Taxpayer
Return On Investment
in Florida Public Libraries
2013

$1 invested = **$10.18**
in
Economic Return

Presented To:
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ABOUT US

Located in the SunTrust Tower in historic downtown Pensacola, Florida, the Haas Center collects, analyzes and distributes economic data for clients seeking expert economic advice. We exist to help entrepreneurs and industry leaders—from traditional manufacturing to emerging technologies—meet their information needs in the modern economy.

The Haas Center specializes in data analysis for the purposes of economic forecasting, marketing research, business expansion, tourism and real estate development, as well as industry and academic studies. The Haas Center's staff combine academic credentials with varied experience, ranging from economists to survey specialists. Each professional combines innovation with attention to detail to produce high-quality research products for Center clients.

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Executive Summary

Florida's public libraries are a vital asset in supporting educational, recreational and business needs across the state. The state's 555 public library outlets promote lifelong learning, including emergent literacy support for children, parents and caregivers, as well as provide public service hours dedicated to technological instruction. They are a hub for those researching entrepreneurship or evaluating commercial goods and services. Additionally, many people enjoy the library's relaxing atmosphere, recreational materials, events for the public, or help obtaining information for their personal or family needs.

The study that follows assesses the taxpayer return on investment in Florida public libraries. It is an update to a previous study conducted in 2004 and updated in 2008. Table 1 provides a comparison of the return on investment findings from each of the three studies. As the table indicates, Florida public libraries have provided increasing returns on taxpayer investment over the last nine years. Between 2004 and 2013, Florida public libraries have generated an additional $3.64 in economic return for every $1 of public funds invested. More importantly, the Total Net Benefits to Users, the value library patrons believe library services provide them

Table 1. Return on Investment in Florida Public Libraries 2004 - 2013			
Component	**2004**[1]	**2008**[2]	**2013**[3]
Total Revenue Investment	$449 mil	$668 mil	$496 mil
User Investment	$1.72 bil	$2.9 bil	$2.0 bil
Cost to Use Alternatives	$4.05 bil	$7.19 bil	$6.54 bil
Total Net Benefit to Users	$2.33 bil	$4.29 bil	$4.51 bil
Community Economic Benefits	$447 mil	$1.1 bil	$1.0 bil
Lost Use Benefits	$155 mil	$79 mil	$39 mil
Economic Return	$2.93 bil	$6.23 bil	$5.55 bil
Return on Investment	**$6.54 to $1**	**$8.32 to $1**	**$10.18 to $1**

1. Return on Investment calculations are based on FY 2002-2003 library revenues.
2. Return on Investment calculations are based on FY 2007-2008 library revenues.
3. Return on Investment calculations are based on FY 2011-2012 library revenues.

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relative to what it costs to use those services, has nearly doubled from $2.33 billion in 2004 to over $4.51 billion in 2013.

In order to determine this value, this year's update utilizes comparable methods as the previous studies to assess the economic and social value library patrons place on Florida public libraries. The study utilizes an analytic approach known as contingent valuation, which provides a means of valuating non-market goods and services through both quantitative and qualitative methods. At the core of the study, Haas Center researchers administered multiple surveys throughout the state to collect a variety of data regarding public library use. These data are used to provide economic estimates for User Investment, Cost to Use Alternatives, Total Net Benefit To Users, Community Economic Benefits, Lost Use Benefits and, ultimately, Return on Investment.

Furthermore, the study measures the social value library patrons place on public libraries along several dimensions. For instance, library patrons are asked to consider the different ways they use the library, such as with children, to meet personal or family needs, job or work-related needs as well as for educational needs. Additionally, several questions were designed to explore perceptions of the library and its value within the community.

The following study presents key findings, including the Return on Investment, economic impact and survey results conveying the social value of public library services. Overall, the Florida taxpayer's return is calculated to be $10.18 for every $1.00 invested during 2013. In other words, taxpayers invested $496 million but received approximately $5.55 billion in economic benefits.

Key Terms

Return on Investment (ROI): The relationship between the total economic return and the total investment in public libraries.

Total Revenue Investment: The revenues received by the public libraries including federal, state and local funds; fees and fines; cash gifts and donations.

User Investment: The investment by users in their time, travel, etc., necessary to use public libraries or specific services.

Cost to Use Alternatives: The estimated costs and time to use alternatives to the public libraries should they cease to exist, and should users decide to pursue alternatives.

Total Net Benefits to Users: The added cost to use alternatives to the public library. This is equivalent to the cost to use alternatives minus the user investment.

Community Economic Benefits: These are benefits that flow from public library use, such as library spending with vendors and contractors in the state, as well as revenues generated by vendors and contractors in the library (e.g., copying) and spending that occurs as a result of library use (e.g., restaurants).

Lost Use Benefits: Benefits derived from use that would be lost if the public libraries did not exist.

Economic Return: The results of public library use that can be expressed in economic terms.

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Introduction

Florida's public libraries play an essential role throughout the communities in which they operate. Though traditionally considered havens for recreational readers, today's libraries have expanded their roles by providing information and community services. Public libraries have become centers of emerging technologies, offering a vast array of Internet resources, access to technological equipment and hours of technological instruction for the public. In addition to material resources, public libraries offer guidance, expertise and support through the army of library staff that serve residents throughout the state.

Public libraries provide valuable access to scarce resources within financially struggling communities. In FY 2012, Florida's public libraries received over 82 million in-person visits and an additional 92 million virtual visits. Considering the frequency of utilization, it is of little surprise that nine out of 10 Americans believe that the closure of their local public library would impact their community.[4]

However, the economic downturn beginning in 2008 has led to significant budgetary challenges for the nation's libraries. Nearly 57% of public libraries nationwide reported flat or decreased operating budgets continuing through FY 2012.[5] Florida is no exception; between FY 2008 and FY 2012, Florida's public libraries have experienced a 25% decline in funding from $668 million to $496 million. Public libraries throughout the nation have countered this trend by reducing the hours in which they are open to the public. In FY 2012, a sizable 9.1% of all public libraries reported reduced hours. With the significant decline in funding, Florida public libraries have

4. Kathryn Zickuhr et al., "How Americans Value Public Libraries in Their Communities," *Pew Research Center,* December 2013. Available at libraries.pewinternet.org/files/legacy-pdf/PIP_Libraries%20in%20communities.pdf.

5. Hoffman, Judy, John Carlo Bertot, and Denise M. Davis. "Libraries Connect Communities: Public Library Funding & Technology Access Study 2011-2012." Digital supplement of *American Libraries* magazine, June 2012. Available at ala.org/research/plftas/2011_2012#final report.

been forced to follow this trend; as of FY 2012, approximately 21% of all public libraries across the state reported reduced hours.[6]

Nature of the Study. This comprehensive study analyzes the economic links between Florida's public libraries and their communities. Prior to the release of the 2004 study, measuring the social value, resources and opportunities provided by public libraries had been discussed in many studies. However, the 2004 *Taxpayer Return on Investment in Florida Public Libraries* study was distinct in its ability to link specific economic benefits to the investment of taxpayer dollars in Florida. The 2008 update repeated this methodology, but added additional questions that gathered patrons' perceptions of the library's role within the community.

Methodology

The 2013 update employed identical methods as the previous two studies. Two surveys were distributed to measure the usage of public libraries by library patrons: a statewide household telephone survey and an Internet survey administered throughout the state's public libraries. Additionally, an organizations survey was sent via email to a group of private and public organizations who utilized library services. These included universities, public and private K-12 schools, private businesses and government agencies. Finally, a follow-up survey was administered to library staff to gather unconventional visitor information, as well as additional data about business operations.

These surveys collected both quantitative and qualitative data. Utilizing the contingent valuation method, this study explores the consequences of the elimination of Florida public libraries by asking users to place a value on goods and services that are currently not priced. This is measured by surveying library patrons as to how much it costs in time

6. Ibid.

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and travel for them to utilize their local public library, as well as what they believed their costs would be to utilize an alternative service if their local public library were no longer available. In addition to measuring the return on investment, this study estimates the economic impact generated by Florida public libraries across a number of economic variables, such as jobs supported and Gross Regional Product.

Table 2. Number of Surveys Completed	
Survey	**Respondents**
Library Patrons (Internet)	3,170
Library Patrons (Telephone)	593
Organizations	300
Follow-up with Libraries	52
Total	**4,115**

Respondents of the library patrons survey estimated their costs to use public libraries, costs to use alternative sources and additional spending corresponding to their library visits. These figures were used to estimate the return on investment taxpayers receive by investing into Florida's public libraries. The survey also asked library patrons to indicate the reasons they last visited the library, such as to bring a child, to meet personal or family needs, work or job-related needs, or educational needs. Additionally, several questions sought to understand library patrons' perceptions of public libraries and their value within the community. These questions prompted respondents to evaluate the library's role within neighborhoods, business communities and in the educational arena.

As indicated in Table 2, nearly 600 adults participated in the statewide telephone survey conducted in August and September 2013. Approximately 3,200 respondents completed the Internet survey, which was conducted between July and October 2013. While not exactly identical, both instruments were designed to elicit comparable information. Participants shared information on their library usage, including services used and time spent at the facility, costs associated with library use and

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possible alternatives, as well as their perceptions of the social value public libraries generate and demographic information.

Additionally, two other surveys were administered between July and October 2013. The organizations survey was distributed to a mix of public and private schools and universities, businesses and government facilities. Three hundred respondents provided information on how their organizations utilized the services provided by Florida public libraries. Responses to the follow-up survey were completed by 52 libraries. This survey gathered estimates on distinct types of library visitors, out-of-state loans, expenditures and revenues.

Figure 1. Distribution of Survey Participation

The map in Figure 1 presents the distribution of survey respondents by their county of residence. The data presented includes those who participated in both the telephone and Internet patrons surveys. This distribution reasonably matches the population density patterns of the state. Counties with the highest populations, such as Collier, Polk, Hillsborough, Pasco, Orange and Duval, were well represented in the survey. Although a handful of counties were not represented, by applying county-level population ratios to the survey results, we were able to provide county estimates for each component considered in the return on investment calculation.[7]

7. For these estimates , please visit roi.info.florida.gov.

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Return on Investment

Return on Investment (ROI) represents the economic relationship between the Economic Return and the Total Revenue Investment in public libraries. In FY 2012, Florida public libraries were supported by a $496 million investment from a combination of local, state, federal and other sources. In the aftermath of the economic recession, Total Revenue Investment, the funding received by public libraries, experienced a significant decline. Since FY 2008, investment levels have fallen from $668 million to $496 million in FY 2012. Local revenue, which provides the bulk of funding for public libraries, saw the largest decline over this period.

Calculating the Return. Although, fundamentally, the Return on Investment calculation represents the relationship between FY 2012 Total Revenue Investment and the Economic Return derived from survey data, many other inputs are needed to determine these values; Table 3 presents these inputs. All inputs, with the exception of the Total Revenue Investment, have been derived from data collected in both the Internet and telephone patrons' surveys.

The first step in calculating the Economic Return is to determine User Investment. Survey respondents reported that it cost them in time and travel just over $2 billion to use library services, while it would cost them

Table 3. Return on Investment for FY 2012	
Total Revenue Investment (TRI)	$496 mil
User Investment	$2 bil
Cost to Use Alternatives	$6.54 bil
Total Net Benefit to Users	$4.51 bil
Community Economic Benefits	$1 bil
Lost Use Benefits	$39 mil
Economic Return	$5.55 bil
Return on Investment	**$10.18 to $1.00**

approximately $6.54 billion to use an alternative service. By subtracting User Investment from the cost to use alternatives, it is estimated that Florida public libraries provide users with a Total Net Benefit of approximately $4.5 billion. In other words, survey respondents reported that if public libraries did not exist throughout the state, it would cost them an additional $4.5 billion to replace the services provided by the existence of Florida public libraries.

Survey respondents also reported over $1 billion in Community Economic Benefits. This figure captures the indirect spending associated with public library use, such as libraries purchasing the varying types of collections offered at each library, or patrons frequenting a nearby coffee shop as a result of visiting the library. Finally, the study measured the savings Florida public libraries provide to those who would not know how to replace the services lost by the absence of public libraries. This Lost Use Benefit is reported to be $39 million. Taken together, Total Net Benefits to Users, Community Economic Benefits and Lost Use Benefits sum an Economic Return of approximately $5.55 billion. With the Economic Return figure now calculated, the Return On Investment for Florida public libraries, based on the Total Revenue Investment of $496 million for FY 2012, is calculated to be $10.18 for every $1 of taxpayer revenue investment.

Since most of the data used in the analysis was collected from multiple surveys, it is important to highlight that these figures are the perceived costs and benefits as reported by library patrons. Thus, the economic benefits are based on individuals perceptions of time and money spent using the library in addition to using alternatives. However, these figures are an excellent indication of the economic value that library patrons put on the services provided.

Statewide Economic Impacts

In addition to Return on Investment, Florida public libraries provide statewide economic impacts. These impacts are a result of the spending associated with the operations of public libraries. In other words, economic impacts provide a measure of how library spending ripples throughout the larger state economy. The impacts discussed in this study include the Gross Regional Product, Wages and the number of jobs supported. In the discussion below, all impacts are total in nature, meaning they include three orders of effects—primary, secondary and tertiary. Primary effects include initial library expenditures (staff salaries, utilities, and such). Secondary effects take into consideration the increased spending from library vendors as a result of doing business with the library. Tertiary effects include the additional spending occurring as a result of the indirect effects. This would include the spending by the additional staff hired by library vendors to satisfy library demand, such as purchasing fuel or eating out at a local restaurant.

The Model. The economic impacts are calculated using Regional Economic Models, Inc. (REMI) PI+, Model FL Counties v1.52, Build 3274. The REMI model is a dynamic forecasting tool used to explore the outcomes of proposed policy changes. REMI is an econometric, dynamic structural model utilizing inter-industry input/output estimates. The model incorporates detailed information on industries and their relationships within the region. It takes into account that agents will change their behavior in response to shifting economic conditions. Additionally, the model incorporates equilibrium tendencies, including the effects on local suppliers, employees and owners, as well as general market conditions. REMI's equilibrium mechanism is especially important when considering policy changes to large

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Table 4. Economic Impacts Associated With REMI Model Simulation	
Total Revenue Investment (TRI)	$496 mil
Gross Regional Product (Statewide Impact)	$6.57 bil
Wages (Personal Income)	$14 bil
Number of jobs produced	192,900
Average jobs produced (Divided by 32 years)	6,028
Gross Regional Product increase for every dollar spent (GRP/TRI)	$13.23
Personal Income increase for every dollar spent (Wages/TRI)	$28.42
One job created by every dollar spent (TRI/Number of jobs produced)	$2,574
User Investment	$2 bil
Benefit-to-state in terms of wages (GRP + Wages - TRI)	$20.2 bil
Benefit-to-cost ratio wages (Benefit-to-state/User Investment)	10 to 1
Net benefit wages (Benefit-to-state minus User Investment)	$18.2 bil

spending flows. The model is more likely to present a net, rather than gross, impact of the proposed policy change due to the feedback system inherent to the model.

Methods. Constituting a substantial spending flow, the model utilizes FY 2012 public library revenues (Total Revenue Investment) of $496 million as a direct input. The econometric, input/output model simulates a scenario in which the tax revenue that supports libraries is redistributed to other government sectors. The model projects outward over a 32-year period in order to demonstrate the economic loss projected to occur throughout the state's economy if the FY 2012 investment of $496 million were to be reallocated.

Results. Table 4 presents the economic impacts produced by this scenario. As the table demonstrates, it is estimated

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the Florida economy would be impacted across a number of economic metrics. The state's Gross Regional Product is estimated to be impacted by $6.57 billion over 32 years if public libraries were no longer funded. This impact means that for every $1 invested into Florida public libraries, Gross Regional Product is estimated to increase by $13.23. Furthermore, economic activity stimulated by Florida public libraries is estimated to support nearly 193,000 jobs. One job, including those supported by secondary and tertiary effects, is created for every $2,574 spent on public libraries. These positions contribute an additional $14 billion in personal income to Florida's economy. As a result, personal income (Wages) is increased $28.42 for every dollar invested over the length of the simulation.

Finally, the benefit to cost ratio for wages statistic reflects the relationship of economic benefits associated with the library ($20.2 billion) relative to the costs for patrons to use the library ($2 billion). With a ratio of 10 to 1, the model suggests that Florida receives a substantial amount of economic benefits in return for using public libraries. It is important to keep in mind these figures represent the total economic effects resulting from public libraries activities, including primary, secondary and tertiary spending impacts. However, the net effect of these activities provides a substantial and significant impact when considering the initial taxpayer investment.

Library Patrons Survey

Florida's public libraries contribute valuable services and resources to their communities. The following section presents the key findings from the study's survey data that measures the perceived value of these services. The data has been gathered from two instruments: the Internet patrons survey and the household telephone survey. Both

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surveys were designed to measure the value patrons place on the services provided by Florida public libraries. This analysis of this data from both instruments is presented side-by-side to best represent all participants' perceived value of these services.

Demographics. Unlike other information highlighted in the following sections, the demographic comparisons have been provided for only the household telephone survey. These demographics are represented in Figures 2 through 5 on the following pages. Survey respondents had to be at least 18 years old and a current resident of Florida in order to participate. As the following section illustrates, with the exception of gender, the demographic distribution of survey respondents tracks reasonably well with that of the state of Florida. Please note, all state demographic data was derived from the DemographicsNow database.

Figure 2 provides the gender distribution captured from the household telephone survey (outer circle) compared to the state (inner circle). The figure shows that the telephone survey captured approximately 10% more women relative to the state's gender breakdown. Figure 3 provides the
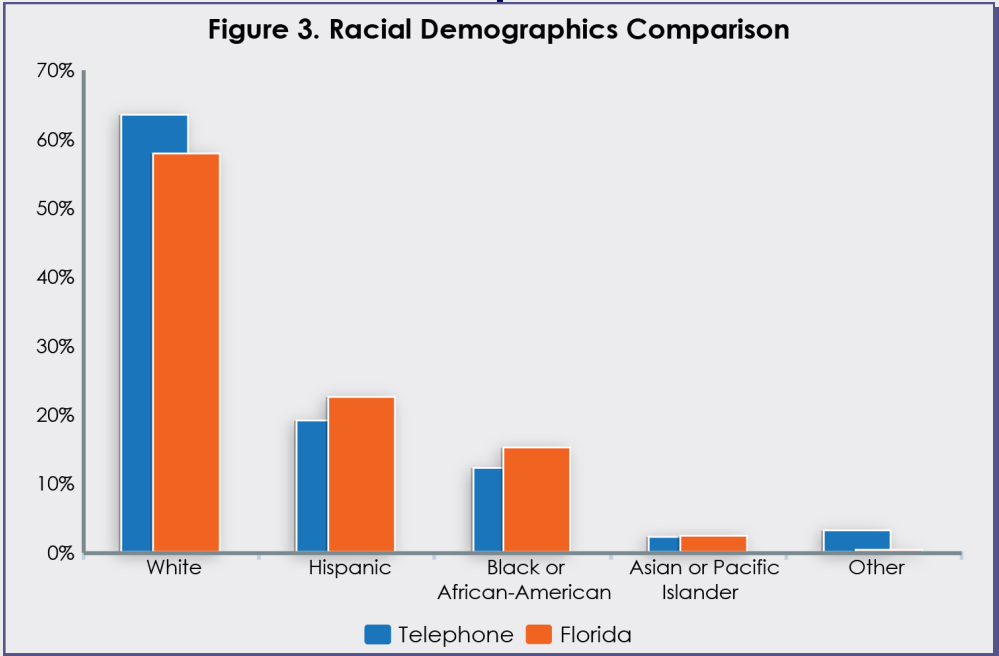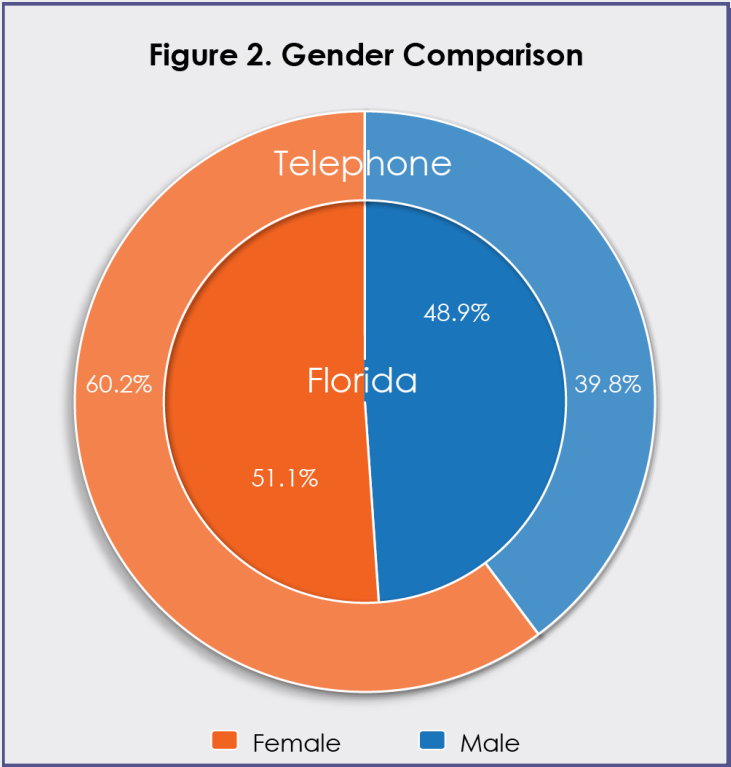
Figure 2. Gender Comparison

Telephone

60.2%

Florida

48.9%

39.8%

51.1%

Female   Male

Figure 3. Racial Demographics Comparison

White | Hispanic | Black or African-American | Asian or Pacific Islander | Other

Telephone   Florida

racial distribution of survey respondents. As the figure illustrates, slightly more individuals who identified as white were represented in the telephone survey, with slightly less of those identifying as Hispanic or African-American, relative to the state. Figure 4 presents the household income distribution of survey respondents. The figure indicates that the telephone survey captured a greater portion of individuals with a household income between $50,000 and $75,000 than would be expected by the state household income distribution. Finally, Figure 5 provides the distribution of the age component. The share of survey participants within the 18-29 and 30-44 age brackets are less than those found throughout the state, while those over the age of 55 is slightly greater. While the demographic makeup of survey respondents resembles reasonably well those of the state, respondents to the household telephone survey tended to be female, white, middle class and slightly older.

Figure 4. Household Income Comparison

Figure 5. Age Demographics Comparison
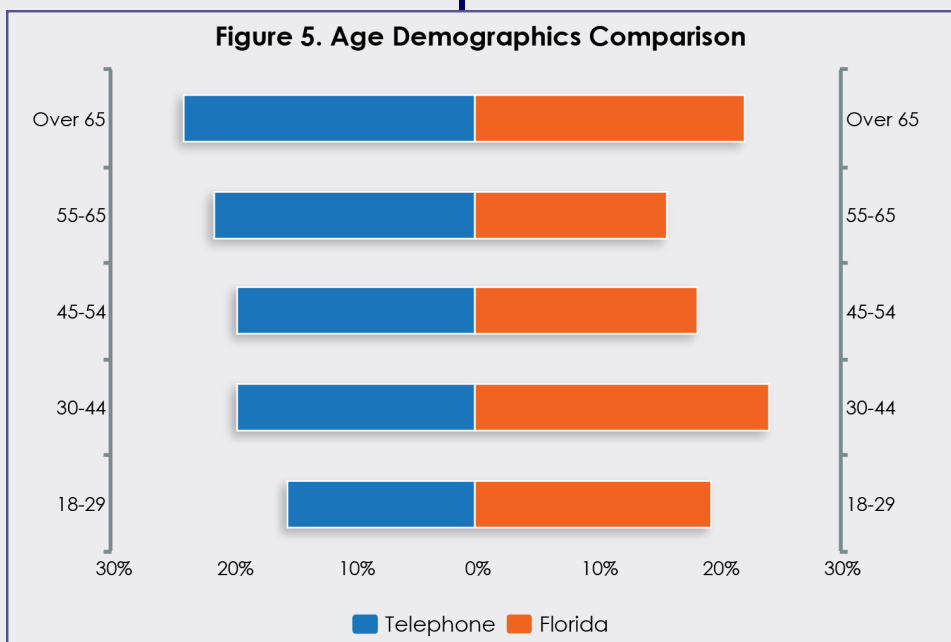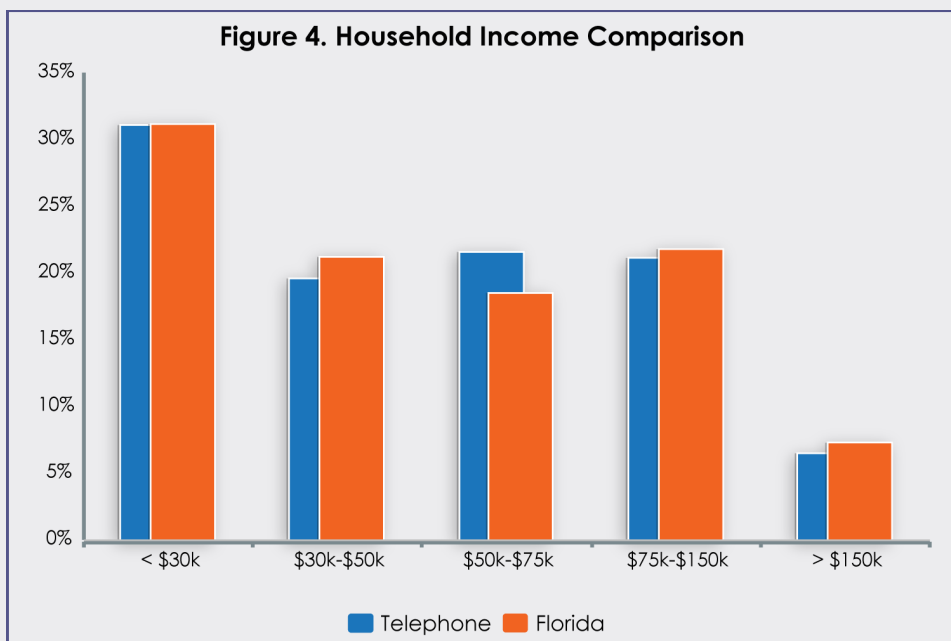
Frequency of Visits. Before comparing the results of both surveys, it is important to understand that a fundamental difference exists between the way each group of survey respondents

utilize public libraries. Survey results show that telephone and Internet survey participants frequented the library in different ways. Nearly 90% of respondents to the telephone survey indicated that they visited public libraries 25 times or less annually. Nonetheless, they spent more time in the library per visit, with 55% of visits lasting longer than 45 minutes. Internet survey respondents reported visiting their public library more often, with 55% visiting more than 25 times a year. However, 65% of respondents spent less than 45 minutes at the library on their last visit. The propensity for Internet survey respondents to frequent public libraries more often and for shorter periods of time may indicate a higher level of reliance on library services.

Public Library Services. Florida's public libraries offer a wide range of services to their patrons. The telephone and Internet surveys asked patrons about their use of specific library services, either on their last visit or previously. Figure 6 (on the following page) provides this breakdown. These services include traditional features, like checking out books, as well as utilizing Internet databases, checking out e-books and accessing e-journals. Different aspects of Internet access are incorporated into many of the questions estimating the use of library services. Patrons described using the library's Internet access for several types of recreation, including games, watching movies or listening to music. However, a significant portion of respondents reported using library computers to meet their personal needs. Approximately 25% of telephone survey respondents and 20% of Internet respondents reported they previously used a library work station to fill out job applications and government assistance forms.

Furthermore, survey respondents reported that reading and checking out traditional books and periodicals

Figure 6. Services Used in Library Visits

Service	Previous Visit Telephone Survey	Previous Visit Internet Survey	Last Visit Telephone Survey	Last Visit Internet Survey
Read materials in the library	41.82%	45.3%	25.63%	26.56%
Checked out a book	63.91%	51.83%	52.95%	75.17%
Watched media in the library	10.79%	13.15%	5.22%	4.54%
Played online games	5.06%	7.19%	2.36%	3.63%
Got news online	15.85%	14.2%	7.42%	11.2%
Visited an online museum	5.73%	7.89%	0.84%	2.9%
Watched media online	15.18%	12.97%	6.41%	7.1%
Product/services research	12.65%	24.64%	5.06%	15.52%
Searched the library online catalog	26.81%	47.07%	16.36%	52.11%
Searched a bibliographic database	15.18%	18.23%	6.91%	10.35%
Utilized e-books	11.97%	26.53%	5.06%	17.32%
Utilized journal articles	16.19%	14.89%	7.08%	7.07%
Completed online government forms or application	24.64%	19.31%	10.96%	8.36%

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- Previous Visit Telephone Survey
- Previous Visit Internet Survey
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continue to be the most utilized service among all library patrons. More than half of both surveyed groups had checked out a book through a public library during a previous visit. However, more than 75% of Internet survey respondents had done so on their last visit to the library. The

Figure 7. Internet Use in Minutes by Library Patrons
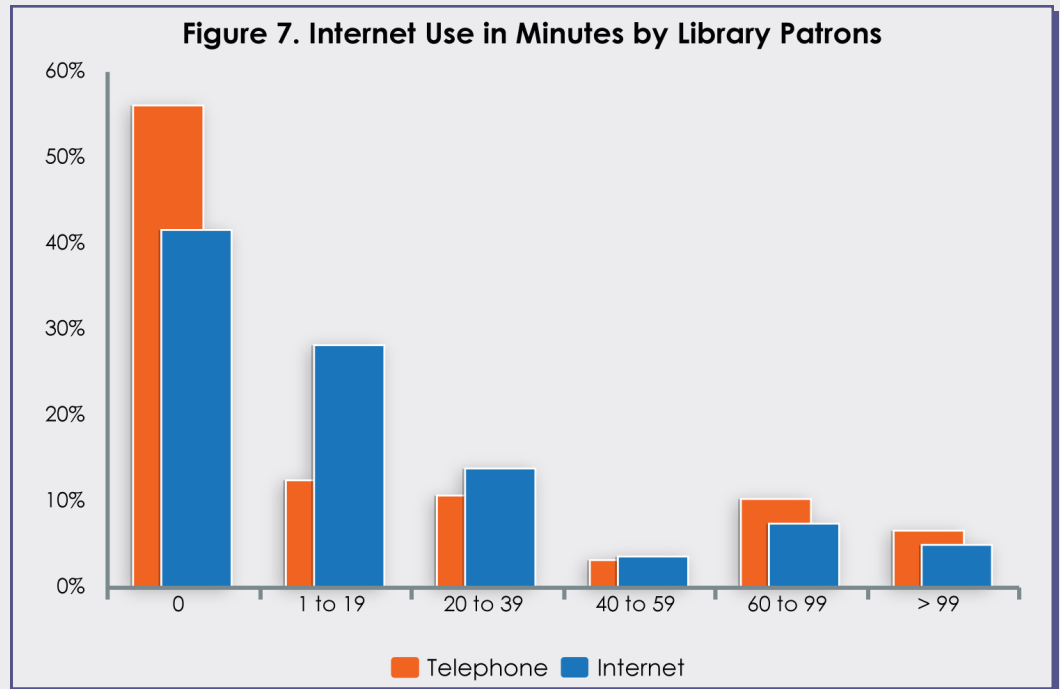
majority of services listed in the survey were utilized similarly by both samples of library users. Nevertheless, in some instances Internet respondents were more likely to have recently used specific services. This occurrence, along with the pattern of visiting the library more often, further supports the assertion that Internet respondents may have a greater reliance on the services provided by public libraries than those surveyed by telephone.

For example, 52% of Internet respondents recently used a public library's online catalog. However, only 16% of telephone survey participants had used this service on their last visit. Internet respondents were also more likely to utilize library services for consumer research on services or products. Although both groups of respondents reported higher rates of accessing traditional reading materials, Internet survey respondents reported utilizing e-books at significantly higher rates than their telephone counterparts. Nearly 27% reported in the Internet survey that they had utilized an e-book on at least one of their previous trips and just over 17% reported doing so on their last trip, compared to 12% and 5% respectively for telephone respondents.

I n t e r n e t   U s e .
Approximately 42% of Internet and 56% of telephone participants indicated that they did not spend any time on the Internet during their last visit to the library. However, the results in Figure 7 (on the p r e v i o u s   p a g e) indicate that there were two different patterns of utilization for each group of

Figure 8. Remote Connection to Public Libraries by Patrons

	Internet	Telephone
Heard of remote service	92.5%	58.94%
Connected via remote service	91.44%	46.1%
Used services requiring barcode	87.98%	53.53%

■ Telephone ■ Internet

survey respondents. Internet respondents reported that they often used the Internet, but for brief periods of time. The largest group of respondents who accessed the Internet during their last visit, 28% of users, indicated they used these services for less than twenty minutes. Library users who participated in the household telephone survey showed different patterns of Internet use. A combined total of approximately 17% reported using these services for an hour or longer on their last public library visit. While telephone respondents reported they accessed the Internet less often than Internet respondents, they reported using it for longer periods of time.

Remote Connection. As public libraries have increasingly become hubs for offering innovative technologies, they have offered ever more services over the Internet. Participants were asked a series of questions regarding their use of a remote connection to access library services. Figure 8 presents these results from both surveys. An overwhelming majority of Internet survey respondents had previous knowledge of libraries' remote services. Almost 93% were aware of the availability of remote

access that connected users at home to their services via the Internet. Indeed, nearly the same number had connected via remote service previously. Only slightly less, about 88%, had used remote access services that required a barcode number from a library card.

Figure 9. Importance of Library Services
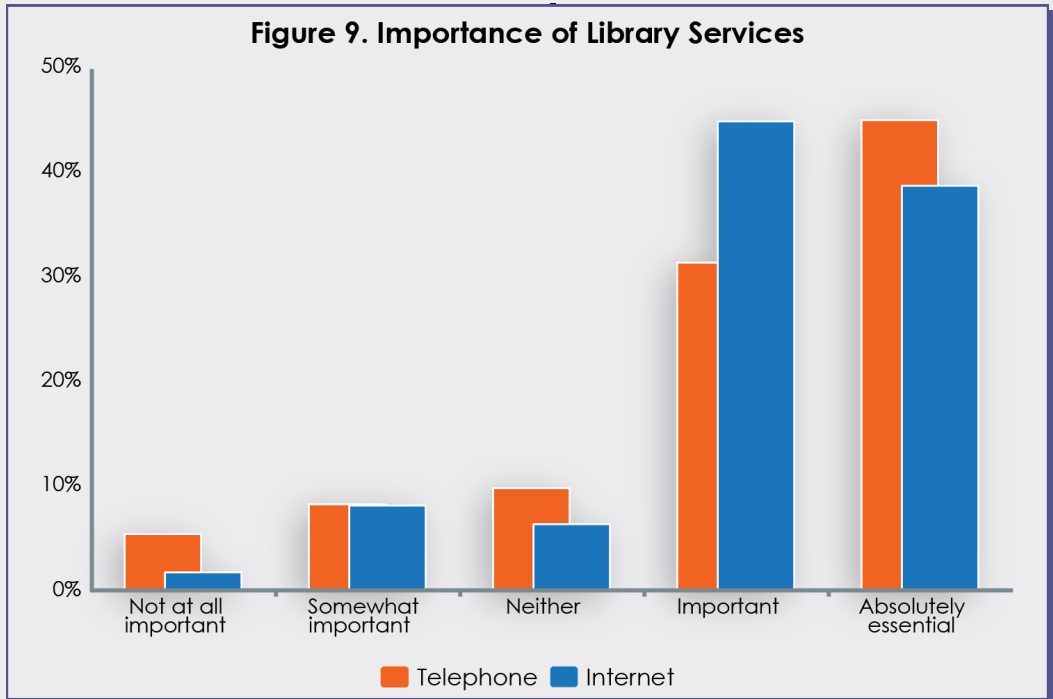
As demonstrated in Figure 8 (on the previous page), the data indicate that household telephone survey respondents were less likely to know about or use these remote access services. A majority, nearly 59%, still indicated they had heard of these services. However, only 46% of them reported connecting to public library services via remote access. Services requiring a barcode number were utilized slightly more at 53%.

The Importance of Library Services. Though the patrons survey was designed to measure the significance of library services to the greater community, one question in particular asked respondents to rate how important libraries were in meeting their needs. In Figure 9, a combined 84% of Internet respondents said that the information provided by the library was either important or absolutely essential in meeting their personal needs. A similar pattern was found in the household telephone survey, in which 76% reported that library services were important or absolutely essential in meeting their personal needs. Additionally, nearly half of all

respondents (both Internet and telephone) felt that utilizing public library services helped save them either time or money.

Another set of questions included in the patrons survey was designed to assign value to public library membership. As demonstrated in Figure

Figure 10. Perceived Economic Value of Library Cards
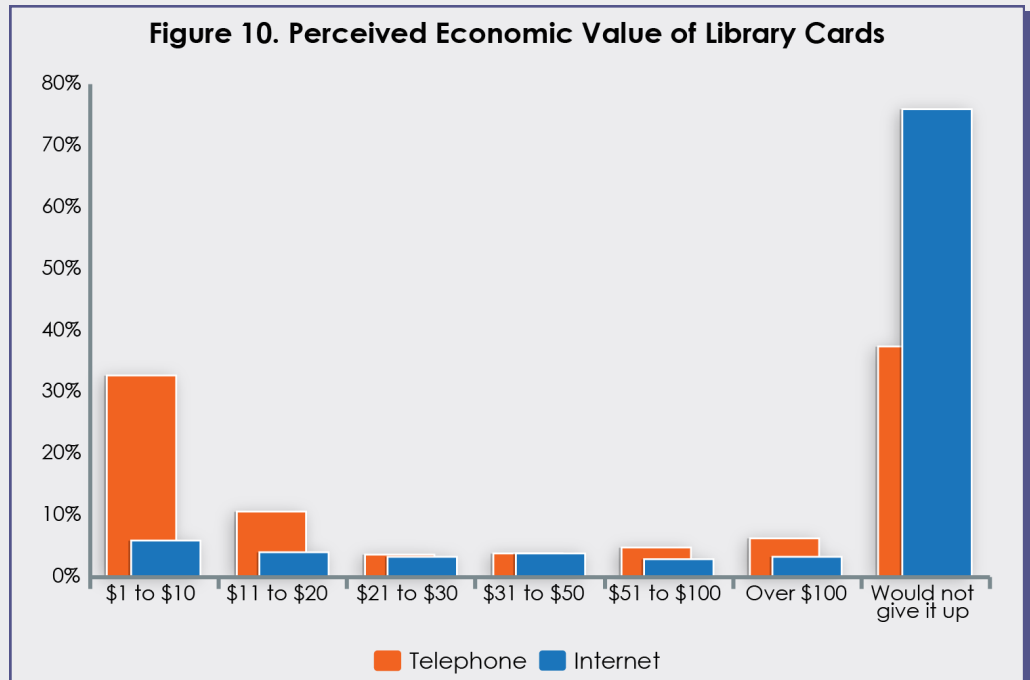
10, respondents were asked how much they would seek if they were to sell their library card. Nearly 76% of Internet and 38% of telephone respondents reported that they would not give their card up at any price. The next most frequent answer (33% of telephone respondents and 6% of Internet) listed the selling value between $1and $10.

The Contingent Valuation method requires respondents to evaluate a scenario in which there were no public libraries, including what type of alternative plans they would make. Participants were asked how they would meet their needs if Florida public libraries were no longer in existence. The results are displayed in Figure 11 (on the following page). The combined figures show that many respondents would still need information, but they would not know where else to find equivalent services. Nearly 30% of Internet respondents identified this as a problem, while only 10% of telephone participants did so. Some respondents, approximately 6% Internet and 15% telephone, said they would not bother to do anything, while most participants said they would use another

source to replace the lost services.

Halo Spending. Public library users often combine their trips with additional errands and activities, like shopping or frequenting restaurants. This type of spending is referred to as "halo" spending, in that the expenditures occur as

Figure 11. How Patrons Would Meet Their Needs Without the Library

a marginal by-product of visiting a public library. This halo spending is in part responsible for the Community Economic Benefits calculated as a part of Return on Investment. To that end, nearly 19% of all participants indicated that they had engaged in other activities as part of their last trip to the library. The majority of this group estimated they spent an additional $10 that could be attributed to their library trip. Patrons spent this additional money at a variety of businesses throughout the community, including coffee shops, restaurants and shopping centers.

Social Value. The full impact of library services are difficult to measure, as it is exceedingly difficult to assign quantitative values to every possible way libraries may enrich someone's life. The following section presents data which demonstrate how Florida public libraries bring value to the communities they serve. Some questions ask about libraries in relation to economic variables, like property values, while others ask participants to evaluate the library as a skills-builder. The results indicate that Florida's public libraries provide a
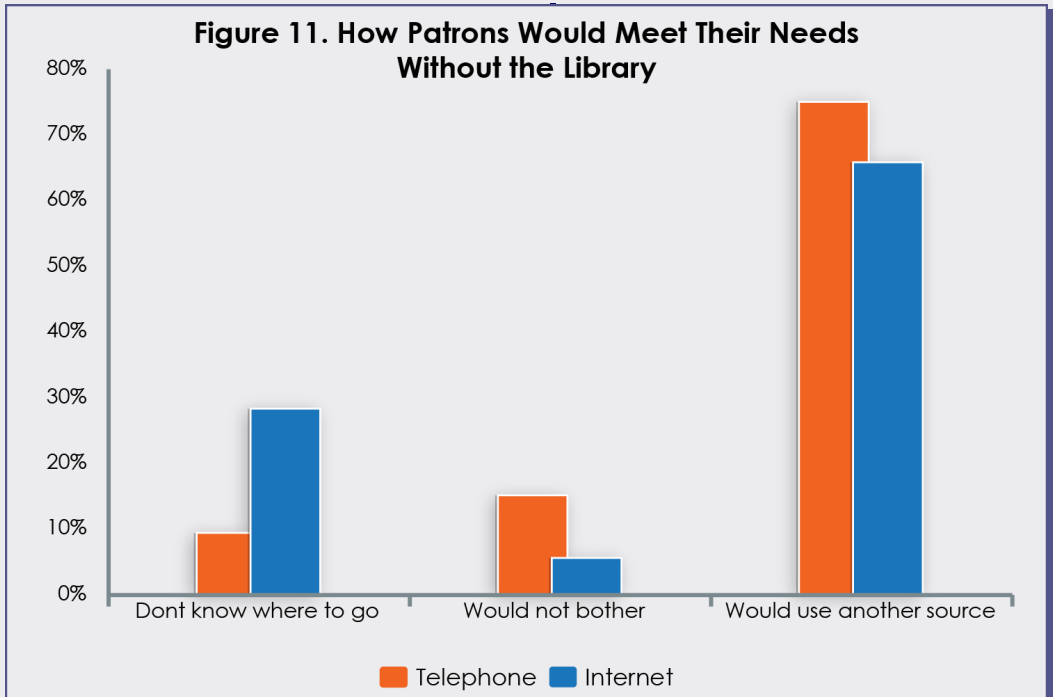
range of benefits to their communities.

Florida's public libraries may increase the attractiveness of their communities in several ways. Survey results suggest the services provided by public libraries contribute to the quality of life found throughout the communities in which they are located. For

Figure 12. Libraries Effect on Property Values

instance, they improve the neighborhood's cultural and educational opportunities by providing additional community resources. Furthermore, the results of this study suggest people view Florida public libraries as a means of increasing the values of nearby properties. As Figure 12 indicates, more than half of respondents believe their nearby public library increases the value of surrounding properties. Internet survey respondents (62%) agreed more robustly than telephone respondents (53%) that property values would increase, while only 2% of all respondents believed property values could possibly decrease.

One method of determining value is to ask participants to rate an item relative to others. For example, survey participants were asked what public entity they would prefer to share a street with if they were moving into a new community. In addition to public libraries, they were also asked to consider having a park, elementary school, police station or job center in their neighborhood. Figure 13 (on the following page) indicates that the most frequently provided answer was public libraries by both
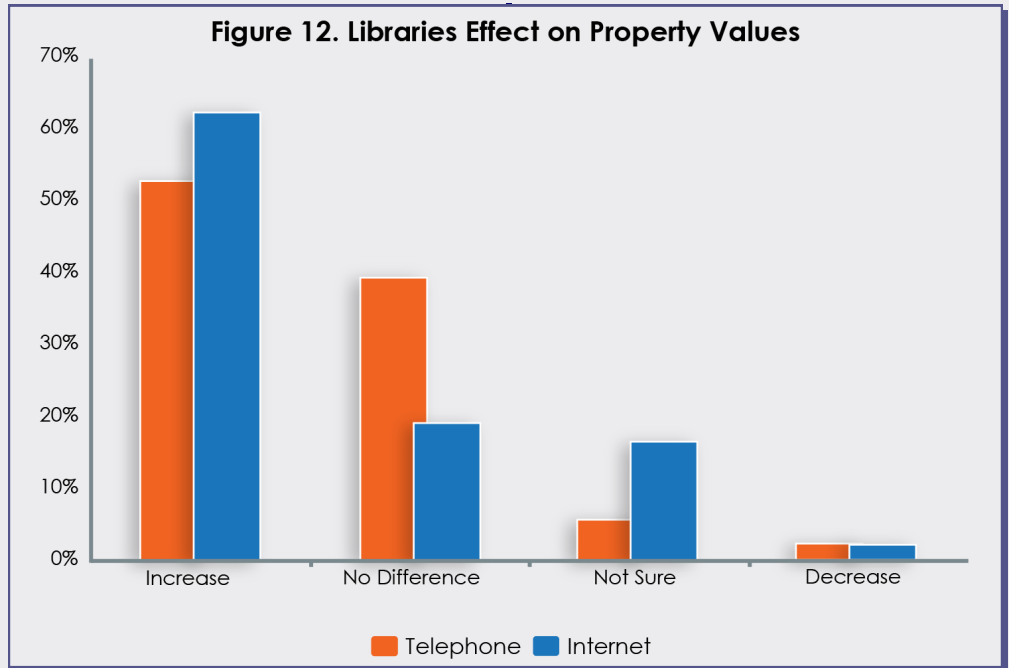
groups of participants, telephone (40%) and Internet (54%). Both groups reported that they would prefer to have a park located within their community as the second most cited answer, receiving 30% of Internet responses and 33% of telephone.

Moreover, many survey questions challenged respondents to think critically about the services public libraries provide for the community. For example, one question asked participants if they would be more likely to consider Florida's public libraries as an essential service, like a school; or a cultural amenity, similar to an art gallery. Overwhelmingly, survey respondents reported that their libraries provided an essential service to the community. As the graph in Figure 14 demonstrates, despite differences between the two groups, essential service had the greatest number of responses. While 69% of telephone respondents identified libraries as an essential service, nearly 90% of Internet respondents considered them as such.
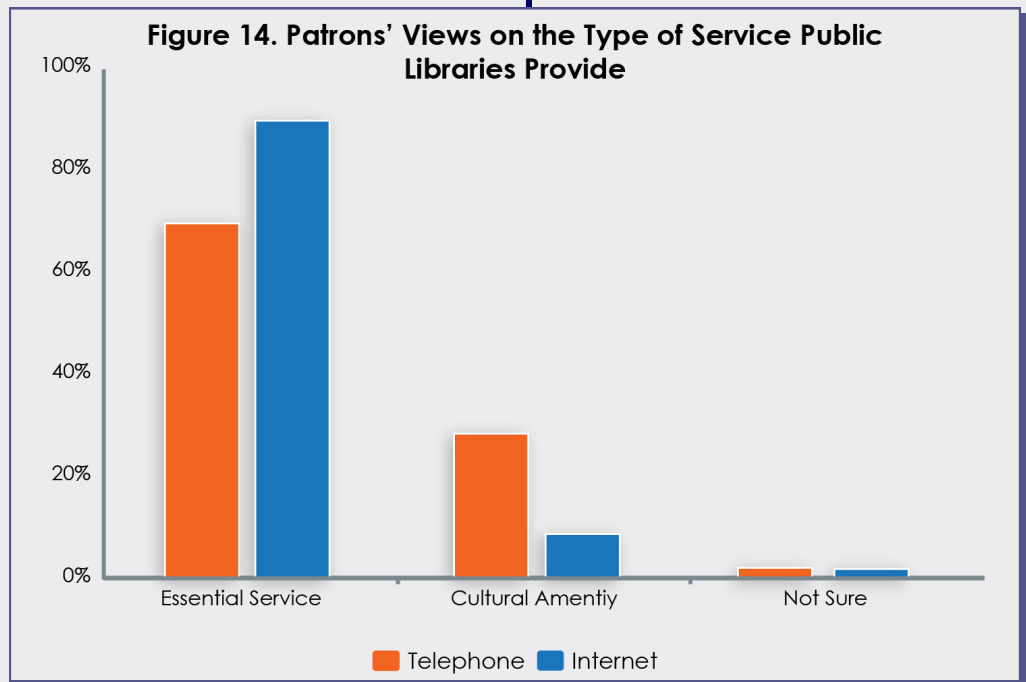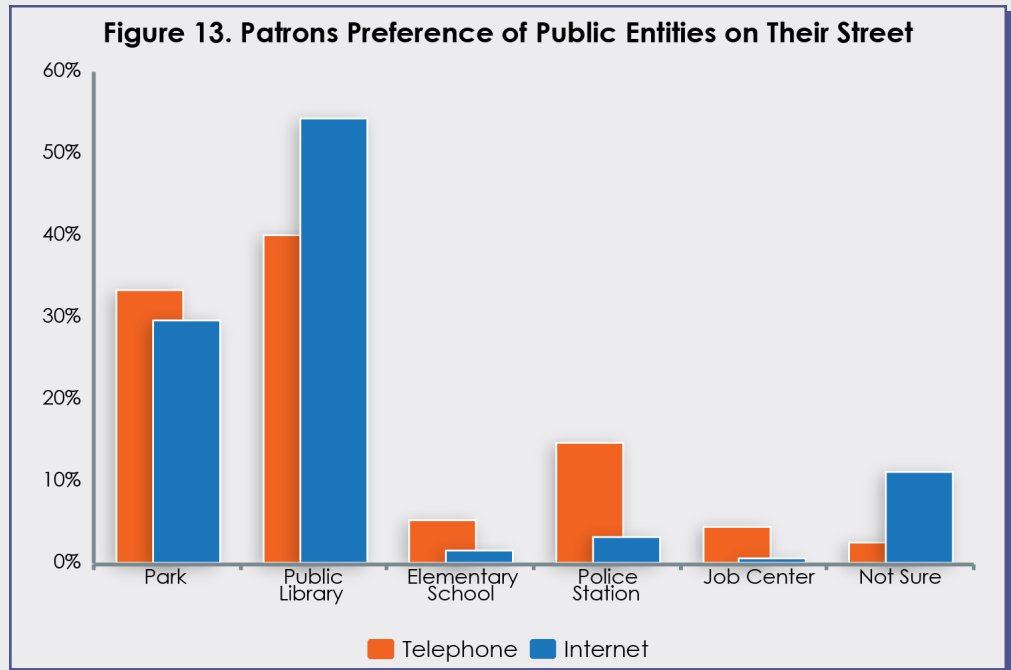
Figure 13. Patrons Preference of Public Entities on Their Street

Figure 14. Patrons' Views on the Type of Service Public Libraries Provide

Patrons reported many reasons for visiting their public libraries, including recreational reading, continuous learning and guidance on information acquisition. In addition to these traditional services, public libraries also provide educational programs, seminars and virtual classes that build new skills. The resources provided to library users promote skill-building for a wide range of ages, including emergent literacy and computer programs.

Figure 15. Public Libraries as a Contibutor to Workforce Development

Participants were asked to consider the different ways public libraries may be utilized. As Figure 15 indicates, approximately 90% of both survey groups polled believe that Florida's public libraries help people learn new skills in order to expand their employment prospects. An example of this is the 328,000 hours of technology instruction delivered to library patrons during FY 2012. This instruction reached more than 3.1 million Floridians through public libraries. Instructional classes offered by public libraries are sometimes the only means by which some patrons can receive this type of training. In fact, many respondents reported that the free access to these courses would otherwise be out of reach financially.

Furthermore, public libraries are key partners in lifelong and informal learning. They administer an expansive set of resources and media that would otherwise be costly for patrons. Public libraries provide an excellent learning environment and atmosphere, as well as dedicated study spaces and advanced equipment. Also, librarians
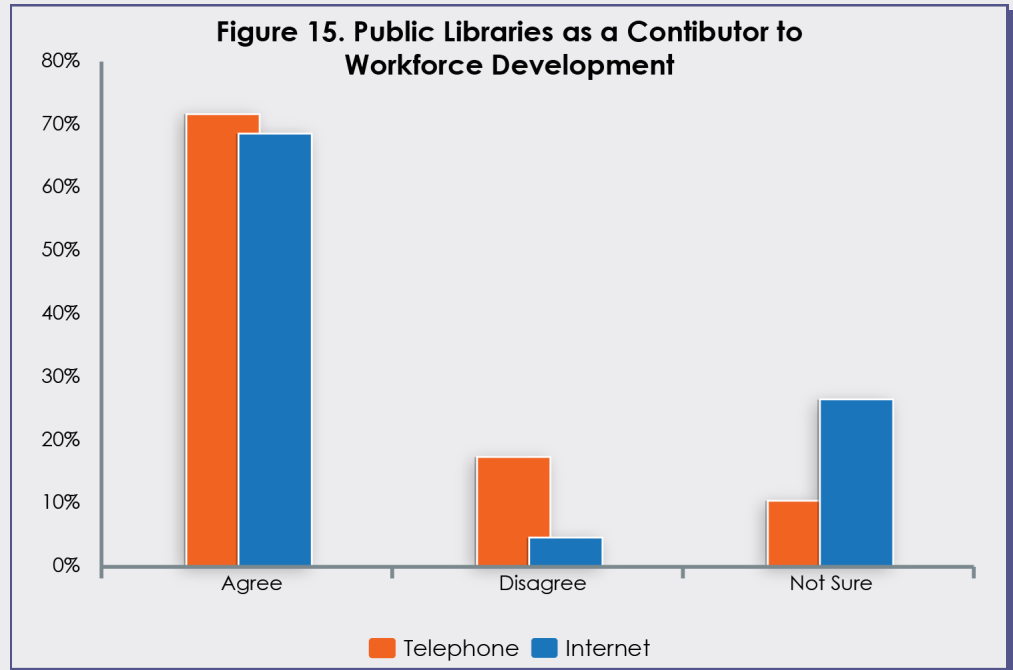
are a key component in helping patrons engage with new and challenging material. Accordingly, 98% of those polled agree that Florida's public libraries help people learn things no matter what their age.

Many participants shared memories of how library guidance allowed them to lead more satisfying lives. The resources of public libraries help revitalize dormant technical skills and revamp resumes. However, continuous learning may also be recreational, as many reported using the library for information regarding health and wellness, culture and religion.

As most respondents consider public libraries to be skill-builders, as well as key resources for education, it's clear that libraries maintain a pivotal role in shaping the members of the community. Services offered by public libraries are helping to build a knowledgeable and prepared workforce. With these things in mind, most participants agreed that a public library's presence in the community helps attract businesses to the area. Nearly 69% of Internet and 72% of telephone respondents believe businesses are attracted to areas with excellent public library systems.

Why People Use Public Libraries. In order to assess the intangible effects of public libraries, patrons were asked to describe what motivated them to use the library on their last visit. Survey respondents were prompted with many potential uses, and then asked how many of these reasons applied to their last visit. The typical, day-to-day

Figure 16. Reasons Patrons Use Public Libraries
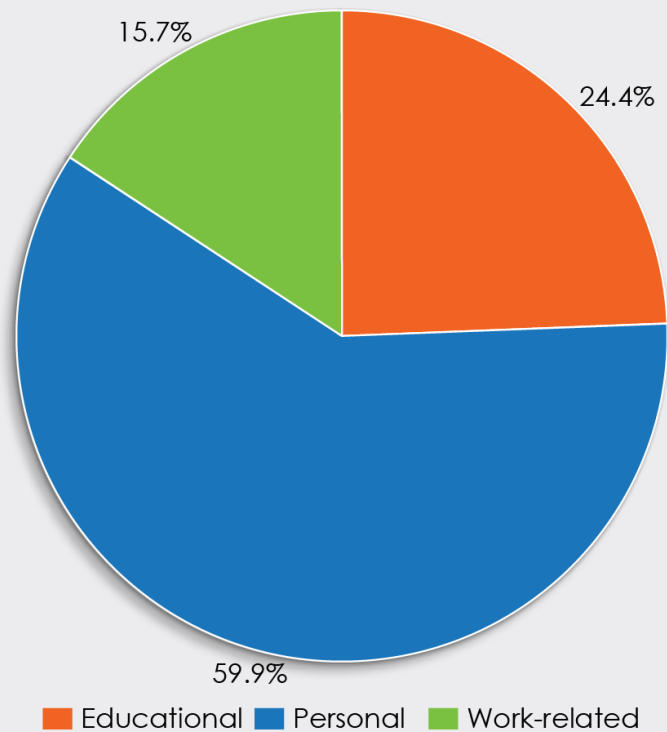
- Educational — 24.4%
- Personal — 59.9%
- Work-related — 15.7%

reasons to utilize library services were further separated into three overarching categories: personal, work-related and educational. As indicated in Figure 16 (on the previous page), nearly 60% of all library visits were motivated by personal reasons, almost one in four were for educational reasons, and the remaining 16% of visits were for work or job-related needs.

Public libraries can help meet personal needs through many of the services and resources offered. In regards to their last visit, many patrons reported using the library for recreational reading, viewing or listening. The results show that, despite the introduction of new and innovative technologies, traditional library services continue to remain the most frequently utilized. Another 13% of respondents reported that their last visit was to secure help in finding information about a hobby or how to fix something. Other common answers for visiting the library included: for information about a health or wellness problem; to learn more about culture, religion and such; and to simply have a place to go.

Library patrons also frequently used public libraries to fulfill some of their work or job-related needs. Nearly one third of these business-oriented trips to the library were to get information for research. Respondents also indicated they used the library for several business research issues, including finding information about financial matters, locating organizations and business development. Additionally, 15% of respondents reported their last visit was to seek help in locating tax information.

Educational reasons for visiting the library were further divided into several categories, including using the library for education as a student, as a teacher and in other ways. The results showed that public libraries are an important asset for students, especially for the combined 32% that use libraries as a place to study and work on

assignments. Other educational needs were often met through the use of Florida's public libraries, including those who sought to continue learning. Almost one in four library patrons used their public library as a resource to continue their education.

Moreover, survey data indicated that preschool programs constituted approximately 5% of all education-related trips. However, preschool programs are just one aspect of a vast array of children's programs and services offered by Florida public libraries. Figure 17 shows why patrons brought a child to the library on their last visit. While the majority (73%) came to check out a book, nearly 27% of patrons said they brought a child specifically to participate in a children's program. According to the FY 2012 Annual Statistical Report, nearly half of all library programs and events are designed for children.

Figure 17. Reasons for Children's Visits to Public Libraries

26.6 %

73.4 %

- ■ Check out book ■ Children's Program

Follow-up Survey

The follow-up survey asked public libraries to estimate visitor information, out-of-state loans, revenues and expenditures. The initial part of the survey asked organizations to evaluate public library visitation by three groups: tourists, non-English speaking persons and school-aged children. While public libraries annually report visitation figures, Table 5 (on the following page) includes more detailed estimates about these distinct groups of visitors. More than half of public libraries participating in the survey indicated that less than 10% of their total visits were made by tourists. Similarly, 74% of libraries reported

Table 5. Proportion of Visits by Visitor Type				
% of Visits	Tourists	Non-English Speakers	**% of Visits**	School-Aged Kids
0-10%	54.76%	73.81%	**0-20%**	21.43%
11-20%	23.81%	9.52%	**21-40%**	64.29%
21-30%	21.43%	11.90%	**41-60%**	11.90%
> 30%	0.0%	4.76%	**> 60%**	2.38%

that non-English speaking visitors accounted for 10% or less of their total visits. However, the data indicate that school-aged children remain a significant portion of those utilizing library services. Over 64% of libraries reported that children made up 21-40% of their total visitors.

Most respondents reported that very few of the loans provided by the library were to out-of-state libraries. Additional income produced from sales of books, gifts, coffee and such, generally only provided $10,000 or less annually. The organizations spend relatively little revenue on services that do not produce any or much additional revenue, like coin-operated photocopiers. Many reported that their library spent less than $1,000 on these types of services.

Organizational Library Use

The organizations survey assesses how and to what extent Florida public libraries serve the community's public and private organizations. Respondents came from various institutions, including private businesses, public and private schools, public and private universities, government agencies and non-profit entities. More than 75% of respondents indicated that they, or other staff members, use local library services for business or professional purposes.

As presented in Figure 18, approximately 65% of participating organizations reported using the *Florida Electronic Library* (FEL) on a monthly basis. Being a collection of electronic resources and live reference services available online, the FEL provides organizations and residents throughout the state with access to the expansive scope of library resources. As such, nearly three out of four respondents indicated that their organization would be somewhat or severely affected without public library services. These findings from the organizations survey highlight how critical the public library system is for gathering the information needed by many organizations to function in an efficient manner.

Figure 18. Monthly Use of *Florida Electronic Library* By Organizations

34.57%
39.92%
14.81%
7.00%
3.70%

< 1   1 to 10   11 to 50   51 to 100   > 100
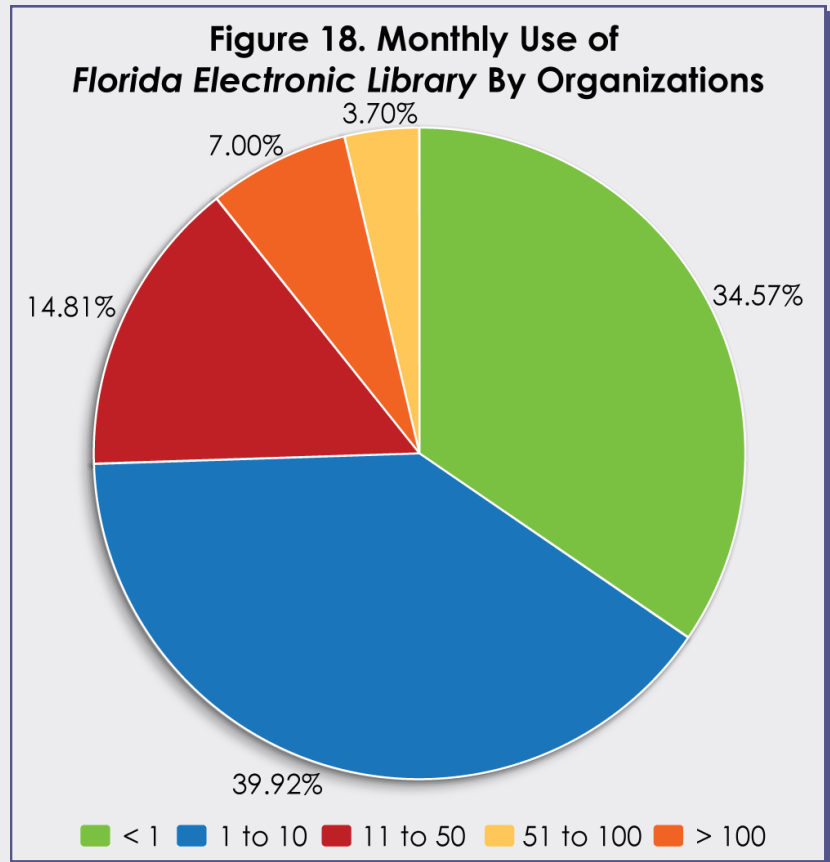
Conclusion

The *2013 Taxpayer Return on Investment in Florida Public Libraries* study has demonstrated that Florida's public libraries contribute substantially to the economic vitality of the state. Florida taxpayers receive a significant return for their investment: for $1 of taxpayer money invested, public libraries provide $10.18 in economic benefits throughout the state. Moreover, the results of the REMI model simulation demonstrated the long-term economic impact of reallocating FY 2012 public library funds across other government sectors. In this scenario, it is estimated that Florida's economy would lose $6.57 billion in Gross Regional Product and nearly 193,000 jobs.

The study also measured the social value that public libraries provide for Florida's communities. Survey data

indicate that library services were either absolutely essential or important in meeting patrons needs. Furthermore, participants reported using the library to meet personal, educational and job-related needs. They also believed that their public library may increase their property values and found them to be a positive addition to their neighborhoods. Florida's public libraries also contribute to workforce development, aid in life-long learning and are believed to attract businesses to the communities they serve. Overall, data collected in this study indicate that public libraries are key elements in the fostering of economic well being and social value throughout the communities in which they serve.

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Appendix I: Key Terms

Return on Investment (ROI): The relationship between the total economic return and the total investment in public libraries.

Total Revenue Investment: The revenues received by the public libraries including federal, state and local funds; fees and fines; cash gifts and donations.

Jobs Supported: The total employment effects based on the econometric simulation estimates. These positions are the direct, indirect and induced effects of public libraries' economic activity.

Cost per Job Created: Total Revenue Investment divided by the total number of jobs supported.

Total Statewide Impact: Also referred to as Gross Regional Product (GRP). This is an indicator of the economic well-being of an area, measured in terms of the total economic output, or the value of all goods and services produced.

Income Increase per Dollar Spent: The total amount of personal income generated as an effect of the economic activities of public libraries divided by the Total Revenue Investment.

User Investment: The investment by users in their time, travel, etc., necessary to use public libraries or specific services.

Cost to Use Alternatives: The estimated costs and time to use alternatives to the public libraries should they cease to exist, and should users decide to pursue alternatives.

Total Net Benefits to Users: The added cost to use alternatives to the public library. This is equivalent to the cost to use alternatives minus the user investment.

Community Economic Benefits: These are benefits that flow from public library use, such as library spending with vendors and contractors in the state, as well as revenues generated by vendors and contractors in the library (e.g., copying) and spending that occurs as a result of library use (e.g., restaurants).

Lost Use Benefits: Benefits derived from use that would be lost if the public libraries did not exist.

Economic Return: The results of public library use that can be expressed in economic terms.

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Appendix II: Internet Patrons Survey Results

1. In what county in Florida do you reside?	
County	**Percent Response**
Alachua	5.80%
Baker	0.03%
Bradford	0.06%
Brevard	0.03%
Broward	0.79%
Charlotte	0.35%
Citrus	2.11%
Clay	0.19%
Collier	15.77%
Columbia	4.16%
Dixie	0.22%
Duval	7.79%
Escambia	1.17%
Flagler	0.03%
Florida	0.03%
Gadsden	0.06%
Gilchrist	0.16%
Hendry	0.06%
Hernando	0.25%
Highlands	0.03%
Hillsborough	11.26%
Indian River	0.03%
Jefferson	0.06%
Lake	0.13%
Lee	0.50%
Leon	1.86%
Levy	0.82%
Lutz	0.03%
Marion	0.16%
Martin	1.99%
Miami-Dade	0.09%
Nassau	0.03%
Okaloosa	3.00%
Orange	15.33%
Osceola	0.03%
Palm Beach	2.65%

1. In what county in Florida do you reside?

County	Percent Response
Palm Beach	2.65%
Pasco	6.56%
Pinellas	11.83%
Polk	1.77%
Putnam	0.03%
Saint Lucie	0.03%
Santa Rosa	0.03%
Sarasota	0.03%
Seminole	0.35%
Nassau	0.13%
St. Johns	0.38%
St. Petersburg	0.06%
Suwannee	0.16%
Taylor	0.03%
Volusia	0.13%
Wakulla	0.47%
Walton	0.06%

2. In what city in Florida do you reside?

City	Percent Response
Alachua	0.22%
Altamonte Springs	0.03%
Amelia Island	0.03%
Apollo Beach	0.25%
Apopka	0.82%
Archer	0.09%
Atlantic Beach	0.22%
Auburn	0.03%
Ave Maria	0.06%
Barrineau Park	0.03%
Bartow	0.76%
Bell	0.06%
Belle Isle	0.13%
Beverly Hills	0.22%
Boca Raton	0.13%

2. In what city in Florida do you reside?

City	Percent Response
Bonita Springs	0.19%
Boynton Beach	0.28%
Brandon	0.57%
Bronson	0.16%
Cantonment	0.06%
Cape Canaveral	0.03%
Cape Coral	0.06%
Casselberry	0.06%
Cedar Key	0.13%
Chiefland	0.03%
Citrus Springs	0.03%
Clearwater	0.25%
Coconut Creek	0.03%
Collier	0.03%
Cooper City	0.03%
Crawfordville	0.88%
Crestview	0.79%
Crystal River	0.13%
Dade City	0.54%
Defuniak Springs	0.03%
Delray Beach	0.09%
Deltona	0.06%
Dorcas	0.03%
Dunedin	0.47%
Dunnellon	0.06%
Duval	0.03%
Earleton	0.03%
Edgewater	0.03%
Eustis	0.06%
Everglades	0.06%
Fernandina Beach	0.06%
Floral City	0.13%
Florida City	0.03%
Fort Myers	0.16%
Fort Walton Beach	0.85%
Fort White	0.13%
Ft. White	0.03%
Gainesville	3.72%
Gibsonton	0.06%
Glen St. Mary	0.03%

2. In what city in Florida do you reside?

City	Percent Response
Golden Gate	0.06%
Gotha	0.09%
Green Acres	0.09%
Gulf Breeze	0.03%
Gulfport	0.28%
Haines City	0.06%
Hawthorne	0.03%
Hernando	0.19%
High Springs	0.16%
Hobe Sound	0.25%
Holiday	0.28%
Holt	0.03%
Homosassa	0.25%
Hudson	0.66%
Hypoluxo	0.06%
Immokalee	0.16%
Indiantown	0.03%
Inglis	0.03%
Interlachen	0.03%
Inverness	0.32%
Jacksonville	7.00%
Jacksonville Beach	0.16%
Jensen Beach	0.25%
Jupiter	0.25%
Kendal Lakes	0.03%
Kenneth City	0.06%
Keystone Heights	0.03%
Kissimmee	0.03%
LaBelle	0.03%
Lake City	2.46%
Lake Clarke Shores	0.03%
Lake Worth	0.19%
Lakeland	0.32%
Land O' Lakes	0.60%
Lantana	0.22%
Largo	0.09%
Lecanto	0.13%
Leesburg	0.03%
Lehigh Acres	0.03%
Levy	0.03%
Lithia	0.16%
Live Oak	0.03%

2. In what city in Florida do you reside?

City	Percent Response
Longwood	0.06%
Lutz	0.25%
Maitland	0.09%
Marco Island	0.85%
Mary Esther	0.13%
McAlpin	0.03%
Miami	0.03%
Middleburg	0.03%
Millhopper	0.03%
Monticello	0.03%
Mulberry	0.35%
Naples	10.03%
Neptune Beach	0.22%
New Port Richey	0.57%
Newberry	0.06%
Niceville	0.32%
North Naples	0.03%
Oakland	0.06%
Ocala	0.03%
Ocoee	0.57%
Odessa	0.25%
Okaloosa Island	0.03%
Old Town	0.06%
Oldsmar	0.16%
Orange City	0.03%
Orange Park	0.09%
Orlando	8.99%
Oviedo	0.06%
Palm Beach Gardens	0.16%
Palm City	0.25%
Palm Coast	0.03%
Palm Harbor	0.03%
Palm Springs	0.03%
Pasco	0.03%
Pensacola	0.63%
Pensacola Beach	0.03%
Perry	0.03%
Pine Hillsborough	0.03%
Pinellas Park	0.44%
Plant City	0.32%
Plantation	0.66%
Port Charlotte	0.13%
Port Richey	0.66%
Port Saint Lucie	0.03%
Port Salerno	0.06%

2. In what city in Florida do you reside?

City	Percent Response
Punta Gorda	0.09%
Quincy	0.03%
Ridge Manor	0.06%
Riverview	0.54%
Riviera Beach	0.06%
Rotonda West	0.03%
Royal Palm Beach	0.09%
Ruskin	0.16%
Safety Harbor	0.06%
Saint Leo	0.03%
San Antonio	0.06%
Sanford	0.03%
Sebring	0.03%
Seffner	0.13%
Seffner-Mango	0.03%
Seminole	0.12%
Shalimar	0.22%
Singer Island	0.03%
South Pasadena	0.03%
Spring Hill	0.13%
St. Augustine	0.22%
St. Johns	0.03%
St. Petersburg	9.30%
Starke	0.03%
Stuart	0.76%
Sun City	0.41%
Sunrise	0.03%
Suwannee	0.03%
Tallahassee	1.39%
Tampa	5.52%
Temple Terrace	0.22%
Tequesta	0.03%
Thonotosassa	0.13%
Treasure Island	0.06%
Trenton	0.06%
Trinity	0.06%
Union Park	0.03%
Valparaiso	0.03%
Valrico	0.35%
Venice	0.03%
Vero Beach	0.03%
Weeki Wachee	0.03%
Wellborn	0.03%
Wellington	0.03%
Wesley Chapel	0.50%

2. In what city in Florida do you reside?

City	Percent Response
West Palm Beach	0.38%
Williston	0.19%
Wilton Manors	0.03%
Wimauma	0.03%
Windermere	0.35%
Winter Garden	0.76%
Winter Haven	0.03%
Winter Park	0.32%
Woodville	0.03%
Zephyrhills	0.95%

3. Do you have a public library card?

Yes	98.65%
No	.84%
Don't Know	.51%

4. About how many times have you visited a public library in the past 12 months?

Less than 25	44.70%
25 - 49	22.00%
50 - 74	18.85%
75 - 99	2.22%
100 or greater	12.23%

5. Approximately how much time does it take you to get to the library? (in minutes, please state numerically)

Less than 5 minutes:	3.97%
5 - 9 minutes:	24.68%
10 - 19 minutes:	54.57%
20 - 29 minutes:	10.49%
30 - 59 minutes:	4.36%
1 hour or more:	1.93%

6. How do you get there?

Walk	10.25%
Drive	92.02%
Public Transportation	3.00%
Taxi	0.16%

7. How much does the trip to the library cost you (include gasoline and parking)?

Zero	11.30%
Less than $1	14.62%
$1.00 - $1.99	28.79%
$2.00 - $2.99	14.62%
$3.00 - $3.99	11.75%
$4.00 - $4.99	3.85%
$5.00 - $5.99	6.88%
$6.00 - $9.99	2.29%
$10.00 or greater	5.90%

8. Approximately how much time did you spend at the library on your LAST visit? (minutes, please state numerically)

Less than 15 minutes	20.53%
15 - 29 minutes	26.69%
30 - 44 minutes	18.93%
45 - 59 minutes	6.52%
60 - 74 minutes	12.54%
75 - 89 minutes	1.18%
90 - 104 minutes	3.67%
More than 105 minutes	10.35%

9. Did you spend money on errands or activities that you would not have otherwise done?

Yes	17.82%
No	82.18%

10. How much did you spend? (in dollars)

Less than $10.00	73.74%
$10.00 - $24.99	13.10%
$25.00 - $49.99	6.81%
$50.00 - $99.99	4.09%
$100.00 or more	2.27%

11. Public libraries in Florida provide library card holders with remote access (from home, office, etc.) to various databases and services via the Internet. Are you aware of this service?

Yes	92.50%
No	7.50%

12. Have you connected to a Florida public library via the Internet?

Yes	91.44%
No	8.56%

13. About how many times have you connected in the past 12 months? (please state numerically):

Zero	0.72%
1 - 10	23.56%
11 - 49	37.95%
50 - 99	17.22%
100 - 299	15.15%
300 or more	5.40%

14. Have you used public library services via the Internet that required your library card barcode number?

Yes	87.98%
No	12.02%

15. About how many times have you used these services in the past 12 months? (please state numerically):	47
Less than 10	19.60%
10 - 49	47.66%
50 - 99	14.73%
100 - 299	13.58%
300 - 499	3.53%
500 or greater	.90%

16. Below is a list of library services and uses. Please check which ones you used on your LAST visit, and which ones you have used on PREVIOUS visits to the library. Please check all that apply.

Question	Last	Previous
Read a book, journal, or magazine in the library	26.56%	45.30%
Checked out a book	75.17%	51.83%
Watched a video, CD, or film in the library	4.54%	13.15%
Played online games	3.63%	7.19%
Got news online	11.20%	14.20%
Visited a virtual museum exhibit or online museum program	2.90%	7.89%
Watched a movie or listened to music	7.10%	12.97%
Looked for information about a service or product you are thinking about buying	15.52%	24.64%
Searched the library online catalog	52.11%	47.07%
Searched a bibliographic database	10.35%	18.23%
Viewed and/or downloaded e-books	17.32%	26.53%
Viewed and/or downloaded articles	7.07%	14.89%
Used a computer to fill out a job application	3.50%	7.07%
Used a computer to fill out Unemployment Benefits forms	1.23%	3.09%
Used a computer to fill out Social Security Benefits forms	1.14%	2.78%
Used a computer to file for Food Stamps	1.17%	3.15%
Used a computer to file for other government assistance	1.32%	3.22%
Attended a library program	13.60%	33.56%

17. Approximately how much time did you spend on the Internet on your last visit to the library? (minutes, please state numerically):

Zero	41.71%
1 - 9	11.61%
10 - 19	16.65%
20 - 29	6.06%
30 - 44	8.37%
45 - 59	3.09%
60 - 89	6.06%
90 - 119	1.49%
2 hours or more	4.96%

18. Patrons use their public library for many reasons. Below is a list of typical reasons (Questions 18-23). Please indicate ALL the reasons you used the library on YOUR LAST VISIT. Check all that apply.
BROUGHT A CHILD TO USE LIBRARY (check all that apply):

For a children's program	23.05%
To read or check out a book	62.95%
Other	14.00%

19. TO MEET PERSONAL OR FAMILY NEEDS (check all that apply)   50

For recreational reading, viewing, listening, etc.	66.28%
For help with a day-to-day problem, such as shopping	8.80%
For information about a hobby or how to fix something	30.85%
For help with an occasional problem, such as purchasing a home	12.18%
For information about a health or wellness problem	23.47%
For information about personal finances	12.62%
To learn more about culture, religion, etc.	23.53%
To keep up with the news	14.95%
To correspond with family, friends, etc. (email, Facebook, etc.)	8.71%
For help with job hunting	6.12%
To have a place to go	18.90%
Other	11.20%

20. TO MEET WORK OR JOB-RELATED NEEDS (check all that apply)

To locate a person or organization	7.51%
To get information about financial matters	6.56%
To get tax information	10.03%
To get information about starting or locating a small business	5.14%
To get information about legal issues	7.29%
To get information about marketing or sales	3.88%
To get information about management or administration	4.64%
To get information for research	16.25%
Other	3.00%

21. TO MEET EDUCATIONAL NEEDS - As a Student (check all that apply)

For a place to study	15.17%
To work on an assignment	15.90%
For home schooling	4.57%
For a virtual or distance education class	5.21%
Other	2.27%

22. TO MEET EDUCATION NEEDS - As a Teacher (check all that apply)

To prepare for class or lecture	8.49%
For grading	2.18%
To keep current with the literature	7.19%
To prepare a paper	4.04%
For home schooling	4.32%
For a virtual or distance education class	1.99%
Other	2.21%

23. TO MEET EDUCATIONAL NEEDS - Other (such as for Retirees or Preschoolers) (check all that apply)

For a preschool program	5.58%
To continue learning	23.44%
For a virtual or distance education class	2.93%
Other (please specify)	1.45%

24. How important was the information provided by the library service in meeting your needs?

Absolutely essential	38.73%
Important	44.94%
Neither important nor unimportant	6.43%
Not at all important	8.12%
Somewhat important	1.77%

25. In what ways was the information or services important in meeting your needs? Please fill in blanks for all that apply, providing your best estimate.

Saved Time	34.63%
Saved Money	42.00%
Other	23.36%

26a. If there were no public library, what would you do to address your reason for this visit? Check the most appropriate action.

I need the information, but do not know where else to go	28.47%
I would not bother to do anything	5.68%
I would use another source, such as a store, another person, an academic library, etc.	65.86%

26b. If using another source, what would you use?

Private Retailer	39.98%
Academic Library	16.87%
Internet	26.12%
Another Person	6.97%
Personal Computer	3.00%
Find another establishment with Free Internet	2.68%
Not Sure	4.46%

27a. About how much time and money do you think it would take to use this source? Please fill in each blank below with your best estimate. Please write "NA" where not applicable.

Time to use another source	
Less than 10 minutes:	6.07%
10 - 29 minutes:	18.00%
30 - 59 minutes:	22.80%
60 - 119 minutes:	27.20%
2 hours or more:	25.93%

27b. About how much time and money do you think it would take to use this source? Please fill in each blank below with your best estimate. Please write "NA" where not applicable.

Miles to drive	
Less than 5 miles:	25.20%
5 - 10 miles:	29.80%
11 - 20 miles:	21.60%
21 - 30 miles:	11.90%
31 - 50 miles:	6.60%
51 - 100 miles:	4.00%
Greater than 100 miles:	.90%

27c. and 27d. About how much time and money do you think it would take to use this source? Please fill in each blank below with your best estimate. Please write "NA" where not applicable.

	Cost to buy or rent	Other expenses
Less than $10	13.16%	45.56%
$10 - $49	36.62%	30.07%
$50 - $99	13.82%	7.52%
$100 - $499	25.33%	10.71%
$500 or greater	11.07%	6.15%

28. Can you think of any visit or use of the public library through the Internet in the past 12 months that was particularly helpful to you, your family, or your workplace?

Yes	75.86%
No	24.14%

29. Please indicate how the library was helpful.

Computer access	0.86%
Guidance on information/library services	5.96%
Online services	24.20%
E-books/databases/e-audiobooks	5.29%
Traditional books	41.50%
Traditional audiobooks, dvd and periodicals	0.19%
Educational programs, events, information	9.24%
Children's activities	5.48%
Homeschooling and teacher resources	1.38%
Other	2.05%
Librarians were particularly helpful	3.86%

30. If someone would buy your public library card each year, how much would you ask for it?

$1 - $10	6.03%
$11 - $20	4.18%
$21 - $30	3.37%
$31 - $50	3.92%
$51 - $100	3.04%
Over $100	3.48%
I would not give it up	75.97%

31. If you paid a price for your public library card each year instead of paying taxes, how much would you be willing to pay for it?

$1 - $10	25.15%
$11 - $20	16.60%
$21 - $30	14.81%
$31 - $50	15.27%
$51 - $100	13.74%
Over $100	14.43%

32. About how much do you think you pay a year in taxes that are designated for the public library?

$1 - $10	12.21%
$11 - $20	8.61%
$21 - $30	4.97%
$31 - $50	5.52%
$51 - $100	5.37%
Over $100	6.07%
Don't know	57.26%

33. If you were moving into a new community, which of these would you most want to have on your own street?

Park	29.65%
Public library	54.25%
Elementary school	1.51%
Police station	3.14%
Job center	.41%
Not sure	11.04%

34. Do you think that having a public library located very close to your own home would increase or decrease property values, or would it make no difference?

Increase	62.29%
Decrease	2.17%
No difference	19.00%
Not sure	16.54%

35. Do you agree or disagree with this idea? If a public library moved into a community, it would help attract good businesses to the area.

Agree	68.68%
Disagree	4.65%
Not sure	26.67%

36. And do you agree or disagree with this idea? Public libraries improve a community by helping people learn new skills so they can get better jobs.

Agree	90.38%
Disagree	2.21%
Not sure	7.41%

37. Do you agree or disagree? Public libraries help people learn new things no matter what their age.

Agree	98.42%
Disagree	.33%
Not sure	1.25%

38. Are you more likely to think of your local public library as an essential service (like a school), or more of a cultural amenity (like an art gallery)?

Essential service	89.68%
Cultural amenity	8.55%
Not sure	1.77%

39. What is your age?

18 - 29	8.15%
30 - 44	24.46%
45 - 54	18.90%
55 - 65	24.77%
Over 65	23.71%

40. Are you male or female?

Female	79.93%
Male	20.07%

41. What is the highest level of school that you have completed?

Some high school, but did not graduate	1.41%
High school graduate or GED	7.60%
Some college or 2-year degree	27.65%
4-year college degree	25.32%
More than 4-year college degree	38.03%

42. Which of the following BEST describes you?

White	84.34%
Hispanic	5.42%
Black or African-American	5.34%
Asian or Pacific Islander	2.41%
Other	2.48%

43. Which of the following categories best describes your employment status?

Employed, working 1-39 hours per week	17.38%
Employed, working 40 or more hours per week	34.13%
Not employed, looking for work	6.02%
Not employed, NOT looking for work	8.90%
Retired	30.02%
Disabled, not able to work	3.55%

44. Which of the following BEST describes your employer?

Not employed	41.00%
A small business (under 50 employees)	13.19%
A large business (50 employees or more)	16.03%
A government agency	14.13%
An elementary or middle school	4.70%
A high school	1.43%
A college or university	4.65%
A hospital or healthcare provider	4.82%

45. Approximately what is your total annual HOUSEHOLD income before taxes?

Under $30,000	15.90%
Between $30,000 and $50,000	20.33%
Between $50,000 and $75,000	17.95%
Between $75,000 and $150,000	18.74%
More than $150,000	3.71%
Prefer not to answer	23.36%

46. For work-related uses of the public library, we need to establish the value of a user's time. Please indicate your approximate annual income before taxes. THIS IS YOUR PERSONAL, INDIVIDUAL INCOME NOT YOUR HOUSEHOLD INCOME.

Under $25,000	20.02%
Between $25,000 and $50,000	15.69%
Between $50,000 and $100,000	27.25%
More than $100,000	13.47%
Not employed	3.06%
Prefer not to answer	20.51%

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Appendix III: Telephone Survey Results

1. Have you visited a Florida public library in the past 12 months? Or have you used the Internet for library services?

Yes, visited library	87.86%
No, used Internet only	12.14%

2. About how many times have you visited a public library in the past 12 months?

Less Than 25	84.82%
25 - 49	5.40%
50 - 74	6.58%
75 or greater	3.21%

3. Do you have a public library card?

Yes	84.65%
No	15.18%
Unsure	.17%

4. If you were to sell a public library card each year, how much would you ask for it?

$1-10	32.75%
$11-20	10.77%
$21-$30	3.74%
$31-$50	3.96%
$51-$100	4.84%
Over $100	6.37%
I would not give it up	37.58%

5. If you paid a price for your public library card each year instead of paying taxes, how much would you be willing to pay for it?

$1 - $10	29.51%
$11 - $20	12.31%
$21 - $30	8.77%
$31 - $50	7.59%
$51 - $100	6.58%
Over $100	6.91%
Don't Know	14.17%
Nothing	14.17%

6. Approximately how much time does it take you to get to the library you visited most in the last 12 months?

Less Than 5 minutes	7.88%
5 - 9 minutes	25.00%
10 - 19 minutes	46.54%
20 - 29 minutes	10.58%
30 - 59 minutes	5.96%
1 hour or more	4.04%

7. How do you usually get there?

Walk	9.98%
Drive	84.64%
Public Transportation	2.88%
Taxi	.19%
Other	2.30%

8. What other way do you usually get there?

Bike	61.53%
Walk	7.69%
Drive	7.69%
Other	23.07%

9. About how much does it cost you to get to the library, including gasoline and parking?

Zero	9.67%
Less Than $1	1.54%
$1.00 - $1.99	28.13%
$2.00 - $2.99	15.82%
$3.00 - $3.99	11.65%
$4.00 - $5.99	20.88%
$6.00 - $9.99	3.52%
$10.00 or Greater	8.79%

10. Approximately how much time did you spend in the library on your last visit?

Less Than 15 Minutes	9.02%
15 - 29	16.31%
30 - 44	19.39%
45 - 59	6.33%
60 - 74	22.84%
75 - 99	8.06%
100 or Greater	18.04%

11. Did you do any other activities as part of your last trip to the library?

Yes	23.61%
No	75.24%
Don't know	1.15%

12. What activities did you do as part of your last trip to the library?

Visited a coffee shop	12.80%
Went to a restaurant	11.20%
Shopped	29.60%
Other (specify)	46.40%

13. What other activity did you do as part of that last trip to the library?

Park	3.45%
Use of library equipment (e.g., computer, WiFi, printer)	12.07%
Children's activities	12.07%
Vote	6.90%
Meeting/event	15.52%
Other	17.24%
Run errands	32.76%

14. About how much did you spend on other activities during your last trip to the library?

Less Than $10	44.72%
$10.00 - $24.99	14.63%
$25.00 - $49.99	13.01%
$50.00 - $99.99	18.70%
$100.00 or more	8.94%

15. I am going to read you a list of library services. Please tell me which services you used during the last 12 months. Have you:	
Read a book, journal or magazine in the library	41.82%
Checked out a book	63.91%
Watched a video, CD, or film in the library	10.79%
Played online games	5.06%
Got news online	15.85%
Visited a virtual museum exhibit or online museum program	5.73%
Watched a movie or listened to music	15.18%
Looked for information about a service or product you are thinking about buying	12.65%
Searched the library online catalog	26.81%
Searched a bibliographic database	15.18%
Viewed and/or downloaded e-books	11.97%
Viewed and/or downloaded articles	16.19%
Utilized a PC to fill out online forms for job applications	12.65%
Unemployment benefits	2.53%
Social Security benefits	2.53%
File for Food Stamps	3.54%
File for other government assistance	3.37%
Other	11.30%

16. What other library service(s) did you use in the last 12 months?

Research/school work	25.00%
Event/activity	30.88%
Check out or purchase materials	16.18%
Use equipment	20.59%
Vote	2.94%
Other	4.41%

17. Which of those services did you use on your <u>last</u> visit?

Read a book, journal or magazine in the library	25.63%
Checked out a book	52.95%
Watched a video, CD, or film in the library	5.23%
Played online games	2.36%
Got news online	7.42%
Visited a virtual museum exhibit or online museum program	.84%
Watched a movie or listened to music	6.41%
Looked for information about a service or product you are thinking about buying	5.15%
Searched the library online catalog	16.36%
Searched a bibliographic database	6.91%
Viewed and/or downloaded e-books	5.06%
Viewed and/or downloaded articles	7.08%
Utilized a PC to fill out online forms for job applications	6.75%
Unemployment benefits	1.35%
Social Security benefits	.17%
File for Food Stamps	1.52%
File for other government assistance	1.18%
Other	12.65%

18. Which other service(s) did you use on your last visit?

Research/ school work	25.00%
Event/ activity	19.74%
Check out or purchase materials	28.95%
Use equipment	15.79%
Vote	3.95%
Other	6.58%

19. How much time did you spend on the Internet during your last visit to the library? Please use minutes.

Zero	56.18%
1 - 19	12.55%
20 - 39	10.81%
40 - 59	3.28%
60 - 100	10.42%
101 minutes or more	6.76%

20. Patrons use their public library for many reasons. I am going to read you a list of typical reasons. Please tell me ALL the reasons why you used the library on your LAST visit. Did you visit:

For recreational reading, viewing, listening, etc.	44.35%
For help with a day-to-day problem, such as shopping	5.56%
For information about a hobby or how to fix something	11.97%
For help with an occasional problem, such as purchasing a home	4.05%
For information about a health or wellness problem	8.09%
For information about personal finances	4.72%
To learn more about culture, religion, etc.	12.48%
To keep up with the news	12.82%
To correspond with family, friends, etc.	6.75%
For help with job hunting	7.59%
To have a place to go	14.33%
For some other personal or family need (specify)	9.27%
To locate a person or organization	4.38%
To get information about financial matters	3.54%
To get tax information	3.71%
To get information about starting or locating a small business	4.38%
To get information about legal issues	3.54%
To get information about marketing or sales	3.37%
To get information about management or administration	3.37%
To get information for research	17.37%
For some other work or job-related need	6.58%
Utilize a PC to fill out online forms for job applications	7.25%
Unemployment benefits	2.19%
Social Security benefits	0.84%
File for Food Stamps	1.35%
File for other government assistance	0.51%

21. For what other personal or family need did you visit the library for on your last visit?

Research/school work	36.07%
Event/activity	11.48%
Check out materials	21.31%
Use equipment	14.75%
Vote	1.64%
Other	6.56%
N/A	8.20%

22. For what other work or job-related need did you visit the library on your last visit?

Use equipment	11.90%
Apply for jobs	21.43%
Attend activity/event	4.76%
Take others to library (e.g., children, acts as caretaker)	2.38%
Research	28.57%
Teach class/tutor	4.76%
Other	7.14%
N/A	19.05%

23. Did you take a child to use the library on your last visit?

Yes	26.73%
No	73.27%

24. Did you bring a child on your last visit to the library:

For a children's program	6.07%
To read or check out a book	18.89%
For some other child-related purpose (specify)	5.23%

25. For what other reason did you bring a child to the library on your last visit?

Use equipment	9.09%
Activities/events	21.21%
Check out materials	15.15%
Socializing	9.09%
Research/school work	36.36%
Other	3.03%
N/A	6.06%

26. Did you visit the library on your last visit to meet an educational need?

Yes	33.46%
No	66.54%

27. Please tell me all the reasons why you visited the library on your last visit to meet educational needs. Did you visit:

As a student	28.99%
As a teacher	6.16%
For a preschool program	3.99%
To continue learning	28.99%
For a virtual or distance education class	6.88%
For some other educational need	25.00%

28. As a student did you use the library on your <u>last</u> visit:

For a place to study	35.06%
To work on an assignment	37.66%
For home schooling	3.25%
For a virtual or distance education class	11.69%
For some other student-related educational need	12.34%

29. For what other student-related educational need did you visit the library on your <u>last</u> visit?

Continuing education	15.00%
Homework	10.00%
Studying/test taking	10.00%
Research	35.00%
Check out materials	15.00%
Use equipment	10.00%
N/A	5.00%

30. As a teacher did you use the library on your <u>last</u> visit:

To prepare for class or lecture	21.21%
For grading	6.06%
To keep current with the literature	18.18%
To prepare a paper	18.18%
For home schooling	15.15%
For a virtual or distance education class	0.0%
For some other teacher-related educational need	21.21%

31. For what other teacher-related educational need did you visit the library on your last visit?

Teaching a class/tutoring	25.00%
Continuing education (for self)	12.50%
Check out materials	12.50%
Meetings/events	12.50%
Research/class prep	37.50%

32. For your other educational needs did you use the library on your last visit:

For a preschool program	7.35%
To continue learning	52.94%
For a virtual or distance education class	5.88%
For some other educational need	33.82%

33. For what other educational need did you visit the library on your last visit?

Check out materials	8.70%
Programs/meetings	30.43%
Continuing education	13.04%
Research/school work	47.83%

34. With 1 being not at all important, and 5 being absolutely essential, how important was the information provided by the library service in meeting your needs on your last visit?

Not at all important	5.19%
Somewhat important	7.88%
Neither important nor unimportant	9.42%
Important	30.00%
Absolutely essential	43.08%
Don't know	4.42%

35. In what ways were the information or services important in meeting your needs on your last visit? Did it:

Save you time	49.75%
Save you money	52.28%
Help in some other way	30.02%

36. How much time did you save?

Nothing	4.74%
Less than 10 minutes:	8.06%
10 - 29 minutes:	19.43%
30 - 59 minutes:	27.01%
60 - 119 minutes:	40.76%

37. How much money did you save?

Nothing	7.17%
$1 - $9	5.21%
$10 - $49	43.00%
$50 - $99	18.24%
$100 - $499	21.50%
$500 or greater	4.89%

38. In what other way was the information from your <u>last</u> library visit helpful?

Use equipment	4.42%
Study/homework	18.23%
Research	31.49%
Activities/events	5.52%
Check out materials	13.26%
Job applications	3.87%
N/A	3.31%
Other	8.29%
For the atmosphere/to socialize	11.60%

39. If there were no public library, what would you do to address your reason(s) for your last visit? Would you:

Not bother to do anything	15.19%
Need the information, but not know where else to go	9.62%
Use another source, such as a store, another person, an academic library, etc.	75.19%

40. What other source would you use?

Other	10.77%
Borrow from a friend	39.23%
Book store	3.04%
A location with WiFi	32.60%
Use the Internet	13.54%
N/A	0.83%

41. About how much time do you think it would take to use this other source? Please use minutes.

Zero	8.85%
1 - 9 minutes:	10.68%
10 - 29 minutes:	21.61%
30 - 59 minutes:	22.66%
60 - 119 minutes:	17.71%
2 hours or more:	18.49%

42. About how much money do you think it would cost to use this other source?

Zero	32.74%
$1 - $9	12.79%
$10 - $49	31.71%
$50 - $99	8.95%
$100 - $499	11.76%
$500 or greater	2.05%

43. How many miles would it take to drive to use this other source?

Nothing	35.71%
1 - 4 miles:	20.66%
5 - 10 miles:	23.47%
11 - 30 miles:	15.82%
31 - 50 miles:	1.79%
51 - 100 miles:	1.53%
Greater than 100 miles:	1.02%

44. How much would it cost you to buy or rent this other source?

Nothing	53.47%
$1 - $9	4.88%
$10 - $49	23.65%
$50 - $99	6.94%
$100- $499	7.97%
$500 or greater	3.08%

45. Can you think of any other expenses that would be required to use this other source?

Yes	18.07%
No	79.13%
Don't know	2.80%

46. What would this other source be?

Gas/parking	3.04%
Food/coffee	0.84%
Membership fees (e.g., website membership)	0.67%
Internet/electric bills	3.37%
Other	3.04%

47. Can you think of any visit to the public library in the past 12 months that was particularly helpful to you, your family, or your workplace?

Yes	44.23%
No	53.65%
Don't know	2.12%

48. Please describe how the library was helpful:

N/A	1.30%
Other	6.82%
Free access to information/research	24.35%
Activities/free classes	7.79%
Free books/materials/interlibrary loan	22.73%
Vote	1.62%
Access to computers/equipment	6.17%
Study/homework/homeschool	14.94%
Spend time with family/friends	7.14%
Apply for jobs online	1.62%
Librarians are helpful/knowledgeable	5.52%

49. Public libraries in Florida provide library cardholders with remote access from home, office and other sites to various databases and services via the Internet. Are you aware of this service?

Yes	58.35%
No	40.64%
Don't know	1.01%

50. Have you ever connected to a Florida public library via the Internet?

Yes	46.10%
No	53.90%

51. About how many times have you connected in the past 12 months?

Zero	18.10%
1 - 10	62.44%
11 - 49	11.76%
50 - 99	4.98%
100 - 299	2.26%
300 or more	.45%

52. Have you ever used public library services via the Internet that required a library card barcode number?

Yes	52.44%
No	45.53%
Don't know	2.03%

53. About how many times have you used these services in the past 12 months?

Less Than 10	73.28%
10 - 49	17.56%
50 - 99	6.11%
100 or more	3.05%

54. Can you think of any use of the public library via the Internet in the past 12 months that was particularly helpful to you, your family, or your workplace?

Yes	32.52%
No	65.85%
Don't know	1.63%

55. How was the library helpful?

Access to computer/WiFi/Internet	8.75%
Traditional books/dvds/audiobooks	37.50%
E-books/E-audiobooks	3.75%
Events	2.50%
Guidance	1.25%
Research/resources/databases	27.50%
Other	18.75%

56. If you were moving into a new community, which of these would you most want to have on your own street?

Park	33.22%
Public library	39.97%
Elementary school	5.23%
Police station	14.67%
Job center	4.38%
Don't know	2.53%

57. Do you think that having a public library located very close to your own home would increase or decrease property values, or would it make no difference?

Increased	52.78%
Decreased	2.19%
No difference	39.29%
Don't know	5.73%

58. Do you agree or disagree with the following ideas:

	Agree	Disagree	N/A
If a public library moved into a community, it would help attract good businesses to the area.	71.84%	17.54%	1.62%
Public libraries improve a community by helping people learn new skills so they can get better jobs.	92.24%	4.05%	3.71%
Public libraries help people learn new things no matter what their age.	97.81%	1.18%	1.01%

59. Are you more likely to think of your local public library as an essential service like a school, or more of a cultural amenity like an art gallery?

Essential service	69.48%
Cultural amenity	28.33%
Don't know	2.19%

60. In which Florida county do you live?

Alachua	2.36%
Bay	0.67%
Brevard	4.38%
Broward	6.75%
Charlotte	0.34%
Citrus	0.84%
Clay	1.69%

60. In which Florida county do you live?

Collier	1.52%
Columbia	0.51%
Desoto	0.17%
Duval	6.24%
Escambia	2.02%
Flagler	0.00%
Franklin	0.67%
Gilchrist	0.17%
Glades	0.17%
Gulf	0.17%
Hendry	0.17%
Hernando	0.34%
Highlands	0.34%
Hillsborough	0.34%
Holmes	7.25%
Indian River	0.34%
Jefferson	1.01%
Lake	0.34%
Lee	2.02%
Leon	3.37%
Levy	3.04%
Liberty	0.17%
Manatee	0.17%
Marion	0.84%
Martin	1.85%
Miami-Dade	1.52%
Monroe	10.96%
Okaloosa	0.34%
Orange	1.52%
Osceola	6.41%

60. In which Florida county do you live?

Palm Beach	1.18%
Pasco	6.41%
Pinellas	2.19%
Polk	3.54%
Putnam	3.04%
Saint Johns	0.84%
Saint Lucie	1.01%
Santa Rosa	0.67%
Sarasota	1.18%
Seminole	1.69%
Sumter	2.53%
Suwannee	0.67%
Taylor	0.51%
Volusia	0.34%
Wakulla	1.85%
Walton	0.17%
Other	0.51%
Do Not Know	0.34%

62. In which Florida city do you live?

Alachua	0.17%
Altamonte	0.17%
Apollo Beach	0.17%
Arcadia	0.17%
Auburndale	0.34%
Aventura	0.17%
Avon Park	0.17%
Bartow	0.17%

62. In which Florida city do you live?

Belleview	0.17%
Big Pine Key	0.17%
Boca Raton	1.52%
Bonifay	0.34%
Bonita Springs	0.34%
Boynton Beach	1.01%
Bradenton	0.51%
Brandon	0.51%
Branford	0.17%
Brooksville	0.17%
Broward	0.17%
Canal Point	0.17%
Cape Coral	0.84%
Carrabelle	0.17%
Clearwater	1.01%
Clermont	0.34%
Clewiston	0.17%
Cocoa	0.17%
Cocoa Beach	0.17%
Coconut Creek	0.17%
Coconut Grove	0.17%
Columbia	0.17%
Coral Gables	0.67%
Crawfordville	0.17%
Crestview	0.51%
Dade City	0.17%
Dania	0.17%
Davie	0.34%

62. In which Florida city do you live?	
Daytona Beach	0.34%
Deerfield	0.17%
DeFuniak Springs	0.17%
Deland	0.34%
Delray Beach	0.17%
Deltona	0.34%
Destin	0.34%
Destin/Miramar Beach	0.17%
Doral	0.17%
Dunedin	0.17%
Dundee	0.17%
Dural	0.17%
Edgewater	0.17%
Eera	0.17%
Estero	0.34%
Eustis	0.17%
Fellsmeer	0.17%
Fleming Island	0.34%
Florida City	0.17%
Fort Lauderdale	0.84%
Fort Myers	1.18%
Fort Pierce	0.34%
Fort Walton Beach	0.51%
Fort White	0.34%
Gainesville	2.02%
Gibsonton	0.17%
Green Cove	0.17%
Gulf Breeze	0.67%

62. In which Florida city do you live?	
Gulf County	0.17%
Hallandale	0.17%
Hernando	0.17%
Hialeah	0.34%
Hollywood	0.67%
Homestead	0.34%
Hudson	0.17%
Indiantown	0.34%
Interlachen	0.34%
Inverness	0.67%
Jacksonville	5.73%
Jacksonville Beach	0.17%
Jensen Beach	0.17%
Jupiter	0.51%
Key Biscayne	0.34%
Key West	0.17%
Kissimmee	1.35%
Labelle	0.17%
Lady Lake	0.17%
Lake City	0.17%
Lake Mack	0.17%
Lake Mary	0.51%
Lake Worth	0.84%
Lakeland	1.18%
Lakewood	0.17%
Lakeworth	0.34%
Land O Lakes	0.34%
Largo	0.17%

62. In which Florida city do you live?

Lee High Acres	0.17%
Leesburg	1.01%
Live Oak	0.51%
Longwood	0.34%
Lutz	0.17%
Lynn Haven	0.17%
Margate	0.51%
Marion	0.17%
Mary	0.17%
Mary Esther	0.17%
Melbourne	0.51%
Melbourne Beach	0.17%
Merritt Island	0.34%
Miami	6.41%
Miami Beach	0.34%
Miami Gardens	0.17%
Miami Lakes	0.34%
Miami Shores	0.17%
Middleburg	0.51%
Milton	0.34%
Mims	0.17%
Monticello	0.34%
Moor Haven	0.17%
Mount Dora	0.17%
Naples	1.52%
Natewale	0.17%
New Port Richey	0.67%
New Smyrna Beach	0.17%

62. In which Florida city do you live?

Niceville	0.17%
No	0.17%
Nokomis	0.17%
North Miami Beach	0.34%
Northport	0.17%
Oakland Park	0.17%
Ocala	1.18%
Ocoee	0.51%
Orange City	0.17%
Orange Park	0.51%
Orlando	4.89%
Ormond Beach	0.51%
Oviedo	0.84%
Pace	0.17%
Palatka	0.34%
Palm Bay	0.51%
Palm Beach	0.51%
Palm Beach Gardens	0.67%
Palm City	0.17%
Palm Coast	0.67%
Palm Harbor	0.51%
Palms	0.17%
Panama City	0.84%
Parkland	0.17%
Pembroke Pines	1.35%
Pensacola	1.69%
Perry	0.34%
Pinellas Park	0.34%

62. In which Florida city do you live?

Plant City	0.34%
Plantation	0.34%
Pompano	0.17%
Pompano Beach	0.34%
Port Charlotte	0.34%
Port Richey	0.17%
Port St. Lucie	0.17%
Punta Gorda	0.17%
Refkin	0.17%
Refused	0.51%
Riverview	0.34%
Rockwedge	0.17%
Ruskin	0.34%
Safety Harbor	0.17%
Saint Johns	0.17%
Saint Cloud	0.34%
San Antonio	0.17%
Santa Rosa Beach	0.17%
Sarasota	1.01%
Satellite Beach	0.34%
Sebastian	0.34%
Sebring	0.17%
Seffner	0.17%
Seluita Park	0.17%
Seminole	0.67%
Seminole Largo	0.17%
Silver Springs	0.17%
Somersfield	0.17%

62. In which Florida city do you live?

Sorrento	0.17%
South Naples	0.17%
Spring Hill	0.34%
St. Augustine	0.67%
St. Petersburg	0.67%
Stewart	0.34%
Stuart	0.51%
Sun City Center	0.17%
Sunrise	0.51%
Sweetwater	0.34%
Tallahassee	2.53%
Tamarac	0.67%
Tampa	4.55%
Tarmac	0.17%
The Villages	0.34%
Titusville	0.67%
Trenton	0.34%
Trinity	0.17%
Valrico	0.17%
Venice	0.51%
Vero Beach	0.84%
Wimauma	0.17%
Wesley Chapel	0.17%
West Kendall	0.17%
West Melbourne	0.17%
West Miami	0.34%
West Palm Beach	1.01%
Wildwood	0.34%

62. In which Florida city do you live?

Windermere	0.34%
Winter Garden	0.34%
Winter Haven	0.84%
Winter Park	0.34%
Winter Springs	0.17%

63. What is your age now?

18 - 29	15.18%
30 - 44	19.22%
45 - 54	19.22%
55 - 65	21.08%
65 and over	23.61%
Refused	1.69%

64. What is the highest grade or level of school that you have completed?

Some high school, but did not graduate	4.05%
High school graduate or GED	22.09%
Technical school	2.53%
Some college/2-year degree	27.49%
Bachelor's degree/4-year degree	29.01%
Post-college degree	13.15%
Don't know	1.69%

65. Which of the following best describes your race:

White	61.72%
Hispanic	18.55%
Black/African-American	11.80%
Asian/Pacific Islander	2.19%
Other	3.04%
Don't know	2.70%

66. What other way would you classify your race?

Refused	15.79%
Other	21.05%
Mixed	42.11%
Native American	21.05%

67. Which of the following BEST describes your current employment status?

Employed by others	40.62%
Self-employed	9.12%
Unemployed/looking for work	.17%
Unemployed/not looking for work	7.06%
Retired	4.65%
Homemaker	32.70%
N/A	5.68%

68. Which of the following BEST describes your employer or place of business?

A small business (under 50 employees)	38.41%
A large business (50 employees or more)	32.45%
A government agency	8.28%
An elementary or middle school	3.97%
A high school	.99%
A college or university	2.32%
A hospital or healthcare provider	6.95%
N/A	6.62%

69. Approximately what was your total annual household income in 2012 before taxes?

Under $30,000	24.11%
Between $30,000 - $50,000	15.18%
Between $50,000 - $75,000	16.69%
Between $75,000 - $150,000	16.36%
More than $150,000	5.06%
Don't know	22.60%

70. We need to establish the value of a user's time. Please indicate your personal approximate annual income in 2013 before taxes.

Not employed	16.36%
Under $25,000	18.38%
$25,000 - $50,000	19.73%
$50,000 - $100,000	17.71%
$100,000	5.73%
Don't know	22.09%

71. Gender

Male	39.80%
Female	60.20%

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Appendix IV: Follow-Up Survey Results

1. Tourist Percentage

0% - 10%	54.76%
11% - 20%	23.81%
21% - 30%	21.43%

2. Percentage Non-English Speaking

0% - 10%	73.81%
11% - 20%	9.52%
21% - 30%	11.90%
Greater than 30%	4.76%

3. Percentage School-Aged (K-12) Children

0% - 20%	21.43%
21% - 40%	64.29%
41% - 60%	11.90%
Greater than 60%	2.38%

4. Approximately what percentage of the TOTAL loans provided by your library was provided to libraries out of state?

0%	43.90%
1% - 10%	39.02%
11% - 20%	9.76%
21% - 30%	2.44%
Greater than 30%	4.88%

5. Among the loans provided by your library to other Florida libraries approximately what percentage went to each of the following sources (totals should sum to 100%)?

	a) Academic	b) School	c) Special	d) Other
Less than 25%	55.8%	50.0%	55.8%	21.2%
25% - 49%	7.7%	3.8%	1.9%	1.9%
50% - 74%	0.0%	3.8%	1.9%	5.8%
75% - 100%	1.9%	0.0%	0.0%	46.2%

6. Approximately what percentage of the total loans received by your library was provided to you by libraries from out of state?

Less than 10%	73.17%
10% - 19%	7.32%
20% - 39%	12.20%
40% or greater	7.32%

7. Among the loans received by your library from out of state approximately what percentage came from each of the following sources (totals should sum to 100%)?

	a) Academic	b) School	c) Special	d) Other
Less than 25%	48.1%	46.2%	51.9%	28.8%
25% - 49%	7.7%	1.9%	0.0%	1.9%
50% - 74%	7.7%	0.0%	1.9%	9.6%
75% - 100%	3.8%	0.0%	0.0%	26.9%

8. Materials As a Percentage of Out-Of-State Expenditures

	Print	Electronic	Other	All Other Operating	Capital Outlay	Cash gifts	Other Operating
0%	11.5%	19.2%	13.5%	19.2%	32.7%	38.5%	48.1%
5%	1.9%	3.8%	1.9%	5.8%	1.9%	19.2%	15.4%
10%	1.9%		5.8%	5.8%	1.9%	1.9%	
15%			1.9%	1.9%		3.8%	
20%				1.9%			
25%	3.8%	1.9%	1.9%	5.8%	1.9%		
30%				3.8%			
35%				3.8%	1.9%		
40%			1.9%				
45%							
50%				1.9%			
55%							
60%							
65%			1.9%				
70%							
75%			1.9%		1.9%		
80%	1.9%		1.9%	3.8%			
85%	1.9%				1.9%		
90%	13.5%	3.8%	3.8%		3.8%		
95%	13.5%	9.6%	15.4%		3.8%		
100%	7.7%	23.1%	3.8%	1.9%			

9. There are some sources of income that your library and branches might obtain from a business-like operation run by your library such as a gift shop, coffee shop, book shop, etc. and also from book sales, old furniture sales, etc. Please indicate about how much annual income such operations and/or sales bring in to your library and branches.

Less than $1,000	32.14%
$1,000 - $10,000	35.71%
Greater than $10,000	32.14%

10. There may be some services or businesses involving your library and branches that do not produce revenue for the library (other than a token amount) nor result in an expenditure to the library. Examples might include coin or card operated photocopiers or other equipment, gift shop, or coffee shop run by an outside person or vendor, etc. Please try to find out about how much total annual revenue is generated for these services.

Less than $1,000	60.71%
$1,000 - $10,000	17.86%
Greater than $10,000	21.43%

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Appendix V: Organizations Survey Results

1. What is your title?

Librarian	56.71%
Media Specialist	9.06%
Other	34.23%

2. Type of organization?

Private Business	4.44%
Public University or College	33.11%
Private University or College	17.75%
Public School	13.65%
Private School	2.73%
Other (please specify)	28.33%

3. Do you or members of your library staff use the Florida Electronic Library for business and/or professional purposes?

Yes	72.97%
No	20.46%
Don't know	6.56%

4. Were you aware of the Florida Electronic Library before you read the previous question?

Yes	89.96%
No	10.04%

5. About how many times each month do you or members of your library staff use the Florida Electronic Library for business and/or professional purposes?

Less than once per month	34.57%
1 to 10 times per month	39.92%
11 to 50 times per month	14.81%
51 to 100 times per month	3.70%
101 times or more per month	7.00%

6. Do you or other members of your library staff use the services of the local public library for business and/or professional purposes? Please check all that apply.

Yes, I do this.	41.0%
Yes, other library staff members do this.	34.3%
No, neither I nor other members of the library staff do this.	25.3%

7. Which of the following services of the public library have you or members of your library staff used for business and/or professional purposes? Please check all that apply.

Borrowed books	46.0%
Borrowed books-on-tape	17.3%
Borrowed videotapes	10.7%
Borrowed DVDs	28.0%
Borrowed CD-ROMs (reference materials, software, etc.)	6.3%
Photocopied magazine, newspaper, and/or journal articles	18.0%
Used interlibrary loan for books	34.0%
Used interlibrary loan for periodical articles	15.7%
Searched/copied information from commercially licensed online databases and electronic publications	23.3%
Accessed government documents and publications	16.7%
Accessed the Internet/World Wide Web via library computers	19.0%
Used reference services in the library	25.3%
Used reference services via online access	20.0%
Used meeting room facilities	15.3%
Participated in library-sponsored groups and/or training	25.0%
Other	4.7%

8. On average, about how much total time do you and members of your library staff spend using public library services for business and/or professional purposes each month? Please check your best estimate.

Less than 1 hour per month	39.55%
1 to 5 hours per month	40.91%
6 to 12 hours per month	11.82%
More than 12 hours per month	7.73%

9. On average, about how many documents do you estimate that your library obtains from the local public library each month?

Less than 1 per month	50.49%
1 - 10 per month	35.92%
11 - 50 per month	6.31%
51 - 100 per month	5.34%
101 or more per month	1.94%

10. In the last 12 months which alternative information sources have you or a member of your library staff used for business and/or professional purposes? Please check all that apply.

Public libraries	43.3%
University libraries	50.7%
Other libraries	29.3%
Government sources	38.3%
Private sector information providers	19.0%
Associations (e.g., ABA, AMA, etc.)	26.7%
None	1.7%
Other (please specify)	3.0%

10b. Specify "Other."

State	22.22%
Browsing the Web	11.11%
Database	44.44%
Other	22.22%

11. If your library used the public library rather than an alternative service, why did it do this? Please check all that apply.

Depth and breadth of the collection	12.0%
Unique items in the collection	24.0%
Up to date holdings	9.3%
Support from library staff	18.0%
Ease of use	21.3%
Efficiency/speed of service	15.7%
Cheaper to use than alternatives	20.7%
Services all under one roof	9.0%
Reliability	9.0%
My library DID NOT use the public library rather than an alternative service.	14.3%
Other	2.7%

12. If you could not use the local public library, how much additional time do you think you and your library staff would need to spend searching for and obtaining documents and using alternative sources to retain your current service levels?

No change	34.02%
1% - 25% increase	46.39%
26% - 50% increase	9.28%
51% - 100% increase	6.19%
101% - 200% increase	1.55%
201% - 300% increase	0.52%
More than 300% increase	1.03%
Decrease	1.03%

13. How much would your organization's research be affected if you did not have access to public library services?

Unaffected	29.41%
Somewhat affected	55.39%
Severely affected	15.20%

14. Approximately, what additional costs might your organization incur per year if you were unable to use the public library's services and therefore were reliant on alternatives?

$1 - $100 per year	23.60%
$101 - $500 per year	12.36%
$501 - $1,000 per year	10.67%
$1,001 - $5,000 per year	12.36%
$5,001 - $10,000 per year	5.06%
More than $10,000 per year	5.06%
Nothing, no alternatives available	10.67%
Nothing, use of alternatives would not increase our costs	20.22%

15. Your local public library is funded primarily through state and local taxes. In the unlikely event that this funding ceased to be provided, would your organization be willing to pay an amount, for example through donation or subscription, to help support the continuation of your local public library and its services?

Yes	9.23%
No	23.59%
Unable to answer	67.18%

16. Which ONE of the following reasons BEST supports your answer to the previous question?

I believe that the government/taxpayers should support the public library	61.98%
I do not believe that users should be asked to pay	2.60%
I do not value the public library enough to contribute any amount	0.52%
I do not believe you can use surveys to address this sort of issue	15.63%
Other	19.27%

17. What would be the MOST your organization would be willing to pay per month as a donation or subscription to support the continuation of your public library and its services?

$10 per month	11.38%
$100 per month	4.07%
$250 per month	0.00%
$500 per month	0.81%
$1,000 per month	0.81%
Unable to answer question	82.93%

18. What is the annual operating budget of your parent organization?

Less than $1 million	63.83%
$1 - $10 million	19.15%
$10 - $100 million	8.51%
Greater than $100 million	8.51%

19. How many people are employed at your location?

Less than 10	28.05%
10 - 24	10.98%
25 - 49	6.10%
50 - 99	14.63%
100 - 249	20.73%
250 - 499	7.32%
500 - 999	3.66%
1,000 or greater	8.54%

20. What is the annual operating budget of your library?

Less than $10,000	32.79%
$10,000 - $1 million	50.82%
Greater than $1 million	16.39%

21. What is the annual budget of your library for materials, i.e., books, serials, reference materials, access to databases, etc.?

Less than $10,000	35.94%
$10,000 - $100,000	8.66%
Greater than $100,000	3.07%

22. How large is the staff of your library?

Less than 10	69.89%
10 - 20	11.83%
21 - 40	9.68%
41 - 100	5.38%
Greater than 100	3.23%

23. To how many e-journals does your library subscribe?

Zero	37.31%
1 - 100	31.34%
101 - 1000	11.94%
Greater than 1000	19.40%

24. How many library staff members hold the Master of Library and Information Science (MLIS) degree, or its equivalent?

Zero	9.57%
1 - 5	69.15%
6 - 10	11.70%
11 - 40	7.45%
Greater than 40	2.13%

25. Does your library belong to any of the following multi-type library cooperative (MLC) networks? Please check all that apply.

Northeast Florida Library Information Network (NEFLIN)	4.7%
Panhandle Library Access Network (PLAN)	3.3%
Southeast Florida Library Network (SEFLN)	8.0%
Southwest Florida Library Network (SWFLN)	2.3%
Tampa Bay Library Consortium (TBLC)	12.3%

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Appendix VI: Internet Library Users Survey Instrument

Survey of Public Library Users in Florida

The State and your local public library are cooperating in updating an important and extensive survey about the benefits and value of public libraries in Florida. The study is being conducted under the sponsorship of the Division of Library and Information Services. Your participation is essential to the success of this study. All individual responses are ANONYMOUS. If you have questions about the study, please ask your public librarian. Again, this is a particularly important study and your participation will be beneficial to public libraries in Florida. This survey should take about 10 minutes to complete. THANK YOU for your time and interest in public libraries!

1. In what county in Florida do you reside?

2. In what city in Florida do you reside? (Please only answer if you live within the city limits)

3. Do you have a public library card?

☐ Yes

☐ No

☐ Don't Know

4. About how many times have you visited a public library in the past 12 months?

5. Approximately how much time does it take you to get to the library? (in minutes, please state numerically)

6. How do you get there?

☐ Walk

☐ Drive

☐ Public Transportation

☐ Taxi

7. How much does the trip to the library cost you (include gasoline and parking)?

Survey of Public Library Users in Florida

8. Approximately how much time did you spend at the library on your LAST visit? (minutes, please state numerically)

9. Did you spend money on errands or activities that you would not have otherwise done?

◯ Yes

◯ No

10. How much did you spend? (in dollars)

11. Public libraries in Florida provide library card holders with remote access (from home, office, etc.) to various databases and services via the Internet. Are you aware of this service?

☐ Yes

☐ No

12. Have you connected to a Florida public library via the Internet?

☐ Yes

☐ No

Survey of Public Library Users in Florida

13. About how many times have you connected in the past 12 months? (please state numerically):

Survey of Public Library Users in Florida

14. Have you used public library services via the Internet that required your library card barcode number?

- ☐ Yes
- ☐ No

Survey of Public Library Users in Florida

15. About how many times have you used these services in the past 12 months? (please state numerically):

[   ]

16. Below is a list of library services and uses. Please check which ones you used on your LAST visit, and which ones you have used on PREVIOUS visits to the library. Please check all that apply.

	Last	Previous
read a book, journal, or magazine in the library	☐	☐
checked out a book	☐	☐
watched a video, CD, or film in the library	☐	☐
played online games	☐	☐
got news online	☐	☐
visited a virtual museum exhibit or online museum program	☐	☐
watched a movie or listened to music	☐	☐
looked for information about a service or product you are thinking about buying	☐	☐
searched the library online catalog	☐	☐
searched a bibliographic database	☐	☐
viewed and/or downloaded e-books	☐	☐
viewed and/or downloaded articles	☐	☐
used a computer to fill out a job application	☐	☐
used a computer to fill out Unemployment Benefits forms	☐	☐
used a computer to fill out Social Security Benefits forms	☐	☐
used a computer to file for Food Stamps	☐	☐
used a computer to file for	☐	☐

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Survey of Public Library Users in Florida

other government
assistance ☐ ☐

Attended a library program ☐ ☐

Other (please specify)

[   ]

17. Approximately how much time did you spend on the Internet on your last visit to the library? (minutes, please state numerically):

[   ]

Survey of Public Library Users in Florida

Patrons use their public library for many reasons. Below is a list of typical reasons. Please indicate ALL the reasons you used the library on YOUR LAST VISIT. Check all that apply.

18. BROUGHT A CHILD TO USE LIBRARY (check all that apply)

☐ For a children's program

☐ To read or check out a book

Other (please specify)

_____

19. TO MEET PERSONAL OR FAMILY NEEDS (check all that apply)

☐ For recreational reading, viewing, listening, etc.

☐ For help with a day-to-day problem, such as shopping

☐ For information about a hobby or how to fix something

☐ For help with an occasional problem, such as purchasing a home

☐ For information about a health or wellness problem

☐ For information about personal finances

☐ To learn more about culture, religion, etc.

☐ To keep up with the news

☐ To correspond with family, friends, etc. (email, Facebook, etc.)

☐ For help with job hunting

☐ To have a place to go

Other (please specify)

_____

Survey of Public Library Users in Florida

20. TO MEET WORK OR JOB-RELATED NEEDS (check all that apply)

- ☐ To locate a person or organization
- ☐ To get information about financial matters
- ☐ To get tax information
- ☐ To get information about starting or locating a small business
- ☐ To get information about legal issues
- ☐ To get information about marketing or sales
- ☐ To get information about management or administration
- ☐ To get information for research

Other (please specify)

21. TO MEET EDUCATIONAL NEEDS - As a Student (check all that apply)

- ☐ For a place to study
- ☐ To work on an assignment
- ☐ For home schooling
- ☐ For a virtual or distance education class

Other (please specify)

22. TO MEET EDUCATION NEEDS - As a Teacher (check all that apply)

- ☐ To prepare for class or lecture
- ☐ For grading
- ☐ To keep current with the literature
- ☐ To prepare a paper
- ☐ For home schooling
- ☐ For a virtual or distance education class

Other (please specify)

Survey of Public Library Users in Florida

23. TO MEET EDUCATIONAL NEEDS - Other (such as for Retirees or Preschoolers) (check all that apply)

☐ For a preschool program

☐ To continue learning

☐ For a virtual or distance education class

Other (please specify)

24. How important was the information provided by the library service in meeting your needs?

◯ Not at all important

◯ Somewhat important

◯ Neither important nor unimportant

◯ Important

◯ Absolutely essential

25. In what ways was the information or services important in meeting your needs? Please fill in blanks for all that apply, providing your best estimate.

It saved me time (in minutes)

It saved me money: $

Other:

26. If there were no public library, what would you do to address your reason for this visit? Check the most appropriate action.

◯ I need the information, but do not know where else to go

◯ I would not bother to do anything

◯ I would use another source, such as a store, another person, an academic library, etc.

If using another source, what would you use?

Survey of Public Library Users in Florida

27. About how much time and money do you think it would take to use this source? Please fill in each blank below with your best estimate. Please write "NA" where not applicable.

time to use other source (minutes):

miles to drive:

cost to buy or rent: $

other expenses: $

28. Can you think of any visit or use of the public library through the Internet in the past 12 months that was particularly helpful to you, your family, or your workplace?

◯ Yes

◯ No

29. Please indicate how the library was helpful.

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Survey of Public Library Users in Florida

30. If someone would buy your public library card each year, how much would you ask for it?

○ $1 to $10

○ $11 to $20

○ $21 to $30

○ $31 to $50

○ $51 to $100

○ Over $100

○ I would not give it up

31. If you paid a price for your public library card each year instead of paying taxes, how much would you be willing to pay for it?

○ $1 to $10

○ $11 to $20

○ $21 to $30

○ $31 to $50

○ $51 to $100

○ Over $100

32. About how much do you think you pay a year in taxes that are designated for the public library?

○ $1 to $10

○ $11 to $20

○ $21 to $30

○ $31 to $50

○ $51 to $100

○ Over $100

○ Don't Know

Survey of Public Library Users in Florida

33. If you were moving into a new community, which of these would you most want to have on your own street?

- ◯ Park
- ◯ Public Library
- ◯ Elementary School
- ◯ Police Station
- ◯ Job Center
- ◯ Not sure

34. Do you think that having a public library located very close to your own home would increase or decrease property values, or would it make no difference?

- ◯ Increase
- ◯ Decrease
- ◯ No difference
- ◯ Not sure

35. Do you agree or disagree with this idea? If a public library moved into a community, it would help attract good businesses to the area.

- ◯ Agree
- ◯ Disagree
- ◯ Not sure

36. And do you agree or disagree with this idea? Public libraries improve a community by helping people learn new skills so they can get better jobs.

- ◯ Agree
- ◯ Disagree
- ◯ Not sure

Survey of Public Library Users in Florida

37. Do you agree or disagree? Public libraries help people learn new things no matter what their age.

○ Agree

○ Disagree

○ Not sure

Survey of Public Library Users in Florida

42. Which of the following BEST describes you?

○ White

○ Hispanic

○ Black or African-American

○ Asian or Pacific Islander

Other (please specify)

[   ]

43. Which of the following categories best describes your employment status?

○ Employed, working 1-39 hours per week

○ Employed, working 40 or more hours per week

○ Not employed, looking for work

○ Not employed, NOT looking for work

○ Retired

○ Disabled, not able to work

44. Which of the following BEST describes your employer?

○ Not employed

○ A small business (under 50 employees)

○ A large business (50 employees or more)

○ A government agency

○ An elementary or middle school

○ A high school

○ A college or university

○ A hospital or healthcare provider

Survey of Public Library Users in Florida

45. Approximately what is your total annual HOUSEHOLD income before taxes?

○ Under $30,000

○ Between $30,000 and $50,000

○ Between $50,000 and $75,000

○ Between $75,000 and $150,000

○ More than $150,000

○ Prefer not to answer

46. For work-related uses of the public library, we need to establish the value of a user's time. Please indicate your approximate annual income before taxes. THIS IS YOUR PERSONAL, INDIVIDUAL INCOME NOT YOUR HOUSEHOLD INCOME.

○ Not employed

○ Under $25,000

○ Between $25,000 and $50,000

○ Between $50,000 and $100,000

○ More than $100,000

○ Prefer not to answer

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Appendix VII: Household Telephone Survey Instrument

Q.1 To verify, have you visited a Florida public library in the **past 12 months**?
Or
You have used the Internet to use library services?
CODE AS NO AND FOLLOW THE SKIPS

¿Para Verificar, ha visitado usted una biblioteca pública de Florida durante los ultimos 12 meses?

[REQUIRE ANSWER]

(5)
Yes, visited library 1
No, used internet only   2
DK/NA 3

Q.2 About how many times have you visited a Florida public library in the **past 12 months**?

OR IF INTERNET USER:
About how many times have to used the Internet to access any library services in the **last 12 months**?

DO NOT CODE HERE BUT AFTER THE SKIP TO Q49 (WRITE IT DOWN)

¿ Cuántas veces ha visitado una biblioteca pública de Florida en los ultimos 12 meses?

[REQUIRE ANSWER]

_____ (6-25)

Q.3 Do you have a public library card?

¿Tiene usted una tarjeta de alguna biblioteca pública?

[REQUIRE ANSWER]

(26)

127

<div align="center">
Yes ... 1
No 2
DK/NA 3
</div>

Q.4 If you were to sell a public library card each year, how much would you ask for it?

¿¿Si pudiera vender una tarjeta de biblioteca pública cada año, cuánto cobraría usted?

(READ CHOICES)

[REQUIRE ANSWER]

(27)

$1 - $10 1
$11 - $20 2
$21 - $30 3
$31 - $50 4
$51 - $100 5
Over $100 6
I would not give it up 7
DK/NA 8
Nothing/Zero (VOLUNTEERED RESPONSE/DO NOT READ)

2

Q.5 If you paid a price for your public library card each year instead of paying taxes, how much would you be willing to pay for it?

¿Si pudiera usted pagar un precio por tarjeta de biblioteca pública cada año en vez de pagar los impuestos, cuánto estaría dispuesto a pagar por ella?

(READ CHOICES)

[REQUIRE ANSWER]

(28)

$1 - $10 1
$11 - $20 2
$21 - $30 3
$31 - $50 4
$51 - $100 5
Over $100 6
DK/NA 7

Nothing/Zero (VOLUNTEERED)   8

[D - IF THE ANSWER TO QUESTION 1 IS NOT 1, THEN SKIP TO QUESTION 49]

[A - IF THE ANSWER TO QUESTION 1 IS NOT 1, THEN SKIP TO QUESTION 49]

Q.6 Approximately how much time does it take you to get to the library you visited most in the **last 12 months**? Please use minutes.

Aproximadamente cuánto tiempo le toma para llegar a la biblioteca que visitó más en los últimos 12 meses? Favor utilizar minutos.

1 HOUR = 60 MINUTES

[REQUIRE ANSWER]

_____ (29-48)

Q.7 How do you usually get there?

¿Que modo de transporte usa usted generalmente para ir a la biblioteca?

(READ CHOICES IF NEEDED)

[REQUIRE ANSWER]

(49)
Walk / Camina 1
Drive / Maneja 2
Public Transportation / Usa transporte publicio   3
Taxi 4
Other (specify) 5

[A - IF THE ANSWER TO QUESTION 7 IS NOT 5, THEN SKIP TO QUESTION 9]

Q.8 What other way do you usually get to the library?

¿Usualmente de que otra manera va a la biblioteca?

[REQUIRE ANSWER]

_____ (50-74)

[A - IF THE ANSWER TO QUESTION 7 IS 1 OR 3, THEN SKIP TO QUESTION 10]

Q.9 About how much does it cost you to get to the library, including gasoline and parking?

¿Aproximadamente cuánto le cuesta llegar a la biblioteca, incluyendo gasolina y parqueadero?

[REQUIRE ANSWER]

_____ (75-94)

4

Q.10 Approximately how much time did you spend **in** the library on your **last** visit? Please use minutes.

¿Aproximadamente cuánto tiempo gastó usted en la biblioteca en su última visita?

1 HOUR = 60 MINUTES

[REQUIRE ANSWER]

_____ (95-114)

Q.11 Did you do any other activities as part of your **last** trip to the library?

¿realizó usted otras actividades como una parte de su última visita a la biblioteca?

[REQUIRE ANSWER]

(115)
Yes ... 1
No 2
DK/NA 3

[S - IF THE ANSWER IS NOT 1, THEN SKIP TO QUESTION 15]

Q.12 What activities did you do as part of that **last** trip to the library?

Qué actividades realizó como parte de su ultima visita a la biblioteca?

(READ LIST)

[REQUIRE ANSWER]

	Yes	No
Visited a coffee shop/Visite la cafeteria	1	2 (116)
Went to a restaurant/ Fui a un restaurante	1	2 (117)
Shopped/ Hize compras	1	2 (118)
Other (specify)	1	2 (119)

[A - IF THE ANSWER TO SUB-QUESTION 4 OF QUESTION 12 IS 2, THEN SKIP TO QUESTION 14]

Q.13 What other activity did you do as part of that **last** trip to the library?

Que otra actividad realizó como parte de su última visita a la biblioteca?

[REQUIRE ANSWER]

_____ (120-219)

Q.14 About how much did you spend on other activities during your **last** trip to the library? Please provide your best estimate.

¿Más o menos cuánto gastó en otras actividades durante su última visita a la biblioteca? Proporcione por favor un dato aproximado.

(DO NOT USE DOLLAR SIGNS)

[REQUIRE ANSWER]

_____ (220-239)

Q.15 I am going to read you a list of library services. Please tell me which services you used during the **last 12 months**. Have you:

Voy ha leérle un lista de los servicios de la biblioteca. Dígame por favor cuáles de ellos utilizó durante los últimos 12 meses.

(READ LIST)

[REQUIRE ANSWER] [READ ANSWERS IN RANDOM ORDER, EXCEPT THE LAST 1]

	Services Used	
	Used	Not Used
Read a book, journal or magazine in the library/ Leyo un libro, el diario o una re-	1	2 (240)
Checked out a book/ Saco un libro	1	2 (241)
Watched a video, CD, or film in the library/ Miro un video, cd, o una pelicula en la	1	2 (242)
Played online games/ Jugo en linea	1	2 (243)
Got news online/ Miro las noticias en linea	1	2 (244)
Visited a virtual museum exhibit or online museum program/ Visito una exhibicion virtual del museo o el programa en linea del museo	1	2 (245)
Watched a movie or listened to music/ Miro una pelicula o escucho musica	1	2 (246)
Looked for information about a service or product you are thinking about buying/ Busco informacion sobre un servicio o un producto que esta interesado	1	2 (247)
Searched the library online catalog/ Busco el catalogo de la bilblioteca en linea	1	2 (248)
Searched a bibliographic database/ Busco datos bibliograficos	1	2 (249)
Viewed and/or downloaded e-books/ Vió y/o descargó libros	1	2 (250)
Viewed and/or downloaded articles/ Vió y/o descargó articulos	1	2 (251)
Utilized a PC to fill out online forms for job applications/Usó la computadora para rellenar solicitudes de trabajo	1	2 (252)
Unemployment benefits/Beneficios de desempleo	1	2 (253)

	Services Used	
	Used	Not Used
Social Security benefits/beneficios de seguro social	1	2 (254)
File for Food Stamps/Solicitud decupones para comida	1	2 (255)
File for other government assistance/Solicitud de otros	1	2 (256)
Other (specify)	1	2 (257)

[A - IF THE ANSWER TO SUB-QUESTION 18 OF QUESTION 15 IS 2, THEN SKIP TO QUESTION 17]

Q.16 What other library service(s) did you use in the **last 12 months**?

¿Que otros servicios de la biblioteca utilizó en los ultimos 12 meses?

[REQUIRE ANSWER]

_____ (258-357)

Q.17 Which of those services did you use on your **last** visit? Did you:

Cuál de los servicios siguientes utilizo en su última visita?

(READ PREVIOUS ANSWERS)

[REQUIRE ANSWER] [READ ONLY ANSWERS CORRESPONDING TO SUB-QUESTIONS ANSWERED 1 IN QUESTION 15, BUT ALWAYS SHOW THE LAST 1]

[READ ANSWERS IN RANDOM ORDER, EXCEPT THE LAST 1]

	Services Used	
	Used	Not Used
Read a book, journal or magazine in the library/ Leyo un libro, el diario o la revista en la biblioteca	1	2 (358)
Checked out a book/ Saco un libro	1	2 (359)
Watched a video, CD, or film in the library/ Miro un video,	1	2 (360)
Played online games/ Jugo en linea	1	2 (361)
Got news online/ Miro las noticias en linea	1	2 (362)
Visited a virtual museum exhibit or online museum program/ Visito una exhibicion virtual del museo o el programa en linea del museo	1	2 (363)
Watched a movie or listened to music/ Miro una pelicula	1	2 (364)
Looked for information about a service or product you are thinking about buying/ Busco informacion sobre un servicio o un producto que esta interesado	1	2 (365)
Searched the library online catalog/ Busco el catalogo	1	2 (366)
Searched a bibliographic database/ Busco datos biblio-	1	2 (367)
Viewed and/or downloaded e-books/ Vió y/o descargó	1	2 (368)
Viewed and/or downloaded articles/ Vió y/o descargó	1	2 (369)
Utilized a PC to fill out online forms for job applications/ Usó la computadora para rellenar solicitudes de trabajo	1	2 (370)
Unemployment benefits/Beneficios de desempleo	1	2 (371)

	Services Used	
	Used	Not Used
Social Security benefits/Beneficios de seguro social	1	2 (372)
File for Food Stamps/Solicitud decupones para comida	1	2 (373)
File for other government assistance/Solicitud de otros	1	2 (374)
Other (specify)	1	2 (375)

[A - IF THE ANSWER TO SUB-QUESTION 18 OF QUESTION 17 IS NOT 1, THEN SKIP TO QUESTION 19]

Q.18 Which other service(s) did you use on your last visit?

¿ Que otros servicios utilizo en su última visita?

[REQUIRE ANSWER]

_____ (376-475)

Q.19 How much time did you spend on the Internet during your **last** visit to the library? Please use minutes.

Cuánto tiempo gastó usted en el Internet durante su última visita a la biblioteca? favor utilizar minutos.

1 HOUR = 60 MINUTES

(INCLUDE WIFI, LIBRARY PC AND THEIR OWN DEVICES TOO)

[REQUIRE ANSWER]

_____ (476-495)

Q.20 Patrons use their public library for many reasons. I am going to read you a list of typical reasons. Please tell me ALL the reasons why you used the library on your **LAST** visit. Did you visit:

Los usuarios utilizan la biblioteca pública por muchas razones. Voy a leérle una lista de las más típicas. Dígame por favor todas las razones por las cuales usted utilizó la biblioteca en su última visita.

[REQUIRE ANSWER]

	Services Used	
	Used	Not Used
For recreational reading, viewing, listening, etc./ Para lectura recreativa, ver, escuchar, etc.	1	2 (496)
For help with a day-to-day problem, such as shopping/ Para ayuda con problemas cotidianos, como compras	1	2 (497)
For information about a hobby or how to fix something/ Para información sobre un pasatiempo o cómo arreglar algo	1	2 (498)
For help with an occasional problem, such as purchasing a home/ Para ayudar con un problema ocasional, como comprar una casa	1	2 (499)
For information about a health or wellness problem/ Para información sobre un problema de la salud o bienestar personal	1	2 (500)
For information about personal finances/ Para información sobre finanzas personales	1	2 (501)
To learn more about culture, religion, etc./ Para aprender más acerca de cultura, religión, etc.	1	2 (502)
To keep up with the news/ Para mantenerse al dia con las noticias	1	2 (503)
To correspond with family, friends, etc./ Para communicación con la familia, amigos, etc.	1	2 (504)
For help with job hunting/ Para ayudar en busqueda de trabajo	1	2 (505)
To have a place to go/ para tener un lugar a donde ir	1	2 (506)
For some other personal or family need (specify)/ para algúna otra necesidad familiar o personal	1	2 (507)

	Services Used	
	Used	Not Used
To locate a person or organization/ Para localizar a una persona o una organizacion	1	2 (508)
To get information about financial matters/ para conseguir informacion sobre asuntos financieros	1	2 (509)
To get tax information/ para conseguir información de impuestos	1	2 (510)
To get information about starting or locating a small business/Para conseguir información sobre como comenzar o situar una pequeña empresa	1	2 (511)
To get information about legal issues/ para conseguir información sobre asuntos legales	1	2 (512)
To get information about marketing or sales/ Para conseguir información sobre mercadeo o ventas	1	2 (513)
To get information about management or administration/ para conseguir información sobre gestiónes administrativas	1	2 (514)
To get information for research/ para la investigación	1	2 (515)
For some other work or job-related need / Para algún otro trabajo o el asunto relacionado con necesidad de trabajo	1	2 (516)
Utilize a PC to fill out online forms for job applications/ Para rellenar solcitudes de trabajo	1	2 (517)
Unemployment benefits/Para beneficios de desempleo	1	2 (518)
Social Security benefits/Para beneficios de seguro social	1	2 (519)
File for Food Stamps/Para solicitar cupones de comida	1	2 (520)
File for other government assistance/Para otras asistencia de gobierno	1	2 (521)

[A - IF THE ANSWER TO SUB-QUESTION 12 OF QUESTION 20 IS 2, THEN SKIP TO QUESTION 22]

Q.21 For what other personal or family need did you visit the library on your **last** visit?

¿Para que otro asunto personal o familiar visitó la biblioteca la última vez?

[REQUIRE ANSWER]

_____ (522-621)

[A - IF THE ANSWER TO SUB-QUESTION 21 OF QUESTION 20 IS 2, THEN SKIP TO QUESTION 23]

Q.22 For what other work or job-related need did you visit the library on your **last** visit?

¿Para que otro asunto relacionado con su trabajo visitó la biblioteca la última vez?

[REQUIRE ANSWER]

_____ (622-721)

Q.23 Did you take a child to use the library on your last visit?

¿Llevo usted a su niño/a en su última visita a la bibiloteca?

[REQUIRE ANSWER]

(722)
Yes ... 1
No 2
DK/NA 3

[A - IF THE ANSWER TO QUESTION 23 IS NOT 1, THEN SKIP TO QUESTION 26]

Q.24 Did you bring a child on your **last** visit to the library:

¿Trajo usted a un niño/a en su última visita?

[REQUIRE ANSWER]

	Yes	No
For a children's program/ para un programa de ninos	1	2 (723)
To read or check out a book/ para leer o sacar un libro	1	2 (724)
For some other child-related purpose (specify)/ para algun otro nino proposito relacionado con ninos	1	2 (725)

[A - IF THE ANSWER TO SUB-QUESTION 3 OF QUESTION 24 IS 2, THEN SKIP TO QUESTION 26]

Q.25 For what other reason did you bring a child to the library on your **last** visit?

¿Por que otra razón utilizó los servicios de biblioteca con un niño/a en su última visita?

[REQUIRE ANSWER]

_____ (726-825)

Q.26 Did you visit the library on your last visit to meet an educational need?

¿Visitó usted la biblioteca la ultima vez por alguna necesidad educativa

[REQUIRE ANSWER]

(826)
Yes ... 1
No 2
DK/NA 3

[S - IF THE ANSWER IS NOT 1, THEN SKIP TO QUESTION 34]

Q.27 Please tell me all the reasons why you visited the library on your last visit to meet educational needs. Did you visit:

Dígame, por favor, todas las razones por las cuales usted visitó la biblioteca la última vez con motivos educativos.

(READ LIST)

[REQUIRE ANSWER]

	Yes	No
As a student/ Como un estudiante	1	2 (827)
As a teacher/ Como un maestro	1	2 (828)
For a preschool program/ Para el programa preescolar	1	2 (829)
To continue learning/ Para continuar aprendiendo	1	2 (830)
For a virtual or distance education class/ Para clase virtual o de educación a distancia	1	2 (831)
For some other educational need/ Para alguna otra necesidad educativa	1	2 (832)

[A - IF THE ANSWER TO SUB-QUESTION 1 OF QUESTION 27 IS 2, THEN SKIP TO QUESTION 30]

Q.28 As a student did you use the library on your **last** visit:

¿ En su ultima visita a la biblioteca la uso como estudiante?

(READ LIST)

[REQUIRE ANSWER]

	Yes	No
For a place to study/ Para un lugar para estudiar	1	2 (833)
To work on an assignment/ Para trabajar en una tarea	1	2 (834)
For home schooling/ Para educación en casa	1	2 (835)

	Yes	No
For a virtual or distance education class/ Para clase virtual o de educación distancia	1	2 (836)
For some other student-related educational need (specify)/Para un alguna otra necesidad relacionada como estudiante	1	2 (837)

[A - IF THE ANSWER TO SUB-QUESTION 5 OF QUESTION 28 IS NOT 1, THEN SKIP TO QUESTION 30]

Q.29 For what other student-related educational need did you visit the library on your **last** visit?

¿Por cuál otra razon relacionada a ser estuiante utilizó la biblioteca en su última visita?

[REQUIRE ANSWER]

_____ (838-937)

[A - IF THE ANSWER TO SUB-QUESTION 2 OF QUESTION 27 IS 2, THEN SKIP TO QUESTION 32]

Q.30 As a teacher did you use the library on your **last** visit:

Como Maestro, utilizó usted la biblioteca en su última visita para:

(READ LIST)

[REQUIRE ANSWER]

	Yes	No
To prepare for class or lecture/Para preparar para la clase o una conferencia	1	2 (938)
For grading/Para calificar	1	2 (939)
To keep current with the literature/Para mantenerse corriente con la literatura	1	2 (940)
To prepare a paper/Para preparar un papel	1	2 (941)

	Yes	No
For home schooling/Para educación en casa	1	2 (942)
For a virtual or distance education class/Para una clase de educación a distancia/virtual	1	2 (943)
For some other teacher-related educational need (please specify)/Para alguna otra necesidad educativa relacionada al maestro	1	2 (944)

[A - IF THE ANSWER TO SUB-QUESTION 7 OF QUESTION 30 IS 2, THEN SKIP TO QUESTION 32]

Q.31 For what other teacher-related educational need did you visit the library on your **last** visit?

Por cual otra razón educacional relacionada a ser un maestro visito la biblioteca la ultima vez?

[REQUIRE ANSWER]

_____ (945-1044)

[A - IF THE ANSWER TO SUB-QUESTION 6 OF QUESTION 27 IS 2, THEN SKIP TO QUESTION 34]

Q.32 For your other educational needs did you use the library on your **last** visit:

Cuáles de las siguientes necesidades educativas uso de la biblioteca en su última visita?

(READ LIST)

[REQUIRE ANSWER]

	Yes	No
For a preschool program/ para el programa preescolar	1	2 (1045)
To continue learning/ Seguir aprendiendo	1	2 (1046)
For a virtual or distance education class/ Para una clase virtual o de educación a distancia	1	2 (1047)
For some other educational need (please specify)/ para alguna otra necesidad educativa	1	2 (1048)

[A - IF THE ANSWER TO SUB-QUESTION 4 OF QUESTION 32 IS 2, THEN SKIP TO QUESTION 34]

Q.33 For what other educational need did you visit the library on your **last** visit?

¿Para que otras necesidades educativas hizo uso de la biblioteca en su última visita?

[REQUIRE ANSWER]

_____ (1049-1148)

Q.34 With 1 being not at all important, and 5 being absolutely essential, how important was the information provided by the library service in meeting your needs on your **last** visit?

¿Siendo el número uno no tan importante y el cinco absolutamente esencial, de que manera la informacion provista por la biblioteca suplio sus necesidades en su ultima visita?

[REQUIRE ANSWER]

(1149)
Not at all important/No en absoluto importante 1
Somewhat important/ Algo importante 2
Neither important nor unimportant (VOLUNTEERED RESPONSE/DO NOT READ)   3
Important/ Importante 4
Absolutely essential/ Absolutamente esencial 5
DK/NA 6

Q.35 In what ways were the information or services important in meeting your needs on

your **last** visit? Did it:

Cuan importante y en que manera la información o el servicio satisfizo sus necesidades en su última visita?

[REQUIRE ANSWER]

	Yes	No
Save you time/ Le ahorró tiempo	1	2 (1150)
Save you money/Le ahorró dinero	1	2 (1151)

	Yes	No
Help in some other way (specify)/ En alguna otra manera	1	2 (1152)

[A - IF THE ANSWER TO SUB-QUESTION 1 OF QUESTION 35 IS 2, THEN SKIP TO QUESTION 37]

Q.36 How much time did you save? Please give me your best estimate in minutes.

¿Cuánto tiempo se ahorró usted? por favor me da su mejor estimación en minutos.

1 HOUR = 60 MINUTES

[REQUIRE ANSWER]

_____ (1153-1172)

[A - IF THE ANSWER TO SUB-QUESTION 2 OF QUESTION 35 IS 2, THEN SKIP TO QUESTION 38]

Q.37 How much money did you save? Please give me your best estimate.

¿Cuánto dinero ahorró usted? por favor me da su mejor estimación.

(DO NOT USE DOLLAR SIGNS)

[REQUIRE ANSWER]

_____ (1173-1192)

[A - IF THE ANSWER TO SUB-QUESTION 3 OF QUESTION 35 IS 2, THEN SKIP TO QUESTION 39]

Q.38 In what other way was the information from your **last** library visit helpful?

    ¿De que otra manera le fue útil la información en su última visita a la biblioteca?

<div align="center">[REQUIRE ANSWER]</div>

_____ (1193-1292)

Q.39 If there were no public library, what would you do to address your reason(s) for your **last** visit? Would you:

    ¿Si no hubiese una biblioteca pública, qué habria hecho para cubrir las necesidades de su última visita?

    (READ CHOICES)

<div align="center">[REQUIRE ANSWER]</div>

<div align="right">(1293)</div>

Not bother to do anything/ No habría hecho nada 1
Need the information, but not know where else to go/ necesita la información, pero no sabe a
    donde ir 2
Use another source, such as a store, another person, an academic library, etc./ Uso una otra
    fuente como una tienda, otra persona, escolar, etc. 3

    [A - IF THE ANSWER TO QUESTION 39 IS NOT 3, THEN SKIP TO QUESTION 47]

Q.40 What other source would you use?

    ¿Qué otra fuente de recursos utilizaría?

[REQUIRE ANSWER]

_____ (1294-1343)

Q.41 About how much time do you think it would take to use this other source? Please use minutes.

¿Más o menos cuánto tiempo piensa usted que tomaría para utilizár esta otra fuente de recursos?

1 HOUR = 60 MINUTES

[REQUIRE ANSWER]

_____ (1344-1363)

Q.42 About how much money do you think it would cost to use this other source?

¿Más o menos cuánto dinero piensa usted que le costaría utilizar esta otra fuente de recursos?

DO NOT USE DOLLAR SIGNS

[REQUIRE ANSWER]

_____ (1364-1383)

Q.43 How many miles would it take to drive to use this other source?

Cuántas millas le tomaría manejar para utilizar esta otra fuente de recursos?

[REQUIRE ANSWER]

_____ (1384-1403)

21

Q.44 How much would it cost you to buy or rent this other source?

¿Cuánto le costaría comprar o rentar esta otra fuente de recursos?

[REQUIRE ANSWER]

_____ (1404-1423)

Q.45 Can you think of any other expenses that would be required to use this other source?

¿Puede pensar usted en cualquier otros gastos que serían requeridos al utilizar esta otra fuente de recursos?

[REQUIRE ANSWER]

(1424)
Yes ... 1
No 2
DK/NA 3

[A - IF THE ANSWER TO QUESTION 45 IS NOT 1, THEN SKIP TO QUESTION 47]

Q.46 What would this other source be?

¿Que otra fuente de recursos sería esta?

[REQUIRE ANSWER]

_____ (1425-1459)

Q.47 Can you think of any visit to the public library in the past 12 months that was particularly helpful to you, your family, or your workplace?

¿Puede pensar usted en cualquier visita a la biblioteca pública en los pasados 12 meses que fue especialmente útil a usted, a su familia, o su lugar de trabajo?

[REQUIRE ANSWER]

(1460)
Yes ... 1
No 2
DK/NA 3

[A - IF THE ANSWER TO QUESTION 47 IS NOT 1, THEN SKIP TO QUESTION 49]

Q.48 Please describe how the library was helpful:

Describa por favor cómo fue útil la biblioteca:

[REQUIRE ANSWER]

_____ (1461-1760)

Q.49 Public libraries in Florida provide library cardholders with remote access from home, office and other sites to various databases and services via the Internet. Are you aware of this service?

¿Las bibliotecas públicas en la Florida proporcionan una tarjeta de biblioteca con acceso remoto desde su casa, la oficina y otros sitios para servicios a través del Internet. esta usted enterado de este servicio?

[REQUIRE ANSWER]

(1761)
Yes ... 1
No 2
DK/NA 3

149

Q.50 Have you ever connected to a Florida public library via the Internet?

Se ha conectado usted alguna vez con una biblioteca pública de la Florida a través del Internet?

[REQUIRE ANSWER]

(1762)
Yes 1
No 2
DK 3

[S - IF THE ANSWER IS NOT 1, THEN SKIP TO QUESTION 56]

Q.51 About how many times have you connected in the past 12 months?

¿Aproximadamente cuántas veces se conectó en los pasados 12 meses?

[REQUIRE ANSWER]

_____ (1763-1765)

Q.52 Have you ever used public library services via the Internet that required a library card barcode number?

¿Alguna vez ha usted utilizado los servicios de biblioteca pública a través del Internet que requiera el número código de las de barras de la tarjeta de biblioteca?

[REQUIRE ANSWER]

(1766)
Yes ... 1
No 2
DK/NA 3

[S - IF THE ANSWER IS NOT 1, THEN SKIP TO QUESTION 54]

Q.53 About how many times have you used these services in the past 12 months?

Cuantas veces utilizó estos servicios en los pasados 12 meses?

[REQUIRE ANSWER]

_____ (1767-1769)

Q.54 Can you think of any use of the public library via the Internet in the past 12 months that was particularly helpful to you, your family, or your workplace?

¿Puede pensar usted en cualquier uso de la biblioteca pública a través del Internet en los pasados 12 meses que fue especialmente útil a usted, a su familia, o a su lugar de trabajo?

[REQUIRE ANSWER]

(1770)
Yes ... 1
No 2
DK/NA 3

[A - IF THE ANSWER TO QUESTION 54 IS NOT 1, THEN SKIP TO QUESTION 56]

Q.55 Please describe how the library was helpful:

Describa por favor cómo la biblioteca fue útil:

[REQUIRE ANSWER]

_____ (1771-2070)

Q.56 If you were moving into a new community, which of these would you most want to have on your own street?

¿Si fuera a mudarse a una comunidad nueva, cuáles de estos lugares le gustaría tener cerca?

(READ ALL BUT SELECT ONLY ONE)

[REQUIRE ANSWER]

(2071)
Park/ Un parque 1
Public Library/ Biblioteca publica 2
Elementary School/ Escuela de ensenanza primaria   3
Police Station/ Una estacion de la policia   4
Job Center/ Estacione trabajo de comisaria   5
DK/NA 6

Q.57 Do you think that having a public library located very close to your own home would increase or decrease property values, or would it make no difference?

¿Piensa usted que teniendo una biblioteca pública situada cerca a su casa aumentaría o disminuiría el valor de su propiedad, o no haría ninguna diferencia?

[REQUIRE ANSWER]

(2072)
Increase/ Augmente 1
Decrease/ Marca de disminucion   2
Make no difference/ No diferencia   3
DK/NA 4

Q.58 Do you agree or disagree with the following ideas:

¿Concuerda usted o esta en desacuerdo a las siguientes ideas?

(READ LIST)

1= AGREE
2= DISAGREE
3= DK/NA (VOLUNTEERED/DO NOT READ)

SPANISH RESPONSES:
Si una biblioteca pública se cambiara a una comunidad, ayudaría a atraer buenos negocios al área.

Las bibliotecas públicas mejoran una comunidad ayudando las personas ha aprender nuevas habilidades para conseguir mejores.

Las bibliotecas públicas ayudan a personas aprenden nuevas cosas no importa su edad.

[REQUIRE ANSWER]

	Agree	Disagree	DK/NA
If a public library moved into a community, it would help attract good businesses to the area./Si una biblioteca pública se muda en un comunidad atraer.	1	2	3 (2073)
Public libraries improve a community by helping people learn new skills so they can get better jobs./ Las bibliotecas públicas mejoran una comunidad ayudando a las personas a aprender nuevas habilidades para que puedan obtener mejores empleos.	1	2	3 (2074)
Public libraries help people learn new things no matter what their age./ Las bibliotecas públicas ayudan a la gente a aprender cosas nuevas , no importa cuál sea su edad.	1	2	3 (2075)

Q.59 Are you more likely to think of your local public library as an essential service like a school, or more of a cultural amenity like an art gallery?

¿¿Piensa usted de una biblioteca pública local con servicio básico como algo esencial como una escuela, o más como servicio cultural o galería de arte?

[REQUIRE ANSWER]

(2076)

153

> Essential service/ El servicio basico   1
> Cultural amenity/ Un amenidad cultural   2
> DK/NA 3

Q.60 In which Florida county do you live?

¿En cuál condado de la Florida vive usted?

[REQUIRE ANSWER]

> (2077-2078)
> Alachua 1
> Baker 2
> Bay 3
> Bradford 4
> Brevard 5
> Broward 6
> Calhoun 7
> Charlotte 8
> Citrus 9
> Clay 10
> Collier 11
> Columbia 12
> DeSoto 13
> Dixie 14
> Duval 15
> Escambia 16
> Flagler 17
> Franklin 18
> Gadsden 19
> Gilchrist 20
> Glades 21
> Gulf 22
> Hamilton 23
> Hardee 24
> Hendry 25
> Hernando 26
> Highlands 27
> Hillsborough 28
> Holmes 29
> Indian River 30
> Jackson 31

Jefferson 32
Lafayette 33
Lake 34
Lee 35
Leon 36
Levy 37
Liberty 38
Madison 39
Manatee 40
Marion 41
Martin 42
Miami-Dade 43
Monroe 44
Nassau 45
Okaloosa 46
Okeechobee 47
Orange 48
Osceola 49
Palm Beach 50
Pasco 51
Pinellas 52
Polk 53
Putnam 54
Saint Johns 55
Saint Lucie 56
Santa Rosa 57
Sarasota 58
Seminole 59
Sumter 60
Suwannee 61
Taylor 62
Union 63
Volusia 64
Wakulla 65
Walton 66
Washington 67
OTHER (UNLISTED COUNTY)   68
DK/NA 69

[A - IF THE ANSWER TO QUESTION 60 IS NOT 68, THEN SKIP TO QUESTION 62]

Q.61 UNLISTED COUNTY:

(VERIFY SPELLING)

[REQUIRE ANSWER]

_____ (2079-2108)

Q.62 In which Florida city do you live?

¿En cuál ciudad de la Florida vive usted?

(PLEASE VERIFY SPELLING IF UNSURE AND BEGIN NAME WITH CAPITAL LETTER)

[REQUIRE ANSWER]

_____ (2109-2138)

Q.63 What is your age now?

¿Que edad tiene?

[REQUIRE ANSWER]

(2139)
18-29 .. 1
30-44 .. 2
45-54 .. 3
55-65 .. 4
Over 65 5
Refused 6

Q.64 What is the *highest* grade or level of school that you have **completed**?

¿Cuál es el grado o el nivel más alto de educacion que usted ha completado?

(READ CHOICES)

[REQUIRE ANSWER]

(2140)

Some high school, but did not graduate/ Algunos educan alto, pero no se graduaron 1
High school graduate or GED/ a bachiller ni GED 2
Technical school/ la escuela técnica 3
Some college or 2-year degree/ algún colegio ni 2 grado 4
4-year college degree/ 4 ano colegio 5
Post-college degree/ Poste colegial de grado 6
DK/NA 7

Q.65 Which of the following best describes your race:

¿Cual de las siguentes mejor describe su raza?

(READ CHOICES)

[REQUIRE ANSWER]

(2141)

White 1
Hispanic 2
Black or African-American 3
Asian or Pacific Islander 4
Other (VOLUNTEERED & SPECIFY)   5
DK/NA 6

[A - IF THE ANSWER TO QUESTION 65 IS NOT 5, THEN SKIP TO QUESTION 67]

Q.66 What other way would you classify your race?

¿De que otra manera puede clasificar su raza?

[REQUIRE ANSWER]

_____ (2142-2161)

Q.67 Which of the following BEST describes your current employment status?

¿Cuál de los siguientes describe mejor su estado actual de empleo?

(READ CHOICES)

[REQUIRE ANSWER]

(2162)
Employed by others/ empleado por otros 1
Self-employed/ trabajadores autónomos 2
In the military/ en el militar 3
Unemployed and looking for work/ parado y buscando el trabajo   4
Unemployed and not looking for work/ parado y no buscando el trabajo
 5
Retired/Disabled/: jubilado/incapacitado 6
Homemaker/ ama de casa 7
N/A 8

[A - IF THE ANSWER TO QUESTION 67 IS 3 OR 4 OR 5 OR 6 OR 7, THEN SKIP TO QUESTION 69]

Q.68 Which of the following BEST describes your employer or place of business?

¿Cuál del siguientes describe mejor a su empleador o su oficina?

(READ CHOICES)

[REQUIRE ANSWER]

(2163)
A small business (under 50 employees)/ Una pequena empresa   1
A large business (50 employees or more/ Un negocio grande   2
A government agency/ Una agencia del gobierno 3

An elementary or middle school/ Un elemental o mediano escuela   4
A high school/ Secundaria 5
A college or university/ Una universidad 6
A hospital or healthcare provider/ Un proveedor del hospital o la asistencia medica
 7
N/A 8

Q.69 Approximately what was your total annual **household** income in 2012 before taxes?

¿Aproximadamente cuales fueron sus ingresos anuales totales en su la casa en el 2012 antes de impuestos?

[REQUIRE ANSWER]

(2164)
Under $30,000 1
Between $30,000 and $50,000   2
Between $50,000 and $75,000   3
Between $75,000 and $150,000 4
More than $150,000 5
DK/NA 6

Q.70 We need to establish the value of a user's time. Please indicate **your** **personal** approximate annual income in 2013 before taxes.

Nosotros necesitamos establecer sus entradas personales aproximadas antes de impuestos para el año 2013. Por favor denos un aproximado

(IF NECESSARY: INDICATE THAT THIS IS FOR WORK-RELATED USES OF THE PUBLIC LIBRARY)

[REQUIRE ANSWER]

(2165)
Not employed 1
Under $25,000 2
Between $25,000 and $50,000   3
Between $50,000 and $100,000 4
More than $100,000 5
DK/NA 6

Q.71 **DO NOT ASK:**

RECORD GENDER:

[REQUIRE ANSWER]

(2166)
Male . 1
Female 2
DK/NA 3

Q.72 Occasionally my supervisor needs to call respondents back to verify an answer. To ensure that we speak to the correct person if we do have to call back, may I please have either your **initials** or your **first name only?**

(IF RESPONDENT HESITATES, ASSURE THEM THIS IS OPTIONAL & CLOSE)

Ocasionalmente mi supervisor tiene que llamar a los encuestados para verificar una respuesta. Para asegurarnos de que se esta hablando con la persona correcta si tenemos que volver a llamar, ¿Me podría dar sus iniciales o su nombre?

[REQUIRE ANSWER]

_____ (2167-2196)

Q.73 That completes our survey! Thank you for your time and participation!

¡Esto completa nuestra encuesta! ¡Gracias por su tiempo y participación!

Q.74 *INTERVIEWER'S COMMENTS:*

IF NONE NOTE "NONE"

_____ (2197-2296)

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Appendix VIII: Follow-up Survey Instrument

Library Census

You reported the annual number of visits to your library and branch libraries to the Division of Library and Information Services. For the purposes of the ROI study, it is helpful to obtain more detailed information about some of these visits. Below are three specific types of visitors. Please indicate what proportion (%) or annual number of visits are made by them. (We recognize that you probably do not have these data, but provide your BEST ESTIMATE if not. The proportion can be given in the nearest percent). If you have questions about any of the survey items, please feel free to call Rod Lewis at 850.510.0771.

1. Tourist

Percentage (%) |

OR Number of Visits (#) |

2. Non-English Speaking Persons

Percentage (%) |

OR Number of Visits (#) |

3. School Age (K-12) children

Percentage (%) |

OR Number of Visits (#) |

Library Census

You reported the total Interlibrary Loan (1) provided and (2) received by your library to the Division of Library and Information Services. For the ROI study, it is helpful to establish (1) whether in-state or out-of-state libraries were involved and (2) the types of libraries involved. For each type of library below, please indicate what proportion or annual amount of ILL are involved. You may not have these details, but provide your best estimate if necessary.

4. Approximately what percentage of the TOTAL loans provided by your library were provided to libraries out of state?

Percentage (%)

5. Among the loans provided by your library to other Florida libraries approximately what percentage went to each of the following sources (totals should sum to 100%)?

a) Academic

b) School

c) Special

d) Other

6. Approximately what percentage of the total loans received by your library were provided to you by libraries from out of state?

Percentage (%)

7. Among the loans received by your library from out of state approximately what percentage came from each of the following sources (totals should sum to 100%)?

a) Academic

b) School

c) Special

d) Other

Library Census

There are several expenditures that your library reported to the Division of Library and Information Services. For the economic input/output model, it is necessary to identify the proportions (%) that are expended for in-state and for out-of-state services, materials, or contracts. The definitions are as given in the DLIS report under item numbers (e.g., 62). Please provide your best estimates, as we realize you may not know the exact proportion.

For each item below, indicate what percentage (%) of expenditures came from out-of-state.

8. Print materials (item 61). Percentage (%) of out-of-state expenditures:

9. Electronic materials (items 62). Percentage (%) of out-of-state expenditures:

10. Other materials (item 63). Percentage (%) of out-of-state expenditures:

11. All other operating (item 65). Percentage (%) of out-of-state expenditures:

12. Capital Outlay (item 67). Percentage (%) of out-of-state expenditures:

There are several sources of operating income that your library reported to the Division of Library and Information Services. Some additional information is needed for the economic input/output model. Please provide your best estimate of the proportion (%) of income received from in-state and out-of-state sources. We don't expect you to have exact proportions The definitions can be found in the DLIS report under item numbers 44 and 45.

For each type of income, indicate what percentage (%) came from out-of-state sources.

13. Cash gifts and donations (item 44). Percentage (%) of out-of-state sources:

14. Other operating income (item 45). Percentage (%) of out-of-state sources:

Library Census

15. There are some sources of income that your library and branches might obtain from a business-like operation run by your library such as a gift shop, coffee shop, book shop, etc. and also from book sales, old furniture sales, etc. Please indicate about how much annual income such operations and/or sales bring in to your library and branches.

$ _____

16. There may be some services or businesses involving your library and branches that do not produce revenue for the library (other than a token amount) nor result in an expenditure to the library. Examples might include coin or card operated photocopiers or other equipment, gift shop, or coffee shop run by an outside person or vendor, etc. Please try to find out about how much total annual revenue is generated for these services.

$ _____

THANK YOU VERY MUCH!

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Appendix IX: Organizations Survey Instrument

Organizations Survey Instrument

This survey is part of a study designed to measure the return-on-investment that Florida's taxpayers receive for their support of public libraries. The study is being conducted under the sponsorship of the Division of Library and Information Services. The survey is intended specifically to establish how and to what extent Florida's public libraries serve and support businesses, universities, schools, and other organizations.

PLEASE NOTE: The head librarian, the media specialist, or the chief information officer should complete the survey. Under other circumstances, the chief executive officer, the principal, or a designated surrogate should complete the survey.

Thank you for your time and interest in public libraries.

1. What is your title?

◯ Librarian

◯ Media Specialist

Other (please specify)

[   ]

2. Type of organization?

◯ Private Business

◯ Public University of College

◯ Private University or College

◯ Public School

◯ Private School

Other (please specify)

[   ]

The Florida Electronic Library is a gateway to select Internet resources for current events, business, health issues, homework help, finding full-text articles, and Florida history and information.

3. Do you or members of your library staff use the Florida Electronic Library for business and/or professional purposes?

◯ Yes

◯ No

◯ Don't Know

Organizations Survey Instrument

4. Were you aware of the Florida Electronic Library before you read the previous question?

◯ Yes

◯ No

5. About how many times each month do you or members of your library staff use the Florida Electronic Library for business and/or professional purposes?

◯ Less than once per month

◯ 1 to 10 times per month

◯ 11 to 50 times per month

◯ 51 to 100 times per month

◯ 101 times or more per month

6. Do you or other members of your library staff use the services of the local public library for business and/or professional purposes? Please check all that apply.

☐ Yes, I do this.

☐ Yes, other library staff members do this.

☐ No, neither I nor other members of the library staff do this.

Organizations Survey Instrument

7. Which of the following services of the public library have you or members of your library staff used for business and/or professional purposes? Please check all that apply.

- ☐ Borrowed books
- ☐ Borrowed books-on-tape
- ☐ Borrowed videotapes
- ☐ Borrowed DVDs
- ☐ Borrowed CD-ROMs (reference materials, software, etc.)
- ☐ Photocopied magazine, newspaper, and/or journal articles
- ☐ Used interlibrary loan for books
- ☐ Used interlibrary loan for periodical articles
- ☐ Searched/copied information from commercially licensed online databases and electronic publications
- ☐ Accessed government documents and publications
- ☐ Accessed the Internet/World Wide Web via library computers
- ☐ Used reference services in the library
- ☐ Used reference services via online access
- ☐ Used meeting room facilities
- ☐ Participated in library-sponsored groups and/or training

Other (please specify)

8. On average, about how much total time do you and members of your library staff spend using public library services for business and/or professional purposes each month? Please check your best estimate.

- ○ Less than 1 hour per month
- ○ 1 to 5 hours per month
- ○ 6 to 12 hours per month
- ○ More than 12 hours per month

Organizations Survey Instrument

9. On average, about how many documents do you estimate that your library obtains from the local public library each month?

○ Less than 1 per month

○ 1 to 10 per month

○ 11 to 50 per month

○ 51 to 100 per month

○ 101 or more per month

10. In the last 12 months which alternative information sources have you or a member of your library staff used for business and/or professional purposes? Please check all that apply.

☐ Public libraries

☐ University libraries

☐ Other libraries

☐ Government sources

☐ Private sector information providers

☐ Associations (e.g., ABA, AMA, etc.)

☐ None

Other (please specify)

Organizations Survey Instrument

11. If your library used the public library rather than an alternative service, why did it do this? Please check all that apply.

☐ Depth and breadth of the collection

☐ Unique items in the collection

☐ Up to date holdings

☐ Support from library staff

☐ Ease of use

☐ Efficiency/speed of service

☐ Cheaper to use than alternatives

☐ Services all under one roof

☐ Reliability

☐ My library DID NOT use the public library rather than an alternative service.

Other (please specify)

[   ]

12. If you could not use the local public library, how much additional time do you think you and your library staff would need to spend searching for and obtaining documents and using alternative sources to retain your current service levels?

○ No change

○ 1% to 25% increase

○ 26% to 50% increase

○ 51% to 100% increase

○ 101% to 200% increase

○ 201% to 300% increase

○ More than 300% increase

○ Decrease

13. How much would your organization's research be affected if you did not have access to public library services?

○ Unaffected

○ Somewhat affected

○ Severely affected

Organizations Survey Instrument

14. Approximately, what additional costs might your organization incur per year if you were unable to use the public library's services and therefore were reliant on alternatives?

○ $1 to $100 per year

○ $101 to $500 per year

○ $501 to $1,000 per year

○ $1,001 to $5,000 per year

○ $5,001 to $10,000 per year

○ more than $10,000 per year

○ Nothing, no alternatives available

○ Nothing, use of alternatives would not increase our costs

15. Your local public library is funded primarily through state and local taxes. In the unlikely event that this funding ceased to be provided, would your organization be willing to pay an amount, for example through donation or subscription, to help support the continuation of your local public library and its services?

○ Yes

○ No

○ Unable to answer

16. Which ONE of the following reasons BEST supports your answer to the previous question?

○ I believe that the government/taxpayers should support the public library

○ I do not believe that users should be asked to pay

○ I do not value the public library enough to contribute any amount

○ I do not believe you can use surveys to address this sort of issue

Other (please specify)

Organizations Survey Instrument

17. What would be the MOST your organization would be willing to pay per month as a donation or subscription to support the continuation of your public library and its services?

- ○ $10 per month
- ○ $100 per month
- ○ $250 per month
- ○ $500 per month
- ○ $1,000 per month
- ○ Unable to answer question

The following questions are about your organization's budgets and staffing. Please give your best estimates.

18. What is the annual operating budget of your parent organization?

$ _____

19. How many people are employed at your location?

people: _____

20. What is the annual operating budget of your library?

$ _____

21. What is the annual budget of your library for materials, i.e., books, serials, reference materials, access to databases, etc.

$ _____

22. How large is the staff of your library?

people: _____

23. To how many e-journals does your library subscribe?

e-journal subscriptions: _____

24. How many library staff members hold the Master of Library and Information Science (MLIS) degree, or its equivalent?

people: _____

Organizations Survey Instrument

25. Does your library belong to any of the following multitype library cooperative (MLC) networks? Please check all that apply.

- ☐ Northeast Florida Library Information Network (NEFLIN)
- ☐ Panhandle Library Access Network (PLAN)
- ☐ Southeast Florida Library Network (SEFLN)
- ☐ Southwest Florida Library Network (SWFLN)
- ☐ Tampa Bay Library Consortium (TBLC)