FDLP Forecast Study Data Report
Library Forecast Question 24

REVISED MAY 30, 2013

Question 24 of the Library Forecast Questionnaire asked depository libraries: "If your library has relationships with local non-FDLP libraries to provide Federal government information, do those libraries market your library's FDLP collection and services?" 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 24 asked, "If your library has relationships with local non-FDLP libraries to provide Federal government information, do those libraries market your library's FDLP collection and services?" The response options were:

1) don't know
2) no
3) yes (Please describe how)

Of the 802 respondents to Library Forecast Question 24, 102 (13%) responded "yes," 390 (48%) responded "no," while 310 (39%) responded "don't know."

Figure 1: Overall Response Rate
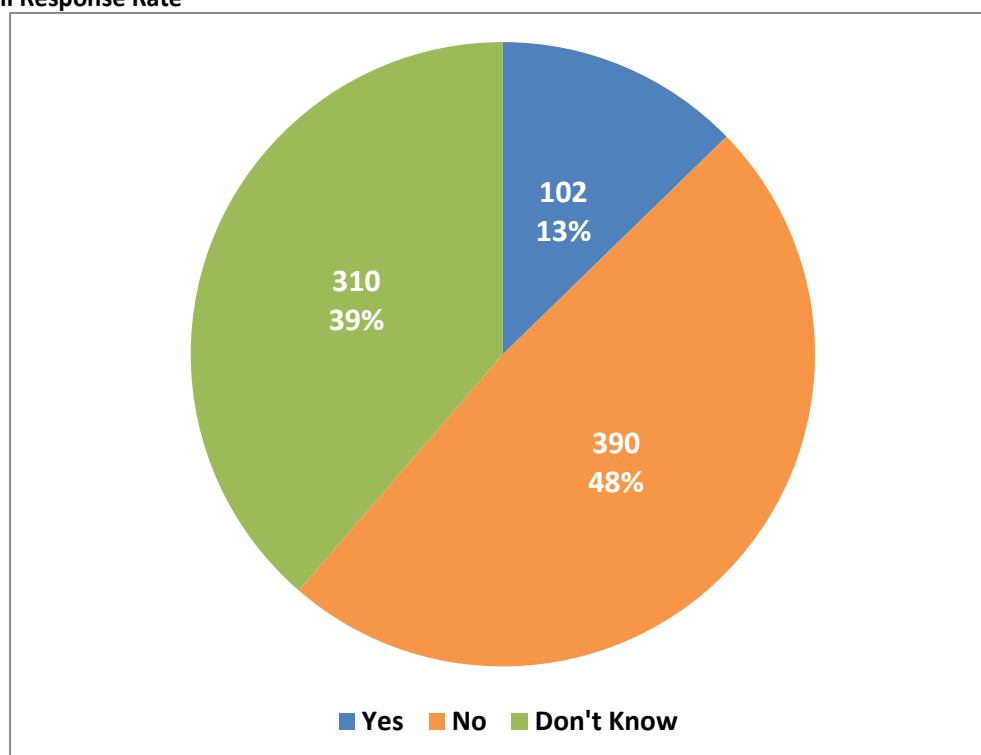
The majority of responses to Question 24 were either "no" and "do not know." For the purpose of highlighting those activities undertaken through partnerships between the FDLP community and non-depository libraries, the analysis of Question 24 will mainly focus on "yes" responses and the activities described in those responses.

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

State Libraries had the highest "yes" response rate (16%), followed by Academic General Libraries (14%), and Public Libraries (14%).

Figure 2: Response Rate by Library Type

Library Type	Yes		No		Don't Know		Total Freq	Total %
	Freq	%	Freq	%	Freq	%		
Academic General	61	14%	207	47%	177	40%	445	100%
Academic, Community College	3	9%	20	59%	11	32%	34	100%
Academic, Law Library	13	12%	56	51%	40	37%	109	100%
Federal Agency Library	1	6%	14	78%	3	17%	18	100%
Federal Court Library	0	0%	5	83%	1	17%	6	100%
Highest State Court Library	2	8%	13	50%	11	42%	26	100%
Public Library	16	14%	55	47%	45	39%	116	100%
Service Academy	0	0%	2	100%	0	0%	2	100%
Special Library	0	0%	6	75%	2	25%	8	100%
State Library	6	16%	12	32%	20	53%	38	100%
Grand Total	**102**	**13%**	**390**	**49%**	**310**	**39%**	**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 61, followed by Public Libraries with 16 and Academic, Law Libraries with 13.

Figure 3: Yes Responses by Library Type

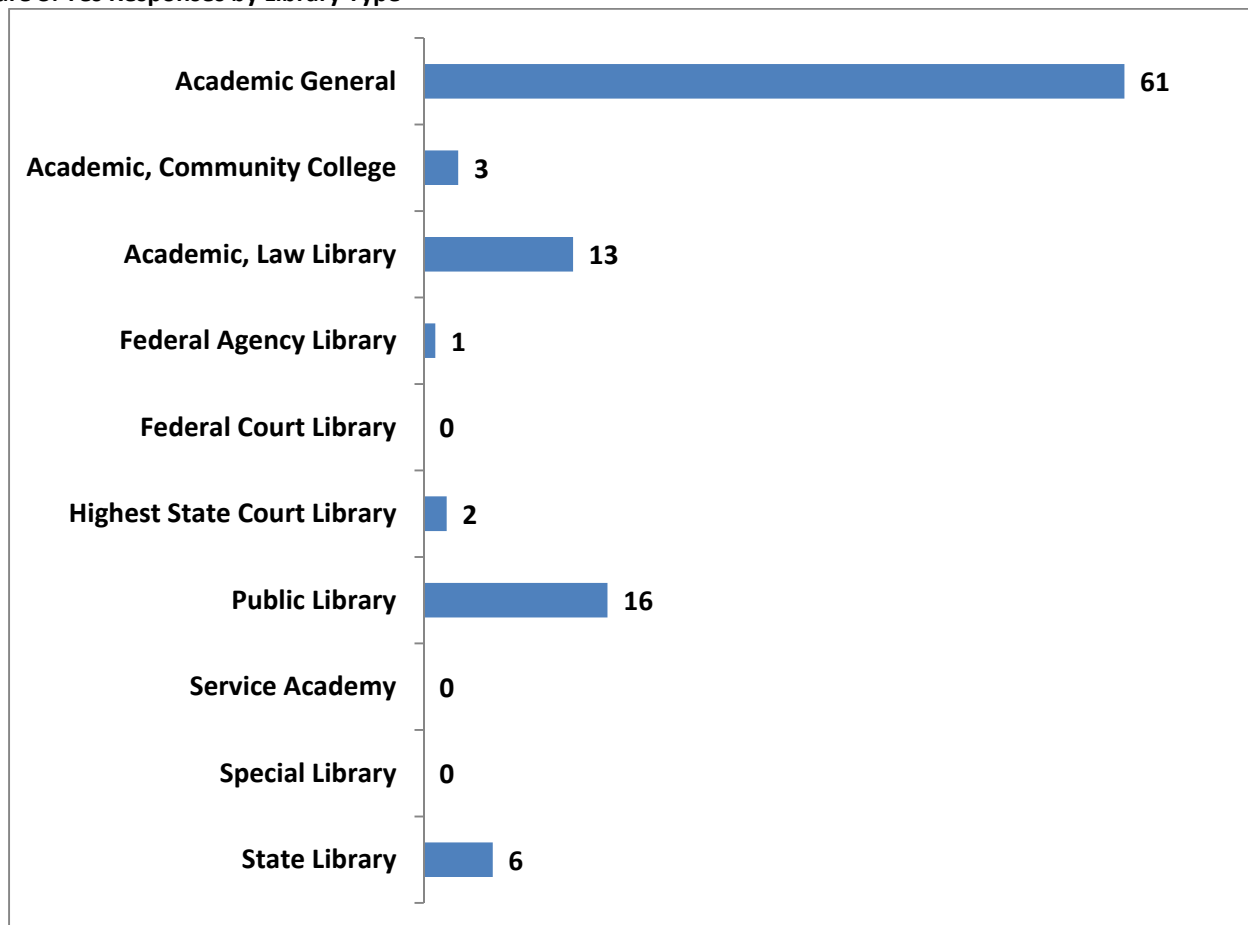| Library Type	Yes Responses
Academic General	61
Academic, Community College	3
Academic, Law Library	13
Federal Agency Library	1
Federal Court Library	0
Highest State Court Library	2
Public Library	16
Service Academy	0
Special Library	0
State Library	6

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

Large Libraries had the highest "yes" response rate (19%), with 55 of the 283 total Large Libraries in the FDLP.

Figure 4: Response Rate by Library Size

	Yes		No		Don't Know			
Library Size	Freq	%	Freq	%	Freq	%	**Total Freq**	**Total %**
Large	55	19%	121	43%	107	38%	283	100%
Medium	29	9%	184	55%	123	37%	336	100%
Small	18	10%	85	46%	80	44%	183	100%
Grand Total	**102**	**13%**	**390**	**49%**	**310**	**39%**	**802**	**100%**

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

Large Libraries had the highest number of total "yes" responses (55 out of 102 responses).
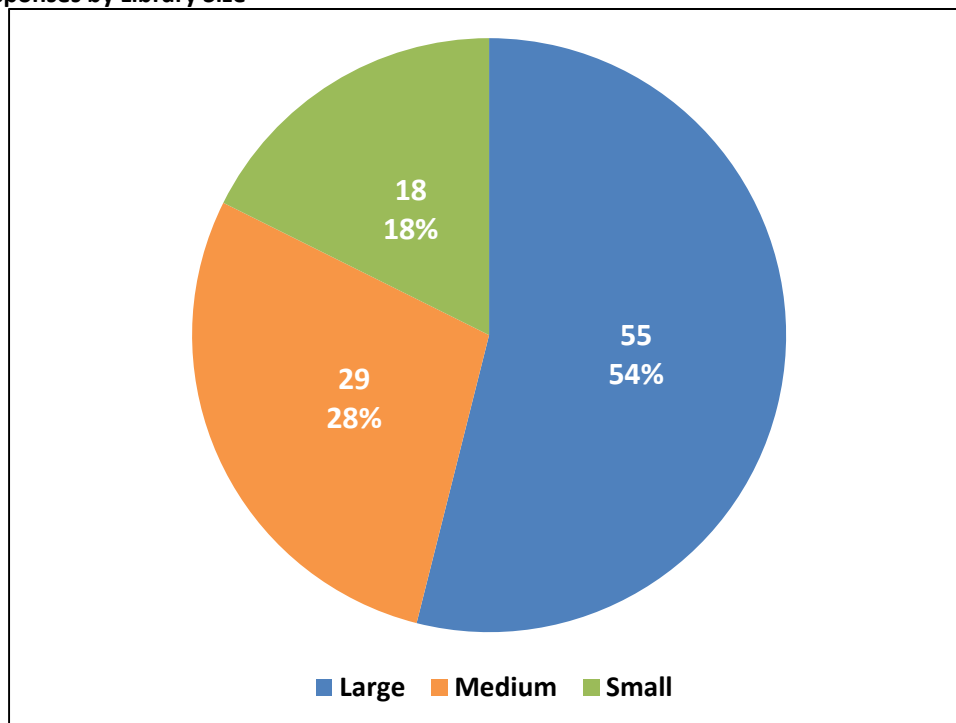
Figure 5: Yes Responses by Library Size

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

Regional Libraries had a higher "yes" response rate (27%) than Selective Libraries (12%).
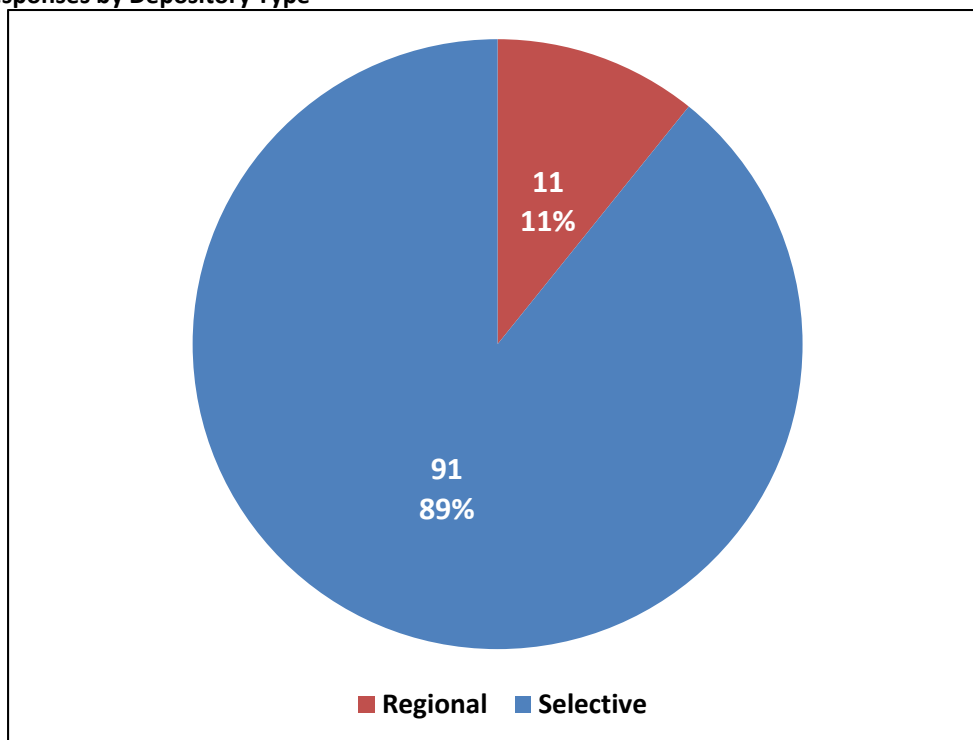
Figure 6: Yes/No Response Rate by Depository Type

	Yes		No		Don't Know			
Depository Type	Freq	%	Freq	%	Freq	%	**Total Freq**	**Total %**
Regional	11	27%	13	32%	17	41%	41	100%
Selective	91	12%	377	50%	293	39%	761	100%
Grand Total	**102**	**13%**	**390**	**49%**	**310**	**39%**	**802**	**100%**

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

Selective Libraries had a higher number of total "yes" responses (91 of 102 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.

11 of 40 Large Regional Libraries responded "yes" to Question 24.

44 of 243 Large Selective Libraries responded "yes," 29 of 335 Medium Selective Libraries responded "yes," and 18 of 183 Small Selective Libraries responded "yes."

Figure 8: Response Rate by Depository Type and Library Size

| Depository Type	Library Size	Yes		No		Don't Know		Total Freq	Total %
		Freq	%	Freq	%	Freq	%		
Regional	**Large**	11	28%	12	30%	17	43%	40	100%
	Medium	0	0%	1	100%	0	0%	1	100%
Regional Total		**11**	**27%**	**13**	**32%**	**17**	**41%**	**41**	**100%**
Selective	**Large**	44	18%	109	45%	90	37%	243	100%
	Medium	29	9%	183	55%	123	37%	335	100%
	Small	18	10%	85	46%	80	44%	183	100%
Selective Total		**91**	**12%**	**377**	**50%**	**293**	**39%**	**761**	**100%**
Grand Total		**102**	**13%**	**390**	**49%**	**310**	**39%**	**802**	**100%**

Large Regional Libraries had a higher number of total "yes" responses (11 responses).

Figure 9: Regional Yes Responses by Library Size

Large Selective Libraries had the highest number of total "yes" responses (44 of 91 responses).

Figure 10: Selective Yes Responses by Library Size
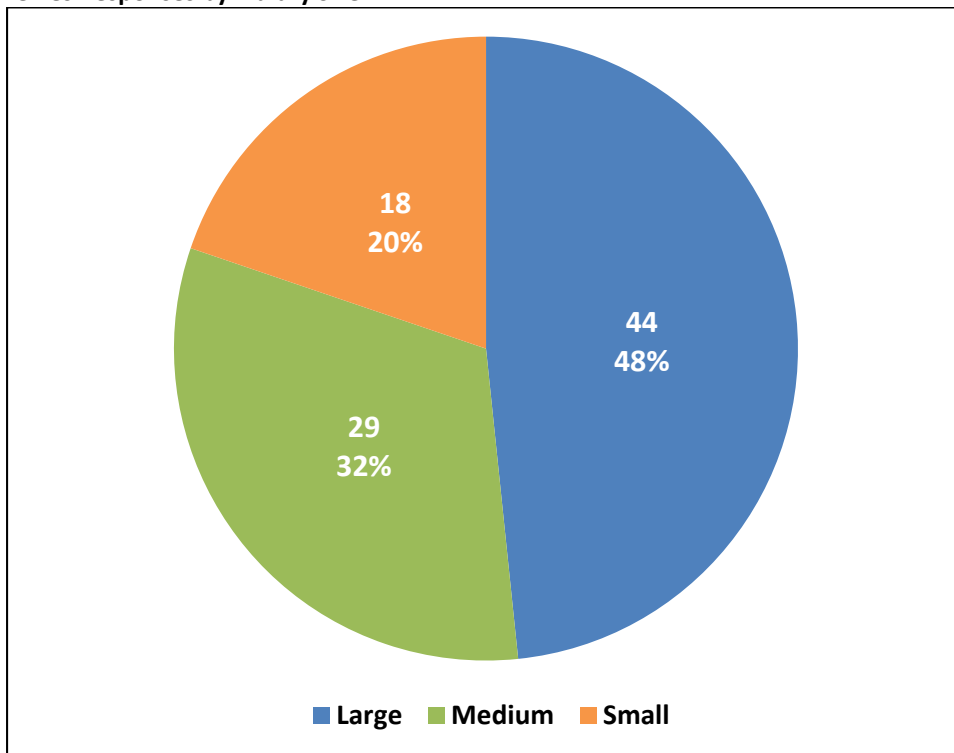
Figure 11 illustrates response rates cross-tabulated by depository type and library type for all 802 respondents.

Of Regional Libraries, Public Libraries had a "yes" rate of 50%, and State Libraries had a "yes" rate of 31%.

Of Selective Libraries, both Academic General Libraries and Public Libraries had the highest rate of "yes" responses (13%), followed by Academic, Law Libraries (12%).

Figure 11: Response Rate by Depository Type and Library Type

Depository Type	Library Type	Yes Freq	Yes %	No Freq	No %	Don't Know Freq	Don't Know %	Total Freq	Total %
Regional	**Academic General**	6	23%	11	42%	9	35%	26	100%
	Public Library	1	50%	0	0%	1	50%	2	100%
	State Library	4	31%	2	15%	7	54%	13	100%
Regional Total		**11**	**27%**	**13**	**32%**	**17**	**41%**	**41**	**100%**
Selective	**Academic General**	55	13%	196	47%	168	40%	419	100%
	Academic, Community College	3	9%	20	59%	11	32%	34	100%
	Academic, Law Library	13	12%	56	51%	40	37%	109	100%
	Federal Agency Library	1	6%	14	78%	3	17%	18	100%
	Federal Court Library	0	0%	5	83%	1	17%	6	100%
	Highest State Court Library	2	8%	13	50%	11	42%	26	100%
	Public Library	15	13%	55	48%	44	39%	114	100%
	Service Academy	0	0%	2	100%	0	0%	2	100%
	Special Library	0	0%	6	75%	2	25%	8	100%
	State Library	2	8%	10	40%	13	52%	25	100%
Selective Total		**91**	**12%**	**377**	**50%**	**293**	**39%**	**761**	**100%**
Grand Total		**102**	**13%**	**390**	**49%**	**310**	**39%**	**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 6, followed by State Libraries with 4.

Among Selective Libraries, Academic General Libraries had the highest number of "yes" responses with 55, followed by Public Libraries with 15 and Academic, Law Libraries with 13.
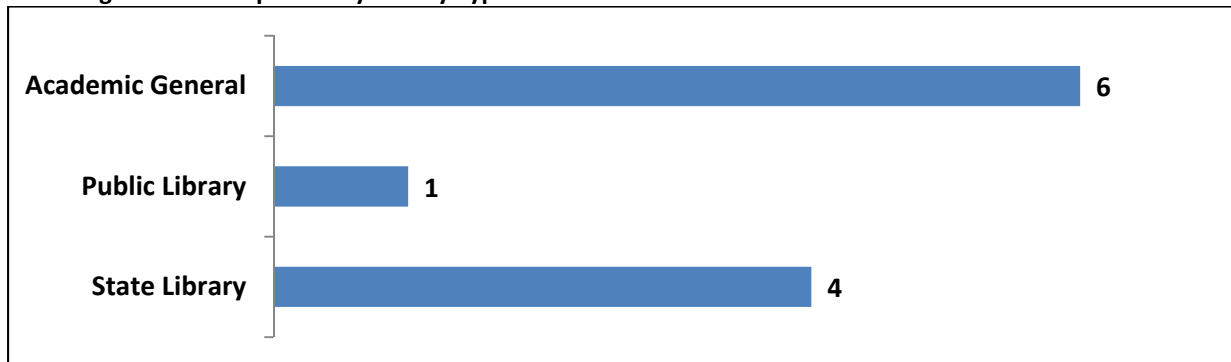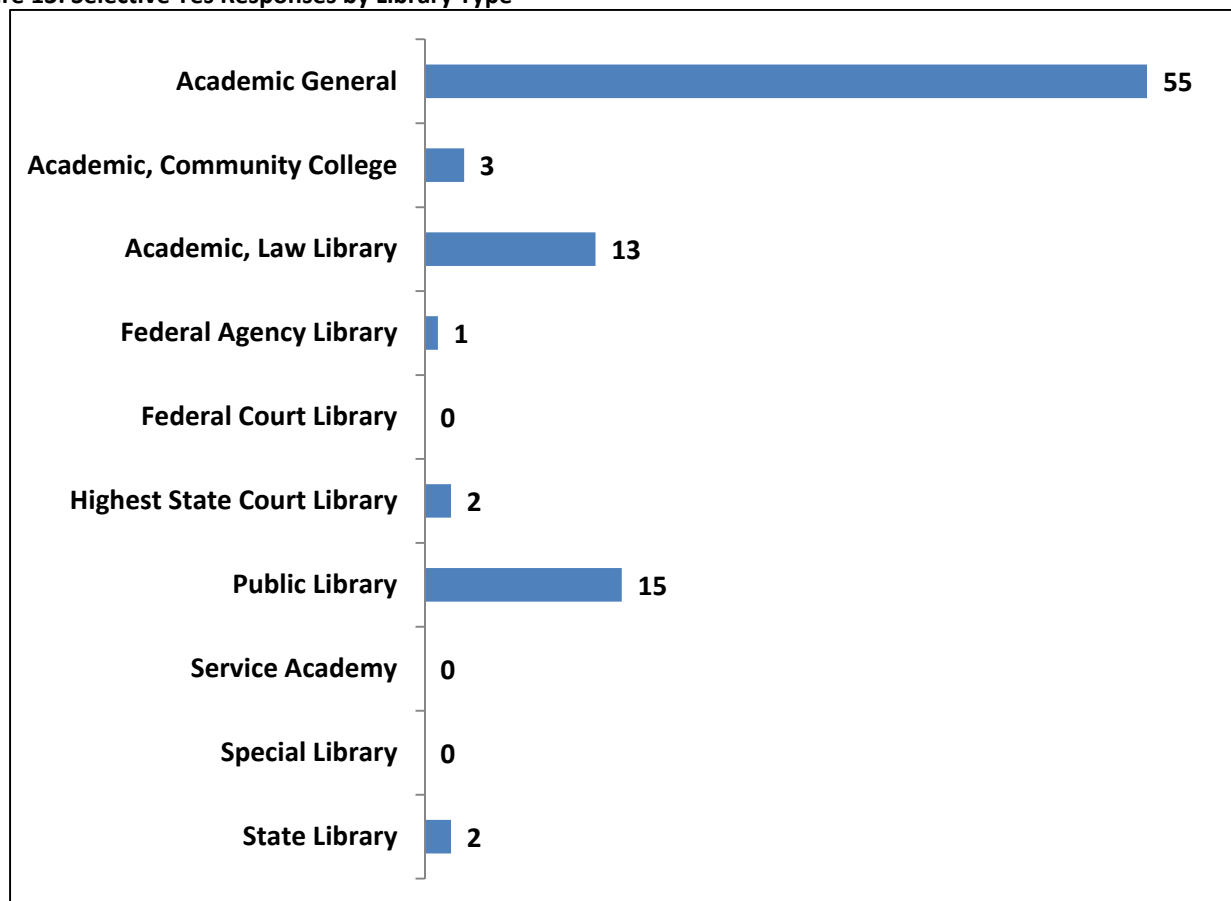
Figure 12: Regional Yes Responses by Library Type

Library Type	Yes Responses
Academic General	6
Public Library	1
State Library	4

Figure 13: Selective Yes Responses by Library Type

Library Type	Yes Responses
Academic General	55
Academic, Community College	3
Academic, Law Library	13
Federal Agency Library	1
Federal Court Library	0
Highest State Court Library	2
Public Library	15
Service Academy	0
Special Library	0
State Library	2

PRESENTATION OF QUALITATIVE RESULTS

102 libraries indicated that non-FDLP libraries with which they had relationships engaged in some form of marketing of their FDLP collection or services and were also given the opportunity to elaborate on those types of relationships. Respondents were not limited to the number of individual marketing relationships 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 123 observations (individual marketing relationships 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: brochures or flyers; marketing to faculty; and signage or displays.

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: library catalogs; interlibrary loan; reference service; and training sessions or workshops.

3. **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: need to work with libraries and trying to establish relationships.

4. **Other** refers to any response that did not indicate a specific current or planned marketing activity. Examples of responses include: generally, yes and only one in area.

Figures 14 and 15 illustrate marketing relationships with non-FDLP libraries by category.

Of the total number of observations reported by respondents, 25% reported Direct Marketing, 64% reported Indirect Marketing, 7% reported Planned/Potential Marketing, and 3% reported Other.

Figure 14: Marketing Relationships with Non-FDLP Libraries by Category

	Direct Marketing		Indirect Marketing		Planned/Potential Marketing		Other			
	Freq	%	Freq	%	Freq	%	Freq	%	Total Freq	Total %
Total	31	25%	79	64%	9	7%	4	3%	123	100%

Figure 15: Marketing Relationships with Non-FDLP Libraries by Category
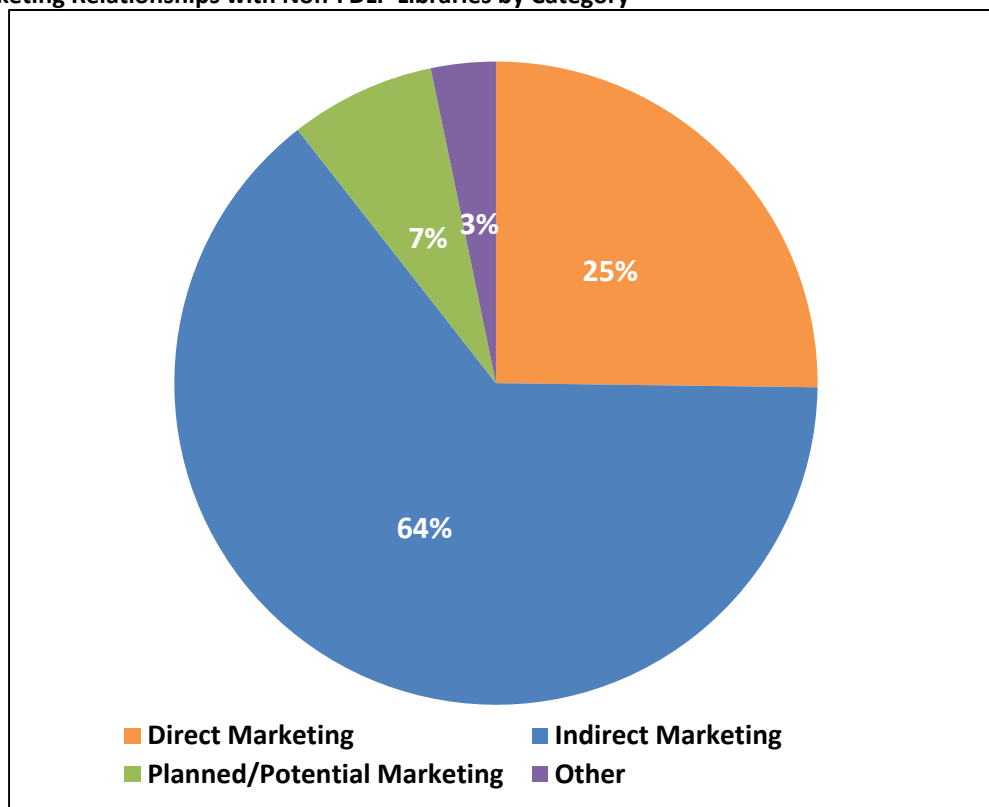
For the purpose of focusing on the most relevant results, the "Planned/Potential Marketing" and "Other" responses have been removed from the following data figures, which has reduced the number of observations to 110.

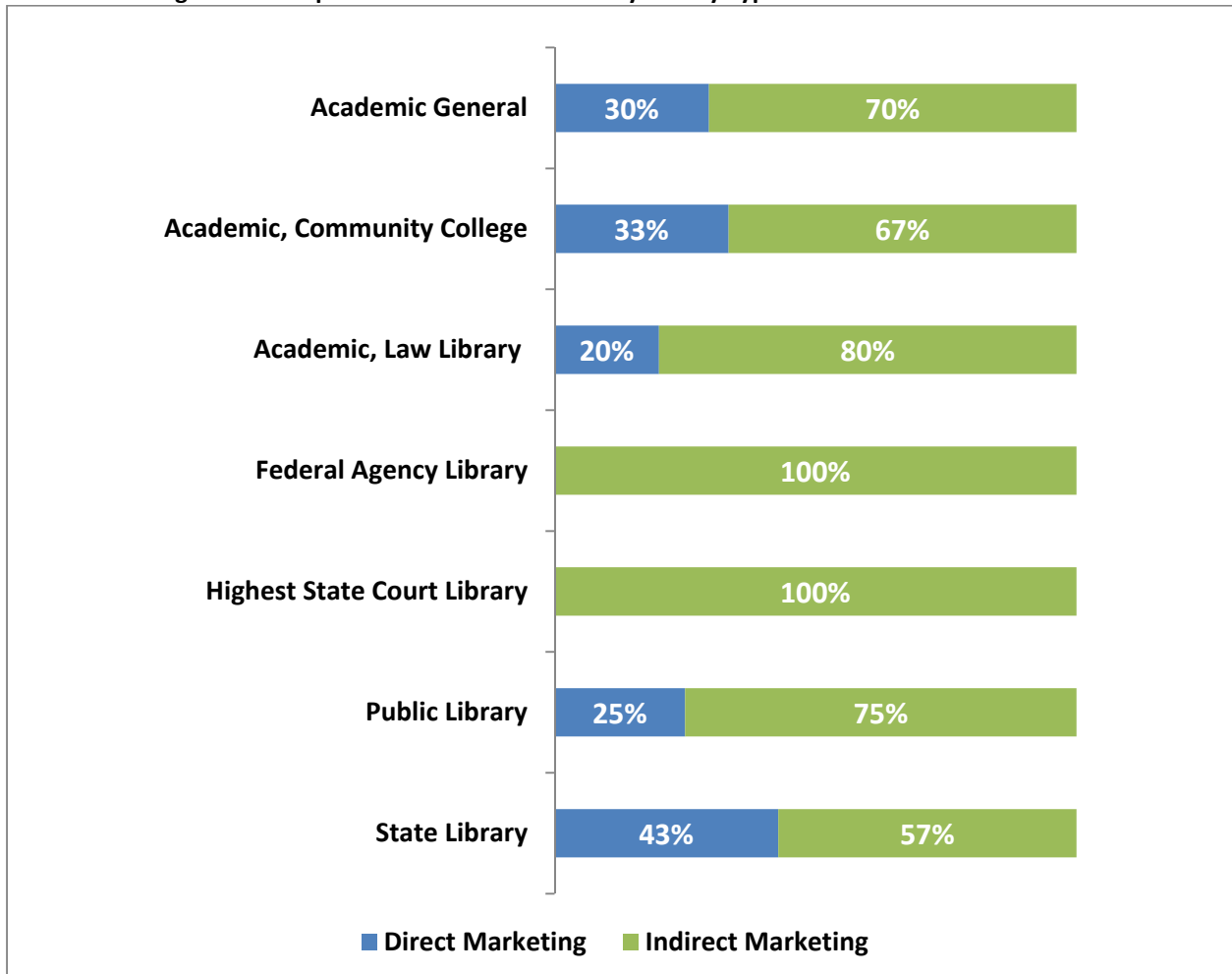**Figures 16 and 17 illustrate marketing relationships with non-FDLP libraries by library type.**

As reflected in the data, all "yes" respondents engage in marketing relationships with non-FDLP libraries that are characterized more by Indirect Marketing than Direct Marketing.
- Responses from State Libraries showed the highest percentage of Direct Marketing (43%).
- All "yes" respondents noted at least half of their activities regarding Indirect Marketing taking place at non-FDLP libraries (≥57%).

Figure 16: Marketing Relationships with Non-FDLP Libraries by Library Type

	Direct Marketing		Indirect Marketing			
Library Type	Freq	%	Freq	%	Total Freq	Total %
Academic General	21	30%	50	70%	71	100%
Academic, Community College	1	33%	2	67%	3	100%
Academic, Law Library	2	20%	8	80%	10	100%
Federal Agency Library	0	0%	1	100%	1	100%
Highest State Court Library	0	0%	2	100%	2	100%
Public Library	4	25%	12	75%	16	100%
State Library	3	43%	4	57%	7	100%
Grand Total	31	28%	79	72%	110	100%

Figure 17: Marketing Relationships with Non-FDLP Libraries by Library Type

Library Type	Direct Marketing	Indirect Marketing
Academic General	30%	70%
Academic, Community College	33%	67%
Academic, Law Library	20%	80%
Federal Agency Library		100%
Highest State Court Library		100%
Public Library	25%	75%
State Library	43%	57%

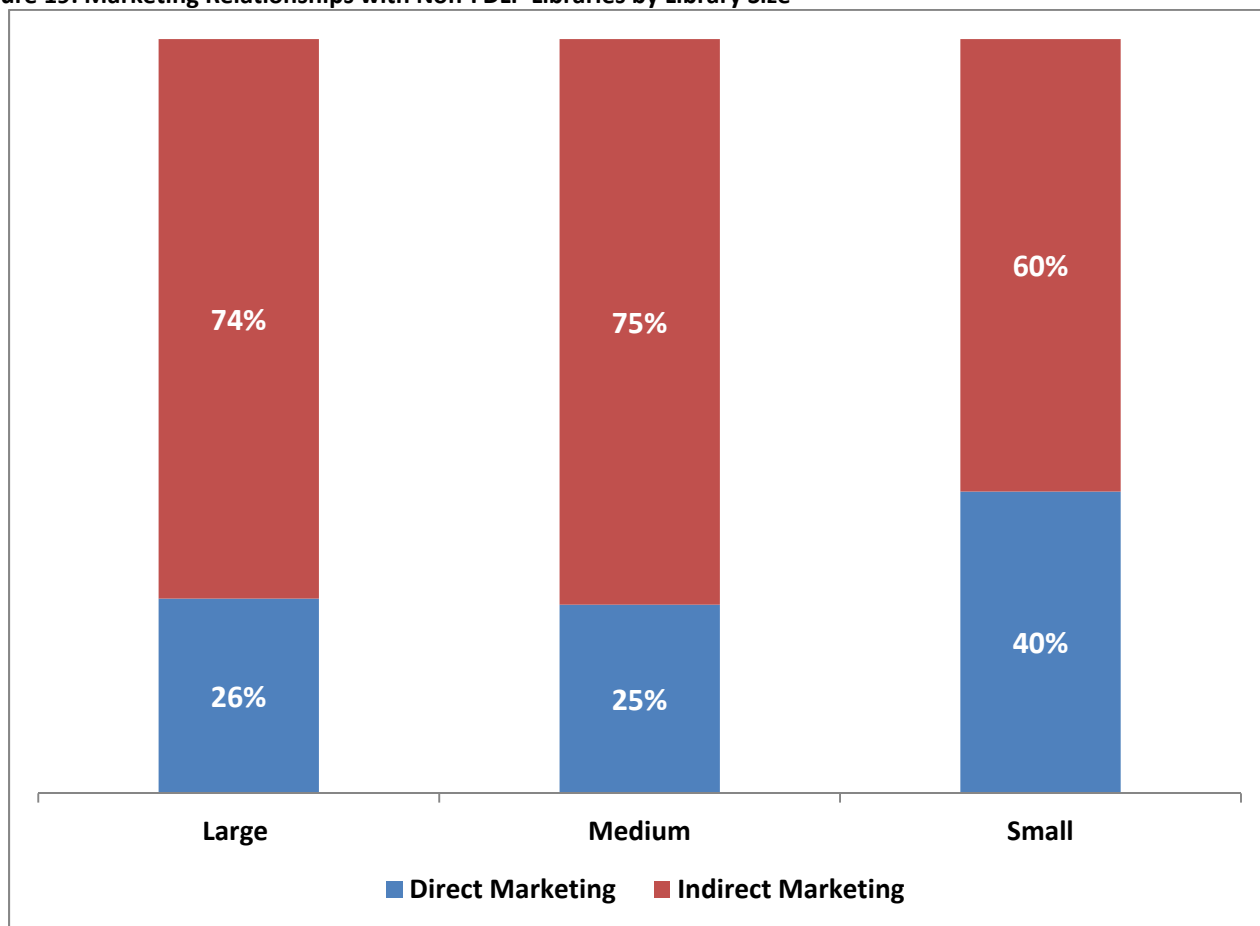■ Direct Marketing ■ Indirect Marketing

Figures 18 and 19 illustrate marketing relationships with non-FDLP libraries by library size.

In examining the results by library size, overall a higher occurrence of Indirect Marketing was noted. Among the Direct Marketing responses, Small Libraries indicated the highest percentage (40%), followed by Large Libraries (26%) and Medium Libraries (25%).

Figure 18: Marketing Relationships with Non-FDLP Libraries by Library Size

	Direct Marketing		Indirect Marketing			
Library Size	Freq	%	Freq	%	Total Freq	Total %
Large	16	26%	46	74%	62	100%
Medium	7	25%	21	75%	28	100%
Small	8	40%	12	60%	20	100%
Grand Total	31	28%	79	72%	110	100%

Figure 19: Marketing Relationships with Non-FDLP Libraries by Library Size
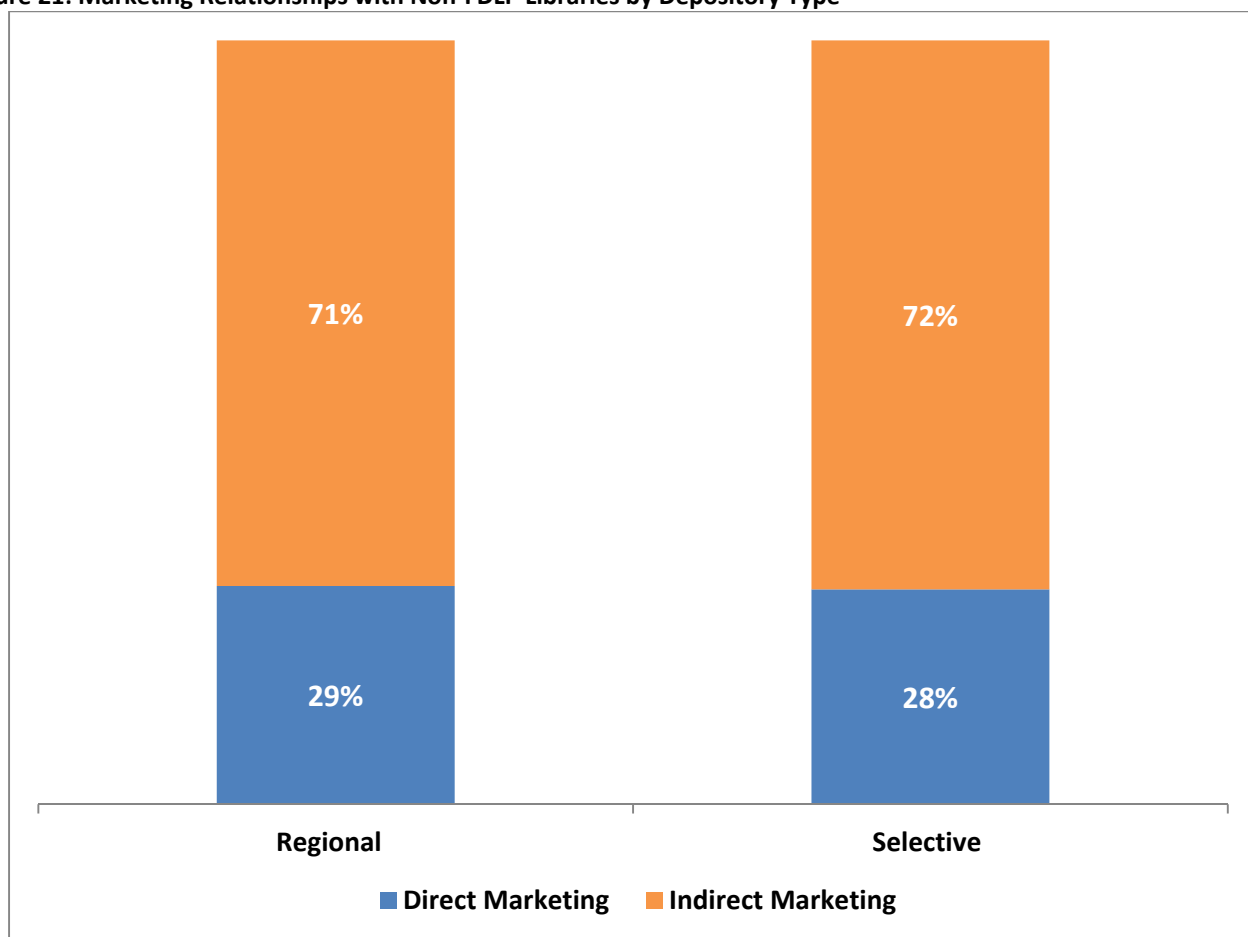
Figures 20 and 21 illustrate marketing relationships with non-FDLP libraries by depository type.

The results show that both Regional Libraries (71%) and Selective libraries (72%) reported a much higher incidence of Indirect Marketing over Direct Marketing.

Figure 20: Marketing Relationships with Non-FDLP Libraries by Depository Type

Depository Type	Direct Marketing		Indirect Marketing		Total Freq	Total %
	Freq	%	Freq	%		
Regional	4	29%	10	71%	14	100%
Selective	27	28%	69	72%	96	100%
Grand Total	31	28%	79	72%	110	100%

Figure 21: Marketing Relationships with Non-FDLP Libraries by Depository Type

Figures 22, 23, and 24 illustrate marketing relationships with non-FDLP libraries cross-tabulated by depository type and library size.

Large Regional Libraries reported a higher percentage of Indirect Marketing (71%) over Direct Marketing (29%).

Both Large and Medium Selective Libraries reported a significantly higher percentage of Indirect Marketing (75%) over Direct Marketing (25%), as did Small Selective Libraries (60%).

Figure 22: Marketing Relationships with Non-FDLP Libraries by Depository Type and Library Size

		Direct Marketing		Indirect Marketing			
Depository Type	Library Size	Freq	%	Freq	%	Total Freq	Total %
Regional	**Large**	4	29%	10	71%	14	100%
Regional Total		**4**	**29%**	**10**	**71%**	**14**	**100%**
Selective	**Large**	12	25%	36	75%	48	100%
	Medium	7	25%	21	75%	28	100%
	Small	8	40%	12	60%	20	100%
Selective Total		**27**	**28%**	**69**	**72%**	**96**	**100%**
Grand Total		**31**	**28%**	**79**	**72%**	**110**	**100%**

Figure 23: Marketing Relationships with Non-FDLP Libraries for Regional Libraries by Library Size

Direct Marketing 29%
Indirect Marketing 71%

- Direct Marketing
- Indirect Marketing
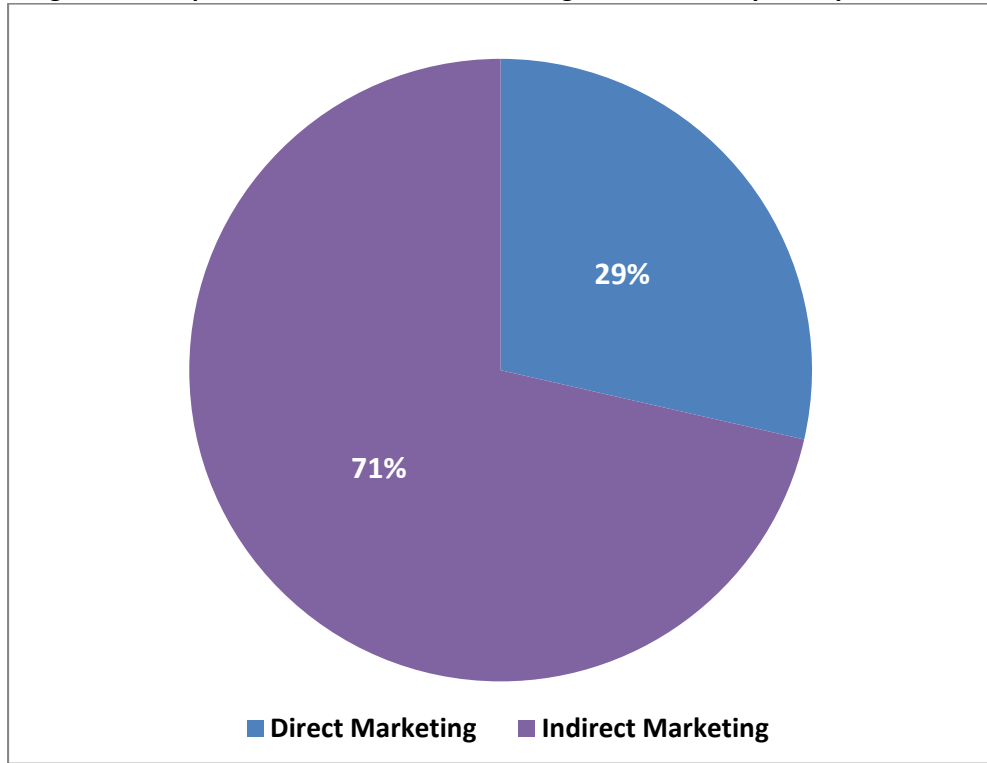
Figure 24: Marketing Relationships with Non-FDLP Libraries for Selective Libraries by Library Size

Library Size	Direct Marketing	Indirect Marketing
Small	40%	60%
Medium	25%	75%
Large	25%	75%

- Direct Marketing
- Indirect Marketing
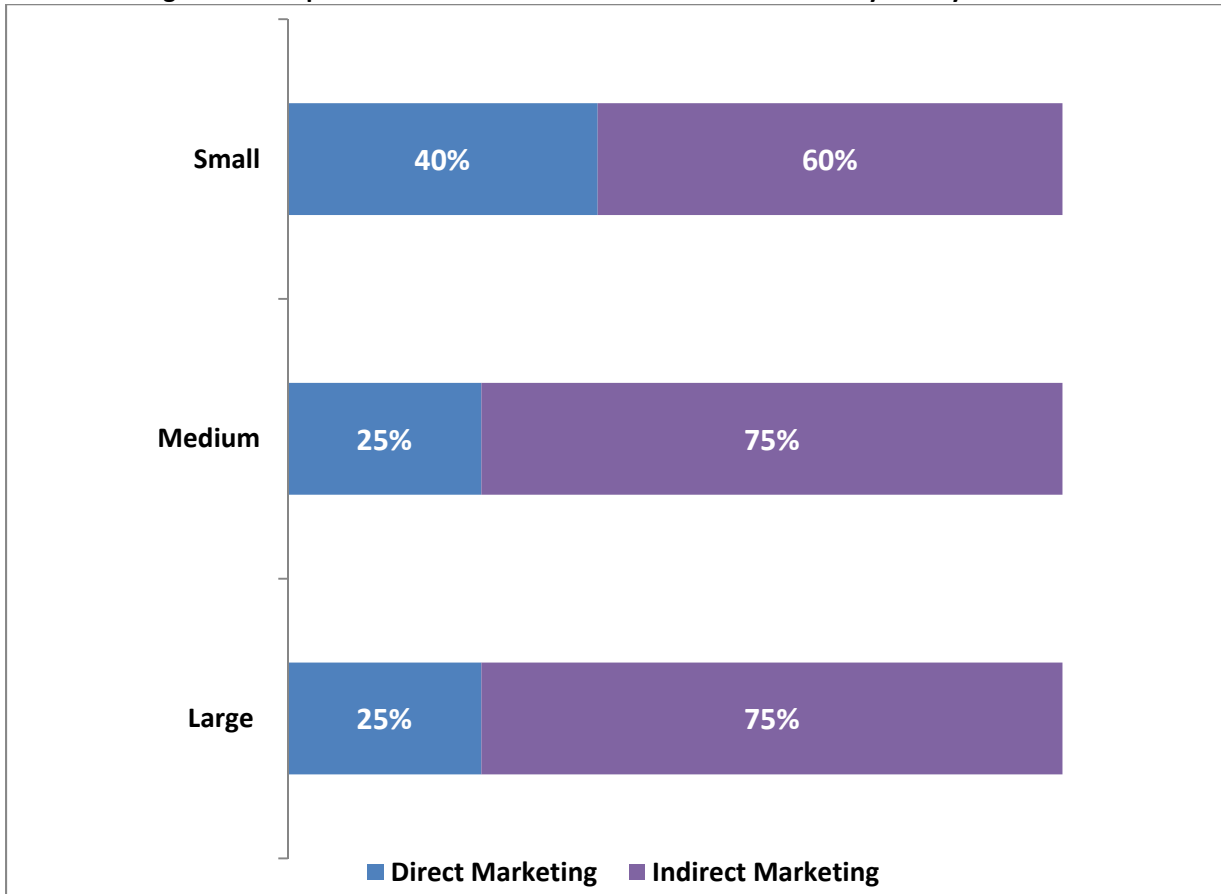
Figures 25, 26, and 27 illustrate marketing relationships with non-FDLP libraries cross-tabulated by depository type and library type.

All Regional Libraries reported a significant percentage (60% or higher) of Indirect Marketing over Direct Marketing.

For Selective Libraries:

- Federal Agency Libraries and Highest State Court Libraries reported only Indirect Marketing activities.
- All Selective Libraries reported a significant percentage (50% or higher) of Indirect Marketing over Direct Marketing.

Figure 25: Marketing Relationships with Non-FDLP Libraries by Depository Type and Library Type

		Direct Marketing		Indirect Marketing			
Depository Type	Library Type	Freq	%	Freq	%	Total Freq	Total %
Regional	Academic General	2	25%	6	75%	8	100%
	Public Library	0	0%	1	100%	1	100%
	State Library	2	40%	3	60%	5	100%
Regional Total		**4**	**29%**	**10**	**71%**	**14**	**100%**
Selective	Academic General	19	30%	44	70%	63	100%
	Academic, Community College	1	33%	2	67%	3	100%
	Academic, Law Library	2	20%	8	80%	10	100%
	Federal Agency Library	0	0%	1	100%	1	100%
	Highest State Court Library	0	0%	2	100%	2	100%
	Public Library	4	27%	11	73%	15	100%
	State Library	1	50%	1	50%	2	100%
Selective Total		**27**	**28%**	**69**	**72%**	**96**	**100%**
Grand Total		**31**	**28%**	**79**	**72%**	**110**	**100%**

Figure 26: Marketing Relationships with Non-FDLP Libraries for Regional Libraries by Library Type
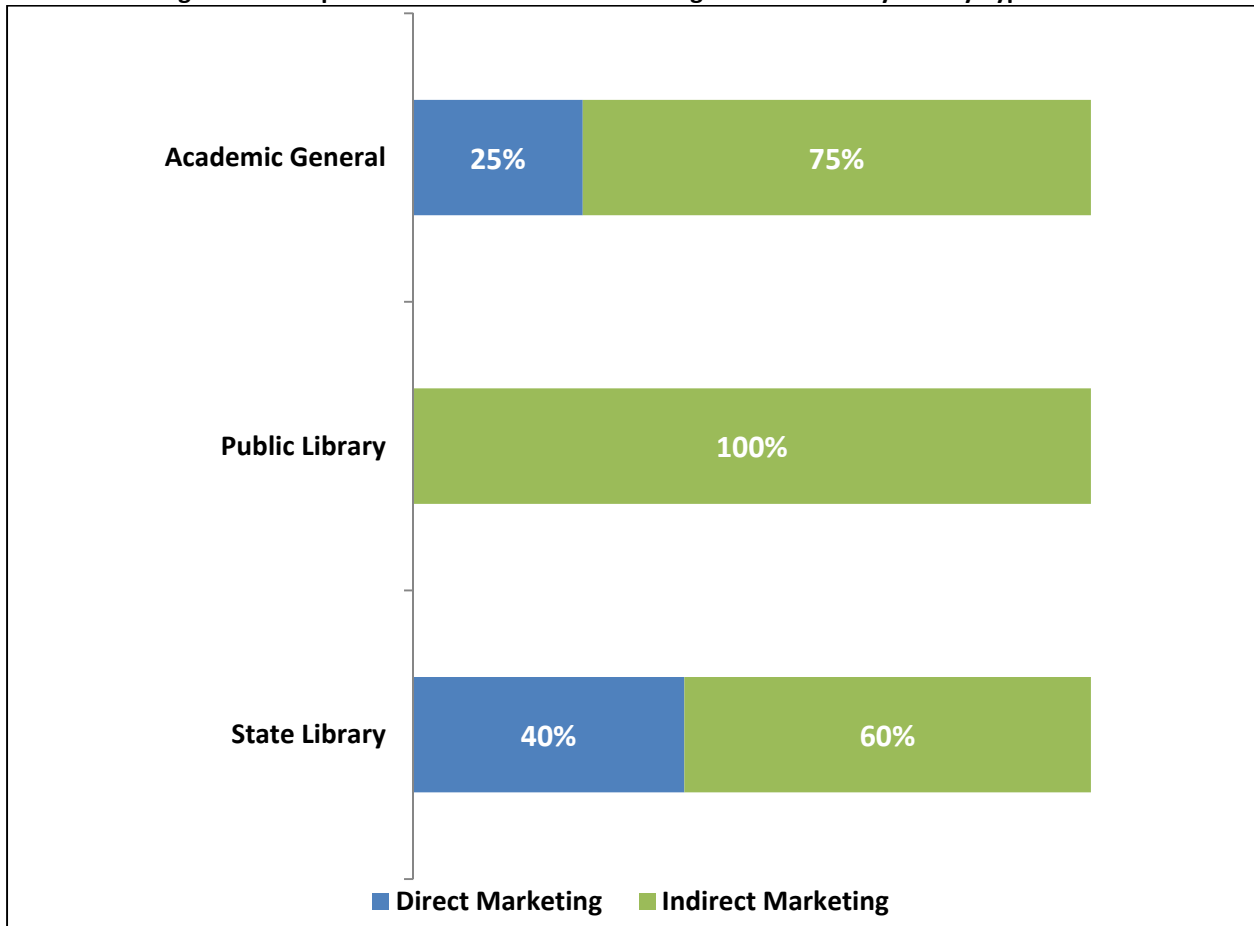
Figure 27: Marketing Relationships with Non-FDLP Libraries for Selective Libraries by Library Type

Library Type	Direct Marketing	Indirect Marketing
Academic General	30%	70%
Academic, Community College	33%	67%
Academic, Law Library	20%	80%
Federal Agency Library		100%
Highest State Court Library		100%
Public Library	27%	73%
State Library	50%	50%

■ Direct Marketing   ■ Indirect Marketing