



# SECONDARY NON-USER RESEARCH

## Information gathered via in-person interviews and the following sources:

- Boise Public Library Community Survey, March 2012
- Wisconsin Public Library – Attitudes, Opinion and Usage, July 2012
- PLA Webinar, November 2012
- PEW Research Center Internet & American Life Reading Habits, December 2011
- Canton Public Library Non-User Study, March 2003

## ■ 48111 Demographic Statistics

- Household Types
- Mature Market
- Economics
- Employment
- Education
- MOSIAC Profiles

## ■ VOC Research Findings

- Community
- The Entity
- Experience(s)

## ■ Secondary Non-User Research

### ■ User Profiles

### ■ Trends

- Societal/Cultural
- Industry
- Technology

# + Secondary Research Findings

## NON-USER



There are a variety of reasons why people do not patronize the library. In fact, there really isn't a "standard profile".

**Male - 50's - HS Diploma  
Single – Business Owner**  
*"I don't really have a need to go to the library. I don't see how or if it could help me with my business"*

**Female - 50's - College Educated  
Divorced – Grown Kids**  
*"I go either to Canton or the library near where I work. They are much bigger libraries and more convenient"*

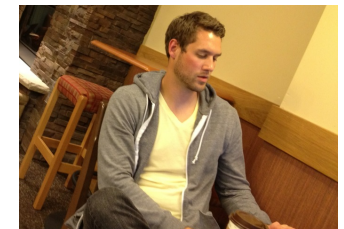
**Male - 20's - HS Diploma –  
Single - No Kids**  
*"I don't read much. Plus I don't have the time."*

**Male - 40's - College Educated  
Married - Teenage Children**  
*"Honestly I have more money than time right now. I buy what I want online when I want it."*

**Female - 80's - College Educated  
Widowed - Grown Kids**  
*"I'm a big reader and support the library. I just don't get out like I used to."*

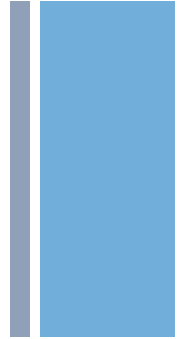
**Couple - 40's - College Educated  
Married – Young Children**  
*"We have computers at home and pretty much buy all of our books, videos and music online. We're a busy family and don't have much time."*

**Male - 30's – College Educated  
Single - No Kids**  
*"It's just not the place I would go to hang out and get work done. The internet is too slow."*



## + Secondary Research Findings

# NON-USER



## PERCEPTION

Non-users have a **lack of awareness** of what the library actually offers, thus creating a perception that it may not be of value to them.

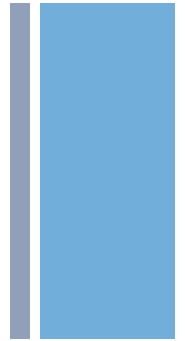
Interestingly, it usually isn't dissatisfaction that keeps people out of libraries. In general, people often have **had good experiences** and **express positive views** about the services and offerings of libraries.

However there are a few people that have **negative experiences** in the past which have created barriers, not knowing how/if libraries have changed over the years.

In addition, the current BADL library does not offer the **environment that would draw certain demographics**. More café', bookstore, technologically rich environments are becoming the norm.

## + Secondary Research Findings

# NON-USER



## ONLINE IMPLICATIONS

In today's busy world, many people are apt to say that they have “**more money than time**”.

They are using the internet to conduct research, buy books and videos, and connect with others.

It's clear is that access to information and making purchases online is often replacing the need to physically visit the library.

amazon.com<sup>®</sup>



hulu<sup>™</sup>

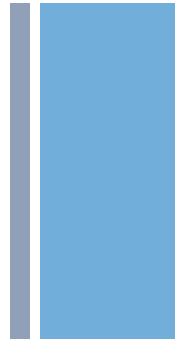
Google

bing<sup>™</sup>



## + Secondary Research Findings

# NON-USER



### NO LIBRARY CARD

One of the top reasons that people do not use the library is the simple fact that they **do not have a current library card**. There are non users that simply do not know what the library has to offer and/or how it can help them.

NOTE: Research indicates that people that “grew up” going to the library continue to be library patrons and raise their kids as patrons.

### ACCESSIBILITY

In addition to the above, there are non-users that simply do not have access to the library **due to the hours it is open**. Other non-users **visit other libraries** that are closer in proximity to home or work, have convenient hours and/or have “more stuff”. Still others **do not have transportation** or a way to physically visit the library.

## + Secondary Research Findings

# NON-USER



### Building ENGAGEMENT

- Communicating library and community happenings, programs and services and the value they provide.
- Reaching out to community members that do not currently have access (physical, online, library cards).
- Choosing technology and services that do not compete (but complement) online offerings.
- Providing key resources to the time-crunched masses.
- Creating a comfortable, inviting experience for all.