Data File Documentation
Public Needs for Library and Museum Services Survey: 2013

August 2018

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About the Institute of Museum and Library Services

The Institute of Museum and Library Services is the primary source of federal support for the nation's libraries and museums. We advance, support, and empower America's museums, libraries, and related organizations through grantmaking, research, and policy development. Our vision is a nation where museums and libraries work together to transform the lives of individuals and communities. To learn more, visit www.imls.gov and follow us on Facebook and Twitter.

As part of its mission, IMLS conducts policy research, analysis, and data collection to extend and improve the nation's museum, library, and information services. IMLS research activities are conducted in ongoing collaboration with state library administrative agencies; national, state, and regional library and museum organizations; and other relevant agencies and organizations. IMLS research activities are designed to provide consistent, reliable, and accurate indicators of the status and trends in library and museum services; and to report timely, useful, and high-quality data to Congress, the states, other policymakers, practitioners, data users, and the general public.

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I. Introduction

This manual provides guidance and documentation for users of the Public Needs for Library and Museum Services (PNLMS) Household Survey of 2013. It begins with an overview of the survey; subsequent chapters provide details on the study method, data collection instrument, response rates, data file content, and structure of the data file.

Data for the PNLMS 2013 are released in public-use files. This manual has been developed for public dissemination and provides information relevant to the data file.

The PNLMS 2013 produced data on a nationally representative sample of households in the United States. Information is based on an interview administered to a single individual within each responding household. The PNLMS 2013 was sponsored by the Institute of Museum and Library Services (IMLS).

IMLS is the primary source of federal support for the nation's libraries, museums, and related organizations. IMLS's mission is to create strong libraries and museums that connect people to information and ideas. The agency works at the national level and in coordination with state and local organizations to sustain heritage, culture, and knowledge; enhance learning and innovation; and support professional development. As required by 20 U.S.C. §9108, IMLS is responsible for collecting data to identify national needs for museum and library services. The PNLMS was designed to meet this requirement.

IMLS conducted the PNLMS Household Survey of 2013 to understand how the public uses library and museum services. The survey was designed to measure attitudes toward library and museum services; to assess awareness of issues related to library and museum services; and to track trends in the use of those services.[1] These data can be used to provide national-level estimates on how people engage with and use services at museums and libraries as well as barriers to use. Museums and libraries can use these data to provide context and guidance for gaining a better understanding of their programs and services, which will allow them to chart paths that maximize their relevance and utility to the communities they serve.

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[1] Previous work supported by IMLS can be accessed at http://interconnectionsreport.org/. The 2008 "Interconnections Study" was not a household study, but similar questions posed in the 2013 PNLMS were also asked of respondents in the 2008 questionnaire.

Library Services

According to the IMLS Public Libraries Survey (PLS): Fiscal Year (FY) 2012, public libraries saw increases in per capita in-person visits and circulation over the 10-year period from 2002 to 2012.[2] The growth in demand for library services has occurred even as people were increasingly turning to the Internet and mobile devices to meet their information needs during the recent economic recession. U.S. public libraries have augmented the services they provide, by offering, for example, access to the Internet and lending videos and electronic books, to meet changing patron demands. The availability of Internet terminals and electronic media, including e-books, has increased dramatically over the past 10 years, as documented in the PLS FY 2014 report. Due to the significant pricing differential between store and on-demand purchasing and library rental, the growth of video lending from public libraries has been substantial. According to a survey released in 2010 by the Online Computer Library Center[3], U.S. public libraries lend an average of 2.1 million movies per day — more than Netflix, Redbox, or Blockbuster. Services for children have historically been an important part of the public libraries' services, with programming for children and circulation of children's materials continuing to increase to meet the needs of an increasingly diverse population.

Museum Services

Technology has not only affected the scope of the products and services sought by library users, but also the traditional museum experience. The 2015 TrendsWatch report from the American Alliance of Museums (AAM) details the different ways developments in communication technology have affected Americans and their experiences of museums in the years since this study was conducted. The report notes that although the increasing influence of technology on culture has affected attention spans, there is movement toward slower and more concentrated engagement with artwork and other museum experiences. Museum visitors have more recently reported a wide range of average amounts of time spent engaging with a work or artifact on exhibit at a museum. These findings suggest that technological culture might be changing the role of museums in more complicated ways than might be expected.[4]

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[2]All statistics in this paragraph were found in - D.W. Swan et al. (2014). *Public Libraries in the United States Survey: Fiscal Year 2012* (IMLS-2015-PLS-01). Washington, DC: Institute of Museum and Library Services.
[3] Online Computer Library Center. (2010). *How Libraries Stack Up: 2010*. Retrieved from: http://www.oclc.org/content/dam/oclc/reports/pdfs/214109usf_how_libraries_stack_up.pdf
[4] Merritt, Elizabeth. *Trendswatch 2015*. Center for the Future of Museums, American Alliance of Museums, 2015.

There has been a decrease in adult visitation to art galleries and art museums from 2008 to 2012.[5] Despite financial stress in the economy, AAM reported that overall museum attendance increased in 2011[6] for several reasons. One reason was the aggressive marketing in local markets, which positioned museums to benefit from the "staycation" movement to attract visitors in nearby areas who were seeking alternatives to expensive travel and vacations. Most museums maintained the price of admission and provided new or expanded discounts to military personnel and their families during this time, promoting use. Despite experiencing economic stress and declining revenues, one area that remained a priority for museums was education. Unfortunately many schools experienced substantial budget cuts during the recession, which in turn affected their ability to fund student travel and field trips. Many museums reported increases in marketing budgets or more aggressive efforts to attract such groups. Although visits by school groups decreased, museums worked to bring their resources to the schools through alternative museum experiences, either through off-site or virtual visits.[7] Many museums have invested in virtual and technology-mediated experiences to increase access to visitors who would not otherwise be able to engage with museum programming.

More recently, the AAM 2017 Trendswatch[8] report substantiates the continued efforts by museums to adapt new technologies. Innovative exhibits using new communications and visualizations technologies are reshaping museum patrons' experiences by enabling patrons to be immersed in another time or place. With a focus on global events, museums' agility in meeting diverse publics' needs, especially, by connecting the present and past, near and distant, reflect the on-going relevance of museums. Indeed, a 2017 poll conducted for AAM of public opinions about museums found overwhelming support, with 97% of respondents saying they believed museums are educational assets for their communities.

1.2 Overview of the Study

IMLS selected M. Davis and Company (MDAC) to serve as the data collection agent. The PNLMS survey was administered to 3,537 adults. IMLS used a random-digit dialing (RDD) telephone survey to collect data on households. An advance letter **(Appendix A)** was sent in an effort to increase response rates prior to phone calls. Each respondent was asked a set of questions **(Appendix B)** based on critical information needs within IMLS along with key demographic and background information.

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[5] National Endowment for the Arts. How a Nation Engages With Art. NEA Office of Research and Analysis. Washington, DC. September 2013.
[6] Philip M. Katz. (2012).*Museums and the American Economy in 2011*. American Alliance of Museums.
[7] Katz (2012).
[8] Center for the Future of Museums. 2018. *Trendswatch 2017*. Alexandria, VA: American Alliance of Museums.

The survey design features included:
- Use of telephone interviewing as the data collection mode;
- Use of CATI technology for questionnaire administration; and
- Use of a RDD dual frame sample design that augmented landline calling with cell phone calling.

Data file users will be able to address questions such as:
- How frequently do people visit libraries and museums?
- What is the nature of their physical and virtual access to library and museum services?
- What museum and library services do adults and children use?
- Which museum and library services are most important to adults?
- What are the barriers to using museum and library services?
- How frequently do adults and children use web-based services offered at libraries or museums?

Confidentiality

IMLS conducted this survey in conformance with the Museum and Library Services Act of 2010, as amended, and the Privacy Act of 1974. Procedures for disclosure avoidance were used in preparing public-use data files and statistical tables for release. IMLS releases data to the public to use for statistical purposes only. Record matching or deductive disclosure by any user is prohibited.

1.3 Contents of the Data File Documentation

The chapters that follow provide detailed information on the methodology and data collection and survey preparation procedures. In particular, Chapter 2 details the methodology, including information on data collection preparation activities, sample design, and the instrument. Chapter 3 presents information on the data collection activities, including information about the field period, response rates and data remediation that took place, while Chapter 4 focuses on the non-response follow-up collection activities. Chapter 5 discusses the weighting and variance estimation procedures and Chapter 6 provides information on data preparation. Finally, Chapters 7 and 8 discuss the preparation of the data file, variables, and use of the PNLMS data file. Appended to this report are supporting materials that give additional information about the surveys and procedures.

II. Methodology
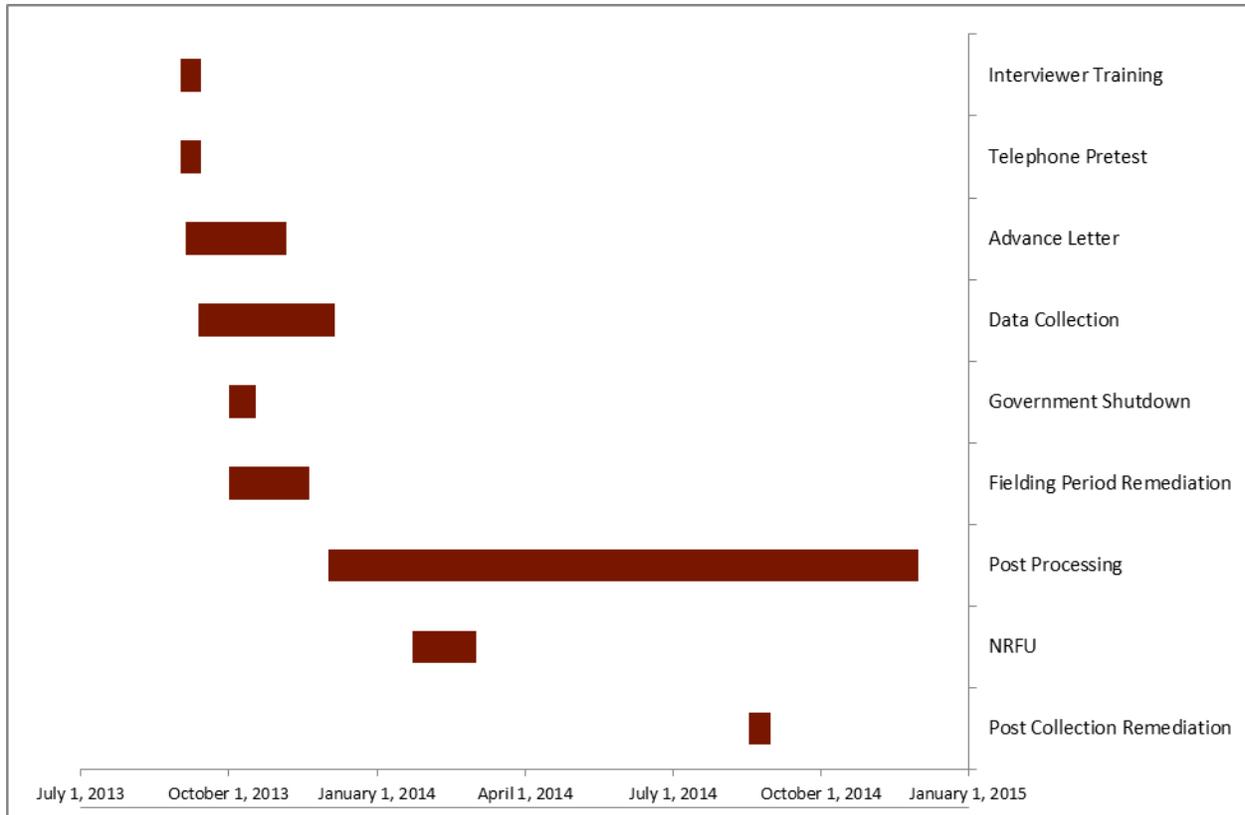
The target population for the PNLMS 2013 Survey was the population of non-institutionalized adults aged 18 years and older who lived in the United States at the time of the survey. IMLS used a national probability sample of households generated using list-assisted random digit dialing (RDD) methodology. IMLS interviewed respondents based upon their visitation to museums and libraries in the past month. Respondents were grouped into one of four categories: dual users, library-only users, museum-only users, and non-users (Table 2.1).

Table 2.1: Library and Museum Users and Non-Users

Types of Library and Museum Users	Number of Respondents
Library-Only Users	651
Museum-Only Users	733
Dual Library and Museum Users	740
Dual Non-Users	1413

The sampling strategy produced data that provides national level estimates, but cannot support estimates at the state or county levels.

This chapter gives detailed information on the methodology; including a description of the sample design, the survey instrument, the procedures of administering the survey questionnaire using the Computer Assisted Telephone Interview (CATI), the Spanish language survey administration, and finally the advance letters sent out before the first call as an effort to improve responses (**Appendix A**).

2.1 Sample Design

The random digit dialing (RDD) frame provided current estimates of telephone landline households, and cell-only households for the geographic sample frames. The sample design was a stratified simple random sample. Stratification was based on type of telephone number (landline or cell phone) and geography. Within each combination of type of telephone number and geography, a simple random sample of telephone numbers was selected.

<u>Landline:</u>
The landline-assignment-based RDD sampling frame included active residential landline telephone numbers, published and unpublished.

The sample was developed by imposing an implicit stratification based on telephone prefixes from the Census Regions and Divisions (**Table 2.1.1**). Census Regions are groupings of the 50 states and the District of Columbia that subdivide the United States geographically. There are four census regions—Northeast, Midwest, South, and West – each of which is divided into two or more census divisions.

Table 2.1.1: Census Regions

REGION	DIVISION	STATES
Northeast	New England	CT, ME, MA, NH, RI, VT
	Middle Atlantic	NJ, NY, PA
Midwest	East North Central	IN, IL, MI, OH, WS
	West North Central	IA, KS, MN, MO, NE, ND, SD
South	South Atlantic	DE, DC, FL, GA, MD, NC, SC, VA, WV
	East South Central	AL, KY, MS, TN
	West South Central	AR, LA, OK, TX
West	Mountain	AZ, CO, ID, NM, MT, UT, NV, WY
	Pacific	AK, CA, HI, OR, WA

Within each Census division, samples from counties and their associated telephone prefix areas were ordered by the size of their corresponding metropolitan statistical areas (MSAs). Counties and associated telephone prefix areas that were not located within an existing MSA were ordered by state. Within each state, the counties were ordered by area code and local area exchange, ensuring that the sample of telephone numbers was geographically representative.

At the time the sample was purchased in 2013, the American Community Survey reported 122,459,000 households in the U.S. There were 36,875 landline phone numbers released for calling. The survey sample was purchased from Genesys, a firm that provides telephone samples for governmental agencies and the private sector.

Cell Phone:
The inclusion of a cell phone sub-sample is an important enhancement in modern telephone surveys because cell-only and cell-mostly users are rapidly growing segments of the U.S. population.[9] For the cell phone sample, a random sample of telephone numbers was drawn independently from each region. There were 14,366 cell phone numbers released for calling. The random samples of cell phone numbers was selected from area codes and prefixes containing only cell phone numbers of that region. Because of the portability of cell phone numbers, geographic certainty associated with cell phones is limited.

During initial project planning, the sampling plan called for at least 15 percent of the sample to be from cell phones. By the time data collection began in 2013, the penetration of cell phones, particularly cell-phone-only households had increased. The plan was updated to achieve a minimum of 25 percent of surveys from the cell phone frame. At the conclusion of the survey fielding period, 29 percent (1,031 out of 3,537 respondents) of the completed surveys came from the cell phone frame.

2.2 Instrument

The survey consisted of one questionnaire comprising multiple modules **(Appendix B)**. The questionnaire was administered to all respondents. The questionnaire was developed by IMLS with input from stakeholders in the library and museum communities. The items on the questionnaire represent informational needs and issues raised by IMLS program and operations staff, who contributed their technical expertise to the development of the questions. Some items were also taken from other federal statistical collections to enable cross-collection comparisons.

Items in the questionnaire address the following broad domains:
- Who goes to libraries and museums?

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[9] Pew Research Center. "The Cell Phone Challenge to Survey Research." May 16, 2006.

- What do people do when they visit libraries and museums?
- What services are most often used and considered important by museum and library patrons?
- What are some of the reasons people do not visit libraries and museums?

The instrument was developed to obtain maximum information with minimal burden to respondents. Screener questions were used to first establish eligibility and gain voluntary participation and then to assign respondents to a CATI questionnaire path through the ten question modules. Each question module focused on one specific pattern of use. Screener questions were used to direct respondents to the proper modules based on use and presence of children. There were ten modules in total:

1. Adult Library User
2. Adult Non-Library User
3. Adult Museum User
4. Adult Non-Museum User
5. Child General
6. Child Library User
7. Child Museum User
8. Child Extracurricular Activities
9. General Computing
10. Demographics

The overall flow and the number of modules administered were related to the respondent's answers to specific screener questions. Library-only users were administered the library module, museum-only users the museum module, and dual users both the library and museum modules. There were separate modules for non-users. For households with children under 18 years, children's modules were administered. All respondents were asked the questions in the General Computing and Demographics modules. All cell-phone respondents were also asked to provide address information.

To provide randomization within the household, the adult in the household with the next birthday was interviewed. If a respondent indicated that there was more than one child under 18 residing in the household, the respondent was asked to refer to the child with the next birthday when answering the questions in the child modules.

2.3 Computer Assisted Telephone Interviews (CATI)

The questionnaire was administered using a computer assisted telephone interview (CATI) system. CATI software has built in logic, allowing for the program to personalize the administration of the appropriate modules and specific questions. It also controlled for logically incorrect answers. During the interview, the interviewer was informed in real time of any inconsistency in the interviewee's responses, and therefore was able to ask for clarifications. In addition, branching logic which skipped questions that were not applicable or probed for more detail when warranted was built into the software.

All of the data files were checked on a daily basis as a standard to maintain quality. The files were checked for logic, consistency, missing codes, and to make sure that all questions were asked in accordance with the skip patterns of the survey questionnaire.

MDAC programmed a draft CATI instrument using the final version of the survey questionnaire for formal pretesting. The draft survey instrument included formal interviewer instructions, section breaks, help-screens, appropriate branching for survey questions (e.g., skip patterns), with built-in edit, range and consistency checks. Only a few questions solicited open-ended responses. IMLS pre-tested the CATI version of the instrument prior to fielding. The testing phase included the importation of simulation data to test all skip patterns and edit checks.

There were a total of 37 telephone pretests of the draft CATI survey instrument with each user type: 11 dual users (library and museum), 16 single user (6 library; 10 museum) and 10 non-users. The pretest was used to replicate the data collection process and to identify any problem areas related to the process, the survey instrument in total, specific questions, answer choices, questionnaire instructions or question format. All facets of data collection were tested by MDAC telephone supervisors, including questionnaire flow, CATI systems, sample management, quality assurance, and data processing. Pretests were used also to confirm the average time to complete interviews. Households used for the pretest were representative of the intended target population of the PNLMS. MDAC compiled the results from the telephone pretest and made recommendations for changes to address any problems with the draft survey instrument.

2.4 Spanish Language Telephone Survey Administration

According to a 2010 AAPOR Cell Phone Task Force report, when conducting surveys only in English, a proportion of contacts may be deemed out of scope (i.e., ineligible) due to a

language barrier.[10] Thus, to administer IMLS's Public Needs Library and Museum Survey in Spanish, MDAC translated verbatim the original questionnaire to Spanish using a team consisting of a bilingual translator (English and Spanish) and a bilingual peer reviewer to perform a quality control review and revision of the survey, as needed.

The Spanish questionnaire was programmed into its own CATI version. Bilingual interviewers used this version of the survey. At the start of each shift, bilingual interviewers logged on to a special account which enabled them to receive phone numbers for Spanish speaking households through the CATI system's call handling system. If an English-language only interviewer encountered a language barrier other than Spanish, either with the person answering the phone or with the designated respondent, the interviewer thanked the person and terminated the call. However, if a called household required a Spanish language interviewer, the household was assigned to a special file accessible only to Spanish speaking bilingual interviewers. The phone number was placed in the call-handling queue so that the first bilingual interviewer to access a new sample record was forwarded the record for the Spanish speaking household. This resulted in callbacks by Spanish speaking interviewers being made almost immediately after the initial call. If the call to the Spanish speaking household was not completed on the call from a bilingual interviewer and required additional calls to be made at a later time, the call record remained in the special file and could be accessed by a bilingual interviewer throughout the field period or until the record reached a final disposition. MDAC ensured that there were a sufficient number of bilingual interviewers staffed on each shift to handle call volume for Spanish speaking households. MDAC also maintained bilingual supervisors on staff who were involved in training the bilingual interviewers, monitoring Spanish language calls for quality assurance, and assisting with issues pertinent to Spanish language administration of the questionnaire.

2.5 Advance Letters

In order to increase response rates and respondents willingness to participate, IMLS mailed an advance letter to sampled households approximately 7 to 10 days prior to the first call **(Appendix A)**. The purpose of the advance letter was to inform residents of the sampled household that it had been selected to participate in the survey, to explain the purpose and importance of the survey, and to provide contact information if the recipient had questions.

IMLS conducted four advanced mailings, each of which were synchronized with the staggered release of corresponding telephone sample. The sampled telephone numbers were matched to corresponding mailing addresses so that advance letters could be mailed to potential survey participants. IMLS used a match process that used four residential

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[10] In eleven national Pew surveys, an average of 6 percent of their cell phone contacts did not speak English versus 4 percent for the landline sample.

databases: Acxiom, Experian, InfoUSA, and Targus. At the date of sampling and matching each database included approximately 200 million records. Using this process, a total of 21,523 addresses (54 percent) were matched to telephone numbers. Of the matched records, 256 mailing addresses were incomplete. Therefore, 21,267 advance letters were mailed to sampled households **(Table 2.5.1)**.

Table 2.5.1: Landline phone numbers and matched advance letter mailings

Type of Phone Numbers	Number
Number of landline phone numbers purchased	39,857
Number of landline phone numbers released for calling	36,875
Number of matched addresses and advance letters mailed	21,267

III. Data Collection

3.1 PNLMS Data Collection Activities

Field operations for the PNLMS took place from September to December 2013. The data collection agent, MDAC, used a CATI survey instrument to administer the questionnaire. Respondents were interviewed as they were contacted. MDAC interviewed respondents who visited either a museum or a library within the past month and respondents who visited neither within the past year. Data collection in the field was planned to close when 3,500 interviews were completed.

Interviewer Training

All interviewers underwent intensive training and orientation regardless of their level of experience prior to being hired. Detailed briefing sessions were conducted prior to the start of the study and audio-taped for follow-up and review. In response to normal interviewer turnover and/or increased staffing needs, all interviewers new to the project received full training prior to beginning their interviewing for this study.

Before the telephone survey was fielded, MDAC conducted a 4-hour project-specific classroom training for the project that included:
- Background and purpose of the survey
- Use of correct respondent selection procedures
- Intensive hands-on training on the basics of interviewing – skip patterns, probing and clarifying techniques, sample administration, use of Computer Assisted Telephone Interviewing (CATI) technology, refusal avoidance techniques, etc.
- Observation and listening to experienced interviewers
- Conducting "real" interviews, during which each trainee's performance was closely monitored and evaluated under actual interviewing conditions
- Repeated reference to the importance of accuracy, quality, and courtesy
- Question-by-question review of the hard and CATI versions of the questionnaire
- Feedback from interviewers and supervisors
- Interview/trainer role play

After the fielding period began, briefing sessions were continued on a daily basis at the start of each interviewing shift to address issues that arose during the first days of fielding. These sessions were repeated on an as-needed basis through completion of the field period. This process ensured adherence to survey program specifications and procedures from start to finish and enhanced work performance and efficiency.

<u>Call-Backs</u>
During the data collection period, if interviewers made contact with a member of the household and the respondent indicated his or her willingness to complete the survey, but at a different time, the interviewer arranged a time to call the respondent back. These call-backs were given first priority. If an interviewer was unable to make contact with a member of the household, the toll-free telephone number was mentioned at the seventh attempt in messages left for potential respondents with answering machines.

Call-backs were scheduled and prioritized by the CATI software. The callbacks were prioritized based upon the following criteria:
- First priority--scheduled call-back to qualified household member;
- Second priority--scheduled call-back to identify which adult in the household needed to complete the survey, which includes contact with Spanish language barrier households;
- Third priority—call-back to make initial contact with household (includes answering machine, busy, ring no answer); and
- Fourth priority—call-backs that were the seventh or higher attempts to schedule interview.

An interview was considered to be complete only if the respondent answered at least 80 percent of the questions asked. If the interviewer was not able to complete the interview the following procedures were followed:
- *Call-backs* were dialed at any time during calling hours up to seven (7) times. Call-back attempts in excess of seven were at the discretion of the interviewer, based upon his/her perception of the likelihood of completing the interview.
- *Call-backs to Spanish language households* were conducted by Spanish-speaking interviewers. Non-Spanish-speaking interviewers who reached a Spanish-speaking household scheduled a call-back that was routed to a Spanish-speaking interviewer.
- *Call-backs for initial contact* with potential respondents were distributed across the various calling time periods and weekday/weekend to ensure that a callback was initiated during each time period each day. Two (Saturday and Sunday) to three (Monday through Friday) callbacks per number were initiated per day assuming the number retained a call-back status during the calling. There were up to ten (10) call-back attempts.
- Call-backs to numbers with a busy signal were scheduled every 30 minutes until the household was reached, disposition was modified, maximum call-backs were achieved or the survey program was completed.

For landline telephone numbers, the call center used predictive dialing technology and automated number recognition (ANI) to improve the productivity and data quality.[11] Predictive dialing systems enhance productivity by dialing numbers; recognizing busy signals, answering machines, non-working numbers, and ring no-answers results; and communicating the dispositions of those calls to the CATI system without expending interviewer time. By relieving interviewers of these unproductive dials, productivity can increase by up to 50 percent, delivering cost savings to the government. ANI helps mitigate the Caller ID screening that has resulted in a decline in response rates for telephone surveys. Potential respondents are typically less likely to answer a call when the Caller ID display doesn't identify the incoming number. To increase the likelihood of a respondent answering the call, the call center's dialer system worked with the local telephone system to provide an actual name or telephone number on the Caller ID display.

3.2 Field Period and Response Rates

The field period for the PNLMS data collection was September to December 2013. The 12week period of data collection for landline calls was from September 12, 2013 through November 27, 2013. The period for cell phone calls was from September 13, 2013 through December 4, 2013.

Table 3.2.1: Weekly Call by Type of Contact

Week		Landline	Cell Phone
1	09/12/13	426	85
2	09/19/13	300	84
3	09/26/13	303	23
4	10/03/13	282	34
5	10/10/13	29	9
6	10/17/13	182	135
7	10/24/13	449	42
8	10/31/13	148	134
9	11/07/13	158	175
10	11/14/13	145	99
11	11/21/13	89	122
12	11/28/13		87
Total		2506	1031

From October 1, 2013 through October 16, 2013, the United States federal government entered a shutdown and curtailed non-essential operations. Due to that shutdown, collection activities for the PNLMS were slowed. The furlough dates for the call center were October 8,

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[11] At the time the questionnaire was administered, it was illegal to use predictive dialing technology with known cell phone numbers, so this applies only to the landline sample.

2013 – October 18, 2013. The call center did not shut down completely, but continued on a reduced schedule. Successful calls are organized by type of contact (**Table 3.2.1**) and type of user (**Table 3.2.2**).

Table 3.2.2: Weekly Call Totals by Type of User

Week		Dual User	Library User	Museum User	Dual Non-User	Library Non-User	Museum Non-User	Total
1	09/12/13	139	104	97	97	28	46	511
2	09/19/13	100	72	80	76	30	26	384
3	09/26/13	87	59	84	57	19	20	326
4	10/03/13	71	71	60	60	21	33	316
5	10/10/13	9	5	8	8	5	3	38
6	10/17/13	80	57	68	52	34	26	317
7	10/24/13	140	87	97	104	24	39	491
8	10/31/13	61	37	70	60	21	33	282
9	11/07/13	74	67	66	69	31	26	333
10	11/14/13	50	50	48	60	22	14	244
11	11/21/13	40	41	46	55	18	11	211
12	11/28/13	20	9	25	17	6	10	87
Total		851	650	724	698	253	277	3537

3.3 Data Remediation / Non-Sampling Sources of Error

There were two different remediation periods for this survey, one during the data collection field period and one during post-collection processing. Data users should use caution when using these variables. All data collected during this remediation are flagged with _CLBK in the variable name in the final data sets. They include: RLLIBCARD_CLBK, RGRSNONET_CLBK, CLRVISWITH_CLBK, and CMRVISWITH_CLBK.

Users are cautioned that, as with any survey, respondents' answers to questions are subjective and potentially subject to recall errors. The survey design was based on scientific standards to minimize the impacts of these as sources of error.

Fielding Period Remediation

On October 1, 2013, an error on the questionnaire was discovered. This error resulted in 341 respondents who were not administered a question because of an incorrectly programmed skip pattern. This corresponds with variable RLLIBCARD in the final data set (**Table 3.3.1**). This question on the survey asked "Do you have a library card?" To remedy this problem, as part of the standard process by which of 15-20 percent of the completed surveys were validated, respondents were asked the question containing the error question by phone.

Post Collection Remediation

After the fielding period closed, during post collection data processing, examination of the data file led to the discovery of errors in programming instructions. These errors were associated with three survey questions and affected 1,009 respondents. The questions correspond to data collected for variables RGCRSNNONET, "What is the most important reason you do not have internet access at home?", CLRVISWITH, "On your child's most recent visit to a library, who went with the child," and CMRVISWITH "On your child's most recent visit to a museum, who went with the child?" **(Table 3.3.1)**.

IMLS prepared a multi-modal approach, using telephone, Internet, and mail, to mitigate the loss of data that resulted from this error. Letters were mailed on October 18, 2014 **(Appendix D)**. Scripted follow-up phone calls were made to those that did not have an address on file beginning October 19, 2014 **(Appendix E)**. Follow up phone calls to those who did not respond to the mailing began October 24, 2014. Callback efforts were conducted from October 19, 2014 through October 30, 2014. Data from 528 (52.3 percent) respondents was received via mail-in and telephone surveys. These data are included in the data set. Of the 528 total responses, 413 were collected via mail and landline telephone and 115 were collected via cell phone.

Table 3.3.1: Remediated Data Variables

Remediation Phase	Original Variable	Callback Variable	Respondents Affected	Remediation Result: Respondents Who Provided Data
Fielding Period	RLLIBCARD	RLLIBCARD_CLBK[1]	341	235
Post Collection	RGCRSNNONET	RGCRSNNONET_CLBK[2]	583	335
	CLRVISWITH	CLRVISWOTH_CLBK[3]	276	128
	CMRVISWITH	CMRVISWOTH_CLBK[4]	266	118

Notes: *Survey Questions*

(1) Do you have a library card?

(2) What is the most important reason you do not have internet access at home?

(3) On your child's most recent visit to a library, who went with the child?

(4) On your child's most recent visit to a library, who went with the child?

3.4 Response Rates

Final Disposition Codes and Response Rates

The term *final disposition code* refers to the ending or final status of a telephone number that was used in the study. This entailed a review of the outcome codes for a case to determine the case's final disposition. Of note, this does not refer to the outcome of the last attempt to contact a household, but rather to the case's final status as defined by the

hierarchy used by AAPOR in its *Standard Definitions* manual (7th edition). For example, if a phone number was a "refusal" on the 2nd dialing attempt but was never completed and never was found to be ineligible, it would be coded with a final status of "refusal" no matter how many other times it was dialed and no matter what the other outcomes of those calls were.

Final Disposition Codes for Each Survey

There are four major AAPOR categories of final dispositions: interview, eligible non-interview (including partial completes whose data are not used in analyses), not eligible, and unknown eligibility non-interview.[12] Reconciled disposition codes are assigned by the final disposition of each record **(Table 3.4.1)**.

Table 3.4.1: Final Disposition Codes

Hierarchy of Final Disposition Code	Final Disposition	Disposition Category Definition	Assignment Rule
1	Interview (1)	A completed interview with an eligible respondent, as defined by the study parameters.	Reconciled disposition <=1132
2	Eligible Non-Interview/Inclusive of Partial Completes (2)	Partial completes whose data were not used in analyses, refusals and break-offs, and eligible non-contacts.	2111 <= Reconciled disposition <= 2340 -OR- Reconciled disposition = 5200 -OR- Reconciled disposition = 5211 -OR- ANY reconciled disposition =1200 (And FINAL disposition <> 1)
3	Not Eligible (4)	Telephone numbers at households outside the sampling area's geopolitical boundary.	4100 <= reconciled disposition <= 4820 (And FINAL disposition <> 1 or 2)
4	Unknown Eligibility Non-interview (3)	Situations in which it is not known if an eligible residential household exists at the sampled telephone number and those in which such a household exists, but it is unknown whether an eligible respondent resides there.	FINAL disposition <> 1,2, or 4

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[12] The American Association for Public Opinion Research. (2015*). Standard Definitions: Final Dispositions of Case Codes and Outcome Rates for Surveys*. (8th ed. AAPOR, page 7).

Response Rates

AAPOR standard definitions of response rates and formulas were used to calculate Response Rates 1 and 3.

<div align="center">Equation 3.4.1: Response Rate</div>

$$RR1 = \frac{I}{(I + P) + (R + NC + O) + (UH + UO)}$$

RR = Response rate
I = Number of completed interviews
P = Number of partial interview
R = Number of refusals and break-offs
NC = Number of households that were not contacted
O = Other
UH = Unknown if household/occupied HU
UO = Unknown, other
e = Estimated proportion of cases of unknown eligibility that are eligible

Response Rate 1 (RR1), or the minimum response rate, is the number of complete interviews divided by the number of interviews (complete plus partial) plus the number of non-interviews (refusal and break-off plus non-contacts plus others) plus all cases of unknown eligibility (unknown if housing unit, plus unknown, other).

This formula yields the most conservative (lowest) of survey response rates, because all cases except those found to be ineligible are included in the denominator.

<div align="center">Equation 3.4.2: Lowest Response Rate</div>

$$RR3 = \frac{I}{(I + P) + (R + NC + O) + e(UH + UO)}$$

Response Rate 3 (RR3) estimates what proportion of cases of unknown eligibility are actually eligible. In estimating e (the eligibility rate), one must be guided by the best available scientific information on the share of eligible cases among the unknown cases and one must not select a proportion in order to boost the response rate.[13] The basis for the

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[13] For example, different values of e would be appropriate in a survey requiring screening for eligibility (e.g., sampling adults 18-29 years old). Two different e's might be used for confirmed households that refused to complete the screener (for which we need an estimate of the likelihood of one or more household members being 18-29) and units that were never contacted (for which we need an estimate of the proportion that are households and an estimate of those with someone 18-29).

estimate must be explicitly stated and detailed. It may consist of separate estimates (Estimate 1, Estimate 2) for the sub-components of unknowns (3.10 and 3.20) and/or a range of estimators based of differing procedures. In each case, the basis of all estimates must be indicated.[14]

This formula yields the most reasonable (realistic) survey response rates as it takes into consideration the fact that not all cases that end the field period in some unresolved status (e.g., constant ring, but no answer) are eligible households. Providing that researchers have a solid rationale for choosing the level of "e" (a deflating adjustment factor) they use to downsize the number of cases of Unknown Eligibility in the denominator of the formula, this response rate is the best indicator of the success of the survey effort to gain completions from eligible cases in the survey's initially designated sample.

For the IMLS survey, the eligibility proportion ("e") of the cases that ended with an Unknown Eligibility disposition was estimated based on the observed eligibility rate in each sampling stratum using the known eligibility telephone numbers. (This is a common method that researchers use to estimate "e.") The observed unweighted eligibility rate in a sampling stratum is the number of eligible telephone numbers in the sampling stratum divided by the number of eligible and not eligible telephone numbers in the sampling stratum. The observed weighted eligibility rate in a sampling stratum is the weighted number of eligible telephone numbers in the sampling stratum divided by the weighted number of eligible and not eligible telephone numbers in the sampling stratum. In each sampling stratum, the unweighted and weighted eligibility rates were applied to the unknown eligibility phone numbers to determine the proportion of telephone numbers of unknown eligibility that would be eligible for the unweighted and weighted response rate calculations. The sampling stratum, the unweighted eligibility rate, and the weighted eligibility rate for the sampling stratum are presented alongside one another **(Table 3.4.2)**. The eligibility estimates are essentially the same. Because IMLS used stratified simple random sampling, this is the expected result.

Unweighted and weighted AAPOR Response Rate 1 and Response Rate 3 for different response rate categories (landline, cell phone, and overall) are organized to present the most detailed response rates first, followed next by more general response rates, and finally by overall response rates **(Table 3.4.3)**. The general response rate is a weighted average of the detailed response rates used to calculate the more general response rate.

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[14] For a summary of the main methods for estimating e in surveys (1) minimum and maximum allocation, 2) proportional allocation, 3) allocation based on disposition codes, 4) survival methods, 5) calculations of number of telephone households, 6) contacting telephone business offices, 7) linking to other records, and 8) continued calling), see Smith, 2009.

Given the empirical evidence of the varying eligibility rates across the sampling strata, most of which are far below one for the study, the most realistic response rates that account for the differing observed levels of eligibility are the AAPOR Response Rate 3. Consequently, we recommend using the weighted AAPOR Response Rate 3 for describing response for this survey. Individual question response rates are provided (**Appendix G**).

Table 3.4.2: Eligibility Estimates by Sampling Stratum

Sampling Stratum	Unweighted Eligibility Rate	Weighted Eligibility Rate
111	0.25985	0.25985
112	0.27892	0.27892
113	0.26216	0.26216
114	0.26744	0.26744
115	0.21607	0.21607
116	0.20402	0.20402
117	0.20208	0.20208
118	0.27066	0.27066
119	0.25941	0.25940
121	0.50249	0.50249
122	0.48455	0.48455
123	0.43885	0.43885
124	0.54070	0.54070
125	0.49302	0.49302
126	0.39806	0.39806
127	0.41993	0.41993
128	0.50621	0.50621
129	0.51813	0.51807

Table 3.4.3: Response Rate Category

Response Rate Category	Response Rate 1 raw numbers	AAPOR Unweighted Response Rate 1 (%)	AAPOR Weighted Response Rate 1 (%)	Response Rate 3 raw numbers	AAPOR Unweighted Response Rate 3 (%)	AAPOR Weighted Response Rate 3 (%)
Landline	2506/102258	2.5	2.5	2506/28094	8.9	8.9
Cell Phone	1031/18044	5.7	5.7	1031/9764	10.6	10.6
Overall (combined landline and cell phone)	3537/120302	2.9	4.4	3537/37858	9.3	10.1

IV. Non-Response Follow-Up Collection Activities

The response rate for the PNLMS was 10.1%. Federal guidelines require that any study with a response rate below 80 percent examine whether or not there is bias in the collection. After the field period of the survey was closed, IMLS conducted a Non-Response Follow up (NRFU) study to determine whether there was bias in the data due to non-response. Response rates for RDD federal collections have been decreasing. MDAC conducted the follow-up survey of non-responders – the NRFU survey. Respondents were sampled from the non-responders in the PNLMS. Data collection for the PNLMS was closed on December 1, 2013. Data collection for the NRFU survey was conducted using CATI and mail administration from January 22, 2014 through March 1, 2014. The NRFU used an abbreviated form of the questionnaire used for the full collection **(Appendix I)**. The non-respondents also received an advance letter **(Appendix H)**.

The sample for the NRFU survey was drawn from the following four types of non-responders in the original IMLS survey:

- Refusals that were not adamant or hostile
- Non-completions in which a person was reached at least once but never refused
- A person was never reached but a non-business answering machine or voice mail was reached at least once
- Numbers for which some form of telecommunication problem prevented the call from ever going through

Follow-up Questionnaire

An abbreviated version of the questionnaire from the full collection was used. The NRFU survey took approximately 5-8 minutes to complete. Participants had the option of completing the questionnaire via mail (if there was a complete address available), telephone or Internet. All cases with an address received a printed questionnaire in the mail for their first contact. Those contacted initially via mail who did not return their completed questionnaire within two weeks were then contacted via telephone. All cases for which an address was not known were contacted via telephone. Regardless of the mode of first contact for the follow-up study, an Internet mode was offered as an option to complete the questionnaire. To improve response rates, a $10 incentive was promised to respondents upon completion of the questionnaire. Unlike the original landline survey in which a systematic method (i.e., the next birthday) was used to select one and only one age-eligible respondent, for the NRFU the first age-eligible respondent who answered the telephone was asked to be the designated respondent. If this person was not willing but there was another age-eligible respondent available who was willing to cooperate, that other person was permitted to complete the questionnaire.

Separate samples were drawn for landline non-respondents and cell phone non-respondents. For this landline sample, where a telephone number could be matched to an address, a mail questionnaire was sent to the address a week prior to starting to telephone these NRFU landline numbers. No mail questionnaires were sent to any of the sampled NRFU cell phone numbers.

In total, 400 landline numbers and 400 cell phone numbers were activated and processed in the NRFU survey. By the end of the NRFU survey field period, 201 original non-responders completed the follow-up survey questionnaire. One hundred were from the NRFU landline sample and 101 from the NRFU cell phone sample. Of the 100 completions from the landline NRFU sample, 23 were received via a completed mail questionnaire and 77 were completed via telephone. All the 101 cell phone completions were gathered via telephone. An AAPOR weighted Response Rate 3 of 31.5 percent was achieved for the landline NRFU sample compared to a weighted RR# of 16.3 percent for the cell phone NRFU sample.

V. Non-Response Bias Analysis

Follow-up surveys of non-responders were conducted to determine whether the non-responders to the full collection were materially different (i.e., different in non-negligible ways) from the original respondents.[15,16] These differences may be in demographic and other personal characteristics or in the key behaviors, attitudes, and knowledge that the survey was meant to measure (e.g., their usage patterns for libraries and museums).

Below is the comparison of the <u>unweighted</u> demographic and technology ownership characteristics of the two groups of survey respondents (**Table 5.1**).

Table 5.1: Unweighted Comparisons between the Original Survey and the NRFU Survey

Characteristic	Original sample	NRFU Sample	Difference p < *
%Female	61%	58%	NS*
% 18-24 years old	7%	12%	.01
% 65 years or older	29%	20%	.01
% Widowed, Divorced, Separated	25%	18%	.05
% Hispanic	8%	8%	NS
% Asian	3%	5%	NS
% Black	11%	14%	NS
% White	76%	77%	NS
% College Degree	49%	50%	NS
% With Home Desktop or Laptop	84%	84%	NS
% Refused saying whether have Cell Phone	0%	2%	.01
% With eBook reader	34%	37%	NS
% With tablet computer	40%	48%	.01

*The p-value is the probability of obtaining a result equal to or greater than what was actually observed, assuming that the hypothesis under consideration is true.
**NS- Indicates no statistical significance.

The follow-up study respondents were more likely to be young adults (i.e., less than 25 years of age) and less likely to be older adults (i.e., more than 64 years of age). They also were more likely to be widowed, divorced or separated, to have a tablet computer, and to refuse to answer whether or not they had a cell phone.

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[15] Groves, R. M., and Brick, J. M. (2009). *Practical tools for non-response bias studies,* https://projects.isr.umich.edu/jpsm/html_content.cfm?CourseID=021909

[16] Montaquila, J. and Olson, K. (2012). *Practical tools for non-response bias studies.* SRMS/AAPOR Webinar, April 24, 2012. http://www.amstat.org/sections/SRMS/webinarfiles/NRBiasWebinarApril2012.pdf

5.1 Assessing Non-response Bias in the PNLMS Survey

To assess whether or not non-response bias existed in the PNLMS survey, IMLS conducted an investigation. IMLS weighted the files from both collections separately and then combined data from both collections: the non-response follow-up survey data and the original survey data.

This weighting process was used to create a final weight assigned to each of the 3,738 completed interviews in the combined two-survey dataset. This weight represented all the adjustments made for each case taking into account multiple factors, as described in Chapter V: Weighting and Variance Estimation, including adjustments made for unequal probabilities of selection, non-coverage of the target population and various types of non-response.

Each of the key 28 behavioral measures about library and museum usage among the general population in the U.S. were gathered in both the original survey questionnaire and the follow-up survey questionnaire **(Table 5.1.1)**.

The table presents the behavioral measure in the far left column. To the immediate right is a column that presents the findings for that measure using weighted data *only from the original survey*. Then, immediately to the right is a column showing how many adults in the U.S. this represents. The next column to the right presents the findings for that measure using data *from the combined weighted survey*s and there is a corresponding column showing how many adults in the U.S. this represents.

The two columns to the rightmost side present data from the non-response bias investigation about the estimated bias associated with non-response in the original survey measure compared to what was found from the combined surveys. The interpretation of the findings from the non-response bias investigation assumes that the combined survey dataset was closer to the true value of what is being measured than the original survey data by itself. This assumption is based on the reasoning that the non-response follow-up survey brought in proportionally more of a materially different type of adult than the original survey. That type of respondent was an adult parent/guardian who was younger and was found to report materially different data when asked about their child's use of certain types of museums.

The estimated size of this bias in the original survey was measured by subtracting what was found in the combined survey from what was found in the original survey. A *negative value* suggests that the *original survey was biased in the direction of underestimating* the prevalence of the behavior. A *positive value* indicates the *original survey was biased in the direction of overestimating* the prevalence of the behavior. In the second of these two columns is shown the size of the bias in terms of the number of persons or number of

parents/guardians in the U.S. Negative counts indicate an underestimation of the "true value" and positive numbers indicate an overestimation.

The prevalence of the following behaviors were *underestimated* by at least 5 percentage points (pp) in the original survey **(Table 5.1.1)**:
- Parents/Guardian who have a child who visited Science or Technology Center or Museum in last 30 days
- Parents/Guardian who have a child who visited Children's or Youth Museum in last 30 days
- Parents/Guardian who have a child who visited Art Museum or Gallery in last 30 days
- Parents/Guardian who have a child who visited Zoo or Aquarium in the last 30 days
- Parents/Guardian who have a child who visited General Museum in last 30 days
- Parents/Guardian who have a child who visited ANY TYPE of Museum in last 30 days

As shown, there were no behaviors for which the prevalence was *overestimated* by at least 5pp (percentage points) in the original survey **(Table 5.1.1)**.

Table 5.1.1: Comparison of Key IMLS Statistics between Original Survey and Combined (Original and NRFU) Surveys

Key IMLS Indicator	Original Survey Statistic	Estimated # Adults in U.S. from Original (M = million)	Combined Surveys Statistic	Estimated # Adults in U.S. from Combined (M = million)	Non-response Bias (Original – Combined) (pp = percentage points)	Estimated Non-response Bias in # of Adults (M = million)
Visited a public library in the last 30 days	32.7%	76.91M	32.90%	77.38M	- 0.2pp	-0.47M
Accessed a public library website in last 30 days	11.0%	25.87M	12.00%	28.22M	- 1.0pp	-2.35M
Visited Science or Technology Center or Museum in last 30 days	6.4%	15.05M	5.90%	13.88M	0.5pp	1.17M
Visited Children's or Youth Museum in last 30 days	5.8%	13.64M	4.90%	11.52M	0.9pp	2.12M
Visited Natural History or Anthropology Museum in last 30 days	4.4%	10.35M	3.90%	9.17M	0.5pp	1.18M
Visited Art Museum or Gallery in last 30 days	14.0%	32.93M	12.90%	30.34M	1.1pp	2.59M
Visited History museum, Historic house, or Historical society in last 30 days	13.4%	31.52M	11.70%	27.52M	1.7pp	4.00M
Visited Arboretum or Botanical Garden in last 30 days	10.2%	23.99M	8.13%	19.52M	1.9pp	4.47M
Visited Zoo or Aquarium in the last 30 days	12.6%	29.64M	13.20%	31.05M	- 0.6pp	-1.41M
Visited Nature Center in the last 30 days	12.7%	29.87M	13.80%	32.46M	-1.1pp	-2.59M
Visited General Museum in last 30 days	9.3%	21.87M	6.80%	15.99M	2.5pp	5.88M
Visited other type of Museum in last 30 days	3.3%	7.76M	1.80%	4.23M	1.5pp	3.53M
Visited ANY TYPE of Museum in last 30 days	36.4%	85.61M	36.20%	85.14M	0.2pp	0.47M
Average (mean) Number of types of Museums visited in last 30 days	0.92	NA	0.83	NA	0.09pp	NA
Accessed a museum website in last 30 days	9.5%	22.34M	10.10%	23.76M	- 0.6pp	-1.42M
Parents/Guardians who have child who visited a public library in last 30 days	37.4%	28.15M	39.18%	29.43M	-1.7pp	-1.28M
Parents/Guardian who have a child who visited Science or Technology Center or Museum in last 30 days	8.6%	6.47M	19.80%	14.90M	-11.2pp	-8.43M

Key IMLS Indicator	Original Survey Statistic	Estimated # Adults in U.S. from Original (M = million)	Combined Surveys Statistic	Estimated # Adults in U.S. from Combined (M = million)	Non-response Bias (Original – Combined) (pp = percentage points)	Estimated Non-response Bias in # of Adults (M = million)
Parents/Guardian who have a child who visited Children's or Youth Museum in last 30 days	12.1%	9.11M	19.60%	14.75M	-7.5pp	-5.64M
Parents/Guardian who have a child who visited Natural History or Anthropology Museum in last 30 days	7.1%	5.34M	10.80%	8.13M	-3.7pp	-2.79M
Parents/Guardian who have a child who visited Art Museum or Gallery in last 30 days	7.9%	5.95M	17.90%	13.47M	-10.0pp	-7.52M
Parents/Guardian who have a child who visited History museum, Historic house, or Historical society in last 30 days	8.9%	6.70M	12.80%	9.63M	-3.9pp	-2.93M
Parents/Guardian who have a child who visited Arboretum or Botanical Garden in last 30 days	8.2%	6.17M	8.00%	6.02M	0.2pp	0.15M
Parents/Guardian who have a child who visited Zoo or Aquarium in the last 30 days	19.2%	14.45M	27.30%	20.55M	-8.1pp	-6.10M
Parents/Guardian who have a child who visited Nature Center in the last 30 days	9.0%	6.77M	11.10%	8.35M	-2.1pp	-1.58M
Parents/Guardian who have a child who visited General Museum in last 30 days	4.9%	3.69M	11.00%	8.28M	-6.1pp	-4.59M
Parents/Guardian who have a child who visited other type of Museum in last 30 days	1.2%	0.90M	1.00%	0.75M	0.2pp	0.15M
Parents/Guardian who have a child who visited ANY TYPE of Museum in last 30 days	37.1%	27.92M	40.70%	30.64M	-3.6pp	-2.72M
Average (mean) Number of types of Museums visited by their child in last 30 days	0.87	NA	1.39	NA	-0.52pp	NA

As shown, the prevalence of the following behaviors were *underestimated* by at least 2 pp, but not by more than 5pp in the original survey **(Table 5.1.1)**:
- Parents/Guardian who have a child who visited Natural History or Anthropology Museum in last 30 days
- Parents/Guardian who have a child who visited History museum, Historic house, or Historical society in last 30 days
- Parents/Guardian who have a child who visited Nature Center in the last 30 days

As shown, the prevalence of the following behavior was *overestimated* by at least 2pp, but not by more than 5pp in the original survey **(Table 5.1.1)**:
- Visited General Museum in last 30 days

The remainder of the behaviors were over- or underestimated by less than 2pp **(Table 5.1.1)**.

As a result of the NRFU study, it appears that data from the full collection may underestimate the prevalence of the use of certain types of museums by children. The majority of the measures regarding adults usage of libraries and museums, and children's use of libraries showed little bias (i.e., less than 2 percentage points) associated with non-response in the original study.

A possible limitation of the non-response bias study is that the NRFU survey was comprised of a 50 percent cell phone sample and the original survey was comprised of a 29 percent cell phone sample. Because the main findings of the non-response bias investigation indicate a difference in children's questions and because the younger households with children are the ones more likely to comprise the cell phone sample than the landline sample, this could be have created methodological artifacts stemming from the differences between the landline and cell phone samples. Landline RDD samples are known to skew toward older adults[17]. Therefore, the finding that the follow-up survey of non-respondents brought in more young adults who were parents/guardians was not unexpected. This is an additional value of conducting the NRFU survey, as it created a final dataset (the weighted combined dataset) that is comprised of a sample that is more representative of the U.S. adult population than the sample from the original IMLS dual frame RDD survey. Furthermore, the weighting that was done to adjust the two surveys addressed (and corrected) many of the problems in the original survey associated with non-coverage and non-response.

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[17] Lavrakas, P.J. et al. (2010). New Considerations for Survey Researchers When Planning and Conducting RDD Telephone Surveys in the U.S. With Respondents Reached via Cell Phone Numbers. American Association for Public Opinion Research http://www.aapor.org/AAPORKentico/AAPOR_Main/media/MainSiteFiles/2010AAPORCellPhoneTFReport.pdf

It is recommended to the data user that because of the findings from the non-response bias investigation and with the combined weighted dataset that was able to be created, the results from the combine dataset may be more likely to be closer to the true values for the usage of museums and libraries by children in the U.S. Data users may want to consider using these combined weighted results for the items for which information is available.

VI. Weighting and Variance Estimation

6.1 Calculation of Sample Weights

PNLMS was intended to be a nationally representative sample. The IMLS sample had two parts, landline random digit dialing (RDD) and cell phone RDD. These two groups should be thought of as separate samples. The first phase of the weighting was conducted independently within these two groups. The second phase of the weighting was conducted across the two groups.

The first phase of the weighting was applied separately to each of the two groups. Steps one and two create the starting weights. Steps three through seven are sequential adjustments to the starting weights. In the second phase, the two groups were combined into a single group.

Phase 1
1. Probability of Selection and Design Weight
2. Unknown Eligibility Adjustment
3. Removal of Known Not Eligible
4. Unit Non-response Adjustment
5. Adult Subsampling Adjustment
6. Multiple Phone Line Adjustment

Phase 2
1. Composite Weight
2. Calibration

The calibration adjustment was the final step and created the final weight. For all steps in the weighting process, the adjustment factors, weights, and unequal weighting effect were monitored to ensure that none of the weights became extremely large.

<u>Phase 1:</u>

Probability of Selection and Design Weight
Using information from the sampling frame, the probability of selection for the ith telephone number in the hth Census region for the lth sample, either landline or cell phone, was calculated as the number of released telephone numbers in the hth Census region for the lth sample, n_{lh}, divided by the total number of telephone numbers in the hth Census region for the lth sample, N_{lh}. That is, the probability of selection for the ith telephone number in the hth

Census region for the lth sample, either landline or cell phone, d_{lhi}, can be calculated using the following formula:

Equation 6.1.1: Probability of Selection

$$d_{lhi} = \frac{n_{lh}}{N_{lh}}$$

The design weight was the inverse of the probability of selection for the released telephone numbers and zero for the non-released telephone numbers. That is, the design weight for the ith telephone number in the hth Census region for the lth sample either landline or cell phone, wd_{lhi}, can be calculated using the following formula:

Equation 6.1.2: Design Weight

$$wd_{lhi} = \begin{cases} \dfrac{N_{lh}}{n_{lh}} = \dfrac{1}{d_{lhi}}, released \\ 0, non-released \end{cases}$$

Unknown Eligibility Adjustment
As in any RDD survey, a considerable portion of the sampled numbers ended the field period with their eligibility unresolved. Some of these phone numbers were no doubt eligible for the IMLS survey, but contact was unable to be made to determine (1) whether or not it was a household or, if it was a household, (2) whether or not there was an eligible adult resident of the household.

Using the American Association for Public Opinion Research (AAPOR) final disposition codes [18], two groups of telephone numbers were created in each Census region in the kth sample, unknown eligibility telephone numbers and known eligibility telephone numbers. The unknown eligibility adjustment shifted the weights of the unknown eligibility telephone numbers to the known eligibility telephone numbers. In the hth Census region in the kth sample, the unknown eligibility adjustment factor was the sum of the design weights for all telephone numbers in Census region h in the kth sample, S_{kh}, divided by the sum of the design weights for the known eligibility telephone numbers in Census region h in the kth sample, K_{kh}. That is, the unknown eligibility adjustment factor in the hth Census region in the kth sample, u_{kh}, can be calculated using the following formula:

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[18] For a comprehensive description of final disposition codes for RDD surveys, see Final Disposition Codes for RDD Telephone on page 57 in *Standard Definitions: Final Dispositions of Case Codes and Outcome Rates for Surveys* (7th edition) from the American Association for Public Opinion Research.

$$u_{kh} = \frac{\sum_{i \in S_{kh}} wd_{khi}}{\sum_{i \in K_{kh}} wd_{khi}}$$

The unknown eligibility adjusted weight was the product of the unknown eligibility adjustment factor and the design weight for the known eligibility telephone numbers and zero for the unknown eligibility telephone numbers. That is, the unknown eligibility adjusted weight for the ith telephone number in the hth Census region in the kth sample, wu_{khi}, can be calculated using the following formula:

Equation 6.1.4: Unknown Eligibility Adjustment Weight

$$wu_{khi} = \begin{cases} u_{kh} * wd_{khi}, known\ eligiblity \\ 0, unknown\ eligibility \end{cases}$$

Known Not Eligible
For some of the telephone numbers released, the telephone numbers did not reach a known eligible household. Reasons for this included non-working numbers (e.g., disconnected or temporarily out of service, technical problems, etc.), and numbers that were not part of the target population (e.g., fax, business, or other non-residential numbers). Using AAPOR final disposition codes, known not eligible telephone numbers were identified and removed from the weighting process.

Unit Non-response Adjustment
For some of the telephone numbers for which contact was made, it was determined that there was at least one eligible adult but no data were collected. This is considered unit non-response and is usually considered separately from item non-response. (Item non-response is when the respondent answers some of the survey questions but not all of them. The questions not answered are the items with non-response.)

Reasons for unit non-response include non-contact with the eligible adult, refusals (household level and respondent level), language barriers, and health barriers. Using the final disposition codes for the eligible telephone numbers gave IMLS two groups of telephone numbers in each Census region, responding telephone numbers and eligible non-responding telephone numbers. The unit non-response adjustment shifts the weights from the eligible non-respondents to the eligible respondents. In the hth Census region in the kth sample, the non-response adjustment factor was the sum of the unknown eligibility adjusted weights for all eligible telephone numbers in Census region h in the kth sample, E_{kh}, divided by the sum of the unknown eligibility adjusted weights for the responding telephone

numbers in Census region h in the kth sample, R_{kh}. That is, the non-response adjustment factor in the hth Census region in the kth sample, r_{kh}, can be calculated using the following formula:

<div align="center">Equation 6.1.5: Non-response Adjustment Factor</div>

$$r_{kh} = \frac{\sum_{i \in E_{kh}} wu_{khi}}{\sum_{i \in R_{kh}} wu_{khi}}.$$

The non-response adjusted weight was the product of the non-response adjustment factor and the unknown eligibility adjusted weight for respondents and zero for eligible non-respondents. That is, the non-response adjusted weight for the ith telephone number in the hth Census region in the kth sample, wr_{hi}, can be calculated using the following formula:

<div align="center">Equation 6.1.6: Non-response Adjusted Weight</div>

$$wr_{khi} = \begin{cases} r_{kh} * wu_{khi}, respondents \\ 0, eligible\ nonrespondents \end{cases}$$

Adult Within-unit Subsampling Adjustment
For landline telephone numbers with an eligible respondent, there may have been more than one eligible adult associated with the telephone number. This information was part of the questionnaire and collected from the respondent. For each landline telephone number, within household subsampling of one eligible adult from the total number of eligible adults using the next birthday method was implemented. When there were two or more eligible adults associated with the telephone number, the adult subsampling adjustment factor was capped at two (2.0). Cell phones were considered a personal device. Therefore, each cell phone was only associated with a single adult.

The adult subsampling adjustment factor for the ith telephone number in the hth Census region in the kth sample, a_{khi}, can be calculated using the following formula:

<div align="center">Equation 6.1.7: Adult Subsampling Adjustment Factor</div>

$$a_{khi} = \begin{cases} 1, landline\ single\ adult \\ 2, landline\ multiple\ adults \\ 1, cell\ phone \end{cases}$$

For the telephone numbers with a respondent, the adult subsampling adjusted weight was the product of the adult subsampling adjustment factor and the non-response adjusted

weight. That is, the adult subsampling adjusted weight for the ith telephone number in the hth Census region in the kth sample, wa_{khi}, can be calculated using the following formula:

Equation 6.1.8: Adult Subsampling Adjusted Weight

$$wa_{khi} = a_{khi} * wr_{khi}.$$

The adult subsampling weight adjustment factor allowed the adult subsampling adjusted weight to represented adults.

Multiple Phone Line Adjustment
For responding adults, there may have been more than one telephone number at which the respondent could have been contacted. This information was part of the questionnaire and was collected from the respondent. For each responding adult, a multiplicity adjustment was implemented. When there were two or more telephone numbers, either landline or cell phone, at which the responding adult could have been contacted, the multiplicity adjustment factor was capped at two (2.0). Otherwise, the multiplicity adjustment factor was one (1.0).

The multiplicity adjusted factor for the ith telephone number in the hth Census region in the kth sample, t_{khi}, can be calculated using the following formula:

Equation 6.1.9: Multiplicity Adjusted Factor

$$t_{khi} = \begin{cases} 2, respondent\ with\ more\ than\ one\ telephone\ number\ landline\ or\ cell\ phone \\ 1, respondent\ with\ one\ telephone \end{cases}$$

For the responding adults, the multiplicity adjusted weight was the quotient of the adult subsampling adjusted weight and the multiplicity adjustment factor. That is, the multiplicity adjusted weight for the ith adult in the hth Census region in the kth sample, wt_{hi}, can be calculated using the following formula:

Equation 6.1.10: Multiplicity Adjusted Weight

$$wt_{khi} = \frac{wa_{khi}}{t_{hi}}.$$

The multiple phone line adjustment was the last step in the separate group weighting process. Consequently, the starting weights for study were adjusted for unknown eligibility, non-response, household sampling, and multiplicity. These adjustments were applied

sequentially so the eligible respondents have all of these adjustments. Now, we combine these separate samples and continue the weighting.

Phase 2:

Composite Weights
The composite weight adjusted the multiplicity adjusted weight from the landline respondents and cell phone respondents to account for overlap in the two samples. Here *l* represents a landline or cell phone sample respondent.

For the landline respondents in the hth Census region in the lth sample that indicated from the survey data that they could have been contacted by landline only, the composite weight was their multiplicity adjusted landline weight, wt_{lhi}.

For the cellphone respondents in the hth Census region in the lth sample that indicated from the survey data that they could have been contacted by cell phone only, the composite weight was their multiplicity adjusted cell phone weight, wt_{lhi}.

For the landline and cellphone respondents in the hth Census region in the lth sample that indicated from the survey data that they could have been contacted by cell phone or landline, the composite weight was one-half their multiplicity adjusted cell phone weight, wt_{lhi}. That is, the composite weight for the ith adult in the hth Census region in the lth sample, wc_{lhi}, can be calculated using the following formula:

<div align="center">Equation 6.1.11: Composite Weight</div>

$$wc_{lhi} = \begin{cases} wt_{lhi}, possible\ landline\ contact\ only \\ wt_{lhi}, possible\ cell\ phone\ contact\ only \\ \frac{1}{2} * wt_{lhi}, possible\ landline\ and\ cell\ phone\ contact \end{cases}$$

Calibration
The adjustment forced the weight totals from the survey data using the composite weight to match external population control totals. The external control totals were based on household telephone status from the *Wireless Substitution: Early Release of Estimates* from the *National Health Interview Survey* (Blumberg and Luke 2013), which was the best current information about cell phone penetration in the telephone market). However, given the amount of time (approximately 10 months) that elapsed between the time period of the data included in the last NHIS release and the weighting, an extrapolation of this information was used.

Iterative proportional fitting, a.k.a., raking or sample balancing, was used as the calibration methodology used was. The iterative proportion fitting methodology forces all of the different characteristics to simultaneously match the control totals. Each of the socio-demographic characteristics was used as a separate dimension in the raking process **(Table 6.1)**.

Table 6.1.1: Socio-demographic Characteristics from the American Community Survey 2013

Demographic	Characteristic (Category)	Percentage
Gender	Male	49.23%
	Female	50.77%
Age Group	18-44	50.30%
	45-64	26.30%
	64+	14.10%
Marital Status	Never Been Married	33.10%
	Married	47.90%
	Separated/Divorced/Widow	19.10%
Hispanicity/Race	Hispanic	17.08%
	Non-Hispanic African American	12.28%
	Non-Hispanic White	62.44%
	Non-Hispanic Other	10.31%
Education	High School or less	41.61%
	Some College	23.70%
	Associate or Bachelor Degree	24.87%
	Advanced Degree	9.81%
Children	Yes	32.90%
	No	67.10%

6.2 Variance Estimation

In order to calculate appropriate variances or standard errors for confidence intervals and hypotheses testing when analyzing data collected using a complex survey design, researchers need to account for the complex survey design and differential weighting. Taylor series linearization for estimating variances in the complex survey sampling setting is available in major statistical software packages. In each statistical software package, there are commands (Stata), modules (SPSS), packages (R), or procedures (SAS) for estimating variances for data collected using a complex survey design. For all statistical software packages, the analyst will have to specify the design variables and a weight.

This study used a stratified with replacement design. The stratified design was used with the replacement approach because the sampling fractions in each sampling stratum were so small. The stratification (STRATUM - Final stratification for sociodemographic weighting) was

based on geography (Census Division) and type of telephone (cell phone or landline) as described in section 2.2 Sample Design. The appropriate analysis weight (PNMLS_NRFU_WEIGHT) is the design weight adjusted for post-data collection weight adjustments, combining the cell phone and line samples, and post stratification as described section 5.1 Calculation of Sample Weights. These two variables, STRATUM variable and PNMLS_NRFU_WEIGHT variable, should be used in the complex survey data analysis to calculate the appropriate standard errors.

VII. Data Preparation

Data were edited after completion of the in-field period. Edits included recoding variables and restructuring variables. The final data dictionary includes detailed information about each variable, weighted and unweighted frequency distributions for all categorical variables, and summary statistics for all continuous variables **(Appendix F)**. In order to efficiently conduct interviews and track progress in the collection of the data, appropriate Disposition Categories was created and programmed in the CATI **(Appendix C)**.

7.1 Data Editing

IMLS conducted logic and consistency checks for internal consistency within the data set, created coding schema for open-end (i.e. string data), and conducted manual review and revision of data. Supplemental data editing was performed, including relational edit checks, out of range edit checks, and blank, zero or invalid data checks and coding following the data collection period. Algorithmic techniques were used to verify the completeness and internal consistency of each record (e.g., based on the answer options selected, did the respondent follow the correct path? Given the path the respondent followed, were all questions answered?). Additionally, algorithmic techniques were used to flag unlikely answer combinations. The data were edited to be consistent, complete, accurate, clear, and usable.

7.2 Coding of Qualitative Items

For questions with an open ended response option, the verbatim was recoded. Trained data preparation staff reviewed respondents; verbatim "other, specify" text responses. In instances where there were more than 5 similar responses, variables were created with the same stem, followed by an underscore. For example, there was a question on the survey about the respondent's activity at the library. Respondents were offered a list of choices such as browse, check out a book, or use the computer. If the respondent chose the "other" response, a follow-up question was asked regarding what other activity was done at the library. Verbatim responses were tallied. If there were more than 5 responses, a new variable was created with the same stem. These variables are indicated as post processing variables in the Codebook.

7.3 Creation of the PUDF

This section summarizes how the PUDF was created from the main PLNMS data file by a team of statisticians at ARDX and RTI.

Disclosure Risk Analysis

The disclosure risk analysis consisted of two steps. The first was preparation of a disclosure risk analysis plan, and the second was implementation of that plan.

The goal of the disclosure risk analysis was to create a PUDF that could safely be released even if it contained county of residence. The plan embodied the following assumptions:

1. All paradata items relating to conduct of the PNLMS would be dropped, as exemplified by HHID, DATESAMPGEN, ENDTIME and DBASEVER.
2. All explicit identifiers would be dropped including, for instance, GEOCDADRS, SAMADDSTR, SAMADDCTY, SAMADDST, SAMADDZIP, SAMADDZIP_FOUR, PHAREACODE, SAMPHONE, FIPS11DIGIT, LATITUDE, and LONGITUDE.
3. RDAGECAT, a categorized version of the respondent's age, is sufficiently useful for analysis purposes that the "age in years" variable RDAGE can be dropped.
4. CHAGECAT, a categorized version of the child's age, is sufficiently useful for analysis purposes that the "age in years" variable CHAGE can be dropped.
5. The coarsened race variable RDRACE contains sufficient information that all other variables relating to race/ethnicity can be dropped.
6. All library and museum usage variables present no inherent disclosure risk, and therefore may be retained as is, without any coarsening or other modification.
7. The variables NEARESTLIB (distance to the nearest library) and NEARESTMUS (distance to the nearest museum) would be replaced by categorical recodings with three categories: less than 1 mile, 1-10 miles, greater than 10 miles.
8. Knowledge of which households participated in the survey is not externally available.

The principal risk in the PNLMS dataset was taken to be re-identification of households or respondents within households from demographic variables in the dataset, which would thereby reveal sensitive variables contained in the dataset, such as RHINCOME, RDMARITAL, RDEMPLOY or RDEDUC_CD. For households, the principal risk was determined to be re-identification from variables that might reasonably be known to intruders: namely RHNUMHH, RHNUMADLT and FIPSCODE. For individuals, the principal risk was determined to re-identification from variables that might reasonably be known to intruders, namely RDGENDER, RDAGECAT, RDRACE and FIPSCODE.

The approach to disclosure risk analysis was to employ data from the American Community Survey (ACS)—specifically, the five-year 2009-13 Public Use Microdata Samples (PUMS) file—

to estimate the numbers of households and persons with given combinations of the characteristics listed above. If those numbers were sufficiently large, then no further action would be recommended.

Rather than use RHNUMHH and RHNUMADLT, the analysis used RHNUMADLT and a to-be-created variable indicating the presence of children in the household. That variable, denoted _RHPRESKIDS is defined as Y if CHNUMKID > 0 and N otherwise.
More concretely, there are 11 values of RHNUMADLT (1-8, 13, 14 and 20), and 2 values of _RHPRESKIDS. There are 1159 values of FIPSCODE, with counts ranging from 1 to 93.

The same table was created from ACS data, containing sums of weights rather than counts. If those values for cells containing PNMLS data were sufficiently large, then the risk of re-identification is low. For example, consider the cell with value 3 in row 9 of the table excerpt, which corresponds to FIPSCODE = 01043, RHNUMADLT = 2 and _RHPRESKIDS = N. If, say, the corresponding ACS value is 1000, then there are estimated to be 1000 households with those same characteristics, and the 3 of them in the PNLMS may be deemed to be at acceptably low risk of disclosure.

Although these were not (ex post facto) necessary, the disclosure risk analysis plan also outlined steps that would be taken if risks were deemed to be too high.

A risk variable was added to the PNLMS file, which combines the number of adults in the household, top-coded at 6, and whether children are present. An example value is A=2_K=N, which represents 2 adults (A=2) and no children (K=N; K abbreviates kids). Then, this variable was aggregated to the FIPSCODE level.

Next, numbers of households in each of the 1159 * 18 = 20862 cells in this table were estimated using data from the five-year 2009-13 Public Use Microdata Samples (PUMS) household file created from the American Community Survey (ACS). Because the ACS is not representative at the county level, county-level estimates were constructed by creating state-level estimates using household weights present in the ACS file, and then allocated among the counties in each state proportionally to 2013 populations.

Finally, the PNMLS counts were compared to ACS estimates using an (n = 5)-rule from the statistical disclosure limitation literature (Karr 2016; Willenborg and de Waal 1996, 2001). A cell would then have been deemed risky if its value in the PNMLS table were positive and the corresponding value in the ACS table were less than 5.

The reasoning is that a household in the PNLMS in such cell would be at risk of identity and/or attribute disclosure if it is known to be one of fewer than 5 similar households. The

choice of 5 is a conservative choice based on the literature. Often the threshold is 3, even for establishment data, which are in general harder to protect than household data.

The comparisons were conducted, and from them it was concluded that there is virtually no disclosure risk associated with the proposed public use file. For each of 17 categories, the minimum number—over all counties in the PNLMS containing households in that category—of ACS-estimated households for that category was 6.03. Therefore, even an (n = 6)-rule could have been applied. Consequently, there was no need for additional statistical disclosure limitation.

Construction of the PUDF

The transformation of the original PNLMS data file to the PDUF was a multi-stage process. All steps of it were performed using the R statistical software system, although the released PUDF is available in multiple formats. Each of the stages described below either:
1. Implements of statistical disclosure limitation strategy above; or
2. Increases the quality and usability of the PUDF.

The process began with a dataset containing 605 variables. Of these, 599 were part of the original PNLMS dataset, and the other six were added during the disclosure risk analysis.

Stage 1: The race variable RDRACE was recoded to take only the values AFRICAN AMERICAN, AMERICAN INDIAN, ALASKAN NATIVE, NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER, ASIAN, HISPANIC, OTHER OR NOT SPECIFIED, TWO OR MORE RACES and WHITE.

Stage 2: The variable URBAN_RURAL_REC was added to complement LOCALE, which is missing from 477 records. This variable was derived from the urban/rural codes created by the National Center for Health Statistics (NCHS), using county-indexed tables disseminated by NCHS. The new variable is missing from only 67 records. In order to preserve historical continuity, LOCALE remains in the PUDF.

Stage 3: Thereafter, bookkeeping variables, address related-variables and other problematic variables were deleted.

Stage 4: Because of their limited analytical utility, 26 variables containing verbatim text responses were deleted. Consistent with the disclosure risk analysis, 20 variables containing detailed race information about respondents were deleted. The variable CHAGE, with actual, as opposed to categorized, ages of children was removed. Three working variables (HHCounts, X_RHPRESKIDS, DisclosureRiskVar) employed during the disclosure risk analysis were deleted. Remaining FIPS codes (FIPSCODE, FIPSS, and FIPSCO) were deleted.

Stage 5: Remaining geographical variables were deleted, as were four other geographical variables with potential for disclosure.

Stage 6: Twelve variables in the dataset with names ending in _CD, which represent manual recodings of original responses, had companions whose names lack the _CD

endings. Two "_CD" variables were (RHHMLANG_CD and RDEMPLOY_CD) and the six remaining "non-_CD" variables were deleted, as was one working variable.

Stage 7: Several variable consolidations were performed involving respondent general computing variables

Stage 8: The variable CLNUMVISIT_REC (number of library visits by the child) was created by top-coding CLNUMVISIT at 20. In addition, CLRVISWADN, CLRVISWADS, CLRVISWOTH, CLRVISWOTH_NS were consolidated into a single variable: CLRVISOTHER_REC; and CLWITHRESP and CLRVISWRESP were consolidated by deleting the latter.

Stage 9: Sixteen additional variables pertaining to children, which were considered sensitive, were deleted. Some of these deletions were superseded by the ultimate decision to remove all variables pertaining to children and museums (see Step 16).

Stage 10: In order to make the PUDF more usable, a LOGICAL_SKIP value was added to 122 variables that were not present in each because CHNUMKID had a value of 0 (no children) for that record.

Stage 11: Forty-seven variables with no valid responses (i.e. only responses that were one of LOGICAL_SKIP, REFUSED, DONT KNOW or MISSING) were deleted.

Stage 12: Values of LOGICAL_SKIP were added to several other variables— CHREADBO, CHSINGSO, CHTELLST and CLONOWN. An overlooked text variable was deleted.

Stage 13: 77 variables that had been created by extraction from verbatim "Other— Specify" responses were deleted, with the rationale that they cannot be analyzed meaningfully.

Stage 14: Twelve variables containing dates of a most recent library or museum visit were deleted, because they contain personal detail but are not of analytical value. Two additional variables were deleted because of low analytical utility. Nine other variables that serve only to indicate whether certain responses are present were deleted. Two user type codes, which have no analytical utility, were deleted.

Stage 15: RESPID, PNLMS_NRFU_WEIGHT, STRATUM and PNLMSNRFU were restored to the PUDF, in order to allow identification of records, construction of weighted estimates, and variance estimation.

Stage 16: Because of low numbers of responses, especially within the nonresponse follow-up sample 0f 201 households, all variables relating to children and museums were deleted. A primary concern was that standard errors in national estimates would be unacceptably high.

Stage 17: Values of LOGICAL_SKIP were added for items not asked of participants in the nonresponse follow-up survey.

Stage 18: Two pairs of identical variables containing information about "Other" responses were identified and deleted.

Stage 19: Two variables identified as having unresolvable data quality issues were removed.

VIII. Data File Contents and Composite Variables

The PUDF contains 237 variables for 3,738 households that responded to the PNLMS or to the PNLMSNRFU:

- 3,537 are part of the main survey;
- 201 are part of a nonresponse follow-up survey, which asked a small subset of the 30 questions in the main survey.

The PUDF is available in SPSS and CSV formats, with CSV files available with either labels or values.

Only skip patterns related to the nonresponse follow-up and adult respondents' reporting about children's use of libraries have been recoded as LOGICAL_SKIP. The former stem from a value of NRFU for the variable PNLMSNRFU and the latter stem from a value of 0 for the variable CHNUMKID (the number of children in the household). Data file users are advised to reference the survey questionnaire to accurately understand the skip-logic implications of each the data element. Logical skips associated with respondents who reported that they were not library users or were not museum users *have not been recoded*. The most important items to be aware of are:

1. RLVISIT, which is whether the most recent visit to a public library took place within the past month. Respondents who answered NO to this item were not asked items in the "Library User Module" of the survey. Conversely, those answering NO to this survey item were led to the "Library Nonuser Module."
2. RMRCTVISIT, which concerns when the most recent reported visit to a museum took place, resulted in a similar skip pattern, with respondents led to a "Museum User Module" or a "Museum Nonuser Module."

8.1 Identification Variables

Each case in the dataset has a unique identifier, found in the variable, RESPID, (Respondent ID). For RESPID, cases with a three letter prefix indicate how the survey was conducted and in what language (**Table 8.1.1**). In combination with the number suffix, each is a unique identifier. Cases lacking a three letter prefix are those associated with the NRFU.

Table 8.1.1: Identification Variables

Three Letter Prefix	Language and Phone Type
ELL	English Landline
ECP	English Cellphone
SLL	Spanish Landline
SCP	Spanish Cellphone

8.2 Composite Variable

One composite variable (RDRACE_REC) was created to combine all of the answers received in response to the question on the survey which asked, "Which of the following racial categories describes you? You may select more than one."

1. American Indian or Alaska Native
2. Asian
3. Black or African American
4. Native Hawaiian or Other Pacific Islander
5. White (Caucasian)
6. Hispanic/Latino
7. Other_____
8. Don't Know
9. Refused

Categories for which there were few cases were combined, so that American Indian, Alaska Native, Native Hawaiian or Other Pacific Islander were coded as 5 for the variable RDRACE_REC. All "Other," were assigned based on the write-in response and those who reported two or more racial categories were assigned the code 6 for "Two or more races." Finally a residual category (coded as 7) was constructed for those who responded "Don't Know" or "Refused" and for all "Other" respondents were not assignable to one of the first six categories. **(Table 8.2.1).**

Table 8.2.1: Race Variables: Original, Hand-coded and Final RDRACE_REC

Resp D – Respondent Race Selection	Original variable	Source	Post-Processing Value on RDRACE
American Indian/Alaska Native	RDRACE_AIAN	Original PNLMS survey question	5
American Indian/Alaska Native	RDRACEOT_AIAN	Hand coded from "other"	5
Asian	RDRACE_ASIAN	Original PNLMS survey question	3
Asian	RDRACEOT_ASIAN	Hand coded from "other"	3
African American	RDRACE_BLK	Original PNLMS survey question	2
African American	RDRACEOT_BLK	Hand coded from "other"	2
Native Hawaiian or Pacific Islander	RDRACE_NHPI	Original PNLMS survey question	5
Native Hawaiian or Pacific Islander	RDRACEOT_NHPI	Hand coded from "other"	5
White	RDRACE_WHT	Original PNLMS survey question	1
White	RDRACEOT_WHT	Hand coded from "other"	1
Hispanic/Latino	RDRACE_HISP	Original PNLMS survey question	4
Hispanic/Latino	RDRACEOT_HISP	Hand coded from "other"	4
Other Specified	RDRACE_OTH	Original PNLMS survey question	7
Other Specified	RDRACEOT_OTH	Hand coded from "other"	7
DK	RDRACE_DK	Original PNLMS survey question	7
DK	RDRACEOT_DK	Hand coded from "other"	7
REFUSE	RDRACE_REF	Original PNLMS survey question	7
REFUSE	RDRACEOT_REF	Hand coded from "other"	7

8.3 Geographic Information

As previously detailed, the sole geographical information contained in the PUDF comprises two variables that characterize the degree of urbanicity (LOCALE and URBAN_RURAL_REC) of the location. LOCALE is used in other IMLS datasets; URBAN_RURAL_REC was added during construction of the PUDF because of the high level of missingness of LOCALE.

Also included in the dataset is supplemental geographic information for libraries and museums, including the number of libraries (excluding books-by-mail and bookmobile locations) and museums within a 1 mile and 5 mile radius and the distance to the closest library and museum. All supplemental geography codes are assigned based on the address information reported by the respondent for both cell phone and landline numbers.

The following supplemental geography information is provided with this data.

a. Locale Code (LOCALE)
b. Distance to closest library (mi) – excluding books-by-mail and bookmobile locations (NEARESTLIB)
c. Distance to closest museum (mi) (NEARESTMU)

Locale codes were also added to the dataset. These locale codes allow users to quickly identify whether or not library outlets and administrative entities are located in cities, suburbs, towns, or rural areas. The four different locales and the criteria for assigning them are described below:

- City: Territory inside an urbanized area and inside a principal city.
- Suburb: Territory outside a principal city and inside an urbanized area.
- Town: Territory inside an urban cluster.
- Rural: Territory not included within an urban area.

IX. Using the PNLMS Data

9.1 Use of Design Variables and Weights

The data generated for the PNLMS comes from a complex survey design. The PNLMS used a stratified simple random sampling strategy, which includes stratification and over-sampling. In order to analyze this data appropriately, the software used for the analysis needs to be able to incorporate the stratification and weight variables into the analysis.

Researchers need to use survey data analysis software to take into account the differences between the complex survey design that was used and simple random sampling. This is because the sampling design affects both the calculation of the point estimates and the standard errors of the estimates. Without the use of stratification and weighting, standard errors will likely be underestimated, possibly leading to results that seem to be statistically significant, when in fact, they are not. The major software packages have modules or procedures for complex or survey data analysis. Users are reminded to note the limitations of SPSS with respect to the package's limitations in the computation of standard errors when weighted analyses are performed. Therefore, SPSS users are advised to compute standard errors separately for inferential analyses.

For the PNLMS, the stratification variable is STRATUM with label "Final stratification for sociodemographic weighting". Stratification is a method of breaking up the population into different groups, often by cell phone/landline and geography for telephone surveys. The design effect measures the impact of departing from simple random sampling on sample estimate precision and is the ratio of the estimated variance of a statistic derived from considering the sample design to that derived from the formula for simple random sample with the same sample size. The purpose of stratification is to reduce the standard error of the estimates, and stratification works most effectively when the variance of the dependent variable is smaller within the strata than in the sample as a whole. The stratification variable, *STRATUM, should be used for all analysis*.

Weighting can impact the point estimates. The data is weighted to produce approximately unbiased estimates for the population from which the data was selected. In addition, when the weights are highly variable, they can increase the standard errors because of the unequal weighting effect. When using this data, *you must use the PNMLS_NRFU_WEIGHT* variable. The PNMLS_NRFU_WEIGHT variable is used to weight the sample back to the population from which the sample was drawn to produce approximately unbiased estimates.

APPENDIX A: PNLMS Survey-Advance Letter

Dear Resident:

I am writing to ask for your help. The **Institute of Museum and Library Services (IMLS) is conducting a study** in your area to understand the use of museum and library services in communities like yours. IMLS is an **independent U.S. Federal Government agency**. Our mission is to inspire libraries and museums to advance innovation, learning, and cultural and civic engagement.

The study is the **Public Needs for Library and Museum Services survey**. We are asking people across the country about how they use museum and library services, including how often people visit and what types of services people prefer. This survey is part of IMLS's responsibility to identify national needs for museum and library services.

In a few days, your household may receive a telephone call to participate in this study. The caller will be a representative from M. Davis and Company, Inc., our survey research organization. The interviewer will ask one adult in your household to answer questions. The interview takes about 15-20 minutes. If the interviewer calls at a busy time, please let us know a better time to call back.

Your telephone number was selected at random by a computer, to be sure that every household in the nation has an equal chance to participate in this survey. Your answers to this survey are very important.

Your participation in this survey is voluntary. You do not need to answer each question, but your participation will help ensure the completeness and accuracy of this survey. You can confirm that this survey is a Federally-approved collection by asking the interviewer for the OMB control number.

We intend to protect your privacy as a participant in this study. Any information you provide on this survey will remain confidential to the extent permitted by law. Whenever results of this study are reported, your answers will be combined with answers from other persons in the study so that your responses cannot be identified.

We realize that **your time is valuable**. Although you are not required to participate in this study, your cooperation is important in providing information about the use of our nation's libraries and museums.

If you have any questions, please call our survey information line at **1-800-XXX-XXXX**. Interviewers are available Monday through Friday 9:00am to 11:00pm EST, Saturday and Sundays 11:00am to 11:00pm EST. You may also visit the **IMLS website** – www.imls.gov – for more information about IMLS or this study.

Sincerely,

Carlos Manjarrez
Director of Planning, Research and Evaluation

APPENDIX B: PNMLS Survey- Questionnaire

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

LANG. Is this survey being conducted in English or Spanish?
1. English
2. Spanish

INTRO.   <u>INTRODUCTION AND RESPONDENT SELECTION</u>

Hello, this is (interviewer name) calling for the Institute of Museum and Library Services, an agency of the United States government. We are conducting an important nationwide survey about libraries and museums and would like to interview a household member who is at least 18 years of age. Please call 1-800-XXX-XXXX to speak to one of our interviewers between 9AM and 11PM Eastern Time. The Institute of Museum and Library services appreciates your assistance with this important survey. Again, the call-in number is 1-800-XXX-XXXX." (Press 1 to continue or disposition)

Hello, I'm _____ calling for the Institute of Museum and Library Services, an agency of the United States Government, about a national research study. The Institute of Museum and Library Services is conducting a voluntary and confidential study about the libraries and museums in your area. I would like to ask you some questions about your experiences so we can create strong libraries and museums. This is not a sales call.

[READ ONLY IF NECESSARY]: Routine uses of this information will be in accordance with the System of Records Notice that applies to this interview. The information will be protected from disclosure under the Freedom of Information Act (5 U.S.C. section 552) and the Privacy Act (5 U.S.C. section 552a) to the extent provided by law.

The OMB control number, 3137-0087 expires on 7/31/2016. The Institute of Museum and Library Services may not conduct or sponsor, and a person is not required to respond to, the information collection unless it displays a currently valid OMB control number.

SCLPHTYPE. Is this phone for a home, a business, or both?
1.   Home **(GO TO SCLADULT)**
2.   Business **(Thank and Terminate)**
3.   Both home and business **(GO TO SCLADULT)**
8.   DON'T KNOW **(Thank and Terminate)**
9.   REFUSED/MISSING **(Thank and Terminate)**

SCLADULT. May I please speak to the household member at least 18 years of age and who has the next birthday?

[If Needed: Household members include people who think of this household as their primary place of residence. It includes persons who usually stay in the household but are temporarily away on business, vacation, in a hospital, or living at school in a dorm, fraternity, or sorority.]

1. Person answering phone is 18 or older, a household member and has the next birthday **(GO TO SCQUESTN)**
2. Qualified household member did not initially answer phone but is available now **(GO TO SCLADULTNOW)**
3. No – Not Available now **(Schedule Callback – GO TO SCLCALLBK)**
4. No – There are none (no household member that is at least 18 years of age). **(Thank and Terminate)**

8. Don't Know **(Thank and Terminate)**
9. Refused **(Thank and Terminate)**

SCLADULTNOW. [Speaking to the selected respondent now] **Hello, I'm _____ calling for the Institute of Museum and Library Services, an agency of the United States Government, about a national research study. The Institute of Museum and Library Services is conducting a voluntary and confidential study about the libraries and museums in your area. I would like to ask you some questions about your experiences so we can create strong libraries and museums. This is not a sales call.**

1. Continue Interview **(GO TO SCQUESTN)**
2. Schedule Call back **(GO TO SCLCALLBK)**
3. Refused **(Thank and Terminate)**

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

SCHEDULE CALL BACK

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

(AGENT INTRODUCTION WHEN RESPONDENT CALLS IN TO TOLL-FREE NUMBER)

SCBPHCONF. Thank you for calling the Institute of Museum and Library Services survey line. Can I have the phone number that we called you on, please?

[Interviewer Validates Phone Number]

SCBADULT. Just to confirm, are you a member of the household and at least 18 years of age?
1. Yes **(GO TO SCBCONTNU)**
2. No **(GO TO SCLADULT)**

SCBCONTNU. Is respondent willing to continue?

1. Yes **(GO TO SCQUESTN)**
2. No – **(THANK AND TERMINATE)**

SCQUESTN. Excellent. This voluntary study will take about 18 minutes to complete but often can take less time. It is authorized by Chapter 72 of Title 20 of the United States Code. There are no penalties for refusing to answer any question, so if we come to one that you don't want to answer, I will skip it. Do you have any questions before we begin?

1. Yes (**Interviewer will address concerns**)
2. No (**Continue**)

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

1. Respondent objects (**Thank and Terminate**)
2. Proceed with survey

ADULT LIBRARY USER MODULE (*Note, this section is rotated with ADULT MUSEUM USER MODULE*)

For the next few questions, I'll be asking you to think about your activities during the past month, that is, since [1-MONTH DATE]. (*Note, the term '[1-Month Date]' is a place holder for the <u>actual</u> date, exactly one month prior to the actual interview*)

RLVISIT. A public library is a library that provides free services to the people in a community, typically a city or county library. Have you visited a public library in-person in the past month, since [1-MONTH DATE]?

1. YES (**GO TO RLNUMVISIT**)
2. NO (**GO TO RLRCTVISIT**)

8. DON'T KNOW (Interviewer: DO NOT ACCEPT DON"T KNOW WITHOUT PROBING, "Please think back to your last in-person visit to a public library, was it in the past month or more than a month ago?") (**GO TO RLRCTVISIT**)
9. REFUSED/MISSING (Interviewer: DO NOT ACCEPT REFUSED WITHOUT PROBING, "Please think back to your last in-person visit to a public library, was it in the past month or more than a month ago?") (**GO TO RLRCTVISIT**)

RLRCTVISIT. When was your most recent in-person visit to the public library? (Read List)

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

1. More than 1 but less than 3 months ago (**GO TO RLWBACCESS**)
2. More than 3 but less than 6 months ago (**GO TO RLWBACCESS**)
3. More than 6 months but less than 1 year ago (**GO TO RLWBACCESS**)
4. More than one year ago (**GO TO RLWBACCESS**)
5. I have never been to a public library (**GO TO RLWBACCESS**)

8. DON'T KNOW (Interviewer: DO NOT ACCEPT DON"T KNOW WITHOUT PROBING, "Please think back to your last in-person visit to a public library, was it (REPEAT LIST?")) (**GO TO RLWBACCESS**)
9. REFUSED/MISSING (Interviewer: DO NOT ACCEPT REFUSED WITHOUT PROBING, "Please think back to your last in-person visit to a public library, was it (REPEAT LIST?")) (**GO TO RLWBACCESS**)

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

Numerical response, up to 3 digits....._ _ _ (1-250)
888.   DON'T KNOW
999.   REFUSED

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

[READ LIST]

RLACTCKBOOK	Checked out a book
RLACTREAD	Read a book, magazine, or newspaper in the library
RLACTCKAV	Checked out a video, DVD, CD, or audiotape
RLACTSRCHCAT	Searched a library catalog
RLACTLIBRN	Asked a librarian for help
RLACTPROGAD	Attended a library-sponsored program for adults
RLACTPROGCH	Attended a library-sponsored program for children
RLACTATDMTG	Attended a meeting at the library
RLACTTECHTRN	Received technology training
RLACTLIBPC	Used a library computer
RLACTOWNPC	Used your own computer in the library
RLACTOTHER/	
RLACTOTH_TEXT	Other (Specify) _____

1.   YES
2.   NO

8.   DON'T KNOW
9.   REFUSED/MISSING

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

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

INTERVIEWER: If respondent gives a general response, like "3 weeks ago," use the calendar to get a specific date.

Date Response: MM/DD/YYYY (*Note, this date will be referred to as '[LAST VISIT LIB]' in the rest of this document*)

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

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

(INTERVIEWER: Read response options only if needed)

RLRVISWSELF	By myself (If needed, read "By Yourself")
RLRVISWFAM	With family
RLRVISWFRND	With friends
RLRVISWWRK	With colleagues or people I (Read: "You") work with
RLRVISWCLS	With a class, tour, group, etc.
RLRVISWOTH/	
RLRVISWOTH_TXT	With others, specify _____

1. YES
2. NO

8. DON'T KNOW
9. REFUSED/MISSING

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

1. YES
2. NO **(GO TO RLRVSATIS)**

8. DON'T KNOW **(GO TO RLRVSATIS)**
9. REFUSED/MISSING **(GO TO RLRVSATIS)**

RLRVPCFOR/RLRVPCFOR_TXT. What did you use the library computer or library's Internet connection for?

Response: _____

8. DON'T KNOW
9. REFUSED/MISSING

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

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

8. DON'T KNOW
9. REFUSED/MISSING

(Programmer instructions – interviewers prompted to ask the response categories in the order shown, above 50% of the time and then reverse the ordering of the response categories for 50% of the interviews so that respondents would be asked if they were "Very dissatisfied" first.)

For your most recent visit, on [LAST VISIT LIB], about how long did it take to get from your home to the public library?

If your most recent visit was part of a vacation or business trip, let me know that, too.

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

RLTRAVTIMEHR   _____HOURS (2-digit number)
RLTRAVTIMEMN   _____ MINUTES (3-digit number)

Hours   Minutes
77. PART OF A VACATION OR BUSINESS TRIP   777. PART OF A VACATION OR BUSINESS TRIP
88. DON'T KNOW   888. DON'T KNOW
99. REFUSED   999. REFUSED

RLWBACCESS. {Other than while you were at the library, have/Have} you accessed a public library website since [1-MONTH DATE]?

1.   YES
2.   NO (GO TO RLLIBCARD)
8.   DON'T KNOW (INTERVIEWER: DO NOT ACCEPT A DON'T KNOW WITHOUT PROBING "To the best of your recollection, would you say yes or no?") (GO TO RLLIBCARD)
9.   REFUSED/MISSING (INTERVIEWER: DO NOT ACCEPT REFUSED WITHOUT PROBING "To the best of your recollection, would you say yes or no?") (GO TO RLLIBCARD)

>-<   >-<
If the respondent has been to the library and a museum more than 1 month but less than 1 year ago AND they have not been on a library or museum website in the past month – Thank and Terminate
>-<   >-<

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

Numerical response, up to 3 digits…..._ _ _(1-399) (if 0, re-ask RLWBACCESS)
888. DON'T KNOW
999. REFUSED

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

RLWBDLBKAV   Download an e-book, audio-book, podcast, or music
RLWBDLGOVFM   Download government forms, applications, or other materials
RLWBSRCHCAT   Search a library catalog
RLWBACCJRL   Access online journals, newspapers, or magazines
RLWBRSTOOL   Access online research tools
RLWBLIBRN   Ask a question or talk with a librarian
RLWBLIBEVNT   Look up information about library events
RLWBMNGMAT   Manage library materials, such as checking due dates or renewing items
RLWBPAYFINE   Pay a library fine

RLWBRQHOLD	Request an item for hold
RLWBPLNVST	Plan your visit, such as checking hours or address
RLWBOTHER/	
RLWBOTH_TXT	Other (Specify) _____

1. YES
2. NO

8. DON'T KNOW
9. REFUSED/MISSING

RLLIBCARD. Do you have a library card?

1. YES
2. NO

8. DON'T KNOW
9. REFUSED/MISSING

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

RLIPPHMAT	Print or physical media, such as books, CDs, DVDs
RLIMPELMAT	Electronic or digital media, such as downloadable e-books, audio, podcasts, or music
RLIMPPCINT	Public access to library computers and the Internet
RLIMPSTAFF	Trained library staff to help people find information or materials
RLIMPPROCH	Programs for children
RLIMPPROYA	Programs for teenagers and young adults
RLIMPPROAD	Programs for older adults

       0 – LEAST IMPORTANT
       1
       2
       …
       8
       9
       10 – MOST IMPORTANT

88. DON'T KNOW
99. REFUSED

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

(INTERVIEWER: TO BE READ IF NEEDED: **This includes Friends of the Library memberships, volunteer work, and other donation.** INSTRUCTION: THIS DOES NOT INCLUDE OVERDUE OR SERVICE FINES OR BOOKSTORE PURCHASES.)

1. Within the last month
2. More than 1 but less than 3 months ago
3. More than 3 but less than 6 months ago

4. More than 6 months but less than a year ago
5. More than a year ago
6. Never donated to library

8. DON'T KNOW
9. REFUSED/MISSING

ADULT MUSEUM USER MODULE (*Note, this section is rotated with ADULT MUSEUM USER MODULE)*

For the next series of questions, I'll be asking you about your activities during the past month, that is, since [1-MONTH DATE]. (*Note, the term '[1-Month Date]' is a place holder for the <u>actual</u> date, exactly one month prior to the actual interview)*

You may be surprised about what is considered a museum. Have you visited any of the following types of museums or locations in-person in the past month, since [1-MONTH DATE]?

Please answer "Yes" or "No" to each type of museum. [READ LIST]

RMVISSCITEC   Science or technology center or museum
RMVISCHILD   Children's or Youth museum
RMVISNHANT   Natural History or anthropology museum
RMVISART   Art museum or gallery
RMVISHIST   History museum, historic house, or historical society
RMVISARBGD   Arboretum or Botanical Garden
RMVISZOOAQ   Zoo or Aquarium
RMVISNATCTR   Nature Center
RMVISGEN   General Museum

1. YES
2. NO

8. DON'T KNOW (Interviewer: DO NOT ACCEPT DON"T KNOW WITHOUT PROBING, "Please think back to your last in-person visit to a museum, was it in the past month or more than a month ago?")
9. REFUSED/MISSING (Interviewer: DO NOT ACCEPT DON"T KNOW WITHOUT PROBING, "Please think back to your last in-person visit to a museum, was it in the past month or more than a month ago?")

RMVISOTHER. Did you go to any other museum since [1-MONTH DATE]?

1. YES (**GO TO RMVISOTTX**)
2. NO (**GO TO RMRCTVISIT**)

8. DON'T KNOW (Interviewer: DO NOT ACCEPT DON'T KNOW WITHOUT PROBING, "Please think back to your last in-person visit to a museum, was it in the past month or more than a month ago?") (**GO TO RMRCTVISIT**)
9. REFUSED/MISSING (Interviewer: DO NOT ACCEPT REFUSED WITHOUT PROBING, "Please think back to your last in-person visit to a museum, was it in the past month or more than a month ago?") (**GO TO RMRCTVISIT**)

>-<   >-<
*If any item in **RMVIS** or **RMVISOTHER** equals 1, then **RMVISANY** = 1, Otherwise **RMVISANY** = 0*
>-<   >-<

RMVISOTH/RMVISOTH_TXT. What type of museum was it? _____

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

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

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

1.   More than 1 but less than 3 months ago
2.   More than 3 but less than 6 months ago
3.   More than 6 months but less than 1 year ago
4.   More than one year ago
5.   I have never been to a museum.
8.   DON'T KNOW (Interviewer: DO NOT ACCEPT DON"T KNOW WITHOUT PROBING, "Please think back to your last in-person visit to a museum, was it (REPEAT LIST?"))
9.   REFUSED/MISSING (Interviewer: DO NOT ACCEPT REFUSED WITHOUT PROBING, "Please think back to your last in-person visit to a museum, was it (REPEAT LIST?"))

>-<   >-<
*If **RMVISANY** = 1, SKIP **RMRCTVISIT, GO TO RMNUMVISIT***
*For ALL responses to **RMRCTVISIT, GO TO RMWBACCESS***
>-<   >-<

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

Numerical response, up to 3 digits....._ _ _ (1-250)
888. DON'T KNOW
999. REFUSED

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

RMACTBROWSE	Browsed on your own
RMACTEXHIB	Viewed a specific exhibit, collection, or display
RMACTSPKEMP	Spoke with a museum employee-or guide about the exhibit or collection
RMACTGDTOUR	Participated in a guided tour
RMACTGIFTSP	Purchased items from the gift shop
RMACTEVENT	Attended a special event, lecture, class, or workshop
RMACTRESRCH	Completed an academic assignment or research
RMACTFOOD	Visited the museum restaurant or coffee shop
RMACTMOVIE	Visited an IMAX or movie theater
RMACTOTHER/	
RMACTOTH_TXT	Other (Specify) _____

1.	YES
2.	NO

8.	DON'T KNOW
9.	REFUSED/MISSING

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

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

INTERVIEWER: If respondent gives a general response, like "3 weeks ago," use the calendar to get a specific date.

Date Response: MM/DD/YYYY *Note, this date will be referred to as '[LAST VISIT MUSE]' in the rest of this document)*

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

RMRVISTYPE. On your most recent visit to a museum, on [LAST VISIT MUSE], what type of museum did you visit?

>-<   >-<
*Only display those options that were identified in **RMVIS** and **RMVISOTTX***
*The Response to **RMRVISTYPE** will be referenced as [MUSEUM TYPE] in subsequent questions*
>-<   >-<

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

1. Science or technology center or museum
2. Children's or Youth museum
3. Natural History or anthropology museum
4. Art museum or gallery
5. History museum, historic house, or historical society
6. Arboretum or Botanical Garden
7. Zoo or Aquarium
8. Nature Center
9. General Museum
10. Other (specify: [**RMVISOTTX**])

88.   DON'T KNOW
99.   REFUSED/MISSING

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

(INTERVIEWER: Read response options only if needed)

RMRVISWSELF	By myself (If needed, read "By Yourself")
RMRVISWFAM	With family
RMRVISWFRND	With friends
RMRVISWWRK	With colleagues or people I (Read: 'You") work with
RMRVISWCLS	With a class, tour, group, etc.
RMRVISOTH/	
RMRVISWOTH_TXT	With others, specify _____

1.   YES
2.   NO

8.   DON'T KNOW
9.   REFUSED

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

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

8.   DON'T KNOW
9.   REFUSED

(Programmer instructions – interviewers prompted to ask the response categories in the order shown, above 50% of the time and then reverse the ordering of the response categories for 50% of the interviews so that respondents would be asked if they were "Very dissatisfied" first.)

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

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

RMTRAVTIMEHR   _____ HOURS (2-digit number)
RMTRAVTIMEMN   _____ MINUTES (3-digit number, maximum 120)

Hours   Minutes
77. PART OF A VACATION OR BUSINESS TRIP   777. PART OF A VACATION OR BUSINESS TRIP
88. DON'T KNOW   888. DON'T KNOW
99. REFUSED   999. REFUSED

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

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

8.   DON'T KNOW
9.   REFUSED/MISSING

RMWBACCESS. {Other than while you were at the museum, have/Have} you accessed a museum website in the past month, <u>since [1-MONTH DATE]?</u>

1.   YES
2.   NO (**GO TO RMMEMBER**)
8.   DON'T KNOW (INTERVIEWER: DO NOT ACCEPT A DON'T KNOW WITHOUT PROBING "To the best of your recollection, would you say yes or no?") (**GO TO RMMEMBER**)
9.   REFUSED/MISSING (INTERVIEWER: DO NOT ACCEPT REFUSED WITHOUT PROBING "To the best of your recollection, would you say yes or no?") (**GO TO RMMEMBER**)

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

(INTERVIEWER: DO NOT READ RESPONSE OPTIONS)

Numerical response, up to 3 digits....._ _ (1-399)
888. DON'T KNOW
999. REFUSED

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

RMWBEXHIB	Search the collection online or view an online exhibit
RMWBPLAN	Plan your visit, such as checking hours, parking, or admission fees
RMWBTOPIC	Learn about a specific topic in the collection
RMWBEDUC	Access educational materials, including teacher and student resources
RMWBGIFT	Purchase items from the museum store or gift shop
RMWBTOUR	Download a podcast or audio tour
RMWBSTAFF	Contact or talk with museum staff
RMWBCOMMT	Leave a comment
RMWBOTHER/	
RMWBOTH_TXT	Other (Specify) _____

1. Yes
2. No
8. DON'T KNOW
9. REFUSED/MISSING

RMMEMBER. Do you have a membership to a museum?

1.   YES
2.   NO
8.   DON'T KNOW
9.   REFUSED/MISSING

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

RMIMPPHMAT   Material objects to view and learn about

RMIMPELMAT	Electronic or digital media about their collections
RMIMPCONSRV	Conservation of and care for collections of artifacts
RMIMPSTAFF	Trained museum staff to help people find and learn about collections
RMIMPPROCH	Programs for children
RMIMPPROYA	Programs for teenagers and young adults
RMIMPPROAD	Programs for older adults

        0 – LEAST IMPORTANT
        1
        2
        …
        8
        9
        10 – MOST IMPORTANT

88.   DON'T KNOW
99.   REFUSED

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

(INTERVIEWER: TO BE READ IF NEEDED: "**This includes memberships, volunteer work, and other donations.**"; INSTRUCTION: THIS DOES NOT INCLUDE TICKET PRICES, GIFT SHOP, OR PURCHASES AT A MUSEUM RESTAURANT OR CAFÉ.)

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

8.   DON'T KNOW
9.   REFUSED/MISSING

>-<   >-<
*Adult Library Non-User Module and Adult Museum Non-User Module to be asked in the same order
as Library User and Museum User Modules*

*If Respondent has visited the library in person within the last year, or remotely within the past
month, SKIP THIS MODULE*
>-<   >-<

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

INTERVIEWER: RECORD BELOW IF RESPONDENT VOLUNTEERS THESE ANSWERS (I.E., DO NOT READ
THESE RESPONSE OPTIONS)

Up to a 3-digit number: __ __ (1-99)

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

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

RNLNDKLOC   I don't know where the nearest library is
RNLNTRAVL   It is difficult to get to the library using public transportation
RNLNOUTPLC   I feel uncomfortable or out of place in the library
RNLNNOONE   There is no one who would go with me to the library
RNLNCHCARE   I have child care responsibilities
RNLNHEALTH   Health problems or a disability prevent me from going
RNLNNOLIB   There are no libraries nearby
RNLNNOTSAFE   The location is not in a safe area
RNLNPOORQLT   The quality of the library is poor
RNLNTIME   It is difficult to make time to go to the library
RNLNNOCARD   I do not have a library card
RNLNBKSTWEB   I can get what I want from a bookstore or on the Internet

1. YES
2. NO

8.   DON'T KNOW
9.   REFUSED/MISSING

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

RNLYPROG   Attend a library-sponsored program
RNLYEDUC   To support formal education or career development
RNLYGOVACC   Access government services, programs, or forms
RNLYTECHTRN   Receive technology instruction
RNLYCKMAT   Check out materials.
RNLYPCWEB   Use the computer, internet, or wireless in the library
RNLYWELLINF   Access health and wellness information
RNLYWORK   To look for a job or information on how to start or manage a business

1. YES
2. NO

8.   DON'T KNOW
9.   REFUSED/MISSING

RNLYOTHER. Are there any other reasons you might go?

1. YES (**GO TO RNLYOTHTXT**)
2. NO (**GO TO RNLVALMOST**)

8.   DON'T KNOW (**GO TO RNLVALMOST**)
9.   REFUSED/MISSING (**GO TO RNLVALMOST**)

RNLYOTH/RNLYOTH_TXT. What is that reason?
Response: _____

(INTERVIEWER: READ QUESTION IF NEEDED. TYPE RESPONSE VERBATIM.)

88.   DON'T KNOW
99.   REFUSED/MISSING

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

(INTERVIEWER: RECORD VERBATIM.)

Response _____

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

RNLIMPORT. Which services offered by public libraries do you think are most important?

(INTERVIEWER: Respondent can answer with one or two responses)

RNLIMPMAT	Providing materials, such as books, magazines, DVDs, CDs, online content
RNLIMPWORK	Providing services for job-seekers and businesses
RNLIMPLIT	Promoting literacy among children and adults
RNLIMPEVENT	Hosting events and programs
RNLIMPGATPLC	Offering a community gathering place
RNLIMPTECHAC	Providing public access to technology, such as computers or the Internet
RNLIMPOTHER/	
RNLIMPOTH_TXT	Some other service (Specify) _____

1. YES
2. NO
8. DON'T KNOW
9. REFUSED/MISSING

ADULT MUSEUM NON-USER MODULE

>-<   >-<
*Adult Museum Non-User Module and Adult Library Non-User Module to be asked in the same order
as Museum User and Library User Modules*

*If Respondent has visited a museum in person within the last year, or remotely within the past
month, SKIP THIS MODULE*
>-<   >-<

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

Up to a 3-digit number: __ __ (1-99)

(INTERVIEWER: RECORD BELOW IF RESPONDENT VOLUNTEERS THESE ANSWERS (I.E., DO NOT
READ THESE RESPONSE OPTIONS)

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

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

RNMNDKLOC	I don't know where the nearest museum is
RNMNTRAVL	It is difficult to get to the museum using public transportation
RNMNOUTPLC	I feel uncomfortable or out of place in the museum
RNMNNOONE	There is no one who would go with me to a museum
RNMNCHCARE	I have child care responsibilities
RNMNHEALTH	Health problems or a disability prevent me from going
RNMNNOMUS	There are no museums nearby
RNMNNOSAFE	The location is not in a safe area
RNMNPOORQL	The quality of the museum is poor
RNMNTIME	It is difficult to make time to go to the museum
RNMNCOST	The museum is too expensive

1. YES
2. NO

8.   DON'T KNOW
9.   REFUSED/MISSING

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

RNMYEVENT   Attend a special event
RNMYCLASS   Attend a lecture, class, or workshop
RNMYEXHBT   View a specific exhibit, collection, or display
RNMYRESRCH   Complete an academic assignment or do research
RNMYSTAFF   Speak to a museum employee or guide about the exhibit or collections
RNMYGTOUR   Participate in a guided tour.
RNMYGIFTSP   Purchase items from the museum store or gift shop
RNMYFOOD   Use the museum restaurant or coffee shop
RNMYMOVIE   Visit an IMAX or movie theater

1. YES
2. NO

8.   DON'T KNOW
9.   REFUSED/MISSING

RNMYOTHER. Are there any other reasons you might go?

1. YES (**GO TO RNMYOTHTX**)
2. NO (**GO TO RNMVALMOST**)

8.   DON'T KNOW (**GO TO RNMVALMOST**)
9.   REFUSED/MISSING (**GO TO RNMVALMOST**)

RNMYOTH/RNMYOTH_TXT. What is that reason?

(INTERVIEWER: READ QUESTION IF NEEDED. RECORD RESPONSE VERBATIM.)

Response: _____

88. DON'T KNOW
99. REFUSED/MISSING

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

(INTERVIEWER: RECORD RESPONSE VERBATIM.)

Response: _____

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

<u>CHILD – GENERAL MODULE</u>

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

Response: 2-digit number _ _ (1-20)
88. DON'T KNOW
99. REFUSED/MISSING

>-<   >-<
If CHNUMKID = 0, GO TO GENERAL COMPUTING MODULE
If CHNUMKID = 1, GO TO CHRESPCARE
If CHNUMKID > 1, RESPONDENTS ARE ASKED TO PROVIDE RESPONSES FOR CHILD WITH NEXT BIRTHDAY, NAME OF CHILD IS CAPTURED AS [CHILD], "this child" IS USED AS A PLACE HOLDER IF RESPONDENT IS UNWILLING TO PROVIDE CHILD'S NAME
>-<   >-<

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

1. YES
2. NO (**GO TO GENERAL COMPUTING MODULE**)

8.   DON'T KNOW
9.   REFUSED/MISSING

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

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

1.   Boy
2.   Girl

8.   DON'T KNOW
9.   REFUSED/MISSING

CHAGE. How old is [CHILD/this child]?

Response: 2-digit number _ _ (**GO TO** RANDOMLY SELECTED MODULE – EITHER CHILD LIBRARY
                    USER MODULE OR CHILD MUSEUM USER MODULE)

8888.   DON'T KNOW (**GO TO CHAGECAT**)
9999.   REFUSED/MISSING (**GO TO CHAGECAT**)

CHAGECAT. Is [CHILD/this child]...? [INTERVIEWER: READ IF NECESSARY]

1.   0 to 2 years old
2.   3 to 5 years old
3.   6 to 9 years old
4.   10 to 13 years old
5.   14 to 17 years old

8.   Don't Know
9.   Refused/Missing

>-<   >-<
*GO TO RANDOMLY SELECTED MODULE – EITHER CHILD LIBRARY USER MODULE OR CHILD
MUSEUM USER MODULE*
>-<   >-<

CHILD LIBRARY USER MODULE

[Let's start with public libraries./ Let's talk about libraries now]

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

I'll be asking about [CHILD/this child] activities during the past month, that is, since [1-MONTH DATE].

CLVISIT. Has [CHILD/this child] visited a public library in-person in the past month, since [1-MONTH DATE]?

1.   YES (**GO TO CLNUMVISIT**)
2.   NO (**GO TO CLRCTVISIT**)

8.   DON'T KNOW (**GO TO CLRCTVISIT**)
9.   REFUSED/MISSING (**GO TO CLRCTVISIT**)

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

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

8.   DON'T KNOW
9.   REFUSED/MISSING

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

(INTERVIEWER: RECORD RESPONSE VERBATIM)

88.   DON'T KNOW
99.   REFUSED/MISSING

>-<   >-<
GO TO CLWBACCESS
>-<   >-<

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

Number of times _ _ _ (1-399, If 0 re-ask **CLVISIT**)

888.   DON'T KNOW
999.   REFUSED/MISSING

>-<   >-<
Library non-users ***GO TO CLRVISDATE***
Library users ***GOTO CLWITHRESP***
>-<   >-<

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

1. YES (**GO TO CLRVISDATER**)
2. NO (**GO TO CLRVISDATE**)

8.   DON'T KNOW (**GO TO CLRVISDATE**)
9.   REFUSED/MISSING (**GO TO CLRVISDATE**)

CLRVISDATER. Now I'm going to ask some questions about [CHILD/this child] most recent in-person visit to a public library. What was the date of your most recent in-person visit to a public library with [CHILD/this child]?

(INTERVIEWER: IF RESPONDENT GIVES A GENERAL RESPONSE, LIKE "3 WEEKS AGO," USE THE CALENDAR TO GET A SPECIFIC DATE. USE ADULT'S LAST VISIT AS A PROMPT IF NECESSARY.)

Response: Date (MM/DD/YYYY)

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

CLRVISDATE. Now I'm going to ask some questions about [CHILD/this child] most recent in-person visit to a public library. What was the date of [CHILD's/this child's] most recent in-person visit to a public library?

(INTERVIEWER: If respondent gives a general response, like "3 weeks ago," use the calendar to get a specific date. Use adult's last visit as a prompt if necessary.)

Response: Date (MM/DD/YYYY)

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

During [CHILD/this child]'s <u>most recent</u> visit to the public library, on [CLRVISDATER/CLRVISDATE], which of the following activities did the [he/she/this child] do at the public library? [READ LIST]

CLACTCKBOOK   Checked out books
CLACTCKAV   Checked out materials other than books, such as movies or music
CLACTREAD   Read for fun
CLACTSCLWK   Worked on a school assignment
CLACTPCNET   Used the computer or Internet
CLACTENTER   Entertainment, such as play games
CLACTPROCH   Attended a program, such as story time
CLACTOTHER/
CLACTOTH_TXT   Other (Specify) _____

1.   YES
2.   NO

8.   DON'T KNOW
9.   REFUSED/MISSING

On [CHILD/this child] most recent visit to the public library, on [CLRVISDATER/CLRVISDATE], who when with [him/her/this child]?

(INTERVIEWER: RECORD #8 IF VERBATIM RESPONSE DOES NOT FIT IN EXISTING CATEGORIES)

CLRVISWRESP   You
CLRVISWSPO   Your spouse or partner
CLRVISWHHM   Another member of your household
CLRVISWADN   Another adult outside of school
CLRVISWADS   An adult from school
CLRVISWFRD   One of this child's friends
CLRVISWALON   This child visited on his or her own
CLRVISWOTH/
CLRVISWOTH_TXT   Someone else, but none of the above _____

1.   YES
2.   NO

8.   DON'T KNOW
9.   REFUSED/MISSING

CLNOWN. Has [CHILD/this child] visited a public library in-person by [HIMSELF/HERSELF] or with friends in the past month, since [1-MONTH DATE]?

>-<   >-<
            Ask only if *CHAGE IS 6 TO 17* or *CHAGECATE =3, 4,* or *5*
      If items f or g are selected for *CLRVISWITH, CLNOWN = 1* and *GO TO CLWBACCESS*
>-<   >-<

1. YES
2. NO

8.   DON'T KNOW
9.   REFUSED/MISSING

CLWBACCESS/CLWBACCESSVT/CLWBACCESSNV. {Other than while [CHILD/this child] was at the library, has [he/she/this child]/Has [CHILD/this child]} accessed a public library website in the past month, <u>since [1-MONTH DATE]?</u>

1.   YES
2.   NO

8.   DON'T KNOW
9.   REFUSED/MISSING

>-<   >-<
If child museum user module already administered **GO TO CHILD EXTRACURRICULAR MODULE**
Otherwise, **GO TO CHILD MUSEUM MODULE**
>-<   >-<

<u>CHILD MUSEUM USER MODULE</u>

[Let's start with museums./Let's talk about museums now.]

I'll be asking about [CHILD/this child] activities during the past month, that is, since [1-MONTH DATE].

Has [CHILD/this child] visited any of the following types of museums in-person in the past month, since [1-MONTH DATE]? Please answer either yes or no to each type. [READ LIST]

CMVISSCITEC   Science or technology center or museum
CMVISCHILD   Children's or Youth museum
CMVISNHANT   Natural History or anthropology museum
CMVISART   Art museum or gallery
CMVISHIST   History museum, historic house, or historical society
CMVISARBGD   Arboretum or Botanical Garden
CMVISZOOAQ   Zoo or Aquarium
CMVISNATCTR   Nature Center
CMVISGEN   General Museum

1. YES
2. NO

8. DON'T KNOW
9. REFUSED/MISSING

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

1.   YES (**GO TO CMVISOTH_TXT**)
2.   NO (**GO TO CMRCTVISIT**)

8.   DON'T KNOW (**GO TO CMRCTVISIT**)
9.   REFUSED/MISSING (**GO TO CMRCTVISIT**)

CMVISOTH/CMVISOTH_TXT. What type of museum was it? _____

(INTERVIEWER: ENTER ANSWER VERBATIM.)

88.   DON'T KNOW
99.   REFUSED/MISSING

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

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

8.   DON'T KNOW
9.   REFUSED/MISSING

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

(INTERVIEWER: RECORD RESPONSE VERBATIM)

88. DON'T KNOW
99. REFUSED/MISSING

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

Number of times (up to 3- digits) _ _ _ (1-60)

888. DON'T KNOW
999. REFUSED/MISSING

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

1. YES (**GO TO CMRVISDATER**)
2. NO (**GO TO CMRVISDATE**)

8. DON'T KNOW
9. REFUSED/MISSING

CMRVISDATER. Now I'm going to ask some questions about [CHILD/this child]'s most recent in-person visit to a museum. What was the date of your most recent in-person visit to a museum with [CHILD/this child]?

(INTERVIEWER: IF RESPONDENT GIVES A GENERAL RESPONSE, LIKE "3 WEEKS AGO," USE THE CALENDAR TO GET A SPECIFIC DATE. USE ADULT'S LAST VISIT AS A PROMPT IF NECESSARY.)

Response: Date (MM/DD/YYYY)

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

CMRVISDATE. Now I'm going to ask some questions about [CHILD/this child]'s most recent in-person visit to a museum. What was the date of [CHILD/this child] most recent in-person visit to a museum?

(INTERVIEWER: IF RESPONDENT GIVES A GENERAL RESPONSE, LIKE "3 WEEKS AGO," USE THE CALENDAR TO GET A SPECIFIC DATE. USE ADULT'S LAST VISIT AS A PROMPT IF NECESSARY.)

Response: Date (MM/DD/YYYY)

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

CMRVISTYPE. On [CHILD's/this child's] most recent visit to a museum, on [CMRVISDATER/CMRVISDATE], what type of museum did [HE/SHE/this child] visit?

>-<   >-<
     *Only display those options that were identified in **CMVIS** and **CMVISOTH_TXT***
  *The Response to **CMRVISTYPE** will be referenced as [CH MUSEUM TYPE] in subsequent questions*
>-<   >-<

(INTERVIEWER: ALLOW FOR RESPONDENT TO ANSWER FIRST. READ LIST IF NEEDED AND STOP AT FIRST "YES")

1. Science or technology center or museum
2. Children's or Youth museum
3. Natural History or anthropology museum
4. Art museum or gallery
5. History museum, historic house, or historical society
6. Arboretum or Botanical Garden
7. Zoo or Aquarium
8. Nature Center
9. General Museum

10.   Other (specify:

During [CHILD's/this child's] <u>most recent</u> visit to the [CH MUSEUM TYPE], on [CMRVISDATER/CMRVISDATE], which of the following activities did the [he/she/this child] do at the museum? [READ LIST]

CMACTBROWSE   Browsed on {his/her} own or with you
CMACTVIEW   Viewed a specific exhibit, collection or display
CMACTSTAFF   Talked with a museum employee about an exhibit or how to use the museum
CMACTGTOUR   Participated in a guided tour, including a school field trip
CMACTPROG   Participated in a program for children or youth
CMACTSCLWK   Worked on a school assignment
CMACTGIFTSP   Purchased items from the gift shop
CMACTMOVIE   Visited an IMAX or movie theater
CMACTYTOUR   Used a self-guided tour for youth
CMACTEVENT   Participated in a special event, such as a festival or holiday event at the museum
CMACTOTHER/
CMACTOTH_TXT   Other (Specify) _____

1.   YES
2.   NO

8.   DON'T KNOW
9.   REFUSED/MISSING

On [CHILD/this child] most recent visit to the [CH MUSEUM TYPE], on [CMRVISDATER/CMRVISDATE], who when with [him/her/this child]?

(INTERVIEWER: RECORD #7 IF VERBATIM RESPONSE DOES NOT FIT IN EXISTING CATEGORIES)

CMRVISWRESP   You
CMRVISWSPO   Your spouse or partner
CMRVISWHHM   Another member of your household
CMRVISWADN   Another adult outside of school
CMRVISWADS   An adult from school
CMRVISWFRD   One of this child's friends
CMRVISWALON This child visited on his or her own
CMRVISWOTH/
CMRVISWOTH_TXT   Someone else, but none of the above _____

1.   YES
2.   NO

8.   DON'T KNOW
9.   REFUSED/MISSING

CMONOWN. Has [CHILD/this child] visited a museum in-person by [HIMSELF/HERSELF] or with friends in the past month, since [1-MONTH DATE]?

>-<   >-<
Ask only if CHAGE IS 6 TO 17 or CHAGECATE =3, 4, or 5
If items f or g are selected for CMRVISWITH, CMNOWN = 1 and GO TO CMWBACCESS
>-<   >-<

1.   YES
2.   NO

8.   DON'T KNOW
9.   REFUSED/MISSING

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

1. YES
2. NO
8. DON'T KNOW
9. REFUSED/MISSING

>-<   >-<
If child library user module already administered GO TO CHILD EXTRACURRICULAR MODULE
Otherwise, GO TO CHILD LIBRARY MODULE
>-<   >-<

CHILD EXTRACURRICULAR MODULE

In a typical week, how often do you or another family member....

>-<   >-<
Ask only if CHAGE IS 0 TO 8 or CHAGECATE =1, 2, or 3
>-<   >-<

(INTERVIEWER: DO NOT READ RESPONSE OPTIONS. IF NEEDED: Give me your best guess as to how often you or another family member [reads books to this child / tells him/her stories / sing songs with him/her)

CHREADBO   Read books to [CHILD/this child]
CHTELLST   Tell {him/her} stories
CHSINGSO   Sing songs with {him/her}

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

8.   DON'T KNOW
9.   REFUSED/MISSING

CHSCHOOL. Is this child attending or enrolled in school?

(INTERVIEWER: THIS CAN INCLUDE PRESCHOOL, KINDERGARTEN, PUBLIC, OR PRIVATE SCHOOL.)

1. Yes (**GO TO CHGRADE**)
2. No (**GO TO CHHMSCHOOL**)

8.   DON'T KNOW (**GO TO CHHMSCHOOL**)
9.   REFUSED/MISSING (**GO TO CHHMSCHOOL**)

CHHMSCHL . Is this child home schooled?

1.   Yes
2.   No

8.   DON'T KNOW
9.   REFUSED/MISSING

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

1.   Preschool / Pre-kindergarten / Head Start
2.   Kindergarten
3.   First grade
4.   Second grade
5.   Third grade
6.   Fourth grade
7.   Fifth grade
8.   Sixth grade
9.   Seventh grade
10.   Eighth grade
11.   Ninth grade
12.   Tenth grade
13.   Eleventh grade
14.   Twelfth grade
15.   College
16.   Ungraded (students not in a standard grade)
17.   Home Schooled

88.   DON'T KNOW
99.   REFUSED/MISSING

Finally, one last question about your child:

CHCHILDCARE. Is [CHILD/this child] now receiving care from someone other than a parent on a regular basis?

[If NEEDED: This does not include occasional babysitting or spending time with grandparents or other relatives unless this is part of a regular child-care arrangement.]

>-<   >-<
                    Ask only if CHAGE < 5 or if CHAGE < 7 and CHSCHOOL = 1
>-<   >-<

1.   YES
2.   NO

8.   DON'T KNOW
9.   REFUSED/MISSING

GENERAL COMPUTING MODULE

Thank you for your answers so far. Now I'm going to ask you a few questions about computers and technology.

Please answer yes or no to each one. Do you have a...? [READ LIST]

RGCPCOMP   A desktop or laptop computer at home
RGCCELLPH   A cell phone [*ASKED OF LANDLINE SAMPLE ONLY*]
RGCEREADER   A handheld device made primarily for e-book reading, such as a Nook or
                    Kindle e-reader
RGCTABLET   A tablet computer, like an iPad, Samsung Galaxy, Motorola Xoom, or Kindle
                    Fire

1.   YES
2.   NO

8.   DON'T KNOW
9.   REFUSED/MISSING

RGCSMRTPH. Is your cell phone a smartphone?

>-<   >-<

Asked of all cell phone respondents
Asked of landline respondents if RGC, option b = 1

>-<   >-<

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

1.   YES
2.   NO

8.   DON'T KNOW
9.   REFUSED/MISSING

RGCHOMENET.   Do you access the Internet from home?

1.   Yes
2.   No (**GO TO RGCRSNNONET**)

8.   DON'T KNOW (**GO TO RGCRSNNONET**)
9.   REFUSED/MISSING (**GO TO RGCRSNNONET**)

RGCNETTYPE/RGCNETTP_TXT. At home, do you access the Internet using...
[READ LIST]

(INTERVIEWER: STOP AT FIRST OPTION CHOSEN)

1.   **Fiber optic**
2.   **Cable Modem Service**
3.   **DSL or ADSL**
4.   **Mobile broadband for a computer or cell phone, such as Wifi or WiMax**
5.   **Satellite service**
6.   **Dial-up (IF NEEDED: or ISDN-Integrated Services Digital Network) (GO TO RGCACC)**

7.   **SOME OTHER TYPE OF CONNECTION, specify _____ (GO TO RGCACC)**

8.   **DON'T KNOW (GO TO RGCACC)**
9.   **REFUSED/MISSING (GO TO RGCACC)**

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

(INTERVIEWER: READ ONLY IF NEEDED: "By high-speed Internet, we mean a connection that is faster than dial-up.")

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

8.   DON'T KNOW
9.   REFUSED/MISSING

>-<   >-<

GO TO RGACC

>-<   >-<

RGCRSNNONET/RGCRSNNONT_TXT. What is the <u>most important</u> reason you do not have <u>Internet access</u> at home?

(INTERVIEWER: CLASSIFY VOLUNTEERED RESPONSES AS 1 THRU 6 OR WRITE IN RESPONSE IN "OTHER" IF THE VOLUNTEERED RESPONSE DOES NOT FIT 1 THRU 6)

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

8.   DON'T KNOW
9.   REFUSED/MISSING

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

RGCACCWORK	Workplace
RGCACCSCHL	School
RGCACCPLIB	Public library
RGCACCCCTR	Community center
RGCACCCAFE	Internet café or coffee shop in your area
RGCACCOTHM	Someone else's house
RGCACCTRAV	While travelling for business or recreation
RGCACCOTPL/	
RGCACCOTH_TXT	Another place outside the home, specify _____

1.   YES
2.   NO

7.   NOT APPLICABLE
8.   DON'T KNOW
9.   REFUSED/MISSING

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

Record Actual Number: _____ (0-8,887)

8888. DON'T KNOW
9999. REFUSED/MISSING

<u>DEMOGRAPHICS MODULE</u>

Now I need to ask some basic information about you and your household and we'll be done. Thank you for your patience.

(INTERVIEWER: BASED ON VOICE – <u>DO NOT ASK UNLESS NECESSARY)</u>

RDGENDER. For verification purposes, are you male or female?

1. Male
2. Female

8. Don't Know
9. Refused/Missing

RDAGE. What is your age?

3-digit number (NUMBER BETWEEN 18 AND 115) _____

8888. Don't Know (**GO TO RDAGECAT**)
9999. Refused/Missing (**GO TO RDAGECAT**)

RDAGECAT. Are you...

(INTERVIEWER: READ IF NECESSARY)

1. 18 to 24
2. 25 to 34
3. 35 to 44
4. 45 to 54
5. 55 to 64
6. 65 to 74
7. 75 or older

8. DON'T KNOW
9. REFUSED/MISSING

RDMARITAL. What is your current marital status? [READ LIST]

1. Now Married or Partnered
2. Widowed
3. Divorced
4. Separated
5. Never married

8. Don't Know
9. Refused/Missing

RDEMPLOY/RDEMPLOT/RDEMPLOT_TXT. What is your work situation? Are you...?

(INTERVIEWER: READ ENTIRE LIST. SELECT ONE RESPONSE.)

1. Employed, full time
2. Employed, part-time
3. Unemployed, looking for work
4. Unemployed, not looking for work
5. Self-employed
6. Retired
7. In school
8. Homemaker
9. Other, specify_____

88. Don't Know
99. Refused/Missing

RDHISPANIC. Do you consider yourself to be of Hispanic or Latino origin?

1. Yes
2. No

8. Don't Know
9. Refused / Missing

Which of the following racial categories describes you? You may select more than one.

RDRACE_AIAN	American Indian or Alaska Native
RDRACE_ASIAN	Asian
RCRACE_BLK	Black or African-American
RDRACE_NHPI	Native Hawaiian or Other Pacific Islander
RDRACE_WHT	White (Caucasian)
RDRACE_HISP	(VOL) Hispanic/Latino
RDRACE_OTH/	
RDRACEOT_TXT	(VOL) Other _____
RDRACE_DK	Don't Know
RDRACE_REF	Refused/Missing

RDNATBORN. Were you born in the United States?

1.	Yes
2.	No

8.	Don't Know
9.	Refused / Missing

RDMOMNAT. Was your mother born in the United States?

1.	Yes
2.	No

8. Don't Know
9. Refused / Missing

RDDADNAT. Was your father born in the United States?

1.	Yes
2.	No

8. Don't Know
9. Refused / Missing

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

8.	DON'T KNOW
9.	REFUSED/MISSING

RHNUMHH. Including yourself, how many people are living in your household?
Response: 2-digit number _ _ (1-20)

(INTERVIEWER: IF NEEDED: "Include people who usually stay in this household, but are temporarily away on business, vacation, or in the hospital. Do not include persons who are away on full-time active military duty with the armed forces, students living away from home in their own apartment, or any other family member who may be in a nursing home or other institution.")

88.   DON'T KNOW
99.   REFUSED/MISSING

RHNUMADLT. How many of these people are adults 18 years of age and older?
_____ (1 to 20)

(INTERVIEWER: IF NEEDED: "Include people who usually stay in this household, but are temporarily away on business, vacation, or in the hospital. Do not include persons who are away on full-time active military duty with the armed forces, students living away from home in their own apartment, or any other family member who may be in a nursing home or other institution.")

88. Don't Know
99. REFUSED/MISSING

RDEDUC. What is the highest grade or year of school that you have completed? _____
(INTERVIEWER: REPEAT QUESTION IF NOT UNDERSTOOD. DO NOT READ RESPONSE OPTIONS.)

1.   No formal schooling
2.   First grade
3.   Second grade
4.   Third grade
5.   Fourth grade
6.   Fifth grade
7.   Sixth grade
8.   Seventh grade
9.   Eighth grade
10.   Ninth grade
11.   Tenth grade
12.   Eleventh grade
13.   Twelfth grade (no diploma)
14.   High school diploma or equivalent (GED)
15.   Vocational or Technical program after high school, but no degree
16.   Vocational or Technical degree after high school
17.   Some college, but no degree
18.   Associate's degree
19.   Bachelor's degree
20.   Graduate or professional school, but no degree
21.   Master's degree (MA, MS, MBA)
22.   Professional degree after Bachelor's degree (MD, JD, DDS)
23.   Doctorate degree (PhD, EdD)

88.   DO NOT KNOW
99.   REFUSED/MISSING

RHINCOME. In studies like this, households are sometimes grouped according to income. What was the total income, before taxes, of all persons in your household in 2012 from all sources? (INTERVIEWER: IF NEEDED: "This includes salaries or other earnings, interest, retirement, and so on, for all household members combined. Total income includes wages, interest and dividends, rent, Social Security, other pensions, alimony or child support, unemployment compensation, public aid (welfare), armed forces or veteran's allotment.")

(INTERVIEWER: READ LIST UNTIL RESPONDENT STOPS YOU TO SELECT A CATEGORY.)

1. Under $15,000
2. From $15,000 to less than $30,000
3. From $30,000 to less than $50,000
4. From $50,000 to less than $75,000
5. From $75,000 to less than $100,000
6. From $100,000 to less than $125,000
7. $125,000 or more

8. Don't Know
9. Refused / Missing

RHPHONELL. How many non-business landline phone numbers do you have in your household that I could have reached you on? Please do not count landline phone numbers used exclusively for business, computer or fax purposes.

Response: 2-digit number _ _
    88. Don't know
    99. Refused

RHPHONECL. How many non-business cell phone numbers do you have that I could have reached you on? Please do not count cell phone numbers used exclusively for business purposes.

Response: 2-digit number _ _
    88. Don't know
    99. Refused

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

APPENDIX C: PNLMS Survey- Call Disposition Codes and Descriptions

PNLMS DISPOSITION CODE	DESCRIPTION
1100	Non-Specific Complete
1101	Dual User (IP&R Library and IP&R Museum)
1102	Dual User (IP&R Library and IP Museum)
1103	Dual User (IP&R Library and R Museum)
1104	Dual User (IP Library and IP&R Museum)
1105	Dual User (IP Library and IP Museum)
1106	Dual User (IP Library and R Museum)
1107	Dual User (R Library and IP&R Museum)
1108	Dual User (R Library and IP Museum)
1109	Dual User (R Library and R Museum)
1110	IP&R Library User/Museum Non-User
1111	IP&R Library User/Museum Ineligible
1112	IP&R Library User/Museum Undetermined
1113	IP Library User/Museum Non-user
1114	IP Library User/Museum Ineligible
1115	IP Library User/Museum Undetermined
1116	R Library User/Museum Non-User
1117	R Library User/Museum Ineligible
1118	R Library User/Museum Undetermined
1119	IP&R Museum User/Library Non-User
1120	IP&R Museum User/Library Ineligible
1121	IP&R Museum User/Library Undetermined
1122	IP Museum User/Library Non-User
1123	IP Museum User/Library Ineligible
1124	IP Museum User/Library Undetermined
1125	R Museum User/Library Non-User
1126	R Museum User/Library Ineligible
1127	R Museum User/Library Undetermined
1128	Dual Non-User
1129	Library Non-User/Museum Ineligible
1130	Library Non-User/Museum Undetermined
1131	Museum Non-User/Library Ineligible
1132	Museum Non-User/Library Undetermined
1200	Partial Complete
2111	Eligible: Soft refusal, HH member/gatekeeper
2112	Eligible: Hard refusal, HH member/gatekeeper
2113	Screen Out
2114	Eligible: Hard refusal, respondent
2115	Eligible: Soft refusal, respondent selected
2121	Eligible: Hangup, during introduction
2122	Eligible: Breakoff, after interview started
2210	Eligible: Resp Never Available
2211	Eligible: Resp not available during fielding
2221	Eligible Resp: Ans. Mach. message left
2222	Eligible: Ans. mach. no message left
2233	Dual Ineligible User
2234	Library Ineligible User/Museum Undetermined

PNLMS DISPOSITION CODE	DESCRIPTION
2235	Museum Ineligible User/Library Undetermined
2236	Dual Undetermined
2237	Museum/Child Museum Conflict
2310	Eligible: Deceased
2320	Eligible: Phy/Mentally Unable - permanent
2321	Eligible: Phy/Mentally Unable - temporary
2331	Eligible: HH Language Problem
2332	Eligible: Resp Language Problem
2333	Eligible: Lang Prob No Intrvwr
2334	Eligible: Language Unknown
2335	Eligible: Busy
2336	Eligible: No Answer
2337	Eligible: Technical Phone Problems
2338	Eligible: Break-off/Refusal
2340	Eligible: Sound quality too poor/intermittent
3100	(UE) Unknown if housing unit
3101	(UE) Phys/Mentally unable to participate - permanent
3102	(UE) Phys/Mentally unable to participate - temporary
3110	(UE) Not attempted or worked
3120	(UE) Busy
3130	(UE) No answer
3140	(UE) Telephone answering service (don't know if housing unit
3141	(UE) Ans Mach, Message left
3142	(UE) Ans. Mach, No message left
3150	(UE) Telecommunications barriers (i.e, call blocking)
3160	(UE) Technical phone problems
3161	(UE) Ambiguous Operator Message
3170	(UE) Sound quality too poor/intermittent
3200	(UE) Housing unit, unknown if eligible respondent
3210	(UE) No screener completed
3211	(UE) S2 Screen Out
3300	(UE) Unknown if person is household resident
3301	(UE) HH Language problem
3303	(UE) Soft refusal, unknown respondent
3304	(UE) Hard refusal, unknown respondent
3305	(UE) Hang-up during introduction
3306	(UE) Hang-up during screening
3900	(UE) Other
4100	Out of sample
4200	Fax/data line
4300	Non-working/disconnected number
4330	Temporarily out of service
4400	Special technological circumstances
4410	Number changed
4431	Call forwarding: residence to residence
4432	Call forwarding: nonresidence to residence
4440	Pagers

PNLMS DISPOSITION CODE	DESCRIPTION
4450	Cell phone
4510	Business/Government office, other organizations
4520	Institution
4530	Group quarters
4700	No eligible respondent
4800	Quota Filled
4810	Maximum call limit met
4820	No callback by date if collection cut-off
5100	(UE) Callback: Resp not selected
5200	Eligible Callback: Resp. Selected
5210	(UE) Callback, Spanish Call back
5211	Eligible Spanish Callback, Resp selected

APPENDIX D: PNMLS Survey- Post Data Collection Remediation Letter

Dear Library and/or Museum Goer,

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

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

<center>

www.questionnum[X].questionpro.com
Login Code: [XXXXXX]
</center>

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

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

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

[]No one   []Your spouse or partner   []Another member of your household

[]Another adult outside of school   []An adult from school   []One of this child's friends

[]This child visited on his/her own   []Someone else, but none of the above_____

_____

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

[]No one   []Your spouse or partner   []Another member of your household

[]Another adult outside of school   []An adult from school   []One of this child's friends

[]This child visited on his/her own   []Someone else, but none of the above

_____

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

[]Don't need it or not interested   []Too expensive   []I use my library's internet

[]Not available in my area   []My computer is inadequate   []Can use it somewhere else
[]Other, please specify

_____

_____

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

APPENDIX E: PNMLS Survey-Remediation Call Script

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

1.English
2.Spanish

I.   INTRODUCTION AND RESPONDENT SELECTION

ORIGRESP.

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

Routine uses of this information will be in accordance with the System of Records Notice that applies to this interview. The information will be protected from disclosure under the Freedom of Information Act (5 U.S.C. section 552) and the Privacy Act (5 U.S.C. section 552a) to the extent provided by law.

The OMB control number, 3137-0087 expires on 7/31/2016. The Institute of Museum and Library Services may not conduct or sponsor, and a person is not required to respond to, the information collection unless it displays a currently valid OMB control number.

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

ORIGRESPNOW

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

Routine uses of this information will be in accordance with the System of Records Notice that applies to this interview. The information will be protected from disclosure under the Freedom of Information Act (5 U.S.C. section 552) and the Privacy Act (5 U.S.C. section 552a) to the extent provided by law.

The OMB control number, 3137-0087 expires on 7/31/2016. The Institute of Museum and Library Services may not conduct or sponsor, and a person is not required to respond to, the information collection unless it displays a currently valid OMB control number.

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

FINDORIGRESP.

Is that person available to speak?

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

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

SCHEDULE CALL BACK (AAPOR=5200)

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

(AGENT INTRODUCTION WHEN RESPONDENT CALLS IN TO TOLL-FREE NUMBER)

S4A. Thank you for calling the Institute of Museum and Library Services survey line. Can I have the phone number that we called you on, please?

(INTERVIEWER ACCESSES RESPONDENT SAMPLE AND BEGINS SURVEY)

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

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

S4C. Is respondent willing to continue?

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

S5. Excellent. This voluntary study will take about 3 minutes to complete but often can take less time. It is authorized by Chapter 72 of Title 20 of the United States Code. There are no penalties for refusing to answer any question, so if we come to one that you don't want to answer, I will skip it. Do you have any questions before we begin?

1. Yes (Interviewer will address concerns)
2. No (Continue)

S6. For quality purposes, this call may be monitored or recorded.

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

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

1. No one
2. Your spouse or partner
3. Another member of your household
4. Another adult outside of school
5. An adult from school
6. One of this child's friends
7. This child visited on his or her own
8. Someone else, but none of the above _____ (250 character open end box to come up on additional screen).

77. CANNOT REMEMBER
88. DON'T KNOW
99. REFUSED/MISSING

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

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

1. No one
2. Your spouse or partner
3. Another member of your household
4. Another adult outside of school
5. An adult from school
6. One of this child's friends
7. This child visited on his or her own
8. Someone else, but none of the above _____
77. CANNOT REMEMBER
88. DON'T KNOW
99. REFUSED/MISSING

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

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

[DO NOT READ LIST]
INTERVIEWER: Classify volunteered responses as 1 thru 6 or write in response in "other" if the volunteered response does not fit 1 thru 6

1. Don't need it or not interested
2. Too expensive
3. I use my library's Internet connection

4. Not available in my area
5. My computer is inadequate
6. Can use it somewhere else
7. Other, specify _____.

8. DON'T KNOW
9. REFUSED/MISSING

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

APPENDIX F: PNMLS Survey-Data Dictionary

Missing Values

For each variable, values that for most descriptive and analytical purposes should be treated as missing (briefly, those representing other-than-valid responses) are separated from other values by a blank line. Numbers are those appearing in the survey questionnaire, which is effectively the telephone interview script (OMB #3137-0087 Expiration Date: 07/31/2016).

It is important to understand that MISSING, REFUSED, DONT KNOW, and LOGICAL_SKIP appear as value labels in the PUDF (and as -999, -888, -777 and -666, respectively, in numerical versions). These values were contained in the dataset from which the PUDF was constructed, and have not been altered. Their interpretations are as follows:

Value Label Interpretations

Value Label	Value	Interpretation
MISSING	-999	In almost all cases, indicates that the item was not asked. (See Section 1.4.) In some cases, where variables are constructed from other variables, MISSING indicates that required information is not present. In a few cases, no response is present in the data and the reason was not recorded.
REFUSED	-888	Respondent declined, even after prompting, to provide information
DONT KNOW	-777	Respondent stated that he or she did not know the answer to the question.
LOGICAL_SKIP	-666	*Only for variables omitted from the nonresponse follow-up and variables pertaining to children*, indicates that item was not asked because there were no children in the household.

To summarize the structure of the set of 241 variables,

- Variable names beginning with **R** pertain to the respondent
  - Variable names beginning with **RL** pertain to respondents who are library users
  - Variable names beginning with **RNL** pertain to respondents who are not library users
  - Variable names beginning with **RM** pertain to respondents who are museum users
  - Variable names beginning with **RNM** pertain to respondents who are not museum users
  - Variable names beginning with **RD** contain demographic information about the respondent
  - Variable names beginning with **RGC** pertain to the respondent's use of computers and the internet
- Variable names beginning with **C** pertain to children (if any are present in the household)
  - Variable names beginning with **CH** are characteristics of the child about whom information was provided by the respondent
  - Variable names beginning with **CL** pertain to the child's use of public libraries
- Variable names ending in **_REC** are new or recoded variables created specifically for the PUDF.

The PUDF contains some variables created by "up-coding" verbatim text responses to survey items of the form "Other, specify." Such variables have names of the form *****OTH_***. For them, responses of NO should generally be ignored, because they are not literal information from respondents. Also, they may overlap with other variables.

Nonresponse Follow-up Survey

As noted previously, of the 3,738 records in the PUDF, 3537 represent responses to the full PNLMS, and 201 are responses to a shortened nonresponse follow-up survey. Of the variables included in the PUDF, the nonresponse follow-up survey includes only:
- Respondent demographic variables: RDGENDER, RDAGECAT, RDMARITAL, RDHISPANIC, RDRACE
- Respondent library variables: RLVISIT, RLWBACCESS
- Respondent museum variables: RMVIS, RMVISSCITEC, RMVISCHILD, RMVISNHANT, RMVISART, RMVISHIST, RMVISARBGD, RMVISZOOAQ, RMVISNATCTR, RMVISGEN, RMVISOTHER, RMWBACCESS
- Respondent general computing variables: RGCPCOMP, RGCCELLPH, RGCEREADER, RGCTABLET
- Household demographic variables: RHNUMHH, RHNUMADLT, CHNUMKID, RDEDUC, RHINCOME
- Child demographic variables: CHGENDER, CHAGECAT
- Child library variable: CLVISIT

Skip Patterns

As is true for many surveys, the PNLMS employed *skip patterns*: based on the responses to some questions, other questions were not asked. These patterns lead to the presence of MISSING values in the data, but these patterns should not be interpreted as failure of respondents to provide information.

Two principal skip patterns are flagged explicitly in the PUDF, with the value -666. The first is that associated with the nonresponse follow-up (see Section 1.3) and the second is that associated with the presence of no children in the household.

The two other main branches in the survey were:
1. Into library users (Section 4.2) and library non-users (Section 4.3)
2. Into museum users (Section 5.2) and museum non-users (Section 5.3).

Each set of variables in the codebook is preceded by a table listing skip pattern information for those variables:
1. The variable name
2. The number of "actual" responses, including DON'T KNOW and REFUSED.
3. The number of respondents who were asked for that information
4. The names of the "screener" variables that led to some respondents' not being asked the item.

Weighting and Variance Estimation

The PUDF contains two variables that may be used to construct national estimates and to calculate associated standard errors:
- **PNLMS_NRFU_WEIGHT**, the nonresponse adjusted weight
- **STRATUM**, the sampling stratum

Taylor series linearization, which is available in nearly every statistical software package, is the method that should be employed.

The weights are applicable only to adult respondents to the PNLMS. They should not be applied, and in this codebook have not been applied, to variables for which the unit of analysis is households (Section 7) or children (Section 8). Because the PNLMS is not representative at any geographical level other than nationally, as well as for reasons of confidentiality, the PDUF does not contain any geographical information other than two urban/rural classifications and the (categorized) distances to the nearest library and nearest museum (Section 7.2).

Survey Administration Variables

RESPID: Unique record identifier.

STRATUM: Sampling stratum, to be used in conjunction with PNLMS_NRFU_WEIGHT to calculate standard errors of national estimates.

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
111	111	135	3.6	2,487,988	1.1
112	112	405	10.8	6,633,690	2.8
113	113	415	11.1	8,294,434	3.5
114	114	205	5.5	4,233,957	1.8
115	115	440	11.8	7,480,595	3.2
116	116	129	3.5	3,207,104	1.4
117	117	215	5.8	5,372,782	2.3
118	118	162	4.3	4,117,346	1.8
119	119	400	10.7	7,655,937	3.3
121	121	48	1.3	3,321,481	1.4
122	122	135	3.6	7,559,280	3.2
123	123	136	3.6	10,524,769	4.5
124	124	94	2.5	6,517,641	2.8
125	125	204	5.5	13,153,703	5.6
126	126	61	1.6	4,172,190	1.8
127	127	124	3.3	12,166,323	5.2
128	128	79	2.1	6,552,415	2.8
129	129	150	4	13,753,435	5.8
211	211	9	0.2	1,959,483	0.8
212	212	22	0.6	3,936,196	1.7
213	213	13	0.3	3,247,010	1.4
214	214	5	0.1	1,148,632	0.5
215	215	22	0.6	4,205,741	1.8
216	216	2	0.1	832,939	0.4
217	217	7	0.2	2,535,705	1.1
218	218	7	0.2	1,593,275	0.7
219	219	13	0.3	3,220,523	1.4
221	221	7	0.2	3,550,125	1.5
222	222	17	0.5	13,612,035	5.8
223	223	13	0.3	13,263,861	5.6
224	224	6	0.2	3,661,678	1.6
225	225	22	0.6	21,360,546	9.1
226	226	10	0.3	5,829,795	2.5
227	227	7	0.2	6,730,626	2.9
228	228	4	0.1	4,165,834	1.8

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
229	229	15	0.4	13,139,458	5.6

PNLMS_NRFU_WEIGHT: Nonresponse-adjusted weight, to be used in conjunction with STRATUM to calculate standard errors of national estimates, as well as the estimates themselves.

Here are some summary statistics, together with a plot of the logarithm of the weights. The unequal weighting effect[19] is 9.05.

Minimum	Maximum	Mean	Standard Deviation
2,413.86	3,520,373	62,920.96	178,482.8

PNLMSNRFU: Status indicator of whether record comes from the main PNLMS survey or the nonresponse follow-up.

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
PNLMS	1	3537	95.6	127,205,069	54.1
NFRU	2	201	5.4	107,993,461	44.9

---

[19] One plus the square of the coefficient of variation of the weights.

Respondent Demographic Variables

Skip pattern information for respondent demographic variables.

Variable	Responses	Asked Of	Screener(s)
RDGENDER	3738	3738	
RDAGECAT	3715	3738	
RDMARITAL	3738	3738	
RDEMPLOY	3537	3537	NRFU
RDHISPANIC	3738	3738	
RDNATBORN	3537	3537	NRFU
RDMOMNAT	3537	3537	NRFU
RDDADNAT	3537	3537	NRFU
RDEDUC_CD	3537	3738	
RDRACE_REC	3738	3738	
RHBOOKREAD	3536	3537	NRFU

RDGENDER: For verification purposes, are you male or female? [D01]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
MALE	1	1446	38.7	114,176,894	48.5
FEMALE	2	2290	61.3	120,898,886	51.4
REFUSED	-888	2	0.1	122,750	0.1

RDAGECAT: Is your age? [D02A]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
18 TO 24	1	257	6.9	38,895,586	16.5
25 TO 34	2	334	8.9	31,511,600	13.4
35 TO 44	3	450	12.0	36,530,585	15.5
45 TO 54	4	622	16.6	37,933,830	16.1
55 TO 64	5	797	21.3	38,372,502	16.3
65 TO 74	6	539	14.4	21,460,348	9.1
75 OR OLDER	7	420	11.2	15,329,572	6.5
MISSING	-999	23	0.6	4,571,795	1.9
REFUSED	-888	273	7.3	9,826,252	4.2
DONT KNOW	-777	23	0.6	766,459	0.3

RDMARITAL: What is your current marital status? [D03]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NOW MARRIED OR PARTNERED	1	2079	55.6	118,510,283	50.4
WIDOWED	2	408	10.9	14,228,504	6
DIVORCED	3	432	11.6	25,085,872	10.7
SEPARATED	4	79	2.1	7,696,083	3.3
NEVER MARRIED	5	688	18.4	66,197,519	28.1
REFUSED	-888	50	1.3	3,415,375	1.5
DONT KNOW	-777	2	0.1	64,893	0

RDEMPLOY: What is your work situation?

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
EMPLOYED, FULL TIME	1	1268	33.9	47,375,810	20.1
EMPLOYED, PART-TIME	2	359	9.6	13,708,754	5.8
UNEMPLOYED, LOOKING FOR WORK	3	160	4.3	8,655,428	3.7
UNEMPLOYED, NOT LOOKING FOR WORK	4	76	2.0	3,370,011	1.4
SELF-EMPLOYED	5	215	5.8	9,181,889	3.9
RETIRED	6	994	26.6	25,788,861	11
IN SCHOOL	7	80	2.1	4,790,095	2
HOMEMAKER	8	179	4.8	5,930,087	2.5
OTHER, SPECIFY	9	165	4.4	6,944,768	3
REFUSED	-888	35	0.9	1,286,693	0.5
DONT KNOW	-777	6	0.2	172,672	0.1
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RDHISPANIC: Do you consider yourself to be of Hispanic or Latino origin? [D05]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	3381	90.4	192,045,147	81.7
YES	1	315	8.4	40,515,480	17.2
REFUSED	-888	34	0.9	2,287,640	1
DONT KNOW	-777	8	0.2	350,262	0.1

RDNATBORN: Were you born in the United States? [D07A]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	354	9.5	18,706,293	8
YES	1	3170	84.8	107,916,091	45.9
REFUSED	-888	13	0.3	582,685	0.2
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RDMOMNAT: Was your mother born in the United States? [D07B]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	533	14.3	26,185,445	11.1
YES	1	2976	79.6	99,576,803	42.3
REFUSED	-888	23	0.6	1,371,666	0.6
DONT KNOW	-777	5	0.1	71,154	0
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RDDADNAT: Was your father born in the United States? [D07C]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	565	15.1	27,574,118	11.7
YES	1	2922	78.2	96,855,092	41.2
REFUSED	-888	28	0.7	1,547,255	0.7
DONT KNOW	-777	22	0.6	1,228,604	0.5
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RDEDUC_CD: What is the highest grade or year of school that you have completed? (Manual recode) [D10]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
EIGHTH GRADE OR LESS	1	62	1.7	3,609,458	1.5
SOME HIGH SCHOOL	2	314	8.4	17,129,510	7.3
HIGH SCHOOL DIPLOMA OR EQUIVALENT (GED)	3	663	17.7	34,610,126	14.7
VOCATIONAL OR TECHNICAL SCHOOLING	4	108	2.9	3,717,730	1.6
SOME COLLEGE, BUT NO DEGREE	5	722	19.3	24,633,552	10.5
ASSOCIATE OR BACHELOR DEGREE	6	1077	28.8	31,116,608	13.2
MASTER DEGREE	7	447	12.0	6,189,765	2.6
GRADUATE OR PROFESSIONAL SCHOOL, BUT NO DEGREE	8	150	4.0	2,372,107	1
DOCTORATE OR PROFESSIONAL DEGREE	9	147	3.9	2,346,954	1
REFUSED	-888	41	1.1	1,390,487	0.6
DONT KNOW	-777	4	0.1	88,773	0
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RDRACE_REC: Which of the following racial categories describes you? You may select more than one. [Recode of D06]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
WHITE	1	2659	71.1	144,129,441	61.3
AFRICAN AMERICAN	2	370	9.9	25,369,192	10.8
ASIAN	3	105	2.8	6,013,389	2.6
HISPANIC	4	192	5.1	24,763,043	10.5
AMERICAN INDIAN, ALASKAN NATIVE, NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER	5	65	1.7	2,842,047	1.2
TWO OR MORE RACES	6	173	4.6	22,284,654	9.5
OTHER OR NOT SPECIFIED	7	174	4.7	9,796,765	4.2

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

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
1 [Minimum reported value]	0	518	13.9	23,503,931	10
…					
500 [Maximum reported value]	500	9	0.0	267,116	0.1
MISSING	-999	1	0	16,355	0
REFUSED	-888	4	0.1	155,995	0.1
DONT KNOW	-777	37	1	1,807,497	0.8
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

Respondent Library Variables

General Library Variables

Skip pattern information for general library variables.

Variable	Responses	Asked Of	Screener(s)
RLLIBCARD	1405	3537	NRFU
RLDONATE	1530	3537	NRFU
RLVISIT	3738	3738	
RLRCTVISIT	2146	2146	NRFU, RLRCTVISIT

RLLIBCARD: Do you have a library card? [L10]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	123	3.3	5,134,786	2.2
YES	1	1279	34.2	34,889,044	14.8
MISSING	-999	2132	57	87,064,528	37
DONT KNOW	-777	3	0.1	116,711	0
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RLDONATE: When was the last time you donated any money, goods, or services to a library? [L12]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
WITHIN THE LAST MONTH	1	170	4.5	4,141,788	1.8
MORE THAN 1 BUT LESS THAN 3 MONTHS AGO	2	121	3.2	3,347,462	1.4
MORE THAN 3 BUT LESS THAN 6 MONTHS AGO	3	153	4.1	3,520,659	1.5
MORE THAN 6 MONTHS BUT LESS THAN A YEAR AGO	4	224	6.0	5,916,424	2.5
MORE THAN A YEAR AGO	5	383	10.2	9,816,409	4.2
NEVER DONATED TO LIBRARY	6	466	12.5	18,885,490	8
MISSING	-999	2007	53.7	81,328,103	34.6
REFUSED	-888	3	0.1	51,772	0
DONT KNOW	-777	10	0.3	196,962	0.1
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RLVISIT: A public library is a library that provides free services to the people in a community, typically a city or county library. Have you visited a public library in-person in the past month? [L01A]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	2271	60.8	157,835,017	67.1
YES	1	1466	39.2	77,338,108	32.9
DONT KNOW	-777	1	0.0	25,406	0

RLRCTVISIT: When was your most recent in-person visit to the public library? [L01B]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
MORE THAN 1 BUT LESS THAN 3 MONTHS AGO	1	218	5.8	7,967,424	3.4
MORE THAN 3 BUT LESS THAN 6 MONTHS AGO	2	263	7.0	9,992,014	4.2
MORE THAN 6 MONTHS BUT LESS THAN 1 YEAR AGO	3	265	7.1	10,078,658	4.3
MORE THAN ONE YEAR AGO	4	1283	34.3	52,118,172	22.2
I HAVE NEVER BEEN TO A PUBLIC LIBRARY	5	106	2.8	4,754,708	2
MISSING	-999	1391	37.2	41,609,918	17.7
DONT KNOW	-777	11	0.3	684,174	0.3
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

Library User Variables

Variables whose names begin with **RL** pertain to the respondent's use of, and attitudes regarding, libraries.

Library Visit Variables

Skip pattern information for library visit variables.

Variable	Responses	Asked Of	Screener(s)
RLNUMVISIT	1391	1466	NRFU, RLNUMVISIT
RLRVUSEDPC	1391	1466	NRFU, RLNUMVISIT
RLRVPCFOR_CD	435	1466	NRFU, RLNUMVISIT
RLTRAVTIMEHR	1391	1466	NRFU, RLNUMVISIT
RLTRAVTIMEMN	1387	1466	NRFU, RLNUMVISIT
RLRVISWSELF	1391	1466	NRFU, RLNUMVISIT
RLRVISWFAM	1391	1466	NRFU, RLNUMVISIT
RLRVISWFRND	1391	1466	NRFU, RLNUMVISIT
RLRVISWWRK	1391	1466	NRFU, RLNUMVISIT
RLRVISWCLS	1391	1466	NRFU, RLNUMVISIT
RLRVISWOTH	1391	1466	NRFU, RLNUMVISIT

RLNUMVISIT: About how many in-person visits did you make to public libraries in the past month? [L02]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
1 [Minimum reported value]	1	333	8.9	9,980,110	4.2
...					
30 [Maximum reported value]	30	6	0.2	242,334	0.1
MISSING	-999	2146	57.4	85,595,151	36.4
DONT KNOW	-777	2	0.1	77,135	0
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RLRVUSEDPC: On your most recent visit, did you use a library computer or the library's internet connection? [L06A]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	953	25.5	25,235,485	10.7
YES	1	438	11.7	16,374,433	7
MISSING	-999	2146	57.4	85,595,151	36.4
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RLRVPCFOR_CD: On your most recent visit, did you use a library computer or the library's internet connection? Hand-coded version of RLRVUSEDPC. [LO6A]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
EMAIL/RESEARCH	1	142	3.8	4,522,740	1.9
SEARCH LIB CAT, CHCK IN/OUT BKS	2	129	3.5	3,416,414	1.5
PRINT, COPY, OR FAX DOCUMENTS	3	23	0.6	877,644	0.4
JOB SEARCH	4	18	0.5	838,003	0.4
SCHOOL ASSIGNMENT	5	93	2.5	5,369,492	2.3
NON-SPECIFIED	6	30	0.8	1,147,174	0.5
MISSING	-999	3102	83	111,033,601	47.2
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

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

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
0 [Minimum reported value]	0	1352	36.2	39,788,288	16.9
…					
6 [Maximum reported value]	6	1	0.0	14,370	0
PART OF A VACATION OR BUSINESS TRIP	7777	11	0.3	513,301	0.2
MISSING	-999	2146	57.4	85,595,151	36.4
REFUSED	-888	1	0	13,842	0
DONT KNOW	-777	1	0	28,294	0
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

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

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
0 [Minimum reported value]	0	19	0.5	193,654,021	82.3
…					
50 [Maximum reported value]	50	1	0.0	288,256	0.1
PART OF A VACATION OR BUSINESS TRIP	7777	7	0.2	377,773	0.2
MISSING	-999	2150	57.5	85,660,560	36.4
DONT KNOW	-777	1	0	28,294	0
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RLRVISWSELF: On your most recent visit to the public library, who went with you: by myself. [L05.1]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	514	13.8	17,028,207	7.2
YES	1	877	23.5	24,581,711	10.5
MISSING	-999	2146	57.4	85,595,151	36.4
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RLRVISWFAM: On your most recent visit to the public library, who went with you: family. [L05.2]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	973	26.0	28,584,476	12.2
YES	1	418	11.2	13,025,442	5.5
MISSING	-999	2146	57.4	85,595,151	36.4
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RLRVISWFRND: On your most recent visit to the public library, who went with you: family. [L05.3]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	1324	35.4	38,247,446	16.3
YES	1	67	1.8	3,362,472	1.4
MISSING	-999	2146	57.4	85,595,151	36.4
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RLRVISWWRK: On your most recent visit to the public library, who went with you: colleagues or people I work with. [L05.4]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	1372	36.7	41,104,771	17.5
YES	1	19	0.5	505,147	0.2
MISSING	-999	2146	57.4	85,595,151	36.4
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RLRVISWCLS: On your most recent visit to the public library, who went with you a: class, tour, group.... [L05.5]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	1381	36.9	41,375,030	17.6
YES	1	10	0.3	234,888	0.1
MISSING	-999	2146	57.4	85,595,151	36.4
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RLRVISWOTH: On your most recent visit to the public library, who went with you: others. [L05.6]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	1382	37.0	41,276,868	17.5
YES	1	9	0.2	333,050	0.1
MISSING	-999	2146	57.4	85,595,151	36.4
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

Library Activity Variables

The following questions regarding activities at a public library within the past.

Skip pattern information for library activity variables.

Variable	Responses	Asked Of	Screener(s)
RLACTCKBOOK	1391	1466	NRFU, RLNUMVISIT
RLACTREAD	1391	1466	NRFU, RLNUMVISIT
RLACTCKAV	1391	1466	NRFU, RLNUMVISIT
RLACTSRCHCAT	1391	1466	NRFU, RLNUMVISIT
RLACTLIBRN	1391	1466	NRFU, RLNUMVISIT
RLACTPROGAD	1391	1466	NRFU, RLNUMVISIT
RLACTPROGCH	1391	1466	NRFU, RLNUMVISIT
RLACTATDMTG	1391	1466	NRFU, RLNUMVISIT
RLACTTECHTRN	1391	1466	NRFU, RLNUMVISIT
RLACTLIBPC	1391	1466	NRFU, RLNUMVISIT
RLACTOWNPC	1391	1466	NRFU, RLNUMVISIT
RLACTOTHER	1391	1466	NRFU, RLNUMVISIT
RLACTOTH_OT	1391	1466	NRFU, RLNUMVISIT
RLACTOTH_BS	1391	1466	NRFU, RLNUMVISIT
RLACTOTH_RS	1391	1466	NRFU, RLNUMVISIT
RLACTOTH_PR	1391	1466	NRFU, RLNUMVISIT
RLACTOTH_BR	1391	1466	NRFU, RLNUMVISIT

RLACTCKBOOK: Which of the following have you done at a public library in the past month? Have you checked out a book? [L03.a]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	368	9.8	13,165,878	5.6
YES	1	1022	27.3	28,425,107	12.1
MISSING	-999	2146	57.4	85,595,151	36.4
DONT KNOW	-777	1	0	18,933	0
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RLACTREAD: Which of the following have you done at a public library in the past month? Have you read a book, magazine, or newspaper in the library? [L03.b]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	653	17.5	18,963,910	8.1
YES	1	738	19.7	22,646,008	9.6
MISSING	-999	2146	57.4	85,595,151	36.4
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RLACTCKAV: Which of the following have you done at a public library in the past month? Have you checked out a video, DVD, CD, or audiotape? [L03.c]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	902	24.1	27,271,574	11.6
YES	1	488	13.1	14,212,274	6
MISSING	-999	2146	57.4	85,595,151	36.4
DONT KNOW	-777	1	0.0	126,071	0.1
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RLACTSRCHCAT: Which of the following have you done at a public library in the past month? Have you searched a library catalog? [LO3.d]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	735	19.7	24,054,406	10.2
YES	1	654	17.5	17,535,953	7.5
MISSING	-999	2146	57.4	85,595,151	36.4
DONT KNOW	-777	2	0.1	19,558	0
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RLACTLIBRN: Which of the following have you done at a public library in the past month? Have you asked a librarian for help? [LO3.e]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	599	16.0	18,099,747	7.7
YES	1	791	21.2	23,492,353	10
MISSING	-999	2347	62.8	85,595,151	36.4
DONT KNOW	-777	1	0.0	17,818	0
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RLACTPROGAD: Which of the following have you done at a public library in the past month? Have you attended a library-sponsored program for adults? [LO3.f]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	1210	32.4	36,838,912	15.7
YES	1	178	4.8	4,530,484	1.9
MISSING	-999	2146	57.4	85,595,151	36.4
DONT KNOW	-777	3	0.1	240,523	0.1
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RLACTPROGCH: Which of the following have you done at a public library in the past month? Have you attended a library-sponsored program for children? [LO3.g]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	1225	32.8	35,764,438	15.2
YES	1	165	4.4	5,807,705	2.5
MISSING	-999	2347	62.8	85,595,151	36.4
DONT KNOW	-777	1	0.0	37,775	0
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RLACTATDMTG: Which of the following have you done at a public library in the past month? Have you attend a meeting at the library? [LO3.h]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	1186	31.7	35,691,012	15.2
YES	1	205	5.5	5,918,906	2.5
MISSING	-999	2146	57.4	85,595,151	36.4
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RLACTTECHTRN: Which of the following have you done at a public library in the past month? Have you received technology training? [LO3.i]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	1317	35.2	38,923,362	16.5
YES	1	74	2.0	2,686,556	1.1
MISSING	-999	2146	57.4	85,595,151	36.4
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RLACTLIBPC: Which of the following have you done at a public library in the past month? Have you used a library computer? [LO3.j]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	812	21.7	21,416,116	9.1
YES	1	579	15.5	20,193,802	8.6
MISSING	-999	2146	57.4	85,595,151	36.4
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RLACTOWNPC: Which of the following have you done at a public library in the past month? Have you used your own computer in the library? [LO3.k]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	1160	31.0	32,812,866	14
YES	1	231	6.2	8,797,052	3.7
MISSING	-999	2146	57.4	85,595,151	36.4
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RLACTOTHER: Which of the following have you done at a public library in the past month? Other? [LO3.l]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	1084	29.0	32,668,511	13.9
YES	1	305	8.2	8,907,523	3.8
MISSING	-999	2146	62.8	85,595,151	36.4
DONT KNOW	-777	2	0.1	33,884	0
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RLACTOTH_OT: Which of the following have you done at a public library in the past month? Other, non-specified. [LO3]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	1318	35.3	40,074,696	17
YES	1	73	2.0	1,535,222	0.7
MISSING	-999	2146	57.4	85,595,151	36.4
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RLACTOTH_BS: Which of the following have you done at a public library in the past month? Have you bought, sold or donated reading materials? [LO3]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	1354	36.2	40,890,111	17.4
YES	1	37	1.0	719,807	0.3
MISSING	-999	2146	57.4	85,595,151	36.4
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RLACTOTH_RS: Which of the following have you done at a public library in the past month? Have you worked on school assignment/research? [LO3]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	1348	36.1	39,469,026	16.8
YES	1	43	1.2	2,140,892	0.9
MISSING	-999	2146	57.4	85,595,151	36.4
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RLACTOTH_PR: Which of the following have you done at a public library in the past month? Have you printed, copied or faxed documents? [LO3]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	1357	36.3	40,499,839	17.2
YES	1	34	0.9	1,110,079	0.5
MISSING	-999	2146	57.4	85,595,151	36.4
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RLACTOTH_BR: Which of the following have you done at a public library in the past month? Have you done other browsing? [LO3]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	1365	36.5	40,892,796	17.4
YES	1	26	0.7	717,122	0.3
MISSING	-999	2146	57.4	85,595,151	36.4
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

Library Web Site Variables

The following series of variables deal with respondents' use of library web sites, other than when they were at a library.

Skip pattern information for library web site variables.

Variable	Responses	Asked Of	Screener(s)
RLWBACCESS	3738	3738	
RLWBNUMACC	557	596	NRFU, RLWEBACC
RLWBDLBKAV	557	596	NRFU, RLWEBACC
RLWBDLGOVFM	557	596	NRFU, RLWEBACC
RLWBSRCHCAT	557	596	NRFU, RLWEBACC
RLWBACCJRL	557	596	NRFU, RLWEBACC
RLWBRSTOOL	557	596	NRFU, RLWEBACC
RLWBLIBRN	557	596	NRFU, RLWEBACC
RLWBLIBEVNT	557	596	NRFU, RLWEBACC
RLWBMNGMAT	557	596	NRFU, RLWEBACC
RLWBPAYFINE	557	596	NRFU, RLWEBACC
RLWBRQHOLD	557	596	NRFU, RLWEBACC
RLWBPLNVST	557	596	NRFU, RLWEBACC
RLWBOTHER	557	596	NRFU, RLWEBACC
RLWBOTH_NS	557	596	NRFU, RLWEBACC

RLWBACCESS: Other than while you were at the library, have you accessed a public library website since your most recent visit? [LO9A]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	3138	83.9	206,620,533	87.8
YES	1	596	15.9	28,207,981	12
DONT KNOW	-777	4	0.1	370,016	0.2

RLWBNUMACC: About how many times have you accessed a public library website in the past month? [L09B]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
1 [Minimum reported value]	1	133	3.6	3,925,180	1.7
...					
399 [Maximum reported value]	399	1	0.0	6,725	0
MISSING	-999	2980	79.7	113,159,254	48.1
DONT KNOW	-777	7	0.2	148,080	0.1
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RLWBDLBKAV: Which of the following did you do on a public library website in the past month? Please answer yes or no to each option. Did you download an e-book, audio-book, podcast, or music? [L09C.a]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	407	10.9	10,883,594	4.6
YES	1	150	4.0	3,162,221	1.3
MISSING	-999	2980	79.7	113,159,254	48.1
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RLWBDLGOVFM: Which of the following did you do on a public library website in the past month? Please answer yes or no to each option. Did you download did you download government forms, applications, or other materials? [L09C.b]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	501	13.4	12,152,520	5.2
YES	1	56	1.5	1,893,295	0.8
MISSING	-999	2980	79.7	113,159,254	48.1
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RLWBSRCHCAT: Which of the following did you do on a public library website in the past month? Please answer yes or no to each option. Did you search a library catalog? [L09C.c]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	168	4.5	4,626,526	2
YES	1	389	10.4	9,419,289	4
MISSING	-999	2980	79.7	113,159,254	48.1
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RLWBACCJRL: Which of the following did you do on a public library website in the past month? Please answer yes or no to each option. Did you access online journals, newspapers, or magazines? [L09C.d]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	447	12.0	10,925,889	4.6
YES	1	109	2.9	3,100,038	1.3
MISSING	-999	2980	79.7	113,159,254	48.1
DONT KNOW	-777	1	0	19,888	0
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RLWBRSTOOL: Which of the following did you do on a public library website in the past month? Please answer yes or no to each option. Did you access online research tools? [L09C.e]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	377	10.1	8,958,141	3.8
YES	1	179	4.8	5,077,401	2.2
MISSING	-999	2980	79.7	113,159,254	48.1
DONT KNOW	-777	1	0	10,273	0
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RLWBLIBRN: Which of the following did you do on a public library website in the past month? Please answer yes or no to each option. Did you download an e-book, audio-book, podcast, or music ask a question or talk to a librarian? [L09C.f]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	431	11.5	10,887,322	4.6
YES	1	126	3.4	3,158,493	1.3
MISSING	-999	2980	79.7	113,159,254	48.1
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RLWBLIBEVNT: Which of the following did you do on a public library website in the past month? Please answer yes or no to each option. Did you look up information about library events? [L09C.g]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	362	9.7	9,299,538	4
YES	1	195	5.2	4,746,277	2
MISSING	-999	2980	79.7	113,159,254	48.1
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RLWBMNGMAT: Which of the following did you do on a public library website in the past month? Please answer yes or no to each option. Did you manage library materials, such as checking due dates or renewing items [LO9C.h]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	240	6.4	7,061,757	3
YES	1	317	8.5	6,984,058	3
MISSING	-999	2980	79.7	113,159,254	48.1
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RLWBPAYFINE: Which of the following did you do on a public library website in the past month? Please answer yes or no to each option. Did you pay a library fine? [LO9C.j]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	504	13.5	13,061,633	5.6
YES	1	52	1.4	950,706	0.4
MISSING	-999	2980	79.7	113,159,254	48.1
DONT KNOW	-777	1	0	33,476	0
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RLWBRQHOLD: Which of the following did you do on a public library website in the past month? Please answer yes or no to each option. Did you request an item for hold? [LO9C.j]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	279	7.5	8,186,547	3.5
YES	1	275	7.4	5,789,407	2.5
MISSING	-999	2980	79.7	113,159,254	48.1
DONT KNOW	-777	3	0.1	69,861	0
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RLWBPLNVST: Which of the following did you do on a public library website in the past month? Please answer yes or no to each option. Did you plan your visit, such as checking hours or address? [LO9C.k]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	365	9.8	9,007,788	3.8
YES	1	192	5.1	5,038,027	2.1
MISSING	-999	2980	79.7	113,159,254	48.1
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RLWBOTHER: Which of the following did you do on a public library website in the past month? Please answer yes or no to each option. Did you do other? [LO9C.j]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	504	13.5	12,545,492	5.3
YES	1	52	1.4	1,381,209	0.6
MISSING	-999	2980	79.7	113,159,254	48.1
REFUSED	-888	1	0	119,114	0.1
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RLWBOTH_NS: Which of the following did you do on a public library website in the past month? Please answer yes or no to each option. Did you do other, non-specified? [LO9C.l]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	533	14.3	13,377,527	5.7
YES	1	24	0.6	668,288	0.3
MISSING	-999	2980	79.7	113,159,254	48.1
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

Library Importance Variables

Skip pattern information for library importance variables.

Variable	Responses	Asked Of	Screener(s)
RLIMPPHMAT	1530	1530	NRFU, RLNUMVISIT
RLIMPELMAT	1530	1530	NRFU, RLNUMVISIT
RLIMPPCINT	1530	1530	NRFU, RLNUMVISIT
RLIMPSTAFF	1530	1530	NRFU, RLNUMVISIT
RLIMPPROCH	1530	1530	NRFU, RLNUMVISIT
RLIMPPROYA	1530	1530	NRFU, RLNUMVISIT
RLIMPPROAD	1530	1530	NRFU, RLNUMVISIT

RLIMPPHMAT: On a scale from 0 to 10, with 10 being most important and 0 being least important, please indicate how important it is for public libraries to provide print or physical media, such as books, CDs, DVDs? [L11.a]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
LEAST IMPORTANT	0	3	0.1	160,822	0.1
1	1	3	0.1	121,473	0.1
2	2	2	0.1	215,912	0.1
3	3	3	0.1	81,070	0
4	4	5	0.1	216,688	0.1
5	5	37	1.0	1,282,652	0.5
6	6	16	0.4	422,551	0.2
7	7	50	1.3	2,223,597	0.9
8	8	139	3.7	4,761,478	2
9	9	123	3.3	3,435,985	1.5
MOST IMPORTANT	10	1143	30.6	32,759,035	13.9
MISSING	-999	2007	53.7	81,328,103	34.6
REFUSED	-888	2	0.1	75,088	0
DONT KNOW	-777	4	0.1	120,613	0.1
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RLIMPELMAT: On a scale from 0 to 10, with 10 being most important and 0 being least important, please indicate how important it is for public libraries to provide electronic or digital media, such as downloadable e-books, audio, podcasts, or music? [L11.b]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
LEAST IMPORTANT	0	24	0.6	778,474	0.3
1	1	5	0.1	202,964	0.1
2	2	8	0.2	187,816	0.1
3	3	15	0.4	450,192	0.2
4	4	10	0.3	542,788	0.2
5	5	103	2.8	3,810,284	1.6
6	6	58	1.6	1,920,970	0.8
7	7	122	3.3	3,940,785	1.7
8	8	256	6.8	7,705,732	3.3
9	9	148	4.0	4,925,984	2.1
MOST IMPORTANT	10	758	20.3	20,891,499	8.9
MISSING	-999	2007	53.7	81,328,103	34.6
REFUSED	-888	2	0.1	30,916	0
DONT KNOW	-777	21	0.6	488,562	0.2
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RLIMPPCINT: On a scale from 0 to 10, with 10 being most important and 0 being least important, please indicate how important it is for public libraries to provide public access to library computers and the Internet? [L11.c]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
LEAST IMPORTANT	0	18	0.5	540,668	0.2
1	1	7	0.2	192,619	0.1
2	2	6	0.2	142,790	0.1
3	3	6	0.2	318,253	0.1
4	4	3	0.1	33,359	0
5	5	53	1.4	1,690,455	0.7
6	6	39	1.0	1,174,124	0.5
7	7	67	1.8	1,971,440	0.8
8	8	162	4.3	4,625,879	2
9	9	125	3.3	3,961,749	1.7
MOST IMPORTANT	10	1037	27.7	30,934,181	13.2
MISSING	-999	2007	53.7	81,328,103	34.6
REFUSED	-888	1	0	11,145	0
DONT KNOW	-777	6	0.2	280,303	0.1
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RLIMPSTAFF: On a scale from 0 to 10, with 10 being most important and 0 being least important, please indicate how important it is for public libraries to provide trained library staff to help people find information or materials? [L11.d]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
LEAST IMPORTANT	0	1	0.0	14,915	0
1	1	1	0.0	123,418	0.1
2	2	1	0.0	19,090	0
3	3	2	0.1	26,125	0
4	4	4	0.1	261,408	0.1
5	5	35	0.9	1,314,121	0.6
6	6	16	0.4	477,279	0.2
7	7	47	1.3	1,710,929	0.7
8	8	155	4.1	4,830,892	2.1
9	9	129	3.5	4,419,223	1.9
MOST IMPORTANT	10	1135	30.4	32,538,235	13.8
MISSING	-999	2007	53.7	81,328,103	34.6
REFUSED	-888	1	0	11,145	0
DONT KNOW	-777	3	0.1	130,186	0.1
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RLIMPPROCH: On a scale from 0 to 10, with 10 being most important and 0 being least important, please indicate how important it is for public libraries to programs for children? [L11.e]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
LEAST IMPORTANT	0	0	13	483,361	0.2
1	1	1	4	48,364	0
3	3	3	3	56,901	0
4	4	4	4	128,527	0.1
5	5	5	23	950,111	0.4
6	6	6	18	349,569	0.1
7	7	7	56	2,218,294	0.9
8	8	8	153	4,403,366	1.9
9	9	9	127	3,834,448	1.6
MOST IMPORTANT	10	10	1119	33,138,482	14.1
MISSING	-999	2007	53.7	81,328,103	34.6
REFUSED	-888	3	0.1	46,845	0
DONT KNOW	-777	7	0.2	218,698	0.1
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RLIMPPROYA: On a scale from 0 to 10, with 10 being most important and 0 being least important, please indicate how important it is for public libraries to provide programs for teenagers and young adults? [L11.f]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
LEAST IMPORTANT	0	13	0.3	464,775	0.2
1	1	4	0.1	62,060	0
2	2	3	0.1	46,482	0
3	3	4	0.1	178,479	0.1
4	4	12	0.3	392,752	0.2
5	5	64	1.7	2,021,323	0.9
6	6	45	1.2	1,146,608	0.5
7	7	113	3.0	3,972,417	1.7
8	8	229	6.1	6,454,229	2.7
9	9	134	3.6	4,161,744	1.8
MOST IMPORTANT	10	890	23.8	26,620,400	11.3
MISSING	-999	2007	53.7	81,328,103	34.6
REFUSED	-888	2	0.1	30,916	0
DONT KNOW	-777	17	0.5	324,780	0.1
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RLIMPPROAD: On a scale from 0 to 10, with 10 being most important and 0 being least important, please indicate how important it is for public libraries to programs for older adults? [L11.g]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
LEAST IMPORTANT	0	8	0.2	272,589	0.1
1	1	8	0.2	295,144	0.1
2	2	6	0.2	101,296	0
3	3	6	0.2	237,422	0.1
4	4	18	0.5	439,926	0.2
5	5	71	1.9	2,773,936	1.2
6	6	50	1.3	2,229,856	0.9
7	7	122	3.3	3,858,340	1.6
8	8	242	6.5	6,637,886	2.8
9	9	137	3.7	3,876,813	1.6
MOST IMPORTANT	10	852	22.8	24,888,546	10.6
MISSING	-999	2007	53.7	81,328,103	34.6
REFUSED	-888	1	0	11,145	0
DONT KNOW	-777	9	0.2	254,065	0.1
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

Library Nonuser Variables

Variables whose names being with **RNL** pertain respondents who report that they have not visited a public library within the last month.

Skip pattern information for library non-user variables.

Variable	Responses	Asked Of	Screener(s)
RNLLASTVIS	1343	1343	NRFU, RNLLASTVIS
RNLNDKLOC	1343	1343	NRFU, RNLLASTVIS
RNLNTRAVL	1343	1343	NRFU, RNLLASTVIS
RNLNOUTPLC	1343	1343	NRFU, RNLLASTVIS
RNLNNOONE	1343	1343	NRFU, RNLLASTVIS
RNLNCHCARE	1343	1343	NRFU, RNLLASTVIS
RNLNHEALTH	1343	1343	NRFU, RNLLASTVIS
RNLNNOLIB	1343	1343	NRFU, RNLLASTVIS
RNLNNOTSAFE	1343	1343	NRFU, RNLLASTVIS
RNLNPOORQLT	1343	1343	NRFU, RNLLASTVIS
RNLNTIME	1343	1343	NRFU, RNLLASTVIS
RNLNNOCARD	1343	1343	NRFU, RNLLASTVIS
RNLNBKSTWEB	1343	1343	NRFU, RNLLASTVIS
RNLYOTHER	1343	1343	NRFU, RNLLASTVIS
RNLYOTH	440	1343	NRFU, RNLLASTVIS
RNLYOTH_MAT	1343	1343	NRFU, RNLLASTVIS
RNLYOTH_NS	1343	1343	NRFU, RNLLASTVIS
RNLVALMOST_CD	1343	1343	NRFU, RNLLASTVIS
RNLIMPOTHER	1343	1343	NRFU, RNLLASTVIS
RNLIMPOTH_NS	1343	1343	NRFU, RNLLASTVIS
RNLYPROG	1343	1343	NRFU, RNLLASTVIS
RNLYOTH_PRO	40	1343	NRFU, RNLLASTVIS
RNLYEDUC	1343	1343	NRFU, RNLLASTVIS
RNLYGOVACC	1343	1343	NRFU, RNLLASTVIS
RNLYTECHTRN	1343	1343	NRFU, RNLLASTVIS
RNLYCKMAT	1343	1343	NRFU, RNLLASTVIS
RNLYPCWEB	1343	1343	NRFU, RNLLASTVIS
RNLYWELLINF	1343	1343	NRFU, RNLLASTVIS
RNLYWORK	1343	1343	NRFU, RNLLASTVIS
RNLIMPMAT	1343	1343	NRFU, RNLLASTVIS
RNLIMPWORK	1343	1343	NRFU, RNLLASTVIS
RNLIMPLIT	1343	1343	NRFU, RNLLASTVIS
RNLIMPEVENT	1343	1343	NRFU, RNLLASTVIS
RNLIMPGATPLC	1343	1343	NRFU, RNLLASTVIS
RNLIMPTECHAC	1343	1343	NRFU, RNLLASTVIS

RNLLASTVIS: How many years has it been since you visited a public library? [NUL01]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
1 [Minimum reported value]	1	205	5.5	8,798,669	3.7
...					
60 [Maximum reported value]	60	6	0.2	151,840	0.1
IVE NEVER BEEN TO A LIBRARY	7777	104	2.8	4,910,011	2.1
MISSING	-999	2194	58.7	71,698,236	30.5
DONT KNOW	-777	49	1.3	1,759,186	0.7
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RNLNDKLOC: I'm going to read a list of reasons why some people do not go to libraries. Please tell me which reasons, if any, are true for you: I don't know where the library is. [NUL02.a]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	1187	31.8	47,035,161	20
YES	1	148	4.0	7,769,132	3.3
MISSING	-999	2194	58.7	71,698,236	30.5
REFUSED	-888	1	0.0	16,686	0
DONT KNOW	-777	7	0.2	685,853	0.3
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RNLNTRAVL: I'm going to read a list of reasons why some people do not go to libraries. Please tell me which reasons, if any, are true for you: it is difficult to get to the library using public transportation. [NUL02.b]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	1090	29.2	46,015,484	19.6
YES	1	201	5.4	7,903,573	3.4
MISSING	-999	2194	58.7	71,698,236	30.5
DONT KNOW	-777	52	1.4	1,587,776	0.7
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RNLNOUTPLC: I'm going to read a list of reasons why some people do not go to libraries. Please tell me which reasons, if any, are true for you: I feel uncomfortable or out of place in the library. [NULO2.c]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	1254	33.5	50,963,008	21.7
YES	1	79	2.1	4,069,861	1.7
MISSING	-999	2194	58.7	71,698,236	30.5
DONT KNOW	-777	10	0.3	473,963	0.2
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RNLNNOONE: I'm going to read a list of reasons why some people do not go to libraries. Please tell me which reasons, if any, are true for you: there is no one to go with me to the library. [NULO2.d]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	1221	32.7	49,830,585	21.2
YES	1	115	3.1	5,302,006	2.3
MISSING	-999	2194	58.7	71,698,236	30.5
DONT KNOW	-777	7	0.2	374,241	0.2
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RNLNCHCARE: I'm going to read a list of reasons why some people do not go to libraries. Please tell me which reasons, if any, are true for you: I have child care responsibilities. [NULO2.e]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	1214	32.5	48,980,790	20.8
YES	1	127	3.4	6,457,566	2.7
MISSING	-999	2194	58.7	71,698,236	30.5
REFUSED	-888	1	0	21,821	0
DONT KNOW	-777	1	0	46,656	0
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RNLNHEALTH: I'm going to read a list of reasons why some people do not go to libraries. Please tell me which reasons, if any, are true for you: health problems or disability prevent me from going. [NUL02.f]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	1111	29.7	47,634,	20.3
YES	1	229	6.1	7,665,376	3.3
MISSING	-999	2194	58.7	71,698,236	30.5
REFUSED	-888	1	0	55,678	0
DONT KNOW	-777	2	0.1	151,539	0.1
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RNLNNOLIB: I'm going to read a list of reasons why some people do not go to libraries. Please tell me which reasons, if any, are true for you: there are no libraries nearby. [NUL02.g]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	1132	30.3	45,407,789	19.3
YES	1	189	5.1	9,184,968	3.9
MISSING	-999	2194	58.7	71,698,236	30.5
DONT KNOW	-777	22	0.6	914,075	0.4
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RNLNNOTSAFE: I'm going to read a list of reasons why some people do not go to libraries. Please tell me which reasons, if any, are true for you: the location is not in a safe area. [NUL02.h]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	1213	32.5	49,925,909	21.2
YES	1	96	2.6	4,090,123	1.7
MISSING	-999	2194	58.7	71,698,236	30.5
REFUSED	-888	2	0.1	83,485	0
DONT KNOW	-777	32	0.9	1,407,316	0.6
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RNLNPOORQLT: I'm going to read a list of reasons why some people do not go to libraries. Please tell me which reasons, if any, are true for you: the quality of the library is poor. [NUL02.i]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	1160	31.0	46,868,589	19.9
YES	1	84	2.2	4,463,966	1.9
MISSING	-999	2194	58.7	71,698,236	30.5
REFUSED	-888	1	0	25,698	0
DONT KNOW	-777	98	2.6	4,148,579	1.8
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RNLNTIME: I'm going to read a list of reasons why some people do not go to libraries. Please tell me which reasons, if any, are true for you: it is difficult to make time to go to the library. [NUL02.j]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	750	20.1	29,649,782	12.6
YES	1	589	15.8	25,735,324	10.9
MISSING	-999	2194	58.7	71,698,236	30.5
REFUSED	-888	1	0	55,678	0
DONT KNOW	-777	3	0.1	66,049	0
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RNLNNOCARD: I'm going to read a list of reasons why some people do not go to libraries. Please tell me which reasons, if any, are true for you: I do not have a library card. [NUL02.k]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	970	25.9	39,145,276	16.6
YES	1	368	9.8	16,289,518	6.9
MISSING	-999	2194	58.7	71,698,236	30.5
DONT KNOW	-777	5	0.1	72,039	0
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RNLNBKSTWEB: I'm going to read a list of reasons why some people do not go to libraries. Please tell me which reasons, if any, are true for you: I can get what I want from a bookstore or on the internet. [NUL02.l]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	377	10.1	16,423,811	7
YES	1	948	25.4	38,380,362	16.3
MISSING	-999	2194	58.7	71,698,236	30.5
REFUSED	-888	2	0.1	80,616	0
DONT KNOW	-777	16	0.4	622,044	0.3
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RNLYOTHER: I'm going to read a list of reasons why some people do not go to libraries. Please tell me which reasons, if any, are true for you: there are no libraries nearby. [NUL02]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	891	23.8	38,450,529	16.3
YES	1	440	11.8	16,692,012	7.1
MISSING	-999	2194	58.7	71,698,236	30.5
DONT KNOW	-777	12	0.3	364,292	0.2
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RNLYOTH: I'm going to read a list of reasons why some people do not go to libraries. Please tell me which reasons, if any, are true for you: other reason, specified. [NUL02.l]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
RESPONSE PRESENT	1	440	11.8	16,692,012	7.1
MISSING	-999	3097	82.9	110,513,057	47
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RNLYOTH_MAT: I'm going to read a list of reasons why some people do not go to libraries. Please tell me which reasons, if any, are true for you: other reason refers to materials. [NUL02.l]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	1296	34.7	53,635,877	22.8
YES	1	47	1.3	1,870,956	0.8
MISSING	-999	2194	58.7	71,698,236	30.5
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RNLYOTH_NS: I'm going to read a list of reasons why some people do not go to libraries. Please tell me which reasons, if any, are true for you: other reason not specified. [NUL02.l]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	1238	33.1	51,364,723	21.8
YES	1	105	2.8	4,142,110	1.8
MISSING	-999	2194	58.7	71,698,236	30.5
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RNLVALMOST_CD: What do you value most about public libraries [NUL04]?

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
ACCESS TO READING, A/V, EDUCATIONAL MATERIALS	1	693	18.5	28,340,370	12
ACCESS TO COMPUTERS AND INTERNET	2	69	1.8	2,642,230	1.1
FUN/EDUCATIONAL ACTIVITIES FOR CHILDREN/YOUTH	3	160	4.3	6,085,446	2.6
NON-SPECIFIED	4	219	5.9	8,892,936	3.8
VALUE NOTHING	5	80	2.1	3,327,554	1.4
MISSING	-999	2194	58.7	71,698,236	30.5
REFUSED	-888	11	0.3	346,662	0.1
DONT KNOW	-777	111	3	5,871,634	2.5
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RNLIMPOTHER: What do you value most about public libraries? Other reason specified. [NUL04]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	1316	35.2	54,366,703	23.1
YES	1	27	0.7	1,140,130	0.5
MISSING	-999	2194	58.7	71,698,236	30.5
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RNLIMPOTH_NS: What do you value most about public libraries? Most important reason not specified. [NUL04]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	1316	35.2	54,366,703	23.1
YES	1	27	0.7	1,140,130	0.5
MISSING	-999	2194	58.7	71,698,236	30.5
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RNLYPROG: People go to libraries for many reasons. Please say "yes" if you might go to the library for any of the following reasons: library programs. [NUL03.a]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	773	20.7	32,364,749	13.8
YES	1	561	15.0	22,745,600	9.7
MISSING	-999	2194	58.7	107,993,461	45.9
DONT KNOW	-777	9	0.2	396,484	0.2
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RNLYOTH_PRO: People go to libraries for many reasons. Please say "yes" if you might go to the library for any of the following reasons: library programs derived from "other" response. [NUL03.a]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
YES	1	40	1.1	1,861,075	0.8
MISSING	-999	3497	93.6	125,343,994	53.3
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RNLYEDUC: People go to libraries for many reasons. Please say "yes" if you might go to the library for any of the following reasons: education or career development. [NUL03.b]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	739	19.8	26,714,053	11.4
YES	1	591	15.8	28,181,400	12
MISSING	-999	2194	58.7	71,698,236	30.5
REFUSED	-888	2	0.1	32,213	0
DONT KNOW	-777	11	0.3	579,166	0.2
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RNLYGOVACC: People go to libraries for many reasons. Please say "yes" if you might go to the library for any of the following reasons: access government services, programs or forms. [NUL03.c]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	874	23.4	33,458,575	14.2
YES	1	459	12.3	21,790,162	9.3
MISSING	-999	2194	58.7	71,698,236	30.5
DONT KNOW	-777	10	0.3	258,095	0.1
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RNLYTECHTRN: People go to libraries for many reasons. Please say "yes" if you might go to the library for any of the following reasons: receive technology instruction. [NUL03.d]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	933	25.0	36,409,683	15.5
YES	1	408	10.9	19,072,691	8.1
MISSING	-999	2194	58.7	71,698,236	30.5
DONT KNOW	-777	2	0.1	24,458	0
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RNLYCKMAT: People go to libraries for many reasons. Please say "yes" if you might go to the library for any of the following reasons: check out materials. [NUL03.e]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	557	14.9	22,895,620	9.7
YES	1	785	21.0	32,586,274	13.9
MISSING	-999	2194	58.7	71,698,236	30.5
REFUSED	-888	1	0	24,938	0
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RNLYPCWEB: People go to libraries for many reasons. Please say "yes" if you might go to the library for any of the following reasons: use the computer, internet or wireless in the library. [NUL03.f]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	944	25.3	34,229,729	14.6
YES	1	395	10.6	21,041,302	8.9
MISSING	-999	2194	58.7	71,698,236	30.5
DONT KNOW	-777	4	0.1	235,802	0.1
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RNLYWELLINF: People go to libraries for many reasons. Please say "yes" if you might go to the library for any of the following reasons: access health and wellness information. [NUL03.g]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	945	25.3	36,704,670	15.6
YES	1	395	10.6	18,666,582	7.9
MISSING	-999	2194	58.7	71,698,236	30.5
DONT KNOW	-777	3	0.1	135,580	0.1
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RNLYWORK: People go to libraries for many reasons. Please say "yes" if you might go to the library for any of the following reasons: to look for a job or information on how to start or manage a business. [NUL03.h]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	1031	27.6	38,653,274	16.4
YES	1	309	8.3	16,771,495	7.1
MISSING	-999	2194	58.7	71,698,236	30.5
DONT KNOW	-777	3	0.1	82,063	0
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RNLIMPMAT: Which services offered by public libraries do you think are most important: providing materials, such as books, magazines, DVDs, CDs, online content? [NUL05.a]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	830	22.2	35,554,982	15.1
YES	1	513	13.7	19,951,850	8.5
MISSING	-999	2194	58.7	71,698,236	30.5
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RNLIMPWORK: Which services offered by public libraries do you think are most important: providing services for job-seekers and businesses? [NUL05.b]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	1128	30.2	45,019,906	19.1
YES	1	215	5.8	10,486,927	4.5
MISSING	-999	2194	58.7	71,698,236	30.5
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RNLIMPLIT: Which services offered by public libraries do you think are most important: providing promoting literacy among children and adults? [NUL05.c]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	613	16.4	26,465,979	11.3
YES	1	730	19.5	29,040,854	12.3
MISSING	-999	2194	58.7	71,698,236	30.5
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RNLIMPEVENT: Which services offered by public libraries do you think are most important: hosting events and programs? [NUL05.d]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	1265	33.8	52,835,844	22.5
YES	1	78	2.1	2,670,989	1.1
MISSING	-999	2194	58.7	71,698,236	30.5
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RNLIMPGATPLC: Which services offered by public libraries do you think are most important: offering a community gathering place? [NUL05.e]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	1207	32.3	33.8	50,256,766	21.4
YES	136	3.6	2.1	5,250,066	2.2
MISSING	-999	2194	58.7	71,698,236	30.5
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RNLIMPTECHAC: Which services offered by public libraries do you think are most important providing public access to technology, such as computers or the internet? [NUL05.f]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	1207	904	24.2	36,856,217	15.7
YES	136	439	11.7	18,650,615	7.9
MISSING	-999	2194	58.7	71,698,236	30.5
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

Respondent Museum Variables

Variables whose names begin with **RM** pertain to the respondent's use of, and attitudes regarding museums.

General Museum Variables

Skip pattern information for general museum variables.

Variable	Responses	Asked Of	Screener(s)
RMMEMBER	1617	3537	NRFU
RMDONATE	1617	3537	NRFU
RMRCTVISIT	2064	3537	NRFU
RMNUMVISIT	1473	1473	NRFU, RMNUMVISIT

RMMEMBER: Do you have a membership to a museum? [M11]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	1190	31.8	41,868,251	17.8
YES	1	421	11.3	9,145,487	3.9
MISSING	-999	1920	51.4	75,987,176	32.3
DONT KNOW	-777	6	0.2	204,154	0.1
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RMDONATE: When was the last time you donated any money, goods, or services to a museum? [M14]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
WITHIN THE LAST MONTH	1	246	6.6	7,690,089	3.3
MORE THAN 1 BUT LESS THAN 3 MONTHS AGO	2	126	3.4	3,634,729	1.5
MORE THAN 3 BUT LESS THAN 6 MONTHS AGO	3	145	3.9	3,914,672	1.7
MORE THAN 6 MONTHS BUT LESS THAN A YEAR AGO	4	266	7.1	6,883,758	2.9
MORE THAN A YEAR AGO	5	411	11.0	12,939,257	5.5
NEVER DONATED TO MUSEUM	6	396	10.6	15,530,725	6.6
MISSING	-999	1920	51.4	75,987,176	32.3
REFUSED	-888	5	0.1	78,365	0
DONT KNOW	-777	22	0.6	546,297	0.2
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RMRCTVISIT: When was your most recent in-person visit to a museum? [M01B]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
MORE THAN 1 BUT LESS THAN 3 MONTHS AGO	1	196	5.2	5,746,911	2.4
MORE THAN 3 BUT LESS THAN 6 MONTHS AGO	2	231	6.2	8,917,527	3.8
MORE THAN 6 MONTHS BUT LESS THAN 1 YEAR AGO	3	220	5.9	7,846,229	3.3
MORE THAN ONE YEAR AGO	4	1280	34.2	50,897,830	21.6
I HAVE NEVER BEEN TO A MUSEUM	5	126	3.4	7,095,163	3
MISSING	-999	1473	39.4	46,304,865	19.7
DONT KNOW	-777	11	0.3	396,542	0.2
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RMNUMVISIT: About how many in-person visits did you make to museums in the past month? [M02]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
1 [Minimum reported value]	1	478	12.8	15,720,072	6.7
...					
100 [Maximum reported value]	100	1	0.0	36,905	0
MISSING	-999	2064	55.2	80,900,203	34.4
REFUSED	-888	1	0	29,851	0
DONT KNOW	-777	10	0.3	278,541	0.1
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

Museum User Variables

Museum Visit Variables

Skip pattern information for museum visit variables.

Variable	Responses	Asked Of	Screener(s)
RMRVISTYPE	1473	1473	NRFU, RMNUMVISIT
RMVISSCITEC	1674	1674	RMNUMVISIT
RMVISCHILD	1674	1674	RMNUMVISIT
RMVISNHANT	1674	1674	RMNUMVISIT
RMVISART	1674	1674	RMNUMVISIT
RMVISHIST	1674	1674	RMNUMVISIT
RMVISARBGD	1674	1674	RMNUMVISIT
RMVISZOOAQ	1674	1674	RMNUMVISIT
RMVISNATCTR	1674	1674	RMNUMVISIT
RMVISGEN	1674	1674	RMNUMVISIT
RMVISOTH_GEN	41	1674	RMNUMVISIT
RMVISOTH_TRN	1473	1674	RMNUMVISIT
RMVISOTHER	1674	1674	RMNUMVISIT
RMVISOTH_ANY	1473	1674	RMNUMVISIT
RMTRAVTIMEHR	1473	1473	NRFU, RMNUMVISIT
RMTRAVTIMEMN	1465	1473	NRFU, RMNUMVISIT
RMRVCOST	1473	1473	NRFU, RMNUMVISIT
RMRVISWSELF	1473	1473	NRFU, RMNUMVISIT
RMRVISWFAM	1473	1473	NRFU, RMNUMVISIT
RMRVISWFRND	1473	1473	NRFU, RMNUMVISIT
RMRVISWWRK	1473	1473	NRFU, RMNUMVISIT
RMRVISWCLS	1473	1473	NRFU, RMNUMVISIT
RMRVISWOTH	1473	1473	NRFU, RMNUMVISIT

RMRVISTYPE: On your most recent visit to a museum, what type of museum did you visit? [M05]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
SCIENCE OR TECHNOLOGY CENTER OR MUSEUM	1	75	2.0	2,995,281	1.3
CHILDRENS OR YOUTH MUSEUM	2	62	1.7	1,918,419	0.8
NATURAL HISTORY OR ANTHROPOLOGY MUSEUM	3	58	1.6	1,730,230	0.7
ART MUSEUM OR GALLERY	4	298	8.0	7,950,202	3.4
HISTORY MUSEUM, HISTORIC HOUSE, OR HISTORICAL SOCIETY	5	318	8.5	8,456,889	3.6
ARBORETUM OR BOTANICAL GARDEN	6	140	3.7	4,458,161	1.9
ZOO OR AQUARIUM	7	205	5.5	8,456,318	3.6
NATURE CENTER	8	186	5.0	5,875,007	2.5
GENERAL MUSEUM	9	62	1.7	2,277,534	1
OTHER	10	56	1.5	1,808,870	0.8
MISSING	-999	2064	55.2	80,900,203	34.4
REFUSED	-888	1	0.0	14,886	0
DONT KNOW	-777	12	0.3	363,068	0.2
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RMVISSCITEC: On your most recent visit to a museum, what type of museum did you visit: science or technology center or museum. [M05.1]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	1401	37.5	140,423,928	59.7
YES	1	273	7.3	13,874,398	5.9
MISSING	-999	2064	55.2	80,900,203	34.4

RMVISCHILD: On your most recent visit to a museum, what type of museum did you visit: children's or youth museum. [M05.2]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	1435	38.4	142,744,095	60.7
YES	1	239	6.4	11,554,232	4.9
MISSING	-999	2064	55.2	80,900,203	34.4

RMVISNHANT: On your most recent visit to a museum, what type of museum did you visit: natural history or anthropology museum. [M05.3]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	1467	39.2	145,102,908	61.7
YES	1	206	5.5	9,077,786	3.9
DONT KNOW	-777	1	0.0	117,633	0.1
MISSING	-999	2064	55.2	80,900,203	34.4

RMVISART: On your most recent visit to a museum, what type of museum did you visit: art museum or gallery. [M05.4]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	1037	27.7	124,267,124	52.8
YES	1	637	17	30,031,202	12.8
MISSING	-999	2064	55.2	80,900,203	34.4

RMVISHIST: On your most recent visit to a museum, what type of museum did you visit: history museum, historic house of historical society. [M05.5]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	1032	27.6	126,931,425	54
YES	1	640	17.1	27,315,441	11.6
REFUSED	-888	1	0.0	17,456	0
DONT KNOW	-777	1	0.0	34,004	0
MISSING	-999	2064	55.2	80,900,203	34.4

RMVISARBGD: On your most recent visit to a museum, what type of museum did you visit: arboretum or botanical garden. [M05.6]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	1253	33.5	134,773,713	57.3
YES	1	421	11.3	19,524,613	8.3
MISSING	-999	2064	55.2	80,900,203	34.4

RMVISZOOAQ: On your most recent visit to a museum, what type of museum did you visit: zoo or aquarium. [M05.7]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	1211	32.4	123,188,814	52.4
YES	1	463	12.4	31,109,513	13.2
MISSING	-999	2064	55.2	80,900,203	34.4

RMVISNATCTR: On your most recent visit to a museum, what type of museum did you visit: nature center. [M05.8]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	1111	29.7	121,916,617	51.8
YES	1	560	15	32,320,770	13.7
DONT KNOW	-777	5	0.1	60,939	0
MISSING	-999	2064	55.2	80,900,203	34.4

RMVISGEN: On your most recent visit to a museum, what type of museum did you visit: general museum. [M05.9]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	1307	35	138,829,017	59
YES	1	359	9.6	14,812,430	6.3
DONT KNOW	-777	8	0.2	656,879	0.3
MISSING	-999	2064	55.2	80,900,203	34.4

RMVISOTH_GEN: On your most recent visit to a museum, what type of museum did you visit: general museum, derived from "Other". [M05.9]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
YES	1	41	1.1	1,277,562	0.5
MISSING	-999	3496	93.5	125,927,507	53.5
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RMVISOTH_TRN: On your most recent visit to a museum, what type of museum did you visit: transportation museum. [M05.10]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	1446	38.7	45,312,227	19.3
YES	1	27	0.7	992,638	0.4
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9
MISSING	-999	2064	55.2	80,900,203	34.4

RMVISOTHER: On your most recent visit to a museum, what type of museum did you visit: other, non-specified. [M05.10]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	3606	96.5	230,900,453	98.2
YES	1	131	3.5	4,280,258	1.8
MISSING	-999	2064	55.2	80,900,203	34.4

RMVISOTH_ANY: On your most recent visit to a museum, what type of museum did you visit: other, non-specified. [M05.10]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
YES	1	1473	39.4	46,304,865	19.7
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9
MISSING	-999	2064	55.2	80,900,203	34.4

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

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
0 [Minimum reported value]	0	1016	27.2	33,256,786	14.1
...					
9 [Maximum reported value]	9	3	0.1	68,034	0
PART OF A VACATION OR BUSINESS TRIP	7777	172	4.6	5,065,215	2.2
MISSING	-999	2064	55.2	80,900,203	34.4
REFUSED	-888	1	0.0	30,737	0
DONT KNOW	-777	4	0.1	184,072	0.1
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

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

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
0 [Minimum reported value]	0	191	5.1	5,532,602	2.4
...					
59 [Maximum reported value]	59	1	0.0	8,463	0
PART OF A VACATION OR BUSINESS TRIP	7777	161	4.3	4,728,193	2
MISSING	-999	2072	55.4	81,207,350	34.5
REFUSED	-888	1	0	30,737	0
DONT KNOW	-777	4	0.1	184,072	0.1
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RMRVCOST: On your most recent visit, how much did you pay for your admission? [M09]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NOTHING, BECAUSE IT IS FREE	1	704	18.8	23,068,907	9.8
NOTHING, BECAUSE YOU ARE A MEMBER	2	150	4.0	3,536,238	1.5
LESS THAN $5.00	3	48	1.3	1,240,412	0.5
$5.00 OR MORE, BUT LESS THAN $10.00	4	171	4.6	5,239,598	2.2
$10.00 OR MORE, BUT LESS THAN $20.00	5	208	5.6	7,219,249	3.1
$20 OR MORE	6	146	3.9	4,735,588	2
MISSING	-999	2064	55.2	80,900,203	34.4
REFUSED	-888	1	0.0	17,456	0
DONT KNOW	-777	45	1.2	1,247,416	0.5
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RMRVISWSELF: On your most recent visit to a museum, who went with you: self. [M06.1]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	1216	32.5	39,405,794	16.8
YES	1	257	6.9	6,899,071	2.9
MISSING	-999	2064	55.2	80,900,203	34.4
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RMRVISWFAM: On your most recent visit to a museum, who went with you: family member. [M06.2]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	576	15.4	18,760,080	8
YES	1	897	24.0	27,544,785	11.7
MISSING	-999	2064	55.2	80,900,203	34.4
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RMRVISWFRND: On your most recent visit to a museum, who went with you: friend. [M06.3]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	1226	32.8	36,853,162	15.7
YES	1	247	6.6	9,451,703	4
MISSING	-999	2064	55.2	80,900,203	34.4
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RMRVISWWRK: On your most recent visit to a museum, who went with you: colleagues or people I work with. [M06.4]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	1435	38.4	44,927,966	19.1
YES	1	38	1.0	1,376,899	0.6
MISSING	-999	2064	55.2	80,900,203	34.4
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RMRVISWCLS: On your most recent visit to a museum, who went with you: class, tour, group. [M06.5]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	1406	37.6	44,557,430	18.9
YES	1	67	1.8	1,747,435	0.7
MISSING	-999	2064	55.2	80,900,203	34.4
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RMRVISWOTH: On your most recent visit to a museum, who went with you: others, specified. [M06.6]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	1452	38.8	45,599,162	19.4
YES	1	21	0.6	705,704	0.3
MISSING	-999	2064	55.2	80,900,203	34.4
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

Museum Activity Variables

Skip pattern information for museum activity variables.

Variable	Responses	Asked Of	Screener(s)
RMACTBROWSE	1473	1473	NRFU, RMNUMVISIT
RMACTEXHIB	1473	1473	NRFU, RMNUMVISIT
RMACTSPKEMP	1473	1473	NRFU, RMNUMVISIT
RMACTGDTOUR	1473	1473	NRFU, RMNUMVISIT
RMACTGIFTSP	1473	1473	NRFU, RMNUMVISIT
RMACTEVENT	1473	1473	NRFU, RMNUMVISIT
RMACTRESRCH	1473	1473	NRFU, RMNUMVISIT
RMACTFOOD	1473	1473	NRFU, RMNUMVISIT
RMACTMOVIE	1473	1473	NRFU, RMNUMVISIT
RMACTOTHER	1473	1473	NRFU, RMNUMVISIT

RMACTBROWSE: Which of the following have you done at a museum in the past month: browsed on your own? [M03.a]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	198	5.3	6,038,099	2.6
YES	1	1275	34.1	40,266,766	17.1
MISSING	-999	2064	55.2	80,900,203	34.4
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RMACTEXHIB: Which of the following have you done at a museum in the past month: viewed a specific exhibit, collection, or display? [M03.b]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	588	15.7	19,900,856	8.5
YES	1	880	23.5	26,282,235	11.2
MISSING	-999	2064	55.2	80,900,203	34.4
DONT KNOW	-777	5	0.1	121,774	0.1
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RMACTSPKEMP: Which of the following have you done at a museum in the past month: spoken with a museum employee or guide about the exhibit or collection? [M03.c]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	703	18.8	24,765,409	10.5
YES	1	770	20.6	21,539,456	9.2
MISSING	-999	2064	55.2	80,900,203	34.4
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RMACTGDTOUR: Which of the following have you done at a museum in the past month: participated in a guided tour? [M03.d]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	1085	29.0	34,909,670	14.8
YES	1	387	10.4	11,373,177	4.8
MISSING	-999	2064	55.2	80,900,203	34.4
DONT KNOW	-777	1	0	22,018	0
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RMACTGIFTSP: Which of the following have you done at a museum in the past month: purchased items from the gift shop? [M03.e]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	974	26.1	31,690,497	13.5
YES	1	498	13.3	14,421,316	6.1
MISSING	-999	2064	55.2	80,900,203	34.4
DONT KNOW	-777	1	0	193,052	0.1
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RMACTEVENT: Which of the following have you done at a museum in the past month: attended a special event, lecture, class or workshop? [M03.f]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	1134	30.3	36,471,863	15.5
YES	1	339	9.1	9,833,002	4.2
MISSING	-999	2064	55.2	80,900,203	34.4
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RMACTRESRCH: Which of the following have you done at a museum in the past month: completed an academic assignment or research? [M03.g]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	1328	35.5	40,588,792	17.3
YES	1	145	3.9	5,716,073	2.4
MISSING	-999	2064	55.2	80,900,203	34.4
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RMACTFOOD: Which of the following have you done at a museum in the past month: visited the museum restaurant or coffee shop? [M03.h]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	973	26.0	31,312,831	13.3
YES	1	500	13.4	14,992,034	6.4
MISSING	-999	2064	55.2	80,900,203	34.4
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RMACTMOVIE: Which of the following have you done at a museum in the past month: visited an IMAX or movie theater? [M03.i]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	1167	31.2	35,352,187	15
YES	1	305	8.2	10,925,616	4.6
MISSING	-999	2064	55.2	80,900,203	34.4
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RMACTOTHER: Which of the following have you done at a museum in the past month: other activity, specified? [M03.j]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	1313	35.1	41,166,306	17.5
YES	1	158	4.2	5,094,324	2.2
MISSING	-999	2064	55.2	80,900,203	34.4
REFUSED	-888	1	0	27,063	0
DONT KNOW	-777	1	0	17,171	0
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

Museum Web Site Variables

Skip pattern information for museum web site variables.

Variable	Responses	Asked Of	Screener(s)
RMWBACCESS	3738	3738	
RMWBNUMACC	431	470	NRFU, RMWEBACCESS
RMWBEXHIB	431	470	NRFU, RMWEBACCESS
RMWBPLAN	431	470	NRFU, RMWEBACCESS
RMWBTOPIC	431	470	NRFU, RMWEBACCESS
RMWBEDUC	431	470	NRFU, RMWEBACCESS
RMWBGIFT	431	470	NRFU, RMWEBACCESS
RMWBTOUR	431	470	NRFU, RMWEBACCESS
RMWBSTAFF	431	470	NRFU, RMWEBACCESS
RMWBCOMMT	431	470	NRFU, RMWEBACCESS
RMWBOTHER	431	470	NRFU, RMWEBACCESS
RMWBOTH_NS	431	470	NRFU, RMWEBACCESS

RMWBACCESS: Other than while you were at a museum, have you accessed a museum website in the past month? [M10A]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	3268	87.4	211,118,248	89.8
YES	1	461	12.3	23,702,593	10.1
DONT KNOW	-777	9	0.2	377,690	0.2

RMWBNUMACC: About how many times have you accessed a museum website in the past month? [M10B]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
1 [Minimum reported value]	1	122	3.3	3,779,437	1.6
...					
100 [Maximum reported value]	100	2	0.1	63,026	0
MISSING	-999	3106	83.1	115,169,009	49
DONT KNOW	-777	3	0.1	63,377	0
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RMWBEXHIB: Which of the following did you do on a museum website in the past month? Please answer yes or no to each option. Did you search the collection online or view an online exhibit? [M10C.a]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	190	5.1	5,682,529	2.4
YES	1	241	6.4	6,353,531	2.7
MISSING	-999	3106	83.1	115,169,009	49
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RMWBPLAN: Which of the following did you do on a museum website in the past month? Please answer yes or no to each option. Did you plan your visit, such as checking hours, parking, or admission fees? [M10C.b]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	142	3.8	3,614,086	1.5
YES	1	288	7.7	8,404,672	3.6
MISSING	-999	3106	83.1	115,169,009	49
DONT KNOW	-777	1	0.0	17,303	0
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RMWBTOPIC: Which of the following did you do on a museum website in the past month? Please answer yes or no to each option. Did you learn about a specific topic in the collection? [M10C.c]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	181	4.8	5,122,275	2.2
YES	1	249	6.7	6,894,295	2.9
MISSING	-999	3106	83.1	115,169,009	49
DONT KNOW	-777	1	0.0	19,490	0
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RMWBEDUC: Which of the following did you do on a museum website in the past month? Please answer yes or no to each option. Did you access educational materials, including teacher and student resources? [M10C.d]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	300	8.0	8,429,246	3.6
YES	1	131	3.4	3,606,814	1.5
MISSING	-999	3106	83.1	115,169,009	49
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RMWBGIFT: Which of the following did you do on a museum website in the past month? Please answer yes or no to each option. Did you purchase items from the museum store or gift shop? [M10C.e]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	391	10.5	11,080,087	4.7
YES	1	40	1.1	955,972	0.4
MISSING	-999	3106	83.1	115,169,009	49
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RMWBTOUR: Which of the following did you do on a museum website in the past month? Please answer yes or no to each option. Did you download a podcast or audio tour? [M10C.f]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	397	10.6	11,253,853	4.8
YES	1	33	0.9	764,904	0.3
MISSING	-999	3106	83.1	115,169,009	49
DONT KNOW	-777	1	0.0	17,303	0
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RMWBSTAFF: Which of the following did you do on a museum website in the past month? Please answer yes or no to each option. Did you contact or talk with museum staff? [M10C.e]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	347	9.3	9,229,616	3.9
YES	1	84	2.2	2,806,444	1.2
MISSING	-999	3307	88.5	223,162,470	94.9

RMWBCOMMT: Which of the following did you do on a museum website in the past month? Please answer yes or no to each option. Did you leave a comment? [M10C.h]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	398	10.6	11,195,831	4.8
YES	1	32	0.9	822,926	0.3
MISSING	-999	3106	83.1	115,169,009	49
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RMWBOTHER: Which of the following did you do on a museum website in the past month? Please answer yes or no to each option. Did you other, specified? [M10C.i]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	341	9.1	9,454,162	4
YES	1	89	2.4	2,565,968	1.1
MISSING	-999	3106	83.1	115,169,009	49
DONT KNOW	-777	1	0.0	15,929	0
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RMWBOTH_NS: Which of the following did you do on a museum website in the past month? Please answer yes or no to each option. Did you other, not specified? [M10C.e]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	415	11.1	11,743,272	5
YES	1	16	0.4	292,788	0.1
MISSING	-999	3106	83.1	115,169,009	49
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

Museum Importance Variables

Skip pattern information for museum importance variables.

Variable	Responses	Asked Of	Screener(s)
RMIMPPHMAT	1617	1617	NRFU, RMNUMVISIT
RMIMPELMAT	1617	1617	NRFU, RMNUMVISIT
RMIMPCONSRV	1617	1617	NRFU, RMNUMVISIT
RMIMPSTAFF	1617	1617	NRFU, RMNUMVISIT
RMIMPPROCH	1617	1617	NRFU, RMNUMVISIT
RMIMPPROYA	1617	1617	NRFU, RMNUMVISIT
RMIMPPROAD	1617	1617	NRFU, RMNUMVISIT

RMIMPPHMAT: On a scale from 0 to 10, with 10 being the most important and 0 being least important, please indicate how important it is for museums to provide material objects to view and learn about? [M12.a]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
LEAST IMPORTANT	0	8	0.2	163,839	0.1
1	1	3	0.1	122,999	0.1
2	2	4	0.1	75,352	0
3	3	1	0.0	32,335	0
4	4	3	0.1	47,199	0
5	5	51	1.4	1,985,670	0.8
6	6	21	0.6	1,067,268	0.5
7	7	109	2.9	5,231,196	2.2
8	8	234	6.3	6,647,508	2.8
9	9	166	4.4	4,934,658	2.1
MOST IMPORTANT	10	1011	27.0	30,797,781	13.1
MISSING	-999	1920	51.4	75,987,176	32.3
REFUSED	-888	2	0.1	27,319	0
DONT KNOW	-777	4	0.1	84,768	0
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RMIMPPHMAT: On a scale from 0 to 10, with 10 being the most important and 0 being least important, please indicate how important it is for museums to provide electronic or digital media about their collection? [M12.b]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
LEAST IMPORTANT	0	509	13.6	15,687,016	6.7
1	1	5	0.1	132,124	0.1
2	2	11	0.3	431,921	0.2
3	3	26	0.7	1,030,462	0.4
4	4	24	0.6	1,072,028	0.5
5	5	186	5.0	6,644,164	2.8
6	6	100	2.7	3,267,013	1.4
7	7	207	5.5	6,425,618	2.7
8	8	346	9.3	9,443,252	4
9	9	159	4.3	5,359,327	2.3
MOST IMPORTANT	10	24	0.6	832,238	0.4
MISSING	-999	1920	51.4	75,987,176	32.3
REFUSED	-888	3	0.1	52,257	0
DONT KNOW	-777	17	0.5	840,472	0.4
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RMIMPCONSRV: On a scale from 0 to 10, with 10 being the most important and 0 being least important, please indicate how important it is for museums to provide conservation of and care for collections of artifacts? [M12.c]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
LEAST IMPORTANT	0	509	13.6	288,335	0.1
1	1	5	0.1	105,980	0
2	2	11	0.3	82,029	0
3	3	26	0.7	166,701	0.1
4	4	24	0.6	237,968	0.1
5	5	186	5.0	1,316,310	0.6
6	6	100	2.7	1,321,715	0.6
7	7	207	5.5	2,299,716	1
8	8	346	9.3	4,976,313	2.1
9	9	159	4.3	4,937,027	2.1
MOST IMPORTANT	10	24	0.6	34,931,020	14.9
MISSING	-999	1920	51.4	75,987,176	32.3
REFUSED	-888	1	0	11,145	0
DONT KNOW	-777	10	0.3	543,634	0.2
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RMIMPSTAFF: On a scale from 0 to 10, with 10 being the most important and 0 being least important, please indicate how important it is for museums to provide trained museum staff to help people find and learn about their collections? [M12.d]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
LEAST IMPORTANT	0	509	13.6	126,154	0.1
1	1	5	0.1	53,492	0
2	2	11	0.3	53,793	0
3	3	26	0.7	151,056	0.1
4	4	24	0.6	208,075	0.1
5	5	186	5.0	2,159,115	0.9
6	6	100	2.7	1,159,025	0.5
7	7	207	5.5	4,235,374	1.8
8	8	346	9.3	7,873,091	3.3
9	9	159	4.3	5,230,872	2.2
MOST IMPORTANT	10	24	0.6	29,838,791	12.7
MISSING	-999	1920	51.4	75,987,176	32.3
REFUSED	-888	2	0.1	27,319	0
DONT KNOW	-777	5	0.1	101,733	0
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RMIMPPROCH: On a scale from 0 to 10, with 10 being the most important and 0 being least important, please indicate how important it is for museums to programs for children? [M12.e]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
LEAST IMPORTANT	0	11	0.3	260,747	0.1
1	1	5	0.1	115,607	0
2	2	4	0.1	194,035	0.1
3	3	5	0.1	58,340	0
4	4	7	0.2	105,774	0
5	5	56	1.5	2,411,837	1
6	6	34	0.9	1,250,351	0.5
7	7	91	2.4	3,037,961	1.3
8	8	212	5.7	6,278,860	2.7
9	9	168	4.5	4,995,522	2.1
MOST IMPORTANT	10	1019	27.3	32,410,163	13.8
MISSING	-999	1920	51.4	75,987,176	32.3
REFUSED	-888	2	0.1	27,319	0
DONT KNOW	-777	3	0.1	71,376	0
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RMIMPPROYA: On a scale from 0 to 10, with 10 being the most important and 0 being least important, please indicate how important it is for museums to provide programs for teenagers and young adults? [M12.f]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
LEAST IMPORTANT	0	12	0.3	256,384	0.1
1	1	6	0.2	301,061	0.1
2	2	6	0.2	111,966	0
3	3	8	0.2	282,039	0.1
4	4	13	0.3	442,197	0.2
5	5	73	2.0	2,785,272	1.2
6	6	56	1.5	1,507,504	0.6
7	7	127	3.4	4,205,606	1.8
8	8	295	7.9	8,141,753	3.5
9	9	185	4.9	6,582,029	2.8
MOST IMPORTANT	10	829	22.2	26,347,347	11.2
MISSING	-999	1920	51.4	75,987,176	32.3
REFUSED	-888	2	0.1	27,319	0
DONT KNOW	-777	5	0.1	227,415	0.1
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RMIMPPROAD: On a scale from 0 to 10, with 10 being the most important and 0 being least important, please indicate how important it is for museums to provide programs for older adults? [M12.g]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
LEAST IMPORTANT	0	17	0.5	630,670	0.3
1	1	7	0.2	158,278	0.1
2	2	13	0.3	276,777	0.1
3	3	10	0.3	434,352	0.2
4	4	10	0.3	347,910	0.1
5	5	110	2.9	4,140,790	1.8
6	6	84	2.2	3,197,527	1.4
7	7	179	4.8	6,584,622	2.8
8	8	306	8.2	8,659,654	3.7
9	9	173	4.6	5,180,412	2.2
MOST IMPORTANT	10	697	18.6	21,309,679	9.1
MISSING	-999	1920	51.4	75,987,176	32.3
REFUSED	-888	3	0.1	43,248	0
DONT KNOW	-777	8	0.2	253,973	0.1
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

Museum Nonuser Variables

Variables with names beginning with **RNM** pertain to respondents who are not users of museums.

Skip pattern information for museum non-user variables.

Variable	Responses	Asked Of	Screener(s)
RNMLASTVIS	1357	1357	NRFU, RMNUMVISIT
RNMNDKLOC	1357	1357	NRFU, RMNUMVISIT
RNMNTRAVL	1357	1357	NRFU, RMNUMVISIT
RNMNOUTPLC	1357	1357	NRFU, RMNUMVISIT
RNMNNOONE	1357	1357	NRFU, RMNUMVISIT
RNMNCHCARE	1357	1357	NRFU, RMNUMVISIT
RNMNHEALTH	1357	1357	NRFU, RMNUMVISIT
RNMNNOMUS	1357	1357	NRFU, RMNUMVISIT
RNMNNOSAFE	1357	1357	NRFU, RMNUMVISIT
RNMNPOORQL	1357	1357	NRFU, RMNUMVISIT
RNMNTIME	1357	1357	NRFU, RMNUMVISIT
RNMNCOST	1357	1357	NRFU, RMNUMVISIT
RNMYEVENT	1357	1357	NRFU, RMNUMVISIT
RNMYCLASS	1357	1357	NRFU, RMNUMVISIT
RNMYEXHBT	1357	1357	NRFU, RMNUMVISIT
RNMYRESRCH	1357	1357	NRFU, RMNUMVISIT
RNMYSTAFF	1357	1357	NRFU, RMNUMVISIT
RNMYGTOUR	1357	1357	NRFU, RMNUMVISIT
RNMYGIFTSP	1357	1357	NRFU, RMNUMVISIT
RNMYFOOD	1357	1357	NRFU, RMNUMVISIT
RNMYMOVIE	1357	1357	NRFU, RMNUMVISIT
RNMYOTHER	1357	1357	NRFU, RMNUMVISIT
RNMYOTH_CD	1357	1357	NRFU, RMNUMVISIT
RNMVALMO_CD	1357	1357	NRFU, RMNUMVISIT

RNMLASTVIS: How many years has it been since you visited a museum? [NUM01]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
1 [Minimum reported value]	1	179	4.8	6,257,842	2.7
...					
88 [Maximum reported value]	88	1	0.0	23,644	0
IVE NEVER BEEN TO A MUSEUM	7777	137	3.7	7,515,794	3.2
MISSING	-999	2180	58.3	70,761,370	30.1
DONT KNOW	-777	62	1.7	2,444,849	1
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RNMNDKLOC: I'm going to read a list of reasons why some people do not go to museums. Please tell me which reasons, if any, are true for you: I don't know where the nearest museum is. [NUM02.a]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	1049	28.1	41,356,221	17.6
YES	1	301	8.1	14,898,544	6.3
MISSING	-999	2180	58.3	70,761,370	30.1
DONT KNOW	-777	7	0.2	188,934	0.1
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RNMNTRAVL: I'm going to read a list of reasons why some people do not go to museums. Please tell me which reasons, if any, are true for you: it is difficult to get to the museum using public transportation. [NUM02.b]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	909	24.3	38,386,347	16.3
YES	1	383	10.2	15,923,412	6.8
MISSING	-999	2180	58.3	70,761,370	30.1
DONT KNOW	-777	65	1.7	2,133,939	0.9
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RNMNOUTPLC: I'm going to read a list of reasons why some people do not go to museums. Please tell me which reasons, if any, are true for you: I feel uncomfortable or out of place in the museum. [NUM02.c]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	1279	34.2	52,232,820	22.2
YES	1	62	1.7	3,701,688	1.6
MISSING	-999	2180	58.3	70,761,370	30.1
DONT KNOW	-777	16	0.4	509,191	0.2
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RNMNNOONE: I'm going to read a list of reasons why some people do not go to museums. Please tell me which reasons, if any, are true for you: there is no one who would go with me. [NUM02.d]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	1110	29.7	45,378,144	19.3
YES	1	239	6.4	10,758,070	4.6
MISSING	-999	2180	58.3	70,761,370	30.1
DONT KNOW	-777	8	0.2	307,485	0.1
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RNMNCHCARE: I'm going to read a list of reasons why some people do not go to museums. Please tell me which reasons, if any, are true for you: I have child care responsibilities. [NUM02.e]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	1196	32.0	48,181,948	20.5
YES	1	159	4.3	8,229,212	3.5
MISSING	-999	2180	58.3	70,761,370	30.1
REFUSED	-888	1	0.0	21,821	0
DONT KNOW	-777	1	0.0	10,717	0
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RNMNHEALTH: I'm going to read a list of reasons why some people do not go to museums. Please tell me which reasons, if any, are true for you: health problems or a disability prevent me from going. [NUM02.f]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	994	26.6	43,659,341	18.6
YES	1	362	9.7	12,682,654	5.4
MISSING	-999	2180	58.3	70,761,370	30.1
DONT KNOW	-777	1	0.0	101,703	0
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RNMNNOMUS: I'm going to read a list of reasons why some people do not go to museums. Please tell me which reasons, if any, are true for you: there is no museum nearby. [NUM02.g]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	841	22.5	33,876,929	14.4
YES	1	463	12.4	20,180,795	8.6
MISSING	-999	2180	58.3	70,761,370	30.1
DONT KNOW	-777	53	1.4	2,385,975	1
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RNMNNOSAFE: I'm going to read a list of reasons why some people do not go to museums. Please tell me which reasons, if any, are true for you: the location is not in a safe area. [NUM02.h]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	1157	31.0	47,740,527	20.3
YES	1	125	3.3	5,313,511	2.3
MISSING	-999	2180	58.3	70,761,370	30.1
DONT KNOW	-777	75	2.0	3,389,661	1.4
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RNMNPOORQL: I'm going to read a list of reasons why some people do not go to museums. Please tell me which reasons, if any, are true for you: the quality of the museum is poor. [NUM02.i]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	1177	31.5	47,948,424	20.4
YES	1	55	1.5	2,632,345	1.1
MISSING	-999	2180	58.3	70,761,370	30.1
REFUSED	-888	4	0.1	288,284	0.1
DONT KNOW	-777	121	3.2	5,574,645	2.4
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RNMNTIME: I'm going to read a list of reasons why some people do not go to museums. Please tell me which reasons, if any, are true for you: it is difficult to find time to go to the museum. [NUM02.j]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	643	17.2	25,518,957	10.8
YES	1	711	19.0	30,857,521	13.1
MISSING	-999	2180	58.3	70,761,370	30.1
REFUSED	-888	1	0.0	18,930	0
DONT KNOW	-777	2	0.1	48,290	0
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RNMNCOST: I'm going to read a list of reasons why some people do not go to museums. Please tell me which reasons, if any, are true for you: the museum is too expensive. [NUM02.k]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	1032	27.6	40,610,935	17.3
YES	1	207	5.5	10,040,849	4.3
MISSING	-999	2180	58.3	70,761,370	30.1
DONT KNOW	-777	118	3.2	5,791,914	2.5
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RNMYEVENT: People go to museums for many reasons. Please say "yes" if you might go to a museum for any of the following reasons: attend a special event. [NUM03.a]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	446	11.9	17,636,917	7.5
YES	1	900	24.1	38,151,068	16.2
MISSING	-999	2180	58.3	70,761,370	30.1
DONT KNOW	-777	11	0.3	655,713	0.3
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RNMYCLASS: People go to museums for many reasons. Please say "yes" if you might go to a museum for any of the following reasons: attend a lecture, class or workshop. [NUM03.b]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	739	19.8	30,508,037	13
YES	1	610	16.3	25,053,646	10.7
MISSING	-999	2180	58.3	70,761,370	30.1
DONT KNOW	-777	8	0.2	882,016	0.4
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RNMYEXHBT: People go to museums for many reasons. Please say "yes" if you might go to a museum for any of the following reasons: view a specific exhibit, collection or display. [NUM03.c]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	389	10.4	17,408,078	7.4
YES	1	957	25.6	38,519,329	16.4
MISSING	-999	2180	58.3	70,761,370	30.1
DONT KNOW	-777	11	0.3	516,292	0.2
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RNMYRESRCH: People go to museums for many reasons. Please say "yes" if you might go to a museum for any of the following reasons: complete an academic assignment or do research. [NUM03.d]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	852	22.8	32,174,384	13.7
YES	1	500	13.4	24,061,799	10.2
MISSING	-999	2180	58.3	70,761,370	30.1
DONT KNOW	-777	5	0.1	207,516	0.1
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RNMYSTAFF: People go to museums for many reasons. Please say "yes" if you might go to a museum for any of the following reasons: speak to a museum employee or guide about the exhibit or collection. [NUM03.e]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	751	20.1	31,037,135	13.2
YES	1	598	16.0	24,974,090	10.6
MISSING	-999	2180	58.3	70,761,370	30.1
DONT KNOW	-777	8	0.2	432,474	0.2
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RNMYGTOUR: People go to museums for many reasons. Please say "yes" if you might go to a museum for any of the following reasons: participate in a guided tour. [NUM03.f]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	531	14.2	22,170,400	9.4
YES	1	822	22.0	33,956,556	14.4
MISSING	-999	2180	58.3	70,761,370	30.1
DONT KNOW	-777	4	0.1	316,743	0.1
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RNMYGIFTSP: People go to museums for many reasons. Please say "yes" if you might go to a museum for any of the following reasons: purchase items from the museum store or gift shop. [NUM03.g]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	758	20.3	31,844,498	13.5
YES	1	588	15.7	23,888,091	10.2
MISSING	-999	2180	58.3	70,761,370	30.1
DONT KNOW	-777	11	0.3	711,109	0.3
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RNMYFOOD: People go to museums for many reasons. Please say "yes" if you might go to a museum for any of the following reasons: use the museum restaurant or coffee shop. [NUM03.h]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	862	23.1	34,712,121	14.8
YES	1	486	13.0	21,197,462	9
MISSING	-999	2180	58.3	70,761,370	30.1
DONT KNOW	-777	9	0.2	534,116	0.2
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RNMYMOVIE: People go to museums for many reasons. Please say "yes" if you might go to a museum for any of the following reasons: visit an IMAX or movie theater. [NUM03.i]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	596	15.9	22,336,741	9.5
YES	1	750	20.1	33,821,726	14.4
MISSING	-999	2180	58.3	70,761,370	30.1
REFUSED	-888	1	0.0	20,217	0
DONT KNOW	-777	10	0.3	265,015	0.1
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RNMYOTHER: Are there any other reasons you might go? [NUM03_OTH1]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	861	23.0	36,648,483	15.6
YES	1	485	13.0	19,142,982	8.1
MISSING	-999	2180	58.3	70,761,370	30.1
DONT KNOW	-777	11	0.3	652,234	0.3
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RNMYOTH_CD: What is that reason? See RNMYOTHER.

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
VIEW EXHIBIT, COLLECTION, DISPLAY	1	441	11.8	16,749,014	7.1
PARTICIPATE IN A GUIDED TOUR	2	758	20.3	32,112,542	13.7
RESEARCH/BROWSE ALONE OR WITH FAMILY/FRIENDS	3	81	2.2	3,789,340	1.6
NON-SPECIFIED	4	59	1.6	2,909,729	1.2
ATTEND A SPECIAL EVENT	5	7	0.2	230,838	0.1
MISSING	-999	2180	58.3	70,761,370	30.1
DONT KNOW	-777	11	0.3	652,234	0.3
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RNMVALMO_CD: What do you value most about museums? Recoded version of RNMVALMOST. [NUM04]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
EXHIBITS, DISPLAYS AND EVENTS	1	280	7.5	10,617,145	4.5
HISTORY/CULTURAL INFORMATION OR FAMILY ENTERTAINMENT	2	581	15.5	23,599,631	10
PUBLIC ACCESS/AVAILABILITY	3	115	3.1	4,634,044	2
BROWSE	4	40	1.1	1,430,156	0.6
NON-SPECIFIED	5	60	1.6	2,329,257	1
DOES NOT VALUE ANYTHING	77	105	2.8	4,250,584	1.8
MISSING	-999	2180	58.3	70,761,370	30.1
REFUSED	-888	6	0.2	187,486	0.1
DONT KNOW	-777	170	4.5	9,395,395	4
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

Respondent General Computing Variables

Variables with names beginning with **RGC** pertain to the respondent's general use of computers and the internet. For **RGC** variables, cases with the value label NOT APPLICABLE should be excluded from analyses.

Skip pattern information for respondent general computing variables.

Variable	Responses	Asked Of	Screener(s)
RGCPCOMP	3738	3738	
RGCCELLPH	3738	3738	
RGCSMRTPH	3247	3537	NRFU
RGCEREADER	3738	3738	
RGCTABLET	3738	3738	
RGCHOMENET	3537	3537	NRFU
RGCACCWORK	3537	3537	NRFU
RGCACCSCHL	3537	3537	NRFU
RGCACCPLIB	3537	3537	NRFU
RGCACCOTHM	3537	3537	NRFU
RGCACCTRAV	3537	3537	NRFU
RGCACCCH_CTR_REC	3537	3537	NRFU
RGCACCCAFE_RST_REC	3537	3537	NRFU
RGCACCOTHER_REC	3537	3537	NRFU

RGCPCOMP: Do you have a desktop or laptop computer at home? [GC01.a]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	589	15.8	44,207,301	18.8
YES	1	3139	84.0	190,081,489	80.8
REFUSED	-888	8	0.2	880,391	0.4
DONT KNOW	-777	2	0.1	29,349	0

RGCPCELLPH: Do you have a cell phone? [GC01.b]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	296	7.9	13,851,435	5.9
YES	1	3432	91.8	219,607,493	93.4
REFUSED	-888	9	0.2	1,725,393	0.7
DONT KNOW	-777	1	0.0	14,208	0

RGCSMRTPH: Is your cell phone a smartphone? [GC02]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	1388	37.1	44,356,252	18.9
YES	1	1838	49.2	72,666,625	30.9
MISSING	-999	290	7.8	9,743,300	4.1
REFUSED	-888	4	0.1	89,646	0
DONT KNOW	-777	17	0.5	349,246	0.1
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RGCEREADER: Do you have a handheld device made primarily for e-book reading, such as a Nook or Kindle e-reader? [GC01.c]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	2456	65.7	158,350,225	67.3
YES	1	1268	33.9	75,867,347	32.3
REFUSED	-888	7	0.2	747,063	0.3
DONT KNOW	-777	7	0.2	233,895	0.1

RGCETABLET: Do you have a tablet computer, such as an iPad, Samsung Galaxy, Motorola Xoom, or Kindle Fire? [GC01.d]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	2213	59.2	136,234,789	57.9
YES	1	1510	40.4	97,068,322	41.3
REFUSED	-888	12	0.3	1,718,646	0.7
DONT KNOW	-777	3	0.1	176,772	0.1

RGCHOMENET: Do you access the Internet from home? [GC03]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	643	17.2	27,178,349	11.6
YES	1	2887	77.2	99,854,639	42.5
REFUSED	-888	6	0.2	151,947	0.1
DONT KNOW	-777	1	0.0	20,134	0
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RGCACCWORK: Do you access the Internet at any of the following locations outside the home: workplace? [GC06.a]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	1969	52.7	70,969,690	30.2
YES	1	1544	41.3	55,624,443	23.6
NOT APPLICABLE	2	16	0.4	401,418	0.2
REFUSED	-888	6	0.2	151,075	0.1
DONT KNOW	-777	2	0.1	58,442	0
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RGCACCSCHL: Do you access the Internet at any of the following locations outside the home: school? [GC06.b]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	2764	73.9	97,454,671	41.4
YES	1	732	19.6	28,381,298	12.1
NOT APPLICABLE	2	33	0.9	1,135,531	0.5
REFUSED	-888	6	0.2	169,618	0.1
DONT KNOW	-777	2	0.1	63,951	0
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RGCACCPLIB: Do you access the Internet at any of the following locations outside the home: public library? [GC06.c]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	2434	65.1	87,011,957	37
YES	1	1087	29.1	39,542,096	16.8
NOT APPLICABLE	2	8	0.2	445,531	0.2
REFUSED	-888	6	0.2	169,618	0.1
DONT KNOW	-777	2	0.1	35,867	0
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RGCACCOTHM: Do you access the Internet at any of the following locations outside the home: someone else's house? [GC06.f]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	1940	51.9	67,325,017	28.6
YES	1	1585	42.4	59,419,174	25.3
NOT APPLICABLE	2	3	0.1	88,669	0
REFUSED	-888	7	0.2	333,932	0.1
DONT KNOW	-777	2	0.1	38,276	0
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RGCACCTRAV: Do you access the Internet at any of the following locations outside the home: while traveling? [GC06.g]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	1668	44.6	63,593,124	27
YES	1	1856	49.7	63,248,044	26.9
NOT APPLICABLE	2	6	0.2	159,868	0.1
REFUSED	-888	6	0.2	142,500	0.1
DONT KNOW	-777	1	0.0	61,533	0
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RGCACCCH_CTR_REC: Do you access the Internet at any of the following locations outside the home: Consolidation of RGCACCOTH_CH and RGCACCCCTR. Set to YES if either component is YES. [GC06.g]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	3169	84.8	112,001,994	47.6
YES	1	349	9.3	14,397,737	6.1
NOT APPLICABLE	2	9	0.2	393,645	0.2
REFUSED	-888	7	0.2	333,932	0.1
DONT KNOW	-777	3	0.1	77,760	0
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RGCACCCAFE_RST_REC: Do you access the Internet at any of the following locations outside the home? Consolidation of RGCACCOTH_RST = restaurant or store and RGCACCCAFE = cafe. Set to YES if either component is YES. [GC06]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	2544	68.1	86,436,279	36.8
YES	1	977	26.1	40,132,746	17.1
NOT APPLICABLE	2	4	0.1	161,624	0.1
REFUSED	-888	7	0.2	333,932	0.1
DONT KNOW	-777	5	0.1	140,489	0.1
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

RGCACCOTHER_REC: Do you access the Internet at any of the following locations outside the home? Consolidation of RGCACCOTH_CAR, RGCACCOTH_HOS and RGCACCOTPL. Set to YES if any component is YES. [GC06]

Value Label	Value	Unweighted Count	Unweighted Percentage	Weighted Count	Weighted Percentage
NO	0	2902	77.6	105,050,915	44.7
YES	1	616	16.5	21,514,266	9.1
NOT APPLICABLE	2	3	0.1	79,744	0
REFUSED	-888	6	0.2	297,933	0.1
DONT KNOW	-777	10	0.3	262,210	0.1
LOGICAL_SKIP	-666	201	5.4	107,993,461	45.9

Household Variables

Weighted analyses should not be performed using these variables.

Household Demographic Variables

Skip pattern information for household demographic variables.

Variable	Responses	Asked Of	Screener(s)
RHNUMHH	3738	3738	
RHNUMADLT_REC	3537	3738	
CHNUMKID	3738	3738	
RHINCOME	3738	3738	
HHOMELANG	3537	3537	NRFU

RHNUMHH: Including yourself, how many people are living in your household? [D09]

Value Label	Value	Unweighted Count	Unweighted Percentage
Minimum: 1	1	813	21.7
... through			
15	15	1	0.0
REFUSED	-888	69	1.8
DONT KNOW	-777	2	0.1

RHNUMADLT_REC: How many of these [in the household] people are adults 18 years of age and older? [Recode of D09A]

Value Label	Value	Unweighted Count	Unweighted Percentage
1	1	201	5.4
2	2	935	25
3	3	1819	48.7
4	4	493	13.2
5	5	163	4.4
6+	6	44	1.2
REFUSED	-888	68	1.8
LOGICAL_SKIP	-666	201	5.4

CHNUMKID: How many children under age 18 are in your household? [CH01A]

Value Label	Value	Unweighted Count	Unweighted Percentage
Minimum = 0	0	2602	69.6
	1	453	12.1
Maximum = 14	14	1	0.0
REFUSED	-888	13	0.3
DONT KNOW	-777	1	0.0

RHINCOME: In studies like this, households are sometimes grouped according to income. What was the total income, before taxes, of all persons in your household in 2012 from all sources? [D11]

Value Label	Value	Unweighted Count	Unweighted Percentage
UNDER $15,000	1	304	8.1
FROM $15,000 TO LESS THAN $30,000	2	438	11.7
FROM $30,000 TO LESS THAN $50,000	3	535	14.3
FROM $50,000 TO LESS THAN $75,000	4	514	13.8
FROM $75,000 TO LESS THAN $100,000	5	330	8.8
FROM $100,000 TO LESS THAN $125,000	6	217	5.8
$125,000 OR MORE	7	403	10.8
REFUSED	-888	706	18.9
DONT KNOW	-777	291	7.8

HHOMELANG: What language is spoken most often in your household? [D08]

Value Label	Value	Unweighted Count	Unweighted Percentage
ENGLISH	1	3320	88.8
SPANISH	2	106	2.8
AN ASIAN OR PACIFIC ISLANDER LANGUAGE	3	37	1.0
OTHER, SPECIFY	4	61	1.6
REFUSED	-888	13	0.3
LOGICAL_SKIP	-666	201	5.4

Household Geographic Variables

Skip pattern information for household geographic variables.

Variable	Responses	Asked Of	Screener(s)
URBAN_RURAL_REC	3537	3537	NRFU
LOCALE	3261	3537	NRFU
NEARESTLIB_REC	3261	3537	NRFU
NEARESTMUS_REC	3261	3537	NRFU

URBAN_RURAL_REC: Urban/rural nature of residential location, using classification created by the National Center for Health Statistics. Derived from county in which address is located.

Value Label	Value	Unweighted Count	Unweighted Percentage
LARGE CENTRAL METRO	1	1025	27.4
LARGE FRINGE METRO	2	781	20.9
MEDIUM METRO	3	742	19.9
SMALL METRO	4	367	9.8
MICROPOLITAN	5	338	9
NONCORE	6	284	7.6
LOGICAL_SKIP	-666	201	5.4

LOCALE: Urban/rural nature of residential location. Derived from address.

Value Label	Value	Unweighted Count	Unweighted Percentage
CITY	1	1009	27.0
SUBURB	2	1163	31.1
TOWN	3	364	9.7
RURAL	4	725	19.4
MISSING	-999	276	7.4
LOGICAL_SKIP	-666	201	5.4

LOCALE was assigned on the basis of the household address. A value label of MISSING means that there was insufficient information about the household address to assign LOCALE.

NEARESTLIB_REC: Distance in miles to nearest library, derived from address.

Value Label	Value	Unweighted Count	Unweighted Percentage
<1	1	1289	34.5
1 to 10	2	1899	50.8
>10	3	73	2.0
MISSING	-999	276	7.4
LOGICAL_SKIP	-666	201	5.4

NEARESTMUS_REC: Distance in miles to nearest museum, derived from address.

Value Label	Value	Unweighted Count	Unweighted Percentage
<1	1	1443	38.6
1 to 10	2	1721	46.0
>10	3	97	2.6
MISSING	-999	276	7.4
LOGICAL_SKIP	-666	201	5.4

Child Variables

Variables beginning with **C** pertain to children. Those referring to a single child pertain to the child in the household under age 18 whose birthday is soonest following the interview.
All information pertaining to children was provided by the adult respondent to the survey. No questions were asked to children.
Weighted analyses should not be performed using these variables.'

Child Demographic Variables

Variables with names beginning with **CH** contain demographic information about children. Answers pertain to the child whose birthday follows most closely the day of the interview.

Skip pattern information for child demographic variables.

Variable	Responses	Asked Of	Screener(s)
CHRESPCARE	1053	1676	NRFU, CHNUMKID
CHGENDER	968	1676	NRFU, CHNUMKID
CHAGECAT	960	1676	NRFU, CHNUMKID
CHSCHOOL	899	1676	NRFU, CHNUMKID, CHAGECAT
CHHMSCHL	147	1676	NRFU, CHNUMKID, CHAGECAT
CHGRADE	752	1676	NRFU, CHNUMKID, CHAGECAT
CHREADBO	349	1676	NRFU, CHNUMKID, CHAGECAT
CHTELLST	349	1676	NRFU, CHNUMKID, CHAGECAT
CHSINGSO	349	1676	NRFU, CHNUMKID, CHAGECAT

CHRESPCARE: Is the child under your care? [CH02]

Value Label	Value	Unweighted Count	Unweighted Percentage
NO	0	154	4.1
YES	1	893	23.9
MISSING	-999	14	0.4
REFUSED	-888	5	0.1
DONT KNOW	-777	1	0.0
LOGICAL_SKIP	-666	2671	71.5

CHGENDER: Is the child a boy or a girl? [CH03]

Value Label	Value	Unweighted Count	Unweighted Percentage
NO	0	474	12.7
YES	1	466	12.5
MISSING	-999	168	4.5
REFUSED	-888	25	0.7
DONT KNOW	-777	3	0.1
LOGICAL_SKIP	-666	2602	69.6

CHAGECAT: How old is the child? [CH04B]

Value Label	Value	Unweighted Count	Unweighted Percentage
0 TO 2 YEARS OLD	1	100	2.7
3 TO 5 YEARS OLD	2	134	3.6
6 TO 9 YEARS OLD	3	181	4.8
10 TO 13 YEARS OLD	4	212	5.7
14 TO 17 YEARS OLD	5	279	7.5
MISSING	-999	176	4.7
REFUSED	-888	53	1.4
DONT KNOW	-777	1	0.0
LOGICAL_SKIP	-666	2602	69.6

CHSCHOOL: Is the child attending or enrolled in school? [CHLM02]

Value Label	Value	Unweighted Count	Unweighted Percentage
NO	0	139	3.7
YES	1	752	20.1
MISSING	-999	168	4.5
REFUSED	-888	8	0.2
LOGICAL_SKIP	-666	2671	71.5

CHSCHOOL: Is the child home-schooled? [CHLM02]

Value Label	Value	Unweighted Count	Unweighted Percentage
NO	0	116	3.1
YES	1	23	0.6
MISSING	-999	920	24.6
REFUSED	-888	8	0.2
LOGICAL_SKIP	-666	2671	71.5

CHGRADE: What grade is the child in? [CHLM03]

Value Label	Value	Unweighted Count	Unweighted Percentage
PRESCHOOL/PRE-K/HEAD START	1	71	1.9
KINDERGARTEN	2	50	1.3
FIRST GRADE	3	34	0.9
SECOND GRADE	4	49	1.3
THIRD GRADE	5	47	1.3
FOURTH GRADE	6	42	1.1
FIFTH GRADE	7	46	1.2
SIXTH GRADE	8	40	1.1
SEVENTH GRADE	9	58	1.6
EIGHTH GRADE	10	54	1.4
NINTH GRADE	11	69	1.8
TENTH GRADE	12	58	1.6
ELEVENTH GRADE	13	51	1.4
TWELFTH GRADE	14	51	1.4
COLLEGE	15	3	0.1
HOME SCHOOLED	17	3	0.1
MISSING	-999	315	8.4
REFUSED	-888	23	0.6
DONT KNOW	-777	3	0.1
LOGICAL_SKIP	-666	2671	71.5

CHREADBO: In a typical week, how often do you or another family member read books to the child? [CHLM01.a]

Value Label	Value	Unweighted Count	Unweighted Percentage
NOT AT ALL	1	12	0.3
ONCE OR TWICE A WEEK	2	32	0.9
3 TO 6 TIMES A WEEK	3	55	1.5
EVERY DAY	4	248	6.6
MISSING	-999	268	7.2
DONT KNOW	-777	2	0.1
LOGICAL_SKIP	-666	3121	83.5

CHTELLST: In a typical week, how often do you or another family member tell stories to the child? [CHLM01.b]

Value Label	Value	Unweighted Count	Unweighted Percentage
NOT AT ALL	1	24	0.6
ONCE OR TWICE A WEEK	2	40	1.1
3 TO 6 TIMES A WEEK	3	57	1.5
EVERY DAY	4	226	6.0
MISSING	-999	268	7.2
DONT KNOW	-777	2	0.1
LOGICAL_SKIP	-666	3121	83.5

CHSINGSO: In a typical week, how often do you or another family member sing songs with the child? [CHLM01.b]

Value Label	Value	Unweighted Count	Unweighted Percentage
NOT AT ALL	1	17	0.5
ONCE OR TWICE A WEEK	2	49	1.3
3 TO 6 TIMES A WEEK	3	57	1.5
EVERY DAY	4	225	6.0
MISSING	-999	268	7.2
DONT KNOW	-777	2	0.1
LOGICAL_SKIP	-666	3121	83.5

Child Library Variables

Variables with names beginning with **CL** pertain to the child's use of public libraries.

Child Library Visit Variables

Skip pattern information for child library visit variables.

Variable	Responses	Asked Of	Screener(s)
CLVISIT	968	1676	CHNUMKID
CLNUMVISIT_REC	385	413	NRFU, CHNUMKID, CLVISIT
CLRCTVISIT	514	1676	CHNUMKID, CLVISIT
CHWHYNOT_CD	514	1676	CHNUMKID, CLVISIT
CLONOWN	298	413	NRFU, CHNUMKID, CLVISIT
CLRVISWRESP	385	413	NRFU, CHNUMKID, CLVISIT
CLRVISWSPO	385	413	NRFU, CHNUMKID, CLVISIT
CLRVISWHHM	385	413	NRFU, CHNUMKID, CLVISIT
CLRVISWFRD	385	413	NRFU, CHNUMKID, CLVISIT
CLRVISWALON	385	413	NRFU, CHNUMKID, CLVISIT
CLRVISOTHER_REC	385	413	NRFU, CHNUMKID, CLVISIT

CLVISIT: Has the child visited a public library in-person in the past month? [CHL01]

Value Label	Value	Unweighted Count	Unweighted Percentage
NO	0	536	14.3
YES	1	413	11.0
MISSING	-999	168	4.5
REFUSED	-888	8	0.2
DONT KNOW	-777	11	0.3
LOGICAL_SKIP	-666	2602	69.6

CLNUMVISIT_REC: About how many times has the child visited a public library in-person in the past month?
[Recode of CHL02. All values 20 or greater are set to 20+.]

Value Label	Value	Unweighted Count	Unweighted Percentage
1	1	111	2.3
2	2	87	1.3
3	3	50	1.5
4	4	57	0.5
5	5	20	0.3
6	6	11	0.1
7	7	3	0.2
8	8	8	0.2
10	10	8	0.0
11	11	1	0.1
12	12	3	0.0
13	13	1	0.0
14	14	1	0.1
15	15	3	0.3
20+	20	12	2.3
MISSING	-999	682	18.2
REFUSED	-888	1	0
DONT KNOW	-777	8	0.2
LOGICAL_SKIP	-666	2671	71.5

CLRCTVISIT: When was the last time the child visited the public library? [CHL09]

Value Label	Value	Unweighted Count	Unweighted Percentage
NEVER	1	84	2.2
MORE THAN 1 BUT LESS THAN 3 MONTHS AGO	2	99	2.6
MORE THAN 3 BUT LESS THAN 6 MONTHS AGO	3	97	2.6
MORE THAN 6 MONTHS BUT LESS THAN A YEAR AGO	4	61	1.6
MORE THAN A YEAR AGO	5	146	3.9
MISSING	-999	553	14.8
REFUSED	-888	9	0.2
DONT KNOW	-777	18	0.5
LOGICAL_SKIP	-666	2671	71.5

CHWHYNOT_CD: Why hasn't the child gone to a public library recently? [CHL10]

Value Label	Value	Unweighted Count	Unweighted Percentage
USES SCHOOL LIBRARY	1	128	3.4
USES INTERNET	2	55	1.5
NO TIME	3	91	2.4
CHILD TOO YOUNG	4	43	1.2
INCONVENIENT LOCATION	5	34	0.9
NO INTEREST/POOR QUALITY	6	31	0.8
NON-SPECIFIED	7	110	2.9
MISSING	-999	553	14.8
REFUSED	-888	2	0.1
DONT KNOW	-777	20	0.5
LOGICAL_SKIP	-666	2671	71.5

CLONOWN: Who accompanied the child on the most recent visit to the public library: child went alone? [CHL06.7]

Value Label	Value	Unweighted Count	Unweighted Percentage
NO	0	206	5.5
YES	1	87	2.3
MISSING	-999	542	14.5
DONT KNOW	-777	5	0.1
LOGICAL_SKIP	-666	2898	77.5

CLRVISWRESP: Who accompanied the child on the most recent visit to the public library: respondent? [CHL06.1]

Value Label	Value	Unweighted Count	Unweighted Percentage
NO	0	117	3.1
YES	1	268	7.2
MISSING	-999	682	18.2
LOGICAL_SKIP	-666	2671	71.5

CLRVISWRESP: Who accompanied the child on the most recent visit to the public library: spouse or partner? [CHL06.2]

Value Label	Value	Unweighted Count	Unweighted Percentage
NO	0	333	8.9
YES	1	52	1.4
MISSING	-999	682	18.2
LOGICAL_SKIP	-666	2671	71.5

CLRVISWHHM: Who accompanied the child on the most recent visit to the public library: another member of the household? [CHL06.3]

Value Label	Value	Unweighted Count	Unweighted Percentage
NO	0	319	8.5
YES	1	66	1.8
MISSING	-999	682	18.2
LOGICAL_SKIP	-666	2671	71.5

CLRVISWFRD: Who accompanied the child on the most recent visit to the public library: friend? [CHL06.6]

Value Label	Value	Unweighted Count	Unweighted Percentage
NO	0	368	9.8
YES	1	17	0.5
MISSING	-999	682	18.2
LOGICAL_SKIP	-666	2671	71.5

CLRVISWALON: Who accompanied the child on the most recent visit to the public library: child went alone? [CHL06.7]

Value Label	Value	Unweighted Count	Unweighted Percentage
NO	0	362	9.7
YES	1	23	0.6
MISSING	-999	682	18.2
LOGICAL_SKIP	-666	2671	71.5

CLRVISOTHER_REC: Who accompanied the child on the most recent visit to the public library: another adult outside of school, an adult from school, other and other, not specified? [CHL06.6]

Value Label	Value	Unweighted Count	Unweighted Percentage
NO	0	361	9.7
YES	1	24	0.6
MISSING	-999	682	18.2
LOGICAL_SKIP	-666	2671	71.5

Child Library Activity Variables

Skip pattern information for child library activity variables.

Variable	Responses	Asked Of	Screener(s)
CLACTCKBOOK	385	413	NRFU, CHNUMKID, CLVISIT
CLACTCKAV	385	413	NRFU, CHNUMKID, CLVISIT
CLACTREAD	385	413	NRFU, CHNUMKID, CLVISIT
CLACTSCLWK	385	413	NRFU, CHNUMKID, CLVISIT
CLACTPCNET	385	413	NRFU, CHNUMKID, CLVISIT
CLACTENTER	385	413	NRFU, CHNUMKID, CLVISIT
CLACTPROCH	385	413	NRFU, CHNUMKID, CLVISIT
CLACTOTHER	385	413	NRFU, CHNUMKID, CLVISIT

CLACTCKBOOK: During the most recent visit to the public library, which of the following activities did the child do at the public library: checked out books? [CHL05.a]

Value Label	Value	Unweighted Count	Unweighted Percentage
NO	0	83	2.2
YES	1	298	8.0
MISSING	-999	682	18.2
DONT KNOW	-777	4	0.1
LOGICAL_SKIP	-666	2671	71.5

CLACTCKAV: During the most recent visit to the public library, which of the following activities did the child do at the public library: checked out materials other than books, such as movies or music? [CHL05.b]

Value Label	Value	Unweighted Count	Unweighted Percentage
NO	0	254	6.8
YES	1	127	3.4
MISSING	-999	682	18.2
REFUSED	-888	1	0
DONT KNOW	-777	3	0.1
LOGICAL_SKIP	-666	2671	71.5

CLACTREAD: During the most recent visit to the public library, which of the following activities did the child do at the public library: read for fun? [CHL05.c]

Value Label	Value	Unweighted Count	Unweighted Percentage
NO	0	130	3.5
YES	1	248	6.6
MISSING	-999	682	18.2
REFUSED	-888	1	0
DONT KNOW	-777	6	0.2
LOGICAL_SKIP	-666	2671	71.5

CLACTSCLWK: During the most recent visit to the public library, which of the following activities did the child do at the public library: worked on a school assignment? [CHL05.d]

Value Label	Value	Unweighted Count	Unweighted Percentage
NO	0	254	6.8
YES	1	124	3.3
MISSING	-999	682	18.2
REFUSED	-888	1	0
DONT KNOW	-777	6	0.2
LOGICAL_SKIP	-666	2671	71.5

CLACTPCNET: During the most recent visit to the public library, which of the following activities did the child do at the public library: used the computer or internet? [CHL05.e]

Value Label	Value	Unweighted Count	Unweighted Percentage
NO	0	216	5.8
YES	1	162	4.3
MISSING	-999	682	18.2
REFUSED	-888	1	0
DONT KNOW	-777	6	0.2
LOGICAL_SKIP	-666	2671	71.5

CLACTENTER: During the most recent visit to the public library, which of the following activities did the child do at the public library: entertainment, such as play games? [CHL05.e]

Value Label	Value	Unweighted Count	Unweighted Percentage
NO	0	249	6.7
YES	1	125	3.3
MISSING	-999	682	18.2
DONT KNOW	-777	11	0.3
LOGICAL_SKIP	-666	2671	71.5

CLACTPROCH: During the most recent visit to the public library, which of the following activities did the child do at the public library: attended a program, such as story time? [CHL05.g]

Value Label	Value	Unweighted Count	Unweighted Percentage
NO	0	308	8.2
YES	1	69	1.8
MISSING	-999	682	18.2
REFUSED	-888	1	0
DONT KNOW	-777	7	0.2
LOGICAL_SKIP	-666	2671	71.5

CLACTOTHER: During the most recent visit to the public library, which of the following activities did the child do at the public library: attended a program, other activity? [CHL05.h]

Value Label	Value	Unweighted Count	Unweighted Percentage
NO	0	330	8.8
YES	1	47	1.3
MISSING	-999	682	18.2
REFUSED	-888	1	0
DONT KNOW	-777	7	0.2
LOGICAL_SKIP	-666	2671	71.5

Child Library Web Site Variable

Skip pattern information for child library web site variable.

Variable	Responses	Asked Of	Screener(s)
CLWBACCESS	899	1676	CHNUMKID

CLWBACCESS: Other than at the library, has the child accessed a public library website in the past month? [CHL08A]

Value Label	Value	Unweighted Count	Unweighted Percentage
NO	0	735	19.7
YES	1	107	2.9
MISSING	-999	168	4.5
REFUSED	-888	8	0.2
DONT KNOW	-777	49	1.3
LOGICAL_SKIP	-666	2671	71.5

APPENDIX G: PNLMS Non-Response Follow-Up Survey- Advance Letter

Dear Resident:

I am writing to ask for your help. As you may know, the **Institute of Museum and Library Services (IMLS)** is conducting a study in your area to understand the use of museum and library services in communities like yours. IMLS is **an independent U.S. Federal Government agency.** Our mission is to inspire libraries and museums to advance innovation, learning, and cultural and civic engagement.

Your household was randomly selected to take part in our original study which was conducted earlier this year between ___ and ___, 2013. However, the company that is conducting this study for us, M. Davis and Company, Inc., was unable to complete an interview with your household during this time period.

We respect that your time is limited. As such, we are asking that you please complete a considerably shortened version of our questionnaire when you are contacted by telephone by the M. Davis and Company in the next week or two. The interviewer who calls your home will ask one adult in your household to answer questions. The interview takes about 5-8 minutes.

After you or another adult in your household complete the questionnaire, **we will send you $10 to thank you** for your cooperation. We are offering this token of our appreciation because we have found that doing so will increase the accuracy of our research and may lower the total cost of the study by reducing the time and effort needed to complete it.

Your participation in this survey is voluntary. You do not need to answer each question, but your participation will help ensure the completeness and accuracy of this survey. You can confirm that this survey is a Federally-approved collection by asking the interviewer for the OMB control number.

We intend to **protect your privacy** as a participant in this study. Any information you provide on this survey will remain confidential to the extent permitted by law. Whenever results of this study are reported, your answers will be combined with answers from other persons in the study so that your responses cannot be identified.

If you have any questions, please call our survey information line at **1-800-XXX-XXXX**. Interviewers are available Monday through Friday 9:00am to 11:00pm EST, Saturday and Sundays 11:00am to 11:00pm EST. You may also visit the **IMLS website** – www.imls.gov – for more information about IMLS or this study.

Please let the other members of your household know about this important research study in case they answer the telephone when the interviewer calls.

Sincerely,
Carlos Manjarrez
Director of Planning, Research and Evaluation

APPENDIX H: PNMLS Non-Response Follow Up-Survey- Questionnaire

<u>PUBLIC NEEDS LIBRARY AND MUSEUM SURVEY</u>
<u>FOR</u>
<u>INSTITUTE OF MUSEUM AND LIBRARY SERVICES</u>

INTRODUCTION AND RESPONDENT SELECTION

Hello, I'm _____ calling for the Institute of Museum and Library Services, an agency of the United States Government, about a national research study. The Institute of Museum and Library Services is conducting a voluntary and confidential study about the libraries and museums in your area. We contacted your household about a month ago but we were unable to complete the survey with you at the time. This is very brief. It should take less than 10 minutes to complete. As a token of our appreciation, we will send you a $10 gift card for completing the survey. It's very important to include someone from your household in the study. I would like to ask you some questions about your experiences so we can create strong libraries and museums. This is not a sales call.

[READ ONLY IF NECESSARY]: Routine uses of this information will be in accordance with the System of Records Notice that applies to this interview. The information will be protected from disclosure under the Freedom of Information Act (5 U.S.C. section 552) and the Privacy Act (5 U.S.C. section 552a) to the extent provided by law.

The OMB control number, XXXX-XXXX expires on X/XX/XXXX. The Institute of Museum and Library Services may not conduct or sponsor, and a person is not required to respond to, the information collection unless it displays a currently valid OMB control number.

SCLPHTYPE. Is this phone for a home, a business, or both?
1.   Home - go to **SCLADULT**
2.   Business
3.   Both home and business - go to **SCLADULT**
88. DON'T KNOW
99. REFUSED/MISSING

 If **SCLPHTYPE** =2 (Business): Thank you, but I'm trying to reach a residence. Goodbye.
TERMINATE CALL

INTERVIEWER: IF DON'T KNOW OR REFUSED, THANK AND TERMINATE

SCLADULT. May I please speak to a household member at least 18 years of age?

[If Needed: Household members include people who think of this household as their primary place of residence. It includes persons who usually stay in the household but are temporarily away on business, vacation, in a hospital, or living at school in a dorm, fraternity, or sorority.]

1. Person answering phone is 18 or older and a household member (GO TO **SCQUESTN**)

2. Qualified household member did not initially answer phone but is available now (GO TO **SCLADULTNOW**)
3. No – Not Available now (Schedule Callback – GO TO **SCLCALLBK**)
4. No – There are none (no household member that is at least 18 years of age).
5. Respondent not willing to participate – Ask "May I speak to another member of the household, 18 years of age or older, who would be willing to complete the survey?" (If yes, continue to **SCLADULTNOW** w/ new respondent)
88. Don't Know
99. Refused

SCLADULTNOW. (Speaking to the selected respondent now) **Hello, I'm _____ calling for the Institute of Museum and Library Services, an agency of the United States Government, about a national research study. The Institute of Museum and Library Services is conducting a voluntary and confidential study about the libraries and museums in your area. I would like to ask you some questions about your experiences so we can create strong libraries and museums. This is not a sales call.**

1. Continue Interview (GO TO **SCQUESTN**)
2. Schedule Call back (GO TO **SCLCALLBK**)
99. Refused (Thank and Terminate)

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

SCHEDULE CALL BACK

REPEAT Intro (OMITTING HAVE I REACHED [TELEPHONE NUMBER]?) IF NECESSARY (e.g., INTERVIEWER IS SPEAKING WITH A NEW PERSON AT THIS POINT).

ADDRESS QUESTIONS OR USE REFUSAL CONVERSION TECHNIQUES

(MESSAGE TO BE LEFT ON ANSWERING MACHINES)

Hello, this is (interviewer name) calling for the Institute of Museum and Library Services, an agency of the United States government. We are conducting an important nationwide survey about libraries and museums and would like to interview a household member who is at least 18 years of age. Please call 1-800-XXX-XXXX to speak to one of our interviewers between 9AM and 11PM Eastern Time. The Institute of Museum and Library services appreciates your assistance with this important survey. Again, the call-in number is 1-800-XXX-XXXX.

(MESSAGE WHEN RESPONDENT CALLS IN TO TOLL-FREE NUMBER)

SCBPHCONF. Thank you for calling the Institute of Museum and Library Services survey line. Can I have the phone number that we called you on, please?

(INTERVIEWER ACCESS RESPONDENT SAMPLE AND BEGIN SURVEY)

SCBCONTNU. IS RESPONDENT WILLING TO CONTINUE?

1. Yes (Go to **SCQUESTN**)
2. No - THANK RESPONDENT AND TERMINATE

(FOR CELL PHONE ONLY SAMPLE)

Hello, I'm _____ calling for the Institute of Museum and Library Services, an agency of the United States Government, about a national research study. The Institute of Museum and Library Services is conducting a voluntary and confidential study about the libraries and museums in your area. We contacted your household about a month ago but we were unable to complete the survey with you at the time. This is very brief. It should take less than 10 minutes to complete. As a token of our appreciation, we will send you a $10 gift card for completing the survey. It's very important to include you in the study. I would like to ask you some questions about your experiences so we can create strong libraries and museums. To show our appreciation for completing the survey, we will send you a $10 Gift Card. This is not a sales call.

SCCADULT. Are you 18 years of age or older?
1. Yes (Continue)
2. No - THANK RESPONDENT AND TERMINATE

[READ ONLY IF NECESSARY]: Routine uses of this information will be in accordance with the System of Records Notice that applies to this interview. The information will be protected from disclosure under the Freedom of Information Act (5 U.S.C. section 552) and the Privacy Act (5 U.S.C. section 552a) to the extent provided by law.

The OMB control number, XXXX-XXXX expires on X/XX/XXXX. The Institute of Museum and Library Services may not conduct or sponsor, and a person is not required to respond to, the information collection unless it displays a currently valid OMB control number.

SCCBUSY. Your safety is important. Are you currently driving or involved in an activity that might distract you or jeopardize your safety?

1. Yes (Schedule Call Back – Go to SCCCALLBK)
2. No (Go to SCQUESTN)
88. Don't know (Terminate)
99. Refused (Terminate)

SCCCALLBK. Thank you very much. When would be a better time to contact you about this survey?

1. Scheduled Call Back
2. Unscheduled Call Back

SCQUESTN. Excellent. This voluntary study will take about less than 10 minutes to complete but often can take less time. It is authorized by Chapter 72 of Title 20 of the United States Code. There are no penalties for refusing to answer any question, so if we come to one that you don't want to answer, I will skip it. Do you have any questions before we begin?

1. No
2. Yes (Interviewer will address concerns)

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

1. Respondent objects-code as refusal
2. Proceed with survey (tacit or verbal acknowledgement)

    II.   <u>ADULT LIBRARY USERS' SECTION</u>

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

RLVISIT. A public library is a library that provides free services to the people in a community, typically a city or county library. Have you visited a public library in-person in the past month, since [1-MONTH DATE]?

1.   YES
2.   NO

88.   DON'T KNOW
99.   REFUSED/MISSING

RLWBACCESS. {Other than while you were at the library, have/Have} you accessed a public library website since [1-MONTH DATE]?

1.   YES
2.   NO (SKIP TO L11)

88.   DON'T KNOW
99.   REFUSED/MISSING

III.   ADULT MUSEUM USERS' SECTION

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

RMVIS. You may be surprised about what is considered a museum. Have you visited any of the following types of museums or locations in-person in the past month, since [1-MONTH DATE]?

Please answer "Yes" or "No" to each type of museum. [READ LIST]

RMVISSCITEC – Science or technology center or museum
RMVISCHILD – Children's or Youth museum
RMVISNHANT – Natural History or anthropology museum
RMVISART Art – museum or gallery
RMVISHIST – History museum, historic house, or historical society
RMVISARBGD – Arboretum or Botanical Garden
RMVISZOOAQ – Zoo or Aquarium
RMVISNATCTR – Nature Center
RMVISGEN – General Museum

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

RMVISOTHER. Did you go to any other museum since [1-MONTH DATE]?

1.   YES
2.   NO

88.   DON'T KNOW
99.   REFUSED/MISSING

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

1.   YES
2.   NO (SKIP TO M12)

88.   DON'T KNOW
99.   REFUSED/MISSING

IV. CHILDREN GENERAL SECTION

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

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

(IF NO CHILDREN (= "0"), SKIP TO RGC)

Now please think about your child that has the next birthday.

CHGENDER. Is this child a boy or a girl?

1. Boy
2. Girl

88. DON'T KNOW
99. REFUSED/MISSING

CHAGE. How old is this child? _____

88. Don't Know
99. Refused/Missing

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

CHAGECAT.   Is the child...? [INTERVIEWER: READ IF NECESSARY]
1. 0 to 2 years old
2. 3 to 5 years old
3. 6 to 9 years old
4. 10 to 13 years old
5. 14 to 17 years old

88. Don't Know
99. Refused/Missing

V.   CHILDREN LIBRARY USER SECTION

I'll be asking about [CHILD'S/your child's] activities during the past month, that is, since [1-MONTH DATE].

CLVISIT. Has [CHILD/this child] visited a public library in-person in the past month, since [1-MONTH DATE]? Please consider only public libraries, not school libraries.

1. YES
2. NO

88. DON'T KNOW
99. REFUSED/MISSING

VI.   CHILDREN MUSEUM USER SECTION

[Let's start with museums./Let's talk about museums now.] I'll be asking about [CHILD's/your child's] activities during the past month, that is, since [1-MONTH DATE].

CMVIS. Has [CHILD/this child] visited any of the following types of museums in-person in the past month, since [1-MONTH DATE]? Please answer either yes or no to each type. [READ LIST]

CMVISSCITEC – Science or technology center or museum
CMVISCHILD – Children's or Youth museum
CMVISNHANT – Natural History or anthropology museum
CMVISART – Art museum or gallery
CMVISHIST – History museum, historic house, or historical society
CMVISARBGD – Arboretum or Botanical Garden
CMVISZOOAQ – Zoo or Aquarium
CMVISNATCTR – Nature Center
CMVISGEN – General Museum

1. YES
2. NO

88. DON'T KNOW
99. REFUSED/MISSING

VII. GENERAL COMPUTING SECTION

Thank you for your answers so far. Now I'm going to ask you a few questions about computers and technology.

RGC. Please answer yes or no to each one. Do you have a...? [READ LIST]
    RGCPCOMP – A desktop or laptop computer at home
    RGCCELLPH – A cell phone or smartphone
    RGCEREADER – A handheld device made primarily for e-book reading, such as a Nook or Kindle e-reader
    RGCTABLET – A tablet computer, like an iPad, Samsung Galaxy, Motorola Xoom, or Kindle Fire

1.   NO
2.   YES

88.   DON'T KNOW
99.   REFUSED/MISSING

VIII. DEMOGRAPHICS SECTION

Now I need to ask some basic information about you and your household and we'll be done. Thank you for your patience.

INTERVIEWER: BASED ON VOICE – <u>DO NOT ASK UNLESS NECESSARY</u>

RDGENDER. For verification purposes, are you male or female?
 1. Male
 2. Female
 88. Don't Know
 99. Refused/Missing

RDAGE. What is your age?

3-digit number (NUMBER BETWEEN 18 AND 115) _____

8888. Don't Know
9999. Refused/Missing

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

RDAGECAT.   Are you... [INTERVIEWER: READ IF NECESSARY]
 1.   18 to 24
 2.   25 to 34
 3.   35 to 44
 4.   45 to 54
 5.   55 to 64
 6.   65 to 74
 7.   75 or older
88. Don't Know
99. Refused/Missing

RDMARITAL. What is your current marital status? (READ LIST)

1. Now Married or Partnered
2. Widowed
3. Divorced
4. Separated
5. Never married

88. Don't Know
99. Refused/Missing

RDHISPANIC. Do you consider yourself to be of Hispanic or Latino origin?

1. No (SKIP TO RDRACE)
2. Yes

88. Don't Know
99. Refused / Missing

RDRACE. Which of the following racial categories describes you? You may select more than one.
1. American Indian or Alaska Native
2. Asian
3. Black or African-American
4. Native Hawaiian or Other Pacific Islander
5. White (Caucasian)
6. (VOL) Hispanic/Latino
7. (VOL) Other (*PROGRAMMER: skip To* **RDRACEOT**)

88. Don't Know
99. Refused/Missing

RDRACEOT. Other race category: _____

RHNUMHH. Including yourself, how many people are living in your household? _____ (1 to 99)

(INTERVIEWER: IF NEEDED: "Include people who usually stay in this household, but are temporarily away on business, vacation, or in the hospital. Do not include persons who are away on full-time active military duty with the armed forces, students living away from home in their own apartment, or any other family member who may be in a nursing home or other institution.")

888. Don't Know
999. Refused/Missing

RHNUMADLT. How many of these people are adults 18 years of age and older?
_____ (1 to 99)

(INTERVIEWER: IF NEEDED: "Include people who usually stay in this household, but are temporarily away on business, vacation, or in the hospital. Do not include persons who are away on full-time active military duty with the armed forces, students living away from home in their own apartment, or any other family member who may be in a nursing home or other institution.")

888. Don't Know
999. Refused/Missing

RDEDUC. What is the highest grade or year of school that you have completed? _____
(INTERVIEWER: REPEAT QUESTION IF NOT UNDERSTOOD. DO NOT READ RESPONSE OPTIONS.)

1. No formal schooling
2. First grade
3. Second grade
4. Third grade
5. Fourth grade
6. Fifth grade
7. Sixth grade
8. Seventh grade
9. Eighth grade
10. Ninth grade
11. Tenth grade
12. Eleventh grade
13. Twelfth grade (no diploma)
14. High school diploma or equivalent (GED)
15. Vocational or Technical program after high school, but no degree
16. Vocational or Technical degree after high school
17. Some college, but no degree
18. Associate's degree
19. Bachelor's degree
20. Graduate or professional school, but no degree
21. Master's degree (MA, MS, MBA)
22. Professional degree after Bachelor's degree (MD, JD, DDS)
23. Doctorate degree (PhD, EdD)

88. Do Not Know
99. Refused/Missing

RHINCOME. In studies like this, households are sometimes grouped according to income. What was the total income, before taxes, of all persons in your household in 2012 from all sources? (INTERVIEWER: IF NEEDED: "This includes salaries or other earnings, interest, retirement, and so on, for all household members combined. Total income includes wages, interest and dividends, rent, Social Security, other pensions, alimony or child support, unemployment compensation, public aid (welfare), armed forces or veteran's allotment.")

(INTERVIEWER: READ LIST UNTIL RESPONDENT STOPS YOU TO SELECT A CATEGORY.)

1. Under $15,000
2. From $15,000 to less than $30,000
3. From $30,000 to less than $50,000
4. From $50,000 to less than $75,000
5. From $75,000 to less than $100,000
6. From $100,000 to less than $125,000
7. $125,000 or more

88. Don't Know
99. Refused / Missing

RHPHONELL. How many non-business landline phone numbers do you have in your household that I could have reached you on? Please do not count landline phone numbers used exclusively for business, computer or fax purposes.

Response: 2-digit number _ _
    88. Don't know
    99. Refused

RHPHONECL. How many non-business cell phone numbers do you have that I could have reached you on? Please do not count cell phone numbers used exclusively for business purposes.

Response: 2-digit number _ _
    88. Don't know
    99. Refused

(CELL PHONE SAMPLE AND Landline numbers without a full address)

MAILADDR. Those are all the questions I have. May I have your mailing address so we can send you the
$10.00 gift card for participation?

May I have your name? _____
Mailing Address:
MAILSTRT: _____
MAILCITY: _____
MAILSTATE: _____
MAILZIP: _____

88. Don't Know
99. Refused/Missing

MAILADDR. Those are all the questions I have. I need to confirm your mailing address so we can send you the
$10.00 gift card for participation?

May I have your name? _____
Mailing Address:
MAILSTRT: _____
MAILCITY: _____
MAILSTATE: _____
MAILZIP: _____

88. Don't Know
99. Refused/Missing

ZIPCODE. I understand. May I have just your zip code, then?
INTERVIEWER: IF DON'T KNOW, MISSING OR REFUSED FULL ADDRESS

ZIPCODE: _____

888888. Don't Know
999999. Refused/Missing

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

APPENDIX I: PNMLS Record File Layout

PNLMS Record File Layout

Variable	Position	Label	Measurement Level	SPSS Print Format	Missing Values
RESPID	1	Respondent ID	Nominal	A8	
STRATUM	2	Stratum	Scale	F8	
PNLMS_NRFU_WEIGHT	3	Nonresponse-adjusted Weight	Scale	F8.2	
PNLMSNRFU	4	Status	Nominal	F8	
RDGENDER	5	Resp D - Respondent Gender	Scale	F8	-999 through -1
RDAGECAT	6	Resp D - Respondent Age	Scale	F8	-999 through -1
RDMARITAL	7	Resp D - Respondent Age Category	Scale	F8	-999 through -1
RDEMPLOY	8	Resp D - Respondent Employment Status	Scale	F8	-999 through -1
RDHISPANIC	9	Resp D - Respondent Eth Hispanic	Scale	F8	-999 through -1
RDNATBORN	10	Resp D - Respondent Native Born	Scale	F8	-999 through -1
RDMOMNAT	11	Resp D - Respondent Mother Native Born	Scale	F8	-999 through -1
RDDADNAT	12	Resp D - Respondent Father Native Born	Scale	F8	-999 through -1
RDEDUC_CD	13	Resp D - Respondent Highest Education HAND CODED, based on RDEDUC	Scale	F8	-999 through -1
RDRACE_REC	14	Resp D - Respondent race RECODED	Nominal	F8	-999 through -1
RHBOOKREAD	15	Resp HH - Number of Books Read in 12 months	Scale	F8	-999 through -1
RLLIBCARD	16	Resp Lib - Have a Library Card	Scale	F8	-999 through -1
RLDONATE	17	Resp Lib - Last Time Donated to Library	Scale	F8	-999 through -1
RLVISIT	18	Resp Lib - Visited Library in last month	Scale	F8	-999 through -1
RLRCTVISIT	19	Resp Lib - Most recent in person visit to library	Scale	F8	-999 through -1
RLNUMVISIT	20	Resp Lib - Number of in person visits to library	Scale	F8	-999 through -1
RLRVUSEDPC	21	Resp Lib - Used Library Computer or Internet Connection	Scale	F8	-999 through -1
RLRVPCFOR_CD	22	Resp Lib - What used Library Computer for HAND CODED	Scale	F8	-999 through -1
RLTRAVTIMEHR	23	Resp Lib - Travel Time to Library, in hours	Scale	F8	-999 through -1, and 7777
RLTRAVTIMEMN	24	Resp Lib - Travel Time to Library, in minutes	Scale	F8	-999 through -1, and 7777

Variable	Position	Label	Measurement Level	SPSS Print Format	Missing Values
RLRVISWSELF	25	Resp Lib - Visited Library by Yourself	Scale	F8	-999 through -1
RLRVISWFAM	26	Resp Lib - Visited Library with Family	Scale	F8	-999 through -1
RLRVISWFRND	27	Resp Lib - Visited Library with Friends	Scale	F8	-999 through -1
RLRVISWWRK	28	Resp Lib - Visited Library with Colleagues/Work	Scale	F8	-999 through -1
RLRVISWCLS	29	Resp Lib - Visited Library with Class, Tour, Group	Scale	F8	-999 through -1
RLRVISWOTH	30	Resp Lib - Visited Library with Others	Scale	F8	-999 through -1, and 0
RLRVISWOTH_OT	31	Resp Lib - Visited Library with Others, Non-specified	Scale	F8	-999 through -1, and 0
RLACTCKBOOK	32	Resp Lib - Activity at Library, Check out Book	Scale	F8	-999 through -1
RLACTREAD	33	Resp Lib - Activity at Library, Read Book or Newspaper	Scale	F8	-999 through -1
RLACTCKAV	34	Resp Lib - Activity at Library, Check out Audio Video	Scale	F8	-999 through -1
RLACTSRCHCAT	35	Resp Lib - Activity at Library, Search Library Catalog	Scale	F8	-999 through -1
RLACTLIBRN	36	Resp Lib - Activity at Library, Ask Librarian for Help	Scale	F8	-999 through -1
RLACTPROGAD	37	Resp Lib - Activity at Library, Attend Program for Adults	Scale	F8	-999 through -1
RLACTPROGCH	38	Resp Lib - Activity at Library, Attend Program for Children	Scale	F8	-999 through -1
RLACTATDMTG	39	Resp Lib - Activity at Library, Attend a Meeting	Scale	F8	-999 through -1
RLACTTECHTRN	40	Resp Lib - Activity at Library, Receive Technology Training	Scale	F8	-999 through -1
RLACTLIBPC	41	Resp Lib - Activity at Library, Used a Library Computer	Scale	F8	-999 through -1
RLACTOWNPC	42	Resp Lib - Activity at Library, Used own computer	Scale	F8	-999 through -1
RLACTOTHER	43	Resp Lib - Activity at Library, Other	Scale	F8	-999 through -1
RLACTOTH_OT	44	Resp Lib - Activity at Library, Other Non-Specified	Scale	F8	-999 through -1, and 0
RLACTOTH_BS	45	Resp Lib - Activity at Library, Brought, sold, or donated reading materials	Scale	F8	-999 through -1, and 0
RLACTOTH_RS	46	Resp Lib - Activity at Library, School assignment/Research	Scale	F8	-999 through -1, and 0
RLACTOTH_PR	47	Resp Lib - Activity at Library, Print, copy, or fax documents	Scale	F8	-999 through -1, and 0

Variable	Position	Label	Measurement Level	SPSS Print Format	Missing Values
RLACTOTH_BR	48	Resp Lib - Activity at Library, Browse	Scale	F8	-999 through -1, and 0
RLWBACCESS	49	Resp Lib - Accessed a Library Website	Scale	F8	-999 through -1
RLWBNUMACC	50	Resp Lib - NumBer of Times Accessed Library Website	Scale	F8	-999 through -1
RLWBDLBKAV	51	Resp Lib - Web Activity, Download Book or AV	Scale	F8	-999 through -1
RLWBDLGOVFM	52	Resp Lib - Web Activity, Download Govt Forms	Scale	F8	-999 through -1
RLWBSRCHCAT	53	Resp Lib - Web Activity, Search Catalog	Scale	F8	-999 through -1
RLWBACCJRL	54	Resp Lib - Web Activity, Access Online Journal/Newsp	Scale	F8	-999 through -1
RLWBRSTOOL	55	Resp Lib - Web Activity, Access Online Research Tools	Scale	F8	-999 through -1
RLWBLIBRN	56	Resp Lib - Web Activity, Talk to a Librarian	Scale	F8	-999 through -1
RLWBLIBEVNT	57	Resp Lib - Web Activity, Look Up Info on Lib Event	Scale	F8	-999 through -1
RLWBMNGMAT	58	Resp Lib - Web Activity, Manage Library Materials	Scale	F8	-999 through -1
RLWBPAYFINE	59	Resp Lib - Web Activity, Paid Library Fine	Scale	F8	-999 through -1
RLWBRQHOLD	60	Resp Lib - Web Activity, Request Item for Hold	Scale	F8	-999 through -1
RLWBPLNVST	61	Resp Lib - Web Activity, Plan Visit to Library	Scale	F8	-999 through -1
RLWBOTHER	62	Resp Lib - Web Activity, Other	Scale	F8	-999 through -1
RLWBOTH_NS	63	Resp Lib - Web Activity, Non-specified	Scale	F8	-999 through -1
RLIMPPHMAT	64	Resp Lib - Importance of Physical Materials	Scale	F8	-999 through -1
RLIMPELMAT	65	Resp Lib - Importance of Electronic Materials	Scale	F8	-999 through -1
RLIMPPCINT	66	Resp Lib - Importance of Access to Comp/Internet	Scale	F8	-999 through -1
RLIMPSTAFF	67	Resp Lib - Importance of Trained Library Staff	Scale	F8	-999 through -1
RLIMPPROCH	68	Resp Lib - Importance of Programs for Children	Scale	F8	-999 through -1
RLIMPPROYA	69	Resp Lib - Importance of Programs for Teens/YA	Scale	F8	-999 through -1
RLIMPPROAD	70	Resp Lib - Importance of Programs for Adults	Scale	F8	-999 through -1
RNLLASTVIS	71	Resp NU - Years Since Last Visit to a Library	Scale	F8	-999 through -1, and 7777
RNLNDKLOC	72	Resp NU - Not Visit Lib BC Do Not Know Where It Is	Scale	F8	-999 through -1
RNLNTRAVL	73	Resp NU - Not Visit Lib BC Public Transit Difficulties	Scale	F8	-999 through -1

Variable	Position	Label	Measurement Level	SPSS Print Format	Missing Values
RNLNOUTPLC	74	Resp NU - Not Visit Lib BC Feel Out of Place	Scale	F8	-999 through -1
RNLNNOONE	75	Resp NU - Not Visit Lib BC No One Would Go with Me	Scale	F8	-999 through -1
RNLNCHCARE	76	Resp NU - Not Visit Lib BC Child Care Responsibilities	Scale	F8	-999 through -1
RNLNHEALTH	77	Resp NU - Not Visit Lib BC Health or Disability Issues	Scale	F8	-999 through -1
RNLNNOLIB	78	Resp NU - Not Visit Lib BC No Libraries Nearby	Scale	F8	-999 through -1
RNLNNOTSAFE	79	Resp NU - Not Visit Lib BC Library Location Not Safe	Scale	F8	-999 through -1
RNLNPOORQLT	80	Resp NU - Not Visit Lib BC Quality of Library is Poor	Scale	F8	-999 through -1
RNLNTIME	81	Resp NU - Not Visit Lib BC Difficult to Make Time	Scale	F8	-999 through -1
RNLNNOCARD	82	Resp NU - Not Visit Lib BC Do Not Have Library Card	Scale	F8	-999 through -1
RNLNBKSTWEB	83	Resp NU - Not Visit Lib BC Can Get from Bkstore or Web	Scale	F8	-999 through -1
RNLYOTHER	84	Resp NU - Visit Lib BC Other Reason	Scale	F8	-999 through -1
RNLYOTH	85	Resp NU - Visit Lib BC Other Reason	Scale	F8	-999 through -1
RNLYOTH_MAT	86	Resp NU - Visit Lib BC Material Use	Scale	F8	-999 through -1, and 0
RNLYOTH_NS	87	Resp NU - Visit Lib BC Non-specified	Scale	F8	-999 through -1, and 0
RNLVALMOST_CD	88	Resp NU - Value Most about Libraries HAND CODED	Scale	F8	-999 through -1
RNLIMPOTHER	89	Resp NU - Most Important Service Other Specified	Scale	F8	-999 through -1
RNLIMPOTH_NS	90	Resp NU - Most Important Service Non-specified	Scale	F8	-999 through -1, and 0
RNLYPROG	91	Resp NU - Visit Lib BC Attend Library Program	Scale	F8	-999 through -1
RNLYOTH_PRO	92	Resp NU - Visit Lib BC Programs, from Other	Scale	F8	-999 through -1
RNLYEDUC	93	Resp NU - Visit Lib BC Education or Career Dev	Scale	F8	-999 through -1
RNLYGOVACC	94	Resp NU - Visit Lib BC Access Govt Services, Forms	Scale	F8	-999 through -1
RNLYTECHTRN	95	Resp NU - Visit Lib BC Receive Technology Training	Scale	F8	-999 through -1
RNLYCKMAT	96	Resp NU - Visit Lib BC Check Out Materials	Scale	F8	-999 through -1
RNLYPCWEB	97	Resp NU - Visit Lib BC Use Library PC or Internet	Scale	F8	-999 through -1
RNLYWELLINF	98	Resp NU - Visit Lib BC Access Health/Wellness Info	Scale	F8	-999 through -1

Variable	Position	Label	Measurement Level	SPSS Print Format	Missing Values
RNLYWORK	99	Resp NU - Visit Lib BC Look for Job or Business Info	Scale	F8	-999 through -1
RNLIMPMAT	100	Resp NU - Most Important Service Providing Materials	Scale	F8	-999 through -1
RNLIMPWORK	101	Resp NU - Most Important Service Providing Services for Job Seekers	Scale	F8	-999 through -1
RNLIMPLIT	102	Resp NU - Most Important Service Promoting Literacy	Scale	F8	-999 through -1
RNLIMPEVENT	103	Resp NU - Most Important Service Hosting Events/Programs	Scale	F8	-999 through -1
RNLIMPGATPLC	104	Resp NU - Most Important Service Community Gathering Place	Scale	F8	-999 through -1
RNLIMPTECHAC	105	Resp NU - Most Important Service Technology Access	Scale	F8	-999 through -1
RMMEMBER	106	Resp Mus - Membership to a Museum	Scale	F8	-999 through -1
RMDONATE	107	Resp Mus - Last Time Donated to Museum	Scale	F8	-999 through -1
RMRCTVISIT	108	Resp Mus - Most recent in person visit to museum	Scale	F8	-999 through -1, and 5
RMNUMVISIT	109	Resp Mus - Number of in person visits to museum	Scale	F8	-999 through -1
RMRVISTYPE	110	Resp Mus - Type of Museum of Last Visit	Scale	F8	-999 through -1
RMVISSCITEC	111	Resp Mus - Visited Science or Technology Museum	Nominal	F8	-999 through -1
RMVISCHILD	112	Resp Mus - Visited Childrens Museum	Nominal	F8	-999 through -1
RMVISNHANT	113	Resp Mus - Visited Natural History or Anthro Museum	Scale	F8	-999 through -1
RMVISART	114	Resp Mus - Visited Art Museum or Gallery	Nominal	F8	-999 through -1
RMVISHIST	115	Resp Mus - Visited History Museum or Site	Scale	F8	-999 through -1
RMVISARBGD	116	Resp Mus - Visited Arboretum or Botanical Garden	Nominal	F8	-999 through -1
RMVISZOOAQ	117	Resp Mus - Visited Zoo or Aquarium	Nominal	F8	-999 through -1
RMVISNATCTR	118	Resp Mus - Visited Nature Center	Scale	F8	-999 through -1
RMVISGEN	119	Resp Mus - Visited General Museum	Scale	F8	-999 through -1
RMVISOTH_GEN	120	Resp Mus - Visited General Museum 2	Scale	F8	-999 through -1
RMVISOTH_TRN	121	Resp Mus - Transportation Museum	Nominal	F8	-999 through -1, and 0
RMVISOTHER	122	Resp Mus - Visited Other Type of Museum	Scale	F8	-999 through -1

Variable	Position	Label	Measurement Level	SPSS Print Format	Missing Values
RMVISOTH_ANY	123	Resp Mus - Visited Any Museum	Nominal	F8	-999 through -1, and 0
RMTRAVTIMEHR	124	Resp Mus - Travel Time to Museum, in hours	Scale	F8	-999 through -1, and 7777
RMTRAVTIMEMN	125	Resp Mus - Travel Time to Museum, in minutes	Scale	F8	-999 through -1, and 7777
RMRVCOST	126	Resp Mus - Admission Cost for Museum Visit	Scale	F8	-999 through -1
RMRVISWSELF	127	Resp Mus - Visited Museum by Yourself	Scale	F8	-999 through -1
RMRVISWFAM	128	Resp Mus - Visited Museum with Family	Scale	F8	-999 through -1
RMRVISWFRND	129	Resp Mus - Visited Museum with Friends	Scale	F8	-999 through -1
RMRVISWWRK	130	Resp Mus - Visited Museum with Colleagues/Work	Scale	F8	-999 through -1
RMRVISWCLS	131	Resp Mus - Visited Museum with Class, Tour, Group	Scale	F8	-999 through -1
RMRVISWOTH	132	Resp Mus - Visited Museum with Others	Scale	F8	-999 through -1
RMACTBROWSE	133	Resp Mus - Activity at Museum, Browsed on own	Scale	F8	-999 through -1
RMACTEXHIB	134	Resp Mus - Activity at Museum, Viewed exhibit	Scale	F8	-999 through -1
RMACTSPKEMP	135	Resp Mus - Activity at Museum, Spoke with Employee	Scale	F8	-999 through -1
RMACTGDTOUR	136	Resp Mus - Activity at Museum, Took Guided Tour	Scale	F8	-999 through -1
RMACTGIFTSP	137	Resp Mus - Activity at Museum, Purchase at Gift Shop	Scale	F8	-999 through -1
RMACTEVENT	138	Resp Mus - Activity at Museum, Attend Event or Class	Scale	F8	-999 through -1
RMACTRESRCH	139	Resp Mus - Activity at Museum, Research or Assignmt	Scale	F8	-999 through -1
RMACTFOOD	140	Resp Mus - Activity at Museum, Coffee Shop or Rest	Scale	F8	-999 through -1
RMACTMOVIE	141	Resp Mus - Activity at Museum, IMAX or Movie	Scale	F8	-999 through -1
RMACTOTHER	142	Resp Mus - Activity at Museum, Other	Scale	F8	-999 through -1
RMWBACCESS	143	Resp Mus - Accessed a Museum Website	Scale	F8	-999 through -1
RMWBNUMACC	144	Resp Mus - Number of Times Access Museum Website	Scale	F8	-999 through -1
RMWBEXHIB	145	Resp Mus - Web Activity, Search or View Exhibit	Scale	F8	-999 through -1
RMWBPLAN	146	Resp Mus - Web Activity, Plan Visit	Scale	F8	-999 through -1
RMWBTOPIC	147	Resp Mus - Web Activity, Specific Topic in Collection	Scale	F8	-999 through -1

Variable	Position	Label	Measurement Level	SPSS Print Format	Missing Values
RMWBEDUC	148	Resp Mus - Web Activity, Access Educ Material	Scale	F8	-999 through -1
RMWBGIFT	149	Resp Mus - Web Activity, Purchase from Gift Shop	Scale	F8	-999 through -1
RMWBTOUR	150	Resp Mus - Web Activity, Download Tour or Podcast	Scale	F8	-999 through -1
RMWBSTAFF	151	Resp Mus - Web Activity, Talk with Museum Staff	Scale	F8	-999 through -1
RMWBCOMMT	152	Resp Mus - Web Activity, Leave a comment	Scale	F8	-999 through -1
RMWBOTHER	153	Resp Mus - Web Activity, Other	Scale	F8	-999 through -1
RMWBOTH_NS	154	Resp Mus - Web Activity, Non-specified	Scale	F8	-999 through -1
RMIMPPHMAT	155	Resp Mus - Importance of Physical Materials	Scale	F8	-999 through -1
RMIMPELMAT	156	Resp Mus - Importance of Electronic Materials	Scale	F8	-999 through -1
RMIMPCONSRV	157	Resp Mus - Importance of Collections Care	Scale	F8	-999 through -1
RMIMPSTAFF	158	Resp Mus - Importance of Trained Staff	Scale	F8	-999 through -1
RMIMPPROCH	159	Resp Mus - Importance of Programs for Children	Scale	F8	-999 through -1
RMIMPPROYA	160	Resp Mus - Importance of Programs for Teens/YA	Scale	F8	-999 through -1
RMIMPPROAD	161	Resp Mus - Importance of Programs for Adults	Scale	F8	-999 through -1
RNMLASTVIS	162	Resp NU - Years Since Last Visit to a Museum	Scale	F8	-999 through -1, and 7777
RNMNDKLOC	163	Resp NU - Not Visit Mus BC Do Not Know Where It Is	Scale	F8	-999 through -1
RNMNTRAVL	164	Resp NU - Not Visit Mus BC Public Transit Difficulties	Scale	F8	-999 through -1
RNMNOUTPLC	165	Resp NU - Not Visit Mus BC Feel Out of Place	Scale	F8	-999 through -1
RNMNNOONE	166	Resp NU - Not Visit Mus BC No One Would Go With Me	Scale	F8	-999 through -1
RNMNCHCARE	167	Resp NU - Not Visit Mus BC Child Care Responsibiilties	Scale	F8	-999 through -1
RNMNHEALTH	168	Resp NU - Not Visit Mus BC Health or Disability	Scale	F8	-999 through -1
RNMNNOMUS	169	Resp NU - Not Visit Mus BC No Museum Nearby	Scale	F8	-999 through -1
RNMNNOSAFE	170	Resp NU - Not Visit Mus BC Location Not Safe	Scale	F8	-999 through -1
RNMNPOORQL	171	Resp NU - Not Visit Mus BC Quality is Poor	Scale	F8	-999 through -1
RNMNTIME	172	Resp NU - Not Visit Mus BC Difficult to Make Time	Scale	F8	-999 through -1
RNMNCOST	173	Resp NU - Not Visit Mus BC Too Expensive	Scale	F8	-999 through -1
RNMYEVENT	174	Resp NU - Visit Mus BC Attend Special Event	Scale	F8	-999 through -1

Variable	Position	Label	Measurement Level	SPSS Print Format	Missing Values
RNMYCLASS	175	Resp NU - Visit Mus BC Attend Lecture/Class	Scale	F8	-999 through -1
RNMYEXHBT	176	Resp NU - Visit Mus BC View Exhibit or Collection	Scale	F8	-999 through -1
RNMYRESRCH	177	Resp NU - Visit Mus BC Research or Academic Assgn	Scale	F8	-999 through -1
RNMYSTAFF	178	Resp NU - Visit Mus BC Talk to Staff or Guide	Scale	F8	-999 through -1
RNMYGTOUR	179	Resp NU - Visit Mus BC Participate in Guided Tour	Scale	F8	-999 through -1
RNMYGIFTSP	180	Resp NU - Visit Mus BC Purchase from Gift Shop	Scale	F8	-999 through -1
RNMYFOOD	181	Resp NU - Visit Mus BC Coffee Shop or Restaurant	Scale	F8	-999 through -1
RNMYMOVIE	182	Resp NU - Visit Mus BC IMAX or Movie Theater	Scale	F8	-999 through -1
RNMYOTHER	183	Resp NU - Visit Mus BC Other reason	Scale	F8	-999 through -1
RNMYOTH_CD	184	Resp NU - Visit Mus BC Other, specified HAND CODED	Scale	F8	-999 through -1
RNMVALMO_CD	185	Resp NU - Value Most about Museums HAND CODED	Scale	F8	-999 through -1
RGCPCOMP	186	Resp HH - Have a Personal Computer	Scale	F8	-999 through -1, and 2
RGCCELLPH	187	Resp HH - Have a Cell Phone	Scale	F8	-999 through -1, and 2
RGCSMRTPH	188	Resp HH - Have a Smart Phone	Scale	F8	-999 through -1, and 2
RGCEREADER	189	Resp HH - Have an eReader	Scale	F8	-999 through -1, and 2
RGCTABLET	190	Resp HH - Have a Tablet Computer	Scale	F8	-999 through -1, and 2
RGCHOMENET	191	Resp HH - Access Internet from Home	Scale	F8	-999 through -1, and 2
RGCACCWORK	192	Resp HH - Access Internet at Work	Scale	F8	-999 through -1, and 2
RGCACCSCHL	193	Resp HH - Access Internet at School	Scale	F8	-999 through -1, and 2
RGCACCPLIB	194	Resp HH - Access Internet at Public Library	Scale	F8	-999 through -1, and 2
RGCACCOTHM	195	Resp HH - Access Internet at Someone Else Home	Scale	F8	-999 through -1, and 2

Variable	Position	Label	Measurement Level	SPSS Print Format	Missing Values
RGCACCTRAV	196	Resp HH - Access Internet while Traveling	Scale	F8	-999 through -1, and 2
RGCACC_CH_CTR_REC	197	Resp HH - Access internet at church or community center RECODED	Scale	F8	-999 through -1, and 2
RGCACCCAFE_RST_REC	198	Resp HH - Access internet at cafe or restaurant RECODED	Scale	F8	-999 through -1, and 2
RGCACCOTHER_REC	199	Resp HH - Access internet at other location RECODED	Scale	F8	-999 through -1, and 2
RHNUMHH	200	Resp HH - Number of People in Household	Scale	F8	-999 through -1
RHNUMADLT_REC	201	Resp HH - Number of adults in household TOPCODED	Nominal	F8	-999 through -1
CHNUMKID	202	Ch D - Number of Children in Household	Scale	F8	-999 through -1
RHINCOME	203	Resp HH - Household Income Category	Scale	F8	-999 through -1
HHOMELANG	204	Resp HH - Home Language Spoken	Scale	F8	-999 through -1
URBAN_RURAL_REC	205	Resp HH - NCHS urban/rural classification	Scale	F8	-999 through -1
LOCALE	206	Resp HH - Locale	Scale	F8	-999 through -1
NEARESTLIB_REC	207	Resp HH - Categorized distance to nearest library	Scale	F8	-999 through -1
NEARESTMUS_REC	208	Resp HH - Categrized distance to nearest msueum	Scale	F8	-999 through -1
CHRESPCARE	209	Ch D - Child is Under Respondents Care	Scale	F8	-999 through -1
CHGENDER	210	Ch D - Child Gender	Scale	F8	-999 through -1
CHAGECAT	211	Ch D - Child Age Category	Scale	F8	-999 through -1
CHSCHOOL	212	Ch HH - Child Attending School	Scale	F8	-999 through -1
CHHMSCHL	213	Ch HH - Child is Home Schooled	Scale	F8	-999 through -1
CHGRADE	214	Ch HH - Grade Level of Child	Scale	F8	-999 through -1
CHREADBO	215	Ch HH - How Often Read Books to Child	Scale	F8	-999 through -1
CHTELLST	216	Ch HH - How Often Tell Stories with Child	Scale	F8	-999 through -1
CHSINGSO	217	Ch HH - How Often Sing Songs with Child	Scale	F8	-999 through -1
CLVISIT	218	Ch Lib - Child Visited Library in past month	Scale	F8	-999 through -1
CLNUMVISIT_REC	219	Ch Lib - Number of child visits to library TOP CODED	Scale	F8	-999 through -1
CLRCTVISIT	220	Ch Lib - Most Recent In Person Visit to Library	Scale	F8	-999 through -1

Variable	Position	Label	Measurement Level	SPSS Print Format	Missing Values
CHWHYNOT_CD	221	Ch Lib - Why has child not visited library HAND CODED	Scale	F8	-999 through -1
CLONOWN	222	Ch Lib - Child Visited Library on Own	Scale	F8	-999 through -1
CLRVISWRESP	223	Ch Lib - Most Recent Visit With Respondent	Scale	F8	-999 through -1
CLRVISWSPO	224	Ch Lib - Most Recent Visit With Spouse or Partner	Scale	F8	-999 through -1
CLRVISWHHM	225	Ch Lib - Most Recent Visit With Spouse/Partner	Scale	F8	-999 through -1
CLRVISWFRD	226	Ch Lib - Most Recent Visit With Friend	Scale	F8	-999 through -1
CLRVISWALON	227	Ch Lib - Most Recent Visit Alone	Scale	F8	-999 through -1
CLRVISOTHER_REC	228	Ch Lib - Child visit to library with other RECODED	Scale	F8	-999 through -1
CLACTCKBOOK	229	Ch Lib - Activity at Library, Check out Book	Scale	F8	-999 through -1
CLACTCKAV	230	Ch Lib - Activity at Library, Check out Audio Visual	Scale	F8	-999 through -1
CLACTREAD	231	Ch Lib - Activity at Library, Read for Fun	Scale	F8	-999 through -1
CLACTSCLWK	232	Ch Lib - Activity at Library, Worked on School Assgn	Scale	F8	-999 through -1
CLACTPCNET	233	Ch Lib - Activity at Library, Used Computer/Internet	Scale	F8	-999 through -1
CLACTENTER	234	Ch Lib - Activity at Library, Entertainment	Scale	F8	-999 through -1
CLACTPROCH	235	Ch Lib - Activity at Library, Attend Program	Scale	F8	-999 through -1
CLACTOTHER	236	Ch Lib - Activity at Library, Other	Scale	F8	-999 through -1
CLWBACCESS	237	Ch Lib - Has (CHILD) accessed a public library website in the past month, since (1 MONTH DATE)?	Scale	F8	-999 through -1