Part 2: Using the Library—In Person and Online

Borrowing print books *is the top library activity for information consumers.*

41% *use the library* **at least once a year** *to get assistance with research.*

In the U.S., frequency of library use **declines with age.**

In Part 1, we reviewed survey findings related to respondents' frequency of use, familiarity and favorability toward a wide range of information sources, including the physical and online library.

In Part 2, we review responses to questions that probe further for respondents' use habits with regard to activities pursued at the library and through the online library. In particular, respondents were asked about their levels of familiarity and satisfaction with library-provided electronic information resources and where they seek help when they need assistance using library information resources. Finally, we review responses related to the evaluation of search engines and libraries against a set of performance attributes.

2.1 Activities at the Library

Borrowing print books, researching specific reference books and getting assistance with research are the top three library activities.

We asked respondents to indicate how frequently they use 20 different library resources. Results show that libraries are used to pursue activities in all 20 categories, but frequency of use varies considerably across types of resources and across regions and U.S age groups surveyed.

Eight of the most frequently used activities are reviewed. Please refer to Appendix A for detailed data on all 20 library activities by geographic region, U.S. age and college students.

Borrowing print books is the activity respondents used most frequently. Fifty-five percent of all respondents borrow print books *at least annually*. Frequency varied across regions. Respondents from the Australia/Singapore/India regions borrow print books most frequently with 61 percent reporting they borrow print books *at least annually*. Respondents from the U.K. borrow print books least frequently, at 51 percent *at least annually*.

Researching specific reference books is the second most frequent library activity conducted annually. Respondents from the Australia/Singapore/India regions report the highest use of specific reference books at 61 percent, with the U.K. respondents again reporting the lowest use at 45 percent *at least annually*.

Of the 20 library activities surveyed, using the computer/Internet ranked seventh in frequency of annual use. Twenty-nine percent of all respondents report they use the computer/Internet at a library *at least annually*. Forty-two percent of all respondents report they *never have used* a library to use a computer/Internet. Computer/Internet use in the library varies across U.S. age groups. While 62 percent of U.S. respondents 65 and over *never have used* the library for computer/Internet access, only 14 percent of U.S. youth age 14–17 *never have used* a library for this purpose. Sixty-four percent of U.S. respondents age 14–17 use the library for computer/Internet access *at least annually*.

Activities at the Library—by Region of Respondent

How frequently do you use your library for the following reasons?

Note: *At least monthly* is a rollup of daily, weekly and monthly.
At least annually is a rollup of several times a year and at least once a year.

	Total Respondents	Australia Singapore India	Canada	United Kingdom	United States
Borrow print books					
At least monthly	26%	35%	30%	23%	23%
At least annually	29%	26%	30%	28%	30%
Not even once a year	10%	7%	12%	7%	11%
Never have used	17%	13%	14%	19%	18%
Used to use, but no longer do	19%	19%	14%	22%	19%
Research specific reference books					
At least monthly	15%	22%	17%	14%	12%
At least annually	36%	39%	36%	31%	36%
Not even once a year	12%	8%	11%	10%	14%
Never have used	15%	9%	16%	15%	16%
Used to use, but no longer do	23%	22%	20%	29%	22%
Get assistance with research					
At least monthly	11%	17%	15%	10%	9%
At least annually	30%	34%	27%	25%	30%
Not even once a year	13%	9%	15%	9%	15%
Never have used	23%	20%	22%	30%	22%
Used to use, but no longer do	23%	21%	21%	25%	24%
Read/borrow best-seller					
At least monthly	16%	19%	17%	16%	16%
At least annually	23%	28%	25%	22%	23%
Not even once a year	11%	9%	12%	7%	12%
Never have used	31%	28%	30%	34%	32%
Used to use, but no longer do	17%	16%	15%	21%	17%
Get copies of articles/journals					
At least monthly	9%	18%	12%	8%	7%
At least annually	25%	27%	25%	18%	25%
Not even once a year	12%	11%	13%	8%	13%
Never have used	33%	25%	34%	44%	33%
Used to use, but no longer do	21%	19%	16%	23%	22%
Use online databases					
At least monthly	15%	21%	19%	9%	14%
At least annually	18%	17%	20%	10%	19%
Not even once a year	9%	8%	7%	6%	10%
Never have used	46%	39%	42%	61%	45%
Used to use, but no longer do	13%	15%	12%	14%	12%
Use the computer/Internet					
At least monthly	13%	17%	14%	10%	13%
At least annually	16%	17%	19%	11%	16%
Not even once a year	9%	8%	12%	6%	10%
Never have used	42%	36%	33%	54%	44%
Used to use, but no longer do	18%	21%	22%	19%	16%
Do homework/study					
At least monthly	12%	16%	13%	9%	11%
At least annually	15%	19%	18%	11%	14%
Not even once a year	8%	7%	6%	6%	10%
Never have used	27%	23%	22%	34%	27%
Used to use, but no longer do	39%	35%	40%	40%	39%

Source: *Perceptions of Libraries and Information Resources,* OCLC, 2005, question 840.

The library has no purpose in my life.

I guess it is more of a historical archive of old paper documents. Who knows?

50-year-old from Canada

Source: *Perceptions of Libraries and Information Resources,* OCLC, 2005, question 810, "What do you feel is the main purpose of the library?"

All associations with my library are positive

76-year-old from Canada

Source: *Perceptions of Libraries and Information Resources,* OCLC, 2005, question 812a, "Please list two positive associations with the library."

Frequency of annual use of the top eight library activities typically declines with age. U.S. 14- to 17-year-olds report that they borrow print books more frequently than other U.S. age groups, at 66 percent. U.S. respondents age 25–64 report lower usage and U.S. respondents age 65 and older report the least frequent print book borrowing at 49 percent. Sixty-eight percent of U.S. 14- to 17-year-old respondents report they research specific reference books *at least annually,* compared to 46 percent of U.S. respondents age 25-64. Read/borrow best-seller showed the most consistent use *at least annually* across U.S. age groups.
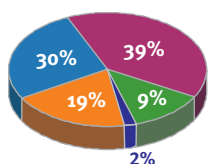
Activities at the Library—by Age of U.S. Respondent

How frequently do you use your library for the following reasons?

Note: *At least monthly* is a rollup of daily, weekly and monthly.
At least annually is a rollup of several times a year and at least once a year.

Activities at the Library: Borrow Print Books— by College Students across all Regions

- At least monthly — 39%
- At least annually — 30%
- Not even once a year — 9%
- Never have used — 19%
- Used to use, but no longer do — 2%

Source: *Perceptions of Libraries and Information Resources,* OCLC, 2005, question 840.

	Total U.S. Respondents	U.S. 14-17	U.S. 18-24	U.S. 25-64	U.S. 65+
Borrow print books					
At least monthly	23%	32%	28%	22%	19%
At least annually	30%	34%	27%	30%	30%
Not even once a year	11%	8%	6%	12%	10%
Never have used	18%	21%	25%	15%	24%
Used to use, but no longer do	19%	5%	14%	21%	18%
Research specific reference books					
At least monthly	12%	27%	25%	10%	4%
At least annually	36%	41%	40%	36%	33%
Not even once a year	14%	11%	8%	14%	16%
Never have used	16%	16%	14%	15%	21%
Used to use, but no longer do	22%	6%	14%	25%	26%
Get assistance with research					
At least monthly	9%	23%	20%	7%	2%
At least annually	30%	35%	37%	28%	27%
Not even once a year	15%	10%	10%	16%	15%
Never have used	22%	28%	18%	22%	27%
Used to use, but no longer do	24%	6%	16%	27%	29%
Read/borrow best-seller					
At least monthly	16%	18%	15%	15%	17%
At least annually	23%	26%	18%	23%	24%
Not even once a year	12%	12%	13%	13%	11%
Never have used	32%	38%	45%	29%	30%
Used to use, but no longer do	17%	6%	9%	20%	16%
Get copies of articles/journals					
At least monthly	7%	16%	13%	6%	1%
At least annually	25%	29%	31%	26%	20%
Not even once a year	13%	11%	8%	14%	14%
Never have used	33%	40%	32%	29%	47%
Used to use, but no longer do	22%	5%	15%	25%	18%
Use online databases					
At least monthly	14%	21%	30%	12%	7%
At least annually	19%	32%	25%	17%	12%
Not even once a year	10%	10%	7%	12%	6%
Never have used	45%	31%	27%	45%	66%
Used to use, but no longer do	12%	6%	11%	14%	9%
Use the computer/Internet					
At least monthly	13%	34%	35%	10%	5%
At least annually	16%	30%	24%	14%	12%
Not even once a year	10%	12%	4%	11%	8%
Never have used	44%	14%	19%	48%	62%
Used to use, but no longer do	16%	10%	18%	17%	13%
Do homework/study					
At least monthly	11%	33%	34%	6%	0%
At least annually	14%	32%	25%	10%	11%
Not even once a year	10%	11%	7%	11%	6%
Never have used	27%	16%	12%	28%	39%
Used to use, but no longer do	39%	7%	22%	44%	43%

Source: *Perceptions of Libraries and Information Resources,* OCLC, 2005, question 840.

Monthly activity levels among college students are higher than total respondents in all but one category (read/borrow best-seller). Forty-two percent report researching specific reference books at the library *at least monthly,* 48 percent report using a library to do homework/study *at least monthly,* and 33 percent report getting assistance with research at a library *at least monthly.* Only 12 percent of these respondents report using a library to read/borrow best-sellers *at least monthly.*

Tables detailing activities at the library by region, U.S. age and college students are included in Appendix A.

Activities at the Library—by College Students across all Regions

How frequently do you use your library for the following reasons?
Note: *At least monthly* is a rollup of daily, weekly and monthly.
At least annually is a rollup of several times a year and at least once a year.

	Total Respondents	College Students
Borrow print books		
At least monthly	26%	39%
At least annually	29%	30%
Not even once a year	10%	9%
Never have used	17%	19%
Used to use, but no longer do	19%	2%
Research specific reference books		
At least monthly	15%	42%
At least annually	36%	41%
Not even once a year	12%	5%
Never have used	15%	8%
Used to use, but no longer do	23%	4%
Get assistance with research		
At least monthly	11%	33%
At least annually	30%	35%
Not even once a year	13%	9%
Never have used	23%	19%
Used to use, but no longer do	23%	4%
Read/borrow best-seller		
At least monthly	16%	12%
At least annually	23%	19%
Not even once a year	11%	8%
Never have used	31%	58%
Used to use, but no longer do	17%	3%
Get copies of articles/journals		
At least monthly	9%	32%
At least annually	25%	37%
Not even once a year	12%	6%
Never have used	33%	19%
Used to use, but no longer do	21%	7%
Use online databases		
At least monthly	15%	44%
At least annually	18%	26%
Not even once a year	9%	5%
Never have used	46%	22%
Used to use, but no longer do	13%	3%
Use the computer/Internet		
At least monthly	13%	45%
At least annually	16%	24%
Not even once a year	9%	4%
Never have used	42%	20%
Used to use, but no longer do	18%	8%
Do homework/study		
At least monthly	12%	48%
At least annually	15%	29%
Not even once a year	8%	6%
Never have used	27%	9%
Used to use, but no longer do	39%	7%

Source: *Perceptions of Libraries and Information Resources,* OCLC, 2005, question 840.

A library should primarily provide books and study resources. Music and DVDs are cool, but popular titles should not be carried since they can be rented from the video shop for very little.
I don't believe that lending Finding Nemo should be part of a public library's charter.

33-year-old from Australia

Source: *Perceptions of Libraries and Information Resources,* OCLC, 2005, question 1240, "If you could provide one piece of advice to your library, what would it be?"

Comparing Libraries and Bookstores

Respondents favor libraries over bookstores for free Internet access, free materials and special programs. They favor bookstores for coffee shops, current materials and meeting their friends.

Respondents were asked to compare a library to a bookstore against a list of activities and attributes. The data show that respondents' libraries are considered more suitable than local bookstores on eight of 11 activities/attributes. Seventy-one percent of all respondents feel the library is more suitable than their local bookstore in providing comfortable seating, and 86 percent feel the library is more suitable than local bookstores in providing access to free entertainment. Respondents feel that the local bookstore is more a suitable source of current materials than their library.

U.S. young adults age 18 to 24 rated bookstores as more suitable for access to music than did total respondents. They were split on whether the library or bookstore had a more friendly environment.

Tables detailing data for responses by region, U.S. age, college students and library card holder are included in Appendix A.

Provide a more **bookstore environment** *for free and more people will come*

24-year-old from the United States

Source: *Perceptions of Libraries and Information Resources,* OCLC, 2005, question 1240, "If you could provide one piece of advice to your library, what would it be?"

Suitability of the Library and the Bookstore for Specific Activities—by Total Respondents

Comparing the library to your local bookstore, which do you feel provides a more suitable environment for activities/materials in regard to the following?

Libraries are more suitable than bookstores for...	Bookstores are more suitable than libraries for...
Free access to the Internet: 95%	Coffee/snack shop: 83%
Free materials: 95%	More current materials: 60%
Special programs: 89%	It's where my friends are: 57%
Access to free entertainment: 86%	
Book club/story hour: 77%	
Comfortable seating/meeting area: 71%	
Friendly environment: 64%	
Access to music: 62%	

Source: *Perceptions of Libraries and Information Resources,* OCLC, 2005, question 1230.

Suitability of the Library and the Bookstore
for Specific Activities—by U.S. 18- to 24-year-olds

Comparing the library to your local bookstore, which do you feel provides a more suitable environment for activities/materials in regard to the following?
Note: *Friendly environment* appears in both columns because respondents were split on whether the library or bookstore had a more friendly environment.

Libraries are more suitable than bookstores for...	Bookstores are more suitable than libraries for...
Free materials: 92%	Coffee/snack shop: 89%
Free access to the Internet: 91%	Find more current materials: 71%
Access to free entertainment: 82%	It's where my friends are: 61%
Special programs: 81%	Access to music: 55%
Book club/story hour: 62%	Friendly environment: 50%
Comfortable seating/meeting area: 59%	
Friendly environment: 50%	

Source: *Perceptions of Libraries and Information Resources,* OCLC, 2005, question 1230.

2.2 Awareness of Library Electronic Resources

Awareness of electronic databases and electronic materials at the library is low. Awareness of library Web sites and online library catalogs is high.

Respondents were asked to indicate if their library provides various types of electronic resources. Results indicate that awareness among respondents is low for most of the library's electronic resources. For example, 58 percent of all respondents are *not sure* if their library offers access to online databases.

Of the eight library electronic resources evaluated, respondents show the highest level of awareness for the library Web site and online library catalog. At least 60 percent of respondents are aware of these resources. Awareness of the online library catalog is highest among Canadian respondents at 74 percent and lowest among respondents from the U.K. at 45 percent.

A slight majority (55 percent) of respondents are aware that their library has online reference materials.

In the other five categories, most respondents are *not sure* if the library has the electronic resources. For example, only 38 percent of respondents indicate the library has audiobooks, and just 34 percent indicate they are aware that their library has electronic magazines/journals.

Advertise what you offer more

for general public. If you don't have kids or are not studying—you don't often know what the library offers

33-year-old from Australia

Source: *Perceptions of Libraries and Information Resources,* OCLC, 2005, question 1240, "If you could provide one piece of advice to your library, what would it be?"

Awareness of Library Resources—by Region of Respondent

Please indicate which electronic information sources your primary library has.

	Total Respondents	Australia Singapore India	Canada	United Kingdom	United States
Library Web site					
Yes, library has these	61%	67%	72%	45%	60%
No, library does not have	6%	8%	5%	7%	5%
Not sure	33%	25%	23%	48%	35%
Online library catalog					
Yes, library has these	60%	69%	74%	45%	58%
No, library does not have	5%	6%	5%	6%	5%
Not sure	35%	25%	21%	48%	38%
Online reference materials					
Yes, library has these	55%	57%	60%	44%	55%
No, library does not have	4%	7%	5%	6%	3%
Not sure	41%	36%	34%	50%	42%
Audiobooks (downloadable/digital)					
Yes, library has these	38%	42%	40%	33%	37%
No, library does not have	8%	10%	8%	9%	8%
Not sure	54%	48%	52%	58%	55%
Online databases					
Yes, library has these	37%	40%	41%	24%	39%
No, library does not have	5%	8%	5%	6%	4%
Not sure	58%	53%	54%	69%	57%
Electronic magazines/journals					
Yes, library has these	34%	42%	38%	23%	34%
No, library does not have	7%	8%	9%	10%	5%
Not sure	58%	50%	53%	67%	60%
Electronic books (digital)					
Yes, library has these	32%	38%	39%	24%	31%
No, library does not have	8%	10%	8%	9%	7%
Not sure	60%	51%	53%	67%	62%
Online librarian question service					
Yes, library has these	27%	32%	30%	20%	27%
No, library does not have	10%	13%	11%	10%	9%
Not sure	63%	56%	59%	69%	64%

Source: *Perceptions of Libraries and Information Resources,* OCLC, 2005, question 850.

Varied source of information and entertainment in the form of books, periodicals, computers, audio and visual sources in the form of CDs, etc.

51-year-old from England

Source: *Perceptions of Libraries and Information Resources,* OCLC, 2005, question 807, **"What is the first thing you think of when you think of a library?"**

Overall, the level of awareness of electronic library resources among U.S. respondents varies with age. U.S. 18- to 24-year-olds are more aware of the library's electronic information sources compared to U.S. respondents 25 and older. Seventy-five percent of U.S. 18- to 24-year-olds indicate the library has an online catalog, as compared to 55 percent of U.S. respondents age 25-64. Eighty-one percent of U.S. 18- to 24-year-olds indicate the library has a Web site as compared to 57 percent of U.S. respondents age 25–64.

U.S. respondents 65 and older have the lowest level of awareness of library electronic resources. At least half of these respondents are not aware of seven of the eight electronic resources. It is worth reminding the reader that this survey was administered electronically and all respondents had access to the Internet.

*Awareness of Library Resources—*by Age of U.S. Respondent

Please indicate which electronic information sources your primary library has.

	Total U.S. Respondents	U.S. 14-17	U.S. 18-24	U.S. 25-64	U.S. 65+
Library Web site					
Yes, library has these	60%	73%	81%	57%	53%
No, library does not have	5%	8%	4%	5%	3%
Not sure	35%	19%	15%	39%	44%
Online library catalog					
Yes, library has these	58%	73%	75%	55%	47%
No, library does not have	5%	7%	7%	4%	3%
Not sure	38%	20%	18%	41%	50%
Online reference materials					
Yes, library has these	55%	68%	74%	52%	47%
No, library does not have	3%	7%	6%	2%	3%
Not sure	42%	25%	20%	45%	50%
Audiobooks (downloadable/digital)					
Yes, library has these	37%	37%	46%	36%	36%
No, library does not have	8%	19%	11%	7%	3%
Not sure	55%	44%	43%	57%	61%
Online databases					
Yes, library has these	39%	43%	58%	37%	34%
No, library does not have	4%	10%	6%	3%	3%
Not sure	57%	47%	36%	61%	63%
Electronic magazines/journals					
Yes, library has these	34%	36%	60%	31%	27%
No, library does not have	5%	20%	8%	4%	4%
Not sure	60%	44%	32%	66%	69%
Electronic books (digital)					
Yes, library has these	31%	28%	47%	30%	26%
No, library does not have	7%	22%	12%	5%	4%
Not sure	62%	50%	41%	66%	70%
Online librarian question service					
Yes, library has these	27%	26%	40%	24%	26%
No, library does not have	9%	26%	12%	8%	6%
Not sure	64%	48%	48%	68%	69%

Source: *Perceptions of Libraries and Information Resources,* OCLC, 2005, question 850.

advertise a bit more; until this survey I didn't really realize that a library *might have music, movies, and audio books to borrow.*

24-year-old from the United States

Source: *Perceptions of Libraries and Information Resources,* OCLC, 2005, question 1240, "If you could provide one piece of advice to your library, what would it be?"

College students across all geographic regions show high levels of awareness of library electronic resources across all eight categories and closely mirror the level of awareness indicated by U.S. 18- to 24-year-olds.

Just remember that

students are less informed

about the resources of the library than ever before because they are competing heavily with the Internet.

20-year-old from the United States

Source: *Perceptions of Libraries and Information Resources,* OCLC, 2005, question 1240, "If you could provide one piece of advice to your library, what would it be?"

Awareness of Library Resources— ### by College Students across all Regions

Please indicate which electronic information sources your primary library has.

	Total Respondents	College Students
Library Web site		
Yes, library has these	61%	87%
No, library does not have	6%	5%
Not sure	33%	8%
Online library catalog		
Yes, library has these	60%	86%
No, library does not have	5%	6%
Not sure	35%	8%
Online reference materials		
Yes, library has these	55%	71%
No, library does not have	4%	5%
Not sure	41%	23%
Audiobooks (downloadable/digital)		
Yes, library has these	38%	43%
No, library does not have	8%	12%
Not sure	54%	44%
Online databases		
Yes, library has these	37%	62%
No, library does not have	5%	6%
Not sure	58%	31%
Electronic magazines/journals		
Yes, library has these	34%	62%
No, library does not have	7%	6%
Not sure	58%	32%
Electronic books (digital)		
Yes, library has these	32%	47%
No, library does not have	8%	11%
Not sure	60%	42%
Online librarian question service		
Yes, library has these	27%	45%
No, library does not have	10%	13%
Not sure	63%	42%

Source: *Perceptions of Libraries and Information Resources,* OCLC, 2005, question 850.

2.3 Using Library Electronic Information Resources

Regular use of library electronic resources is low, particularly among U.S. respondents age 65 and older.

Respondents' monthly use of online databases, electronic magazines/journals, online reference materials, electronic books, online librarian question services and audiobooks is less than 25 percent.

The data show distinctly different patterns of frequency of use by the age of U.S. respondents. U.S. respondents over the age of 65 are the most likely to report they *never have used* several electronic resource categories. Twenty-seven percent of these respondents *never have used* the online library catalog, 68 percent *never have used* electronic magazines/journals and 65 percent *never have used* online databases.

By comparison, U.S. 18- to 24-year-olds are the most likely of all U.S. respondents to have used the online library catalog with 71 percent reporting use *at least annually*. Fifty-seven percent in this age segment report they use online databases *at least annually*.

Use of library electronic resources among college students *at least annually* is 63 percent or higher in six of the eight categories. Eighty-six percent of college students report using the library Web site *at least annually* and 85 percent of them report using the online catalog *at least annually*. Over 50 percent use the library Web site *at least monthly*.

College students report low annual use of online librarian question services and audiobooks, 51 percent and 48 percent respectively.

68%

of U.S. respondents 65 and older have never used an electronic magazine/ journal.

68%

of U.S. youth age 14–17 use an online library catalog at least once a year.

86%

of college students use the library Web site at least annually.

Usage of Library Electronic Resources—
by Region of Respondent

Which of the following library electronic information sources have you ever
used from your primary library and how often do you use them?

Base: Respondents who indicated their primary library has the following electronic information
resources. Note: *At least monthly* is a rollup of daily, weekly and monthly.
At least annually is a rollup of several times a year and at least once a year.

	Total Respondents	Australia Singapore India	Canada	United Kingdom	United States
Online library catalog					
At least monthly	28%	37%	35%	17%	25%
At least annually	36%	36%	36%	36%	36%
Not even once a year	8%	4%	7%	8%	10%
Never have used	21%	12%	15%	29%	23%
Used to use, but no longer do	8%	11%	7%	10%	7%
Library Web site					
At least monthly	28%	38%	33%	17%	30%
At least annually	34%	32%	36%	34%	36%
Not even once a year	10%	7%	11%	6%	12%
Never have used	18%	16%	13%	34%	18%
Used to use, but no longer do	8%	7%	7%	10%	5%
Online reference materials					
At least monthly	17%	23%	27%	12%	14%
At least annually	35%	33%	33%	27%	34%
Not even once a year	8%	7%	8%	8%	11%
Never have used	29%	21%	24%	35%	32%
Used to use, but no longer do	11%	14%	9%	19%	9%
Electronic magazines/journals					
At least monthly	19%	31%	22%	20%	14%
At least annually	28%	24%	34%	23%	28%
Not even once a year	7%	5%	9%	4%	7%
Never have used	37%	30%	28%	43%	41%
Used to use, but no longer do	9%	10%	7%	10%	10%
Online databases					
At least monthly	18%	24%	25%	10%	15%
At least annually	28%	25%	30%	23%	27%
Not even once a year	12%	12%	12%	9%	13%
Never have used	35%	28%	29%	48%	37%
Used to use, but no longer do	8%	11%	5%	10%	7%
Online librarian question service					
At least monthly	11%	18%	13%	11%	9%
At least annually	30%	38%	31%	33%	25%
Not even once a year	12%	8%	12%	6%	15%
Never have used	38%	27%	41%	40%	41%
Used to use, but no longer do	8%	9%	3%	9%	9%
Electronic books (digital)					
At least monthly	13%	22%	13%	11%	10%
At least annually	17%	19%	22%	13%	17%
Not even once a year	10%	8%	12%	9%	11%
Never have used	54%	42%	51%	63%	57%
Used to use, but no longer do	5%	8%	3%	3%	6%
Audiobooks (downloadable/digital)					
At least monthly	8%	17%	8%	2%	7%
At least annually	17%	14%	20%	11%	18%
Not even once a year	9%	7%	14%	8%	8%
Never have used	60%	53%	51%	70%	62%
Used to use, but no longer do	7%	8%	7%	9%	6%

Source: *Perceptions of Libraries and Information Resources,* OCLC, 2005, question 855.

Usage of Library Electronic Resources—
by Age of U.S. Respondent

Which of the following library electronic information sources have you ever used from your primary library and how often do you use them?

Base: Respondents who indicated their primary library has the following electronic information resources. Note: *At least monthly* is a rollup of daily, weekly and monthly. *At least annually* is a rollup of several times a year and at least once a year.

	Total U.S. Respondents	U.S. 14-17	U.S. 18-24	U.S. 25-64	U.S. 65+
Online library catalog					
At least monthly	25%	34%	29%	23%	20%
At least annually	36%	34%	42%	34%	39%
Not even once a year	10%	14%	6%	11%	8%
Never have used	23%	16%	15%	25%	27%
Used to use, but no longer do	7%	4%	9%	7%	5%
Library Web site					
At least monthly	30%	29%	38%	29%	18%
At least annually	36%	39%	33%	36%	38%
Not even once a year	12%	14%	10%	12%	11%
Never have used	18%	14%	8%	18%	30%
Used to use, but no longer do	5%	5%	9%	5%	3%
Online reference materials					
At least monthly	14%	22%	18%	13%	3%
At least annually	34%	43%	45%	31%	28%
Not even once a year	11%	11%	11%	10%	13%
Never have used	32%	20%	20%	34%	46%
Used to use, but no longer do	9%	4%	7%	10%	9%
Electronic magazines/journals					
At least monthly	14%	26%	22%	12%	3%
At least annually	28%	20%	41%	27%	13%
Not even once a year	7%	14%	6%	7%	10%
Never have used	41%	34%	27%	41%	68%
Used to use, but no longer do	10%	6%	6%	13%	5%
Online databases					
At least monthly	15%	23%	23%	15%	1%
At least annually	27%	31%	34%	27%	19%
Not even once a year	13%	16%	10%	14%	9%
Never have used	37%	27%	25%	36%	65%
Used to use, but no longer do	7%	2%	8%	8%	4%
Online librarian question service					
At least monthly	9%	32%	17%	4%	5%
At least annually	25%	24%	26%	26%	28%
Not even once a year	15%	11%	10%	16%	20%
Never have used	41%	30%	41%	43%	39%
Used to use, but no longer do	9%	2%	6%	11%	8%
Electronic books (digital)					
At least monthly	10%	24%	19%	7%	3%
At least annually	17%	14%	25%	14%	20%
Not even once a year	11%	9%	13%	10%	12%
Never have used	57%	48%	40%	62%	61%
Used to use, but no longer do	6%	4%	3%	7%	4%
Audiobooks (downloadable/digital)					
At least monthly	7%	22%	8%	3%	6%
At least annually	18%	9%	19%	20%	13%
Not even once a year	8%	12%	10%	8%	6%
Never have used	62%	52%	60%	62%	70%
Used to use, but no longer do	6%	4%	2%	8%	5%

Source: *Perceptions of Libraries and Information Resources,* OCLC, 2005, question 855.

When I think of the library, I think of an **abundance of information on all topics.** *I would rather research from a library or print source than the Internet.*

17-year-old from the United States

Source: *Perceptions of Libraries and Information Resources,* OCLC, 2005, question 807, "What is the first thing you think of when you think of a library?"

Usage of Library Electronic Resources—
by College Students across all Regions

Which of the following library electronic information sources have you ever used from your primary library and how often do you use them?

Base: Respondents who indicated their libraries have the following electronic information resources.

Note: *At least monthly* is a rollup of daily, weekly and monthly. *At least annually* is a rollup of several times a year and at least once a year.

	Total Respondents	College Students
Online library catalog		
At least monthly	28%	47%
At least annually	36%	38%
Not even once a year	8%	2%
Never have used	21%	10%
Used to use, but no longer do	8%	4%
Library Web site		
At least monthly	28%	56%
At least annually	34%	30%
Not even once a year	10%	6%
Never have used	18%	6%
Used to use, but no longer do	8%	2%
Online reference materials		
At least monthly	17%	38%
At least annually	35%	41%
Not even once a year	8%	4%
Never have used	29%	14%
Used to use, but no longer do	11%	3%
Electronic magazines/journals		
At least monthly	19%	49%
At least annually	28%	33%
Not even once a year	7%	3%
Never have used	37%	12%
Used to use, but no longer do	9%	3%
Online databases		
At least monthly	18%	42%
At least annually	28%	33%
Not even once a year	12%	7%
Never have used	35%	15%
Used to use, but no longer do	8%	2%
Online librarian question service		
At least monthly	11%	17%
At least annually	30%	34%
Not even once a year	12%	7%
Never have used	38%	41%
Used to use, but no longer do	8%	1%
Electronic books (digital)		
At least monthly	13%	34%
At least annually	17%	29%
Not even once a year	10%	10%
Never have used	54%	25%
Used to use, but no longer do	5%	2%
Audiobooks (downloadable/digital)		
At least monthly	8%	16%
At least annually	17%	32%
Not even once a year	9%	7%
Never have used	60%	40%
Used to use, but no longer do	7%	4%

Source: *Perceptions of Libraries and Information Resources,* OCLC, 2005, question 855.

Can be over-whelming

with all the different ways there are to find resource materials. Does not contain information that can be found on a website.

28-year-old from Canada

Source: *Perceptions of Libraries and Information Resources,* OCLC, 2005, question 812b, "Please list two negative associations with the library."

2.4 Seeking Assistance in Using Library Resources

Most respondents do not seek assistance when using library electronic resources.

Most respondents indicated they have not sought help (64 percent) when using library resources. Respondents from the U.K. are least likely to seek help at 25 percent, and respondents from the Australia/Singapore/India regions are the most likely to seek help at 44 percent.

*Assistance in Using the Library—*by Region of Respondent

Did you ever seek help when using your library's electronic resources or when searching for information at your library?
Base: Respondents who have used the library, either walk-in or online.

	Total Respondents	Australia Singapore India	Canada	United Kingdom	United States
Yes, have sought help when using library's electronic resources or searching at library	36%	44%	39%	25%	35%
No	64%	56%	61%	75%	65%

Source: *Perceptions of Libraries and Information Resources,* OCLC, 2005, question 1035.

Responses indicate little variability across age groups when seeking help with using library resources. Forty-one percent of U.S. 14- to 17-year-olds have sought help and 41 percent of U.S. respondents 65 and older have sought help. U.S. 25- to 64-year-olds are the least likely to seek assistance at 33 percent.

*Assistance in Using the Library—*by Age of U.S. Respondent

Did you ever seek help when using your library's electronic resources or when searching for information at your library?
Base: Respondents who have used the library, either walk-in or online.

	Total U.S. Respondents	U.S. 14-17	U.S. 18-24	U.S. 25-64	U.S. 65+
Yes, have sought help when using library's electronic resources or searching at library	35%	41%	40%	33%	41%
No	65%	59%	60%	67%	59%

Source: *Perceptions of Libraries and Information Resources,* OCLC, 2005, question 1035.

To have the resources made easier for people to use. I find that it is extremely **hard to find** *what you are looking for* **without** *the assistance of the* **librarian.**
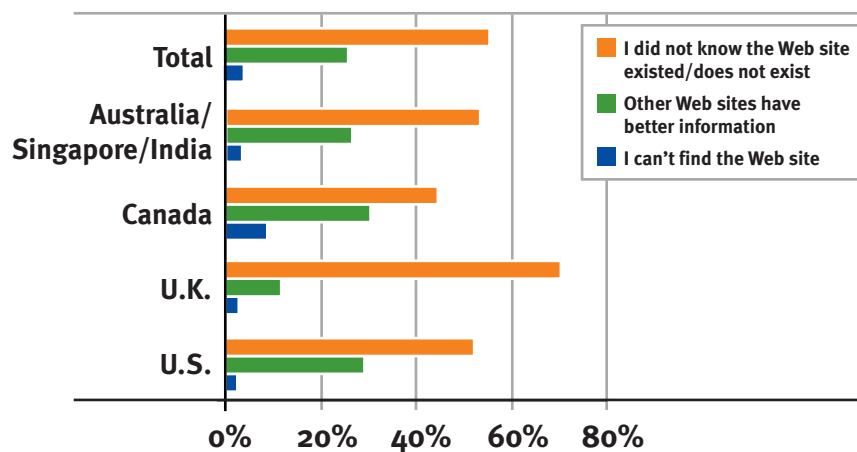
28-year-old from Canada

Source: *Perceptions of Libraries and Information Resources,* OCLC, 2005, question 1240, "If you could provide one piece of advice to your library, what would it be?"

College students are more likely than any other segment surveyed to seek help when using library resources. Even among this group, more than half responded they do not seek help.

Assistance in Using the Library— by College Students across all Regions

Did you ever seek help when using your library's electronic resources or when searching for information at your library?

Base: Respondents who have used the library, either walk-in or online.

	Total Respondents	College Students
Yes, have sought help when using library's electronic resources or searching at library	36%	46%
No	64%	54%

Source: *Perceptions of Libraries and Information Resources,* OCLC, 2005, question 1035.

First Source of Help at the Library— by Total Respondents

76%

1%

6%

16%

- ■ The librarian (person, not online)
- ■ The computer at the library
- ■ The appropriate section of the library's collection
- ■ Online librarian question service

Another person in the library: 0%
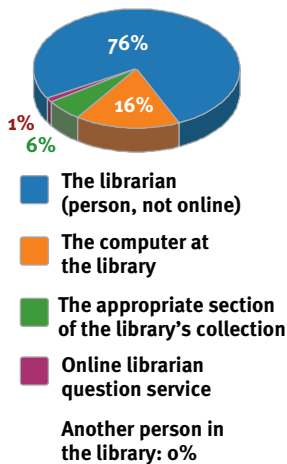
Source: *Perceptions of Libraries and Information Resources,* OCLC, 2005, question 1040.

Sources of Help at the Library

When respondents seek help at the library, librarians are the clear choice.

Thirty-six percent of total respondents indicated they have sought help using library resources. Overwhelmingly, respondents from all geographic regions and across U.S. age groups indicate the librarian is the first choice when seeking assistance at the library.

First Source of Help at the Library—by Region of Respondent

What is the first source you typically go to for help with your problem?

Base: Respondents who sought help at the library.
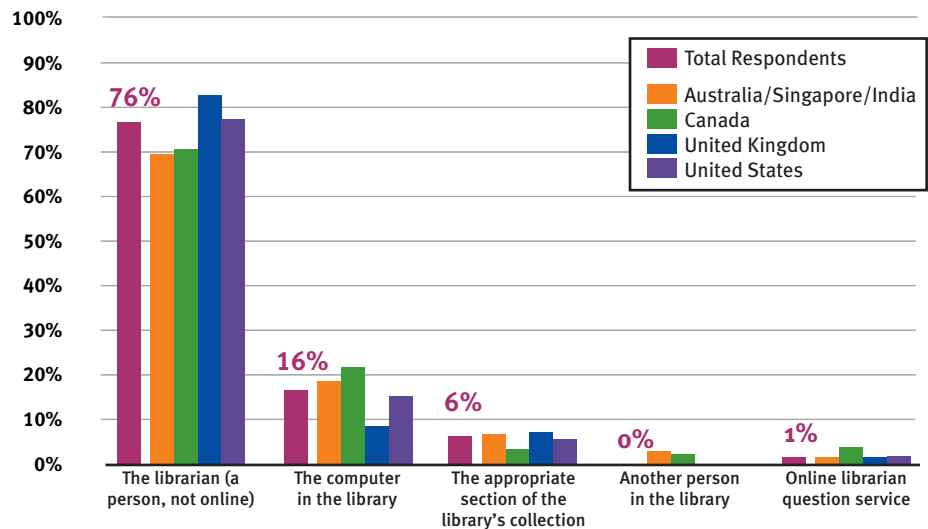
Source: *Perceptions of Libraries and Information Resources,* OCLC, 2005, question 1040.

# 2.5 Familiarity with the Library Web Site

Overall, not knowing the Web site exists is the main reason respondents do not use the library Web site. U.S. youth and young adults ages 14–24 indicate that they do not use the library Web site because other sites have better information.

As library Web sites are the main point of access to libraries' catalogs and resources, survey respondents were asked specifically about their familiarity with library Web sites. In Section 1.2 we reported that 46 percent of all respondents are *extremely familiar* or *very familiar* with the library and 17 percent of all respondents are *extremely familiar* or *very familiar* with the online library. In Part 2.3, we reported that 18 percent of respondents *never have used* a library Web site.

For respondents who reported they have never visited an online library Web site, "I did not know the Web site existed/does not exist" is the primary reason cited for lack of use. Fifty-five percent report they did not know the library Web site exists or say it does not exist. Lack of awareness is highest among respondents from the U.K. and lowest among Canadian respondents.

To bring out a library website **with a whole lot of information…**

27-year-old from India

Source: *Perceptions of Libraries and Information Resources,* OCLC, 2005, question 1240, "If you could provide one piece of advice to your library, what would it be?"

Reasons for Never Using the Online Library Web Site— by Region of Respondent

Why haven't you ever used the online library Web site?
Base: Respondents who indicated they do not visit the library online.

Legend:
- I did not know the Web site existed/does not exist
- Other Web sites have better information
- I can't find the Web site

Source: *Perceptions of Libraries and Information Resources,* OCLC, 2005, question 1090.

Of U.S. respondents who do not use the library Web site, younger respondents age 14 to 24 are more likely to respond that other Web sites have better information, despite data that show people in this age segment use library resources more than any other age segment (see Part 2.1).

Accessing the Library from the Web—
by College Students across all Regions

Have you ever started your search for information using a search engine and ended up at a library Web site?

YES: 48%   NO: 52%
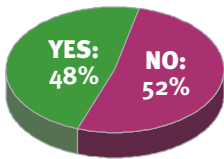
If yes... did you use the library Web site?

YES: 41%

NO: 7%
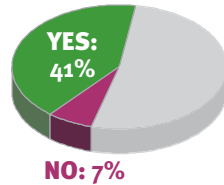
If yes, did the library Web site fulfill your information needs?

10%
27%
4%
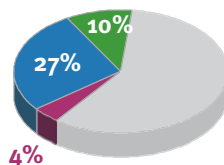
27%: YES
but I also had to use other resources

10%: YES
the only resource I needed to use

4%: NO
not enough information available

Source: *Perceptions of Libraries and Information Resources,* OCLC, 2005, questions 1005, 1010, 1015.

Reasons for Never Using the Online Library Web Site—
by Age of U.S. Respondent

Why haven't you ever used the online library Web site?
Base: Respondents who indicated they do not visit the library online, question 815.

Legend:
- I did not know the Web site existed/does not exist
- Other Web sites have better information
- I can't find the Web site

Categories: Total U.S., U.S. 14-17, U.S. 18-24, U.S. 25-64, U.S. 65+
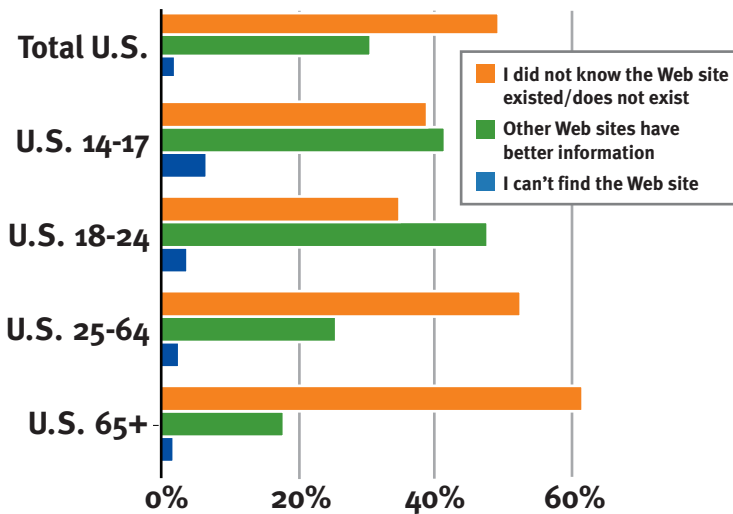
Source: *Perceptions of Libraries and Information Resources,* OCLC, 2005, question 1090.

Most college students know the library Web site exists. Those who do not use the library Web site respond that other Web sites have better information (44 percent).

Reasons for Never Using the Online Library Web Site—
by College Students across all Regions

Why haven't you ever used the online library Web site?
Base: Respondents who indicated they do not visit the library online, question 815.

Legend:
- I did not know the Web site existed/does not exist
- Other Web sites have better information
- I can't find the Web site

College Students across all Regions
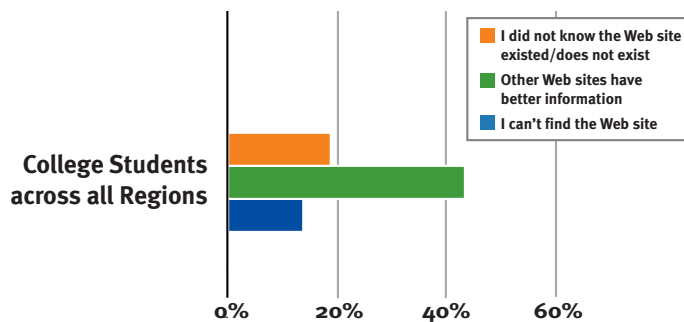
Source: *Perceptions of Libraries and Information Resources,* OCLC, 2005, question 1090.

2.6 The Internet Search Engine, the Library and the Librarian

Libraries are seen as more trustworthy/credible and as providing more accurate information than search engines. Search engines are seen as more reliable, cost-effective, easy to use, convenient and fast.

Earlier in this report, we reviewed data that show search engines are the preferred starting place for survey respondents when searching for information. Respondents were asked to compare search engines and libraries against a set of seven performance attributes.

Libraries are rated higher than search engines along two of the seven performance attributes: *trustworthy/credible* sources of information and *accurate.* Sixty percent of all respondents indicate libraries are best described using the attribute *trustworthy/credible information,* and 56 percent indicate that libraries are best described using the attribute *accurate (quality information).*

Search engines are rated higher than libraries by respondents in five of the seven performance attributes: *reliability, cost effectiveness, ease of use, convenience* and *speed.* Eighty-five percent of respondents indicate search engines are best described by the attribute *ease of use,* 89 percent indicate search engines are best described by the attribute *convenient,* and 92 percent indicate search engines are best described by the attribute *fast.*

That librarians were **among the first** *to move information electronically and to use computers effectively and efficiently to serve their customers.*

73-year-old from the United States

Source: *Perceptions of Libraries and Information Resources,* OCLC, 2005, question 807, "What is the first thing you think of when you think of a library?"

Attributes of the Library and the Search Engine— by Total Respondents

Comparing an online or physical library to a search engine, please indicate which source is best described by the following.

Legend:
- Search engine is best for
- Online or physical library is best for

Attribute	Search engine is best for	Online or physical library is best for
Trustworthy/credible source	40%	60%
Accurate (quality information)	44%	56%
Reliable (always available)	72%	28%
Cost-effective	75%	25%
Easy to use	85%	15%
Convenient	89%	11%
Fast	92%	8%
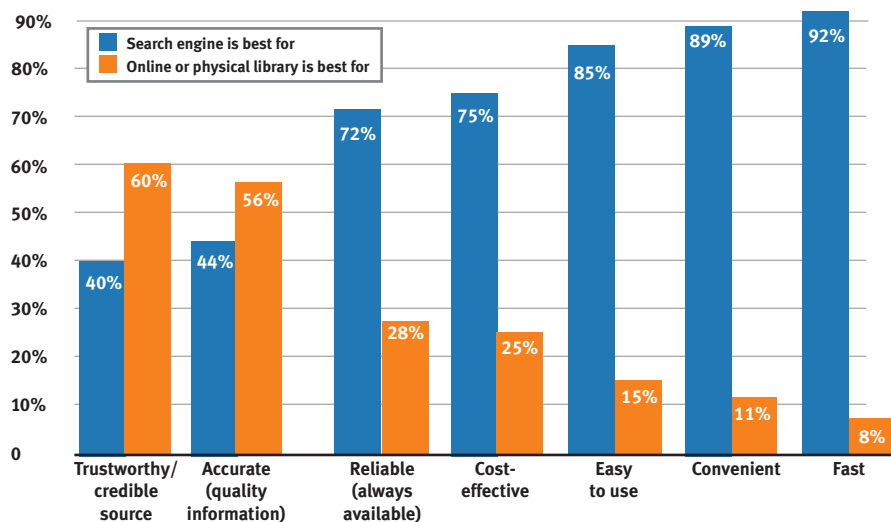
Source: *Perceptions of Libraries and Information Resources,* OCLC, 2005, question 1355.

Librarians and the Search Process

Respondents who have used a librarian for assistance agree that librarians add value to the search process.

In Part 2.4 we reviewed data reporting the percent of respondents who have sought help from a librarian when looking for information or using electronic information resources. Those survey respondents who have used the assistance of a librarian were also asked to rate the degree to which they agree or disagree that the librarian adds value to the search process.

Seventy-seven percent of all respondents *completely agree* or *agree* that the librarian adds value to the search process. Respondents from the U.K. are more likely to *completely agree* or *agree* the librarian adds value to the search process (at 95 percent).

Librarians Add Value to the Search Process— by Region of Respondent

Please rate the degree to which you agree or disagree that the librarian adds value to the information search process.
Base: Respondents who have used a librarian.

Librarian Adds Value to the Search Process— by Total Respondents
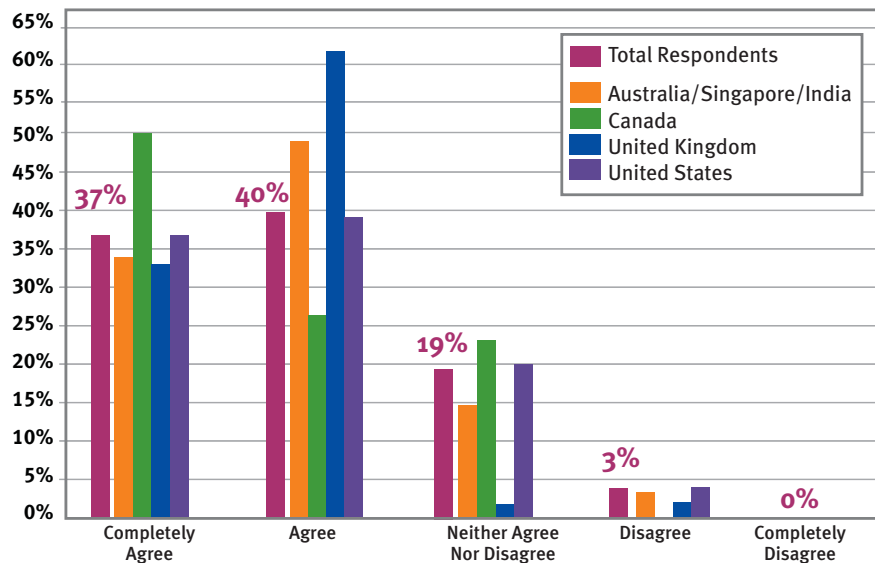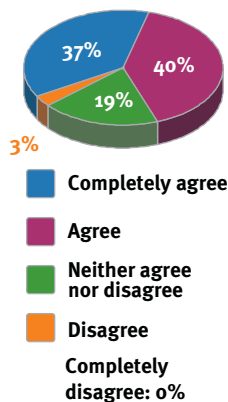
Completely disagree: 0%

U.S. respondents show variation according to age segment in how they rate the value the librarian adds to the search process. Overall, 76 percent of all U.S. respondents *completely agree* or *agree* that the librarian adds value. U.S. respondents 65 and older are much more likely to *completely agree* that the librarian adds value to the search process (70 percent) and U.S. 14- to 17-year-olds are the least likely to *completely agree* (22 percent).

Librarians Add Value to the Search Process—
by Age of U.S. Respondent

Please rate the degree to which you agree or disagree that the librarian adds value to the information search process.

Base: Respondents who have used a librarian.

Source: *Perceptions of Libraries and Information Resources,* OCLC, 2005, question 1070.

Librarians Add Value to the Search Process—
by College Students across all Regions

Please rate the degree to which you agree or disagree that the librarian adds value to the information search process.

Base: Respondents who have used a librarian.
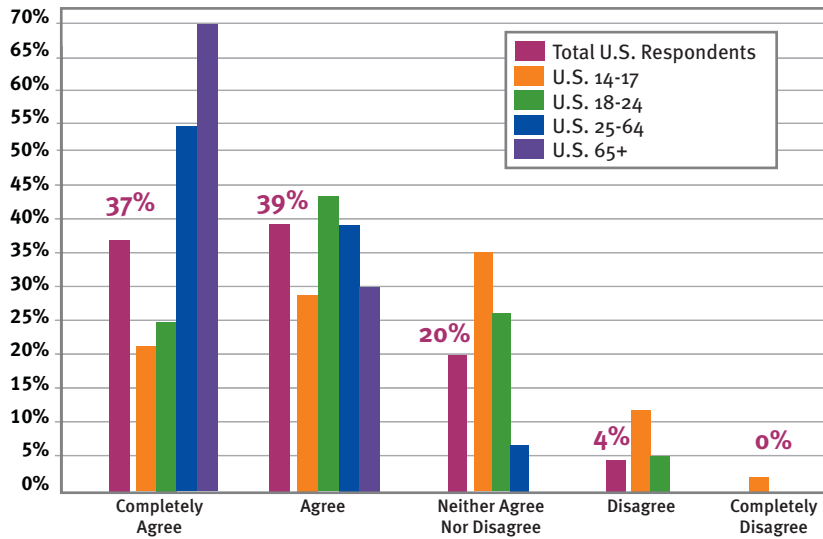
Source: *Perceptions of Libraries and Information Resources,* OCLC, 2005, question 1070.

They have what I need,
or can get it.
Wonderfully helpful librarians

60-year-old from the United States

Source: *Perceptions of Libraries and Information Resources,* OCLC, 2005, question 812a, "Please list two positive associations with the library."
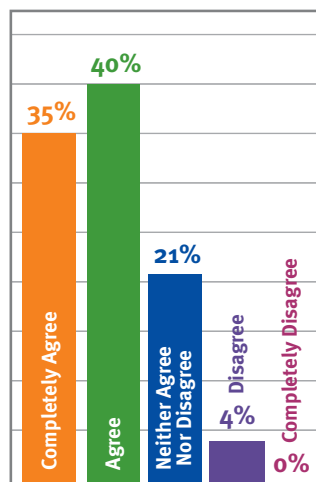
Comparing Assistance—Search Engines and Librarians

Respondents who indicated they have used a search engine to assist in searching for information and who also indicated they have sought assistance from a librarian in the process of using library electronic resources or in searching for information were then asked to compare that assistance. Forty-three percent of all respondents indicate the assistance they received from a librarian was the same as the assistance provided by a search engine. U.S. respondents are the most likely to indicate *assistance from a librarian was better* than that of a search engine, with respondents from the Australia/Singapore/India regions being the least likely.

43%

indicate that assistance received from a librarian was the same as the assistance received from search engines.

Assistance from Search Engines and Librarians— by Region of Respondent

Please compare the assistance you received from a librarian to that of the assistance from a search engine on a 5-point scale.
Base: Respondents who have used a librarian and a search engine.
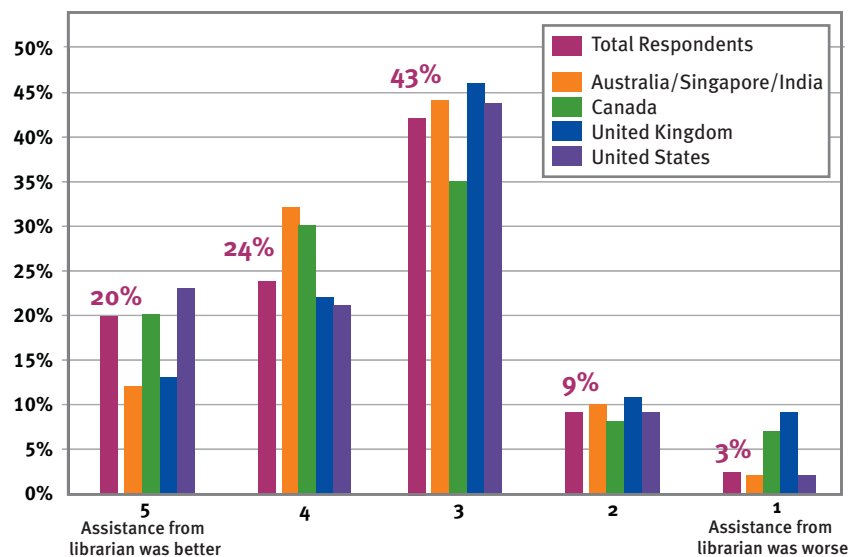
Source: *Perceptions of Libraries and Information Resources,* OCLC, 2005, question 1065.

Satisfaction with Search Engines and Librarians

Quality and quantity of information are top determinants of a satisfactory information search.

Survey respondents who indicated they have used the assistance of a librarian and a search engine were asked to indicate their levels of satisfaction with the information provided, the quantity of information received, the speed with which the search was conducted, and their overall search experience.

Satisfaction with the overall experience of searching has a strong correlation to the quality and quantity of information returned in the search process. There is also a

moderate correlation between the overall experience of using a search engine and the speed of conducting the search. These correlations indicate that the attributes of quality, quantity and speed are contributing factors to respondents' *overall experience* rating.

The *overall experience* of using the assistance of a librarian also has strong correlations with the responses for quality and quantity of information provided and moderate correlation between overall experience and speed of conducting the search.

Tables detailing data for responses by region, U.S. age, college students and library card holders across all regions are included in Appendix A.

Satisfaction with the Librarian and the Search Engine— by Total Respondents

Based on the most recent search you conducted through [search engine used most recently], how satisfied were you in each of the following areas?
Base: Respondents who have used a search engine.

Based on your most recent experience seeking assistance from a librarian for help with a search or locating information, how satisfied were you in each of the following areas?
Base: Respondents who have used a librarian.

Source: *Perceptions of Libraries and Information Resources,* OCLC, 2005, questions 665 and 1050.

Satisfaction with the Information Provided

Librarians and search engines both provide quality information.

Eighty-eight percent of survey respondents indicated they were *very satisfied* or *satisfied* with the information provided from their most recent search conducted with the assistance of a librarian. Eighty-nine percent indicated they were *very satisfied* or *satisfied* with the information provided from their most recent search using a search engine. Very few (less than 8 percent) respondents were dissatisfied with the information received during their most recent information search.

very helpful,

friendly, knowledgeable, resourceful, easy to use, always available, free

37-year-old from Canada

Source: *Perceptions of Libraries and Information Resources,* OCLC, 2005, question 807, "What is the first thing you think of when you think of a library?"
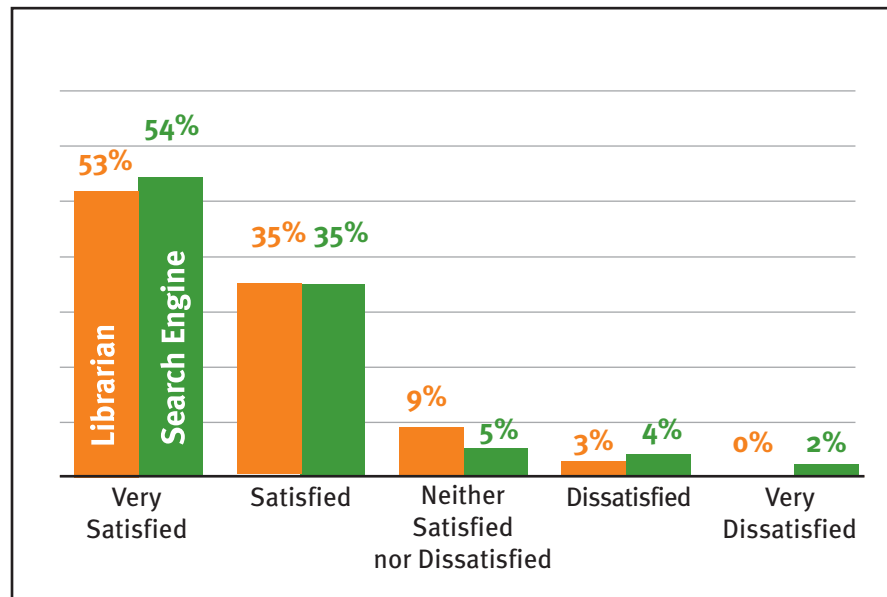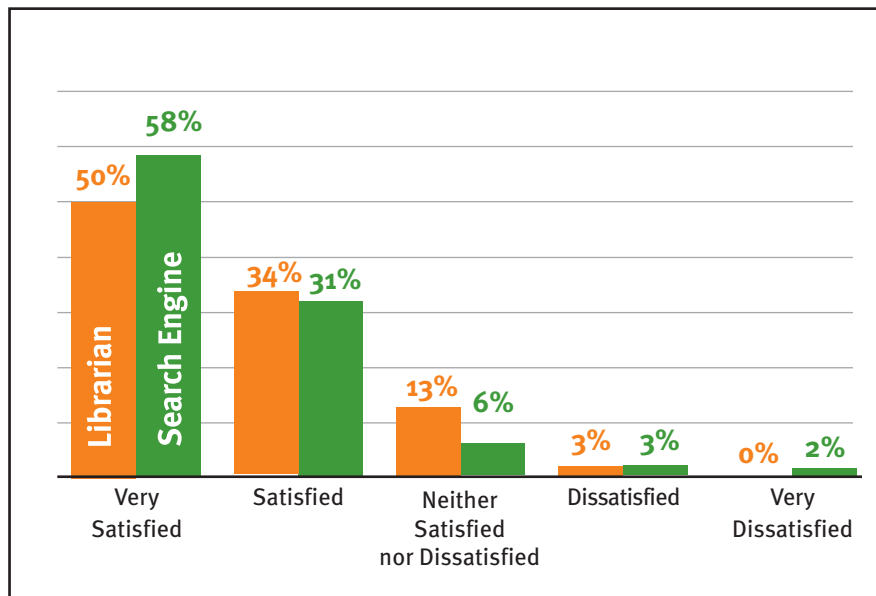
Satisfaction with the Information Provided—
by Total Respondents

Based on the most recent search you conducted through [search engine used most recently], how satisfied were you with the information provided?
Base: Respondents who have used a search engine.

Based on your most recent experience seeking assistance from a librarian for help with a search or locating information, how satisfied were you with the information provided?
Base: Respondents who have used a librarian.

	Very Satisfied	Satisfied	Neither Satisfied nor Dissatisfied	Dissatisfied	Very Dissatisfied
Librarian	53%	35%	9%	3%	0%
Search Engine	54%	35%	5%	4%	2%

Source: *Perceptions of Libraries and Information Resources,* OCLC, 2005, questions 665 and 1050.

Satisfaction with the Quantity of Information Provided

Respondents are slightly more satisfied with the quantity of information provided by search engines than by librarians.

Eighty-four percent of respondents indicated they were *very satisfied* or *satisfied* with the quantity of information provided from their most recent search using the assistance of a librarian. Eighty-nine percent of respondents indicated they were *very satisfied* or *satisfied* with the amount of information provided in their most recent search using a search engine.

Satisfaction with the Quantity of Information Provided— by Total Respondents

Based on the most recent search you conducted through [search engine used most recently], how satisfied were you with the quantity of information provided?
Base: Respondents who have used a search engine.

Based on your most recent experience seeking assistance from a librarian for help with a search or locating information, how satisfied were you with the quantity of information provided?
Base: Respondents who have used a librarian.

Source: *Perceptions of Libraries and Information Resources,* OCLC, 2005, questions 665 and 1050.

there is no toilet in my library so getting information

must be quick

there needs to be more seats for the disabled

57-year-old from England

Source: *Perceptions of Libraries and Information Resources,* OCLC, 2005, question 812b, **"Please list two negative associations with the library."**

Satisfaction with the Speed of Conducting the Search

Respondents are significantly more satisfied with the speed of conducting the search using search engines.

Satisfaction with the speed of conducting the search is the attribute for which there is the largest difference between a search engine and a librarian. Seventy-two percent of respondents were *very satisfied* with the speed of conducting research using a search engine, while 41 percent of respondents were *very satisfied* with the speed of conducting research with a librarian.
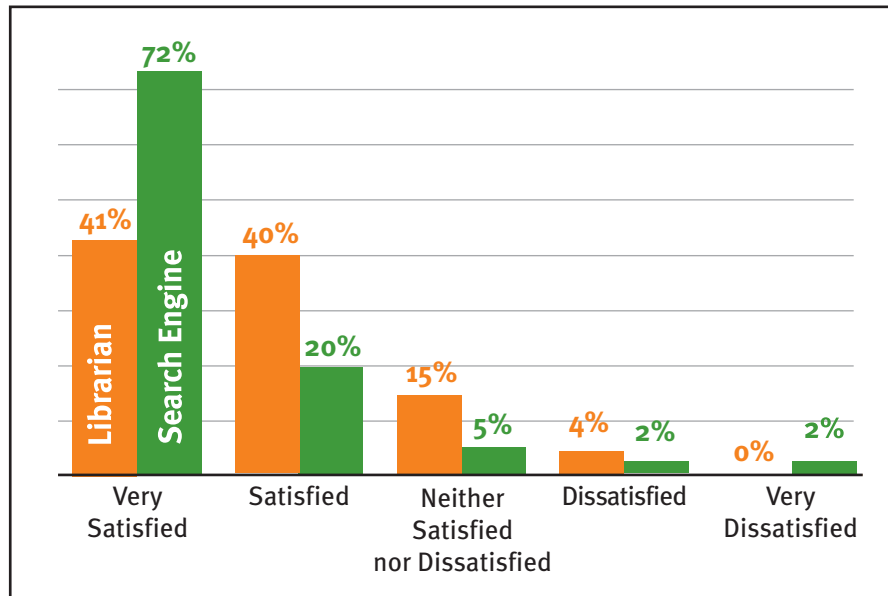
Satisfaction with the Speed of Conducting the Search— by Total Respondents

Based on the most recent search you conducted through [search engine used most recently], how satisfied were you with the speed of conducting the search?
Base: Respondents who have used a search engine.

Based on your most recent experience seeking assistance from a librarian for help with a search or locating information, how satisfied were you with the speed of conducting the search?
Base: Respondents who have used a librarian.

	Very Satisfied	Satisfied	Neither Satisfied nor Dissatisfied	Dissatisfied	Very Dissatisfied
Librarian	41%	40%	15%	4%	0%
Search Engine	72%	20%	5%	2%	2%

Source: *Perceptions of Libraries and Information Resources,* OCLC, 2005, questions 665 and 1050.

Satisfaction with the Overall Experience

Overall, more respondents are very satisfied with searches using search engines than they are with librarian-assisted searches.

Ninety percent of respondents were satisfied *(very satisfied* or *satisfied)* with the overall experience of using a search engine. Sixty percent of respondents were *very satisfied* with the overall experience of using a search engine compared to 48 percent of respondents who were *very satisfied* with the overall experience of using the assistance of a librarian.
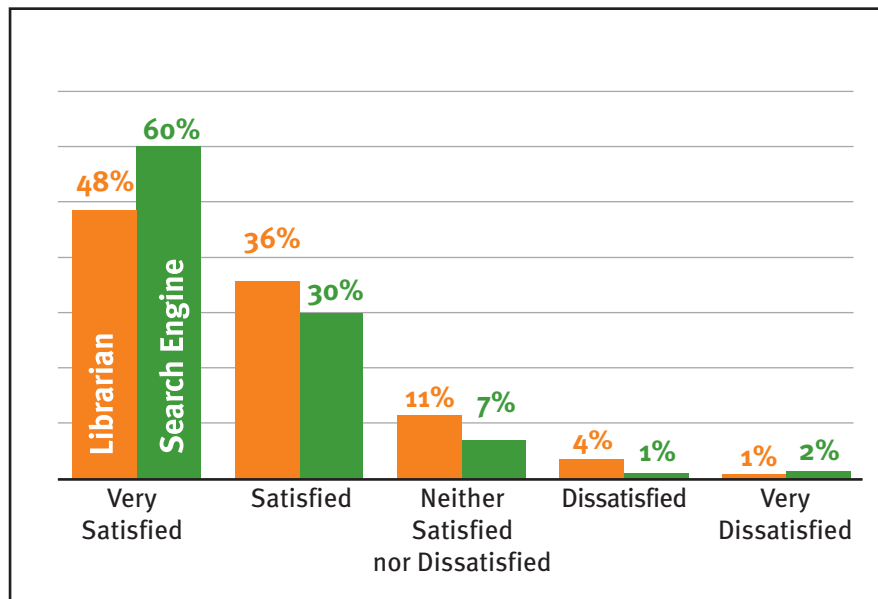
Satisfaction with the Overall Experience—
by Total Respondents

Based on the most recent search you conducted through [search engine used most recently], how satisfied were you with the overall experience?
Base: Respondents who have used a search engine.

Based on your most recent experience seeking assistance from a librarian for help with a search or locating information, how satisfied were you with the overall experience?
Base: Respondents who have used a librarian.

Source: *Perceptions of Libraries and Information Resources,* OCLC, 2005, questions 665 and 1050.

If it just provides internet services, I can get that at home.

Needs to advertise/ inform

that it has access to all of the most up-to-date reliable research sources or can get them easily.

40-year-old from Canada

Source: *Perceptions of Libraries and Information Resources,* OCLC, 2005, question 1240, "If you could provide one piece of advice to your library, what would it be?"

2.7 Keeping Up-to-Date with Library Resources

Almost half of all respondents keep up with resources available at the library by calling or coming into the library. One-third do not keep up with library resources.

Forty-eight percent of all respondents indicate they *call or walk in the library* to keep current with the resources of the library. Responses across geographic regions are relatively consistent. Twenty-five percent of all respondents keep current by using a *library Web site*, and 33 percent indicate they do not keep up with resources available at the library.

Keeping Up-to-Date with Library Resources— by Region of Respondent

How do you typically keep abreast of the resources
available to you at your library?
(Select all that apply.)

	Total Respondents	Australia Singapore India	Canada	United Kingdom	United States
Call or walk in the library	48%	53%	53%	47%	46%
I don't keep up with resources available	33%	26%	28%	39%	35%
Library Web site	25%	32%	33%	12%	24%
Point of use materials (signs/fliers/posters at the library)	22%	23%	28%	20%	21%
Community/local paper	20%	24%	23%	18%	19%
Friends/neighbors/relatives	18%	19%	22%	10%	18%
E-mail lists	10%	18%	12%	7%	8%
School bulletin boards	6%	6%	9%	4%	6%

Source: *Perceptions of Libraries and Information Resources,* OCLC, 2005, question 1215.

U.S. respondents keep up-to-date with library resources differently across age groups. Those 65 and older are more likely than other U.S. age segments to *call or walk in the library* (48 percent) or reference a *community or local paper* (37 percent). Only 19 percent indicate they keep current by using the *library Web site*. Thirty-nine percent of U.S. 18- to 24-year-olds indicate they *call or walk in the library*. Only 9 percent indicate they reference a *community or local paper* to keep up-to-date with library resources compared to 32 percent of this age segment who use the *library Web site* to keep up-to-date.

College students use both the *library Web site* and library visits to keep up-to-date with library resources.

Keeping Up-to-Date on Library Resources—
by Age of U.S. Respondent

How do you typically keep abreast of the resources available
to you at your library? (Select all that apply.)

	Total U.S. Respondents	U.S. 14-17	U.S. 18-24	U.S. 25-64	U.S. 65+
Call or walk in the library	46%	40%	39%	47%	48%
I don't keep up with resources available	35%	36%	36%	35%	32%
Library Web site	24%	19%	32%	24%	19%
Point of use materials (signs/fliers/posters at the library)	21%	15%	24%	21%	20%
Community/local paper	19%	5%	9%	18%	37%
Friends/neighbors/relatives	18%	18%	20%	18%	18%
E-mail lists	8%	7%	11%	8%	6%
School bulletin boards	6%	15%	15%	5%	0%

Source: *Perceptions of Libraries and Information Resources,* OCLC, 2005, question 1215.

Keeping Up-to-Date on Library Resources—
by College Students across all Regions

How do you typically keep abreast of the resources available
to you at your library? (Select all that apply.)

	Total Respondents	College Students
Call or walk in the library	48%	48%
I don't keep up with resources available	33%	26%
Library Web site	25%	49%
Point of use materials (signs/fliers/posters at the library)	22%	25%
Community/local paper	20%	9%
Friends/neighbors/relatives	18%	18%
E-mail lists	10%	19%
School bulletin boards	6%	21%

Source: *Perceptions of Libraries and Information Resources,* OCLC, 2005, question 1215.

I would suggest the library **reach out to teens** *and 20 somethings. They are the group that uses the library least.*

24-year-old from the United States

Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 1240, "If you could provide one piece of advice to your library, what would it be?"

Across all geographic regions, 58 percent of library card holders *call or walk in the library* as their primary means of keeping abreast of available library resources as compared to 21 percent of non-card holders. Fifty-eight percent of non-card holders indicate that they *do not keep up with resources available*, compared to 23 percent of library card holders.

Keeping Up-to-Date on Library Resources—
by Library Card Holder Status across all Regions

How do you typically keep abreast of the resources available
to you at your library? (Select all that apply.)

58%

of non-card holders don't keep abreast of library resources.

	Total Respondents	Library Card Holders	Non-Card Holders
Call or walk in the library	48%	58%	21%
I don't keep up with resources available	33%	23%	58%
Library Web site	25%	31%	7%
Point of use materials (signs/fliers/posters at the library)	22%	27%	10%
Community/local paper	20%	22%	14%
Friends/neighbors/relatives	18%	18%	16%
E-mail lists	10%	11%	8%
School bulletin boards	6%	7%	4%

Source: *Perceptions of Libraries and Information Resources,* OCLC, 2005, question 1215.