

The Survey of Library Public Relations Practices

Table 1.21: Does the library send out one or more regular e-newsletters to library patrons and other interested parties?

	Yes	No
Entire sample	54.39%	45.61%

Table 1.22: Does the library send out one or more regular e-newsletters to library patrons and other interested parties? Broken out by type of library.

Type of Library	Yes	No
Higher education	26.67%	73.33%
Public	63.89%	36.11%
Special or government	66.67%	33.33%

Table 1.23: Does the library send out one or more regular e-newsletters to library patrons and other interested parties? Broken out by number of full-time equivalent employees.

Number of Employees	Yes	No
Less than 7	25.00%	75.00%
7 to 24	43.75%	56.25%
25 to 74	83.33%	16.67%
75 or more	76.92%	23.08%

Table 1.24: Does the library send out one or more regular e-newsletters to library patrons and other interested parties? Broken out by budgetary allocation.

Budgetary Allocation	Yes	No
Has a separate line in budget for public relations/marketing	63.64%	36.36%
Does not have a separate line in budget for public relations/marketing	48.57%	51.43%

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Table 1.25: If the library does send out regular e-newsletters, how many such newsletters does the library have?

	Mean	Median	Minimum	Maximum
Entire sample	43.15	3.00	1.00	1,200.00

Table 1.26: If the library does send out regular e-newsletters, how many such newsletters does the library have? Broken out by type of library.

Type of Library	Mean	Median	Minimum	Maximum
Higher education	301.50	2.50	1.00	1,200.00
Public	5.41	3.00	1.00	15.00
Special or government	1.75	1.50	1.00	3.00

Table 1.27: If the library does send out regular e-newsletters, how many such newsletters does the library have? Broken out by number of full-time equivalent employees.

Number of Employees	Mean	Median	Minimum	Maximum
Less than 7	4.00	1.50	1.00	12.00
7 to 24	3.57	3.00	1.00	12.00
25 to 74	5.00	3.00	1.00	12.00
75 or more	124.65	3.50	1.00	1,200.00

Table 1.28: If the library does send out regular e-newsletters, how many such newsletters does the library have? Broken out by budgetary allocation.

Budgetary Allocation	Mean	Median	Minimum	Maximum
Has a separate line in budget for public relations/marketing	6.93	5.00	1.00	15.00
Does not have a separate line in budget for public relations/marketing	72.97	2.00	1.00	1,200.00

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Table 1.29: If the library does send out regular e-newsletters, how many total subscribers does it have for all its newsletters?

	Mean	Median	Minimum	Maximum
Entire sample	4,251.67	11,00.00	50.00	32,000.00

Table 1.30: If the library does send out regular e-newsletters, how many total subscribers does it have for all its newsletters? Broken out by type of library.

Type of Library	Mean	Median	Minimum	Maximum
Higher education	1,695.00	2,500.00	85.00	2,500.00
Public	5,304.13	1,200.00	100.00	32,000.00
Special or government	117.50	110.00	50.00	200.00

Table 1.31: If the library does send out regular e-newsletters, how many total subscribers does it have for all its newsletters? Broken out by number of full-time equivalent employees.

Number of Employees	Mean	Median	Minimum	Maximum
Less than 7	842.50	660.00	50.00	2,000.00
7 to 24	1,117.86	1,000.00	100.00	3,000.00
25 to 74	5,250.56	422.00	85.00	32,000.00
75 or more	6,910.00	2,500.00	200.00	24,500.00

Table 1.32: If the library does send out regular e-newsletters, how many total subscribers does it have for all its newsletters? Broken out by budgetary allocation.

Budgetary Allocation	Mean	Median	Minimum	Maximum
Has a separate line in budget for public relations/marketing	6,410.71	2,250.00	350.00	32,000.00
Does not have a separate line in budget for public relations/marketing	2,362.50	385.00	50.00	20,000.00

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Table 1.33: How often does the library send emails to its subscribers or RSS feed followers?

	Multiple times a week	Weekly	Monthly	Every few months	Just on special occasions
Entire sample	8.00%	18.00%	30.00%	10.00%	34.00%

Table 1.34: How often does the library send emails to its subscribers or RSS feed followers? Broken out by type of library.

Type of Library	Multiple times a week	Weekly	Monthly	Every few months	Just on special occasions
Higher education	20.00%	0.00%	40.00%	10.00%	30.00%
Public	0.00%	28.13%	28.13%	9.38%	34.38%
Special or government	25.00%	0.00%	25.00%	12.50%	37.50%

Table 1.35: How often does the library send emails to its subscribers or RSS feed followers? Broken out by number of full-time equivalent employees.

Number of Employees	Multiple times a week	Weekly	Monthly	Every few months	Just on special occasions
Less than 7	9.09%	9.09%	18.18%	18.18%	45.45%
7 to 24	8.33%	41.67%	8.33%	8.33%	33.33%
25 to 74	7.14%	21.43%	35.71%	7.14%	28.57%
75 or more	7.69%	0.00%	53.85%	7.69%	30.77%

Table 1.36: How often does the library send emails to its subscribers or RSS feed followers? Broken out by budgetary allocation.

Budgetary Allocation	Multiple times a week	Weekly	Monthly	Every few months	Just on special occasions
Has a separate line in budget for public relations/marketing	4.55%	18.18%	45.45%	4.55%	27.27%
Does not have a separate line in budget for public relations/marketing	10.71%	17.86%	17.86%	14.29%	39.29%

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Table 1.37: Does the library have links to press releases on its social media pages?

	Yes	No
Entire sample	33.87%	66.13%

Table 1.38: Does the library have links to press releases on its social media pages? Broken out by type of library.

Type of Library	Yes	No
Higher education	25.00%	75.00%
Public	40.54%	59.46%
Special or government	22.22%	77.78%

Table 1.39: Does the library have links to press releases on its social media pages? Broken out by number of full-time equivalent employees.

Number of Employees	Yes	No
Less than 7	17.65%	82.35%
7 to 24	31.25%	68.75%
25 to 74	50.00%	50.00%
75 or more	40.00%	60.00%

Table 1.40: Does the library have links to press releases on its social media pages? Broken out by budgetary allocation.

Budgetary Allocation	Yes	No
Has a separate line in budget for public relations/marketing	32.00%	68.00%
Does not have a separate line in budget for public relations/marketing	35.14%	64.86%