

L06A. On your most recent visit, on [LAST VISIT LIB], did you use a library computer or the library's internet connection?

1. YES
2. NO (SKIP TO L07)

88. DON'T KNOW
99. REFUSED/MISSING

L06B. What did you use the library computer or library's internet connection for?

Response: _____

[INTERVIEWERS SHOULD RECORD VERBATIM.]

88. DON'T KNOW
99. REFUSED/MISSING

L07. Overall, how satisfied were you with your most recent public library visit?

1. **Very satisfied**
2. **Satisfied**
3. **Neither satisfied nor dissatisfied**
4. **Dissatisfied**
5. **Very dissatisfied**

88. DON'T KNOW
99. REFUSED/MISSING

PROGRAMMER: *REVERSE ORDER OF THE FIRST 5 ANSWER OPTIONS FOR 50% OF THE RESPONDENTS*
INTERVIEWER: *Do not read 88/99 options.*

L08. For your most recent visit, on [LAST VISIT LIB], about how long did it take to get from your home to the public library?
If your most recent visit was part of a vacation or business trip, let me know that, too.

(INTERVIEWER NOTE: IF RESPONDENT INDICATES THEY DID NOT GO DIRECTLY TO THE LIBRARY FROM THEIR HOME, ASK: How long would it take if you traveled directly to the library from your home on your most recent visit?)

PROGRAMMER / INTERVIEWER: Record time in hours and minutes, or in minutes, according to the response. A maximum number of 120 can be entered in the minute field.

_____HOURS (1-digit number)
_____ MINUTES (3-digit number)

777. PART OF A VACATION OR BUSINESS TRIP
888. DON'T KNOW
999. REFUSED

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 <u>since [1-MONTH DATE]</u>?

1.   YES
2.   NO (SKIP TO L11)

88.   DON'T KNOW
99.   REFUSED/MISSING

L09B. About how many times have you accessed a public library website in the past month, since [1-MONTH DATE]?

Numerical response, up to 2 digits.....__ __
8888. DON'T KNOW
9999. REFUSED

L09C. Which of the following did you do on a public library website in the past month? Please answer yes or no to each option. Since [1-MONTH DATE], did you...?
 [READ LIST]

a.   **Download an e-book, audio-book, podcast, or music**
b.   **Download government forms, applications, or other materials**
c.   **Search a library catalog**
d.   **Access online journals, newspapers, or magazines**

e.	**Access online research tools**
f.	**Ask a question or talk with a librarian**
g.	**Look up information about library events**
h.	**Manage library materials, such as checking due dates or renewing items**
i.	**Pay a library fine**
j.	**Request an item for hold**
k.	**Plan your visit, such as checking hours or address**
l.	**Other (Specify) _____**

PROGRAMMER: Randomize a thru k

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

PROGRAMMER: Go to L10

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

1.	YES
2.	NO (SKIP to Module IV – Adult Library Non-User)

88.	DON'T KNOW
99.	REFUSED/MISSING

L09B1. About how many times have you accessed a public library website in the past month, since [1-MONTH DATE]?

Numerical response, up to 2 digits.....＿＿
8888. DON'T KNOW
9999. REFUSED

L09C1. Which of the following did you do on a public library website in the past month? Please answer yes or no to each option. Since [1-MONTH DATE], did you...?
 [READ LIST]

m.	**Download an e-book, audio-book, podcast, or music**
n.	**Download government forms, applications, or other materials**
o.	**Search a library catalog**
p.	**Access online journals, newspapers, or magazines**
q.	**Access online research tools**
r.	**Ask a question or talk with a librarian**
s.	**Look up information about library events**
t.	**Manage library materials, such as checking due dates or renewing items**
u.	**Pay a library fine**
v.	**Request an item for hold**

w.   **Plan your visit, such as checking hours or address**
x.   **Other (Specify) _____**

PROGRAMMER: Randomize a thru k

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

L10. Do you have a library card?

1.   YES
2.   NO

88.   DON'T KNOW
99.   REFUSED/MISSING

L11. On a scale from 0 to 10, with 10 being most important and 0 being least important, please indicate how important it is for public libraries to provide: [READ LIST]

a.   **Print or physical media, such as books, CDs, DVDs**
b.   **Electronic or digital media, such as downloadable e-books, audio, podcasts, or music**
c.   **Public access to library computers and the Internet**
d.   **Trained library staff to help people find information or materials**
e.   **Programs for children**
f.   **Programs for teenagers and young adults**
g.   **Programs for older adults**

PROGRAMMER: Randomize a thru g
Response: 2 digit number from 0 to 10.

88. DON'T KNOW
99. REFUSED

L12. When was the last time you donated any money, goods, or services to a library?

1.   Within the last month
2.   More than 1 but less than 3 months ago
3.   More than 3 but less than 6 months ago
4.   More than 6 months but less than a year ago
5.   More than a year ago
6.   Never donated to library

88.   DON'T KNOW
99.   REFUSED/MISSING

INTERVIEWER:
- To be read if needed: This includes Friends of the Library memberships, volunteer work, and other donation
- Instruction: This does not include overdue or service fines or bookstore purchases.

PROGRAMMER: If Module II (Adult Library Users) was administered first, proceed to Module III (Adult Museum Users). If Module II was administered second, proceed to VI (Child – General).

PROGRAMMER: Randomize presentation of Module II (Adult Library User) and Module III (Adult Museum User). Approximately 50% of respondents should receive the Library Module first, 50% receive the Museum Module first.

III. ADULT MUSEUM USER MODULE

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

M01A. 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).

M01A_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

•   This question gets asked of all respondents, regardless of whether they already specified a type of museum above.
•   IF no to specific types of museums and no to this question, skip to remote museum visit section (Question M05)

If "YES" ASK M01_OTH2

M01A_OTH2. What type of museum was it? _____

INTERVIEWER: Enter answer verbatim.
88.   DON'T KNOW
99.   REFUSED/MISSING

M01_N.
PROGRAMMER: If any response to M01A is "YES" (=1), including a through I and M01_OTH, do not ask M01B and skip to M02. If all responses to M01A (a through I and M01A_OTH are "NO" (=2), then ask M01B.

M01B. When was your most recent in-person visit to a museum? Was it...

INTERVIEWER: Allow respondent to answer. If necessary, use prompts. Re-read types of museums if necessary.

1.   More than 1 but less than 3 months ago
2.   More than 3 but less than 6 months ago
3.   More than 6 months but less than 1 year ago
4.   More than one year ago
5.   I have never been to a museum.
88.   DON'T KNOW
99.   REFUSED/MISSING

PROGRAMMER: Go to M10B (SKIP TO MUSEUM REMOTE VISIT SECTION (QUESTION M10B).

M02. About how many in-person visits did you make to museums in the past month, that is, since [1-MONTH DATE]?

Numerical response, up to 2 digits......_ _
8888. DON'T KNOW
9999. REFUSED

M03. Which of the following have you done at a museum in the past month? Since [1-MONTH DATE], have you...?
[READ LIST]

a. **Browsed on your own**
b. **Viewed a specific exhibit, collection, or display**
c. **Spoke with a museum employee-or guide about the exhibit or collection**
d. **Participated in a guided tour**
e. **Purchased items from the gift shop**
f. **Attended a special event, lecture, class, or workshop**
g. **Completed an academic assignment or research**
h. **Visited the museum restaurant or coffee shop**
i. **Visited an IMAX or movie theater**
j. **Other (Specify) _____**

1. YES
2. NO

88. DON'T KNOW
99. REFUSED/MISSING

PROGRAMMER: Randomize presentation order of items a thru j.

Now I'm going to ask you some questions about your <u>most recent</u> in-person visit to a museum.

M04. What was the date of your most recent in-person visit to a museum?

PROGRAMMER: Use a calendar to get an exact date. The response date will be referenced in other questions as [LAST VISIT MUSE].
INTERVIEWER: If respondent gives a general response, like "3 weeks ago," use the calendar to get a specific date.

Date Response: MM/DD/YYYY

88/88/8888.   DON'T KNOW
99/99/9999.   REFUSED/MISSING

PROGRAMMER:
If the respondent indicates they have been to a library in the last 12 months in M01, M01_OTH, &M05, CONTINUE to M06. If the responses conflict in M01, M01_OTH, &M05 with respect to the 12 month window, RE-ASK M01. If the respondent indicates it has been more than 12 months since last visit in M01, M01_OTH, &M05, SKIP to next module.

M05. On your most recent visit to a museum, on [LAST VISIT MUSE], what type of museum did you visit?
PROGRAMMER: ONLY SHOW CHOICES IDENTIFIED IN M01 AND M01_OTH2)
1. Science or technology center or museum
2. Children's or Youth museum
3. Natural History or anthropology museum
4. Art museum or gallery
5. History museum, historic house, or historical society

6.   Arboretum or Botanical Garden
7.   Zoo or Aquarium
8.   Nature Center
9.   General Museum
10.   Other (specify: []M01A_OTH2])

INTERVIEWER:
•   Allow for respondent to answer first. Read list if needed and stop at first "yes"

PROGRAMMER:
•   *Randomize except "other"*
•   *Response is a one or two-digit number that corresponds to the museum type categories above.*
•   *Response to this question will be referenced in other questions as [MUSEUM TYPE]*

M06. On your most recent visit to a [MUSEUM TYPE], on [LAST VISIT MUSE], who went with you?

1. By myself (If needed, read "By Yourself")
2. With family
3. With friends
4. With colleagues or people I (Read: 'You") work with
5. With a class, tour, group, etc.
6. With others, specify _____

PROGRAMMER: Single response only

88. DON'T KNOW
99. REFUSED
INTERVIEWER:
•   Read response options only if needed
•   Stop at first "yes"

M07. Overall, how satisfied were you with your most recent museum visit, to the [MUSEUM TYPE] on [LAST VISIT MUSE]?

1.   **Very satisfied**
2.   **Satisfied**
3.   **Neither satisfied nor dissatisfied**
4.   **Dissatisfied**
5.   **Very dissatisfied**

PROGRAMMER: REVERSE ORDER OF THE FIRST 5 ANSWER OPTIONS FOR 50% OF THE RESPONDENTS
88. DON'T KNOW
99. REFUSED

M08. About how long did it take to get from your home to the [MUSEUM TYPE] on your most recent visit? If your most recent visit was part of a vacation or business trip, let me know that, too.

(INTERVIEWER NOTE: IF RESPONDENT INDICATES THEY DID NOT GO DIRECTLY TO THE MUSEUM FROM THEIR HOME, ASK: How long would it take if you traveled directly from your home to the museum on your most recent visit?)

_____HOURS (1-digit number)
_____ MINUTES (3-digit number, maximum 120)

PROGRAMMER / INTERVIEWER: Record time in hours and minutes, or in minutes, according to the response. A maximum number of 120 can be entered in the minute field.

777. PART OF A VACATION OR BUSINESS TRIP
888. DON'T KNOW
999. REFUSED

M09. On your most recent visit, on [LAST VISIT MUSE], how much did you pay for your admission to the [MUSEUM TYPE]?

1.   Nothing, because it was free
2.   Nothing, because you are a member
3.   Less than $5.00
4. $5.00 or more, but less than $10.00
5. $10.00 or more, but less than $20.00
6. $20 or more

88.   DON'T KNOW
99.   REFUSED/MISSING

M10A / M10A1
PROGRAMMER: For M01A = "1" (YES), use M10A (for people who have been to the museum in the past month in person). For M01A = "2" (NO), use M10A1 (for people who have not been to the museum in the past month.

M10A. Other than while you were at a museum, have you accessed a museum website in the past month, since [1-MONTH DATE]?

1.   YES
2.   NO (SKIP TO M11)

88.   DON'T KNOW
99.   REFUSED/MISSING

M10B. About how many times have you accessed a museum website in the past month, since [1-MONTH DATE]? [DO NOT READ LIST**]**

Numerical response, up to 2 digits.....__ __
8888. DON'T KNOW

9999. REFUSED

INTERVIEWER: Do not read response options

M10C. Which of the following did you do on a museum website in the past month? Please answer yes or no to each option. Since [1-MONTH DATE], did you...?
[READ LIST]

a.   Search the collection online or view an online exhibit
b.   Plan your visit, such as checking hours, parking, or admission fees
c.   Learn about a specific topic in the collection
d.   Access educational materials, including teacher and student resources
e.   Purchase items from the museum store or gift shop
f.   Download a podcast or audio tour
g.   Contact or talk with museum staff
h.   Leave a comment
i.   Other (Specify) _____

PROGRAMMER: Randomize a thru h

88. DON'T KNOW
99. REFUSED/MISSING

PROGRAMMER: Go to M11.

M10A1. Have you accessed a museum website in the past month, <u>since [1-MONTH DATE]?</u>

1.   YES
2.   NO (SKIP to Module V – Adult Museum Non-User)

88.   DON'T KNOW
99.   REFUSED/MISSING

M10B1. About how many times have you accessed a museum website in the past month, since [1-MONTH DATE]? [DO NOT READ LIST]

Numerical response, up to 2 digits….._ _
8888. DON'T KNOW
9999. REFUSED

INTERVIEWER: Do not read response options

M10C1. Which of the following did you do on a museum website in the past month? Please answer yes or no to each option. Since [1-MONTH DATE], did you...?
[READ LIST]

j.   Search the collection online or view an online exhibit

k.   Plan your visit, such as checking hours, parking, or admission fees
l.   Learn about a specific topic in the collection
m.   Access educational materials, including teacher and student resources
n.   Purchase items from the museum store or gift shop
o.   Download a podcast or audio tour
p.   Contact or talk with museum staff
q.   Leave a comment
r.   Other (Specify) _____

PROGRAMMER: Randomize a thru h

88. DON'T KNOW
99. REFUSED/MISSING

M11. Do you have a membership to a museum?

1.   YES
2.   NO

88.   DON'T KNOW
99.   REFUSED/MISSING

M12. On a scale from 0 to 10, with 10 being the most-important and 0 being least important, please indicate how important it is for museums to provide [READ LIST]**:**

a.   **Material objects to view and learn about**
b.   **Electronic or digital media about their collections**
c.   **Conservation of and care for collections of artifacts**
d.   **Trained museum staff to help people find and learn about collections**
e.   **Programs for children**
f.   **Programs for teenagers and young adults**
g.   **Programs for older adults**

PROGRAMMER: Randomize a thru g
Response: 2 digit number from 0 to 10.

88. DON'T KNOW
99. REFUSED

M14. When was the last time you donated any money, goods, or services to a museum?

1.   Within the last month
2.   More than 1 but less than 3 months ago
3.   More than 3 but less than 6 months ago
4.   More than 6 months but less than a year ago
5.   More than a year ago
6.   Never donated to museum

88. DON'T KNOW
99. REFUSED/MISSING

INTERVIEWER:
• To be read if needed: This includes memberships, volunteer work, and other donations
• Instruction: This does not include ticket prices, gift shop, or purchases at a museum restaurant or café.

PROGRAMMER: If Module III (Adult Museum Users) was administered first, proceed to Module II (Adult Library Users). If Module III was administered second, proceed to VI (Child – General).

Programmer: Module IV administered only to people who visited a library either in person or online in the past month (L01 and L09).

IV.   ADULT LIBRARY NON-USER MODULE

NUL01. How many years has it been since you visited a public library?

 Up to a 2-digit number: __ __

INTERVIEWER: Record below if respondent volunteers these answers (i.e., do not read these response options)

777. I've never been to a library
888. DON'T KNOW
999. REFUSED/MISSING

NUL02. I'm going to read a list of reasons why some people <u>do not</u> go to libraries. Please tell me which reasons, if any, are true for you. [READ LIST]

a.   I don't know where the nearest library is
b.   It is difficult to get to the library using public transportation
c.   I feel uncomfortable or out of place in the library
d.   There is no one who would go with me to the library
e.   I have child care responsibilities
f.   Health problems or a disability prevent me from going
g.   There are no libraries nearby
h.   The location is not in a safe area
i.   The quality of the library is poor
j.   It is difficult to make time to go to the library
k.   I do not have a library card
l.   I can get what I want from a bookstore or on the Internet.

1.   YES
2.   NO

88. DON'T KNOW
99. REFUSED/MISSING

PROGRAMMER: RANDOMIZE a to l

NUL03. People go to libraries for many reasons. Please say "yes" if you might go to the library for any of the following reasons. [READ LIST**]**

a.   **Attend a library-sponsored program**
b.   **To support formal education or career development**
c.   **Access government services, programs, or forms**
d.   **Receive technology instruction**
e.   **Check out materials.**
f.   **Use the computer, internet, or wireless in the library**
g.   **Access health and wellness information**
h.   **To look for a job or information on how to start or manage a business**

PROGRAMMER: Randomize a thru h

1.   YES
2.   NO

88. DON'T KNOW
99. REFUSED/MISSING

NUL03_OTH1. Are there any other reasons you might go?

1.   YES (Go to NUL03_OTH2)
2.   NO (Go to NUL04)

88. DON'T KNOW
99. REFUSED/MISSING

NUL03_OTH2. What is that reason?
Response: _____

INTERVIEWER: Read question if needed. Type response verbatim.
88. DON'T KNOW
99. REFUSED/MISSING

NUL04. What do you value <u>most</u> about public libraries?

Response _____

Interviewers would record verbatim.

77. Does not value anything
88. DON'T KNOW
99. REFUSED/MISSING

NUL05. Which services offered by public libraries do you think are most important?
a.   Providing materials, such as books, magazines, DVDs, CDs, online content
b.   Providing services for job-seekers and businesses
c.   Promoting literacy among children and adults
d.   Hosting events and programs
e.   Offering a community gathering place
f.   Providing public access to technology, such as computers or the Internet
g.   Some other service (Specify) _____

INTERVIEWER: Respondent can answer with one or two responses

PROGRAMMER: Randomize a thru f
88. DON'T KNOW
99. REFUSED/MISSING

Programmer: Module V administered only to people who visited a library either in person or online in the past month (M01 and M10).

V.   <u>ADULT MUSEUM NON-USER MODULE</u>

NUM01. How many years has it been since you visited a museum?

 Up to a 2-digit number: __ __

INTERVIEWER: Record below if respondent volunteers these answers (i.e., do not read these response options)

77. I've never been to a museum
88. DON'T KNOW
99. REFUSED/MISSING

NUM02. I'm going to read a list of reasons why some people <u>do not</u> go to museums. Please tell me which reasons, if any, are true for you. [READ LIST]

a.   I don't know where the nearest museum is
b.   It is difficult to get to the museum using public transportation

c.   I feel uncomfortable or out of place in the museum
d.   There is no one who would go with me to a museum
e.   I have child care responsibilities
f.   Health problems or a disability prevent me from going
g.   There are no museums nearby
h.   The location is not in a safe area
i.   The quality of the museum is poor
j.   It is difficult to make time to go to the museum
k.   The museum is too expensive

1.   YES
2.   NO

88. DON'T KNOW
99. REFUSED/MISSING

PROGRAMMER: RANDOMIZE a to k

NUM03. People go to museums for many reasons. Please say "yes" if you might go to a museum for any of the following reasons. [READ LIST]

a.   Attend a special event
b.   Attend a lecture, class, or workshop
c.   View a specific exhibit, collection, or display
d.   Complete an academic assignment or do research
e.   Speak to a museum employee or guide about the exhibit or collections
f.   Participate in a guided tour.
g.   Purchase items from the museum store or gift shop
h.   Use the museum restaurant or coffee shop
i.   Visit an IMAX or movie theater

1.   YES
2.   NO

88. DON'T KNOW
99. REFUSED/MISSING

PROGRAMMER: Randomize a thru i

NUM03_OTH1. Are there any other reasons you might go?

1.   YES
2.   NO

88. DON'T KNOW
99. REFUSED/MISSING

NUM03_OTH2. What is that reason?

Response: _____

INTERVIEWER: Read question if needed. Record response verbatim.
88. DON'T KNOW
99. REFUSED/MISSING

NUM04. What do you value <u>most</u> about museums?

Response: _____

Interviewers would record verbatim.
77. Does not value anything
88. DON'T KNOW
99. REFUSED/MISSING

VI.   CHILD – GENERAL MODULE

CH01A. How many children under age 18 are in your household?

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

(IF NO CHILDREN (CH01= 0), SKIP TO GC01;
IF CH01 = 1 GO TO CH02;
IF CH01 >1 GO TO CH01B)

PROGRAMMER: Ask only if more than one child in household

CH01B. Which child has the next birthday?
Response _____

PROGRAMMER: Use child's name, from the response to CH02, in the following questions, referenced as [CHILD]. IF respondent refuses to give a name, use generic "this child".

INTERVIEWER: **Ok, please consider this child when answering the following questions.**

CH02. Is [CHILD/this child] under your care?

1.   YES
2.   NO (SKIP TO GC01)

88. DON'T KNOW
99. REFUSED/MISSING

INTERVIEWER:
- The phrase "under your care" does not require the child to be <u>solely</u> under the respondent's care. Both parents in a household, a guardian, grandparent, or older adult sibling could define a child as under their care.
- Divorced parents who have shared custody may or may not consider children to be under their care and in their household. Two parents with the same objective situation may define this differently, but the important thing is that it be their own perception of whether the child is under their care and in their household.
- It's up to the respondent; a divorced parent who only has the children in their household occasionally may or may not define the children as in their household or under their care.
- Another example would be a grandparent. Depending how the grandparent respondent defines it, a child who does not live in their home may or may not be "in the same household" and may or may not be "under their care."

CH03. Is [CHILD/this child] a boy or a girl?

1. Boy
2. Girl

88. DON'T KNOW
99. REFUSED/MISSING

PROGRAMMER: Use child gender for gender-specific pronouns, e.g., he/his/himself.

CH04. How old is [CHILD/this child]?
Response: 2-digit number _ _

88. Don't Know
99. Refused/Missing

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

CH04B. Is [CHILD/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

VII. CHILD LIBRARY USER MODULE

Let's start with public libraries. When answering the next few questions, please consider public libraries only. This does <u>not</u> include school libraries.

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]?

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

88. DON'T KNOW
99. REFUSED/MISSING

CHL02. About how many times has [CHILD/this child] visited a public library in-person in the past month, since [1-MONTH DATE]?

Number of times _ _

8888. DON'T KNOW
9999. REFUSED/MISSING

PROGRAMMER: Library non-user respondents, SKIP TO CHL04

CHL03. Have <u>YOU</u> taken [CHILD/this child] to the library in the past month, since [1-MONTH DATE]?

1. YES (GO TO CHL04A)
2. NO (SKIP TO CHL04B)

88. DON'T KNOW
99. REFUSED/MISSING

Now I'm going to ask some questions about [CHILD's/this child's] most recent in-person visit to a public library.

CHL04A / CHL04B
PROGRAMMER: If CHL03 = 1, use CHL04A; if CHL03=2, then CHL04B.

CHL04A. What was the date of your most recent in-person visit to a public library with [CHILD/this child]?
PROGRAMMER: Use a calendar to get an exact date. The date will be referenced in other questions as [LAST VISIT CH LIB]. Provide information from adult's last visit as a prompt, [LAST VISIT LIB], but allow for a different response.
INTERVIEWER: If respondent gives a general response, like "3 weeks ago," use the calendar to get a specific date. Use adult's last visit as a prompt if necessary.

Response: Date (MM/DD/YYYY)

88/88/8888.   DON'T KNOW
99/99/9999   REFUSED/MISSING

CHL04B. What was the date of [CHILD's/this child's] most recent in-person visit to a public library?

PROGRAMMER: Use a calendar to get an exact date. The date will be referenced in other questions as [LAST VISIT CH LIB]. Provide information from adult's last visit as a prompt, [LAST VISIT LIB], but allow for a different response.
INTERVIEWER: If respondent gives a general response, like "3 weeks ago," use the calendar to get a specific date. Use adult's last visit as a prompt if necessary.

Response: Date (MM/DD/YYYY)

88/88/8888.   DON'T KNOW
99/99/9999   REFUSED/MISSING

CHL05. During [CHILD's/this child's] <u>most recent</u> visit to the public library, on [LAST VISIT CH LIB], which of the following activities did the [he/she/this child] do at the public library? [READ LIST]
PROGRAMMER: Randomize a thru g

a.   Checked out books
b.   Checked out materials other than books, such as movies or music
c.   Read for fun
d.   Worked on a school assignment
e.   Used the computer or Internet
f.   Entertainment, such as play games
g.   Attended a program, such as story time
h.   Other (Specify) _____

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

CHL06. On [CHILD's/this child's] most recent visit to the public library, on [LAST VISIT CH LIB], who when with [him/her/this child]?

1. You
2. Your spouse or partner
3. Another member of your household
4. Another adult outside of school
5. An adult from school
6. One of this child's friends
7. This child visited on his or her own
8. Someone else, but none of the above _____

88. DON'T KNOW
99. REFUSED/MISSING

PROGRAMMER:
- *Randomize 1 thru 6*

INTERVIEWER: Single response only
- Read list only if needed and stop at first "yes"
- Record #7 if verbatim response does not fit in existing categories

CHL07. Has [CHILD/this child] visited a public library in-person by [HIMSELF/HERSELF] or with friends in the past month, since [1-MONTH DATE]?
ASKED ONLY IF CHILD IS 6 TO 17

1. NO
2. YES

88. DON'T KNOW
99. REFUSED/MISSING

CHL08A/CHL08B
PROGRAMMER: For children who have been to the library in the past month, ask CHL10A. For those who have not been to the library in the past month, ask CHL10B.

CHL08A. Other than while [CHILD/this child] was at the library, has [he/she/this child] accessed a public library website in the past month, since [1-MONTH DATE]?

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

CHL08B. Has [CHILD/this child] accessed a public library website in the past month, since [1-MONTH DATE]?

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

PROGRAMMER: Skip to Child Museum User Module or, if already administered, to Children's Extracurricular Module.

CHL09. When was the last time [CHILD/this child] visited the public library? Was it...

1.   Never [DO NOT READ]
2.   More than 1 but less than 3 months ago
3.   More than 3 but less than 6 months ago
4.   More than 6 months but less than a year ago
5.   More than a year ago

88.   DON'T KNOW
99.   REFUSED/MISSING

PROGRAMMER:
If the respondent indicates the child has been to a library in the last month in both CHL01 & CHL03, CONTINUE to CHL04. If the responses conflict in CHL01 & CHL03 with respect to the 1 month window, RE-ASK CHL01. If the respondent indicates it has been more than 1 month since last visit in CHL01 & CHL03, SKIP to next module.

CHL10. Why hasn't [CHILD/this child] gone to a public library recently?_____

PROGRAMMER: Verbatim response

88. DON'T KNOW
99. REFUSED/MISSING

_____

VIII.   CHILD MUSEUM USER MODULE

[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

CHM01_OTH. Did [CHILD/this child] go to any other museum since [1-MONTH DATE]?

1.   YES
2.   NO (SKIP TO CHM02/CHM10)

88.   DON'T KNOW
99.   REFUSED/MISSING

(PROGRAMMER: IF NO TO ALL, SKIP TO CHM10)

M01_OTH2. What type of museum was it? _____

INTERVIEWER: Enter answer verbatim.
88.   DON'T KNOW
99.   REFUSED/MISSING

PROGRAMMER:
If the respondent indicates the child has been to a library in the last month in both CHL01 & CHL03,
CONTINUE to CHL04. If the responses conflict in CHL01 & CHL03 with respect to the 1 month window,
RE-ASK CHL01. If the respondent indicates it has been more than 1 month since last visit in CHL01 &
CHL03, SKIP to next module.

CHM02. About how many times has [CHILD/this child] visited a museum in-person in the past month, since [1-MONTH DATE]?

Number of times _ _ _

8888. DON'T KNOW
9999. REFUSED/MISSING

PROGRAMMER: Library non-user respondents, SKIP TO CHL04

CHM03. Have <u>YOU</u> taken [CHILD/this child] to a museum in the past month, since [1-MONTH DATE]?

1.   YES (GO TO CHL04A)

2.   NO (SKIP TO CHL04B)

88. DON'T KNOW
99. REFUSED/MISSING

Now I'm going to ask some questions about [CHILD's/this child's] most recent in-person visit to a museum.

CHM04A / CHM04B
PROGRAMMER: If CHM03 = 1, then CHM04A. If CHM 03=2, then CHM04B.

CHM04A. What was the date of your most recent in-person visit to a museum with [CHILD/this child]?
PROGRAMMER: Use a calendar to get an exact date. The date will be referenced in other questions as [LAST VISIT CH MUS]. Provide information from adult's last visit as a prompt, [LAST VISIT MUS], but allow for a different response.
INTERVIEWER: If respondent gives a general response, like "3 weeks ago," use the calendar to get a specific date. Use adult's last visit as a prompt if necessary.

Response: Date (MM/DD/YYYY)

88/88/8888.   DON'T KNOW
99/99/9999   REFUSED/MISSING

CHM04B. What was the date of [CHILD's/this child's] most recent in-person visit to a museum?

PROGRAMMER: Use a calendar to get an exact date. The date will be referenced in other questions as [LAST VISIT CH MUS]. Provide information from adult's last visit as a prompt, [LAST VISIT MUS], but allow for a different response.
INTERVIEWER: If respondent gives a general response, like "3 weeks ago," use the calendar to get a specific date. Use adult's last visit as a prompt if necessary.

Response: Date (MM/DD/YYYY)

88/88/8888.   DON'T KNOW
99/99/9999   REFUSED/MISSING

CHM05. On [CHILD's/this child's] most recent visit to a museum, on [LAST VISIT CH MUS], what type of museum did [HE/SHE/this child] visit?
PROGRAMMER: ONLY SHOW CHOICES IDENTIFIED IN M01 AND M01_OTH2)
1.   Science or technology center or museum
2.   Children's or Youth museum
3.   Natural History or anthropology museum
4.   Art museum or gallery
5.   History museum, historic house, or historical society
6.   Arboretum or Botanical Garden
7.   Zoo or Aquarium

8.   Nature Center
9.   General Museum
10.   (Other) [M01_OTH2]
INTERVIEWER: Allow for respondent to answer first. Read list if needed and stop at first "yes"

PROGRAMMER:
• *Randomize except "other"*
• *Response is a one or two-digit number that corresponds to the museum type categories above.*
• *Response to this question will be referenced in other questions as [CH MUSEUM TYPE]*

CHM06. During [CHILD's/this child's] <u>most recent</u> visit to the [CH MUSEUM TYPE], on [LAST VISIT CH MUS], which of the following activities did the [he/she/this child] do at the museum? [READ LIST]
PROGRAMMER: Randomize a thru g

a.   Browsed on {his/her} own or with you
b.   Viewed a specific exhibit, collection or display
c.   Talked with a museum employee about an exhibit-or how to use the museum
d.   Participated in a guided tour, including a school field trip
e.   Participated in a program for children or youth
f.~~——~~Worked on a school assignment
g.   Purchased items from the gift shop
h.   Visited an IMAX or movie theater
i.   Used a self-guided tour for youth
j.   Participated in a special event, such as a festival or holiday event at the museum
k.   Other (Specify) _____

Programmer: Randomize a thru j
1. YES
2. NO
88. DON'T KNOW
99. REFUSED/MISSING

CHM07. On [CHILD's/this child's] most recent visit to the [CH MUSEUM TYPE], on [LAST VISIT CH LIB], who when with [him/her/this child]?

a. You
b. Your spouse or partner
c. Another member of your household
d. Another adult outside of school
e. An adult from school
f. One of this child's friends
g. This child visited on his or her own
h. Someone else, but none of the above _____

88. DON'T KNOW

99. REFUSED/MISSING

PROGRAMMER: Randomize 1 thru 6

INTERVIEWER: Single response only
Read list only if needed and stop at first "yes";
Record #7 if verbatim response does not fit in existing categories

CHM08. Has [CHILD/this child] visited a museum in-person by [HIMSELF/HERSELF] or with friends in the past month, since [1-MONTH DATE]?
PROGRAMMER: ASK ONLY IF CHILD IS 6 TO 17

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

CHL09A/CHL09B
PROGRAMMER: For children who have been to the museum in the past month, ask CHM09A. For those who have not been to the museum in the past month, ask CHM09B.

CHL09A. Other than while [CHILD/this child] was at the museum, has [he/she/this child] accessed a museum website in the past month, <u>since [1-MONTH DATE]?</u>

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

CHL09B. Has [CHILD/this child] accessed a museum website in the past month, <u>since [1-MONTH DATE]?</u>

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

PROGRAMMER: Skip to Child Library User Module or, if already administered, to Children's Extracurricular Module.

CHM10. When was the last time [CHILD/this child] visited a museum? Was it...

1. Never [DO NOT READ]
2. More than 1 but less than 3 months ago
3. More than 3 but less than 6 months ago
4. More than 6 months but less than a year ago
5. More than a year ago

88.   DON'T KNOW
99.   REFUSED/MISSING

CHM11. Why hasn't [CHILD/this child] gone to a museum recently?_____

PROGRAMMER: Verbatim response

88. DON'T KNOW
99. REFUSED/MISSING

_____

IX.   CHILDREN EXTRACURRICULAR SECTION

CHLM01. In a typical week, how often do you or another family member....
PROGRAMMER: Ask only for children age 0 to 8 years

a.   Read books to [CHILD/this child]
b.   Tell {him/her} stories
c.   Sing songs with {him/her}

1.   Not at all
2.   Once or twice a week
3.   3 to 6 times a week
4.   Every day

88. DON'T KNOW
99. REFUSED/MISSING

INTERVIEWER:
•   Do not read response options.
•   IF NEEDED: Give me your best guess as to how often you or another family member [reads books to this child / tells him/her stories / sing songs with him/her

PROGRAMMER: RANDOMIZE options a thru c

CHLM02. Is this child attending or enrolled in school?

1.   NO
2.   YES

88. DON'T KNOW
99. REFUSED/MISSING

INTERVIEWER: This can include preschool, kindergarten, public, or private school.

CHLM03. What grade is the child in? [DO NOT READ LIST]

1. Preschool / Pre-kindergarten / Head Start
2. Kindergarten
3. First grame
4. Second grade
5. Third grade
6. Fourth grade
7. Fifth grade
8. Sixth grade
9. Seventh grade
10. Eighth grade
11. Ninth grade
12. Tenth grade
13. Eleventh grade
14. Twelfth grade
15. College

16. Ungraded (students not in a standard grade)
17. Home Schooled

88. DON'T KNOW
99. REFUSED/MISSING

Finally, one last question about your child:

[If child Age <5 OR (if Age < 7 (or 6 to 9 category) AND CHLM02 = 1)]
CHLM04. Is {child} now receiving care from someone other than a parent on a regular basis?
[If NEEDED: This does not include occasional babysitting or spending time with grandparents or other relatives unless this is part of a regular child-care arrangement.]

1.   NO
2.   YES

88.   DON'T KNOW
99.   REFUSED/MISSING

X.   GENERAL COMPUTING MODULE

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 (ASKED OF LANDLINE SAMPLE ONLY**)**

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

PROGRAMMER: A "YES" SHOULD BE ENTERED ON OPTION B. FOR CELL PHONE RESPONDENTS AND THEY SHOULD NOT BE ASKED OPTION B.

GC02. Is your cell phone a smartphone?
PROGRAMMER: ASKED OF ALL CELL PHONE RESPONDENTS;
ASKED OF LANDLINE RESPONDENTS ONLY IF THEY SAID THEY HAD A CELL PHONE IN THE PREVIOUS QUESTION.

1. NO
2. YES

88. DON'T KNOW
99. REFUSED/MISSING

[Interviewer: EXPLANATION FOR RESPONDENT, AS NEEDED]
A smartphone is a high-end mobile phone with more advanced computing and connectivity than mobile phones that only provide basic voice communications. An iPhone or devices running the Android operating system are examples of smartphones.

GC03. Do you access the Internet from home?

1. NO (SKIP TO GC06)
2. YES

88. DON'T KNOW
99. REFUSED/MISSING

//＊＊＊＊＊＊＊＊＊＊＊＊＊＊＊＊
Programmer Instruction:
IF any GC01 = 2 or GC03 = 2 THEN PROCEED TO GC04
OTHERWISE PROCEED TO D01

GC04. At home, do you access the Internet using...
[READ LIST]

1. **Fiber optic**
2. **Cable Modem Service**
3. **DSL or ADSL**

4.   Mobile broadband for a computer or cell phone, such as Wifi or WiMax
5.   Satellite service
6.   Dial-up (IF NEEDED: or ISDN-Integrated Services Digital Network)

7.   SOME OTHER TYPE OF CONNECTION, specify _____

88. DON'T KNOW
99. REFUSED/MISSING

PROGRAMMER: Single response allowed. If GC04 =1 thru 5 skip to GC06.
INTERVIEWER: Stop at first option chosen

GC05A. What is the <u>most important</u> reason you do not have <u>high-speed</u> Internet access at home?
[DO NOT READ LIST]

FOR REPONDENTS <u>WITHOUT HIGH SPEED INTERNET (DIAL-UP ON PREVIOUS QUESTION)</u>
SINGLE RESPONSE QUESTION
INTERVIEWER NOTE: READ ONLY IF NEEDED: "By high-speed Internet, we mean a connection that is faster than dial-up."
1.   Don't need it or not interested
2.   Too expensive
3.   I use my library's Internet connection
4.   Not available in my area
5.   My computer is inadequate
6.   Can use it somewhere else
7.   Other reason, specify _____

88. DON'T KNOW
99. REFUSED/MISSING

PROGRAMMER:
•   ASK #7 IF THEY HAVEN'T CHOSEN 1 THRU 6

GC05B. What is the <u>most important</u> reason you do not have <u>Internet access</u> at home?
FOR RESPONDENTS WITH <u>NO INTERNET ACCESS AT HOME</u>
[DO NOT READ LIST]
INTERVIEWER: Classify volunteered responses as 1 thru 6 or write in response in "other" if the volunteered response does not fit 1 thru 6

1.   Don't need it or not interested
2.   Too expensive
3.   I use my library's Internet connection
4.   Not available in my area
5.   My computer is inadequate
6.   Can use it somewhere else
7.   Other, specify _____

88. DON'T KNOW
99. REFUSED/MISSING

PROGRAMMER:
- *ASK #7 IF THEY HAVEN'T CHOSEN 1 THRU 6*

GC06. Do you access the Internet at any of the following locations outside the home?
[READ LIST]

a.   **Workplace**
b.   **School**
c.   **Public library**
d.   **Community center**
e.   **Internet café or coffee shop in your area**
f.   **Someone else's house**
g.   **While travelling for business or recreation**
h.   **Another place outside the home, specify _____**

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

PROGRAMMER: RANDOMIZE ORDER OF A TO G. ALWAYS HAVE ANSWER CHOICE "H" ASKED LAST.

GC09. During the last 12 months, about how many books did you read either all or part of the way through? Please include any print, electronic, or audiobooks you may have read or listened to, not including short books read to children.

Record Actual Number: _____

8888. DON'T KNOW
9999. REFUSED/MISSING

XI.   DEMOGRAPHICS MODULE

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 – <u>DO NOT ASK UNLESS NECESSARY</u>

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

D04. What is your work situation? Are you...?
(INTERVIEWER: READ ENTIRE LIST. SELECT ONE RESPONSE.)
1.   Employed, full time
2.   Employed, part-time
3.   Unemployed, looking for work
4.   Unemployed, not looking for work
5.   Self-employed
6.   Retired
7.   In school
8.   Homemaker
9.   Other, specify (*PROGRAMMER: Go to next question*)

88. Don't Know
99. Refused/Missing

D04_OTH. Please describe your work situation: _____

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

D06. Which of the following racial categories describes you? You may select more than one.
1.   American Indian or Alaska Native
2.   Asian
3.   Black or African-American
4.   Native Hawaiian or Other Pacific Islander
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: _____

D07A. Were you born in the United States?

1.   No
2.   Yes

88. Don't Know
99. Refused / Missing

D07B. Was your mother born in the United States?

1.   No
2.   Yes

88. Don't Know
99. Refused / Missing

D07C. Was your father born in the United States?

1. No
2. Yes

88. Don't Know
99. Refused / Missing

D08. What language is spoken <u>most often</u> in your household?
1. English
2. Spanish
3. An Asian or Pacific Islander language such as Chinese, Japanese, Tagalog, or Vietnamese
4. Other, specify_____

88. Don't Know
99. Refused/Missing

D09. Including yourself, how many people are living in your household?
Response: 2-digit number _ _

(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

D09A. 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

D10. 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

D11. 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

(LANDLINE SAMPLE ONLY)
D11B. My records indicate that your zip code is [ZIP CODE from file].
Is this correct?
1.   No (IF NO, CORRECT AND GO TO CLOSING)
2.   Yes (GO TO CLOSING)

888888. Don't Know

999999. Refused/Missing

INTERVIEWER: IF NEEDED: "This information will allow us to look at local library and museum resources and relate that to your information.")

(CELL PHONE SAMPLE ONLY)

D12A. Those are all the questions I have. May I have your mailing address so we can send you the $5.00 gift card for participation?

May I have your name? _____
Mailing Address:
Unit/Street: _____
City: _____
State: _____
Zip Code: _____

88. Don't Know
99. Refused/Missing

D12B. 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

INTERVIEWER: IF NEEDED: "This information will allow us to look at local library and museum resources and relate that to your information.")

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