OMB #3137-0087 Expiration Date: 07/31/2016

INSTITUTE OF MUSEUM AND LIBRARY SERVICES (IMLS) QUESTIONNAIRE: PUBLIC NEEDS FOR LIBRARY AND MUSEUM SERVICES (PNLMS) SURVEY

I. ADULT LIBRARY USER MODULE

For the next few questions, I'll be asking you to think about your activities during the past month, that is, since [...].

L01A. A public library is a library that provides free services to the people in a community, typically a city or county library. Have you visited a public library in-person in the past month, since [...]?

- 1. YES
- 2. NO

L01B. When was your most recent in-person visit to the public library?

- 1. More than 1 but less than 3 months ago
- 2. More than 3 but less than 6 months ago
- 3. More than 6 months but less than 1 year ago
- 4. More than one year ago
- 5. I have never been to a public library.

L02. About how many in-person visits did you make to public libraries in the past month, since [...]?

Response: ___

LO3. Which of the following have you done at a public library in the past month? Since [...], have you...?

[...]

- a. Checked out a book
- b. Read a book, magazine, or newspaper in the library
- c. Checked out a video, DVD, CD, or audiotape
- d. Searched a library catalog
- e. Asked a librarian for help
- f. Attended a library-sponsored program for adults
- g. Attended a library-sponsored program for children
- h. Attended a meeting at the library
- i. Received technology training
- j. Used a library computer
- k. Used your own computer in the library
- I. Other (Specify) _____

1. YES

2. NO

Now I'm going to ask you some general questions about your <u>most recent</u> in-person visit to a public library.

L04. What was the date of your most recent in-person visit to the public library?

Date Response:

L05. On your most recent visit to the public library, on [...], who went with you?

- 1. By myself (If needed, read "By Yourself")
- 2. With family
- 3. With friends
- 4. With colleagues or people I (Read: "You") work with
- 5. With a class, tour, group, etc.
- 6. With others, specify _____

L06A. On your most recent visit, on [LAST VISIT LIB], did you use a library computer or the library's internet connection?

1. YES

2. NO

L06B. What did you use the library computer or library's internet connection for?

Response: _____

L07. Overall, how satisfied were you with your most recent public library visit?

- 1. Very satisfied
- 2. Satisfied
- 3. Neither satisfied nor dissatisfied
- 4. Dissatisfied
- 5. Very dissatisfied

L08. For your most recent visit, on [...], about how long did it take to get from your home to the public library?

If your most recent visit was part of a vacation or business trip, let me know that, too.

_____HOURS MINUTES

L09A / L09A1

L09A. Other than while you were at the library, have you accessed a public library website since [...]?

1. YES

2. NO

L09B. About how many times have you accessed a public library website in the past month, since []?

Numerical response, up to 2 digits.....__

L09C. Which of the following did you do on a public library website in the past month? Please answer yes or no to each option. Since [...], did you...?

[...]

- a. Download an e-book, audio-book, podcast, or music
- b. Download government forms, applications, or other materials
- c. Search a library catalog
- d. Access online journals, newspapers, or magazines
- e. Access online research tools
- f. Ask a question or talk with a librarian
- g. Look up information about library events
- h. Manage library materials, such as checking due dates or renewing items
- i. Pay a library fine
- j. Request an item for hold
- k. Plan your visit, such as checking hours or address
- I. Other (Specify) _____
- 1. YES
- 2. NO

L09A1. Have you accessed a public library website in the past month, since [...]?

- 1. YES
- 2. NO (...)

L09B1. About how many times have you accessed a public library website in the past month, since [...]?

Response: _

L09C1. Which of the following did you do on a public library website in the past month? Please answer yes or no to each option. Since [], did you...?

[...]

- a. Download an e-book, audio-book, podcast, or music
- b. Download government forms, applications, or other materials
- c. Search a library catalog
- d. Access online journals, newspapers, or magazines
- e. Access online research tools
- f. Ask a question or talk with a librarian
- g. Look up information about library events

- h. Manage library materials, such as checking due dates or renewing items
- i. Pay a library fine
- j. Request an item for hold
- k. Plan your visit, such as checking hours or address
- I. Other (Specify) _____
- 1. YES
- 2. NO

L10. Do you have a library card?

- 1. YES
- 2. NO

L11. On a scale from 0 to 10, with 10 being most important and 0 being least important, please indicate how important it is for public libraries to provide: [...]

- a. Print or physical media, such as books, CDs, DVDs
- b. Electronic or digital media, such as downloadable e-books, audio, podcasts, or music
- c. Public access to library computers and the Internet
- d. Trained library staff to help people find information or materials
- e. Programs for children
- f. Programs for teenagers and young adults
- g. Programs for older adults
- L12. When was the last time you donated any money, goods, or services to a library?
- 1. Within the last month
- 2. More than 1 but less than 3 months ago
- 3. More than 3 but less than 6 months ago
- 4. More than 6 months but less than a year ago
- 5. More than a year ago
- 6. Never donated to library

II. ADULT MUSEUM USER MODULE

For the next series of questions, I'll be asking you about your activities during the past month, that is, since [...].

M01A. You may be surprised about what is considered a museum. Have you visited any of the following types of museums or locations in-person in the past month, since [...]?

Please answer "Yes" or "No" to each type of museum. [...]

- a. Science or technology center or museum
- b. Children's or Youth museum

- c. Natural History or anthropology museum
- d. Art museum or gallery
- e. History museum, historic house, or historical society
- f. Arboretum or Botanical Garden
- g. Zoo or Aquarium
- h. Nature Center
- i. General Museum
- 1. YES
- 2. NO

M01A_OTH. Did you go to any other museum since []?

- 1. YES
- 2. NO

M01A_OTH2. What type of museum was it? _____

M01_N.

M01B. When was your most recent in-person visit to a museum? Was it...

- 1. More than 1 but less than 3 months ago
- 2. More than 3 but less than 6 months ago
- 3. More than 6 months but less than 1 year ago
- 4. More than one year ago
- 5. I have never been to a museum.

M02. About how many <u>in-person</u> visits did you make to museums in the past month, that is, since []?

Response_

M03. Which of the following have you done at a museum in the past month? Since [], have you...?

[]

- a. Browsed on your own
- b. Viewed a specific exhibit, collection, or display
- c. Spoke with a museum employee-or guide about the exhibit or collection
- d. Participated in a guided tour
- e. Purchased items from the gift shop
- f. Attended a special event, lecture, class, or workshop
- g. Completed an academic assignment or research
- h. Visited the museum restaurant or coffee shop
- i. Visited an IMAX or movie theater
- j. Other (Specify) _____
- 1. YES
- 2. NO

Now I'm going to ask you some questions about your most recent in-person visit to a museum.

M04. What was the date of your most recent in-person visit to a museum?

Date Response: _____

M05. On your most recent visit to a museum, on [], what type of museum did you visit?

- 1. Science or technology center or museum
- 2. Children's or Youth museum
- 3. Natural History or anthropology museum
- 4. Art museum or gallery
- 5. History museum, historic house, or historical society
- 6. Arboretum or Botanical Garden
- 7. Zoo or Aquarium
- 8. Nature Center
- 9. General Museum
- 10. Other (specify: [])

M06. On your most recent visit to a [], on [], who went with you?

- 1. By myself (If needed, read "By Yourself")
- 2. With family
- 3. With friends
- 4. With colleagues or people I (Read: 'You") work with
- 5. With a class, tour, group, etc.
- 6. With others, specify _____

M07. Overall, how satisfied were you with your most recent museum visit, to the [] on []?

- 1. Very satisfied
- 2. Satisfied
- 3. Neither satisfied nor dissatisfied
- 4. Dissatisfied
- 5. Very dissatisfied

M08. About how long did it take to get from your home to the [] on your most recent visit? If your most recent visit was part of a vacation or business trip, let me know that, too.

_____HOURS (...) _____ MINUTES (...)

M09. On your most recent visit, on [...], how much did you pay for your admission to the [...]?

- 1. Nothing, because it was free
- 2. Nothing, because you are a member
- 3. Less than \$5.00
- 4. \$5.00 or more, but less than \$10.00

- 5. \$10.00 or more, but less than \$20.00
- 6. \$20 or more

M10A / M10A1

M10A. Other than while you were at a museum, have you accessed a museum website in the past month, <u>since []?</u>

- 1. YES
- 2. NO (...)

M10B. About how many times have you accessed a museum website in the past month, since []?[]

Numerical response, up to 2 digits.....__

M10C. Which of the following did you do on a museum website in the past month? Please answer yes or no to each option. Since [], did you...?

- []
- a. Search the collection online or view an online exhibit
- b. Plan your visit, such as checking hours, parking, or admission fees
- c. Learn about a specific topic in the collection
- d. Access educational materials, including teacher and student resources
- e. Purchase items from the museum store or gift shop
- f. Download a podcast or audio tour
- g. Contact or talk with museum staff
- h. Leave a comment
- i. Other (Specify) _____

M10A1. Have you accessed a museum website in the past month, since []?

- 1. YES
- 2. NO (...)

M10B1. About how many times have you accessed a museum website in the past month, since []?[]

Numerical response: ___

M10C1. Which of the following did you do on a museum website in the past month? Please answer yes or no to each option. Since [], did you...?

[]

- j. Search the collection online or view an online exhibit
- k. Plan your visit, such as checking hours, parking, or admission fees
- I. Learn about a specific topic in the collection
- m. Access educational materials, including teacher and student resources

- n. Purchase items from the museum store or gift shop
- o. Download a podcast or audio tour
- p. Contact or talk with museum staff
- q. Leave a comment
- r. Other (Specify) _____

M11. Do you have a membership to a museum?

- 1. YES
- 2. NO

M12. On a scale from 0 to 10, with 10 being the most-important and 0 being least important, please indicate how important it is for museums to provide []:

- a. Material objects to view and learn about
- b. Electronic or digital media about their collections
- c. Conservation of and care for collections of artifacts
- d. Trained museum staff to help people find and learn about collections
- e. Programs for children
- f. Programs for teenagers and young adults
- g. Programs for older adults

M14. When was the last time you donated any money, goods, or services to a museum?

- 1. Within the last month
- 2. More than 1 but less than 3 months ago
- 3. More than 3 but less than 6 months ago
- 4. More than 6 months but less than a year ago
- 5. More than a year ago
- 6. Never donated to museum

III. ADULT LIBRARY NON-USER MODULE

NUL01. How many years has it been since you visited a public library?

Numerical response: _____

NUL02. I'm going to read a list of reasons why some people <u>do not</u> go to libraries. Please tell me which reasons, if any, are true for you. []

- a. I don't know where the nearest library is
- b. It is difficult to get to the library using public transportation
- c. I feel uncomfortable or out of place in the library
- d. There is no one who would go with me to the library
- e. I have child care responsibilities
- f. Health problems or a disability prevent me from going

- g. There are no libraries nearby
- h. The location is not in a safe area
- i. The quality of the library is poor
- j. It is difficult to make time to go to the library
- k. I do not have a library card
- I. I can get what I want from a bookstore or on the Internet.
- 1. YES
- 2. NO

NUL03. People go to libraries for many reasons. Please say "yes" if you might go to the library for any of the following reasons. []

- a. Attend a library-sponsored program
- b. To support formal education or career development
- c. Access government services, programs, or forms
- d. Receive technology instruction
- e. Check out materials.
- f. Use the computer, internet, or wireless in the library
- g. Access health and wellness information
- h. To look for a job or information on how to start or manage a business
- 1. YES
- 2. NO

NUL03_OTH1. Are there any other reasons you might go?

- 1. YES
- 2. NO

NUL03_OTH2. What is that reason?

Response: _____

NUL04. What do you value most about public libraries?

Response: _____

NUL05. Which services offered by public libraries do you think are most important?

- a. Providing materials, such as books, magazines, DVDs, CDs, online content
- b. Providing services for job-seekers and businesses
- c. Promoting literacy among children and adults
- d. Hosting events and programs
- e. Offering a community gathering place
- f. Providing public access to technology, such as computers or the Internet
- g. Some other service (Specify) _____

IV. ADULT MUSEUM NON-USER MODULE

NUM01. How many years has it been since you visited a museum?

Numeric Response: _____

NUM02. I'm going to read a list of reasons why some people <u>do not</u> go to museums. Please tell me which reasons, if any, are true for you. []

- a. I don't know where the nearest museum is
- b. It is difficult to get to the museum using public transportation
- c. I feel uncomfortable or out of place in the museum
- d. There is no one who would go with me to a museum
- e. I have child care responsibilities
- f. Health problems or a disability prevent me from going
- g. There are no museums nearby
- h. The location is not in a safe area
- i. The quality of the museum is poor
- j. It is difficult to make time to go to the museum
- k. The museum is too expensive
- 1. YES
- 2. NO

NUM03. People go to museums for many reasons. Please say "yes" if you might go to a museum for any of the following reasons. []

- a. Attend a special event
- b. Attend a lecture, class, or workshop
- c. View a specific exhibit, collection, or display
- d. Complete an academic assignment or do research
- e. Speak to a museum employee-or guide about the exhibit or collections
- f. Participate in a guided tour.
- g. Purchase items from the museum store or gift shop
- h. Use the museum restaurant or coffee shop
- i. Visit an IMAX or movie theater
- 1. YES
- 2. NO

NUM03_OTH1. Are there any other reasons you might go?

1. YES

2. NO

NUM03_OTH2. What is that reason?

Response: _____

NUM04. What do you value most about museums?

Response: _____

V. <u>CHILD – GENERAL MODULE</u>

CH01A. How many children under age 18 are in your household?

Response: 2-digit number _ _

CH01B. Which child has the next birthday?

Response _____

CH02. Is [] under your care?

1. YES

2. NO

CH03. Is [] a boy or a girl?

1. Boy

2. Girl

CH04. How old is []?

Response: number ___

CH04B. Is [CHILD/the child]...? [INTERVIEWER: READ IF NECESSARY]

- 1. 0 to 2 years old
- 2. 3 to 5 years old
- 3. 6 to 9 years old
- 4. 10 to 13 years old
- 5. 14 to 17 years old

88. Don't Know

99. Refused/Missing

VI. CHILD LIBRARY USER MODULE

Let's start with public libraries. When answering the next few questions, please consider public libraries only. This does <u>not</u> include school libraries.

I'll be asking about [] activities during the past month, that is, since [].

CHL01. Has [] visited a public library in-person in the past month, since []?

1. YES

2. NO

CHL02. About how many times has [] visited a public library in-person in the past month, since []?

Number of times: ___

PROGRAMMER: Library non-user respondents, SKIP TO CHL04

CHL03. Have YOU taken [] to the library in the past month, since []?

1. YES

2. NO

Now I'm going to ask some questions about [] most recent in-person visit to a public library.

CHL04A / CHL04B

CHL04A. What was the date of your most recent in-person visit to a public library with []?

Response: Date

CHL04B. What was the date of [] most recent in-person visit to a public library?

Response: Date

CHL05. During [] <u>most recent</u> visit to the public library, on [], which of the following activities did the [he/she/this child] do at the public library? []

- a. Checked out books
- b. Checked out materials other than books, such as movies or music
- c. Read for fun
- d. Worked on a school assignment
- e. Used the computer or Internet
- f. Entertainment, such as play games
- g. Attended a program, such as story time
- h. Other (Specify) _____
- 1. YES

2. NO

CHL06. On [] most recent visit to the public library, on [], who when with []?

- 1. You
- 2. Your spouse or partner
- 3. Another member of your household

- 4. Another adult outside of school
- 5. An adult from school
- 6. One of this child's friends
- 7. This child visited on his or her own
- 8. Someone else, but none of the above _____

CHL07. Has [] visited a public library in-person by [] or with friends in the past month, since []?

- 1. NO
- 2. YES

CHL08A/CHL08B

CHL08A. Other than while [] was at the library, has [he/she/this child] accessed a public library website in the past month, <u>since []?</u>

- 1. YES
- 2. NO

CHL08B. Has [] accessed a public library website in the past month, since []?

- 1. YES
- 2. NO

CHL09. When was the last time [] visited the public library? Was it...

- 1. Never [DO NOT READ]
- 2. More than 1 but less than 3 months ago
- 3. More than 3 but less than 6 months ago
- 4. More than 6 months but less than a year ago
- 5. More than a year ago

CHL10. Why hasn't [] gone to a public library recently?_____

VII. CHILD MUSEUM USER MODULE

[] I'll be asking about [] activities during the past month, that is, since [].

CHM01. Has [] visited any of the following types of museums in-person in the past month, since [] ? Please answer either yes or no to each type. []

- a. Science or technology center or museum
- b. Children's or Youth museum
- c. Natural History or anthropology museum
- d. Art museum or gallery
- e. History museum, historic house, or historical society
- f. Arboretum or Botanical Garden

- g. Zoo or Aquarium
- h. Nature Center
- i. General Museum
- 1. YES
- 2. NO

CHM01_OTH. Did [] go to any other museum since []?

- 1. YES
- 2. NO

CHM01_OTH2. What type of museum was it? _____

CHM02. About how many times has [] visited a museum in-person in the past month, since []?

Number of times: ____

CHM03. Have <u>YOU</u> taken [] to a museum in the past month, since []?

- 1. YES
- 2. NO

Now I'm going to ask some questions about [] most recent in-person visit to a museum.

CHM04A / CHM04B

CHM04A. What was the date of your most recent in-person visit to a museum with []?

Response: Date

CHM04B. What was the date of [] most recent in-person visit to a museum?

Response: Date

CHM05. On [] most recent visit to a museum, on [], what type of museum did [] visit?

- 1. Science or technology center or museum
- 2. Children's or Youth museum
- 3. Natural History or anthropology museum
- 4. Art museum or gallery
- 5. History museum, historic house, or historical society
- 6. Arboretum or Botanical Garden
- 7. Zoo or Aquarium
- 8. Nature Center
- 9. General Museum
- 10. (Other) []

CHM06. During [] most recent visit to the [], on [], which of the following activities did the [] do at the museum? []

- a. Browsed on {his/her} own or with you
- b. Viewed a specific exhibit, collection or display
- c. Talked with a museum employee about an exhibit-or how to use the museum
- d. Participated in a guided tour, including a school field trip
- e. Participated in a program for children or youth
- f. Worked on a school assignment
- g. Purchased items from the gift shop
- h. Visited an IMAX or movie theater
- i. Used a self-guided tour for youth
- j. Participated in a special event, such as a festival or holiday event at the museum
- k. Other (Specify) _____
- 1. YES
- 2. NO

CHM07. On [] most recent visit to the [], on [], who when with []?

- a. You
- b. Your spouse or partner
- c. Another member of your household
- d. Another adult outside of school
- e. An adult from school
- f. One of this child's friends
- g. This child visited on his or her own
- h. Someone else, but none of the above _____

CHM08. Has [] visited a museum in-person by [] or with friends in the past month, since []?

- 1. YES
- 2. NO

CHM09A/CHM09B

CHM09A. Other than while [] was at the museum, has [he/she/this child] accessed a museum website in the past month, <u>since []?</u>

- 1. YES
- 2. NO

CHM09B. Has [] accessed a museum website in the past month, since []?

- 1. YES
- 2. NO

CHM10. When was the last time [] visited a museum? Was it...

1. Never [DO NOT READ]

- 2. More than 1 but less than 3 months ago
- 3. More than 3 but less than 6 months ago
- 4. More than 6 months but less than a year ago
- 5. More than a year ago

CHM11. Why hasn't [] gone to a museum recently?_____

VIII. CHILDREN EXTRACURRICULAR SECTION

CHLM01. In a typical week, how often do you or another family member....

- a. Read books to []
- b. Tell {him/her} stories
- c. Sing songs with {him/her}
- 1. Not at all
- 2. Once or twice a week
- 3. 3 to 6 times a week
- 4. Every day

CHLM02. Is this child attending or enrolled in school?

- 1. NO
- 2. YES

CHLM03. What grade is the child in? []

- 1. Preschool / Pre-kindergarten / Head Start
- 2. Kindergarten
- 3. First grame
- 4. Second grade
- 5. Third grade
- 6. Fourth grade
- 7. Fifth grade
- 8. Sixth grade
- 9. Seventh grade
- 10. Eighth grade
- 11. Ninth grade
- 12. Tenth grade
- 13. Eleventh grade
- 14. Twelfth grade
- 15. College
- 16. Ungraded (students not in a standard grade)
- 17. Home Schooled

Finally, one last question about your child:

CHLM04. Is { } now receiving care from someone other than a parent on a regular basis?

- 1. NO
- 2. YES

IX. GENERAL COMPUTING MODULE

Thank you for your answers so far. Now I'm going to ask you a few questions about computers and technology.

GC01. Please answer yes or no to each one. Do you have a ...? []

- a. A desktop or laptop computer at home
- b. A cell phone
- c. A handheld device made primarily for e-book reading, such as a Nook or Kindle e-reader
- d. A tablet computer, like an iPad, Samsung Galaxy, Motorola Xoom, or Kindle Fire
- 1. NO
- 2. YES

GC02. Is your cell phone a smartphone?

- 1. NO
- 2. YES

GC03. Do you access the Internet from home?

- 1. NO (SKIP TO GC06)
- 2. YES

GC04. At home, do you access the Internet using...

[]

- 1. Fiber optic
- 2. Cable Modem Service
- 3. DSL or ADSL
- 4. Mobile broadband for a computer or cell phone, such as Wifi or WiMax
- 5. Satellite service
- 6. Dial-up
- 7. SOME OTHER TYPE OF CONNECTION, specify _____

GC05A. What is the <u>most important</u> reason you do not have <u>high-speed</u> Internet access at home?

[]

- 1. Don't need it or not interested
- 2. Too expensive

- 3. I use my library's Internet connection
- 4. Not available in my area
- 5. My computer is inadequate
- 6. Can use it somewhere else
- 7. Other reason, specify _____

GC05B. What is the most important reason you do not have Internet access at home?

[]

- 1. Don't need it or not interested
- 2. Too expensive
- 3. I use my library's Internet connection
- 4. Not available in my area
- 5. My computer is inadequate
- 6. Can use it somewhere else
- 7. Other, specify _____

GC06. Do you access the Internet at any of the following locations outside the home?

[]

- a. Workplace
- b. School
- c. Public library
- d. Community center
- e. Internet café or coffee shop in your area
- f. Someone else's house
- g. While travelling for business or recreation
- h. Another place outside the home, specify _____
- 1. YES
- 2. NO

GC09. During the last 12 months, about how many books did you read either all or part of the way through? Please include any print, electronic, or audiobooks you may have read or listened to, not including short books read to children.

Record Actual Number: _____

X. <u>DEMOGRAPHICS MODULE</u>

Now I need to ask some basic information about you and your household and we'll be done. Thank you for your patience.

D01. For verification purposes, are you male or female?

- 1. Male
- 2. Female

D02. What is your age?

D02A. Are you... []

- 1. 18 to 24
- 2. 25 to 34
- 3. 35 to 44
- 4. 45 to 54
- 5. 55 to 64
- 6. 65 to 74
- 7. 75 or older

D03. What is your current marital status? (...)

- 1. Now Married or Partnered
- 2. Widowed
- 3. Divorced
- 4. Separated
- 5. Never married

D04. What is your work situation? Are you...?

- 1. Employed, full time
- 2. Employed, part-time
- 3. Unemployed, looking for work
- 4. Unemployed, not looking for work
- 5. Self-employed
- 6. Retired
- 7. In school
- 8. Homemaker
- 9. Other, specify (*PROGRAMMER: Go to next question*)

D04_OTH. Please describe your work situation: _____

D05. Do you consider yourself to be of Hispanic or Latino origin?

- 1. No
- 2. Yes

D06. Which of the following racial categories describes you? You may select more than one.

- 1. American Indian or Alaska Native
- 2. Asian
- 3. Black or African-American
- 4. Native Hawaiian or Other Pacific Islander
- 5. White (Caucasian)
- 6. (VOL) Hispanic/Latino
- 7. (VOL) Other (*PROGRAMMER: skip To D06_OTH*)

D06_OTH. Other race category: _____

D07A. Were you born in the United States?

1. No

2. Yes

D07B. Was your mother born in the United States?

- 1. No
- 2. Yes

D07C. Was your father born in the United States?

1. No

2. Yes

D08. What language is spoken most often in your household?

- 1. English
- 2. Spanish
- 3. An Asian or Pacific Islander language such as Chinese, Japanese, Tagalog, or Vietnamese
- 4. Other, specify_____

D09. Including yourself, how many people are living in your household?

Response: ___

D09A. How many of these people are adults 18 years of age and older?

D10. What is the highest grade or year of school that you have completed? ______

- 1. No formal schooling
- 2. First grade
- 3. Second grade
- 4. Third grade
- 5. Fourth grade
- 6. Fifth grade
- 7. Sixth grade
- 8. Seventh grade
- 9. Eighth grade
- 10. Ninth grade
- 11. Tenth grade
- 12. Eleventh grade
- 13. Twelfth grade (no diploma)
- 14. High school diploma or equivalent (GED)

- 15. Vocational or Technical program after high school, but no degree
- 16. Vocational or Technical degree after high school
- 17. Some college, but no degree
- 18. Associate's degree
- 19. Bachelor's degree
- 20. Graduate or professional school, but no degree
- 21. Master's degree (MA, MS, MBA)
- 22. Professional degree after Bachelor's degree (MD, JD, DDS)
- 23. Doctorate degree (PhD, EdD)

D11. In studies like this, households are sometimes grouped according to income. What was the total income, before taxes, of all persons in your household in 2012 from all sources?

- 1. Under \$15,000
- 2. From \$15,000 to less than \$30,000
- 3. From \$30,000 to less than \$50,000
- 4. From \$50,000 to less than \$75,000
- 5. From \$75,000 to less than \$100,000
- 6. From \$100,000 to less than \$125,000
- 7. \$125,000 or more

D11B. My records indicate that your zip code is []. Is this correct?

- 1. No
- 2. Yes

D12A. Those are all the questions I have. May I have your mailing address so we can send you the \$5.00 gift card for participation?

May I have your name?	
Mailing Address:	
Unit/Street:	
City:	
State:	
Zip Code:	

D12B. I understand. May I have just your zip code, then?

Zip Code: _____

CLOSING: THOSE ARE ALL THE QUESTIONS THAT WE HAVE. THANK YOU FOR YOUR TIME.