

# JEFFERSONVILLE TOWNSHIP PUBLIC LIBRARY

*From Spring 2012 through the Winter of 2013, the Applied Research and Education Center interviewed library non-users to assess reasons for non-use, preferred media, current services of interest and potential services to attract non-users to the library. The findings suggest the intersection of technological advancements and demographic shifts create new opportunities for the Jeffersonville Township Public Library to function as an active community space and to reach more patrons through the virtual library.*

*Assessment of  
Non-use*



## **APPLIED RESEARCH AND EDUCATION CENTER**

INDIANA UNIVERSITY SOUTHEAST

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The Applied Research and Education Center (AREC) is an outreach project of Indiana University(IU) Southeast. The AREC provides research, consulting and technical assistance to nonprofit organizations, government agencies and local businesses. The student staff enhances classroom learning through applied research projects as it actively engages every stage of each community-based project. The AREC combines learning, teaching and doing to support and empower community organizations in the IU Southeast service region.

## Executive Summary

People need up-to-date information to compete in the job market and to engage as citizens. Clark County, Indiana has an unemployment rate of 8.9%<sup>1</sup> and in 2011 the Census Bureau estimated that 13.0% of Clark County residents lived in poverty.<sup>2</sup> At a time when so many are struggling financially, public libraries can provide essential services and access to valuable information. Unfortunately, studies consistently show that libraries are most used by educated middle class individuals.<sup>3</sup> While these residents enjoy the services provided by their local libraries and are often avid supporters, the public library's potential leverage for impact is greatest among residents who, according to the literature, seldom use their services: people with lower levels of education and income.<sup>4</sup> This may be attributable to the fact that people perceive libraries as providers of books, and those with lower education and income levels may not be regular readers. Books can certainly provide great benefits to this population, but the library's extensive information services beyond their print collection have the potential to open up valuable avenues for education, training, access to information on employment opportunities, and community enrichment. In order to increase library use, however, we need to understand why some people do not use the library, what current services interest non-users, and what additional services might bring them in the door in the future.

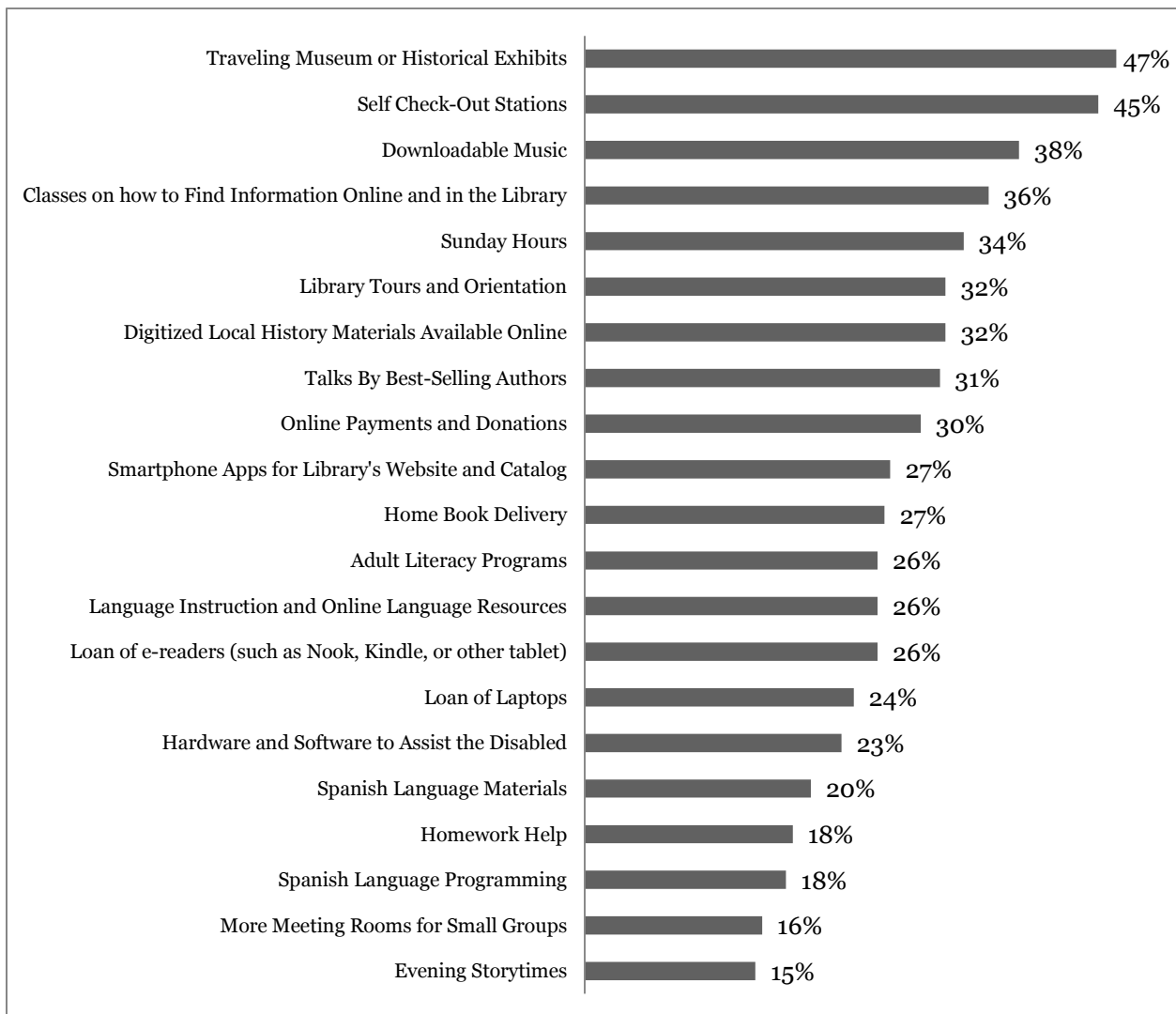
The Applied Research and Education Center engaged three data collection strategies for the "Assessment of Library Non-use at the Jeffersonville Township Public Library": an online survey, face-to-face survey interviews in public locations, and a telephone survey targeting census tracts with low cardholder rates. We invited more than 3,000 individuals who have some relationship to the library, but no activity in the last year to participate by e-mail; we called 651 randomly sampled individuals with phone numbers located in census tracts with low user rates, and we interviewed respondents at the Clark County Government Building, laundromats, bus stops and the farmers' market. We received 430 responses, but only 176 have not used Jeffersonville Township Public Library (JTPL) in the last year and are not served by another library. The following reports descriptive statistics for non-users with particular attention to the central research questions:

- Why do some residents not use the public library?
- What would it take to get non-users to use the library?
- Are non-users aware of the programs, resources and services available at the library? If so, how do they hear about the library and other community programs and events? How might JTPL better reach them with information about library programs?

The largest number of non-users cite time constraints as their reason for not using the library, followed by home access to computers, access to the Internet, and being unable to get there.

Books remain the media form of greatest interest to survey respondents, followed by DVDs and VHS tapes, e-books and periodicals. Among current services, the top three of interest to non-users are the low-cost book sale, genealogy resources, and assistance with finding and completing tax forms. Notary services follow closely behind these top three.

**Figure 1: Non-user Interest in Potential Services**



Potential new services that could attract non-users include traveling museum or historical exhibits, self check-out stations and downloadable music. Thirty percent or more of non-users

also expressed interest in the following: classes on how to find information online and in the library, Sunday hours, library tours and orientation to teach users how to navigate the library, digitized local history materials available online, talks by best-selling authors and online payments and donations.

Communications and public relations are essential to growing library use. Non-users are most likely to hear about library programs through word of mouth, the local newspaper, and radio announcements and advertisements.

In recent years, the library has seen visits to the library; program attendance and circulation grow while public computer use dropped. To some degree, these figures reflect broader economic and social trends that shape use. Based on these findings and a review of the literature on the future of public libraries, we recommend the library consider the following in their strategic planning:

- Improve communications through attention to a more user-friendly web site.
- More effectively market events and offerings, using radio and newspaper advertisements as well as e-alert systems.
- Increase programming for Hispanic family literacy and community.
- Pursue expanded outreach to the home- and institution-bound aging and/or disabled populations.
- Continue to offer and expand on programs and classes.

The 21<sup>st</sup> century library brings information to residents in their homes through Internet gateways to information beyond what they could access on their own; allows people to check out e-books without ever leaving their homes; delivers materials to our growing aging and disabled populations where they live; and hosts lively opportunities for community engagement, assistance and learning in centrally located public facilities. Today's librarian teaches the public how to access and use information in new and innovative ways. In order to bring new people into the library or its virtual space, the library must become visible and active in the community dialogue and must enthusiastically reach out to those they wish to engage through advertising, programs and policies that meet community needs.

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## Introduction

Public libraries are important community institutions whose form and function change with evolving needs and available technologies. Southern Indiana residents still use and want to use books, but many increasingly use the Internet for all their information and reading needs. E-readers and online e-book vendors fill a significant niche in the book market. While many households have their own Internet connection or are able to access the web from their phones, some continue to depend on free Internet access at their local public libraries.\*

Trying to define their appropriate role in a changing landscape, libraries now provide access to an extensive array of online resources and e-books, but the public continues to perceive the library simply as a collection of books. With so many changing dynamics at play, and an economy recovering from crisis, now is an important time for public libraries to assess the needs of citizens, determine an appropriate role and strategy for continued service to the community, and make sure that people from varied backgrounds and with diverse interests understand all that the 21<sup>st</sup> century library offers.

The following report presents findings from a survey of library non-users in and around Jeffersonville Township, Indiana. In general, people report time constraints, home Internet access, the shift to reading e-books purchased online from home, and mobility, disability and aging as responsible for their lack of use. A small contingent say they are not book people and therefore have no use for the library, and still others report that accrued fines have kept them from returning to the JTPL. In the face of all these deterrents, respondents consistently expressed surprise and interest in a wide range of media forms and services currently offered by the library, enthusiasm for potential programs, and a general sense that they simply do not hear much about what is going on at the library.†

The findings suggest the library is on the right path with its services, but needs to put significant effort into spreading the word about all it has to offer to area residents. In addition to a focus on public relations, our findings indicate there may be value in developing strategic plans that target:

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\* These numbers may be decreasing. According to the JTPL Indiana Public Library Report 2012, use of Public Internet computers decreased by 1.5% from 2011-2012. This may simply be an insignificant dip, but given increased access to the internet by phone, library leadership should watch these figures and follow industry discussion on trends in order to plan for resource allocation to public computers vs. other uses.

† An e-alert system went into effect during the course of this study. Early use focused on those who signed up on the web-site, but the distribution list has expanded. The system issues a monthly newsletter and then a mid-month spotlight on particular programs or events that may be of interest.

- the immigrant Hispanic community and those who serve them.
- the disabled.
- the home- and institution-bound aging population.

The increase in program attendance in recent years signals the potential in conceptualizing the library facility as a public commons that hosts a wide range of educational, vocational, creative and cultural activities.

### *Library Non-use in the Literature*

While very little research has been conducted on nation-wide library use and non-use, the research available suggests only a small minority of rightful users actually utilize their public library.<sup>5</sup> While there seems to be some disagreement about whether the blame truly lies with the libraries or with the underserved population, the fact is that far more people could benefit from using the library than actually do.

Some key demographic variables seem to be related to library use and non-use. The most common library users are middle-income white couples with young children, and adult students. Those with higher education and those living with a spouse are also more likely to make use of the public library. Sin and Sei-Ching (2008) found that low-income households, low-education households, ethnic minorities and the disabled are less likely to use the library even after controlling for other variables.<sup>6</sup>

Reasons for non-use cited in the literature include: lack of awareness that the library offers needed services, negative perceptions, and difficulties accessing the library, including disability and transportation concerns. Attempting to attract non-users to the library may present another problem: increased marketing may only bring current library goers in more often instead of bringing in new users.<sup>7</sup>

The Jeffersonville Township Public Library seeks to increase both cardholder and overall usage rates in the future. Because the majority of literature concurs that certain demographic variables affect library usage, we chose to focus on possible services and programming that could increase library usage and on methods of advertising programs and services that can reach the widest audiences with attention to demographic factors cited in the literature. Sridhar (1994) suggests that viewing the problem from a marketing perspective could be the answer. Libraries should use successful marketing strategies to pull in more users. Because the reasons for non-use of a library seem to reflect the population in which the problem exists, we start with an overview of



the characteristics of Jeffersonville Township and its library cardholders. We present findings from the survey and follow up on the findings with recommendations framed by current literature on the future of libraries.

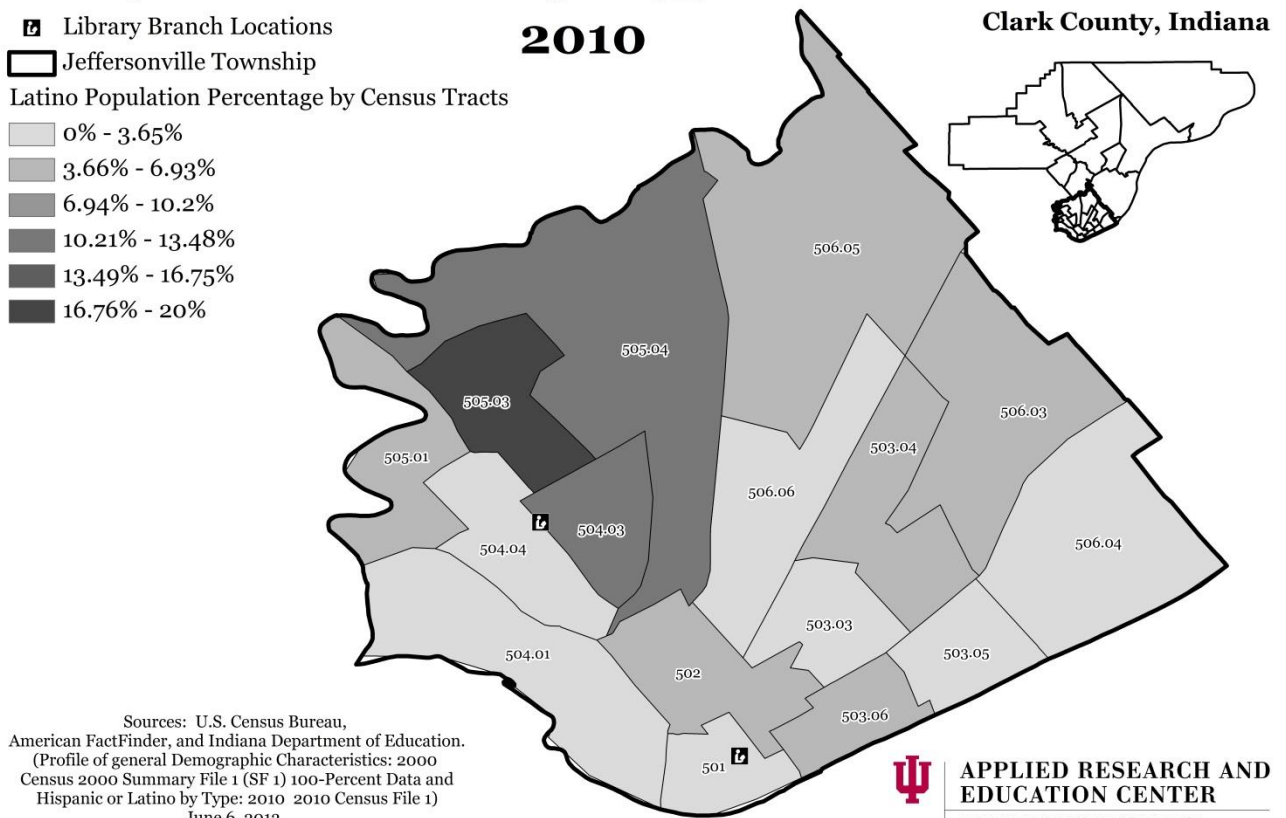
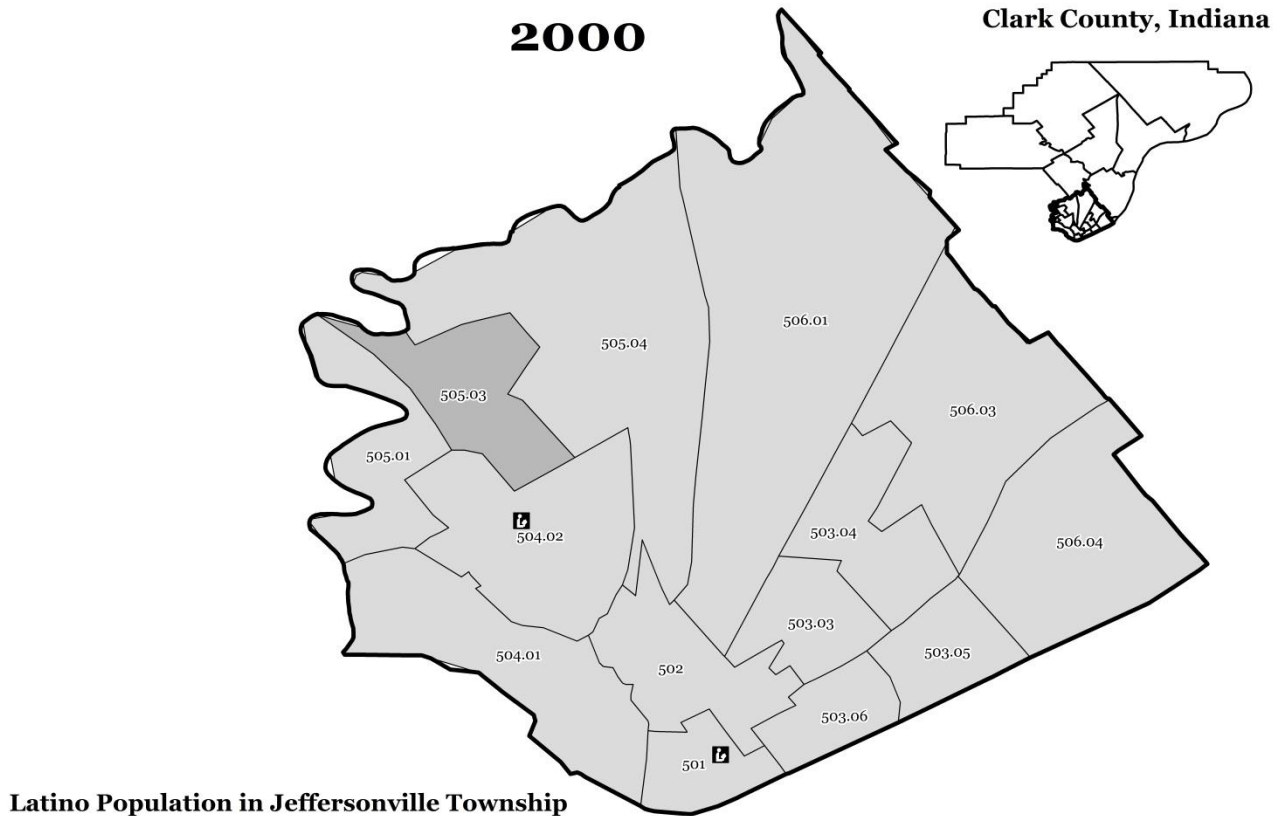
### *Community Profile*

The Jeffersonville Township Public Library (JTPL) officially serves a population of 59,062 residents. A full 56 percent of service area residents have library cards. Sixty-four percent of the population is aged 18 to 64 years. Another 22.3 percent of the population is under 18 years of age and 13.7 percent are aged 65 years or older.<sup>8</sup> A quarter of all households have related children under 18 living in them.<sup>9</sup>

The racial and ethnic makeup of Jeffersonville Township is more diverse than Clark County as a whole. Among Jeffersonville Township residents 80.8 percent identify themselves as “white only” compared to 87.7 percent for the county as a whole; 11.4 percent identify themselves as Black or African American, compared to 6.9 percent for Clark County; and 6.3 of Jeffersonville residents (of all races) identify themselves as Hispanic or Latino compared to only 4.9 percent of Clark County’s population overall.<sup>10</sup> Five percent of the population is foreign born and a full sixty-four percent of these residents entered the country since 2000. The immigrant community is comprised of people from different parts of the world, but it is worth noting that the Hispanic population of Clark County grew from 1.9 percent of the total population to 4.9 percent between the 2000 and 2010 decennial censuses (Figure 2).

In the 2006-2010 period, an estimated 16.6 percent of the Jeffersonville Township adult population (25 years or older) had not graduated from high school, 36 percent had graduated high school or received an equivalency degree and 16.5 percent had a bachelor’s degree or higher. These figures reflect no significant change in the portion of the population whose highest level of attainment is high school or an equivalency degree, but they do reflect a significant increase in the portion of the population with a bachelor’s degree and small increases in the portion of the population with associate’s degrees and graduate and professional degrees. The overall increase in education levels suggests a good environment for public library support while moderate poverty and unemployment suggest potential leverage points for the public library

**Figure 2: Change in Hispanic Population 2000-2010**



Sources: U.S. Census Bureau, American FactFinder, and Indiana Department of Education. (Profile of general Demographic Characteristics: 2000 Census 2000 Summary File 1 (SF 1) 100-Percent Data and Hispanic or Latino by Type: 2010 2010 Census File 1) June 6, 2013.

Nearly sixteen percent of the non-institutionalized population reported a disability, 42 percent of whom were 65 and over.<sup>11</sup> Median household income was \$42,244 and 14.1 percent of households had income below \$15,000 a year. These figures confirm the likelihood of demand for services for the disabled and income figures indicate the potential for Jeffersonville Township to reach populations where public libraries may have the greatest impact in bringing needed services to populations that would not otherwise have access.

## Methods of Research

The Applied Research and Education Center (AREC) collaborated with the Jeffersonville Township Public Library (JTPL) to design, administer, and analyze a survey of citizens in the library's service area (Jeffersonville Township) that do not use the library. JTPL recently surveyed users about their library use. AREC staff used that survey, along with findings from other studies of library use and non-use, as the basis for designing the non-user survey. The non-user survey asked some of the same questions as the user survey, but the research team also tailored the second survey to understanding the perceptions and needs of the non-user population. A full survey with frequencies and valid percents (i.e. the percent of those who responded to the question that provided a particular answer) appears in Appendix A.

The research team received permission from the Indiana University Southeast human subjects Institutional Review Board before administering the survey. We sent an e-mail to prospective participants asking them to volunteer to take the ten minute survey, where they were informed they must be 18 years or older and that all answers would remain anonymous. Researchers attached a link to the online survey. The survey included questions to determine if the participants live in the Jeffersonville Township area, how they hear about community events, which forms of media, services, and programs the participants would be interested in using and their primary reason for not using the library. AREC staff conducted surveys in Spanish as needed. The survey linked respondents to the library's website at the end of the survey, so respondents could find more information about current programs and services.

The Jeffersonville Township Public Library specifically asked for a study sampling only non-users who live in Jeffersonville Township. The JTPL defined non-users as those who had not used the library or its services in the past 12 months. The initial plan was to sample only those living in the township. While this boundary is politically meaningful to discussions of the tax support structure for the library, there is no theoretical reason to believe that library non-users

living just beyond the township boundaries are distinct from those living within the township boundaries (with the possible exception of transportation). With this in mind the team removed the restriction that all respondents must live within the township. Of those who responded to the survey, 77 percent said they lived in Jeffersonville Township, eight percent said they did not know if they lived in the Township and 15 percent indicated they did not live in Jeffersonville Township.

Many of the e-mail addresses for patrons with no activity in the last twelve months were no longer operative, some of them bounced back, and others likely landed in accounts no longer in use. The e-mail invitation directed respondents to follow a link to the online survey (Appendix B). In addition to these invitations, the JTPL and the City of Jeffersonville posted links to the online survey on their web sites. The AREC contacted a number of nonprofit organizations and asked that they share the survey invitation and link with their member lists. Two hundred thirty-eight individuals completed surveys using the online system. The remainder of respondents completed the surveys over the phone or in person.

Researchers used geographic data along with other library cardholder and user data to design an efficient and effective sampling strategy to capture non-users in JTPL's service area. Maps of cardholders indicated low cardholder rates in several census tracts. The research team purchased phone lists for these census tracts and randomly selected 661 phone numbers from the list of 5415 to be called for survey completion over the phone. The research team went through the phone list three times and collected 171 telephone surveys. Of the phone surveys, 115 were non-users.

In addition to online and telephone surveys, 21 respondents completed surveys on paper at the Clark County Government Building, in a local laundromat, at the Jeffersonville farmers' market and at a local nursing home. Fourteen of those that took the paper survey were non-users. The research team attempted to contact a service agency that works with the Hispanic community to arrange for some oversampling of Latinos, but did not receive a response.

In the end, the sample of usable surveys of library non-users included 176 respondents.

## Findings

### *Participants*

The Applied Research and Education Center used an e-mail list of library cardholders whose accounts showed no activity in the prior 12 months. Study participants were all over the age of 18. The AREC made the survey available in both English and Spanish in all survey platforms (online, over the phone and in person).

Survey responses and conversations with respondents confirm that most respondents live within the township (n=293), some do not (n=58) and a portion of respondents are not sure whether they live within Township boundaries (n=30). In order to instill confidence that responses were anonymous, the survey did not ask for street addresses, but did ask for zip codes. Of the 430 who began the survey, 64.2% live in the 47130 zip code (n=276), 15.3% live in the 47129 zip code and 19.1% live in some other zip code. Of those that are served by JTPL, but have not used the library in the past 12 months, 91.5% live in either the 47129 or 47130 zip codes. These findings suggest that the sample represents Jeffersonville Township.

Of those who responded to the question of whether they had a JTPL card, 55.7 percent said yes and 44.3 percent said “no,” which maps perfectly onto the library’s own data indicating that 56 percent of Jeffersonville Township residents have library cards. Of the 81 respondents who answered the question, 23.5 percent (n=19) said they were likely to obtain a library card in the future.

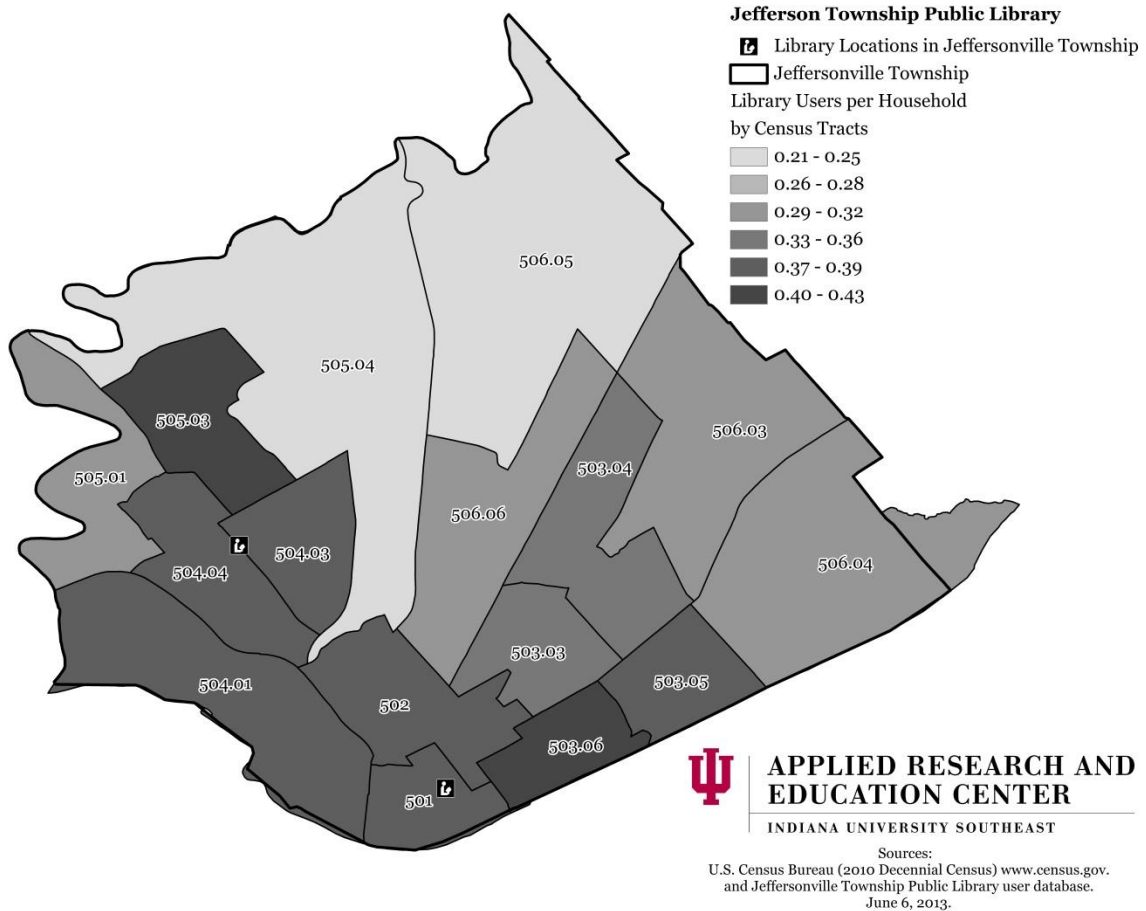
### *Jeffersonville Township Library Cardholders*

The research team does not have full demographic data for library card holders, but given the attention to demographic characteristics in the literature, the team used cardholder addresses and census tract data to get a sense of who the library serves.

The highest percentage of users live in Utica; a town within Jeffersonville, but outside of the township. This is a geographically large area compared to the Township and although there are greater numbers of users, they are more widely dispersed. Within Jeffersonville Township, the greatest number of users per housing unit is in tract 505.03 which is an area of Clarksville stretching from Greentree Boulevard to Blackiston Mill Road, to the West and from Potters Lane South to State Rd 131, also called Lewis and Clark Parkway (see figure 4). This is also the census tract with the highest percentage of people living below the poverty threshold, of those 18 to 24

years old with less than a high school education, and the second lowest median income compared to other tracts within Jeffersonville Township. The tract also has the highest percent

**Figure 3: Jeffersonville Township Public Library Cardholders per Household by Census Tract**



Hispanic population in Jeffersonville Township and Clark County (Figure 2). The combination of demographics and library use in this area of the township runs counter to the literature on library use and suggests that the library has assets to build on in attracting the non-user population in other areas of the Township. The high cardholder rates are likely attributable to the convenience of the Clarksville branch location.

The second greatest number of users per housing unit lies in census tract 503.06 which covers the area just east of the Jeffersonville Township Public Library main branch. The tract runs east from Wall Street to about Access Road and southeast from 8<sup>th</sup> Street to the edge of the Township

at the Ohio River. This tract has the fourth highest poverty rate and the second highest concentration of African Americans (17.68 percent). These findings provide a strong sense that JTPL may be reaching parts of the community that other libraries have a difficult time attracting.

### *Reasons for Not Using the Library*

The non-user survey asked respondents “What is your primary reason for not using the library?” The research team coded the open-ended responses to get a sense of common concerns. Of the 124 respondents who answered the question, 28.2 percent cited time constraints, 20.2 percent said home access to computer and Internet made visits to the library unnecessary, and 22.5 percent cited one of a number of reasons associated with mobility, health or age. The first two concerns (time and lack of necessity due to home computer and Internet access) suggest that increasing awareness of the services available through remote access from home may increase overall library usage. If people are using ereaders and downloading their books from online vendors, they may be very happy to download books for free through the library’s site. If working people have little time to get to the library, they may still benefit from using the library’s portal to access books and other resources from home during the time they have available.

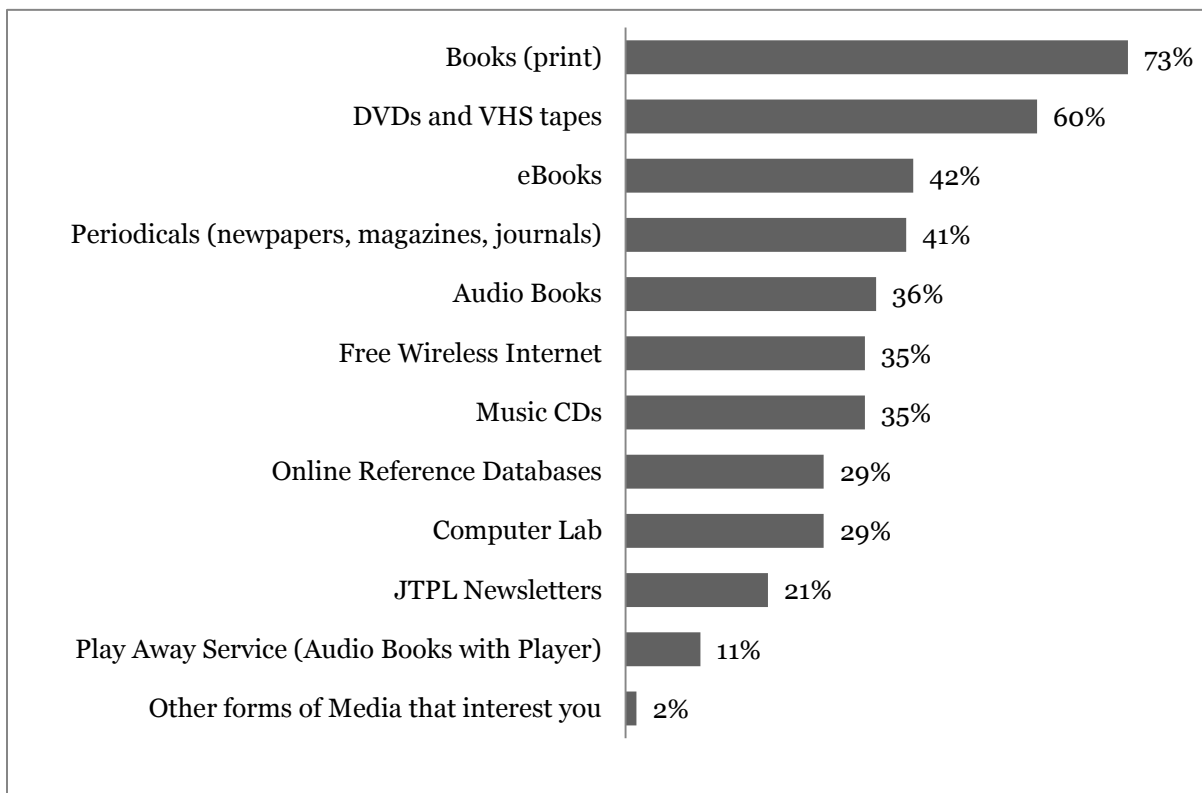
The barriers presented by limited transportation, mobility, disability and age point to a few key responses. Remote access to library services needs to be well-advertised so people know what they can access without having to worry about transportation. In addition, several comments and responses to lists of services and potential services suggest the library may need to invest in improving services for the disabled and increase outreach to those who are homebound or in institutions. Some spoke of partnerships that bring library resources to nursing homes, but as the aging and disabled populations increase, the library may want to think about directing more resources to expanding these efforts.

A few people simply said they were not book people. While the five individuals who mentioned this are not a significant portion of respondents, their comments reflect a prevalent yet dated image of what the library has to offer. This finding supports the notion that the library needs to more effectively communicate all that it offers.

### *Services of Interest to Non-users*

Among the forms of media currently available through the library, more than a fifth of non-users express interest in all items except the play away service. Despite a sense of the move away from books to electronic media, the largest share of non-users indicated an interest in print books (73 percent). Sixty percent indicated an interest in DVDs and VHS tapes and a smaller but still substantial portion of respondents marked e-books, periodicals, audio books, free wireless Internet and music CDs. User data confirm continued interest in the media forms the library provides: JTPL saw a 2.6 percent increase in circulation from 2011-2012. The literature on the future of libraries addresses the importance of free Wi-Fi as a public library service. The fact that only 35 percent of respondents indicated interest may reflect aspects of our sample. For example, individuals who only access the Internet through their phone may not see the need for this service and more generally, those without laptop computers or tablets are unlikely to be able to take advantage of the service.

**Figure 4: Media Forms of Interest to Non-users**

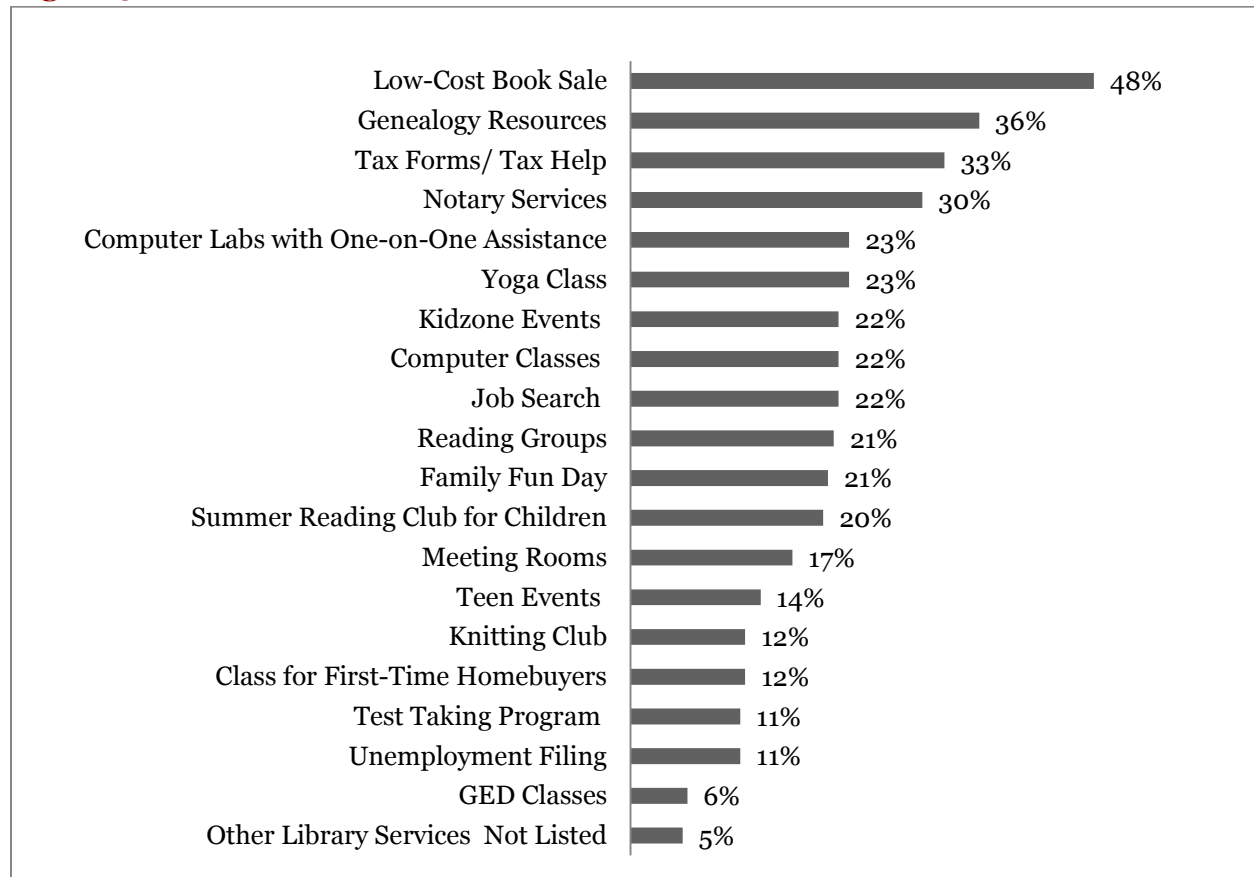


The findings suggest that continued attention to the quality of book and video selections is important even in the face of expanding demand for virtual services. Given feedback on



accessibility of media from home using the Internet, the ability to make audio books, music and video available from home through the library’s portal may be an area for potential growth as people move away from using separate devices for listening and viewing.

**Figure 5: Percent of Non-users Interested in Current Services**



When asked to indicate their interest in using current services, 48 percent of respondents indicated an interest in the low-cost book sale. The next group of services that received interest from a third or more of respondents includes: genealogy resources, tax forms/tax help and notary services. Many libraries capitalize on genealogy resources as they tend to attract a committed following of return customers. Again, residents may be even more likely to take advantage of these resources if they are able to access them from home, but they also remain a great way to get people in the building where other programs and services can be advertised and human connections can be made.

Assistance in finding and filing tax forms along with notary services suggest the potential to continue to bring people into the building to provide needed public services and support. People

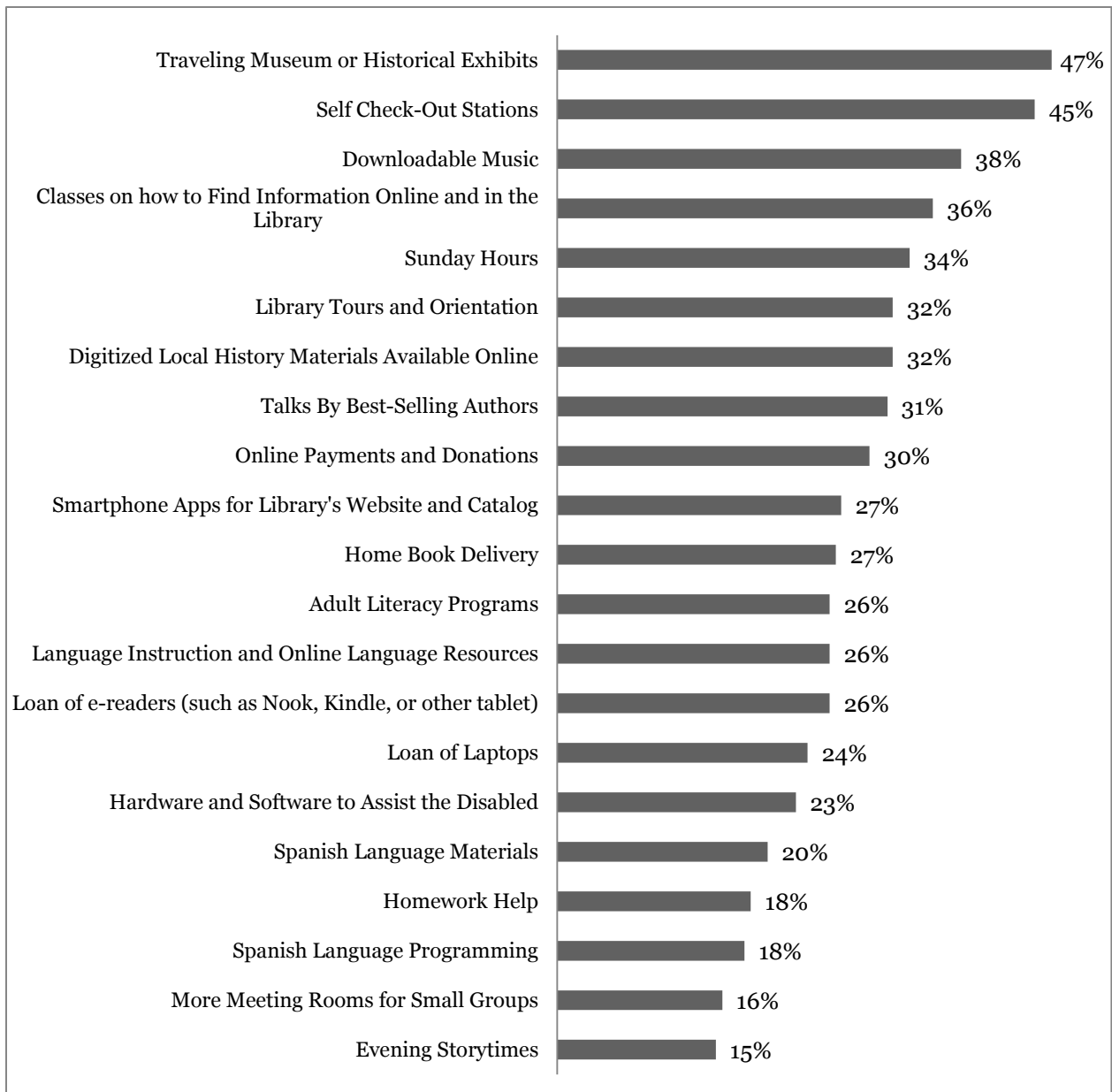
count on libraries to help them find tax forms. Online filing is increasingly common and assistance and facilitation in libraries may be able to move to this platform with workshops that assist citizens with understanding and filling out their tax forms, and provide computer work stations and Internet access for easy online filing. Both branches of the JTPL currently provide assistance for finding tax forms online. The Clarksville Branch also has volunteers who provide further assistance with filing. These findings suggest that both branches may have an audience for this assistance. The interest in this service combined with the increasing immigrant population may suggest the value of offering some of these services in Spanish and with an eye toward the particular tax issues that immigrants may have to manage in filing their returns.

Consistent with the demographics of the community, about one fifth to one quarter of respondents expressed interest in programming for children and teens. Because only adults were able to complete the survey, responses may not accurately reflect youth interest, but parent enthusiasm for children's programs is likely the deciding factor determining kids' attendance. These figures suggest that effective marketing may bring more users to library programs for children. Carr (2011) notes a role for libraries in organizing online gaming tournaments and providing space for children and teens to engage in safe online communities.<sup>12</sup>

The low response to GED classes may reflect a number of things: a relatively educated sample that has little need for GED classes or that other community organizations are effectively meeting demand for free GED classes. As long as there is steady response to GED classes, the library should continue to provide space and should find ways to advertise other programs, events and services that may be useful to the GED student population.

Presented with a substantial list of potential services, based on JTPL staff ideas and services that other libraries provide, more than a quarter of respondents expressed interest in two-thirds of these services. Of course, as with all of the services addressed on the survey, the power of suggestion makes people think about how useful services might be, but that does not mean that providing the services will bring people in the door or to the Library's web site. Still, the responses provide a guide to what might bring non-users to the library physically or virtually.

**Figure 6: Non-user Interest in Potential Services**



Traveling Museum and historical exhibits received the largest share of affirmative responses (47 percent) and 31 percent indicated an interest in talks by best-selling authors. These findings are very exciting as these are services that require people to show up at the library. If the library is able to use programs to bring people into the space, it provides an opportunity to showcase and advertise other services and demonstrate the lively character of the 21<sup>st</sup> century library. In order for such exhibits to be successful, the library needs to put time and resources into effective advertising.

Classes on how to find information also made the top five. While many respondents cited home Internet access as a reason for not using the library, they seem to recognize that they struggle to use the technology efficiently. Libraries can remain a primary resource for accessing information even as the public shifts to a home-based digital system. Worth noting is that classes and orientations for using the library received almost as much interest. People recognize that they have more information than ever before in our libraries and at their fingertips, but they may not know how to find information or may be frustrated by the inefficiency of their own efforts. Conversations with people suggest they really do not know very much about what is available in today's library and they need help learning what is there and how it can help them.

A few key structural items emerge in the data: self check-out and Sunday hours facilitate ease of use. The lack of Sunday hours makes it difficult for families with working parents to make library trips a part of their regular routine. Thirty-four percent of respondents said they were interested in Sunday hours. Families are busy with school, work and other activities Monday through Saturday. The library may want to consider closing at some other point during the week in order to accommodate providing Sunday hours.

Downloadable music is appealing as new technology means people are not checking CDs out at the library, but rather, would like to be able to download it to mp3 players, smart phones and iPods. Other services to manage the gaps left by rapidly advancing technology include the loan of ereaders (26 percent expressed interest) and the loan of laptops (24 percent).

Key demographic shifts may mean that some of the services listed will see increased demand in the next decade: services for the growing Latino population and services for the aging and the disabled. Adult literacy programs (26 percent); language instruction and resources (26 percent), Spanish language materials (20 percent) and Spanish language programming (18 percent) received moderate interest from respondents and may be particularly useful to the growing Latino community. The sample included some Hispanics, but the AREC was not able to oversample this population to better understand their needs. Eighteen percent of respondents expressed interest in having homework help available. Based on this and other research AREC has done on the growing Hispanic population, it may be worthwhile to consider a tutoring program that includes at least one bilingual (Spanish/English) volunteer for each time slot. Latino families in the area actively seek out support in helping their kids acculturate and take

advantage of educational opportunities. Prior research also indicates that Hispanic families are more likely to attend programs if there are activities available for the whole family (i.e. adult ESL literacy class at the same time as bilingual homework assistance). These areas may best be pursued in collaboration with other community organizations (organizations with existing ties to the Hispanic community) and housed at the library for ease of access and best use of the public space.

As veterans return from Iraq and Afghanistan and the baby boomers age, the demand for hardware and software to assist the disabled (23 percent) and home book delivery (27 percent) are likely to increase. A significant number of respondents commented on the difficulty they have in getting to the library. In addition to serving the particular needs of homebound and disabled residents, the library may want to consider additional programming aimed at able-bodied and mobile retired individuals. This group often participates in community programming—attending exhibits and talks that working adults may not have time to attend.

Residents seem interested in a mix of information resources and program oriented services. The library has an opportunity to use the events and programs people want to attend to bring them to the library where JTPL can provide information and generate enthusiasm for other services both at the facility and online.

### *Communications and Community Awareness of Services*

Many respondents commented on how little they knew about the services available at the library. People continue to think of the library as simply a book depository. Knowledge about the wide range of programs and services available at JTPL and through JTPL's web site is sparse.

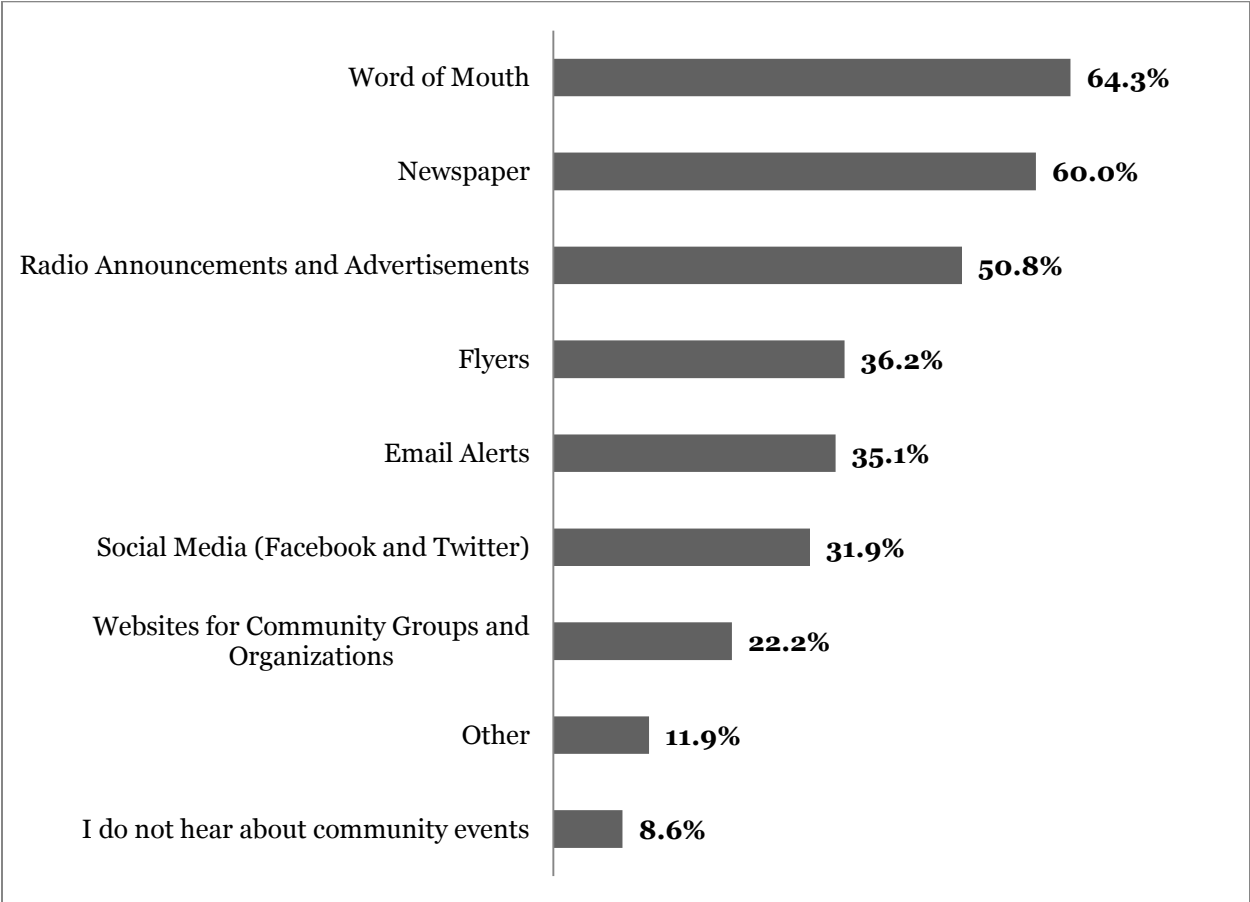
Some who were on the library's e-mail list commented that the survey invitation was the only thing they had ever received by e-mail from the library. Several expressed concern or irritation over the fact that they thought providing their e-mail would place them on a list to hear about events, but they had not heard anything.\* The library offers this service through a web site sign-up, but may want to take advantage of the opportunity to add people to their mailing list when they attend events.

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\*As noted, the library launched an e-alert system after this study began. The comment points to this effort as a welcome addition with the potential for impact.

We asked respondents how they hear about community events. Their responses confirm the importance of communications and effective use of e-mail and other means of communication to advertise programs, services and special events.

**Figure 7: How Non-users Hear about Community Events and Services**



Sixty-four percent of respondents indicated they learn of events through word of mouth. While there is not one single way to trigger this method of advertising, improvements in a variety of communication strategies are likely to generate the kind of buzz that gets people in the door. These strategies may include attention to branding through t-shirts, reusable grocery bags and canvas book totes. Nearly as many (60 percent) said they find out about community events in the newspaper. While newspapers are experiencing a significant decline, they remain an important means of communication about community-level happenings. Just over half of respondents indicated they learn of community events from radio announcements and

advertisements. Based on conversations with JTPL staff, this avenue has been underutilized and is worth thinking about. Radio allows for advertising that targets particular demographics.

Falling significantly further behind those top three communication strategies are a cluster of social media options from the old fashioned flyer to e-mail alerts, Facebook and Twitter. Facebook and Twitter are useful in attracting the younger demographic, but programming for older adults or less tech-savvy portions of the population needs to be advertised using e-mail, print and radio media in order to have broader reach. The findings suggest that while the web site may be very important in facilitating home-based service delivery, the library is not likely to attract new users or reach non-users with information about programs or events via the web site.

## Implications and the Future of the Public Library

The increase in online commerce, the rise of the e-book combined with working single parent and dual earner families make old concepts of the library less useful to today's users. However, publicly provided access to information, resources and community programming should be as valuable in the current context as ever before. Unemployment, poverty and stagnating wages mean people need more opportunities for training, support, free access to information and resources, and no-cost community activities. An aging population, growing Hispanic population and a larger population with physical disabilities, all create niches with particular service needs that can be filled by the public library.

The JTPL non-user survey provides some key findings to inform strategic planning. The most commonly offered reason for not using the library is time: people do not have a lot of spare time and the time they have may not work well with library hours. The second most frequent reason for non-use is that a home computer and Internet access eliminates their need. This reason suggests that many would-be users may not know enough about the Internet resources available through the library. The third most frequent reason is that people are unable to get there. Several items on the survey suggest the need to promote remote online services to the disabled and elderly communities. Adding home book delivery with attention to the need for large print and audio book services may be an avenue for growth in use as both the disabled and elderly populations are growing in the wake of war and as baby boomers reach retirement and old age.

A more specific and detailed survey about collections may be necessary for making decisions about particular media, but Jeffersonville Township residents remain most interested in the following: books, DVDs and VHS tapes. The survey elicited a few particular comments about collections including requests for more books on computers and computer programming and Gay Lesbian Bisexual Transgender (GLBT) resources. People expressed interest in e-books, periodicals and audio books and the library's free wireless Internet and music CDs. As more people have Internet and computer access at home, a smaller but not insignificant portion is interested in online reference databases and the library's computer lab.

Current discussions of e-books and what they will mean for the role of libraries suggest that as publishers figure out a business model for e-books, libraries should gain access to larger collections for lending.<sup>13</sup> Users and non-users are both eager to have access to broad digital collections and other online resources. The JTPL non-user survey confirms these trends as well as the continued interest in books and the importance of libraries maintaining strong print collections.

Among current services, non-users most frequently express interest in low-cost books sales, genealogy resources; tax forms/tax help and notary services. About a fifth of respondents express interest in computer labs and instruction, yoga class, kid zone events, job search, reading groups, family fun days and summer reading clubs for children. These findings suggest that programming for families is popular and may be a strength the library can build on to increase use.

While a smaller percentage expressed interest in classes for first-time homebuyers, test taking programs and unemployment filing, the percentages likely reflect the portion of the population that has demand for these services. Library leadership should read these data carefully. If Clark County has an 8.9 percent unemployment rate and 11 percent of respondents are interested in unemployment filing at the library then that suggests fairly high interest.

Among services not currently available, traveling museum exhibits, self check-out stations and downloadable music had the most responses. But all items listed had fairly strong responses given the portion of the population targeted by the different programs and services. The report highlights programs that bring people to the facility, expand access to the library for working families (Sunday hours and evening story times), target the growing Latino population, and



those that can better serve the disabled population and home or institution bound elderly. Several individuals cited transportation as a barrier to library use. Home book delivery and increased remote access to the library's online resources are essential to serving this population. The library may also want to draw attention to the access TARC provides. This may be done by adding a library sticker to the TARC route maps on the bus, a library emblem on printed TARC maps indicating the nearest stops, and signage (if needed) directing patrons from nearby stops to the library.

The dramatic and rapid increase in the Hispanic population in neighborhoods close to the library suggests the potential for growth in cardholding and use if the library is able to build programs that meet the needs of these residents. The Latino population is still small, but interest in Spanish language services and collections handily exceeds their share of the population, indicating relatively high demand for these services. Other research on the immigrant community in the area confirms interest in family programming to support the transition to U.S. citizenship and success in American schools and jobs. Some respondents expressed interest in resources for learning Spanish. The growth of the Latino population in this area means that teachers, community service providers, small business owners and others increasingly recognize the need for some basic Spanish language skills. The library may be able to work with IU Southeast or other community services to provide workshops in conversational Spanish. Such workshops could spur conversation tables where newcomers wanting to work on their English skills could join with residents who want to learn Spanish. Programming to facilitate mutual practice and the development of community ties across groups may generate interest.

In order for public libraries to establish their role in this new landscape, they have to update their program and service models and rebrand their image in the community to better reflect the range of technology, services and community programs they provide in the 21<sup>st</sup> century. Today's libraries are not silent book depositories. They are active places where kids gather to engage in online gaming tournaments, collaborate in community problem solving competitions, and where adults learn how to plant edible raised gardens for healthy eating, attend talks of local interest, look for jobs, engage in job training and career shift workshops, or participate in book groups. Some public libraries now have spaces for community viewings where they screen everything from kids' movies to documentaries or episodes of thought provoking cable shows

now available on DVD (i.e. The Wire). Some of these may lend themselves to post-viewing discussion or activity while others are simply shared entertainment.

Today's libraries reach their users at home with online services, access to databases, e-books and test preparation. Jeffersonville Township Public library already has many great programs and services, but too few residents know about those services or make immediate associations between their own needs and interests and what is available at the local library. Respondents simply do not know what is going on at the library.

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## Appendix A

### Jeffersonville Township Public Library Non-User Survey

1. Have you used the Jeffersonville Township Public Library main branch or the Clarksville branch in the past 12 months? **N = 378**

Yes (n = 179, 47.4%) → Thank you for your time. [END OF SURVEY]

No, I am served by the \_\_\_\_\_ library. (n = 23, 6.1%)  
→ Thank you for your time. [END OF SURVEY.]

No (n = 176, 46.6%)

2. What is your zip code? **N = 424**

47129 (n = 66, 15.6%)

47130 (n = 276, 65.1%)

Other (n = 82, 19.3%)

3. Do you live in Jeffersonville Township? **N = 381**

Yes (n = 293, 76.9%)

No (n = 58, 15.2%)

Don't Know (n = 30, 7.9%)

4. Do you have a library card for the Jeffersonville Township Public Library? **N = 185**

Yes (n = 103, 55.7%)

No (n = 82, 44.3%) →

**If "No":** Are you likely to obtain a library card in the future?

Yes (n = 19, 23.5 %)       No (n = 42, 51.9%)

Undecided (n = 20, 24.7%)

5. The following forms of media are available through the library. Please check the "yes" box next to any that you are interested in using. **N = 185**

Yes	Media Forms Available
(n = 135, 73.0%)	Books (print)
(n = 67, 36.2%)	Audio Books
(n = 110, 59.5%)	DVDs and VHS Tapes
(n = 64, 34.6%)	Music CDs
(n = 77, 41.6%)	eBooks
(n = 20, 10.8%)	Play Away Service (Audio books with player)

<b>(n = 38, 20.5%)</b>	JTPL Newsletters
<b>(n = 53, 28.6%)</b>	Computer Lab
<b>(n = 53, 28.6%)</b>	Online Reference Databases
<b>(n = 64, 34.6%)</b>	Free Wireless Internet
<b>(n = 75, 40.5%)</b>	Periodicals (newspapers, magazines, journals)
<b>(n = 3, 1.6%)</b>	Other Forms of Media that Interest you:
	Children's activities
	Computer classes
	Genealogy library
	Large print books
	Meeting rooms
	Audio Visual Equipment
	Screen Reader for blind people

6. What is your primary reason for not using the library? N=124

Time **(n = 35, 28.2%)**

Home access to Internet/ computer **(n = 25, 20.2%)**

*(Buy books e-books, DVDs, CDs online, find all information needed there)*

Unable to get there **(n = 9, 7.3%)**

Already owns resources needed **(n = 8, 6.4%)**

Health Problems **(n = 10, 6.4%)**

*(Vision problems, disability, and sickness)*

Have no need to go/ No reason to use it **(n = 10, 6.4%)**

Found other means/ places to find the same resources **(n = 7, 5.6%)**

*(Neighborhood book-sharing library, college library, book club)*

Restricted by age (seniors) **(n = 7, 5.6%)**

New to the area **(n = 7, 5.6%)**

Use of e -book **(n = 6, 4.8%)**

Inconvenient library hours **(n = 6, 4.8%)**

Issues with fines **(n = 5, 4.0%)**

Don't read often/ Not a reader **(n = 5, 4.0 %)**

*(No recent releases; hard to get them if they are available, not a good selection of e- books)*

Location/ Distance **(n = 4, 3.2%)**

Don't like selection **(n = 4, 3.2%)**

No reason **(n = 3, 2.4%)**

Card expired **(n = 2, 1.6%)**

Restricted by time allotted to rent a book, prefers to buy books **(n = 2, 1.6%)**

Does not know what is available or offered **(n = 2, 1.6%)**

Used to go for someone else (kids, grandkids) **(n = 2, 1.6%)**

Don't go out much **(n = 2, 1.6%)**

Retired **(n = 2, 1.6%)**

Does not own a library card, not enough resources at library, not happy with staff (don't help new customers as much as regulars) **(n = 3, 2.4%)**

7. Below is a list of programs the Jeffersonville Township Public Library offers. Please check the "yes" box next to any that you are interested in using.

**Yes**

(n = 89, 48.1%)	Low-Cost Book Sale
(n = 39, 21.1%)	Reading Groups (general and genre-specific book discussion groups, summer reading groups for teens and adults)
(n = 22, 11.9%)	Class for First-Time Home Buyers
(n = 22, 11.9%)	Knitting Club
(n = 42, 22.7%)	Yoga Class
(n = 21, 11.4%)	Unemployment Filing
(n = 40, 21.6%)	Job Search (classes on resume preparation, interviewing skills, and conducting job searches)
(n = 11, 5.9%)	GED Classes
(n = 60, 32.6%)	Tax Forms/Tax Help
(n = 31, 16.8%)	Meeting Rooms
(n = 21, 11.4%)	Test Taking Program (GED, SAT, GRE)
(n = 67, 36.2%)	Genealogy Resources
(n = 40, 21.6%)	Computer Classes (basic computer and keyboarding)
(n = 42, 22.7%)	Computer Labs with One-on-One Assistance
(n = 56, 30.3%)	Notary Services
(n = 38, 20.5%)	Family Fun Day
(n = 40, 21.6%)	Kid zone Events (storytelling, game day, family movies, and puppet shows)
(n = 37, 20.0%)	Summer Reading Club for Children
(n = 25, 13.5%)	Teen Events (anime club or gaming with Wii or Kinect)
(n = 9, 4.9%)	Other Library Services You are Aware of but Are Not Listed Above: (please specify)_____

8. Below is a list of services **not** currently offered by the Jeffersonville Township Public Library. Please check the “yes” box next to those you would use if offered in the future.

**Yes**

(n = 44, 23.8%)	Loan of Laptops
(n = 48, 25.9%)	Loan of eReaders (such as a Nook, Kindle, or other tablet)
(n = 71, 38.4%)	Downloadable Music
(n = 37, 20.0%)	Spanish Language Materials
(n = 33, 17.8%)	Spanish Language Programming
(n = 48, 25.9%)	Language Instruction and Online Language Resources
(n = 58, 31.4%)	Talks by Best-Selling Authors
(n = 34, 18.4%)	Homework Help
(n = 62, 33.5%)	Sunday Hours
(n = 28, 15.1%)	Evening Story times
(n = 49, 26.5%)	Home Book Delivery
(n = 50, 27.0%)	Smartphone Apps for Library’s Website and Catalog
(n = 29, 15.7%)	More Meeting Rooms for Small Groups (less than 10 people)
(n = 59, 31.9%)	Digitized Local History Materials Available Online

<b>(n = 84, 45.4%)</b>	Self Check-Out Stations
<b>(n = 42, 22.7%)</b>	Hardware and Software to Assist the Disabled
<b>(n = 55, 29.7%)</b>	Online Payments and Donations
<b>(n = 59, 31.9%)</b>	Library Tours and Orientation to Teach Library Users how to Navigate the Library
<b>(n = 66, 35.7%)</b>	Classes on how to Find Information Online and in the Library
<b>(n = 48, 25.9%)</b>	Adult Literacy Programs
<b>(n = 87, 47.0%)</b>	Traveling Museum or Historical Exhibits

9. Are there any other services or classes that would attract you to the library, if the library offered them?

	<b>Percent</b>
<b>Other</b>	1.4%
<b>Computer classes</b>	8.7%
<b>Improved accessibility and technology updates</b>	23.2%
<b>Improved materials</b>	26.1%
<b>Other programming or classes</b>	41.0%

10. How do you hear about community events, programs and services? Please check all that apply. **N=185**

- Newspaper (**n = 111, 60%**)
- Email Alerts (**n = 65, 35.1%**)
- Radio Announcements and Advertisements (**n = 93, 50.3%**)
- Word of Mouth (**n = 119, 64.3%**)
- Flyers (**n = 67, 36.2%**)
- Social Media (such as Facebook or Twitter) (**n = 59, 31.9%**)
- Websites for Community Groups and Organizations (**n = 40, 21.6%**)
- Other: (**n = 29, 15.7%**)
- I do not hear about community events. (**n = 16, 8.6%**)

## Appendix B



[Para español, baje la pantalla.]

The Jeffersonville Township Public Library wants to better serve Jeffersonville Township. We want you to enjoy our community programs and use our vast electronic and paper resources to explore opportunities and enrich your life.

Our records indicate that you have not used our services in the last 12 months. We'd like to know what we can do to bring you back. If you are over age 18, please take 5 minutes to tell us what interests you. Thank you for taking the time to support our shared effort to build a stronger community!

Choose English or Spanish in the upper right corner of the first page of the survey. [Click here to take the survey.](#)

Thank you for your time.

Sincerely,

Libby Pollard

Director

Jeffersonville Township Public Library

Melissa S. Fry, Ph.D.

Director

Applied Research and Education Center

The survey is funded by a grant from the American Library Association's Carroll Preston Baber Research Award and supported as an outreach service of Indiana University Southeast's Applied Research and Education Center. For questions concerning the study, please contact Dr. Melissa Fry (812) 941-2105 or [frym@ius.edu](mailto:frym@ius.edu).





La Biblioteca Pública del municipio de Jeffersonville quiere servir mejor al municipio de Jeffersonville. Queremos que usted disfrute de nuestros programas de comunidad y usar nuestros vastos recursos electrónicos y en papel para explorar oportunidades y enriquecer su vida. Nuestro registro indica que hace más que un año desde se le usa la Biblioteca Publica del Municipio de Jeffersonville.

Si usted tiene más de 18 años de edad, vive en el municipio de Jeffersonville (o si no están seguro), por favor tome 5 minutos para decirnos lo que le interesa. Gracias por tomarse el tiempo para apoyar nuestro esfuerzo común para construir una comunidad más fuerte!

Para participar en la encuesta de la Biblioteca, por favor [haga clic aquí y seleccione](#) “Español” por la esquina derecha de la primera página de la encuesta.

Sinceramente,

Libby Pollard

Director

Jeffersonville Township Public Library

Melissa S. Fry, Ph.D.

Director

Applied Research and Education Center

La encuesta esta pagado por un regalo de la American Library Association’s Carroll Preston Baber Research Award y apoyado como un servicio comunitario de la Universidad de Indiana Sudeste y su Centro de Investigación Aplicada y de Educación. Para preguntas sobre el estudio, contacte al Centro de Investigación Aplicada y de Educación al (812) 941-2105 o [frym@ius.edu](mailto:frym@ius.edu).





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<sup>1</sup> Bureau of Labor Statistics, "Local Area Unemployment Statistics," ed. Bureau of Labor Statistics, County data not seasonally adjusted, average for period (2010).

<sup>2</sup> U.S. Census Bureau. 2011. *Small Area Income and Poverty Estimates*. <http://www.census.gov/did/www/saipe/data/> (retrieved 06-04-2013).

<sup>3</sup>Sei\_Ching and Kyung-Sun Kim Sin, "Use and non-use of public libraries in the information age: A logistical analysis of household characteristics and library services variables," *Library & Information Science Research*, no. 30 (2008).

<sup>4</sup> Ibid.

<sup>5</sup> M.S. Sridhar, "Non-Use and Non-Users of Libraries," *Library Science with a slant to Documentation and Information Studies* 31, no. 3 (1994).

<sup>6</sup> Sin, "Use and non-use of public libraries in the information age: A logistical analysis of household characteristics and library services variables."

<sup>7</sup> Ibid.

<sup>8</sup> U.S. Census Bureau, "U.S. Decennial Census 2010," (2010).

<sup>9</sup> Ibid.

<sup>10</sup> Ibid.

<sup>11</sup> Data on disability were not reported for Jeffersonville Township in the 2006-2010 American Community Survey data set. These figures are from the American Community Survey 2008-2010 3-year estimates (U.S. Census Bureau, "American Community Survey 2008-2010 3 Year Estimates," (2010).).

<sup>12</sup> Nicholas G. Carr, *The Shallows: What the Internet is doing to our brains* (New York, NY: W.W. Norton & Company, Inc., 2011).

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