

APRIL 7, 2016

Libraries and Learning

Majorities of Americans think local libraries serve the educational needs of their communities and families pretty well and library users often outpace others in learning activities. But many do not know about key education services libraries provide

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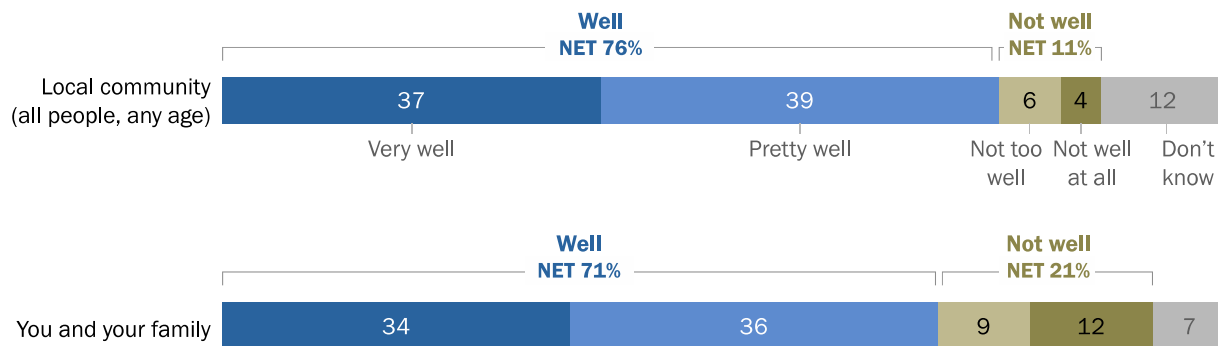
Libraries and Learning

Majorities of Americans think local libraries serve the educational needs of their communities and families pretty well and library users often outpace others in learning activities. But many do not know about key education services libraries provide

Most Americans believe libraries do a decent job of serving the education and learning needs of their communities and their own families. A new survey by Pew Research Center shows that 76% of adults say libraries serve the learning and educational needs of their communities either “very well” (37%) or “pretty well” (39%). Further, 71% say libraries serve their own personal needs and the needs of their families “very well” or “pretty well.”

Majorities of adults say their local libraries are serving the educational needs of their communities and their own families at least ‘pretty well’

% of adults who say that local public libraries serve the learning and educational needs of the following groups ...



Note: Those who refused to answer not counted. Some figures reflect rounding

Source: Survey conducted Oct. 13-Nov. 15, 2015.

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As a rule, libraries’ performance in learning arenas gets better marks from women, blacks, Hispanics, those in lower-income households, and those ages 30 and older.

At the same time, many do not know that libraries offer learning-related programs and materials such as e-books, career and job resources, and high school certification courses.

Library users think of themselves as lifelong learners

Additionally, these views arise in a context where strong majorities of adults consider themselves “lifelong learners” and libraries around the country are working to fit their programs and services into local educational ecosystems – both the formal parts of it (such as schools) and the informal parts of it (such as “do it yourself” learning opportunities). A [recent Pew Research report](#) found that 73% of adults say the label “lifelong learner” applies “very well” to them. Additionally, 74% of adults have participated in personal learning experiences of various kinds in the previous 12 months – we call them personal learners. And 63% of full- and part-time workers have taken courses or done training on the job to improve their skills in the past year – we called them professional learners.

Recent library users overwhelmingly embrace those ideas and activities. Fully 97% of those who used a library or bookmobile in the past 12 months say that the term “lifelong learner” applies “very well” or “pretty well” to them and a similar share of library website users (98%) also strongly identified with being lifelong learners.

Moreover, 84% of those who visited a library in the past 12 months fit our definition of personal learner, compared with 66% of those who had not recently visited a library or bookmobile.

Recent library users are more likely than others to read “how to” publications, take courses related to personal interests, attend learning-related events and meetings, and take online courses.

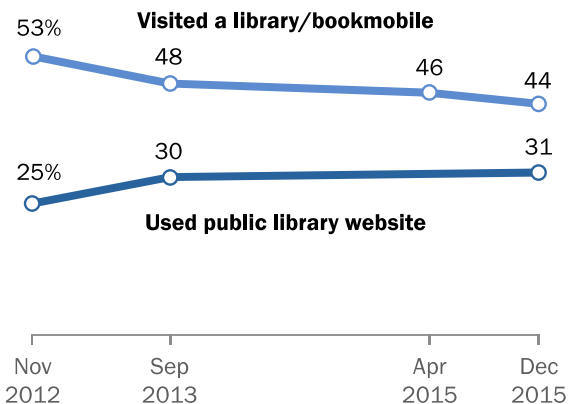
Interestingly, among workers, recent library users are no more likely than others to fall into the category of professional learners.

Library usage continues to evolve

In addition to examining the role of libraries as contributors to people’s learning, this survey also continued the Center’s benchmarking of

Use of libraries drifts down, while use of library websites levels off

% of adults who ... in the past 12 months



Note: Data for April 2015 are not reported for public library website usage because the question wording was not the same in that survey.

Source: Survey conducted Oct. 13-Nov. 15, 2015.

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library usage. Some 78% of adults say they have ever gone to a library, while 44% say they went to a library or bookmobile in the past 12 months.

The findings indicate a downward drift in the number of those who use physical library facilities in any given year. In our first survey on this in November 2012, 53% of adults had visited a library or bookmobile in the past 12 months.

Over the same period, the use of library websites has leveled off. In 2013, 30% of adults had used a library website over the past 12 months, while the new finding is that 31% have done so in the past year. Additionally, we found that 9% of adults had used a library-related app in the past 12 months – a first time reading for this question.¹

Notable shares of Americans do not know that libraries offer learning-related programs and materials

A significant number of libraries have added education- and learning-related material, often in digital form or available on the internet. This survey shows that a portion of adults are aware of those activities, but many do not know about them, including:

E-book borrowing: Fully [90% of public libraries have e-book lending programs](#), according to Information Policy and Access Center (IPAC) at the University of Maryland, and 62% of adults say they know

that their local libraries have such programs. At the same time, 22% say they do not know whether e-book lending is done by their libraries and another 16% say it is not done by their community libraries.

Many do not know if their local libraries offer key learning and education resources

% of adults who say these services are offered by their local libraries

	Yes	No	Don't know
E-books and digital audio books for borrowing	62%	16%	22%
Online career- and job-related resources	41	21	38
Online GED or high school equivalency classes	26	27	47
Programs on starting a new business	24	28	47
Online programs that certify that people have mastered new skills	24	27	49

Source: Survey conducted Oct. 13-Nov. 15, 2015. Those who refused to answer not counted.

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¹ In 2014, the Information Policy and Access Center reported that 43% of libraries offer mobile apps.

Online career and job-related resources: Some 62% of local libraries offer such resources, according to IPAC, and 41% of adults in our survey say they know their local libraries have such material. Still, 38% say they do not know if such resources are offered by their local libraries and another 21% say their libraries do not offer career- and job-related resources.

Online GED or high school equivalency classes: Some 35% of local libraries offer GED prep courses and materials, according to IPAC, and 26% of adults say they know their local libraries offer such programs. Yet nearly half (47%) say they do not know if such programs are offered by their local libraries and another 27% say these kinds of classes are not available in their communities.

Programs on starting a new business: Some 33% of local libraries offer such programs, according to IPAC, and 24% of adults say their local libraries offer programs on starting a new business. About half (47%) say they do not know if their local libraries do that and another 28% say their public libraries do not offer programs for starting a new business.

Online programs that certify that people have mastered new skills: 24% of adults say their local libraries offer such programs. However, about half of adults (49%) say they do not know if such programs are being offered and another 27% say they are not offered by their local libraries. There are no data about how many libraries offer such programs.

1. Library users and learning

Adults who use libraries and visit library websites are often ahead of the crowd when it comes to being learners, engaging with information and embracing technology.

Fully 97% of those who visited a library or bookmobile in the past 12 months say the assertion “I think of myself as a lifelong learner” applies to them “very well” or “somewhat well.” And 98% of those who have used a library website in the past year feel the same way.

A recent Pew Research Center report about [lifelong learning and technology](#) found that 74% of adults participate in learning activities that make them “personal learners.” That is, they had done at least one of several activities, such as reading how-to materials or taken courses in pursuit of learning more about personal interests or hobbies in the past 12 months.

Some 23% of personal learners have pursued those interests at libraries in the past 12 months. The personal learners who are among the most likely to have used libraries for these kinds of enrichment activities include those in households earning less than \$50,000 (29% of the personal learners have done so), those ages 65 and older (30% of this cohort have done so) and women (27% of the personal learners in this cohort have done so).

In our earlier report, it was also noted that 63% of those who are working (either full time or part time) are “professional learners.”² those who said in the past 12 months they had participated in job-related learning activities that either upgraded their skills or prepared them for new jobs. That amounts to 36% of the entire adult population. Some 9% of professional learners have pursued their classes or training at libraries.

It is often the case that library users are more likely than others to pursue a variety of learning experiences in all kinds of venues and formats and to say they have reaped benefits from those learning activities. The rest of this chapter will provide the latest data about who uses libraries, library websites and library mobile apps and then will examine the ways in which library users – as learners – participate in learning activities and profit from them.

² In this survey, 58% of adults were either full- or part-time workers. They were the ones who were asked questions about professional learning experiences.

The number of those visiting library buildings is trending down, while the number of library website users has leveled off

This survey finds that 78% of adults have ever gone to a library, while 44% say they went to a library or bookmobile in the past 12 months. The findings indicate a downward drift in the number of those who use physical library buildings in any given year. In November 2012 when Pew Research Center began tracking library usage, 53% of adults said they had used a library or bookmobile in the past 12 months. And the numbers have moved lower since then.

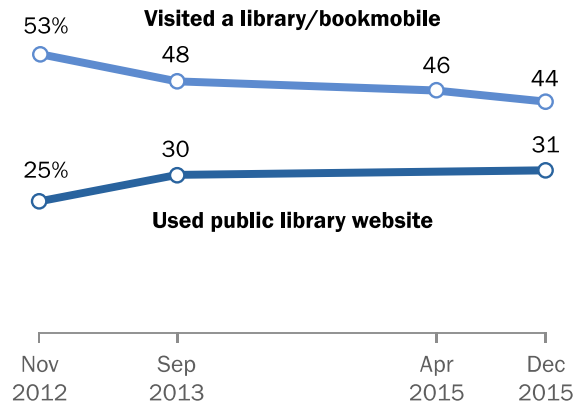
Over the same period, the use of library websites has leveled off. In 2012, 25% of adults had used a library website over the past 12 months, and the new finding is that 31% have done so in the past year.³

Fully 84% of those who visited a library in the past 12 months are personal learners, which compares with 66% of those who visited a library less recently or who have never been to a library. And 86% of those who visited a library website in the past year can be categorized as personal learners, compared with 69% of other adults.

In addition to asking about use of the library buildings and library websites, we asked a separate and new question in this survey about use of library apps. While 12% of adults said they have used one at some point in their lives, some 9% said they have used a library app in the past 12 months. Overall, in the past 12 months, 50% of adults interacted with a library through its facility, website or app.

Use of libraries drifts down, while use of library websites levels off

% of adults who ... in the past 12 months



Note: Data for April 2015 are not reported for public library website usage because the question wording was not the same in that survey.

Source: Survey conducted Oct. 13-Nov. 15, 2015.

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³ Pew Research [reported in September 2015](#) that in a survey in April 2015 that 22% of those 16 and older had used a library website. This emerged in a survey where the question wording had been changed from previous samples. The wording in that 2015 survey covered whether people had used “a public library website or app.” That might have affected respondent answers. In the current survey, we returned to the previous wording that involved asking about whether someone had “used a public library website.” A separate question was asked about using a “public library app” and found that 9% had used one in the previous 12 months.

Those who use libraries and their digital materials are more likely to be parents of minors, women, under age 50, and better educated

When it comes to the demographic traits of library users, this survey's findings parallel previous patterns the Center has documented. Those who have visited a library or bookmobile in the past 12 months are more likely to be women, parents of minor children and those with higher levels of education. Younger adults ages 18 to 29 are more likely than their elders to have used libraries during the previous year. And those less likely to have recently visited a library include Hispanics and those who live in rural areas.

The same basic patterns hold for those who have used a library website in the past 12 months. When it comes to people's use of mobile apps offered in connection with libraries, people's level of education is the most noteworthy demographic difference tied to usage.

Women, young adults, higher-educated adults and parents are among the most likely to have visited libraries and used library websites

% of adults who visited a library, used a library website, or used a library mobile app in the past 12 months

	Visited library/bookmobile in past 12 months	Used public library website in past 12 months	Used public library app in past 12 months
All adults	44	31	9
Gender			
Men	38	25	7
Women	51	38	11
Race/ethnicity			
Whites	44	32	9
Blacks	47	30	7
Hispanics	38	22	9
Age			
18-29	54	41	10
30-49	47	36	12
50-64	38	27	9
65+	36	17	4
Educational attainment			
Less than high school	27	14	3
High school grad	35	24	8
Some college	46	32	9
College grad +	58	44	14
Household income			
<\$30,000	42	29	7
\$30,000-\$74,999	45	32	10
\$75,000-\$99,999	44	33	10
\$100,000-\$149,000	50	35	11
\$150,000+	42	33	12
Parental status			
Parent of minor	50	36	12
Non-parent of minor	42	29	8
Community type			
Urban	46	34	10
Suburban	45	31	10
Rural	36	27	6

Source: Survey conducted Oct. 13-Nov. 15, 2015

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Library users self-identify as lifelong learners and as people interested in new information

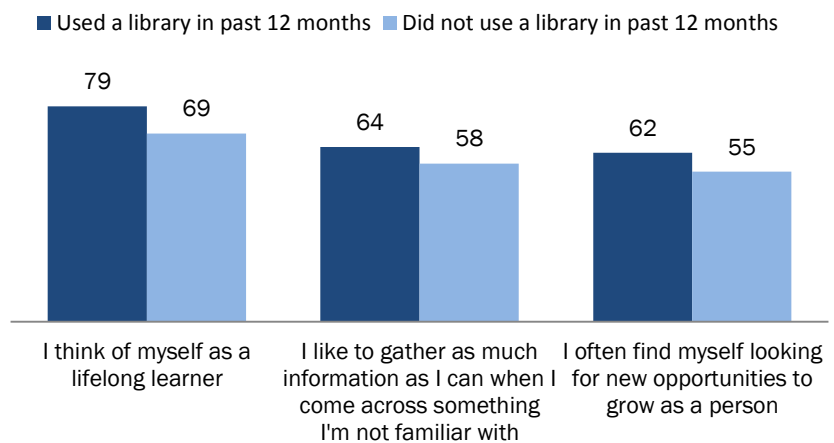
Fully 79% of those who have used a library or bookmobile in the past 12 months say the statement “I think of myself as a lifelong learner” describes them “very well.” Another 18% say the statement describes them “somewhat well.” That compares with 69% of those who did not use a library in the past 12 months who think the label of lifelong learner apply “very well” to them.

Similarly, library users are more likely than others to agree with the statements that 1) they like to gather as much information as they can when they come across something unfamiliar and 2) they often find themselves looking for new opportunities to grow as a person.

Library users are also somewhat more likely to think that all people should be in a learning posture in at least some domains. For instance, those who have visited a library in the past 12 months are more likely than those who haven’t to think it is “very important” for people to make an effort to learn new things about their local community (73% vs. 68%) and to learn new things that are happening in society, such as developments in science, technology, entertainment or culture (74% vs. 65%).

Library users are more likely to describe themselves as ‘lifelong learners’

% of adults who say these phrases describe them ‘very well’



Source: Survey conducted Oct. 13-Nov. 15, 2015

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Library users are major technology adopters

People who used a library or bookmobile in the past year are more likely than non-library users or less-recent users to be technology users.

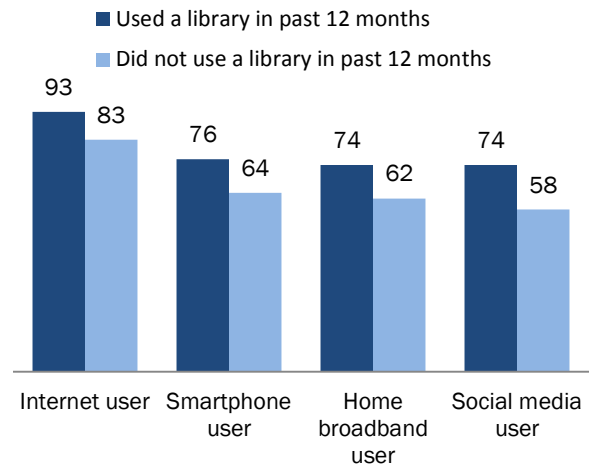
- **Internet** – 93% of those who used a library or bookmobile in the past 12 months are internet users.
- **Smartphones** – 76% of those who used a library or bookmobile in the past 12 months are smartphone users.
- **Home broadband** – 74% of those who used a library or bookmobile in the past 12 months are home broadband users.
- **Social media** – 74% of those who used a library or bookmobile in the past 12 months are social media users.

The same gaps in digital technology adoption

appear between users and non-users when it comes to those who have used a library website or used a library app during that time period.

Library users are more likely to be digital technology users

% of adults who are users of key technologies



Source: Survey conducted Oct. 13-Nov. 15, 2015

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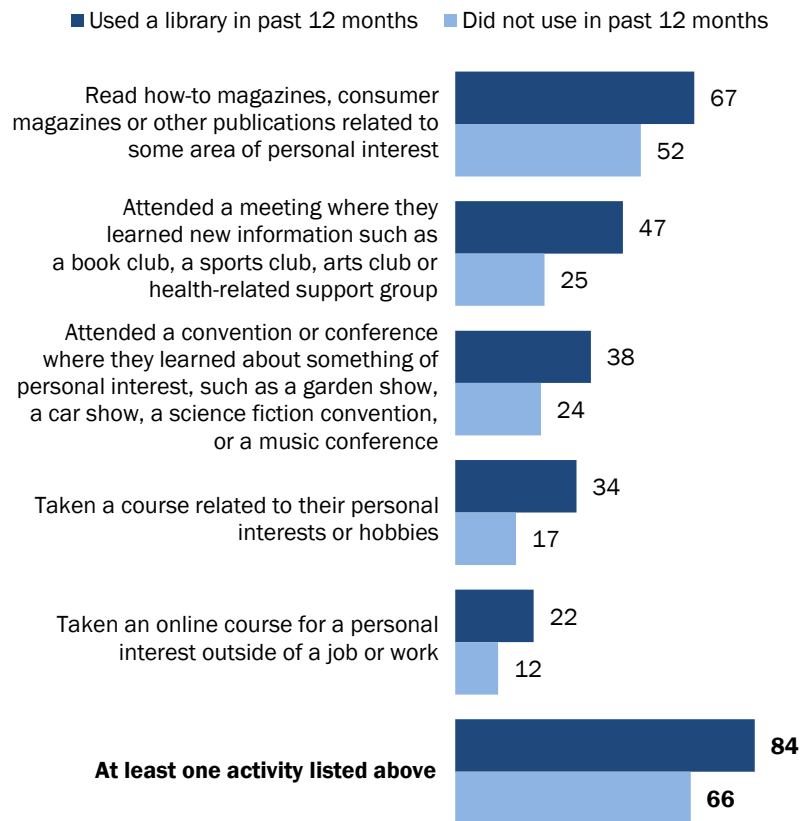
Library users stand out as ‘personal learners’

The Center identified personal learners by asking questions about a variety of activities related to personal enrichment and pursuits and found that those who visited libraries or used library websites in the past year stand apart from others in each of the pursuits queried.

The same patterns also apply when comparing those who have used public library websites or mobile apps in the past 12 months with those who have not.

Library users are more likely to pursue personal learning activities

% of adults who have done these activities in the past 12 months



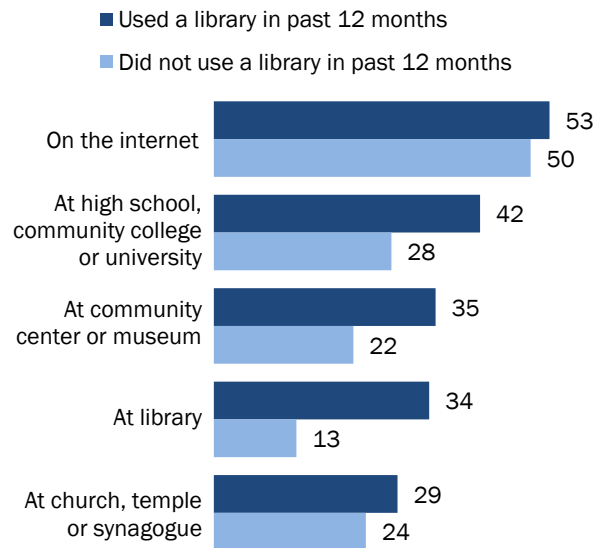
Source: Survey conducted Oct. 13-Nov. 15, 2015

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When it comes to where people pursue their personal interests, more recent library users are not only more likely to use libraries for personal learning, but they also are more likely to use several other locales. In the nearby chart, the only place where there is no statistically meaningful difference between those who have visited a library in the past 12 months and those who have not involves using the internet for personal learning.

Library users use various locales for enrichment when they pursue personal learning

*% of personal learners who have done their learning in various places/ways**



*Personal learners are 74% of adults

Source: Survey conducted Oct. 13-Nov. 15, 2015

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The 74% of adults who fit our description of personal learners were asked about several possible reasons they might pursue these informal educational activities, and those who had used the library in the past 12 months stood apart from others for several of those reasons:

- 84% of the personal learners who had visited a library or bookmobile in the past 12 months said they wanted to learn something that would make their life more interesting or full. That compares with 76% of the personal learners who had not recently used a library who felt that way.
- 67% of the personal learners who had recently visited a library said they wanted to learn something that would allow them to help others more effectively. Some 60% of those who had not recently visited a library cited that as a motive.

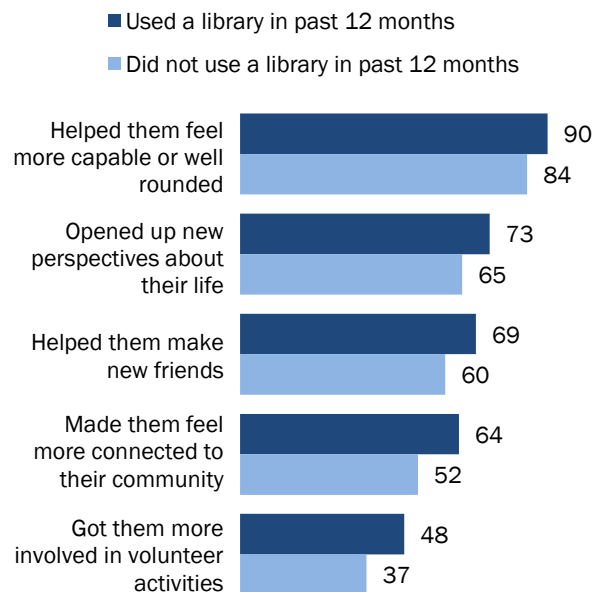
Recent library users did not show significant differences with others when it comes to other possible reasons for being a personal learner. Some 60% of all personal learners said they pursued these interests in the past 12 months because they had some extra time on their hands; 36% said they wanted to turn their hobby into something that generated income; and 33% said they wanted to learn things that would help them keep up with the schoolwork of their children, grandchildren or other kids in their lives.

Recent library users are more likely to cite benefits from personal learning than others

Asked about some potentially helpful or satisfying outcomes from the personal learning they had done in the past 12 months, those who had visited a library in the past 12 months were more likely to say their personal learning had a notable impact. That means library users were more likely to say their personal learning experience helped them feel more capable; opened up new perspectives about their lives;

Library users are more likely to cite positive impacts from personal learning

*% of personal learners who cited these benefits from their informal educational effort**



*Personal learners are 74% of adults

Source: Survey conducted Oct. 13-Nov. 15, 2015

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helped them make new friends; made them feel more connected to their local community; and got them more involved in volunteer activities.

The same patterns about impact also apply when comparing those who have used public library websites or mobile apps in the past 12 months with those who have not.

The Center did not ask the kind of follow-up questions that could explain these differences. It is possible they arise from the fact that recent library users are somewhat more civically oriented than others. It also might stem from the fact that library users feel more enthusiastic about learning, as a rule.

Those who use library websites are more likely to be professional learners in many contexts

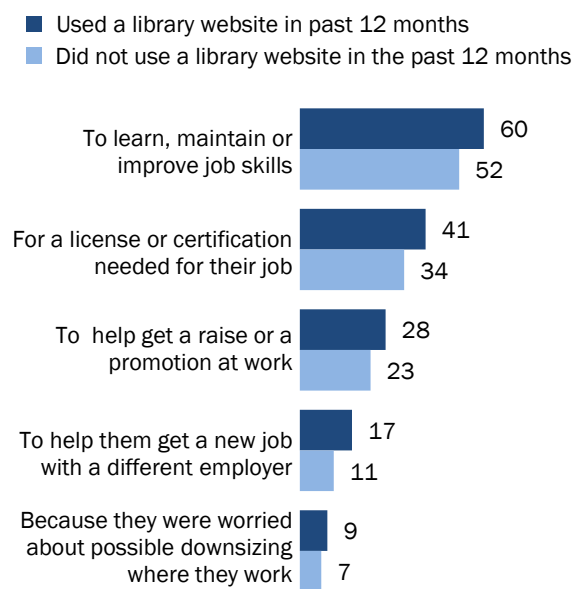
At the same time Pew Research Center identified personal learners through questions about activities that might lead to individual enrichment, the Center also identified professional learners by asking questions about whether those with full- or part-time jobs had taken a class or gotten extra training in the past 12 months. Overall, 63% of working Americans (or 36% of all adults) fit the definition of “professional learners,” and they got that extra knowledge:

- To learn, maintain or improve job skills
- For a license or certification needed for a job
- To help get a raise a promotion at work
- To help get a new job with a different employer
- Because they were worried about possible downsizing where they work

Those who had visited a library or bookmobile in the past 12 months were not significantly more likely than others to do any of the job-

Library website users are more likely than others to have participated in professional learning for several purposes

*% of those in full- or part-time jobs who took a class or got extra training for these reasons**



*58% of adults are full- or part-time workers

Source: Survey conducted Oct. 13-Nov. 15, 2015

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related learning or training activities. However, those who had used library websites in the past 12 months were more likely to have done them than others. This might be a consequence of workers being more likely than non-workers to be internet users and that the materials at libraries can be relatively reasonably accessible via the library website.

As noted above, 13% of professional learners got their training or pursued their skills development at a library. The one statistically significant difference on this issue involved Hispanic professional learners. Some 16% of Hispanic professional learners got some work-related training at a library, compared with 8% of whites and 9% of blacks who are professional learners. Otherwise, there were no notable demographic distinctions among those who did their job-related learning at the library.

When it comes to the impact of job- or professional-training activities, the professional learners who also used the library within the past 12 months were more likely than others to say this extra learning:

- Expanded their professional network: 69% of the professional learners who also were recent library users said their job-related learning expanded their professional network. That compares with 62% of others who said they got this benefit.
- Helped them advance within their current company or organization: 52% of the professional learners who had recently used the library say their job-related learning helped them advance with their current employer. That compares with 43% of the professional learners who not recent library users.

There were no differences among the professional learners who were also recent library users when it came to two other possible impacts of their new learning: 1) enabling them to find a new job inside or outside their current organization (29% of all professional learners got that benefit) and 2) helping them consider a different career path (27% of all professional learners got that benefit).

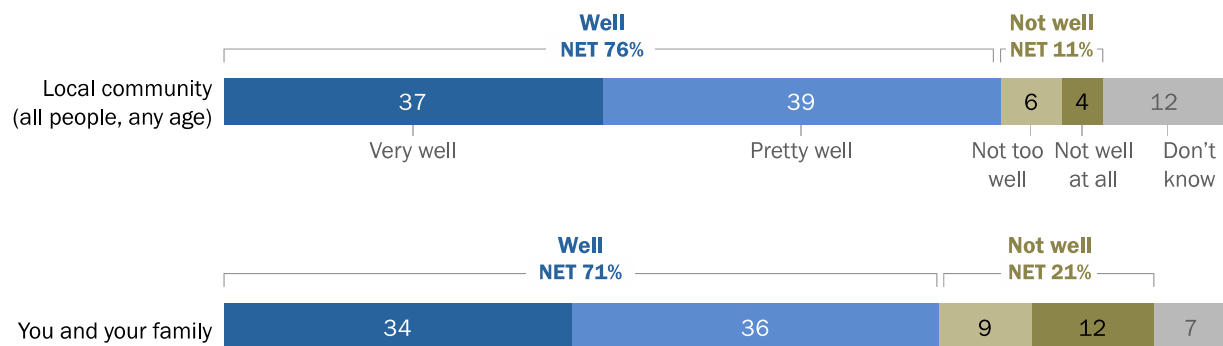
2. How people view libraries as part of community educational systems

Substantial majorities of Americans are serving the needs of their communities and their own families at least pretty well.

Some 37% say their local libraries serve the needs of their communities “very well” and another 39% say “pretty well.” At the same time, 34% say their local libraries serve them and their families “very well” and 36% say “pretty well.” While the share is small for those who fell negatively about how libraries are performing in their local education scene, it is worth noting that 12% said they “don’t know” when the question involves libraries and community education systems and 7% said “don’t know” when the issue is about how libraries are serving their own needs and those of their families.

Majorities of adults say their local libraries are serving the educational needs of their communities and their own families at least ‘pretty well’

% of adults who say that local public libraries serve the learning and educational needs of the following groups ...



Note: Those who refused to answer not counted. Some figures reflect rounding.

Source: Survey conducted Oct. 13-Nov. 15, 2015.

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Those who use libraries feel relatively satisfied with their performance in learning situations, particularly women, blacks, Hispanics, those in lower-income households and those ages 30 and older

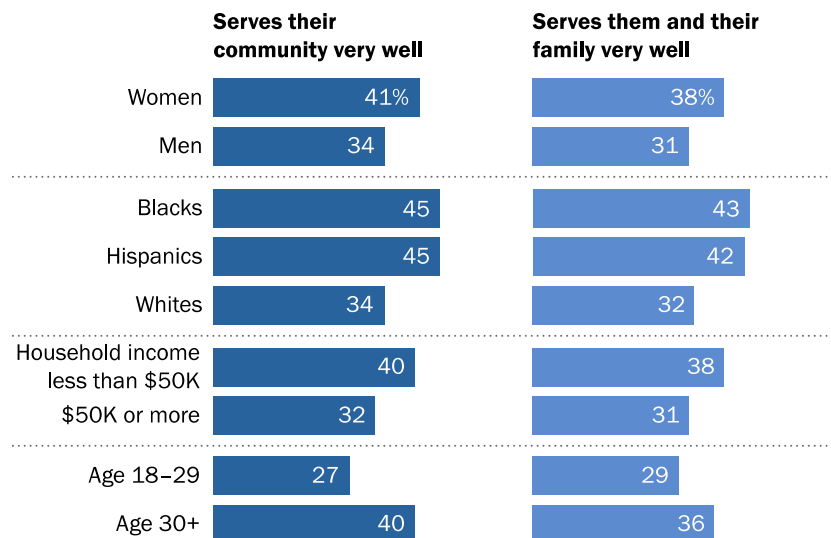
There are pronounced differences among various groups when it comes to the most positive responses on these questions. Those who have visited a library or bookmobile in the past 12 months are more likely than others to say libraries are performing “very well” when it comes to educational services, as are those who self-identify as “lifelong learners.”

In addition, as a rule, libraries’ performance in learning arenas gets better marks from women, blacks, Hispanics, those in lower-income households, and those ages 30 and older. This next section will sort through that material, especially focusing on people who answered that libraries perform “very well” for their communities and their own families:

Library users: Those who have visited a library or bookmobile in the past 12 months and those who have used library websites are more positive about the way libraries fit into community educational ecosystems and the way they serve respondents and their families. Some 45% of recent library visitors say their local library meets their communities’ education needs “very well,” compared with 31% of those who were not recent library visitors who feel that way. Similarly, 45% of recent library users say libraries serve the educational needs of them and their families “very well,” compared with 26% of those who have not visited a library in the past year.

Women, minorities, those in poorer households, and those ages 30 and over are more likely to say libraries serve their needs ‘very well’

% of adults who say their local library ...



Source: Survey conducted Oct. 13-Nov. 15, 2015.

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Lifelong learners: Those who say that the term “lifelong learner” applies “very well” to them are also more likely than others to say libraries are doing well in serving their community and personal needs. Some 39% of lifelong learners say libraries are doing “very well” in serving their communities’ learning and educational needs, compared with 32% of those who do not define themselves as lifelong learners. In addition, 37% of lifelong learners say libraries serve the educational activities of them and their families “very well,” compared with 27% of others who say that.

Personal learners and professional learners: Interestingly, there are not major differences between personal learners and others and professional learners and others in their responses to both questions about libraries and their communities and libraries and their families. Personal learners are a bit more likely than others to say libraries do “pretty well” at serving their communities’ educational needs (42% vs. 33%) and “pretty well” at serving the educational needs of them and their families (38% vs. 31%). However, there are not differences either among professional learners and others as well as personal learners and others when it comes to those who say libraries do “very well” at both tasks.

Women: Women are more likely than men to be library users and women are also more likely to have the most positive views about the role of libraries in community and personal learning activities. Some 41% of women believe that their public libraries serve the learning and educational needs of their communities “very well,” compared with 34% of men who believe that. Similarly, 38% of women say their public libraries serve the educational needs of themselves and their families “very well,” compared with 31% of men.

Race and ethnicity: African-Americans and Hispanics are more likely than whites to say that libraries serve the learning and education needs of their communities “very well.” Some 45% of both minority groups say that, while 34% of whites support that idea. Meanwhile, whites are more likely than others to say libraries serve community education needs “pretty well.” In addition, 43% of blacks and 42% of Hispanics say that libraries serve the learning and educational needs of them and their families “very well,” compared with 32% of whites who say that. Again, whites are more likely to say libraries serve their personal educational needs “pretty well.”

Lower income: Those living in households earning less than \$50,000 are more likely than those in higher-income households to say that libraries serve community learning needs “very well”: 40% of those in lower-income households say that, compared with 32% of those in households earning \$50,000 or more. Similarly, 38% of those in households earning less than \$50,000 say libraries serve their and their families’ learning and educational needs “very well,” compared with 31% of those living in higher-income households.

Those over age 30: Those ages 30 and older are somewhat more likely than young adults to have the most positive views about how libraries serve the learning interests of their patrons and communities: 27% of those ages 18 to 29 say libraries serve the educational needs of their communities “very well,” compared with 40% of those ages 30 and older. Similarly, 29% of young adults say they believe libraries have served the educational needs of themselves and their families “very well,” compared with 36% of those ages 30 and over who say that.

Notable shares of Americans do not know that libraries offer learning-related programs and materials

A significant number of libraries have added education- and learning-related material to their archives and their program offerings, often in digital form or available on the internet. This survey shows that some Americans are aware of these activities, but many do not know about them or believe they are not available in their communities:

- **E-book borrowing:** Fully [90% of public libraries have e-book lending programs](#), according to

Information Policy and Access Center (IPAC) at the University of Maryland, and 62% of adults say they know that their local libraries have such a program. At the same time, 22% say they do not know whether e-book lending is done by their libraries and another 16% say it is not done by their community libraries.

Among those most likely to say they do not know if their local libraries lend e-books: men, rural residents and those without college degrees. Among those most likely to say their local libraries do not lend e-books: blacks, Hispanics, people living in households earning less than \$30,000 and non-internet users.

Many do not know if their local libraries offer key learning and education resources

% of adults who say these services are offered by their local libraries

	Yes	No	Don't know
E-books and digital audio books for borrowing	62%	16%	22%
Online career- and job-related resources	41	21	38
Online GED or high school equivalency classes	26	27	47
Programs on starting a new business	24	28	47
Online programs that certify that people have mastered new skills	24	27	49

Note: Those who refused to answer not counted.

Source: Survey conducted Oct. 13-Nov. 15, 2015.

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- Online career and job-related resources: Some 62% of local libraries offer such resources, according to IPAC, and 41% of adults say in our survey they know their local libraries have such material. Still, 38% say they do not know if such resources are offered by their local libraries and another 21% say their libraries do not offer career- and job-related resources.

Among those most likely to say they do not know if their local libraries have resources for jobs and careers: whites, those with less than college degrees and those living in households earning \$50,000 or more. Among those most likely to say their local libraries do not have career-related resources: men, blacks, Hispanics, people living in households earning less than \$30,000, and those whose education stopped with a high school diploma.

- Online GED or high school equivalency classes: Some 35% of local libraries offer GED prep courses and materials, according to IPAC, and 26% of adults say they know their local libraries offers such programs. Yet nearly half (47%) say they do not know if such programs are offered by their local libraries and another 27% say these kinds of classes are not available in their communities.

Among those most likely to say they do not know if their local libraries provide GED classes: whites, those with at least some college experience and those in households earning \$50,000 or more. Among those most likely to say their local libraries do not offer high school equivalency classes: blacks, Hispanics, adults under age 30, those with high school diplomas or less and suburban residents.

- Programs on starting a new business: Some 33% of local libraries offer such programs, according to IPAC, and 24% of adults say their local libraries offer such programs. About half (47%) say they do not know if their local libraries do that and another 28% say their public libraries do not offer programs for starting a new business.

Among those most likely to say they do not know if their local libraries provide programs for starting a new business: whites, those with some college experience and those in households earning \$50,000 or more. Among those most likely to say their local libraries do not offer programs for starting a new business: blacks, Hispanics, adults under age 30, those with high school diplomas or less and suburban residents.

- Online programs that certify that people have mastered new skills: Some 24% of adults say their local libraries offer such programs. However, about half of adults (49%) say they do not know if such programs are being offered and another 27% say they are not offered by their local libraries. There are no data about how many libraries offer such programs.

Among those most likely to say they do not know if their local libraries provide programs that certify that people have mastered new skills: women, whites, those ages 30 and older, those with college experience and those in higher-income households. Among those most likely to say their local libraries do not offer certification programs: men, blacks, Hispanics, adults under age 30, and those with high school diplomas or less.

Acknowledgments

This report was made possible by The Pew Charitable Trusts, which received support for the project through a grant from the Bill & Melinda Gates Foundation. It is a collaborative effort based on the input and analysis of the following individuals:

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Other reports from Pew Research Center project on libraries can be found at:

<http://libraries.pewinternet.org/>

Methodology

The Educational Ecosystem 2015 Survey, sponsored by Pew Research Center, obtained telephone interviews with a nationally representative sample of 2,752 adults living in the United States. Interviews were conducted via landline ($n_{LL}=963$) and cellphone ($n_C=1,789$; including 1,059 without a landline phone). The survey was conducted by Princeton Survey Research Associates International (PSRAI). The interviews were administered in English and Spanish by Princeton Data Source, LLC from Oct. 13 to Nov. 15, 2015. Statistical results are weighted to correct known demographic discrepancies. The margin of sampling error for the complete set of weighted data is ± 2.1 percentage points. For results based on Internet users⁴ ($n=2,428$), the margin of sampling error is ± 2.3 percentage points.

Details on the design, execution and analysis of the survey are discussed below.

DESIGN AND DATA COLLECTION PROCEDURES

Sample Design

A combination of landline and cellular random-digit-dial (RDD) samples was used to represent all adults in the United States who have access to either a landline or cellular telephone. Both samples were provided by Survey Sampling International, LLC (SSI) according to PSRAI specifications.

Numbers for the landline sample were drawn with equal probabilities from active blocks (area code + exchange + two-digit block number) that contained one or more residential directory listings. The cellular sample was not list-assisted, but was drawn through a systematic sampling from dedicated wireless 100-blocks and shared service 100-blocks with no directory-listed landline numbers.

Contact Procedures

Interviews were conducted from Oct. 13 to Nov. 15, 2015. As many as seven attempts were made to contact every sampled telephone number. Sample was released for interviewing in replicates, which are representative subsamples of the larger sample. Using replicates to control the release of sample ensures that complete call procedures are followed for the entire sample. Calls were staggered over times of day and days of the week to maximize the chance of making contact with potential respondents. Interviewing was spread as evenly as possible across the days in field.

⁴ Internet user definition includes those who use the internet or email at least occasionally or access the internet on a cellphone, tablet or other mobile handheld device at least occasionally.

When necessary, each telephone number was called at least one time during the day in an attempt to complete an interview.

For the landline sample, interviewers asked to speak with the youngest adult male or female currently at home based on a random rotation. If no male/female was available, interviewers asked to speak with the youngest adult of the other gender. This systematic respondent selection technique has been shown to produce samples that closely mirror the population in terms of age and gender when combined with cell interviewing.

For the cellular sample, interviews were conducted with the person who answered the phone. Interviewers verified that the person was an adult and in a safe place before administering the survey. The cellular respondents were offered a post-paid cash reimbursement for their participation.

WEIGHTING AND ANALYSIS

Weighting is generally used in survey analysis to compensate for sample designs and patterns of non-response that might bias results. The sample was weighted to match national adult general population parameters. A two-stage weighting procedure was used to weight this dual-frame sample.

The first stage of weighting corrected for different probabilities of selection associated with the number of adults in each household and each respondent's telephone usage patterns.⁵ This weighting also adjusts for the overlapping landline and cell sample frames and the relative sizes of each frame and each sample.

The first-stage weight for the i^{th} case can be expressed as:

$$WT_i = \left[\left(\frac{S_{LL}}{F_{LL}} \times \frac{1}{AD_i} \times LL_i \right) + \left(\frac{S_{CP}}{F_{CP}} \times CP_i \right) - \left(\frac{S_{LL}}{F_{LL}} \times \frac{1}{AD_i} \times LL_i \times \frac{S_{CP}}{F_{CP}} \times CP_i \right) \right]^{-1}$$

Where S_{LL} = the size of the landline sample

F_{LL} = the size of the landline sample frame

S_{CP} = the size of the cell sample

⁵ i.e., whether respondents have only a landline telephone, only a cellphone or both kinds of telephone.

F_{CP} = the size of the cell sample frame

AD_i = Number of adults in household i

$LL_i=1$ if respondent has a landline phone, otherwise $LL=0$.

$CP_i=1$ if respondent has a cellphone, otherwise $CP=0$.

The second stage of weighting balances sample demographics to population parameters. The sample is balanced to match national population parameters for sex, age, education, race, Hispanic origin, region (U.S. Census definitions), population density and telephone usage. The Hispanic origin was split out based on nativity: U.S. born and non-U.S. born. The white, non-Hispanic subgroup was also balanced on age, education and region.

The basic weighting parameters came from the U.S. Census Bureau's 2013 American Community Survey (ACS) data.⁶ The population density parameter was derived from Census 2010 data. The telephone usage parameter came from an analysis of the July-December 2014 National Health Interview Survey.⁷

Weighting was accomplished using Sample Balancing, a special iterative sample weighting program that simultaneously balances the distributions of all variables using a statistical technique called the *Deming Algorithm*. Weights were trimmed to prevent individual interviews from having too much influence on the final results. The use of these weights in statistical analysis ensures that the demographic characteristics of the sample closely approximate the demographic characteristics of the national population. Table 1 compares weighted and unweighted sample distributions to population parameters.

⁶ ACS analysis was based on all adults excluding those living in institutional group quarters.

⁷ Blumberg SJ, Luke JV. Wireless substitution: Early release of estimates from the National Health Interview Survey, July-December, 2014. National Center for Health Statistics. Jun 2015.

Table 1: Sample Demographics

	<u>Parameter</u>	<u>Unweighted</u>	<u>Weighted</u>
<u>Gender</u>			
Male	48.3	52.5	49.3
Female	51.7	47.5	50.7
<u>Age</u>			
18-24	13.1	9.8	13.3
25-34	17.4	14.1	17.6
35-44	16.9	13.7	16.8
45-54	18.1	17.3	17.9
55-64	16.3	19.3	16.2
65+	18.2	25.9	18.2
<u>Education</u>			
High school graduate or less	41.2	31.1	40.2
Some College/Assoc. Degree	31.5	25.4	31.6
College Graduate	27.3	43.5	28.2
<u>Race/Ethnicity</u>			
White/not Hispanic	65.7	69.4	65.5
Black/not Hispanic	11.6	10.4	11.5
Hispanic - U.S. born	7.6	6.5	7.6
Hispanic - born outside U.S.	7.4	6.7	7.5
Other/not Hispanic	7.7	7.0	7.9
<u>Region</u>			
Northeast	18.2	16.6	18.0
Midwest	21.3	22.9	21.4
South	37.2	37.5	37.6
West	23.3	23.0	22.9
<u>County Pop. Density</u>			
1 - Lowest	19.9	22.1	20.1
2	20.0	19.9	20.0
3	20.1	20.9	20.3
4	20.0	20.0	20.1
5 - Highest	20.0	17.0	19.4
<u>Household Phone Use</u>			
LLO	7.4	3.6	5.8
Dual	44.8	57.9	45.9
CPO	47.8	38.5	48.3

Effects of Sample Design on Statistical Inference

Post-data collection statistical adjustments require analysis procedures that reflect departures from simple random sampling. PSRAI calculates the effects of these design features so that an appropriate adjustment can be incorporated into tests of statistical significance when using these data. The so-called "design effect" or *deff* represents the loss in statistical efficiency that results from systematic non-response. The total sample design effect for this survey is 1.28.

PSRAI calculates the composite design effect for a sample of size *n*, with each case having a weight, *w_i* as:

$$deff = \frac{n \sum_{i=1}^n w_i^2}{\left(\sum_{i=1}^n w_i \right)^2} \quad \text{formula 1}$$

In a wide range of situations, the adjusted standard error of a statistic should be calculated by multiplying the usual formula by the square root of the design effect (\sqrt{deff}). Thus, the formula for computing the 95% confidence interval around a percentage is:

$$\hat{p} \pm \left(\sqrt{deff} \times 1.96 \sqrt{\frac{\hat{p}(1-\hat{p})}{n}} \right) \quad \text{formula 2}$$

where \hat{p} is the sample estimate and *n* is the unweighted number of sample cases in the group being considered.

The survey's margin of error is the largest 95% confidence interval for any estimated proportion based on the total sample – the one around 50%. For example, the margin of error for the entire sample is ± 2.1 percentage points. This means that in 95 out every 100 samples drawn using the same methodology, estimated proportions based on the entire sample will be no more than 2.1 percentage points away from their true values in the population. It is important to remember that sampling fluctuations are only one possible source of error in a survey estimate. Other sources, such as respondent selection bias, questionnaire wording and reporting inaccuracy, may contribute additional error of greater or lesser magnitude.

RESPONSE RATE

Table 2 reports the disposition of all sampled telephone numbers ever dialed from the original telephone number samples. The response rate estimates the fraction of all eligible samples that were ultimately interviewed. Response rates are computed according to American Association for Public Opinion Research standards.⁸ Thus the response rate for both the landline and cellular samples was 9%.

⁸ The American Association for Public Opinion Research. 2011. Standard Definitions: Final Dispositions of Case Codes and Outcome Rates for Surveys. 7th edition. AAPOR.

Table 2. Sample Disposition

Landline	Cell	
3,139	594	OF = Out of Frame
3,128	594	Non-residential/Business
11	---	Cell in landline frame
33,517	8,371	NWC = Not working/computer
32,046	8,355	Not working
1,471	16	Computer/fax/modem
2,979	545	UHUO _{NC} = Non-contact, unknown if household/unknown other
3,169	6,632	UO _{NC} = Non-contact, unknown eligibility
3,114	6,607	Voice mail
55	25	Other non-contact
6,111	18,424	UO _R = Refusal, unknown if eligible
5,883	10,285	Refusals
228	8,139	Callbacks
43	103	O = Other
---	896	SO = Screen out
---	896	Child's cellphone
423	638	R = Refusal, known eligible
963	1,789	I = Completed interviews
50,344	37,992	T = Total numbers sampled
22.6%	76.1%	$e1 = (I+R+SO+O+UO_R+UO_{NC}) / (I+R+SO+O+UO_R+UO_{NC}+OF+NWC)$ - Est. frame eligibility of non-contacts
100.0%	73.0%	$e2 = (I+R) / (I+R+SO)$ - Est. screening eligibility of unscreened contacts
66.2%	75.6%	$CON = [I + R + (e2*[O + UO_R])] / [I + R + (e2*[O + UO_R + UO_{NC}]) + (e1*e2*UHUO_{NC})]$
12.8%	11.2%	$COOP = I / [I + R + (e2*[O + UO_R])]$
8.5%	8.5%	AAPOR RR3 = $I / [I+R+(e2*(UO_R+UO_{NC}+O))] + [e1*e2*UHUO_{NC}] = CON*COOP$

Topline Questionnaire

Educational Ecosystem Survey 2015

Final Topline

11/17/2015

Data for Oct. 13-Nov. 15, 2015

Princeton Survey Research Associates International for
Pew Research Center's Internet, Science & Technology Project

Sample: n=2,752 adults age 18 or older nationwide, including 1,789 cellphone interviews
Interviewing dates: Oct. 13, 2015 – Nov. 15, 2015

Margin of error: ± 2.1 percentage points for results based on Total [n=2,752]

Margin of error: ± 2.3 percentage points for results based on internet users [n=2,428]

Margin of error: ± 2.2 percentage points for results based on cellphone owners [n=2,606]

Margin of error: ± 2.8 percentage points for results based on employed [n=1,577]

Margin of error: ± 3.5 percentage points for results based on professional learners [n=1,002]

Margin of error: ± 2.4 percentage points for results based on personal learners [n=2,121]

EMINUSE Do you use the internet or email, at least occasionally?

INTMOB Do you access the internet on a cellphone, tablet or other mobile handheld device, at least occasionally?⁹

USES INTERNET

DOES NOT USE
INTERNET

⁹ The definition of an internet user varies from survey to survey. Prior to January 2005, internet users were defined as those who said yes to "Do you ever go online to access the Internet or World Wide Web or to send and receive email?" From January 2005 thru February 2012, an internet user is someone said yes to either "Do you use the internet, at least occasionally?" (INTUSE) OR "Do you send or receive email, at least occasionally?" (EMLOCC). From April 2012 thru December 2012, an internet user is someone said yes to any of three questions: INTUSE, EMLOCC or "Do you access the internet on a cell phone, tablet or other mobile handheld device, at least occasionally?" (INTMOB). In May 2013, half the sample was asked INTUSE/EMLOCC/INTMOB and half was asked EMINUSE/INTMOB. Those May 2013 trend results are for both forms combined.

Current	87	13
July 2015 ⁱ	87	13
April 2015 ⁱⁱ	85	15
September 2013 ⁱⁱⁱ	86	14
August 2013 ^{iv}	80	20
May 2013 ^v	85	15
December 2012 ^{vi}	81	19
November 2012 ^{vii}	85	15
September 2012 ^{viii}	81	19
August 2012 ^{ix}	85	15
April 2012 ^x	82	18
February 2012 ^{xi}	80	20
December 2011 ^{xii}	82	18
August 2011 ^{xiii}	78	22
May 2011 ^{xiv}	78	22
January 2011 ^{xv}	79	21
December 2010 ^{xvi}	77	23
November 2010 ^{xvii}	74	26
September 2010 ^{xviii}	74	26
May 2010 ^{xix}	79	21
January 2010 ^{xx}	75	25
December 2009 ^{xxi}	74	26
September 2009 ^{xxii}	77	23
April 2009 ^{xxiii}	79	21
December 2008 ^{xxiv}	74	26
November 2008 ^{xxv}	74	26
August 2008 ^{xxvi}	75	25
July 2008 ^{xxvii}	77	23
May 2008 ^{xxviii}	73	27
April 2008 ^{xxix}	73	27
January 2008 ^{xxx}	70	30

EMINUSE/INTMOB continued...

EMINUSE/INTMOB
continued...

December 2007 ^{xxxi}	75	25
September 2007 ^{xxxii}	73	27
February 2007 ^{xxxiii}	71	29
December 2006 ^{xxxiv}	70	30
November 2006 ^{xxxv}	68	32
August 2006 ^{xxxvi}	70	30
April 2006 ^{xxxvii}	73	27
February 2006 ^{xxxviii}	73	27
December 2005 ^{xxxix}	66	34
September 2005 ^{xl}	72	28
June 2005 ^{xli}	68	32
February 2005 ^{xlii}	67	33
January 2005 ^{xliii}	66	34
Nov 23-30, 2004 ^{xliv}	59	41
November 2004 ^{xlv}	61	39
July 2004 ^{xlvi}	67	33
June 2004 ^{xlvii}	63	37
March 2004 ^{xlviii}	69	31
February 2004 ^{lix}	63	37
November 2003 ^l	64	36
August 2003 ^{li}	63	37
June 2003 ^{lii}	62	38
May 2003 ^{liii}	63	37
March 3-11, 2003 ^{liv}	62	38
February 2003 ^{lv}	64	36
December 2002 ^{lvi}	57	43
November 2002 ^{lvii}	61	39
October 2002 ^{lviii}	59	41
September 2002 ^{lix}	61	39
July 2002 ^{lx}	59	41
March/May 2002 ^{lxi}	58	42
January 2002 ^{lxii}	61	39
December 2001 ^{lxiii}	58	42
November 2001 ^{lxiv}	58	42
October 2001 ^{lxv}	56	44
September 2001 ^{lxvi}	55	45
August 2001 ^{lxvii}	59	41
February 2001 ^{lxviii}	53	47
December 2000 ^{lxix}	59	41
November 2000 ^{lxx}	53	47
October 2000 ^{lxxi}	52	48
September 2000 ^{lxxii}	50	50
August 2000 ^{lxxiii}	49	51
June 2000 ^{lxxiv}	47	53
May 2000 ^{lxxv}	48	52

HOME3NW Do you ever use the internet or email at HOME?¹⁰

Based on all internet users [N=2,428]

YES	NO	(VOL.) DON'T KNOW	(VOL.) REFUSED
-----	-----	-----	-----

¹⁰ April 2015 trend includes respondents who use a social networking site or app. Unless otherwise indicated, question wording was: "Do you ever use the internet or email at HOME?" July 2015 question wording was: "Do you currently subscribe to internet service at HOME?" December 2012 question wording was: "Do you ever use the internet AT HOME?" January 2011 and May 2011 question wording was: "Do you ever use the internet or email from home?" December 2010 and earlier trend wording was follows: "About how often do you use the internet or email from... HOME - several times a day, about once a day, 3-5 days a week, 1-2 days a week, every few weeks, less often or never?" Results shown here for "YES" reflect combined "Several times a day," "About once a day," "3-5 days a week," "1-2 days a week," "Every few weeks," and "Less often" responses. Results shown here for "NO" reflect "Never" responses.

Current	90	10	0	*
July 2015	84	16	*	0
April 2015	89	11	*	0
September 2013	90	10	*	*
August 2013	89	11	0	0
May 2013	90	10	0	*
December 2012	90	10	0	0
November 2012	90	10	0	*
April 2012	89	11	0	0
February 2012	90	10	*	*
August 2011	90	10	0	0
May 2011	88	12	0	*
January 2011	89	11	*	0
December 2010	95	4	*	*
November 2010	95	4	*	*
September 2010	95	5	*	*
May 2010	94	6	*	*
January 2010	94	6	*	*
December 2009	93	6	*	*
September 2009	92	6	*	*
April 2009	91	8	*	*
December 2008	92	6	*	*
November 2008	93	7	*	*
August 2008	93	7	*	--
July 2008	93	7	*	--
May 2008	95	6	*	--
December 2007	94	7	*	--
September 2007	93	6	*	--
February 2007	95	5	*	--
November 2006	93	7	*	--
February 2006	94	6	*	--
June 2005	90	10	*	--
July 2004	94	7	*	--
March 2004	92	8	*	--

BBHOME1 Do you subscribe to dial-up internet service at home... OR do you subscribe to a higher-speed broadband service such as DSL, cable, or fiber optic service?¹¹

BBHOME2 [ASK IF BBHOME1=DIAL-UP:] Just to confirm, you use a dial-up connection to the internet at home, and not a higher-speed broadband connection?

Based on those who use the internet at home

	DIAL-UP	HIGHER SPEED	(VOL.) BOTH DIAL-UP AND HIGHER SPEED	(VOL.) ACCESS NET ON CELL OR TABLET ONLY	(VOL.) NO HOME NET ACCESS	(VOL.) NONE OF THE ABOVE ¹²	(VOL.) DK	(VOL.) REF.
Current [N=2,217]	3	84	1	4	3	n/a	5	1
July 2015 [N=1,509]	3	91	1	*	1	n/a	4	*
April 2015 [N=1,544]	6	85	*	2	2	n/a	4	1
Sept 2013 [N=4,875]	3	91	n/a	3	1	*	2	*
May 2013 [N=1,727]	4	92	n/a	1	1	*	2	*
Dec 2012 [N=1,645]	4	90	n/a	2	*	*	3	1
Nov 2012 [N=1,770]	4	88	n/a	2	*	*	4	*
April 2012 [N=1,631]	4	90	n/a	1	*	*	4	*
Feb 2012 [N=1,572]	4	90	n/a	2	*	1	3	*
Aug 2011 [N=1,565]	5	89	n/a	1	1	1	3	*
May 2011 [N=1,518]	6	88	n/a	n/a	n/a	1	3	1
Jan 2011 [N=1,610]	4	88	n/a	n/a	n/a	2	4	1
Dec 2010 [N=1,731]	6	85	n/a	n/a	n/a	2	6	2
Nov 2010 [N=1,560]	6	86	n/a	n/a	n/a	2	4	2
Sept 2010 [N=1,947]	7	86	n/a	n/a	n/a	2	4	1
May 2010 [N=1,659]	7	86	n/a	n/a	n/a	2	4	1
Jan 2010 [N=1,573]	7	88	n/a	n/a	n/a	1	3	1
Dec 2009 [N=1,582]	9	86	n/a	n/a	n/a	2	4	1
Sept 2009 [N=1,584]	7	87	n/a	n/a	n/a	2	3	2
April 2009 [N=1,567]	9	86	n/a	n/a	n/a	2	3	1
Dec 2008 [N=1,538]	13	80	n/a	n/a	n/a	1	5	--
Nov 2008 [N=1,481]	12	82	n/a	n/a	n/a	1	5	--
Aug 2008 [N=1,543]	13	81	n/a	n/a	n/a	1	5	--
July 2008 [N=1,797]	14	81	n/a	n/a	n/a	1	4	--
May 2008 [N=1,463]	15	79	n/a	n/a	n/a	1	5	--
Dec 2007 [N=1,483]	18	77	n/a	n/a	n/a	1	3	--
Sept 2007 [N=1,575]	20	73	n/a	n/a	n/a	1	6	--
Feb 2007 [N=1,406]	23	70	n/a	n/a	n/a	1	6	--
Aug 2006 [N=1,787]	28	68	n/a	n/a	n/a	1	3	--

BBHOME1/BBHOME2 continued...

¹¹ In July 2015, question was asked of home internet subscribers. In April 2015, question wording was: "Is your internet connection AT HOME through a slow-speed link such as dial-up... OR do you have a high-speed, broadband link" Prior to April 2015, trends asked about specific types of home broadband connections such as DSL, cable modem, wireless broadband/satellite, fiber optic, T-1 or other high-speed access.

¹² May 2011 and earlier trend percentages for "None of the above" reflect "Other (SPECIFY)" responses.

BBHOME1/BBHOME2 continued...

	DIAL-UP	HIGHER SPEED	(VOL.) BOTH DIAL-UP AND HIGHER SPEED	(VOL.) ACCESS NET ON CELL OR TABLET ONLY	(VOL.) NO HOME NET ACCESS	(VOL.) NONE OF THE ABOVE ¹³	(VOL.) DK	(VOL.) REF.
Dec 2005 [N=1,715]	35	61	n/a	n/a	n/a	1	3	--
June 2005 [N=1,204]	44	53	n/a	n/a	n/a	1	1	--
Feb 2005 [N=1,287]	47	50	n/a	n/a	n/a	1	3	--
Jan 2005 [N=1,261]	48	50	n/a	n/a	n/a	1	1	--
Feb 2004 [N=1,241]	55	42	n/a	n/a	n/a	1	2	--
Nov 2003 [N=1,199]	62	35	n/a	n/a	n/a	1	2	--

SUMMARY OF HOME BROADBAND

Based on those who use the internet at home

	current		July 2015
%	85	Home broadband users	92
	15	No home broadband/DK	8
	[N=2,217]		[N=1,509]

Based on Total

	current		July 2015
%	67	Home broadband users	67
	33	No home broadband/DK	33

DEVICE1a Next, do you have a cellphone, or not?¹⁴

	yes	no	(VOL.) Don't know	(VOL.) Refused
Current	91	9	0	0
July 2015	92	8	*	*
April 2015	92	8	*	0
Sept 2013	91	9	0	0
August 2013	89	11	0	0
May 2013	91	9	0	*
December 2012	87	13	*	0
November 2012	85	15	0	*
Sept 2012	85	15	*	0

¹³ May 2011 and earlier trend percentages for "None of the above" reflect "Other (SPECIFY)" responses.

¹⁴ Question was asked of landline sample only. Results shown here have been recalculated to include cellphone sample in the "Yes" percentage. Beginning September 2007, question/item was not asked of the cellphone sample, but trend results shown here reflect Total combined landline and cellphone sample. In past polls, question was sometimes asked as an independent question and sometimes as an item in a series. Wording may vary from survey to survey. Wording variations include: "Do you have a cellphone or a Blackberry or iPhone or other device that is also a cellphone?"; "Do you have...a cellphone or a Blackberry or iPhone or other handheld device that is also a cellphone?"; "Do you have a cellphone, or a Blackberry or other device that is also a cellphone?"; "Do you happen to have a cellphone?"; "Do you have a cellphone?"

August 2012	89	10	0	*
April 2012	88	12	*	*
February 2012	88	12	0	*
December 2011	87	13	0	*
August 2011	84	15	*	*
May 2011	83	17	*	0
January 2011	84	16	*	*
December 2010	81	19	*	*
November 2010	82	18	0	*
September 2010	85	15	*	*
May 2010	82	18	*	0
January 2010	80	20	0	*
December 2009	83	17	0	*
September 2009	84	15	*	*
April 2009	85	15	*	*
Dec 2008	84	16	*	*
July 2008	82	18	*	--
May 2008	78	22	*	0
April 2008	78	22	*	--
January 2008	77	22	*	--
Dec 2007	75	25	*	--
Sept 2007	78	22	*	--
April 2006	73	27	*	--
January 2005	66	34	*	--
Nov. 23-30, 2004	65	35	*	--

SMART1 Some cellphones are called "smartphones" because of certain features they have. Is your cellphone a smartphone such as an iPhone, Android, Blackberry or Windows phone, or are you not sure?¹⁵

Based on cellphone owners

YES, SMARTPHONE	NO, NOT A SMARTPHONE	NOT SURE/ DON'T KNOW	(VOL.) REFUSED
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¹⁵ Wording may vary from survey to survey. Wording variations include: "Some cellphones are called "smartphones" because of certain features they have. Is your cellphone a smartphone, such as an iPhone, Android, Blackberry or Windows phone, or are you not sure?"; "Some cellphones are called "smartphones" because of certain features they have. Is your cellphone a smartphone or not, or are you not sure?"

Current [N=2,606]	76	17	7	*
July 2015 [N=1,903]	73	20	7	*
April 2015 [N=1,900]	73	21	5	*
September 2013 [N=5,763]	61	32	7	*
August 2013 [N=1,636]	60	33	6	*
May 2013 [N=2,076]	55	39	5	*
December 2012 [N=1,954]	52	41	6	*
November 2012 [N=1,992]	55	38	6	*
September 2012 [N=2,581]	53	40	6	*
April 2012 [N=1,954]	46	44	10	*
February 2012 [N=1,961]	45	46	8	*
May 2011 [N=1,914]	33	53	14	*

[READ TO ALL:] On a different subject...

EMPLNW3 Are you now employed full-time, part-time, or are you not employed for pay?

	current	
%	45	Employed full-time
	13	Employed part-time
	42	Not employed for pay
	*	(VOL.) Don't know
	*	(VOL.) Refused

STUD Are you currently enrolled as a full- or part-time student, or not? [IF YES, PROBE TO DETERMINE FT OR PT]

	current	
%	9	Yes, full-time
	6	Yes, part-time
	85	No
	0	(VOL.) Don't know
	*	(VOL.) Refused

EDInst Are you enrolled... [READ]

Based on students [N=334]

	current	
%	3	In high school
	49	As an undergraduate at a college or university

14	As a graduate student at a university
17	At a community college
12	At a technical, trade or vocational school
3	(VOL.) Other (SPECIFY)
*	(VOL.) Don't know
1	(VOL.) Refused

Q4 Are you enrolled in or participating in an online course, whether it is for credit or not?

Based on students [N=334]

	current	
%	33	Yes
	67	No
	0	(VOL.) Don't know
	*	(VOL.) Refused

Q5 In the past 5 years, have you personally been laid off from a job or experienced unemployment, or not?

	current	
%	22	Yes
	77	No
	*	(VOL.) Don't know
	*	(VOL.) Refused

[READ TO EMPLOYED:] Now, turning to questions about the way some people might be interested in learning...

Q9 [FOR FIRST TWO RANDOMIZED ITEMS: Have you taken a class or gotten extra training in the past 12 months [INSERT ITEMS; RANDOMIZE], or haven't you done this?]

[FOR REMAINING ITEMS: How about [INSERT NEXT ITEM]? [READ IF NECESSARY: Have you taken a class or gotten extra training in the past 12 months (ITEM), or haven't you done this?]]

Based on employed [N=1,577]

YES	NO	(VOL.) DK	(VOL.) REFUSED
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a.	To learn, maintain or improve job skills	55	45	*	*
b.	To help you get a raise or promotion at work	24	75	*	*
c.	To help you get a new job with a different employer	13	86	*	*
d.	For a license or certification needed for your job	36	64	*	0
e.	Because you were worried about possible downsizing where you work	7	92	*	*

[READ TO ALL:] Next I have a few questions related to your PERSONAL INTERESTS, outside of a job or work. This might include interests related to a hobby, your home, health, religion, your community or other areas of personal interest to you.

Q13 [FOR FIRST TWO RANDOMIZED ITEMS: In the past 12 months, have you [INSERT ITEMS; RANDOMIZE]?]

[FOR REMAINING ITEMS: Have you [INSERT NEXT ITEM]? [IF NECESSARY: Have you done this in the past 12 months, or not?]]

	YES	NO	(VOL.) DK	(VOL.) REFUSED
a.	25	75	*	*
b.	58	41	*	*
c.	35	65	*	*
NO ITEM D				
e.	30	70	0	*
f.	16	83	*	0

[READ TO ALL:] Moving on...

LIBUSE Have you, personally, EVER...[INSERT ITEMS IN ORDER], or is this something you've never done? [IF YES: Have you done this in the past 12 months?]¹⁶

	TOTAL YES, HAVE DONE THIS	----- IN THE PAST 12 MONTHS	----- NOT IN PAST 12 MONTHS	NO, HAVE NEVER DONE THIS	(VOL.) DON'T KNOW	(VOL.) REFUSED
a. Visited a public library or used a public library bookmobile IN PERSON						
Current	78	44	34	22	*	0
April 2015	82	46	36	18	*	*
September 2013	81	48	33	19	*	*
November 2012	84	53	30	16	*	0
b. Used a public library WEBSITE¹⁷						
Current	46	31	15	54	*	*
September 2013	44	30	14	56	*	*
November 2012	39	25	14	61	*	*
c. Used a public library mobile APP						
Current	12	9	3	87	*	*

Q25 As far as you know, does your local library system offer any of the following services? (First,/Next,) [INSERT ITEMS; RANDOMIZE]. [READ FOR FIRST ITEM, THEN AS NECESSARY: As far as you know, does your local library system offer this service, or not?]

	Yes	No	(VOL.) DK	(vol.) ref.
a. E-books and digital audio books for borrowing	62	16	22	*
b. Online career- and job-related resources	41	21	38	*
c. Online programs that certify that people have mastered new skills	24	27	49	1
NO ITEM D				
e. Programs on starting a new business	24	28	47	1
f. Online GED, or high-school equivalency, classes	26	27	47	1

¹⁶ In November 2012, follow-ups about the past 12 months were asked as separate questions later in the interview, rather than as immediate follow-up probes, as done for the September 2013 poll. Trend results shown here have been recalculated based on Total respondents.

¹⁷ In November 2012, item wording was "Gone on a public library WEBSITE."

Q26 How well, if at all, do your local public libraries serve the learning and educational needs of your local community – not just children at schools, but all those of any age who want to learn? [READ]

	<u>CURRENT</u>	
%	37	Very well
	39	Pretty well
	6	Not too well
	4	Not well at all
	12	(VOL.) Don't know
	*	(VOL.) Refused

Q27 How well, if at all, do your local public libraries serve the learning and educational needs of you and your family? [READ]

	current	
%	34	Very well
	36	Pretty well
	9	Not too well
	12	Not well at all
	7	(VOL.) Don't know
	1	(VOL.) Refused

ⁱ July 2015 trends based on the July 2015 Tracking Survey, conducted June 10 – July 12, 2015 [N=2,001, including 1,300 cell phone interviews].

ⁱⁱ April 2015 trends based on the Libraries Survey 2015, conducted March 17 – April 12, 2015 among those age **16 or older** [N=2,004, including 1,300 cell phone interviews].

ⁱⁱⁱ September 2013 trends based on the Libraries Typology Survey, conducted July 18 – September 30, 2013 among those age **16 or older** [N=6,224, including 3,102 cell phone interviews].

^{iv} August 2013 trends based on the August Tracking 2013/Facebook Survey, conducted August 7–September 16, 2013 [N=1,801, including 900 cell phone interviews].

^v May 2013 trends based on the Spring Tracking Survey 2013, conducted April 17–May 19, 2013 [N=2,252, including 1,127 cell phone interviews].

^{vi} December 2012 trends based on the 2012 Post-Election Tracking Survey, conducted November 14–December 9, 2012 [N=2,261, including 908 cell phone interviews].

^{vii} November 2012 trends based on the Library Services Survey, conducted October 15 – November 10, 2012 among those age **16 or older** [N=2,252, including 1,125 cell phone interviews].

^{viii} September 2012 trends based on the Health Tracking Survey 2012, conducted August 7–September 6, 2012 [N=3,014, including 1,206 cell phone interviews].

^{ix} August 2012 trends based on the “Civic Engagement Tracking Survey” conducted July 16–August 7, 2012 [N=2,253, including 900 cell phone interviews].

^x April 2012 trends based on the Spring Tracking Survey 2012, conducted March 15–April 3, 2012 [N=2,254, including 903 cell phone interviews].

^{xi} February 2012 trends based on the Winter Tracking Survey 2012, conducted January 20–February 19, 2012 [N=2,253, including 901 cell phone interviews].

^{xii} December 2011 trends based on the Reading Habits Survey 2011, conducted November 16–December 21, 2011 among those age **16 or older** [n=2,986 people age 16+, including an oversample of 317 e-Reader only owners, 300 tablet computer only owners and 119 e-Reader/tablet computer owners].

^{xiii} August 2011 trends based on the August Tracking Survey 2011, conducted July 25 – August 26, 2011 [n=2,260, including 916 cell phone interviews].

^{xiv} May 2011 trends based on the Spring Tracking Survey 2011, conducted April 26 – May 22, 2011 [N=2,277, including 755 cell phone interviews].

^{xv} January 2011 trends based on the Pew Internet Project/Project for Excellence in Journalism/Knight Foundation “Local News survey,” conducted January 12–25, 2011 [N=2,251, including 750 cell phone interviews].

^{xvi} December 2010 trends based on the Social Side of the Internet survey, conducted November 23–December 21, 2010 [N=2,303, including 748 cell phone interviews].

^{xvii} November 2010 trends based on the Post-Election Tracking Survey 2010, conducted November 3–24, 2010 [N=2,257, including 755 cell phone interviews].

^{xviii} September 2010 trends based on the September Health Tracking Survey 2010, conducted August 9 – September 13, 2010 [N=3,001, including 1,000 cell phone interviews].

^{xix} May 2010 trends based on the Spring Change Assessment 2010 survey, conducted April 29 – May 30, 2010 [N=2,252, including 744 cell phone interviews].

^{xx} January 2010 trends based on the Online News survey, conducted December 28, 2009 – January 19, 2010 [N=2,259, including 562 cell phone interviews].

^{xxi} December 2009 trends based on the Fall Tracking “E-Government” survey, conducted November 30 – December 27, 2009 [N=2,258, including 565 cell phone interviews].

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- xxii September 2009 trends based on the September Tracking 2009 survey, conducted August 18 – September 14, 2009 [N=2,253, including 560 cell phone interviews].
- xxiii April 2009 trends based on the Spring 2009 Tracking survey, conducted March 26-April 19, 2009 [N=2,253, including 561 cell phone interviews].
- xxiv December 2008 trends based on the Fall Tracking survey, conducted November 19-December 20, 2008 [N=2,253, including 502 cell phone interviews]. Trends do not include California oversample.
- xxv November 2008 trends based on the Post-Election 2008 Tracking survey, conducted November 20-December 4, 2008 [N=2,254].
- xxvi August 2008 trends based on the August Tracking 2008 survey, conducted August 12-31, 2008 [N=2,251].
- xxvii July 2008 trends based on the Personal Networks and Community survey, conducted July 9-August 10, 2008 [N=2,512, including 505 cell phone interviews]
- xxviii May 2008 trends based on the Spring Tracking 2008 survey, conducted April 8-May 11, 2008 [N=2,251].
- xxix April 2008 trends based on the Networked Workers survey, conducted March 27-April 14, 2008. Most questions were asked only of full- or part-time workers [N=1,000], but trend results shown here reflect the total sample [N=2,134].
- xxx January 2008 trends based on the Networked Families survey, conducted December 13, 2007-January 13, 2008 [N=2,252].
- xxxi December 2007 trends based on the Annual Gadgets survey, conducted October 24-December 2, 2007 [N=2,054, including 500 cell phone interviews].
- xxxii September 2007 trends based on the Consumer Choice survey, conducted August 3-September 5, 2007 [N=2,400, oversample of 129 cell phone users].
- xxxiii February 2007 trends based on daily tracking survey conducted February 15-March 7, 2007 [N=2,200].
- xxxiv December 2006 trends based on daily tracking survey, conducted November 30 - December 30, 2006 [N=2,373].
- xxxv November 2006 trends based on Post-Election tracking survey, conducted Nov. 8-Dec. 4, 2006 [N=2,562]. This includes an RDD sample [N=2,362] and a cell phone only sample [N=200]. Results reflect combined samples, where applicable.
- xxxvi August 2006 trends based on daily tracking survey, conducted August 1-31, 2006 [N=2,928].
- xxxvii April 2006 trends based on the Annual Gadgets survey, conducted Feb. 15-Apr. 6, 2006 [N=4,001].
- xxxviii February 2006 trends based on the Exploratorium Survey, conducted Jan. 9-Feb. 6, 2006 [N=2,000].
- xxxix December 2005 trends based on daily tracking survey conducted Nov. 29-Dec. 31, 2005 [N=3,011].
- xl September 2005 trends based on daily tracking survey conducted Sept. 14-Oct.13, 2005 [N=2,251].
- xli June 2005 trends based on the Spyware Survey, conducted May 4-June 7, 2005 [N=2,001].
- xlii February 2005 trends based on daily tracking survey conducted Feb. 21-March 21, 2005 [N=2,201].
- xliiii January 2005 trends based on daily tracking survey conducted Jan. 13-Feb.9, 2005 [N=2,201].
- xliv November 23-30, 2004 trends based on the November 2004 Activity Tracking Survey, conducted November 23-30, 2004 [N=914].
- xlv November 2004 trends based on the November Post-Election Tracking Survey, conducted Nov 4-Nov 22, 2004 [N=2,200].
- xlvi July 2004 trends based on the "Selective Exposure" survey, conducted June 14-July 3, 2004 [N=1,510].
- xlvii June 2004 trends based on daily tracking survey conducted May 14-June 17, 2004 [N=2,200].
- xlviii March 2004 trends based on "Weak Ties" survey conducted February 17-March 17, 2004 [N=2,200].
- xlivx February 2004 trends based on daily tracking survey conducted February 3-March 1, 2004 [N=2,204].
- ¹ November 2003 trends based on daily tracking survey conducted November 18-December 14, 2003 [N=2,013].
- ⁱⁱ August 2003 trends based on 'E-Government' survey conducted June 25-August 3, 2003 [N=2,925].

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- ^{lii} June 2003 trends based on 'Internet Spam' survey conducted June 10-24, 2003 [N=2,200].
- ^{liii} May 2003 trends based on daily tracking survey conducted April 29-May 20, 2003 [N=1,632].
- ^{liiv} March 3-11, 2003 trends based on daily tracking survey conducted March 3-11, 2003 [N=743].
- ^{liv} February 2003 trends based on daily tracking survey conducted February 12-March 2, 2003 [N=1,611].
- ^{livi} December 2002 trends based on daily tracking survey conducted Nov. 25-Dec. 22, 2002 [N=2,038].
- ^{lvii} November 2002 trends based on daily tracking survey conducted October 30-November 24, 2002 [N=2,745].
- ^{lviii} October 2002 trends based on daily tracking survey conducted October 7-27, 2002 [N=1,677].
- ^{lix} September 2002 trends based on daily tracking survey conducted September 9-October 6, 2002 [N=2,092].
- ^{lx} July 2002 trends based on 'Sept. 11th-The Impact Online' survey conducted June 26-July 26, 2002 [N=2,501].
- ^{lxii} March/May 2002 trends based on daily tracking surveys conducted March 1-31, 2002 and May 2-19, 2002.
- ^{lxiii} January 2002 trends based on a daily tracking survey conducted January 3-31, 2002.
- ^{lxiiii} December 2001 trends represent a total tracking period of December 1-23, 2001 [N=3,214]. This tracking period based on daily tracking surveys conducted December 17-23, 2001 and November 19-December 16, 2001.
- ^{lxiv} November 2001 trends represent a total tracking period of November 1-30, 2001 [N=2,119]. This tracking period based on daily tracking surveys conducted October 19 – November 18, 2001 and November 19 – December 16, 2001.
- ^{lxv} October 2001 trends represent a total tracking period of October 1-31, 2001 [N=1,924]. This tracking period based on daily tracking surveys conducted September 20 – October 1, 2001, October 2-7, 2001, October 8-18, 2001, and October 19 – November 18, 2001.
- ^{lxvi} September 2001 trends represent a total tracking period of September 1-30, 2001 [N=742]. This tracking period based on daily tracking surveys conducted August 13-September 10, 2001, September 12-19, 2001 and September 20 – October 1, 2001.
- ^{lxvii} August 2001 trends represent a total tracking period of August 13-31, 2001 [N=1,505]. This tracking period based on a daily tracking survey conducted August 13-September 10, 2001.
- ^{lxviii} February 2001 trends based on a daily tracking survey conducted February 1, 2001-March 1, 2001 [N=2,096].
- ^{lxix} December 2000 trends based on a daily tracking survey conducted December 2-22, 2000 [N=2,383].
- ^{lxx} November 2000 trends based on a daily tracking survey conducted November 2 – December 1, 2000 [N=6,321].
- ^{lxxi} October 2000 trends based on a daily tracking survey conducted October 2 – November 1, 2000 [N=3,336].
- ^{lxxii} September 2000 trends based on a daily tracking survey conducted September 15 – October 1, 2000 [N=1,302].
- ^{lxxiii} August 2000 trends based on a daily tracking survey conducted July 24 – August 20, 2000 [N=2,109].
- ^{lxxiv} June 2000 trends based on a daily tracking survey conducted May 2 – June 30, 2000 [N=4,606].
- ^{lxxv} May 2000 trends based on a daily tracking survey conducted March 1 – May 1, 2000 [N=6,036].