

THE LIBRARY IN THE CITY: CHANGING DEMANDS AND A CHALLENGING FUTURE

PHILADELPHIA RESEARCH INITIATIVE / ABT SRBI POLL TOPLINE FOR SELECTED QUESTIONS AND RELATED GRAPHICS

January 4 – January 19

BASE= 1,600 Philadelphia Residents Except Where Noted

*Means less than 1%

Q. HAVE YOU VISITED A PUBLIC LIBRARY IN PHILADELPHIA THE PAST 12 MONTHS?

YES	51%
NO	49%
DON'T KNOW/REFUSED	*

Q. HOW OFTEN DO YOU GO? (809 RESPONDENTS WHO VISITED A PUBLIC LIBRARY IN THE PAST 12 MONTHS)

EVERY DAY OR MOST DAYS	4%
AT LEAST ONCE A WEEK	15%
ABOUT 1-3 TIMES A MONTH	38%
LESS THAN ONCE A MONTH, BUT MORE THAN ONCE A YEAR	27%
ABOUT ONCE A YEAR OR LESS OFTEN	15%
DON'T KNOW/REFUSED	*

Q. DO YOU USUALLY GO TO THE CENTRAL LIBRARY ON THE PARKWAY, OR TO A BRANCH LIBRARY? (809 RESPONDENTS)

CENTRAL	14%
BRANCH OR REGIONAL LIBRARY	79%
BOTH THE SAME	6%
DON'T KNOW/REFUSED	1%

Q. PLEASE TELL ME WHETHER YOU HAVE DONE EACH OF THE FOLLOWING ON A TRIP TO THE LIBRARY IN THE LAST 12 MONTHS. (809 RESPONDENTS)

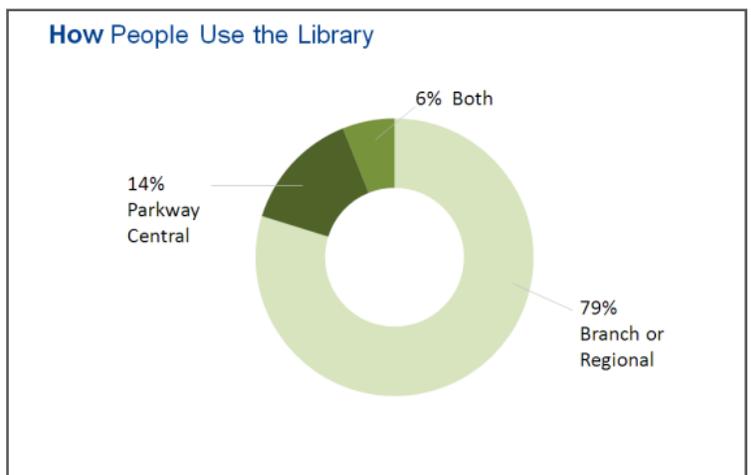
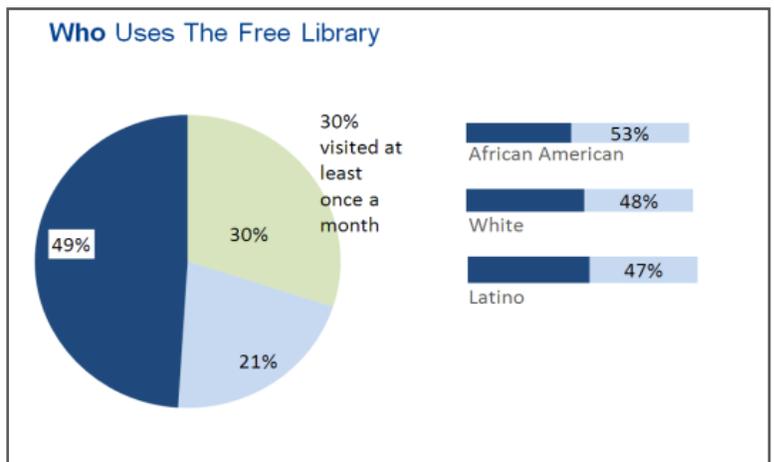
A. CHECKED OUT BOOKS OR OTHER MATERIAL

YES	79%
NO/NOT IN 2011 EVEN IF BEFORE	21%

B. TAKEN A CHILD TO THE LIBRARY

YES	57%
NO/NOT IN 2011 EVEN IF BEFORE	43%

C. ATTENDED A CLASS, PROGRAM, OR MEETING



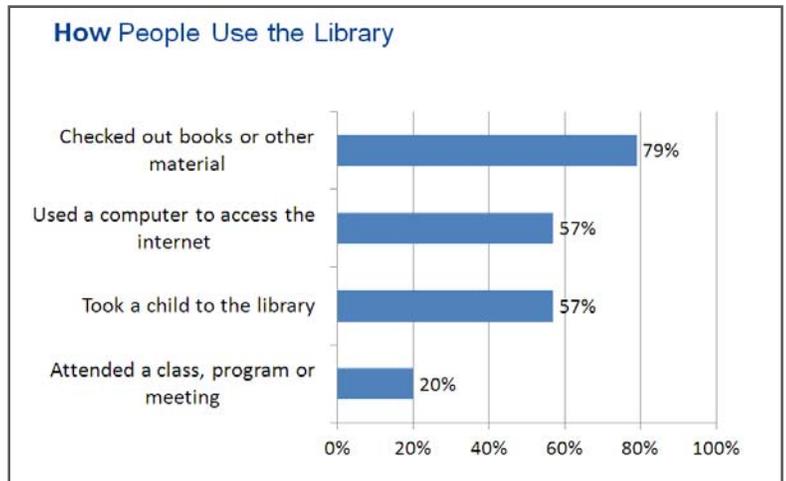
YES 20%
 NO/NOT IN 2011 79%
 EVEN IF BEFORE
 DON'T KNOW/REFUSED/ *
 CAN'T RECALL

D. USED A COMPUTER IN THE LIBRARY TO ACCESS THE INTERNET

YES 57%
 NO/NOT IN 2011 43%
 EVEN IF BEFORE

Q. HOW OFTEN DO YOU USE THE LIBRARY'S COMPUTER? (394 RESPONDENTS WHO HAVE USED A LIBRARY COMPUTER FOR INTERNET)

EVERY DAY OR MOST DAYS 5%
 AT LEAST ONCE A WEEK 13%
 ABOUT 1-3 TIMES A MONTH 33%
 LESS THAN ONCE A MONTH, BUT MORE THAN ONCE A YEAR 24%
 ABOUT ONCE A YEAR 23%
 OR LESS OFTEN
 DON'T KNOW/REFUSED 1%



Q. PLEASE JUST TELL ME IF YOU HAVE DONE EACH AT THE LIBRARY IN THE LAST 12 MONTHS. (809 RESPONDENTS)

A. LOOKED FOR A JOB

YES 29%
 NO/NOT IN 2011 71%
 EVEN IF BEFORE
 DON'T KNOW/CAN'T RECALL *

B. GOTTEN INFORMATION ON OR APPLIED FOR GOVERNMENT SERVICES OR BENEFITS

YES 23%
 NO/NOT IN 2011 77%
 EVEN IF BEFORE
 DON'T KNOW/CAN'T RECALL *

C. STUDIED FOR A TEST, INCLUDING THE GED

YES 18%
 NO/NOT IN 2011 82%
 EVEN IF BEFORE
 DON'T KNOW/CAN'T RECALL *

D. GOTTEN HEALTH INFORMATION

YES 34%
 NO/NOT IN 2011 66%
 EVEN IF BEFORE
 DON'T KNOW/CAN'T RECALL *

E. LEARNED HOW TO USE A COMPUTER

YES 22%
 NO/NOT IN 2011 78%
 EVEN IF BEFORE
 DON'T KNOW/CAN'T RECALL *

F. LEARNED HOW TO READ (ASKED ONLY IF ENGLISH NOT NATIVE LANGUAGE, 53 RESPONDENTS)

YES 42%
 NO/NOT IN 2011 58%
 EVEN IF BEFORE

G. LEARNED HOW TO SPEAK ENGLISH (ASKED ONLY IF ENGLISH NOT NATIVE LANGUAGE, 53 RESPONDENTS)

YES	30%
NO/NOT IN 2011 EVEN IF BEFORE	70%

H. FILED TAXES/GOT HELP FILING TAXES (809 RESPONDENTS)

YES	12%
NO/NOT IN 2011 EVEN IF BEFORE	88%
DON'T KNOW/CAN'T RECALL	*

Q. THE FREE LIBRARY OF PHILADELPHIA SERVES A NUMBER OF PURPOSES. PLEASE TELL ME HOW IMPORTANT ARE EACH OF THE FOLLOWING?

A. PROVIDING ACCESS TO COMPUTERS AND THE INTERNET FOR PEOPLE

VERY IMPORTANT	85%
SOMEWHAT IMPORTANT	11%
NOT VERY IMPORTANT	4%
DEPENDS	*
DON'T KNOW	1%

B. PROVIDING ACCESS TO BOOKS, MAGAZINES AND DVDS

VERY IMPORTANT	80%
SOMEWHAT IMPORTANT	14%
NOT VERY IMPORTANT	6%
DEPENDS	*
DON'T KNOW	1%

C. PROVIDING A SAFE PLACE FOR CHILDREN AND FAMILIES TO COME

VERY IMPORTANT	91%
SOMEWHAT IMPORTANT	6%
NOT VERY IMPORTANT	2%
DEPENDS	*
DON'T KNOW	*

D. PROVIDING A QUIET PLACE TO STUDY AND READ

VERY IMPORTANT	89%
SOMEWHAT IMPORTANT	8%
NOT VERY IMPORTANT	2%
DEPENDS	*
DON'T KNOW	*

E. PROVIDING A PLACE TO ATTEND A PROGRAM, CLASS OR MEETING

VERY IMPORTANT	70%
SOMEWHAT IMPORTANT	23%
NOT VERY IMPORTANT	6%
DEPENDS	*
DON'T KNOW	1%

F. PROVIDING A GATHERING PLACE FOR PEOPLE IN THE COMMUNITY

VERY IMPORTANT	65%
SOMEWHAT IMPORTANT	24%
NOT VERY IMPORTANT	9%
DEPENDS	*
DON'T KNOW	1%

Q. IF THE LIBRARY HAS BUDGET PROBLEMS IN THE FUTURE, TOUGH CHOICES WILL HAVE TO BE MADE. PLEASE TELL WHICH ONE YOU WOULD PREFER IF A CUTBACK IS NECESSARY.

REDUCE THE HOURS THE BRANCHES AND CENTRAL LIBRARY ARE OPEN	42%
CLOSE SOME BRANCHES WITH THE FEWEST VISITORS AND CLOSEST TO OTHER LIBRARIES	25%

PRESERVE EXISTING LIBRARIES SERVICES EVEN IF IT MEANS CUTS IN OTHER CITY SERVICES 28%
DON'T KNOW

Q. IF YOUR LOCAL BRANCH CLOSED, DO YOU THINK THAT WOULD HAVE?

A MAJOR IMPACT ON YOUR NEIGHBORHOOD 56%
A MINOR IMPACT 25%
NOT MUCH OF AN IMPACT 15%
DEPENDS *
DON'T KNOW 3%

