

Connecticut State Library – iCONN Awareness and Perception Survey
Final – October 6, 2005

Hello, my name is ____ and I am calling from the Center for Survey Research at the University of Connecticut. We are conducting a brief survey about issues here in Connecticut.

May I please speak to the YOUNGEST MALE in this household, 18 years of age or older, who is at home now? (IF NO MALE HOME NOW, ASK TO SPEAK WITH OLDEST FEMALE, 18 YEARS OF AGE OR OLDER, AT HOME NOW.)

CONTINUE WHEN APPROPRIATE PERSON IS ON THE PHONE. RE-READ INTRO SENTENCES IF NEEDED.

Note to reviewers: if not specified, a question is asked of ALL respondents

Section #1 Background

1. Have you ever used a computer or similar device to obtain information online – meaning over the Internet or World Wide Web?

Yes

No

(Volunteered) Use on-line information received from others

Don't Know

Refused

2. Do you have a library card for any public library in Connecticut?

Yes

No

Don't Know

Refused

(NOTE: town libraries qualify as public libraries, as do state libraries. School and college libraries do NOT qualify – even state college libraries)

3. How often do you visit your local public library, if at all? Would you say that you visit it ... (READ)?

- At least once a week
- Once or twice a month
- Once every couple months
- Three to five times a year
- Once or twice a year
- Less than once a year
- Never
- Don't Know (DO NOT READ)
- Refused (DO NOT READ)

Public Library users: Defined as those who say "three to five times a year" or more frequently to their local public library. Minimum quota for study is 200 public library users.

4a. Have you ever used your local public library's website?

- Yes
- No =>SKIP TO QUESTION #4d
- Don't know =>SKIP TO QUESTION #4d
- Refused =>SKIP TO QUESTION #4d

(ASK IF YES TO Q#4a)

4b. How often do you use your local public library's website? (READ)

- At least once a day
- At least once a week
- Once or twice a month
- Once every couple months
- Three to five times a year
- Once or twice a year
- Less than once a year
- Never (DO NOT READ)
- Don't Know (DO NOT READ)
- Refused (DO NOT READ)

(ASK IF YES TO Q#4a)

4c. What kind of information do you most commonly seek through your local public library's website?

RECORD _____

Don't Know

Refused

4d. Have you ever used databases provided by your local public library for research purposes?

Yes

No

Don't know

Refused

(SKIP IF "NEVER" TO Q#3)

5. How often do you use your local library's computers to access information, if at all?
(READ)

At least once a day

At least once a week

Once or twice a month

Once every couple months

Three to five times a year

Once or twice a year

Less than once a year

Never

Don't Know (DO NOT READ)

Refused (DO NOT READ)

(SKIP IF "NEVER" Q#3)

6. In what town is the local library that you visit most often?

LIST OF CT TOWNS WILL BE ADDED FOR CODING

7. Do you know what interlibrary loan is?

Yes

No

Don't Know

Refused

(READ THIS INTRO IF ANSWERED “NO” TO PREVIOUS QUESTION).

(Intro. To Q#8) Interlibrary loan is a service through which patrons can get books from other libraries and pick them up at and return them to their hometown libraries.

(ASK ALL)

8. Have you ever used interlibrary loan services?

Yes

No

Don't Know

Refused

9. Do you know what the Connecticard program is?

Yes

No

Don't Know

Refused

(READ THIS INTRO IF ANSWERED “NO” TO PREVIOUS QUESTION).

(Intro. To Q#10). Connecticard is the statewide initiative for public library cardholders. It allows public library cardholders from any Connecticut library to go into any other Connecticut public library and use their resources, for example, checking out books, etc.

(ASK ALL)

10. Have you ever used Connecticard?

Yes

No

Don't Know

Refused

11. Do you know what a Connecticut library program known as reQuest is?

Yes

No

Don't Know

Refused

(READ THIS INTRO IF ANSWERED "NO" TO PREVIOUS QUESTION)

(Intro to Q#12) ReQuest is a statewide library catalog that shows the holdings of over 400 Connecticut libraries. You can use it to search for a book or other item anywhere in the state and to request an interlibrary loan, in many cases.

(ASK ALL)

12. Have you ever used reQuest?

- Yes
- No
- Don't Know
- Refused

(IF YES TO PREVIOUS QUESTION)

13. How often do you use reQuest? (READ)

- At least once a day
- At least once a week
- Once or twice a month
- Once every couple months
- Three to five times a year
- Once or twice a year
- Less than once a year
- Never (DO NOT READ)
- Don't Know (DO NOT READ)
- Refused (DO NOT READ)

(IF YES TO QUESTION #12)

14. Have you, in general, been satisfied with your experience using reQuest?

- Yes
- No
- Don't Know
- Refused

(IF "NO" IN PREVIOUS QUESTION)

15. Why were you not satisfied?

RECORD _____

16. Please tell me if you agree or disagree with the following statements.

a. Librarians provide accurate & reliable information. (PROBE: Do you Agree or Disagree? Strongly/Somewhat?)

- Strongly Agree
- Somewhat Agree
- Somewhat Disagree
- Strongly Disagree
- Neutral (vol.)
- Don't Know
- Refused

b. The internet provides accurate and reliable information. (PROBE: Do you Agree or Disagree? Strongly/Somewhat?)

- Strongly Agree
- Somewhat Agree
- Somewhat Disagree
- Strongly Disagree
- Neutral (vol.)
- Don't Know
- Refused

c. I'm concerned about equal access to information – I want residents of all communities in Connecticut to be able to access quality information. (PROBE: Do you Agree or Disagree? Strongly/Somewhat?)

- Strongly Agree
- Somewhat Agree
- Somewhat Disagree
- Strongly Disagree
- Neutral (vol.)
- Don't Know
- Refused

(ASK OF THOSE WHO GO ONLINE FOR INFORMATION – “YES” IN Q#1)

d. I have difficulty finding the information I need online. (PROBE: Do you Agree or Disagree? Strongly/Somewhat?)

- Strongly Agree
- Somewhat Agree
- Somewhat Disagree
- Strongly Disagree
- Neutral (vol.)
- Don't Know
- Refused

17. Have you heard of a Connecticut library program known as iCONN (I-CONN), also known as the Connecticut Digital Library?

- Yes
- No =>SKIP TO QUESTION #33
- Don't Know => SKIP TO QUESTION #33
- Refused => SKIP TO QUESTION #33

Section #2: Evaluation of Program Among Those Familiar

(ALL THOSE WHO HEARD OF iCONN BEGIN THIS SECTION – “YES” IN Q#17)

18. How did you hear about iCONN or the Connecticut Digital Library program?
(ASK OPEN-ENDED AND CODE INTO CATEGORIES.)

Library

Informed by librarian

Received/saw information about it while at library

College/University

Event (e.g. Fair, Expo)

Word of mouth, work, school

Word of mouth from friends or family members

Word of mouth at work

From school they attend

From children's school

Media

Television

Radio

Newspaper

Flier/Brochure/bookmark/other promotional materials

iCONN website

Internet (other than iCONN website)

Other (specify) _____

Don't Know

Refused

19. How familiar are you with iCONN? Would you say that you are very familiar, somewhat familiar, not too familiar or not familiar at all with it?

Very familiar

Somewhat familiar

Not too familiar

Not familiar at all => SKIP TO QUESTION #33

Don't Know => SKIP TO QUESTION #33

Refused => SKIP TO QUESTION #33

20. What do you know about iCONN – in terms of what it offers and how it works? I'd like to hear anything that you know about it

(ASK OPEN-ENDED AND CODE INTO CATEGORIES.)

(PROBE: "anything else?")

Cost and Access Information

Free

Offers online access to databases

Can access it from home or any computer

Just need a library card

Resource information

Online resource --general

Online library catalog

Online access to genealogy resources

Online access to newspapers/magazines

Online access to scholarly journals.

Online access to photos

Online bilingual magazines

Online Business Resources

Online Health Resources

Other (specify) _____

Don't Know

Refused

(READ SLOWLY)

21. Just to remind you, the Connecticut Digital Library, or iCONN, is a service offered by the Connecticut State Library to every resident in the state at no charge. The service includes access to online databases, such as full texts of newspapers, magazines, scholarly journals, on-line encyclopedias, e-books, health and wellness informational materials and photographic archives. It also offers an online library catalog for over 400 public, school, and academic libraries in the state. iCONN offers this service to all residents of the state having a public library card. The service can be used at ANY public library or on your home computer, or at any Internet-accessible location.

Have you ever used iCONN?

Yes

No => SKIP TO QUESTION #33

Don't Know => SKIP TO QUESTION #33

Refused => SKIP TO QUESTION #33

22. What method do you usually use to find or link to the iCONN website?

(READ ONLY IF NEEDED)

Through www.iconn.org (typing in/on Favorite)

Through library's website

By searching Google

Through my library catalog

Other means (SPECIFY) _____

Don't Know

Refused

INTERVIEWER NOTE: Not location of computer. We want to know once they are on a computer, how do they connect

23. Which iCONN resources or offerings have you used? (PROBE: Anything else?)

(DO NOT READ – CODE ALL THAT APPLY)

Library catalog

Information/resources (general)

Health/wellness resources

Business resources

Genealogy resources

History resource centers

Reading Materials (general)

Newspapers

Magazines

Scholarly journals

E-books

Biographies

Spanish-language and bilingual magazines

Photos

Other (specify) _____

Don't Know

Refused

24. Which one iCONN resource or offering have you used most often? (PROBE:
Anything else?)

(DO NOT READ – CODE ONLY ONE)

Library catalog

Information/resources (general)

Health/wellness resources

Business resources

Genealogy resources

History resource centers

Reading Materials (general)

Newspapers

Magazines

Scholarly journals

E-books

Biographies

Spanish-language and bilingual magazines

Photos

Other (specify) _____
Don't Know
Refused

(ASK THIS SECTION IF ANSWER "NEWSPAPERS" IN Q23)

25. Please tell me if you have used iCONN to read or access the following newspapers.

a. New York Times

Yes
No
Don't Know
Refused

b. Hartford Courant

Yes
No
Don't Know
Refused

c. Wall Street Journal

Yes
No
Don't Know
Refused

d. Washington Post

Yes
No
Don't Know
Refused

e. Los Angeles Times

Yes

No

Don't Know

Refused

f. Christian Science Monitor

Yes

No

Don't Know

Refused

26. For what purposes have you used iCONN?

(DO NOT READ – CODE ALL THAT APPLY)

Work

School(general)

Schoolwork for self

Schoolwork for child/child's homework

Schoolwork for other

Personal research/projects (general)

Business research

Health research

Genealogy research

Hobbies/pastimes

Reading

Newspapers

Magazines

Scholarly journals

E-books

What Do I Read Next?

Other (specify)_____

Don't Know
Refused

27. Overall, how would you rate iCONN, based on your experience with it? Would you say it is excellent, good, fair, or poor?

Excellent
Good
Fair
Poor
Don't Know
Refused

28. Are you satisfied or dissatisfied with the information found on iCONN?

Satisfied
Dissatisfied
Don't Know
Refused

(ASK Q#29 IF ANSWERED DISSATISFIED TO PREVIOUS QUESTION)

29. Please explain why you are dissatisfied.

RECORD _____
Don't Know
Refused

30. In your opinion, how could iCONN be improved?

(PROBE: anything else?)
(RECORD) _____
(Get as complete an answer as possible)

31. Would you recommend iCONN to a family member, friend or coworker who needs information?

Yes
No
Don't Know/not familiar enough with what is available via iCONN

Refused

(ASK THOSE WHO SAY YES TO THE PREVIOUS QUESTION)

32. What is the most compelling reason that you can think of as to why you might recommend iCONN to someone else?

RECORD COMMENTS: _____

No comments

Don't Know

Refused

(RESPONDENTS WHO COMPLETED SECTION #2 NOW GO TO SECTION #4, DEMOGRAPHICS)

Section #3: Evaluation of Program Among Those NOT or LESS Familiar

Those not aware of iCONN ("no" in Q#17) OR "not familiar at all" with iCONN (Q#19) begin this section

(READ SLOWLY)

33. The Connecticut Digital Library, or iCONN, is a service offered by the Connecticut State Library to every resident in the state at no charge. The service includes access to online databases, such as full texts of newspapers, magazines, scholarly journals, online encyclopedias, e-books, health and wellness informational materials and photographic archives. It also offers an online library catalog listing the books and titles of over 400 public, academic and school libraries in the state. iCONN offers this service to all residents of the state having a public library card. The service can be used at ANY public library or on your home computer, or at any Internet-accessible location.

34. Based on this description, how likely are you to use iCONN in the future—very likely, somewhat likely, not too likely or not at all likely?

Very likely

Somewhat likely

Not too likely

Not at all likely

Don't Know

Refused

(ASK IF "NOT TOO LIKELY" OR "NOT AT ALL LIKELY" IN PREVIOUS QUESTION)

35. Why are you not that likely to use iCONN in the future?

Record verbatim _____

Don't Know

Refused

PEOPLE WHO SAY "NOT AT ALL LIKELY" IN Q#34 SHOULD NOW SKIP TO Q#41a

36. What would you most likely use iCONN for?

(DO NOT READ – CODE ALL THAT APPLY)

Work

School(general)

Schoolwork for self

Schoolwork for child/child's homework

Schoolwork for other

Personal research/projects (general)

Business research

Health research

Genealogy research

Hobbies/pastimes

Reading

Newspapers

Magazines

Scholarly journals

E-books

What Do I Read Next?

Other (specify) _____

Don't Know

Refused

37. Please tell me how interested you are in each of the following aspects of iCONN.
(ROTATE ORDER)

a. An online library catalog listing the books and titles of over 400 public, academic and school libraries in the state. Are you very interested, somewhat interested, not too interested, or not interested at all in this aspect of iCONN?

- Very interested
- Somewhat interested
- Not too interested
- Not interested at all
- Don't Know
- Refused

b. Online access to genealogy resources – meaning resources for tracing one's family history. (PROBE: Are you very interested, somewhat interested, not too interested, or not interested at all in this aspect of iCONN?)

- Very interested
- Somewhat interested
- Not too interested
- Not interested at all
- Don't Know
- Refused

c. Online access to newspapers and magazines. (PROBE: Are you very interested, somewhat interested, not too interested, or not interested at all in this aspect of iCONN?)

- Very interested
- Somewhat interested
- Not too interested
- Not interested at all
- Don't Know
- Refused

d. Online access to scholarly journals. (PROBE: Are you very interested, somewhat interested, not too interested, or not interested at all in this aspect of iCONN?)

- Very interested

Somewhat interested
Not too interested
Not interested at all
Don't Know
Refused

INTERVIEWER NOTE: scholarly journals are journals in which academics publish their research

e. Online access to Spanish-language and bilingual magazines. (PROBE: Are you very interested, somewhat interested, not too interested, or not interested at all in this aspect of iCONN?)

Very interested
Somewhat interested
Not too interested
Not interested at all
Don't Know
Refused

f. Online access to the Associated Press library of photographs. (PROBE: Are you very interested, somewhat interested, not too interested, or not interested at all in this aspect of iCONN?)

Very interested
Somewhat interested
Not too interested
Not interested at all
Don't Know
Refused

g. Online access to a business and company resource center that includes company profiles, company performance ratings, and investment reports. (PROBE: Are you very interested, somewhat interested, not too interested, or not interested at all in this aspect of iCONN?)

Very interested
Somewhat interested
Not too interested
Not interested at all
Don't Know

Refused

h. Online access to a health and wellness resource center that includes access to journals and encyclopedias of medicine. (PROBE: Are you very interested, somewhat interested, not too interested, or not interested at all in this aspect of iCONN?)

Very interested

Somewhat interested

Not too interested

Not interested at all

Don't Know

Refused

i. Online access to a history resource center that includes access to historical journals, atlases and maps. (PROBE: Are you very interested, somewhat interested, not too interested, or not interested at all in this aspect of iCONN?)

Very interested

Somewhat interested

Not too interested

Not interested at all

Don't Know

Refused

(ASK 38 a – f ONLY IF SAID “very”, “somewhat” or “not too interested” in Q#37c)

38. Please tell me if you think you would use iCONN to access the following newspapers.

(ROTATE ORDER)

a. New York Times

Yes

No

Don't Know

Refused

b. Hartford Courant

Yes

No

Don't Know

Refused

c. Wall Street Journal

Yes

No

Don't Know

Refused

d. Washington Post

Yes

No

Don't Know

Refused

e. Los Angeles Times

Yes

No

Don't Know

Refused

f. Christian Science Monitor

Yes

No

Don't Know

Refused

(ASK 39a – f ONLY IF SAID “very”, “somewhat” or “not too interested” in Q#37c)

39. Please tell me if you think you would use iCONN to access the following magazines.

(ROTATE ORDER)

a. Consumer Reports

Yes

No

Don't Know

Refused

b. Science and technology magazines or journals

- Yes
- No
- Don't Know
- Refused

c. Business and economics magazines or journals

- Yes
- No
- Don't Know
- Refused

d. Health magazines or journals

- Yes
- No
- Don't Know
- Refused

e. Law magazines or journals

- Yes
- No
- Don't Know
- Refused

f. Literature and literary analysis magazines or journals

- Yes
- No
- Don't Know
- Refused

g. News magazines, such as Time or Newsweek

- Yes
- No
- Don't Know
- Refused

h. Popular magazines – for general interest, travel or hobbies

Yes
No
Don't Know
Refused

(ASK THIS QUESTION OF THOSE WITHOUT A LIBRARY CARD – “no” to Q#2)

40. Based on what you have learned from this survey, would you say that you are now more likely to get a library card from your public library, less likely to get a library card or no difference?

- More likely
- Less likely
- No difference
- Don't Know
- Refused

41a. Would you be more likely to use iCONN if it offered a live online “ask an expert” service for research assistance or homework help?

- Yes
- No
- Don't Know
- Refused

b. Would you be more likely to use iCONN if it offered online test preparation services?

- Yes
- No
- Don't Know
- Refused

c. Would you be more likely to use iCONN if it offered online car repair manuals?

- Yes
- No
- Don't Know
- Refused

d. Would you be more likely to use iCONN if it offered nonfiction e-books – meaning nonfiction books that can be read on-line or downloaded?

- Yes
- No
- Don't Know
- Refused

e. Would you be more likely to use iCONN if it offered fiction e-books – meaning fiction books that can be read on-line or downloaded?

- Yes
- No
- Don't Know
- Refused

f. Would you be more likely to use iCONN if it offered downloadable audio e-books?

- Yes
- No
- Don't Know
- Refused

g. Would you be more likely to use iCONN if it offered access to music files that could be listened to online? The music would include classical, jazz, blues, gospel and ethnic music? (NOT country, pop or rock)

- Yes
- No
- Don't Know
- Refused

42. What else would iCONN have to offer to make you more likely to use it?

(PROBE: Anything else?)

RECORD _____

- Don't Know
- Refused

43. Think for a moment about what might motivate you to use iCONN. For each of the following, please tell me if you see it as a major factor, minor factor or not a factor at all in possibly motivating you to use iCONN.

a. Access is free. (PROBE: do you agree or disagree that this might motivate you to use iCONN? Strongly/Somewhat)

Major factor
Minor factor
Not a factor at all
Don't Know
Refused

b. iCONN is available 24 hours a day, 7 days a week. (PROBE: do you agree or disagree that this might motivate you to use iCONN? Strongly/Somewhat)

Major factor
Minor factor
Not a factor at all
Don't Know
Refused

c. You can use it to save space because you can count on iCONN to have articles from your favorite magazines. (PROBE: do you agree or disagree that this might motivate you to use iCONN? Strongly/Somewhat)

Major factor
Minor factor
Not a factor at all
Don't Know
Refused

d. You can use it to save money because you don't have to subscribe to as many newspapers or magazines. (PROBE: do you agree or disagree that this might motivate you to use iCONN? Strongly/Somewhat)

Major factor
Minor factor
Not a factor at all
Don't Know
Refused

Section #4: Demographics

Finally, I have just a few questions for classification purposes only.

D1. How often do you go online for any reason – either at home, at work or anywhere?
(READ)

- At least once a day
- Three to five times a week
- Once or twice a week
- Once or twice a month
- Less often than once a month
- Never
- Don't know (DO NOT READ)
- Refused (DO NOT READ)

(IF YES TO #D1)

D2. What are your primary reasons for going online
(DO NOT READ – CODE ALL THAT APPLY)

- Work
- School
- Current events/news
- Sports news/info
- Entertainment (general)
 - Play games
 - Download movies/music
 - Blogging (reading/writing)
- Communications/e-mail/social contact/chat rooms
- Shopping
- Personal research/info collecting
- Other (Specify) _____
- Don't know
- Refused

(IF YES TO #D1)

D3. How often do you go on-line for research or informational purposes? (READ)

- At least once a day
- Three to five times a week
- Once or twice a week
- Once or twice a month
- Less often than once a month
- Never (**SKIP TO D8**)
- Don't know (DO NOT READ)
- Refused (DO NOT READ)

D4. What type of information are you most likely to look for on-line?

(PROBE) Anything else?)

(RECORD) _____

- Don't Know
- Refused

D5. Where on the internet do you typically go to get information – how do you access this information?

(PROBE) Anything else?)

(RECORD) _____

- Don't Know
- Refused

D6. What do you like about getting information from online sources?

(DO NOT READ – CODE ALL THAT APPLY)

Fast: Online information is available immediately, offers quick answers

Targeted: I only have to look at topics of interest to me

24/7: Online information is available 24/7

From home: I don't have to leave my house to get it

From work/school: I can get it from work or school

Many resources: There are many resources available online

Searchable: Online information is searchable

Portable: I can download/email/cut-n-paste information as desired

More viewpoints: I get more viewpoints than I do through non-online sources

Have control: I have control over the information that's presented to me

Browsable: It's browseable – I can “surf” for other topics if I see something of interest

No physical barriers to accessing information

Other (specify) _____

Don't Know

Refused

D7. From what location are you most likely to access online information?

Work

School

Home

Library

Internet Café

Other (specify) _____

Don't Know

Refused

D8. Do have internet access from your home?

Yes

No

Don't Know

Refused

(IF YES TO PREVIOUS QUESTION, ASK)

D9. Do you have a high speed connection at home? (IF YES) What type?

Cable

DSL

Other (SPECIFY) _____

NO – no high speed access at home

INTERVIEWER NOTE: high speed = anything other than standard dial up, phone connection

D10. What type of computer do you use most often?

(DO NOT READ.)

PC

Mac
Linux/UNIX
Other (specify) _____
Don't Know
Refused

D11. What is your profession?

Record _____
Student
Not employed/retired
Don't Know
Refused

D12. In what year were you born? (RECORD 4 DIGIT YEAR)

Don't Know
Refused

D13. What was the last grade of school you completed?

Grade school or less (0-8)
Some high school (9-11)
High school graduate (12)
Some college (1-3 years)/Associate's Degree/Technical School
College graduate (4 years)
Post graduate (Beyond 4 years)
Don't Know
Refused

D14. How would you describe your race or ethnic background?

Hispanic/Latino
African-American/Black
Asian
Caucasian/White
Biracial (vol)
Other (specify) _____
Don't Know

Refused

D15. For classification purposes only, is the total yearly income of all members of your family now living at home \$40,000 or more, or is it less than \$40,000?

| | |
|--------------------|-----------|
| Less than \$40,000 | GO TO 15A |
| \$40,000 or more | GO TO 15B |
| Don't Know | GO TO 16 |
| Refused | GO TO 16 |

D15A. And is that . . .

| | |
|--------------------------------|---------|
| Less than \$10,000 | => QD16 |
| \$10,000 to less than \$20,000 | => QD16 |
| \$20,000 to less than \$30,000 | => QD16 |
| \$30,000 to less than \$40,000 | => QD16 |
| Don't Know | => QD16 |
| Refused | => QD16 |

D15B. And is that . . .

\$40,000 to less than \$50,000
\$50,000 to less than \$75,000
\$75,000 to less than \$100,000
\$100,000 to less than \$125,000
\$125,000 or more
Don't know
Refused

D16. Do you have any children under age 18 living in your household?

Yes
No
Don't Know
Refused

D17. In what town do you live?

(ADD LIST OF CT TOWNS)

D18. (DO NOT ASK. RECORD RESPONDENT GENDER)

Male

Female

Thank you very much for your time. Your participation is greatly appreciated.