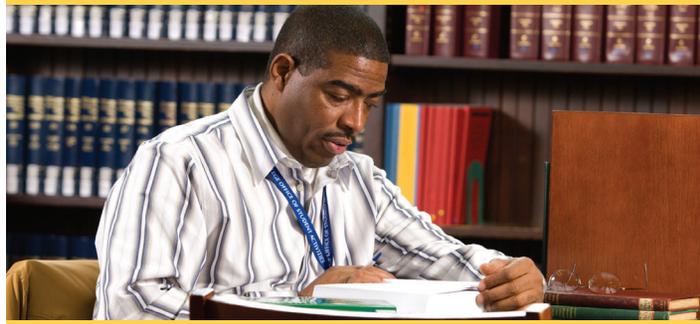


Surprising Survey Results

- Pennsylvanians need and use their libraries for much more than finding a good book to read.
- Libraries are considered extremely reliable resources. “Trustworthiness” was rated a top trait of information provided by public libraries.
- In the last year, 52 percent of all adults physically visited a library, and 13 percent connected through remote access.
- In total, adults and children comprised 41 million in-library visits and 11.4 million Internet visits last year.
- Almost six million in-person adult visits brought children to the library, whether for a children’s program, to read, check out a book for a child or another child-related purpose.
- Without public libraries, salaries and wages lost to the economy would amount to \$180 million.
- Pennsylvanians gain by not having to expend the time and money to locate and use alternate, more expensive sources of information. If lifelong learners had to obtain independently the needed information they now find free at the public library, it would cost them \$181 million.

Okay, this is good to know. What would you like me to do?

- Visit your local library and see what’s new! You’ll be surprised.
- Take a child to the library – and give them a gift for life.
- Take a friend or relative to a cultural event or lecture at your library.
- Having an event, meeting or book club? Your local library may have room.
- Looking to rent or buy entertainment? Check it out first for free at your local library.
- Refer others to the complete *Taxpayer Return-on-Investment (ROI) in Pennsylvania Public Libraries* study at www.statelibrary.state.pa.us.



PUBLIC LIBRARIES: A FUNDING PARTNERSHIP

Library Revenue Per Capita and National Rankings*

• State Funds	\$4.90	5th in U.S.
• Non-Tax Sources	\$3.74	10th in U.S.
• Local Gov't. Funds	\$15.25	43rd in U.S.

All Sources Combined \$24.22 38th in U.S.

* *E.D. TAB: Public Libraries in the United States: Fiscal Year 2004 (National Center for Educational Statistics (N.C.E.S.) released August 2006.)*



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PENNSYLVANIA'S PUBLIC LIBRARIES:

Filling Real Needs,
Returning Real Value





Library users and advocates have long known the value that libraries deliver to communities and people of all ages. But until now, there hasn't been a good way to quantify what libraries mean to the people of Pennsylvania.

Now, a research-based study commissioned to determine libraries' return on investment (ROI) value tells the story in hard dollar terms: If public libraries did not exist in Pennsylvania, the economic loss to our communities would be an estimated \$1.34 billion.

The bottom line? For every \$1 invested in public libraries, \$5.50 is returned to Pennsylvania taxpayers. That means a return of \$55 for every \$10 of local, state and federal taxes invested in supporting our public libraries.

The Study's "Who" and "How"

The University of North Carolina's School of Information and Library Science conducted the study, *Taxpayer Return-on-Investment (ROI) in Pennsylvania Public Libraries*, in spring 2006 using four integrated surveys.

The survey results were processed by the University of Pittsburgh's University Center for Social and Urban Research to interpret and highlight economic and other benefits achieved through use of public libraries.

Who Needs Our Libraries? Everyone!

Libraries are commonly misperceived as being used predominantly for recreation or entertainment. However, this survey reported a mere 24 percent of this type of use. A three-to-one majority of library use is for non-recreational purposes.

There are 474 libraries (630 including satellites such as branches and bookmobiles) serving Pennsylvania's 12 million residents. Pennsylvanians in every phase and walk of life are using their libraries to learn about the topics that matter to them. You can too!

- Individuals research health, current events, do-it-yourself projects, culture or religion and personal finances.
- Students study, research assignments or enroll in virtual or distance learning programs.
- Teachers prepare for class, keep up with literature and use the library for their own continuing education.
- Academic and other organizational or business libraries use public libraries as a resource because of their comprehensive collections, inexpensive access and the efficiency and speed of the staff.
- Preschool children are enrolled in early learning programs.
- Older adults and retirees engage in lifelong learning.
- Workers utilize Pennsylvania's work- or job-related information including research, marketing or sales and finance, tax or legal issues.

If Public Libraries Didn't Exist

If public libraries didn't exist, the study said, the economic loss to our communities across the Commonwealth would total nearly \$1.34 billion. That's 5.5 times what we dedicate annually in local, state, and federal taxes for public libraries.

Without public libraries, we'd have to expend a massive amount of time and money to come up with alternative sources for the information we need. We'd lose library jobs and wages, and the larger community would lose, as well.

Library visitors often patronize local shops, restaurants and other services before or after their trip. The revenue benefit to these businesses from such visits is called the "halo" effect. Conversely, some revenue to those businesses would be lost if there were no public libraries to visit. Based on other statistical studies, the estimate of the lost "halo" effect would be \$80 million a year.

But Aren't Libraries Being Replaced by the Internet?

To serve the growing essential information needs of citizens and organizations, Pennsylvania public libraries provide a full range of services and materials, both print and electronic. Public libraries have broadened their capabilities through Internet access both in the library and remotely through PA Power Library, AskHerePA 24/7 virtual reference service and other electronic services.