



SATISFACTION SURVEY

Library Journal
2007

Conducted by:



Table of Contents

Methodology	Pages 3-4
Demographics	Page 5
Job Satisfaction	Pages 6-7
Average Salary Comparisons	Page 8
Receive Fair Pay?	Page 9
Job Functions	Page 10
Opportunities for Advancement	Page 11
Promotion or Job Advancement	Page 12
Changing Job Responsibilities	Page 12
Importance of MLS Degree	Page 13
Attributes For Librarian Success	Page 14
Biggest On-the-Job Challenge	Page 15
Biggest Challenges Faced by Institution	Page 16
Technologies Used	Page 17
Professional Development/Training	Page 18
Discrimination	Page 19
Outside Activities	Page 20
Recommend Info Services as Career	Page 21
Gender	Page 22
Education	Page 23
Age	Page 24
Ethnicity	Page 24
Region	Page 25



Methodology

The *Library Journal* satisfaction survey compares job satisfaction data for public and academic library employees. Various aspects of these library segments are represented including salary, advancement opportunities, education.

Methodology

A survey invitation was emailed to 7,275 LJ XPress and Academic Newswire subscribers on February 12, 2007. In addition, personal emails were sent to the directors of state library associations asking them to share the link with their members. A flash ad with a survey link was posted on LibraryJournal.com and in the LJ Xpress and Academic Newswire e-newsletters during the last two weeks in February. The PLA also placed a similar ad on their site for the last two days of February.

All respondents were offered a chance to win one of two \$250 American Express gift cards. The survey closed on March 1 with over 3,100 responses. The study was programmed and hosted by Research Results, an independent research firm.

Public library results are based on 1,179 individuals working at U.S. public libraries. Academic library results are based on 1,209 individuals working at U.S. academic institutions.



Methodology - Cont'd

Weighting

Public and academic library data is weighted by region because of an unusually high response rate from certain states. Weights for public libraries are based on NCES data for number of public librarians in each state. Academic library weighting is based on 2004 ACRL reports of number of academic institutions by state.



Demographics

Public Library sample

The most common job titles represented are library directors (22%), reference/information services librarians (16%), head librarians/department heads (15%) and children's/young adult librarians (10%). Library size is split into roughly one-third small libraries (under 25,000 population served), a third serving 25,000 to 99,999 and another third serving populations over 100,000 people. The average population served is 194,000; the median is 55,500.

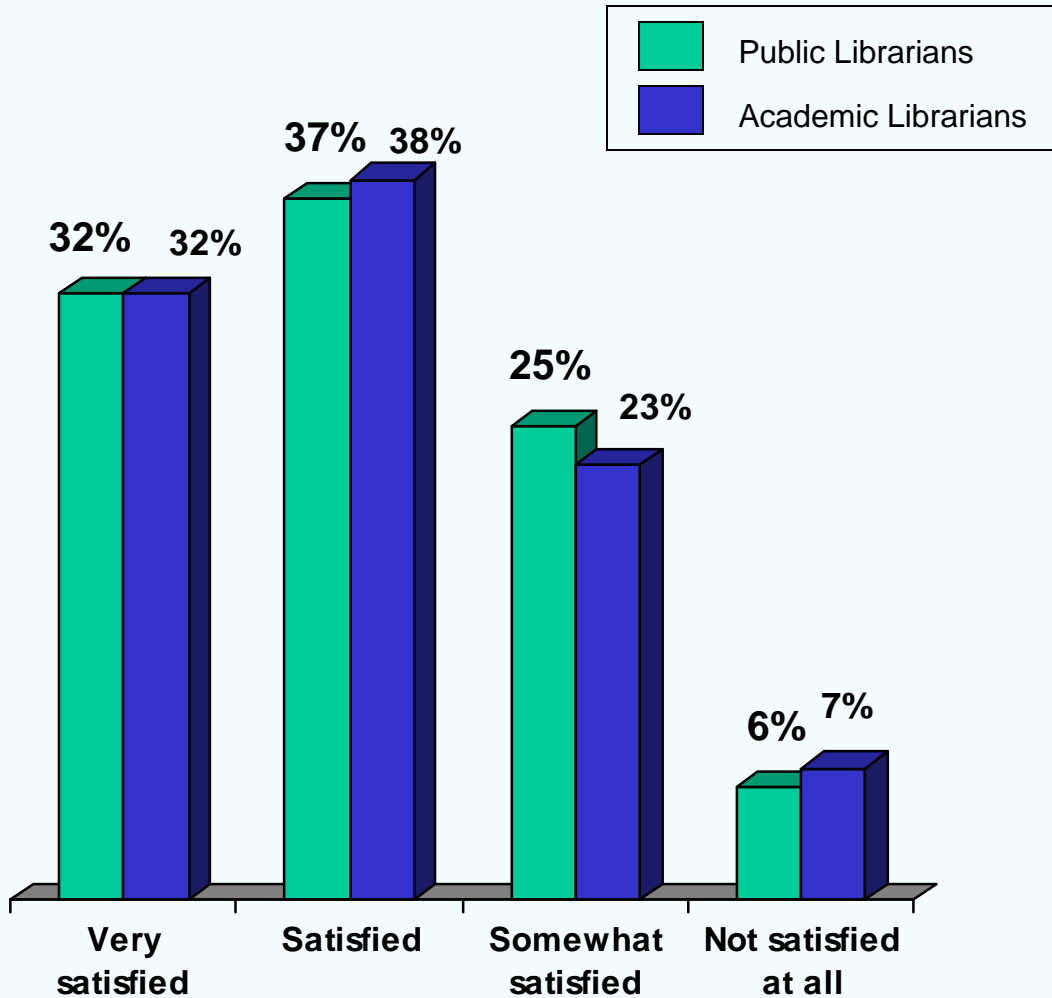
Academic Library sample

Reference/information services personnel (24%), library directors (15%), head librarians/department heads (15%) and technical services librarians (9%) comprise the majority of job titles represented. Forty percent of the academic libraries cater to fewer than 5,000 campus users. Another 22% have 5,000 to 14,999 campus users and the remaining 33% serve very large campuses of 15,000 students/faculty or more. Fewer than half (43%) of the academic librarians in the sample has the opportunity to earn tenure. Of those whose institutions offer it, just over fifty percent (51%) hold tenure.



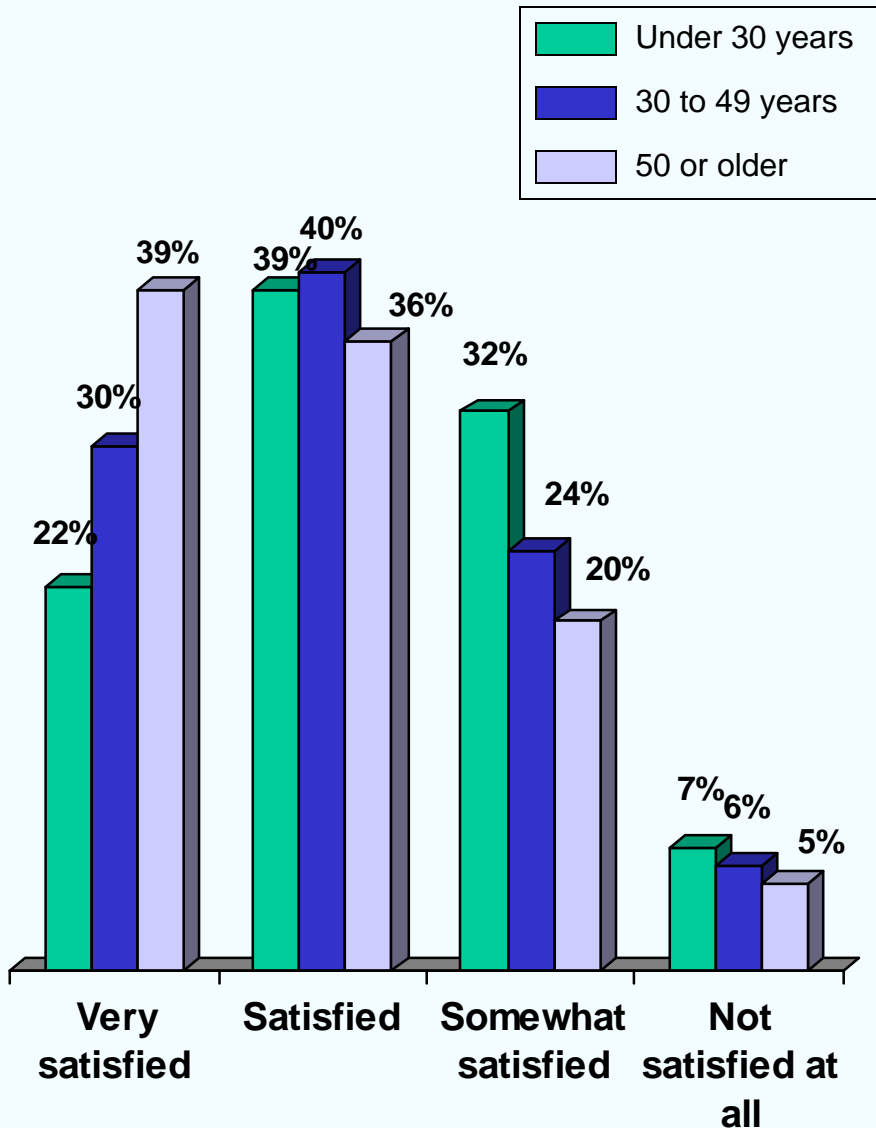
Job Satisfaction

Over two-thirds of respondents are either Very Satisfied or Satisfied with their present jobs.



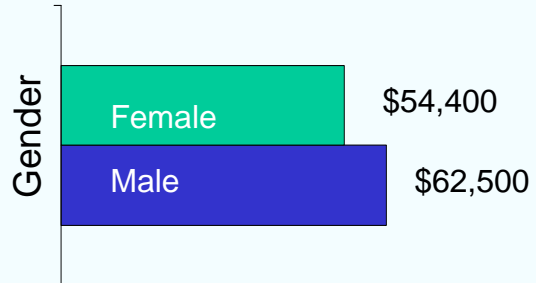
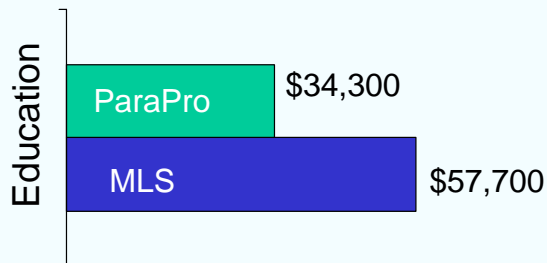
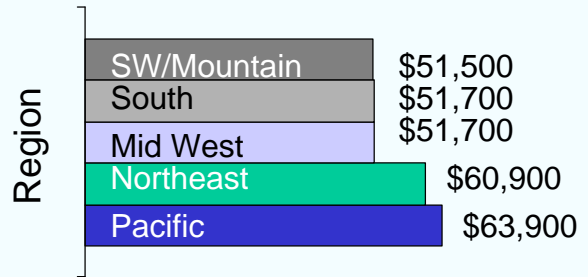
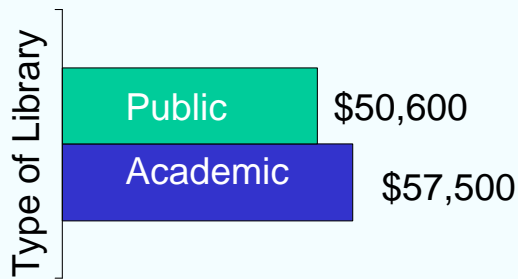
Job Satisfaction by Age

Satisfaction levels rise with the age of the respondent.



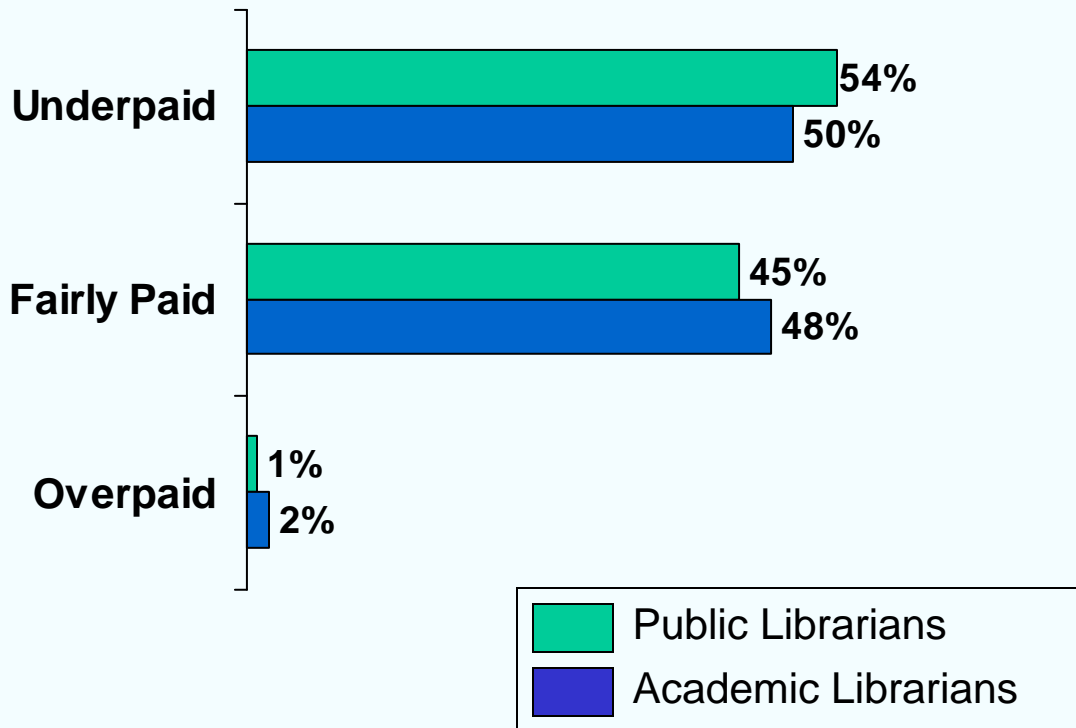
Average Salary Comparisons

- The aggregate academic librarian mean salary is 14% higher than that of the public librarian.
- Salaries are highest in the Northeast and Pacific regions of the U.S.
- MLS's on average make 68% more than paraprofessionals.
- Males make 15% more than females.



Receive Fair Pay?

At least half of librarians feel they are underpaid -- public librarians slightly more so than academics.



Job Functions

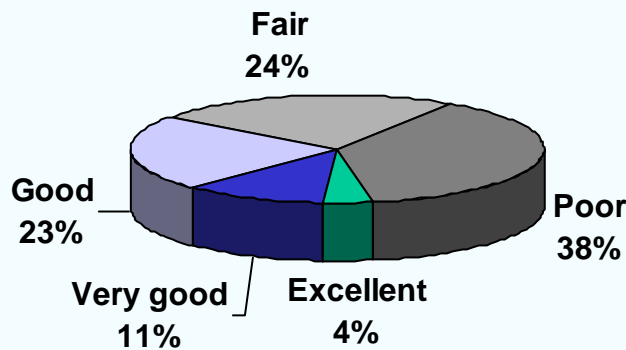
The top functional areas of employment are reference/information services and collection development. Almost half of academic librarians are also involved in teaching while half of public librarians work on readers' advisories.

	Public Librarians	Academic Librarians
Reference and information services	65%	61%
Collection development	60%	49%
Readers advisory	51%	9%
Library administration	44%	33%
Computer/technical support	38%	26%
Teaching/instructional	36%	48%
Acquisitions	34%	26%
Circulation desk	30%	24%
Human Resources	25%	10%
Cataloging/Processing	23%	25%
Serials	15%	22%
Programming	6%	0%
Outreach	4%	1%
Web design/developmentMgmt	2%	3%
Other	11%	13%

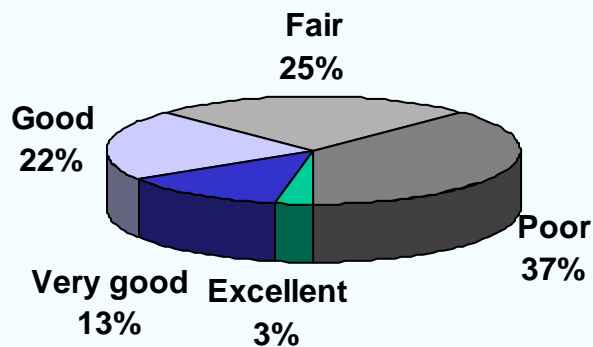
Opportunities for Advancement

Over a third of librarians at both public and academic institutions rated the opportunities for advancement in their position as “poor”

Public Library

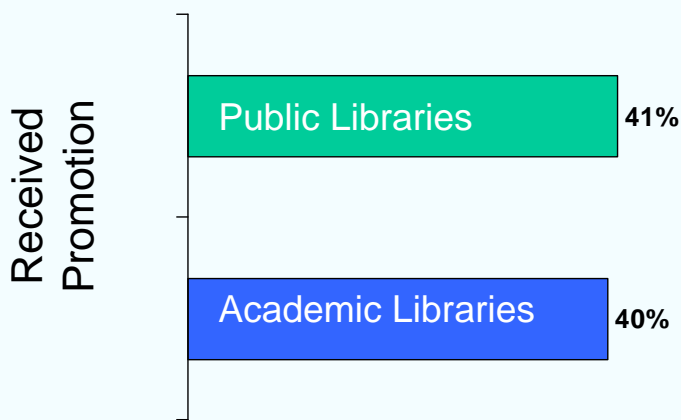


Academic Library



Promotion or Job Advancement

About 4-in-10 of all respondents received a promotion or job advancement in the past three years.



Changing Job Responsibilities

More than half of public (60%) and academic (58%) librarians have seen their job responsibilities change other than by promotion over the past three years. Most often the reasons for change were new technology, reorganization/staff development and/or downsizing/cost cutting.

	Public Librarians	Academic Librarians
New technology	46%	49%
Reorganization/Staff development	44%	42%
Downsizing/Cost-cutting	19%	17%
Career/Job change	7%	10%
Other	26%	24%

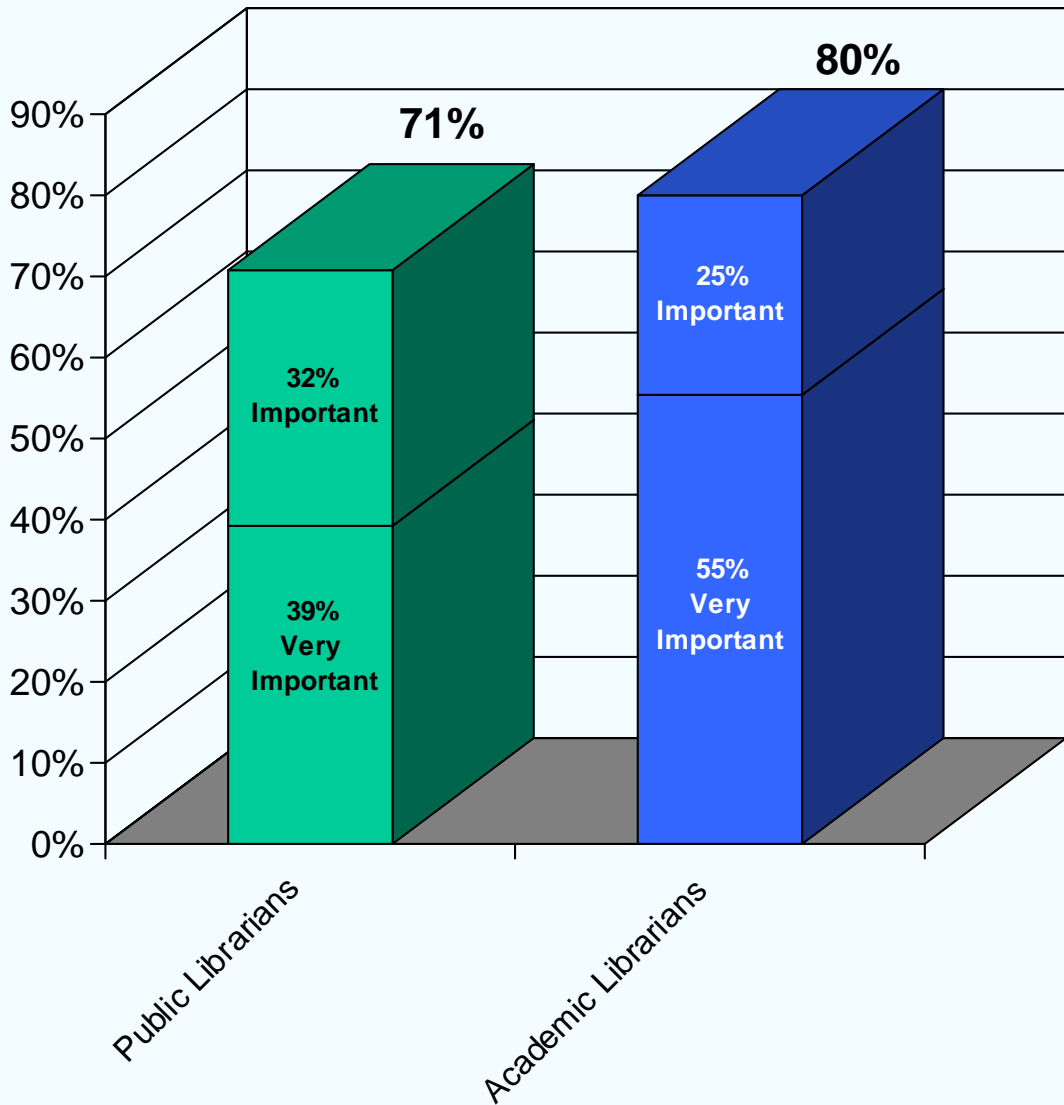
Q. Have you received a promotion or job advancement in the past three years?

Q. Have your job responsibilities changed, other than by promotion, over the past three years?

Q. If your job responsibilities changed, was it because of...?

Importance of MLS

80% of Academic Librarians and 71% of public librarians feel an MLS is very important or important in their jobs



Attributes Contributing to a Librarian's Success

All librarians chose interpersonal skills as the most important attribute.

Public librarian's top 3 attributes:

- Interpersonal skills
- Sense of humor
- Strong vision of their institution's mission

Academic librarian's top 3 attributes:

- Interpersonal skills
- Technological ability
- Intellectual depth

	Public Librarians	Academic Librarians
Interpersonal skills	73%	68%
A sense of humor	24%	16%
A strong vision of your institution's mission	21%	14%
Technological ability	19%	25%
Strong leadership ability	14%	15%
Intellectual depth	14%	17%
Managerial ability	11%	11%
Marketing skills	6%	5%
Political acumen	4%	8%
Teaching experience	2%	6%
Budgetary expertise	2%	2%
Adaptability/Ability to be flexible	1%	2%
Other	7%	8%

Biggest On-the-Job Challenge

Budget constraints edge out technological change as public librarians' toughest challenge. Academic librarians put the challenge of keeping up with technological change at the top of their list.

	Public Librarians	Academic Librarians
Budgetary constraints	31%	28%
Keeping up with technological change	29%	33%
Redefining the librarian's role/image	18%	19%
Time management/Getting everything done	4%	5%
Staff issues	4%	3%
Poor/Unsupportive leadership	2%	1%
Other	12%	12%

Q. What is your biggest on-the-job challenge?

Biggest Challenges Faced by Your Institution

Funding tops the list as the biggest challenge for both public and academic institutions.

	Public Librarians	Academic Librarians
Funding	46%	52%
Perception	18%	21%
Marketing/Attracting New Patrons	16%	10%
Retaining patrons	5%	3%
Library administration/Lack of leadership	3%	3%
Google and other free online sources	2%	4%
Adapting to change	1%	1%
Lack of space	1%	1%
Other	8%	6%

Technologies Used

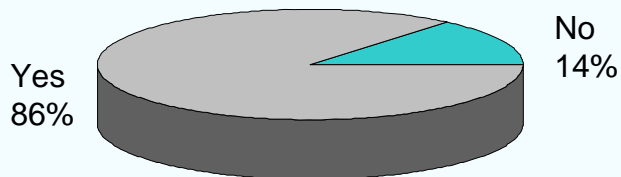
Academic librarians are more involved in technology than public librarians. They are particularly more likely to instant message, listen to podcasts, and read blogs.

	Public Librarians	Academic Librarians
Email	100%	100%
Read blogs	65%	71%
IM	31%	43%
Post pictures online	34%	36%
Listen to podcasts	30%	38%
Blog	28%	29%
Have a MySpace or similar page	20%	24%
Gaming	11%	10%
Second Life	5%	7%
Podcast	4%	5%

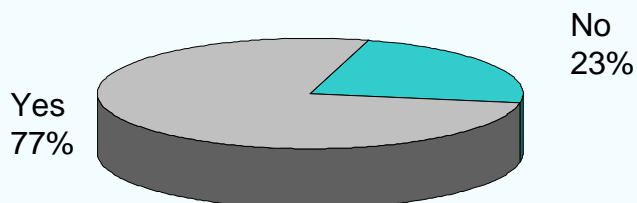
Professional Development/Training Courses

Public librarians are more likely to take professional development courses than academic librarians.

Public Libraries



Academic Libraries



Q. Have you participated in professional development/training courses related to your job over the past year?

Discrimination

Almost thirty percent of respondents say they have experienced discriminatory treatment in their profession. Most often the discrimination was based on gender or age.

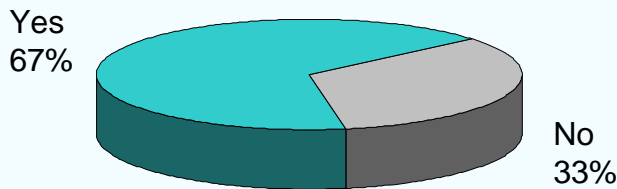
	Public Librarians	Academic Librarians
Gender	34%	37%
Age	22%	21%
Ethnicity	11%	18%
Education	6%	4%
Job Title	1%	4%
Religion	4%	3%
Sexual orientation	2%	4%
Disability/Health	4%	2%
Appearance/Body size	1%	2%
Favoritism	3%	0%
Other	16%	14%

- Q. Have you ever experienced discriminatory treatment in your profession?
 Q. If yes, what was the discrimination based on?

Outside Activities

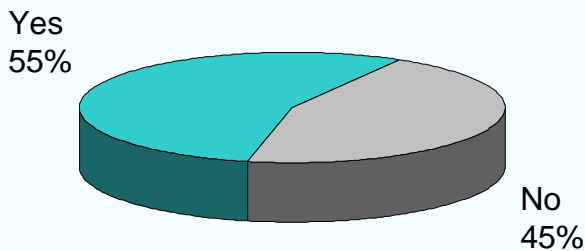
Public librarians are more likely to work towards raising their library's profile. Almost half have this work included as part of their job responsibilities.

Public Libraries



Outside activities are:*
 Job responsibility: 48%
 Participated in voluntarily: 69%

Academic Libraries

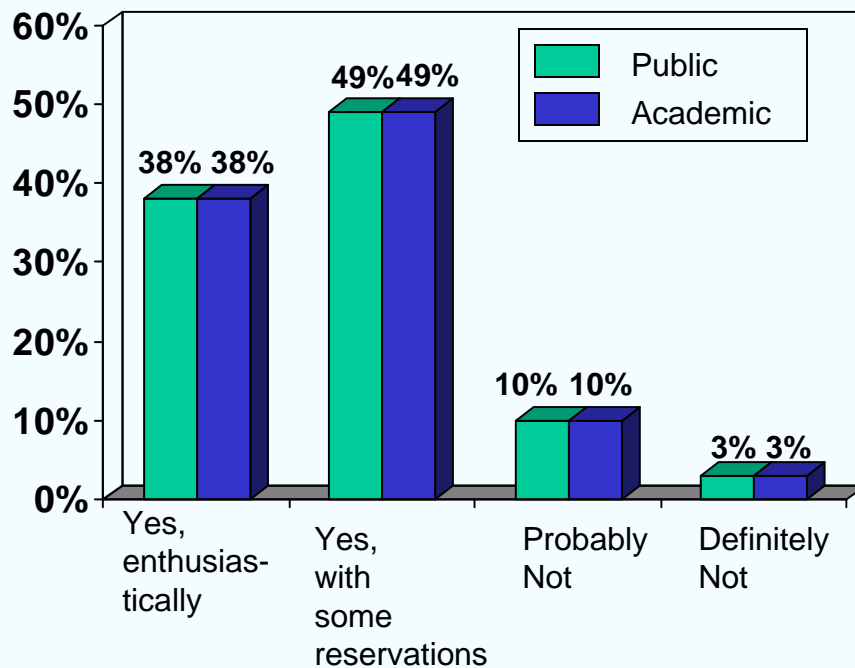


Outside activities are:*
 Job responsibility: 35%
 Participated in voluntarily: 80%

* Numbers add to more than 100% because some librarians take part in more than one outside activity

Recommend Information Services as Career

Almost 9-in-10 public and academic librarians would recommend librarianship as a career to a young person. Responses were identical for both library segments.



Percentage who would choose this career again



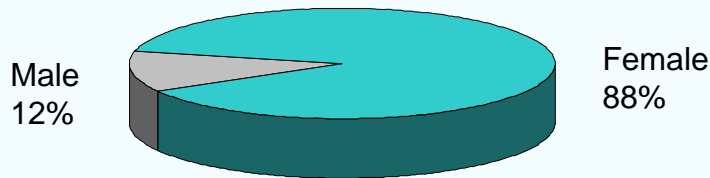
Q. Would you recommend information services (AKA librarianship) as a career to a young person just entering college?

Q. Would you choose this career again?

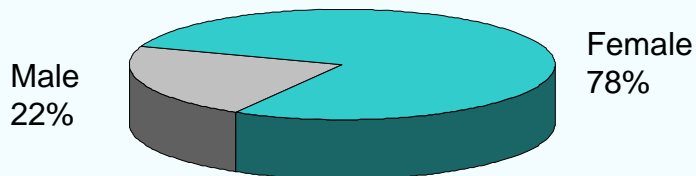
Gender

Male librarians are more likely to be found in academic libraries than publics.

Public Libraries

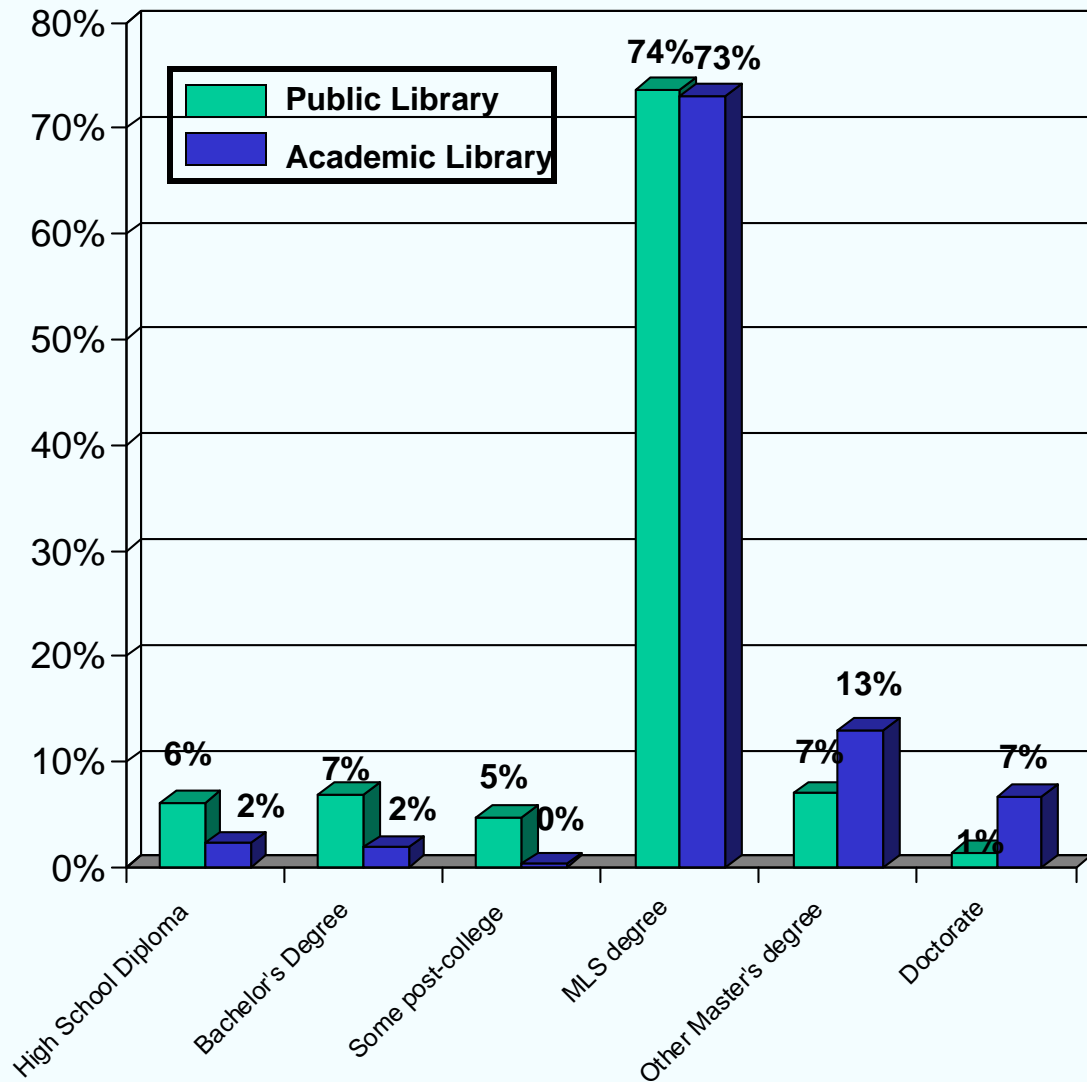


Academic Libraries



Education

93% of academic librarians and 82% of public librarians have earned an MLS degree or higher



Age

The average age for both public and academic librarian samples is 46.5 years old.

	Public Librarians	Academic Librarians
Under 30	10%	9%
30 to 39 years	20%	22%
40 to 49 years	21%	24%
50 to 59 years	39%	32%
60 or older	9%	13%

Q. What is your age?

Ethnicity

Nine-in-ten respondents are white, however academic libraries are slightly more diverse.

	Public Librarians	Academic Librarians
White (not of Hispanic origin)	92%	90%
Black (not of Hispanic origin)	2%	3%
Asian or Pacific Islander	2%	2%
Hispanic	1%	1%
Multiracial	1%	1%
Native American	0%	1%
Prefer not to answer	2%	2%

Q. Which ethnic group are you a member of?

Region

Most libraries are concentrated in the Midwest and Southern United States. Most of the public library respondents work in suburban areas, while the majority of academic librarians work in an urban setting.

	Public Libraries	Academic Libraries
Mid West	30%	26%
South	23%	27%
Middle Atlantic	16%	14%
Pacific	11%	14%
Southwest	8%	9%
New England	8%	7%
Mountain	4%	4%

