



**(DMVL) General Public Online Survey
Topline Findings
Prepared for New America by the FDR Group
December 9, 2020**

Introduction

These findings are based on an online survey conducted in Fall 2020 with a national sample of 2,620 adults ages 18 and up. The general topic of the survey was how people use the public library – and, more specifically, the ways in which people access and use the library’s online resources since the Covid-19 pandemic. The main goal of the research was to help New America better understand the general public’s use of digital materials via the public library: the degree to which people know about the existence of digital offerings, how to access them, how they are being used, and how they learn about them.

What follows in this document is a summary of the findings, the detailed findings, and a methodology.

Summary of the findings

Finding 1: Most survey respondents have a positive impression of the public library, and most are cardholders themselves.

Finding 2: Covid-19 has had an impact on how people use the public library. Specifically, there has been an increase in the use of online resources, and a majority of users say Covid-19 was a major reason.

Finding 3: The most common ways people use the public library's online resources are browsing, searching databases, and reserving eBooks and audio books. The most popular reason for using online resources is for personal enjoyment.

Finding 4: Most users of the public library's online resources are highly satisfied with their experiences.

Finding 5: Nevertheless, as many as 1 in 5 say they face obstacles when they use the public library's online resources, and 1 in 10 indicate that they have trouble accessing the internet.

Finding 6: Awareness of the public library's online resources is mixed.

Finding 7: There are a variety of explanations for why people do not use the public library's online resources.

Finding 8: The vast majority of survey respondents have access to high-speed internet and smartphones and are confident about their ability to use the internet.

Finding 9: Use of online resources at other types of libraries

Finding 10: Noteworthy differences by various sub-groups (people who lost main access to the internet; age; race/ethnicity; income; education; urbanicity)

Detailed findings

Finding 1

Most survey respondents have a positive impression of the public library, and most are cardholders themselves.

- 3 in 4 (76%) say that when they think of the public library, their impression is generally positive.
- 2 in 3 (66%) report having their own public library card; approximately 1 in 5 (22%) say there’s no one in their household who has one. Parents are more likely than those who don’t have children to say they have a library card (74% vs. 64%).

Q2 When you think about the public library, is your impression generally:	N=2,620
Positive	76
Neutral	20
Negative	2
Not sure	2

Q3 As far as you know, who in your household currently has a public library card?	N=2,620
Myself	66
Another adult 18 or older	31
A child 17 or younger	16
No one	22
Not sure	3
(Responses do not total to 100% due to multiple responses accepted.)	

Finding 2

Covid-19 has had an impact on how people use the public library. Specifically, there has been an increase in the use of online resources, and a majority of users say Covid-19 was a major reason.

- Among those who started to use online resources after Covid-19, 2 in 3 (67%) say Covid-19 is a major reason this happened.
- 28% of survey respondents indicate that they had used the public library’s online resources before Covid-19 became widespread, compared with 39% who say they did so since the Covid-19 pandemic happened, for a net increase of 11 percentage points.
- The percentage of people who say they do not use the public library almost tripled pre vs. post Covid-19 (from 16% to 41%).

Q7 Would you say that the Covid-19 pandemic is a major reason, a minor reason, or not a reason at all why you started to use a website or app for the public library?	N=407
Major reason	67
Minor reason	23
Not a reason at all	9
Not sure	1
<i>LIMITED BASE: used website/app/both since Covid-19</i>	

Q5 Which statement comes closest to describing how you typically used the public library in the past, before Covid-19 became widespread?	N=2,620
I would go in person	54
I would use a website or app and/or go in person	28
I did not use the public library	16
Not sure	2

Q6 Which statement comes closest to describing how you typically use the public library SINCE the Covid-19 pandemic?	N=2,620
I go in person	18
I use a website or app and/or go in person	39
I do not use the public library	41
Not sure	3

Finding 3

The most common ways people use the public library’s online resources are browsing, searching databases, and reserving eBooks and audio books. The most popular reason for using online resources is for personal enjoyment.

According to those who have used the public library’s online resources:

- About half say they have browsed for an online resource (51%), searched an online database (48%), or reserved/borrowed an eBook or audio book (44%).
- 4 in 10 (41%) say they have used online resources to reserve or borrow a print book to pick up in person later. Far smaller numbers say they have participated in a virtual event or online class.
- Almost 7 in 10 (69%) say they have used online resources for their own personal enjoyment. Far smaller numbers say they have used online resources for other reasons.

Q11 Which of the following have you done via a website or app to use the public library?	N=1,150
Browsed for an online resource	51
Searched an online database	48
Reserved or borrowed an eBook or audio book	44
Reserved or borrowed a print book to pick up in person later	41
Attended or watched a virtual event (e.g., story time, author talk)	18
Took an online class (e.g., computer training, GED)	14
Received virtual troubleshooting or technical assistance	12
(Responses do not total to 100% due to multiple responses accepted.)	
<i>LIMITED BASE: has used website or app before or since Covid-19</i>	

Q12 Have you used the public library’s online resources for:	N=1,150
Personal enjoyment	69
Academic research or a school assignment	26
Children or grandchildren	26
Work or professional development	26
Another adult who doesn’t have a library card of their own	11
(Responses do not total to 100% due to multiple responses accepted.)	
<i>LIMITED BASE: has used website or app before or since Covid-19</i>	

Finding 4

Most users of the public library’s online resources are highly satisfied with their experiences.

According to those who have used the public library’s online resources:

- About 9 in 10 (90%) rate the public library’s online resources as excellent or good.
- About 9 in 10 (86%) say they find it very easy or somewhat easy to find online resources.
- About 6 in 10 (58%) say they generally have no problem with technology when they are getting on the internet to find online resources.
- About half (49%) say they easily find what they’re looking for when using online resources.

Q9 Overall, how would you rate the public library’s online resources?	N=1,150
NET POSITIVE	90
NET NEGATIVE	9
Excellent	43
Good	47
Only fair	8
Poor	1
Not sure	1
<i>LIMITED BASE: has used website or app before or since Covid-19</i>	

Q10 On the whole, how easy or difficult is it to find online resources from the public library?	N=1,150
NET EASY	86
NET DIFFICULT	13
Very easy	41
Somewhat easy	45
Somewhat difficult	10
Very difficult	2
Not sure	2
<i>LIMITED BASE: has used website or app before or since Covid-19</i>	

Q14 Sometimes, technology is an obstacle to getting online resources from the public library. Which of these is true for you?	N=1,150
I generally have no problem getting online resources	58
<i>LIMITED BASE: has used website or app before or since Covid-19</i>	

Q13 Sometimes, it is hard to get online resources from the public library. Which of these describes what usually happens when you try to get online resources?	N=1,150
I easily find what I’m looking for	49
<i>LIMITED BASE: has used website or app before or since Covid-19</i>	

Finding 5

Nevertheless, as many as 1 in 5 say they face obstacles when they use the public library’s online resources, and 1 in 10 indicate that they have trouble accessing the internet.

According to those who have used the public library’s online resources:

- The library doesn’t have the material they want (22%) or the waiting list is too long (21%).
- About 1 in 10 have access issues, for example, an unreliable internet connection at home (11%) or a device that’s incompatible with the library app (9%).

Q13 Sometimes, it is hard to get online resources from the public library. Which of these describes what usually happens when you try to get online resources?	N=1,150
I easily find what I’m looking for	49
The library doesn’t have the material I want	22
The waiting list is too long	21
I feel like I don’t know where to begin	14
The search function is hard to figure out	14
The process for reserving or borrowing online resources confuses me	13
(Responses due not total to 100% due to multiple responses accepted.)	
<i>LIMITED BASE: has used website or app before or since Covid-19</i>	

Q14 Sometimes, technology is an obstacle to getting online resources from the public library. Which of these is true for you?	N=1,150
I generally have no problem getting online resources	58
My internet connection at home is unreliable	11
I usually need help navigating the website or app	11
The device I’m using is incompatible with the app I need	9
I don’t always have access to a device	8
I don’t have enough data in my plan	6
(Responses due not total to 100% due to multiple responses accepted.)	
<i>LIMITED BASE: has used website or app before or since Covid-19</i>	

Finding 6

Awareness of the public library's online resources is mixed.

- 2 in 3 survey respondents (68%) are aware that the public library in their area offers online resources; about 1 in 4 (23%) are not sure. Parents are more likely than those without children to be aware of the availability of online resources (78% vs. 65%).
- Among those who do not use the public library's online resources, 27% say they didn't know such resources existed.
- Among those who do use the public library's online resources, about 4 in 10 say they found out about them from a library's website (42%) or the library itself (39%); about 1 in 4 (24%) point to a librarian or teacher.
- Asked to choose from a list of things the public library in their area may have done to encourage library use since Covid-19 – for example, offering curbside pick-up or eliminating late fees – relatively low numbers say their library had done things (between 11% and 26%). Fully 1 in 3 (36%) are unsure.

Q4 Many public libraries have online resources that people can use without going in person to the library. These resources are available on the internet and include things like audio books, eBooks, databases, podcasts, videos, virtual events, and webinars. As far as you know, is there a public library in your area that offers online resources?	N=2,620
Yes	68
No	6
Not applicable -- There is no public library in my area	3
Not sure	23

Q8 There are many reasons people may not use online resources from the public library. Which of these are true for you?	N=1,470
I didn't know about online resources	27
<i>LIMITED BASE: has not used website or app before or since Covid-19</i>	

Q15 How did you find out that the public library has resources available on the internet that can be used without going in person to the library? Did you find out from:	N=1,150
A public library website	42
The public library itself (e.g., poster, newsletter)	39
A search engine (e.g., Google)	25
A librarian or teacher	24
A friend	21
Social media (e.g., Facebook, Instagram, Twitter)	20
An app that provides access to public library resources (e.g., Kindle, Libby, OverDrive)	16
(Responses do not total to 100% due to multiple responses accepted.)	
<i>LIMITED BASE: has used website or app before or since Covid-19 (n=1,150)</i>	

Q16 Since the Covid-19 pandemic, has the public library in your area done any of the following to encourage people to use the library?	N=2,620
Offered curbside pick-up for books in print	26
Eliminated late fees	22
Increased the number of online resources available	20
Offered virtual events (e.g., story time, author talk)	17
Made it easier to get or renew a library card	15
Provided a wider WiFi hotspot around the library building	11
Not applicable -- There is no public library in my area	2
Not sure	36
(Responses do not total to 100% due to multiple responses accepted.)	

Finding 7

There are a variety of explanations for why people do not use the public library's online resources.

- Approximately 3 in 10 say it's easier to look elsewhere (29%) or that they simply didn't know about online resources (27%).
- Approximately 1 in 4 (23%) say they are not interested in online resources.

Q8 There are many reasons people may not use online resources from the public library. Which of these are true for you? (Online resources are things like audio books, eBooks, databases, podcasts, videos, virtual events, and webinars available on the internet and used without going in person to the library.)	N=1,470
It's easier to look elsewhere for what I need	29
I didn't know about online resources	27
I'm not interested in online resources	23
The library doesn't ever seem to have what I need online	11
The waiting lists are too long	10
The website or app is confusing to me	8
I don't have reliable or regular internet access	5
I have trouble seeing the words on a screen	4
(Responses do not total to 100% due to multiple responses accepted.)	
<i>LIMITED BASE: has not used website or app before or since Covid-19</i>	

Finding 8

The vast majority of survey respondents have access to high-speed internet and smartphones and are confident about their ability to use the internet.

- About 9 in 10 (88%) have high-speed internet service at home.
- About 9 in 10 (88%) currently use a smartphone, and 2 in 3 (67%) a laptop computer.
- About 9 in 10 (91%) say they are either very confident or somewhat confident about their ability to use the internet.

Q27 At home, do you access the internet using:	N=2,620
High-speed internet service (wireless or wired)	88
Mobile data plan on a smartphone	39
Dial-up service	5
Not applicable -- There is no internet access at home (Responses do not total to 100% due to multiple responses accepted.)	2

Q26 Which of these do you currently use?	N=2,620
Smartphone	88
Laptop computer	67
Tablet (e.g., iPad, Chromebook)	46
Desktop computer	42
eReader (e.g., Fire, Kindle, Nook) (Responses do not total to 100% due to multiple responses accepted.)	18

Q1 How confident are you in your ability to use the internet to do things like download an app, participate in a video call, or use a search engine like Google?	N=2,620
NET CONFIDENT	91
NET NOT CONFIDENT	7
Very confident	69
Somewhat confident	22
Not too confident	4
Not at all confident	2
Not sure	3

Finding 9

Use of online resources at other types of libraries

- 1 in 5 (20%) report using a website or app to use the online resources of a college or university library; of these, about half (47%) say they are equally likely to use a public library as they are to use a college or university library.
- Among parents, about half (52%) report using a website or app to use the online resources of a K-12 school library for themselves or a child.
- Among parents, 41% say their child has used a website or app to access the public library; 35% say their child has done so to access a K-12 school library.

Q19 Many colleges and universities have a library that can be used by students, alumni, or other people who live in the area. Since the Covid-19 pandemic, have you used a website or app to use a college or university library?	N=2,620
Yes	20
No	73
Not sure	6

Q20 Since the Covid-19 pandemic, have you been more likely:	N=509
To use a college/university library	26
Equally likely to use both	47
To use a public library	23
Not sure	5
<i>LIMITED BASE: used a website or app to use college/university library</i>	

Q23 Since the Covid-19 pandemic, have you used a website or app to use a K-12 school library for yourself or a child?	N=731
Yes	52
No	43
Not applicable -- I have no school-age children	3
Not sure	2
<i>LIMITED BASE: parent of child under 18</i>	

Q24 As far as you know, since the Covid-19 pandemic, have any of your children:	N=731
Used a website or app to use the public library	41
Used a website or app to use a K-12 school library	35
Neither -- My children have not used either type of library	33
Not sure	8
(Responses do not total to 100% due to multiple responses accepted.)	
<i>LIMITED BASE: parent of child under 18</i>	

Finding 10

Noteworthy differences by various sub-groups (people who lost main access to the internet; age; race/ethnicity; income; education; urbanicity)

People Who Lost Main Access to the Internet

Public library closures due to Covid-19 caused about 1 in 7 people to lose their main source of internet access. This subgroup of the population looks different – both demographically and experientially – compared with its counterpart.

- 15% of survey respondents indicate that they lost their main internet access when the public library closed due to the Covid-19 pandemic. Another 12% say this describes someone they know (but not them).
- Among those who lost their main source of internet access, most found another option – either by paying for it or finding free WiFi. But 17% say they were unable to find another WiFi connection.

Q17 Many people who had no internet access at home relied on the public library's free WiFi, and they lost their main internet access when the library closed due to the Covid-19 pandemic. Does this describe you or someone you know, or not?	N=2,620
Describes me and/or someone I know	15
Describes someone I know (but not me)	12
Does not describe me or someone I know	67
Not sure	6

Q18 When the library closed and you lost your main internet access, which of the following happened?	n=372
I paid to get an internet connection at home	36
I used public WiFi (e.g., at a park, coffee shop, restaurant)	30
I used WiFi at the home of a friend or family member	27
I continued to use the library's WiFi from outside the building (e.g., in the parking lot)	23
I was provided a free WiFi connection to use at home	23
I was unable to find another WiFi connection	17
(Responses do not total to 100% due to multiple responses accepted.)	
<i>LIMITED BASE: lost main internet access when library closed</i>	

People who lost their main internet access when the public library closed differ from those who did not in the following ways:	Lost Access n=372	Did Not n=1,773
They are more likely to experience 5 out of 5 technical obstacles when trying to get online resources:		
"I usually need help navigating the website or app"	29	4
"My internet connection at home is unreliable"	25	5
"The device I'm using is incompatible with the app I need"	24	4
"I don't always have access to a device"	21	3
"I don't have enough data in my plan"	15	2
They use the public library for different reasons:		
Personal enjoyment	52	77
Work or professional development	35	21
Academic research or a school assignment	31	22
Another adult who doesn't have a library card of their own	20	6
They are more likely to have a public library card – and to use other types of libraries:		
Currently has a public library card	77	65
Used a website or app to use a college or university library since the Covid-19 pandemic	56	11
Used a website or app to sue a K-12 school library for self or child (Parents only)	78	36
Demographically, they are more likely to:		
Be 18-44 years old	69	35
Be male	60	47
Live in an urban area	45	27
Have a language other than English spoken in their home	39	18
Be of Spanish, Hispanic, or Latino origin or descent	25	16
Be Black or African American	22	13

Age

Older people are less likely to use a public library website or app, but on the whole, they have more positive experiences with and feelings about the public library compared with their younger counterparts.

People over 60 years old are:	18-29 (n=458)	30-44 (n=679)	45-60 (n=606)	>60 (n=757)
Less likely to have used the public library's website or app before Covid-19 became widespread	32	37	26	21
Less likely to use the public library's website or app since Covid-19 happened	46	49	34	32
More likely to have a generally positive impression of the public library	69	74	77	83
More likely to have used the public library's online resources for personal enjoyment	54	66	72	86
More likely to say that "I generally have no problem getting online resources"	50	50	60	72
More likely to say that "I easily find what I'm looking for" is what usually happens when they try to get online resources at the public library	43	47	42	62
Less likely to say they lost their main internet access when the public library closed due to the Covid-19 pandemic	24	22	12	5

Race/Ethnicity

White respondents tend to report more positive experiences, e.g., they are less likely than others to face obstacles when trying to get online to use the public library’s online resources, and they are more likely to use online resources for personal enjoyment.

	AfAm (n=404)	Asian (n=219)	Hispanic (n=496)	White (n=1,804)
White respondents stand out in that they are less likely to say any of the following are obstacles to getting online resources from the public library:				
“I usually need help navigating the website or app”	16	13	16	9
“My internet connection at home is unreliable”	18	12	14	9
“The device I’m using is incompatible with the app I need”	16	10	11	8
“I don’t always have access to a device”	10	11	12	6
“I don’t have enough data in my plan”	9	10	11	5
Asian respondents are:				
More likely to say “I feel like I don’t know where to begin”	15	20	17	12
More likely to say “The library doesn’t ever seem to have what I need online”	15	22	10	10
More likely to say “The search function is hard to figure out”	16	29	18	10
Less likely to say “I easily find what I’m looking for” when getting online resources from the public library	49	37	44	51
African American and Hispanic respondents are less likely to say “I generally have no problem getting online resources” from the public library	51	61	50	59
White respondents are:				
More likely to use the public library’s online resources for personal enjoyment	58	57	59	73
Less likely to have lost their main internet access when the public library closed due to the Covid-19 pandemic	21	19	19	13

Household income

On several measures, as household income rises, so do good feelings and experiences regarding the library.

	<\$50k (n=1,109)	\$50-99k (n=835)	\$100K+ (n=665)
The less household income one has, the less likely they are to use the public library's website or app:			
Use website or app before Covid-19 became widespread	22	31	34
Use website or app since the Covid-19 pandemic happened	33	42	46
The less household income one has, the less likely they are to:			
Have an impression of the public library that is generally positive	72	78	80
Say that the Covid-19 pandemic is a major reason why they started to use a website or app for the public library	62	68	73
Be aware that there is a public library in their area that offers online resources	62	71	74
Use a website or app to use a K-12 school library for self or a child since the Covid-19 pandemic (parents only)	41	53	63
As household income increases, so does use of a public library website or app to do each of the following:			
Search an online database	43	53	50
Reserve or borrow an eBook or audio book	38	47	48
Reserve or borrow a print book to pick up in person later	35	44	45
Attend or watch a virtual event (e.g., story time, author talk)	13	21	20
There is virtually no difference by income on the percentage saying they lost their main internet access when the library closed due to the Covid-19 pandemic.	16	13	16

Education

On several measures, there is a relationship between education level and positive views on the public library.

	HS or Less (n=845)	Some College /Assoc (n=721)	BA / Grad (n=1,054)
As level of education increases, so does:			
Impression of the public library as generally positive	70	74	82
Having own library card	58	68	72
Knowledge that there is a public library in the area that offers online resources	57	66	78
Use of website or app to use a K-12 school library for self or a child since the Covid-19 pandemic (parents only)	46	46	61
As level of education increases, so does use of a public library website or app to do each of the following:			
Browse for an online resource	44	49	56
Search an online database	43	43	54
Reserve or borrow an eBook or audio book	36	41	50
Reserve or borrow a print book to pick up in person later	36	36	46
There is virtually no difference by education on the percentage saying they lost their main internet access when the library closed due to the Covid-19 pandemic.	17	14	14

Urbanicity

By and large, there are few notable differences between those who live in urban, suburban, and rural areas; here are the few that stand out:

	Urban (n=760)	Suburban (n=1,187)	Rural (n=643)
Urban residents are more likely to have lost their main internet access when the library closed due to the Covid-19 pandemic	22	12	13
Rural residents are:			
Less likely to know if there is a public library in their area that offers online resources	76	70	58
Less likely to have their own library card	72	66	62
Urban residents are more likely than rural to use the public library's website or app:			
Used website or app before Covid-19 became widespread	31	29	24
Used website or app since the Covid-19 pandemic happened	41	41	33

METHODOLOGY – General Public Online Survey

These findings are based on an online survey conducted between September 25 and October 13, 2020, with a national sample of 2,620 adults ages 18 and up. Respondents for the survey were selected from Survey Monkey's opt-in database of approximately 15.5 million people who take surveys on its platform. The survey was preceded by one virtual focus group with members of the general public and a series of interviews with experts in the field.

The survey instrument included 38 questions (25 substantive and 13 demographic). A total of 2,703 started the survey, of which 2,620 completed it in its entirety. The average length of time to complete the survey was 5 minutes, with a range of 1 to 26 minutes.

The sample was obtained from Survey Monkey and its research partner and sample provider CINT. It is a non-probability sample as some members of the population had zero chance of being surveyed, so no margin of error is reported. Survey Monkey's online opt-in database is commonly used by students, researchers, and academics to collect data. It has approximately 15.5 million potential survey participants who voluntarily joined a program to take surveys; they are recruited through a variety of measures.¹ Using an opt-in database as the sampling frame knowingly leaves out some members of the US adult population and perhaps over-represents others. People who do not use or who are unfamiliar with the internet, for example, are obviously excluded. Others are under-represented, such as people with limited access to the internet; people who do not share their e-mail address on websites or social media or who simply choose not to participate in online surveys; and people of color. The over-represented include women, people with graduate degrees, those who are older, and white people.

Because a considerable amount of demographic information was already known about the people in Survey Monkey's database, potential respondents were recruited to achieve – as closely as possible – a proper distribution of the US population of adults based on census data for specific demographic variables, specifically: race and ethnicity, education level, household income, and the presence of children under 18 years old in the household. The final survey data are weighted to match US population parameters for gender. The table at the end of this methodology shows the demographics of the US population and the weighted and unweighted survey samples. Some categories do not total to 100 percent due to rounding, missing answer categories, or multiple replies accepted.

Non-sampling sources of error may have an impact on survey results. To mitigate these, the questionnaire was pre-tested to ensure that the language was appropriate and that the survey logic made sense. Questions were randomized and answer categories rotated in an effort to minimize order bias. Ann M. Duffett, PhD, of the FDR Group, moderated the focus group, crafted the questionnaire, and analyzed the data for this report.

¹ For more details see: https://help.surveymonkey.com/articles/en_US/kb/SurveyMonkey-Audience#Panel and <https://www.cint.com/esomar28>

Characteristics of the Sample

	US Population	Weighted Sample	Unweighted Sample
<u>Gender</u>			
Male	48.4	47.8	35.4
Female	51.6	51.0	64.0
https://amerispeak.norc.org/Documents/Research/AmeriSpeak%20Panel%20Demographic%20Report.pdf			
<u>Race/Ethnicity</u>			
Hispanic	18.5	19.4	18.9
White	76.3	71.1	71.4
Black/African American	13.4	15.4	15.4
Asian	5.9	9.0	8.7
https://www.census.gov/quickfacts/fact/table/US/PSTo45219			
<u>Age</u>			
18-29	18.9	18.0	18.3
30-44	27.0	26.9	27.2
45-60	28.6	24.5	24.2
61+	25.3	30.6	30.3
census.gov/prod/cen2010/briefs/c2010br-03.pdf			
<u>Education</u>			
Less than high school	10.6	5.0	5.2
High school graduate	28.3	26.3	27.1
Some college/2-year degree	27.8	27.2	27.5
Bachelor's degree	21.3	19.9	19.4
Graduate degree	12.0	21.6	20.9
Note: US Population estimate is for adults 25+; weighted & unweighted sample estimates are for adults 18+.			
https://amerispeak.norc.org/Documents/Research/AmeriSpeak%20Panel%20Demographic%20Report.pdf			
<u>Household Income</u>			
Less than \$25K	19.0	21.2	21.9
\$25K-49,999	20.4	20.2	20.7
\$50K-74,999	18.8	15.9	16.3
\$75K-99,999	13.9	16.1	15.7
\$100K+	27.9	26.6	25.5
https://amerispeak.norc.org/Documents/Research/AmeriSpeak%20Panel%20Demographic%20Report.pdf			
<u>Urbanicity</u>			
Urban	26.7	30.4	29.3
Suburban	52.0	45.5	45.8
Rural	21.4	24.2	24.9
https://www.huduser.gov/portal/AHS-neighborhood-description-study-2017.html			
<u>Region</u>			
Northeast	17.0	20.4	20.2
South	38.2	42.5	43.1
Midwest	20.8	18.1	18.0
West	23.8	19.0	18.7
https://www.census.gov/data/tables/time-series/demo/popest/2010s-national-detail.html			