

FDLP Forecast Study Data Report

Library Forecast Question 22



REVISED MAY 30, 2013

Question 22 of the Library Forecast Questionnaire asked depository libraries: “Does your library market its FDLP collection and services to local non-depository libraries or in other venues where members of your community could learn of them?” This report documents the data gathered from this question. Please note: totals may not always equal 100% due to rounding.

The data report, [Overall High-Level Quantitative Data for Library Forecast Questionnaires](#), is available for viewing.

The results are presented by:

- Library Type
 - Academic General
 - Academic, Community College
 - Academic, Law Library
 - Federal Agency Library
 - Federal Court Library
 - Highest State Court Library
 - Public Library
 - Service Academy
 - Special Library
 - State Library
- Library Size
 - Large = > 1,000,000 volumes
 - Medium = 250,000 – 1,000,000 volumes
 - Small = < 250,000 volumes
- Depository Type
 - Regional
 - Selective
- Cross-tabulated by Library Size and Depository Type
- Cross-tabulated by Library Type and Depository Type

PRESENTATION OF QUANTITATIVE RESULTS

Question 22 asked, “Does your library market its FDLP collection and services to local non-depository libraries or in other venues where members of your community could learn of them?” The response options were:

- 1) no
- 2) yes (Please describe)

Of the 802 respondents to Library Forecast Question 22, 331 (41%) responded “yes,” while 471 (59%) responded “no.”

Figure 1: Overall Yes/No Response Rate

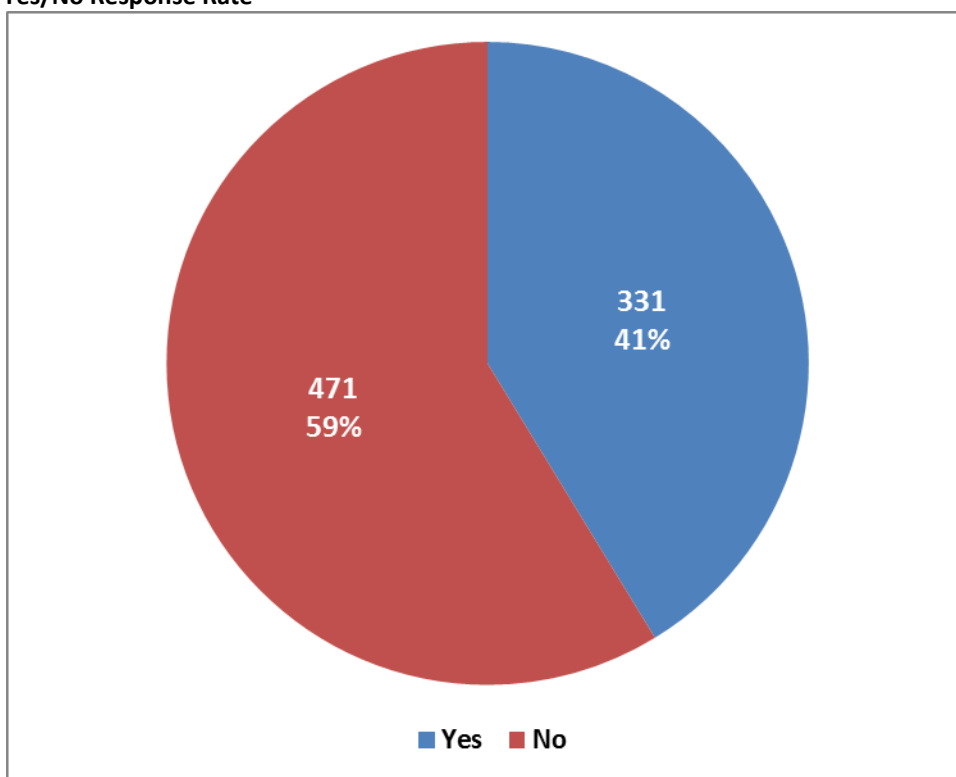


Figure 2 illustrates response rates by library type for all 802 respondents.

State Libraries had the highest “yes” response rate (61%), followed by Academic General Libraries (44%).

Figure 2: Yes/No Response Rate by Library Type

Library Type	Yes		No		Total Freq	Total %
	Freq	%	Freq	%		
Academic General	197	44%	248	56%	445	100%
Academic, Community College	14	41%	20	59%	34	100%
Academic, Law Library	36	33%	73	67%	109	100%
Federal Agency Library	3	17%	15	83%	18	100%
Federal Court Library	0	0%	6	100%	6	100%
Highest State Court Library	10	38%	16	62%	26	100%
Public Library	46	40%	70	60%	116	100%
Service Academy	0	0%	2	100%	2	100%
Special Library	2	25%	6	75%	8	100%
State Library	23	61%	15	39%	38	100%
Grand Total	331	41%	471	59%	802	100%

Figure 3 illustrates “yes” responses by library type for all 802 respondents.

Academic General Libraries had the highest number of “yes” responses, with 197, followed by Public Libraries with 46 and Academic, Law Libraries with 36.

Figure 3: Yes Responses by Library Type

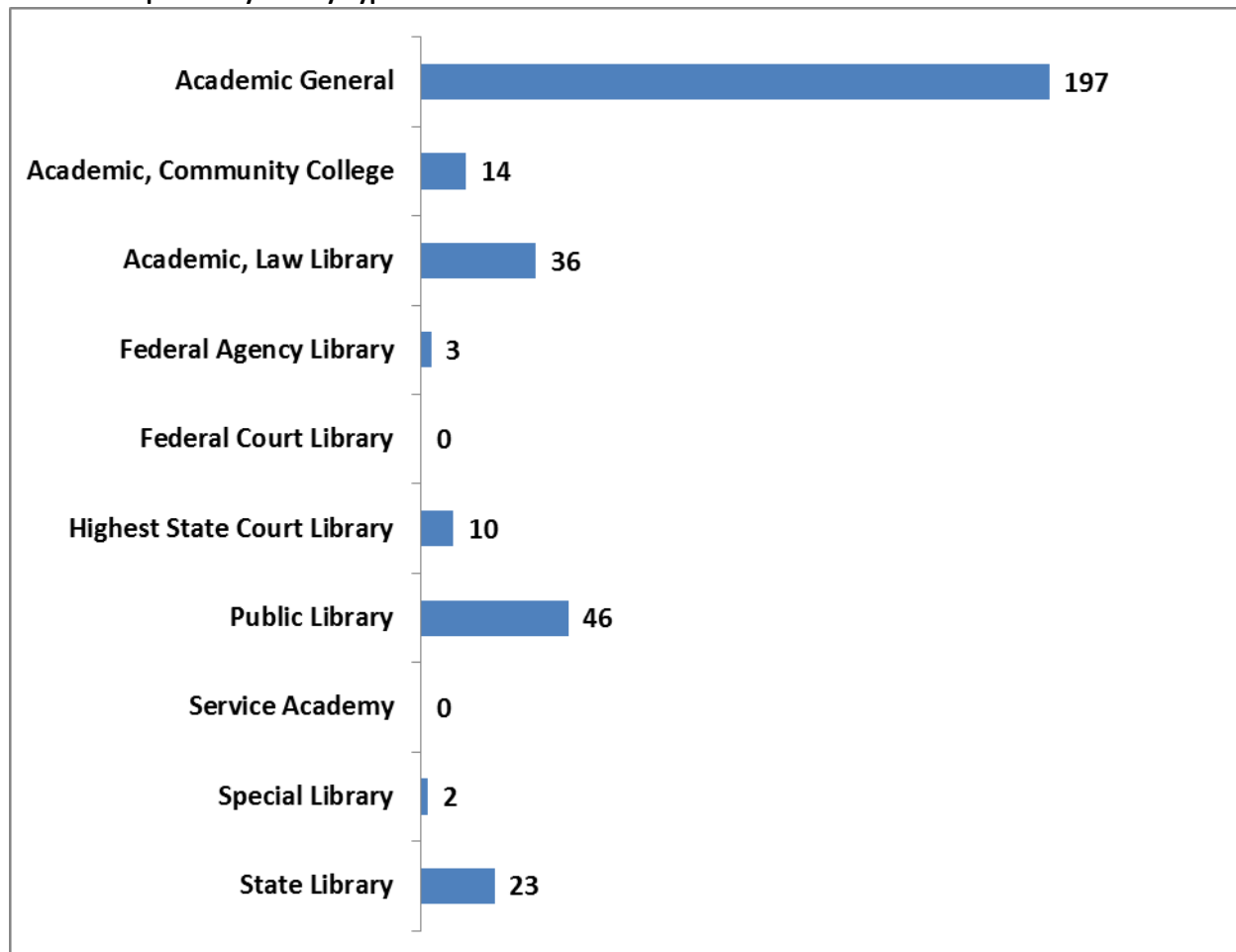


Figure 4 illustrates response rates by library size for all 802 respondents.

Large Libraries had the highest “yes” response rate (54%), with 154 of the 283 total Large Libraries in the FDLP.

Figure 4: Yes/No Response Rate by Library Size

Library Size	Yes		No		Total Freq	Total %
	Freq	%	Freq	%		
Large	154	54%	129	46%	283	100%
Medium	115	34%	221	66%	336	100%
Small	62	34%	121	66%	183	100%
Grand Total	331	41%	471	59%	802	100%

Figure 5 illustrates “yes” responses by library size for all 802 respondents.

Large Libraries had the highest number of total “yes” responses (154 out of 331 responses).

Figure 5: Yes Responses by Library Size

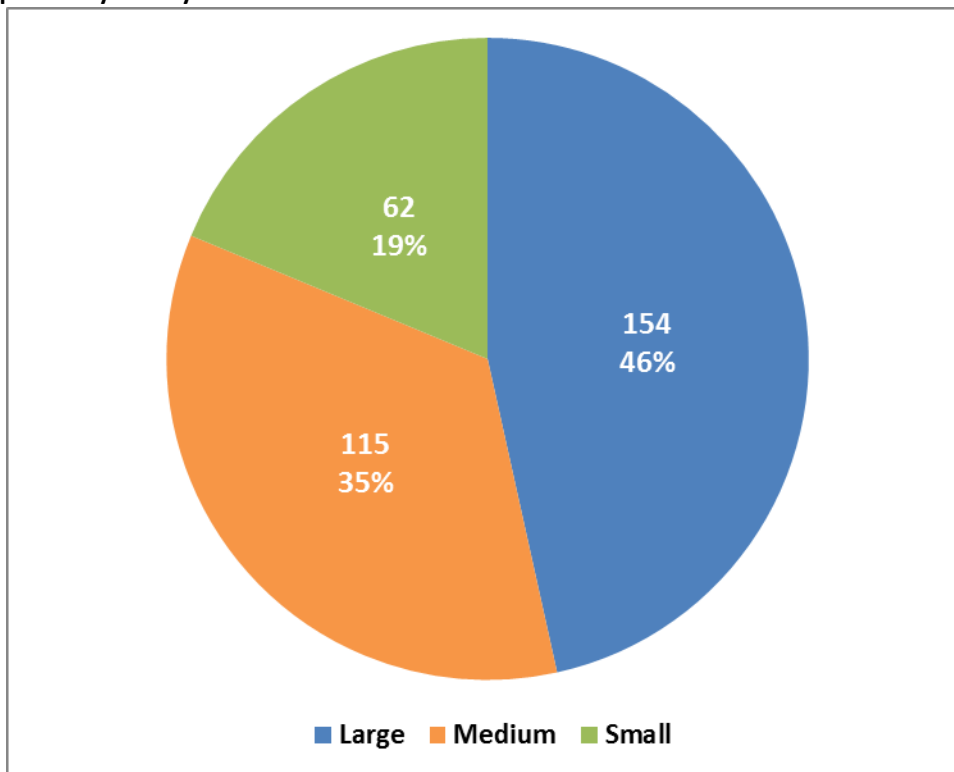


Figure 6 illustrates response rates by depository type for all 802 respondents.

Regional Libraries had a higher “yes” response rate (76%) than Selective Libraries (39%).

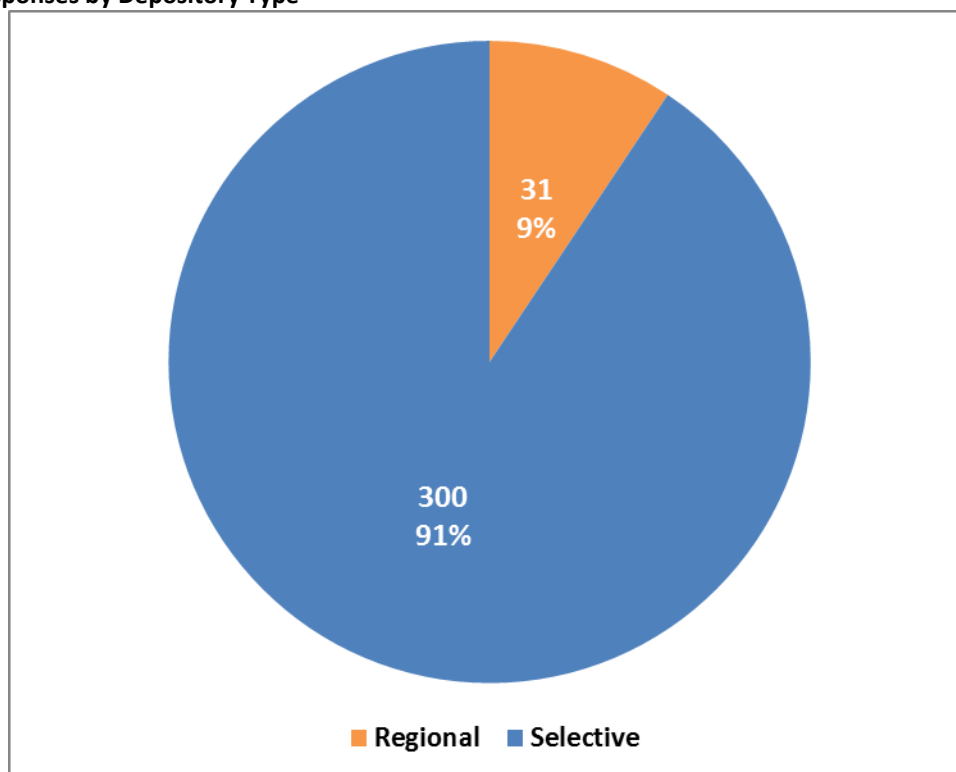
Figure 6: Yes/No Response Rate by Depository Type

Depository Type	Yes		No		Total Freq	Total %
	Freq	%	Freq	%		
Regional	31	76%	10	24%	41	100%
Selective	300	39%	461	61%	761	100%
Grand Total	331	41%	471	59%	802	100%

Figure 7 illustrates “yes” responses by depository type for all 802 respondents.

Selective Libraries had a higher number of total “yes” responses (300 of 331 responses).

Figure 7: Yes Responses by Depository Type



Figures 8, 9, and 10 illustrate response rates and “yes” responses cross-tabulated by depository type and library size for all 802 respondents.

30 of 40 Large Regional Libraries responded “yes” to Question 22. In addition, the one Medium Regional Library also responded “yes.”

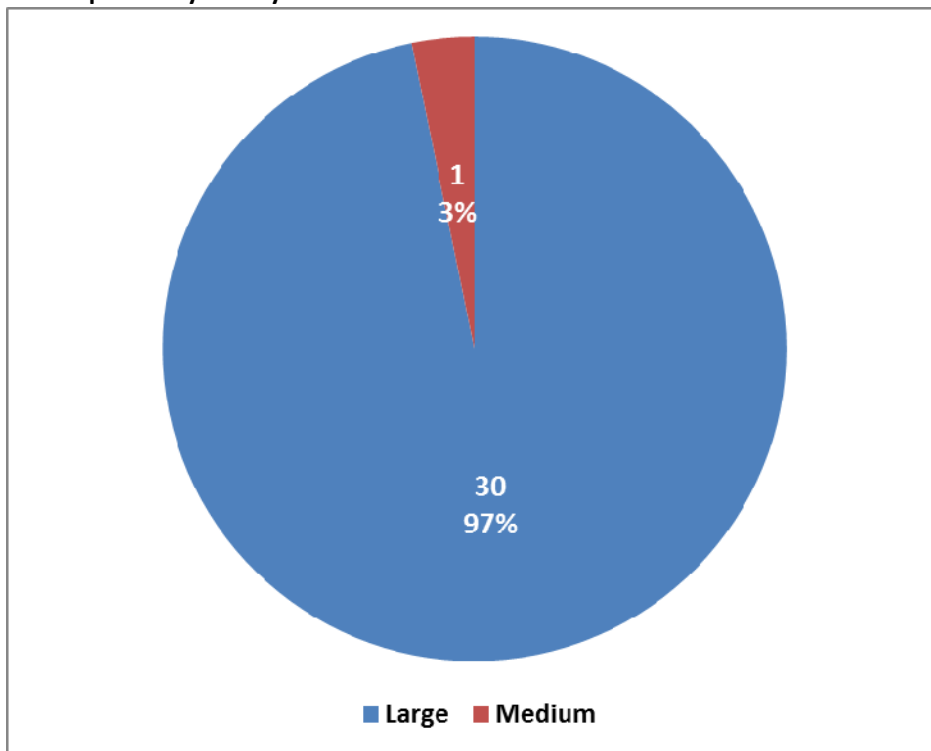
124 of 243 Large Selective Libraries responded “yes,” 114 of 335 Medium Selective Libraries responded “yes,” and 62 of 183 Small Selective Libraries responded “yes.”

Figure 8: Yes/No Response Rate by Depository Type and Library Size

Depository Type	Library Size	Yes		No		Total Freq	Total %
		Freq	%	Freq	%		
Regional	Large	30	75%	10	25%	40	100%
	Medium	1	100%	0	0%	1	100%
Regional Total		31	76%	10	24%	41	100%
Selective	Large	124	51%	119	49%	243	100%
	Medium	114	34%	221	66%	335	100%
	Small	62	34%	121	66%	183	100%
Selective Total		300	39%	461	61%	761	100%
Grand Total		331	41%	471	59%	802	100%

Large Regional Libraries had a higher number of total “yes” responses (30 of 31 responses).

Figure 9: Regional Yes Responses by Library Size



Large Selective Libraries had the highest number of total “yes” responses (124 of 300 responses).

Figure 10: Selective Yes Responses by Library Size

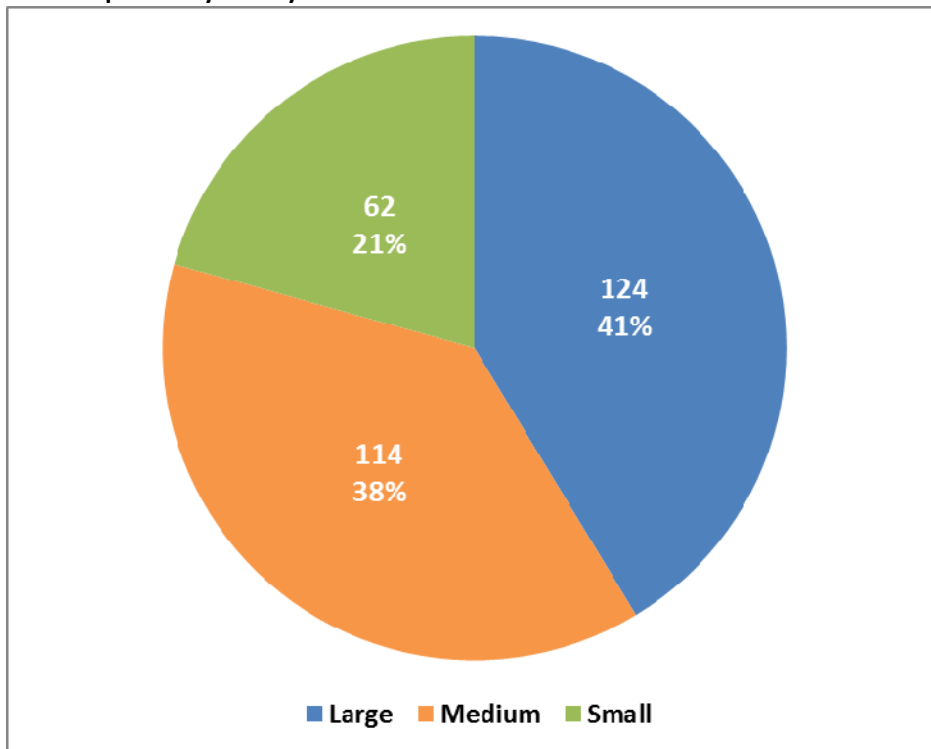


Figure 11 illustrates response rates cross-tabulated by depository type and library type for all 802 respondents.

Of Regional Libraries, Public Libraries had a “yes” rate of 100%. Of Selective Libraries, State Libraries (56%) and Academic General Libraries (42%) had the highest rate of “yes” responses.

Figure 11: Yes/No Response Rate by Depository Type and Library Type

Depository Type	Library Type	Yes		No		Total Freq	Total %
		Freq	%	Freq	%		
Regional	Academic General	20	77%	6	23%	26	100%
	Public Library	2	100%	0	0%	2	100%
	State Library	9	69%	4	31%	13	100%
Regional Total		31	76%	10	24%	41	100%
Selective	Academic General	177	42%	242	58%	419	100%
	Academic, Community College	14	41%	20	59%	34	100%
	Academic, Law Library	36	33%	73	67%	109	100%
	Federal Agency Library	3	17%	15	83%	18	100%
	Federal Court Library	0	0%	6	100%	6	100%
	Highest State Court Library	10	38%	16	62%	26	100%
	Public Library	44	39%	70	61%	114	100%
	Service Academy	0	0%	2	100%	2	100%
	Special Library	2	25%	6	75%	8	100%
	State Library	14	56%	11	44%	25	100%
	Selective Total		300	39%	461	61%	761
Grand Total		331	41%	471	59%	802	100%

Figures 12 and 13 illustrate number of “yes” responses cross-tabulated by depository type and library type for all 802 respondents.

Among Regional libraries, Academic General Libraries had the highest number of “yes” responses with 20, followed by State Libraries with 9.

Among Selective Libraries, Academic General Libraries had the highest number of “yes” responses with 177, followed by Public Libraries with 44 and Academic, Law Libraries with 36.

Figure 12: Regional Yes Responses by Library Type

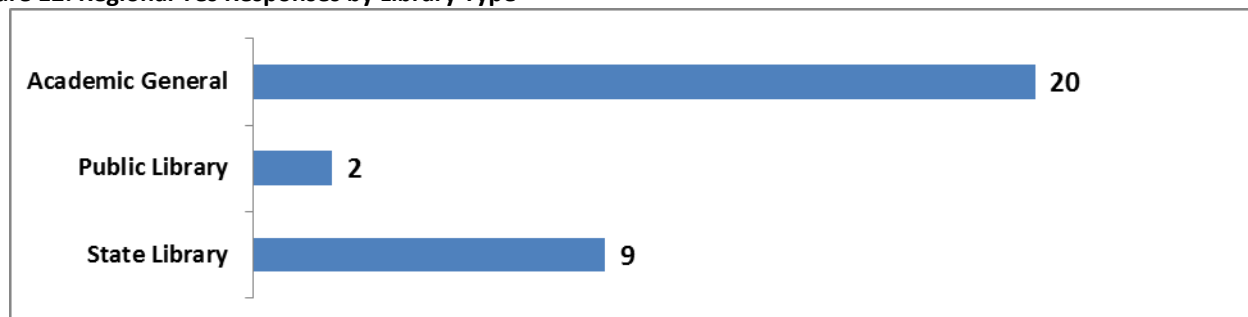
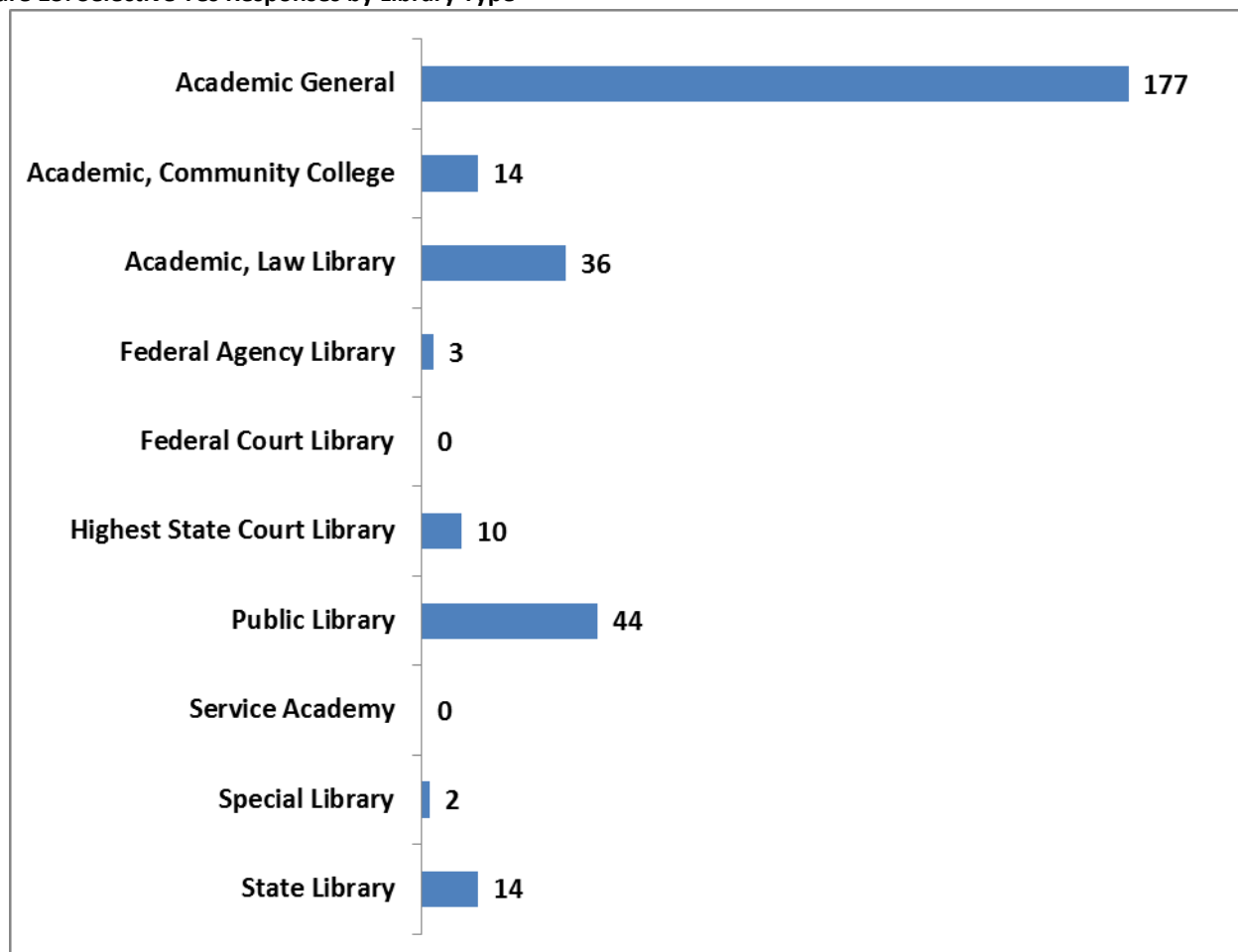


Figure 13: Selective Yes Responses by Library Type



PRESENTATION OF QUALITATIVE RESULTS

331 libraries indicated that they do market their FDLP collections and services to local non-depository libraries or in other venues where members of their communities could learn of them. Those libraries were also given the opportunity to describe how they do so. Respondents were not limited to the number of marketing methods they could indicate. The following figures depict the results of the qualitative analysis, and the findings of the individual open-ended responses.

Individual open-ended responses totaled 456 observations (individual marketing methods specified). Observations were grouped into four over-arching categories for reporting purposes:

- 1. Direct Marketing** refers to any marketing activity that a library is actively undertaking for the sole purpose of marketing and that is specifically directed at a group(s) of people for the purpose of increasing awareness of library collections and services. Examples of responses include: articles in newspapers, television/radio Interviews, PSAs, displays and exhibits, promotional materials, and social media/networking tools.
- 2. Indirect Marketing** refers to any marketing activity that increases awareness of the library's collections and services but is undertaken for purposes other than solely marketing. Examples of responses include: participation in local or regional library conferences and meetings; presentations, programs, workshops, classes, and webinars on FDLP resources; special events; and networking.
- 3. Other** refers to any response that did not indicate a specific current or planned marketing activity. Examples of responses include: informal marketing and sporadic marketing.
- 4. Planned/Potential Marketing** refers to any response that indicated that the library was interested in marketing or was actively planning to start marketing but was not currently doing so. Examples of responses include: intending to market, wanting to market, and planning to market.

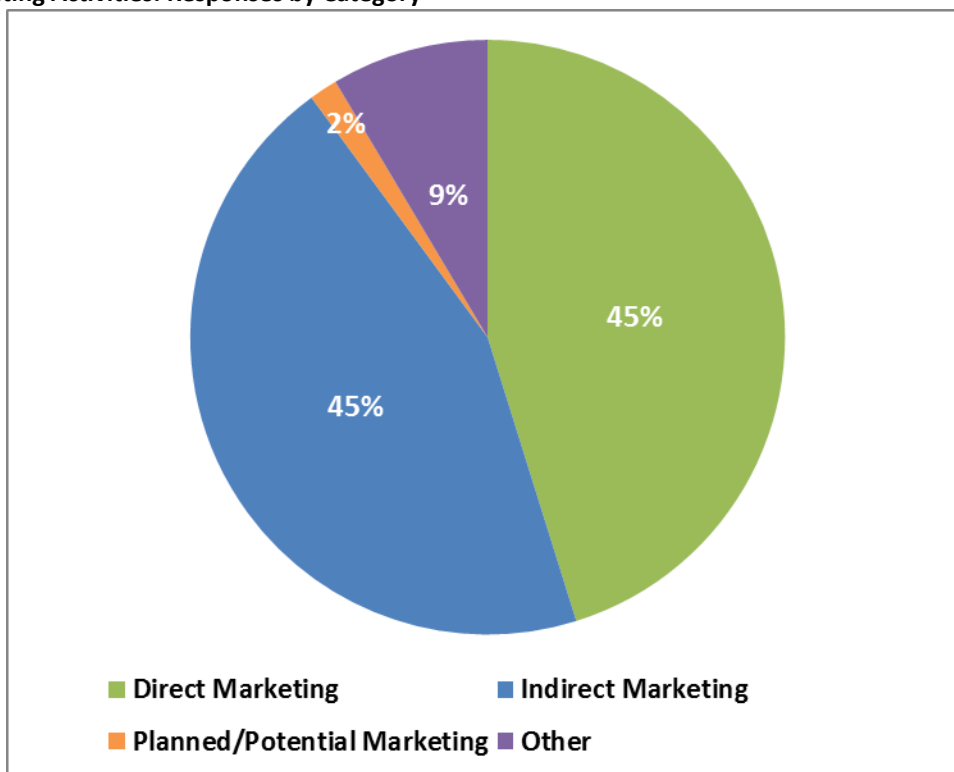
Figures 14 and 15 illustrate marketing activities by category.

Of the total number of observations reported by respondents, 45% reported Direct Marketing activities, 45% reported Indirect Marketing activities, 9% provided an Other response that did not indicate a specific current or planned marketing activity, and 2% provided a response that indicated their library had a Planned/Potential Marketing activity.

Figure 14: Marketing Activities: Responses by Category

	Direct Marketing		Indirect Marketing		Planned/Potential Marketing		Other		Total Freq	Total %
	Freq	%	Freq	%	Freq	%	Freq	%		
Total	206	45%	204	45%	7	2%	39	9%	456	100%

Figure 15: Marketing Activities: Responses by Category



For the purpose of focusing on activities taking place in libraries at the present time, the “Other” and “Planned/Potential Marketing” responses have been removed from the following data figures, which has reduced the number of observations to 410.

Figures 16 and 17 illustrate marketing activities by library type.

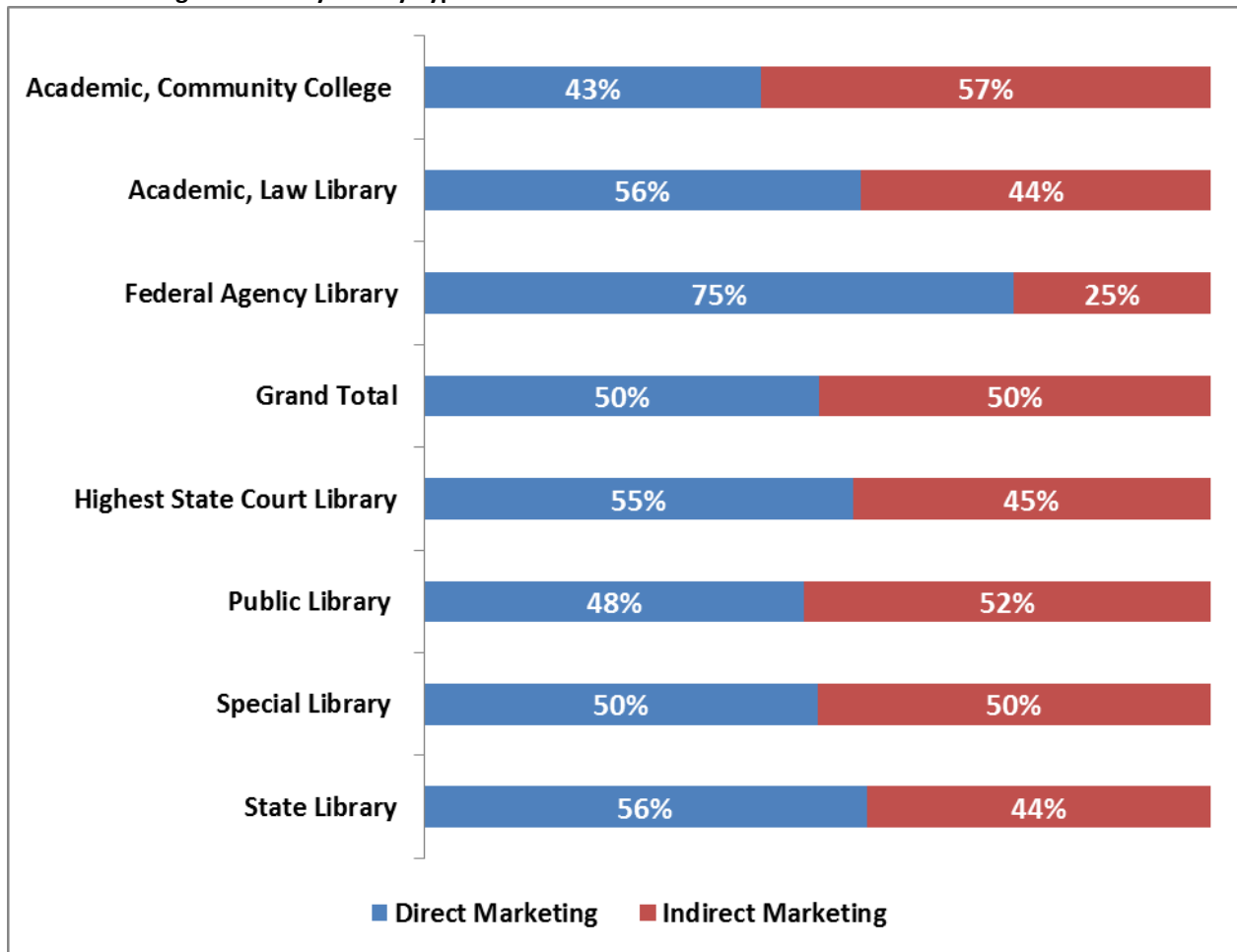
As reflected in the data, results are fairly evenly split across all library types, with no strong preference coming to the surface.

- Responses from Academic General Libraries; Academic, Community College Libraries; and Public Libraries showed slightly higher participation in Indirect Marketing activities.
- Academic, Law Libraries; Federal Agency Libraries; Highest State Court Libraries; and State Libraries reported slightly higher participation in Direct Marketing activities.
- The results from Special Libraries showed an even split for Direct Marketing and Indirect Marketing activities.

Figure 16: Marketing Activities by Library Type

Library Type	Direct Marketing		Indirect Marketing		Total Freq	Total %
	Freq	%	Freq	%		
Academic General	118	49%	124	51%	242	100%
Academic, Community College	6	43%	8	57%	14	100%
Academic, Law Library	25	56%	20	44%	45	100%
Federal Agency Library	3	75%	1	25%	4	100%
Highest State Court Library	6	55%	5	45%	11	100%
Public Library	29	48%	31	52%	60	100%
Special Library	1	50%	1	50%	2	100%
State Library	18	56%	14	44%	32	100%
Grand Total	206	50%	204	50%	410	100%

Figure 17: Marketing Activities by Library Type



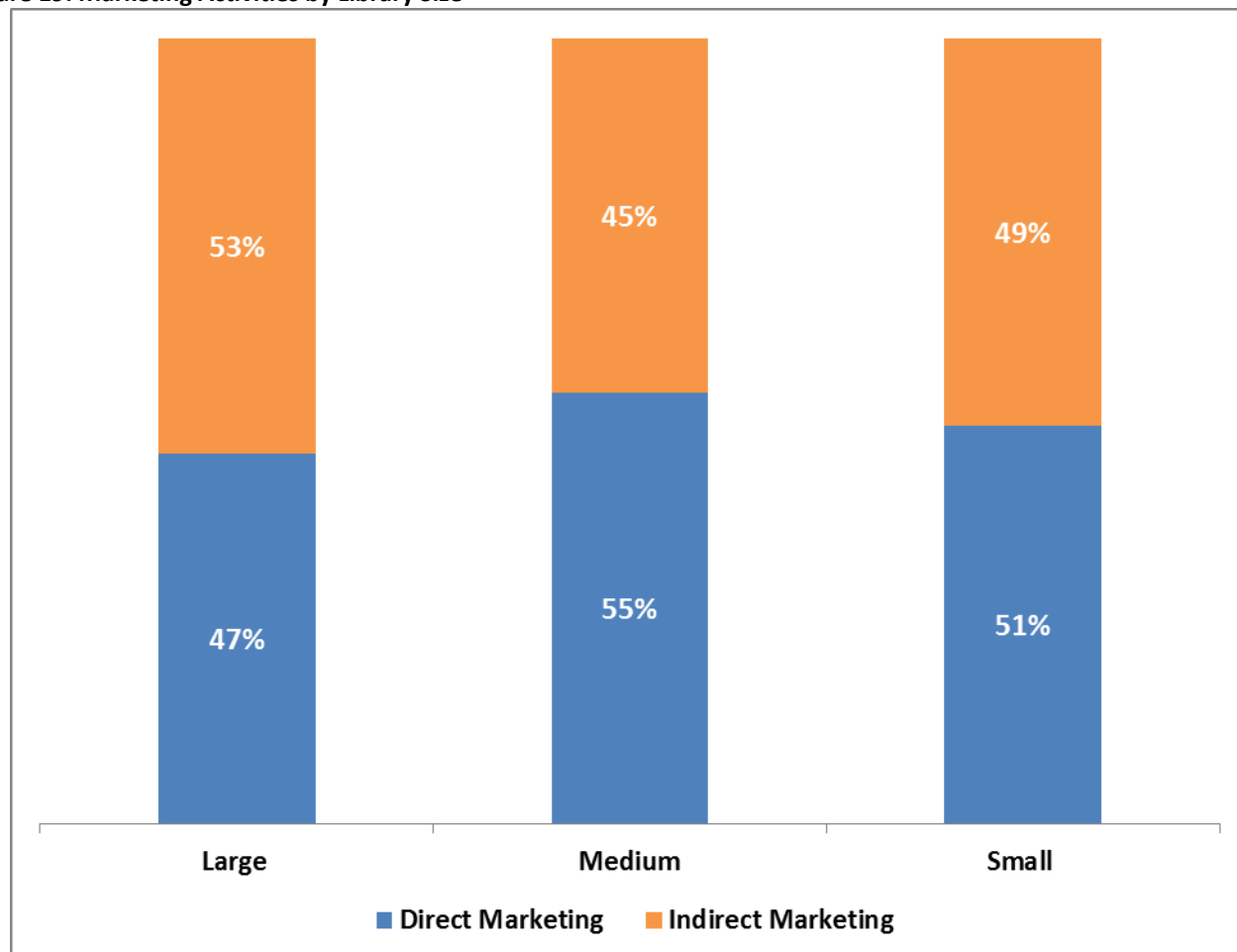
Figures 18 and 19 illustrate marketing activities by library size.

In examining the results by library size, Large Libraries reported slightly higher participation in Indirect Marketing activities, while Medium and Small Libraries reported slightly higher participation in Direct Marketing activities.

Figure 18: Marketing Activities by Library Size

Library Size	Direct Marketing		Indirect Marketing		Total Freq	Total %
	Freq	%	Freq	%		
Large	95	47%	107	53%	202	100%
Medium	73	55%	60	45%	133	100%
Small	38	51%	37	49%	75	100%
Grand Total	206	50%	204	50%	410	100%

Figure 19: Marketing Activities by Library Size



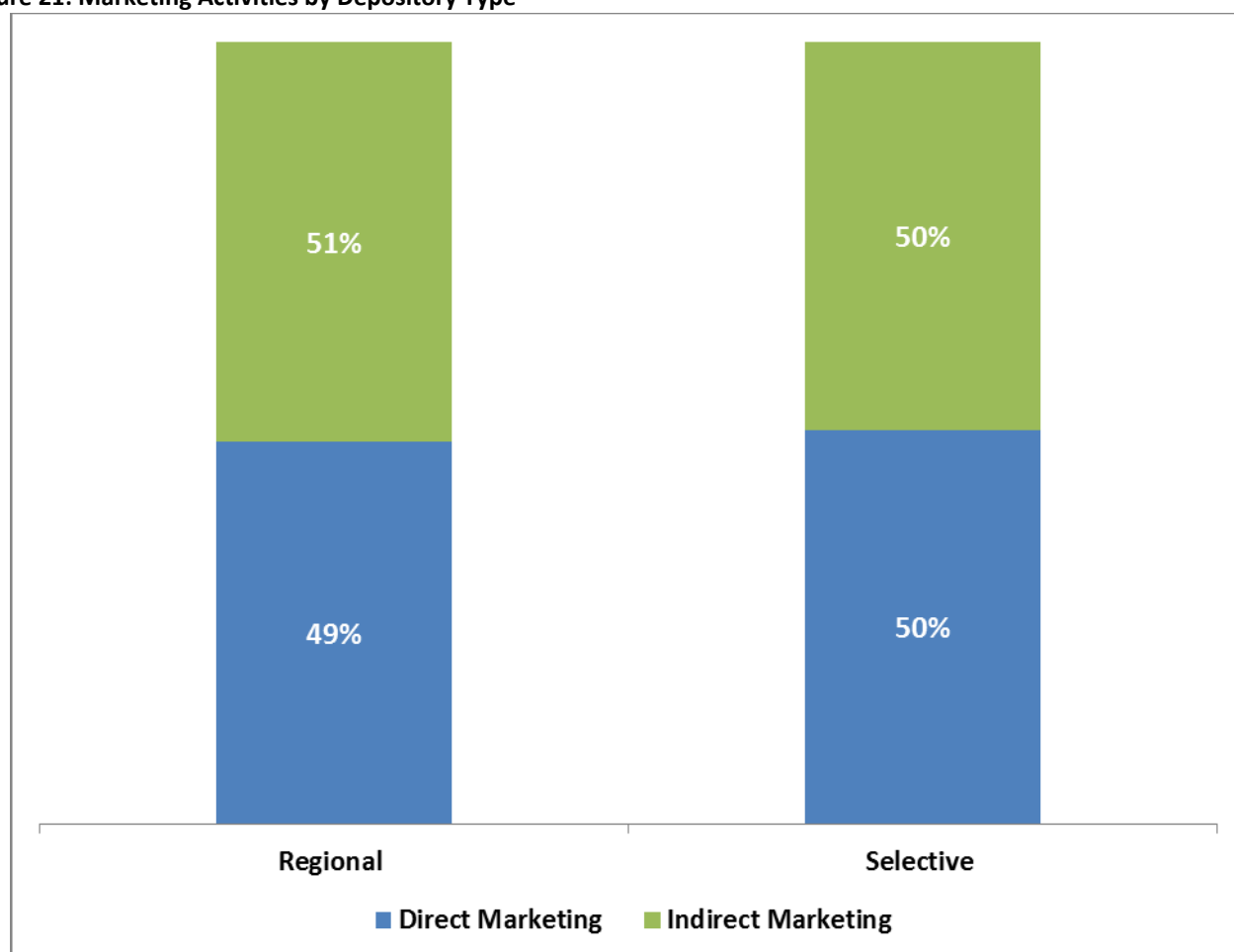
Figures 20 and 21 illustrate marketing activities by depository type.

The results show that Regional Libraries reported slightly higher participation in Indirect Marketing activities. Selective Libraries reported slightly higher participation in Direct Marketing activities, despite the fact that the percentages show a 50/50 split due to rounding.

Figure 20: Marketing Activities by Depository Type

Depository Type	Direct Marketing		Indirect Marketing		Total Freq	Total %
	Freq	%	Freq	%		
Regional	23	49%	24	51%	47	100%
Selective	183	50%	180	50%	363	100%
Grand Total	206	50%	204	50%	410	100%

Figure 21: Marketing Activities by Depository Type



Figures 22, 23, and 24 illustrate marketing activities cross-tabulated by depository type and library size.

Large Regionals reported slightly higher participation in Indirect Marketing activities, while the two Medium Regionals reported an even split between Direct Marketing activities and Indirect Marketing activities.

Large Selective Libraries reported slightly higher participation in Indirect Marketing activities, while Medium and Small Selective Libraries reported slightly higher participation in Direct Marketing activities.

Figure 22: Marketing Activities by Depository Type and Library Size

Depository Type	Library Size	Direct Marketing		Indirect marketing		Total Freq	Total %
		Freq	%	Freq	%		
Regional	Large	22	49%	23	51%	45	100%
	Medium	1	50%	1	50%	2	100%
Regional Total		23	49%	24	51%	47	100%
Selective	Large	73	46%	84	54%	157	100%
	Medium	72	55%	59	45%	131	100%
	Small	38	51%	37	49%	75	100%
Selective Total		183	50%	180	50%	363	100%
Grand Total		206	50%	204	50%	410	100%

Figure 23: Marketing Activities for Regional Libraries by Library Size

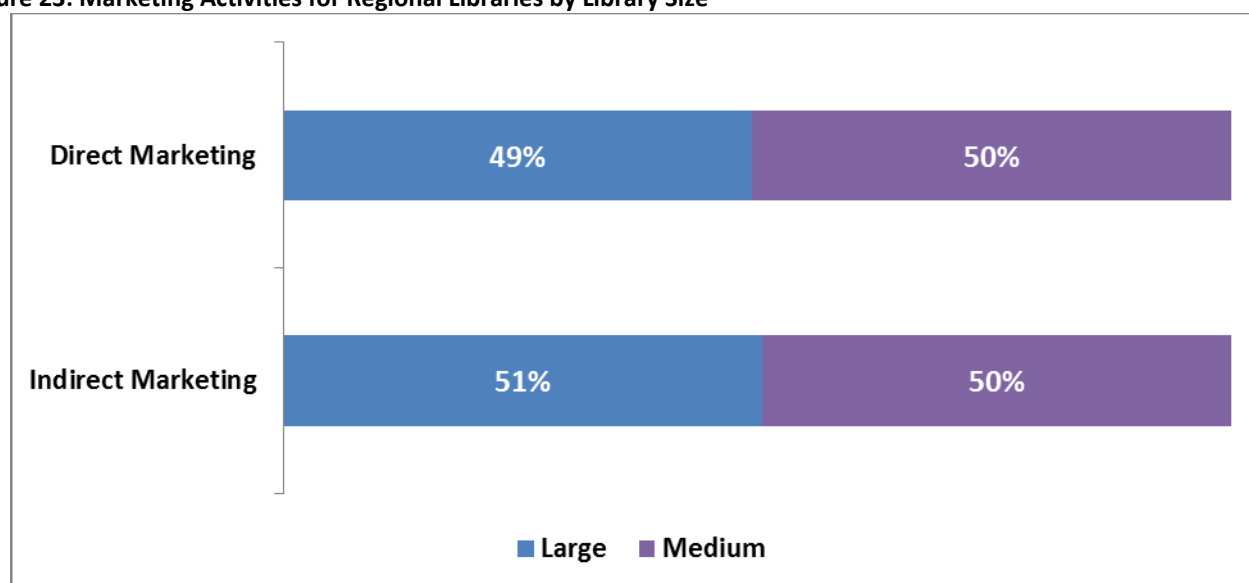
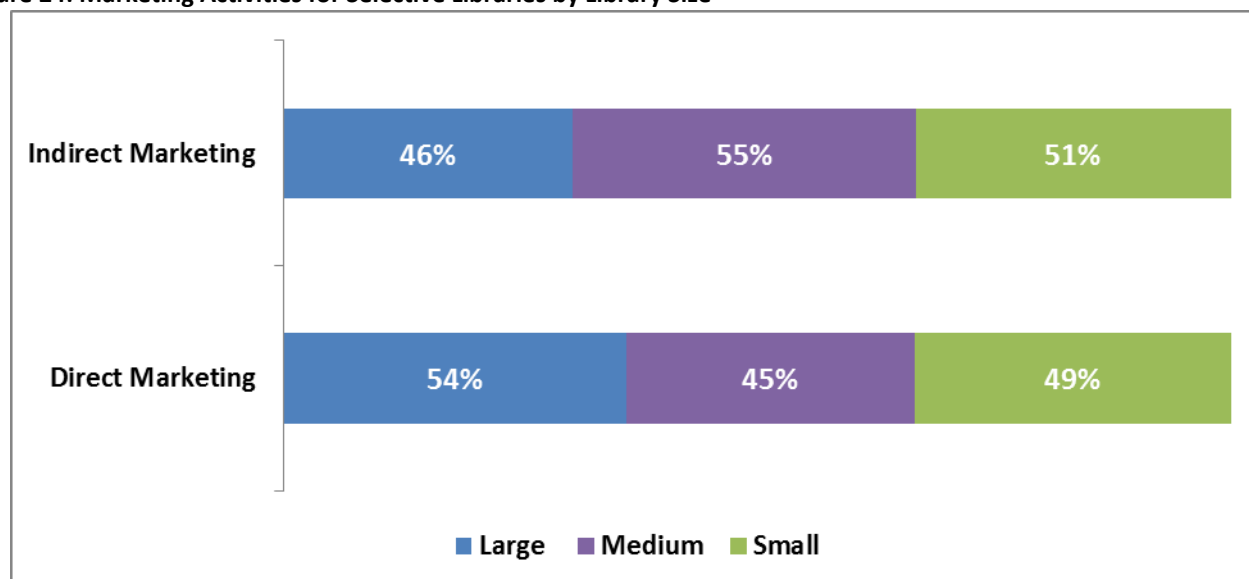


Figure 24: Marketing Activities for Selective Libraries by Library Size



Figures 25, 26, and 27 illustrate marketing activities cross-tabulated by depository type and library type.

While Regional Academic General Libraries and Regional Public Libraries reported higher participation in Indirect Marketing activities, Regional State Libraries reported higher participation in Direct Marketing activities.

For Selective Libraries:

- Academic General Libraries; Academic, Community College Libraries; and Public Libraries reported slightly higher participation in Indirect Marketing activities.
- Academic, Law Libraries; Federal Agency Libraries; and Highest State Court Libraries; and State Libraries reported slightly higher participation in Direct Marketing activities.
- Special Libraries reported an even split between Direct Marketing activities and Indirect Marketing activities.

Figure 25: Marketing Activities by Depository Type and Library Type

Depository Type	Library Type	Direct Marketing		Indirect Marketing		Total Freq	Total %
		Freq	%	Freq	%		
Regional	Academic General	13	45%	16	55%	29	100%
	Public Library	1	33%	2	67%	3	100%
	State Library	9	60%	6	40%	15	100%
Regional Total		23	49%	24	51%	47	100%
Selective	Academic General	105	49%	108	51%	213	100%
	Academic, Community College	6	43%	8	57%	14	100%
	Academic, Law Library	25	56%	20	44%	45	100%
	Federal Agency Library	3	75%	1	25%	4	100%
	Highest State Court Library	6	55%	5	45%	11	100%
	Public Library	28	49%	29	51%	57	100%
	Special Library	1	50%	1	50%	2	100%
	State Library	9	53%	8	47%	17	100%
	Selective Total		183	50%	180	50%	363
Grand Total		206	50%	204	50%	410	100%

Figure 26: Marketing Activities for Regional Libraries by Library Type

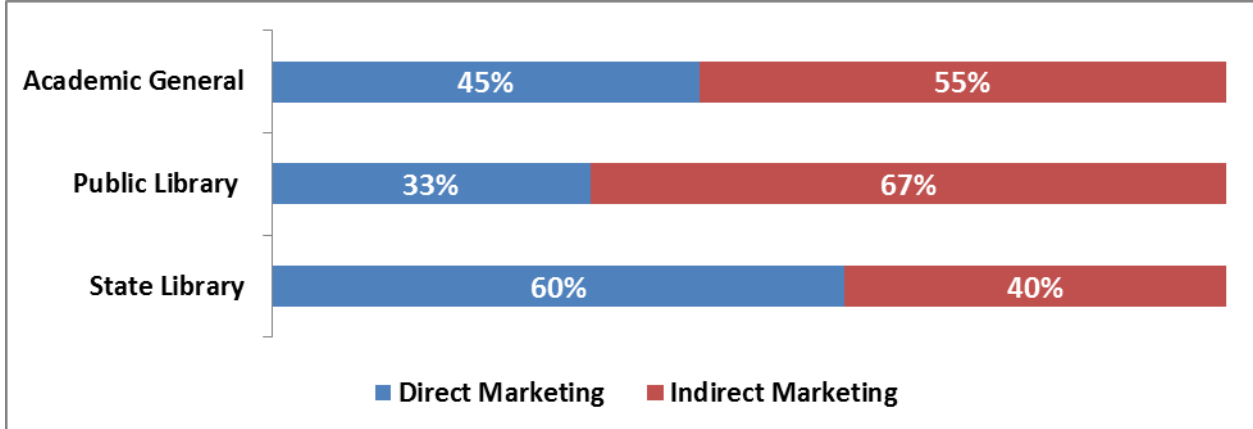


Figure 27: Marketing Activities for Selective Libraries by Library Type

