



a project of the
PewResearchCenter

A limited future for libraries?

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USC: The Future of Libraries: Do We Have Five Years to Live?

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RISING TO THE CHALLENGE

Re-Envisioning Public Libraries

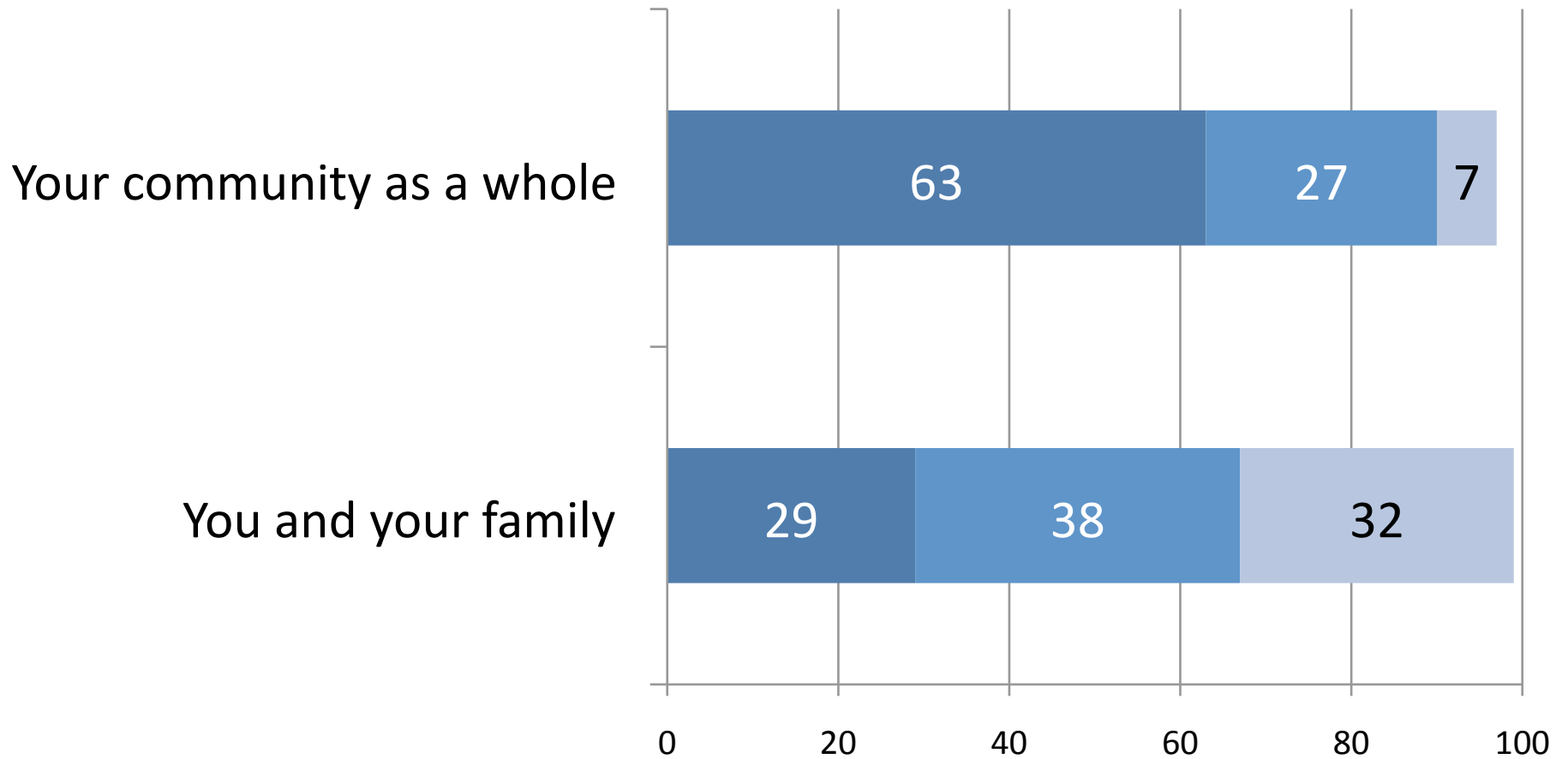



THE ASPEN INSTITUTE
Communications and Society Program

<http://bit.ly/1w5YIE7>

If your local public library CLOSED, would that have a MAJOR impact, MINOR impact or NO IMPACT on ...

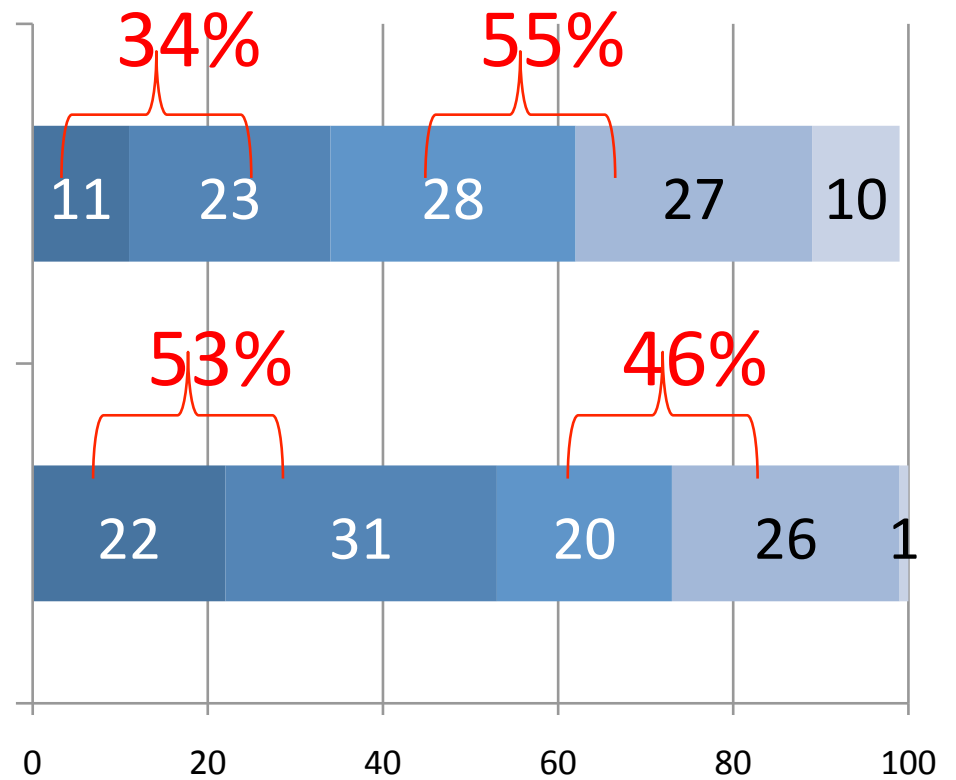
■ major impact ■ minor impact ■ no impact



■ Strongly agree ■ somewhat agree ■ Somewhat Disagree ■ Strongly Disagree ■ don't know

Public libraries have NOT done a good job keeping up with new technologies.

People do NOT need public libraries as much as they used to because they can find most information on their own.



- There are lots of folks who are not regular library users
- New technology is not changing that basic fact – in other words, you are not necessarily bringing in new patrons to restock the pond

Library users

		% who have visited a library or bookmobile in person in the past 12 months
All Americans ages 16+		48%
a	Men	45%
b	Women	50%
Age		
a	16-17	59% ^{bcd}
b	18-29	48% ^e
c	30-49	52% ^{de}
d	50-64	46% ^e
e	65+	39%
Education attainment		
a	No high school diploma	34%
b	High school grad	39% ^a
c	Some College	51%
d	College +	58%
Parent of minor		
a	Parent	55%
b	Non-parent	44%

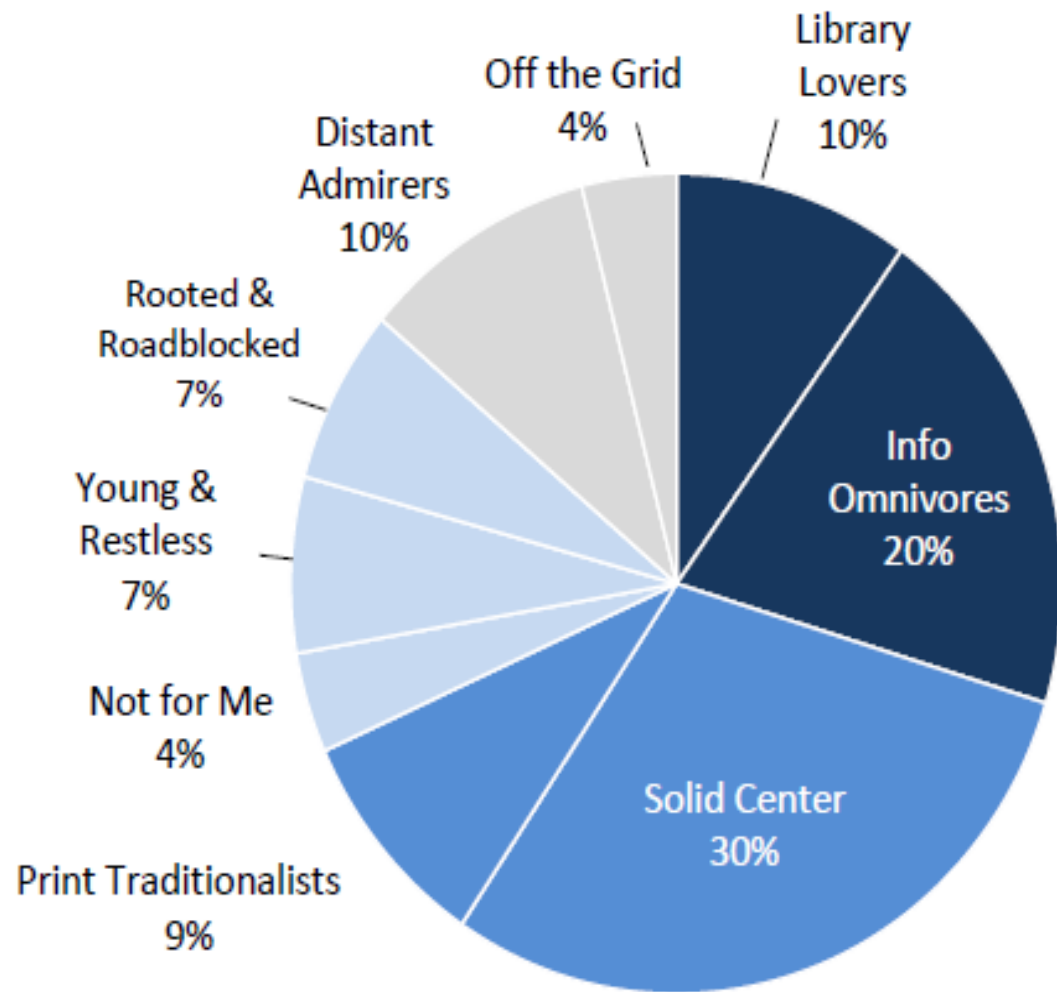
Who uses library websites

		% who have ever used a library website <u>in the past 12 months</u>
All Americans ages 16+		30%
a	Men	26%
b	Women	34%
Age		
a	16-17	35% ^{de}
b	18-29	36% ^{de}
c	30-49	35% ^{de}
d	50-64	28% ^e
e	65+	17%
Education attainment		
a	No high school diploma	10%
b	High school grad	28% ^a
c	Some College	34%
d	College +	45%
Parent of minor		
a	Parent	37%
b	Non-parent	27%

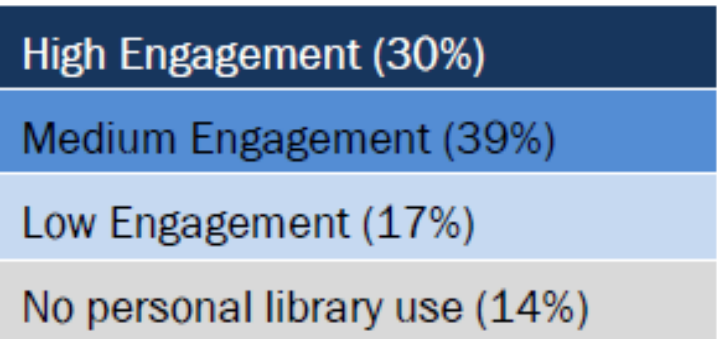
There is a truly detached population out there that matters to you



- 44% say no one else in their households uses the library
- 39% don't have library cards
- 32% say if local library closed it would not have any impact on them
- 20% never remember family members visiting library when they were growing up
- 16% have never visited a library
- 19% didn't read a book in past 12 months
- 9% say they don't know where the nearest library is



By level of engagement with public libraries:*



<http://www.pewinternet.org/2014/03/13/library-engagement-typology/>



Many of their patrons and biggest fans can't answer the Marvin Gaye question ...

What's going on?

- 23% say that they know all or most of the services their libraries offer
- 47% say they know some of what their libraries offer
- 30% said they know not much or nothing at all of what their libraries offer

Gap between current users and future changes

- Current users are more likely to think current programs work and matter
- Non-users are more likely to think future changes will be improvements

Move some print books and stacks out of public locations to free up more space for things such as tech centers, reading rooms, meetings rooms, and cultural events

■ Should definitely do ■ Should maybe do ■ Should definitely not do



Less active library users, men, Af-Amer, Latinos, teens, less education, lower income HH, no computer

18-29 yr olds, smartphone owners, know less about libraries, whites

Internet users, more active / knowledgeable patrons, whites, those over 50, higher income HH, full time workers, parents of tweens, computer owners, heavier book readers (including e-book readers)

Thank you!