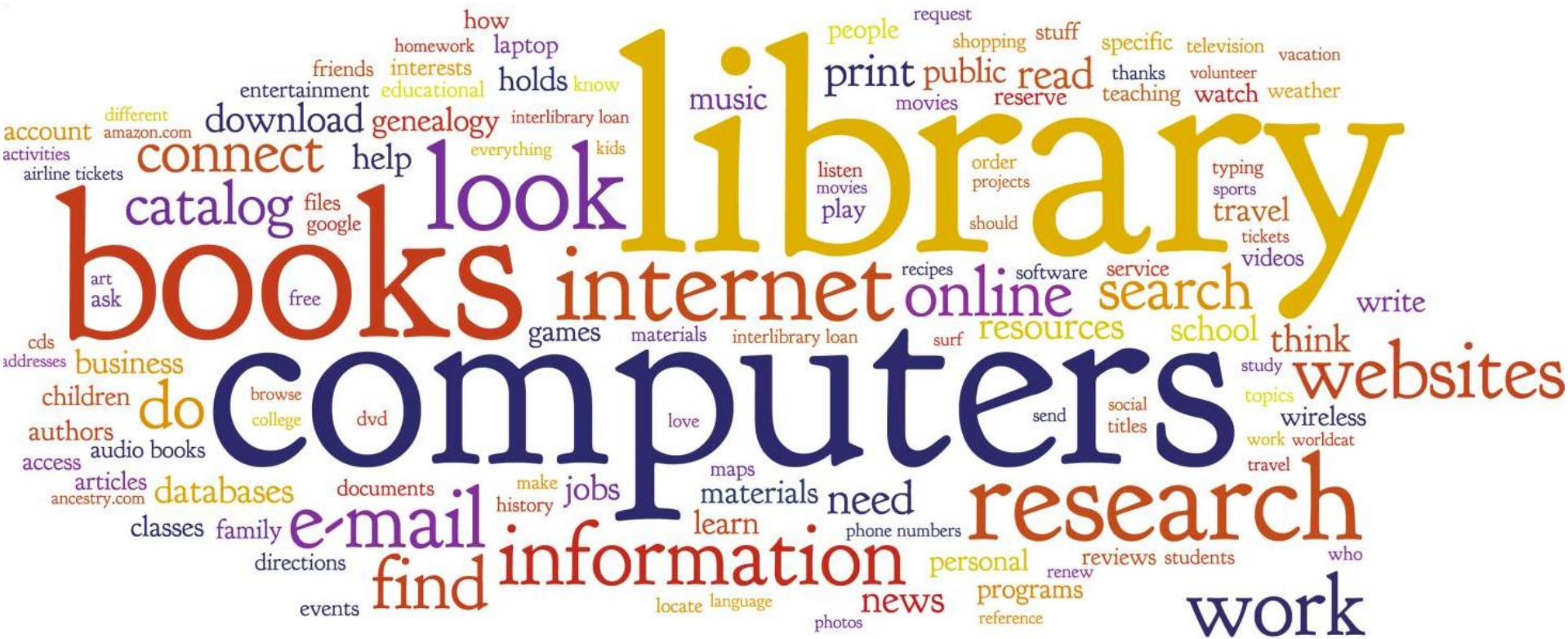


Opportunity for All: How the American Public Benefits from Internet Access at U.S. Libraries



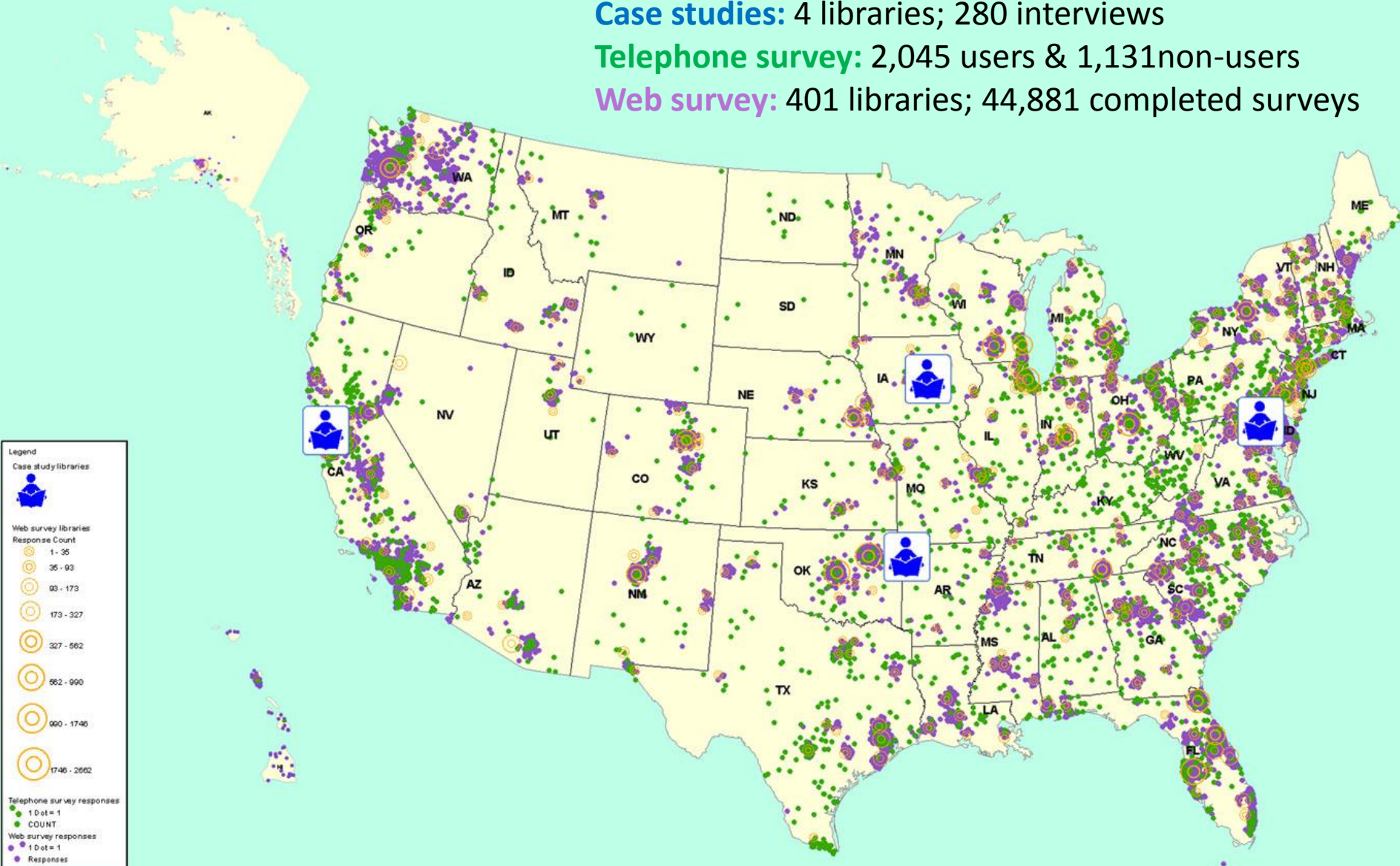
Key Findings and Highlights from the U.S. Impact Study research, released 3/25/10
*Conducted by the University of Washington, sponsored by the Institute for Museum and Library Services
 and the Bill & Melinda Gates Foundation*

Data Collection Coverage

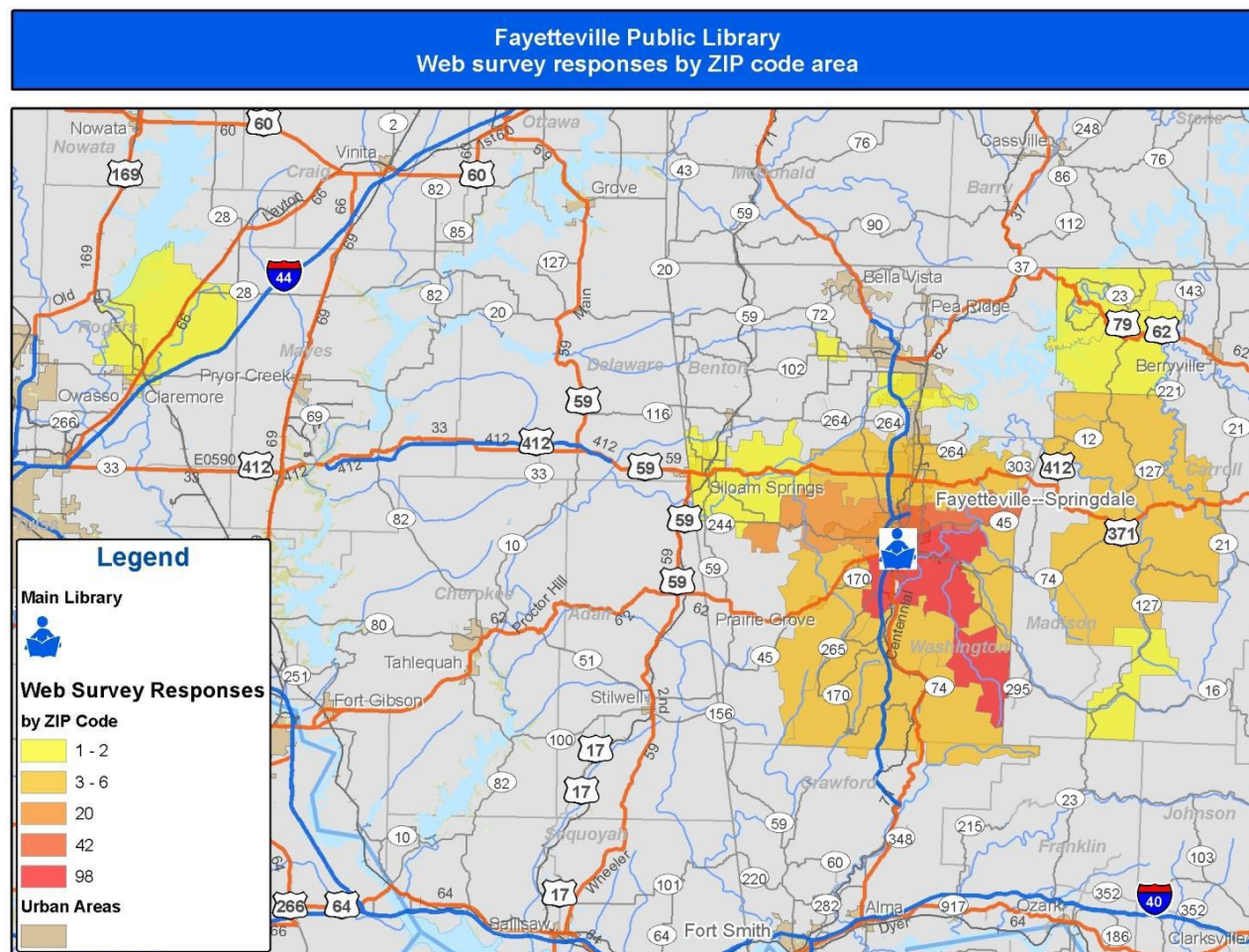
Case studies: 4 libraries; 280 interviews

Telephone survey: 2,045 users & 1,131 non-users

Web survey: 401 libraries; 44,881 completed surveys



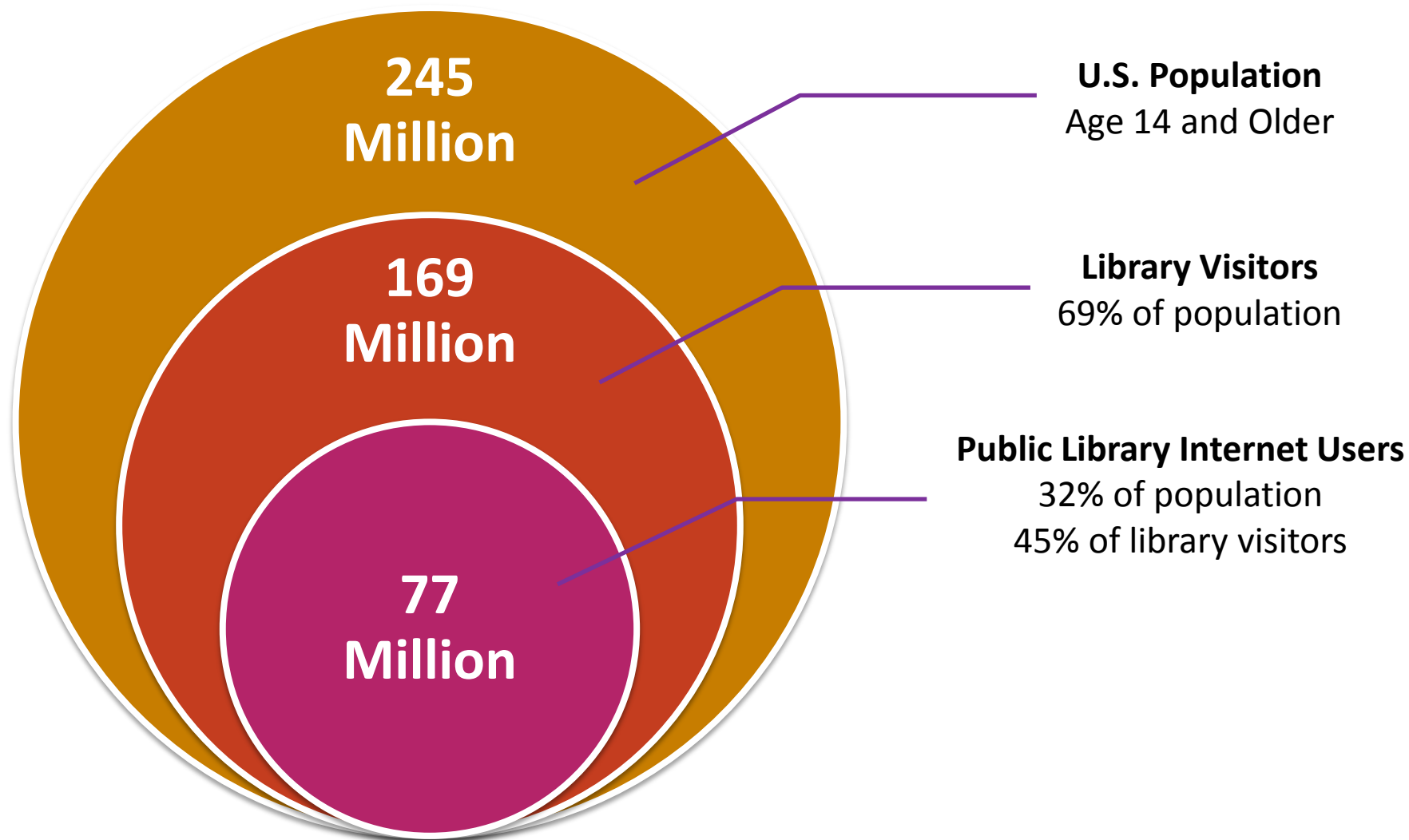
Anytown Public Library



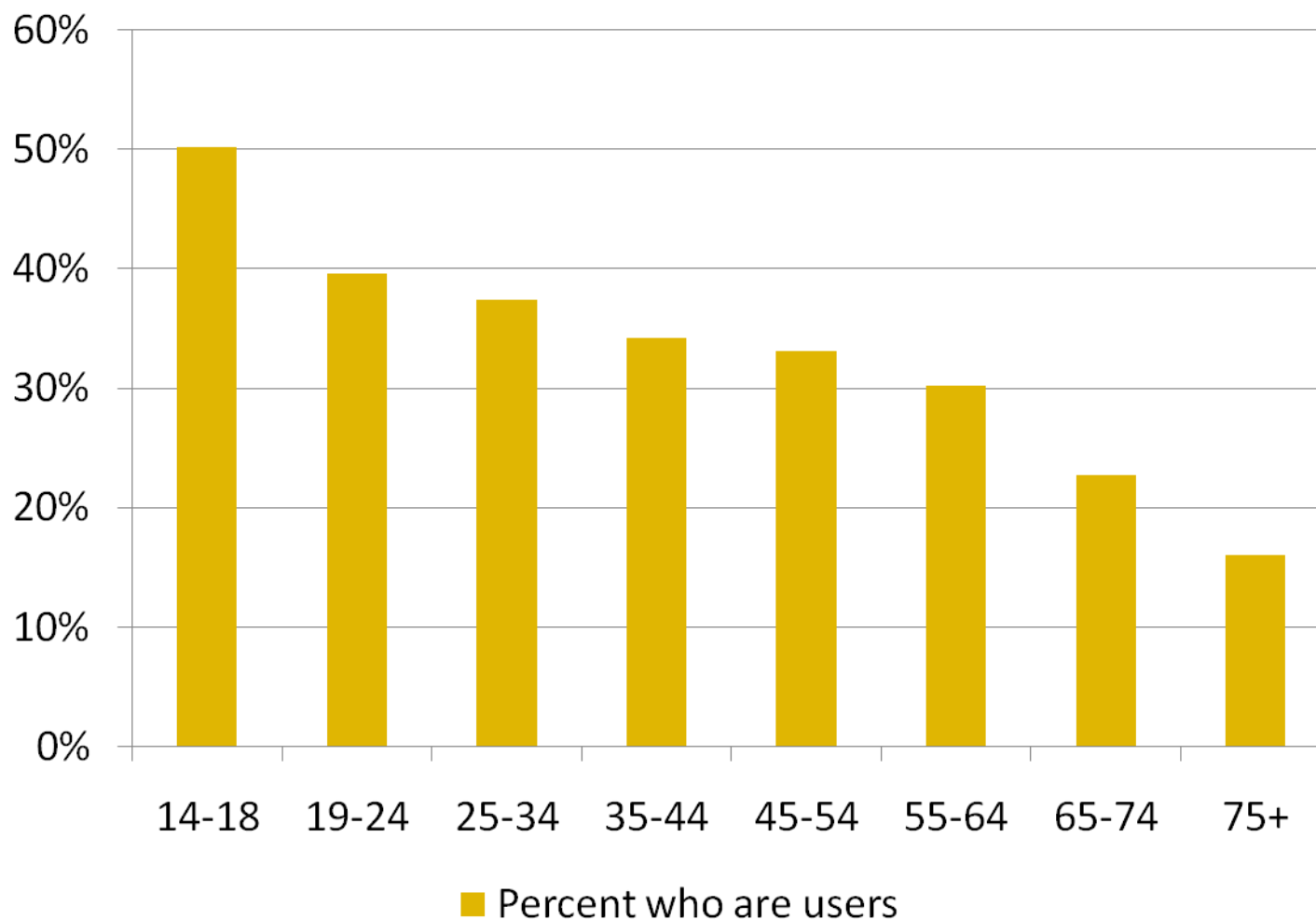
Our library received **214** completed survey responses.

97% (**197**) of the respondents used computers in the library to access online resources.

Library Users and Public Library Internet Users



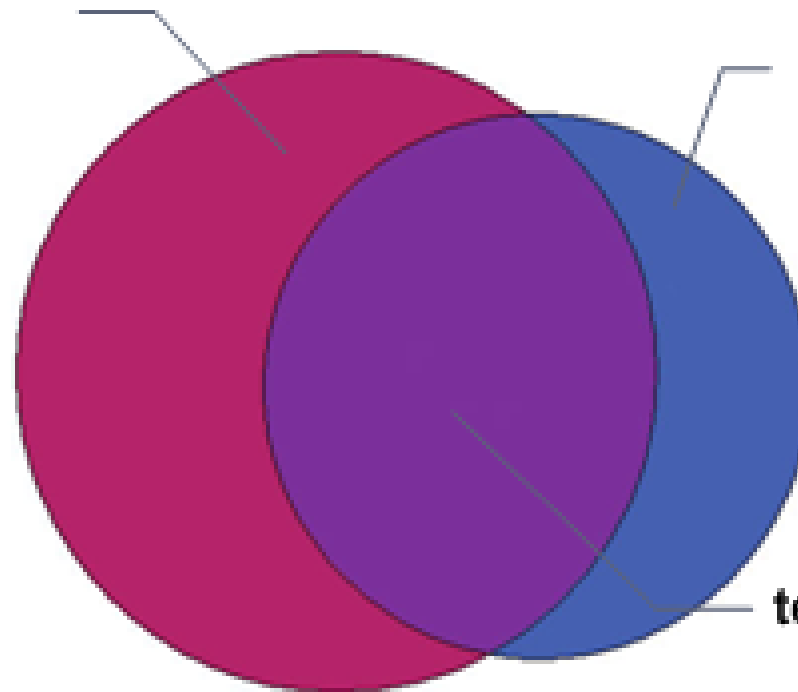
Public Library Internet Use by Age



Use of Computer Terminals vs. Wireless Networks

30% use a library **computer terminal**
(20% use terminals exclusively)

12% use a library **wireless network**
(2% use wireless exclusively)



10% use both **terminals and wireless** networks

Percent of U.S. population who access the Internet at a public library

Availability of Alternative Access to the Internet

22% of users
rely on the public
library as their
sole source for
computer and
Internet resources

78% have regular
access at home,
school, or work.

When I'm at home my brother is always hovering over me trying to get at the computer even when there's another one in the other room.

I love "Google Earth" and can only access it at the library! My laptop at home (with a dial-up connection) doesn't have enough processing power to run it properly.

I use the library computer when my computer lets me down.

I have also used the library for purchasing things online when I wasn't sure about the security of my own computer.

When I first moved, I was unable to get Internet connection at my home, so I used my local library's Internet for about 2 weeks.

Libraries and Librarians Make a Difference

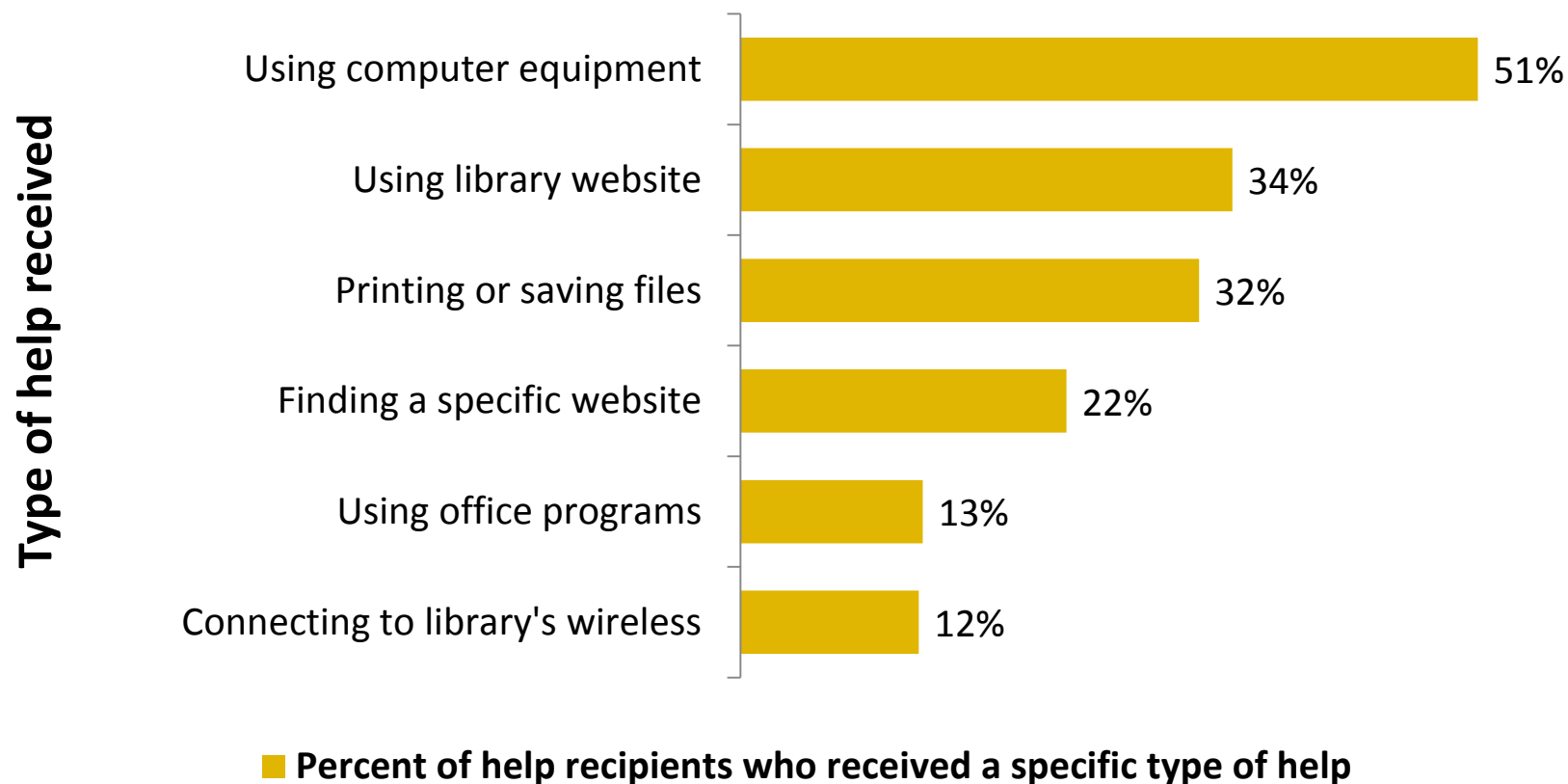
**“At home, if you run into a problem,
who are you going to turn?”**

67% of users
received one-on-one
help from
library staff or
volunteers.

14% of users
attended a
computer-related
training at the
library.



Types of Help Users Received from Librarians

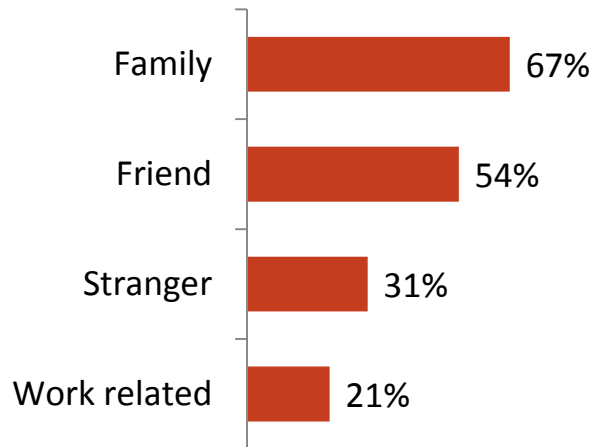


Library Internet Users Help Others

63% of users
accessed library
computers to help
someone else.

“I helped a friend track her Green Card application through the State Department.”

User's relationship to recipient of help

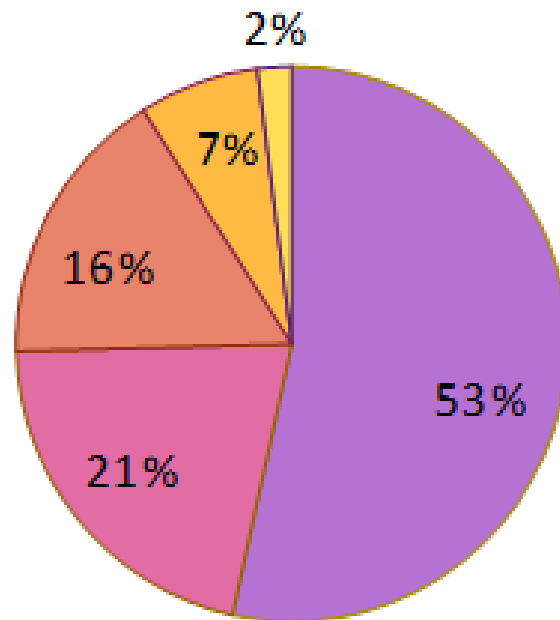


■ Percent of users who provide help to others



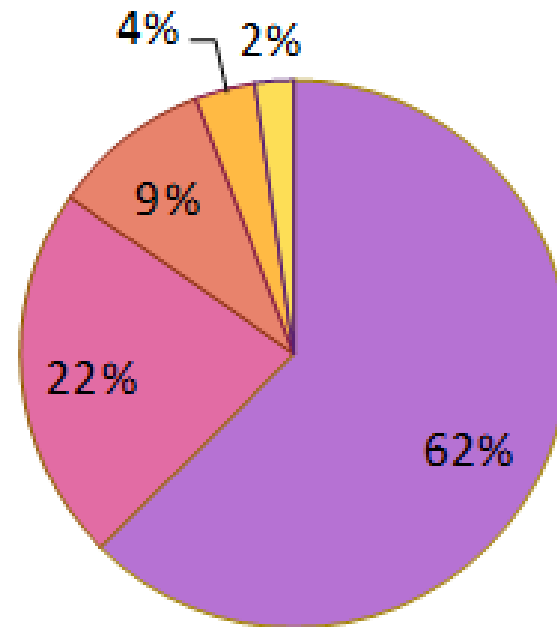
The Importance of Public Library Internet Access

Personal importance



Asked of public library computer and wireless users

Importance to community



Asked of all respondents

- Very important
- Important
- Moderately important
- Of little importance
- Unimportant

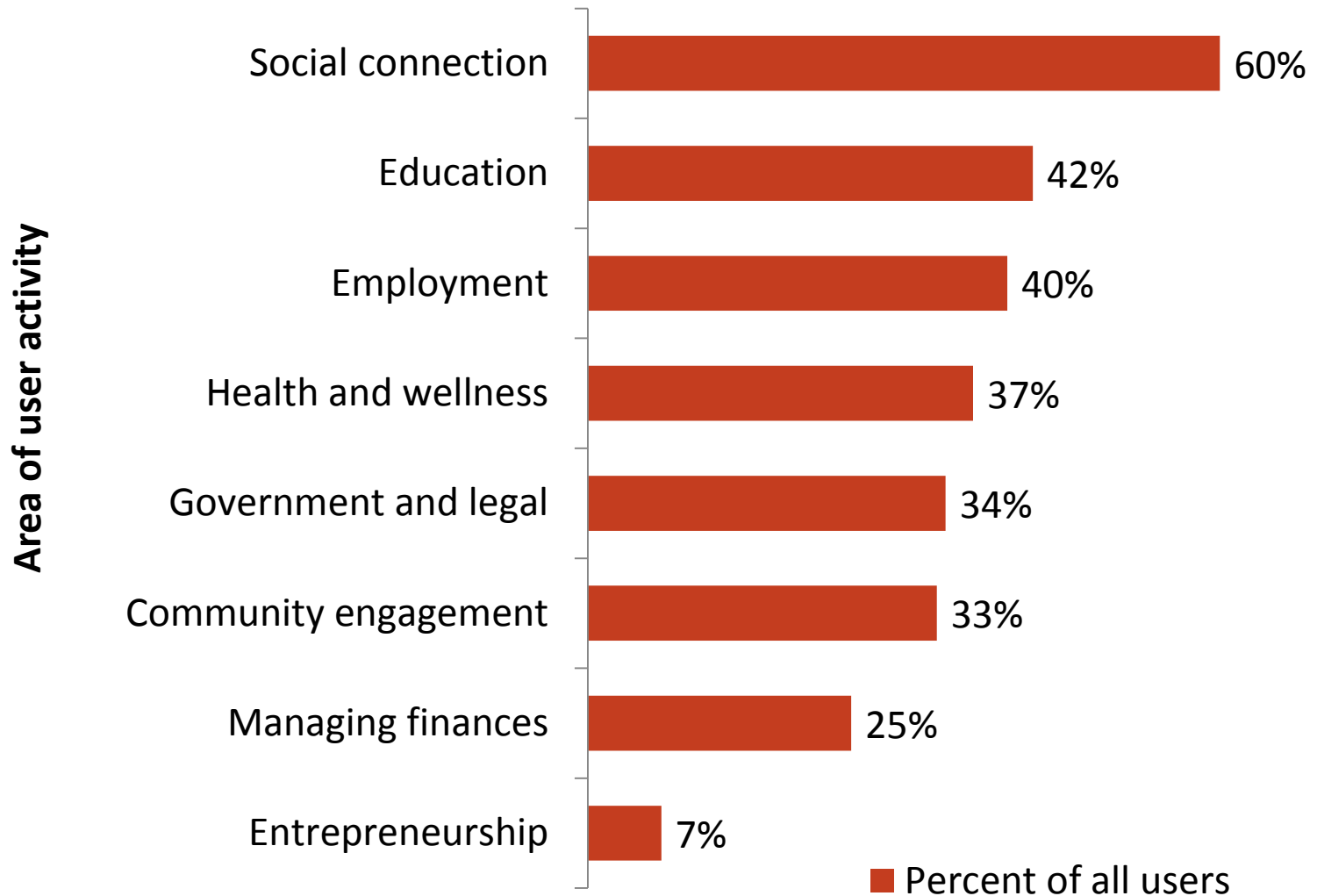
Q: What do people accomplish with library computers?

I print things since I don't have a printer, look up #s, maps, recipes, look at the weather, use Better Business Bureau website, book hotels, make travel plans, purchase flight &/or bus tickets, etc., compare products, find out more info about products, manage my blockbuster online account, keep track of movies, learn about more ways to be green, etc., listen to radio & watch music videos with headphones, etc.

I use it to visit the Fiction L lists to get ideas on books I might want to read. I often use Microsoft Word to compose and print. I've used it to look up criminal records and property assessments. I've used it to research travel, read arts reviews, and print out articles. The library Internet connection is like a card catalog used to be--one thing leads to another.

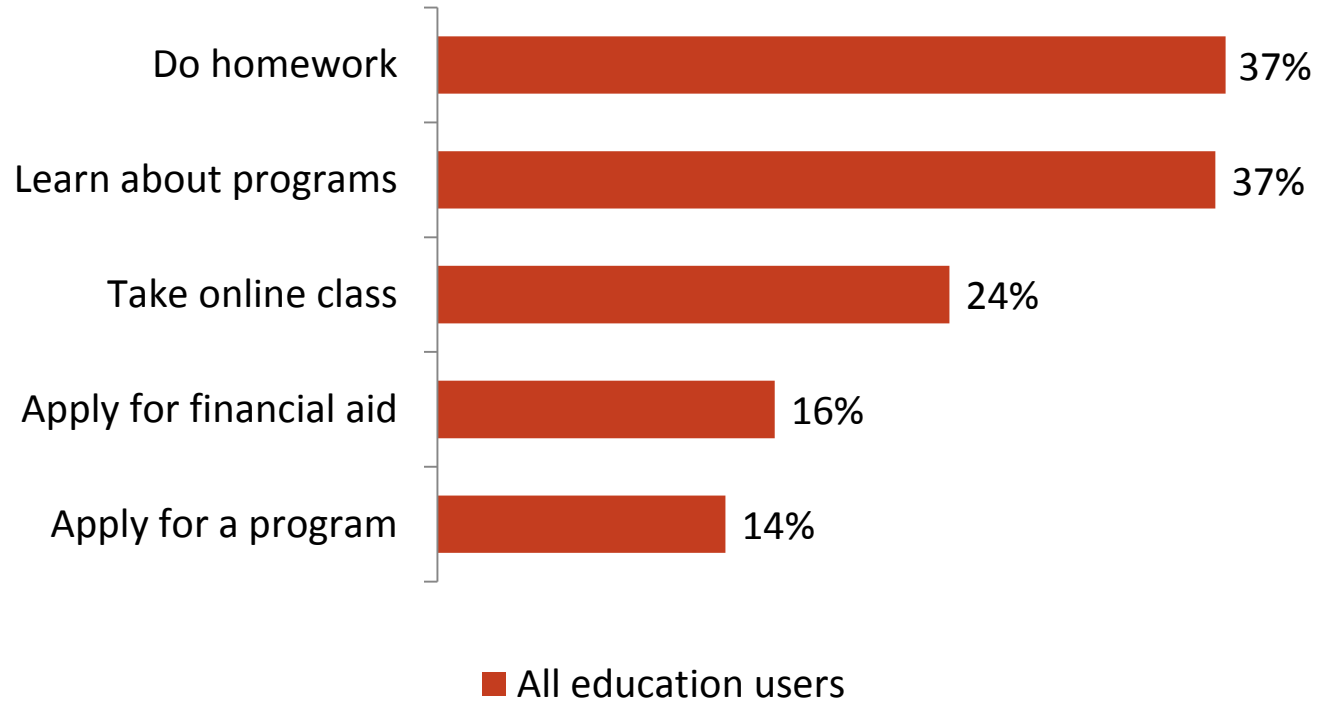
A: Just about everything!

How do People Use Library Internet Connections?



Education

42% of users
engaged in
educational
activities



How Libraries Help with Education

I live sort of far away; it takes me like a half hour to get home. So lots of times I'll come here and use the computers to type things for school projects ... Sometimes it's much easier for me to come here if I have something in the evening than go all the way back home.

I am pursuing my master's degree at Drexel completely ONLINE. Most of my research and course postings occur at the library.



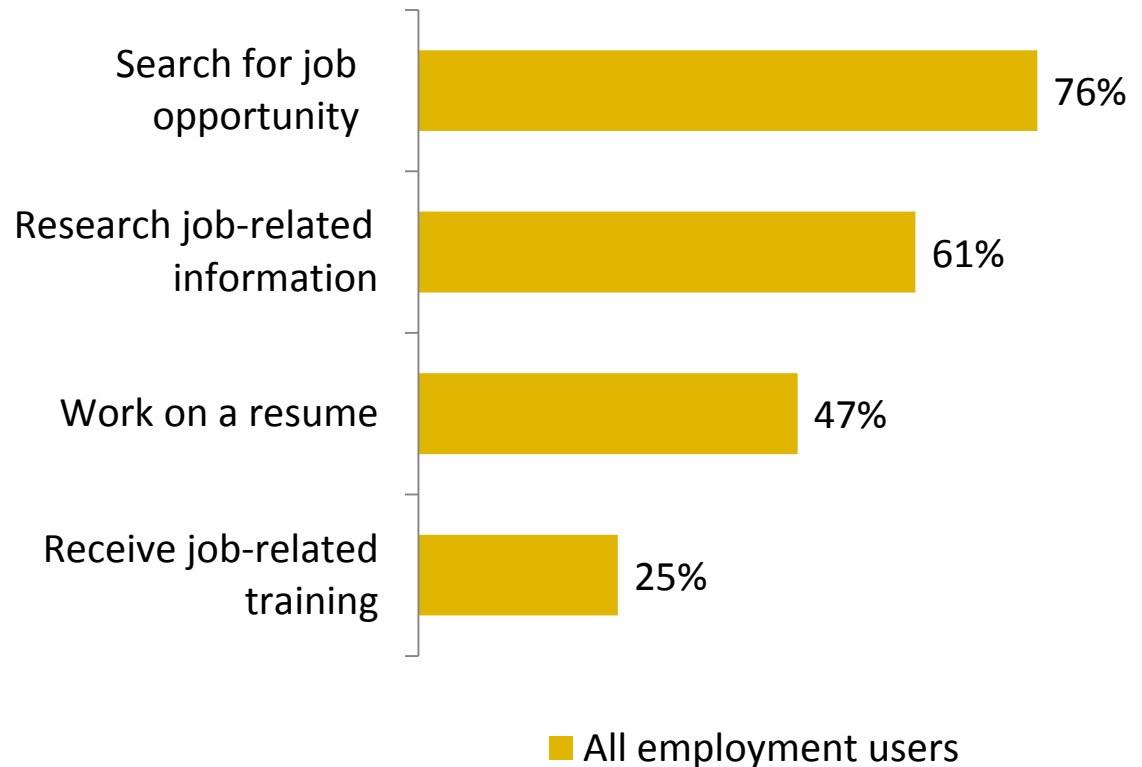
I completed much of my dissertation at the public library!

Sometimes my son has homework to do on the computer, and I enter with him, and I'm with him there, and I have benefited a lot from that really.

Employment

40% of users
engaged in
employment
activities

3.7 million
people got hired
after using library
computers to
submit
applications



How Libraries Help with Employment

If you're just out there filling out applications and walking around, you get so tired and you give up...But in the library, you can do what would take you a week to do in one day.



I printed out business cards on the color printer. I was recently laid-off and having this resource available has helped me a great deal in my job search.

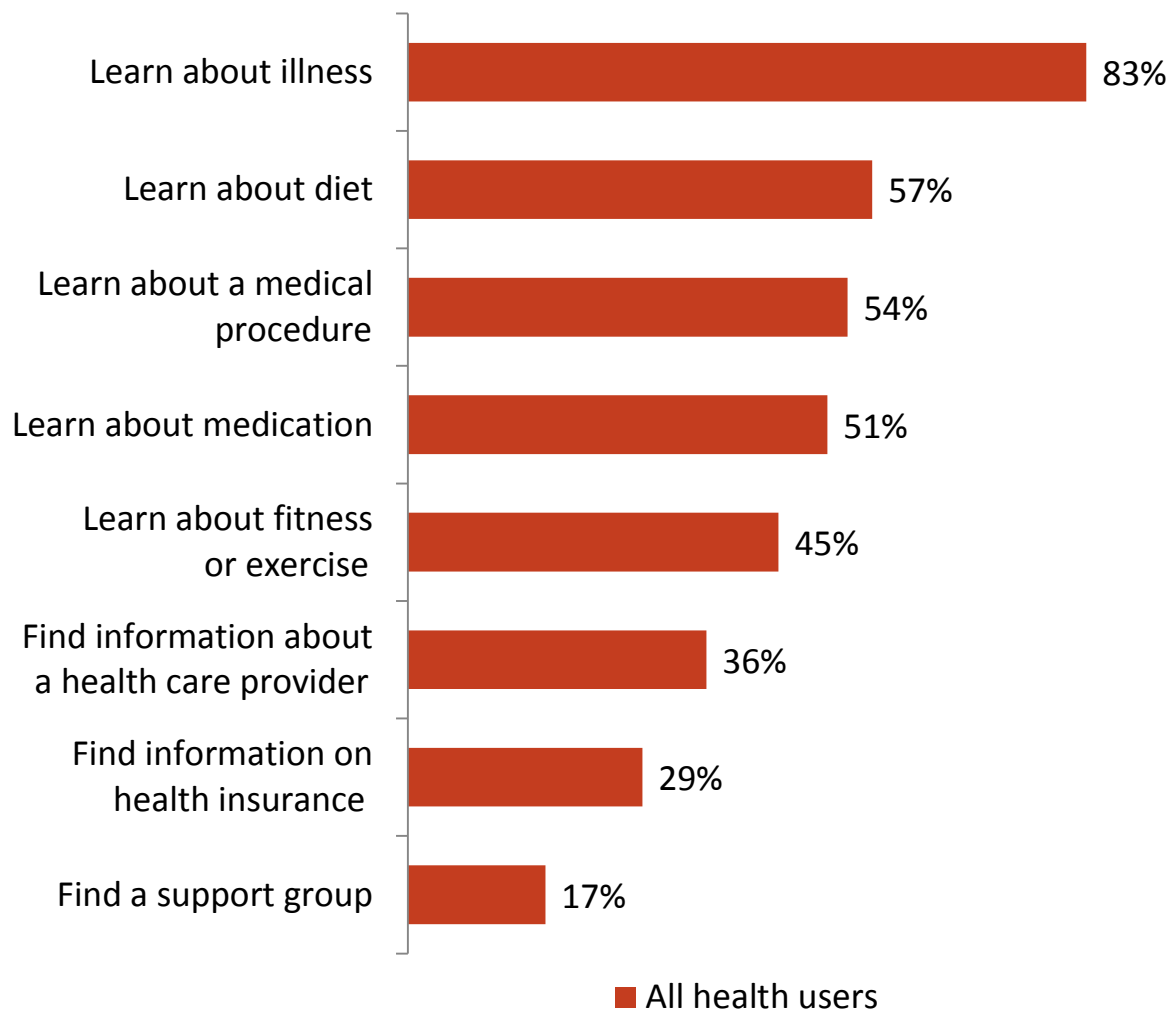
I am a developer and the library has been a major help in making resources available that I needed to keep up with current technology.

I used the computer to take Continuing Education credits for my job as a nurse.

Health & Wellness

37% of users
engaged in health
& wellness
activities

11.4 million
people changed
their exercise
habits after using
library computers
to learn about
fitness



How Libraries Help with Health & Wellness

We as a family also go look up different recipes for healthy cooking and family exercise and social activities for our family and grandchildren.

I access my health-insurance provider to schedule and cancel appointments and submit health-related questions.



Our son had ringworm and we didn't even know what that was. We looked online and put in his symptoms and everything and then it told us what he had, told us what kind of medicine to give him. Because we didn't know what he had at all. We thought it was just a regular rash.

I had breast cancer so I'm able to talk with groups of women who've had breast cancer. It's easy. It's free.

And More!!!

25% of users
looked for
*Government &
Legal information*

42% of users
engaged in
*Community or
Political activities*

23% of users
conducted
Financial activities

For immigration, there is a whole family that we're helping. There were online forms that they had to fill out, but they didn't speak English that well so we had to get visa renewal forms for them.

We used the Internet to develop a working donor list to provide funding for an international problem solving competition.

Sometimes I'll do online bill payments for my computer, for other credit cards, and I'll check my bank balance. That's a normal day at the library.

I watched all the debates online... because I don't have a television.

I remember after Hurricane Katrina the hotels were so full, people just kept coming and there was an older gentleman here. We had him on a research computer and our staff helped him fill out the FEMA paperwork.

Anytown Public Library

- [Insert your agenda items here- use an additional slide if you have multiple points to make]

Thank You!

- We hope that this information has helped you to understand the critical role our library's computers and Internet connection play in this community.
- Please feel free to contact us if you would like more information at [insert contact email and phone number here].
- The full report on which this information is based is available online at <http://tascha.washington.edu/usimpact>
- To learn more about the IMPACT Survey, visit <http://impactsurvey.org>