



# The Economic Value of The Free Library In Philadelphia

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## Introduction

What value does the Free Library of Philadelphia (“the Library”) create and add to the economic lives and futures of its users and the citizens of Philadelphia? This was the central question posed by the staff of the Free Library to the Research & Consulting Group at Penn’s Fels Institute of Government, and it is the central question that drives this report.

In answering the question, the team at Fels benefited from a growing and creative body of work done around the country over the last decade, including a report by the Americans for Libraries Council (ALC) that summarizes best practices for assessing the impact of these essential institutions.<sup>1</sup> From Seattle to Louisville to Pittsburgh and St. Louis, libraries have been taking a fresh and creative look at their role in communities and the difference they make in the lives of their citizens. This growing compendium of reports encourages communities to see libraries not as collections of books but as economic development agents in their communities.

In particular, a 2007 Urban Libraries Council report (Making Cities Stronger: Public Library Contributions to Local Economic Development) shows the myriad roles libraries can play in a rapidly evolving and increasingly knowledge-based economy. Most important, **libraries help people learn to read**, the most basic and fundamental skill necessary to succeed educationally and economically in a changing world (literacy). Second, with their access to computers, databases, and career materials **libraries help people find a job and learn about career opportunities** (workforce development). Third, the Urban Libraries Council points out, **libraries help entrepreneurs and small business people gain the insight, market research and information necessary to grow, improve and sustain their business** (business development).

The Fels staff used this framework to drill down into the particular case of the Free Library in Philadelphia, to “size” the value that our library system creates in these three areas. How much value, in fact, could be attributed to the Library’s presence in these three areas? (To our knowledge we are the first city in the country to attempt to use the ULC framework to derive quantifiable value, making this study a truly groundbreaking effort.)

To answer these questions, the Fels team drew on several streams of data and insight, much of which the Library already collected:

- Field statistics from all Library branches including: circulation by subject area; program attendance; database usage; branch hours, circulation and attendance.
- Interviews with 17 librarians and 33 library patrons at 14 branches throughout the city.
- A survey of 3,971 Library patrons and 85 librarians.
- Census data and Bureau and Labor Statistics data for the City of Philadelphia.

In addition, Fels enlisted the help of Kevin Gillen, Research Fellow at the Institute for Urban Research, keeper of an extensive database of Philadelphia home sales and a foremost expert on real estate trends and values in Philadelphia. Mr. Gillen was asked to help answer a fundamental and hugely significant question—through all its various programs, services, and roles, including but not limited to those outlined above, how much difference does proximity

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<sup>1</sup> Worth Their Weight: An Assessment of the Evolving Field of Library Valuation. Americans For Libraries Council, 2007.

to a Library make to the value of a home in Philadelphia? (Again, that we are aware of this is the first time that this question has been asked and answered about a library system.) Our answers to these questions reveal that the Library creates considerable value—economic value—for its users and the citizens of Philadelphia.

## Findings at a Glance

Findings are summarized below in four areas: **Literacy, Workforce Development, Business Development, and Value to Homes and Neighborhoods.**

### *Literacy*

- ▶ The economic value of the Library services that help Philadelphians learn to read and acquire working skills totals **\$21.8 million for FY10**, comprised of:
  - **\$18.4 million in literacy-related reading & lending**
  - **\$2.6 million in literacy related programming**
  - **\$818,000 in literacy-related online activities**
- ▶ 10% of survey respondents report “I couldn’t have learned to read without the library,” meaning an estimated 10,788 people attribute their ability to read to the Free Library.
- ▶ 13% of survey respondents report they taught someone else to read and could not have done it without the Free Library, meaning 14,024 people attribute their being able to teach someone to read to the Library.

### **Workforce Development**

- ▶ The economic value of the Library services that help Philadelphians locate job opportunities and develop career skills totals **\$6 million for FY10**, comprised of:
  - **\$2.2 million** in career development book-reading & lending
  - **\$2.1 million** in job-finding online activities, including workforce database usage and online job searching/prep
  - **\$1.7 million** job-readiness and workforce-related programming
- ▶ Fels estimates that **979** Philadelphians found jobs directly as a result of the resources provided by the Library in FY10.
  - 979 entry-level jobs translates into **\$30.4 million** in earned income in one year (at an average entry-level salary for Philadelphia), generating **\$1.2 million** annually in wage tax revenue for the city

### **Business Development**

- ▶ The economic value of the Library services that help Philadelphians develop or enhance their own businesses totals **\$3.8 million for FY10**, comprised of:
  - ▶ **\$2.9 million** in business development online and database activities
  - ▶ **\$819,285** in business development book-reading & lending
  - ▶ **\$55,385** in business development programming
- ▶ 8% of survey respondents report that they could not have started, grown or improved their business without the Free Library, resulting in an estimated **8,630** businesses that benefited from Free Library business development services.

### Value to Homes and Neighborhoods

- ▶ Homes within  $\frac{1}{4}$  mile of a Library are worth, on average, **\$9,630 more** than homes more than  $\frac{1}{4}$  mile from a Library. For homes between  $\frac{1}{4}$  and  $\frac{1}{2}$  mile of a Library, the additional value is \$650.
- ▶ Homes in Philadelphia are located, on average, about a half mile (.56 mile) from a Library; 95% of Philadelphia homes are within 1.13 miles of a branch, 75% of Philadelphia homes are within .73 miles, and 25% of Philadelphia homes are within .34 miles of a Library.
- ▶ Libraries are responsible for **\$698 million in home values** in Philadelphia. That's an increase in home values that homeowners can borrow against to finance education, home improvements and other types of spending.
- ▶ The additional home values generated by proximity to a Library produce an additional **\$18.5 million in property taxes** to the City and School District each year. Under a scenario of accurate and timely assessments, this is how much property tax revenue could be lost per year if all libraries were closed.

## The Economic Value of the Free Library in Philadelphia

The findings regarding Free Library impact in the areas of literacy, workforce development, business development and neighborhood values were derived from analyzing data provided by the Free Library, from library users in surveys and from city and census data on home prices, wages and jobs. What follows is a detailed description of the methodology used to derive the values and outcomes we attribute to the Free Library's services in these four key areas.

### *Literacy*

The Library counts 1.75 million volumes circulating in categories we attributed to literacy. These volumes are comprised of children's literature and picture books that are most typically used to form basic literacy skills. Not counted in this figure are books written for adults to learn English, literature that adults may use to practice or improve their English or newspapers or magazines that are also often used by adults trying to learn to read English. Therefore, the 1.75 million volumes attributed to literacy is a conservative estimate of the number of volumes circulating throughout the city that are used by library patrons to learn or teach someone else to read. The average cost of the 1.75 million volumes is estimated to be \$10.52 per volume based on what it would cost to purchase these books in a bookstore.

The Library runs programs to teach children and adults to read. In Fiscal Year 2010, there were 260,985 attendees at these programs that typically run for an hour. The average value of these programs -- based on what other cities have estimated and on a discounted rate for literacy tutoring at an hourly rate -- is estimated at \$10 per program participant. In other words, we estimate that program participants would have to pay at least \$10 per program if this service was not provided for free by the Library.

The Library provides online databases that are geared to help people learn to read and write English. These databases are primarily for teaching English as a second language. In 2010, these databases were accessed by patrons 32,759 times. We estimate that each use would cost \$25 to the library patron if she or he had to purchase the database for their own private use.

Below are the value calculations related to literacy for Fiscal Year 2010:

	<b>Count</b>	<b>Value</b>	<b>Total</b>
Volumes circulating	1.75 million volumes	\$10.52	\$18,410,220
Programs attended	260,985 hours	\$10	\$ 2,609,850
Databases used	32,759 sessions	\$25	\$ 818,975
<b>TOTAL</b>			<b>\$21.8 million</b>

Survey respondents were asked if the Library helped them learn to read or helped them teach someone else to read. They were offered the following possible responses: I couldn't have done it without the Library; the Library helped a little; the Library did not help me with this.

Based on the entire survey sample of 3,971 respondents, 10% reported that they couldn't have done it without the Free Library when it came to teaching themselves to read. Another 13% report that they couldn't have done it without the Free Library when it came to teaching someone else to read. We extrapolated as follows to derive the number of people attributable to the library who learned to read or taught someone to read.

- There were 107,875 unique adult cardholders who used the Library in FY 2010. That is, out of the 500,000+ Free Library cardholders throughout the city, 107,875 adult cardholders used the Free Library at least once in FY2010.
- We applied the rate of 10% from the survey for those responding "I couldn't have done it without the Free Library" when it came to learning to read.
  - The result is an estimate of 10,785 patrons who attribute their ability to read to the Free Library.
- We applied the rate of 13% from the survey for those responding "I couldn't have done it without the Free Library" regarding teaching someone else to read.
  - The result is an estimate of 14,024 patrons who attribute their having been able to teach someone to read to the Free Library.

It is important to note the following regarding the 10,875 patrons we estimate attribute their ability to read to the Free Library and the 14,024 who attribute their ability to teach someone else to read to the Free Library.

- Survey results were based on the entire survey sample, including those who took the survey in the Library and those who took the survey remotely, accessing the Library's website from home, work or elsewhere. There are substantial differences between these two groups of respondents. Those who answered the survey remotely were much more likely to describe having other resources besides the Library across all categories (literacy, job finding and business development). Conversely, those who answered the survey in the Library were much more likely to say they "couldn't have done it without the Library" when it came to literacy, job finding and business development. We based our estimates, however, on the entire survey sample in order to ensure that we were estimating conservatively the impact the Library has on residents.
- We did not count those who responded that "the Library helped me a little" toward our estimates of people who learned to read or taught someone to read because of the Free Library. There was no way to estimate how to count "helped me a little" so we simply left that out. This is another way in which the estimates are on the conservative side, counting only those who could not have done it without the Free Library.
- The literacy numbers are not annual, but rather represent a snapshot in time. In other words, we are not estimating the number of people who learn to read each year as a result of the Free Library. Patrons who were asked if they learned to read or helped someone to read could have been answering based on an experience over the past few years.

### **Workforce Development**

Our analysis showed a total of \$6 million in value generated by workforce development activity taking place at the Free Library. This value is comprised of book-lending, computer usage and programming, all provided for free by the Library.

In FY2010, there were 191,256 workforce-related volumes circulated by the Free Library. These are books related to resume-writing, interviewing, finding a career, etc. The average cost of one of these volumes is estimated at \$11.50 per volume based on the average retail price of books in this category for a total value of \$2.2 million in workforce-related book lending.

In addition, the Library's computers are often used for job-search activities. A third of respondents to our survey (32%) report that their time on Library computers is related to finding a job (writing a resume; job searches online; sending and responding to emails from employers). A total of 434,312 hours were spent on the Library's computers in FY10 and 32% of that time totals 138,979 hours of computer time devoted to job seeking. Kinko's and other retailers charge \$15 per hour for use of their computers; therefore, we calculate that the value of workforce-related computer time to be \$2 million.

The Library subscribes to workforce-related databases that function like one-on-one job counselors for those considering different careers and preparing for a job search. One-thousand six hundred thirty-three (1,633) sessions were spent on these databases in FY10 by Library patrons. Based on the retail price of these databases, we estimate that each session would cost the consumer \$45 for a total of \$73,485 in value from the Library's workforce related databases.

Finally, the Library produces programming for job seekers. These programs range in topic from resume-writing to interview skill development. In FY10, there were 38,074 visits to these program offerings that typically last for one hour. The counseling and advice received at these sessions is valued at a rate of \$45 based on what other regions estimate and on what these services can cost at discounted workforce service providers. Therefore, we estimate that \$1.7 million in value is generated by workforce oriented programming produced by the Free Library.

These value findings are summarized in the table below:

	<b>Count</b>	<b>Value</b>	<b>Total</b>
Volumes circulating	191,256 volumes	\$11.50	\$2.2 million
Programs attended	38,074 hours	\$45	\$1.7 million
Databases used	1,633 sessions	\$45	\$73,485
Computer/Internet usage	138,979 hours	\$15	\$2 million
<b>TOTAL</b>			<b>\$6 million</b>

We also estimated the number of Philadelphians who found jobs as a result of the Library's workforce offerings. For the period of time most closely tracking the Library's 2010 fiscal year, there were 97,946 new jobs created and new hires in Philadelphia County. Ten percent (10%) of Philadelphia's adult population used the Free Library in some capacity in 2010 and 10% of those individuals report that they used the Free Library's job-finding programs and that they could not have found a job without the Free

Library. Therefore, we estimate that 1% (10% of 10%) of the new jobs and new hires in the city are attributable to Free Library job-finding resources, or 979 jobs.

### ***Business Development***

Our analysis showed a total of \$3.8 million in value generated by business development activity taking place at the Free Library. This value is comprised of book-lending, computer usage and programming all provided for free by the Library.

In FY2010, there were 44,478 business-related volumes circulated by the Free Library. These are books related to starting a business, business planning, marketing, etc. The average cost of one of these volumes is estimated at \$18.42 per volume based on the average retail price of books in this category for a total value of \$819,285 in business-related book lending.

Entrepreneurs use the computers at the library at a rate of 8%. In other words, among those who use the computers at the Free Library, 8% report that they are using the computers to start, grow or improve their personal business. The computer hours thus used at the library total 34,744 and the retail rate for that many hours of computer usage (at \$15/hour) is \$521,000.

The Library subscribes to business-related databases that provide business people with market research data, competitive business information, leads and other tools useful in starting or growing a business. Business people used these databases 24,480 times in 2010. The retail value of these sessions is estimated at \$99 based on what it costs to make a single-time purchase of what these databases are providing for free to library card holders. The total value of these database sessions is, therefore, estimated to be \$2.4 million.

The library produces programming for business owners and developers. These programs range in topic from how to size your competition to how to write a business plan. In FY10, there were 982 visits to these programs that typically last one hour. The counseling and advice received at these sessions is valued at a rate of \$30 based on what other regions estimate and on what these services can cost at discounted small business development providers. Therefore, we estimate that \$29,500 in value is generated by business development programming produced by the Free Library.

These value findings are summarized in the table below:

	<b>Count</b>	<b>Value</b>	<b>Total</b>
Volumes circulating	44,478 volumes	\$18.42	\$819,285
Programs attended	982 sessions	\$30	\$29,500
Databases used	24,480 sessions	\$99	\$2.4 million
Computer/Internet usage	34,744 hours	\$15	\$521,000
<b>TOTAL</b>			<b>\$3.8 million</b>

Finally, we asked our survey respondents to tell us how the Library helped them to start, grow or improve a business. Eight percent (8%) responded that they could not have started, grown or improved their business without the services of the Free Library. Based on the number of unique Library users in

2010 (107,875), we estimate that **8,630** businesses benefited from the services of the Free Library in 2010. This does not include those who responded that the Library “helped them a little” when it came to starting, growing or improving their business.

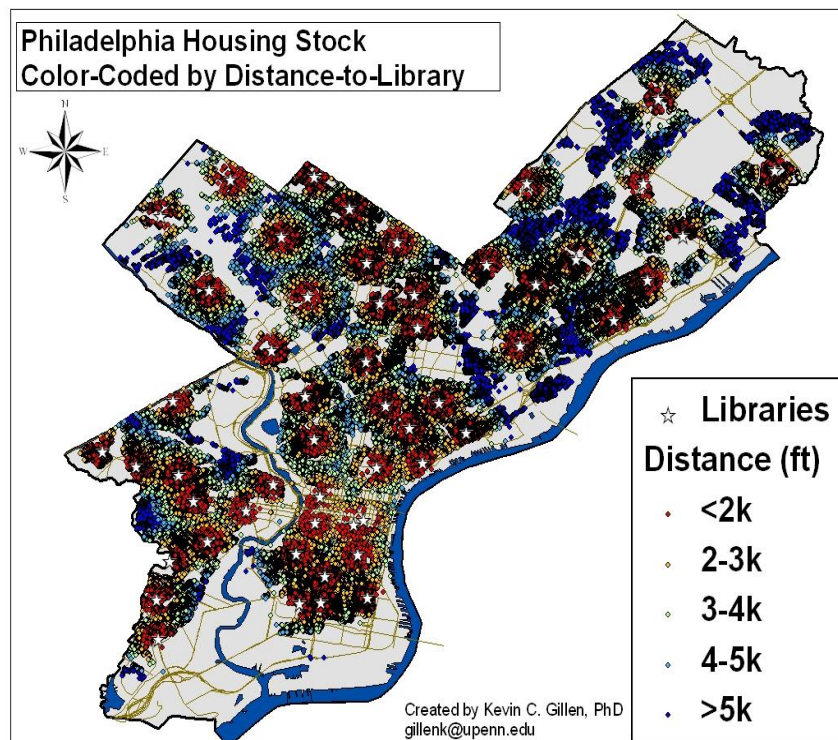
### ***Library Neighborhood Impact***

Fels conducted an analysis of the impact of libraries on their neighborhoods. The analysis is based on data from 54 Library branches, including their size, visitation numbers, hours and computer availability. The goal of this analysis was to understand what value Libraries add to neighborhoods. Do homes near Libraries have higher sale values than homes located further away from a Library? How desirable is it to live near a Library? The analysis that follows demonstrates that living within a quarter mile of a Library branch adds about \$9,630 to the value of a private home (condos and rental units were not included in the analysis).

The analysis is based on 178,248 “arms-length” home sales. Arms-length sales are those where the buyer and seller do not know each other and, therefore, the sale price of the home represents true market value. Home sales from June 2001 through June 2010 were included in the data set. Records were taken from the Philadelphia Department of Records and Board of Revision of Taxes.

The graph below shows Philadelphia homes and their proximity to one of the branches of the Philadelphia Free Library. The average distance that a Philadelphia home is to a Library is 2,977 ft (0.56 miles). The median distance that a Philadelphia home is to a Library is 2,717 ft (0.51 miles). The standard deviation of this distance is 1,629 ft (0.31 miles). Almost all Philadelphia homes are no more than one mile from a Free Library:

- 25% of Philadelphia homes are within 1,816 ft of a Library (0.34 miles).
- 75% of Philadelphia homes are within 3,871 ft of a Library (0.73 miles).
- 95% of Philadelphia homes are within 5,953 ft of a Library (1.13 miles).



The typical Free Library has 8,652 homes within its trade area. Most Libraries (75%) have at least 5,000 homes near it and the remaining 25% have more than 10,000 homes near it. The Library branch at 4634 Frankford Avenue serves the most homes, with 17,168 homes in its trade area, while the branch at 201 South 40<sup>th</sup> Street serves the fewest number of homes (1,913).

The following part of the analysis is based on a regression of all home sale prices for the past 10 years in relation to proximity to a Library. The regression removed from the analysis other amenities that may account for higher home values, including proximity to City Hall (being close to downtown typically adds value to homes); parks; retail and other, similar amenities. The regression shows that:

- Being within a quarter-mile of a Library, controlling for all else, is associated with a home having a value that is 7.7% higher than comparables homes that are more than a quarter-mile from a Library.
- For homes that are one-quarter to one-half mile from a Library, the increase in value is a more negligible (0.5%).

In other words, being in close distance to a Library adds significant value to a home. If there is a Library in the neighborhood, but it is not within easy, regular walking-distance (i.e., is over a quarter-mile away), the value added to the home shrinks to near zero.

Applying the regression results to the median Philadelphia house price of \$125,000 in 2010, homes within a quarter-mile of a Library are worth, on average, \$9,630 more than homes more than one-quarter mile from a Library. For homes within a quarter to a half mile, the additional value is \$650. This generates an additional \$18.5 million in property taxes to the City and School District each year. Under a scenario of accurate and timely assessments, this is how much revenue would be lost per year if all Libraries were closed.

A neighborhood-by-neighborhood analysis shows that there are differing impacts of Libraries depending on other neighborhood factors (e.g., other amenities that “drown out” the Library’s impact or the lack of other amenities that amplify the Library’s impact on home sales). The results indicate that the implied value which households place upon the presence of Libraries (as reflected in the home sale price data) varies significantly across neighborhoods. However, only in University City is the presence of a library statistically insignificant. (Details on each individual neighborhood can be found in the appendix).

## Key Interview Findings

### *Friend's Public Forums*

In May and June 2010, the Friends of the Free Library held five public forums throughout the city. The forums brought together Library Friends Group leadership, Friends group members, branch staff, and the public to engage and discuss what they would like to see from their Free Library and what the future of the Free Library system should look like. These sessions were helpful in designing key informant interviews, particularly those with library patrons.

### *Key Informant Interviews*

Key informant interviews with branch managers, regional librarians, and library patrons were completed throughout June and July 2010. Using the guidance of library staff, mindful of a need for diversity of location, socioeconomics, race, and culture, ten branches, all three regional libraries, and Central were chosen for our research. Interviews with librarians focused on typical library usage patterns among the public and activities that are linked to an economic development outcome. In total, seventeen librarians were interviewed. Interviews with library patrons were focused on what people use the library for, and more specifically, activities that are linked to an economic development outcome. In total, thirty-three library patrons were interviewed. The average interview took fifteen to thirty minutes and though the questions were directed by the interview script, many of the interviews with branch managers and regional librarians were more in depth.

- ***Libraries are a hub for literacy. Books, DVD's, and children's programs are important to parents of all socioeconomic levels.***
- ***Library computers help people find jobs.***
- ***Library databases allow small business owners to get started and to grow their businesses.***
- ***Libraries are a safe haven for their community.***
- ***Libraries give new immigrant families the tools they need to make it in Philadelphia.***

## Key Interview Findings: Librarians

On a whole, the librarians interviewed had very similar things to say about how their branch is being used. Nearly all of them noted that the changes they have seen in the past few years are mostly computer based. The demands for computer training and support for the job search and online application process are the tasks all librarians agree have grown in recent years.

Many librarians also noted changing general demographic trends. Branches like Northeast Regional and Lillian Marrero are visited by new immigrant populations and the need for English as a second language resources are growing.

Other librarians noted that the public is using the library more for entertainment purposes than ever before. More DVD's go out and people (especially children) use the computers for gaming as well as checking Facebook and other like social networking sites.

### ***Literacy***

In terms of literacy, branches are providing a tremendous amount of pre-school and daycare service with Storytime programs. Branches are also hubs for after-school activities for all ages, namely LEAP programs, Summer Reading, and Science in the Summer. Children's librarians spend much of their time planning after-school activities while reaching out to schools and local daycares to both bring programs in to the classroom, and to market what the library has to offer to the schools and children. External partnerships have also provided support for literacy programs, for example, the Center for Literacy's ESL and GED classes which were offered in 2009-2010 at various branches.

### ***Workforce***

Helping people find a job using a computer is the number one task mentioned by all librarians as the fastest growing activity in the library. Librarians mentioned that public needs are extremely varied, from learning to use the mouse to writing resumes and filling out online job applications. They mentioned that most entry-level service industry positions now post applications online, so even applying for a job at McDonalds requires computer access. The library is "the only place where computer access is always available [in this community] for skill development and finding work"—Joel Nichols, Lillian Marrero. According to Ed Voves, Branch Manager at the Charles Durham Branch in Mantua, "This is a job hunting center during the day. Generally all the computers are occupied with the job search." Even up in Fox Chase, a neighborhood that is more economically stable, Branch Manager Tina Lamb notes that "Every day we have people in here looking for jobs." At the Central Branch workplace center, 70% of users are unemployed adults and 30% are students seeking work opportunities. Many branches also bring in outside organizations like SCORE to support workforce development.

### ***Business Development***

Another growing commitment for librarians is supporting small business owners and helping the public start their own small businesses. Many branches offer online business database training classes, and in February of 2010, the Free Library System set up a Small Business Committee to expand programming related to increasing both business development reference services as well as one-on-one supports and programs for the public. The libraries also work closely with local agencies to bring business programs to the public. SCORE works with multiple branches, and local branches have partnered with local business agencies, like Falls of Schuylkill with the East Falls Development Authority, and Widener's partnership with Temple's Business School.

### ***Neighborhood Stability***

Librarians are also playing the role of community builders and liaisons. Many librarians cited the library as a "safe space." According to Regional Librarian Roben Manker at Blackwell, West Philadelphia Regional branch, libraries are "a cultural location in the neighborhood, a safe place for teens and adults, and the most stable presence in the community, especially in this neighborhood where there aren't a lot

of options.” After a violent incident involving a racial conflict in South Philadelphia, the Whitman branch connected with the local police division and held a series of community meetings at the library to mediate the conflict.

***Other***

Many north and northeast branch librarians also noted that while many immigrant families are fearful or untrusting of government agencies, they do trust the library. “If the library weren’t there, people wouldn’t be able to start their American Lives.”—NE Regional Librarian, Jennifer Chang. Librarians also find themselves providing important information regarding many non-library related requests such as voter and car registration forms, social services information, cell phone registration, and tax forms. Many librarians have also been designing and running programs, both internally and with the support of outside organizations, on financial matters, parenting, health, and aging. Some librarians also mentioned that they spend part of their days organizing impromptu programs for individuals with developmental disabilities who use the library for daytime activities. Librarians wear many hats and the needs of the public continue to grow.

## Key Interview Findings: Library Patrons

The findings from the thirty-three interviewees are diverse, and yet, like the interviews with the librarians, had much in common with one another. On a whole, the library patrons interviewed visited the library regularly, at least two to four times per week, with the majority walking to their local branch. Usage varied mostly based on whether or not they had children, with higher use in summer or during school breaks.

Library patrons came to the library for a number of reasons, but the most common were for library books and DVDs, children's programs, a quiet place to study or get work done, and for the computers and the internet. Use of the computers and internet were predominantly for job searching or personal uses like email and social networking.

When asked if they had other options outside the library, the majority of patrons interviewed "cannot afford to go without it." Though some mentioned that they could use the internet at McDonald's, school, or at friends place, even those with alternatives noted that "it's an essential for children." And those less-concerned about internet access or children's programs noted that they "wouldn't read as much" and that it is "not quiet enough at home, so [I] need the library space to study."

### Literacy

In terms of literacy programming, every interviewee agreed that the library has an impact on children's performance in school and helps keep children out of trouble. "I want my daughter to have the same reaction to the library as she does to Chuck E. Cheese," said one parent. Parents raved about the support for school projects and more than one patron mentioned how important the after-school programs are to the neighborhood school, citing that children have no other place to go. "It's a different type of child that comes out of the library," noted a patron who spends every day in the library. Of the thirty-three patrons interviewed, ten said that they either learned how to read or taught somebody else to read using library resources.

*"I have tutored children and young adults with books from the library. I, myself, have used the library from earliest childhood through graduate school and now as a teacher, tutor, and mentor. The Free Library is necessary for many people as the air we breathe. Because of the worsening economic conditions, there are millions of people who can't afford to buy a computer, save money to go to school, pay for internet access, phone service, even to buy a book or a newspaper. Thank you again for all you good work and help!"-Anonymous Library Patron*

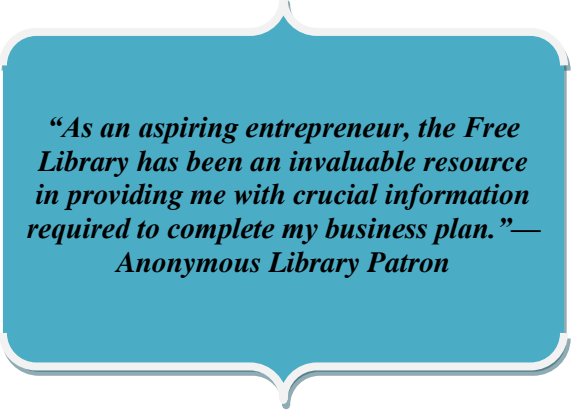
### Workforce

Though many of the thirty-three interviewees were employed, a large portion were unemployed or underemployed and seeking higher education or a new job. Many mentioned how grateful they were for library staff's help with filling out online job applications and helping them to develop resumes. At the Independence Branch, members of the Chinese community are using Chinese newspapers available at that branch to search for jobs. In addition to the library resources, patrons mentioned CareerLink as another job finding resource, but noted that the library staff had pointed them in that direction. According to one patron, the library "helps people in areas of chronic unemployment find jobs." Of the

thirty-three patrons interviewed, ten said they found a job using library resources and six said that they are currently using library resources to find a job.

### ***Business Development***

For the patrons interviewed who are self-employed, every single one of them stated that they had used library resources for their business. Though usage varied, they all are aware of their branches' small business section and felt as though the libraries could better market their small business tools. Of the thirty-three patrons interviewed, five said that they had developed a business plan using library resources.



*“As an aspiring entrepreneur, the Free Library has been an invaluable resource in providing me with crucial information required to complete my business plan.”—  
Anonymous Library Patron*

### ***Neighborhood Stability***

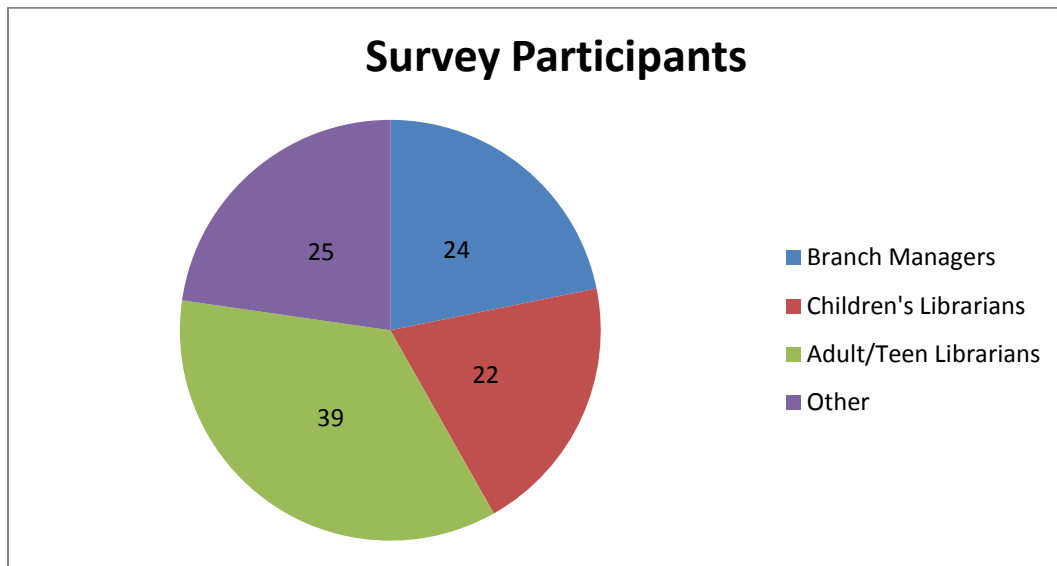
Regarding neighborhood stability, one hundred percent of the patrons interviewed agreed that the library's presence contributes to neighborhood safety and stability. However, many noted a need for more hours to help keep kids off the streets. Patrons also said that libraries are an “asset to the community,” a “site of hope” and “because it is [libraries are] free, it unites a lot of people regardless of their background.” And, of the thirty three interviewed, twelve said that the library helped them become involved in a community project. Those who become in community projects through the Library generally did so through community groups using the space provided by the Library without charge. Some members of the public also mentioned that they got involved in a project because they saw a posting on a Library bulletin board or they heard about a neighborhood event through one of the librarians at their branch.

### ***Demographics***

The demographics of the patrons surveyed were very diverse; males, females, African American, Caucasian, Hispanic, Asian, young, childbearing age, middle age, and elderly.

### Key Survey Findings: Librarians

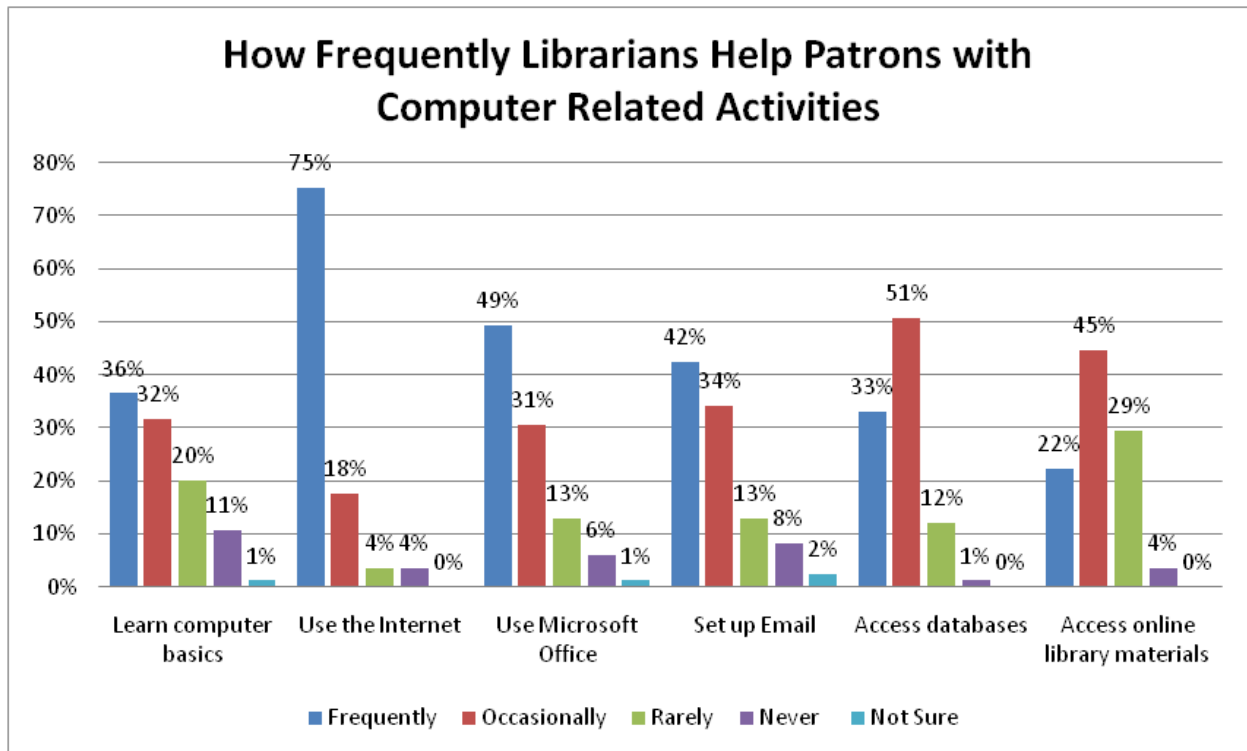
Based on responses from the librarian interviews, an online survey was crafted for dispersal among all branch librarians, which includes Branch Managers, Children’s Librarians, Adult/Teen Librarians, Department Heads, Area Coordinators, and Library Supervisors. All questions were vetted by library central administrative staff and the survey was sent to all librarians in the Free Library system via email and made available for three weeks in August 2010. It was completed by 85 individuals.



### Computer Support

Librarians were asked how often they help library patrons with computer tasks. Much of the librarian’s time is taken up assisting people with tasks like teaching people computer basics, helping them use the internet and Microsoft Office programs, set up email accounts (generally for the job search or application process), and accessing databases and other online materials that the library provides.

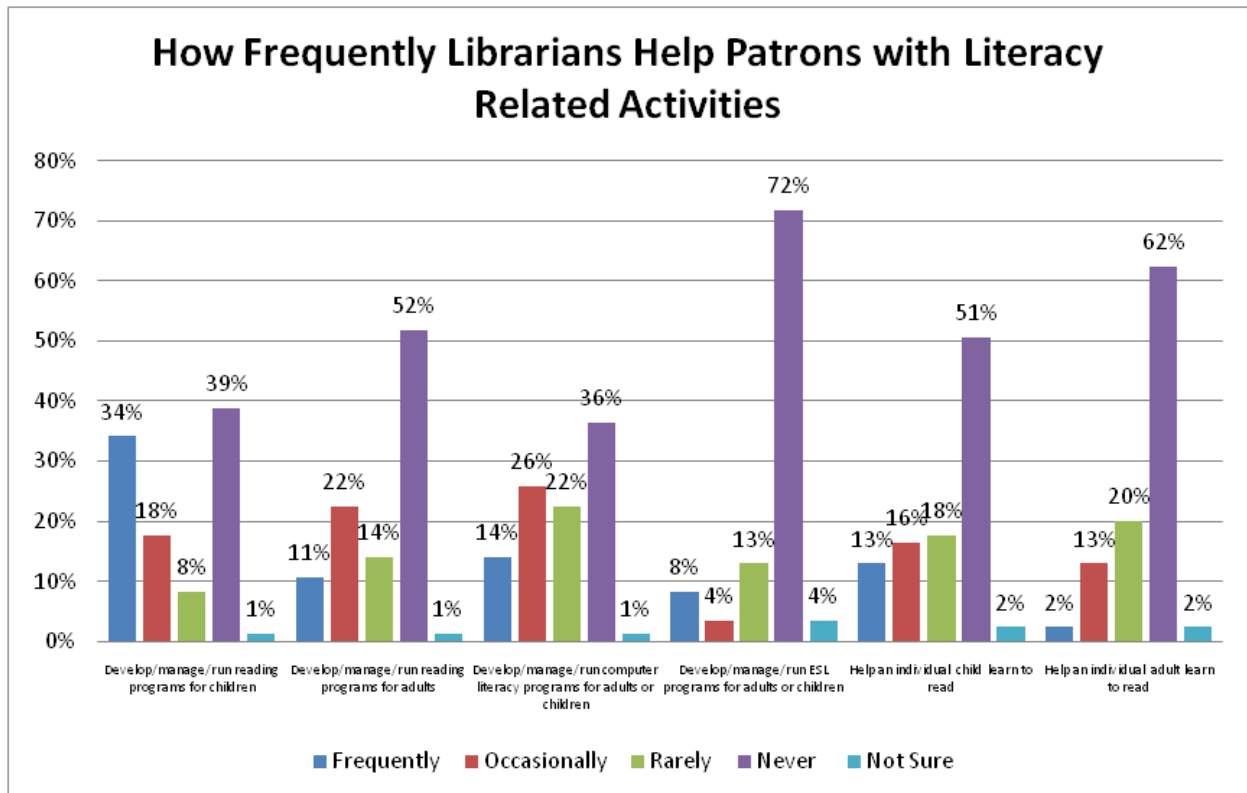
Librarians also noted that they spend much of their time helping patrons use the Free Library catalog, complete online job applications and prepare resumes, teaching computer classes, helping people access Library wireless from their laptops, printing from library computers, transferring data from flash drives, social networking, and providing lessons on how to navigate library databases and downloadable data from the Library website. Finally, librarians mentioned that they spend some time helping parents find information online about local schools.



### ***Literacy Support***

The survey asked librarians how much of their time is taken up with literacy related programming, both for children and adults, in groups, and one-on-one. Nearly half stated that they occasionally or frequently work to develop programs for children and adults. It is important to note that the data for literacy may be slightly skewed because of the greater number of Adult/Teen Librarian respondents and due to the number of respondents who are Supervisors or in other roles that do not necessarily interact as much with the public on a daily basis.

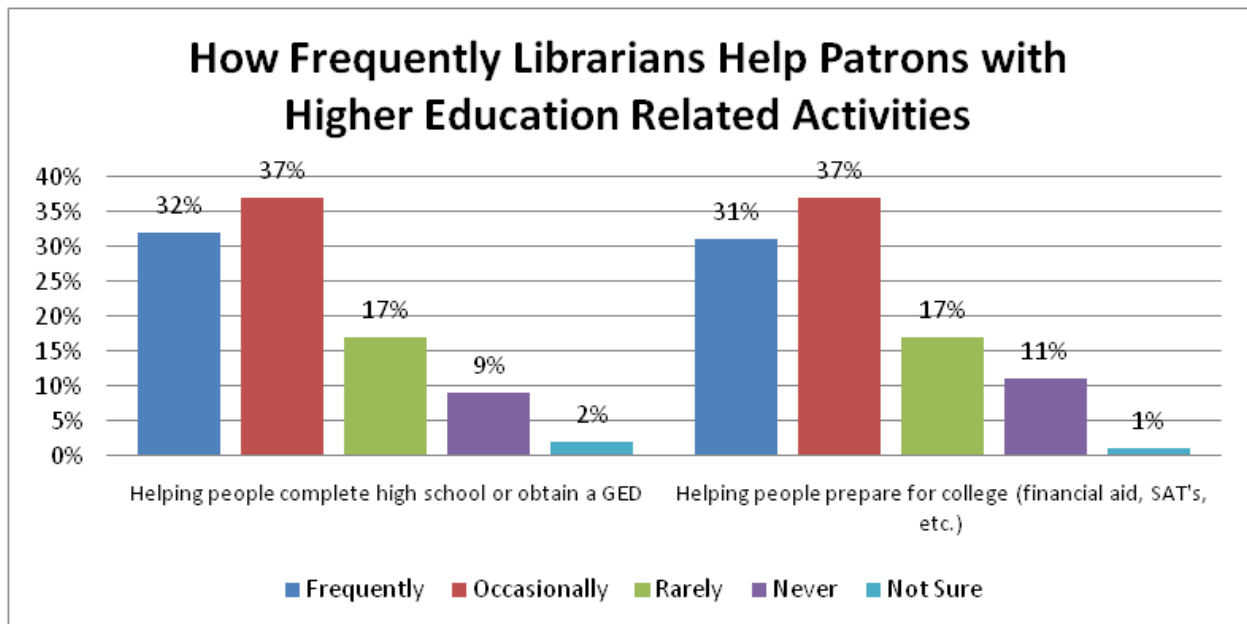
Librarians also noted that they provide critical bilingual services and programs for “New American Families,” and promote literacy at EvenStart and HeadStart programs. They spend a lot of time working with teens and on teen programming which is separate from child and adult programming. They also refer adults and children to literacy enrichment resources, and ESL resources both in and out of the library, run GED classes and ESL conversation classes, and help patrons review and edit their business letters and school assignments.



### **Higher Education Support**

The survey also addressed the library’s contribution to higher education attainment. Librarians were asked how often they help people complete high school or a GED, and how often they help people prepare for college. The majority stated that they are occasionally or frequently involved in helping people to accomplish these higher education goals.

Librarians also noted that the teenagers who work part-time at the library gain many skills and lessons in discipline that lead to college. They mention a high demand for GED prep books and occupational exam books, and for help with the FAFSA application and website. They also help students taking online college classes and spend time helping college students with research or in finding resources for projects for college classes.



#### ***Other Support***

The final survey question asked librarians about what other activities they frequently engage in on behalf of library patrons. Responses fell into two categories: workforce and business development services. Librarians mention keeping an updated jobs folder, spreading and posting information about job fairs, doing mock interviews with patrons, providing unpaid internships in the librarianship field, and sharing contacts for other workforce programs around Philadelphia. They also help patrons find foundation, grant, and nonprofit startup information, provide seminars and programs for business database training, act as references, and are in the process of expanding specific workforce and business development programs like Local Retail Marketing.

## Key Survey Findings: Library Patrons

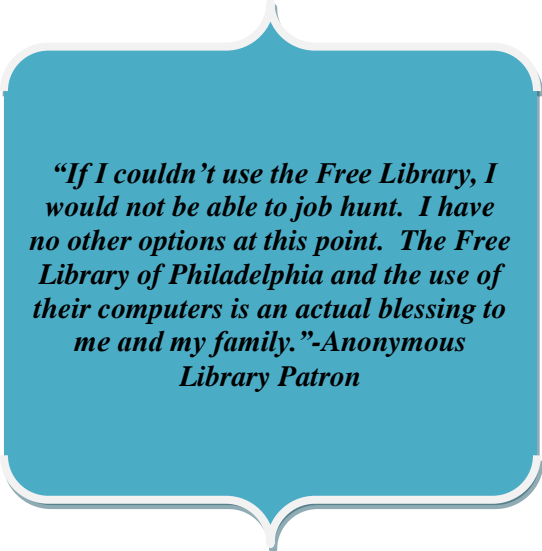
Based on responses from the library patron interviews, as well as survey models from other state and city library R&D studies, an online survey was crafted to determine the extent to which library patrons use library resources for literacy, workforce development, and business development. The survey also shows in what fashion and with what tools, patrons use these resources. All questions were vetted by library central staff and the survey was posted on the library's main webpage and the website's most heavily trafficked pages. A number of copies were also distributed to each branch on paper and many were translated in to Chinese and Spanish for non-native speakers. The online survey was available to patrons from July 20, 2010-September 1, 2010 and the paper survey was available to patrons in branches from July 30, 2010-September 1, 2010. The survey was completed by 3,971 individuals.

Of the people who responded to the survey, the majority (76.8%) are Philadelphia residents with a library card. 65.3% took the survey from a remote location (home, school, office, cell phone or handheld device) and 19.2% took the survey from the library (library computer, using library wireless, on paper).

The results from the survey are sorted in to three categories: total respondents, respondents who took the survey in a library branch, and respondents who took the survey remotely.

### Question 1

The survey asked patrons how often they use the Free Library computers and wireless access for activities relating to the job search, higher education, acquiring public benefits, personal business development, social networking, and personal entertainment. Respondents who "frequently" use library computers or wireless access to accomplish these tasks are detailed in a chart on page 25.



***“If I couldn’t use the Free Library, I would not be able to job hunt. I have no other options at this point. The Free Library of Philadelphia and the use of their computers is an actual blessing to me and my family.”-Anonymous Library Patron***

Library patrons also wrote in additional activities that they use the library computers or wireless for, including: learning computer basics, printing, gaming, research, driver's license and car registration renewals, standardized testing, health questions, shopping, learning English, tutoring others, genealogy research, parenting information, housing search, personal finance and online banking, learning to type, newspapers, and the Free Library catalog.

### Question 2

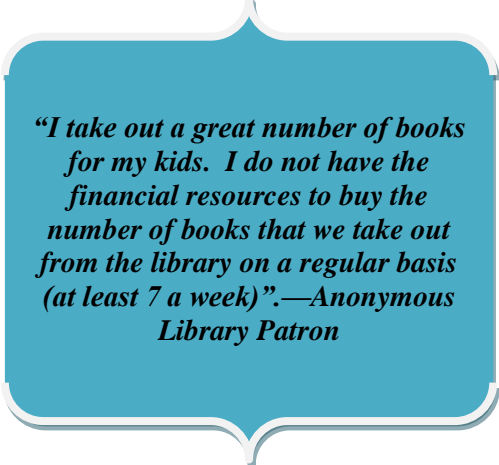
In order to gauge library use and value, the survey asked patrons what they would do if they could not use the library for a series of services including: borrowing books/DVDs/CDs, the job search, children's literacy programs and homework help, small business tools, internet access, and having a quiet environment. Patrons who "Have no other option/cannot afford this [these activities] without the library" are detailed in a chart on page 25.

Several patrons noted that in their neighborhoods, movie theaters, arcades, and other child-friendly locales have been closing down or at least cutting back on hours. Their local library branch has become their only resource for both entertainment and for learning.

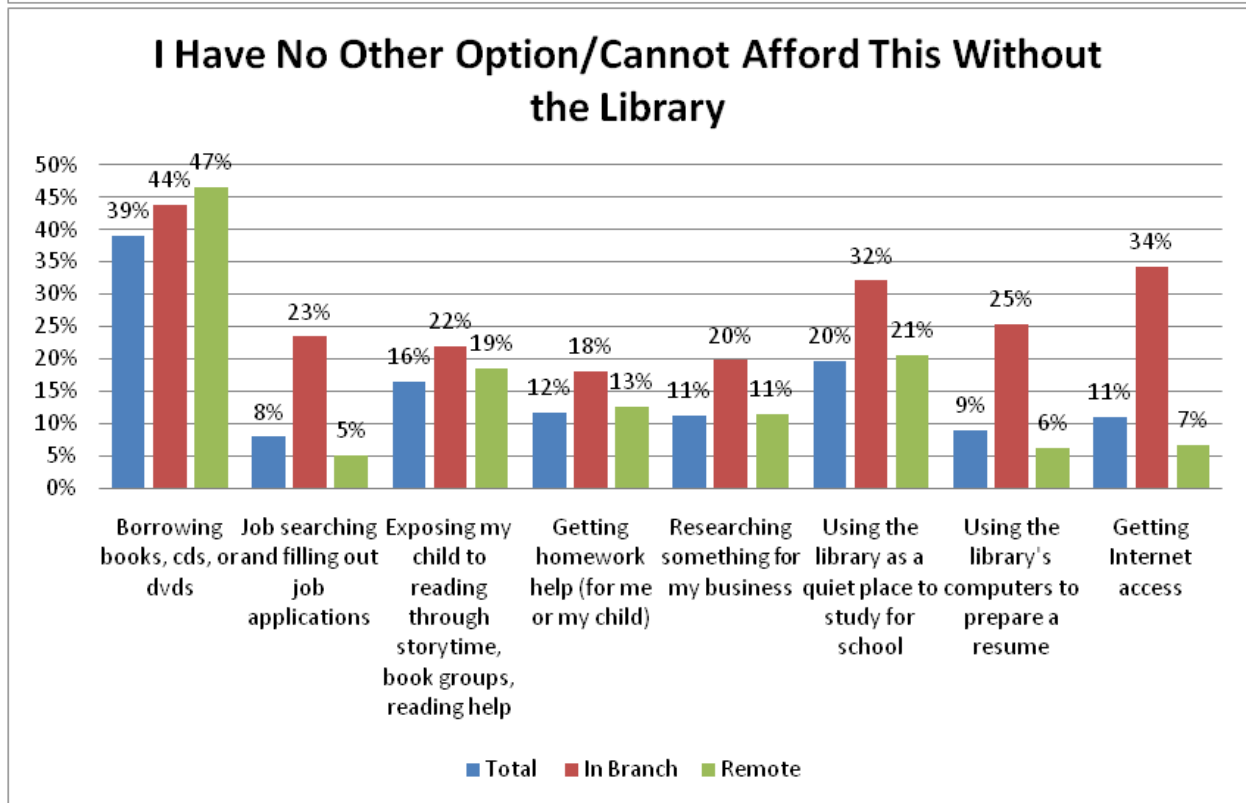
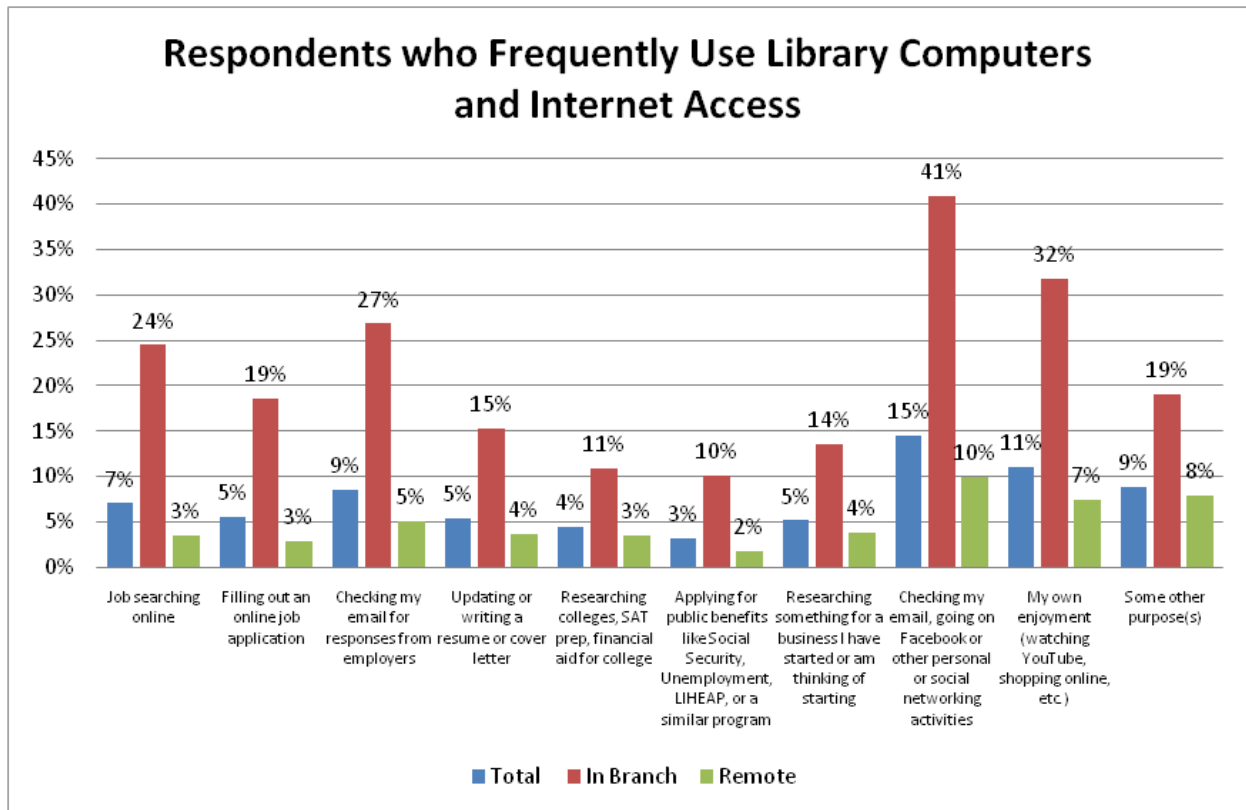
**Question 3**

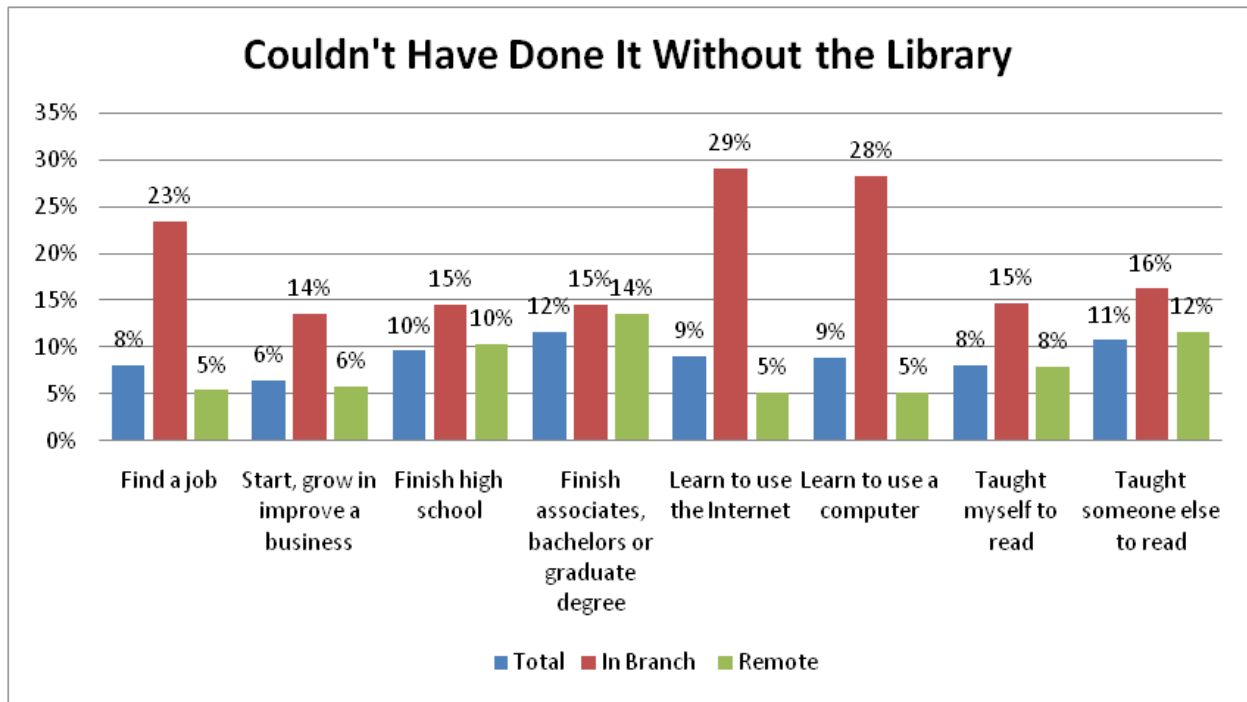
In a follow-up to the previous questions, the survey asked patrons whether or not the library helped them do any of the following: find a job, start grow, or improve a business, finish high school, finish an associates, bachelors or graduate degree, learn to use the internet, learn to use a computer, teach them how to read or helped them teach someone else to read. Many respondents, both those who responded remotely and in branch, felt that without the library, they would not be able/have been able to accomplish such activities like finishing high school, finding a job, and teaching someone to read. The actual number of patrons who responded that they “Couldn’t have done it [these activities] without the library” are detailed in a chart on page 27.

On the whole patrons who completed the survey are overwhelmingly positive about their experience with the library. And many of those who took the survey remotely and have computer access at home, work, or school, still use the library for all of its services, including computers. Patrons who have alternatives to the library still use it heavily for activities for their children, and respondents who took the survey on a library computer or on paper are very dependent on library computer resources for everything from finding a job to entertainment.

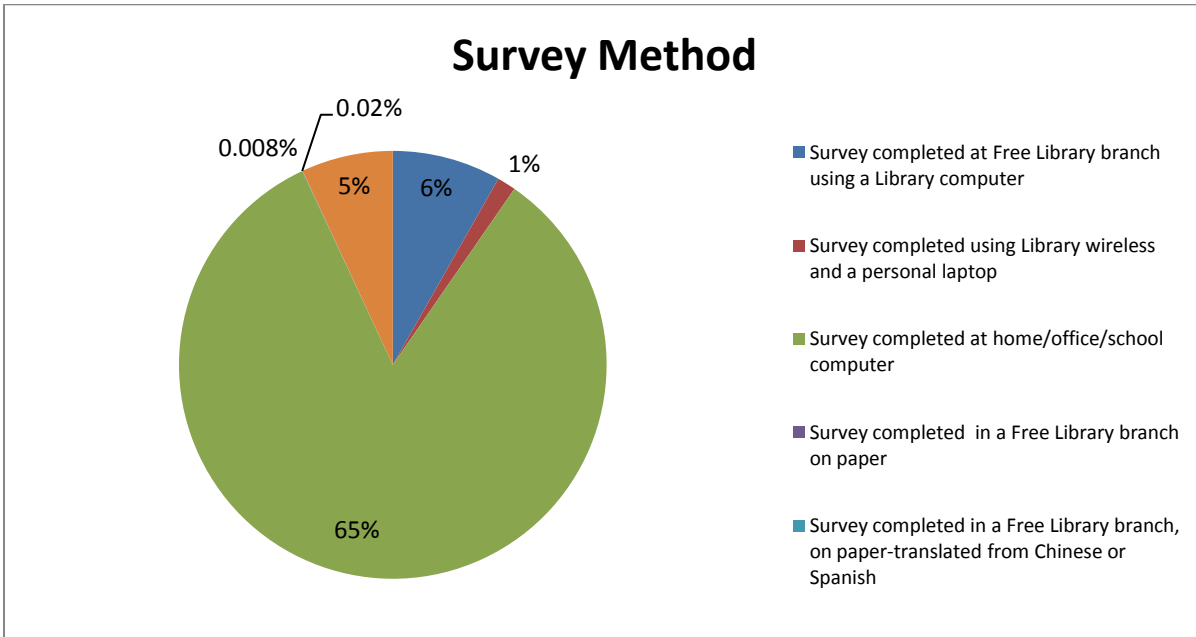
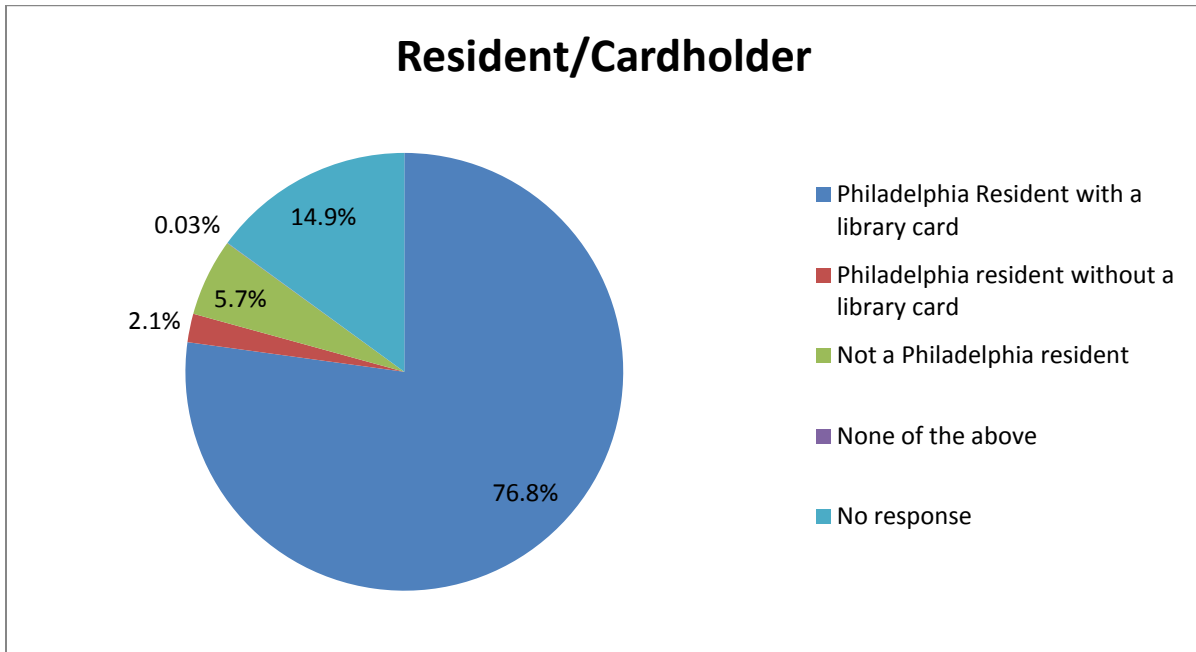


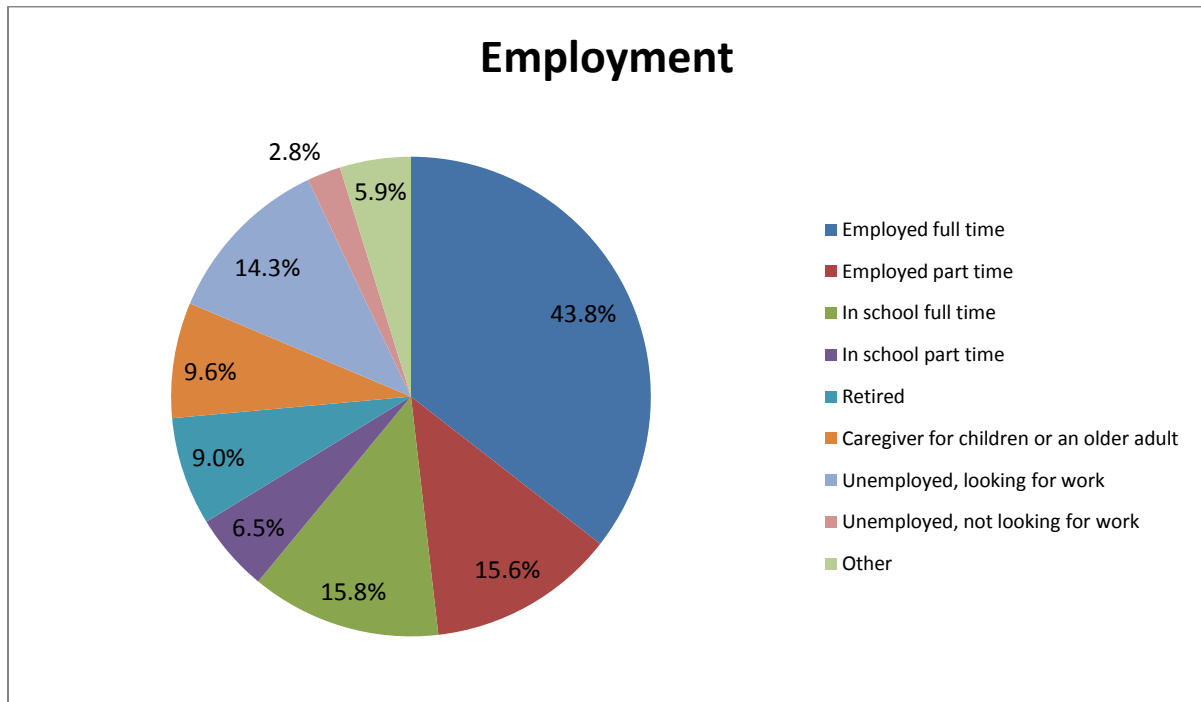
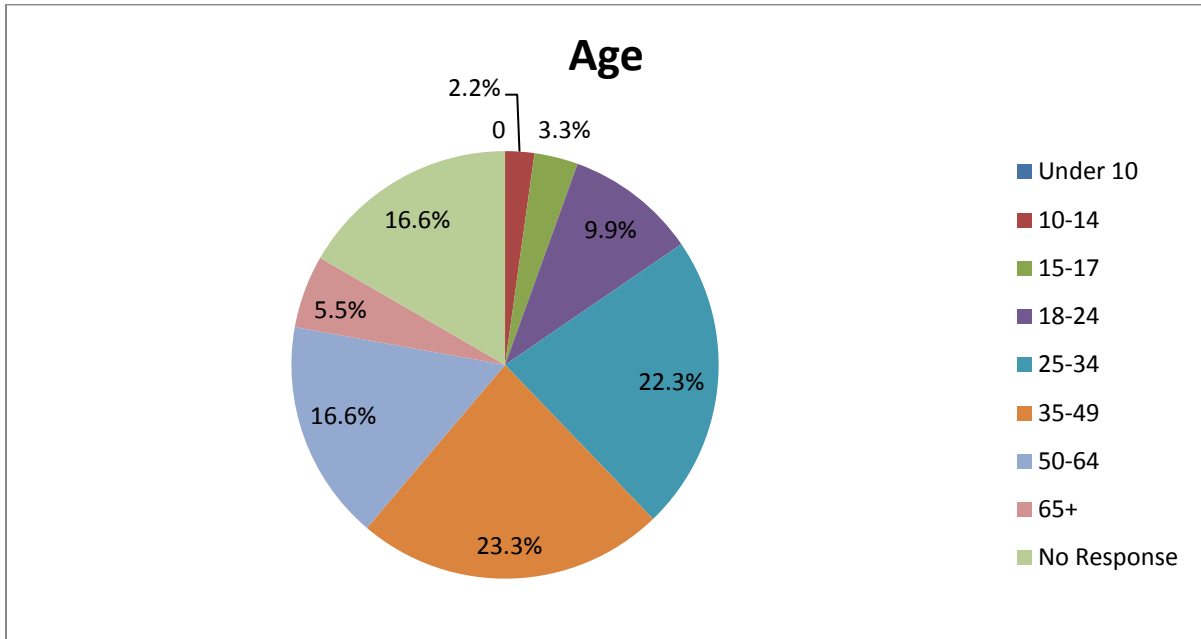
*“I take out a great number of books for my kids. I do not have the financial resources to buy the number of books that we take out from the library on a regular basis (at least 7 a week).”—Anonymous Library Patron*

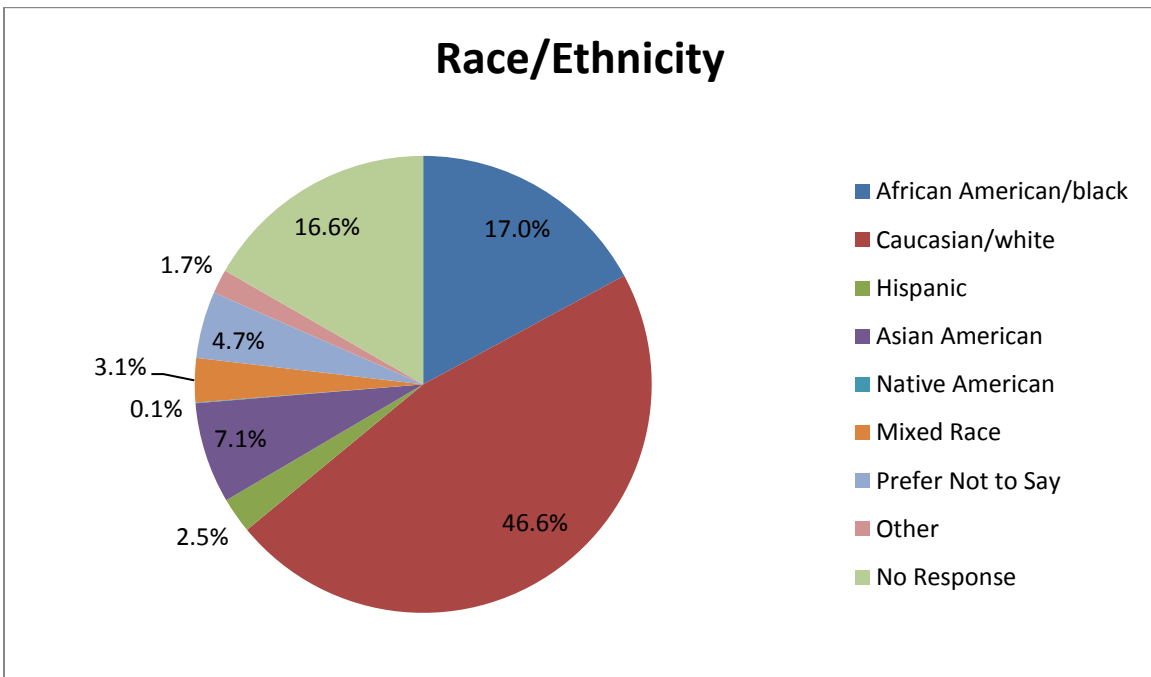
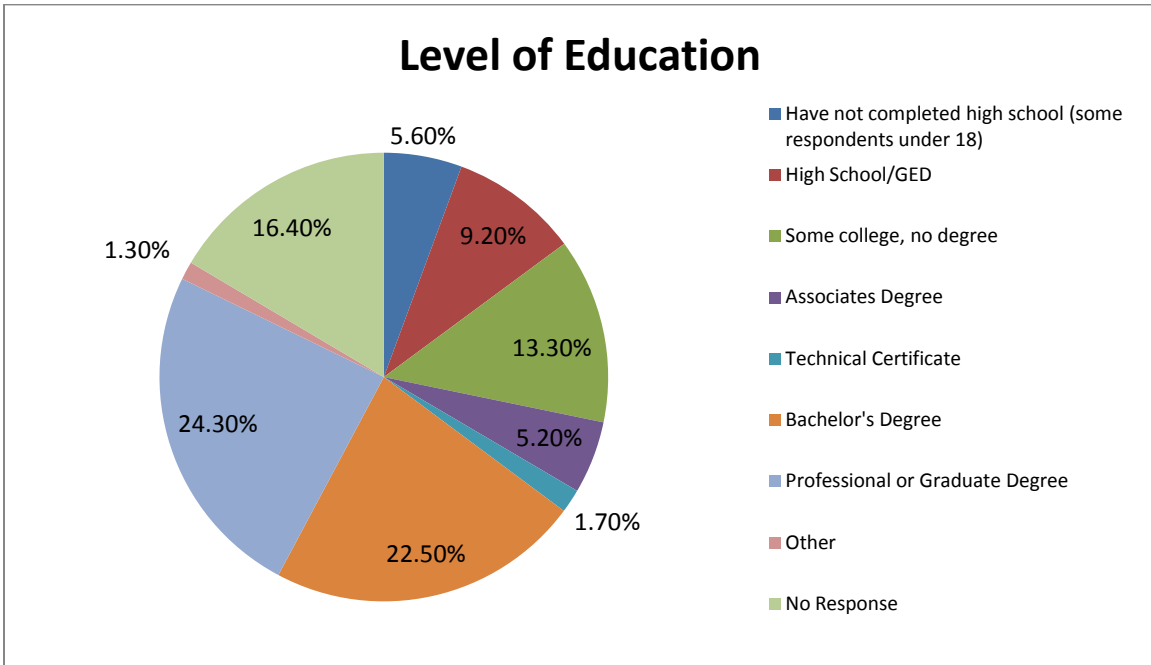


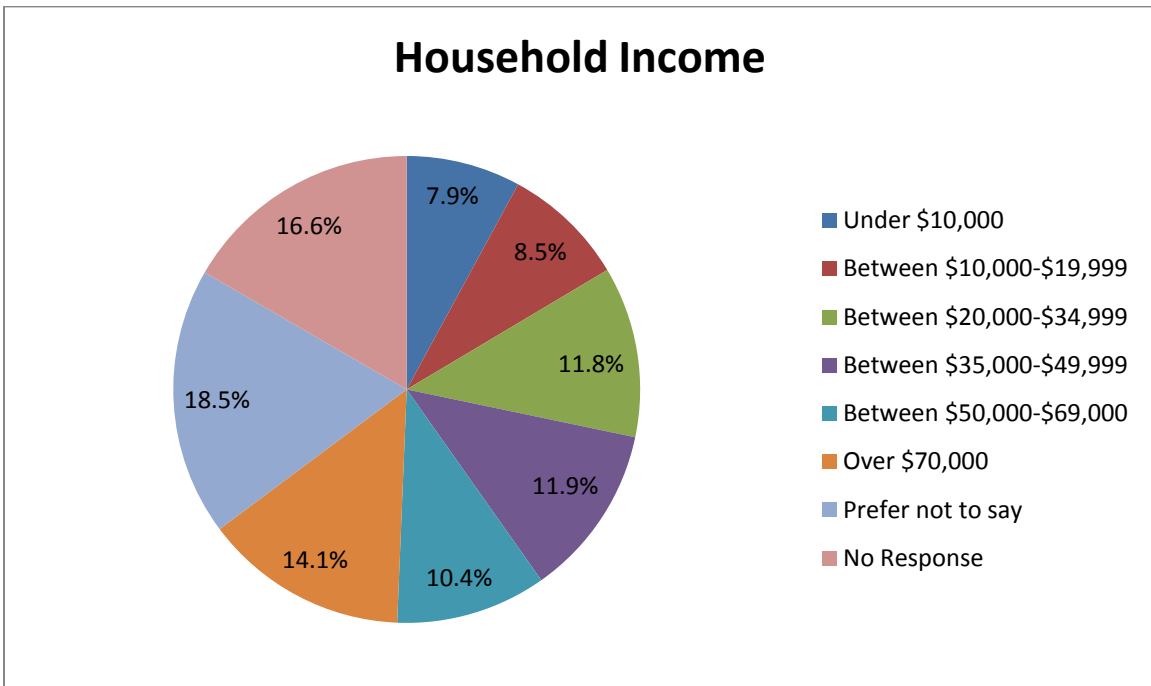


**Demographic Characteristics for All Library Patron Survey Respondents**









## **Appendix**

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## Assignment of Volumes Circulated to Workforce, Literacy and Business Development Categories

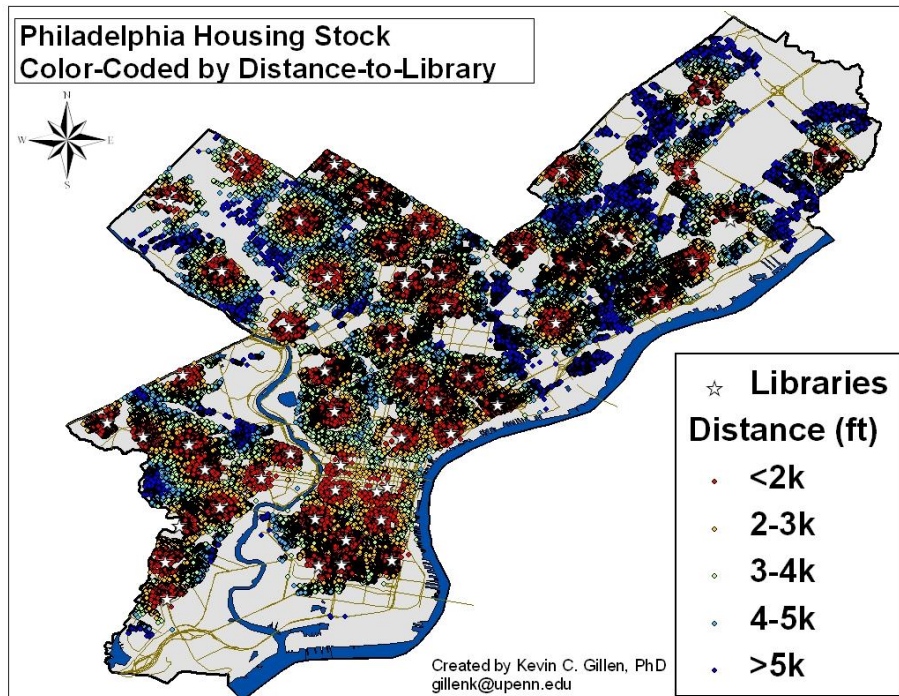
**Yellow=Workforce Development Blue=Literacy Development Green=Business Development**

000 Computer science, knowledge & systems	Adult= 17,761	J = 1,034
020 Library & information sciences	Adult= 1,990	J = 1,126
070 New media, journalism & publishing	Adult = 1,593	J = 64
250 Christian orders & local church	Adult = 710	J = 2
260 Christian social theology	Adult = 1,873	J = 154
330 Economics	Adult = 25,132	J = 2,242
340 Law	Adult = 8,690	J = 576
350 Public administration	Adult = 4,385	J = 858
360 Social services; association	Adult = 28,854	J = 3,959
370 Education	Adult = 22,808	J = 6,999
380 Commerce, communications, transport	Adult = 2,641	J = 525
400 Language	Adult = 267	J = 0
410 Linguistics	Adult = 885	J = 772
420 English & old English	Adult = 9,280	J = 2,062
510 Mathematics	Adult = 13,036	J = 4,474
530 Physics	Adult = 2,816	J = 3,181
540 Chemistry & allied sciences	Adult = 1,938	J = 1,396
550 Earth sciences	Adult = 1,881	J = 5,824
560 Paleontology; Paleozoology	Adult = 562	J = 4,533
570 Life sciences	Adult = 3,049	J = 3,426
580 Plants	Adult = 822	J = 1,835
590 Zoological sciences/Animals	Adult = 4,705	J = 21,369
600 Technology (Applied sciences)	Adult = 988	J = 1,429
610 Medical sciences; Medicine	Adult = 62,531	J = 8,424
620 Engineering & Applied operations	Adult = 8,421	J = 7,355
650 Management & auxiliary services	Adult = 29,943	J = 172
660 Chemical engineering	Adult = 648	J = 169
670 Manufacturing	Adult = 254	J = 152
680 Manufacture for specific uses	Adult = 1,709	J = 737
690 Buildings	Adult = 4,459	J = 162
720 Architecture	Adult = 3,706	J = 473
760 Graphic arts; printmaking & prints	Adult = 637	J = 77

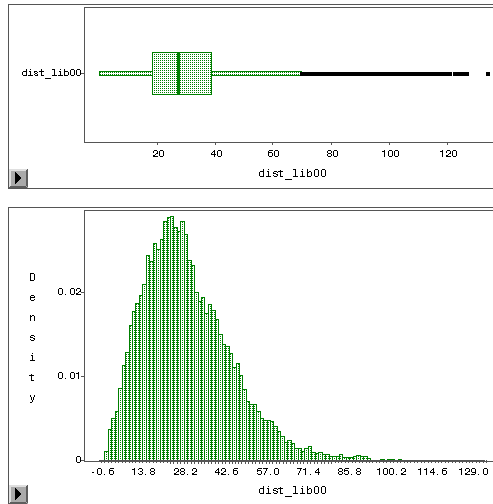
## Neighborhood Impact Data

# Data

- 54 Libraries
  - As-of date: June 2010
  - Location, size (sqft), opening date, visitation, circulation, programs offered
  - Source: Free Library
- 178,248 Arms-length Home Sales
  - As-of date: June 2001-June 2010
  - Location, physical characteristics, age
  - Source: Phila. Dept. of Records and Board of Revision of Taxes

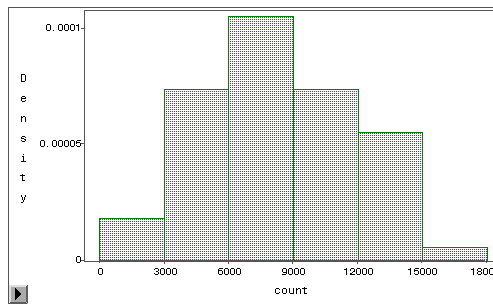


## Summary Statistics: Distance



- The average distance that a Philadelphia home is to a Library is 2,977 ft (0.56 miles).
- The median distance that a Philadelphia home is to a Library is 2,717 ft (0.51 miles).
- The standard deviation of this distance is 1,629 ft (0.31 miles).

## Summary Statistics: Count



- The typical Free Library has 8,652 homes within its trade area.
- 75% of Libraries have at least 5,000 homes near it.
- 25% of Libraries have more than 10,000 homes near it.
- 4634 Frankford Ave. has the most homes in its trade area (17,168) while 201 So. 40<sup>th</sup> St. has the least number of homes (1,913).

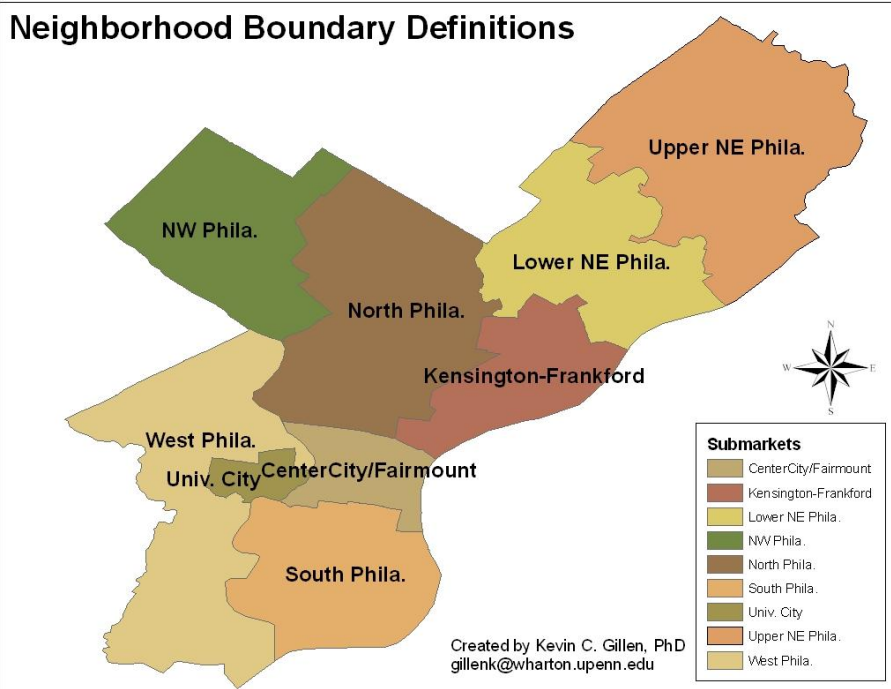
Quantiles			
100% Max	17168.0000	99.0%	17168.0000
75% Q3	10564.0000	97.5%	14954.0000
50% Med	8652.5000	95.0%	14141.0000
25% Q1	5535.0000	90.0%	13013.0000
0% Min	1913.0000	10.0%	3921.0000
Range	15255.0000	5.0%	2715.0000
Q3-Q1	5029.0000	2.5%	2090.0000
Mode	.	1.0%	1913.0000

# Economic and Fiscal Effects I

Med. House Price 2010Q2 \$125,000

Effect	% Value	\$ Value	\$ Tax	#Hunits	Total Tax (\$m)
distlib_qtr	7.7%	\$9,630	\$255	61,948	\$15.8
distlib_half	0.5%	\$650	\$17	156,340	\$2.7

- Applying the regression results to the median Philadelphia house price of \$125,000 in 2010 Q2, homes within ¼ mile of a library are worth, on average, \$9,630 more than homes more than ¼ mile from a library. For homes within ¼-½ mile, the additional value is \$650.
- This generates an additional \$18.5m in property taxes to the City and School District each year.
- Under a scenario of accurate and timely assessments, this is how much revenue would be lost per year if all libraries were closed.



## Regression Results II

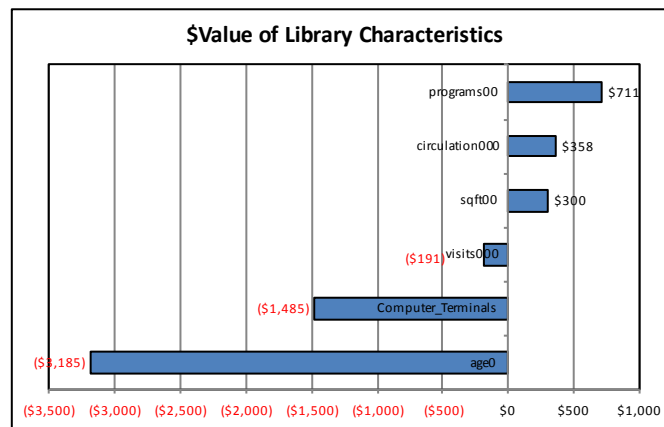
All Home Sales 2001-2010

N=178,248, R-sq=0.6821

Neighborhood	Variable	Est. Coeff.	S.E.	t Value	Pr >  t	R-Sq
Center City/Fairmount	distlib_qtr	-0.06767	0.02031	-3.33	0.0009	0.6402
Kensington/Frankford	distlib_qtr	0.1829	0.01513	12.08	<.0001	0.4365
Lower NE Phila.	distlib_qtr	-0.02459	0.00415	-5.92	<.0001	0.7771
NW Phila.	distlib_qtr	0.01854	0.00924	2.01	0.0448	0.6987
North Phila.	distlib_qtr	0.05511	0.0144	3.83	0.0001	0.4557
South Phila.	distlib_qtr	0.25536	0.00997	25.61	<.0001	0.4823
Univ. City	distlib_qtr	0.07305	0.07505	0.97	0.3307	0.6127
Upper NE Phila.	distlib_qtr	-0.05023	0.00641	-7.84	<.0001	0.8257
West Phila.	distlib_qtr	0.05487	0.01559	3.52	0.0004	0.4705

- The results indicate that the implied value which households place upon the presence of libraries varies significantly across neighborhoods.
- However, only in University City is the presence of a library statistically insignificant.

## Economic Effects III



- The \$ value of different library branch attributes were computed by multiplying the % change in house value by the median Philadelphia house price in 2010.

**Librarian Survey Instrument (Online)**



The following survey is part of a larger study that will assess the Library's impact in a number of key areas. It should take about 10 minutes and you will remain anonymous in your responses. A final report using these results will be released in the Fall. Thank you so much for your time.

Free Library of Philadelphia Survey

**1. Are you a...[check all that apply to you]**

- Branch Manager
- Children's Librarian
- Adult/Teen Librarian
- Librarian's Assistant
- Other

**2. Please tell us how frequently you help library users with the following computer related activities:**

	Frequently	Occasionally	Rarely	Never	Not sure
<b>Learn computer basics (turning it on, using a mouse)</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Use the internet</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

<b>Use Microsoft Office Suite (Word, Excel, Powerpoint, etc.)</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Set up an email account</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Access a database that the library subscribes to</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Access online materials at the library (books, music, video)</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

• Comment:

• 500 characters left.

3. Please tell us how frequently you do the following literacy related work in the library:

	Frequently	Occasionally	Rarely	Never	Not Sure
<b>Develop/manage/run reading programs for children (Summer Reading, LEAP, etc.)</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Develop/manage/run reading programs for adults</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Develop/manage/run computer literacy programs for adults or children</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Develop/manage/run ESL programs for children or adults</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Help an individual child learn to read</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Help an individual adult learn to read</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

• Comment:

•

500 characters left.

4. Please tell us how frequently you help library users with the following job-seeking activities:

	Frequently	Occasionally	Rarely	Never	Not sure
Filling out online job applications	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Writing resumes and cover letters on the computer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Using an online job search tool	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Using a job search tool not on the computer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Setting up or using an email account as part of a job search	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

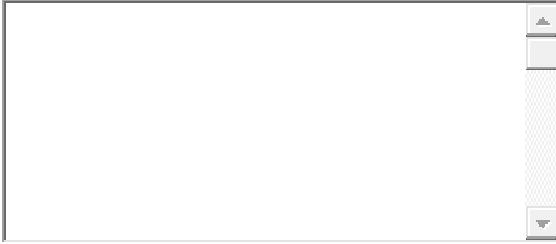
- Comment:

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5. Please tell us how frequently you help users find or use materials for the following business related activities (including government grants, contracting opportunities or forms):


	Frequently	Occasionally	Rarely	Never	Not sure
Starting a business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Managing or growing an existing business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- Comment:


-   
500 characters left.

6. Please tell us how frequently you help library users with the following education related activities:

	Frequently	Occasionally	Rarely	Never	Not sure
Helping people who are trying to complete high school or obtain a GED	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Helping people who are preparing for college (finding a college, financial aid, SAT's, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- Comment:  
  
500 characters left.

7. Please tell us if there are any other tasks related to finding jobs, starting businesses, improving literacy, or furthering education that you are helping library users with on a regular basis.

-   
350 characters left.

Finish

**Library Patron Survey Instrument (Online)**



The purpose of this survey is to learn what you use the library to do. Your individual answers will not be shared with anyone. We will group everyone's responses together to learn more about how people use the library. To thank you for taking the survey, you can enter to win a \$50 gift card at the end of the survey. Please take the survey only once. You cannot be entered to win more than once. If you have any questions during the survey, please ask one of the staff people at the library. Thank you for your participation. (Please note, Free Library staff are not eligible to enter to win the \$50 gift card.)

Continue >

---

Free Library of Philadelphia Survey

\* Required Question(s)

**Progress:**

**\* Have you already completed this survey?**

- Yes, I already completed this survey
- No, I have never taken this survey
- Not sure

Continue >

Free Library of Philadelphia Survey

\* Required Question(s)

**Progress:**

**\* Tell us which best describes you...(select only one response).**

- I'm a Philadelphia resident with a library card.
- I'm a Philadelphia resident who does not have a library card.
- I'm not a Philadelphia resident.
- None of the above.

**Where are you taking this survey?**

- At a branch of the Free Library (including the Central Branch) using a library computer
- At a branch of the Free Library of Philadelphia (including the Central Branch) using a personal laptop
- From my home, office or school computer
- From a cell phone or handheld device
- I'm filling out this survey on paper
- Other

**\* Many people use the Free Library for the computers and Internet access. We'd like to learn how frequently you use the computer or free Internet at the library for ...**

	Frequently	Occasionally	Never	Not sure
<b>job searching online</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>filling out an online job application</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>checking my email for responses from employers</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>updating or writing a resume or cover letter</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>researching colleges, SAT prep, financial aid for college</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>applying for public benefits like Social Security, Unemployment, LIHEAP, or a similar program.</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>researching something for a business I have started or am thinking of starting</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>checking my email, going on Facebook or other personal or social networking activities</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>my own enjoyment (watching YouTube, shopping</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

online, etc.)

some other purpose(s) (please describe below)

- Comment:

- 500 characters left.

**\* For each of the activities listed below, please finish this sentence -- "If I couldn't use the Free Library for this service, I would...". Tell us which options you have: *another free resource; a resource you would pay for; no other options.***

	Have access to another free resource (friend's house, school, etc.)	Be able to pay for this resource elsewhere (bookstore, Kinkos, etc.)	Have no other option/cannot afford this without the library	Not applicable to me
borrowing books, cds or dvds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
job searching and filling out job applications	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
exposing my child to reading through storytime, book groups, reading help	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
getting homework help (for me or my child)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
researching something for my business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
using the library as a quiet place to study for school	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
using the library's computers to prepare a resume	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
getting Internet access	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- Comment:

- 500 characters left.

**Please tell us if using the Free Library helped you accomplish any of the following.**

	<b>Couldn't have done it without the library</b>	<b>The library helped a little</b>	<b>The library didn't help me with this</b>
<b>Find a job</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Start, grow or improve a business</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Finish high school</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Finish associates, bachelors or graduate degree (finish college)</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Learn to use the Internet</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Learn to use a computer</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Taught myself to read</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Taught someone else to read</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- Comment:

- 500 characters left.

**Please tell us which category captures your age:**

- Under 10 years old
- 10-14 years old
- 15-17 years old

- 18-24 years old
- 25-34 years old
- 35-49 years old
- 50-64 years old
- 65+ years old

**Please tell us which describes you best...[check all that apply]**

- Employed full time
- Employed part time
- In school full time
- In school part time
- Retired
- Caregiver (children or older adult)
- Unemployed, looking for work
- Unemployed, not looking for work
- Other

- **Comment:**

-

500 characters left.

**Please tell us the highest level of education you have completed.**

- Have not completed high school
- High School/GED
- Some college, no degree
- Associates degree
- Technical Certificate
- Bachelor's Degree
- Professional or graduate degree
- Other

• **Comment:**

• 500 characters left.

**Please tell us which best describes your race or ethnicity.**

- African American/black
- Caucasian/white
- Hispanic
- Asian-American
- Native American

- Mixed race
- Prefer not to say
- Other

**Please tell us which category best captures your total household income in 2009.**

- Under \$10,000
- Between \$10,000 and \$19,999
- Between \$20,000 and \$34,999
- Between \$35,000 and \$49,999
- Between \$50,000 and \$69,999
- Over \$70,000
- Prefer not to say

**Thank you for your time. If you wish to be entered in to a raffle for a \$50 gift card, please type in your email address or phone number below. The winner will be picked at random from all participating survey respondents.**

- 50 characters left.

[Continue >](#)

Thank you again for your participation in our survey. We value and appreciate your input.

**Library Patron Survey Instrument (PAPER-This version was translated in to Spanish and Chinese)**

**Free Library of Philadelphia Survey**

*The purpose of this survey is to learn what you use the library to do. Your individual answers will not be shared with anyone. We will group everyone's responses together to learn more about how people use the library. To thank you for taking the survey, you can enter to win a \$50 gift card at the end of the survey. If you have any questions during the survey, please ask one of the staff people at the library. Thank you for your participation. (Please note: Free Library staff are not eligible to enter to win the \$50 gift card.)*

**1) Tell us which best describes you... (select only one response).**

- I'm a Philadelphia resident with a library card.
- I'm a Philadelphia resident who does not have a library card.
- I'm not a Philadelphia resident.
- None of the above.

**2) Many people use the Free Library for the computers and Internet access. We'd like to learn how frequently you use the computer or free Internet at the library for ...**

	Frequently	Occasionally	Never	Not sure
<b>Job searching online</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Filling out an online job application</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Checking my email for responses from employers</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Updating or writing a resume or cover letter</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Researching colleges, SAT prep, financial aid for college</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Applying for public benefits like Social Security, unemployment, LIHEAP, or a similar program.</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Researching something for a business I have started or am thinking of starting</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Checking my email, going on Facebook or other personal or social networking activities</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>My own enjoyment (watching YouTube, shopping online, etc.)</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Some other purpose(s) (please describe below)</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Comment:

**3) For each of the activities listed below, please finish this sentence -- "If I couldn't use the Free Library for this service, I would..." Tell us which options you have: *another free resource; a***

*resource you would pay for; no other options.*

	<b>Have access to another free resource (friend's house, school, etc.)</b>	<b>Be able to pay for this resource elsewhere (bookstore, Kinkos, etc.)</b>	<b>Have no other option/cannot afford this without the library</b>	<b>Not applicable to me</b>
<b>borrowing books, cds or dvds</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>job searching and filling out job applications</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>exposing my child to reading through storytime, book groups, reading help</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>getting homework help (for me or my child)</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>researching something for my business</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>using the library as a quiet place to study for school</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>using the library's computers to prepare a resume</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>getting Internet access</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Comment:

**4) Please tell us if using the Free Library helped you accomplish any of the following.**

	<b>Couldn't have done it without the library</b>	<b>The library helped a little</b>	<b>The library didn't help me with this</b>
<b>Find a job</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Start, grow or improve a business</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Finish high school</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Finish associates, bachelors or graduate degree (finish college)</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Learn to use the Internet</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- |                                    |                       |                       |                       |
|------------------------------------|-----------------------|-----------------------|-----------------------|
| <b>Learn to use a computer</b>     | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| <b>Taught myself to read</b>       | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| <b>Taught someone else to read</b> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Comment:

**5) Please tell us which category captures your age:**

- Under 10 years old
- 10-14 years old
- 15-17 years old
- 18-24 years old
- 25-34 years old
- 35-49 years old
- 50-64 years old
- 65+ years old

**6) Please tell us which describes you best...[check all that apply]**

- Employed full time
- Employed part time
- In school full time
- In school part time
- Retired
- Caregiver (children or older adult)
- Unemployed, looking for work
- Unemployed, not looking for work
- Other

Comment:

**7) Please tell us the highest level of education you have completed.**

- Have not completed high school
- High School/GED
- Some college, no degree
- Associates degree
- Technical Certificate
- Bachelor's Degree
- Professional or graduate degree
- Other

Comment:

**8) Please tell us which best describes your race or ethnicity.**

- African American/black
- Caucasian/white
- Hispanic
- Asian-American
- Native American
- Mixed race
- Prefer not to say
- Other

**9) Please tell us which category best captures your total household income in 2009.**

- Under \$10,000
- Between \$10,000 and \$19,999
- Between \$20,000 and \$34,999
- Between \$35,000 and \$49,999
- Between \$50,000 and \$69,999

- Over \$70,000
- Prefer not to say

**Thank you for your time. If you wish to be entered in to a raffle for a \$50 gift card, please write in your email address or phone number below. The winner will be picked at random from all participating survey respondents.**

**Librarian Interview Guide**



**Librarian Interview Questions**

**BRANCH:** \_\_\_\_\_

1. How long have you been a librarian at this branch? \_\_\_\_\_
  
2. How long have you been a librarian total? \_\_\_\_\_
  
3. Every job has its official job description with its official tasks outlined and then the job in reality. What are your official job tasks and what are your job realities?

OFFICIAL JOB DESCRIPTION/TASKS	ACTUAL JOB DESCRIPTION/TASKS

4. How has being a librarian at this branch (or where you were before) changed over the past five years? PROBE: what patrons are looking for; uses of the library; technology; etc. (Try to stay away from funding/salary complaints).
  
  
  
  
  
  
  
  
  
  
5. In your own words, what's the value of having a Free Library in this neighborhood? What difference does this library make to the lives of the people who live around here? PROBE:
  - a. Literacy (child; adult; computer; ESL)
  
  
  
  
  
  
  
  
  
  
  - b. Workforce development (finding a job)

- c. Business development
- d. Neighborhood stability (safety; community building/engagement; etc.)
- e. Other

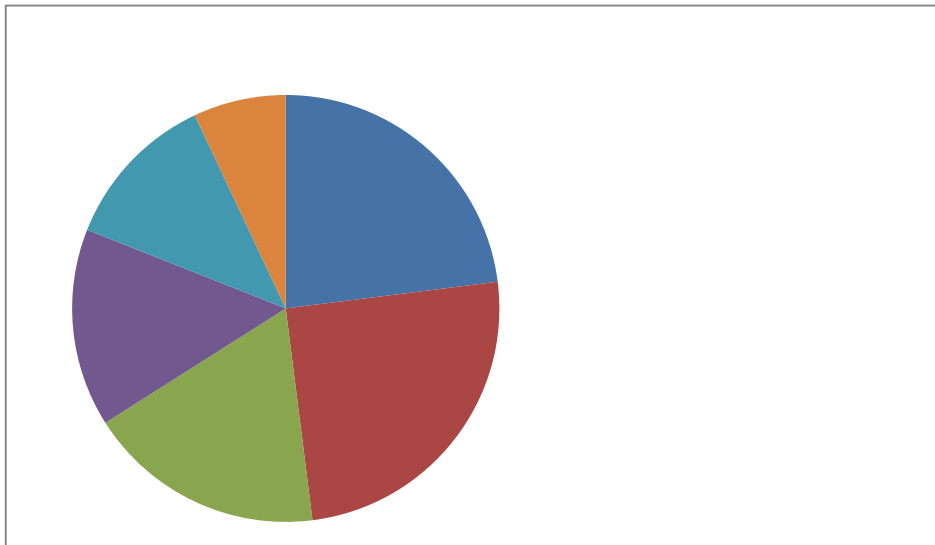
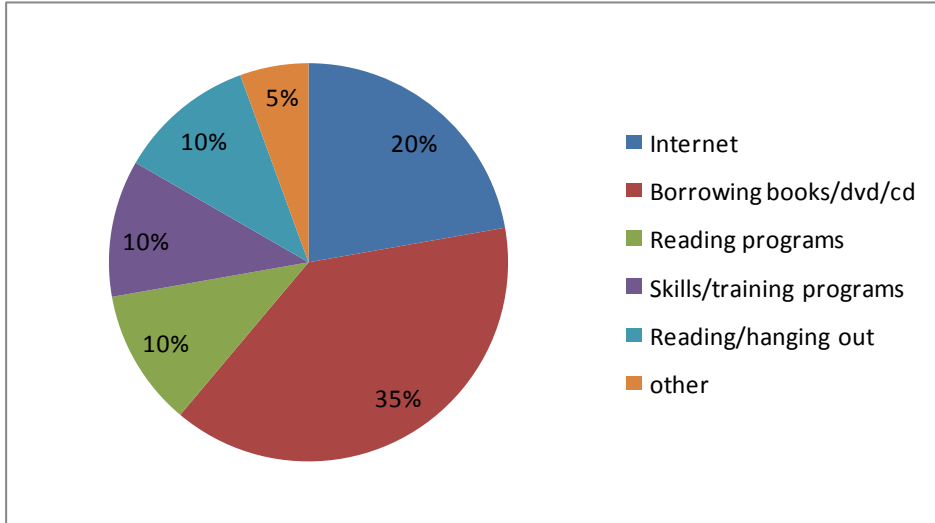
6. Can you please describe the programming you provide as it relates to these four areas?
- a. Literacy (child; adult; computer; ESL)
  - b. Workforce development
  - c. Business development
  - d. Neighborhood stability (safety; community building/engagement)
  - e. Other

7. What kind of help/advice are you asked most often? USE THE CHECKLIST BELOW AS A GUIDE, but let them tell you.

	YES	NO
Book and DVD related: finding books/reserving books/recommendations; etc.		
Literacy help: children to read/adults to read/recommend programs/ESL		
Leading a book group or other kind of program		
Help learning to use a computer		
Help with the Internet		
Help with specific computer programs (excel; word; powerpoint;etc)		
Questions about library rules (fees; library cards; food in library; etc.)		
Help researching a subject for school/homework		
Help researching a subject for a business or a job		
Other frequent help requests:		

7. What kind of help/advice is really unusual? PROBE: Help finding social services; a job; day care; etc.

8. Think about the patrons for this branch and tell me about how they use the library. HERE'S A SAMPLE SHOWING HOW LIBRARY PATRONS USE A LIBRARY. FILL IN THE YOUR OWN PIE CHART FOR YOUR OWN LIBRARY, WITH THE ACTIVITIES AND PERCENT OF TIME SPENT ON EACH ACTIVITY OVERALL.



9. Is there any type of activity that you help patrons with that we have not talked about? DESCRIBE.

THANK AND CLOSE

**Library Patron Interview Guide**



**Library Patron Interview Questions**

**BRANCH:** \_\_\_\_\_

1. How long have you been coming to this branch? \_\_\_\_\_
  
2. How many other branches of the library do you use regularly (more than twice a year)? \_\_\_\_\_  
 \_\_\_\_\_

FOR THE PURPOSES OF THIS CONVERSATION, PLEASE THINK OF THE LIBRARY BRANCH YOU USE MOST OFTEN. WHICH LIBRARY BRANCH IS THAT? \_\_\_\_\_

3. How do you usually get to the library? Walk, bus, drive, other public transit, etc.
  
4. Do you use the library ...
  - a. About the same amount all year round
  - b. At some times more than others

Explain.
  
5. Who is usually with you when you go to the library?
  - a. Alone
  - b. With friend(s)
  - c. With children
  - d. With spouse
  - e. Other \_\_\_\_\_
  
6. What is the primary (main) reason you visit the library? (TRY TO LIMIT THEM TO ONE RESPONSE)
  
7. Which of the following do you use the library for/have you ever used the library for?

	<b>Yes, Use the Library</b>
Read for pleasure (books, magazines; periodicals)	
Take out books, DVDs, CDs	

Attend an entertainment/cultural event (author's event; book group; etc.)	
Attend an instructional program....ASK WHICH TYPE:	
Computers	
Job search /resume help	
Literacy	
ESL	
Business development/related	
Other _____ (parenting; nutrition; etc.)	
Bring a child to a program, please specify program _____	
Bring a child to use computers/read/take out books	
Do research for my work/business (not using Internet)	
Use the Internet to.... (confirm whether the computer used is the Library's or whether they bring their computer to the library for use of WIFI) <input type="checkbox"/> Library's computer <input type="checkbox"/> personal laptop	
Look for a job	
Research/information for a job I have	
Research/information for a business	
For fun	
Research related to higher education (college; financial aid; SATs; etc.)	
For some household purpose (childcare; fixing something; etc)	
Other _____	
Use the computers for some other purpose, not the Internet, specify _____	
Community meeting	
Some other purpose, not listed: (air conditioning; safe place; tax forms; bathrooms; etc.)	

8. Out of the list of things we just reviewed, in your opinion which is the most important to have the Library provide? Why do you say that?
  
9. If the library weren't here, how would you do the things you just listed? PROBE: purchase books, not read as much, other ways to look for a job, other things for kids to do, etc.
  
10. How often do you visit the library....

a. For yourself

b. For children

11. How has your use of the library changed over the past five years? PROBE: use of computers/Internet; library programs vs. library services; etc.

12. In your own words, what's the value of having a Free Library in this neighborhood? What difference does this library make to the lives of the people who live around here? PROBE:

a. Literacy/school performance

b. Workforce development (finding a job)

c. Business development

d. Neighborhood stability (safety; community building; etc.)

e. Other

13. Tell me if any of the following have occurred with the help of your Free Library:

Activity	Give an example/Describe
Learned how to read/taught someone in your family how to read	
Found a job (even a part time or summer job)	
Developed a business plan using tools from the Free Library	
Became involved in a community project because I learned about it at the Free Library (whether it was Library-related or not).	

Is there any type of activity that you use/value the Library for that we have not talked about? DESCRIBE.

## **Selection of Quotes from Librarians and Library Patrons from Interviews and Surveys**

### *Librarian Quotes*

- The library is a place where a lot of different parts of the community come together—there are a variety of cultures represented.—Allen Marry, Whitman Branch
- We are essentially what is open at night in this neighborhood.—Marianne Banbor, Independence Branch
- We are the largest source of books in the neighborhood. There is only one other book store in walking distance.—Joel Nichols, Marrero Branch
- The library is the only place where computer access is always available [in this community] for skill development and finding work—Joel Nichols, Marrero Branch
- This is a job hunting center during the day. The library is a real anchor in this neighborhood.—Ed Voves, Durham Branch
- Every day we have people in here looking for jobs.—Tina Lamb, Fox Chase Branch
- The library is a place of refuge, a comfort zone, a community room. —Conita Pierson, Overbrook Branch
- We are a cultural location in the neighborhood, a safe place for teens and adults, and the most stable presence in the community, especially in this neighborhood where there aren't a lot of options. —Roben Manker, Blackwell West Philadelphia Regional
- If the library weren't there, people wouldn't be able to start their American lives.—Jennifer Change, Northeast Philadelphia Regional

### *Patron Quotes*

- I want my daughter to have the same reaction to the library as she does to Chuck E. Cheese.
- It's a different kind of child that comes out of the library.
- Your author events are wonderful and the reason I visit the library. Thank you for hosting them. I cannot afford to buy books or movies - the library is the only place making economic sense to me, especially now because I was laid off recently.
- As a historical novelist, the out-of-print and rare books I can access thru the library are crucial to my work.
- I have tutored children and young adults with books from the library. I, myself, have used the library from earliest childhood through graduate school and now as a teacher, tutor, and mentor. The Free Library is necessary for many people as the air we breathe. Because of the worsening economic conditions, there are millions of people who can't afford to buy a computer, save money to go to school, pay for internet access, phone service, even to buy a book or a newspaper. Thank you again for all you good work and help!
- My sons have developed an immense love of books and learning, brought about only by our frequent library trips and time spent reading our checked out books together.

- I completely depended on the public library system when I was a child. We did not own books, we borrowed them.
- I use the library for pleasure reading and love the 'greenness' of not buying new books.
- I use the library for your e-book collection, even though I live out of state. Thank you for providing this service, the annual \$15 membership fee is very reasonable. Keep up the great work.
- I love the feel of a book in my hand, the sheerness of the paper as I flip a page, and in today's economy I can't afford to buy every book I want to, so I borrow it from the library. Saves me in 2 major ways: 1) I get to enjoy a good book, and 2) I don't have to buy bookshelves. There's something about the smell of a mass of books, I visit the Central Library because it's one of my favorite places to be and has been since I was 6 years old.
- My eldest will attend Stanford this fall. I strongly credit the Free Library for the academic reader she is.
- The library is an incredible source for books and movies in a world where both are getting more and more expensive to buy and rent. In a world where shops are disappearing or going online it's essential to have a physical place to go and read.
- Everything that I need to do on a computer I do at the library. I am homeless and can't afford a laptop. It also keeps me out of trouble. I am very grateful to the free library for that.
- Before I came to college, my family did not have a home computer so I spent a lot of time in the library and my grades would have suffered without it.
- As a member of a Lifelong Learning group, I use the FLP's resources to remain engaged in the academic/intellectual world via the Internet.
- While completing my associates degree, the free library always had materials available that assisted me with my studies. I used the internet at the library to do all of my research papers b/c on campus the computers were always full. If the library wasn't available, I may have not received my associates Degree.
- Some of my dissertation (PhD) would NOT have been written without the archives and support provided by the free library!!!
- As an aspiring entrepreneur, the Free Library has been an invaluable resource in providing me with crucial information required to complete my business plan.
- I am a small business owner who is very grateful for the Free Library because it allowed me to do research, write letter with Microsoft Office, buy supplies, etc. It also enabled me to learn how to type. I am very appreciative that the library has provided these computers and internet service because I know that I couldn't have done without it. Thank you.
- Within the last 7 years, I located my past 3 jobs while using the free library's computer (internet). During these periods I didn't have access to any other computers. Thank YOU!!
- The library was my sanctuary when I was unemployed and looking for a job. I would not have my current job if not for the hours spent in the library.

- My children have had many school projects that the Philadelphia Library system was the only free resource to offer the necessary books or DVD/videos to complete school assignments--I am very appreciative of this.
- I take my daughter to the library once/twice week and we borrow lots of books/movies/music and have attended many of the Storytime, and Leap/ summer reading programs. It is great to have free these free programs and options; otherwise I couldn't afford to pay a lot for extracurricular activities.
- The online tutoring is a blessing. Tutors cost a fortune, so having one so readily available truly helps. I wouldn't have gotten the good grades and scholarships without the service. Please continue offering it!
- I take my 2nd graders each year to the neighborhood branch every 21 days for story time and borrowing books. Our branch helps me obtain a card for each child. Our children would not have any exposure to libraries without this, considering most of our schools no longer have their own. Best thing Ben Franklin ever did!
- As a teacher at a school without a library, I use the public library to supplement my lesson plans and provide resource books for my students that they otherwise would not have access to. I also have a class library thanks to the .25 books the library offers.
- For homeschooling, the library is an irreplaceable resource. I can buy some books on my own, but I could never provide the rich variety and scope available through the library system.
- My daughter has a vision impairment and struggles with reading. Our weekly trip to the library keeps her excited about choosing new books and encourages her to keep reading!
- I am on SSI and the library is very important to me to be able to get books, CDs, and DVDs. The library is my major connection to the outside world.
- When my son's learning abilities were my main concern, nowhere else could have done better.
- I am an artist and I use the print and picture department for research on subjects for my paintings.
- Growing up, we were a new immigrant family and all of us read everything we could get our hands on. It definitely helped when we were new to the city and the country.
- I use the free library most often for classes. I took knitting, painting, and sewing classes at the Coleman, Lovett, and East Falls branches. I could not afford these classes on my own. I really appreciate having the opportunity to use the library in this way.
- As a child, I was homeless. The Central Library was my escape. The grand stairs with the statue of William Pepper offered me a peaceful place. Today, I am a writer and when I visit cities around the world, I look for the local library.
- I used resources at the library to help me significantly with buying a house and preparing for the birth of my son.
- The Philadelphia Library has made it possible for me to do my job as a Girl Scout Leader. I hold meetings at the Oak Lane Library once a week and with their kindness and support Girl Scouting still thrives in Philadelphia! We are able to have fun in a nice environment and even use their beautiful lawn for some of our activities!

- The Free Library of Philadelphia has always been a big part of my life. My sister and I would go to the library every Sunday when we were growing up. It was always a safe place to learn and grow. All of the librarians were helpful and kind. We didn't have much money so most of our books came from the library. I saw all kinds of shows at the main branch on Sundays. As a mom I take my kids to the library and participate in classes, read books, and see shows at the library with them. Thank you.
- My fondest childhood memory is when I was in middle school and walked from my neighborhood (Juniata Park in Philadelphia) to the nearest library, which was the Frankford branch on Frankford Avenue. That was a long walk, but so worth every step. I loved getting lost among the thousands of books and it was a sanctuary for me during a troubled time in my life.
- One of my favorite childhood memories was when a neighbor took my brother, parents and me to get library cards for the first time when I was about 5 or 6 years old. It opened up a whole new world, literally, for me...access to a lot of great books and experiences to expand the mind.
- Keep the libraries opened for all Philadelphian's here that use it can't live without it. It provides life blood of the other kind.
- Where else can a child from a family with low income go to on a hot day? Where else can a child go whose parents cannot afford to send them to a summer camp or day care? For these children, libraries are a true blessing.
- The Central Library is still one of my favorite places in the state of PA.
- I found the Library one of the most inspired place in the world! When I see all the books, I like to read them all, I feel like a child in a candy store, where all the candies are free! The Free Library of Philadelphia is a great place of inspiration and learning for many. Thank you all, the good people who are contributing and fighting to keep the Library open in difficult economic times!
- The Free Library is necessary for many people as the air we breathe. Because of the worsening economic conditions, there are millions of people who can't afford to buy a computer, save money to go to school, pay for internet access, phone service, even to buy a book or a newspaper. Thank you again for all you good work and help!
- But the library has a greater purpose, as well. It's sort of a temple to learning, to the power of the word to change the world, and a free library is vital to true democracy and the ability of those without resources to remake themselves in a positive way.
- I just wanted to say that having an excellent library is one of the big attractions that keep us in the city! Of all the city resources, the library is the one that gives most back.
- The library is of HUGE importance to my family. My grand children have been coming since they were babies, and in fact have grown up knowing the library as "Book Church." This is because from just several months old, they have been taught it's a resource/place to be appreciated and respected.



**Constant Contact Survey Results**

**Survey Name:** Librarian Survey

**Response Status:** Partial & Completed

**Filter:** None

Oct 12, 2010 1:37:56 PM

Are you a...[check all that apply to you]

Answer	0%	100%	Number of Response(s)	Response Ratio
Branch Manager			24	28.5 %
Children's Librarian			22	26.1 %
Adult/Teen Librarian			39	46.4 %
Librarian's Assistant			0	0.0 %
Other			25	29.7 %
<b>Totals</b>			<b>84</b>	<b>100%</b>

Please tell us how frequently you help library users with the following computer related activities:

1 = Frequently, 2 = Occasionally, 3 = Rarely, 4 = Never, 5 = Not sure

Answer	1	2	3	4	5	Number of Response(s)	Rating Score*
Learn computer basics (turning it on, using a mouse)						85	2.1
Use the internet						85	1.4
Use Microsoft Office Suite (Word, Excel, Powerpoint, etc.)						85	1.8
Set up an email account						85	1.9
Access a database that the library subscribes to						84	1.8
Access online materials at the library (books, music, video)						85	2.1

\*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

Please tell us how frequently you do the following literacy related work in the library:

1 = Frequently, 2 = Occasionally, 3 = Rarely, 4 = Never, 5 = Not Sure

Answer	1	2	3	4	5	Number of Response(s)	Rating Score*
Develop/manage/run reading programs for children (Summer Reading, LEAP, etc.)						85	2.6
Develop/manage/run reading programs for adults						85	3.1
Develop/manage/run computer literacy programs for adults or children						85	2.8
Develop/manage/run ESL programs for children or adults						85	3.6
Help an individual child learn to read						85	3.1
Help an individual adult learn to read						85	3.5

\*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

Please tell us how frequently you help library users with the following job-seeking activities:

1 = Frequently, 2 = Occasionally, 3 = Rarely, 4 = Never, 5 = Not sure

Answer	1	2	3	4	5	Number of Response(s)	Rating Score*
Filling out online job applications						85	1.7
Writing resumes and cover letters on the computer						85	1.9
Using an online job search tool						85	2.0
Using a job search tool not on the computer						84	2.6
Setting up or using an email account as part of a job search						85	2.0

\*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

Please tell us how frequently you help users find or use materials for the following business related activities (including government grants, contracting opportunities or forms):

1 = Frequently, 2 = Occasionally, 3 = Rarely, 4 = Never, 5 = Not sure

Answer	1	2	3	4	5	Number of Response(s)	Rating Score*
Starting a business						84	2.3
Managing or growing an existing business						84	2.6

\*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

Please tell us how frequently you help library users with the following education related activities:

1 = Frequently, 2 = Occasionally, 3 = Rarely, 4 = Never, 5 = Not sure

Answer	1	2	3	4	5	Number of Response(s)	Rating Score*
Helping people who are trying to complete high school or obtain a GED						85	2.1
Helping people who are preparing for college (finding a college, financial aid, SAT's, etc.)						85	2.1

\*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

Please tell us if there are any other tasks related to finding jobs, starting businesses, improving literacy, or furthering education that you are helping library users with on a regular basis.

30 Response(s)

# Free LIBRARY OF PHILADELPHIA

## Constant Contact Survey Results

**Survey Name:** Free Library Patron Survey

**Response Status:** Partial & Completed

**Filter:** None

Oct 12, 2010 2:01:12 PM

\*  
Have you already completed this survey?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes, I already completed this survey			99	2.4 %
No, I have never taken this survey			3723	93.7 %
Not sure			121	3.0 %
No Response(s)			28	<1 %
<b>Totals</b>			<b>3971</b>	<b>100%</b>



Tell us which best describes you...(select only one response).

Answer	0%	100%	Number of Response(s)	Response Ratio
I'm a Philadelphia resident with a library card.			3050	76.8 %
I'm a Philadelphia resident who does not have a library card.			85	2.1 %
I'm not a Philadelphia resident.			228	5.7 %
None of the above.			13	<1 %
No Response(s)			595	14.9 %
<b>Totals</b>			<b>3971</b>	<b>100%</b>

Where are you taking this survey?

Answer	0%	100%	Number of Response(s)	Response Ratio
At a branch of the Free Library (including the Central Branch) using a library computer			257	6.4 %
At a branch of the Free Library of Philadelphia (including the Central Branch) using a personal laptop			45	1.1 %
From my home, office or school computer			2538	63.9 %
From a cell phone or handheld device			34	<1 %
I'm filling out this survey on paper			393	9.8 %
Other			92	2.3 %
No Response(s)			612	15.4 %
<b>Totals</b>			<b>3971</b>	<b>100%</b>

\* Many people use the Free Library for the computers and Internet access. We'd like to learn how frequently you use the computer or free Internet at the library for ...

1 = Frequently, 2 = Occasionally, 3 = Never, 4 = Not sure

Answer	1	2	3	4	Number of Response(s)	Rating Score*
job searching online					3324	2.7
filling out an online job application					3324	2.7
checking my email for responses from employers					3324	2.7
updating or writing a resume or cover letter					3324	2.7
researching colleges, SAT prep, financial aid for college					3324	2.8
applying for public benefits like Social Security, Unemployment, LIHEAP, or a similar program.					3324	2.9
researching something for a business I have started or am thinking of starting					3324	2.8
checking my email, going on Facebook or other personal or social networking activities					3324	2.4
my own enjoyment (watching YouTube, shopping online, etc.)					3324	2.6
some other purpose(s) (please describe below)					3324	2.8

\*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

\* For each of the activities listed below, please finish this sentence -- "If I couldn't use the Free Library for this service, I would...". Tell us which options you have: another free resource; a resource you would pay for; no other options.

1 = Have access to another free resource (friend's house, school, etc.), 2 = Be able to pay for this resource elsewhere (bookstore, Kinkos, etc.), 3 = Have no other option/cannot afford this without the library, 4 = Not applicable to me

Answer	1	2	3	4	Number of Response(s)	Rating Score*
borrowing books, cds or dvds					3338	2.3
job searching and filling out job applications					3338	2.6
exposing my child to reading through storytime, book groups, reading help					3338	3.3
getting homework help (for me or my child)					3338	3.2
researching something for my business					3338	2.9
using the library as a quiet place to study for school					3338	2.7
using the library's computers to prepare a resume					3338	2.7
getting Internet access					3338	2.3

\*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.









Please tell us if using the Free Library helped you accomplish any of the following.

1 = Couldn't have done it without the library, 2 = The library helped a little, 3 = The library didn't help me with this










Answer	1	2	3	Number of Response(s)	Rating Score*
Find a job				3235	2.6
Start, grow or improve a business				3213	2.7
Finish high school				3197	2.7
Finish associates, bachelors or graduate degree (finish college)				3214	2.6
Learn to use the Internet				3239	2.6
Learn to use a computer				3230	2.6
Taught myself to read				3218	2.7
Taught someone else to read				3215	2.6

\*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

Please tell us which category captures your age:

Answer	0%	100%	Number of Response(s)	Response Ratio
Under 10 years old			7	<1 %
10-14 years old			88	2.2 %
15-17 years old			134	3.3 %
18-24 years old			396	9.9 %
25-34 years old			887	22.3 %
35-49 years old			928	23.3 %
50-64 years old			662	16.6 %
65+ years old			219	5.5 %
No Response(s)			650	16.3 %
<b>Totals</b>			<b>3971</b>	<b>100%</b>

Please tell us which describes you best...[check all that apply]

Answer	0%	100%	Number of Response(s)	Response Ratio
Employed full time			1457	43.8 %
Employed part time			521	15.6 %
In school full time			528	15.8 %
In school part time			218	6.5 %
Retired			301	9.0 %
Caregiver (children or older adult)			322	9.6 %
Unemployed, looking for work			477	14.3 %
Unemployed, not looking for work			94	2.8 %
Other			199	5.9 %
<b>Totals</b>			<b>3321</b>	<b>100%</b>

Please tell us the highest level of education you have completed.

Answer	0%	100%	Number of Response(s)	Response Ratio
Have not completed high school			225	5.6 %
High School/GED			369	9.2 %
Some college, no degree			530	13.3 %
Associates degree			207	5.2 %
Technical Certificate			70	1.7 %
Bachelor's Degree			897	22.5 %
Professional or graduate degree			968	24.3 %
Other			52	1.3 %
No Response(s)			653	16.4 %
<b>Totals</b>			<b>3971</b>	<b>100%</b>

Please tell us which best describes your race or ethnicity.

Answer	0%	100%	Number of Response(s)	Response Ratio
African American/black			676	17.0 %
Caucasian/white			1851	46.6 %
Hispanic			102	2.5 %
Asian-American			282	7.1 %
Native American			15	<1 %
Mixed race			124	3.1 %
Prefer not to say			189	4.7 %
Other			71	1.7 %
No Response(s)			661	16.6 %
<b>Totals</b>			<b>3971</b>	<b>100%</b>

Please tell us which category best captures your total household income in 2009.

Answer	0%	100%	Number of Response(s)	Response Ratio
Under \$10,000			314	7.9 %
Between \$10,000 and \$19,999			341	8.5 %
Between \$20,000 and \$34,999			469	11.8 %
Between \$35,000 and \$49,999			474	11.9 %
Between \$50,000 and \$69,999			413	10.4 %
Over \$70,000			562	14.1 %
Prefer not to say			735	18.5 %
No Response(s)			663	16.6 %
<b>Totals</b>			<b>3971</b>	<b>100%</b>

Thank you for your time. If you wish to be entered in to a raffle for a \$50 gift card, please type in your email address or phone number below. The winner will be picked at random from all participating survey respondents.

2843 Response(s)

Thank you so much for already taking the survey. We are only looking for one response from each person.

31 Response(s)