A STUDY OF
TAXPAYER RETURN ON INVESTMENT (ROI)
IN FLORIDA PUBLIC LIBRARIES:
DETAILED RESULTS & STUDY METHODS
PART II

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The Department of State, Division of Library and Information Services (DLIS) crafted a statement and guidelines for a study of Taxpayer Return on Investment (ROI) in Florida Public Libraries. The statement is as follows:

> "It is well-documented that public libraries play a role in the economic development of a local community. Specific resources, services and programs can readily be identified as providing value to individuals, businesses, and government. However, little study and work has been done to measure the return on taxpayer investment in local community public libraries.

Government agencies need to measure the value of the services they provide with taxpayer support and demonstrate to the public that it is receiving good value and the methods of doing that assessment are constantly evolving and improving. In recent years the Division has developed an outcomes-based approach and has incorporated it in the administration of its federal grant program. At this time the Division believes that it is appropriate to examine library services and funding from the perspective of return on investment.

> The focus of this study is the array of services provided by Florida public libraries and the economic impact of the expenditures from local, state, and federal sources for those services."

Part I provides a summary of the results of the study and is made available as a separate document as well as part of the Detailed Report. There are substantial detailed data that were collected and went into analyses leading to the summary results, but would potentially be lost unless included here. Therefore, Part II presents some of these details, a literature review and discussion of studies leading to this study, and details concerning study methods. Part III also gives more detail concerning the REMI econometric model and analysis used in the study.

The literature review and trail leading to the study approach briefly describes other ROI studies of libraries and other approaches to examining the usefulness and value of libraries. Much of this work has involved special libraries, although there are exemplary studies done on public libraries as well. The approach to the study of libraries began in the early 1980s and evolved over time. The literature review also included ROI and similar studies performed in other settings. A bibliography of these studies is given in Appendix A. It is this aspect of the review that led to discussions with Dr. Tim Lynch at Florida State University, Center for Economic Forecasting and Analysis, and Dr. Steven Stewart, Arizona University, both of whom had performed ROI-like studies in non-library settings. They were asked to describe their work at a February workshop of key invited participants to help guide the study. It was decided at this time to invite Dr. Lynch who had worked with the REMI econometric model to participate further in the study.

The study involved four surveys:

- household telephone interviews of adults (18 and over) with 883 complete or partial interviews,

- in-library surveys of 1,505 adult visitors in 17 public libraries,

- a survey of 138 school, university and college, business and non-profit organization librarians, and

- a follow-up survey of public libraries.

Each of these surveys provided pieces of information necessary to provide a complete picture of the investment and monetary and other returns on the investment. These surveys are discussed in detail in the methods section and the survey instruments are given in the appendices.

The detailed data are merely a compilation of responses to questions asked on the four surveys. For the most part, the compilations are given as percentages. A sub-section of methods (i.e., survey reliability) gives a means of establishing approximations for statistical precision (i.e., confidence levels) for these percentages. When questions are common to the household telephone interviews and in-library survey of visitors, both are displayed together. Seventeen public libraries (or systems) agreed to participate in the visitor-in-library survey. Detailed data were assembled for each participating library for their interest and use. The individual library results are displayed next to the state-wide projected results for each question.

2. LITERATURE REVIEW & TRAIL LEADING TO THE STUDY APPROACH

The literature review covered ROI and similar studies of a variety of information and public services such as public, academic, school and special libraries; museums; hospitals; public parks; and so on. The public library studies of note included an earlier 2000 study of Florida public libraries (158); a study performed by St. Louis Public Library and Southern Illinois University, Edwardsville (33, 135); a study of The British Library ROI (116); and several other studies (8, 11, 18, 22, 24, 31, 36, 56, 69).

In 1982, King Research (i.e., Griffiths and King) was funded by the Office of Scientific and Technical Information of the U.S. Department of Energy to develop approaches to assessing/measuring the value of the Energy Database (a substantial collection of technical reports, journal articles, books, conference proceedings, etc., describing the research funded by and related to the Department of Energy). After consultation with economists and an extensive literature review, we developed three levels of "value" assessment:

- willingness-to-pay or exchange value

- use value

- consequential value

We also developed an approach to the net value by considering the implications and value lost if the collection did not exist (145). A follow-up study focused on the contribution that libraries made to the values derived in the previous study (147).

The study was well received, particularly in the federal library and special library communities.

It was replicated and refined in over 30 organizations, and similar studies were done by others such as Marshall in Canada (20, 156), Repo in Finland (85) and Broadbent and Lofgren in Australia (106). Many of the individual studies done by King Research were proprietary in nature, so in 1993, with permission from the study sponsors, we received a Goldspiel grant from the Special Libraries Association (SLA) to publish an aggregation of the results of the studies completed at that time (88). Meanwhile, we began to apply the evaluation approaches to public libraries as well. A study for the Massachusetts Board of Library Commissioners in 1991 gave us an opportunity to assess the return on investment in public libraries (133). In 1989, the British Library's Research and Development Division funded us to produce a manual of performance measures for use by U.K. public libraries (90) and we presented the results of ROI in an annual policy briefing in London (83).

There are also a series of studies dealing with output from academic library services including those performed by McClure and colleagues (105); King and colleagues (38); and others reviewed by Griffiths (78). However, the studies most similar to ROI have been performed with special libraries including a summary of such studies mentioned earlier by Griffiths and King (88), Keyes (37), Saracevic & Kantor, (54), and Mathews (94). These studies helped form the initial metrics/measures, methods, and models employed in this study. A partial bibliography with 200 citations is given in Appendix A.

The series of studies referred to above, consider the costs (investments) of the libraries and their services, the outputs produced, the use of the outputs and the outcomes resulting from that use. The return on investments relate the costs to the outcomes from multiple perspectives: the user community, the community served (users and non-users), and the funding decision-makers. Public library outcomes are organized into three broad categories:

- improved quality of life

- support for lifelong learning

- support for the community's economy (81).

In the mid-late 1990s, the concern for measuring return on investments waned as the World Wide Web, electronic publishing and digital libraries evolved rapidly and demanded attention. It is only recently, in the wake of the dotcom bust, the tragedy of September 11, 2001, several high profile scandals in all sectors, that ROI has re-emerged in response to a need to justify public expenditures.

In 2000, the Information Use Management and Policy Institute at the School of Information Studies, Florida State University conducted a study to identify and describe economic impacts and benefits of Florida public libraries (158). It also developed and tested a methodology to describe taxpayer ROI for supporting public libraries. While the study identified a range of benefits, it did not take the step of assigning dollar value to those benefits, although it suggested using contingent value analysis to do so.

Another study of potential interest was performed between 1999 and 2002 in North Carolina (142). It concerned the scenic experience of visitors to the Blue Ridge Parkway. Specifically the study estimated the total economic value of various attributes of the scenic experience, and

considered the impact of changes in perceived quality of scenic experience on visitation behaviors using a Choice Modeling approach. The study identified several categories of value, that expand on those originally identified by us:

- Use value - net willingness to pay

- Option value – willingness to pay for the option to use in the future

- Existence value – willingness to pay for the good/service to exist even though no future use is contemplated

- Bequest value – willingness to pay for the endowment of the good or service for future generations

These value categories are relevant to public libraries and their common good characteristics and these measures were carefully considered for inclusion in the study.

A series of studies performed recently by the Center for Economic Development Research at the University of South Florida, looked at the economic contribution or impact of various corporations and institutions to the state, and to one or more counties within the state (109, 112, 113, 114). They estimated the economic impact of Florida's hospitals, the Lowry Park Zoo, the H. Lee Moffitt Cancer Center and Research Institute, and Cargill Fertilizer, Inc. These studies measured:

- Jobs and jobs created (both paid and volunteer)

- Personal income (wages and disposable income)

- Local Output (value of goods and services resulting from jobs created)

As part of the public library ROI, these measures were applied to Florida's public libraries. Doing so places the libraries into an evaluative framework that allows for comparisons of the libraries' economic impact with those of other types of organizations.

3. DETAILED RESULTS

Estimates are given for each question in the household telephone and in-library surveys. The questions are not in the order found in the questionnaires, but grouped as follows:

- Questions about extent of public library use (Tables 1-8),

- Questions about in-library use of services (Tables 9-12),

- Question about the last remote use of the library (Table 15),

- Questions about reasons for the last use of the library (Tables 16, 17),

- Questions about the importance of information or services in meeting the users' needs (Tables 18, 19),

- Questions about the ways the information or services were important (Tables 20-29),

- Questions about what users would do if there were no public library (Tables 30-38),

- Questions about the users cost to use public library services (Tables 39-48),

- Questions about children's use of the library (Tables 49-55),

- Questions dealing with other ROI aspects of the public libraries (Tables 56-66), and

- Question about demographics (Tables 67-74).

There are some aspects of the results that must be kept in mind. The questions are addressed to three types of responses: users (i.e., visitors and remote internet access users), uses (i.e., visits and remote uses) and households (for the household telephone interviews). Each table has the question asked, the survey involved (if not both household and in-library), the type of response, and number of responses. For example, the first question is: "Have you visited a Florida public library in the past 12 months?", only asked in the household survey, of all interviewees, with 883 responses. The number of responses often decline as questions progress because they are relevant to a subset of issues. For example, in Table 5 the question is: "About how many times have you connected (to a Florida public library via the Internet)?", the type of response is users who have connected, and the number of responses is 113 users who have connected from the household survey and 204 from the in-library survey.

Some questions asked for a number (e.g., the number of times the respondent did something) such as: "How many times have you visited a public library in the past 12 months?". The tables reflect a proportion of responses observed within ranges (e.g., 1 to 5 times in 12 months). The results are given in this way for two reasons. First, most such results have outliers that distort estimates of averages and by including them in ranges (e.g., over 100 times) all responses are represented. The criteria for handling outliers are discussed in the methods section. The second reason is that one can apply approximate confidence intervals of all estimates as discussed in the survey reliability section. The survey data were post-stratified and weighted to provide more accurate estimates of state-wide totals used in the summary report. The post-stratification and weighting schemes are discussed in detail in the method section. Results involving ranges of visits, etc. in these detailed results are for the actual responses and are not weighted estimates.

It is important to keep in mind that the household telephone survey is of adults (who may or may not use public libraries), whereas the in-library survey of visitors represents **visits** not **visitors** (even though visitors answered the questions). Note, for example, in Table 2 that the number of observations in ranges for household responses are somewhat different than for the in-library survey. The household survey results represent an accurate picture of number of visits by a random sample of visitors since each such visitor has an equal chance of being asked this question. On the other hand, when visitors in the library are asked this question, some will be frequent visitors and other infrequent visitors. The chance they will be asked this question depends on how many times they visit over a year. This is the reason only nine percent of the visitors say they visited one to five times when, in fact, it is likely to be about 45 percent of the visitors based on a random sample of those who said they had visited the library in the past 12 months. A procedure to adjust estimates from in-library visitor observations is given in the

methods section. Estimates of total visits from adjusted data are similar to estimates from random samples of visitors. All visitor data used in the summary analysis reflect this adjustment. On the other hand, visit-related questions such as what services are used on this last visit are valid because the results are projected to all visits (state-wide) made to the public library. That is, the population from which the sample is made is visits, not visitors.

Another example of this phenomenon is given in Table 68, where the question is: "Are you male or female?". The estimate from the household survey of visitors reflects the population of all visitors. Thus, 52 percent of all **visitors** are female. Yet, the in-library survey of visitors shows that 59 percent of all **visits** are made by females. Thus, one must interpret the meaning of the detailed results in light of these differences.

The survey of organizations such as schools, universities and colleges, businesses, hospitals, and other not-for-profit groups determined extent of use of public library services by organization librarians (or media specialists) on behalf of their constituents, the cost of using the services, and savings resulting from this use. Some additional information was also gathered including characteristics of the organizations and libraries. The follow-up survey of public libraries obtained some information about proportion of visits by tourists, non-English speaking persons, school age children, and latchkey children. It also provided information about interlibrary lending and borrowing (in-state and out-of-state, and by type of library), expenditures and income (in-state and out-of-state), and business-like operations such as coffee shops, gift shops, used book shops, etc. run by the library or by outside persons or vendors.

3.1 Detailed Data from Household Telephone Interviews and In-Library Visitors

QUESTIONS ABOUT EXTENT OF PUBLIC LIBRARY USE

1. Have you visited a Florida public library in the past 12 months? Household survey. All interviewees (%)

Proportion Who Visited **(n= 883):** 53.7%

2. About how many times have you visited a public library in the past 12 months?

Visitors (%)

Range of Visits	Household Survey (n=470)	In-Library Survey* (n=1,450)
1-5	44.8%	9.0%
6-10	19.4	11.8
11-15	9.6	9.8
16-25	10.2	16.8
26-56	9.4	25.2
51-100	5.3	15.5
Over 100	1.3	11.9
Total	100.0	100.0

*Note that frequent library visitors have a higher probability of entering the sample, which results in higher reported number of visits.

3. Public libraries in Florida provide library card holders with remote access (from home, office, etc.) to various databases and services via the Internet.

Were you aware of this service? All interviewees (%)

	Household Survey (n= 785)	In-Library Survey (n=750)
Proportion who are aware.	50.7%	69.6%

4. If yes, have you connected to a Flordia public library via the Internet?

	Household Survey (n=398)	In-Library Survey (n=522)
Proportion of respondents who have connected.	28.4%	39.1%

5. About how many times have you connected in the past 12 months? Users who have connected (%)

Range of Times Connected	Household Survey (n= 113)	In-Library Survey (n=204)
1-5	54.9%	38.4%
6-10	17.7	18.7
11-20	8.8	17.6
21-50	7.1	13.2
51-100	9.7	6.2
Over100	1.8	5.9
Total	100.0	100.0

6. Have you used public library services via the Internet that required your library card barcode number? Users who have connected (%)

	Household Survey (n= 104)	In-Library Survey (n=292)
Proportion of respondents who have used.	67.3%	72.3%

7. If yes, about how many times have you used these services in the past 12 months? Uses requiring barcode number (%)

Range of Times Used Barcode Services	Household Survey (n=66)	In-Library Survey (n=211)
1-5	45.5%	35.5%
6-10	22.7	21.8
11-20	9.1	16.6
21-50	9.1	16.1
51-100	12.1	5.3
Over100	1.5	4.7
Total	100.0	100.0

*Version A only for the in-library survey.

8. Approximately how long ago was your last visit and your last remote connection via Internet to a Florida public library? Household survey. Users, Visitors (%).

Range of Weeks	Visits (n=339)	Remote Connections (n=41)
Under one	15.6%	4.9%
Between one and two	13.9	17.1
Between two and five	26.5	21.9
Between five and ten	16.3	31.7
Between ten and 20	18.0	12.2
Over 20	9.7	12.2
Total	100.0	100.0

QUESTIONS ABOUT IN-LIBRARY USE OF SERVICES

9. Which services did you use on this visit to the library? Visits (%)

Service	Household Survey (n= 471)	In-Library Survey (n=1,505)
a. Read a book, journal or magazine in the library.	34.9%	44.9%
b. Checked out a book.	59.3	58.5
c. Watched a video, CD or film in the library.	3.8	4.5
d. Listened to music in the library.	3.9	4.6
e. Checked out a video, CD, or audiotape.	22.1	28.7
f. Used reference materials in the library.	32.6	26.4
g. Asked a librarian to help in finding information in the library or on the internet.	35.2	24.5
h. Asked a librarian to actually conduct an information or reference search.	23.6	12.9
i. Attended a lecture or some other sort of program.	6.4	6.7
j. Attended a literacy program or instruction.	0.7	2.3
k. Received a technology instruction.	4.9	3.2
l. Used a library workstation to access the internet	22.3	40.0
m. Used a library workstation other than to access the Internet	16.6	10.6
n. Other	13.8	3.0
Service use per visit	2.8	2.7

10. During your last visit to a Florida public library, how many books, journals and magazines did you read and how many videos and films did you watch? Household survey. Visits involving use (%).

Items Used In Library	Books, etc. Read (n=113)	Videos, Films Watched (n=13)
One	21.2%	53.8%
Two	23.9	7.7
Between two and five	37.2	23.1
Between five and ten	14.2	—
Over ten	3.5	15.4
Total	100.0	100.0

11. On your last visit to a Florida public library, how many books, videos and CD or audiotapes did you check out? I just need your best estimate. Household survey. Visits involving check out (%).

Range of Items Checked Out	Books (n=202)	Videos (n=44)	CDs/Audiotape (n=25)
One	14.9%	20.5%	20.0%
Two	17.3	31.8	44.0
Between two and five	42.6	43.2	28.0
Between five and ten	20.2	—	4.0
Over ten	5.0	4.5	4.0
Total	100.0	100.0	100.0

12. What services have you PREVOUSLY used in the library? Visitors (%)

Service	Household Survey (n= 471)	In-Library Survey (n=1,505)
a. Read a book, journal or magazine in the library.	34.9%	44.9%
b. Checked out a book.	59.3	58.5
c. Watched a video, CD or film in the library.	3.8	4.5
d. Listened to music in the library.	3.9	4.6
e. Checked out a video, CD, or audiotape.	22.1	28.7
f. Used reference materials in the library.	32.6	26.4
g. Asked a librarian to help in finding information in the library or on the internet.	35.2	24.5
h. Asked a librarian to actually conduct an information or reference search.	23.6	12.9
i. Attended a lecture or some other sort of program.	6.4	6.7
j. Attended a literacy program or instruction.	0.7	2.3
k. Received a technology instruction.	4.9	3.2
l. Used a library workstation to access the internet	22.3	40.0
m. Used a library workstation other than to access the Internet	16.6	10.6
n. Other	13.8	3.0
Service use per visit	2.8	2.7

QUESTIONS ABOUT INTERNET USE DURING THE LAST VISIT TO THE LIBRARY

13. Which services (using a library workstation to access the Internet) did you use on this visit to the library? Internet uses (%)

Internet Service in the library	Household Survey (n= 69)	In-Library Survey* (n=423)
Used e-mail correspondence	31.8%	35.5%
Attended a chat room	4.9	5.2
Played online games	—	10.2
Got news online	—	24.3
Visited a virtual museum exhibit or online museum program	—	2.8
Watched a movie or listened to music	—	6.6
Looked for information about a service or product you are thinking about buying	—	20.1
Browsed the web	61.4	—
"Ask a Librarian Service"	13.9	—
Reserve a Book	14.3	—
Searched the library online catalog	31.8	29.3
Search a bibliographic database	22.0	9.5
Viewed and/or downloaded e-books	3.1	2.1
Viewed and/or downloaded articles	23.8	9.7
Something else	9.9	4.0

*Version A only for the in-library survey

14. Which services (using a library workstation to access the Internet) did you use on a PREVIOUS visit to the library? Visitors (%).

Internet Service In the Library	In-Library Survey* (n=423)
Used e-mail correspondence	40.4%
Attended a chat room	10.9
Played online games	17.3
Got news online	35.2
Visited a virtual museum exhibit or online museum program	15.6
Watched a movie or listened to music	15.1
Looked for information about a service or product you are thinking about buying	41.1
Searched the library online catalog	58.2
Search a bibliographic database	29.1
Viewed and/or downloaded e-books	9.9
Viewed and/or downloaded articles	29.6
Other	9.7

*Version A only for the in-library survey

QUESTION ABOUT THE LAST REMOTE USE OF THE LIBRARY

15. What services did you use when you connected to a public library remotely using the Internet? Uses (%).

Services Used	Household Survey (n=41)
Search the library online catalog	82.9%
Used online reference via e-mail	9.8
Used an "Ask a Librarian" service	22.0
Searched a bibliographic database	31.7
Viewed and/or downloaded e-books	17.1
Reserved a book in the library	41.5
Viewed and/or downloaded articles	24.4
Ordered photocopies	2.4
Other	14.6
Total	100.0

QUESTIONS ABOUT REASONS FOR THE LAST USE OF LIBRARY

16. What are the reasons you used the library on this visit? Visits (%)

Proportion of Internet Uses (%)

Reasons for Library Visit	Household Survey (n=421)	In-Library Survey* (n=1,423)
RECREATIONAL		
Reading, viewing, listen	51.8%	66.3%
PERSONAL OR FAMILY NEEDS		
For help with a day-to-day problem, such as shopping…	2.0%	5.2
For information about a hobby or how to fix something	5.7	17.9
For help with an occasional problem, such as purchasing a home	0.9	4.6
For information about a health or wellness program	5.2	15.4
For information about personal finances	4.6	7.3
To learn more about culture, religion, etc.	1.5	16.3
To keep up with the news	3.8	20.7
To correspond with family, friends, etc.	1.5	9.9
To help with job hunting	1.9	6.6
To have a place to go	—	16.8
For some other personal or family need.	7.1	8.9
EDUCATIONAL NEEDS		
As a student:		
For a place to study	5.0%	11.9%
To work on an assignment	7.0	8.6
For home schooling	—	1.8
For a virtual or distance education class	0.3	0.5
For some other student-related educational need	1.6	2.5

Reasons for Library Visit *continued*	Household Survey (n=421)	In-Library Survey* (n=1,423)
EDUCATIONAL NEEDS *continued*		
As a teacher:		
To prepare for a class or lecture	0.9	3.7
For grading	0.0	0.3
To keep current with the literature	1.2%	1.2%
To prepare a paper	0.7	0.8
For a virtual or distance education class	0.4	0.1
For some other teacher-related educational need	1.1	0.1
Other educational needs (such as for retirees or preschool children):		
For a preschool program	—	8.1
To continue learning	—	15.7
For a virtual or distance education class	—	0.7
For some other educational need	—	3.3
WORK OR JOB-RELATED NEEDS		
To locate a person or organization	1.2	6.0
To get information about financial matters	1.4	3.1
To get tax information	1.2	5.8
To get information about starting or locating a small business	2.1	2.8
To get information about legal issues	1.9	3.6
To get information about marketing or sales	1.5	2.0
To get information about operations	0.5	0.5
To get information about management or administration	1.1	1.1
To get information for research	4.2	8.7
For some other work or job-related need	1.8	6.2

17. For what reasons did you use the Internet this last time? Uses (%).

Reasons for the Last Remote Use by the Internet	Household Survey (n=41)
Entertainment	29.3%
Personal or family needs	29.3
Educational needs	41.5
Work or job-related needs	14.6
Total	100.0

QUESTIONS ABOUT THE IMPORTANCE OF INFORMATION OR SERVICES IN MEETING THE USERS' NEEDS

18. How important was the information provided by the library service in meeting your needs? (1 is not at all important and 5 is absolutely essential) . Visits (%).

Household Survey

ImportanceRating (1-5)	Personal Needs (n=72)	Educational Needs (n= 101)	Work related Needs (n=29)	In-Library Survey (n=1,297)
1 (Not at all important)	2.8%	1.0%	—	3.9%
2	4.2	3.0	6.9	3.2
3	25.0	8.9	10.3	19.0
4	30.6	30.7	41.4	28.2
5 (Absolutely essential)	37.5	56.4	41.4	45.7
Total	100.1	100.0	100.0	100.0

19. How important was the information provided by the library Internet service in meeting your needs? Rate 1 to 5 where 1 means not at all important and 5 means absolutely essential. Uses (%).

Rating of Importance (1-5)	Household Survey (n=30)
1 not at all important	3.3%

2	6.7
3	16.7
4	26.7
5 absolutely essential	46.7
Total	100.1

QUESTIONS ABOUT THE WAYS THE INFORMATION OR SERVICES WERE IMPORTANT

20. In what ways was the information or services important in meeting your needs? Visits (%)

Household Survey

Ways Important	Personal Needs (n=67)	Educational Needs (n= 94)	Work related Needs (n=26)	In-Library Survey (n=1,504)
It saved me time	67.2%	81.9%	80.8%	41.1%
It saved me money	52.2%	79.2%	50.0%	30.8%

21. How much time did it save you? Visits in which time was saved (%).

Household Survey

Range of Time Saved (Hours)	Personal Needs (n=35)	Educational Needs (n= 63)	Work-related Needs (n=16)	In-Library Survey (n=330)
One hour and under	25.7%	33.3%	18.8	44.5%
Between 1 and 2 hours	40.0	27.0	25.0	25.5
Between 2 and 5 hours	17.2	9.5	25.0	19.4
Between 5 and 10 hours	5.7	6.4	12.5	6.4
Over 10 hours	11.4	23.8	18.7	4.2
Total	100.0	100.0	100.0	100.0

22. How much money was saved? Visits in which money was saved (%).

Household Survey

Range of Money Saved ($)	Household Personal Needs (n=30)	Educational Needs (n= 62)	Work related Needs (n=10)	In-Library Survey (n=227)
$5.00or under	—	6.5%	—	12.8%
$5.00 to $10.00	—	9.6	—	11.0
$10.00 to $25.00	30.0	21.0	10.0	23.3
$25.00 to $50.00	26.7	25.8	50.0	25.6
$50.00 to $100.00	13.3	17.6	20.0	13.2
$100.00 to $200.00	13.3	14.6	10.0	6.6
Over $200.00	16.7	4.8	10.0	7.5
Total	100.0	100.0	100.0	100.0

23. In what ways was the information provided by the Internet service important in meeting your needs? Uses involving savings (%).

Ways Important	Household Survey (n=29)
It saved me time	86.2%
It saved me money	74.1%

24. How much time was saved? Uses in which time was saved (%).

Range of time saved (Hours)	Household Survey (n=23)
One	30.4%
Two	39.1
Three to five	13.0
Six to ten	4.4

Over ten	13.0
Total	99.9

25. How much money was saved? Uses in which money was saved (%).

Range of Savings ($)	Household Survey (n=18)
$1 to $10	50.0%
$11 to $20	22.2
$21 to $50	5.6
$51 to $100	5.6
Over $100	16.7
Total	100.1

26. Ways the information or services are important to your recreational needs? Visits and remote uses (%)

Ways Important	Household Survey (n=140)
Broadened your perspective on life	21%
Inspired you	20
Encouraged further reading, viewing or listening	20
Led you to other interests	16
Helped you learn something new	14
Resulted in a new way of thinking	9

27. Ways the information or services are important to your personal needs? Visits and remote uses (%)

Ways Important	Household Survey (n=67)
Led to a favorable outcome	48%
Answered all your questions	46
Saved you time	37
Saved you money	28
Led to another useful source of information	21
Other	16

28. Ways the information or services are important to your educational needs? Visits and remote uses (%)

Ways Important	Household Survey (n=19)
Broadened your knowledge	95%
Answered all your questions	85
Saved you time	81
Saved you money	80
Was essential to your presentation paper	61
Improved your assignment or lesson	47
The only source of information	31
Other	20

29. Ways the information or services are important to your work-related needs? Visits and remote uses (%)

Ways Important	Household Survey (n=25)
Sped up the work	68%
Saved you time	66
Increased productivity	60

Improved the work	57
Saved you money	52
Other	15

QUESTIONS ABOUT WHAT USERS WOULD DO IF THERE WERE NO PUBLIC LIBRARY

30. If there were no public library, what would you do to address your reason for this visit? Visits (%)

Household Survey

Appropriate Action Taken	Personal Needs (n=71)	Educational Needs (n= 98)	Work-related Needs (n=27)	In-Library Survey (n=1,293)
I would not bother to do anything	9.9%	3.1%	3.7%	8.0%
I need the information, but do not know where else to go.	9.9	7.1	11.1	18.1
I would use another source such as a store, another person, an academic library, etc.	80.3	89.8	85.2	73.9
Total	100.1	100.0	100.0	100.0

31. What other sources would you use? Uses involving other source (%).

Type of Other Source	In-Library Survey (n=968)
Bookstore	28.7%
Internet	23.6
University library	15.0
Friend or library	8.0
Another library	7.9
Store or business	6.4
Video store	2.0
Newspaper/magazine/TV	1.5
Other (e.g., government office, attorney, encyclopedia, professional report)	7.0
Total	100.1

32. About how much time do you think it would take to use this other source? Visits involving other source (%).

Household Survey

Range of Time (Hours)	Recreational (n=49)	Personal Needs (n=48)	Educational Needs (n= 74)	Work-related Needs (n=21)	In-Library Survey (n=685)
One-half and under	36.7%	10.4%	14.9%	14.3%	24.1%
Between one-half and one	42.9	27.1	10.8	9.5	32.1
Between one and two	18.4	29.2	35.1	28.6	24.1
Between two and four	2.0	12.5	16.2	14.3	11.2
Between four and ten	—	12.5	5.4	9.5	5.6
Over ten	—	8.3	17.6	23.8	2.9
Total	100.0	100.0	100.0	100.0	100.0

33. How many miles would you have to drive to use this other source? Visits involving other source (%).

Household Survey

Range of Miles	Recreational Needs (n=53)	Personal Needs (n=52)	Educational Needs (n= 75)	Work-Related Needs (n=22)	In-Library Survey (n=699)
One-mile and under	9.4%	26.9%	25.3%	50.0%	21.9%
Between one and five	37.8	28.9	21.4	13.6	22.7
Between five and ten	20.7	15.4	33.3	13.7	24.1
Between ten and 20	20.8	13.4	9.3	13.6	16.3
Between 20 and 100	11.3	15.4	10.7	9.1	13.3
Over 100	—	—	—	—	1.7
Total	100.0	100.0	100.0	100.0	99.9

34. How much more money would it cost to use this other source (e.g., to buy, rent of other expense)? Visits involving other source (%).

Household Survey

Range of Cost ($)	Recreational Needs (n=49)	Personal Needs (n=46)	Educational Needs (n= 79)	Work-related Needs (n=22)	In-Library Survey (n=540)
$1.00 and under	2.0%	30.4%	19.0%	40.9%	46.3%
$1.01 to $5.00	—	8.7	5.1	9.1	9.9
$5.01 to $10.00	10.2	10.9	5.0	—	8.0
$10.01 to $25.00	30.7	13.0	22.8	18.2	15.4
$25.01 to $100.00	46.9	21.8	41.8	27.3	14.1
$101.00 to $500.00	10.2	13.0	6.3	4.5	3.7
Over $500.00	—	2.2	—	—	2.5
Total	100.0	100.0	100.0	100.0	100.0

35. If there was no public library, what would you have done to obtain the information provided by the Internet service? Uses (%).

Appropriate Action Taken	Household Survey (n=30)
I would not bother to do anything	6.7%
I need the information, but do not know where else to go	13.3
I would use another source such as a store or somewhere else on the Internet	80.0
Total	100.0

36. How much time do you think it would have taken to use this other service? Uses involving other source (%).

Range of Time (Hours)	Household Survey (n=21)
One	23.8%
Two	33.3
Three to five	23.8
Six to ten	19.1
Over ten	—
Total	100.0

37. How many miles would you have to drive to use this other service? Uses involving other source (%).

Range of Miles	Household Survey (n=17)
One to five	17.6%
Six to ten	29.4
Eleven to 20	35.3
Over 20	17.6
Total	99.9

38. How much would it cost you to use this other service? Uses involving other source (%).

Range of Cost ($)	Household Survey (n=17)
$1 to $10	23.5%
$11 to $25	11.8
$26 to $50	35.3
$51 to $100	11.8
Over $100	17.6
Total	100.0

QUESTIONS ABOUT THE USERS COST TO USE PUBLIC LIBRARY SERVICES

39. How did you get to the library? Visits (%)

Mode of Travel	Household Survey (n=336)	In-Library Survey (n=1,505)
Walked	8.6%	10.1%
Drove	89.6	82.0
Public Transportation	1.8	7.5
Taxi	---	0.4
Total	100.0	100.0

40. Approximately how much time did it take you one way to get to the library on this visit? Visits (%)

Range of Time (Minutes)	Household Survey (n=336)	In-Library Survey (n=1,450)
1-5	29.8%	19.9%
6-10	33.5	31.1
11-15	17.3	22.0
16-30	17.3	20.9
31-60	1.8	4.0
Over 60	0.3	2.1
Total	100.0	100.0

41. How much did it cost you (including parking)? Visits (%)

Range of Cost ($)	In-Library Survey (n=1,342)
None	70.9%
$0.01-$1.00	12.2
$1.01-$2.00	8.9
$2.01-$3.00	3.1
$3.01-$5.00	2.4
Over $5.00	2.5
Total	100.0

42. How far did you have to drive? Visits involving driving (%)

Range of Miles	Household Survey (n=336)
1-5	29.8%
6-10	33.5
11-15	17.3
16-30	17.3
31-60	1.8
Over 60	0.3
Total	100.0

43. How much were other costs (including parking)? Visits in which costs are incurred (%)

Range of Costs ($)	Household Survey (n=13)
$0.01 to $100	38.5%
$1.01 to 2.00	30.8
$2.01 to $3.00	15.4
$3.01 to $5.00	7.7
Over $5.00	7.7
Total	100.1

44. Approximately, how much time did you spend in the library on this visit? Visits (%)

Range of Time (Minutes)	Household Survey (n=333)	In-Library Survey (n=1,439)
1-15	21.3%	16.2%
16-30	28.5	28.6
31-45	9.0	11.3
46-60	17.7	20.7
61-120	18.3	15.8
Over 120	5.2	7.4
Total	100.0	100.0

45. How much time did you spend on the Internet on this visit? Internet uses (%).

Range of Time (Minutes)	Household Survey (n= 69)	In-Library Survey* (n=415)
1-15	29.0%	19.5%
16-30	37.7	30.9
31-45	11.6	15.9
46-60	17.4	23.3
Over 60	4.3	10.4
Total	100.0	100.0

46. On this last visit to a Florida public library, how much time did you spend using the workstation for purposes other than accessing the Internet? Visits involving use (%)

Range of Time (Minutes)	Household Survey (n=51)
Under 15	41.2%
Between 15 and 30	35.3
Between 30 and 45	3.9
Between 45 and 60	2.0
Between 60 and 120	13.7
Over 120	3.9
Total	100.0

47. About what percentage of your remote Internet uses are from various locations?

Uses (%).

Places From Which Internet Used	Household Survey (n=39)
Work	23.8%
Home	69.3
School	5.6
Internet café	0.1
While traveling	1.0
Somewhere else	0.1
Total	99.9

48. About how much time did you spend on the Internet this last time? Uses (%).

Range of Time (Minutes)	Household Survey (n=40)
Less than 15	42.5%
Between 15 and 30	40.0
Between 30 and 60	7.5
Between 60 and 120	5.0
Over 120	5.0
Total	100.0

QUESTIONS ABOUT CHILDREN'S USE OF THE LIBRARY

49. How many people (adults 18 or older, children 5 years of age or younger, children ages 6 to 17) live in your household? Household Survey. Households having types of members (%).

Range of Persons in Household	All (n=571)	Adults 18 or Over (n= 571)	Children 5 or Younger (n=98)	Children 6 to 17 (n=146)
One	22.7%	28.4%	68.4%	52.1%
Two	36.7	55.8	25.5	35.6
Three to five	36.0	15.1	6.1	11.6
Six to ten	4.2	0.7	0.0	0.7
Over ten	0.4	—	0.0	0.0
Total	100.0	100.1	100.0	100.0

For children 5 or younger:

50. Do you or someone else ever take them to the public library to read or to check out books? Household Survey. Households with children 5 or under (%).

Households in which children were taken (n=95): 56.8%

51. Have they ever attended children's programs in the public library?

Households in which children attended (n=97): 25.8%

52. How many times have you or someone else done this (programs were attended) in the past 12 months? Households where children taken/attended (%).

Household Survey

Range of Time	Times Taken (n=53)	Programs Attended (n=25)
Once	7.5%	16.0%
Twice	5.7	20.0
Three to five	24.5	28.0
Six to ten	26.4	8.0
11 to 20	11.4	12.0
Over 20	24.6	16.0
Total	100.1	100.0

For children age 6 to 17:

53. Do any of them attend public library aftercare? Households with children ages 6 to 17.

Households in which children attend aftercare (n=146): 5.5%

54. Do any of them use the public library to study or to complete classroom assignments in the past 12 months?

Households in which children use library to study (n=144): 57.6%

55. About how often does one of them visit the library to study or to complete classroom assignments in the past 12 months? Households in which children (6-17) use library to study (%).

Range of Times	Household Survey (n=83)
Daily	2.4%
2-5 times per week	20.5
Several times per month	25.3
Several times per year	42.2
Rarely	9.6
Total	100.0

QUESTIONS DEALING WITH OTHER ROI ASPECTS OF THE PUBLIC LIBRARIES

56. If someone would buy your public library card each year, how much would you ask for it? Visitors (%)

Range of How Much Would Ask For Card ($)	Household Survey (n=308)	In-Library Survey (n=1,377)
$1 to $10	21.1%	12.5%
$11 to $20	9.6	5.9
$21 to $30	7.8	3.0
$31 to $50	6.5	3.2
$51 to $100	8.9	2.5
Over $100	10.1	5.1
I would not give it up	35.9	67.8
Total	99.9	100.0

57. If you paid a price for your public library card each year instead of paying taxes, how much would you be willing to pay for it? Visits (%).

Range of How Much Would Be Willing To Pay For Card ($)	Household Survey (n=341)	In-Library Survey (n=1,320)
$1 to $10	31.2%	36.9%
$11 to $20	17.0	13.5
$21 to $30	12.1	12.5
$31 to $50	10.1	12.0
$51 to $100	11.6	12.3
Over $100	18.0	12.8
Total	100.0	100.0

58. About how much do you think you pay a year in taxes that are designated for the public library? Visitors (%)

Range of How Much One Pays in Taxes ($)	Household Survey (n=341)	In-Library Survey (n=550)
$1 to $10	23.6%	23.6%
$11 to $20	10.3	16.5
$21 to $30	14.9	14.7
$31 to $50	11.5	15.5
$51 to $100	14.8	15.3
Over $100	24.9	14.4
Total	100.0	100.0
*Respondents who replied "Don't know"	53.7%	55.7%

I would like to ask you what other sources (than the public library) you use to meet various information needs.

59. Have you or anyone else in your household purchased any books (subscribed to any magazines, subscribed to any newspapers, purchased or rented any videos or DVDs, purchased any CDs or audiotapes) in the last year? Households (%).

Household Survey

Books (n=582)	Magazines (n=581)	Newspapers (n=582)	Videos/DVDs (n=581)	CDs/Audiotapes (n=577)
76.7%	57.6%	47.5%	68.0%	59.9%

60. About how many (of each) did you or someone else in your household buy/rent/subscribe to in the last year? Households that did (%).

Household Survey

Range of Purchases, etc.	Books (n=270)	Magazines (n=208)	Newspapers (n=184)	Videos/DVDs (n=245)	CDs/Audiotapes (n=215)
One	2.2%	15.4%	8.4%	1.2%	5.1%
Two	4.4	31.7	9.2	6.1	8.4
Three to five	24.4	38.0	4.3	13.5	25.1
Six to ten	25.9	13.5	—	17.6	32.6
11 to 25	28.9	1.0	—	26.1	19.5
26 to 50	8.2	0.5	—	20.8	7.9
Over 50	5.9	—	—	14.7	1.4
Total	99.9	100.1	99.9	100.0	100.0

61. About how much did they (books, etc) all cost? Households that did (%).

			Household Survey		
Range of Cost ($)	**Books (n=262)**	**Magazines (n=182)**	**Newspapers (n=139)**	**Videos/DVDs (n=227)**	**CDs/Audiotapes (n=)**
$1 to $25	13.4%	23.6%	11.5%	16.3%	11.7%
$26 to $50	14.8	34.1	13.0	12.8	20.3
$51 to $100	20.7	31.3	28.0	25.1	23.3
$101 to $200	23.2	9.4	38.1	23.8	28.2
$201 to $500	18.0	1.0	8.0	16.3	14.1
Over $500	9.9	0.5	1.4	5.7	2.4
Total	100.0	99.9	100.0	100.0	100.0

62. Have you or anyone else in your household purchased Internet access in the last year? Households (%).

Proportion of households that purchased (n=368): 56.3%

63. About how much does your Internet access cost per month? Households that purchased (%).

Range of Cost ($)	Household Survey (n=192)
$1 to $10	12.0%
$11 to $20	21.3
$21 to $30	21.9
$31 to $50	40.6
$51 to $100	3.7
Over $100	0.5
Total	100.0

64. Did you (or do you plan to) do any other activities as part of this trip? Visits (%)

	Household Survey (n= 336)	In-Library Survey (n=1,424)
Proportion of visits involving other activities	33.0%	29.1%
If yes, what activities? Visits involving other activities	-----	-----
Visit a coffee shop	4.8%	5.3%
Go to a restaurant	2.5	6.2
Shopping	18.0	16.4
Other	11.7	11.0

65. How much did you spend (or expect to spend)? Visits involving other activities (%)

Range of Spending ($)	Household Survey (n=111)	In-Library Survey (n=681)
None/don't know	30.6%	26.9%
$0.10-$10.00	19.8	27.8
$10.01-$25.00	17.1	22.2
$25.01-$100.00	27.9	20.6
Over $100.00	4.5	2.6
Total	99.9	100.0

66. For work-related uses of the public library, we need to establish the value of a users' time. Please indicate your approximate annual income before taxes. Visitors with annual income (%).

Range of Income ($)	In-Library Survey (n=857)
Under $25,000	28.8%
$25,000 - $50,000	44.3
$50,000 - $100,000	20.1
More than $100,000	6.8
Total	100.0

QUESTIONS ABOUT DEMOGRAPHICS

67. What is your age now? Visitors (%).

Range of Age	Household Survey (n=448)	*In-Library Survey (n=1,479)
Under 18	20.0%	3.8%
18-29	11.6	14.6
30-44	24.8	25.4
45-54	10.2	17.8
55-65	14.4	17.4
Over 65	19.0	21.1
Total	100.0	100.1

*Includes preschool and K-12 ages from surveys

68. Are you male or female? Visitors (%)

Gender	Household Survey (n=462)	In-Library Survey (n=1,481)
Male	47.8%	40.8%
Female	52.2	59.2
Total	100.0	100.0

69. What is the highest grade or level of school that you have completed? Visitors (%).

Level of Education	Household Survey (n=456)	In-Library Survey (n=1,466)
Some high school, but did not graduate	5.0%	7.6%
High school graduate of GED	24.1	15.7
Some college or two year degree	32.7	32.3
Four year college degree	22.9	17.2
More than four year college degree	15.3	27.2
Total	100.0	100.0

70. Are you of Hispanic or Latino origin or descent? Visitors (%)

	Household Survey (n=456)	In-Library Survey (n=1,436)
Proportion, Hispanic or Latino	14.1%	16.7%

71. Which of the following best describes you? Visitors (%)

	Household Survey (n=456)	In-Library Survey (n=1,436)
White	78.7%	77.8%
Black or African-American	9.9	14.9
Asian or Pacific Islander	2.6	2.2
American Indian	1.5	—
Something else	7.3	5.2
Total	100.0	100.0

72. Which of the following best describes your current employment status? Visitors (%).

Employment Status	Household Survey (n=456)	In-Library Survey (n=1,461)
Employed by others	39.2%	37.9%
Self-employed	13.3	13.3
In the military	1.6	0.3
Unemployed and looking for work	5.7	9.9
Unemployed and not looking for work	2.3	2.5
Homemaker	6.0	--
Retired	26.7	25.9
Other	5.2	10.1
Total	100.0	100.0

73. Which of the following best describes your employer? Visitors (%).

Employer	Household Survey (n=173)	In-Library Survey (n=1,349)
Not employed	—	51.5%
A small business (under 50 employees)	23.6%	18.0
A large business (50 employees or more)	50.1	13.7
A government agency	8.5	7.7
An elementary or middle school	3.2	2.9
A high school	1.7	1.1
A college or university	2.9	1.6
A hospital or healthcare provider	6.2	3.6
Other	5.2	—
Total	100.0	100.1

74. Approximately what is your total household income before taxes? Visitors (%).

Range of Income ($)	Household Survey (n=345)	In-Library Survey (n=1,163)
Under $30,000	29.6%	40.7%
$30,000 - $50,000	26.2	25.3
$50,000 - $75,000	19.2	16.7
$75,000 - $150,000	18.4	14.1
More than $150,000	6.6	3.2
Total	100.0	100.0

3.2 Survey of Organization Librarians

1. Number of organizations in sampled population

	Total	No. with Libraries
Schools (K-12)	3,540	2,949
Universities/Colleges	180	153
Industry	70	47
Non-profit/Government	132	94

2. Total time library staff spends using public libraries

	Total (hours)
Schools (K-12)	94,520
Universities/Colleges	6,800
Industry	1,170
Non-profit/Government	3,620

3. Number of documents library obtains from public libraries

Schools (K-12)	184,100
Universities/Colleges	24,100
Industry	1,700
Non-profit/Government	7,000

4. Additional costs to the libraries, if they were unable to use the public libraries

Schools (K-12)	$4.78 mil
Universities/Colleges	$288,000
Industry	$63,000
Non-profit/Government	$191,000

5. Additional librarian time necessary, if they were unable to use the public libraries (total number of staff)

Schools (K-12)	720 persons
Universities/Colleges	200 persons
Industry	11 persons
Non-profit/Government	37 persons

3.3 Follow-up Survey of Public Libraries

1. Proportion of Visits by type of visitor in Florida Public Libraries

Type of Visitor

Proportion of All Visits (%)	Tourists	Non-English Speaking Persons	Latchkey Children
0-5%	46.7%	60.0%	63.3%
6-10%	23.3	16.7	16.7
11-15%	10.0	10.0	6.7
16-30%	16.7	3.3	—
Over 20%	3.3	10.0	13.3
Total	100.0	100.0	100.0

2. Proportion of visits by school age children (K-12) in Florida public libraries.

Proportion of All Visits (%)	School Age Children (K-12)
0-10%	10.0%
11-20%	16.7
21-30%	20.0
31-40%	30.0
Over 40%	23.3
Total	100.0

3. Business-like operations run by library (e.g., gift shop, coffee shop, etc.) - $1,690,600

4. Revenue to outside person or vendor for services or businesses in library (e.g., coin or card-operated photocopiers or other equipment, coffee or gift shop) — $848,000

5. Estimated number of interlibrary loans provided by and received by Florida public libraries by type of library.

Type of Library	Provided by Library (000)	Received by Library (000)
In-state	223	220
Out-of-state	59	73
Other public	143	133
Academic	95	137
School	4	2
Special	35	19
Other	5	2

6. Estimated amount of in-state and out-of-state Florida public library expenditures and income.

Type of	In-state	Out-of-state

Expenditure	($000)	($000)
Print materials	$5,786	$42,137
Electronic materials	377	5,356
Other materials	1,051	7,457
All other operating	17,445	24,876
Carpeted outlay	22,096,	27,226
Income	$19,415	$250

4. METHODS

The Study to Measure Taxpayer's Return on Investment (ROI) in Public Libraries in Florida was conducted from December 2003 to August 2004. The study consisted of several components including:

- a literature review,

- a workshop of key stakeholder groups,

- data collection and analysis:

    o annual data reported to the state,

    o household telephone interviews of adults 18 and over,

    o in-library surveys of adults 18 and over,

    o survey of school, university and college, industry, and non-profit librarians, media or information specialists, and

    o a follow-up survey of public libraries and/or systems.

- a special economic input/output model and analysis (REMI) was performed by the Center for Economic Forecasting and Analysis, Florida State University.

These study components are discussed below.

4.1 Workshop

In this task, we conducted a two-day workshop on ROI approaches. Two economists Tim Lynch, Florida State University, Center for Economic Forecasting and Analysis and Steven Stewart,

University of Arizona joined our staff and representatives of Division of Library & Information Services (DLIS), key stakeholder groups, and selected public library directors to discuss alternative approaches to taxpayer ROI and public libraries. It is through this interactive workshop that we crafted an ROI approach that is considered meaningful to the key stakeholder groups, that is feasible from the data collection perspective, and that could be implemented in a longitudinal manner by the libraries themselves or DLIS on their behalf. The workshop was held in March 2004 with several project team members in attendance (i.e., Beach, Golden, Griffiths, King and Tomer). The workshop agenda and a list of attendees are given in Appendix B.

4.2 Household Telephone Interviews with Adults 18 and Over

4.2.1 SURVEY METHOD

A telephone survey of Florida households was conducted from May 10 to June 16, 2004 by the University of Pittsburgh, University Center for Social and Urban Research (UCSUR). List-assisted random digit dialing (RDD) methodology was used. Telephone numbers were randomly selected from all 100-banks of numbers (i.e., area code, exchange, and first two digits of the last 4 numbers - 123-456-78XX) within the state that included at least two (White page) listed households. This method, commonly used in the survey industry, increases efficiency, resulting in more households reached, without greatly increasing coverage error. RDD sampling is superior to samples of White page-listed households in that they include unlisted numbers as well, making them theoretically representative of all telephone households in a particular geographic area. The adult in the household having the most recent birth date was selected for the interview. Computer-assisted telephone interviewing (CATI), in which interviewers read questions from a computer screen and directly key answers into the system, was employed. A minimum of six calls was made to each number at varying times of the day and on different days of the week to maximize likelihood of contact. The telephone questionnaire was designed by Project staff and a telephone script version prepared by Janet Schlarb (UCSUR) and a Spanish version prepared by UCSUR staff.

4.2.2 QUESTIONS ASKED

The telephone interviews solicited the following categories of information:

- Information about the interviewee such as:

    o   Whether they visited a Florida public library in the past 12 months and, if so, about how many visits,

    o   Awareness and use of remote access to public library services via the Internet,

    o   What they would be willing to accept and pay for their library cards and what they believe they pay for public libraries in taxes, and

    o   Demographic information such as age, gender/sex, race, education level, employment and household income.

- Information about the last visit to a Florida public library such as:

- o Time (i.e., time to go to and time at the library), cost for the visit (i.e., travel by car, public transportation, parking), and other activities performed around the visit (e.g., visiting a coffee shop, restaurant, store).

- o Services used (e.g., type of materials used in the library and checked out, various types of reference services, attendance at programs, Internet use in the library, and other uses of workstations),

- o Recreational or entertainment needs or reasons the library services were used,

- o Personal or family needs (e.g., help with a health or wellness problem, personal finances, job hunting, day-to-day problem, getting news, etc.),

- o Educational needs (e.g., students – classroom assignment, teachers – prepare a class or lecture, other – preschool, continued learning),

- o Work or job-related needs (e.g., research, financial matters, starting or locating a small business, legal issues, etc.),

- o Ratings of the importance of information provided by the library services in meeting needs,

- o Ways the information or services were important in meeting the needs (e.g., saved users time and/or money, answered all questions, led to favorable outcome, etc.), and

- o What they would do to address the needs or reasons for the visit, if there were no public library (e.g., not bother doing anything, have the need but don't know where else to go, or would use another source such as a store, another person or academic library) and how much would it likely cost in time and money to use this other source.

- Information about the last remote public library use via the Internet such as:

  - o Services used (e.g., online catalog, Ask a Librarian, read or download an article, etc.), and

  - o All relevant questions of needs or reasons the library services were used and outcomes involving remote Internet use.

- Information about the household such as:

  - o Number of adults, children under age 6 and age 6 to 17 in the household,

  - o Pre-school and school-age children's use of the public library (i.e., how many children and how many visits, and aftercare use),

  - o Purchases and expenditures for books, magazines, newspapers, videos and DVDs, CDs and audio, and Internet access.

A pretest of 34 interviews was conducted resulting in some revisions including the lead-in

statement and the questions dealing with outcomes from the four basic needs or reasons the public libraries were used (i.e., entertainment / recreation, personal or family needs, educational needs, and work-related needs). Due to interview time, we limited outcome questions to the most important need rather than all needs expressed. A copy of the script version is given in Appendix C.

4.2.3 SAMPLE OUTCOMES AND COOPERATION RATE

A total of 7,294 telephone numbers were sampled, resulting in 764 completed interviews, including 55 interviews conducted in Spanish. A total of 24 interviews were begun, but not completed for various reasons. The valid item responses from these 24 interviews were included in the data analysis. Also, 95 interviewees said they didn't use public libraries and refused the interview. These responses were included in the estimate of the number and proportion of adults who use Florida public libraries, thus yielding a total of 883 full or partial interviews. An additional 1,456 households refused outright to complete the survey, typically very early in the survey introduction, prior to being told about the survey topic. The largest category was the 3,020 phone numbers which were always no answer, busy, answering machine, or some other technical barrier on multiple attempts. The high numbers of immediate refusals and inability to contact reflect the increasingly difficult environment for RDD surveys, particularly in heavily populated, heavily polled hot-button issue states like Florida. Finally, an additional 1,935 numbers were ineligible (e.g., non-working / disconnected, fax, business). The cooperation rate for this survey was 32.6 percent (completed / completed + partial + refusals). The interviewee demographics were compared with recent US census data for Florida to help validate survey results.   Despite the relatively low cooperation rate, survey sample and census statistics were fairly similar. Comparisons are given in Part I and the following section.

4.2.4 POST-STRATIFICATION AND INTERVIEWEE-RELATED QUESTIONS

Since age of interviewees tended to be higher than census data and female interviewees were more prevalent than expected number of males, we post-stratified by these two demographics. That is, for the adult (18 and over) interviewee-related information, we projected estimates up to the known populations for eight strata of age by gender and by one stratum where a demographic response of either gender and/or age was not given. These results are as follows:

Stratum	Gender	Age	Population (000)
1	Males	Under 26	747
2	Males	26 – 45	2,218
3	Males	46 – 55	931
4	Males	Over 55	1,789
5	Females	Under 26	708
6	Females	26 – 45	2,213
7	Females	46 – 55	992
8	Females	Over 55	2,224
9	Undetermined		681
	Total		12,503

The total adult population (18 and older) is estimated to be 12,503,000. Note that strata one through eight populations were reduced proportionately by the stratum 9 amount to ensure the desired total.

As noted earlier, survey observations from the nine strata are projected to the strata totals to estimate state-wide totals. For example, we observed that 13 of 28 interviewees in stratum one said they had visited a Florida public library in the past 12 months. Therefore, we multiply the stratum population (747,000 adults) by 0.464 (i.e., 13÷28) to yield an estimate of a total of 346,608 male adults, age 18 to 25 who visited public libraries. By summing over the nine strata we arrive at an estimate of the total adults who visited public libraries in Florida (i.e., 6,712,000 adults) and the proportion of adults who visited by dividing by the total adult population (12,503,000) or 53.7 percent. By the same process, we examined revised estimates of

demographics and found them to be close to census estimates. For example, number of households in 2004 was estimated to be 6.49 million vs. 6.34 million census estimate in 2000. Proportion of Hispanic was 14.1% vs. 16.8% by census and the race proportions are as follow:

	Household Survey (%)	Census (%)
White	78.7	78.0
Black	9.9	14.6
Asian	2.6	1.7
Other	8.8	5.7

Other demographic estimates from the survey are:

Marital Status	(%)
Married	57.8
Single	22.7
Separated	2.5
Divorced	9.3
Widowed	7.7
	100.0

Education Level	(%)
Less than 8 grades	2.4
Some high school	2.6
High School graduate	24.1
Some college	32.7
4 years college	22.9
More than 4 years	15.3
	100.0

Employment Status	(%)	Employer	(%)
Employed by others	39.2	Small Business	2.36
Self-employed	13.3	Large Business	50.1
Military	1.6	Government Agency	8.5
Unemployed and looking	5.7	Elementary or Middle School	3.2
Unemployed and looking for work	2.3	High School	1.7
Retired	26.7	College or University	2.9
Homemaker	6.0	Hospital or Healthcare provider	6.2
Other	5.3	Other	3.7
	100.0		100.0

Household Income*	(%)
Under $30,000	29.6
Between $30,000 and $50,000	26.2
Between $50,000 and $75,000	19.2
Between $75,000 and $150,000	18.4
More than $150,000	6.6
	100.0

* (excluding those who prefer not to answer)

The telephone interviews appear to have included and represented a widely diverse audience.

4.2.5 LAST VISIT-RELATED QUESTIONS

As indicated above, many questions deal with the last visit to the public library. Thus, the universe of interest is the annual total number of visits made to Florida public libraries. The Florida public libraries annually report the number of visits to their library to Division of Library & Information Services (DLIS). The last (2004) reported number of visits is 67,695,407 with a few libraries not reporting. To adjust for non-reporting libraries, we used visits per capita of libraries serving populations of similar sizes and imputing to the non-reporting libraries. This process yielded a revised estimate of 68,308,649 total visits.   The methods used to determine the visits in a library reported to DLIS is described in Appendix D, Item 70. These visits include but do not distinguish those made by adult residents, child residents and tourists. The libraries did not break out visits by these categories and, therefore, we needed some means to do so. We relied on the follow-up survey of public libraries (described later) to estimate the proportion of visits made by non-Florida resident tourists and, thus, a means to estimate total such visits. This estimation procedure yielded an estimate of 3.39 million such visits or 5.0 percent of all visits. The number of visits made by children under age 18 was made using questions dealing with households described later. This estimate, validated by the follow-up survey of public libraries, came to about 30.28 million visits made by children residents under 18 years of age. Thus adult residents made an estimated 34.64 million visits to Florida public libraries. It is noted that our household telephone survey and the in-library survey of visitors (described later) both yielded estimates somewhat greater than 34.64 million visits, but we used that estimate to conform with number of visits reported to the Division of Library Information Services (DLIS) stated above (i.e., 68,308,649 visits).

The population of annual visits was post-stratified in the same manner as adult population with number of visits estimated for each of the nine strata. This was done by calculating average number of visits from telephone responses in each stratum, multiplying by the adult population total and adjusting to yield a total of 34.6 million visits by adults. This approach yielded the following strata totals for number of visits.

Stratum	Gender	Age	Resident Adult Annual Visits (million)
1	Males	Under 26	1.420
2	Males	26 – 45	5.403
3	Males	46 – 55	1.247
4	Males	Over 55	4.572
5	Females	Under 26	1.593
6	Females	26 – 45	7.828
7	Females	46 – 55	2.875
8	Females	Over 55	8.210
9		Undetermined	1.490
	Total		34,638

As with population estimates (i.e., for interviewee-related questions), we estimated visit totals by observed averages or proportions that are then multiplied to the stratum total and then summed over the nine strata.

4.2.6 LAST REMOTE INTERNET USE-RELATED QUESTIONS

Above we briefly describe remote Internet use-related questions such as the services used and time spent on the last remote Internet use of public library services. Here again, the universe observed is the total annual use of the Internet for these purposes. The public libraries report total Internet "hits" or virtual visits to their public library to the Division of Library & Information Services (DLIS). The total amount given in the 2004 report is 42.94 million virtual visits. These uses include those made within the library during visits or by connecting remotely

via the Internet to the library. We estimated in-library use to be 12.72 million virtual visits based on visit-related questions from a combination of the household telephone interviews and in-library survey and estimates of remote Internet use to be 25.23 million virtual visits based on the household telephone interviews. The true estimates were adjusted to the reported totals. Because there were relatively sparse observations in the nine strata above, we merely projected to totals. It is noted that these estimates are for resident adults since we had no information concerning use by children. These estimates are somewhat weaker than those involving visits and visitors.

4.2.7 HOUSEHOLD-RELATED QUESTIONS

As mentioned above, some questions were household-related, such as number of children in the household and the number of library visits by these children, as well as, book and other purchases made by household members. The number of households in Florida is estimated to be 6.34 million in 2000, but we used our observed estimate of 6.49 million to reflect growth. The responses were post-stratified in the same manner as with other question-related universes as shown below:

Stratum	Gender	Age	Households (millions)
1	Males	Under 26	0.275
2	Males	26 – 45	1.170
3	Males	46 – 55	0.469
4	Males	Over 55	0.988
5	Females	Under 26	0.268
6	Females	26 – 45	1.168
7	Females	46 – 55	0.414
8	Females	Over 55	1.343
9		Undetermined	0.396
	Total		6.491

Age and proportion estimates were made and applied to stratum totals and summed to provide state-wide estimates.

4.3 In-Library Survey

4.3.1 SURVEY METHOD

Even though not initially proposed, following the Workshop in February we felt that it would be

helpful to conduct interviews in Florida public libraries to validate visit-related questions obtained from the household telephone interviews and, in some instances, combine responses from the two surveys. Also, we asked some questions not asked on the telephone survey. We did not feel that it was practical in the short time period from March to June to include all public libraries in Florida. Therefore, after discussion with Division of Library & Information Services (DLIS) staff, we decided that libraries included in the survey would be the Workshop participants and a few others. These libraries were considered to be reasonably representative of public libraries in various geographic regions and by size. A total of 19 public libraries or library systems were contacted to participate in the in-library survey. Two declined because they were undergoing reconstruction and felt that responses would not be truly representative of their libraries and others like them.

The survey consisted of two self-administered questionnaires having most questions common to the two, but with some questions unique to each. This method allowed us to keep the questionnaires relatively short (i.e., 6 pages) and yet provide all of the questions needed. A total of between 60 to 300 questionnaires (i.e., 30 and 150 of each questionnaire) were sent to the participating public libraries along with post-free business envelopes for the libraries to return completed questionnaires and to provide to visitors who say they agree to complete the questionnaire, but at a later time. Also, copies of Spanish questionnaires were sent to each library. A total of 1,982 questionnaires were sent to the libraries. The three questionnaires were color-coded (white, blue and buff) to make it easy to sort returned questionnaires and each library was given a number code (1 to 17) which was written on each questionnaire so that we could distinguish results for each library. This makes it possible to post-stratify responses and to provide summary survey results to the cooperating libraries and systems. UCSUR assumed the responsibility for mailing, receiving and processing the questionnaires.

The in-library visitor surveys are not truly random because of seasonal effects and inability to control when and to whom the questionnaires are distributed. Nevertheless, we did make some attempt to overcome sources of bias. We asked the libraries to distribute four (or more) questionnaires (2 + white and 2 + blue or Spanish, if required) at designated times given below:

Friday (May 21)	Mid-afternoon
Saturday	Mid-morning
	Mid-afternoon
Sunday (optional)	Mid-afternoon
Monday	Mid-morning
Tuesday	Mid-afternoon

Wednesday	Mid-afternoon
	Evening (optional)
Thursday	Mid-morning
Tuesday (June 1)	Mid-morning
Wednesday	Mid-afternoon
Thursday	Mid-afternoon
	Evening (optional)
Friday	Mid-morning

We suggested that both main and at least one branch library be included, if there are branches. The libraries were given the option of distributing the questionnaires either at entry or exit to every 5th person at the designated time. Most libraries designated someone to be responsible for the survey and volunteers were often used to distribute the questionnaires. Our contacts of responsible persons are listed in Appendix E.

We did receive several questions from participating libraries by e-mail and tried to respond within the day. There seemed to be a high sense of importance and substantial cooperation by patrons was reported. Some questionnaires were not distributed for various reasons (especially Spanish versions) and a few libraries reported that they had to deviate from our designated distribution times. We asked the libraries to report the number of undistributed questionnaires and a total of several hundred were reported by several libraries. We received 1,505 completed questionnaires, thus achieving a high (at least 76 percent, but most questions address the same issues as the household telephone survey, although some questions are unique to each survey. A copy of each questionnaire (A and B and Spanish version) are given in Appendix F. The categories of questions are as follows:

- Information about the library visitor such as:

    o The number of times the visitor has visited a public library in the past 12 months,

    o Awareness and use of remote Internet use of public libraries (version A only),

    o Any particularly important visits or uses of library,

    o What the visitor would be willing to accept and pay for their public library card

and what they think they pay in taxes for their library,

- o A hypothetical series of questions requiring matrix ranking for conjoint trade-off analysis (version B only), and

- o Demographic questions.

- Information about the visit including:

- Time to go to the library and in the library, cost for the visit and questions about other activities performed around the visit,

- Services used during the visit (although in-library Internet use was only on version A),

- Personal or family needs or reasons the library was visited (here we included recreational needs as part of personal needs, but separated for analysis),

- Educational needs or reasons the library was visited,

- Work or job-related needs or reasons,

- Ratings of importance of information provided by the library service in meeting the needs,

- Ways the information was important in meeting the needs, especially in saving the visitor time and money, and

- What the visitor would do to meet the needs if there were no public library.

Most of these questions mirror the household telephone interviews, although sometimes asked differently to reflect the survey method**.**

4.3.2 STRATIFICATION OF THE 17 PUBLIC LIBRARIES FOR VISIT-RELATED QUESTIONS

The in-library survey involved only adults (18 years and older) because of survey limitations. Many of the questions above are about their visit such as time to go to the library, need(s) or reason(s) for the visit, and so on. To estimate total time and visits for various needs, it is necessary to project observations from the sampled visits to the state-wide total annual number of visits. To accomplish this, we stratified the libraries by estimated number of resident adult visits. The numbers of resident adult visits was estimated from the follow-up survey of public libraries excluding visits by tourists and children. The 17 libraries were stratified into categories of more than two million adult visits, one to two million, 250,000 to one million and under 250,000 resident adult visits. In addition to libraries in the sampled 17 libraries, there were other libraries not included in each stratum. Number of visits is known for all libraries (or imputed) so that adult visits and resident adult visits were calculated for the non-17 sampled libraries in proportion to adult visits to library visits and adult resident visits to adult visits estimated for the relevant 17 sampled libraries. The total adult resident visits for all libraries in the stratum was divided by the total for the relevant sampled libraries to calculate the weights.

The reported number of visits, resident adult visits and weights given for each library is as

follows:

Library System	Total Visits	Resident Adult Visits (excluding tourists)	Weights
Miami-Dade PL System	6,029,661	3,678,093	2.024
Palm Beach County PL System	3,874,036	2,014,499	2.024
Brevard County LS	3,065,123	2,360,145	2.024
Tampa-Hillsborough Co. PL	3,479,918	1,461,566	1.376
Orange County Libr. Dist.	3,048,857	1,859,803	1.376
Sarasota County PL	2,080,455	1,061,032	1.376
Leon County PL System	988,562	564,469	7.266
Marion County PL System	561,918	320,855	7.266
West Palm Beach PL	515,613	319,680	7.266
Suwannee River Regional LS	283,920	130,035	11.632
Columbia County PL	214,879	139,671	11.632
Seminole Community Library	199,005	91,144	11.632
Nassau County PL System	191,016	42,024	11.632
Niceville Public Library	125,005	65,003	11.632
Winter Park Public Library	106,000	44,394	11.632
Bartow Public Library	72,000	15,840	11.632
St. Pete Beach Public Library	40,300	16,471	11.632

The total visits and adult visits are based on 2003 reported data since estimates were completed before new data were received. Total values are estimated for each of the 17 sampled libraries, summed and proportions and averages found from the universe totals.

4.3.3 VISITOR-RELATED QUESTIONS

There are also questions dealing with the visitors such as their demographics, as well as, amount they are willing to pay and willing to accept for their library card. Although from the household survey we have valid estimates of the state-wide total number of resident adults who visited a public library in the last year (i.e., 6,712,000 such visitors), there are no estimates of number of

visitors for the 17 public libraries in our sample. For this reason, we devised a rough indicator of number of visitors for each library.

The reasoning behind this estimate is based on the fact that visitors who say they visit the library frequently are more likely to be included in the survey than those who visit infrequently. To adjust for these varied occurrences, we stratified number of reported visits in the past 12 months into nine categories as shown for one of the participating libraries below.

Range of Visits	No. of Respondents	Reported No. of Visits	Visits per Visitor	Visitors per Visit	Proportion of Total	Visits	Visitors
1 – 5	38	111	2.92	0.3425	0.521	761,476	260,779
6 – 10	37	284	7.68	0.1302	0.198	289,390	37,681
11 – 15	31	412	13.29	0.0752	0.114	166,619	12,537
16 – 25	54	1,188	22.00	0.0455	0.069	100,848	4,584
26 – 50	71	2,852	40.17	0.0249	0.038	55,540	1,383
51 – 75	17	1,014	59.65	0.0168	0.026	38,001	637
76 – 100	18	1,772	98.44	0.0102	0.016	23,385	238
101 – 150	15	2,038	135.87	0.0074	0.011	16,077	118
Over 150	5	1,010	202.00	0.0050	0.008	11,693	58
Total	286	10,681	37.34	0.6575	1.001	1,461,566	318,035

Obviously, the chance that visitors who report over 150 visits (202 average visits per visitor) are more likely to be included in the survey than those who only visited 1 to 5 times (2.92 average visits per visitor). The estimated relative chance they will enter the sample is the reciprocal of the average visits per visitor (i.e., 0.3425 and 0.0050 visitors per visit respectively). Proportionately one would expect there to be nearly 70 times more visitors who visit one to five times a year than those who visit over 150 times (i.e., 0.3425 / 0.0050). One can establish a rough estimate of the proportion of visitors in each category as shown in the table above. This proportion can be multiplied times the estimated total number of visits (1,481,566) to establish

an indication of number of visits in each range of number of visits (e.g., $0.521 \times 1,461,566 = 761,476$ visits). The number of visitors is calculated by dividing number of visits by the average visits per visitor in that category (e.g., $761,476 \div 2.92 = 260,779$ visitors). The total number of visitors in the library is found by summing across the nine ranges of number of visits. Weights are then applied to each of the 17 sampled libraries to estimate universe totals, proportions and averages.

4.4 Survey of Organization Libraries

4.4.1 SURVEY METHOD

Public libraries are used to support organizations such as businesses, schools and other organizations in two ways:

- Employees directly use the public libraries to obtain information for work-related purposes or students use the libraries for class assignments and so on. Observations concerning this use were obtained in the household telephone interviews and in-library surveys.

- Sometimes employees will seek information from their organization library which, in turn, may have to use their public library or another source to obtain the information. This may typically involve interlibrary loan of materials, reference services, access to government documents, and so on.

The survey of organization libraries is designed to obtain information about the extent to which this takes place and the outcomes of the organization use of public libraries although it does not establish the outcomes of the original users' needs or uses of the information.

The universe of organizations surveyed came from lists of such organizations as schools, colleges and universities, businesses and non-profit organizations. The source of these lists is described in Appendix G. The universe size, original sample size, responding organizations and response rate are shown below:

Type of Organization	Universe (N)	Initial Sample (n)	Response (n′)	Response Rate (%)
School	3,540	450	49	11%
Colleges/Universities	180	180	28	16
Businesses	70	70	33	47
Non-profit	132	132	28	21
Total	3,922	929	138	15%

The survey involved a self-administered questionnaire that was mailed by UCSUR in early June along with a post-free return envelop. The low response rate for schools was probably due to the fact that school media specialists tend to be very busy when schools are out for the summer or some may even have left in June. It is noted that eight additional questionnaires were received after analysis. Instruction on the questionnaire was for the head librarian, the media specialist, or chief information officer to complete the survey. Otherwise, the chief executive officer, principal, or a designated surrogate should complete the survey. Nearly all completed questionnaires were done by librarians or school media specialists. Responses (n′) are projected to the universe totals (N).

4.4.2 QUESTIONS ASKED

The questions asked included the following topics:

- Library staff awareness and use of the Florida Electronic Library and Enterprize Florida.

- Library staff use of the public library on behalf of their users and type of services used.

- Amount of time spent by library staff using public library services for business and/or professional purposes.

- Type of alternative sources used and why public libraries are used as an alternative source.

- If the library could not use the local public library, how would it affect the library in staff time and cost and how would it affect the organization's research.

- What the organization would be willing to pay per month for continuation of the public library services.

- Organization's demographics.

The questionnaire is given in Appendix H.

4.5 Follow-up- Survey of Public Libraries

4.5.1 SURVEY METHOD

Several kinds of information needed for the study are not available from any of the above sources of information. One reason that they are not available is that public libraries normally do not observe or collect the information and, furthermore, they are difficult to measure. For this reason we acknowledged on the introductory letter that, "We do not expect that libraries keep much of the information we are seeking. However, even very rough estimates will prove to be extremely useful. So please bear with us in providing the data." For this reason, the results from this questionnaire must be considered indicators and not precise estimates. The questionnaires were distributed over the Internet to 120 library systems or individual public libraries. A total of 31 libraries responded (i.e., 26% response rate).

In addition to libraries in the sampled 17 libraries, there were other libraries not included in each stratum. Number of visits is known for all libraries in Florida (or imputed) so that total visits and

resident adult visits were calculated for the non-17 sampled libraries in proportion to adult visits to total library visits estimated for the relevant 17 sampled libraries. The total adult resident visits for all libraries in the stratum was divided by the total for the relevant sampled libraries to calculate the weights.

4.5.2 QUESTIONS ASKED

The questionnaire addressed the following topics:

- Proportion of visits by (1) tourists, (2) non-English speaking persons, (3) school age (K-12) children, and (4) school age children provided aftercare or latchkey children.

- Proportion of interlibrary loans provided by or received by the library that are (1) in-state or out-of-state and (2) are to and from other public, academic, school, special or other types of libraries.

- Proportion of various expenditures that are expended for in-state or out-of-state services, materials or contracts.

- Proportion of income from cash gifts and donations, as well as, other operating income received from in-state or out-of-state sources.

- Estimate of income that the library obtains from a business-like operation run by the library such as a gift shop, coffee shop, book shop, etc. and also from book sales, old furniture sales, etc.

- Estimate of the total annual revenue produced by services of businesses that do not produce revenue for the library (other than a token amount) nor result in an expenditure to the library. Examples include coin or card operated photocopiers or other equipment, gift shop, or coffee shop run by an outside person or vendor.

The expenditure and income categories involve portions of information provided to the Division of Library and Information Services. Therefore, we provided pages from DLIS instructions defining the categories to reduce any ambiguity in responses. Also, we asked the libraries to describe any unique services provided by them that address several priorities of the **Roadmap to Florida's Future** such as literacy, tourism, competent workforce, and so on. Finally, we asked the libraries to pass on any survey results they think might help the ROI analysis. The follow-up survey instrument is given in Appendix I.

We arbitrarily post-stratified by total number of visits: over three million; one to three million; 500,000 to one million; and under 500,000 visits. The DLIS report (2004) provided estimates for annual visits, interlibrary loans, expenditures and income. Thus, by estimating the relevant proportions from responding libraries in each stratum we could project the estimated proportions to the totals for each stratum and sum across the four stratum to establish state-wide totals.

4.6 Survey Analyses

The sections above describe the four survey designs and some details of analyses. This section

provides further aspects of data analysis. One general data analysis issue with many surveys is how to deal with "outliers" which are individual responses that tend to inflate estimated averages and totals because they are particularly large. In order to err on the conservative side we chose to exclude such outliers when a single outlier expanded estimates by 50 percent or more. For example, in the in-library survey we asked: "Approximately how much time (in minutes) did you spend in the library on this visit?" One response to this question was 1,830 minutes which was dropped from the analysis. The other typical survey issue involves item non-responses, which are instances in which a questionnaire is completed but one or more questions (i.e., items) are not answered. In these cases, averages in the relevant strata are imputed (i.e., substituted) for the non-responded question.

In order to take advantage of visit-related responses from both the household telephone and in-library surveys, we usually combined estimates from the two surveys by weighting estimates by respective number of responses. The weights were typically 0.185 for the telephone survey and 0.815 for the in-library survey. For example, the estimated total cost to use an alternative source (to the public library) was $1,143 million for the telephone survey and $1,439 million for the in-library survey. Using the weights we arrive at a combined estimate of $1,384 million (i.e., $1,143 \times 0.185 + $1,439 \times 0.815$).

Some survey questions required respondents to check a range of values. For example, we asked for annual personal income before taxes in ranges of under $25,000; between $25,000 and $50,000; between $50,000 and $100,000; and more than $100,000. In some instances we needed to estimate an average salary from these responses. If the proportion of responses for the ranges are about equal one could use the mid-points (e.g., $37,500 for the range between $25,000 and $50,000) and multiply each range mid-point by the proportion of responses to that range and sum the products across the ranges. However, these values are often skewed in a log-normal manner in which case a geometric average is used in lieu of a mid-point. This average is the square root of the product of the range points; for example, the square root of $25,000 times $50,000 or $35,355. The outside values for the end ranges are approximated from examining the log-normal plots.

To establish an hourly rate, for example to apply to the number of hours spent for work-related purposes in the library, we added a 25 percent fringe benefit rate to personal annual income and divided by 2,080 annual hours. Both of these values yield conservative estimates.

Two sets of questions that might have been asked more clearly are (1) the time and distance when driving to the library and (2) the time and money saved as ways the information or services are important in meeting needs. In the first instance in the telephone survey we asked: "How much time did it take you to get to the library on your last visit?" and "Did you drive?", if yes, "How far did you have to drive?". In both instances, we intended the response to reflect one way and doubled the estimates to reflect that. Yet some respondents could have interpreted the question to be both ways, thus perhaps suggesting a better way to ask the question. Also, we applied $0.36 per mile to establish a dollar value for driving. We did compare distance (when driving) and time to spot discrepancies and they appeared to be consistent with what one would expect. The in-library survey merely asked "How did you get there?" and "How much did it cost you (including parking)?"

We asked a series of questions about reasons visitors (and remote Internet users) used the library
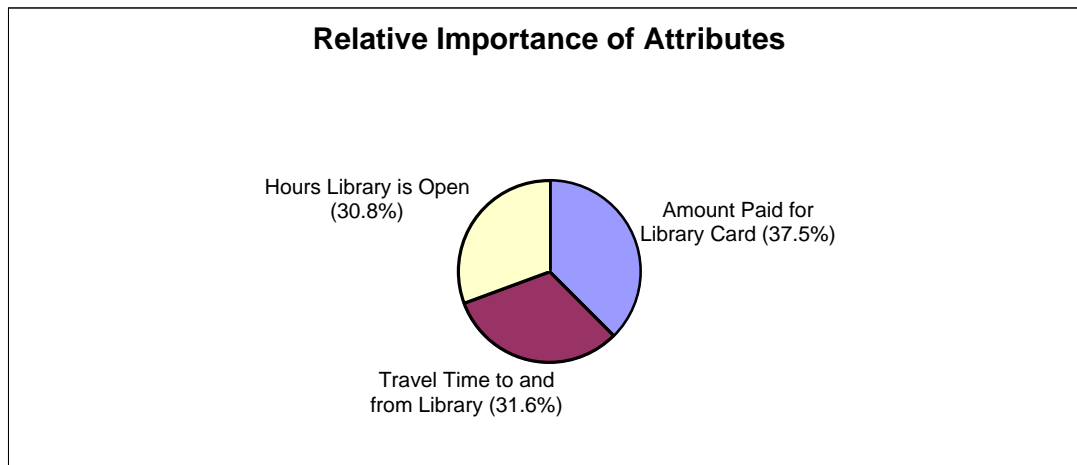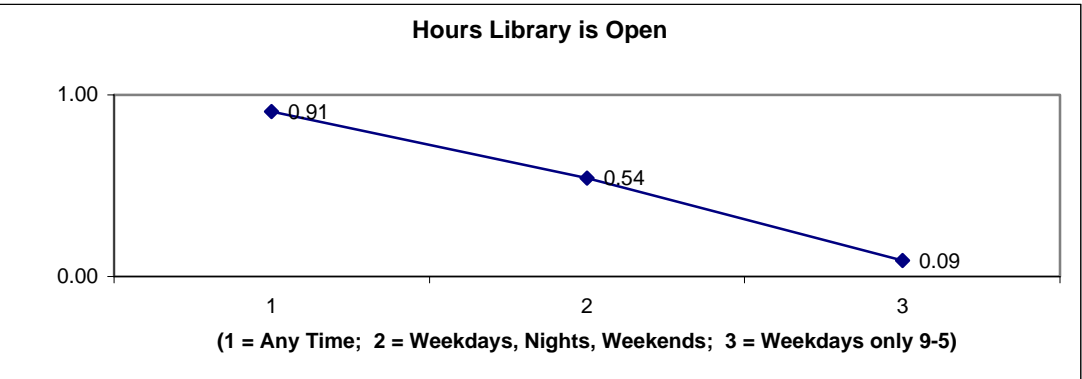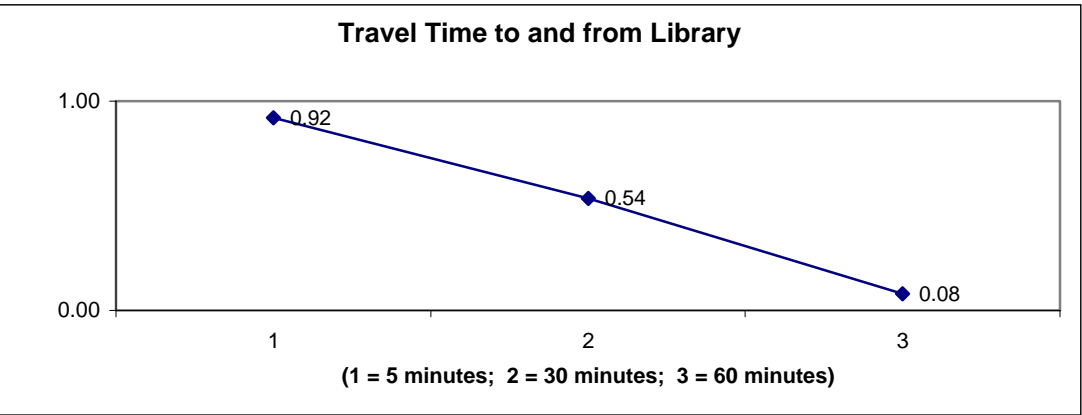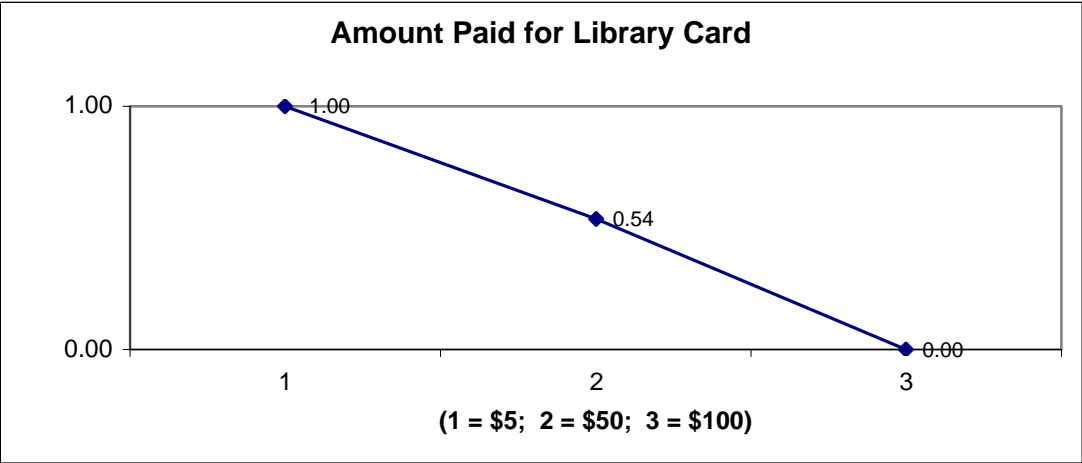
(e.g., to meet various personal or family needs), how important the information provided was in meeting the needs, and in what ways the information or services were important in meeting these needs. Two of several prompted responses were "It saved time" and "It saved money". There could be a confusion between user time actually spent performing a function, say at work, such as not having to do research or duration of time, say at work, such as not having to wait to receive an order. This potential confusion could have been avoided by giving two options and an example as part of the prompt. We examined each response and excluded those that appeared to be a duration (e.g., 24 or 48 hours). Also, there could have been a confusion between the money part and the cost ($) of using an alternative source to the public library. However, we compared the two responses across all telephone interviews and found little or no similarities. In all instances we tried to be conservative in our approach to analysis.

To estimate the dollar value of visitors' time we used a technique referred to as "conjoint trade-off" analysis. This analysis requires respondents (in-library version B) to make choices between pairs of service attributes. In our analysis we chose three hypothetical attributes: (1) amount one would pay for his or her library card ($10, $50, $100), (2) distance to the library in one's time travelling to and from (5, 30, and 60 minutes), and (3) the hours the library is open to the respondent (anytime wanted; weekday, night and weekend; weekday only 9 to 5). Each attribute is paired with another and the respondent is asked to rank nine possible choices. For example, a first choice (rank 1) between how much one would pay for the card and distance to the library would be $10 and 5 minutes and the ninth choice (rank 9) would be $100 and 60 minutes. For the second choice (rank 2) the respondent has to choose between $50 and 5 minutes versus $10 and 30 minutes. This forces a value choice between dollars and time which, when evaluated across all options, provides a rough indicator of the value one places on his or her time. The analysis is a pair-wise statistical analysis performed by Prof. Rabikar Chatterjee, University of Pittsburgh, Katz School of Business.

The basic results of the trade-off analysis is displayed below:

Relative Importance of Attributes

Hours Library is Open (30.8%)

Amount Paid for Library Card (37.5%)

Travel Time to and from Library (31.6%)

Amount Paid for Library Card

```
1.00  ◆1.00
          ◆0.54
0.00                    ◆ 0.00
      1          2          3
  (1 = $5;  2 = $50;  3 = $100)
```

Travel Time to and from Library

```
1.00  ◆ 0.92
              ◆ 0.54
0.00                    ◆ 0.08
      1          2          3
  (1 = 5 minutes;  2 = 30 minutes;  3 = 60 minutes)
```

Hours Library is Open

```
1.00  ◆ 0.91
              ◆ 0.54
0.00                    ◆ 0.09
      1          2          3
  (1 = Any Time;  2 = Weekdays, Nights, Weekends;  3 = Weekdays only 9-5)
```

This shows that the three attributes are about equal in their importance to visitors. Another way to display the results is by the combination of utilities as follows:

Cost of Library Card ($)

| $5 | $50 | $100 |

Travel Time	5 min.	0.92	0.50	0
	30 min.	0.54	0.29	0
	60 min.	0.02	0.04	0

The display suggests that the trade-off is about $95 for 46 minutes or $124 for one hour. Considering an average of about five visits per visitor, the cost visitors would be willing to pay would be about $20 to $25 per hour. This is the range found by visitors' personal income as well.

Adult users were asked questions about taxes that are designated for public libraries and, hypothetically, how much they would be willing to accept and pay for their library card. In fact, adult residents average paying about $31 per adult in local taxes and $34 per adult when state and federal tax contributions are included. When asked: "If someone would buy your public library card each year, how much would you ask for it?". Nearly two-thirds of the users said that they would not give up their library card. About one-fourth said they would accept less than they pay in taxes, but the rest indicated that they would only accept an average of two and a half times what they pay in taxes.

They were also asked: "If you paid a price for your library card each year instead of paying taxes, how much would you be willing to pay for it?". The average amount they said they were willing to pay was, in fact, just over the amount they pay. Of course, adult users demonstrate that they are willing to pay many times that amount over a year considering their time and other costs spent using their public library. Over half reported that they would be willing to pay an average price for the card that is over twice what they pay in taxes. They were asked: "About how much do you think you pay a year in taxes that are designated for the public library?". A similar response is given for this question as reported for how much they would be willing to pay. The taxes paid are about 80 percent of what is thought to be paid.

One important service provided by public libraries is aftercare or latchkey services provided to school age children. This service not only provides a relatively harmless place for these children (as opposed to drug-infested streets), but also is a way for these children to learn about public libraries. There are estimated to be 890,000 annual visits to public libraries under these programs. If one assumes that it would cost $7.50 per hour to "house" these children in other environments, the public libraries contribute about $6.7 million to the communities in this way, but perhaps far more in life changing ways.

4.7 Survey Reliability

One cannot expect estimates of proportions, averages, totals, etc. taken from a survey to be exactly the same as the true population value. The difference between survey estimates and true

population values is attributable to two types of survey errors:

- *Sampling error*: The difference between an estimate (e.g., proportion, average, total) and the true population value which is due to the fact that only a sample of values is observed. If the survey is a census (i.e., every unit in a population is observed) there would be no sampling error. Sampling error can be estimated from a random sample and is called standard error. Precision of survey sample estimates is a function of sampling error.

- *Nonsampling error*: This error, sometimes called bias, is that part of the difference between an estimate and the true population value is due to mistakes in survey processes or impreciseness of survey communication. Nonsampling error is rarely attempted to be measured because of the extreme difficulty of doing so. Accuracy of survey sample estimates is a function of nonsampling error.

The total difference between survey estimates and true population values is due to a combination of these two types of errors in the following way:

Survey Error   Non-sampling Error (y)
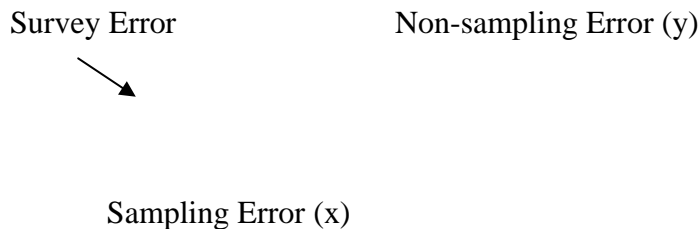
Sampling Error (x)

That is, the total survey error is like the hypotenuse of a right triangle; where the legs of the right triangle are sampling error (x) and non-sampling error (y). Thus, total survey error is:

$$\text{square root } (x^2+y^2)$$

SAMPLING ERRORS

Precision of estimates from samples is measured by standard errors of estimates. Equations of standard error include the deviation of responses from the true value and sample size. Examples of equations of standard error (SE) are as follows:

$$\textbf{square root of } (pq \div n)$$

Where: p is the estimate of the proportion of interest.

- q is the complement of p (i.e., 1-p)

- n is the sample size.

As an example, 883 persons were interviewed by telephone and 474 said that they had visited a Florida public library in the past 12 months. Thus, the proportion (**p**) who said they visited is 0.537 (53.7%), **q** is 0.463 and **n** is 883. The standard error of the estimate of **p** is about 0.017 (1.79%). The confidence interval for this estimate is:

53.7% ± 3.3% at 95% level of confidence

This means that if the survey was repeated many times, 95 percent of the confidence intervals would contain the true population value.

The width of the confidence interval is affected by two factors:

- the desired level of confidence

- the estimate standard error (SE)

The confidence interval is computed from the following simple equation: **P ± SE x t**

Confidence interval is the estimate plus or minus the standard error times a factor which represents the desired confidence level.

The value of t is determined by the desired level of confidence. For example:

t = 1.00 for 68 percent level of confidence

t = 1.64 for 90 percent level of confidence

t = 1.96 for 95 percent level of confidence

t = 2.57 for 99 percent level of confidence

Going from a 68 percent to a 95 percent level of confidence, one would merely double the width of the confidence interval (i.e. 1 times standard error to 1.96 times standard error).

The size of estimate standard error, in turn, is affected by four factors. Assume example confidence intervals for an estimated proportion of 0.50 (50%) with a simple random sample size of 200 might be displayed as: **50% + 3.5% at 68% level of confidence**

The estimate of standard error is also dependent on:

- *Sample size*. For the example, the estimates above are estimated from a sample size of 200 observations. If one doubled the sample size to 400, the confidence interval would decrease from 3.5 percent to 2.5 percent at 68 percent level of confidence. If the sample were reduced to 100, the confidence interval would increase from 3.5 percent to 5.0 percent at 68 percent level of confidence.

- *Sample size relative to population size.* If the sample size were in fact the entire population, the confidence interval would be zero. The example above assumes that the sample size is very small compared with the population size. Since the sample size of some types of users may be reasonably high compared with the population of users, there is some gain in reduced confidence intervals. For the example above, if one assumes that

a sample of 100 users of a service is from a population of 300 users the confidence interval would fall from 5.0 percent to 4.1 percent.

- *Inherent variability of observations.* For example, if specified ratings of importance of information in meeting needs ranges from 1 to 5, the confidence interval for the estimated average level would probably be greater than estimates in which ratings ranged from 3 to 5.

- *Statistical sample method.* A survey can be improved in terms of decreasing estimated confidence levels (at a given sample size) by statistical sample methods (e.g., stratification, ratio estimation, etc.). For example, examination of responses revealed that a higher proportion of woman and older persons responded than reflected in the population of Florida and they tended to use the library more frequently. Thus, we post-stratified the results by these two characteristics. This led to a slightly different estimate of the proportion of adults who visited the libraries (vs. 53.7%) and reduced the estimated standard error somewhat.

Examples of one standard error (i.e. 68% level of confidence) for various sample sizes and estimated proportions (%) are given below, assuming a random sample:

Sample Size	5%/95%	10%/90%	20%/80%	30%/70%	40%/60/5	50%
25	4.3	6.0	8.0	9.2	9.8	10.0
50	3.1	4.2	5.7	6.5	6.9	7.1
75	2.5	3.5	4.6	5.3	5.7	5.8
100	2.2	3.0	4.0	4.6	4.9	5.0
150	1.8	2.4	3.3	3.7	4.0	4.1
200	1.5	2.1	2.8	3.2	3.5	3.5
250	1.4	1.9	2.5	3.0	3.1	3.2
400	1.1	1.5	2.0	2.3	2.4	2.6
500	1.0	1.3	1.8	2.0	2.2	2.2
750	0.8	1.1	1.5	1.7	1.8	1.8
1,000	0.7	0.9	1.3	1.4	1.5	1.6
1,250	0.6	0.8	1.1	1.3	1.4	1.4
1,500	0.6	0.8	1.0	1.2	1.3	1.3

Note that complementary proportions (i.e. 95% for 5%, 70% for 30%, etc.) have exactly the same standard errors. This table can be used to test approximate statistical precision of survey results. For example, assume that an estimate from the survey was 28 percent and the sample size 550. One would expect the standard error to be less than 2.0%, but more than 1.8%, say about 1.9%. Thus, the confidence interval would be about 28% ± 3.7% at the 95% level of confidence.

NON-SAMPLING ERROR

Non-sampling errors are mistakes that creep into survey processes due to the following sources of error:

- Improper questionnaire design

- Development of an inadequate sampling frame

- Errors due to nonresponse from a sampled unit

- Errors in response to questions

- Clerical processing error

- Computing error

- Analyst error

- User error.

These sources of error were considered in our analysis and attempts were made to minimize them.

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Appendix B
The ROI Workshop Attendees
March 11-12, 2004

Tallahassee, FL

Dawn Bostwich

NASSAU COUNTY LIBRARY SYSTEM

Gerry Brent

MARION COUNTY LIBRARY SYSTEM

Mary Brown

**PINELLAS COUNTY LIBRARY
COOPERATIVE**

Jerry Brownlee

**PALM BEACH COUNTY LIBRARY
SYSTEM**

William Conniff

**PANHANDLE LIBRARY ACCESS
NETWORK**

Ward Friszolowski

CITY OF ST. PETE BEACH

Bob Gorin

OKALOOSA COUNTY COOPERATIVE

Don Griffin

City of Rockledge

Danny Hales

**SUWANNEE REGIONAL LIBRARY
SYSTEM**

Bob Melanson

WINTER PARK PUBLIC LIBRARY

Allen Miller

STATE LIBRARY COUNCIL

Helen Moeller

LEROY COLLINS LEON COUNTY

Nancy Pike

SARASOTA COUNTY PUBLIC LIBRARY

Faye Roberts

Columbia County Library System

Gladys Roberts

POLK COUNTY LIBRARY COOPERATIVE

Kathryn Robinson

ORANGE COUNTY LIBRARY SYSTEM

Pam Smith

WEST PALM BEACH PUBLIC LIBRARY

Raymond Santiago

MIAMI-DADE PUBLIC LIBRARY SYSTEM

Joe Stines

TAMPA-HILLSBOROUGH LIBRARY SYSTEM

Barbara Stites

SOUTHWEST FLORIDA LIBRARY NETWORK

Arnold Weeks

CLAY COUNTY LIBRARY SYSTEM

Judith Ring

STATE LIBRARY AND ARCHIVES

Loretta Flowers

STATE LIBRARY AND ARCHIVES

Sondra Taylor-Furbee

STATE LIBRARY AND ARCHIVES

Amy L. Johnson

STATE LIBRARY AND ARCHIVES

Sandy Newell

STATE LIBRARY AND ARCHIVES

MARIAN DEENEY

STATE LIBRARY AND ARCHIVES

Carole Fiore

STATE LIBRARY AND ARCHIVES

Jose-Marie Griffiths

UNIVERSITY OF PITTSBURGH

Don King

UNIVERSITY OF PITTSBURGH

Scott Beach

University of Pittsburgh

Chris Tomer

UNIVERSITY OF PITTSBURGH

Janine Golden

UNIVERSITY OF PITTSBURGH

Tim Lynch

FLORIDA STATE UNIVERSITY

Steven Stewart

ARIZONA UNIVERSITY

Appendix C

TELEPHONE INTERVIEW SCRIPT

Telephone Script Version of King Florida RDD Library Survey

INTRO: Hello, my name is _____. I'm calling from the University of Pittsburgh. We have been asked by the Florida State Library to conduct a very important survey about the use of public libraries in Florida. Your household has been randomly selected to participate in this survey. It should take about 10 minutes to complete and all your responses are completely confidential. Is now a good time?

1a. Have you visited a Florida public library in the past 12 months?

1. Yes

2. No → skip to 1c

8. DON'T KNOW → skip to 1c

9. REFUSED → skip to 1c

1b About how many visits did you make in the past 12 months?

NUMBER OF VISITS:

INTERVIEWER: ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED"

1c. Public libraries in Florida provide library card holders with remote access to various databases and services via the Internet so that people can access them from their home or office. Were you aware of this service?

1. Yes

2. No

8. DON'T KNOW

9. REFUSED

1d. Do you have a public library card?

1. Yes

2. No

8. DON'T KNOW

9. REFUSED

1e. Have you connected to a Florida public library via the Internet in the last 12 months?

1. Yes → ask 1f and 1g

2. No

8. DON'T KNOW

9. REFUSED

(If not YES, follow skip instructions below in box.)

1f. About how many times have you connected in the past 12 months?

NUMBER OF CONNECTIONS:

INTERVIEWER: ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED"

1g. Have you used public library services via the Internet that required your library card barcode number in the past 12 months?

1. Yes → ask 1h

2. No

8. DON'T KNOW

9. REFUSED

1h. How many times have you used these services in the past 12 months?

NUMBER OF TIMES:

INTERVIEWER: ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED"

- *IF 1A AND 1E ARE BOTH <u>YES</u> GO TO 2A*

- *IF 1A IS <u>YES</u> AND 1E IS <u>NOT YES</u> GO TO 2B*

- *IF 1A IS <u>NOT YES</u> AND 1E IS <u>YES</u> GO TO 2C*

- *IF 1A AND 1E ARE BOTH <u>NOT YES</u> GO TO 63*

2a. Now I would like you to think about the very last time you used a public library in Florida. Was it a visit or remote use through the Internet?

1. Visit

2. Remote use through the Internet → skip to 2c

2b. Approximately how long ago was your last visit to a Florida public library?

NUMBER OF WEEKS:

INTERVIEWER: ENTER NUMBER OF WEEKS SINCE LAST VISIT.

IF RESPONDENT GIVES ANSWER IN MONTHS, MULTIPLY BY 4.

ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED".

(skip to 3a)

2c. Approximately how long ago was your last remote connection to a Florida public library via the Internet?

NUMBER OF WEEKS:

INTERVIEWER: ENTER NUMBER OF WEEKS SINCE LAST CONNECTION.

IF RESPONDENT GIVES ANSWER IN MONTHS, MULTIPLY BY 4.

ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED".

(skip to 34)

3a. During your last visit to a Florida public library, did you read any of the following things: a book, journal, or magazine?

1. Yes → Ask 3a2

2. No

8. DON'T KNOW

9. REFUSED

3a2. How many books, journals, and magazines did you read? I just need your best estimate.

NUMBER READ:

INTERVIEWER: ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED".

3b. During your last visit to a Florida public library, did you check out any books?

1. Yes → Ask 3b2

2. No

8. DON'T KNOW

9. REFUSED

3b2. How many books did you check out? I just need your best estimate.

NUMBER CHECKED OUT:

INTERVIEWER: ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED".

3c. [DURING YOUR LAST VISIT TO A FLORIDA PUBLIC LIBRARY]

Did you watch a video or film?

1. Yes → Ask 3c2

2. No

8. DON'T KNOW

9. REFUSED

3c2. How many videos and films did you watch? I just need your best estimate.

NUMBER WATCHED:

INTERVIEWER: ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED".

3d. [DURING YOUR LAST VISIT TO A FLORIDA PUBLIC LIBRARY]

Did you check out a video?

1. Yes → Ask 3d2

2. No

8. DON'T KNOW

9. REFUSED

3d2. How many videos did you check out? I just need your best estimate.

NUMBER CHECKED OUT:

INTERVIEWER: ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED".

3e. [DURING YOUR LAST VISIT TO A FLORIDA PUBLIC LIBRARY]

Did you listen to music provided by the library?

1. Yes

2. No

8. DON'T KNOW

9. REFUSED

3f. [DURING YOUR LAST VISIT TO A FLORIDA PUBLIC LIBRARY]

Did you check out a CD or audiotape?

1. Yes → Ask 3f2

2. No

8. DON'T KNOW

9. REFUSED

3f2. How many CDs and audiotapes did you check out? I just need your best estimate.

NUMBER CHECKED OUT:

INTERVIEWER: ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED".

3g. [DURING YOUR LAST VISIT TO A FLORIDA PUBLIC LIBRARY]

Did you use any reference materials?

1. Yes

2. No

8. DON'T KNOW

9. REFUSED

3h. [DURING YOUR LAST VISIT TO A FLORIDA PUBLIC LIBRARY]

Did you ask a librarian to help in finding information in the library or on the Internet?

1. Yes

2. No

8. DON'T KNOW

9. REFUSED

3i. [DURING YOUR LAST VISIT TO A FLORIDA PUBLIC LIBRARY]

Did you ask a librarian to actually conduct an information or reference search?

1. Yes

2. No

8. DON'T KNOW

9. REFUSED

3j. [DURING YOUR LAST VISIT TO A FLORIDA PUBLIC LIBRARY]

Did you attend a lecture or some other sort of program?

1. Yes

2. No → Skip to q3L

8. DON'T KNOW → Skip to q3L

9. REFUSED → Skip to q3L

3k. [DURING YOUR LAST VISIT TO A FLORIDA PUBLIC LIBRARY]

Did you attend a literacy program?

1. Yes

2. No

8. DON'T KNOW

9. REFUSED

3L. [DURING YOUR LAST VISIT TO A FLORIDA PUBLIC LIBRARY]

Did you receive technology instruction?

1. Yes

2. No

8. DON'T KNOW

9. REFUSED

3m. [DURING YOUR LAST VISIT TO A FLORIDA PUBLIC LIBRARY]

Did you use a library workstation to access the Internet?

1. Yes

2. No → Skip to 3n

8. DON'T KNOW → Skip to 3n

9. REFUSED → Skip to 3n

3m1. When you accessed the Internet during your last visit to a Florida public library, did you do any e-mail correspondence?

1. Yes

2. No

8. DON'T KNOW

9. REFUSED

3m2. When you accessed the Internet during your last visit to a Florida public library, did you attend a chat room?

1. Yes

2. No

8. DON'T KNOW

9. REFUSED

3m3. [WHEN YOU ACCESSED THE INTERNET DURING YOUR LAST VISIT TO A FLORIDA PUBLIC LIBRARY] Did you search the library online catalog?

1. Yes

2. No

8. DON'T KNOW

9. REFUSED

3m4. [WHEN YOU ACCESSED THE INTERNET DURING YOUR LAST VISIT TO A FLORIDA PUBLIC LIBRARY] Did you browse the Web?

1. Yes

2. No

8. DON'T KNOW

9. REFUSED

3m5. [WHEN YOU ACCESSED THE INTERNET DURING YOUR LAST VISIT TO A FLORIDA PUBLIC LIBRARY] Did you search a bibliographic database?

1. Yes

2. No

8. DON'T KNOW

9. REFUSED

3m6. [WHEN YOU ACCESSED THE INTERNET DURING YOUR LAST VISIT TO A FLORIDA PUBLIC LIBRARY] Did you either view or download any e-books?

1. Yes

2. No

8. DON'T KNOW

9. REFUSED

3m7. [WHEN YOU ACCESSED THE INTERNET DURING YOUR LAST VISIT TO A FLORIDA PUBLIC LIBRARY] Did you either view or download any articles?

1. Yes

2. No

8. DON'T KNOW

9. REFUSED

3m8. [WHEN YOU ACCESSED THE INTERNET DURING YOUR LAST VISIT TO A FLORIDA PUBLIC LIBRARY] Did you use an "Ask a Librarian" service?

1. Yes

2. No

8. DON'T KNOW

9. REFUSED

3m9. [WHEN YOU ACCESSED THE INTERNET DURING YOUR LAST VISIT TO A FLORIDA PUBLIC LIBRARY] Did you reserve books in the library?

1. Yes

2. No

8. DON'T KNOW

9. REFUSED

3m10. [WHEN YOU ACCESSED THE INTERNET DURING YOUR LAST VISIT TO A FLORIDA PUBLIC LIBRARY] Did you do anything else other than what we've just discussed?

1. Yes

2. No → Skip 3m12

8. DON'T KNOW → Skip 3m12

9. REFUSED → Skip 3m12

3m11. What else did you do on the Internet?

3m12. About how much time did you spend using the Internet?

MINUTES ON INTERNET:

INTERVIEWER: ENTER RESPONSE IN MINUTES.

IF RESPONDENT ANSWERS IN HOURS, MULTIPLY BY 60.

ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED".

3n. [DURING YOUR LAST VISIT TO A FLORIDA PUBLIC LIBRARY] Did you use a library workstation for some purpose other than to access the Internet?

1. Yes

2. No → Skip to 3o

8. DON'T KNOW → Skip to 3o

9. REFUSED → Skip to 3o

3n2. How much time did you spend using the workstation for purposes other than accessing the Internet?

MINUTES USING WORKSTATION:

INTERVIEWER: ENTER RESPONSE IN MINUTES.

IF RESPONDENT ANSWERS IN HOURS, MULTIPLY BY 60.

3o. [DURING YOUR LAST VISIT TO A FLORIDA PUBLIC LIBRARY] Did you use any other services that I haven't already asked you about?

1. Yes

2. No → Skip to 4

8. DON'T KNOW → Skip to 4

9. REFUSED → Skip to 4

3o2. What other services did you use?

4. Now I'm going to read the four main reasons why people go to a library and then ask you which ones apply to your last visit to a Florida public library. I'll read them all first, and then I'll go over them one-by-one and you can tell me if each one was a reason for your last visit or not. Here's the list.

The first one is for general RECREATION.

The second one is to meet a PERSONAL OR FAMILY NEED.

The third one is to meet an EDUCATIONAL NEED.

And the last one is to meet a WORK OR JOB-RELATED NEED.

4a. Now I'll read them again and you tell me if each one was a reason for your last visit to a Florida public library or not.

INTERVIEWER: CHECK ALL THAT APPLY. MUST PICK AT LEAST ONE.

1. for general RECREATIONAL reading, viewing, or listening

2. to meet a PERSONAL OR FAMILY NEED, for instance to get information about an illness, hobby, or travel, or to keep up with the news or do shopping

3. to meet an EDUCATIONAL NEED, for instance to study or prepare for a class

4. to meet a WORK OR JOB-RELATED NEED such as research or marketing, or to learn more about a financial or legal issue

(If respondent selected more than one reason, ask question 5.)

5. Of the reasons you used the library on your last visit, which one was the most important to you? *(only the reasons selected in 4a should be displayed)*

1. GENERAL RECREATION

2. PERSONAL OR FAMILY NEED

3. EDUCATIONAL NEED

4. WORK OR JOB-RELATED NEED

[ASK QUESTIONS 6-8f3 IF <u>GENERAL RECREATION</u> WAS SELECTED AS A REASON]

6. You said that one purpose for your last library visit was for RECREATIONAL reading, viewing, or listening. Did you have something particular in mind for that visit or did you go with general interest and nothing particular in mind?

1. Something particular in mind

2. Nothing particular in mind

8. DON'T KNOW

9. REFUSED

7. In what ways did the things that you read, viewed, listened to, or checked out for recreational purposes on your last visit affect you? I'll read some possible ways and you can let me know if each one applies to your last visit or not. Would you say that the things you read, viewed, listened to, or checked out.....

[INTERVIEWER: CHECK ALL THAT APPLY.]

1. Helped you learn something new?

2. Resulted in a new way of thinking about things for you?

3. Inspired you?

4. Led you to other interests?

5. Encouraged you to further reading, viewing, or listening?

6. Broadened your perspective on life?

7. Anything else? *(SPECIFY)*

8. NOTHING SELECTED (NOT PARTICULARLY USEFUL)

88. DON'T KNOW

99. REFUSED

8a. If there were no public library, would you have gone elsewhere to obtain the books, videos, or music items?

1. Yes

2. No → Skip to 23 or next need

8. DON'T KNOW → Skip to 23 or next need

9. REFUSED → Skip to 23 or next need

8b. How would you have obtained them?   Would you have...

1. Bought or rented the items → Skip to 8c

2. Borrowed from a friend or acquaintance → Skip to 23 or next need

3. Other (SPECIFY) → Skip to 23 or next need

8. DON'T KNOW → Skip to 23 or next need

9. REFUSED → Skip to 23 or next need

8c. Now I need to ask you about how much time and money you think would have been involved if you had bought or rented the items. I just need your best estimate on these questions.

First of all, how much time do you think it would have taken to make a trip to buy or rent the items?   NUMBER OF MINUTES:

INTERVIEWER: IF RESPONDENT GIVES ANSWER IN HOURS, MULTIPLY BY 60.

ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED".

8d. About how far would you have had to travel?

NUMBER OF MILES:

INTERVIEWER: ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED".

8e. And how much do you think it would have cost you to buy or rent the items?

COST IN DOLLARS:

INTERVIEWER: ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED".

8f1. Would there have been any PARKING expenses involved?

[IF YES] About how much would that have cost?

COST IN DOLLARS:

INTERVIEWER: ENTER 0 IF NO EXPENSE OR EXPENSE DOES NOT APPLY.

ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED".

8f2. Would there have been any PUBLIC TRANSPORTATION expenses involved?

[IF YES] About how much would that have cost?

COST IN DOLLARS:

INTERVIEWER: ENTER 0 IF NO EXPENSE OR EXPENSE DOES NOT APPLY.

ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED".

8f3. Would there have been any OTHER expenses involved?

[IF YES] About how much would that have cost?

COST IN DOLLARS:

INTERVIEWER: ENTER 0 IF NO EXPENSE OR EXPENSE DOES NOT APPLY.

ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED".

9. You said that one purpose of your last library visit was to meet PERSONAL NEEDS. I'm going to read some types of personal needs for which someone might go to the library for help. For each one, let me know if it applied to your last visit. Did you go...

INTERVIEWER: CHECK ALL THAT APPLY.

01. For help with a health or wellness problem

02. For help with personal finances

03. For help with job hunting

04 For help with a day-to-day problem, such as how to get somewhere or shopping

05. For help with a hobby or work around the home

06. For help with an occasional problem, such as purchasing a home

07. To learn more about your culture or religion

08. To keep up with the news

09. To correspond with family or friends

10. Something else (SPECIFY)

11. NONE SELECTED

88. DON'T KNOW

99. REFUSED

10. How important was the information or services provided by the library in meeting your personal needs? Use a number between 1 and 5, where 1 means not at all important and 5 means absolutely essential.

1. NOT AT ALL IMPORTANT

2.

3.

4.

5. ABSOLUTELY ESSENTIAL

8. DON'T KNOW

9. REFUSED

(If answer is "1", skip to 12)

11a. In what ways was the information or services important in meeting your needs? Did it save you time?

1. Yes

2. No → Skip to 11b

7. NOT APPLICABLE → Skip to 11b

8. DON'T KNOW → Skip to 11b

9. REFUSED → Skip to 11b

11a1. About how much time did it save you?   I just need your best estimate.

NUMBER OF HOURS:

INTERVIEWER: ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED"

11b. Did it save you money?

1. Yes

2. No → Skip to 11c

7. NOT APPLICABLE → Skip to 11c

8. DON'T KNOW → Skip to 11c

9. REFUSED → Skip to 11c

11b1. About how much money did it save you?   I just need your best estimate.

NUMBER OF DOLLARS:

INTERVIEWER: ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED"

11c. Did it answer all of your questions?

1. Yes

2. No

7. NOT APPLICABLE

8. DON'T KNOW

9. REFUSED

11d. Did it lead to a favorable outcome?

1. Yes

2. No → Skip to 11e

7. NOT APPLICABLE → Skip to 11e

8. DON'T KNOW → Skip to 11e

9. REFUSED → Skip to 11e

11d1. What was the favorable outcome?

11e. Did it lead you to another useful source of information?

1. Yes

2. No → Skip to 11f

7. NOT APPLICABLE → Skip to 11f

8. DON'T KNOW → Skip to 11f

9. REFUSED → Skip to 11f

11e1. What was that source?

11f. Are there any other ways in which the information or services were important in meeting your needs?

1. Yes

2. No → Skip to 12

8. DON'T KNOW → Skip to 12

9. REFUSED → Skip to 12

11f1. What ways?

12. If there were no public library, what would you have done to address your personal need? Would you have....

1. not bothered to do anything

2. needed the information but not known where else to go for it

3. gotten the information from another source, such as a store or a friend

8. DON'T KNOW

9. REFUSED

(Ask 12a through 12e4 only if 3 was chosen in 12; otherwise, skip to 23 or next need)

12a. What source? Where would you have gotten the information?

12b. Now I need to ask you about how much time and money you think would have been involved if you had to get the information from this other source. I just need your best estimate on these questions.

First of all, how much time do you think it would have taken to use this other source?

NUMBER OF HOURS:

INTERVIEWER: ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED".

12c. About how far would you have had to travel to use this other source?

NUMBER OF MILES:

INTERVIEWER: ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED".

12d. And how much do you think it would have cost you to use this other source?

COST IN DOLLARS:

INTERVIEWER: ENTER 7777 FOR "NOT APPLICABLE"

                8888 FOR "DON'T KNOW"

                9999 FOR "REFUSED"

12e1 . Would there have been any PARKING expenses involved?

[IF YES] About how much would that have cost?

COST IN DOLLARS:

INTERVIEWER: ENTER 0 IF NO EXPENSE OR EXPENSE DOES NOT APPLY.

                ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED".

12e2 . Would there have been any PUBLIC TRANSPORTATION expenses involved?

 [IF YES] About how much would that have cost?

COST IN DOLLARS:

INTERVIEWER: ENTER 0 IF NO EXPENSE OR EXPENSE DOES NOT APPLY.

                ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED".

12e3 . Would there have been any TELEPHONE expenses involved?

[IF YES] About how much would that have cost?

COST IN DOLLARS:

INTERVIEWER: ENTER 0 IF NO EXPENSE OR EXPENSE DOES NOT APPLY.

                ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED".

12e4. Would there have been any OTHER expenses involved?

[IF YES] About how much would that have cost?

COST IN DOLLARS:

INTERVIEWER: ENTER 0 IF NO EXPENSE OR EXPENSE DOES NOT APPLY.

ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED".

(skip to 23 or next need)

13. You said that one purpose for your last library visit was for EDUCATIONAL purposes. Are you a teacher?

1. Yes

2. No → Skip to 14

8. DON'T KNOW → Skip to 14

9. REFUSED → Skip to 14

13a. What level or grade do you teach?

1. Home school

2. Preschool

3. K through 8

4. 9 through 12 (high school)

5. College or university

8. DON'T KNOW

9. REFUSED

13b. I'll read some things that may have been reasons for your last library visit and for each one please tell me if it applies.

INTERVIEWER: CHECK ALL THAT APPLY

1. to prepare a lesson

2. to do grading

3. to keep up with the literature

4. to prepare a presentation

5. to write a paper

6. something else (SPECIFY)

7. NONE SELECTED

8. DON'T KNOW

9. REFUSED

13c. Are you enrolled in a virtual or distance education program?

1. Yes

2. No

8. DON'T KNOW

9. REFUSED

(skip to 16)

14. Are you a student?

1. Yes

2. No → Skip to 15

8. DON'T KNOW → Skip to 15

9. REFUSED → Skip to 15

14a. What is your grade level?

1. Home schooled

2. High school

3. Undergraduate student

4. Graduate student

8. DON'T KNOW

9. REFUSED

14b. Are you enrolled in a virtual or distance education program?

1. Yes

2. No

8. DON'T KNOW

9. REFUSED

14c. I'll read some things that may have been reasons for your last library visit and for each one please tell me if it applies. Did you...

INTERVIEWER: CHECK ALL THAT APPLY

1. use the library for a place to study

2. use the library to get information for a specific assignment

3. do something else (SPECIFY)

4. NONE SELECTED

8. DON'T KNOW

9. REFUSED

(skip to 16)

15. What was the educational purpose of your last library visit?

16. How important was the information or services provided by the library in meeting your educational needs? Use a number between 1 and 5, where 1 means not at all important and 5 means absolutely essential.

1. NOT AT ALL IMPORTANT

2.

3.

4.

5. ABSOLUTELY ESSENTIAL

8. DON'T KNOW

9. REFUSED

(If answer is "1", skip to 18)

17a. In what ways was the information or services important in meeting your needs? Did it save you time?

1. Yes

2. No → Skip to 17b

7. NOT APPLICABLE → Skip to 17b

8. DON'T KNOW → Skip to 17b

9. REFUSED → Skip to 17b

17a1. About how much time did it save you?

NUMBER OF HOURS:

INTERVIEWER: ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED"

17b. Did it save you money?

1. Yes

2. No → Skip to 17c

7. NOT APPLICABLE → Skip to 17c

8. DON'T KNOW → Skip to 17c

9. REFUSED → Skip to 17c

17b1. About how much money did it save you? I just need your best estimate. [IN DOLLARS]

NUMBER OF DOLLARS:

INTERVIEWER: ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED"

17c. Was the library the only source of information or services you could use?

1. Yes

2. No

7. NOT APPLICABLE

8. DON'T KNOW

9. REFUSED

17d. Did it answer all of your questions?

1. Yes

2. No

7. NOT APPLICABLE

8. DON'T KNOW

9. REFUSED

17e. Did it improve your assignment or lesson?

1. Yes

2. No

7. NOT APPLICABLE

8. DON'T KNOW

9. REFUSED

17f. Did it broaden your knowledge?

1. Yes

2. No

7. NOT APPLICABLE

8. DON'T KNOW

9. REFUSED

17g. Was it essential to your presentation or paper?

1. Yes

2. No

7. NOT APPLICABLE

8. DON'T KNOW

9. REFUSED

17h. Are there any other ways in which the information or services were important in meeting your educational needs?

1. Yes

2. No → Skip to 18

8. DON'T KNOW → Skip to 18

9. REFUSED → Skip to 18

17h1. What ways?

18. If there were no public library, what would you have done to address your educational need? Would you have...

1. not bothered to do anything

2. needed the information but not known where else to go for it

3. gotten the information from another source, such as a store or an academic library

8. DON'T KNOW

9. REFUSED

(Ask 18a through 18e3 only if 3 was chosen in 18; otherwise, skip to 23 or next need)

18a. What source?

18b. Now I need to ask you about how much time and money you think would have been involved if you had to use that source. I just need your best estimate on these questions.

First of all, how much time do you think it would have taken to use this other source?

NUMBER OF HOURS:

INTERVIEWER: ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED".

18c. About how far would you have had to travel to use this other source?

NUMBER OF MILES:

INTERVIEWER: ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED".

18d. And how much do you think it would have cost you to use this other source?

COST IN DOLLARS:

INTERVIEWER: ENTER 7777 FOR "NOT APPLICABLE"

              8888 FOR "DON'T KNOW"

              9999 FOR "REFUSED"

18e1. Would there have been any PARKING expenses involved?

[IF YES] About how much would that have cost?

COST IN DOLLARS:

INTERVIEWER: ENTER 0 IF NO EXPENSE OR EXPENSE DOES NOT APPLY.

              ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED".

18e2. Would there have been any PUBLIC TRANSPORTATION expenses involved?

[IF YES] About how much would that have cost?

COST IN DOLLARS:

INTERVIEWER: ENTER 0 IF NO EXPENSE OR EXPENSE DOES NOT APPLY.

              ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED".

18e3. Would there have been any OTHER expenses involved?

[IF YES] About how much would that have cost?

COST IN DOLLARS:

INTERVIEWER: ENTER 0 IF NO EXPENSE OR EXPENSE DOES NOT APPLY.

ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED".

(skip to 23 or next need)

19. You said that one purpose of your last library visit was to meet WORK OR JOB-RELATED NEEDS. I'll read some possible job-related needs and for each one please tell me if it applies to your last visit or not.

INTERVIEWER: CHECK ALL THAT APPLY.

1. to locate a person or organization

2. to get information about financial matters

3. to get tax information

4. to get information about starting or locating a small business

5. to get information about legal issues

6. to get information about marketing or sales

7. to get information about operations

8. to get information about management or administration

9. to get information for research

10. for something else (SPECIFY)

11. NONE SELECTED

88. DON'T KNOW

99. REFUSED

20. How important was the information or services provided by the library in meeting your work or job-related needs? Use a number between 1 and 5, where 1 means not at all important and 5 means absolutely essential.

1. NOT AT ALL IMPORTANT

2.

3.

4.

5. ABSOLUTELY ESSENTIAL

8. DON'T KNOW

9. REFUSED

(If answer is "1", skip to 22)

21a. In what ways was the information or services important in meeting your needs? Did it save you time?

1. Yes

2. No → Skip to 21b

7. NOT APPLICABLE → Skip to 21b

8. DON'T KNOW → Skip to 21b

9. REFUSED → Skip to 21b

21a1. About how much time did it save you? I just need your best estimate.

NUMBER OF HOURS:

INTERVIEWER: ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED"

21b. Did it save you money?

1. Yes

2. No → Skip to 21c

7. NOT APPLICABLE → Skip to 21c

8. DON'T KNOW → Skip to 21c

9. REFUSED → Skip to 21c

21b1. About how much money did it save you?   I just need your best estimate.

NUMBER OF DOLLARS:

INTERVIEWER: ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED"

21c. Did it improve the work?

1. Yes

2. No

7. NOT APPLICABLE

8. DON'T KNOW

9. REFUSED

21d. Did it speed up the work?

1. Yes

2. No

7. NOT APPLICABLE

8. DON'T KNOW

9. REFUSED

21e. Did it increase the productivity?

1. Yes

2. No

7. NOT APPLICABLE

8. DON'T KNOW

9. REFUSED

21f. Are there any other ways in which the information or services were important in meeting your work or job-related needs?

1. Yes

2. No → Skip to 22

8. DON'T KNOW → Skip to 22

9. REFUSED → Skip to 22

21f1. What ways?

22. If there were no public library, what would you have done to address your job or work-related need? Would you have..

1. not bothered to do anything

2. needed the information but not known where else to go for it

3. gotten the information from another source, such as a store or an academic library

8. DON'T KNOW

9. REFUSED

(Ask 22a through 22e3 only if 3 was chosen in 22; otherwise, skip to 23)

22a. What source?

22b. Now I need to ask you about how much time and money you think would have been involved if you had to use that source. I just need your best estimate on these questions.

First of all, how much time do you think it would have taken to use this other source?

NUMBER OF HOURS:

INTERVIEWER: ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED".

22c. About how far would you have had to travel to use this other source?

NUMBER OF MILES:

INTERVIEWER: ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED".

22d. And how much do you think it would have cost you to use the other source?

COST IN DOLLARS:

INTERVIEWER: ENTER 7777 FOR "NOT APPLICABLE"

               8888 FOR "DON'T KNOW"

               9999 FOR "REFUSED"

22e1. Would there have been any PARKING expenses involved?

[IF YES] About how much would that have cost?

COST IN DOLLARS:

INTERVIEWER: ENTER 0 IF NO EXPENSE OR EXPENSE DOES NOT APPLY.

               ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED".

22e2. Would there have been any PUBLIC TRANSPORTATION expenses involved?

[IF YES] About how much would that have cost?

COST IN DOLLARS:

INTERVIEWER: ENTER 0 IF NO EXPENSE OR EXPENSE DOES NOT APPLY.

               ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED".

22e3. Would there have been any OTHER expenses involved?

[IF YES] About how much would that have cost?

COST IN DOLLARS:

INTERVIEWER: ENTER 0 IF NO EXPENSE OR EXPENSE DOES NOT APPLY.

               ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED".

 (skip to 23 or next need)

23. How much time did it take you to get to the library on your last visit?

NUMBER OF MINUTES:

INTERVIEWER: IF RESPONDENT GIVES ANSWER IN HOURS, MULTIPLY BY 60.

24. How much time did you spend in the library on your last visit?

NUMBER OF HOURS:

INTERVIEWER: ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED"

25. Did you drive or take public transporation?

1. drove → skip to 25a

2. took public transportation→ skip to 25c

3. other (SPECIFY) → skip to 25d

8. DON'T KNOW→ skip to 25d

9. REFUSED→ skip to 25d

25a. How far did you have to drive?

NUMBER OF MILES:

INTERVIEWER: ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED".

25b. How much did it cost you to park?

COST IN DOLLARS:

INTERVIEWER: ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED".

(skip to 25d)

25c. How much did it cost?

COST IN DOLLARS:

INTERVIEWER: ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED".

25d. On your last trip to the library, did you do any other activities such as going....

INTERVIEWER: CHECK ALL THAT APPLY

1. to a coffee shop → ask 25d1

2. to a restaurant → ask 25d1

3. shopping → ask 25d1

4. other (SPECIFY) → ask 25d1

5. NONE SELECTED

8. DON'T KNOW

9. REFUSED

25d1. About how much did you spend? I just need your best estimate.

COST IN DOLLARS:

INTERVIEWER: ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED".

26. You can use the Internet in a public library or through remote library use. I'm going to ask you about OTHER ways you use the Internet, like from home or at the office.   Do you use the Internet other than through your public library?

1. Yes

2. No → Skip to 31

8. DON'T KNOW → Skip to 31

9. REFUSED → Skip to 31

26a. How often do you use it? Do you use it ....

1. Several times a day

2. About once a day

3. 3-5 days a week

4. 1-2 days a week

5. Every few weeks

6. Less often

8. DON'T KNOW

9. REFUSED

27. Do you use the Internet in any of the following places?

INTERVIEWER: CHECK ALL THAT APPLY.

1. at work

2. at home (either yours or someone else's)

3. at school

4. at an Internet café

5. at a museum

6. while traveling

7. somewhere else (SPECIFY)

8. NONE SELECTED

88. DON'T KNOW

99. REFUSED

27a to 27g. About what percentage of your Internet uses are from each of these locations?

1. at work   _____ %

2. at home (either yours or someone else's)   _____ %

3. at school   _____ %

4. at an Internet cafe   _____ %

5. at a museum   _____ %

6. while traveling   _____ %

7. somewhere else   _____ %

(only display locations selected in 27; percentages should add to 100)

28. I'm going to ask some questions concerning the very last time you used the Internet other than through a public library. First, I'm going to read several things you might have done on the

Internet. For each one, please tell me if it applied to the last time you used the Internet other than through a public library.

1. Used for e-mail correspondence

2. Attended a chat room

3. Played online games

4. Got news online

5. Visited a virtual museum exhibit or online museum program

6. Watched a movie or listened to music

7. Looked for information about a service or product you are thinking about buying

8. Viewed and/or downloaded E-books

9. Searched a bibliographic database

10. Viewed and/or downloaded articles

11. Anything else? (SPECIFY)

12. NONE SELECTED

88. DON'T KNOW

99. REFUSED

29. About how much time did you spend using the Internet?

MINUTES ON INTERNET:

INTERVIEWER: ENTER RESPONSE IN MINUTES.

        IF RESPONDENT ANSWERS IN HOURS, MULTIPLY BY 60.

        ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED".

30. Now I'm going to read the four main reasons why people use the Internet and then ask you which ones apply to the very last time you were on the Internet other than through a public library. The first one is....

INTERVIEWER: CHECK ALL THAT APPLY

1. for general RECREATIONAL reading, viewing, or listening

2. to meet a PERSONAL OR FAMILY NEED, for instance to get information about an illness or hobby

3. to meet an EDUCATIONAL NEED, for instance to study or prepare for a class

4. to meet a WORK OR JOB-RELATED NEED for instance to learn more about a financial or legal issue

8. DON'T KNOW

9. REFUSED

31. Now I'd just like to ask you a few questions about the value you place on your public library.

If someone would buy your public library card each year, how much would you ask for it?

1. $1 to $10

2. $11 to $20

3. $21 to $30

4. $31 to $50

5. $51 to $100

6. Over $100

7. I WOULD NOT GIVE IT UP.

8. DON'T KNOW

9. REFUSED

32. If you paid a price for your public library card each year, instead of paying taxes, how much would you be willing to pay for it?

1. $1 to $10

2. $11 to $20

3. $21 to $30

4. $31 to $50

5. $51 to $100

6. Over $100

7. I WOULD NOT PAY FOR IT

8. DON'T KNOW

9. REFUSED

33. About how much do you think you pay a year in taxes that are designated for the public library?

1. $1 to $10

2. $11 to $20

3. $21 to $30

4. $31 to $50

5. $51 to $100

6. Over $100

8. DON'T KNOW

9. REFUSED

[Skip to question 87]

34. The next set of questions focus on this last use.

I'm going to read several services that people use when they connect to the library remotely using the Internet. For each one, please tell me whether it applied to your very last remote use of the library Internet service.

1. Searched the library online catalog

2. Used online reference via e-mail

3. Used an "Ask a Librarian" service

4. Searched a bibliographic database

5. Viewed and/or downloaded E-books

6. Reserved a book in the library

7. Viewed and/or downloaded articles

8. Ordered photocopies

9. Other (SPECIFY)

10. NONE SELECTED

88. DON'T KNOW

99. REFUSED

34a. About how much time did you spend on the Internet?

NUMBER OF MINUTES:

INTERVIEWER: IF RESPONDENT GIVES ANSWER IN HOURS, MULTIPLY BY 60.

ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED".

35. Now I'm going to read the four main reasons why people use the remote library Internet service and then ask you which ones apply to your last use of this service. I'll read them all first, and then I'll go over them one-by-one and you can tell me if each one was a reason for your last use of the library Internet service or not. Here's the list.

The first on is for general ENTERTAINMENT.

The second one is to meet a PERSONAL OR FAMILY NEED.

The third one is to meet an EDUCATIONAL NEED.

And the last one is to meet a WORK OR JOB-RELATED NEED.

35a. Now I'll read them all again and you tell me if each one was a reason for your last use of the library Internet service or not.

INTERVIEWER: CHECK ALL THAT APPLY. MUST PICK AT LEAST ONE.

1. for general ENTERTAINMENT reading, viewing, or listening

2. to meet a PERSONAL OR FAMILY NEED, for instance to get information about an illness, hobby, or travel, or to keep up with the news or do shopping

3. to meet an EDUCATIONAL NEED, for instance to study or prepare for a class

4. to meet a WORK OR JOB-RELATED NEED such as research or marketing, or to learn more about a financial or legal issue

(If respondent selected more than one reason, ask question 36.)

36. Of the reasons you used the remote library Internet service the very last time, which one was the most important to you? *(only the reasons selected by the respondent should be displayed)*

1. General entertainment

2. Personal or family need

3. Educational need

4. Work or job-related need

8. DON'T KNOW

9. REFUSED

[ASK QUESTIONS 37-39f3 IF <u>GENERAL ENTERTAINMENT</u> WAS SELECTED AS A REASON]

37. You said that one reason for your last remote library Internet use was for ENTERTAINMENT. Did you have something particular in mind or did you log on with general interest and nothing particular in mind?

1. Something particular in mind

2. Nothing particular in mind

8. DON'T KNOW

9. REFUSED

38. In what ways did the things that you read, viewed, or listened to for entertainment affect you? I'll read some possible ways and you can let me know if each one applies to your last use or not. Would you say that they.....

INTERVIEWER: CHECK ALL THAT APPLY.

1. Provided a pleasurable interlude

2. Made you more interested in the topic, music, art, etc.

3. Inspired you

4. Led you to other interests

5. Anything else? *(SPECIFY)*

6. NOTHING SELECTED (NOT PARTICULARLY USEFUL)

88. DON'T KNOW

99. REFUSED

39a. If there were no public library Internet service, would you have gone elsewhere to obtain the books, videos, or music items?

1. Yes

2. No → Skip to 55 or next need

8. DON'T KNOW → Skip to 55 or next need

9. REFUSED → Skip to 55 or next need

39b. How would you have obtained them?   Would you have...

1. Bought or rented the items → Skip to 39c

2. Borrowed from a friend or acquaintance → Skip to 55 or next need

3. Listened on the radio or watched on TV → Skip to 55 or next need

4. Other (SPECIFY) → Skip to 55 or next need

8. DON'T KNOW → Skip to 55 or next need

9. REFUSED → Skip to 55 or next need

39c. Now I need to ask you about how much time and money you think would have been involved if you had bought or rented the items. I just need your best estimate on these questions.

First of all, how much time do you think it would have taken to make a trip to buy or rent the items?   NUMBER OF MINUTES:

INTERVIEWER: IF RESPONDENT GIVES ANSWER IN HOURS, MULTIPLY BY 60.

ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED".

39d. About how far would you have had to travel?

NUMBER OF MILES:

INTERVIEWER: ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED".

39e. And how much do you think it would have cost you to buy or rent the items?

COST IN DOLLARS:

INTERVIEWER: ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED".

39f1. Would there have been any PARKING expenses involved?

[IF YES] About how much would that have cost?

COST IN DOLLARS:

INTERVIEWER: ENTER 0 IF NO EXPENSE OR EXPENSE DOES NOT APPLY.

ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED".

39f2. Would there have been any PUBLIC TRANSPORTATION expenses involved?

[IF YES] About how much would that have cost?

COST IN DOLLARS:

INTERVIEWER: ENTER 0 IF NO EXPENSE OR EXPENSE DOES NOT APPLY.

ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED".

39f3. Would there have been any OTHER expenses involved?

[IF YES] About how much would that have cost?

COST IN DOLLARS:

INTERVIEWER: ENTER 0 IF NO EXPENSE OR EXPENSE DOES NOT APPLY.

ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED".

(skip to 55 or next need)

40. You said that one reason for your last remote library Internet use was to meet PERSONAL NEEDS. I'm going to read some types of personal needs for which someone might connect to the library for help. For each one, let me know if it applied to your last remote use.

INTERVIEWER: CHECK ALL THAT APPLY.

01. For help with a health or wellness problem

02. For help with personal finances

03. For help with job hunting

04. For help with a daily problem, such as how to get somewhere or shopping

05. For help with a hobby or work around the home

06. For help with an occasional problem, such as purchasing a home

07. To learn more about your culture or religion

08. To keep up with the news

09. To correspond with family or friends

10. Something else (SPECIFY)

11. NONE SELECTED

88. DON'T KNOW

99. REFUSED

41. How important was the information provided by the library Internet service in meeting your personal needs? Use a number between 1 and 5, where 1 means not at all important and 5 means absolutely essential.

1. NOT AT ALL IMPORTANT

2.

3.

4.

5. ABSOLUTELY ESSENTIAL

8. DON'T KNOW

9. REFUSED

(If answer is "1", skip to 43)

42a. In what ways was the information important in meeting your needs? Did it save you time?

1. Yes

2. No → Skip to 42b

7. NOT APPLICABLE → Skip to 42b

8. DON'T KNOW → Skip to 42b

9. REFUSED → Skip to 42b

42a1. About how much time did it save you? I just need your best estimate.

NUMBER OF HOURS:

INTERVIEWER: ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED"

42b. Did it save you money?

1. Yes

2. No → Skip to 42c

7. NOT APPLICABLE → Skip to 42c

8. DON'T KNOW → Skip to 42c

9. REFUSED → Skip to 42c

42b1. About how much money did it save you? I just need your best estimate.

NUMBER OF DOLLARS:

INTERVIEWER: ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED"

42c. Did it answer all of your questions?

1. Yes

2. No

7. NOT APPLICABLE

8. DON'T KNOW

9. REFUSED

42d. Did it lead to a favorable outcome?

1. Yes

2. No → Skip to 42e

7. NOT APPLICABLE → Skip to 42e

8. DON'T KNOW → Skip to 42e

9. REFUSED → Skip to 42e

42d1. What was the favorable outcome?

42e. Did it lead you to another useful source of information?

1. Yes

2. No → Skip to 42f

7. NOT APPLICABLE → Skip to 42f

8. DON'T KNOW → Skip to 42f

9. REFUSED → Skip to 42f

42e1. What was that source?

42f. Are there any other ways in which the information or services were important in meeting your personal needs?

1. Yes

2. No → Skip to 43

8. DON'T KNOW → Skip to 43

9. REFUSED → Skip to 43

42f1. What ways?

43. If there were no public library, what would you have done to address your personal need?

Would you have...

1. not bothered to do anything

2. needed the information but not known where else to go for it

3. gotten the information from another source, such as a store or somewhere else on the Internet

8. DON'T KNOW

9. REFUSED

(Ask43a through 43e3 only if 3 was chosen in 43; otherwise, skip to 55 or next need)

43a. What source? Where would you have gotten the information?

43b. Now I need to ask you about how much time and money you think would have been involved if you had to get the information from this other source. I just need your best estimate on these questions.

First of all, how much time do you think it would have taken to use this other source?
NUMBER OF HOURS:

INTERVIEWER: ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED".

43c. About how far would you have had to travel?

NUMBER OF MILES:

INTERVIEWER: ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED".

43d. And how much do you think it would have cost you to use this other source?

COST IN DOLLARS:

INTERVIEWER: ENTER 7777 FOR "NOT APPLICABLE"

            8888 FOR "DON'T KNOW"

            9999 FOR "REFUSED"

43e1. Would there have been any PARKING expenses involved?

[IF YES] About how much would that have cost?

COST IN DOLLARS:

INTERVIEWER: ENTER 0 IF NO EXPENSE OR EXPENSE DOES NOT APPLY.

ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED".

43e2. Would there have been any PUBLIC TRANSPORTATION expenses involved?

[IF YES] About how much would that have cost?

COST IN DOLLARS:

INTERVIEWER: ENTER 0 IF NO EXPENSE OR EXPENSE DOES NOT APPLY.

ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED".

43e3. Would there have been any OTHER expenses involved?

[IF YES] About how much would that have cost?

COST IN DOLLARS:

INTERVIEWER: ENTER 0 IF NO EXPENSE OR EXPENSE DOES NOT APPLY.

ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED".

(skip to 55 or next need)

44. You indicated that one purpose of your last remote library Internet use was for EDUCATIONAL purposes. Are you a teacher?

1. Yes

2. No → Skip to 45

8. DON'T KNOW → Skip to 45

9. REFUSED → Skip to 45

44a. What level or grade do you teach?

1. Home school

2. Preschool

3. K through 8

4. 9 through 12 (high school)

5. College or university

8. DON'T KNOW

9. REFUSED

44b. I'll read some things that may have been reasons for your last remote library Internet use and for each one please tell me if it applies.

INTERVIEWER: CHECK ALL THAT APPLY

1. to prepare a lesson

2. to do grading

3. to keep up with the literature

4. to prepare a presentation

5. to write a paper

6. something else (SPECIFY)

7. NONE SELECTED

8. DON'T KNOW

9. REFUSED

44c. Are you enrolled in a virtual or distance education program?

1. Yes

2. No

8. DON'T KNOW

9. REFUSED

(skip to 48)

45. Are you a student?

1. Yes

2. No → Skip to 47

8. DON'T KNOW → Skip to 47

9. REFUSED → Skip to 47

45a. What is your grade level?

1. Home schooled

2. High school

3. Undergraduate student

4. Graduate student

8. DON'T KNOW

9. REFUSED

45b. Are you enrolled in a virtual or distance education program?

1. Yes

2. No

8. DON'T KNOW

9. REFUSED

46a. Was one of the purposes of your last remote library Internet use to get information for a classroom assignment?

1. Yes

2. No

8. DON'T KNOW

9. REFUSED

46b. Did you have some other educational purpose for your last remote library Internet use?

1. Yes

2. No → skip to 48

8. DON'T KNOW → skip to 48

9. REFUSED → skip to 48

46b1. What other education-related purposes did you have during your last remote library connection via the Internet? *(skip to 48)*

47. What was the educational purpose of your last remote library Internet use?

48. How important was the information or services in meeting your educational needs? Use a number between 1 and 5, where 1 means not at all important and 5 means absolutely essential.

1. NOT AT ALL IMPORTANT

2.

3.

4.

5. ABSOLUTELY ESSENTIAL

8. DON'T KNOW

9. REFUSED

(If answer is "1", skip to 50)

49a. In what ways was the information or services important in meeting your educational needs? Did it save you time?

1. Yes

2. No → Skip to 49b

7. NOT APPLICABLE → Skip to 49b

8. DON'T KNOW → Skip to 49b

9. REFUSED → Skip to 49b

49a1. About how much time did it save you?   I just need your best estimate.

NUMBER OF HOURS:

INTERVIEWER: ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED"

49b. Did it save you money?

1. Yes

2. No → Skip to 49c

7. NOT APPLICABLE → Skip to 49c

8. DON'T KNOW → Skip to 49c

9. REFUSED → Skip to 49c

49b1. About how much money did it save you?   I just need your best estimate.

NUMBER OF DOLLARS:

INTERVIEWER: ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED"

49c. Was the library the only source of information or services you could use?

1. Yes

2. No

7. NOT APPLICABLE

8. DON'T KNOW

9. REFUSED

49d. Did it answer all of your questions?

1. Yes

2. No

7. NOT APPLICABLE

8. DON'T KNOW

9. REFUSED

49e. Did it improve your assignment or lesson?

1. Yes

2. No

7. NOT APPLICABLE

8. DON'T KNOW

9. REFUSED

49f. Did it broaden your knowledge?

1. Yes

2. No

7. NOT APPLICABLE

8. DON'T KNOW

9. REFUSED

49g. Was it essential to your presentation or paper?

1. Yes

2. No

7. NOT APPLICABLE

8. DON'T KNOW

9. REFUSED

49h. Are there any other ways in which the information or services were important in meeting your educational needs?

1. Yes

2. No → Skip to 50

8. DON'T KNOW → Skip to 50

9. REFUSED → Skip to 50

49h1. What ways?

50. If there were no public library, what would you have done to address your educational need? Would you have...

1. not bothered to do anything

2. needed the information but not known where else to go for it

3. gotten the information from another source, such as a store or somewhere else on the Internet

8. DON'T KNOW

9. REFUSED

(Ask 50a through 50e3 only if 3 was chosen in 50; otherwise, skip to 55 or next need)

50a. What source? Where would you have gotten the information?

50b. Now I need to ask you about how much time and money you think would have been involved if you had to use that source. I just need your best estimate on these questions.

First of all, how much time do you think it would have taken to use this other source?

NUMBER OF HOURS:

INTERVIEWER: ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED".

50c. About how far would you have had to travel to use this other source?

NUMBER OF MILES:

INTERVIEWER: ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED".

50d. And how much do you think it would have cost you to use this other source?

COST IN DOLLARS:

INTERVIEWER: ENTER 7777 FOR "NOT APPLICABLE"

 8888 FOR "DON'T KNOW"

 9999 FOR "REFUSED"

50e1. Would there have been any PARKING expenses involved?

[IF YES] About how much would that have cost?

COST IN DOLLARS:

INTERVIEWER: ENTER 0 IF NO EXPENSE OR EXPENSE DOES NOT APPLY.

 ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED".

50e2. Would there have been any PUBLIC TRANSPORTATION expenses involved?

[IF YES] About how much would that have cost?

COST IN DOLLARS:

INTERVIEWER: ENTER 0 IF NO EXPENSE OR EXPENSE DOES NOT APPLY.

 ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED".

50e3. Would there have been any OTHER expenses involved?

[IF YES] About how much would that have cost?

COST IN DOLLARS:

INTERVIEWER: ENTER 0 IF NO EXPENSE OR EXPENSE DOES NOT APPLY.

 ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED".

(skip to 55 or next need)

51. You said that one purpose of your last remote library Internet use was to meet WORK OR JOB-RELATED NEEDS. I'll read some possible job-related needs and for each one please tell me if it applies to your last connection or not.

INTERVIEWER: CHECK ALL THAT APPLY.

1. to locate a person or organization

2. to get information about financial matters

3. to get tax information

4. to get information about starting or locating a small business

5. to get information about legal issues

6. to get information about marketing or sales

7. to get information about operations

8. to get information about management or administration

9. to get information for research

10. for something else (SPECIFY)

11. NONE SELECTED

88. DON'T KNOW

99. REFUSED

52. How important was the information or services provided by the library Internet service in meeting your work or job-related needs? Use a number between 1 and 5, where 1 means not at all important and 5 means absolutely essential.

1. NOT AT ALL IMPORTANT

2.

3.

4.

5. ABSOLUTELY ESSENTIAL

8. DON'T KNOW

9. REFUSED

(If answer is "1", skip to 54)

53a. In what ways was the information or services important in meeting your job or work-related needs? Did it save you time?

1. Yes

2. No → Skip to 53b

7. NOT APPLICABLE → Skip to 53b

8. DON'T KNOW → Skip to 53b

9. REFUSED → Skip to 53b

53a1. About how much time did it save you? I just need your best estimate.

NUMBER OF HOURS:

INTERVIEWER: ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED"

53b. Did it save you money?

1. Yes

2. No → Skip to 53c

7. NOT APPLICABLE → Skip to 53c

8. DON'T KNOW → Skip to 53c

9. REFUSED → Skip to 53c

53b1. About how much money did it save you? I just need your best estimate.

NUMBER OF DOLLARS:

INTERVIEWER: ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED"

53c. Did it improve the work?

1. Yes

2. No

7. NOT APPLICABLE

8. DON'T KNOW

9. REFUSED

53d. Did it speed up the work?

1. Yes

2. No

7. NOT APPLICABLE

8. DON'T KNOW

9. REFUSED

53e. Did it increase the productivity?

1. Yes

2. No

7. NOT APPLICABLE

8. DON'T KNOW

9. REFUSED

53f. Are there any other ways in which the information or services were important in meeting your work or job-related needs?

1. Yes

2. No → Skip to 54

8. DON'T KNOW → Skip to 54

9. REFUSED → Skip to 54

53f1. What ways?

54. If there were no public library, what would you have done to address the job or work-related need? Would you have...

1. not bothered to do anything

2. needed the information but not known where else to go for it

3. gotten the information from another source, such as a store or an academic library

8. DON'T KNOW

9. REFUSED

(Ask 54a through 54e3 only if 3 was chosen in 54; otherwise, skip to 55)

54a. What source? Where would you have gotten the information?

54b. Now I need to ask you about how much time and money you think would have been involved if you had to use that source. I just need your best estimate on these questions.

First of all, how much time do you think it would have taken to use this other source?

NUMBER OF HOURS:

INTERVIEWER: ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED".

54c. About how far would you have had to travel to use this other source?

NUMBER OF MILES:

INTERVIEWER: ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED".

54d. And how much do you think it would have cost you to use this other source?

COST IN DOLLARS:

INTERVIEWER: ENTER 7777 FOR "NOT APPLICABLE"

              8888 FOR "DON'T KNOW"

              9999 FOR "REFUSED"

54e1. Would there have been any PARKING expenses involved?

[IF YES] About how much would that have cost?

COST IN DOLLARS:

INTERVIEWER: ENTER 0 IF NO EXPENSE OR EXPENSE DOES NOT APPLY.

              ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED".

54e2. Would there have been any PUBLIC TRANSPORTATION expenses involved?

[IF YES] About how much would that have cost?

COST IN DOLLARS:

INTERVIEWER: ENTER 0 IF NO EXPENSE OR EXPENSE DOES NOT APPLY.

ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED".

54e3. Would there have been any OTHER expenses involved?

[IF YES] About how much would that have cost?

COST IN DOLLARS:

INTERVIEWER: ENTER 0 IF NO EXPENSE OR EXPENSE DOES NOT APPLY.

ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED".

(skip to 55 or next need)

55. You just told me about your last remote visit to the library. Now I'm going to ask you about other ways you use the Internet from home, office, etc.   Do you use the Internet other than through your public library?

1. Yes

2. No → Skip to 60

8. DON'T KNOW → Skip to 60

9. REFUSED → Skip to 60

55a. How often do you use it? Do you use it ....

1. Several times a day

2. About once a day

3. 3-5 days a week

4. 1-2 days a week

5. Every few weeks

6. Less often

8. DON'T KNOW

9. REFUSED

56. Do you use the Internet in any of the following places?

INTERVIEWER: CHECK ALL THAT APPLY.

1. at work

2. at home (either yours or someone else's)

3. at school

4. at an Internet café

5. at a museum

6. while traveling

7. somewhere else (SPECIFY)

8. NONE SELECTED

88. DON'T KNOW

99. REFUSED

56a to 56g. And about what percentage of your Internet uses are from each of these locations?

1. at work	_____ %
2. at home (either yours or someone else's)	_____ %
3. at school	_____ %
4. at an Internet cafe	_____ %
5. at a museum	_____ %
6. while traveling	_____ %
7. somewhere else	_____ %

(only display locations selected in 56; percentages should add to 100)

57. I'm going to ask some questions concerning the very last time you used the Internet other than through a public library. First, I'm going to read several things you might have done on the Internet. For each one, please tell me if it applied to the last time you used the Internet other than through a public library.

1. Used for e-mail correspondence

2. Attended a chat room

3. Played online games

4. Got news online

5. Visited a virtual museum exhibit or online museum program

6. Watched a movie or listened to music

7. Looked for information about a service or product you are thinking about buying

8. Viewed and/or downloaded E-books

9. Searched a bibliographic database

10. Viewed and/or downloaded articles

11. Anything else? (SPECIFY)

12. NONE SELECTED

88. DON'T KNOW

99. REFUSED

58. About how much time did you spend using the Internet?

MINUTES ON INTERNET:

INTERVIEWER: ENTER RESPONSE IN MINUTES.

　　　　　IF RESPONDENT ANSWERS IN HOURS, MULTIPLY BY 60.

　　　　　ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED".

59. Now I'm going to read the four main reasons why people use the Internet and then ask you which ones apply to the very last time you were on the Internet other than through a public library. The first one is....

INTERVIEWER: CHECK ALL THAT APPLY

1. for general RECREATIONAL reading, viewing, or listening

2. to meet a PERSONAL OR FAMILY NEED, for instance to get information about an illness or hobby

3. to meet an EDUCATIONAL NEED, for instance to study or prepare for a class

4. to meet a WORK OR JOB-RELATED NEED for instance to learn more about a financial or legal issue

8. DON'T KNOW

9. REFUSED

60. Now I'd just like to ask you a few questions about the value you place on your public library.

If someone would buy your public library card each year, how much would you ask for it?

1. $1 to $10

2. $11 to $20

3. $21 to $30

4. $31 to $50

5. $51 to $100

6. Over $100

7. I WOULD NOT GIVE IT UP.

8. DON'T KNOW

9. REFUSED

61. If you paid a price for your public library card each year, instead of paying taxes, how much would you be willing to pay for it?

1. $1 to $10

2. $11 to $20

3. $21 to $30

4. $31 to $50

5. $51 to $100

6. Over $100

7. I WOULD NOT PAY FOR IT

8. DON'T KNOW

9. REFUSED

62. About how much do you think you pay a year in taxes that are designated for the public library?

1. $1 to $10

2. $11 to $20

3. $21 to $30

4. $31 to $50

5. $51 to $100

6. Over $100

8. DON'T KNOW

9. REFUSED

[Skip to question 87]

63. Now I want to ask you a few questions about Internet use.

Do you use the Internet?

1. Yes

2. No → Skip to 88

8. DON'T KNOW → Skip to 88

9. REFUSED → Skip to 88

63a. How often do you use it? Do you use it ....

1. Several times a day

2. About once a day

3. 3-5 days a week

4. 1-2 days a week

5. Every few weeks

6. Less often

8. DON'T KNOW

9. REFUSED

64. Do you use the Internet in any of the following places?

INTERVIEWER: CHECK ALL THAT APPLY.

1. at work

2. at home (either yours or someone else's)

3. at a library

4. at school

5. at an Internet café

6. at a museum

7. while traveling

8. somewhere else (SPECIFY)

9. NONE SELECTED

88. DON'T KNOW

99. REFUSED

64a to 64h. And about what percentage of your Internet uses are from each of these locations?

1. at work	_____	%
2. at home (either yours or someone else's)	_____	%
3. at a library	_____	%
4. at school	_____	%
5. at an Internet cafe	_____	%

6. at a museum   _____ %

7. while traveling   _____ %

8. somewhere else   _____ %

(only display locations selected in 64; percentages should add to 100)

65. I'm going to ask some questions concerning the very last time you used the Internet. First, I'm going to read several things you might have done on the Internet. For each one, please tell me if it applied to the last time you used the Internet.

1. Used for e-mail correspondence

2. Attended a chat room

3. Played online games

4. Got news online

5. Visited a virtual museum exhibit or online museum program

6. Watched a movie or listened to music

7. Looked for information about a service or product you are thinking about buying

8. Viewed and/or downloaded E-books

9. Searched a bibliographic database

10. Viewed and/or downloaded articles

11. Anything else? (SPECIFY)

12. NONE SELECTED

88. DON'T KNOW

99. REFUSED

66. About how much time did you spend using the Internet the very last time?

MINUTES ON INTERNET:

INTERVIEWER: ENTER RESPONSE IN MINUTES.

         IF RESPONDENT ANSWERS IN HOURS, MULTIPLY BY 60.

         ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED".

67. Now I'm going to read the four main reasons why people use the Internet and then ask you which ones apply to your last use. I'll read them all first, and then I'll go over them one-by-one and you can tell me if each one was a reason for your last use of the Internet or not. Here's the list.

The first one is for general ENTERTAINMENT.

The second is to meet a PERSONAL OR FAMILY NEED.

The third one is to meet an EDUCATIONAL NEED.

And the last one is to meet a WORK OR JOB-RELATED NEED.

67a. Now I'm going to read them again and you tell me if each one was a reason for your last use of the Internet or not.

INTERVIEWER: CHECK ALL THAT APPLY (MUST PICK AT LEAST ONE)

1. for general ENTERTAINMENT reading, viewing, or listening

2. to meet a PERSONAL OR FAMILY NEED, for instance to get information about an illness, hobby, or travel, or to keep up with the news or do shopping

3. to meet an EDUCATIONAL NEED, for instance to study or prepare for a class

4. to meet a WORK OR JOB-RELATED NEED such as research or marketing, or to learn more about a financial or legal issue

(If respondent selected more than one reason, ask question 68.)

68. Of the reasons you used the Internet the very last time, which one was the most important to you? *(only the reasons selected by the respondent should be displayed)*

1. General entertainment

2. Personal or family need

3. Educational need

4. Work or job-related need

8. DON'T KNOW

9. REFUSED

[ASK QUESTIONS 69-71f3 IF <u>GENERAL ENTERTAINMENT</u> WAS SELECTED AS A REASON]

69. You said that one reason for your last use of the Internet was for ENTERTAINMENT. Did you have something particular in mind or did you log on with general interest and nothing particular in mind?

1. Something particular in mind

2. Nothing particular in mind

8. DON'T KNOW

9. REFUSED

70. In what ways did the things that you read, viewed, or listened to for entertainment affect you? I'll read some possible ways and you can let me know if each one applies to your last use or not. Would you say that the things you read, viewed, or listened to.....

INTERVIEWER: CHECK ALL THAT APPLY.

1. Provided a pleasurable interlude?

2. Made you more interested in the music, art, or whatever you were using?

3. Inspired you?

4. Anything else? *(SPECIFY)*

5. NOTHING SELECTED (NOT PARTICULARLY USEFUL)

88. DON'T KNOW

99. REFUSED

71a. If there were no Internet, would you have gone elsewhere to obtain the books, videos, or music items?

1. Yes

2. No → Skip to 86 or next need

8. DON'T KNOW → Skip to 86 or next need

9. REFUSED → Skip to 86 or next need

71b. How would you have obtained them?   Would you have...

1. Bought or rented the items → Skip to 71c

2. Borrowed from a friend or acquaintance → Skip to 86 or next need

3. Listened on the radio or watched on TV → Skip to 86 or next need

4. Other (SPECIFY) → Skip to 86 or next need

8. DON'T KNOW → Skip to 86 or next need

9. REFUSED → Skip to 86 or next need

71c. Now I need to ask you about how much time and money you think would have been involved if you had bought or rented the items. I just need your best estimate on these questions.

First of all, how much time do you think it would have taken to make a trip to buy or rent the items?   NUMBER OF MINUTES:

INTERVIEWER: IF RESPONDENT GIVES ANSWER IN HOURS, MULTIPLY BY 60.

ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED".

71d. About how far would you have had to travel?

NUMBER OF MILES:

INTERVIEWER: ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED".

71e. And how much do you think it would have cost you to buy or rent the items?

COST IN DOLLARS:

INTERVIEWER: ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED".

71f1. Would there have been any PARKING expenses involved?

[IF YES] About how much would that have cost?

COST IN DOLLARS:

INTERVIEWER: ENTER 0 IF NO EXPENSE OR EXPENSE DOES NOT APPLY.

ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED".

71f2. Would there have been any PUBLIC TRANSPORTATION expenses involved?

[IF YES] About how much would that have cost?

COST IN DOLLARS:

INTERVIEWER: ENTER 0 IF NO EXPENSE OR EXPENSE DOES NOT APPLY.

ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED".

71f3. Would there have been any OTHER expenses involved?

[IF YES] About how much would that have cost?

COST IN DOLLARS:

INTERVIEWER: ENTER 0 IF NO EXPENSE OR EXPENSE DOES NOT APPLY.

ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED".

(skip to 86 or next need)

72. You said that one purpose of your last connection to the Internet was to meet PERSONAL NEEDS. I'm going to read some types of personal needs for which someone might connect to the Internet for help. For each one, let me know if it applied to your last use of the Internet.

INTERVIEWER: CHECK ALL THAT APPLY.

01. For help with a health or wellness problem

02. For help with personal finances

03. For help with job hunting

04 For help with a day-to-day problem, such as how to get somewhere or shopping

05. For help with a hobby or work around the home

06. For help with an occasional problem, such as purchasing a home

07. To learn more about your culture or religion

08. To keep up with the news

09. To correspond with family or friends

10. Something else (SPECIFY)

11. NONE SELECTED

88. DON'T KNOW

99. REFUSED

73. How important was the information provided by Internet in meeting your personal needs? Use a number between 1 and 5, where 1 means not at all important and 5 means absolutely essential.

1. NOT AT ALL IMPORTANT

2.

3.

4.

5. ABSOLUTELY ESSENTIAL

8. DON'T KNOW

9. REFUSED

(If answer is "1", skip to 75)

74a. In what ways was the information important in meeting your needs? Did it save you time?

1. Yes

2. No → Skip to 74b

7. NOT APPLICABLE → Skip to 74b

8. DON'T KNOW → Skip to 74b

9. REFUSED → Skip to 74b

74a1. About how much time did it save you? I just need your best estimate.

NUMBER OF HOURS:

INTERVIEWER: ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED"

74b. Did it save you money?

1. Yes

2. No → Skip to 74c

7. NOT APPLICABLE → Skip to 74c

8. DON'T KNOW → Skip to 74c

9. REFUSED → Skip to 74c

74b1. About how much money did it save you?

NUMBER OF DOLLARS:

INTERVIEWER: ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED"

74c. Did it answer all of your questions?

1. Yes

2. No

7. NOT APPLICABLE

8. DON'T KNOW

9. REFUSED

74d. Did it lead to a favorable outcome?

1. Yes

2. No → Skip to 74e

7. NOT APPLICABLE → Skip to 74e

8. DON'T KNOW → Skip to 74e

9. REFUSED → Skip to 74e

74d1. What was the favorable outcome?

74e. Did it lead you to another useful source of information?

1. Yes

2. No → Skip to 74f

7. NOT APPLICABLE → Skip to 74f

8. DON'T KNOW → Skip to 74f

9. REFUSED → Skip to 74f

74e1. What was that source?

74f. Are there any other ways in which the information or services were important in meeting your personal needs?

1. Yes

2. No → Skip to 75

8. DON'T KNOW → Skip to 75

9. REFUSED → Skip to 75

74f1. What ways?

75. If there were no Internet, what would you have done to address your personal need? Would you have....

1. not bothered to do anything

2. needed the information but not known where else to go for it

3. gotten the information from another source, such as a store or a public library

8. DON'T KNOW

9. REFUSED

(Ask75a through 75e3 only if 3 was chosen in 75; otherwise, skip to 86 or next need)

75a. What source? Where would you have gotten the information?

75b. Now I need to ask you about how much time and money you think would have been involved if you had to get the information from this other source. I just need your best estimate on these questions.

First of all, how much time do you think it would have taken to use this other source?

NUMBER OF HOURS:

INTERVIEWER: ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED".

75c. About how far would you have had to travel?

NUMBER OF MILES:

INTERVIEWER: ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED".

75d. And how much do you think it would have cost you to use this other source?

COST IN DOLLARS:

INTERVIEWER: ENTER 7777 FOR "NOT APPLICABLE"

                 8888 FOR "DON'T KNOW"

                 9999 FOR "REFUSED"

75e1. Would there have been any PARKING expenses involved?

[IF YES] About how much would that have cost?

COST IN DOLLARS:

INTERVIEWER: ENTER 0 IF NO EXPENSE OR EXPENSE DOES NOT APPLY.

                 ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED".

75e2. Would there have been any PUBLIC TRANSPORTATION expenses involved?

[IF YES] About how much would that have cost?

COST IN DOLLARS:

INTERVIEWER: ENTER 0 IF NO EXPENSE OR EXPENSE DOES NOT APPLY.

                 ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED".

75e3. Would there have been any OTHER expenses involved?

[IF YES] About how much would that have cost?

COST IN DOLLARS:

INTERVIEWER: ENTER 0 IF NO EXPENSE OR EXPENSE DOES NOT APPLY.

ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED".

(skip to 86 or next need)

76. You said that one purpose for your last use of the Internet was for EDUCATIONAL purposes. Are you a teacher?

1. Yes

2. No → Skip to 77

8. DON'T KNOW → Skip to 77

9. REFUSED → Skip to 77

76a. What level or grade do you teach?

1. Home school

2. Preschool

3. K through 8

4. 9 through 12 (high school)

5. College or university

76b. I'll read some things that may have been reasons for your last Internet use and for each one please tell me if it applies.

INTERVIEWER: CHECK ALL THAT APPLY

1. to prepare a lesson

2. to do grading

3. to keep up with the literature

4. to prepare a presentation

5. to write a paper

6. something else (SPECIFY)

7. NONE SELECTED

8. DON'T KNOW

9. REFUSED

76c. Are you enrolled in a virtual or distance education program?

1. Yes

2. No

8. DON'T KNOW

9. REFUSED

(skip to 79)

77. Are you a student?

1. Yes

2. No → Skip to 78

8. DON'T KNOW → Skip to 78

9. REFUSED → Skip to 78

77a. What is your grade level?

1. Home schooled

2. High school

3. Undergraduate student

4. Graduate student

8. DON'T KNOW

9. REFUSED

77b. Are you enrolled in a virtual or distance education program?

1. Yes

2. No

8. DON'T KNOW

9. REFUSED

77c. Was one of the purposes of your last Internet use to get information for a classroom assignment?

1. Yes

2. No

8. DON'T KNOW

9. REFUSED

77d. Did you have some other educational purpose for your last Internet use?

1. Yes

2. No → skip to 79

8. DON'T KNOW → skip to 79

9. REFUSED → skip to 79

77d1. What other education-related purposes did you have during your last Internet use?

(skip to 79)

78. What was the educational purpose of your last Internet use?

79. How important was the information provided by the Internet in meeting your educational needs? Use a number between 1 and 5, where 1 means not at all important and 5 means

absolutely essential.

1. NOT AT ALL IMPORTANT

2.

3.

4.

5. ABSOLUTELY ESSENTIAL

8. DON'T KNOW

9. REFUSED

(If answer is "1", skip to 81)

80a. In what ways was the information important in meeting your educational needs? Did it save you time?

1. Yes

2. No → Skip to 80b

7. NOT APPLICABLE → Skip to 80b

8. DON'T KNOW → Skip to 80b

9. REFUSED → Skip to 80b

80a1. About how much time did it save you?   I just need your best estimate.

NUMBER OF HOURS:

INTERVIEWER: ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED"

80b. Did it save you money?

1. Yes

2. No → Skip to 80c

7. NOT APPLICABLE → Skip to 80c

8. DON'T KNOW → Skip to 80c

9. REFUSED → Skip to 80c

80b1. About how much money did it save you? I just need your best estimate.

NUMBER OF DOLLARS:

INTERVIEWER: ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED"

80c. Was the Internet the only source of information or services you could use?

1. Yes

2. No

7. NOT APPLICABLE

8. DON'T KNOW

9. REFUSED

80d. Did it answer all of your questions?

1. Yes

2. No

7. NOT APPLICABLE

8. DON'T KNOW

9. REFUSED

80e. Did it improve your assignment or lesson?

1. Yes

2. No

7. NOT APPLICABLE

8. DON'T KNOW

9. REFUSED

80f. Did it broaden your knowledge?

1. Yes

2. No

7. NOT APPLICABLE

8. DON'T KNOW

9. REFUSED

80g. Was it essential to your presentation or paper?

1. Yes

2. No

7. NOT APPLICABLE

8. DON'T KNOW

9. REFUSED

80h. Are there any other ways in which the information or services were important in meeting your educational needs?

1. Yes

2. No → Skip to 81

8. DON'T KNOW → Skip to 81

9. REFUSED → Skip to 81

80h1. What ways?

81. If there were no Internet, what would you have done to address your educational need? Would you have...

1. not bothered to do anything

2. needed the information but not known where else to go for it

3. gotten the information from another source, such as a store, a public library, or an academic library

8. DON'T KNOW

9. REFUSED

(Ask 81a through 81e3 only if 3 was chosen in 81; otherwise, skip to 86 or next need)

81a. What source? Where would you have gotten the information?

81b. Now I need to ask you about how much time and money you think would have been involved if you had to use that source. I just need your best estimate on these questions.

First of all, how much time do you think it would have taken to use this other source?

NUMBER OF HOURS:

INTERVIEWER: ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED".

81c. About how far would you have had to travel to use this other source?

NUMBER OF MILES:

INTERVIEWER: ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED".

81d. And how much do you think it would have cost you to use this other source?

COST IN DOLLARS:

INTERVIEWER: ENTER 7777 FOR "NOT APPLICABLE"

             8888 FOR "DON'T KNOW"

             9999 FOR "REFUSED"

81e1. Would there have been any PARKING expenses involved?

[IF YES] About how much would that have cost?

COST IN DOLLARS:

INTERVIEWER: ENTER 0 IF NO EXPENSE OR EXPENSE DOES NOT APPLY.

             ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED".

81e2. Would there have been any PUBLIC TRANSPORTATION expenses involved?

[IF YES] About how much would that have cost?

COST IN DOLLARS:

INTERVIEWER: ENTER 0 IF NO EXPENSE OR EXPENSE DOES NOT APPLY.

                ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED".

81e3. Would there have been any OTHER expenses involved?

[IF YES] About how much would that have cost?

COST IN DOLLARS:

INTERVIEWER: ENTER 0 IF NO EXPENSE OR EXPENSE DOES NOT APPLY.

                ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED".

(skip to 86 or next need)

82. You said that one purpose of your last Internet use was to meet WORK OR JOB-RELATED NEEDS. I'll read some possible job-related needs and for each one please tell me if it applies to your last connection or not.

INTERVIEWER: CHECK ALL THAT APPLY.

1. to locate a person or organization

2. to get information about financial matters

3. to get tax information

4. to get information about starting or locating a small business

5. to get information about legal issues

6. to get information about marketing or sales

7. to get information about operations

8. to get information about management or administration

9. to get information for research

10. for something else (SPECIFY)

11. NONE SELECTED

88. DON'T KNOW

99. REFUSED

83. How important was the information provided by the Internet in meeting your work or job-related needs? Use a number between 1 and 5, where 1 means not at all important and 5 means absolutely essential.

1. NOT AT ALL IMPORTANT

2.

3.

4.

5. ABSOLUTELY ESSENTIAL

8. DON'T KNOW

9. REFUSED

(If answer is "1", skip to 85)

84a. In what ways was the information from the Internet important in meeting your job or work-related needs? Did it save you time?

1. Yes

2. No → Skip to 84b

7. NOT APPLICABLE → Skip to 84b

8. DON'T KNOW → Skip to 84b

9. REFUSED → Skip to 84b

84a1. About how much time did it save you? I just need your best estimate.

NUMBER OF HOURS:

INTERVIEWER: ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED"

84b. Did it save you money?

1. Yes

2. No → Skip to 84c

7. NOT APPLICABLE → Skip to 84c

8. DON'T KNOW → Skip to 84c

9. REFUSED → Skip to 84c

84b1. About how much money did it save you?   I just need your best estimate.

NUMBER OF DOLLARS:

INTERVIEWER: ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED"

84c. Did it improve the work?

1. Yes

2. No

7. NOT APPLICABLE

8. DON'T KNOW

9. REFUSED

84d. Did it speed up the work?

1. Yes

2. No

7. NOT APPLICABLE

8. DON'T KNOW

9. REFUSED

84e. Did it increase the productivity?

1. Yes

2. No

7. NOT APPLICABLE

8. DON'T KNOW

9. REFUSED

84f. Are there any other ways in which the information or services were important in meeting your work or job-related needs?

1. Yes

2. No → Skip to 85

8. DON'T KNOW → Skip to 85

9. REFUSED → Skip to 85

84f1. What ways?

85. If there were no Internet, what would you have done to address the job or work-related need? Would you have...

1. not bothered to do anything

2. needed the information but not known where else to go for it

3. gotten the information from another source, such as a store, a public library or an academic library

8. DON'T KNOW

9. REFUSED

(Ask 85a through 85e3 only if 3 was chosen in 85; otherwise, skip to 86)

85a. What source? Where would you have gotten the information?

85b. Now I need to ask you about how much time and money you think would have been involved if you had to use that source. I just need your best estimate on these questions.

First of all, how much time do you think it would have taken to use this other source?

NUMBER OF HOURS:

INTERVIEWER: ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED".

85c. About how far would you have had to travel to use this other source?

NUMBER OF MILES:

INTERVIEWER: ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED".

85d. And how much do you think it would have cost you to use this other source?

COST IN DOLLARS:

INTERVIEWER: ENTER 7777 FOR "NOT APPLICABLE"

            8888 FOR "DON'T KNOW"

            9999 FOR "REFUSED"

85e1. Would there have been any PARKING expenses involved?

[IF YES] About how much would that have cost?

COST IN DOLLARS:

INTERVIEWER: ENTER 0 IF NO EXPENSE OR EXPENSE DOES NOT APPLY.

            ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED".

85e2. Would there have been any PUBLIC TRANSPORTATION expenses involved?

[IF YES] About how much would that have cost?

COST IN DOLLARS:

INTERVIEWER: ENTER 0 IF NO EXPENSE OR EXPENSE DOES NOT APPLY.

            ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED".

85e3. Would there have been any OTHER expenses involved?

[IF YES] About how much would that have cost?

COST IN DOLLARS:

INTERVIEWER: ENTER 0 IF NO EXPENSE OR EXPENSE DOES NOT APPLY.

ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED".

86. You have indicated how much you have used the Internet to meet various information needs. Now I will ask about your use of other sources to meet these needs.

(skip to 89)

87. You have indicated how much you have used the public library to meet various information needs. Now I will ask about your use of other sources to meet these needs.

(skip to 89)

88. I would like to ask you about what other sources you use to meet various information needs.

89a. Have you or anyone else in your household purchased any BOOKS in the last year?

1. Yes

2. No → Skip to 89b

8. DON'T KNOW → Skip to 89b

9. REFUSED → Skip to 89b

89a1. About how many books did you or someone else in your household buy in the last year? I just need your best estimate.

NUMBER OF BOOKS:

INTERVIEWER: ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED"

89a2. About how much did they all cost? I just need your best estimate.

COST IN DOLLARS:

INTERVIEWER: ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED"

89b. Did you or anyone in your household subscribe to any magazines in the last year?

1. Yes

2. No → Skip to 89c

8. DON'T KNOW → Skip to 89c

9. REFUSED → Skip to 89c

89b1. How many magazines did you or someone else in your household subscribe to in the last year?

NUMBER OF MAGAZINE SUBSCRIPTIONS:

INTERVIEWER: ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED"

89b2. About how much did they all cost? I just need your best estimate.

COST IN DOLLARS:

INTERVIEWER: ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED"

89c. Did you or anyone in your household subscribe to any newspapers in the last year?

1. Yes

2. No → Skip to 89d

8. DON'T KNOW → Skip to 89d

9. REFUSED → Skip to 89d

89c1. How many newspapers did you or someone else in your household subscribe to in the last year?

NUMBER OF NEWSPAPER SUBSCRIPTIONS:

INTERVIEWER: ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED"

89c2. About how much did they all cost? I just need your best estimate.

COST IN DOLLARS:

INTERVIEWER: ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED"

89d. Have you or anyone else in your household purchased or rented any VIDEOS OR DVDs in the last year?

1. Yes

2. No → Skip to 89e

8. DON'T KNOW → Skip to 89e

9. REFUSED → Skip to 89e

89d1. About how many videos and DVDs did you or someone else in your household buy or rent in the last year?   I just need your best estimate.

NUMBER OF VIDEOS AND DVDS:

INTERVIEWER: ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED"

89d2. About how much did they all cost? I just need your best estimate.

COST IN DOLLARS:

INTERVIEWER: ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED"

89e. Have you or anyone else in your household purchased any CDs OR AUDIOTPES in the last year?

1. Yes

2. No → Skip to 89f

8. DON'T KNOW → Skip to 89f

9. REFUSED → Skip to 89f

89e1. About how many CDs and audiotapes did you or someone else in your household buy in the last year?

NUMBER OF CDS AND AUDIOTAPES:

89e2. About how much did they all cost? I just need your best estimate.

COST IN DOLLARS:

INTERVIEWER: ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED"

89f. Have you or anyone else in your household purchased INTERNET ACCESS in the last year?

1. Yes

2. No → Skip to 90

8. DON'T KNOW → Skip to 90

9. REFUSED → Skip to 90

89f1. About how much does your Internet access cost each year? I just need your best estimate.

COST IN DOLLARS FOR THE YEAR:

INTERVIEWER: ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED"

90. I'd like to finish with a few questions about your family and your general background. How many people live in your household?

NUMBER OF PEOPLE IN HOUSEHOLD:

INTERVIEWER: ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED"

91. How many adults 18 or older, including yourself, live in your household?

NUMBER OF ADULTS IN HOUSEHOLD:

INTERVIEWER: ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED"

92. Do any children 5 years of age or younger live in your household?

1. Yes

2. No → Skip to 98

8. DON'T KNOW → Skip to 98

9. REFUSED → Skip to 98

93. How many?

NUMBER OF CHILDREN 5 OR UNDER IN HOUSEHOLD:

INTERVIEWER: ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED"

94. Do you or someone else ever take them to the public library to read or to check out books?

1. Yes

2. No → Skip to 96

8. DON'T KNOW → Skip to 96

9. REFUSED → Skip to 96

95. About how many times have you or someone else done this in the past 12 months?

NUMBER OF TIMES:

INTERVIEWER: ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED"

96. Have they ever attended children's programs in the public library?

1. Yes

2. No → Skip to 98

8. DON'T KNOW → Skip to 98

9. REFUSED → Skip to 98

97. About how many programs were attended in the past 12 months?

NUMBER OF PROGRAMS ATTENDED:

INTERVIEWER: ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED"

98. Do any children ages 6 to 17 live in your household?

1. Yes

2. No → Skip to 104

8. DON'T KNOW → Skip to 104

9. REFUSED → Skip to 104

99. How many?

NUMBER OF CHILDREN 6 TO 17 OR UNDER IN HOUSEHOLD:

INTERVIEWER: ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED"

100. Do any of them attend public library aftercare?

1. Yes

2. No → Skip to 102

8. DON'T KNOW → Skip to 102

9. REFUSED → Skip to 102

101. How many of them attend public library aftercare?

NUMBER WHO ATTEND AFTERCARE:

INTERVIEWER: ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED"

102. Do any of them use the public library to study or to complete classroom assignments?

1. Yes

2. No → Skip to 104

8. DON'T KNOW → Skip to 104

9. REFUSED → Skip to 104

103. About how often did one of them visit the library to study or to complete classroom assignments in the past 12 months?

1. Daily

2. 2-5 times per week

3. Several times per month

4. Several times per year

5. Rarely

8. DON'T KNOW

9. REFUSED

104. What is your current marital status?

1. Married and living together, or living in a marital-like relationship

2. Single, never married

3. Separated

4. Divorced

5. Widowed

8. DON'T KNOW

9. REFUSED

105. Are you of Hispanic or Latino origin or descent?

1. Yes

2. No

8. DON'T KNOW

9. REFUSED

106. Which of the following BEST describes you?

1. Black or African-American

2. White

3. Asian or Pacific Islander

4. American Indian

5. Something else? (SPECIFY):

8. DON'T KNOW

9. REFUSED

107. How old are you?

AGE IN YEARS:

INTERVIEWER: ENTER 8888 FOR "DON'T KNOW" AND 9999 FOR "REFUSED"

108. INTERVIEWER: RECORD PERSON'S SEX

1. MALE

2. FEMALE

8. DON'T KNOW

9. REFUSED

109. What is the highest grade or level of school that you have completed?

1. 8th grade or less

2. Some high school, but did not graduate

3. High school graduate or GED

4. Some college or 2-year degree

5. 4-year college degree

6. More than 4-year college degree

8. DON'T KNOW

9. REFUSED

110. Which of the following BEST describes your current employment status?

1. Employed by others

2. Self-employed

3. In the military

4. Unemployed and looking for work

5. Unemployed and not looking for work

6. Retired

7. Homemaker

8. DON'T KNOW

9 REFUSED

(If 1 is selected, ask 111 and 112; otherwise skip to 113)

111. Which of the following best describes your employer?

1. A small business of under 50 employees

2. A large business of over 50 employees

3. A government agency

4. An elementary or middle school

5. A high school

6. A college or university

7. A hospital or other healthcare provider

8. DON'T KNOW

9. REFUSED

112. What kind of work do you do on your job?

113. Approximately what is your total annual household income before taxes?

1. Under $30,000

2. Between $30,000 and $50,000

3. Between $50,000 and $75,000

4. Between $75,000 and $150,000

5. More than $150,000

8. DON'T KNOW

9. REFUSED

114. And approximately what is your own personal annual income before taxes?

1. Under $30,000

2. Between $30,000 and $50,000

3. Between $50,000 and $75,000

4. Between $75,000 and $150,000

5. More than $150,000

6. NOT EMPLOYED

8. DON'T KNOW

9. REFUSED

That is all of my questions. Thank you very much for your time.

Appendix D

The Division of Libraries and Information Services

Report the total number of persons entering the library, including persons attending activities, meetings, and those persons requiring no staff services, for the entire reporting period. This figure can be derived from a sampling period, and is an important measure of library use. Use the method described in *Output Measures for Public Libraries*, 2nd Edition (ALA, 1987), p.31-41.

Appendix E

17 LIBRARIES AND PERSONS RESPONSIBLE FOR SURVEYS

Miami-Dade Public Library System

Raymond Santiago

Phyllis Sue Alpert

Brevard County Libraries

Cathy Schweinsberg

Palm Beach County System

Jerry W. Brownlee

Kathy Boyes

Orange County Library District

Mary Anne Hodel

Tampa-Hillsborough County Public Library

Joe Stines

Gina DuBois

Sarasota County Public Libraries

Nancy Pike

Leroy Collins, Leon County Public Library System

Helen Moeller

Marion County Public Library System

Gerry Brent

West Palm Beach Public Library

Pam Sandlian Smith

Columbia County Public Library

Faye Roberts

Suwannee River Regional Library System

Danny Hales

Seminole Community Library

Michael Bryan

Niceville Public Library

Bob Gorin

Winter Park Public Library

Bob Melanson

Carolyn Jeffries

Nassau County Public Library System

Dawn Bostick

Janet Loveless

St. Pete Beach Public Library

Roberta Whipple

Bartow Public Library

Gladys Roberts

Appendix F

IN-LIBRARY USER QUESTIONAIRES

Version A

Spanish Version

Version B

SURVEY OF PUBLIC LIBRARY USERS

IN FLORIDA

The State and your local public library are cooperating on an important and extensive survey about the benefits and value of public libraries in Florida. Your participation is essential to the success of this landmark study. Please take about 10 minutes of your time to complete this questionnaire. If for some reason you cannot complete it now, a pre-addressed postage-paid envelope is available for you to respond by mail (within two days, if at all possible). <u>All responses are anonymous</u>. If you have questions about the study, please ask your public librarian.

Again, this is a particularly important study and your participation will be beneficial to public libraries in Florida.

Thank you for your time and interest in public libraries.

- Answer all the questions by checking the box to the left of your answer or writing in a response where requested.

- **You are sometimes told to skip over some questions in this survey. When this happens, you will see an arrow with a note that tells you what question to answer next, like this:**

  ₁☑   Yes   ➡   **If Yes, Go to Question 1 on the next page**

  ₂☐   No

- If there are no skip instructions, simply go on to the next question.

1. **About how many times have you visited a public library in the past 12 months?**

   _____ times

2. **Approximately how much time did it take you to get to the library on this visit?**

   _____ minutes

3. **How did you get there?**

   1☐ Walked

   2☐ Drove

   3☐ Public transportation

   4☐ Taxi

4. **How much did it cost you (including parking)?**

   $_____

5. **Approximately how much time did you spend in the library on this visit?**

   _____ minutes

6. **Did you (or do you plan to) do any other activities as part of this trip to the library?**

   1☐ Yes

   2☐ No ➡ **If No, Go to Question 9**

7. **What activities? Please check all that apply.**

   1☐ Visit a coffee shop

   2☐ Go to a restaurant

   3☐ Shopping

   4☐ Other (please specify)

   _____

8. **How much did you spend (or expect to spend)?**

   $_____

9. **Public libraries in Florida provide library card holders with remote access (from home, office, etc.) to various databases and services via the Internet. Were you aware of this service?**

   1☐ Yes

   2☐ No

10. **Have you connected to a Florida public library via the Internet?**

    1☐ Yes

    2☐ No ➡ **If No, Go to Question 14**

    on the next page

11. **About how many times have you connected in the past 12 months?**

    _____ times

12. Have you used public library services via the Internet that required your library card barcode number?

    1☐ Yes

    2☐ No ➡ **If No, Go to Question 14**

    on the next page

13. **About how many times have you used these services in the past 12 months?**

    _____ times

Please continue with

Question 14 on the next page →

14. Below is a list of library services and uses. Please check which ones you used on THIS VISIT, and which ones you have used on PREVIOUS VISITS to the library. Please check all that apply in both columns.

LIBRARY SERVICES AND USES	Did on THIS VISIT to the Library	Did on a PREVIOUS VISIT to the Library
a. Read a book, journal, or magazine in the library	☐	☐
b. Checked out a book	☐	☐
c. Watched a video, CD, or film in the library	☐	☐
d. Listened to music in the library	☐	☐
e. Checked out a video, CD, or audiotape	☐	☐
f. Used reference materials in the library	☐	☐
g. Asked a librarian to help in finding information in the library or on the Internet	☐	☐
h. Asked a librarian to actually conduct an information or reference search	☐	☐
i. Attended a lecture or some other sort of program	☐	☐
j. Attended a literacy program or instruction	☐	☐
k. Received technology instruction	☐	☐
l. Used a library workstation to access the Internet and....	☐	☐
• used e-mail correspondence	☐	☐
• attended a chat room	☐	☐
• played online games	☐	☐
• got news online	☐	☐
• visited a virtual museum exhibit or online museum program	☐	☐
• watched a movie or listened to music	☐	☐
• looked for information about a service or product you are thinking about buying	☐	☐
• searched the library online catalog	☐	☐

• searched a bibliographic database	☐	☐
• viewed and/or downloaded e-books	☐	☐
• viewed and/or downloaded articles	☐	☐
• other (specify) _____	☐	☐
• length of time on Internet during this visit to library	_____min	
m. Used a library workstation other than to access the Internet (In the spaces below, please specify what you did, <u>and</u> approximate length of time spent using the workstation.)	☐	☐
• use 1 _____; _____ min	☐	☐
• use 2 _____; _____ min	☐	☐
n. Other (please specify) _____	☐	☐

15. Patrons use their public library for many reasons. Below is a list of typical reasons. Please indicate ALL the reasons you used the library on THIS VISIT. Check all that apply.

BROUGHT A CHILD TO USE LIBRARY (check all that apply)

$_1\square$ For a children's program

$_2\square$ To read or check out a book

$_3\square$ For some other child-related purpose (please specify)

_____

TO MEET PERSONAL OR FAMILY NEEDS (check all that apply)

$_1\square$ For recreational reading, viewing, listening, etc.

$_2\square$ For help with a day-to-day problem, such as shopping

$_3\square$ For information about a hobby or how to fix something

$_4\square$ For help with an occasional problem, such as purchasing a home

$_5\square$ For information about a health or wellness problem

$_6\square$ For information about personal finances

$_7\square$ To learn more about culture, religion, etc.

$_8\square$ To keep up with the news

$_9\square$ To correspond with family, friends, etc.

$_{10}\square$ For help with job hunting

$_{11}\square$ To have a place to go

$_{12}\square$ For some other personal or family need (please specify)

_____

TO MEET WORK OR JOB-RELATED NEEDS (check all that apply)

$_1\square$ To locate a person or organization

$_2\square$ To get information about financial matters

$_3\square$ To get tax information

$_4\square$ To get information about starting or locating a small business

$_5\square$ To get information about legal issues

$_6\square$ To get information about marketing or sales

$_7\square$ To get information about operations

$_8\square$ To get information about management or administration

$_9\square$ To get information for research

$_{10}\square$ For some other work or job-related need (please specify)

Please indicate ALL the reasons you used the library on THIS VISIT. Check all that apply.

TO MEET EDUCATIONAL NEEDS (check all that apply)

 As a Student

$_1\square$ For a place to study

$_2\square$ To work on an assignment

$_3\square$ For home schooling

$_4\square$ For a virtual or distance education class

$_5\square$ For some other student-related educational need (please specify)

_____

_____

 As a Teacher

$_1\square$ To prepare for class or lecture

$_2\square$ For grading

$_3\square$ To keep current with the literature

$_4\square$ To prepare a paper

$_5\square$ For home schooling

$_6\square$ For a virtual or distance education class

$_7\square$ For some other teacher-related educational need (please specify)

_____

_____

 Other Educational Needs (such as for Retirees or Preschoolers)

$_1\square$ For a preschool program

$_2\square$ To continue learning

$_3\square$ For a virtual or distance education class

$_4\square$ For some other educational need (please specify)

_____

_____

16. How important was the information provided by the library service in meeting your needs? Please check a number between 1 and 5 where 1 is *not at all important* and 5 is *absolutely essential*.

₁☐ Not at all important

₂☐

₃☐

₄☐

₅☐ Absolutely essential

17. In what ways was the information or services important in meeting your needs? Please check all that apply and fill in blanks.

₁☐ It saved me time. _____ hours _____ min

₂☐ It saved me money. $ _____

₃☐ Other (please specify) _____

_____

18. If there were no public library, what would you do to address your reason for this visit? Check the most appropriate action.

₁☐ I would not bother to do anything ⎫

₂☐ I need the information, but do not know where else to go ⎬ **Go to Question 21**

₃☐ I would use another source, ⎭

such as a store, another person,

an academic library, etc.

19. What source would you use?

_____

20. About how much time and money do you think it would take to use this source? Please fill in each blank below with your best estimate. Please write "NA" where not applicable.

a) time to use other source: _____ hours

b) miles to drive: _____ miles

c) cost to buy or rent: $ _____

d) other expenses: $ _____

21. Can you think of any visit or use of the public library through the Internet in the past 12 months that was particularly helpful to you, your family, or your workplace?

₁☐ Yes

₂☐ No ➡ **If No, Go to Question 23**

22. Please indicate how the library was helpful.

_____

_____

_____

23. If someone would buy your public library card each year, how much would you ask for it?

₁☐ $1 to $10

₂☐ $11 to $20

₃☐ $21 to $30

₄☐ $31 to $50

₅☐ $51 to $100

₆☐ Over $100

₇☐ I would not give it up

24. If you paid a price for your public library card each year instead of paying taxes, how much would you be willing to pay for it?

₁☐ $1 to $10

₂☐ $11 to $20

₃☐ $21 to $30

₄☐ $31 to $50

₅☐ $51 to $100

₆☐ Over $100

25. About how much do you think you pay a year in taxes that are designated for the public library?

₁☐ $1 to $10
₂☐ $11 to $20
₃☐ $21 to $30
₄☐ $31 to $50

₅☐ $51 to $100
₆☐ Over $100
₇☐ Don't know

The following questions will help us to better understand who our library patrons are. Please remember that all of your answers are strictly anonymous.

26. What is your age now?

₁☐ Under 18

₂☐ 18 to 29

₃☐ 30 to 44

₄☐ 45 to 54

₅☐ 55 to 65

₆☐ Over 65

27. Are you male or female?

₁☐ Male

₂☐ Female

28. What is the highest grade or level of school that you have <u>completed</u>?

₁☐ Some high school, but did not graduate

₂☐ High school graduate or GED

₃☐ Some college or 2 year degree

₄☐ 4 year college degree

₅☐ More than 4 year college degree

29. Which of the following BEST describes you?

₁☐ White

₂☐ Hispanic

₃☐ Black or African-American

₄☐ Asian or Pacific Islander

₅☐ Other (please specify)

_____

₆☐ Prefer not to answer

30. Which of the following BEST describes your current employment status?

- $_1\square$ Employed by others
- $_2\square$ Self-employed
- $_3\square$ In the military
- $_4\square$ Unemployed and looking for work
- **$_5\square$ Unemployed and not looking for work**
- **$_6\square$ Retired**
- **$_7\square$ Homemaker**

31. Which of the following BEST describes your employer?

- $_1\square$ Not employed
- $_2\square$ A small business (under 50 employees)
- $_3\square$ A large business (50 employees or more)
- $_4\square$ A government agency
- $_5\square$ An elementary or middle school
- **$_6\square$ A high school**
- **$_7\square$ A college or university**
- **$_8\square$ A hospital or healthcare provider**

32. Approximately what is your total annual household income before taxes?

- $_1\square$ Under $30,000
- $_2\square$ Between $30,000 and $50,000
- $_3\square$ Between $50,000 and $75,000
- $_4\square$ Between $75,000 and $150,000
- **$_5\square$ More than $150,000**
- **$_6\square$ Prefer not to answer**

33. For work-related uses of the public library, we need to establish the value of a user's time. Please indicate your approximate annual income before taxes.

- $_1\square$ Not employed
- $_2\square$ Under $25,000
- $_3\square$ Between $25,000 and $50,000
- $_4\square$ Between $50,000 and $100,000
- **$_5\square$ More than $100,000**
- **$_6\square$ Prefer not to answer**

Thank you very much for your help.

ENCUESTA DE USUARIOS DE BIBLIOTECAS PUBLICAS EN EL ESTADO DE FLORIDA

El Estado de Florida y su biblioteca pública local están cooperando en una importante y comprensiva encuesta sobre el valor y los beneficios que proveen las bibliotecas públicas en Florida. Su participación es esencial para el éxito de este importante estudio. Por favor tome aproximadamente 10 minutos de su tiempo en completar este cuestionario. Si por alguna razón no lo puede completar ahora, podemos proveerle de un sobre con los sellos postales pre-pagados y con la dirección incluida para que usted pueda responderlo y enviárnoslo por correo (si es posible en los próximos dos días). Todas sus respuestas son completamente anónimas. Si tiene alguna pregunta sobre el estudio, por favor hágaselas a su bibliotecario/a.

Una vez más, este estudio es particularmente importante y su participación beneficiará a las bibliotecas públicas de Florida.

Gracias por su tiempo y su interés en las bibliotecas públicas.

- Responda a todas las preguntas marcando el cuadrado a la izquierda de la respuesta que seleccione o escribiendo la respuesta donde se le solicite.

- **Algunas ocasiones se le indicará saltar algunas preguntas en esta encuesta. Cuando esto suceda, usted verá una flecha con una nota que le diga cuál es la siguiente pregunta que debe responder, como en el ejemplo que sigue:**

  ₁☑   Si ➡ **Si SI, vaya a la pregunta 1 en la próxima página**

  ₂☐   No

- Si no hay instrucciones de saltar a una pregunta específica, simplemente continúe con la siguiente pregunta.

1

1. **¿Aproximadamente cuántas veces ha visitado una biblioteca pública en los últimos 12 meses?**

   _____ veces

2. **¿Aproximadamente cuánto tiempo le tomó llegar a la biblioteca en esta visita?**

   _____ minutos

3. **¿Cómo llegó a la biblioteca?**

   $_1\square$ Caminé

   $_2\square$ Conduje

   $_3\square$ Transporte público

   $_4\square$ Taxi

4. **¿Cuánto le costó llegar a la biblioteca (incluyendo estacionamiento)?**

   $_____

5. **¿Aproximadamente cuánto tiempo estuvo en la biblioteca en esta visita?**

   _____ minutos

6. **¿Usted hizo (o planificó hacer) alguna otra actividad como parte de este viaje a la biblioteca?**

   $_1\square$ Yes

   $_2\square$ No ➡ **Si NO, vaya a la Pregunta 9**

7. **¿Qué actividades? Por favor marque todas las que se apliquen.**

   $_1\square$ Ir a una cafetería

   $_2\square$ Ir a un restaurante

   $_3\square$ Ir de compras

   $_4\square$ Otra actividad (por favor especifique)

_____

8. **¿Cuánto gastó (o espera gastar)?**

   $_____

9. **Las bibliotecas públicas de Florida proveen a los portadores de tarjetas de la biblioteca acceso remoto (de su casa, oficina, etc.) a varias bases de datos y servicios a través del Internet. ¿Sabía Ud. De este servicio?**

   $_1\square$ Si

   $_2\square$ No

10. **¿Se ha conectado a una biblioteca pública de Florida a través del Internet?**

    $_1\square$ Si

    $_2\square$ No ➡ **Si No, salte a la Pregunta 14**

    en la siguiente página

11. **¿Aproximadamente cuántas veces se ha conectado en los últimos 12 meses?**

    _____ veces

12. ¿Ha utilizado servicios de la biblioteca a través del Internet que requirieron el número del código de barras de su tarjeta?

    $_1\square$ Si

    $_2\square$ No ➡ **Si NO, salte a la Pregunta 14**

    en la siguiente página

13. **¿Aproximadamente cuántas veces utilizó estos servicios en los últimos 12 meses?**

    _____ veces

Por favor continúe con la

Pregunta 14 en la siguiente página →

14. Abajo sigue una lista de servicios y usos de la biblioteca. Por favor marque los servicios que Ud. utilizó en ESTA VISITA, y los que usted ha utilizado en VISITAS PREVIAS a la biblioteca. Por favor marque todas las opciones que se apliquen en ambas columnas.

SERVICIOS Y USOS DE LA BIBLIOTECA	Utilizó en ESTA VISITA	Utilizó en VISITAS PREVIAS
a. Leyó un libro, revista, o revista profesional en la biblioteca	☐	☐
b. Pidió prestado un libro	☐	☐
c. Miró un video, CD, o película en la biblioteca	☐	☐
d. Escuchó música en la biblioteca	☐	☐
e. Pidió prestado un video, CD, o película en la biblioteca	☐	☐
f. Utilizó materiales de referencia en la biblioteca	☐	☐
g. Pidió ayuda a un bibliotecario/a para buscar información en la biblioteca o en el Internet	☐	☐
h. Pidió a un bibliotecario/a conducir una búsqueda de información o referencia	☐	☐
i. Asistió a una charla o algún otro programa	☐	☐
j. Asistió a un programa o instrucción de alfabetismo	☐	☐
k. Recibió instrucción tecnológica	☐	☐
l. Utilizó un computador para acceder al Internet y....	☐	☐
• utilizó correo electrónico (e-mail)	☐	☐
• asistió a un espacio para charla (chat-room)	☐	☐
• utilizó juegos en línea	☐	☐
• leyó noticias en línea	☐	☐
• visitó una exhibición en un museo virtual o un programa de un museo en línea	☐	☐
• miró una película o escuchó música	☐	☐
• buscó información sobre un producto o servicio que está pensando adquirir	☐	☐
• buscó el catálogo en línea de la biblioteca	☐	☐

• hizo una búsqueda en una base de datos bibliográficos	☐	☐
• leyó y/o bajó libros electrónicos (e-books)	☐	☐
• leyó y/o bajó artículos	☐	☐
• otro (por favor especifique) _____	☐	☐
• tiempo en el Internet durante esta visita a la biblioteca	_____min	
m. usó un computador de la biblioteca para otras cosas que no sean acceder al Internet (en el espacio de abajo por favor especifique que hizo y el tiempo aproximado)	☐	☐
• uso 1 _____; _____ min	☐	☐
• uso 2 _____; _____ min	☐	☐
n. otro (por favor especifique) _____	☐	☐

15. Los usuarios utilizan la biblioteca pública por algunas razones. Abajo está una lista de razones típicas. Por favor indique TODAS las razones por las que usted utilizó la biblioteca en ESTA VISITA. Marque todas las razones que se apliquen.

TRAJO UN NIÑO PARA QUE USE LA BIBLIOTECA (marque las que se apliquen)

$_1\square$ A un programa para niños

$_2\square$ Para leer o sacar un libro

$_3\square$ Para algún otro propósito relacionado con niños (por favor especifique)

_____

PARA SATISFACER NECESIDAD PERSONAL O FAMILIAR (marque las que se apliquen)

$_1\square$ Recreacional: para ver, leer, escuchar etc.

$_2\square$ Para buscar ayuda con problemas del diario, como por ejemplo compras

$_3\square$ Para buscar información sobre un hobby o cómo arreglar algo

$_4\square$ Para buscar ayuda con un problema ocasional, como el comprar una casa

$_5\square$ Para buscar información sobre salud o un problema de bienestar general

$_6\square$ Para buscar información sobre finanzas personales

$_7\square$ Para aprender más sobre cultura, religión, etc.

$_8\square$ Para leer las noticias

$_9\square$ Para enviar o recibir correspondencia de su familia, amigos, etc.

$_{10}\square$ Para buscar ayuda con búsqueda de trabajo

$_{11}\square$ Para tener un sitio a donde ir

$_{12}\square$ Para alguna otra necesidad personal o familiar (por favor especifique)

_____

PARA SATISFACER NECESIDADES DE SU EMPLEO (marque las que se apliquen)

$_1\square$ Buscar a una persona u organización

$_2\square$ Obtener información sobre asuntos financieros

$_3\square$ Obtener información sobre impuestos

$_4\square$ Obtener información sobre cómo comenzar o buscar un pequeño negocio

$_5\square$ Obtener información sobre asuntos legales

$_6\square$ Obtener información sobre mercadotecnia o ventas

$_7\square$ Obtener información sobre operaciones

$_8\square$ Obtener información sobre gerencia o administración

$_9\square$ Obtener información sobre investigación

$_{10}\square$ Para alguna otra necesidad relacionada con su empleo (por favor especifique)

_____

Por favor indique TODAS las razones por las que usted utilizó la biblioteca en ESTA VISITA. Marque todas las razones que se apliquen.

PARA SATISFACER NECESIDADES EDUCATIVAS (marque las que se apliquen)

 Como Estudiante
- $_1\square$ Para tener un lugar de estudio
- $_2\square$ Para trabajar en una tarea
- $_3\square$ Para enseñanza en el hogar (home schooling)
- $_4\square$ Para una clase virtual o de educación a distancia
- $_5\square$ Para alguna otra necesidad educativa estudiantil (por favor especifique)

    _____

    _____

 Como Profesor
- $_1\square$ Para preparar una clase o presentación
- $_2\square$ Para calificar trabajos o tareas
- $_3\square$ Para mantenerse actualizado en la literatura de su campo
- $_4\square$ Para escribir un ensayo
- $_5\square$ Para enseñanza en el hogar (home schooling)
- $_6\square$ Para una clase virtual o de educación a distancia
- $_7\square$ Para alguna otra necesidad educativa de enseñanza (por favor especifique)

    _____

    _____

 Otra Necesidad Educativa (Jubilados y Pre-escolares)
- $_1\square$ Para un programa de pre-escolares
- $_2\square$ Para continuar aprendiendo
- $_3\square$ Para una clase virtual o de educación a distancia
- $_4\square$ Para alguna otra necesidad educativa (por favor especifique)

    _____

    _____

16. ¿Qué tan importante fue la información provista por la biblioteca para satisfacer sus necesidades? Por favor marque un número del 1 al 5 donde 1 significa *no fue importante para nada* y 5 significa *absolutamente esencial*.

$_1\square$ No fue importante para nada

$_2\square$

$_3\square$

$_4\square$

$_5\square$ Absolutamente esencial

17. ¿De qué manera fueron importantes la información o servicios obtenidos en satisfacer sus necesidades? Por favor marque todas las opciones que se apliquen y llene los espacios en blanco.

$_1\square$ Me ahorró tiempo. _____ horas _____ min

$_2\square$ Me ahorró dinero. $ _____

$_3\square$ Otro (por favor especifique) _____

_____

18. Si no hubiera biblioteca pública, qué habría hecho para resolver sus necesidades? Marque la razón más apropiada.

$_1\square$ No hubiera hecho nada

$_2\square$ Necesitaría la información pero no se donde la buscaría

Salte a la Pregunta 21

$_3\square$ Usaría otra fuente, como una tienda, otra persona, una biblioteca académica, etc.

19. ¿Qué fuente hubiera utilizado?

_____

20. Aproximadamente cuánto tiempo y dinero cree que le hubiera tomado utilizar esta fuente? Por favor llene los espacios en blanco con su mejor estimado. Por favor escriba "NA" donde no se aplique.

a) tiempo para usarla: _____ horas

b) millas para conducir: _____ millas

c) costo de compra o $ _____
   arriendo

d) otros gastos: $ _____

21. ¿Recuerda una visita o uso de la biblioteca a través del Internet en los últimos 12 meses que haya sido particularmente útil para usted, su familia, o su trabajo?

$_1\square$ Si

$_2\square$ No ➡ **Si NO, salte a la Pregunta 23**

22. Por favor indique ¿de qué manera le fue útil?

_____

_____

_____

23. ¿Si alguien le ofreciera comprar su tarjeta de la biblioteca cada año, por cuánto la vendería?

$_1\square$ $1 a $10

$_2\square$ $11 a $20

$_3\square$ $21 a $30

$_4\square$ $31 a $50

$_5\square$ $51 a $100

$_6\square$ Más de $100

$_7\square$ No la vendería

24. ¿'Si usted tuviera que pagar un precio para acceder a su biblioteca pública cada año en vez de pagar impuestos, cuánto estaría dispuesto a pagar?

$_1\square$ $1 a $10

$_2\square$ $11 a $20

$_3\square$ $21 a $30

$_4\square$ $31 a $50

$_5\square$ $51 a $100

$_6\square$ Más de $100

25. ¿Aproximadamente cuánto cree que paga por año en impuestos designados a la biblioteca pública?

$_1\square$ $1 a $10

₂☐ $11 a $20

₃☐ $21 a $30

₄☐ $31 a $50

₅☐ $51 a $100

₆☐ Más de $100

₇☐ No se

Las siguientes preguntas nos ayudarán a entender mejor quiénes son nuestros usuarios de la biblioteca. Por favor recuerde que todas sus respuestas son estrictamente anónimas.

26. **¿Cuál es su edad actual?**

₁☐ Menos de 18

₂☐ 18 a 29

₃☐ 30 a 44

₄☐ 45 a 54

₅☐ 55 a 65

₆☐ Más de 65

27. **¿Cuál es su sexo?**

₁☐ Masculino

₂☐ Femenino

28. **¿Cuál el el grado o nivel de estudios más alto que ha <u>completado</u>?**

₁☐ Algo de secundaria, pero no me gradué

₂☐ Graduado de secundaria o GED

₃☐ Algo de Universidad o título de 2 años

₄☐ Título de 4 años de universidad

₅☐ Título de más de 4 años de universidad

29. **¿Cuál de las siguientes opciones le describe MEJOR?**

₁☐ Blanco

₂☐ Hispano o Latino

₃☐ Negro o Africano-Americano

₄☐ Asiático or de las Islas del Pacífico

₅☐ Otro (por favor especifique)

_____

₆☐ Prefiero no responder

6

30. ¿Cuál de las siguientes opciones describe MEJOR su actual estado de empleo?

1☐ Empleado por otros
2☐ Empleado por si mismo
3☐ En el servicio militar
4☐ Desempleado y buscando trabajo
5☐ Desempleado sin buscar trabajo
6☐ Retirado
7☐ Ama/o de casa

31. ¿Cuál de las siguientes opciones describe MEJOR a su empleador?

1☐ No estoy empleado
2☐ Negocio pequeño (menos de 50 emplead.)
3☐ Negocio grande (50 empleados o más)
4☐ Una agencia de gobierno
5☐ Una escuela pre-escolar o primaria
6☐ Una escuela secundaria o colegio
7☐ Una universidad
8☐ Un hospital o proveedor de salud

32. ¿Aproximadamente cuánto es el ingreso total anual de su hogar antes de que le descuenten los impuestos?

1☐ Menos de $30,000
2☐ Entre $30,000 y $50,000
3☐ Entre $50,000 y $75,000
4☐ Entre $75,000 y $150,000
5☐ Más de $150,000
6☐ Prefiero no responder

33. Para usos de la biblioteca relacionados al trabajo, necesitamos establecer el valor del tiempo invertido por el usuario. Por favor indíqueme cuánto es su ingreso personal anual aproximado antes de que le descuenten los impuestos.

1☐ No estoy empleado
2☐ Menos de $25,000
3☐ Entre $25,000 y $50,000
4☐ Entre $50,000 y $100,000
5☐ Más de $100,000
6☐ Prefiero no responder

Muchas gracias por su ayuda.

SURVEY OF PUBLIC LIBRARY USERS
IN FLORIDA

The State and your local public library are cooperating on an important and extensive survey about the benefits and value of public libraries in Florida. Your participation is essential to the success of this landmark study. Please take about 10 minutes of your time to complete this questionnaire. If for some reason you cannot complete it now, a pre-addressed postage-paid envelope is available for you to respond by mail (within two days, if at all possible). <u>All responses are anonymous</u>. If you have questions about the study, please ask your public librarian.

Again, this is a particularly important study and your participation will be beneficial to public libraries in Florida.

Thank you for your time and interest in public libraries.

- Answer all the questions by checking the box to the left of your answer or writing in a response where requested.

- **You are sometimes told to skip over some questions in this survey. When this happens, you will see an arrow with a note that tells you what question to answer next, like this:**

  $_1$☑ Yes ➡ **If Yes, Go to Question 1 on the next page**

  $_2$☐ No

- If there are no skip instructions, simply go on to the next question.

1. About how many times have you visited a public library in the past 12 months?

_____ times

2. Approximately how much time did it take you to get to the library on this visit?

_____ minutes

3. How did you get there?

₁☐ Walked

₂☐ Drove

₃☐ Public transportation

₄☐ Taxi

4. How much did it cost you (including parking)?

$_____

5. Approximately how much time did you spend in the library on this visit?

_____ minutes

6. Did you (or do you plan to) do any other activities as part of this trip to the library?

₁☐ Yes

₂☐ No ➡ **If No, Go to Question 9 on the next page**

7. What activities? Please check all that apply.

₁☐ Visit a coffee shop

₂☐ Go to a restaurant

₃☐ Shopping

₄☐ Other (please specify)_____

8. How much did you spend (or expect to spend)?

$_____

9. Below is a list of library services and uses. Please check which ones you used on THIS VISIT, and which ones you have used on PREVIOUS VISITS to the library. Please check all that apply in both columns.

LIBRARY SERVICES AND USES	Did on THIS VISIT to the Library	Did on a PREVIOUS VISIT to the Library
a. Read a book, journal, or magazine in the library	☐	☐
b. Checked out a book	☐	☐
c. Watched a video, CD, or film in the library	☐	☐
d. Listened to music in the library	☐	☐
e. Checked out a video, CD, or audiotape	☐	☐
f. Used reference materials in the library	☐	☐
g. Asked a librarian to help in finding information in the library or on the Internet	☐	☐
h. Asked a librarian to actually conduct an information or reference search	☐	☐
i. Attended a lecture or some other sort of program	☐	☐
j. Attended a literacy program or instruction	☐	☐
k. Received technology instruction	☐	☐
l. Used a library workstation to access the Internet How long were you on the Internet during this visit to the library? _____ min	☐	☐
m. Used a library workstation other than to access the Internet (In the spaces below, please specify what you did using the workstation, and approximate length of time spent using the workstation.)	☐	☐

3

• use 1 _____; _____ min	☐	☐
• use 2 _____; _____ min	☐	☐
n. Other (please specify) _____	☐	☐

Please continue with the next page →

10. Patrons use their public library for many reasons. Below is a list of typical reasons. Please indicate ALL the reasons you used the library on THIS VISIT. Check all that apply.

BROUGHT A CHILD TO USE LIBRARY (check all that apply)

- $_1\square$ For a children's program
- $_2\square$ To read or check out a book
- $_3\square$ For some other child-related purpose (please specify)

  _____

TO MEET PERSONAL OR FAMILY NEEDS (check all that apply)

- $_1\square$ For recreational reading, viewing, listening, etc.
- $_2\square$ For help with a day-to-day problem, such as shopping
- $_3\square$ For information about a hobby or how to fix something
- $_4\square$ For help with an occasional problem, such as purchasing a home
- $_5\square$ For information about a health or wellness problem
- $_6\square$ For information about personal finances
- $_7\square$ To learn more about culture, religion, etc.
- $_8\square$ To keep up with the news
- $_9\square$ To correspond with family, friends, etc.
- $_{10}\square$ For help with job hunting
- $_{11}\square$ To have a place to go
- $_{12}\square$ For some other personal or family need (please specify)

  _____

TO MEET WORK OR JOB-RELATED NEEDS (check all that apply)

- $_1\square$ To locate a person or organization
- $_2\square$ To get information about financial matters
- $_3\square$ To get tax information
- $_4\square$ To get information about starting or locating a small business
- $_5\square$ To get information about legal issues
- $_6\square$ To get information about marketing or sales
- $_7\square$ To get information about operations
- $_8\square$ To get information about management or administration
- $_9\square$ To get information for research
- $_{10}\square$ For some other work or job-related need (please specify)

Please indicate ALL the reasons you used the library on THIS VISIT. Check all that apply.

TO MEET EDUCATIONAL NEEDS (check all that apply)

As a Student
$_1\square$ For a place to study
$_2\square$ To work on an assignment
$_3\square$ For home schooling
$_4\square$ For a virtual or distance education class
$_5\square$ For some other student-related educational need (please specify)

_____

_____

As a Teacher
$_1\square$ To prepare for class or lecture
$_2\square$ For grading
$_3\square$ To keep current with the literature
$_4\square$ To prepare a paper
$_5\square$ For home schooling
$_6\square$ For a virtual or distance education class
$_7\square$ For some other teacher-related educational need (please specify)

_____

_____

Other Educational Needs (such as for Retirees or Preschoolers)
$_1\square$ For a preschool program
$_2\square$ To continue learning
$_3\square$ For a virtual or distance education class
$_4\square$ For some other educational need (please specify)

_____

_____

11. How important was the information provided by the library service in meeting your needs? Please check a number between 1 and 5 where 1 is *not at all important* and 5 is *absolutely essential*.

$_1\square$ Not at all important

$_2\square$

$_3\square$

$_4\square$

$_5\square$ Absolutely essential

12. In what ways was the information or services important in meeting your needs? Please check all that apply and fill in blanks.

$_1\square$ It saved me time. _____ hours _____ min

$_2\square$ It saved me money. $ _____

$_3\square$ Other (please specify) _____

_____

13. If there were no public library, what would you do to address your reason for this visit? Check the most appropriate action.

$_1\square$ I would not bother to do anything

$_2\square$ I need the information, but do not know where else to go

Go to Question 16

$_3\square$ I would use another source,

such as a store, another person,

an academic library, etc.

14. What source would you use?

_____

15. About how much time and money do you think it would take to use this source? Please fill in each blank below with your best estimate. Please write "NA" where not applicable.

a) time to use other source: _____ hours

b) miles to drive: _____ miles

c) cost to buy or rent: $ _____

d) other expenses: $ _____

16. Can you think of any visit or use of the public library through the Internet in the past 12 months that was particularly helpful to you, your family, or your workplace?

$_1\square$ Yes

$_2\square$ No ➡ **If No, Go to Question 18**

17. Please indicate how the library was helpful.

_____

_____

_____

18. If someone would buy your public library card each year, how much would you ask for it?

$_1\square$ $1 to $10

$_2\square$ $11 to $20

$_3\square$ $21 to $30

$_4\square$ $31 to $50

$_5\square$ $51 to $100

$_6\square$ Over $100

$_7\square$ I would not give it up

19. If you paid a price for your public library card each year instead of paying taxes, how much would you be willing to pay for it?

$_1\square$ $1 to $10

$_2\square$ $11 to $20

$_3\square$ $21 to $30

$_4\square$ $31 to $50

$_5\square$ $51 to $100

$_6\square$ Over $100

20. About how much do you think you pay a year in taxes that are designated for the public library?

$_1\square$ $1 to $10

$_2\square$ $11 to $20

$_3\square$ $21 to $30

$_4\square$ $31 to $50

$_5\square$ $51 to $100

$_6\square$ Over $100

$_7\square$ Don't know

The next 3 questions deal with hypothetical situations in which (1) you indicate the amount you would be willing to pay for your library card, (2) you can choose the desired distance of the library to your home or office, and (3) you can choose the preferred hours of library availability. Your answers to these questions will help us to determine the relative importance that you place on each of these factors.

21. In the table below there are three levels of the amount you would be willing to pay for your library card and three levels of the distance in your travel time to and from the library. Please rank the resulting nine combinations from 1 to 9, where <u>1 is the most preferable </u>and <u>9 is the least preferable</u>. Presumably the most preferable (rank 1) would be to pay $10 for the card and be only 5 minutes away, and the least preferable (rank 9) would be to pay $100 for the card and have to travel for 60 minutes. We have already filled these ranks in. Please rank the remaining cells from 2 to 8.

Amount Paid for Library Card

	$10	$50	$100
5 minutes	1		
30 minutes			
60 minutes			9

avel Time to & from the Library

22. The next table asks you to look at amount paid for your library card and the hours that the library is open. We have filled in rank 1 (the most preferable) and rank 9 (the least preferable). Please rank the remaining cells from 2 to 8.

Amount Paid for Library Card

	$10	$50	$100
Anytime you want	1		
Weekday, Night & Weekend			
Weekday only, 9 - 5			9

Hours Library is Open to You

23. The final table asks you to look at the hours the library is open and your distance to the library. Again we have filled in rank 1 (the most preferable) and rank 9 (the least preferable). Please rank the remaining cells from 2 to 8.

Hours Library is Open to You

	time you want	kday, Night, & Weekend	kday only, 9 - 5
5 minutes	1		
30 minutes			
60 minutes			9

avel Time to & from the Library

The following questions will help us to better understand who our library patrons are. Please remember that all of your answers are strictly anonymous.

24. What is your age now?

₁☐ Under 18

₂☐ 18 to 29

₃☐ 30 to 44

₄☐ 45 to 54

₅☐ 55 to 65

₆☐ Over 65

25. Are you male or female?

₁☐ Male

₂☐ Female

26. What is the highest grade or level of school that you have <u>completed</u>?

₁☐ Some high school, but did not graduate

₂☐ High school graduate or GED

₃☐ Some college or 2 year degree

₄☐ 4 year college degree

₅☐ More than 4 year college degree

27. Which of the following BEST describes you?

₁☐ White

₂☐ Hispanic

₃☐ Black or African-American

₄☐ Asian or Pacific Islander

₅☐ Other (please specify)

_____

₆☐ Prefer not to answer

28. Which of the following BEST describes your current employment status?

₁☐ Employed by others

₂☐ Self-employed

₃☐ In the military

₄☐ Unemployed and looking for work

₅☐ Unemployed and not looking for work

₆☐ Retired

₇☐ Homemaker

29. Which of the following BEST describes your employer?

₁☐ Not employed

₂☐ A small business (under 50 employees)

₃☐ A large business (50 employees or more)

₄☐ A government agency

₅☐ An elementary or middle school

₆☐ A high school

₇☐ A college or university

₈☐ A hospital or healthcare provider

30. Approximately what is your total annual household income before taxes?

₁☐ Under $30,000

₂☐ Between $30,000 and $50,000

₃☐ Between $50,000 and $75,000

₄☐ Between $75,000 and $150,000

₅☐ More than $150,000

₆☐ Prefer not to answer

31. For work-related uses of the public library, we need to establish the value of a user's time. Please indicate your approximate annual income before taxes.

$_1$☐ Not employed

$_2$☐ Under $25,000

$_3$☐ Between $25,000 and $50,000

$_4$☐ Between $50,000 and $100,000

$_5$☐ More than $100,000

$_6$☐ Prefer not to answer

Thank you very much for your help.

Appendix G

Sources of Florida Organization Names

The following sources were used in order to identify organizations to be included in the surveys conducted as part of the Florida Taxpayer ROI on Public Libraries study:

- Directory of Schools in Florida, Florida Department of Education;

- Links to Florida Libraries, Maintained by the Division of Library and Information Services, Florida Department of State;

- SLA Florida and Caribbean Chapter, Special Libraries Association;

- South Florida CIOCouncil; and

- Tampa Bay CIOCouncil.

Appendix H

ORGANIZATION SURVEY QUESTIONAIRE

SURVEY OF ORGANIZATIONAL
PUBLIC LIBRARY USE
IN FLORIDA

This survey is part of a study designed to measure the return-on-investment that Florida's taxpayers receive for their support of public libraries. The study is being conducted under the sponsorship of the State Library of Florida. The survey is intended specifically to establish how and to what extent Florida's public libraries serve and support businesses, schools, and other organizations.

PLEASE NOTE: The head librarian, the media specialist, or the chief information officer should complete the survey. Under other circumstances, the chief executive officer, the principal, or a designated surrogate should complete the survey.

Thank you for your time and interest in public libraries.

- Answer all the questions by checking the box to the left of your answer or writing in a response where requested.

- **You are sometimes told to skip over some questions in this survey. When this happens, you will see an arrow with a note that tells you what question or section to go to next, like this:**

  ₁☑ Yes ➡ **If Yes, Go to Question 1 on the next page**
  ₂☐ No

- If there are no skip instructions, simply go on to the next question.

IMPORTANT REMINDER

The head librarian, the media specialist, or the chief information officer should complete the survey. Under other circumstances, the chief executive officer, the principal, or a designated surrogate should complete the survey.

---

1. What is your title?

₁☐ Librarian

₂☐ Media Specialist

₃☐ Other (please specify)

_____

_____

2. The Florida Electronic Library is a gateway to select Internet resources for current events, business, health issues, homework help, finding full-text articles, and Florida history and information.

Do you or members of your library staff use the Florida Electronic Library for business and/or professional purposes?

₁☐ Yes ➡ **If Yes, Go to Question 4**

₂☐ No

₈☐ Don't know

3. Were you aware of the Florida Electronic Library before you read the previous question?

₁☐ Yes

₂☐ No   **Go to Question 5**

4. About how many times each month do you or members of your library staff use the Florida Electronic Library for business and/or professional purposes? Please check your best estimate.

₁☐ Less than once per month

₂☐ 1 to 10 times per month

₃☐ 11 to 50 times per month

₄☐ 51 to 100 times per month

₅☐ 101 times or more per month

5. Enterprise Florida is the public-private partnership responsible for leading Florida's statewide economic development efforts. Enterprise Florida was formed in July 1996 when Florida became the first state to replace its Commerce Department with a public-private organization responsible for economic development, international trade and statewide business marketing.

Do you or members of your library staff use the Enterprise Florida website for business and/or professional purposes?

₁☐ Yes ➡ **If Yes, Go to Question 7**

₂☐ No

₈☐ Don't know

6. Were you aware of the Enterprise Florida website before you read the previous question?

₁☐ Yes

₂☐ No   **Go to Question 8**

7. About how many times each month do you or members of your library staff use the Enterprise Florida website for business and/or professional purposes? Please check your best estimate.

₁☐ Less than once per month

₂☐ 1 to 10 times per month

₃☐ 11 to 50 times per month

₄☐ 51 to 100 times per month

₅☐ 101 times or more per month

8. Do you or other members of your library staff use the services of the local public library for business and/or professional purposes? Please check all that apply.

₁☐ Yes, I do this

₂☐ Yes, other library staff members do this

$_3\square$ No, neither I nor other members
of the library staff do this ➡ **If No,**
Go to SECTION C on page 5

Please continue →

9. Which of the following services of the public library have you or members of your library staff used for business and/or professional purposes? Please check all that apply.

LIBRARY SERVICES AND USES

Please check all services used.

LIBRARY SERVICES AND USES	Please check all services used.
Borrowed books	☐
Borrowed books-on-tape	☐
Borrowed videotapes	☐
Borrowed DVDs	☐
Borrowed CD-ROMs (reference materials, software, etc.)	☐
Photocopied magazine, newspaper, and/or journal articles	☐
Used interlibrary loan for books	☐
Used interlibrary loan for periodical articles	☐
Searched/copied information from commercially licensed online databases and electronic publications	☐
Accessed government documents and publications	☐
Accessed the Internet/World Wide Web via library computers	☐
Used reference services in the library	☐
Used reference services via online access	☐
Used meeting room facilities	☐
Participated in library-sponsored groups and/or training	☐
Other (please specify) _____	☐
Other (please specify) _____	☐
Other (please specify) _____	☐

10. **On average, about how much total time do you and members of your library staff spend using public library services for business and/or professional purposes each month? Please check your best estimate.**
    $_1$☐ Less than 1 hour per month

3

$_2\square$ 1 to 5 hours per month

$_3\square$ 6 to 12 hours per month

$_4\square$ More than 12 hours per month

11. On average, about how many documents do you estimate that your library obtains from the local public library each month?

$_1\square$ Less than 1 per month

$_2\square$ 1 to 10 per month

$_3\square$ 11 to 50 per month

$_4\square$ 51 to 100 per month

$_5\square$ 101 or more per month

Please continue →

12. In the last 12 months which alternative information sources have you or a member of your library staff used for business and/or professional purposes? Please check all that apply. (If none, please check here: ☐)

1 ☐ Public libraries

2 ☐ University libraries

3 ☐ Other libraries

4 ☐ Government sources

5 ☐ Private sector information providers

6 ☐ Associations (e.g., ABA, AMA, etc.)

7 ☐ Other substitute (please specify)

_____

13. If your library used the public library rather than an alternative service, why did it do this? Please check all that apply. (If your library did not use the public library rather than an alternative service, please check here: ☐)

1 ☐ Depth and breadth of the collection

2 ☐ Unique items in the collection

3 ☐ Up to date holdings

4 ☐ Support from library staff

5 ☐ Ease of use

6 ☐ Efficiency/speed of service

7 ☐ Cheaper to use than alternatives

8 ☐ Services all under one roof

9 ☐ Reliability

10 ☐ Other (please specify)_____

_____

14. Which of the following online information service providers does your library use? Please check all that apply and indicate if *internal* or *external* access. (If your library does not use any, please check here: ☐)

Resource	Internal Access	External Access
DIALOG/DialogWeb	☐	☐
EBSCO Silver Platter	☐	☐
Factiva	☐	☐
Gale Group	☐	☐
Lexis-Nexis	☐	☐
Other (specify)_____ _____	☐	☐

15. If you could not use the local public library, how much additional time do you think you and your library staff would need to spend searching for and obtaining documents and using alternative sources to retain your current service levels?

1 ☐ No change

2 ☐ 1% to 25% increase

3 ☐ 26% to 50% increase

4 ☐ 51% to 100% increase

5 ☐ 101% to 200% increase

6 ☐ 201% to 300% increase

7 ☐ More than 300% increase

8 ☐ Decrease

16. How much would your organization's research be affected if you did not have access to public library services?

1 ☐ Unaffected

2 ☐ Somewhat affected

3 ☐ Severely affected

17. Approximately, what additional costs might your organization incur per year if you were unable to use the public library's services and therefore were reliant on alternatives?

1 ☐ $1 to $100 per year

2 ☐ $101 to $500 per year

3 ☐ $500 to $1,000 per year

4 ☐ $1,001 to $5,000 per year

5 ☐ $5,001 to $10,000 per year

6 ☐ more than $10,000 per year

7 ☐ Nothing, no alternatives available

8 ☐ Nothing, use of alternatives would not

increase our costs

18. Your local public library is funded primarily through state and local taxes. In the unlikely event that this funding ceased to be provided, would your organization be willing

to pay an amount, for example through donation or subscription, to help support the continuation of your local public library and its services?

₁☐ Yes ➡ **If Yes, Go to Question 20**

₂☐ No

₃☐ Unable to answer

Please continue →

19. Which one of the following reasons BEST supports your answer to question 18?

₁☐ I believe that the government/taxpayers

should support the public library

₂☐ I do not believe that users should be

asked to pay

₃☐ I do not value the public library enough to

contribute any amount

₄☐ I do not believe you can use surveys to

address this sort of issue

₅☐ Other (please specify) _____

_____

(Go to SECTION C Below)

20. What would be the *most* your organization would be willing to pay per month as a donation or subscription to support the continuation of your public library and its services?

₁☐ $10 per month
₂☐ $100 per month
₃☐ $250 per month
₄☐ $500 per month
₅☐ $1,000 per month
₆☐ Unable to answer question

SECTION C

The following questions are about your organization's budgets and staffing. Please give your best estimates.

21. What is the annual operating budget of your parent organization?

$_____

22. How many people are employed at your location?

_____ people

23. What is the annual operating budget of your library?

$_____

24. **What is the annual budget of your library for materials, i.e., books, serials, reference materials, access to databases, etc.**

$_____

25. **How large is the staff of your library?**

_____ people

26. **To how many e-journals does your library subscribe?**

_____ e-journal subscriptions

27. **How many library staff members hold the Master of Library and Information Science (MLIS) degree, or its equivalent?**

_____ people

28. **Does your library belong to any of the following multitype library cooperative (MLC) networks? Please check all that apply. (If your library does not belong to any, please check here: ☐)**

Multitype Library Cooperative Networks	Check if your library belongs
Central Florida Library Cooperative (CFLC)	☐
Northeast Florida Library Information Network (NEFLIN)	☐
Panhandle Library Access Network (PLAN)	☐
Southeast Florida Library Network (SEFLN)	☐
Southwest Florida Library Network (SWFLN)	☐
Tampa Bay Library Consortium (TBLC)	☐

Please return your completed survey in the enclosed envelope.
Thank you very much for your help.

Appendix I

PUBLIC LIBRARY FOLLOW-UP

SURVEY QUESTIONNAIRE

LIBRARY ADMINISTRATOR: _____

REPORTING RESPONSIBILITY:_____ (Library System, Cooperative, etc.) _____

_____

A. SPECIAL INPUT/OUTPUT DATA

1. You reported the annual number of visits to your library and branch libraries to the Division of Library and Information Services. For the purposes of the ROI study, it is helpful to obtain more detailed information about some of these visits. Below are three specific types of visitors. Please indicate what proportion (%) or annual number of visits are made by them. We recognize that you probably do not have these data, but provide your **best** estimate if not. The proportion can be given in the nearest percent. Indicate whether an estimate or actual count (circle number).

Type of Visitor	Proportion of all visits (%)	OR	NO. OF VISITS	Estimate	Count
Tourist	_____%	or	_____ visits	1	2
NON-ENGLISH Speaking Persons	_____%	or	_____ visits	1	2

SCHOOL AGE _____% or _____ visits 1 2

(K-12) children

Of the school age children visitors, about what proportion (%) of their visits are by aftercare or latchkey children?

_____ %

2. You reported the total Interlibrary Loan (1) provided and (2) received by your library to the Division of Library and Information Services. For the ROI study, it is helpful to establish (1) whether in-state or out-of-state libraries were involved and (2) the types of libraries involved. For each type of library below, please indicate what proportion **or** annual amount of ILL are involved. You may not have these details, but provide your **best** estimate if necessary.

Type of Library	LOANS PROVIDED BY LIBRARY		LOANS RECEIVED BY LIBRARY	
	Proportion (%)	No. of Items	Proportion (%)	No. of Items
A. In-state	___ %	or _____ items	___ %	or _____ items
Out-of-state	___ %	or _____ items	___ %	or _____ items
Total	100 %	or _____ items	100 %	or _____ items
B. Other public	___ %	or _____ items	___ %	or _____ items
Academic	___ %	or _____ items	___ %	or _____ items
School	___ %	or _____ items	___ %	or _____ items
Special	___ %	or _____ items	___ %	or _____ items
Other	___ %	or _____ items	___ %	or _____ items

Total   100 %   or _____ items   100%   or _____ items

3. There are several expenditures that your library reported to the Division of Library and Information Services. For the economic input/output model, it is necessary to identify the proportions (%) that are expended for in-state and for out-of-state services, materials, or contracts. The definitions are attached (see Page 6) as given in the DLIS report under item numbers (e.g., 58). Please provide your **best** estimates, as we realize you may not know the exact proportion (%).

Expenditure (in interim annual report to DLIS)	In-state(%)	OUT-OF-STATE(%)	Total
Print materials (item 58)	_____%	_____%	100%
Electronic materials (item 59)	_____%	_____%	100%
Other materials (item 60)	_____%	_____%	100%
All other operating (item 62)	_____%	_____%	100%
Capital outlay (item 64)	_____%	_____%	100%

4. There are several sources of operating income that your library reported to the Division of Library and Information Services. Some additional information is needed for the economic input/output model. Please provide your **best** estimate of the proportion (%) of income received from in-state and out-of-state sources. We don't expect you to have exact proportions. The definitions are attached (see Page 6) as given in the DLIS report under item numbers 45 and 46.

Income	In-state(%)	OUT-OF-STATE(%)	Total

Cash gifts and donations (item 45)   _____%   _____%   100%

Other operating income (item 46)   _____%   _____%   100%

5. There are some sources of income that your library and branches might obtain from a business-like operation run by your library such as a gift shop, coffee shop, book shop, etc. and also from book sales, old furniture sales, etc. Please indicate about how much annual income such operations and/or sales bring in to your library and branches.

$ _____

6. There may be some services or businesses involving your library and branches that do not produce revenue for the library (other than a token amount) nor result in an expenditure to the library. Examples might include coin or card operated photocopiers or other equipment, gift shop, or coffee shop run by an outside person or vendor, etc. Please try to find out about how much total annual revenue is generated for these services.

$ _____

B. FLORIDA PRIORITIES

A review of the **Roadmap to Florida's Future: 2004-2009 Strategic Plan for Economic Development** reveals several priorities that are or could be supported by public library services. Some of the priorities such as literacy and services for public school children are well-known, but there may be instances where unique services are provided by your library. It would be very helpful to gather a list of special or unique services addressed to the following eight State priorities:

- Literacy

- Education

- Arts & Culture

- Business & Organizations

- Tourism

- E-government

- Global Interaction

- Competent Workforce

We ask you to provide us with a description of any special services that your library provides that support these priorities. You can e-mail us descriptions of such services (jmgast@mail.sis.pitt.edu) or send them to us along with the other data. Also, you might have publicity pieces that describe these services, which could be sent as well. There may be other types of services that you also believe might contribute to Florida's economic future. These should be reported as well.

We will compile the list of services and distribute them to all public libraries and the Division of Library and Information Services for promotional purposes.

C. SURVEY RESULTS

If your library has any survey results that you think would help our analysis, please send us the results.

THANK YOU VERY MUCH!

DLIS Report Definitions (Use with Survey Questions A3 & A4 on Page 3)

Item No.	Item Name	Definition/Instruction
45	Other income-Cash gifts and donations	Cash gifts and donations, excluding in-kind support.
46	Other operating income	All other operating income not reported in 44 through 45.
58	Print materials expenditures	Report all operating expenditures for the following print materials: books, serial backfiles, current serial subscriptions, government documents, and any other print acquisitions.
59	Electronic materials expenditures	Report all operating expenditures for electronic (digital) materials. Types of electronic materials include e-books, e-serials (including journals), government documents, databases (including locally mounted, full text or not), electronic files, reference tools, scores, maps, or pictures in electronic or digital format, including materials digitized by the library. Electronic materials can be distributed on magnetic tape, diskettes, computer software, CD-ROM, or other portable digital carrier, and can be accessed via a computer, via access to the Internet, or by using an e-book reader. Include equipment expenditures that are inseparably bundled into the price of the information service product. Include expenditures for materials held locally and for remote electronic materials for which permanent or temporary access rights have been acquired. Include expenditures for database licenses. [NOTE: Based on ISO 2789 definition.]
60	Other materials expenditures	Report all operating expenditures for other materials, such as microform, audio, video, DVD, and materials in new forms.
62	All other operating expenditures	This includes all expenditures other than those for staff and collection.
64	Capital Outlay (include capital expenditures only; see instructions)	Expenses for the acquisition or additions to fixed assets such as building sites, new buildings and building additions, new equipment (including major computer installations), initial book stock, furnishings

		for new or expanded buildings, and new vehicles. This excludes replacement and repair of existing furnishings and equipment, regular purchase of library materials, and investments for capital appreciation.