

# How libraries stack up: 2010

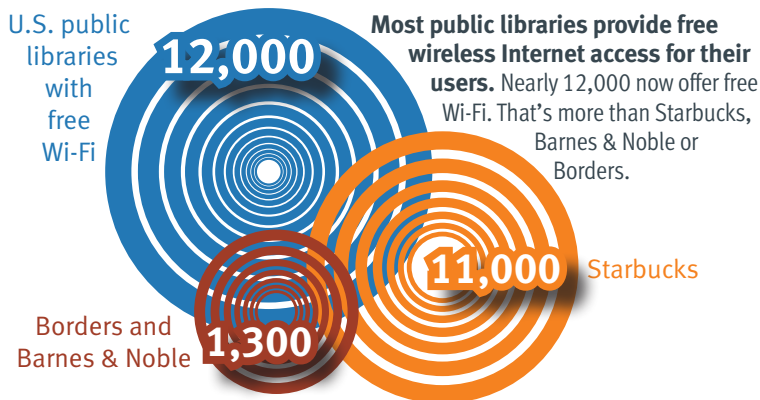
In America, we go to libraries to find jobs, create new careers and help grow our small businesses. We borrow books, journals, music and movies. We learn to use the latest technology. We get the tools and information needed to reenter the workforce. We get our questions answered, engage in civic activities, meet with friends and co-workers and improve our skills at one of the 16,600 U.S. public libraries. Every day, our public libraries deliver millions of dollars in resources and support that meet the critical needs of our communities.



Source: OCLC, 2010, primary research; ALA, 2010, "A Perfect Storm Brewing."

Here are a few of the ways that our public libraries stack up.

## Hot spots



Sources: ALA, 2009, "Libraries Connect Communities 3: Public Library Funding & Technology Access Study, 2008–2009"; Starbucks corporate communications; www.borders.com; www.barnesandnobleinc.com.

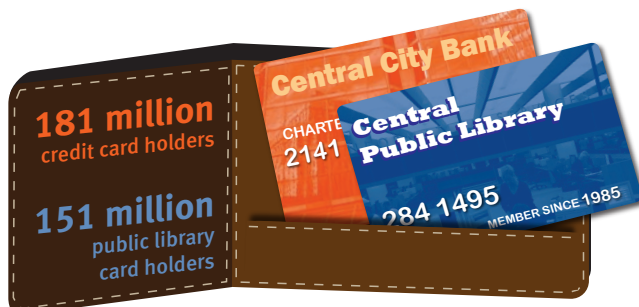
## Taking care of business



Source: OCLC, 2010, primary research.

## It's in our wallets

Library cards are about as prevalent as credit cards. Two-thirds of Americans have a library card. For many young people, the first card in their wallet is a library card.



Sources: ALA, "The State of America's Libraries, 2009"; U.S. Census Bureau, population estimates for those aged 20 and over; *Statistical Abstract of the United States*, 2010.

## Getting technical



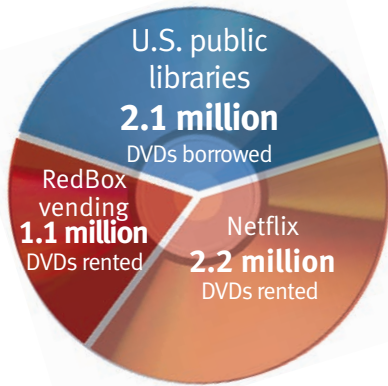
More libraries—5,400—offer technology training classes than there are computer training businesses in the U.S. Every day, 14,700 people attend free library computer classes—a retail value of \$2.2 million. That's \$629 million worth of computer classes annually (based on 286 business days per year).

Sources: ALA, 2009, "Libraries Connect Communities 3: Public Library Funding & Technology Access Study, 2008–2009"; *ReferenceUSA Business and Residential Directory*; OCLC, 2010, primary research; www.geekssquad.com.

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Libraries are at the heart of our communities—a resource for people of any age to find what we need to help improve our quality of life.

## Movie night



Every day, Americans borrow **2.1 million DVDs** from libraries, and we spend over \$22 million for DVD rentals at outlets like Netflix and RedBox vending machines.

Sources: OCLC, 2010, primary research; www.netflix.com/HowItWorks; Stross, Randall, "When the Price Is Right, the Future Can Wait," *New York Times*, July 12, 2009; McBride, Sarah, "Cinema Surpassed DVD Sales in 2009," *Wall Street Journal* online, January 4, 2010.

## Let's meet

**More public libraries offer free meeting rooms** than there are conference centers, convention facilities and auditoriums combined. Every day, 225,000 people use library meeting rooms at a retail value of \$11 million. That's \$3.2 billion annually (based on 286 business days per year).



Sources: OCLC, 2010, primary research; *ReferenceUSA Business and Residential Directory*.

## Career assistance when we need it most

U.S. public libraries offering career assistance  
**13,000**



U.S. Department of Labor One-stop Career Centers  
**3,000**

**Americans turn to libraries when searching for new jobs.** Both public libraries and One-stop Career Centers provide career counseling resources, resumé assistance and help in filling out online applications.

Sources: ALA, 2010, "A Perfect Storm Brewing"; U.S. Department of Labor, www.servicelocator.org/.

## No ticket required

U.S. public library visits  
**1.4 billion**



U.S. movie attendance  
**1.3 billion**



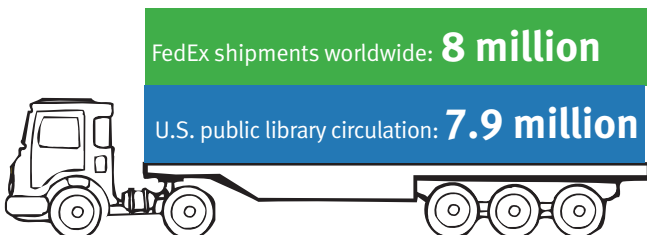
U.S. sporting event attendance  
**218 million**



**Every year, Americans visit the library more often than we go to the movies** and six times more often than we attend live sporting events (includes professional and NCAA football, baseball, basketball and hockey).

Sources: IMLS, 2007, *Public Libraries in the United States: Fiscal Year 2007; Statistical Abstracts of the United States, 2010*; www.mpaa.org/researchStatistics.asp.

## On the move



**U.S. public libraries circulate as many materials every day as FedEx ships packages worldwide.** We enjoy \$82 million of value every day from the materials we check out at libraries.

Sources: IMLS, 2007, *Public Libraries in the United States: Fiscal Year 2007*; FedEx company facts at [http://about.fedex.designcdt.com/our\\_company/company\\_information/fedex\\_corporation](http://about.fedex.designcdt.com/our_company/company_information/fedex_corporation)



**OCLC is a nonprofit library cooperative. For more information see: [www.oclc.org/reports/stackup/](http://www.oclc.org/reports/stackup/).**

Numbers from OCLC's primary research are estimates. OCLC conducted primary research in January 2010 by inviting librarians via a post on various e-mail lists to answer a questionnaire gauging the use of their public libraries for job-seeking, small business support, meeting room usage and other activities. 719 librarians from 23 states participated.