

Part 1: Libraries and Information Sources—Use, Familiarity and Favorability

96%
have visited a public library.

Survey results indicate a high level of both use of and familiarity with a wide variety of information resources. Ninety-six percent of respondents across all geographic regions and demographics have visited a public library. Seventy-four percent of respondents have used e-mail, and 72 percent have used an Internet search engine. Thirty percent of all information consumers surveyed have used a library Web site.

51%
have used instant messaging.

Seventy-two percent of respondents hold a library card. Over 80 percent of U.S. youth and young adults, respondents 14 to 24 years old, hold a library card—more than any other U.S. age demographic. Thirty-three percent of respondents visit a public library at least once a month; 73 percent visit at least once a year.

Respondents' familiarity with electronic information resources varies widely. Respondents are very familiar with e-mail, search engines and online news, but are not familiar with Ask an Expert resources or RSS feeds. Twenty percent of respondents are not aware of online libraries, and 30 percent have never heard of online databases.

While most electronic information resources, from e-mail to online databases to audiobooks, are used by a portion of all information consumers surveyed, frequency of use is clearly dominated by three resources: e-mail, search engines and instant messaging. Almost all respondents begin their searches for information with a search engine.

Respondents generally choose electronic resources in the same ways they choose other types of information resources. Sixty-one percent identify *friends* as their top choice in identifying new electronic resources to use. Less than 15 percent of respondents indicate that they discover new electronic resources from *librarians* or *teachers*.

30%
have never heard of online databases.

Favorability of information sources is similar to the data related to familiarity, with search engines again dominating as the favored choice for all respondents. Eighty percent of respondents said the search engine would be their first choice the next time they need a source for information.

Nearly one-third of respondents say their library use has decreased in the past three to five years. Respondents expect their library use to remain fairly constant over the next three to five years.

1.1 Library Use

Ninety-six percent of respondents have visited a public library in person.

Seventy-two percent of the total respondents are registered users of a library (e.g., have a library card).

Public Library Usage—by Region of Respondent

| | Total Respondents | Australia Singapore India | Canada | United Kingdom | United States |
|------------------------------------|-------------------|---------------------------|--------|----------------|---------------|
| Visited a public library in person | 96% | 97% | 97% | 97% | 96% |

Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 815.

The number of respondents who reported visiting a public library Web site was lower and varied considerably by geographic region. Twenty-seven percent of total respondents indicated that they had visited a public online library. This varied by geographic region, from 42 percent of Canadian respondents to 9 percent of respondents from the U.K.

Public Library Web Site Usage—by Region of Respondent

| | Total Respondents | Australia Singapore India | Canada | United Kingdom | United States |
|--------------------------------------|-------------------|---------------------------|--------|----------------|---------------|
| Visited an online library (Web site) | 27% | 31% | 42% | 9% | 27% |

Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 815.

Seventy-two percent of respondents indicated that they are registered users of a library. The response was consistent across all geographic regions except from the U.K., where 59 percent of respondents hold a library card. College students are more likely to have a library card than any other segment surveyed; 90 percent indicated that they are registered users. U.S. 14- to 24-year-olds are more likely to be registered users than those 25 and older, with over 80 percent indicating they have a library card.

Percent of Library Card Holders—by Region of Respondent

| Total Respondents | Australia Singapore India | Canada | United Kingdom | United States |
|-------------------|---------------------------|--------|----------------|---------------|
| 72% | 71% | 71% | 59% | 75% |

Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 805.

Amount of books/music available

Use of computers if needed

57-year-old from the United Kingdom

Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 812a, "Please list two positive associations with the library."

Percent of Library Card Holders—by College Students across all Regions

| |
|------------------|
| College Students |
| 90% |

Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 805.

Percent of Library Card Holders—by Age of U.S. Respondent

| Total U.S. Respondents | U.S. 14-17 | U.S. 18-24 | U.S. 25-64 | U.S. 65+ |
|------------------------|------------|------------|------------|----------|
| 75% | 83% | 82% | 74% | 71% |

Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 805.

Frequency of Library Use

Use of the public library (at least monthly) in the United States is consistent across all age groups. College students use the public library more frequently than the total respondents and frequently use more than one type of library (i.e., public and academic).

The frequency with which respondents use a library varies by age and region. Sixty-five percent of college students use their college/university library at least monthly, with 14 percent using it daily. Forty percent of college students also use their public library at least monthly.

I seldom have to buy books anymore—almost anything I want is at the Library!

Being able to reserve books online is the greatest!!

42-year-old from Canada

Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 807, "What is the first thing you think of when you think of a library?"

Frequency of Public Library Use—by Region of Respondent

How frequently do you go to the following libraries?
[Only "public library" responses included below.]

| | Total Respondents | Australia Singapore India | Canada | United Kingdom | United States |
|--------------------|-------------------|---------------------------------|--------|----------------|---------------|
| Daily | 1% | 1% | 1% | 1% | 1% |
| Weekly | 13% | 21% | 15% | 9% | 12% |
| Monthly | 19% | 21% | 19% | 18% | 18% |
| Several times/year | 24% | 25% | 24% | 24% | 24% |
| At least once/year | 16% | 12% | 17% | 12% | 18% |
| Not even once/year | 27% | 21% | 23% | 36% | 27% |

Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 820.

Frequency of Public Library Use—by Age of U.S. Respondent

How frequently do you go to the following libraries?
[Only "public library" responses included below.]

| | Total U.S. Respondents | U.S. 14-17 | U.S. 18-24 | U.S. 25-64 | U.S. 65+ |
|--------------------|------------------------|------------|------------|------------|----------|
| Daily | 1% | 3% | 4% | 1% | 1% |
| Weekly | 12% | 12% | 12% | 12% | 14% |
| Monthly | 18% | 19% | 14% | 18% | 18% |
| Several times/year | 24% | 28% | 22% | 23% | 26% |
| At least once/year | 18% | 28% | 20% | 17% | 15% |
| Not even once/year | 27% | 10% | 29% | 29% | 26% |

Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 820.

Frequency of Library Use— by College Students across all Regions

How frequently do you go to each of the following libraries?

| | College/University Library | Public Library |
|--------------------|----------------------------|----------------|
| Daily | 14% | 1% |
| Weekly | 34% | 18% |
| Monthly | 17% | 21% |
| Several times/year | 21% | 25% |
| At least once/year | 10% | 14% |
| Not even once/year | 6% | 20% |

Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 820.

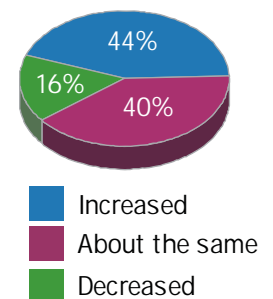
Past and Future Library Use

Nearly one-third of respondents say their library use has decreased in the past three to five years. Respondents expect their library use to remain fairly constant.

The survey asked respondents if their usage increased or decreased in the last three to five years. Forty-four percent of total respondents report their library usage has remained the same and 31 percent state that their usage decreased during that time period. The reported past library usage is very similar across all geographic regions surveyed.

College students were more likely to indicate that their library usage has increased, at 44 percent. U.S. respondents 65 and older were the U.S. age group most likely to indicate a decrease in library usage, at 34 percent.

Past Library Use— by College Students across all Regions



Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 1220.

Past Library Use—by Region of Respondent

How much has your personal library use changed over the last three to five years?

| | Total Respondents | Australia Singapore India | Canada | United Kingdom | United States |
|-------------------|-------------------|---------------------------|--------|----------------|---------------|
| Past Usage | | | | | |
| Increased | 25% | 27% | 29% | 24% | 24% |
| About the same | 44% | 41% | 46% | 44% | 45% |
| Decreased | 31% | 32% | 26% | 32% | 31% |

Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 1220.

Past Library Use—by Age of U.S. Respondent

How much has your personal library use changed over the last three to five years?

I haven't carried a library card since I was in high school so I really don't have a negative and do not know anything about this library online, but would be most interested in trying it.

59-year-old from the United States

Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 812b, "Please list two negative associations with the library."

| | Total U.S. Respondents | U.S. 14-17 | U.S. 18-24 | U.S. 25-64 | U.S. 65+ |
|----------------|------------------------|------------|------------|------------|----------|
| Past Usage | | | | | |
| Increased | 24% | 35% | 33% | 21% | 22% |
| About the same | 45% | 39% | 44% | 46% | 44% |
| Decreased | 31% | 25% | 23% | 33% | 34% |

Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 1220.

Past Library Use—by Library Card Holders and Non-Card Holders across all Regions

How much has your personal library use changed over the last three to five years?

| | Total Respondents | Library Card Holders | Non-Card Holders |
|----------------|-------------------|----------------------|------------------|
| Past Usage | | | |
| Increased | 25% | 30% | 12% |
| About the same | 44% | 43% | 48% |
| Decreased | 31% | 27% | 39% |

Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 1220.

Respondents also were asked to project the level of their anticipated future library usage. Sixty-two percent of all respondents anticipate their usage in the next three to five years will remain the same. The anticipated future library use is very similar across all geographic regions surveyed.

U.S. 14- to 24-year-olds were more likely to anticipate increased library use in the next three to five years than other U.S. age demographics. Forty-one percent of U.S. 14- to 17-year-olds and 31 percent of U.S. 18- to 24-year-olds anticipate increasing their use of the library.

Throughout the geographic regions, 38 percent of college students surveyed anticipate increased library usage.

Anticipated Future Library Use—by Region of Respondent

How do you anticipate your personal usage of the library to change over the next three to five years?

| | Total Respondents | Australia Singapore India | Canada | United Kingdom | United States |
|---------------------|-------------------|---------------------------------|--------|----------------|---------------|
| Future Usage | | | | | |
| Will increase | 20% | 20% | 21% | 14% | 22% |
| Will stay the same | 62% | 59% | 67% | 61% | 61% |
| Will decrease | 18% | 20% | 12% | 24% | 18% |

Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 1225.

Anticipated Future Library Use—by Age of U.S. Respondent

How do you anticipate your personal usage of the library to change over the next three to five years?

| | Total U.S. Respondents | U.S. 14-17 | U.S. 18-24 | U.S. 25-64 | U.S. 65+ |
|---------------------|------------------------|------------|------------|------------|----------|
| Future Usage | | | | | |
| Will increase | 22% | 41% | 31% | 20% | 15% |
| Will stay the same | 61% | 47% | 47% | 63% | 68% |
| Will decrease | 18% | 12% | 22% | 17% | 17% |

Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 1225.

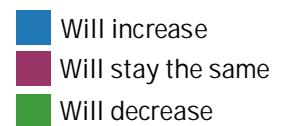
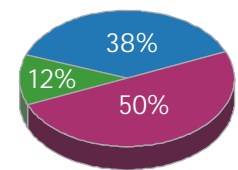
Anticipated Future Library Use—by Library Card Holders and Non-Card Holders across all Regions

How do you anticipate your personal usage of the library to change over the next three to five years?

| | Total Respondents | Library Card Holders | Non-Card Holders |
|---------------------|-------------------|----------------------|------------------|
| Future Usage | | | |
| Will increase | 20% | 24% | 11% |
| Will stay the same | 62% | 61% | 62% |
| Will decrease | 18% | 15% | 27% |

Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 1225.

Anticipated Future Library Use—by College Students across all Regions



Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 1225.

1.2 Familiarity with and Usage of Multiple Information Sources

***Respondents are familiar with search engines.
Over half of respondents are not familiar with online libraries.***

The survey asked respondents to rate their familiarity with the following five information sources: search engines, libraries, bookstores, online libraries and online bookstores.

More than 60 percent of all respondents, regardless of geographic region, are *extremely familiar*, *very familiar* or *somewhat familiar* with search engines. Just 1 percent of all respondents surveyed have *never heard of* search engines.

In the 12 years that search engines have been in existence, they have achieved a familiarity rating that is slightly higher than that of physical libraries and considerably higher than that of online libraries.

Respondents have similar levels of familiarity with libraries and bookstores: over 25 percent of all respondents are *extremely familiar* with both. Respondents have less familiarity with the online versions of the library and bookstore. Twenty percent have *never heard of* online libraries. Across geographic regions surveyed, college students were the most likely to state that they are *extremely familiar* with online libraries, at 20 percent. Thirteen percent of U.S. 18- to 24-year-olds indicated that they are *extremely familiar* with online libraries.

Tables detailing usage of information sources by region, U.S. age and college students are included in Appendix A.

Make access to the online search engines much easier.

Much of the information I look for does not have enough of a description to really decide whether it is good information, especially if I have to do an interlibrary loan.

Mostly the descriptions are too vague.

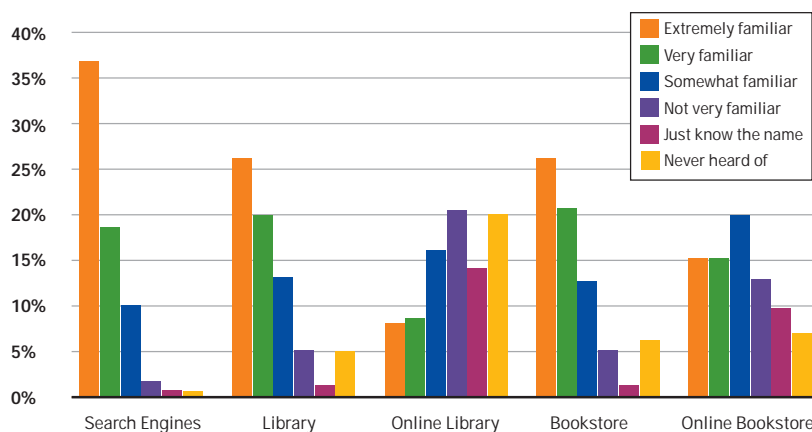
I do research for History, and I find it hard to find 'primary' resources—I usually have to go online for these.

46-year-old from Canada

Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 1240, "If you could provide one piece of advice to your library, what would it be?"

Familiarity Ratings for Information Sources— by Total Respondents

Please rate how familiar you are with the following sources/places where you can obtain information.



Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 1305.

Familiarity Ratings for Information Sources— by Region of Respondent

Please rate how familiar you are with the following sources/places where you can obtain information.

| | Total Respondents | Australia Singapore India | Canada | United Kingdom | United States |
|---------------------------|-------------------|---------------------------------|--------|----------------|---------------|
| Search engines | | | | | |
| Extremely familiar | 36% | 38% | 37% | 35% | 35% |
| Very familiar | 18% | 19% | 23% | 19% | 16% |
| Somewhat familiar | 10% | 8% | 8% | 10% | 12% |
| Not very familiar | 2% | 1% | 1% | 2% | 2% |
| Just know the name | 1% | 0% | 1% | 1% | 2% |
| Never heard of | 1% | 0% | 1% | 1% | 1% |
| Physical library | | | | | |
| Extremely familiar | 26% | 27% | 30% | 18% | 27% |
| Very familiar | 20% | 21% | 24% | 17% | 20% |
| Somewhat familiar | 13% | 13% | 12% | 17% | 13% |
| Not very familiar | 5% | 3% | 4% | 7% | 6% |
| Just know the name | 1% | 1% | 2% | 3% | 1% |
| Never heard of | 5% | 4% | 4% | 12% | 4% |
| Physical bookstore | | | | | |
| Extremely familiar | 26% | 24% | 29% | 21% | 27% |
| Very familiar | 21% | 24% | 23% | 17% | 20% |
| Somewhat familiar | 13% | 16% | 14% | 12% | 12% |
| Not very familiar | 5% | 2% | 2% | 8% | 5% |
| Just know the name | 1% | 1% | 2% | 3% | 1% |
| Never heard of | 6% | 4% | 4% | 13% | 6% |
| Online library | | | | | |
| Extremely familiar | 8% | 8% | 9% | 3% | 9% |
| Very familiar | 9% | 12% | 14% | 4% | 8% |
| Somewhat familiar | 16% | 20% | 21% | 12% | 15% |
| Not very familiar | 21% | 20% | 22% | 23% | 20% |
| Just know the name | 14% | 11% | 12% | 17% | 15% |
| Never heard of | 20% | 15% | 11% | 34% | 21% |
| Online bookstore | | | | | |
| Extremely familiar | 15% | 12% | 15% | 15% | 16% |
| Very familiar | 15% | 16% | 15% | 12% | 16% |
| Somewhat familiar | 20% | 25% | 22% | 21% | 17% |
| Not very familiar | 13% | 15% | 16% | 12% | 12% |
| Just know the name | 10% | 9% | 9% | 11% | 10% |
| Never heard of | 7% | 6% | 4% | 12% | 7% |

Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 1305.

*advertise?
i have forgotten
about libraries
since i left school*

30-year-old from Australia

Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 1240, "If you could provide one piece of advice to your library, what would it be?"

Familiarity Ratings for Information Sources— by Age of U.S. Respondent

Please rate how familiar you are with the following sources/places where you can obtain information.

Get a website so that I can see what materials are available in the library.

51-year-old from the United States

Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 1240, “If you could provide one piece of advice to your library, what would it be?”

| | Total U.S. Respondents | U.S. 14-17 | U.S. 18-24 | U.S. 25-64 | U.S. 65+ |
|---------------------------|------------------------|------------|------------|------------|----------|
| Search engines | | | | | |
| Extremely familiar | 35% | 34% | 40% | 38% | 22% |
| Very familiar | 16% | 12% | 18% | 15% | 20% |
| Somewhat familiar | 12% | 6% | 8% | 12% | 18% |
| Not very familiar | 2% | 1% | 1% | 2% | 6% |
| Just know the name | 2% | 1% | 1% | 1% | 4% |
| Never heard of | 1% | 6% | 2% | 1% | 1% |
| Physical library | | | | | |
| Extremely familiar | 27% | 25% | 26% | 30% | 20% |
| Very familiar | 20% | 16% | 18% | 21% | 21% |
| Somewhat familiar | 13% | 11% | 23% | 12% | 11% |
| Not very familiar | 6% | 3% | 2% | 6% | 9% |
| Just know the name | 1% | 2% | 0% | 0% | 3% |
| Never heard of | 4% | 7% | 2% | 4% | 8% |
| Physical bookstore | | | | | |
| Extremely familiar | 27% | 22% | 30% | 29% | 21% |
| Very familiar | 20% | 12% | 17% | 22% | 19% |
| Somewhat familiar | 12% | 14% | 12% | 12% | 12% |
| Not very familiar | 5% | 5% | 8% | 4% | 11% |
| Just know the name | 1% | 4% | 0% | 1% | 1% |
| Never heard of | 6% | 8% | 6% | 5% | 9% |
| Online library | | | | | |
| Extremely familiar | 9% | 8% | 13% | 8% | 6% |
| Very familiar | 8% | 7% | 7% | 9% | 7% |
| Somewhat familiar | 15% | 24% | 23% | 14% | 11% |
| Not very familiar | 20% | 17% | 15% | 20% | 26% |
| Just know the name | 15% | 11% | 17% | 15% | 16% |
| Never heard of | 21% | 18% | 13% | 22% | 26% |
| Online bookstore | | | | | |
| Extremely familiar | 16% | 12% | 18% | 18% | 10% |
| Very familiar | 16% | 13% | 18% | 17% | 11% |
| Somewhat familiar | 17% | 22% | 21% | 16% | 17% |
| Not very familiar | 12% | 16% | 9% | 11% | 20% |
| Just know the name | 10% | 11% | 10% | 9% | 15% |
| Never heard of | 7% | 8% | 3% | 7% | 13% |

Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 1305.

Familiarity Ratings for Information Sources— by College Students across all Regions

Please rate how familiar you are with the following sources/places where you can obtain information.

| | Total Respondents | College Students |
|---------------------------|-------------------|------------------|
| Search engines | | |
| Extremely familiar | 36% | 45% |
| Very familiar | 18% | 17% |
| Somewhat familiar | 10% | 10% |
| Not very familiar | 2% | 0% |
| Just know the name | 1% | 1% |
| Never heard of | 1% | 0% |
| Physical library | | |
| Extremely familiar | 26% | 34% |
| Very familiar | 20% | 21% |
| Somewhat familiar | 13% | 16% |
| Not very familiar | 5% | 1% |
| Just know the name | 1% | 1% |
| Never heard of | 5% | 0% |
| Physical bookstore | | |
| Extremely familiar | 26% | 36% |
| Very familiar | 21% | 20% |
| Somewhat familiar | 13% | 13% |
| Not very familiar | 5% | 4% |
| Just know the name | 1% | 1% |
| Never heard of | 6% | 2% |
| Online library | | |
| Extremely familiar | 8% | 20% |
| Very familiar | 9% | 15% |
| Somewhat familiar | 16% | 23% |
| Not very familiar | 21% | 12% |
| Just know the name | 14% | 9% |
| Never heard of | 20% | 4% |
| Online bookstore | | |
| Extremely familiar | 15% | 25% |
| Very familiar | 15% | 17% |
| Somewhat familiar | 20% | 23% |
| Not very familiar | 13% | 7% |
| Just know the name | 10% | 4% |
| Never heard of | 7% | 1% |

Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 1305.

My Library is half an hour's car ride away.

It is small and therefor[e] more limited [than] the main libraries. ALSO once I get past the age when driving is a possibility—local transport is not available to take me there.

59-year-old from Australia

Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 812b, "Please list two negative associations with the library."

Awareness and Usage of Electronic Resources

The majority of respondents have used e-mail, search engines and instant messaging.

Respondents were asked to indicate their level of awareness and usage of 16 electronic resources.

- Search engines
- Library Web sites
- Online bookstores
- Online news
- Electronic magazines/journals
- Audiobooks (downloadable/digital)
- Electronic books (digital)
- Online databases
- Topic-specific Web sites
- E-mail
- Instant messaging/online chat
- E-mail information subscriptions
- Ask an expert
- Online librarian question services
- RSS feeds
- Blogs

Respondents show a wide familiarity with and usage of these electronic resources. The use of e-mail and search engines are the highest among all resources across all segments surveyed, but all electronic resources are used by at least 5 percent of respondents.

College students are the most familiar with all the electronic resources and show a substantially higher use of electronic magazines/journals, online databases and electronic books.

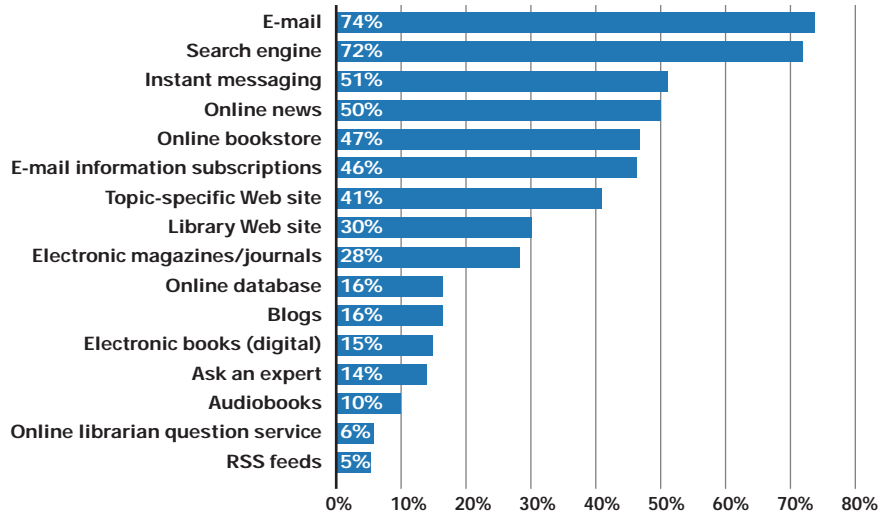
Library Web site usage is also highest among college students, at 61 percent. Both the U.S. 14- to-17-year-old and 18- to 24-year-old segments indicate high use of the library Web site, at 44 percent each, but usage by other U.S. age groups is low.

Forty-seven percent of the total respondents have used an online bookstore. U.S. 14- to 17-year-olds and U.S. respondents 65 and older report the lowest usage among the U.S. age groups, at 41 percent. College students report the highest usage among all segments surveyed, at 62 percent. Although respondents from Australia/Singapore/India are aware of online bookstores, with 61 percent at least somewhat familiar, their usage at 36 percent is the lowest among the geographic regions surveyed.

We have included tables detailing usage of all 16 electronic resources and familiarity of the top four electronic resources by region, U.S. age and college students. Tables detailing familiarity with all 16 electronic resources by region and U.S. age are included in Appendix A.

Usage of Electronic Resources— by Total Respondents

Please indicate if you have used the following electronic information sources, even if you have used them only once.



Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 505.

1- A wealth of information
2- The availability of computers at the library

62-year-old from the United States

Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 812a, "Please list two positive associations with the library."

Usage of Electronic Resources— by Region of Respondent

Please indicate if you have used the following electronic information sources, even if you have used them only once.

| | Total Respondents | Australia Singapore India | Canada | United Kingdom | United States |
|-----------------------------------|-------------------|---------------------------------|--------|----------------|---------------|
| E-mail | 74% | 74% | 74% | 70% | 74% |
| Search engine | 72% | 74% | 73% | 70% | 71% |
| Instant messaging/online chat | 51% | 50% | 58% | 37% | 53% |
| Online news | 50% | 51% | 56% | 39% | 51% |
| Online bookstore | 47% | 36% | 42% | 48% | 52% |
| E-mail information subscriptions | 46% | 47% | 48% | 36% | 47% |
| Topic-specific Web sites | 41% | 33% | 36% | 17% | 50% |
| Library Web site | 30% | 30% | 37% | 17% | 31% |
| Electronic magazines/journals | 28% | 36% | 36% | 23% | 25% |
| Blogs | 16% | 15% | 15% | 7% | 19% |
| Online database | 16% | 21% | 17% | 9% | 16% |
| Electronic books (digital) | 15% | 22% | 17% | 14% | 13% |
| Ask an expert | 14% | 12% | 13% | 13% | 15% |
| Audiobooks (downloadable/digital) | 10% | 18% | 7% | 10% | 9% |
| Online librarian question service | 6% | 10% | 6% | 4% | 5% |
| RSS feeds | 5% | 7% | 6% | 4% | 5% |

Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 505.

Usage of Electronic Resources— by Age of U.S. Respondent

Please indicate if you have used the following electronic information sources, even if you have used them only once.

| | Total U.S. Respondents | U.S. 14-17 | U.S. 18-24 | U.S. 25-64 | U.S. 65+ |
|-----------------------------------|------------------------|------------|------------|------------|----------|
| E-mail | 74% | 81% | 82% | 73% | 69% |
| Search engine | 71% | 81% | 78% | 71% | 59% |
| Instant messaging/online chat | 53% | 75% | 69% | 52% | 34% |
| Online news | 51% | 57% | 59% | 51% | 41% |
| Online bookstore | 52% | 41% | 57% | 54% | 41% |
| E-mail information subscriptions | 47% | 57% | 48% | 48% | 37% |
| Topic-specific Web sites | 50% | 40% | 48% | 54% | 39% |
| Library Web site | 31% | 44% | 44% | 29% | 23% |
| Electronic magazines/journals | 25% | 35% | 34% | 24% | 17% |
| Blogs | 19% | 39% | 24% | 18% | 11% |
| Online database | 16% | 18% | 24% | 17% | 9% |
| Electronic books (digital) | 13% | 18% | 17% | 13% | 7% |
| Ask an expert | 15% | 22% | 12% | 16% | 8% |
| Audiobooks (downloadable/digital) | 9% | 14% | 9% | 9% | 6% |
| Online librarian question service | 5% | 10% | 7% | 4% | 5% |
| RSS feeds | 5% | 7% | 8% | 4% | 2% |

Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 505.

Dewey system can be hard to navigate. Also the internet has now put all the libraries of the world [at] your fingertips

71-year-old from the United States

Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 812b, "Please list two negative associations with the library."

Usage of Electronic Resources— by College Students across all Regions

Please indicate if you have used the following electronic information sources, even if you have used them only once.

| | Total Respondents | College Students |
|-----------------------------------|-------------------|------------------|
| E-mail | 74% | 83% |
| Search engine | 72% | 82% |
| Instant messaging/online chat | 51% | 69% |
| Online news | 50% | 64% |
| Online bookstore | 47% | 62% |
| E-mail information subscriptions | 46% | 51% |
| Topic-specific Web sites | 41% | 50% |
| Library Web site | 30% | 61% |
| Electronic magazines/journals | 28% | 58% |
| Blogs | 16% | 29% |
| Online database | 16% | 34% |
| Electronic books (digital) | 15% | 31% |
| Ask-an-expert | 14% | 21% |
| Audiobooks (downloadable/digital) | 10% | 16% |
| Online librarian question service | 6% | 8% |
| RSS feeds | 5% | 7% |

Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 505.

Familiarity of the Top Four Electronic Resources— by Region of Respondent

Please indicate how familiar you are with each of the following electronic information sources.

Note: This table includes the top four electronic resources based on survey responses.

Detailed data for all 16 electronic resources are included in Appendix A. Respondents were not required to respond, so the totals for each resource do not equal 100 percent.

| | Total Respondents | Australia Singapore India | Canada | United Kingdom | United States |
|--------------------------------------|-------------------|---------------------------------|--------|----------------|---------------|
| E-mail | | | | | |
| Extremely familiar | 48% | 51% | 53% | 45% | 47% |
| Very familiar | 10% | 8% | 9% | 12% | 10% |
| Somewhat familiar | 3% | 1% | 2% | 3% | 3% |
| Not very familiar | 1% | 0% | 0% | 0% | 1% |
| Just know the name | 0% | 0% | 1% | 0% | 0% |
| Never heard of | 0% | 0% | 1% | 1% | 0% |
| Search engine | | | | | |
| Extremely familiar | 42% | 46% | 46% | 41% | 40% |
| Very familiar | 13% | 10% | 12% | 12% | 14% |
| Somewhat familiar | 6% | 4% | 5% | 7% | 7% |
| Not very familiar | 1% | 0% | 1% | 1% | 2% |
| Just know the name | 1% | 0% | 1% | 1% | 1% |
| Never heard of | 1% | 0% | 1% | 1% | 1% |
| Instant messaging/online chat | | | | | |
| Extremely familiar | 26% | 26% | 33% | 21% | 25% |
| Very familiar | 13% | 13% | 15% | 11% | 13% |
| Somewhat familiar | 15% | 16% | 11% | 16% | 15% |
| Not very familiar | 10% | 9% | 7% | 12% | 10% |
| Just know the name | 9% | 6% | 9% | 14% | 8% |
| Never heard of | 2% | 3% | 1% | 5% | 2% |
| Online bookstore | | | | | |
| Extremely familiar | 21% | 17% | 20% | 22% | 23% |
| Very familiar | 19% | 19% | 19% | 15% | 20% |
| Somewhat familiar | 17% | 25% | 21% | 15% | 14% |
| Not very familiar | 8% | 8% | 10% | 8% | 7% |
| Just know the name | 9% | 8% | 10% | 11% | 8% |
| Never heard of | 3% | 5% | 6% | 4% | 2% |

Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 505.

It is tedious to go to library, it is easy to trace the information on internet.

54-year-old from India

Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 810, "What do you feel is the main purpose of the library?"

Familiarity of the Top Four Electronic Resources— by Age of U.S. Respondent

Please indicate how familiar you are with each of the following electronic information sources.

Note: This table includes the top four electronic resources based on survey responses.

Detailed data for all 16 electronic resources are included in Appendix A. Respondents were not required to respond, so the totals for each resource do not equal 100 percent.

Free audio books free DVDs

68-year-old from the
United States

Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 812a, "Please list two positive associations with the library."

| | Total U.S. Respondents | U.S. 14-17 | U.S. 18-24 | U.S. 25-64 | U.S. 65+ |
|--------------------------------------|------------------------|------------|------------|------------|----------|
| E-mail | | | | | |
| Extremely familiar | 47% | 41% | 49% | 49% | 42% |
| Very familiar | 10% | 5% | 6% | 10% | 16% |
| Somewhat familiar | 3% | 4% | 2% | 3% | 2% |
| Not very familiar | 1% | 0% | 1% | 1% | 0% |
| Just know the name | 0% | 0% | 0% | 0% | 0% |
| Never heard of | 0% | 4% | 0% | 0% | 0% |
| Search engine | | | | | |
| Extremely familiar | 40% | 37% | 51% | 41% | 27% |
| Very familiar | 14% | 6% | 7% | 14% | 20% |
| Somewhat familiar | 7% | 3% | 3% | 7% | 14% |
| Not very familiar | 2% | 1% | 1% | 2% | 4% |
| Just know the name | 1% | 1% | 1% | 0% | 2% |
| Never heard of | 1% | 5% | 0% | 0% | 2% |
| Instant messaging/online chat | | | | | |
| Extremely familiar | 25% | 34% | 40% | 24% | 13% |
| Very familiar | 13% | 7% | 14% | 14% | 10% |
| Somewhat familiar | 15% | 7% | 8% | 16% | 23% |
| Not very familiar | 10% | 1% | 3% | 12% | 13% |
| Just know the name | 8% | 2% | 0% | 7% | 21% |
| Never heard of | 2% | 6% | 2% | 1% | 3% |
| Online bookstore | | | | | |
| Extremely familiar | 23% | 22% | 33% | 23% | 15% |
| Very familiar | 20% | 17% | 18% | 22% | 18% |
| Somewhat familiar | 14% | 18% | 13% | 13% | 17% |
| Not very familiar | 7% | 7% | 3% | 8% | 8% |
| Just know the name | 8% | 7% | 7% | 6% | 17% |
| Never heard of | 2% | 9% | 2% | 1% | 6% |

Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 505.

Familiarity of the Top Four Electronic Resources— by College Students across all Regions

Please indicate how familiar you are with each of the following electronic information sources.

Note: This table includes the top four electronic resources based on survey responses.

Detailed data for all 16 electronic resources are included in Appendix A. Respondents were not required to respond, so the totals for each resource do not equal 100 percent.

| | Total Respondents | College Students |
|--------------------------------------|-------------------|------------------|
| E-mail | | |
| Extremely familiar | 48% | 56% |
| Very familiar | 10% | 6% |
| Somewhat familiar | 3% | 1% |
| Not very familiar | 1% | 0% |
| Just know the name | 0% | 0% |
| Never heard of | 0% | 0% |
| Search engine | | |
| Extremely familiar | 42% | 53% |
| Very familiar | 13% | 9% |
| Somewhat familiar | 6% | 1% |
| Not very familiar | 1% | 0% |
| Just know the name | 1% | 0% |
| Never heard of | 1% | 0% |
| Instant messaging/online chat | | |
| Extremely familiar | 26% | 42% |
| Very familiar | 13% | 14% |
| Somewhat familiar | 15% | 8% |
| Not very familiar | 10% | 2% |
| Just know the name | 9% | 1% |
| Never heard of | 2% | 3% |
| Online bookstore | | |
| Extremely familiar | 21% | 29% |
| Very familiar | 19% | 22% |
| Somewhat familiar | 17% | 14% |
| Not very familiar | 8% | 3% |
| Just know the name | 9% | 3% |
| Never heard of | 3% | 2% |

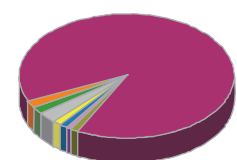
Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 505.

Starting an Information Search

Respondents use search engines to begin information searches.

The survey asked respondents to indicate, from a list of the same 16 electronic resources, the electronic resource they typically use to begin an information search. The survey findings indicate that 84 percent of information searches begin with a search engine. Library Web sites were selected by just 1 percent of respondents as the source used to begin an information search. Very little variability in preference exists across geographic regions or U.S. age groups. Two percent of college students start their search at a library Web site.

Where Electronic Information Searches Begin—by College Students across all Regions

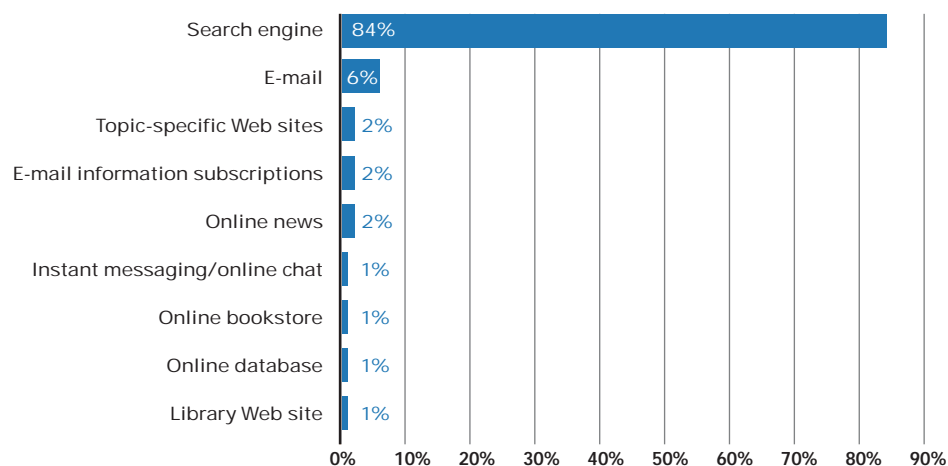


- Search Engine: 89%
- Library Web site: 2%
- Online database: 2%
- E-mail: 1%
- Topic-specific Web sites: 1%
- E-mail information subscriptions: 1%
- Online news: 1%
- Online bookstore: 1%
- Instant messaging/Online chat: 0%

Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 520.

Where Electronic Information Searches Begin—by Total Respondents

Where do you typically begin your search for information on a particular topic?



Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 520.

Tables detailing where electronic information searches begin by region, U.S. age, college students and library card holders are included in Appendix A.

Search Engine Used Most Recently

The majority of respondents used Google.com for their most recent information search.

Respondents who indicated that they use search engines were asked to identify the search engine used in their most recent search. Respondents were asked to select from a list of 21 brand-specific search engines. Google was used most frequently by 62 percent of all respondents. Yahoo! ranked second at 18 percent, followed by MSN Search at 7 percent and Ask Jeeves at 3 percent. Google was the dominant choice across all geographic regions and U.S. age groups.

Fun to search for information

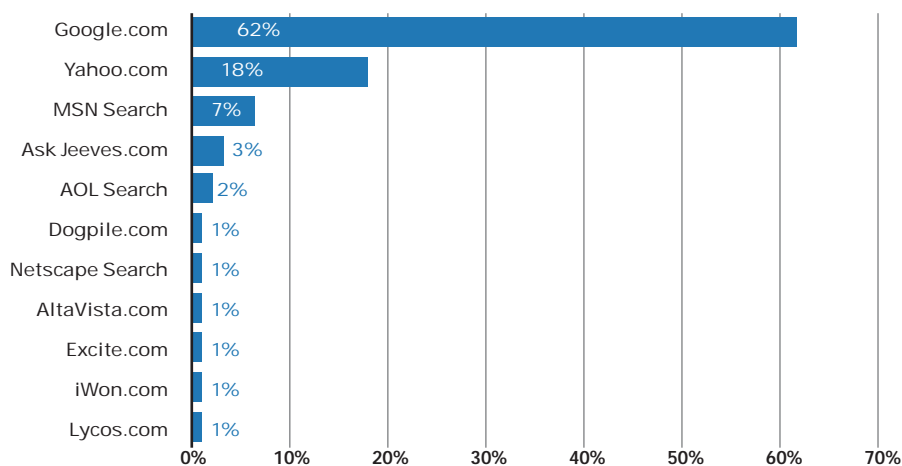
23-year-old from the United States

Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 812a, "Please list two positive associations with the library."

Search Engine Used Most Recently—by Total Respondents

Earlier you stated you typically begin your search for information using search engines. Which search engine did you use for your most recent search?

Base: Respondents who begin their search using a search engine, question 520.



Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 645.

Search Engine Used Most Recently (Top Five)—by Region of Respondent

Earlier you stated you typically begin your search for information using search engines. Which search engine did you use for your most recent search?

Base: Respondents who begin their search using a search engine, question 520.

| | Total Respondents | Australia Singapore India | Canada | United Kingdom | United States |
|----------------|-------------------|---------------------------|--------|----------------|---------------|
| Google.com | 62% | 64% | 71% | 66% | 59% |
| Yahoo.com | 18% | 19% | 13% | 13% | 21% |
| MSN Search | 7% | 6% | 7% | 6% | 7% |
| Ask Jeeves.com | 3% | 1% | 1% | 6% | 3% |
| AOL Search | 2% | 0% | 0% | 3% | 3% |

Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 645.

Search Engine Used Most Recently (Top Five)— by Age of U.S. Respondent

Earlier you stated you typically begin your search for information using search engines. Which search engine did you use for your most recent search?

Base: Respondents who begin their search using a search engine, question 520.

| | Total U.S. Respondents | U.S. 14-17 | U.S. 18-24 | U.S. 25-64 | U.S. 65+ |
|----------------|------------------------|------------|------------|------------|----------|
| Google.com | 59% | 63% | 69% | 57% | 55% |
| Yahoo.com | 21% | 22% | 24% | 20% | 20% |
| MSN Search | 7% | 4% | 3% | 9% | 5% |
| Ask Jeeves.com | 3% | 5% | 2% | 2% | 3% |
| AOL Search | 3% | 2% | 1% | 3% | 6% |

Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 645.

Make a way to search through all of the databases with one search engine, instead of having to search each database individually.

21-year-old from the United States

Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 1240, "If you could provide one piece of advice to your library, what would it be?"

1.3 How Respondents Learn about New Information Resources

Other than search engines, most respondents learn about new electronic information resources from friends. Eight percent of respondents indicate they use librarians.

When search engines are excluded as a referral tool, most respondents indicate they learn about new electronic information sources by word of mouth from friends, relatives or colleagues. Sixty-one percent of all respondents learn about electronic information sources from *friends*, followed closely by *links from electronic information sources or Web sites*. The top four mentions include:

- Friend: 61 percent
- Links from electronic information sources or Web sites: 59 percent
- News media: 52 percent
- Promotions/advertising: 39 percent

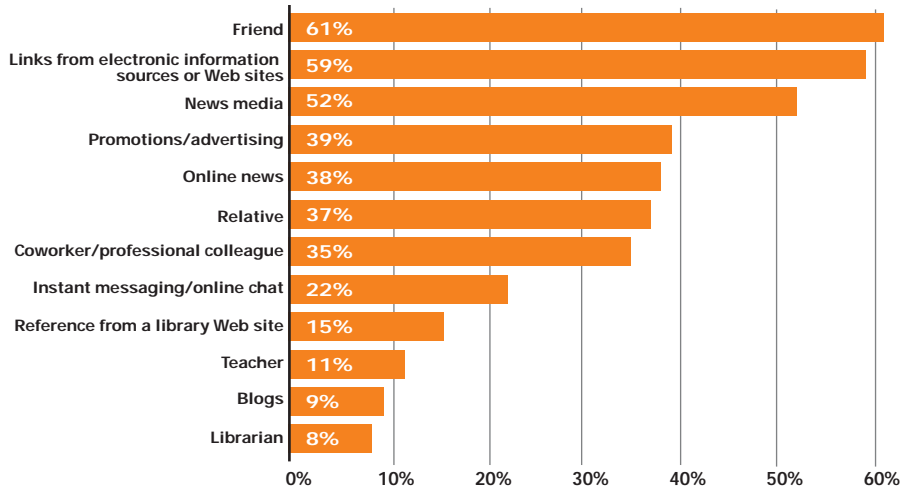
Fifteen percent of respondents learn about new electronic information sources by *referencing the library Web site*. *Reference from a library Web site* rated the highest among college students (36 percent). Twenty percent of library card holders surveyed rely on *references from a library Web site* to identify new electronic information sources, while only 3 percent of non-card holders rely on library Web sites.

The *librarian* was ranked lowest, at 8 percent, as a source of information about electronic resources for the total respondents. Usage of the *librarian* among college students throughout the geographic regions surveyed was the highest among all segments surveyed, at 33 percent.

Tables detailing where respondents learn about information sources by region, U.S. age, college students and library card holders are included in Appendix A.

Learning about Electronic Information Sources— by Total Respondents

Other than search engines, how do you learn about electronic information sources? (Select all that apply.)



Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 605.

Not always open when you want.

Harder to search for what you want, than using a search engine on line.

60-year-old from Canada

Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 812b, "Please list two negative associations with the library."

Learning about Electronic Information Sources— by College Students across all Regions

Other than search engines, how do you learn about electronic information sources? (Select all that apply.)

| | Total Respondents | College Students |
|--|-------------------|------------------|
| Friend | 61% | 67% |
| Links from electronic information sources or Web sites | 59% | 61% |
| News media | 52% | 44% |
| Promotions/advertising | 39% | 26% |
| Online news | 38% | 42% |
| Relative | 37% | 26% |
| Coworker/professional colleague | 35% | 37% |
| Instant messaging/online chat | 22% | 26% |
| Reference from a library Web site | 15% | 36% |
| Teacher | 11% | 50% |
| Blogs | 9% | 13% |
| Librarian | 8% | 33% |

Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 605.

1.4 Impressions of Information Sources

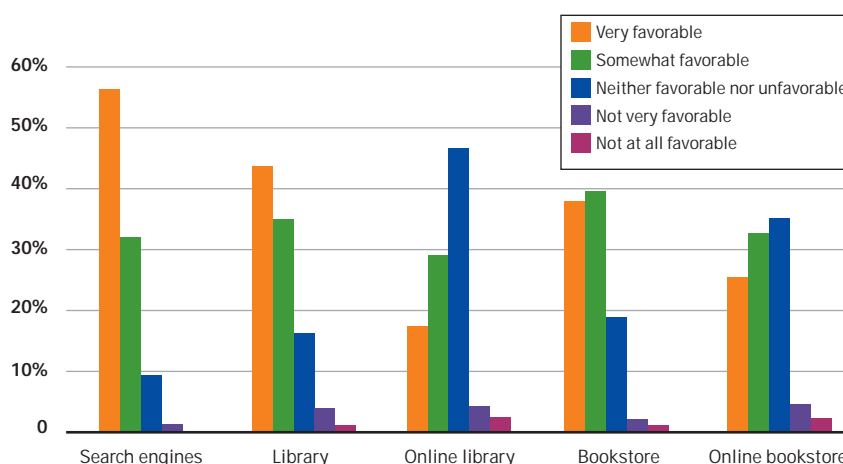
The majority of respondents view search engines very favorably as a source for information. Libraries and bookstores are viewed favorably.

Search engines have the highest favorability ratings of the five information sources evaluated. The search engine is viewed as *very favorable* or *favorable* by 88 percent of all respondents. The library is viewed as *very favorable* or *favorable* by 79 percent. Fifty-seven percent of the U.S. respondents 65 and older gave a *very favorable* rating for the library—significantly higher than any other U.S. age segment.

Both the online bookstore and online library received neutral ratings, with 35 and 46 percent respectively of respondents expressing *neither favorable nor unfavorable* ratings.

Favorable Ratings for Information Sources— by Total Respondents

Based on your overall impressions, please indicate how you would rate each source/place with respect to the information available. Even if you haven't used one or more of the sources/places, rate each one based on what you have seen, read or heard about them.



Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 1315.

Nearly half or more of the U.S., Canadian and Australian/Singaporean/Indian respondents have at least a favorable (either *very favorable* or *favorable*) opinion of the online library. Sixty-six percent of the college students stated that they have at least a favorable view of the online library. Conversely, 22 percent of the U.S. respondents age 14 to 17 reported an unfavorable (*not very favorable* or *not at all favorable*) view of the online library, the highest of any age segment. Fifty-two percent of library card holders have at least a favorable view of the online library, as compared to 33 percent of non-card holders.

Favorable Ratings for Information Sources— by Region of Respondent

Based on your overall impressions, please indicate how you would rate each source/place with respect to the information available. Even if you haven't used one or more of the sources/places, rate each one based on what you have seen, read or heard about them.

| | Total Respondents | Australia Singapore India | Canada | United Kingdom | United States |
|-----------------------------------|-------------------|---------------------------------|--------|----------------|---------------|
| Search engines | | | | | |
| Very favorable | 56% | 62% | 55% | 56% | 55% |
| Somewhat favorable | 32% | 32% | 34% | 34% | 31% |
| Neither favorable nor unfavorable | 9% | 5% | 9% | 8% | 11% |
| Not very favorable | 1% | 0% | 1% | 1% | 2% |
| Not at all favorable | 0% | 0% | 1% | 1% | 0% |
| Physical library | | | | | |
| Very favorable | 44% | 44% | 43% | 30% | 47% |
| Somewhat favorable | 35% | 40% | 38% | 34% | 33% |
| Neither favorable nor unfavorable | 16% | 12% | 16% | 27% | 15% |
| Not very favorable | 4% | 3% | 3% | 6% | 4% |
| Not at all favorable | 1% | 1% | 0% | 4% | 1% |
| Physical bookstore | | | | | |
| Very favorable | 38% | 35% | 39% | 32% | 40% |
| Somewhat favorable | 39% | 45% | 41% | 37% | 38% |
| Neither favorable nor unfavorable | 19% | 16% | 18% | 27% | 18% |
| Not very favorable | 2% | 3% | 1% | 3% | 2% |
| Not at all favorable | 1% | 1% | 2% | 2% | 1% |
| Online library | | | | | |
| Very favorable | 17% | 21% | 16% | 9% | 19% |
| Somewhat favorable | 29% | 37% | 36% | 21% | 27% |
| Neither favorable nor unfavorable | 46% | 36% | 42% | 61% | 47% |
| Not very favorable | 4% | 4% | 3% | 4% | 5% |
| Not at all favorable | 3% | 2% | 3% | 5% | 2% |
| Online bookstore | | | | | |
| Very favorable | 25% | 23% | 20% | 20% | 29% |
| Somewhat favorable | 33% | 35% | 36% | 33% | 31% |
| Neither favorable nor unfavorable | 35% | 35% | 36% | 39% | 34% |
| Not very favorable | 5% | 5% | 4% | 4% | 5% |
| Not at all favorable | 2% | 2% | 4% | 3% | 2% |

Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 1315.

I despise searching the library for books and other sources.

It takes a long time and rarely can you find sources needed. This difficult process is the first thing I think of when I think of using the library.

18-year-old from Canada

Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 807, "What is the first thing you think of when you think of a library?"

Favorable Ratings for Information Sources— by Age of U.S. Respondent

Based on your overall impressions, please indicate how you would rate each source/place with respect to the information available. Even if you haven't used one or more of the sources/places, rate each one based on what you have seen, read or heard about them.

*Happiness...
I love the library!
All that
knowledge in
one place.*

27-year-old from the
United States

Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 807, "What is the first thing you think of when you think of a library?"

| | Total U.S. Respondents | U.S. 14-17 | U.S. 18-24 | U.S. 25-64 | U.S. 65+ |
|-----------------------------------|------------------------|------------|------------|------------|----------|
| Search engines | | | | | |
| Very favorable | 55% | 53% | 49% | 57% | 51% |
| Somewhat favorable | 31% | 25% | 33% | 32% | 32% |
| Neither favorable nor unfavorable | 11% | 16% | 17% | 9% | 14% |
| Not very favorable | 2% | 0% | 1% | 2% | 3% |
| Not at all favorable | 0% | 6% | 0% | 0% | 0% |
| Physical library | | | | | |
| Very favorable | 47% | 37% | 37% | 47% | 57% |
| Somewhat favorable | 33% | 30% | 40% | 34% | 25% |
| Neither favorable nor unfavorable | 15% | 22% | 18% | 14% | 15% |
| Not very favorable | 4% | 4% | 5% | 4% | 2% |
| Not at all favorable | 1% | 7% | 1% | 0% | 0% |
| Physical bookstore | | | | | |
| Very favorable | 40% | 32% | 37% | 42% | 39% |
| Somewhat favorable | 38% | 34% | 40% | 39% | 37% |
| Neither favorable nor unfavorable | 18% | 25% | 18% | 17% | 19% |
| Not very favorable | 2% | 3% | 3% | 2% | 3% |
| Not at all favorable | 1% | 7% | 3% | 1% | 2% |
| Online library | | | | | |
| Very favorable | 19% | 14% | 15% | 21% | 18% |
| Somewhat favorable | 27% | 19% | 35% | 28% | 18% |
| Neither favorable nor unfavorable | 47% | 45% | 35% | 47% | 57% |
| Not very favorable | 5% | 12% | 10% | 4% | 4% |
| Not at all favorable | 2% | 10% | 5% | 0% | 3% |
| Online bookstore | | | | | |
| Very favorable | 29% | 16% | 22% | 33% | 21% |
| Somewhat favorable | 31% | 23% | 36% | 31% | 30% |
| Neither favorable nor unfavorable | 34% | 36% | 29% | 32% | 43% |
| Not very favorable | 5% | 14% | 9% | 4% | 4% |
| Not at all favorable | 2% | 11% | 3% | 0% | 2% |

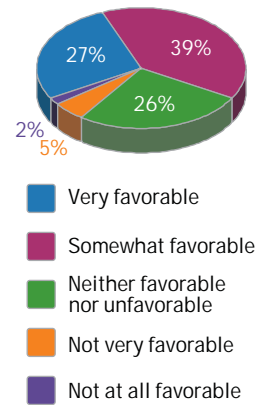
Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 1315.

Favorable Ratings for Information Sources— by College Students across all Regions

Based on your overall impressions, please indicate how you would rate each source/place with respect to the information available. Even if you haven't used one or more of the sources/places, rate each one based on what you have seen, read or heard about them.

| | Total Respondents | College Students |
|-----------------------------------|-------------------|------------------|
| Search engines | | |
| Very favorable | 56% | 52% |
| Somewhat favorable | 32% | 40% |
| Neither favorable nor unfavorable | 9% | 7% |
| Not very favorable | 1% | 1% |
| Not at all favorable | 0% | 0% |
| Physical library | | |
| Very favorable | 44% | 47% |
| Somewhat favorable | 35% | 38% |
| Neither favorable nor unfavorable | 16% | 11% |
| Not very favorable | 4% | 3% |
| Not at all favorable | 1% | 0% |
| Physical bookstore | | |
| Very favorable | 38% | 43% |
| Somewhat favorable | 39% | 41% |
| Neither favorable nor unfavorable | 19% | 14% |
| Not very favorable | 2% | 2% |
| Not at all favorable | 1% | 0% |
| Online library | | |
| Very favorable | 17% | 27% |
| Somewhat favorable | 29% | 39% |
| Neither favorable nor unfavorable | 46% | 26% |
| Not very favorable | 4% | 5% |
| Not at all favorable | 3% | 2% |
| Online bookstore | | |
| Very favorable | 25% | 27% |
| Somewhat favorable | 33% | 45% |
| Neither favorable nor unfavorable | 35% | 22% |
| Not very favorable | 5% | 6% |
| Not at all favorable | 2% | 0% |

Favorable Ratings for Online Library— by College Students across all Regions



Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 1315.

Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 1315.

Favorable Ratings for Information Sources— by Library Card Holders and Non-Card Holders across All Regions

Based on your overall impressions, please indicate how you would rate each source/place with respect to the information available. Even if you haven't used one or more of the sources/places, rate each one based on what you have seen, read or heard about them.

| | Total Respondents | Library Card Holders | Non-Card Holders |
|-----------------------------------|-------------------|----------------------|------------------|
| Search engines | | | |
| Very favorable | 56% | 58% | 52% |
| Somewhat favorable | 32% | 32% | 33% |
| Neither favorable nor unfavorable | 9% | 9% | 11% |
| Not very favorable | 1% | 1% | 2% |
| Not at all favorable | 0% | 0% | 1% |
| Physical library | | | |
| Very favorable | 44% | 51% | 24% |
| Somewhat favorable | 35% | 33% | 40% |
| Neither favorable nor unfavorable | 16% | 12% | 28% |
| Not very favorable | 4% | 3% | 6% |
| Not at all favorable | 1% | 1% | 2% |
| Physical bookstore | | | |
| Very favorable | 38% | 42% | 27% |
| Somewhat favorable | 39% | 37% | 46% |
| Neither favorable nor unfavorable | 19% | 17% | 22% |
| Not very favorable | 2% | 2% | 3% |
| Not at all favorable | 1% | 1% | 2% |
| Online library | | | |
| Very favorable | 17% | 21% | 9% |
| Somewhat favorable | 29% | 31% | 24% |
| Neither favorable nor unfavorable | 46% | 42% | 56% |
| Not very favorable | 4% | 4% | 6% |
| Not at all favorable | 3% | 2% | 4% |
| Online bookstore | | | |
| Very favorable | 25% | 29% | 16% |
| Somewhat favorable | 33% | 33% | 31% |
| Neither favorable nor unfavorable | 35% | 31% | 45% |
| Not very favorable | 5% | 5% | 6% |
| Not at all favorable | 2% | 2% | 3% |

*please
let us study
there longer!!!*

20-year-old from Singapore

Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 1240, "If you could provide one piece of advice to your library, what would it be?"

Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 1315.

Information Sources Considered

Search engines are the most often used information source. They are also the information source most likely to be used the next time respondents need information.

Survey respondents were asked what information sources they will consider the next time they need information. Ninety-one percent of respondents selected search engines as an information source they would consider, while 55 percent selected the bricks-and-mortar library and 42 percent selected the online library.

Search engines again are ranked as the “first choice” for information by 80 percent of all respondents. The library ranks a distant second with 11 percent and the online library third at 6 percent.

Information Sources Considered and First Choice— by Total Respondents

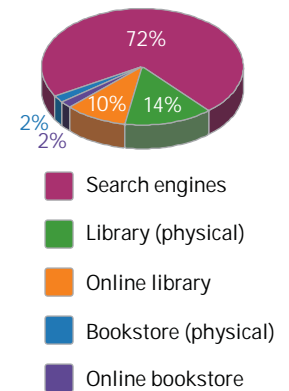
Next time you need a source/place for information, which source or sources would you consider? Select all that apply.
And, which source/place would be your first choice?

| Sources Considered | % | First Choice... | % |
|----------------------|-----|----------------------|-----|
| Search engines | 91% | Search engines | 80% |
| Library (physical) | 55% | Library (physical) | 11% |
| Online library | 42% | Online library | 6% |
| Bookstore (physical) | 37% | Bookstore (physical) | 2% |
| Online bookstore | 30% | Online bookstore | 2% |

Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, questions 1325 and 1335.

Tables detailing information by region, U.S. age, college students and library card holder status are included in the tables in Appendix A.

First Choice for Information Source— by College Students across all Regions



Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 1335.

Finding Worthwhile Information

Ninety-three percent of respondents at least agree Google provides worthwhile information.

Seventy-eight percent at least agree library Web sites provide worthwhile information.

93%
agree Google provides worthwhile information.

Respondents were asked to rate the information from the following brands:

- About.com
- AllTheWeb.com
- AltaVista.com
- AOL Search
- Ask an expert (e.g., Homework Helper)
- Ask Jeeves.com
- Clusty.com
- Dogpile.com
- Excite.com
- Gigablast.com
- Google.com
- HotBot.com
- iWon.com
- Library Web sites
- LookSmart.com
- Lycos.com
- MSN Search
- Netscape Search
- Online librarian question services (Ask a librarian)
- Teoma.com
- Yahoo.com

78%
agree library Web sites provide worthwhile information.

Respondents who indicated any usage of the 21 brands were asked to rate the degree to which they agree or disagree that each brand they have used provides worthwhile information. Google, Yahoo!, MSN Search and Ask Jeeves top the list of brands providing worthwhile information.

Respondents who have used Google rate it highest, with 55 percent indicating that they *completely agree* that Google provides worthwhile information. Yahoo! and the library Web site are closely rated by the respondents who use those brands, at 34 percent and 33 percent respectively. MSN Search and Ask Jeeves round out the top five brands information consumers report to provide worthwhile information.

Forty-five percent of the college students across all regions *completely agree* that library Web sites provide worthwhile information, more so than any other segment in the study.

Significant variation in views about library Web sites was apparent across U.S. age groups. U.S. 14- to 17-year-olds are the least likely to *completely agree* that the library Web site provides worthwhile information compared to other U.S. age groups (20 percent). U.S. 18- to 24-year-olds and those over 65 are the most likely to *completely agree* that the library Web site provides worthwhile information among the U.S. age groups (over 40 percent).

Tables detailing worthwhile information, familiarity and usage for the 21 information brands by region are included in Appendix A.

85%
agree Yahoo! provides worthwhile information.

Improve the web site more—

I like the catalog, but if it could reference some sort of rating system it would be even better—I was looking at a new author today who has many books, and I had to go to an internet computer, check on Amazon and see which books were most highly recommended, and go back to the catalog to see if they were available.

15-year-old from the United States

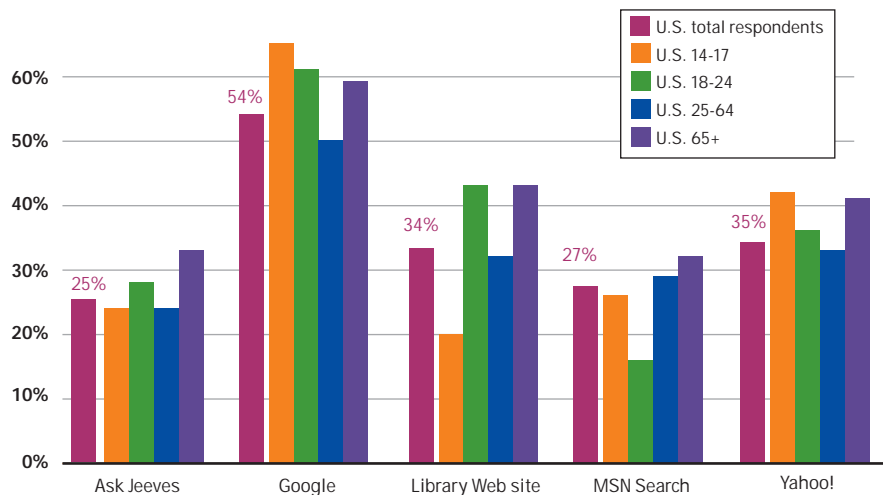
Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 1240, "If you could provide one piece of advice to your library, what would it be?"

Five Highest-Rated Information Brands with Worthwhile Information— by Age of U.S. Respondents who "Completely Agree"

Please rate the degree to which you agree or disagree that each electronic information source provides worthwhile information.

(Only "Completely Agree" responses are graphed below.)

Base: Respondents who indicated usage of any of the list of 21 information brands.



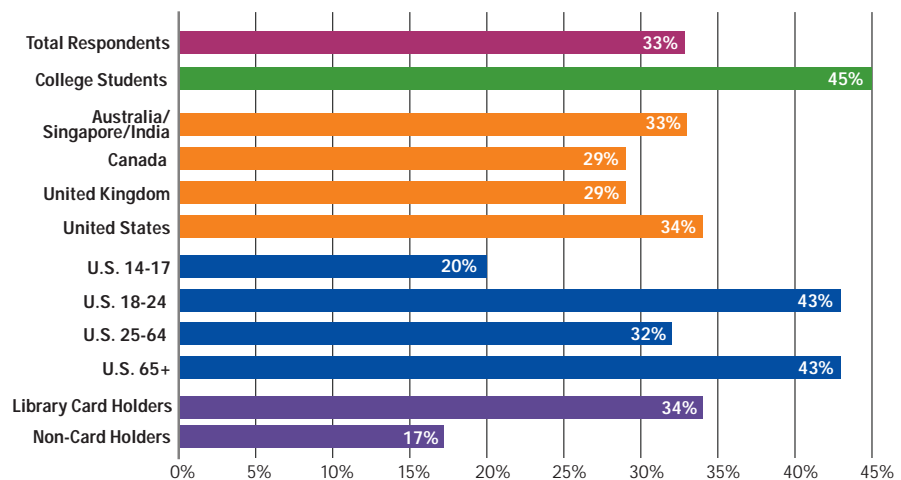
Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 670.

Worthwhile Information from the Library Web site— All Respondents who "Completely Agree"

Please rate the degree to which you agree or disagree that each electronic information source provides worthwhile information.

(Only "Completely Agree" responses are graphed below.)

Base: Respondents who indicated usage of the library Web site from a list of 21 information brands.



Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 670.

Library Electronic Resources

Respondents who use the library agree that electronic library information resources are worthwhile.

Respondents who use the library's electronic information sources are in general consensus that the library sources provide worthwhile information. The online library catalog, online reference materials, the library Web site and electronic magazines/journals rate highly as resources providing worthwhile information.

Although usage of many of the library electronic resources is relatively low, respondents indicated that the information provided was worthwhile. While only 6 percent of respondents have used an online librarian question service, 71 percent agree (*completely agree* or *agree*) this service provides worthwhile information.

Again, college students had higher ratings than the overall group.

- Seventy-two percent of college students *completely agree* or *agree* that online databases provide worthwhile information.
- Eighty-five percent of college students *completely agree* or *agree* that electronic magazines/journals provide worthwhile information. Roughly three-quarters of respondents from all geographic regions indicate they *completely agree* or *agree*.

*Doing an
online
search
and request for
material from the
comfort of my home*

33-year-old from Canada

Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 807, "What is the first thing you think of when you think of a library."

Worthwhile Information from the Library's Resources— by Region of Respondent

Please rate the degree to which you agree or disagree that each electronic information source available through your primary library provides worthwhile information.

| | Total Respondents | Australia Singapore India | Canada | United Kingdom | United States |
|--|-------------------|---------------------------------|--------|----------------|---------------|
| Online library catalog | | | | | |
| Completely agree | 39% | 32% | 39% | 31% | 43% |
| Agree | 43% | 50% | 44% | 50% | 40% |
| Neither agree nor disagree | 14% | 15% | 12% | 16% | 14% |
| Disagree | 1% | 1% | 2% | 2% | 1% |
| Completely disagree | 2% | 2% | 3% | 1% | 2% |
| Online reference materials | | | | | |
| Completely agree | 34% | 28% | 40% | 21% | 36% |
| Agree | 45% | 55% | 43% | 53% | 42% |
| Neither agree nor disagree | 19% | 17% | 14% | 22% | 21% |
| Disagree | 1% | 0% | 3% | 2% | 1% |
| Completely disagree | 1% | 1% | 0% | 2% | 1% |
| Online librarian question service | | | | | |
| Completely agree | 32% | 29% | 31% | 22% | 35% |
| Agree | 39% | 41% | 36% | 42% | 39% |
| Neither agree nor disagree | 26% | 29% | 25% | 32% | 24% |
| Disagree | 2% | 1% | 6% | 1% | 1% |
| Completely disagree | 2% | 1% | 3% | 3% | 1% |
| Library Web site | | | | | |
| Completely agree | 31% | 23% | 30% | 25% | 34% |
| Agree | 46% | 52% | 50% | 52% | 43% |
| Neither agree nor disagree | 19% | 21% | 16% | 20% | 19% |
| Disagree | 1% | 2% | 3% | 1% | 1% |
| Completely disagree | 2% | 2% | 1% | 2% | 2% |
| Online databases | | | | | |
| Completely agree | 28% | 26% | 24% | 15% | 31% |
| Agree | 43% | 48% | 47% | 55% | 39% |
| Neither agree nor disagree | 27% | 25% | 22% | 27% | 28% |
| Disagree | 2% | 0% | 6% | 3% | 1% |
| Completely disagree | 1% | 0% | 1% | 0% | 1% |
| Audiobooks (downloadable/digital) | | | | | |
| Completely agree | 22% | 13% | 23% | 18% | 26% |
| Agree | 43% | 52% | 38% | 40% | 41% |
| Neither agree nor disagree | 33% | 32% | 34% | 40% | 31% |
| Disagree | 2% | 2% | 4% | 0% | 1% |
| Completely disagree | 1% | 2% | 0% | 2% | 1% |
| Electronic magazines/journals | | | | | |
| Completely agree | 28% | 27% | 32% | 33% | 26% |
| Agree | 48% | 55% | 50% | 45% | 46% |
| Neither agree nor disagree | 22% | 16% | 13% | 21% | 26% |
| Disagree | 1% | 0% | 3% | 1% | 0% |
| Completely disagree | 2% | 1% | 1% | 1% | 2% |
| Electronic books (digital) | | | | | |
| Completely agree | 20% | 18% | 26% | 21% | 18% |
| Agree | 47% | 53% | 37% | 44% | 49% |
| Neither agree nor disagree | 29% | 26% | 26% | 34% | 30% |
| Disagree | 2% | 1% | 9% | 0% | 1% |
| Completely disagree | 2% | 2% | 1% | 1% | 2% |

Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 870.

Worthwhile Information from the Library's Resources— by Age of U.S. Respondent

Please rate the degree to which you agree or disagree that each electronic information source available through your primary library provides worthwhile information.

| | Total U.S. Respondents | U.S. 14-17 | U.S. 18-24 | U.S. 25-64 | U.S. 65+ |
|--|------------------------|------------|------------|------------|----------|
| Online library catalog | | | | | |
| Completely agree | 43% | 29% | 33% | 50% | 33% |
| Agree | 40% | 40% | 41% | 38% | 52% |
| Neither agree nor disagree | 14% | 24% | 24% | 10% | 12% |
| Disagree | 1% | 2% | 1% | 0% | 0% |
| Completely disagree | 2% | 5% | 1% | 1% | 2% |
| Online reference materials | | | | | |
| Completely agree | 36% | 23% | 27% | 44% | 22% |
| Agree | 42% | 39% | 40% | 41% | 52% |
| Neither agree nor disagree | 21% | 29% | 31% | 16% | 24% |
| Disagree | 1% | 5% | 1% | 0% | 0% |
| Completely disagree | 1% | 3% | 1% | 0% | 2% |
| Online librarian question service | | | | | |
| Completely agree | 35% | 15% | 11% | 47% | 25% |
| Agree | 39% | 44% | 45% | 34% | 53% |
| Neither agree nor disagree | 24% | 33% | 39% | 19% | 21% |
| Disagree | 1% | 1% | 3% | 0% | 0% |
| Completely disagree | 1% | 7% | 2% | 0% | 1% |
| Library Web site | | | | | |
| Completely agree | 34% | 17% | 26% | 39% | 31% |
| Agree | 43% | 36% | 44% | 43% | 52% |
| Neither agree nor disagree | 19% | 41% | 28% | 15% | 11% |
| Disagree | 1% | 3% | 1% | 1% | 3% |
| Completely disagree | 2% | 3% | 1% | 2% | 2% |
| Online databases | | | | | |
| Completely agree | 31% | 18% | 22% | 38% | 16% |
| Agree | 39% | 31% | 37% | 40% | 43% |
| Neither agree nor disagree | 28% | 39% | 39% | 22% | 39% |
| Disagree | 1% | 5% | 0% | 0% | 1% |
| Completely disagree | 1% | 7% | 1% | 0% | 1% |
| Audiobooks (downloadable/digital) | | | | | |
| Completely agree | 26% | 13% | 8% | 35% | 11% |
| Agree | 41% | 21% | 38% | 41% | 64% |
| Neither agree nor disagree | 31% | 54% | 51% | 24% | 22% |
| Disagree | 1% | 4% | 1% | 0% | 1% |
| Completely disagree | 1% | 8% | 2% | 0% | 2% |
| Electronic magazines/journals | | | | | |
| Completely agree | 26% | 17% | 22% | 28% | 28% |
| Agree | 46% | 37% | 43% | 48% | 48% |
| Neither agree nor disagree | 26% | 35% | 33% | 22% | 21% |
| Disagree | 0% | 3% | 0% | 0% | 1% |
| Completely disagree | 2% | 9% | 1% | 1% | 2% |
| Electronic books (digital) | | | | | |
| Completely agree | 18% | 7% | 12% | 23% | 18% |
| Agree | 49% | 34% | 36% | 59% | 38% |
| Neither agree nor disagree | 30% | 38% | 51% | 18% | 41% |
| Disagree | 1% | 9% | 0% | 0% | 0% |
| Completely disagree | 2% | 11% | 1% | 0% | 4% |

Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 870.

I love audio books, they are a great resource for new moms.

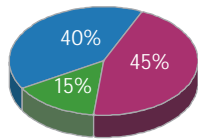
23-year-old from the United States

Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 1240, "If you could provide one piece of advice to your library, what would it be?"

Worthwhile Information from the Library's Resources— by College Students across all Regions

Please rate the degree to which you agree or disagree that each electronic information source available through your primary library provides worthwhile information.

Worthwhile Information for Electronic Magazines/Journals— by College Students across all Regions



- Completely agree
- Agree
- Neither agree nor disagree
- Disagree: 0%
- Completely disagree: 0%

Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 870.

| | Total Respondents | College students |
|--|-------------------|------------------|
| Online library catalog | | |
| Completely agree | 39% | 44% |
| Agree | 43% | 39% |
| Neither agree nor disagree | 14% | 15% |
| Disagree | 1% | 2% |
| Completely disagree | 2% | 0% |
| Online reference materials | | |
| Completely agree | 34% | 38% |
| Agree | 45% | 43% |
| Neither agree nor disagree | 19% | 18% |
| Disagree | 1% | 0% |
| Completely disagree | 1% | 0% |
| Online librarian question service | | |
| Completely agree | 32% | 32% |
| Agree | 39% | 32% |
| Neither agree nor disagree | 26% | 36% |
| Disagree | 2% | 0% |
| Completely disagree | 2% | 0% |
| Library Web site | | |
| Completely agree | 31% | 38% |
| Agree | 46% | 41% |
| Neither agree nor disagree | 19% | 20% |
| Disagree | 1% | 1% |
| Completely disagree | 2% | 0% |
| Online databases | | |
| Completely agree | 28% | 36% |
| Agree | 43% | 36% |
| Neither agree nor disagree | 27% | 29% |
| Disagree | 2% | 0% |
| Completely disagree | 1% | 0% |
| Audiobooks (downloadable/digital) | | |
| Completely agree | 22% | 24% |
| Agree | 43% | 38% |
| Neither agree nor disagree | 33% | 38% |
| Disagree | 2% | 0% |
| Completely disagree | 1% | 0% |
| Electronic magazines/journals | | |
| Completely agree | 28% | 40% |
| Agree | 48% | 45% |
| Neither agree nor disagree | 22% | 15% |
| Disagree | 1% | 0% |
| Completely disagree | 2% | 0% |
| Electronic books (digital) | | |
| Completely agree | 20% | 20% |
| Agree | 47% | 41% |
| Neither agree nor disagree | 29% | 37% |
| Disagree | 2% | 1% |
| Completely disagree | 2% | 0% |

Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 870.

