

FAST **FACTS**

Recent Statistics from The Library Research Service

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GIVE YOURSELF A LITTLE CREDIT, GET A LIBRARY CARD

In Colorado, public library cards are as prevalent as Visa credit cards. In 1996, Americans had over 200 million Visa credit cards. If Coloradans held a proportional share of those cards, there were an estimated 2.8 million Visa cards in the Centennial state. In 1995, Coloradans had 2.5 million library cards. If registration of new borrowers by the state's public libraries continued at the rate demonstrated between 1993 and 1995, the number of library cards in 1996 was 2.8 million.



Sources:

1. Tibbett L. Speer, *Credit-Card Mania*, **American Demographics**, December 1996, pp. 31-35.
2. **Statistics & Input-Output Measures for Colorado Public Libraries** (Denver: Library Research Service, State Library and Adult Education Office, Colorado Department of Education), 1993-95.
3. U.S. Bureau of the Census (<http://www.census.gov>).



THAT'S ENTERTAINMENT ... AND MORE!

Three times as many Coloradans say they visit one or more libraries at least once a month as attend movie theatres at least once a month. In 1996, 20 percent of American adults (ages 18 and over) reported going to the movies at least once a month. Presumably, Coloradans are typical in this regard. The same year, 67 percent of Colorado adults reported visiting a library or libraries monthly--or more often.

Sources:

1. MGA Communications, **Library and Literacy Study** (Denver: Colorado Center for the Book), January 1997.
2. Tomorrow's Markets, *Going to the Movies*, **American Demographics**, December 1996, pp. 4-6 ff.
3. U.S. Bureau of the Census (<http://www.census.gov>).

Keith Curry Lance ■ Director ■ Library Research Service
201 East Colfax Avenue, Suite 309 ■ Denver, Colorado 80203-1799
Voice 303.866.6737 ■ Fax 303.866.6940 ■ E-mail <lance_k@cde.state.co.us>