



**MOORE INFORMATION**  
**Public Opinion Research**

**Washington Voters & Libraries**

*March 2001*

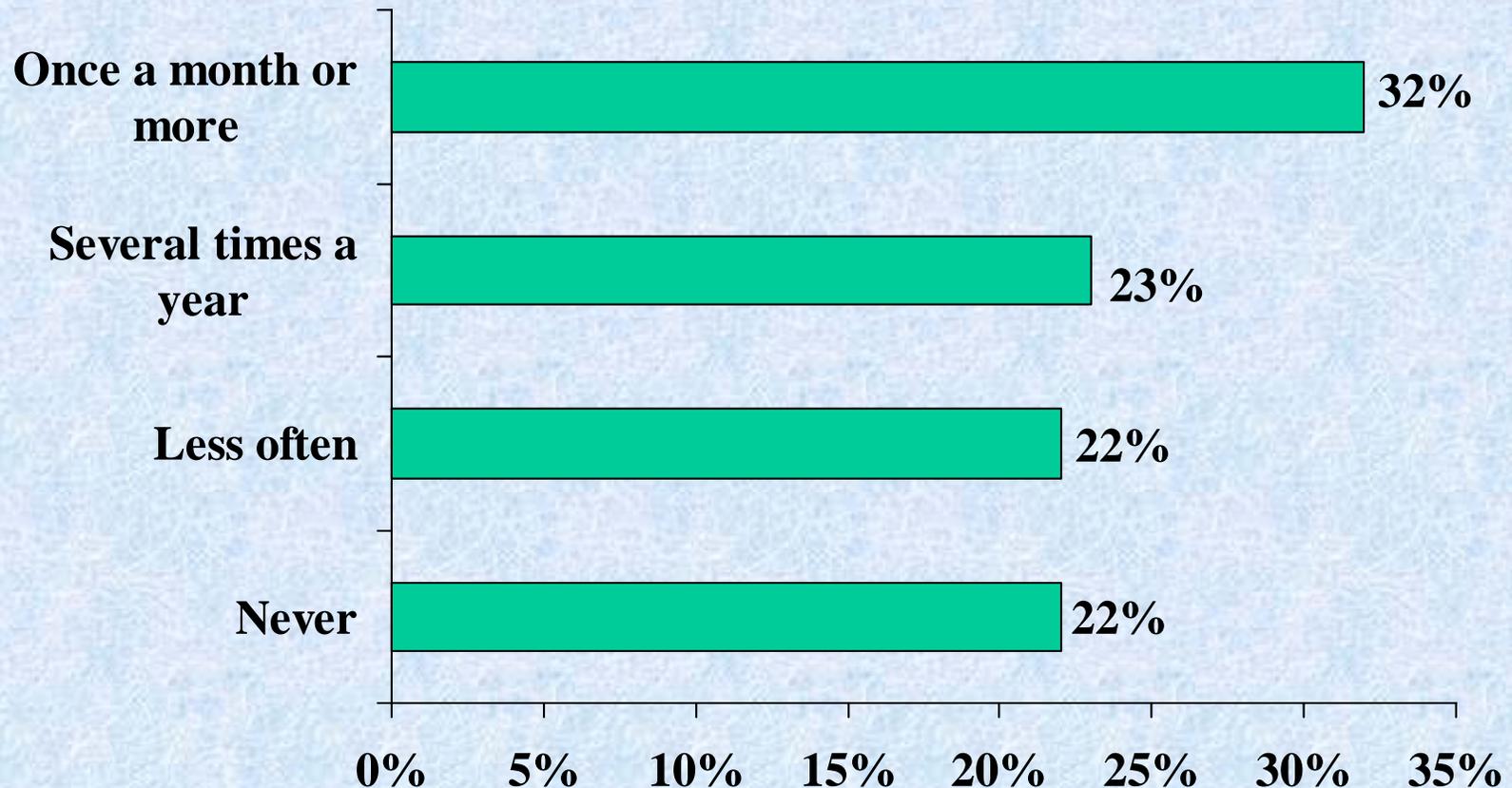
# Survey Methodology

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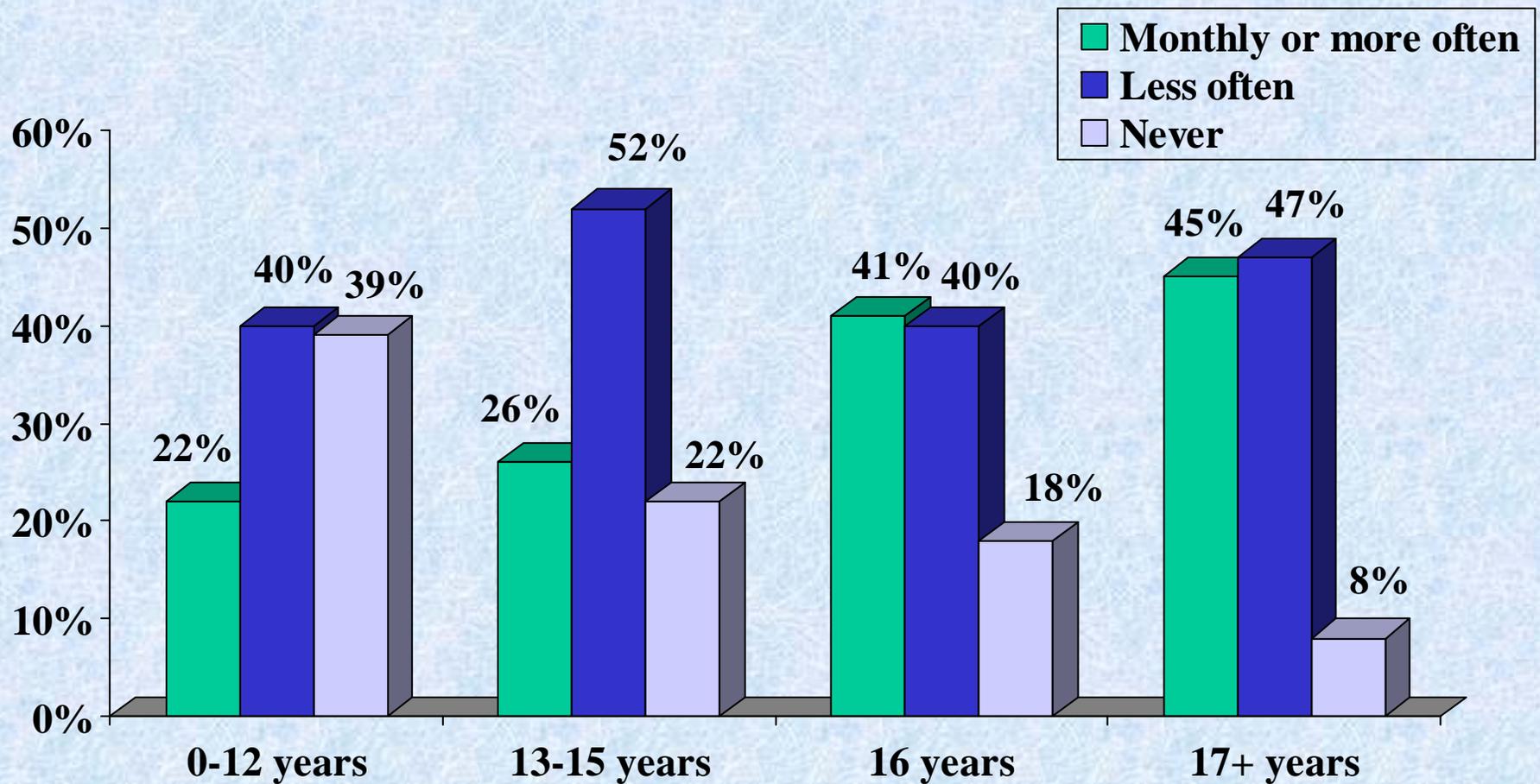
- Sample
  - 500 interviews among a representative sample of registered voters in Washington state
- Method
  - Telephone interviews conducted March 26-28, 2001
- Sampling error
  - Plus or minus 4% at the 95% confidence level

# Roughly One-third of Respondents Use Their Local Public Library at Least Once a Month

“How often, if at all, do you use your local public library?” (Q1)

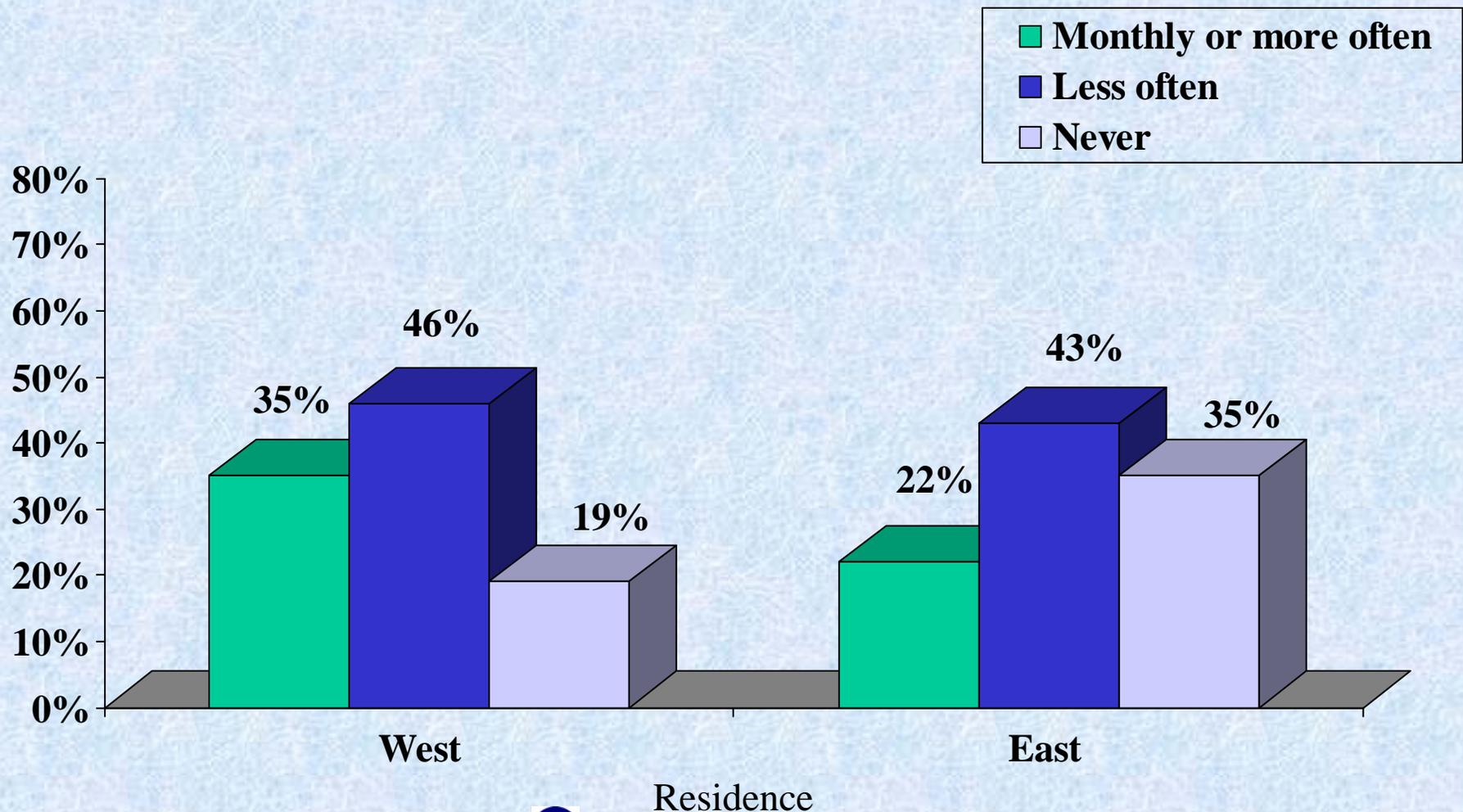


# Library Usage Increases With Education



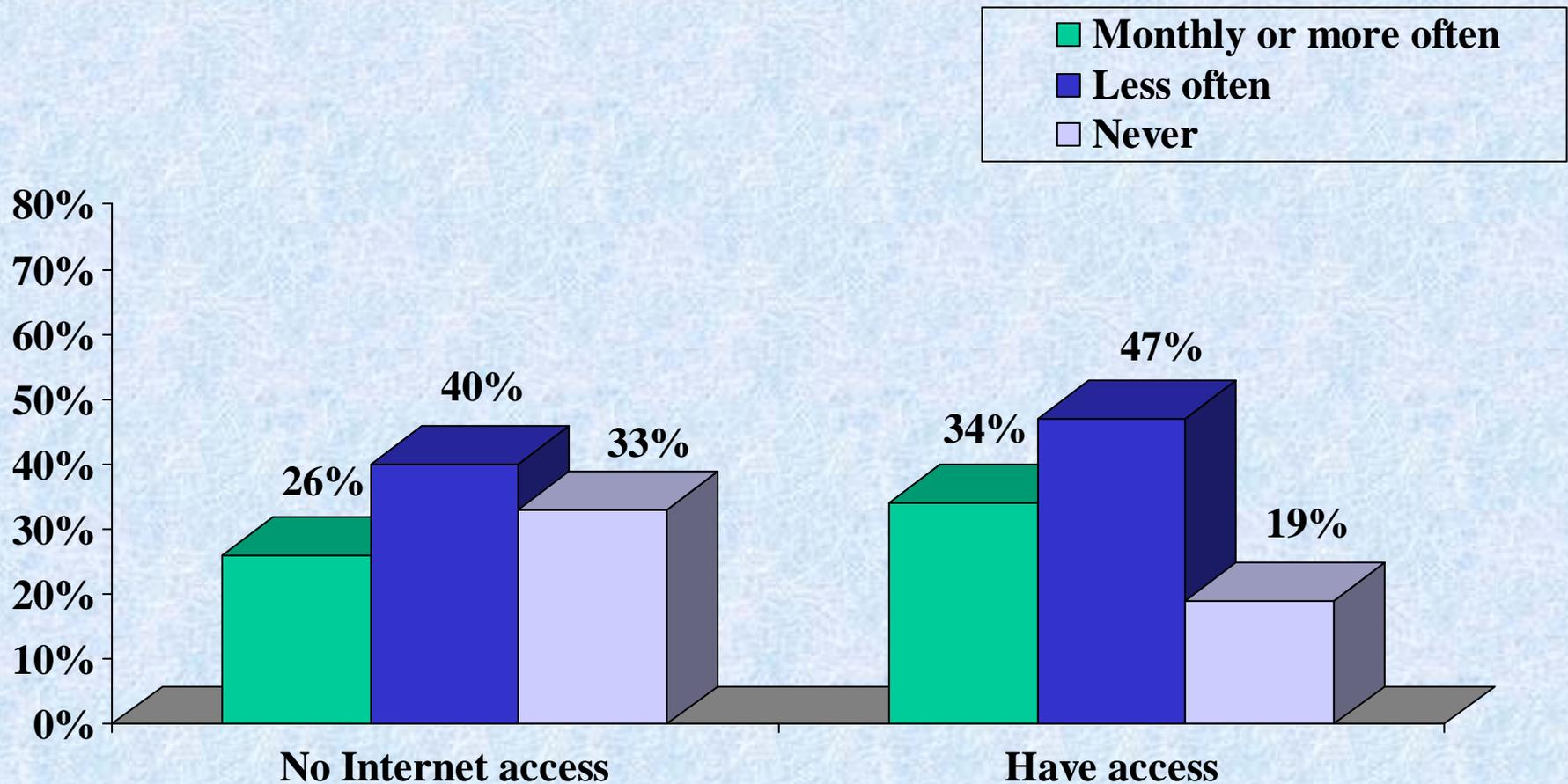
Educational Attainment

# Western Washington Residents are More Likely Than Eastern Washington Residents to Use Local Public Libraries



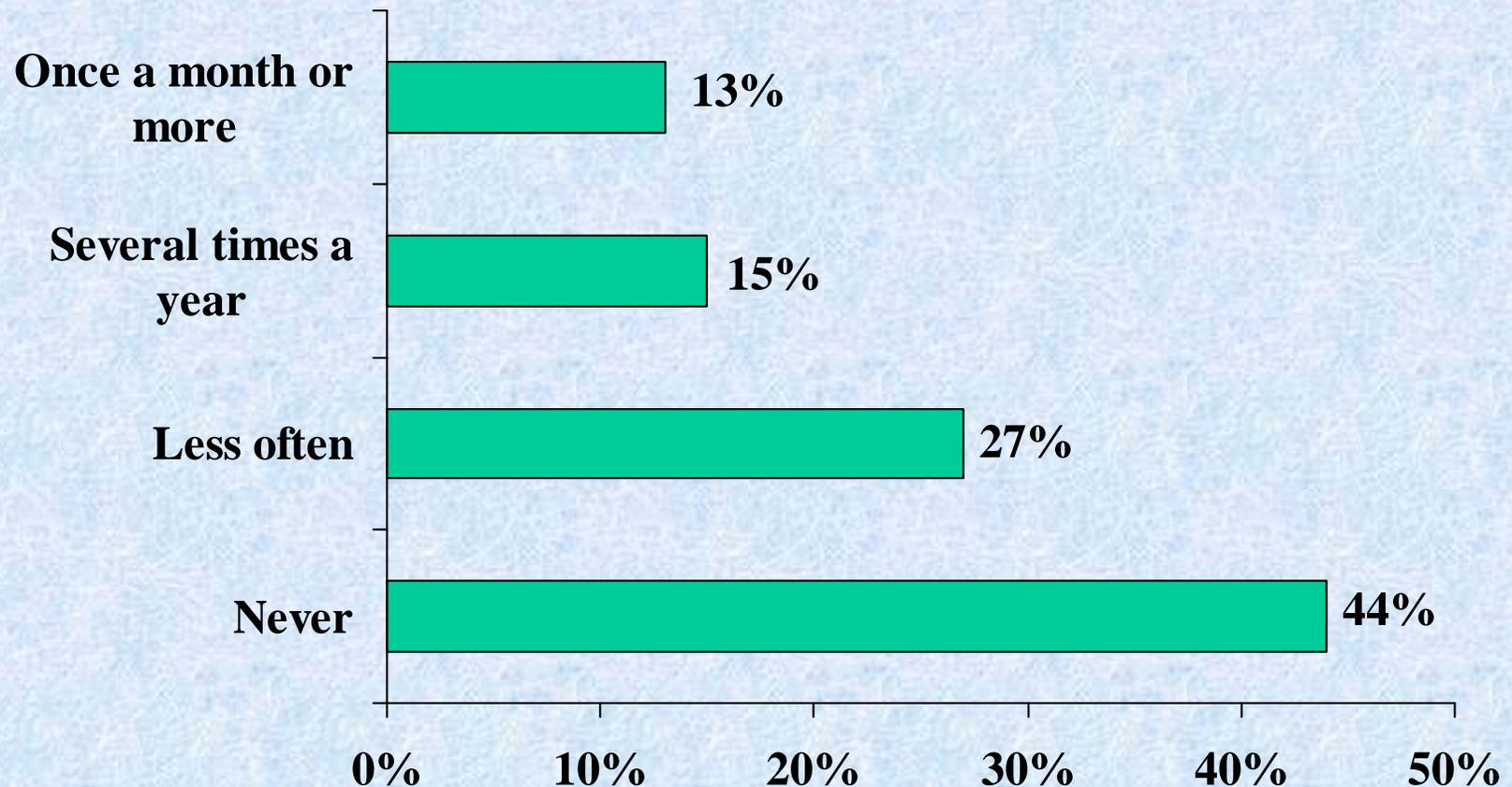
# Respondents With Internet Access are More Frequent Users of Local Public Libraries

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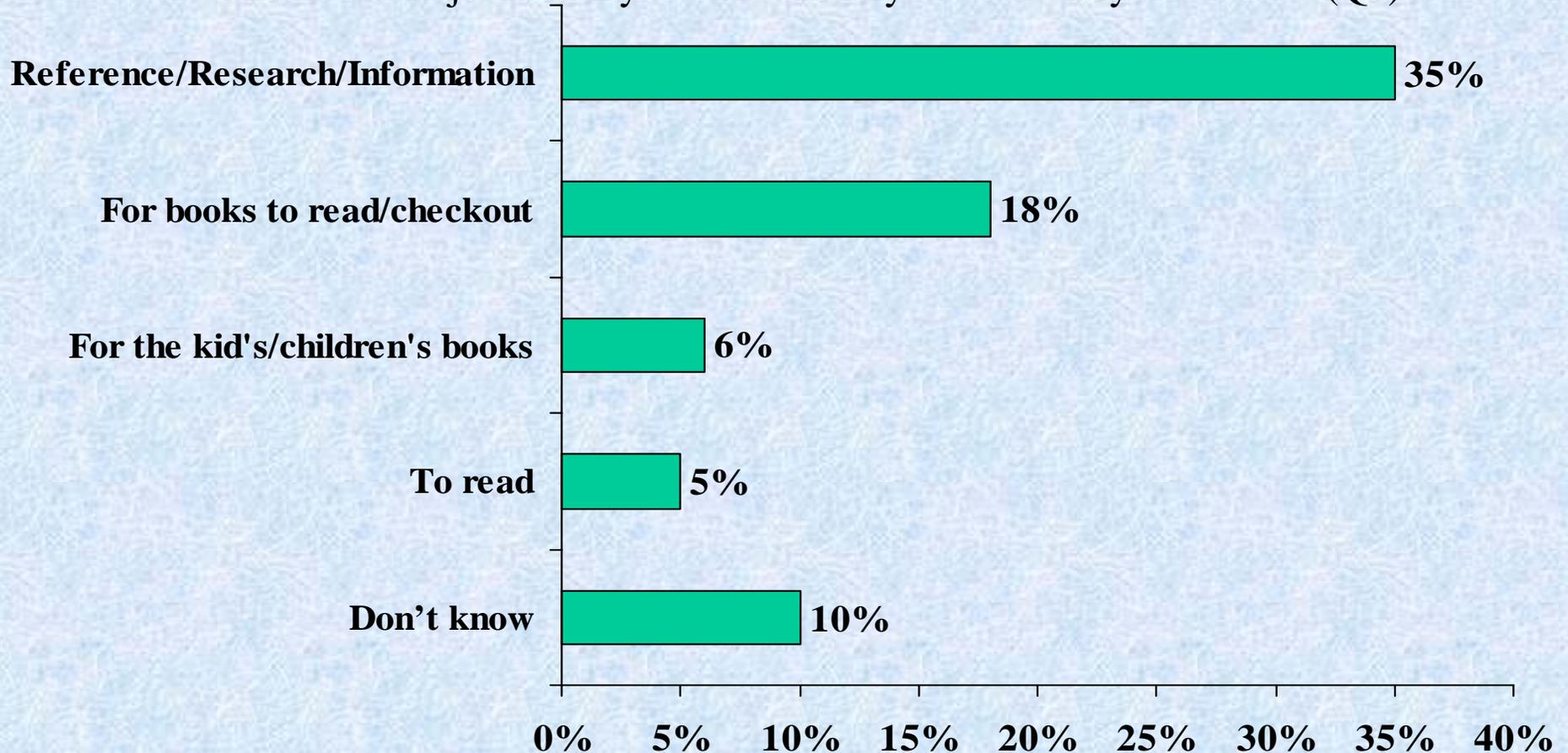
# Roughly One in Seven Use Other Library Services Once a Month or More Often

“How often, if at all, do you use other library services?” (Q2)



# Major Reason for a Library Visit: *Research & Information*

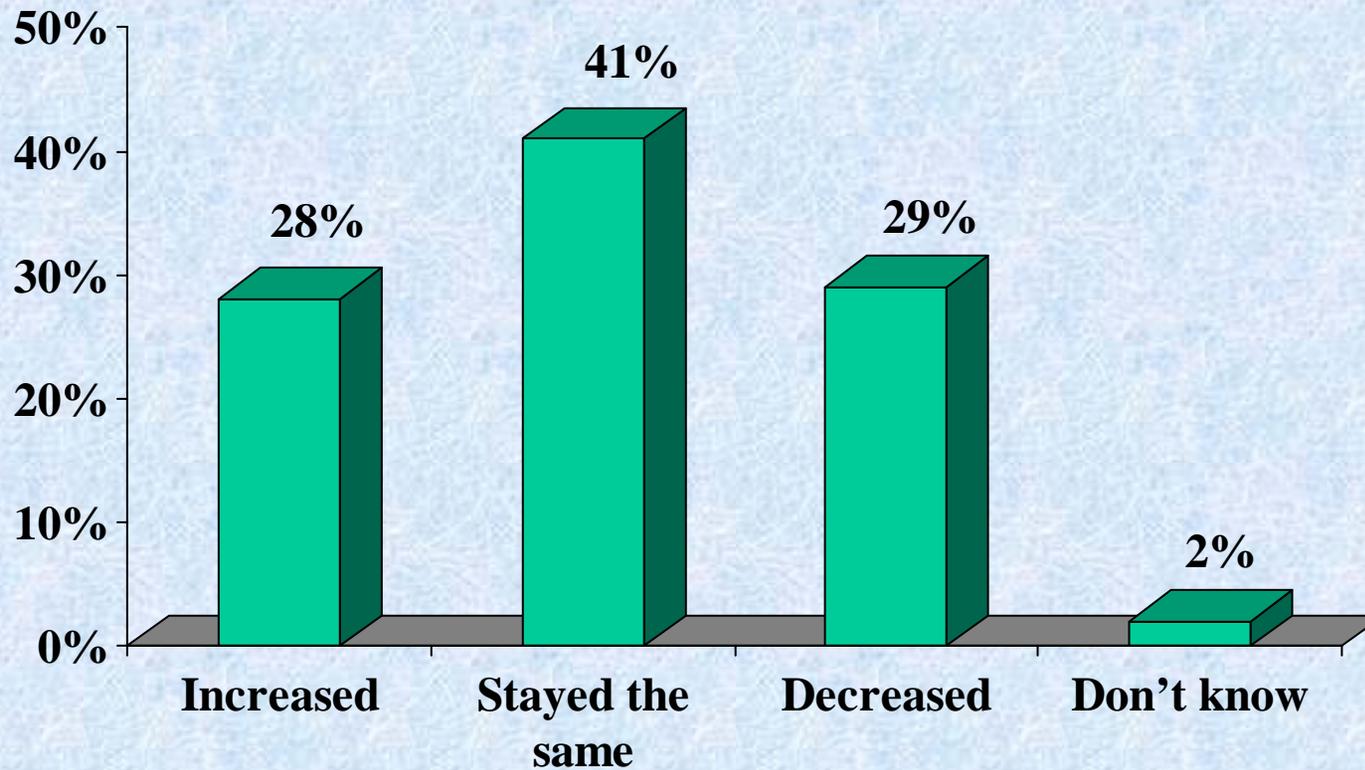
“What is the major reason you visit a library or use library services?” (Q3)



# Library Usage: *No Perceived Change in Usage Over the Past Few Years*

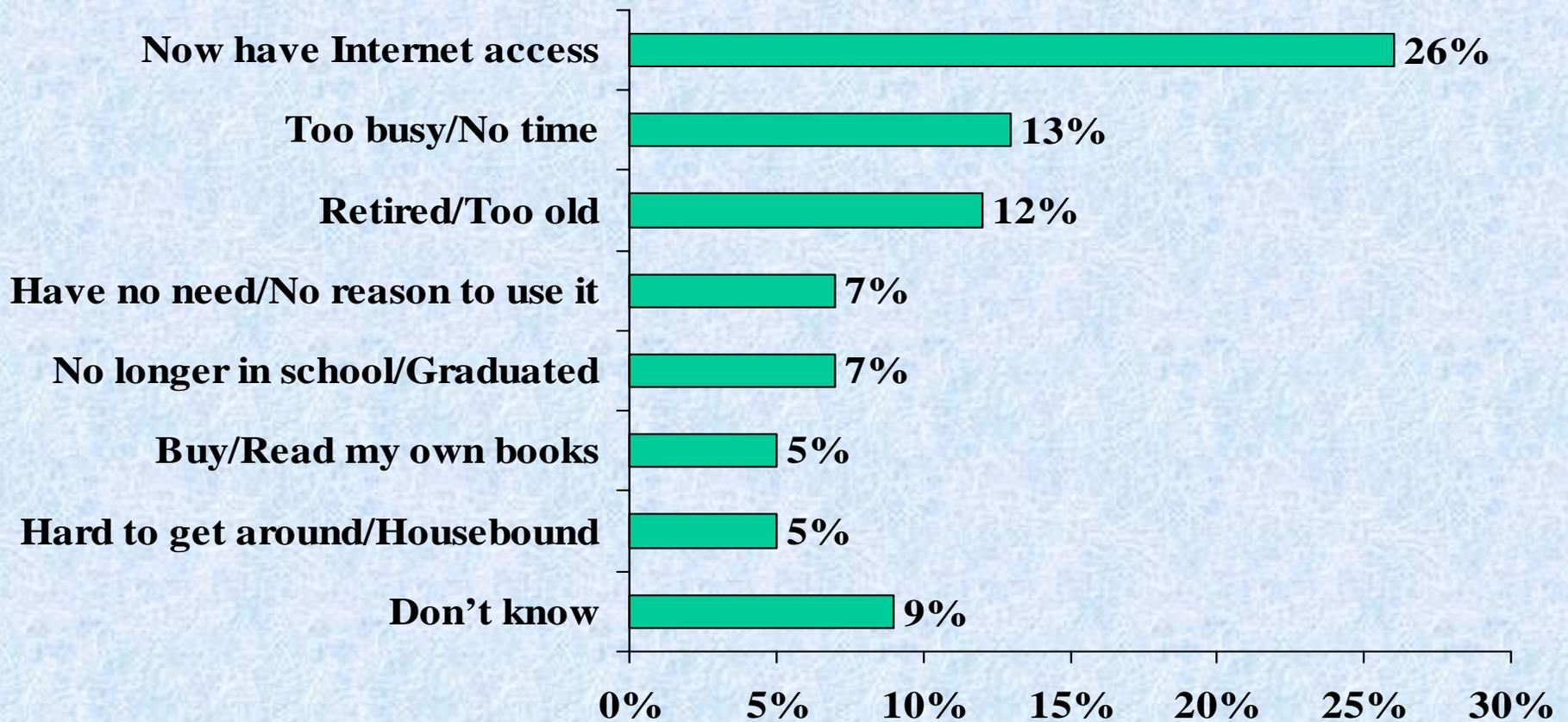
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“Has your use of libraries or library services increased, stayed the same, or decreased over the past few years?” (Q4)



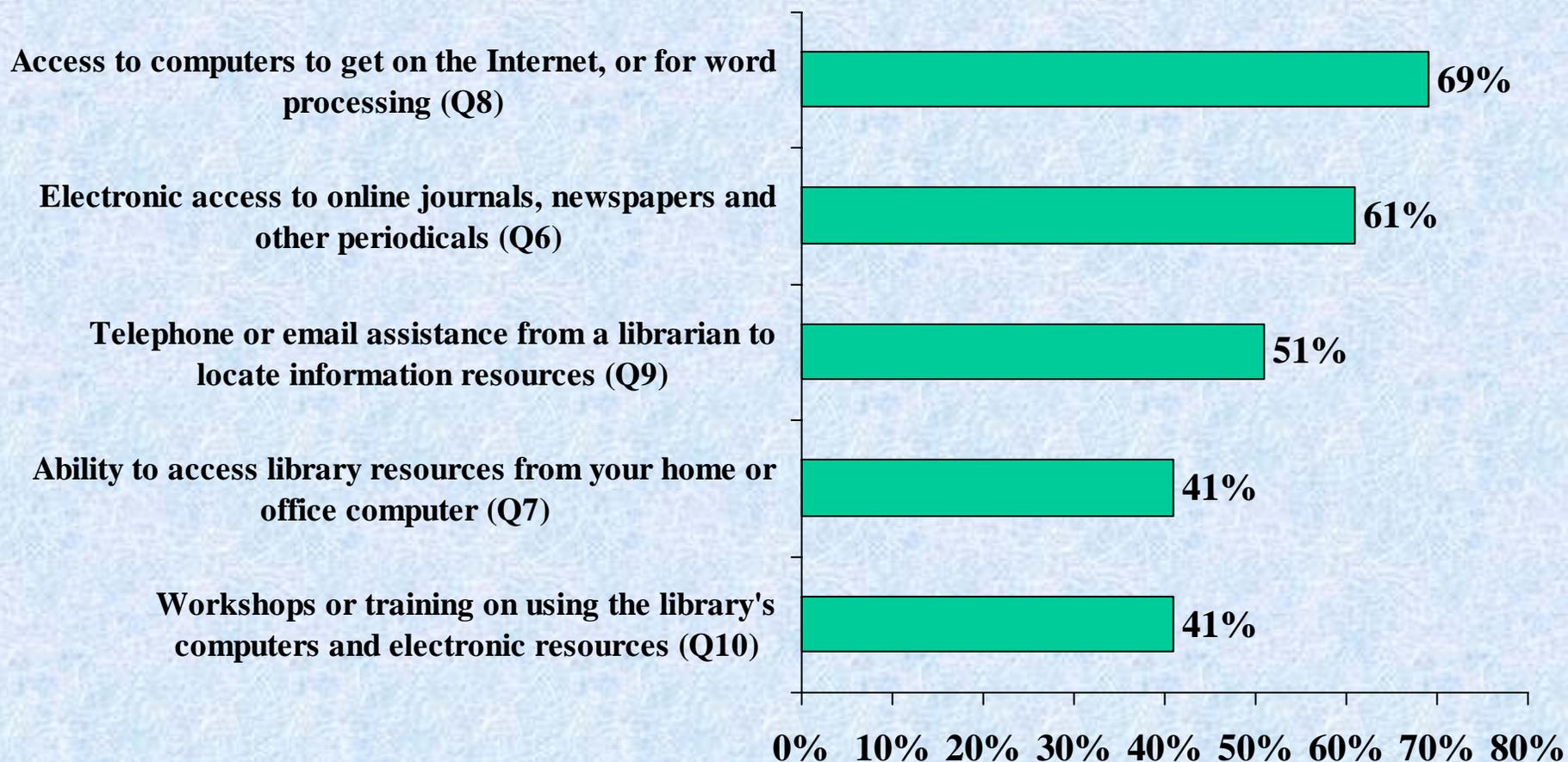
# Reason for Decrease in Usage: *“Now Have Internet Access”*

IF DECREASED: “What is the major reason for that?” (Q5, N=147)



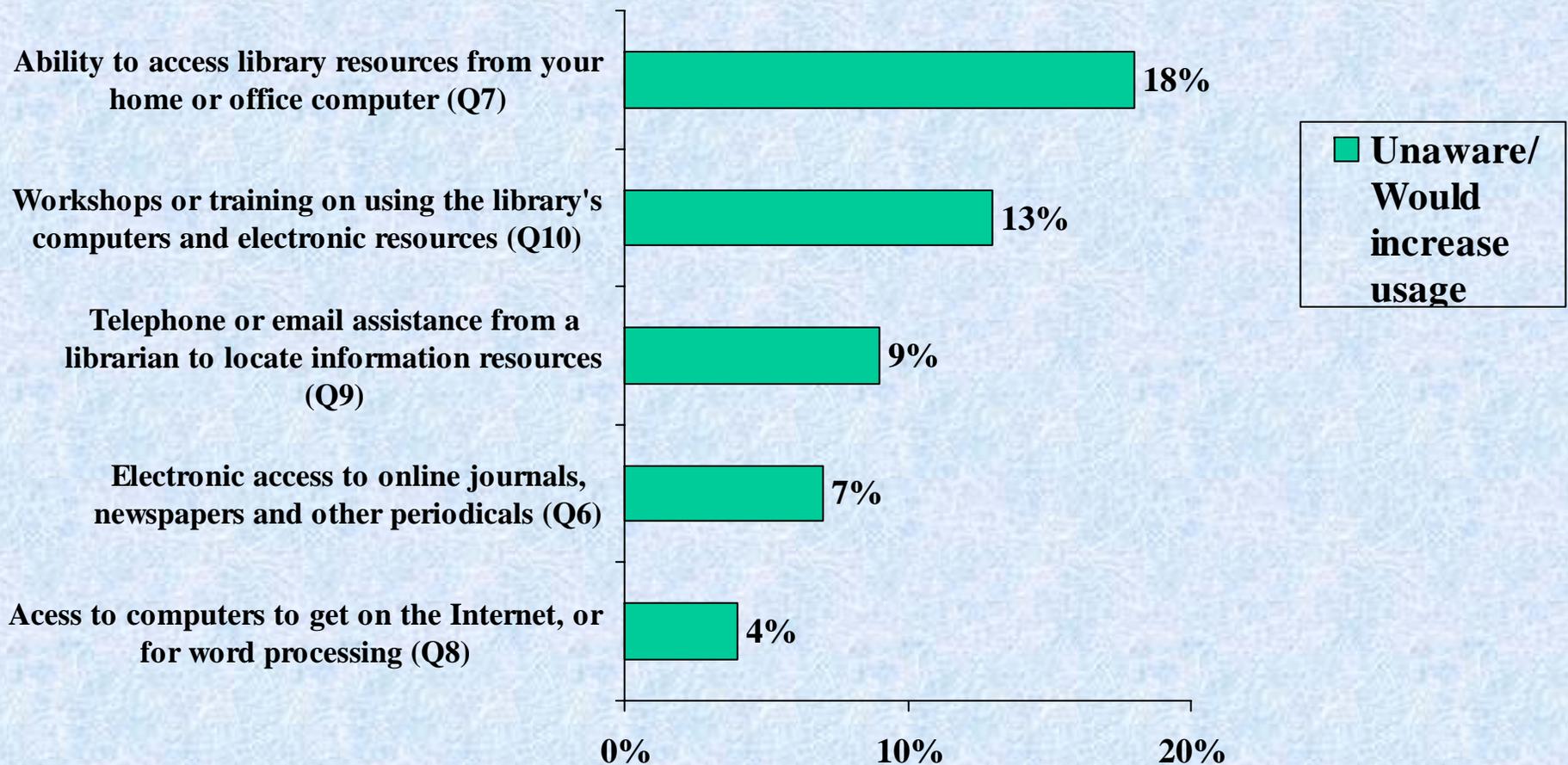
# Awareness of Library Services

“To the best of your knowledge, does your local public library offer each of the following services?”



# Awareness of Library Services: *Access to Library Resources From Home/Office Could Help Increase Library Usage*

“To the best of your knowledge, does your local public library offer each of the following services?”



# Information, Research and Reference Top the List of Reasons for Library Computer Usage

“What would you be most likely to use a computer at a library for?” (Q11)

