



**InterConnections: The IMLS National Study on
the Use of Libraries, Museums and the Internet
Public Library Report**

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InterConnections: The IMLS National Study on the Use of Libraries, Museums and the Internet Public Library Report

Introduction

The online information environment has changed dramatically since the earliest online systems emerged in the early 1960s. Growth has occurred both in the number of users of online information as well as in the number of online information resources and providers. The rate of growth in each of these areas increased exponentially with the availability of the public Internet and the World Wide Web. These foundational technological developments created an environment in which almost anyone can “publish” or function as an information provider and both provide and have virtually instantaneous access to massive volumes of information.

Museums and libraries have long been sources of recreation, learning and information for personal, family, educational and workplace purposes. However, the Internet, Web and other technologies have become an increasingly used source of information that some believe will largely replace their physical counterparts. On the other hand, some have speculated that the Internet and related technologies will actually enhance and increase museum and library use. There is no solid evidence to support either assertion, particularly considering the wide range in types of museums and libraries.

Both museums and libraries of all types have adapted to the Internet by providing access to information through the Internet, as well as creating and promoting unique information content for users. They also provide access to their services through the Internet. This Institute of Museum and Library Services (IMLS) solicited and funded “National Study of Users and Potential Users of Online Information” has a primary goal to: “Conduct a national survey of the information needs of users and potential users of online museum and public library information and the Internet.” This is the first of a series of reports of the results of this study; this report focuses on public libraries.

Conceptual Model

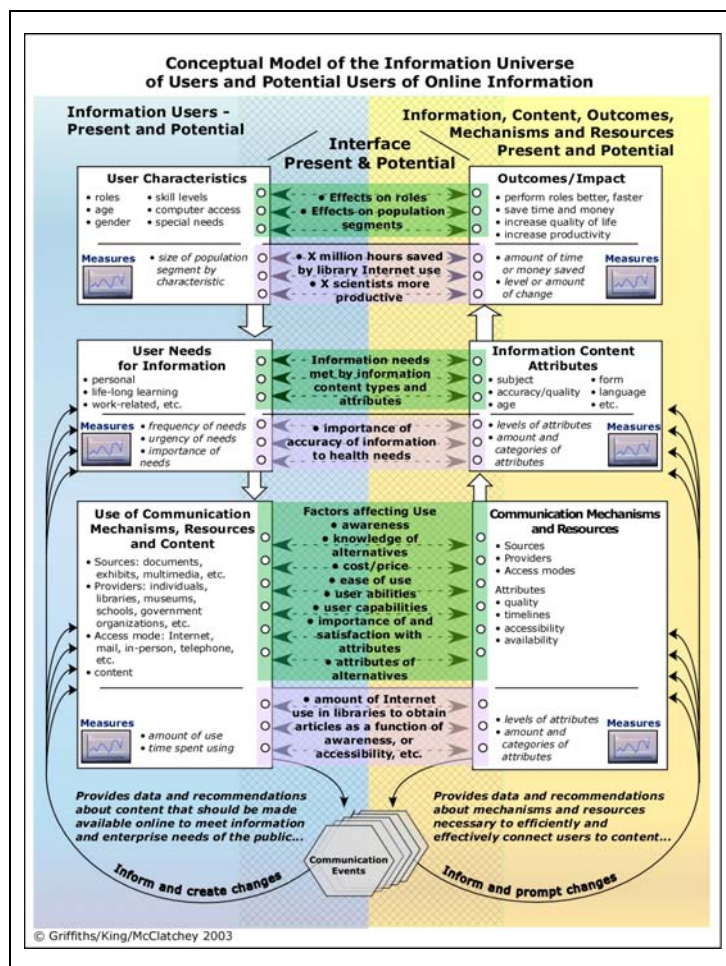
In order to effectively structure the study and survey instruments we designed an initial conceptual model to address the size and complexity of the universe of users and potential users of online information and information providers. This model also enabled us to look at the relationships between the various components of the online environment, so that we could ascertain survey sample and questionnaire parameters that would provide the most information with the best response rate and usable data.

While the model reflects hundreds of relevant studies we have worked on, we did not intend it to be final, but rather a starting point from which to characterize this universe. And we have, indeed, made some modifications as we have proceeded. The model is based on two critical components:

- information users – present and potential
- information content, mechanisms and resources that are (or could be) utilized by the users

The user component (vertical large blue rectangle) includes characteristics of the user population; their needs for information (e.g., a health problem, a school homework assignment, a work-related research need, recreational interest, cultural attraction);

and use of various sources of information (e.g., documents, exhibits), providers of these sources (e.g., libraries, museums), and modes of access (e.g., Internet, personal observation). The information component (yellow rectangle), starting from the bottom, includes the communication mechanisms and resources by which the information is accessed, and their attributes; information content attributes; and the outcomes/impact derived by users having the information. Perhaps the most significant insights have to do with the relationships between the boxes (the arrows between each box), e.g. how the user characteristics of teachers shape their need for information which in turn impacts their use of the resources, which in turn will effect the resources themselves, their content attributes and ultimately the outcomes and impact, both for the user and the information resource.



The model shows that the sources, providers, and modes of access possess important attributes (e.g., availability, accessibility, price). The use of sources, providers and modes of access are influenced by several factors, such as user awareness of them, ease of use, and attributes. Amount of use can be estimated as a function of these factors, including user perception of attributes. Information content also has important attributes that are related to meeting the users' information needs. For example, accuracy and currency are essential to meeting many health-related needs, language is important to various population segments – for people with different native languages, those learning languages, etc. Finally, use of information results in some outcomes (or impact) such as improved student learning, time saved, etc. Outcomes can be related to specific segments of the population. While there are many possible ways of characterizing the information universe, we have found this model to be very useful in our studies of a range of information sources, providers, and access modes (particularly the Internet).

The distinction above is made because information users make choices from information sources, providers and means of access when information needs or wants arise. These choices depend on such factors as user perceptions of quality, trustworthiness, etc. of information available from sources and providers and ease of use or cost of using. The surveys are designed to observe choices made from among many alternatives.

We made the decision to segment our inquiry by the information provider, so that we looked at the use of public libraries, for example, separately from other information providers like museums. The remainder of this paper is based on that segment of the National Study specifically related to public libraries as physical and virtual information providers.

Methods

UNDERLYING PHILOSOPHY

We defined the underlying philosophy of this study to shape our surveys as follows:

There are basic needs for information, such as for addressing personal (or family) situations, recreation or informal learning, formal education as teachers and students, or workplace activities. In addition, some information is wanted for entertainment and other such reasons.

- Information needs (or wants) can be addressed through a variety of sources such as publications, videos, exhibits, websites, presentations, family, friends, and so on.
- The sources of information are available from various providers such as libraries, museums, the Internet, bookstores, television, and so on.
- Information sources such as exhibits provided by museums can be accessed/obtained in-person, through the Internet or even on television.

The distinction above is made because information users make choices from information sources, providers and means of access when information needs or wants arise. These choices depend on such factors as user perceptions of quality, trustworthiness, etc. of information available from sources and providers and ease of use or cost of using. The surveys are designed to observe choices made from among many alternatives.

SURVEYS

The components of the National Study involved five household telephone surveys of adults (18 and over) including:

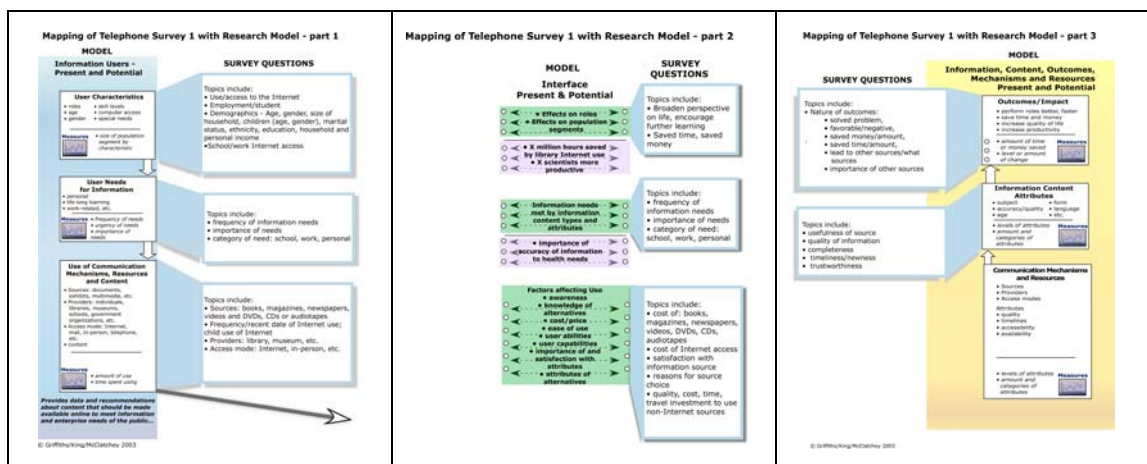
- A general information survey to place a context on the extent of use and factors affecting use of a range of sources and providers prior to examining use of library, museum, and Internet provision of sources of information. This survey had a total of 1,557 completed interviews.
- A survey of museum in-person and remote visits to their websites through the Internet with a total of 1,047 completed interviews.
- A survey of public library in-person and remote visits through the Internet with a total of 1,049 completed interviews.
- A survey of Internet use with a total of 1,607 completed interviews.
- A survey of the use of specific sources such as books, newspapers, etc. and other types of libraries including academic, special and school with a total of 1,361 completed interviews.

These numbers of completed interviews do not include approximately 1,500 “overflow” interviews that will be included in final results for the general information and Internet surveys.

Surveys	Number of Completed Interviews
General Information	1,557
Museum in-person and remote visits	1,047
Public library in-person and remote visits	1,049
Internet use	1,607
Use of specific resources (e.g., books, newspapers, etc.)	1,361
Overflow interviews	1,500

MAPPING OF MODEL TO SURVEYS

Once we established the conceptual model, the underlying philosophy and assumptions of the study, and generated the survey instrument, we created an initial mapping of the model to each of our proposed survey questionnaires. Though we did minor modifications as we advanced into the study, changes based both on statistical management concerns as well as pragmatic implementation issues, working through this initial mapping was helpful in ensuring that our surveys would yield us the desired information in a usable format. In the figures below is an example of one of the survey questionnaires mapped to the conceptual model.



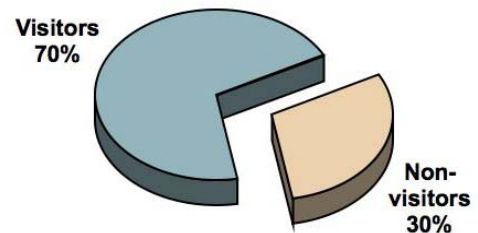
Public Library Users

USER CHARACTERISTICS

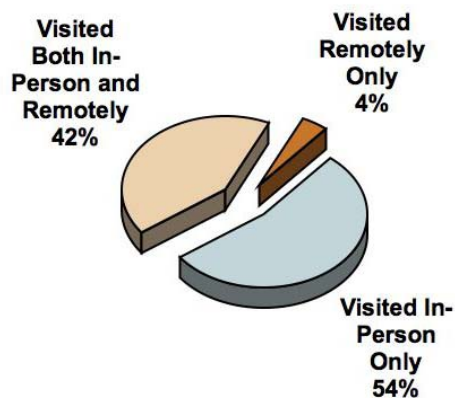
In 2006, there were about 223 million adults aged 18 and over in the U.S. A national household telephone survey involved 5,231 completed interviews asking whether a public library was visited in-person or remotely in the previous 12 months. A subset (1,054) of these interviews asked in detail about in-person visits and about remote visits. The results are weighted by age and sex because those interviewed tended to be older and female.

Our 2006 national household survey revealed that about 70 percent or 155 million U.S. adults visited public libraries in the previous 12 months. Public libraries are visited by people going into the physical location of the public library; they are also visited by people using the Internet and World Wide Web. We call these visits in-person and remote visits, respectively. *Note that the estimated number and proportions of visitors and visits are projected in this study to be U.S. adults only. Foreign tourists, other visitors to the U.S. and residents in other countries also visit public libraries in-person and remotely; thus, the estimates of visitors and visits are not equivalent to total visitors or visits. For ease of reading this report, we will use the term adult or children/child to refer to U.S. resident adults or children.*

**Proportion of Adults (18 and over) Who Visited Public
Libraries in 2007**
(Total: 223 million adults in U.S.)



**Proportion of Adult Visitors (18 and over) Who Visited Public
Libraries in 2007 In-Person or Remotely**
 (Total: 155 million adults in U.S.)



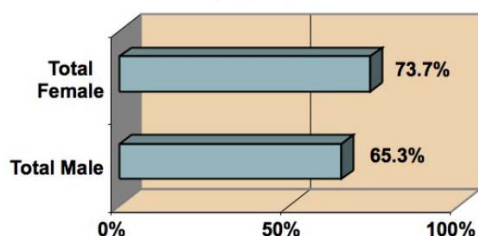
A majority of adult visitors continue to visit public libraries in-person. About 54 percent or 84 million adults visited in-person only. A smaller percentage (42% or 64 million adults) visited both in-person and remotely. A very small percentage (4.2% or 6.6 million adults) visited public libraries remotely only. In all, about 149 million adults visited public libraries in-person and 71 million visited remotely. Table 1.

DEMOGRAPHICS OF ADULTS USING PUBLIC LIBRARIES

Sex and Age

In-Person and Remote Visitors

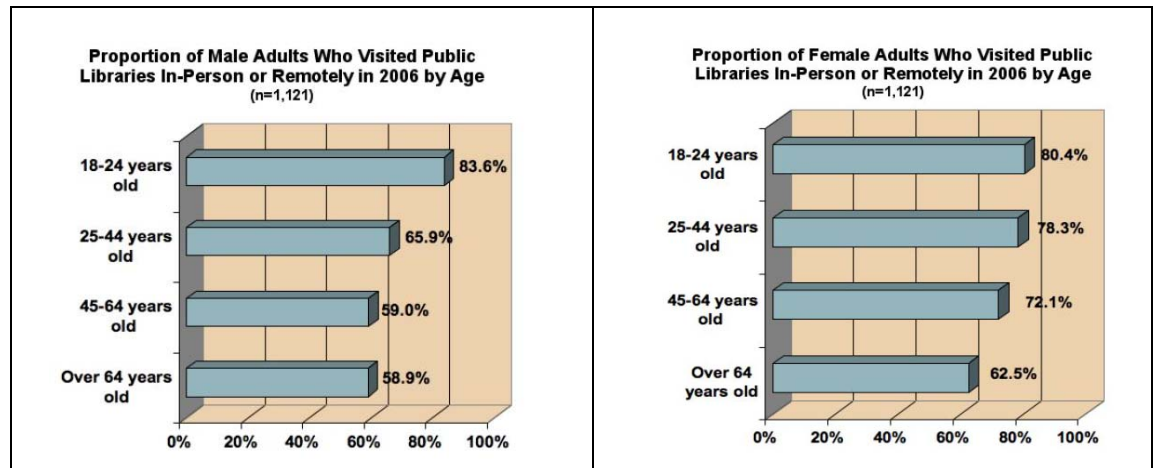
**Proportion of Adults Who Visited Public Libraries
In-Person or Remotely in 2006**
 by Male/Female
 (n=1,121)



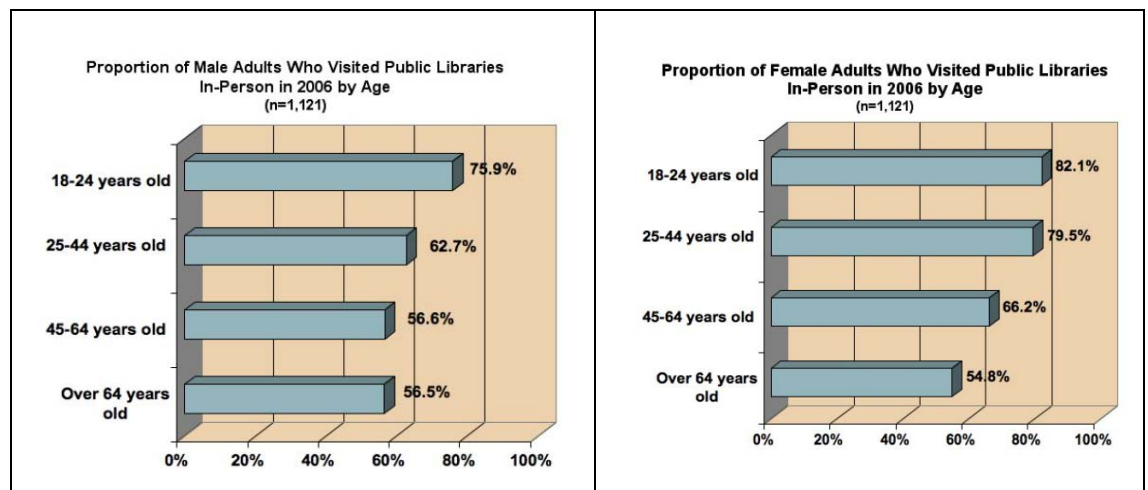
A greater proportion of women than men visit public libraries (74% of women versus 65% of men). As people age, the proportion that visit public libraries tends to decrease. Interestingly, at the lowest and highest age ranges, higher proportions of men visit public libraries than women. Table 57

These patterns hold for both in-person visits and remote online visits to public libraries. Higher proportions of women than men tend to use both forms of

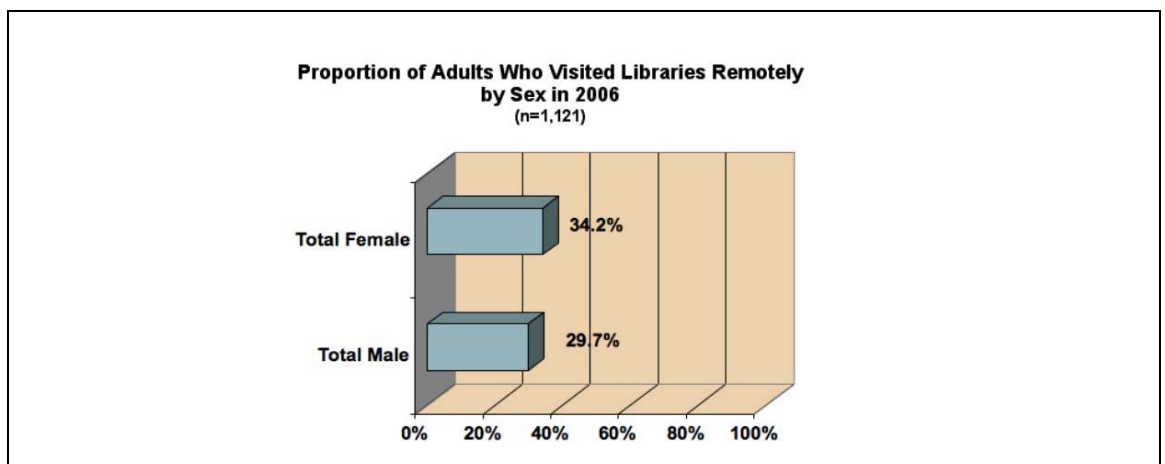
access except for the over 64 age category. Table 61

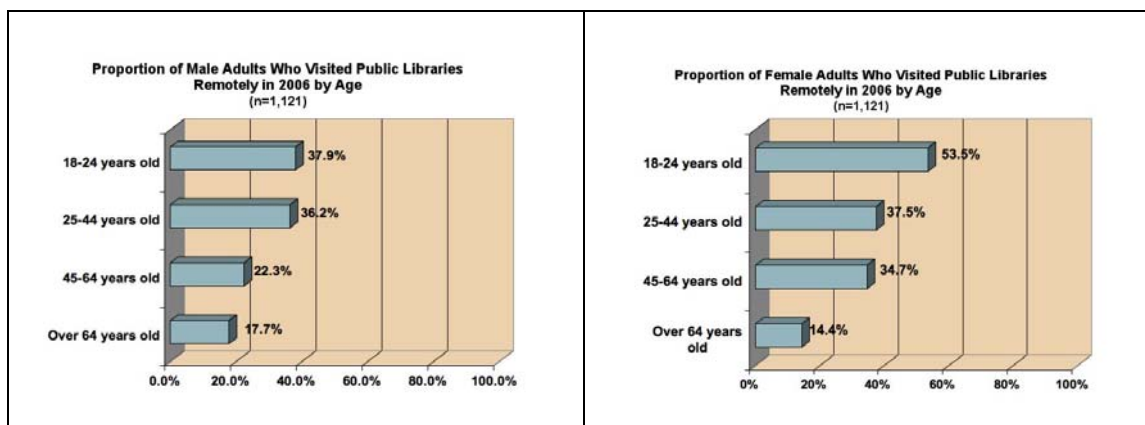


In-Person Visitors



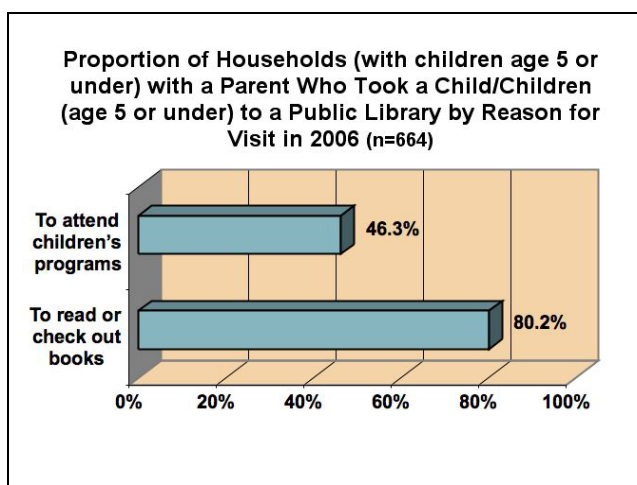
Remote Visitors





Considering the types of visits to public libraries, younger adults tend to use workstations in the library (71% of visits by 18-24 year olds), while older adults tend to not use remote or in-library Internet access (64% of adults over 64 years of age). There does not appear to be any appreciable difference in types of visits by sex. Table 67

Children aged 5 and under



There were approximately 26.4 million children aged 5 and under in the U.S. in 2006. About 6.72 million households include children aged 5 and under and approximately 12.15 million adults live in these households. Adults were asked if they or someone else took a child to a public library. Nearly 100 million other in-person visits are made with a child (aged 5 or under) to read or check out books (73.6 million visits) or to attend children's programs (22.4 million visits). Table 37

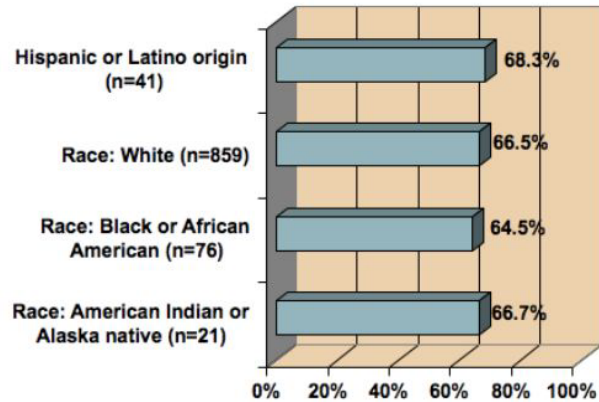
Race and Ethnicity

There do not appear to be any significant differences in the proportion of adults visiting public libraries by major race categories (all in the 65%-68% range). Table 58

When comparing those who visit public libraries in-person with those who visit remotely via the Internet, Black or African Americans are under-represented (18% versus 32-37% for other categories). Table 62

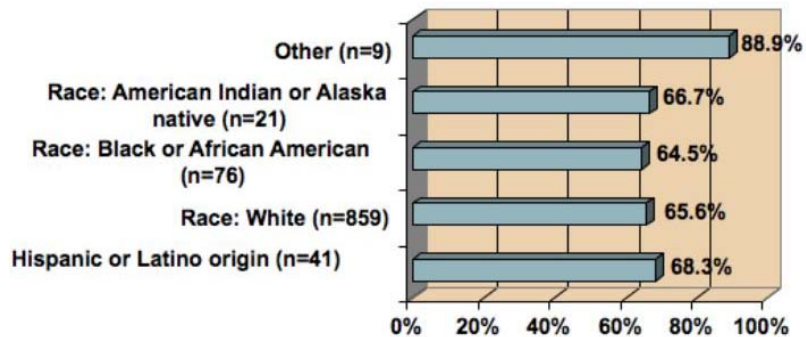
Visits by adults of Hispanic or Latino origin are more likely to involve use of Internet workstations in the public library than visits of other racial and ethnic groups (53% versus 29-37%); Visits by Black or African Americans, while not very likely to involve remote access (6%), do involve use of Internet workstations in the libraries about the same as visits by White adults (34% and 37%, respectively), and are much more likely to not involve Internet access at all (60% versus 29-48% for other racial or ethnic categories). Table 66

Proportion of Adults Who Visited Public Libraries In-Person or Remotely by Hispanic or Latino Origin or by Race in 2006
 (n=1,002)

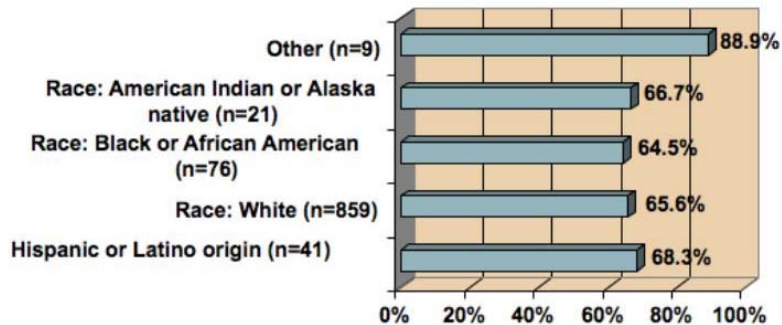


Note: There were fewer than 10 responses for Asians or Hawaii/Native Islanders so these data were not included.

Proportion of Adults Who Visited Public Libraries In-Person by Hispanic or Latino Origin and by Race in 2006



Proportion of Adults Who Visited Public Libraries In-Person by Hispanic or Latino Origin and by Race in 2006



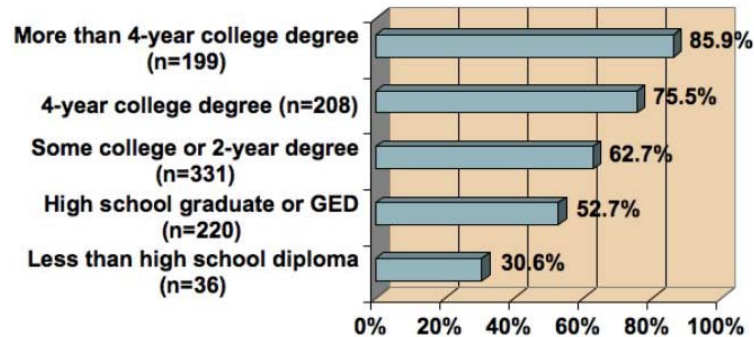
Education and Income Levels

On the other hand, education level and household income are correlated with use of public libraries. Those with higher levels of education and higher household incomes are more likely to be public library users. Table 59 Table 60

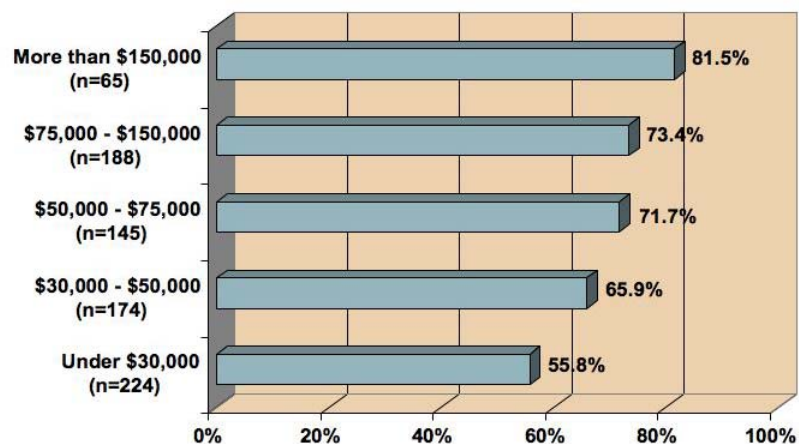
The same pattern holds for comparing in-person visitors with remote visitors. Table 63 Table 64

There is not a great difference in the type of visit to public library by education level, except that those with less than a high school diploma are much less likely to use the Internet (non-remotely and 24% from a library workstation). Table 68

**Proportion of Adults Who Visited Public Libraries In-Person
by Highest Level of Education in 2006**
(n=993)

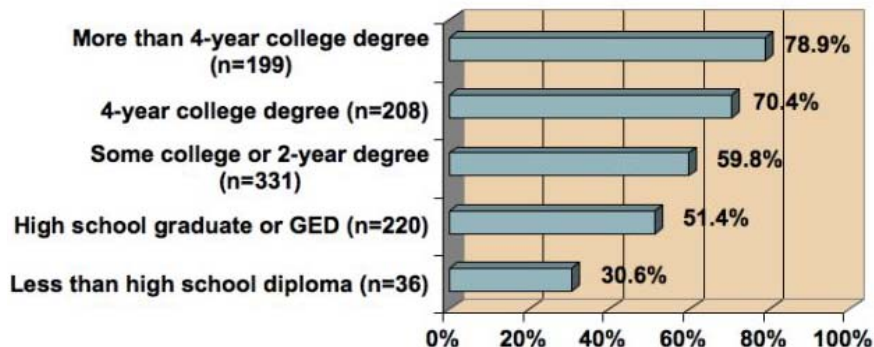


**Proportion of Adults Who Visited Public Libraries In-Person or Remotely by
Household Income before Taxes in 2006**



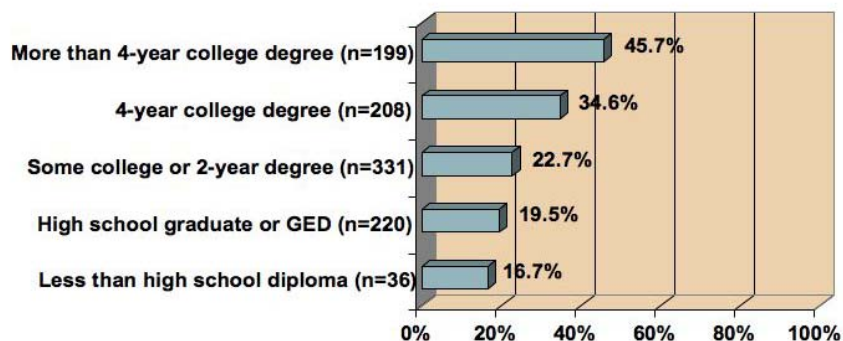
**Proportion of Adults Who Visited Public Libraries In-Person
by Highest Level of Education in 2006**

(n=993)



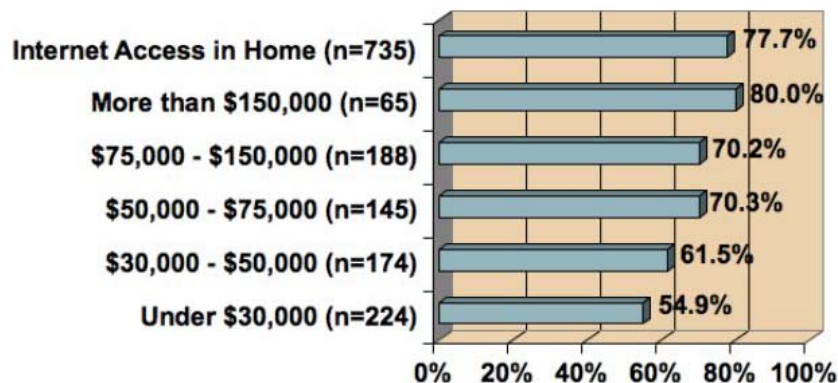
**Proportion of Adults Who Visited Public Libraries Remotely
by Highest Level of Education in 2006**

(n=993)



**Proportion of Adults Who Visited Public Libraries In-Person
by Household Income Before Taxes and By Internet Access in
Home in 2006**

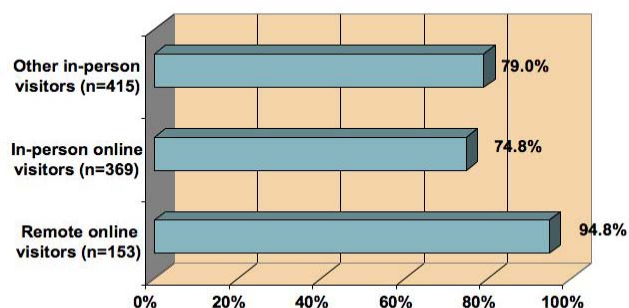
(n=993)



Internet Availability in Home

As might be expected, remote visitors to public libraries are much more likely to have Internet access at home than in-person visitors (95% versus 77%). But it is clear in comparing people who use remote access to public libraries and those who use the Internet from a workstation in the library, that public libraries play a distinct role in providing access to the Internet. While 95 percent of remote users of public libraries have Internet access at home, only 75 percent of those who use workstation in the library to access the Internet do. However, this result also shows that people who do have Internet access at home, still go to the library and use workstations there. Table 64 Table 65

Proportion of Public Library Visitors by Type of Visit for Visitors Who Have Access to the Internet at Home in 2006

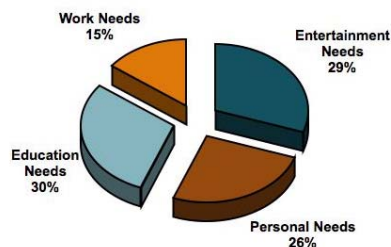


While 95 percent of remote users of public libraries have Internet access at home, only 75 percent of those who use workstation in the library to access the Internet do. However, this result also shows that people who do have Internet access at home, still go to the library and use workstations there. Table 64 Table 65

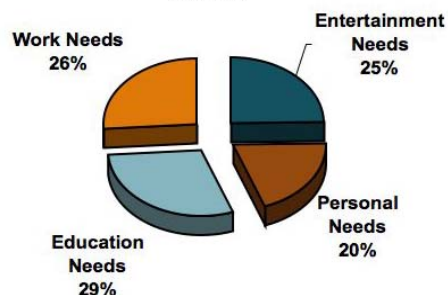
PURPOSE OF VISITS

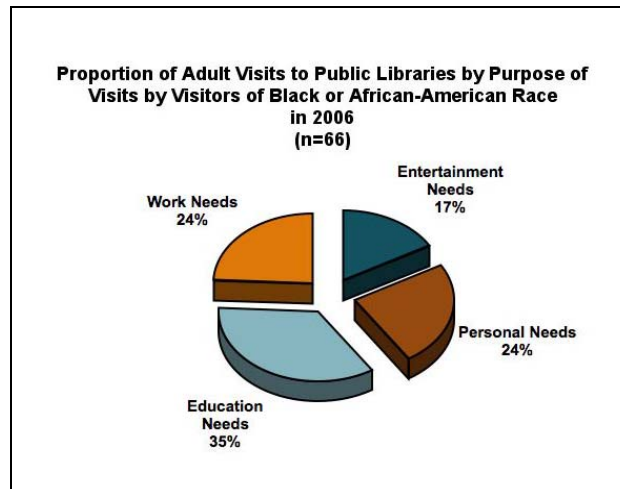
Educational needs are the primary purpose for visiting public libraries in all racial and ethnic groups. Black or African Americans visit public libraries much less for entertainment needs than any other group (17% of visits versus 24-35%) and White Americans visit much less for work-related purposes (15% versus 24-27%). (Table 69)

Proportion of Adult Visits to Public Libraries by Purpose of Visits by Visitors of White Race in 2006 (n=801)



Proportion of Adult Visits to Public Libraries by Purpose of Visits by Visitors of Hispanic or Latino Origin in 2006





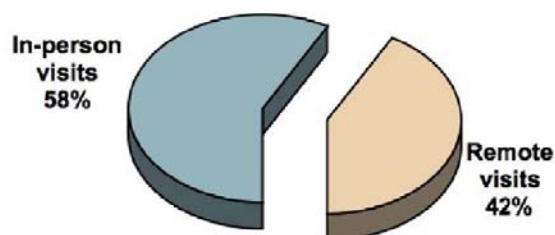
The visits to public libraries do not seem to differ much in terms of purpose for the visit by age, sex or education level. The single exception, is that visitors over 64 years of age tend to visit the public library more for entertainment needs and less for work-related needs, as might be expected. (Table 70, Table 71)

Use of Communication Mechanisms, Resources and Content

USE OF PUBLIC LIBRARIES — NUMBER AND FREQUENCY OF VISITS

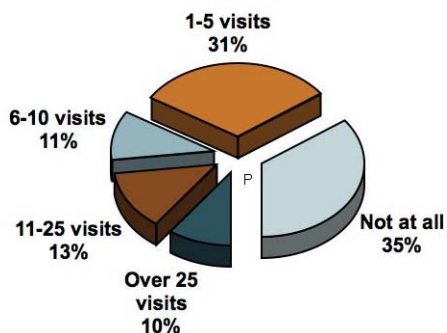
U.S. adults visited public libraries in person 760 million times and remotely 560 million times for a total of 1.3 billion visits in 2006 (Table 2). About 35 percent of those interviewed indicated they did not visit a public library in-person in the previous 12 months. When statistically weighted (by age and sex) the proportion is estimated to be 33 percent. Similarly, about 71 percent of adults interviewed indicated they did not visit a public library remotely in the previous 12 months, compared with 68 percent estimated statistically.

Proportion of Total Visits to Public Libraries in 2007
(Total Visits n=1.3 billion)

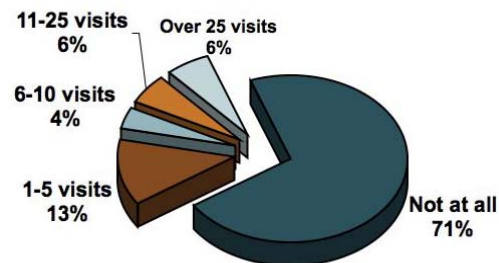


While about one-third (35%) of adults indicated they had not visited a public library in-person in the previous 12 months, just under a third (31%) indicated they visited 1 to 5 times, and just over a third (35%) visited more than 5 times. The pattern of frequency of use differed for remote visits to public libraries with over two-thirds (71%) not visiting remotely at all in the previous 12 months, about 13 percent visiting remotely 1 to 5 times, and 17 percent visiting more than 5 times (Table 2).

Proportion of In-Person Visitors to Public Libraries by Frequency of Visits
(n=686)

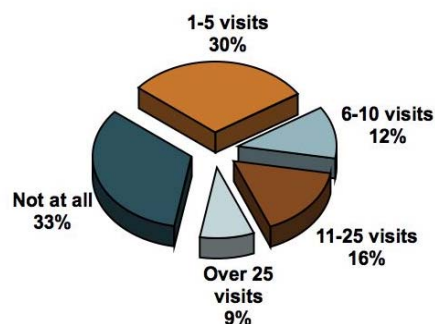


Proportion of Remote Visitors to Public Libraries by Frequency of Visits
(n=688)

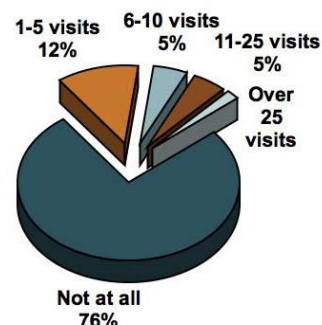


A national household telephone survey conducted by the American Library Association at about the same time as our survey yielded very similar results:

Proportion of In-Person Visitors to Public Libraries by
Frequency of Visits — ALA Survey



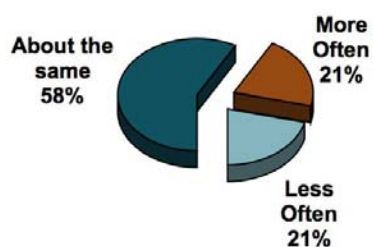
Proportion of Remote Visitors to Public Libraries by
Frequency of Visits — ALA Survey



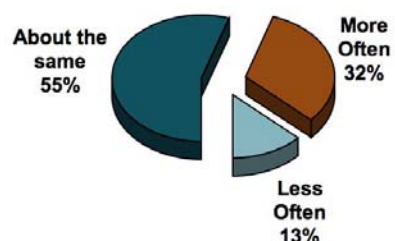
Another indicator of the number of visits to public libraries can be based on the length of time since the last visit. Recent visits are more likely to indicate a higher frequency of visit. Approximately half of visits were 3 to 4 weeks ago or more recent (49% for in-person visitors and 56% for remote visitors). Table 3.

Adults were asked if they visited public libraries more often, less often or about the same in the past 12 months as done previously. About 60 percent of in-person visitors indicated about the same with 21 percent indicating an increasing trend, and another 21 percent a decreasing trend. The majority (55%) of remote online visitors indicated about the same, with 32 percent indicating an increasing trend and 13 percent a decreasing trend, thereby suggesting a future increase in remote online visits. Table 4.

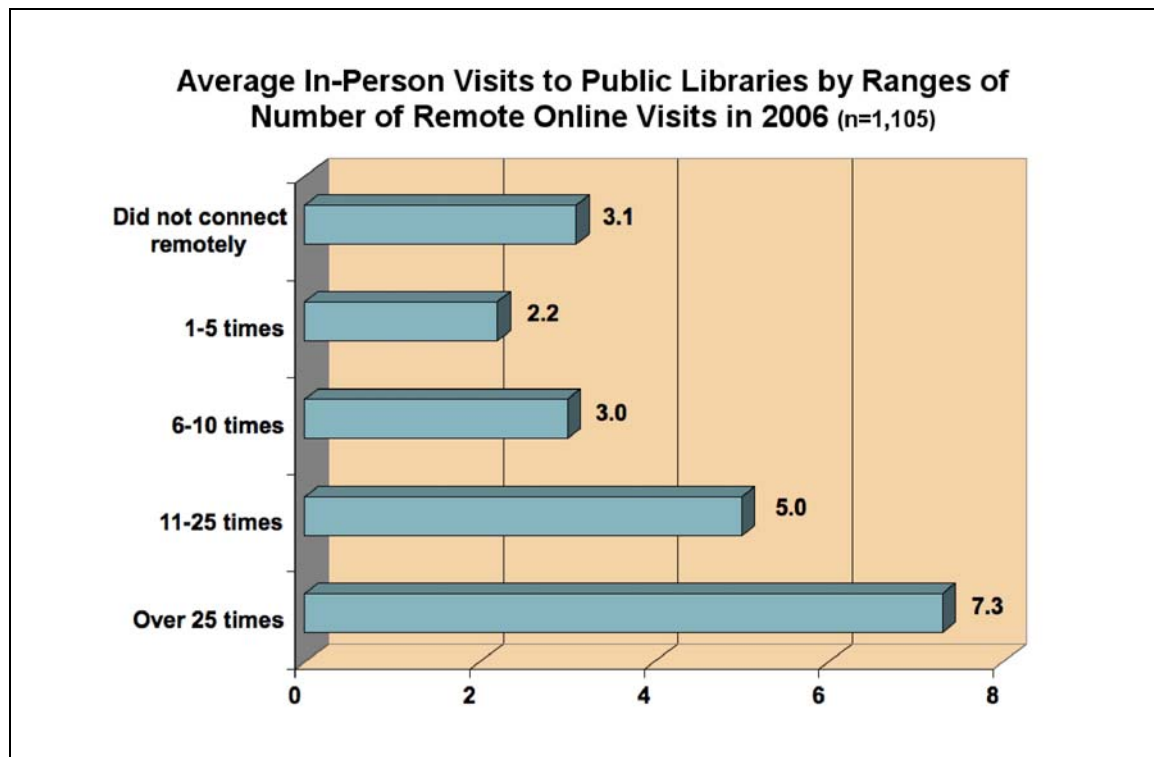
Trend in In-Person Adult Visits to Public Libraries
in 2007 by Proportion of Visitors
(n=684)



Trend in Remote Online Adult Visits to Public
Libraries in 2007 by Proportion of Visitors (n=315)



There is a clear positive correlation between in-person and remote visits. The average number of in-person visits is below the overall average when adults did not visit a public library remotely online (3.1 versus 3.4 in-person visits per adult). Furthermore, the average number of in-person visits increases as the number of remote visits increases. Table 6.



Prior to Internet access to public library services there was a direct correlation between distance (in minutes) to the library and the number of visits made – the further away people were, the fewer visits they made. While all relevant data are not available in this present survey to examine this relationship in full, two recent statewide surveys show that distance has little bearing these days on the number of visits. Thus Internet access may have minimized the distance factor.

USE OF PUBLIC LIBRARIES BY MODE OF ACCESS

In order to focus on the online aspects of public library services we organize the remaining results into three groups:

- Those dealing with **remote online visits** to public library services
- Those dealing with **in-person online visits** to public libraries in which people visited the public library building and used a library-provided workstation to access the Internet, online resources or services
- Those dealing with **other in-person visits** to public libraries, excluding the in-person online visits, but including all other in-library services and off-line library workstation uses

In all, 71 million adults visited public libraries in 2006 through 5.6 billion remote online visits, 73 million adults through 204 million in-person online visits, and 107 million adults

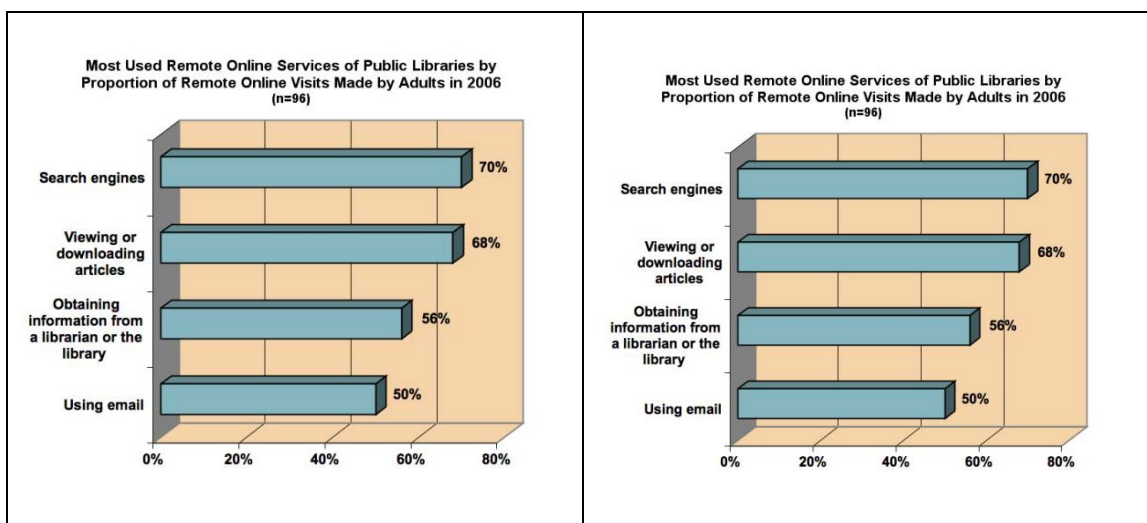
through 688 million other in-person visits. Note that the sum of visitors and visits is higher than the actual total numbers – 155 million visitors and 1.323 billion visits because of multiple service uses per visit. The average annual number of visits per visitor is highest for remote online visits (7.9), followed by other in-person visits (6.4), and least for in-person online visits (2.8). Table 7

In-person visitors to public libraries were asked about their use of library provided workstations to obtain needed information online. Almost half (49%) of the 149 million in-person visitors used a library-provided workstation online on their last visits. In-person visitors used library-provided workstations a total of 294 million times in the previous 12 months, 69 percent of which were for Internet and other online resources and services. Table 8.

Remote Online Visits to Public Libraries

Services Used During Remote Online Visits to Public Libraries

The services used during remote online visits to public libraries included search engines, such as Google or Yahoo, viewing or downloading e-books, viewing or downloading articles, viewing a blog, viewing another website, using e-mail, using chat mail or instant messaging, and/or obtaining information from a librarian or from the library. Overall, the most used remote online services are search engines (79% of all uses), viewing or downloading articles (68%), obtaining information from a librarian or the library (56%) and using e-mail (50%). The most helpful services used included search engines (48% of uses of most helpful service), viewing or downloading articles (28%), obtaining information from a librarian or the library (14%), and looking at another website (8%). The last remote online visits averaged 3.6 services used per visit. Table 9.



Reason for Choice of Remote Online Visits to Obtain Needed Information

Convenience and ease of use was the most common reason for remote online access to public libraries, cited for 94 percent of remote online visits. Trust in the information provided was the second highest reason (75%), followed closely by did not cost much, in time or money (70%), and was the best source of information (64%). Clearly, convenience is the key factor in deciding on access mode, even when the information may not be from the best source or the most trustworthy. Note that trustworthiness of information was rated highest of all attributes of information actually obtained through the remote online visit (see Table 12). Table 10.

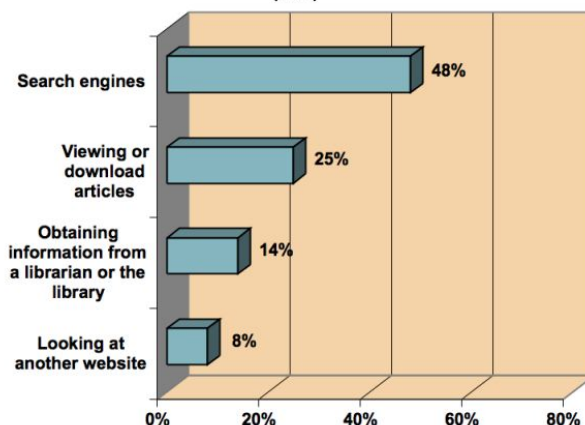
Time Spent During Remote Online Visits to Public Libraries

The average time spent per remote online visit was 63 minutes, with over one-fourth (27%) of visits lasting over one hour, with 37 percent of visits lasting under 20 minutes and 37 percent lasting between 21 minutes and an hour. Table 11. It is worth noting that 69 percent of remote online visits were made because it would not cost much in time or money. (see Table 10)

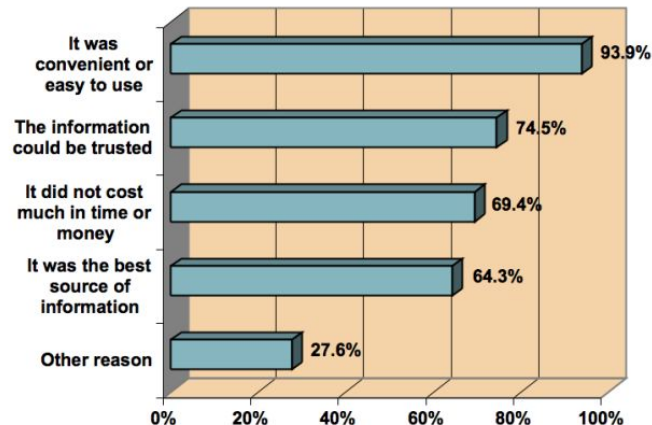
Information Needs and Purposes for Remote Online Visits to Public Libraries

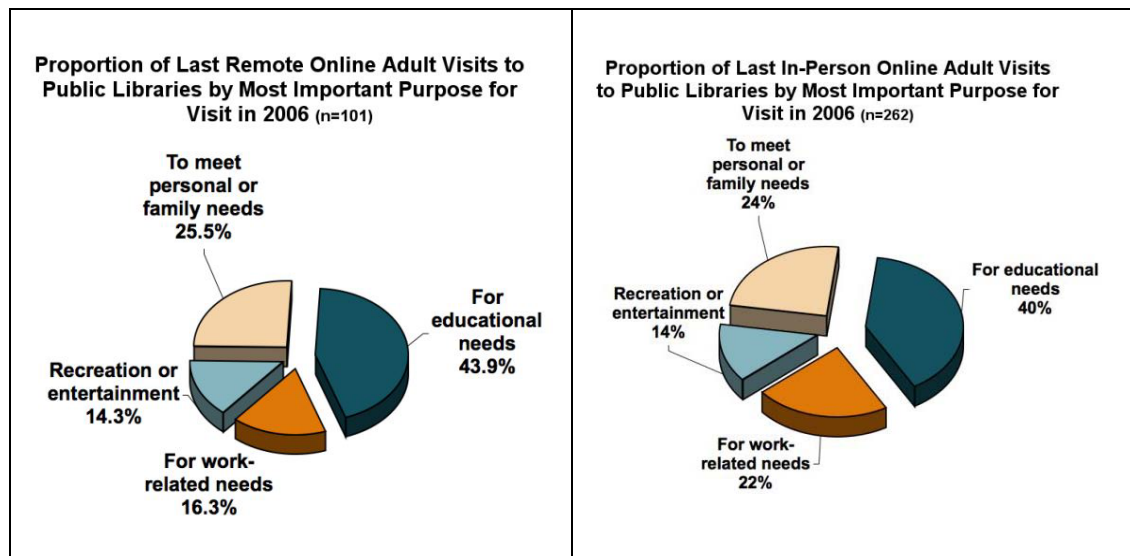
The most common purpose for remote online visits to public libraries is to meet educational needs, followed by meeting personal or family needs, work-related needs, and recreation or entertainment. Table 13.

Most Helpful Remote Online Services of Public Libraries by Proportion of Remote Online Visits Made by Adults in 2006 (n=96)



Why Remote Online Visitors Chose the Libraries to Obtain Needed Information by Proportion of Remote Online Visits (n=98)





Ratings of Attributes of Information Obtained During Remote Online Visits

Visitors were asked to rate various attributes of the information they obtained during remote online visits to public libraries. The rating scale used was a five-point scale with 1 representing the worst rating and 5 representing the best. For remote online visits to public libraries the attributes included quality of the information obtained, the completeness of the information, the timeliness or how up-to-date the information was, the trustworthiness of the information, the novelty or how new the information was, and the importance of the information obtained. The overall average ratings were all fairly high (Tables 12, 14):

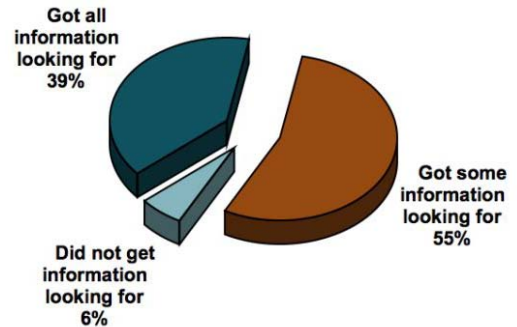
- Trustworthiness 4.48
- Timeliness 4.23
- Importance 4.21
- Quality 4.20
- Completeness 3.99
- Novelty 3.85

Note that these ratings are somewhat lower than for in-person visits (see table 46).

Outcomes/Impacts of Remote Online Visits to Public Libraries

The outcomes of remote online visits to public libraries included obtaining needed information, how well the information addressed the reason or need for using remote online access to the public library, whether the information led to a favorable or negative outcomes, and whether there was too much irrelevant information. Survey respondents were asked about the various outcomes resulting from their last remote online visits to a public library.

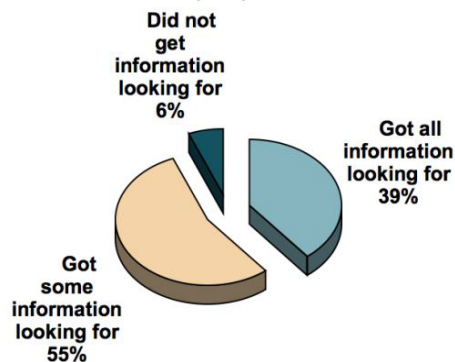
Whether Needed Information Was Obtained from Remote Online Visits to Public Libraries by Proportion of Remote Online Visits in 2006 (n=97)



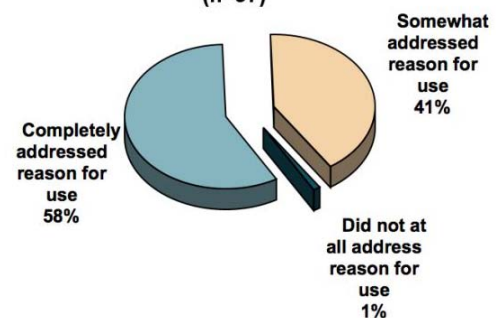
In most remote online visits, adults obtained some or all of the information they were looking for (55% and 39%, respectively). In only 6 percent of the visits did they fail to obtain the information they sought.

An estimated 58 percent of the visits resulted in completely addressing the reason for the visits, and a further 41 percent the reason was somewhat addressed. One-third of the visits resulted in too much irrelevant information. On the other hand, 95 percent of the visits did lead to favorable outcome. Table 15.

Proportion of Adult Remote Online Visits to Public Libraries to Obtain Needed Information by Type of Outcome in 2006 — Needed Information Obtained (n=97)



Proportion of Adult Remote Online Visits to Public Libraries to Obtain Needed Information by Type of Outcome in 2006 — Addressed Reason for Use (n=97)

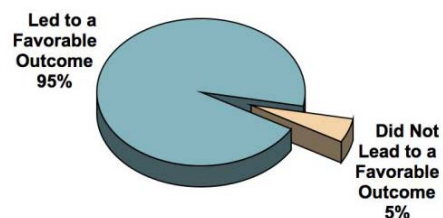


In-Person Online Visits to Public Libraries

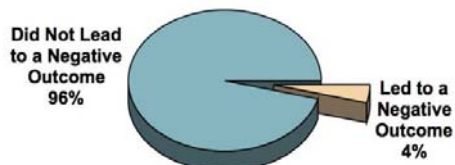
Services Used During In-Person Online Visits

The services used during in-person online visits to public libraries included search engines, such as Google or Yahoo, viewing or downloading e-books, viewing or downloading articles, viewing a blog, viewing another website, using e-mail, using chat mail or instant messaging, obtaining information from a librarian or from the library. Overall, the most used remote online services are search engines (70% of all uses), obtaining information from a librarian or the library (53%), looking at another website (46%), and viewing or downloading articles (68%). The most helpful services used included search engines (45% of uses of most helpful service), viewing or downloading articles (12%), obtaining information from a librarian or the library (12%), and looking at another website (12%). The last in-person online visit involved an average of 2.8 services. Table 17.

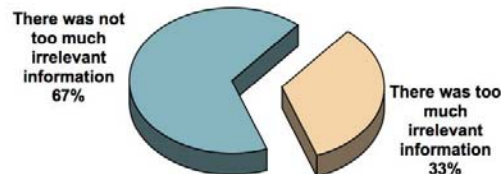
Proportion of Adult Remote Online Visits to Public Libraries to Obtain Needed Information by Type of Outcome in 2006 — Led to a Favorable Outcome
 (n=97)



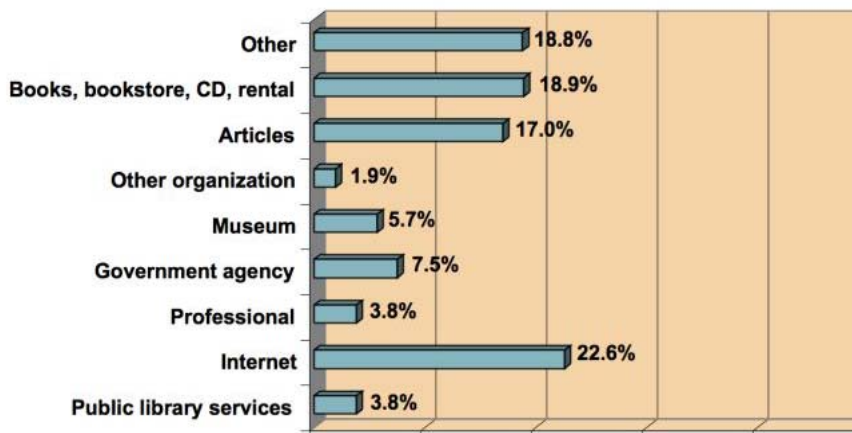
Proportion of Adult Remote Online Visits to Public Libraries to Obtain Needed Information by Type of Outcome in 2006 — Led to a Negative Outcome
 (n=97)



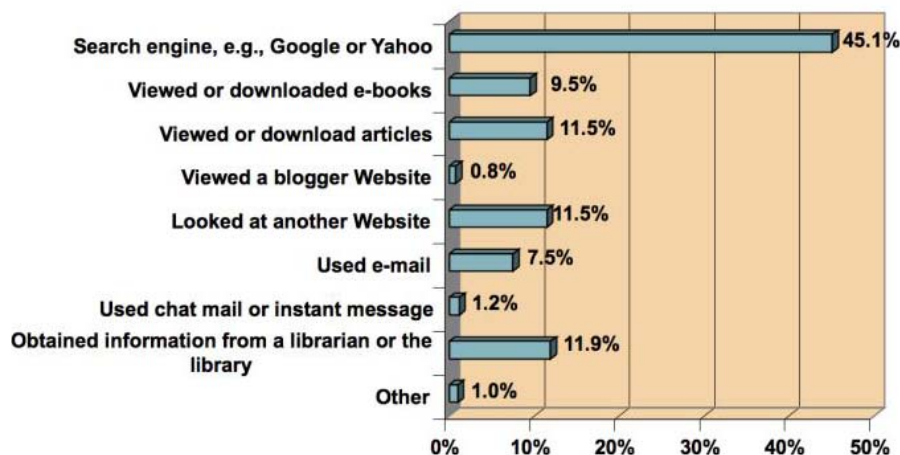
Proportion of Adult Remote Online Visits to Public Libraries to Obtain Needed Information by Type of Outcome in 2006 — Too Much Irrelevant Information
 (n=97)



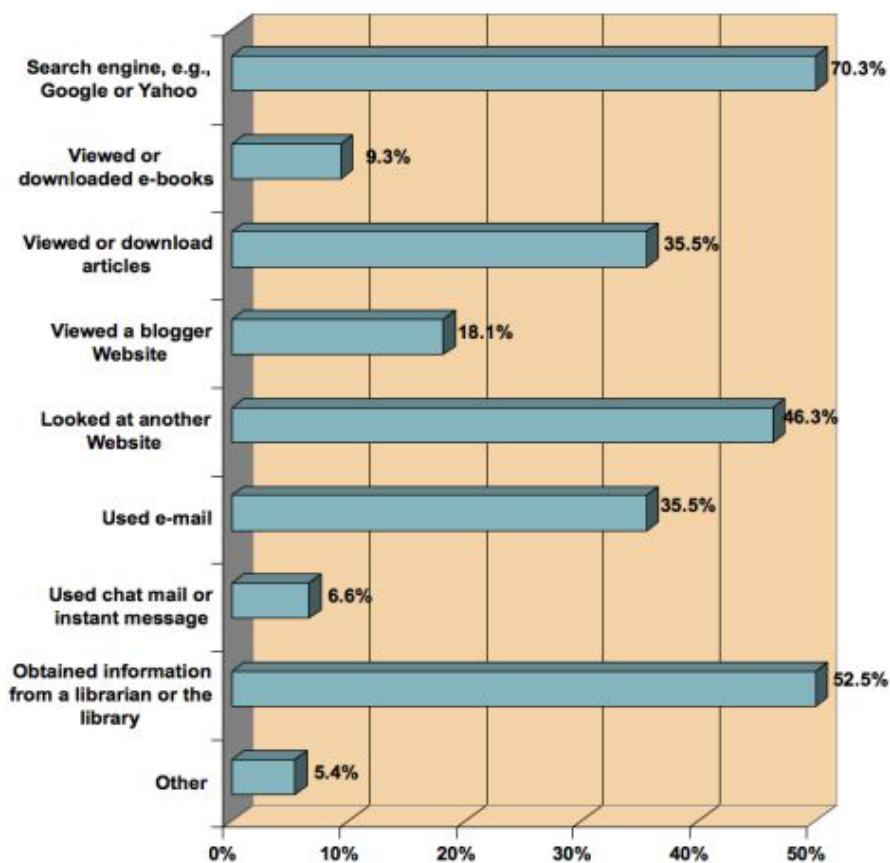
Proportion of Adult Remote Online Visits to Public Libraries That Led to Other Useful Information Sources/Providers in 2006
 (n=90)



**Proportion of Adult In-Person Online Visits to Public Libraries to Obtain
Needed Information by Most Helpful Sources Used Online in 2006**
 (n=259)



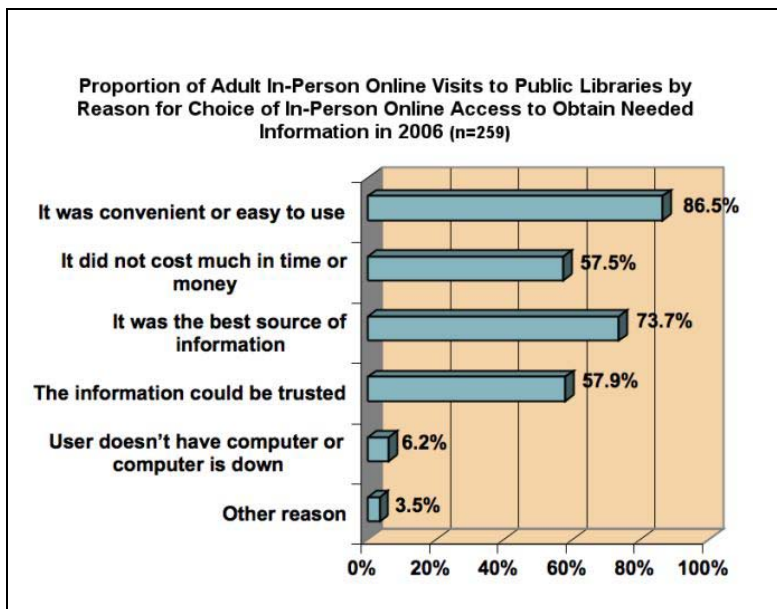
**Proportion of Adult In-Person Online Visits to Public Libraries to Obtain Needed
Information by Any Service Used Online in 2006**
 (n=259)



Reason for Choice of In-Person Online Visits to Obtain Needed Information

Convenience and ease of use was the most common reason for remote online access to public libraries, cited for 87 percent of in-person online visits, followed by the library was the best source of information (74%), trust in the information provided (58%), and did not cost much, in time or money (58%). Clearly, convenience is the key factor in deciding on access mode, even when the information may not be from the best source or the most trustworthy. Some users (6%) indicated that they used library workstations

because they did not have a computer themselves, or their own computer was inactive.

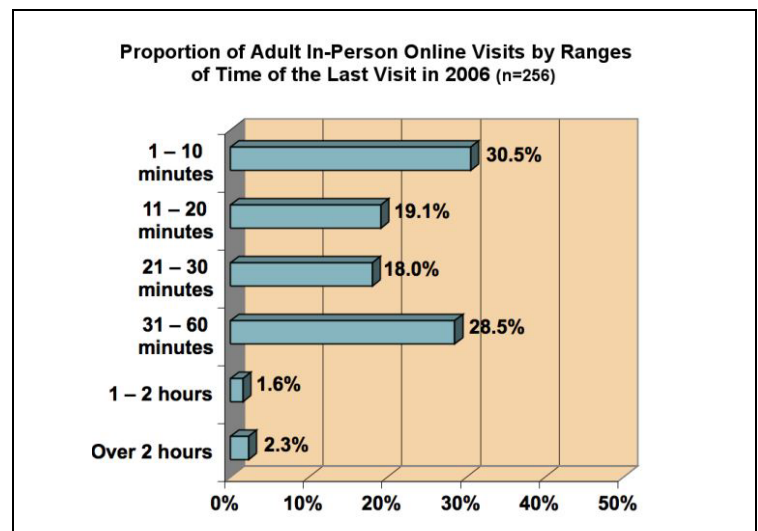


The proportion of visits in which users said the information they obtained could be trusted is somewhat lower for in-person online visits than for either other in-person visits or remote online visits (58% versus 69% or 75%). Note that timeliness, quality and trustworthiness of information were rated highest of all attributes of information actually

obtained through the in-person online visit (see Table 21). Table 18.

Time Spent During In-Person Online Visits to Public Libraries

The average time spent per in-person online visit was 29 minutes (compared with 63 minutes for remote online visits). Only 4 percent of in-person online visits lasted more than one hour, which may indicate a time-limit on workstation access. Table 19. It is worth noting that 58 percent of in-person online visits were made because it would not cost much in time or money (see Table 18).



Information Needs or Purpose for In-Person Online Visits to Public Libraries

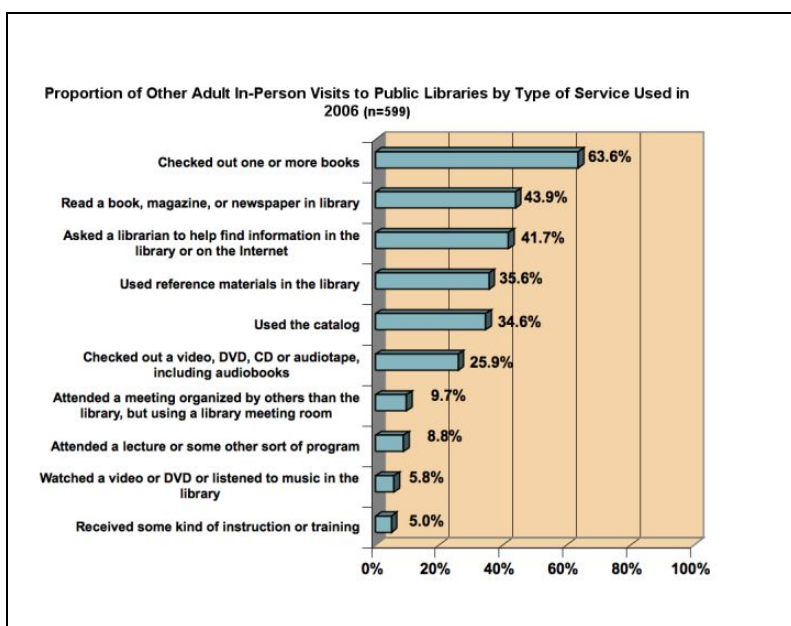
The most common purpose for in-person online visits to public libraries is to meet educational needs (53 % of all reasons given and 40% of most important reasons), followed by meeting personal or family needs, work-related needs, and recreation or entertainment. Table 22.

These results are in contrast with other in-person visits for which recreation and entertainment are the most frequent reasons given (see Tables 30, 47). The number of in-person online visits for work-related purposes or needs is estimated to be 45 million visits compared with only 43 million other in-person visits for work-related purposes. (see Table 30)

Other In-Person Visits to Public Libraries

Services Used During Other In-Person Visits to Public Libraries

The services used during other in-person visits to public libraries included reading a book, magazine or newspaper in the library; checking out one or more books, watching a video or DVD or listening to music in the library; checking out a video, DVD, CD or audiotape, including audiobooks; using the catalog; using reference materials in the library; asking a librarian to help find information in the library or on the Internet; attending a lecture or other program; attending a meeting organized by others than the library, but using a library meeting room; receiving some kind of instruction or training for a literacy program, technology instruction or other; or using a library workstation.

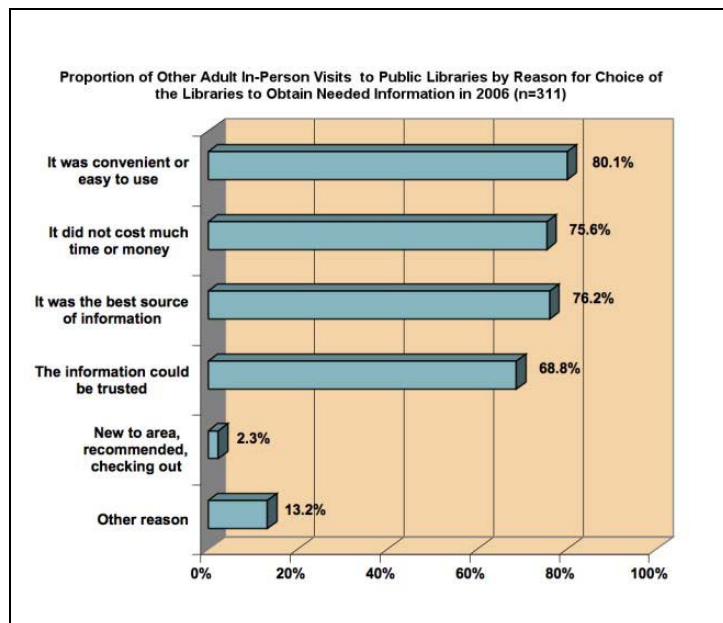


attending a lecture or other program; attending a meeting organized by others than the library, but using a library meeting room; receiving some kind of instruction or training for a literacy program, technology instruction or other; or using a library workstation.

Overall, the most used other in-person library services are checking out books (64% of all other in-person uses), reading a book, magazine or newspaper in the library (44%), asking a librarian to help find information in the library or on the Internet (42%), using a library workstation (39%), using reference material in the library (36%) and using the catalog (35%). Audiovisuals are popular as well (26% of visits involve checking them out and 6% of visits involve use in the library). About one fifth of visits involve attending a program or some other sort of meeting. An average of 3.13 services were used per visit. Table 26.

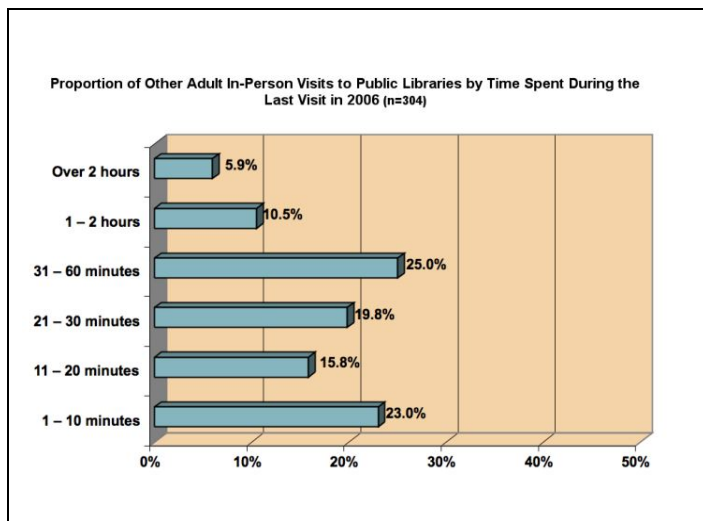
Reason for Choice of Other In-Person Visits to Obtain Needed Information

Convenience or ease of use were the most common reasons for other in-person visits to public libraries, cited for 80 percent of other in-person visits, followed by was the best source of information (76%), or did not cost much, in time or money (76%), and trust in the information provided (69%). A small percentage of visits were because the visitor was new to the area, had been recommended to the library or they were checking out the library. Clearly, convenience is the key factor in deciding on access mode, even when the information may not be from the best source or the most trustworthy. Table 27.



Note that trustworthiness and quality of information were rated highest of all attributes of information actually obtained through other in-person visits (see Table 29). Table 27.

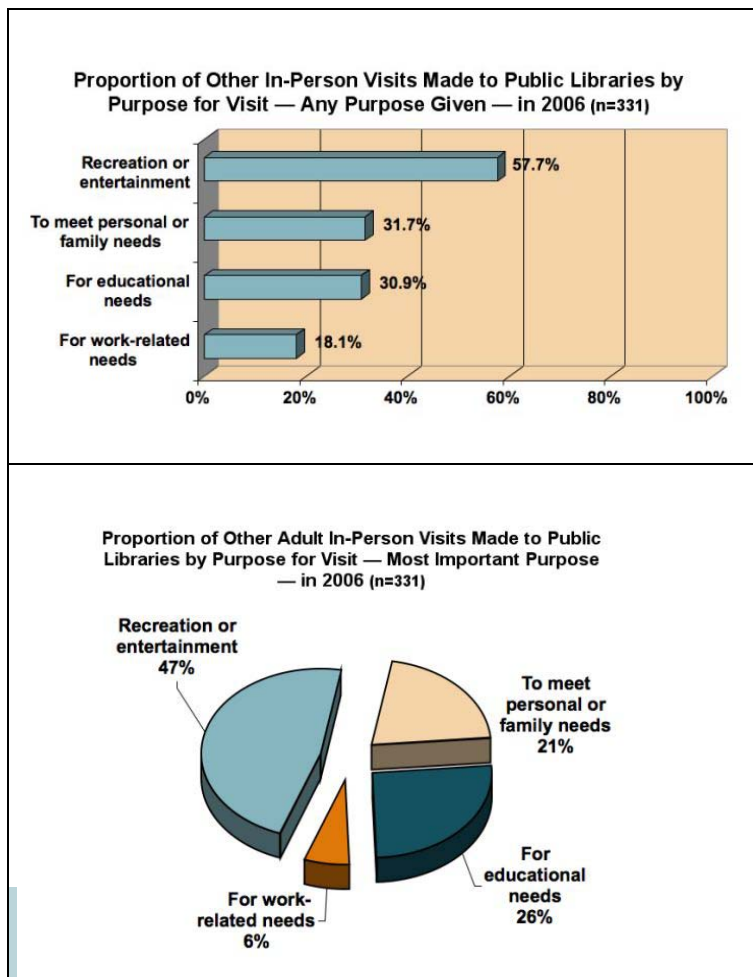
Time Spent During Other In-Person Visits to Public Libraries



The average time spent per in-person online visit was 52 minutes (compared with 63 minutes for remote online visits and 29 for in-person online visits). About 16 percent of other in-person visits lasted more than one hour. It is worth noting that 76 percent of in-person online visits were made because it would not cost much in time or money (see Table 27).

Information Needs or Purpose for Other In-Person Visits to Public Libraries

The most common purpose for other in-person visits to public libraries is to meet recreation or entertainment needs (58 % of all reasons given and 47% of most important reasons), followed by meeting personal or family needs, educational needs and work-related needs. Table 30.



These results are in contrast with in-person online visits for which educational and personal or family needs are the most frequent reasons given (see Tables 22). The number of other in-person visits where work-related purposes or needs are the most important reason for the visit is estimated to be 43 million visits compared with 45 million in-person online visits for work-related purposes.

ATTRIBUTES (QUALITY, TIMELINESS, COST)

Ratings of Attributes of Workstations Used in Public Libraries to Obtain Needed Information

Users of public library workstations were asked to rate the attributes of the workstations and related services. The rating scale used was a five-point scale with 1 being the worst rating and 5 being the best rating. Attributes rated included the number of workstations available and the ability to gain access to them, the hours or days of the week the workstations are made available, the amount of time allowed in a single session, the software applications available and the hardware available. The average ratings were (Table 20):

Hours/days made available	4.14
Software applications	3.92
Hardware available	3.89

No. of workstations and ability to access 3.87

Time allowed per session 3.67

These ratings tend to reflect some concerns over immediate accessibility of workstations and time allowed per session. Limited time per session may have an adverse effect on outcomes (see Tables 48, 54, 55, 56)

Ratings of Attributes of Information Obtained During In-Person Online Visits to Public Libraries

Visitors were asked to rate various attributes of the information they obtained during in-person online visits to public libraries. The rating scale used was a five-point scale with 1 representing the worst rating and 5 representing the best. For in-person online visits to public libraries the attributes included quality of experience using the workstation, quality of the information obtained, the completeness of the information, the timeliness or how up-to-date the information was, the trustworthiness of the information, the novelty or how new the information was, and the importance of the information obtained. The overall average ratings were all fairly high (Tables 21, 24):

Timeliness	4.39
Quality	4.38
Trustworthiness	4.35
Completeness	4.21
Workstation experience	4.20
Importance	4.12
Novelty	3.86

Note that the ratings for timeliness, quality and novelty of information obtained through in-person online visits are higher than for other in-person or remote online visits (see Table 46).

Ratings of Attributes of Information Obtained During Other In-Person Visits to Public Libraries

Visitors were asked to rate various attributes of the information they obtained during in-person online visits to public libraries. The rating scale used was a five-point scale with 1 representing the worst rating and 5 representing the best. For in-person online visits to public libraries the attributes included quality of experience using the workstation, quality of the information obtained, the completeness of the information, the timeliness or how up-to-date the information was, the trustworthiness of the information, the novelty or how new the information was, and the importance of the information obtained. The overall average ratings were all fairly high (Tables 29, 31):

Trustworthiness	4.62
Quality	4.34

Completeness	4.27
Timeliness	4.25
Importance	4.13
Novelty	3.74

Note that the ratings for trustworthiness and completeness obtained through other in-person visits are higher than for in-person online or remote online visits (see Table 46).

Outcomes and Impacts

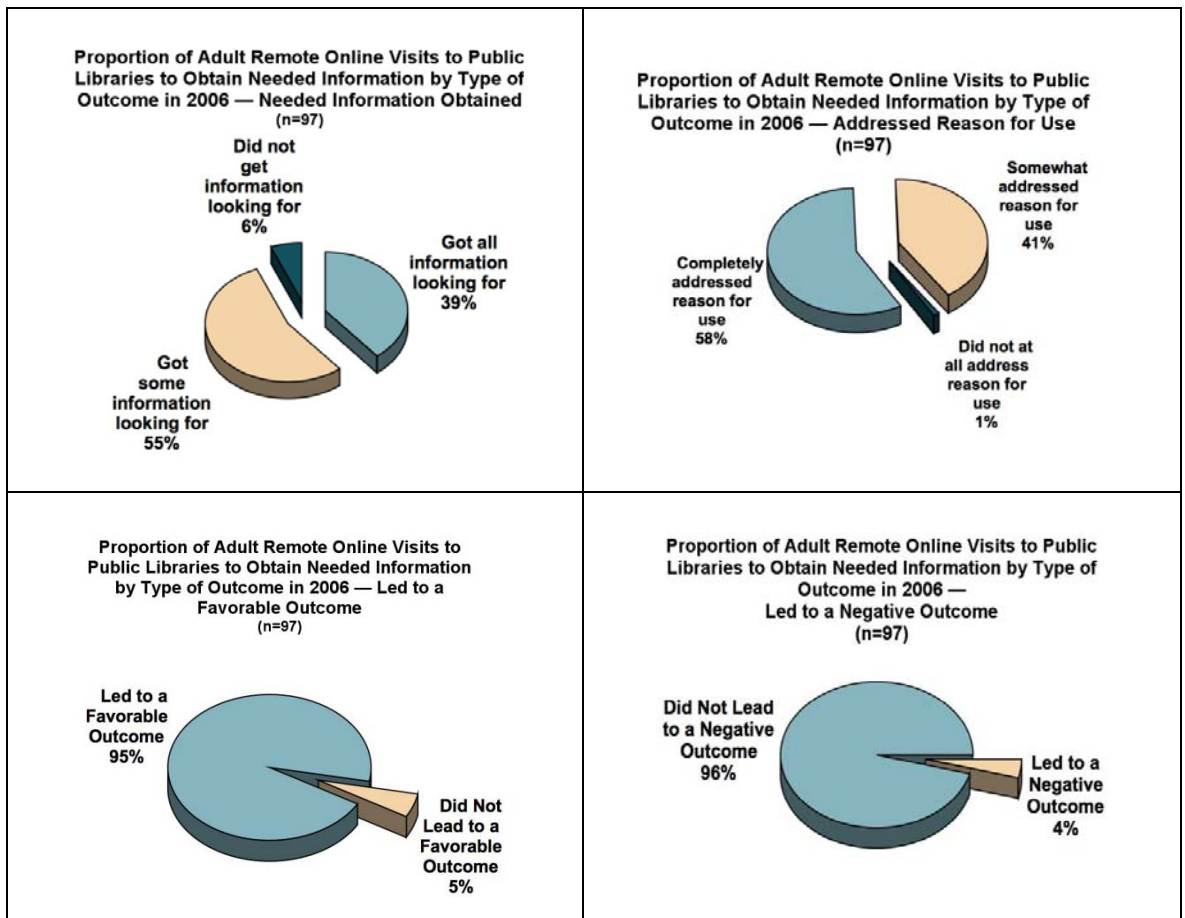
OUTCOMES/IMPACTS OF IN-PERSON ONLINE VISITS TO PUBLIC LIBRARIES

The outcomes of in-person online visits to public libraries included obtaining needed information, how well the information addressed the reason or need for using in-person online access to the public library, whether the information led to a favorable or negative outcomes, and whether there was too much irrelevant information. Survey respondents were asked about the various outcomes resulting from their last in-person online visits to a public library.

In most in-person online visits, adults obtained all or some of the information they were looking for (50% and 46%, respectively). In only 3 percent of the visits did they fail to obtain the information they sought.

An estimated 62 percent of the visits resulted in completely addressing the reason for the visits, and a further 37 percent the reason was somewhat addressed. One-fourth (24%) of the visits resulted in too much irrelevant information. On the other hand, 94 percent of the visits did lead to favorable outcome. Table 23.

These outcomes show slightly better outcomes over remote online visits.



Visitors were asked whether information found through in-person online visits led to other useful information sources or providers. A total of 71 million (35%) in-person online visits led to other sources or providers. These other sources or providers included other libraries, Internet websites, people, organizations, publications, etc. Most common additional sources identified included Internet websites (18% of in-person online visits), public library services (9%) and articles (9%). Museums were identified as additional sources in 2 percent or 2 million in-person online visits. Table 25.

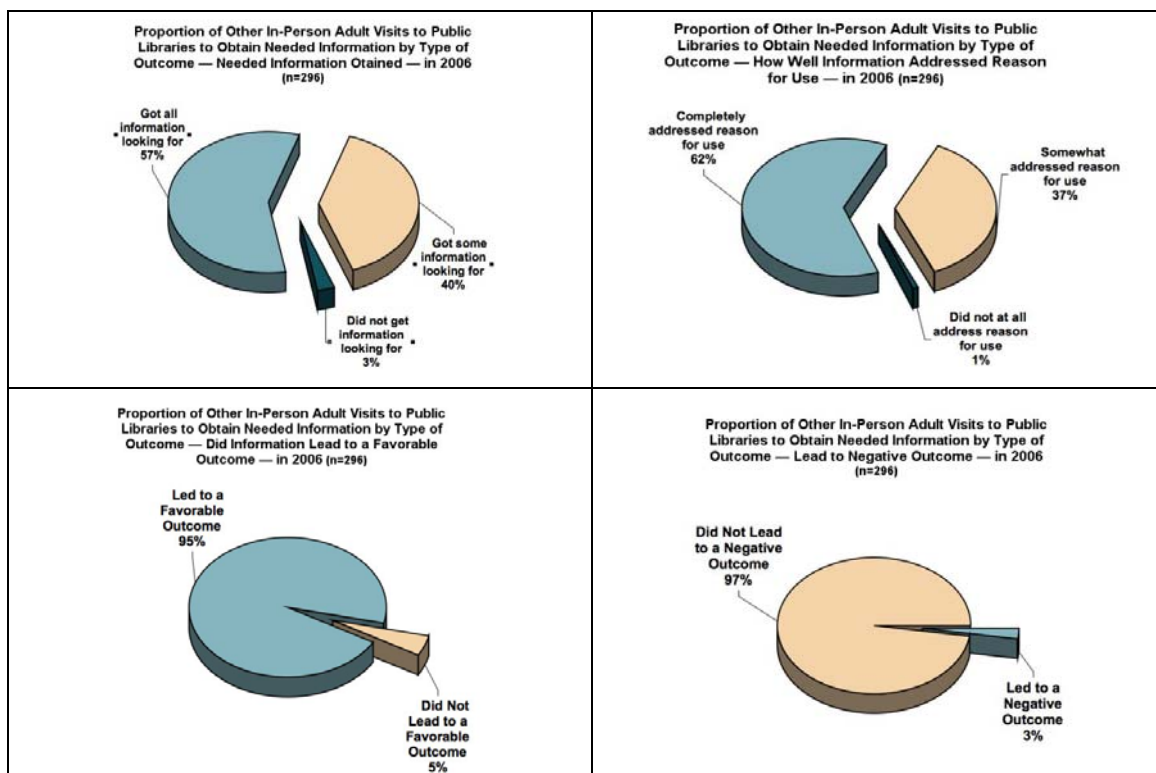
OUTCOMES/IMPACTS OF OTHER IN-PERSON VISITS TO PUBLIC LIBRARIES

The outcomes of other in-person visits to public libraries included obtaining needed information, how well the information addressed the reason or need for using in-person online access to the public library, whether the information led to a favorable or negative outcomes. Survey respondents were asked about the various outcomes resulting from their last other in-person visits to a public library.

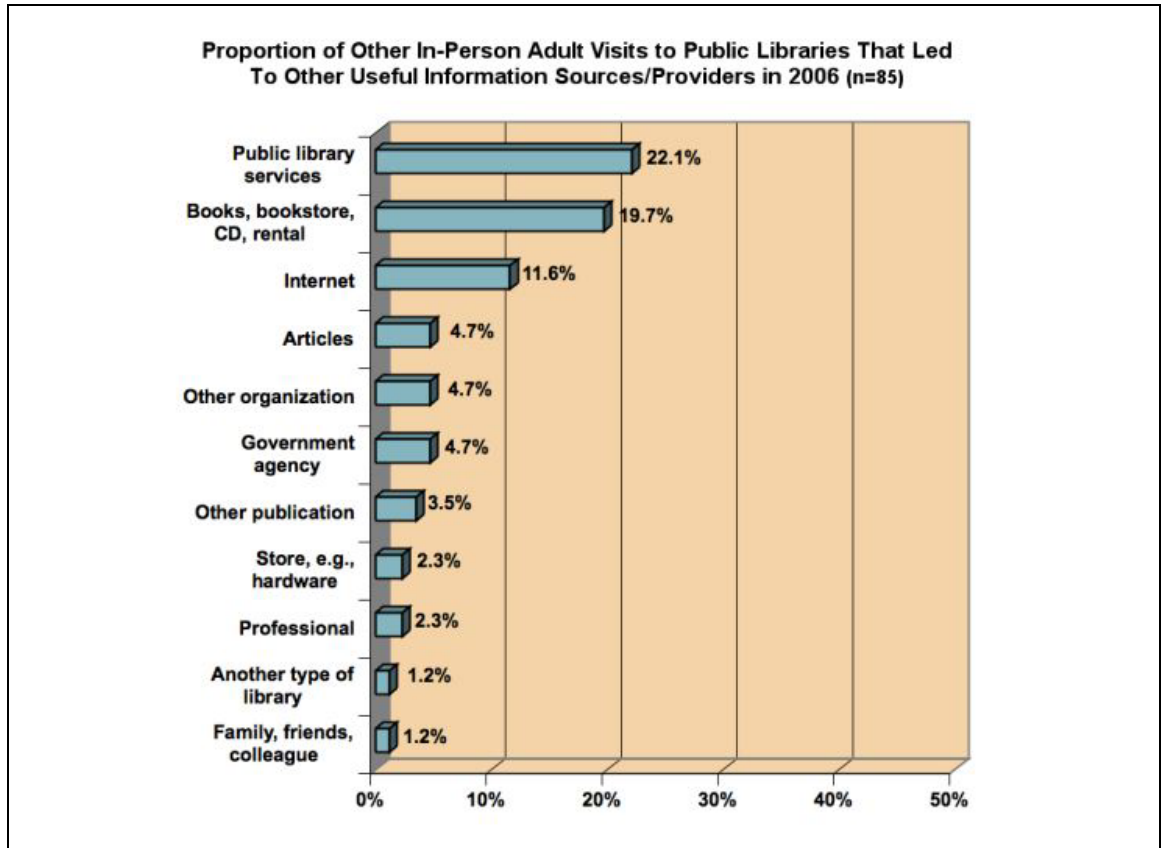
In most other in-person visits, adults obtained all or some of the information they were looking for (58% and 44%, respectively). In only 3 percent of the visits did they fail to obtain the information they sought.

An estimated 63 percent of the visits resulted in completely addressing the reason for the visits, and a further 37 percent the reason was somewhat addressed. On the other hand, 95 percent of the visits did lead to favorable outcome. Table 32.

These outcomes show slightly better outcomes over in-person online and remote online visits.



Visitors were asked whether information found through in-person online visits led to other useful information sources or providers. A total of 228 million (33%) in-person online visits led to other sources or providers. These other sources or providers included other libraries, Internet websites, people, organizations, publications, etc. Most common additional sources identified included public library services (22% of other in-person visits); books, bookstores, CD, rental (20%); and Internet websites (12%),. Table 33.



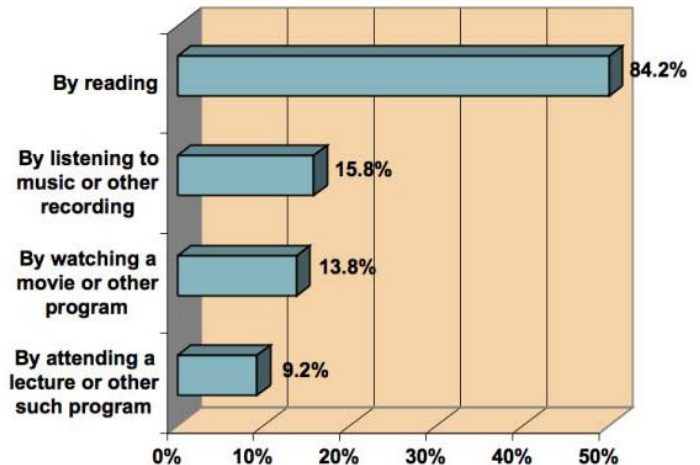
How Specific Information Needs Are Met by Other In-Person Visits to Public Libraries

Recreation or Entertainment Needs

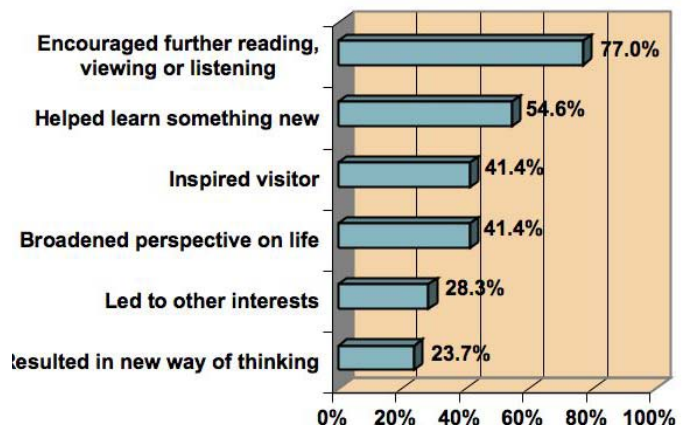
An estimated 325 million other in-person visits were made to public libraries by adults for recreation or entertainment needs in 2006. These needs were largely achieved through reading (84% of visits). Some of the needs were addressed by listening to music or other recordings (16%), by watching a movie or other program (14%), or by attending a lecture or other such program (9%). Table 34

There are a number of ways public libraries can be helpful in meeting recreation or entertainment needs. About three-fourths (77%) of other in-person visits help achieve these needs by encouraging further reading, viewing or listening. Many visits also helped adults learn something new (55% of visits), broaden their perspectives on life (41%), or inspired them (41%). Table 35

Proportion of Other In-Person Adult Visits Made to Public Libraries by How Recreation or Entertainment Needs Were Achieved in 2006 (n=152)



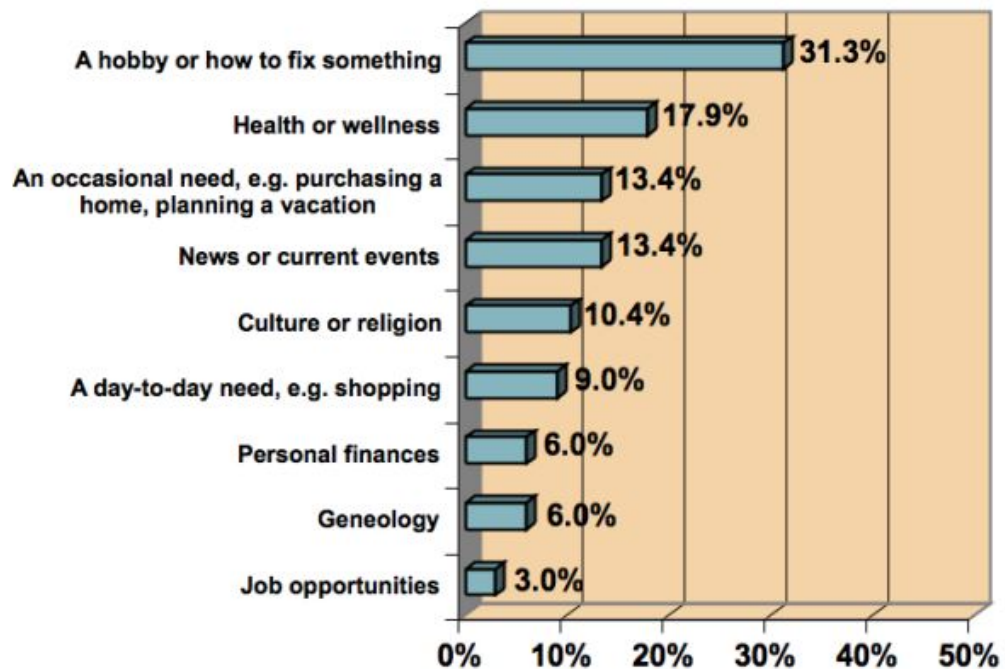
Proportion of Other In-Person Adult Visits to Public Libraries by Ways Information or Services Were Helpful in Meeting Recreation or Entertainment Needs in 2006 (n=152)



Personal or Family Information Needs

About 143 million other in-person visits (21% of all visits) to public libraries are to satisfy personal or family information needs. These include obtaining information about a hobby or how to fix something (31% of visits), addressing a health or wellness issue (18%), or an occasional information need such as purchasing a home or planning a vacation (18%), or an occasional information need such as purchasing a home or planning a vacation (13%). Table 36

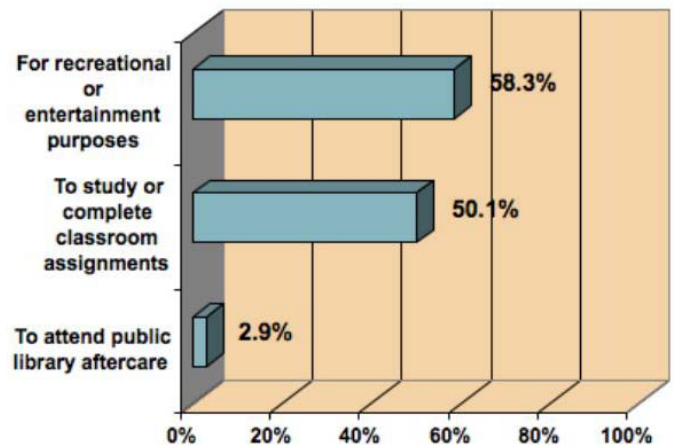
**Proportion of Other In-Person Adult Visits to Public Libraries by Type of
Personal or Family Information Need Met in 2006 (n=67)**



Children Aged 6-17 years

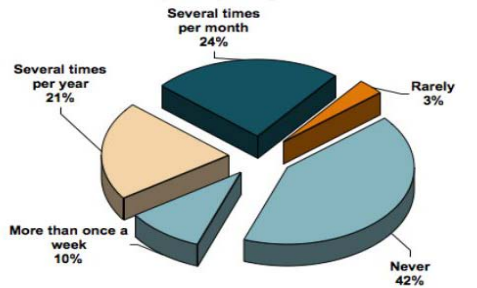
There were about 50.6 million children between the ages of 5 and 17 in the U.S. in 2006. The use of public libraries by these children was established by asking an adult from their household. A substantial proportion of these children visit public libraries to address their formal education needs (50% of children), to satisfy recreational or entertainment needs (58%), and a small proportion (3%) to attend public library aftercare programs. Table 38.

Proportion of Children (6 to 17 years of age) Who Visited Public Libraries for Various Reasons in 2006
(n=644)

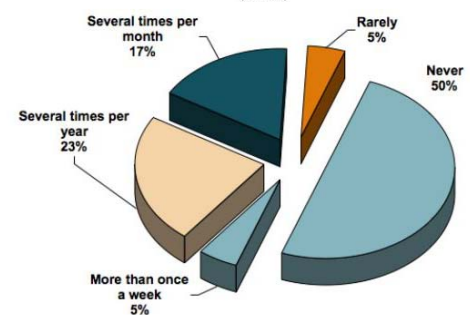


About one-third (34%) of children (6-17 years of age) visit public libraries several times per month or more for recreation or entertainment purposes. Over one fifth (22%) visit several time a month or more for their formal education to study or work on classroom assignments. On the down side, over one-fourth (28%) of these children rarely or never visit a public library for educational purposes and over one-fifth (23%) rarely or never visit a public library for recreation or entertainment purposes. Table 39

Proportion of Children (6 to 17 years of age) Who Visited Public Libraries for Recreation or Entertainment by Frequency of Visit in 2006
(n=644)



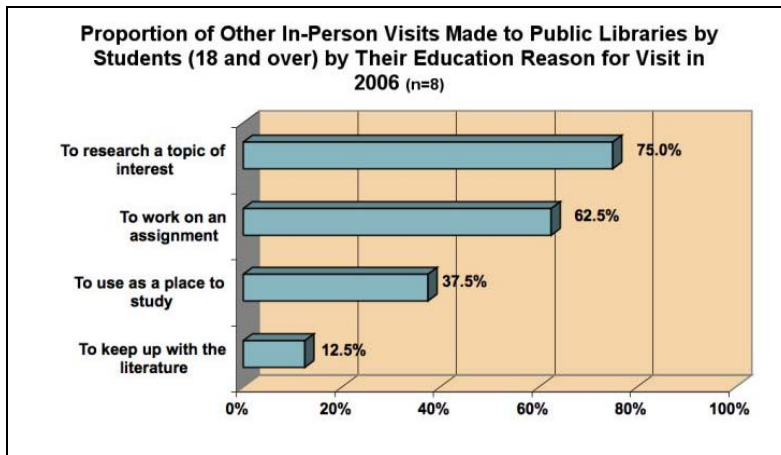
Proportion of Children (6 to 17 years of age) Who Visited Public Libraries for Study or Classroom by Frequency of Visit in 2006
(n=644)



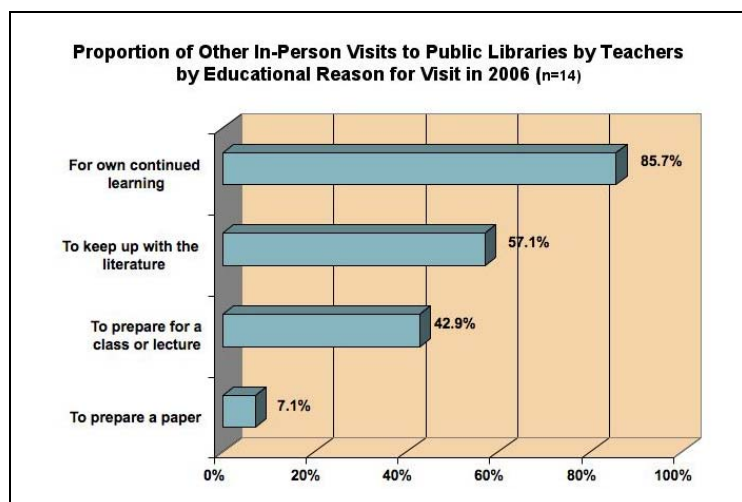
Students Aged 18 and Over

An estimated 13 million visits (1.7% of visits) are for educational purposes by students aged 18 or more. Note that the number of such students interviewed was very small (n=8). Most students' educational visits are to research a topic of interest (75% of visits), to work on an assignment (63%), or to keep up with the literature (13%). The

public library is also used as a place to study (38%). Table 40



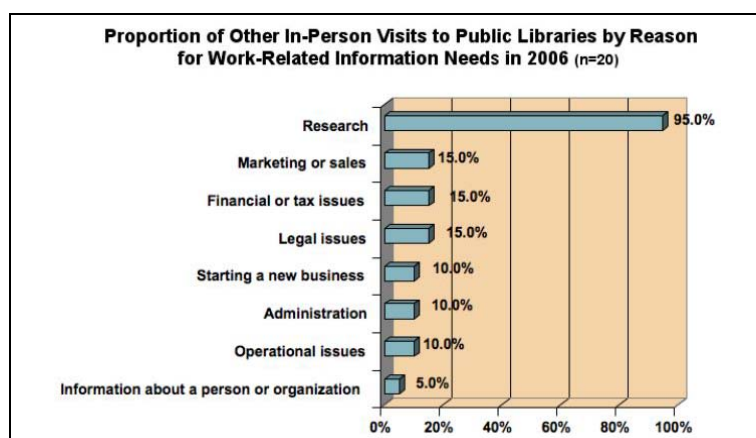
Teacher Educational Needs



About 22 million (3.2% of visits) other in-person visits to public libraries are made by teachers for educational purposes for teaching or their own continued learning. Note that the number of teachers interviewed was very small (n=14). Most visits by teachers were for their own continued learning (86% of visits), to keep up with the literature (57%) or to prepare for a class or lecture (43%). Table 41

Work-Related Information Needs

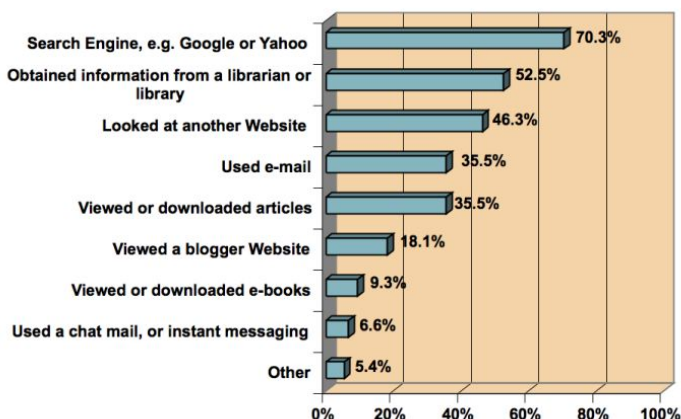
About 43 million other in-person visits to public libraries are made for work-related purposes. Note that the number of people whose last visit was for work-related purposes was very small (n=20). The predominant reason for work-related visits was for research purposes (95% of visits). Table 42



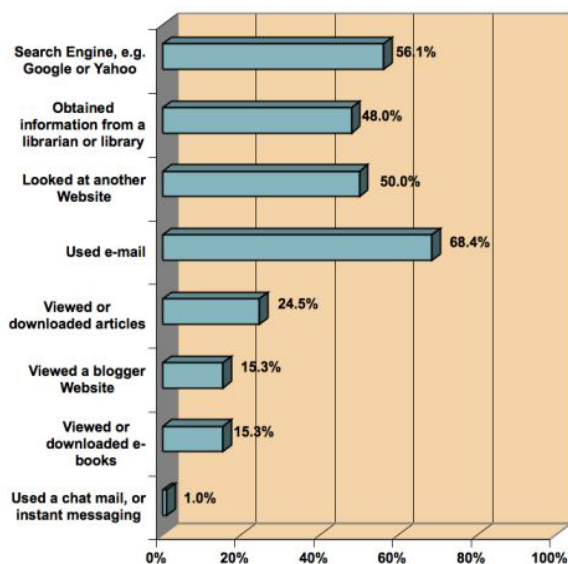
COMPARISONS OF REMOTE ONLINE, IN-PERSON ONLINE AND OTHER IN-PERSON VISITS

Online Services Used During Remote Online and In-Person Online Visits to Public Libraries

Proportion of In-Person Online Adult Visits to Public Libraries by Services Used Online in 2006 (n=259)



Proportion of Remote Online Adult Visits to Public Libraries by Services Used Online in 2006 (n=98)



The number of remote online visits to public libraries (561 million) by adults is 2.75 times higher than the number of in-person online visits (204 million). The service most frequently used in both types of visits is search engines. More online services are used remotely than in-person (3.6 per remote online use versus 2.8 per in-person online use), and all online services are used more frequently on remote visits than on in-person visits.

The most remarkable difference in use of various online services between remote online visits and in-person online visits is viewing or downloading articles (68% for remote visits versus 36% for in-person online visits). This may reflect that for about 60 percent of remote online visits the most important reason is for educational or work-related purposes; whereas, only about one-third of in-person online visits are for that purpose. It is also interesting to note

that obtaining information from a librarian or the library was about the same for each mode of access (56% of remote online visits versus 53% for in-person online visits). Table 43

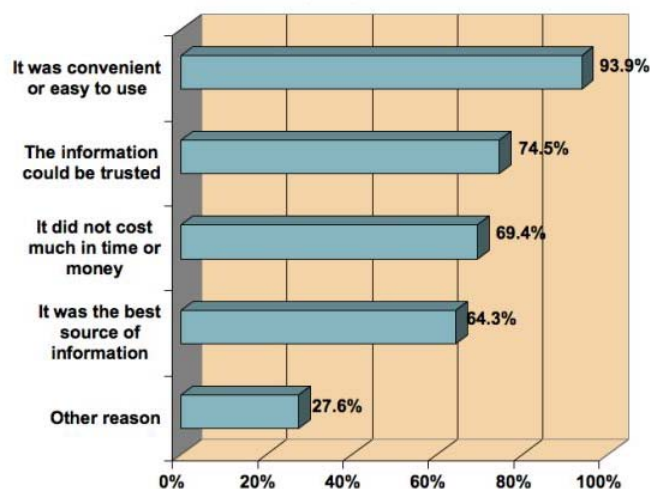
Only about four percent of in-person online visits exceeded 60 minutes, while over one-fourth of remote visits did (see Table 45). This may reflect the limiting of time for

accessing in-library workstations. The amount of time allowed by a library for a single in-library online session was rated lowest of all aspects of workstation use in libraries (see Table 10)

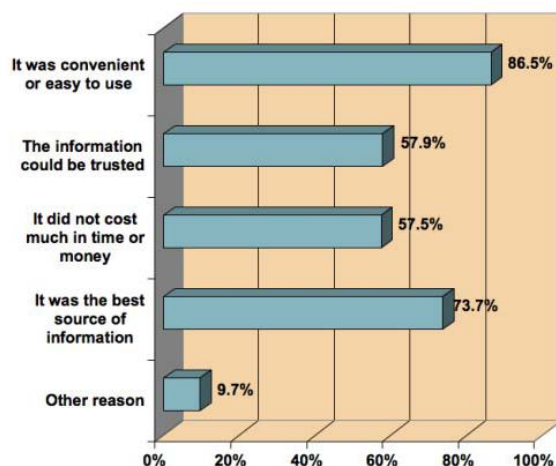
Reasons for Choice of Remote Online, In-Person Online or Other In-Person Services to Obtain Needed Information from Public Libraries

For all three modes of access to public libraries – remote online, in-person online and other in-person visits, convenience and ease of use was cited as the most frequent reason for choosing the service, more so for the online uses (94% for remote online, 87% for in-person online and 80% for other in-person visits). Trust in the information obtained was more frequently cited for remote online visits (second most frequent reason) than for the two forms of in-person visits (75% for remote online versus 58% for in-person online or 69% for other in-person visits). On the other hand, both types of in-person visit cited the library as the best source of the information and the second most frequent reason for choice of service (74% for in-person online and 76% for other in-person versus 64% for remote online visits). Table 44

Proportion of Last Remote Online Adult Visits to Public Libraries by Reason for Choice of Visit in 2006
(n=98)

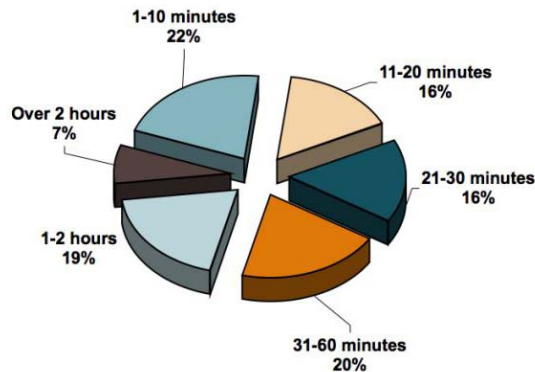


Proportion of Last In-Person Online Adult Visits to Public Libraries by Reason for Choice of Visit in 2006
(n=259)

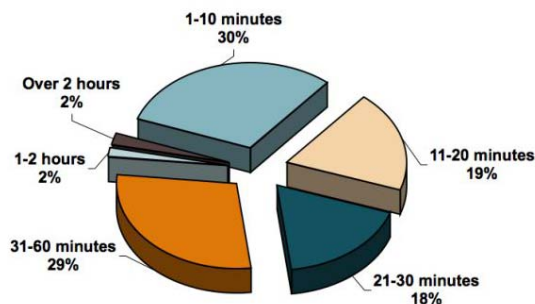


Time Spent During Remote Online, In-Person Online and Other Online Visits to Public Libraries

**Proportion of Remote Online Adult Visits to
Public Libraries by Time Spent in 2006**
 (n=94)



**Proportion of In-Person Online Adult Visits to
Public Libraries by Time Spent in 2006**
 (n=256)



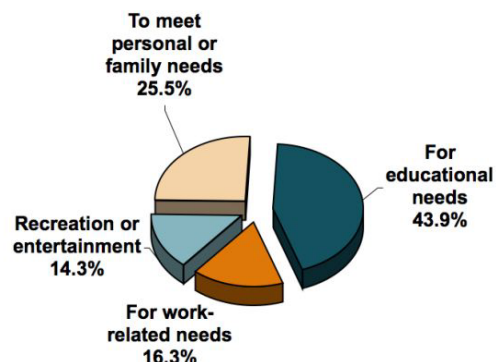
The average amount of time spent per visit is similar for both remote online and other in-person visits (63 minutes and 52 minutes per visit, respectively). The average time spent during in-person online visits is 29 minutes – likely reflecting in part the time limits imposed on single workstation sessions in public libraries.

Further review of the distribution of time spent during each type of visit shows that 27 percent of remote online visits last more than an hour, compared with 16 percent of other in-person visits and, as might be expected for the reason just mentioned, 4 percent of in-person remote visits. In considering visits lasting less than 20 minutes (typically considered a major psychological “distance” in accessing a wide variety of services, including library services), just under half of the in-person online and other in-person visits were for less than 20 minutes compared with just over a third of the remote online visits. Table 45

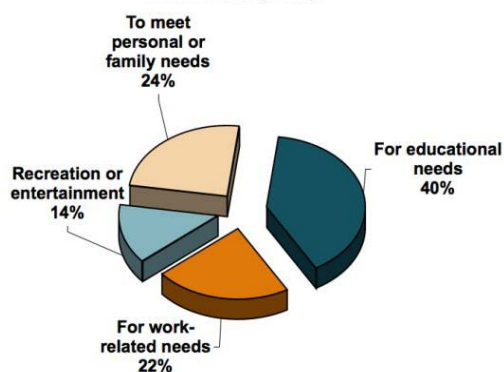
Information Needs or Most Important Purposes for Remote Online, In-Person Online and Other In-Person Visits to Public Libraries

The most important reasons (information needs) for remote online and in-person online visits to public libraries are substantially different from those for other in-person visits. Both forms of online visits are used much more for answering specific information needs: educational, work-related and personal or family needs; whereas, recreation and entertainment needs dominate reasons for other in-person visits. Table 47.

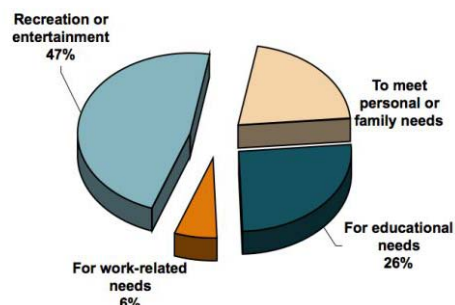
Proportion of Last Remote Online Adult Visits to Public Libraries by Most Important Purpose for Visit in 2006 (n=101)



Proportion of Last In-Person Online Adult Visits to Public Libraries by Most Important Purpose for Visit in 2006 (n=262)



Proportion of Last Other In-Person Adult Visits to Public Libraries by Most Important Purpose for Visit in 2006 (n=331)



Average ratings of Attributes of Information Obtained During Remote Online, In-Person Online and Other In-Person Visits to Public Libraries

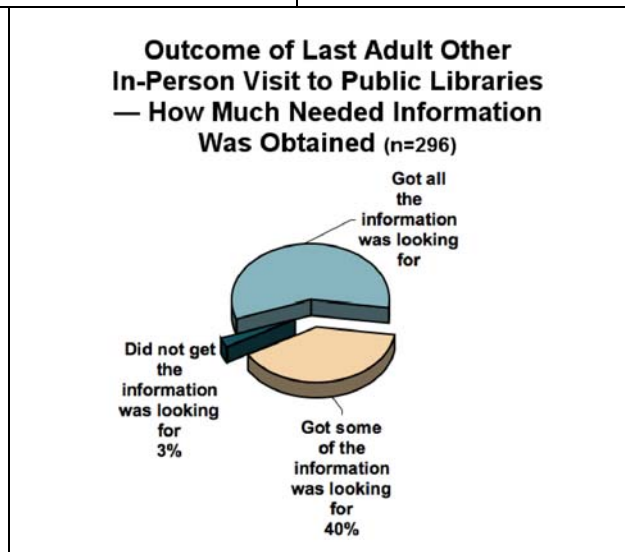
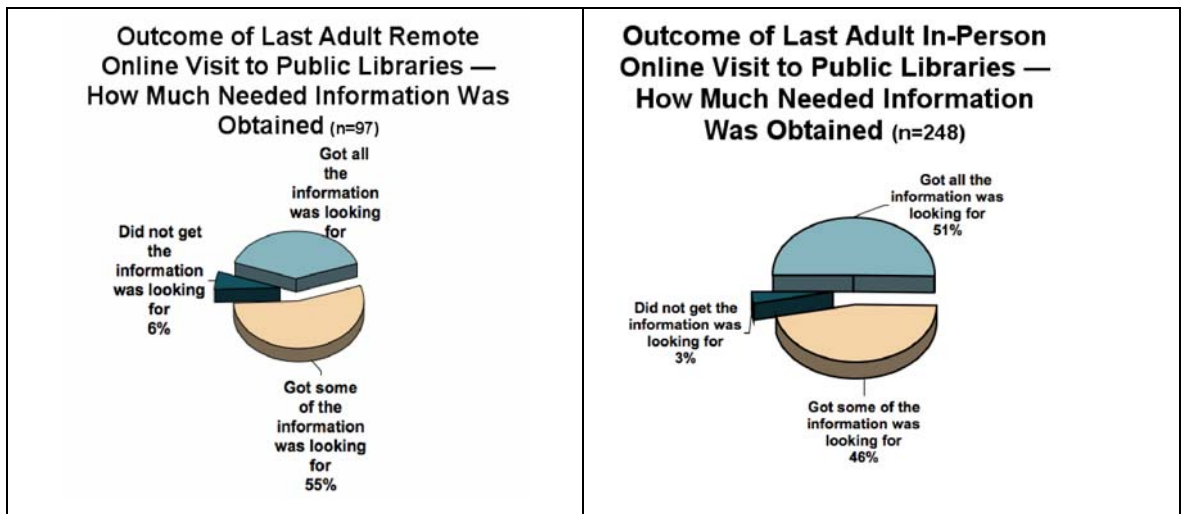
Trustworthiness of the information obtained was the highest rated attribute for information obtained during remote online visits and other in-person visits (4.48 and 4.62, respectively; timeliness or how up-to-date the information was rated highest for in-person online visits (4.39) and second highest for remote online visits (4.23). Quality of information obtained was the second highest rated attribute for in-person online and other in-person visits (4.38 and 4.34, respectively). Ratings were consistently low across all three modes of access for how new the information obtained was to the user; and completeness of the information obtained was also rated low for remote online visits. Table 46

Ratings of the Importance of Information Obtained from remote Online, In-Person and Other in-Person Visits to Public Libraries

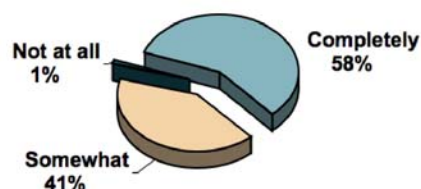
The average ratings of the importance of the information obtained from visits to the public library were consistently high across all modes of access and slightly higher for remote online visits (4.21) than for in-person remote (4.12) or other in-person visit (4.13). Note, though that the highest percentage of visits for which the information was considered absolutely essential occurred with in-person online visits (42%), compared with other in-person visits (40%) or remote online visits (38%). Table 48

Outcomes of Last Remote Online, In-Person Online and Other In-Person Visits to Public Libraries

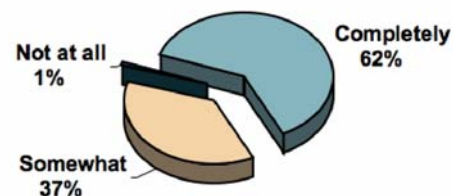
Remote online visits tend to produce less of the information sought, less completely addressing the reasons for the visits, along with providing more irrelevant information than either in-person online or other online visits. The best outcomes, across all types of outcomes, resulted from other in-person visits. Table 49



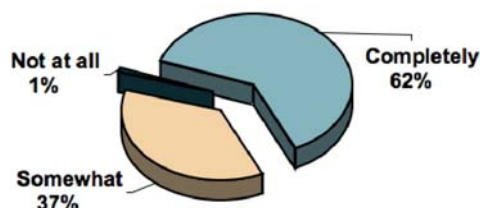
**Outcome of Last Adult Remote
Online Visit to Public Libraries —
How Well the Information Obtained
Addressed the Reason for Its Use**
 (n=97)



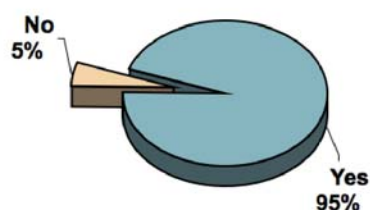
**Outcome of Last Adult In-Person
Online Visit to Public Libraries —
How Well the Information
Obtained Addressed the Reason
for Its Use** (n=248)



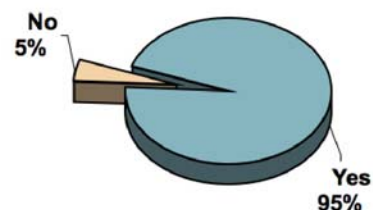
**Outcome of Last Adult Other
In-Person Visit to Public Libraries
— How Well the Information
Obtained Addressed the Reason
for Its Use** (n=296)



**Outcome of Last Adult Remote
Online Visit to Public Libraries —
Did the Information Lead to a
Favorable Outcome** (n=97)



**Outcome of Last Adult Other
In-Person Visit Public Libraries —
Did the Information Lead to a
Favorable Outcome** (n=296)



Yet, more time is spent per use during remote visits:

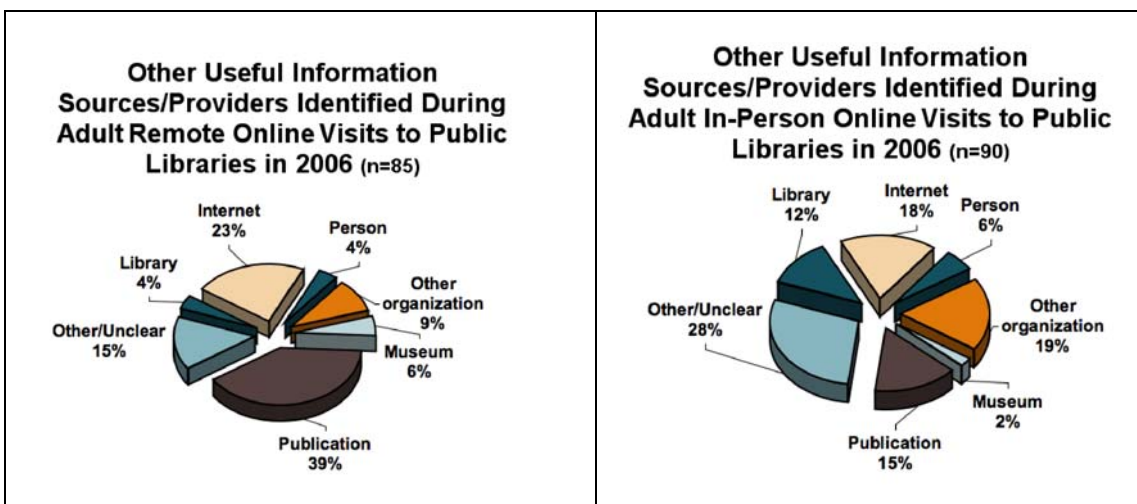
Other in-person visit	52 minutes/visit
In-person online visit	29 minutes/visit
Remote online visit	63 minutes/visit

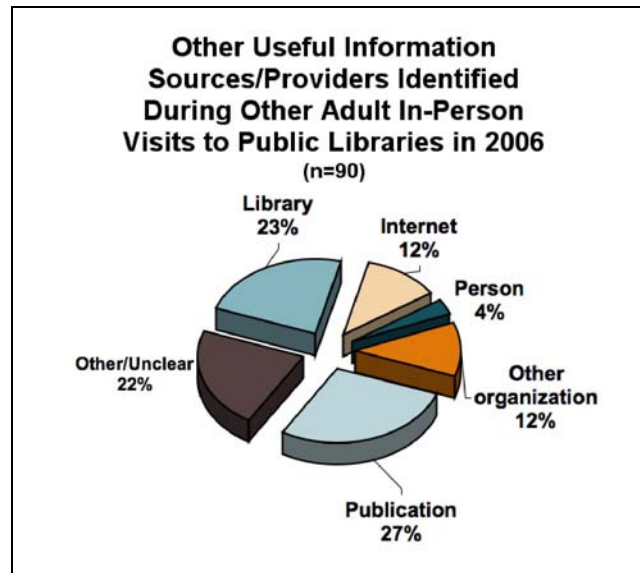
Perhaps having access to librarian support for any in-person visit accounts for this seeming anomaly. An estimated 44 percent of other in-person visits involved asking for a librarian to help find information in the library or on the Internet (see Table 26). Another possibility is the estimated time it would take to use an alternative source if the public library were not available. The average time to use an alternative is much higher for remote online visits (2.67 hours/visit or use) than for either in-person online or other in-person visit (1.45 hours and 1.65 hours, respectively). As convenience and ease of use were cited as the primary drivers for the choice to use the public library in a particular way, the potential time burden of accessing another source might encourage the remote use of the library even though it was not considered the best source of information (see Table 44).

Identification of Other Useful Information Sources/Providers During Remote Online, In-Person Online and Other In-Person Visits to Public Libraries

Remote online visits are the most productive in leading to other sources: 62 percent of visits lead to other sources/providers compared with 35 percent for in-person online and 33 percent for other in-person visits.

As might be expected, other in-person visits most often lead to public library services; remote online and in-person online tend more often than other in-person visits to lead to Internet services (23%, 18% and 12%, respectively). Interestingly, articles were found much more often through remote online visits (17%) than either form of in-person visit (9% for in-person online and 5% for other in-person), while books were found just under 20 percent of the time for both remote online and other in-person visits but only 3 percent of the time for in-person online visits. A total of 20 million remote online visits and 2 million in-person online visits led to museums as information providers. Table 50.





BENEFITS AND VALUE OF PUBLIC LIBRARY SERVICES

What Visitors Would Do to Obtain Needed Information if the Public Library Services Were Not Available

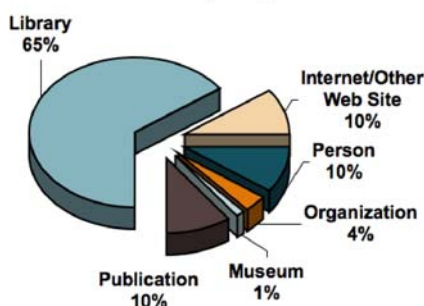
Survey respondents were asked, related to their last visit to a public library, to indicate what they would do if they did not have access to the library to obtain the needed information. They were given the option of reporting:

- Would not bother to do anything
- Need the information but do not know where else to go for it
- Would get the information from another source

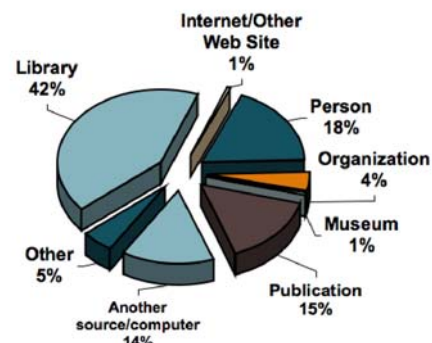
The responses were similar for all three modes of access: they would get the information from another source 85-85 percent of the time, they need the information but don't know where else to go for it about 7-9 percent of the time, and they would not bother to do anything else 6-7 percent of the time. Table 51.

For the majority of instances for which respondents indicated they would get the information from another source, they indicated the type of alternative source they would use. Most remote online visitors would use the parent public library (53% of visits) or another type of library (18%) as an alternative source. In-person online visitors are most likely to use other in-library services (24%) or another type of library (18%). Some say they would use another computer such as at home, work or belonging to someone else (14%). Many would go to another person (18%) or get publications from other sources (15%). In-person visitors would most often go to a bookstore (including Amazon.com, etc.) or rental store (28% of visits). They would sometimes go to another library (9%) or consult with a person (16%). They are twice as likely to go to an organization (government agency, store, museum) than other visitors (10% versus 5%). Table 52.

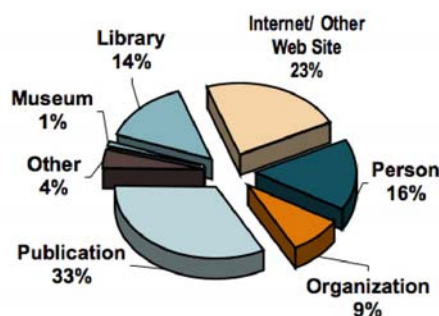
**What Other Sources Remote
Online Adult Visitors Would
Use for What Percentage of
Their Visits If Their Public
Library Was Not Available in
2006 (n=83)**



**What Other Sources In-Person Online
Adult Visitors Would Use for What
Percentage of Their Visits If Their
Public Library Was Not Available in
2006 (n=218)**



**What Other Sources Other In-
Person Adult Visitors Would
Use for What Percentage of
Their Visits If Their Public
Library Was Not Available in
2006 (n=83)**



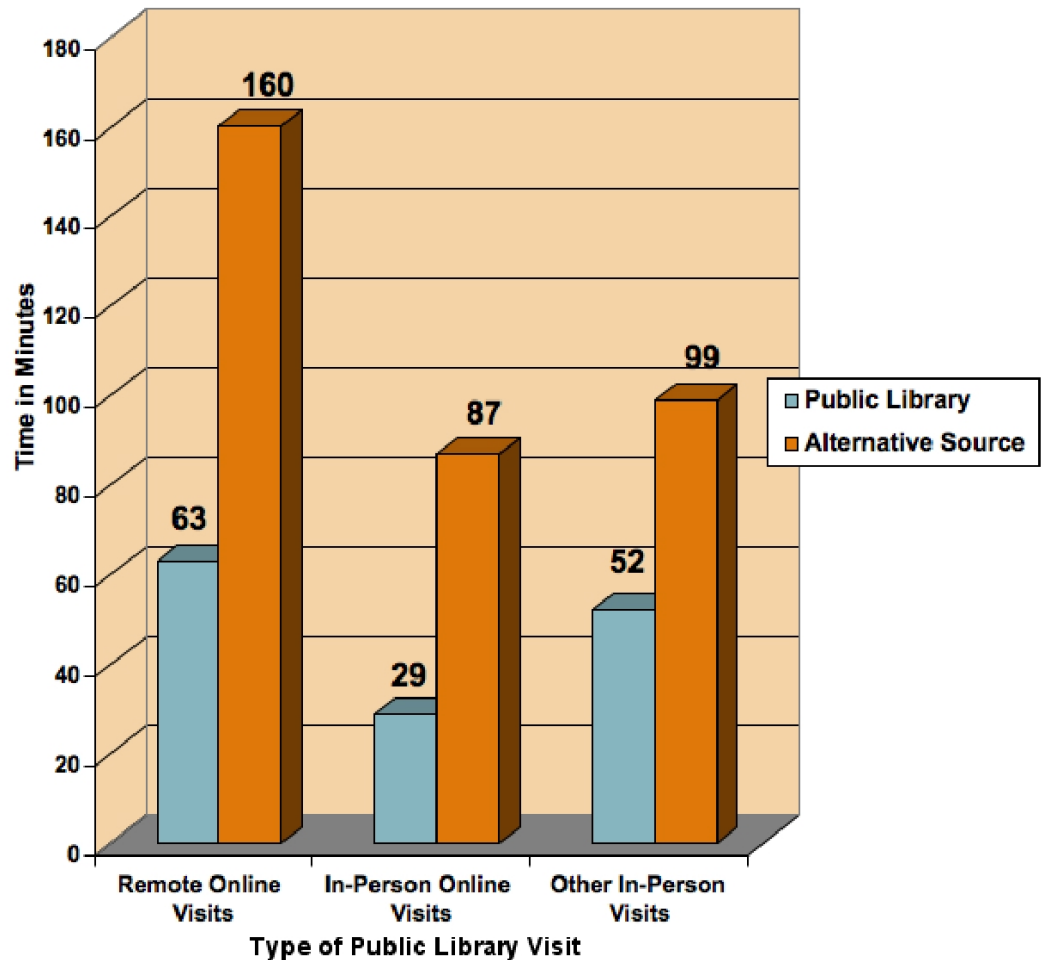
Amount of Time That Would Be Spent Using the Alternative Sources

Earlier, the time spent using public library services was discussed, and the average time spent per visit was shown to be 63 minutes per remote online visit, 29 minutes per in-person online visit and 52 minutes per other in-person visit (see Table 45 and related discussion on p. 49).

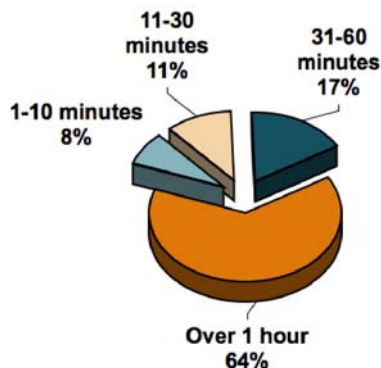
The time that would be spent accessing and using alternative sources is much larger in all cases: 2.67 hours versus 63 minutes on average for remote online visit alternatives; 1.45 hours versus 29 minutes for in-person online visit alternatives; and 1.65 hours versus 52 minutes for other in-person visit alternatives. A significant proportion of all alternative sources would require spending over one hour accessing and using them: 64

percent of remote online alternatives, and 38% for both in-person online and other in-person alternatives. Table 53

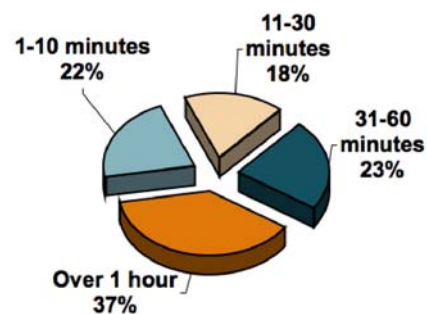
**Comparison of the Time (in minutes) That Adult Visitors Would
 Spend Accessing and Using Public Library Sources Versus
 Alternative Sources**



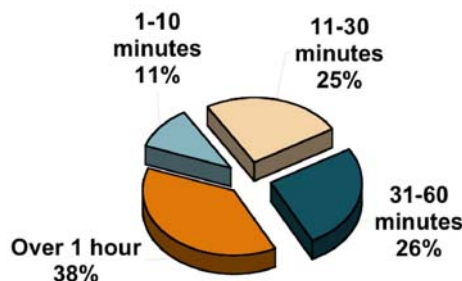
**How Much Time Would Be
Spent in Remote Online Adult
Visits Using Alternative
Sources If the Library Were
Not Available (n=94)**



**How Much Time Would
Be Spent in In-Person
Online Adult Visits Using
Alternative Sources If the
Library Were Not
Available (n=256)**



**How Much Time Would Be Spent
in Other In-Person Visits Using
Alternative Sources If the Library
Were Not Available (n=256)**



The average additional time necessary to access and use an alternative source is 97 minutes for remote online visits, 58 minutes for in-person online visits and 47 minutes for other in-person visits.

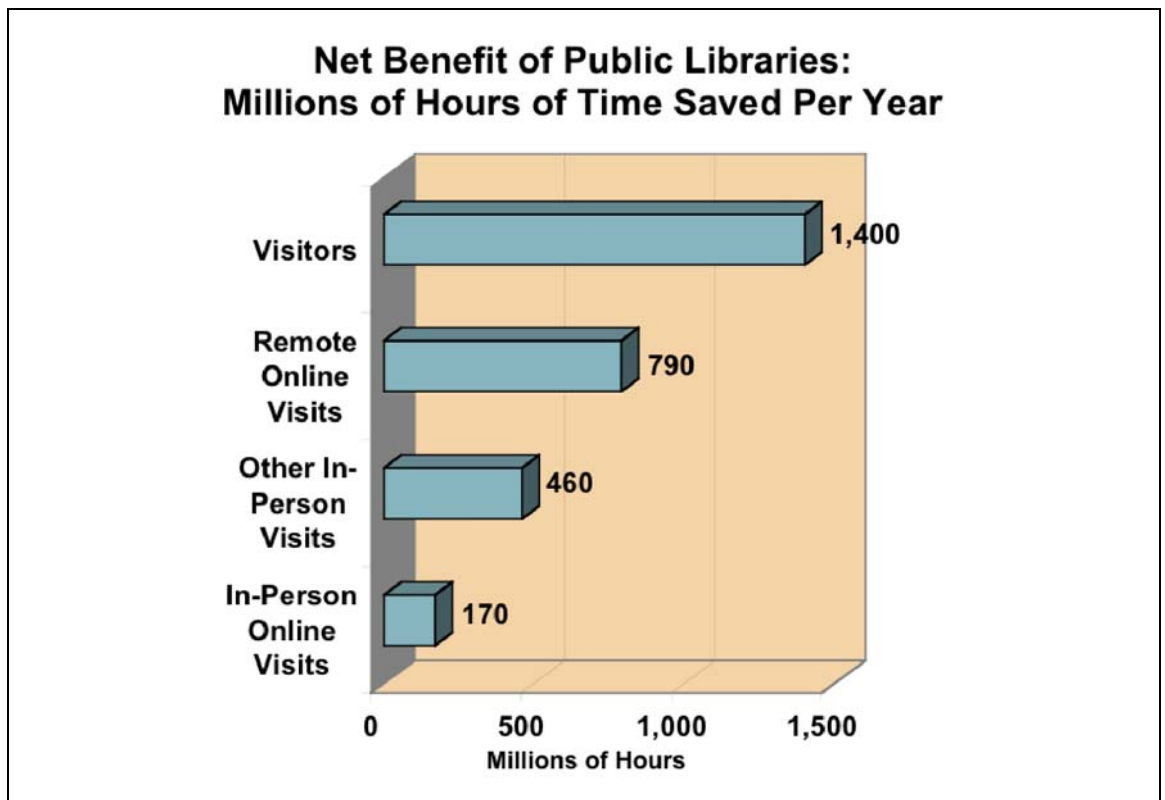
Net Benefits of Remote Online, In-Person Online and Other In-Person Visits to Public Libraries

Contingent Value or Net Benefit

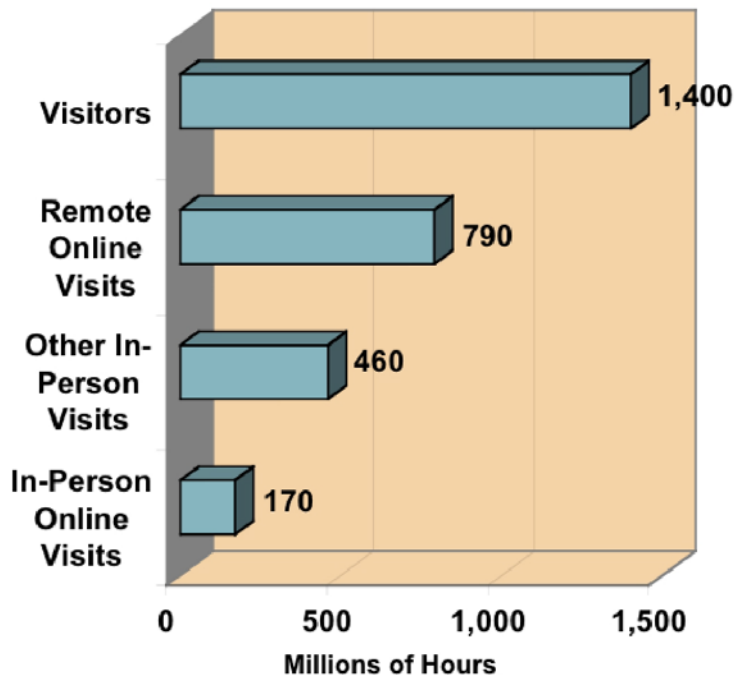
Contingent valuation is an economic method used to assess the benefits of non-priced goods and services (e.g., public libraries and their services) by examining the implications of not having the products or services. We estimate the contingent valuation of the three modes of access to public library resources and services as “net benefits.”

There is a cost to use public library services which includes the time spent going to and from the library, the cost to drive to the library and park or to take other forms of transportation to and from the library. If there were no public library, many visitors say they would use alternative sources to obtain needed information (see Table 51). To use alternative sources it would cost the visitors time to access and use those sources and, in some cases, the transportation costs to visit those sources, and the cost of purchasing or renting from the alternative sources. Contingent value or “net benefit” is the total cost to use alternative sources less the current cost to use the public libraries by the three modes of access.

The net benefit of having public libraries is that visitors save about 1.4 billion hours in their time and \$35.8 billion in dollar costs per year. Remote online visits save about 790 million hours and \$10.9 billion in other costs. In-person online visits save 170 million hours and \$7.1 billion in other costs. Other in-person visits save 460 million hours and \$18 billion in other costs. Clearly, public libraries save their users a substantial amount in time and money. Table 54



Net Benefit of Public Libraries: Millions of Hours of Time Saved Per Year



Savings Achieved from Use of Information Obtained During Remote Online, In-Person Online and Other In-Person Visits to Public Libraries

In addition to the net benefit resulting from the availability of public libraries, visitors can derive benefit from the information they obtain through use of the public libraries. The information could save time for research, work around the house, travel, etc. The information could also lead to monetary savings by identifying less costly options for purchasing, eliminating the need to hire someone to help, or reduce the materials needed, etc.

The survey respondents indicated that, if there were no public library, they would sometimes need the information obtained but would not know where to go for it (see Table 51). In these instances, the savings that would have been derived would be lost to the visitor (lost savings). In some cases they would not bother to go elsewhere and would therefore not derive any savings. Finally in some cases they would not achieve any savings at all from the information accessed.

The total number of visits in which time savings were achieved is 217,800 and 249,000 for monetary savings. The lost time savings would occur on 41,800 visits and lost monetary savings on 20,600 visits.

The total savings achieved from the information obtained from public libraries in 2006 was 2.8 billion hours and \$169 million. The savings that would be lost if the public libraries were not available is 224,000 hours and \$13 million. Table 55

APPENDIX: TABLES

TABLE 1: NUMBER AND PROPORTION OF ADULTS WHO VISITED PUBLIC LIBRARIES IN-PERSON OR REMOTELY, IN-PERSON AND REMOTELY: ADULTS (18 AND OVER) IN 2006

Type of Visits	Number of Adults (millions)	Proportion of Adults (%)
In-person or remotely (n=5,231)	155.3	69.6
In-person only	(84.3)	(54.3)
Remotely only	(6.6)	(4.2)
In-person and remotely	(64.4)	(41.5)
In-person (n=1,054)	148.7	66.7
Remotely (n=1,054)	71.0	31.8
ALL	223.0	----

QA8, QA9, QA12

TABLE 2: PROPORTION OF IN-PERSON AND REMOTE ONLINE VISITS TO PUBLIC LIBRARIES BY TYPE OF VISIT AND BY NUMBER OF VISITS: ADULTS (18 AND OVER) IN 2006 (N=1,054)

Number of Visits	Proportion of In-Person Visitors (n=686) (%)	Proportion of Remote Online Visitors (n=688) (%)
Not at all (weighted)	32.9	68.0
Not at all (raw)	35.0	70.6
1-5 visits	30.6	12.6
6-10 visits	11.3	4.3
11-25 visits	13.1	6.4
Over 25 visits	10.1	6.0
TOTAL VISITS (weighted in millions)	762	558

QA9, QA12

TABLE 3: PROPORTION OF IN-PERSON AND REMOTE ONLINE VISITS TO PUBLIC LIBRARIES BY LENGTH OF TIME SINCE THE LAST VISIT WAS MADE: ADULTS (18 AND OVER) IN 2006

When Last Visit Was Made	Proportion of In-Person Visitors (n=686) (%)	Proportion of Remote Online Visitors (n=688) (%)
In the last week	23.2	29.0
1 to 2 weeks ago	15.5	15.9
3 to 4 weeks ago	10.2	11.1
1 to 2 months ago	22.6	20.4
3 to 4 months ago	11.2	9.9
Over 4 months ago	17.3	13.7
ALL	100.0	100.0

QA10

QA13

TABLE 4: PROPORTION OF ADULTS WHO VISITED PUBLIC LIBRARIES IN-PERSON AND REMOTELY ONLINE BY TREND IN FREQUENCY OF VISITS COMPARED WITH THE PREVIOUS 12 MONTHS: ADULTS (18 AND OVER) IN 2006

Trend in Visits	Proportion of In-Person Visitors (n=684) (%)	Proportion of Remote Online Visitors (n=315) (%)
More often	21.2	32.1
Less often	20.6	13.0
About the same	58.2	54.9
ALL	100.0	100.0

QA11

QA14

TABLE 5: NUMBER AND PROPORTION OF ADULTS WHO VISITED PUBLIC LIBRARIES IN-PERSON ONLY, OR IN-PERSON AND REMOTELY ONLINE BY TREND IN VISITS: ADULTS (18 AND OVER) IN 2006 (N=664)

Trend in Visits in 2006 Compared with Previous Year	In-Person Only Visitors	People who Visited Both In-Person and Remotely
	Proportion of Visits (%)	Proportion of Visits (%)
More often	19.9	22.6
Less often	21.8	18.9
About the same	58.3	58.5
ALL	100.0	100.0

QA9

QA11-12

TABLE 6: AVERAGE IN-PERSON VISITS TO PUBLIC LIBRARIES IN THE PAST 12 MONTHS BY RANGES OF NUMBER OF REMOTE ONLINE VISITS IN THE PAST 12 MONTHS: ADULTS (18 AND OVER) IN 2006 (N=1,105)

No. of Remote Online Visits in Past 12 Months	Average Time Visited In-Person in Past 12 Months
Did not connect online remotely	3.1
1 – 5 times	2.2
6 – 10 times	3.0
11 – 25 times	5.0
Over 25 times	7.3

QA8, 9, 12

TABLE 7: NUMBER OF VISITORS AND VISITS (REMOTE ONLINE, IN-PERSON ONLINE AND OTHER IN-PERSON) TO PUBLIC LIBRARIES: ADULTS (18 AND OVER) 2006

Type of Visit	Number of Visitors (millions)	Number of Visits (millions)	Average Visits Per Visitor
Remote online visits (n=688)	71.0	561	7.9
In-person online visits (n=295)	73.2	204	2.8
Other in-person visits (n=1,054)	107.1	688	6.4
ALL	155.3	1,323	8.5

TABLE 8: PROPORTION AND NUMBER OF USERS AND USES OF WORKSTATIONS IN PUBLIC LIBRARIES TO OBTAIN NEEDED INFORMATION ONLINE: ADULTS (18 AND OVER) IN 2006 (N=295)

	Proportion (%)	Number (millions)
Users of library workstations online	49.2	73.2 in-person online users
Total in-person visitors	----	148.7 in-person visitors
Uses of library workstations online	69.2	204 in-person online uses
Total uses of workstations	----	543 workstation uses

QA9

QG1

QG4

QG5

TABLE 9: PROPORTION AND NUMBER OF REMOTE ONLINE VISITS MADE TO PUBLIC LIBRARIES BY SERVICES USED ONLINE: ADULTS (18 AND OVER) IN 2006 (N=98)

Services Used in Remote Online Visits to Public Libraries	Most Helpful Service Used		Any Service Used	
	Proportion of Uses (%)	Number of Uses (millions)	Proportion of Uses (%)	Number of Uses (millions)
Search engine, e.g., Google or Yahoo	48.1	270	78.6	441
Viewed or downloaded e-books	1.3	7	15.3	86
Viewed or download articles	27.8	156	68.4	384
Viewed a blogger Website	--	--	24.5	137
Looked at another Website	7.6	43	48.0	269
Used e-mail	1.3	7	50.0	281
Used chat mail or instant message	---	--	15.3	86
Obtained information from a librarian or the library	13.9	78	56.1	315
Other	--	--	1.0	10
ALL	100.0	561	----	2,005

Q13

TABLE 10: PROPORTION AND NUMBER OF REMOTE ONLINE VISITS TO PUBLIC LIBRARIES BY WHY THEY CHOSE THE LIBRARIES TO OBTAIN NEEDED INFORMATION: ADULTS (18 AND OVER) IN 2006 (N=98)

Why Chose Remote Online Visits to Obtain Needed Information	Any Reason Chosen	
	Proportion of Visits (%)	Number of Visits (millions)
It was convenient or easy to use	93.9	527
It did not cost much in time or money	69.4	389
It was the best source of information	64.3	361
The information could be trusted	74.5	418
Other reason	27.6	155
ALL	----	561

Q17

TABLE 11: PROPORTION OF REMOTE ONLINE VISITS TO PUBLIC LIBRARIES BY RANGES OF TIME SPENT DURING THE LAST VISIT: ADULTS (18 AND OVER) IN 2006 (N=94)

Amount of Time Spent During Last Visit	Proportion of Visits (%)
1 – 10 minutes	21.3
11 – 20 minutes	15.9
21 – 30 minutes	16.0
31 – 60 minutes	20.2
1 – 2 hours	19.2
Over 2 hours	7.4
ALL (%)	100.0
Average time per visit (minutes)	63

Q15

TABLE 12: RATINGS OF ATTRIBUTES OF INFORMATION OBTAINED DURING REMOTE ONLINE VISITS TO PUBLIC LIBRARIES: ADULTS (18 AND OVER) IN 2006 (WHERE RATINGS ARE 1-THE WORST TO 5-THE BEST RATING) (N=96)

Attributes of Information Obtained During Remote Online Visits	Rating of 1 (%)	Rating of 2 (%)	Rating of 3 (%)	Rating of 4 (%)	Rating of 5 (%)	Average Rating
Quality of information obtained from remote access	----	1.0	14.6	47.9	36.5	4.20
Completeness of information obtained from remote access	----	6.3	23.2	35.8	34.7	3.99
Timeliness or how up-to-date information was	1.1	3.3	17.6	27.5	50.5	4.23
Trustworthiness of information obtained	----	1.1	9.8	29.3	59.8	4.48
How new the information was (1- not at all new, 5- completely new)	3.2	8.6	25.8	24.7	37.6	3.85

QI8-I12

**TABLE 13: PROPORTION AND NUMBER OF REMOTE ONLINE VISITS
MADE TO PUBLIC LIBRARIES BY ADULTS (18 AND OVER) BY PURPOSE
OF VISIT IN 2006 (N=101)**

Purpose of Visit	Any Purpose Given		Most Important Purpose	
	Proportion of Visits (%)	Number of Visits (millions)	Proportion of Visits (%)	Number of Visits (millions)
Recreation or entertainment	24.5	137	14.3	80
To meet personal or family needs	43.8	246	25.5	143
For educational needs	62.3	350	43.9	246
For work-related needs	34.7	195	16.3	92
ALL	----	928	100.0	561

QA12

QI1

QI1A

QI1B

**TABLE 14: RATINGS OF IMPORTANCE OF INFORMATION OBTAINED BY
REMOTE ONLINE VISIT IN MEETING NEEDS: ADULTS (18 AND OVER) IN
2006 (WHERE RATINGS ARE 1- NOT AT ALL IMPORTANT TO 5-
ABSOLUTELY ESSENTIAL) (N=95)**

	Rating of 1 (%)	Rating of 2 (%)	Rating of 3 (%)	Rating of 4 (%)	Rating of 5 (%)	Average Rating
Importance of information in meeting needs	----	1.1	14.7	46.3	37.9	4.21

QI31

TABLE 15: PROPORTION AND NUMBER OF REMOTE ONLINE VISITS TO PUBLIC LIBRARIES TO OBTAIN NEEDED INFORMATION BY TYPE OF OUTCOME: ADULTS (18 AND OVER) IN 2006 (N=97)

Type of Outcome	Proportion of Visits (%)	Number of Visits (millions)
Was needed information obtained?		
Got all information looking for	39.2	220
Got some information looking for	54.6	306
Did not get information looking for	6.2	35
How well address reason for use?		
Completely	57.7	324
Somewhat	41.3	231
Not at all	1.0	6
Did it lead to a favorable outcome?		
Yes	94.7	531
No	5.3	30
Did it lead to a negative outcome?		
Yes	4.3	24
No	95.7	537
Was there too much irrelevant information?		
Yes	33.3	187
No	66.7	374
ALL	100.0	561

Q113-I20

**TABLE 16: PROPORTION AND NUMBER OF REMOTE ONLINE VISITS TO
PUBLIC LIBRARIES THAT LED TO OTHER USEFUL INFORMATION
SOURCES/PROVIDERS: ADULTS (18 AND OVER) IN 2006 (N=90)**

Type of Source/Provider Led To	Proportion of Visits (%)	Number of Visits (millions)
Library		
Public library services	3.8	13
Another type of library	----	----
Internet	22.6	78
Person		
Professional	3.8	13
Family, friends, colleague	----	----
Organization		
Government agency	7.5	26
Store, e.g., hardware	----	----
Museum	5.7	20
Other	3.8	13
Publication		
Articles	17.0	58
Books, bookstore, CD, rental	18.9	65
Other	3.8	24
Other/Unclear	15.0	52
ALL	61.5	345

Q127, I28

**TABLE 17: PROPORTION AND NUMBER OF IN-PERSON ONLINE VISITS
TO PUBLIC LIBRARIES TO OBTAIN NEEDED INFORMATION BY SOURCES
USED ONLINE: ADULTS (18 AND OVER) IN 2006 (N=259)**

In-Person Online Services Used	Most Helpful Service Used		Any Service Used	
	Proportion of Uses (%)	Number of Uses (millions)	Proportion of Uses (%)	Number of Uses (millions)
Search engine, e.g., Google or Yahoo	45.1	92	70.3	143
Viewed or downloaded e- books	9.5	19	9.3	19
Viewed or download articles	11.5	24	35.5	72
Viewed a blogger Website	0.8	2	18.1	37
Looked at another Website	11.5	24	46.3	94
Used e-mail	7.5	15	35.5	72
Used chat mail or instant message	1.2	2	6.6	13
Obtained information from a librarian or the library	11.9	24	52.5	107
Other	1.0	2	5.4	11
ALL	100.0	204	----	568

QH3

TABLE 18: PROPORTION AND NUMBER OF IN-PERSON ONLINE VISITS TO PUBLIC LIBRARIES BY REASON FOR CHOICE OF IN-PERSON ONLINE ACCESS TO OBTAIN NEEDED INFORMATION: ADULTS (18 AND OVER) IN 2006 (N=259)

Reason for Choice of In-Person Online Visit to Obtain Needed Information Online	Any Reason Chosen	
	Proportion of Visits (%)	Number of Visits (millions)
It was convenient or easy to use	86.5	176
It did not cost much in time or money	57.5	117
It was the best source of information	73.7	150
The information could be trusted	57.9	118
User doesn't have computer or computer is down	6.2	13
Other reason	3.5	7
ALL	-----	204

QH7

**TABLE 19: PROPORTION OF IN-PERSON ONLINE VISITS BY RANGES OF
TIME OF THE LAST VISIT: ADULTS (18 AND OVER) IN 2006 (N=256)**

Amount of Time Spent During Last Visit	Proportion of Visits (%)
1 – 10 minutes	30.5
11 – 20 minutes	19.1
21 – 30 minutes	18.0
31 – 60 minutes	28.5
1 – 2 hours	1.6
Over 2 hours	2.3
<i>ALL (%)</i>	<i>100.0</i>
<i>Average time per visit (minutes)</i>	<i>29</i>

QH5

TABLE 20: RATINGS OF ASPECTS OF WORKSTATIONS USED IN PUBLIC LIBRARIES TO OBTAIN NEEDED INFORMATION ONLINE: ADULTS (18 AND OVER) IN 2006 (WHERE RATINGS ARE 1-THE THE WORST RATING TO 5-THE BEST RATING) (N=283)

Aspects of Workstations Use in Public Libraries	Rating of 1 (%)	Rating of 2 (%)	Rating of 3 (%)	Rating of 4 (%)	Rating of 5 (%)	Average Rating
Number of workstations in library and ability to get access to them	4.2	6.0	23.3	31.1	35.3	3.87
Hours or days of the week made available	2.1	4.9	16.3	30.4	46.3	4.14
Amount of time allowed in a single session	7.5	11.3	22.9	23.7	34.6	3.67
Software applications available	3.1	7.1	24.0	26.4	39.4	3.92
Hardware available	1.9	7.1	24.4	32.7	33.8	3.89

QG6-G10

TABLE 21: RATINGS OF ATTRIBUTES OF INFORMATION OBTAINED BY USING PUBLIC LIBRARY WORKSTATIONS TO OBTAIN NEEDED INFORMATION ONLINE: ADULTS (18 AND OVER) IN 2006 (WHERE RATINGS ARE 1-WORST RATING TO 5-BEST RATING) (N=257)

Aspects of Use of Public Workstations	Rating of 1 (%)	Rating of 2 (%)	Rating of 3 (%)	Rating of 4 (%)	Rating of 5 (%)	Average Rating
Quality of experience of online use of workstations	0.4	3.9	14.8	37.4	43.6	4.20
Quality of information from online use	----	0.4	13.6	34.2	51.9	4.38
Completeness of information obtained from online use	1.2	2.1	14.5	38.6	43.6	4.21
Timeliness or how up-to-date information was	0.4	1.7	10.4	33.8	53.8	4.39
Trustworthiness of information obtained	0.8	4.2	8.8	31.4	54.8	4.35
How new the information was (1- not new at all, 5- completely new)	6.8	2.1	24.4	30.3	36.3	3.86

QH7A-H12

**TABLE 22: PROPORTION AND NUMBER OF IN-PERSON ONLINE VISITS
MADE TO PUBLIC LIBRARIES TO OBTAIN NEEDED INFORMATION
ONLINE BY PURPOSE OF VISIT: ADULTS (18 AND OVER) IN 2006 (N=262)**

Purpose of Visit	Any Reason Given		Most Important Reason	
	Proportion of Visits (%)	Number of Visits (millions)	Proportion of Visits (%)	Number of Visits (millions)
Recreation or entertainment	26.7	54	13.7	28
To meet personal or family needs	40.6	83	24.4	50
For educational needs	53.0	108	39.7	81
For work-related needs	33.2	68	22.2	45
<i>ALL</i>	--	313	100.0	204

QG3,4,5

QH1A,B

**TABLE 23: PROPORTION AND NUMBER OF IN-PERSON ONLINE VISITS
TO PUBLIC LIBRARIES TO OBTAIN NEEDED INFORMATION ONLINE BY
TYPE OF OUTCOME: ADULTS (18 AND OVER) IN 2006 (N=248)**

Type of Outcome	Proportion of Visits (%)	Number of Visits (millions)
Was needed information obtained?		
Got all information looking for	50.4	103
Got some information looking for	46.4	95
Did not get information looking for	3.2	6
How well address reason for use?		
Completely	62.1	127
Somewhat	37.1	76
Not at all	0.8	1
Did it lead to a favorable outcome?		
Yes	93.5	191
No	6.5	13
Did it lead to a negative outcome?		
Yes	4.3	9
No	95.7	195
Was there too much irrelevant information?		
Yes	23.6	48
No	76.4	156
<i>ALL</i>	-----	204

QH13-H20

**TABLE 24: RATINGS OF IMPORTANCE OF INFORMATION OBTAINED BY
IN-PERSON ONLINE VISITS IN MEETING NEEDS: ADULTS (18 AND OVER)
IN 2006 (WHERE RATINGS ARE 1- NOT AT ALL IMPORTANT TO 5-
ABSOLUTELY ESSENTIAL) (N=95)**

	Rating of 1 (%)	Rating of 2 (%)	Rating of 3 (%)	Rating of 4 (%)	Rating of 5 (%)	Average Rating
Importance of information in meeting needs	1.4	0.9	23.6	32.7	41.4	4.12

QH31

**TABLE 25: PROPORTION AND NUMBER OF IN-PERSON ONLINE VISITS
TO PUBLIC LIBRARIES THAT LED TO OTHER USEFUL INFORMATION
SOURCES/PROVIDERS: ADULTS (18 AND OVER) IN 2006 (N=90)**

Type of Source/Provider Led To	Proportion of Visits (%)	Number of Visits (millions)
Library		
Public library services	8.8	6
Another type of library	3.3	2
Internet	17.6	13
Person		
Professional	2.2	2
Family, friends, colleague	3.3	2
Organization		
Government agency	6.6	5
Store, e.g., hardware	5.5	4
Museum	2.2	2
Other	6.6	5
Publication		
Articles	8.8	6
Books, bookstore, CD, rental	3.3	2
Other	3.3	2
Other/Unclear	28.5	20
ALL	34.8	71

QH27,H28

TABLE 26: PROPORTION AND NUMBER OF OTHER IN-PERSON VISITS TO PUBLIC LIBRARIES BY TYPE OF SERVICE USED: ADULTS (18 AND OVER) IN 2006 (N=599)

Type of Service Used	Proportion of Visits (%)	Number of Visits (millions)
Read a book, magazine, or newspaper in library	43.9	335
Checked out one or more books	63.6	485
Watched a video or DVD or listened to music in the library	5.8	44
Checked out a video, DVD, CD or audiotape, including audiobooks	25.9	197
Used the catalog	34.6	264
Used reference materials in the library	35.6	271
Asked a librarian to help find information in the library or on the Internet	41.7	318
Attended a lecture or some other sort of program	8.8	67
Attended a meeting organized by others than the library, but using a library meeting room	9.7	74
Received some kind of instruction or training	5.0	38
A literary program	(0.5)	(4)
Technology instruction	(2.2)	(17)
Other	(2.3)	(18)
Used a library workstation	38.6	294
ALL	----	762

QG1

QG2

TABLE 27: PROPORTION AND NUMBER OF OTHER IN-PERSON VISITS TO PUBLIC LIBRARIES BY REASON FOR CHOICE OF THE LIBRARIES TO OBTAIN NEEDED INFORMATION: ADULTS (18 AND OVER) IN 2006 (N=311)

Reason for Choice of Other In-Person Visits to Obtain Needed Information	Any Reason Chosen	
	Proportion of Visits (%)	Number of Visits (millions)
It was convenient or easy to use	80.1	551
It did not cost much time or money	75.6	520
It was the best source of information	76.2	524
The information could be trusted	68.8	473
New to area, recommended, checking out	2.3	16
Other reason	13.2	91
ALL	-----	688

QJ20

TABLE 28: PROPORTION OF OTHER IN-PERSON VISITS TO PUBLIC LIBRARIES BY TIME SPENT DURING THE LAST VISIT: ADULTS (18 AND OVER) IN 2006 (N=304)

Amount of Time Spent During Last Visit	Proportion of Visits (%)
1 – 10 minutes	23.0
11 – 20 minutes	15.8
21 – 30 minutes	19.8
31 – 60 minutes	25.0
1 – 2 hours	10.5
Over 2 hours	5.9
ALL (%)	100.0
Average time per visit (minutes)	52

QJ18

TABLE 29: RATINGS OF ATTRIBUTES OF INFORMATION OBTAINED THROUGH OTHER IN-PERSON VISITS TO PUBLIC LIBRARIES: ADULTS (18 AND OVER) IN 2006 (WHERE RATINGS ARE 1-THE WORST RATING TO 5-THE BEST RATING) (N=291)

Attributes of Information Obtained from Other In-Person Visits	Rating of 1 (%)	Rating of 2 (%)	Rating of 3 (%)	Rating of 4 (%)	Rating of 5 (%)	Average Rating
Quality of information obtained from sources/services	----	0.7	12.0	39.9	47.4	4.34
Completeness of information obtained	0.7	2.5	12.9	37.9	46.1	4.27
Timeliness or how information was	1.4	4.9	12.9	29.4	51.4	4.25
Trustworthiness of information obtained	----	0.4	6.8	22.9	69.9	4.62
How new the information was (1- not at all new, 5- completely new)	5.6	7.8	25.9	28.1	32.6	3.74

QJ20A-25

**TABLE 30: PROPORTION AND NUMBER OF OTHER IN-PERSON VISITS
MADE TO PUBLIC LIBRARIES BY PURPOSE FOR VISIT: ADULTS (18 AND
OVER) IN 2006 (N=331)**

Purpose for Visit	Any Purpose Given		Most Important Purpose	
	Proportion of Visits (%)	Number of Visits (millions)	Proportion of Visits (%)	Number of Visits (millions)
Recreation or entertainment	57.7	397	47.2	325
To meet personal or family needs	31.7	218	20.8	143
For educational needs	30.9	213	25.8	178
As a student	-----	-----	(1.9)	(13)
As a teacher	-----	-----	(3.2)	(22)
Accompanying child or for child	-----	-----	(3.9)	(27)
Continue learning, research	----	----	(16.8)	(116)
For work-related needs	18.1	125	6.2	43
ALL	----	953	100.0	688

QJ4, QJ7, QJ9, QJ16

**TABLE 31: RATINGS OF IMPORTANCE OF INFORMATION OBTAINED BY
OTHER IN-PERSON PUBLIC LIBRARY VISITS IN MEETING NEEDS:
ADULTS (18 AND OVER) IN 2006 (WHERE RATINGS ARE 1- NOT AT ALL
IMPORTANT TO 5- ABSOLUTELY ESSENTIAL) (N=289)**

	Rating of 1 (%)	Rating of 2 (%)	Rating of 3 (%)	Rating of 4 (%)	Rating of 5 (%)	Average Rating
Importance of information in meeting needs	0.7	0.7	24.1	34.9	39.7	4.13

QJ43

TABLE 32: PROPORTION AND NUMBER OF OTHER IN-PERSON VISITS TO PUBLIC LIBRARIES TO OBTAIN NEEDED INFORMATION BY TYPE OF OUTCOME: ADULTS (18 AND OVER) IN 2006 (N=296)

Type of Outcome	Proportion of Visits (%)	Number of Visits (millions)
Was needed information obtained?		
Got all information looking for	57.8	398
Got some information looking for	39.5	271
Did not get information looking for	2.7	19
How well address reason for use?		
Completely	62.5	430
Somewhat	36.8	253
Not at all	0.7	5
Did it lead to a favorable outcome?		
Yes	95.4	656
No	4.6	32
Did it lead to a negative outcome?		
Yes	2.5	17
No	97.5	671
ALL	100.0	688

QJ26-J31

TABLE 33: PROPORTION AND NUMBER OF OTHER IN-PERSON VISITS TO PUBLIC LIBRARIES THAT LED TO OTHER USEFUL INFORMATION SOURCES/PROVIDERS: ADULTS (18 AND OVER) IN 2006 (N=85)

Type of Source/Provider Led To	Proportion of Visits (%)	Number of Visits (millions)
Library		
Public library services	22.1	50
Another type of library	1.2	3
Internet	11.6	26
Person		
Professional	2.3	5
Family, friends, colleague	1.2	3
Organization		
Government agency	4.7	11
Store, e.g., hardware	2.3	15
Museum	----	----
Other	4.7	11
Publication		
Articles	4.7	11
Books, bookstore, CD, rental	19.7	45
Other	3.5	8
Other/Unclear	22.0	50
ALL	33.2	228

QJ39, J40

**TABLE 34: PROPORTION AND NUMBER OF OTHER IN-PERSON VISITS
MADE TO PUBLIC LIBRARIES BY HOW RECREATION OR
ENTERTAINMENT NEEDS WERE ACHIEVED: ADULTS (18 AND OVER) IN
2006 (N=152)**

How Recreation/Entertainment Needs Achieved	Any Way Needs Achieved	
	Proportion of Visits (%)	Number of Visits (millions)
By reading	84.2	274
By listening to music or other recording	15.8	51
By watching a movie or other program	13.8	45
By attending a lecture or other such program	9.2	30
Other	3.9	13
ALL	----	325

QJ5

TABLE 35: PROPORTION AND NUMBER OF OTHER IN-PERSON VISITS TO PUBLIC LIBRARIES BY WAYS INFORMATION OR SERVICES WERE HELPFUL IN MEETING RECREATION OR ENTERTAINMENT NEEDS: ADULTS (18 AND OVER) IN 2006 (N=152)

Ways in Which Visit Helped Meet Recreation and Entertainment Needs	Any Way Needs Met	
	Proportion of Visits (%)	Number of Visits (millions)
Broadened perspective on life	41.4	135
Inspired visitor	41.4	135
Encouraged further reading, viewing or listening	77.0	250
Led to other interests	28.3	92
Helped learn something new	54.6	177
Resulted in new way of thinking	23.7	77
Other	14.5	47
ALL	----	325

QJ6

TABLE 36: PROPORTION AND NUMBER OF OTHER IN-PERSON VISITS TO PUBLIC LIBRARIES BY TYPE OF PERSONAL OR FAMILY INFORMATION NEED MET: BY ADULTS (18 AND OVER) IN 2006 (N=67)

Type of Personal or Family Information Need Met	Any Type of Need	
	Proportion of Visits (%)	Number of Visits (millions)
Health or wellness	17.9	26
News or current events	13.4	19
A hobby or how to fix something	31.3	45
Culture or religion	10.4	15
Genealogy	6.0	9
A day-to-day need, e.g. shopping	9.0	13
An occasional need, e.g. purchasing a home, planning a vacation	13.4	19
Personal finances	6.0	9
Job opportunities	3.0	4
Other	25.4	36
ALL	----	143

TABLE 37: PROPORTION OF HOUSEHOLDS (WITH CHILDREN AGE 5 OR UNDER) WITH A PARENT WHO TOOK A CHILD/CHILDREN (AGE 5 OR UNDER) TO A PUBLIC LIBRARY AND NUMBER OF TIMES BY REASON FOR VISIT IN 2006 (N=664)

Reason for visit	Proportion of Households (%)	Number of Visits (millions)
To read or check out books	80.2	73.6
To attend children's programs	46.3	22.4

QK2 – QK7

TABLE 38: NUMBER AND PROPORTION OF CHILDREN (6 TO 17 YEARS OF AGE) WHO VISITED PUBLIC LIBRARIES FOR VARIOUS REASONS IN 2006 (N=644)

Reason for Visit	Number of Children (millions)	Proportion of Children (%)
To attend public library aftercare	1.45	2.9
For recreational or entertainment purposes	29.52	58.3
To study or complete classroom assignments	25.34	50.1
ALL	50.6	----

QK1, QK8-K22

TABLE 39: NUMBER AND PROPORTION OF CHILDREN (6 TO 17 YEARS OF AGE) WHO VISITED PUBLIC LIBRARIES BY PURPOSE OF VISIT AND BY FREQUENCY OF VISIT IN 2006 (N=644)

Frequency of Visit	For Recreation or Entertainment		For Study or Classroom	
	Number of Children (millions)	Proportion of Children (%)	Number of Children (millions)	Proportion of Children (%)
More than once a week	5.0	9.9	2.6	5.1
Several times per month	12.3	24.3	8.7	17.2
Several times per year	10.5	20.8	11.6	22.9
Rarely	1.7	3.3	2.4	4.8
Never	21.1	41.7	25.3	50.0
ALL	50.6	100.0	50.6	100.0

QK1, QK8, QK22

TABLE 40: PROPORTION AND NUMBER OF OTHER IN-PERSON VISITS MADE TO PUBLIC LIBRARIES BY STUDENTS (18 AND OVER) BY THEIR EDUCATION REASON FOR VISIT IN 2006 (N=8)

Student Educational Reason for Visit	Any Reason Given	
	Proportion of Visits (%)	Number of Visits (millions)
To use as a place to study	37.5	5
To work on an assignment	62.5	8
To research a topic of interest	75.0	10
To keep up with the literature	12.5	2
ALL	----	13

QJ10, QJ11

TABLE 41: PROPORTION AND NUMBER OF OTHER IN-PERSON VISITS TO PUBLIC LIBRARIES BY TEACHERS BY EDUCATIONAL REASON FOR VISIT IN 2006 (N=14)

Teacher Educational Reason for Visit	Any Reason Given	
	Proportion of Visits (%)	Number of Visits (millions)
To prepare for a class or lecture	42.9	9
To keep up with the literature	57.1	13
To prepare a paper	7.1	2
For own continued learning	85.7	19
As a student	(14.3)	(3)
In general	(78.6)	(17)
ALL	----	22

QJ12, QJ13, QJ14

**TABLE 42: PROPORTION AND NUMBER OF OTHER IN-PERSON VISITS TO
PUBLIC LIBRARIES BY REASON FOR WORK-RELATED INFORMATION
NEEDS: ADULTS (18 AND OVER) IN 2006 (N=20)**

Work-Related Reason for Visit	Any Reason Given	
	Proportion of Visits (%)	Number of Visits (millions)
Research	95.0	41
Legal issues	15.0	6
Financial or tax issues	15.0	6
Marketing or sales	15.0	6
Operational issues	10.0	4
Administration	10.0	4
Starting a new business	10.0	4
Information about a person or organization	5.0	2
ALL	----	43

QJ17

**TABLE 43: PROPORTION OF ONLINE VISITS TO PUBLIC LIBRARIES
(REMOTE AND IN-PERSON) BY BY SERVICES USED ONLINE: ADULTS (18
AND OVER) IN 2006**

Services Used Online	Type of Online Service	
	Proportion of In-Person Online Visits (n=259) (%)	Proportion of Remote Online Visits (n=98) (%)
Search Engine, e.g. Google or Yahoo	70.3	78.6
Viewed or downloaded e-books	9.3	15.3
Viewed or downloaded articles	35.5	68.4
Viewed a blogger Website	18.1	24.5
Looked at another Website	46.3	48.0
Used e-mail	35.5	50.0
Used a chat mail, or instant messaging	6.6	15.3
Obtained information from a librarian or library	52.5	56.1
Other	5.4	1.0
ALL (number of visits in millions)	204	561

**TABLE 44: PROPORTION OF LAST VISITS TO PUBLIC LIBRARIES
(REMOTE ONLINE, IN-PERSON ONLINE AND OTHER IN-PERSON) BY
REASON FOR CHOICE OF VISIT TYPE: ADULTS (18 AND OVER) IN 2006**

Reason for Choice of Visit Type	Type of Visit		
	Proportion of Remote Online Visits (n=98) (%)	Proportion of In-Person Online Uses (n=259) (%)	Proportion of Other In-Person Visits (n=311) (%)
It was convenient or easy to use	93.9	86.5	80.1
It did not cost much in time or money	69.4	57.5	75.6
It was the best source of information	64.3	73.7	76.2
The information could be trusted	74.5	57.9	68.8
Other reason	27.6	9.7	15.5
ALL (visits in millions)	561	204	688

QJ20

QH7

QI7

TABLE 45: PROPORTION OF VISITS TO PUBLIC LIBRARIES BY TYPE OF VISIT BY TIME SPENT: ADULTS (18 AND OVER) IN 2006

Amount of Time Spent per Visit	Proportion of Remote Online Visits (n= 94) (%)	Proportion of In-Person Online Visits (n=256) (%)	Proportion of Other In-Person Visits (n=94) (%)
1-10 minutes	21.3	30.5	23.0
11-20 minutes	15.9	19.1	15.8
21-30 minutes	16.0	18.0	19.8
31-60 minutes	20.2	28.5	25.0
1-2 hours	19.2	1.6	10.5
Over 2 hours	7.4	2.3	5.9
All (%)	100.0	100.0	100.0
Number of Visits/Uses (millions)	561	204	688
Average (minutes/visit or use)	63	29	52

QH5

QI5

TABLE 46: AVERAGE RATINGS OF ATTRIBUTES OF INFORMATION OBTAINED DURING LAST VISIT TO PUBLIC LIBRARIES BY TYPE OF VISIT AND BY ATTRIBUTES OF INFORMATION: ADULTS (18 AND OVER) IN 2006 (WHERE RATINGS ARE 1- THE WORST RATING TO 5-THE BEST RATING).

Attributes of Information Obtained from Library	Type of Visit		
	Remote Online Visits (n=96) Average Rating	In-Person Online Visits (n=257) Average Rating	Other In- Person Visits (n=96) Average Rating
Quality of information obtained	4.20	4.38	4.34
Completeness of information obtained	3.99	4.21	4.27
Timeliness or how up-to-date information was	4.23	4.39	4.25
Trustworthiness of information obtained	4.48	4.35	4.62
How new the information was (1- not at all new, 5- completely new)	3.85	3.86	3.74

QJ20A-J25

QH7A-H12

QI8-I12

**TABLE 47: PROPORTION OF LAST VISITS TO PUBLIC LIBRARIES BY
TYPE OF VISIT AND BY MOST IMPORTANT PURPOSE FOR VISIT: ADULTS
(18 AND OVER) IN 2006**

Most Important Purpose for Visit	Type of Visit		
	Proportion of Remote Online Visits (n=101) (%)	Proportion of In-Person Online Uses (n=262) (%)	Proportion of Other In-Person Visits (n=331) (%)
Recreation or entertainment	14.3	13.7	47.2
To meet personal or family needs	25.5	24.4	20.8
For educational needs	43.9	39.7	25.8
For work-related needs	16.3	22.2	6.2
ALL	100.0	100.0	100.0
Total Visits/Uses (millions)	561	204	688

QJ4, QJ7, QJ9, QJ16, QH1A,B, QI1, QI1A,QI1B

TABLE 48: RATINGS OF IMPORTANCE OF INFORMATION OBTAINED BY VISITS TO PUBLIC LIBRARIES IN MEETING NEEDS: ADULTS (18 AND OVER) IN 2006 (WHERE RATINGS ARE 1-NOT AT ALL IMPORTANT TO 5-ABSOLUTELY ESSENTIAL)

Type of Visit	Importance of Information in Meeting Needs (1-not at all important to 5-absolutely essential)					
	Rating of 1 (%)	Rating of 2 (%)	Rating of 3 (%)	Rating of 4 (%)	Rating of 5 (%)	Average Rating
In-person online visit (n=246)	1.6	1.2	23.2	31.7	42.3	4.12
Remote online visit(n=95)		1.1	14.7	46.3	37.9	4.21
Other in-person visit (n=289)	0.7	0.7	24.1	34.9	39.7	4.13

QJ43,

QH31

QI31

**TABLE 49: PROPORTION OF LAST VISITS TO PUBLIC LIBRARIES BY
TYPE OF VISIT AND BY TYPE OF OUTCOME: ADULTS (18 AND OVER) IN
2006**

Type of Outcome	Proportion of Remote Online Visits (n=97) (%)	Proportion of In- Person Online Visits (n=248)(%)	Proportion of Other In-Person Visits (n=296) (%)
Was needed information obtained?			
Got all information looking for	39.2	50.4	57.8
Got some information looking for	54.6	46.4	39.5
Did not get information looking for	6.2	3.2	2.7
How well address reason for use?			
Completely	57.7	62.1	62.5
Somewhat	41.3	37.1	36.8
Not at all	1.0	0.8	0.7
Did it lead to a favorable outcome?			
Yes	94.7	93.5	95.4
No	5.3	6.5	4.6
Did it lead to a negative outcome?			
Yes	4.3	4.3	2.5
No	95.7	95.7	97.5
Was there too much irrelevant information?			
Yes	33.3	23.6	----
No	66.7	76.9	----
ALL number of visits/uses (millions)	561	204	688

QH13-H20

QJ13-J20

**TABLE 50: PROPORTION OF LAST VISITS TO PUBLIC LIBRARIES THAT
LED TO OTHER USEFUL INFORMATION SOURCES/PROVIDERS BY TYPE
OF VISIT AND BY TYPE OF SOURCE/PROVIDER IDENTIFIED: ADULTS (18
AND OVER) IN 2006**

Type of Source/ Provider Identified	Proportion of Remote Online Visits (n=85) (%)	Proportion of In- Person Online Uses (n=90) (%)	Proportion of Other In-Person Visits (n=90) (%)
Library			
Public library services	3.8	8.8	22.1
Another type of library	----	3.3	1.2
Internet	22.6	17.6	11.6
Person			
Professional	3.8	2.2	2.3
Family, friends, colleague	----	3.3	1.2
Organization			
Government agency	7.5	6.6	4.7
Store, e.g., hardware	----	5.5	2.3
Museum	5.7	2.2	----
Other	1.9	6.6	4.7
Publication			
Articles	17.0	8.8	4.7
Books, bookstore, CD, rental	18.9	3.3	19.7
Other	3.8	3.3	3.5
Other/Unclear	15.0	28.5	22.0
ALL	100.0	100.0	100.0
Visits/Uses (millions)	345	71	228

QH27, H28

**TABLE 51: PROPORTION OF LAST VISITS TO PUBLIC LIBRARIES BY
TYPE OF SERVICE USED AND BY WHAT THE VISITOR WOULD DO TO
OBTAIN INFORMATION IF THE LIBRARY WAS NOT AVAILABLE: ADULTS
(18 AND OVER) IN 2006**

Action If Library Was Not Available	Type of Visit		
	Proportion of Remote Online Visits (n=94) (%)	Proportion of In- Person Online Visits (n=244) (%)	Proportion of Other In-Person Visits (n=289) (%)
Would not bother to do anything	6.4	6.6	5.9
Need information but do not know where else to go for it	7.4	8.6	9.3
Would get the information from another source	86.2	84.8	84.8
ALL (%)	100.0	100.0	100.0
Visits/Uses (millions)	561	204	688

QH32

QI32

QJ44

TABLE 52: PROPORTION AND NUMBER OF TIMES ADULTS (18 AND OVER) WOULD USE ALTERNATIVE SOURCES/PROVIDERS IF THEIR PUBLIC LIBRARY WAS NOT AVAILABLE BY TYPE OF SOURCE/PROVIDER AND BY TYPE OF VISIT IN 2006

Type of Alternative Source/ Provider	Type of Public Library Visit					
	Remote Online (n=83)		In-Person Online (n=218)		Other In-Person (n=83)	
	Proportion of Visits (%)	Number of Visits (millions)	Proportion of Visits (%)	Number of Visits (millions)	Proportion of Visits (%)	Number of Visits (millions)
Library						
Another public library	----	----	----	----	5.4	31
Parent public library services	53.7	261	24.3	42	----	----
Another type of library	11.3	55	17.6	30	8.7	51
Another source/computer						
Have at work	----	----	10.0	17	----	----
Someone else's	----	----	4.3	7	----	----
Internet, other Web site						
	10.0	48	0.5	1	22.8	133
Person						
Professional	2.5	12	2.4	4	2.9	17
Family, friend, colleague	7.6	37	15.7	27	13.3	77
Organization						
Store, e.g. hardware	1.2	6	1.4	2	4.6	27
Store, e.g. hardware	1.2	6	1.4	2	4.6	27
Museum	1.2	6	0.5	1	1.2	7
Other	2.5	12	6.7	12	5.0	29
Publication						
Books, bookstore, CD rental, etc.	7.6	37	8.6	15	27.8	162
Other	2.5	12	6.7	12	5.0	29
Other						
	----	----	5.1	9	4.2	24
	100.0	486	100.0	172	100.0	581

QJ44, J45, QH32, H33, QI32, I33

TABLE 53: PROPORTION OF VISITS TO PUBLIC LIBRARIES BY TYPE OF VISIT AND BY TIME SPENT USING ALTERNATIVE SOURCES IF THE LIBRARY WERE NOT AVAILABLE: ADULTS (18 AND OVER) IN 2006

Amount of Time Spent Using Alternative Sources	Proportion of Remote Online Visits (n=94) (%)	Proportion of In-Person Online Uses (n=256) (%)	Proportion of Other In-Person Visits (n=184) (%)
1-10 minutes	7.8	21.6	10.9
11-30 minutes	11.0	17.9	25.0
31-60 minutes	17.1	22.8	26.1
1-2 hours	17.2	15.5	15.2
2-3 hours	15.7	8.4	7.0
3-5 hours	15.6	6.0	7.1
Over 5 hours	15.6	7.8	8.7
All (%)	100.0	100.0	100.0
Number of Visits/Uses (millions)	486	172	581
Average time to use alternative source (hours per visit/use)	2.67	1.45	1.65
Average time per visit/use (minute)	63	29	52
Ratio of alternative to actual used	2.5	3.0	1.9
Average additional time to use alternative sources (minutes)	97	58	47

**TABLE 54: THE NET BENEFIT OF THE VISITS TO PUBLIC LIBRARIES BY
SOURCE OF COSTS AND BY TYPE OF VISIT: ADULTS (18 AND OVER) IN
2006**

Source of Cost	Remote Online Visit (n=94)	In-Person Online Visit (n=256)	Other In- Person Visit (n=304)	Total Visits (n=654)
Cost to Visit				
Visitor time (hrs)	510 mil	80 mil	500 mil	1,090 mil
Visitor cost (\$)	----	\$1.6 bil	\$1.0 bil	\$2.6 bil
Cost of Alternative Sources				
Visitor time (hrs)	1,300 mil	250 mil	960 mil	2,510 mil
Visitor cost (\$)	\$10.9 bil	\$8.7 bil	\$18.8 bil	\$38.4 bil
Net benefit				
Visitor time (hrs)	790 mil	170 mil	60 mil	1,420 mil
Visitor cost (\$)	\$10.9 bil	\$7.1 bil	\$17.8 bil	\$35.8 bil
ALL visits (millions)	486	172	581	

QH5; QH32-H38

QI5; QI32-38

QJ18; QJ44 -50

TABLE 55: SAVINGS ACHIEVED FROM USE OF INFORMATION OBTAINED FROM VISITS TO PUBLIC LIBRARIES BY TYPE OF SAVING AND BY TYPE OF VISIT: ADULTS (18 AND OVER) IN 2006

Type of Saving	Remote Online Visit (n=76)	In-Person Online Visit (n=204)	Other In-Person Visit (n=144)	All Visits (n=424)
Total savings (incl. lost savings)				
Time (hrs – mil)	1.65	0.20	0.91	2.76
\$ (mil)	\$79.7	\$50.2	\$30.2	\$160.1
Lost savings – needed info but not known where to go				
Time (hrs – 000)	122	17	85	224
\$ (mil)	\$5.9	\$4.3	\$2.8	\$13.0
Total Visits				
Time saving	131,100	36,300	50,900	217,800
\$ saving	117,900	49,600	81,500	249,000
Lost Visits				
Time saving	9,700	3,100	9,800	22,600
\$ saving	8,700	4,300	7,600	20,600

QH21-26, QH32

QI21-26, QI32

QJ33-38, QJ49

TABLE 56: PROPORTION AND NUMBER OF OTHER IN-PERSON VISITS IN WHICH VISITORS READ A BOOK, MAGAZINE OR NEWSPAPER IN A PUBLIC LIBRARY OR CHECKED OUT ONE OR MORE BOOKS BY PURPOSE OF VISIT: ADULTS (18 AND OVER) IN 2006 (N=334)

Purpose of Visit	Read in Library		Checked Out Books	
	Proportion of Visits (%)	Number of Visits (millions)	Proportion of Visits (%)	Number of Visits (millions)
Entertainment need	21.6	148	40.1	276
Personal or family need	12.3	84	18.6	128
Educational need	14.7	101	19.8	136
Work-related need	5.4	37	5.4	37
Purpose not specified	2.4	16	3.0	21
Total Visits (millions)	----	387	----	597

QA8

QJ2.1

QJ2.2

TABLE 57: PROPORTION AND NUMBER OF ADULTS WHO VISITED PUBLIC LIBRARIES IN-PERSON OR REMOTELY VIA THE INTERNET IN THE PAST 12 MONTHS BY SEX AND BY AGE: ADULTS (18 AND OVER) IN 2006 (N=1,121)

Sex	Age	Proportion of Adults (%)	Number of Visitors (million)
Male	18-24	83.6	12.31
	25-44	65.9	29.98
	45-64	59.0	18.94
	Over 64	58.9	9.06
	Total Male	65.3	70.29
Female	18-24	80.4	11.47
	25-44	78.3	35.45
	45-64	72.1	24.44
	Over 64	62.5	13.66
	Total Female	73.7	85.02
Total 18-42		82.0	23.78
Total 25-44		72.1	65.43
Total 45-64		65.7	43.38
Total Over 64		61.0	22.72
All adults (statistically weighted)		69.6	155.31

QA8, QP4, QP5

TABLE 58: PROPORTION AND NUMBER OF ADULTS WHO VISITED PUBLIC LIBRARIES IN-PERSON OR REMOTELY VIA THE INTERNET IN THE PAST 12 MONTHS BY HISPANIC OR LATINO ORIGIN OR BY RACE: ADULTS (18 AND OVER) IN 2006 (N=1,002)

Characteristics of Adults	Proportion of Adults (%)	Number of Visitors (million)
Hispanic or Latino origin (n=41)	68.3	19.2
Race		
White (n=859)	66.5	114.8
Black or African American (n=76)	64.5	16.3
Asian (n=6)	*	*
American Indian or Alaska native (n=21)	66.7	1.2
Native Hawaiian or Pacific Islander (n=3)	*	*
All adults (statistically weighted)	69.6	155.3

* Fewer than 10 observations

QA8

QP2

QP3

TABLE 59: PROPORTION AND NUMBER OF ADULTS WHO VISITED PUBLIC LIBRARIES IN-PERSON OR REMOTELY VIA THE INTERNET IN THE PAST 12 MONTHS BY HIGHEST LEVEL OF EDUCATION: ADULTS (18 AND OVER) IN 2006 (N=993)

Highest Level of Education	Proportion of Adults (%)	Number of Visitors (million)
Less than high school diploma (n=36)	30.6	12.95
High school graduate or GED (n=220)	52.7	42.42
Some college or 2-year degree (n=331)	62.7	47.53
4-year college degree (n=208)	75.5	32.44
More than 4-year college degree (n=199)	85.9	19.97
<i>All adults (statistically weighted)</i>	100.0	155.31

QA8

QP6

**TABLE 60: PROPORTION OF ADULTS WHO VISITED PUBLIC LIBRARIES
IN-PERSON OR REMOTELY VIA THE INTERNET IN THE PAST 12 MONTHS
BY HOUSEHOLD INCOME BEFORE TAXES: ADULTS (18 AND OVER) IN
2006**

Household Income (n=795)	Proportion of Adults (%)
Under \$30,000 (n=224)	55.8
\$30,000 - \$50,000 (n=174)	65.9
\$50,000 - \$75,000 (n=145)	71.7
\$75,000 - \$150,000 (n=188)	73.4
More than \$150,000 (n=65)	81.5
<i>All adults (statistically weighted)</i>	69.6

QA8

QP12

QP14

TABLE 61: PROPORTION AND NUMBER OF ADULTS WHO VISITED PUBLIC LIBRARIES IN-PERSON AND REMOTELY VIA THE INTERNET IN THE PAST 12 MONTHS BY SEX AND AGE: ADULTS (18 AND OVER) IN 2006 (N=1,121)

Sex	Age	In-Person		Remote	
		Proportion of Adults (%)	Number of Visitors (millions)	Proportion of Adults (%)	Number of Visitors (millions)
Male	18-24	75.9	11.17	37.9	5.58
	25-44	62.7	28.54	36.2	16.50
	45-64	56.6	18.16	22.3	7.15
	Over 64	56.5	8.69	17.7	2.72
	Total Male	61.8	66.56	29.7	31.95
Female	18-24	82.1	11.72	53.5	7.64
	25-44	79.5	36.01	37.5	16.97
	45-64	66.2	22.45	34.7	11.75
	Over 64	54.8	11.97	14.4	3.09
	Total Female	71.3	82.15	34.22	39.45
Total 18-24		79.0	22.89	45.6	13.22
Total 25-44		71.1	64.55	36.9	33.47
Total 45-64		61.5	40.61	28.6	18.90
Total Over 64		55.5	20.66	15.6	5.81
All adults (statistically weighted)		66.7	148.71	31.8	71.40

QA9, QA12, QP4, QP5

**TABLE 62: PROPORTION OF ADULTS WHO VISITED PUBLIC LIBRARIES
IN-PERSON AND REMOTELY VIA THE INTERNET IN THE PAST 12
MONTHS BY HISPANIC OR LATINO ORIGIN AND BY RACE: ADULTS (18
AND OVER) IN 2006**

Characteristics of Adults	In-Person Visitors	Remote Visitors
	Proportion of Adults (%)	Proportion of Adults (%)
Hispanic or Latino origin (n=41)	68.3	31.7
Race		
White (n=859)	65.6	36.8
Black or African American (n=76)	64.5	17.7
American Indian or Alaska native (n=21)	66.7	33.3
Other (n=9)	88.9	11.1
<i>All adults (statistically weighted)</i>	66.7	31.8

QA9

QA12

QP2

QP3

**TABLE 63: PROPORTION OF ADULTS WHO VISITED PUBLIC LIBRARIES
IN-PERSON OR REMOTELY VIA THE INTERNET IN THE PAST 12 MONTHS
BY HIGHEST LEVEL OF EDUCATION: ADULTS (18 AND OVER) IN 2006
(N=993)**

Highest Level of Education	In-Person Visitors	Remote Visitors
	Proportion of Adults (%)	Proportion of Adults (%)
Less than high school diploma (n=36)	30.6	16.7
High school graduate or GED (n=220)	51.4	19.5
Some college or 2-year degree (n=331)	59.8	22.7
4-year college degree (n=208)	70.4	34.6
More than 4-year college degree (n=199)	78.9	45.7
<i>All adults (statistically weighted)</i>	66.7	31.8

QA9

QA12

QP6

**TABLE 64: PROPORTION OF ADULTS WHO VISITED PUBLIC LIBRARIES
IN-PERSON OR REMOTELY VIA THE INTERNET IN THE PAST 12 MONTHS
BY HOUSEHOLD INCOME BEFORE TAXES AND BY INTERNET ACCESS IN
HOME: ADULTS (18 AND OVER) IN 2006 (N=993)**

	In-Person Visitors	Remote Visitors
Household Income (n=795)	Proportion of Adults (%)	Proportion of Adults (%)
Under \$30,000 (n=224)	54.9	19.1
\$30,000 - \$50,000 (n=174)	61.5	28.2
\$50,000 - \$75,000 (n=145)	70.3	35.2
\$75,000 - \$150,000 (n=188)	70.2	37.2
More than \$150,000 (n=65)	80.0	40.0
Internet Access in Home (n=735)	77.0	94.8
<i>All adults (statistically weighted)</i>	66.7	31.8

QA9

QA12

QP12

QP14

**TABLE 65: PROPORTION AND NUMBER OF PUBLIC LIBRARY VISITORS
BY TYPE OF VISIT AND WHETHER VISITORS HAVE ACCESS TO THE
INTERNET AT HOME: ADULTS (18 AND OVER) IN 2006**

Have Access to the Internet at Home	Proportion of Adults (%)	Proportion of Visitors (%)	Number of Visitors (millions)
Remote online visitors (n=153)	30.2	94.8	67.3
In-person online visitors (n=369)	24.6	74.8	53.8
Other in-person visitors (n=415)	37.9	79.0	84.6

QA8, QI1, QH1, QJ1, QP14

**TABLE 66: PROPORTION OF VISITS TO PUBLIC LIBRARIES BY TYPE OF
VISIT AND BY HISPANIC OR LATINO ORIGIN: ADULTS (18 AND OVER) IN
2006**

Characteristic of Adults	All Visits (%)	Remote Online Visits (%)	In-Person Online Visits (%)	Other In- Person Visits (%)
Hispanic or Latino origin (n=38)	100.0	18.4	52.6	28.9
Race				
White (n=801)	100.0	17.4	36.5	46.1
Black or African American (n=70)	100.0	5.7	34.3	60.0
Other (n=31)	100.0	22.6	29.0	48.4
ALL (%)	100.0	16.7	36.0	47.2

QA8, QI1, QH1, QJ1

TABLE 67: PROPORTION OF VISITS TO PUBLIC LIBRARIES BY TYPE OF VISIT AND BY SEX AND AGE: ADULTS (18 AND OVER) IN 2006

Characteristic of Visitor	All Visits (%)	Remote Online Visits (%)	In-Person Online Visits (%)	Other In-Person Visits (%)
Age				
18-24 (n=73)	100.0	13.7	71.2	15.0
25-44 (n=302)	100.0	14.6	45.4	40.1
45-64 (n=381)	100.0	20.5	35.2	44.4
Over 64 (n=188)	100.0	11.2	25.0	63.8
Sex				
Male (n=354)	100.0	17.5	38.7	43.8
Female (n=588)	100.0	15.4	39.6	45.1

QA8

QI1

QH1

QJ1

QP4

QP5

TABLE 68: PROPORTION OF VISITS TO PUBLIC LIBRARIES BY TYPE OF VISIT AND BY HIGHEST LEVEL OF EDUCATION: ADULTS (18 AND OVER) IN 2006

Highest Level of Education	All Visits (%)	Remote Online Visits (%)	In-Person Online Visits (%)	Other In-Person Visits (%)
Less than high school diploma (n=17)	100.0	----	23.5	76.5
High school diploma or GED (n=160)	100.0	11.9	43.1	45.0
Some college or 2-year degree (n=285)	99.9	15.4	34.7	49.8
4-year college degree (n=225)	99.9	20.4	40.8	38.7
More than 4-year college degree (n=251)	99.9	17.5	42.6	39.8
Total	100.0	153	371	414

QA8

QI1

QH1

QJ1

QP6

TABLE 69: PROPORTION OF VISITS TO PUBLIC LIBRARIES BY PURPOSE OF VISITS AND BY HISPANIC OR LATINO ORIGIN AND BY RACE: ADULTS (18 AND OVER) IN 2006

Characteristic of Adults	Purpose of Visits (%)				
	All Needs	Entertain- ment Needs	Personal Needs	Educational Needs	Work Needs
Hispanic or Latino origin (n=39)	100.0	25.6	20.5	30.8	27.1
Race					
White (n=801)	100.0	30.3	25.5	29.6	14.6
Black or African American (n=66)	99.9	16.7	24.2	34.8	24.2
Other (n=32)	100.0	34.4	21.9	31.3	12.5

QA8

QI1

QH1

QJ1

QI1A

QH1A

QJ4

QJ7

QJ9

QJ16

QP2

QP3

TABLE 70: PROPORTION OF VISITS TO PUBLIC LIBRARIES BY PURPOSE OF VISITS AND BY SEX AND BY AGE: ADULTS (18 AND OVER) IN 2006

Characteristic of Adults	Purpose of Visits (%)				
	All Needs	Entertainment Needs	Personal Needs	Educational Needs	Work Needs
Age 18-24 (n=73)	100.0	20.5	20.5	42.5	16.5
25-44 (n=302)	100.0	24.2	25.2	31.1	19.5
45-64 (n=381)	100.0	29.9	27.3	27.8	15.0
Over 64 (n=188)	99.9	37.2	23.4	30.3	9.0
Sex Male (n=354)	100.0	27.1	26.8	26.6	19.5
Female (n=589)	99.9	29.7	24.4	32.9	12.9

QA8

QI1

QH1

QJ1

QI1A

QH1A

QJ4

QJ7

QJ9

QJ16

QP4

QP5

TABLE 71: PROPORTION OF VISITS TO PUBLIC LIBRARIES BY PURPOSE OF VISITS AND BY HIGHEST LEVEL OF EDUCATION: ADULTS (18 AND OVER) IN 2006

Highest Level of Education	Purpose of Visits (%)				
	All Needs	Entertain- ment Needs	Personal Needs	Educational Needs	Work Needs
Less than high school diploma (n=17)	100.0	23.5	17.7	35.3	23.5
High school diploma or GED (n=160)	100.0	31.9	28.1	30.0	10.0
Some college of 2-year degree (n=285)	100.0	28.1	26.0	30.2	15.7
4-year college degree (n=225)	100.0	30.7	25.7	28.9	14.7
More than 4-year college degree (n=251)	100.0	25.5	22.3	32.7	19.5

QA8

QI1

QH1

QJ1

QI1A

QH1A

QJ4

QJ7

QJ9

QJ16

QP6

TABLE 72: PROPORTION OF REMOTE ONLINE VISITS BY PURPOSE OF VISIT AND BY HISPANIC OR LATINO ORIGIN AND BY RACE: ADULTS (18 AND OVER) IN 2006 (N=98)

Characteristic of Adults	Purpose of Visits (%)				
	All Needs	Entertain-ment Needs	Persona l Needs	Educational Needs	Work Needs
Hispanic or Latino origin (n=7)	100.0	14.3	28.6	42.8	14.3
Race					
White (n=140)	100.0	15.7	27.1	37.9	19.3
Other (n=12)	100.0	16.7	25.0	25.0	33.3

QA8, QI1, QI1A, QP2, QP3

TABLE 73: PROPORTION OF REMOTE ONLINE VISITS BY PURPOSE OF VISIT AND BY SEX AND AGE: ADULTS (18 AND OVER) IN 2006

Characteristic of Adults	Purpose of Visits (%)				
	All Needs	Entertain-ment Needs	Personal Needs	Educational Needs	Work Needs
Age 18-24 (n=10)	100.0	20.0	10.0	40.0	30.0
25-44 (n=44)	100.0	11.4	25.0	45.5	18.2
45-64 (n=78)	100.0	16.7	28.2	30.8	24.4
Over 64 (n=21)	99.9	9.5	33.3	47.6	9.5
Total					
Sex Male (n=62)	100.0	17.7	21.0	33.9	27.4
Female (n=91)	100.0	12.1	30.8	40.6	16.5
All					

QA8, QI1, QI1A, QP4, QP5

TABLE 74: PROPORTION OF REMOTE ONLINE VISITS BY PURPOSE OF VISIT AND BY HIGHEST LEVEL OF EDUCATION: ADULTS (18 AND OVER) IN 2006

Highest Level of Education	Purpose of Visits (%)				
	All Needs	Entertainment Needs	Personal Needs	Educational Needs	Work Needs
Less than high school diploma (n=17)	----	----	----	----	----
High school diploma or GED (n=160)	100.0	21.1	36.8	31.6	10.5
Some college or 2-year degree (n=285)	100.0	11.4	20.4	45.5	22.7
4-year college degree (n=225)	100.0	19.6	30.4	30.4	19.6
More than 4-year college degree (n=251)	100.0	9.1	25.0	40.9	25.0

QA8

AI1

QI1A

QP6

TABLE 75: PROPORTION OF IN-PERSON ONLINE VISITS BY PURPOSE OF VISIT AND BY HISPANIC OR LATINO ORIGIN AND BY RACE: ADULTS (18 AND OVER) IN 2006

	Purpose of Visits (%)				
	All Needs	Entertain-ment Needs	Personal Needs	Educational Needs	Work Needs
Hispanic or Latino origin (n=20)	100.0	10.0	20.0	30.0	40.0
Race					
White (n=292)	100.0	19.9	27.0	33.6	19.5
Black or African American (n=42)	100.0	4.8	19.0	40.5	35.7
Other (n=15)	100.0	20.0	13.3	46.7	20.0

QA8, QH1, QH1A, QP2, QP3

TABLE 76: PROPORTION OF IN-PERSON ONLINE VISITS BY PURPOSE OF VISIT AND BY SEX AND AGE: ADULTS (18 AND OVER) IN 2006

	Purpose of Visits (%)				
	All Needs	Entertain-ment Needs	Personal Needs	Educational Needs	Work Needs
Age 18-24 (n=52)	100.0	15.4	23.1	44.2	17.3
25-44 (n=137)	100.0	14.6	26.3	31.4	27.7
45-64 (n=134)	100.0	20.9	28.4	34.3	16.4
Over 64 (n=47)	100.0	19.1	23.4	36.2	21.3
Sex Male (n=137)	100.0	17.5	28.5	29.9	24.1
Female (n=233)	100.0	17.6	24.9	37.8	19.7

QA8, QH1, QH1A, QP, QP5

TABLE 77: PROPORTION OF IN-PERSON ONLINE VISITS BY PURPOSE OF VISIT AND BY HIGHEST LEVEL OF EDUCATION: ADULTS (18 AND OVER) IN 2006

Highest Level of Education	Purpose of Visits (%)				
	All Needs	Entertain-ment Needs	Personal Needs	Educational Needs	Work Needs
Less than high school diploma (n=4)	100.0	----	----	50.0	50.0
High school diploma or GED (n=69)	100.0	21.7	27.5	33.3	17.5
Some college of 2-year degree (n=99)	100.0	14.1	27.3	33.3	25.3
4-year college degree (n=92)	100.0	20.7	32.6	31.5	15.2
More than 4-year college degree (n=107)	100.1	15.9	18.7	39.3	26.2

QA8, QH1, QH1A, QP6

TABLE 78: PROPORTION OF OTHER IN-PERSON VISITS BY PURPOSE OF VISIT AND BY HISPANIC OR LATINO ORIGIN AND BY RACE: ADULTS (18 AND OVER) IN 2006

	Purpose of Visits (%)				
	All Needs	Entertainment Needs	Personal Needs	Educational Needs	Work Needs
Hispanic or Latino origin (n=11)	100.0	54.5	18.2	27.3	----
Race					
White (n=369)	100.0	44.2	23.6	23.3	8.9
Black or African American (n=24)	100.0	37.5	33.3	25.0	4.2
Other (n=9)	100.0	66.7	22.2	11.1	----

QA8, QJ1, QJ4, QJ7, QJ9, QJ16, QP3, QP3

TABLE 79: PROPORTION OF OTHER IN-PERSON VISITS BY PURPOSE OF VISIT AND BY SEX AND AGE: ADULTS (18 AND OVER) IN 2006

	Purpose of Visits (%)				
	All Needs	Entertainment Needs	Personal Needs	Educational Needs	Work Needs
Age 18-24 (n=11)	100.0	45.5	18.2	36.3	----
25-44 (n=121)	100.0	39.7	24.0	25.6	10.7
45-64 (n=169)	100.0	43.2	26.0	21.3	9.5
Over 64 (n=120)	100.0	49.2	21.7	25.0	4.1
Sex Male (n=155)	100.0	39.4	27.7	20.6	12.3
Female (n=265)	100.0	46.4	21.9	26.0	5.7

QA8, QJ1, QJ4, QJ7, QJ9, QJ16, QP4, QP5

TABLE 80: PROPORTION OF OTHER IN-PERSON VISITS BY PURPOSE OF VISIT AND BY HIGHEST LEVEL OF EDUCATION: ADULTS (18 AND OVER) IN 2006

Highest Level of Education	Purpose of Visits (%)				
	All Needs	Entertainment Needs	Personal Needs	Educational Needs	Work Needs
Less than high school diploma (n=113)	100.0	30.8	23.1	30.8	15.3
High school diploma or GED (n=92)	100.0	44.4	26.4	26.4	2.8
Some college of 2-year degree (n=142)	100.0	43.0	26.8	23.2	7.0
4-year college degree (n=87)	100.0	47.1	25.3	25.3	11.5
More than 4-year college degree (n=100)	100.1	43.0	25.0	22.0	10.0

QA8

QJ1

QJ4

QJ7

QJ9

QJ16

QP6