Taxpayer Return on Investment

in Florida Public Libraries

Taxpayer
Return on Investment
in Florida Public Libraries

May 2010

Phyllis K. Pooley, M.B.A, J.D.
Associate Director
Haas Center for Business Research and Economic Development
University of West Florida
Principal Investigator

Rick Harper, Ph.D.
Director
Haas Center for Business Research and Economic Development
University of West Florida

Melissa Neal, Ph.D.
Research Assistant
Haas Center for Business Research and Economic Development
University of West Florida

Rod Lewis, Ph.D.
Research Associate
Haas Center for Business Research and Economic Development, Emerald Coast
University of West Florida

Jennifer Whitfield
Digital Media Coordinator
Haas Center for Business Research and Economic Development
University of West Florida

Michael Scheibe
Research Manager
Haas Center for Business Research and Economic Development
University of West Florida

Acknowledgements

The Haas Center wishes to acknowledge the contributions made by the persons and organizations that participated in this study in various capacities. Without their support, this study could not have been completed. These persons include:

- The staff at the State Library and Archives of Florida, who once again provided information, data and other support in a timely, extremely helpful manner.
- The members of the Taxpayer Return on Investment Study Advisory Group, who provided important guidance to the study:

Linda Allen	Pasco County Library System
Jurate Burns	Destin Library, Okaloosa County Public Library Cooperative
John Callahan	Palm Beach County Library System
Doreen Gauthier	Doreen Gauthier Lighthouse Point Library
Debra Rhodes Gibson	St. Johns County Public Library System
Kevin Griffith	Pasco County Library System
Barrett King	Jacksonville Public Library
Robert Melanson	Winter Park Public Library
Donna Riegel	North Palm Beach Library
Gladys Roberts	Polk County Library Cooperative
John Van Berkel	Manatee County Public Library System

- Oppenheim Research of Tallahassee, Florida, for performing the telephone survey efficiently and effectively.
- All of the public libraries statewide that encouraged their patrons to complete our survey instruments.

And special thanks to the 2,998 adults and 167 organizations that responded to our surveys.

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.
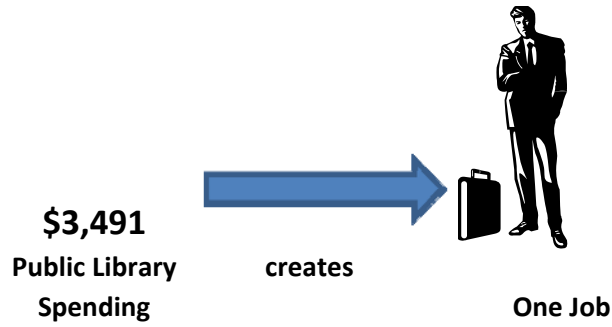
Florida Public Libraries Return on Investment
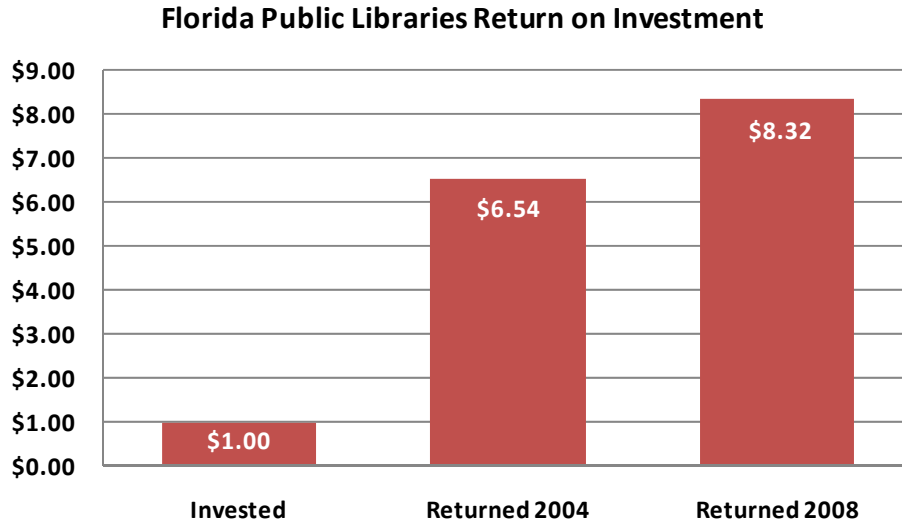
The total revenue investment in Florida's public libraries was $661.5 million in 2008. Based upon an analysis of what would happen if public libraries ceased to exist, the total economic return attributable to the existence of public libraries is **$6.23 billion.** This figure includes the net benefits (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.

$3,491

Public Library Spending

creates

One Job

Florida GRP Increases from Public Support of Libraries

$12.00	
$10.00	
$8.00	
$6.00	
$4.00	
$2.00	
$0.00	

$1.00 (Public support)
$9.08 (GRP 2004)
$10.57 (GRP 2008)

Public support **GRP 2004** **GRP 2008**
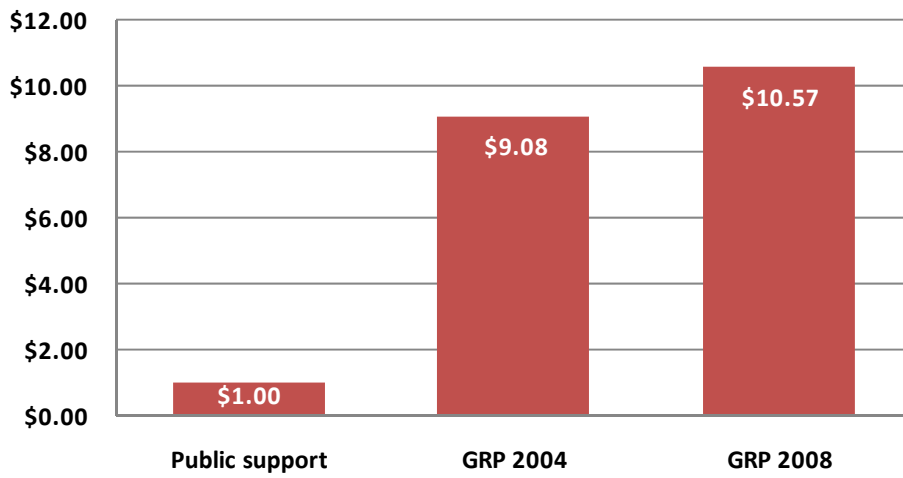
Florida Incomes Increase from Public Support of Libraries

$27.00	
$24.00	
$21.00	
$18.00	
$15.00	
$12.00	
$9.00	
$6.00	
$3.00	
$-	

$1.00 (Public support)
$12.66 (Income 2004)
$22.97 (Income 2008)

Public support **Income 2004** **Income 2008**
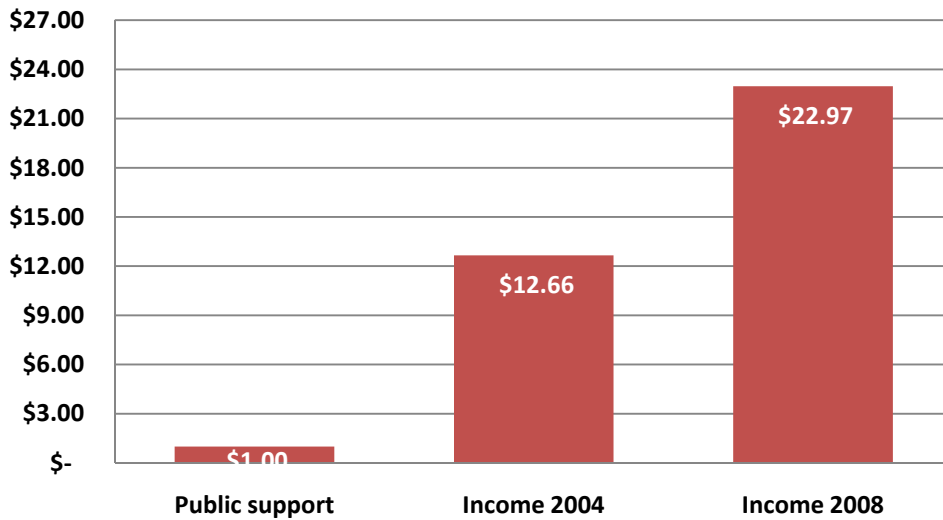
Benefit to Cost ratios

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.

Table of Contents

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

```
                        ┌──────────────┐
                        │   Public     │
                        │   Library    │
                        └──────┬───────┘
              ┌────────────────┴────────────────┐
      ┌───────┴───────┐                  ┌───────┴───────┐
      │   Economic    │                  │    Social     │
      │   Benefits    │                  │   Support     │
      └───────┬───────┘                  └───────────────┘
   ┌──────────┼──────────────────────────────┐
┌──┴───────┐ ┌┴────────┐             ┌────────┴────────┐
│Information│ │ Tourism │             │    Business     │
│ Resources │ │         │             │   Operation     │
└──┬────────┘ └────┬────┘             └────────┬────────┘
```

Cost Savings	User individual benefit		Education	Employment	Purchasing and Capital Construction	Halo effect
	Entertainment	Work-related	Workforce development	Wages	Business employment	Spending at other businesses
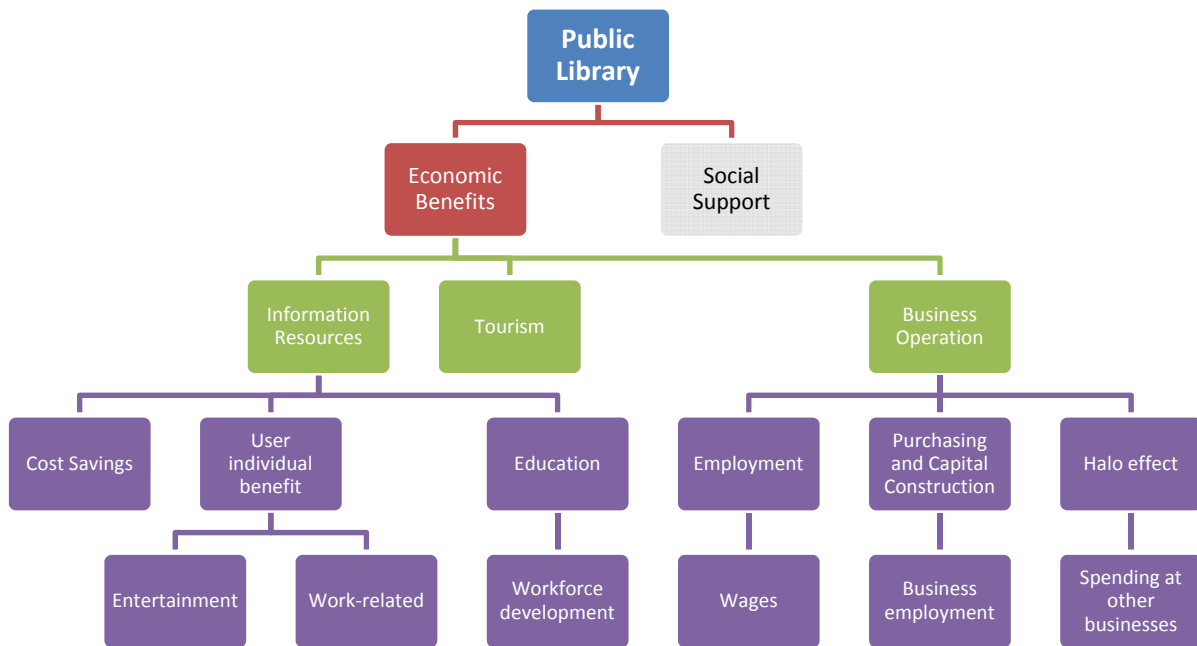
Return on Investment

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

Figure 2 - Florida Public Library Annual Revenues and Visits
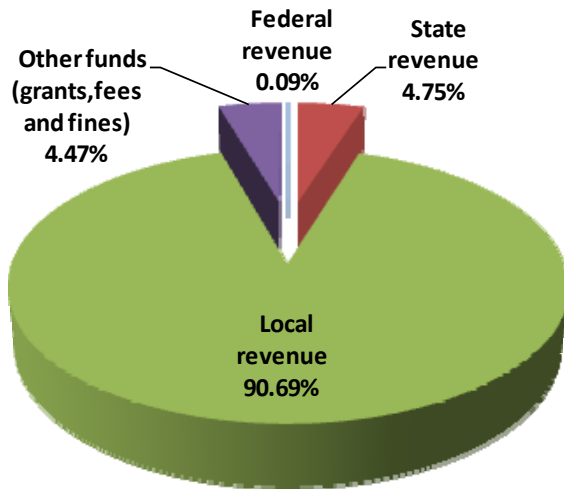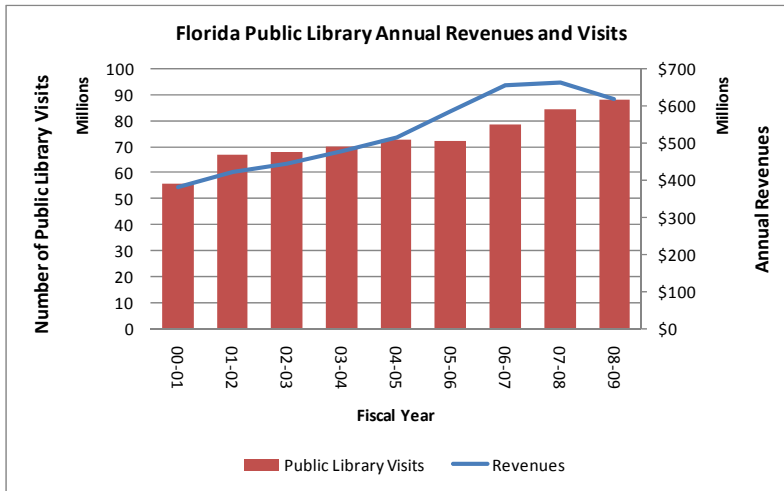
Public Library Funding by Source 2008

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 uses 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.

	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/C**REMI** = 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/C**REMI** = 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
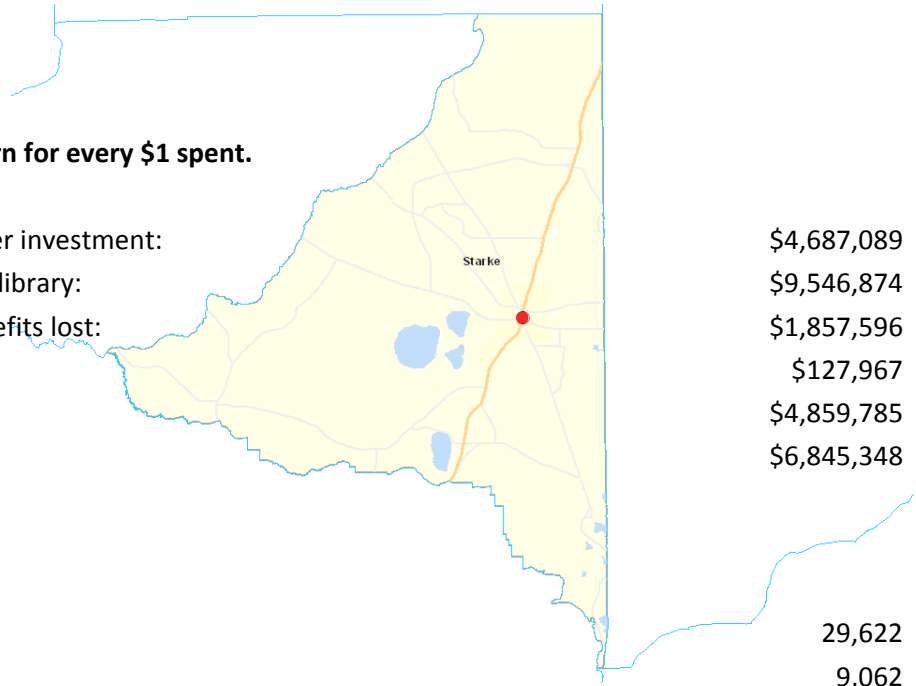
*ROI estimate: $6.46 return for every $1 spent.

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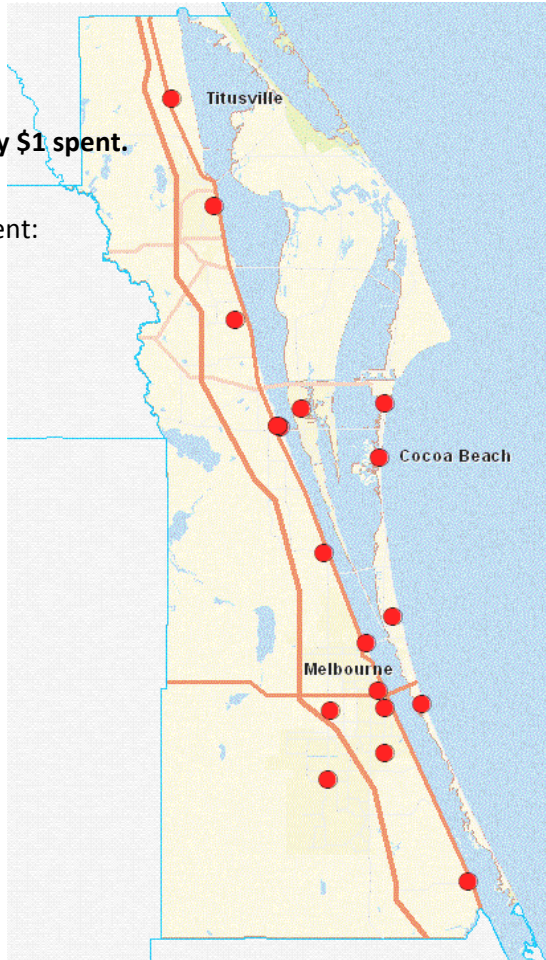
If public library revenue were redirected to other government entities, Brevard County would LOSE:

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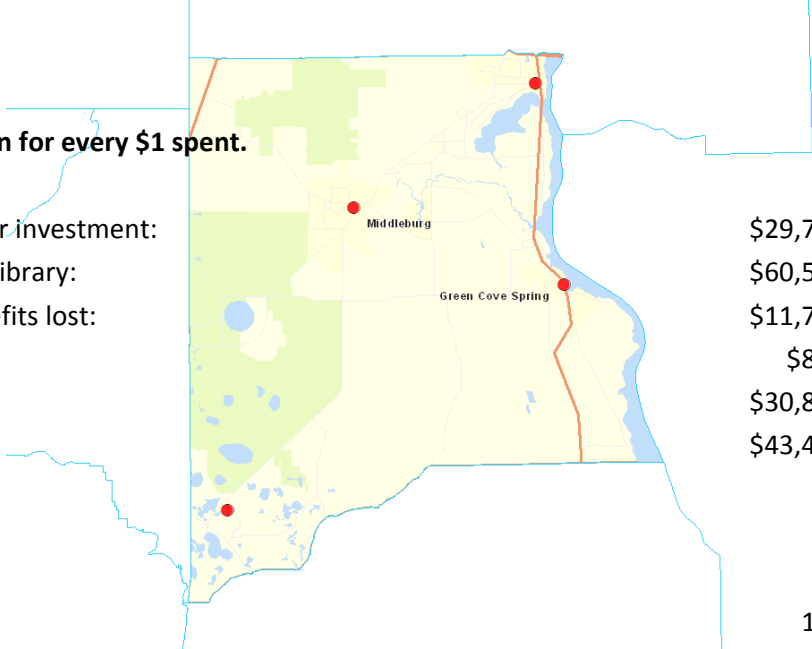
If public library revenue were redirected to other government entities, Citrus County would LOSE:

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
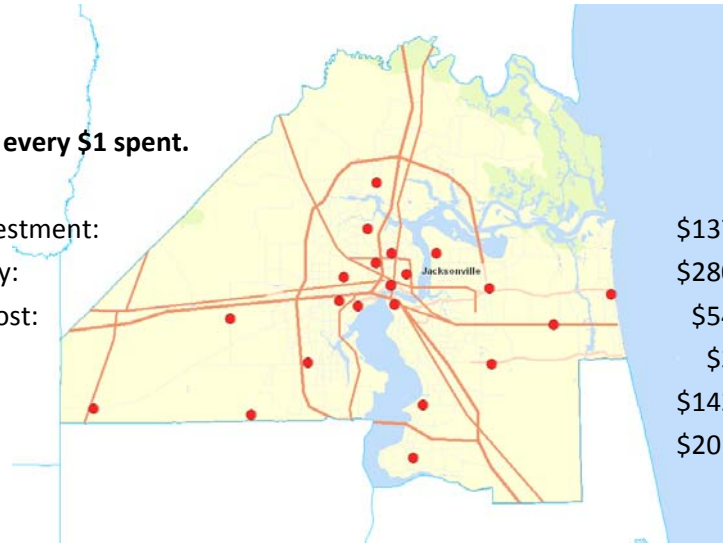
County Demographics:

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
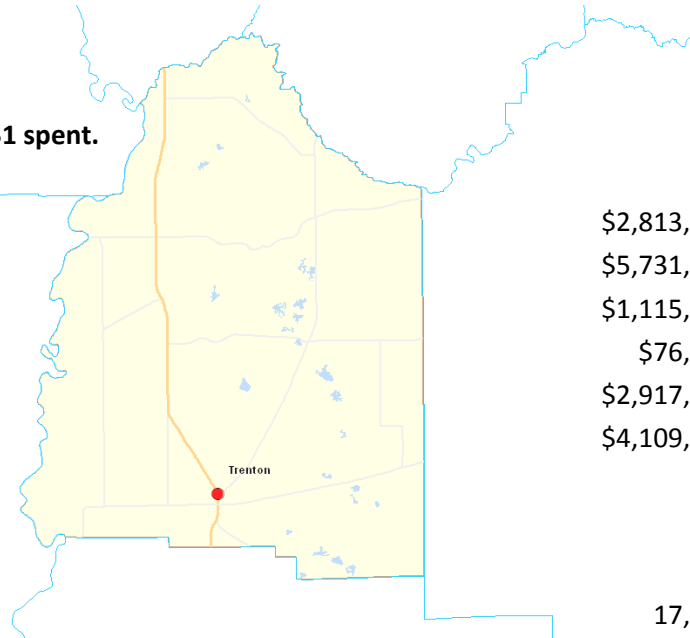
County Demographics:

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
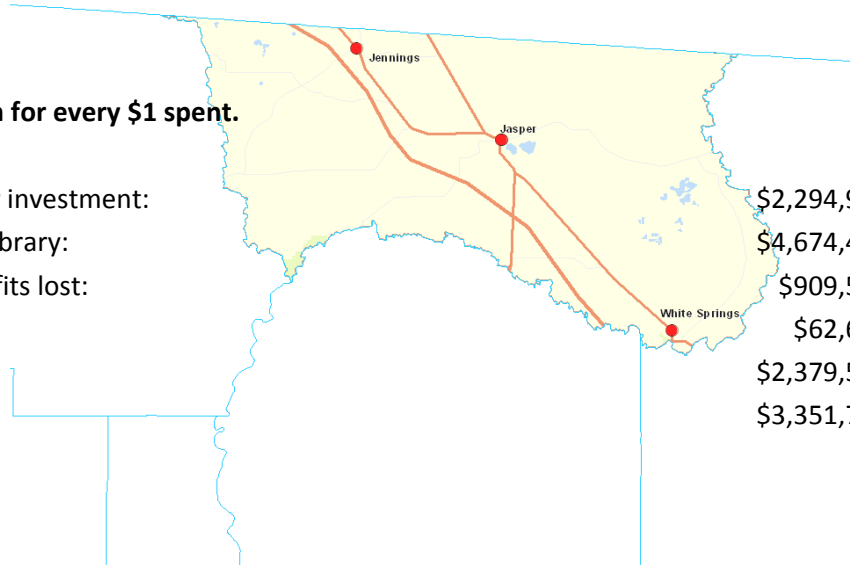
County Demographics:

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
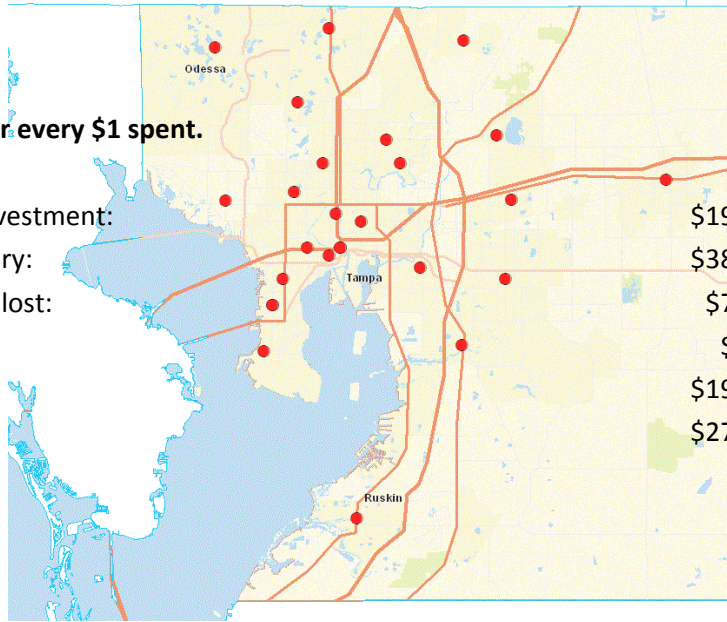
County Demographics:

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
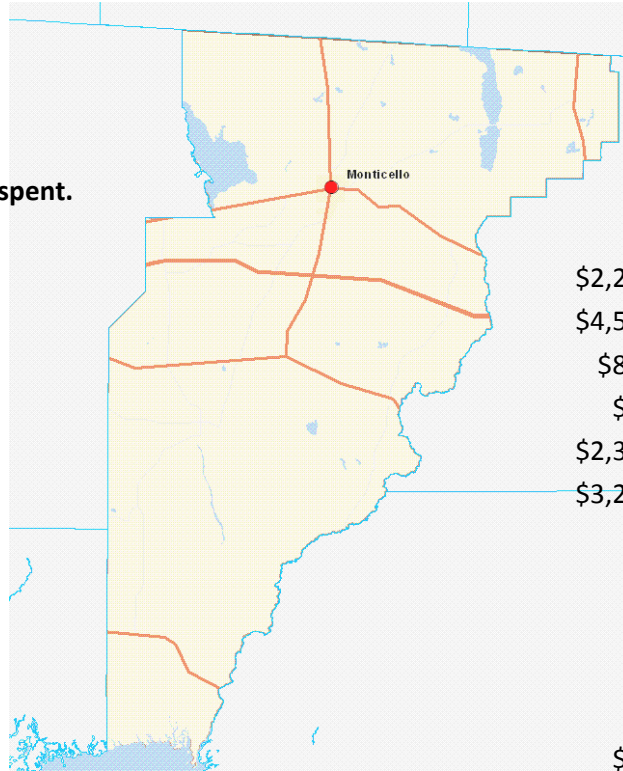
County Demographics:

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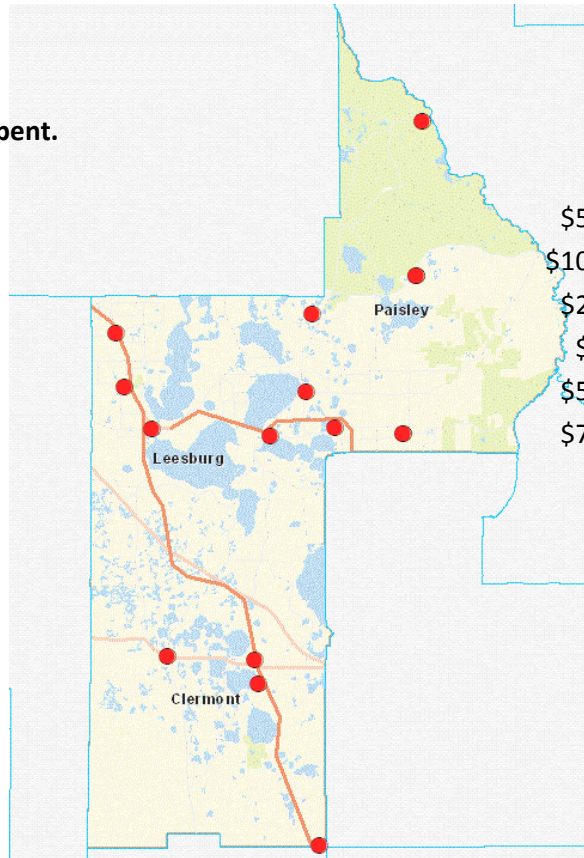
If public library revenue were redirected to other government entities, Lake County would LOSE:

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
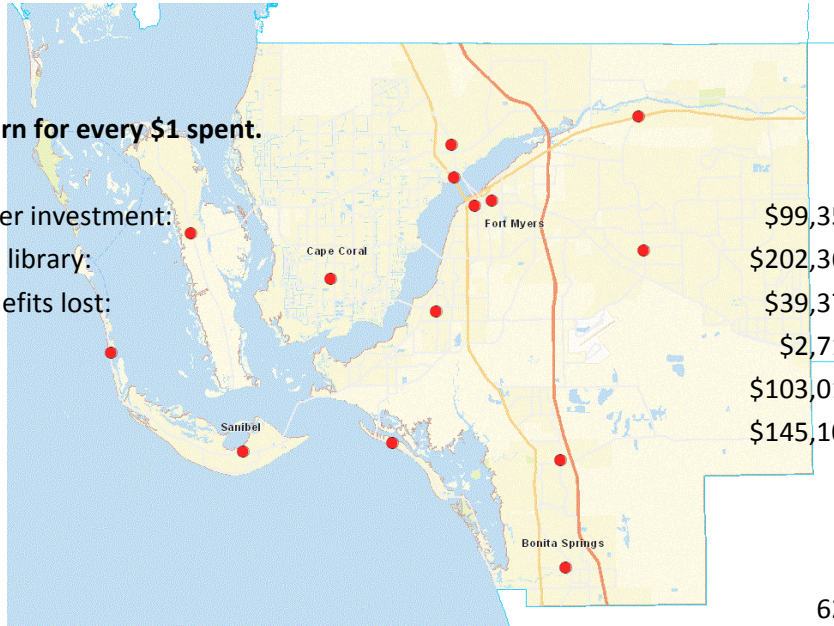
County Demographics:

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
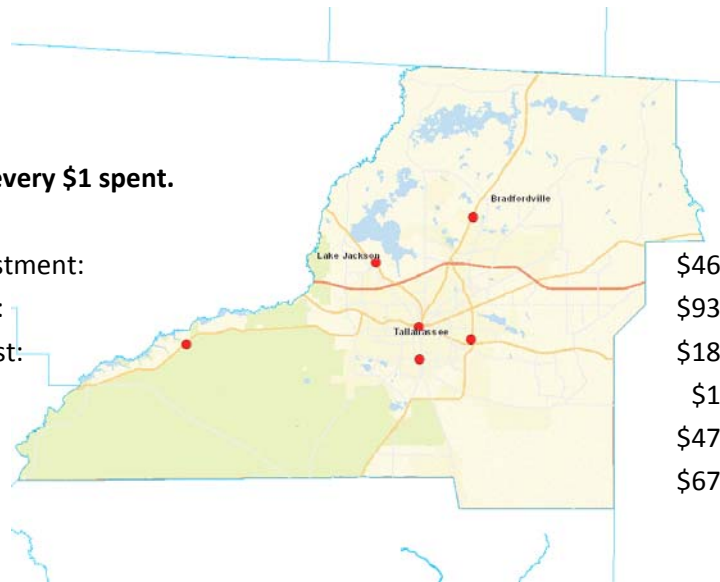
County Demographics:

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
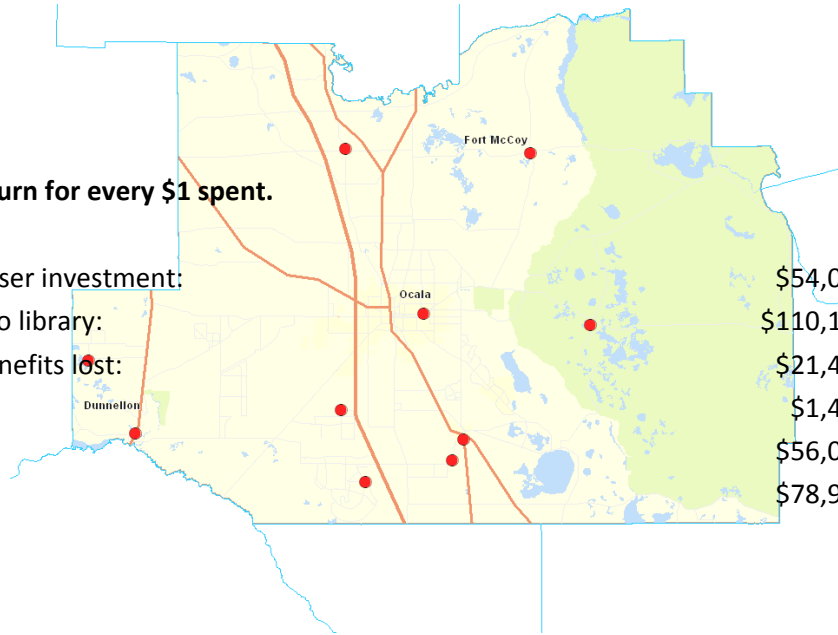
County Demographics:

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
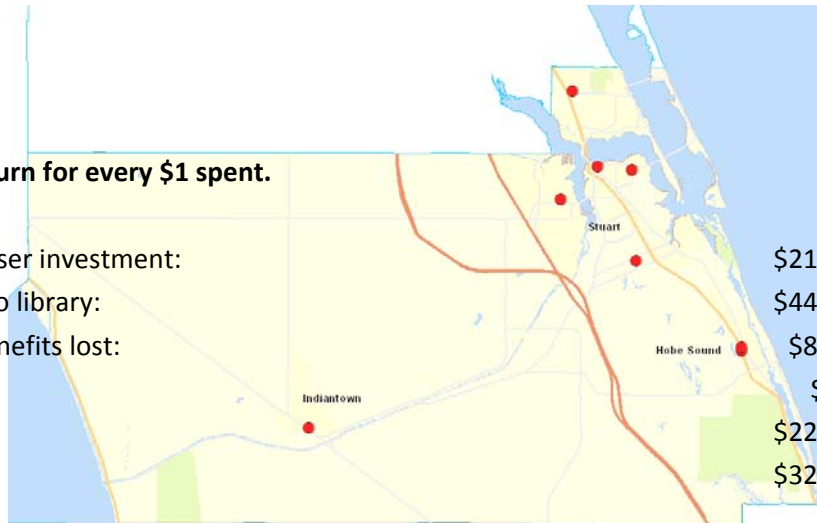
County Demographics:

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.
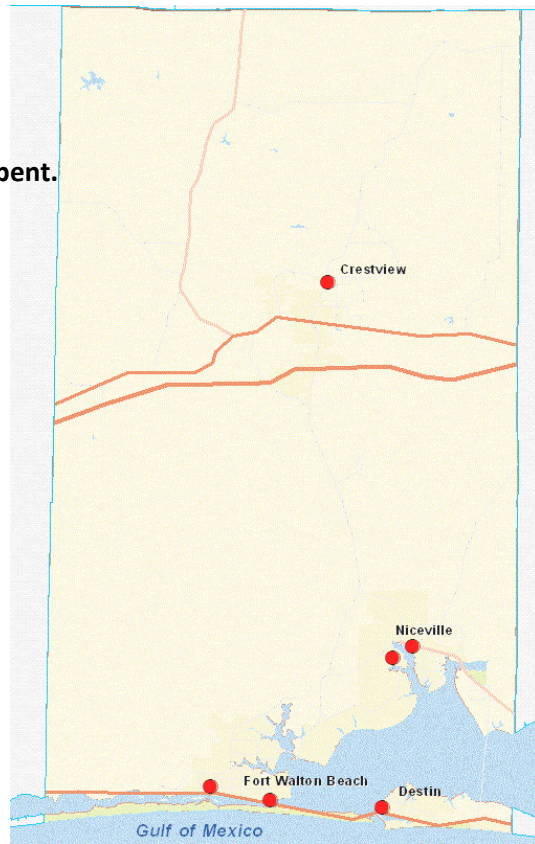
Okeechobee County

*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
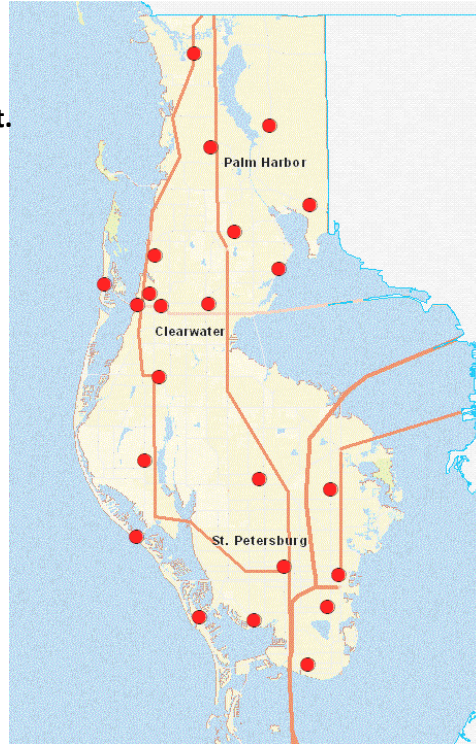
County Demographics:

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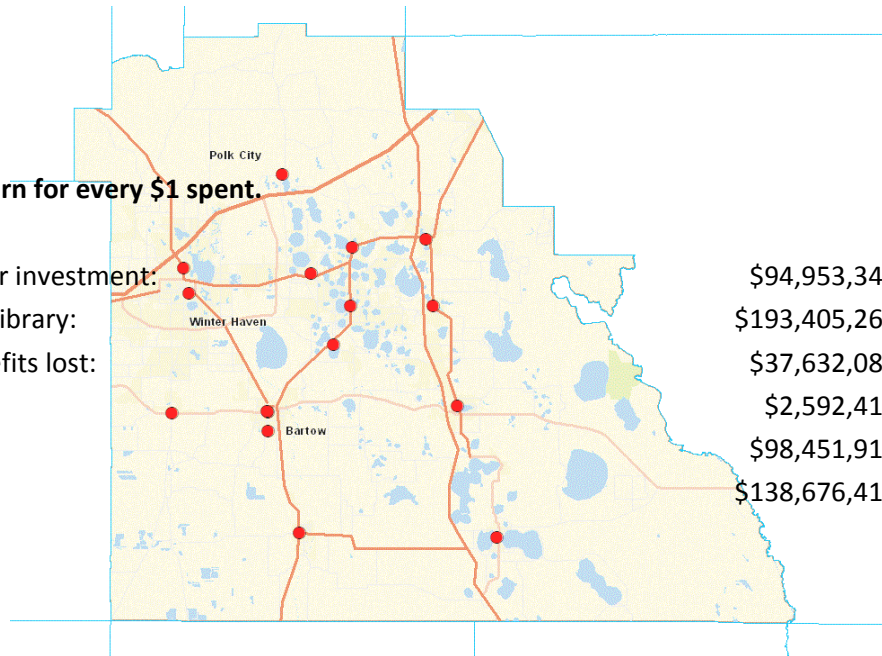
*ROI estimate: $12.58 return for every $1 spent.

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
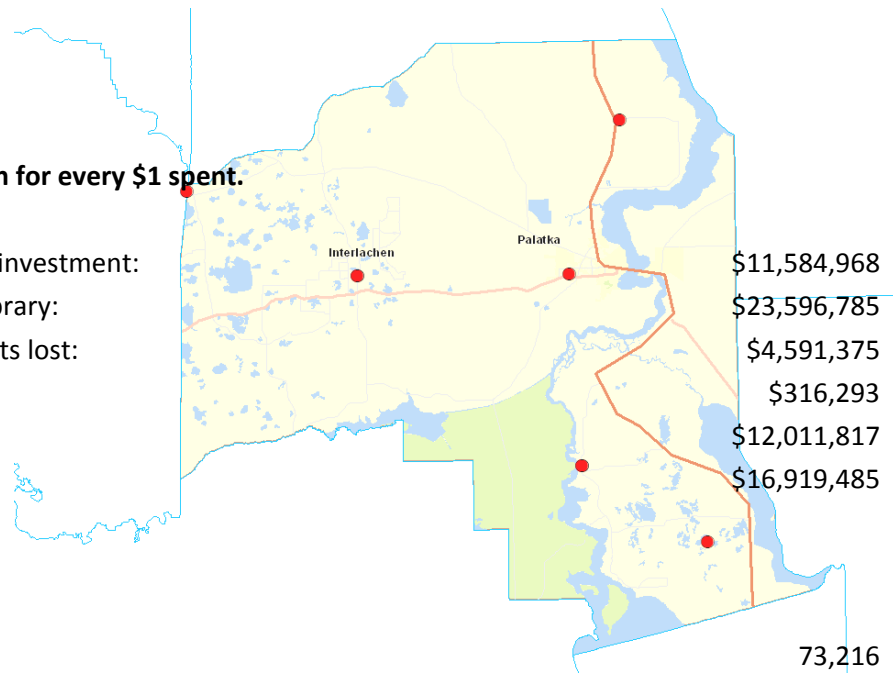
County Demographics:

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
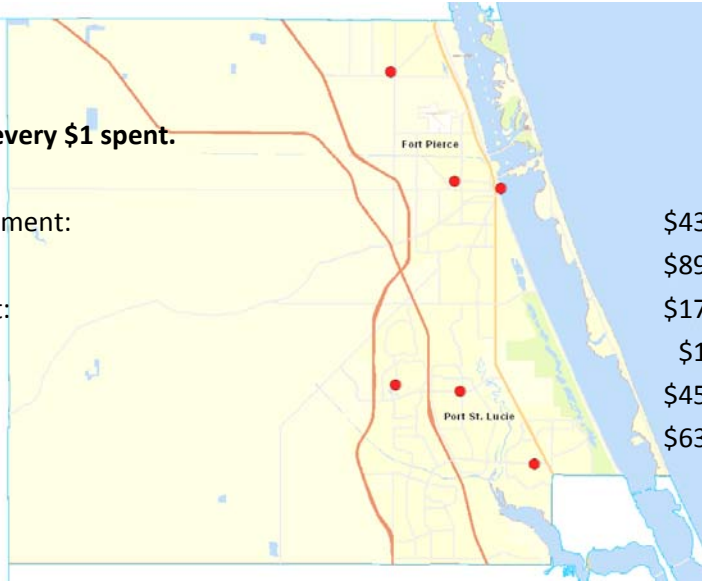
County Demographics:

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
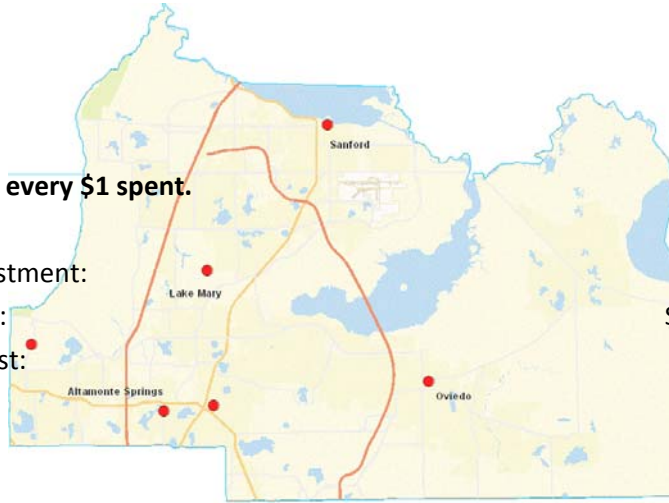
County Demographics:

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
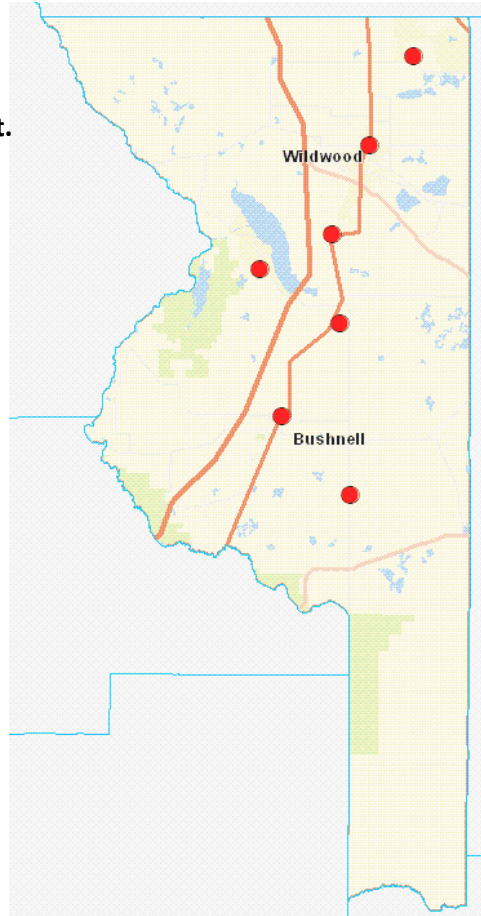
County Demographics:

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
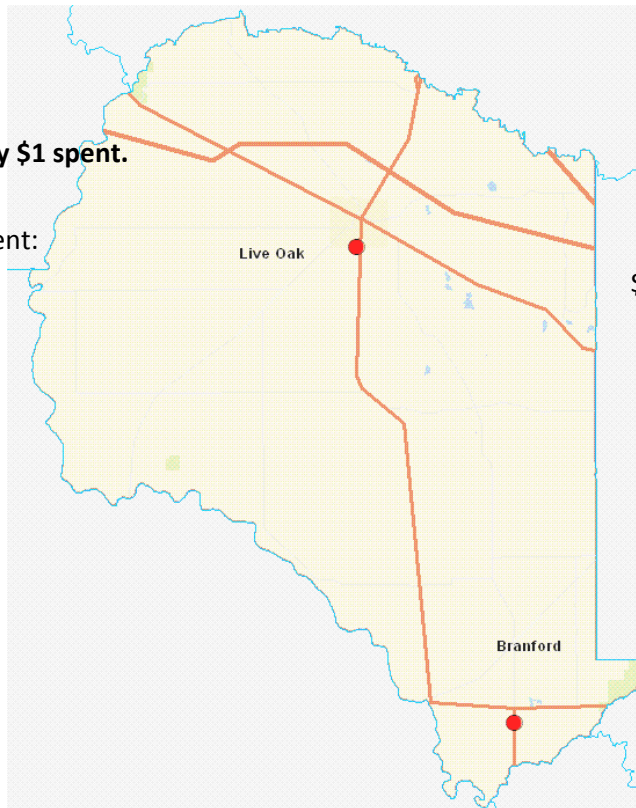
County Demographics:

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
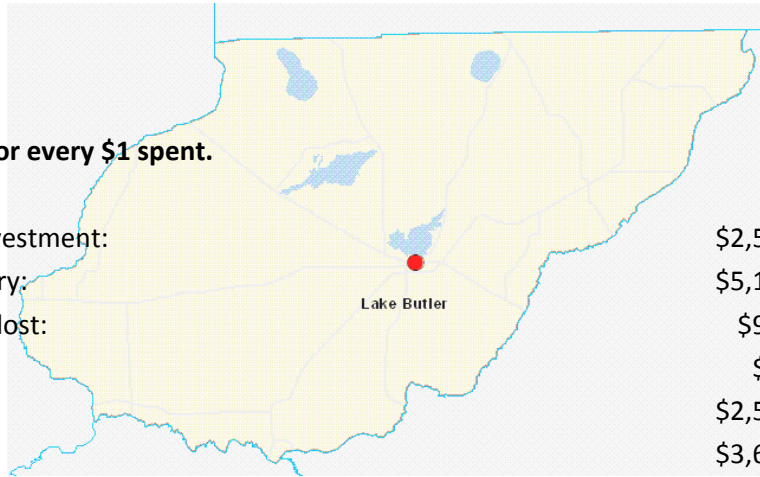
County Demographics:

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
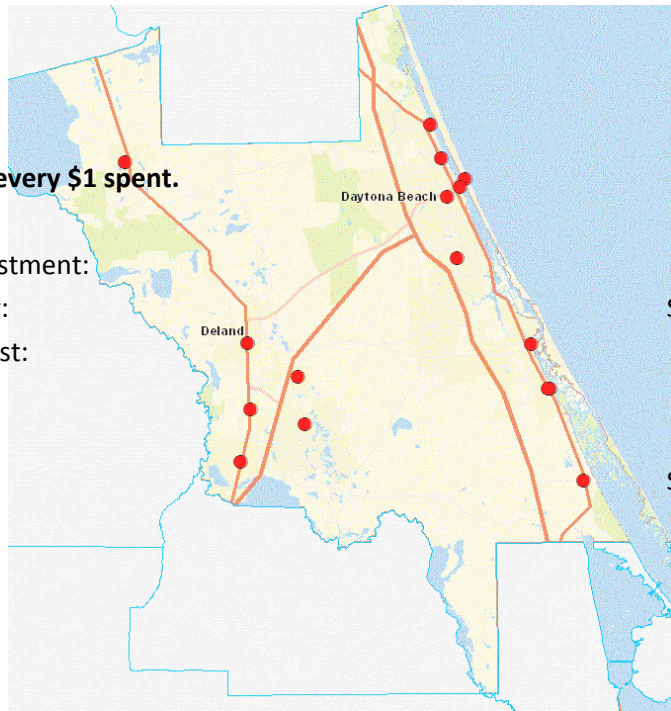
County Demographics:

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
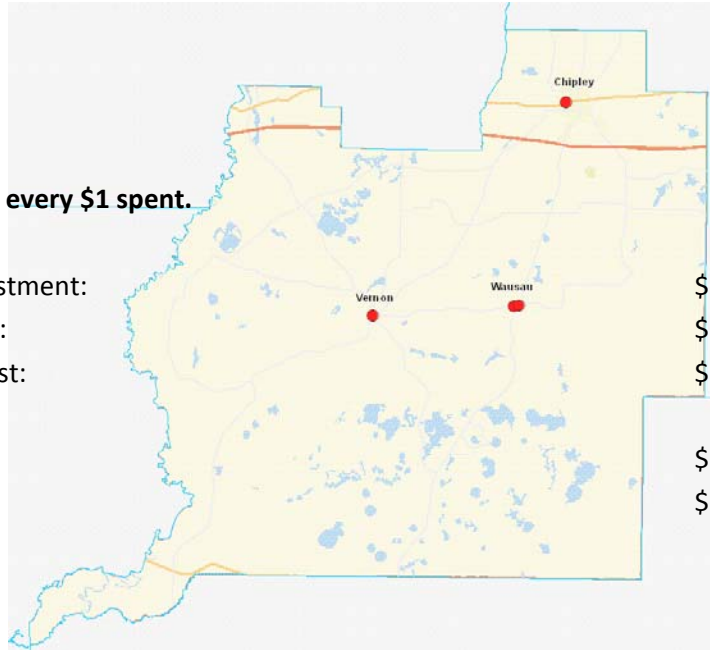
County Demographics:

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)
Male 37.4%
Female 62.6%
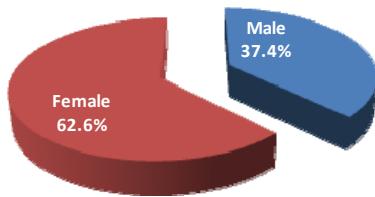
Florida Adult Population by Gender
Male 48.5%
Female 51.5%

Florida Adult Resident Public Library Users by Age
Over 65 18.8%
18 to 29 12.9%
30 to 44 22.9%
45 to 54 20.7%
55 to 65 24.7%

Florida Population by Age
Over 65 20.7%
18 to 29 19.5%
30 to 44 25.6%
45 to 54 18.2%
55 to 65 16.0%

Florida Adult Resident Library Users by Educational Attainment

Some high school
2.6%

Technical school
1.8%

4 year college degree
24.7%

Some college or 2 year degree
29.5%

High school graduate or GED
12.8%

More than 4 year college degree
28.5%

Florida Adult Population by Educational Attainment

Some high school
10.9%

4 year college degree
19.4%

Some college or 2 year degree
23.3%

High school graduate or GED
35.9%

More than 4 year college degree
10.5%

Florida Adult Resident Public Library Users by Annual Household Income

More than $150,000
5.8%

Between $75,000 and $150,000
21.8%

Under $30,000
24.3%

Between $50,000 and $75,000
20.9%

Between $30,000 and $50,000
27.2%

Florida Population by Annual Household Income

More than $150,000
6.6%

Between $75,000 and $150,000
20.6%

Under $30,000
27.5%

Between $50,000 and $75,000
17.7%

Between $30,000 and $50,000
27.7%

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

Last Library Visit - Services Used

Previous Library Visits - Services Used
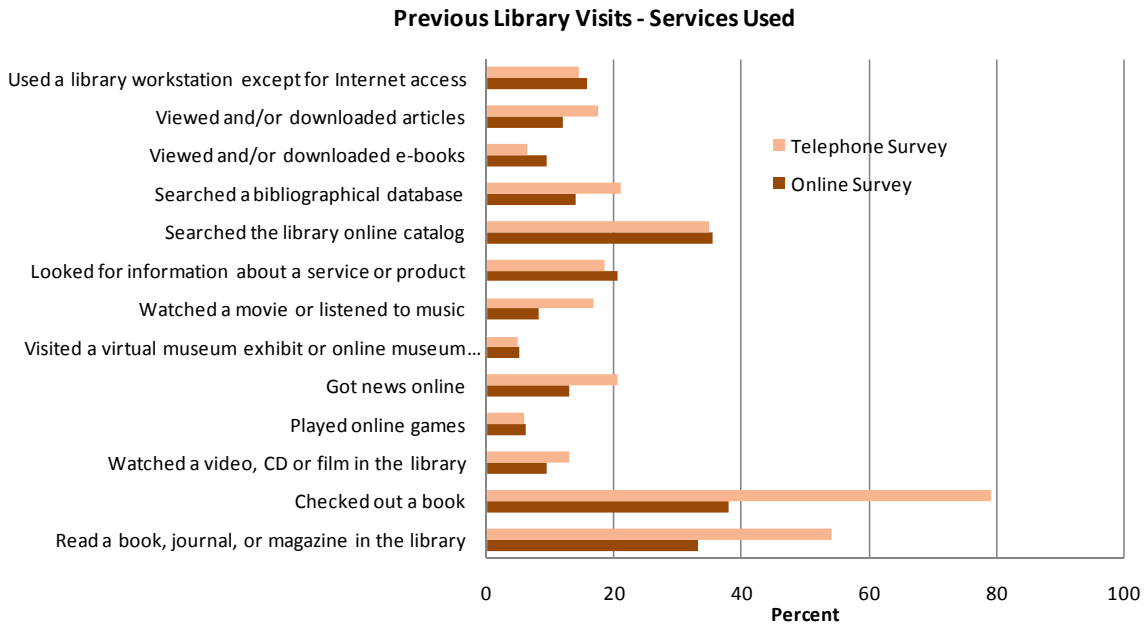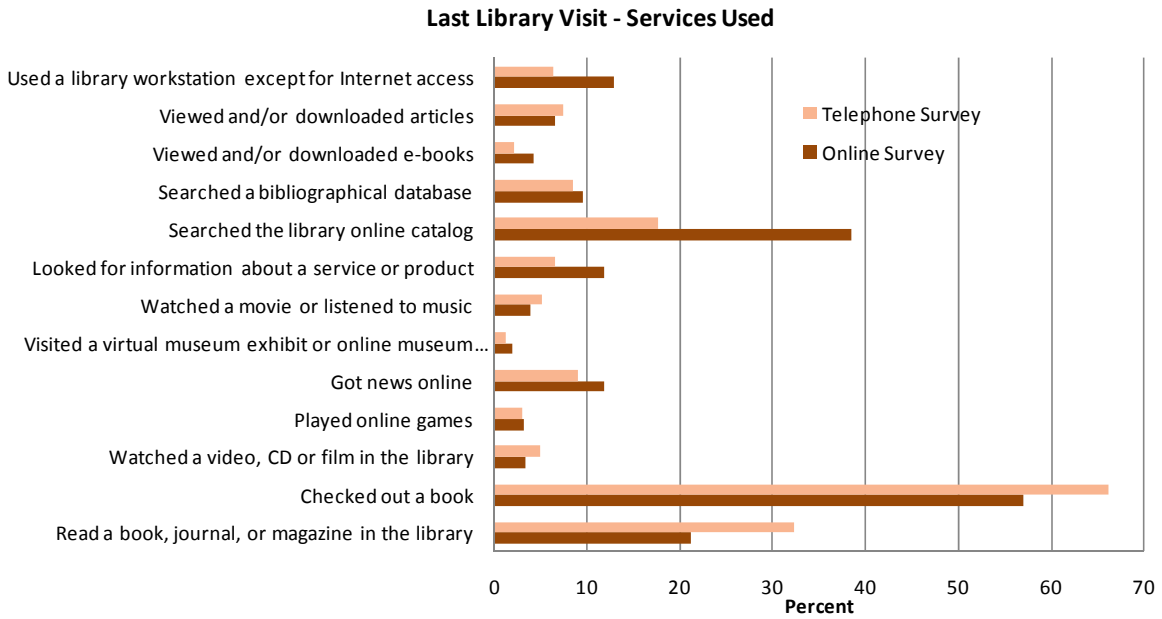
Most library visitors reported that they do not use the Internet while at the library. Those that do, however, average 56 minutes online per visit.

Figure 6 – In-Library Internet Use

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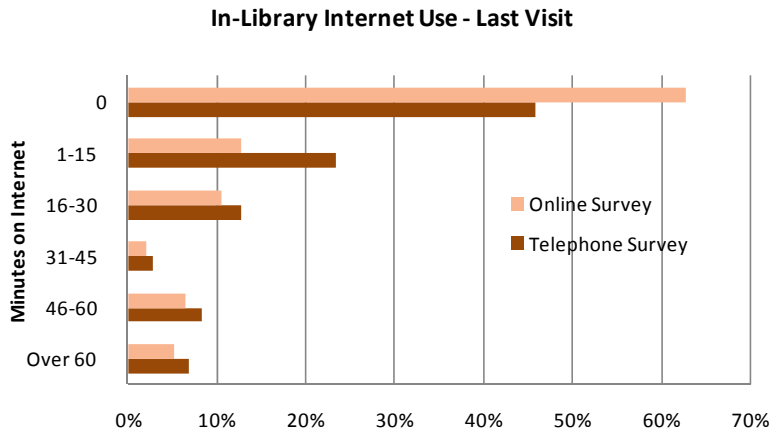
Florida's public libraries are also used by librarians in other organizations, such as schools, colleges and universities, businesses, hospitals and governments. Organizations also use public library meeting rooms, participate in library-sponsored groups and training and use the public libraries' access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

Figure 7 - Organizational Uses of Public Library Services

Organizational Uses of Public Library Services

Other	
Participated in library-sponsored groups and/or training	
Used meeting room facilities	
Used reference services via online access	
Used reference services in the library	
Accessed the Internet/World Wide Web via library computers	
Accessed government documents and publications	
Searched/copied information from commercially licensed online databases and electronic publications	
Used interlibrary loan for periodical articles	
Used interlibrary loan for books	
Photocopied magazine, newspaper, and/or journal articles	
Borrowed CD-ROMs (reference materials, software, etc.)	
Borrowed DVDs	
Borrowed videotapes	
Borrowed books-on-tape	
Borrowed books	

0% 5% 10% 15% 20% 25% 30% 35% 40% 45% 50%

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
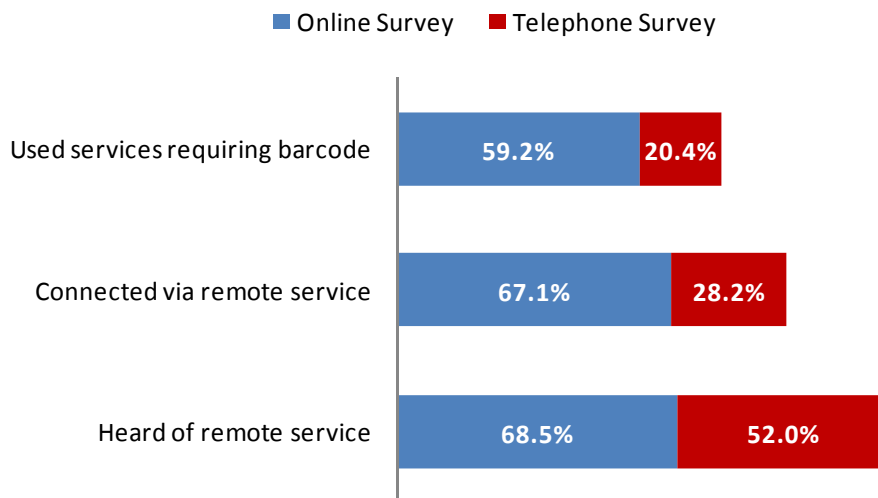
■ Online Survey   ■ Telephone Survey

	Online Survey	Telephone Survey
Used services requiring barcode	59.2%	20.4%
Connected via remote service	67.1%	28.2%
Heard of remote service	68.5%	52.0%

Page | 93

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

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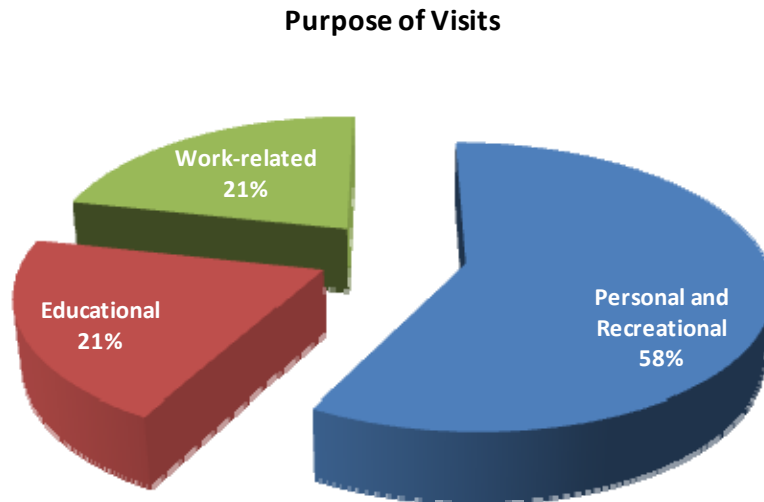
Personal and recreational uses of library services account for 58 percent of all uses by adult Florida residents.

Figure 10 - Adult Library User Recreational and Personal Uses

Adult Library User Recreational and Personal Uses

- To correspond with family, friends, etc. (e-mail, Facebook, etc) 6%
- To have a place to go 11%
- For help with job hunting 5%
- For some other personal or family need 6%
- For help with a day-to-day problem, such as shopping 7%
- For information about a hobby or how to fix something 15%
- For help with an occasional problem, such as purchasing a home 6%
- To keep up with the news 11%
- To learn more about culture, religion, etc. 12%
- For information about personal finances 8%
- For information about a health or wellness problem 13%

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

- Other 34%
- As teacher 21%
- As student 45%
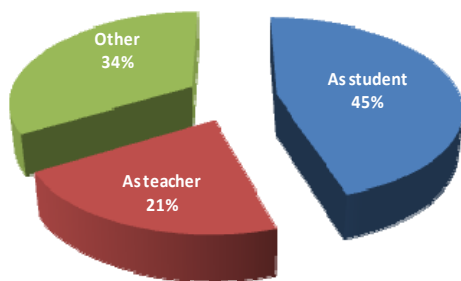
Adult Student Uses of Public Libraries

- For some other student-related educational need 19%
- For a virtual or distance education class 11%
- For home-schooling 7%
- For a place to study 28%
- To work on an assignment 35%

Teacher Educational Uses of Public Libraries

For some other teacher-related educational need 9%
For a virtual or distance education class 8%
For home-schooling 13%
To prepare a paper 18%
To prepare for class or lecture 25%
To keep current with the literature 22%
For grading 5%

Other Adult Educational Uses of Public Libraries

For some other educational need 19%
For a preschool program 10%
For a virtual or distance education class 8%
To continue learning 63%

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

Work-Related Uses of Public Libraries

For some other work or job-related need 6%
To locate a person or organization 11%
To get information about financial matters 11%
To get information for research 27%
To get tax information 13%
To get information about management or administration 6%
To get information about operations 5%
To get information about marketing or sales 6%
To get information about legal issues 9%
To get information about starting or locating a small business 6%

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

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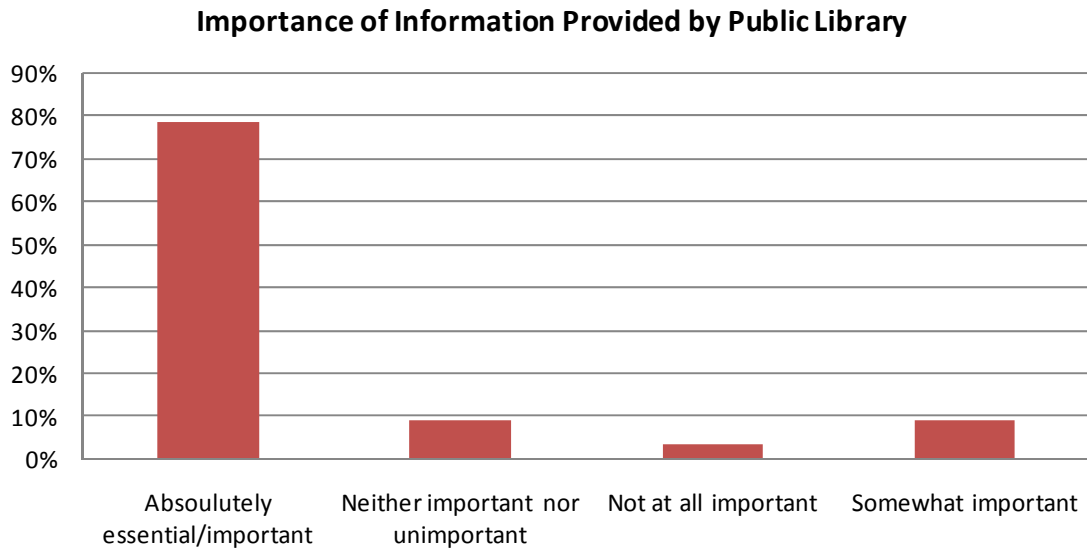
If there were no public library, the vast majority of users would pursue other sources for the information they need, yet a surprising number would still need the services but not know how to replace them.

Figure 14 - In the Absence of Public Libraries

In the Absence of Public Libraries

I need the information, but do not know where else to go
16%

I would use another source, such as a store, another person, an academic library, etc.
74%

I would not bother to do anything
10%
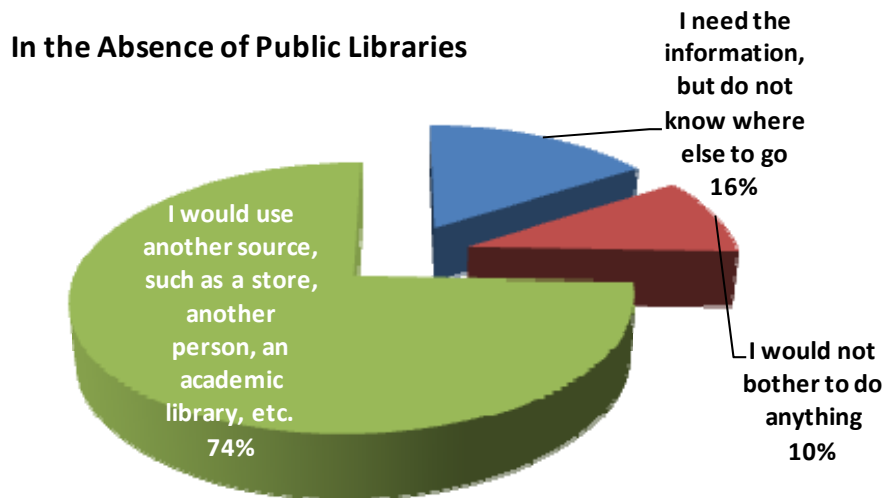
The cost to use alternatives include the cost of user time as well as monetary costs related to purchasing or renting items and traveling to alternative locations. For those uses for which a known alternative is used, the cost to access or acquire the alternatives would be an estimated $7.1 billion, 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
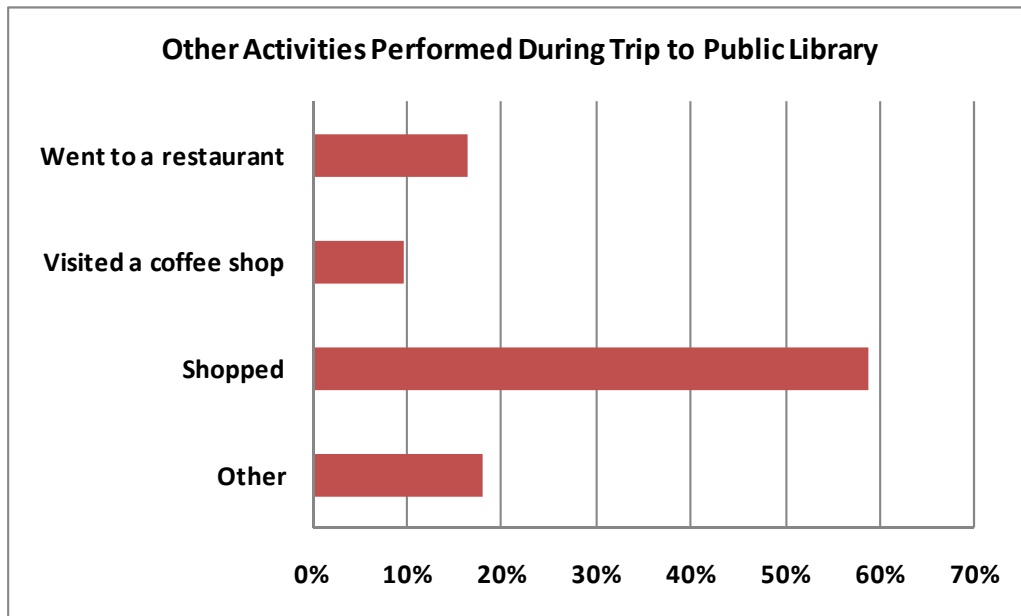
Those who visited other places along with the library reported spending an average of $47.90 on these trips. A 1997 study found that approximately 23 percent of these purchases would not occur if the library did not exist. See *What Happens When a Public Library Service Closes Down*? Proctor, R., Usherwood, 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

If you were moving into a new community, which of these would you most want to have on your own street?
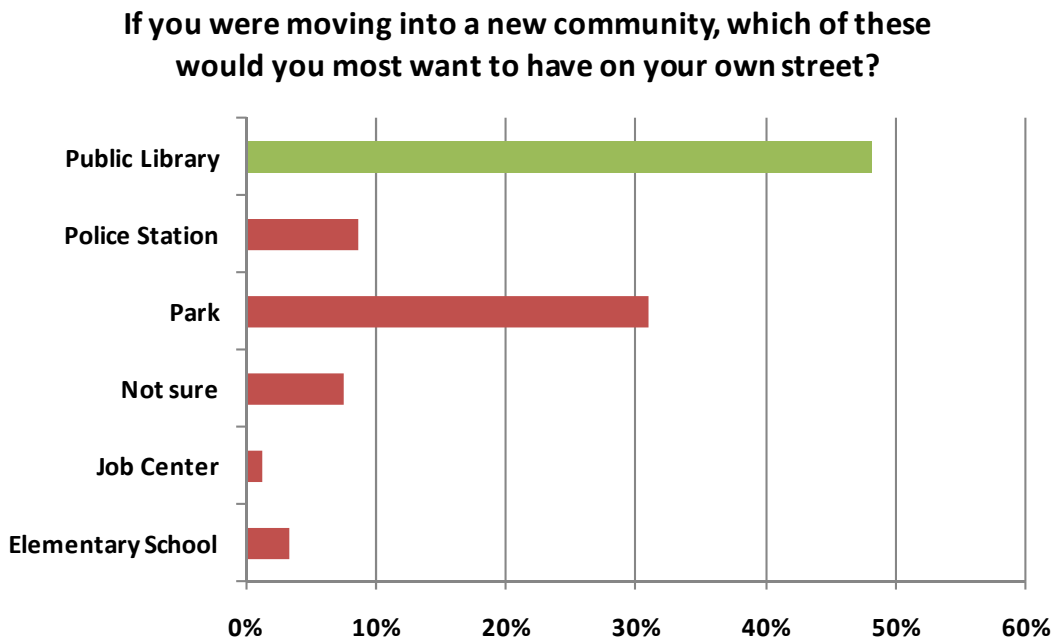
Public library users were also asked their perceptions on the impact a public library located near their home would have on property values. Over one-half thought that their property values would increase if a public library located nearby. See Figure 17.

Figure 17 - Effect on Perceived Property Values

Do you think that having a public library located very close to your own home would increase or decrease property values, or would it make no difference?
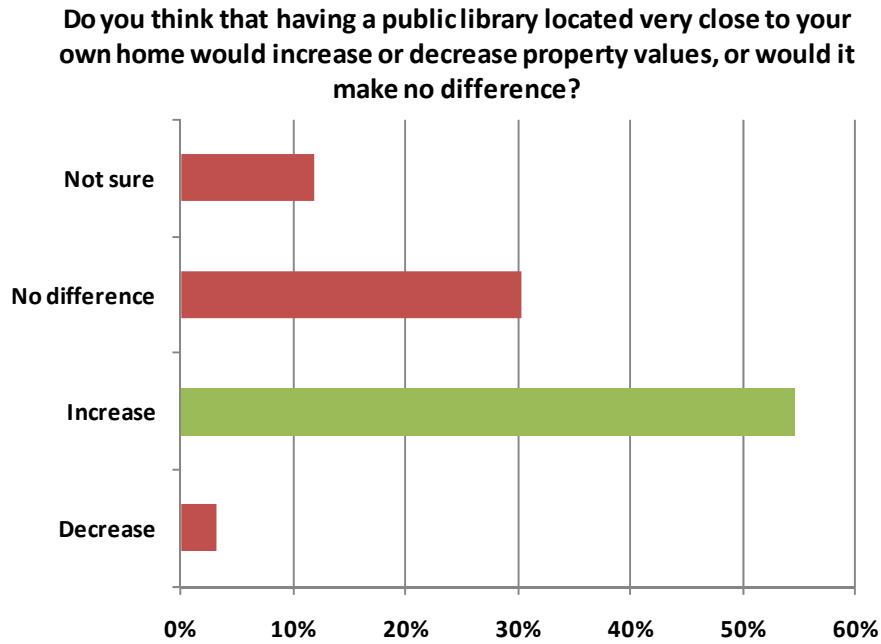
Florida public library users were also asked how they viewed public libraries – as an essential service or cultural amenity. Over 80 percent saw public libraries as an essential service.

Figure 18 - Essential Service or Cultural Amenity

Are you more likely to think of your local public library as an essential service like a school, or more a cultural amenity like an art gallery?
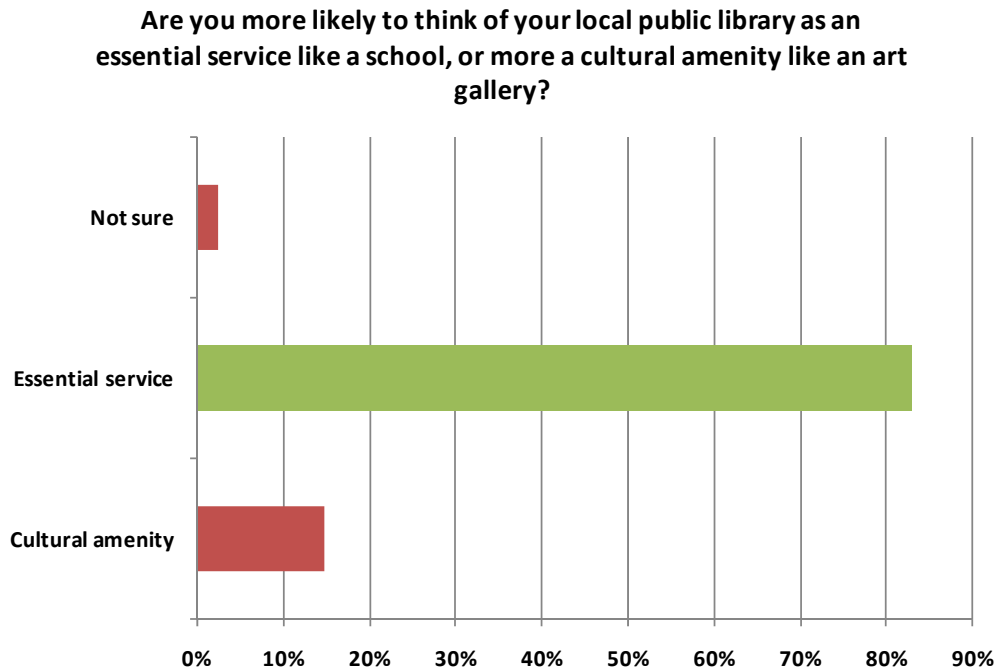
Lastly library users were asked whether they agreed or disagreed with three statements regarding public libraries.
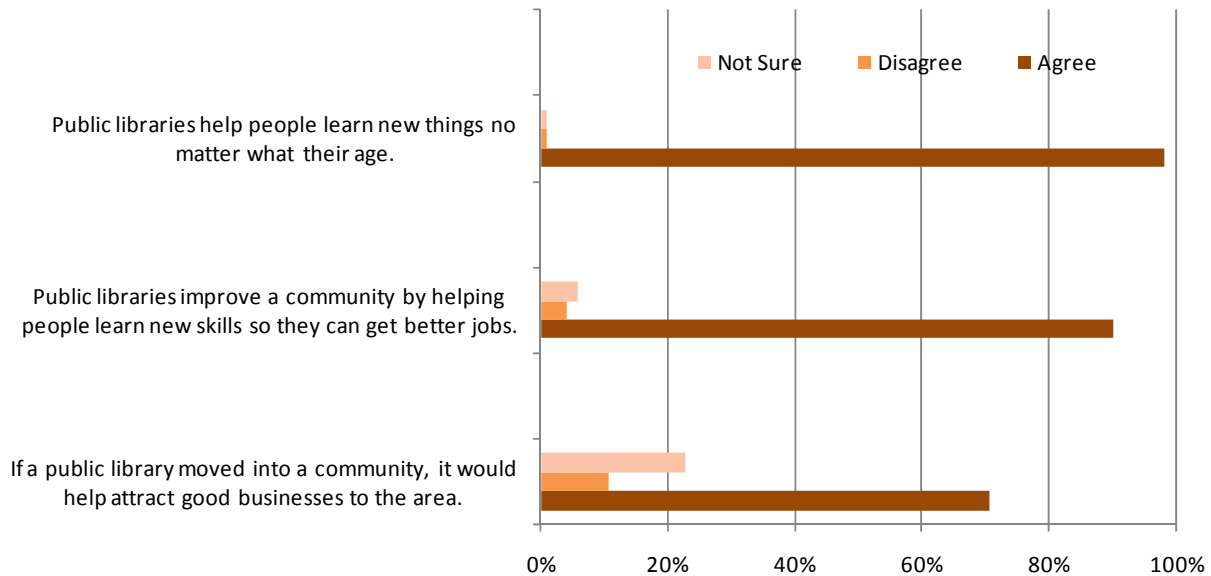
There are also methods that help quantify perceptions of perceived value by asking people to place dollar values on their choices. The fundamental monetary measure of value in economics is based on the concept of substitution and trade-offs that can be expressed in terms of willingness to pay or willingness 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

Selling or Buying a Public Library Card
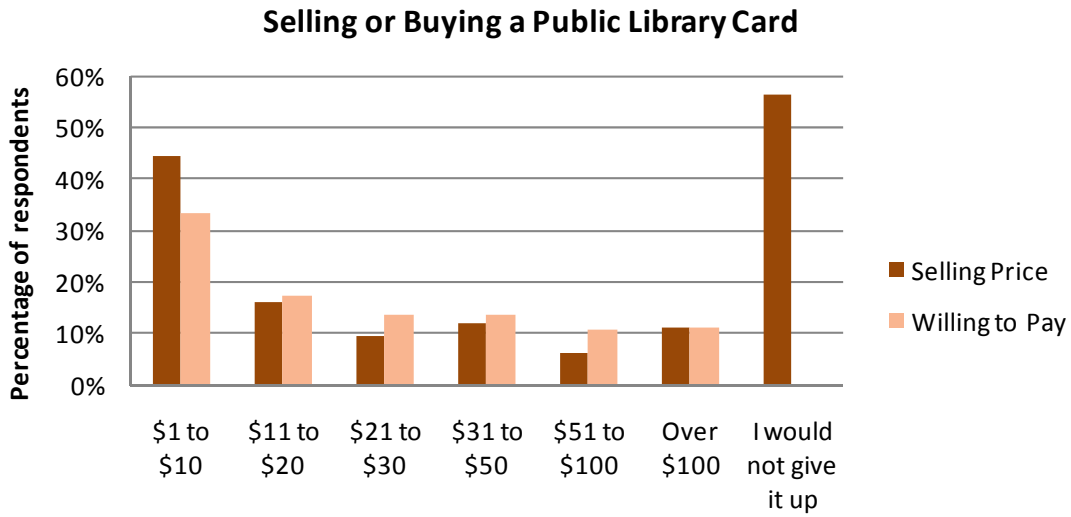
Conclusion

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.

Appendix I - Survey Results

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

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

Do you have a public library card?

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

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

If you paid a price for your public library card each year instead of paying taxes, how much would you be willing to pay for it?

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

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

Average time: 15.3 minutes

How do you usually get there?

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

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

Average cost: $2.49

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

Average time: 54.7 minutes

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

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

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

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

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

Average spending: $47.90

I am going to read you a list of library services. Please tell me which services you used during the last 12 months. Have you:

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

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

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

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

Patrons use their public library for many reasons. I am going to read you a list of typical reasons. Please tell me ALL the reasons why you used the library on your LAST visit.

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

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

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

With 1 being not at all important, and 5 being absolutely essential, how important was the information provided by the library service in meeting your needs on your last visit?

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

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

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

How much time did you save?

Average time: 3 hours per visit

How much money did you save?

Average money: $166.72 per visit

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

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

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

Average time: 84 minutes per visit

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

Average cost: $124.26 per visit

Public libraries in Florida provide library cardholders with remote access from home, office and other sites to various databases and services via the Internet. Are you aware of this service?

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

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

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

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

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

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

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

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

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

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

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

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

Do you think that having a public library located very close to your own home would increase or decrease property values, or would it make no difference?

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

Do you agree or disagree with the following ideas:

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

Are you more likely to think of your local public library as an essential service like a school, or more of a cultural amenity like an art gallery?

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

In which Florida county do you live?

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

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

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

Count of Survey Respondents by County

- 0 - 25
- 26 - 50
- 51 - 100
- 101 - 200
- 201 - 434

Count of Survey Respondents by City

- 1 - 3
- 4 - 6
- 7 - 13
- 14 - 27
- 28 - 99
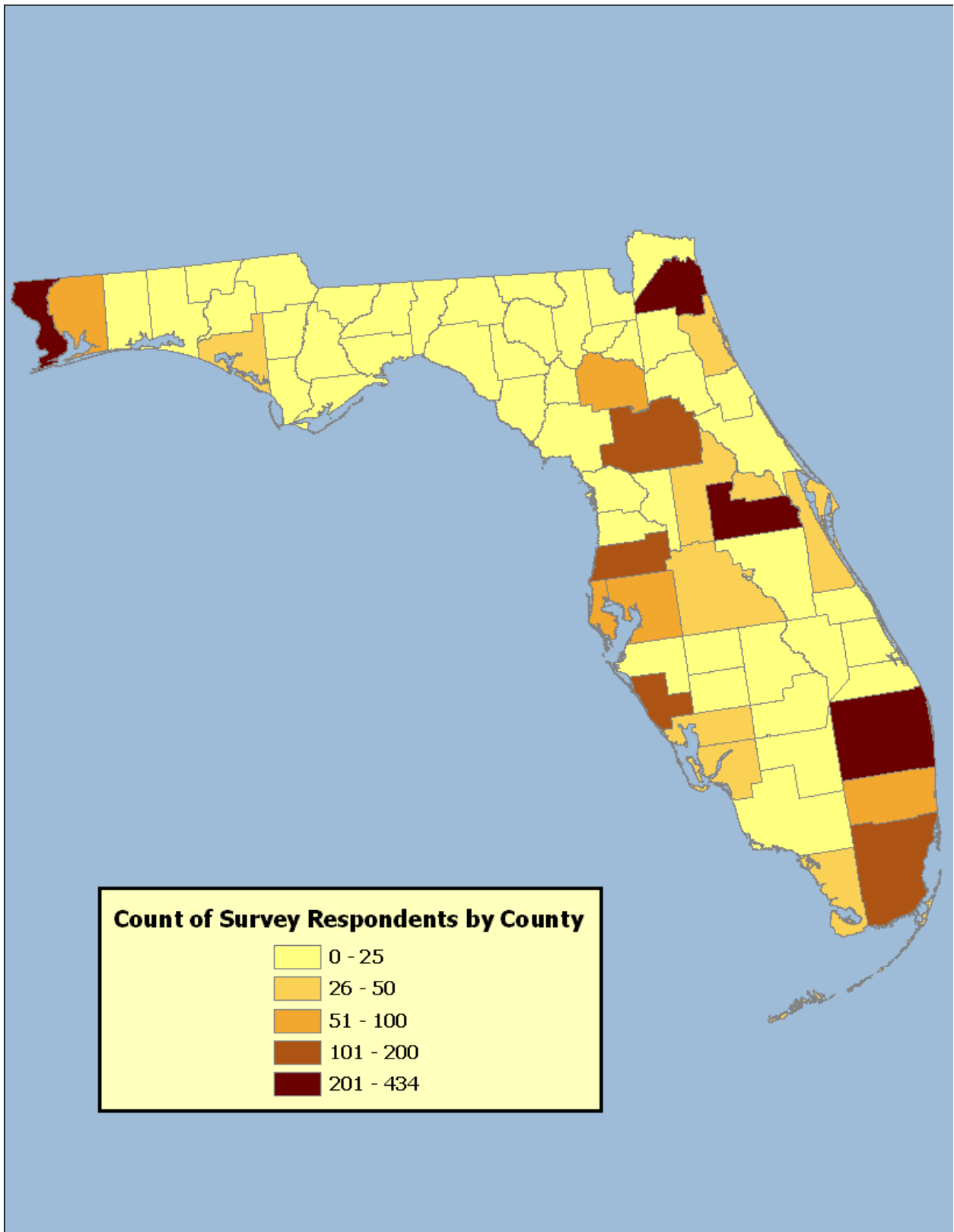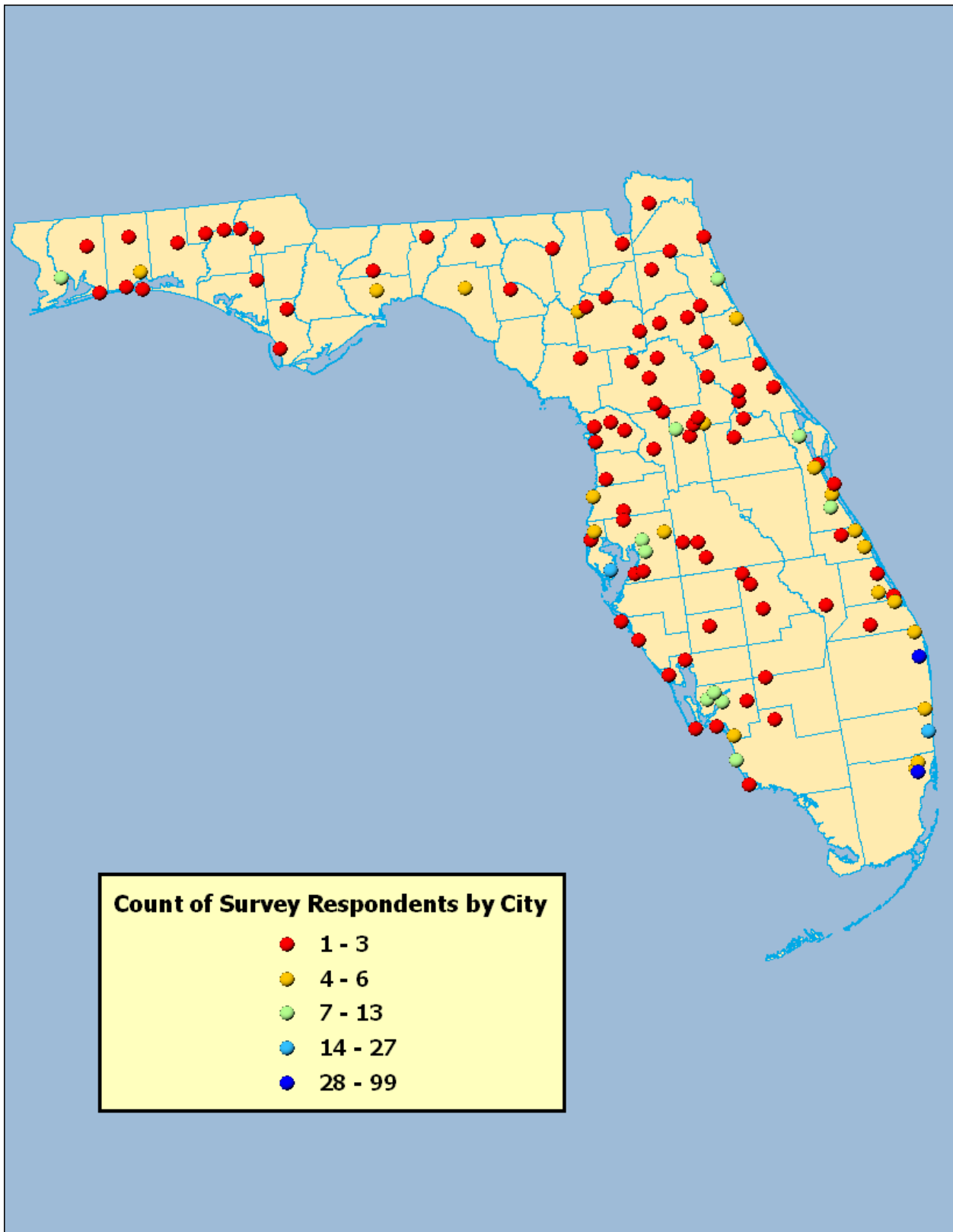
Gender

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

What is your age now?

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

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

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

Which of the following best describes your race:

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

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

Which of the following BEST describes your current employment status?

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

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

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

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

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

Appendix II - Survey of Organizations Results

1. **What is your title?**

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

Type of organization?

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

2. **The Florida Electronic Library is a gateway to select Internet resources for current events, business, health issues, homework help, finding full-text articles, and Florida history and information.**

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

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

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

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

4. **About how many times each month do you or members of your library staff use the Florida Electronic Library for business and/or professional purposes?**

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

8. **Do you or other members of your library staff use the services of the local public library for business and/or professional purposes? Please check all that apply.**

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

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

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

10. **On average, about how much total time do you and members of your library staff spend using public library services for business and/or professional purposes each month?**

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

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

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

12. **In the last 12 months which alternative information sources have you or a member of your library staff used for business and/or professional purposes?**

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

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

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

My library DID NOT use the public library rather than an alternative service.   4.2%

Other   1.2%

No answer   84.4%

15. **If you could not use the local public library, how much additional time do you think you and your library staff would need to spend searching for and obtaining documents and using alternative sources to retain your current service levels?**

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

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

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

17. **Approximately, what additional costs might your organization incur per year if you were unable to use the public library's services and therefore were reliant on alternatives?**

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

18. **Your local public library is funded primarily through state and local taxes. In the unlikely event that this funding ceased to be provided, would your organization be willing to pay an amount, for example through donation or subscription, to help support the continuation of your local public library and its services?**

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

19. **Which <u>one</u> of the following reasons BEST supports your answer to question 18?**

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

20. **What would be the *most* your organization would be willing to pay per month as a donation or subscription to support the continuation of your public library and its services?**

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

Appendix III - Glossary of REMI model terms

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

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

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

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

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

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

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

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

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

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

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

Appendix IV - Survey Methodology

Telephone Survey

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

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

---

[3] SSI, RDD Landline Sample Methodology, http://www.surveysampling.com/sites/all/files/imce/RDDLandline.pdf
[4] Ibid

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

Online Survey

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

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

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

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

Survey Analysis

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

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

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

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

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

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

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

Appendix V - Online Library Users Survey Instrument – English

Survey of Public Library Users in Florida

The State and your local public library are cooperating in updating an important and extensive survey about the benefits and value of public libraries in Florida. Your participation is essential to the success of this study. <u>All individual responses are anonymous</u>. If you have questions about the study, please ask your public librarian. Again, this is a particularly important study and your participation will be beneficial to public libraries in Florida. This survey should take about 10 minutes to complete **Thank you for your time and interest in public libraries!**

In what county in Florida do you reside?

[ ]

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

[ ]

Do you have a public library card?

◯ Yes

◯ No

◯ Don't Know

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

◯ zero OR

number of times (please state numerically):

[ ]

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

minutes (please state numerically): [ ]

How do you get there?

☐ Walk

☐ Drive

☐ Public Transportation

☐ Taxi

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

$ [ ]

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

minutes (please state numerically): [   ]

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

( ) Yes

( ) No

What activities? Please check all that apply.

[ ] Visited a coffee shop

[ ] Went to a restaurant

[ ] Shopped

Other (please specify)

[   ]

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

$ [   ]

Public libraries in Florida provide library card holders with remote access (from home, office, etc.) to various databases and services via the Internet. Are you aware of this service?

( ) Yes

( ) No

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

( ) Yes

( ) No

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

number of times (please state numerically): [   ]

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

◯ Yes

◯ No

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

number of times (please state numerically): [   ]

Below is a list of library services and uses. Please check which ones you used on YOUR LAST VISIT, and which ones you have used on PREVIOUS VISITS to the library. Please check all that apply.

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

other (please specify)

[   ]

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

minutes (please state numerically): [   ]

Patrons use their public library for many reasons. Below is a list of typical reasons. Please indicate ALL the reasons you used the library on YOUR LAST VISIT. Check all that apply.

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

☐ For a children's program

☐ To read or check out a book

☐ For some other child-related purpose (please specify below)

Other

[text field]

TO MEET PERSONAL OR FAMILY NEEDS (check all that apply)

☐ For recreational reading, viewing, listening, etc.

☐ For help with a day-to-day problem, such as shopping

☐ For information about a hobby or how to fix something

☐ For help with an occasional problem, such as purchasing a home

☐ For information about a health or wellness problem

☐ For information about personal finances

☐ To learn more about culture, religion, etc.

☐ To keep up with the news

☐ To correspond with family, friends, etc. (email, Facebook, etc)

☐ For help with job hunting

☐ To have a place to go

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

Other

[text field]

TO MEET WORK OR JOB-RELATED NEEDS (check all that apply)

- ☐ To locate a person or organization
- ☐ To get information about financial matters
- ☐ To get tax information
- ☐ To get information about starting or locating a small business
- ☐ To get information about legal issues
- ☐ To get information about marketing or sales
- ☐ To get information about operations
- ☐ To get information about management or administration
- ☐ To get information for research
- ☐ For some other work or job-related need (please specify below)

Other

[text box]

TO MEET EDUCATIONAL NEEDS - As a Student (check all that apply)

- ☐ For a place to study
- ☐ To work on an assignment
- ☐ For home schooling
- ☐ For a virtual or distance education class
- ☐ For some other student-related educational need (please specify below)

Other

[text box]

TO MEET EDUCATIONAL NEEDS - As a Teacher (check all that apply)

- [ ] To prepare for class or lecture
- [ ] For grading
- [ ] To keep current with the literature
- [ ] To prepare a paper
- [ ] For home schooling
- [ ] For a virtual or distance education class
- [ ] For some other teacher-related educational need (please specify below)

Other

[   ]

TO MEET EDUCATIONAL NEEDS - Other (such as for Retirees or Preschoolers) (check all that apply)

- [ ] For a preschool program
- [ ] To continue learning
- [ ] For a virtual or distance education class
- [ ] For some other educational need (please specify below)

Other

[   ]

How important was the information provided by the library service in meeting your needs?

- ( ) Not at all important
- ( ) Somewhat important
- ( ) Neither important nor unimportant
- ( ) Important
- ( ) Absolutely essential

In what ways was the information or services important in meeting your needs? Please fill in blanks for all that apply, providing your best estimate.

It saved me time (in minutes):

It saved me money: $

Other:

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

◯ I would not bother to do anything

◯ I need the information, but do not know where else to go

◯ I would use another source, such as a store, another person, an academic library, etc.

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

About how much time and money do you think it would take to use this source? Please fill in each blank below with your best estimate. Please write "NA" where not applicable.

time to use other source in minutes:

miles to drive:

cost to buy or rent: $

other expenses: $

Can you think of any visit or use of the public library through the Internet in the past 12 months that was particularly helpful to you, your family, or your workplace?

◯ Yes

◯ No

Please indicate how the library was helpful.

If someone would buy your public library card each year, how much would you ask for it?

◯ $1 to $10

◯ $11 to $20

◯ $21 to $30

◯ $31 to $50

◯ $51 to $100

◯ Over $100

◯ I would not give it up

If you paid a price for your public library card each year instead of paying taxes, how much would you be willing to pay for it?

◯ $1 to $10

◯ $11 to $20

◯ $21 to $30

◯ $31 to $50

◯ $51 to $100

◯ Over $100

About how much do you think you pay a year in taxes that are designated for the public library?

◯ $1 to $10

◯ $11 to $20

◯ $21 to $30

◯ $31 to $50

◯ $51 to $100

◯ Over $100

◯ Don't know

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

◯ Park

◯ Public Library

◯ Elementary School

◯ Police Station

◯ Job Center

◯ Not sure

Do you think that having a public library located very close to your own home would increase or decrease property values, or would it make no difference?

◯ Increase

◯ Decrease

◯ No difference

◯ Not sure

Do you agree or disagree with this idea? If a public library moved into a community, it would help attract good businesses to the area.

◯ Agree

◯ Disagree

◯ Not sure

And do you agree or disagree with this idea? Public libraries improve a community by helping people learn new skills so they can get better jobs.

◯ Agree

◯ Disagree

◯ Not sure

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

◯ Agree

◯ Disagree

◯ Not sure

Are you more likely to think of your local public library as an essential service like a school, or more of a cultural amenity like an art gallery?

◯ Essential service

◯ Cultural amenity

◯ Not sure

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

What is your age now?

◯ Under 18

◯ 18 to 29

◯ 30 to 44

◯ 45 to 54

◯ 55 to 65

◯ Over 65

Are you male or female?

◯ Male

◯ Female

What is the highest grade or level of school that you have <u>completed</u>?

◯ Some high school, but did not graduate

◯ High school graduate or GED

◯ Some college or 2 year degree

◯ 4 year college degree

◯ More than 4 year college degree

Which of the following BEST describes you?

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

Other

[text box]

Which of the following BEST describes your current employment status?

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

Which of the following BEST describes your employer?

- ◯ Not employed
- ◯ A small business (under 50 employees)
- ◯ A large business (50 employees or more)
- ◯ A government agency
- ◯ An elementary or middle school
- ◯ A high school
- ◯ A college or university
- ◯ A hospital or healthcare provider

Approximately what is your total annual household income before taxes?

◯ Under $30,000

◯ Between $30,000 and $50,000

◯ Between $50,000 and $75,000

◯ Between $75,000 and $150,000

◯ More than $150,000

◯ Prefer not to answer

For work-related uses of the public library, we need to establish the value of a user's time. Please indicate your approximate annual income before taxes.

◯ Not employed

◯ Under $25,000

◯ Between $25,000 and $50,000

◯ Between $50,000 and $100,000

◯ More than $100,000

◯ Prefer not to answer

Appendix VI - Online Survey Instrument – Spanish Version

Encuesta de usuarios de bibliotecas públicas de la Florida

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

¿En cual condado de la Florida reside usted?

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

¿Actualmente cuenta con una credencial de una biblioteca pública?

○ Si

○ No

○ No se

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

○ Cero 0

Número de ocasiones (por favor anote el número):

¿Aproximadamente cuanto tiempo le toma llegar a la biblioteca?

minutos (por favor anote el número):

¿Cómo llega ahí?

☐ Caminando

☐ Manejando

☐ Transporte público

☐ Taxi

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

$

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

minutos (por favor anote el número): ☐

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

◯ Si

◯ No

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

☐ Visité un café

☐ Fui a un restaurante

☐ Fui de compras

Otros (por favor especifique):

☐

¿Cuanto gastó (por favor dé un estimado)?

$ ☐

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

◯ Si

◯ No

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

◯ Si

◯ No

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

número de veces (por favor anote el número): ☐

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

◯ Si

◯ No

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

número de veces (por favor anote el número): [   ]

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

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

Otros (por favor especifique)

[   ]

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

Minutos (por favor anote el número): [   ]

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

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

☐ Para un programa infantil

☐ Para que leyera o sacara un libro

☐ Para cualquier otra actividad infantil (por favor especifique a continuación)

Otros

☐

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

☐ Para lectura recreacional, para ver o escuchar material recreacional, etc.

☐ Para obtener ayuda con problemas cotidianos, como compras

☐ Para obtener información respecto a un hobby, o respecto a como reparar algo

☐ Para obtener ayuda con un problema ocasional, como comprar una casa

☐ Para obtener información respecto a un problema de salud o de bienestar

☐ Para obtener información respecto a finanzas personales

☐ Para aprender respecto a cultura, religión, etc.

☐ Para estar al tanto de las noticias

☐ Para estar en contacto con su familia, amigos, etc. (email, Facebook, etc.)

☐ Para obtener ayuda para conseguir un empleo

☐ Para tener un lugar a donde ir

☐ Para cualquier otra necesidad personal o familiar (por favor especifique a continuación)

Otros

☐

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

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

Otros

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

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

Otros

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

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

Otros

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

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

Otros

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

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

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

Me ahorro tiempo (en minutos): _____

Me ahorró dinero: $ _____

Otros _____

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

◯ No me molestaría en hacer nada

◯ Necesito la información, pero no tengo otro lugar a dónde ir

◯ Podría usar otras Fuentes, como una tienda, otras personas, una biblioteca académica, etc.

Si usara cualquier otra fuente, ¿cual fuente usaría?

_____

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

Tiempo para usar otras fuentes en minutos: _____

Millas por manejar: _____

Costo de comprar o rentar: $ _____

Otros gastos: $ _____

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

◯ Si

◯ No

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

_____

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

◯ $1 a $10

◯ $11 a $20

◯ $21 a $30

◯ $31 a $50

◯ $51 a $100

◯ Más de $100

◯ No la daría por nada

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

◯ $1 a $10

◯ $11 a $20

◯ $21 a $30

◯ $31 a $50

◯ $51 a $100

◯ Más de $100

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

◯ $1 a $10

◯ $11 a $20

◯ $21 a $30

◯ $31 a $50

◯ $51 a $100

◯ Más de $100

◯ No se

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

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

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

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

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

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

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

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

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

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

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

◯ Servicio esencial

◯ Esparcimiento cultural

◯ No estoy seguro

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

¿Cual es su edad actual?

◯ Menor de 18

◯ 18 a 29

◯ 30 a 44

◯ 45 a 54

◯ 55 a 65

◯ Mayor de 65

¿Es usted hombre o mujer?

◯ Hombre

◯ Mujer

¿Cual es su mayor grado de escolaridad que haya <u>completado</u>?

◯ Algo de High School, pero no me gradué

◯ Me gradué de High School o cuento con el GED

◯ Algo de Universidad, o un grado de 2 años

◯ Graduado de Universidad de 4 años

◯ Más de un grado universitario de 4 años

¿Cuales de los siguientes le describe mejor a usted?

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

Otros

[campo de texto]

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

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

¿Cual de los siguientes describe mejor a su empleador?

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

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

◯ Menos de $30,000

◯ Entre $30,000 y $50,000

◯ Entre $50,000 y $75,000

◯ Entre $75,000 y $150,000

◯ Más de $150,000

◯ Prefiero no contestar

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

◯ Desempleado

◯ Menos de $25,000

◯ Entre $25,000 y $50,000

◯ Entre $50,000 y $100,000

◯ Más de $100,000

◯ Prefiero no contestar

Appendix VII - Telephone Survey Instrument

UWF Public Libraries Study

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

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

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

IF OVER 65 AND FEMALE, TERMINATE CALL.

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

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

IF YES TO EITHER, CONTINUE

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

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

Are you currently employed as a librarian?

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

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

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

(5)

Yes 1

No 2

DK/NA 3

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

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

Q.3 Do you have a public library card?

(26)

Yes 1

No 2

DK/NA 3

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

(27)

$1 - $10 1

$11 - $20 2

$21 - $30 3

$31 - $50 4

$51 - $100 5

Over $100 6

I would not give it up 7

DK/NA 8

Nothing/Zero (VOLUNTEERED RESPONSE/DO NOT READ) 9

Q.5 If you paid a price for your public library card each year instead of paying taxes, how much would you be willing to pay for it?

(READ CHOICES)

$1 - $10 1

$11 - $20 2

$21 - $30 3

$31 - $50 4

$51 - $100 5

Over $100 6

DK/NA 7

Nothing/Zero (VOLUNTEERED RESPONSE/DO NOT READ) 8

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

Q.6 Approximately how much time does it take you to get to the library you visited most in the **last 12 months**? Please use minutes.
1 HOUR = 60 MINUTES _____ (29-48)

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

(49)

Walk / Camina 1

Drive / Maneja 2

Public Transportation / Usa transporte publicio 3

Taxi 4

Other (specify) 5

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

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

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

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

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

1 HOUR = 60 MINUTES _____ (95-114)

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

(115)

Yes 1

No 2

DK/NA 3

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

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

(READ LIST)

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

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

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

_____ (120-219)

Q.14 About how much did you spend on other activities during your **last** trip to the library? Please provide your best estimate.

(DO NOT USE DOLLAR SIGNS) _____ (220-239)

Q.15 I am going to read you a list of library services. Please tell me which services you used during the **last 12 months**. Have you:

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

	Services Used

	Used	Not Used
Read a book, journal or magazine in the library/ Leyo un libro, el diario o la revista en la biblioteca	1	2 (240)
Checked out a book/ Saco un libro	1	2 (241)
Watched a video, CD, or film in the library/ Miro un video, cd, o una pelicula en la biblioteca	1	2 (242)
Played online games/ Jugo en linea	1	2 (243)
Got news online/ Miro las noticias en linea	1	2 (244)
Visited a virtual museum exhibit or online museum program/ Visito una exhibicion virtual del museo o el programa en linea del museo	1	2 (245)
Watched a movie or listened to music/ Miro una pelicula o escucho musica	1	2 (246)
Looked for information about a service or product you are thinking about buying/ Busco informacion sobre un servicio o un producto que esta interesado	1	2 (247)
Searched the library online catalog/ Busco el catalogo de la bilblioteca en linea	1	2 (248)
Searched a bibliographic database/ Busco datos bibliograficos	1	2 (249)
Viewed and/or downloaded e-books/ Visto y/o descargado	1	2 (250)
Viewed and/or downloaded articles/ Visto y/o descargados articulos	1	2 (251)
Other (specify)	1	2 (252)

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

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

_____ (253-352)

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

(READ PREVIOUS ANSWERS)

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

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

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

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

1 HOUR = 60 MINUTES _____ (366-385)

Q.19 Patrons use their public library for many reasons. I am going to read you a list of typical reasons. Please tell me ALL the reasons why you used the library on your **LAST** visit. Did you visit:

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

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

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

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

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

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

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

Yes 1

No 2

DK/NA 3

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

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

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

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

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

_____ (612-711)

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

(712)

Yes 1

No 2

DK/NA 3

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

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

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

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

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

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

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

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

_____ (724-823)

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

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

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

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

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

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

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

(READ LIST)

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

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

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

_____ (935-1034)

Q.33 With 1 being not at all important, and 5 being absolutely essential, how important was the information provided by the library service in meeting your needs on your **last** visit?

(1035)

Not at all important/ Nada en absoluto importante 1

Somewhat important/ Algo importante 2

Neither important nor unimportant (VOLUNTEERED RESPONSE/DO

NOT READ) 3

Important/ Importante 4

Absolutely essential/ Absolutamente esencial 5

DK/NA 6

Q.34 In what ways were the information or services important in meeting your needs on your **last** visit? Did it:

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

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

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

1 HOUR = 60 MINUTES _____ (1039-1058)

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

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

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

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

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

_____ (1079-1178)

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

(READ CHOICES)

Not bother to do anything/ No molestia para hacer nada 1

Need the information, but not know where else to go/ necesita la

   información, pero no sabe a donde ir 2

Use another source, such as a store, another person, an academic library,

   etc./ Uso una otra fuente como una tienda, otra persona, una biblioteca 3

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

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

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

Q.41 About how much money do you think it would cost to use this other source?

      DO NOT USE DOLLAR SIGNS_____ (1250-1269)

Q.42 How many miles would it take to drive to use this other source?

      _____ (1270-1289)

Q.43 How much would it cost you to buy or rent this other source?

      _____ (1290-1309)

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

(1310)

Yes 1

No 2

DK/NA 3

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

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

Q.46 Can you think of any visit to the public library in the past 12 months that was particularly helpful to you, your family, or your workplace?

(1346)

Yes 1

No 2

DK/NA 3

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

Q.47 Please describe how the library was helpful:

_____ (1347-1646)

Q.48 Public libraries in Florida provide library cardholders with remote access from home, office and other sites to various databases and services via the Internet. Are you aware of this service?

(1647)

Yes 1

No 2

DK/NA 3

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

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

(1648)

Yes 1

No 2

DK 3

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

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

_____ (1649-1651)

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

(1652)

Yes 1

No 2

DK/NA 3

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

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

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

_____ (1653-1655)

Q.53 Can you think of any use of the public library via the Internet in the past 12 months that was particularly helpful to you, your family, or your workplace?

(1656)

Yes 1

No 2

DK/NA 3

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

Q.54 Please describe how the library was helpful:

_____ (1657-1956)

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

(1957)

Park/ Un parque 1

Public Library/ Biblioteca publica 2

Elementary School/ Escuela de ensenanza primaria 3

Police Station/ Una estacion de la policia 4

Job Center/ Estacione trabajo de comisaria 5

DK/NA 6

Q.56 Do you think that having a public library located very close to your own home would increase or decrease property values, or would it make no difference?

Increase/ Augmente 1

Decrease/ Marca de disminucion 2

Make no difference/ No diferencia 3

DK/NA 4

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

(READ LIST)

1= AGREE

2= DISAGREE

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

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

Q.58 Are you more likely to think of your local public library as an essential service like a school, or more of a cultural amenity like an art gallery?

(1962)

Essential service/ El servicio basico 1

Cultural amenity/ Un amenidad cultural 2

DK/NA 3

Q.59 In which Florida county do you live?

<div style="text-align: right">(1963-1964)</div>

Alachua 1

Baker 2

Bay 3

Bradford 4

Brevard 5

Broward 6

Calhoun 7

Charlotte 8

Citrus 9

Clay 10

Collier 11

Columbia 12

DeSoto 13

Dixie 14

Duval 15

Escambia 16

Flagler 17

Franklin 18

Gadsden 19

Gilchrist 20

Glades 21

Gulf 22

Hamilton 23

Hardee 24

Palm Beach 50

Pasco 51

Pinellas 52

Polk 53

Putnam 54

Saint Johns 55

Saint Lucie 56

Santa Rosa 57

Sarasota 58

Seminole 59

Sumter 60

Suwannee 61

Taylor 62

Union 63

Volusia 64

Wakulla 65

Walton 66

Washington 67

OTHER (UNLISTED COUNTY) 68

DK/NA 69

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

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

Q.61 In which Florida city do you live?

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

Q.62 What is your age now?

<div align="right">

(2025)

18-29 1

30-44 2

45-54 3

55-65 4

Over 65 5

Refused 6

</div>

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

    (READ CHOICES)

<div align="right">(2026)</div>

Some High School, but Did Not Graduate/ Algunos educan alto, pero
no se graduaron 1

High School Graduate or GED/ a bachiller ni GED 2

Technical School/ la escuela técnica 3

Some College or 2 Year Degree/ algún colegio ni 2 grado 4

4 Year College Degree/ 4 ano colegio 5

Post College Degree/ Poste colegial de grado 6

DK/NA 7

Q.64 Which of the following best describes your race:

   (READ CHOICES)

   White 1

   Hispanic 2

   Black or African-American 3

   Asian or Pacific Islander 4

   Other (VOLUNTEERED & SPECIFY) 5

   DK/NA 6

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

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

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

   (READ CHOICES)

(2048)

Employed by others/ empleado por otros 1

Self-employed/ trabajadores autónomos 2

In the military/ en el militar 3

Unemployed and looking for work/ parado y buscando el trabajo 4

Unemployed and not looking for work/ parado y no buscando el

trabajo 5

Retired/Disabled/: jubilado/incapacitado 6

Homemaker/ ama de casa 7

N/A 8

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

Q.67 Which of the following BEST describes your employer or place of business? (READ CHOICES)

(2049)

A small business (under 50 employees)/ Una pequena empresa 1

A large business (50 employees or more/ Un negocio grande 2

A government agency/ Una agencia del gobierno 3

An elementary or middle school/ Un elemental o mediano escuela 4

A high school/ Secundaria 5

A college or university/ Una universidad 6

A hospital or healthcare provider/ Un proveedor del hospital o la

asistencia medica 7

N/A 8

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

(2050)

Under $30,000 1

Between $30,000 and $50,000 2

Between $50,000 and $75,000 3

Between $75,000 and $150,000 4

More than $150,000 5

DK/NA 6

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

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

(2051)

Not employed 1

Under $25,000 2

Between $25,000 and $50,000 3

Between $50,000 and $100,000 4

More than $100,000 5

DK/NA 6

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

(2052)

Cell Phone 1

Land Line 2

DK/NA 3

Q.71 **DO NOT ASK:**

RECORD GENDER:

(2053)

Male 1

Female 2

DK/NA 3

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

Appendix VIII - Organizations Survey Instrument

Survey of Organizational Public Library Use in Florida

This survey is part of a study designed to measure the return-on-investment that Florida's taxpayers receive for their support of public libraries. The study is being conducted under the sponsorship of the State Library of Florida. The survey is intended specifically to establish how and to what extent Florida's public libraries serve and support businesses, universities, schools, and other organizations.

PLEASE NOTE: The head librarian, the media specialist, or the chief information officer should complete the survey. Under other circumstances, the chief executive officer, the principal, or a designated surrogate should complete the survey.

Thank you for your time and interest in public libraries.

IMPORTANT REMINDER

The head librarian, the media specialist, or the chief information officer should complete the survey. Under other circumstances, the chief executive officer, the principal, or a designated surrogate should complete the survey.

What is yout title?

○ Librarian

○ Media Specialist

Other (please specify)

[   ]

Type of organization?

○ Private Business

○ Public University or College

○ Private University or College

○ Public School

○ Private School

Other (please specify)

[   ]

The Florida Electronic Library is a gateway to select Internet resources for current events, business, health issues, homework help, finding full-text articles, and Florida history and information.

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

◯ Yes

◯ No

◯ Don't Know

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

◯ Yes

◯ No

About how many times each month do you or members of your library staff use the Florida Electronic Library for business and/or professional purposes?

◯ Less than once per month

◯ 1 to 10 times per month

◯ 11 to 50 times per month

◯ 51 to 100 times per month

◯ 101 times or more per month

Do you or other members of your library staff use the services of the local public library for business and/or professional purposes? Please check all that apply.

☐ Yes, I do this

☐ Yes, other library staff members do this

☐ No, neither I nor other members of the library staff do this

Which of the following services of the public library have you or members of your library staff used for business and/or professional purposes? Please check all that apply.

- ☐ Borrowed books
- ☐ Borrowed books-on-tape
- ☐ Borrowed videotapes
- ☐ Borrowed DVDs
- ☐ Borrowed CD-ROMs (reference materials, software, etc.)
- ☐ Photocopied magazine, newspaper, and/or journal articles
- ☐ Used interlibrary loan for books
- ☐ Used interlibrary loan for periodical articles
- ☐ Searched/copied information from commercially licensed online databases and electronic publications
- ☐ Accessed government documents and publications
- ☐ Accessed the Internet/World Wide Web via library computers
- ☐ Used reference services in the library
- ☐ Used reference services via online access
- ☐ Used meeting room facilities
- ☐ Participated in library-sponsored groups and/or training

Other (please specify)

[   ]

On average, about how much total time do you and members of your library staff spend using public library services for business and/or professional purposes each month? Please check your best estimate.

- ○ Less than 1 hour per month
- ○ 1 to 5 hours per month
- ○ 6 to 12 hours per month
- ○ More than 12 hours per month

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

◯ Less than 1 per month

◯ 1 to 10 per month

◯ 11 to 50 per month

◯ 51 to 100 per month

◯ 101 or more per month

In the last 12 months which alternative information sources have you or a member of your library staff used for business and/or professional purposes? Please check all that apply.

☐ Public libraries

☐ University libraries

☐ Other libraries

☐ Government sources

☐ Private sector information providers

☐ Associations (e.g., ABA, AMA, etc.)

☐ None

Other substitute (please specify)

[   ]

If your library used the public library rather than an alternative service, why did it do this? Please check all that apply.

- ☐ Depth and breadth of the collection
- ☐ Unique items in the collection
- ☐ Up to date holdings
- ☐ Support from library staff
- ☐ Ease of use
- ☐ Efficiency/speed of service
- ☐ Cheaper to use than alternatives
- ☐ Services all under one roof
- ☐ Reliability
- ☐ My library DID NOT use the public library rather than an alternative service.

Other (please specify)

[   ]

If you could not use the local public library, how much additional time do you think you and your library staff would need to spend searching for and obtaining documents and using alternative sources to retain your current service levels?

- ○ No change
- ○ 1% to 25% increase
- ○ 26% to 50% increase
- ○ 51% to 100% increase
- ○ 101% to 200% increase
- ○ 201% to 300% increase
- ○ More than 300% increase
- ○ Decrease

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

- ○ Unaffected
- ○ Somewhat affected
- ○ Severely affected

Approximately, what additional costs might your organization incur per year if you were unable to use the public library's services and therefore were reliant on alternatives?

◯ $1 to $100 per year

◯ $101 to $500 per year

◯ $500 to $1,000 per year

◯ $1,001 to $5,000 per year

◯ $5,001 to $10,000 per year

◯ more than $10,000 per year

◯ Nothing, no alternatives available

◯ Nothing, use of alternatives would not increase our costs

Your local public library is funded primarily through state and local taxes. In the unlikely event that this funding ceased to be provided, would your organization be willing to pay an amount, for example through donation or subscription, to help support the continuation of your local public library and its services?

◯ Yes

◯ No

◯ Unable to answer

Which <u>one</u> of the following reasons BEST supports your answer to the previous question?

◯ I believe that the government/taxpayers should support the public library

◯ I do not believe that users should be asked to pay

◯ I do not value the public library enough to contribute any amount

◯ I do not believe you can use surveys to address this sort of issue

Other (please specify)

[   ]

What would be the *most* your organization would be willing to pay per month as a donation or subscription to support the continuation of your public library and its services?

◯ $10 per month

◯ $100 per month

◯ $250 per month

◯ $500 per month

◯ $1,000 per month

◯ Unable to answer question

The following questions are about your organization's budgets and staffing. Please give your best estimates.

What is the annual operating budget of your parent organization?

$ _____

How many people are employed at your location?

people: _____

What is the annual operating budget of your library?

$ _____

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

$ _____

How large is the staff of your library?

people: _____

To how many e-journals does your library subscribe?

e-journal subscriptions: _____

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

people: _____

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

☐ Central Florida Library Cooperative (CFLC)

☐ Northeast Florida Library Information Network (NEFLIN)

☐ Panhandle Library Access Network (PLAN)

☐ Southeast Florida Library Network (SEFLN)

☐ Southwest Florida Library Network (SWFLN)

☐ Tampa Bay Library Consortium (TBLC)

Appendix IX - Library Census

A. SPECIAL INPUT/OUTPUT DATA

1. You reported the annual number of visits to your library and branch libraries to the Division of Library and Information Services. For the purposes of the ROI study, it is helpful to obtain more detailed information about some of these visits. Below are three specific types of visitors. Please indicate what proportion (%) or annual number of visits are made by them. We recognize that you probably do not have these data, but provide your **best** estimate if not. The proportion can be given in the nearest percent.

Tourist   % or   visits

Non-English Speaking Persons   % or   visits

School Age (K-12) children   % or   visits

Of the school age children visitors, about what proportion (%) of their visits are by aftercare or latchkey children?
     %

2. You reported the total Interlibrary Loan (1) provided and (2) received by your library to the Division of Library and Information Services. For the ROI study, it is helpful to establish (1) whether in-state or out-of-state libraries were involved and (2) the types of libraries involved. For each type of library below, please indicate what proportion or annual amount of ILL are involved. You may not have these details, but provide your best estimate if necessary. Numbers should represent 100% of all loans.

Type of Library	Loans Provided by Library Proportion (%) No. of Items		Loans Received by Library Proportion (%) No. of Items	
A. In-state	____ % or	____ items	____ % or	items
Out-of-state	____ % or	____ items	____ % or	items
B. Other public	____ % or	____ items	____ % or	items
Academic	____ % or	____ items	____ % or	items
School	____ % or	____ items	____ % or	items
Special	____ % or	____ items	____ % or	items
Other	____ % or	____ items	____ % or	items

3. There are several expenditures that your library reported to the Division of Library and Information Services. For the economic input/output model, it is necessary to identify the proportions (%) that are expended for in-state and for out-of-state services, materials, or contracts. The definitions are as given in the DLIS report under item numbers (e.g., 62). Please provide your best estimates, as we realize you may not know the exact proportion. Should sum to 100%.

Expenditure	In-state %	Out of state (%)
Print materials (item 62)	%	%
Electronic materials (item 63)	%	%
Other materials (item 64)	%	%

All other operating (item 66) % _____ %

Capital outlay (item 68) % _____ %

4. There are several sources of operating income that your library reported to the Division of Library and Information Services. Some additional information is needed for the economic input/output model. Please provide your best estimate of the proportion (%) of income received from in-state and out-of-state sources. We don't expect you to have exact proportions. The definitions are attached (see Page 6) as given in the DLIS report under item numbers 45 and 46.

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

5. There are some sources of income that your library and branches might obtain from a business-like operation run by your library such as a gift shop, coffee shop, book shop, etc. and also from book sales, old furniture sales, etc. Please indicate about how much annual income such operations and/or sales bring in to your library and branches.

$

6. There may be some services or businesses involving your library and branches that do not produce revenue for the library (other than a token amount) nor result in an expenditure to the library. Examples might include coin or card operated photocopiers or other equipment, gift shop, or coffee shop run by an outside person or vendor, etc. Please try to find out about how much total annual revenue is generated for these services.

$

THANK YOU VERY MUCH!

Submit

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

Appendix X – Glossary of Terms

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

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

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

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

> B/C (Availability): The relationship between the benefits derived from the availability of the library and the cost of the libraries to taxpayers.
> B/C (Use): The relationship between the benefits derived from use of the library and the cost of the libraries to taxpayers.
> B/CREMI(Wages): The relationship between the benefits in terms of wages resulting from the existence of the public library and the cost of the libraries to taxpayers.
> B/CREMI (GRP): The relationship between the benefits in terms of GRP resulting from the existence of the public libraries and the cost of the libraries to taxpayers.

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

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

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

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

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

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

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

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

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

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

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

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

Gross Regional Product (GRP) or Gross County Product (GCP): An indicator of the economic well-being of an area measured in terms of the total economic output or the value of all goods and services produced.

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

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

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

Investment:
Revenue investment: The revenues received by the public libraries including federal, state and local funds; fees and fines; cash gifts and donations; and funding for multi-type library cooperatives.
User investment: The investment by users in their time, travel, purchases, etc., necessary to use public libraries or specific services.

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

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

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

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

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

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

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

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

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

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

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

Revenue investment: (see Investment).

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

Use benefits: (see Benefits).

User Investment: (see Investment).

Appendix XI – Communicating Study Results

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

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

Non-Profit Communication Vehicles

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

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

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

		Educate, get people to	
	Radio	know and trust you, build	Active seekers
		credibility	

Source: NPOdev.org

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

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

1. Establish a relationship with key local funding agencies. "You have made a mistake if the only time that you have seen local funding decision makers all year is when you come to the annual budget hearing with your hand out."

2. Show up at county and city council meetings.

3. Be viewed as a contributing unit of city and county government (even if the library is separately funded).

4. Be proactive; do not wait for opportunity to knock, seek it out.

5. Find out what other local government agencies' problem areas are and make the library part of their solution.

6. Join local business organizations and involve the library in their work.

7. Seek out opportunities to present the library, its services and its accomplishments to local community groups.

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

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

Appendix XII - Bibliography

- Americans for Libraries Council. 2007. *Worth their weight: An assessment of the evolving field of library valuation.* http://www.bibliotheksportal.de/fileadmin/0themen/Management/dokumente/WorthTheirWeight.pdf

- Berryman, Jennifer, *Sustaining Communities Phase One: A review of research approaches measuring the value of public libraries*, State Library of NSW, October 2005. http://www.sl.nsw.gov.au/services/public_libraries/docs/sustainingcommunities.pdf

- Bertot, John Carlo, Charles R. McClure, Paul T. Jaeger, and Joe Ryan, *Public Libraries and the Internet 2006: Study Results and Findings*, Information Use Management and Policy Institute, Florida State University, September 2006. http://www.ala.org/ala/aboutala/offices/oitp/PDFs/2006_plinternet.pdf

- Coyle, Karen, *Technology and the Return on Investment*, Journal of Academic Librarianship 32, no.5 (August, 2006). http://www.kcoyle.net/jal-32-5.html

- Davis, Denise. *The Condition of U.S. Libraries: Public Library Trends*, *2002-2009*. American Library Association, 2009. www.ala.org/ala/research/librarystats/public/Condition_of_Libraries_1999.20.pdf

- Elliott, Donald S. [et al.]. 2007. *Measuring your library's value: How to do a cost-benefit analysis for your public library*. Chicago: American Library Association.

- Holt, Glen E. , Donald Elliott and Amonia Moore, *Placing a Value on Public Library Services*, St. Louis Public Library. http://www.slpl.lib.mo.us/libsrc/restoc.htm

- Lown, Cory and Hilary Davis, *Are You Worth It? What Return on Investment Can and Can't Tell You About Your Library*, April 1, 2009. http://www.inthelibrarywiththeleadpipe.org/2009/are-you-worth-it-what-return-on-investment/

- Potomac Incorporated, *Maryland Public Library Survey: Customer Survey of Maryland Residents About Libraries*, Final Report, August 4, 2006.

- PricewaterhouseCoopers, *Social and Economic Value of Public Libraries, Museums, Arts and Sport in Northern Ireland Phase I: Designing a Model*, Research Report No 1, 2008. http://www.dcalni.gov.uk/valcal_-_final_report_dec_2007-2.pdf

- Proctor, Richard, Bob Usherwood, and Gill Sobczyk. *What Happens When a Public Library Service Closes Down?* Library Management 18, no. 1 (1997): 59-64.

- Sharpe, Krista Bowers and Jeanne Koekkoek Stierman, *Libraries and Community Economic Development: a Survey of Best Practices*, Western Illinois University Libraries. http://www.alliancelibrarysystem.com/Rural/documents/bestpractices.pdf

- Urban Libraries Council. 2007. *Making cities stronger: Public library contributions to local economic development.* Evanston, IL: Urban Libraries Council. http://www.urban.org/uploadedpdf/1001075_stronger_cities.pdf
- *Use of Public Libraries in Hard Economic Times*, http://www.library.ns.ca/content/use-public-libraries-hard-economic-times accessed March 11, 2010.
- White, Larry Nash, *Unseen measures: the need to account for intangibles*, The Bottom Line: Managing Library Finances, Year 2007, Volume 20, Issue 2, Page 77-84.