



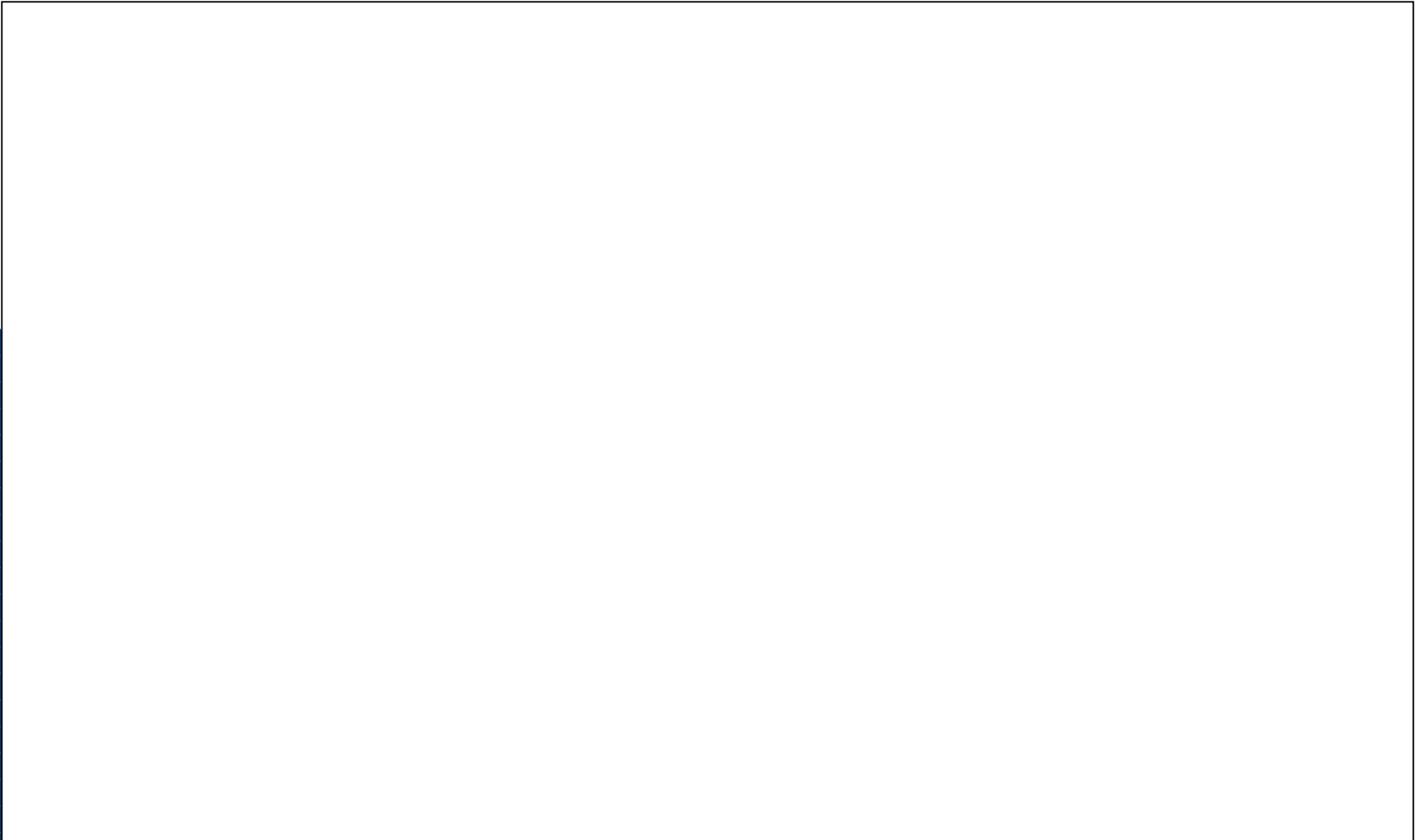




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Executive Summary





Executive Summary: Funding & Future

- The future is bright for public libraries...More than 8 in 10 Americans agree their public library deserves more funding – including a majority who *strongly* agree
- When asked what amount *should be* spent on public libraries, a solid majority say \$25 or more per person – up 9 points from 2002
- While frequent users are the most supportive of increased funding for their public library, even a strong majority of non-users want more funding
- More than 8 out of 10 Americans across every geographic and demographic group continue to believe public libraries will be needed in the future

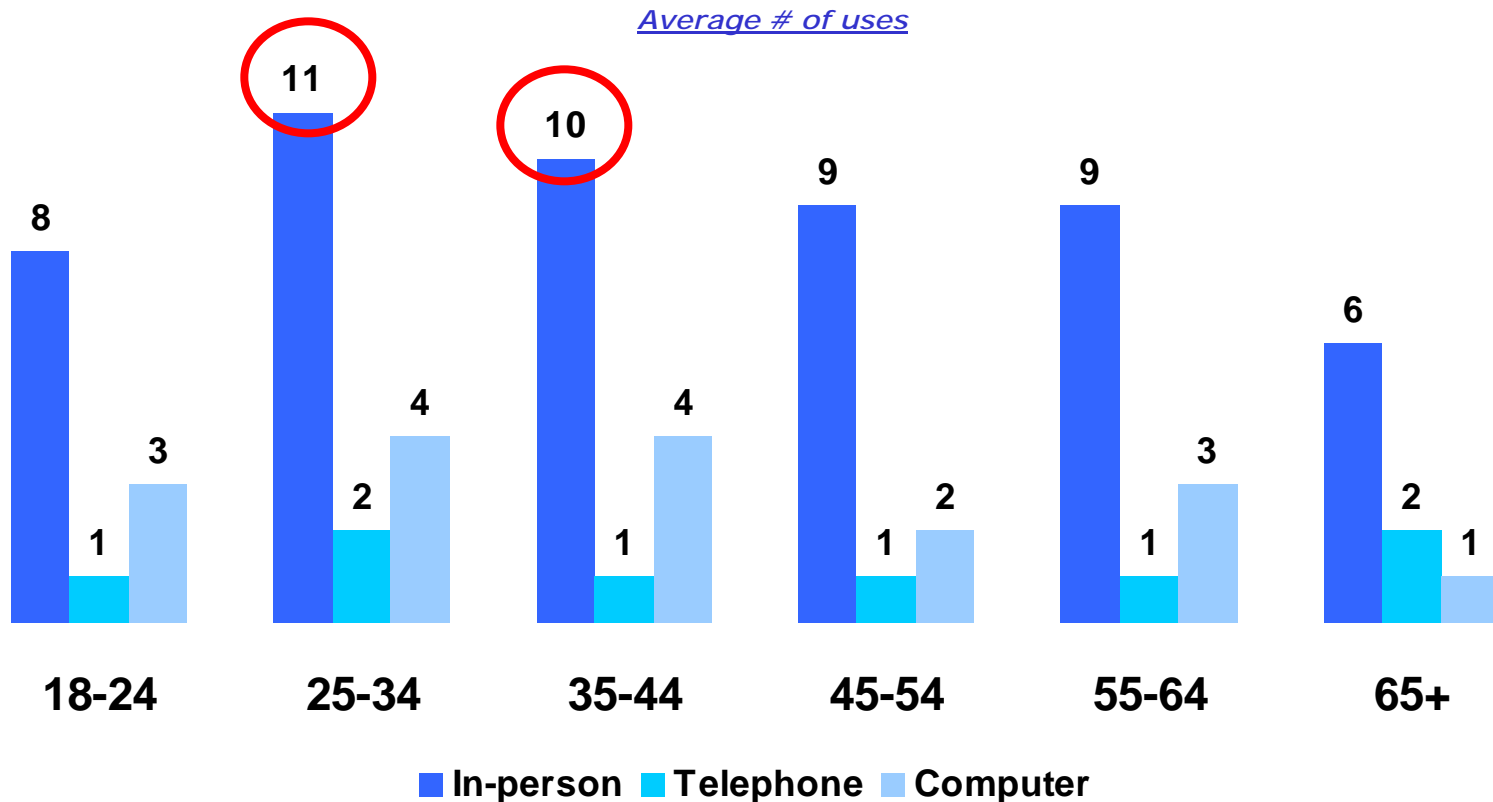
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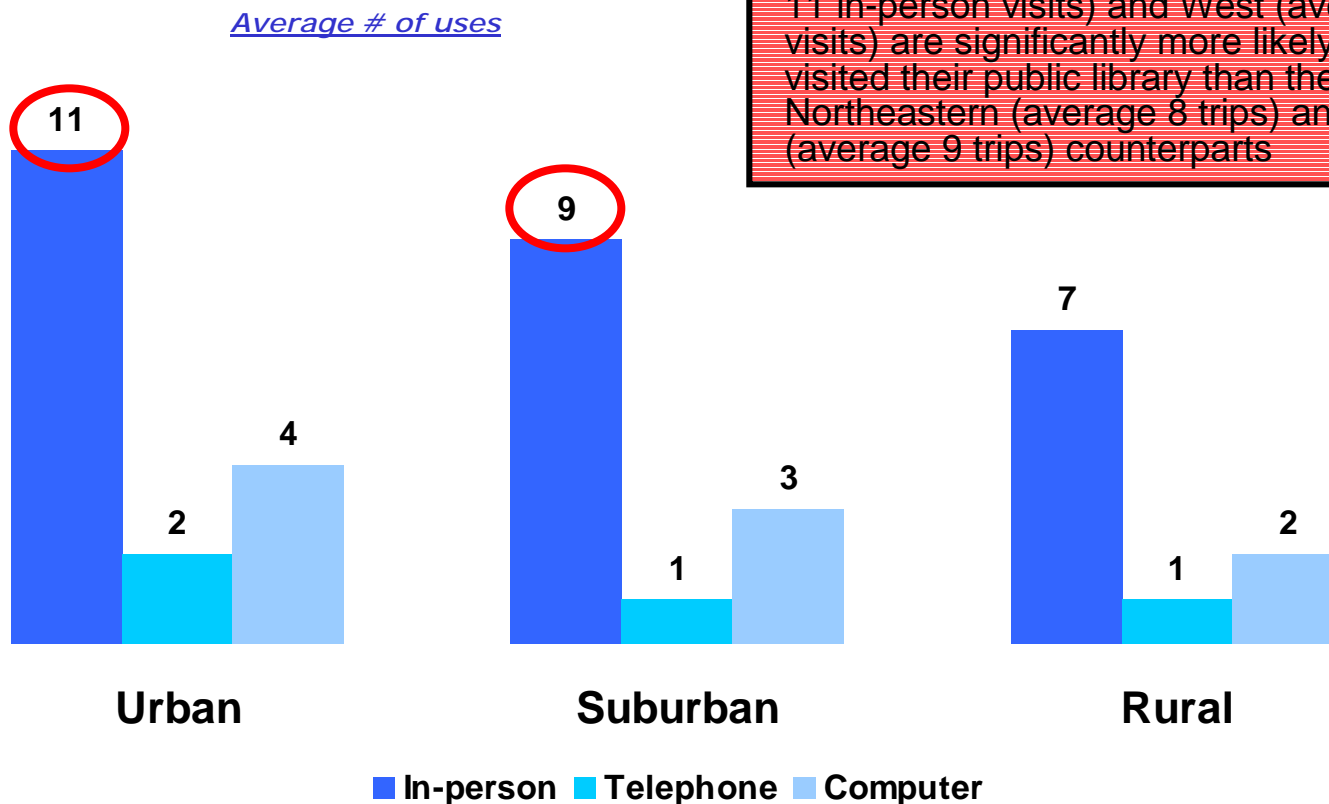
On average, younger adults tend to visit their public library more often than older adults

Think about how many times during the past year you have visited the public library or used public library services. How many times have you visited or used the public library:



Urban and suburban Americans are more likely to visit their public library than rural residents

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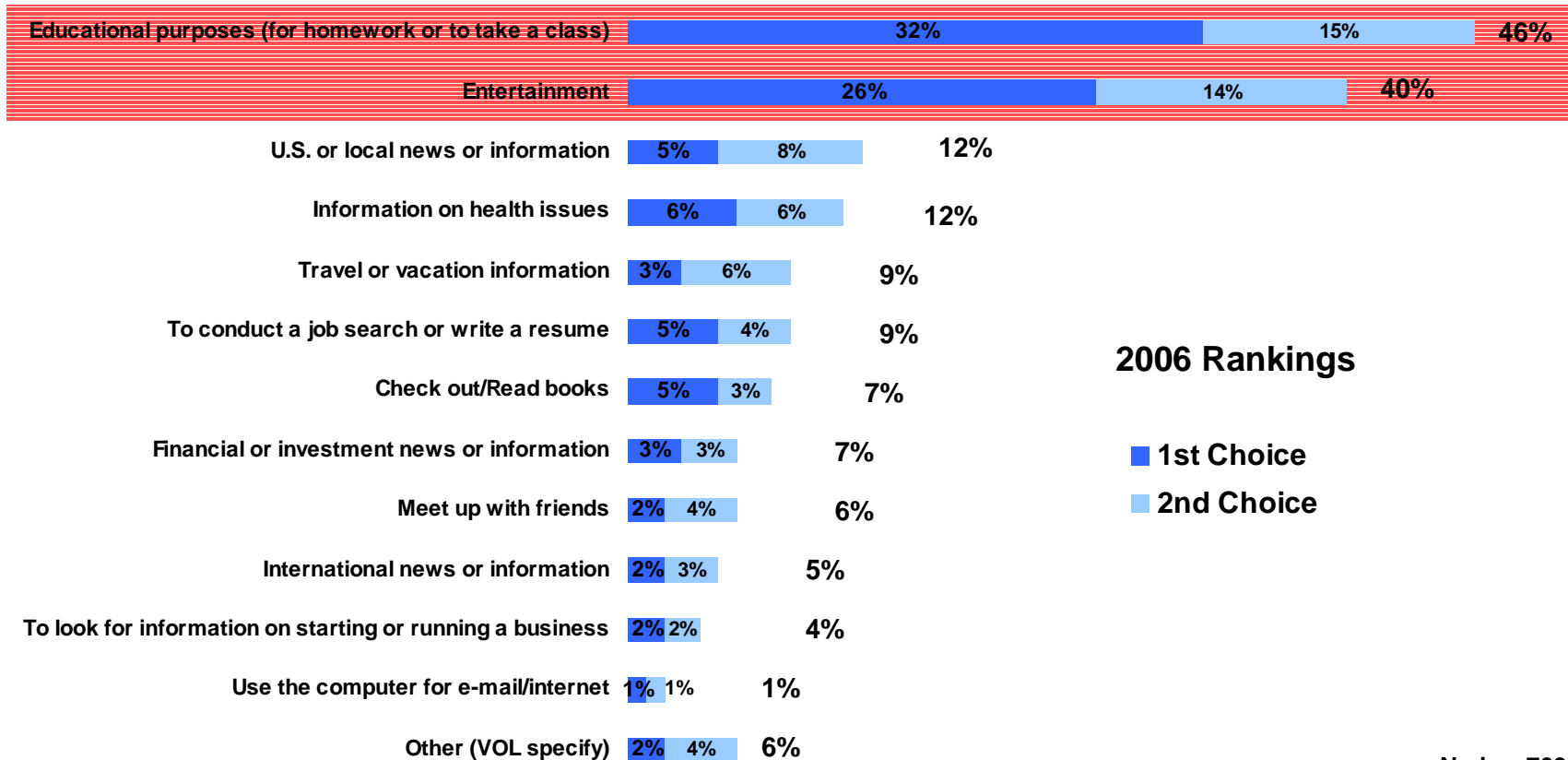
Additionally, adults in the Midwest (average 11 in-person visits) and West (average 10 visits) are significantly more likely to have visited their public library than their Northeastern (average 8 trips) and Southern (average 9 trips) counterparts

Adults use the library in multiple ways: taking out books is most popular; computer usage comes second



In 2006, educational purposes are the top reason adults use public libraries – followed by entertainment

IF USED/VISITED LIBRARY IN PAST YEAR: Again, thinking back over the last year, which one of the following did you most/second most use the public library for:



2006 Rankings

- 1st Choice
- 2nd Choice

N-size=703





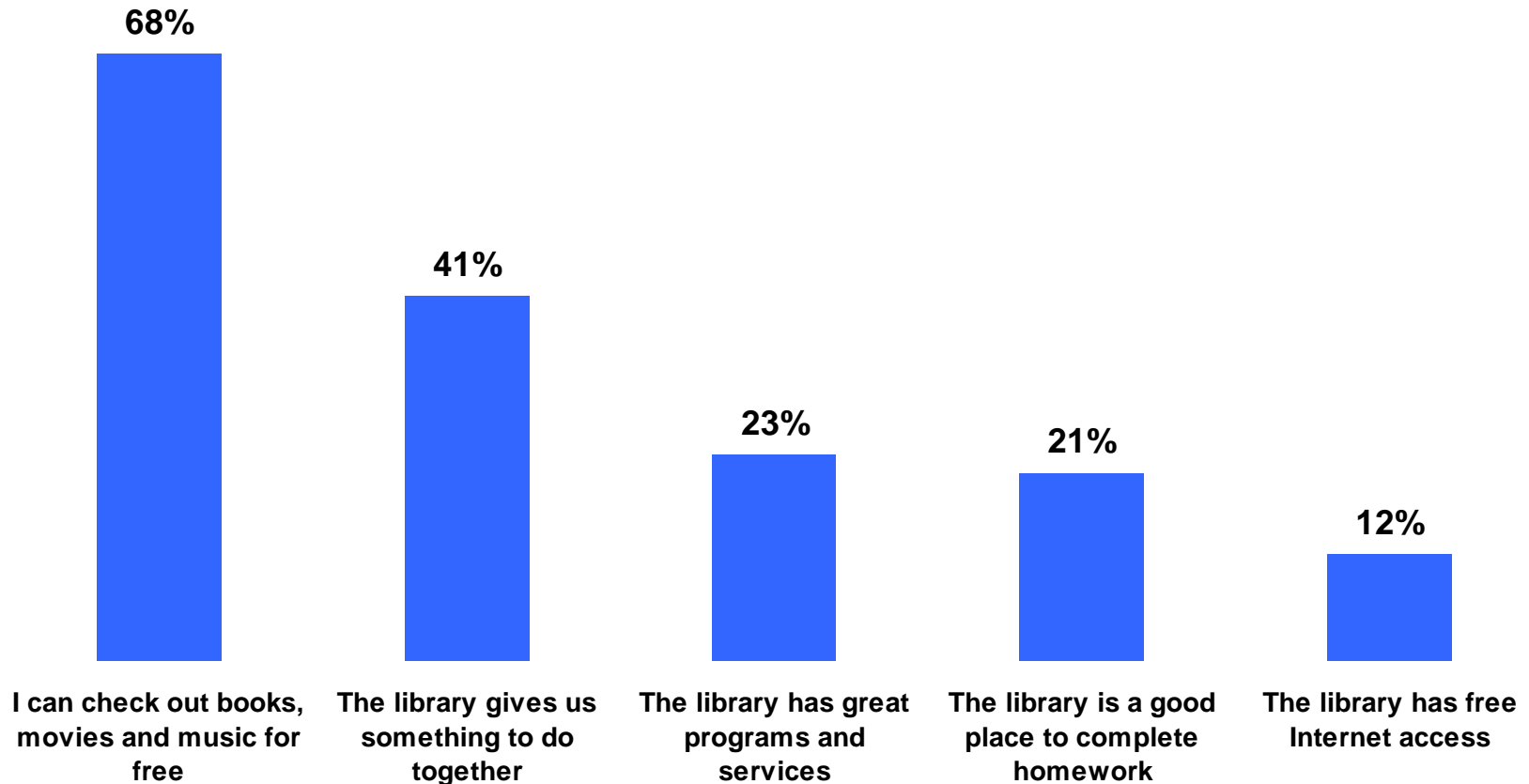
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Children's Public Library Usage

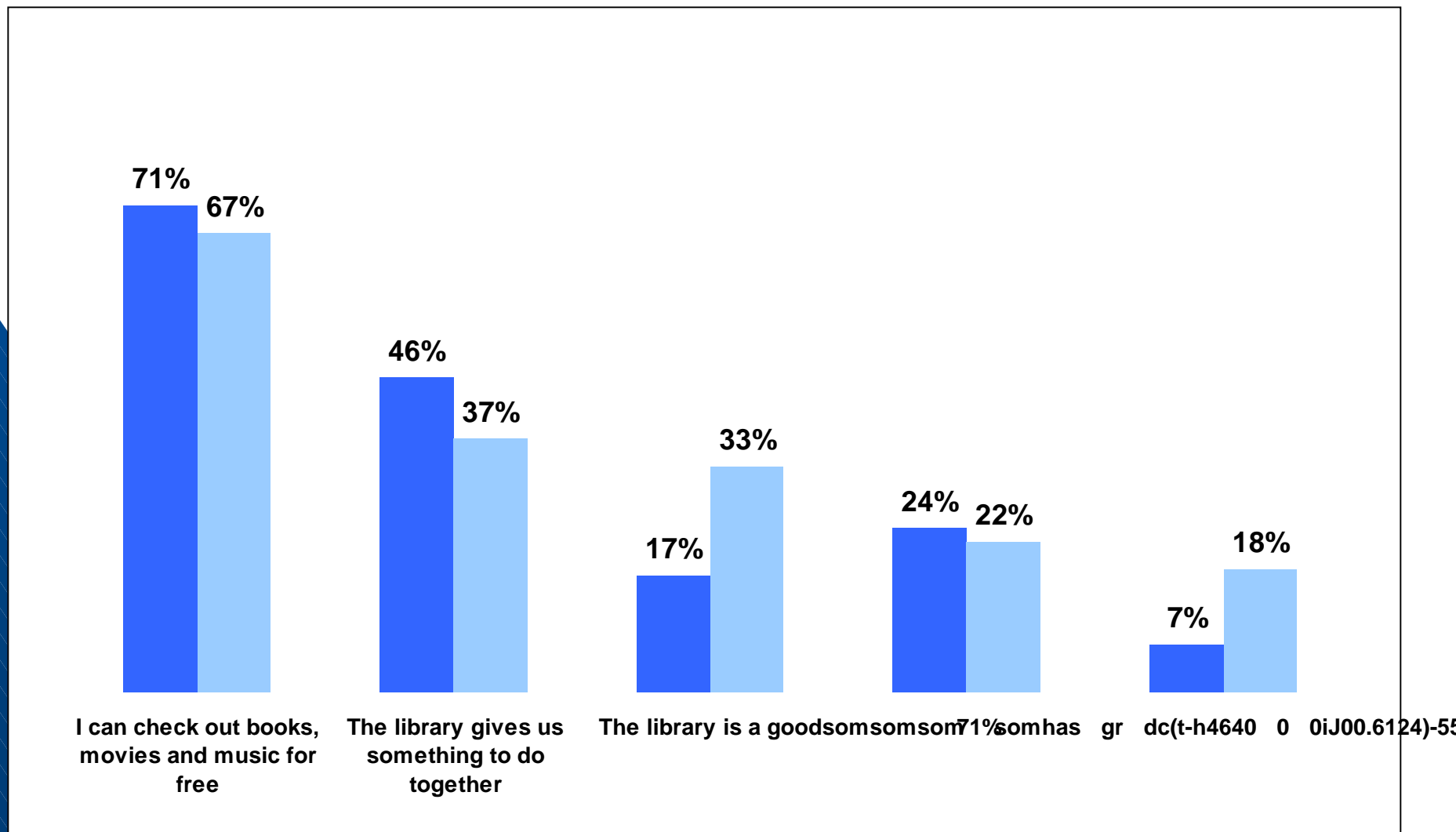
Checking out free books, movies and music is the most important reason parents take kids to the library

IF VISITED WITH CHILD UNDER AGE 18: Which of the following are the most important reasons that you personally take your child(ren) to your public library? [MULTIPLE RESPONSES]



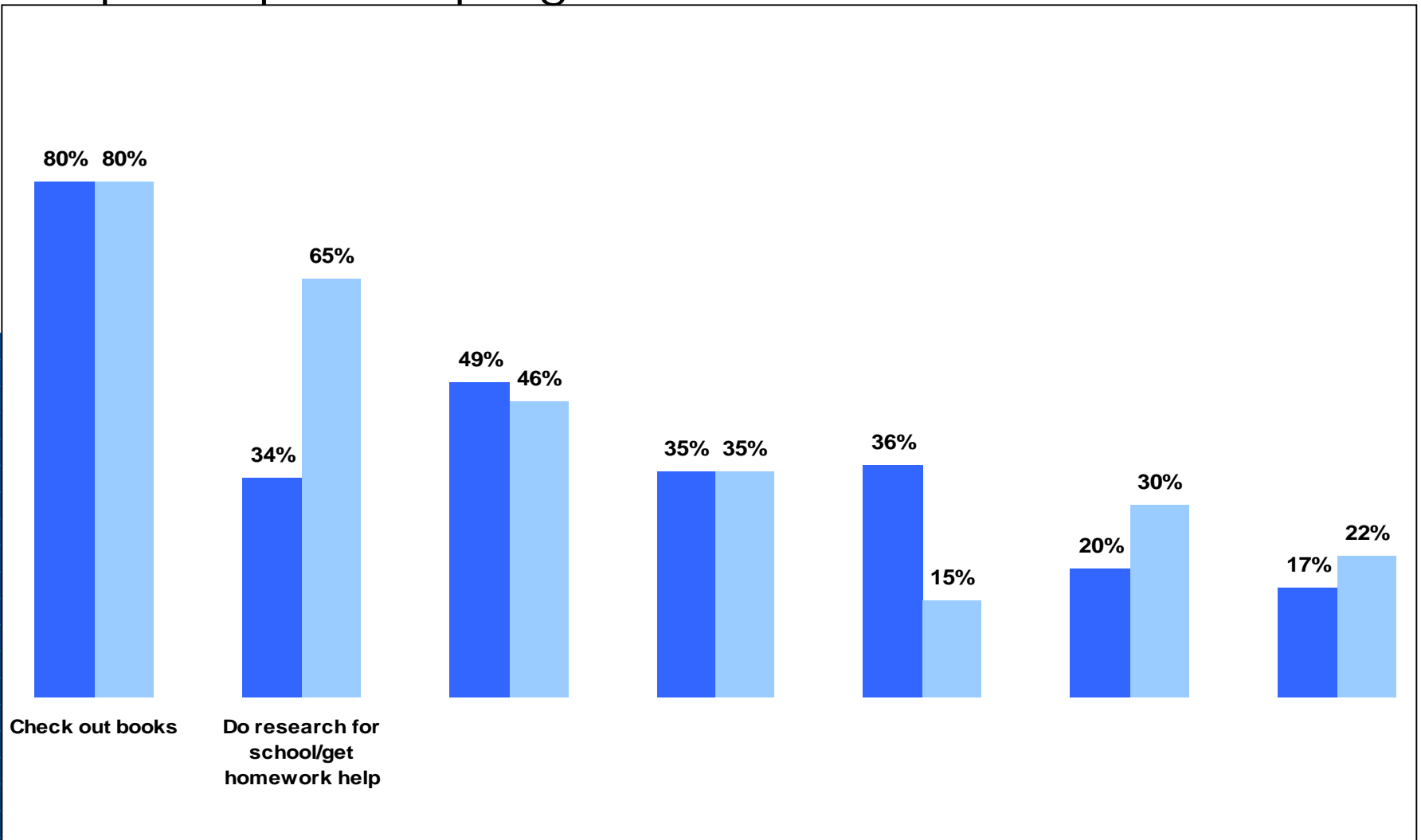
2006 N-size=230

While free check-outs are key across the board, parents of young children are more likely to cite family time





While checking out books is key for all, teens are twice as likely to do homework and younger ones to participate in programs



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Satisfaction & Image



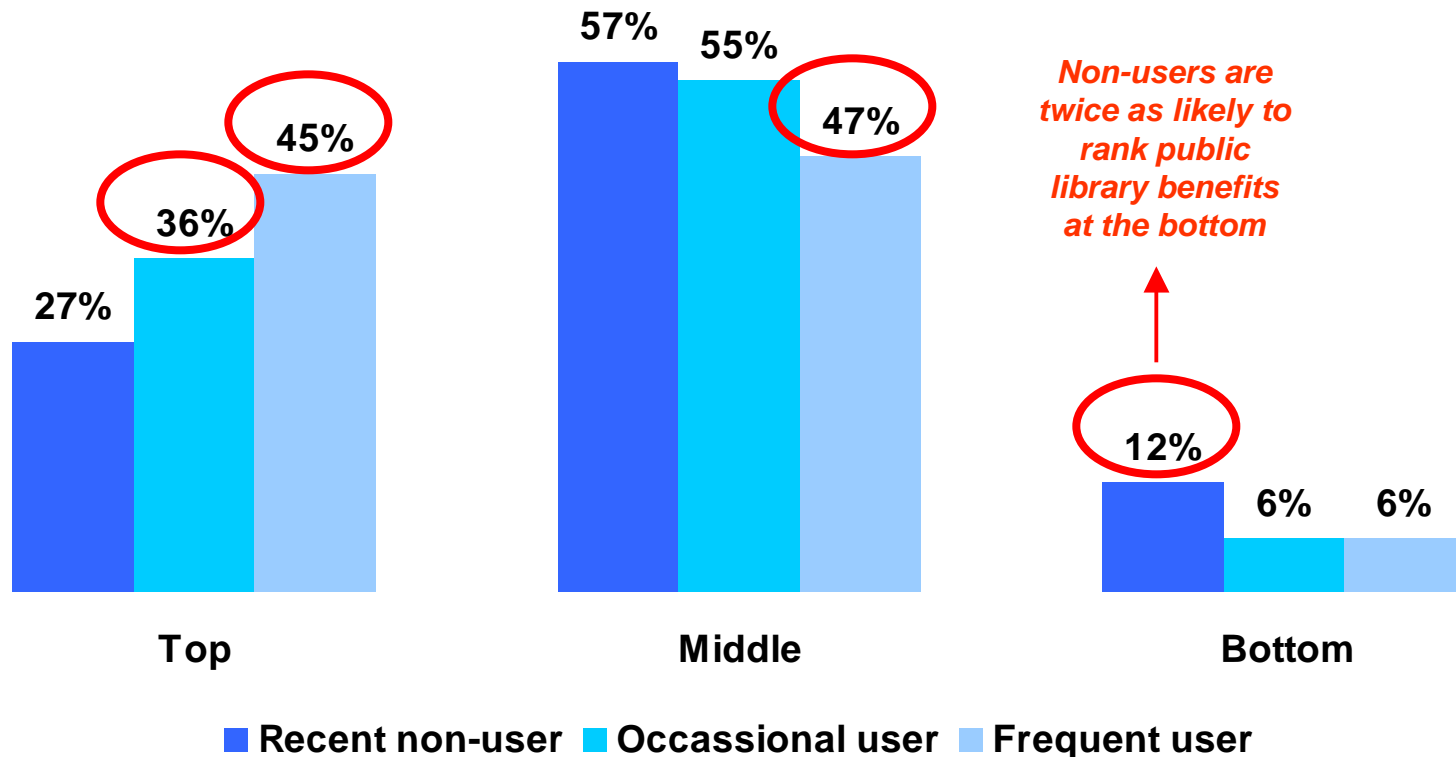






Not surprisingly, frequent users are most likely to put the benefits of public libraries at the top of the list

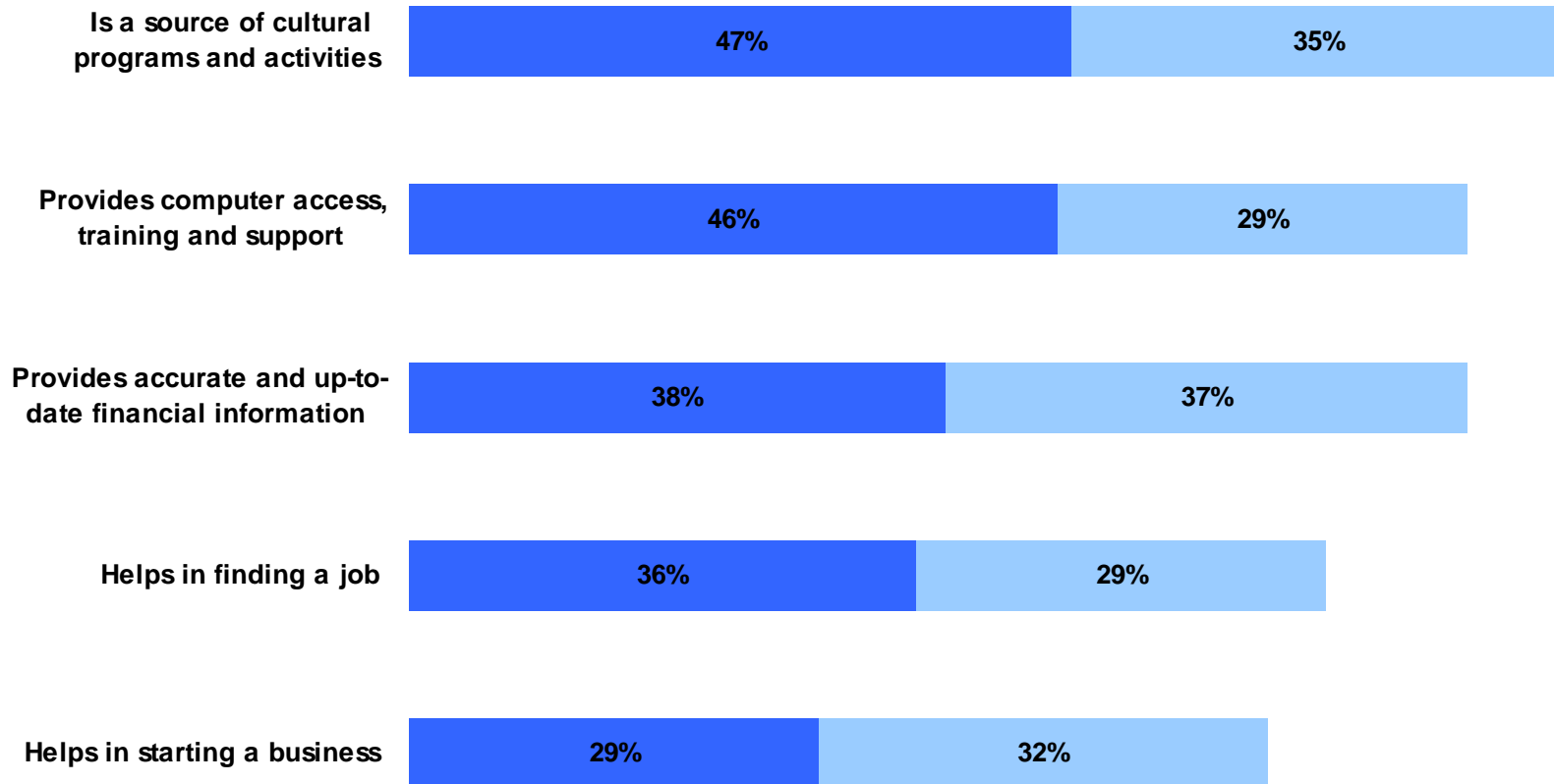
Overall, how would you rank the benefits of the public library compared to the benefits of other tax-supported services, such as schools, parks and roads? Would you say at the top of the list, in the middle or at the bottom of the list?





A second tier of benefits include cultural enrichment and computer access and support

■ Very important ■ Somewhat important

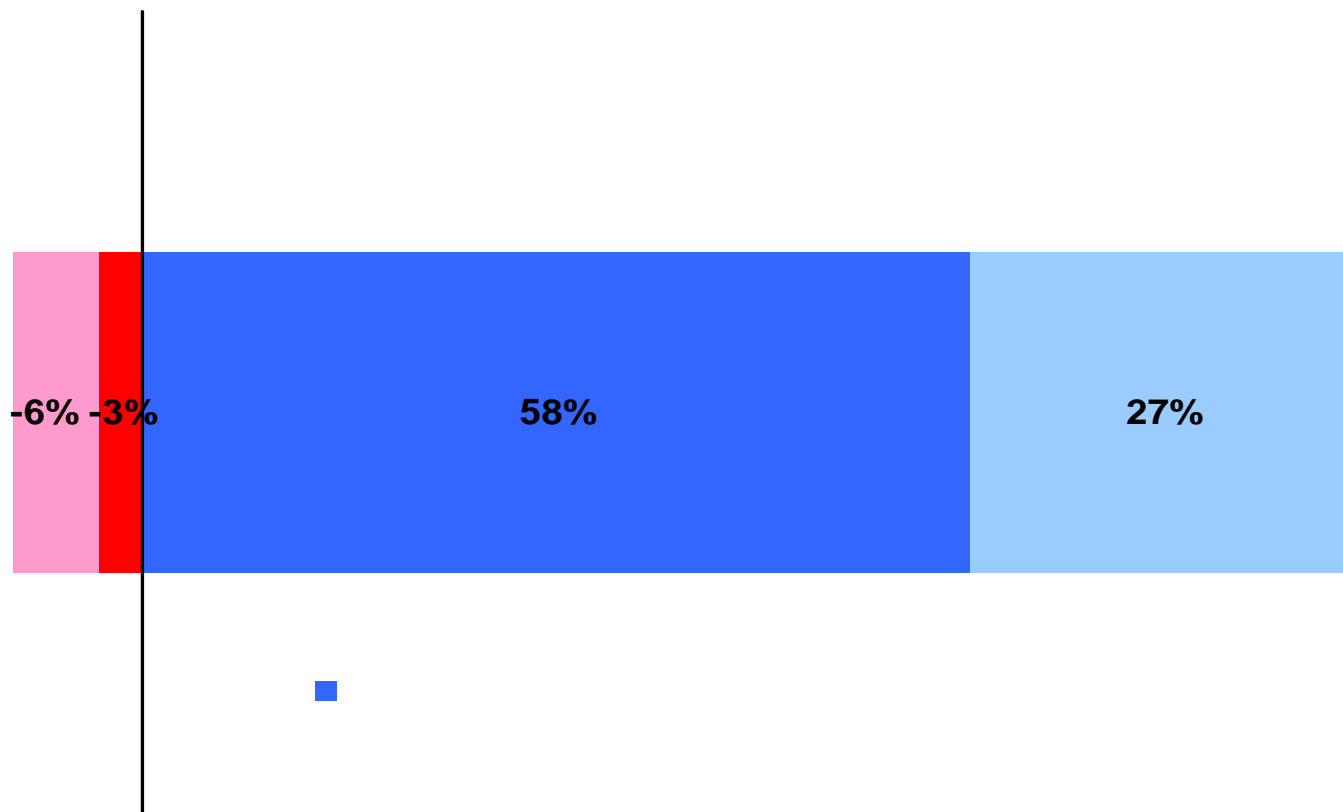




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Economic Proposition

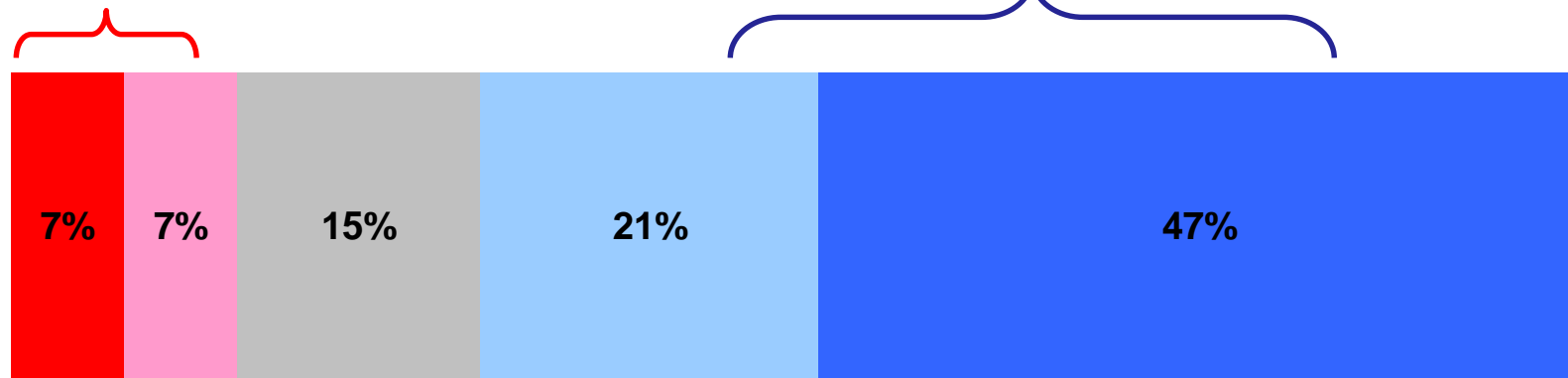






13%
Total Not Supportive

68%
Total Supportive



■ Not at all supportive (0,1,2)
■ Neutral (5)
■ Very supportive (8,9,10)

■ Not too supportive (3,4)
■ Somewhat supportive (6,7)



- **Frequent users place even more importance on many economic benefits:** frequent library visitors (11+ visits per year) are more likely than

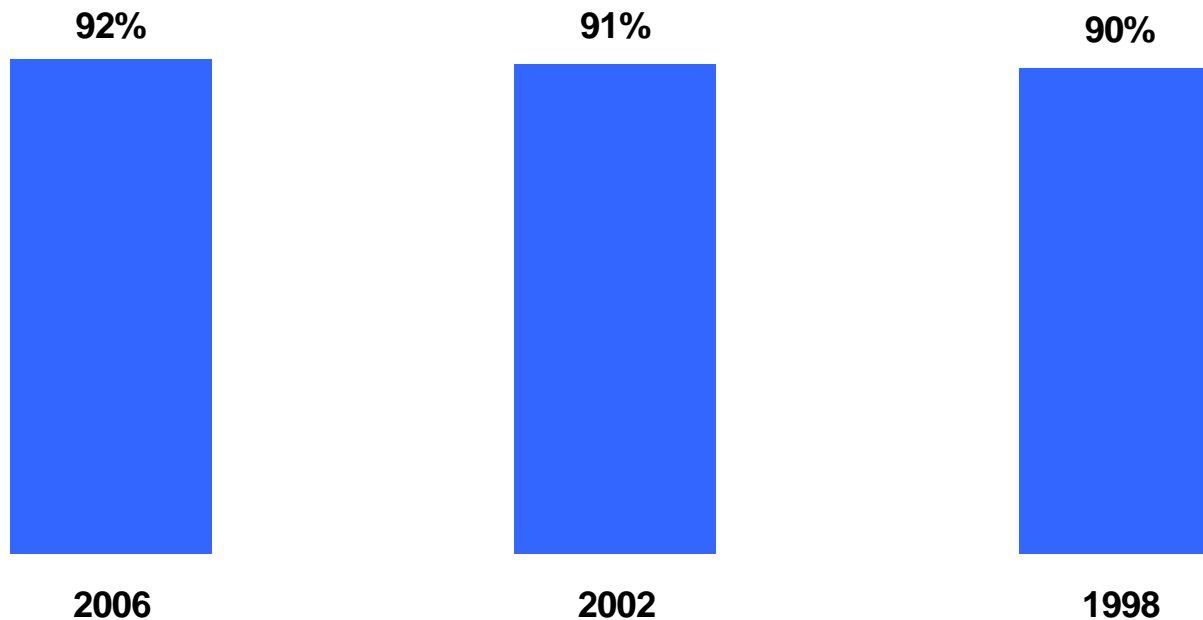


Americans almost unanimously continue to believe public libraries will be needed in the future

Let me read you two statements and please tell me which one comes closest to your own point of view: Some people think libraries will no longer exist in the future, because of all of the information available on the Internet. Other people think libraries will still be needed despite all of the information available on the Internet.

Do you think libraries will no longer exist in the future, or do you think they will still be needed?

% saying "libraries will still be needed"

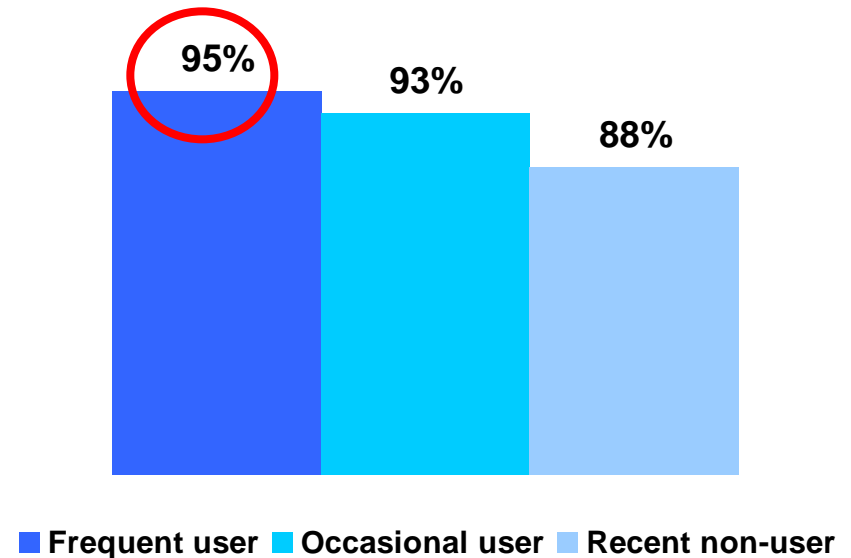
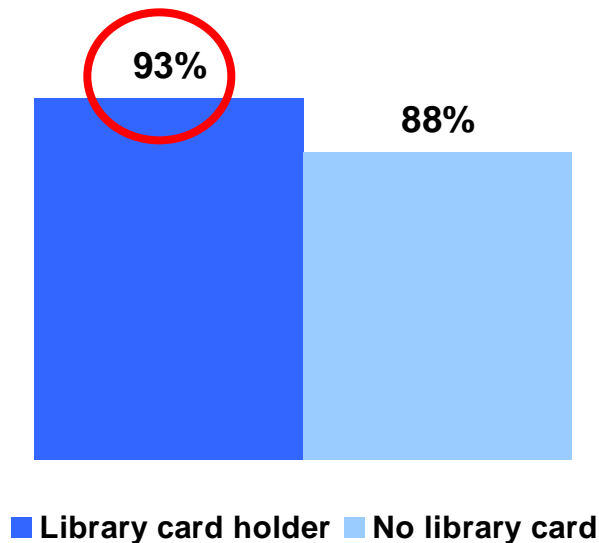


More than 8 of 10 adults across all demographic and geographic subgroups believe libraries will be needed in the future

Even adults not using their public libraries strongly believe they will still be needed in the future

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% saying "libraries will still be needed"





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