The Television Viewing Habits of Librarians
METHOD

- E-mail survey
- October 2001
- 508 respondents
• 66% of library respondents watch TV regularly.

• The average number of programs watched per week was five.
Library Respondents’ Top Ten

1. West Wing (25.3)  6. Enterprise (11.3)
2. Friends (21.3)    7. Will & Grace (10.4)
3. ER (19.8)         8. Angel (7.9)
4. Law & Order (17.4) 8. Frasier (7.9)
5. Buffy the Vampire Slayer (13.4) 10. The Practice (7.6)
                              10. Survivor (7.6)
Public library respondents watched an average of 3.75 programs regularly; academic respondents averaged 3.88 programs.
Public

1. West Wing (24.8%)
2. ER (22.9%)
3. Friends (19.6%)
4. Law & Order (19.0%)
5. Enterprise (13.1%)
5. Will & Grace (13.1%)

Academic

1. West Wing (28.1%)
2. Law & Order (22.6%)
3. ER (21.1%)
4. Friends (17.6%)
5. Buffy the Vampire Slayer (16.6%)
<table>
<thead>
<tr>
<th>Administrators</th>
<th>Non-Admin</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. West Wing (34.1%)</td>
<td>1. West Wing (25.1%)</td>
</tr>
<tr>
<td>2. Law &amp; Order (20.5%)</td>
<td>2. ER (23.2%)</td>
</tr>
<tr>
<td>3. ER (19.3%)</td>
<td>3. Law &amp; Order (22.0%)</td>
</tr>
<tr>
<td>4. Friends (13.6%)</td>
<td>4. Friends (21.0%)</td>
</tr>
<tr>
<td>5. Buffy the Vampire</td>
<td>5. Buffy the Vampire Slayer (15.9%)</td>
</tr>
</tbody>
</table>
Where Librarians Differ from the General Public

- Buffy the Vampire Slayer
- Angel
- Enterprise
Librarian vs. Nielsen Ratings

Buffy
Librarians=5, Nielsen=82

Angel
Librarians=8, Nielsen=90

Enterprise
Librarians=6, Nielsen=66
“[Giles] was a great role model for information literacy.”

“I love science fiction, and have been a fan of all the Star Trek programs.”