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

One Nation – Several Audiences
Four Key segments of Americans, based on visits to libraries, museums, and cultural events.
Slide 3

The Core Audience

Very frequently visits library, cultural events, museums

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

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

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

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
- 55% Under age 45
- 71% Some college / more
- 43% Professional / white collar
- 29% Kids in household
- 70% Internet access

- Features of greatest interest include historical and popular culture collections
- Some potential to reach online, but network TV and newspapers are best bet
- 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

### Slide 6

**Write - Offs**

- Rarely visits libraries (62% never), cultural events (68% rarely), museums (79% rarely)
- 60% Age 45 / over
- 59% High school grads / less
- 60% Retired / 23% blue collar
- 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
### Profile of Americans with Internet Access

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

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

### American Memory (Monthly Transactions)

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>Total Transactions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fiscal 1997</td>
<td>54.8 million</td>
</tr>
<tr>
<td>Fiscal 1998</td>
<td>111.7 million</td>
</tr>
<tr>
<td>Fiscal 1999</td>
<td>180.9 million</td>
</tr>
<tr>
<td>Fiscal 2000</td>
<td>228.0 million</td>
</tr>
</tbody>
</table>
Inappropriate Use

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Log on. Play around. Learn something.