

Justification for Change

Public Needs for Library and Museum Services (PNLMS) Survey

IMLS is requesting a change to a previously approved clearance, OMB number 3137-0087, in order to remedy a data error. This change is requesting the same expiration date of 07/31/2016.

Previous request abstract:

The Public Needs for Library and Museum Services (PNLMS) Survey has been conducted by the Institute of Museum and Library Services under the clearance number 3137-0087, which expires 07/31/2016. Pursuant to P.L. 107-279, the PNLMS Survey collects descriptive data on the universe of households in the U.S. Information is collected on activities related to residents' use of library and museum services.

Justification for Change

While editing the data files to conform to the final format, Morris Davis and Company (MDAC), IMLS's data collection contractor for the PNLMS Survey, discovered an error that resulted in data loss. The CATI programming of skip patterns led to three questions not being asked of respondents when it would have been appropriate.

First, the Child Library and Museum sections each have questions asking who accompanied their children on their last visit to a library/museum. Respondents who had previously indicated that they went the child were not asked this follow-up question. However, the skipped question allowed for multiple responses, so it was possible that the child had visited the library/museum with the respondent and others. This resulted in 266 respondents who were not asked about other people who may have gone to the library with their child, besides themselves. For museums, 243 respondents were not asked the question.

Second, in the General Computing section there was a question which asks why the respondent does not have internet access at home. The question was supposed to have been asked of all respondents who indicated that they do not have Internet access from home. However, instead of the 643 respondents who should have been asked, this question was asked of respondents who do not have *high speed* Internet at home. This resulted in no meaningful data being collected for this item and no data collected for the appropriate respondents.

None of these three questions were involved in the non-response bias analysis or the calculation of weights.

IMLS is asking that we be allowed to go back into the field to ask these questions of the appropriate respondents. If we are given clearance to proceed, we will mail a letter to all respondents with missing data ($n = 1,009$). The letter describes the person who responded to the original survey by key demographics (age and gender) and asks this person to respond via one of three modalities: mail, phone, or Internet. If a respondent has not responded within one week of receipt of the letter, MDAC will call prior respondents and collect the data via CATI.

Respondents will be called back a maximum of 12 times over 9 days of fielding for the CATI. This will result in an open fielding period of 16 days.

The average number of questions that will be asked of the 1,009 original respondents is 1.14. Most (869) respondents will be asked only one question; 137 will be asked two questions; and 3 will be asked all three questions. Because the amount of time to ask these questions was included in the original burden estimate, this does not add additional burden.

Once data are collected and cleaned, they will be added to the final data file. In addition, flags will be added to the file to indicate that these data were collected at a later date. The call-back process will be described in the data documentation, along with cautions to data users for use of these data. It will be stated that for these respondents, these responses are about the same visit, but the recall will have been based on a longer interval (in some cases almost 10 months). In this way, we will be able to provide this data, but we are also able to allow data users to choose whether or not to use the data and, if they do, any caution they should use in their interpretation.

We have included two additional documents that will be used in this process:

- Follow-up Notification Letter with Instructions for Response (including response envelope), and
- ATI script

For each of these, we have included all three questions. However, only the relevant questions will be asked per respondent. For example, for a respondent who was not asked the question about Internet access, they will only see that question on the mail notice.

Within the notification letter, fields will be customized with information provided by the respondent in the original review:

RAGE-Respondent Age

RGEND-Respondent Gender

INTDATE-Interview Date

CHAGE-Child Age

CHGEND-Child Gender

CHLDATE-Child Library Date

CHMTYPE-Child Museum Type

CHMDATE-Child Museum Date

NUMQUES-Number of questions to be asked

CLLBCKCODE-Code (1-7) indicating which of the 3 questions are to be asked

Follow-up Notification Letter



FOLLOW UP TO THE PUBLIC NEEDS FOR LIBRARY AND MUSEUM SERVICES SURVEY



Dear Library and/or Museum Goer,

A [RAGE] year old, [RGEND] member of your household completed a survey for the Institute of Museum and Library Services (IMLS) late last year. The responses from your household member helped IMLS greatly in its continuing mission to assist libraries and museums to advance innovation, learning, and civic engagement. However, due to a computer error, there were [NUMQUES] questions omitted from the questionnaire. We would greatly appreciate your further assistance by giving this postcard to the [RAGE] year old, [RGEND] household member, so that they can respond to the questions that were omitted. If you are that person, please continue reading:

[This/These] question[s] can be answered by mail, phone or the internet. If you choose to answer by mail, please answer the following question[s] completely, refold this letter, seal it in the self addressed and stamped envelope provided, and return it via mail. If you prefer, you can answer your question[s] at:

www.questionnum[X].questionpro.com
Login Code: [XXXXXXX]

If we do not receive a reply from you by mail or Internet in approximately 1 week, we will attempt to reach you by telephone, asking for your input on [this/these] question[s].

If you have questions or would like to contact us prior to our attempt to call you, you can contact the survey administrator, M. Davis and Company at 800-XXX-XXXX. Please mention "IMLS" and have your login code available (see above).

1. Previously, you indicated that you went to the library with a [CHAGE] year old, [CHGEND] child under your care, on [CHLDATE]. To the best of your recollection, who else, if anyone went with this child?

- No one
 - Your spouse or partner
 - Another member of your household
 - Another adult outside of school
 - An adult from school
 - One of this child's friends
 - This child visited on his/her own
 - Someone else, but none of the above
- above _____

2. Previously, you indicated that you went to the [CHMTYPE] with a [CHAGE] year old [CHGEND] child under your care, on [CHMDATE]. To the best of your recollection, who else, if anyone went with this child?

- No one
 - Your spouse or partner
 - Another member of your household
 - Another adult outside of school
 - An adult from school
 - One of this child's friends
 - This child visited on his/her own
 - Someone else, but none of the above
- _____

3. On [INTDATE] you indicated that you do not access the Internet at home. What was the most important reason you did not have Internet access at home, at that time?

- Don't need it or not interested
 - Too expensive
 - I use my library's internet
 - Not available in my area
 - My computer is inadequate
 - Can use it somewhere else
 - Other, please specify _____
- _____

Please fold the card so this side faces in, seal it, and return in the mail.
THANK YOU FOR YOUR ASSISTANCE!

CATI Script

Programmer Instructions/action required areas are highlighted in yellow.

Lang. Is this survey being conducted in English or Spanish?

1. English
2. Spanish

I. INTRODUCTION AND RESPONDENT SELECTION

PROGRAMMER: If call attempt =4, 8, or 12, then display the following text here:

[PRESS F1 FOR ANSWERING MACHINE/VOICE MAIL MESSAGE]

PROGRAMMER: Make the following text available as a help screen assigned to F1:

Hello, this is (interviewer name) calling for the Institute of Museum and Library Services, an agency of the United States government. Late last year we conducted an important nationwide survey about libraries and museums. We are calling as a follow-up to that initial survey.

We interviewed a [RAGE] year old [RGEND], household member at this phone number on [INTDATE]. 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." (Press 1 to continue or disposition)

ORIGRESP.

Hello, I'm _____ calling for the Institute of Museum and Library Services, an agency of the United States Government, about a national research study. Late last year the Institute of Museum and Library Services conducted a study about the libraries and museums in your area. This is not a sales call. We are following up with an additional two to three questions. We interviewed a [RAGE] year old [RGEND] household member at this phone number on [INTDATE]. We are following up with an additional two or three questions. May I speak to that person please?

[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, 3137-0087 expires on 7/31/2016. 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.

1. Original Respondent already on line (GO TO S4C)
2. Original Respondent available and now on line (GO TO ORIGRESPNOW)
3. Respondent unavailable, schedule call back (GO TO S3B)
8. DON'T Know (thank and terminate)
9. REFUSED (thank and terminate)

ORIGRESPNOW

Hello, I'm _____ calling for the Institute of Museum and Library Services, an agency of the United States Government, about a national research study. Late last year, the Institute of Museum and Library Services conducted a study with you about the libraries and museums in your area. This is not a sales call. We are following up with an additional two to three questions. We interviewed a [RAGE] year old [RGEND] household member at this phone number on [INTDATE]. Are you that person?

[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, 3137-0087 expires on 7/31/2016. 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.

1. Yes (GO TO S4C)
2. No (GO TO ORIGRESPNOW)
8. DON'T Know (thank and terminate)
9. REFUSED (thank and terminate)

FINDORIGRESP.

Is that person available to speak?

1. Yes, and now on the line (GO TO ORIGRESPNOW)
2. No, schedule call back (GO TO S3B)
8. DON'T KNOW (THANK AND TERMINATE)
9. REFUSE (THANK AND TERMINATE)

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

SCHEDULE CALL BACK (AAPOR=5200)

REPEAT Intro IF NECESSARY (e.g. INTERVIEWER IS SPEAKING WITH A NEW PERSON AT THIS POINT).

(AGENT INTRODUCTION 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 ACCESSES RESPONDENT SAMPLE AND BEGINS SURVEY)

S4B. Just to confirm, are you the [RAGE] year old [RGEND] member of the household with whom we completed an interview on [INTDATE]?

1. Yes (GO TO S4c)
2. No (GO TO FINDORIGRESP)

S4C. Is respondent willing to continue?

1. Yes (GO TO S5)
2. Yes, but wants a call back (GO TO S3B)
3. No - (THANK RESPONDENT AND TERMINATE) (AAPOR=2113)

S5. Excellent. This voluntary study will take about 3 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 (Continue)

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

1. Respondent objects-code as refusal (THANK and TERMINATE) (AAPOR=2113)
2. Proceed with survey (tacit or verbal acknowledgement)

CHL06. During the previous interview, you indicated that you went to the library with a [CHAGE] year old [CHGEND] child under your care, on [CHLDATE]. To the best of your recollection, who else, if anyone went with this child and you?

1. No one
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 _____ (250 character open end box to come up on additional screen).

77. CANNOT REMEMBER

88. DON'T KNOW

99. REFUSED/MISSING

PROGRAMMER:

- SKIP this question if CLLBCKCODE = 5,6,7
- Randomize 1 thru 6. Hardwire the number to the text.
- Accept Multiple Responses

INTERVIEWER: Multiple Responses

- Read list only if needed and stop at first "yes"
- Record #8 if verbatim response does not fit in existing categories

CHM07. During the previous interview, you indicated that you went to the [CHMTYPE] with a [CHAGE] year old [CHGEND] child under your care, on [CHMDATE]. To the best of your recollection, who else, if anyone went with this child and you?

1. No one
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 _____ (250 character open end box to come up on additional screen).

77. CANNOT REMEMBER

88. DON'T KNOW

99. REFUSED/MISSING

PROGRAMMER:

- SKIP this question if CLLBCKCODE = 1, 3,7
- Randomize 1 thru 6
- Accept Multiple Responses

INTERVIEWER: Multiple Responses

Read list only if needed and stop at first "yes";

Record #7 if verbatim response does not fit in existing categories

GC05B. On [INTDATE] you indicated that you do not access the Internet at home. What was the most important reason you did not have Internet access at home at that time?

[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 _____ (250 character open end box to come up on additional screen).
8. DON'T KNOW
9. REFUSED/MISSING

PROGRAMMER:

- SKIP this question if CLLBCKCODE = 1, 2, 5
- ASK answer choice 7 IF THEY HAVEN'T CHOSEN 1 THRU 6

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