

Marist College Institute for Public Opinion






The Public Library: A National Survey 2003



Dr. Lee M. Miringoff
Marist College Institute for Public Opinion



How the Survey Was Conducted

- The survey was conducted from October 27th through the 29th, 2003
 - A stratified random digit dial probability design was used to ensure representation of residents throughout the continental United States
 - 1,004 interviews were conducted using computer assisted telephone interviewing at MIPO's Survey Center
- 

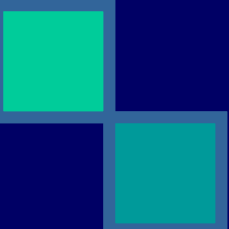

How the Survey Was Conducted

- State-of-the-art Call Center



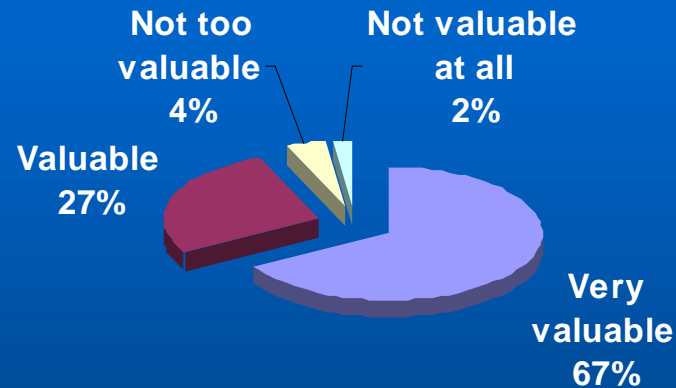


How the Survey Was Conducted

- 
- The data was weighted to reflect the population within the United States
 - The sampling error for the results is $\pm 3\%$
 - Information from participants is confidential and anonymous
- 

Value of the Public Library

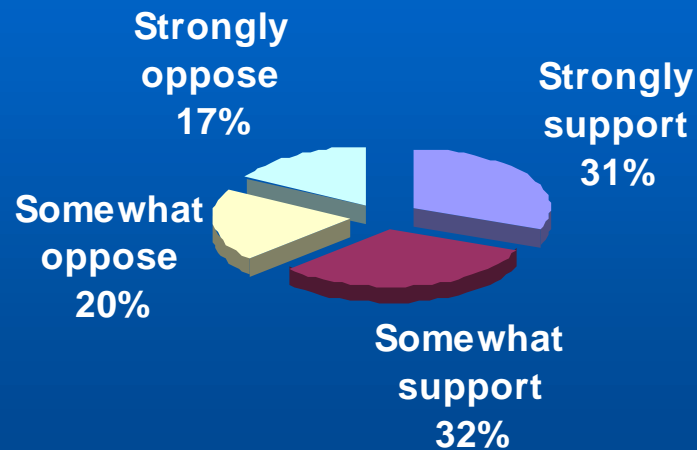
- Question Wording: How valuable is having access to a public library to your community: very valuable, valuable, not too valuable, or not valuable at all?



Support for Added Taxes

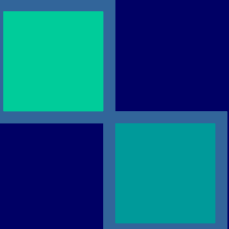
- Question Wording: Do you support or oppose an increase in your taxes for public library services in your community?

Increase Taxes for Public Library Services





Additional Taxes

- Question Wording: How much would you be willing to pay in added taxes each year to support public library services in your community?
- 

**Average Tax Increase
Americans Are Willing to Pay
to Support Library Services
\$49**



Americans' Priorities for Public Library Services

- Question Wording: Using the numbers 0 through 10 with 0 meaning a low priority for your community library and 10 meaning a high priority how much of a priority do you think each of the following library services should be for your community:

Top Five Mean Scores

Reading Programs for Children	9.0
Open hours on evenings and weekends	8.2
Computers for public use	7.7
Homework help centers	7.7
Programs for senior citizens	7.6



Americans' Priorities for Public Library Services

1. Reading Programs for Children
2. Open hours on evenings and weekends
3. Computers for public use
4. Homework help centers
5. Programs for senior citizens
6. Staff to help with computers
7. Access to reference help by phone, fax, or email
8. Access to other government services in the library building
9. Cultural programs or exhibits
10. Audiobooks on tape/CD
11. Indexing of local newspapers
12. Rooms for community meetings
13. Book Discussion Groups
14. Movies or DVDs



Any questions?

Dr. Lee M. Miringoff

Director, MIPO

845.575.5050

lee.miringoff@marist.edu