

FDLP Forecast Study Data Report

Library Forecast Question 23



REVISED MAY 30, 2013

Question 23 of the Library Forecast Questionnaire asked depository libraries: “How can GPO assist in effectively marketing the services your library provides?” 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 QUALITATIVE RESULTS

Question 23 did not have a yes/no (quantitative) component. Responses were entirely open-ended (qualitative).

802 libraries responded to Question 23, indicating ways that GPO can assist in effectively marketing the services their library provides. The following figures depict the results of the qualitative analysis, and the findings of the individual open-ended responses.

Individual open-ended responses totaled 1,028 observations (individual marketing activities requested). Observations were grouped into four over-arching categories for reporting purposes:

- 1. Current/Potential Activity** refers to marketing activities that GPO is either currently undertaking or providing or marketing activities that GPO could potentially provide in the future. Examples of responses include: bookmarks, brochures, stickers, signage, media spots, PSAs, tutorials, and webinars.
- 2. GPO Can Advise** refers to marketing activities that GPO can provide advice and guidance on. Examples of responses include: marketing guidance/best practices, displays and exhibits for libraries, and social media/Web 2.0.
- 3. Out of FDLP Scope** refers to marketing activities that GPO cannot undertake due to statutory or policy limitations. Examples of responses include: financial assistance/support/grants from GPO, subject guides, and automatically sending promotional items to all libraries in the FDLP.
- 4. Other** refers to responses that did not necessarily specify ways that GPO could assist in marketing efforts. Examples of responses include: no time/staff/money for marketing, marketing help is not needed, and satisfied with current offerings from GPO.

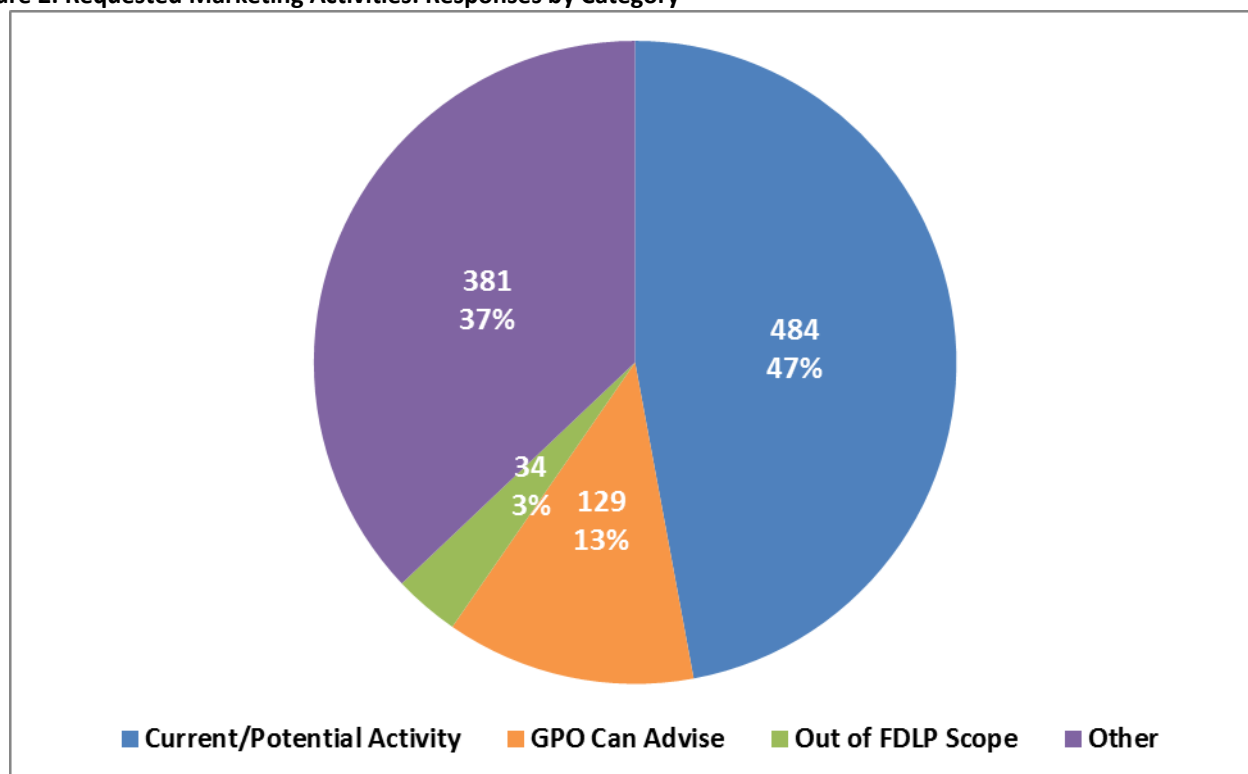
Figures 1 and 2 illustrate marketing activities requested of GPO.

Of the total number of observations reported by respondents, 47% requested a current or potential GPO marketing activity, 13% requested a marketing activity that GPO can advise on, 37% did not provide a specific marketing suggestion, and 3% requested a marketing activity that is outside the scope of the FDLP.

Figure 1: Requested Marketing Activities: Responses by Category

	Current/Potential Activity		GPO Can Advise		Out of FDLP Scope		Other		Total Freq	Total %
	Freq	%	Freq	%	Freq	%	Freq	%		
Total	484	47%	34	3%	129	13%	381	37%	1,028	100%

Figure 2: Requested Marketing Activities: Responses by Category



For the purpose of focusing on actions GPO can take to provide assistance with marketing, the “Other” and “Out of FDLP Scope” responses have been removed from the following data figures, which have reduced the number of observations to 613.

Figures 3 and 4 illustrate marketing activities requested of GPO by library type.

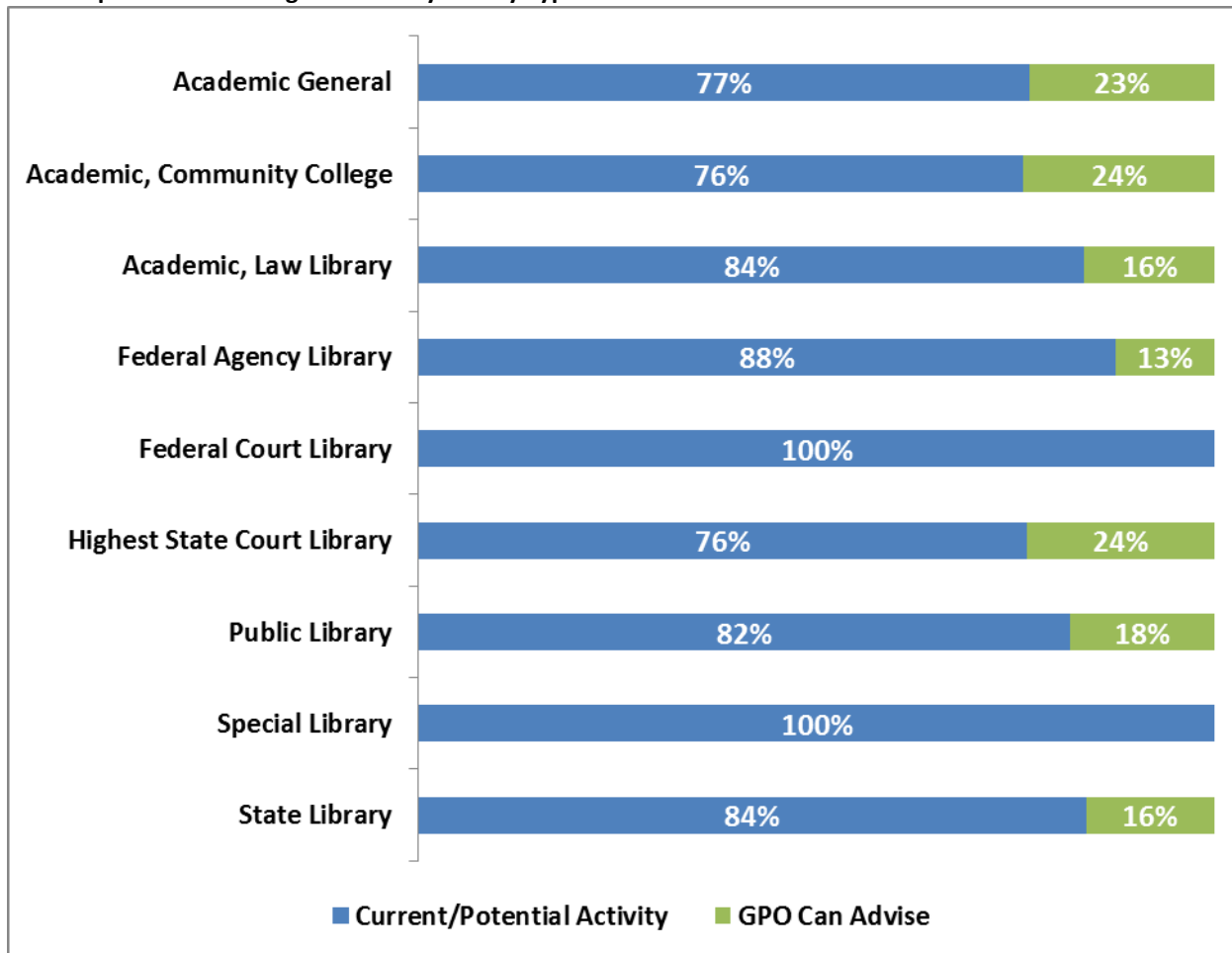
As reflected in the data, all library types more frequently requested a GPO Current/Potential Activity than a marketing activity where GPO Can Advise.

Federal Court Libraries and Special Libraries had the highest rates of request (100%) for a GPO Current/Potential Activity, followed by Federal Agency Libraries (88%).

Figure 3: Requested Marketing Activities by Library Type

Library Type	Current/Potential Activity		GPO Can Advise		Total Freq	Total %
	Freq	%	Freq	%		
Academic General	284	77%	86	23%	370	100%
Academic, Community College	19	76%	6	24%	25	100%
Academic, Law Library	51	84%	10	16%	61	100%
Federal Agency Library	7	88%	1	13%	8	100%
Federal Court Library	2	100%	0	0%	2	100%
Highest State Court Library	13	76%	4	24%	17	100%
Public Library	77	82%	17	18%	94	100%
Special Library	5	100%	0	0%	5	100%
State Library	26	84%	5	16%	31	100%
Grand Total	484	79%	129	21%	613	100%

Figure 4: Requested Marketing Activities by Library Type



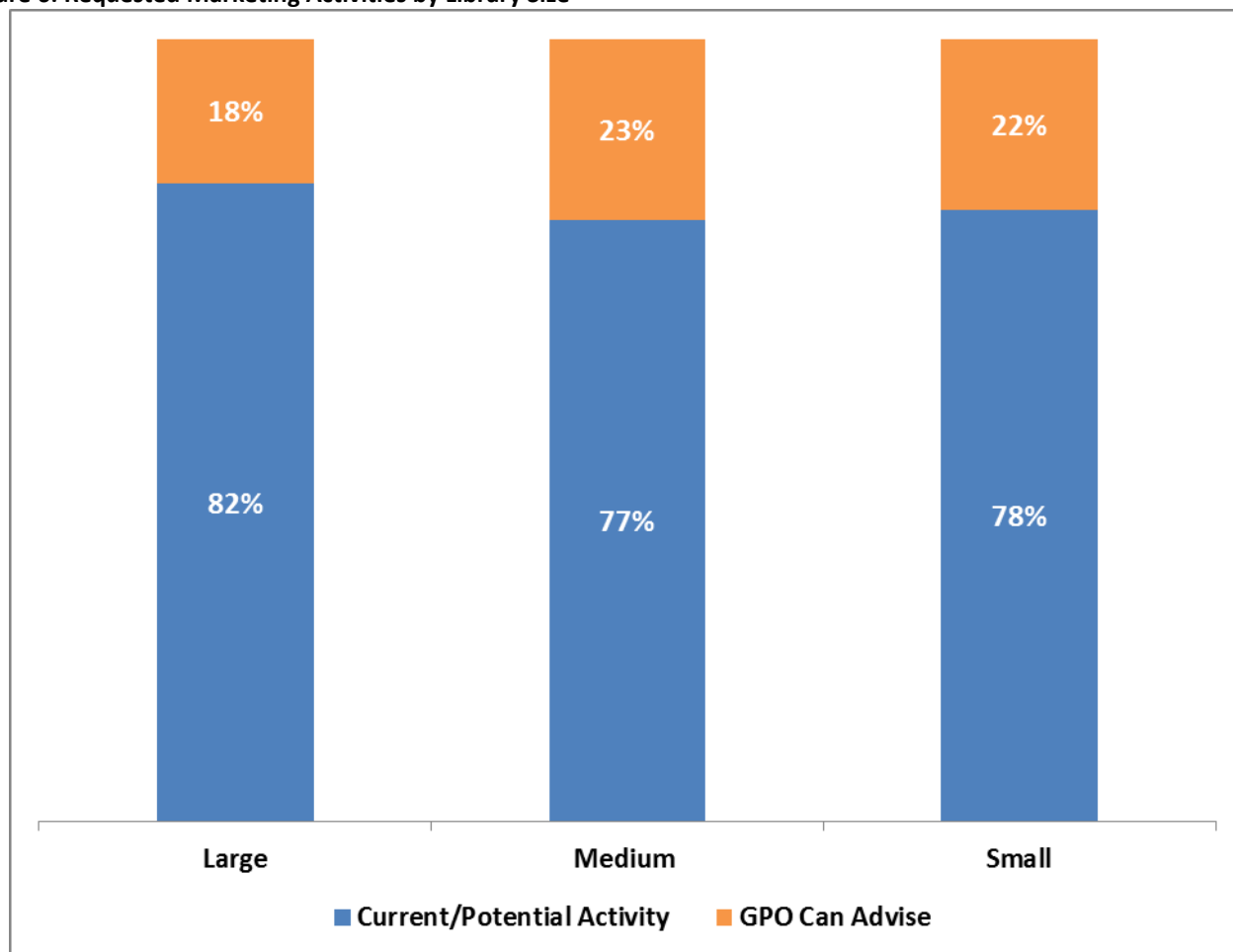
Figures 5 and 6 illustrate marketing activities requested of GPO by library size.

In examining the results by library size, all library sizes showed a significantly higher preference for a Current/Potential Activity from GPO.

Figure 5: Requested Marketing Activities by Library Size

Library Size	Current/Potential Activity		GPO Can Advise		Total Freq	Total %
	Freq	%	Freq	%		
Large	195	82%	44	18%	239	100%
Medium	189	77%	57	23%	246	100%
Small	100	78%	28	22%	128	100%
Grand Total	484	79%	129	21%	613	100%

Figure 6: Requested Marketing Activities by Library Size



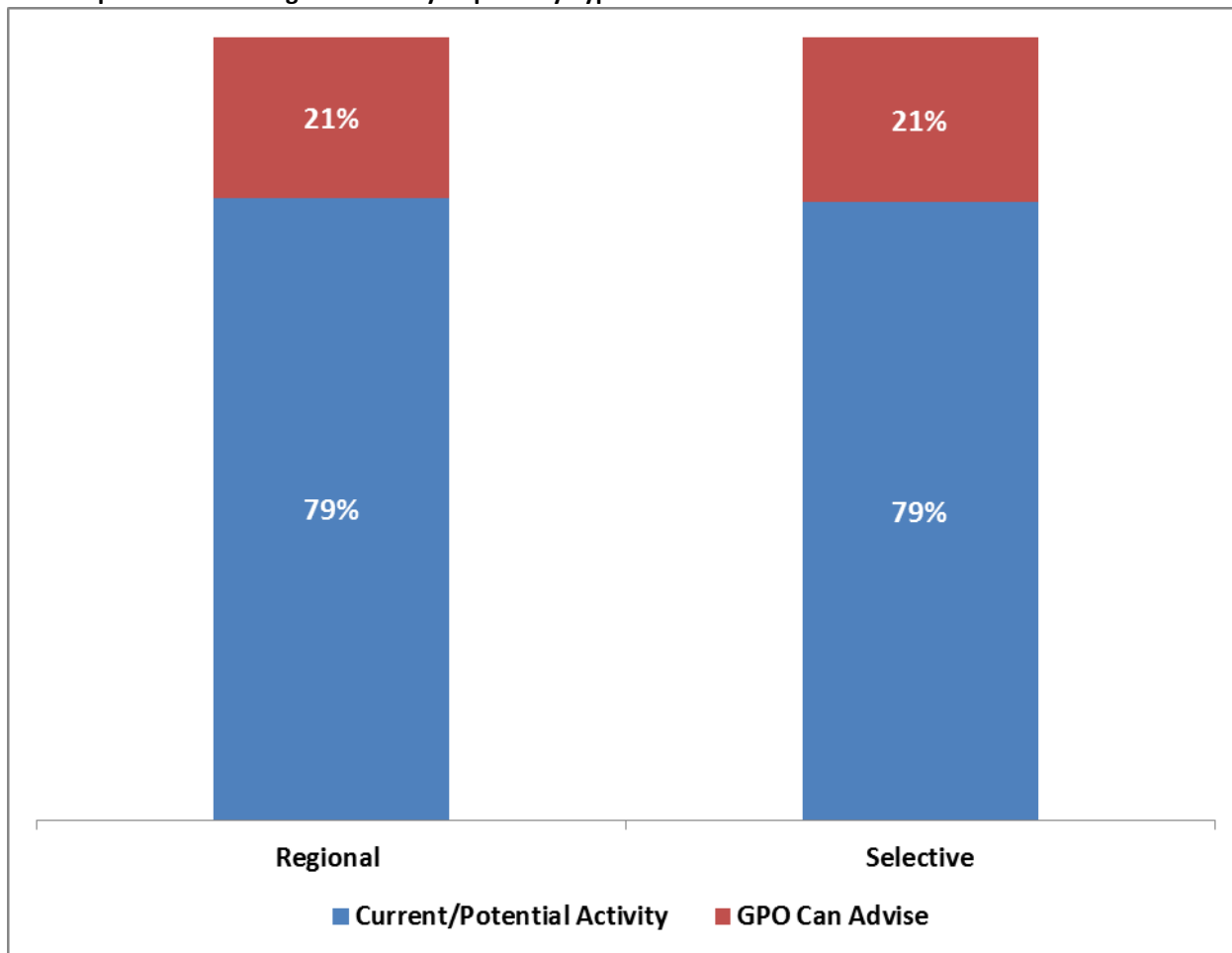
Figures 7 and 8 illustrate marketing activities requested of GPO by depository type.

The results show that both Regional Libraries and Selective Libraries reported a preference for marketing assistance from GPO that is a Current/Potential Activity.

Figure 7: Requested Marketing Activities by Depository Type

Depository Type	Current/Potential Activity		GPO Can Advise		Total Freq	Total %
	Freq	%	Freq	%		
Regional	31	79%	8	21%	39	100%
Selective	453	79%	121	21%	574	100%
Grand Total	484	79%	129	21%	613	100%

Figure 8: Requested Marketing Activities by Depository Type



Figures 9, 10, and 11 illustrate marketing activities requested of GPO cross-tabulated by depository type and library size.

Large Regional Libraries reported a much stronger preference for marketing assistance from GPO that is a Current/Potential Activity.

All Selective Libraries, regardless of size reported a much stronger preference for marketing assistance from GPO that is a Current/Potential Activity.

Figure 9: Requested Marketing Activities by Depository Type and Library Size

Depository Type	Library Size	Current/Potential Activity		GPO Can Advise		Total Freq	Total %
		Freq	%	Freq	%		
Regional	Large	31	79%	8	21%	39	100%
Regional Total		31	79%	8	21%	39	100%
Selective	Large	164	82%	36	18%	200	100%
	Medium	189	77%	57	23%	246	100%
	Small	100	78%	28	22%	128	100%
Selective Total		453	79%	121	21%	574	100%
Grand Total		484	79%	129	21%	613	100%

Figure 10: Requested Marketing Activities for Regional Libraries by Library Size

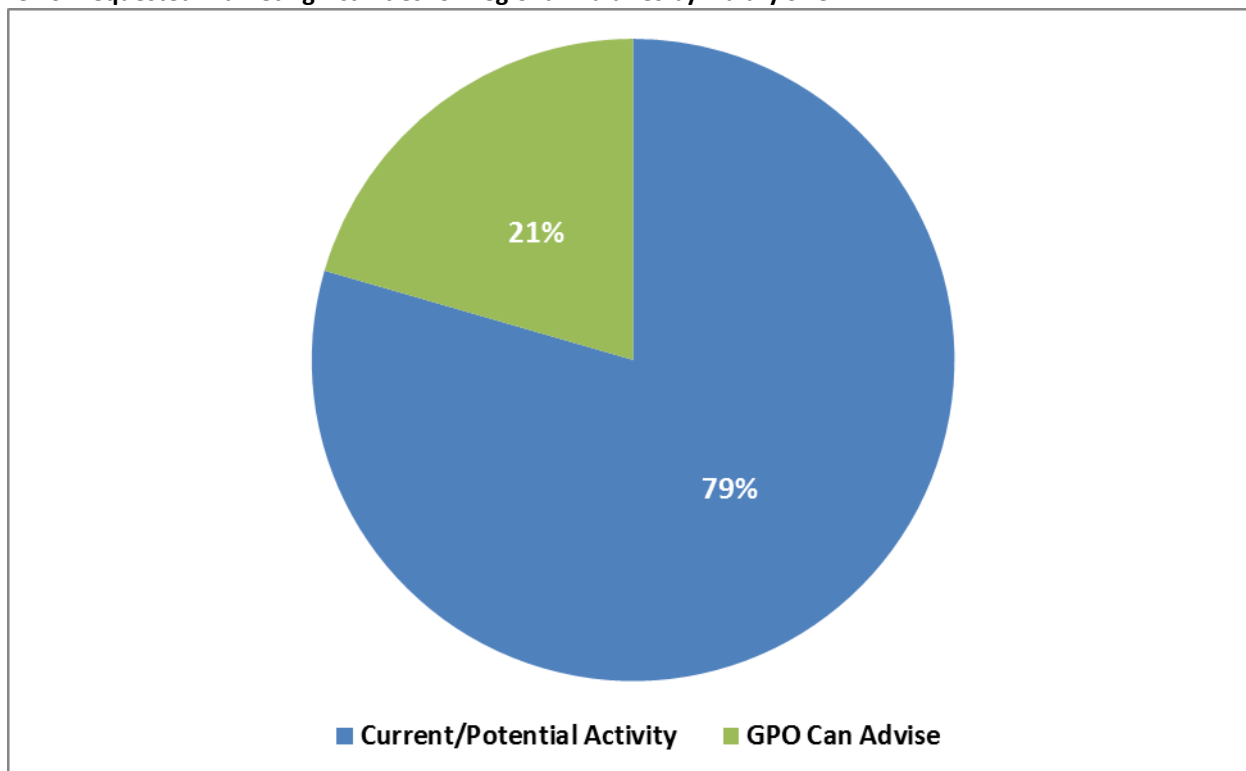
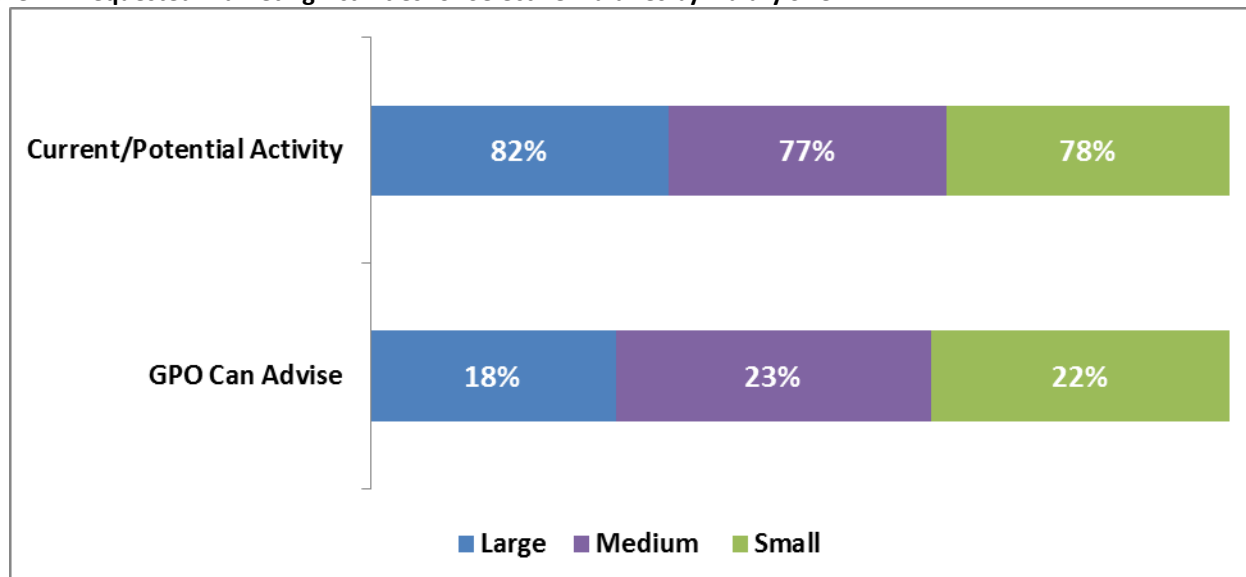


Figure 11: Requested Marketing Activities for Selective Libraries by Library Size



Figures 12, 13, and 14 illustrate marketing activities requested of GPO cross-tabulated by depository type and library type.

Regional Academic General Libraries and State Libraries reported a much stronger preference for marketing assistance from GPO that is a Current/Potential Activity. Regional Public Libraries reported a preference for marketing activities on which GPO Can Advise.

All Selective Libraries, regardless of type, reported a much stronger preference for marketing assistance from GPO that is a Current/Potential Activity.

Figure 12: Requested Marketing Activities by Depository Type and Library Type

Depository Type	Library Type	Current/Potential Activity		GPO Can Advise		Total %	Total Freq
		%	Freq	%	Freq		
Regional	Academic General	87%	20	13%	3	100%	23
	Public Library	33%	1	67%	2	100%	3
	State Library	77%	10	23%	3	100%	13
Regional Total		79%	31	21%	8	100%	39
Selective	Academic General	76%	264	24%	83	100%	347
	Academic, Community College	76%	19	24%	6	100%	25
	Academic, Law Library	84%	51	16%	10	100%	61
	Federal Agency Library	88%	7	13%	1	100%	8
	Federal Court Library	100%	2	0%	0	100%	2
	Highest State Court Library	76%	13	24%	4	100%	17
	Public Library	84%	76	16%	15	100%	91
	Special Library	100%	5	0%	0	100%	5
	State Library	89%	16	11%	2	100%	18
	Selective Total		79%	453	21%	121	100%
Grand Total		79%	484	21%	129	100%	613

Figure 13: Requested Marketing Activities for Regional Libraries by Library Type

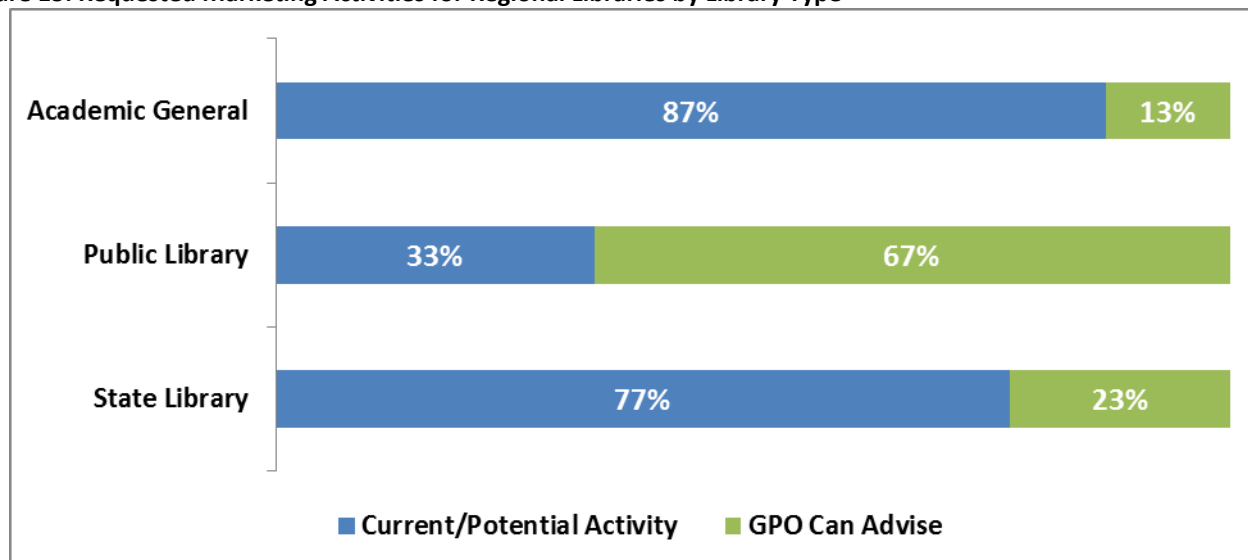


Figure 14 Requested Marketing Activities for Selective Libraries by Library Type

