

A Survey Data Analysis of Opportunities to Improve Circulation and Active Cardholdership for the Whitehall Public Library

A report prepared by University of Wisconsin - La Crosse business
students.

All work contained in this document is student work.

This project was overseen by Dr. Mary K. Hamman and received Institutional Review Board Human Subjects Research approval for public dissemination.

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Foreward

by Mary K. Hamman, PhD

This research was conducted by students in my spring 2014 Business Research Methods and Communication course (BUS230) at University of Wisconsin - La Crosse. This research was conducted at the request of the Whitehall Public Library in Whitehall, Wisconsin. The goal of this project was to identify strategies for the Whitehall Public Library to better serve its community and to appeal to non and infrequent users. In doing so, students measured market potential and demand for specific library programs and offerings, engaged in a demographic analysis of the target market, and explored innovative strategies for removing barriers to library use and creating incentives to boost circulation.

This work is not my own. It is the product of a collaborative effort among 22 bright and talented students. Most are in their sophomore or junior year and just entering the business program. For nearly all, this was their first experience with survey research. I have overseen their work and corrected any obvious errors or omissions in analysis but as with all survey research projects, this work is not without limitations. Students discuss these limitations in detail throughout the report.

For those who may have received this report as a writing sample in conjunction with a job or graduate school application, I am happy to answer questions about the process that lead to this project. Briefly, all students participate in all phases of the research process - from problem definition, through survey design and data collection, and finally to analysis and report writing. Authorship is listed in each section.

I am proud to have worked with this team on a topic that will have a tangible impact on a local community.

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Introduction

Kate Metzler

Max Kaiser

The Whitehall Public Library has been serving the Whitehall community, as well as the surrounding area, for 102 years, dating back to 1881. Since its inception, the Whitehall Public Library has grown to house over 16,000 books, as well having 2,000 active users who frequent the library (“Whitehall Public Library Page”). The library provides services to the 1,577 residents of Whitehall, as well as residents from surrounding communities and rural areas (Census Bureau).

The city of Whitehall is also the county seat, and therefore the center of the county government. The city of Whitehall also has their own hospital. This gives the library the unique opportunity to serve people that pass through to visit the Courthouse.

The Whitehall Public Library is funded mainly by circulation, which includes lending materials from a library. The library also receives funding in part by a county tax, as well as its own fundraising campaigns.

Whitehall, like many communities, is continuing to see a change in population demographics, as well as potentially a gradual rise in population over the next few years. With companies such as Ashley Furniture and Gold N’ Plump Poultry expanding in Arcadia, Wisconsin, new job opportunities are opening up for a variety of workers. Many of these workers come from a variety of different background including Hmong and Latino. This has led to an influx of diversity. According to the 2010 Census, in the area of Whitehall and surrounding areas, there were approximately 245 Latino residents, growing from .3% to 4.2% from 2000 to 2010. Although this is a small proportion, the growth rate is striking and likely to continue. Because the Latino population has historically been very small, current library offerings may not meet the needs of the growing Latino community (Census Bureau).

The Whitehall Public Library already offers an extensive variety of books, other media forms, and programs, but hopes to increase circulation and program participation, especially among underserved segments of the population. Currently the library offers programs for any age ranging from young children, to adults. Programs are offered after school, and many times during the summer. Story Hour on Wednesdays for children is particularly popular. The library also offers free Wi-Fi and also has five desktop computers that have internet capabilities. Along with standard book rentals, the library offers a wide variety of video and music rentals as well. The library also offers free tax forms for adults starting mid-January which last until tax day, April 15.

During the year 2013 the Whitehall Public Library hit a record number of checkouts at 47,000. Though the library staff is very proud of this accomplishment, the library is hoping to exceed that in 2014.

To help the library achieve this goal, we have outlined five specific aims we will accomplish using research survey. They are:

- 1. Identify the characteristics and needs of non-users.**
- 2. Identify perceived barriers to library access including convenience, hours, access opportunities and gauge interest in broadening accessibility through options like greater expansion of the hold service.**
- 3. Solicit ideas for expansions or revisions to existing children and teen programs to better serve families.**
- 4. Estimate demand for adult learner programs such as career services and computing needs.**

5. Determine whether incentives for library users, such as coupons to local businesses, would increase circulation.

Sample Methodology

We understand the library is particularly interested in obtaining information from non-users in general, and Latino and Hmong populations in particular. To target these members of Trempealeau County, we have designed two surveys and used four sampling frames. The first is a mail survey sent to people found using Reference USA; we will send out a questionnaire to the people in Whitehall exclusively. The second is a personal interview, this will take place in different locations that we set as a class; in this case we will approach a broader population by making our sampling frame bigger, which will hopefully give us a better response rate. The sample frame for the mail survey will not only cover Whitehall, but also an outer 40-mile radius in order to reach the surrounding areas. The personal interview will help us reach not only the adult Whitehall area resident, but also the Latino population. For the non-users unfortunately we cannot tell who belongs within this category, but we will believe that even if a person is a frequent user of the library, they will provide us with beneficial feedback to what they would like to see improve within the library.

For the personal interview we will also have them in Spanish in order to target the Latino population. All the surveys will take place during our fieldwork time in Whitehall, which will take place in late March into early April.

For our mail survey we determined that since this is not a big population, we will reach most of the population by using this method. Even though we understand that we will not get all

the responses, since this method of surveying has a potential amount of error, we expect to reach the elder community by also knowing that a big part of Whitehall's population is above 40 years old. To have an idea of the amount of surveys we must send we used the Power Test. We found that in order for us to have an idea of what people would like to find at Whitehall's Library, we will need to send out approximately 520 mail surveys. This will have a cost of \$144.00.

Our plan for the personal interview is to have a more immediate response, which hopefully will garner less rejection. For this method we plan to reach one person per household, such as students, adults, or also elderly people that may potentially frequent the library. We decided on three different locations where we can find a more diverse population, such places will be: Tienda Guerrero, Dollar General, and a high school musical. To make this survey happen, our class will make several trips in order to have a decent frame sample to work from. For every location we will ask when are the times when the flow of people is the greatest in order for us to reach the highest amount of answers, for instance our time frame for Tienda Guerrero will be on the weekends after 11:00 in the morning.

For the Latino population we are hoping that the personal interview will give us that advantage at the moment of reaching them. Since this is a community that tends to be more isolated, we would try the personal interview to get a better understanding of their necessities as a group.

For all of our goals we will use a non-probability method and we will use our best judgment to select our sample, that way we will understand the reason of surveying that population.

In the case of the mail survey, even though it is a somewhat inexpensive method, it may not get the results we expect. A mail survey is very easy to reject since there is no one telling you to take it based on a sympathy vote.

For the personal interview there are weaknesses such as, not wanting to cooperate or not finding a valid reason to do so due to the lack of incentive. It will also depend on the speed of our survey and the enthusiasm of the interviewer to make sure that the person does not run out of patience. Nevertheless, personal interviews are typically successful since it is hard for the person to say no straight to your face. The important aspect of this is to keep the interviewee engaged in the conversation and the survey. Also, since we plan to conduct some interviews in Spanish if necessary, it will show people that we really care and are doing it for their community.

Identifying Characteristics of Non-users

Alec Christopherson

Nicholas Eve

Megan Gallagher

Kate Metzler

Samantha Wallace

The Whitehall Public Library is facing the problem libraries around the country are facing as well, trying to identify the elusive non-user. In an ever-changing society, this task can be very daunting. In the last year, the Whitehall Public Library had a record number checkouts, topping out at around 47,000. With the goal this coming year to hit a new record number of checkouts to be 50,000, Ms. Hegge needs to understand who her non-users are in the area, so she can better facilitate them, and increase usership. By identifying characteristics of non-users, we can distinguish between active users and non-users, so Ms. Hegge can better target how to better turn those non-users into active users. Based on our analysis, we have concluded the typical non-user to be without a college degree, Hispanic/Latino, as well as White/Caucasians, employed as well as retired, and younger than 50. Conversely, an active user is a person with a college degree, within the income of \$61,000-\$80,000, homemakers or students, and older individuals. These findings can be used in conjunction with other chapters to map out a strategy for reaching non-users. With a profile of the non-user outlined in our research, the library will be better able to make effective decisions for new program offerings, communication of library events, and scheduling to attract non-users.

1. Background

The goal of our research is to identify the characteristics of those living in the Whitehall area that do not use the Whitehall Public Library. By determining the characteristics of the non-users, we can help Ms. Hegge, the library director, make the necessary changes to establish more active users. It can also provide Ms. Hegge with a clearer picture of whom the typical non-user are. This information can help in guiding Ms. Hegge's decisions such as deciding which programs and resources to implement.

According to the 2012 Census from the United States Census Bureau, the population of Whitehall is estimated at 1,577(Census Bureau).The surrounding areas have a population around 1,760 combined. Within the Whitehall community, there are 119 Latino residents, and 7 Asian residents.

With the ever changing technological environment, and the populations changing as well, it calls for a library to keep up-to-date on who their non-user is. Previous studies discuss the difficulty of attracting non-users to the library. One of the first investigations done was in 1946, where research determined that library users were more often young, educated, and middle class(Sin and Kim 2008). In addition to this, "The Public Library Inquiry, for example, found that only about 18% of adults and fewer than 50% of children and young adults used the public library once a year,"(Lockett 2003). This research was furthered in the 1970's when more in depth variables were examined, such as awareness of library services, seeking information needs, and social networking. Also, more demographic aspects were surveyed as well, such as education level, income, age, and sex, along with many others. For example, in a book titled The Library Quarterly: Information, Community, Policy, they conducted a survey, the 1991 National Household Education Survey, and they found "that the majority of Hispanics (62 percent) and

African Americans (58 percent) did not use libraries at all in 1990,”(Japzon and Gong 2005).

Also, the 1991 survey concluded that “library use by children whose parents had less than a high school education was much lower than that of children whose parents had graduate or professional degrees,”.

The Whitehall Public Library can benefit greatly by identifying the characteristics of non-users. By identifying these characteristics, we can better help Ms. Hegge to make changes in hopes to bring non-users into the library and make them active users and increase circulation.

2. Methods

We collected our data through a community mail survey sent out to residents of Whitehall and the surrounding area and also through in-person surveys at Tienda Guerrero, Dollar General, and during a musical at a local high school. Our mission is to provide Ms. Hegge with the characteristics of people who are not using the library.

To identify characteristics of persons in the library’s service area, we asked a series of targeted demographic questions. The questions measure the gender, ages, ethnicities, employment statuses, incomes, and education levels of the people in our survey. We also asked which industry these individuals are working in. We believe this information will be helpful for assessing hours of operation because we can infer weekly work schedule, especially when considered in conjunction with the findings in chapter two. Our mail survey included a question about household income. We used the following categorical scale to provide us with enough information for cross tabulation analysis while protecting respondent anonymity. The scale that we used included incomes ranging from 0-\$40,000, \$41,000-60,000, \$61,000-80,000, and

incomes above \$81,000. We omitted this question from our in person surveys because we expected respondents would be uncomfortable discussing income with interviewers.

One question that we felt would be particularly useful to Amanda was asking how many children individuals taking our survey have. We devote an entire chapter in this report to programs for children and families and we know this is a demographic group that Ms. Hegge was interested in learning more about. We felt that this question would be addressed primarily at the in-person surveys at the high school musical. Once we determined whether or not these individuals had children, we asked the ages of their children. These questions were implemented to guide Amanda in choosing programs that best meet the desires of families in Whitehall and surrounding communities.

We realize that the question, “How many times have you been to the Whitehall library within the last year?” may be skewed due to people wanting to look more socially desirable. We discuss the implications of this source of bias in the final section of our chapter.

Table 1. Relationship between Socioeconomic and Demographic Characteristics and Library Use

	Number of Times Visited in the Last Year					
	Never	1-10	11-20	21-50	50+	N
Income						
	1	3	1	2	1	
\$0 - \$40,000	12.5%	37.5%	12.5%	25%	12.5%	8
	2	4	3	2	1	
\$41,000 - \$60,000	16.7%	33.3%	25%	16.7%	8.3%	12

	1	3	5	5	2	
\$61,000-\$80,000	6.3%	18.8%	31.3%	31.3%	12.5%	16
	1	2	2	2		
\$81,000 or more	14.3%	28.6%	28.6%	28.6%	0	7
N	5	12	11	11	4	43
Education						
			1		1	
Some high school, no diploma	0	0	50%	0	50%	2
	3	6				
High School graduate	33.3%	66.6%	0	0	0	9
	1	2	2	1		
Some college, no degree	16.7%	33.3%	33.3%	16.7%	0	6
	1	10	9	10	4	
College degree	2.9%	29.4%	26.5%	29.4%	11.8%	34
N	5	18	12	11	5	51
Race						
	21	16	4	2	3	
White/Caucasian	45.7%	34.8%	8.7%	4.3%	6.5%	46
	4					
Hispanic/Latino	100%	0	0	0	0	4
				1		
American Indian	0	0	0	100%	0	1
Asian	0	0	0	0	0	0

Black/African American	0	0	0	0	0	0
Hmong	0	0	0	0	0	0
Other	1 100%	0	0	0	0	1
N	26	16	4	3	3	52
Age						
18 or under	3 75%	1 25%	0	0	0	4
19-30	4 66.7%	1 16.7%	1 16.7%	0	0	6
31-50	11 50%	7 31.8%	1 4.5%	1 4.5%	2 9.1%	22
50 or older	12 16.4%	25 34.2%	14 19.2%	16 21.9%	6 8.2%	73
N	30	34	16	17	8	105
Employment Status						
Employed	22 36.1%	19 31.1%	8 13.1%	9 14.8%	3 4.9%	61
Out of work and looking for work	2 33.3%	0	1 16.7%	3 50%	0	6
Out of work but not looking for work	0	1 100%	0	0	0	1
A homemaker	0	1	0	1	2	4

		25%		25%	50%	
		3		1	2	
A student	0	50%	0	16.7%	33.3%	6
Military	0	0	0	0	0	0
	5	7	5	1	1	
Retired	26.3%	36.8%	26.3%	5.3%	5.3%	19
N	29	31	14	15	8	97
Familial Status						
	10	12	11	11	3	
Has kids	21.3%	25.5%	23.4%	23.4%	6.4%	47
	7	13	3	4	3	
Does not have kids	23.3%	43.3%	10%	13.3%	10%	30
N	17	25	14	15	6	77
	112	136	71	72	34	
N Totals (without age)	26.4%	32.0%	16.7%	16.9%	8.0%	425

3. Results

Our group cross-tabulated the number of times people visited the library in the last year with various demographics including: income, education, race, age, familial status and employment status. In the cross-tabulation, we used N to show the number of completed surveys and percentages to show the proportion for each category as well. To determine whether or not any of these differences we observed in our sample are likely to be reflected in the population, we used multiple regression analysis to determine which demographic characteristics

significantly predict non-usership and frequent usership. The results of this analysis are discussed with the discussion of our table within the paragraphs below.

The first demographic we looked at is income. After comparing this with the number of times individuals have visited the library, we realized that the third category of income (out of four) visited the library most often within our sample. In fact, 75% of these individuals visited the library eleven times or more within the last year. The highest category of income (\$81,000 or more) did not have any individuals who attended the library more than 50 times in the last year. We think this is because the individuals with the highest income are more likely to be doctors or nurses who work in the hospital, and therefore do not have as much time to attend the library. Using inferential statistics and conducting a chi-square test, we found that this information is suggestive but not conclusive. Due to this, we cannot rule out that each category of income was not uniform. Therefore, we cannot show with confidence that these income categories are distinct and meaningful. The multiple regression analysis also suggests that these differences are not significant. Thus, there is not enough data to say that income is significant in predicting non-usership or frequent usership.

The second demographic we worked with is highest level of education. Our cross-tabulation showed that individuals with a college degree were much more likely to attend the library than those without a degree. Our data shows that 97.1% of individuals with a college degree have been to the library in the past year. On the other hand, there were no high school graduates who attended the library more than ten times in the last year. Therefore, the characteristics of a non-user are more likely to be less educated individuals. However, this data is not supported through multiple regression analysis. Our regression analysis suggests that these

differences are not significant in predicting either non-usership or frequent usership in regards to educational attainment.

Race is the third demographic we discussed. Only six people out of 52 individuals marked a race other than white/Caucasian. Of those six, the four who marked Hispanic/Latino all indicated that they had *not* been to the library in the last year. This proves that the Latino population are in fact non-users. However, more than 80% of white/Caucasians have not visited the library or have only visited ten times or less in the last year. Based on this data, we assume that the majority of non-users are white/Caucasian as well. However, using multiple regression analysis, Hispanics/Latinos did in fact prove statistically significantly more likely to be a non-user. The multiple regression analysis also showed American Indians statistically significantly more likely to be a frequent user. Yet, this was because only one person who identified as an American Indian went to library 50 or more times within the past year.

Another demographic that we analyzed was age. Within our sample we found that people ages 50 and under were most likely to be non-users. After using inferential statistics and conducting a chi-square test, we can only suggest, not conclude, that individuals under the age of 50 are in fact non-users, since we only had ten respondents under the age of 30. We can say, however, that individuals 50 years or older are more likely to be active users because of a large sample size and conclusive data. This is supported by our multiple regression analysis that shows individuals 50 years or older are less likely to be non-users. As for frequent users, age does not predict frequent usership.

Employment status proved to be an interesting demographic for this study. The highest proportion of non-users (individuals who have not been to the library in the last year or

individuals who have attended ten times or less in the last year) are employed or retired individuals. 67.2% of employed individuals have only been to the library ten times or less in the last year, and 63.1% for retired persons. Another thing to note with this demographic is that all homemakers and students said they attended the library at least once within the last year. From this, we assume that these two groups of people are active users rather than non-users. The multiple regression analysis supports this data, that students and homemakers are significantly less likely to be non-users. It also suggested that homemakers, students, and individuals out of work and currently looking for work are highly likely to be frequent users.

Finally, we looked at familial status by looking at whether or not the individuals taking our survey had kids. With this demographic, we did not find the data to be very significant. 53.2% of persons with children attended the library more than ten times within the last year in comparison to 33.3% of those without children. With this data, we have some evidence to assume that individuals with children are more likely to visit the library, but we would need more completed surveys to be confident in this. The multiple regression analysis also suggested that familial status is not a strong predictor of either non-usership or frequent usership because there is not a significant difference between the two groups.

As you can see, with many of these demographics, we can only suggest rather than conclude which characteristics appear to be those of non-users versus active users. Therefore, we want to suggest that Ms. Hegge not take all of the differences from the sample too seriously. We do not want to assume something from the sample that might not represent the entire population. Keeping this in mind, we will now present what we concluded and can suggest from all of this data.

4. Implications and Limitations

The data we have collected has started to show a clear picture of who a non-user is. We believe this to be employed or retired individuals, Hispanics/Latinos, individuals aged 30-50 years old, and less educated persons. For the employed individuals, these results correlate with work and family being the main barriers that prevents individuals from going to the library, which was discovered by another team. Due to this, we suggest that Ms. Hegge work on making the library more accessible to employed individuals who have to revolve their spare time around work and family. As for the Hispanic/Latino individuals, if Ms. Hegge does decide to incorporate ESL programs and other language services into the library, we suggest that she post flyers in Tienda Guerrero, or do some type of advertising, to inform the Latino population. We believe this is the only way to inform these individuals about the library, since our data shows that none of those individuals have attended the library in the last year.

Retired individuals also appeared to be non-users within our sample. The results for the retired individuals, however, are contrary to what that group found and also contrary to our finding that persons 50 years of age or older are less likely to be non-users. Therefore, this seems to be an interesting discovery. We think this is because individuals who are 50 years or older have not yet retired or could be homemakers. For the retired individuals who are non-users, we think this could be solved by trying to get these people out of their comfort zone. We know that the retired persons have a lot of free time, so getting them to become active users would only be a means of convincing them to go, even though they have not used its resources in the past.

Another characteristic of a non-user is between the age 31 to 50. This is possibly because this is an age where a person is trying to balance work and family, which was again, identified as

two top barriers by another team. A change in hours could possibly be made to accommodate such situations.

Aside from the non-users, we also came up with a clear picture of who an active user is as well. We know the active users to be students, homemakers, people out of work and currently looking for work, individuals 50 years of age or older, college graduates, and persons with \$61,000-\$80,000 in income. This was proven through our sample and inferential statistics, however, this data is also only suggestive and not conclusive.

The main limitation for our goal was having to work with a small sample size. For example, only having six people mark a race other than white/Caucasian and only having ten people under the age of 30 complete a survey. Due to this, we can only suggest the race and age of our non-users versus the active ones. An additional limitation to our data is that some of the surveys we received were through convenience sampling, by sampling individuals who just happened to be at the musical, Dollar General, and Tienda Guerrero the same day as us. This type of sampling tends to be less representative and therefore makes our data less conclusive.

Gauging Barriers to Access

Maxwell Kaiser

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The goal of our research was to identify perceived barriers to library access and to also gauge interest in broadening accessibility. Our research is vital to the Whitehall Public Library because it will help the staff understand when people are available and how this may affect their willingness to frequent the library. Our portion of the survey focused on measuring the times throughout the day and week when individuals have the freest time and are most willing to frequent the library. The other focus was on what exactly prevents individuals from going to the library or using their resources. Our results showed that people typically have the most free time during the afternoons during the week and this correlates with the time in which they would most likely be willing to frequent the library. We have also concluded that the top reason why people are not using the library is because of work prevents them from frequenting the Whitehall Public Library.

Background:

In 2013 the Whitehall Public Library checked out a total of 47,000 materials. Although this is a new library record for Whitehall, they want to continue to increase this number. In order for a library to continue to grow it needs to do a number of things. It constantly needs to attract new users by providing services that are demanded by the public, as well as consistently be aware of barriers that prevent people from visiting the library. The goal of our research is to identify perceived barriers to library access and to also gauge interest in broadening accessibility.

We first looked into the Whitehall Public Library's online catalog that helps users access the library online. We saw that the Whitehall Public Library's current hours of operation are from 12PM-7PM on Monday, Tuesday, Thursday and Friday. On Wednesday they are from 9:30AM-7PM. Then on Saturday they are from 9:30AM-Noon ("Whitehall Public Library" 2014) Now that we know what current hours the library offers, we can look into some of the library's other resources.

In recent decades, the way in which people access information has changed and so has the way that people access the library. Libraries now offer access to e-books and other digital resources, as well as online catalogues. "80% of Americans say borrowing books and referencing librarians is a very important service libraries provide" (Purcell 2013). These surveyed Americans also go on to say "77% of Americans say free access to computers and internet is a very important service of libraries" (Purcell 2013). So as these new offerings in the library expand, people still look to libraries to serve their traditional role. Libraries offer important qualities to their surrounding community but residents are faced with the issue that they aren't aware of all the resources it has to offer. These advances such as access to e-books, digital expansions, and online catalogues allow users to have easier access to the advances within

the library. It is unknown why these Americans actually use the library or not. So what the reasons why people would not want to frequent their community library?

There wasn't much information about reasons why people do not use their local libraries. I did find that "non-users cannot effectively be reached by focus groups, surveys on the library website, or other such mechanisms that may be useful for capturing the opinions of active library patrons" (Schwartz 2014). They say to reach these non-users, libraries must go to places where they already are. Locations such as local malls, daycare centers and coffee shops (Schwartz 2014). We did this by surveying people in the community at Whitehall's high school musical, Dollar General and Tienda Guerrero. I also found an interesting blog that did state that the author doesn't have a lot of free time so they didn't want to spend the down time they have physically looking to find books. The author goes on to state that they like to spend their downtime reading and not trying to find something to read. The author continues on and says "there are two things I want from public libraries: fiction e-books, and fast, free unrestricted Wi-Fi." Since they talked about their want for e-books and free Wi-Fi we decided to look into if the hours of access is a problem for people not wanting to come into the library. ("Why I Don't Use Public Libraries and How They Might Lure Me Back | When the Moon Shines" 2014).

The key to attracting new users to the Whitehall Public Library is to make books and other library materials easier and more accessible. So a possible idea would be to identify the hours people are available. Then compare their hours of availability to the hours of operation the library is open. Looking at our results will hopefully help determine if these hours need to be altered. By seeing whether or not the people in the community are available during the hours the library is currently offering, tgs will help figure out what needs to be done with the access hours of the Whitehall Public Library.

Methods:

We analyzed three sets of questions that were included on the surveys of families at the spring musical, the in person surveys that took place at Dollar General and Tienda Guerrero, as well as the mail surveys that were sent out. The first question identifies the specific barriers that are preventing people from using the library. The second set of questions addresses the hours and days when individuals would be likely to visit the library in-person. The final question was included only on the mail survey. This question addresses the interest in nontraditional access channels. By identifying what is preventing people from using the library, when they are most available, and what resources people are most interested in, we then will be able to make conclusions based off our results.

Identification of Perceived Barriers to Library Access

This analysis is based on the following question:

1. “What prevents you from going to the library or using their sources?”

The possible response options for this question included: Lack of Information, Work, Family, (The Library is) Not Useful, and Want to See Other Services.

Availability for In-Person Library Use

This analysis is based on the following three questions:

1. “At what times would you be willing to frequent the library? Please check all that apply.”

The possible response options for this question included: 7:00am-9:00am, 10:00am-1:00pm, 2:00pm-5:00pm, and 6:00pm-9:00pm.

2. “If you were to visit the library, what times of day would you be most likely to go? Please check all that apply.”

The possible response options for this question included: Weekday Mornings, Weekday Afternoons, Weekday Evenings, Weekend Mornings, Weekend Afternoons, and Weekend Evenings.

3. “What day’s during the week do you have the most free time to go to the Whitehall Public Library? Please check all that apply.”

The possible response options for this question included: Monday, Tuesday, Wednesday, Thursday, Friday, Saturday, and Sunday.

Interest in Nontraditional Access Channels

This analysis is based on the following question:

1. “Consider the following list of services the library already offers or could offer in the library. Please indicate how likely your household would be to use each of these services.”

The possible response options for this question included: e-books, free internet access, free access to magazines and digital media.

In analyzing responses to the questions above, we cross tabulated responses with frequency of library use. This allows us to identify differences in preferences and availability of the frequent, occasional and non-users of the library.

Results:

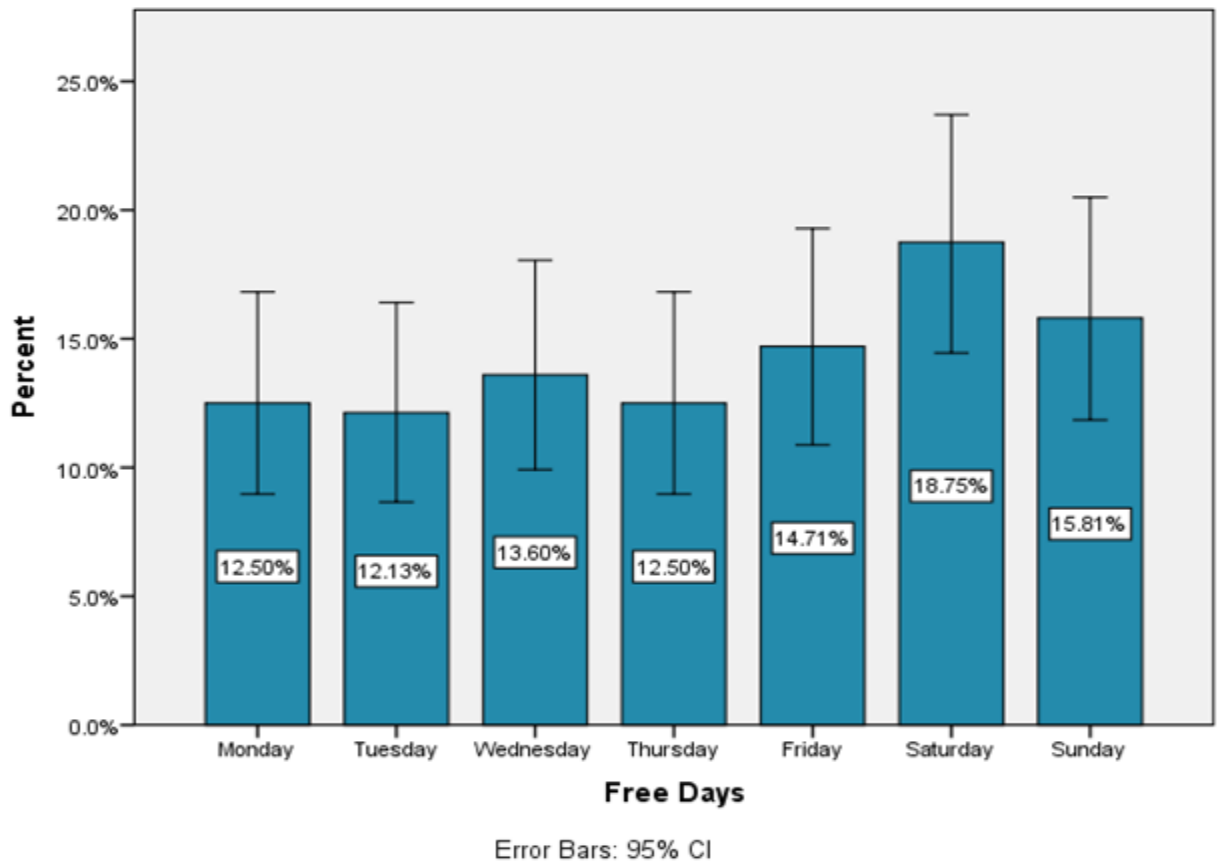


Figure 1: Availability by Day of Week

N=106 11.3% Non-Response

In this bar graph, since the confidence intervals overlap, we cannot conclude that the difference in percentage between the days is significant. It does suggest weekends are the days most people are available. We also ran this confidence interval test with which days of the week only non-users are most available, and those confidence intervals also overlapped. So we cannot conclude anything statistically significant, but our data still suggests that weekends are the most available days for non-users.

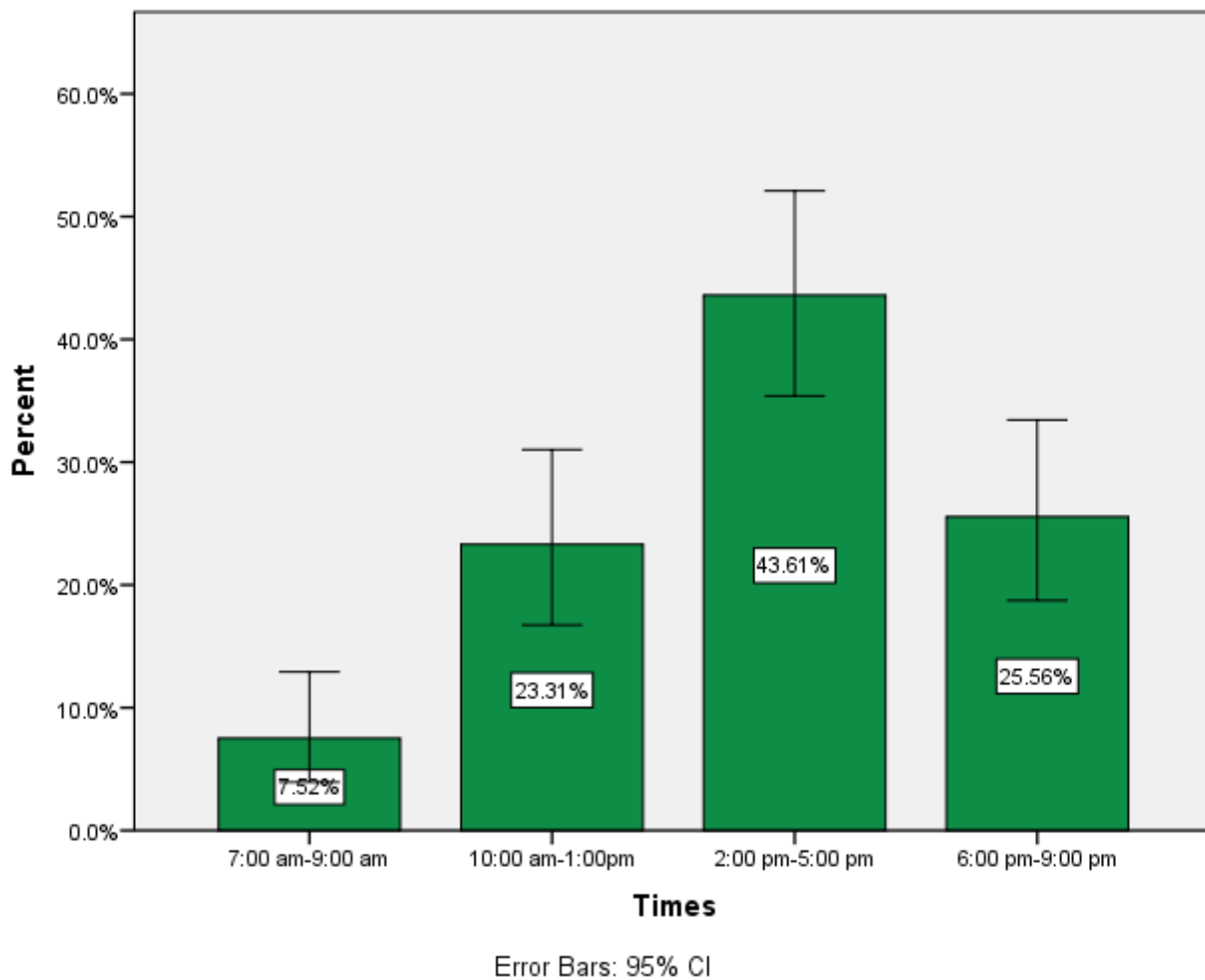


Figure 2: Availability by Time of Day

N=106 7.5% Non-Response

We are 95% confident that the time of day 38% to 53% of people are likely to visit the library is from 2:00 pm to 5:00 pm. People are least likely to frequent the library between the morning hours of 7:00am and 9:00am. The survey results indicate that people are more willing to frequent the library either right after work or potentially during their lunch break.

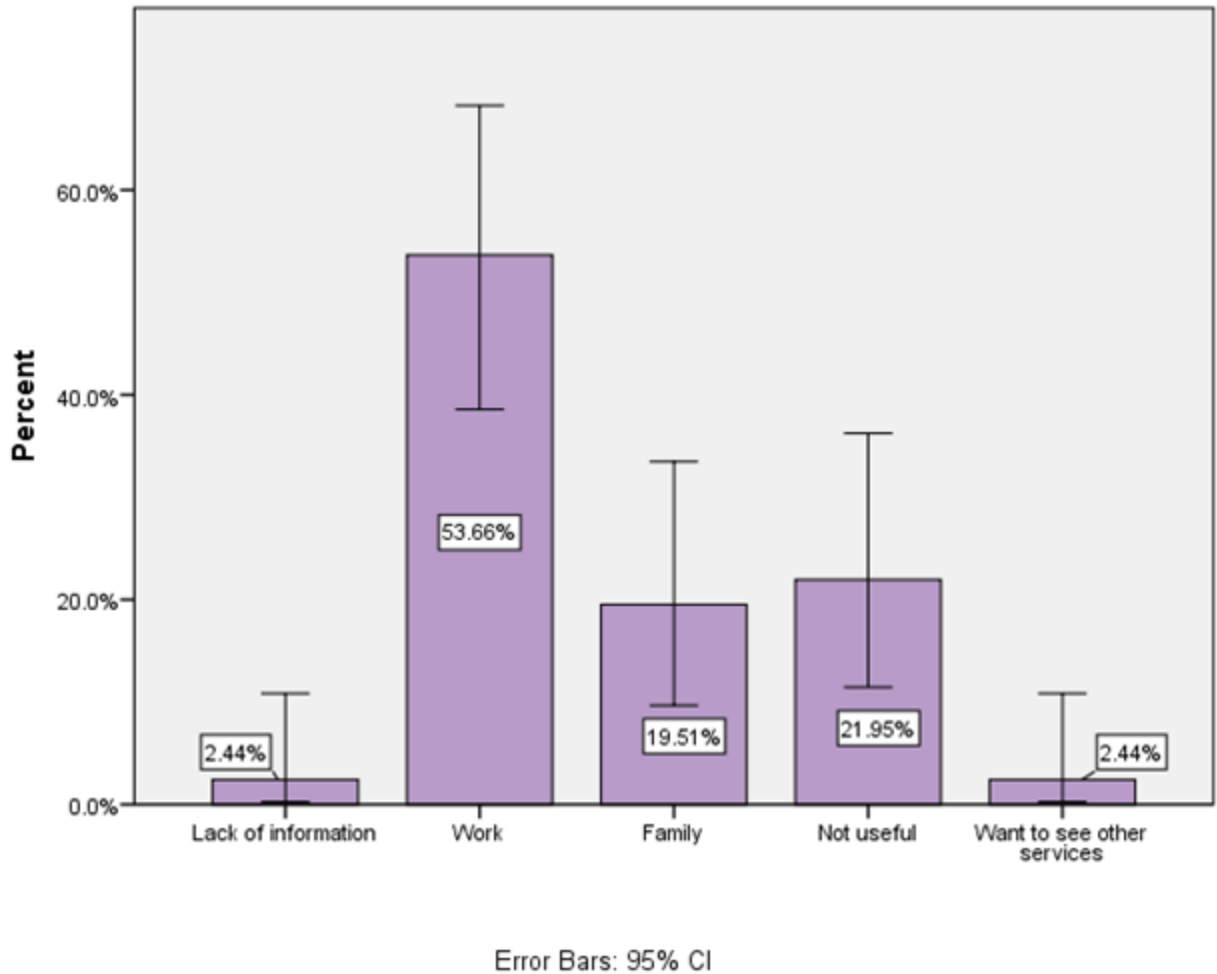


Figure 3: Barriers preventing Library Attendance

N=48 29.2% Non-Response

After collecting the data seen in Figure 3, it is clear that the largest barrier that prevents people from attending the library is work. 64.71% of the 48 respondents indicated that work is the overwhelming factor that prohibits them from visiting the library. 23.53% of respondents indicated that family is the main reason, while 26.47% said that the library is not useful to them. It is unclear whether or not it may be seen as a positive or negative for the library that very few people want to see any other services added, only 2.94% indicated that they would like to see other services. This may indicate that the library is not necessarily doing anything to prohibit

people from coming to the library and that there isn't a high demand for other services they do not offer. Another conclusion that might be reached after looking at this data is that the library must have a significant amount of exposure throughout the Whitehall community. Only 2.94% of respondents indicated that the reason why they do not attend the library is because of lack of information regarding the library and what it has to offer.

Table 1: Cross tabulation-What prevents you from going to the library?/What days during the week do you have the most free time?

		What prevents you from going to the library?					Total
		Lack of information	Work	Family	Not useful	Want to see other services	
What days during the week do you have the most free time?	Monday	0.0%	9.4%	0.0%	12.1%	16.7%	
	Tuesday	0.0%	6.3%	13.3%	15.2%	16.7%	
	Wednesday	0.0%	9.4%	13.3%	15.2%	16.7%	
	Thursday	0.0%	9.4%	6.7%	15.2%	16.7%	
	Friday	0.0%	12.5%	13.3%	12.1%	16.7%	
	Saturday	100.0%	28.1%	26.7%	15.2%	16.7%	
	Sunday	0.0%	25.0%	26.7%	15.2%	0.0%	
Total		1	32	15	33	6	87

In the cross tabulation chart between the question “What prevents you from going to the library?” and “What days of the week do you have the most free time?,” we can gain insight on the availability of the certain respondents. As shown in Figure 3, most respondents indicated that work and family are the overwhelming factors preventing them from attending the library. We want to focus mainly on these two barriers because they are static factors. A total of 53.1% who have “work” as their main barrier throughout the week, showed that they have more free time on Saturday and Sunday. While 53.4% of people whose main barrier is “family”, also chose Saturday and Sunday as the days when they are most available. This indicates that those with the

static elements of work and family preventing attendance to the library are most available on the weekends. Since the data used to make this cross tabulation is not statistically significant, we can only suggest that Saturdays and Sundays are the two main days people, with family and work as their barriers, have the most free time.

Table 2: How likely a household would use free access to the internet

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Unlikely	25	45.5	59.5	59.5
	Likely	17	30.9	40.5	100.0
	Total	42	76.4	100.0	
Missing	System	13	23.6		
Total		55	100.0		

N=55 23.6% Non-Response

The likelihood of respondents on whether or not they would use free access to the internet, is polar. None of the respondents answered that they were unsure whether or not they would use the free internet. 45.5% of these respondents said it was unlikely, while 30.9% said it was likely.

Table 3: How likely a household would be to use free access to magazines and digital media

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Unlikely	18	32.7	40.0	40.0
	Undecided	2	3.6	4.4	44.4
	Likely	25	45.5	55.6	100.0
	Total	45	81.8	100.0	
Missing	System	10	18.2		
Total		55	100.0		

N=55 18.2% Non-Response

The likelihood of respondents on whether or not they would use free access to magazines and digital media, is polar. Only 3.6% of respondents said they were unsure whether or not they would use this availability of magazines and digital media. 32.7% said it is unlikely, while 45.5% said it is likely.

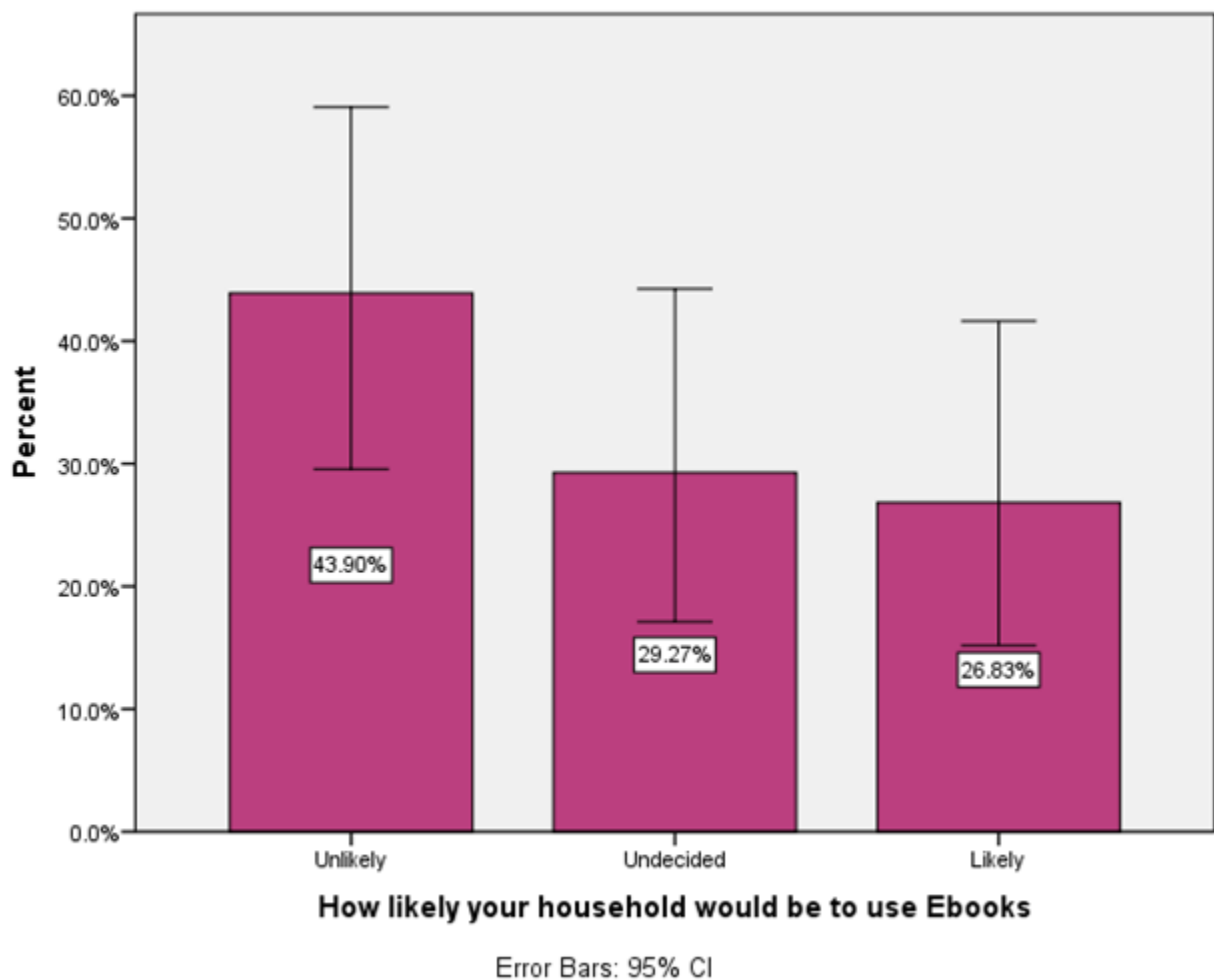


Figure 4: N=55 25.5% Non-response

43.9% of respondents said it is unlikely their household would use e-books. 29.27% said they were undecided, while 26.83% said it was likely. This data is not statistically significant, but it suggests that e-books would not attract the majority of people to the library.

Implications and Limitations:

This chapter sought to identify barriers to library use and ways in which traditional in-person and nontraditional access can be expanded. To identify these barriers, we surveyed the Whitehall community asking them several questions pertaining to their availability and preferences to what the library has to offer. We found that work is what prevents people the most from attending the library. We then cross-tabulated that question “What prevents you from attending the library?” and the question “What days of the week do you have the most free time?” We found that a total of 53.1%, who have work as their main barrier throughout the week, showed that they have more free time on Saturday and Sunday. While 53.4% of people whose main barrier is family, also chose Saturday and Sunday as the days when they are most available. This indicates that those with the static elements of work and family preventing attendance to the library are most available on the weekends.

We then looked at time slots during the week that people had the most free time on Friday, Saturday, and Sunday. These findings are not statistically significant since the confidence intervals overlap, however, we recommend that you stay open later on Saturday and Sunday since it is suggested by the data that weekends are the most available days for non-users. We are also 95 percent confident that people are most willing to frequent the library between the hours 2:00 pm to 5:00 pm. This data is statistically significant since the confidence intervals do not overlap with each other. We recommend that you stay open from 2:00pm-5:00 pm since this is when people said they would be most willing to frequent the library. This is especially important on Saturday and Sunday since this is when we found people have the most free time.

Lastly, we found that the majority of people, 43.90%, indicated that they would be unlikely to use e-books in the library. This is not statistically significant since the confidence intervals overlap but it does suggest that the majority of people surveyed are unlikely to use the

e-books. We recommend not implementing e-books in the library. However, we did find that 55.6% of the people surveyed said they would be likely to use the free access to magazines and digital media. We recommend the use of this and to maybe advertise this more.

Children and Teen Programs

Sophia Nelson

Ryan Bartels

Tanner Roach

Jordan Galvin

The goal of our research is to discover what programs for children and teens will be most successful for The Whitehall Public Library. To inform our survey design, we interviewed libraries in similar communities within Western Wisconsin and Eastern Minnesota. We then surveyed the community members of Whitehall, Wisconsin and surrounding towns through mail and in-person surveys to measure interest in what children and teen programs they felt would be the most useful to them. These included programs such as “100 Books Pre K”, arts and crafts like duct tape creations, theatrical performances, movie nights, and magic shows. Due to a low number of respondents we had a difficult time making definitive decisions, but we found that there is definite interest in participation of children and teen programs.

1. Background and Research Objectives

Our main goal was to discover which programs for children and teens would be most beneficial to the community of Whitehall, Wisconsin and the surrounding area. Currently, the Whitehall Public Library offers a children's story hour for 45 minutes on Wednesdays. While this is a popular event, it targets a narrow demographic of families with preschool age children. Our research will help to determine whether there is community interest in broadening offerings for children and families. Using survey research to inform targeted changes in programming should help to ensure investments in new programs will pay off through increased library use.

Modern library services extend well beyond lending books. Programs for children and teens make up the majority (61.5%) of all library programs in the US, and the use of these programs by children is on the rise ("Public Library Use" 2014). This study also found that circulation by children has risen 28.3% in the last 10 years and now makes up 1/3 of all library transactions. This suggests these programs have a fairly high return on investment for libraries.

The scope of programming is to a large extent dependent upon community size and library resources. Through interviews with libraries in communities of similar size throughout Wisconsin and Minnesota we learned which programs had had proven success at these libraries, as well as those that had failed¹. The majority of the successful programs were aimed towards younger kids, while those that failed were aimed towards teens. Libraries indicated they had success with crafting, reading, educational, theatrical, and movie themed programs for younger kids. The crafting programs included activities such as guided Lego creations, duct tape crafts, holiday themed crafts, and game making. For the Lego creations, kids are given a theme and use

¹ Surveys were conducted on the Marathon City Library, Marathon City Library, Wautoma, Strum Public Library, Pulaski Public Library, Osseos Public Library, Wabasha Public Library, and Modovi Public Library.

Legos to build something that represents the theme. For the duct tape crafts kids learn to make different creations using duct tape such as wallets and flowers. There were also themed crafts for holidays, and games that the kids come up with and create themselves.

Libraries also indicated they had successful reading programs including story hour (which the Whitehall Library currently offers), 100 Books Pre K (a popular program all over the US), Book BINGO and High School Helpers reading programs. 100 Books Pre K is based on the theory that children whose parents read 100 books to their children before kindergarten (most often during their preschool years) will have a better educational future. This program could take place inside the library or at home. The High School Helpers reading programs would include a high school volunteer assisting an elementary aged child to read, or be read to. The Book BINGO is a take home activity in which a child reads books of different genres to fill out the BINGO card, and when done, returns the card to the library for the chance to be entered in a contest.

The theatrical programs included performances that vary from musicians to plays, but libraries indicated they were not as popular as other programs. The theatrical themes tended to tie into the educational themes as well. For example, one library hosted a scientific magic show taught by a High School teacher.

The final program was a monthly movie night that was available for all ages and was free to the public. This program simply got people into the library and made them see the library as a fun and exciting place. This program can be particularly appealing to residents of Whitehall because the nearest movie theater is about 40 minutes away. The place of gas to travel to this location plus the cost to buy a ticket makes a free movie night especially appealing, though the movies shown would not be new releases, in order for the library to avoid a fee for showing the

movie. Although they are not a perfect substitute, they are certainly less expensive and still appealing.

The programs for teens, which included a book club, and reading programs were repeatedly unsuccessful at many of the libraries due to lack of interest. For this reason, we decided to only include only one program that involved teens, the High School Helpers reading program, because volunteer hours are an incentive to participate and other libraries indicated this program was successful.

Our paper takes the information we have gathered through interviews with other libraries and examines which programs are likely to be popular among children and teens in the Whitehall area as well. In the following sections we summarize our survey instrument, present findings, and make recommendations for the library. We provide a brief summary of our sample in the Methods section; a detailed description is available in the Introduction to the Report. In total, we expect our findings will guide the library to implement useful programs for its community and avoid wasting resources on unpopular programs.

2. Methods

In order to conduct our research, our personal survey questions were included in the mail survey sent to Whitehall and surrounding area communities, two different in-person surveys conducted at a local Dollar General, Tienda Guerrero, and the spring musical at the Whitehall High School. These methods were aimed to reach a representative population of adults with children or teens from the surrounding area.

To assess potential demand for new programming we asked “Would you or someone in your household be interested in participating in programs for children and teens at the library?”. This question was only included on the survey at the high school musical because we wanted to

specifically target respondents most likely to have children. We used this question to analyze the extent of the potential demand or interest in participating in children and teen programs at the library.

We first inquired about the category types different popular programs fall into saying, “Please rate the following types of programs” with the option of “likely”, “unlikely”, and “unsure” and listed each of the following program categories:

- crafts
- educational
- reading
- theatrical
- movies

We opted to ask about broad categories before specific program types to allow our research to encompass programs we may not have included in our specific program list. It is possible we will find some of these categories are popular but the specific programs we researched within that category are not. Knowing the category itself is popular will guide the library in further exploration of community program interests. This form was included on the Mail survey. This will reveal which programs appear to have a significant amount of support and which are less popular.

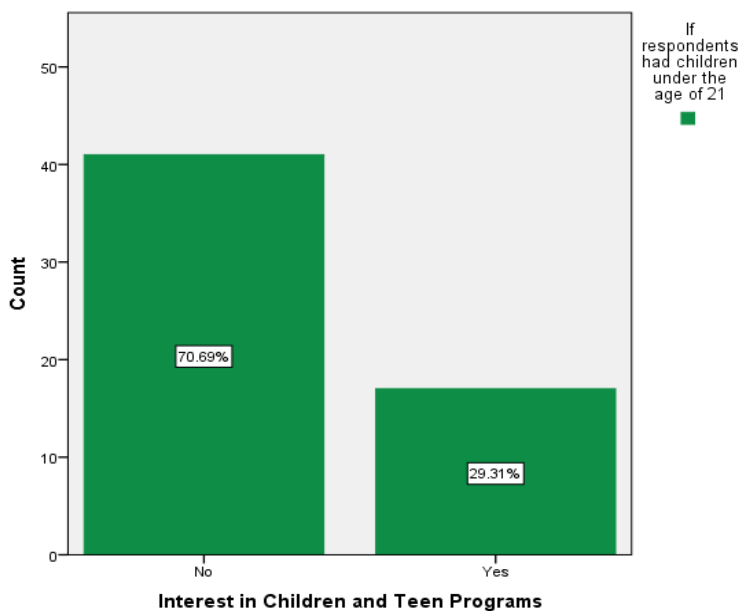
Finally we listed a variety of programs and asked the survey takers to choose four that they would be most likely to use, or show interest towards, the options were Guided Lego Creations, Educational Speakers, Duct Tape Crafts, Book Bingo, Story Hour, Monthly Movie Night, Holiday themed Crafts, 100 Books Pre K, Handmade Games, High School helpers reading programs, and Scientific Magic Shows. This question is different from the previous

question because it will help us find individual and specific programs that are of interest rather than entire groups of program types. This question was used on the Family and Kids survey conducted at the High School Musical.

In interpreting our results, it is important to note that a program need not have a majority of people interested in participating in order to consider it “successful”. Programs that cost little to run may be worthwhile even if only 5 people attend. Without more specific knowledge of the library’s resource constraints we cannot state which programs will be cost effective but we do use our estimates to provide predicted attendance for each program assuming our sample is representative of the local population.

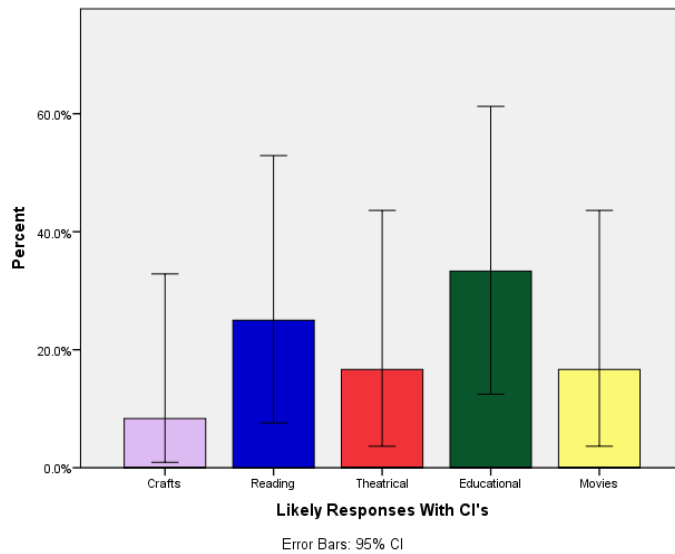
3. Analysis

To begin our research we gauged the community interest in participating in programs asking, “Would you or someone in your household be interested in participating in programs for children and teens at the library?”



The graph above shows children and teen program interest among respondents who have kids under the age of 21. This data was more valuable to our group than the data that gauged interest from our entire sample. The entire sample was not viewed as an accurate way to gauge interest because if respondents did not have children they probably answered “no” to having interest in children and teen programs. To avoid this, we are only analyzing the data from people who answered “yes” to having children under the age of 21. Our graph has led us to believe that there is more interest in children and teen programs from people who have children under the age of 21, roughly thirty percent of respondents expressed interest in new children and teen programs. After we gauged interest in new programs, we wanted to zero in on the programs that people wanted to see added to the library.

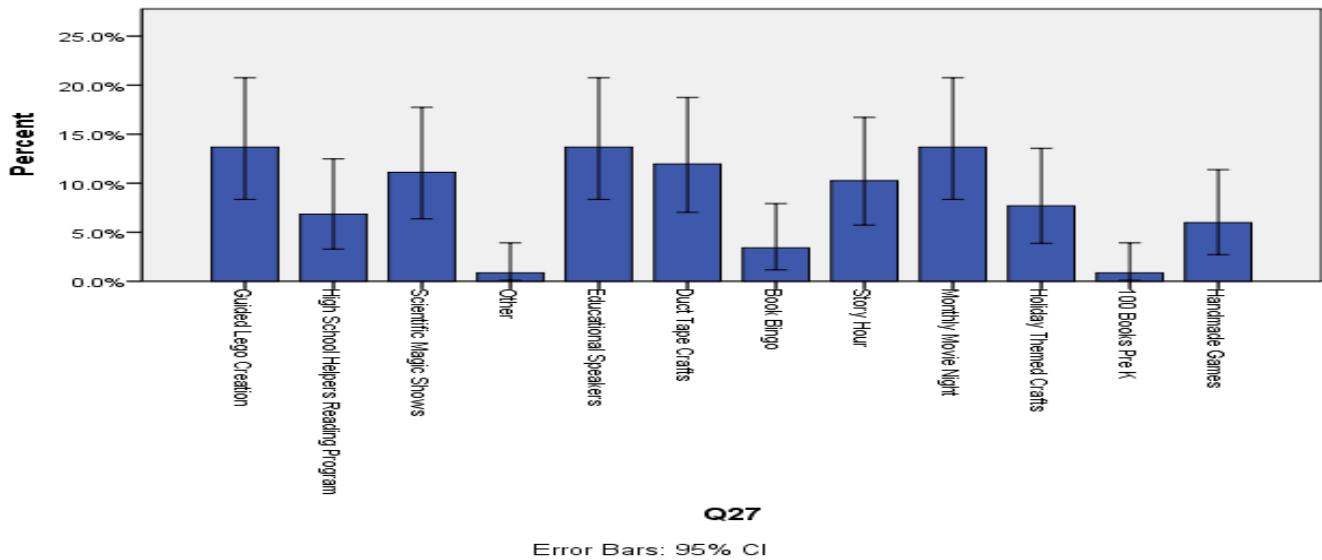
Our question asked which program types people wanted, they included: crafts, reading, theatrical, educational, and movies proved to have some interesting results. Below is a graph of this question, where the survey taker had to respond either likely, unlikely, or undecided. The results here are only of the likely responses and only contains the respondents with kids. This way we could more accurately show interest across the five program types because people without kids might not have responded or were also unlikely to attend, thus we are only showing the respondents with kids and were likely to attend.



From the graph we can see that the highest percent of people with kids that are likely to participate, are going to come to educational programs. We included a 95% confidence interval around each category to include error in our results.

We asked respondents to pick four programs out of a proposed twelve they would be interested in. The results are as follows:

There were 29 responses for this question with Lego creations, educational speakers and monthly movie night generated the most support, while book bingo, 100 books pre k, and handmade games generated the least amount of support. In the previous question education was the highest rated category and educational speakers was one of the highest rated programs. We created a 95% confidence interval to test if any of the responses were statistically different. This can be viewed on the graph above that includes the confidence intervals. Out of the twelve programs we could only conclude that only 100 Books pre K was statistically different than Guided Lego, educational speakers and monthly movie night. This poses a problem because other than 100



books pre K there is no statistical difference at 95% confidence. The only recommendation we can give is to not explore a 100 books pre k program. If this question were evaluated as exploratory research at 90%, we might be able to see a statistical difference between the other programs.

4. Implications and Limitations

Many of the problems we faced during our analysis phase was due to a low number of respondents. Even the mail survey, which had the highest number of respondents, returned low numbers for our questions. This could be due to a few factors; including the placement of our questions, and confusing wording that did not convey the message we meant it to. Our questions were generally located at the end of the surveys. Many of the surveys were quite long, and people were likely to become less interested in completing the survey, or take the time to understand our questions. We also found there was a large amount of uncertainty in the responses, which was probably caused by confusing wording or placement.

The question which asks the respondent to choose four children or teen programs that interest them concluded the highest interest in guided Lego creations, educational speakers, and monthly movie nights. This question, however, probably faced both of these issues. There were only 29 respondents to this question, which is mostly due to the fact that it was only included on the family and kids survey. This survey did receive 54 responses; however this particular question was located at the very end and involved a bit more thought than other questions. There could have potentially been confusion as to what each program involved or what the names meant. In the end, the difference in the amount of times the most popular and least popular programs were picked were not statistically different; however, the information can still be used as exploratory.

Our question evaluating the interest for participation in programs for children and teens among survey takers with children returned a significant amount of interested individuals. Although the amount of disinterest was significantly higher, we can still conclude the sufficient interest for these types of programs exists.

The question asking participants to rate the five general types of programs concluded that educational programs were the most popular type, with reading programs as the second top pick. The most popular educational program selected in the following question was educational speakers, which was also one of the top three picks. The most popular reading programs included story hour, which the Whitehall Public Library already offers, and High School helpers reading programs. We did, however, run into a few problems with this question as well. The amount of responses varied for each type from 35 to 40 responses, which could be due to lack of interest on the participant's part or confusion about what the question asked. Because of this we used percentages rather than counts in our comparisons of "likely" responses across the categories.

We also experienced a significant amount of undecided responses, which could be caused by confusion about what each program type meant, and what programs were included for each type. This is mainly in part because there were no descriptions of what programs each category included on the surveys. The undecided answers could also be due to the resistance of a participant in answering either a definite no or yes, since no intermediate choices were given.

In conclusion we found that there is significant interest within the community for children and teen programs. We found that the areas with the most interest included educational and reading programs. The specific programs that were found to have the most interest were guided Lego creations, educational speakers, and monthly movie nights. The evidence of educational programs being chosen as a popular program type and educational speakers being chosen as a popular program support each other and show that the educational route may be a popular one to follow. Although we cannot conclude anything concrete, we suggest the Whitehall Public Library support the creation of new Children and Teen programs. These programs may include educational speakers and other educational programs, guided Lego creations, and monthly movie night. In addition to these programs, we suggest continuing the children's story hour, as well as including other options within the reading category; for example, a High School helpers reading program, as it is the only program we found for High Schoolers that had proven success and was a popular option within the reading types.

Adult Programs

Nicole Ahlbrecht

Michael Rosenberg

Joe Sokovich

The goal of our research is to estimate demand for specific programs among the local adult population. Our research is crucial to the Whitehall Public Library and the Whitehall area because it will help in determining which programs may be implemented in order to increase active membership at the Whitehall Public Library. We surveyed residents of the Whitehall area, in person, at the local “Dollar General” and “Tienda Guerrero”. Our results show that residents are interested in more programs, but majority did not choose one over another for new programs. Based on these results, we have concluded that more research and study could be done which would be beneficial to the future implementation of programs at the Whitehall Public Library.

1. Background

The Whitehall Public Library would like to increase active cardholdership among local adults. Offering new programs targeted at this population may help to achieve this goal, but to choose the right programs the library must know what prospective adult users want from the library and why they are not currently using it. Adults contribute to two-thirds of the Whitehall Public Library's total circulation, so it is important to keep active members coming back, but also to find those who are not active or have never been active. This is particularly difficult for adults, as opposed to children and teens, because of the heterogeneity in lifestyles of adults (work schedules, personal needs, etc.) The goal of our research is to estimate demand for specific programs among the local adult population.

According to the International Federation of Library Associations (IFLA), library programs aim to provide individuals with programs “that address their educational, informational, cultural, and leisure time needs” (“Guidelines for Library Services For Young Adults - Ya-guidelines2-En.pdf” 2014). The IFLA also recommends services that include the support of educational achievement, personal development, literacy and skill training, creative expression workshops, and health and career programs (“Guidelines for Library Services For Young Adults - Ya-guidelines2-En.pdf” 2014). Based on this information, we focused our analysis on estimating the demand for Career Services, Fun & Creative Activities, Tech Assistance, Health & Wellness, and Language Services programs.

It is important to remember that the overall goal of determining the demand for potential programs to be implemented at the Whitehall Public Library is to increase library use. It is not enough for an individual to participate in a program one or two times and then never return. The goal is to obtain an “increase in library users rather than an increase in one-time library usage” (“What Makes a Library Program Successful? | From Librarian to Cybrarian” 2014). As you will

see in the next section, our research of determining the demand for programs within these five categories aims to do just that.

2. Methods

We designed questions for the in person surveys conducted at “Dollar General” and “Tienda Guerrero”. We focused on these sampling frames because they were more likely to include adults who are not connected to the library through their children than the high school musical sample. In order to address which types of programs would have the potential to be beneficial in Whitehall, we thought of potential programs tailored to the educational, entertaining, professional, and lifestyle needs of the citizens of the Whitehall area. Based on these preliminary research goals, we designed the following survey questions:

“If more programs were offered at the Whitehall Public Library, would you attend?” Possible responses to this question were yes or no. Our intent was to capture interest in new programming in general rather than with respect to any specific program.

To estimate interest in types of programs we asked the following question: “Of these 5 potential program offerings, please choose 2 areas in which you would attend programs the most.” The five program categories were as follows:

- Career Services
- Fun & Creative Activities
- Tech Assistance
- Health & Wellness
- Language Services

After this question, we obtain more specific information about individual intentions to attend programs within the two categories they chose. To do this we provided three specific programs for each category and asked individuals to indicate how likely they would be to attend each by circling those they would attend, crossing off those they would not and leaving any they may attend as is. The offerings included in the survey are summarized in Table 1 below. In formatting questions in this way, data collection yielded accurate and easily comparable responses.

Table 1: Specific Programs Included on Survey by Category

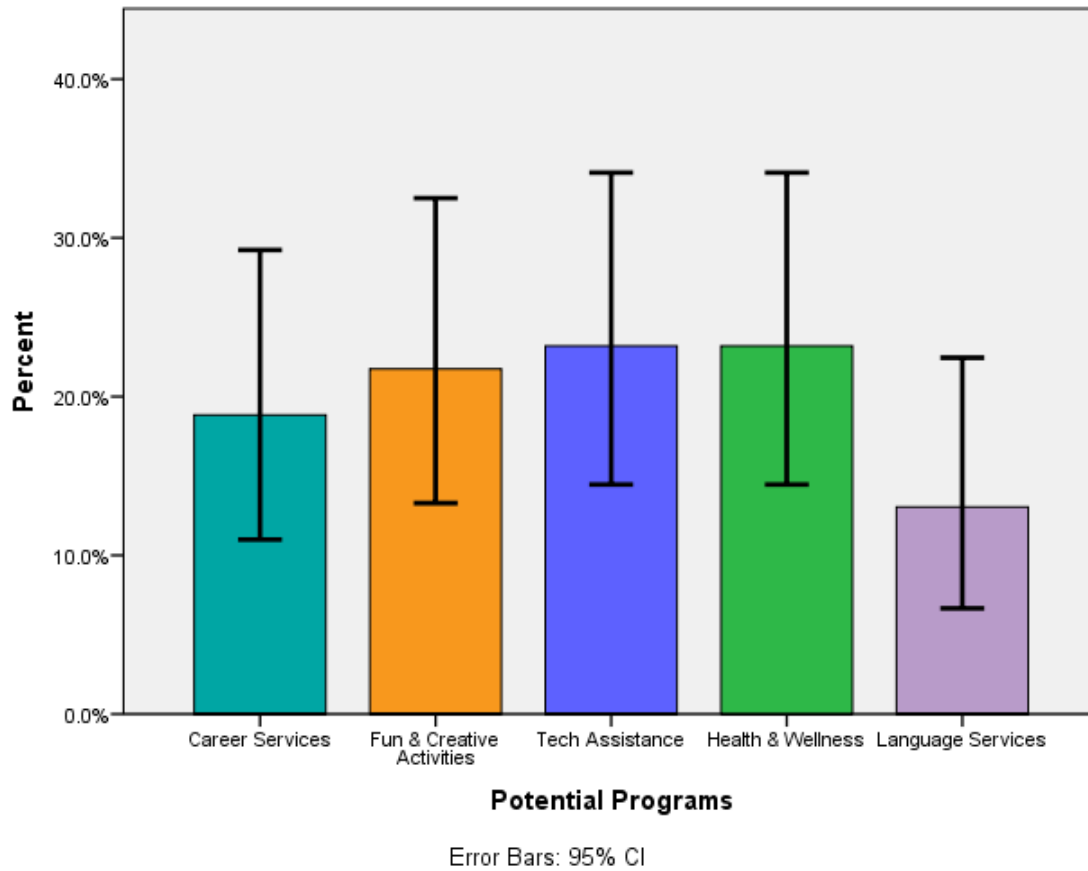
Career Services	Fun and Activity Programs	Tech Assistance Programs	Health and Wellness	Language Services
Resume Tools	Film Series	Microsoft Office tutorials	Yoga Class	Translation Assistance
Practice Interviews	Scrapbooking or Craft Clubs	Website building workshops	Healthy Lifestyle discussions	ESL Programs
Employment Search Assistance	Recipe Sharing	Tech Device (computer, smart phone, tablet) tutorials	Nutrition Planning Programs	Spanish reading series
	Book Clubs			

Note: The breakdown of each of the five potential programs.

3. Results

Our primary finding is there appears to be some interest in a wider variety of adult programs within the population we surveyed. We were able to get 53 households of Whitehall to respond if they would be interested in a wider variety of programs or not, of which 31 (58%) households were interested in more programs. Regarding the program categories individuals were most interested in, we find Tech Assistance, Health & Wellness, and Fun & Creative Activities were the most popular in the sample. We estimated the confidence interval for Career Services to be about 10% to 30%, Fun & Creative Activities to be about 12% to 32%, Tech Assistance to be about 15% to 35%, Health & Wellness about 15% to 35%, and Language Services to be about 9% to 21% and it seemed to be little differences between the programs' confidence intervals looking at figure 1.

Figure 1: Interest in Potential Programs with 95% Confidence Interval



Note: 95% confidence intervals depicted for each bar.

In Table 2, we attendance intentions for the specific programs within the Tech Assistance, Health & Wellness, and Fun & Creative Activities categories.

Table 2: Attendance by Program Type

	Not Attend	Maybe	Will Attend	N
<i>Fun & Creative Activities</i>				
Film Series	6.82%	6.82%	13.64%	10
Scrapbooking/Craft	2.27%	4.55%	18.18%	11

Clubs				
Recipe Sharing	4.55%	4.55%	18.18%	12
Book Groups/Scheduled Discussion	2.27%	2.27%	20.45%	11
N	7	8	29	44

Table 2 continued

<i>Tech Assistance</i>				
Microsoft Office (or similar software) Tutorials	6.45%	3.23%	25.81%	11
Website Building Workshops	9.68%	0%	19.35%	9
Tech Device (computers, iPads, smartphone, etc.) Assistance	6.45%	9.68%	19.35%	11
N	7	4	20	31
<i>Health & Wellness</i>				
Yoga Classes	5.71%	5.71%	14.29%	9
“How to live a healthy life”	0%	5.71%	22.86%	10

Discussion				
Nutrition Planning Programs	0%	8.57%	37.14%	16
N	2	7	26	35

Note: The breakdowns of Fun & Creative Activities, Tech Assistance, and Health & Wellness with the percentages for not attend, maybe, and willing to attend.

To get a better understanding, we broke down each of the top three programs even further. From table 1, respondents that chose fun & creative activities, the scrapbooking/craft clubs (18.18%), recipe sharing (18.18%), and book groups/scheduled discussions (20.45%) were the three that had the highest number of people willing to attend. But, Film series (13.64%) had a fairly high willingness as well. For the tech assistance set, responses were evenly distributed among website building workshops (19.35%) and tech device (computers, iPads, smartphone, etc.) assistance (19.35%). Microsoft office (or similar software) tutorials (25.81%) was the one with the highest response than the other two choices. For the health & wellness, participants seemed the most interested in this potential program, especially for the “How to live a healthy life” discussion (22.86%) and nutrition planning programs (37.14%).

Table 3: Attendance by Program Type

	Not Attend	Maybe	Will Attend	N
<i>Career Services</i>				
Resume Tools	0%	8%	28%	9
Practice Interviews	8%	4%	12%	6

Employment Search Assistance	8%	8%	24%	10
N	4	5	16	25
<i>Language Services</i>				
Translation Assistance	0%	10%	30%	8
ESL Programs	0%	10%	20%	6
Spanish Reading Series	0%	0%	30%	6
N	0	4	16	20

Note: The breakdowns of Career Services and Language Services with the percentages for not attend, maybe, and willing to attend.

Although the Career Services and Language Services categories were not as popular, there were still many individuals who indicated they would attend programs in these categories. These results are summarized in Table 3 Career services had 25 responses for each program; and resume tools had 28% willing to attend, practice interviews had 12% willing to attend, and employment search assistance had 24% willing to attend. Language services had 20 responses; and translation assistance had 30% willing to attend, ESL programs had 20% willing to attend, and Spanish reading series had 30% willing to attend.

To get a better understanding for the entire data set, we went and found a 95% confidence interval to see if there is any statistical significance among the five potential programs that we

had suggested, figure 1 shows. Looking at the bar chart with the 95% confidence interval, it suggests that there is no statistical significance between the five potential programs. What this means is we do not have sufficient evidence that suggests fun & creative activities, tech assistance, and health & wellness is any more popular than career services & language services. This again suggests the information in Table 3 should not be ignored.

4. Implications

In our study of adult services and programs we found several trends in the data collected that could be beneficial to the Whitehall Public Library. Initially, our group was somewhat disappointed with the low number of responses to our survey, however, after finding a confidence interval for our data we found that the interest within the community in new adult programs actually suggests that there would be success in implementing these programs. In the following conclusion we discuss the implication of the findings from our big questions: ‘Would the community likely attend new adult programs?’ and ‘What programs would they be most interested in attending?’

The first trend we noticed when analyzing the data was that there are a number of people that said they would be interested in attending new programs at Whitehall Public Library. Of the 53 individuals that responded to this survey question, 31 said they would be likely to attend new programs. While this may be a fairly small sample size, a convincing 60% of the sample indicated that they would be interested in attending new adult programs.

The second goal of our survey was to determine what specific types of new adult programs the community would be interested in seeing implemented. This is where our lack of sample size really weakened the significance of our findings. We were able to conclude that the

data was dispersed fairly evenly throughout all the program listings and there was not one clear-cut program that a majority of individuals wanted to see implemented. While we could not pinpoint a top program to implement it may be interesting to note that the lowest level of interest came from the language services listing; a program that we originally had thought could see the highest response rate. While we were disappointed that there was not one program that set itself apart from the rest, what we did find is that almost all the programs received a positive response rate. After computing the confidence interval we were able to conclude with 95% confidence that a minimum of just under 10% of the population would, on average, attend any of the program listings we offered in the survey. As of a census conducted in 2010 there are 1,189 adults living in Whitehall (“Whitehall, WI Population - Census 2010 and 2000 Interactive Map, Demographics, Statistics, Quick Facts - CensusViewer” 2014). This means that, according to our confidence interval, a minimum of 118 people in the Whitehall community would be interested in attending each program. This estimate does not factor in people from rural surrounding areas that use the library so the actual figure would be more than 118 people that would be interested in attending each program.

While this data seems quite supportive of initiating new adult programs it is important to note that there may have been several different factors that could have led to some response bias. First, the question asked if the individual would be interested in attending any of the programs; being interested in attending and actually attending are two very different things. Just because the minimum interest in our confidence interval would be 118 individuals, it is not implied that all 118 individuals will transition that interest into actually attending the new program. Also, our surveys were all conducted in-person. Surveys that are conducted in person often are biased because the respondent feels a sense of social responsibility and wants to make themselves seem

involved in the community even if they really would have no intention of attending a new adult program at the library.

In conclusion, we were able to reveal an interest in new adult programs but were unable to conclusively determine which exact programs the community is interested in attending. Even though we could not pinpoint the most popular program we found that any of the programs received enough interest to be successful if implemented. In light of the fact that there was no clear “winner” in programs, other factors such as cost, manpower and staff input could help to determine which programs to add first. The data certainly supports further study and research that should be conducted as new programs are being considered for implementation. As a group, we believe the data suggests that the citizens of Whitehall would welcome and support new adult programs at their library.

Incentives

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Currently the Whitehall Public Library is looking to further increase its circulation. By surveying those in the Whitehall area we discovered whether using incentives would be a viable source to increase circulation. Based on our findings, the general population we surveyed expressed looking into coupons to help increase circulation and bring in nonusers of the library. Implementing coupons to restaurants or local convenience stores in the area are what current users and nonusers of the library would like to see added to the library.

1. Background

The goal of our research is to determine whether incentives for the Whitehall Public Library users, such as coupons to local businesses when patrons reach individual circulation targets, would increase circulation. The Whitehall Public Library has seen an increase in circulation and is looking to further that increase in the future. Currently the library has a circulation rate of 47,000 checkouts, and is looking to increase to 50,000 checkouts within the next year. By the Whitehall Public Library discovering whether incentives for nonusers and current users of the library has an effect on circulation provides the library the opportunity to work with local businesses and help meet the needs of its community and users.

Establishing an incentive program in order to increase circulation specifically targeted to adults is something unique in its own. Several studies have shown that incentives do not significantly affect motivation to read in children (Edmunds and Tancock 2002). The underlying concern is that rewarding children for engaging in an activity that they enjoy may lead them to infer that they participated because of that extrinsic reason. Thus, creating the conclusion that these children might not participate in that reading activity in the future. For example, Edmunds and Tancock (Edmunds and Tancock 2002) compared reading motivation and the number of books read. They reported that there weren't significant differences in reading motivation and reading amount between subjects who received incentives and those who did not. However establishing incentive programs for adults doesn't create the moral implication that their activity at the library is solely based on the incentives.

According to Hidi & Harackiewicz (2000), "The effects of external rewards may depend on the complexity of the activity and the length of the involvement." This statement suggests that

the type of incentive offered, determines how long the recipient stays involved. Again, respondents to this survey were children. The evidence provided is mixed and doesn't show a relationship between incentives and circulation within the library. However, there are no previous studies to provide that these incentives we are suggesting to implement into the Whitehall Public Library don't work.

With this information the Whitehall Public library can determine which incentives current users and nonusers are most interested in, and determine whether incentives for users would increase circulation. The next section will lay out our survey methodology and sampling frames; we will then present our analysis and discuss the practical implications of our findings for the Whitehall Public Library.

2. Methods

To address our research goal, we designed survey questions that measure individuals' interest in incentives. Each of our survey questions were included in the musical survey, Dollar General survey, and Tienda Guerrero survey. In our first question, our objective was to figure out if people in the Whitehall area were interested in any sort of incentive program. The question asked "Would your visitation at the library increase if incentives such as reward programs were applied?" The respondent could choose either yes, maybe or no. This general question answers our primary goal to see if incentives would increase circulation in the Whitehall library. Our following questions are to determine what type of incentives people of the Whitehall area were interested in.

Our subsequent question was to identify which incentive programs are of interest to the Whitehall People. Respondents were able to choose the following: coupons, rewards within the

library, learning programs, and/or book clubs. For this question, respondents could check all that applied, which lead the respondents into our next three survey questions.

Each of these three questions were multiple response questions so the respondents were not limited to only one response. For each broad category of incentives, we then asked which specific incentive options within the category interested respondents. For example, the first question asks “What type of coupons would you be interested in?”

One survey question that is worth noting is the question that states “Which learning programs would you be interested in?” This is a multiple response question which allows a write in responses. In this question we want to make sure we collect any type of learning programs that the respondent would want to be provided at the library that we may have omitted in our previous questions. Remaining questions and response options are in Table 1.

Before viewing the results, it’s important to understand our reasoning for cross tabulation which we used for some of the data. In order to better organize and understand the responses we cross tabulated the question, “Approximately, how many times have you been to the Whitehall library within the last year?” with three of our questions: “Would your visitation at the library increase if incentives such as reward programs were applied?”, “Which incentive programs interest you?” and “What type of coupons would you be interested in?” By cross tabulating these three questions with the frequency of the respondent’s visitation, we were able to make the necessary conclusions about who is most likely interested in incentive programs.

Table 1

Question	Answer 1	Answer 2	Answer 3	Answer 4
Would your visitation increase if incentives such as rewards were applied?	Yes	Maybe	No	
Which incentive programs interest you? (Choose all that apply)	Coupons	Rewards within the library	Learning Programs	Book Clubs
Which coupons would you be interested in?	Restaurants	Fast Food	Convenience Stores	Entertainment
Which rewards within the library would interest you?	Waived late fees	Library Merchandise	Craft Supplies	Extended Rentals
Which learning programs would you be interested in?	Foreign Language Classes	Computer Classes	Resume Workshop	Other _____

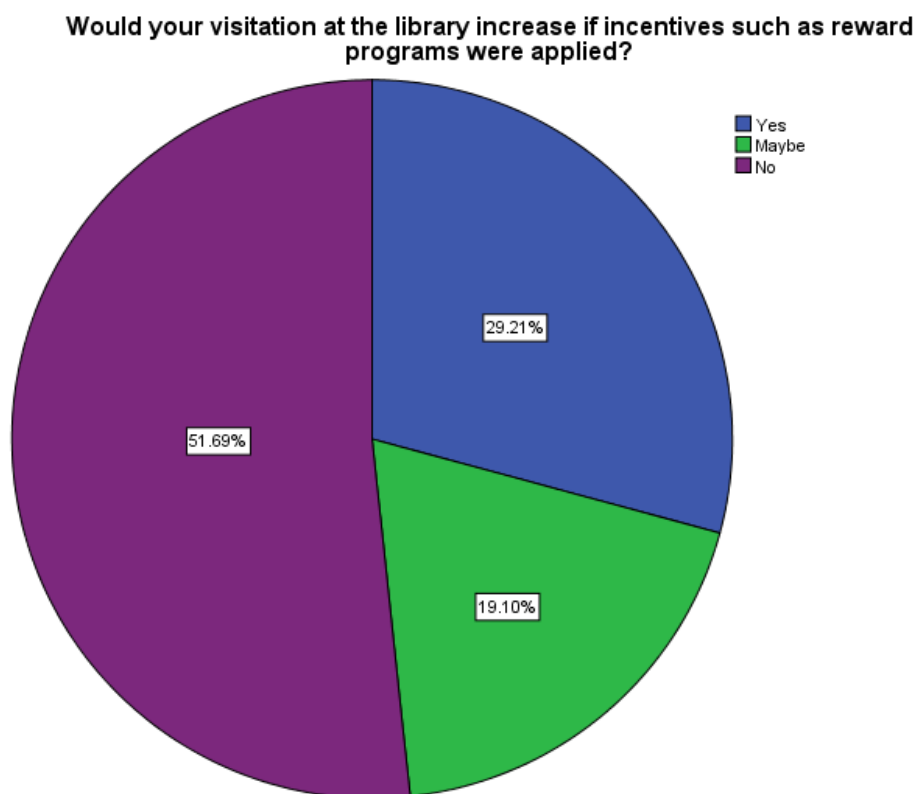
3. Results

The questions that we are analyzing were on three different surveys, in which had a variety of response rates. Combining all the survey responses together, there were a total of 111 responses. Our most basic question, but also most meaningful, is “Would your visitation at the library increase if incentives such as reward programs were applied?” Out of the 111 respondents that answered this question 30% said yes, 19% responded maybe and the other 51%

responded no. The lower limit of the population being interested in incentives is 38%, while the upper limit of the population is 59% interested with a 95 percent interval. This confidence interval means we are 95 percent confident that at least 38 percent of the population in Whitehall has interest in incentives. Also we are 95 percent confident that an upwards of 59 percent of the population could be interested in incentives as well.

The demographic that seemed to answer this question were adults who have children. People who are minority descent did not make up a lot of our responses. Figure 1 only displays the responses to our main survey question, “Would providing incentives increase your visitation to the library?” Our data slightly changes from Figure 1 for this question if we add in our non-responses. With the non-responses we found that 23.2% of respondents said yes, 41.1% said no, and 15.2% said maybe with a 20.5% nonresponse rate. Cross-tabulating these results with our frequency of library use variable we found 27% of the people who go to the library fewer than 10 times per year said incentives would increase their visitation. Among those who already visit the library more than 10 times per year, 22% said incentives would increase their visitation. This implies that there is at least some interest within the Whitehall area in some sort of incentive program.

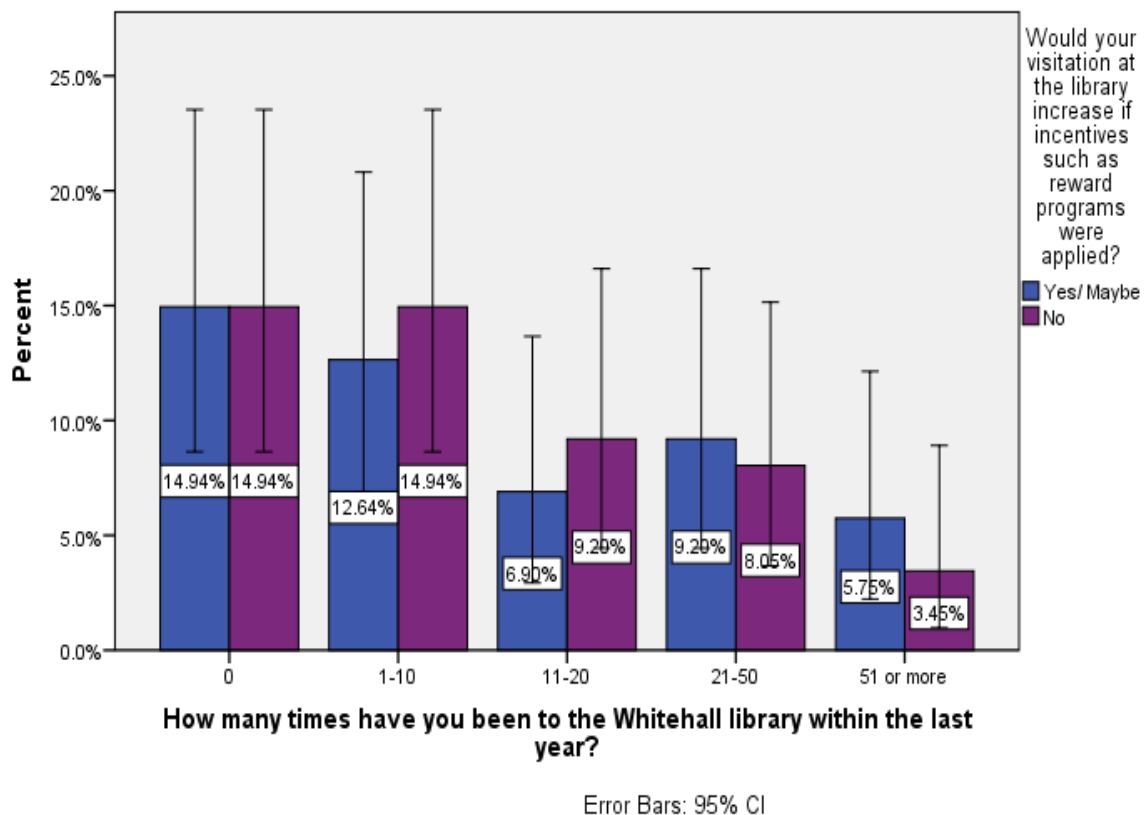
Figure 1- Increase Circulation with Incentives



In almost half of our survey's population, there is some interest in an incentive program. To figure out what kind of people are interested in an incentive program, we looked at how often someone visited the library within the last year and compared that with if there visitation would increase if an incentive program was offered. In Figure 2 we had 87 total response rate, and ran a 95% confidence interval on the graph to test how representative the sample that we got is of the

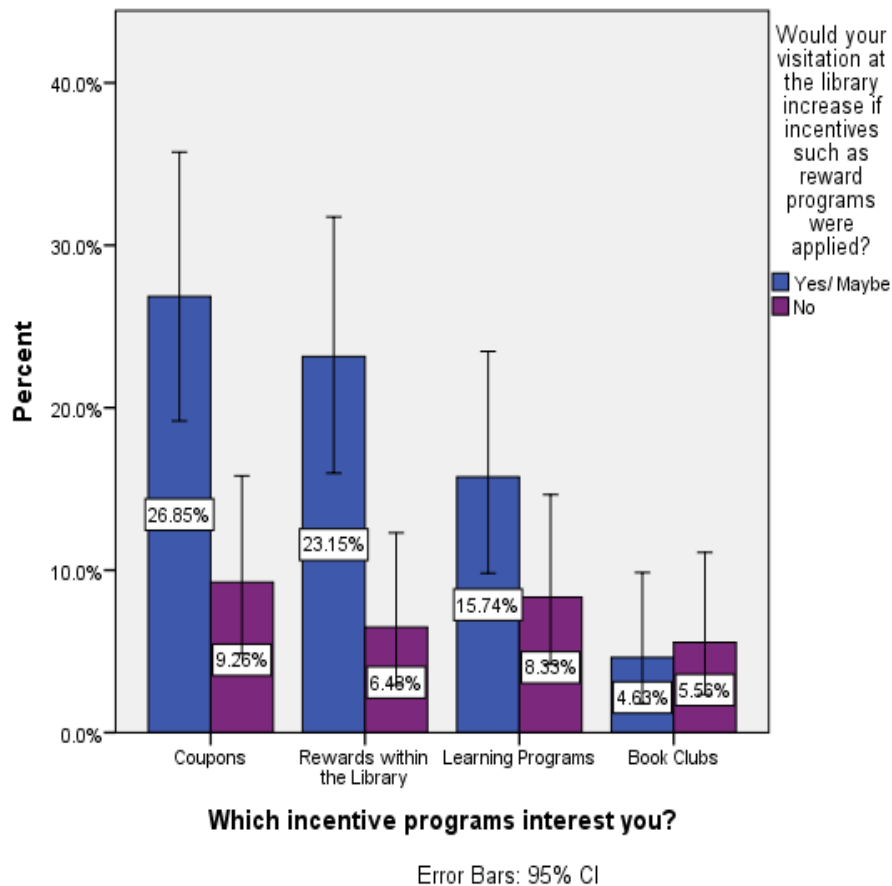
Whitehall population. We calculated a lower bound of 7.5% for those who visited the library 0 times in the last year, and an upper bound of 22.4%. For those who went to the library from 1-10 times in the last year there was a lower bound of 5.7% and an upper bound of 19.6%. As the usage gets more frequent, the confidence intervals push the lower bound at or below zero. This means they have less of a statistical significance since the frequent user's population is much smaller than the non-users/infrequent user's population. Our results showed that just over 57% of interest in incentives comes from the non-users or non-frequent users of the library. Thus the implication of incentives wouldn't increase frequent user's circulation as much as non-user's circulation simply because more people are non-users. The incentive program should target non-users.

Figure 2- Interest in Incentives by Different Users of the Library



After seeing what type of users would be most interested in incentive programs, we wanted to figure out what type of incentive program would be most effective in increasing circulation. We compared if implementing a rewards program would increase visitation and what types of incentives would interest users. We had a total of 108 responses between these two questions. Coupons were the most effective incentive with nearly 26.9% of people being interested with a lower limit of 18.6% and upper limit of 35.1% with a 95 percent confidence interval. Coming in a close second would be rewards within the library with 23.2% of respondents being interested in that program. The rewards program has a lower limit of 15.3% and an upper limit of 31% in the 95% confidence interval. Learning programs took third with 15.7% of respondents being enticed by this program. The lower limit on the learning program is 8.9% while the upper limit is 22.6% in a 95% confidence interval. The book club did not field a significant response to suggest that the library should implement this program to increase circulation. Coupons would be the most effective incentive program but rewards within the library and learning programs could also help increase circulation for everyone in the Whitehall area.

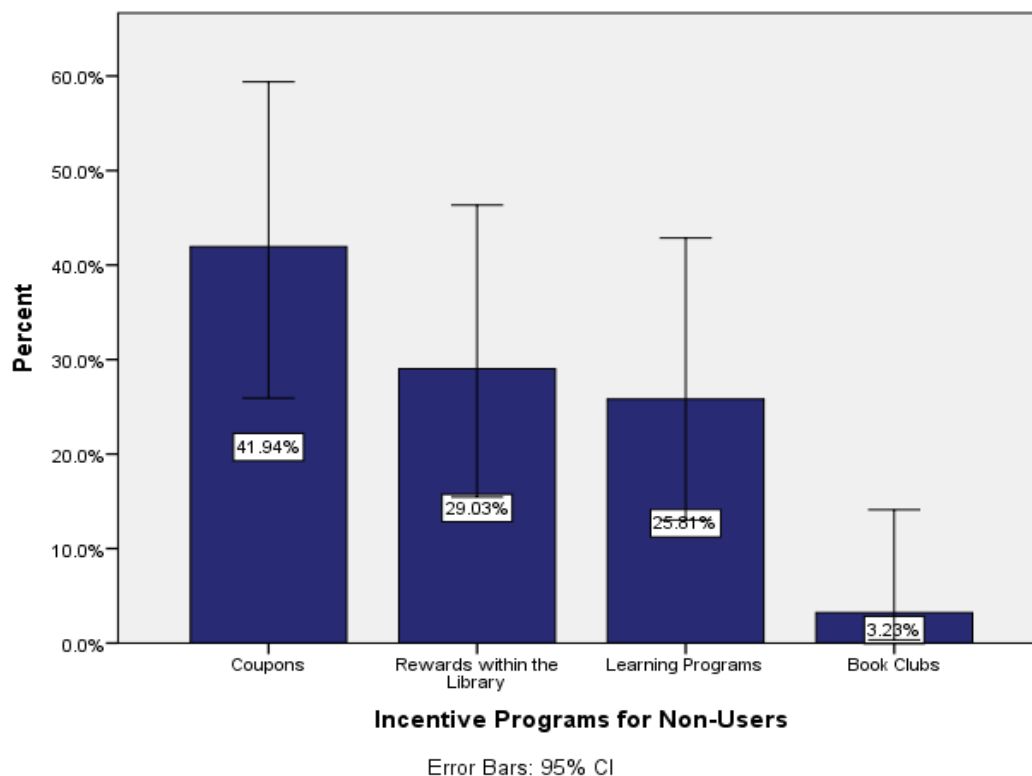
Figure 3- Interest in Each Incentive



With the library's attempt to turn non-users into users, we wanted to see what incentive program would get non-users into the Whitehall library. The population is only people who have never been to the Whitehall library within the last year and look at the responses of what type of incentive program would interest them. We collected 31 total responses from the non-users. Again, coupons were the highest incentive program with yielding a 41.9% interest. The lower limit for coupons is 25.2% while its upper limit is 58.7% with a 95% confidence interval. Rewards within the library took second with our population being 29%. The lower limit for this program was 13.6% while it having an upper limit of 44.5% with a 95% confidence interval. Just barely coming in third was learning programs. Learning programs had interest with 25.8%

of our respondents, with a lower limit of 10.98% and an upper limit of 40.7% in a 95% confidence interval. Once again book clubs took last and did not seem to interest our survey population. The non-users population seems to be most interested in coupons but also rewards within the library and learning programs could also be effective way to make them users of the library.

Figure 4- Non-User's Interest in each Incentive



4. Implications

Our analysis implies the top incentive program nonusers and current users of the library would like to see implemented into the library is coupons. This was selected out of four options that were the following: coupons, rewards within the library, learning programs and book clubs.

When asked which type of coupons respondents would like to receive, restaurants had the most interest. These coupons are not only limited to restaurants, but could range from local convenience stores, fast food, entertainment, and more. When selecting coupons as incentives to increase visitation, we suggest selecting coupons to businesses that are reasonably priced and that would interest majority of the library users. That way each person who receives a coupon can benefit from it. However, rewards offered within the library and learning programs could also be implemented. This could help increase visitation of nonusers as well as current users of the library.

Conclusion

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The purpose of this report was to identify opportunities for the Whitehall Public Library to expand active card-holdership, increase circulation, and better meet the needs of its community. To do so, we surveyed local residents via mail and in person interviews at three different sites in the community. We defined five specific aims: describe the demographics of non users and current users, identify barriers to library use, survey interests in programs for children and families for adults, and ascertain whether incentives may help the library reach circulation goals. In this conclusion, we summarize findings with respect to each and then integrate findings across chapters to produce a set of recommendations for the library.

By using inferential statistics, multiple regression analysis, and conducting a chi-square test, we have found these findings on demographics of non users and current users to be those as follows. The data showed 97.1% of individuals with a college degree visited the library within the last year and individuals with no high school degree did not visit the library over ten times in the last year. However, the regression analysis suggests that these differences are not sufficient enough to determine if the level of education affects library visitation frequency. Multiple regression analysis proved Latinos are significantly more likely to be non-users. Inferential statistics and a chi-square test suggest that individuals under the age of 50 are typically non-users. Due to a larger sample size with respondents 50 years or older, multiple regression analysis does in fact show they are less likely to be non-users. However, age does not suggest a relationship between the frequencies of visitation. Homemakers and students are significantly less likely to be non-users supported by the multiple regression analysis. The last demographic studied was familial status and only 53% of people with children went to the library more than ten times in the last year in comparison to 33% without children. Multiple regression analysis suggests the relationship between familial status and library visitation is not significant.

When reviewing our research on barriers involving library visitation we found that the majority of people, 43.90% to be exact, indicated that they would be unlikely to use e-books in the library. This is not statistically significant since the confidence intervals overlap, but it does suggest that the majority of people surveyed are unlikely to use the Ebooks. However, we did find that 55.6% of the people surveyed said they would be likely to use the free access to magazines and digital media.

We also found that during the week people had the most free time on Friday, Saturday, and Sunday. These findings are not statistically significant since the confidence intervals overlap, however, it is suggested by the data that weekends are the most available days for non-users. We are also 95% confident that people are most willing to frequent the library between the hours 2:00 pm to 5:00 pm. This data is statistically significant since the confidence intervals do not overlap with each other. We also found that work is what prevents people the most from attending the library. We then cross tabulated that question “What prevent you from attending the library?” and the question “What days of the week do you have the most free time?” We found that a total of 53.1% who have work as their main barrier throughout the week, showed that they have more free time on Saturday and Sunday. While 53.4% of people whose main barrier is family, also chose Saturday and Sunday as the days when they are most available. This indicates that those with the static elements of work and family preventing attendance to the library are most available on the weekends.

Through in depth analysis we have come up with the following suggestions to help describe the demographics of non users and current users, identify barriers to library use, survey interests in programs for children and families for adults, and ascertain whether incentives may help the library reach circulation goals.

A main goal of our survey was to discover the level of interest within the Whitehall community about the possible implementation of new programs for adults, teens, and children in the Whitehall area. We found that, out of 53 respondents, 58% said that they would be interested in attending new adult programs. Additionally, our survey about children and teen programs had 34 respondents, one of which had interest, 16 had no interest, and 17 were not sure. While we were interested in finding this interest in new programs, we also wanted to dig deeper and discover which specific programs community members would attend.

Our results were fairly inconclusive when trying to pinpoint a specific program that the Whitehall Public Library should implement. While we were not able to select just one program, there was significant interest in a few main programs. After creating a confidence interval we were able to conclude with 95% confidence, that a minimum of 10% of our population would be interested in attending our least popular program, which was language services. After analyzing our data, we concluded that the high level of interest shows that new adult, teen, and children programs could be beneficial to the Whitehall Public Library and that there are a number of different programs that could be implemented successfully by the library.

After surveying the residents of Whitehall about incentive programs, we found that 30% of our respondents would increase their visitation to the library if an incentive program was offered. The top incentive program residents would like to see implemented into the library would be coupons to restaurants or convenience stores. Looking more in depth on our research we found that of those that are nonusers of the library, 42% would prefer a coupon incentive.

There were a number of common themes that we found when comparing results for the Whitehall Public Library. One of these common themes was prevalent in the study of the adult in childrens programs. Both adult and children's programs show that there is strong interest

from the Whitehall community in new programs, however, the distribution among the interest in programs was fairly even. Neither adult or children programs could pinpoint one program that would be significantly more successful to implement by the library.

Another connection between the data was found when comparing the largest barrier the library must overcome to the demographic analysis. The finding that was consistent between the two groups was that the largest barrier the library currently faces is individuals that have a time conflict with work and spending time with family making it difficult to find time to visit the library. This finding was supported by our demographic analysis. Finally, we were able to conclude from our research that implementing an incentive program into the library would be beneficial to help increase circulation for nonusers and current users of the library.

In order to accommodate more individuals and potentially increase circulation, we suggest making the library more accessible to employed persons. We recommend that you stay open to at least 5:00 p.m., especially on Saturday and Sunday since you are only open until 12 p.m. on Saturday and are closed on Sunday. We also advise not to implement Ebooks into the library due to the majority of people who would unlikely use this resource. The use of free access to magazines and digital media may also potentially increase circulation if it is advertised more.

To attract non-users, offering ESL programs may help increase library usage but there must be a way of informing the Hispanic/Latino populations through the use of advertising. The adult, teen, and children programs we think should be considered include: educational speakers, a monthly movie night, tech assistance, and health and wellness classes. To also help attract non-users, the Whitehall Public Library should implement an incentive program for coupons to restaurants or convenience stores. These coupons should be something all users would be interested in, and those of a modest price.

When conducting surveys, it is possible that there were some limitations to our research. Response bias when it comes to respondents answering questions was one limitation we discovered. For example, some respondents may give answers that will be viewed as socially acceptable to avoid being negatively viewed. A way we overcame this bias was by having the respondent fill the survey out on his or her own time and in private, by the use of mail surveys. Respondents may also have a tendency to agree with all the questions presented to him or her. To overcome this we had respondents only choose two answers out of all of them presented. These biases may affect our results due to the fact that certain respondents may lie about how many times he or she has been to the library to make make him or her seem more desirable to others. Other respondents may agree with all the incentive programs offered because it sounds desirable to them but it might not be enough to actually get them to visit. When it comes to analyzing the data, it is important to be aware that some of the data is not statistically significant. This is due to the fact that confidence intervals for certain survey data may overlap, therefore those certain data are to be taken as suggestions.

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