

SOUTH CAROLINA STATE SURVEY

SPRING 2005

SUMMARY FINDINGS FOR THE

SOUTH CAROLINA STATE LIBRARY

*Conducted by the University of South Carolina's
Institute for Public Service and Policy Research*



south carolina
STATE LIBRARY

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Background

THE SOUTH CAROLINA STATE SURVEY is a cost-shared random probability survey of citizens age eighteen and older living in the State of South Carolina that is conducted biannually by the University of South Carolina's Institute for Public Service and Policy Research. The South Carolina State Survey allows policy makers, researchers, and other interested organizations an opportunity to gather reliable data in a timely and cost-effective manner.

Questionnaire Design

The substantive questions in the survey are constructed by the participating groups with the assistance of the South Carolina State Survey staff. The demographic questions and other technical aspects of the questionnaire are the responsibility of the South Carolina State Survey staff.

Before the questionnaire was finalized it was pretested to determine whether or not the questions could be easily understood by respondents, if the order of the questions seemed logical to the interviewers and respondents, or if it contained other identifiable weaknesses. Problems were detected and corrected. No major problems persisted into the actual conduct of the survey.

Sampling

The respondents to be interviewed for the South Carolina State Survey are selected from a random sample of households with telephones in the State. Each of these numbers is called by the survey interviewers. Approximately thirty percent of the numbers are discarded because they are found to be businesses, institutions, or not assigned. The remaining numbers, when called, result in contacts to residences. Within these residences a respondent, 18 years of age or older, is randomly chosen from the household's occupants. To avoid biasing the sample in favor of households that can be reached on multiple phone numbers, each case is weighted inversely to its probability of

being included in the sample. The data are also weighted to correct any potential biases in the sample on the basis of age, race, sex, and number of adults in the household (see the Appendix, Note 1).

Interviewing

The interviewing was conducted by the interviewing staff of the Institute for Public Service and Policy Research. Prior to the actual fieldwork (interviewing), the interviewers and interviewing supervisors received one day of specialized training for this survey. The interviewing was conducted from the Institute's offices on the University of South Carolina Columbia campus. Many of the interviews were monitored to insure that instructions were being followed. Calls were made from 9:00 AM to 9:30 PM Monday through Friday, from 10:00 AM to 4:00 PM on Saturday, and 3:00 PM to 8:00 PM on Sunday. The main survey period was from May 10 to July 2, 2005. A total of 802 fully completed interviews and 24 partially completed interviews were conducted. The response rate for this survey was 46.3%.

Interviews were conducted using the Institute's computer-aided telephone interviewing facilities. After the interviews were completed, the open-ended questions were coded. Following this coding, analysis was conducted using the Statistical Package for the Social Sciences (SPSS). Organizations participating in this survey receive the frequency counts for their questions and cross-tabulations of these questions with seven demographic items.

Sampling Error

The South Carolina State Survey, like all surveys, has a potential for sampling error due to the fact that not all residents of the state were interviewed. For all questions that were answered by eight hundred (800) or so respondents the potential for error is +/- 3.5%. Results for questions answered by significantly fewer than 800 respondents and results for subgroups of the population have a potential for larger variation than those for the entire sample.

SUMMARY FINDINGS FOR THE SOUTH CAROLINA STATE LIBRARY

The survey asked a series of questions about respondents' use of public libraries in South Carolina. Respondents were asked whether they had used a public library in the past 12 months, the number of times they had used a library in various ways, and the purpose(s) for which they had used a library. (A copy of the complete questionnaire is provided in Appendix A). This report provides a summary of responses to those questions. In addition to presenting the major findings for the complete sample, comparisons across demographic subgroups are made to identify significant differences in library use. Significant differences across subgroups (determined as $p < .05$) are highlighted in bold in the tables.

Used a Public Library in South Carolina in Past 12 Months

Respondents were asked if, in the past 12 months, they had used a public library in South Carolina, including going to or calling a library, or contacting a library through the Internet. Almost half of respondents (45.2%) said they had done so (see Table 1). When responses are considered by subgroups, females (49.7%) are significantly more likely than males (40.3%) to say they used a public library in the past 12 months. Similarly, differences across age groups are statistically significant. Respondents in the age group 30 – 44 (57.5%) are most likely to report using the library, while those over 65 (27.1%) are least likely; use among those in 18 – 29 (49.2%) and 45 – 64 age groups (40.2%) falls in between.

Use of the library increased with increased respondent education. Those with a college degree (57.1%) were most likely to report using the library, followed by those with some college (53.4%), those with a high school diploma (37.1%), and those who had not completed high school (20.4%). Differences across levels of education were significant as were those among

TABLE 1
USED A SOUTH CAROLINA PUBLIC LIBRARY IN PAST YEAR
BY DEMOGRAPHIC CHARACTERISTICS

	<u>Yes</u>	<u>No</u>	<u>N</u>
TOTAL	45.2	54.8	824
<u>SEX</u>			
Male	40.3	59.7	392
Female	49.7	50.3	431
<u>RACE</u>			
Black	49.1	50.9	230
White	44.2	55.8	552
<u>AGE</u>			
18 - 29	49.2	50.8	183
30 - 44	57.5	42.5	240
45 - 64	40.2	59.8	241
65 or Older	27.1	72.9	129
<u>EDUCATION</u>			
Less than High School	20.4	79.6	93
High School Diploma	37.1	62.9	251
Some College	53.4	46.6	223
College Degree	57.1	42.9	231
<u>INCOME</u>			
Less than \$25,000	35.7	64.3	154
\$25,000 - \$49,999	52.2	47.8	230
\$50,000 - \$74,999	54.3	45.7	116
\$75,000 and Over	44.4	55.6	151
<u>TYPE OF AREA</u>			
Urban	52.9	47.1	280
Suburban	46.2	53.8	251
Rural	36.9	63.1	287
<u>REGION</u>			
Upstate	43.9	56.1	310
Midlands	45.2	54.8	294
Lowcountry	49.0	51.0	208

Significant differences among subgroups are shown in bold.

income groups. Respondents with an income between \$50,000 and \$74,999 (54.3%) were most likely to report using a library, followed by those with an income in \$25,000 – \$49,999 range (52.2%), and those with an income over \$75,000 (44.4%). Respondents with an income under \$25,000 (35.7%) were least likely to report use of a public library.

Significant differences were also found by type of area in which respondents lived. Respondents who live within city limits (52.9%) were more likely to report use of a library than those from suburban (46.2%) or rural (36.9%) areas.

While those who live in the Lowcountry (49.0%) were more likely to report use of a library than residents of the Midlands (45.2%) or the Upstate (43.9%), these differences across regions were not statistically significant. Similarly, the difference in library use between blacks (49.1%) and whites (44.2%) was not statistically significant.

Number of Times Used a Public Library

The survey asked three questions about the number of times a respondent used a public library in the past 12 months. The first question asked the number of times the respondent had visited a library, the second asked the number of times the respondent telephoned, and the third asked the number of times the respondent used the Internet to contact a library.

A larger number of respondents (44.7%) said they had visited a library than said they had telephoned (18.5%) or used the Internet (8.5%). Respondents who had visited a public library 3 – 12 times made up the largest group of visitors (21.3% of all respondents), while those who visited once or twice (10.7%) were the next largest group. Those who had visited more than 25 times made up 7.5% of respondents.

The largest percentage of callers telephoned one or two times (11.6% of respondents); 6.0% of respondents said they telephoned 3 - 12 times and only 1.0% said they telephoned more

than 12 times. Those who contacted a library on the Internet were divided among those who made contact one or two times (3.3% of respondents), 3 – 12 times (2.8%) and 13 to 25 times (1.9%). Another 0.4% said they made Internet contact over 25 times.

Characteristics of Visitors To a Public Library

Since visitors to a public library made up the largest number of library users by far, the characteristics of library visitors closely track those of all library users (see Table 2). Females visited a library more times than males, and the difference was statistically significant. However, the source of the difference was that females were more likely to have visited a library at all, rather than a large difference in the distribution of the number of times they visited. Similarly, blacks were more likely to report visiting a library than were whites, and were more likely to report visiting over 25 times; otherwise, the pattern of visits was very similar, and the overall difference between the two groups was not statistically significant. Respondents age 30 – 44 were most likely to visit a library, and those 65 or older were least likely. Those with more years of education visited a library more often than those with less education. Those with incomes between \$25,000 and \$75,000 were more likely to visit a library than those with either lower or higher incomes; the highest income respondents were least likely to visit over 25 times. Respondents who live within city limits were most likely to have visited a library, and much more likely to visit more than 25 times. Residents of the Lowcountry were most likely to have visited a library, but the differences by region were not statistically significant

Characteristics of Telephone Callers to a Public Library

For purposes of this analysis, respondents were grouped by those who reported no phone calls, those who reported one or two calls, and those who reported three or more calls (see

TABLE 2
TIMES VISITED A PUBLIC LIBRARY IN PAST YEAR
BY DEMOGRAPHIC CHARACTERISTICS

	<u>None</u>	<u>1 – 2 Times</u>	<u>3 – 12 Times</u>	<u>13 – 25 Times</u>	<u>> 25 Times</u>	<u>N</u>
TOTAL	55.3	10.7	21.3	5.3	7.5	824
<u>SEX</u>						
Male	60.3	12.2	18.8	3.1	5.6	393
Female	50.8	9.3	23.7	7.2	9.0	431
<u>RACE</u>						
Black	52.0	9.6	22.7	5.2	10.5	229
White	56.1	11.1	21.1	5.4	6.4	551
<u>AGE</u>						
18 - 29	51.1	11.5	20.9	5.5	11.0	182
30 - 44	43.3	14.6	24.6	7.5	10.0	240
45 - 64	60.3	10.3	21.1	3.3	5.0	242
65 or Older	72.9	4.7	15.5	3.1	3.9	129
<u>EDUCATION</u>						
Less than High School	79.6	3.2	15.1	0.0	2.2	93
High School Diploma	63.1	12.3	17.5	2.0	5.2	252
Some College	48.0	10.3	25.1	9.9	6.7	223
College Degree	43.0	12.6	24.8	6.5	13.0	230
<u>INCOME</u>						
Less than \$25,000	64.5	6.5	17.4	3.2	8.4	155
\$25,000 - \$49,999	47.8	14.8	19.6	5.7	12.2	230
\$50,000 - \$74,999	45.7	17.2	21.6	6.9	8.6	116
\$75,000 and Over	57.6	9.3	21.2	7.3	4.6	151
<u>TYPE OF AREA</u>						
Urban	47.5	12.1	23.6	6.1	10.7	280
Suburban	55.0	10.4	24.3	4.0	6.4	251
Rural	63.3	9.8	16.8	5.2	4.9	286
<u>REGION</u>						
Upstate	56.6	8.4	22.8	6.1	6.1	311
Midlands	55.3	11.9	18.1	4.8	9.9	293
Lowcountry	51.2	12.9	23.9	5.3	6.7	209

Significant differences among subgroups are shown in bold.

Table 3). Females were more likely to call than males, and blacks were more likely to call than whites. Younger respondents were more likely to call than older respondents, with large differences across age groups in the percentages who called once or twice. Significant differences in contacting a library by telephone were also found across education levels and income categories. Across education groups, it was respondents with less than a high school diploma that were least likely to report calling, while the income group for which the lowest percentage called a library were those with family incomes over \$75,000. A higher percentage of those who lived within the city limits (25.6%) than those who lived in the suburbs (17.9%) or in rural areas (12.0%) had contacted a library by phone in the past twelve months. Differences in contacting a library by telephone across regions of the state were not statistically significant.

Characteristics of Those Who Contacted a Public Library Online

Because of the relatively small percentage of respondents (8.5%) who reported online contact with a library, the analysis of the characteristics of respondents was done by comparing those who reported no contact with those who reported some contact (see Table 4). Among respondents who contacted a public library over the Internet, there were only small – and not statistically significant – differences between males and females, between blacks and whites, by type of area in which respondents lived or across regions of the state. The most substantial (and statistically significant) differences were across levels of education. Respondents with a college degree or some college reported more contact than those with a high school diploma or less education, with the percentage who had contacted a library online in the past year ranging from 15.2% among those with a college degree to 2.2% of those with less than a high school diploma. Differences across family income categories were not as large as those for education, though they were statistically significant. Respondents with incomes of \$50,000 - \$74,999 (15.5%) were

TABLE 3
TIMES TELEPHONED A PUBLIC LIBRARY IN PAST YEAR
BY DEMOGRAPHIC CHARACTERISTICS

	<u>None</u>	<u>1 – 2 Times</u>	<u>3 or More Times</u>	<u>N</u>
TOTAL	81.5	11.6	7.0	821
<u>SEX</u>				
Male	85.2	9.4	5.4	392
Female	78.1	13.5	8.4	430
<u>RACE</u>				
Black	74.1	17.5	8.3	228
White	83.5	9.8	6.7	551
<u>AGE</u>				
18 - 29	72.1	20.2	7.7	183
30 - 44	79.5	12.6	7.9	239
45 - 64	85.5	8.3	6.2	241
65 or Older	88.4	5.4	6.2	129
<u>EDUCATION</u>				
Less than High School	90.3	7.5	2.2	93
High School Diploma	85.7	8.7	5.6	252
Some College	75.3	16.1	8.5	223
College Degree	77.6	12.7	9.6	228
<u>INCOME</u>				
Less than \$25,000	82.6	7.7	9.7	155
\$25,000 - \$49,999	80.3	10.1	9.6	228
\$50,000 - \$74,999	73.0	20.9	6.1	115
\$75,000 and Over	88.7	7.3	4.0	151
<u>TYPE OF AREA</u>				
Urban	74.4	17.4	8.2	281
Suburban	82.1	11.2	6.8	251
Rural	88.0	6.0	6.0	284
<u>REGION</u>				
Upstate	84.5	9.7	5.8	310
Midlands	79.1	14.0	6.8	292
Lowcountry	78.8	12.0	9.1	208

Significant differences among subgroups are shown in bold.

TABLE 4
TIMES MADE ONLINE CONTACT WITH A PUBLIC LIBRARY IN PAST YEAR
BY DEMOGRAPHIC CHARACTERISTICS

	<u>None</u>	1 or More <u>Times</u>	<u>N</u>
TOTAL	91.5	8.5	823
<u>SEX</u>			
Male	91.0	9.0	391
Female	92.1	7.9	431
<u>RACE</u>			
Black	90.8	9.2	229
White	91.5	8.5	550
<u>AGE</u>			
18 - 29	92.3	7.7	182
30 - 44	86.3	13.8	240
45 - 64	92.1	7.9	242
65 or Older	97.7	2.3	129
<u>EDUCATION</u>			
Less than High School	97.8	2.2	93
High School Diploma	97.2	2.8	251
Some College	88.8	11.2	223
College Degree	84.8	15.2	230
<u>INCOME</u>			
Less than \$25,000	96.1	3.9	154
\$25,000 - \$49,999	89.1	10.9	229
\$50,000 - \$74,999	84.5	15.5	116
\$75,000 and Over	90.7	9.3	150
<u>TYPE OF AREA</u>			
Urban	91.4	8.6	280
Suburban	90.0	10.0	251
Rural	93.0	7.0	286
<u>REGION</u>			
Upstate	92.0	8.0	311
Midlands	92.2	7.8	293
Lowcountry	89.4	10.6	207

Significant differences among subgroups are shown in bold.

most likely to report online contact, while those with incomes under \$25,000 (3.9%) were least likely to have done so. There were significant differences related to age, with respondents in the 30 – 44 year category (13.8%) reporting more online contact than those in other groups, and those age 65 or older least likely (2.3%) to have contacted a library online in the past 12 months.

Pattern of Library Use

Another way to examine these data is to present the pattern of library use. That is, do citizens who visit a library also make contact by telephone or online or do users tend to contact a library in multiple ways? These data are presented in Table 5.

As these figures indicate, about half of those who have contacted a library in the past twelve months have made only one type of contact and, as would be expected given the previous results, most of these are in-person visits. Approximately 30% of those who contacted a public library in South Carolina in the past 12 months had done so both in-person and by telephone, 8.5% had made contact both in-person and online, and 9.5% had gone to library, called on the phone, and contacted online.

Reasons Respondents Used a Public Library

Respondents who said they had used a public library in the past 12 months were also asked the purpose for which they had used the library, and were given an opportunity to identify up to three purposes. As the data in Table 6 indicate, respondents reported using a South Carolina public library for a wide range of purposes, which were grouped into the 24 categories presented in this table.

While a variety of different reasons were given for using the library, several of the “traditional” uses of the library were cited by a relatively large number of respondents. Close to

TABLE 5

TYPE OF CONTACT WITH A PUBLIC LIBRARY IN THE PAST TWELVE MONTHS

<u>Type of Contact</u>	<u>%</u>
Visit in-person only	50.1
Contact by telephone only	0.2
Contact online only	0.5
In-person and telephone contact	31.0
In-person and online contact	8.5
Telephone and online contact	0.2
In-person, telephone and online contact	9.5

TABLE 6
PURPOSE FOR USING THE LIBRARY

<u>Purpose</u>	<u>Number of Responses</u>	<u>Percentage of Responses</u>	<u>Percentage of Cases</u>
Borrow Books	216	32.1	58.3
Do Research	121	18.1	32.7
Use the Internet	54	8.0	14.4
Assist My Children	48	7.1	12.9
Use a Computer (Not the Internet)	33	4.9	8.8
Borrow Movies	31	4.7	8.5
Research/Reference	27	4.0	7.3
Make Copies/Use a Fax Machine	20	3.0	5.4
Reading	19	2.8	5.2
Check Out/Return Tape, DVD or CD	16	2.3	4.2
Youth Activities	15	2.2	3.9
Entertainment/Recreation/Peace and Quiet	14	2.1	3.9
Use Magazines/Periodicals	14	2.1	3.8
Attend a Meeting	11	1.7	3.1
Get Tax Forms	8	1.1	2.0
Homework/Study	5	.7	1.3
Tour the Library/General Information	5	.7	1.2
Get a Library Card	4	.6	1.2
Borrow Recorded Books	3	.4	.8
Attend Programs	3	.4	.7
Borrow Music	2	.4	.7
Computer Course	1	.2	.3
Yoga Class	1	.2	.3
Driver Education Class	1	.2	.3
Total Responses	672	100.0	

60% of those respondents who had used the library gave “borrowing books” as a reason, and 32.7% had used a library to do research.

Beyond the two most frequently given reasons for using a library, more than ten percent of respondents had visited a library to use the Internet (14.4%) and 12.9% had used a library to assist their children. Other frequently given reasons for using a library were to use a computer for a purpose other than the Internet (8.8%); to borrow movies (8.5%); to make copies or use a fax machine (5.4%) and to read (5.2%).

Other reasons for using a library were mentioned by fewer than five percent of respondents and included borrowing a tape, CD, or DVD; reading magazines or periodicals; attending a meeting; doing homework or studying; or getting tax forms.

Summary

Slightly less than half of the state’s adult residents have contacted a South Carolina public library in the past 12 months. Younger people, those with more education, those with incomes in the \$25,000 - \$74,999 range, women, and those from urban areas were more likely than those in other groups to have used a library in some way in the past year.

A larger percentage of respondents who used a library did so in-person rather than by calling or access through the Internet. Almost 45% of respondents had been to a public library in-person in the last 12 months, while 18.5% had contacted a library by telephone, and 8.5% had done so via the Internet.

South Carolinians use a public library for a variety of reasons, but the most frequently mentioned reasons are traditional library services. Almost 60% of respondents who had used the library did so to borrow books and about one-third of library users had done research. Other

frequently mentioned reasons for using a public library were to use the Internet (14.4%) and for parents to assist their children.

Appendix

Field Version of Questionnaire

Note 1: Weighting Used in Analysis

Note 2: Counties Used in Regional Analyses

SOUTH CAROLINA STATE SURVEY
SPRING 2005
Field Questionnaire 5/10/05

"Hello, this is _____ calling for the University of South Carolina. This month the University is conducting a confidential study of public opinion in South Carolina and we'd really appreciate your help and cooperation."

"First, let me make sure I've dialed the correct phone number ... Is this _____?"

"And what county do you live in? RECORD COUNTY : _____"

"Now, to determine who to interview ... of the people who currently live in your household who are 18 or older - including yourself - we would like to interview the one who will have the next birthday. Would that be you or someone else?"

GENDER. RECORD SEX OF RESPONDENT (ASK IF UNSURE).

"My first questions are about the South Carolina Department of Motor Vehicles."

Q1. "Have you ever heard of the South Carolina Department of Motor Vehicles?"

- 1. YES
- 2. NO ----- SKIP TO Q5
- 3. DON'T KNOW (DO NOT PROBE) ----- SKIP TO Q5

Q2. "To the best of your knowledge, what services are provided by the South Carolina Department of Motor Vehicles?"

RECORD VERBATIM: _____

"Anything else?" _____

"Anything else?" _____

Q3. "In general, what is your impression of the South Carolina Department of Motor Vehicles ...would you say it is very positive, somewhat positive, neither positive nor negative, somewhat negative, or very negative?"

1. VERY POSITIVE
2. SOMEWHAT POSITIVE
3. NEITHER POSITIVE NOR NEGATIVE ----- GO TO Q5
4. SOMEWHAT NEGATIVE
5. VERY NEGATIVE
6. DON'T KNOW (PROBE: "Just your general impression..." ----- GO TO Q5)

Q4. "Why would you say your impression of the South Carolina Department of Motor Vehicles is [ANSWER TO Q3]?"

RECORD VERBATIM: _____

98. DON'T KNOW (PROBE: "In general...?")

Q5. "The South Carolina Department of Motor Vehicles provides services such as issuing and renewing driver's licenses, issuing and renewing vehicles registrations, and regulating dealer licensing. During the past twelve months, have you visited any South Carolina Department of Motor Vehicles field office?"

1. YES
2. NO ----- GO TO Q11
3. DON'T KNOW (PROBE: "Have you had any contact?") -- GO TO Q11

Q6. "Thinking about your last visit to a Department of Motor Vehicles field office ... what was the purpose of the visit? Was it ..." (READ 1 THRU 6)

1. To renew driver's license,
2. To renew vehicle registration,
3. To pay reinstatement fees,
4. To title a vehicle,
5. To change your address, or for
6. Some other reason?" (SPECIFY)_____
7. DON'T KNOW (PROBE: "What was the purpose of your last contact?")

Q7. "In general, how satisfied were you with the quality of service you received during your last visit to the Department of Motor Vehicles ... would you say you were very satisfied, somewhat satisfied, neither satisfied nor dissatisfied, somewhat dissatisfied, or very dissatisfied?"

1. VERY SATISFIED
2. SOMEWHAT SATISFIED
3. NEITHER SATISFIED NOR DISSATISFIED
4. SOMEWHAT DISSATISFIED
5. VERY DISSATISFIED
6. DON'T KNOW (PROBE: "In general ...")

Q8. "How satisfied were you with the courtesy and attitude of the staff during your last visit to the Department of Motor Vehicles ... would you say you were very satisfied, somewhat satisfied, neither satisfied nor dissatisfied, somewhat dissatisfied, or very dissatisfied?"

1. VERY SATISFIED
2. SOMEWHAT SATISFIED
3. NEITHER SATISFIED NOR DISSATISFIED
4. SOMEWHAT DISSATISFIED
5. VERY DISSATISFIED
6. DON'T KNOW (PROBE: "In general ...")

Q9. "How satisfied were you with the speed of the service provided during your last visit to the Department of Motor Vehicles... would you say you were very satisfied, somewhat satisfied, neither satisfied nor dissatisfied, somewhat dissatisfied, or very dissatisfied?"

1. VERY SATISFIED
2. SOMEWHAT SATISFIED
3. NEITHER SATISFIED NOR DISSATISFIED
4. SOMEWHAT DISSATISFIED
5. VERY DISSATISFIED
6. DON'T KNOW (PROBE: "In general ...")

Q10. "How satisfied were you with the overall ease of the process during your last visit to the Department of Motor Vehicles ...would you say you were very satisfied, somewhat satisfied, neither satisfied nor dissatisfied, somewhat dissatisfied, or very dissatisfied?"

1. VERY SATISFIED
2. SOMEWHAT SATISFIED
3. NEITHER SATISFIED NOR DISSATISFIED
4. SOMEWHAT DISSATISFIED
5. VERY DISSATISFIED
6. DON'T KNOW (PROBE: "In general ...")

Q11. "In the last 12 months, have you called the Department of Motor Vehicles' Call Center?"

1. YES
2. NO -- GO TO Q17
3. DON'T KNOW (DO NOT PROBE)

Q12. "What was the purpose of the call?"

RECORD VERBATIM:

Q13. "In general, how satisfied were you with the quality of service you received during your last call to the Department of Motor Vehicles' call center ... would you say you were very satisfied, somewhat satisfied, neither satisfied nor dissatisfied, somewhat dissatisfied, or very dissatisfied?"

1. VERY SATISFIED
2. SOMEWHAT SATISFIED
3. NEITHER SATISFIED NOR DISSATISFIED
4. SOMEWHAT DISSATISFIED
5. VERY DISSATISFIED
6. DON'T KNOW (PROBE: "In general ...")

Q14. "How satisfied were you with the courtesy and attitude of the staff during your last call to the Department of Motor Vehicles' call center ... would you say you were very satisfied, somewhat satisfied, neither satisfied nor dissatisfied, somewhat dissatisfied, or very dissatisfied?"

1. VERY SATISFIED
2. SOMEWHAT SATISFIED
3. NEITHER SATISFIED NOR DISSATISFIED
4. SOMEWHAT DISSATISFIED
5. VERY DISSATISFIED
6. DON'T KNOW (PROBE: "In general ...")

Q15. "How satisfied were you with the promptness with which your call was answered by the Department of Motor Vehicles' call center... would you say you were very satisfied, somewhat satisfied, neither satisfied nor dissatisfied, somewhat dissatisfied, or very dissatisfied?"

1. VERY SATISFIED
2. SOMEWHAT SATISFIED
3. NEITHER SATISFIED NOR DISSATISFIED
4. SOMEWHAT DISSATISFIED
5. VERY DISSATISFIED
6. DON'T KNOW (PROBE: "In general ...")

Q16. "How satisfied were you with the accuracy of the information you received during your last contact with the Department of Motor Vehicles ...would you say you were very satisfied, somewhat satisfied, neither satisfied nor dissatisfied, somewhat dissatisfied, or very dissatisfied?"

1. VERY SATISFIED
2. SOMEWHAT SATISFIED
3. NEITHER SATISFIED NOR DISSATISFIED
4. SOMEWHAT DISSATISFIED
5. VERY DISSATISFIED
6. DON'T KNOW (PROBE: "In general ...")

Q17. "Were you aware that the South Carolina Department of Motor Vehicle also provides services online such as renewing driver's licenses, renewing vehicle registrations, changing your address, checking your driving record, and paying reinstatement fees?"

1. YES - - GO TO Q19
2. NO OR DON'T KNOW (DO NOT PROBE)

Q18. "Would you like the website address?"

1. YES (WWW.SCDMVONLINE.COM) - - GO TO Q22
2. NO OR DON'T KNOW - - GO TO Q22

Q19. "Have you used the services online?"

1. YES
2. NO OR DON'T KNOW (DO NOT PROBE) - - GO TO Q21

Q20. "How satisfied were you with the overall ease of the online process...would you say you were very satisfied, somewhat satisfied, neither satisfied nor dissatisfied, somewhat dissatisfied, or very dissatisfied?"

1. VERY SATISFIED
2. SOMEWHAT SATISFIED
3. NEITHER SATISFIED NOR DISSATISFIED
4. SOMEWHAT DISSATISFIED
5. VERY DISSATISFIED
6. DON'T KNOW (PROBE: "In general....")

GO TO Q22

Q21. "What is the reason you haven't used the online services?"
(DO NOT READ CHOICES)

1. NEVER THINK ABOUT IT
2. TOO DIFFICULT
3. DON'T HAVE A COMPUTER
4. DON'T WANT TO GIVE PERSONAL INFORMATION ON-LINE
5. OTHER (RECORD VERBATIM)
6. DON'T KNOW (PROBE: "In general...")

Q22. "In your opinion, how could the Department of Motor Vehicles' service be improved?"

RECORD VERBATIM: _____

98. DON'T KNOW (PROBE: "What service could be provided by the Department of Motor Vehicles that was not provided?")

"On a different topic ..."

Q23. "Have you used a public library in South Carolina within the past 12 months? By using we mean going to the library, contacting a library by phone, or visiting a library on-line (through the Internet)""

1. YES
2. NO - - GO TO Q.26
3. DON'T KNOW (DO NOT PROBE) --- GO TO Q.26

Q24a. "How many times have you gone to a public library in South Carolina within the past 12 months?" (READ CHOICES IF NECESSARY):

0. NONE
1. 1 – 2
2. 3 –12
3. 13 – 25
4. MORE THAN 25
5. DON'T KNOW (PROBE: "Just approximately...")

Q24b. "How many times have you contacted a public library in South Carolina BY PHONE within the past 12 months?" (READ CHOICES IF NECESSARY):

0. NONE
1. 1 – 2
2. 3 –12
3. 13 – 25
4. MORE THAN 25
5. DON'T KNOW (PROBE: "Just approximately...")

Q24c. "How many time have you contacted a public library in South Carolina ONLINE within the past 12 months?" (READ CHOICES IF NECESSARY):

0. NONE
1. 1 – 2
2. 3 –12
3. 13 – 25
4. MORE THAN 25
5. DON'T KNOW (PROBE: "Just approximately...")

Q25a. "For what purposes did you use the public library?"

1. BORROW BOOKS
2. BORROW RECORDED BOOKS
3. BORROW MOVIES
4. BORROW MUSIC
5. DO RESEARCH
6. ATTEND PROGRAMS
7. USE THE INTERNET
8. GET HELP FINDING INFORMATION
9. TO ASSIST MY CHILDREN
10. ATTEND A MEETING
11. USE A COMPUTER (OTHER THAN INTERNET)
12. OTHER (SPECIFY)
13. DON'T KNOW (DO NOT PROBE) --- GO TO Q.26

Q25b. "Is the another purpose you used the public library?"

1. BORROW BOOKS
2. BORROW RECORDED BOOKS
3. BORROW MOVIES
4. BORROW MUSIC
5. DO RESEARCH
6. ATTEND PROGRAMS
7. USE THE INTERNET
8. GET HELP FINDING INFORMATION
9. TO ASSIST MY CHILDREN
10. ATTEND A MEETING
11. USE A COMPUTER (OTHER THAN INTERNET)
12. OTHER (SPECIFY)
13. NO OTHER REASON - - GO TO Q.26

Q25c. "Any other purpose?"

1. BORROW BOOKS
2. BORROW RECORDED BOOKS
3. BORROW MOVIES
4. BORROW MUSIC
5. DO RESEARCH
6. ATTEND PROGRAMS
7. USE THE INTERNET
8. GET HELP FINDING INFORMATION
9. TO ASSIST MY CHILDREN
10. ATTEND A MEETING
11. USE A COMPUTER (OTHER THAN INTERNET)
12. OTHER (SPECIFY)
13. NO OTHER REASON - - GO TO Q.26

Q26. "Do you live within the limits of a city, in a suburban area, or a rural area of South Carolina?"

1. WITHIN THE CITY LIMITS) - - GOTO Q27A
2. SUBURBAN (JUST OUTSIDE CITY LIMITS)- - GOTO Q27B
3. RURAL (AWAY FROM A CITY)- - GOTO Q27B
4. DON'T KNOW (PROBE: "How would you describe it?) – GOTO Q27B

Q27a: "In what city do you live?"

RECORD CITY: _____

(GOTO Q27b)

Q27b: "What city is closest to where you live?"

RECORD CITY: _____

Q27b. "How long have you lived in (CITY NAME/COUNTY)?"

RECORD YEARS:

98. DON'T KNOW (PROBE: "Just approximately ...")

IF Q.26 = 1 ASK Q.28a; IF Q.26 = 2 OR Q.26 = 3 OR Q.26 = 4, GO TO Q.28b

Q28a. "Is there any reason that you live within the city of <CITY NAME> rather than some other location in the area?"

1. YES (RECORD VERBATIM)
2. NO PARTICULAR REASON - - GOTO Q29a
3. DON'T KNOW ----- GO TO Q.29a

Q28b: "Is there any reason that you live in the (SUBURBAN/RURAL) area around <CITY NAME> rather than within the city limits?"

1. YES (RECORD VERBATIM)
2. NO PARTICULAR REASON - - GOTO Q29b
3. DON'T KNOW ----- GO TO Q.29b

Q29a. "Is there any reason you would move outside the city limits of <CITY NAME>?"

1. YES (RECORD VERBATIM)
2. NO PARTICULAR REASON - - GOTO Q.30a
3. DON'T KNOW ----- GO TO Q.30a

Q29b: “Is there any reason you would move into the city limits of <CITY NAME>?”

1. YES (RECORD VERBATIM)
2. NO PARTICULAR REASON - - GOTO Q.30a
3. DON’T KNOW ----- GO TO Q.30a

Q30a. “Overall, how would you rate <CITY NAME> as a place to live...would you rate it as excellent, good, fair, poor, or very poor?”

1. EXCELLENT
2. GOOD
3. FAIR
4. POOR
5. VERY POOR
6. DON’T KNOW (PROBE: “In general ...”)

Q30b.: “Thinking about the last three years, would you say the conditions in <CITY NAME> have gotten much better, gotten somewhat better, are neither better nor worse, have gotten somewhat worse, or have gotten much worse?”

1. MUCH BETTER
2. SOMEWHAT BETTER
3. NEITHER BETTER NOR WORSE --- GO TO Q.32
4. SOMEWHAT WORSE
5. MUCH WORSE
6. DON’T KNOW (PROBE: “In general...”)

Q31. “Why would you say that conditions in <CITY NAME> have gotten (MUCH BETTER/SOMEWHAT BETTER/SOMEWHAT WORSE/MUCH WORSE)?”

1. GAVE RESPONSE (RECORD VERBATIM)
2. GAVE NO RESPONSE

Q32. “Please tell me if you strongly agree, agree, disagree, or strongly disagree with the following statement: Cities should have the authority to annex a property that is completely surrounded by other properties within city boundaries. (Do you strongly agree, agree, disagree, or strongly disagree?)

1. STRONGLY AGREE
2. AGREE
3. NEITHER AGREE NOR DISAGREE (VOLUNTEERED)
4. DISAGREE
5. STRONGLY DISAGREE
6. DON’T KNOW (PROBE: “Generally speaking ...”)

Q33a. “Which of the following do you think is most important city government function: (READ CHOICES). Which of these is the next most important? The next most important? The next most important?”

- ___ parks and recreation,
- ___ arts and culture,
- ___ planning and zoning,
- ___ police and fire services, or
- ___ services such as water, sewer, electricity, and garbage collection

88. DON’T KNOW (PROBE: “Which is next most important?”)

“On a different topic”

Q34v. “Some people think that the state government does too many things that should be left to individuals and private businesses. Others think that state government should do more to help solve the state’s problems. Which of these do you agree with more ... (READ STATEMENTS 1 AND 2)

1. State government does too many things that should be left to individuals or private businesses
- OR –
2. State government should do more to help solve the state’s problems
3. DON’T KNOW (PROBE: “Which comes closer ...”)

Q34w. “There has been some discussion recently about the number of women who serve as elected officials and as members of government boards and commissions in South Carolina. Do you feel that the number of women serving as elected officials and on boards and commissions in the state should be increased, should be decreased, or is about right the way it is now?”

1. SHOULD BE INCREASED
2. SHOULD BE DECREASED
3. IS ABOUT RIGHT THE WAY IT IS NOW
4. DON’T KNOW (DO NOT PROBE)

Q34x. "Currently in South Carolina, criminal domestic violence is a misdemeanor punishable by 30 days in jail. Some people feel that the penalty should be more severe, others think it should be less severe, and some people think the penalty should stay the same. How about you ... do you think the punishment for a person convicted of criminal domestic violence should be made more severe, made less severe, or kept about the same as it is now?"

1. MORE SEVERE
2. LESS SEVERE
3. KEPT ABOUT THE SAME AS IT IS NOW

4. DON'T KNOW (PROBE: "Generally speaking ...")

"The next two questions are on social issues."

Q34y. "Many people who live in your area feel that developing the area's economy is important. However, some people feel that increasing the number of jobs in the area should continue even if this means some damage to the environment. Others feel that protecting the environment is more important, and that the environment should be protected even if it means the number of jobs would stay the same. Which do you feel is more important ... increasing the number of jobs in the area or protecting the environment?"

1. INCREASING THE NUMBER OF JOBS
2. PROTECTING THE ENVIRONMENT

3. BOTH (PROBE: "If you had to choose one over the other ..")

4. DON'T KNOW (PROBE: "Do you lean more toward ...")

Q34z. "Do you think that abortion should be legal under any circumstances, legal only under certain circumstances, or illegal in all circumstances?"

1. LEGAL UNDER ANY CIRCUMSTANCES
2. LEGAL ONLY UNDER CERTAIN CIRCUMSTANCES
3. ILLEGAL IN ALL CIRCUMSTANCES

4. DON'T KNOW (PROBE: "In general ...")

"Now, a few final questions..."

Q35. "Some people are registered to vote and others are not. Are you currently registered to vote in South Carolina?"

1. YES
2. NO OR DK (DO NOT PROBE)

Q36. "What is your age?"

_____ CODE EXACT NUMBER OF YEARS (E.G., 45)

- 96. NINETY-SIX YEARS OF AGE OR OLDER
- 97. REFUSED

Q37. "What is the highest grade of school or year of college that you actually finished and got credit for?"

_____ RECORD GRADE

- 00. NO FORMAL SCHOOLING
- 98. DK

Q38. "Generally speaking, do you usually think of yourself as a Republican, a Democrat, an Independent or what?"

IF REPUBLICAN: "Would you call yourself a strong Republican or a not very strong Republican?"

IF DEMOCRAT: "Would you call yourself a strong Democrat or a not very strong Democrat?"

IF INDEPENDENT, NO PREFERENCE, OR OTHER: "Do you think of yourself as closer to the Republican or to the Democrat party?"

- 1. STRONG REPUBLICAN
- 2. NOT VERY STRONG REPUBLICAN
- 3. INDEPENDENT, BUT CLOSER TO REPUBLICANS
- 4. INDEPENDENT -- CLOSER TO NEITHER
- 5. INDEPENDENT, BUT CLOSER TO DEMOCRATS
- 6. NOT VERY STRONG DEMOCRAT
- 7. STRONG DEMOCRAT
- 8. OTHER (SPECIFY: _____)

Q39. "What is your race?" (PROBE BY READING CHOICES IF NECESSARY)

- 1. BLACK; AFRICAN-AMERICAN
- 2. WHITE
- 3. HISPANIC; PUERTO RICAN; MEXICAN OR SPANISH-AMERICAN
- 4. NATIVE AMERICAN; AMERICAN INDIAN
- 5. ASIAN; ORIENTAL
- 6. OTHER (SPECIFY): _____

Q40. "How many of the persons who currently live in your household are under 18 years of age, including babies and small children?"

_____ RECORD NUMBER

7. SEVEN OR MORE

8. DK

Q41. "Including yourself, how many people age 18 or older are currently living in your household?"

_____ RECORD NUMBER

7. SEVEN OR MORE

8. DK

Q42. "So that we can be sure we're getting a cross-section of all people, I'd like you to estimate your family's total income for 2004, before taxes were taken out. Include wages, social security, welfare and any other income. Into which of the following categories does it fall? As with all of the interview, this information will be strictly confidential. Was it...

(READ CATEGORIES)

01. Less than \$5,000

02. \$5,000 - 9,999

03. \$10,000 - 14,999

04. \$15,000 - 19,999

05. \$20,000 - 24,999

06. \$25,000 - 29,999

07. \$30,000 - 34,999

08. \$35,000 - 39,999

09. \$40,000 - 44,999

10. \$45,000 - 49,999

11. \$50,000 - 74,999

12. \$75,000 - 99,999

13. \$100,000 and over

14. REFUSED

15. DON'T KNOW (PROBE: "Just approximately...")

Q43. "Not counting business lines, cell phones, extension phones, faxes, or modems -- on how many different land line telephone numbers can your household be reached?"

1. ONE
2. TWO
3. THREE
4. FOUR
5. FIVE
6. SIX
7. SEVEN OR MORE

8. DK

Q43b. "Do you or anyone else living in your household have a working cellular telephone?"

1. YES
2. NO ----- GO TO Q.43f
3. DON'T KNOW (PROBE: "Does any household member have a working cell phone?") ---- GO TO Q.43f

Q43c. "On how many different cell phone numbers can you or members of your household be reached?"

1. ONE
2. TWO
3. THREE
4. FOUR
5. FIVE
6. SIX
7. SEVEN OR MORE

8. DK

Q43d. "Thinking about all the telephone calls that you and other members of your household make and receive ... would you say that almost all of these calls are on a land-line phone, that most of them are on a land line phone, that the amount of calls on a land-line and cell phone are about equal, that most of the calls are on a cell phone, or that almost all of them are on a cell phone?"

1. ALMOST ALL ON LAND-LINE PHONE
2. MOST ON LAND-LINE PHONE
3. ABOUT EQUAL ON LAND-LINE PHONE AND CELL PHONE
4. MOST ON CELL PHONE
5. ALMOST ALL ON CELL PHONE
6. DON'T KNOW (PROBE: "Approximately ...")

Q43e. "Some households are dropping their land-line service and using cellular phones only for all of their telephone calls. In the next twelve months, how likely is it that your household will drop its land line telephone service and use only cell phones ... very likely, somewhat likely, not too likely, or not at all likely?"

1. VERY LIKELY
2. SOMEWHAT LIKELY
3. NOT TOO LIKELY
4. NOT AT ALL LIKELY
5. DON'T KNOW (DO NOT PROBE)

IF Q.43e ANSWERED, GO TO Q44.

Q43f. "In the next twelve months, how likely is it that you or someone in your household will get a cellular telephone ... very likely, somewhat likely, not too likely, or not at all likely?"

1. VERY LIKELY
2. SOMEWHAT LIKELY
3. NOT TOO LIKELY ----- GO TO Q.44
4. NOT AT ALL LIKELY ----- GO TO Q.44
5. DON'T KNOW (DO NOT PROBE) ----- GO TO Q.44

Q43g. "If your household did get a cellular telephone, how likely is it that you would drop your land line and use the cellular telephone for all of your telephone calls ... very likely, somewhat likely, not too likely, or not at all likely?"

1. VERY LIKELY
2. SOMEWHAT LIKELY
3. NOT TOO LIKELY
4. NOT AT ALL LIKELY
5. DON'T KNOW (DO NOT PROBE)

44. "And what is your zip code?" RECORD _____

Q45. RECORD SEX: 1. MALE
2. FEMALE

"That's all the questions I have. Thank you for your cooperation."

Note 1
Weights Used in Analysis

Several weighting variables for the South Carolina State Survey data have been created and added to each data file. The first is a weight to adjust for households that can be reached on more than one telephone number. This weight has been developed so that such households are not overrepresented in the sample. This weight should be applied to the data whenever households are the desired unit of analysis.

The second weighting variable adjusts for the fact that the sampling unit in the survey was the household rather than the individual respondent. It also adjusts for multiple telephone households. When the individual is the appropriate unit of analysis rather than the household, this weight should be used.

The third weighting variable makes additional adjustments to the individual weight for underrepresentation of various demographic groups in the population due to either nonresponse or to the fact that certain households do not have a telephone. The degree of underrepresentation is assessed by comparing the demographic data from the survey with population estimates provided by the U.S. Census Bureau. This weight should always be used to ensure that a representative sample for making estimates of the true population figures for South Carolina. It is standard in analyses for South Carolina State Survey clients, unless otherwise indicated.

Note 2
Counties Used in Regional Analyses

Upstate

Abbeville
Anderson
Cherokee
Chester
Fairfield
Greenville
Greenwood
Lancaster
Laurens
Newberry
Oconee
Pickens
Spartanburg
Union
York

Midlands

Aiken
Allendale
Bamberg
Barnwell
Calhoun
Clarendon
Chesterfield
Darlington
Edgefield
Kershaw
Lee
Lexington
Marlboro
McCormick
Orangeburg
Richland
Saluda
Sumter

Lowcountry

Beaufort
Berkeley
Charleston
Colleton
Dillon
Dorchester
Florence
Georgetown
Hampton
Horry
Jasper
Marion
Williamsburg