Building Constituencies at the Library of Congress
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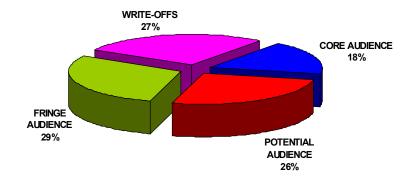Public Affairs Office
Library of Congress

Slide 1

Building Constituencies at the Library of Congress

Slide 2

One Nation – Several Audiences

Four Key segments of Americans, based on visits to libraries, museums, and cultural events.

WRITE-OFFS
27%

CORE AUDIENCE
18%

FRINGE
AUDIENCE
29%

POTENTIAL
AUDIENCE
26%

Slide 3

The Core Audience

Very frequently visits library, cultural events, museums

18%

61%	**Under age 45**	**40%**	**Kids in household**
52%	**College graduates**	**80%**	**Internet access**
49%	**Professional / white collar**		

➤ Library's prime audience; still work to do: 56% likely DC visitors; 60% interested in visiting / 32% have visited L of C; 24% know great deal / quite a bit about L of C

➤ Easiest group to reach: Internet, public libraries, wide variety of news sources

➤ Interested in ALL features of the Library, with greatest interest in real and virtual collections of historical artifacts

Slide 4

The Potential Audience

Mid-level library use, but rarely visits cultural events, museums

26%

55%	**Under age 45**	**39%**	**Kids in household**
71%	**Some college / more**	**70%**	**Internet access**
43%	**Professional / white collar**		

➤ Library's secondary audience; medium level of interest: 35% likely DC visitors; 41% interested in visiting / 20% have visited L of C; familiar with L of C

➤ Harder to reach through libraries, but most are online and get most of their news from TV and newspapers

➤ Features of greatest interest include historical collections and Jefferson Building

Slide 5

The Fringe Audience

Only occasionally visits libraries, rarely cultural events, museums

29%

55% Under age 45	**39%** Kids in household
71% Some college / more	**70%** Internet access
43% Professional / white collar	

➤ This third-tier audience has only marginal interest: 25% likely DC visitors; 32% interested in visiting / 15% have visited L of C; 8% familiar with L of C

➤ Some potential to reach online, but network TV and newspapers are best bet

➤ Features of greatest interest include historical and popular culture collections

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Write - Offs

Rarely visits libraries (62% never), cultural events (68% rarely), museums (79% rarely)

27%

60% Age 45 / over	**36%** Retired / 23% blue collar
59% High school grads / less	**70%** Internet access

➤ Low level of interest: 14% likely DC visitors; 25% interested in visiting L of C; 5% familiar with L of C

➤ This group provides the least potential and will be the most extensive to reach

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Profile of Americans with Internet Access

	Internet Access	All Adults
All Adults	62%	100 %
Age 18 to 34	36 %	30 %
Age 35 to 44	25 %	21 %
Age 45 to 59	26 %	24 %
Age 60 / over	12 %	23 %
High school / less	24 %	38 %
Some college	35 %	32 %
College graduates	40 %	29 %
Professional / managers	32 %	22 %
White collar workers	20 %	15 %
Blue collar workers	15 %	16 %

7 % of Americans have visited the Library of Congress web site

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American Memory (Monthly Transactions)

Fiscal 1997
Total: 54.8 million

Fiscal 1999
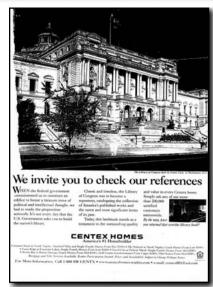**Total: 180.9 million**

Fiscal 1998
Total: 111.7 million

Fiscal 2000
Total: 228.0 million

Slide 9

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Slide 11

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