

Appendix I - Survey Results

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

Range of Visits	Online Survey (n=2055)	Telephone Survey (n=853)
0	2.7%	0.7%
1-5	6.7%	40.7%
6-10	8.8%	20.0%
11-15	8.9%	13.4%
16-25	18.4%	10.2%
26-56	30.9%	9.4%
57-100	13.2%	2.8%
Over 100	10.6%	2.8%
Total	100%	100%

Do you have a public library card?

Response	Online Survey (n=2094)	Telephone Survey (n=904)
Yes	95.9%	88.1%
No	1.3%	11.9%
Don't know/NA	2.8%	0.0%
Total	100%	100%

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

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?

Dollar range	Online Survey (n=2,094)		Telephone Survey (n=904)	
	Sell	Buy	Sell	Buy
\$1 to \$10	5.5%	15.1%	29.9%	34.2%
\$11 to \$20	2.4%	8.5%	10.1%	16.6%
\$21 to \$30	1.9%	8.1%	4.8%	9.6%
\$31 to \$50	3.1%	9.3%	4.4%	7.2%
\$51 to \$100	1.4%	7.2%	2.8%	5.9%
Over \$100	2.1%	6.9%	6.1%	6.9%
I would not give it up	41.2%		28.7%	
Don't know/no answer	42.5%	44.9%	13.4%	19.7%

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

Average time: 15.3 minutes

How do you usually get there?

Response	Online Survey (n=2,094)	Telephone Survey (n=858)
Walk	5.4%	9.7%
Drive	70.2%	86.2%
Public Transportation	2.1%	2.2%
Taxi	0.1%	0.1%
Other/No answer	22.3%	1.7%
Total	100%	100%

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

Average cost: \$2.49

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

Average time: 54.7 minutes

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

Response	Online Survey (n=1,533)	Telephone Survey (n=847)
Yes	52.4%	19.4%
No	47.6%	80.6%
Total	100%	100%

What activities did you do as part of that last trip to the library?

Response	Online Survey (n=804)	Telephone Survey (n=164)
Visited a coffee shop	9.7%	9.1%
Went to a restaurant	17.3%	11.6%
Shopped	60.4%	50.6%
Other	12.6%	43.9%
Total	100%	100%

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

Average spending: \$47.90

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:

Which of those services did you use on your last visit? Did you:

Library Services Used	Online Survey Results		Telephone Survey Results	
	Last Visit	Previous Visits	Last Visit	Previous Visits
	Percent	Percent	Percent	Percent
Read a book, journal, or magazine in the library	21.2	33.2	32.3	54.1
Checked out a book	56.9	38.0	66.2	79.1
Watched a video, CD or film in the library	3.4	9.5	5.0	13.1
Played online games	3.1	6.1	3.0	6.0
Got news online	11.8	12.9	9.0	20.6
Visited a virtual museum exhibit or online museum program	1.9	5.1	1.2	4.9
Watched a movie or listened to music	4.0	8.3	5.1	16.8
Looked for information about a service or product	11.9	20.5	6.5	18.6
Searched the library online catalog	38.5	35.5	17.6	35.0
Searched a bibliographical database	9.5	14.0	8.4	21.0
Viewed and/or downloaded e-books	4.3	9.4	2.1	6.3
Viewed and/or downloaded articles	6.5	12.1	7.4	17.5
Used a library workstation other than to access the Internet	12.9	15.7	6.3	14.4

How much time did you spend on the Internet during your last visit to the library?

Range of Time (Minutes)	Household Survey (n= 1,316)	Online Survey (n=858)
0	45.7%	62.8%
1-15	23.4%	12.8%
16-30	12.7%	10.5%
31-45	2.9%	2.1%
46-60	8.3%	6.5%
Over 60	6.8%	5.1%
Total	100%	100%

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.

Reasons for Visits	Online Survey	Telephone Survey
	(n=2,094)	(n=858)
Recreational Needs		
For recreational reading, viewing, listening, etc.	46.5%	80.8%
Personal or Family Needs		
For help with a day-to-day problem, such as shopping	9.2%	8.5%
For information about a hobby or how to fix something	22.5%	12.6%
For help with an occasional problem, such as purchasing a home	9.5%	4.9%
For information about a health or wellness problem	18.9%	13.1%
For information about personal finances	10.7%	8.3%
To learn more about culture, religion, etc.	16.6%	14.7%
To keep up with the news	13.6%	16.1%
To correspond with family, friends, etc. (email, Facebook, etc)	7.9%	6.1%
For help with job hunting	7.0%	6.4%
To have a place to go	11.8%	18.3%
For some other personal or family need	4.4%	14.9%
Work or Job-Related Needs		
To locate a person or organization	8.5%	5.5%
To get information about financial matters	7.3%	8.3%
To get tax information	9.5%	8.3%
To get information about starting or locating a small business	4.6%	4.3%
To get information about legal issues	6.5%	5.5%
To get information about marketing or sales	4.0%	3.8%
To get information about operations	3.5%	2.9%

To get information about management or administration	4.7%	3.6%
To get information for research	14.5%	28.0%
For some other work or job-related need	3.1%	6.9%
Took a Child		
For a children's program	7.3%	5.7%
To read or check out a book	22.3%	20.6%
For some other child-related purpose	3.8%	4.5%
Educational Needs		
As a Student		
For a place to study	9.9%	5.2%
To work on an assignment	11.8%	7.7%
For home schooling	2.6%	0.5%
For a virtual or distance education class	4.2%	0.8%
For some other student-related educational need	3.1%	2.1%
As a Teacher		
To prepare for class or lecture	4.5%	1.3%
For grading	0.9%	0.0%
To keep current with the literature	3.8%	1.4%
To prepare a paper	3.4%	0.3%
For home schooling	2.5%	0.3%
For a virtual or distance education class	1.4%	0.3%
For some other teacher-related educational need	1.5%	0.8%
Other Educational Needs (retirees or pre-school children)		
For a preschool program	2.8%	0.8%
To continue learning	15.8%	9.4%

For a virtual or distance education class	2.2%	0.9%
For some other educational need	2.3%	8.5%

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?

	Online Survey (n=1,156)	Telephone Survey (n=858)
Rating		
Not at all important	2.9%	4.0%
Somewhat important	11.0%	6.2%
Important	46.7%	28.2%
Absolutely essential	31.7%	50.3%
Neither important nor unimportant	7.7%	10.6%
Total	100%	100%

In what ways was the information or services important in meeting your needs on your last visit?

	Online Survey (n=2094)	Telephone Survey (n=904)
Rating		
Saved me time	19.2%	47.7%
Saved me money	23.5%	49.7%
Helped in some other way	7.7%	27.6%
No answer	49.6%	5.4%
Total	100%	100%

How much time did you save?

Average time: 3 hours per visit

How much money did you save?

Average money: \$166.72 per visit

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

Alternative	Online Survey (n=1,124)	Telephone Survey (n=858)
I need the information, but do not know where else to go	19.0%	11.9%
I would not bother to do anything	4.5%	16.4%
I would use another source, such as a store, another person, an academic library, etc.	76.5%	71.7%
Total	100%	100%

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

Average time: 84 minutes per visit

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

Average cost: \$124.26 per visit

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?

	Online Survey	Telephone Survey
Response	(n=1,536)	(n=902)
Yes	93.4%	52.1%
No	6.6%	47.9%
Total	100%	100%

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

	Online Survey	Telephone Survey
Response	(n=1,547)	(n=469)
Yes	90.8%	54.4%
No	9.2%	45.6%
Total	100%	100%

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

	Online Survey	Telephone Survey
Number of Times	(n=1,333)	(n=253)
0	0.8%	0.0%
1-5	12.9%	51.8%
6-10	11.3%	16.6%
11-20	17.0%	13.4%

21-50	29.0%	9.9%
51-100	16.6%	4.3%
Over 100	13.2%	4.0%
Total	100%	100%

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

Response	Online Survey (n=1,354)	Telephone Survey (n=463)
Yes	91.5%	39.7%
No	8.5%	60.3%
Total	100%	100%

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

Number of Times	Online Survey (n=1,344)	Telephone Survey (n=270)
0	0.8%	0.0%
1-5	12.8%	48.5%
6-10	11.2%	21.9%
11-20	16.8%	12.6%
21-50	28.8%	9.3%
51-100	16.4%	4.1%
Over 100	13.1%	3.7%
Total	100%	100%

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

Alternative	Online Survey (n=1,219)	Telephone Survey (n=904)
Elementary School	2.1%	5.2%
Job Center	0.1%	2.8%
Not sure	11.0%	2.9%
Park	26.7%	36.9%
Police Station	5.8%	12.5%
Public Library	54.4%	39.7%
Total	100%	100%

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?

Response	Online Survey (n=1,219)	Telephone Survey (n=904)
Decrease	3.5%	2.8%
Increase	58.7%	49.1%
Make no difference	19.7%	44.6%
Don't know/Not sure	18.0%	3.5%
Total	100%	100%

Do you agree or disagree with the following ideas:

Statement	Online Survey (n=1,216)			Telephone Survey (n=904)		
	Agree	Disagree	Don't know	Agree	Disagree	Don't know
If a public library moved into a community, it would help attract good businesses to the area.	67.4%	5.7%	26.9%	75.0%	17.5%	7.5%
Public libraries improve a community by helping people learn new skills so they can get better jobs.	89.0%	2.8%	8.0%	91.5%	5.7%	2.8%
Public libraries help people learn new things no matter what their age.	97.9%	0.9%	1.4%	98.3%	1.4%	0.3%

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?

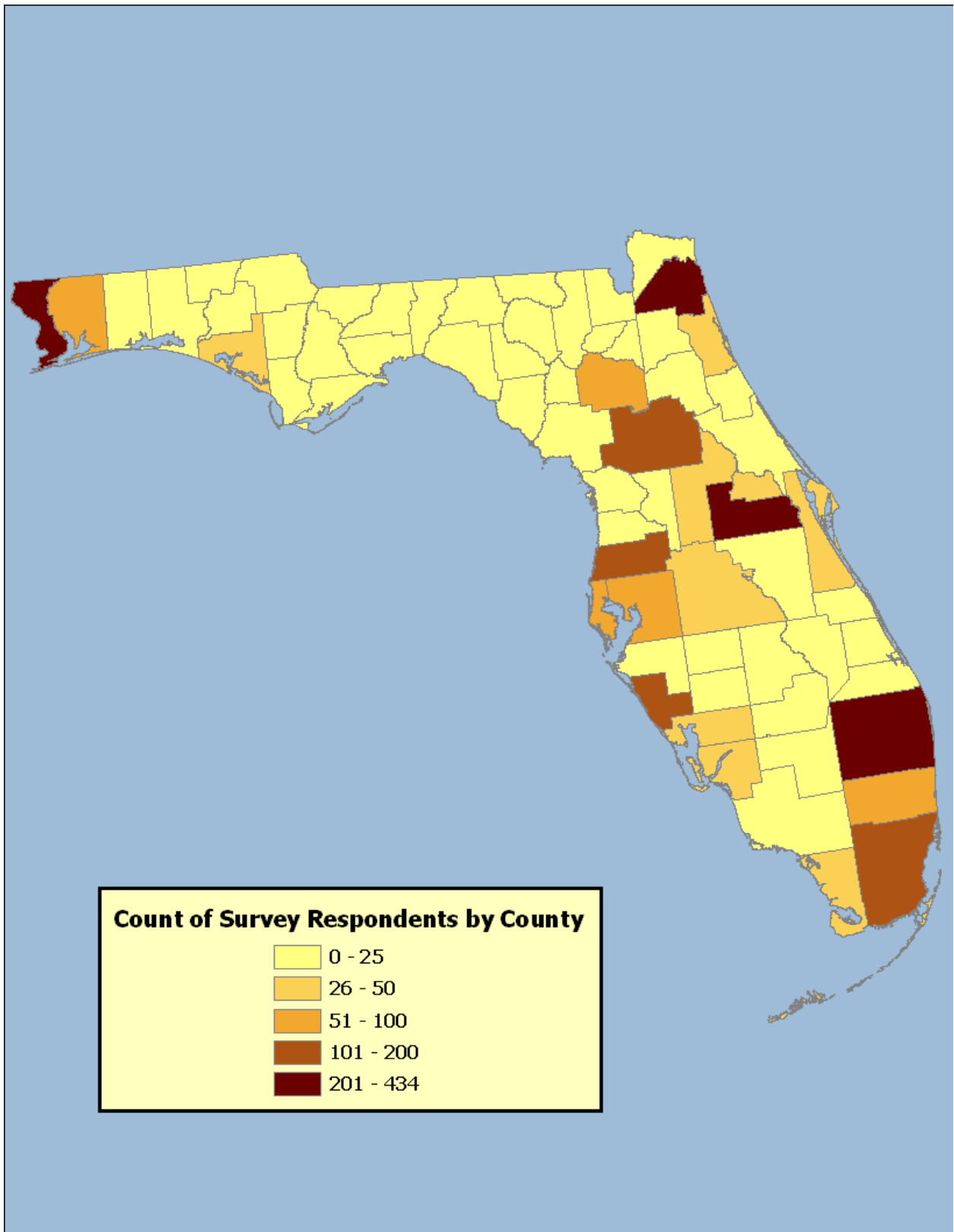
Response	Online Survey	Telephone Survey
	(n=1,226)	(n=904)
Essential service	89.6%	73.9%
Cultural amenity	7.5%	24.4%
Don't know/Not sure	2.9%	1.7%
Total	100%	100%

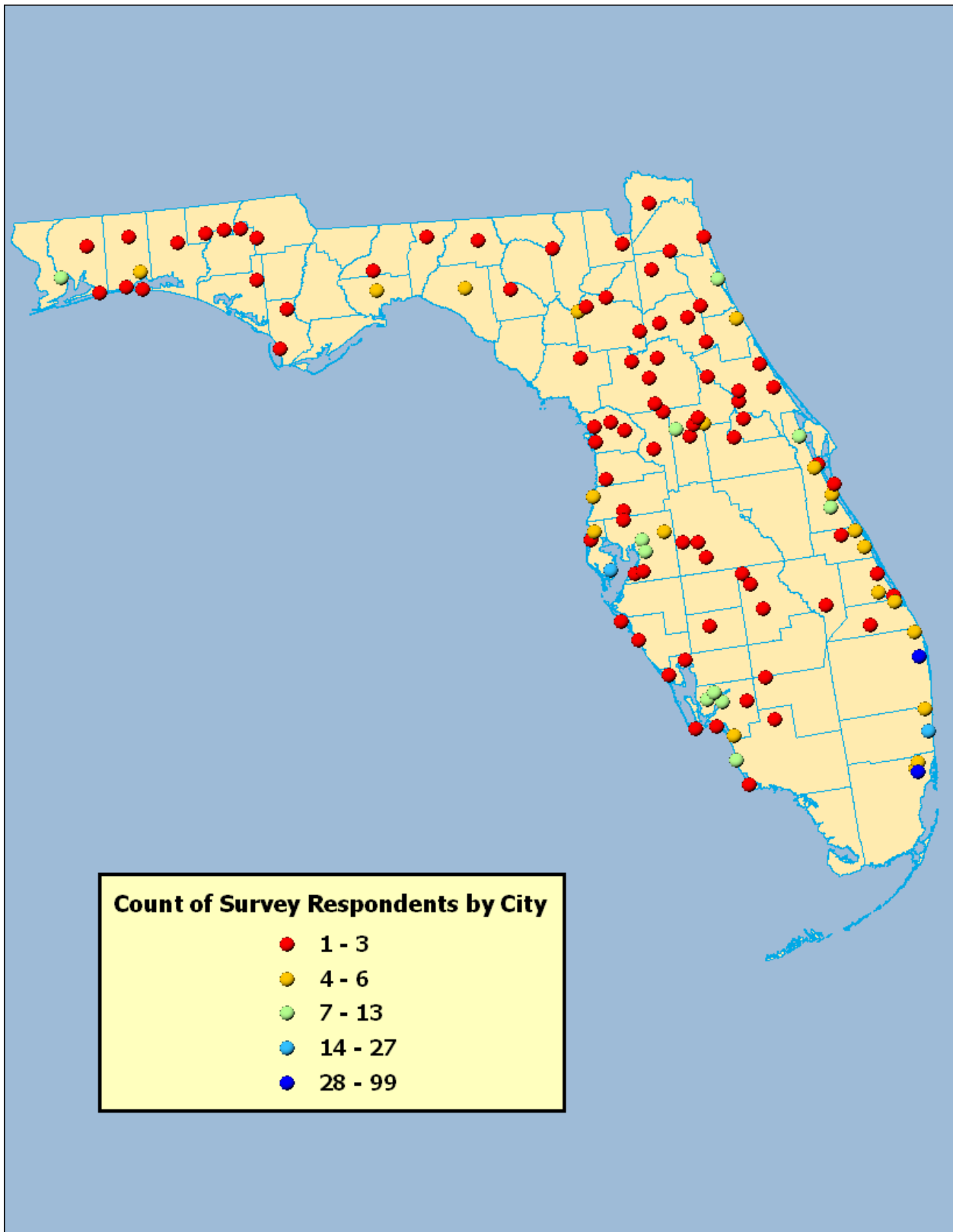
In which Florida county do you live?

County	Combined Total	
	Number	% of Total
Alachua	82	2.8%
Baker	5	0.2%
Bay	32	1.1%
Bradford	8	0.3%
Brevard	41	1.4%
Broward	83	2.8%
Calhoun	1	0.0%
Charlotte	50	1.7%
Citrus	10	0.3%
Clay	20	0.7%
Collier	16	0.5%
Columbia	6	0.2%
DeSoto	5	0.2%
Dixie	4	0.1%
Duval	337	11.4%
Escambia	202	6.9%
Flagler	9	0.3%
Franklin	0	0.0%
Gadsden	15	0.5%
Gilchrist	3	0.1%

Glades	2	0.1%
Gulf	6	0.2%
Hamilton	5	0.2%
Hardee	0	0.0%
Hendry	2	0.1%
Hernando	23	0.8%
Highlands	8	0.3%
Hillsborough	59	2.0%
Holmes	4	0.1%
Indian River	8	0.3%
Jackson	3	0.1%
Jefferson	1	0.0%
Lafayette	1	0.0%
Lake	35	1.2%
Lee	43	1.5%
Leon	25	0.8%
Levy	4	0.1%
Liberty	2	0.1%
Madison	1	0.0%
Manatee	18	0.6%
Marion	178	6.0%
Martin	13	0.4%
Miami-Dade	161	5.5%
Monroe	26	0.9%
Nassau	1	0.0%

Okaloosa	13	0.4%
Okeechobee	2	0.1%
Orange	348	11.8%
Osceola	7	0.2%
Palm Beach	434	14.7%
Pasco	170	5.8%
Pinellas	82	2.8%
Polk	40	1.4%
Putnam	4	0.1%
Santa Rosa	62	2.1%
Sarasota	103	3.5%
Seminole	28	1.0%
St. Johns	27	0.9%
St. Lucie	7	0.2%
Sumter	5	0.2%
Suwannee	1	0.0%
Taylor	4	0.1%
Union	4	0.1%
Volusia	24	0.8%
Wakulla	4	0.1%
Walton	3	0.1%
Washington	14	0.5%
Total	2,944	100.0%





Gender

Gender	Online (n=2,094)	Telephone (n=904)	Combined (n=2,998)	Florida Population
Male	12.8%	37.4%	20.2%	48.5%
Female	45.8%	62.5%	50.8%	51.5%
No answer	41.4%	0.1%	29.0%	N/A

What is your age now?

Age Range	Online (n=1220)	Telephone (n=887)	Combined (n=2107)	Florida Population
18 to 29	13.2%	12.4%	12.9%	15.2%
30 to 44	25.6%	19.3%	22.9%	19.9%
45 to 54	20.7%	20.9%	20.7%	14.2%
55 to 65	24.7%	24.7%	24.7%	12.5%
Over 65	15.9%	22.8%	18.8%	16.1%

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

Educational Attainment	Online (n=1,223)	Telephone (n=891)	Combined (n=2,114)	Florida Population
4 year college degree	24.4%	25.3%	24.7%	16.7%
High school graduate or GED	8.3%	19.1%	12.8%	30.8%
More than 4 year college degree	36.7%	17.3%	28.5%	9.0%
Some college or 2 year degree	29.3%	29.9%	29.5%	20.0%
Some high school, but did not graduate	1.4%	4.3%	2.6%	9.4%
Technical school	0.0%	4.3%	1.8%	N/A

Which of the following best describes your race:

Race	Online n=1,225	Telephone n=904	Combined n=2129	Florida Population
Asian or Pacific Islander	2.5%	2.4%	2.5%	2.3%
Black or African-American	5.6%	10.2%	7.5%	15.3%
Hispanic (any race)	5.9%	10.3%	7.8%	20.5%
Other	2.1%	2.5%	2.3%	N/A
Prefer not to answer	6.5%	2.4%	4.8%	N/A
White	77.4%	72.1%	75.2%	76.7%

What other way would you classify your race? _____ (2028-2047)

Which of the following BEST describes your current employment status?

Employment Status	Online (n=1,219)	Telephone (n=885)	Combined (n=2,104)
Employed by others	54.1%	36.6%	46.7%
Homemaker	6.2%	5.5%	5.9%
In the military	0.3%	0.5%	0.4%
Retired	22.5%	36.7%	28.5%
Self-employed	6.2%	10.5%	8.0%
Unemployed and looking for work	7.4%	7.0%	7.2%
Unemployed and not looking for work	3.4%	3.2%	3.3%

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

Employment Place of Business	Online (n=1,102)	Telephone (n=436)	Combined (n=1,538)
A college or university	4.1%	3.2%	3.8%
A government agency	24.1%	12.4%	20.8%
A high school	1.5%	1.6%	1.5%
A hospital or healthcare provider	4.7%	3.4%	4.4%
A large business (50 employees or more)	18.1%	29.6%	21.3%
A small business (under 50 employees)	9.8%	39.7%	18.3%
An elementary or middle school	4.3%	4.6%	4.4%
Not employed/N/A	33.5%	5.5%	25.6%

Approximately what was your total annual household income in 2008 before taxes?

Household Income	Online (n=951)	Telephone (n=631)	Combined (n=1,582)	Florida Population
Under \$30,000	22.2%	27.6%	24.3%	29.9%
Between \$30,000 and \$50,000	28.2%	25.7%	27.2%	30.1%
Between \$50,000 and \$75,000	22.3%	18.7%	20.9%	19.2%
Between \$75,000 and \$150,000	23.6%	19.2%	21.8%	22.4%
More than \$150,000	3.8%	8.9%	5.8%	7.2%

Appendix II - Survey of Organizations Results

1. What is your title?

Response	(n=160)
Assistant University Librarian for Administrative Services	3.1%
Associate Dean	0.6%
Director	0.6%
Director of Media & Technology Services	1.3%
District Administrator	0.6%
District Coordinator for Media Services (Libraries and Textbooks)	0.6%
History Teacher	0.6%
Information Specialist	0.6%
Librarian	9.4%
Library/Media Services	0.6%
Manager	0.6%
Manager of Library/Media Services	0.6%
Manager of Medical Library	0.6%
Media Specialist	76.9%
Media Specialist Supervisor	0.6%
Media Supervisor for Alachua County	0.6%
Research Editor	0.6%
School Administrator	0.6%
School director	0.6%

Type of organization?

Response	(n=162)
Early Education Facility	0.6%
Federal Government	0.6%
Federal Government Scientific Research Laboratory	0.6%
Hospital	0.6%
Hospital System	0.6%
Private Business	3.7%
Private School	5.6%
Private University or College	4.9%
Public School	80.2%
Public School System	0.6%
Public University or College	1.9%

2. 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.

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

Response	(n=163)
No	37.4%
Yes	46.6%
Don't Know	16.0%

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

Response	(n=167)
No	27.5%
Yes	22.2%
No answer	50.3%

4. 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?

Response	(n=106)
1 to 10 times per month	35.8%
11 to 50 times per month	15.1%
51 to 100 times per month	3.8%
101 times or more per month	7.5%
Less than once per month	37.7%

8. 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.

Response	(n=167)
Yes, I do this	63.5%
Yes, other library staff members do this	32.9%
No, neither I nor other members of the library staff do this	15.6%
No answer	36.5%

9. Which of the following services of the public library have you or members of your library staff used for business and/or professional purposes?

Response	(n=167)
Borrowed books	44.9%
Borrowed books-on-tape	21.0%
Borrowed videotapes	17.4%
Borrowed DVDs	21.6%
Borrowed CD-ROMs (reference materials, software, etc.)	7.2%
Photocopied magazine, newspaper, and/or journal articles	10.8%
Used interlibrary loan for books	23.4%
Used interlibrary loan for periodical articles	2.4%
Searched/copied information from commercially licensed online databases and electronic publications	14.4%
Accessed government documents and publications	7.8%
Accessed the Internet/World Wide Web via library computers	15.6%
Used reference services in the library	21.6%
Used reference services via online access	12.6%
Used meeting room facilities	7.8%
Participated in library-sponsored groups and/or training	7.8%
Other	3.6%

10. 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?

Response	(n=167)
1 to 5 hours per month	19.8%
6 to 12 hours per month	10.8%
Less than 1 hour per month	15.6%
More than 12 hours per month	2.4%
No answer	51.5%

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

Response	(n=167)
1 to 10 per month	18.0%
101 or more per month	1.2%
11 to 50 per month	4.8%
51 to 100 per month	1.2%
Less than 1 per month	22.8%
No answer	52.1%

12. 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?

Response	(n=167)
Public libraries	38.3%
University libraries	14.4%
Other libraries	12.6%
Government sources	15.6%
Private sector information providers	11.4%
Associations (e.g., ABA, AMA, etc.)	13.8%
None	1.8%
Other	3.0%
No answer	61.7%

13. If your library used the public library rather than an alternative service, why did it do this?

Response	(n=167)
Depth and breadth of the collection	15.6%
Unique items in the collection	10.8%
Up to date holdings	12.6%
Support from library staff	15.0%
Ease of use	26.3%
Efficiency/speed of service	12.6%
Cheaper to use than alternatives	22.2%
Services all under one roof	10.2%
Reliability	12.6%

My library DID NOT use the public library rather than an alternative service.	4.2%
Other	1.2%
No answer	84.4%

15. 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?

Response	(n=167)
1% to 25% increase	23.4%
101% to 200% increase	0.6%
26% to 50% increase	10.8%
51% to 100% increase	1.2%
More than 300% increase	0.6%
No change	11.4%
No answer	52.1%

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

Response	(n=167)
Severely affected	10.2%
Somewhat affected	31.1%
Unaffected	7.2%
No answer	51.5%

17. 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?

Response	(n=167)
\$1 to \$100 per year	9.0%
\$1,001 to \$5,000 per year	8.4%
\$101 to \$500 per year	6.6%
\$5,001 to \$10,000 per year	1.8%
\$500 to \$1,000 per year	11.4%
more than \$10,000 per year	1.8%
Nothing, no alternatives available	3.0%
Nothing, use of alternatives would not increase our costs	6.0%
No answer	52.1%

18. 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?

Response	(n=167)
No	10.2%
Unable to answer	37.1%
Yes	1.8%
No answer	50.9%

19. Which one of the following reasons BEST supports your answer to question 18?

Response	(n=65)
I believe that the government/taxpayers should support the public library	83.1%
I do not believe that users should be asked to pay	3.1%
I do not believe you can use surveys to address this sort of issue	13.8%

20. 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?

Response	(n=78)
\$10 per month	3.8%
\$100 per month	3.8%
Unable to answer question	92.3%

Appendix III - Glossary of REMI model terms

General Sales Tax and Selective Sales Tax - General Sales Tax includes taxes applicable with only specified exceptions (e.g., food and prescribed medicines) to sales of all types of goods and services or to all gross receipts, whether at a single rate or at classified rates, and sales use taxes. Taxes imposed distinctively on sales of or gross receipts from selected commodities, services or businesses are reported as Selective Sales Tax.

Intergovernmental Revenue - Amounts received from local governments for use in performing specific functions, for general financial assistance or as share of tax proceeds.

For state governments, Intergovernmental Revenue includes local government shares of state-administered programs requiring local financial participation; reimbursements from local governments for services provided to them by the state, such as auditing local accounts; monies from localities to pay debt service on state debt issued for the benefit of local governments; and repayments of contingent loans and advances previously extended to local governments.

For local governments, Intergovernmental Revenue includes financial support from other local governments for activities administered by the recipient locality, including its dependent agencies; state aid channeled through other local governments that have some discretion as to its distribution; reimbursements for services provided to other local governments (other than for utility services); and payments-in-lieu-of-taxes on other local governments' property.

For state governments, Intergovernmental Revenue excludes monies received from local governments and held in an agency capacity on their behalf (e.g., to repay interest and principal on local debt); receipt of state-imposed taxes or other state revenues collected by local governments acting as agents for the state; taxes on local government facilities (report last two exclusions at the appropriate tax code); proceeds from the sale, liquidation or earnings of local government securities held by the state (non-revenues except for earnings); proceeds from sale of buildings, property or commodities (report at the appropriate Miscellaneous General Revenue code); charges for utility services to local governments (report at the appropriate Utility Revenue code); and contributions from local governments for employee retirement or other insurance trust systems (report at the appropriate Insurance Trust code).

For local governments, Intergovernmental Revenue excludes state grants or shared taxes to be transmitted through government with no discretion as to their distribution (report at Intergovernmental Revenue from the state government for the final recipient local government); receipt of taxes or other charges collected by another local government acting as

the receiving government's agent (report at the appropriate Tax code); proceeds from the sale, liquidation or earnings of local government securities held by other localities (non-revenues except for earnings); taxes on facilities of other local governments; proceeds from the sale of buildings, property or commodities (report at the appropriate Miscellaneous General Revenue code); charges for utility services to other local governments (report at the appropriate Utility Revenue code); and payments-in-lieu-of-taxes from private organizations like private colleges.

Output - Output is the amount of production, including all intermediate goods purchased as well as value-added (compensation and profit). It can also be thought of as sales or supply. The components of Output are Self Supply and Exports (Multi-regions, Rest of Nation, and Rest of World).

Output is affected by changes in industry Demand in all regions in the nation, the home region's share of each market and international exports from the region.

Value-Added – Value-Added is a measure of the contribution of each private industry and of government to a region's Gross Regional Product. It is defined as an industry's gross output (which consists of sales or receipts and other operating income, commodity taxes and inventory change) minus its intermediate inputs (which consist of energy, raw materials, semi-finished goods and services that are purchased from domestic industries or from foreign sources). Value-Added by industry can also be measured as the sum of compensation of employees, taxes on production and imports less subsidies and gross operating surplus.

Gross Regional Product - Gross Regional Product as a Value-Added concept is analogous to the national concept of Gross Domestic Product. It is equal to output excluding the intermediate inputs, and represents compensation and profits. Gross Regional Product as a Final Demand concept is equal to Consumption + Investment + Government + (Exports - Imports).

Appendix IV - Survey Methodology

Telephone Survey

The Haas Center staff utilized Oppenheim Research, a telephone survey firm located in Tallahassee, Florida, to conduct the statewide telephone survey. Oppenheim Research obtained the home telephone numbers used in the survey from Survey Sampling International (SSI). Generating a truly random sample of telephone numbers for individuals in a particular geographic region is becoming more and more challenging. According to SSI, “In 2007, roughly 16% of all households had only wireless or cell phone service and only 82% of households could be reached on a landline telephone. Approximately 30% of the landline telephone households in the U.S. have unlisted numbers. Each year, about 20% of American households move, so that 12-15% of the residential numbers in a typical directory are disconnected over the life cycle of the directory. Samples drawn entirely from directories, and “plus-one” techniques based on directory seed numbers, often significantly under-represent unlisted households.”³

In order to overcome these difficulties, SSI developed random digit (RDD) methods. This method yields more active numbers and faster survey completion. In addition to the RDD method, phone numbers were distributed across all counties included in the sample (in this case, the State of Florida) in proportion to their density of listed telephone numbers. “All blocks within a county are organized in ascending order by area code, exchange, and block number. Once the quota has been allocated to all counties in the frame, a sampling interval is calculated by summing the number of listed residential numbers in eligible blocks within the county and dividing that sum by the number of sampling points assigned to the county. From a random start between zero and the sampling interval, blocks are systematically selected in proportion to their density of listed households. Once a block has been selected, a two-digit number is systematically selected in the range 00-99 and is appended to the exchange and block to form a 10-digit telephone number.”⁴ This methodology provides a very efficient random digit sample. Each county will have a probability of selection equal to its share of listed telephone households in the county. Business numbers were not included. Additionally, mobile phone numbers were not included.

³ SSI, RDD Landline Sample Methodology, <http://www.surveysampling.com/sites/all/files/imce/RDDLandline.pdf>

⁴ Ibid

Initially, Oppenheim Research ordered 15,000 telephone numbers. Of those 15,000 they used 9,595 to obtain the 905 survey completions and a response rate of 9.4%. Several screening criteria were utilized at the beginning of the survey. After introducing the survey, respondents were asked if they were over 18 years of age or if there was someone in the household who was over 18. If they or someone in the household was over 18, they were then asked if they had visited a public library in person or online in the last 12 months. If the answer to that was no, they did not continue with the survey. The survey was conducted over a 6-week period beginning November 11, 2009 and ending December 18, 2009.

Online Survey

Several surveys were conducted online using Survey Monkey, an Internet-based software program. These consisted of the online version of the library use survey, the survey of organizational library users and the library census.

The printed in-library survey instrument used in the 2004 study was modified to permit respondents to answer the same questions as asked in the telephone version of the library users' survey. A version of the survey in Spanish was provided. Links to the survey instruments were provided to the State Library and Archives and all public library directors for inclusion on the home page of their respective websites. Where inclusion on the home page was not feasible, library directors were encouraged to post signs containing the link and encouraging library patrons to participate in the survey. A link to the survey was also posted on the Haas Center home page. The library user online survey ran from November 13, 2009 until January 4, 2010 and a total of 2,094 completed or partially completed surveys were received.

The survey of organizational library users consisted of a series of questions designed to elicit usage patterns and the economic value placed on public libraries by businesses, public and private schools and university libraries. Links to the online survey were e-mailed to a listing of special libraries, school superintendents, public school librarians and media specialists and private school principals. The survey was conducted from November 13, 2009 until January 4, 2010. A total of 167 completed or partially completed surveys were received.

The library census consisted of questions designed to elicit additional data not regularly reported to the State Library and Archives. Links to the survey were e-mailed to the public library directors. A total of 19 surveys were completed.

Survey Analysis

One general data analysis issue with many surveys is how to deal with “outliers,” which are individual responses that tend to inflate estimated averages and totals because they are particularly large. In order to err on the conservative side we chose to exclude such outliers when a single outlier expanded estimates by 50 percent or more. The other typical survey issue involves item non-responses, which are instances in which a questionnaire is completed but one or more questions (i.e., items) are not answered. In these cases, averages were calculated omitting the non-responses.

In order to take advantage of visit-related responses from both the household telephone and online surveys, we usually combined estimates from the two surveys by weighting estimates by respective number of responses. For example, the estimated average time to use alternatives was 94.5 minutes for the online survey and 73.5 minutes for the telephone survey. Using the weights calculated for that question, we arrive at a combine average of 84 minutes (i.e., $94.5 \times 0.58 + 73.5 \times 0.42$).

Some survey questions required respondents to check a range of values. For example, we asked for annual household income in ranges of under \$30,000, between \$30,000 and \$50,000, between \$50,000 and \$75,000, between \$75,000 and \$100,000 and more than \$100,000. In some instances we needed to estimate an average salary from these responses. If the proportion of responses for the ranges is about equal one could use the mid-points and multiply each range mid-point by the proportion of responses to that range and sum the products across the ranges. However, these values are often skewed in a log-normal manner, in which case a geometric average is used in lieu of a mid-point. This average is the square root of the product of the range points; for example, the square root of \$25,000 times \$50,000 or \$35,355. The outside values for the end ranges are approximated from examining the log-normal plots.

To establish an hourly rate, for example to apply to the number of hours spent for work-related purposes in the library, we added a 25 percent fringe benefit rate to personal annual income and divided by 2,080 annual hours. Both of these values yield conservative estimates.

Adult users in the online survey were asked questions about taxes that are designated for public libraries and, on both library user surveys, adults were asked how much they would be willing to accept and pay for their library card. In fact, adult residents average paying about \$42 per adult in local taxes and \$47 per adult when state and federal tax contributions are included. When asked: “If someone would buy your public library card each year, how much would you ask for it?”. Fifty-six percent of combined survey respondents said they would not give it up. Nearly 45 percent of telephone respondents said they would accept less than they pay in taxes, but the rest indicated that they would only accept more than what they pay in taxes. They were also asked: “If you paid a price for your library card each year instead of paying taxes, how much would you be willing to pay for it?”. The average amount they said they were willing to

pay was, in fact, less than the amount they pay and could demonstrate the impact of the economic downturn on individuals' feelings of wealth. But adult users still demonstrate that they are willing to pay many times that amount over a year considering their time and other costs spent using their public library.

Online respondents tended to skip questions, particularly those requesting demographic information. Where appropriate, telephone survey demographic responses were used instead.

Appendix V - Online Library Users Survey Instrument - English

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. 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!**

In what county in Florida do you reside?

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

Do you have a public library card?

- Yes
- No
- Don't Know

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

- zero OR

number of times (please state numerically):

Approximately how much time does it take you to get to the library?

minutes (please state numerically):

How do you get there?

- Walk
- Drive
- Public Transportation
- Taxi

How much does it cost you (include gasoline and parking)?

\$

Approximately how much time did you spend in the library on your last visit (please provide your best estimate)?

minutes (please state numerically):

Did you do any other activities as part of that trip to the library?

- Yes
 No

What activities? Please check all that apply.

- Visited a coffee shop
 Went to a restaurant
 Shopped

Other (please specify)

How much did you spend (please provide your best estimate)?

\$

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

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

- Yes
 No

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

number of times (please state numerically):

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

- Yes
 No

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

number of times (please state numerically):

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	<input type="checkbox"/>	<input type="checkbox"/>
checked out a book	<input type="checkbox"/>	<input type="checkbox"/>
watched a video, CD, or film in the library	<input type="checkbox"/>	<input type="checkbox"/>
played online games	<input type="checkbox"/>	<input type="checkbox"/>
got news online	<input type="checkbox"/>	<input type="checkbox"/>
visited a virtual museum exhibit or online museum program	<input type="checkbox"/>	<input type="checkbox"/>
watched a movie or listened to music	<input type="checkbox"/>	<input type="checkbox"/>
looked for information about a service or product you are thinking about buying	<input type="checkbox"/>	<input type="checkbox"/>
searched the library online catalog	<input type="checkbox"/>	<input type="checkbox"/>
searched a bibliographic database	<input type="checkbox"/>	<input type="checkbox"/>
viewed and/or downloaded e-books	<input type="checkbox"/>	<input type="checkbox"/>
viewed and/or downloaded articles	<input type="checkbox"/>	<input type="checkbox"/>
used a library workstation other than to access the Internet	<input type="checkbox"/>	<input type="checkbox"/>

other (please specify)

How much time did you spend on the Internet during your last visit to the library (please provide your best estimate)?

minutes (please state numerically):

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.

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

- For a children's program
- To read or check out a book
- For some other child-related purpose (please specify below)

Other

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
- For some other personal or family need (please specify below)

Other

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 operations
- To get information about management or administration
- To get information for research
- For some other work or job-related need (please specify below)

Other

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
- For some other student-related educational need (please specify below)

Other

TO MEET EDUCATIONAL 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
- For some other teacher-related educational need (please specify below)

Other

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
- For some other educational need (please specify below)

Other

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

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:

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

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

If you would use another source, what source would you use?

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 in minutes:

miles to drive:

cost to buy or rent: \$

other expenses: \$

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

Please indicate how the library was helpful.

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

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

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

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

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

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

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

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

- Agree
- Disagree
- Not sure

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
- Cultural amenity
- Not sure

The following questions will help us to better understand who our library patrons are and are not. Please remember that all of your answers are strictly anonymous.

What is your age now?

- Under 18
- 18 to 29
- 30 to 44
- 45 to 54
- 55 to 65
- Over 65

Are you male or female?

- Male
- Female

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

- Some high school, but did not graduate
- High school graduate or GED
- Some college or 2 year degree
- 4 year college degree
- More than 4 year college degree

Which of the following BEST describes you?

- White
- Hispanic
- Black or African-American
- Asian or Pacific Islander
- Other (please specify below)
- Prefer not to answer

Other

Which of the following BEST describes your current employment status?

- Employed by others
- Self-employed
- In the military
- Unemployed and looking for work
- Unemployed and not looking for work
- Retired
- Homemaker

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

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

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.

- 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

Appendix VI - Online Survey Instrument – Spanish Version

Encuesta de usuarios de bibliotecas públicas de la Florida

El Estado y su biblioteca pública local están cooperando en la actualización de una importante y vasta encuesta respecto a los beneficios y valor de las bibliotecas públicas de la Florida. Su participación es esencial para el éxito del presente estudio. Todas las respuestas individuales son anónimas. Si usted tiene cualquier pregunta respecto al estudio, por favor pregunte a su bibliotecario local. Nuevamente, el presente es un estudio particularmente importante y su participación beneficiará a todas las bibliotecas públicas de la Florida. La encuesta ocupará unos 10 minutos de su tiempo. **iGracias por su participación e interés en las bibliotecas públicas!**

¿En cual condado de la Florida reside usted?

¿En cual ciudad de la Florida reside usted? (Por favor responda solamente si reside dentro de los límites de la ciudad.)

¿Actualmente cuenta con una credencial de una biblioteca pública?

- Sí
- No
- No se

¿Aproximadamente cuantas veces ha visitado una biblioteca pública en los últimos 12 meses?

- Cero 0

Número de ocasiones (por favor anote el número):

¿Aproximadamente cuanto tiempo le toma llegar a la biblioteca?

minutos (por favor anote el número):

¿Cómo llega ahí?

- Caminando
- Manejando
- Transporte público
- Taxi

¿Cuanto le cuesta llegar ahí (incluya gasolina y estacionamiento)?

\$

¿Aproximadamente cuanto tiempo pasó en la biblioteca durante su última visita (por favor proporcione un estimado)?

minutos (por favor anote el número):

¿Realizó cualquier otra actividad como parte de su visita a la biblioteca?

- Sí
 No

¿Cuales actividades? Por favor marque todas las que apliquen.

- Visité un café
 Fui a un restaurante
 Fui de compras

Otros (por favor especifique):

¿Cuanto gastó (por favor dé un estimado)?

\$

Las bibliotecas públicas de la Florida ofrecen a sus miembros acceso remoto (desde su hogar, oficina, etc.) a diferentes bases de datos y servicios vía Internet. ¿Conocía este servicio?

- Sí
 No

¿Alguna vez se ha conectado a alguna biblioteca pública de la Florida vía Internet?

- Sí
 No

¿Aproximadamente cuantas veces se ha conectado en los últimos 12 meses?

número de veces (por favor anote el número):

¿Ha usado algún servicio de la biblioteca pública vía Internet que haya requerido el número de código de barras de su credencial de la biblioteca?

Sí

No

¿Aproximadamente cuantas veces ha usado estos servicios en los últimos 12 meses?

número de veces (por favor anote el número):

A continuación se muestra una lista con los usos y servicios de la biblioteca. Por favor marque aquellos que haya utilizado en SU ÚLTIMA VISITA, así como los que haya usado en sus VISITAS PREVIAS a la biblioteca. Por favor marque todas las que apliquen.

	Última	Previas
Leyó un libro, periódico o revista en la biblioteca	<input type="checkbox"/>	<input type="checkbox"/>
Sacó un libro	<input type="checkbox"/>	<input type="checkbox"/>
Vio un video, CD o película en la biblioteca	<input type="checkbox"/>	<input type="checkbox"/>
Jugó juegos de video en línea	<input type="checkbox"/>	<input type="checkbox"/>
Consultó las noticias en línea	<input type="checkbox"/>	<input type="checkbox"/>
Visitó una exhibición o programa de algún museo virtual o en línea	<input type="checkbox"/>	<input type="checkbox"/>
Vio una película o escuchó música	<input type="checkbox"/>	<input type="checkbox"/>
Buscó información respecto a algún servicio que está interesado en comprar	<input type="checkbox"/>	<input type="checkbox"/>
Consultó el catálogo en línea de la biblioteca	<input type="checkbox"/>	<input type="checkbox"/>
Consultó una base de datos bibliográfica	<input type="checkbox"/>	<input type="checkbox"/>
Vio y/o descargo un libro electrónico	<input type="checkbox"/>	<input type="checkbox"/>
Vio y/o descargó artículos	<input type="checkbox"/>	<input type="checkbox"/>
Uso una terminal de la biblioteca para una tarea distinta a acceder a Internet	<input type="checkbox"/>	<input type="checkbox"/>

Otros (por favor especifique)

¿Cuanto tiempo pasó navegando en Internet durante su última visita a la biblioteca (por favor dé un estimado)?

Minutos (por favor anote el número):

Nuestros usuarios acuden a la biblioteca por diferentes razones. A continuación se muestra una lista de razones típicas. Por favor indique TODAS las razones por las cuales usted usó la biblioteca durante su última visita. Seleccione todas las que apliquen.

TRAJO A UN NIÑO A LA BIBLIOTECA (Seleccione todas las que apliquen)

- Para un programa infantil
- Para que leyera o sacara un libro
- Para cualquier otra actividad infantil (por favor especifique a continuación)

Otros

PARA SATISFACER UNA NECESIDAD PERSONAL O FAMILIAR (Seleccione todas las que apliquen)

- Para lectura recreacional, para ver o escuchar material recreacional, etc.
- Para obtener ayuda con problemas cotidianos, como compras
- Para obtener información respecto a un hobby, o respecto a como reparar algo
- Para obtener ayuda con un problema ocasional, como comprar una casa
- Para obtener información respecto a un problema de salud o de bienestar
- Para obtener información respecto a finanzas personales
- Para aprender respecto a cultura, religión, etc.
- Para estar al tanto de las noticias
- Para estar en contacto con su familia, amigos, etc. (email, Facebook, etc.)
- Para obtener ayuda para conseguir un empleo
- Para tener un lugar a donde ir
- Para cualquier otra necesidad personal o familiar (por favor especifique a continuación)

Otros

**PARA CUMPLIR UNA NECESIDAD RELACIONADA CON SU TRABAJO
(Seleccione todas las que apliquen)**

- Para localizar a una persona u organización
- Para obtener información respecto a asuntos financieros
- Para obtener información fiscal
- Para obtener información respecto a iniciar o localizar un negocio local
- Para obtener información respecto a asuntos legales
- Para obtener información respecto a mercadotecnia o ventas
- Para obtener información respecto a operaciones
- Para obtener información respecto a administración
- Para obtener información de investigación
- Para cualquier otra necesidad relacionada con su trabajo (por favor especifique a continuación)

Otros

**PARA SATISFACER CUALQUIER NECESIDAD EDUCATIVA – Cómo estudiante
(Seleccione todas las que apliquen)**

- Para tener un lugar donde estudiar
- Para trabajar en una tarea
- Para recibir tutoría en casa
- Para una clase virtual o de educación a distancia
- Para cualquier otra necesidad educativa como estudiante (por favor especifique a continuación)

Otros

PARA CUMPLIR UNA NECESIDAD EDUCATIVA – Cómo maestro (Seleccione todas las que apliquen)

- Para preparar una clase
- Para calificar
- Para mantenerse al día con la literatura
- Para preparar un artículo
- Para dar clases privadas
- Para dar una clase virtual o de educación a distancia
- Para satisfacer cualquier otra necesidad educativa como maestro (por favor especifique a continuación)

Otros

PARA SATISFACER NECESIDADES EDUCATIVAS - Otros (cómo las de personas jubiladas o niños en edad preescolar) (Seleccione todas las que apliquen)

- Para un programa pre-escolar
- Para continuar aprendiendo
- Para una clase de educación virtual o a distancia
- Para cualquier otra necesidad educativa (por favor especifique a continuación)

Otros

¿Qué tan importante fue la información proporcionada por el servicio de la biblioteca para satisfacer sus necesidades?

- Para nada importante
- Algo importante
- No importante
- Importante
- Absolutamente esencial

¿De que manera fueron importantes la información o servicios para satisfacer sus necesidades? Por favor llene los espacios vacíos en todo lo que aplique, proporcionando su mejor estimación.

Me ahorro tiempo (en minutos):

Me ahorró dinero: \$

Otros

Si no hubiera una biblioteca pública, ¿qué habría hecho para atender la razón para esta visita? Seleccione la acción más apropiada.

- No me molestaría en hacer nada
- Necesito la información, pero no tengo otro lugar a dónde ir
- Podría usar otras Fuentes, como una tienda, otras personas, una biblioteca académica, etc.

Si usara cualquier otra fuente, ¿cual fuente usaría?

¿Aproximadamente cuanto tiempo y dinero piensa que le tomaría usar esta fuente? Por favor llene los espacios en blanco a continuación con su mejor estimación. Por favor escriba "NA" donde no sea aplicable.

Tiempo para usar otras fuentes en minutos:

Millas por manejar:

Costo de comprar o rentar: \$

Otros gastos: \$

¿Puede recordar alguna visita o uso de la biblioteca pública a través de Internet en los últimos 12 meses que le haya sido particularmente útil para usted, su familia o su lugar de trabajo?

- Si
- No

Por favor indique en qué manera le fue útil la biblioteca.

Si alguien le ofreciera comprar su credencial de la biblioteca pública, ¿cuanto le pediría por ella?

- \$1 a \$10
- \$11 a \$20
- \$21 a \$30
- \$31 a \$50
- \$51 a \$100
- Más de \$100
- No la daría por nada

Si usted tuviera que pagar un precio por cada credencial de la biblioteca en vez de pagarla a través de sus impuestos, ¿cuanto estaría dispuesto a pagar por ella?

- \$1 a \$10
- \$11 a \$20
- \$21 a \$30
- \$31 a \$50
- \$51 a \$100
- Más de \$100

¿Aproximadamente que cantidad piensa que se destina de sus impuestos cada año para las bibliotecas públicas?

- \$1 a \$10
- \$11 a \$20
- \$21 a \$30
- \$31 a \$50
- \$51 a \$100
- Más de \$100
- No se

Si se mudara a una nueva comunidad, ¿cual de los siguientes quisiera que hubiera en su propia calle?

- Parque
- Biblioteca pública
- Escuela primaria (elementary)
- Estación de Policía
- Centro de empleos
- No estoy seguro

¿Piensa que tener una biblioteca pública muy cerca de su propia casa incrementaría o reducirá el valor de las propiedades, o no haría diferencia?

- Incrementaría
- Reduciría
- No haría diferencia
- No estoy seguro

¿Está usted de acuerdo o no con la siguiente idea? Si una biblioteca pública se mudara a una comunidad, ayudaría a atraer buenos negocios a esta área.

- Estoy de acuerdo
- No estoy de acuerdo
- No estoy seguro

¿Está usted de acuerdo o no con la siguiente idea? Las bibliotecas públicas ayudan a mejorar las comunidades al ayudar a la gente a aprender nuevas habilidades para que puedan obtener mejores empleos.

- Estoy de acuerdo
- No estoy de acuerdo
- No estoy seguro

¿Está usted de acuerdo o no con la siguiente idea? Las bibliotecas públicas ayudan a las personas a aprender cosas nuevas, sin importar su edad.

- Estoy de acuerdo
- No estoy de acuerdo
- No estoy seguro

¿Considera usted a su biblioteca pública local como un servicio esencial como el de una escuela, o más bien como un esparcimiento cultural, como una galería de arte?

- Servicio esencial
- Esparcimiento cultural
- No estoy seguro

Las siguientes preguntas nos ayudan a entender mejor quienes son los usuarios de nuestra biblioteca, y quienes no. Por favor recuerde que todas sus respuestas son estrictamente anónimas.

¿Cual es su edad actual?

- Menor de 18
- 18 a 29
- 30 a 44
- 45 a 54
- 55 a 65
- Mayor de 65

¿Es usted hombre o mujer?

- Hombre
- Mujer

¿Cual es su mayor grado de escolaridad que haya completado?

- Algo de High School, pero no me gradué
- Me gradué de High School o cuento con el GED
- Algo de Universidad, o un grado de 2 años
- Graduado de Universidad de 4 años
- Más de un grado universitario de 4 años

¿Cuales de los siguientes le describe mejor a usted?

- Blanco
- Hispano
- Negro o Afro-americano
- Asiático o de las Islas del Pacífico
- Otros (por favor especifique a continuación)
- Prefiero no contestar

Otros

¿Cual de los siguientes describe mejor su situación de empleo?

- Empleado por otros
- Trabajo por mi cuenta
- En las fuerzas armadas
- Desempleado, buscando un empleo
- Desempleado, no buscando empleo
- Jubilado
- Ama de casa

¿Cual de los siguientes describe mejor a su empleador?

- Desempleado
- Negocio pequeño (menos de 50 empleados)
- Empresa grande (50 empleados o más)
- Una agencia gubernamental
- Una escuela primaria o secundaria (elementary o middle school)
- Un High school
- Una universidad
- Un hospital o servicio de salud

¿Aproximadamente cual es el ingreso total de su hogar, antes de impuestos?

- Menos de \$30,000
- Entre \$30,000 y \$50,000
- Entre \$50,000 y \$75,000
- Entre \$75,000 y \$150,000
- Más de \$150,000
- Prefiero no contestar

Para usos relacionados con su trabajo, necesitamos establecer el valor del tiempo de cada usuario. Por favor indique su ingreso anual aproximado antes de impuestos.

- Desempleado
- Menos de \$25,000
- Entre \$25,000 y \$50,000
- Entre \$50,000 y \$100,000
- Más de \$100,000
- Prefiero no contestar

Appendix VII - Telephone Survey Instrument

UWF Public Libraries Study

Hello, my name is _____ and I'm calling on behalf of the Haas Center at the University of West Florida. We have been asked by the Florida State Library to conduct a very important survey about the use of public libraries in Florida. Your household has been randomly selected to participate in this survey. Have I reached _____? (VERIFY NUMBER YOU DIALED)

Are you 18 years of age or older? IF NO: May I speak to someone who is 18 years or older?

IF OVER 18 AND FEMALE: Are you under 65 years of age? IF YES, CONTINUE.

IF OVER 65 AND FEMALE, TERMINATE CALL.

Have you visited a Florida Public Library in person in the last 12 months?

IF NO: Have you used the Internet to use any public library services in the last 12 months?

IF YES TO EITHER, CONTINUE

IF NO TO EITHER, ASK: Has anyone else living in your household visited or used the Internet to use a Florida public library service in the last 12 months?

IF YES, CONTINUE WITH LIBRARY USER OVER 18 IF NO TO BOTH, TERMINATE CALL

Are you currently employed as a librarian?

IF YES, TERMINATE CALL IF NO, CONTINUE WITH LIBRARY USER OVER 18

Thank you for your time and interest in public libraries! The survey should take only a few minutes to complete and all your responses are completely confidential. However, my supervisor may be monitoring this call to evaluate my performance.

Q.1 To verify, have you visited a Florida public library in the **past 12 months**?

(5)

Yes 1

No 2

DK/NA 3

[IF THE ANSWER TO QUESTION 1 IS NO OR D/K, THEN SKIP TO QUESTION 3]

Q.2 About how many times have you visited a Florida public library in the **past 12 months**? _____ (6-25)

Q.3 Do you have a public library card?

(26)

Yes 1

No 2

DK/NA 3

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

(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)	9

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?

(READ CHOICES)

	(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 RESPONSE/DO NOT READ)	8

[IF THE ANSWER TO QUESTION 1 IS NO OR D/K, THEN SKIP TO QUESTION 48]

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.

1 HOUR = 60 MINUTES _____ (29-48)

Q.7 How do you usually get there? (READ CHOICES IF NEEDED)

	(49)
Walk / Camina	1
Drive / Maneja	2
Public Transportation / Usa transporte publico	3

Taxi 4
Other (specify) 5

[IF THE ANSWER TO QUESTION 7 IS NOT OTHER, THEN SKIP TO QUESTION 9]

Q.8 What other way do you usually get to the library? _____ (50-74)

[IF THE ANSWER TO QUESTION 7 IS WALK OR PUBLIC TRASPORTATION, THEN SKIP TO QUESTION 10]

Q.9 About how much does it cost you to get to the library, including gasoline and parking? _____ (75-94)

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

1 HOUR = 60 MINUTES _____ (95-114)

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

(115)

Yes 1

No 2

DK/NA 3

[IF THE ANSWER IS NO OR DK, THEN SKIP TO QUESTION 15]

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

(READ LIST)

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

[IF THE ANSWER TO SUB-QUESTION 4 OF QUESTION 12 IS NO, THEN SKIP TO QUESTION 14]

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

_____ (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.

(DO NOT USE DOLLAR SIGNS) _____ (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:

(READ LIST)

[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 (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 biblioteca	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 biblioteca en linea	1	2 (248)
Searched a bibliographic database/ Busco datos bibliograficos	1	2 (249)
Viewed and/or downloaded e-books/ Visto y/o descargado	1	2 (250)
Viewed and/or downloaded articles/ Visto y/o descargados articulos	1	2 (251)
Other (specify)	1	2 (252)

[IF THE ANSWER TO SUB-QUESTION OTHER IS 2, THEN SKIP TO QUESTION 17]

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

_____ (253-352)

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

(READ PREVIOUS ANSWERS)

[READ ONLY ANSWERS CORRESPONDING TO SUB-QUESTIONS ANSWERED 1 IN QUESTION 15]

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

	Services Used	
	Used	Not Used
Read a book, journal or magazine in the library/ Leyó un libro, el diario o la revista en la biblioteca	1	2 (353)
Checked out a book/ Saco un libro	1	2 (354)
Watched a video, CD, or film in the library/ Miro un video, Cd, o una película en la biblioteca	1	2 (355)
Played online games/ Jugo en linea	1	2 (356)
Got news online/ Miro las noticias en linea	1	2 (357)
Visited a virtual museum exhibit or online museum program/ Visito una exhibicion virtual del museo o el programa en linea del museo	1	2 (358)
Watched a movie or listened to music/ Miro una pelicula o escucho musica	1	2 (359)
Looked for information about a service or product you are thinking about buying/ Buscó información sobre un servicio o el producto que esta interesado	1	2 (360)
Searched the library online catalog/ Busco el catalogo de la biblioteca en linea	1	2 (361)
Searched a bibliographic database/ Busco datos bibliograficos	1	2 (362)
Viewed and/or downloaded articles/ Visto y/o descargados articulos	1	2 (364)
Other (specify)	1	2 (365)

Q.18 How much time did you spend on the Internet during your **last** visit to the library? Please use minutes.

1 HOUR = 60 MINUTES _____ (366-385)

Q.19 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:

	Services Used	
	Used	Not Used
For recreational reading, viewing, listening, etc./ Para la lectura recreativa, ver, escuchar, etc	1	2 (386)
For help with a day-to-day problem, such as shopping/ Para la ayuda con problema cotidiano, como las compras	1	2 (387)
For information about a hobby or how to fix something/ Para la información sobre un pasatiempo o cómo arreglar algo	1	2 (388)
For help with an occasional problem, such as purchasing a home/ Para la ayuda con un problema ocasional, como comprar una casa	1	2 (389)
For information about a health or wellness problem/ Para la información sobre un problema de la salud o el bienestar	1	2 (390)
For information about personal finances/ Para la información sobre finanzas personales	1	2 (391)
To learn more about culture, religion, etc./ Para aprender más acerca de cultura, la religión, etc	1	2 (392)
To keep up with the news/ Para mantenerse al día con las noticias	1	2 (393)
To correspond with family, friends, etc./ Para corresponder con la familia, amigos, etc.	1	2 (394)
For help with job hunting/ Para la ayuda búsqueda de trabajo	1	2 (395)
To have a place to go/ para tener un lugar a donde ir	1	2 (396)
For some other personal or family need (specify)/ para alguna otra	1	2 (397)

necesidad familiar o personal		
To locate a person or organization/ Para localizar a una persona o una organizacion	1	2 (398)
To get information about financial matters/ para conseguir informacion sobre asuntos financieros	1	2 (399)
To get tax information/ para conseguir información de impuestos	1	2 (400)
To get information about starting or locating a small business/ para conseguir información sobre comenzar o situar que un pequeña empresa	1	2 (401)
To get information about legal issues/ para conseguir información sobre asuntos legales	1	2 (402)
To get information about marketing or sales/ para conseguir información sobre marketing o ventas	1	2 (403)
To get information about management or administration/ para conseguir información sobre gestiones administrativas	1	2 (405)
To get information for research/ para la investigación	1	2 (406)
For some other work or job-related need (specify)/ para algún otro trabajo o el asunto relacionado con necesidad de trabajo	1	2 (407)

[IF THE ANSWER TO SUB-QUESTION 12 OF QUESTION 19 IS 2, THEN SKIP TO QUESTION 21]

Q.20 For what other personal or family need did you visit the library for on your **last** visit? _____ (408-507)

[IF THE ANSWER TO SUB-QUESTION 22 OF QUESTION 19 IS 2, THEN SKIP TO QUESTION 22]

Q.21 For what other work or job-related need did you visit the library on your **last** visit? _____ (508-607)

Q.22 Did you take a child to use the library on your last visit?

(608)

Yes 1

No 2

DK/NA 3

[IF THE ANSWER TO QUESTION 22 IS NO OR D/K, THEN SKIP TO QUESTION 25]

Q.23 Did you bring a child on your **last** visit to the library:

	Yes	No
For a children's program/ para un programa de ninos	1	2 (609)
To read or check out a book/ para leer o sacar un libro	1	2 (610)
For some other child-related purpose (specify)/ para algun otro nino proposito relacionado con ninos	1	2 (611)

[IF THE ANSWER TO SUB-QUESTION 3 OF QUESTION 23 IS NO, THEN SKIP TO QUESTION 25]

Q.24 For what other reason did you bring a child to the library on your **last** visit?

_____ (612-711)

Q.25 Did you visit the library on your last visit to meet an educational need?

(712)

Yes 1

No 2

DK/NA 3

[IF THE ANSWER IS NO or DK, THEN SKIP TO QUESTION 33]

Q.26 Please tell me all the reasons why you visited the library on your last visit to meet educational needs. Did you visit: (READ LIST)

	Yes	No
As a student/ Como un estudiante	1	2 (713)
As a teacher/ Como un maestro	1	2 (714)
For a preschool program/ Para el programa preescolar	1	2 (715)
To continue learning/ Para continuar aprendiendo	1	2 (716)
For a virtual or distance education class/ Para clase virtual o clase distante de educacion	1	2 (717)
For some other educational need/ Para alguna otra necesidad	1	2 (718)

[IF THE ANSWER TO SUB-QUESTION 1 OF QUESTION 26 IS NO, THEN SKIP TO QUESTION 29]

Q.27 As a student did you use the library on your **last** visit: (READ LIST)

	Yes	No
For a place to study/ Para un lugar para estudiar	1	2 (719)
To work on an assignment/ Para trabajar en una tarea	1	2 (720)
For home schooling/ Para educar en la casa	1	2 (721)
For a virtual or distance education class/ Para clase virtual o clase distante de educacion	1	2 (722)
For some other student-related educational need (specify)/ Para un alguna otra necesidad relacionada come estudiante	1	2 (723)

[IF THE ANSWER TO SUB-QUESTION 5 OF QUESTION 27 IS 2, THEN SKIP TO QUESTION 29]

Q.28 For what other student-related educational need did you visit the library on your **last** visit?

_____ (724-823)

[IF THE ANSWER TO SUB-QUESTION 2 OF QUESTION 26 IS 2, THEN SKIP TO QUESTION 31]

Q.29 As a teacher did you use the library on your **last** visit: (READ LIST)

	Yes	No
To prepare for class or lecture/ para preparar para la clase o una conferencia	1	2 (824)
For grading/ para graduar	1	2 (825)
To keep current with the literature/ para mantenerse corriente con la literatura	1	2 (826)
To prepare a paper/ para preparar un papel	1	2 (827)
For home schooling/ para educar en la casa	1	2 (828)
For a virtual or distance education class/ para un virtual o clase de educación de distancia	1	2 (829)
For some other teacher-related educational need (please specify)/ para algun otro maestro la necesidad educativa relacionada	1	2 (830)

[IF THE ANSWER TO SUB-QUESTION 7 OF QUESTION 29 IS 2, THEN SKIP TO QUESTION 31]

Q.30 For what other teacher-related educational need did you visit the library on your **last** visit? _____ (831-930)

[IF THE ANSWER TO SUB-QUESTION 6 OF QUESTION 26 IS 2, THEN SKIP TO QUESTION 33]

Q.31 For your other educational needs did you use the library on your **last** visit:

(READ LIST)

	Yes	No
For a preschool program/ para el programa preescolar	1	2 (931)
To continue learning/ Seguir aprendiendo	1	2 (932)
For a virtual or distance education class/ para un virtual o clase de educacion de distancia	1	2 (933)
For some other educational need (please specify)/ para alguna otra necesidad educativa	1	2 (934)

[IF THE ANSWER TO SUB-QUESTION 4 OF QUESTION 31 IS 2, THEN SKIP TO QUESTION 33]

Q.32 For what other educational need did you visit the library on your **last** visit?

_____ (935-1034)

Q.33 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?

(1035)

- Not at all important/ Nada 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.34 In what ways were the information or services important in meeting your needs on your **last** visit? Did it:

	Yes	No
Save you time/ ahorrando su tiempo	1	2 (1036)
Save you money/ ahorrando su dinero	1	2 (1037)
Help in some other way (specify)/ en alguna otra manera	1	2 (1038)

[IF THE ANSWER TO SUB-QUESTION 1 OF QUESTION 34 IS 2, THEN SKIP TO QUESTION 36]

Q.35 How much time did you save? Please give me your best estimate in minutes.

1 HOUR = 60 MINUTES _____ (1039-1058)

[IF THE ANSWER TO SUB-QUESTION 2 OF QUESTION 34 IS 2, THEN SKIP TO QUESTION 37]

Q.36 How much money did you save? Please give me your best estimate.

(DO NOT USE DOLLAR SIGNS) _____ (1059-1078)

[IF THE ANSWER TO SUB-QUESTION 3 OF QUESTION 34 IS 2, THEN SKIP TO QUESTION 38]

Q.37 In what other way was the information from your **last** library visit helpful?

_____ (1079-1178)

Q.38 If there were no public library, what would you do to address your reason(s) for your **last** visit? Would you:

(READ CHOICES)

(1179)

Not bother to do anything/ No molestia para hacer 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, una biblioteca 3

[IF THE ANSWER TO QUESTION 38 IS NOT 3, THEN SKIP TO QUESTION 46]

Q.39 What other source would you use? _____ (1180-1229)

Q.40 About how much time do you think it would take to use this other source?
Please use minutes. 1 HOUR = 60 MINUTES _____ (1230-1249)

Q.41 About how much money do you think it would cost to use this other source?
DO NOT USE DOLLAR SIGNS _____ (1250-1269)

Q.42 How many miles would it take to drive to use this other source?
_____ (1270-1289)

Q.43 How much would it cost you to buy or rent this other source?
_____ (1290-1309)

Q.44 Can you think of any other expenses that would be required to use this other
source?

(1310)

Yes 1

No 2

DK/NA 3

[IF THE ANSWER TO QUESTION 44 IS NOT 1, THEN SKIP TO QUESTION 46]

Q.45 What would this other source be? _____ (1311-1345)

Q.46 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?

(1346)

Yes 1

No 2

DK/NA 3

[IF THE ANSWER TO QUESTION 46 IS NOT 1, THEN SKIP TO QUESTION 48]

Q.47 Please describe how the library was helpful:

_____ (1347-1646)

Q.48 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?

(1647)

Yes 1

No 2

DK/NA 3

[IF THE ANSWER IS NOT 1, THEN SKIP TO QUESTION 55]

Q.49 Have you ever connected to a Florida public library via the internet?

(1648)

Yes 1

No 2

DK 3

[IF THE ANSWER IS NOT 1, THEN SKIP TO QUESTION 51]

Q.50 About how many times have you connected in the past 12 months?

_____ (1649-1651)

Q.51 Have you ever used public library services via the Internet that required a library card barcode number?

(1652)

Yes 1

No 2

DK/NA 3

[IF THE ANSWER IS 2 OR 3, THEN SKIP TO QUESTION 53]

[IF THE ANSWER TO QUESTION 51 IS NOT 1, THEN SKIP TO QUESTION 53]

Q.52 About how many times have you used these services in the past 12 months?

(1653-1655)

Q.53 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?

(1656)

Yes 1

No 2

DK/NA 3

[IF THE ANSWER TO QUESTION 53 IS NOT 1, THEN SKIP TO QUESTION 55]

Q.54 Please describe how the library was helpful:

(1657-1956)

Q.55 If you were moving into a new community, which of these would you most want to have on your own street? (READ ALL BUT SELECT ONLY ONE)

(1957)

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.56 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?

(1958)

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

Q.57 Do you agree or disagree with the following ideas:

(READ LIST)

1= AGREE

2= DISAGREE

3= DK/NA (VOLUNTEERED/DO NOT READ)

	Agree	Disagree	DK/NA
If a public library moved into a community, it would help attract good businesses to the area.	1	2	3 (1959)
Public libraries improve a community by helping people learn new skills so they can get better jobs.	1	2	3 (1960)
Public libraries help people learn new things no matter what their age.	1	2	3 (1961)

Q.58 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?

(1962)

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

Q.59 In which Florida county do you live?

(1963-1964)

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

[IF THE ANSWER TO QUESTION 59 IS NOT 68, THEN SKIP TO QUESTION 61]

Q.60 UNLISTED COUNTY: (VERIFY SPELLING)_____ (1965-1994)

Q.61 In which Florida city do you live?

(PLEASE VERIFY SPELLING IF UNSURE AND BEGIN NAME WITH CAPITAL LETTER) _____ (1995-2024)

Q.62 What is your age now?

(2025)

18-29 1

30-44 2

45-54 3

55-65 4

Over 65 5

Refused 6

Q.63 What is the *highest* grade or level of school that you have **completed**?

(READ CHOICES)

(2026)

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.64 Which of the following best describes your race:

(READ CHOICES)

(2027)

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

[IF THE ANSWER TO QUESTION 64 IS NOT 5, THEN SKIP TO QUESTION 66]

Q.65 What other way would you classify your race? _____ (2028-2047)

Q.66 Which of the following BEST describes your current employment status?

(READ CHOICES)

(2048)

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

[IF THE ANSWER TO QUESTION 66 IS 3 OR 4 OR 5 OR 6 OR 7, THEN SKIP TO QUESTION 68]

Q.67 Which of the following BEST describes your employer or place of business?

(READ CHOICES)

(2049)

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.68 Approximately what was your total annual **household** income in 2008 before taxes?

(2050)

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.69 We need to establish the value of a user’s time. Please indicate **your personal** approximate annual income in 2008 before taxes.

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

(2051)

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.70 Have we reached you on your cell phone or on a land line?

(2052)

Cell Phone 1
 Land Line 2
 DK/NA 3

Q.71 **DO NOT ASK:**

RECORD GENDER:

(2053)

Male 1
 Female 2
 DK/NA 3

Q.72 That completes our survey! Thank you for your time and participation!

Appendix VIII - Organizations Survey Instrument

Survey of Organizational Public Library Use in Florida

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 State Library of Florida. 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.

IMPORTANT REMINDER

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.

What is your title?

Librarian

Media Specialist

Other (please specify)

Type of organization?

Private Business

Public University or 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.

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

- Yes
 No
 Don't Know

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

- Yes
 No

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

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

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)

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

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

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 substitute (please specify)

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)

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

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

- Unaffected
- Somewhat affected
- Severely affected

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
- \$500 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

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

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)

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.

What is the annual operating budget of your parent organization?

\$

How many people are employed at your location?

people:

What is the annual operating budget of your library?

\$

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

\$

How large is the staff of your library?

people:

To how many e-journals does your library subscribe?

e-journal
subscriptions:

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

people:

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

- Central Florida Library Cooperative (CFLC)
- 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)

All other operating (item 66) % _____ %

Capital outlay (item 68) % _____ %

4. 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 are attached (see Page 6) as given in the DLIS report under item numbers 45 and 46.

Income	In-state(%)	Out of state (%)
Cash gifts and donations (item 45)	%	%
Other operating income (item 46)	%	%

5. 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.

\$

6. 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!

Submit

Upon submission, you will be asked to enter a code to prevent spam. You must enter this code for your answers to be processed.

Appendix X – Glossary of Terms

The below terms are those defined in *Taxpayer Return on Investment in Florida Public Libraries: Summary Report*, September, 2004. The present study is an update of this prior study and thus is using the same definitions for the terms.

Benefits: The positive outcome or gain from public library use or from the library's existence/availability in a community. The "benefits" used in the REMI model and analysis are discounted benefits.

Benefits to the State of Florida: The amount leveraged by the investment in public libraries from public (federal, state and local) funding sources. It is the measure of the gain from these funds.

Benefit/Cost Ratio (B/C): The relationship between the benefits derived from the use or existence of the public library and the cost to taxpayers to make the libraries available.

Specific B/C ratios identified in the report are:

B/C (Availability): The relationship between the benefits derived from the availability of the library and the cost of the libraries to taxpayers.

B/C (Use): The relationship between the benefits derived from use of the library and the cost of the libraries to taxpayers.

B/CREMI(Wages): The relationship between the benefits in terms of wages resulting from the existence of the public library and the cost of the libraries to taxpayers.

B/CREMI (GRP): The relationship between the benefits in terms of GRP resulting from the existence of the public libraries and the cost of the libraries to taxpayers.

Community benefits: These are benefits to the community in which the public library is located and can include library expenditures, library user expenditures, jobs, income, etc.

Community economic benefits: These are benefits that flow from the public library such as library spending with vendors, contractors, etc. in the state; revenues generated by vendors and contractors in the library (e.g., copying, coffee shop, gift shop) and spending that occurs as a result of library use (e.g., restaurants, stores, coffee shops).

Compensation: The salaries/wages and benefits (vacation, sick leave, medical insurance, etc.) for employees in public libraries and other sectors.

Costs: The value or level of resources invested and used to provide a service or produce a product. As used in public library benefit and cost ratios, the cost is either the investment or cost to taxpayers, or the discounted costs used in the REMI model and analysis.

Cost to use alternatives: The estimated costs to use alternatives to the public libraries should they cease to exist, and should users decide to pursue alternatives (measured in terms of time and other expenditures).

Contingent valuation: An economic method of evaluation of (public library) services (and non-priced goods) that looks at the implications of not having the services.

Direct benefits: Positive outcomes resulting from public library use; may include those that can be expressed in economic terms (e.g., time saved) or in other ways (e.g., broadened my knowledge).

Direct economic benefits: Positive outcomes resulting from library use that can be expressed in economic terms (e.g., time and money saved).

Direct effects: The result from the expenditures on/investments in public libraries on goods and services aggregated over the state of Florida. It focuses on receiving industry sectors, businesses and other organizations.

Direct in-state expenditures: Expenditures by the public libraries on goods and services from in-state providers. These may include books, periodicals, electronic equipment, supplies, etc., as well as capital projects (construction, renovation, etc.).

Discounting: The process of estimating the real value of the future amount of money in today's equivalent worth. For example, the value of a public library's current monetary benefits and investment or costs will likely be different at any future period of time.

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

Gross Regional Product (GRP) or Gross County Product (GCP): 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.

Halo spending: Public library users often combine trips to the public library with other activities such as shopping, eating at restaurants, etc. The spending by users in these activities is referred to as “halo” spending. If there were no public libraries these other activities and corresponding spending would decline to some degree.

Indirect effects: The value of inputs used by businesses and other organizations that are called upon to produce additional goods and services for those organizations first impacted directly by library spending.

Induced effects: The result from the direct and indirect effects of library spending. Induced effects are related to persons, businesses or other organizations that receive added income as a result of community and statewide spending by employees of the firms that are imputed by the direct and indirect effect of library spending.

Investment:

Revenue investment: The revenues received by the public libraries including federal, state and local funds; fees and fines; cash gifts and donations; and funding for multi-type library cooperatives.

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

Lost community benefits: Community economic benefits that would be lost if the public libraries did not exist.

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

Net benefit: The added cost to use alternatives to the public library

Net present value (NPV): Discounted benefits minus discounted costs.

Opportunity costs: The resources diverted from other uses to make a program or service possible. One measure of opportunity cost is the initial public library investment assumed to be redistributed to alternative government spending activities.

Pass through spending: Some public libraries have business-like operations in their facilities such as coffee shops, gift shops, etc. Revenue produced by these operations that is passed on to non-library owners, vendors or charities is referred to as pass through spending.

Present value: Present value uses discounting to determine the spot cash equivalent of a future value where the future value is known and the present value is not.

Public library investment: The amount of public investment made from taxes and capital outlay.

Return: What is gained or lost as a result of the existence or use of the public library. A positive return is a benefit; a negative one is a detriment.

Return on investment (ROI), also Return on public library investment: The relationship between the total economic benefit and the total investment in public libraries

REMI: Regional Economic Models, Inc. (REMI) is an integrated input-output and econometric model that was specifically used for the State of Florida. It traces linkages among industry purchases and sales and forecasts future changes in business costs, prices, wages, taxes, etc.

Revenue investment: (see Investment).

Total lost compensation: The salaries and benefits currently received by public library staff that would be lost to those individuals (at least in the short term) if there were no public libraries.

Use benefits: (see Benefits).

User Investment: (see Investment).

Appendix XI – Communicating Study Results

Research studies achieve their highest value when their findings are appropriately and effectively conveyed to all stakeholders. The present study uses quantitative techniques to establish a value for public library services in the state of Florida. This question is one of interest for two primary reasons: 1) the growing concerns of the public in how their tax money is invested on their behalf by the government; and 2) the present economic crisis shrinking of state and local government coffers. Thus, conveying the message that Florida’s public libraries generate substantial returns on the public dollars invested becomes crucially important as it will allow both public and governments alike to make informed and knowledgeable decisions on fiscal spending issues.

There are many methods that may be used to spread the word about the benefits of Florida public libraries. The table below outlines these methods as well as their function and target audience.

Non-Profit Communication Vehicles

Communication Vehicles	Type	Function	Audience
<i>Online</i>			
Websites			
	Your own	Get people to know, like and trust you; attract soon-to-be constituents	Potential constituents, 1st Tier of Non-constituents
	Partner’s	Get people to know you, provide credibility, attract unexplored constituents	Potential constituents, 3rd Tier of Non-constituents
Search Engine			
	Organic	Free, general awareness (non-targeted results)	Passive seekers
	Paid Ads	Not free, targeted results, text based	Active seekers
Online public relations			
	Syndicated content	Build a fan-base, loyalty	Current list subscribers
	Podcasts	Build trust through	Non-list subscribers

		demonstrating knowledge	
	Online magazines	Build credibility/trust, attract refusing constituents	General industry, 2nd Tier of Non-customers
	Blog	Get people to know and like you, build credibility, attract soon-to-be constituents	General industry, 1st Tier of Non-constituents
Paid Advertising			
	Banner ads	Not free, targeted results, graphic based	Active seekers
	Others' e-newsletter	General awareness (non-targeted results), attract unexplored constituents	Passive seekers, 3rd Tier of Non-constituents
Email Marketing			
	E-newsletter	General updates	Current constituents
	Campaign	Specific update	Current constituents & donors
Social Media & Networking			
	Facebook	Relational marketing and community building	Adult and career
	Twitter	Micro-blogging, get people to know and like you	All ages and walks of life
	MySpace	Relational/Trend marketing and community building	Teenagers and young adults
	YouTube	Video community, educate	Learners, all ages
	Flickr	Image community, general sharing and inspiration	Learners, all ages
	Cinchcast	Micro podcasting, get people to know and like you	Adult and career, learners seeking reputable info
	LinkedIn	Professional and industry communities, attract refusing and unexplored constituents	Adult and Career, 2nd & 3rd Tier Non-constituents
Offline			
Traditional Public			

Relations			
	Speaking at Conventions/Conferences	Educate, get people to trust you, build credibility, attract soon-to-be constituents	Industry specific, adults and career, 1st Tier of Non-constituents
	Press Release	Announcements, attract unexplored constituents	General and industry specific, 3rd tier of Non-constituents
	Hold Press Conference	Announcements, pleas, revelations, attract soon-to-be constituents	Industry specific, 1st Tier of Non-constituents and current constituents
	Publish Articles	Educate, get people to know you, build credibility, attract soon-to-be and refusing constituents	General industry, 1st & 2nd Tier of Non-constituents
Paid Advertising			
	Commercials	General awareness, semi-targeted	Passive seekers
	Print Ads	General awareness, semi-targeted	Passive seekers
	Radio Spots	General awareness, semi-targeted	Passive seekers
Direct & Select Mail			
	Informational	Educate, get people to know you, attract soon-to-be and refusing constituents	Current constituents and 1st & 2nd Tier Non-constituents
	Fundraising	Raise support	Current constituents and donors
Events			
	Fundraiser	Raise support	Current constituents
	Meet & Greet	Get people to know you, attract soon-to-be constituents	1st Tier Non-constituents
	Community (Local/National/International)	General awareness, attract refusing and unexplored constituents	2nd & 3rd Tier Non-constituents
Broadcast Programming			
	Television	Educate, get people to know and trust you, build credibility	Active seekers

	Radio	Educate, get people to know and trust you, build credibility	Active seekers
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Source: NPOdev.org

Some of these methods would work better for ROI study results than others, and use of many of them would depend on whether funding is available for communicating results.

In general, study results should be incorporated into regular communications to funders and potential donors. Recommendations specifically for public libraries taken from *Public Libraries and the Internet 2006: Study Results and Findings* include:

1. Establish a relationship with key local funding agencies. “You have made a mistake if the only time that you have seen local funding decision makers all year is when you come to the annual budget hearing with your hand out.”
2. Show up at county and city council meetings.
3. Be viewed as a contributing unit of city and county government (even if the library is separately funded).
4. Be proactive; do not wait for opportunity to knock, seek it out.
5. Find out what other local government agencies’ problem areas are and make the library part of their solution.
6. Join local business organizations and involve the library in their work.
7. Seek out opportunities to present the library, its services and its accomplishments to local community groups.

Results from this study are being posted on a website developed specifically for the purpose of communicating the results to a wide audience. This site can be referenced on public library websites and its URL included in printed materials. It is also recommended that libraries use as many of the free methods of communicating these results as possible in order to cover the broadest spectrum of Florida residents.

Additional material for library advocacy is available at <http://trainingdesk.elsevier.com/library-advocacy-toolkit>.

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