

COMMUNITY PROFILE

San Antonio Public Library: By the Numbers

<i>Residents of Bexar County</i>	1,676,847
<i>Residents of City of San Antonio</i>	1,383,072
<i>Residents of Bexar County residing outside San Antonio</i>	265,042

San Antonio is the second largest city in Texas after Houston and the seventh largest city nationally.

Bexar County is the fourth largest county in Texas and the 20th largest county nationally.

Between 2000 and 2008, the population of San Antonio increased by 18.05%, the highest among the 10 largest cities in the United States and 4th largest among the 10 largest cities in Texas.

Source: City of San Antonio Planning and Development Services Department. Statistics and Map Book. Rev. February, 2010.

Population Projections

2010

San Antonio	1,354,381	18.32%
Bexar County	1,631,935	17.16%

2020

San Antonio	1,552,538	14.63%
Bexar County	1,857,745	13.84%

2030

San Antonio	1,729,245	11.38%
Bexar County	2,059,112	10.84%

Ethnicity

San Antonio

Foreign Born	13.4%
Speak language other than English at home	43.0%
Hispanic	61.3%



Non-Hispanic/Latino	
White	28.9%
African American	06.4%
Other	03.4%

<i>Bexar County</i>	
Foreign Born	12.9%
Speak language other than English at home	43.0%
Hispanic	57.2%
Non Hispanic/Latino	
White	32.5%
Black or African American	06.8%
Other	03.5%

Age Distribution

SAN ANTONIO

ACS Demographic and Housing Estimates	Estimate	Margin of Error	Percent	Margin of Error
Total population	1,319,492	+/-117	1,319,492	(X)
Male	642,497	+/-1,524	48.7%	+/-0.1
Female	676,995	+/-1,515	51.3%	+/-0.1
Under 5 years	109,829	+/-968	8.3%	+/-0.1
5 to 9 years	99,512	+/-1,857	7.5%	+/-0.1
10 to 14 years	101,724	+/-1,789	7.7%	+/-0.1
15 to 19 years	96,338	+/-886	7.3%	+/-0.1
20 to 24 years	104,640	+/-1,075	7.9%	+/-0.1
25 to 34 years	200,477	+/-1,393	15.2%	+/-0.1
35 to 44 years	182,167	+/-919	13.8%	+/-0.1
45 to 54 years	167,145	+/-1,007	12.7%	+/-0.1
55 to 59 years	67,780	+/-1,268	5.1%	+/-0.1
60 to 64 years	53,952	+/-1,334	4.1%	+/-0.1
65 to 74 years	69,473	+/-687	5.3%	+/-0.1
75 to 84 years	48,239	+/-1,068	3.7%	+/-0.1
85 years and over	18,216			
Median age (years)	32.2			



BEXAR COUNTY

ACS Demographic and Housing Estimates	Estimate	Margin of Error	Percent	Margin of Error
Total population	1,584,817	*****	1,584,817	(X)
Male	773,544	+/-190	48.8%	+/-0.1
Female	811,273	+/-190	51.2%	+/-0.1
Under 5 years	132,583	+/-84	8.4%	+/-0.1
5 to 9 years	119,596	+/-1,870	7.5%	+/-0.1
10 to 14 years	122,059	+/-1,862	7.7%	+/-0.1
15 to 19 years	117,140	+/-209	7.4%	+/-0.1
20 to 24 years	122,068	+/-230	7.7%	+/-0.1
25 to 34 years	236,514	+/-260	14.9%	+/-0.1
35 to 44 years	220,310	+/-214	13.9%	+/-0.1
45 to 54 years	204,475	+/-143	12.9%	+/-0.1
55 to 59 years	82,346	+/-1,232	5.2%	+/-0.1
60 to 64 years	64,959	+/-1,228	4.1%	+/-0.1
65 to 74 years	84,469	+/-78	5.3%	+/-0.1
75 to 84 years	56,786	+/-954	3.6%	+/-0.1
85 years and over	21,512	+/-951	1.4%	+/-0.1
Median age (years)	32.4	+/-0.1	(X)	(X)

Source: U.S. Census Bureau: American Fact Finder. 2005-2009 American Community Survey 5-Year Estimates.



Economic Indicators

SAN ANTONIO

Selected Economic Characteristics	Estimate	Percent	US Estimate
In labor force (population 16 years and over)	638,141	64.5	65.0%
Median household income (in 2009 inflation-adjusted dollars)	43,087	(X)	51,425
Median family income (in 2009 inflation-adjusted dollars)	51,540	(X)	62,363
Per capita income (in 2009 inflation-adjusted dollars)	21,418	(X)	27,041
Families below poverty level	(X)	14.8	9.9%
Individuals below poverty level	(X)	18.6	13.5%

Source: US Census Bureau: American Fact Finder. 2005-2009 American Community Survey 5-Year Estimates.

Unemployment Rate for San Antonio: 7.6%

Local Area Unemployment Statistics

Unemployment Rates for Large Metropolitan Areas
(with a Census 2000 population of 1 million or more)

BEXAR COUNTY

Selected Economic Characteristics	Estimate	Percent	US Estimate
In labor force (population 16 years and over)	769,502	64.8	65.0%
Mean travel time to work in minutes (workers 16 years and over)	24.0	(X)	25.2
Median household income (in 2009 inflation-adjusted dollars)	45,688	(X)	51,425
Median family income (in 2009 inflation-adjusted dollars)	54,379	(X)	62,363
Per capita income (in 2009 inflation-adjusted dollars)	22,557	(X)	27,041
Families below poverty level	(X)	13.4	9.9%
Individuals below poverty level			

Source: US Bureau of Labor Statistics. October, 2010 and November, 2010.



Educational Indicators

Educational Attainment of Residents 25 Years and Over

SAN ANTONIO

EDUCATIONAL ATTAINMENT				
	Estimate	MOE	Percent	MOE
Population 25 years and over	807,449	+/-1,486	(X)	(X)
Less than 9th grade	85,139	+/-2,520	10.5%	+/-0.3
9th to 12th grade, no diploma	85,175	+/-2,397	10.5%	+/-0.3
High school graduate (includes equivalency)	212,238	+/-3,360	26.3%	+/-0.4
Some college, no degree	182,147	+/-3,425	22.6%	+/-0.4
Associate's degree	53,928	+/-1,645	6.7%	+/-0.2
Bachelor's degree	120,828	+/-2,463	15.0%	+/-0.3
Graduate or professional degree	67,994	+/-1,973	8.4%	+/-0.2
Percent high school graduate or higher	78.9%	+/-0.4	(X)	(X)
Percent bachelor's degree or higher	23.4%	+/-0.4	(X)	(X)

BEXAR COUNTY

EDUCATIONAL ATTAINMENT				
	Estimate	MOE	Percent	MOE
Population 25 years and over	971,371	+/-210	971,371	(X)
Less than 9th grade	93,080	+/-2,550	9.6%	+/-0.3
9th to 12th grade, no diploma	96,638	+/-2,446	9.9%	+/-0.3
High school graduate (includes equivalency)	252,761	+/-3,541	26.0%	+/-0.4
Some college, no degree	223,358	+/-3,558	23.0%	+/-0.4
Associate's degree	67,027	+/-1,888	6.9%	+/-0.2
Bachelor's degree	151,754	+/-2,691	15.6%	+/-0.3
Graduate or professional degree	86,753	+/-1,985	8.9%	+/-0.2
Percent high school graduate or higher	80.5%	+/-0.3	(X)	(X)
Percent bachelor's degree or higher	24.6%	+/-0.3	(X)	(X)

Source: US Census Bureau: American Fact Finder. 2005-2009 American Community Survey 5-Year Estimates.

High School Drop Out Rate

For Texas overall, 29% of students who entered high school from 2006 to 2007 did not graduate.

Source: Intercultural Research Association

Graduation Rates

The graduation rate for San Antonio is 62.9 percent.

The graduate rate for “suburban areas” is 70 percent.

Source: Editorial Projects in Education Research Center, 2008.
<http://www.usatoday.com/news/education/2008-04-01-cities-suburbs-graduation_N.htm>.

Illiteracy Rate

Illiteracy rate in San Antonio is 25% (12.5% illiteracy and 12.5% functionally illiterate).

Source: City of San Antonio Department of Community Initiatives Family Resource Center

San Antonio has the second highest illiteracy rate among Texas cities.

San Antonio rates seventh among US cities in population and 60th in literacy (US Census 2005).

Source: City of San Antonio Planning and Development Services Department. Statistics and Map Book. Rev. February, 2010.

San Antonio ranks 67th on a list of 75 American cities with populations of 250,000+ (Literacy indicators used include newspaper circulation, number of bookstores, library resources, periodical publishing, educational attainment, and Internet resources.)

Source: American's Most Literate Cities 2010. Central Connecticut State University, Center for Public Policy and Social Research.

Teen Pregnancy Rate

The school-age birth rate in Bexar County is 30 per 1,000 births vs. the national average of 21.4 per 1,000 births.

The rate has seen a decline of 24% since 1994.

Source: Texas Department of State Health Services. <www.sanantonio.gov/health/PW-TeenPreganancy.html>.



BASELICE & ASSOCIATES
San Antonio Library Survey of 409 Adults
October 2008

Frequency of Use

Once a week	23%
Once a month	21%
Once or twice a year	22%
Very rarely	20%
Never	25%

Sixty percent of respondents have a library card. There is a correlation between library card and library use. Fifty-two percent of non-users do not have a library card.

Motivations for Using Library

To get books/print materials	27%
For other resources	40%
Convenience	11%
Activities/atmosphere	10%
Knowledge	3%
Other	1%

Barriers to Library Use

Location//time	15%
Use other resources	14%
No need/don't read	7%
Age/disability	4%
Other	3%
Atmosphere	1%

Opinions about Library System

It is important to have a library card	80% agree
There are enough computers in the San Antonio Public Library System	39% agree
San Antonio Public Library is adequately funded	33% agree
Libraries are important to you	89% agree
Support library receiving one-eight cent of sales tax	72% agree



Informed Likelihood of Going to Library

Seventy-nine percent strongly or somewhat agreed that having received information about the Library they would be more likely to use the Library.

Generating Library Revenues

Having learned about the possibility of the Library's receiving a designated amount from the City sales tax, 78% of respondents supported such a measure.

Messaging

The likelihood that respondents would increase their use of the Library by messages which focused on:

- The Library can help me improve my family's health by providing important health information.
- Instead of paying for books that you may read only one time, you can get them for free at the Library.

Respondents were more likely to support the sales tax to fund operations by messages which stress:

- Funding for the public library is a good use of my tax dollars.
- Libraries are not boring.

City of San Antonio Master Plan

The Overall goals of the City of San Antonio Master Plan are to:

- Create, preserve and enhance neighborhood as a pivotal component in the success of the City's plan.
- Use urban design to form the shape of San Antonio into a cohesive array of neighborhoods, commercial centers, and public amenities.
- Cultivate a strong and diversified economy which ensures that San Antonio remains the economic center of South Texas and results in:
 - Quality jobs
 - Viable and safe neighborhoods
 - Well-planned communities
 - Sustainable natural resource base
 - Adequate infrastructure
 - Ample entrepreneurial opportunities
 - Sufficient capital



- A nurtured cultural heritage
- Well-educated and highly trained labor force
- Expanded tax base
- Enhance the standard of living and quality of life for all citizens of San Antonio through dynamic development and sound growth management.
- Achieve a balance between centralized and disperse service locations to optimize the delivery of community services which results in a citizenry which is safe, healthy, and well educated.

Specific goals for public libraries are to:

- Develop and operate a public library system which provides accurate, timely, relevant, and efficient services to everyone.
- Locate branch libraries where community residents easily and willingly go that will be attractive and convenient additions to neighborhoods.
- Design and operate library facilities which are friendly, inviting, safe, and easy to use.
- Encourage public involvement in the development and design of newly built and renovated library facilities.
- Develop public and private partnerships to increase awareness or and accessibility to the San Antonio Public Library System.
- Improve access to library resources and information through the use of new technology.
- Enhance the San Antonio Public Library's role as a source of information about City government and City services.
- Develop the public library system as an integral component in the storage and user-friendly access of information on local governmental operations, policies and public services.

Source: *City of San Antonio Master Plan*. <http://www.salsa.net/aiasa/sa-mastp.html>.



ETC INSTITUTE

Community Survey for San Antonio Public Library Summer 2010

- 1,800 surveys of residents of San Antonio and Bexar County
- 300 respondents from Bexar County and 1,500 respondents from the City of San Antonio (Goal: at least 125 completes for each of the 10 council districts)

Mail surveys in both Spanish and English were sent to 1,800 randomly-selected households in San Antonio and Bexar County. Recipients received automated voice mail messages three days later encouraging them to complete their surveys. Subsequently, non-respondents were contacted by telephone. Ultimately, 1,000 mail surveys were returned and 800 interviews were conducted by telephone.

Research Highlights

Use of SAPL by Survey Participants

SAPL is heavily used by survey respondents. Seventy-four percent of all participants in the study have visited a Library facility or visited the Library website in the past year. Twenty-four percent of respondents did not provide an answer. Only 5% indicate they did not visit a SAPL facility over the previous 12-month period.

Frequency of Library Use

Fifty-one percent of respondents visited their library at least once a month during the past 12-month period. Twenty percent have accessed a library facility once or twice in the same period. Five percent indicate they have not visited a library during the past year, and 24% did not respond to the question.

Barriers Preventing Some Residents from Using the Public Library or Using It More Frequently

The most frequently mentioned reason for not using SAPL is “I get my information from the Internet” (31%). Twenty-six percent obtained information from a non-library location, 21% bought or rented materials elsewhere, and 17% did not know what was being offered at the library.

How Survey Participants Learn about SAPL Programs and Services

The survey results reflect the fact that in-library marketing is very important with 40% of respondents reporting that they get information about the Library by visiting or calling a Library facility. Word of mouth is the second most frequently mentioned type of marketing communication with 29% of the people in the study indicating they find out about programs and services informally from friends and family. Twenty-four percent rely on the Library website, and 17% obtain information from a newspaper.



Motivations for Visiting a SAPL Facility or the Library's Website

Fifty-four percent of survey participants visit the Library to check out a book for leisure reading. The other most frequently mentioned reasons for accessing library services are to use a computer (29%), check out a book for school or work (25%) or check out a movie or CD (24%). The results also reveal that quiet space in the Library is important to customers with a combined total of 48% reporting that they use the library to read a book or magazine, work on a school assignment or spend time in a quiet space.

Frequency of and Motivations for Using the SAPL Website

Thirty-one percent of survey respondents have visited the Library's website once a month during the past 12-month period, and 19% of the households represented in the study have had occasion to use the website twice during that time. Fifty percent have not used the Library's website. Primary reasons for visiting the website are to use the Library's catalog (20%), place a hold on a book (18%), renew an item (17%), and check the Library's schedule (16%).

Overall Satisfaction with Library Website, Facilities, and Services

Customers evidence a high level of satisfaction with SAPL website, facilities and services. Forty-nine percent of the households report they are very satisfied with the website, facilities and services, and 22% are somewhat satisfied with them. Three percent are somewhat or very dissatisfied, and 19% are neither satisfied nor dissatisfied. Seven percent of the 1800+ individuals surveyed did not respond to the question.

Satisfaction with Specific Service Attributes

The levels of satisfaction with overall library services are extremely high. Ninety-one percent of participants are very or somewhat satisfied with facilities, 89% with knowledge of staff, 89% with courteousness of staff, 88% with books for children, 86% with books for adults, and 86% with convenience of library locations.

Over 7% of respondents were somewhat or very dissatisfied with awareness of library services, movies for adults, hours of operation, music CD's, parking, and public computers.

Households with Computers and Internet Access

Eighty-two percent of households represented in the SAPL Community Survey have a computer in their household, while 18% of the respondents do not have access to a home computer. Ninety-six percent of those with a computer also have Internet access. To access the Internet, 54% use broadband, 52% use wireless, and 10% still use dial-up. Fifty-one percent of those who indicate they use wireless access the Internet with a handheld device.



Use of Computers and Internet Services at SAPL

Thirty-nine percent of survey participants already use or would be interested in accessing the Internet at the Library. Thirty-nine percent currently use or might be interested in using on-line resources of SAPL. Thirty-three percent already use or might be interested in having access to programs that the Library has but they do not have on their own computers.

Priorities for Future Services

The research suggests that the five services which are most important to survey respondents are books for adults (32%), books for children (25%), public computers (14%), books for teens (13%), and online tools for research (13%).

Importance of Improving Literacy in San Antonio

Ninety-three percent of households participating in the survey believe that improving literacy is important to the future of the City of San Antonio.

Agencies Which Play an Important Role in Improving Literacy

Sixty-five percent of respondents consider public or private schools in San Antonio as the most important agencies for addressing illiteracy. Forty-seven percent rank community colleges as the most important agencies and 41% rank SAPL as the most important agency.

Importance of a More Literate Workforce

Ninety percent of survey participants indicate it is very important for the City to have a better educated workforce.

Most Important Initiatives for SAPL to take in the Future

The four actions the Library should take in the future that reflect the highest level of support are providing programs and services to improve literacy (46%), developing new libraries in neighborhoods that don't have libraries (43%), investing in new technology (39%), and purchasing additional books and materials (35%).

Potential for Service Improvements Increasing Library Use

Seventy-six percent of the households that took part in the survey would use the Library at least once a month if improvements were made to services that are important to members of those households. Fifteen percent thought they would use the Library once or twice a year if such improvements were made.



Importance of Improvements to the Library Compared to Other Community Services

Eighty-nine percent of respondents feel that it is very or somewhat important to make improvements to public library services compared to other community service providers.

SAPL Performance Measures

	FY2008	FY2009	FY2010
Number of materials borrowed	6,374,109	6,911,922	6,601,175
Number of visitors to SAPL	4,267,488	5,300,151	5,085,735
Number of Internet computer sessions	1,157,290	1,362,992	1,314,813
Number of <i>informational</i> questions answered	1,247,934	1,417,597	1,479,745
Number of <i>directional</i> questions answered	1,998,973	2,220,109	2,234,313
Number of visitors to the website *	4,399,279	8,005,217	3,110,479
Attendance at adult programs	27,033	28,332	34,683
Attendance at children's programs	170,318	181,943	178,939
Number of teens registered in summer reading	4,046	4,226	3,054
Number of teens completed summer reading	607	930	1,008
Number of children registered in summer reading	20,773	22,582	22,742
Number of children completed summer reading	6,834	8,300	7,705
* Home page hits (not unique)			

