

The Calcasieu Parish Public Library: A Wise Investment

by

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Executive Summary

This study assesses the costs and benefits of the Calcasieu Parish Public Library. The library has 155 employees, an annual budget of \$7.6 million, and operates a system that consists of a main library in Lake Charles and 12 branch libraries spread throughout Calcasieu Parish. In 2009 the library had approximately 86,500 *active*¹ library cards and was visited 632,787 times by persons who borrowed 1,008,544 items from the library's collection, logged into its public computers over 250,000 times or participated in one of its 3,950 programs. The direct value of services received by patrons of the library is estimated to be \$12,848,841. In addition, there are spillover effects the community receives from a better-informed and more literate population which are generally estimated to be twice the direct value to its users. Thus, the total value of the library's services is estimated to be \$38,546,523, which is a benefit/cost ratio of 5.1 to 1.

¹ The CPPL system regularly purges its library cards of any that have not been active in the past 12 months.

Introduction

The richest person in the world - in fact all the riches in the world - couldn't provide you with anything like the endless, incredible loot available at your local library. ~ Malcolm Forbes

The economic impact of libraries is difficult to measure. Libraries do not directly bring new dollars into a community, dollars that multiply as they circulate and create new jobs. Rather libraries enhance the knowledge base or “human capital” of a community. The rationale for public funding of libraries is that there are social “spillover effects” from knowledge and information; an informed person may benefit personally from their knowledge, but they also spread their knowledge to others. Thus, when estimating the value of library services one should not just look at the benefits library patrons receive, but should also consider the benefits to others and to the community as a whole.

Modern libraries are more than a collection of books people can borrow for free; they sponsor programs for children and adults that promote literacy and learning; they provide meeting places for civic and community organizations; and they provide free internet service on public PCs to people who otherwise could not access online education, job searching, e-government services, or social communications needed to function in our society. During the current economic recession the use of libraries by those searching for jobs has increased dramatically.² Responses to a recent survey of people using the CPPL indicated that half of them came to the library for personal business or recreation, 26% came for educational reasons— either as a home schooling parent, student, or educator – and nearly one in ten visited the library as part of a job search. Thus, libraries are an important element in the quality of life in a community, and the quality of life is an important factor when companies consider where to locate their facilities.

² American Library Association, “New report shows libraries critical in times of crisis, but funding lags and services reduced,” News Release, April 13, 2009.

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For purposes of this study, the services of the Calcasieu Parish Public Library (CPPL) were broken into five areas: (1) print media, which consists of books, magazines, newspapers and traditional reference material; (2) electronic media, which consists of audio/video tapes and CDs, electronic data bases, e-books and on-line material accessed through the library's computers; (3) programs sponsored or hosted by the library for children, teens and adults; (4) use of the library's facilities such as conference rooms and meeting rooms; and (5) the genealogy collection and resources housed at the Carnegie Memorial Library in Lake Charles. The direct value of these services to those using them was estimated, as well as their spillover effect on to the community as a whole.

Dr. Michael Kurth, professor of economics at McNeese State University, prepared this study for the Calcasieu Parish Public Library. Elizabeth Kelly, a student in the MBA program at McNeese, prepared the analysis of library usage contained in the appendix as part of her internship requirement in the MBA program. The data Ms. Kelly relied on came from a survey of over 1,400 library users conducted in 2009.

Mission Statement of the Library

The Calcasieu Parish Public Library serves all the people who live in the parish with materials, information, and services through a network of branches that are conveniently located and easy to use. The Library strives to help people make informed decisions, enjoy their free time, and continue learning all of their lives. The Library Board and Staff are committed to providing high quality, cost effective, equitable service that meets the needs of all parish residents.

I. Overview of the Calcasieu Parish Public Library System

The Lake Charles Public Library opened its doors in 1904. In 1944 the Calcasieu Parish Library system was created, and in 1974 the two systems were merged to create the Calcasieu Parish Public Library (CPPL) system. Today, the CPPL consists of the Central Library on West Claude Street in Lake Charles, the Southwest Louisiana Genealogical & Historical Library housed in the Carnegie Memorial Library in Lake Charles, and eleven branch Libraries spread throughout the parish.

Branch Locations

DeQuincy	Sulphur Regional	Carnegie Memorial (Lake Charles)
Starks	Maplewood (Sulphur)	Epps Memorial (Lake Charles)
Moss Bluff	Hayes	Fontenot Memorial (Vinton)
Westlake	Iowa	

At the end of 2009 it had 157 employees and an annual budget of \$7.6 million, of which \$4.7 million was spent on payroll and employee expenses including \$454,898 for maintenance and security. The system houses 257,297 print volumes, 14,609 periodicals, 27,660 videos, 25,614 audiotapes and discs, and 128 public access desktop computers and 33 data bases. In 2009 the CPPL had approximately 86,500

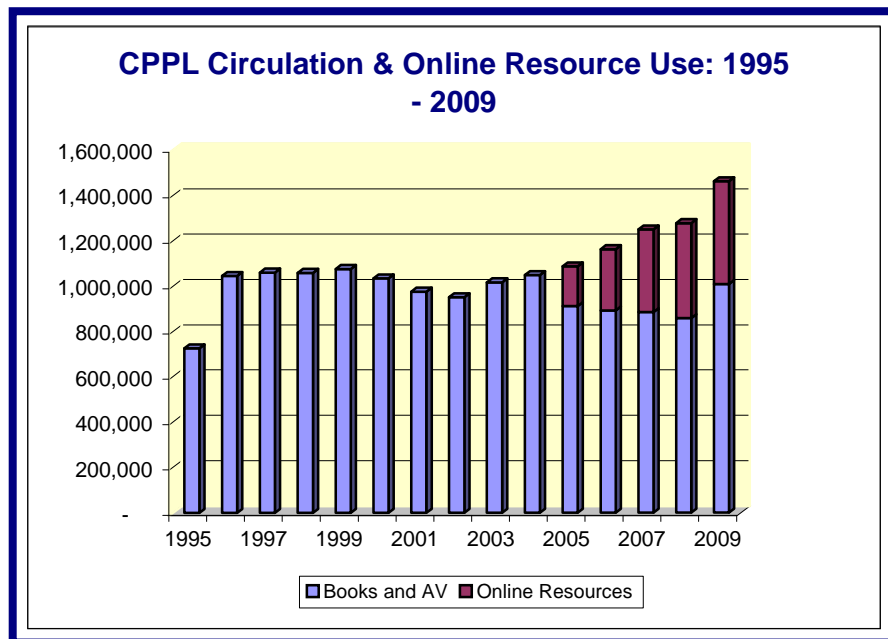
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*active*³ library cards, which is 46% of the parish population. Thus, the average monthly cost of a library card was \$7.32.

In 2009 the CPPL system was visited 632,787 times by persons who borrowed 1,008,544 items from the library's collection, logged into the public computers over 250,000 times or participated in one of its 3,950 programs. In addition the CPPL maintains conference and meeting facilities that it made available to community and civic groups 1,818 times in 2009.

The resources and services of the CPPL have evolved as technology has changed over the years. The graph below shows that following modernization and expansion of the library's facilities in 1996, there was a 30% increase in circulation—from 725,000 to over 1,000,000. Since then circulation has remained near the 1,000,000 mark with the exception of the hurricane recovery period from 2005 to 2008. In recent years the use of the library's public computers and Internet resources has increased significantly. But

Graph 1



³ The CPPL system regularly purges its library cards of any that have not been active in the past 12 months.

this “digital revolution” does not appear to have diminished the use of tradition print media, rather it has drawn a new category of user to the library who access print media while there to use a computer. Thus, for the foreseeable future the library will need both traditional print formats and non-traditional media formats in order to meet changing patron demand.

Technology has also changed how the library provides services, interacts with patrons, and library employees perform their jobs. For example, the CPPL established a web site at <http://calcasieulibrary.org/> that allows patrons and staff to communicate through an online calendar, book clubs, blogs and email. In 2009 this web site had 548,261 “hits.” In 1992 the library automated many of its operations. Overdue notices are sent either with an automated phone call or via email, saving staff time, paper and postage. Access to public PCs and printing is done using time and print management software, reducing the need for direct staff involvement in routine tasks and conserving paper. Over 20% of library checkouts at the Central Library are done using the self-checkout service, freeing more staff to assist patrons. In 2009 patrons placed 75,000 holds for library materials through the online library catalog and self-renewed almost 55,000 items electronically.

2009 Quick Facts

13	Number of libraries in the system
157	Number of library employees
632,787	Visitors to the libraries
86,500	Number of active library cards
564,526	Books checked out
82,440	Attendance at child and student programs

II. Print Material

The CPPL contains 238,561 print volumes including 154,974 adult books and other printed items, 80,411 juvenile books, and 3,176 serial volumes. Print volume includes materials that do not checkout such as reference books, and the genealogy and local history collection and materials that can be checked out. Checkout records for 2009 indicate that print materials checked out



601,486 out of the total circulation for all formats of 1,008,544. Print circulations are further broken by age groups and formats. For example, the library hardcover book collection circulation for adult books was 297,302; children's book circulation was 172,704; young adult (teen) book circulation was 22,923 materials. Total paperback book circulation in 2009 was 63,260. Magazine checkouts accounted for 36,960 circulations. As well, 8,337 books CPPL did not own were borrowed through interlibrary loan from other library systems.

2009 Quick Facts

238,561	Print volumes
14,609	Periodicals
1,136	Subscriptions
601,486	Print media circulation
310,336	Adult media circulation
84,268	Child media circulation
36,960	Magazine circulation

III. Computers & Electronic Media

For the past twenty years the CPPL has been committed to adopting new technology for the provision of services. The CPPL currently has 128 public computers that were used 282,866 times in 2009. The library also maintains 51 databases provided by the state library, 140 databases provided by the parish library and 13 electronic serial subscriptions. Public use of these electronic media has nearly quadrupled in the last 5 years, increasing from 175,000 accesses in 2005 to an estimated 600,000 in 2010.



The library has had e-books since 2006 and there are now over 1,000 titles in their collection. Their child e-books were viewed on-line 24,920 times in 2009. The CPPL also has 27,623 audiotapes and CDs and 30,377 videodiscs. These were accessed 162,856 times at the central library and 236,532 times at the branch libraries.

2009 Quick Facts

- 30,377** Number of videos held by the CPPL.
- 27,623** Number of audiotapes held by the CPPL
- 452,260** Online Electronic Resource use
- 407,058** Audio/Video Circulation
- 128** Public access computers
- 282,866** Public access computer usage

IV. Library Programs

Children:

The Calcasieu Parish Public Library offers weekly story times for young children at 12 locations. Special programs with professional story-tellers, musicians, dramatists, and artists are offered throughout the year. Fun with Fideaux, part of a nationally recognized program to help reticent children to read aloud, is held monthly with lovable therapy dogs.



And a Summer Reading Program helps children enter the next grade of school at higher reading level than they did the year before. Children’s librarians from each branch also visit neighborhood schools and care facilities to read stories to the children.

Tweens:

For those children too old for story times and too young for Teen activities, the Calcasieu Parish Public Library offers “Tween” Book Clubs and special programming featuring stories, crafts, games and movies that were made from books. Those in grades 3, 4 and 5 enjoy the Tween activities.

Teens:

The library keeps teens busy with varied programming. They are invited to participate in Teen Advisory Boards that help the libraries plan programs and activities for teens and to recommend young adult books for the library to purchase. There are Teen Book Clubs in several branches that meet regularly to choose and discuss their favorite books. An Animanga Club at Central Library pulls together teens who are interested in Animanga art and the Asian culture that created it. Wii Wednesdays are a popular after-school program at the Sulphur Regional Library. Special programs that prepare students for the ACT test are offered every Spring and Fall. The Tale Weavers

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write and rehearse skits from children’s literature and then perform them for young children in the public libraries. The annual Open Mike Night, usually coinciding with Teen Read Week in October, offers an opportunity for young adults to read poetry, act scenes from plays, or play music in front of an audience, whether they have created the work or learned the work.

Adults:

Author visits, craft and art classes, book discussion groups, Tidbits of History programs, Beginning Genealogy Workshops, musical programs, guest artists from the

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McNeese Banners series, and computer classes are among the large offering of programs for adults. Recent classes that were very popular include watercolor painting, glass etching, magic tricks, crocheting, and beginning yoga.

The Calcasieu Parish Public Library also is hosting a series of free technology training classes to help job seekers, people employed in small businesses and local governments, career changers, community college students, vocational school students, the general public and anyone interested in becoming more employable and computer-savvy.

2009 Quick Facts

2,162	On-site programs offered by the CPPL
27,861	Attendance at on-site programs for children
4,907	Attendance at on-site programs for young adults
3,651	Attendance at on-site programs for adults
48,506	Attendance at remote programs of the CPPL
14,652	Attendance at non-library sponsored programs

V. Library Facilities

The CPPL maintains meeting facilities for large and small groups. While these facilities are primarily for library-related programs, the CPPL does make them available for charitable, civic, cultural and educational events for a modest fee. The charge for conference facilities that can accommodate up to 100 participants is \$50 a day, and small-



group (2-9 people) accommodations are free unless the group is commercial. These fees can be waived if the proposed activity is one that could be performed by the library within the parameters of its mission statement or the event is sponsored by one of the library's partners.

Small group accommodations are available at Central Library on the first floor, Epps Memorial Library and Sulphur Regional Library. Large group accommodations are available at Carnegie Memorial Library, Central Library (2), Epps Memorial Library, Moss Bluff Library, Sulphur Regional Library, and Westlake Library.

2009 Quick Facts

- 548** Number of times conference facilities were utilized by the public.
- 1,270** Number of times meeting facilities were utilized by the public for

VI. Genealogy & Ancestry

The Southwest Louisiana Genealogical and Historical Library was established in the 1960's. In 1973 the SWLA Genealogical Society was formed and it has been a strong force in the development of the Genealogy Library through donations and workshops.



The Genealogy Library's collection currently consists of 2,583 volumes including books, periodicals, microfilm, compiled family records and electronic databases. It contains cemetery and church records, parish courthouse records, military records, compiled family histories, parish histories and land records. Indexes are available for obituary notices that appeared in local newspapers, as well as marriages and some births. The library also maintains subscriptions to computer databases such as HeritageQuest Online, Ancestry Library Edition and Access Newspaper Archive, which offer the most complete records for census, cemetery and military records. Links to free websites, such as Family Search, National Archives (NARA), Rootsweb and USGenWeb are also available on the library webpage.

The library offers a summer series of *Beginning Genealogy Workshops* that teach people how to get started with genealogy, how to arrange, document and preserve original records, and how to use computer resources as well as providing hands-on application of the resources. Monthly *Tidbits of History* programs highlight interesting points of the history of Lake Charles and southwest Louisiana, and are filmed by the C-Gov channel for viewing by patrons at home. Annual *Heritage Days* focus on a pioneer ethnic group such as the French, Italian, Irish and Syrian-Lebanese.

The Southwest Louisiana Genealogical and Historical Library has been designated as a “Family Search Center” by the Genealogical Society of Utah. The designation allows the library access to records from the Family Search collection by means of interlibrary loan.

2009 Quick Facts

2,583	volumes
6,452	visitors
3	genealogical data bases
6	computers with genealogy software
99	genealogy programs offered
2,694	program attendance

VII. Summary & Conclusions

This study assesses the benefits of the Calcasieu Parish Public Library by examining the various services provided by the library. The table below shows these services and their usage. An estimate of the value of these services was then derived by looking at the library's cost of acquiring those services, how patrons said they valued those services in a recent survey conducted by the CPPL, and value estimates by other studies. These values are not precise; for one thing, most cover a variety of material. For example, print media includes magazines, newspapers, journals, paperback books and reference books as well as standard hardcover books. Nonetheless, they do offer us some guidance.

Usage and Estimated Value of CPPL services

<u>Service</u>	<u>Usage</u>	<u>Value Base</u>	<u>Total Value</u>
Print Media	609,156	\$10.00	\$6,091,560
Electronic Media	399,388	\$5.00	\$1,996,940
Computers	282,866	\$9.00	\$2,545,794
Programs	82,440	\$10.00	\$824,400
Meeting Facilities	1,818	\$150 / \$40	\$133,000
Genealogy	6,425	\$25.00	\$160,625
Web Site	548,261	\$2.00	\$1,096,522
Total All Programs			\$12,848,841

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The chart below provides the background for the estimated retail values of services. Some of the values are estimates and averages.

- **Books & AV** was obtained by dividing the 2009 Materials Budget spent (less electronic resource funds) divided by the number of paid items ($\$737,039 / 37,163 = \19.83).
- **Online Resources** was obtained by dividing the 2009 use by the 2009 cost ($452,260 / \$100,000 = \4.52).
- **Computers, Programs, Genealogy/Reference** were based on the value calculator research and estimates from “Maine Values and Explanation for Library Use Value Calculator” found at:
<http://www.maine.gov/msl/services/calexplation.htm>
- **Meeting Facilities** is based on earlier research by CPPL library staff regarding cost of meeting room use in our community.

CPPL Service	Estimated Retail Value	Explanation
Books &AV	\$20.00	2009 Materials Budget Spent and No. of Paid Items
Online Resources	\$4.50	2009 Online Resource Budget divided by 2009 Use
Computers	\$9.00	Maine estimate based on avg. internet café
Programs	\$16.00	Maine estimate based adult and child programs.
Meeting Facilities	\$350.00	CPPL staff research on rent of community facilities
Genealogy/Reference	\$15.00	Maine estimate
Web Site	\$2.00	Estimate

The working documents used for calculations are contained in Appendix I.

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The direct value of services received by patrons of the library is estimated to be \$12,848,841. In addition, there are spillover effects the community receives from a better-informed and more literate population which are generally estimated to be twice the direct value to its users. Studies of the social costs and benefits of libraries have generally found that a dollar spent on public libraries yields a return of 4 or 5 dollars.⁴ Of course, this return is not automatic; it depends on how the money is used and how efficiently the library operates. Using a very conservative multiplier of 2 to represent the social spillover effect, the total value of the library's services is estimated to be \$38,546,523, which is a benefit/cost ratio of 5.1 to 1.

⁴ Holt, Glen E., Elliot, Donald, and Moore, Amonia, "*Placing a Value on Public Library Services*," St. Louis Public Library, <http://www.slpl.lib.mo.us/libsrc/resintro.htm>.

APPENDIX I

Main Values and Explanation for Library Use Value Calculator

This chart provides the background for the estimated retail values. Some of the values are estimates and averages with an update to reflect **2008 costs**. (June 2009 updated). For example, we used the midpoint between hardcover and paperback of a book from a discount online store for that value to allow for different types of books borrowed. Many costs **increased since 2006** when we first posted the calculator, especially magazines and newspapers but not all categories.

A list of estimated or average Maine values with explanation

Item	Estimated Retail Value	Values Explained
Book Borrowed	\$15.00	Average cost of hardcover for adults
Paperback Book Borrowed	\$7.00	Average cost of paperback for adults
Children Book Borrowed	\$12.00	Average cost of hardcover for children
Magazine Borrowed	\$3.50	Average cost to purchase a popular periodical issue
Video Borrowed	\$4.00	Average cost to purchase a popular video
Audio Books Borrowed	\$10.00	Average cost to purchase an audio book
Museum Pass Borrowed	\$20.00	Sample museum admission for two
Magazine/Newspaper Use in Library	\$1.00	Average monthly cost of a popular periodical/newspapers issue
Interlibrary Loan	\$30.00	Average national cost for loans
Meeting Room Use per Hour	\$50.00	Estimate
Auditorium Use per Hour	\$250.00	Estimate
Program/Class Attended - Adult	\$10.00	Estimate
Program Attended - Children	\$6.00	Estimate
Computer Use, e.g., Internet and MS Word per hour	\$9.00	Sample hourly rate at internet cafes for people using their computers, not their own laptops.
Reference Questions	\$15.00	Estimated cost per question

Appendix II

Calcasieu Parish Public Library Analysis of Use

By Elizabeth Kelly

In October of 2009 Calcasieu Parish Public Library conducted a survey to determine how its patrons use the library. This survey was adapted from a survey conducted by the Colorado State Library's Library Research Service (LRS) entitled "*What's it Worth to You?*" The Calcasieu Parish Public Library surveyed patrons of the main library and all of its branch libraries, as well as on-line patrons on how they used the library. Over 1400 questionnaires were completed in person at the various libraries and another 79 questionnaires completed online. These data were then tabulated into the information contained in this report.

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Table 1
Selected Statistics for
Calcasieu Parish Public Library⁶

Descriptions	Totals	Ratio⁷
Circulation	1,008,544	5.38 per capita
Visits	632,787	3.38 per capita
Library Programs	2,760	68 Program attendees per program
Public Access Computers	128	.69 per 1000 served

⁶ 2009 Calcasieu Parish Public Library Annual Report.

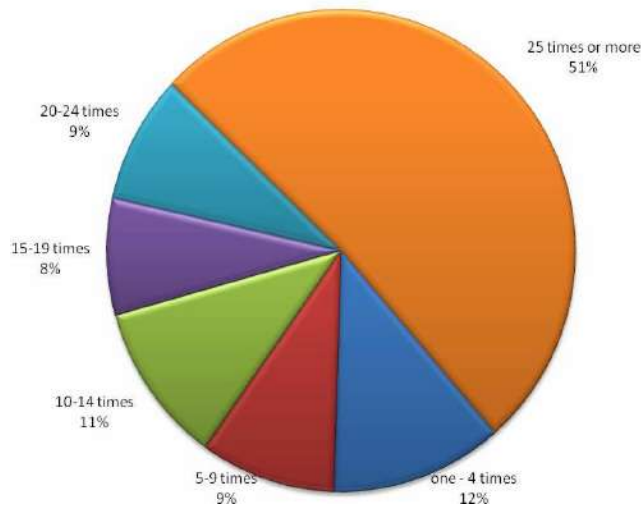
⁷ Per Capita is figured using legal service area (LSA) population.

SURVEY RESULTS

Library use

The majority of Library patrons who responded to the survey (*Chart 1*) visited their library more than 25 times a year (the highest number allowed on the survey). Many wrote notes in the margins about visiting every weekday to read the paper or visit with other library regulars. Only about one in ten took advantage less than five times in the prior twelve months.

Chart 1
Return on Investment - Calcasieu Parish Public Library:
Respondents Number of Visits to the Library in the Last 12 Months



Calcasieu Parish Public Library

Serving the Community's Needs

The Southwest Louisiana Genealogical and Historical Library had its beginning in the Lake Charles Public Library during the 1960's, when census records and books were collected for patrons interested in genealogy. As a public interest project in 1973, the Lake Charles Public Library held a genealogy workshop and the overflow crowd that attended decided to organize a genealogy group, the SWLA Genealogical Society. The Society has been a strong force in the development of the Genealogy Library through donations and workshops, recommendations and suggestions, making it outstanding in the field of genealogical research, unique to Southwest Louisiana.

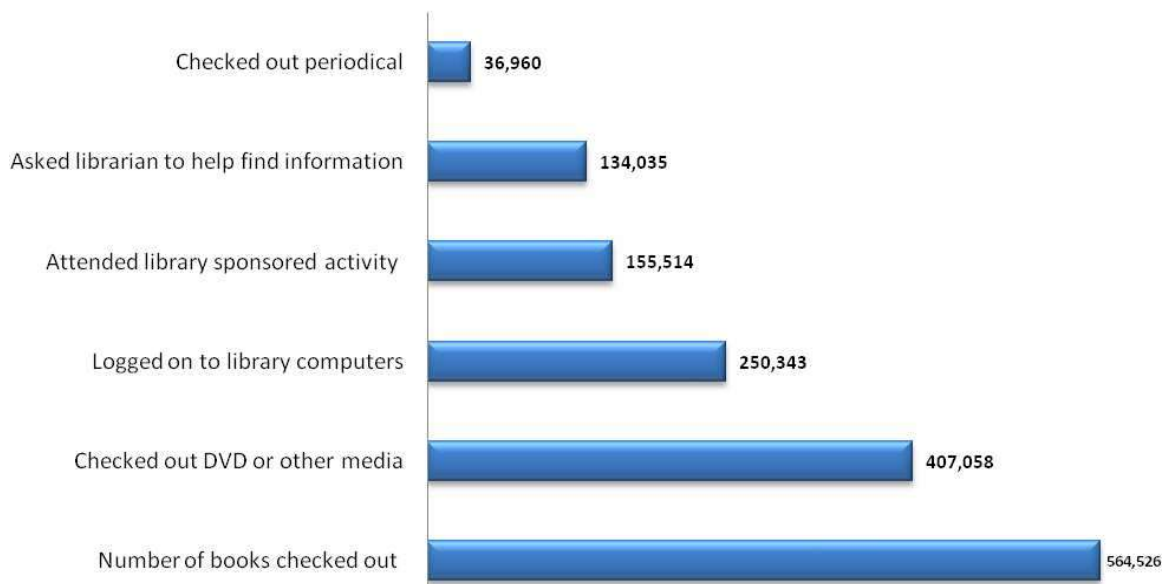
Once only a shelf in the main branch of the library, the genealogy collection now has its own library and contains 2538 volumes and 6 public computers.

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In 2009, 632,787 visitors walked through the doors of the Calcasieu Parish Public Library system. Patrons visited the website another 548,261 times. Although technological advancements are transforming the way in which libraries are utilized, the main purpose remains comfortably constant. Checking out books (*Chart 2*) continues to be the most frequently used activity of patrons. Creeping closer to book check-out is the accessing of other media.

Chart 2

Return on Investment - Calcasieu Parish Public Library: Usage Numbers



Calcasieu Parish Public Library

Patron Comments

"I enjoy reading so you make this easy for me to continue without purchasing books."

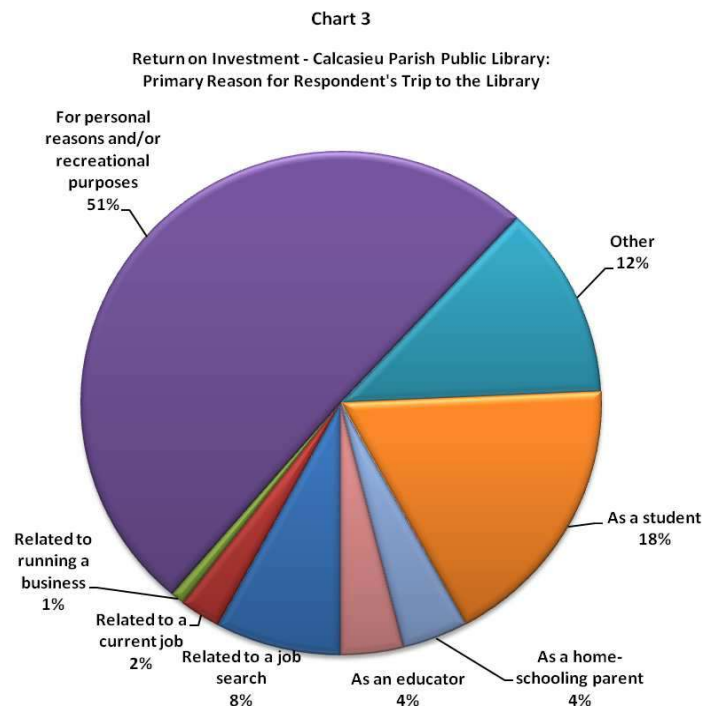
"Being legally blind, I have to listen to audio books. All the people working at Central have been kind and helpful. If the books I request are not available, they do their best to find them at other libraries. Without this library and these kind people, I would be a very unhappy person."

"Don't want to imagine living without it. Reading is my escape!"

"It is a beacon of knowledge and a welcoming place to visit."

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Most respondents (*Chart 3*) said they had come to the library for personal and/or recreational purposes. However, a significant percentage (26%) had come for educational – either as a home schooling parent, student, or educator – and almost one in ten had visited as part of a job search. In the present economy, the services of the library become **more vital** to taxpayers, not less.



Calcasieu Parish Public Library

Patron Comments

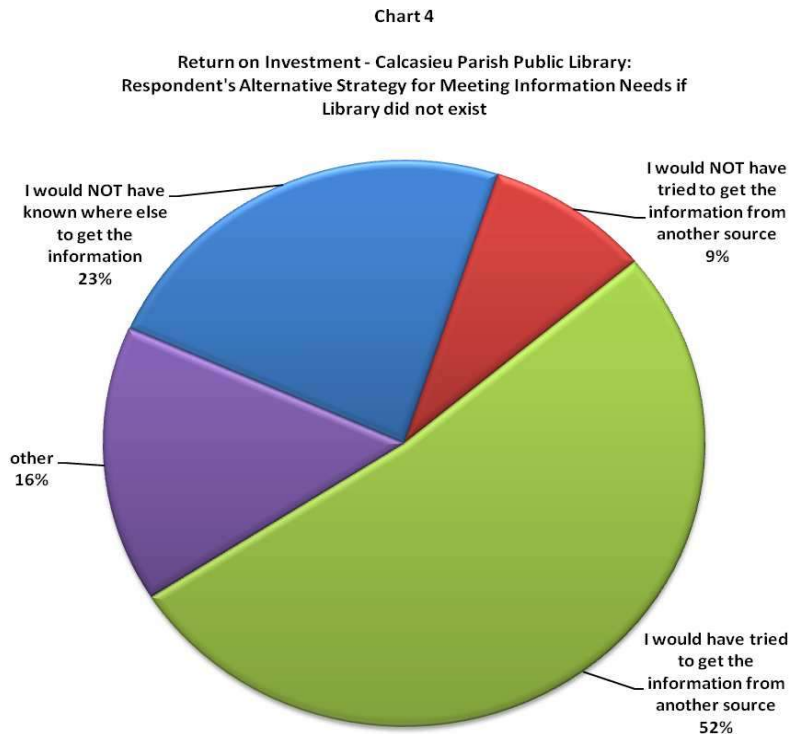
“I am so thankful I have these resources. It is especially important for low income households so the children will be exposed to various resources and experiences. I really like the test prep classes to improve ACT scores. This may be the only access lower income people have to these types of services. I did hate to see the hard copies of reference sources removed. Older citizens who are not computer literate will really miss these resources.”

“Most important thing this community has to offer.”

“This is a great system and should be kept at all costs. Lake Charles needs a place for students, academics, lay persons and the general public to access a wealth of information in a peaceful quiet and studious environment.”

Alternatives to Library Use

Although the majority of the survey’s respondents said they would meet their information needs elsewhere if the library did not exist, 23 % said they would not have known where else to gather the necessary information. An additional 9% would not have tried *at all* to get the information if not for their library. Your library system fills significant informational needs for the community.



Calcasieu Parish Public Library

Patron Comments

"The library is priceless. It contains a wealth of knowledge for all."

"The library is a great place to get information through books and reference materials that cannot be found anywhere else."

"I read 10 books per month on average and I thoroughly enjoy it. If I had to pay for books, I would not be able to read near as much."

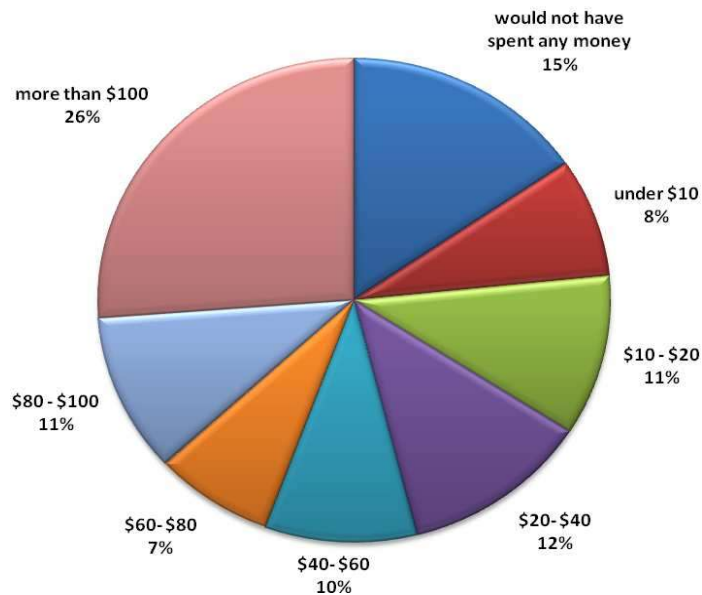
"The library is the best thing going for our tax dollars"

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How much would residents pay for using an alternative to the library? Although 15% (*Chart 5*) of respondents said they would not have spent any money on gathering their information from an alternate source, 26% said they would have had to spend more than fifty dollars for their information if they had had to look elsewhere. Considering how many trips a year (*Chart 1*) most patrons of the library make, the return on investment to taxpayers begins to grow exponentially.

Chart 5

Return on Investment -Calcasieu Parish Public Library System:
Respondent's Cost of Using Alternatives



Calcasieu Parish Public Library

Patron Comments

"I'm a 63 yrs old, retired, divorced white female. I check out 5 to 7 books a week. I use your computers all the time. You save me a lot of money. Wonderful resource!"

"I love my tax dollars at work and the invaluable services of the library in the community"

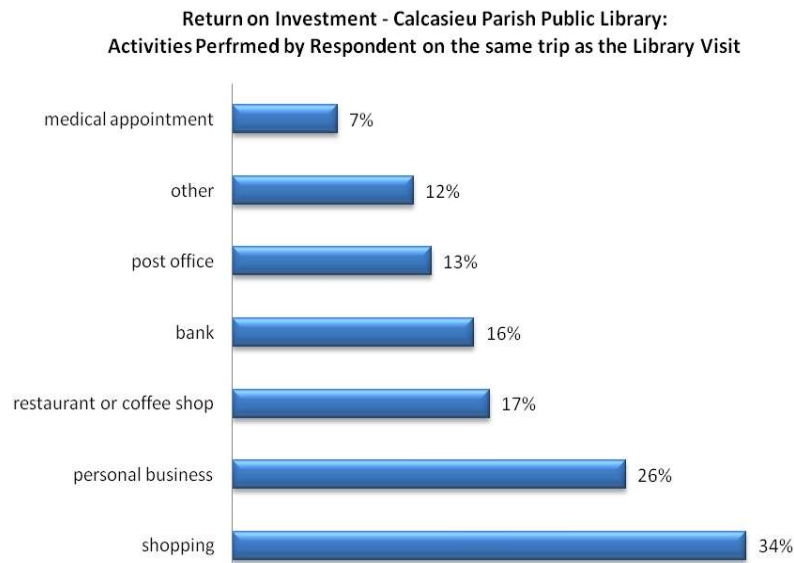
"If it wasn't for the library, I would never be able to read so much. I simply couldn't afford it. It is because of the library that I am "well read" as they say. And for that, I am very grateful"

"The library is one of the best things this country offers to its people."

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The community not only gains from the library services themselves, but from the peripheral activities surrounding a library visit. More than a third of respondents (*Chart 7*) incorporated shopping into their library trip. And nearly one in five were patronizing a coffee shop or restaurant alongside their outing. The benefit of a tax dollar spent on the library has a multiplying effect on the local economy.¹⁰

Chart 6



Calcasieu Parish Public Library

Patron Comments

"I absolutely love this library! It is friendly, modern; everyone is extremely helpful. I don't know what I'd do without my library!"

"I am so thankful for libraries. I went to Pujo Street as a child and it gave me my love of reading. I now bring my 11 yr old niece here as well. It is a bonding place for four generations in our family."

"It is one of the places in my life that I enjoy. As a child in Welsh, LA (Jeff Davis Parish), my mother encouraged the use of the library - always stating that 'knowledge is never lost.' My library now is Iowa and is a joy to walk into. A smiling helpful face always awaits me."

"It's a great place for knowledge; take grandchildren, just relax and read or use the Internet searching for jobs."

¹⁰ As noted the section on methodology, a U.K. study reported that a portion of the spending on these "halo" activities would not have occurred if the library were not available.

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The digital/computer era is threatening to leave many Calcasieu Parish residents behind. Your libraries provide a lifeline of access; keeping “connected” those unable to afford the necessary hardware and software on their own. Four in Five respondents had used their library’s computer. This trend is likely to increase.

Chart 7a

Return on Investment - Calcasieu Parish Libraries:
Percentage of Respondents Who Have Used a Library
computer

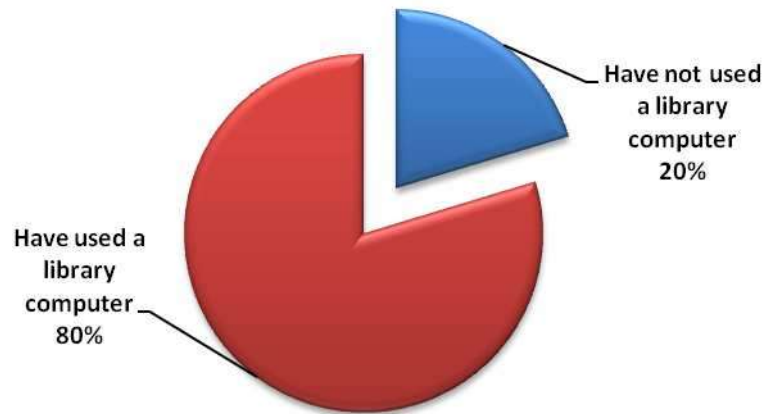


Chart 7b

Of the Respondents Who Used the Computer:
Internet Use Per Visit

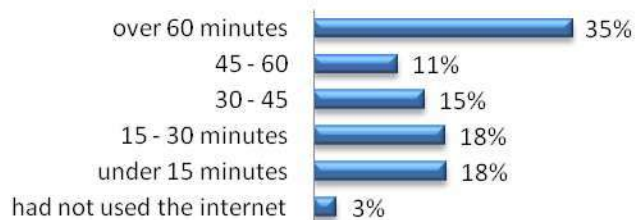
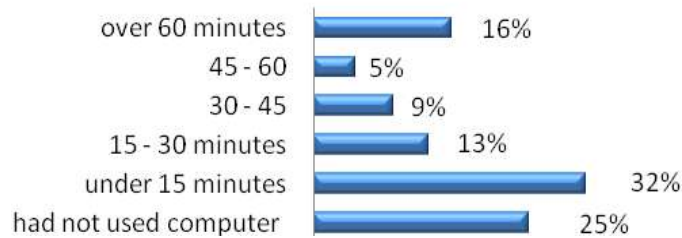


Chart 7c

**Of the Respondents who Used the Computer:
Other than Internet Use Per Visit**



Calcasieu Parish residents do not limit themselves to visiting their library in person. Remote access to the library and its facilities is on the increase. Close to half (45%) of all respondents had connected to a public library in the last 12 months. Of these, nearly 1/3 connected to the Calcasieu Parish Public Library from home at least 25 times. Not only is the library a place to visit in the community, it is a place to visit in cyberspace as well.

Calcasieu Parish Public Library

Patron Comments

“I like the fact that they have embraced new technology and that the hours are consistent among the many branches.”

“I am glad we have a quiet respectful place free of charge to come to and access the Internet for job searches and other beneficial purposes.”

“For children that do not have a computer, it is a blessing for all, even me, because I don’t have one. And to go to a place to read and find all kinds of information on anything is good. It is a place that teaches good behavior and respects others’ space.”

Calcasieu Parish Public Library – A Wise Investment

Chart 8a

Return on Investment - Calcasieu Parish Public Library
Percentage of Respondents who had Connected to a Computer Remotely

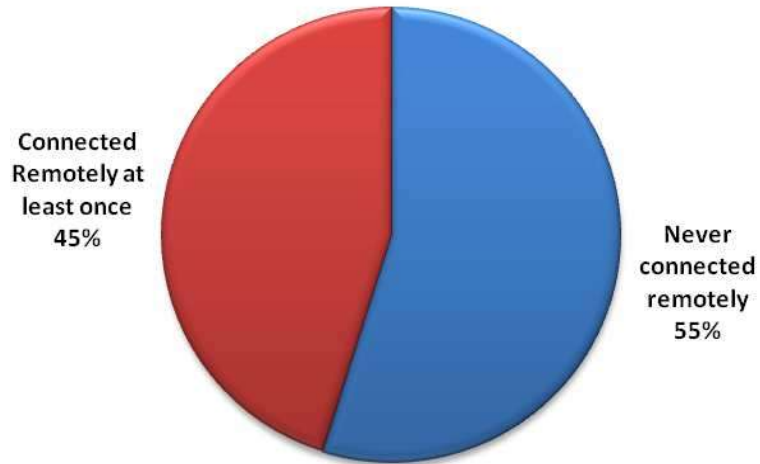
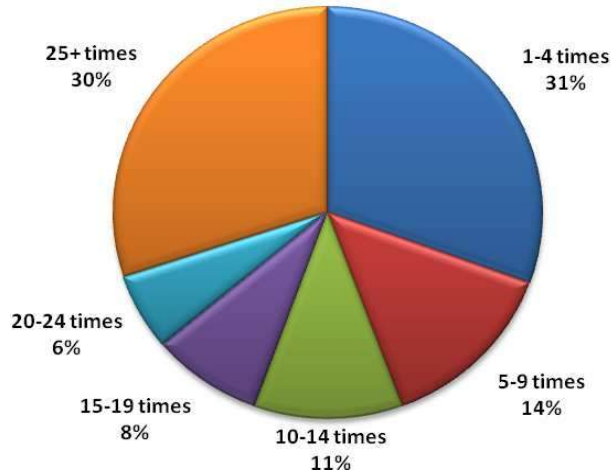


Chart 8b

Return on Investment - Calcasieu Parish Public Library:
Number of Times Respondents Connected to a Calcasieu Parish Public Library from a Home Computer in the Last 12 months



Calcasieu Parish Public Library – A Wise Investment

Demographics

The following five charts illustrate the demographics of the respondents to the Calcasieu Parish Public Library System’s ROI survey. Demographic data includes gender, age, highest level of education, race and ethnicity, and personal household income.

Chart 9

Return on Investment - Calcasieu Parish Public Library:
Respondents by Gender

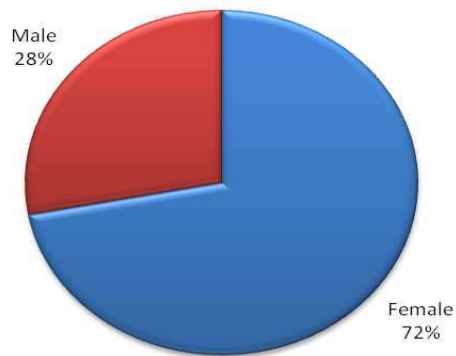


Chart 10

Return on Investment - Calcasieu Parish Public Libraries:
Respondents by Age

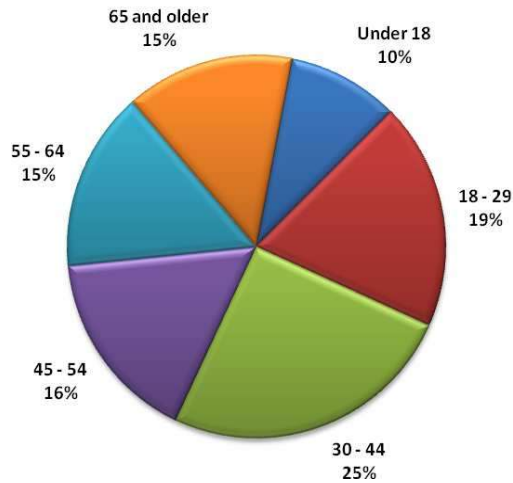
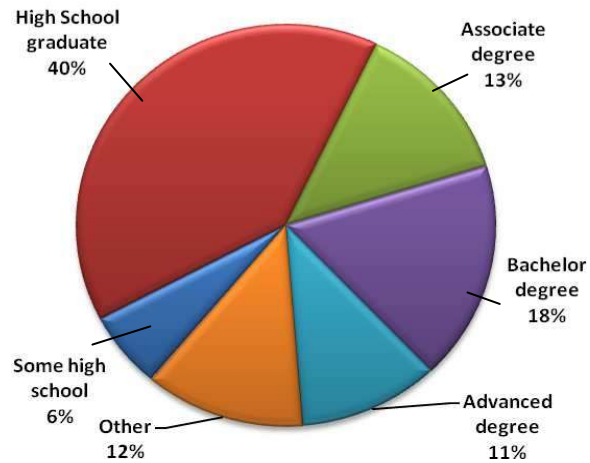


Chart 11

Return on Investment - Calcasieu Parish Public Library:
Respondents by Highest Level of Education



Calcasieu Parish Public Libraries

Patron Comments

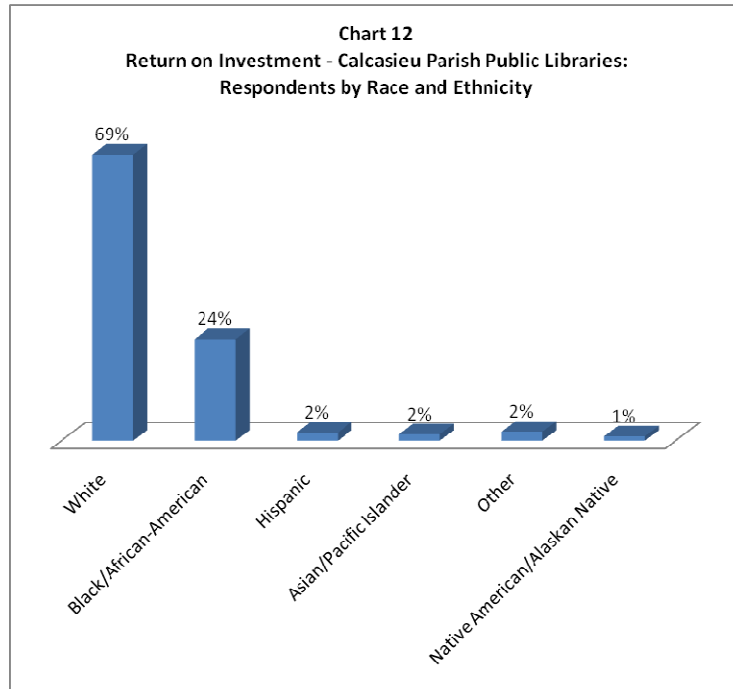
"It is essential for our community."

"Public library has been a great asset to my children because of the excellent resources available and well trained, friendly staff."

"The library is a very big part of my life and I use all the amenities that it offers."

"I'm glad that there is a public library to go to because without one, many people would be lost."

Calcasieu Parish Public Library – A Wise Investment



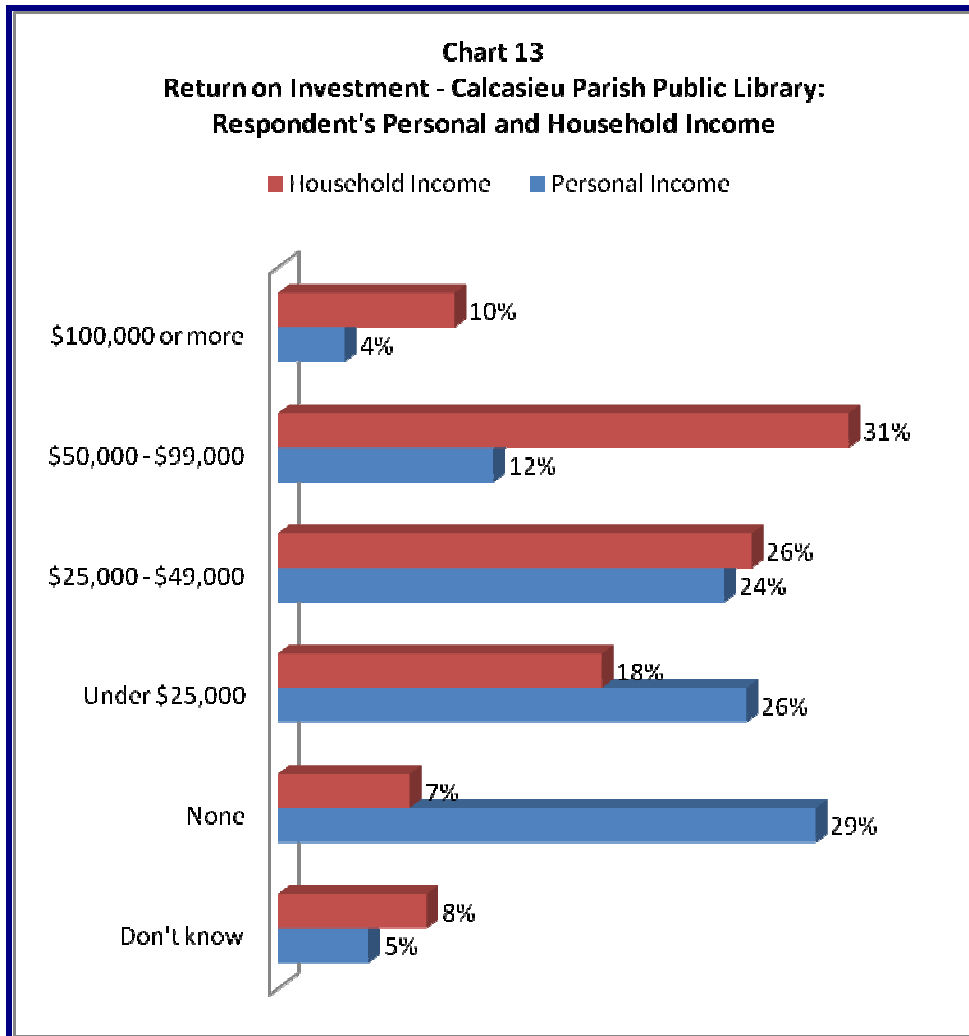
Calcasieu Parish Public Library

Patron Comments

“I’m so very happy there are libraries to use in our communities. Thank God for us tax payers.”

“I love going to the library...it has always been a consistent part of my life. It is a place I can go and I shut out the world. It is peaceful. The world would be a sad place without the local library and its staff. Although I am somewhat a computer “geek”, I still like to hold a book in my hands and turn its awesome pages! I found my ancestry in the library...I got connected with my past! I checked out my first book when Carnegie was first built...I spent most of my summer there. What else can I say; the library is a very special part of me.”

“Practically live there!”



Calcasieu Parish Public Library

Patron Comments

“If the idea behind the survey is to research so that charges start applying to use these resources that people use to educate themselves, somebody will regret the decision to charge or remove the library out of our hands. Please keep this library so that one will continue to educate oneself or else we will be in a worse situation in America with a bunch of dumb humans walking about.”

“Essential to the intellectual health of a community.”

“It is a cool spot to hang out and read books about cool things.” (Child’s comment)

“The public library is a necessity – if you’re trying to do away with it, you’re in for a fight!”