WHY USERS COME TO THE LIBRARY

A Case Study at a Mid-Sized State Institution

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Bowling Green State University
What is the initial destination of patrons as they enter the building?

Do patrons come to the library for more than one reason?

What are the primary purposes that patrons use the Library?
The three of us were located strategically on the first floor to allow for visibility of destinations of all patrons entering the library.

Observations were recorded over six one hour periods. Peak dates were selected based on library gate counts.

A total of 1341 observations were recorded following testing of method & instrument.
<table>
<thead>
<tr>
<th>Lobby Observations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lab Computers</td>
</tr>
<tr>
<td>Stand-up Macs</td>
</tr>
<tr>
<td>Table</td>
</tr>
<tr>
<td>Comfy Seating</td>
</tr>
<tr>
<td>Wavy Table</td>
</tr>
<tr>
<td>Learning Commons</td>
</tr>
<tr>
<td>Ref Stacks/Newspapers</td>
</tr>
<tr>
<td>Copiers/Scanners</td>
</tr>
<tr>
<td>Tower</td>
</tr>
<tr>
<td>Cafe-side entrance</td>
</tr>
<tr>
<td>Restrooms</td>
</tr>
<tr>
<td>Gov Docs/Serials</td>
</tr>
<tr>
<td>Other</td>
</tr>
<tr>
<td>Notes</td>
</tr>
</tbody>
</table>
Atrium Observations

- Stacks
- Comfy Seating
- Cafe (front entrance)
- Tour Group
- Other

- Table
- Circulation
- Reference Desk
- Other
- Notes

powered by QuickTapSurvey
<table>
<thead>
<tr>
<th>Stacks</th>
<th>Computers</th>
</tr>
</thead>
<tbody>
<tr>
<td>142</td>
<td>125</td>
</tr>
<tr>
<td>STAC</td>
<td>Table</td>
</tr>
<tr>
<td>Comfy Seating</td>
<td>PCR</td>
</tr>
<tr>
<td>Other</td>
<td>Notes</td>
</tr>
</tbody>
</table>
We first tested the method and instrument with student employees and staff prior to administering the short survey. We collected responses for one hour after each observation period, for a total of six hours.

We received a total of 219 responses. Most surveys were completed in under one minute.
What floor was your initial destination in the library today?

<table>
<thead>
<tr>
<th>1st floor</th>
<th>2nd floor (CRC)</th>
</tr>
</thead>
<tbody>
<tr>
<td>3rd floor (Music)</td>
<td>4th floor (Pop Culture)</td>
</tr>
<tr>
<td>5th floor (Archives)</td>
<td>7th floor</td>
</tr>
<tr>
<td>8th floor</td>
<td></td>
</tr>
</tbody>
</table>
Please mark ALL the destinations you visited on the 1st floor today.

<table>
<thead>
<tr>
<th>Book Stacks</th>
<th>Computers</th>
<th>Circulation/Checkout Desk</th>
</tr>
</thead>
<tbody>
<tr>
<td>Learning Commons</td>
<td>Reference(Ask Us!)Desk</td>
<td>STAC</td>
</tr>
<tr>
<td>Table seating</td>
<td>Comfy seating</td>
<td>Copiers/Scanners</td>
</tr>
<tr>
<td>Government Documents</td>
<td>Journals</td>
<td>Cafe</td>
</tr>
<tr>
<td>Room 142</td>
<td>Room 125</td>
<td>Pallister</td>
</tr>
<tr>
<td>Reference Stacks</td>
<td>Newspapers</td>
<td>Other</td>
</tr>
</tbody>
</table>
What was your primary purpose for visiting the library today?

- Studying (solo)
- Studying (group)
- Library materials
- Computers
- Research assistance
- Learning Commons
- Scanning/copying/printing
- Technology Assistance/STAC
- Class visit
- Class in 125
- Food/drink
- Work
- Other
What is your role here at the university?

- Undergraduate Student
- Graduate Student
- Faculty/Staff
- Other
What is your major/area of study?

| Accounting                  |
| Actuarial Science          |
| Africana Studies           |
| Allied Health              |
| American Culture Studies   |
| Apparel Merchandising and Product Development |
DESTINATIONS: LIBRARY UNITS AND NON-LIBRARY UNITS

Observation: Initial Destination
(N=1341)

- Library Functions, Services & Spaces: 61%
- Non-Library Units: 39%

Exit Survey: All Destinations
(N=262)

- Library Functions, Services & Spaces: 67%
- Non-Library Units: 33%
NON-LIBRARY UNITS DO NOT ECLIPSE THE USE OF LIBRARY UNITS
THE MAJORITY OF USERS VISIT THE LIBRARY FOR ONE PURPOSE
TOP FIVE FIRST FLOOR DESTINATIONS

- Learning Commons: 28%
- Café: 13% (Observation), 9% (Exit)
- Lobby Computers: 13% (Observation), 11% (Exit)
- Circulation Desk: 11% (Observation), 10% (Exit)
- Seating: 21%

Observation (N=1106) vs. Exit (N=262)
FIRST FLOOR DESTINATIONS BY FOUR GROUPINGS

- Services: 43% Observation (N=1106) vs. 32% Exit Survey (N=262)
- Spaces: 37% Observation (N=1106) vs. 33% Exit Survey (N=262)
- Technology: 15% Observation (N=1106) vs. 26% Exit Survey (N=262)
- Library Collections: 5% Observation (N=1106) vs. 8% Exit Survey (N=262)
OBSERVATION: INITIAL DESTINATIONS (N=1106)

SERVICES 43%
- Learning Commons (65%)
- Circulation Desk (26%)
- Reference Desk (6%)
- STAC (1%)
- ITS Consultant (1%)
- Vending Machines (1%)

SPACES 37%
- Café (34%)
- Seating (29%)
- Restrooms (22%)
- Classroom 125 (15%)

TECHNOLOGY 15%
- Lobby Computers (92%)
- Open Computer Lab 142 (6%)
- Copiers/Scanners (2%)

LIBRARY COLLECTIONS 5%
- Main Stacks (40%)
- Government Documents/ Journals (39%)
- Reference Stacks/ Newspapers (21%)
EXIT SURVEY: ALL FIRST FLOOR DESTINATIONS (N=143)

**Spaces 33%**
- Seating (65%)
- Café (28%)
- Classroom 125 (8%)

**Services 32%**
- Learning Commons (64%)
- Circulation Desk (30%)
- Reference Desk (5%)
- STAC (1%)

**Technology 26%**
- Lobby Computers (84%)
- Copiers/Scanners (10%)
- Open Computer Lab 142 (6%)

**Library Collections 8%**
- Main Stacks (59%)
- Reference Stacks/Newspapers (23%)
- Government Documents/Journals (18%)
INCREASE STUDY SPACE
COMPUTERS ARE STILL NEEDED
LIBRARY COLLECTIONS ARE A PRIMARY PURPOSE
What is the initial destination of patrons as they enter the building?

Do patrons come to the library for more than one reason?

What are the primary purposes that patrons use the Library?
THANK YOU

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