Library Engagement Typology: Appendix

For more information about individual question wording, see the topline or questionnaire; information about the survey itself is available in the Methods section. Related materials are available at: http://libraries.pewinternet.org/2014/03/13/typology/

Group characteristics

Q#		TOTAL	Library Lovers	Information Omnivores	Solid Center	Print Traditionalists	Not For Me	Young and Restless	Rooted and Roadblocked	Distant Admirers	Off the Grid
SEX	**Sex**										
	Male	**48**	38	43	51	43	56	53	49	56	57
	Female	**52**	62	57	49	57	44	47	51	44	43
AGE	**Age group**										
	16-17	**4**	2	5	4	3	3	5	1	3	1
	18-29	**20**	19	24	19	17	17	38	8	17	17
	30-49	**32**	38	37	30	34	31	30	23	32	24
	50-64	**27**	29	23	29	28	25	19	31	24	32
	65+	**16**	11	10	17	16	20	8	34	23	23
	Median age	**45**	44	40	47	46	46.37	33	58	48	52
RACE THN	**Race/ethnicity**										
	White	**65**	66	68	66	75	60	56	69	54	60
	Black	**12**	14	12	12	8	10	14	9	13	10
	Hispanic	**15**	12	12	14	9	16	18	12	27	19
EDUC2 18+	**Education (adults 18+)**										
	Less than HS	**10**	3	3	9	10	15	13	15	19	34
	HS graduate	**32**	24	19	35	41	36	30	36	43	36
	Some college	**31**	31	37	32	32	29	28	27	21	18
	College grad	**27**	42	41	24	18	18	29	21	16	10
INC 18+	**Household income (18+)**										
	< $30k/yr	**32**	32	25	29	35	35	37	32	42	44
	$30k-$50k	**18**	18	17	20	21	14	14	18	18	13
	$50k-75k	**13**	15	14	14	13	7	10	12	11	3
	$75k+	**25**	24	35	27	21	24	26	18	15	16

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Where they live

	TOTAL	Library Lovers	Information Omnivores	Solid Center	Print Traditionalists	Not For Me	Young and Restless	Rooted and Roadblocked	Distant Admirers	Off the Grid
CENSUS REGION — **Region of U.S.**										
Northeast	18	18	19	20	13	16	13	18	17	14
Midwest	22	23	24	23	22	22	17	20	24	13
South	37	32	33	34	50	37	48	37	37	49
West	23	26	24	23	15	25	22	25	22	24
LIVE1 — **Community type**										
Large city	20	22	29	17	2	16	36	20	21	9
Suburb	22	25	31	25	4	15	24	22	17	5
Small city/town	39	39	33	45	30	41	30	40	45	38
Rural area	18	15	7	13	61	22	10	16	17	45
LIVE2 — **How long lived there**										
< 1 year	11	9	11	8	8	9	32	6	13	10
1-5 years	26	29	28	24	21	22	40	22	25	21
6-10 years	17	22	19	18	21	12	11	16	15	14
11-20 years	20	20	21	22	23	22	8	19	19	19
> 20 years	26	20	21	28	28	34	9	37	28	37
Q3 — **Know neighbors' names**										
Total yes	73	80	78	76	75	70	55	74	61	59
All	26	33	25	27	35	26	12	24	19	23
Some	47	46	52	49	40	43	43	50	42	36
None	26	19	22	23	24	28	44	25	37	38

Other traits

		TOTAL	Library Lovers	Information Omnivores	Solid Center	Print Traditionalists	Not For Me	Young and Restless	Rooted and Roadblocked	Distant Admirers	Off the Grid
IDEO	**Political party**										
	Conservative	34	30	30	37	44	37	28	34	37	35
	Moderate	33	34	34	35	31	21	33	36	31	25
	Liberal	23	28	29	21	18	21	27	17	24	18
	Other										
MARI TAL	Married	**47**	52	49	47	51	41	36	51	44	48
PAR	Parent of minor	**30**	40	36	28	30	26	26	19	27	25
EMPL NW	Employed (pt/ft)	**57**	59	66	59	54	50	58	44	51	46
STUD	Student	**17**	17	23	17	12	12	26	8	12	4
DISA	Disability	**18**	18	13	17	19	19	16	27	20	21
LW	Looking for a job	**19**	25	17	19	14	22	28	15	19	15

Major life events

Q36		TOTAL	Library Lovers	Information Omnivores	Solid Center	Print Traditionalists	Not For Me	Young and Restless	Rooted and Roadblocked	Distant Admirers	Off the Grid
Q36a	Job loss/decline in household income	20	23	21	18	19	25	19	19	19	17
Q36b	Major illness/ change in health (self, loved one)	26	23	27	26	27	30	20	34	24	27
Q36c	Birth of a child	7	6	9	7	7	2	5	9	7	5
Q36d	Divorce or death of partner	6	4	4	6	5	9	6	6	7	7
	None of these	58	59	57	58	59	52	61	52	59	60

Technology use

		TOTAL	Library Lovers	Information Omnivores	Solid Center	Print Traditionalists	Not For Me	Young and Restless	Rooted and Roadblocked	Distant Admirers	Off the Grid
IUSER NW2	Use internet	86	95	97	87	87	78	90	74	72	56
INT MOB	Mobile internet	68	72	81	69	63	62	82	51	54	45
MODEM 4B	Home broadband	71	72	86	72	67	66	76	58	51	37
	Online activities *(among internet users)*										
INT FREQ	Daily internet	82	84	90	82	74	78	82	78	70	68
ACT 87	Use social networking sites	74	76	81	72	69	75	86	63	67	70
ACT 112	Use Twitter	20	21	25	18	16	17	27	10	16	19
	Gadgets										
QL1	Cell phone	91	92	95	91	91	89	93	84	88	77
SMART PHONE	Smartphone	55	58	68	57	47	52	68	40	41	33
Q16a	Own e-reader	24	30	33	22	24	20	24	20	18	12
Q16b	Tablet	35	39	46	35	29	31	36	24	27	19

Information attitudes

		TOTAL	Library Lovers	Information Omnivores	Solid Center	Print Traditionalists	Not For Me	Young and Restless	Rooted and Roadblocked	Distant Admirers	Off the Grid
Q15	**Total agree:**										
Q15a	Internet makes it easier to find information today	94	97	97	95	95	84	97	89	90	75
Q15b	There is important info that is not online	55	60	58	53	57	43	61	53	57	49
Q15c	It's easy to separate good info from bad online	55	57	56	55	55	55	57	49	59	43
Q15d	People w/out internet are at a disadvantage	76	76	81	78	75	61	82	73	74	54

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Information habits

		TOTAL	Library Lovers	Information Omnivores	Solid Center	Print Traditionalists	Not For Me	Young and Restless	Rooted and Roadblocked	Distant Admirers	Off the Grid
Q10	**Do daily:**										
Q10c	Listen to music, radio, podcasts	82	87	87	82	78	79	86	76	77	67
Q10d	Socialize with family/friends	78	83	84	78	81	72	78	77	72	59
Q10a	Watch TV or movies	78	74	74	80	80	72	74	80	84	79
Q10b	Read the news, in any format	62	69	68	64	60	55	60	58	48	44
Q10e	Read a book, in any format	41	66	50	37	36	29	38	36	30	25

Community Activities

		TOTAL	Library Lovers	Information Omnivores	Solid Center	Print Traditionalists	Not For Me	Young and Restless	Rooted and Roadblocked	Distant Admirers	Off the Grid
Q4	**Do regularly:**										
Q4a	Visit museums, art galleries, or historic sites	30	48	41	26	25	28	27	19	22	10
Q4b	Attend sporting events	32	38	37	34	34	27	33	21	26	19
Q4c	Go to concerts, plays, or dance performances	30	43	41	27	21	27	31	20	22	20
Q4d	Go to a bookstore	32	57	45	28	27	26	27	21	22	11
	Do not do any of these on a regularly basis	35	18	23	37	40	45	34	52	48	60

Assistance with information tasks

Q9		TOTAL	Library Lovers	Information Omnivores	Solid Center	Print Traditionalists	Not For Me	Young and Restless	Rooted and Roadblocked	Distant Admirers	Off the Grid
Q9	**Would get help**										
Q9a	Apply for gov't services	55	45	49	55	57	54	60	58	63	71
Q9c	Learn how to use a new tech device	47	44	35	49	51	48	31	60	62	61
Q9d	File your taxes	66	58	58	67	67	67	67	72	79	78
Q9e	Use social media	28	21	17	29	30	30	18	39	43	38
	Mean #	2.68	2.43	2.32	2.74	2.79	2.63	2.53	2.94	3.20	3.14
	Median #	3	2	2	3	3	3	3	3	3	3
	Do it on my own										
Q9a	Apply for gov't services	**43**	53	50	44	41	39	38	37	34	21
Q9c	Learn how to use a new tech device	**52**	56	64	50	48	50	68	37	37	29
Q9d	File your taxes	**33**	42	41	32	32	29	33	26	20	15
Q9e	Use social media	**67**	74	81	66	67	59	79	48	52	45

Public library use

		TOTAL	Library Lovers	Information Omnivores	Solid Center	Print Traditionalists	Not For Me	Young and Restless	Rooted and Roadblocked	Distant Admirers	Off the Grid
Q17	Have lib. card	61	98	92	58	55	40	32	36	37	19
Q21 a/b	Have ever used public library (in-person or online)	86	100	100	100	100	100	100	100	0	0
Q21 a/b	Used public library in past year (in-person or online)	54	100	95	46	54	34	42	34	0	0
Q21a	Visited library in past year	48	87	81	43	48	31	32	33	0	0
Q21b	Used lib website in past year	30	83	79	5	20	12	25	6	0	0
Q25	Someone else in the household uses library	54	83	73	50	51	34	38	42	40	17
Q35	Among parents, child uses lib.	70	96	90	64	61	n<100	n<100	n<100	43	n<100
Q24	Public library use has increased over the past 5 years	16	53	16	10	9	9	10	9	Not asked	Not asked

Public library attitudes

		TOTAL	Library Lovers	Information Omnivores	Solid Center	Print Traditionalists	Not For Me	Young and Restless	Rooted and Roadblocked	Distant Admirers	Off the Grid
Q18	**Strongly agree**…										
Q18a	Libraries give all a chance to succeed	72	89	78	73	75	23	65	72	66	45
Q18d	Libraries provide hard-to-find services	48	70	49	47	53	19	37	49	47	32
Q18e	Libraries are important because they promote literacy	77	92	85	77	80	27	71	78	68	58
Q18f	Libs improves quality of life in a community	69	91	78	67	73	20	61	75	64	39
Q18	**Total disagree**… (including disagree and strongly disagree)										
Q18b	Libraries have NOT done a good job keeping up with new tech	55	80	68	57	60	28	46	27	43	27
Q18c	Libraries are NOT as needed for finding info as in the past	46	81	66	33	52	22	39	35	31	24
Q20	**Public library's closing would have major impact on…**										
Q20a	Self/family	29	75	39	18	25	14	15	23	28	10
Q20b	Community	63	86	77	61	69	21	47	61	55	28
Q20	**Public library's closing would have any (major or minor) impact on…**										
Q20a	Self/family	67	96	87	61	71	32	48	54	60	23
Q20b	Community	90	98	98	93	94	56	85	85	85	53
Q32	Know where closest lib is	91	100	100	100	100	94	15	92	78	75
Q33	**Among those who know where the closest library is, the % who say it is…**										
	< 5 mi away	79	87	89	93	11	66	n<100	83	85	42
	6-10 mi	14	11	10	7	50	14	n<100	14	14	20
	11-20 mi	5	2	1	<1%	30	5	n<100	3	1	24
	> 20 mi	1	<1%	0	0	8	5	n<100	0	0	12

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		TOTAL	Library Lovers	Information Omnivores	Solid Center	Print Traditionalists	Not For Me	Young and Restless	Rooted and Roadblocked	Distant Admirers	Off the Grid
Q33	**Among all Americans, the % who say the closest library is…**										
	< 5 mi away	72	87	89	93	11	62	11	76	66	32
	6-10 mi	13	11	10	7	50	13	3	13	11	15
	11-20 mi	4	2	1	<1%	30	5	1	3	1	18
	> 20 mi	1	<1%	0	0	8	5	0	0	0	9
	Don't know	9	<1%	<1%	0	<1%	6	85	8	22	24
	Based on those who have ever used a public library (q21a/b)										
Q27	Know all/most of programs offered	23	50	29	18	21	18	11	5	Not asked	Not asked
Q29	Have had a negative experience	9	13	13	4	7	21	10	7	Not asked	Not asked
Q31	Would describe nearest library as nice/pleasant space to be	67	81	73	71	70	52	29	50	Not asked	Not asked
	Based on those who have ever visited a public library in person (q21a)										
Q28	Libraries are welcoming, friendly places	94	98	95	97	97	70	93	83	Not asked	Not asked
Q30	Very easy to find what you're looking for	35	55	40	33	36	22	22	16	Not asked	Not asked
	It would be "**very easy**" to…										
Q19a	Visit a library in person	62	78	80	69	46	39	38	49	48	32
Q19b	Use a library website	47	72	68	48	42	26	38	12	29	20

	TOTAL	Library Lovers	Information Omnivores	Solid Center	Print Traditionalists	Not For Me	Young and Restless	Rooted and Roadblocked	Distant Admirers	Off the Grid
	Among those who have ever used or have a family member who uses library (yes to q21ab or q25)									
Q26	This service is "**very important**" to self/family									
Q26a	Access to free books & media	54	86	63	47	50	26	44	41	55	n<100
Q26b	Resources to do research for school or work	47	66	50	42	48	25	42	37	57	n<100
Q26c	Using library's internet, computers, or printers	33	49	33	30	34	18	26	26	39	n<100
Q26d	Having a quiet and safe place to spend time, read or study	51	71	54	46	54	32	48	46	53	n<100
Q26e	Programs/events for children or teens	45	64	47	40	45	27	35	40	53	n<100
Q26f	Programs or events for adults	28	43	28	25	27	14	21	24	39	n<100
Q26g	Help applying for government programs, permits, licenses	29	36	27	29	28	19	28	26	43	n<100
Q26h	Help finding or applying for a job	30	37	27	28	32	23	33	24	42	n<100
Q26i	Getting help from a librarian finding info	44	62	44	42	43	26	36	40	55	n<100
	[None of these]	24	2	17	29	24	48	35	32	19	n<100
	Mean #	3.59	5.13	3.73	3.30	3.61	2.12	3.15	3.04	4.37	n<100
	Median #	3	5	3	2	3	1	2	2	4	n<100