

QUOTABLE FACTS ABOUT AMERICA'S LIBRARIES 2012 Reference Book

September 2012

American Library Association

For more information please contact:

Office for Library Advocacy

American Library Association

50 East Huron Street, Chicago, IL 60611

Telephone: 1.800.545.2433, x2428

E-mail: advocacy@ala.org

DID YOU KNOW?

58% of adults in the U.S. have public library cards.

IMLS FY2010 registered borrowers/population unduplicated [171,515,203/301,307,013 = 56.92%]

Harris Interactive household survey, January 2011= 58%--use because most current figure

Q1. First, do you have a library card?

2010	2011	
1025	1012	BASE
%	%	
62	58	Yes
38	41	No

Americans go to school, public and academic libraries more than three times more often than they go to the movies.

NCES ALS 2010 <http://nces.ed.gov/pubsearch/pubsinfo.asp?pubid=2012365> 22,077,092 visits/week; 1,148,008,784/year

IMLS PL FY2010 <https://harvester.census.gov/imls/data/pls/index.asp> (datafile) 1,574,572,600 visits

NCES SLMC <http://nces.ed.gov/pubs2006/2006313.pdf> pending from B. Holton (10.18.06) using 1999-2000 figures, 1.5B visits (figure not reported in SLMC 2008 or later)

Movie theater admissions US profile/media and Motion Picture Association 2011 Theatrical Market Statistics -- 1.28B admissions: <http://www.mpa.org/resources/5bec4ac9-a95e-443b-987b-bff6fb5455a9.pdf>

4,244,658,476: 1,200,000,000 yields a nearly 3.5:1 ratio of library visits to movie admissions

Reference librarians in the nation's public and academic libraries answer nearly 6.6 million questions weekly. Standing single file, the line of questioners would span from Ocean City, Maryland to Juneau, Alaska.

Reference transactions per week- Total reference transactions in IMLS/NCES library surveys [6,613,534/yr].

FY 2010 PLS (IMLS) 309,303,789/yr or 5,948,149/week and 2010 NCES-ALS 34,5++,+83/yr 665,384/week

Note: ALS data per FTE; IMLS PL data per 1000 pop; both divided by 52 weeks

6,613,534 ref transactions per week times 3 for distance between users, equals 19,840,602 linear feet. The mile total is 3,757.6 (one mile is 5280 linear feet)

Ocean City, MD to Juneau is 3,771 miles (Google maps)

A 2012 poll conducted for the American Library Association found that 94% respondents agreed that public libraries play an important role in giving everyone a chance to succeed because they provide free access to materials and resources.

Harris Interactive 2011 household survey

<http://www.ala.org/research/sites/ala.org.research/files/content/librarystats/2011harrispoll.pdf>

TECHNOLOGY TRENDS

Academic libraries held approximately 158.7 million e-books and public libraries held more than 18.5 million in fiscal year 2010.

A 2011 Pew study found that about 24% of library card holders had read e-books in the past year. Of them, 57% preferred borrowing e-books and about 33% preferred purchasing them.

The 2011-2012 ALA *Libraries Connect Communities* study reported that 76.3 percent of libraries reported offering e-books, an increase of 9 percent from 2010-2011.

Sources: Phan, T., Hardesty, L., Hug, J., and Sheckells, C. (2011). *Academic Libraries: 2010* (NCES 2012-365). U.S. Department of Education, Washington, DC: National Center for Education Statistics. Retrieved 08/11/12 from <http://nces.ed.gov/pubsearch>. page 2.

Institute of Museum and Library Services. Public Libraries in the United States. Fiscal Year 2010 data file. Retrieved 08/11/12. <https://harvester.census.gov/imls/data/pls/index.asp>

Zickuhr, K., Rainie, L., Purcell, K., Madden, M., Brenner, J. *Libraries, patrons, and e-books*. Pew Internet & American Life Project. June 22, 2012. Retrieved 08/11/12. Page 30 and page 7. <http://libraries.pewinternet.org/2012/06/22/libraries-patrons-and-e-books/>

Public Library Funding and Technology Access Study. Public Library Technology Summary. Pg 19.

http://www.ala.org/research/sites/ala.org.research/files/content/initiatives/plftas/2011_2012/plftas12_technology%20landscape.pdf

Full study citation: 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 <http://viewer.zmags.com/publication/4673a369>.

PUBLIC

There are more public libraries than McDonald's in the U.S. – a total of 16,766 including branches.

McDonald's 2011 annual report – 14,098 in 2010 in US

<http://www.aboutmcdonalds.com/content/dam/AboutMcDonalds/Investors/Investors%202012/201%20Annual%20Report%20Final.pdf>

FY2010 IMLS Public libraries – 16,766

<https://harvester.census.gov/imls/data/pls/index.asp>

Also used in ALA Fact Sheet #1 ??

<http://www.ala.org/ala/aboutala/offices/library/libraryfactsheet/alalibraryfactsheet1.cfm>

Americans spend nearly three times as much on candy as they do on public libraries.

(IMLS FY2010 PLS) Operating revenue 2010: \$11,324,016,872

National Confectioners Association - Performance and Economics

In 2010, NCA estimates that U.S. confectionery sales accounted for \$29.4 billion, an increase of 2.8 percent over 2009. Candy has a long history of adding joy to the holiday celebrations. In fact about 25 percent of confectionery spending happens around four major holidays - Halloween, Easter, Christmas and Valentine's Day. Chocolate represents around 60 percent of all confectionery sales in the U.S.

<http://www.candyusa.com/content.cfm?ItemNumber=1607>

Americans check out an average of more than eight books a year. They spend \$35.81 a year for the public library – about the average cost of one hardcover book.

(IMLS FY2010 PLS data file) Library circulation 2010: 2,465,999,291 (table 8); population 295,539,000 (table 1); visits per capita 7.4 (table 8); Library expenditures 2010: \$10,789,935,939 Per capita expenditures \$35.81

Library and Book Trade Almanac 2011 (Bowker Annual) - \$35.02 average hardcover (pg. 497)

Almost 89 percent of public library outlets now offer wireless Internet access.

Public Library Funding & Technology Access Study 2011-2012 Public Library Technology Summary, p19.
http://www.ala.org/research/plftas/2011_2012

More than 92% of public libraries provide services for job seekers.

“92.2 percent of all libraries reporting they provide access to jobs databases and other job opportunity resources.”
Public Library Funding & Technology Access Study 2011-2012, Public Library Technology Summary, p19.
http://www.ala.org/research/plftas/2011_2012

ACADEMIC

Academic librarians provide information serves more than 44 million each year – reaching almost 12 million more than attend college basketball games.

NCES ALS report 2010 Table 3: Reference transactions (services to individuals) – 34,599,983 per year ; individuals served in groups = 9,656,402 -- total served 44,256,385

<http://nces.ed.gov/pubs2012/2012365.pdf>

NCAA college basketball attendance 2010 = 32,820,701
http://fs.ncaa.org/Docs/stats/m_basketball_RB/Reports/attend/2010.pdf

College libraries receive just less than three cents of every dollar spent on higher education.

NCES ALS 2010, Table 9: \$6,829,108,368

Spending on higher education Digest of Education table 377 -- \$281,368,314,000 FY2009-10
http://nces.ed.gov/programs/digest/d11/tables/dt11_377.asp

The calculation is $6.8B/281B = \$.025$

Total academic library expenditures - \$6,829,108,368

Total academic institution expenditures – can't get national 2010 data from IPEDS database

If the cost of People magazine had risen as fast as the cost of academic library periodicals since 1990, it would cost about \$182 for a one-year subscription.

ARL serials study Monograph & Serial Expenditures in ARL Libraries, 1986-2006
<http://www.arl.org/bm~doc/monser06.pdf> (increased 1990-2006 about 271%)

List price 1990: 52/\$67.08

List price Jan 2005: 52/\$113.88

List price April 2009: 52/\$116.07

There are 584 students enrolled for every librarian in 2- and 4-year colleges and universities in 2010 the U.S. as compared with 14 students for each teaching faculty member.

NCES Digest of Education, Table 197: student enrollment 20,427,711 faculty 1,439,144

Ratio 14:1

http://nces.ed.gov/programs/digest/d11/tables/dt11_197.asp

Total student FTE – Get from Census staff, 2010 enrollment figure = 15,592,195

NCES ALS 2010, Table 7 - Total staff (librarians) – 26,706

Ratio 584:1

For institutions included in the ALS first look (these exclude children, territories and not imputed libraries) total is 15,592,195 (2008 - 14,483,674).

For institutions included in the whole file (these include territories, not imputed libraries and exclude children since their FTE is already included in the parent) - 16,127,813 (2008 - 14,663,619)

Now, if you are using the total librarian number from the First Look to do the ratio, you need to use the first number above (15,592,195).

SCHOOL

Research shows the highest achieving students attend schools with well-staffed and well-funded library media centers.

Facts at a Glance: Keith Curry Lance Studies 2006
http://www.lrs.org/documents/lmcstudies/student_achievement_2006.pdf

The average copyright year for health and medicine titles in school libraries is 1996 – a student using these resources would not learn about the cloning of Dolly the sheep (1997) or that the United Kingdom handed sovereignty of Hong Kong to the People's Republic of China (1997).

AASL School Libraries Count! 2011 pg.8
<http://www.ala.org/aasl/researchandstatistics/slcsurvey/slcsurvey>
1997 events, <http://en.wikipedia.org/wiki/1997>

Students make 1.3 billion visits to school library media centers during the school year, the same as attendance made to movie theaters in 2011, or three times as many visits to national parks

2011 – 429.7 million visits to national parks
<http://www.nature.nps.gov/stats/viewReport.cfm>

AASL School Libraries Count 2011, pg 11
<http://www.ala.org/aasl/researchandstatistics/slcsurvey/slcsurvey>

School libraries dept of ed figures from ALA factsheet 99,180
<https://www.ala.org/ala/professionalresources/libfactsheets/alalibraryfactsheet01.cfm>

ALA AASL School Libraries Count 2011; 315 visits (mean all responding libraries) times 42 weeks schools are in session = 13,230 visits times 99,180 (# of schools)= 1,312,151,400

Movie theater admissions US profile/media and Motion Picture Association 2011 Theatrical Market Statistics -- 1.28B admissions: <http://www.mpa.org/resources/5bec4ac9-a95e-443b-987b-bff6fb5455a9.pdf>

Americans spend over 18 times as much money on home video games (\$18.6 billion) as they do on school library materials for their children (\$1 billion).

Business Wire March 2011, Silicon Angle March 2011 – “During 2011, US gaming industry sales reached a record US \$18.6 billion, 15% over growth in 2010.” <http://siliconangle.com/blog/2012/03/06/2011-provides-a-record-year-for-pc-video-game-sales-cloud-and-f2p-dominate/>

NCES SLMC 2003 estimate (public and private schools) – \$1 billion

School libraries spend an average of \$12.06 per student on library media – about two-thirds the cost of a single fiction title (\$17.63) or about one-third the cost of a single non-fiction title (\$27.04).

AASL School Libraries Count! (SLC) 2008, pg 20

<http://www.ala.org/ala/mgrps/divs/aasl/researchandstatistics/slcsurvey/SLCreport2008.doc>