U.S. IMPACT Study Web Survey Results

Aggregate Report for Web Survey Libraries in Texas

May, 2010

The U.S. IMPACT Study

A research initiative examining the impact of free access to computers and the Internet in public libraries.

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Foreword

Thank you for participating in the U.S. IMPACT web survey! From March through June, 2009, over 400 public libraries across the United States participated in the web survey, with a result of over 45,000 completed responses from library patrons and public access computing users. The data have provided rich and valuable insights about how library patrons use public access computers, wireless Internet connections, and other related library resources and services and the impact it has on their lives. The following report aggregates the results we gathered from libraries in Texas that participated in the web survey. We hope you will find this information useful for internal decision-making, demonstrating the value of offering such services to stakeholders and elected officials, and for advocacy efforts with the public.

The implementation of the U.S. IMPACT web survey was the first time public libraries were enlisted in a nationwide effort to gather patron-level data. We are grateful to the Bill & Melinda Gates Foundation and the Institute of Museum and Library Services for their support of this effort. We also greatly appreciate the assistance of the Texas library in coordinating the participation of individual libraries in this study and hope that you find this report helpful as you continue library advocacy efforts in your state. We invite you to learn about the overall research findings in the project report, *Opportunity for All: How the American Public Benefits from Internet Access in U.S. Libraries.*

Sincerely,

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About this report

The U.S. IMPACT Studies research project and associated survey instruments were designed around a *situated logic model* which contextualizes public access computing (PAC) resources and services within seven domains: civic engagement, eGovernment, education, health, employment and entrepreneurship, eCommerce, and social inclusion. In this framework, the inputs, activities, outputs, and outcomes associated with public access computing are connected with broad-level public policy goals. An example of this connection is illustrated in Figure 1, where measures related to using PAC for job-seeking are linked to workforce development goals.

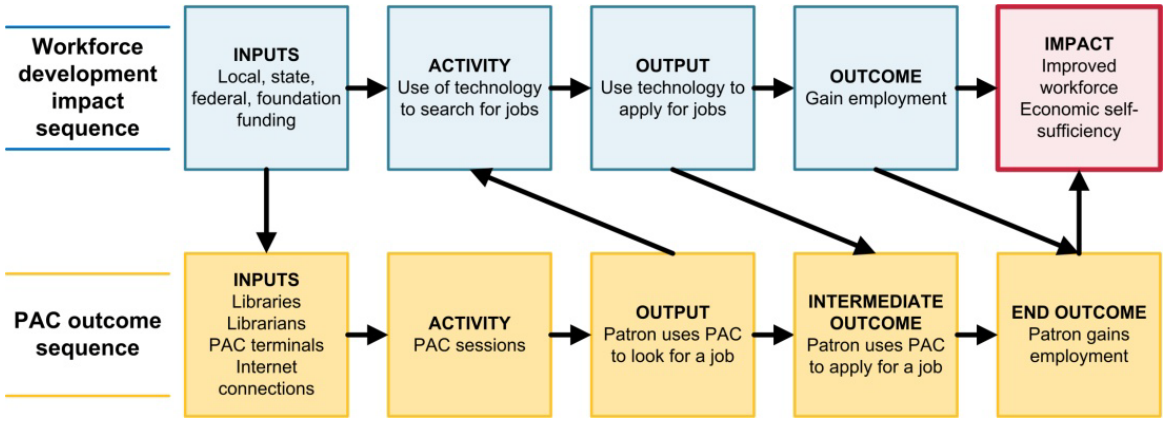

Figure 1: A sample situated logic model

The situated logic model is a useful tool for libraries to evaluate how the library's computing resources are being used and also to show policy makers and funders how computing and networking resources and services contribute to public policy goals. The data in this report can be used to understand the types of activities library patrons engage in with public computers and the outcomes of that use. It can also be used over time to track how changes in resources, services, and policies affect outcomes and can help focus the library's resources on carrying out those activities with high value in the library's community.

The web survey was conducted in public library systems selected using a stratified probability proportionate to size (PPS) sampling procedure, with the measure of size being the population of the library service area (LSA) as reported in the 2006 *Public Libraries Data Files.* The probability proportionate to size sample was necessary to ensure that the survey was deployed in communities with populations large enough to yield the target number of completed surveys. The sample stratified these libraries between self-representing libraries[1], single-outlet systems, and multiple-outlet systems, and an oversample of libraries serving fewer than 5,000.

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[1] The self-representing strata threshold equals 75 percent of the sum of the legal service area populations divided by 580 library systems (number of sampled libraries not including the small library over-sample).

The following results are from Texas libraries that participated in the web survey; while they are not generalizable to the state population, they can be used to understand the ways in which patrons are using PAC in the library. Appendix A contains tables reporting the national weighted averages as well as the actual (unweighted) results from other libraries participating in the web survey; these results are organized by library size to aid in comparisons between peer libraries.

The U.S. IMPACT Study website contains additional tools and suggestions for using the information contained in this report and to communicate with the public, policymakers, and funders about the value of PAC resources and services, including examples of how the data might be used in presentations to policymakers, samples of factsheets that could be used for generating financial support for PAC resources, and short summaries of benefits of PAC in specific domains that could be used to gain support from sector-specific agencies. Please visit http://tascha.uw.edu/usimpact to download these materials.

Overall results

We received 905 completed survey responses from libraries in Texas that participated in the web survey. Figure 2 shows the concentration of responses by the ZIP codes reported by survey respondents.

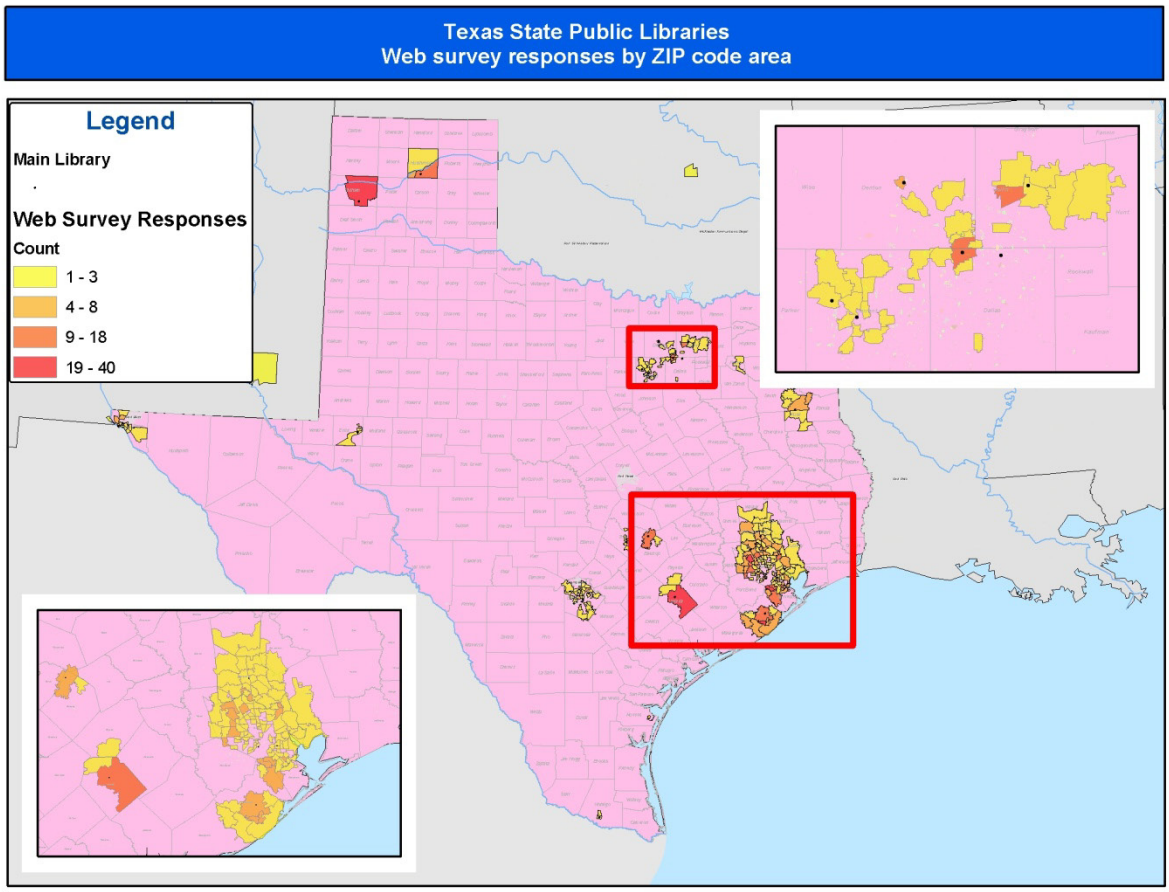

Figure 2: ZIP codes of web survey respondents

Library use

All but 22 survey respondents had visited the library in the past 12 months. Of those who did,

- 527 (60%) visited the library once a week or more frequently;
- 279 (32%) visited the library about 1-3 times a month;
- 77 (9%) visited the library less than once a month.

Accessing library resources through the library website

Survey respondents were asked how they access library resources available through the library website. About **87% (791) of respondents used computers in a library to access online resources** such as the catalog, placing holds or interlibrary loan requests, or to access the library's subscription databases. Of those who reported using library computers for these purposes,

- 330 (42%) did so once a week or more frequently;
- 229 (29%) did so about 1-3 times a month;
- 232 (29%) did so less than once a month.

Over **84% (756) of respondents accessed library resources remotely through a library website from outside the library** (e.g. from home, school, or work). Of those who accessed library resources this way

- 56% (426) did so once a week or more frequently;
- 23% (174) did so about 1-3 times a month;
- 21% (156) did so less than once a month.

Finally, 12% (107) reported they had used a handheld device such as an iPhone or Blackberry to access library resources through a library website.

Use of public access computers or wireless network

Overall, **75% of survey respondents had used a public access computer or wireless connection on their own computer to access the Internet in a public library in the past 12 months**. Using either means of access qualified respondents as *public access technology users*.

When asked specifically if they had **used a computer in a library to access the Internet, 72% (651) reported that they had done so,** with frequencies as follows:

- 42% (276) once a week or more frequently;
- 20% (131) about 1-3 times a month;
- 37% (244) less than once a month.

Wireless use was less frequently reported: **31% (277) of respondents had used a library's wireless network on their own computers to access the Internet**. Of those who did,

- 33% (91) used the library's wireless network once a week or more frequently;
- 18% (51) used the library's wireless network about 1-3 times a month;
- 49% (135) used the library's wireless network less than once a month.

Most survey respondents (87%) reported having regular access to a computer and the Internet somewhere other than a public library.[2] Of those with alternative access, the reported locations were as follows:

- 93% (728) at home;
- 40% (311) at work;
- 13% (98) at school;
- 2% (12) at a community center;
- 6% (50) someplace else.

[2] Some respondents reported having access to computers and the Internet at more than one location.

One important reason for using computers in the library when alternative access is available is while traveling. Of the users, **33% (226) reported that they had used a library computer or wireless Internet connection while out-of-town for business or pleasure**.

In addition to use while traveling, the U.S. IMPACT Study main findings included several other important reasons why respondents with alternative access use networked computers in the public library:

- **Lack of access to high speed Internet at home.** The library Internet connection is used to download large files or access websites that require a high speed connection.
- **During gaps in access**, such as when moving to a new location or during power outages, or when a primary computer is broken or lacking in necessary software.
- **Household competition.** Especially among youth, competition with siblings or parents over a single household computer was a significant reason for using the library's computers when one was available at home.
- **For a change in scenery.** People who work at home sometimes use library computers and wireless Internet network to get out of the house. Job seekers also reported using computers in the library to maintain a normal schedule and stay connected to the community.
- **During lunch breaks or while out running errands.** Many users reported that they stop in to use the library's computers to check email, look up phone numbers or driving directions, or other quick tasks.
- **As a supplement to the library catalog** for such activities as looking up book reviews, reading lists, and other aids for selecting materials.

Help and training

Another reason why some patrons with alternative access use library computers may also have to do with help available at the library: **68% of public access computer or wireless users reported having gotten technology help from library staff or volunteers**. As seen in Figure 3, of those receiving help, the most frequent types of help received were using computer equipment (54%) and using the library's website (39%).

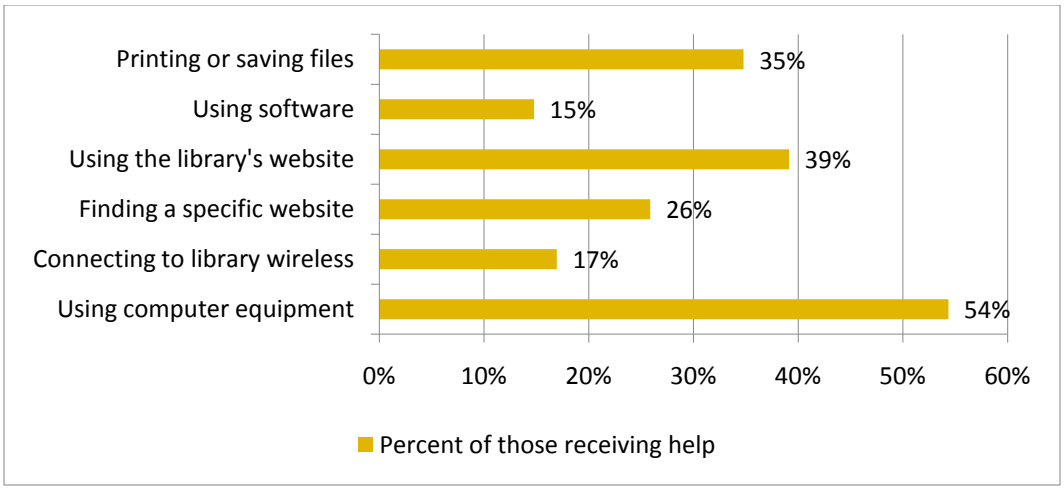

Figure 3: Type of help received from library staff or volunteers

Though not as frequently used as one-on-one help, **18% (121) of users took advantage of computer-related training or classes at a public library**. Note that this question was not asked of nonusers; the participating libraries in Texas may have patrons who take computer-related training but otherwise do not use the library's computers.

Using the library's computers on behalf of others

While many people used computer services in libraries primarily for themselves, **70% (473) of users find information or perform tasks for other people using library computers.** Thus the benefits of computers and Internet access in public libraries extend beyond the individual users. As seen in Figure 4, of users reporting using library computers on behalf of others, the most frequent beneficiaries were family members (75%), followed by friends (56%).

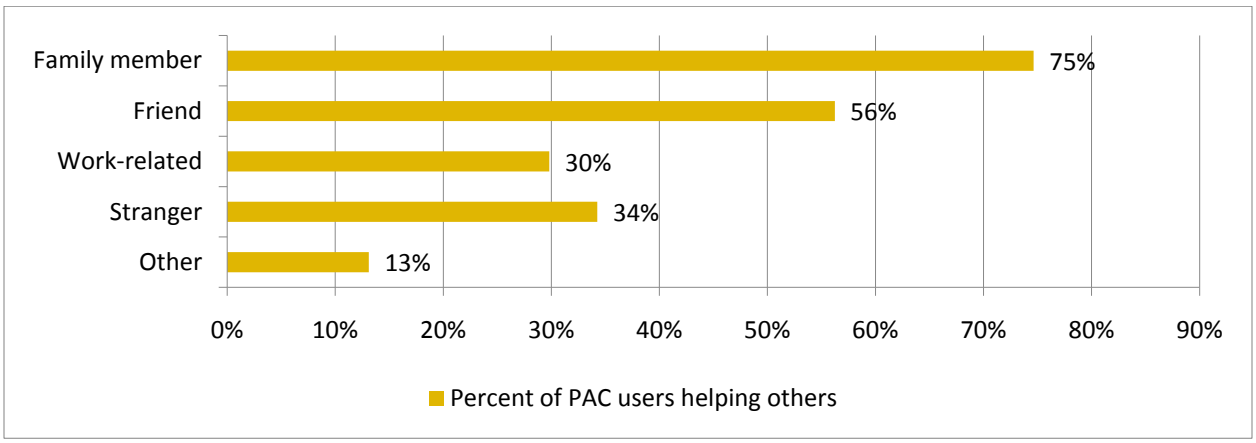

Figure 4: Relationship of those receiving help to computer user

Public access technology uses by activity area

The following detailed results reflect the activities of qualified public access technology users from libraries in Texas that participated in the U.S. IMPACT web survey. A qualified user is defined as a library patron who used a library computer or wireless network to access the Internet in the past 12 months.

Public access technology users use library computers and wireless Internet connections to satisfy their information needs and do tasks in a variety of areas. The U.S. IMPACT Study focused on seven activity areas based on their relevance to public policy and public library goals. These activity areas include civic engagement, eGovernment, education, health, employment and entrepreneurship, eCommerce, and social inclusion. As seen in Figure 5, library computer users from the Texas showed the most activity in the areas of social inclusion, education, and health.

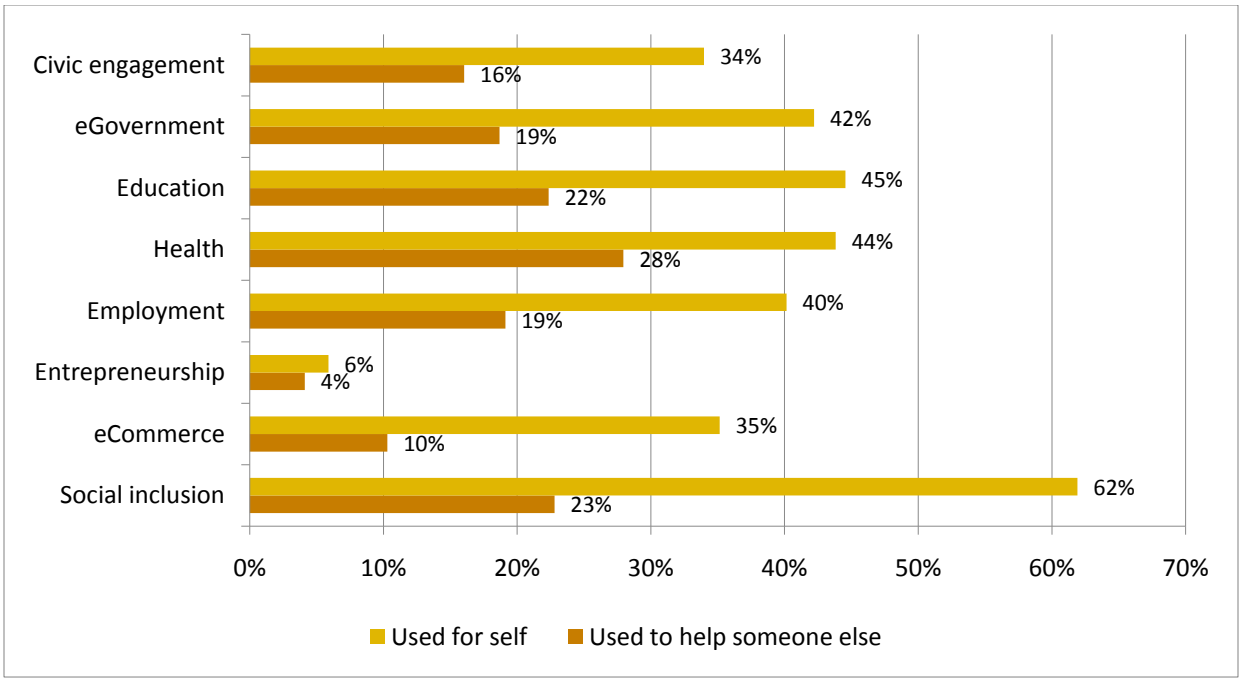

Figure 5: Public computer use by area for self and others

Civic engagement

Public libraries provide a venue for citizens to engage with their community by keeping track of local events, local causes and political candidates, and clubs and nonprofits in the area. Of the 231 users who reported they had used the Internet for civic engagement, the most frequently reported uses were to keep up with news or current events and to learn about a political activity or candidate or social cause (Table 1). In comments and interviews, many users who accessed news websites using public library computers reported that they were doing so to keep up with international or hometown news.

Table 1: Civic Engagement		
Used library computers to:	% of users	n
Keep up with news/current events	29%	199
Learn about political activity/candidate or social cause	29%	194
Get involved with political activity, candidate, or cause	**23%**	**158**
Make a donation to political candidate/cause	3%	21
Learned about starting club/non-profit	5%	35
Started club/non-profit	**1%**	**9**
Organized/managed club, civic/community/church group, or non-profit	10%	70
Scheduled meetings	**9%**	**63**
Promoted activities	**7%**	**49**
Looked for grants/funding for group	4%	25
Applied for grants/funding	**1%**	**10**
Received grants/funding	**1%**	**7**

**Bolded rows indicate activities that show outcomes of other activities, i.e. users actually followed through on their earlier information seeking to accomplish a task.*

eGovernment

Libraries play a significant role in connecting citizens with essential eGovernment services, such as filing tax returns, applying for Medicare or other benefits, and getting immigration forms. In emergencies, public libraries play a role helping the community find missing family, request aid, or file FEMA and insurance claims.

As seen in Table 2, the most frequent use in the eGovernment area was to get government forms (25% of computer users), followed by learning about laws or regulations (24%), learning about government programs or services (23%), and seeking help from a government agency (23%).

Table 2: eGovernment		
Used library computers to:	% of users	n
Seek help from government agency	23%	154
Got help needed	**20%**	**135**
Get government forms	25%	171
Submit forms online	**13%**	**91**
Learn about laws/regulations	24%	164
Learn about permits/licenses	19%	131
Apply for permit/license	**6%**	**41**
Seek legal assistance/advice	15%	104
Got legal help needed	**13%**	**87**
Learn about government programs/services	23%	156
Apply for government programs/services	**9%**	**58**

Education

Children, teenagers, and adults all benefit from educational services offered at the library, not just by having Internet access for class research, but also by participating in online classes, finding resources for homeschooling, and learning through educational games. From early literacy programs, homework help, and information on college admission, the library offers many educational opportunities to the community. Overall, 45% of users indicated they had used public library computers or Internet access for education or learning and 22% had done so on behalf of someone else.

Youth education

The U.S. IMPACT Study web survey collected responses from youth aged 14-18. **The most frequent youth educational use of public access technology was to do homework, with 100% of youth users reporting having used the library's computers for this purpose** (Table 3).

Table 3: Youth education

Youth used library computers to:	% of youth users	n
Do homework	100%	16
Do online assignment/course	44%	7
Learn about colleges/admissions	44%	7
Apply for college	**19%**	**3**
Apply for financial aid	**19%**	**3**

Adult education

The most frequent (16% of adult users) educational use of library computers reported among adult users was to learn about a degree or certificate program (Table 4). Of those looking for this type of information, the most common programs were at the professional (44%) and graduate (38%) levels; 4% used their library's computers to apply for a degree or certificate program.

Table 4: Adult education

Adults used library computers to:	% of adult users	n
Learn about degree/certificate program	16%	108
Apply for degree/certificate program	4%	24
Admitted to program	**2%**	**14**
Apply for financial aid	5%	34
Received financial aid	**2%**	**16**
Do online tutorial	14%	95
Take online class/workshop	12%	77
Complete coursework	13%	86
Communicate with school or classmates	10%	69

Health

Increasingly, information about health care providers and medical records is provided online. Survey respondents reported using the library Internet to research illnesses, insurance and health care providers, and online medical records. Meeting health-related information needs was the third most common use of library computers reported by users from the Texas libraries included in this report, with 44% of the users indicating they had used a public library computer or wireless Internet connection for this purpose.

The most frequent (35%) use of library technology for health and wellness needs was to learn about an illness, disease, or medical condition (Table 5). The second most frequent (27%) health-related use was to learn about diet or nutrition. **22% of all library computer users, or 81% of those who learned about diet or nutrition using computers in the library, reported that this use helped them decide to make a change to their diets**.

Table 5: Health and wellness

Used library computers to:	% of users	n
Learn about illness, disease, or medical condition	35%	239
Learn about medical procedure	23%	158
Find online/in-person support groups for health need	7%	47
Learn about prescription/OTC drugs	25%	169
Made decision about prescription/OTC drug use	**17%**	**117**
Purchased drugs online	**5%**	**32**
Find out about diet/nutrition	27%	182
Made decision about diet changes	**22%**	**147**
Learn about exercise/fitness	23%	155
Made changes in exercise habits	**19%**	129
Find info about doctor/health care provider	22%	149
Made appointment	**11%**	**77**
Received needed care	**10%**	**68**
Find info on health insurance/drug discount program	14%	95
Bought insurance/enrolled in drug discount program	**7%**	**49**

Employment & entrepreneurship

Public libraries in the United States play a vital role for job seekers, from providing Internet access to find online job postings and fill out online applications, to helping write cover letters and resumes. With the national unemployment rate at 9.5% (Bureau of Labor Statistics, 2009), many libraries across the country have reported an increase in the use of library computers for job searches. 40% of the users from the Texas libraries included in this report reported they had used library computers or wireless networks for employment or career purposes in the past 12 months. **The most frequent (28% of library computer users) use of library computing resources for employment purposes was to search for a job**

or career opportunity, followed by researching job-related information (Table 6). **Of users who used library computers to search for a job opportunity, 34% were granted an interview and 18%, or 33 Texas survey respondents, were actually hired for a new position**.

Table 6: Employment

Used library computers to:	% of users	n
Look for job	28%	187
Apply for job/send out resume	**18%**	**119**
Got interview	**9%**	**63**
Got job	**5%**	**33**
Work on resume	17%	118
Receive skill-based training	10%	70
Research/find info related to job/profession	24%	166

In comments and interviews, many users participating in the U.S. IMPACT Study also indicated they used computer access at libraries to do actual work for an existing job, either while away from the workplace on travel, or for self-employment needs like freelance writing, website design, and also as an alternative location for home-based offices.

People looking to start or maintain their own business also find library computers and Internet access valuable resources. From looking up a business plan to finding new clients and contracting opportunities, library Internet access is essential for these users. Using library computers and Internet connections to start or manage a business was the area with the least frequent use, with just 6% of users using library technology for this purpose. However, use for this purpose did a few have significant outcomes (Table 7): **of those respondents who used library computers for self-employment activities, 33% started a business and 43% (17) located potential customers.**

Table 7: Entrepreneurship

Used library computers to:	% of users	n
Started own business	2%	13
Wrote business plan	2%	16
Got loans/venture capital	2%	11
Apply for business license/permit	3%	17
Found potential customers	3%	17
Business increased	**2%**	**11**
Learned about government contract opportunities	1%	10
Applied for government contract	**1%**	**6**
Received government contract	**0%**	**3**

eCommerce

eCommerce activities include online banking, looking up investment information, and comparing product prices and reviews. Access to the Internet allows people to research prices and reviews on products to gain information that would not be available to them otherwise. Consumers without Internet access are at a disadvantage when it comes to making informed purchasing decisions.

35% of Texas users included in this report indicated that they used a public library computer or Internet connection for eCommerce purposes. The most common tasks were to do online banking (25%) and to pay bills (21%).(Table 8).

Table 8: eCommerce

Activities and Outcomes	% of users	n
Online banking	25%	169
Paid bills	21%	143
Investment info	6%	40
Researched products/services	19%	127
Bought online	20%	133
Sold online	5%	31
Looked up credit rating	6%	38
Researched loans /refinancing	3%	23
Learn about getting out of debt	3%	21
Reduced/managed debt	**3%**	**17**

Social inclusion

Patrons use public access technology to keep in touch with family and friends, for social networking, and pursue hobbies. Social inclusion uses were the most frequently reported, with 62% of users reporting having used the library computers and Internet connection for a social purpose. The most common (45%) social use was to communicate with family and friends; 31% (94) of those using library technology for this purpose communicated with people living outside the United States. Figure 6 shows other social uses accomplished using library computers and Internet connections.

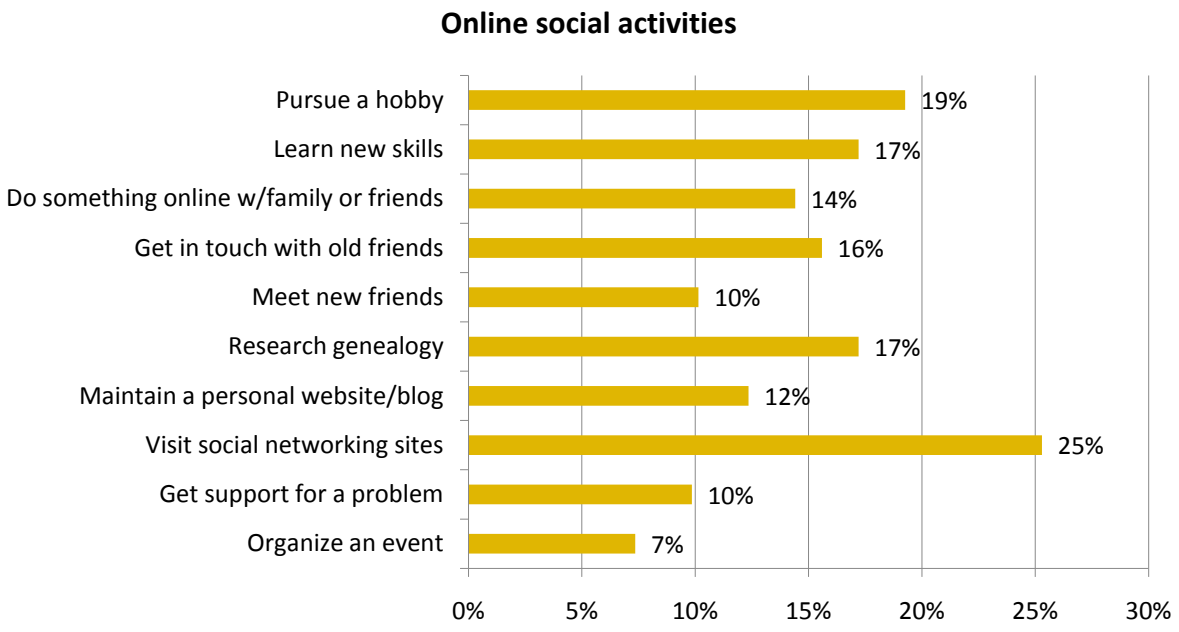

Figure 6: Social inclusion activities

Patron Satisfaction/Suggestions for Improvement

Respondents indicated their satisfaction levels with their access to public computing services. Of users from the Texas libraries that participated in the web survey, **77% said that they were either satisfied or very satisfied with their library and access to public computing services**.

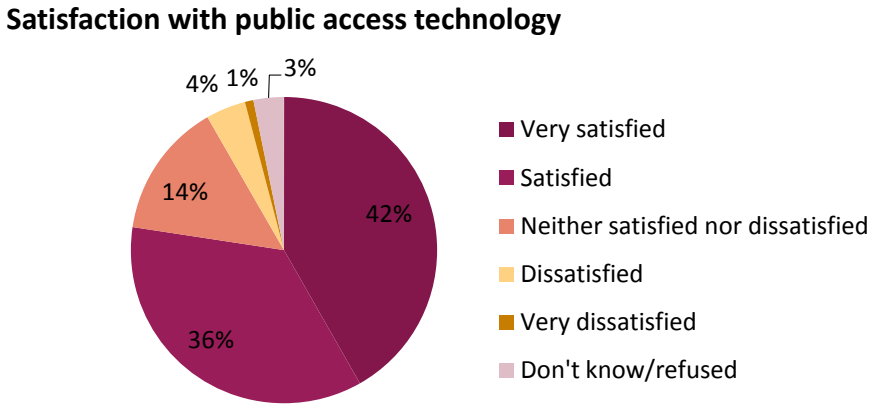

Figure 7: Patron satisfaction with public access technology resources and services

Importance of computer resources

We asked all respondents about the importance of free computer access for themselves and their community. 68% of respondents reported that public computing resources are important or very important to themselves, personally; however, even more (86%) felt that these resources are important or very important to have available for others in their communities (Figure 8).

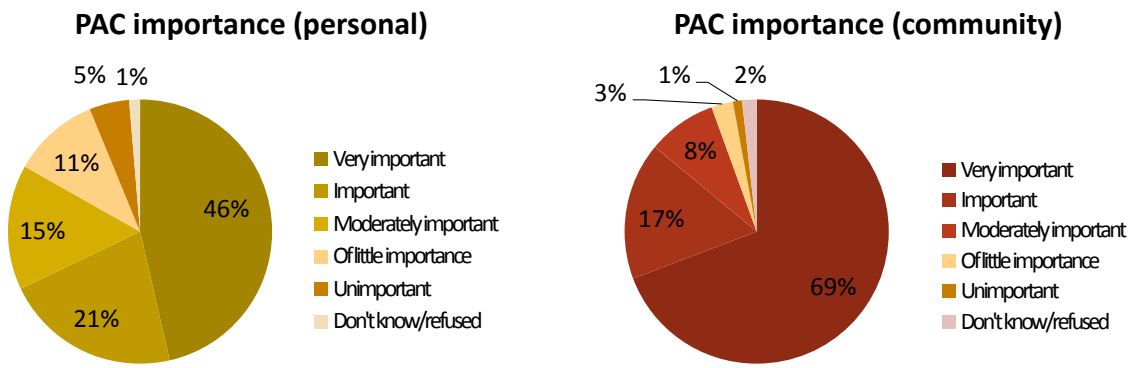

Figure 8: Responses to the importance of having public computers personally and for the community

Demographic Information

The following Figures 9-11 provide demographic information about survey respondents from the Texas libraries that participated in the web survey.

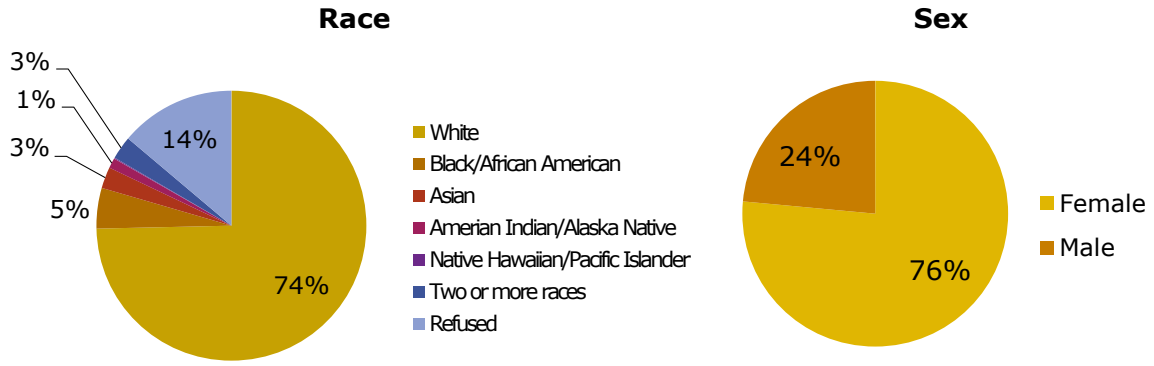

Figure 9: Race and sex of respondents

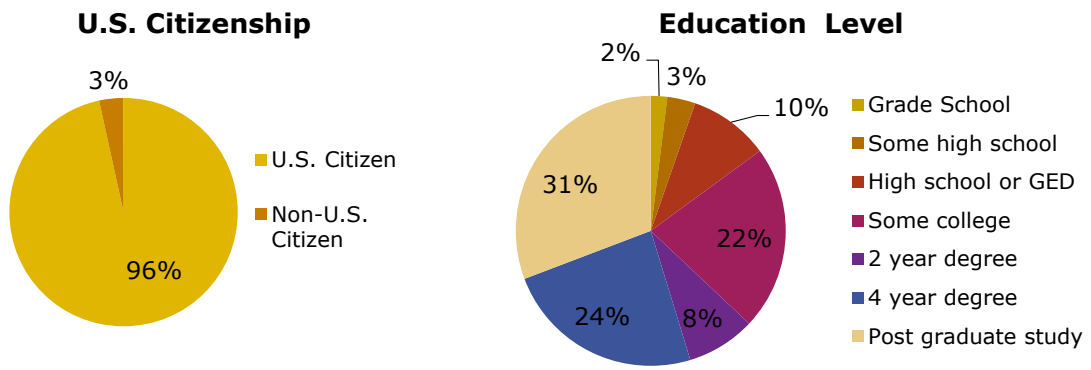

Figure 10: Citizenship status and level of education attained among respondents

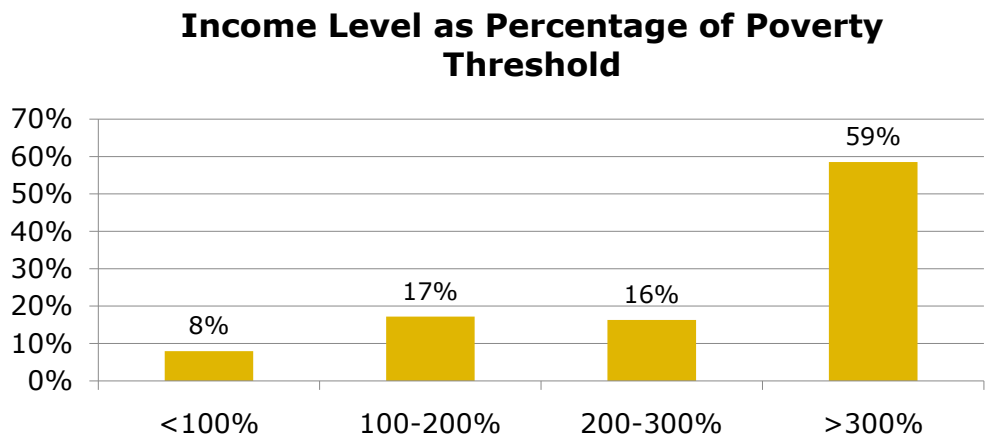

Figure 11: Income level (calculated as a percentage of the National Poverty Threshold) among respondents

Conclusion

We hope that this report has given you useful information about your library and public computer users. Linking this information with higher level policy goals and current, relevant concerns in the library's community will help demonstrate the value that the public library and free computing resources and services bring to your community. Suggestions for framing your advocacy efforts in a way that shows the value and political importance of the library's services can be found on the U.S. IMPACT Study website at http://tascha.uw.edu/usimpact.

Appendix A: Comparison of results of weighted population estimate to actual responses by library size

The following tables provide comparative data to aid in interpreting the results from your individualized library report. The weighted population estimates are from the national surveys and are representative of the U.S. population age 14 or older. The full report discussing these findings from the U.S. IMPACT Study, *Opportunity for All: How the American Public Benefits from Internet Access in U.S. Libraries*, can be found at: http://tascha.washington.edu/usimpact/projects/us-public-library-study/. The table also contains the average responses from libraries according to the strata used in drawing the sample of web survey participants. All responses represent use over the past 12 months.

Library characteristics					
		Libraries participating in web survey			
		Small libraries	Single outlet libraries	Multiple outlet libraries	Large libraries
Average population served		2,942	38,998	170,652	927,404
Average per capita expenditures		$6.76	$5.94	$4.02	$5.37
Average number of branches		0	0	7	24
Average number of public access computer terminals		6	26	106	527
Average number of completed surveys		11	33	82	313

Library and public access technology use					
		Percent of respondents from libraries participating in web survey			
	Weighted population estimate[1]	Small libraries	Single outlet libraries	Multiple outlet libraries	Large libraries
Visited library or bookmobile	69.2%	91.8	89.0	85.6	84.5
Used public library computer to access library resources	53.9%	80.2	73.2	69.2	65.4
Used handheld mobile device to access library resources	6.3%	8.5	4.2	7.5	7.6
Used Internet from outside the library to access library resources	65.0%	48.6	71.1	78.1	79.5
Used computer in public library to access Internet	29.5%	71.6	45.6	37.0	33.7
Used public library wireless Internet connection on own computer	11.6%	26.4	16.9	13.6	13.4
Used public library computer or wireless network to access the Internet	31.5%	89.0	74.9	71.4	69.1

[1] Percent of U.S. population age 14 or older

General public access technology use					
		Percent of users from libraries participating in web survey			
	Weighted user estimate[2]	Small libraries	Single outlet libraries	Multiple outlet libraries	Large libraries
Have regular access to a computer and Internet somewhere other than public library	77.8%	59.9	82.8	86.0	88.7
Used PAC[3] while traveling	24.1%	15.2	13.5	10.4	10.1
Check or send email	72.4%	83.2	77.0	73.4	73.7
Participated in computer-related training or classes	13.7%	15.1	7.1	5.4	6.3
Helped by library staff or volunteers to use PAC	67.2%	58.2	37.9	28.1	28.3
Helped someone else	63.2%	56.7	33.3	27.0	26.9

Civic Engagement					
		Percent of users from libraries participating in web survey			
	Weighted user estimate	Small libraries	Single outlet libraries	Multiple outlet libraries	Large libraries
Civic engagement used for self	33.2%	36.5	36.6	34.6	33.9
Civic engagement helped someone else	13.3%	16.0	14.4	14.9	13.6
Keep up with news/current events	27.3%	31.2	31.1	28.8	28.4
Learn about political activity/candidate or social cause	26.9%	29.9	29.7	28.3	28.3
Got involved with political activity, candidate, or cause	20.1%	24.2	22.6	22.3	21.6
Make a donation to political candidate or cause	3.4%	4.0	3.3	3.5	3.9
Learned about starting club/non-profit	5.3%	4.5	4.2	5.0	5.3
Started club/non-profit	1.8%	0.8	1.5	1.5	1.7
Organized/managed club or non-profit group	8.3%	10.0	9.4	9.3	8.6
Scheduled meetings	6.3%	8.1	8.0	7.9	7.0
Promoted activities	5.6%	6.6	6.3	6.5	5.9
Looked for grants/funding for group	2.7%	3.4	2.6	3.4	3.2
Applied for grants/funding	1.6%	1.9	1.3	1.7	1.6
Received grants/funding	1.1%	1.5	1.1	1.0	0.9

[2] Percent of U.S. population that used a public access computer or wireless network to access the Internet

[3] "PAC" encompasses library computers or wireless networks for access to the Internet

eGovernment					
		Percent of users from libraries participating in web survey			
	Weighted user estimate	Small libraries	Single outlet libraries	Multiple outlet libraries	Large libraries
eGov used for self	34.0%	39.7	38.0	37.1	36.3
eGov helped someone else	13.6%	18.1	15.7	16.5	14.8
Seek help from government agency	18.3%	22.1	19.4	19.1	20.5
Got help needed	15.2%	19.5	17.7	16.4	17.6
Get government forms	20.1%	26.1	22.7	23.4	23.2
Submit forms online	9.2%	13.4	8.8	10.8	10.9
Learn about laws/regulations	20.6%	22.3	21.8	21.8	21.8
Learn about permits/licenses	15.0%	17.6	14.8	15.6	16.1
Apply for permit/license	3.9%	5.3	3.9	4.3	4.0
Seek legal assistance/advice	13.2%	13.2	13.5	13.8	13.9
Got legal help needed	10.7%	11.5	11.3	11.4	11.6
Learn about government programs/services	19.4%	21.0	20.1	20.7	21.1
Apply for government programs or services	7.0%	7.2	5.9	6.5	7.1

Education					
		Percent of users from libraries participating in web survey			
	Weighted user estimate	Small libraries	Single outlet libraries	Multiple outlet libraries	Large libraries
Education used for self	42.3%	42.0	39.4	39.9	39.1
Education helped someone else	19.8%	19.8	18.7	21.0	18.7
Youth education					
Do homework	41.6%	48.3	41.3	44.9	42.8
Do online assignment/course	17.7%	13.8	17.4	16.2	20.3
Learn about colleges/admissions	18.0%	17.2	17.4	18.6	20.4
Apply for college	5.3%	10.3	7.6	7.8	7.7
Apply for financial aid	3.6%	6.9	5.4	5.4	4.4
Adult education					
Learn about degree/certificate program	15.4%	15.7	13.3	14.4	15.2
Apply for degree/certificate program	6.0%	6.2	3.9	4.9	4.9
Admitted to program	7.5%	6.8	4.9	5.5	6.2
Apply for financial aid	3.8%	4.0	2.6	2.9	3.4
Received financial aid	10.1%	11.9	10.8	11.2	10.7
Do online tutorial	9.1%	10.6	8.4	9.5	8.6
Take online class/workshop	11.3%	8.9	10.0	11.4	10.9
Complete coursework	10.7%	9.1	8.9	10.8	9.8

Health					
		Percent of users from libraries participating in web survey			
	Weighted user estimate	Small libraries	Single outlet libraries	Multiple outlet libraries	Large libraries
Health used for self	36.6%	48.6	45.5	42.6	39.4
Health helped someone else	20.6%	26.4	25.8	26.5	22.4
Learn about illness, disease, or medical condition	30.8%	40.6	37.5	36.0	33.4
Learn about medical procedure	19.7%	26.8	24.2	22.9	22.1
Find online/in-person support groups for health need	18.7%	23.8	23.8	23.0	21.5
Learn about prescription/OTC drugs	12.6%	17.0	16.1	14.9	14.0
Made decision about prescription or OTC drug use	3.4%	4.0	3.7	3.2	3.7
Purchased drugs online	22.1%	28.7	27.7	27.5	25.6
Find out about diet/nutrition	18.2%	23.4	23.4	22.8	21.2
Made decision about diet changes	17.8%	22.5	21.3	21.6	20.4
Learn about exercise/fitness	14.9%	20.0	18.0	18.1	17.3
Made changes in exercise habits	6.4%	7.6	6.9	6.2	6.9
Find info about doctor/health care provider	13.9%	16.8	18.8	16.8	17.5
Made appointment	6.8%	8.7	9.2	8.8	9.1
Received needed care	6.3%	8.7	8.8	8.2	8.3
Find info on health insurance/drug discount program	14.9%	8.1	7.5	7.1	7.0

Employment					
		Percent of users from libraries participating in web survey			
	Weighted user estimate	Small libraries	Single outlet libraries	Multiple outlet libraries	Large libraries
Employment used for self	39.9%	42.5	41.5	40.7	41.7
Employment helped someone else	14.8%	16.6	15.6	18.3	16.5
Look for job	30.6%	28.0	31.2	29.8	32.3
Apply for job/send out resume	20.6%	18.7	20.3	19.5	22.2
Got interview	9.9%	8.9	10.0	9.9	10.9
Got job	4.8%	5.1	4.7	4.8	5.2
Work on resume	18.7%	18.7	20.2	18.6	21.6
Receive skill-based training	9.3%	11.7	10.1	9.2	10.2
Research/find info related to job/profession	24.4%	23.8	26.9	25.1	27.7

Entrepreneurship					
		Percent of users from libraries participating in web survey			
	Weighted user estimate	Small libraries	Single outlet libraries	Multiple outlet libraries	Large libraries
Entrepreneurship used for self	7.0%	7.0	7.5	7.5	8.3
Entrepreneurship helped someone else	3.2%	2.8	2.7	3.6	3.5
Started own business	3.3%	3.0	2.8	2.6	3.5
Wrote business plan	2.3%	1.1	2.2	2.0	2.8
Got loans/venture capital	2.3%	1.3	1.7	1.6	2.3
Apply for business license/permit	3.1%	3.4	3.2	2.7	3.5
Found potential customers	3.5%	2.8	3.5	3.2	3.7
Business increased	1.7%	1.7	1.7	1.4	1.7
Learned about government contract opportunities	2.1%	1.7	1.4	1.5	2.1
Applied for government contract	.9%	0.4	0.5	0.5	0.7
Received government contract	.6%	0.4	0.3	0.3	0.5

eCommerce					
		Percent of users from libraries participating in web survey			
	Weighted user estimate	Small libraries	Single outlet libraries	Multiple outlet libraries	Large libraries
eCommerce used for self	25.0%	35.0	30.7	31.0	29.2
eCommerce helped someone else	7.3%	8.7	8.5	9.4	7.9
Online banking	15.8%	22.5	19.4	20.6	19.7
Paid bills	12.8%	17.4	16.7	17.3	16.4
Investment info	5.7%	5.3	7.9	6.6	6.8
Researched products/services	12.4%	17.6	15.5	16.1	15.5
Bought online	13.5%	21.0	17.8	18.0	16.6
Sold online	3.1%	4.5	5.0	3.6	3.5
Looked up credit rating	4.2%	6.8	5.3	4.8	4.9
Researched loans /refinancing	2.6%	1.9	3.2	3.2	3.3
Learn about getting out of debt	3.7%	3.6	4.8	4.3	4.7
Reduced/managed debt	2.7%	3.0	3.7	3.1	3.5

Social engagement					
		Percent of users from libraries participating in web survey			
	Weighted user estimate	Small libraries	Single outlet libraries	Multiple outlet libraries	Large libraries
Social engagement used for self	60.1	65.4	60.6	57.0	55.3
Social engagement helped someone else	20.2	23.0	18.3	19.9	17.7
Used PAC to communicate with friends	44.7	53.3	48.2	43.9	42.5
Friends or family live in local community	29.1	27.0	31.2	28.5	28.2
Friends or family live outside the United States	15.3	14.6	14.5	13.1	14.7
Communicate to friends or family in languages other than English	8.1	5.5	6.3	4.4	6.6
Visit social networking site	29.4	29.7	29.1	26.5	25.4
Maintain personal website	13.0	11.0	11.8	11.3	11.3
Explore family genealogy	15.5	19.1	15.3	15.6	12.8
Meet new friends	13.7	12.5	10.2	8.7	9.6
Get in touch with old friends	18.2	22.3	18.4	16.2	15.9
Do something online with family or friends	12.9	13.8	11.8	11.4	10.6
Learn new skills	15.5	16.8	14.6	14.6	14.5
Pursue a hobby	19.9	18.5	18.5	19.1	17.8
Organize an event	6.4	7.9	7.4	7.0	6.9
Find support for a personal problem	10.2	10.8	10.9	10.6	10.4

Appendix B: Texas public libraries participating in the U.S. IMPACT web survey

Library Name	Number of completed surveys	Percent of total responses
Denton Public Library	5	0.6%
Brazoria County Library System	133	14.7%
El Paso Public Library	31	3.4%
Fort Worth Public Library	20	2.2%
Frienchh Simpson Memorial Library	54	6.0%
Rusk County Library System	21	2.3%
Harris County Public Library	303	33.5%
Austin Public Library	14	1.5%
Mary Lou Reddick Public Library	4	0.4%
McKinney Memorial Public Library	25	2.8%
Ector County Library	8	0.9%
Pasadena Public Library	16	1.8%
Richardson Public Library	1	0.1%
San Antonio Public Library	55	6.1%
Hutchinson County Library	18	2.0%
Oldham County Public Library	24	2.7%
Carrollton Public Library	40	4.4%
Montgomery County Memorial Library System	117	12.9%
Elgin Public Library	11	1.2%
McAllen Memorial Library	5	0.6%