

THE FUTURE ROLE OF PUBLIC LIBRARIES IN PENNSYLVANIA

Statewide Poll of Library Users and Non-Users (February-March 2025) Crosstabulation Report | September 2025

This report is part of the Future Role of Public Libraries in Pennsylvania assessment. Blue Willow Consulting LLC commissioned a statewide telephone poll for the assessment. The poll was conducted by Susquehanna Polling & Research, LLC, with questions jointly developed with Blue Willow Consulting and Metro Metrics LLC. This report provides topline and cross-tabulated data, along with a table of contents for reference.

The poll was conducted February 24–March 9, 2025, with 800 household members at least 18 years of age across Pennsylvania. Respondents were contacted using random selection procedures. All interviews were conducted by live telephone agents. The sample frame was compiled using random telephone sequence methods and included both landline and cellular households, purchased from a certified list vendor. All households were pre-screened to eliminate household numbers on the federal Do Not Call registry, in compliance with all applicable federal and state laws. Respondents were not told who the sponsor of the survey was, nor were they told about the specific topic of the survey as a condition of participation. Interviews were closely monitored to ensure a representative sample of the Pennsylvania population was achieved based on party registration, geography, gender, age cohort, and other demographics. The margin of error for a sample size of 800 interviews is +/-3.46% at the 95% confidence level.

PREPARED FOR THE OFFICE OF COMMONWEALTH LIBRARIES
BY BLUE WILLOW CONSULTING LLC AND METCO METRICS LLC



This project was made possible in part by federal funds from the Institute of Museum and Library Services administered by the Pennsylvania Department of Education, Office of Commonwealth Libraries

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Q3. How often have you used a public library in the last three (3) years - daily, a few times a week, monthly, a few times a year, yearly, once every few years, hardly ever or never?

User Status

Category	Total	Users	Non-Users
Total	800 (100%)	404 (100%)	394 (100%)
Daily	9 (1%)	9 (2%)	-
A few times a week	54 (7%)	54 (13%)	-
Monthly	147 (18%)	147 (36%)	-
A few times a year	161 (20%)	161 (40%)	-
Yearly	33 (4%)	33 (8%)	-
Once every few years	31 (4%)	-	31 (8%)
Never or hardly ever	363 (45%)	-	363 (92%)

Area/Region

Category	Total	Northwest	Southwest	"T" Central	Northeast/ Lehigh Valley	South Central	Southeast	Allegheny County	Philadelphia
Total	800 (100%)	32 (100%)	86 (100%)	92 (100%)	102 (100%)	136 (100%)	172 (100%)	82 (100%)	98 (100%)
Daily	9 (1%)	-	1 (1%)	1 (1%)	-	3 (2%)	2 (1%)	2 (3%)	1 (1%)
A few times a week	54 (7%)	4 (12%)	6 (7%)	5 (5%)	9 (8%)	3 (2%)	11 (6%)	9 (11%)	7 (7%)
Monthly	147 (18%)	5 (14%)	9 (11%)	14 (15%)	15 (15%)	33 (24%)	31 (18%)	19 (23%)	22 (22%)
A few times a year	161 (20%)	4 (13%)	13 (16%)	23 (24%)	18 (18%)	38 (28%)	31 (18%)	14 (17%)	19 (19%)
Yearly	33 (4%)	2 (8%)	4 (4%)	1 (1%)	3 (3%)	8 (6%)	5 (3%)	2 (2%)	7 (7%)
Once every few years	31 (4%)	5 (16%)	1 (2%)	6 (7%)	6 (5%)	1 (1%)	6 (4%)	2 (2%)	3 (3%)
Never or hardly ever	363 (45%)	12 (37%)	50 (59%)	42 (46%)	52 (51%)	51 (37%)	86 (50%)	31 (39%)	39 (40%)

Q4. What is the primary reason why you visit a public library or use library services? (Check All That Apply)

User Status

Category	Total	Users	Non-Users
Total Answering	435 (100%)	404 (100%)	31 (100%)
Access to free resources such as books, magazines, and other print materials	344 (79%)	323 (80%)	21 (68%)
Access to free digital materials, such as e-books and audio books, and apps such as Libby and Hoopla	40 (9%)	36 (9%)	4 (12%)
Educational Support such as tutoring, study spaces, and homework help	24 (5%)	21 (5%)	2 (8%)
Welcoming environment, friendly or helpful library employees	19 (4%)	19 (5%)	-
Bringing children to the library	40 (9%)	36 (9%)	4 (13%)
Free access to computers, high-speed internet, wifi, and other technological services	19 (4%)	18 (5%)	1 (3%)
The availability of historical documents on my local/regional community	2 (*%)	2 (1%)	-
Access to entertainment tools such as movies, music and games	17 (4%)	17 (4%)	-
Assistance filling out forms for non-library services (e.g., tax forms, passports, etc.	3 (1%)	3 (1%)	-
Meeting up with friends/family for social networking gatherings (i.e., chess club, book club, card clubs, etc.	10 (2%)	9 (2%)	1 (2%)
Author talks/guest speaker/ lecturer/ book signings	5 (1%)	5 (1%)	-
Book delivery for those who are homebound and unable to visit a location	-	-	-
Attending programs or classes	16 (4%)	14 (3%)	2 (6%)
Access to specialized research materials and databases	11 (2%)	11 (3%)	-
Services and programs for professionals and entrepreneurs, such as business start-up information, nonprofit resources, networking, etc.	3 (1%)	3 (1%)	-
Other	2 (*%)	2 (*%)	-
None of the above	3 (1%)	-	3 (11%)
Refuse	-	-	-

Area/Region

Category	Total	Northwest	Southwest	“T” Central	Northeast/ Lehigh Valley	South Central	Southeast	Allegheny County	Philadelphia
Total Answering	435 (100%)	20 (100%)	35 (100%)	50 (100%)	50 (100%)	86 (100%)	86 (100%)	48 (100%)	59 (100%)
Access to free resources such as books, magazines, and other print materials	344 (79%)	15 (76%)	29 (81%)	38 (76%)	40 (79%)	64 (75%)	70 (82%)	39 (81%)	49 (83%)
Access to free digital materials, such as e-books and audio books, and apps such as Libby and Hoopla	40 (9%)	1 (7%)	3 (8%)	3 (6%)	6 (11%)	12 (14%)	7 (8%)	3 (7%)	5 (9%)
Educational Support such as tutoring, study spaces, and homework help	24 (5%)	2 (11%)	1 (3%)	1 (2%)	2 (4%)	5 (6%)	6 (7%)	2 (5%)	5 (8%)
Welcoming environment, friendly or helpful library employees	19 (4%)	0 (3%)	1 (2%)	5 (9%)	2 (4%)	3 (3%)	3 (3%)	2 (5%)	3 (5%)
Bringing children to the library	40 (9%)	4 (20%)	2 (7%)	2 (4%)	4 (8%)	10 (12%)	8 (9%)	6 (13%)	4 (6%)
Free access to computers, high-speed internet, wifi, and other technological services	19 (4%)	2 (10%)	4 (10%)	4 (8%)	1 (1%)	2 (2%)	2 (2%)	6 (12%)	1 (2%)
The availability of historical documents on my local/regional community	2 (*%)	-	1 (4%)	1 (1%)	-	-	-	-	-
Access to entertainment tools such as movies, music and games	17 (4%)	-	1 (4%)	3 (5%)	1 (2%)	7 (8%)	4 (4%)	1 (2%)	-
Assistance filling out forms for non-library services (e.g., tax forms, passports, etc.)	3 (1%)	-	1 (4%)	-	1 (2%)	-	-	-	-
Meeting up with friends/family for social networking gatherings (i.e., chess club, book club, card clubs, etc.)	10 (2%)	-	1 (2%)	0 (1%)	1 (2%)	1 (1%)	1 (1%)	4 (9%)	1 (2%)
Author talks/guest speaker/lecturer/ book signings	5 (1%)	-	-	-	-	-	2 (2%)	4 (8%)	-
Book delivery for those who are homebound and unable to visit a location	-	-	-	-	-	-	-	-	-
Attending programs or classes	16 (4%)	-	-	4 (8%)	3 (5%)	5 (5%)	3 (3%)	1 (2%)	1 (1%)

Q5. What is the primary reason why you don't use library services?

User Status

Category	Total	Users	Non-Users
Total Answering	363 (100%)	-	363 (100%)
Inconvenient hours during the week	24 (7%)	-	24 (7%)
Inconvenient hours during the weekend	-	-	-
I do not possess a library card	7 (2%)	-	7 (2%)
Lack of transportation/way to get to the local library	5 (1%)	-	5 (1%)
Lack of awareness of the services my local library provides	2 (1%)	-	2 (1%)
I have access to internet and/or printers and copiers	119 (33%)	-	119 (33%)
I prefer to purchase my books	10 (3%)	-	10 (3%)
I do not have any interest in visiting a library	184 (51%)	-	184 (51%)
I do not believe the library offers reading material that is of interest to me	10 (3%)	-	10 (3%)
The library is not in a convenient local for me to visit	21 (6%)	-	21 (6%)
I do not believe the library is a trusted source of information	-	-	-
I do not believe the library offers reading material that is suitable	-	-	-
I don't like the fact that homeless people and/or people with mental health issues use the library	1 (*%)	-	1 (*%)
Libraries are not needed anymore	24 (7%)	-	24 (7%)
Other	11 (3%)	-	11 (3%)
Refuse	2 (1%)	-	2 (1%)

Area/Region

Category	Total	Northwest	Southwest	“T” Central	Northeast/ Lehigh Valley	South Central	Southeast	Allegheny County	Philadelphia
Total Answering	363 (100%)	12 (100%)	50 (100%)	42 (100%)	52 (100%)	51 (100%)	86 (100%)	31 (100%)	39 (100%)
Inconvenient hours during the week	24 (7%)	1 (7%)	7 (15%)	4 (11%)	1 (2%)	1 (3%)	7 (8%)	-	2 (4%)
Inconvenient hours during the weekend	-	-	-	-	-	-	-	-	-
I do not possess a library card	7 (2%)	-	3 (5%)	-	-	-	1 (1%)	1 (4%)	2 (5%)
Lack of transportation/way to get to the local library	5 (1%)	-	-	3 (8%)	-	-	1 (1%)	1 (2%)	-
Lack of awareness of the services my local library provides	2 (1%)	1 (7%)	1 (2%)	-	0 (1%)	-	-	-	-
I have access to internet and/or printers and copiers	119 (33%)	5 (41%)	10 (20%)	10 (24%)	20 (39%)	18 (36%)	29 (34%)	12 (39%)	14 (37%)
I prefer to purchase my books	10 (3%)	-	1 (3%)	2 (4%)	1 (2%)	2 (4%)	1 (1%)	3 (10%)	-
I do not have any interest in visiting a library	184 (51%)	6 (52%)	28 (55%)	21 (50%)	29 (56%)	24 (47%)	44 (51%)	14 (43%)	18 (47%)
I do not believe the library offers reading material that is of interest to me	10 (3%)	-	2 (5%)	-	2 (5%)	-	5 (6%)	-	1 (2%)
The library is not in a convenient local for me to visit	21 (6%)	-	4 (8%)	4 (11%)	3 (5%)	3 (6%)	2 (2%)	2 (6%)	4 (10%)
I do not believe the library is a trusted source of information	-	-	-	-	-	-	-	-	-
I do not believe the library offers reading material that is suitable	-	-	-	-	-	-	-	-	-
I don't like the fact that homeless people and/or people with mental health issues use the library	1 (*%)	-	-	-	-	-	1 (1%)	-	-
Libraries are not needed anymore	24 (7%)	-	3 (7%)	4 (11%)	1 (2%)	4 (7%)	6 (7%)	1 (4%)	4 (9%)
Other	11 (3%)	-	-	-	3 (6%)	1 (3%)	2 (2%)	3 (10%)	1 (2%)
Refuse	2 (1%)	-	2 (4%)	-	-	-	-	-	-

Q21. What additional services or programs, if any, can libraries offer to make you more likely to want to use their services or visit more frequently? (Check All That Apply)

User Status

Category	Total	Users	Non-Users
Total	800 (100%)	404 (100%)	394 (100%)
Expanded hours during week/on weekends	36 (4%)	14 (4%)	22 (5%)
Modern/up-to-date collection of physical books	2 (*%)	-	2 (1%)
Modern/up-to-date collection of e-books and e-magazines	28 (3%)	12 (3%)	15 (4%)
Author talks/ guest speaker/ lecture series	16 (2%)	12 (3%)	4 (1%)
Coffee shop/ food/ beverage amenities	20 (2%)	6 (2%)	14 (3%)
Space for social or academic gatherings (i.e., chess club, rotary club, craft or gaming group, etc.)	21 (3%)	13 (3%)	8 (2%)
Life skill classes (e.g., cooking, computer skills, interview skills, tax planning, financial planning, home/ gardening, crochet, electrical, home ownership, reading classes, etc.)	18 (2%)	14 (3%)	5 (1%)
Summer reading activities for kids	1 (*%)	1 (*%)	-
Programming and space for teens	12 (2%)	9 (2%)	4 (1%)
Community events	2 (*%)	1 (*%)	1 (*%)
Video games	-	-	-
Tutoring Programs	6 (1%)	3 (1%)	3 (1%)
Maker space, 3D printing	9 (1%)	7 (2%)	2 (*%)
Access to research materials and databases	8 (1%)	2 (1%)	5 (1%)
Services and programs for professional and entrepreneurs, such as business start-up information, nonprofit resources, networking, etc.	18 (2%)	5 (1%)	14 (3%)
Other	44 (6%)	19 (5%)	26 (6%)
None of the above/ there is nothing libraries can offer to make me more likely to want to visit	579 (72%)	295 (73%)	282 (72%)
Refuse	2 (*%)	-	2 (*%)

Area/Region

Category	Total	Northwest	Southwest	“T” Central	Northeast/ Lehigh Valley	South Central	Southeast	Allegheny County	Philadelphia
Total	800 (100%)	32 (100%)	86 (100%)	92 (100%)	102 (100%)	136 (100%)	172 (100%)	82 (100%)	98 (100%)
Expanded hours during week/on weekends	36 (4%)	3 (10%)	2 (3%)	6 (6%)	4 (4%)	5 (4%)	11 (7%)	1 (2%)	3 (3%)
Modern/up-to-date collection of physical books	2 (*%)	-	-	-	-	-	2 (1%)	-	-

Category	Total	Northwest	Southwest	“T” Central	Northeast/ Lehigh Valley	South Central	Southeast	Allegheny County	Philadelphia
Modern/up-to-date collection of e-books and e-magazines	28 (3%)	1 (4%)	1 (1%)	4 (5%)	4 (4%)	9 (7%)	5 (3%)	1 (1%)	2 (2%)
Author talks/ guest speaker/ lecture series	16 (2%)	1 (4%)	4 (4%)	1 (1%)	1 (1%)	4 (3%)	1 (1%)	1 (1%)	3 (3%)
Coffee shop/ food/ beverage amenities	20 (2%)	-	5 (6%)	3 (4%)	2 (2%)	1 (1%)	3 (2%)	3 (3%)	2 (2%)
Space for social or academic gatherings (i.e., chess club, rotary club, craft or gaming group, etc.)	21 (3%)	2 (6%)	4 (4%)	2 (2%)	4 (3%)	5 (4%)	3 (2%)	2 (2%)	1 (1%)
Life skill classes (e.g., cooking, computer skills, interview skills, tax planning, financial planning, home/ gardening, crochet, electrical, home ownership, reading classes, etc.)	18 (2%)	-	2 (3%)	-	2 (2%)	4 (3%)	6 (3%)	2 (3%)	1 (1%)
Summer reading activities for kids	1 (*%)	-	-	-	-	-	-	1 (1%)	-
Programming and space for teens	12 (2%)	1 (3%)	1 (1%)	3 (3%)	-	3 (2%)	2 (1%)	1 (1%)	2 (2%)
Community events	2 (*%)	1 (3%)	-	-	-	1 (1%)	-	-	-
Video games	-	-	-	-	-	-	-	-	-
Tutoring Programs	6 (1%)	-	1 (1%)	2 (2%)	-	2 (2%)	-	1 (1%)	-
Maker space, 3D printing	9 (1%)	-	-	1 (1%)	-	2 (2%)	2 (1%)	1 (1%)	3 (3%)
Access to research materials and databases	8 (1%)	3 (8%)	1 (2%)	-	-	-	2 (1%)	2 (2%)	-
Services and programs for professional and entrepreneurs, such as business start-up information, nonprofit resources, networking, etc.	18 (2%)	-	3 (4%)	-	1 (1%)	3 (2%)	8 (5%)	3 (4%)	-
Other	44 (6%)	1 (3%)	5 (6%)	6 (7%)	8 (8%)	5 (4%)	12 (7%)	3 (3%)	5 (5%)
None of the above/ there is nothing libraries can offer to make me more likely to want to visit	579 (72%)	20 (64%)	59 (69%)	67 (73%)	78 (76%)	97 (71%)	117 (68%)	64 (79%)	76 (78%)
Refuse	2 (*%)	-	-	-	-	-	2 (1%)	-	-

Q26. My library should have materials and/or sponsor events for the LGBTQ+ community.

User Status

Category	Total	Users	Non-Users
Total	800 (100%)	404 (100%)	394 (100%)
Agree	526 (66%)	281 (70%)	243 (62%)
Disagree	224 (28%)	101 (25%)	123 (31%)
Not Sure	46 (6%)	20 (5%)	26 (7%)
Refuse	4 (*%)	1 (*%)	2 (1%)

Area/Region

Category	Total	Northwest	Southwest	“T” Central	Northeast/ Lehigh Valley	South Central	Southeast	Allegheny County	Philadelphia
Total	800 (100%)	32 (100%)	86 (100%)	92 (100%)	102 (100%)	136 (100%)	172 (100%)	82 (100%)	98 (100%)
Agree	526 (66%)	17 (54%)	54 (63%)	55 (60%)	69 (67%)	91 (67%)	117 (68%)	61 (75%)	62 (63%)
Disagree	224 (28%)	14 (43%)	24 (28%)	28 (30%)	29 (28%)	35 (26%)	46 (27%)	16 (20%)	33 (33%)
Not Sure	46 (6%)	-	7 (9%)	8 (9%)	5 (5%)	9 (6%)	9 (5%)	4 (5%)	4 (4%)
Refuse	4 (<1%)	1 (3%)	-	1 (1%)	-	1 (1%)	-	-	-

Q31. Do you live in an area that can be described as urban, suburban or rural?

User Status

Category	Total	Users	Non-Users
Total	800 (100%)	404 (100%)	394 (100%)
Urban Area	240 (30%)	130 (32%)	111 (28%)
Suburban Area	382 (48%)	191 (47%)	190 (48%)
Rural Area	170 (21%)	79 (20%)	90 (23%)
Not Sure	5 (1%)	3 (1%)	2 (*%)
Refuse	3 (*%)	1 (*%)	2 (*%)

Area/Region

Category	Total	Northwest	Southwest	"T" Central	Northeast/ Lehigh Valley	South Central	Southeast	Allegheny County	Philadelphia
Total	800 (100%)	32 (100%)	86 (100%)	92 (100%)	102 (100%)	136 (100%)	172 (100%)	82 (100%)	98 (100%)
Urban Area	240 (30%)	14 (42%)	20 (24%)	15 (16%)	17 (17%)	36 (27%)	30 (17%)	39 (47%)	70 (71%)
Suburban Area	382 (48%)	15 (46%)	45 (53%)	44 (48%)	52 (51%)	78 (57%)	95 (55%)	26 (32%)	26 (27%)
Rural Area	170 (21%)	4 (12%)	18 (21%)	31 (34%)	32 (31%)	20 (15%)	46 (27%)	16 (19%)	2 (2%)
Not Sure	5 (1%)	-	1 (1%)	2 (2%)	1 (1%)	1 (*%)	1 (*%)	-	-
Refuse	3 (*%)	-	1 (1%)	-	-	1 (1%)	-	1 (1%)	-

Q35. Do you have any children in the household and if yes, what ages are they? (Check All That Apply)

User Status

Category	Total	Users	Non-Users
Total	800 (100%)	404 (100%)	394 (100%)
Yes, up to 5 years old	62 (8%)	29 (7%)	33 (8%)
Yes, 6 to 12 years old	102 (13%)	54 (13%)	48 (12%)
Yes, 13-18 years old	85 (11%)	32 (8%)	53 (14%)
Yes, 19 years or older	111 (14%)	62 (15%)	48 (12%)
Total Yes	304 (38%)	151 (37%)	152 (39%)
No/no children living in the household	492 (61%)	246 (61%)	244 (62%)
Refuse	9 (1%)	6 (2%)	2 (1%)

Area/Region

Category	Total	Northwest	Southwest	“T” Central	Northeast/ Lehigh Valley	South Central	Southeast	Allegheny County	Philadelphia
Total	800 (100%)	32 (100%)	86 (100%)	92 (100%)	102 (100%)	136 (100%)	172 (100%)	82 (100%)	98 (100%)
Yes, up to 5 years old	62 (8%)	4 (11%)	8 (9%)	8 (9%)	5 (5%)	16 (12%)	11 (7%)	3 (3%)	6 (6%)
Yes, 6 to 12 years old	102 (13%)	3 (11%)	11 (13%)	11 (12%)	11 (11%)	15 (11%)	30 (17%)	8 (10%)	13 (13%)
Yes, 13-18 years old	85 (11%)	5 (15%)	7 (8%)	11 (11%)	9 (9%)	10 (8%)	20 (12%)	10 (12%)	13 (14%)
Yes, 19 years or older	111 (14%)	7 (24%)	20 (24%)	9 (9%)	8 (7%)	16 (12%)	23 (13%)	13 (16%)	15 (16%)
Total Yes	304 (38%)	14 (44%)	41 (48%)	35 (38%)	28 (28%)	48 (35%)	70 (40%)	26 (32%)	41 (42%)
No/no children living in the household	492 (61%)	18 (56%)	45 (52%)	59 (64%)	72 (71%)	86 (63%)	98 (57%)	55 (68%)	58 (59%)
Refuse	9 (1%)	-	-	1 (1%)	2 (2%)	2 (1%)	4 (2%)	-	0 (1%)

Q37. Are you, or is anyone in the household living with any kind of disability? (Check All That Apply)

User Status

Category	Total	Users	Non-Users
Total	800 (100%)	404 (100%)	394 (100%)
Yes, respondent	93 (12%)	39 (10%)	54 (14%)
Yes, other in household	101 (13%)	47 (12%)	55 (14%)
Total Yes	182 (23%)	84 (21%)	99 (25%)
No	617 (77%)	322 (80%)	293 (74%)
Refuse	2 (*%)	-	2 (1%)

Area/Region

Category	Total	Northwest	Southwest	“T” Central	Northeast/ Lehigh Valley	South Central	Southeast	Allegheny County	Philadelphia
Total	800 (100%)	32 (100%)	86 (100%)	92 (100%)	102 (100%)	136 (100%)	172 (100%)	82 (100%)	98 (100%)
Yes, respondent	93 (12%)	6 (18%)	12 (14%)	15 (16%)	11 (11%)	13 (10%)	16 (9%)	11 (13%)	10 (10%)
Yes, other in household	101 (13%)	4 (14%)	10 (12%)	13 (14%)	16 (15%)	14 (11%)	14 (8%)	12 (14%)	18 (18%)
Total Yes	182 (23%)	10 (32%)	22 (26%)	26 (28%)	23 (22%)	27 (20%)	28 (16%)	20 (24%)	27 (27%)
No	617 (77%)	20 (64%)	65 (76%)	66 (72%)	80 (78%)	108 (79%)	144 (84%)	62 (76%)	71 (73%)
Refuse	2 (*%)	1 (4%)	-	-	-	1 (1%)	-	-	-

Q38. Are you employed on either a full-time or part-time basis, are you unemployed, are you retired, are you a homemaker or something else?

User Status

Category	Total	Users	Non-Users
Total	800 (100%)	404 (100%)	394 (100%)
Employed full-time	362 (45%)	189 (47%)	173 (44%)
Employed part-time	110 (14%)	55 (14%)	55 (14%)
Retired	162 (20%)	87 (22%)	74 (19%)
Unemployed	30 (4%)	10 (2%)	20 (5%)
Homemaker	55 (7%)	31 (8%)	24 (6%)
Student	5 (1%)	2 (1%)	3 (1%)
Self-employed	49 (6%)	11 (3%)	38 (10%)
Something else/other	7 (1%)	4 (1%)	3 (1%)
Refuse	20 (3%)	15 (4%)	5 (1%)

Area/Region

Category	Total	Northwest	Southwest	"T" Central	Northeast/ Lehigh Valley	South Central	Southeast	Allegheny County	Philadelphia
Total	800 (100%)	32 (100%)	86 (100%)	92 (100%)	102 (100%)	136 (100%)	172 (100%)	82 (100%)	98 (100%)
Employed full-time	362 (45%)	9 (27%)	37 (43%)	42 (46%)	43 (42%)	62 (45%)	86 (50%)	40 (49%)	43 (44%)
Employed part-time	110 (14%)	7 (23%)	17 (19%)	13 (14%)	14 (14%)	19 (14%)	24 (14%)	7 (8%)	10 (10%)
Retired	162 (20%)	10 (31%)	18 (21%)	20 (22%)	27 (27%)	27 (20%)	27 (16%)	19 (23%)	15 (15%)
Unemployed	30 (4%)	-	5 (6%)	3 (3%)	3 (3%)	6 (4%)	7 (4%)	-	6 (6%)
Homemaker	55 (7%)	0 (2%)	4 (5%)	2 (2%)	7 (7%)	12 (9%)	13 (7%)	8 (10%)	9 (9%)
Student	5 (1%)	-	-	3 (3%)	-	2 (1%)	1 (*%)	-	-
Self-employed	49 (6%)	2 (6%)	3 (3%)	10 (11%)	5 (5%)	6 (4%)	9 (5%)	3 (3%)	12 (12%)
Something else/other	7 (1%)	-	2 (2%)	-	-	2 (2%)	1 (1%)	1 (1%)	1 (1%)
Refuse	20 (3%)	3 (11%)	1 (1%)	-	2 (2%)	1 (*%)	5 (3%)	5 (6%)	3 (3%)

Q39. What is your main racial or ethnic background?

User Status

Category	Total	Users	Non-Users
Total	800 (100%)	404 (100%)	394 (100%)
African American/African/Black	80 (10%)	41 (10%)	39 (10%)
Asian American/Asian	8 (1%)	3 (1%)	5 (1%)
Hispanic/Latino	56 (7%)	30 (7%)	26 (7%)
Multiracial/Multiethnic	19 (2%)	8 (2%)	11 (3%)
Native American/Alaska Native	-	-	-
Native Hawaiian/Pacific Islander	-	-	-
White (Not Latino/Hispanic)	601 (75%)	303 (75%)	296 (75%)
Race/ethnicity not represented by above categories	17 (2%)	12 (3%)	6 (1%)
Refuse	32 (4%)	15 (4%)	17 (4%)

Area/Region

Category	Total	Northwest	Southwest	“T” Central	Northeast/Lehigh Valley	South Central	Southeast	Allegheny County	Philadelphia
Total	800 (100%)	32 (100%)	86 (100%)	92 (100%)	102 (100%)	136 (100%)	172 (100%)	82 (100%)	98 (100%)
African American/African/Black	80 (10%)	-	5 (6%)	4 (4%)	-	3 (2%)	14 (8%)	7 (9%)	47 (47%)
Asian American/Asian	8 (1%)	1 (2%)	-	-	1 (1%)	-	3 (2%)	-	3 (3%)
Hispanic/Latino	56 (7%)	-	3 (3%)	4 (5%)	14 (13%)	7 (5%)	15 (9%)	4 (5%)	10 (10%)
Multiracial/Multiethnic	19 (2%)	-	1 (1%)	5 (6%)	-	9 (6%)	-	4 (5%)	1 (1%)
Native American/Alaska Native	-	-	-	-	-	-	-	-	-
Native Hawaiian/Pacific Islander	-	-	-	-	-	-	-	-	-
White (Not Latino/Hispanic)	601 (75%)	28 (89%)	72 (84%)	75 (81%)	84 (83%)	116 (85%)	126 (74%)	66 (81%)	33 (33%)
Race/ethnicity not represented by above categories	17 (2%)	-	2 (2%)	4 (5%)	-	5 (4%)	4 (2%)	2 (2%)	1 (1%)
Refuse	32 (4%)	3 (9%)	4 (4%)	4 (4%)	3 (3%)	3 (2%)	9 (5%)	3 (4%)	4 (4%)

Q40. Gender

User Status

Category	Total	Users	Non-Users
Total	800 (100%)	404 (100%)	394 (100%)
Male	408 (51%)	200 (50%)	207 (53%)
Female	392 (49%)	203 (50%)	187 (47%)

Area/Region

Category	Total	Northwest	Southwest	"T" Central	Northeast/ Lehigh Valley	South Central	Southeast	Allegheny County	Philadelphia
Total	800 (100%)	32 (100%)	86 (100%)	92 (100%)	102 (100%)	136 (100%)	172 (100%)	82 (100%)	98 (100%)
Male	408 (51%)	12 (39%)	43 (50%)	59 (64%)	68 (67%)	76 (56%)	67 (39%)	46 (56%)	36 (37%)
Female	392 (49%)	20 (61%)	43 (50%)	33 (36%)	34 (33%)	60 (44%)	105 (61%)	36 (44%)	62 (63%)

