

To: Denise Davis
From: Regina Corso
Date: June 26, 2007
Re: Comparison Survey Summary

METHODOLOGY

During the month of June, Harris Interactive put the same series of questions on three different omnibus surveys to compare results and methodologies. Between June 1 and 4, 2007, 1,000 adults, 18 and older, were interviewed by phone. Between May 31 and June 4, 2007, 2,854 adults, 18 and older were interviewed online. Between June 13 and 21, 1,262 youth, 8 – 18 years old were interviewed online. This document will just focus on results of the two online surveys.

VISITS TO THE LIBRARY

In the past year, just about half (49%) of adults said they had visited a library with one-quarter (25%) visiting a library between 1 – 5 times, 8% between 6 – 10 times, 8% between 11 and 25 times and 9% visiting a library more than 25 times in the past year. Among adults, there are certain groups that are more likely to visit a library.

More likely to be a library user	Total
Men	62%
Has a child in the household	60%
College graduates	59%
From the Midwest	59%
Those aged 18-34	57%

Among the youth group, the question was slightly different as it also asked about going online to use the library. Youth are library goers – just one in five say that they have not been to the library in the past year. Among those that have gone, one-third (34%) have gone 1-5 times, 16% have gone 6-10 times, 13% have gone 11-20 times and almost one in five (18%) have gone to the library 21 or more times in the past year. Probably not surprisingly, the older youth (16-18) are slightly more likely to have not gone to the library in the past year (22%).

PURCHASING BOOKS, CDS AND DVDS

Whether young or old, people purchase from a retailer something after they've checked out it of the local library. Two in five adults and 36% of youth have purchased a book (hard cover or soft cover) after checking it out from the local library. One in five adults and youth (22% and 20% respectively) have purchased CDs after checking them out and 22% of adults and one-quarter (25%) of youth have purchased DVDs.

Among the youth group, Boys, aged 8-9 are more likely to have purchased books (50%), as are girls, aged 10-12 (44%). Youth in the Midwest are more likely to purchase both DVDs (29%) and CDs (25%). Among adults, the following tables show those groups more likely to purchase books, CDs and DVDs.

More likely to purchase a Book	Total
Those with children in the household	49%
Women, aged 35-44	48%
Men, aged 18-34	47%
Those from the South	45%
Those aged 18-34	45%

More likely to purchase a CD	Total
Men, aged 18-34	39%
Men	30%
Those with children in the household	29%
Those aged 35-44	28%
Has some college education	27%

More likely to purchase a DVD	Total
Men, aged 18-34	33%
Men, aged 35-44	33%
Those with children in the household	29%

This shows two clear trends. First, having a child in the household is an important indicator of those likely to make these purchases. Also, age is a factor, the younger age groups are the one most likely to make these purchases while, on the flip side, the older ones are the groups most likely not to make a purchase after checking something out of the library.

QUANTITY OF PURCHASES

One of the nice things about conducting surveys online is the ease with which we can gather certain information, such as the average number of products purchased. Among adults, the average number of purchases are 7.3 books, 7.9 CDs and 11.3 DVDs. Those in the Midwest and 18-34 year olds purchase more DVDs than the average (15.3 and 17.9 respectively). Those in the West (12.8) and Men (9.5) purchase more books than the average.

Among youth, the numbers are a little lower. On average, youth purchase 6 books, 5.3 DVDs and 5 CDs. Here, there aren't any age groups or regions that pop – either higher or lower.

CONCLUDING THOUGHTS

Overall, this data shows the power of the library to influence purchase decisions, not just in general, but among key demographics to marketers such as those 18-34 and parents. Publishers, working in conjunction with the libraries can see the power of their product multiply. Once a book, CD or DVD is returned to the library, that doesn't mean the relationship is over. In fact, for about half of those who have been to the library in the past year – both adults and youth – a purchase has been made.

AMERICAN LIBRARY ASSOCIATION – Topline online and phone

BASE: ALL RESPONDENTS

Qx05 Now, 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?
(Please note, for the Youth Query it was public library in person or their website)

[RANGE: 0-300]

<u>Online</u>		<u>Telephone</u>		<u>Youth Query</u>	
0	51%	0	43%	0	19%
1-5	25%	1-5	26%	1-2	15%
6-10	8%	6-10	10%	3-5	19%
11-25	8%	11-25	10%	6-10	16%
25+	9%	25+	11%	11-15	7%
				16-20	6%
				21+	18%

BASE: VISITED LIBRARY IN PAST YEAR (Qx05/NE 0)

Qx10 In the last year, which of the following items have you purchased from a retailer (either for personal use, family use, or to give as a gift) after checking it out from your local library? Please select all that apply.

	<u>Online</u>	<u>Youth</u>	<u>Telephone (purchased/have not purchased)</u>	
Book (hard cover or soft cover)	40%	36%	45%	55%
CD	22%	20%	28%	72%
DVD	22%	25%	28%	72%
None of these	53%	54%		

PURCHASED LISTED PRODUCT(S) AFTER CHECKING OUT AT LIBRARY (Qx10/1-3)

Qx15 In the last year, how many of the following items have you purchased from a retailer (either for personal use, family use, or to give as a gift) after checking it out from your local library?

Book (hard cover or soft cover)				
	<u>Online</u>	<u>Telephone</u>	<u>Youth</u>	
1	40%	11%	31%	
2-4	32%	41%	38%	
5+	28%	45%	31%	
DK	-	2%	-	
CD				
	<u>Online</u>	<u>Telephone</u>	<u>Youth</u>	
1	39%	19%	33%	
2-4	27%	35%	33%	
5+	35%	43%	33%	
DK	-	3%	-	
DVD				
	<u>Online</u>	<u>Telephone</u>	<u>Youth</u>	
1	37%	17%	31%	
2-4	24%	29%	33%	
5+	39%	49%	40%	
DK	-	4%	-	