

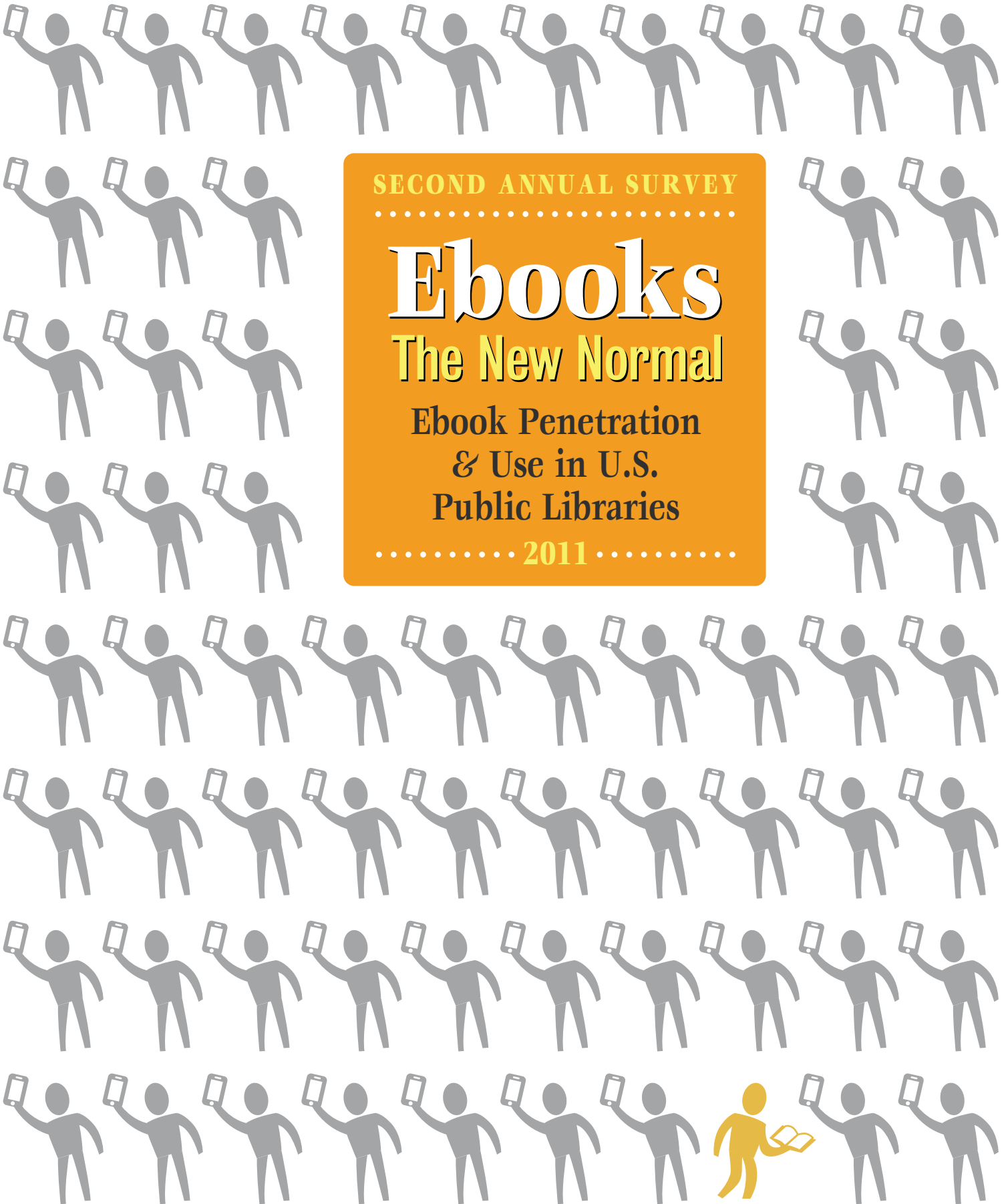
SECOND ANNUAL SURVEY

# Ebooks

## The New Normal

Ebook Penetration  
& Use in U.S.  
Public Libraries

..... 2011 .....



# RESEARCH

LIBRARYJOURNAL / School Library Journal

## *Survey of Ebook Penetration & Use in U.S. Public Libraries*

### **Table of Contents**

<b>Executive Summary</b> .....	<b>4</b>
Meeting the Demand for Ebooks .....	4
Ereading Devices and Formats.....	5
Refining the Lending Process .....	7
What's Moving in Libraries.....	7
Ebook Marketing.....	8
Ebooks, Budgets and Purchasing Terms.....	8
Towards a Fair and Realistic Model.....	8
Libraries and Their Vendors .....	9
Conclusions .....	10
<b>Introduction</b> .....	<b>11</b>
About the 2011 Library Journal Ebook Survey .....	11
Structure of This Report.....	11
For More Information .....	12
<b>1. Profile of Respondents</b> .....	<b>13</b>
Type of Library.....	13
Population Served .....	14
Materials Budget.....	15
Library Location .....	16
Specific Respondent Title/Purchase Authority.....	17
Onward .....	19
<b>2. Ebook Collections</b> .....	<b>20</b>
Offer Ebooks.....	20
<i>Libraries That Do Not Offer Ebooks</i> .....	21
Number of Ebooks Carried .....	22
<i>Increased Demand for Ebooks</i> .....	24
Ebook Formats and Devices.....	25
<i>Hardware Devices</i> .....	26
Onsite vs. Offsite Ebook Downloading.....	28
Ebook Training.....	29
Ebook Categories .....	30
<i>Fiction Categories</i> .....	32
<i>Nonfiction Categories</i> .....	33
Ebook Marketing.....	36
Top Age Group for Ebooks .....	38

General Conclusions .....	39
In Their Own Words.....	39
<b>3. Ebook Acquisition, Licensing, and Circulation .....</b>	<b>46</b>
Acquisition .....	46
Learn About Ebooks .....	48
Ebook Purchasing Terms .....	50
Fair and Realistic Licensing Model .....	52
Consortium Program.....	54
<i>Buy Books Independently</i> .....	55
Ebook Usage License.....	56
Customer Holds.....	58
Circulation Interval.....	61
<i>Hardware Circulation</i> .....	62
Ebook Circulation Trends .....	65
<i>Ebook Circulation—FY2009</i> .....	65
<i>Ebook Circulation—FY2010</i> .....	67
<i>Ebook Circulation FY 2011</i> .....	68
Barriers to Ebook Consumption.....	70
<i>Technical Barriers</i> .....	72
General Conclusions .....	73
In Their Own Words.....	73
<b>4. Ebooks, Print Books, and Materials Budgets .....</b>	<b>77</b>
Attracting New Users.....	77
Electronic vs. Print.....	78
Current Spending on Ebooks.....	79
Ebooks and the Library's Materials Budget .....	80
<i>Ebooks in Last Year's Materials Budget</i> .....	82
<i>Ebooks in the Current Materials Budget</i> .....	83
<i>Ebooks' Portion of Future Materials Budget</i> .....	84
Reallocation of Funds.....	85
General Conclusions .....	87
In Their Own Words.....	87
<b>5. Libraries and Ebook Vendors.....</b>	<b>90</b>
Vendors Patronized and Preferred .....	90
Important Attributes .....	94
General Conclusions .....	96
In Their Own Words.....	97
<b>Appendix A: Public Libraries Questionnaire .....</b>	<b>99</b>
The Survey Methodology.....	99
Public Library ebook Questionnaire .....	100