



Love

Library Services Quantitative Research Report

March 2024



Takeaways

- Respondents favored neighborhoods with both types of housing (single-family housing over high-density), schools, and parks as locations they would want next to a library, there wasn't much discrepancy in these top locations amongst card holders vs. non-card holders and households with children under the age of 18 and households without children under the age of 18.
- Features that were most desired were computers and printing/faxing, comfortable seating, quiet study rooms, and accessibility resources. Respondents really valued the in-person experience of libraries. Services that were most desired were physical books and on-site librarians.
- When asked an open-answer comment for what programs people think most libraries offer to the public – book borrowing, computers/internet, and digital media were the most common answers.
- Non-library card holders viewed libraries as more of a form of education than library card holders. Library card holders viewed libraries as mostly equal between a form of education and entertainment. Respondents with children in the household had slightly higher perceptions of libraries as a form of education than those without children in the household.

Research Objectives



Research Objective #1

What neighboring locations or features would be ideal next to a new library in West Valley, what is preferable to the general population (and regular library attendees), and what external factors are driving their opinions?

Research Objective #2

What features, amenities, or qualities in a new library are most desired by the general population (and regular library attendees)?

Research Objectives



Research Objective #3

What do people know and potentially not know about libraries and the services they provide to the community?

Research Objective #4

Last, what are the reasons why residents and communities answered the way they did in relation to research objectives 1 through 3 and are there any latent demographic or psychographic correlators to explain the findings unearthed over the course of this study.

Distribution Parameters



Distribution: A hybrid approach between Qualtrics reaching the general population of West Valley (via panel-based methods) was blended with distribution from the Library services card-holder list.



Geo's: West Valley, Utah



Respondents: 472 completed responses



Timing: March 2024

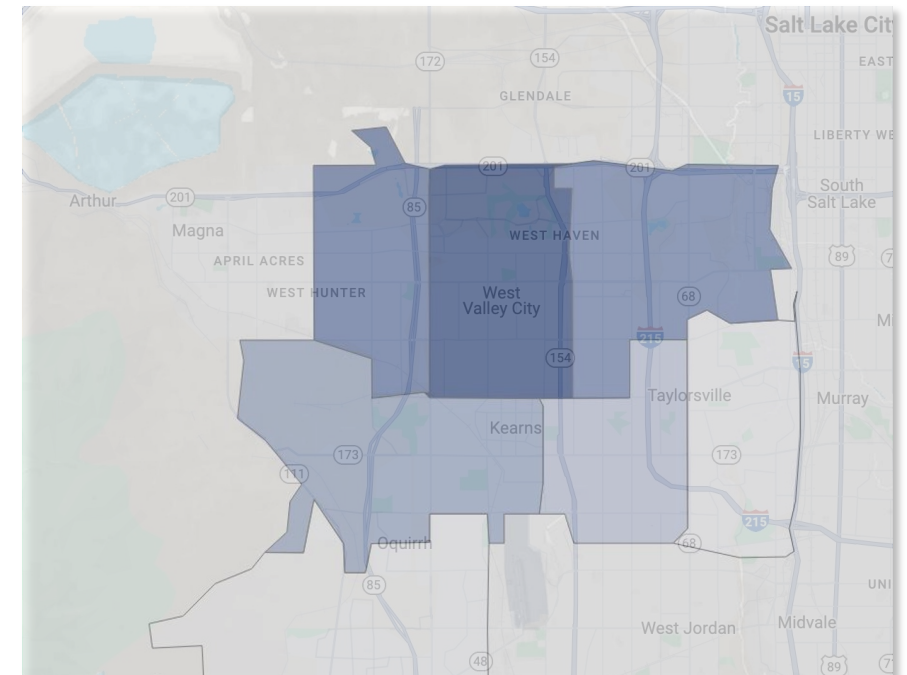
Screeners & Quotas

Geography

To meet our quota, we restricted our respondents to residents in Utah, and then additionally used a zip code qualifier to get West Valley residents.

Our primary focus for zip codes were 84119, 84120, 84128, 84118 and a majority of our responses came from there. Any outliers were checked for proximity to the area and attendance of the libraries in the area.

The image on the right is a heat map showing the distribution of those respondents in Utah (unweighted).



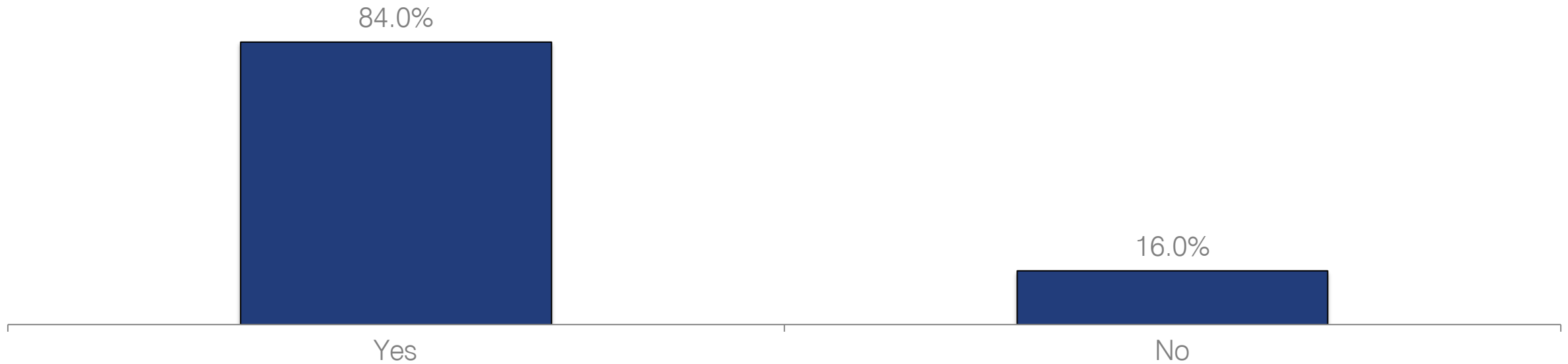
Library Attendee Questions

Library Card Holders

84% of our respondents had a library card.

Do you currently have a library card?

■ % of Respondents



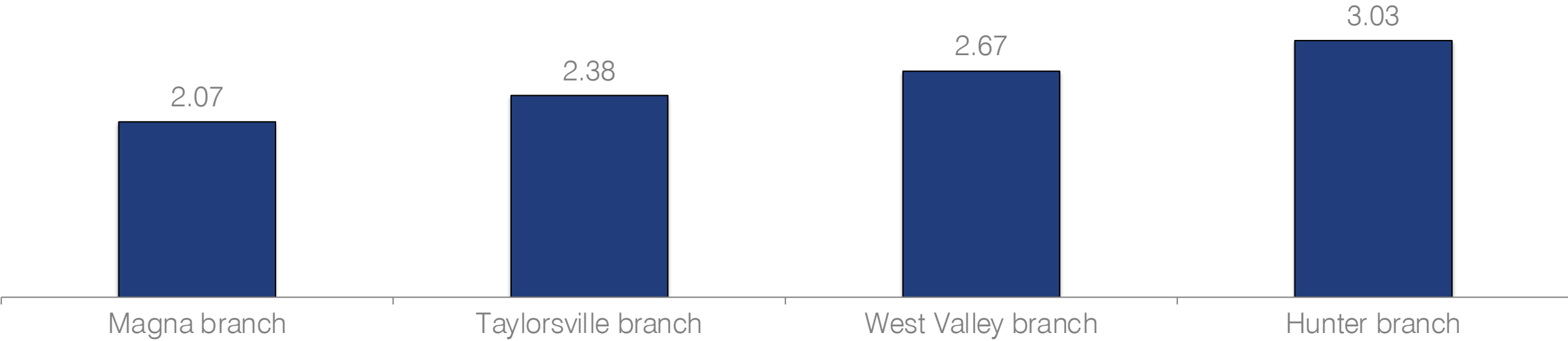
Library Attendee Questions

Library Branch Frequency

The graph below shows the mean of responses. The higher the mean the better. Respondents visited the Hunter branch most often and the Magna branch the least often.

How often do you go to each of the following libraries?

■ Mean of Responses (1 to 5 Scale)

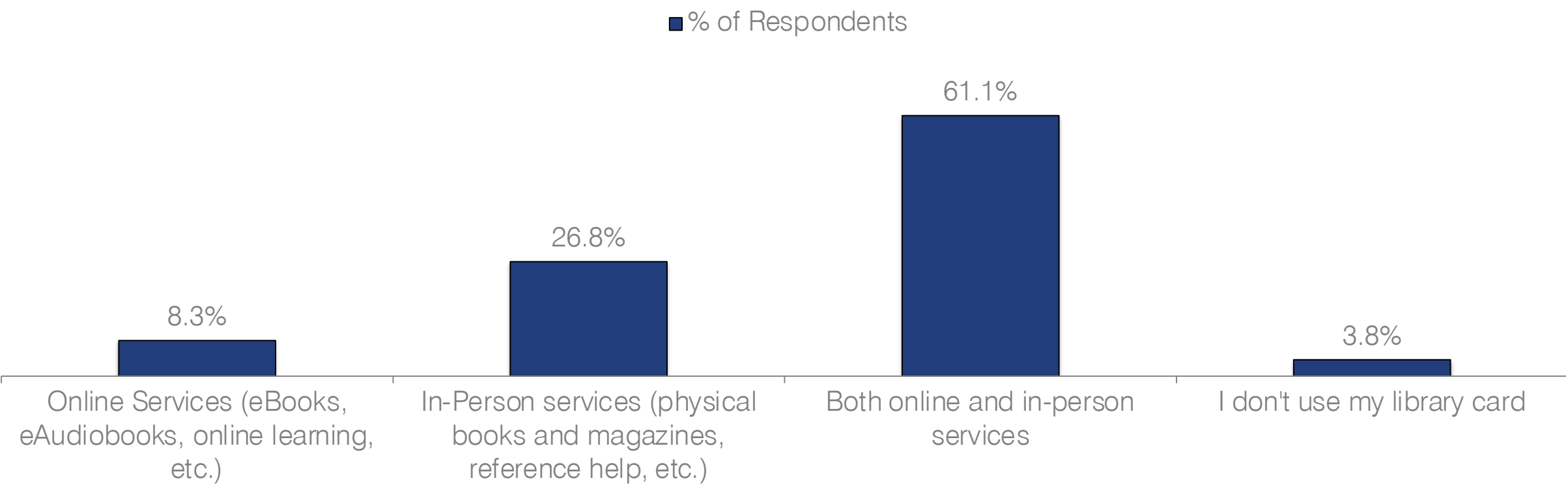


Library Attendee Questions

Online vs. In-person Services

61% percent of respondents use their library card for both online and in-person services.
3.8% of respondents don't use their library card at all.

Do you use your library card for online services, in-person services, or both?



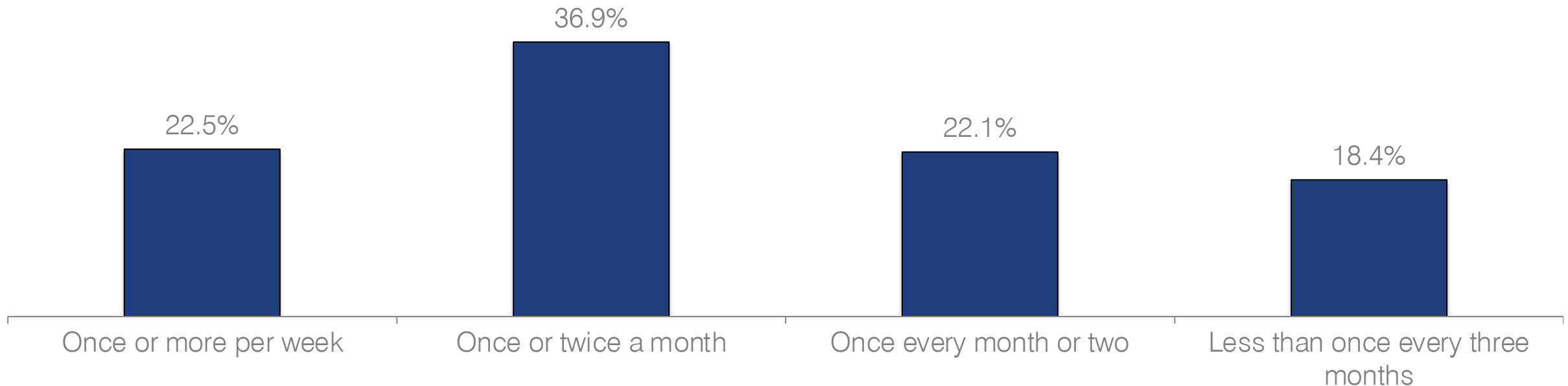
Library Attendee Questions

Library Visit Frequency

When asked how often our respondents visit libraries, once or twice a month was the most selected at around 37%.

How often do you visit libraries?

■ % of Respondents

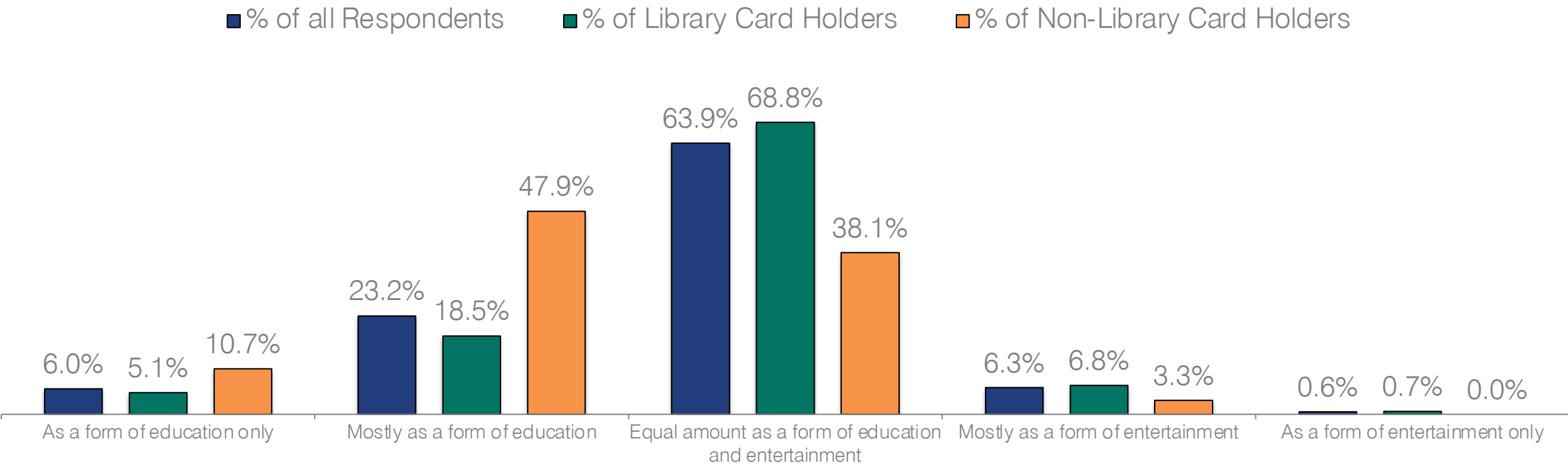


General Questions

Library Perception by Library Card Hold Status

Around 48% of non-library card holders saw libraries as mostly a form of education compared to only 18.5% of library card holders.

Do you view libraries as more of a form of education, or as a form of entertainment?



*The higher the mean the more important it was to respondents.

Q: Below is a list of services for a library, on a scale from 1 to 7, how important do you think it is to have these features in a library?

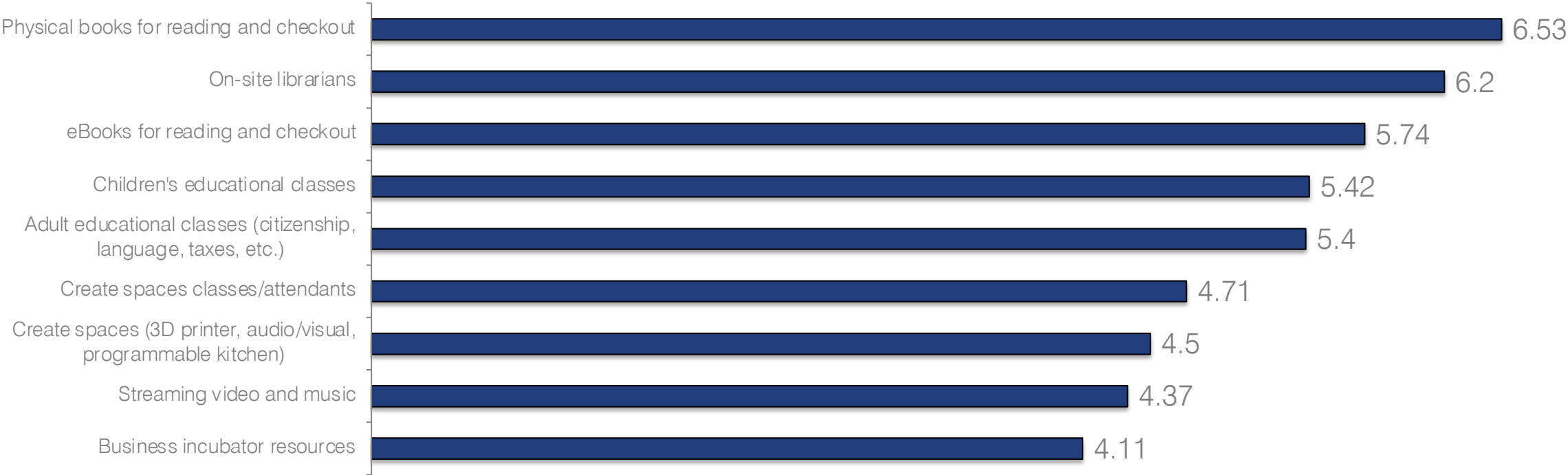
General Questions

Library Services

When we asked respondents how important each of these services was in a library, physical books for reading and checking out, on-site librarians, and eBooks for reading and checkout were the most important.

How important do you think it is to have these services in a library? (1 to 7 Scale)

■ Mean of Respondents



General Questions

Library Services Ranked

When we asked respondents to rank the same services, physical books for reading and checking out, on-site librarians, and eBooks for reading and checkout were the top three.

Library Services Ranked	Mean of Respondents
Physical books for reading and checkout	1.98
On-site librarians	2.58
eBooks for reading and checkout	3.66
Children’s educational classes	3.86
Adult educational classes (citizenship, language, taxes, etc.)	4.08
Create spaces (3D printer, audio/visual, programmable kitchen)	4.78
Streaming video and music	5.05
Create spaces classes/attendants	5.37

*The higher the mean the more important it was to respondents.

Q: We now want you to think about the places a library could be physically located next to. On a scale of 1 to 7, please rank how desirable you think each of the following would be in close proximity to a library.

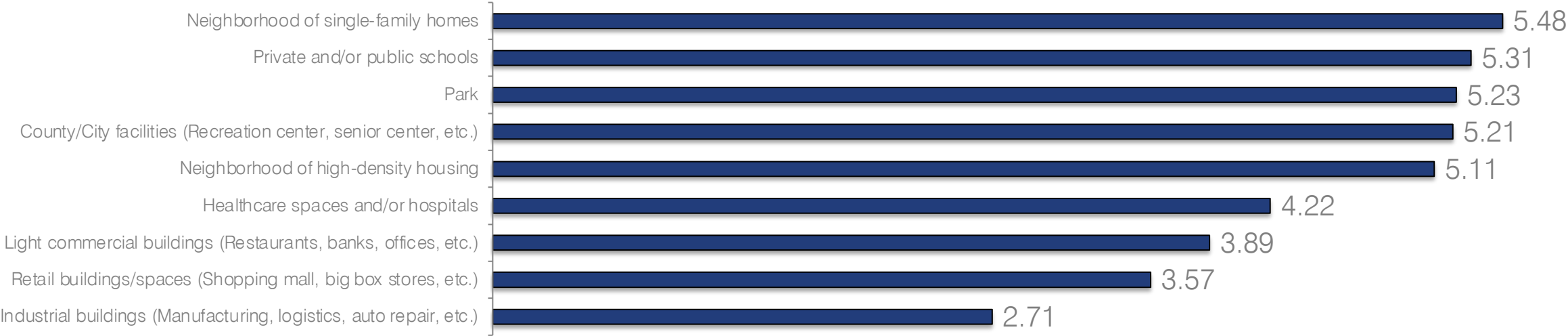
General Questions

Library Location Proximity

When we asked respondents how important each of these places was in proximity to a library, neighborhoods of single-family homes, private and/or public schools, and parks were the most important.

*How desirable you think each of the following would be in close proximity to a library.
(1 to 7 Scale)*

■ Mean of Respondents



Library Location Proximity Ranked

When we asked respondents to rank the same places, neighborhoods of single-family homes, neighborhoods of high-density housing, and parks were the top three.

Library Location Proximity Ranked	Mean of Respondents
Neighborhood of single-family homes	2.48
Neighborhood of high-density housing	2.70
Park	2.88
Private and/or public schools	2.91
County/City facilities (Recreation center, senior center, etc.)	3.15
Light commercial buildings (Restaurants, banks, offices, etc.)	4.18
Industrial buildings (Manufacturing, logistics, auto repair, etc.)	4.49
Retail buildings/spaces (Shopping mall, big box stores, etc.)	4.73

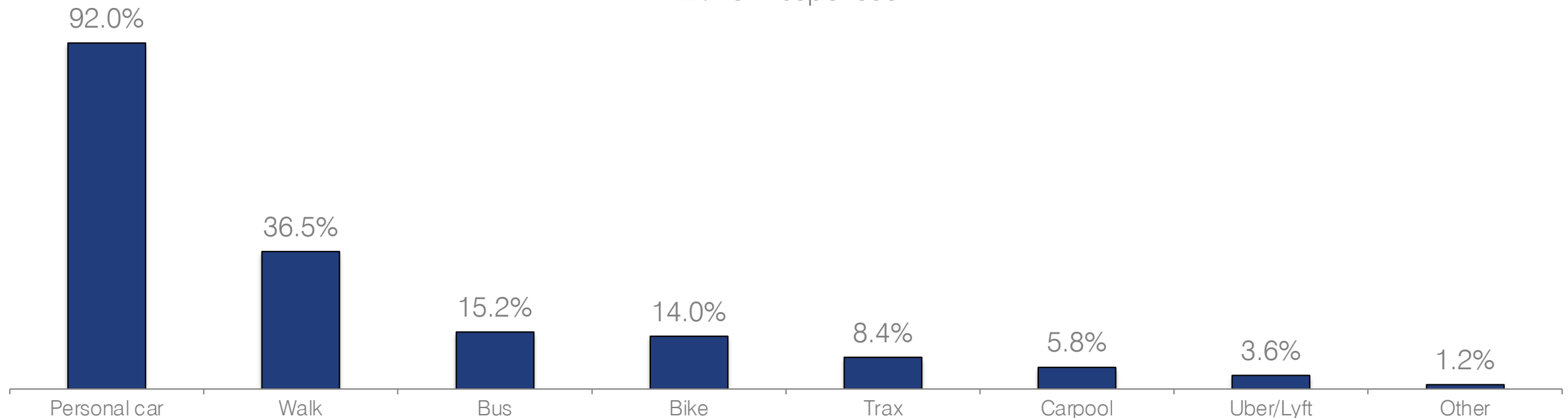
General Questions

Transportation Methods

Personal car was the method of transportation used most often to travel to spaces within West Valley at 92%, followed by walking.

What methods of transportation do you normally use to travel to spaces within West Valley City?

■ % of Responses

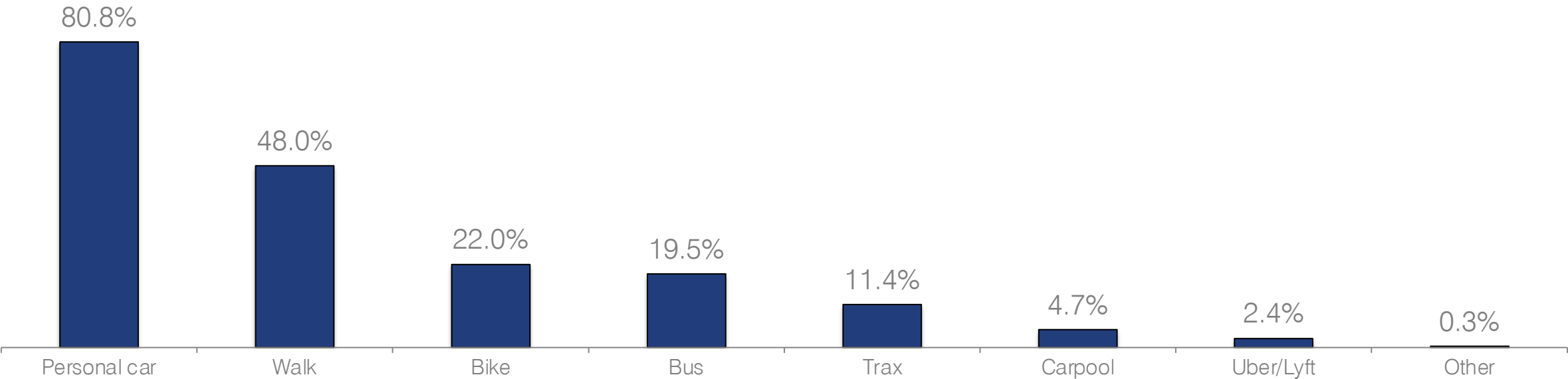


Transportation Methods Preferences

When we asked respondents what method of travel they would prefer to use to travel to spaces in West Valley, we saw personal car drop down to around 81%. Walking, biking, and using the bus all increased.

What methods of transportation would you prefer to use to travel to a new library branch in West Valley City?

■ % of Responses



*All you
is need
Love*

