

Taxpayer Return on Investment in Florida Public Libraries



**Haas Center for Business Research
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The University of West Florida
Pensacola, Florida



**Taxpayer
Return on Investment
in Florida Public Libraries**

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EXECUTIVE SUMMARY

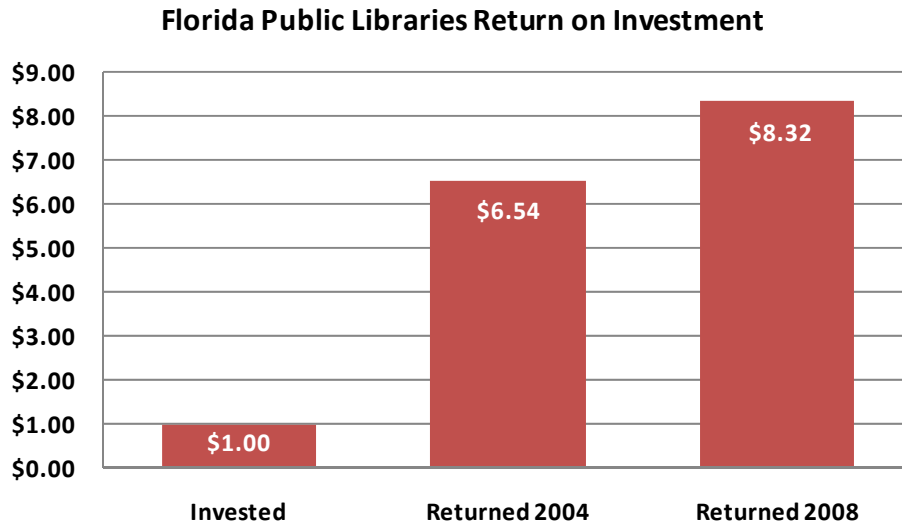
Florida's public libraries are a key component in supporting the educational and learning needs of every person in the state. These libraries offer vital resources for early literacy development, homework help, home school families, continuing education and lifelong avocations. Florida public libraries are on the front lines of connecting people with essential government resources – including unemployment benefits, federal and state emergency assistance, tax filing and more. Public libraries are also logical partners for local economic development initiatives that focus on people and quality of life. Florida public libraries are widely available, highly regarded public institutions that provide a broad range of information services and support for diverse constituencies.

This report describes a comprehensive study to assess taxpayer return on investment in Florida's public libraries. The present study was commissioned to provide an update to the original study performed in 2004. In order to perform a comparable analysis, a statewide telephone survey of adult library users, with some minor changes to the original survey, was re-administered. Additionally, in lieu of the in-house printed survey originally performed, an online Internet-based survey was conducted, with links to the survey instrument provided to the public libraries and the State Library and Archives. Organizations were also surveyed using an online instrument, with a link to the survey sent via e-mail. The organizations contacted included public and private K-12 schools, universities and colleges, businesses and special libraries. A follow-up survey to the libraries themselves was also re-administered to collect information on use by tourists and school-age children and additional information on business-like operations run by the libraries.

In the prior 2004 study, an econometric input-output model (*REMI*) covering 169 sectors for the State of Florida was applied to Florida's public libraries by the Center for Economic Forecasting and Analysis at Florida State University. This second analysis extended the economic contribution of libraries beyond the actual users of the libraries to yield a set of *direct, indirect, and induced effects* to the State of Florida and its communities. The present study uses an updated version of the REMI model that includes the ability to analyze the economic contribution of libraries not only at the state level, but at the county level as well.

Key Findings

Overall, Florida's public libraries return \$8.32 for every \$1.00 invested from all sources.



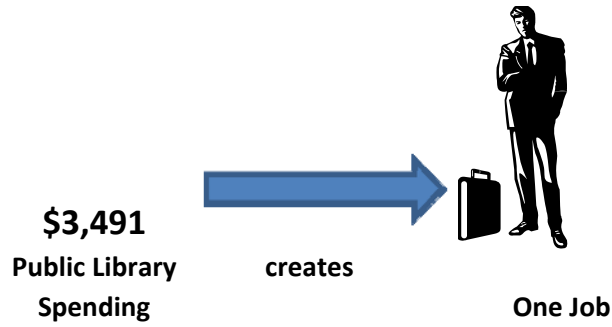
The total revenue investment in Florida's public libraries was \$661.5 million in 2008. Based upon an analysis of what would happen if public libraries ceased to exist, the total economic return attributable to the existence of public libraries is **\$6.23 billion**. This figure includes the net benefits (added costs to use alternatives), the benefits that would be lost because some users would not bother to use alternatives and revenues that would be lost by vendors and contractors.

Using State Library and Archives of Florida data and survey results, the REMI (Regional Economic Models, Inc.) model looked at the initial public investment in public libraries and redistributed the money to alternative spending activities. Projecting forward from 2008-2040, the REMI model indicated that if funding for public libraries was reallocated across Florida government sectors, the result to the state economy would be a net decline of \$15.2 billion in wages and 189,500 jobs.

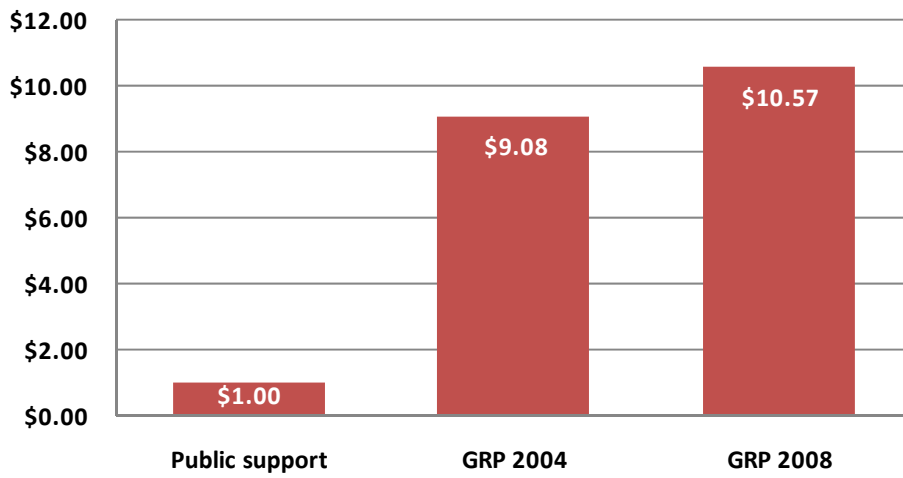
For every \$3,491 spent on public libraries from public funding sources in Florida, one job (in the economy, not just in libraries) is created.

For every dollar of public support spent on public libraries in Florida, Gross Regional Product (the value of all goods and services produced in the state) increases by \$10.57.

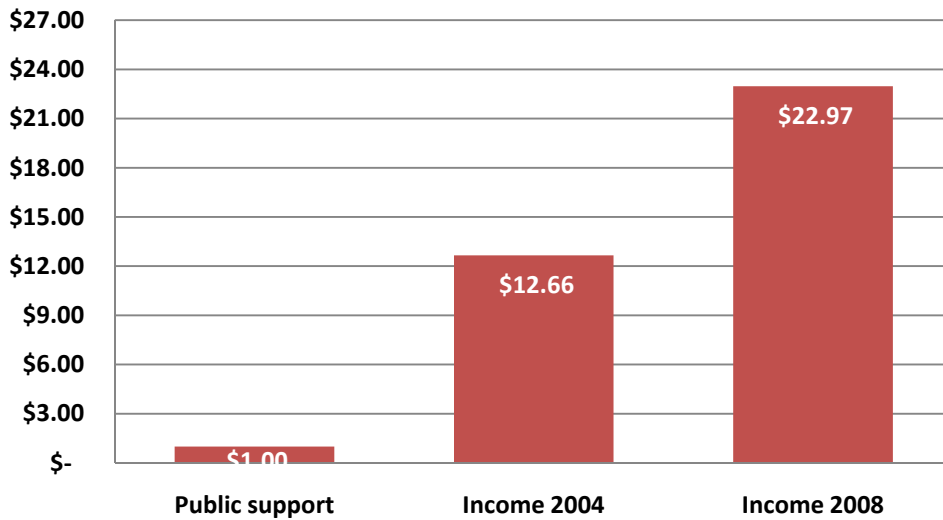
For every dollar of public support spent on public libraries in Florida, income (wages) increases by \$22.97.



Florida GRP Increases from Public Support of Libraries



Florida Incomes Increase from Public Support of Libraries



Benefit to Cost ratios

A benefit to cost ratio is a way to mathematically illustrate the relationship between the costs of a service, such as the provision of a public library in a community, to the monetary benefits the service provides to its users. For example, if it cost the community \$10 for one copy of a book, and 25 people check it out rather than having to buy it themselves, the benefit to cost ratio would be 25 to 1 (\$250 dollars saved divided by the \$10 cost).

The B/C (Availability) of Florida's public libraries is 10.8 to 1 where the benefit to the state in terms of availability of Florida's public libraries is the total cost to use alternatives of \$4.3 billion divided by the cost of \$668 millions (includes cost of multi-type cooperative support to public libraries).

The B/C (REMI Wages) is 7.5 to 1, where the benefit to the state in terms of wages is \$21.8 billion and the cost is \$2.9 billion.

The B/C (REMI GRP) is 5.1 to 1, where the benefit to the state in terms of GRP output is \$14.9 billion and the cost is \$2.9 billion.

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I think the health of our civilization, the depth of our awareness about the underpinnings of our culture and our concern for the future can all be tested by how well we support our libraries.

Carl Sagan

Introduction

In 2004, a comprehensive study was performed on the ways Florida’s public libraries contribute economically to its users, the communities that it serves, and the state as a whole. The study used a variety of data collection and analytical methods, including data reported to the state by the public libraries, a statewide household telephone survey of adults, in-library user surveys of adults, a follow-up survey of the libraries themselves, surveys of organizations and an econometric model.¹

The present study was commissioned to provide an update to the 2004 study. In order to perform a comparable analysis, the statewide telephone survey of adult library users, with some minor changes to the original survey, was re-administered. Additionally, in lieu of the in-house printed survey, an online Internet-based survey was conducted, with links to the survey instrument provided to the public libraries and the State Library and Archives. The links were either included on the library’s home page or posted inside the library. Organizations were also surveyed using an online instrument, with a link to the survey sent via e-mail. The organizations contacted included public and private schools, universities and colleges, businesses and special libraries. The follow-up survey to the libraries themselves was also re-administered to collect information on use by tourists and school-age children and additional information on business-like operations run by the libraries. Where appropriate, findings from the 2004 study were used in the analysis conducted in the present study. This occurred when the findings were on issues unlikely to have changed in the 5-year period between surveys, such as the proportion of adult residents who visit Florida public libraries or the usage of libraries by non-residents.

As in the prior study, a conservative approach to estimating benefits and returns was used throughout the present study. The present study also categorizes the types of library visits utilized by the prior study. These are “(1) recreational and personal or family needs – health and wellness issues, job seeking, day-to-day problems such as consumer purchasing and finances, occasional problems like relocation and house buying, learning about culture or heritage, etc.; (2) educational needs – as students, teachers, home schooling, and lifelong learning; and (3) needs of businesses, non-profit organizations, schools, universities and colleges, government agencies and hospitals, through both direct use by their employees for

¹ Taxpayer Return-on-Investment (ROI) in Florida Public Libraries: Detailed Report. September, 2004.

work-related purposes and through extensive cooperation among librarians within these organizations, facilitated by the publicly supported multi-type library cooperatives in the state.”

Where the present study diverges most significantly from the previous study is in the geographic level of analysis and the addition of an alternate scenario in determining economic impact. In addition to providing analysis at the state level, analysis on economic benefit and ROI are provided at the individual county level. Also, in addition to demonstrating the economic impact of public libraries by modeling the redistribution of their revenues into other government sectors, this study also includes a scenario where the government spending is eliminated entirely, as would be the case if state and local tax revenues failed to collect sufficient monies to fund public libraries.

There are many ways to determine how public libraries contribute to state and local economies and how taxpayers receive return on their investment. This study duplicates the approaches used in the 2004 study and adds one additional social valuation method. Questions were asked of survey participants that were designed to elicit information on the perceived value placed on Florida public libraries by Florida residents. These questions included asking residents to contrast the importance and value of the public library with other public services, asking residents to value the library as a community in its influence on property values, asking residents if the public library is an institution they would choose to have in their neighborhood (versus other types of public services), and exploring perceptions of the public library as economic generator.

The final report consists of two parts. Part 1 contains a stand-alone executive summary report while Part 2 houses a more detailed description of the final analysis that includes an additional discussion of the methodology used and the survey instruments administered.

We do ourselves a disservice when we measure today's libraries against yesterday's services. With the vast digital resources that we make available to our users, the access to full text materials that are never "not on the shelf," the ability to search through huge bibliographic databases quickly and to download the results, there should be no question that libraries are worth every penny of the investment that goes into them.

Karen Coyle in "Technology and the Return on Investment"

Overview

Florida's public libraries are a key component in supporting the educational and learning needs of every person in the state. These libraries offer vital resources for early literacy development, homework help, home-school families, continuing education and lifelong avocations. Today's Florida public libraries are thriving technology hubs that thousands rely on for Internet access. In addition to providing free access to computers and the Internet, the majority of Florida public libraries offer high-speed access, digital reference and downloadable media.

Florida public libraries are on the front lines of connecting people with essential government resources – unemployment benefits, federal and state emergency assistance, tax filing and more. Public libraries are also logical partners for local economic development initiatives that focus on people and quality of life. Florida public libraries are widely available, highly regarded public institutions that provide a broad range of information services and support for diverse constituencies.

In a time of widespread economic turmoil, 14.3 percent of U.S. public libraries report decreased operating budgets in Fiscal Year (FY) 2009. Only 38 percent of libraries report budget increases at or above the rate of inflation, with more than half (53 percent) of the state library agencies that provide state funding to public libraries reporting declining state funding in FY2009, according to questionnaires to the Chief Officers of State Library Agencies (COSLA). In Florida, library funding was cut in FY09 by 6.6 percent from prior year levels.

From Luxury to Necessity – Public Libraries in Hard Times

As the public's buying power shrinks, more people seek employment, complete their education or upgrade their skills. People rely on public libraries for vital information on job opportunities, career planning and training, small business management, literacy programs and computer skills development.

There is significant evidence to demonstrate that libraries experience an increase of use up to 20 percent during an economic downturn. People know that no matter what is happening in the economy, they can get the information, services and assistance they need from the public library.

Public libraries provide free access to all types of materials - books, music, DVDs, audio books, newspapers, magazines, downloadable audio books; they provide communities with public space, promoting mutual support and social inclusion. Hard economic times can be isolating, and public libraries bring people together in an inclusive, supportive environment.

Public libraries offer strong support for early literacy, as well as free children's programs such as story-times, craft programs, magic shows, film programs, and live performances.

Public libraries help to level the playing field for job seekers. Many jobs now require online applications and libraries offer free internet access and assistance. Public libraries offer skills development such as computer training, literacy classes, and assistance for immigrants.

During a recession, as people have less money to spend on books, and as the cost of books, particularly textbooks, continues to rise, access to free books at the public library becomes even more important.

Excerpt from Nova Scotia Provincial Library

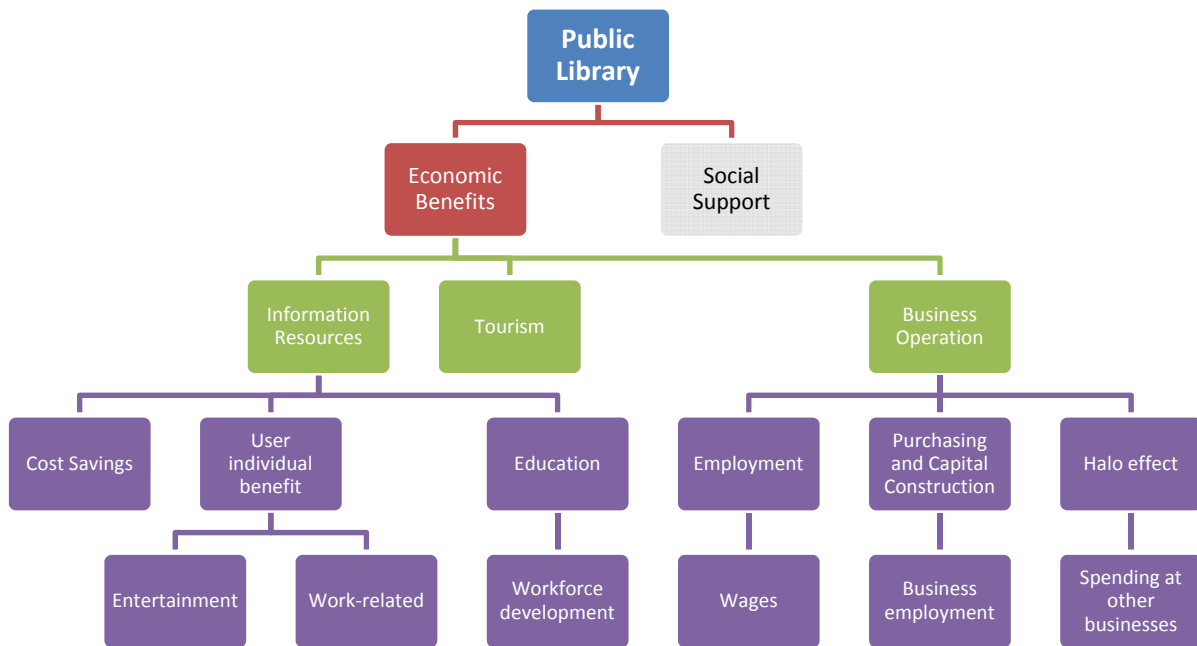
Public libraries are a hybrid organization in economic terms, providing a mix of public and private goods and services. Further, they generate a mix of direct and indirect, tangible and intangible benefits for both the individual user and for society, both today and into the future. When a state government cuts its expenditures, such as by eliminating state jobs or reducing purchases, the negative impact on the economy will likely exceed the amount of the initial reduction in government spending because these additional rounds of economic activity will also be curtailed.

Non-quantitative Measures

According to the work *Unseen Measures: the need to account for intangibles*, libraries have been attempting to assess intangibles such as “library goodness” and account for intangible assets or resources (i.e., the information and knowledge obtained and used by libraries to create and deliver products and services) for many years with no consensus or results. Libraries are currently being asked to provide more tangible strategic responses to their customers and stakeholders; are being required to more effectively account and compete for their resources; and are being asked to create, manage and deliver more intangible values and services to customers and stakeholders.

Library services can be difficult to measure because many of their benefits are often intangible. There is often no way to quantitatively measure how important a piece of information is to a particular individual; even if participants agree the information was important, they cannot necessarily put a dollar value on how important it was. There are methods, however, for evaluating services that attempt to put a dollar value on the tangible and intangible benefits of services. Business methods used for evaluating customer service and service quality that can be applied to library services include measuring money saved or productivity gains in using libraries, or by using cost-benefit analysis. This study utilizes some of these, but it is beyond the scope of the study to look at the value of Florida public libraries in other than financial or economic terms. See Figure 1.

Figure 1- Potential Economic Benefits from Public Libraries

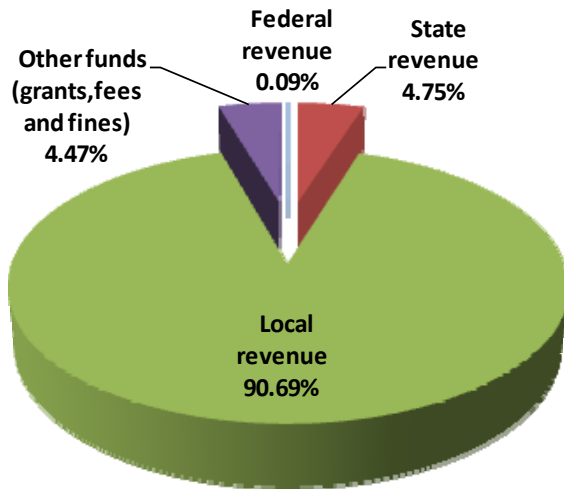
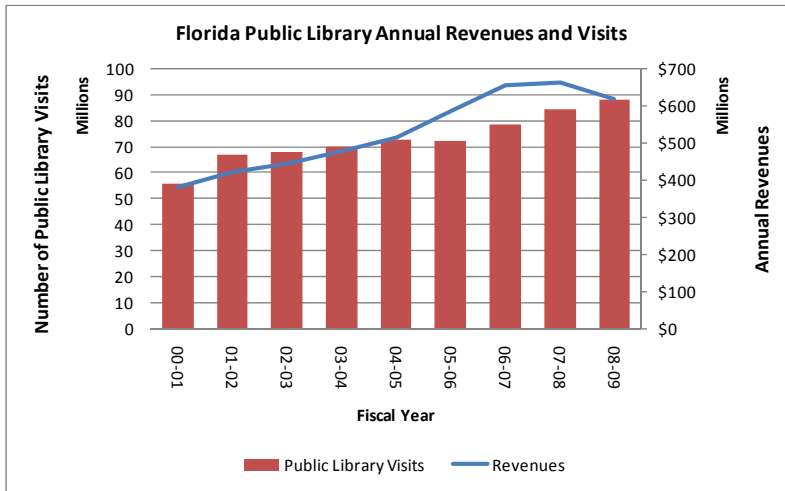


Return on Investment

In 2008, Florida public libraries received \$662 million to support all offered services.² This is an increase of 49 percent from 2004 but represents a less than 1 percent change from 2007 funding levels. As stated earlier, in FY09, library funding was cut 6.6 percent to \$617 million. See Figure 2. Nearly all of the funding for public libraries is provided locally. See Figure 3.

² This figure does not include approximately \$6.5 million used to support multi-type library cooperatives. While FY2009 total revenues and visits are included in Figure 2, detailed data was not available for in time for analysis.

Figure 2 - Florida Public Library Annual Revenues and Visits



Public Library Funding by Source 2008

Figure 3 - Public Library Funding by Source 2008

In order to determine the return on public library investment, an analysis method known as contingent valuation was used. This economic method of evaluation for non-priced goods and services looks at the implications of not having the goods/services. Thus this study, as was done in the prior study, considers the implications of not having public libraries in terms of User Investment, Cost to Use Alternatives, Community Economic Benefits and Lost Use Benefits.

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.

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).

Total Net Benefits to Users: The added cost to use alternatives to the public library. This is equivalent to the cost to use alternatives minus the user investment.

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).

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

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

Return on Investment (ROI): The relationship between the total economic benefit and the total investment in public libraries.

Because the amount of time and expenses used to make use of library services is a discretionary one, it can be an indication of the value that library users place on public libraries. In 2008, this User Investment was \$2.9 billion, representing a 69 percent increase over the \$1.72 billion calculated in 2004.

Another value of the existence of public libraries is the Cost to Use Alternatives if the information was still needed and no public library was available. Over 52 percent of survey respondents indicated that they would use an alternative source. Collectively, these alternative sources would cost these users, according to their estimates, \$7.19 billion dollars. This is up from a Cost to Use Alternatives of \$4.05 billion in 2004.

The resulting Total Net Benefits to Users – the added cost to use alternatives if no public library existed – is \$4.29 billion, an 83 percent increase from the \$2.33 billion calculated in 2004. These increases in user costs and costs to replace library services represent not only higher prices from inflation, but also the increased use of computers and online services at public libraries.

Public libraries also generate Community Economic Benefits in the form of wages paid to staff, purchases made by the libraries, spending within the library itself and the additional spending that occurs during trips to the public library. In 2008, these Community Economic Benefits exceeded \$1.1 billion.

If public libraries did not exist, users would be forced to find information and materials from other sources – although not all would. According to survey information, 19% of library users stated that they would not seek an alternative or would not know where to find the needed information. These users result in direct economic benefits for the users, and these Lost Use Benefits, as derived from those users who would not seek alternatives, is estimated at \$79 million in 2008. This is less than the \$155 million estimated for 2004.

The estimated Economic Return attributable to the existence of public libraries – the Total Net Benefits to Users plus the Community Economic Benefits and Lost Use Benefits – is \$6.23 billion for 2008. This is a 113% increase from the \$2.93 billion reported in 2004.

Overall, Florida's public libraries return \$8.32 for \$1.00 invested from all sources. This is an increase of \$1.78 over the return on investment calculated in 2004. See Table 1.

Table 1 - Florida Public Libraries Return on Investment 2004 and 2008 Comparison

	2004	2008
Total Revenue Investment (millions)	\$449.3	\$668
User Investment (cost to use library services)(billions)	\$1.72	\$2.9
Cost to Use Alternatives (billions)	\$4.05	\$7.19
Total Net Benefit to Users (billions)	\$2.33	\$4.29
Community Economic Benefits lost (millions)	\$447	\$1,149
Lost Use Benefits (millions)	\$155	\$79
Economic Return (billions)	\$2.93	\$6.23
Return on Investment	6.54 to 1	8.32 to 1

One reason for this increase has been the below normal increase in statewide funding of public libraries between 2007 and 2008. Because of the method used in calculating return on investment for public libraries, abrupt reductions in funding levels tend to make the return increase in the short term. This is because the value placed on the libraries by the public will tend to lag behind the actual ability of the libraries to provide service. As investment shrinks, there will be a gradual deterioration of services to the point where the value placed on these services and obtained from these services will also suffer.

Economic Impact of Public Libraries in Florida

The above economic analysis is static in that it ignores the economic effect public libraries have on other economic sectors over time. In the prior 2004 study, an econometric input-output model (*REMI*) covering 169 sectors for the State of Florida was applied to Florida’s public libraries by the Center for Economic Forecasting and Analysis at Florida State University. This second analysis extended the economic contribution of libraries beyond the actual users of the libraries to yield a set of *direct, indirect, and induced effects* to the State of Florida and its communities. The present study uses a different version of the *REMI* model to analyze the economic contribution of libraries not only at the state level, but at the county level as well.

REMI Model

There are several types of models typically used to calculate economic impacts. Input-output models use financial flow data generated from businesses’ accounting data, and spending patterns for households of particular income levels, to describe the economic linkages that exist within a regional economy. These models begin with US government-generated county level data on business purchases and receipts in order to model the inputs that are used from across the many sectors of the economy in the production of particular goods and services. The level

of geographic and commodity detail can vary from production of printing ink, to storage batteries, to banking services in a geographic area as small as a zip code or as large as the national economy. The most commonly reported and useful level of detail is county-level geography at the 1 to 6 digit North American Industry Classification System (NAICS) level of commodity detail, whereas the previous 2004 report was conducted with the 1, 2, and 3 Standard Industrial Classification (SIC) code level of commodity detail. Examples of these models include the RIMSII modeling system from the U.S. Department of Commerce and the IMPLAN modeling system from MIG, Inc. of St. Paul, MN.

Econometric simulation models combine the sector detail and geography detail of input/output models but provide for functioning economic linkages between sectors and regions over time. The current study uses REMI PI+, Version 1.1.9 (Regional Economic Models, Inc.), in a 67 region (one for each county) structural econometric model of the state of Florida to calculate the impact. It incorporates the basic input/output linkages, but also uses econometrically estimated county-specific parameters (for example, interregional migration in response to changes in economic opportunities) in generating impact results. Because of these between-sector linkages, the model incorporates general equilibrium tendencies as the economy responds to shocks over time. That is, changes in spending in a region affect not just conditions in that market, but also in other markets within the region (economists term this a “general equilibrium”) and outside the region (via trade and also via migration in response to changes in economic opportunities). This is in contrast to traditional input-output models that are both static (all effects are assumed to occur simultaneously, so there is no adjustment path over time) and partial equilibrium (e.g., changes in employment do not change wage rates) in nature. This describes the phenomenon whereby, for example, a new financial services back office call center opens in a county, and bank managers throughout the county find they have to give staff a raise in order to keep them from leaving to take a job at the new call center. A traditional input-output model description of the economic impact would have held everything else fixed (including bank wages across the county) and simply documented the employment and job creation effects resulting directly at the new call center and indirectly via businesses in its supply chain, as well as household spending induced by the new income flows.

A simulation model such as REMI captures not only the spending effects flowing from the call center and its local suppliers and employees and owners, but also the spillover effects into other markets as wages and prices change due to competition for the same employees and other resources. These are the general equilibrium (equilibrium across all markets simultaneously) tendencies of the model. It also simulates the adjustment path over time of these market responses, using historical parameters estimated specifically for that county (the dynamic component). A rule of thumb is that the smaller the spending change being considered, the more appropriate it is to use the traditional input/output model. However, the

general equilibrium and dynamic characteristics of an economic simulation model are particularly important when considering “large” changes. The presence or absence of over \$668 million in government spending on public library systems within the state of Florida is a “large” change, because spending of this magnitude is likely to have spillover impacts in other markets not directly in the public library related supply chain.

One other benefit of using an economic simulation model is particularly important when considering large spending flows. In an input-output model, impacts are usually measured as gross impacts, or additions to the area’s economy without consideration of the extent to which, for example, a project’s use of labor force may make labor more expensive to other businesses, or require additional infrastructure investment. The use of REMI attenuates this problem and so comes closer to an estimate of net, rather than gross, economic impacts because of the feedback effects present in this simulation model.

Methodology

The approach used in this simulation study examined two funding scenarios. Scenario 1 simply removes government spending for libraries and provides a basic value of that spending within the state of Florida. This scenario assumes that the tax monies spent on libraries are not collected and thus provides no tax cut or redirection of spending. Scenario 2 mimics the analysis done in the 2004 study by redistributing library revenues to other state and local government agencies, thus providing an economic comparison between governmental spending for libraries versus spending on other government functions.

Information for each of these scenarios was entered into the software at the county level, permitting results to be viewed not only statewide, but for each county as well. Dollar outputs are converted from the fixed year 2000 dollars used by REMI in its model output to 2008 dollars for reporting purposes.

Model Assumptions

As in the 2004 study, this report provides estimates of only the direct, pecuniary/financial benefits (or “return”) generated for the public sector as a result of the “investments” that the public makes in libraries via federal, state and local appropriated funds. This analysis excludes “returns” to the federal, state and local economies that are not financial benefits (these are known as “non-pecuniary/non-market” or “intangible” benefits such as cultural and other quality of life enhancements, higher levels of educational attainment, greater productivity through enhanced job placement or investment decisions, and so forth). Hence, the assumptions used to estimate the economic return to the state through its investments in libraries in this report can be characterized as conservative.

As stated in 2004, [i]t is important, however, to recognize that the benefits to the state of Florida associated with these intangible benefits of libraries are significant. The amenity values or benefits to the community by having a library present (and enhanced by the multi-faceted activities of libraries) can also be significant. Libraries provided access to financial information, job and career resources, computer technology and services, business resources, educational support for the community and support for public services. (McClure, Charles R., B.T. Fraser, T.W. Nelson, and J.B. Robbins. 2001, *Economic Benefits and Impacts from Public Libraries in the State of Florida*. Information Use Management and Policy Institute, School of Information Studies, Florida State University.) (quotation from *A Study of Taxpayer Return on Investment in Florida Public Libraries*, 2004.)

The model assumptions are:

- 1) The base model assumes a constant rate of growth for the economy over a thirty-two year (2008 to 2040) time horizon.
- 2) The models use actual FY2008 library revenues of \$661.5 million.
- 3) It was assumed for each scenario that the absence of libraries would either mean that tax dollars would be redirected or not collected under Florida's revenue schemes. No tax cut was built into any of the scenarios.
- 4) REMI results were expressed in terms of impacts on Gross Regional Product (the value of all goods and services produced in Florida), employment and personal disposable income.

Results of the REMI Analysis

Statewide

In Scenario 1, government spending that would have been directed to public libraries was redirected to other government spending activities. In Scenario 2, tax dollars are not collected and public library spending is redirected to consumers. Results are presented in 2008 dollars. Discounting analysis using a rate of 5% was used to present the economic impacts for years 2008 through 2040. Results for both scenarios are presented in Table 2 in comparison to results from 2004.

In Scenario 1, Gross Regional Product increases over \$7 billion as a result of public library spending in Florida. This library-generated rise in state output increases wages by \$15.2 billion and the number of jobs by 189,500 over the period. This in turn creates higher wage and salary earnings.

Table 2 - Results of REMI Analysis

	Prior 2004 study findings based on redistributed government spending	Scenario 1 Redistributed library spending within the government	Scenario 2 Removed spending and reallocated it to consumers
Total Revenue Investment (TRI) (millions)	\$443	\$661.5	\$661.5
Gross Regional Product (net present value) (billions)	\$4	\$7.24	\$14.6
Wages (net present value) (billions)(personal income)	\$5.6	\$15.2	\$32.09
Number of jobs produced	68,700	189,500	455,413
Average jobs produced (divided by 32)	2,147	5,921	14,231
Gross Regional Product increase for every dollar spent (GRP/TRI)	\$9.08	\$10.94	\$22.07
Income increase for every dollar spent (Wages/TRI)	\$12.66	\$22.97	\$48.51
One job created by every dollar spent (TRI/Number of jobs produced)	\$6,488	\$3,491	\$1,452
Cost for users to use library (in time) (billions)	\$1.83	\$2.9	\$2.9
Benefit to state in terms of wages (GRP + Wages - TRI) (billions)	\$9.2	\$21.8	\$46
Benefit to cost ratio wages (Benefit to state/cost of users time)	5 to 1	7.5 to 1	15.8 to 1
Net benefit wages (Benefit to state-cost for users to use library) (billions)	\$7.4	\$18.9	\$43.1
Gross Regional Product (billions)	\$6.7	\$14.9	\$32.8
Benefit to cost ratio GRP (GRP/cost for users to use library)	3.7 to 1	5.1 to 1	11.3 to 1
Net benefit GRP (GRP - Cost for users to use library)(billions)	\$4.9	\$12	\$40.2

The “benefits” to the State of Florida from a conservative perspective are defined as the total dollar amount leveraged by the investment in libraries based on all public funding sources. The “costs” to the State of Florida are defined as the initial public funding investment assumed to be redistributed to alternative government spending activities. Thus, if the funding for libraries were reallocated across Florida’s government sectors (Scenario 1), the state economy would see a net decline of \$21.8 billion in terms of wages and 189,500 jobs in the 33-year period considered.

- Benefit to the state (in terms of wages) = \$21.8 billion
- Cost to the state (in terms of public funding dollars and user time) = \$2.9 billion
- B/CREMI = 7.5

Or:

- Benefit to the state (in terms of GRP or output) = \$14.9 billion
- Cost to the state (in terms of public funding dollars and user time) = \$2.9 billion
- B/CREMI = 5.1

The results of the economic analysis using the REMI model indicate that Florida public libraries contribute significantly to the Florida economy. The economic benefits from the expenditures made by the public libraries extend to job creation, generation of GRP and personal income. These benefits are substantially greater than the federal, state and local investment cost in public libraries.

To place the full value of public library spending in context, the \$622 million of public library spending that occurred in 2008 generated over \$1 billion in GRP. This amount was larger than the annual GRP of 26 of the 67 Florida counties.

Table 3 - Comparison of Public Library Generated GRP with Florida Counties

County Name	2008 GRP	County Name	2008 GRP
Lafayette	\$ 124,831,000	Citrus	\$ 2,451,449,000
Glades	\$ 139,712,000	Santa Rosa	\$ 2,526,042,000
Dixie	\$ 198,020,000	Hernando	\$ 2,605,485,000
Calhoun	\$ 207,261,000	Clay	\$ 3,103,414,000
Liberty	\$ 216,753,000	Charlotte	\$ 3,177,848,000
Franklin	\$ 227,992,000	Monroe	\$ 3,366,391,000
Gilchrist	\$ 237,200,000	Indian River	\$ 3,979,188,000
Jefferson	\$ 237,693,000	St. Johns	\$ 4,449,442,000
Gulf	\$ 288,643,000	Martin	\$ 4,982,951,000
Holmes	\$ 291,745,000	Osceola	\$ 5,060,401,000
Union	\$ 307,202,000	St. Lucie	\$ 5,446,656,000
Hamilton	\$ 316,945,000	Lake	\$ 5,913,078,000
Madison	\$ 318,877,000	Bay	\$ 6,053,135,000
Wakulla	\$ 413,592,000	Pasco	\$ 6,848,556,000
Washington	\$ 436,190,000	Marion	\$ 7,327,275,000
Baker	\$ 476,012,000	Okaloosa	\$ 8,762,548,000
Taylor	\$ 537,363,000	Manatee	\$ 9,884,831,000
Bradford	\$ 539,972,000	Alachua	\$ 10,053,414,000
Levy	\$ 601,400,000	Escambia	\$ 11,243,247,000
Hardee	\$ 620,918,000	Volusia	\$ 11,592,228,000
DeSoto	\$ 747,420,000	Collier	\$ 11,758,452,000
Suwannee	\$ 753,463,000	Leon	\$ 12,072,757,000
Okeechobee	\$ 761,064,000	Sarasota	\$ 12,789,643,000
Hendry	\$ 966,323,000	Seminole	\$ 15,651,569,000
Gadsden	\$ 1,026,974,000	Polk	\$ 16,255,671,000
Jackson	\$ 1,073,017,000	Lee	\$ 18,015,989,000
Florida Public Libraries	\$ 1,076,140,000	Brevard	\$ 18,444,293,000
Flagler	\$ 1,181,113,000	Pinellas	\$ 36,070,794,000
Putnam	\$ 1,318,113,000	Duval	\$ 47,785,422,000
Walton	\$ 1,423,502,000	Palm Beach	\$ 55,108,141,000
Sumter	\$ 1,510,411,000	Hillsborough	\$ 59,347,846,000
Nassau	\$ 1,581,294,000	Orange	\$ 60,661,076,000
Columbia	\$ 1,711,173,000	Broward	\$ 69,503,075,000
Highlands	\$ 1,899,886,000	Miami-Dade	\$ 103,816,165,000

Figures in 2004 dollars

Source: Woods & Poole Economics; REMI

County Level ROI and REMI Modeling Results

Using statewide per capita averages and the individual county REMI results from Scenario 1, the following reports show both an estimated ROI for each county's libraries, as well as economic impact results for these libraries' spending in each Florida county. The ROI figures range from \$2.58 for each dollar invested in Lee County to \$30.35 for each dollar in Holmes County. It must be emphasized that these are rough estimates only, and each individual library or library system would have to be studied separately in order to refine these figures. It should also be noted that these ROI figures do not necessarily reflect upon the efficiency of library operations in that a lower number is "bad" and a higher number "good." Instead, they demonstrate that even a small investment that keeps a library in existence within a community, no matter that community's size, yields an extremely high value to that community. As stated in *Are You Worth It? What Return on Investment Can and Can't Tell You About Your Library*, "For ROI library metrics, the point isn't that putting more and more money into libraries will yield ever increasing returns. The point is to show that libraries are providing value for the money that is invested in them. Those investments should be commensurate with the needs of the communities they serve." Essentially libraries are a public service that, when provided with the right amount of resources and investment, produce significant returns to their community.

In terms of economic impact, the economic impact results reflect a positive net economic impact of libraries on the individual county economies for 66 of the 67 counties. The sole exception is Suwannee County. While the libraries there return \$7.40 for each dollar invested, the structure of county economy in the REMI model is such that a redistribution of library spending to other government sectors does not result in decreased GRP.

It helped my husband find his current job. Helped us find a workable budget for our home use. Our children have spent countless hours borrowing books and DVDs. The library helped us feel a part of a community.

Escambia County Library User

Alachua County

***ROI estimate: \$2.65 return for every \$1 spent.**

Cost to library users or user investment:	\$42,040,920
Cost to use alternatives to library:	\$85,630,842
Community economic benefits lost:	\$16,661,733
Lost use benefits:	\$1,147,802
Total net benefit:	\$43,589,922
Economic return:	\$61,399,458



County Demographics:

Population:	265,695
Households:	95,485
Median Household Income:	\$40,652

Library Revenue:

Per capita revenue Alachua County:	\$63.28
Per capita revenue Florida:	\$36.35
Per capita revenue United States:	\$33.87

If public library revenue were redirected to other government entities, Alachua County would LOSE:

Gross County Product (npv):	\$126,150,342
Personal Income (npv):	\$338,733,452
Average annual jobs produced:	159
Gross County Product increase for every dollar spent:	\$8
Income increase for every dollar spent:	\$20

* based on state per capita survey data from surveys performed in the fall of 2009.
 Demographic data from Alteryx, 2009 estimates.
 Adult population for the state of Florida in 2008 used in per capita calculations.

Baker County

***ROI estimate \$29.38 return for every \$1 spent.**

Cost to library users or user investment:	\$4,272,052
Cost to use alternatives to library:	\$8,701,508
Community economic benefits lost:	\$1,693,107
Lost use benefits:	\$116,636
Total net benefit:	\$4,429,456
Economic return:	\$6,239,199



County Demographics:

Population:	26,999
Households:	8,414
Median Household Income:	\$49,623

Library Revenue:

Per capita revenue Baker County:	\$7.61
Per capita revenue Florida:	\$36.35
Per capita revenue United States:	\$33.87

If public library revenue were redirected to other government entities, Baker County would LOSE:

Gross County Product (npv):	\$1,895,872
Personal Income (npv):	\$8,932,104
Average annual jobs produced:	3
Gross County Product increase for every dollar spent:	\$9
Income increase for every dollar spent:	\$43

* based on state per capita survey data from surveys performed in the fall of 2009.

Demographic data from Alteryx, 2009 estimates.

Adult population for the state of Florida in 2008 used in per capita calculations.

Bay County

***ROI estimate: \$11.70 return for every \$1 spent.**

Cost to library users or user investment:	\$26,059,373
Cost to use alternatives to library:	\$53,078,907
Community economic benefits lost:	\$10,327,898
Lost use benefits:	\$711,474
Total net benefit:	\$27,019,534
Economic return:	\$38,058,905



County Demographics:

Population:	164,693
Households:	71,037
Median Household Income:	\$45,282

Library Revenue:

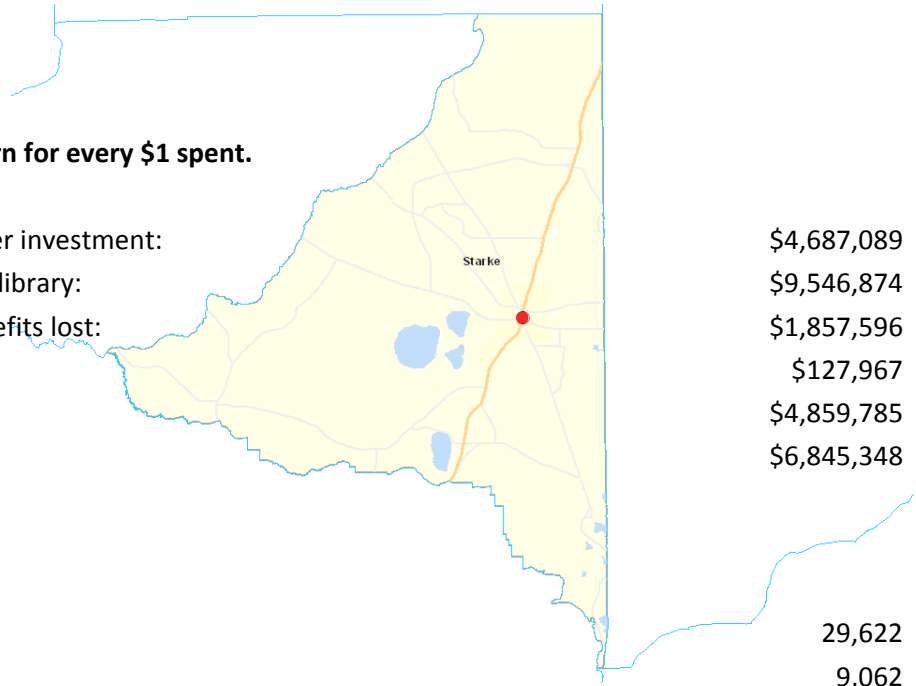
Per capita revenue Bay County:	\$18.18
Per capita revenue Florida:	\$36.35
Per capita revenue United States:	\$33.87

If public library revenue were redirected to other government entities, Bay County would LOSE:

Gross County Product (npv):	\$22,538,076
Personal Income (npv):	\$59,966,558
Average annual jobs produced:	28
Gross County Product increase for every dollar spent:	\$8
Income increase for every dollar spent:	\$20

* based on state per capita survey data from surveys performed in the fall of 2009.
Demographic data from Alteryx, 2009 estimates.
Adult population for the state of Florida in 2008 used in per capita calculations.

Bradford County



***ROI estimate: \$6.46 return for every \$1 spent.**

Cost to library users or user investment:	\$4,687,089
Cost to use alternatives to library:	\$9,546,874
Community economic benefits lost:	\$1,857,596
Lost use benefits:	\$127,967
Total net benefit:	\$4,859,785
Economic return:	\$6,845,348

County Demographics:

Population:	29,622
Households:	9,062
Median Household Income:	\$41,728

Library Revenue:

Per capita revenue Bradford County:	\$30.98
Per capita revenue Florida:	\$36.35
Per capita revenue United States:	\$33.87

If public library revenue were redirected to other government entities, Bradford County would LOSE:

Gross County Product (npv):	\$5,977,386
Personal Income (npv):	\$24,324,810
Average annual jobs produced:	10
Gross County Product increase for every dollar spent:	\$7
Income increase for every dollar spent:	\$27

* based on state per capita survey data from surveys performed in the fall of 2009.
 Demographic data from Alteryx, 2009 estimates.
 Adult population for the state of Florida in 2008 used in per capita calculations.

Brevard County

***ROI estimate: \$4.87 return for every \$1 spent.**

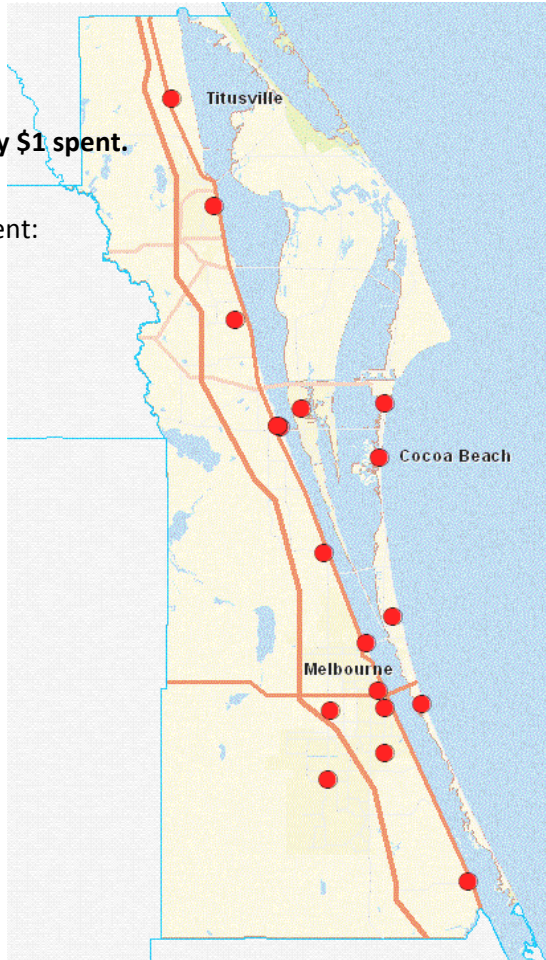
Cost to library users or user investment:	\$85,264,609
Cost to use alternatives to library:	\$173,670,801
Community economic benefits lost:	\$33,792,224
Lost use benefits:	\$2,327,897
Total net benefit:	\$88,406,192
Economic return:	\$124,526,313

County Demographics:

Population:	538,865
Households:	208,656
Median Household Income:	\$50,868

Library Revenue:

Per capita revenue Brevard County:	\$39.35
Per capita revenue Florida:	\$36.35
Per capita revenue United States:	\$33.87



If public library revenue were redirected to other government entities, Brevard County would LOSE:

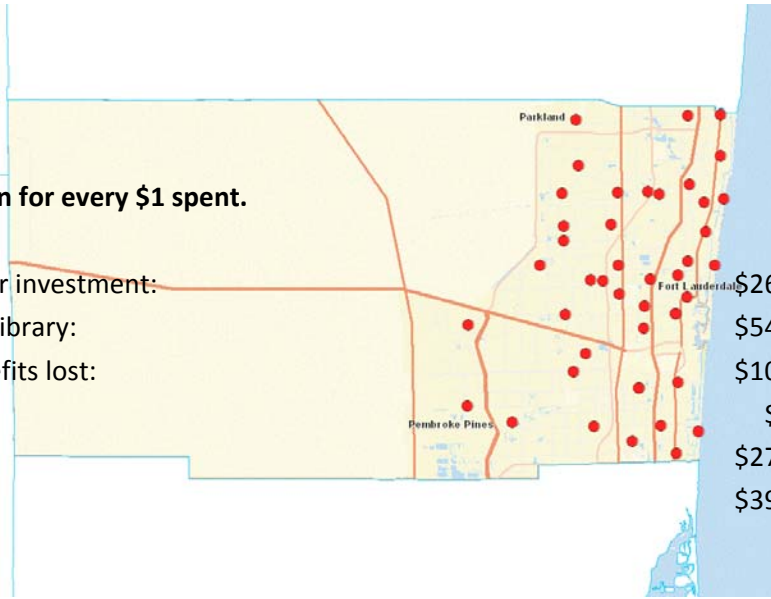
Gross County Product (npv):	\$177,245,472
Personal Income (npv):	\$456,820,827
Average annual jobs produced:	201
Gross County Product increase for every dollar spent:	\$8
Income increase for every dollar spent:	\$22

* based on state per capita survey data from surveys performed in the fall of 2009.
 Demographic data from Alteryx, 2009 estimates.
 Adult population for the state of Florida in 2008 used in per capita calculations.

Broward County

***ROI estimate: \$4.36 return for every \$1 spent.**

Cost to library users or user investment:	\$269,286,257
Cost to use alternatives to library:	\$548,494,393
Community economic benefits lost:	\$106,724,017
Lost use benefits:	\$7,352,061
Total net benefit:	\$279,208,136
Economic return:	\$393,284,214



County Demographics:

Population:	1,701,866
Households:	618,127
Median Household Income:	\$53,083

Library Revenue:

Per capita revenue Broward County:	\$43.04
Per capita revenue Florida:	\$36.35
Per capita revenue United States:	\$33.87

If public library revenue were redirected to other government entities, Broward County would LOSE:

Gross County Product (npv):	\$757,245,516
Personal Income (npv):	\$1,762,762,921
Average annual jobs produced:	711
Gross County Product increase for every dollar spent:	\$10
Income increase for every dollar spent:	\$24

* based on state per capita survey data from surveys performed in the fall of 2009.
 Demographic data from Alteryx, 2009 estimates.
 Adult population for the state of Florida in 2008 used in per capita calculations.

Calhoun County

***ROI estimate: \$8.16 return for every \$1 spent.**

Cost to library users or user investment:	\$2,202,562
Cost to use alternatives to library:	\$4,486,277
Community economic benefits lost:	\$872,923
Lost use benefits:	\$60,134
Total net benefit:	\$2,283,715
Economic return:	\$3,216,773



County Demographics:

Population:	13,920
Households:	4,647
Median Household Income:	\$32,815

Library Revenue:

Per capita revenue Calhoun County:	\$25.21
Per capita revenue Florida:	\$36.35
Per capita revenue United States:	\$33.87

If public library revenue were redirected to other government entities, Calhoun County would LOSE:

Gross County Product (npv):	\$791,434
Personal Income (npv):	\$6,661,514
Average annual jobs produced:	2
Gross County Product increase for every dollar spent:	\$2
Income increase for every dollar spent:	\$19

* based on state per capita survey data from surveys performed in the fall of 2009.
 Demographic data from Alteryx, 2009 estimates.
 Adult population for the state of Florida in 2008 used in per capita calculations.

Charlotte County

***ROI estimate: \$8.94 return for every \$1 spent.**

Cost to library users or user investment:	\$23,636,081
Cost to use alternatives to library:	\$48,143,036
Community economic benefits lost:	\$9,367,494
Lost use benefits:	\$645,313
Total net benefit:	\$24,506,955
Economic return:	\$34,519,762



County Demographics:

Population:	149,378
Households:	70,228
Median Household Income:	\$45,733

Library Revenue:

Per capita revenue Charlotte County:	\$23.23
Per capita revenue Florida:	\$36.35
Per capita revenue United States:	\$33.87

If public library revenue were redirected to other government entities, Charlotte County would LOSE:

Gross County Product (npv):	\$37,846,585
Personal Income (npv):	\$122,939,145
Average annual jobs produced:	54
Gross County Product increase for every dollar spent:	\$11
Income increase for every dollar spent:	\$35

* based on state per capita survey data from surveys performed in the fall of 2009.
 Demographic data from Alteryx, 2009 estimates.
 Adult population for the state of Florida in 2008 used in per capita calculations.

Citrus County

***ROI estimate: \$7.06 return for every \$1 spent.**

Cost to library users or user investment:	\$22,781,481
Cost to use alternatives to library:	\$46,402,347
Community economic benefits lost:	\$9,028,798
Lost use benefits:	\$621,981
Total net benefit:	\$23,620,867
Economic return:	\$33,271,645



County Demographics:

Population:	143,977
Households:	54,419
Median Household Income:	\$39,940

Library Revenue:

Per capita revenue Citrus County:	\$28.65
Per capita revenue Florida:	\$36.35
Per capita revenue United States:	\$33.87

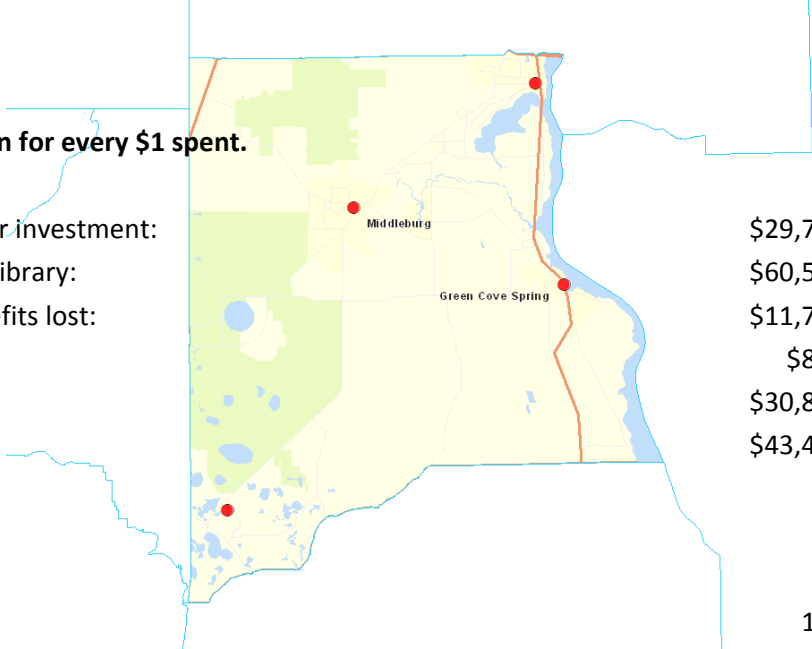
If public library revenue were redirected to other government entities, Citrus County would LOSE:

Gross County Product (npv):	\$45,350,957
Personal Income (npv):	\$154,119,181
Average annual jobs produced:	65
Gross County Product increase for every dollar spent:	\$11
Income increase for every dollar spent:	\$37

* based on state per capita survey data from surveys performed in the fall of 2009.
 Demographic data from Alteryx, 2009 estimates.
 Adult population for the state of Florida in 2008 used in per capita calculations.

Clay County

***ROI estimate: \$6.17 return for every \$1 spent.**



Cost to library users or user investment:	\$29,739,961
Cost to use alternatives to library:	\$60,575,695
Community economic benefits lost:	\$11,786,595
Lost use benefits:	\$811,961
Total net benefit:	\$30,835,733
Economic return:	\$43,434,290

County Demographics:

Population:	187,954
Households:	65,958
Median Household Income:	\$64,367

Library Revenue:

Per capita revenue Clay County:	\$32.19
Per capita revenue Florida:	\$36.35
Per capita revenue United States:	\$33.87

If public library revenue were redirected to other government entities, Clay County would LOSE:

Gross County Product (npv):	\$55,080,801
Personal Income (npv):	\$271,777,154
Average annual jobs produced:	77
Gross County Product increase for every dollar spent:	\$9
Income increase for every dollar spent:	\$45

* based on state per capita survey data from surveys performed in the fall of 2009.
 Demographic data from Alteryx, 2009 estimates.
 Adult population for the state of Florida in 2008 used in per capita calculations.

Collier County

***ROI estimate: \$6.80 return for every \$1 spent.**

Cost to library users or user investment:	\$50,263,658
Cost to use alternatives to library:	\$102,379,286
Community economic benefits lost:	\$19,920,584
Lost use benefits:	\$1,372,300
Total net benefit:	\$52,115,628
Economic return:	\$73,408,512



County Demographics:

Population:	317,662
Households:	118,448
Median Household Income:	\$61,441

Library Revenue:

Per capita revenue Collier County:	\$29.62
Per capita revenue Florida:	\$36.35
Per capita revenue United States:	\$33.87

If public library revenue were redirected to other government entities, Collier County would LOSE:

Gross County Product (npv):	\$199,225,931
Personal Income (npv):	\$573,181,738
Average annual jobs produced:	176
Gross County Product increase for every dollar spent:	\$21
Income increase for every dollar spent:	\$61

* based on state per capita survey data from surveys performed in the fall of 2009.
 Demographic data from Alteryx, 2009 estimates.
 Adult population for the state of Florida in 2008 used in per capita calculations.

Columbia County

***ROI estimate: \$11.62 return for every \$1 spent.**

Cost to library users or user investment:	\$12,220,578
Cost to use alternatives to library:	\$24,891,424
Community economic benefits lost:	\$4,843,281
Lost use benefits:	\$333,647
Total net benefit:	\$12,670,846
Economic return:	\$17,847,774

County Demographics:

Population:	77,233
Households:	23,680
Median Household Income:	\$38,439

Library Revenue:

Per capita revenue Columbia County:	\$18.31
Per capita revenue Florida:	\$36.35
Per capita revenue United States:	\$33.87

If public library revenue were redirected to other government entities, Columbia County would LOSE:

Gross County Product (npv):	\$9,768,467
Personal Income (npv):	\$31,031,089
Average annual jobs produced:	12
Gross County Product increase for every dollar spent:	\$7
Income increase for every dollar spent:	\$22

* based on state per capita survey data from surveys performed in the fall of 2009.
 Demographic data from Alteryx, 2009 estimates.
 Adult population for the state of Florida in 2008 used in per capita calculations.



DeSoto County

***ROI estimate: \$27.01 return for every \$1 spent.**

Cost to library users or user investment:	\$5,435,517
Cost to use alternatives to library:	\$11,071,306
Community economic benefits lost:	\$2,154,214
Lost use benefits:	\$148,401
Total net benefit:	\$5,635,789
Economic return:	\$7,938,404



County Demographics:

Population:	34,352
Households:	11,582
Median Household Income:	\$38,284

Library Revenue:

Per capita revenue DeSoto County:	\$8.25
Per capita revenue Florida:	\$36.35
Per capita revenue United States:	\$33.87

If public library revenue were redirected to other government entities, DeSoto County would LOSE:

Gross County Product (npv):	\$3,568,257
Personal Income (npv):	\$10,323,330
Average annual jobs produced:	4
Gross County Product increase for every dollar spent:	\$13
Income increase for every dollar spent:	\$36

* based on state per capita survey data from surveys performed in the fall of 2009.

Demographic data from Alteryx, 2009 estimates.

Adult population for the state of Florida in 2008 used in per capita calculations.

Dixie County

***ROI estimate: \$16.76 return for every \$1 spent.**

Cost to library users or user investment:	\$2,377,406
Cost to use alternatives to library:	\$4,842,407
Community economic benefits lost:	\$942,218
Lost use benefits:	\$64,908
Total net benefit:	\$2,465,002
Economic return:	\$3,472,127



County Demographics:

Population:	15,025
Households:	5,588
Median Household Income:	\$31,694

Library Revenue:

Per capita revenue Dixie County:	\$13.01
Per capita revenue Florida:	\$36.35
Per capita revenue United States:	\$33.87

If public library revenue were redirected to other government entities, Dixie County would LOSE:

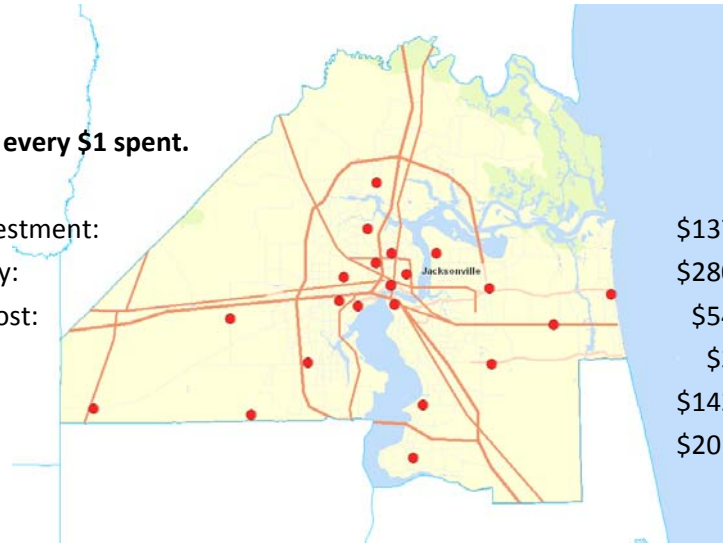
Gross County Product (npv):	\$1,031,175
Personal Income (npv):	\$5,976,344
Average annual jobs produced:	2
Gross County Product increase for every dollar spent:	\$5
Income increase for every dollar spent:	\$31

* based on state per capita survey data from surveys performed in the fall of 2009.
 Demographic data from Alteryx, 2009 estimates.
 Adult population for the state of Florida in 2008 used in per capita calculations.

Duval County

***ROI estimate: \$4.04 return for every \$1 spent.**

Cost to library users or user investment:	\$137,683,202
Cost to use alternatives to library:	\$280,439,354
Community economic benefits lost:	\$54,566,856
Lost use benefits:	\$3,759,031
Total net benefit:	\$142,756,153
Economic return:	\$201,082,039



County Demographics:

Population:	870,146
Households:	353,358
Median Household Income:	\$52,133

Library Revenue:

Per capita revenue Duval County:	\$45.79
Per capita revenue Florida:	\$36.35
Per capita revenue United States:	\$33.87

If public library revenue were redirected to other government entities, Duval County would LOSE:

Gross County Product (npv):	\$304,473,953
Personal Income (npv):	\$580,237,930
Average annual jobs produced:	296
Gross County Product increase for every dollar spent:	\$8
Income increase for every dollar spent:	\$15

* based on state per capita survey data from surveys performed in the fall of 2009.

Demographic data from Alteryx, 2009 estimates.

Adult population for the state of Florida in 2008 used in per capita calculations.

Escambia County

***ROI estimate: \$14.67 return for every \$1 spent.**

Cost to library users or user investment:	\$51,907,510
Cost to use alternatives to library:	\$105,727,557
Community economic benefits lost:	\$20,572,078
Lost use benefits:	\$1,417,180
Total net benefit:	\$53,820,047
Economic return:	\$75,809,306

County Demographics:

Population:	328,051
Households:	109,806
Median Household Income:	\$44,217

Library Revenue:

Per capita revenue Escambia County:	\$14.74
Per capita revenue Florida:	\$36.35
Per capita revenue United States:	\$33.87

If public library revenue were redirected to other government entities, Escambia County would LOSE:

Gross County Product (npv):	\$25,361,685
Personal Income (npv):	\$55,918,931
Average annual jobs produced:	33
Gross County Product increase for every dollar spent:	\$5
Income increase for every dollar spent:	\$12

* based on state per capita survey data from surveys performed in the fall of 2009.
 Demographic data from Alteryx, 2009 estimates.
 Adult population for the state of Florida in 2008 used in per capita calculations.



Flagler County

***ROI estimate: \$17.18 return for every \$1 spent.**

Cost to library users or user investment:	\$15,640,561
Cost to use alternatives to library:	\$31,857,400
Community economic benefits lost:	\$6,198,695
Lost use benefits:	\$427,019
Total net benefit:	\$16,216,839
Economic return:	\$22,842,553



County Demographics:

Population:	98,847
Households:	37,582
Median Household Income:	\$50,134

Library Revenue:

Per capita revenue Flagler County:	\$12.71
Per capita revenue Florida:	\$36.35
Per capita revenue United States:	\$33.87

If public library revenue were redirected to other government entities, Flagler County would LOSE:

Gross County Product (npv):	\$20,646,232
Personal Income (npv):	\$107,213,658
Average annual jobs produced:	24
Gross County Product increase for every dollar spent:	\$16
Income increase for every dollar spent:	\$85

* based on state per capita survey data from surveys performed in the fall of 2009.
 Demographic data from Alteryx, 2009 estimates.
 Adult population for the state of Florida in 2008 used in per capita calculations.

Franklin County

***ROI estimate: \$7.56 return for every \$1 spent.**

Cost to library users or user investment:	\$1,831,038
Cost to use alternatives to library:	\$3,729,540
Community economic benefits lost:	\$725,680
Lost use benefits:	\$49,991
Total net benefit:	\$1,898,502
Economic return:	\$2,674,173



County Demographics:

Population:	11,572
Households:	5,041
Median Household Income:	\$33,569

Library Revenue:

Per capita revenue Franklin County:	\$26.98
Per capita revenue Florida:	\$36.35
Per capita revenue United States:	\$33.87

If public library revenue were redirected to other government entities, Franklin County would LOSE:

Gross County Product (npv):	\$1,314,794
Personal Income (npv):	\$8,170,944
Average annual jobs produced:	3
Gross County Product increase for every dollar spent:	\$4
Income increase for every dollar spent:	\$26

* based on state per capita survey data from surveys performed in the fall of 2009.
 Demographic data from Alteryx, 2009 estimates.
 Adult population for the state of Florida in 2008 used in per capita calculations.

Gadsden County

***ROI estimate: \$9.08 return for every \$1 spent.**



Cost to library users or user investment:	\$7,601,211
Cost to use alternatives to library:	\$15,482,489
Community economic benefits lost:	\$3,012,526
Lost use benefits:	\$207,528
Total net benefit:	\$7,881,278
Economic return:	\$11,101,333

County Demographics:

Population:	48,039
Households:	17,511
Median Household Income:	\$39,070

Library Revenue:

Per capita revenue Gadsden County:	\$22.90
Per capita revenue Florida:	\$36.35
Per capita revenue United States:	\$33.87

If public library revenue were redirected to other government entities, Gadsden County would LOSE:

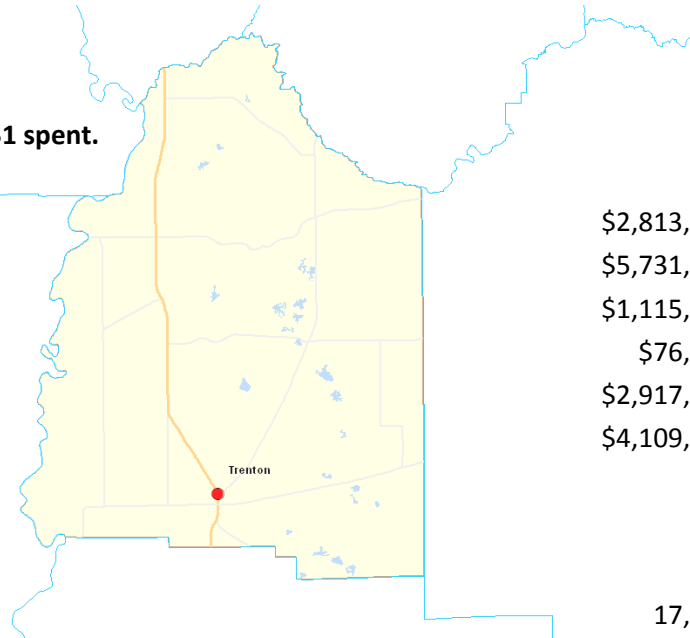
Gross County Product (npv):	\$5,373,027
Personal Income (npv):	\$25,788,645
Average annual jobs produced:	9
Gross County Product increase for every dollar spent:	\$5
Income increase for every dollar spent:	\$23

* based on state per capita survey data from surveys performed in the fall of 2009.
 Demographic data from Alteryx, 2009 estimates.
 Adult population for the state of Florida in 2008 used in per capita calculations.

Gilchrist County

***ROI estimate: \$25.85 return for every \$1 spent.**

Cost to library users or user investment:	\$2,813,804
Cost to use alternatives to library:	\$5,731,283
Community economic benefits lost:	\$1,115,172
Lost use benefits:	\$76,823
Total net benefit:	\$2,917,479
Economic return:	\$4,109,473



County Demographics:

Population:	17,783
Households:	5,559
Median Household Income:	\$37,340

Library Revenue:

Per capita revenue Gilchrist County:	\$8.60
Per capita revenue Florida:	\$36.35
Per capita revenue United States:	\$33.87

If public library revenue were redirected to other government entities, Gilchrist County would LOSE:

Gross County Product (npv):	\$1,161,652
Personal Income (npv):	\$7,747,549
Average annual jobs produced:	2
Gross County Product increase for every dollar spent:	\$8
Income increase for every dollar spent:	\$51

* based on state per capita survey data from surveys performed in the fall of 2009.

Demographic data from Alteryx, 2009 estimates.

Adult population for the state of Florida in 2008 used in per capita calculations.

Glades County

***ROI estimate: \$28.34 return for every \$1 spent.**

Cost to library users or user investment:	\$1,708,251
Cost to use alternatives to library:	\$3,479,443
Community economic benefits lost:	\$677,017
Lost use benefits:	\$46,639
Total net benefit:	\$1,771,192
Economic return:	\$2,494,848



County Demographics:

Population:	10,796
Households:	4,073
Median Household Income:	\$38,830

Library Revenue:

Per capita revenue Glades County:	\$7.87
Per capita revenue Florida:	\$36.35
Per capita revenue United States:	\$33.87

If public library revenue were redirected to other government entities, Glades County would LOSE:

Gross County Product (npv):	\$650,892
Personal Income (npv):	\$4,373,761
Average annual jobs produced:	2
Gross County Product increase for every dollar spent:	\$8
Income increase for every dollar spent:	\$51

* based on state per capita survey data from surveys performed in the fall of 2009.

Demographic data from Alteryx, 2009 estimates.

Adult population for the state of Florida in 2008 used in per capita calculations.

Gulf County

***ROI estimate: \$16.90 return for every \$1 spent.**

Cost to library users or user investment:	\$2,506,047
Cost to use alternatives to library:	\$5,104,429
Community economic benefits lost:	\$993,201
Lost use benefits:	\$68,420
Total net benefit:	\$2,598,382
Economic return:	\$3,660,003



County Demographics:

Population:	15,838
Households:	5,909
Median Household Income:	\$38,078

Library Revenue:

Per capita revenue Gulf County:	\$12.90
Per capita revenue Florida:	\$36.35
Per capita revenue United States:	\$33.87

If public library revenue were redirected to other government entities, Gulf County would LOSE:

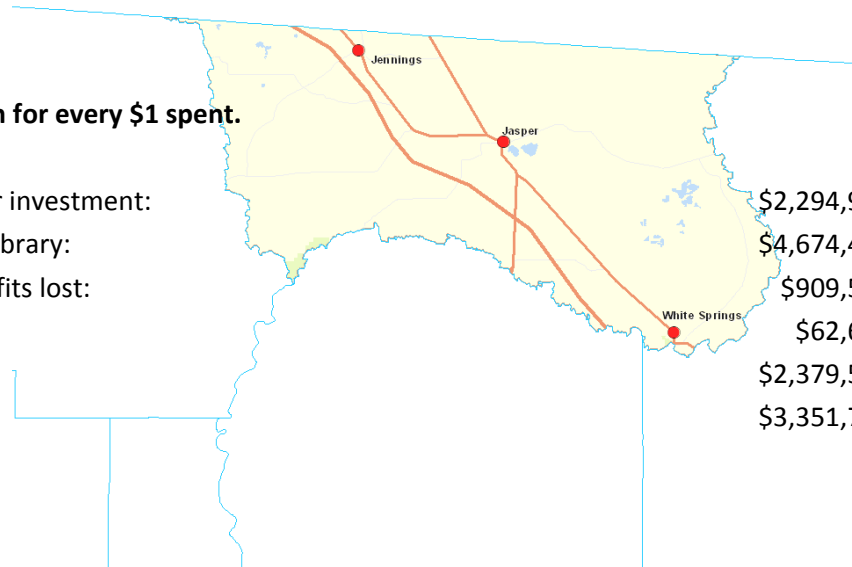
Gross County Product (npv):	\$1,495,091
Personal Income (npv):	\$6,228,633
Average annual jobs produced:	2
Gross County Product increase for every dollar spent:	\$7
Income increase for every dollar spent:	\$30

* based on state per capita survey data from surveys performed in the fall of 2009.
 Demographic data from Alteryx, 2009 estimates.
 Adult population for the state of Florida in 2008 used in per capita calculations.

Hamilton County

***ROI estimate: \$7.40 return for every \$1 spent.**

Cost to library users or user investment:	\$2,294,968
Cost to use alternatives to library:	\$4,674,494
Community economic benefits lost:	\$909,546
Lost use benefits:	\$62,657
Total net benefit:	\$2,379,526
Economic return:	\$3,351,729



County Demographics:

Population:	14,504
Households:	4,351
Median Household Income:	\$31,602

Library Revenue:

Per capita revenue Hamilton County:	\$27.50
Per capita revenue Florida:	\$36.35
Per capita revenue United States:	\$33.87

If public library revenue were redirected to other government entities, Hamilton County would LOSE:

Gross County Product (npv):	\$1,256,082
Personal Income (npv):	\$4,365,627
Average annual jobs produced:	2
Gross County Product increase for every dollar spent:	\$3
Income increase for every dollar spent:	\$11

* based on state per capita survey data from surveys performed in the fall of 2009.
 Demographic data from Alteryx, 2009 estimates.
 Adult population for the state of Florida in 2008 used in per capita calculations.

Hardee County

***ROI estimate: \$25.28 return for every \$1 spent.**

Cost to library users or user investment:	\$4,693,893
Cost to use alternatives to library:	\$9,560,733
Community economic benefits lost:	\$1,860,292
Lost use benefits:	\$128,153
Total net benefit:	\$4,866,840
Economic return:	\$6,855,285



County Demographics:

Population:	29,665
Households:	8,963
Median Household Income:	\$37,097

Library Revenue:

Per capita revenue Hardee County:	\$8.79
Per capita revenue Florida:	\$36.35
Per capita revenue United States:	\$33.87

If public library revenue were redirected to other government entities, Hardee County would LOSE:

Gross County Product (npv):	\$2,697,569
Personal Income (npv):	\$7,339,643
Average annual jobs produced:	4
Gross County Product increase for every dollar spent:	\$10
Income increase for every dollar spent:	\$28

* based on state per capita survey data from surveys performed in the fall of 2009.
 Demographic data from Alteryx, 2009 estimates.
 Adult population for the state of Florida in 2008 used in per capita calculations.

Hendry County

***ROI estimate: \$9.07 return for every \$1 spent.**

Cost to library users or user investment:	\$6,288,218
Cost to use alternatives to library:	\$12,808,127
Community economic benefits lost:	\$2,492,158
Lost use benefits:	\$171,681
Total net benefit:	\$6,519,908
Economic return:	\$9,183,748

County Demographics:

Population:	39,741
Households:	12,082
Median Household Income:	\$42,266

Library Revenue:

Per capita revenue Hendry County:	\$22.95
Per capita revenue Florida:	\$36.35
Per capita revenue United States:	\$33.87

If public library revenue were redirected to other government entities, Hendry County would LOSE:

Gross County Product (npv):	\$7,102,648
Personal Income (npv):	\$25,460,686
Average annual jobs produced:	11
Gross County Product increase for every dollar spent:	\$8
Income increase for every dollar spent:	\$28

* based on state per capita survey data from surveys performed in the fall of 2009.

Demographic data from Alteryx, 2009 estimates.

Adult population for the state of Florida in 2008 used in per capita calculations.

Hernando County

***ROI estimate: \$9.07 return for every \$1 spent.**



Cost to library users or user investment:	\$27,863,195
Cost to use alternatives to library:	\$56,753,013
Community economic benefits lost:	\$11,042,792
Lost use benefits:	\$760,722
Total net benefit:	\$28,889,818
Economic return:	\$40,693,331

County Demographics:

Population:	176,093
Households:	68,106
Median Household Income:	\$41,442

Library Revenue:

Per capita revenue Hernando County:	\$22.94
Per capita revenue Florida:	\$36.35
Per capita revenue United States:	\$33.87

If public library revenue were redirected to other government entities, Hernando County would LOSE:

Gross County Product (npv):	\$39,474,466
Personal Income (npv):	\$172,607,881
Average annual jobs produced:	64
Gross County Product increase for every dollar spent:	\$10
Income increase for every dollar spent:	\$43

* based on state per capita survey data from surveys performed in the fall of 2009.
 Demographic data from Alteryx, 2009 estimates.
 Adult population for the state of Florida in 2008 used in per capita calculations.

Highlands County

***ROI estimate: \$17.80 return for every \$1 spent.**

Cost to library users or user investment:	\$16,124,112
Cost to use alternatives to library:	\$32,842,318
Community economic benefits lost:	\$6,390,337
Lost use benefits:	\$440,221
Total net benefit:	\$16,718,206
Economic return:	\$23,548,764

County Demographics:

Population:	101,903
Households:	41,709
Median Household Income:	\$37,795

Library Revenue:

Per capita revenue Highlands County:	\$12.29
Per capita revenue Florida:	\$36.35
Per capita revenue United States:	\$33.87

If public library revenue were redirected to other government entities, Highlands County would LOSE:

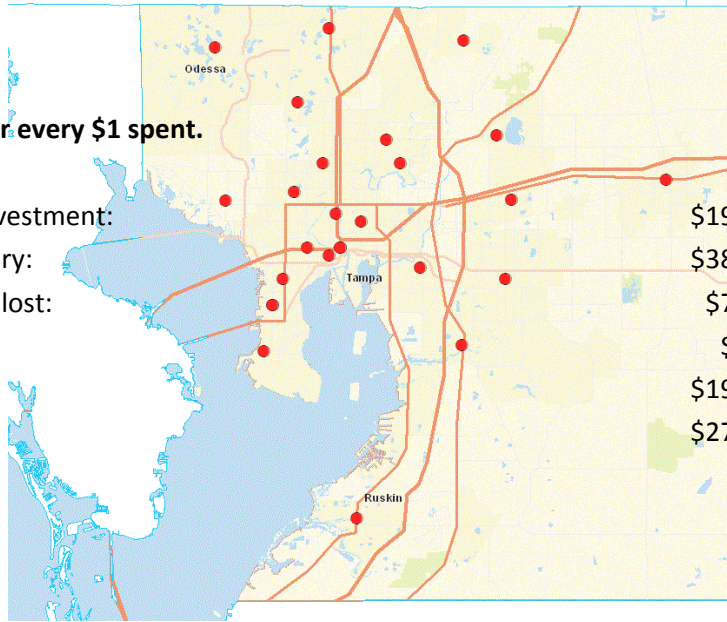
Gross County Product (npv):	\$12,518,665
Personal Income (npv):	\$37,528,586
Average annual jobs produced:	18
Gross County Product increase for every dollar spent:	\$10
Income increase for every dollar spent:	\$30

* based on state per capita survey data from surveys performed in the fall of 2009.
 Demographic data from Alteryx, 2009 estimates.
 Adult population for the state of Florida in 2008 used in per capita calculations.

Hillsborough County

***ROI estimate: \$4.05 return for every \$1 spent.**

Cost to library users or user investment:	\$190,956,711
Cost to use alternatives to library:	\$388,949,241
Community economic benefits lost:	\$75,680,309
Lost use benefits:	\$5,213,506
Total net benefit:	\$197,992,530
Economic return:	\$278,886,345



County Demographics:

Population:	1,206,830
Households:	461,922
Median Household Income:	\$52,547

Library Revenue:

Per capita revenue Hillsborough County:	\$45.72
Per capita revenue Florida:	\$36.35
Per capita revenue United States:	\$33.87

If public library revenue were redirected to other government entities, Hillsborough County would LOSE:

Gross County Product (npv):	\$644,679,884
Personal Income (npv):	\$1,056,084,764
Average annual jobs produced:	531
Gross County Product increase for every dollar spent:	\$12
Income increase for every dollar spent:	\$19

* based on state per capita survey data from surveys performed in the fall of 2009.
 Demographic data from Alteryx, 2009 estimates.
 Adult population for the state of Florida in 2008 used in per capita calculations.

Holmes County

***ROI estimate: \$30.34 return for every \$1 spent.**

Cost to library users or user investment:	\$3,062,858
Cost to use alternatives to library:	\$6,238,568
Community economic benefits lost:	\$1,213,877
Lost use benefits:	\$83,622
Total net benefit:	\$3,175,709
Economic return:	\$4,473,209



County Demographics:

Population:	19,357
Households:	7,287
Median Household Income:	\$34,082

Library Revenue:

Per capita revenue Holmes County:	\$7.37
Per capita revenue Florida:	\$36.35
Per capita revenue United States:	\$33.87

If public library revenue were redirected to other government entities, Holmes County would LOSE:

Gross County Product (npv):	\$607,274
Personal Income (npv):	\$5,322,836
Average annual jobs produced:	2
Gross County Product increase for every dollar spent:	\$4
Income increase for every dollar spent:	\$37


* based on state per capita survey data from surveys performed in the fall of 2009.

Demographic data from Alteryx, 2009 estimates.

Adult population for the state of Florida in 2008 used in per capita calculations.

Indian River County

***ROI estimate: \$6.02 return for every \$1 spent.**



Cost to library users or user investment:	\$21,374,183
Cost to use alternatives to library:	\$43,535,900
Community economic benefits lost:	\$8,471,055
Lost use benefits:	\$583,559
Total net benefit:	\$22,161,717
Economic return:	\$31,216,330

County Demographics:

Population:	135,083
Households:	52,895
Median Household Income:	\$50,659

Library Revenue:

Per capita revenue Indian River County:	\$32.88
Per capita revenue Florida:	\$36.35
Per capita revenue United States:	\$33.87

If public library revenue were redirected to other government entities, Indian River County would LOSE:

Gross County Product (npv):	\$56,992,365
Personal Income (npv):	\$252,888,004
Average annual jobs produced:	65
Gross County Product increase for every dollar spent:	\$13
Income increase for every dollar spent:	\$57

* based on state per capita survey data from surveys performed in the fall of 2009.
 Demographic data from Alteryx, 2009 estimates.
 Adult population for the state of Florida in 2008 used in per capita calculations.

Jackson County

***ROI estimate: \$19.27 return for every \$1 spent.**



Cost to library users or user investment:	\$7,817,986
Cost to use alternatives to library:	\$15,924,027
Community economic benefits lost:	\$3,098,438
Lost use benefits:	\$213,447
Total net benefit:	\$8,106,041
Economic return:	\$11,417,926

County Demographics:

Population:	49,409
Households:	17,639
Median Household Income:	\$36,800

Library Revenue:

Per capita revenue Jackson County:	\$11.40
Per capita revenue Florida:	\$36.35
Per capita revenue United States:	\$33.87

If public library revenue were redirected to other government entities, Jackson County would LOSE:

Gross County Product (npv):	\$2,786,392
Personal Income (npv):	\$12,219,884
Average annual jobs produced:	5
Gross County Product increase for every dollar spent:	\$5
Income increase for every dollar spent:	\$22

* based on state per capita survey data from surveys performed in the fall of 2009.

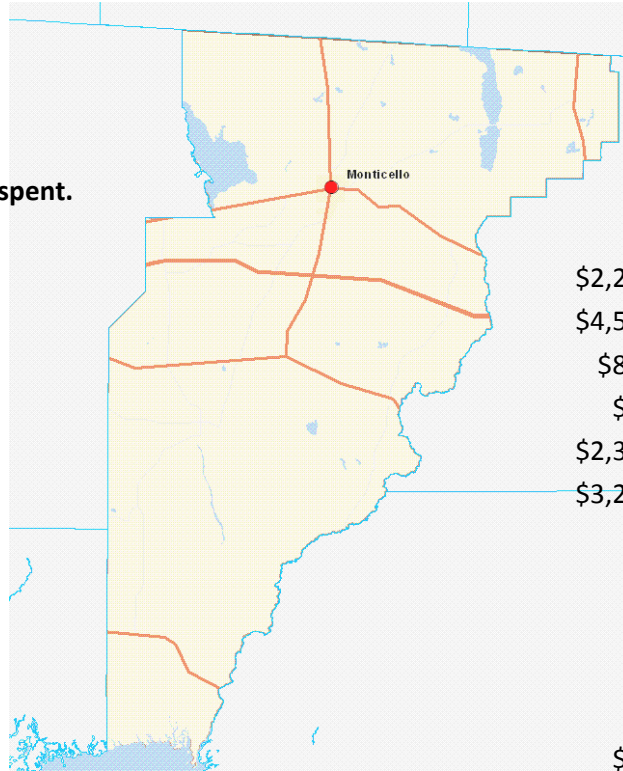
Demographic data from Alteryx, 2009 estimates.

Adult population for the state of Florida in 2008 used in per capita calculations.

Jefferson County

***ROI estimate: \$10.99 return for every \$1 spent.**

Cost to library users or user investment:	\$2,251,296
Cost to use alternatives to library:	\$4,585,542
Community economic benefits lost:	\$892,238
Lost use benefits:	\$61,465
Total net benefit:	\$2,334,246
Economic return:	\$3,287,949



County Demographics:

Population:	14,228
Households:	5,277
Median Household Income:	\$40,724

Library Revenue:

Per capita revenue Jefferson County:	\$19.27
Per capita revenue Florida:	\$36.35
Per capita revenue United States:	\$33.87

If public library revenue were redirected to other government entities, Jefferson County would LOSE:

Gross County Product (npv):	\$788,519
Personal Income (npv):	\$8,719,957
Average annual jobs produced:	2
Gross County Product increase for every dollar spent:	\$3
Income increase for every dollar spent:	\$32

* based on state per capita survey data from surveys performed in the fall of 2009.
 Demographic data from Alteryx, 2009 estimates.
 Adult population for the state of Florida in 2008 used in per capita calculations.

Lafayette County

***ROI estimate: \$10.28 return for every \$1 spent.**

Cost to library users or user investment:	\$1,262,201
Cost to use alternatives to library:	\$2,570,907
Community economic benefits lost:	\$500,238
Lost use benefits:	\$34,461
Total net benefit:	\$1,308,707
Economic return:	\$1,843,405

County Demographics:

Population:	7,977
Households:	2,279
Median Household Income:	\$38,075

Library Revenue:

Per capita revenue Lafayette County:	\$20.48
Per capita revenue Florida:	\$36.35
Per capita revenue United States:	\$33.87

If public library revenue were redirected to other government entities, Lafayette County would LOSE:

Gross County Product (npv):	\$257,632
Personal Income (npv):	\$2,292,929
Average annual jobs produced:	1
Gross County Product increase for every dollar spent:	\$2
Income increase for every dollar spent:	\$14

* based on state per capita survey data from surveys performed in the fall of 2009.

Demographic data from Alteryx, 2009 estimates.

Adult population for the state of Florida in 2008 used in per capita calculations.

Lake County

***ROI estimate: \$6.04 return for every \$1 spent.**

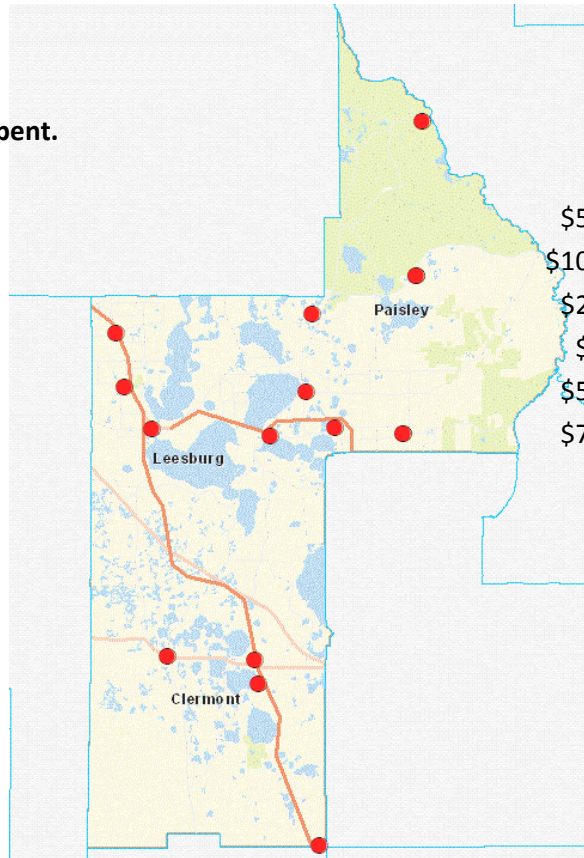
Cost to library users or user investment:	\$50,911,768
Cost to use alternatives to library:	\$103,699,386
Community economic benefits lost:	\$20,177,444
Lost use benefits:	\$1,389,995
Total net benefit:	\$52,787,617
Economic return:	\$74,355,056

County Demographics:

Population:	321,758
Households:	129,999
Median Household Income:	\$48,079

Library Revenue:

Per capita revenue Lake County:	\$32.81
Per capita revenue Florida:	\$36.35
Per capita revenue United States:	\$33.87



If public library revenue were redirected to other government entities, Lake County would LOSE:

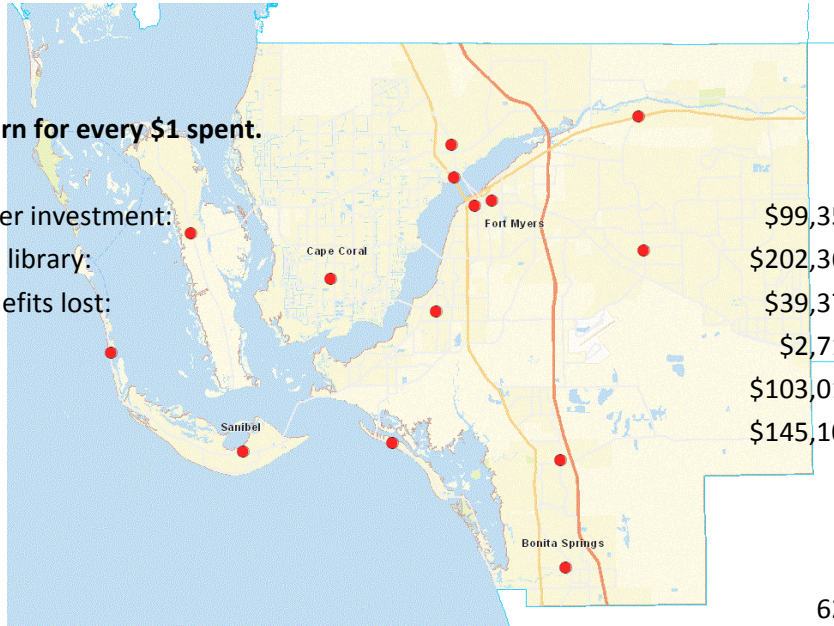
Gross County Product (npv):	\$111,255,213
Personal Income (npv):	\$384,247,785
Average annual jobs produced:	150
Gross County Product increase for every dollar spent:	\$11
Income increase for every dollar spent:	\$36

* based on state per capita survey data from surveys performed in the fall of 2009.
 Demographic data from Alteryx, 2009 estimates.
 Adult population for the state of Florida in 2008 used in per capita calculations.

Lee County

***ROI estimate: \$2.57 return for every \$1 spent.**

Cost to library users or user investment:	\$99,352,301
Cost to use alternatives to library:	\$202,365,246
Community economic benefits lost:	\$39,375,484
Lost use benefits:	\$2,712,519
Total net benefit:	\$103,012,946
Economic return:	\$145,100,949



County Demographics:

Population:	627,898
Households:	244,763
Median Household Income:	\$52,711

Library Revenue:

Per capita revenue Lee County:	\$64.59
Per capita revenue Florida:	\$36.35
Per capita revenue United States:	\$33.87

If public library revenue were redirected to other government entities, Lee County would LOSE:

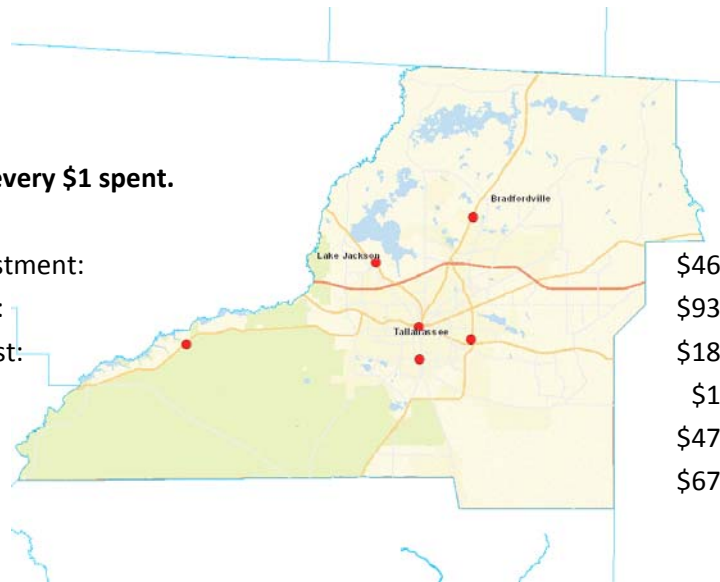
Gross County Product (npv):	\$624,650,132
Personal Income (npv):	\$1,803,445,408
Average annual jobs produced:	634
Gross County Product increase for every dollar spent:	\$15
Income increase for every dollar spent:	\$44

* based on state per capita survey data from surveys performed in the fall of 2009.
 Demographic data from Alteryx, 2009 estimates.
 Adult population for the state of Florida in 2008 used in per capita calculations.

Leon County

***ROI estimate: \$9.66 return for every \$1 spent.**

Cost to library users or user investment:	\$46,078,791
Cost to use alternatives to library:	\$93,855,360
Community economic benefits lost:	\$18,262,030
Lost use benefits:	\$1,258,044
Total net benefit:	\$47,776,569
Economic return:	\$67,296,643



County Demographics:

Population:	291,214
Households:	105,007
Median Household Income:	\$48,208

Library Revenue:

Per capita revenue Leon County:	\$21.66
Per capita revenue Florida:	\$36.35
Per capita revenue United States:	\$33.87

If public library revenue were redirected to other government entities, Leon County would LOSE:

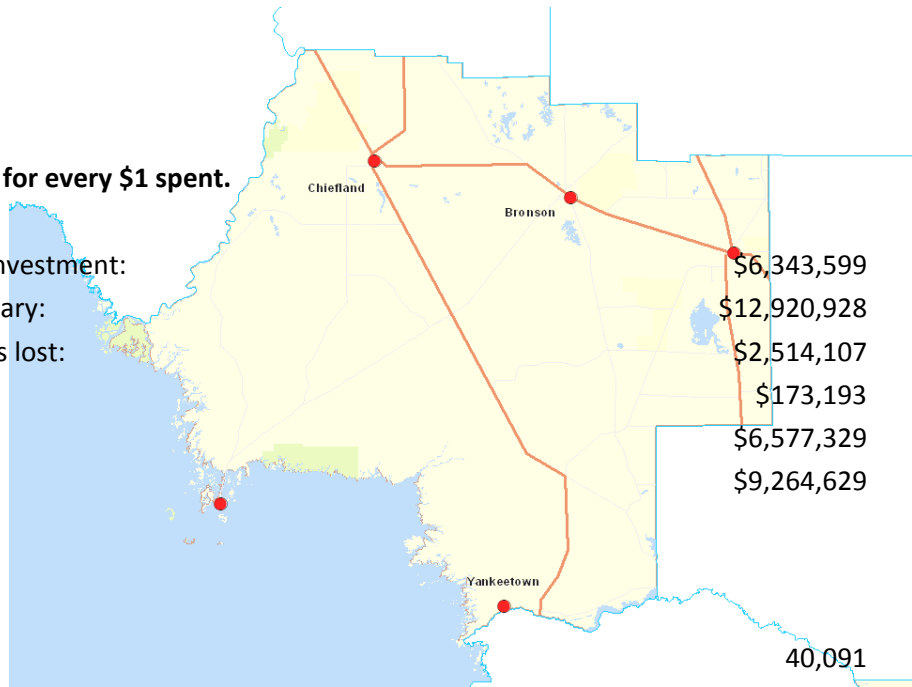
Gross County Product (npv):	\$47,492,926
Personal Income (npv):	\$124,959,891
Average annual jobs produced:	63
Gross County Product increase for every dollar spent:	\$8
Income increase for every dollar spent:	\$20

* based on state per capita survey data from surveys performed in the fall of 2009.
 Demographic data from Alteryx, 2009 estimates.
 Adult population for the state of Florida in 2008 used in per capita calculations.

Levy County

***ROI estimate: \$25.84 return for every \$1 spent.**

Cost to library users or user investment:	\$6,343,599
Cost to use alternatives to library:	\$12,920,928
Community economic benefits lost:	\$2,514,107
Lost use benefits:	\$173,193
Total net benefit:	\$6,577,329
Economic return:	\$9,264,629



County Demographics:

Population:	40,091
Households:	15,278
Median Household Income:	\$33,374

Library Revenue:

Per capita revenue Levy County:	\$8.61
Per capita revenue Florida:	\$36.35
Per capita revenue United States:	\$33.87

If public library revenue were redirected to other government entities, Levy County would LOSE:

Gross County Product (npv):	\$3,418,990
Personal Income (npv):	\$16,933,732
Average annual jobs produced:	6
Gross County Product increase for every dollar spent:	\$10
Income increase for every dollar spent:	\$49

* based on state per capita survey data from surveys performed in the fall of 2009.
 Demographic data from Alteryx, 2009 estimates.
 Adult population for the state of Florida in 2008 used in per capita calculations.

Liberty County

***ROI estimate: \$12.45 return for every \$1 spent.**

Cost to library users or user investment:	\$1,254,606
Cost to use alternatives to library:	\$2,555,437
Community economic benefits lost:	\$497,228
Lost use benefits:	\$34,253
Total net benefit:	\$1,300,832
Economic return:	\$1,832,313

County Demographics:

Population:	7,929
Households:	2,287
Median Household Income:	\$35,865

Library Revenue:

Per capita revenue Liberty County:	\$17.17
Per capita revenue Florida:	\$36.35
Per capita revenue United States:	\$33.87

If public library revenue were redirected to other government entities, Liberty County would LOSE:

Gross County Product (npv):	\$641,363
Personal Income (npv):	\$2,405,916
Average annual jobs produced:	1
Gross County Product increase for every dollar spent:	\$5
Income increase for every dollar spent:	\$18

* based on state per capita survey data from surveys performed in the fall of 2009.

Demographic data from Alteryx, 2009 estimates.

Adult population for the state of Florida in 2008 used in per capita calculations.

Madison County

***ROI estimate: \$7.40 return for every \$1 spent.**



Cost to library users or user investment:	\$2,991,180
Cost to use alternatives to library:	\$6,092,570
Community economic benefits lost:	\$1,185,470
Lost use benefits:	\$81,665
Total net benefit:	\$3,101,390
Economic return:	\$4,368,525

County Demographics:

Population:	18,904
Households:	7,017
Median Household Income:	\$32,657

Library Revenue:

Per capita revenue Madison County:	\$27.50
Per capita revenue Florida:	\$36.35
Per capita revenue United States:	\$33.87

If public library revenue were redirected to other government entities Madison County would LOSE:

Gross County Product (npv):	\$2,235,334
Personal Income (npv):	\$10,929,207
Average annual jobs produced:	4
Gross County Product increase for every dollar spent:	\$4
Income increase for every dollar spent:	\$21

* based on state per capita survey data from surveys performed in the fall of 2009.
 Demographic data from Alteryx, 2009 estimates.
 Adult population for the state of Florida in 2008 used in per capita calculations.

Manatee County

***ROI estimate: \$8.64 return for every \$1 spent.**

Cost to library users or user investment:	\$50,344,988
Cost to use alternatives to library:	\$102,544,943
Community economic benefits lost:	\$19,952,817
Lost use benefits:	\$1,374,520
Total net benefit:	\$52,199,955
Economic return:	\$73,527,292

County Demographics:

Population:	318,176
Households:	115,210
Median Household Income:	\$51,321

Library Revenue:

Per capita revenue Manatee County:	\$23.96
Per capita revenue Florida:	\$36.35
Per capita revenue United States:	\$33.87

If public library revenue were redirected to other government entities, Manatee County would LOSE:

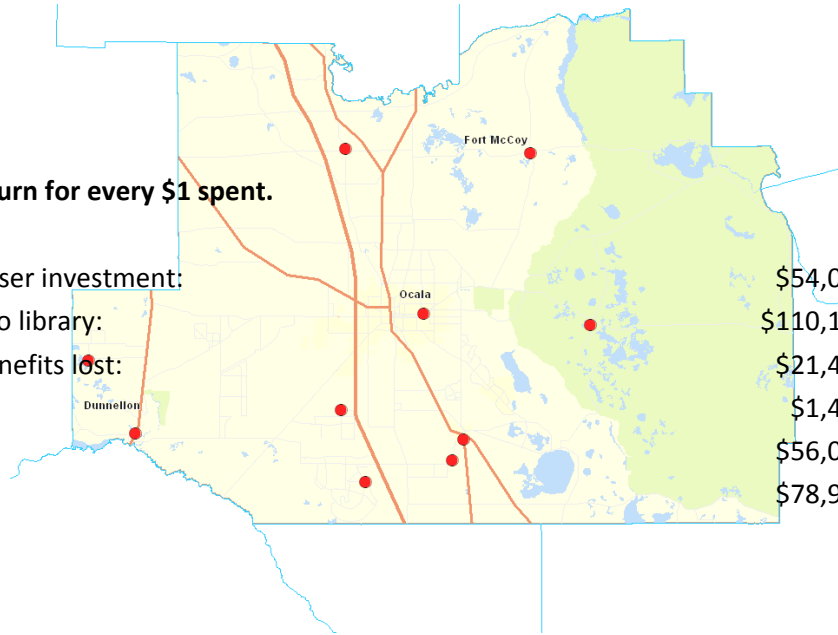
Gross County Product (npv):	\$86,438,300
Personal Income (npv):	\$252,352,393
Average annual jobs produced:	101
Gross County Product increase for every dollar spent:	\$11
Income increase for every dollar spent:	\$33

* based on state per capita survey data from surveys performed in the fall of 2009.
 Demographic data from Alteryx, 2009 estimates.
 Adult population for the state of Florida in 2008 used in per capita calculations.

Marion County

***ROI estimate: \$9.80 return for every \$1 spent.**

Cost to library users or user investment:	\$54,062,602
Cost to use alternatives to library:	\$110,117,147
Community economic benefits lost:	\$21,426,188
Lost use benefits:	\$1,476,019
Total net benefit:	\$56,054,544
Economic return:	\$78,956,751



County Demographics:

Population:	341,671
Households:	125,648
Median Household Income:	\$40,273

Library Revenue:

Per capita revenue Marion County:	\$21.40
Per capita revenue Florida:	\$36.35
Per capita revenue United States:	\$33.87

If public library revenue were redirected to other government entities, Marion County would LOSE:

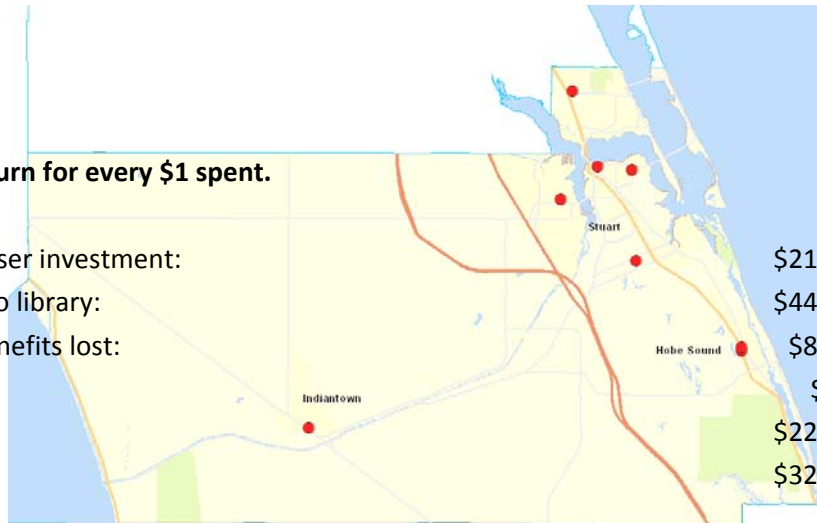
Gross County Product (npv):	\$81,786,453
Personal Income (npv):	\$250,767,636
Average annual jobs produced:	104
Gross County Product increase for every dollar spent:	\$11
Income increase for every dollar spent:	\$34

* based on state per capita survey data from surveys performed in the fall of 2009.
 Demographic data from Alteryx, 2009 estimates.
 Adult population for the state of Florida in 2008 used in per capita calculations.

Martin County

***ROI estimate: \$6.86 return for every \$1 spent.**

Cost to library users or user investment:	\$21,922,134
Cost to use alternatives to library:	\$44,651,990
Community economic benefits lost:	\$8,688,220
Lost use benefits:	\$598,519
Total net benefit:	\$22,729,857
Economic return:	\$32,016,595



County Demographics:

Population:	138,546
Households:	62,827
Median Household Income:	\$54,384

Library Revenue:

Per capita revenue Martin County:	\$29.37
Per capita revenue Florida:	\$36.35
Per capita revenue United States:	\$33.87

If public library revenue were redirected to other government entities, Martin County would LOSE:

Gross County Product (npv):	\$68,386,095
Personal Income (npv):	\$207,454,513
Average annual jobs produced:	71
Gross County Product increase for every dollar spent:	\$17
Income increase for every dollar spent:	\$51

* based on state per capita survey data from surveys performed in the fall of 2009.
 Demographic data from Alteryx, 2009 estimates.
 Adult population for the state of Florida in 2008 used in per capita calculations.

Miami-Dade County

***ROI estimate: \$5.12 return for every \$1 spent.**

Cost to library users or user investment:	\$372,461,395
Cost to use alternatives to library:	\$758,646,166
Community economic benefits lost:	\$147,614,574
Lost use benefits:	\$10,168,952
Total net benefit:	\$386,184,771
Economic return:	\$543,968,297

County Demographics:

Population:	2,353,924
Households:	838,027
Median Household Income:	\$45,147

Library Revenue:

Per capita revenue Miami-Dade County:	\$37.76
Per capita revenue Florida:	\$36.35
Per capita revenue United States:	\$33.87

If public library revenue were redirected to other government entities, Miami-Dade County would LOSE:

Gross County Product (npv):	\$849,899,971
Personal Income (npv):	\$1,635,809,220
Average annual jobs produced:	784
Gross County Product increase for every dollar spent:	\$10
Income increase for every dollar spent:	\$18

* based on state per capita survey data from surveys performed in the fall of 2009.

Demographic data from Alteryx, 2009 estimates.

Adult population for the state of Florida in 2008 used in per capita calculations.

Monroe County

***ROI estimate: \$4.97 return for every \$1 spent.**

Cost to library users or user investment:	\$11,100,942
Cost to use alternatives to library:	\$22,610,900
Community economic benefits lost:	\$4,399,545
Lost use benefits:	\$303,078
Total net benefit:	\$11,509,957
Economic return:	\$16,212,581



County Demographics:

Population:	70,157
Households:	22,524
Median Household Income:	\$53,558

Library Revenue:

Per capita revenue Monroe County:	\$38.68
Per capita revenue Florida:	\$36.35
Per capita revenue United States:	\$33.87

If public library revenue were redirected to other government entities, Monroe County would LOSE:

Gross County Product (npv):	\$17,816,311
Personal Income (npv):	\$86,166,435
Average annual jobs produced:	21
Gross County Product increase for every dollar spent:	\$7
Income increase for every dollar spent:	\$32

* based on state per capita survey data from surveys performed in the fall of 2009.

Demographic data from Alteryx, 2009 estimates.

Adult population for the state of Florida in 2008 used in per capita calculations.

Nassau County

***ROI estimate: \$10.03 return for every \$1 spent.**

Cost to library users or user investment:	\$11,365,344
Cost to use alternatives to library:	\$23,149,446
Community economic benefits lost:	\$4,504,334
Lost use benefits:	\$310,297
Total net benefit:	\$11,784,102
Economic return:	\$16,598,733



County Demographics:

Population:	71,828
Households:	34,063
Median Household Income:	\$58,152

Library Revenue:

Per capita revenue Nassau County:	\$20.94
Per capita revenue Florida:	\$36.35
Per capita revenue United States:	\$33.87

If public library revenue were redirected to other government entities, Nassau County would LOSE:

Gross County Product (npv):	\$9,838,957
Personal Income (npv):	\$66,463,395
Average annual jobs produced:	14
Gross County Product increase for every dollar spent:	\$7
Income increase for every dollar spent:	\$44

* based on state per capita survey data from surveys performed in the fall of 2009.
 Demographic data from Alteryx, 2009 estimates.
 Adult population for the state of Florida in 2008 used in per capita calculations.

Okaloosa County

***ROI estimate: \$10.03 return for every \$1 spent.**

Cost to library users or user investment:	\$29,056,408
Cost to use alternatives to library:	\$59,183,402
Community economic benefits lost:	\$11,515,688
Lost use benefits:	\$793,299
Total net benefit:	\$30,126,994
Economic return:	\$42,435,981

County Demographics:

Population:	183,634
Households:	67,220
Median Household Income:	\$52,466

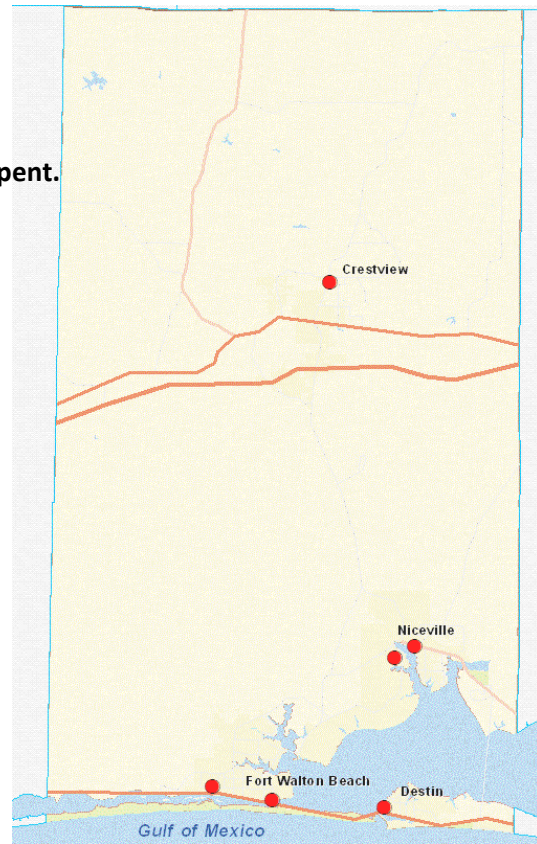
Library Revenue:

Per capita revenue Okaloosa County:	\$20.95
Per capita revenue Florida:	\$36.35
Per capita revenue United States:	\$33.87

If public library revenue were redirected to other government entities, Okaloosa County would LOSE:

Gross County Product (npv):	\$11,466,651
Personal Income (npv):	\$41,089,178
Average annual jobs produced:	19
Gross County Product increase for every dollar spent:	\$3
Income increase for every dollar spent:	\$11

* based on state per capita survey data from surveys performed in the fall of 2009.
 Demographic data from Alteryx, 2009 estimates.
 Adult population for the state of Florida in 2008 used in per capita calculations.



Okeechobee County

***ROI estimate: \$15.64 return for every \$1 spent.**

Cost to library users or user investment:	\$6,416,227
Cost to use alternatives to library:	\$13,068,860
Community economic benefits lost:	\$2,542,891
Lost use benefits:	\$175,176
Total net benefit:	\$6,652,633
Economic return:	\$9,370,700

County Demographics:

Population:	40,550
Households:	13,554
Median Household Income:	\$38,244

Library Revenue:

Per capita revenue Okeechobee County:	\$13.89
Per capita revenue Florida:	\$36.35
Per capita revenue United States:	\$33.87

If public library revenue were redirected to other government entities, Okeechobee County would LOSE:

Gross County Product (npv):	\$5,004,681
Personal Income (npv):	\$17,721,753
Average annual jobs produced:	6
Gross County Product increase for every dollar spent:	\$9
Income increase for every dollar spent:	\$31

* based on state per capita survey data from surveys performed in the fall of 2009.

Demographic data from Alteryx, 2009 estimates.

Adult population for the state of Florida in 2008 used in per capita calculations.

Orange County

***ROI estimate: \$4.70 return for every \$1 spent.**



Cost to library users or user investment:	\$175,565,521
Cost to use alternatives to library:	\$357,599,770
Community economic benefits lost:	\$69,580,445
Lost use benefits:	\$4,793,295
Total net benefit:	\$182,034,250
Economic return:	\$256,407,989

County Demographics:

Population:	1,109,559
Households:	396,743
Median Household Income:	\$53,310

Library Revenue:

Per capita revenue Orange County:	\$40.51
Per capita revenue Florida:	\$36.35
Per capita revenue United States:	\$33.87

If public library revenue were redirected to other government entities, Orange County would LOSE:

Gross County Product (npv):	\$555,636,443
Personal Income (npv):	\$807,804,439
Average annual jobs produced:	449
Gross County Product increase for every dollar spent:	\$12
Income increase for every dollar spent:	\$18

* based on state per capita survey data from surveys performed in the fall of 2009.
 Demographic data from Alteryx, 2009 estimates.
 Adult population for the state of Florida in 2008 used in per capita calculations.

Osceola County

***ROI estimate: \$4.35 return for every \$1 spent.**

Cost to library users or user investment:	\$44,128,606
Cost to use alternatives to library:	\$89,883,136
Community economic benefits lost:	\$17,489,129
Lost use benefits:	\$1,204,800
Total net benefit:	\$45,754,529
Economic return:	\$64,448,459

County Demographics:

Population:	278,889
Households:	99,850
Median Household Income:	\$49,560

Library Revenue:

Per capita revenue Osceola County:	\$43.15
Per capita revenue Florida:	\$36.35
Per capita revenue United States:	\$33.87

If public library revenue were redirected to other government entities, Osceola County would LOSE:

Gross County Product (npv):	\$88,540,820
Personal Income (npv):	\$325,051,571
Average annual jobs produced:	105
Gross County Product increase for every dollar spent:	\$7
Income increase for every dollar spent:	\$27

* based on state per capita survey data from surveys performed in the fall of 2009.
 Demographic data from Alteryx, 2009 estimates.
 Adult population for the state of Florida in 2008 used in per capita calculations.

Palm Beach County

***ROI estimate: \$3.53 return for every \$1 spent.**

Cost to library users or user investment:	\$197,691,296
Cost to use alternatives to library:	\$402,666,548
Community economic benefits lost:	\$78,349,372
Lost use benefits:	\$5,397,373
Total net benefit:	\$204,975,252
Economic return:	\$288,721,997



County Demographics:

Population:	1,249,392
Households:	511,821
Median Household Income:	\$58,403

Library Revenue:

Per capita revenue Palm Beach County:	\$50.96
Per capita revenue Florida:	\$36.35
Per capita revenue United States:	\$33.87

If public library revenue were redirected to other government entities, Palm Beach County would LOSE:

Gross County Product (npv):	\$917,716,950
Personal Income (npv):	\$2,499,250,928
Average annual jobs produced:	816
Gross County Product increase for every dollar spent:	\$14
Income increase for every dollar spent:	\$39

* based on state per capita survey data from surveys performed in the fall of 2009.
 Demographic data from Alteryx, 2009 estimates.
 Adult population for the state of Florida in 2008 used in per capita calculations.

Pasco County

***ROI estimate: \$11.21 return for every \$1 spent.**



Cost to library users or user investment:	\$77,061,333
Cost to use alternatives to library:	\$156,961,998
Community economic benefits lost:	\$30,541,087
Lost use benefits:	\$2,103,931
Total net benefit:	\$79,900,665
Economic return:	\$112,545,683

County Demographics:

Population:	487,021
Households:	181,548
Median Household Income:	\$44,080

Library Revenue:

Per capita revenue Pasco County:	\$18.92
Per capita revenue Florida:	\$36.35
Per capita revenue United States:	\$33.87

If public library revenue were redirected to other government entities, Pasco County LOSE:

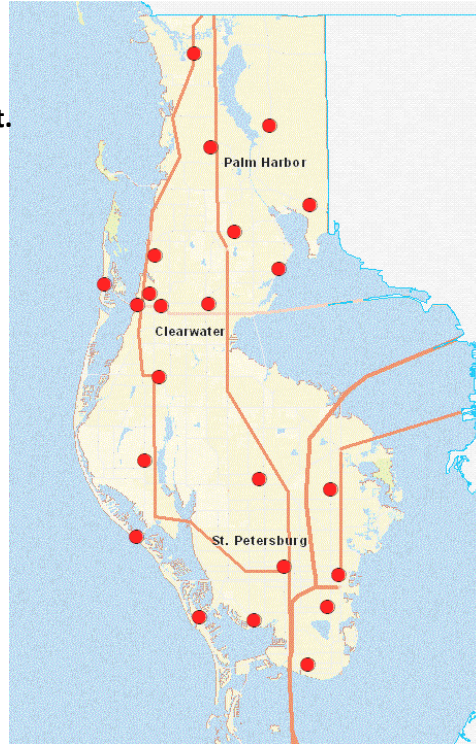
Gross County Product (npv):	\$114,607,313
Personal Income (npv):	\$440,209,507
Average annual jobs produced:	145
Gross County Product increase for every dollar spent:	\$12
Income increase for every dollar spent:	\$48

* based on state per capita survey data from surveys performed in the fall of 2009.
 Demographic data from Alteryx, 2009 estimates.
 Adult population for the state of Florida in 2008 used in per capita calculations.

Pinellas County

***ROI estimate: \$5.74 return for every \$1 spent.**

Cost to library users or user investment:	\$142,763,967
Cost to use alternatives to library:	\$290,788,086
Community economic benefits lost:	\$56,580,474
Lost use benefits:	\$3,897,746
Total net benefit:	\$148,024,119
Economic return:	\$208,502,339



County Demographics:

Population:	902,256
Households:	394,097
Median Household Income:	\$46,313

Library Revenue:

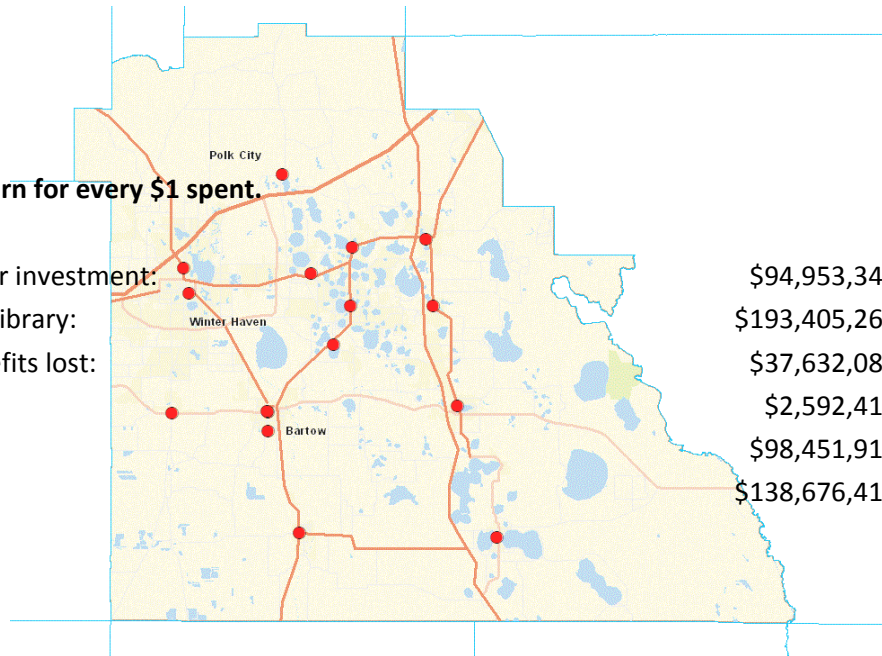
Per capita revenue Pinellas County:	\$34.25
Per capita revenue Florida:	\$36.35
Per capita revenue United States:	\$33.87

If public library revenue were redirected to other government entities, Pinellas County would LOSE:

Gross County Product (npv):	\$348,024,133
Personal Income (npv):	\$750,942,393
Average annual jobs produced:	352
Gross County Product increase for every dollar spent:	\$11
Income increase for every dollar spent:	\$24

* based on state per capita survey data from surveys performed in the fall of 2009.
 Demographic data from Alteryx, 2009 estimates.
 Adult population for the state of Florida in 2008 used in per capita calculations.

Polk County



***ROI estimate: \$12.58 return for every \$1 spent.**

Cost to library users or user investment:	\$94,953,348
Cost to use alternatives to library:	\$193,405,262
Community economic benefits lost:	\$37,632,083
Lost use benefits:	\$2,592,419
Total net benefit:	\$98,451,914
Economic return:	\$138,676,416

County Demographics:

Population:	600,097
Households:	226,905
Median Household Income:	\$45,401

Library Revenue:

Per capita revenue Polk County:	\$17.01
Per capita revenue Florida:	\$36.35
Per capita revenue United States:	\$33.87

If public library revenue were redirected to other government entities, Polk County would LOSE:

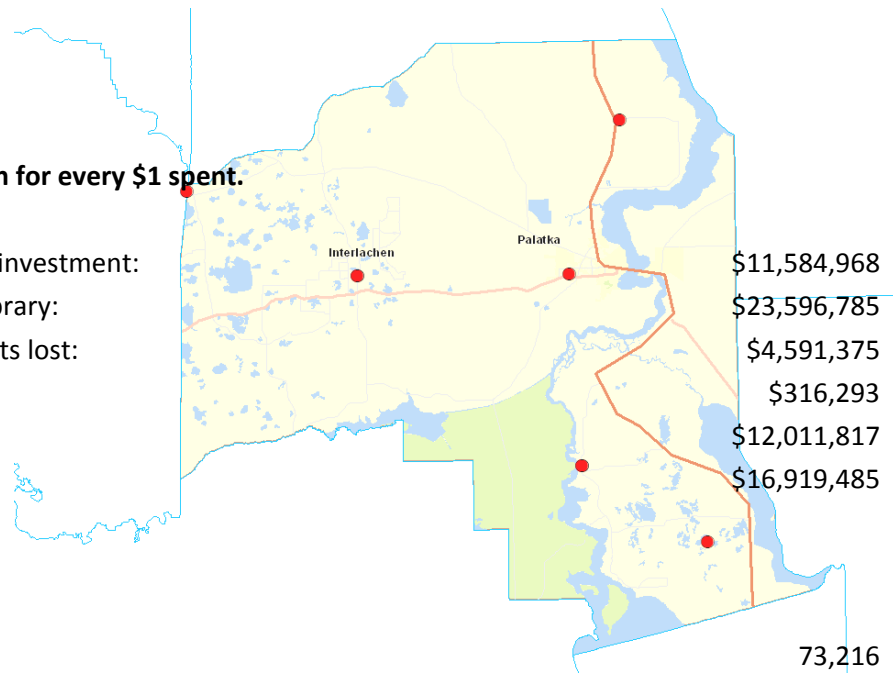
Gross County Product (npv):	\$126,387,347
Personal Income (npv):	\$343,607,461
Average annual jobs produced:	141
Gross County Product increase for every dollar spent:	\$12
Income increase for every dollar spent:	\$34

* based on state per capita survey data from surveys performed in the fall of 2009.
 Demographic data from Alteryx, 2009 estimates.
 Adult population for the state of Florida in 2008 used in per capita calculations.

Putnam County

***ROI estimate: \$15.17 return for every \$1 spent.**

Cost to library users or user investment:	\$11,584,968
Cost to use alternatives to library:	\$23,596,785
Community economic benefits lost:	\$4,591,375
Lost use benefits:	\$316,293
Total net benefit:	\$12,011,817
Economic return:	\$16,919,485



County Demographics:

Population:	73,216
Households:	29,348
Median Household Income:	\$34,750

Library Revenue:

Per capita revenue Putnam County:	\$14.29
Per capita revenue Florida:	\$36.35
Per capita revenue United States:	\$33.87

If public library revenue were redirected to other government entities, Putnam County would LOSE:

Gross County Product (npv):	\$10,821,312
Personal Income (npv):	\$33,429,322
Average annual jobs produced:	12
Gross County Product increase for every dollar spent:	\$10
Income increase for every dollar spent:	\$32

* based on state per capita survey data from surveys performed in the fall of 2009.
 Demographic data from Alteryx, 2009 estimates.
 Adult population for the state of Florida in 2008 used in per capita calculations.

St. Johns County

***ROI estimate: \$7.04 return for every \$1 spent.**

Cost to library users or user investment:	\$29,680,309
Cost to use alternatives to library:	\$60,454,191
Community economic benefits lost:	\$11,762,954
Lost use benefits:	\$810,333
Total net benefit:	\$30,773,883
Economic return:	\$43,347,169

County Demographics:

Population:	187,577
Households:	65,062
Median Household Income:	\$63,764

Library Revenue:

Per capita revenue St. Johns County:	\$28.74
Per capita revenue Florida:	\$36.35
Per capita revenue United States:	\$33.87

If public library revenue were redirected to other government entities, St. Johns County would LOSE:

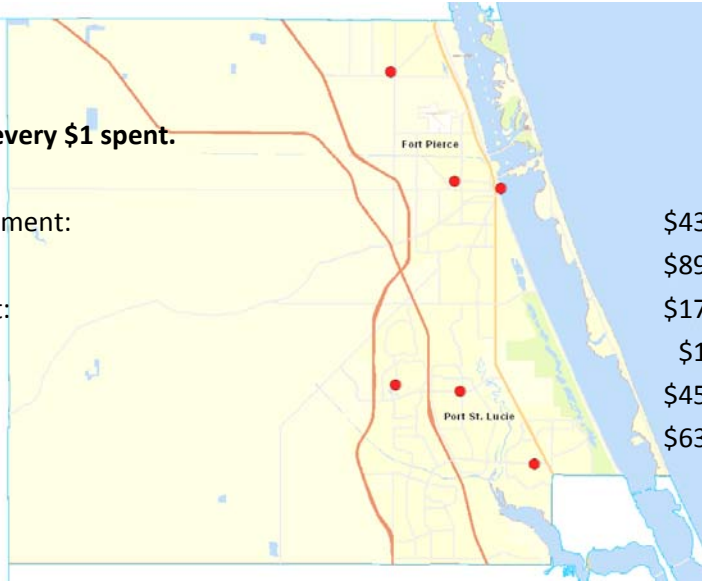
Gross County Product (npv):	\$62,565,643
Personal Income (npv):	\$318,379,022
Average annual jobs produced:	72
Gross County Product increase for every dollar spent:	\$12
Income increase for every dollar spent:	\$59

* based on state per capita survey data from surveys performed in the fall of 2009.
 Demographic data from Alteryx, 2009 estimates.
 Adult population for the state of Florida in 2008 used in per capita calculations.

St. Lucie County

***ROI estimate: \$10.64 return for every \$1 spent.**

Cost to library users or user investment:	\$43,812,146
Cost to use alternatives to library:	\$89,238,556
Community economic benefits lost:	\$17,363,709
Lost use benefits:	\$1,196,160
Total net benefit:	\$45,426,409
Economic return:	\$63,986,279



County Demographics:

Population:	276,889
Households:	106,931
Median Household Income:	\$48,003

Library Revenue:

Per capita revenue St. Lucie County:	\$19.84
Per capita revenue Florida:	\$36.35
Per capita revenue United States:	\$33.87

If public library revenue were redirected to other government entities, St. Lucie County would LOSE:

Gross County Product (npv):	\$80,666,179
Personal Income (npv):	\$240,784,905
Average annual jobs produced:	93
Gross County Product increase for every dollar spent:	\$15
Income increase for every dollar spent:	\$44

* based on state per capita survey data from surveys performed in the fall of 2009.
 Demographic data from Alteryx, 2009 estimates.
 Adult population for the state of Florida in 2008 used in per capita calculations.

Santa Rosa County

***ROI estimate: \$17.20 return for every \$1 spent.**

Cost to library users or user investment:	\$24,015,991
Cost to use alternatives to library:	\$48,916,854
Community economic benefits lost:	\$9,518,061
Lost use benefits:	\$655,685
Total net benefit:	\$24,900,863
Economic return:	\$35,074,609

County Demographics:

Population:	151,779
Households:	59,012
Median Household Income:	\$52,738



Library Revenue:

Per capita revenue Santa Rosa County:	\$12.69
Per capita revenue Florida:	\$36.35
Per capita revenue United States:	\$33.87

If public library revenue were redirected to other government entities, Santa Rosa County would LOSE:

Gross County Product (npv):	\$10,330,534
Personal Income (npv):	\$69,009,065
Average annual jobs produced:	18
Gross County Product increase for every dollar spent:	\$5
Income increase for every dollar spent:	\$36

* based on state per capita survey data from surveys performed in the fall of 2009.
 Demographic data from Alteryx, 2009 estimates.
 Adult population for the state of Florida in 2008 used in per capita calculations.

Sarasota County

***ROI estimate: \$6.46 return for every \$1 spent.**

Cost to library users or user investment:	\$59,573,279
Cost to use alternatives to library:	\$121,341,540
Community economic benefits lost:	\$23,610,190
Lost use benefits:	\$1,626,471
Total net benefit:	\$61,768,262
Economic return:	\$87,004,923

County Demographics:

Population:	376,498
Households:	160,104
Median Household Income:	\$53,422

Library Revenue:

Per capita revenue Sarasota County:	\$30.95
Per capita revenue Florida:	\$36.35
Per capita revenue United States:	\$33.87

If public library revenue were redirected to other government entities, Sarasota County would LOSE:

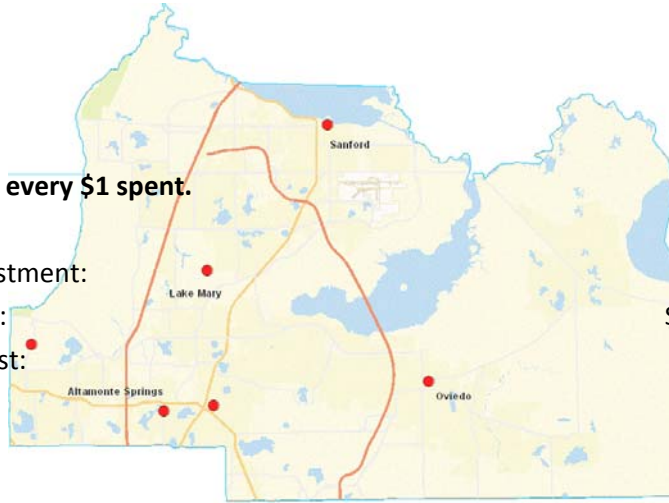
Gross County Product (npv):	\$152,200,187
Personal Income (npv):	\$459,043,090
Average annual jobs produced:	170
Gross County Product increase for every dollar spent:	\$13
Income increase for every dollar spent:	\$39

* based on state per capita survey data from surveys performed in the fall of 2009.
 Demographic data from Alteryx, 2009 estimates.
 Adult population for the state of Florida in 2008 used in per capita calculations.

Seminole County

***ROI estimate: \$11.44 return for every \$1 spent.**

Cost to library users or user investment:	\$65,517,347
Cost to use alternatives to library:	\$133,448,687
Community economic benefits lost:	\$25,965,953
Lost use benefits:	\$1,788,756
Total net benefit:	\$67,931,340
Economic return:	\$95,686,050



County Demographics:

Population:	414,064
Households:	147,618
Median Household Income:	\$62,171

Library Revenue:

Per capita revenue Seminole County:	\$18.56
Per capita revenue Florida:	\$36.35
Per capita revenue United States:	\$33.87

If public library revenue were redirected to other government entities, Seminole County would LOSE:

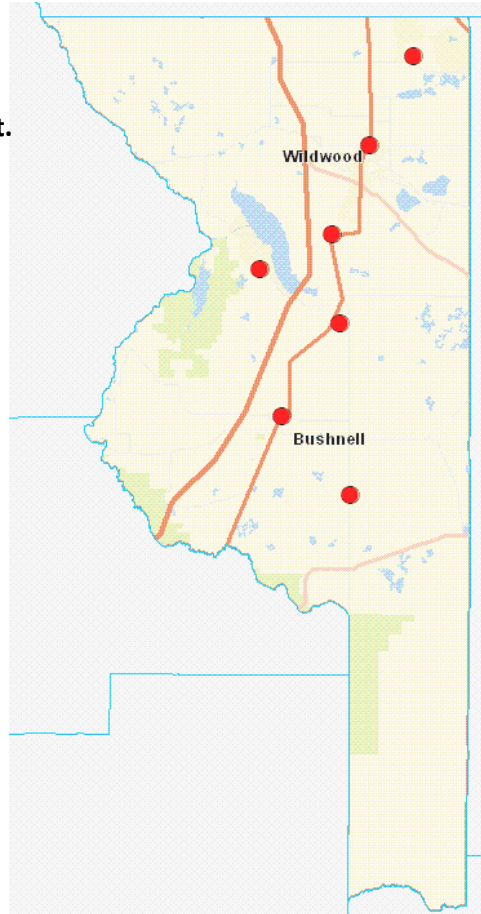
Gross County Product (npv):	\$133,497,751
Personal Income (npv):	\$309,768,766
Average annual jobs produced:	114
Gross County Product increase for every dollar spent:	\$17
Income increase for every dollar spent:	\$40

* based on state per capita survey data from surveys performed in the fall of 2009.
 Demographic data from Alteryx, 2009 estimates.
 Adult population for the state of Florida in 2008 used in per capita calculations.

Sumter County

***ROI estimate: \$7.94 return for every \$1 spent.**

Cost to library users or user investment:	\$12,520,582
Cost to use alternatives to library:	\$25,502,485
Community economic benefits lost:	\$4,962,180
Lost use benefits:	\$341,837
Total net benefit:	\$12,981,904
Economic return:	\$18,285,921



County Demographics:

Population:	79,129
Households:	40,973
Median Household Income:	\$44,403

Library Revenue:

Per capita revenue Sumter County:	\$25.82
Per capita revenue Florida:	\$36.35
Per capita revenue United States:	\$33.87

If public library revenue were redirected to other government entities, Sumter County would LOSE:

Gross County Product (npv):	\$19,353,124
Personal Income (npv):	\$78,960,350
Average annual jobs produced:	23
Gross County Product increase for every dollar spent:	\$9
Income increase for every dollar spent:	\$39

* based on state per capita survey data from surveys performed in the fall of 2009.

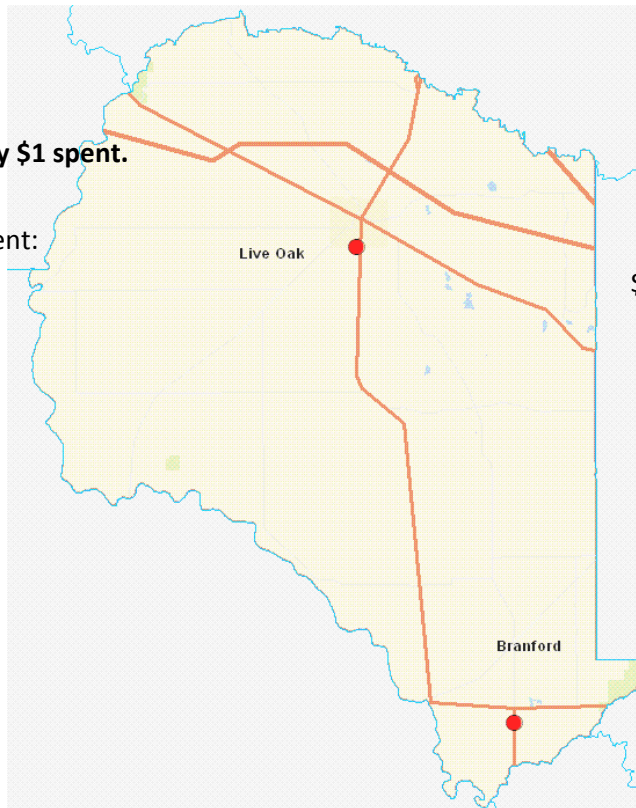
Demographic data from Alteryx, 2009 estimates.

Adult population for the state of Florida in 2008 used in per capita calculations.

Suwannee County

***ROI estimate: \$7.40 return for every \$1 spent.**

Cost to library users or user investment:	\$6,452,303
Cost to use alternatives to library:	\$13,142,342
Community economic benefits lost:	\$2,557,188
Lost use benefits:	\$176,161
Total net benefit:	\$6,690,039
Economic return:	\$9,423,388



County Demographics:

Population:	40,778
Households:	14,642
Median Household Income:	\$36,896

Library Revenue:

Per capita revenue Suwannee County:	\$27.50
Per capita revenue Florida:	\$36.35
Per capita revenue United States:	\$33.87

If public library revenue were redirected to other government entities, Suwannee County would LOSE:

Gross County Product (npv):	-\$9,016,951
Personal Income (npv):	\$10,774,568
Average annual jobs produced:	-5
Gross County Product increase for every dollar spent:	-\$8
Income increase for every dollar spent:	\$10

* based on state per capita survey data from surveys performed in the fall of 2009.
 Demographic data from Alteryx, 2009 estimates.
 Adult population for the state of Florida in 2008 used in per capita calculations.

Taylor County

***ROI estimate: \$12.68 return for every \$1 spent.**

Cost to library users or user investment:	\$3,639,448
Cost to use alternatives to library:	\$7,412,992
Community economic benefits lost:	\$1,442,393
Lost use benefits:	\$99,364
Total net benefit:	\$3,773,544
Economic return:	\$5,315,301



County Demographics:

Population:	23,001
Households:	7,493
Median Household Income:	\$37,213

Library Revenue:

Per capita revenue Taylor County:	\$16.88
Per capita revenue Florida:	\$36.35
Per capita revenue United States:	\$33.87

If public library revenue were redirected to other government entities, Taylor County would LOSE:

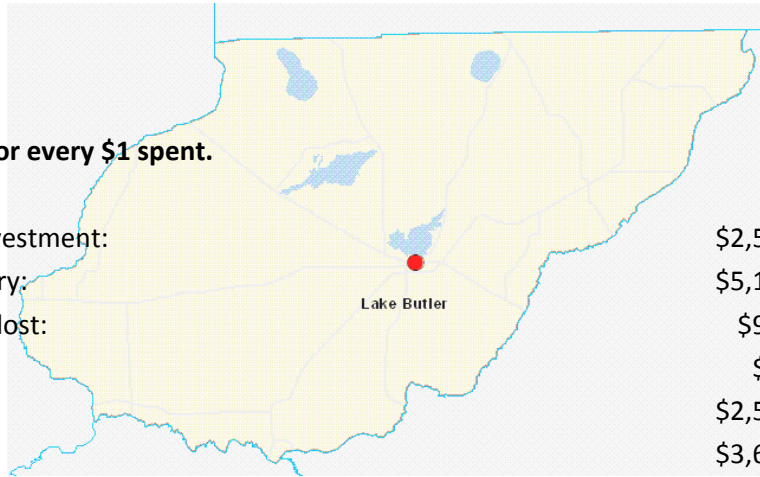
Gross County Product (npv):	\$2,202,290
Personal Income (npv):	\$8,183,204
Average annual jobs produced:	3
Gross County Product increase for every dollar spent:	\$6
Income increase for every dollar spent:	\$21

* based on state per capita survey data from surveys performed in the fall of 2009.
 Demographic data from Alteryx, 2009 estimates.
 Adult population for the state of Florida in 2008 used in per capita calculations.

Union County

***ROI estimate: \$14.82 return for every \$1 spent.**

Cost to library users or user investment:	\$2,504,306
Cost to use alternatives to library:	\$5,100,884
Community economic benefits lost:	\$992,511
Lost use benefits:	\$68,373
Total net benefit:	\$2,596,578
Economic return:	\$3,657,461



County Demographics:

Population:	15,827
Households:	3,665
Median Household Income:	\$42,336

Library Revenue:

Per capita revenue Union County:	\$14.60
Per capita revenue Florida:	\$36.35
Per capita revenue United States:	\$33.87

If public library revenue were redirected to other government entities, Union County would LOSE:

Gross County Product (npv):	\$3,361,443
Personal Income (npv):	\$6,481,580
Average annual jobs produced:	4
Gross County Product increase for every dollar spent:	\$15
Income increase for every dollar spent:	\$28

* based on state per capita survey data from surveys performed in the fall of 2009.

Demographic data from Alteryx, 2009 estimates.

Adult population for the state of Florida in 2008 used in per capita calculations.

Volusia County

***ROI estimate: \$5.16 return for every \$1 spent.**

Cost to library users or user investment:	\$80,275,934
Cost to use alternatives to library:	\$163,509,642
Community economic benefits lost:	\$31,815,103
Lost use benefits:	\$2,191,696
Total net benefit:	\$83,233,708
Economic return:	\$117,240,507

County Demographics:

Population:	507,337
Households:	193,785
Median Household Income:	\$44,694

Library Revenue:

Per capita revenue Volusia County:	\$37.51
Per capita revenue Florida:	\$36.35
Per capita revenue United States:	\$33.87

If public library revenue were redirected to other government entities, Volusia County would LOSE:

Gross County Product (npv):	\$186,522,030
Personal Income (npv):	\$574,375,847
Average annual jobs produced:	228
Gross County Product increase for every dollar spent:	\$10
Income increase for every dollar spent:	\$30

* based on state per capita survey data from surveys performed in the fall of 2009.
 Demographic data from Alteryx, 2009 estimates.
 Adult population for the state of Florida in 2008 used in per capita calculations.

Wakulla County

***ROI estimate: \$17.92 return for every \$1 spent.**

Cost to library users or user investment:	\$5,077,284
Cost to use alternatives to library:	\$10,341,642
Community economic benefits lost:	\$2,012,238
Lost use benefits:	\$138,620
Total net benefit:	\$5,264,357
Economic return:	\$7,415,216



County Demographics:

Population:	32,088
Households:	12,125
Median Household Income:	\$46,214

Library Revenue:

Per capita revenue Wakulla County:	\$12.21
Per capita revenue Florida:	\$36.35
Per capita revenue United States:	\$33.87

If public library revenue were redirected to other government entities, Wakulla County would LOSE:

Gross County Product (npv):	\$2,769,998
Personal Income (npv):	\$18,604,662
Average annual jobs produced:	5
Gross County Product increase for every dollar spent:	\$7
Income increase for every dollar spent:	\$47

* based on state per capita survey data from surveys performed in the fall of 2009.
 Demographic data from Alteryx, 2009 estimates.
 Adult population for the state of Florida in 2008 used in per capita calculations.

Walton County

***ROI estimate: \$12.14 return for every \$1 spent.**

Cost to library users or user investment:	\$8,757,556
Cost to use alternatives to library:	\$17,837,785
Community economic benefits lost:	\$3,470,810
Lost use benefits:	\$239,099
Total net benefit:	\$9,080,229
Economic return:	\$12,790,138

County Demographics:

Population:	55,347
Households:	24,608
Median Household Income:	\$44,172

Library Revenue:

Per capita revenue Walton County:	\$17.58
Per capita revenue Florida:	\$36.35
Per capita revenue United States:	\$33.87

If public library revenue were redirected to other government entities, Walton County would LOSE:

Gross County Product (npv):	\$4,620,162
Personal Income (npv):	\$21,350,695
Average annual jobs produced:	7
Gross County Product increase for every dollar spent:	\$5
Income increase for every dollar spent:	\$22

* based on state per capita survey data from surveys performed in the fall of 2009.

Demographic data from Alteryx, 2009 estimates.

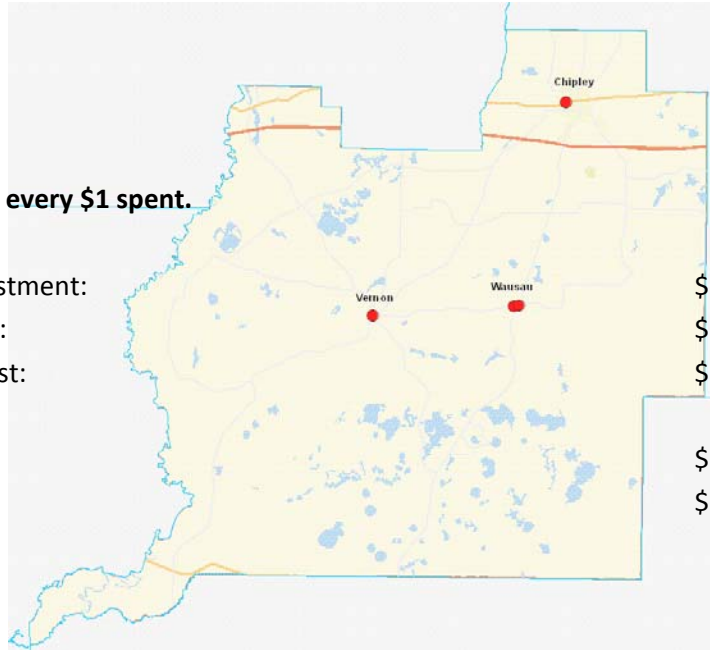
Adult population for the state of Florida in 2008 used in per capita calculations.



Washington County

***ROI estimate: \$17.41 return for every \$1 spent.**

Cost to library users or user investment:	\$3,769,672
Cost to use alternatives to library:	\$7,678,237
Community economic benefits lost:	\$1,494,003
Lost use benefits:	\$102,920
Total net benefit:	\$3,908,565
Economic return:	\$5,505,488



County Demographics:

Population:	23,824
Households:	8,485
Median Household Income:	\$34,242

Library Revenue:

Per capita revenue Washington County:	\$12.55
Per capita revenue Florida:	\$36.35
Per capita revenue United States:	\$33.87

If public library revenue were redirected to other government entities, Washington County would LOSE:

Gross County Product (npv):	\$2,022,494
Personal Income (npv):	\$8,633,672
Average annual jobs produced:	3
Gross County Product increase for every dollar spent:	\$7
Income increase for every dollar spent:	\$29

* based on state per capita survey data from surveys performed in the fall of 2009.
 Demographic data from Alteryx, 2009 estimates.
 Adult population for the state of Florida in 2008 used in per capita calculations.

If you're rich you can buy books. If you're poor, you need a library.

John Kenneth Galbraith

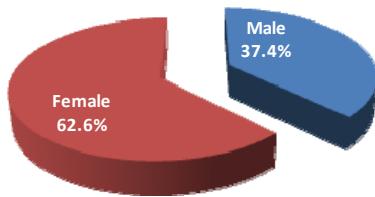
Survey Analysis

In 2008/09 there were 84.3 million in-person visits to public libraries in Florida and 60.1 million virtual visits or remote connections. Florida public libraries are used an average of at least 7.8 times per Florida resident per year, up from the 5.24 times per year calculated in the prior 2004 study. Adult residents who use Florida public libraries via remote connection do so much more frequently than those who visit libraries in person, with an average of 56 connections reported per year.

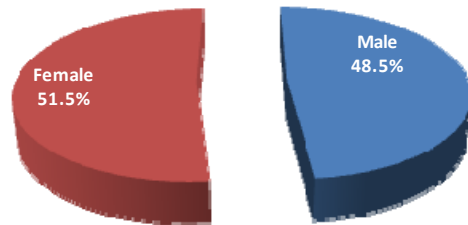
As found in the 2004 study, library users tend to be female, slightly older, somewhat more educated, and slightly more affluent than the overall Florida population.

Figure 4 - Survey Demographics

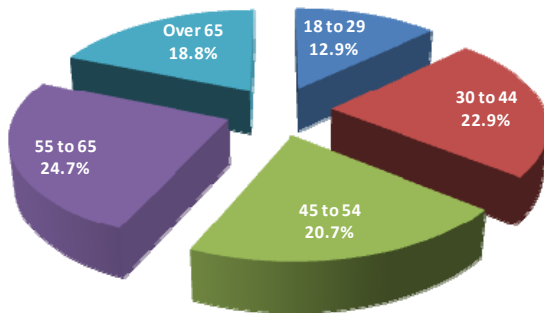
Florida Adult Resident Public Library Users by Gender (n=904)



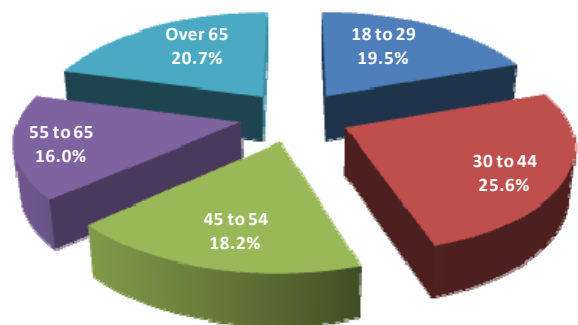
Florida Adult Population by Gender

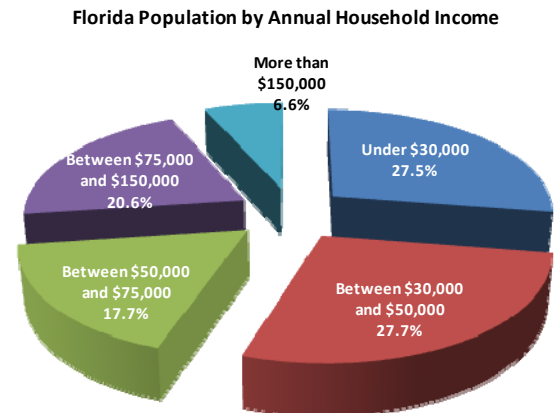
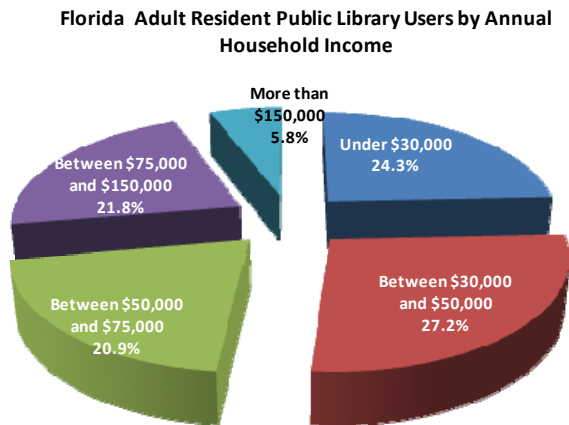
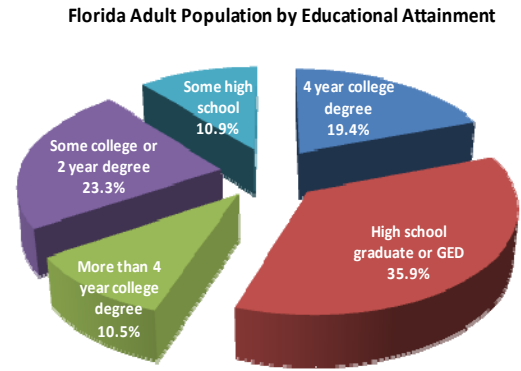
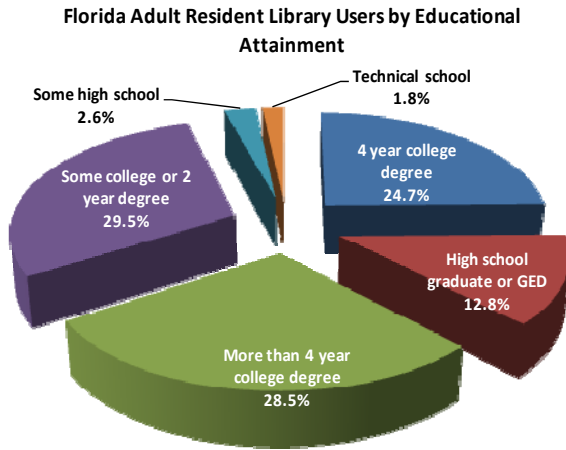


Florida Adult Resident Public Library Users by Age



Florida Population by Age

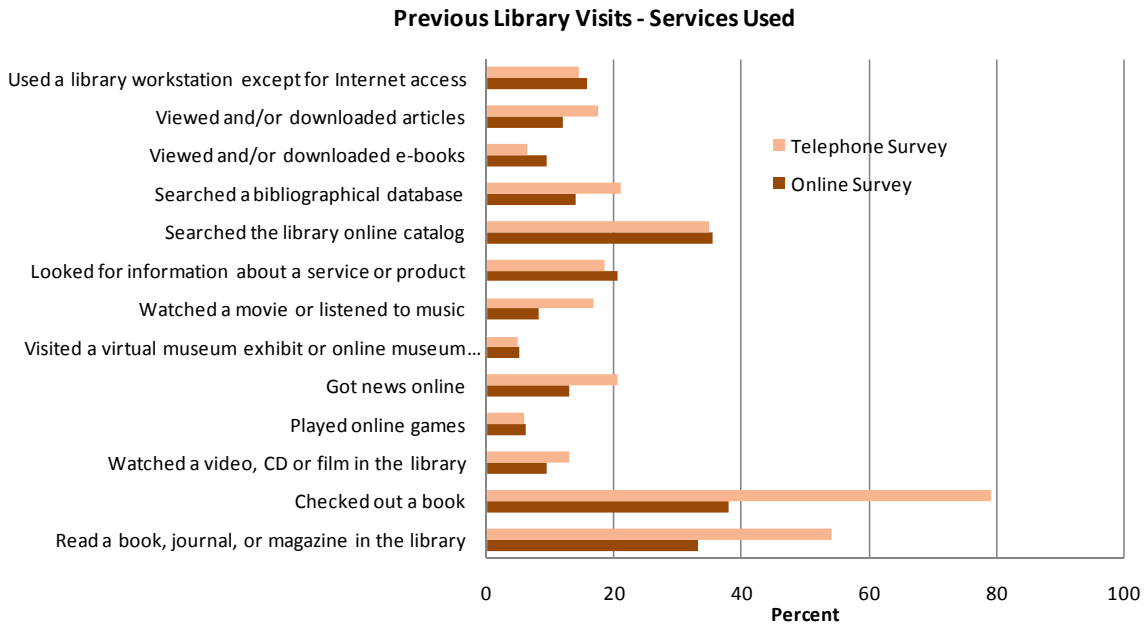
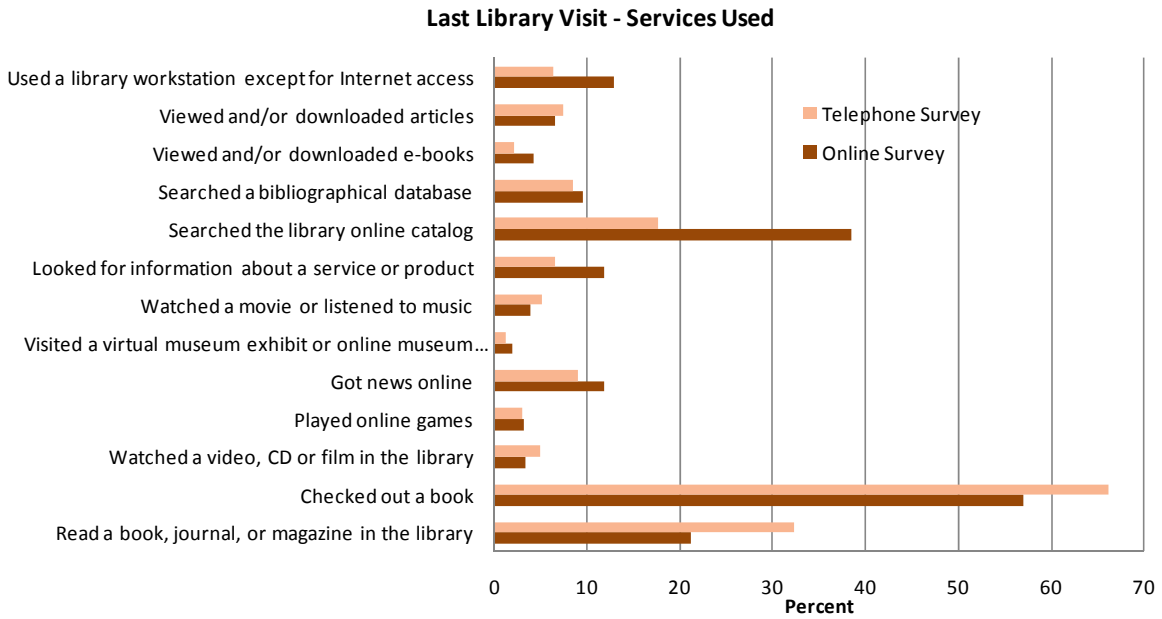




Services offered by public libraries include checking out materials such as books, magazines and DVDs; reference services that help users find the answers or materials they are seeking; Internet and database services both in the library and via remote connection; and educational and entertainment experiences. People make use of all of the wide range of services offered in the public libraries, although checking out materials for outside use still dominates. See Figure 5.

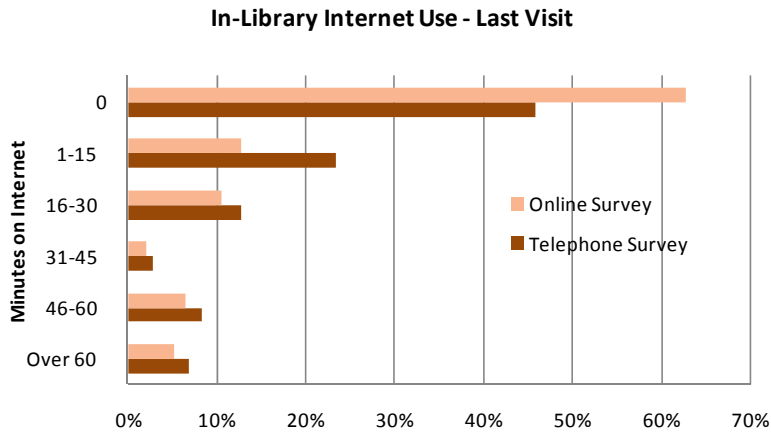
Indispensible, essential and important to a sense of community. The library is not just books and buildings, it is our cultural repository and vital for education. Without the library, the community would not be nearly as valuable and livable.
 Monroe County Public Library User

Figure 5 - Services Used In Library Visits



Most library visitors reported that they do not use the Internet while at the library. Those that do, however, average 56 minutes online per visit.

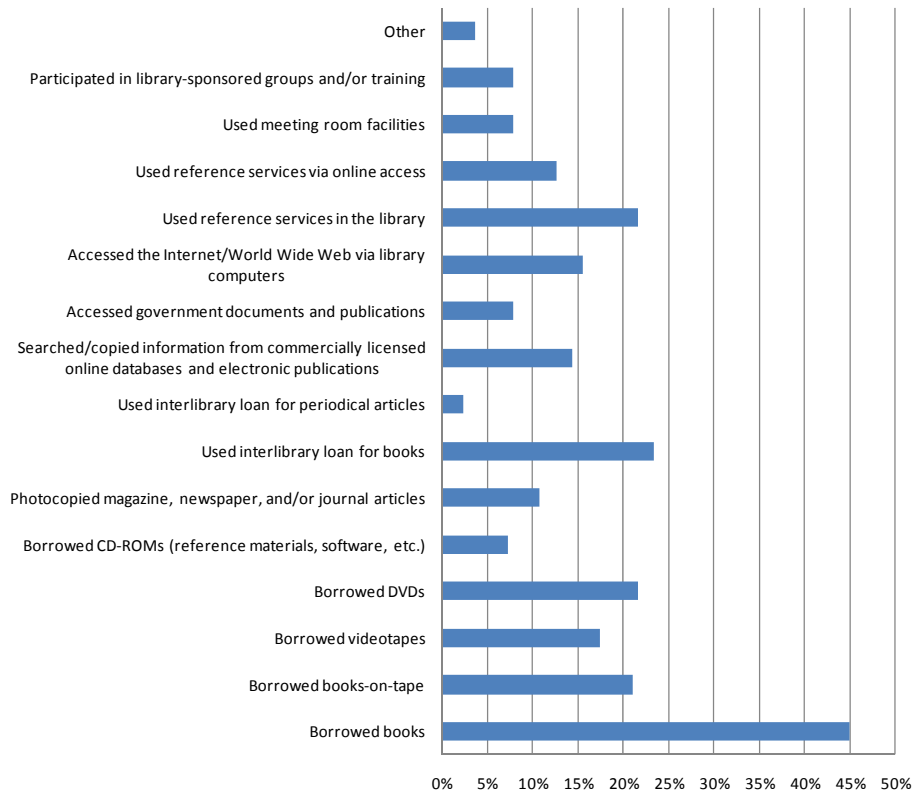
Figure 6 – In-Library Internet Use



Florida’s public libraries are also used by librarians in other organizations, such as schools, colleges and universities, businesses, hospitals and governments. Organizations also use public library meeting rooms, participate in library-sponsored groups and training and use the public libraries’ access to online databases and electronic publications.

Figure 7 - Organizational Uses of Public Library Services

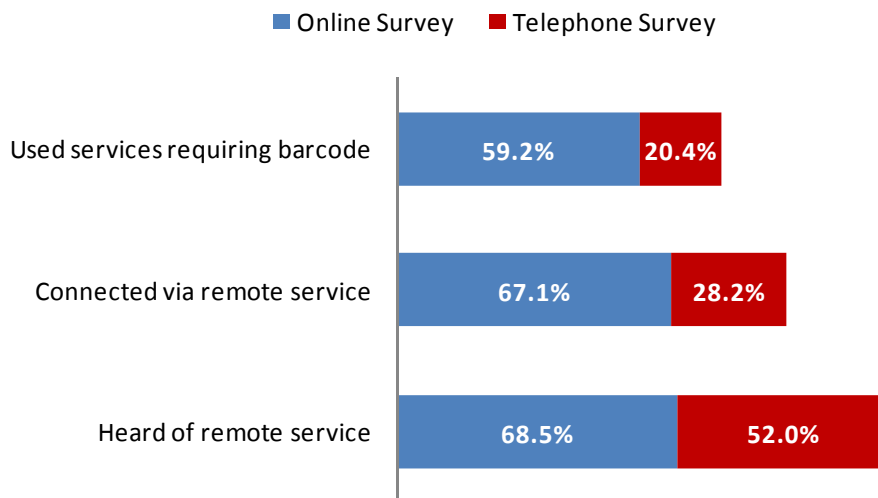
Organizational Uses of Public Library Services



Remote use of public libraries is still very much a factor of comfort with the use of computers. Those who participated in the online version of the library user’s survey were more than twice as likely to have connected to the library online as were those contacted by telephone.

Figure 8 - Remote Connection by Adult Public Library Users

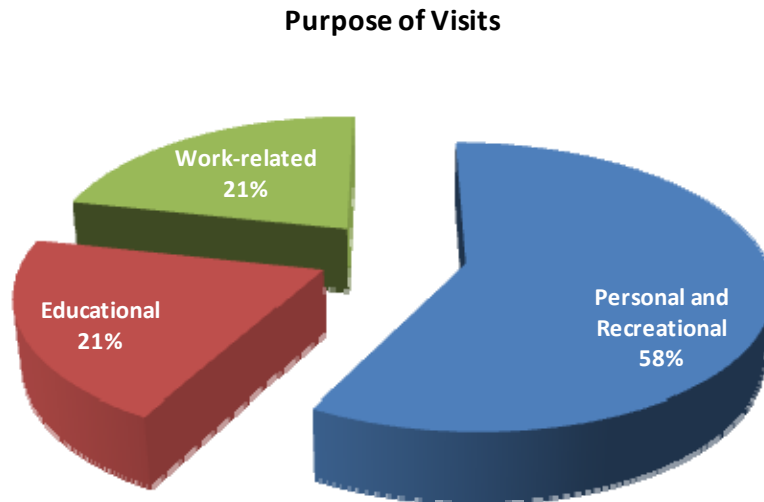
Remote Connection by Adult Public Library Users



Note: Barcode refers to the number on a user's library card. This number is required for use of some remote services.

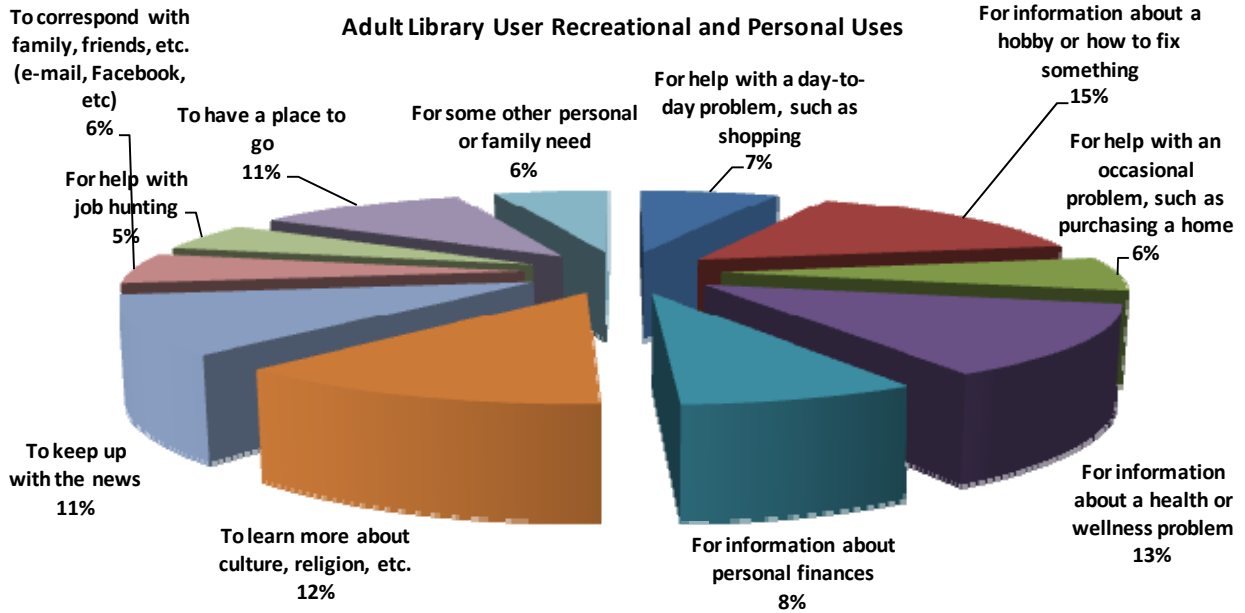
Public libraries are used for many different purposes and these can be categorized as personal and recreational, educational and work-related.

Figure 9 - Purpose of Visits



Personal and recreational uses of library services account for 58 percent of all uses by adult Florida residents.

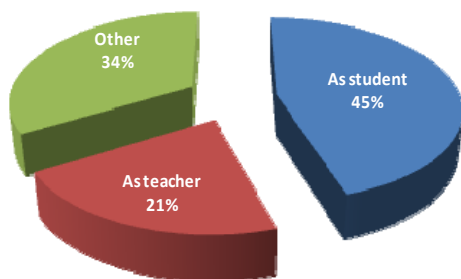
Figure 10 - Adult Library User Recreational and Personal Uses



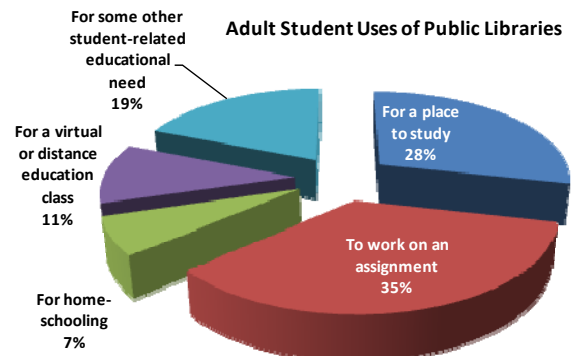
Public libraries are used to support the educational needs of persons as both students and teachers, with the majority of the uses as students.

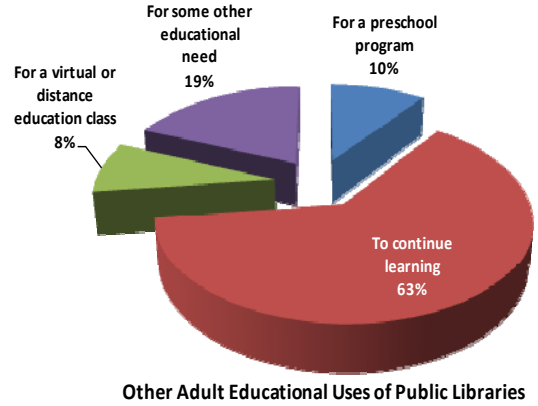
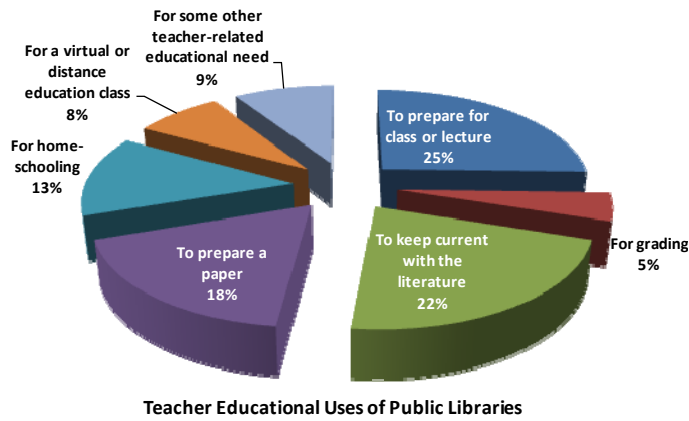
Figure 11 - Educational Uses of Public Libraries

Educational Uses of Public Libraries by Florida Adults



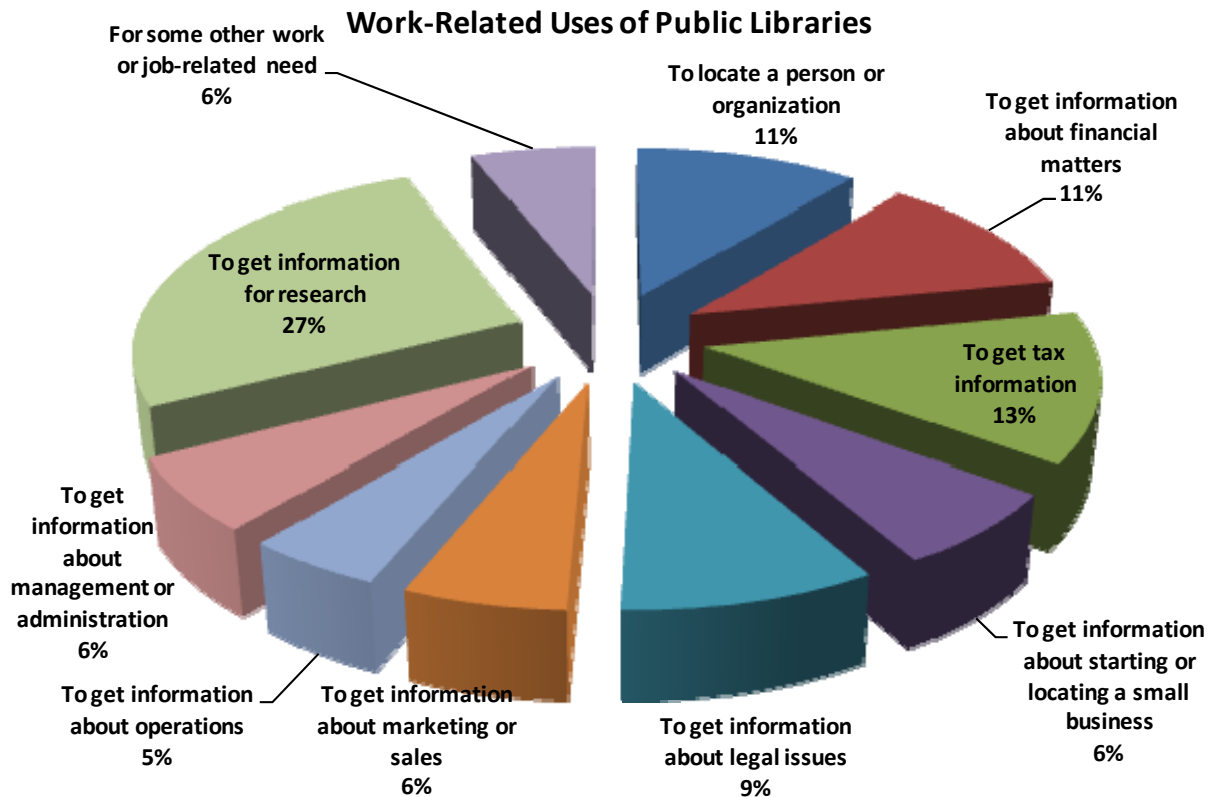
Adult Student Uses of Public Libraries





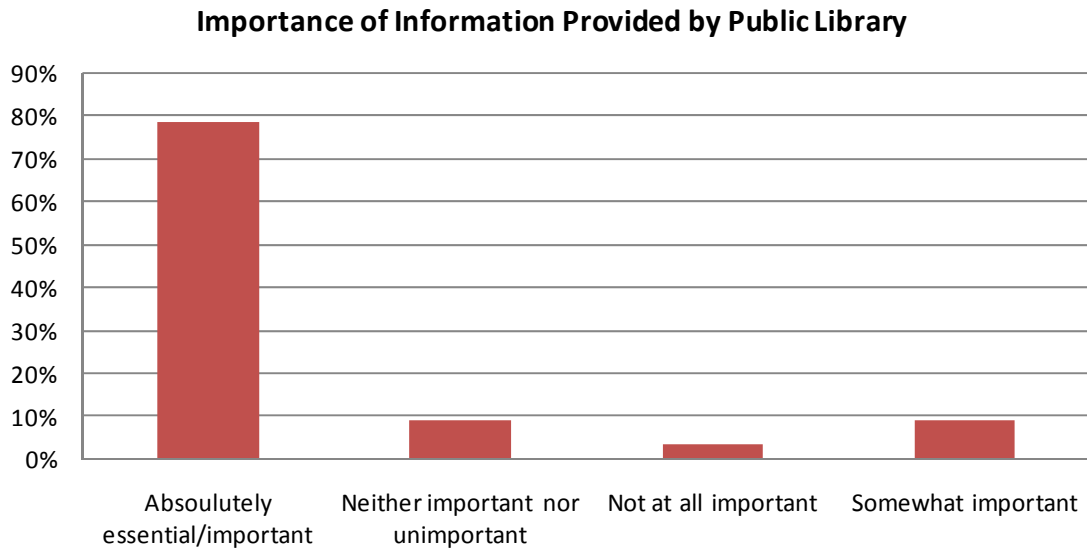
Florida public libraries are also used to support residents' work-related needs involving research, business start-ups, finances and tax information.

Figure 12 - Work-Related Uses of Public Libraries



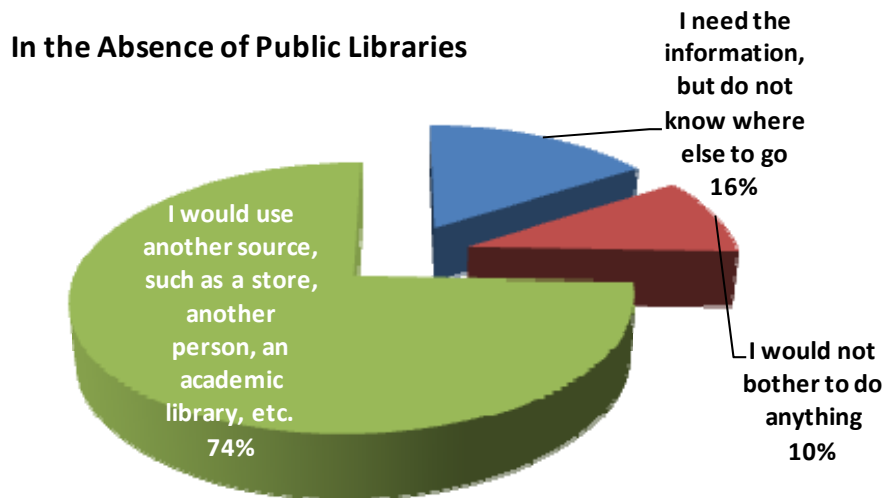
The importance of public libraries in supporting users' varying purposes and goals is evident by the importance users place on these services.

Figure 13 - Importance of Information Provided by Public Library



If there were no public library, the vast majority of users would pursue other sources for the information they need, yet a surprising number would still need the services but not know how to replace them.

Figure 14 - In the Absence of Public Libraries

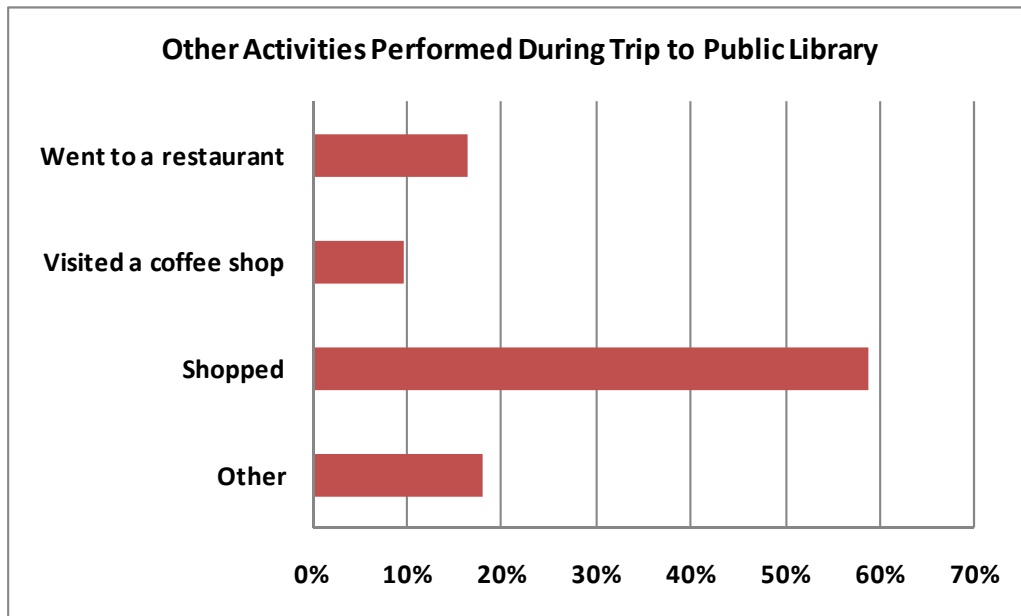


The cost to use alternatives include the cost of user time as well as monetary costs related to purchasing or renting items and traveling to alternative locations. For those uses for which a known alternative is used, the cost to access or acquire the alternatives would be an estimated \$7.1 billion, up from \$4.1 billion in 2004.

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. Approximately 35 percent of survey respondents reported performing extra activities in conjunction with a trip to the library. See Figure 15.

Figure 15 - Other Activities Performed During Trip to Public Library



Those who visited other places along with the library reported spending an average of \$47.90 on these trips. A 1997 study found that approximately 23 percent of these purchases would not occur if the library did not exist. See *What Happens When a Public Library Service Closes Down?* Proctor, R., Usherwood, B., Sobczyk, G. *Library Management*. MBC University Press, vol. 18, No. 1, 1997, pp. 59-64.

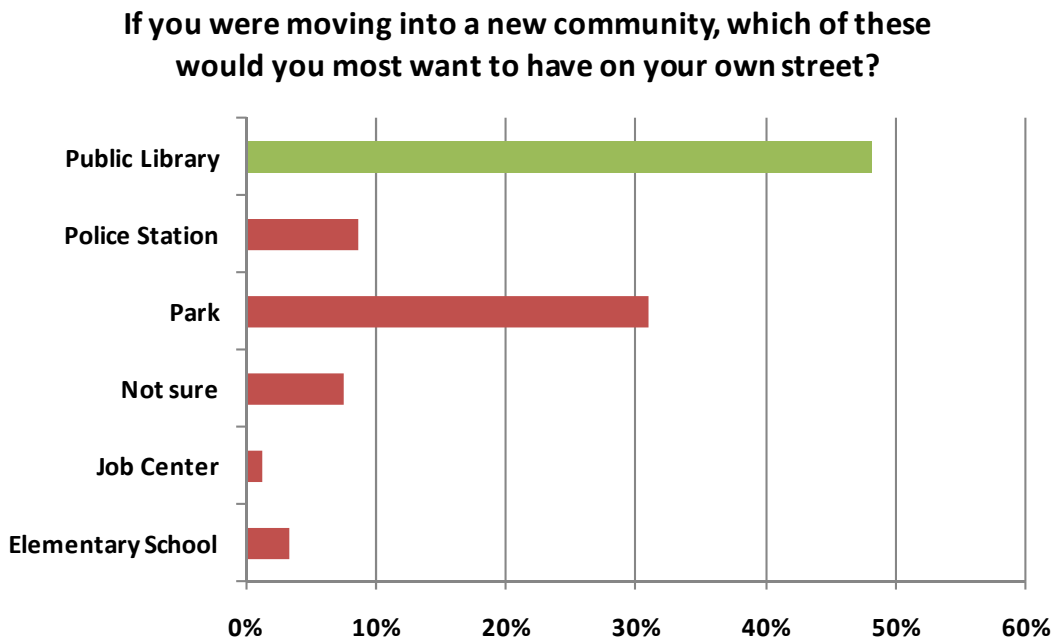
Social Value

Public support of public libraries is a reflection of, and therefore depends upon, the perceived value of the library to each taxpayer, family and community. Perceived value is the benefit a consumer expects to gain from a product or service, either tangibly or psychologically. The perceived value of a product or service has a direct effect on demand for that product or service.

The price or cost of an item is typically used as a way to determine its value to an individual. Where services are provided for free or at a cost not readily ascertainable to the user, as is the case with public libraries, other methods are needed to measure perceived value.

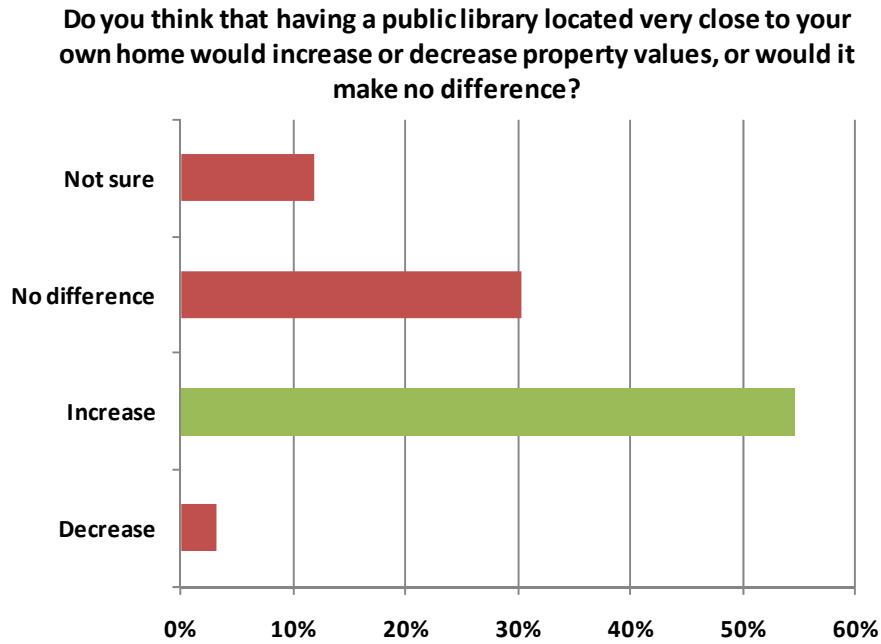
One way is to ask users to rank order or rate an item amongst a list of other items in order to determine preference. When asked which they would prefer to have on their own street in a new community, nearly half of Florida residents said they preferred a public library over a park, police station, job center or elementary school.

Figure 16 - Most Want to Have on Own Street



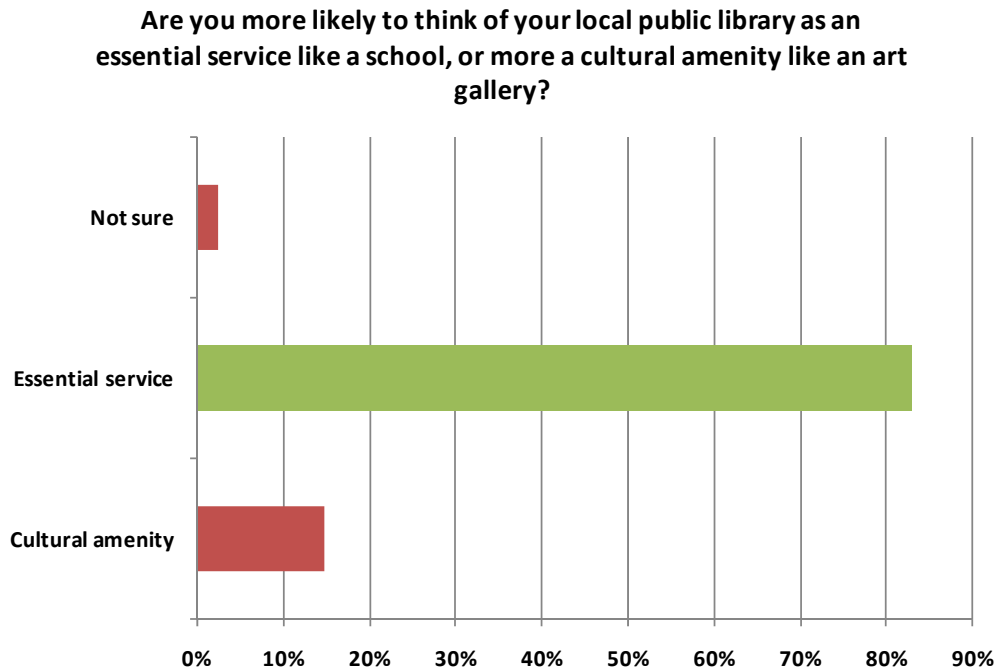
Public library users were also asked their perceptions on the impact a public library located near their home would have on property values. Over one-half thought that their property values would increase if a public library located nearby. See Figure 17.

Figure 17 - Effect on Perceived Property Values



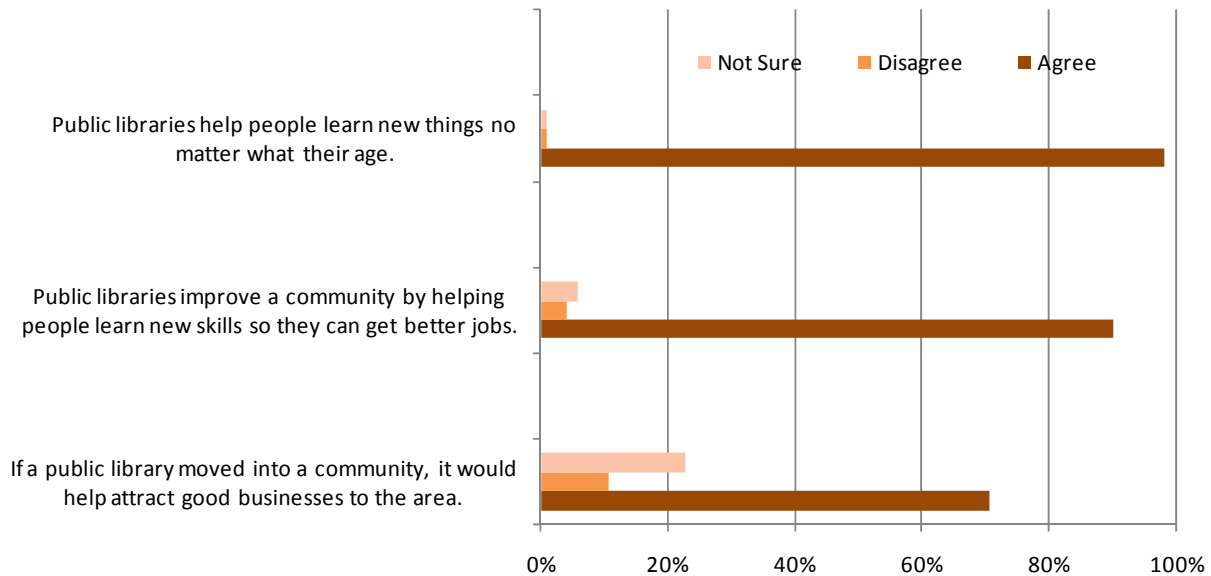
Florida public library users were also asked how they viewed public libraries – as an essential service or cultural amenity. Over 80 percent saw public libraries as an essential service.

Figure 18 - Essential Service or Cultural Amenity



Lastly library users were asked whether they agreed or disagreed with three statements regarding public libraries.

Figure 19 - Agreement with Statements about Public Libraries

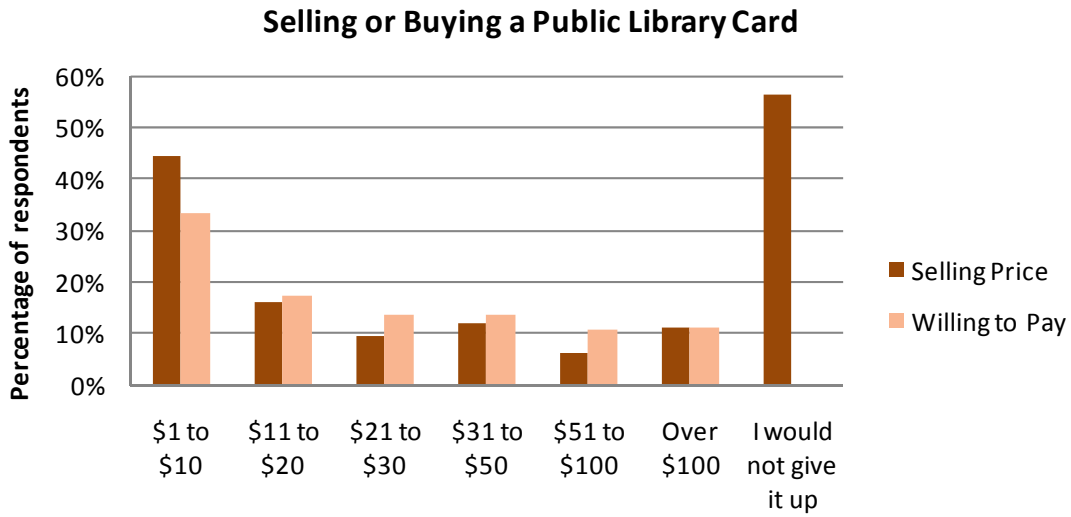


There are also methods that help quantify perceptions of perceived value by asking people to place dollar values on their choices. The fundamental monetary measure of value in economics is based on the concept of substitution and trade-offs that can be expressed in terms of willingness to pay or willingness to accept payment. Based on his or her economic situation, each individual can choose to consume private, public and other non-market goods, including library services. The trade-offs that people make as they choose less of one good and substitute more of another reveal something about the values people place upon these goods.

The contingent valuation method is a direct and explicit method that uses surveys to value public goods. The method circumvents the absence of markets for public goods by presenting the respondents with a hypothetical market in which they have the opportunity to “buy” or “sell” the good in question. The method is based on the individual’s own assessment of the good to be valued and aims at eliciting people’s willingness to pay in money amounts for a change in the provision of a non-market good, such as public libraries.

Florida public library users were asked both how much they would sell their library card for as well as how much they would pay to buy a card annually. The average “selling price” was \$26.84 – although fully 56 percent of respondents said they would not give up their library card. The average price to “buy” a card was \$31.34, although over 35% of respondents were willing to pay \$31 or more per year. See Figure 20.

Figure 20 - Willingness to Buy or Sell a Public Library Card



Conclusion

It is apparent from all that has gone before that Florida public libraries offer both perceived and real value to Florida’s citizens and those who visit here. Public libraries do more than provide dollar for dollar return on the services they provide, but instead provide a synergistic multiplied impact that far exceeds the monies invested in them. While the preceding analysis was limited in scope to the financial return on investment, it is abundantly clear that the impact public libraries provide in social value and the creation of a knowledgeable and well-informed public far outstrips their value in monetary terms.