

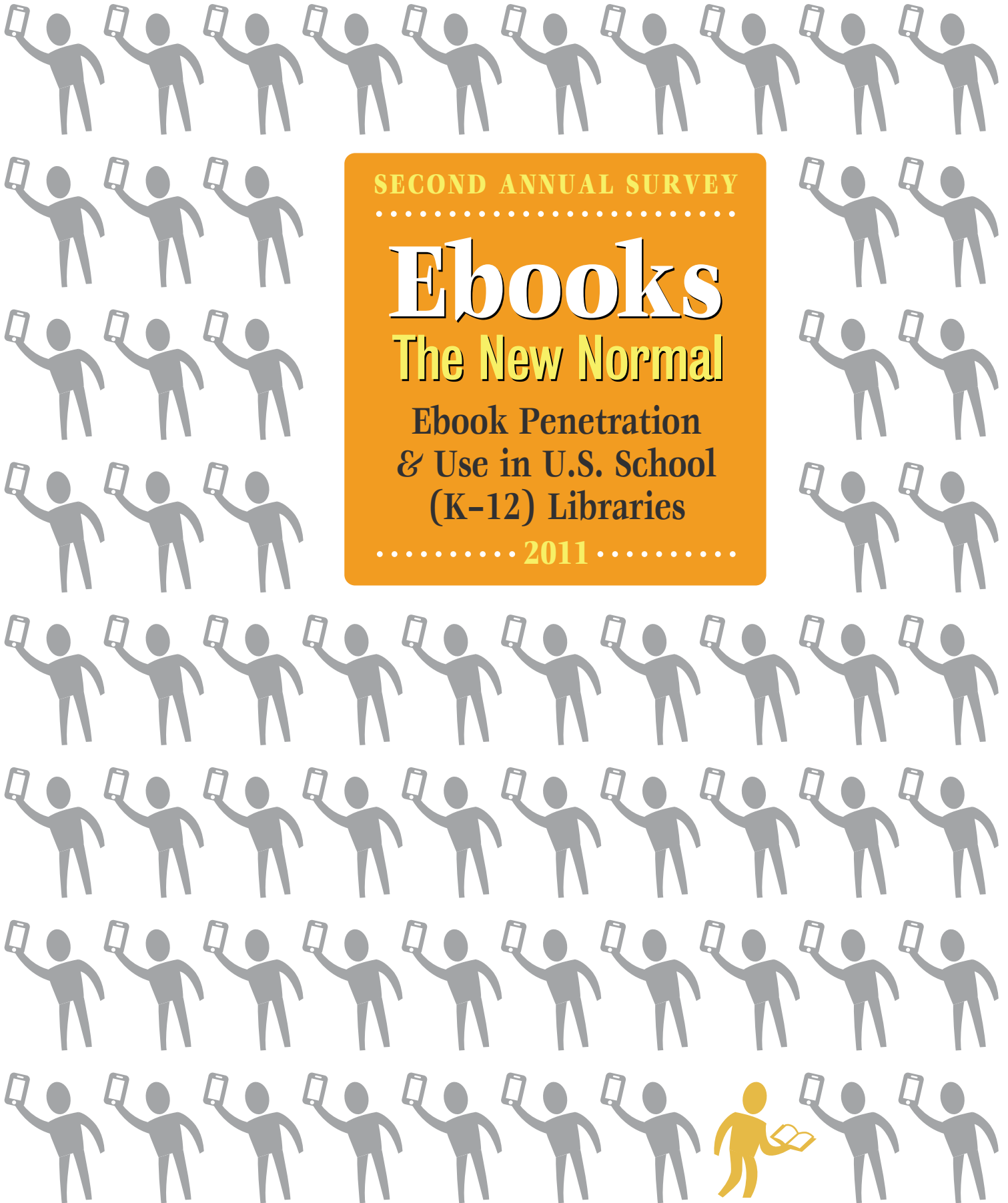
SECOND ANNUAL SURVEY

Ebooks

The New Normal

Ebook Penetration
& Use in U.S. School
(K-12) Libraries

..... 2011



Survey of Ebook Penetration & Use in U.S. School Libraries

Table of Contents

Executive Summary	4
Ebook Collections	4
Ebook Categories Offered	5
Marketing Ebooks to Students/Faculty	6
Ebook Readers and Formats	6
Ebook Budgets and Purchasing Terms	7
Libraries and Their Vendors	8
Conclusions	8
Introduction	10
About the Library Journal Ebook Survey	10
Structure of the Report	10
For More Information	11
1. Profile of Respondents	12
Type of Library	12
<i>Public or Private</i>	13
Number of Students	14
Materials Expenditure	15
Library Location	16
Respondent Job Title/Ebook Recommendation Authority	18
<i>Ebook Purchase/Recommendation Authority</i>	19
Onward	19
2. Ebook Collections	21
Offer Ebooks	21
Number of Ebooks Carried	25
Increased Demand	26
Ebook Formats and Devices	28
<i>Hardware Devices</i>	30
Download Ebooks to Personal Devices	32
Ebook Categories	33
Marketing Ebooks	35
General Conclusions	37
In Their Own Words	37
3. Ebook Acquisition, Licensing, and Circulation	42
Acquisition	42
<i>Learn About Ebooks</i>	44
Ebook Purchasing Terms	46

“Fair and Realistic” Purchasing Model.....	48
Consortium Program.....	50
Ebook Usage License.....	52
Circulation Interval.....	54
User Holds on Ebooks.....	56
Hardware Circulation.....	58
Ebook Circulation Trends.....	61
<i>Ebook Circulation—2009–2010 School Year</i>	61
<i>Ebook Circulation—2010–2011 School Year</i>	62
Ebook Circulation Increasing/Decreasing.....	63
Barriers to Ebook Consumption.....	65
<i>Technical Problems</i>	67
General Conclusions.....	68
In Their Own Words.....	68
4. Ebooks, Print Books, and Budgets.....	72
Attracting New Users to the Library.....	72
Current Spending on Ebooks.....	73
Ebooks and the Library’s Materials Budget.....	74
<i>Ebooks in Last Year’s Materials Budget</i>	76
<i>Ebooks in the Current Materials Budget</i>	77
<i>Ebooks in the Future Materials Budget</i>	78
General Conclusions.....	79
In Their Own Words.....	79
5. Libraries and Ebook Vendors.....	82
Vendors Patronized and Preferred.....	82
Important Attributes.....	86
General Conclusions.....	88
In Their Own Words.....	89
Appendix: School Libraries Questionnaire.....	91
The Survey Methodology.....	91
School Library Ebook Questionnaire.....	92