

Research Panel Survey Questions

A companion to the OCLC Research report:

From Awareness to Funding: Voter Perceptions and Support of Public Libraries in 2018

Both the report and the supplement are available online at:
oclc.org/awareness2018.

Contents:

Research Panel Survey (41 questions)

Suggested citation:

OCLC and American Library Association. 2018. *Research Panel Survey Questions: From Awareness to Funding: Voter Perceptions and Support of Public Libraries in 2018*. Dublin, Ohio: OCLC.



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From the Methodology section of *From Awareness to Funding: Voter Perceptions and Support of Public Libraries in 2018*

For the original 2008 study, OCLC partnered with Leo Burnett USA to create a segmentation analysis and targeting framework. The goal was to identify segments of the public that were more or less interested in supporting their local libraries, and to uncover the motivations and barriers driving this support.

For this updated study, OCLC partnered with ALA, PLA, and Leo Burnett to update the segmentation and assess what, if anything, had changed—both among the general public as well as among specific library segments. While this new study dropped the qualitative research (focus groups) and the survey of city officials, it expanded the analysis in a few areas. It includes a sample of those living in larger metropolitan areas to gauge differences between smaller and bigger populations. While the previous study focused just on population areas with fewer than 300,000 residents, this study included another dataset from voters in regions with more than 300,000 residents. The results do not show significant variation from the results of the voters in the smaller geographic regions. In addition, some new questions were added to assess awareness and usage of newer library offerings, and to probe more in-depth into opinions about library funding.

Between September 29 and October 4, 2017, a 25-minute survey was administered by Leo Burnett via an online panel. The data was weighted to be nationally representative on age, gender, income, and education.

An algorithm was used to screen for all ten segments that were identified in the original study. Like last time, the survey screened out the Chronic Non-Voters segment, because those not registered to vote or who do not vote are deemed outside of libraries' scope of influence.

To allow for comparison from 2008 to 2018, a significant number of the questions had to be retained in their original form around the following topics:

- demographics
- voting behavior
- library voting support
- library usage, overall and for specific services
- library attitudes
- tax attitudes
- importance of library vs other public services
- library and librarian ratings
- anticipated impact of library closings

New to 2018 were questions related to

- awareness and usage of new library offerings
- library website visitation frequency
- library's impact on community advancement (education, employment, etc.)
- additional library and librarian ratings
- perceptions of funding
- contributions to private fundraising efforts
- additional probes on impact of library closings

Notes on the questionnaire:

- The questionnaire is divided into two main sections: A "Screener" section used to create the segmentations and a "Main Questionnaire."
- Question numbers in **green font** indicate the question or specific answer options are required for the segmentation algorithm

SCREENER QUESTIONNAIRE PART 1

Today we would like to talk to you about public services in your community.

SS1. To begin, please indicate your gender below: **[CHECK ONE]**

1. Male
2. Female

SS2. Please indicate your age below: **[CHECK ONE]**

1. Under 18
2. 18-24
3. 25-29
4. 30-39
5. 40-49
6. 50-59
7. 60-69
8. 70-79

-- The remaining questions are only asked of those over the age of 18 --

SS3. Now, for statistical purposes only, we have to group the people we talk to into general income brackets. Please select one of the following that best describes your total household income, before taxes. **[CHECK ONE]**

1. Less than \$20,000
2. \$20,000-\$29,999
3. \$30,000-\$39,999
4. \$40,000-\$49,999
5. \$50,000-\$59,999
6. \$60,000-\$74,999
7. \$75,000-\$99,999
8. \$100,000-\$149,999
9. \$150,000 or more

SS4. Which of the following best describes the highest level of education you've completed? **[CHECK ONE]**

1. Less than high school graduate
2. High school graduate
3. Some college but no degree of any type
4. Two-year associates degree
5. Four-year college degree
6. Post-graduate degree

SS5. For this next question, we'd like you to think about the city, town, village or suburb in which you live. By city, town, village or suburb, we mean the locality on your mailing address – for example, DeKalb, Illinois, Spearfish, South Dakota, etc. Thinking about that locality on your mailing address, approximately what is the population of your city, town, village or suburb? **[CHECK ONE]**

1. 1 million people or more
2. Between 500,000 and 999,999 people
3. Between 400,000 and 499,999 people
4. Between 300,000 and 399,999 people
5. Between 200,000 and 299,999 people
6. Between 100,000 and 199,000 people
7. Between 50,000 and 99,999 people
8. Between 20,000 and 49,999 people
9. Between 10,000 and 19,999 people
10. Fewer than 10,000 people

SS6. Please provide the five-digit ZIP code of your primary residence. By primary residence, we mean the place where you live most of the time.

[ENTER ZIP CODE] _____

SS7. What is your marital status? **[CHECK ONE]**

1. Single/Never married
2. Married
3. Divorced/Separated/Widowed
4. Domestic Partnership/Living Together
5. Other

SS8. Do you have children under the age of 18? **[CHECK ONE]**

1. Yes
2. No

SS9. Please indicate which of the following best describes your occupation. **[CHECK ONE]**

1. Business Owner
2. Executive/Upper Management
3. IT/MIS Professional
4. Doctor/Surgeon
5. Teacher/Educator
6. Librarian
7. Housewife/Stay at home parent
8. Employed in other field
9. Retired
10. Not currently employed, but not retired

-- The next question is only asked of those "employed in other field" --

SS10. And, please indicate which of the following best describes your profession: **[CHECK ONE]**

1. Business Professional or White Collar
2. Blue Collar

SCREENER QUESTIONNAIRE PART 2

Next, we have a few questions about voting in public elections.

S1. Are you currently registered to vote? **[CHECK ONE]**

1. Yes
2. No

S2. Did you vote in the November 2016 Presidential election for President, Senate, Congress, Governor and other offices? **[CHECK ONE]**

1. Yes
2. No

S3. And did you vote in the November 2014 mid-term elections for Senate, Congress, Governor and other offices? **[CHECK ONE]**

1. Yes
2. No

S3A. How likely are you to vote in primary elections and special elections? These would be all elections other than Presidential elections and mid-term elections? **[CHECK ONE]**

1. Almost certain
2. Very Likely
3. 50/50
4. Probably not
5. Definitely not

S3B. Thinking ahead to the 2018 midterm election for Senate, Congress, Governor and other offices, how likely is it that you will vote in this election? **[CHECK ONE]**

1. Almost certain
2. Very Likely
3. 50/50
4. Probably not
5. Definitely not

S3C. Thinking ahead to the 2020 Presidential election for President, Senate, Congress, Governor and other offices, how likely is it that you will vote in this election? **[CHECK ONE]**

1. Almost certain
2. Very Likely
3. 50/50
4. Probably not
5. Definitely not

S4. When it comes to voting in elections that involve local issues, such as electing local officials, voting on local bond issues or whether or not to raise local taxes, how likely are you to vote in these types of elections? These elections may or may not be part of a national election. Please check the box to indicate how likely you are to vote in elections that involve local issues. **[CHECK ONE]**

1. Almost certain
2. Very likely
3. 50/50
4. Probably not
5. Definitely not

IF S1=NO OR (S1=YES AND (S2=NO AND S3=NO AND S4=3 OR 4 OR 5)) THEN CLASSIFY AS CHRONIC NON-VOTER – SKIP TO Q18

S4A. Thinking back to elections in the past 5 years, has there ever been a referendum, ballot initiative or bond measure for your local public library on the ballot? This would be a special item that would increase your taxes by some amount, and the extra money would be used to fund your local public library. You would vote 'yes' or 'no' and, if approved, the extra funding might be used for things such as improving the current facilities, building a new library or branch, or increasing operating hours or programs.

Has there ever been a referendum, ballot initiative or bond measure such as this for your local public library on the ballot in the past 5 years? **[CHECK ONE]**

1. Yes
2. No
3. Don't Know

-- The next question is only asked of those who answer "yes" in S4A --

S4B. Did you vote in favor of or against the library referendum, ballot initiative or bond measure? If there has been more than one, please indicate how you voted most recently. **[CHECK ONE]**

1. I voted in favor of it
2. I voted against it
3. I didn't vote
4. Decline to answer/Don't remember

S5. Now we'd like you to think ahead to the next election and assume that you are at the ballot box and ready to cast your vote. If there was a referendum, ballot initiative or bond measure for your local public library on the ballot, how do you think you would vote? **[CHECK ONE]**

1. I would definitely vote in favor of it
2. I would probably vote in favor of it
3. I may vote either way
4. I would probably vote against it
5. I would definitely vote against it

S6. Next, we'd like you to read a list of statements. For each statement, please rate your level of agreement on a 10-point scale, where a 10 means "Agree Strongly" and a 1 means "Disagree Strongly." You may use any number between 1 and 10. **[ENTER NUMBER BETWEEN 1 AND 10.]**

1 Disagree Strongly	2	3	4	5	6	7	8	9	10 Agree Strongly
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- A. I would be willing to pay more in taxes that would fund operating costs of the local public library, like building maintenance fees and staff salaries
- B. I would be willing to pay more in taxes if it meant better funding for the local public library
- C. I would be willing to pay more in taxes that would fund a new building or branch for the local public library
- D. I support tax increases that will improve my community
- E. I think raising taxes to fund the public library would be a waste of the public's money
- F. I would not be willing to pay higher taxes in order to fund the local public library
- G. I don't support tax increases that fund services I don't use or benefit from
- H. I don't pay much attention to what's going on at the public library
- I. It's been so long since I've been to the library that I'm not even sure what it has to offer anymore
- J. I feel that financially I am pretty well off
- K. People would consider me kind of a book worm
- L. The public library offers services that are equally important to the community as the police and other emergency services.
- M. Compared to most people, I know a lot about what my local public library has to offer
- N. I don't go to the library in my community very often
- O. The information that you get from the public library is pretty much the same, regardless of which library you're in
- P. People would consider me somewhat influential in the town where I live
- Q. Music and the arts are important aspects of a well rounded education
- R. The public library should be a place for communities to gather together
- S. The primary purpose of the library is to ensure free and equal access to books and information for everyone
- T. Whether or not the local public library is good or bad has very little impact on the community
- U. People in my community don't use the library enough to justify spending additional money on it
- V. It's just easier to buy books from a bookstore/online bookstore than to borrow them from the local public library
- W. I think the local government provides adequate funding for the public library
- X. The public library in my community is good enough as it is
- Y. The public library should be able to operate on its current budget without an increase
- Z. I can't afford to pay more taxes
- AA. People in my community can't afford to have their taxes raised
- BB. I oppose tax increases across the board
- CC. The library is no longer necessary in the Internet age
- DD. The public library charges fees and fines that keep people from using it as much as they normally would

- EE. The librarians at the local public library are not knowledgeable enough about technology to help answer my questions
- FF. Studying music and the arts takes time away from the important subjects like reading, writing, and arithmetic
- GG. The public library contains books and materials that I don't approve of
- HH. All the information in the library I could just as easily get on the Internet
 - II. The information you can find yourself using search engines like Google and Yahoo! is every bit as good as the information you can get by doing a library search
- JJ. It's easier to do research on the Internet using search engines like Google and Yahoo! than in the local public library
- KK. My public library is not top of mind - I just don't think to go there
- LL. Funding the library is not as important as funding the public schools
- MM. It's much more important for a community to fund emergency services such as fire and police than the public library
- NN. The quality of the public library has a big impact on the community
- OO. Even in the Internet age, the library remains an invaluable resource to the community
- PP. PP. There's information at the local public library that you just can't find with search engines like Google or Yahoo!
- QQ. I really enjoy going to my local public library
- RR. The public library is a resource we can't live without

S6A1. Do you have a library card (or some other form of authorization) for using at your local public library?

[CHECK ONE]

1. Yes
2. No

S6B1. In your community, are you required to pay an annual fee in order to be able to use your local public library? **[CHECK ONE]**

1. Yes
2. No
3. Don't know

S7. How many times have you visited your local public library in the past 12 months? By this, we're referring to your town's local library or the library that is located closest to your town. This would not include the school library or university library.

_____ **[ENTER NUMBER]**

-- The next question is only asked of those who answer "0" in S7 --

S7A. When was the last time you visited your local public library? **[CHECK ONE]**

1. About 2 to 3 years ago
2. About 4 to 5 years ago
3. About 6 to 10 years ago
4. More than 10 years ago
5. Never
6. Not Sure

S7B. Do you access the Internet from the library, using either the library's public computers sor WiFi?

[CHECK ONE]

1. Yes
2. No

S7C. And how many times have you visited the **website** of your local public library in the past 12 months? Again we mean the **website** of your town's local library or the library that is closest to your town. This would not include the website of the school library or university library.

_____ **[ENTER NUMBER]**

-- The next question is only asked of those who answer "0" in S7C --

S7D. When was the last time you visited your local public library's **website**? **[CHECK ONE]**

1. About 2 to 3 years ago
2. About 4 to 5 years ago
3. About 6 to 10 years ago
4. More than 10 years ago
5. Never
6. Not Sure

S8. Below is a list of activities and services offered by public libraries. Please indicate how frequently you do each one at your local public library, whether it is in person or on the website.

1	2	3	4	5	6	7	8
Never - I'm not aware of this library service	Never - I'm aware of this service but haven't used it	Once a year or less often	Once every 6 months	Once every 2-5 months	Once a month	Once every 2-3 weeks	Once a week or more often

- A. Check out non-fiction print books
- B. Check out children's print books
- C. Use print reference materials that are for use only in the library such as encyclopedias, almanacs and dictionaries
- D. Do research or work for an organization that you belong to
- E. Use the library as a resource for home schooling
- F. Do homework/study
- G. Use the computer/Internet to send or receive e-mail
- H. Use the computer/Internet to search for information with search engines like Google
- I. Attend meetings in the community meeting rooms
- J. Use the photocopier
- K. Check out videos or DVDs for adults
- L. Check out videos or DVDs for kids
- M. Check out adult fiction or bestseller print books
- N. Research your genealogy
- O. Use the library as a resource for job seeking
- P. Attend English as a second language classes
- Q. Check out books and other materials in languages other than English
- R. Access the Internet using the library's WiFi
- S. Get librarian's assistance (with research, technology, book recommendations, etc.)
- T. Obtain access to online or print government information or resources
- U. Attend a public program, such as an author reading, movie showing, music performance, family program, etc.
- V. Do research for personal investing or general financial topics
- W. Get computer/Internet/technology training
- X. Access the library's website or app for information or materials through a tablet computer, smartphone or other mobile device

- Y. Get support for starting or growing your own business (by taking classes, conducting research, etc.)
- Z. Attend or organize community meetings
- AA. User maker equipment such as 3D printers, Arduino boards, etc.
- BB. Check out laptops, tablets, mobile hotspots or other computer hardware
- CC. Check out non-book items such as tools, cookware, gardening equipment, etc.
- DD. Get legal help or information
- EE. Research health or wellness topics
- FF. Get tutoring (for example, adult literacy, homework, classes, etc.)
- GG. Use digital labs for coding or music making
- HH. Use online resources such as databases, ebooks, ejournals, streaming music/videos, etc.

Next we'd like you to think about the **librarians** at your local public library. By librarian, we are referring to the person or persons responsible for answering your questions and assisting you with research.

S8A. Please rate your overall impression of the **librarians** at your local public library on a 10-point scale, where 10 means they're "Excellent" and 1 means they're "Unsatisfactory". You may use any number between 1 and 10. **[ENTER NUMBER BETWEEN 1 AND 10]**

1 Unsatisfactory	2	3	4	5	6	7	8	9	10 Excellent
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S9. In this section, you'll see a list of words and phrases that may or may not be an important trait for librarians to have. Again by librarian, we are referring to the person or persons responsible for answering your questions and assisting you with research. Please rate the level of importance for the following statements using a 10-point scale, where a 10 means "Extremely important" and a 1 means "Not at all Important." **[ENTER NUMBER BETWEEN 1 AND 10.]**

1 Not at all important	2	3	4	5	6	7	8	9	10 Extremely Important
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- A. Knowledgeable about my community
- B. Someone you'd go to with a question before going to the Internet
- C. Can research topics better than you can do alone on the Internet
- D. More of an expert in technology than anyone else
- E. Knows better than anyone else what music and movies kids would love
- F. Really understands how to engage kids with computers and technology
- G. Well known in the community
- H. Works closely with local politicians and community leaders to get public library funding and support
- I. Understands the community's needs and how to address them through the public library
- J. Works closely with other community leaders to find ways to better the community
- K. Able to access information through technology in ways that ordinary people can't do
- L. Has excellent computer skills
- M. Able to help non-English speaking patrons
- N. Friendly and approachable
- O. True advocate for lifelong learning
- P. Expert at connecting people to needed information and resources
- Q. Makes the library a place for fun and creativity
- R. Knows what books children would love
- S. Recommends books, music, movies, websites and other online information sources that you don't know about

- T. Teaches me how to find trustworthy information and materials
- U. Reaches out to ALL members of the community to make sure they know the library is open to them
- V. Works closely with parents and caregivers so they can support children's learning
- W. Is someone I can relate to

Next, we'd like to ask you some more questions about the librarians at the public library in your community.

S10. Now you'll see the same list of words or phrases, but this time we'd like you to rate the librarians at the public library in your community. Again by librarian, we are referring to the person or persons responsible for answering your question and assisting you with research. Using a 10-point scale, where a 10 means "Describes them extremely well" and a 1 means "Doesn't describe them at all," please rate the librarians at your local public library on each statement. **[INSERT SAME LIST AS S9. ENTER NUMBER BETWEEN 1 AND 10. INSERT SCALE. RANDOMIZE LIST.]**

1 Doesn't describe them at all	2	3	4	5	6	7	8	9	10 Describes them extremely well
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MAIN QUESTIONNAIRE

Now, we have some more questions about how you feel about your local public library.

1. Please rate your overall impression of your local public library on a 10-point scale, where a 10 means it's "An Excellent Library" and 1 means it's "Unsatisfactory". You may use any number between 1 and 10.

[ENTER NUMBER BETWEEN 1 AND 10]

1 Unsatisfactory	2	3	4	5	6	7	8	9	10 An excellent library
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2. Next is a list of words and phrases that may or may not be important to you when it comes to public libraries. Please rate the level of importance for the following statements using a 10-point scale, where a 10 means "extremely important" and a 1 means "Not at all important." **[ENTER NUMBER BETWEEN 1 AND 10]**

1 Not at all important	2	3	4	5	6	7	8	9	10 Extremely important
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1. Offers quiet areas for doing work or research
2. A large enough facility to meet the needs of the community
3. Provides wireless (WiFi) Internet access
4. Provides free access to books and technology that some people may not be able to afford
5. Offers free access to computers and the Internet for everyone
6. Offers activities and entertainment you can't find anywhere else in the community
7. Supports adult literacy through reading and writing programs
8. An excellent resource for students to get help with homework
9. Prepares young children for school
10. Offers something appealing for people of every age, gender, ethnicity and religion
11. Provides classes, programs and materials for immigrants and non-English speakers
12. Provides tools to help people hunt for jobs
13. Helps provide people with skills for the workplace
14. A place to turn to for help in disaster situations
15. A place for people in the community to gather and socialize
16. Has convenient hours of operation
17. Has the right staff to meet the needs of the community
18. Offers access to online resources not freely available elsewhere
19. Provides access to a broad range of books, music, movies and magazines to explore
20. An important resource for small businesses (by providing space, WiFi, business expertise and resources, etc.)
21. Helps people find trustworthy information
22. Offers a website with a wide range of online research, e-books, music and video for download
23. Offers ways for me to manage my library account through my smartphone or other mobile device
24. Is convenient to get to
25. Supports civic discourse and community building
26. Enhances the quality of life in a community
27. Offers services and resources for people to educate themselves or learn about topics of personal interest

Next, we'd like to ask you some more questions about the public library in your community.

3. Now you're going to see the same list of words or phrases, but this time we'd like you to rate the public library in your community. Using a 10-point scale, where a 10 means "Describes it extremely well" and a 1 means "Doesn't describe it at all," please rate your local public library on each statement. **[ENTER NUMBER BETWEEN 1 AND 10] [INSERT SCALE, INSERT SAME LIST OF RANDOMIZED ITEMS AS PRIOR QUESTION]**

1 Doesn't describe them at all	2	3	4	5	6	7	8	9	10 Describes them extremely well
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Overall Statements About Libraries

4. Next are some general statements about libraries. Please indicate how much you agree or disagree using a scale from 1 to 10. A 10 means you 'Agree Strongly' and a 1 means you 'Disagree Strongly'. You may use any number between 1 and 10. **[ENTER NUMBER BETWEEN 1 AND 10.]**

1 Disagree Strongly	2	3	4	5	6	7	8	9	10 Agree Strongly
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Library's Importance in Community

1. The public library stimulates growth and development in a community
2. If the library in my community were to shut down, something essential and important would be lost, affecting the whole community
3. Having a high quality public library helps raise property values in the community

Status/Image

4. Having a reputable public library doesn't have much impact on the status and image of a community
5. Having an excellent public library is a source of pride for a community

Public Libraries are all the Same

6. Local support can make a big difference in the quality of the library

Library is Obsolete/Irrelevant

7. With the Internet, the public library has become obsolete
8. The public library has done a good job of keeping up with changing technology

Library is Important to Kids

9. The public library does an excellent job of helping prepare children for school
10. The library is an excellent resource for kids to get help with their homework
11. Libraries just aren't as important in kids' lives as they once were

Library is Social Gathering Place

12. The public library is a social hub in my community where people frequently get together
13. The public library should be a place of serious thought and education, not a social gathering place

Library Serves the Greater Good

14. For some people, the library is the only place to access computers or the Internet
15. Almost everyone today has access to the Internet at home or at work

Library Spending

16. I feel well-informed about how my local public library gets its funding.
17. Between donations, fundraising and government funding, I feel like the local public library is well funded
18. My local public library doesn't have enough money for day-to-day operations

5. Please indicate to what degree you feel your local public library advances the following in your community, using a 10-point scale, where a 10 means 'Advances it greatly' and a 1 means 'Doesn't advance it at all.'

[INSERT SCALE] [ENTER NUMBER BETWEEN 1 AND 10] [RANDOMIZE LIST]

1 Doesn't advance it at all	2	3	4	5	6	7	8	9	10 Advances it greatly
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1. Education
2. Employment
3. Entrepreneurship
4. Engagement and participation in the community
5. Empowering people in the community

6. Now, we'd like you to imagine that the public library in your town closed. Please tell us how you think that would affect your **community** and how it would affect **you and your family**. You can do this by using a 10-point scale, where a 10 means "It would be a great loss" and a 1 means "It wouldn't have much of an effect at all." **[ENTER NUMBER BETWEEN 1 AND 10]**

1 It wouldn't have much of an effect at all	2	3	4	5	6	7	8	9	10 It would be a great loss
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1. Effect on your community
2. Effect on your family

7. You just rated the effect that the closing of your local public library would have on your **community** as a(n) **[INSERT RESPONSE FROM Q6_1]** Please tell us why you rated it a(n) **[INSERT RESPONSE FROM Q6_1]**

8. You just rated the effect that the closing of your local public library would have on **you and your family** as a(n) **[INSERT RESPONSE FROM Q6_2]**. Please tell us why you rated it a(n) **[INSERT RESPONSE FROM Q5_6]**.

9. Next, we'd like you to think of the local tax-supported services in your community. For each service, please rate how much you agree that the phrase below describes that service. Please use a 10-point scale, where a 10 means you "Strongly Agree" and a 1 means you "Strongly Disagree." You may enter any number between 1 and 10. **[ENTER NUMBER BETWEEN 1 AND 10]**

1 Disagree Strongly	2	3	4	5	6	7	8	9	10 Agree Strongly
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	Police department	Fire department	Park service	Public health	Public library	Public schools
Should be a top priority when it comes to allocating tax dollars						
Should be one of the first things that is cut in a budget crisis						
I'd be willing to pay more in local taxes to better fund this service						

Next, we have a few questions about public library funding.

10. How important is it for a public library to have a sort of voluntary fundraising group such as 'Friends of the Library' who raise money for the library via contributions of private citizens and businesses? This funding would supplement the library funding provided by your town or local government. Please rate how important you think this is, using a 10-point scale, where a 10 means "Extremely important" and a 1 means "Not at all important." **[ENTER NUMBER BETWEEN 1 AND 10]**

1 Not at all important	2	3	4	5	6	7	8	9	10 Extremely important
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11. Have you ever contributed to any of those fundraising groups or donated in other ways to your local library, which would supplement the library's funding provided by your town or local government?

[CHECK ONE]

1. Yes
2. No, but I would be willing to
3. No
4. Don't know

Federal Funding Questions

12. Where do you think public libraries get most of their funding? **[CHOOSE ONE]**

1. Federal funding
2. State funding
3. Local funding
4. Fines and fees
5. Membership fees
6. Donations
7. Other (Please specify) _____
8. Not sure

13. Do you think that public libraries get too much, too little, or the right amount of funding from the federal government? **[CHOOSE ONE]**

- 1. Too much
- 2. Too little
- 3. The right amount
- 4. Not sure

14. Overall, how important do you think it is for the country to have a strong public library system? Please rate how important you think this is, using a 10-point scale, where a 10 means "Extremely important" and a 1 means "Not at all Important." **[ENTER NUMBER BETWEEN 1 AND 10] [INSERT SCALE]**

1 Not at all important	2	3	4	5	6	7	8	9	10 Extremely important
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15. Looking forward, do you think that the federal government should increase funding for public libraries, decrease funding, or keep the amount of funding it provides to public libraries the same? **[CHOOSE ONE]**

- 1. Increase funding
- 2. Decrease funding
- 3. Keep funding the same
- 4. No government funding
- 5. Not sure

16. Some elected officials have proposed eliminating federal funding for public libraries. Do you strongly favor, somewhat favor, somewhat oppose, or strongly oppose eliminating federal funding for public libraries? **[CHOOSE ONE]**

- 1. Strongly favor
- 2. Somewhat favor
- 3. Somewhat oppose
- 4. Strongly oppose
- 5. Not sure

17. Public libraries receive about 0.4% of their funding from the federal government. That comes out to about 15 cents per American each year and represents a very small fraction of the total federal budget. Knowing this, do you strongly favor, somewhat favor, somewhat oppose, or strongly oppose eliminating federal funding for public libraries? **[CHOOSE ONE]**

- 1. Strongly favor
- 2. Somewhat favor
- 3. Somewhat oppose
- 4. Strongly oppose
- 5. Not sure

Finally, just a few more questions for classification purposes.

18. Please choose the option that best describes your race: **[CHOOSE ONE]**

1. White/Not Hispanic
2. Black/African American
3. Hispanic
4. Asian
5. Other

19. Were you born in the United States? **[CHOOSE ONE]**

1. Yes
2. No

-- The next question is only asked of those who answer "no" in Q19 --

20. How long have you lived in the United States?

[ENTER NUMBER BETWEEN 1 AND 100] _____

21. Which of the following best describes your current primary residence? By primary residence, we mean the place where you live most of the time. **[CHOOSE ONE]**

1. A house, condo, apartment, townhouse, duplex, etc. that I own
2. A house, condo, apartment, townhouse, duplex, etc. that I rent
3. Other (please specify):