

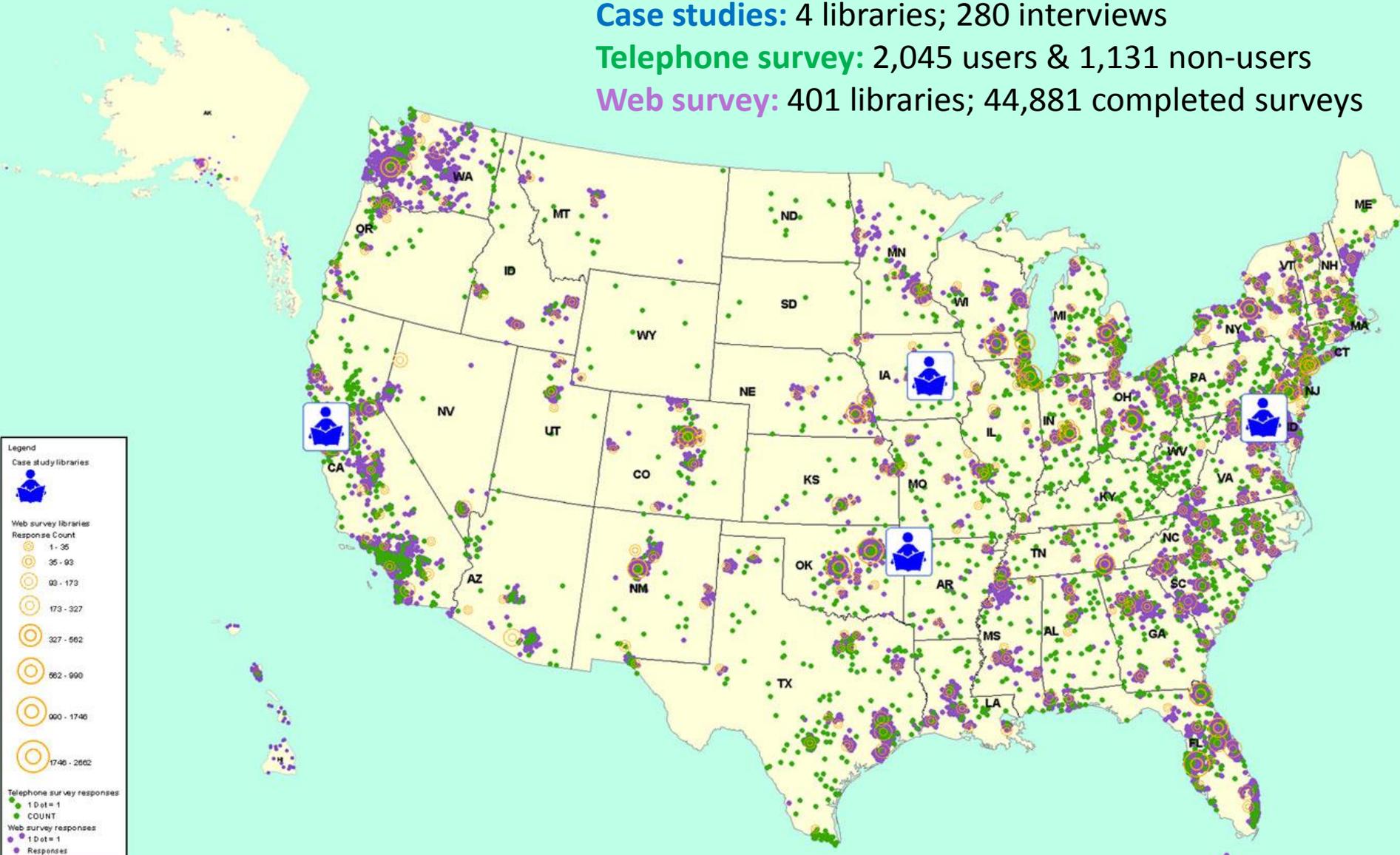


# Data Collection Coverage

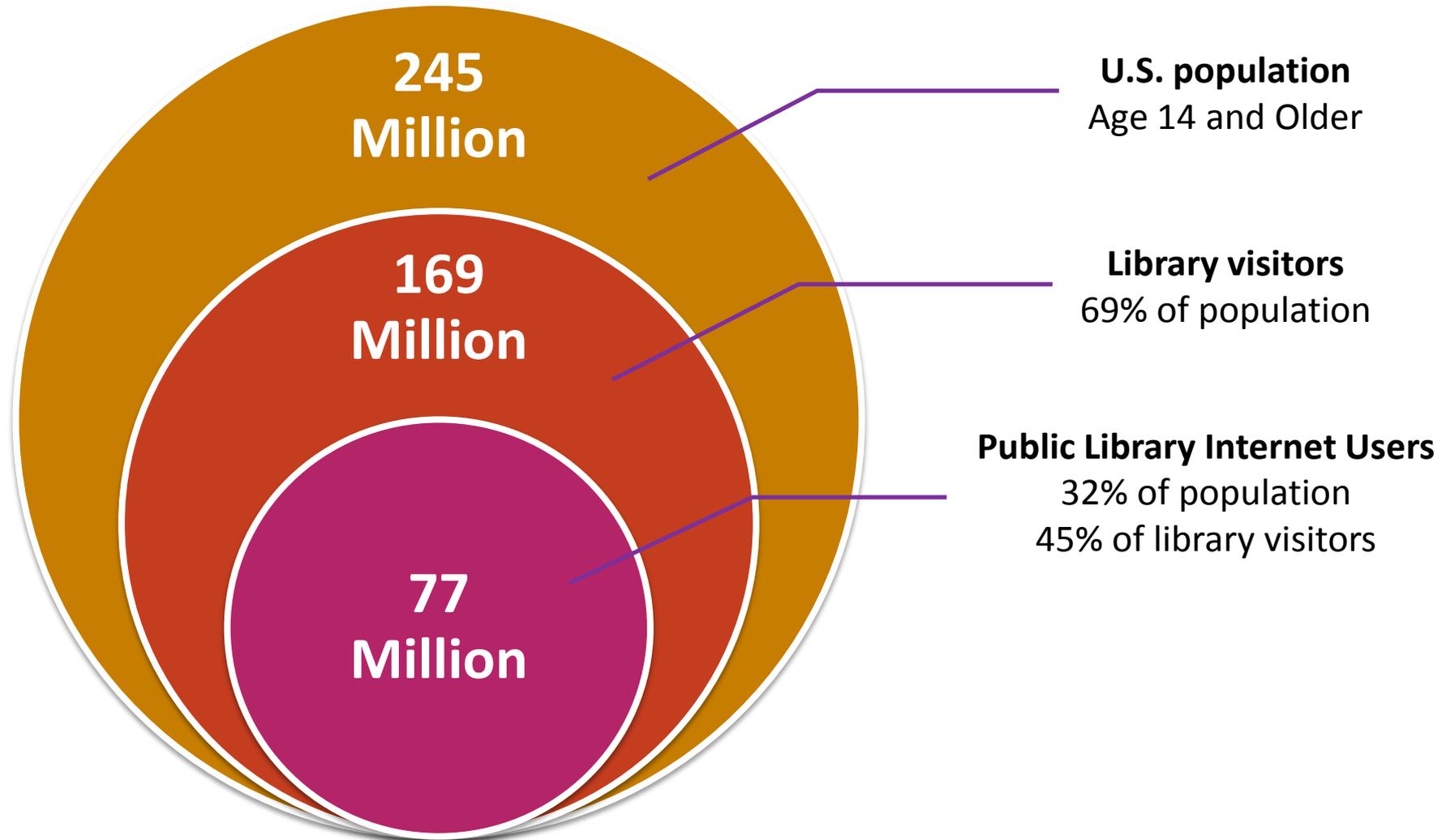
**Case studies:** 4 libraries; 280 interviews

**Telephone survey:** 2,045 users & 1,131 non-users

**Web survey:** 401 libraries; 44,881 completed surveys



# Library Users and Public Library Internet Users



# Library Users and Public Library Internet Users

## Annual Use of Public Libraries



= 169,268,956  
(unique visitors)



= 77,016,182  
(unique users)

## Annual Attendance at Professional Sports Events



= 73,402,524



= 21,549,238



= 21,475,223



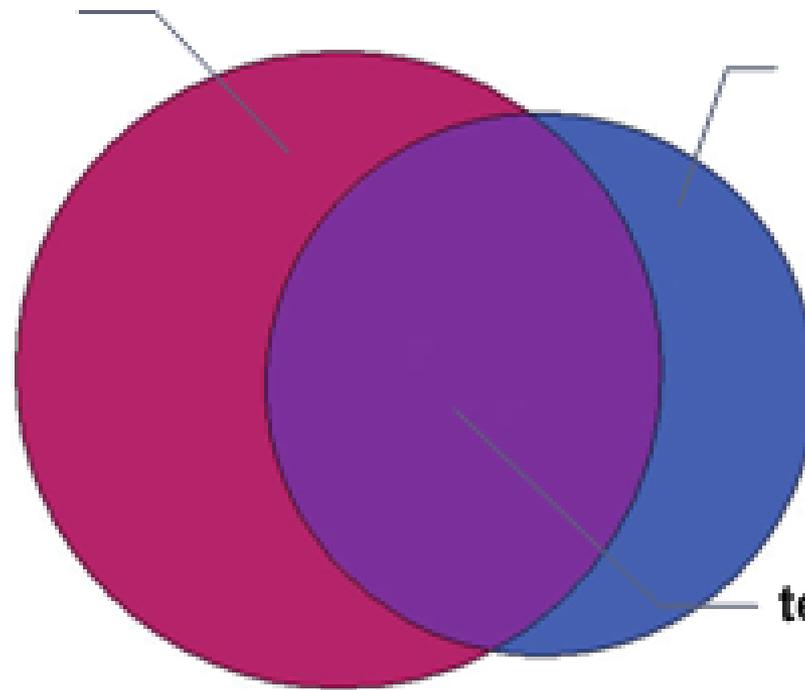
= 17,469,552

= **133,896,537** total combined attendance  
(not individuals)

# Public Access Technology Users

30% use a library **computer terminal**  
(20% use terminals exclusively)

12% use a library **wireless network**  
(2% use wireless exclusively)

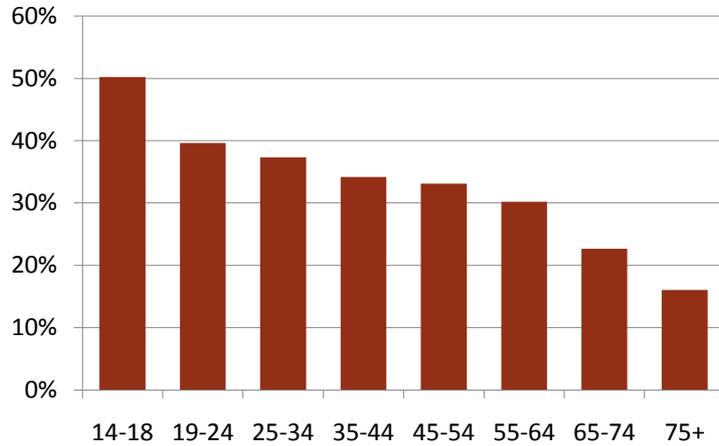


10% use both **terminals and wireless networks**

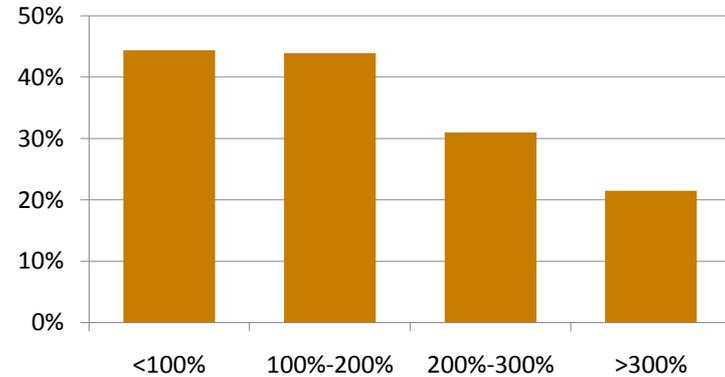
Percent of U.S. population who access the Internet at a public library

# Public Library Internet Users

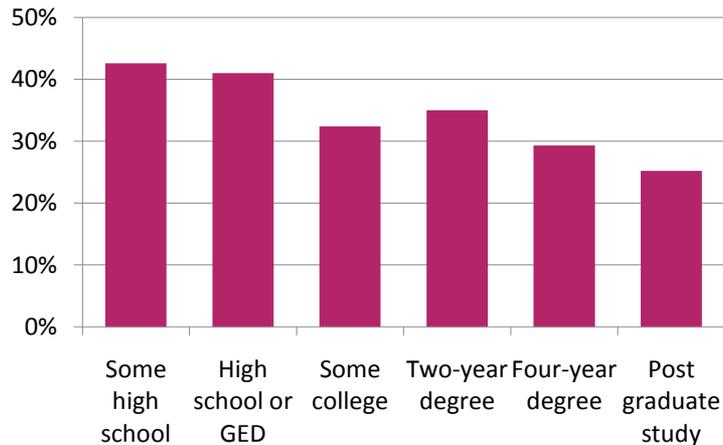
## Age



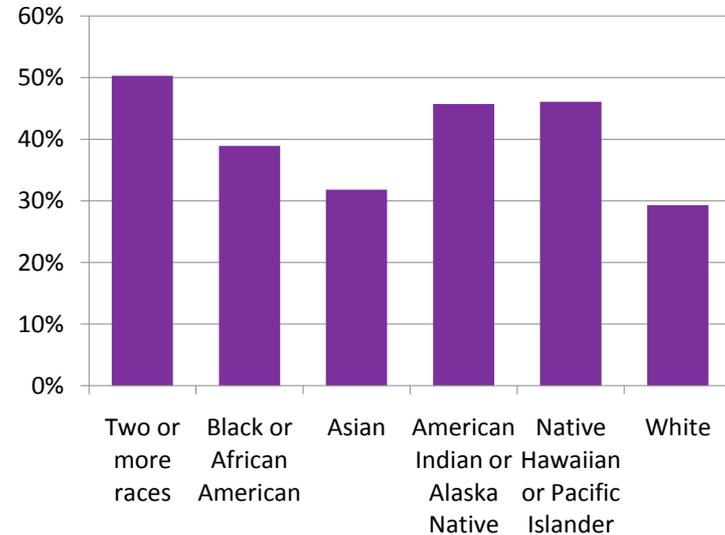
## Household income



## Education



## Race



# Availability of Alternative Access to the Internet

**22%** of users rely on the public library as their sole source for computer and Internet resources

**78%** have regular access at home, school, or work.

When I'm at home my brother is always hovering over me trying to get at the computer even when there's another one in the other room

I love "Google Earth" and can only access it at the library! My laptop at home (with a dial-up connection) doesn't have enough processing power to run it properly.

I use the library computer when my computer lets me down.

I have also used the library for purchasing things online when I wasn't sure about the security of my own computer.

When I first moved, I was unable to get internet connection at my home, so I used my local library's internet for about 2 weeks.

# Libraries and Librarians Make a Difference

**“At home, if you run into a problem, who are you going to turn to?”**

**67%** of users received one-on-one help from library staff or volunteers.

**14%** of users attended a computer-related training at the library.

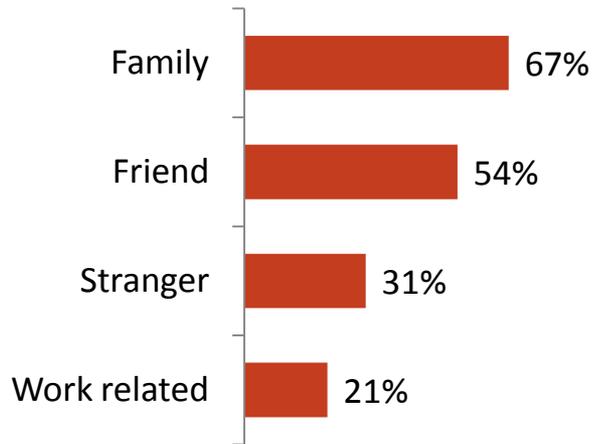


# Library Internet Users Help Others

**63%** of users helped someone else using library computers.

**“I helped a friend track her Green Card application through the State Department.”**

User's relationship to recipient of help

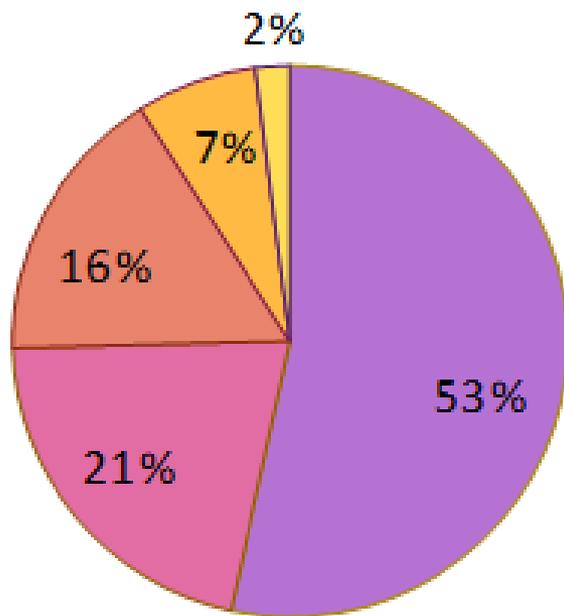


■ Percent of users who provide help to others



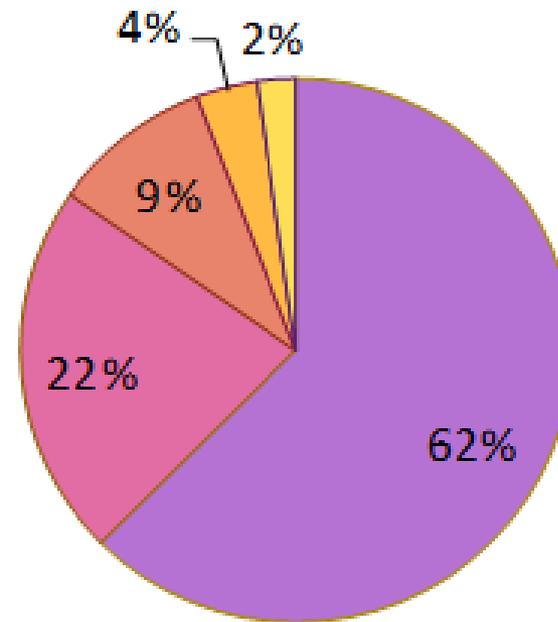
# The Importance of Public Library Internet Access

## Personal importance



Asked of public library computer and wireless users

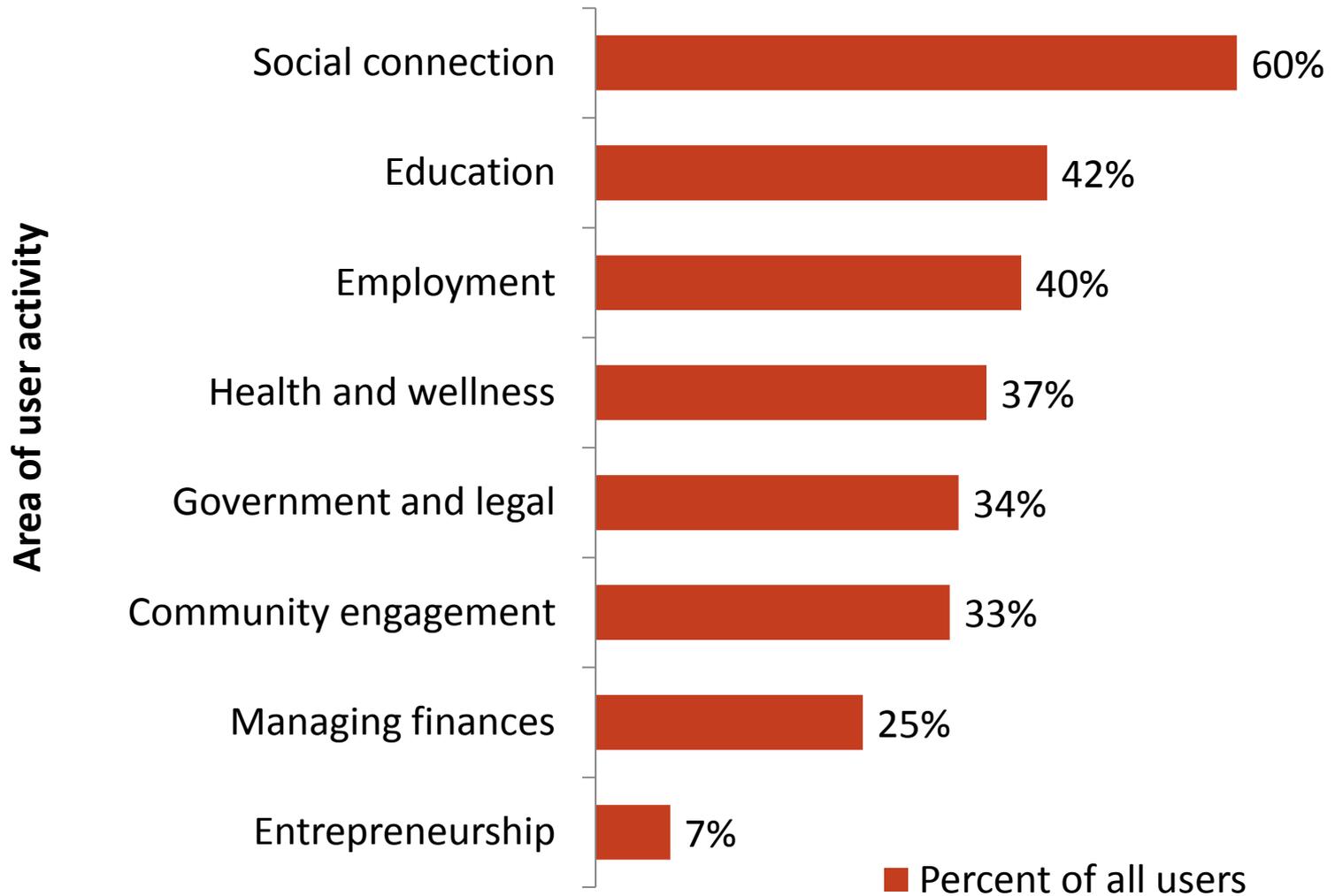
## Importance to community



Asked of all respondents

- Very important
- Important
- Moderately important
- Of little importance
- Unimportant

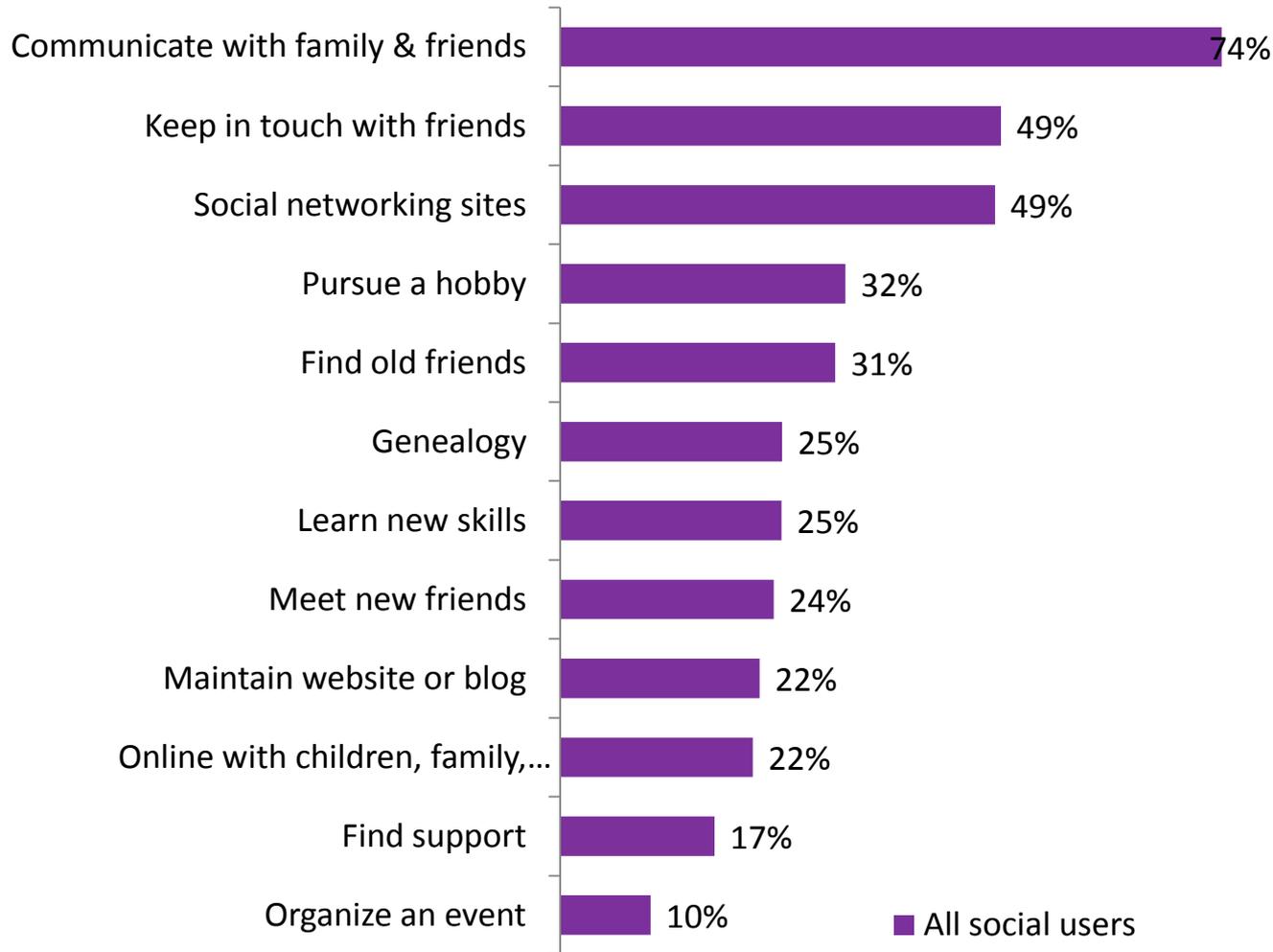
# How do People Use Library Internet Connections?



# Social Connection

**60%** of users engaged in social or entertainment activities

**11.8 million** communicated with family and friends living outside of the United States.



# How Libraries Help People Make and Maintain Social Connections

We used the library computer when hurricane Ike left us without power for 2 weeks. The library had power so we were able to communicate with relatives and get news. Some days that was the only outside communication we had. FEMA took over the cell phones so we needed to let people know we were ok.



I have used the internet to enjoy fan fiction written by others, to write my own and to post journals on my recent travels.

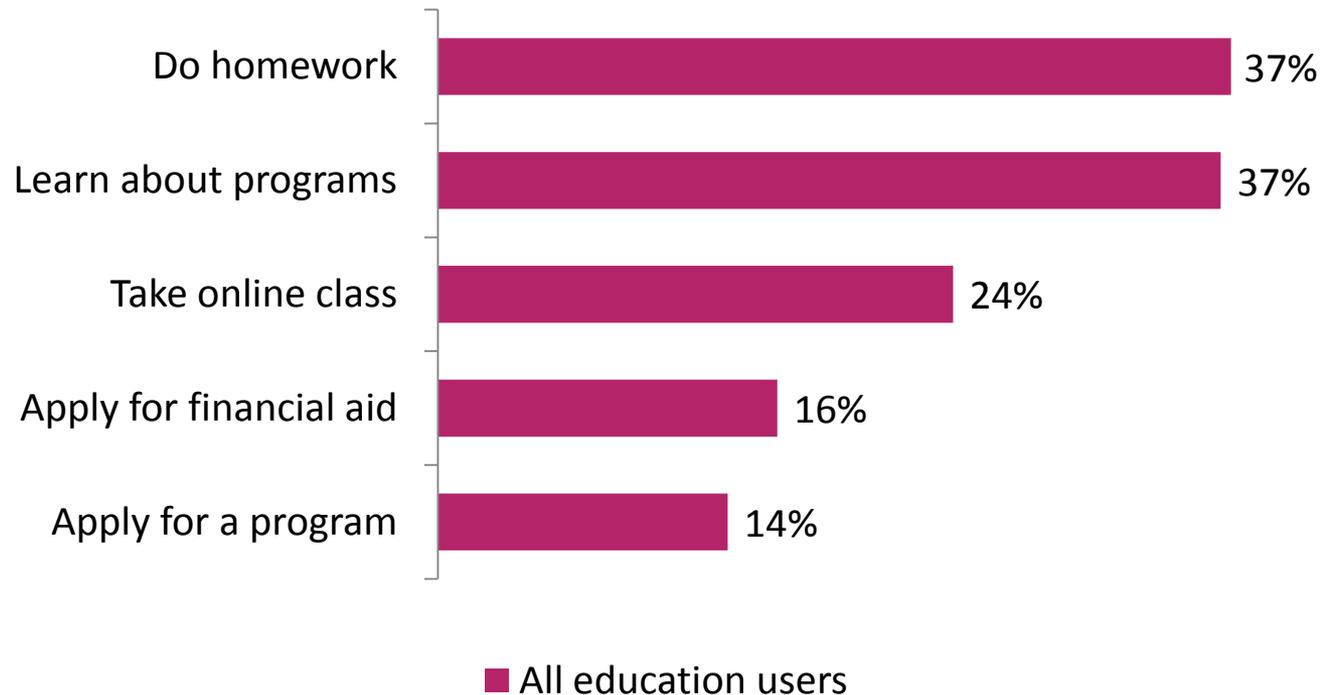
I use the high speed internet to send photos to family and friends. At home I can only afford dial-up.

I'm a missionary for the Church of Jesus Christ of Latter Day Saints and I use the library's computers to e-mail my family back home in Seattle. I would probably say that most every missionary serving in the United States does the same thing.

# Education

**42%** of users engaged in educational activities

**2.5 million** were accepted into a college degree or certificate program after using a library computer to apply



# How Libraries Help with Education

I live sort of far away; it takes me like a half hour to get home. So lots of times I'll come here and use the computers to type things for school projects.... Sometimes it's much easier for me to come here if I have something in the evening than go all the way back home.

I am pursuing my master's degree at Drexel completely ONLINE. Most of my research and course postings occur at the library.



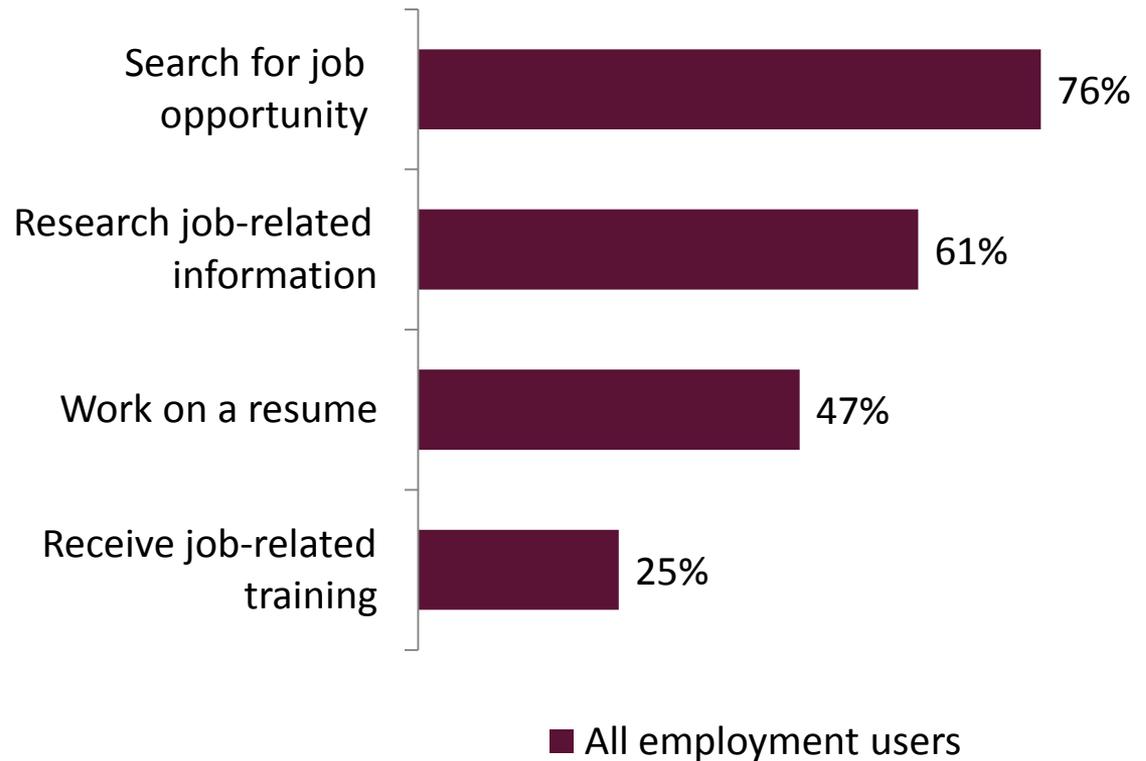
I completed much of my dissertation at the public library!

Sometimes my son has homework to do on the computer, and I enter with him, and I'm with him there, and I have benefited a lot from that really.

# Employment

**40%** of users engaged in employment activities

**3.7 million** got hired after using library computers to submit applications



# How Libraries Help with Employment

If you're just out there filling out applications and walking around, you get so tired and you give up...But in the library, you can do what would take you a week to do in one day.



I printed out business cards on the color printer. I was recently laid-off and having this resource available has helped me a great deal in my job search.

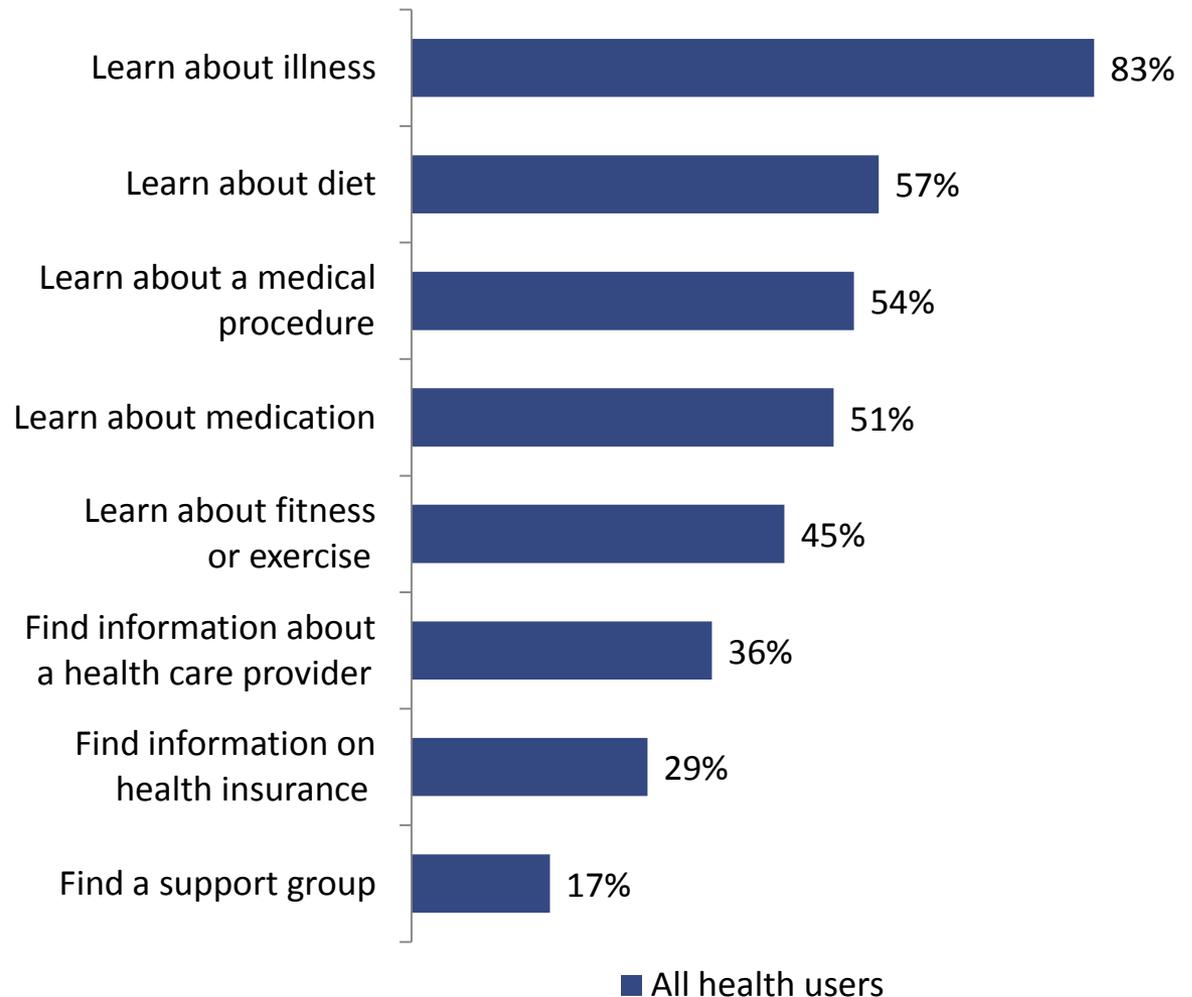
I am a developer and the library has been a major help in making resources available that I needed to keep up with current technology.

I used the computer to take Continuing Education credits for my job as a nurse.

# Health & Wellness

**37%** of users engaged in health & wellness activities

**11.4 million** people changed their exercise habits after using library computers to learn about fitness



# How Libraries Help with Health & Wellness

We as a family also go look up different recipes for healthy cooking and family exercise and social activities for our family and grandchildren.

I access my health-insurance provider to schedule and cancel appointments and submit health-related questions.



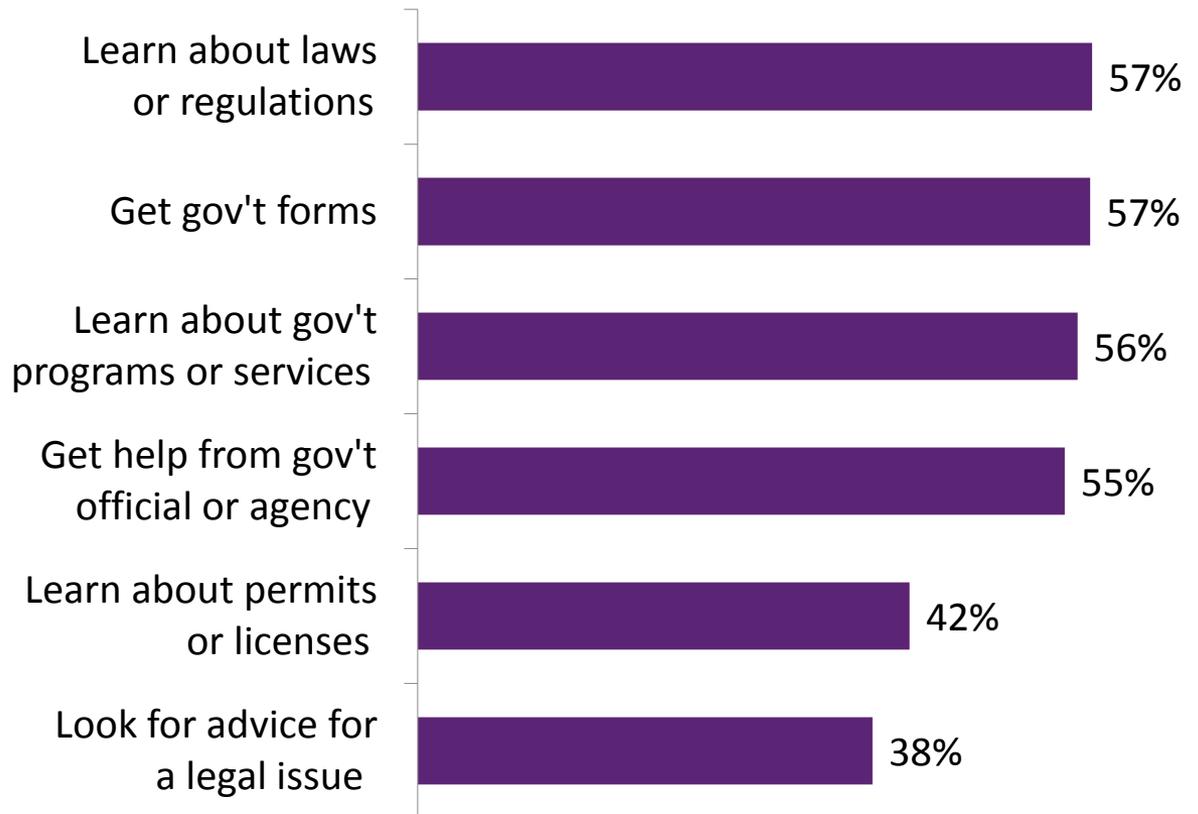
Our son had ringworm and we didn't even know what that was. We looked online and put in his symptoms and everything and then it told us what he had, told us what kind of medicine to give him. Because we didn't know what he had at all. We thought it was just a regular rash.

I had breast cancer so I'm able to talk with groups of women who've had breast cancer. It's easy. It's free.

# eGovernment and Legal

**34%** of users searched for eGovernment or legal information

**11.7 million** users got the help they needed from a gov't official or agency



■ All government users

# How Libraries Help with Government and Legal needs

I access information about the resources available in my county for senior citizens, including activity center locations, classes, and special events.

Library computers are a valuable resource for my disabled consumers to research current laws, the Americans with Disability Act especially.

I looked up information to obtain a hunting license at the Ohio Dept of Natural Resources website.



I remember after Hurricane Katrina the hotels were so full, people just kept coming and there was an older gentleman here. We had him on a research computer and our staff helped him fill out the FEMA paperwork.

# And More!!!

**33%** of users  
engaged in  
*Community or  
Political activities*

**25%** of users  
conducted  
*Financial activities*

I've surfed the Internet especially for mom and baby products and I often buy stuff at the library. I also search ebay.com and half.com and buy stuff while at the library usually using paypal.com

We used the Internet to develop a working donor list to provide funding for an international problem solving competition

Sometimes I'll do online bill payments for my computer, for other credit cards, and I'll check my bank balance. That's a normal day at the library.

I watched all the debates online... because I don't have a television.

I view Value Line, an electronic investment report. It's too expensive for me to buy. I am delighted the library has electronic access to Value Line. I use it every week to review stocks.

# Outcomes

## Education

- 2.5 million users were **accepted into a college** degree or certificate program after applying using a public library computer (3.8% of adult users)
- 2.5 million were **granted financial aid** after applying using a public library computer (3.8% of adult users)

## Employment

- 7.6 million users were **granted an interview** after using library computers to submit applications (9.9% of all users)
- 3.7 million people **got hired** after using library computers to submit applications (4.8% of all users, 23% of PAC job applicants)

## Health & Wellness

- 14 million people **made a diet change** after using library computers to learn about nutrition (18% of all users).
- 11.4 million people **changed their exercise habits** after using library computers to learn about fitness (15% of all users).

# Outcomes

## eGovernment and Legal

- 11.7 million users **got the help they needed from a gov't official or agency** (83% of those seeking help).
- 7 million users **submitted gov't forms** online (46% of those who retrieved forms)
- 8.3 million users **got the legal help they needed** (81% of users looking for legal help)

## Community Engagement

- 15.5 million people **decided to support a political candidate or cause** (75% of those learning about them).
- 1.4 million users **started a club or nonprofit group** (34% of those learning about start-up)

## Managing Finances and Entrepreneurship

- 2.1 million people were able to **reduce or better manage their debt** after using library computers to learn about getting out of debt (73% of users looking for debt information).
- 1.3 million business owners had **business increase** after using library computers to locate customers (49% of users looking for new customers).

# Project Contributors

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*The Bill & Melinda Gates  
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*UW Center for the Studies of  
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*UW Social Development Research  
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## With many thanks also to

Enoch Pratt Free Library

Fayetteville Public Library

Marshalltown Public Library

Oakland Public Library

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Association & all 50 State Libraries

