U.S. Public Libraries and the Use of Web Technologies

Round 2

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Sample Libraries

Population:
500,000+: all 84
100,000 – 499,999: 125
25,000 – 99,999: 125
10,000 – 24,999: 125
Under 10,000: 125
Web Presence, 2008 and 2010

- Under 10,000: 73% (2008), 71% (2010)
- 10,000 - 24,999: 88% (2008), 94% (2010)
- 25,000 - 99,999: 99% (2008), 99% (2010)
- 100,000 - 499,999: 100% (2008), 100% (2010)
- 500,000 and Over: 100% (2008), 100% (2010)
RSS Feeds

<table>
<thead>
<tr>
<th>Category</th>
<th>2008</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 10,000</td>
<td>7%</td>
<td>10%</td>
</tr>
<tr>
<td>10,000 - 24,999</td>
<td>17%</td>
<td>23%</td>
</tr>
<tr>
<td>25,000 - 99,999</td>
<td>21%</td>
<td>37%</td>
</tr>
<tr>
<td>100,000 - 499,999</td>
<td>47%</td>
<td>60%</td>
</tr>
<tr>
<td>500,000 and Over</td>
<td>66%</td>
<td>89%</td>
</tr>
</tbody>
</table>
Virtual Reference

Email Reference, 2008 and 2010

<table>
<thead>
<tr>
<th>Category</th>
<th>2008</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 10,000</td>
<td>22%</td>
<td>13%</td>
</tr>
<tr>
<td>10,000 - 24,999</td>
<td>34%</td>
<td>20%</td>
</tr>
<tr>
<td>25,000 - 99,999</td>
<td>46%</td>
<td>42%</td>
</tr>
<tr>
<td>100,000 - 499,999</td>
<td>70%</td>
<td>66%</td>
</tr>
<tr>
<td>500,000 and Over</td>
<td>84%</td>
<td>87%</td>
</tr>
</tbody>
</table>
Video Files

![Bar chart showing percentage of libraries with video files by user size, comparing 2008 and 2010.]

- **Under 10,000**: 0% (2008), 0% (2010)
- **10,000 - 24,999**: 0% (2008), 2% (2010)
- **25,000 - 99,999**: 0% (2008), 3% (2010)
- **100,000 - 499,999**: 6% (2008), 17% (2010)
- **500,000 and Over**: 21% (2010)

The chart indicates a significant increase in the percentage of libraries with video files, particularly in the 100,000 - 499,999 user size category for 2010.
Social Media

Facebook Presence, 2008 and 2010

Percentage of Libraries

- Under 10,000: 1% (2008), 18% (2010)
- 10,000 - 24,999: 3% (2008), 44% (2010)
- 25,000 - 99,999: 1% (2008), 56% (2010)
- 100,000 - 499,999: 5% (2008), 58% (2010)
- 500,000 and Over: 11% (2008), 80% (2010)
Social Media in Largest Libraries

- **MySpace**: 11% in 2008, 52% in 2010
- **Flickr**: 30% in 2008, 63% in 2010
- **Facebook**: 80% in 2010
Mobile

http://www.flickr.com/photos/babyben/4756710551/
Early Adopters

http://www.flickr.com/photos/dapeel/157384488/
The Scale

• Basic Website / Catalog (3)
• Extended Catalog (5)
• Extended Website (9)
• Blogs / RSS (9)
• Virtual Reference (9)
• Social Networking (9)
Who are the Early Adopters?
More Staff

Librarians per 1,000 Staff per 1,000

- **Early Adopter**
  - Librarians: 0.17
  - Staff: 0.74

- **Not Early Adopter**
  - Librarians: 0.08
  - Staff: 0.51
More Money

- Local Revenue per Capita:
  - Early Adopter: $45.23
  - Not Early Adopter: $26.69

- Staff Expenditures per Capita:
  - Early Adopter: $35.80
  - Not Early Adopter: $21.33
Not More

- **Print Books per Capita**
  - Early Adopter: 4.1
  - Not Early Adopter: 3.95

- **Computers per 1,000 Served**
  - Early Adopter: 1.13
  - Not Early Adopter: 1.43
More Visits / Circ

- Visits per Capita
  - Early Adopter: 7.57
  - Not Early Adopter: 4.84

- Circulation per Capita
  - Early Adopter: 11.33
  - Not Early Adopter: 6.81
Bigger Change

Increase in use per Capita 2003-08

- Visits per Capita:
  - Early Adopter: 1.16
  - Not Early Adopter: 0.56

- Circulation per Capita:
  - Early Adopter: 1.43
  - Not Early Adopter: 0.36
Questions?

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