

Who are the library's financial supporters?

Library supporter segmentation

What factors drive local funding support of libraries?

A primary goal of the research project was to create a segmentation and targeting framework of U.S. residents ages 18 to 69 in cities, towns and suburbs with populations of less than 200,000 that identified:

- Which segments of the public are most interested in financially supporting their local libraries and what motivations drive their support
- Which segments are least likely to support libraries and what are their barriers to support
- Whether it is viable to use marketing and advocacy techniques to target interested segments and positively impact library funding.

The segmentation approach

Classic market segmentation techniques were employed to analyze the thousands of survey data points collected and create a market segmentation for library funding. The deployed segmentation methodology analyzed multiple constructs to determine the factors most likely to define a library supporter segmentation framework. The constructs included behavior, attitudes, need states, perceptions, benefits, demography and lifestyle. Each construct was independently evaluated to explore a possible relationship to library funding support.

The analysis identified that the most critical construct for the Library Supporter Segmentation framework was the intent to vote for any future library funding referendum, ballot initiative or bond measure. This was a clear and quantifiable indicator of the level of commitment to library funding and formed the basis for the segmentation framework hierarchy.

The remaining constructs were evaluated based on their relevance in predicting a favorable vote for a library funding measure. The constructs that had little or no relationship to the likelihood of voting favorably were set aside and constructs that did predict library voting intent became part of the library supporter segmentation framework.

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Constructs that predicted favorable voting were then compared to assess interactions and determine which combination of constructs would most likely predict levels of intent to fund public libraries.

The segmentation analysis identified six constructs that are the key drivers of library funding attitudes and behavior and form the basis of a Library Supporter Segmentation framework. The constructs are:

1. Likelihood of voting favorably if a library referendum was on the ballot
2. General voting behavior
3. Barriers to using/supporting the library
4. Library services used
5. Library attitudes
6. Librarian perceptions.

Significantly and surprisingly, library funding support is not driven by demographics, i.e., income, age, gender, race, political affiliation, etc. A voter's attitudes, perceptions and behaviors, not his/her demographics, are the most important determinants of willingness to support increases in library funding. Library support is more about a mindset or an attitude than a traditional demographic profile.

Strength of library support—the most important market segmentation driver

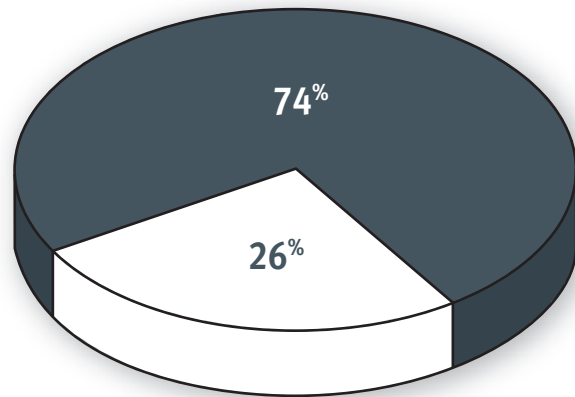
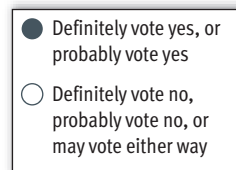
Intent to vote in a library referendum is the critical construct in defining library funding support and the key driver in building a predictive Library Supporter Segmentation framework.

Respondents were asked about their intent to vote if there was a library referendum, ballot initiative or bond measure on the ballot at the next local election. The survey results indicate that a large percentage of respondents claim they would either *probably* vote yes or *definitely* vote yes to increase funding for their local public library. After eliminating the respondents who are not registered to vote or show a track record of not voting (identified as Chronic Non Voters), almost three quarters of the remaining voting respondents (74%) claim that they would either *probably* or *definitely* vote yes.

Nearly three quarters of voting respondents claim they would support a library referendum

Total Voting Respondents

If there was a referendum, ballot initiative or bond measure for your local public library on the ballot, how do you think you would vote?



Source: *From Awareness to Funding*, OCLC, 2008

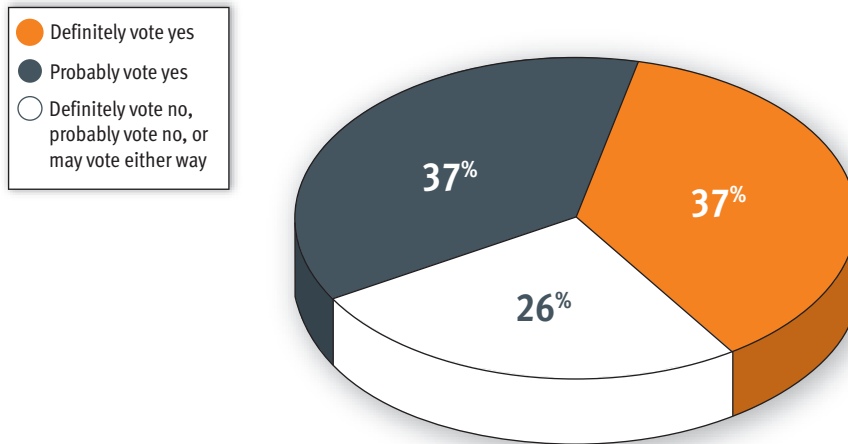
If 74% of all voters voted yes in support of public library referenda, ballot initiatives and bond measures in the United States, more library measures would be passing and the current pressure on library funding would likely be a much less urgent issue. This is not the case. Tracking studies show there has been a steady decline in the pass rate of library referenda over the past ten years and levies that do pass are often ratified by only a small number of votes. The 74% favorability among voters is not materializing at the voting booth. Depending on voters who say they would *probably* or *definitely* vote yes is not enough to be confident in a positive outcome for future library funding initiatives. A stronger determinant of funding commitment is needed.

Of the voting respondents who indicated that they would *probably* or *definitely* vote yes, the group is evenly split between those who say they would *probably* vote yes for a library referendum and those who say they would *definitely* vote yes. Thirty-seven percent (37%) would *probably* vote yes for a library referendum. Only 37% would *definitely* vote yes—a much smaller pool of committed library supporters.

Only 37% of voters say that they will *definitely* support the library at the ballot box

Total Voting Respondents

Now we'd like you to think ahead to the next election and assume that you are at the ballot box and ready to cast your vote. If there was a referendum, ballot initiative or bond measure for your local public library on the ballot, how do you think you would vote?



Source: *From Awareness to Funding*, OCLC, 2008

The Library Supporter Segmentation Pyramid

Four tiers of library support

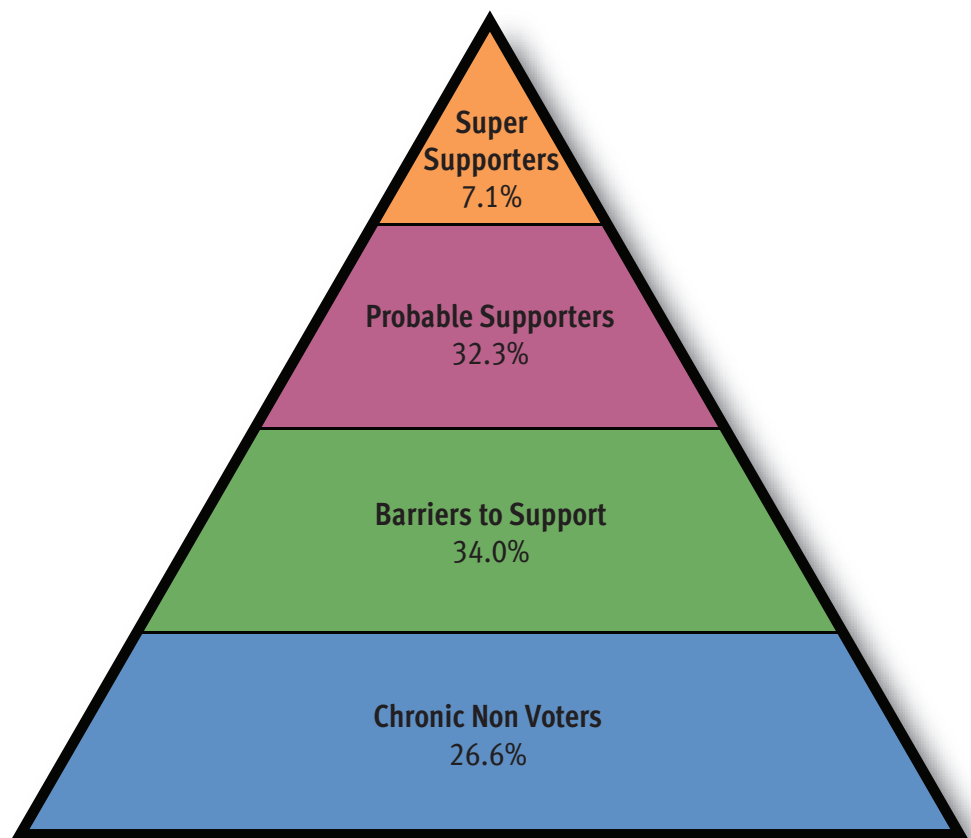
Analysis of *probably* favorable and *definitely* favorable voting intent provides the hierarchy for the Library Supporter Segmentation framework. The pyramid has four tiers. The higher the tier is on the pyramid, the more likely respondents in that tier are to support an increase in library funding. The four tiers are:

- **Super Supporters:** People who are the most likely regular voters to be committed to vote yes for a library referendum, ballot initiative or bond measure. They represent the core of the libraries' current support base. This tier represents 7.1% of survey respondents.
- **Probable Supporters:** People who are regular voters and overall are in favor of supporting the libraries financially. This group has the potential to be persuaded to increase their commitment to voting favorably for a library referendum, bond measure or ballot initiative. This tier represents 32.3% of survey respondents.

- **Barriers to Support:** People who say they vote in primary, presidential and local elections but have significant barriers to supporting the library financially. They are the least likely of the voting respondents to vote in favor of a library referendum. This tier represents 34.0% of survey respondents.
- **Chronic Non Voters:** People who are either not registered to vote or are registered but do not vote in primary elections, presidential elections or local elections. The people in this segment say that they are unlikely to be motivated to vote in the future. This tier represents 26.6% of survey respondents.

Library Supporter Segmentation Pyramid

Total Respondents



Percentage of population ages 18–69 living in communities of less than 200,000 residents
Source: *From Awareness to Funding*, OCLC, 2008

Excluding Chronic Non Voters

Chronic Non Voters are residents who either are not registered to vote or are registered voters but show a track record of not voting in primary elections, presidential elections or local elections. To gain library funding support from this segment, any marketing exercise that initiative would first have to convince these residents to register to vote and to vote. Due to their significant barriers to supporting the library, Chronic Non Voters were excluded from further study.

Who are the library's financial supporters?

The results presented in this report will be referenced as follows: Findings that include information about all four tiers of the segmentation including Chronic Non Voters will be referenced as 'Total Respondents.' Findings that include data about only the top three tiers of the segmentation pyramid without the Chronic Non Voters will be referenced as 'Total Voting Respondents.'

The four segmentation tiers and voting intent

Analysis shows a measurable increase in the percentage of *probable* or *definite* yes votes for a library referendum in the Probable Supporters and Super Supporters segmentation tiers. Most important, the proportion of respondents who are *definitely* willing to vote yes for a library referendum increases significantly.

Fifty-nine percent (59%) of respondents in the Barriers to Support tier say they would either *probably* or *definitely* vote yes for a library referendum but only 19% say they would *definitely* vote yes.

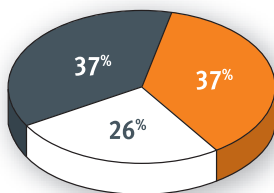
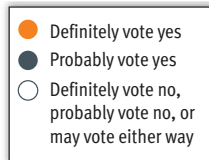
The percentage of favorable voters increases in the Probable Supporters tier. Eighty-six percent (86%) of respondents say they would either *probably* or *definitely* vote yes for a library referendum. The percentage who would *definitely* vote yes increases to 47%.

The Super Supporters tier is the group most firmly committed to supporting the library financially with 94% of respondents indicating that they would *probably* or *definitely* vote yes for a library referendum. The majority, 80%, say they would *definitely* vote yes.

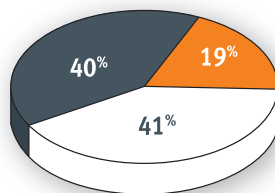
'Definitely vote yes' is a critical measure of which voters are truly committed to providing financial support to the library

Total Voting Respondents

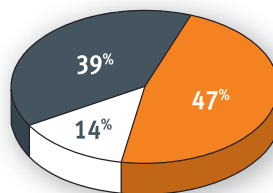
If there was a referendum, ballot initiative or bond measure for your local public library on the ballot, how do you think you would vote?



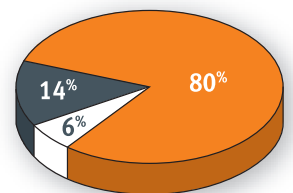
Total Voting Respondents



Barriers to Support



Probable Supporters



Super Supporters

Source: *From Awareness to Funding*, OCLC, 2008

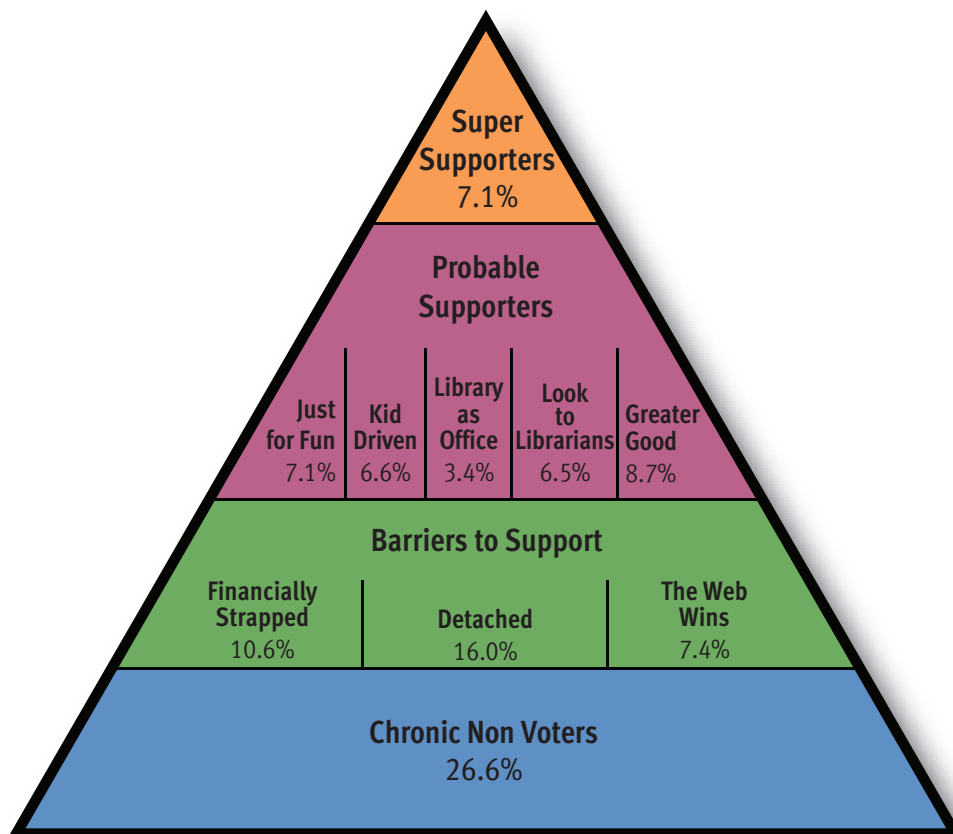
The ability to segment the U.S. population into distinct tiers based on a voter's willingness to *definitely* support a library referendum at the polls provides a new framework for analyzing library funding support. What are the behaviors, attitudes and perceptions that define voters as Probable Supporters or as Super Supporters—the two groups most likely to vote for an increase in taxes to support their local libraries? What are the distinctions or segments within each of these tiers and what do they tell us about library funding support? Is there a way to identify these important supporters within a community? And is there a way to use the information about what drives or limits their support to increase library funding?

Understanding the segments of the Library Supporter Segmentation Pyramid

The Library Supporter Segmentation Pyramid contains 10 segments. Each distinct combination of the six constructs defines a segment. The pyramid is presented below, including the percentages of survey respondents that fall into each segment. Survey responses were weighted to be nationally representative, therefore these percentages represent residents ages 18 to 69 in U.S. communities of less than 200,000.

Library Supporter Segmentation Pyramid

Total Respondents



Percentage of population ages 18–69 living in communities of less than 200,000 residents
Source: *From Awareness to Funding*, OCLC, 2008

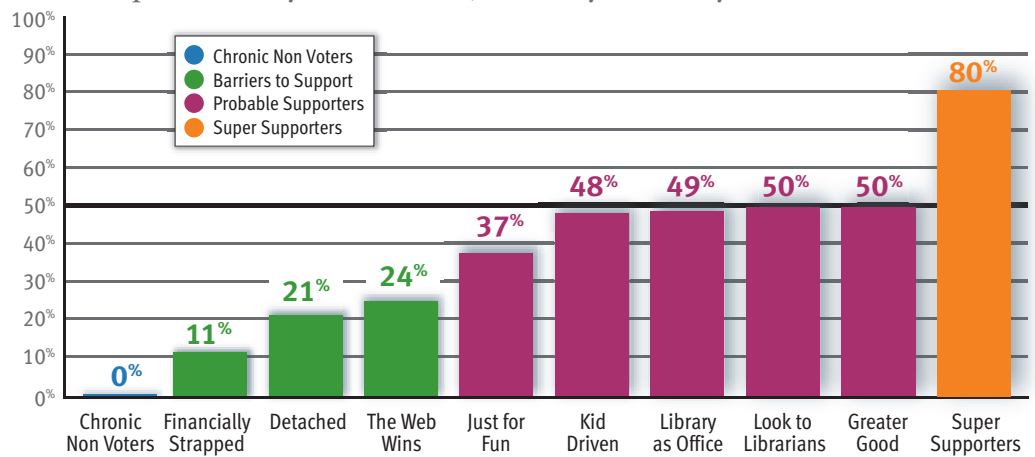
The top tier and the bottom tier of the pyramid, the Super Supporters and Chronic Non Voters, are each distinct segments, meaning that the characteristics that define each group are similar for all respondents in that tier. There are no other major factors among respondents within each of these tiers that drive or limit funding attitudes and behaviors.

Analysis of the middle two tiers identified variations and characteristics that were unique enough to merit further market segmentation. The Barriers to Support tier includes three segments described as Financially Strapped, Detached and The Web Wins. The Probable Supporter tier is made up of five segments: Just for Fun, Kid Driven, Library as Office, Look to Librarians and Greater Good.

Each segment differs in meaningful ways from the others along one or more market constructs. The segments are labeled to reflect the predominant mindset that defines the segment. The segments are organized within the pyramid according to library funding voting intent. The chart below outlines the percentage of each segment that would *definitely* vote yes for a library referendum.

Percentage of voters who would *definitely* vote yes for a library referendum within each segment
Total Respondents

If there was a referendum, ballot initiative or bond measure for your local public library on the ballot, how do you think you would vote?



Percentage of respondents who would *definitely* vote 'yes' for a library referendum
 Source: From *Awareness to Funding*, OCLC, 2008

A detailed profile of each segment of the Library Supporter Segmentation Pyramid follows. Over 100,000 data points were captured in the quantitative research, therefore only the most pertinent data have been selected for discussion.

Five profile dimensions are presented for each segment:

1. Demographic profile
2. Library usage
3. Public service support
4. Library support compared to library usage
5. Attitudes toward libraries and funding.

Five segment profile dimensions

Five profile dimensions are presented for each segment and are described below. The figures are illustrative only.

1. Demographic profile

Demographics were not a key factor in determining the Library Supporter Segmentation, yet some segments show unique or interesting demographic tendencies. A table is presented for each segment that outlines a standard set of demographic information including age, gender, household children and household income. The table also provides an overview of any demographic characteristics that are specific to the particular segment.

	Total Voting Respondents	Segment Name
Age	X%	X%
Gender	X%	X%
Children	X%	X%
Household income	X%	X%
Demographic tendencies		
Tendency 1	X%	X%
Tendency 2	X%	X%

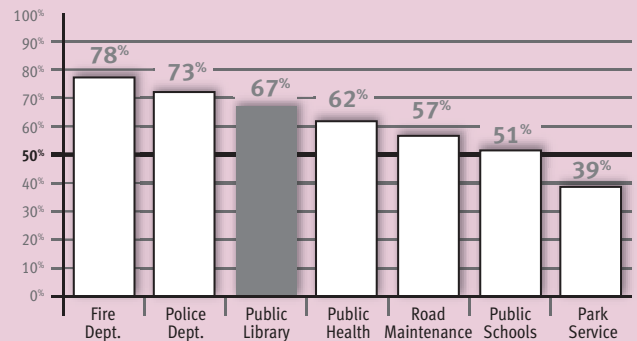
Source: From *Awareness to Funding*, OCLC, 2008

3. Public service support

Respondents' willingness to increase taxes in support of seven public services, including the public library, fire department, police department, public health, public schools, road maintenance and park service are charted for each segment.

Public service support

For each service, please rate how much you agree with the phrase "I'd be willing to pay more in local taxes to better fund this service." Please use a 10-point scale, where a 10 means you 'Completely Agree' and a 1 means you 'Completely Disagree.'

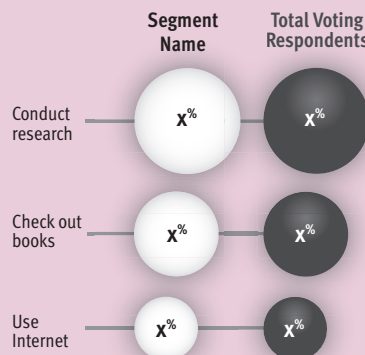


2. Library usage

A chart is presented for each segment highlighting the segment's use of library services. The frequency of library visits is also presented.

Library usage

Below is a list of activities and services offered by public libraries. Please indicate how frequently you do each one at your local public library.



Annual Library Visits

Segment

10.0

Total Voting Respondents

13.2

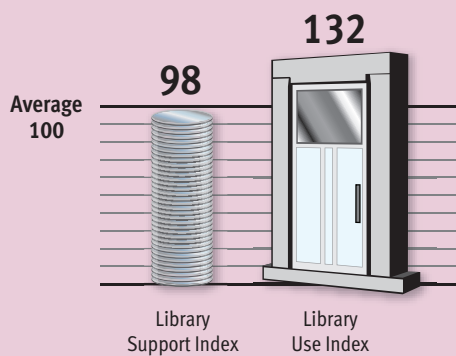
4. Library support compared to library usage

Two indices were developed for each segment that illustrate the segment's relative frequency of library visitation and relative willingness to fund the library. In each case, an index of 100 is average.

Library support compared to library usage

If there was a referendum, ballot initiative or bond measure for your local public library on the ballot, how do you think you would vote?

How many times have you visited your local public library in the past 12 months?



Index definitions

$$\text{Library Support Index} = \frac{\% \text{ Definite Library Supporters}}{\% \text{ population ages 18-69 in communities } < 200,000} \times 100$$

$$\text{Library Use Index} = \frac{\% \text{ Library Visits}}{\% \text{ population ages 18-69 in communities } < 200,000} \times 100$$

5. Attitudes toward libraries and funding

An overview of the factors that are most helpful in defining the segment are presented and compared to attitudes held by total voting respondents.

Attitudes toward libraries and funding

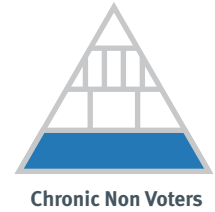
For each statement below, please rate your level of agreement on a scale from 1 to 10, where a 10 means 'Agree Strongly' and a 1 means 'Disagree Strongly.'

	Total Voting Respondents	Segment Name
Attitude 1	X%	X%
Attitude 2	X%	X%
Behavior 1	X%	X%
Behavior 2	X%	X%

Source: *From Awareness to Funding*, OCLC, 2008

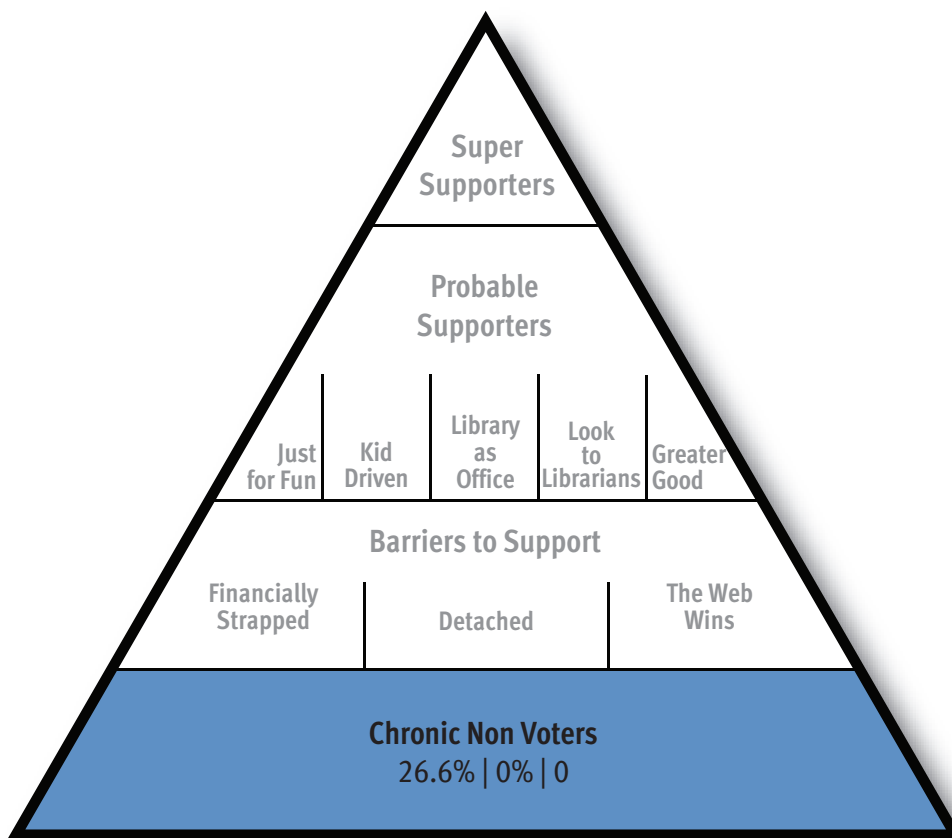
Chronic Non Voter tier/segment

The Chronic Non Voters segment of the Library Supporter Segmentation Pyramid represents 26.6% of the survey respondents. Chronic Non Voters are the least likely group to increase funding support for libraries. Chronic Non Voters are not registered to vote, or they are registered to vote but report a track record of not voting in primary elections, presidential elections or local elections. Chronic Non Voters also indicated that they are unlikely to be motivated to vote in the future. This segment represents 0% of respondents who said they would *definitely* vote yes in a library referendum.



Library Supporter Segmentation Pyramid

Chronic Non Voters



% Population ages 18–69 in communities < 200,000 | Definite Library Supporters | Library Support Index

$$\text{Library Support Index} = \frac{\% \text{ Definite Library Supporters}}{\% \text{ population ages 18–69 in communities } < 200,000} \times 100$$

Source: *From Awareness to Funding*, OCLC, 2008

To gain library voting support from this segment, Chronic Non Voters would first need to be persuaded to register to vote and to exercise that vote. Increasing voter registration and turnout is an important activity but not a goal for a potential library support campaign. As a result, the Chronic Non Voters were not included in subsequent reported findings.



Barriers to Support tier

The Barriers to Support tier of the Library Support Segmentation Pyramid represents 34.0% of total survey respondents and just under half (45%) of the voting respondents. While this tier represents more than a third of all respondents and an even higher number of voters, it represents a relatively small number of library funders.

Less than a quarter (23%) of respondents who said they would *definitely* vote yes in a library referendum are represented in this tier of the market segmentation.

This tier has the largest population of any tier on the segmentation pyramid, and represents the most challenging group of voters to convince to support library tax funding. A calculation of relative library support value (the Library Support Index) shows that the Barriers to Support tier provides less than average funding support. This tier has a Library Support Index of 69, compared to an average index of 100.

The segmentation analysis identified three distinct segments within the Barriers to Support tier:

- **Financially Strapped**

The Financially Strapped segment represents 10.6% of the total survey respondents, but only 4.4% of respondents who would *definitely* vote yes in a library referendum.

- **Detached**

The Detached segment represents 16.0% of the survey respondents, the largest segment on the Barriers to Support tier. However, only 12.4% of *definite* library supporters are in the Detached segment.

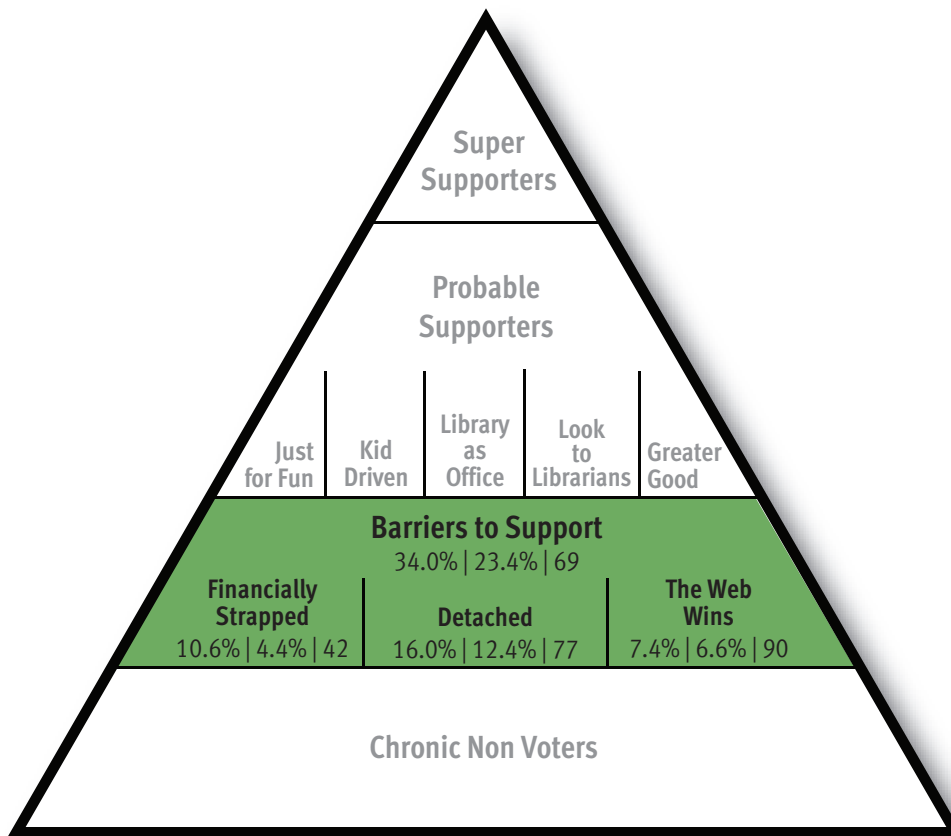
- **The Web Wins**

The Web Wins segment is the smallest segment on this tier and represents 7.4% of all survey respondents. Only 6.6% of respondents who said they would *definitely* support a library referendum are in this tier.

Each of these segments represents a group of voters with distinct barriers that limit financial support of libraries. We will review each segment across each of the five profile dimensions outlined earlier in this section.

Library Supporter Segmentation Pyramid

Barriers to Support



% Population ages 18–69 in communities < 200,000 | Definite Library Supporters | Library Support Index

$$\text{Library Support Index} = \frac{\% \text{ Definite Library Supporters}}{\% \text{ population ages 18-69 in communities } < 200,000} \times 100$$

Source: *From Awareness to Funding*, OCLC, 2008

Calculating a Library Support Index

A Library Support Index was calculated for each segment of the pyramid. The index is a measure of a segment's willingness to definitely support a library referendum levy or bond measure relative to the overall size of the segment.

$$\text{Library Support Index} = \frac{\% \text{ Definite Library Supporters}}{\% \text{ population ages 18-69 in communities } < 200,000} \times 100$$

For example:

- The Barriers to Support tier has a Library Support Index of 69.
- 23.4% of definite library supporters are in the Barriers to Support market tier.
- 34.0% of U.S. residents ages 18–69 are in the Barriers to Support market tier.
- Barriers to Support Library Support Index = (23.4% divided by 34.0%) X 100 = 69.



Barriers to Support—
Financially Strapped

Barriers to Support tier

Financially Strapped segment

The Financially Strapped segment of the Barriers to Support tier represents 10.6% of the U.S. population ages 18–69. This group represents the smallest number of library funders. Only 4.4% of all *definite* voter support for library funding measures comes from this market segment.

As the name suggests, financial strains are this segment's chief barriers to committing to supporting an increase in funding for libraries. The Financially Strapped segment has a lower than average income and its members report that they struggle to make ends meet. These voters are not willing, and believe they are unable, to pay more in taxes.

While the research indicated that demographics were not a primary driver in determining the overall library supporter segmentation, most segments of the pyramid did show some demographic skews. The Financially Strapped segment has some identifying demographic tendencies. It is the youngest market segment with a higher number of college students than average for the total voting respondents. The Financially Strapped are less likely than other segments to have access to the Internet at home or work. They are also less likely to be married and more likely than average to live in urban communities.

The Financially Strapped also have a tendency to believe that the library is sufficiently funded. Given their financial barriers, they do not feel that they, or their financially strapped communities, should be asked to give more.

The Financially Strapped are the least likely of any market segment to recognize the importance of the library. This segment was the most strongly opposed to raising taxes to support the library. In fact, when asked if they would raise taxes in support of a variety of local public services, respondents were less likely to support a tax increase for libraries than for any local service.

A subset of the research findings is presented for each of the five profile dimensions:

1. Demographic profile
2. Library usage
3. Public service support
4. Library support compared to library usage
5. Attitudes toward libraries and funding.

1. Demographic profile

Analysis of the Financially Strapped segment identified several demographic tendencies. It is the youngest segment with a higher percentage of students (21%) than average for the total voting respondents (8%). The Financially Strapped are less likely than other segments to have access to the Internet at home or work. They are also less likely to be married and more likely to live in urban communities.



Demographic profile *Financially Strapped segment*

	Total Voting Respondents	Financially Strapped
18–29	15%	26%
30–39	20%	17%
40–49	24%	23%
50–59	23%	19%
60–69	19%	14%
Female	50%	38%
Has at least one kid <18 years old	34%	22%
Less than \$20,000	18%	24%
\$20,000–\$29,999	12%	12%
\$30,000–\$39,999	16%	23%
\$40,000–\$49,999	12%	15%
\$50,000–\$59,999	8%	6%
\$60,000–\$74,999	11%	7%
\$75,000–\$99,999	12%	8%
\$100,000 or more	19%	7%
Demographic tendencies		
Full-time college student	8%	21%
Have Internet access at home or work	69%	50%
Married	52%	42%
Urban	19%	29%
Suburban	49%	52%
Rural	32%	19%

The Financially Strapped are less likely than other segments to have access to the Internet at home or work.

Source: *From Awareness to Funding*, OCLC, 2008

Annual Library Visits

Financially Strapped

10.6

Total Voting Respondents

13.2

2. Library usage

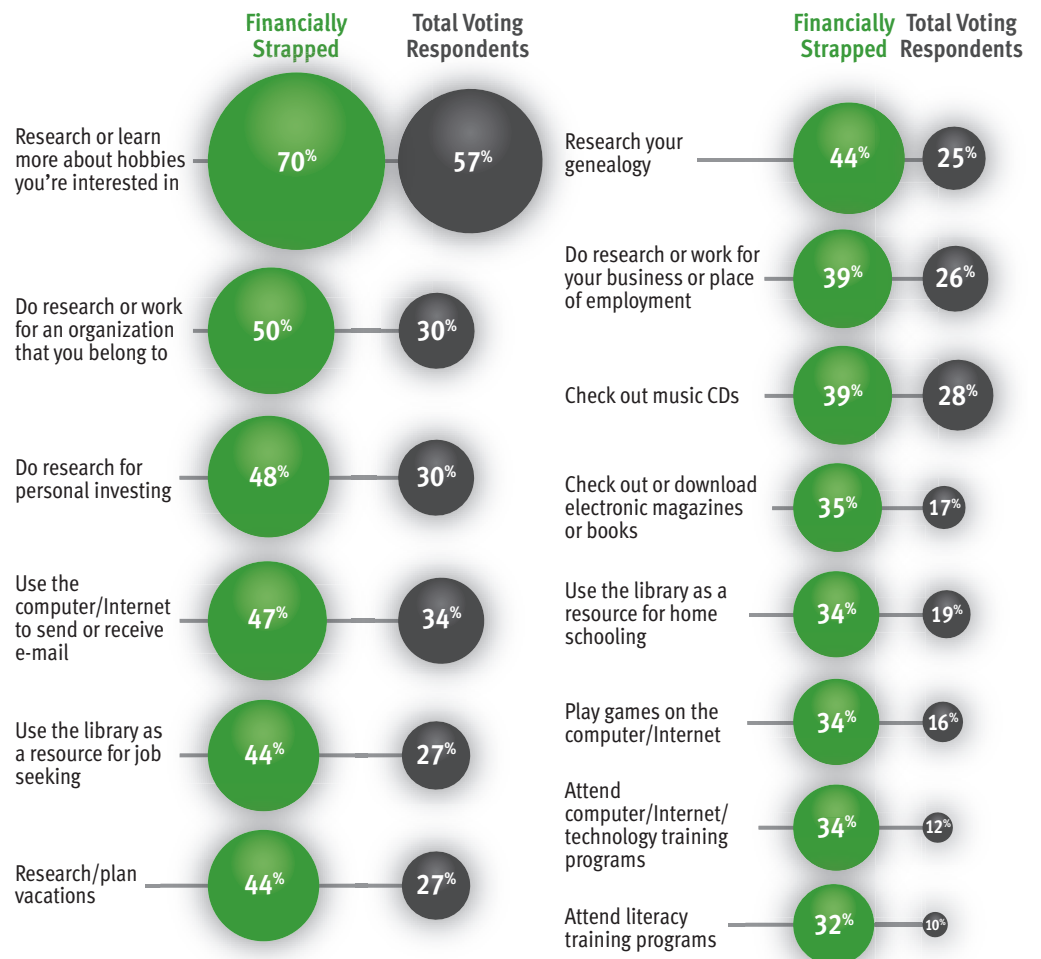
The Financially Strapped are avid and frequent users of their public libraries. They report, on average, 10.6 library visits annually and account for 10.4% of all annual library visits reported by respondents. So, while funding support is relatively low, this group demonstrates close to average frequency of library visits.

The Financially Strapped use the library for a variety of activities, with higher than average use across most library services. They report heavier than average use of the library for research purposes. They are also more likely to use the computer and Internet at the library than other segments and are above average in their use of library literacy training programs.

The Financially Strapped use the library for research primarily

Financially Strapped segment

Below is a list of activities and services offered by public libraries. Please indicate how frequently you do each one at your local public library.



The chart shows *once a month or more* responses only
Source: *From Awareness to Funding*, OCLC, 2008

3. Public service support

Survey respondents rated the degree to which they would be willing to pay more in local taxes to better fund a variety of public services.

The Financially Strapped are among the least likely of the voter segments to indicate that they would be willing to raise taxes to support public services. Less than half were willing to raise new taxes to support any of the seven services surveyed.

The fire department was the public service that received the highest level of support and garnered support for a tax increase from just 43% of this segment.

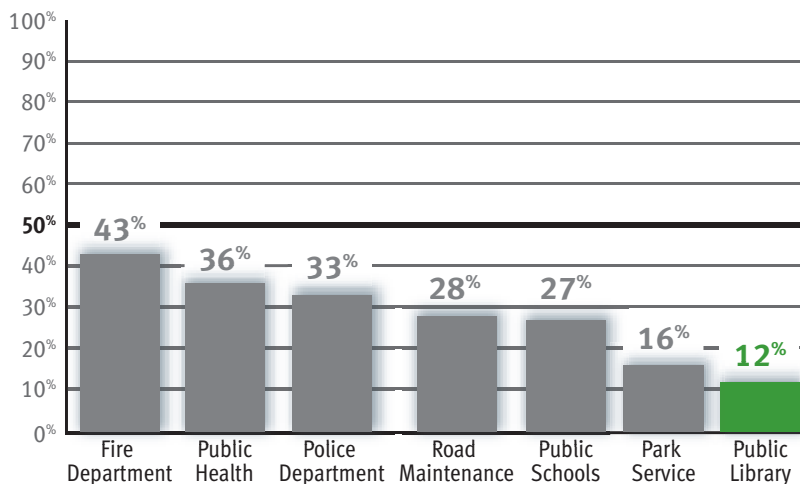
Even though the Financially Strapped are regular users of the public library, the public library receives the lowest level of funding support of any service from this segment. The public library ranked last with only 12% of the Financially Strapped voters agreeing they would be willing to pay more taxes to support the public library.



Even though the Financially Strapped are regular users of the public library, the public library receives the lowest level of funding support of any service.

Libraries rank last on the list of public services the Financially Strapped are willing to support *Financially Strapped segment*

For each service, please rate how much you agree with the phrase “I’d be willing to pay more in local taxes to better fund this service.” Please use a 10-point scale, where a 10 means you ‘Completely Agree’ and a 1 means you ‘Completely Disagree.’



Percentage of voting respondents with an agreement rating of 8, 9 or 10
Source: *From Awareness to Funding*, OCLC, 2008



4. Library support compared to library usage

The Financially Strapped segment represents 10.4% of all the library visits (Library Use Index = 98). This group visits the library at a frequency just under the average.

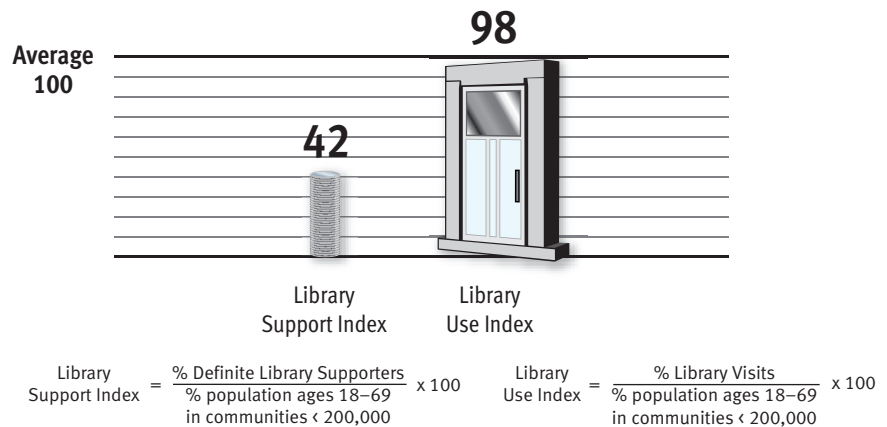
In contrast, the willingness of the Financially Strapped segment to vote favorably for a library referendum is well below average. They represent only 4.4% of respondents who said they would *definitely* vote in favor of a library referendum (Library Support Index = 42), the lowest rate for all market segments except Chronic Non Voters.

Despite average library usage compared to other segments, the Financially Strapped segment is the least likely to support the library at the ballot box

Financially Strapped segment

If there was a referendum, ballot initiative or bond measure for your local public library on the ballot, how do you think you would vote?

How many times have you visited your local public library in the past 12 months?



An index of 100 is average
Source: *From Awareness to Funding*, OCLC, 2008

Calculating a Library Use Index

A Library Use Index was calculated for each segment of the pyramid. The index is a measure of a segment's use of the library relative to the size of the segment.

$$\text{Library Use Index} = \frac{\% \text{ Library Visits}}{\% \text{ population ages 18-69 in communities } < 200,000} \times 100$$

For example:

- The Financially Strapped segment has a Library Use Index of 98.
- 10.4% of library visits are made by the Financially Strapped market segment.
- 10.6% of U.S. residents ages 18–69 are in the Financially Strapped market segment.
- Financially Strapped Library Use Index = (10.4% divided by 10.6%) X 100 = 98.

5. Attitudes toward libraries and funding

The attitudes most critical to defining the Financially Strapped segment are their attitudes toward money. This segment has a low income level in comparison to the total voting respondents. They struggle to make ends meet and believe they already pay enough in property taxes. As a result, they are the segment most likely to oppose tax increases.



The Financially Strapped live in communities characterized by financial concerns. Their communities are struggling financially and respondents in this segment believe that their communities have much bigger concerns than library funding, including unemployment, crime and safety.

The Financially Strapped generally believe that the public library already has sufficient funding. The Financially Strapped segment is more than twice as likely (53%) as the average for all voting respondents (23%) to believe the library should be able to operate on its current budget. This segment is not willing to increase taxes for library funding.

Attitudes toward libraries and funding

Financially Strapped segment

For each statement below, please rate your level of agreement on a scale from 1 to 10, where a 10 means 'Agree Strongly' and a 1 means 'Disagree Strongly.'

The Financially Strapped respondents feel they are unable to afford any tax increases

	Total Voting Respondents	Financially Strapped
I never seem to have enough money to make ends meet	36%	50%
I can't afford to pay more taxes	50%	74%
I feel like I pay too much in property taxes	41%	56%
I oppose tax increases across the board	35%	57%

The Financially Strapped respondents feel they are unable to afford any tax increases.

Percentage of voting respondents with an agreement rating of 8, 9 or 10
Source: *From Awareness to Funding*, OCLC, 2008

The Financially Strapped respondents are more likely to live in communities that are struggling financially

	Total Voting Respondents	Financially Strapped
People in my community can't afford to have their taxes raised	45%	55%
In recent years my community has really struggled economically	28%	39%
My community suffers from a high unemployment rate	25%	37%

Percentage of voting respondents with an agreement rating of 8, 9 or 10
Source: *From Awareness to Funding*, OCLC, 2008



Barriers to Support—Financially Strapped

The Financially Strapped respondents believe their communities have bigger concerns than library funding

	Total Voting Respondents	Financially Strapped
My community has much more important issues to worry about than funding the public library	13%	24%
My community suffers from crime and gang-related violence	18%	34%
I worry about safety at the public library since it's a public place that everyone has access to, including homeless people and criminals	15%	33%

Percentage of voting respondents with an agreement rating of 8, 9 or 10
Source: *From Awareness to Funding*, OCLC, 2008

The Financially Strapped respondents believe that the library already has sufficient funding.

The Financially Strapped respondents believe that the library already has sufficient funding

	Total Voting Respondents	Financially Strapped
I think the local government provides adequate funding for the public library	27%	57%
Between donations, fund-raising and government funding, I feel like the local public library is well-funded	30%	54%
The public library should be able to operate on its current budget with no increase	23%	53%
My local public library receives enough funding to keep up with the technology needs of the community	28%	51%

Percentage of voting respondents with an agreement rating of 8, 9 or 10
Source: *From Awareness to Funding*, OCLC, 2008

The Financially Strapped segment is strongly opposed to library tax increases

	Total Voting Respondents	Financially Strapped
I would not be willing to pay higher taxes in order to fund the local public library	23%	53%
I don't support tax increases that fund services I don't use or benefit from	26%	50%
I think raising taxes to fund the public library would be a waste of the public's money	16%	40%

Percentage of voting respondents with an agreement rating of 8, 9 or 10
Source: *From Awareness to Funding*, OCLC, 2008

Barriers to Support tier

Detached segment

The Detached segment of the Barriers to Support tier represents 16.0% of the total U.S. population ages 18–69. A relatively small number of *definite* supporters of library referenda, ballot initiatives or bond measures (12.4%) are from the Detached segment.

The most defining characteristic of this segment is its members' lack of involvement with their local public libraries and with their communities as a whole. The Detached segment is the least involved with their library of any voting segment. They use the library less than other segments and do not see its relevance to the community. As a result the Detached are unwilling to pay more in taxes to fund a service about which they are indifferent.

Although demographics were not a key construct in the definition of the library supporter segmentation, the Detached segment shows some demographic tendencies. The Detached segment tends to have higher household incomes than average, with 29% having an annual household income of \$100,000 or more, compared to 19% of the total voting respondents.

The Detached segment is the segment whose members are least likely to have a library card and are the least aware of what the library has to offer. They are more likely to have Internet access at home than other voting respondents and think that the information provided by the Internet is as good as that provided by the library. They see the library as outdated technologically and do not see the library as relevant to their families or their communities.

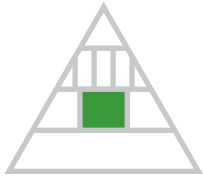
Not only are the Detached respondents uninvolved with their local libraries, they are uninvolved with their communities. They pay less attention than average to issues around local politics and the local economy, and are less-frequent consumers of local media. The Detached segment tends to believe that everyone in their communities has Internet access. They fail to recognize the library's role in providing equal access to technology for community residents.

With higher than average income, the Detached segment is better able to afford an increase in taxes to support public services than many other segments. But lack of connection to or interest in the library and their communities make them unlikely to support tax increases to fund the library.

A subset of the research findings is presented for the five profile dimensions.



The most defining characteristic of the Detached segment is its members' lack of involvement with their local public libraries and with their communities as a whole.



Barriers to Support—
Detached

1. Demographic profile

Only one demographic measure, household income, was noteworthy for the Detached segment. This group tends to have higher household incomes than other voting respondents (19%) surveyed with 29% earning more than \$100,000 annually.

Demographic profile

Detached segment

The Detached segment tends to have higher household incomes than other respondents.

	Total Voting Respondents	Detached
18–29	15%	11%
30–39	20%	21%
40–49	24%	22%
50–59	23%	22%
60–69	19%	24%
Female	50%	46%
Has at least one kid <18 years old	34%	29%
Less than \$20,000	18%	12%
\$20,000–\$29,999	12%	9%
\$30,000–\$39,999	16%	12%
\$40,000–\$49,999	12%	13%
\$50,000–\$59,999	8%	12%
\$60,000–\$74,999	11%	11%
\$75,000–\$99,999	12%	17%
\$100,000 or more	19%	29%
Demographic tendencies		
\$75,000–\$99,999	12%	17%
\$100,000 or more	19%	29%

Source: *From Awareness to Funding*, OCLC, 2008

2. Library usage

The Detached segment has the lowest frequency of library usage of all voting respondents, reporting an average of 3.7 visits annually, compared to an average of 13.2 for all voting segments.

The frequency of use for most library resources and services is also below average. The Detached segment does take advantage of access to best-seller and nonfiction reading materials and a third of its members regularly use the library to research hobbies and interests or use print reference materials.

Annual Library Visits

Detached

● 3.7

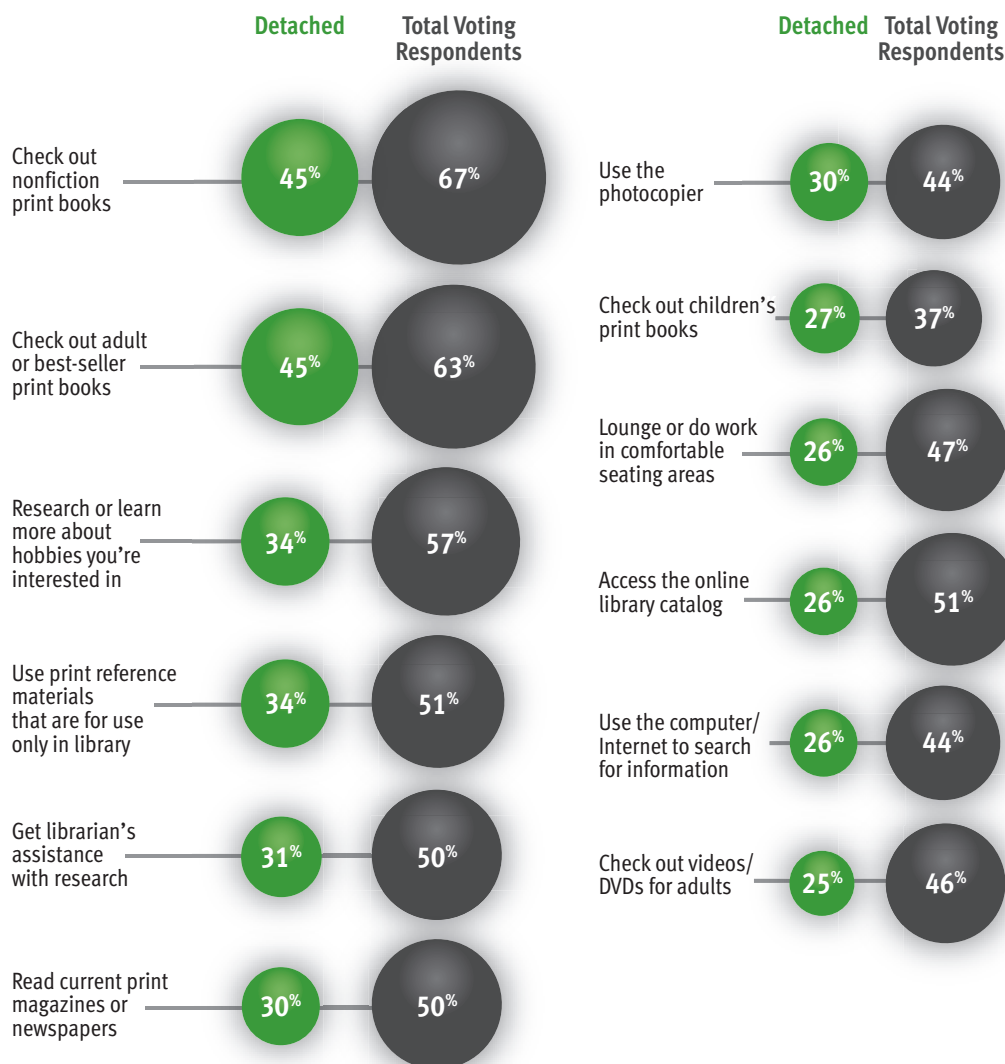
Total Voting Respondents

● 13.2

The Detached use library services less than other segments

Detached segment

Below is a list of activities and services offered by public libraries. Please indicate how frequently you do each one at your local public library.



The chart shows *once a month or more* responses only
Source: *From Awareness to Funding*, OCLC, 2008



3. Public service support

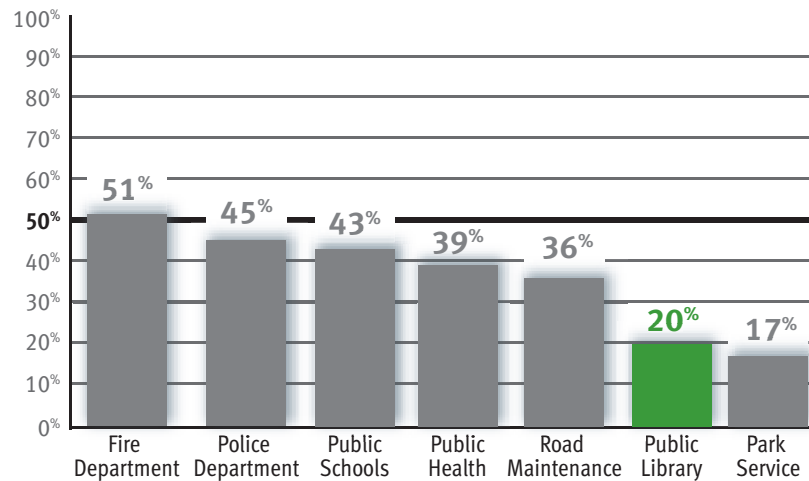
Members of the Detached segment are generally uninvolved with their local communities and are not inclined to vote for tax increases to fund local services. Only one public service, the fire department, has majority support from this segment. Fifty-one percent (51%) agree they would be willing to pay more taxes for the fire department. The police department (45%) and public schools (43%) rank second and third.

The public library ranks sixth of seven public services for financial support from the Detached segment, with only 20% of respondents willing to increase tax funding. Only the park service (17%) receives a lower level of support.

The park service is the only public service that gets less support from the Detached segment than the library

Detached segment

For each service, please rate how much you agree with the phrase “I’d be willing to pay more in local taxes to better fund this service.” Please use a 10-point scale, where a 10 means you ‘Completely Agree’ and a 1 means you ‘Completely Disagree.’



Percentage of voting respondents with an agreement rating of 8, 9 or 10
 Source: *From Awareness to Funding*, OCLC, 2008

4. Library support compared to library usage

The members of the Detached segment are lower than average financial supporters of the library and represent significantly lower than average frequency of library visits.

The Detached segment represents only 5.5% of annual library visits reported by all respondents. They visit the library less than four times a year. Their Library Use Index is just 34.

The Detached segment represents 12.4% of people *definitely* willing to vote in favor of a referendum, ballot initiative or bond measure, resulting in a less than average Library Support Index score of 77. The Detached segment is unlikely to support or use library services.

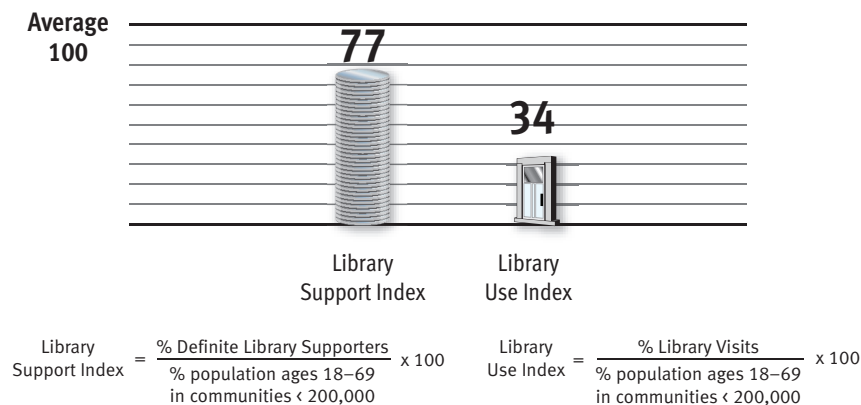


The Detached segment is less likely than average to support the library at the ballot box and rarely uses its services

Detached segment

If there was a referendum, ballot initiative or bond measure for your local public library on the ballot, how do you think you would vote?

How many times have you visited your local public library in the past 12 months?



An index of 100 is average
Source: *From Awareness to Funding*, OCLC, 2008



5. Attitudes toward libraries and funding

The Detached segment is most strongly differentiated from other market segments by a lack of involvement with the community in general and its public libraries in particular. The Detached are the least likely group to have a library card and are unaware of the services that the library has to offer. In contrast, the Detached are most likely to have Internet access at home. They believe the Internet is a source of information at least as good as the public library, which they consider to be outdated technologically.

The Detached are disconnected from their communities. They devote little time and energy to keeping up with the community's economic or political issues. They are less likely than other voters to read the local newspaper or watch the local news and do not see the importance of the role that the library plays in the community. They believe others in their communities have access to information through the Internet at home and don't consider that the library offers unique access to information resources.

Due to their lack of involvement with their library and their community, the Detached respondents are less likely than other segments to see a need to support tax increases for the library.

The Detached are the least likely group to have a library card and are unaware of the services that the library has to offer.

Attitudes toward libraries and funding

Detached segment

For each statement below, please rate your level of agreement on a scale from 1 to 10, where a 10 means 'Agree Strongly' and a 1 means 'Disagree Strongly.'

The Detached are the least likely segment to have a library card and to frequent the library

	Total Voting Respondents	Detached
Have a library card	77%	55%
I don't go to the library in my community often	36%	76%

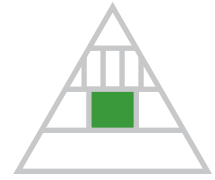
Percentage of voting respondents with an agreement rating of 8, 9 or 10
Source: *From Awareness to Funding*, OCLC, 2008

Who are the library's financial supporters?

The Detached admit they are not involved with the library and do not consider it relevant to them

	Total Voting Respondents	Detached
My library is not top of mind—I just don't think to go there	24%	60%
I don't pay much attention to what's going on at the library	24%	59%
It's been so long since I've been to the library that I'm not even sure what it has to offer anymore	19%	43%
The librarians at my local public library know me by name	24%	10%
I spend a lot of time in the library in my community	24%	8%

Percentage of voting respondents with an agreement rating of 8, 9 or 10
Source: *From Awareness to Funding*, OCLC, 2008



Barriers to Support—
Detached

The Detached segment is more likely than other segments to have Internet access at home.

The Detached segment is more likely than other voting respondents to have Internet access at home

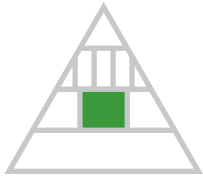
	Total Voting Respondents	Detached
Have Internet access at home	68%	78%
Have Internet access at work	27%	32%

Percentage of voting respondents with an agreement rating of 8, 9 or 10
Source: *From Awareness to Funding*, OCLC, 2008

The Detached think that everyone else has Internet access also and therefore do not recognize the library's role in providing equal access to all

	Total Voting Respondents	Detached
Almost everyone today has access to the Internet at home or work	42%	51%
A lot of people who use the library in my community don't have Internet access at home	44%	33%
The local public library provides essential resources that people couldn't otherwise afford	68%	53%
The local library levels the playing field by providing access to books, technology and special classes for everyone	49%	32%

Percentage of voting respondents with an agreement rating of 8, 9 or 10
Source: *From Awareness to Funding*, OCLC, 2008



Barriers to Support—
Detached

The Detached perceive the Internet as a good source of information, equal to or better than the public library

	Total Voting Respondents	Detached
It's easier to do research on the Internet using search engines like Google and Yahoo! than in the local library	37%	53%
All the information in the library I could just as easily get on the Internet	26%	43%
The information you can find yourself using search engines like Google or Yahoo! is every bit as good as the library	30%	43%
It's just easier to buy books from a bookstore/online bookstore than to borrow them from the library	15%	23%

Percentage of voting respondents with an agreement rating of 8, 9 or 10
Source: *From Awareness to Funding*, OCLC, 2008

The Detached do not believe the library is technologically relevant to them, their children or their community

	Total Voting Respondents	Detached
The public library has done a good job of keeping up with changing technology	60%	41%
The public library in my town is one of the best places to go to learn computer skills	26%	17%
The library is one of the first places I would go if I wanted to engage my child with computers and technology	30%	16%

Percentage of voting respondents with an agreement rating of 8, 9 or 10
Source: *From Awareness to Funding*, OCLC, 2008

The Detached do not believe the library is technologically relevant to them, their children or their community.

This segment is detached from the library, and also from the community

	Total Voting Respondents	Detached
Do you read the local newspaper on a regular basis?		
Yes	80%	69%
No	17%	27%
How often do you watch local news on TV?		
Every day	57%	47%
Do you access community information online on a regular basis?		
Yes	42%	29%
No	54%	65%
How interested are you in public policy/economics in your community?		
Very interested	32%	20%
How closely do you follow local politics?		
Very closely	31%	19%
Not too closely	18%	27%

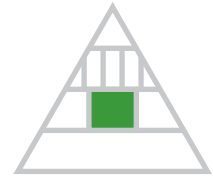
Source: *From Awareness to Funding*, OCLC, 2008

Who are the library's financial supporters?

The Detached are less inclined than others to see the importance of the role the library plays in the community

	Total Voting Respondents	Detached
Local support can make a big difference in the quality of the library	81%	70%
Having an excellent public library is a source of pride for a community	73%	55%
A top-notch public library is an important part of a good community	72%	55%
A reputable public library raises the status and image of a community	67%	49%
The public library stimulates growth and development in a community	63%	47%
I wish people in my community were more supportive of the library	48%	36%
Having a high-quality library helps raise property values in the community	45%	30%
You can measure the success of a community by the quality of the library	42%	28%

Percentage of voting respondents with an agreement rating of 8, 9 or 10
 Source: *From Awareness to Funding*, OCLC, 2008

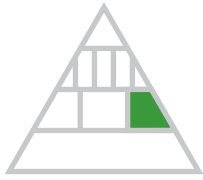


Barriers to Support—
Detached

The Detached are less likely than other voting respondents to support tax increases that fund the library

	Total Voting Respondents	Detached
I feel like there's a lot of waste in local government spending	58%	67%
I can't afford to pay more taxes	50%	61%
I support tax increases that will improve my community	37%	26%
I would not be willing to pay higher taxes in order to fund the local library	23%	32%
I would be willing to pay more in taxes that would fund a new building or branch for the local library	23%	14%
I would be willing to pay more in taxes that would fund operating costs for the local library, like building maintenance and staff salaries	24%	11%
I would be willing to pay more in taxes if it meant better funding for the library	24%	10%

Percentage of voting respondents with an agreement rating of 8, 9 or 10
 Source: *From Awareness to Funding*, OCLC, 2008



Barriers to Support—
The Web Wins

Barriers to Support tier

The Web Wins segment

The Web Wins segment of the Barriers to Support tier represents 7.4% of total survey respondents and 6.6% of all respondents who said they would *definitely* vote favorably for a library referendum, ballot initiative or bond measure.

The Web Wins segment is characterized by a heavy reliance on the Internet as its information source and a belief that the library provides little added value over the Internet. Although it is nice for the community to have a good public library, this segment does not consider it an essential public service and is therefore less likely than average to vote for an increase in taxes to support library funding.

The Web Wins segment is demographically average across all survey respondents and shows no unique tendencies.

The Web Wins respondents are more likely than average to have an Internet connection at home and are more likely than other respondents to have high-speed Internet connections.

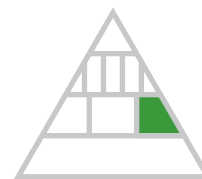
The Web Wins group believes that the information found on the Internet is as good as the information provided by the public library. They do not believe that research assistance from a librarian adds value. They visit the library six times annually, less than the average for all voting segments.

Trust in the power of the Internet and a lukewarm attitude toward the public library means that although they are more likely to support the public library financially than other segments on the Barriers to Support tier, The Web Wins respondents are still less likely than average to vote positively across all voters. In order to garner support from this segment, this segment would need to be convinced that the library is superior to the Web.

The Web Wins respondents are more likely than average to have an Internet connection at home and are the segment most likely to have high-speed Internet connections.

1. Demographic profile

The Web Wins segment is demographically average. There are no demographic tendencies that differentiate this segment.



Barriers to Support—
The Web Wins

Demographic profile

The Web Wins segment

	Total Voting Respondents	The Web Wins
18–29	15%	11%
30–39	20%	22%
40–49	24%	23%
50–59	23%	25%
60–69	19%	19%
Female	50%	42%
Has at least one kid <18 years old	34%	35%
Less than \$20,000	18%	21%
\$20,000–\$29,999	12%	6%
\$30,000–\$39,999	16%	10%
\$40,000–\$49,999	12%	9%
\$50,000–\$59,999	8%	12%
\$60,000–\$74,999	11%	11%
\$75,000–\$99,999	12%	18%
\$100,000 or more	19%	23%

Source: *From Awareness to Funding*, OCLC, 2008

2. Library usage

The Web Wins respondents are infrequent users of the public library. They report only 6.2 annual visits, representing only 4.2% of all annual visits for survey respondents.

Not surprisingly, they also report less than average usage of library services. Top services used are a mix of professional and recreational activities. Using the library for study, to do homework or to do research for work were the only services this group used more than other voting respondents.

Annual Library Visits

The Web Wins

6.2

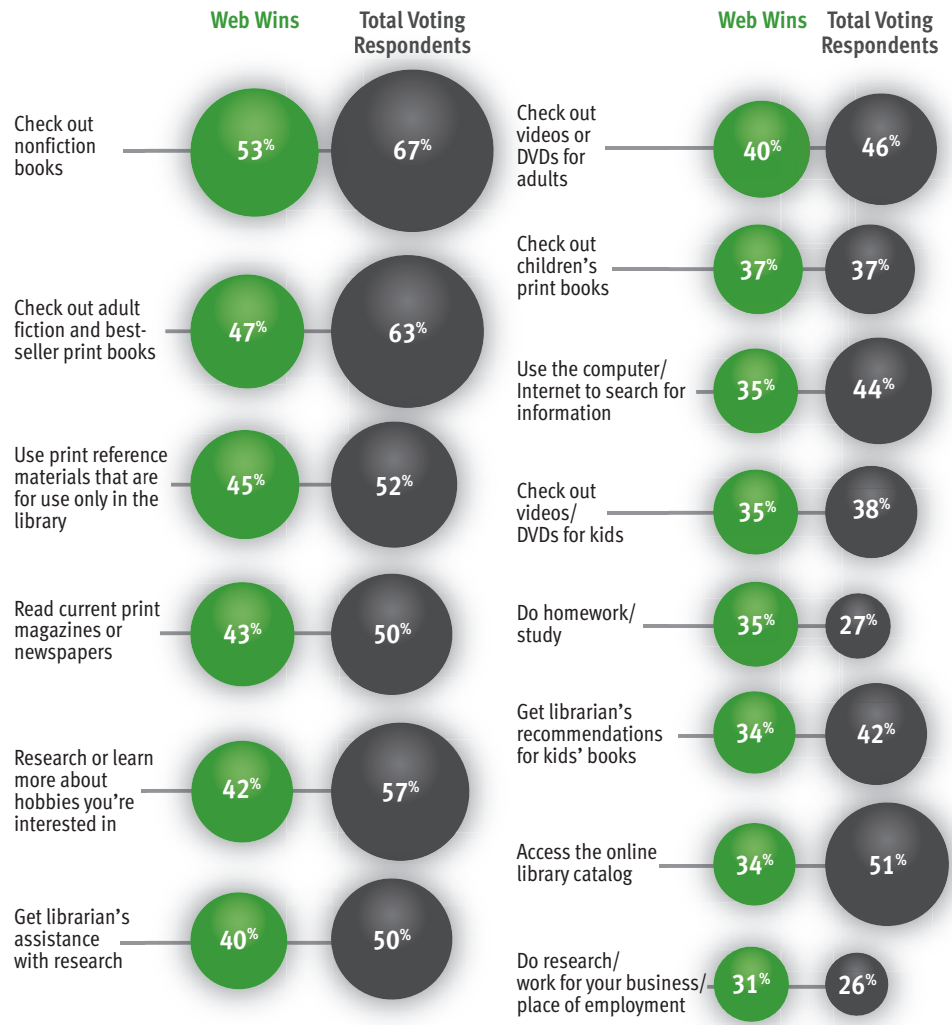
Total Voting Respondents

13.2

The Web Wins respondents are infrequent users of the library and its services

The Web Wins segment

Below is a list of activities and services offered by public libraries. Please indicate how frequently you do each one at your local public library.



The chart shows *once a month or more* responses only
Source: *From Awareness to Funding*, OCLC, 2008

3. Public service support

Similar to the other segments on the Barriers to Support tier, The Web Wins segment is relatively unwilling to support an increase in taxes to fund the public library. The Web Wins segment is also reluctant to increase taxes for other local services. Less than half of its members are willing to raise taxes to support any of the seven local services surveyed.



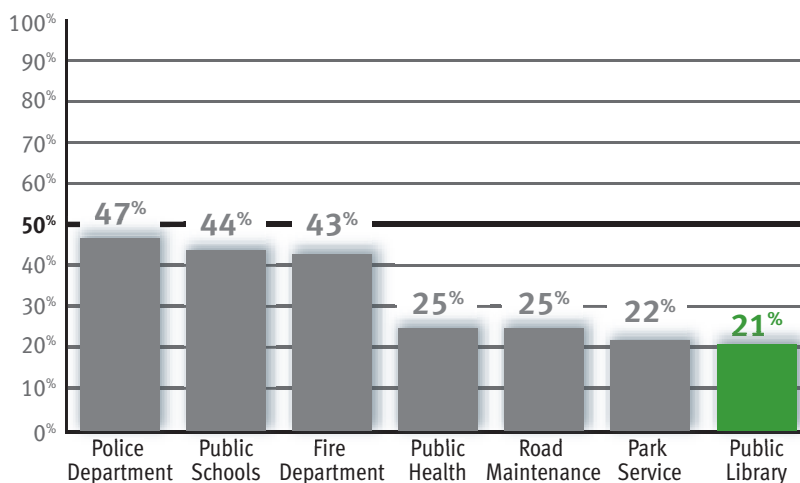
The police department receives the most support from this group, with 47% of respondents showing a willingness to increase taxes for police services. Public schools rank second with 44% and the fire service ranks third at 43%. There is a large drop in support for the remaining services, all securing just 25% or less support for increased tax funding.

The public library ranked last across all services with 21% of The Web Wins respondents willing to increase their taxes for public libraries.

The library is the public service least likely to receive funding support from The Web Wins segment

The Web Wins segment

For each service, please rate how much you agree with the phrase “I’d be willing to pay more in local taxes to better fund this service.” Please use a 10-point scale, where a 10 means you ‘Completely Agree’ and a 1 means you ‘Completely Disagree.’



Percentage of voting respondents with an agreement rating of 8, 9 or 10
Source: *From Awareness to Funding*, OCLC, 2008



4. Library support compared to library usage

The Web Wins segment represents just 4.2% of all annual library visits.

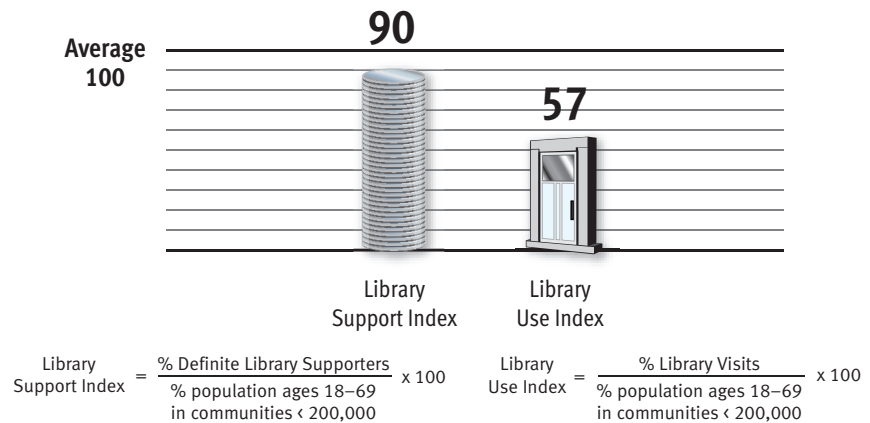
Despite the infrequent use, this group is more likely to raise taxes for library funding than the other segments on the Barriers to Support tier. The percentage of respondents *definitely* willing to vote in support of a library referendum who are represented in The Web Wins segment is 6.6%. Definite support is still less than average, with a Library Support Index of 90.

The Web Wins respondents show below-average support for funding the library and are infrequent library users

The Web Wins segment

If there was a referendum, ballot initiative or bond measure for your local public library on the ballot, how do you think you would vote?

How many times have you visited your local public library in the past 12 months?



An index of 100 is average
Source: *From Awareness to Funding*, OCLC, 2008

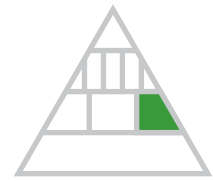
5. Attitudes toward libraries and funding

The Web Wins segment is characterized by the juxtaposition of the respondents' attitudes to the public library and the Internet. Its members typically have Internet access at home and are the segment with the highest percentage of high-speed Internet connections.

The Web Wins respondents do not see value in the library for their own personal needs, as they believe the information on the Internet is sufficient. They believe it is easier to conduct research on the Internet than at the public library and do not think the librarian adds value to the research process.

The Web Wins respondents are not uninvolved with their communities but simply believe that the library is less relevant with the advent of the Internet and the ready availability of books online and at bookstores. They feel that television programming now provided for children has made the library less important to the current generation.

The Web Wins respondents are not opposed to the idea of the public library but do not consider it as an essential service for their communities. They are less willing than average for total voting respondents to raise taxes to fund the library.



Barriers to Support—
The Web Wins

The Web Wins respondents do not see a value in the library for their own personal needs, as they believe the information on the Internet is sufficient.

Attitudes toward libraries and funding

The Web Wins segment

For each statement below, please rate your level of agreement on a scale from 1 to 10, where a 10 means 'Agree Strongly' and a 1 means 'Disagree Strongly.'

The Web Wins respondents have Internet access at home and the fastest connection

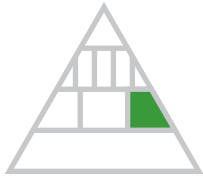
	Total Voting Respondents	The Web Wins
Have Internet access at home	69%	73%
Of those with home Internet access, % with cable modem access	38%	49%

Percentage of voting respondents with an agreement rating of 8, 9 or 10
Source: *From Awareness to Funding*, OCLC, 2008

The Web Wins segment believes the information on the Internet is as good as information available at the library

	Total Voting Respondents	The Web Wins
All the information in the library I could just as easily get on the Internet	26%	63%
The information you can find yourself using search engines like Google and Yahoo! is every bit as good as the information you can get by doing a library search	30%	61%
It's easier to do research on the Internet using search engines like Google and Yahoo! than in the local public library	37%	69%

Percentage of voting respondents with an agreement rating of 8, 9 or 10
Source: *From Awareness to Funding*, OCLC, 2008



Barriers to Support—
The Web Wins

The Web Wins respondents do not believe that the librarian adds value over conducting independent research online

The public librarian:	Total Voting Respondents	The Web Wins
Can research topics better than you can do alone on the Internet	44%	24%
Recommends Web sites and other electronic information sources that you never would have thought of otherwise	39%	24%
Is able to access information through technology in ways that ordinary people can't	44%	31%

Percentage of voting respondents with an agreement rating of 8, 9 or 10
Source: *From Awareness to Funding*, OCLC, 2008

The Web Wins segment considers the library a 'nice to have' for the community but not an essential public service

	Total Voting Respondents	The Web Wins
My community has much more important issues to worry about than funding the public library	13%	26%
Whether or not the local public library is good or bad has very little impact on the community	11%	24%
Since the advent of the Internet, the public library has become obsolete	11%	27%
A public library is nice to have in the community, but not necessary	11%	23%
People in my community don't use the library enough to justify spending additional money on it	14%	27%
It's just easier to buy books from a bookstore/online bookstore than to borrow them from the local public library	15%	30%
With all the great programming on public TV and the many activities children enjoy, libraries just aren't as important in kids' lives as they once were	24%	45%

Percentage of voting respondents with an agreement rating of 8, 9 or 10
Source: *From Awareness to Funding*, OCLC, 2008

The Web Wins respondents do not believe that the librarian adds value over conducting independent research online.

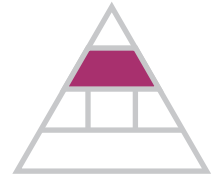
Based on trust of the Internet and attitudes toward the library, The Web Wins segment is less willing than others to raise taxes for library support

	Total Voting Respondents	The Web Wins
I would be willing to pay more in taxes that would fund operating costs of the local public library, like building maintenance and staff salaries	24%	12%
I would be willing to pay more in taxes if it meant better funding for the local public library	24%	10%
I would be willing to pay more in taxes that would fund a new building or branch for the local public library	23%	5%
I support tax increases that will improve my community	37%	15%

Percentage of voting respondents with an agreement rating of 8, 9 or 10
Source: *From Awareness to Funding*, OCLC, 2008

Probable Supporters tier

The Probable Supporters tier of the Library Supporter Segmentation Pyramid represents 32.3% of all survey respondents and approximately 44% of voting respondents. In local elections, Probable Supporters represent a slightly higher percentage (45%) of the voter turnout.

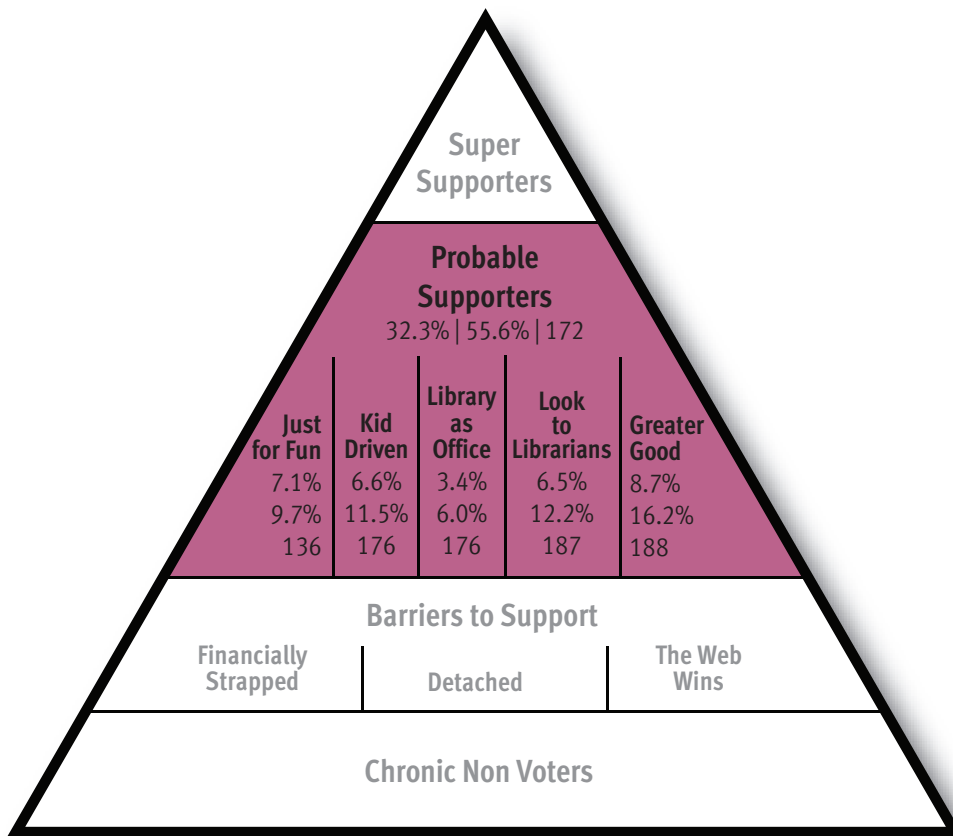


Probable Supporters

This tier represents a large number of voters and the largest percentage of *definite* library funding supporters. Fifty-six percent (55.7%) of all respondents who said they would *definitely* vote yes in support of a library referendum, ballot initiative or bond measure belong to the Probable Supporters tier.

Library Supporter Segmentation Pyramid

Probable Supporters



% Population ages 18–69 in communities < 200,000 | Definite Library Supporters | Library Support Index

$$\text{Library Support Index} = \frac{\% \text{ Definite Library Supporters}}{\% \text{ population ages 18–69 in communities < 200,000}} \times 100$$

Source: *From Awareness to Funding*, OCLC, 2008



Probable Supporters have a strong appreciation for the library. Probable Supporters appreciate the library's contribution to the 'greater good.'

The Probable Supporters' favorable perceptions of the library distinguish them from voters in the Barriers to Support tier. Voters in this tier see the library as an important asset to the community and are willing to increase taxes to fund it.

While a large number of Probable Supporters are open to the idea of increasing taxes in support of libraries, not all are firmly committed in their support. Understanding the attitudes and perceptions within this tier of voters is critical to increasing commitment for library funding initiatives. The segmentation analysis identified five distinct market segments within the Probable Supporter tier:

- **Just for Fun**
The Just for Fun segment represents 7.1% of survey respondents and 9.7% of all *definite* library supporters.
- **Kid Driven**
The Kid Driven segment represents 6.6% of respondents but almost double the percentage (11.5%) of respondents who would *definitely* vote in favor of a library referendum.
- **Library as Office**
The Library as Office segment is the smallest segment at just 3.4% of respondents. Six percent (6.0%) of *definite* library supporters are in this segment.
- **Look to Librarians**
The Look to Librarians segment represents 6.5% of survey respondents and 12.2% of all *definite* library supporters.
- **Greater Good**
The largest segment of the Probable Supporters tier is the Greater Good, representing 8.7% of all survey respondents. It represents 16.2% of residents who would *definitely* vote in favor of increased library funding.

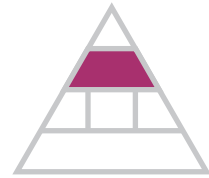
Before reviewing the segments of the Probable Supporters tier, it is helpful to review a number of characteristics that are common across respondents in all five segments. These overarching attitudes and beliefs about libraries are more likely to be held by Probable Supporters voters than by the general voting population surveyed. Supporting survey findings are presented and contrasted with the attitudes held by the total voting respondent base.

Probable Supporters' attitudes toward libraries and funding

Probable Supporters have a strong appreciation for the library. Probable Supporters appreciate the library's contribution to the 'greater good.' They believe that the library is a community resource for everyone, including members of the community not otherwise able to afford to purchase equivalent resources and services.

Who are the library's financial supporters?

Probable Supporters recognize that for many, the library is the only place where certain resources, like access to computers or the Internet, can be obtained.



Probable Supporters

Probable Supporters appreciate the library's contribution to the 'greater good'

Probable Supporters

For each statement below, please rate your level of agreement on a scale from 1 to 10, where a 10 means 'Agree Strongly' and a 1 means 'Disagree Strongly.'

	Total Voting Respondents	Probable Supporters
The local public library provides resources that some people couldn't otherwise afford	68%	79%
The local public library levels the playing field by providing access to books, technology and special classes for everyone	49%	60%
It's important in today's world that everyone has equal access to books and technology	83%	90%
For some people, the library is the only place to access computers or the Internet	79%	86%

Percentage of voting respondents with an agreement rating of 8, 9 or 10
Source: *From Awareness to Funding*, OCLC, 2008

Probable Supporters recognize that the research and information provided by the library is superior to the information available on the Web and that not everything is currently available on the Internet. The library provides more than search engines can provide.

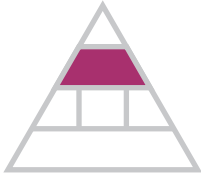
Probable Supporters believe that the research and information the library provides are superior to the Web

Probable Supporters

For each statement below, please rate your level of agreement on a scale from 1 to 10, where a 10 means 'Agree Strongly' and a 1 means 'Disagree Strongly.'

	Total Voting Respondents	Probable Supporters
All the information in the library I could just as easily get on the Internet	26%	14%
It's easier to do research on the Internet using search engines like Google and Yahoo! than in the local public library	37%	23%
The information you can find yourself using search engines like Google and Yahoo! is every bit as good as the information you can get by doing a library search	30%	21%

Percentage of voting respondents with an agreement rating of 8, 9 or 10
Source: *From Awareness to Funding*, OCLC, 2008



Probable Supporters believe the library plays an important role in children's education. They view the library as an excellent resource for children that helps prepare young children for school and they believe that children who regularly go to the public library do better in school than those who do not.

Probable Supporters believe the library is a key partner in a child's education

Probable Supporters

Probable Supporters see the library as an important asset to the community.

For each statement below, please rate your level of agreement on a scale from 1 to 10, where a 10 means 'Agree Strongly' and a 1 means 'Disagree Strongly.'

	Total Voting Respondents	Probable Supporters
Children who go regularly to the public library are better readers in the long run	71%	85%
The library is an excellent resource for kids to get help with their homework	71%	82%
Children who go regularly to the public library do better in school	65%	75%
The public library does an excellent job of helping prepare children for school	53%	65%

Percentage of voting respondents with an agreement rating of 8, 9 or 10
Source: *From Awareness to Funding*, OCLC, 2008

Probable Supporters see the library as an asset to the community. A significant number of Probable Supporters believe that a top-notch library is an important part of the community and believe that a reputable library raises the status and image of the community.

Probable Supporters feel the library is an important asset to the community

Probable Supporters

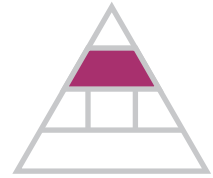
For each statement below, please rate your level of agreement on a scale from 1 to 10, where a 10 means 'Agree Strongly' and a 1 means 'Disagree Strongly.'

	Total Voting Respondents	Probable Supporters
A top-notch library is an important part of a good community	72%	87%
If the library in my community were to shut down, something essential and important would be lost, affecting the whole community	71%	87%
Having an excellent public library is a source of pride for a community	73%	85%
A reputable public library raises the status and image of a community	67%	81%

Percentage of voting respondents with an agreement rating of 8, 9 or 10
Source: *From Awareness to Funding*, OCLC, 2008

Who are the library's financial supporters?

Critically important, all segments of Probable Supporters are open to increasing taxes to fund public libraries. Just 12% of Probable Supporters are not willing to pay higher taxes to fund their local public libraries. An even smaller number, 5%, feel that raising taxes to fund the public library is a waste of the public funds. A majority of all Probable Supporters feel that libraries do not have sufficient operating funds.



Probable Supporters

Probable Supporters are not opposed to raising their taxes in order to fund the public library

Probable Supporters

For each statement below, please rate your level of agreement on a scale from 1 to 10, where a 10 means 'Agree Strongly' and a 1 means 'Disagree Strongly.'

	Total Voting Respondents	Probable Supporters
I would not be willing to pay higher taxes in order to fund the local public library	23%	12%
I think raising taxes to fund the public library would be a waste of the public's money	16%	5%
The public library should be able to operate on its current budget without an increase	23%	12%

Percentage of voting respondents with an agreement rating of 8, 9 or 10
Source: *From Awareness to Funding*, OCLC, 2008

The Probable Supporters represent a significant slice of the U.S. voting population. Their overall favorable view of libraries represents an important opportunity for increased library funding support. While this tier of respondents shares many common views, analysis of five distinct segments within this group provides important information that can be used to more effectively target and mobilize Probable Supporters.



The Just for Fun respondents see the library as a place to relax, hang out and socialize.

They represent nearly a quarter of all library visits.

Probable Supporters tier

Just for Fun segment

The Just for Fun segment of the Probable Supporters tier represents 7.1% of all survey respondents and 9.7% of respondents who say they would *definitely* vote favorably for a library referendum, ballot initiative or bond measure.

The Just for Fun respondents are the heaviest users of the library, reporting an average of 36 visits per year. They have above-average usage of a large variety of library resources and services, but are particularly heavy users of recreational activities and services.

While the Just for Fun voters are the heaviest users of the library, they are the least likely of all Probable Supporters to vote in favor of an increase in library funding.

The Just for Fun segment shows several unique demographic tendencies. Respondents tend to be single, from low-income households and are less well-educated than the average for all voting respondents. They often do not have children and skew toward being blue-collar and nonwhite.

The Just for Fun respondents are responsible for 23.9% of all library visits reported by all respondents. They are avid readers who check out books and read magazines and newspapers. They also check out videos and DVDs and are heavy users of the computer and Internet at the library, because they are less likely than other segments to have access at home.

They see the library as a place to relax, hang out and socialize with others and recognize the library's role as a community gathering place. However, they are not as emotionally connected to the library as other segments on the Probable Supporters tier and are less likely to support it financially.

1. Demographic profile

The Just for Fun segment shows several demographic tendencies. Just for Fun respondents tend to be single, from low-income households and are less well-educated than the average voting respondents. They are less likely to have children and skew toward blue-collar workers and nonwhite ethnicity.



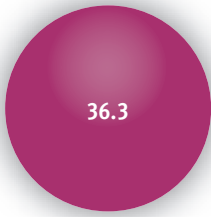
Demographic profile *Just for Fun segment*

	Total Voting Respondents	Just For Fun
18–29	15%	15%
30–39	20%	23%
40–49	24%	9%
50–59	23%	27%
60–69	19%	26%
Female	50%	56%
Has at least one kid <18 years old	34%	7%
Less than \$20,000	18%	36%
\$20,000–\$29,999	12%	16%
\$30,000–\$39,999	16%	13%
\$40,000–\$49,999	12%	5%
\$50,000–\$59,999	8%	7%
\$60,000–\$74,999	11%	8%
\$75,000–\$99,999	12%	7%
\$100,000 or more	19%	16%
Demographic tendencies		
Less than \$20,000	18%	36%
\$20,000–\$29,999	12%	16%
Single/never married	22%	36%
White-collar/professional	40%	28%
Blue-collar	46%	54%
Not currently employed, not retired	14%	18%
Completed some high school/high school graduate	27%	39%
Completed some college/college degree	60%	50%
Completed some postgraduate	4%	4%
Master/doctorate/professional degree	9%	8%
White/non-Hispanic	76%	65%
Black	7%	2%
Hispanic	6%	6%
Asian	5%	0%
Other	6%	26%

Source: *From Awareness to Funding*, OCLC, 2008

Annual Library Visits

Just for Fun



Total Voting Respondents



2. Library usage

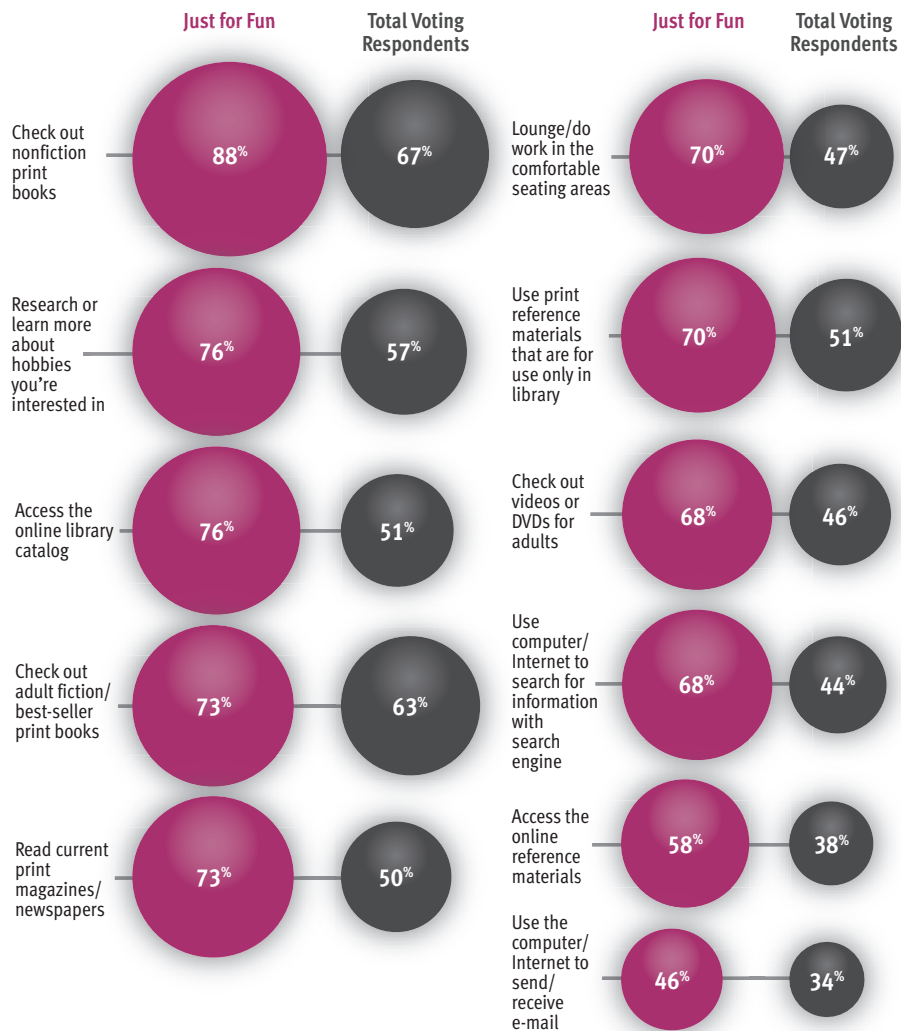
The Just for Fun respondents use the library more than any other segment, reporting an average of 36 visits a year. They use the library for a range of recreational activities, all with greater frequency than average.

Just for Fun respondents are avid readers of fiction and nonfiction, magazines and newspapers. They check out DVDs and videos and use the library to research and learn more about their hobbies. They are frequent users of the computer and Internet for e-mail and online research and like to relax in the library's comfortable seating areas.

Just for Fun respondents use the library more than any other segment

Just for Fun segment

Below is a list of activities and services offered by public libraries. Please indicate how frequently you do each one at your local public library.



The chart shows *once a month or more* responses only
 Source: *From Awareness to Funding*, OCLC, 2008

3. Public service support

The Just for Fun segment shows a greater willingness to increase taxes than segments on the Barriers to Support tier. Lower than average income does not keep its members from showing support across the seven public services surveyed.

Public services related to safety receive the greatest support from this segment with the police department (52%) and fire department (50%) ranked first and second respectively.

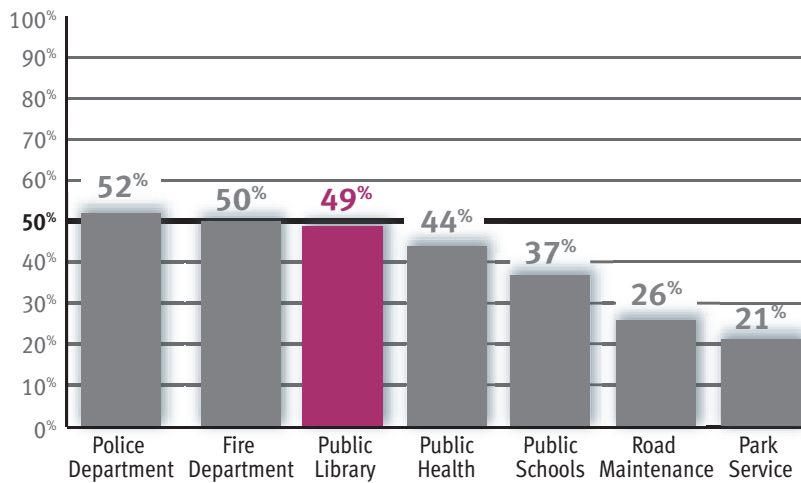
Although the level of support to fund the public library is below 50%, the public library ranks third, close to the level of support for police and fire department funding.



The public library ranks in third place, after fire and police

Just for Fun segment

For each service, please rate how much you agree with the phrase “I’d be willing to pay more in local taxes to better fund this service.” Please use a 10-point scale, where a 10 means you ‘Completely Agree’ and a 1 means you ‘Completely Disagree.’



Percentage of voting respondents with an agreement rating of 8, 9 or 10
Source: *From Awareness to Funding*, OCLC, 2008



4. Library support compared to library usage

The Just for Fun segment represents almost a quarter of all library visits (23.9%).

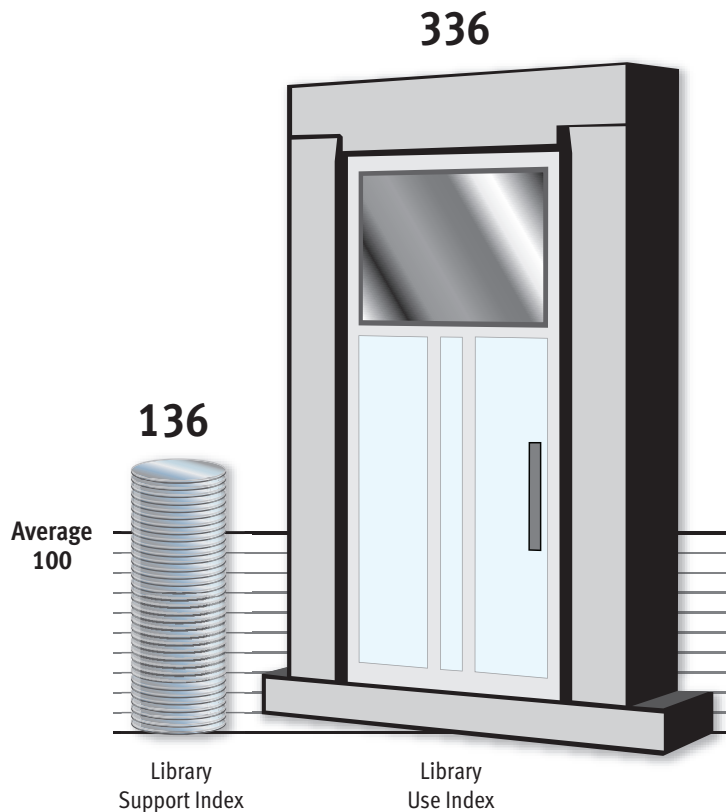
Their frequent use of the library does not directly translate into a high willingness to fund the library. Just for Fun respondents represent just 9.7% of respondents who say they would *definitely* vote in favor of a library funding measure. This puts them at a higher than average level of funding support (Library Support Index = 136) but with the lowest financial commitment to the library of any segment of the Probable Supporters tier.

Just for Fun respondents are the heaviest users but the least likely of the Probable Supporters to *definitely* vote to fund the library

Just for Fun segment

If there was a referendum, ballot initiative or bond measure for your local public library on the ballot, how do you think you would vote?

How many times have you visited your local public library in the past 12 months?



$$\text{Library Support Index} = \frac{\% \text{ Definite Library Supporters}}{\% \text{ population ages 18-69 in communities } < 200,000} \times 100$$

$$\text{Library Use Index} = \frac{\% \text{ Library Visits}}{\% \text{ population ages 18-69 in communities } < 200,000} \times 100$$

An index of 100 is average

Source: *From Awareness to Funding*, OCLC, 2008

5. Attitudes toward libraries and funding

The Just for Fun segment sees the library as a place for having fun and lots of it.

The Just for Fun segment has a greater awareness of what is available at the local public library than average for all voters. In particular, its members see the library's Internet access as a big draw and they love to read. They have the same positive associations with the library that are common across all Probable Supporters segments but have less of an emotional connection than other segments on this tier. Compared to other Probable Supporters, Just for Fun respondents are less likely to see the library as a place that helps them improve intellectually, creatively or personally.

The library is a place to hang out and socialize, and Just for Fun respondents value the library's role as a community gathering place and social hub.

Compared to other segments in the Probable Supporters tier, Just for Fun respondents are less likely to be committed to increased library funding, but are more likely than the voter average.



The Just for Fun segment sees the library as a place for having fun and lots of it.

Attitudes toward libraries and funding

Just for Fun segment

For each statement below, please rate your level of agreement on a scale from 1 to 10, where a 10 means 'Agree Strongly' and a 1 means 'Disagree Strongly.'

Just for Fun respondents frequently initiate visits to the library

	Total Voting Respondents	Just for Fun
I don't go to the library in my community very often	36%	4%
My public library is not top of mind—I just don't think to go there	24%	1%
How likely are you to initiate a trip to the library?	53%	79%
How likely is your spouse/significant other to initiate a trip to the library?	32%	42%
How likely is your child/children to initiate a trip to the library?	55%	72%

Percentage of voting respondents with an agreement rating of 8, 9 or 10
Source: *From Awareness to Funding*, OCLC, 2008



Just for Fun respondents know what resources the public library has to offer

	Total Voting Respondents	Just for Fun
Compared to most people, I know a lot about what my local public library has to offer	27%	50%
I spend a lot of time in the public library in my community	24%	51%
I don't pay much attention to what's going on at the library	24%	9%
It's been so long since I've been to the library that I'm not even sure what it has to offer anymore	19%	1%
Know that library has:		
Print magazines/newspapers	87%	98%
Music CDs to check out	65%	88%
Community meeting rooms	59%	88%
Online library catalog	70%	89%
Library Web site	68%	84%
Special events such as author readings	49%	71%
Computer/Internet/technology training programs	36%	57%
Ability to play games on the computer/Internet	38%	56%
Wi-Fi Internet access	27%	50%
Literacy training programs	33%	46%
Coffee/snack shop	16%	34%

Percentage of voting respondents with an agreement rating of 8, 9 or 10
Source: *From Awareness to Funding*, OCLC, 2008

The Just for Fun segment has a greater awareness of what is available at the local public library than average for all voters. In particular, they see the library's Internet access as a big draw and love to read.

The library's Internet access is a big draw for Just for Fun respondents, who are less likely to have access elsewhere

	Total Voting Respondents	Just for Fun
Have Internet access at home or work	69%	58%
Have Internet access at school	9%	7%
Have Internet access at library	43%	66%
Accesses Internet to read Web sites/blogs once every 2–3 weeks or more	69%	81%

Percentage of voting respondents with an agreement rating of 8, 9 or 10
Source: *From Awareness to Funding*, OCLC, 2008

Just for Fun respondents are avid readers

	Total Voting Respondents	Just for Fun
I consider myself an avid reader	52%	66%
People would consider me kind of a bookworm	34%	49%
Average number of books read per month	4.6	7.2

Percentage of voting respondents with an agreement rating of 8, 9 or 10
Source: *From Awareness to Funding*, OCLC, 2008

Who are the library's financial supporters?

Just for Fun respondents value the library as a place to hang out and socialize

	Total Voting Respondents	Just for Fun
The public library should be a place for communities to gather together	45%	63%
The public library is a social hub in my community where people frequently get together	18%	29%
The public library is a welcoming place to hang out and spend time	43%	57%
The public library is a place for people in the community to gather and socialize	35%	52%

Percentage of voting respondents with an agreement rating of 8, 9 or 10
Source: *From Awareness to Funding*, OCLC, 2008



The library is seen as a place to participate in fun activities, relax, use the Wi-Fi or visit the café

The public library:	Total Voting Respondents	Just for Fun
Offers a wide variety of activities and entertainment	37%	54%
Offers activities and entertainment you can't find anywhere else in the community	34%	43%
Offers comfortable seating areas for lounging and reading books	57%	72%
Offers the most popular books and best-sellers	56%	71%
Provides Wi-Fi Internet access	36%	52%
Has a café inside the library	13%	31%

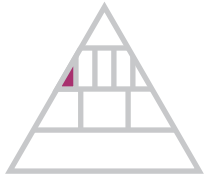
Percentage of voting respondents with an agreement rating of 8, 9 or 10
Source: *From Awareness to Funding*, OCLC, 2008

While the library is enjoyable, Just for Fun respondents don't feel as strong a personal connection as other Probable Supporters

The public library:	Total Voting Respond.	Probable Supporters	Just for Fun
Connects with people in a real human way	53%	63%	45%
Makes you feel like part of a social group	35%	39%	22%

Percentage of voting respondents with an agreement rating of 8, 9 or 10
Source: *From Awareness to Funding*, OCLC, 2008

While the library is enjoyable, Just for Fun respondents don't feel as strong a personal connection as other Probable Supporters.



Probable Supporters—
Just for Fun

The library is seen less by Just for Fun respondents as a place to better themselves intellectually, creatively or personally

	Total Voting Respond.	Probable Supporters	Just for Fun
The public library:			
Enables you to become a more creative person	58%	67%	55%
Helps you become a better person	54%	65%	49%
Makes you feel like you're part of a group of people who are well-educated	51%	59%	48%
Encourages you to develop your own point of view	52%	61%	48%

Percentage of voting respondents with an agreement rating of 8, 9 or 10
Source: *From Awareness to Funding*, OCLC, 2008

Just for Fun respondents have a tendency to be uninvolved in the community

Just for Fun respondents are the least likely Probable Supporters to definitely vote yes for a library referendum.

	Total Voting Respondents	Just for Fun
I have a lot of friends in my community	36%	20%
I am very involved with the public schools in my community	18%	4%
People would consider me somewhat influential in the town where I live	16%	1%
I am involved in learning about and discussing issues or decisions that affect my city/town	20%	8%

Percentage of voting respondents with an agreement rating of 8, 9 or 10
Source: *From Awareness to Funding*, OCLC, 2008

Just for Fun respondents make a point of voting in local elections and their voting habits tend to be liberal

	Total Voting Respondents	Just for Fun
Almost certain to vote in elections that involve local issues	48%	59%
Voted for Kerry/Edwards in 2004 U.S. presidential election	43%	53%
Describe themselves as Democrat	36%	47%
Consider themselves liberal	28%	40%

Percentage of voting respondents with an agreement rating of 8, 9 or 10
Source: *From Awareness to Funding*, OCLC, 2008

However, Just for Fun respondents are the least likely Probable Supporters to definitely vote yes for a library referendum

	Total Voting Respondents	Just for Fun
Would <i>definitely</i> vote in favor of library referendum if it were on the ballot	37%	37%

Percentage of voting respondents with an agreement rating of 8, 9 or 10
Source: *From Awareness to Funding*, OCLC, 2008

Probable Supporters tier

Kid Driven segment

The Kid Driven segment represents 6.6% of all survey respondents. Although it is a relatively small segment, its members account for 11.5% of all *definite* voting support for the library.

As the name indicates, this group is most likely to have at least one child in the household. Kid Driven respondents visit the library more than average with 19 visits reported annually. They are typically accompanied by at least one child. They regularly check out materials for children and participate in the children's programming. Kid Driven respondents are willing to support the library financially because of the role it plays in educating and inspiring their children to be the best that they can be.

The majority of the people in the Kid Driven segment have at least one child under 18 and are more likely to be women.

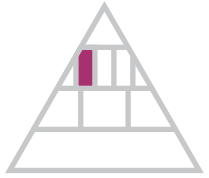
Kid Driven voters visit the library more than average and their children often initiate the trips. Child-oriented activities are what draw this group to the library, including checking out books and videos for children, attending story time and other children's programs. The parents are not leaving empty-handed, however, as they also check out books and videos for themselves.

The Kid Driven segment sees the library as a valuable resource for children of all ages and also values the role of the librarian. Kid Driven respondents think librarians are proactive and helpful and really understand how to engage children with books and technology. They are emotionally connected to the library and believe that it offers an exciting and stimulating experience that can inspire them and their children.

The Kid Driven voters' emotional connection to the library and their recognition of its importance to their children and the community is the underlying driver for their willingness to support the library financially. Forty-eight percent (48%) claim that they would *definitely* vote yes in a library referendum, ballot initiative or bond measure. Kid Driven voters are average supporters within the segments of the Probable Supporters tier.



Kid Driven voters visit the library more than average and children often initiate the trips. Child-oriented activities are what draw this group to the library, including checking out books and videos for children.



Probable Supporters—
Kid Driven

1. Demographic profile

The majority of the Kid Driven segment have at least one child under 18 and are more likely to be women. Members of this group are also more likely to be white, non-Hispanic and in their thirties.

Demographic profile

Kid Driven segment

	Total Voting Respondents	Kid Driven
18–29	15%	8%
30–39	20%	34%
40–49	24%	29%
50–59	23%	13%
60–69	19%	15%
Female	50%	64%
Has at least one kid <18 years old	34%	73%
Less than \$20,000	18%	12%
\$20,000–\$29,999	12%	14%
\$30,000–\$39,999	16%	13%
\$40,000–\$49,999	12%	15%
\$50,000–\$59,999	8%	12%
\$60,000–\$74,999	11%	16%
\$75,000–\$99,999	12%	11%
\$100,000 or more	19%	14%
Demographic tendencies		
Female	50%	64%
Has at least one kid <18 years old	34%	73%
30–39	20%	34%
% White/non-Hispanic	76%	87%

Source: *From Awareness to Funding*, OCLC, 2008

2. Library usage

Kid Driven voters visit the library more often than average, reporting 19 visits annually. This segment has the highest usage of programs for children, such as story time, and checks out children's print books, videos and DVDs more than other segments. The Kid Driven parents do not leave the library empty-handed. They frequently check out books and movies for themselves.

Annual Library Visits

Kid Driven

19.0

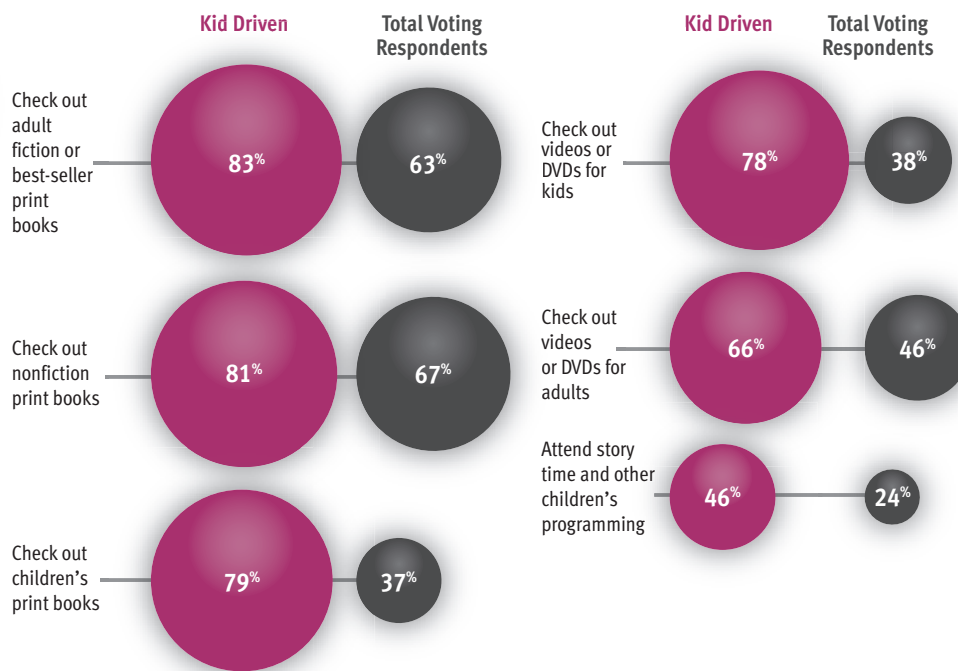
Total Voting Respondents

13.2

Kid Driven respondents are the most likely segment to check things out for children and use materials for adults as well

Kid Driven segment

Below is a list of activities and services offered by public libraries. Please indicate how frequently you do each one at your local public library.



The chart shows *once a month or more* responses only
 Source: *From Awareness to Funding*, OCLC, 2008



3. Public service support

The Kid Driven segment shows a strong level of support for a number of public services. More than half the voters in this segment are willing to increase their taxes for four of the seven services: public schools, fire department, police department and the public library.

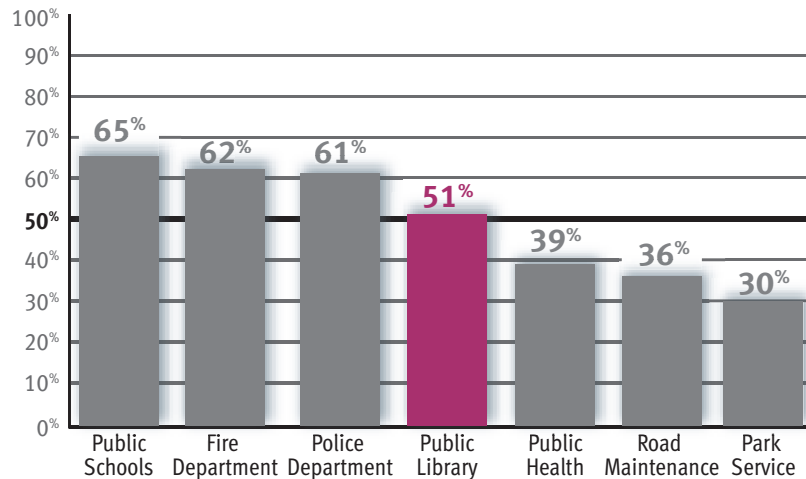
Given the role that children play in the lives of this segment, it is not surprising that public schools receive the highest level of support with 65% of voters agreeing they would be willing to increase their taxes. Safety is also important to this group, with fire and police receiving support from 62% and 61% of voters respectively.

The Kid Driven segment places the library fourth with 51% of respondents willing to increase their taxes for libraries.

The public library falls in the middle of the public services Kid Driven voters are willing to support

Kid Driven segment

For each service, please rate how much you agree with the phrase “I’d be willing to pay more in local taxes to better fund this service.” Please use a 10-point scale, where a 10 means you ‘Completely Agree’ and a 1 means you ‘Completely Disagree.’



Percentage of voting respondents with an agreement rating of 8, 9 or 10
Source: *From Awareness to Funding*, OCLC, 2008

4. Library support compared to library usage

The Kid Driven segment is the only segment of the pyramid where usage and funding support are parallel. Kid Driven respondents are responsible for 11.6% of all library visits. And the Kid Driven segment represents 11.5% of respondents who said they would *definitely* vote in favor of a library funding measure.



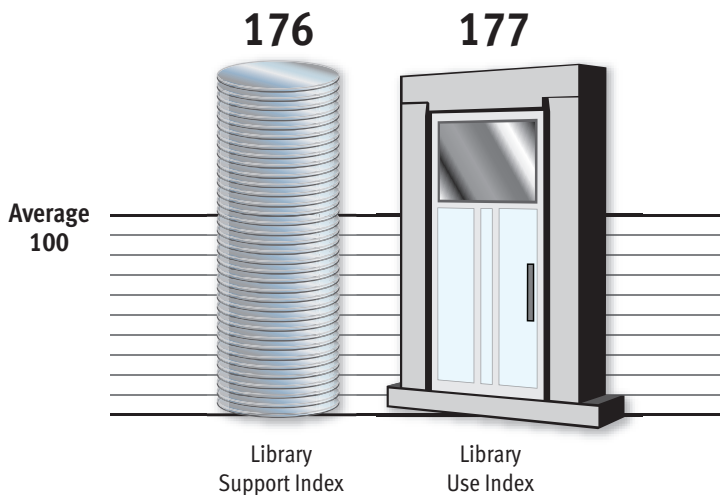
Kid Driven support for library funding is on par for the Probable Supporters tier.

For the Probable Supporters tier, the Kid Driven respondents are on par as users and supporters of the library

Kid Driven segment

If there was a referendum, ballot initiative or bond measure for your local public library on the ballot, how do you think you would vote?

How many times have you visited your local public library in the past 12 months?



$$\text{Library Support Index} = \frac{\% \text{ Definite Library Supporters}}{\% \text{ population ages 18-69 in communities } < 200,000} \times 100$$

$$\text{Library Use Index} = \frac{\% \text{ Library Visits}}{\% \text{ population ages 18-69 in communities } < 200,000} \times 100$$

An index of 100 is average
Source: *From Awareness to Funding*, OCLC, 2008



5. Attitudes toward libraries and funding

The attitudes of the Kid Driven segment toward their libraries and their communities are influenced by the important role that children play in their lives.

The Kid Driven segment believes that the library is a great resource for children of all ages. Its members value the role the library plays in inspiring a love of learning in young children, preparing children for school and providing a great resource for homework help.

The Kid Driven voters place a lot of value on the role of the librarian. They believe that librarians understand the needs of children and are proactive and helpful in supporting library patrons.

The Kid Driven voters also see the public library as a community social center. They value the library both for its traditional offerings and the access to technology it provides for the community as a whole. They believe the library is organized and up-to-date.

The Kid Driven voters are emotionally connected to the library, seeing it as offering an exciting and diverse experience that inspires them and helped shape their identity. They hope the library will do the same for their children.

The Kid Driven voters place a lot of value on the role of the librarian. They believe that librarians understand the needs of children and are proactive and helpful in supporting library patrons.

Attitudes toward libraries and funding

Kid Driven segment

For each statement below, please rate your level of agreement on a scale from 1 to 10, where a 10 means 'Agree Strongly' and a 1 means 'Disagree Strongly.'

The Kid Driven voters who visit the library are usually accompanied by at least one child who often initiates the trip

	Total Voting Respondents	Kid Driven
Library visits accompanied by at least one child	28%	73%
How likely are you to initiate a trip to the library	53%	76%
How likely is your child/children to initiate a trip to the library	55%	69%

Percentage of voting respondents with an agreement rating of 8, 9 or 10
Source: *From Awareness to Funding*, OCLC, 2008

Who are the library's financial supporters?

Kid Driven respondents believe the library is a great resource for children of all ages

The public library:	Total Voting Respondents	Kid Driven
Inspires a love of learning in young children	59%	76%
Offers excellent classes and special events for children	47%	60%
Is a place for moms and dads to bond with their kids	46%	62%
Prepares young children for school	50%	61%
Is a great resource for teens	56%	66%
Offers an excellent resource for students to get help with homework	60%	70%
Is committed to lifelong learning	63%	74%

Percentage of voting respondents with an agreement rating of 8, 9 or 10
Source: *From Awareness to Funding*, OCLC, 2008



Kid Driven respondents believe the library is a great resource for children of all ages.

Kid Driven respondents strongly believe librarians understand the needs of children

The public librarian:	Total Voting Respondents	Kid Driven
Really understands how to engage kids with computers and technology	42%	51%
Knows better than anyone else what music and movies kids would love	33%	42%
Knows better than anyone else what books children would love	47%	62%

Percentage of voting respondents with an agreement rating of 8, 9 or 10
Source: *From Awareness to Funding*, OCLC, 2008

Kid Driven respondents are more likely to believe librarians are proactive and helpful

The public librarian:	Total Voting Respondents	Kid Driven
Is proactive in helping patrons	56%	70%
Takes the time to coach people in how to use the public library	52%	67%
Is always available to answer questions	59%	79%
Always helps you find the information and materials you need	59%	68%
Is friendly and approachable	67%	76%

Percentage of voting respondents with an agreement rating of 8, 9 or 10
Source: *From Awareness to Funding*, OCLC, 2008

The public library is seen as a community social center

The public library:	Total Voting Respondents	Kid Driven
Is a place for people in the community to gather and socialize	35%	44%
Offers a wide variety of activities and entertainment	37%	50%
Offers activities you can't find anywhere else in the community	34%	47%
Is a welcoming place to hang out and spend time	43%	57%

Percentage of voting respondents with an agreement rating of 8, 9 or 10
Source: *From Awareness to Funding*, OCLC, 2008



Kid Driven respondents value the library's traditional offerings and the access to technology it provides

The public library:	Total Voting Respondents	Kid Driven
Is able to draw the community together around knowledge	43%	56%
Is a place of serious thought and education	56%	69%
Offers a comfortable seating area for lounging around and reading books	57%	72%
Provides access to a wide variety of music and movies	36%	53%
Provides access to the latest releases of music and movies	33%	42%
Offers free access to computers and the Internet for everyone	68%	82%
Provides all the resources needed to do work, like a copier, fax machine, Internet access	62%	74%
Has enough computers and online services for all those who want to use them	44%	56%
Offers access to computer programs	51%	62%

Percentage of voting respondents with an agreement rating of 8, 9 or 10
Source: *From Awareness to Funding*, OCLC, 2008

Kid Driven respondents consider the library as organized and up-to-date

Kid Driven respondents value the library's traditional offerings and the access to technology it provides.

The public library:	Total Voting Respondents	Kid Driven
Is organized in a way where you can find exactly what you're looking for	62%	73%
Provides the most up-to-date and recent information available	55%	67%
Has the right staff to meet the needs of the community	57%	66%
Provides access to books you can't find anywhere else	53%	67%

Percentage of voting respondents with an agreement rating of 8, 9 or 10
Source: *From Awareness to Funding*, OCLC, 2008

The library offers a unique, exciting and diverse experience that inspires them and helped shape their identity

The public library:	Total Voting Respond.	Probable Supporters	Kid Driven
Is dramatic and exciting	26%	29%	39%
Allows you to immerse yourself in a different culture	55%	60%	69%
Is creative and innovative	45%	53%	61%
Helps create who you are	40%	46%	56%
Is inspirational	41%	50%	59%

Percentage of voting respondents with an agreement rating of 8, 9 or 10
Source: *From Awareness to Funding*, OCLC, 2008

Probable Supporters tier

Library as Office segment

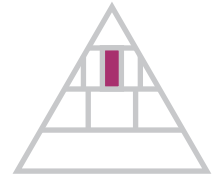
Library as Office is the smallest segment on the Library Supporter Segmentation Pyramid and represents just 3.4% of all survey respondents. This group represents 6.0% of all *definite* voting support for the library.

As the name implies, the library is an extension of the workplace for this segment. Its members are more likely than any other segment to be business owners and they take advantage of the library's technology and other resources to conduct work. The library fulfills a practical function and is more about knowledge than a personal connection for the Library as Office segment.

Library as Office respondents are more likely than other segments to be male, age 40 to 49 and have children. They are the segment most likely to be employed, either full-time or part-time, or own their own business.

Because their local libraries provide them all the things they need to do work, like computer, Internet access, photocopier, fax machine and a relaxing atmosphere, the Library as Office voters spend their time at the library conducting business and business research. They see the librarian as a key resource when conducting research but they are computer-savvy and able to do their own Internet research. In fact, Library as Office respondents are more likely than other segments to use the Internet at the library. For this group, the library is not about an emotional connection or a life-changing experience, but about practical knowledge and access to resources.

Library as Office respondents tend to operate, or work for, companies based in the towns where they live. They are involved in and informed about local matters. They recognize that a good library is a reflection on the community and are willing to raise taxes to support it. Half would *definitely* vote positively for a library referendum.



Probable Supporters—
Library as Office

The library fulfills a practical function and is more about knowledge than a personal connection for the Library as Office segment.



1. Demographic profile

Library as Office respondents have demographic tendencies. They tend toward being male, age 40–49 and have children. They are more likely than other segments to be employed and are the segment most likely to own their own business.

Library as Office respondents are more likely than other segments to operate businesses or work in the same towns where they live. They have a tendency to live in smaller, rural towns across the Midwest.

Demographic profile

Library as Office segment

Library as Office respondents are more likely than other segments to operate businesses or work in the same towns where they live.

	Total Voting Respondents	Library as Office
18–29	15%	9%
30–39	20%	14%
40–49	24%	39%
50–59	23%	27%
60–69	19%	11%
Female	50%	40%
Has at least one kid <18 years old	34%	47%
Less than \$20,000	18%	24%
\$20,000–\$29,999	12%	4%
\$30,000–\$39,999	16%	18%
\$40,000–\$49,999	12%	6%
\$50,000–\$59,999	8%	7%
\$60,000–\$74,999	11%	8%
\$75,000–\$99,999	12%	17%
\$100,000 or more	19%	17%
Demographic tendencies		
40–49	24%	39%
Male	50%	60%
Employed full-time or part-time	63%	88%
Business owner	8%	34%
Business or workplace located in the same town or city you live in	54%	78%
% Live in city/town with fewer than 10,000 people	22%	36%
% From the Midwest/North Central Region	31%	48%
% Describe city/town as rural	32%	41%

Source: *From Awareness to Funding*, OCLC, 2008

2. Library usage

The Library as Office segment visits the library less than the Just for Fun or Kid Driven segments but still visits more than average with 18 visits annually.

The library is a place of work for this group and the Library as Office segment primarily uses the business-related resources and services. This segment is most likely to use the computer and Internet at the library for e-mail and online research. Library as Office voters do a large amount of business research, in addition to research for personal investing and they appreciate the research assistance the library provides. The library also provides this group with resources for outside of work. They check out videos and DVDs for children and adults and ask the librarian for recommendations for books for their children.

Annual Library Visits

Library as Office

18.0

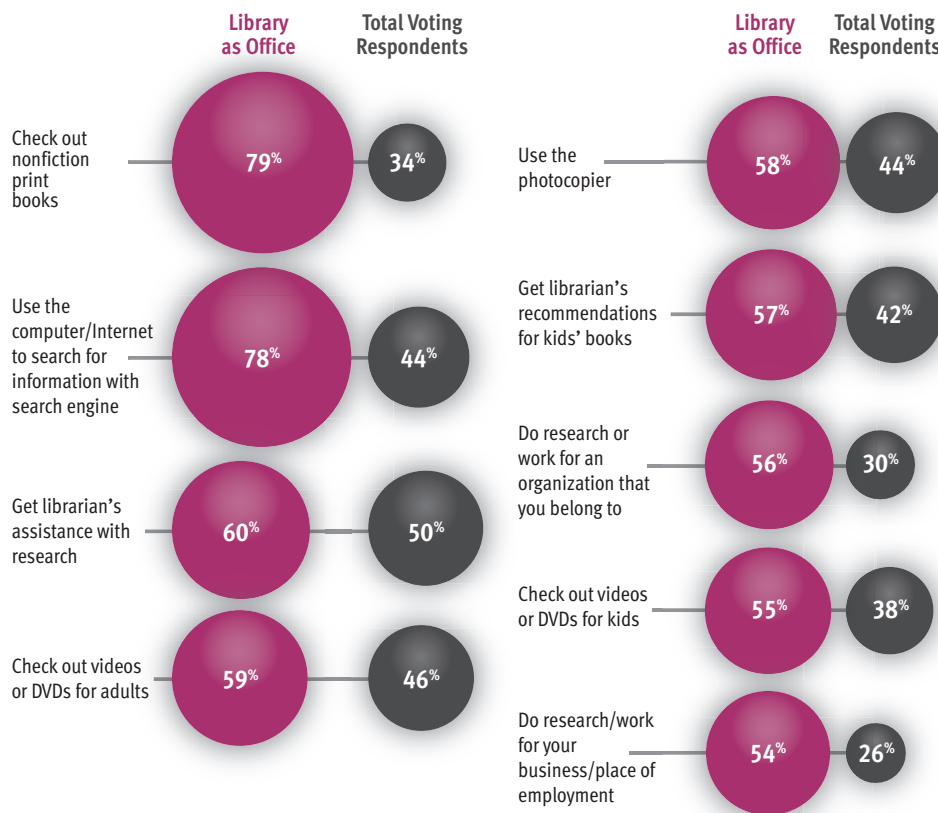
Total Voting Respondents

13.2

Library as Office respondents use the library to access the Internet and conduct research for their places of business

Library as Office segment

Below is a list of activities and services offered by public libraries. Please indicate how frequently you do each one at your local public library.



The chart shows *once a month or more* responses only
Source: *From Awareness to Funding*, OCLC, 2008



3. Public service support

The Library as Office segment is less willing to agree with an increase in taxes for the support of local services than other Probable Supporter segments. Not one of the seven services surveyed receives support from more than half of this segment.

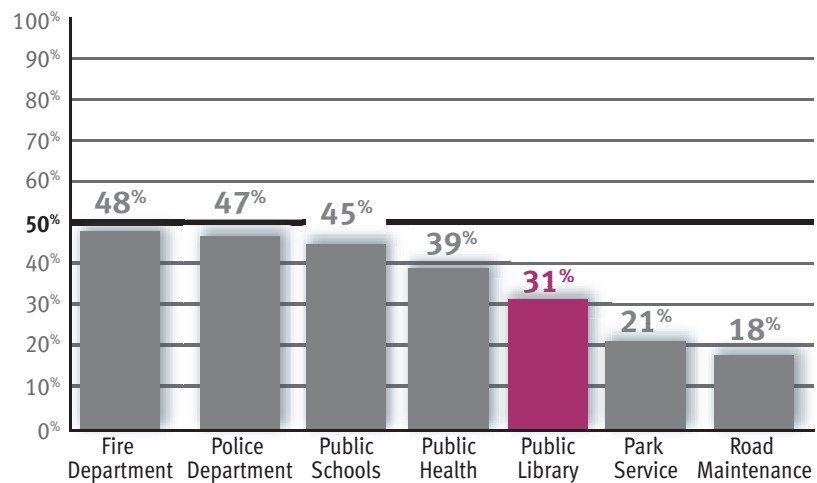
The fire department (48%) receives the most support from Library as Office voters and the police department is a close second (47%).

Although the library plays a practical and important role as an extension of the work environment for the Library as Office segment, the library ranks fifth with only 31% of the segment willing to increase taxes for the library.

Library as Office respondents prioritized other public services higher than the library

Library as Office segment

For each service, please rate how much you agree with the phrase “I’d be willing to pay more in local taxes to better fund this service.” Please use a 10-point scale, where a 10 means you ‘Completely Agree’ and a 1 means you ‘Completely Disagree.’

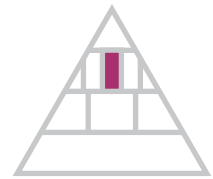


Percentage of voting respondents with an agreement rating of 8, 9 or 10
Source: *From Awareness to Funding*, OCLC, 2008

4. Library support compared to library usage

The Library as Office voters are responsible for 5.7% of all library visits for a Library Use Index of 167, slightly lower than other segments on the Probable Supporters tier, but above average overall.

The Library as Office segment represents 6.0% of all respondents who say they will *definitely* vote favorably in a library referendum (Library Support Index = 176).



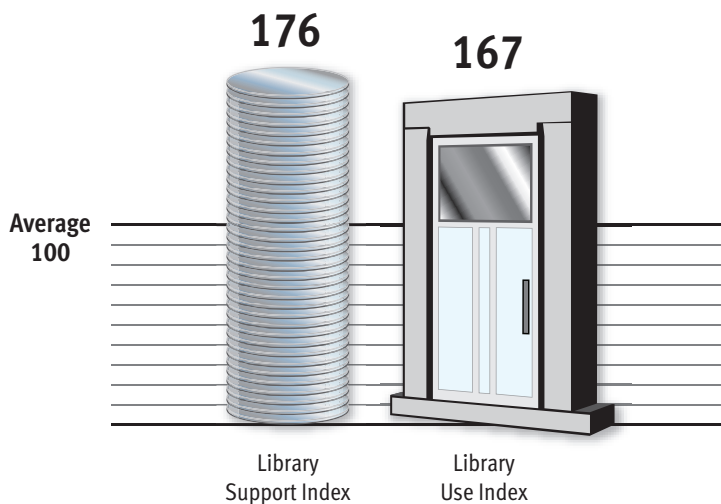
Probable Supporters—
Library as Office

Library as Office respondents visit the library less frequently but are above average for support within the Probable Supporters tier

Library as Office segment

If there was a referendum, ballot initiative or bond measure for your local public library on the ballot, how do you think you would vote?

How many times have you visited your local public library in the past 12 months?



$$\text{Library Support Index} = \frac{\% \text{ Definite Library Supporters}}{\% \text{ population ages 18-69 in communities } < 200,000} \times 100$$

$$\text{Library Use Index} = \frac{\% \text{ Library Visits}}{\% \text{ population ages 18-69 in communities } < 200,000} \times 100$$

An index of 100 is average
Source: *From Awareness to Funding*, OCLC, 2008



The Library as Office respondents are more involved in local civic matters than other segments and are willing to actively make their views known within the community.

5. Attitudes toward libraries and funding

The Library as Office voters visit the library more than average and they believe they know a lot about what the library has to offer. They believe that the library provides them with everything they need to work and they appreciate the business research resources in particular.

Library as Office voters are computer-savvy and self-sufficient Internet searchers. They are the segment most likely to use the computer and Internet access available at the library, partly because they are less likely to have access at home or at work and partly because they like the library atmosphere. The Library as Office voters feel that they always leave the library having learned something new. Their connection to the library is practical rather than emotional and their ideal library would offer services tailored to the business user.

The Library as Office respondents are more involved in local civic matters than other segments and are willing to actively make their views known within the community. About half of the Library as Office segment would *definitely* support a library referendum.

Attitudes toward libraries and funding

Library as Office segment

For each statement below, please rate your level of agreement on a scale from 1 to 10, where a 10 means 'Agree Strongly' and a 1 means 'Disagree Strongly.'

This segment visits the library more than average and believes it knows more than others what the library has to offer

	Total Voting Respondents	Library as Office
I go to the library in my community very often	34%	62%
I spend a lot of time in the public library in my community	24%	40%
Compared to most people, I know a lot about what my local public library has to offer	29%	46%
The librarians at my local public library know me by name	24%	35%

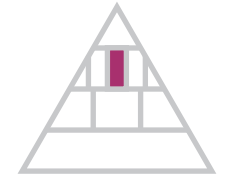
Percentage of voting respondents with an agreement rating of 8, 9 or 10
Source: *From Awareness to Funding*, OCLC, 2008

Who are the library's financial supporters?

Library as Office respondents believe the library provides them with all the resources they need to conduct work

The public library:	Total Voting Respondents	Library as Office
Offers free access to computers and the Internet for everyone	68%	82%
Provides all the resources needed to do work, like a copier, fax machine, Internet access, etc.	62%	72%
Provides an expert in technology	37%	47%
Has enough computers and online services for all those who want to use them	44%	53%

Percentage of voting respondents with an agreement rating of 8, 9 or 10
Source: *From Awareness to Funding*, OCLC, 2008



Probable Supporters—
Library as Office

Library as Office respondents believe the library provides them with all the resources they need to conduct work.

Library as Office respondents are computer-savvy and self-sufficient Internet searchers

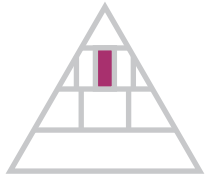
	Total Voting Respondents	Library as Office
I consider myself very computer-savvy	42%	51%
I know how to find exactly what I'm looking for on the Internet	52%	64%
I access the Internet to do research on topics of interest at least once a week	66%	89%

Percentage of voting respondents with an agreement rating of 8, 9 or 10
Source: *From Awareness to Funding*, OCLC, 2008

Library as Office respondents use the Internet at the library because they are less likely to have access at home and because they enjoy the atmosphere and learning new things

	Total Voting Respondents	Library as Office
Have Internet access at the library	43%	79%
Have Internet access at home or work	69%	60%
The library makes you feel safe and secure	49%	71%
The library really allows you to relax	53%	64%
The library provides an escape from your own world	58%	70%
You come away feeling like you really learned something	61%	80%
The library helps you be the first to know new things	42%	59%
The library is a source you trust	71%	91%

Percentage of voting respondents with an agreement rating of 8, 9 or 10
Source: *From Awareness to Funding*, OCLC, 2008



Probable Supporters—
Library as Office

For the Library as Office segment, the library is more about information and less about a personal connection

	Total Voting Respond.	Probable Supporters	Library as Office
Connects with people in a real human way	53%	63%	55%
Creates fond memories	55%	69%	59%

Percentage of voting respondents with an agreement rating of 8, 9 or 10
Source: *From Awareness to Funding*, OCLC, 2008

The ideal library for Library as Office respondents would be tailored to businesses

The ideal library:	Total Voting Respondents	Library as Office
A resource for small businesses: Provides all of the resources a small business would need, including free temporary office space, computers with Internet access, phone, copier, scanner and fax machine. It would also provide access to online databases like ABI/Inform as well as other business-related resources like books about finances, marketing, etc.	39%	50%
Resource for tax preparation: Provides tax forms, access to tax preparation resources and step-by-step guidance during tax season	49%	58%
Workforce training center: Provides instructor-led classes on entrepreneurship, presentation skills, computer skills, sales generation, financial planning, marketing and other business-related topics in order to improve the workplace skills and marketability of community members	44%	53%

Percentage of voting respondents with an agreement rating of 8, 9 or 10
Source: *From Awareness to Funding*, OCLC, 2008

The ideal library for Library as Office respondents would be tailored to businesses.

Library as Office are very informed about local civic matters, and are more likely than other respondents to be Friends of the Library

	Total Voting Respondents	Library as Office
Involvement in learning about and discussing issues or decisions that affect your city or town	20%	39%
Very or somewhat closely follow news about local politics in town	78%	91%
Very interested in public policy and economic decisions that take place in your community	32%	46%
Member of the Friends of the Library	9%	19%

Percentage of voting respondents with an agreement rating of 8, 9 or 10
Source: *From Awareness to Funding*, OCLC, 2008

Who are the library's financial supporters?

Library as Office respondents are vocal about their opinions and more likely than other segments to actively make their views heard

	Total Voting Respondents	Library as Office
Attended a public meeting on local affairs or a local political event in recent years	41%	66%
Contacted a local public official to express your views on an issue or problem	44%	64%
Wrote an article or letter to the editor for the local newspaper in recent years	20%	34%

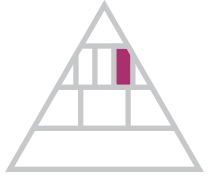
Percentage of voting respondents with an agreement rating of 8, 9 or 10
 Source: *From Awareness to Funding*, OCLC, 2008



About half would *definitely* support a library referendum

	Total Voting Respondents	Library as Office
Will <i>definitely</i> support a library referendum	37%	49%

Percentage of voting respondents with an agreement rating of 8, 9 or 10
 Source: *From Awareness to Funding*, OCLC, 2008



Probable Supporters—
Look to Librarians

Probable Supporters tier

Look to Librarians segment

The Look to Librarians segment represents 6.5% of respondents and 12.2% of respondents who said they would *definitely* vote favorably in a library referendum, ballot initiative or bond measure.

The Look to Librarians segment has a deep appreciation of the value of the librarian in providing services and research expertise. Its members also believe that the librarian is a passionate advocate for the library within the community. Look to Librarians voters give librarians the most favorable rating of any segment.

Look to Librarians respondents are more likely than other segments to be female (65%), Hispanic (20%) and have children (45%). They also show a tendency to be in the lower middle-income bracket and to be part-time college students.

Look to Librarians voters are avid readers who use the library almost twice the average for all voting respondents, with just under 25 visits a year. They have very positive associations with the library, recognizing the important role the library plays as a partner in children's education and in providing equal access to knowledge for residents of their communities.

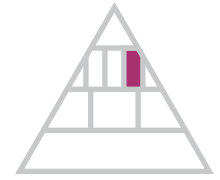
Look to Librarians voters have the foundation of a strong emotional relationship with the library and they see the library as a place where they can better themselves intellectually and feel like they belong. They also see the library as a place to escape from everyday life.

The Look to Librarians group is responsible for more than its fair share of library visitation and voter support. In fact, this is the only segment to rank public libraries as the number-one priority for an increase in taxes across all seven public services surveyed, outranking the police and fire departments and public schools. The Look to Librarians voters are open to increasing taxes for the library because they value it highly and use it frequently; 50% would *definitely* vote in favor of a library referendum.

Look to Librarians voters have the foundation of a strong emotional relationship with the library and they see the library as a place where they can better themselves intellectually and feel like they belong.

1. Demographic profile

The Look to Librarians segment trends toward female and Hispanic and having at least one child under the age of 18. The segment also tends to be in the lower middle-income bracket and more likely to include part-time students.



Probable Supporters—
Look to Librarians

Demographic profile *Look to Librarians segment*

	Total Voting Respondents	Look to Librarians
18–29	15%	20%
30–39	20%	19%
40–49	24%	26%
50–59	23%	21%
60–69	19%	15%
Female	50%	65%
Has at least one kid <18 years old	34%	45%
Less than \$20,000	18%	6%
\$20,000–\$29,999	12%	23%
\$30,000–\$39,999	16%	20%
\$40,000–\$49,999	12%	7%
\$50,000–\$59,999	8%	10%
\$60,000–\$74,999	11%	14%
\$75,000–\$99,999	12%	9%
\$100,000 or more	19%	22%
Demographic tendencies		
Female	50%	65%
Has at least one kid <18 years old	34%	45%
\$20,000–\$29,999	12%	23%
\$30,000–\$39,999	16%	20%
Hispanic	6%	20%
Part-time student	5%	17%
Not a student	87%	79%

Source: *From Awareness to Funding*, OCLC, 2008

Annual Library Visits

Look to Librarians



24.5

Total Voting Respondents



13.2

2. Library usage

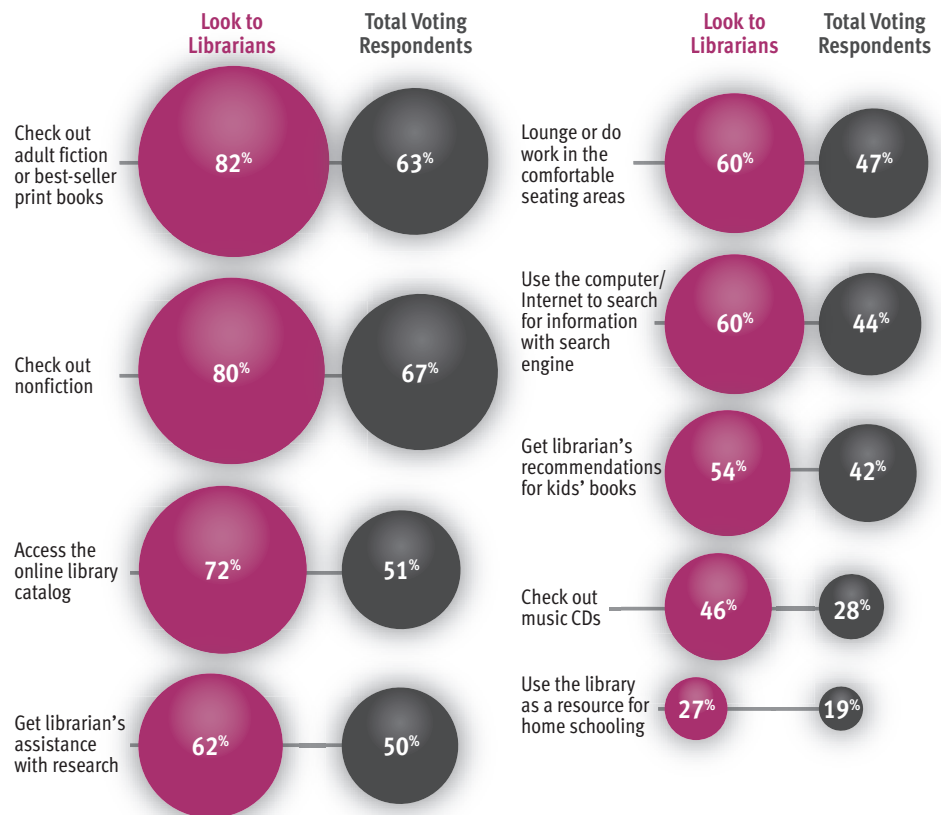
The Look to Librarians segment visits the library almost twice as much as the average for all voting respondents, reporting an average of 24.5 annual visits. Only the Just for Fun segment uses the library more than this group.

Look to Librarians voters use the library to check out books, both fiction and nonfiction. They are more likely than other segments to take advantage of the assistance of the librarian for research and for recommendations. They use the library as a resource for home schooling.

Look to Librarians respondents check out books and take advantage of the assistance provided by the librarian

Look to Librarians segment

Below is a list of activities and services offered by public libraries. Please indicate how frequently you do each one at your local public library.



The chart shows *once a month or more* responses only
Source: *From Awareness to Funding*, OCLC, 2008

3. Public service support

Look to Librarians voters are 'equal opportunity' supporters of tax increases and hold similar attitudes about increasing taxes for six of the seven public services surveyed. The Look to Librarians segment was the only segment to rank the library first for an increase in taxes. Fifty-five percent (55%) of Look to Librarians voters agreed with the statement "I'd be willing to pay more in local taxes to better fund this service."

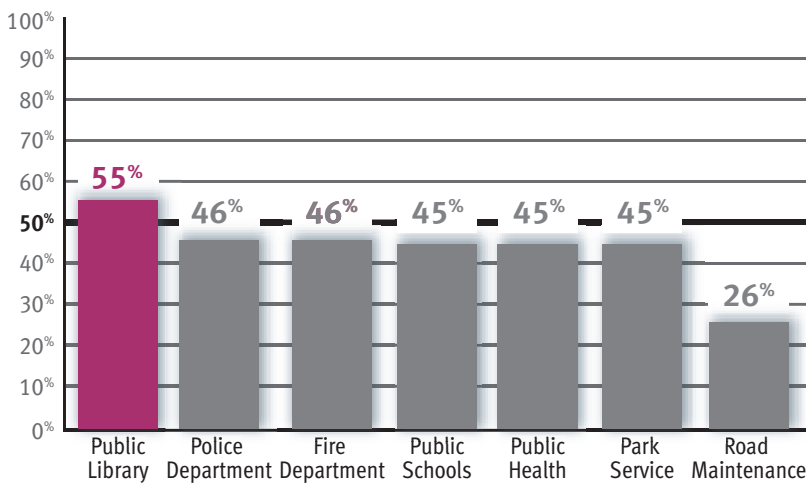


All other public services except road maintenance have about the same level of support for increased taxes with 46% for the fire department and police departments and 45% for public schools, public health and parks.

Look to Librarians respondents are the only segment to rank libraries first in comparison to other public services

Look to Librarians segment

For each service, please rate how much you agree with the phrase "I'd be willing to pay more in local taxes to better fund this service." Please use a 10-point scale, where a 10 means you 'Completely Agree' and a 1 means you 'Completely Disagree.'



Percentage of voting respondents with an agreement rating of 8, 9 or 10
Source: *From Awareness to Funding*, OCLC, 2008



4. Library support compared to library usage

The Look to Librarians respondents are frequent users of the library and represent 14.8% of all library visits, resulting in a Library Use Index of 227, which is almost twice the average.

The Look to Librarians segment has a high level of commitment to library funding support. More than 12% of people who said they would *definitely* vote in favor of a library referendum, ballot initiative or bond measure are Look to Librarians voters (Library Support Index = 187).

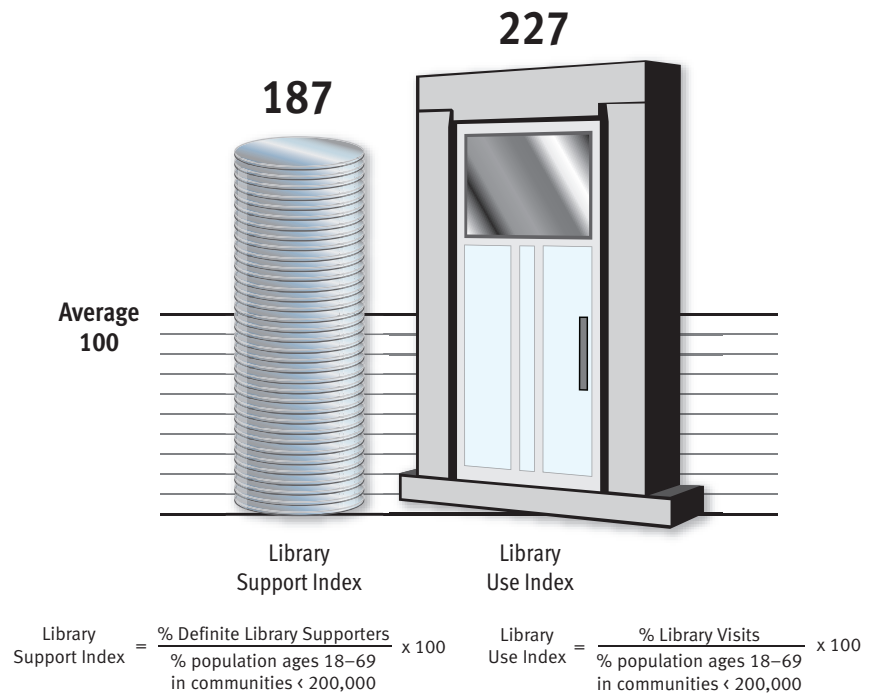
This segment prioritizes public library tax funding ahead of all other public services surveyed. Its members place significant value in the library and the librarian for their lives and for their communities.

Look to Librarians respondents were more than willing to support the library they use and value

Look to Librarians segment

If there was a referendum, ballot initiative or bond measure for your local public library on the ballot, how do you think you would vote?

How many times have you visited your local public library in the past 12 months?



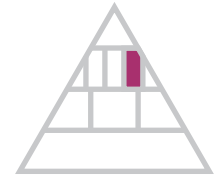
An index of 100 is average
Source: *From Awareness to Funding*, OCLC, 2008

5. Attitudes toward libraries and funding

The Look to Librarians voters are heavy users of the library and know what it has to offer. They are particularly appreciative of librarians and the role they play in providing knowledge, research expertise and support for the library in the community.

Look to Librarians voters believe that the library has kept up with technological advancements. They feel the library offers the latest in music and movies and remains relevant in people's lives today. They believe that the library is well-organized and full of quality information but it is the librarian they appreciate most of all. They respect librarians for their knowledge and expertise and for their passionate advocacy on behalf of the library. The Look to Librarians voters have the most positive overall impression of the librarians at their local public library. Respondents believe that the librarian understands the needs of the community.

Look to Librarians voters volunteer in their community and at the library and are active participants in local organizations. They have a long-standing and ongoing relationship with the library. This relationship has led to a strong emotional connection and a sense of belonging. Look to Librarians voters are solid supporters of increased funding for libraries; half would *definitely* vote in favor of a library referendum.



Probable Supporters—
Look to Librarians

Look to Librarians voters believe that the library has kept up with technological advancements. They feel the library offers the latest in music and movies and remains relevant in people's lives today.

Attitudes toward libraries and funding

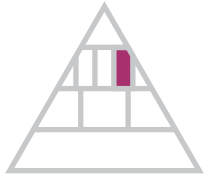
Look to Librarians segment

For each statement below, please rate your level of agreement on a scale from 1 to 10, where a 10 means 'Agree Strongly' and a 1 means 'Disagree Strongly.'

Look to Librarians respondents visit the library frequently and live close by

	Total Voting Respondents	Look to Librarians
I don't go to the library in my community very often	36%	7%
I have a library card	77%	90%
I live 1–2 miles from public library	29%	41%
How likely are you to initiate a trip to the library?	53%	79%

Percentage of voting respondents with an agreement rating of 8, 9 or 10
Source: *From Awareness to Funding*, OCLC, 2008



Probable Supporters—
Look to Librarians

Look to Librarians respondents know what the library has to offer

	Total Voting Respondents	Look to Librarians
It's been so long since I've been to the library that I'm not even sure what it has to offer anymore	19%	4%
Know that library has:		
Print magazines/newspapers	87%	97%
Audiobooks/books on tape	80%	90%
Videos/DVDs to check out	83%	97%
Story time and other children's programming	80%	97%
Library Web site	68%	86%
Online library catalog	66%	86%
Tax/government documents	70%	85%
Music CDs to check out	65%	84%
Books/materials in languages other than English	62%	82%
High-speed Internet access	64%	75%
Special programs for teens	42%	68%
Book discussion groups	47%	66%
Fax machine	57%	65%
Electronic magazines and books	45%	58%
Ability to play games on the computer/Internet	38%	56%
Online databases like ABI/Inform	28%	44%
ESL Classes	17%	26%

Percentage of voting respondents with an agreement rating of 8, 9 or 10
Source: *From Awareness to Funding*, OCLC, 2008

Look to Librarians respondents know what the library has to offer.

Look to Librarians respondents believe the library is current with technological advancements and offers the latest in music and movies

The public library:	Total Voting Respondents	Look to Librarians
Is one of the first places I would go if I wanted to engage my children with computers and technology	30%	39%
In my town is one of the best places to go to learn computer skills	26%	36%
Is on the forefront of technology	39%	49%
Is an expert in technology	37%	45%
Uses technology to meet the changing needs of the community	48%	62%
Provides access to a wide variety of music and movies	36%	48%
Provides access to the latest releases in music and movies	33%	41%

Percentage of voting respondents with an agreement rating of 8, 9 or 10
Source: *From Awareness to Funding*, OCLC, 2008

Who are the library's financial supporters?

Look to Librarians respondents believe the library is relevant to people's lives

	Total Voting Respondents	Look to Librarians
The public library has done a good job of keeping up with changing technology	60%	75%
The library is no longer necessary in the Internet age	13%	2%

Percentage of voting respondents with an agreement rating of 8, 9 or 10
Source: *From Awareness to Funding*, OCLC, 2008



The library is seen as well-organized and full of quality information

The public library:	Total Voting Respondents	Look to Librarians
Is organized in a way where you can find exactly what you're looking for	62%	78%
Provides the most up-to-date information available	55%	68%
Provides access to books you can't find anywhere else	53%	66%
Provides more trustworthy information than what you can find on the Internet	50%	68%
Offers access to databases not available on the Internet	39%	52%

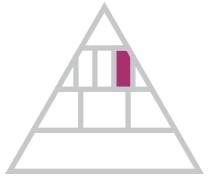
Percentage of voting respondents with an agreement rating of 8, 9 or 10
Source: *From Awareness to Funding*, OCLC, 2008

The librarians are what Look to Librarians respondents appreciate most: their vast knowledge, research expertise and material recommendations

The public librarian:	Total Voting Respondents	Look to Librarians
Is knowledgeable about every aspect of the public library	63%	79%
Is well-educated	61%	77%
Has excellent computer skills	50%	69%
Is someone you'd go to with a question before going to the Internet	41%	56%
Utilizes all the public library resources to perform the most thorough research possible	54%	70%
Is a trained expert in finding the right information, wherever it is	51%	69%
Is able to access information through technology in ways that ordinary people can't	44%	65%
Can research topics better than you can do alone on the Internet	44%	63%
Recommends Web sites and other electronic information sources that you never would have thought of otherwise	39%	53%
Provides more trustworthy information than search engines like Google and Yahoo!	40%	53%

Percentage of voting respondents with an agreement rating of 8, 9 or 10
Source: *From Awareness to Funding*, OCLC, 2008

The librarians are what Look to Librarians respondents appreciate most: their vast knowledge, research expertise and material recommendations.



Probable Supporters—
Look to Librarians

Look to Librarians respondents have the highest impression of librarians of any segment

	Total Voting Respondents	Look to Librarians
[Positive] overall impression of the librarians at the local public library	60%	83%

Percentage of voting respondents with an agreement rating of 8, 9 or 10
Source: *From Awareness to Funding*, OCLC, 2008

Look to Librarians respondents see librarians as passionate advocates for the library and believe the librarian understands their community and their patrons' needs

Look to Librarians respondents see librarians as passionate advocates for the library and believe the librarian understands their community and their patrons' needs.

The public librarian:	Total Voting Respondents	Look to Librarians
Is a true advocate for lifelong learning	56%	67%
Is passionate about making the public library relevant again	53%	64%
Recommends books that you never would have thought to read otherwise	45%	60%
Understands the community's needs and how to address them through the public library	48%	56%
Really understands how to engage kids with computers and technology	42%	51%

Percentage of voting respondents with an agreement rating of 8, 9 or 10
Source: *From Awareness to Funding*, OCLC, 2008

Look to Librarians respondents are active volunteers— at the library and in their community

	Total Voting Respondents	Look to Librarians
I do a lot of volunteer work in my community	19%	30%
Donated books and other goods to the library	31%	45%
Donated time to the library	8%	22%

Percentage of voting respondents with an agreement rating of 8, 9 or 10
Source: *From Awareness to Funding*, OCLC, 2008

Look to Librarians respondents are active participants in local organizations

Member of:	Total Voting Respondents	Look to Librarians
Church or other religious organization	41%	56%
Local nonprofit organization	17%	28%
Humane society or other animal charity	13%	26%
Chamber of commerce	4%	14%
Currently an active member of a local community organization, social volunteer group, trade or professional association	31%	45%

Percentage of voting respondents with an agreement rating of 8, 9 or 10
Source: *From Awareness to Funding*, OCLC, 2008

Who are the library's financial supporters?

Look to Librarians respondents have a long-standing relationship with the library

	Total Voting Respondents	Look to Librarians
The public library was an important part of my life growing up	49%	61%
I go to the library a lot more than one year ago	10%	23%

Percentage of voting respondents with an agreement rating of 8, 9 or 10
 Source: *From Awareness to Funding*, OCLC, 2008



Look to Librarians respondents have an emotional connection to the library that gives them a sense of belonging and helps them become a better person

The public library:	Total Voting Respond.	Probable Supporters	Look to Librarians
Makes you feel like a part of a group of people who are well-educated	51%	59%	67%
Makes you feel like part of a social group	35%	39%	49%
Helps you gain a broader perspective on life	59%	68%	80%
Empowers you	55%	67%	75%
Helps you be self-reliant	54%	65%	75%
Helps you become a better person	54%	65%	74%
Encourages you to develop a point of view	52%	61%	69%

Percentage of voting respondents with an agreement rating of 8, 9 or 10
 Source: *From Awareness to Funding*, OCLC, 2008



The Greater Good respondents believe that the library plays an important role in contributing to the 'greater good' by bringing the community together and providing access to the technology and resources that residents need.

Probable Supporters tier

Greater Good segment

The Greater Good segment represents 8.7% of the population and 16.2% of *definite* voting support for a library referendum.

As the name suggests, this final segment of the Probable Supporters tier values the library's contribution to 'the greater good.' Although this group uses the library infrequently with only 4.5 visits a year, its members believe that the library plays an important role in serving the needs of the community and can be a great source of pride.

The Greater Good respondents are more likely than other segments to trend toward female and white/non-Hispanic. They are more likely to describe themselves as liberal.

The Greater Good segment uses the library significantly less than average and is more likely to check out books than take advantage of the other services and resources the library makes available. The only activity this group participates in more than average is to attend meetings in the community meeting rooms.

The Greater Good respondents are involved in their communities, participate in local organizations and charities and follow the news about local events and politics. They believe that the library plays an important role in contributing to the 'greater good' by bringing the community together and providing access to the technology and resources that residents need.

The Greater Good respondents are the least opposed to tax increases of any Probable Supporters segment. This segment is willing to support a tax increase to fund the library; 50% of voters would *definitely* vote yes in a library referendum.

1. Demographic profile

The Greater Good respondents are more likely than other segments to be female and white/non-Hispanic. They are one of the few segments that exhibits a political tendency, being more likely to describe themselves as liberal.



Demographic profile

Greater Good segment

	Total Voting Respondents	Greater Good
18–29	15%	18%
30–39	20%	12%
40–49	24%	25%
50–59	23%	25%
60–69	19%	21%
Female	50%	61%
Has at least one kid <18 years old	34%	28%
Less than \$20,000	18%	20%
\$20,000–\$29,999	12%	11%
\$30,000–\$39,999	16%	13%
\$40,000–\$49,999	12%	18%
\$50,000–\$59,999	8%	10%
\$60,000–\$74,999	11%	8%
\$75,000–\$99,999	12%	12%
\$100,000 or more	19%	17%
Demographic tendencies		
Female	50%	61%
White/non-Hispanic	76%	87%
Slightly liberal/liberal/extremely liberal	28%	45%

Source: *From Awareness to Funding*, OCLC, 2008

Annual Library Visits

Greater Good

4.5

Total Voting Respondents

13.2

2. Library usage

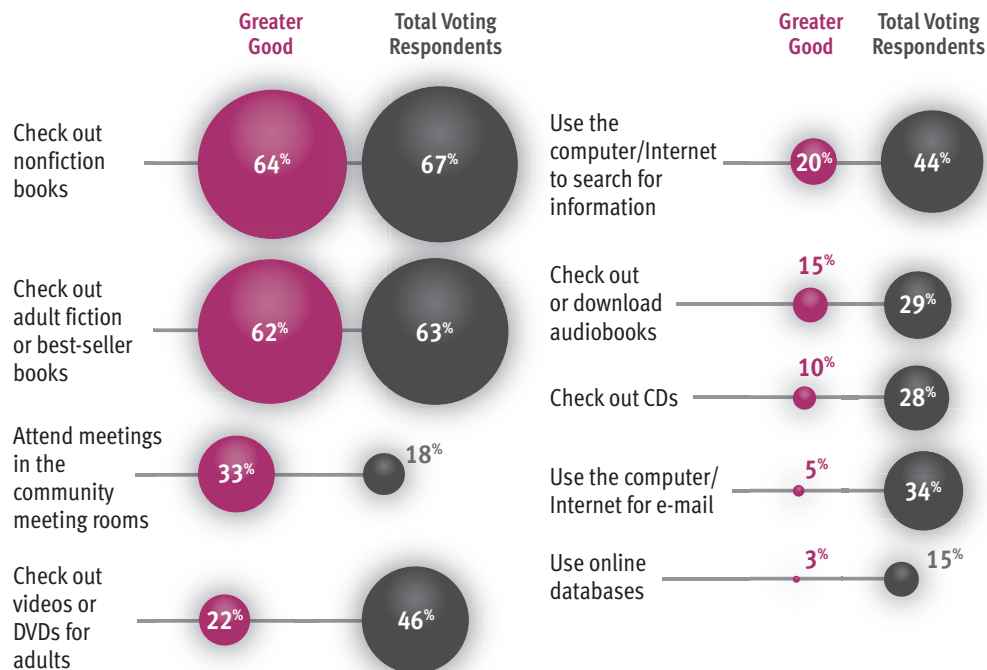
The Greater Good voters are infrequent users of the library, reporting only 4.5 visits a year. The only segment that uses the library less than this group is the Detached segment in the Barriers to Support tier.

The Greater Good voters use very few of the services and resources provided by the library. They primarily check out books, but at a rate less than average for all voting respondents. The only library service that the Greater Good segment uses more than average is attending meetings in community meeting rooms.

Greater Good respondents mainly use the library to check out books; the only thing they do more than average is attend meetings

Greater Good segment

Below is a list of activities and services offered by public libraries. Please indicate how frequently you do each one at your local public library.



The chart shows *once a month or more* responses only
Source: *From Awareness to Funding*, OCLC, 2008

3. Public service support

The Greater Good voters are generally willing to increase taxes for the services they believe provide value to their communities.

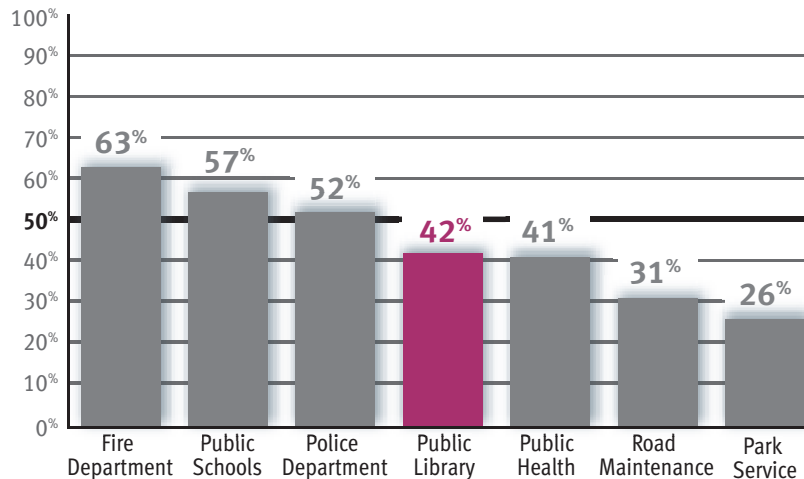
The fire department is the public service with the greatest support for a tax increase among Greater Good voters. Sixty-three percent (63%) agree that they would be willing to increase their taxes to support the fire service. Public schools follow at 57% and the police department is third with 52%. While the Greater Good voters place high value on the library, it ranks fourth with 42% of the segment willing to increase taxes for the library.



The library places fourth on the list for the Greater Good segment, after safety and education

Greater Good segment

For each service, please rate how much you agree with the phrase “I’d be willing to pay more in local taxes to better fund this service.” Please use a 10-point scale, where a 10 means you ‘Completely Agree’ and a 1 means you ‘Completely Disagree.’



Percentage of voting respondents with an agreement rating of 8, 9 or 10
Source: *From Awareness to Funding*, OCLC, 2008



4. Library support compared to library usage

The Greater Good segment uses the library well below average representing only 3.6% of all library visits (Library Use Index = 42). Only the Detached segment indexes lower for library usage.

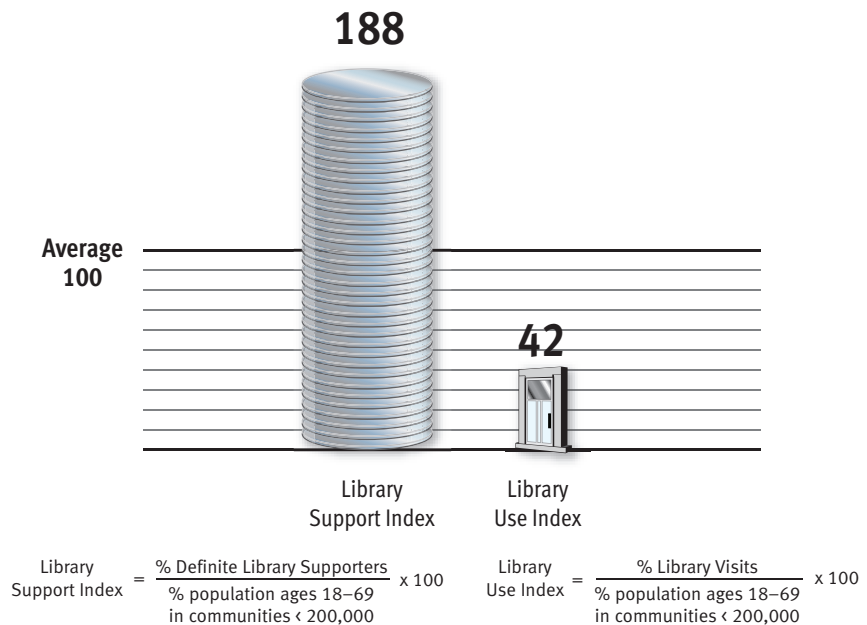
However, the Greater Good voters represent proportionately the greatest level of commitment to library funding support of any segment on the Probable Supporters tier. Sixteen percent (16.2%) of people who said they would *definitely* vote in favor of a library referendum, ballot initiative or bond measure are members of the Greater Good segment (Library Support Index = 188). This percentage of *definite* voting support is surpassed only by the Super Supporters segment.

Greater Good respondents had the lowest library visitation for this tier but were the most likely to be *definite* library supporters

Greater Good segment

If there was a referendum, ballot initiative or bond measure for your local public library on the ballot, how do you think you would vote?

How many times have you visited your local public library in the past 12 months?



An index of 100 is average

Source: *From Awareness to Funding*, OCLC, 2008

5. Attitudes toward libraries and funding

The Greater Good voters are more concerned with the library needs of their local communities than with their own library usage.

The Greater Good voters are less familiar than other respondents with what the library has to offer. They use the library less than anyone else in the Probable Supporters tier, but value the library's contribution to the 'greater good' more highly than any segment outside of the Super Supporters.

The Greater Good respondents see the library as a noble and necessary institution, a source of pride in a community and a place that brings people together. They believe that the library turns people into thinkers and achievers instead of passive participants in life.

The Greater Good respondents are the Probable Supporters least opposed to tax increases.



Attitudes toward libraries and funding

Greater Good segment

For each statement below, please rate your level of agreement on a scale from 1 to 10, where a 10 means 'Agree Strongly' and a 1 means 'Disagree Strongly.'

The Greater Good segment knows less than others about what the library has to offer

Don't know that library has:	Total Voting Respondents	Greater Good
Wi-Fi Internet access	58%	72%
English as second language (ESL) classes	60%	72%
Ability to play games on computer/Internet	48%	61%
Computer/technology training programs	49%	60%
Electronic magazines or books	46%	58%
Movie showings	43%	55%

Percentage of voting respondents with an agreement rating of 8, 9 or 10
Source: *From Awareness to Funding*, OCLC, 2008



Probable Supporters—
Greater Good

The Greater Good segment values the library's contribution to the 'greater good' more than any segment outside of Super Supporters

	Total Voting Respondents	Greater Good
It's important in today's world that everyone has equal access to books and technology	83%	97%
The primary purpose of the library is to ensure free and equal access to books and information for everyone	81%	90%
For some people, the library is the only place to access computers or the Internet	79%	87%

Percentage of voting respondents with an agreement rating of 8, 9 or 10
Source: *From Awareness to Funding*, OCLC, 2008

The Greater Good respondents are more involved in their communities than average for the voting population

The Greater Good respondents are very involved in their communities.

	Total Voting Respondents	Greater Good
Member of church or other religious organization	41%	49%
Member of local nonprofit organization	17%	25%
Member of humane society or other animal charity	13%	28%
Very interested in following news about local politics in your city	31%	40%
Watch local news on TV every day	57%	67%
Access community information online on a regular basis	42%	52%
Made a financial contribution to a local community organization or to a local political campaign in recent years	44%	58%

Percentage of voting respondents with an agreement rating of 8, 9 or 10
Source: *From Awareness to Funding*, OCLC, 2008

The Greater Good respondents believe the library can be a source of pride, given the proper funding

	Total Voting Respondents	Greater Good
Having an excellent public library is a source of pride for a community	73%	91%
Local support can make a big difference in the quality of a library	81%	97%

Percentage of voting respondents with an agreement rating of 8, 9 or 10
Source: *From Awareness to Funding*, OCLC, 2008

Who are the library's financial supporters?

The Greater Good respondents believe that the library should be a place that brings communities together

	Total Voting Respondents	Greater Good
The public library should be a place for communities to gather together	45%	58%
It is important that the library provides a place for people in the community to gather and socialize	36%	47%

Percentage of voting respondents with an agreement rating of 8, 9 or 10
Source: *From Awareness to Funding*, OCLC, 2008



The Greater Good respondents do not see the library as a place of indulgence and fun as much as other Probable Supporters

The public library:	Total Voting Respond.	Probable Supporters	Greater Good
Lets you indulge and enjoy yourself	53%	64%	54%
Surrounds you with a feeling of magic and fantasy	40%	46%	33%
Is the kind of thing you can really immerse yourself in and savor	51%	65%	56%

Percentage of voting respondents with an agreement rating of 8, 9 or 10
Source: *From Awareness to Funding*, OCLC, 2008

The Greater Good respondents are the least opposed to tax increases of all Probable Supporters.

The Greater Good respondents are the least opposed to tax increases of all Probable Supporters

	Total Voting Respondents	Greater Good
I oppose tax increases across the board	35%	20%
I feel like I pay too much in property taxes	41%	21%
People in my community can't afford to have their taxes raised	45%	33%
Local politicians are too quick to raise taxes instead of finding ways to cut spending	55%	41%
Would <i>definitely</i> vote in favor of a library referendum	37%	50%

Percentage of voting respondents with an agreement rating of 8, 9 or 10
Source: *From Awareness to Funding*, OCLC, 2008



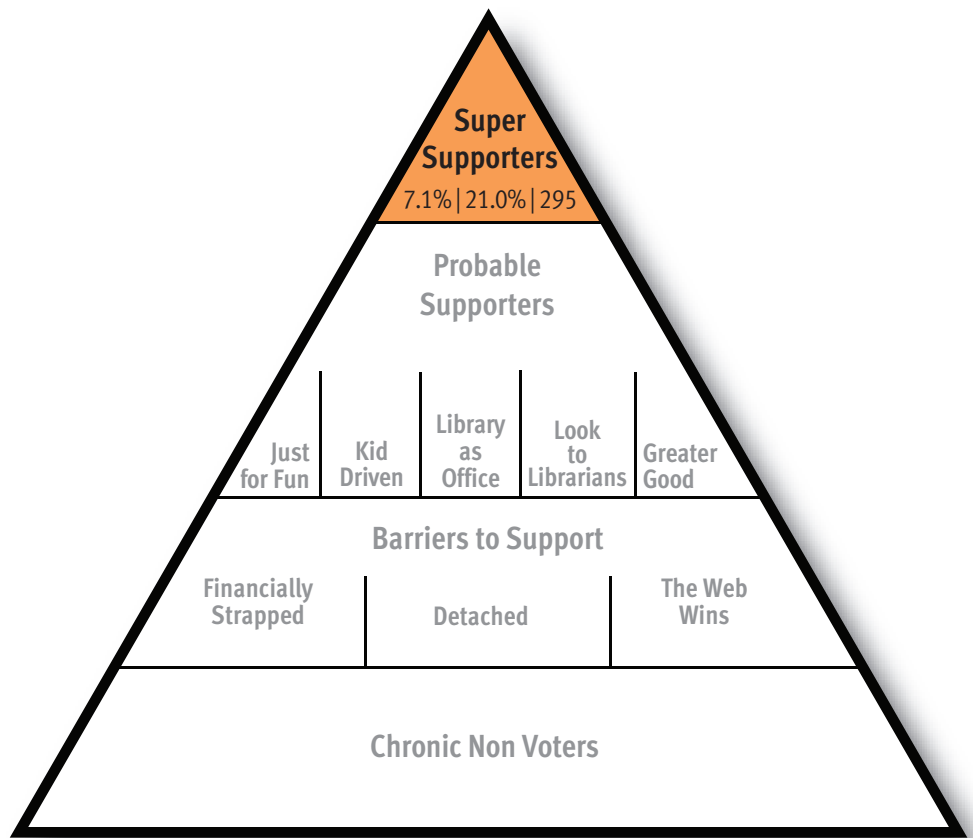
Super Supporters tier

The Super Supporters tier of the Library Support Segmentation Pyramid represents 7.1% of the U.S. population ages 18–69 in communities of less than 200,000 and 9.7% of voting respondents. In local elections, Super Supporters represent an even greater 12% of the voter turnout. While this tier represents just 7.1% of the population, it provides the largest proportion of *definite* library funding support of any segment on the Library Supporter Segmentation Pyramid. Twenty-one percent (21.0%) of all respondents who report that they will *definitely* vote yes for a library referendum, ballot initiative or bond measure are Super Supporters.

Research did not identify any segments within the Super Supporters tier. The attitudes and actions that drive Super Supporters are consistent across respondents.

Library Supporter Segmentation Pyramid

Super Supporters



% Population ages 18–69 in communities < 200,000 | Definite Library Supporters | Library Support Index

$$\text{Library Support Index} = \frac{\% \text{ Definite Library Supporters}}{\% \text{ population ages 18-69 in communities } < 200,000} \times 100$$

Source: *From Awareness to Funding*, OCLC, 2008

Super Supporters segment

The Super Supporters segment is the pinnacle of the Library Supporter Segmentation Pyramid and represents the public library's core supporter group.

Super Supporters are not defined by any particular demographic. They are demographically average, but share a common mindset, attitudes and beliefs about the library, their community and library funding.

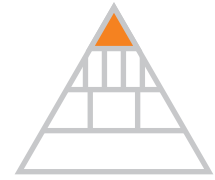
Super Supporters are avid readers with a long-standing relationship with the library. Although they use the library only a little more than average, their relationship with the library is strong because their emotional connection to the library transcends the library's practical functions.

More than any other segment, Super Supporters see the library as a place where they can better themselves and become the person they always wanted to be. They hold the librarian in high regard and recognize the value that librarians bring to the research process. They are the segment that most appreciates the librarian as a passionate advocate for the library.

Super Supporters recognize the library's contribution to a successful community and, more than anyone else, see the library as a place that can help bring a community together.

Super Supporters are very informed about community matters and are the most likely segment to be involved in local organizations and charities. They are well-known, influential members of their communities who are not afraid to openly voice their opinions.

Super Supporters are the segment most likely to vote in both general and local elections. Their voting habits trend toward liberal. Their favorable vote for library support is virtually assured with 80% reporting they would *definitely* vote in favor of a library referendum.



Super Supporters

More than any other segment, Super Supporters see the library as a place where they can better themselves and become the people they always wanted to be. They hold the librarian in high regard and recognize the value that librarians bring to the research process.



Super Supporters

1. Demographic profile

Super Supporters are not defined by any particular demographic. They are demographically average, but have a common mindset, attitudes and beliefs about the library, their community and library funding.

Demographic profile

Super Supporters segment

Super Supporters are not defined by any particular demographic.

They are demographically average but have a common mindset, attitudes and beliefs about the library, their community and library funding.

	Total Voting Respondents	Super Supporters
18–29	15%	7%
30–39	20%	18%
40–49	24%	28%
50–59	23%	28%
60–69	19%	19%
Female	50%	49%
Has at least one kid <18 years old	34%	42%
Less than \$20,000	18%	8%
\$20,000–\$29,999	12%	16%
\$30,000–\$39,999	16%	24%
\$40,000–\$49,999	12%	13%
\$50,000–\$59,999	8%	9%
\$60,000–\$74,999	11%	15%
\$75,000–\$99,999	12%	8%
\$100,000 or more	19%	15%

Source: *From Awareness to Funding*, OCLC, 2008

Who are the library's financial supporters?

2. Library usage

Super Supporters report an average of 15.9 annual visits to their local public library, only slightly greater than average for all voting respondents.

Super Supporters use traditional library offerings. They check out books for adults and children and they depend on the librarian for recommendations. They read magazines and newspapers and make use of online reference materials.

Annual Library Visits

Super Supporters

15.9

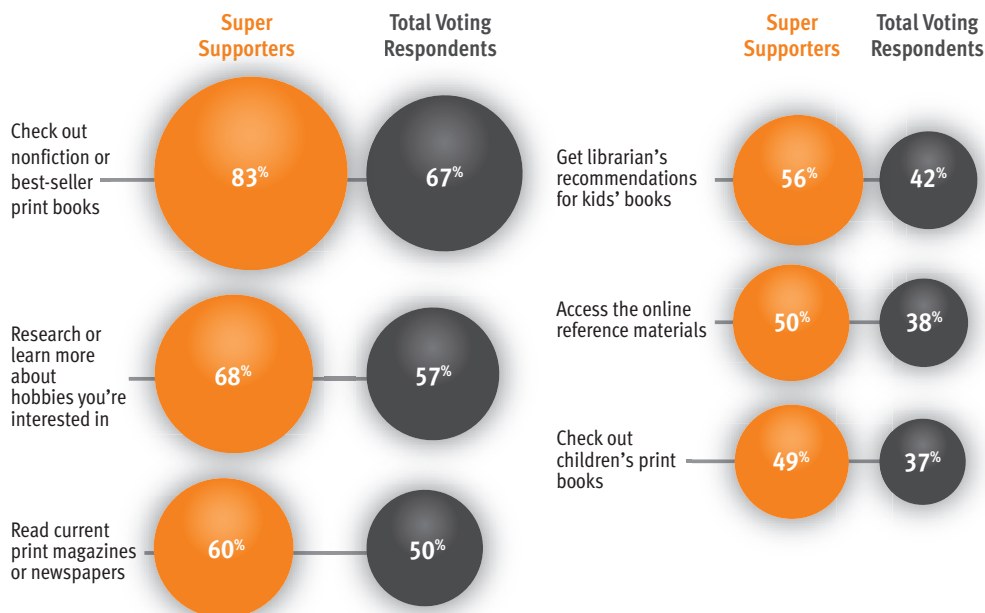
Total Voting Respondents

13.2

Super Supporters use the library to feed their voracious reading habits and to recommend children's books

Super Supporters segment

Below is a list of activities and services offered by public libraries. Please indicate how frequently you do each one at your local public library.



The chart shows *once a month or more* responses only
Source: *From Awareness to Funding*, OCLC, 2008



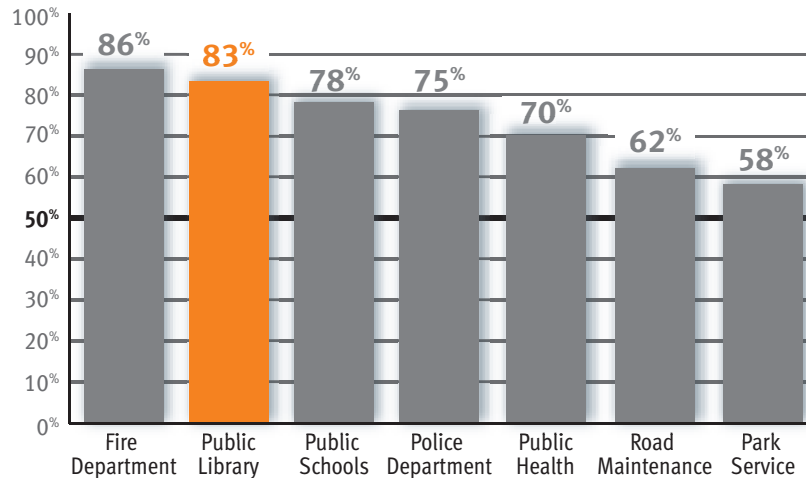
3. Public service support

When compared to all other segments, the Super Supporters' willingness to increase taxes to fund all seven of the public services included in the survey is high. Essentially, Super Supporters for the public library are Super Supporters for all public services. Even the public service that ranked last, the park service, gained support from over half (58%) of Super Supporters.

The library is in second place on the Super Supporters' list of public services to support through increased taxes

Super Supporters segment

For each service, please rate how much you agree with the phrase "I'd be willing to pay more in local taxes to better fund this service." Please use a 10-point scale, where a 10 means you 'Completely Agree' and a 1 means you 'Completely Disagree.'



Percentage of voting respondents with an agreement rating of 8, 9 or 10
 Source: *From Awareness to Funding*, OCLC, 2008

4. Library support compared to library usage

The Super Supporters are responsible for 9.4% of library visits reported by all respondents, which places them at just above average (Library Use Index = 132).

In contrast, the Super Supporters are very committed supporters of the library and represent almost three times the average amount of *definite* voting support for the library across all segments. Twenty-one percent (21%) of all respondents who say they would *definitely* vote in favor of a library referendum, ballot initiative or bond measure are Super Supporters (Library Support Index = 295).

The favorable vote of the Super Supporters for an increase in library funding is virtually guaranteed.



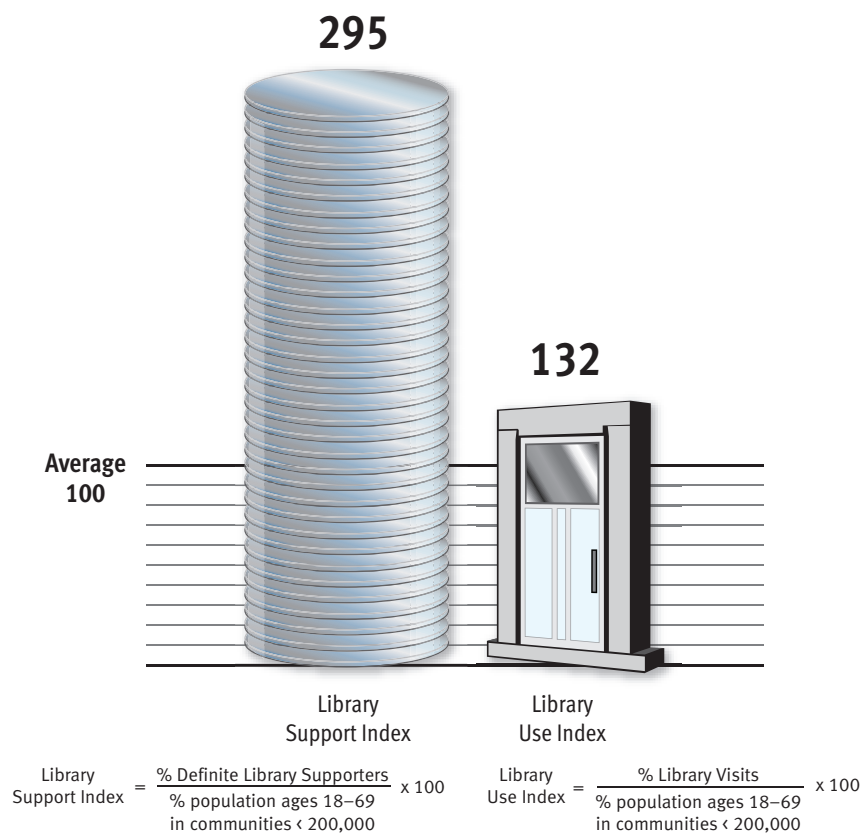
Super Supporters

Super Supporters account for, by far, the most financial support for libraries despite only somewhat higher usage

Super Supporters segment

If there was a referendum, ballot initiative or bond measure for your local public library on the ballot, how do you think you would vote?

How many times have you visited your local public library in the past 12 months?



An index of 100 is average
Source: *From Awareness to Funding*, OCLC, 2008



5. Attitudes toward libraries and funding

Super Supporters are characterized by a high level of involvement and commitment in everything they do. They are not the most frequent users of the library, but are passionate about the vital role that it plays in the lives of individuals and the community as a whole. They are heavily involved in a variety of aspects of the community and are strong advocates for all local services.

The Super Supporters are involved in their local communities. They are the most informed segment about local civic matters and are willing to take action on local issues by voicing their opinions at public meetings and to officials. They make it a point to always vote. The Super Supporters are the segment most involved in local organizations and charities and, not surprisingly, are influential and well-known in their communities.

The Super Supporters are voracious readers and have a long history with the library that continues to flourish. More than those in other segments, Super Supporters recognize the library's contribution to a successful community and see the library as an important partner in a child's education. They believe in the importance of equal access to the resources and information provided by the public library, and see the library as a place that brings the community together, maintaining its relevance to people through all stages of life.

Super Supporters recognize that the library is superior to the Internet, partially due to the role played by the librarian. They appreciate the librarian's superior research capabilities and the librarian's passion for the library and its role in lifelong learning. They see librarians as outspoken advocates for the library.

Super Supporters have a deep emotional connection to the library that goes far beyond the practical functions the library provides to a deeper level of learning that helped transform them into the people they always wanted to be.

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Attitudes toward libraries and funding

Super Supporters segment

For each statement below, please rate your level of agreement on a scale from 1 to 10, where a 10 means 'Agree Strongly' and a 1 means 'Disagree Strongly.'

Super Supporters are the most informed segment about local civic matters

	Total Voting Respondents	Super Supporters
Involved in learning about and discussing issues or decisions that affect your city or town	20%	30%
Very closely follow news about local politics in town	31%	51%
Very interested in public policy and economic decisions that take place in your community	32%	51%
Watch the local news on TV every day	57%	73%

Percentage of voting respondents with an agreement rating of 8, 9 or 10
Source: *From Awareness to Funding*, OCLC, 2008

Who are the library's financial supporters?

Super Supporters are the most involved segment in local organizations and charities

	Total Voting Respondents	Super Supporters
Member of church or other religious organization	41%	49%
Member of local nonprofit organization	17%	26%
Member of Friends of the Library	9%	22%
Member of humane society or other animal charity	13%	19%
Member of local PTA	8%	13%
Currently are an active member of a local community organization, social volunteer group, trade or professional association	31%	47%
I'm very involved with the public schools in my community	18%	30%

Percentage of voting respondents with an agreement rating of 8, 9 or 10
Source: *From Awareness to Funding*, OCLC, 2008



Super Supporters

Super Supporters are the most involved segment in local organizations and charities.

Super Supporters are influential and well-known in the community

	Total Voting Respondents	Super Supporters
I have a lot of friends in my community	36%	57%
People in my community often come to me for advice	15%	27%

Percentage of voting respondents with an agreement rating of 8, 9 or 10
Source: *From Awareness to Funding*, OCLC, 2008

Super Supporters are willing to take action when it comes to local issues by voicing their opinions

	Total Voting Respondents	Super Supporters
Contacted a local public official to express your views on an issue or problem	44%	60%
Attended a public meeting on local affairs or a local political event in recent years	41%	56%
Made a financial contribution to a local community organization or local political organization in recent years	44%	55%

Percentage of voting respondents with an agreement rating of 8, 9 or 10
Source: *From Awareness to Funding*, OCLC, 2008

Super Supporters are influential and well-known in the community.

Super Supporters also voice their opinions by making a point to always vote

Very likely to vote in...	Total Voting Respondents	Super Supporters
Presidential elections	73%	84%
Primary/special elections	47%	66%
Elections that involve local issues	48%	66%

Percentage of voting respondents with an agreement rating of 8, 9 or 10
Source: *From Awareness to Funding*, OCLC, 2008



The voting habits of Super Supporters tend to be more liberal than average

	Total Voting Respondents	Super Supporters
Voted for Kerry/Edwards in 2004 U.S. presidential election	43%	56%
Identify themselves as liberal-leaning	28%	44%

Percentage of voting respondents with an agreement rating of 8, 9 or 10
 Source: *From Awareness to Funding*, OCLC, 2008

Super Supporters are voracious readers with a long history with the library

	Total Voting Respondents	Super Supporters
Average number of books read in typical 2-month period	4.6	6.7
Average number of magazines read in typical 2-month period	6.0	8.6
I consider myself an avid reader	52%	83%
People would consider me kind of a bookworm	34%	56%
The public library was an important part of my life growing up	49%	83%
I visit the library a little/a lot more than a year ago	23%	33%

Percentage of voting respondents with an agreement rating of 8, 9 or 10
 Source: *From Awareness to Funding*, OCLC, 2008

More than other segments, Super Supporters recognize the library's contribution to a successful community.

More than other segments, Super Supporters recognize the library's contribution to a successful community

	Total Voting Respondents	Super Supporters
Having an excellent public library is a source of pride for a community	73%	96%
A top-notch library is an important part of a good community	72%	95%
The public library stimulates growth and development in a community	71%	85%
You can measure the success of a community by the quality of the public library	42%	68%

Percentage of voting respondents with an agreement rating of 8, 9 or 10
 Source: *From Awareness to Funding*, OCLC, 2008

Super Supporters see the library as an important partner in a child's education

	Total Voting Respondents	Super Supporters
Children who go regularly to the public library are better readers in the long run	70%	88%
Children who go regularly to the public library do better in school	65%	87%
The public library does an excellent job of helping prepare children for school	53%	79%

Percentage of voting respondents with an agreement rating of 8, 9 or 10
 Source: *From Awareness to Funding*, OCLC, 2008

Who are the library's financial supporters?

Super Supporters believe in the importance of equal access to resources, uniquely available at the public library



Super Supporters

	Total Voting Respondents	Super Supporters
It's important in today's world that everyone has equal access to books and technology	83%	96%
For some people, the library is the only place to access computers or the Internet	79%	95%
The primary purpose of the library is to ensure free and equal access to books and information for everyone	81%	94%
The public library provides essential resources that some people may not be able to otherwise afford	68%	92%

Percentage of voting respondents with an agreement rating of 8, 9 or 10
Source: *From Awareness to Funding*, OCLC, 2008

Super Supporters believe the library helps bring a community together

	Total Voting Respondents	Super Supporters
It is important that the library is able to draw the community together around knowledge	58%	79%
The public library should be a place for communities to gather together	45%	68%
The public library is a social hub in my community where people frequently get together	18%	34%

Percentage of voting respondents with an agreement rating of 8, 9 or 10
Source: *From Awareness to Funding*, OCLC, 2008

Super Supporters believe that the library maintains its relevance to people through all stages of life.

Super Supporters believe that the library maintains its relevance to people through all stages of life

The public library:	Total Voting Respondents	Super Supporters
Is committed to lifelong learning	63%	82%
Is an excellent resource for students to get help with homework	60%	81%

Percentage of voting respondents with an agreement rating of 8, 9 or 10
Source: *From Awareness to Funding*, OCLC, 2008

Super Supporters recognize the library's superiority to the Internet

The public library:	Total Voting Respondents	Super Supporters
Provides more trustworthy information than you can find on the Internet	50%	70%
Offers access to databases not available on the Internet	39%	57%

Percentage of voting respondents with an agreement rating of 8, 9 or 10
Source: *From Awareness to Funding*, OCLC, 2008



Super Supporters

Super Supporters believe librarians are more than researchers—they are passionate advocates for the library.

Super Supporters recognize the librarian's superior researching capabilities

The public librarian:	Total Voting Respondents	Super Supporters
Utilizes all public library resources to perform the most thorough searches possible	54%	76%
Is a trained expert in finding the right information wherever it is	51%	68%
Is someone you'd go to with a question before going to the Internet	41%	57%

Percentage of voting respondents with an agreement rating of 8, 9 or 10
 Source: *From Awareness to Funding*, OCLC, 2008

Super Supporters believe librarians are more than researchers—they are passionate advocates for the library

Public librarians:	Total Voting Respondents	Super Supporters
Are true advocates for lifelong learning	56%	85%
Are passionate about making the public library relevant again	53%	80%
Are knowledgeable about every aspect of the public library	63%	86%
Are knowledgeable about my community	54%	79%
Are outspoken advocates for the library	51%	68%
Are committed to rekindling the importance of the public library in the world of technology	50%	64%
Work closely with local politicians and community leaders to get public funding and support	41%	61%

Percentage of voting respondents with an agreement rating of 8, 9 or 10
 Source: *From Awareness to Funding*, OCLC, 2008

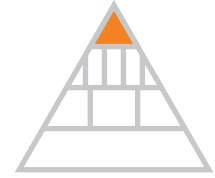
Super Supporters have a deep emotional connection to the library that extends beyond its practical function to a deeper level of learning

The public library:	Total Voting Respondents	Super Supporters
Provides you with basic information and answers to your questions	73%	90%
Provides tools for very practical purposes	68%	89%
Puts information and answers right at your fingertips	71%	88%
Provides instant access to information	67%	87%
Is something of great importance	66%	93%
Helps you seek truth	62%	86%
Serves a serious purpose	74%	98%
Allows you to get really in-depth on a subject	71%	85%

Percentage of voting respondents with an agreement rating of 8, 9 or 10
 Source: *From Awareness to Funding*, OCLC, 2008

Who are the library's financial supporters?

Super Supporters believe the library transforms lives, including their own



Super Supporters

The public library:	Total Voting Respondents	Super Supporters
Helps you come away feeling like you really learned something	61%	86%
Allows you to pursue your passions and interests	59%	83%
Helps you gain a broader perspective on life	59%	80%
Makes you feel smart	56%	77%
Encourages you to develop your own point of view	52%	73%
Makes you feel good about yourself	48%	75%
Allows you to appreciate the beauty in life	46%	71%
Helps create who you are	40%	64%
Fills you with hope and optimism	40%	62%

Super Supporters believe the library transforms lives, including their own.

Percentage of voting respondents with an agreement rating of 8, 9 or 10
Source: *From Awareness to Funding*, OCLC, 2008

For Super Supporters, the closing of the library would be felt deeply

	Total Voting Respondents	Super Supporters
If the library were to close, it would be a great loss	73%	93%
If the library in my community were to shut down, something essential and important would be lost, affecting the whole community	71%	89%

Percentage of voting respondents with an agreement rating of 8, 9 or 10
Source: *From Awareness to Funding*, OCLC, 2008

Super Supporters' favorable library vote is virtually guaranteed

	Total Voting Respondents	Super Supporters
Would definitely vote in favor of a library referendum	37%	80%
Voted in favor of the most recent library referendum in the community (among those who had such a referendum)	89%	100%

Percentage of voting respondents with an agreement rating of 8, 9 or 10
Source: *From Awareness to Funding*, OCLC, 2008

Segmentation in review

A primary goal of the quantitative research was to create a market segmentation and targeting framework of U.S. residents to understand the following:

- Which segments of the public are most interested in financially supporting their local libraries and what motivations drive their support
- Which segments are least likely to support libraries and what are their barriers to support
- Whether it is viable to use marketing and advocacy techniques to target interested segments and positively impact library funding.

The research informed the creation of a Library Supporter Segmentation Pyramid that profiled 10 distinct segments based on the likelihood for financial support of public libraries. Assessment of the characteristics and attitudes of the population represented in each segment provides new understanding of what drives library funding support.

Which segments of the public are most likely to financially support their local libraries and what motivations drive their support?

The Super Supporters and the Probable Supporters tiers of the Library Supporter Segmentation Pyramid are the most likely to increase financial support for their local libraries.

Super Supporters

The Super Supporters segment is the segment most committed to increasing funding for libraries. They represent almost three times the average number of *definite* voting supporters. Super Supporters are not only committed supporters of the library, but of a broad range of local public services. Super Supporters are almost guaranteed (80%) to *definitely* vote in favor of a library referendum, ballot initiative or bond measure.

Super Supporters represent just 7.1% of residents in U.S. cities, towns and suburbs under 200,000 population but comprise a larger proportion of voters due to the higher likelihood of voting, especially in local elections. Super Supporters represent 9.7% of people who vote on library funding measures and 12% of voters in local elections.

Super Supporters are the core of library funding support as their favorable vote for library funding is almost guaranteed. They play a critical role in influencing other members of their community to commit their financial support because of their high involvement in the community, and their willingness to voice their opinions.

Any library funding advocacy or marketing campaign must leverage the commitment of the Super Supporters. Super Supporters must feel like a part of the library support

Who are the library's financial supporters?

campaign, sharing their opinions and using their influence to impact the favorable vote of others in the community. In particular, the Super Supporters can play a vital role in increasing the commitment to library funding among Probable Supporters.

Probable Supporters

The five segments in the Probable Supporters tier are the pool of U.S. residents offering the most potential to increase library funding. Probable Supporters represent a third (32.3%) of U.S. residents ages 18–69 in cities, towns and suburbs under 200,000 population. They have strong positive associations with the library and the role it plays in their lives, their families' lives and their local communities.

Probable Supporters offer the most potential to increase library funding.

Probable Supporters are predisposed to supporting an increase in taxes to fund the local library, and together represent 55.6% of all respondents who said they would *definitely* vote favorably in a library referendum. However, their favorable vote is not guaranteed.

The key to increasing the percentage of Probable Supporters who would be *definite* 'yes' voters is to leverage the attitudes, beliefs and behaviors they already share with the Super Supporters and to increase the intensity of those beliefs. A library funding advocacy or marketing campaign must develop messaging and tactics that would ignite those attitudes and behaviors.

Which segments are least likely to support libraries and what are their barriers to support?

The bottom two tiers of the Library Supporter Segmentation Pyramid are unlikely to provide financial support for libraries at the ballot box.

Chronic Non Voters

The Chronic Non Voters segment of the Library Supporter Segmentation Pyramid represents 26.6% of the U.S. population ages 18–69 in communities with populations of less than 200,000. Chronic Non Voters are the group least likely to improve funding support for libraries. Chronic Non Voters are not registered to vote, or they are registered to vote but report a track record of not voting in primary elections, presidential elections or local elections. Chronic Non Voters are unlikely to be motivated to vote in the future. This segment represents 0% of respondents who said they would *definitely* vote yes in a library referendum.

To gain library voting support from this segment, Chronic Non Voters would first need to be persuaded to register to vote and subsequently motivated to exercise that vote. Increasing voter registration and turnout is an important activity but not a realistic goal for a library support campaign.

Barriers to Support

The three segments in the Barriers to Support tier—the Financially Strapped, the Detached and The Web Wins—have significant barriers to funding their public libraries. This large segment of the population represents a third of all residents ages 18–69 in U.S. communities with populations of less than 200,000. These

residents vote, use public library services and are at least modestly involved in their communities. While about half are willing to increase taxes for the fire or police departments, in general they are not supportive of tax increases for other public services, including the public library.

This tier does include a number of people who say they would either *probably* or *definitely* vote yes, but in general their support is unlikely. Any advocacy or marketing campaign for library funding support should recognize the needs of this group, but not target these market segments.

Is it viable to target interested Super Supporters and Probable Supporters to positively impact library funding?

There are sufficient numbers of voters in the Super Supporters and Probable Supporters tiers of the U.S. population—57% of voters in local elections—to potentially increase the success rate of library funding referenda, ballot initiatives and bond measures via a targeted campaign aimed at these groups. This analysis is discussed further in “Chapter 6: Mobilizing Probable and Super Supporters—what makes the difference.”

Who are the library's financial supporters?