

Survey Summary Report

We distributed a survey to explore more about our potential users in how they think and act. These results will aide us in the early stages of development and ensure we are aligned with potential users.

Survey

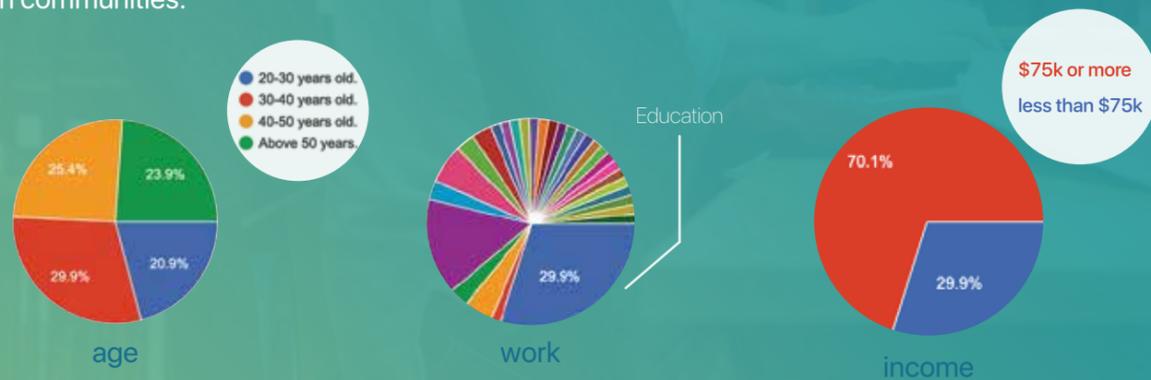
Our survey ranged a variety of questions to gauge demographics such as age range, income, and work industry. We also asked their opinion on their interactions and feelings towards their local community library as well as reading/learning preferences. Some examples below show some key responses we feel are important to highlight. In total, we were able to receive **67 responses**.

Screening/Distribution

The survey was created on Google Forms and distributed on social media, text, and email. We tried to target potential users who are familiar with their local library and are changing, have changed, or plan to change careers.

Demographics

We pooled potential users aged anywhere from 20-50 years old+ from a wide range of jobs, most respondents being in the Health and Education industries. Most of our participants make \$75k or more and live in suburban communities.



Attitudes and Actions

According to survey results, potential users prefer reading hardback books over audio and ebooks. When they want to learn something new they are very likely to use an online resource. A small portion of the respondents visit the library on a regular basis. The majority of potential users don't go, go a few times a year, or haven't been in over a year.

53.6% of potential users only visit the library to rent a book, read a book, or study. Surprisingly, 24.5% said they go to attend workshop events. Another interesting observation was that respondents said that if the library was more active then they be a part of its community. This contrasts potential user's current view that they would not use a career service provided by their local library.

Key Takeaways

- 47% of respondents go to the library less than once a year
- 86% of respondents use Youtube to learn new skills
- Majority of potential users are unaware of what the library offers
- 52.2% would NOT use career resources at their local libray
- 59.7% of respondents think the library is currently "living up to its full potential"

In some ways, the survey results were not as we anitcipated after what was gathered from user interviews. WeGrow expected to see that potential users would express discontent with the current performance of their local library but almost 60% of respondents said that they think their library is "living up to its full potential". This was interesting to see because almost half of participants said they never go to the library.

"47.9% never go or at most go once a year"

This data might point to a lack of awareness campaigns and marketing on behalf of the libraries themselves. The majority of potential users either not going at all or less than once every month, there is a large **lack of engagement** between the library and the community making it difficult for potential users to see the library for more than checking out books. A large portion of our respondents already learn new skills online, so integrating an online learning platform with the library would be well received. We believe that we can overcome potential users currently not using library career resources by using credible instructors and known members of the community. Lastly, we believe that potential user's feel that the library is currently doing all it can because they have not been able to experience what a library can be. To most, it is seen as a reading/studying resource and therefor fulfills the outdated preconception of local libraries. We have an opportunity to create a new and exciting dynamic between local libraries and their community, and bring them into the modern age.

Recommendations

Going forward, WeGrow believes we should move forward with a mobile application available on mobile an tablet that allows users to browse books, sign up for events and classes, and connect with the community. Based on feedback, libraries need to focus on marketing and making the public aware of what they offer. This will be especially important pre/post development of the platform to get people in the doors and using the app.