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ABSTRACT

Each of nine issues of this newsletter focuses on one topic. The topics covered are: (1) Librarian Salaries at Colorado Community Colleges; (2) Criteria for Allocating the Library Materials Budget; (3) School Library Media Centers in Colorado 1994; (4) Circulation Statistics: What's Included & What's Excluded?; (5) U.S. Population Unserved & Under-served by Public Libraries 1992; (6) Do You "Give A Lick" for Public Libraries? (American expenditure on postage versus public library support); (7) Public Library Use Popular Among Generation X; (8) Databases Currently Available in Colorado Academic Libraries March 1995; and (9) Average Book Prices Are Down. Individual issues range from one to five pages, and most include graphs displaying statistics. (MAS)

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FAST FACTS

Recent Statistics from The Library Research Service

ED3/110.10/No. 92

February 14, 1995

LIBRARIAN SALARIES AT COLORADO COMMUNITY COLLEGES

At the request of a CCLINK member, the Library Research Service conducted its first survey of librarian salaries at Colorado community colleges. Respondents were asked to report annual salaries--in whole dollars only--as of January 1, 1995.

Highlights:

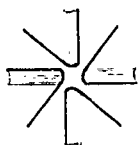
- Six community colleges reported director salaries ranging from \$33,852 to \$53,000. Asked if these positions required master's degrees from graduate programs accredited by the American Library Association, the four respondents answered yes.
- Three community colleges reported cataloger salaries ranging from \$24,041 to \$30,557. One more employs a cataloger at \$6 per hour for five hours per week. Two of the three responses to the ALA-MLS question for these positions answered yes.
- Four community colleges reported circulation librarian salaries ranging from \$21,502 to \$34,188. Only one of these positions requires an ALA-MLS degree.
- Three community colleges reported salaries for interlibrary loan librarians ranging from \$21,502 to \$34,188. None of these positions requires an ALA-MLS degree.
- Five community colleges reported salaries for reference or public services librarians. These salaries range from \$21,502 to \$37,391. Two of these positions require an ALA-MLS degree outright; another requires that it be completed during the first contract year.

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**DIRECTOR SALARIES AT
COLORADO COMMUNITY COLLEGES**

Library	ALA-MLS Required	Actual Salary	Salary Range	
			Low	High
Aims		\$33,852		
Arapahoe	Yes	\$53,000	\$40,194	\$59,217
Front Range		\$42,645	\$33,564	\$50,351
Lamar	Yes	\$37,082	\$30,000	
Pikes Peak	Yes	\$45,256		
Pueblo	Yes	\$45,560		

**CATALOGER SALARIES AT
COLORADO COMMUNITY COLLEGES**

Library	ALA-MLS Required	Average Salary	Salary Range	
			Low	High
Aims		\$24,041		
Arapahoe	Yes	\$37,700	\$25,365	\$45,458
Pikes Peak	Yes	\$30,557	\$22,043	\$46,837
Pueblo	No	\$6	per hour, 5 hours week	

**CIRCULATION LIBRARIAN SALARIES AT
COLORADO COMMUNITY COLLEGES**

Library	ALA-MLS Required	Average Salary	Salary Range	
			Low	High
Aims		\$21,502		
Arapahoe	No	\$31,486	\$25,512	\$34,188
Pikes Peak	Yes	\$30,557	\$22,043	\$46,837
Pueblo	No	\$34,188	\$25,512	\$34,188

**ILL LIBRARIAN SALARIES AT
COLORADO COMMUNITY COLLEGES**

Library	ALA-MLS Required	Average Salary	Salary Range	
			Low	High
Aims		\$21,502		
Arapahoe	No	\$31,486	\$25,512	\$34,188
Pikes Peak	No	\$34,188	\$21,576	\$28,908

**REFERENCE/PUBLIC SERVICES LIBRARIAN SALARIES AT
COLORADO COMMUNITY COLLEGES**

Library	ALA-MLS Required	Average Salary	Salary Range	
			Low	High
Aims		\$21,502		
Arapahoe	Yes	\$32,600	\$25,365	\$45,458
Front Range		\$31,881		
Pikes Peak	Yes	\$37,391	\$22,043	\$47,985
Pueblo	Yes*	\$24,415		

* Not required at hiring, but must complete by end of 1st contract year

Note: Only Pikes Peak Community College reports having a Systems Librarian. The salary is \$29,052. A baccalaureate degree and experience with microcomputers, networking, and public service skills are required. It does not require the ALA-accredited MLS degree.

FAST **FACTS**

Recent Statistics from The Library Research Service

ED3/110.10/No. 93

February 14, 1995

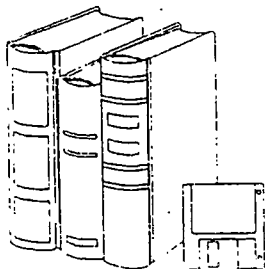
CRITERIA FOR ALLOCATING THE LIBRARY MATERIALS BUDGET

What criteria do public libraries use in allocating their materials budgets? This was the question underlying a recent fast-response survey conducted by the Library Research Service. The survey was administered to the 18 Colorado public libraries with the largest overall budgets as well as to seven national peers selected by the library requesting the survey.

The 17 Colorado respondents ranked a list of ten criteria as follows:

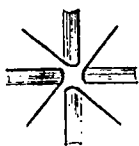
1. Clientele (e.g., children, young adults, adults)
2. Circulation and/or in-library use
3. Roles of the library
4. Selection policy
5. Staff recommendations
6. Patron requests
7. Cost of materials
8. Year-to-year priorities
9. Collection development categories (e.g., Kreuger)
10. Resource sharing obligations

Only three of the seven out-of-state libraries responded. Including them, patron requests ranked fifth and staff recommendations, sixth. The accompanying table reports individual rankings for responding libraries.



PERCENTAGES OF THE MATERIALS BUDGET SPENT IN SELECTED CATEGORIES

In addition, respondents were asked to report percentages of their library's materials budgets spent in five categories. Averages for the 17 Colorado respondents were: non-print materials, 15 percent; reference materials (all formats), 25 percent; adult materials, 44 percent; young adult materials, 4 percent; and children's materials, 22 percent. Including out-of-state respondents changed the average for non-print materials to 14 percent and the average for adult materials to 47 percent.



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CRITERIA FOR ALLOCATING THE LIBRARY MATERIALS BUDGET

Library	Circulation &/or in-library use	Clientele	Collection development categories	Cost of materials	Patron requests	Resource sharing obligations	Roles of the library	Selection policy	Staff recommendations	Year-to-year priorities	Other
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Adams County Public Library	1	1		2	1			4	2	3	
Arapahoe Library District	3	4			1	6	5	5	2	2	
Aurora Public Library	1		2	3	7			4	5	6	
Boulder Public Library	2	2			2		1	1	2	2	
Denver Public Library	1	1		3	1	1		1	1		3
Douglas Public Library District	1	2	8	6	3	10	5	4	9	7	
Ft Collins Public Library	1	2		3							
Garfield County Public Library	2	1					3				
Jefferson County Public Library	4	1			6		2	3	7	5	
Littleton/Bemis Public Library	3	1			2				4	5	
Longmont Public Library	1										
Loveland Public Library	3	2		4	5				1	6	
Mesa County Public Library	2		5	3	6	1			4		
Pikes Peak Library District	6				4	5	3		1	2	
Pueblo Library District	3	1	4	9	8	10	2	5	7	6	
Weld Library District	3	4	7	9	5	8	1	2	6	10	
Westminster Public Library	1								2		
OVERALL RANK (CO Only)	2	1	9	7	6	10	3	4	5	8	

Boise (ID) Public Library	3	1	8	9	2	7	6	4	5	10	
Eugene (OR) Public Library	1	1		3	2		1	1	2	2	
Pasadena (TX) Public Library	1	2		3	5				4		
OVERALL RANK	2	1	9	7	5	10	3	4	6	8	

PERCENTAGES OF THE MATERIALS BUDGET SPENT IN SELECTED CATEGORIES

Library	Percent of Materials Expenditures				
	Non-print	Reference	Adult	Young Adult	Children's
Adams Co PL	5%	22%	53%		20%
Arapahoe LD	21%	19%	34%	4%	24%
Aurora PL	4%	54%	29%		9%
Boulder PL	10%	22%	40%		15%
Denver PL	20%	30%	30%	2%	20%
Douglas PLD	14%	10%	48%	2%	33%
Ft Collins PL	12%	25%	30%	4%	28%
Garfield Co PL	15%	12%	50%		23%
Jefferson Co PL	4%	29%	35%		16%
Littleton/Bemis PL	6%	35%	28%	3%	28%
Longmont PL	7%	11%	61%	2%	19%
Loveland PL	12%	15%	50%		21%
Mesa Co PL	20%	17%	75%	4%	25%
Pikes Peak LD	15%	32%	83%	2%	13%
Pueblo LD	22%	32%	16%	9%	30%
Weld LD	21%	22%	65%		35%
Westminster PL	46%	36%	26%	8%	14%
AVERAGE (CO Only)	15%	25%	44%	4%	22%
Boise (ID) PL	18%	20%	43%		20%
Eugene (OR) PL	1%	25%	75%		25%
Pasadena (TX) PL	9%	29%	74%	3%	23%
AVERAGE	14%	25%	47%	4%	22%

FAST **FACTS**

Recent Statistics from The Library Research Service

ED3/110.10/No. 95

February 16, 1995

SCHOOL LIBRARY MEDIA CENTERS IN COLORADO 1994

TOTALS

Collections:

10,059,330 volumes

157,206 videos

76,457 software packages

43,696 print periodical
subscriptions

7,827 CD-ROMs

4,163 electronic indexes to
periodicals

2,923 full-text electronic
periodical subscriptions

2,366 newspaper subscriptions

6,509 hours spent teaching
cooperatively

3,161 hours spent planning
instructional units with
teachers

1,820 hours spent evaluating
students' work

Weekly services

878,685 circulation transactions

793,318 LMC visits

30,395 information skills instruction
contacts

21,846 items obtained from other
libraries or document
delivery services

12,528 items loaned to other
libraries

6,872 hours spent identifying
materials to support
instructional units
developed by teachers

School budgets paid for:

\$ 5,886,829 in books and other print
materials

\$ 1,488,037 in non-print materials

\$ 2,249,818 in supplies & other
operating costs

\$ 9,869,346 total materials expenditures

Other sources paid for:

\$ 929,478 in books and other print
materials

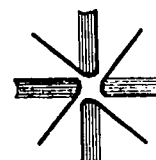
\$ 458,329 in non-print materials

\$ 115,080 in supplies & other
operating costs

\$ 1,508,088 in total materials
expenditures

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PERCENTAGES

ELECTRONIC ACCESS TO INFORMATION

Access to the LMC:

- 57.9% have classes visit LMC on fixed schedule
- 84.5% have classes visit LMC on flexible schedule
- 99.8% have students visit LMC independently

Catalog & online searching:

- 45.5% have a stand-alone local online catalog
- 19.6% have a district-wide online catalog
- 28.5% provide online database search services

Internet access:

- 24.0% provide Internet access to LMC staff
- 21.3% provide Internet access to teachers and staff
- 16.3% provide Internet access to students

ACLIN use:

- 49.0% available to LMC staff
- 47.1% available to teacher and staff
- 42.8% available to students

Available in LMC:

- 78.2% have telephone with touch tone service
- 43.3% have photocopier
- 18.0% have FAX
- 69.4% have computer modem

Standards-Based Education:

- 76.6% are in districts developing standards for information literacy
- 78.0% are integrating information literacy standards into content area standards
- 65.1% have LMC staff involved at building/district level in development of standards

RATIOS

Staffing:

Library media specialists per 100 students
0.14 FTE mean
0.12 FTE median
Total LMC staff per 100 students
0.50 FTE mean
0.31 FTE median

Weekly services:

LMC visits per student
1.6 mean
1.2 median
Circulation per student
2.0 mean
1.4 median
Net loan rate (items loaned/items borrowed)
1.12 mean
1.64 median
Items borrowed per 100 circulation
5 mean
2 median
Information skills instruction contacts per student
8 mean
2 median

Percent of LMS/teacher staff hours:

Identifying materials for teacher-developed units
10.8% mean
8.0% median
Planning units with teachers
4.4% mean
3.3% median
Teaching cooperatively
8.8% mean
3.3% median
Evaluating students' work
2.5% mean
1.3% median

Total for these tasks:
26.5% mean
22.2% median

Holdings:

Volumes per student:
27 mean
18 median
Print subscriptions per 100 students
13 mean
6 median
Electronic subscriptions & indexes per 100 students
1 mean
0 median
Videos per 100 students
33 mean
17 median
Software packages per 100 students
16 mean
5 median

Expenditures per student:

Books
\$17.36 mean
\$10.72 median
Non-print materials
\$ 5.80 mean
\$ 2.47 median
Supplies & other operating costs
\$ 8.43 mean
\$ 1.67 median
Total materials
\$31.87 mean
\$15.54 median

FAST FACTS

Recent Statistics from The Library Research Service

ED3/110.10/No. 96

February 23, 1995

CIRCULATION STATISTICS: WHAT'S INCLUDED & WHAT'S EXCLUDED?

There is a great lack of consensus in the library community about many statistical issues:

- How important is it to count user visits to the library when electronic access precludes the necessity of visiting the facility in person? (And, anyway, the library has the only public restroom downtown.)
- Why should library staff bother to make traditional "books-left-on-the-table" counts of in-library use of materials when we know that a lot of in-library user activity is electronic in nature?
- What sort of standardized quantitative information do library managers need from automated systems?

While pondering such "cutting-edge" questions, we console ourselves with the knowledge that there are a few things we have been counting for quite a while and must have down pat by now. Like circulation.

Remarkably, a recent survey of Colorado's 18 largest public libraries found considerable variation among them in regard to what is included and what is excluded from their circulation statistics:

- 94% include renewals of materials already checked out;
- 78% include uncataloged items;
- 72% include items loaned to other libraries via interlibrary loan;
- 61% include items checked out to a library department or contractor (e.g., bindery, technical services);
- 50% include items borrowed from other libraries via interlibrary loan;
- 44% include items assigned to deposit collections (whether or not they are checked out at any given time);
- 22% include items that users must check out, but cannot remove from the library;

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- 17% include items assigned to rotating collections (whether or not they are checked out at any given time);
- 17% include items that users do not have to check out and cannot remove from the library (i.e., in-library use of materials); and
- 11% include items assigned to bookmobile collections (whether or not they are checked out at any given time).

The accompanying table provides library-by-library responses.

CIRCULATION STATISTICS 1994

SURVEY OF 18 PUBLIC LIBRARIES IN COLORADO

LIBRARY	ILL LOANS	ILL BORROWS	CHECKED OUT IN-LIBRARY USE	DEPARTMENT/CONTRACTOR CHECKOUT	ROTATING COLLECTION	DEPOSIT COLLECTION	BOOKMOBILE COLLECTION	RENEWALS	UNCATALOGED ITEMS	USED IN-HOUSE W/O CHECKOUT
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ADAMS CO LIB SYS	X	X				X		X	X	X
ARAPAHOE LD					X		X	X	X	
AURORA PL			X	X		X		X	X	X
BEMIS/LITTLETON PL	X			X				X	X	
BOULDER PL	X				X	X		X		
DENVER PL	X	X	X	X		X	X	X	X	
DOUGLAS PLD	X	X		X				X		
ENGLEWOOD		X		X				X	X	X
FORT COLLINS PL	X	X	X	X				X	X	
GARFIELD CO PL	X			X				X	X	
JEFFERSON CO PL	X			X		X		X	X	
LONGMONT PL	X	X		X				X		
LOVELAND PL	X	X				X		X	X	
MESA PLD	X	X	X					X	X	
PIKES PEAK LD		X		X		X			X	
PUEBLO LD	X			X				X	X	
WELD LD	X				X	X		X		
WESTMINSTER PL								X	X	

TOTAL (N=18)	13	9	4	11	3	8	2	17	14	3
PERCENT	72%	50%	22%	61%	17%	44%	11%	94%	78%	17%

FAST FACTS

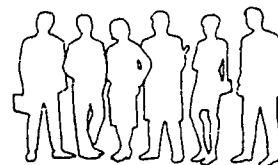
Recent Statistics from The Library Research Service

ED3/110.10/No. 97

February 23, 1995

U.S. POPULATION UNSERVED & UNDER-SERVED BY PUBLIC LIBRARIES, 1992

- How many Americans are without public library service?
- How many Americans have inadequate public library service?



In 1991, Jim Schepcke, Oregon state librarian, posed these questions, among others, in a *Basic Public Library Research Agenda*.

Answers to these questions have been elusive for at least two reasons: the lack of comparable national data on public libraries and the problem of defining what constitutes "inadequate service." The first problem has been solved by the Federal-State Cooperative System (FSCS) for Public Library Data, a cooperative program of the National Center for Education Statistics, the National Commission on Libraries and Information Science, and the state library agencies. One solution to the second problem has been offered by the Oregon State Library. To be deemed "adequate," an Oregon public library must:

- be open to the public at least 20 hours per week,
- have at least 0.5 FTE total staff (i.e., 20 hours per week),
- have at least 1.0 FTE staff per 4,000 population of legal service area,
- have at least 1.0 FTE librarian degreed by a program accredited by the American Library Association (if the legal service population is over 10,000),
- have a collection of at least 5,000 volumes, and
- have at least one volume per capita.

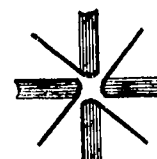
By Oregon standards:

One third of U.S. public libraries provide inadequate service.

83 million Americans receive inadequate or no public library service.

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If one or more of these criteria is not met, a public library is deemed to provide inadequate service.

The following table reports the numbers of libraries in the U.S. and Colorado failing to meet each criterion and the sum of their legal service area populations:

CRITERION	United States		Colorado	
	Libraries	Population	Libraries	Population
Open less than 20 hours per week	1,617	4,475,853	14	19,453
Less than 0.5 FTE total staff	1,183	4,529,283	10	11,408
Less than 1.0 FTE per 4,000 served	1,980	60,427,471	13	411,306
Less than 1.0 FTE with ALA-MLS (if population 10,000 or over)	859	17,638,976	10	145,639
Less than 5,000 volumes	681	2,480,369	5	7,158
Less than 1 volume per capita	529	24,558,595	1	3,042

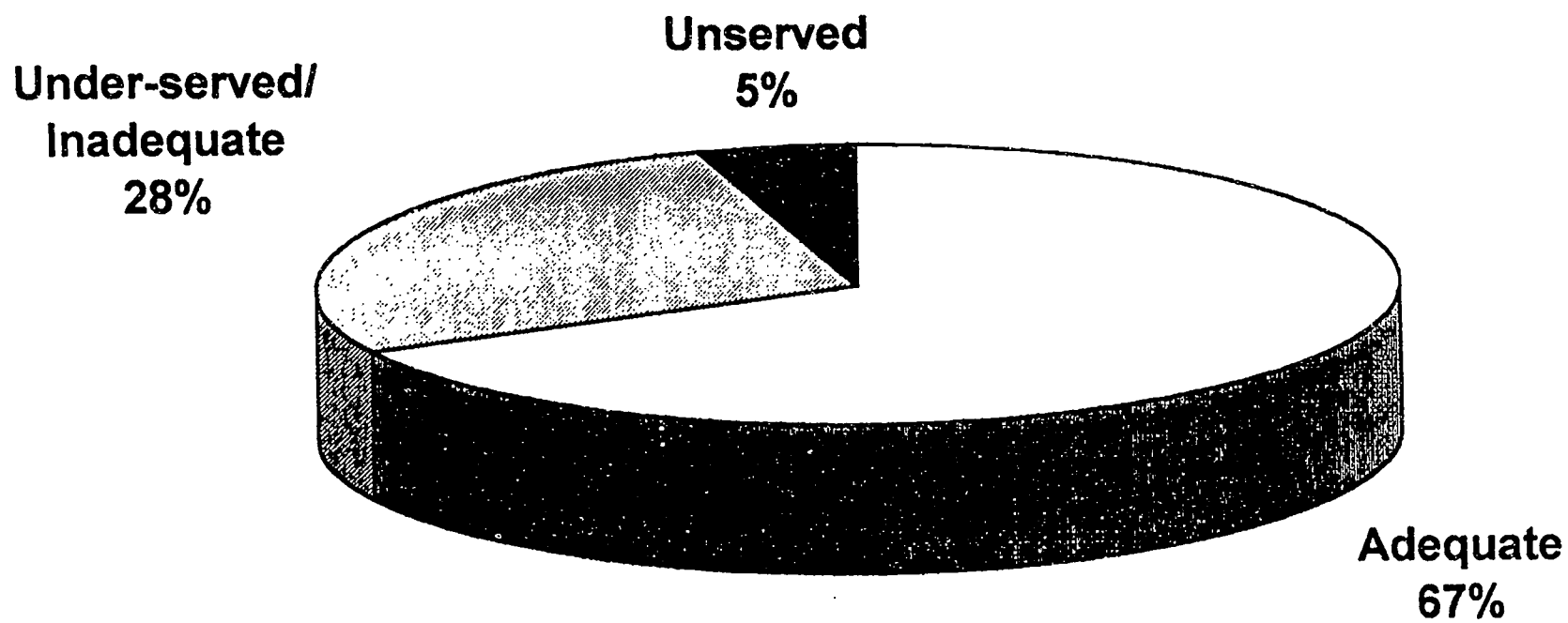
Source: Federal-State Cooperative System (FSCS) for Public Library Data

On this basis, the following statements describe the unserved and the under-served and their libraries:

- In 1992, the U.S. had 8,946 public libraries. Of these, 3,483 public libraries, or 39 percent, failed to meet one or more of the Oregon criteria for adequate service. In other words, more than one-third of the nation's public libraries provided inadequate service.
- In 1992, the total U.S. population was over 255 million. Almost 71 million people, or 28 percent, were under-served by their public libraries. Almost another 12 million, or five percent, were not served by any public library. Thus, 83 million Americans, or one-third of the U.S. population, received either no public library service or inadequate service.
- In 1992, Colorado had 120 public libraries, according to the FSCS definition. Of these, 34 public libraries, or 28 percent, failed to meet one or more of the Oregon criteria for adequate service. In other words, over one quarter of the state's public libraries provided inadequate service.
- In 1992, Colorado's population was almost 3.5 million. Over 534,000 Coloradans, or 15 percent, were under-served by their public libraries. Almost 96,000 state residents were not served by any public library. Thus, over 630,000 Coloradans, or 18 percent of the state population, received either no public library service or inadequate service.

This is a first attempt to use FSCS data to answer questions about unserved and under-served populations. Three members of the FSCS Data Use Task Force—Keith Lance, Jim Schepke, and Walter Terrie—are collaborating on a more in-depth study that will assess the extent of the nation's unserved and under-served populations based on alternative criteria of adequacy available from several states.

U.S. Population Unserved & Under-served by Public Libraries, 1992



SOURCE: Library Research Service (Colorado State Library); Federal-State Cooperative System (FSCS) for Public Library Data

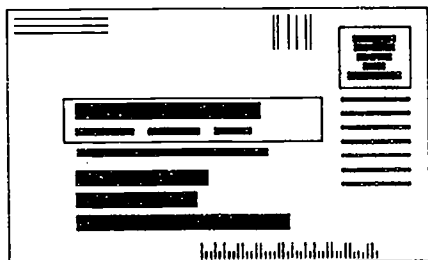
FAST FACTS

Recent Statistics from The Library Research Service

ED3/110.10/No. 98

March 10, 1995

DO YOU "GIVE A LICK" FOR PUBLIC LIBRARIES?

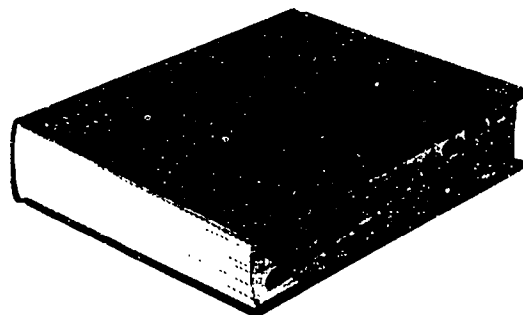


In 1992, the typical public library spent \$12.15 per capita to serve residents of its legal service area, according to the Federal-State Cooperative System for Public Library Data. (By the way, that's barely a dollar a month.)

According to a recent U.S. News/CNN poll, the typical American adult sends 15 pieces of mail per month. At the 1992 rate of 29 cents per first class stamp, and

assuming that each piece of mail required only one first class stamp, it may be estimated that the typical American adult spent \$52.20 on postage stamps that year.

Thus, in 1992, the typical American adult spent more than four times as much on postage stamps as on public library service.

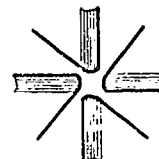


SOURCES

- *Mail Call* (a U.S. News/CNN poll), *U.S. News & World Report*, March 13, 1995, p. 74.
- *Public Libraries in the U.S., 1992* (data file), National Center for Education Statistics, 1994.

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Recent Statistics from The Library Research Service

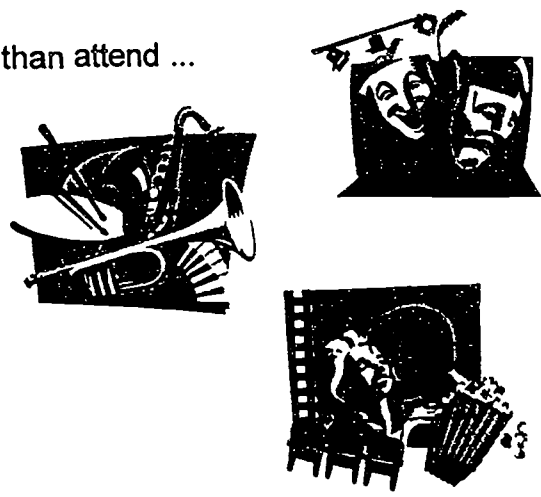
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May 1, 1995

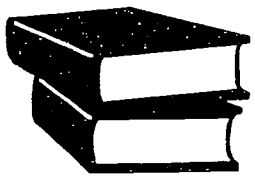
PUBLIC LIBRARY USE POPULAR AMONG GENERATION X

What do more young adults ages 18 to 24 do than attend ...

- classical music concerts,
- live jazz performances,
- stage plays,
- historic parks and monuments,
- art museums,
- arts and crafts fairs and festivals, or
- amateur and professional sports events?



Visit their public libraries!



The only activities more popular with Xers than visiting public libraries are going to movies and visiting amusement or theme parks.

Keith Curry Lance
 Director
 Library Research Service

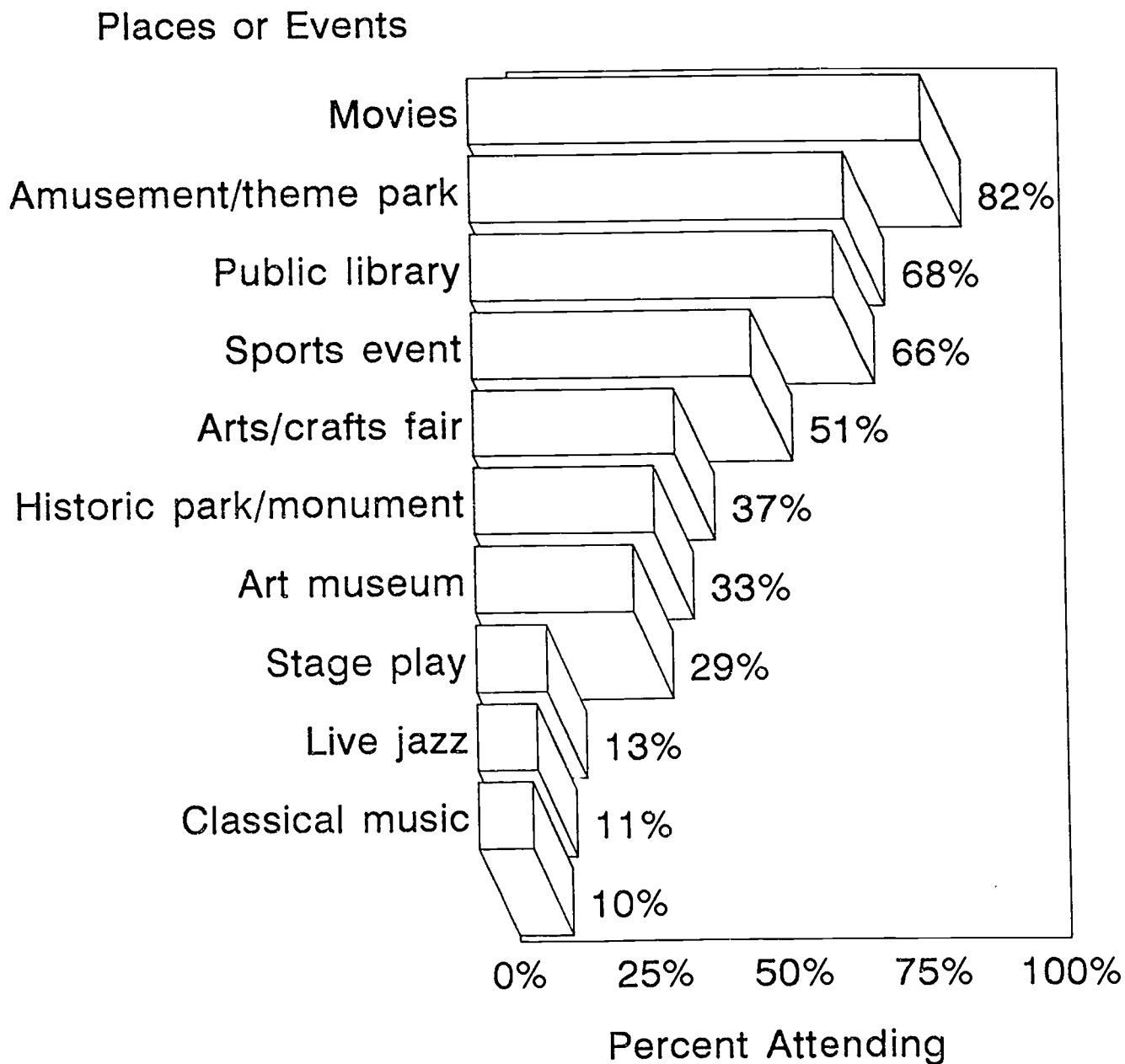
SOURCES

- Unpublished data from a 1992 Gallup survey reported via telephone by George D'Elia. (For a general report on the survey, see George D'Elia, **The Roles of the Public Library in Society: The Results of a National Survey, Final Report**, Minneapolis: University of Minnesota, 1993.)
- Nicholas Zill & John Robinson, *The Generation X Difference*, American Demographics, April 1995, pp. 24-33.



Keith Curry Lance ■ Director ■ Library Research Service ■ State Library & Adult Education Office
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18-24 Year Olds Attending Selected Places or Events in Previous 12 Months, 1992



SOURCES: Gallup Organization (public library data),
National Endowment for the Arts (other data),
Library Research Service (chart)

FAST **FACTS**

Recent Statistics from The Library Research Service

ED3/110.10/No. 101

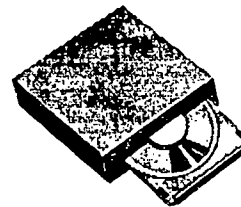
May 25, 1995

DATABASES CURRENTLY AVAILABLE IN COLORADO ACADEMIC LIBRARIES *March 1995*

During the first quarter of 1995, the Library Research Service surveyed the state's university, college, and community college libraries to identify databases currently available by various means.

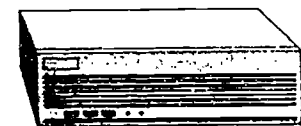
Of the 46 libraries that received the survey, 39 (85 percent) responded, including 29 in public institutions of higher education (all but one) and 10 in private institutions.

The accompanying table lists the 44 specific databases about which respondents were asked and reports the number and percentage of libraries reporting availability of each by means of access—CD-ROM, locally mounted, and/or online.



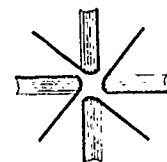
Following the table are six charts reporting:

- the overall "top 10" databases;
- the "top 10" databases on CD-ROM;
- the "top 5" locally mounted databases;
- the "top 10" online databases;
- the "top 5" databases available by multiple means CD-ROM, locally mounted, and/or online; and
- the ranking of 10 full-text databases.



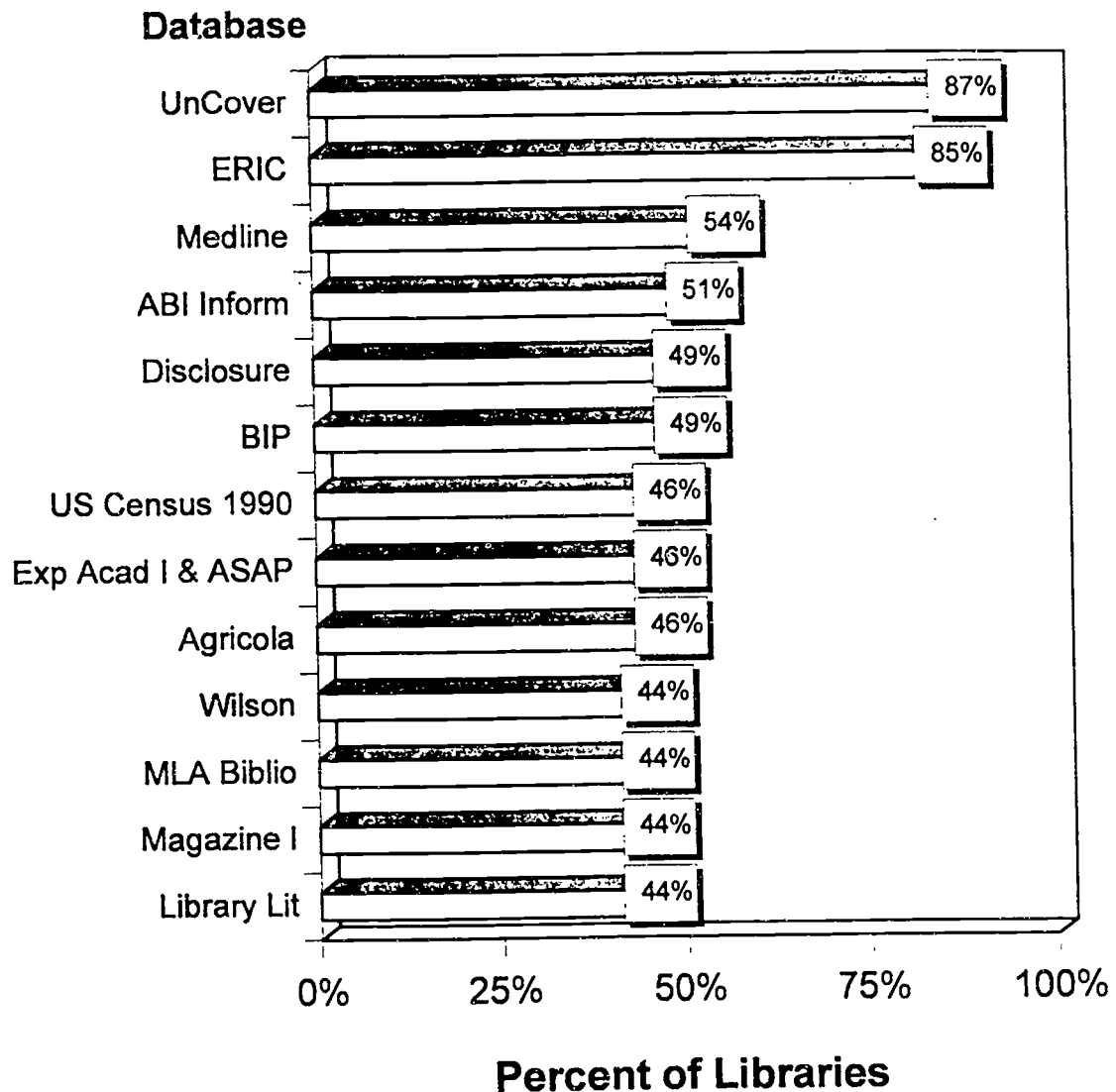
cde

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"TOP 10" DATABASES CURRENTLY AVAILABLE IN COLORADO ACADEMIC LIBRARIES

March 1995



Note: "Top 10" includes ties.

Source: Library Research Service

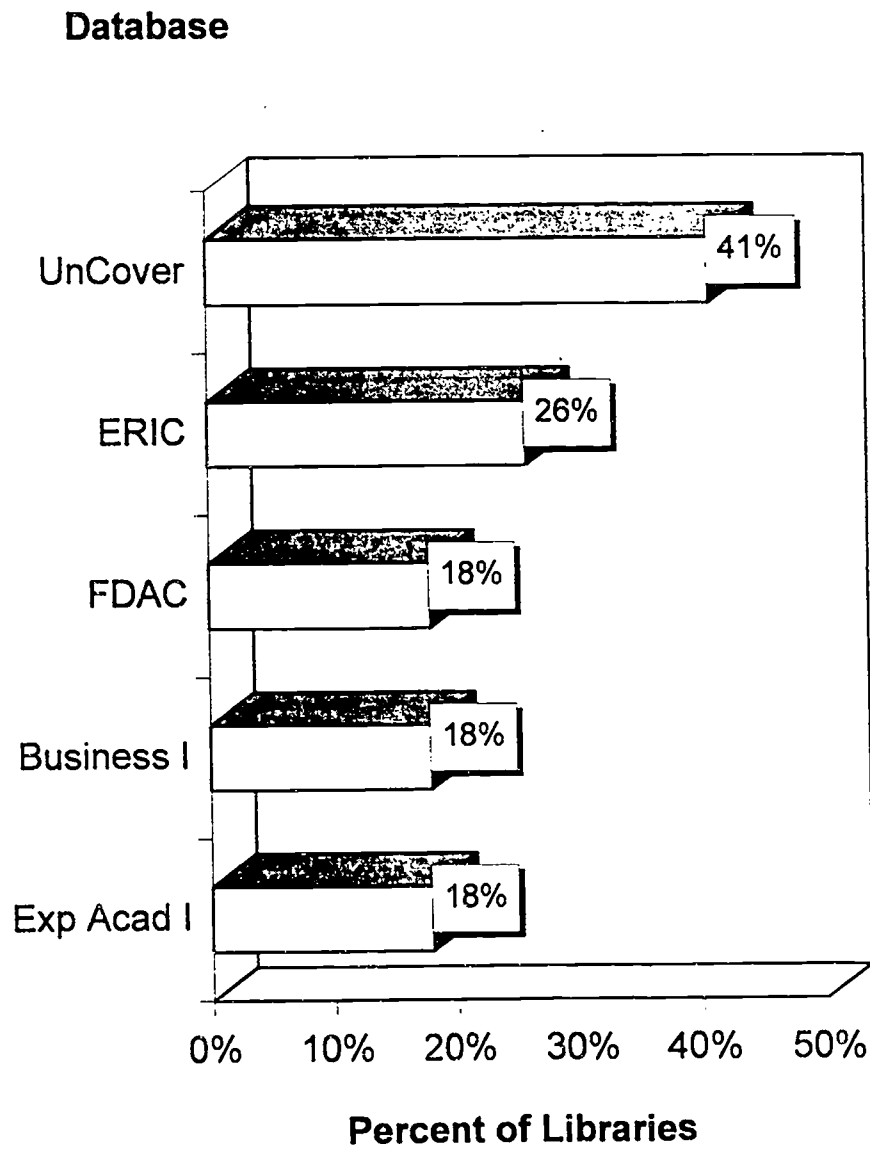
DATABASES CURRENTLY AVAILABLE IN COLORADO ACADEMIC LIBRARIES

March 1995

Database	Academic Libraries Reporting Availability by Means of Access						TOTAL	
	CD-ROM		Locally mounted		Online			
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
ABI Inform	7	18%	0	0%	13	33%	20	51%
Agricola	1	3%	0	0%	17	44%	18	46%
AH Dictionary	1	3%	1	3%	1	3%	3	8%
Appl Sci & Tech I	4	10%	1	3%	13	33%	15	38%
Bio & Gen Master I	2	5%	0	0%	4	10%	6	15%
BIP	12	31%	0	0%	9	23%	19	49%
Business I & ASAP	1	3%	7	18%	7	18%	14	36%
Choice	0	0%	3	8%	3	8%	6	15%
CIA World Factbook	7	18%	0	0%	5	13%	12	31%
CINAHL	6	15%	0	0%	5	13%	10	26%
CIS	0	0%	0	0%	9	23%	9	23%
Company Profile	1	3%	6	15%	6	15%	12	31%
Compendex	2	5%	0	0%	7	18%	9	23%
Computer Select	5	13%	0	0%	0	0%	5	13%
Disclosure	5	13%	0	0%	15	38%	19	49%
Engineering I	2	5%	0	0%	14	36%	15	38%
ERIC	12	31%	10	26%	27	69%	33	85%
Exp Acad I & ASAP	3	8%	7	18%	9	23%	18	46%
FDAC	1	3%	7	18%	2	5%	10	26%
FoF World News Dig	2	5%	0	0%	5	13%	7	18%
General Sci I	2	5%	1	3%	12	31%	15	38%
Grolier's Encyclopedia	7	18%	1	3%	1	3%	9	23%
Health I & ASAP	0	0%	0	0%	5	13%	5	13%
Health Reference Ctr	0	0%	1	3%	0	0%	1	3%
InfoTrac	8	21%	1	3%	0	0%	9	23%
Legal Resources I	1	3%	0	0%	9	23%	10	26%
Library Lit	1	3%	0	0%	16	41%	17	44%
Magazine I	1	3%	3	8%	13	33%	17	44%
Medline	4	10%	3	8%	19	49%	21	54%
MLA Biblio	8	21%	0	0%	9	23%	17	44%
Natl Newspaper I	1	3%	1	3%	12	31%	12	31%
NTIS	3	8%	0	0%	10	26%	13	33%
PDR	0	0%	0	0%	1	3%	1	3%
Periodical Abstracts	2	5%	1	3%	11	28%	14	36%
PsychLit	9	23%	0	0%	14	36%	16	41%
Sci Citation I	4	10%	0	0%	11	28%	14	36%
Soc Sci Citation I	2	5%	0	0%	13	33%	15	38%
Sociofile	5	13%	0	0%	6	15%	9	23%
Trade & Industry I	1	3%	0	0%	10	26%	10	26%
UnCover	0	0%	16	41%	19	49%	34	87%
US Census 1990	18	46%	0	0%	3	8%	18	46%
US Gov Period I	4	10%	1	3%	1	3%	5	13%
Washington Post	3	8%	0	0%	7	18%	9	23%
Wilson	5	13%	1	3%	14	36%	17	44%

**"TOP 5" DATABASES
CURRENTLY LOCALLY MOUNTED IN
COLORADO ACADEMIC LIBRARIES**

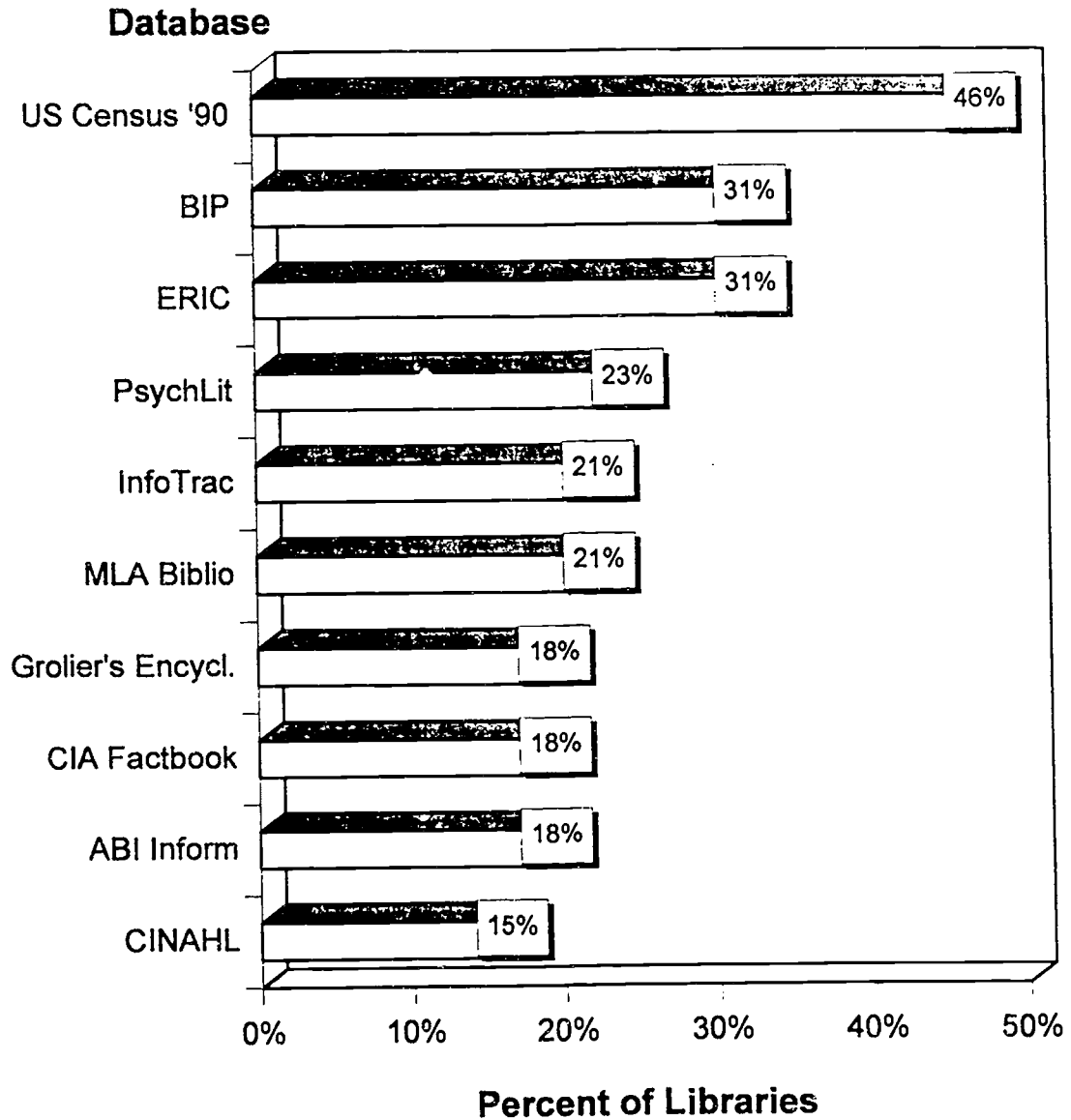
March 1995



Source: Library Research Service

**"TOP 10" DATABASES
CURRENTLY AVAILABLE ON CD-ROM IN
COLORADO ACADEMIC LIBRARIES**

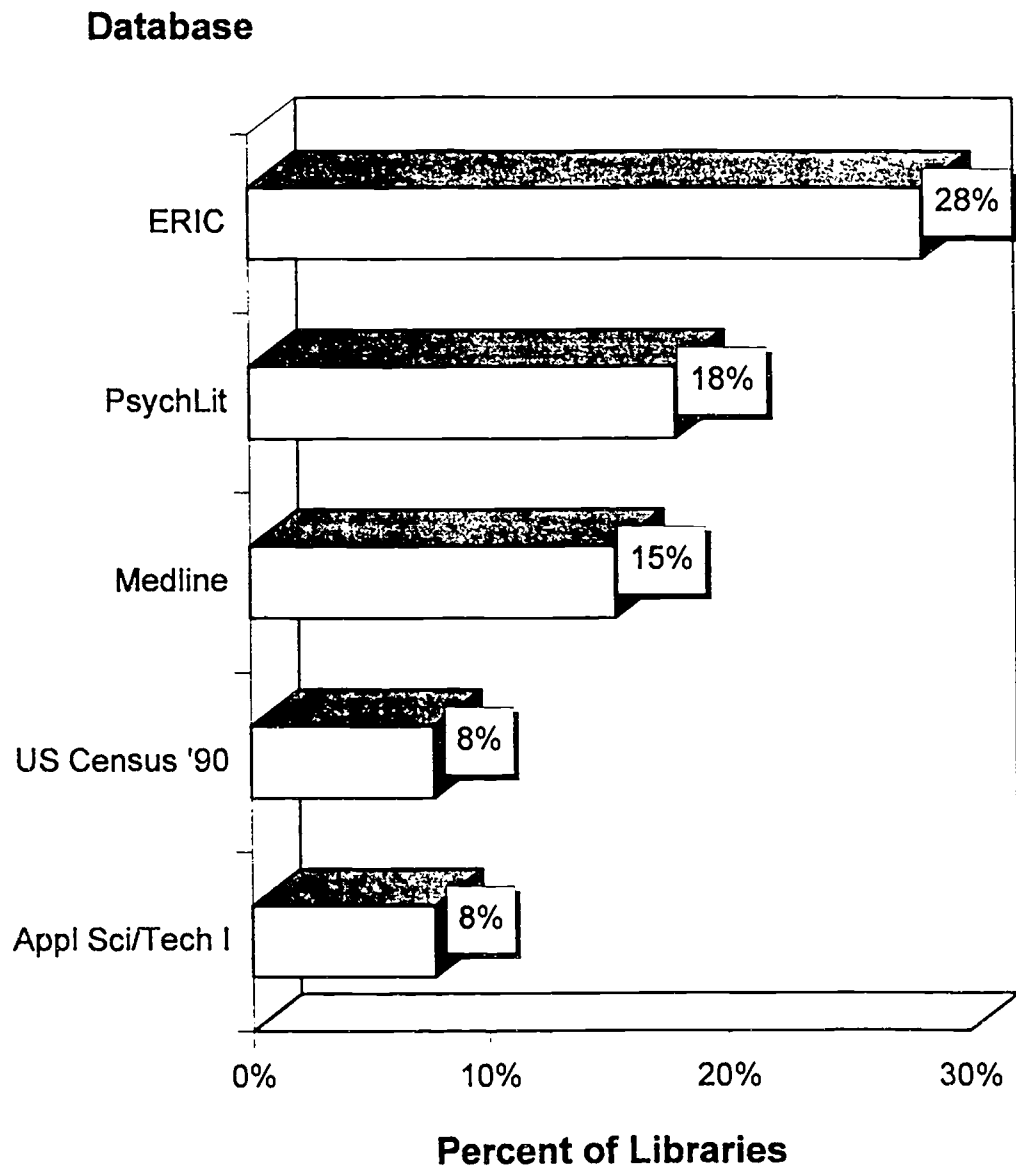
March 1995



Source: Library Research Service

**"TOP 5" DATABASES
AVAILABLE BY MULTIPLE MEANS IN
COLORADO ACADEMIC LIBRARIES**

March 1995

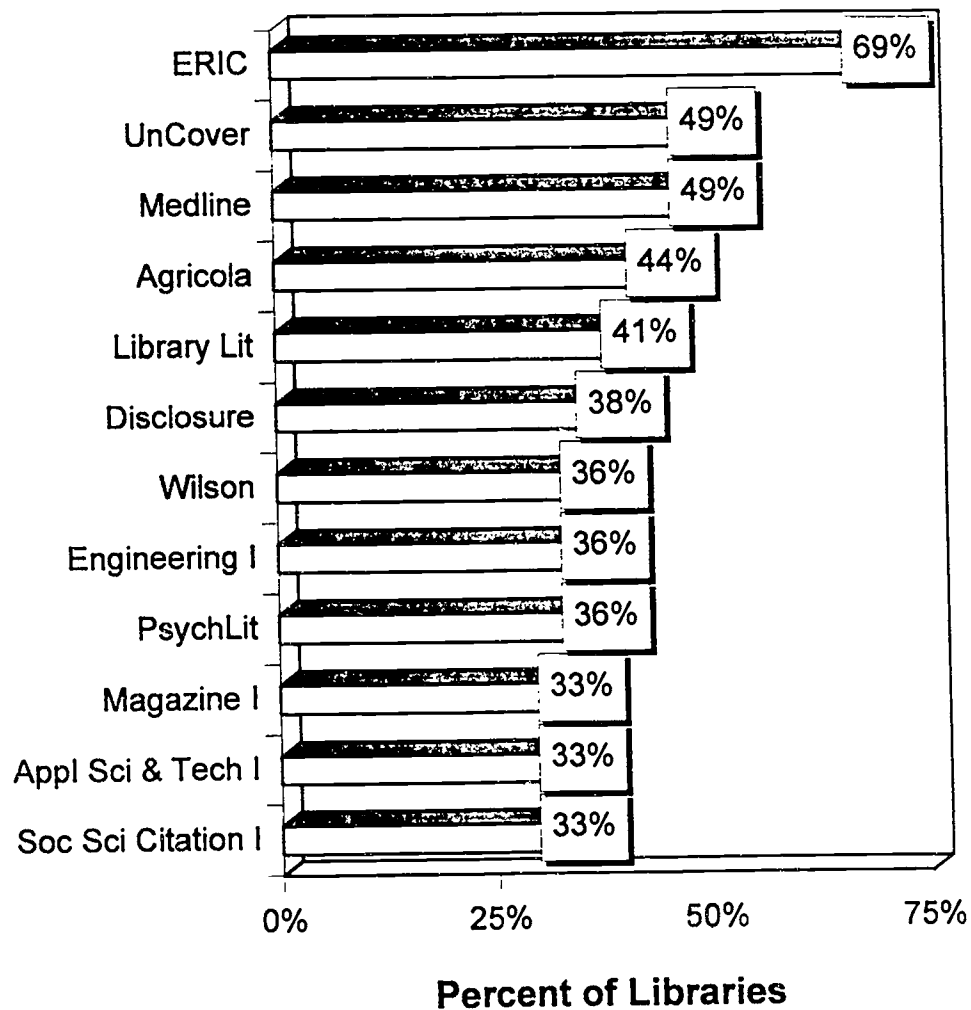


Source: Library Research Service

**"TOP 10" DATABASES
CURRENTLY AVAILABLE ONLINE IN
COLORADO ACADEMIC LIBRARIES**

March 1995

Database



Note: "Top 10" includes ties.

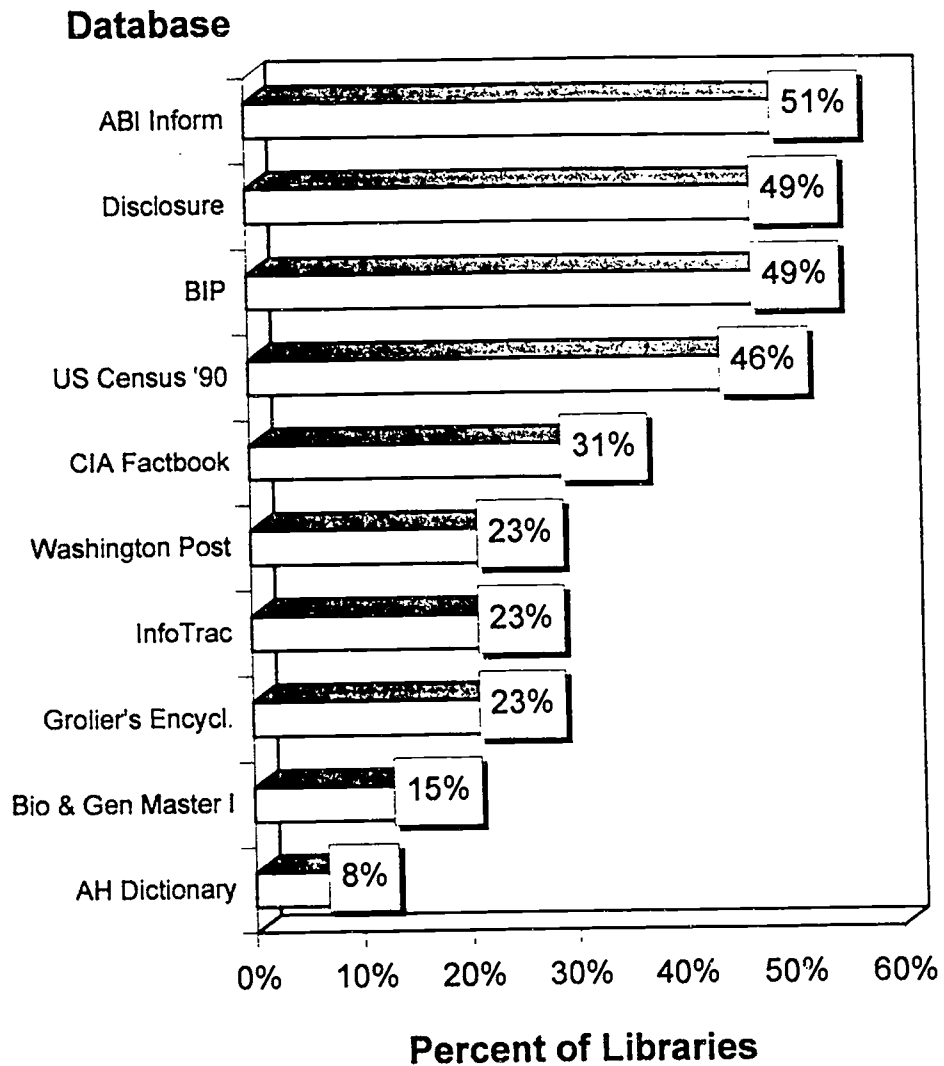
Source: Library Research Service

Highlights:

- Overall, the two most widely available databases are UnCover (87 percent) and ERIC (85 percent).
- On CD-ROM, the three most widely available databases are the U.S. Census 1990 (46 percent), Books In Print (31 percent), and ERIC (31 percent).
- The five databases locally mounted most often are UnCover (41 percent), ERIC (26 percent), the Federal Domestic Assistance Catalog, Business Index, and the Expanded Academic Index & ASAP (all three, 18 percent).
- The three databases most widely used online are ERIC (69 percent), UnCover (49 percent), and Medline (49 percent).
- The three databases most available by multiple means are ERIC (28 percent), PsychLit (18 percent), and Medline (15 percent). Multiple means of access usually involves a database being available on CD-ROM and online. For the ERIC database, however, every possible combination of means of access was identified, including all three.
- The four full-text (or data) databases most widely available are ABI Inform (51 percent), Disclosure (49 percent), Books In Print (49 percent), and the US Census 1990 (46 percent).
- Based on other databases listed by respondents, the only popular title omitted from the survey's list was the National Trade Data Bank, which four libraries (10 percent) reported having on CD-ROM. (Of course, dozens of other titles were listed by one or two libraries, and several reported "too many to list.")

**10 FULL-TEXT DATABASES
CURRENTLY AVAILABLE IN
COLORADO ACADEMIC LIBRARIES**

March 1995



Source: Library Research Service

FAST FACTS

Recent Statistics from The Library Research Service

ED3/110.10/No. 100

June 10, 1995

AVERAGE BOOK PRICES ARE DOWN

GENERAL LIBRARY MATERIALS				
Type of Published Material	Average Price for 1992	Average Price for 1993	Percent Change 1992 to 1993	Percent Change 1990 to 1993
Hardcover Books	\$45.05	34.98	-22.4%	-17.0%
Mass Market Paperbacks	\$5.22	\$ 5.82	11.5%	27.4%
Trade Paperbacks	\$18.81	\$ 20.56	9.3%	17.8%
General Interest Periodicals	\$37.39	\$38.45	2.8%	23.1%
Children's Periodicals	\$20.43	\$21.31	4.3%	21.7%
U.S. Periodicals excluding Russian Translations	\$135.37	\$149.46	10.4%	59.9%

In 1993, average hardcover book prices fell by 22 percent. With paper costs increasing by at least ten percent a year, this does not seem possible.

The publishing industry has been through a shake-up resulting in fewer publishers producing fewer editions of similar products.

Observers also note that average book prices are falling because expensive materials which sell in small numbers are being produced on CD-ROM or other electronic formats. Popular works selling in large numbers are still printed. Therefore, the range of hardcover book prices which are averaged no longer contains as many expensive reference materials.

Because of these changes, there are no 1994 prices or projections for 1995 from Gary Ink at *Publisher's Weekly* and there no longer appears to be a *hardcover books under \$81* category.

Meanwhile, mass market and trade paperbacks continue to rise in average price by more than nine percent each.

Overall, periodical prices have increased by 60 percent in the last five years. Much of this increase is due to increases in costs of specialized and scientific journals, paper, and postage.

Ketcham and Born at *Library Journal* plan to track electronic journal prices starting next year.

Type of Published Material	Average Price for 1994	Percent Change 1993 to 1994	Percent Change 1990 to 1994
ACADEMIC LIBRARY MATERIALS			
U.S. College Books	\$ 48.92	6.6%	17.2%
N. American Academic	\$ 52.70	4.2%	16.3%
U.S. Periodical < 1996 Projection, LJ >	\$ 205.66	15.4%	41.1% < 16.4% >
Audio Cassettes	\$8.11	-3.7%	10.9%
Video Cassettes (priced per recorded minute)	\$2.35	-32.8%	-43.0%
CD-ROM	\$1,846	21.6%	-0.5%
ELEMENTARY SCHOOL LMC MATERIALS			
Hardcover Books	\$ 14.30	-12.8%	11.5%
Mass Market Paperbacks	\$ 3.68	6.8%	13.2%
U.S. Periodicals	\$ 19.83	6.0%	14.9%
SECONDARY SCHOOL LMC MATERIALS			
Hardcover Books	\$ 43.26	2.4%	11.4%
Mass Market Paperbacks	\$ 5.70	0.4%	18.1%
U.S. Periodicals	\$ 35.73	7.2%	16.4%

Research Associates of Washington's 1994 averages used 1993 final prices.

CD-ROM prices, contrary to books, rose by 20 percent. Academic books continue to show increases of at least 4.2 percent while video and audio prices fall.

The same prices for non-print are used for academic and school libraries. Sources at Ingram and Baker & Taylor indicate average video prices, excluding features films, are 18 dollars per unit and unabridged audio cassettes start at 57 dollars per title.

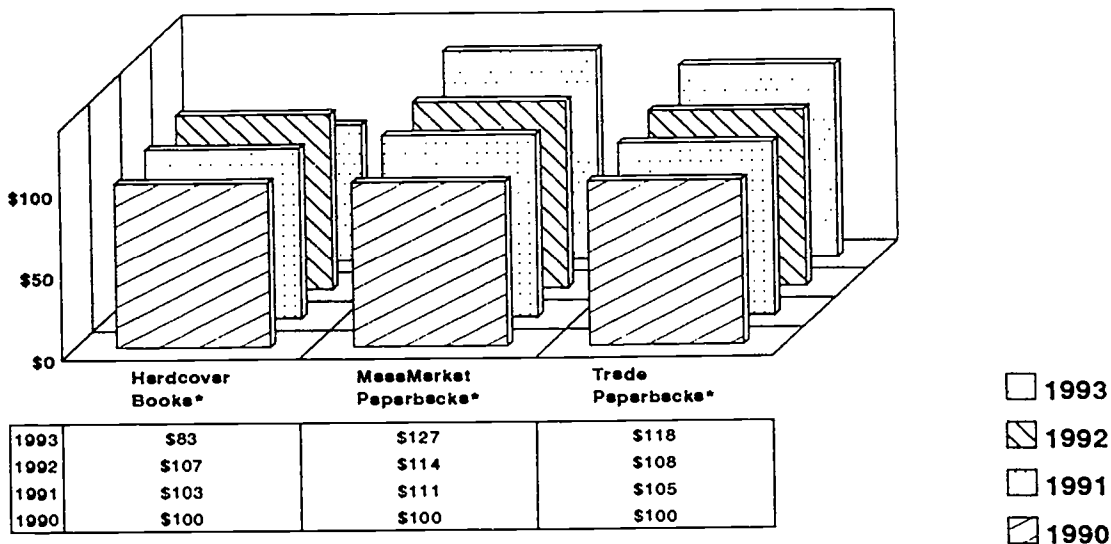
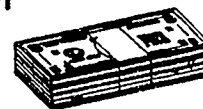
Elementary school hardback prices decreased 13 percent and paperbacks increased 6.8 percent. Secondary school hardbacks and paperbacks increased less than three percent.

- "Output & Prices: Ups & Downs," by Gary Ink, *Publisher's Weekly*, March 20, 1995.
- "U.S. Periodical Price Index for 1995" by Adrian Alexander and Kathryn Hammel Carpenter, *American Libraries*, May 1995.
- "Periodical Price Survey 1995: Serials Vs. the Dollar Dilemma," by Lee Ketcham and Kathleen Born, *Library Journal*, April 15, 1995.
- Academic and School Library Media Center (LMC) price indexes are compiled from *Inflation Measures for Schools, Colleges and Libraries: 1994 Update* by Research Associates of Washington.

Maintenance of 1990 Purchasing Power Inflation's Effect on Cost of General Materials



Dollars



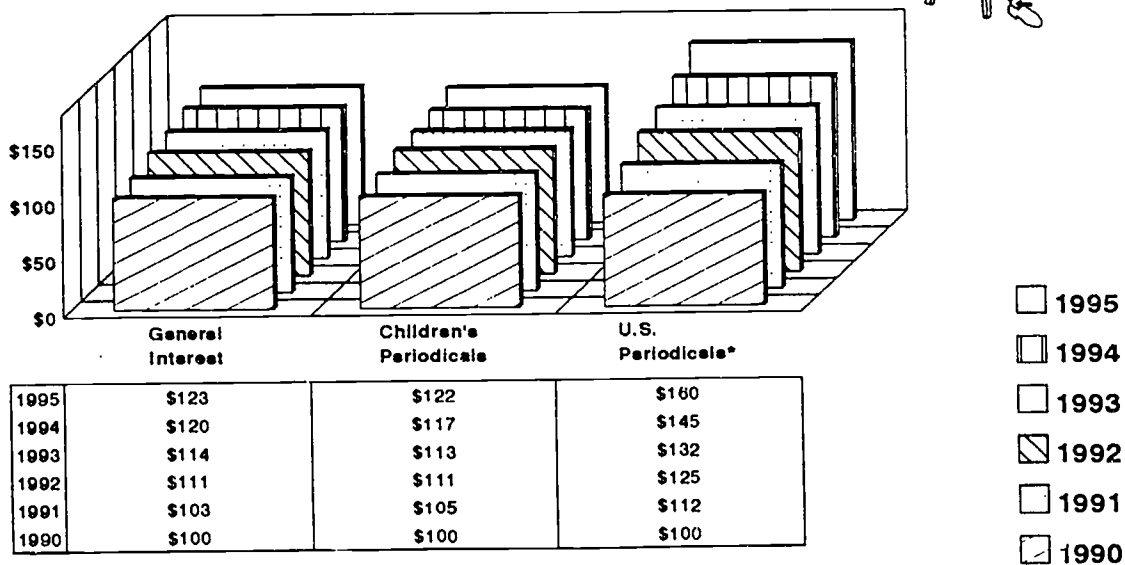
Library Research Service Compiled from
Publisher's Weekly, March 20, 1995

*NOTE: No Preliminary Prices Available for 1994.

Maintenance of 1990 Purchasing Power Inflation's Effect on Cost of Selected Types of Periodicals



Dollars



Library Research Service Compiled from
American Libraries, May 1995

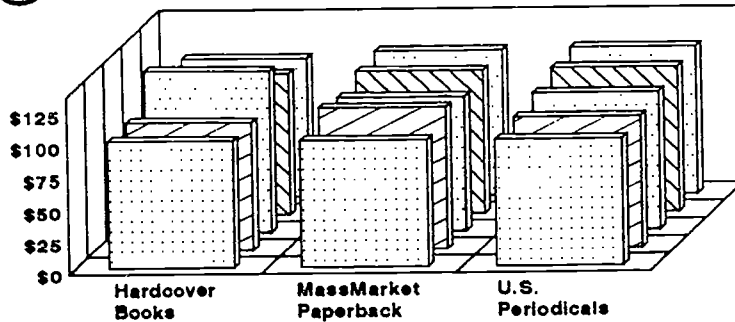
*NOTE: Excludes Russian Translations

ELEMENTARY SCHOOL LIBRARY MEDIA CENTERS

Inflation's Effect on Materials Costs
Maintenance of 1990 Purchasing Power



Dollars



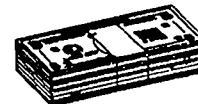
	Hardcover Books	MassMarket Paperback	U.S. Periodicals
1994	\$110	\$115	\$117
1993	\$112	\$113	\$115
1992	\$128	\$106	\$108
1991	\$101	\$112	\$103
1990	\$100	\$100	\$100

- 1994
- 1993
- 1992
- 1991
- 1990

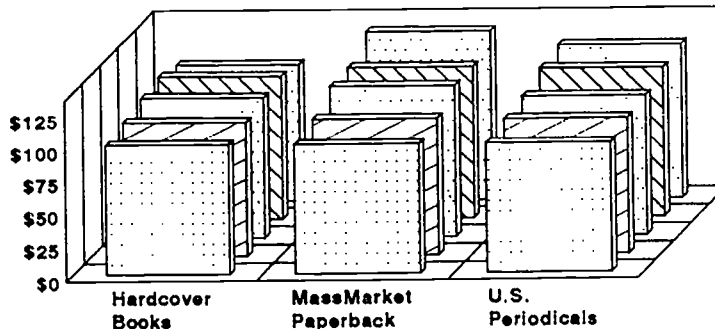
Library Research Service Compiled from
Inflation Measures for Schools, Colleges, and Libraries 1994

SECONDARY SCHOOL LIBRARY MEDIA CENTERS

Inflation's Effect on Materials Costs
Maintenance of 1990 Purchasing Power



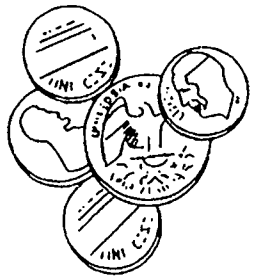
Dollars



	Hardcover Books	MassMarket Paperback	U.S. Periodicals
1994	\$107	\$132	\$120
1993	\$111	\$118	\$116
1992	\$109	\$118	\$109
1991	\$104	\$106	\$105
1990	\$100	\$100	\$100

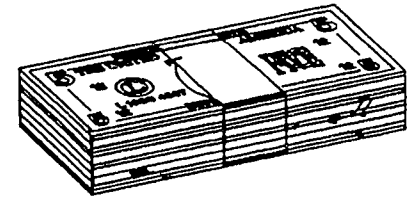
- 1994
- 1993
- 1992
- 1991
- 1990

Library Research Service Compiled from
Inflation Measures for Schools, Colleges, and Libraries 1994

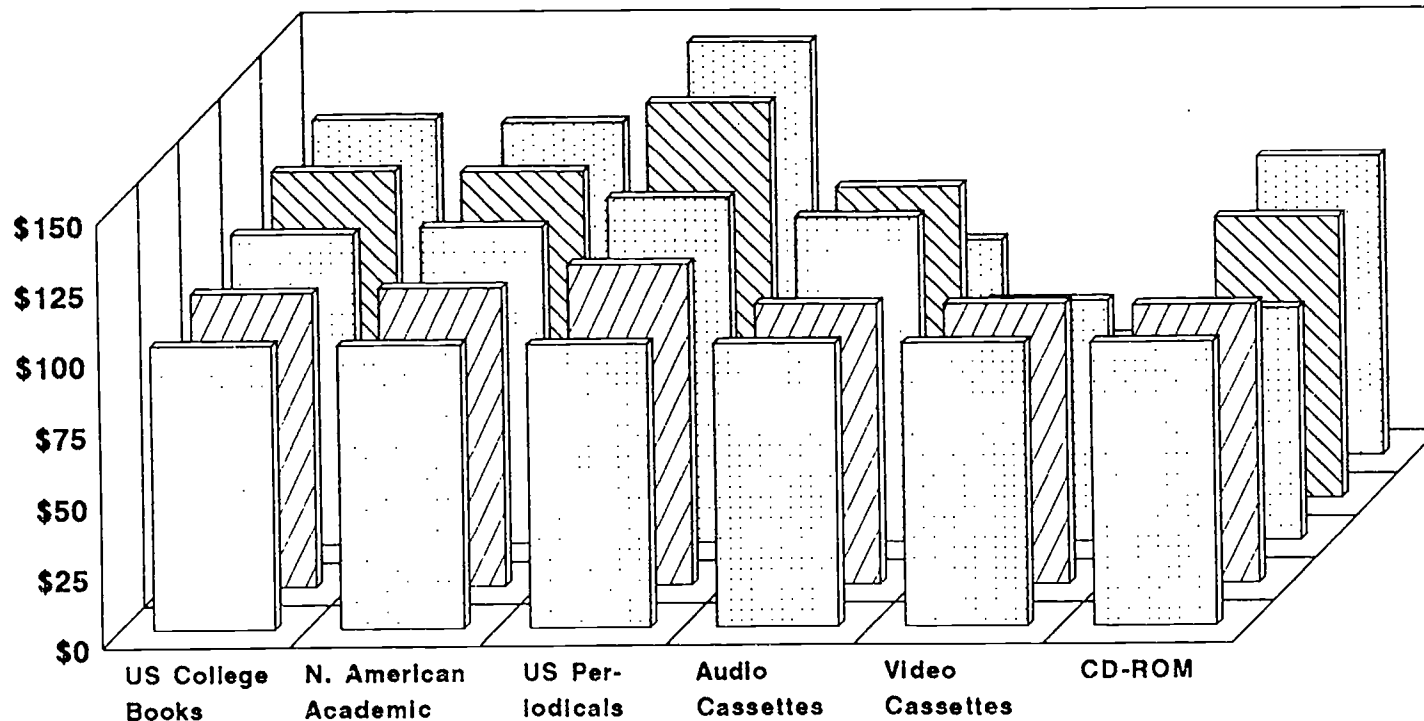


Maintenance of 1990 Purchasing Power

Inflation's Effect on Cost of Academic Library Materials



Dollars



Year	US College Books	N. American Academic	US Periodicals	Audio Cassettes	Video Cassettes	CD-ROM
1994	\$121	\$119	\$147	\$77	\$41	\$106
1993	\$117	\$117	\$141	\$111	\$57	\$100
1992	\$110	\$112	\$122	\$115	\$85	\$82
1991	\$104	\$105	\$113	\$99	\$99	\$98
1990	\$100	\$100	\$100	\$100	\$100	\$100

