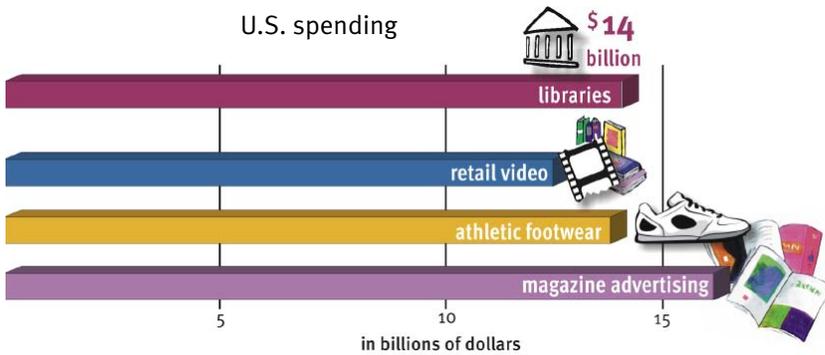


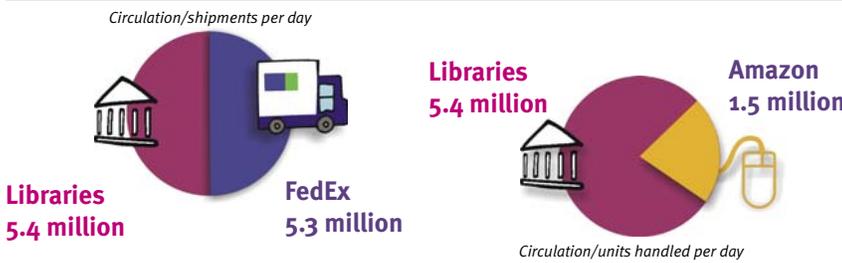


Libraries How they stack up

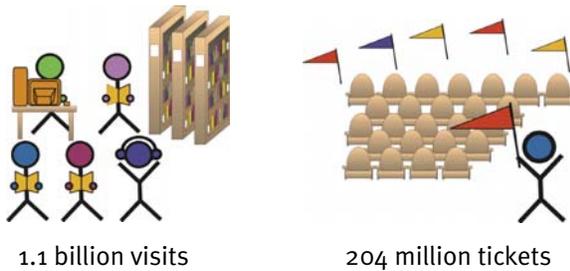
This report, **Libraries: How they stack up**, provides a snapshot of the economic impact of libraries. The report contains some interesting comparisons of library economics and activities to other sectors, professions and destinations in the worldwide economy.



Libraries as economic engines
See page 2



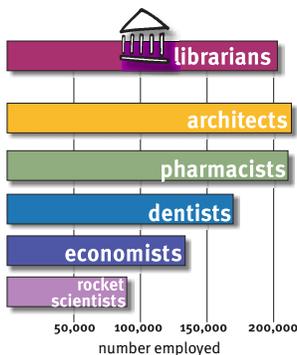
Libraries as logistics experts
See page 3



Libraries as valued destinations
See page 4



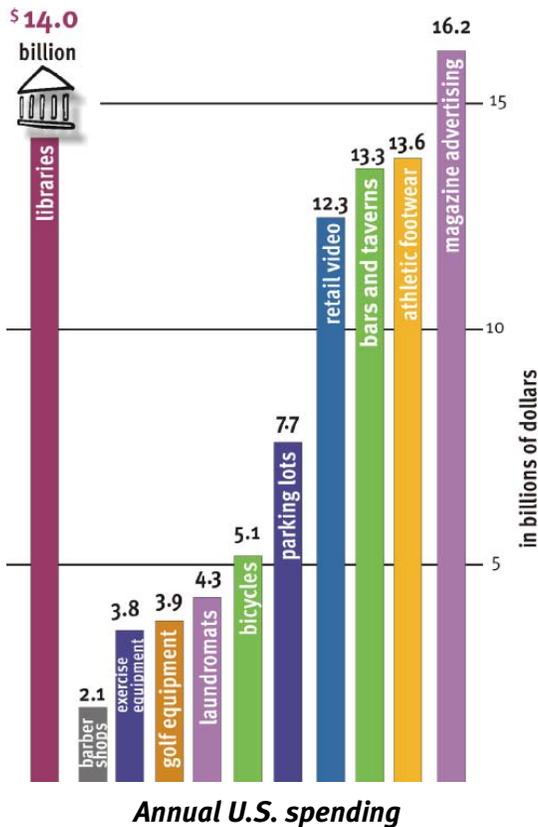
Libraries as global information suppliers
See page 5



Libraries as home to a vibrant and sizable profession
See page 6

Libraries as economic engines

Library expenditure comparison



Estimated worldwide library expenditures: \$31 billion annually (Information compiled from more than 30 sources)

Estimated U.S. library expenditures: \$14 billion annually (National Center for Education Statistics 1993–2002, *Bowker Annual 2003*)

U.S. libraries purchase an estimated \$14 billion in goods and services annually—exceeding U.S. spending on videos and athletic footwear, and approaching the level spent by businesses on magazine advertising. U.S. libraries account for nearly half of the \$31 billion spent annually by libraries worldwide.

U.S. industries with similar approximate spending levels:

Video retail sales	\$12.3 billion	<i>(WSJ, 2-13-03, p. 1)</i>
Bars and taverns	\$13.3 billion	<i>(Statistical Abstract 2002, p. 770)</i>
Athletic footwear sales	\$13.6 billion	<i>(Statistical Abstract 2002, p. 760)</i>
Magazine advertising	\$16.2 billion	<i>(Statistical Abstract 2002, p. 772)</i>

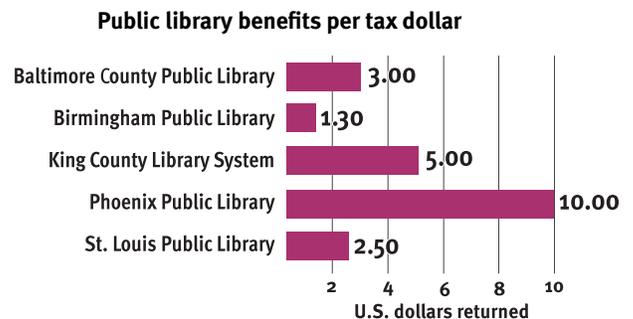
U.S. industries with smaller approximate spending levels:

Barber shops	\$2.1 billion	<i>(Statistical Abstract 2002, p. 775)</i>
Exercise equipment sales	\$3.8 billion	<i>(Statistical Abstract 2002, p. 760)</i>
Golf equipment sales	\$3.9 billion	<i>(Statistical Abstract 2002, p. 760)</i>
Coin-operated laundromats	\$4.3 billion	<i>(Statistical Abstract 2002, p. 775)</i>
Bicycle sales	\$5.1 billion	<i>(Statistical Abstract 2002, p. 760)</i>
Parking lots	\$7.7 billion	<i>(Statistical Abstract 2002, p. 775)</i>

Value of library services

One way to measure a library’s service value is to use cost-benefit analysis. Each public library in this sample returned substantially more than \$1 of benefits to its patrons for each \$1 of annual local taxes.

(Glen Holt and Donald Elliott, “Cost Benefit Analysis: A Summary of the Methodology,” *The Bottom Line: Managing Library Finances*, 15 (4) 2002, pp. 154-158)



Libraries as logistics experts

U.S. libraries circulate 1,947,600,000 items a year

Public libraries

1,772,000,000 Circulation (lent to patrons)
39,500,000 Interlibrary loan

1,811,500,000 Total (State library data 2001–2002)

Academic libraries

122,000,000 Circulation
14,100,000 Interlibrary loan

136,100,000 Total (ACRL 2001)

How do libraries compare to Amazon?

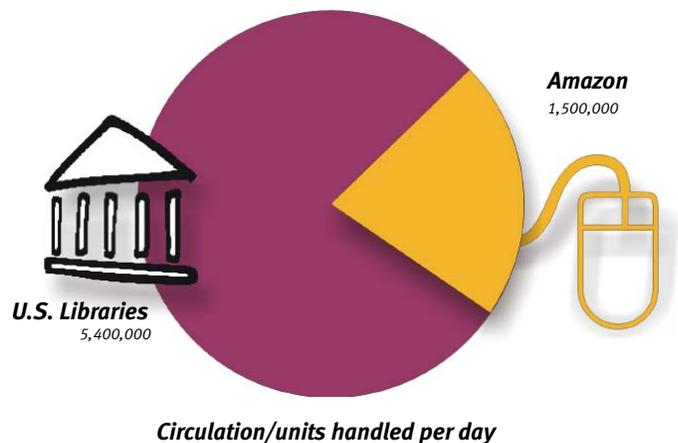
U.S. public library cardholders outnumber Amazon customers by almost 5 to 1.

Amazon has 30,000,000 customers. (John Cox, "Amazon dives into technology services." *InfoWorld*, June 10, 2003. http://www.infoworld.com/article/03/06/10/HNamazondives_1.html?business (Accessed August 28, 2003.))

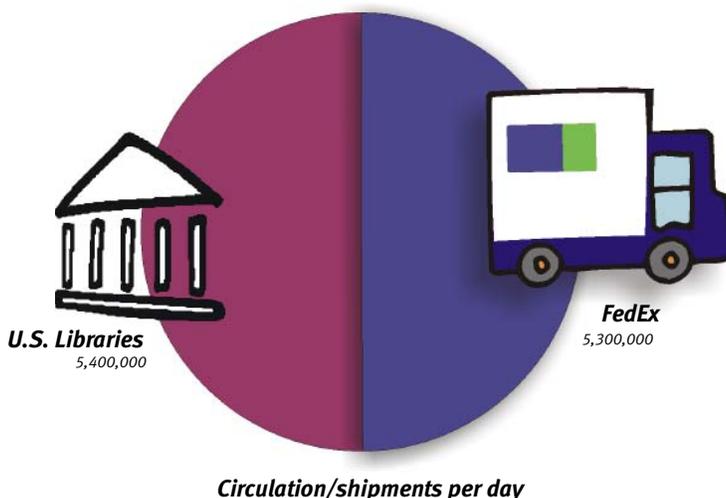
U.S. public libraries have 148,000,000 library cardholders. (State library data 2001-02)

Each day, U.S. libraries circulate nearly 4 times more items than Amazon handles.

Amazon ships an estimated 1,500,000 items per day (John Cox, "Amazon dives into technology services." *InfoWorld*, June 10, 2003. http://www.infoworld.com/article/03/06/10/HNamazondives_1.html?business (Accessed August 28, 2003.)). "How to go from 100 to 1.5 million units per day." *Internet Retailer*, June 10, 2003. <http://www.internetretailer.com/dailyNews.asp?id=9521> (Accessed August 28, 2003.))



How do libraries compare to FedEx?



U.S. libraries circulate about the same number of items as FedEx ships per day.

FedEx ships more than 5.3 million items per day. (FedEx Annual Report 2003)

Libraries as valued destinations



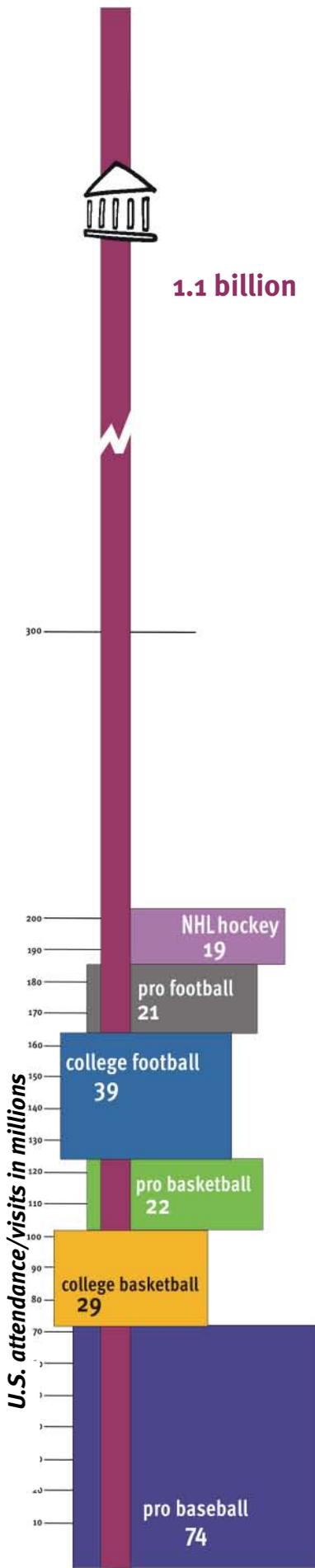
1.1 billion

One out of every six people in the world is a registered library user.

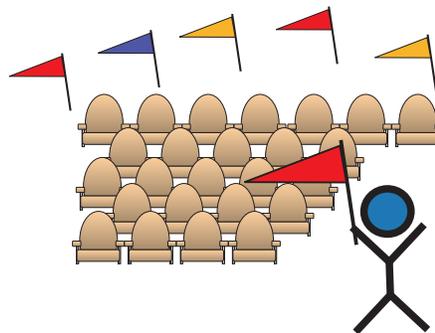
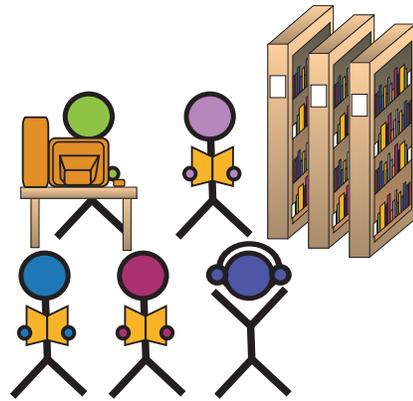
*Total number of worldwide registered library users: 1.1 billion (Information compiled from multiple sources)
Population of the world: 6.2 billion (World Almanac 2003, p. 857)*

Five times more people visit U.S. public libraries each year than attend U.S. professional and college football, basketball, baseball and hockey games combined.

If library patrons were to pay the average sporting game ticket price of approximately \$35 per visit, libraries would generate more than \$39 billion in annual revenues.



**U.S. public library visits:
1,116,000,000**
(State library data, 2001-02)



**U.S. sports attendance:
203,700,000**

(Statistical Abstract 2002, chart 1224)

Libraries as global information suppliers

Libraries hold 16 billion volumes worldwide—that’s about 2.5 items for each person on earth. At an average price of \$45 per book, the worldwide library book inventory approaches nearly three-quarters of a trillion dollars.

In 2002, libraries led the way with new electronic books, delivering access to eBooks more than 2.6 million times.
(netLibrary, 2002)

1 million libraries worldwide

(Information compiled from multiple sources)

139,800 libraries in the United States

(American Library Directory 2002, Market Data Retrieval 2002, NCES 2002)

Estimated value of library collections worldwide:

\$720 billion *Total estimated value of library materials, including the following specific categories:*

\$211 billion *Estimated value of academic library materials
(Total number of volumes x \$60 average cost of academic book)*

\$202 billion *Estimated value of public library materials
(Total number of volumes x \$45 average cost of book)*

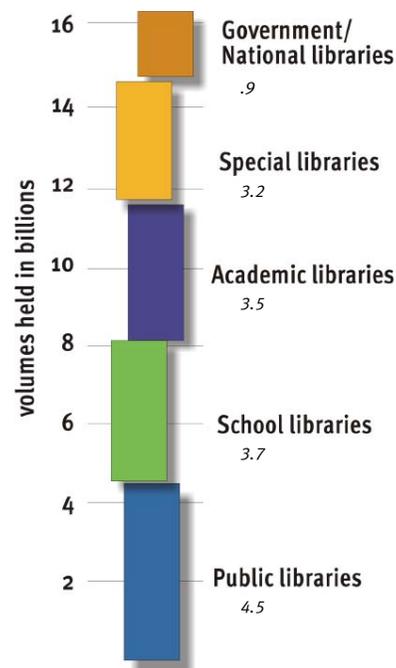
(Bowker Annual, 2003, p. 513-516; average hardback \$60, average paperback \$30)

Total number of volumes: 16 billion

(Information compiled from multiple sources)

Total number of volumes is 2 ½ times the total population of the world.

*Population of the world: 6.2 billion
(World Almanac 2003, p. 857)*

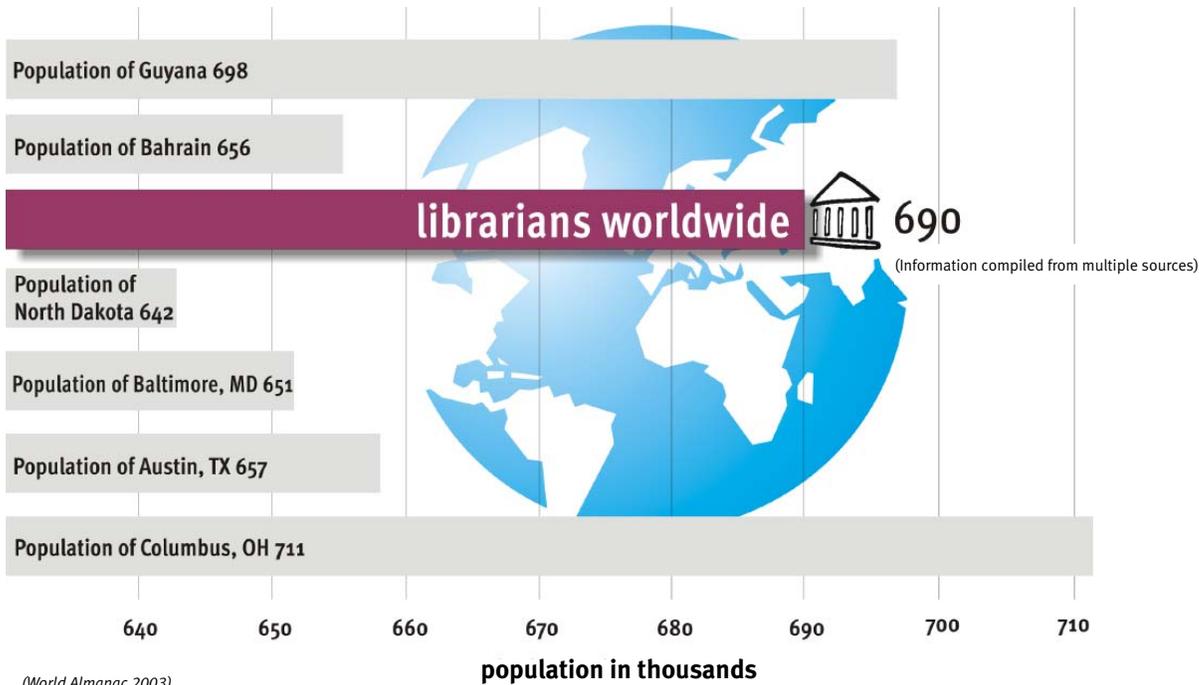


Volumes held in the world's libraries

Libraries as home to a vibrant and sizable profession

How many librarians are there worldwide?

Total number of librarians worldwide: 690,000

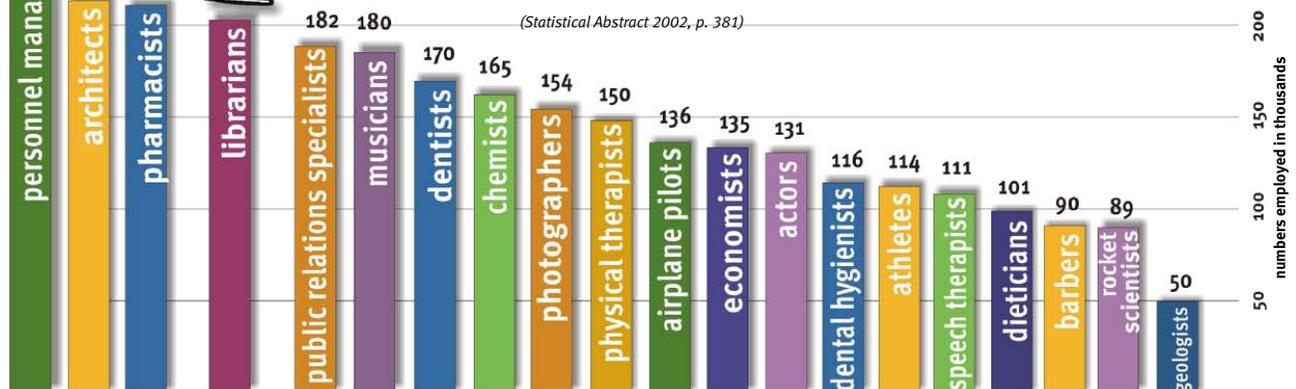


How do librarians compare with other professionals?

Total number of U.S. librarians: 203,000

This is roughly equivalent to the number of pharmacists and architects. U.S. librarians deliver more than **422 million hours of service** annually. (203,000 x 40 hours a week x 52 weeks)

(Statistical Abstract 2002, p. 381)



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