

ENVIROSELL

Envirosell Final Report

for the Metropolitan Library System

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- ✓ Explore the dynamics of visitor behavior at four Chicago area libraries, including both public and academic libraries
- ✓ Measure visitor interactions at touch points in the library
- ✓ Generate information on how public and academic libraries in the Chicago area can better service and educate their visitors, thereby creating a more satisfying library visit



Indian Prairie

Tuesday, November 13, 2007- Hours 12-8
Wednesday, November 14, 2007- Hours 9-5



Frankfort

Tuesday, November 13, 2007- Hours 12-8
Wednesday, November 14, 2007- Hours 9-5



Acorn

Thursday, November 15, 2007- Hours 12-8
Friday, November 16, 2007- Hours 9-5



North Park

Thursday, November 15, 2007- Hours 12-8
Friday, November 16, 2007- Hours 9-5

Observational

Tracking: Researchers used mapping programs to track and time customers' movements and interactions within the library.

- ➔ **424 visitor groups were observed in four Chicago area libraries**



Attitudinal

Questionnaires: Library patrons were intercepted after their visit to the library to inquire about their experience in the library and the services which they regularly use. Patrons were offered a five dollar gift card to complete the questionnaire.

- ➔ **267 patrons were interviewed after their library visit**

Video

Small video cameras were installed in key areas of the libraries in order to capture behavioral patterns, traffic flow, wait and transaction times.

- ➔ **Over 750 hours of video footage were generated for analysis**



Library Patron - Someone interacting with the library's services (patrons who went directly into the meeting room or simply returned books and immediately left were not included in research).

Visitor Group - The person or persons accompanying the primary library patron. This study employed the terms:

Alone - Patron is observed in the library unaccompanied.

Friends - Patron is accompanied by someone of the same sex and approximate age group.

Couple - Patron is accompanied by someone of the opposite sex and approximate age group.

Family - Patron is accompanied by children, with or without probable spouse.

Visitor Demographics - Includes age and gender, based on the observations of the on-site research staff. Demographic measures are taken throughout the research day; for each interview, and on each track.

Browsing - An interaction with or examination of library materials. It does not imply borrowing the materials.

"Pull" an item –means the visitor touched the item on the shelf with interest, or pulled the item from the shelf. Touching items in the process of looking for a specific item does not count as a pulled item.

"Take" an item –means the visitor takes the item off the shelf **and** away from the aisle. Take does not imply the visitor will check out the item.

Examination Procedures employed in this study:

Read Cover – reading the front, back or inside flap of the book

Open – paging through the book

Read Interior – reading the book while at the shelf

Public Areas – Examples of Public Areas include lounge chairs, study carrels and work tables. Circulating materials were not displayed or stored in public areas, however patrons often brought materials to the public area with them for perusal.

Transfer – Also referred to as Inter-library loan.

Borrower - Someone who browses and then checks out materials.

Signage –All visual merchandising material in the library, whether informational, directional, take-away, etc.

Collateral– Collateral signage is anything designed to be taken by the viewer, for example a brochure takeaway or flier would be considered collateral.

Tracking - The precise observational recording of an individual customer throughout the library onto a coded map. Each patron was tracked for either the duration of their experience or thirty minutes, whichever came first. Tracks were limited to time periods of thirty-minutes or less to ensure a healthy sample size of observational tracks.

Time - Is signified by minutes:seconds. 01:23 should be read as one minute and twenty three seconds.

Image - A vivid graphic representation or picture used to convey a theme. For example, a photograph of a dog, rather than the text “Dog.”

Visuals – Something (such as a graphic) that appeals to the sight and is used for effect or illustration. A **visual aid** such as a chart map or model that appeals chiefly to theme.

Asset Allocation – Adjusting the assets (properties of the library) according to the needs of the patrons and limitations of the space and budget.

N – The text [N=123] shown below charts and diagrams in the report represents the sample size for the data being analyzed. For example, if 123 patrons were tracked upon entering the library [N=123], N refers to patrons tracked and the number illustrates the exact quantity. Considering not all patrons participate in the same activities in the library, the N will reflect the activity and the number will reflect the sample size for that specific activity.

Summary of Findings

	Public				Academic
	Frankfort	Acorn	Indian Prairie	Public Overall	North Park University
Male/Female Ratio	39%/61%	45%/55%	44%/56%	43%/57%	49%/51%
Primary Age Group of Visitors	35-44	45-54	35-44	35-44	18-24
% Who Visit the Library Alone	72%	79%	85%	78%	91%
Book Section Most Likely to be a First Destination	Children's Fiction	Books for Sale	Non-Fiction	Children's Fiction	N/A
Most Frequently Visited Books Section	Children's Fiction	Fiction	Non-Fiction	Fiction	Archives Collection
Average # of Items "Pulled"	11.3	7.7	6.6	8.9	2.0
% Who Used a Computer Workstation	28%	17%	12%	20%	11%*
% Who Used the Online Catalogue	5%	2%	17%	8%	0%
% Who Received Assistance	53%	70%	40%	54%	20%
% Who Browse Audio Visual Materials	30%	12%	24%	19%	1%
% Who Browse Books	56%	40%	53%	50%	4%

The Most Frequently Visited Books Section is a great location for messaging, as information posted there will reach the largest percentage of book browsers. This section should be large enough to accommodate traffic flow, and should be in the sightlines of entering patrons. The section doesn't necessarily need to be near the entrance, but must be visible and have the appropriate section identification.

	Public				Academic
	Frankfort	Acorn	Indian Prairie	Overall	North Park University
% Who Visit the Library Weekly or More	44%	55%	60%	53%	95%
% Who Planned to Visit the Library	88%	93%	84%	88%	86%
% Who Borrowed Materials that Day	70%	63%	70%	68%	21%
% Who Borrow One Time Per Year or Less	6%	8%	5%	6%	21%
% Who were Highly Likely to Recommend this Library	72%	74%	81%	76%	59%
% Who have visited the library's website	50%	32%	61%	50%	95%



Percentage of "Very Good" Ratings By Site

	Public Libraries				Academic Library
	Frankfort	Acorn	Indian Prairie	Public	North Park University
Atmosphere	65%	75%	76%	73%	61%
Services Available	69%	72%	78%	74%	60%
Ease of Finding Sections	46%	77%	63%	62%	25%
Ease of Finding Items	49%	74%	52%	57%	23%
Selection/Assortment	40%	37%	43%	40%	23%
Events & Promotions	65%	47%	47%	52%	22%
Instructions	78%	82%	70%	76%	58%
Friendliness/Helpfulness of Staff	83%	96%	83%	87%	74%
Overall Experience	75%	81%	79%	78%	57%



Source: Survey
 EnviroSell Draft Report for the Metropolitan Library System

Findings and Implications—Visitor Profile

Findings

- The vast majority of library patrons visited alone. Half of survey respondents at the public libraries reported visiting the library at least once a week, 95% reported visiting at least once per month.
- 56% of patrons spent less than ten minutes in the library, where as one in five patrons stayed for longer than thirty-one minutes.
- More than four out of five respondents said their visit to the library was planned, and the majority reported the reason for visiting was leisure (75%).
 - 67% of academic survey respondents visited for study and 21% for research.
- One-third of public library respondents had a specific item in mind for their visit, and 35% came to browse the circulating materials.
 - 70% mentioned wanting to browse books, 30% DVDs/Videos and 10% for both Audio Books and Music CDs.
- Seven out of ten respondents borrowed materials that day—half of borrowers checked out AV materials.
 - The majority of patrons who don't check out materials do not need anything that day.
- Half of public library respondents and 95% of academic respondents have visited the library's website. 75% have checked availability and 60% have reserved a title online.

Implications

- A high frequency of planned visits indicates the promotional displays and signage need frequent updating in order to maintain their capture power among repeat visitors. Signage should be used to encourage patrons to break out of their usual routine visit and explore additional types of items or sections.
- The public library continues to exist as a leisure destination, however the various environments were not very stimulating in today's image saturated culture. Considering two-thirds of patrons do not have a specific item in mind, something needs to be done to help connect patrons with materials they will be interested in borrowing. Use visuals to lead patrons into different sections, post the Best Seller lists, create Featured Author/Artist displays and organize events to help connect patrons to the library offering.
- High level interest in the Audio Visual materials (DVDs/Videos/Music CDs/Audio Books), specifically DVDs indicates these materials provide an excellent opportunity for increasing circulation. By grouping all AV materials into one section and positioning it close to the Circulation/Check-Out Desk, the library patron will be given the opportunity to "impulse browse" before checking out their materials.
 - The lack of time commitment required of AV materials makes them a great add-on item for checkout.
- People who are already in the library, but not checking out materials are the best target for increased circulation. Use the Computers to direct younger patrons to the circulating materials, as many computer users age 14-24 do not visit sections with circulating materials at all. It is essential to capture the interest and support of younger patrons as they will dictate the future of the library.
- Website usage was high but there was significant room for improvement among public library patrons. Communicate the website address on the receipt and encourage patrons who do not currently use the site to check it out and learn more about the library and offering in the process.

Findings and Implications—Visitor Behavior

Findings

- Public library patrons visited an average of 2.8 sections during their visit. One third of them stopped at a Desk first upon entering. 60% of patrons visited a Desk during the first half hour of their visit. Fewer than one in ten patrons was observed using the Online Catalogue. Catalogue interactions averaged 3:09.
- Half of all patrons visited the Books section and 20% used the Computers; one in five patrons browsed the Audio Visual materials (DVDs/Videos, Audio Books and Music CDs).
- Age impacted section types visited. Younger patrons used the computers and seldom visited sections with circulating material—less than 10% of 14-24 year olds visits a Books section. Older patrons were less likely to use the Computers and Self Check-Out. They were also less likely to have visited the library's website.
- More than half of patrons pulled an item while browsing the circulating materials. Patrons pulled more titles when browsing the AV materials than when browsing Books (10.7 vs 7.1). One in three items pulled was taken from the section. Patrons who checked out materials borrowed an average of 3.5 items.
- Two-thirds of patrons who visited the public areas used the area for reading, and one third were observed chatting.
- Academic patrons were likely to stop at a public area (30%) or study room first (33%). Few North Park visitors engaged with the circulating collection, or checked out materials.

Implications

- The tendency to stop at a Desk upon entering the library may indicate customers prefer to seek out an employee to direct their search rather than the online catalogue. It may also be presumed that online catalogue use was low due to the number of patrons who did not have a specific item in mind for check-out. Rather than using the catalogue, patrons browsed the sections of the library much like they would browse the shelves at a bookstore.
 - The tendency to browse the shelves rather than search the catalogue contributed to the disconnect between patrons and the library's offering. The perceived lack of Selection/Assortment, reflected in low customer ratings, may be largely due to a lack of awareness rather than a lack of selection.
 - Patrons need an appetizer of sorts to spark initial interest and draw them towards a genre, topic or item.
 - A concept Envirosell continually re-iterates in the retail environment is that it is easier to adapt to your customers than to change your customers' behavior. It may not be possible to re-train patrons to use the library tools instead of browsing the aisles like a bookstore; however the same techniques used by bookstores will also work well in the library, namely helping patrons discover new areas of interest by using signage/visuals to call out new releases and hot titles among circulating materials.
- It is important to keep in mind there is a segment of patrons who visit the library without intending to borrow materials, either because they do not need to borrow or because they visited the library for a place to read or study. Allocating public space for both quiet study and for group study or soft conversation will ensure that both segments of patrons who visit for the public spaces will be comfortable during their visit.

Findings and Implications—Operations and Assistance

Findings

- Confusion was low among library patrons (6%). Of those who experienced confusion, 30% needed help finding an item, 40% were confused by Technical Operations.
- Public library patrons spent less than 30 seconds waiting during their visit. Those who visited the Reference Desk were likely to have a slightly longer wait time.
- Over half of public library visitors received assistance, lasting an average of 2:11. One in five patrons at the academic library needed assistance, averaging 1:45.
 - Finding a section (22%) or an item (23%) often prompted the need for assistance. 12% of computer users needed assistance at the computer.
- Circulation Desk transactions were a brief minute and a half; however Self Check-Out transactions were even faster, averaging shorter than one minute.

Implications

- Low confusion rates in the library indicate both the usability of the environment and the availability of assistance when needed.
 - Of all types of assistance observed, only reference questions and title recommendations require human assistance. The two most common reasons for needing assistance, finding sections or items, could easily be remedied by a large library map placed near the entrance or online catalogue. By using a map or signage to answer the basic “where” questions, library staff will be able to focus on more in-depth reference questions and recommendations.
- Short wait times coupled with the high percentage of patrons who received assistance may be indicative of an overstaffed environment—especially considering the few service environments where a customer can receive assistance in less than a minute.
 - Consider re-purposing some staff members to focus more on connecting potential borrowers with circulating materials. This person could focus on changing displays frequently and updating New Release or Best Selling lists; they would also be the go-to person for recommendations.
- Again, informational signage may be used to communicate the speed of Self Check-Out in relation to the Circulation Desk for patrons who are under time constraints.

Findings and Implications—Signage

Findings

- Signage viewing was low overall; 12% public and 1% academic. Older patrons were more likely to view signs, 16% of 45-54 year olds and 19% of 55-64 year olds viewed whereas less than 5% of patrons under the age of 34 viewed signs.
 - Women were slightly more likely to view signs than men.
- Stacks was the most popular signage type viewed, capturing 45% of signage viewers attention. It was common for patrons to view the Stacks signage while moving through the library. One-third of signage viewers looked at the collateral.
 - Directional signage viewing was surprisingly low at 14%.
- The concept of “less is more” works best after basic signage needs have been met, meaning some of the libraries would benefit from additional signage. The areas most prone to signage clutter were desk surfaces, rather than patron sightlines through the environment.

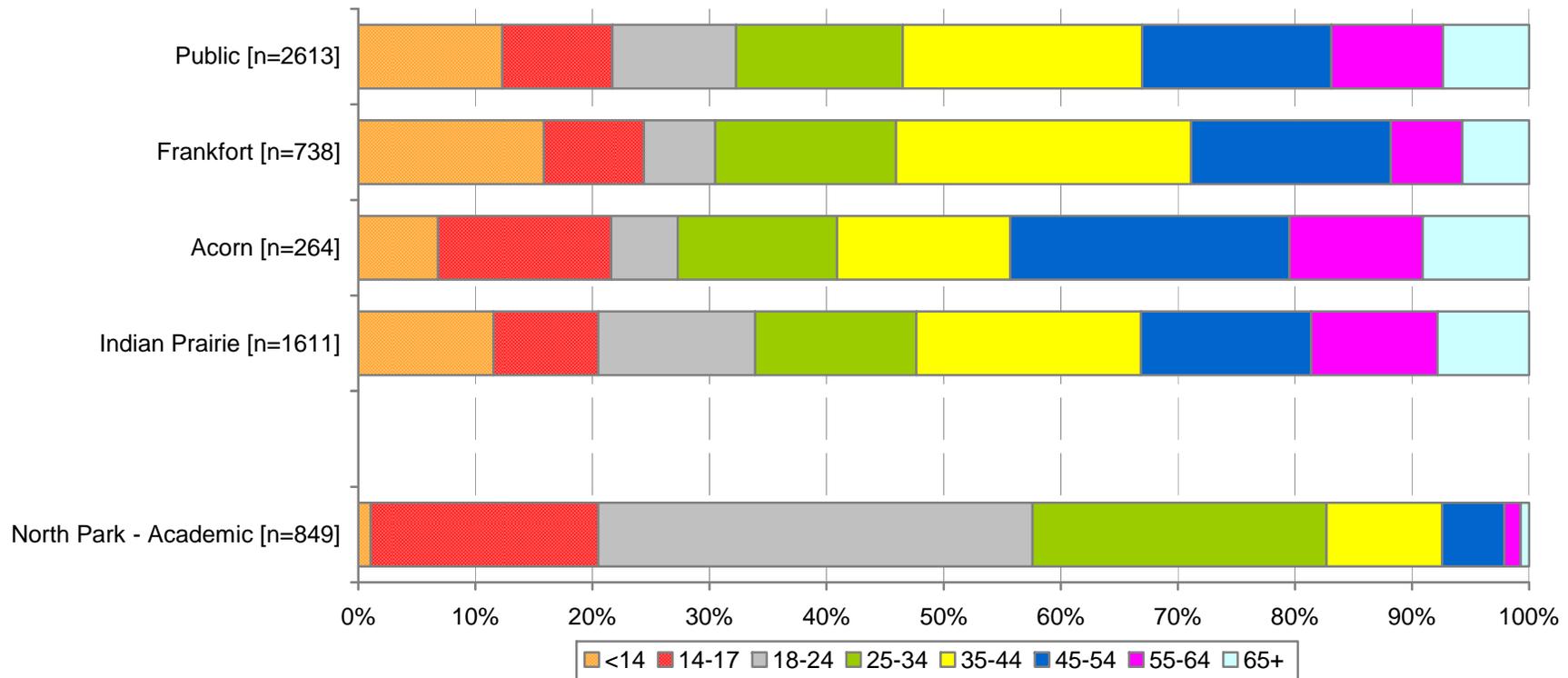
Implications

- Familiarity with the environment may be partly responsible for the low signage viewing, however it is essential to capture the interest of both routine visitors as well as new visitors to the library.
 - Signage will be the greatest tool to connect patrons with library materials, whether it is by helping the patron find the right section to browse, or by introducing the patron to a new author or genre. Simple, low tech options (like a dry-erase board) often function equally as well as new high tech alternatives (like a flat screen TV), especially when relaying information like New Releases or Best Sellers in Fiction and Non-Fiction.
 - “Train” patrons to view these suggestions by positioning it in a prominent, frequently visited location, like the Circulation Desk.
- Large image based signs will help liven up the library’s environment and perhaps engage more views from Teen and College age patrons, thus leading them to the circulating collection.
 - Think of how bookstores use cardboard displays to increase a title’s capture power, or how movie studios use life-size cutouts to attract browsers to new releases in both the DVD rental and retail environments.
- Low Directional signage views may be symptomatic of poor positioning. Positioning means everything when it comes to capture power. When evaluating potential locations for signs, especially Directional signs, move around the library to discover the natural sightlines and main intersections. Be sure the font and sign size are appropriate to the type of information relayed and the distance at which customers will view the sign.
- Desk surfaces should be kept clear of collateral or other table top signage, as this clutter makes the desks less welcoming. Consider using a centralized “collateral station” where patrons can collect desired brochures, and keep desk signage large and visible to waiting patrons.

Visitor Profile

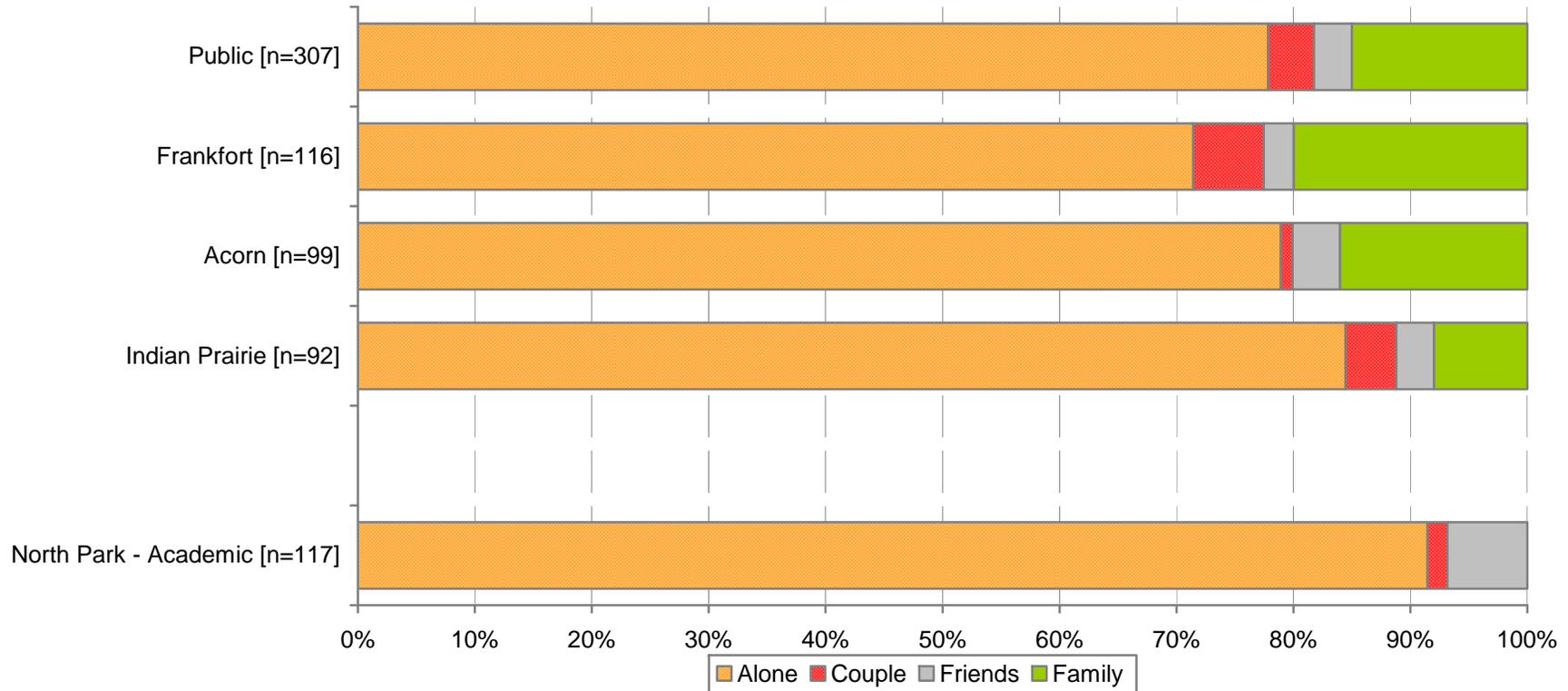


Library Visitor Age Demographics



- Visitor demographics at the public libraries were spread across all age groups, with the largest percentage of visitors in the 35-44 group (20%). The age group comprising the lowest percentage of library visitors was 65+ (7%).
- Slightly more women (57%) than men (43%) visit the public library. [Data not charted.]
- Public libraries overall, and Frankfort and Acorn specifically, attracted few 18-24 year olds. However, library users in this age bracket comprised 37% of visitors at the academic library.
- Male and female students were almost equally likely to visit the academic library (49% vs 51% respectively). [Data not charted.]

Visitor Group Composition



- The majority of patrons in both the public and academic libraries visited alone.
- Family groups comprised 20% of Frankfort visitors and 15% at Acorn; however they comprised less than 8% at Indian Prairie.
 - Frankfort also had the highest percentage of respondents who mentioned their children as the reason for visiting the library (16%). [Data not charted.]
- It was somewhat surprising such a high percentage academic patrons visited alone; however it was likely patrons met up with their friends to study at the library.

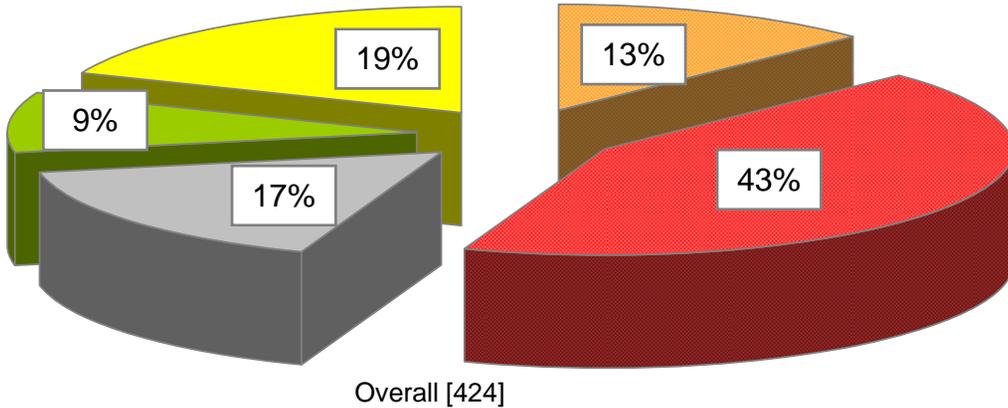
EnviroSell Benchmarks

Percentage Who Visit Alone

Library Study A:	69%
Library Study B:	59%
Bookstore:	58%
Mass Market:	65%
Grocery:	79%

One in five patrons visits the library for longer than thirty one minutes

Time in Library



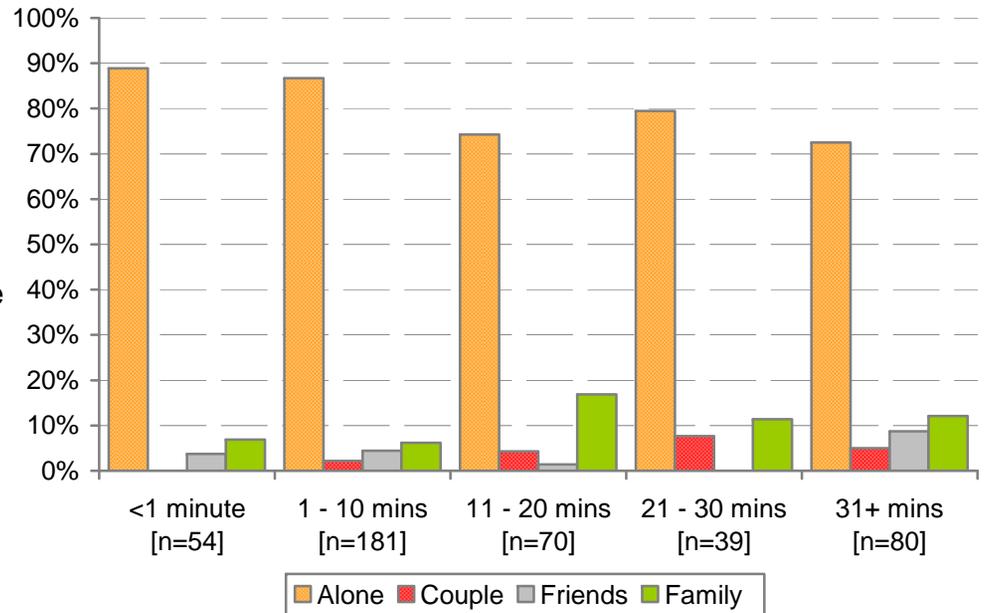
- The majority of tracked patrons spent less than ten minutes in the library (56%).
- Only one in five patron visits lasted longer than 31 minutes.



- Male patrons comprised a greater percentage of visitors who stayed longer than 30 minutes (59% vs 41%).

- Of patrons who spent less than one minute in the library, 89% of them were alone.
- Visiting the library as a family tended to increase the total visit time.
 - 17% of visits 11-20 minutes were groups visiting as a family.
 - Over ten percent of visits over a half hour were family groups.
- Considering the large percentage of patrons who visited the library alone, it was not surprising alone visitors were the dominant group type of all time-in-library groups.

Time in Library by Visitor Group Composition

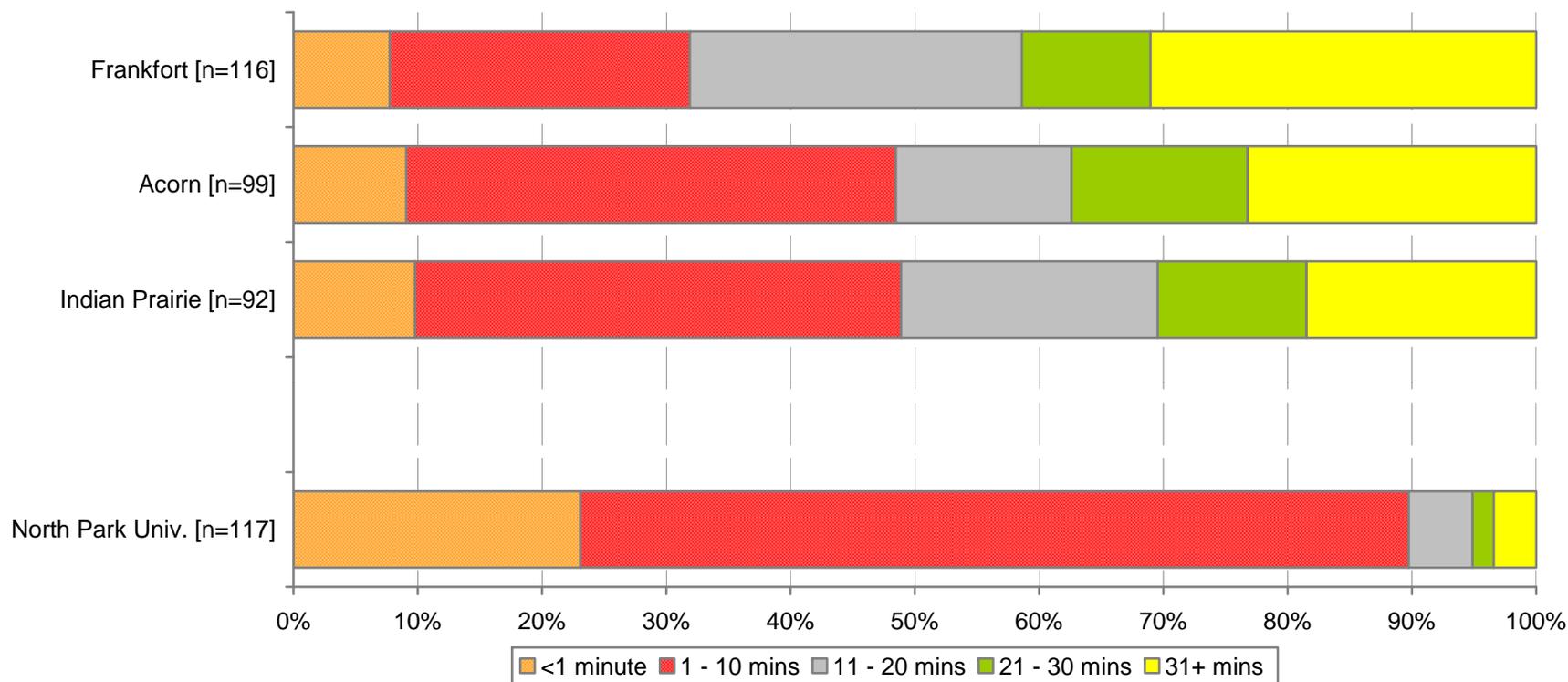


Envirosell Benchmarks

Average Time In Store

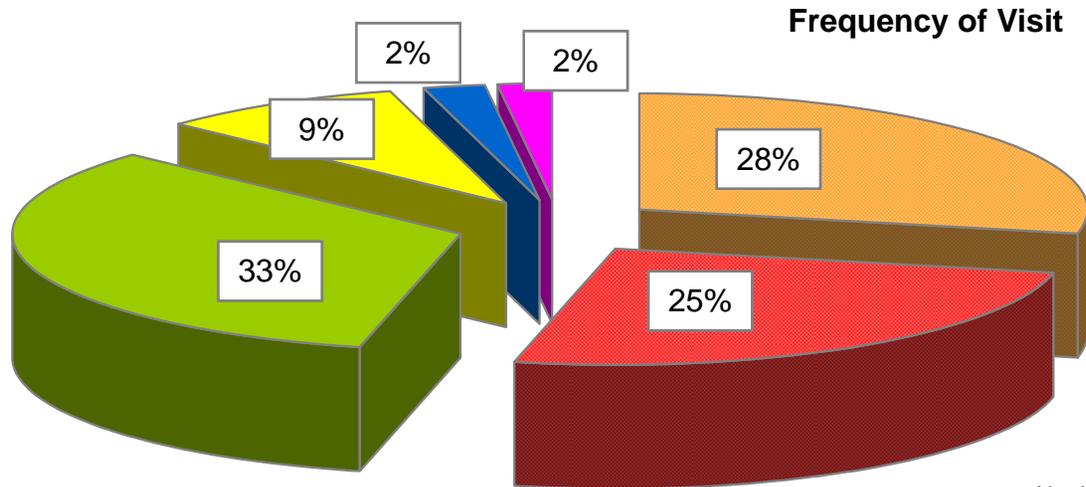
Bookstore:	7:34
Mass Market:	25:02
Grocery:	14:43

Time in Library by Library



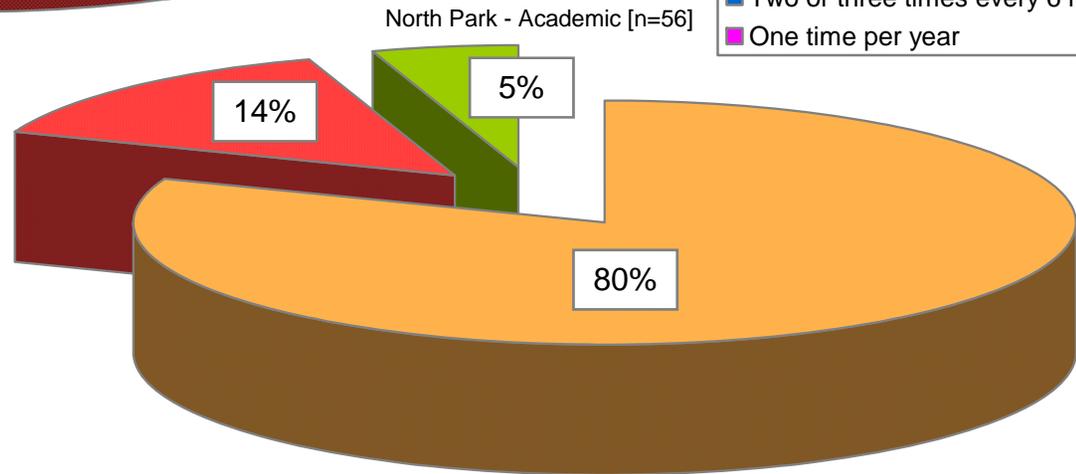
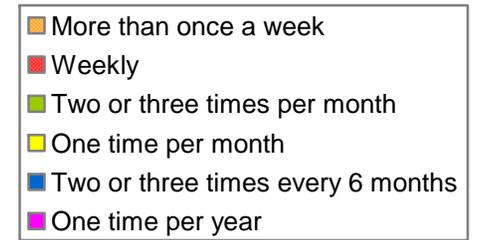
- The Frankfort library had the highest percentage of patrons who visited for longer than 31 minutes at 31%, making these visitors the majority at Frankfort, followed by 27% who visited for 21-30 minutes.
- The largest demographic of patrons at both Acorn and Indian Prairie visited for one to ten minutes, with 39% of patrons at each library.
- Just under one-quarter of Acorn patrons visited for 31 minutes or longer (23%). Indian Prairie had the lowest percentage of patrons whose library visit was 31 minutes or longer at 18%.
- Of North Park University students **who did not leave the tracked areas of the library** 3% visited for longer than 31 minutes. The majority of North Park University patrons library visit was between one and ten minutes (67%).
 - *Quiet Study Rooms, Group Study Rooms, Meeting Rooms, the Writing Center, Computer Lab and TV Production Room were non-tracked areas. The track ended when the library patron entered into one of the above areas or completed their library visit.*

Over half of public library survey respondents visit at least once per week



Public [n=211]

EnviroSELL Benchmarks	
Percentage Who Visit Weekly	
Library Study A:	57%
Library Study B:	74%
Bookstore:	22%
Mass Market:	50%

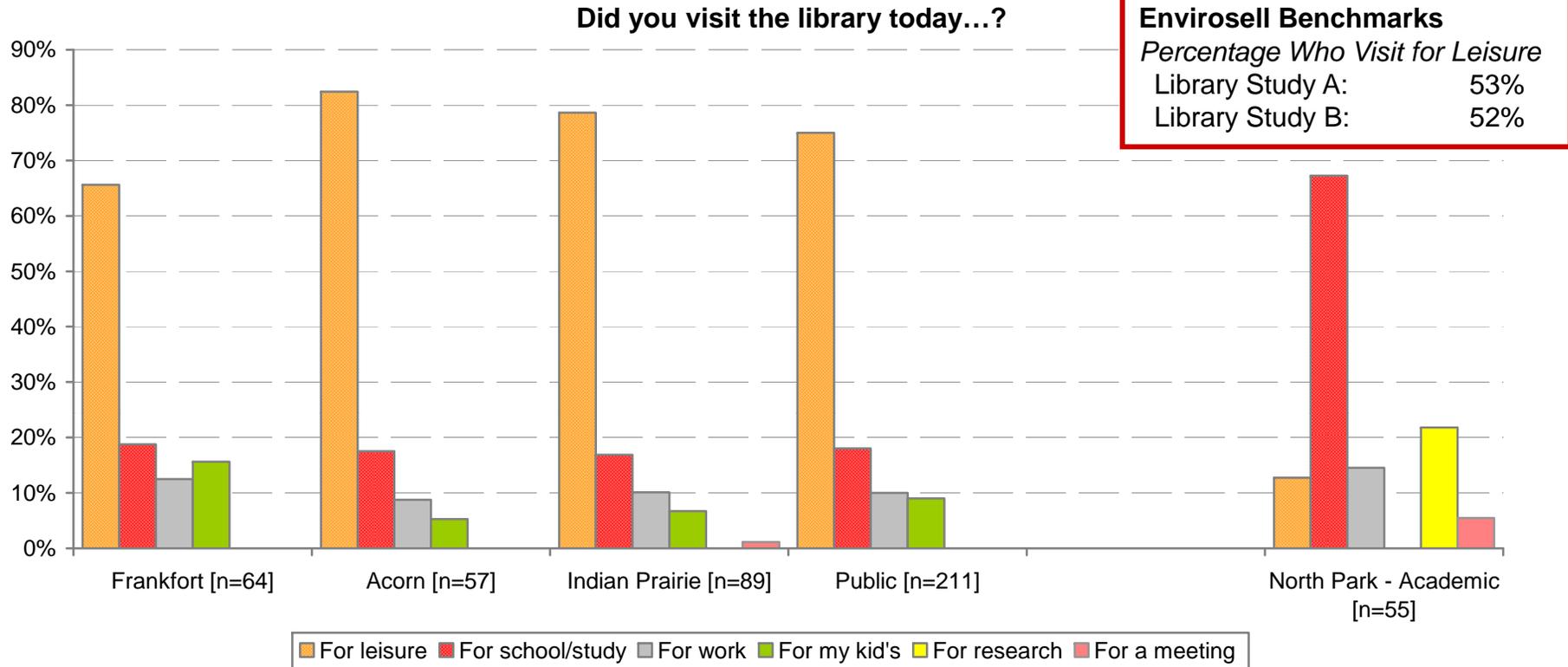


North Park - Academic [n=56]

- 95% of patrons mentioned they visit the public library at least once a month.
 - 53% visit weekly or more.
- Patrons visit the academic library with even greater frequency.
 - 94% visit weekly or more.

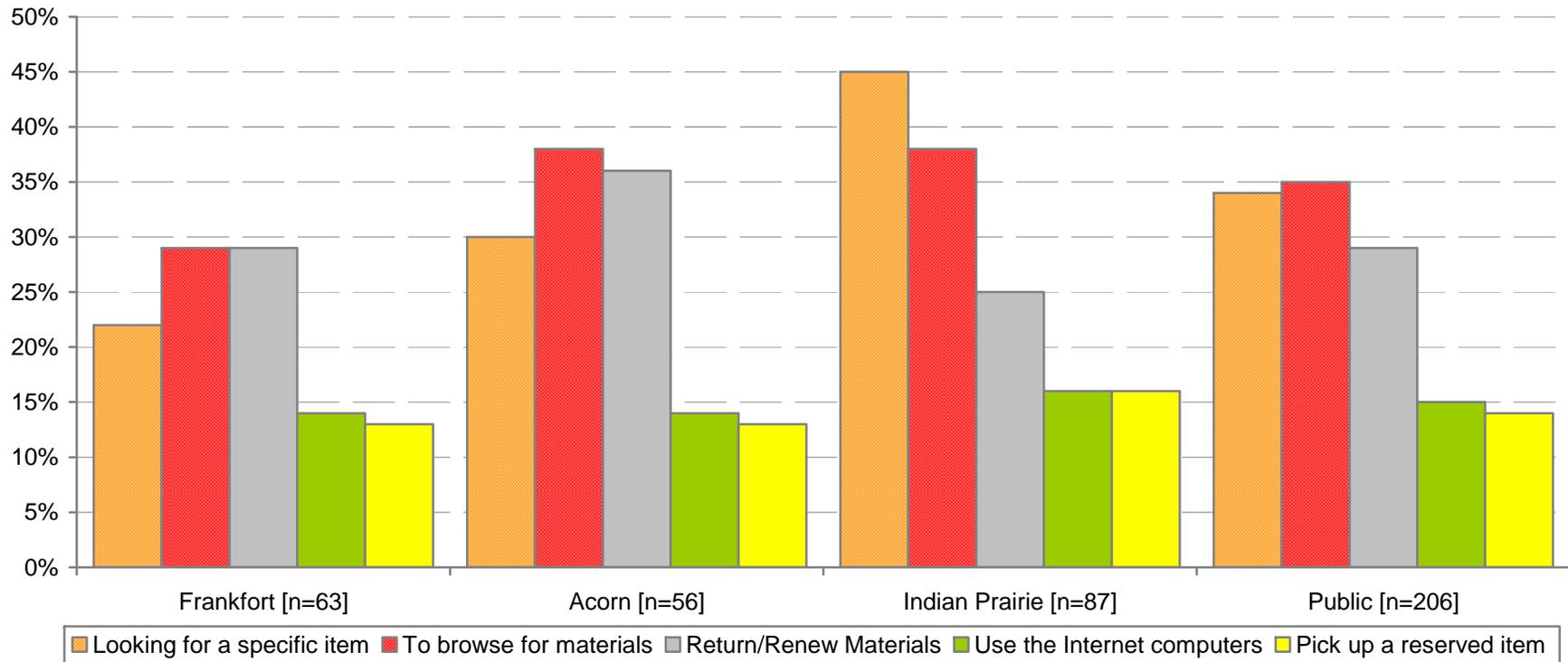
- 86% of respondents at the public libraries planned to visit the library that day, where as 14% stopped by while doing other things. [Data not charted.]
- 88% of North Park respondents planned their library visit. [Data not charted.]

Public Library visits were for leisure, Academic visits were for study



- Across all sites, the primary reason for visiting the public library was leisure (75%). Frankfort (66%) had slightly fewer leisure visitors than Acorn and Indian Prairie (82% and 78%).
- Two-thirds of respondents at the academic library stated their visit was for school/study and another 21% mentioned research.
 - 17-19% of public library visitors mentioned school/study as the reason for their visit.
- In public libraries overall, fewer than one in ten respondents' reason for visiting the library was "for my kids."
 - Frankfort had the highest percentage of respondents visiting for their kids at 16% (vs 5% Acorn and 7% Indian Prairie).
 - Encourage patrons who have children to introduce them to the library. The library truly functions as a family destination, yet fewer than one in five visitors was with a child. By connecting children to the library's offering, a life long patronage may be established.

What was your primary reason for visiting the library today?

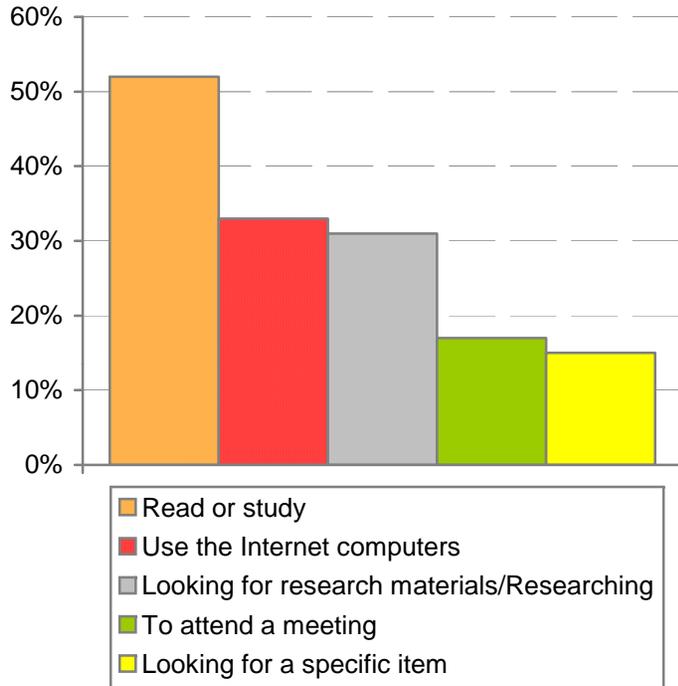


- Indian Prairie patrons were more likely to be looking for a specific item than their peers at Frankfort and Acorn (45% vs 22% and 30% respectively).
- One in three respondents mentioned they visited the library to browse the materials.
- 35% of Acorn patrons came to return or renew materials.
- Only 15% of respondents visited the library with the intention of using the computers.

EnviroSell Benchmarks	
<i>Percentage "Looking for a specific item."</i>	
Library Study A:	26%
Library Study B:	14%
Bookstore:	40%

Students visit the library for a place to study or research

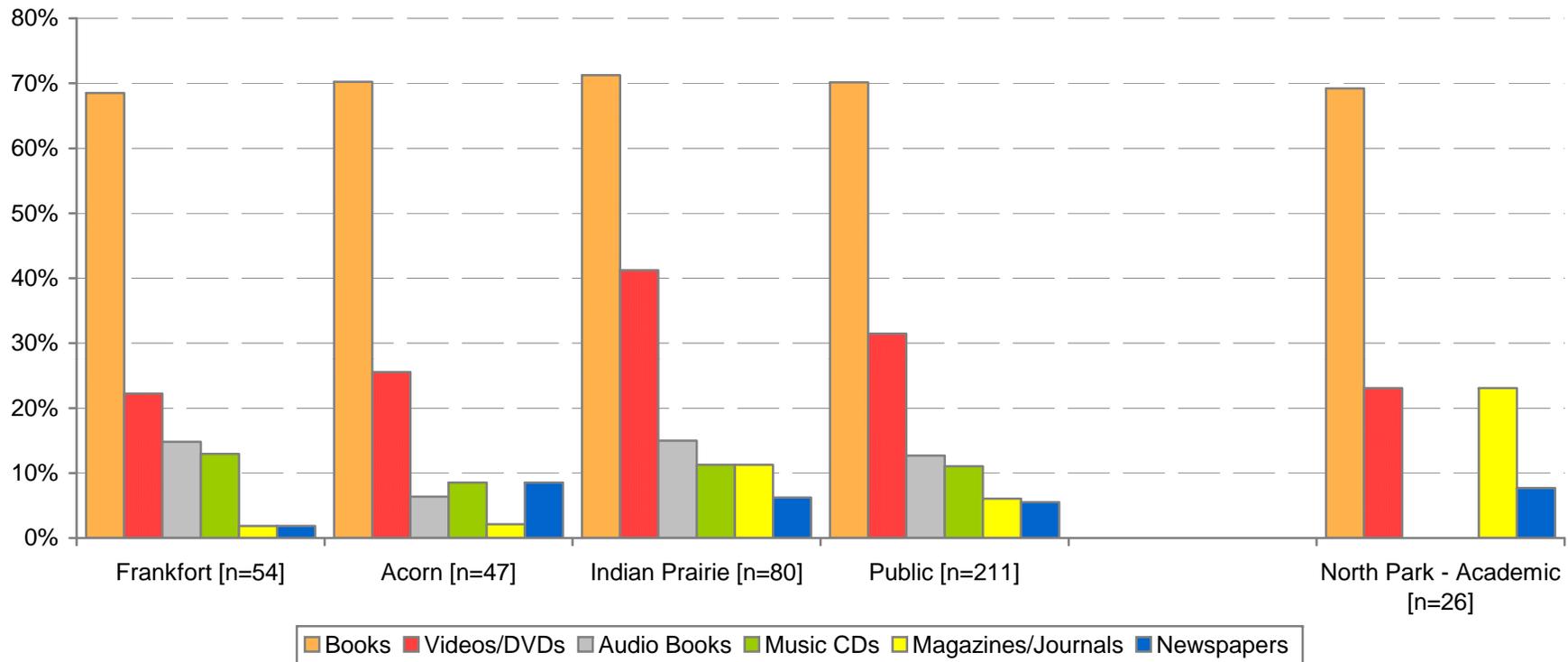
What was your primary reason for visiting the library today?



- Patrons at the academic library were most likely to visit for a place to read and study, with over half of respondents offering that reason.
- Approximately 30% of respondents were motivated to visit to research materials or to use the computers.
- Fewer respondents at the academic library were looking for a specific item, 15% vs 34% at the public libraries.

Source: Survey
EnviroSELL Draft Report for the Metropolitan Library System

What kinds of items did you come to browse?

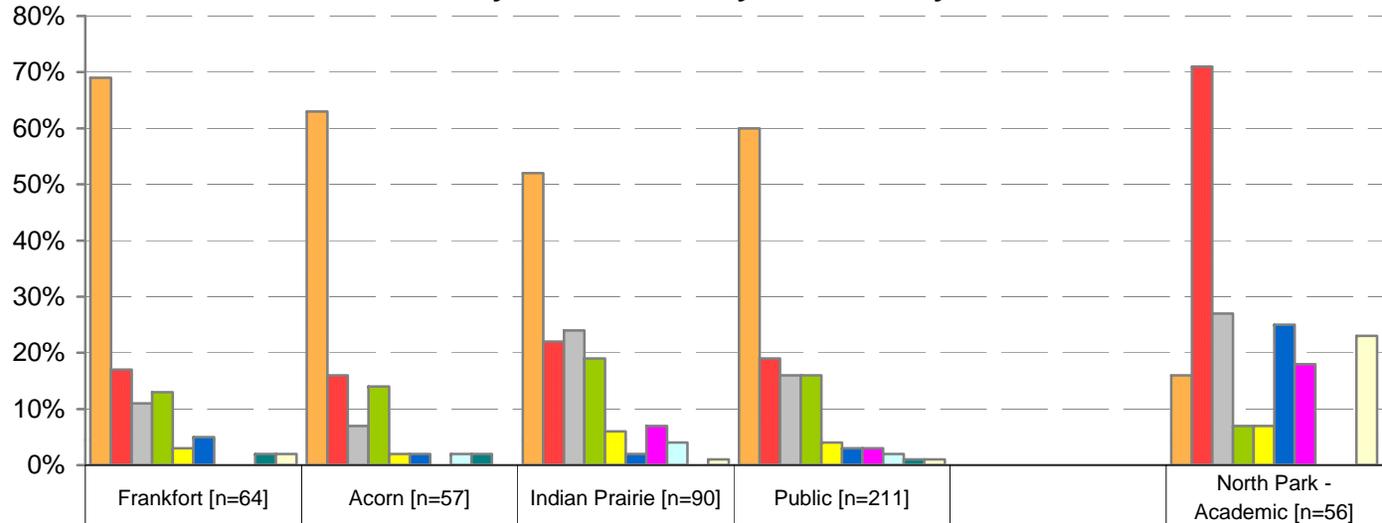


- Books were the most popular type of item patrons intended to browse at the library.
- Videos and DVDs browsing varied by site, with 41% of Indian Prairie respondents mentioning their interest in browsing the section vs only 22% at Frankfort planning to browse Videos and DVDs.
- Respondents at Indian Prairie were more likely to mention Magazines and Newspapers (17% total) than their peers at Frankfort (4%) and Acorn (11%).
- One in five respondents at North Park University library mentioned they came to browse the Journals.

Borrowing materials and using the Internet were the most popular library services



Which of the library's services did you use today?

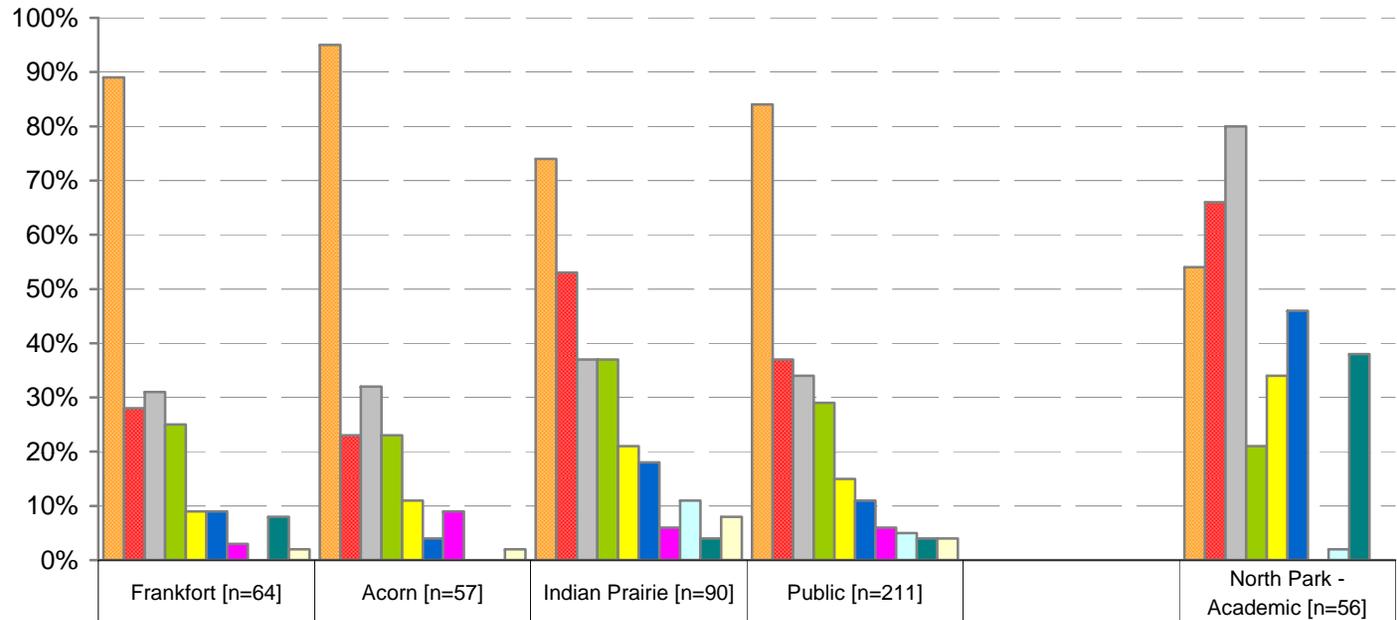


	Frankfort [n=64]	Acorn [n=57]	Indian Prairie [n=90]	Public [n=211]	North Park - Academic [n=56]
Check out items	69%	63%	52%	60%	16%
Internet Access	17%	16%	22%	19%	71%
Online Library Catalogue	11%	7%	24%	16%	27%
Reference Services	13%	14%	19%	16%	7%
Photocopy Machine	3%	2%	6%	4%	7%
Word Processing	5%	2%	2%	3%	25%
Online Databases	0%	0%	7%	3%	18%
Reader's Advisory Services/Reading lists	0%	2%	4%	2%	0%
Story time/Children's Program	2%	2%	0%	1%	0%
Meeting Room	2%	0%	1%	1%	23%

- The most common service used that day among survey respondents at public libraries was checking out items (60%).
- Internet Access was the most popular service used by respondents at the academic library (71%), and second in popularity among public library respondents (19%).
- Online catalogue use was reported with greater frequency than observed, with 16% of respondents stating they used the online library catalogue (whereas only 8% of patrons were observed using the catalogue).

One-third of survey respondents regularly access the internet at the library

Which of the library's services do you use regularly?

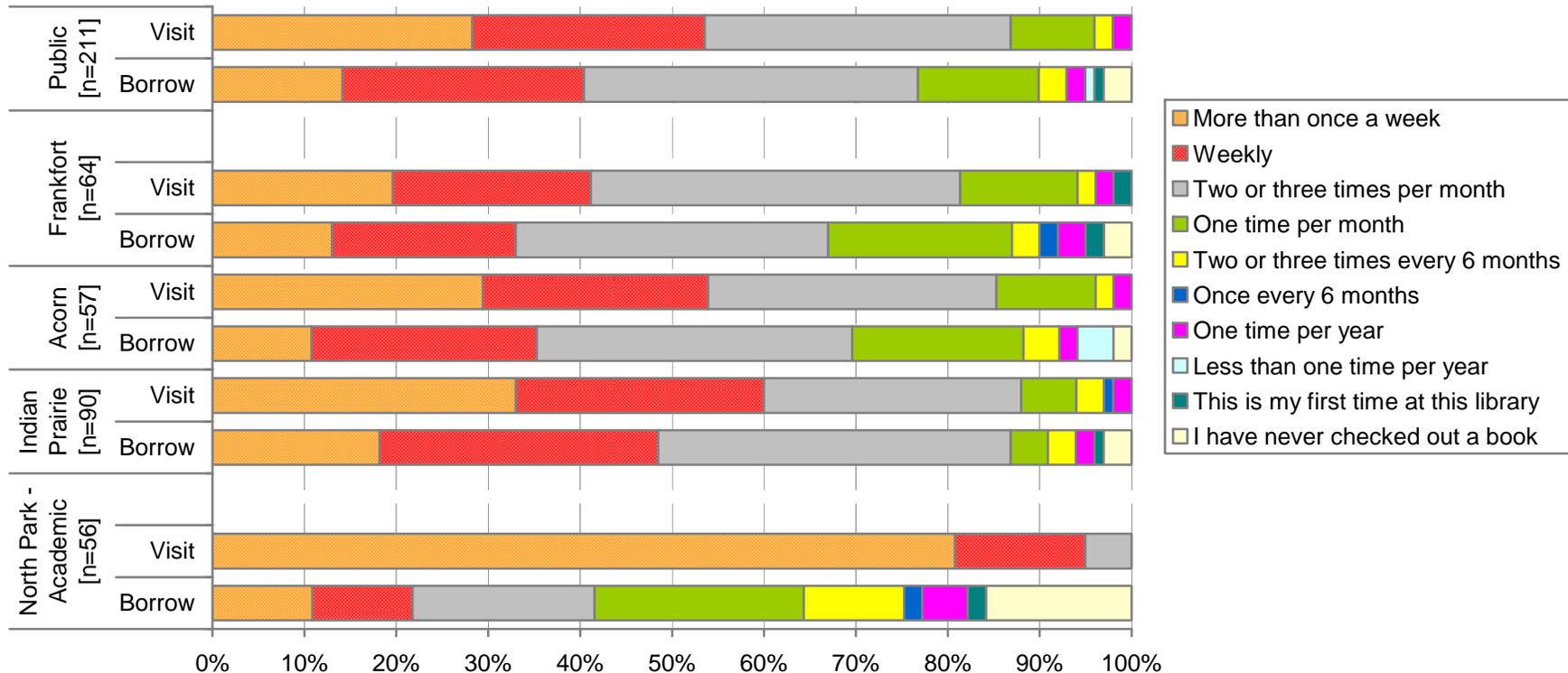


Check out items	89%	95%	74%	84%	54%
Online Library Catalogue	28%	23%	53%	37%	66%
Internet Access	31%	32%	37%	34%	80%
Reference Services	25%	23%	37%	29%	21%
Photocopy Machine	9%	11%	21%	15%	34%
Online Databases	9%	4%	18%	11%	46%
Story time/Children's Program	3%	9%	6%	6%	0%
Other Library Programming	0%	0%	11%	5%	2%
Meeting Room	8%	0%	4%	4%	38%
Reader's Advisory Services/Reading lists	2%	2%	8%	4%	0%

- When asked about services used regularly at the library, but not necessarily that day, checking out items was again the most popular service.
- Approximately one-third of survey respondents mentioned they access the Internet at the library regularly. The percentage of respondents who regularly use the internet at the library was consistent between the public libraries.
- Using the Online Catalogue was popular among Indian Prairie respondents, where 53% of respondents mentioned using the service on a regular basis. Respondents at Frankfort and Acorn were less likely to mention Online Catalogue use, with approximately one-quarter of respondents mentioning their regular use.

Source: Survey
 EnviroSELL Draft Report for the Metropolitan Library System

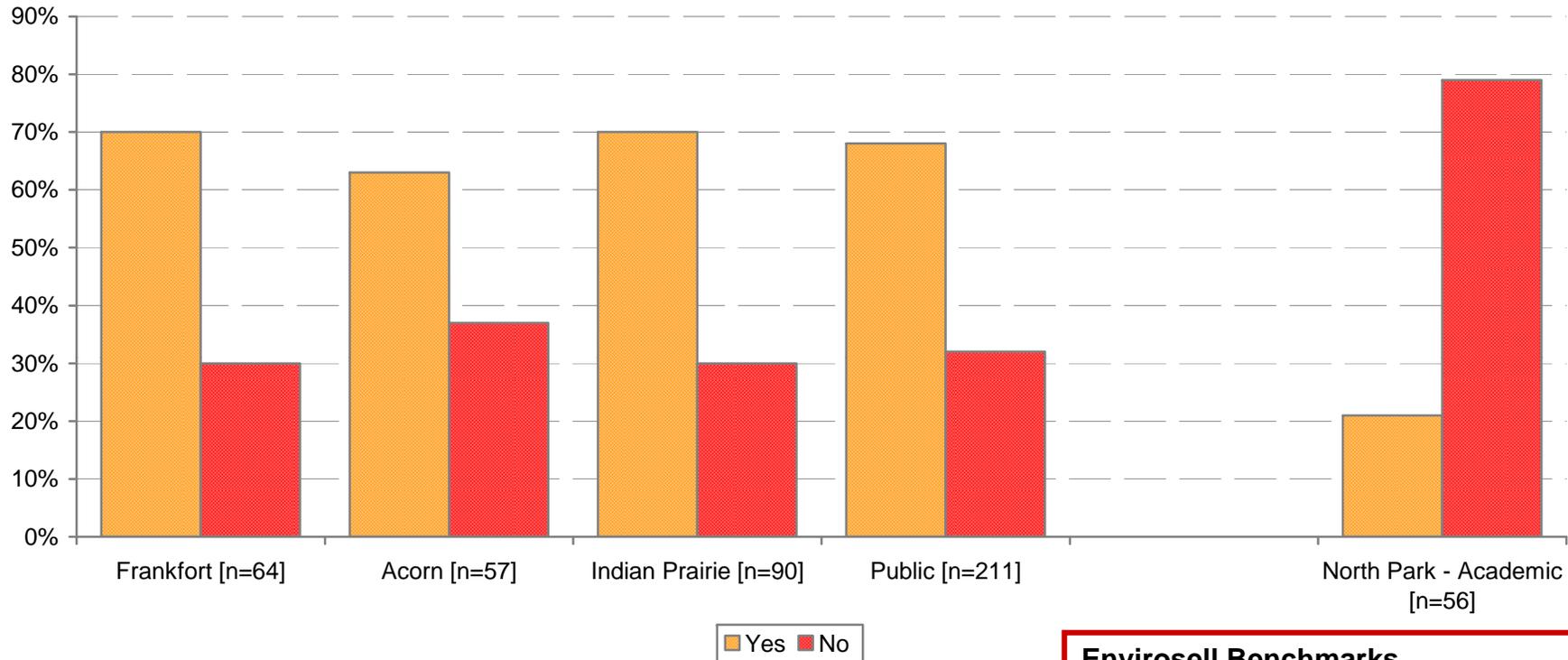
Frequency of Visit vs. Frequency of Borrow among Library Patrons



- Consistent across sites, patrons visit the library with greater frequency than they borrow materials.
- The high percentage of patrons who visited the public areas, as well as the significant average amount of time spent in the public areas confirms that patrons come to the library as a quiet place to read or study, often without intending to borrow materials. Additionally, it was rare that a patron was unable to check out the item desired.
- Academic library respondents borrow with considerably less frequency than they visit.
 - 95% visit weekly, **over 15% have never borrowed.**

Over two-thirds of respondents borrowed items

Did you borrow items from the library today?



- The percentage of respondents who borrowed materials from the library that day was relatively consistent across the public libraries, with Acorn skewing slightly lower (70% vs 62%).
- Borrowing from the academic library occurred less frequently, with only 20% borrowing materials that day.
- 71% of borrowers checked out books from the public library.
- Over half of borrowers checked out Audio Visual* materials (51%).
 - More than one-quarter of patrons who checked out materials borrowed DVDs (28%). [Data not charted.]

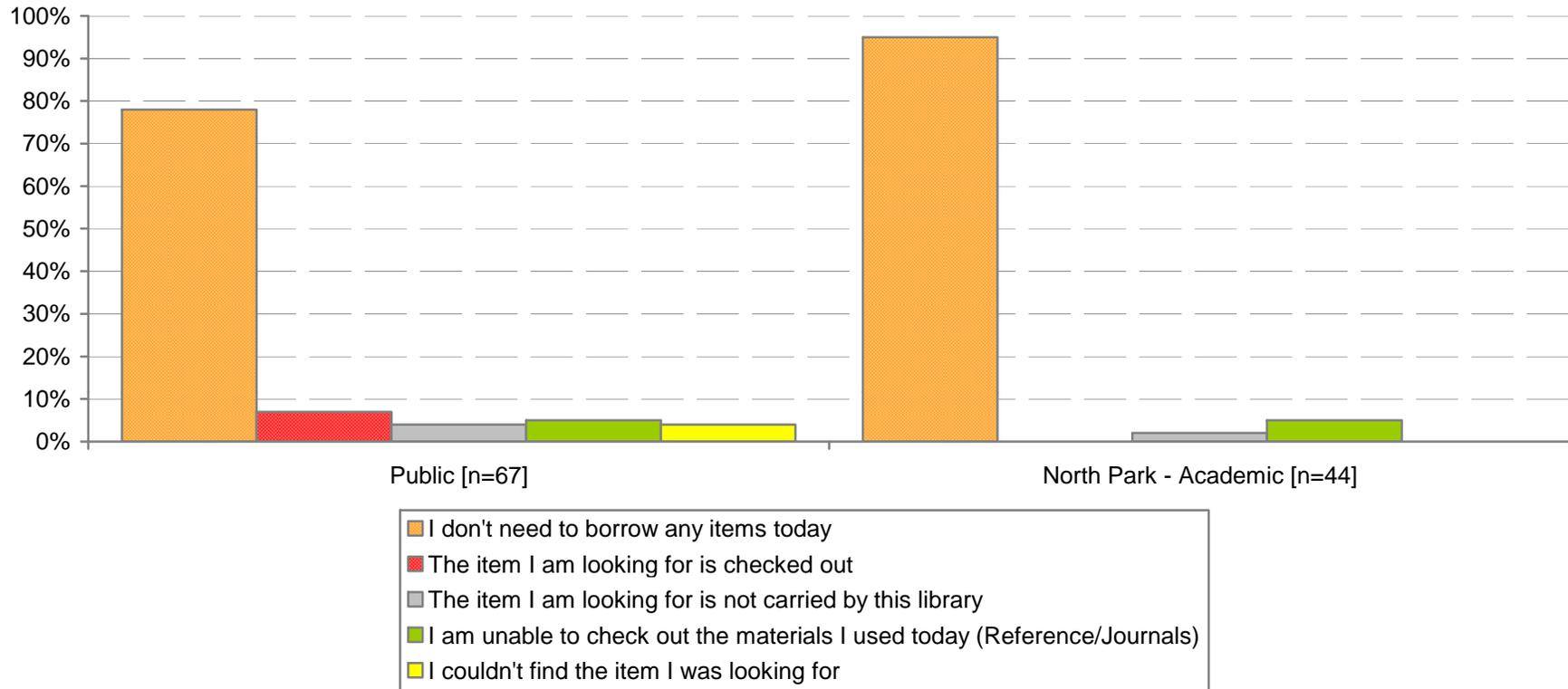
EnviroSell Benchmarks	
<i>Percentage Who Borrowed Materials</i>	
Library Study A:	54%
Library Study B:	57%

EnviroSell Benchmarks	
<i>Percentage Who Made a Purchase</i>	
Bookstore:	32%
Mass Market:	90%
Grocery:	98%

Source: Survey
 EnviroSell Draft Report for the Metropolitan Library System

*Audio Visual includes DVDs, VHS, Music CDs and Audio Books

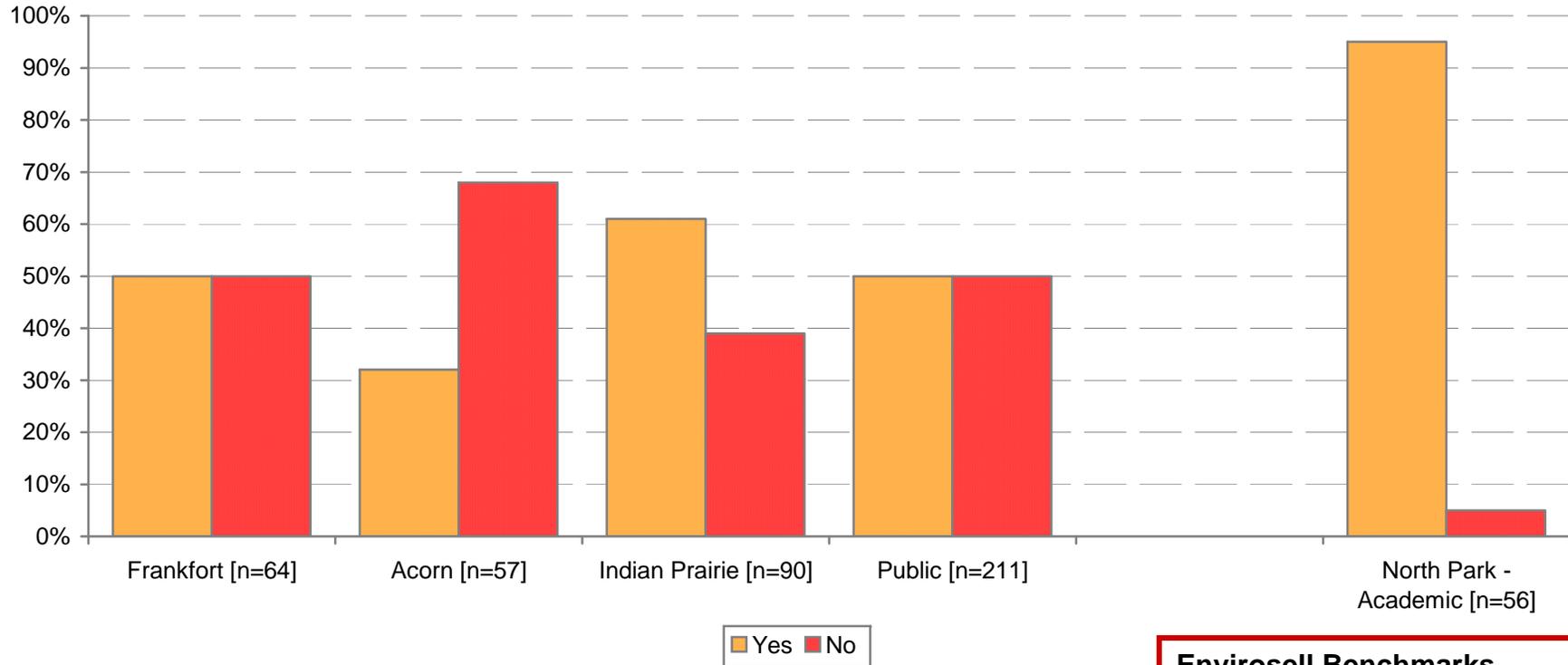
Why did you not check out any items today?



- The majority of respondents didn't check out materials that day because they did not need to borrow items, however among those who provided alternate answers, their reasons varied.*
 - 19% at Acorn mentioned the item they wanted was already checked out.
 - 14% at Acorn mentioned the item they wanted wasn't carried by the library.
 - 11% at Indian Prairie couldn't find the item they were looking for, and another 11% used materials that were not circulating.
- Almost all North Park respondents who did not check out materials that day did not need to borrow items (95%).

Overall, half of respondents have visited the library's website

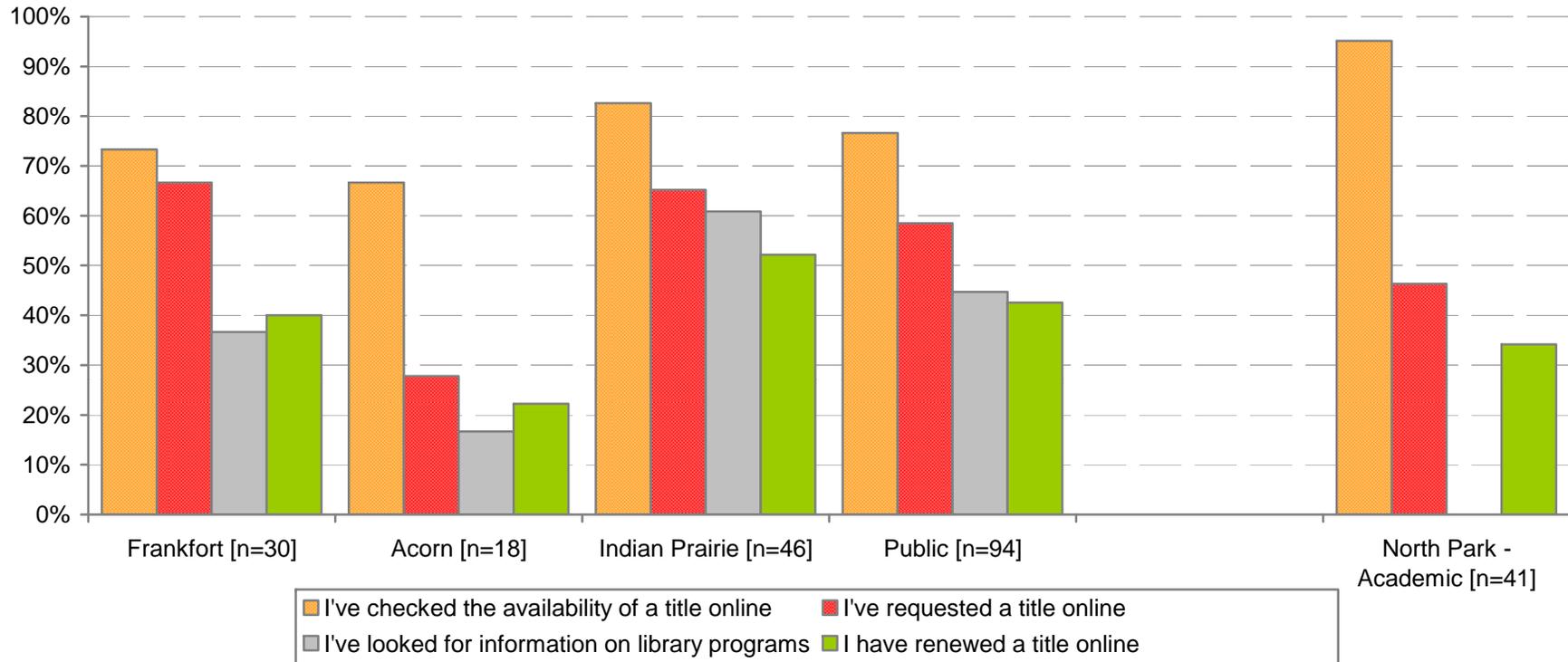
Have you ever visited the library's website?



Envirosell Benchmarks
Percentage Who Visit Website
 Library Study A: 33%

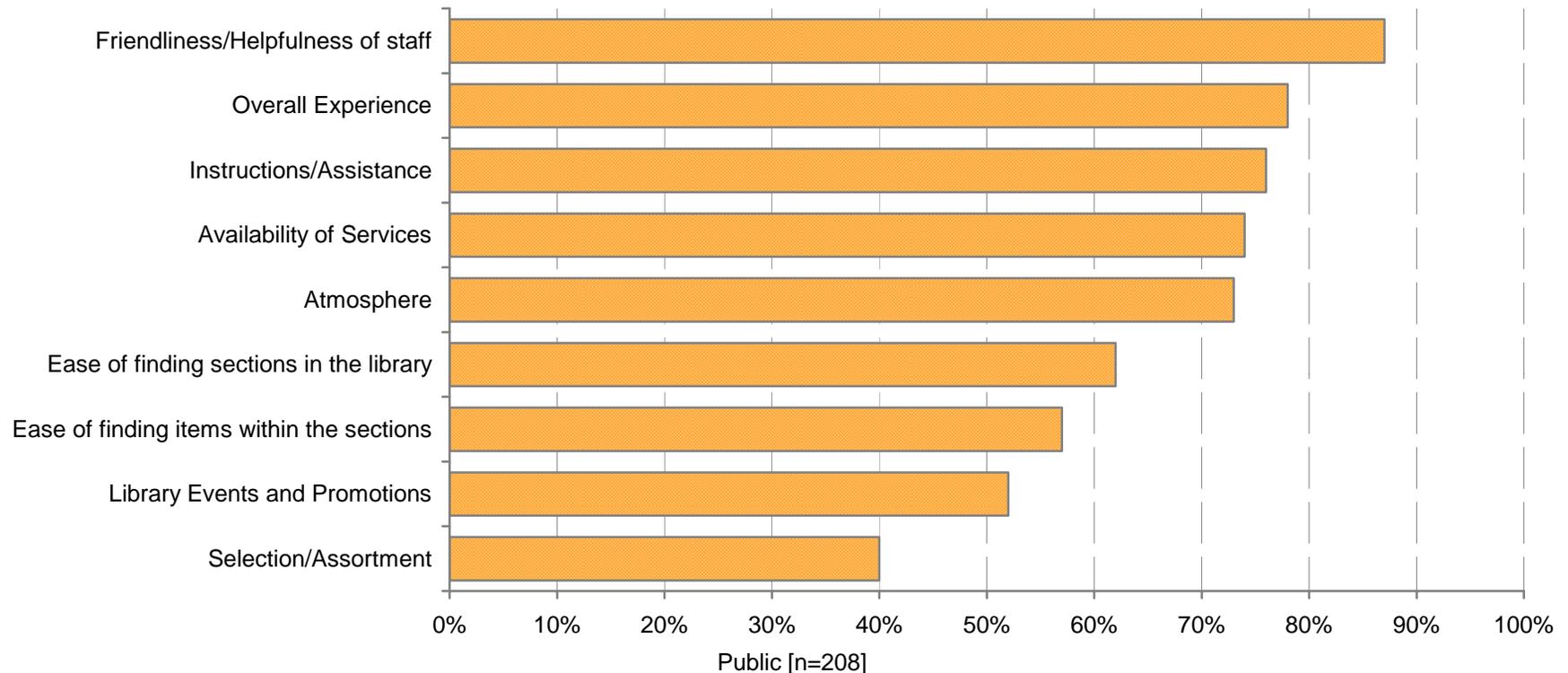
- Website usage varied across the public library sites, leveling out at 50% overall.
 - Indian Prairie has a significantly greater number of patrons who visit than Acorn (61% vs 32%), likely influenced by the older patron demographics at Acorn.
 - *Which marketing techniques used by Indian Prairie may be adopted at Acorn?*
- Almost all academic library respondents mentioned they have used the library's website (95%).
- Increasing the frequency in which patrons visit the library website may lead to increased visit frequency and additional services used due to increased awareness of the library offering.
 - *Use signage in the library and provide collateral advocating website use and detailing the features. Remind patrons to visit the website by listing the web address on the receipt.*

Which of the following activities have you performed on the website?



- The most popular activity on the web across all libraries was to check the availability of a title.
 - Over half of Frankfort and Indian Prairie patrons have requested a title online; however, few Acorn patrons have performed this activity.
- 60% of Indian Prairie patrons have enquired about library programs online, skewing the public overall higher.
- One in three patrons has renewed a title online.

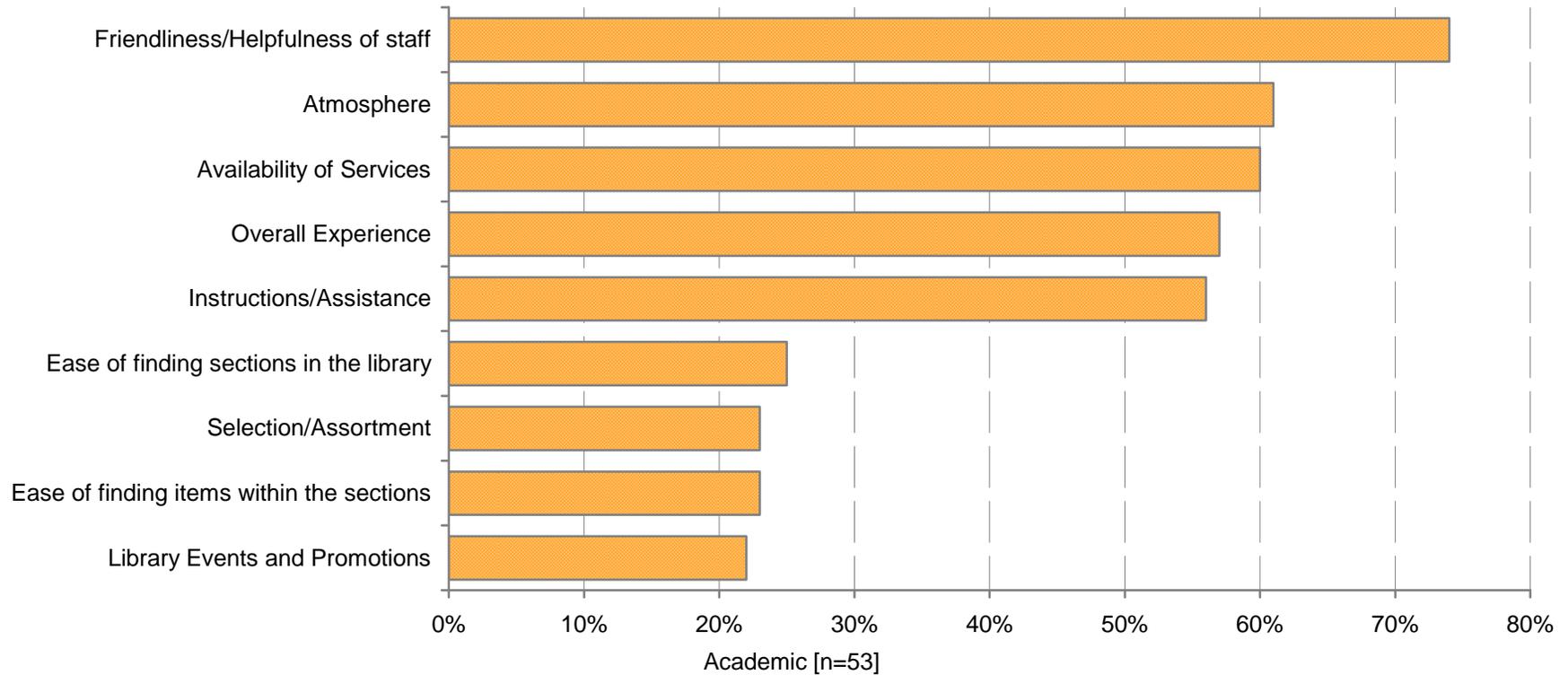
The Percentage of Public Library Respondents who Offer Top Ratings



- Selection/Assortment of items received the lowest percentage of “Very Good” responses from surveyed patrons. Considering very few survey respondents reported they were unable to check out an item because it was not carried by the library, reason for low ratings for Selection/Assortment remain unclear.
 - One way to increase the perceived Selection is by exposing patrons to more titles—either by increasing their interest in visiting more sections, or by frequently changing display titles and increasing display capture power.
- The Overall Experience rated highly among patrons, with four out of five patrons stating it was “Very Good.”

Academic respondents offered lower ratings on all measures

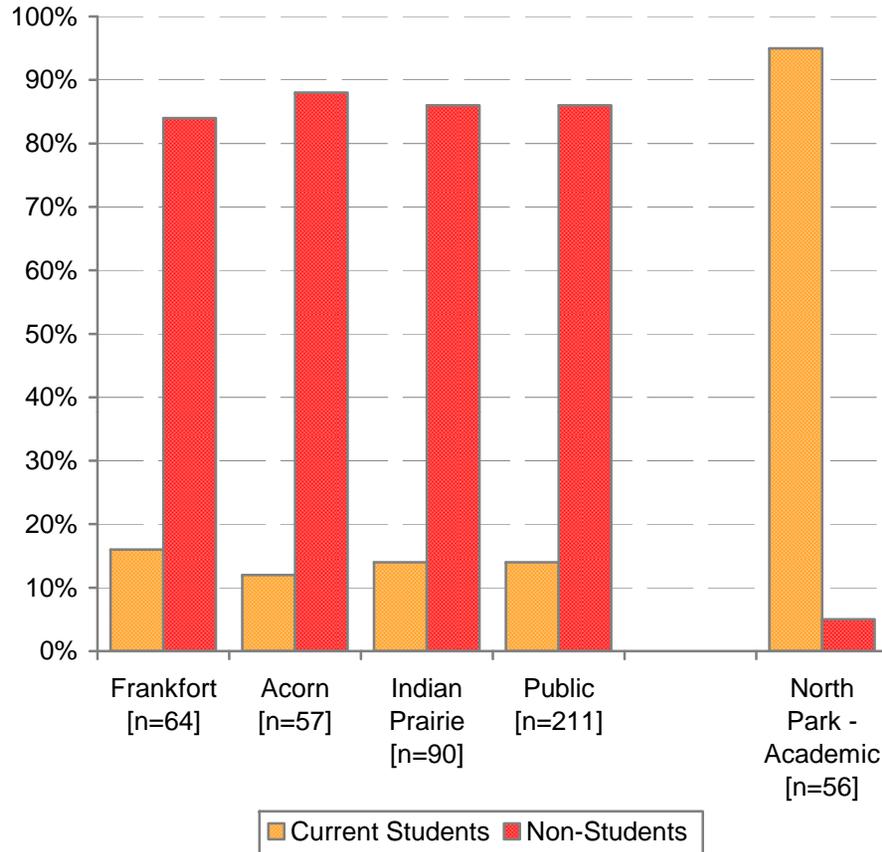
The Percentage of Academic Library Respondents who Offer Top Ratings



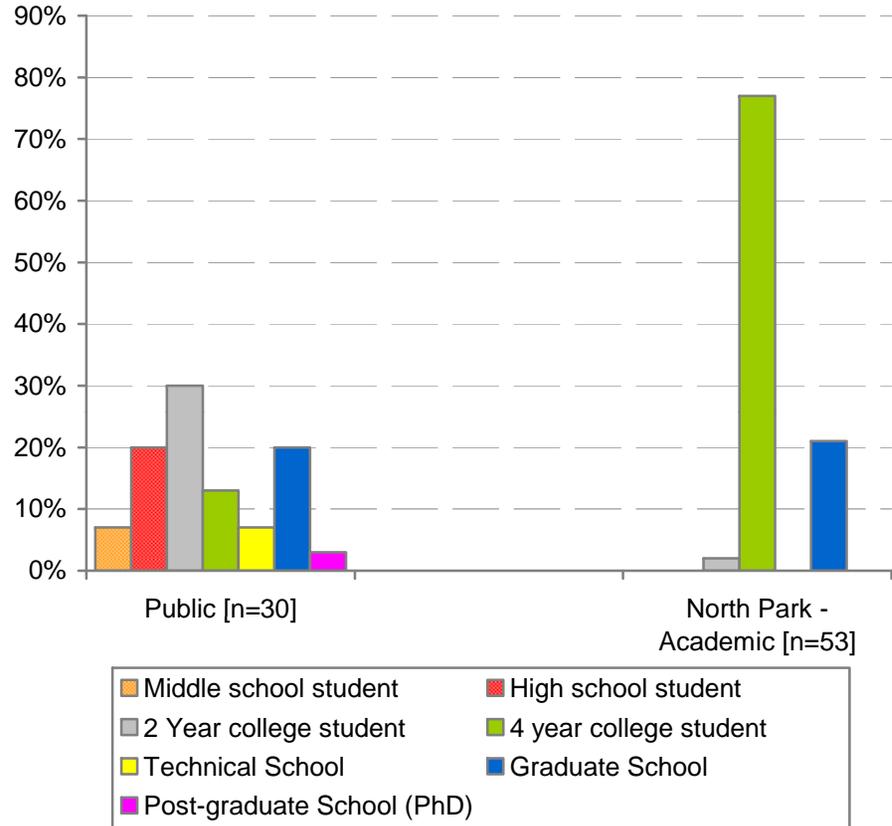
- Academic patrons used the library environment in a very different manner than public library patrons, leading to less frequent interaction with the library services and staff and lower ratings overall.
- Most students visit the library for a quiet place to study, or a central location to study as a group, thus Atmosphere was an important measure among these users. Over 60% stated the library’s Atmosphere as “Very Good.”
- Infrequent visitation of the Circulating collection among survey respondents likely contributed to the lower ratings for finding sections, items and the library selection.

Fewer than one in five public library visitors was a current student

Are you currently a student?



What is your current level of schooling?



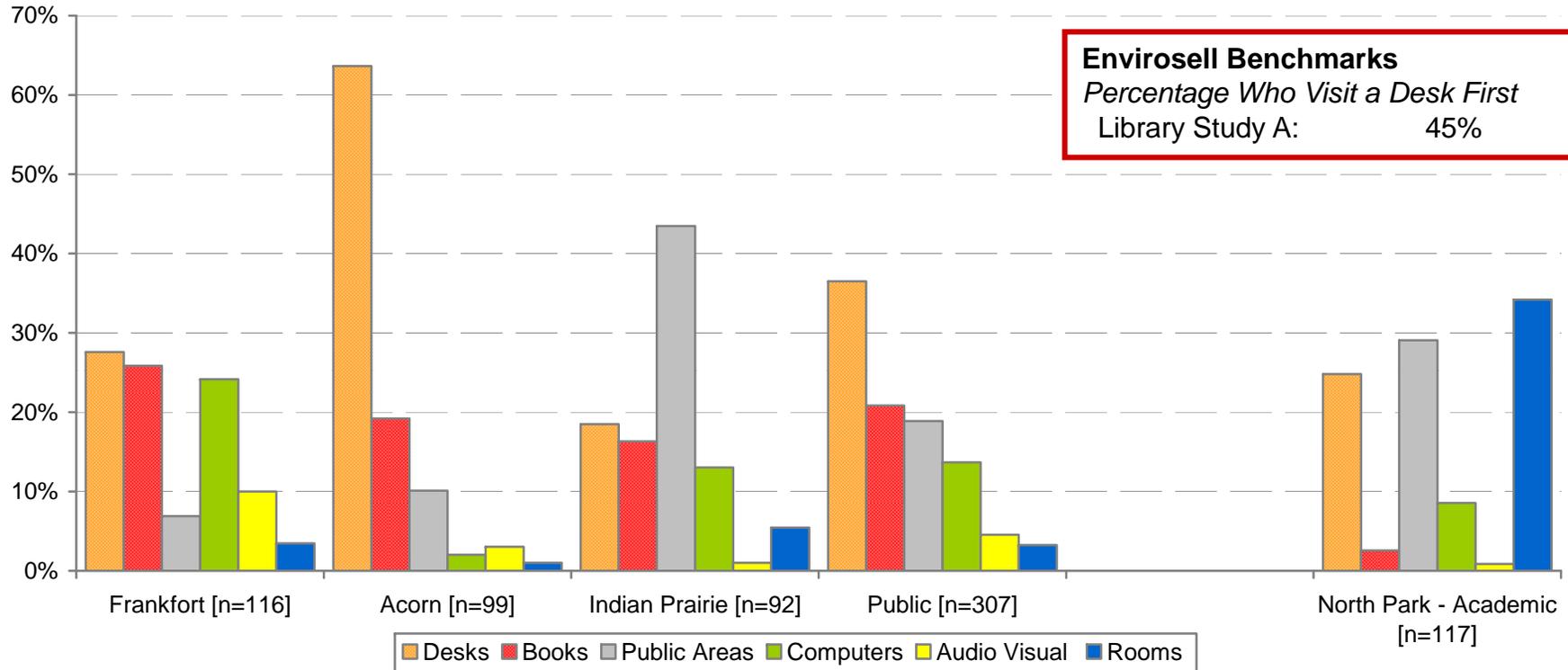
- Consistent between public library sites, few survey respondents were current students (14%); however at the academic library, 95% of respondents were current students.
- 30% of Public library student respondents attend a 2 year college; 20% currently attend Graduate School.
- One in five student respondents was in high school.

Visitor Behavior



Patrons were likely to visit one of the desks first

The Percentage of Patrons who Visited Each Section Type First



- The location of the Circulation Desk at Acorn—directly in front of the main entrance—contributed to its popularity as a First Destination.
- The most popular section type visited first at public libraries was a Desk; however, Indian Prairie visitors were more likely to stop at one of the Public Areas first.
- One-fifth of patrons visited a Books section first in the public libraries. Few visitors in the Academic library stopped in the Books section first (3%).
- In the Academic library, over one-third of patrons visited a Quiet Study Room first making Rooms the most popular section type visited first.

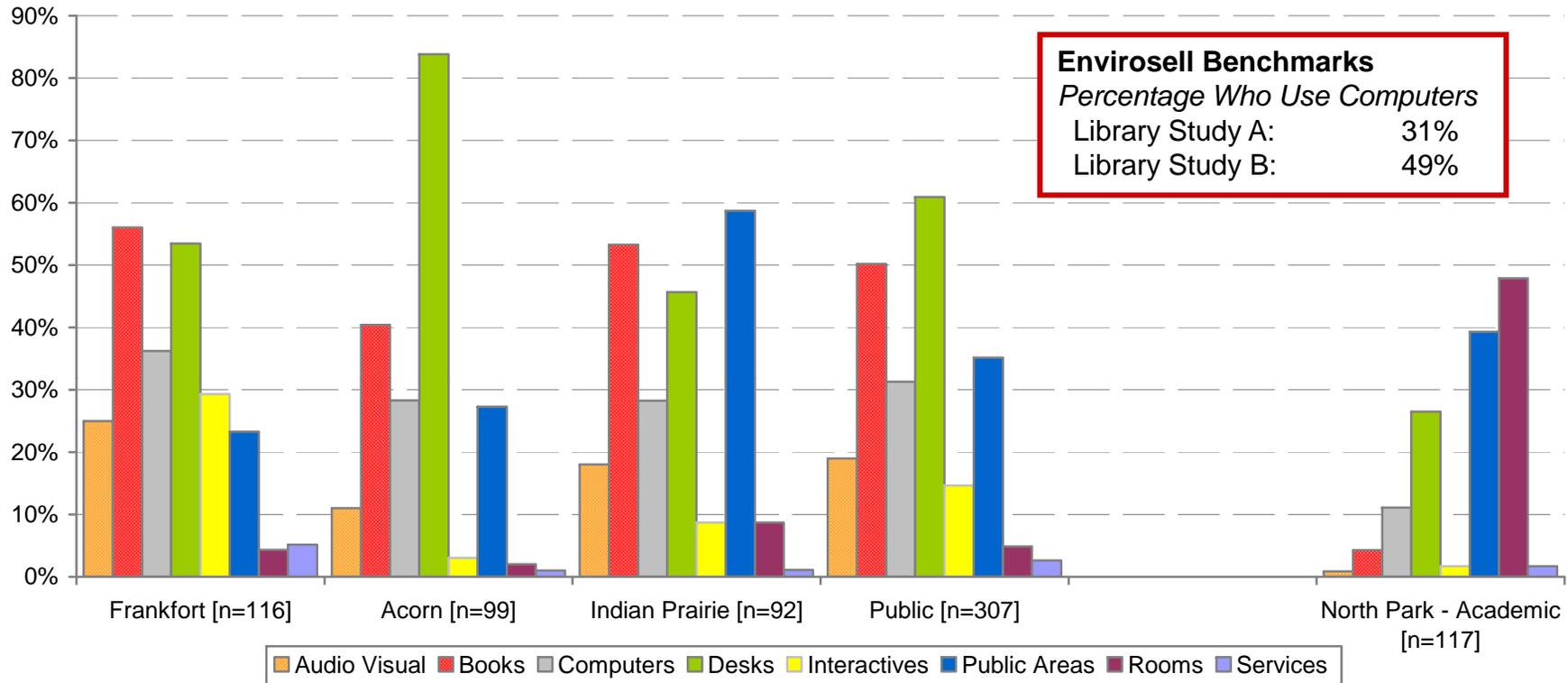
Source: Observation
 EnviroSell Draft Report for the Metropolitan Library System

First Section Visited by Site

<u>The Percentage of Patrons Who Visit Each Section First</u>	Public Libraries			Academic
	Frankfort [n=116]	Acorn [n=99]	Indian Prairie [n=92]	North Park [n=117]
Circulation Desk	23%	45%	15%	19%
Adult Public Area	3%	8%	4%	26%
Computer Workstation	17%	1%	2%	9%
Computer Lab	N/A	N/A	N/A	23%
Children's Reference Desk	2%	16%	0%	N/A
Children's Fiction	8%	1%	1%	N/A
DVDs	6%	3%	0%	0%
Reference Desk	3%	2%	2%	3%
Meeting Room	3%	0%	2%	3%
Online Catalogue	2%	0%	8%	0%
Fiction	3%	4%	1%	N/A
Non-Fiction (Circulating Collection)	3%	1%	4%	0%
Periodicals	0%	2%	5%	1%
Books for Sale	2%	5%	0%	N/A
Internet (Quick Use)	3%	0%	4%	N/A
New Fiction	3%	3%	0%	N/A

Half of public library patrons visited a Books section

The Percentage of Patrons Who Visit Each Section Type



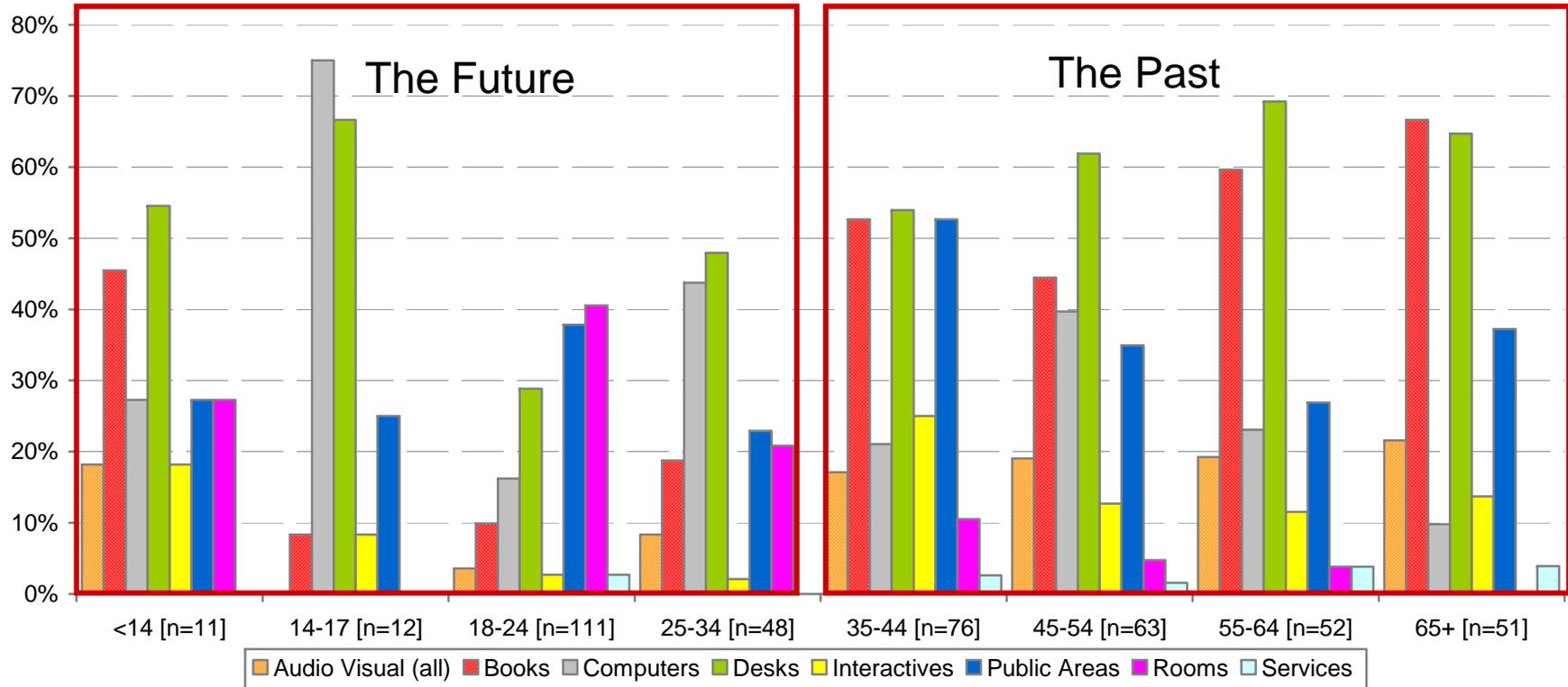
- In public libraries overall, half of all patrons visit the Books section and 60% visit one of the service Desks.
 - Acorn patrons visited the Desks at a higher percentage than the other public libraries, with 84% (versus 46-61%).
- Approximately one-third of patrons used the Computers during the first half hour of their visit (31%).
- The Music Listening Station at Frankfort contributed to the high percentage of patrons using an Interactive within the first half hour of their visit.
 - Frankfort also had a higher percentage of Audio Visual browsers than Acorn and Indian Prairie (25% vs 18% and 11% respectively).
- The majority of North Park patrons visited a quiet study room or a public area for study during the first half hour of their visit. One quarter of North Park University patrons visited a Desk during the first half hour.

The percentage of patrons who visit each section

<u>The Percentage of Patrons who Visit Each Section</u>	Public Libraries			Academic
	Frankfort [n=116]	Acorn [n=99]	Indian Prairie [n=92]	North Park [n=117]
Circulation Desk	47%	62%	38%	21%
Adult Public Area	9%	16%	18%	35%
Computer Workstation	28%	17%	12%	11%
Self Check-Out Machine	28%	3%	9%	N/A
Computer Lab	N/A	N/A	N/A	30%
DVDs	15%	7%	8%	0%
Reference Desk	10%	7%	7%	4%
Fiction	9%	12%	8%	0%
New Fiction	10%	9%	9%	N/A
Non-Fiction (Circulating)	9%	6%	12%	0%
Online Catalogue	5%	2%	17%	0%
Periodicals/Journals	4%	6%	10%	1%
Books for Sale	9%	5%	5%	N/A
Children's Fiction	11%	1%	5%	N/A
Children's Non-Fiction	9%	5%	1%	N/A
New Non-Fiction	4%	5%	7%	0%
Audio Books	7%	3%	4%	N/A

Fewer than one in ten patrons age 14-24 visited the Books section

The Percentage of Patrons in Each Age Group Who Visit Each Section Type

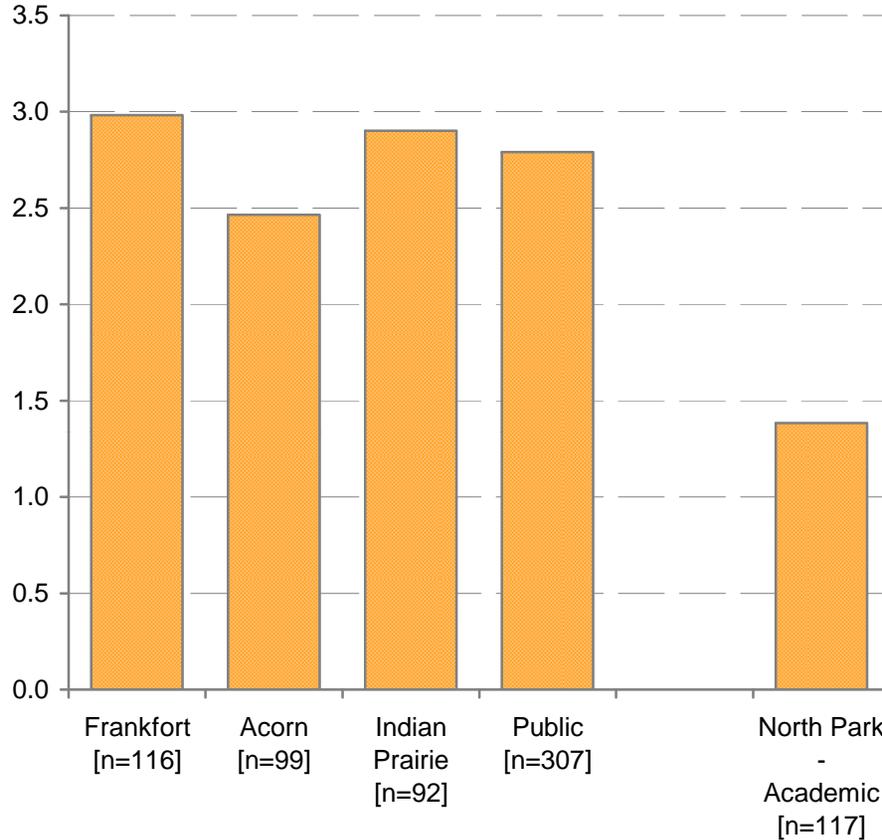


- Age often factors into the types of sections a patron visits while at the library.
 - While 45% children (patrons under the age of 14) tended to visit the Books section of the library, teens, college age visitors and young adults seldom visited the Books section (14-17, 8% and 18-24, 10%, 25-34 19%).
 - Three-quarters of Teen patrons visited the Computers during their visit. Young adults tended to visit the public areas and rooms to read or study during their library visit.
 - ⦿ **Increasing these patrons' interest in the Books section is essential for the future of the library, as the main offering is, at present, Books. However, one could also argue the library offering needs to change dramatically to accommodate the patron of the future, or there will be no customer base to serve.**
 - Offering a class on how to use the computers at the library may help connect the older patrons to the library's technological tools.
- Interest in the Books section type increased as patron age increased, with the exception of visitors ages 45-54 (44%).
 - Over half of visitors 35-44 (53%), browsed Books. 60% of patrons age 55-64 and 67% over the age of 65 browsed Books.

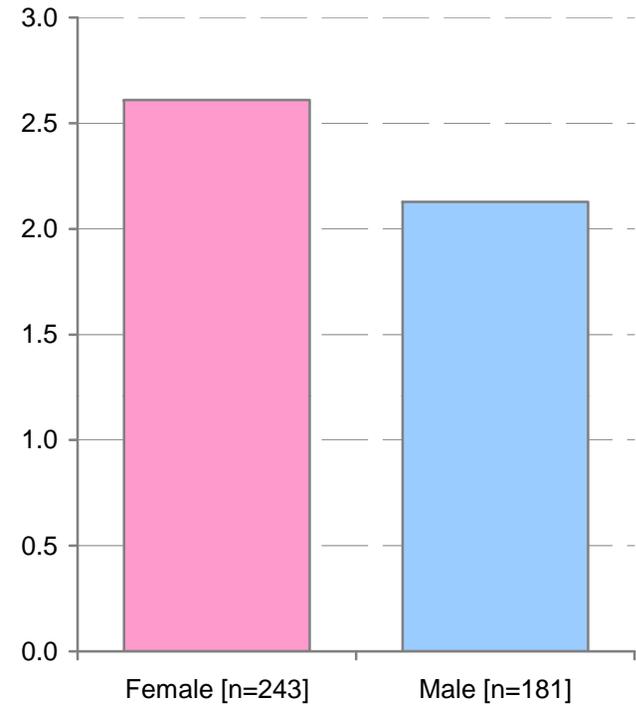
Source: Observation

Patrons visit an average of 2.8 sections

Average Number of Sections Visited in the First Half Hour



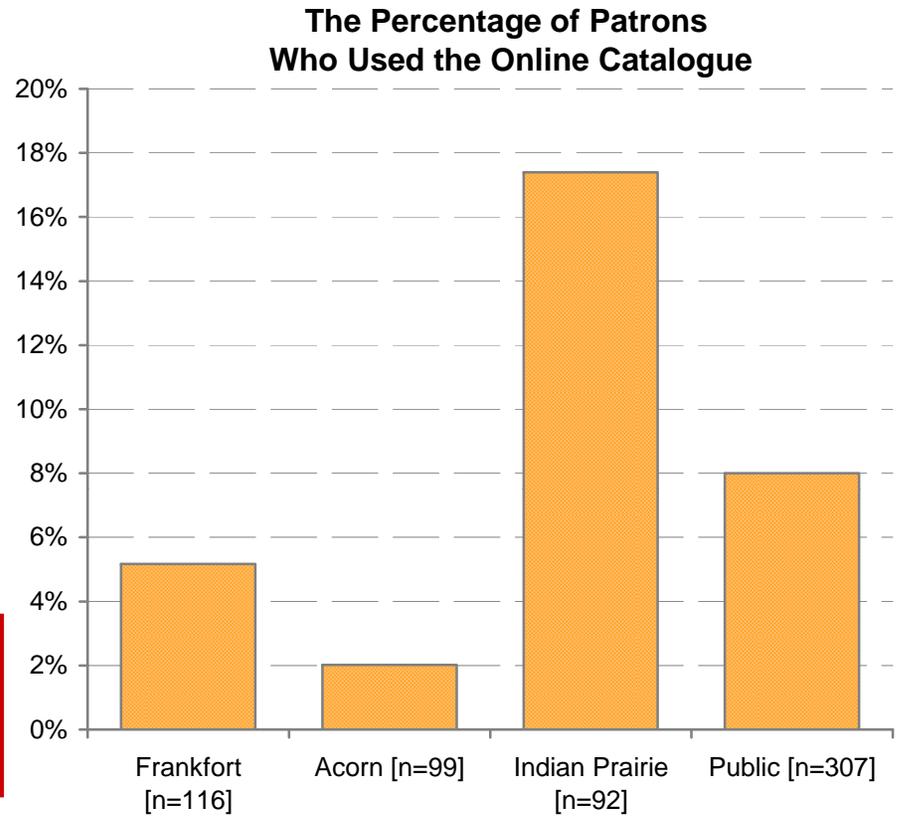
Average Number of Sections Visited By Gender



- Public library patrons visited an average of 2.8 sections; women visited slightly more sections than men (2.6 vs 2.1).
- 18-24 year olds visit the fewest number of sections during their visit, averaging about 1.5, considerably less than the public library average of 2.8 sections.
- Visitors in the 35 and over age groups drove the number of sections visited higher, as older patrons were more likely to visit three sections in the first half hour. [Age data not charted.]

Source: Observation
 EnviroSELL Draft Report for the Metropolitan Library System

EnviroSELL Benchmarks	
<i>Average Number of Sections Visited</i>	
Library Study A:	2.6
Library Study B:	2.9
Bookstore:	2.1
Mass Market:	4.7



Envirosell Benchmarks

Percentage Who Use the Catalogue

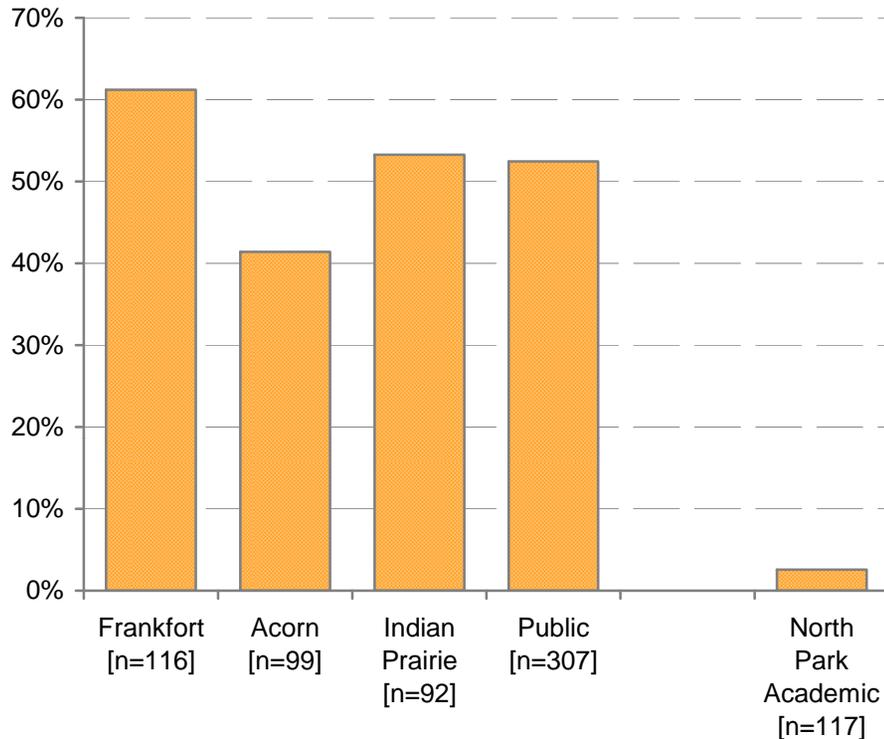
Library Study A:	9%
Library Study B:	16%



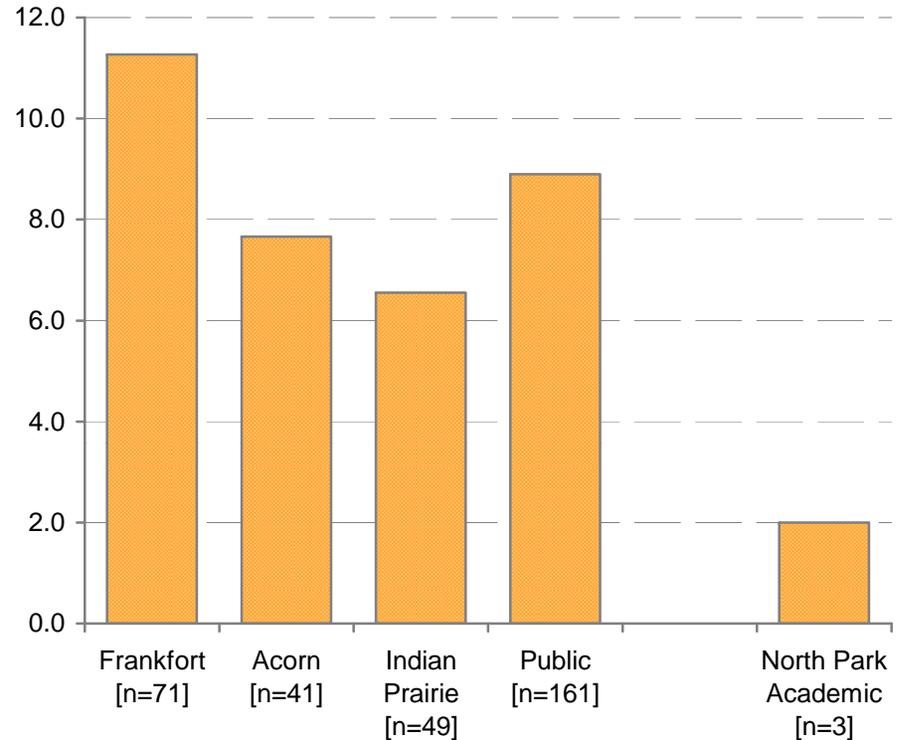
- Few were observed using the online catalogue in the public libraries (8%), especially at Acorn and Frankfort where less than one in twenty patrons used the system.
 - Indian Prairie patrons differed from their Frankfort and Acorn counterparts, where 17% of patrons were observed using the catalogue. Indian Prairie catalogue users skewed the public overall higher.
- Catalogue interaction times averaged just over three minutes (3:09).

Over half of public library patrons pulled items during their visit

The Percentage of Patrons who “Pull” an Item



Average Number of Items Pulled



- The percentage of patrons who pulled an item varied between public libraries. Frankfort had the highest at 61% and Acorn the lowest with 41%. Academic library visitors seldom pulled items, with 3%.
 - **“Pulling an item” is similar to “shopping.” It means the patron actively engaged with the item, but doesn’t necessarily take the item away from the shelf.**
- Frankfort patrons pull more items than patrons at the other public libraries, with an average of 11.3. This high number skewed the public overall, as fewer than eight items were pulled at Acorn and Indian Prairie.
- Audio Visual browsing contributed to the high number of items pulled. Male AV browsers pulled an average of 13.2 items, whereas they average number of books pulled by male patrons was only 4.4.
 - Women were more consistent in the number of items pulled in the AV and Books sections, pulling 8.3 to 8.6 items. [Data not charted.]

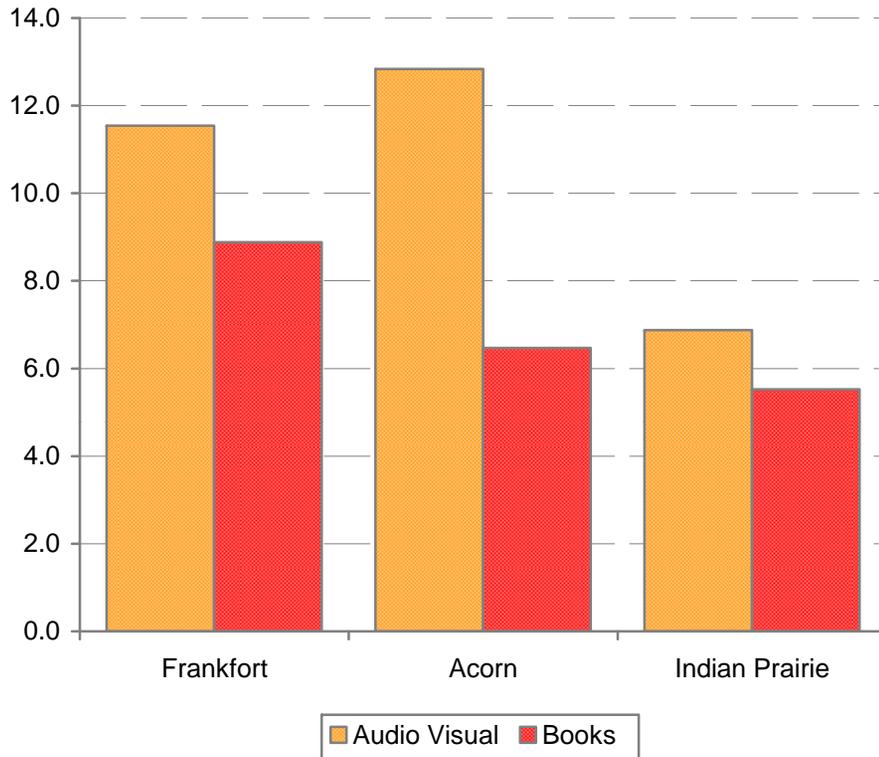
EnviroSell Benchmarks	
<i>Average Number of Items Pulled</i>	
Library Study A:	10.4
Library Study B:	9.8

EnviroSell Benchmarks	
<i>Average Number of Items Shopped</i>	
Bookstore:	4.7
Mass Market:	22.8

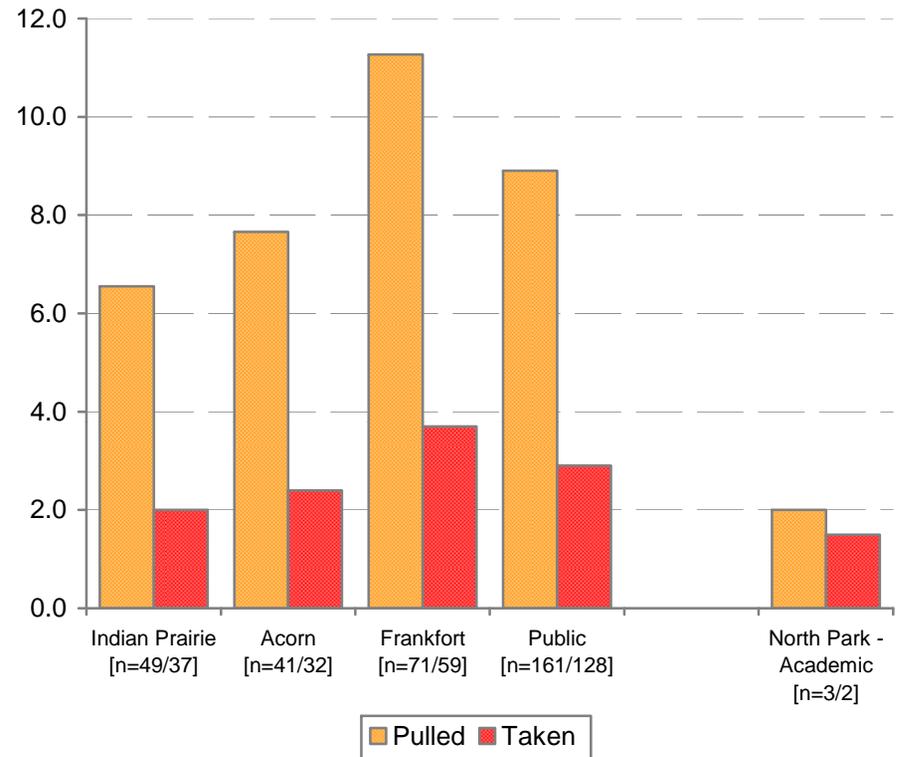
Source: Observation
 EnviroSell Draft Report for the Metropolitan Library System

Patrons pulled more Audio Visual items than Books

Average Number of Items Pulled by Section Type*



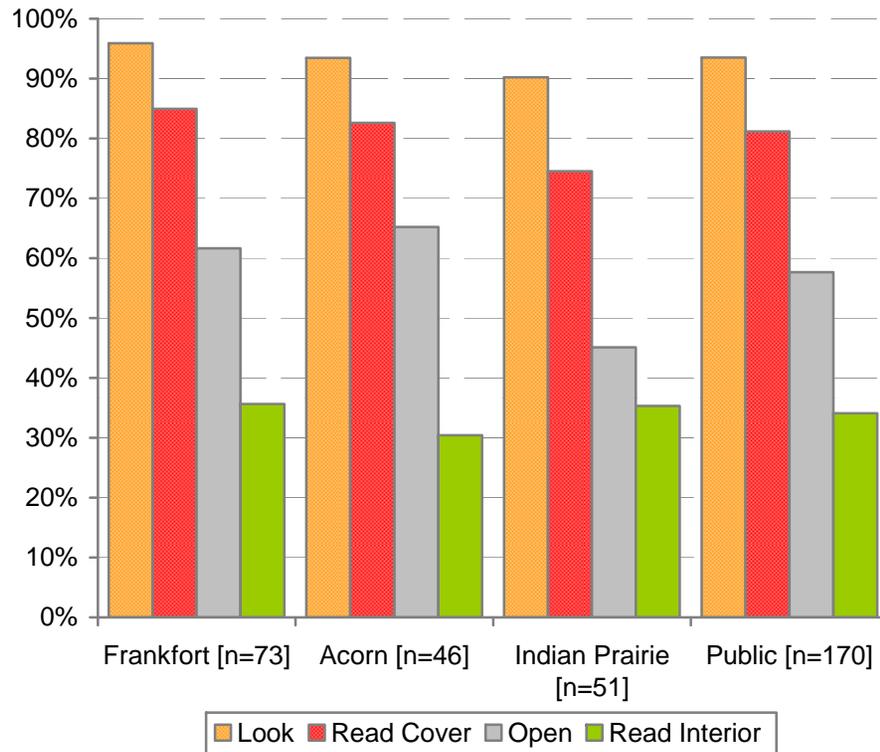
Average Number of Items Pulled vs the Number Taken



- At both Frankfort and Acorn, patrons pulled considerably more Audio Visual items than Books; however, at Indian Prairie, the average number of items pulled was similar between sections.
- Overall, patrons pulled an average of three more items in AV than in Books (10.7 vs 7.1).
- In public libraries overall, one out of three items pulled was taken from the shelf (8.9 to 2.9).
- On average, patrons take more Audio Visual items than Books (3.2 to 2.6). [Data not charted.]

Public library borrowers checked out an average of 3.5 items. Women borrowed more items than men: 3.7 vs 2.9.

The Percentage of Browsers Who Engage in Each Examination Procedure



EnviroSell Benchmarks		
<i>Library Examination Procedures</i>		
	<u>Library A</u>	<u>Library B</u>
"Look"	88%	100%
"Read Cover"	71%	83%
"Open"	63%	59%
"Read Interior"	42%	46%

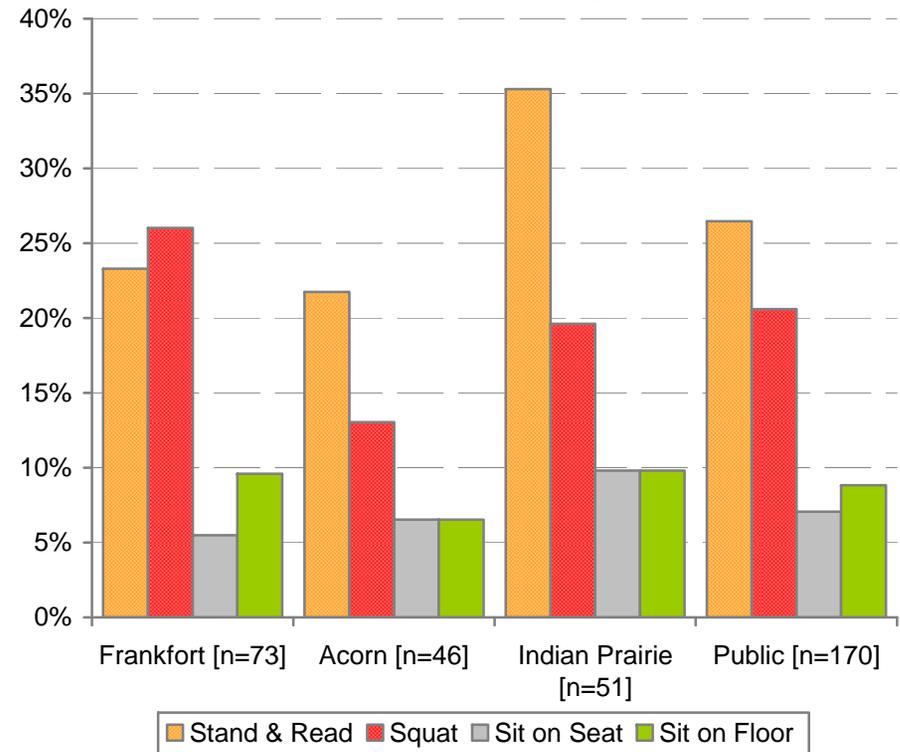
- EnviroSell measured the percentage of browsers (or patrons who visited a section of the library with circulating materials) who engaged in each examination procedure.
 - Over 90% of browsers were observed Looking at the item.
 - *Look was defined as a more cursory view than reading, like a brief scan of the exterior.*
- Four out of five browsers were observed Reading the Covers of items pulled at the shelf.
- One-third of browsers were observed Reading the book's interior in the aisle where they found the item.

EnviroSell Benchmarks

Library Shelf Activities

	<u>Library A</u>	<u>Library B</u>
“Stand & Read”	45%	35%
“Squat”	25%	9%
“Sit on Seat”	5%	3%
“Sit on Floor”	7%	1%

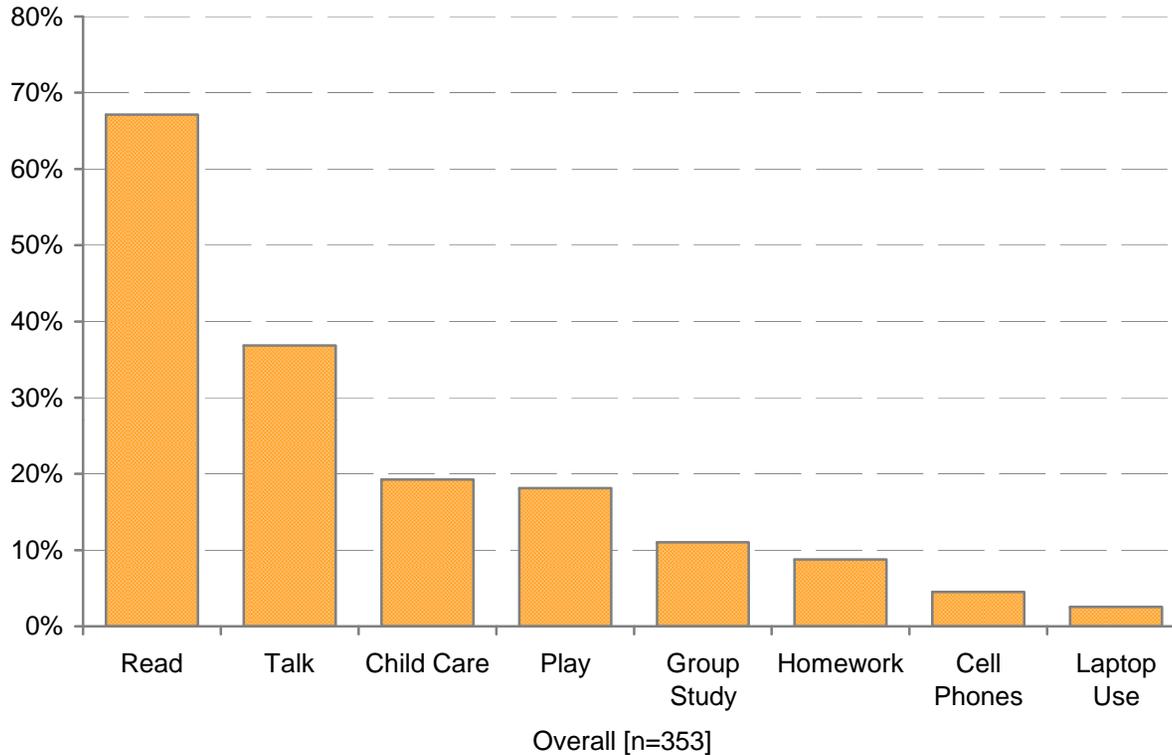
The Percentage of Browsers Who Engage in Each Shelf Activity



- Approximately one-quarter of browsers Stand & Read items at the shelf.
- Over twenty percent of browsers were observed squatting in the aisle while browsing materials.
- Few browsers were observed taking a seat in the browse-able section—either on an available chair or on the floor.
 - Frankfort experienced a higher percentage of in-aisle squatters and browsers who sat on the floor indicating a few well placed chairs may be warmly received.

The majority of visitors used the public spaces to read

Primary Activities in the Adult Public Areas



Average Time in Public Areas	
Acorn	25:22
Frankfort	30:08
Indian Prairie	31:31
North Park – Academic	46:55

- Lounge/reading chairs, study carrels and work tables comprised the public areas.
- Reading was the most popular activity among patrons using the public spaces at the library, with over two-thirds participating.
- Plenty of conversation occurs in the public areas of the library, with over one third of patrons talking.

- Visitors with children frequented the public areas, with one in five patrons either playing or engaging in child care in the space.
- Little cell phone use was observed, indicating patrons respect the environment and other people’s desire for quiet.
- Visitors at Frankfort spent the longest period of time in the public spaces, with an average of 41:35 in the Teen Public areas and 44:44 in the Adult Public areas.

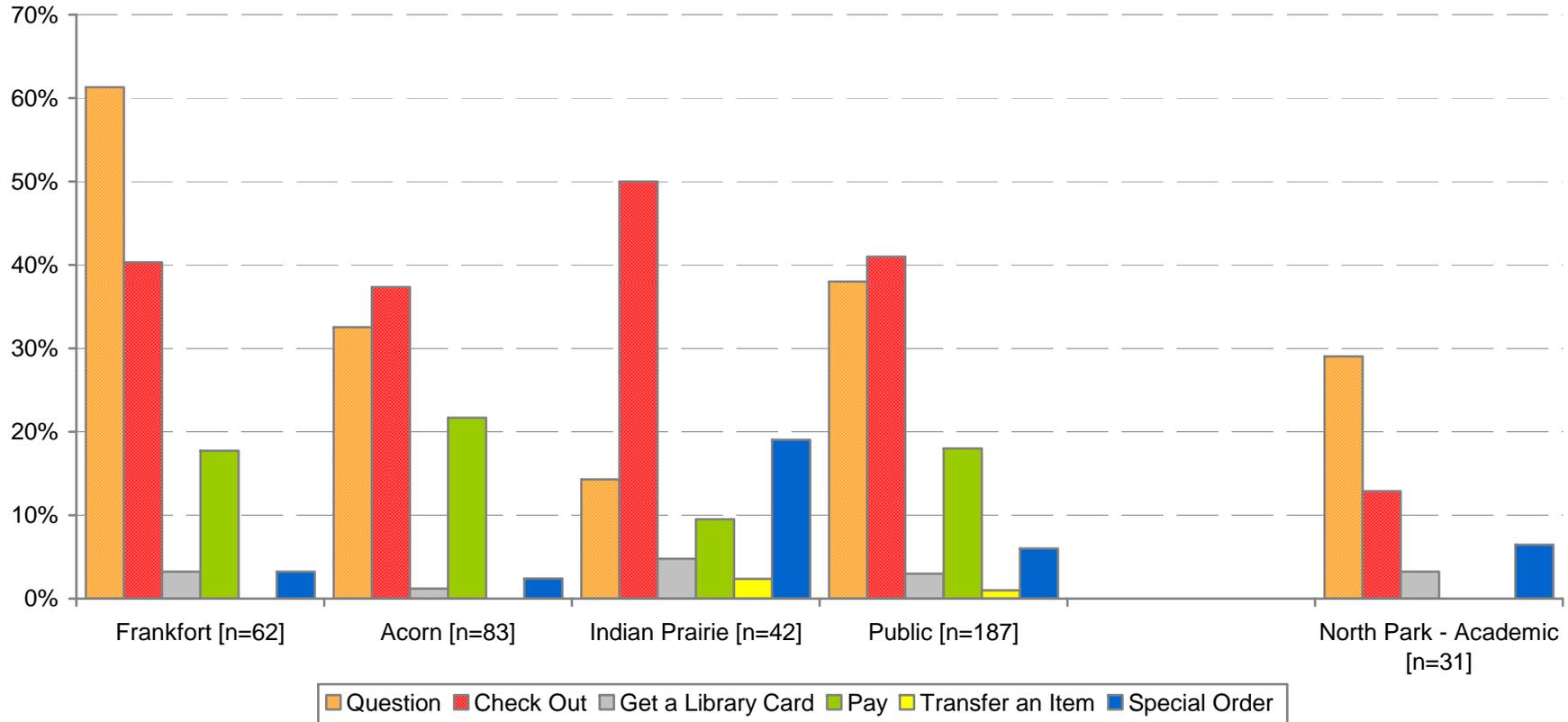
Average Time in Public Areas	Kid’s	Teen’s	Adult’s
Acorn [n=48/13/42]	18:43	30:54	31:14
Frankfort [n=43/18/52]	7:41	41:35	44:44
Indian Prairie [n=7/12/47]	3:56	21:16	29:18

Operations



Patrons visited the desks to ask questions and check out items

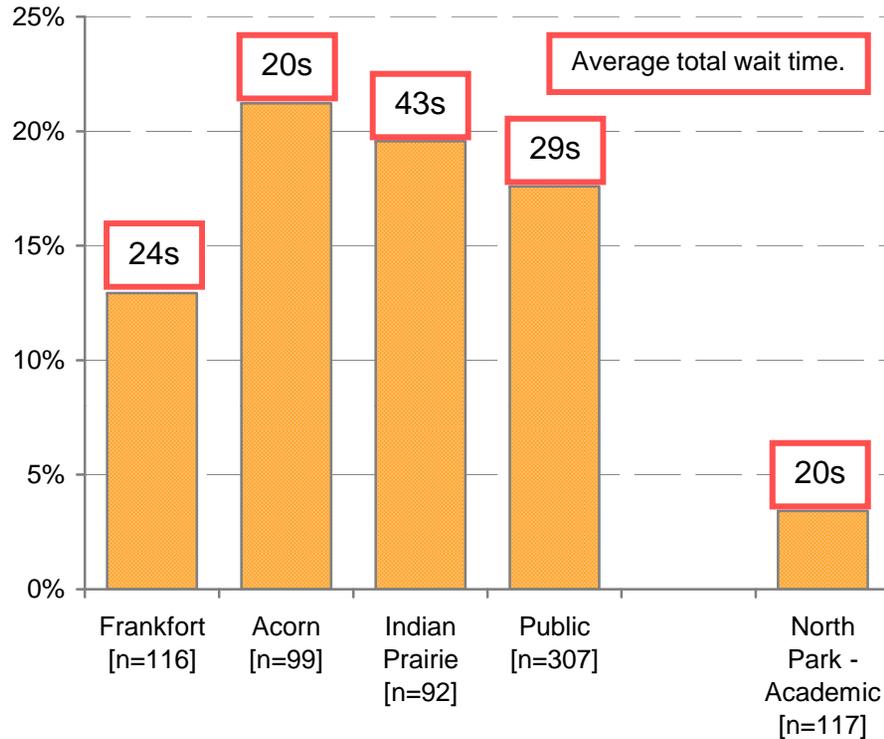
The Percentage of Patrons Who Engage in Each Desk Activity



- Asking a Question and Checking Out were the two most popular Desk activities.
 - Frankfort had the highest percentage of patrons who visited a desk to ask a question (61%). Few patrons at Indian Prairie visited the desk to ask a question (14%).
- Indian Prairie had the highest percentage of patrons visit a desk to check out items, with 50%.
- Nearly one in five patrons at Frankfort and Acorn stopped at the desk to Pay either a fine, or to make a purchase.

Few patrons experienced a wait during their library visit

The Percentage of Patrons Who had to Wait



- Fewer than one in five patrons had to wait during their library visit and the average total wait time was a brief 29 seconds.
- Acorn had a slightly higher percentage of patrons who had to wait than Frankfort and Indian Prairie; however, Acorn had the shortest wait time (20s).
- North Park Academic patrons seldom visited sections of the library where a wait may occur, leading to the low (4%) of patrons who experienced wait.

EnviroSell Benchmarks

Percentage of Patrons/Shoppers Who Wait in Line

Library Study A:	24%
Library Study B:	16%
Bookstore:	36%
Mass Market:	83%
Grocery:	87%

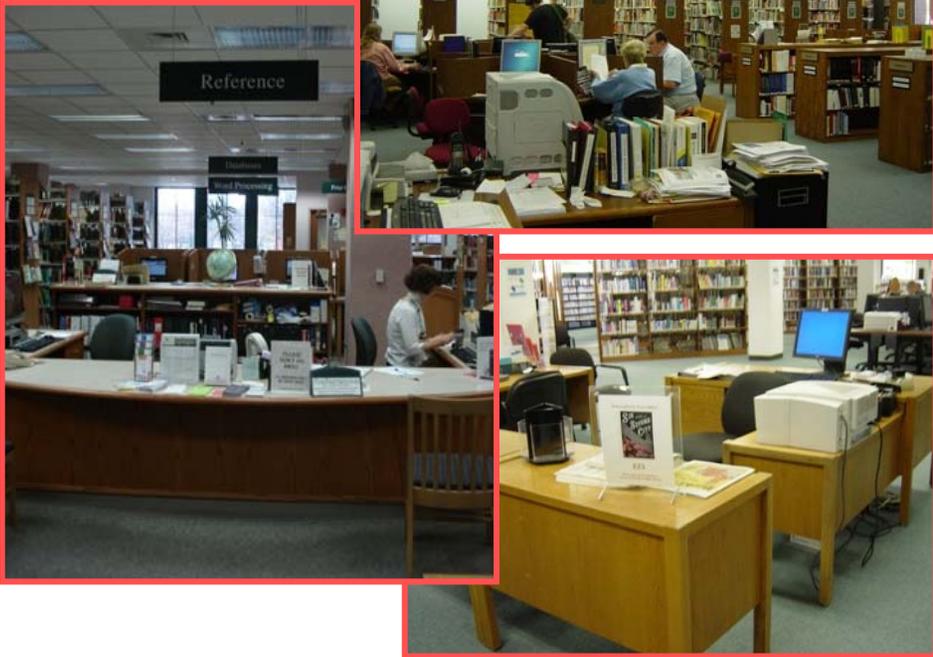
EnviroSell Benchmarks

Average Total Wait Time

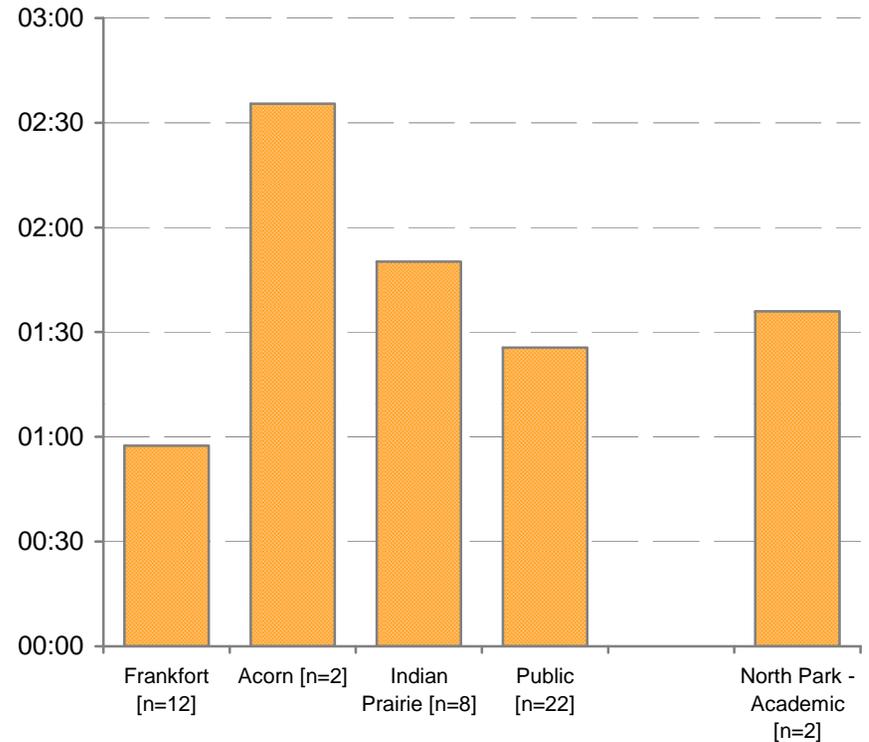
Library Study A:	0:55
Library Study B:	1:36
Bookstore:	0:43
Mass Market:	1:36

Source: Observation
 EnviroSell Draft Report for the Metropolitan Library System

Reference Desk transactions averaged around one and a half minutes

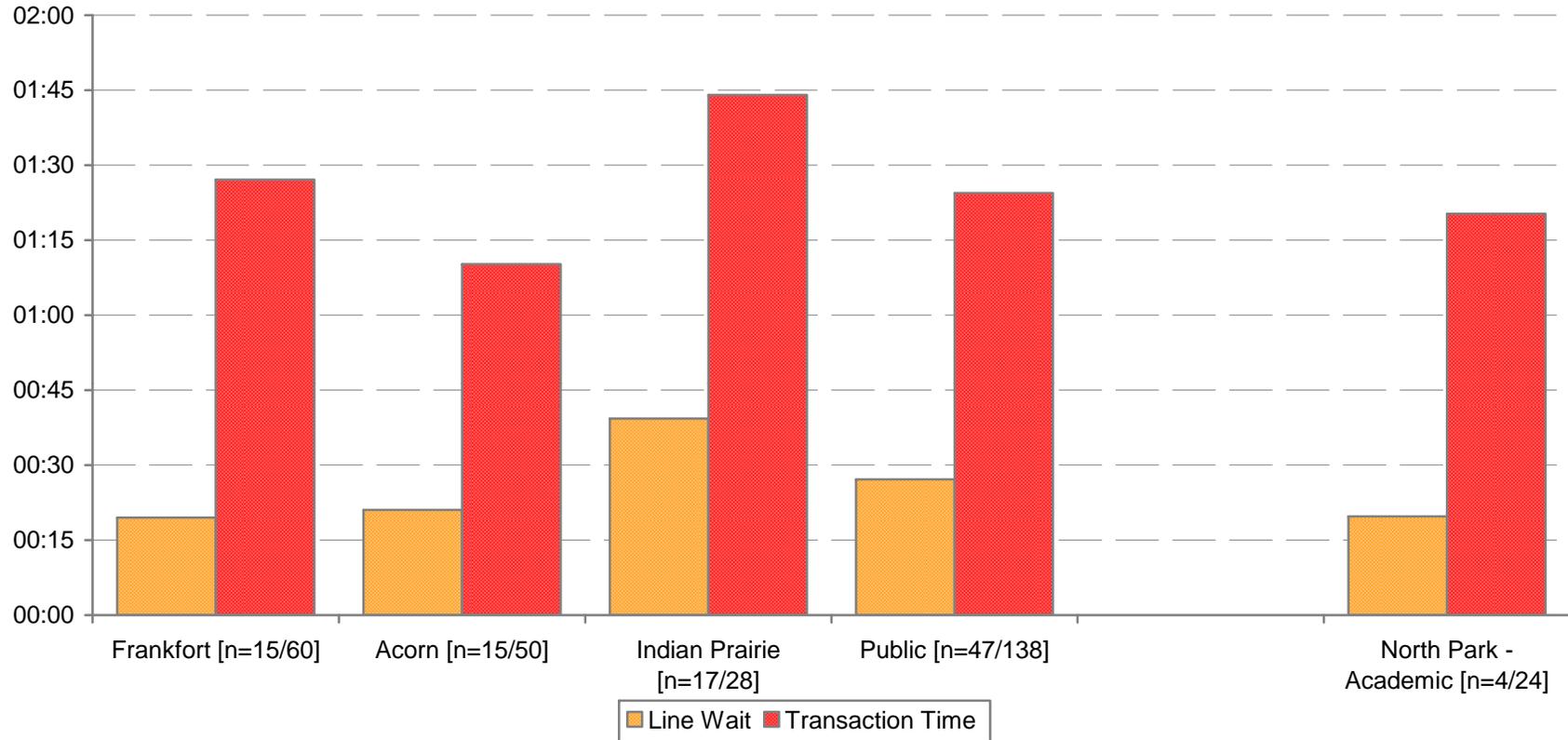


Average Transaction Time at the Reference Desk



- Patrons at Frankfort and Indian Prairie were likely to wait roughly one minute for assistance at the Reference Desk (:57 and 1:00 respectively). [Data not charted.]
 - There were no line waits for the Reference Desk at Acorn or North Park University.*
- In public libraries overall, transactions at the Reference Desk lasted less than one and a half minutes. Acorn Reference Desk transactions averaged a minute longer than the public library overall (2:36).*

Line Wait vs Transaction Time at the Circulation Desk

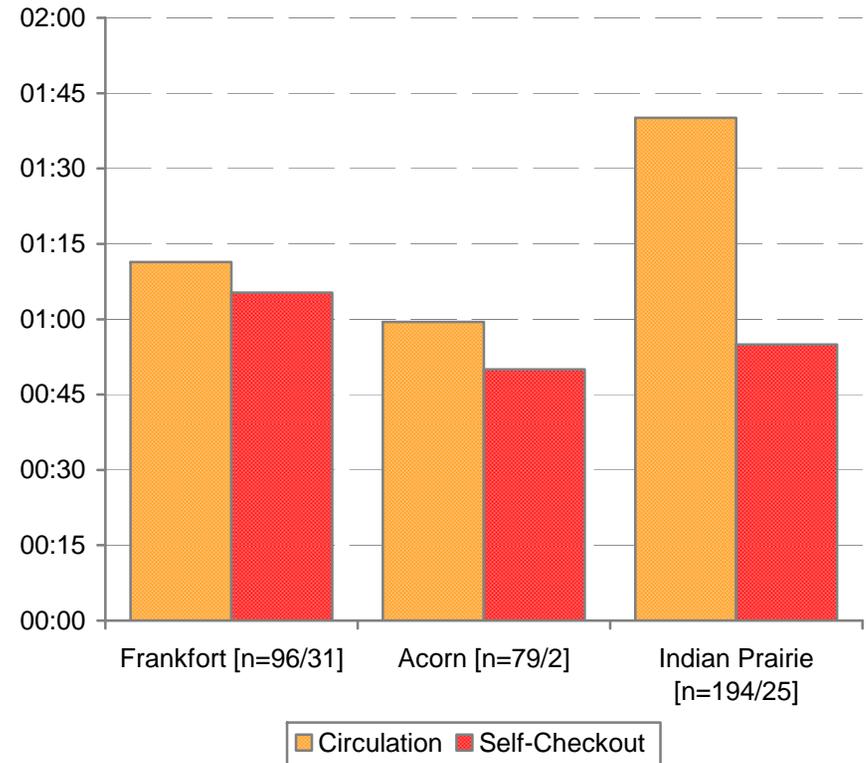


- A small percentage of waiting customers, and wait times significantly shorter than transaction times indicate low traffic flow.
- Indian Prairie had both the longest line waits and the longest transaction times at the Circulation Desk.

EnviroSell Benchmarks	
<i>Average Total Transaction Time</i>	
Library Study A:	2:57
Library Study B:	2:50
Bookstore:	1:11
Mass Market:	1:44



**Average Transaction Time
Circulation Desk vs Self Check-Out Machine**



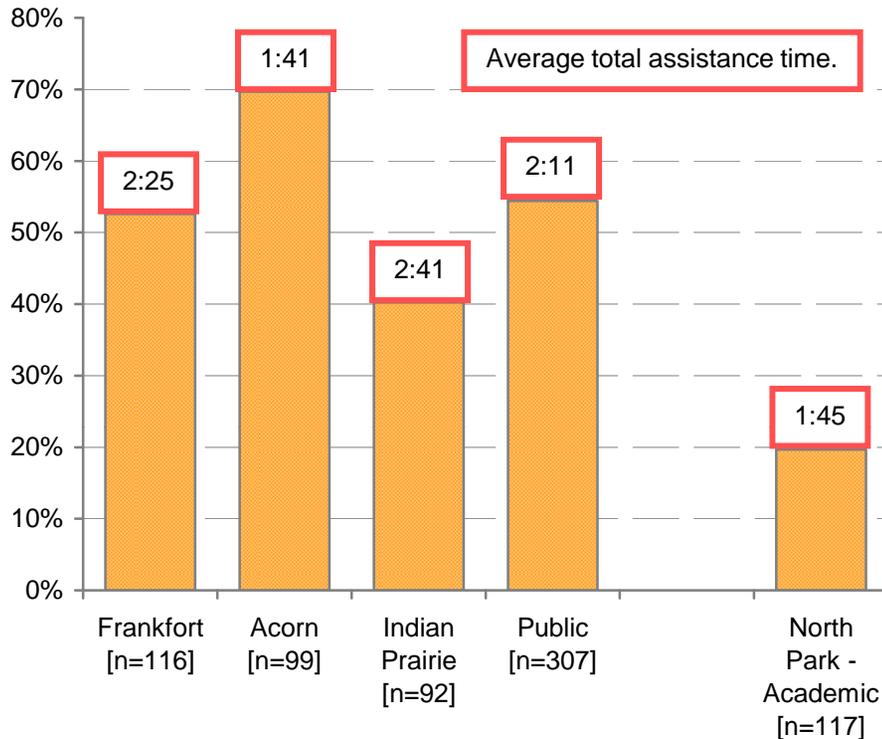
- Transactions at the Self Check-Out Machine averaged around one minute, making it a faster alternative to the Circulation Desk, especially considering the absence of a line wait at Acorn* and Frankfort.
 - 8% of self checkout users at Indian Prairie wait. [Data not charted.]
- Few patrons were observed experiencing confusion when using the Self Check-Out machine (6% at Frankfort, 0% at Acorn and 12% at Indian Prairie). [Data not charted.]

Library Assistance



Over half of public library patrons received assistance during their visit

The Percentage of Patrons Who Receive Assistance



Assistance interactions include receiving help finding an item or section, asking research or Reference questions or a patron requiring another type of help in the library, such as requesting an item or accessing the Internet.

- Over fifty percent of tracked patrons were observed receiving assistance in the library. Assistance interactions in the public library lasted approximately two minutes.
 - Acorn had the greatest frequency of assistance with 70%, however they also had the briefest assistance interactions out of the three public libraries at 1:41.
 - Indian Prairie had the lowest frequency of assistance, at 40% of visitors.
- 50% of female and 40% of male patrons received assistance.
- Few Academic library patrons sought out assistance, 19%.
- Only 1% of survey respondents stated that they wanted assistance but did not receive any.

EnviroSell Benchmarks

Percentage Who Receive Assistance

Library Study A:	11%
Library Study B:	15%
Bookstore:	19%
Mass Market:	13%

EnviroSell Benchmarks

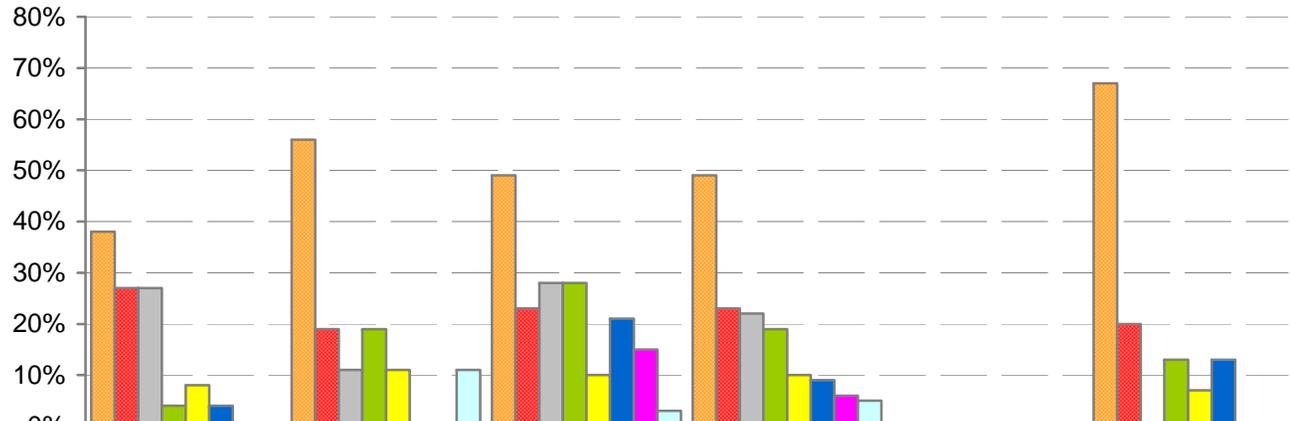
Average Total Assistance Time

Library Study A:	2:03
Library Study B:	3:44
Bookstore:	1:17
Mass Market:	1:04

Finding sections and items prompted the need for assistance



The Percentage of Survey Respondents who Engaged in Each Type of Staff Interaction

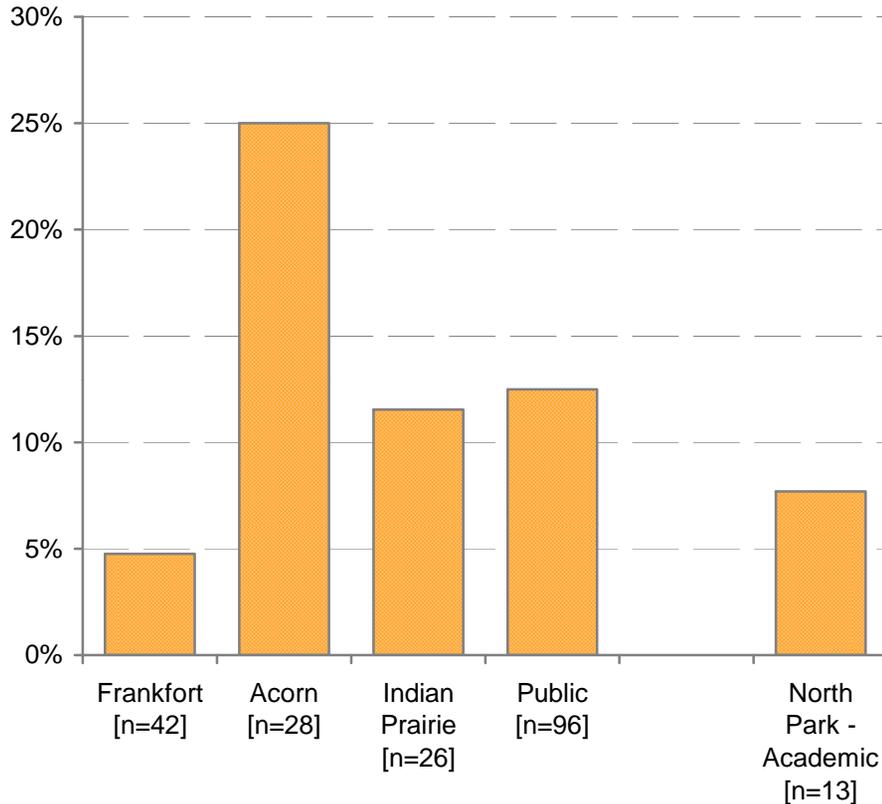


	Frankfort [n=26]	Acorn [n=36]	Indian Prairie [n=39]	Public [n=101]	North Park - Academic [n=15]
Library staff checked out my book/item	38%	56%	49%	49%	67%
Library staff helped me find an item on the shelves	27%	19%	23%	23%	20%
Library staff helped me locate the section I needed	27%	11%	28%	22%	0%
Library staff helped me request an item	4%	19%	28%	19%	13%
Library staff helped me access the Internet	8%	11%	10%	10%	7%
Library staff guided my research	4%	0%	21%	9%	13%
Library staff further explained the available services	0%	0%	15%	6%	0%
Library staff recommended an item	0%	11%	3%	5%	0%

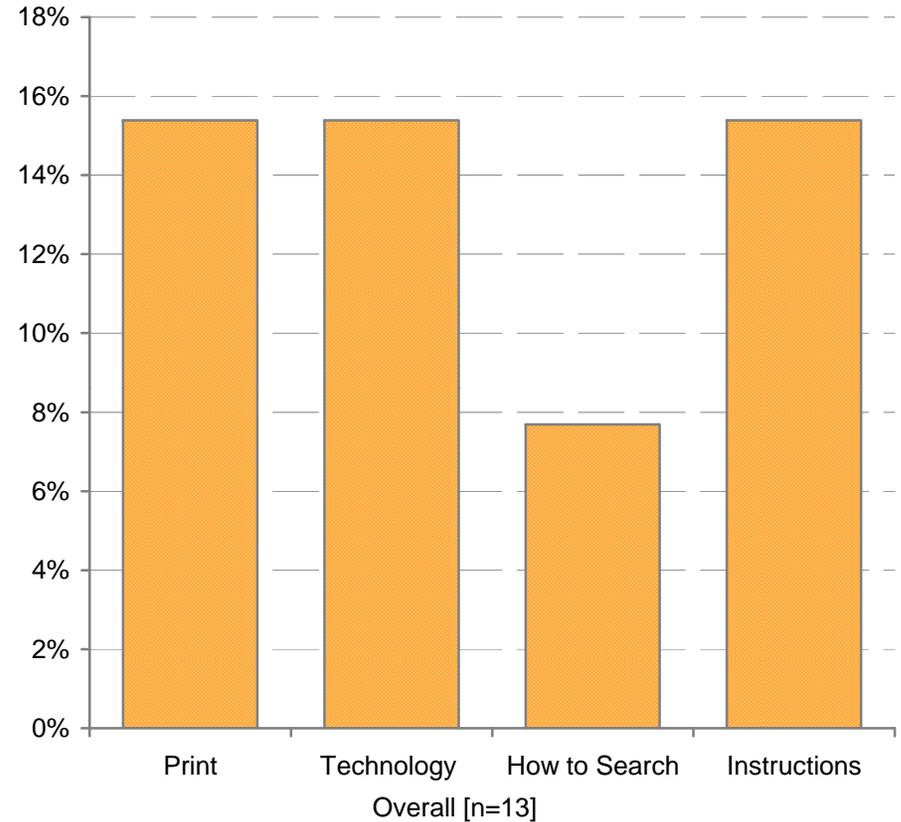
- The majority of patrons interacted with library staff to check out items.
- Finding an item on the shelf caused the greatest need for assistance during the visit, with approximately one-quarter patrons who engaged with staff requesting this type of assistance.
- Finding the right section also prompted the need for assistance among patrons, more so at Frankfort and Indian Prairie (27-28%) than Acorn (11%).
 - *The right Directional and Informational Signage will help decrease the need for assistance in finding sections or items. Consider installing a library map near the entrance or catalogue to help patrons figure out where they need to go to find the materials they want.*

One-quarter of Acorn patrons required assistance at the computers

The Percentage of Computer Users Who Received Assistance



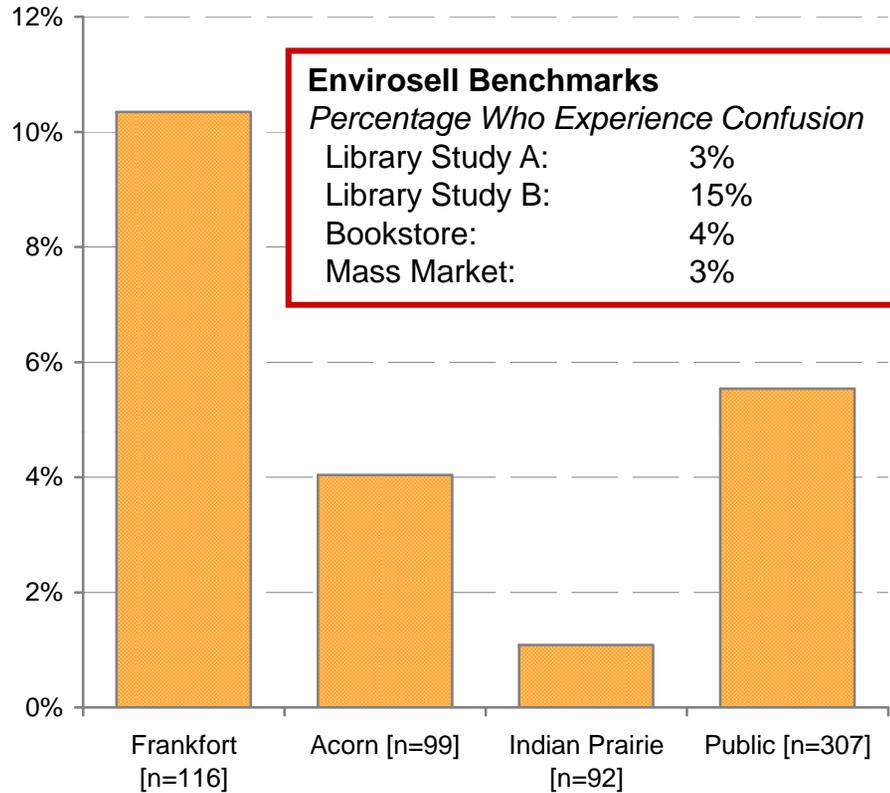
The Percentage Who Receive Each Type of Computer Assistance



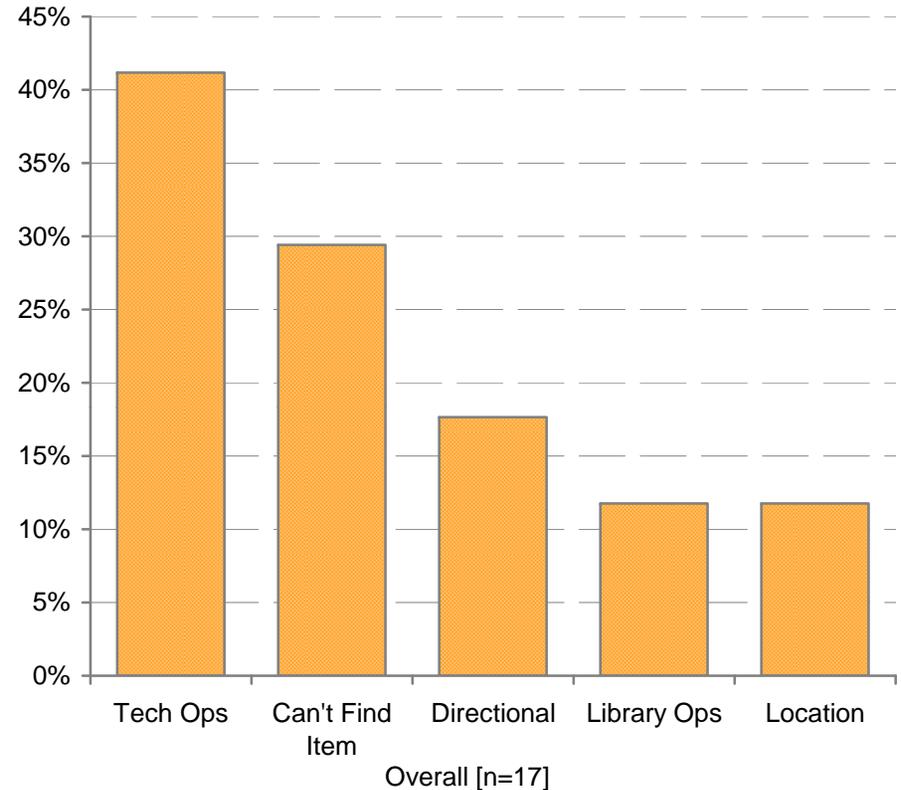
- The need for assistance with the library computers occurred with the greatest frequency at Acorn where 25% of section visitors needed assistance.
 - Fewer than 5% of Frankfort patrons needed computer assistance.
- Patrons required assistance in Printing, Technology and Instructions with similar frequency (15% each), where as assistance with How to Search using the computer occurred less often.*
- Low confusion at North Park was likely due to higher visit frequency coupled with their tendency to visit public areas for study.

Less than 6% of patrons experienced confusion

The Percentage of Patrons Who Experienced Confusion



The Percentage Who Experienced Each Type of Confusion



- Very few patrons were observed experiencing confusion during their public library visit.
- Frankfort experienced the highest rate of confusion among patrons, at a ratio of one in ten.
- 0% of North Park patrons were observed experiencing confusion.
- Technical Operations at one of the interactives or computers was most likely to prompt confusion (41%).
- Confusion regarding finding items or sections (Directional) occurred less frequently, and among 29% and 18% of confused patrons respectively.

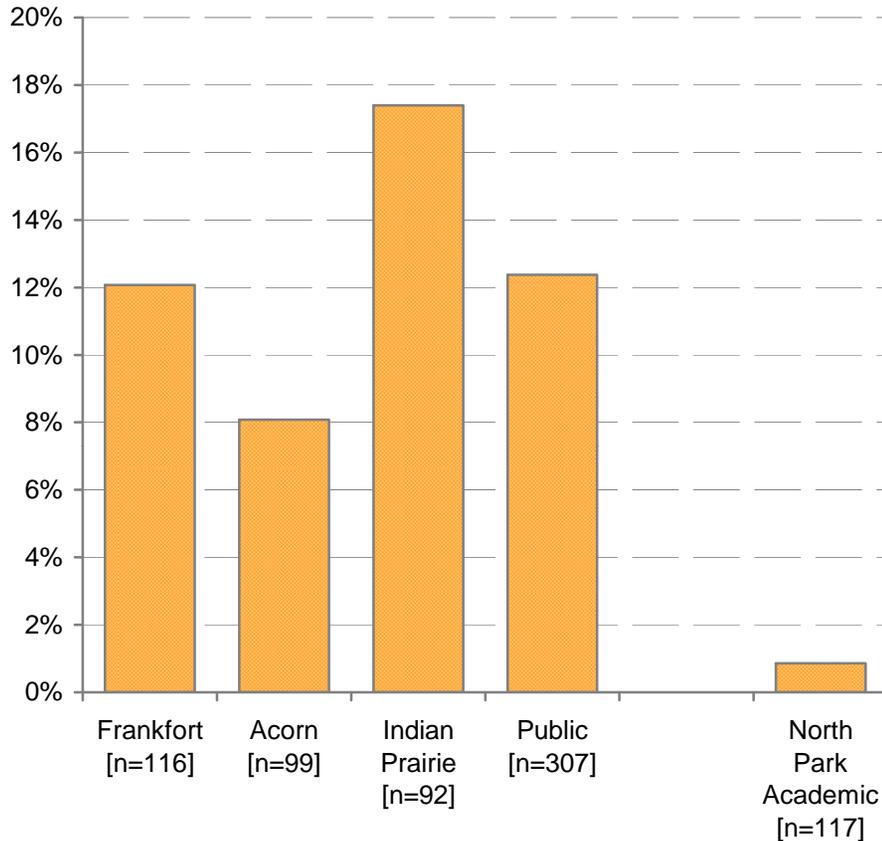
Source: Observation
 EnviroSELL Draft Report for the Metropolitan Library System

Signage

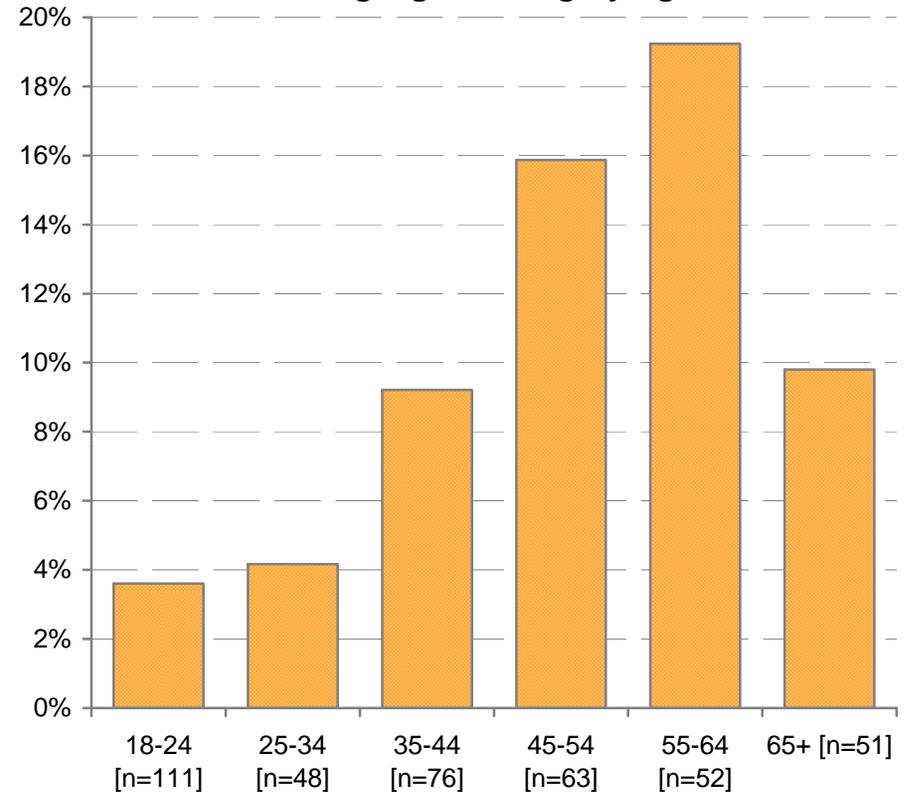


Older patrons were more likely to view signs

The Percentage of Patrons Who Viewed a Sign



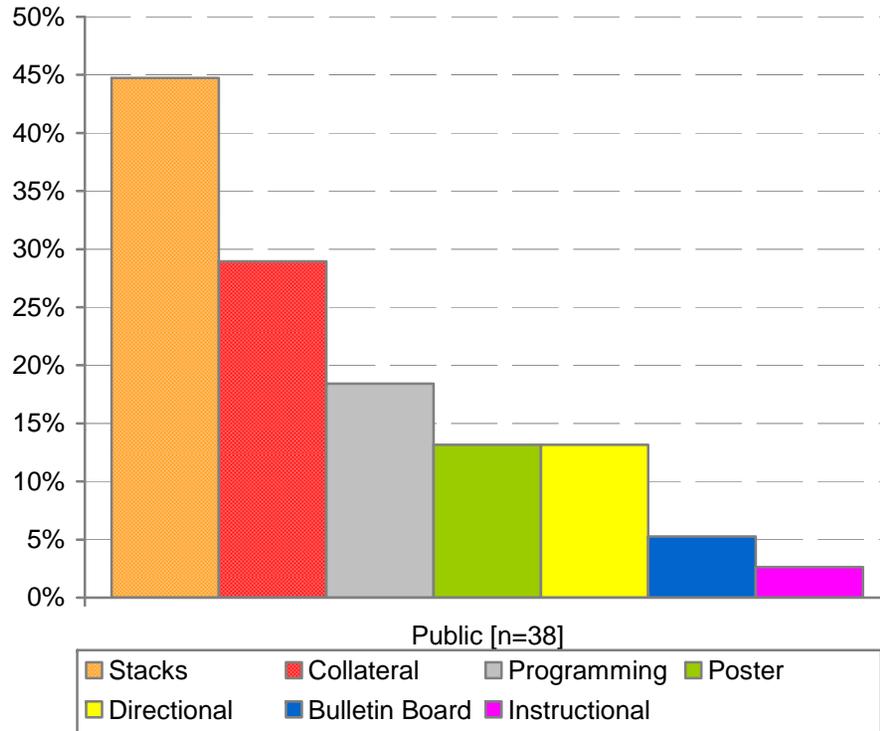
Signage Viewing By Age



- Overall, signage viewing was low. Indian Prairie captured the highest percentage of signage viewers (17%).
 - **While this may be a sign of familiarity with the environment, it also means the patrons is not engaged with the environment, rather “mission oriented” and not looking around the library. It is important to engage the visitor with the environment in order to introduce the visitor to the entire library offering.**
- The likelihood of viewing a sign increased with age, topping at 19% of 55-64 year olds viewing signs; however viewing dropped among those 65 and older.
- 11% of women and 7% of men viewed a sign. [Data not charted.]
- Signage viewing by patrons was incredibly low among the circulating materials. 2% of patrons viewed signage in Non-Fiction, and 1% viewed signage in Fiction and Children’s Fiction. [Data not charted.]

Stacks signage received the most attention among signage viewers

The Percentage of Signage Viewers Who View Each Signage Type



EnviroSell Benchmarks

Percentage Who View Signage	
Library Study A:	16%
Library Study B:	15%
Bookstore:	20%
Grocery:	68%

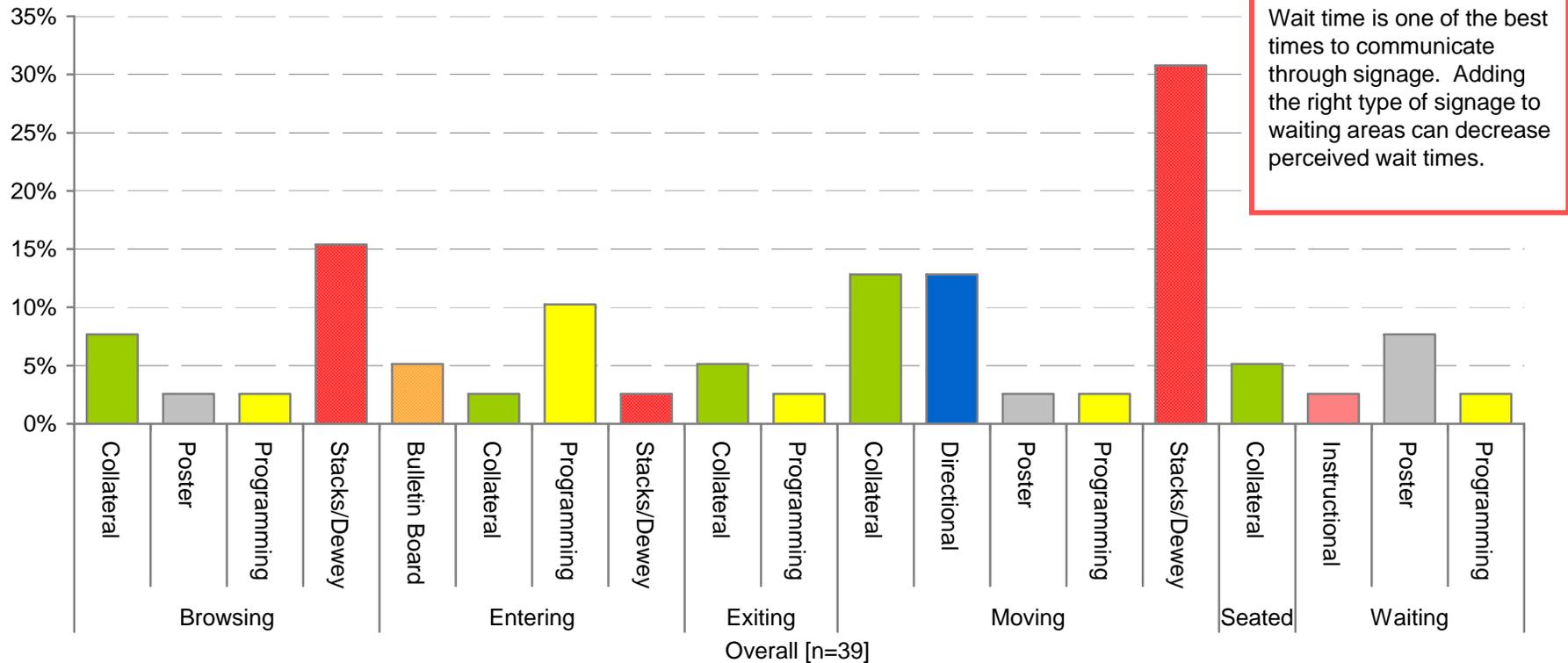


- Just under half of signage viewers looked at Stacks/Dewey signage during their library visit (45%).
- Library patrons who looked at signs expressed interest in the Collateral available at the sites, with 29% of patrons viewing Collateral.
- One in five public library patrons viewed Programming information.
- Posters and Directional signage received little attention among signage viewers.

The most frequently viewed signage type should also be the most user-friendly. Using the full last name, rather than the first three letters in conjunction with the subcategory may make these Dewey signs easier for patrons to understand.

Patrons viewed signage while moving through the library

Signage Type Viewed by Mode



Wait time is one of the best times to communicate through signage. Adding the right type of signage to waiting areas can decrease perceived wait times.

- Patrons were most likely to view signage while moving, with 54% of signage views occurring in this mode.
 - The Stacks/Dewey signage received the most attention from moving signage viewers (31%).
 - Directional signs and Collateral each were viewed by 13% of moving signage viewers.
 - ⊖ *Large hanging ceiling signs with a clear font, that contrast from the background work well for viewers in motion. Especially when they are visible from across the room.*
- Browsing was the next most popular mode to view signage, with over one-quarter of browsers looking at signs. The Stacks/Dewey signage was most popular among browsers (15%).
- Patrons were most likely to view the Programming signage upon entering the library. *This indicates patrons' interest in connecting with the library's offering.*

Source: Observation
 EnviroSELL Draft Report for the Metropolitan Library System

Signage strategies to put into practice

The Firm has developed a set of “best practices” for the execution of effective signage strategies in commercial and service environments. We have included those that would apply to the libraries.

- **Signage Hierarchies** – All signage should follow a well-thought out hierarchy that matches the hierarchy of informational needs of consumers in each environment. Each type of message would constitute one level in the hierarchy, and the look and feel of signs within types should be consistent. Types should be distinct, so that visitors are trained to look for certain types of information on certain colored or shaped signs. As a very simple but effective example, consider traffic signage. All stop signs are red, instructional signs are yellow and informational signs are green.
- **Less Is More** – Many retailers and libraries, it seems as well, make the mistake of filling an environment with “signage clutter.” Too many messages translates into fewer messages read. Use other tactics to convey similar information.
- **Keep it Concise** – Many customers are on the move as they pass through the library. Messages must be concise and easy to read while moving, especially in those areas along dominant pathways. Directional signage, such as sectional signs or stacks, should be in large print with colors that contrast against the backgrounds. Finally, signage should be positioned along the sightlines of patrons.
- **Position in-depth signage in wait areas** or reading areas. Text-heavy signs are rarely read along major pathways, and are useful in decreasing perceived wait times among customers who must queue for services.
- **Viewing signs from back to front** happens in all service and retail environments. Double-sided signs speak to customers who are both entering and exiting.
- **Odd Shapes and Sizes** are more interesting to look at and catch attention. Make signage stand out by diverting from the rectangular norm, but keep consistency among signs of the same type/purpose.
- **A Sense of Movement** is an important element of an exciting, inspiring, even thought-provoking environment. Movement can either be actual or “perceived.”

Level One

Section Identification

—Text based signs visible from the main path through the library

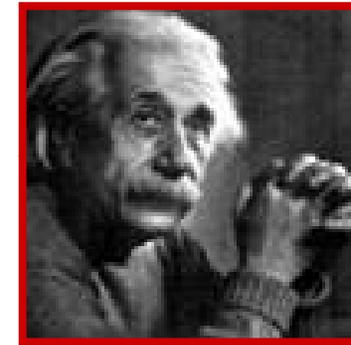
Biographies

Level Two

Theme

—Images are immediately accessible information to the viewer, use them to convey the topics and content of the section

—Theme signage should be visible from outside the section in order to attract patrons



Level Three

Dewey Identification

—Keep the Dewey signage on the ends of the stacks, as patrons know where to look for this information

92

Level Four

Shelf Talk

—Face Out titles on the shelves, use framed easel signs to direct readers to similar titles

**Find Einstein's
books in Science!**

Retail Examples of Successful Signage



A Sense of Movement: Old Navy's low-tech "Item of the Week" sign uses light bulbs to attract customer attention.



Odd Shapes and Sizes: The circular signs at the Discovery store pop out at customers

Incorporate thematic visuals with text: Overhead signage at PetSmart is large, clear and iconic, using both text and image to relay the aisle/section contents.



Use Books as Signs: Another example from the Discovery Store, where the cashwrap uses face-out books on the shelves that form the counter, and 3 large images behind the Check-Out desk to convey theme.

Dimension: The curve of the sign on the end of this electronics endcap makes it viewable from the side—from where most customers approach. Flat signage is often only visible when facing it head-on.



books on the shelves that form the counter, and 3 large images behind the Check-Out desk to convey theme.

Site Summary of Findings



How to Read First Destination and Hot Spot Maps

Throughout this section of the report, you will see the following terminology when discussing the public libraries.

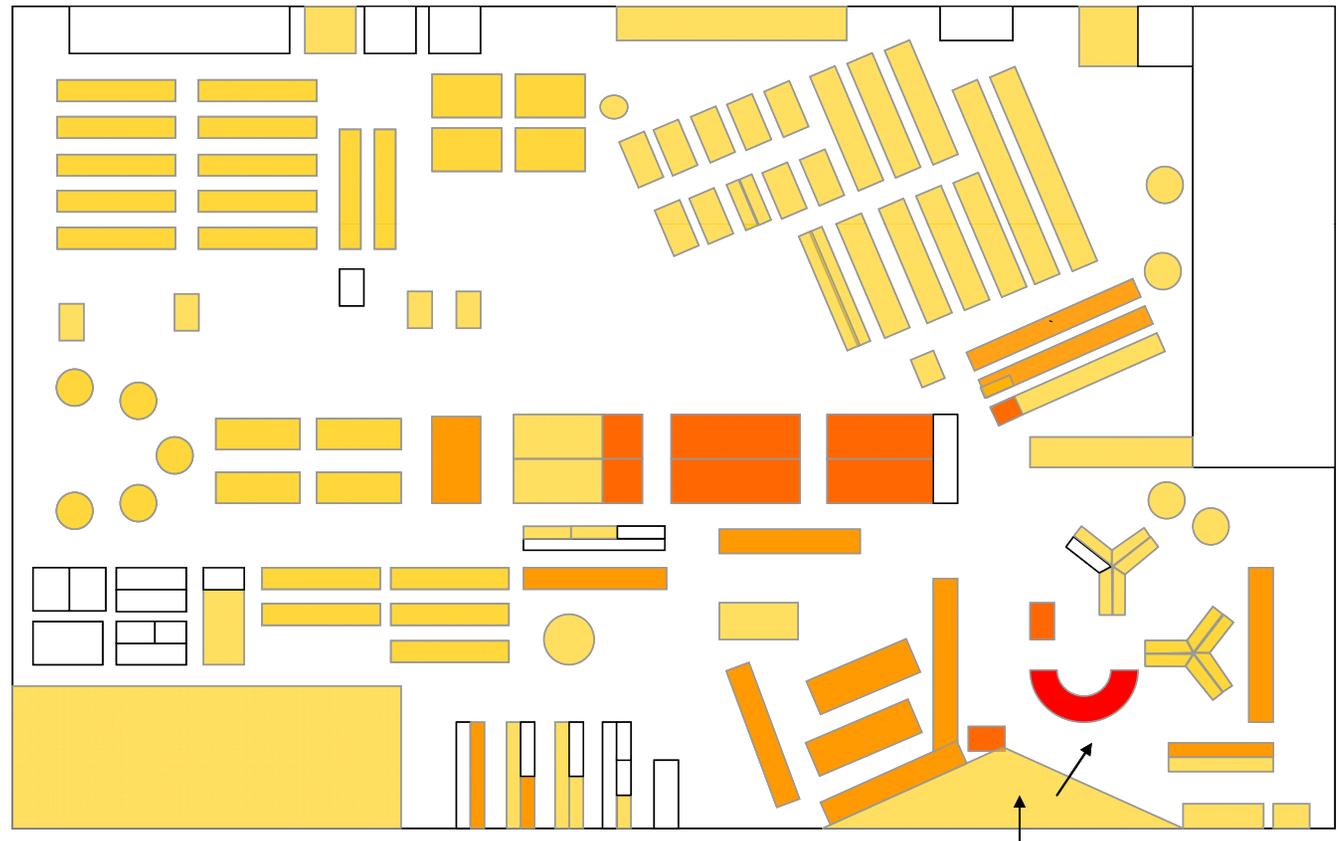
Map Legends are color coded by map type. Shades of blue represent concentrations of First Destinations, and shades of orange represent Hot Spots. The sample size is noted in the map legend.

First destinations are the percentage of all visitors browsing each area of the entire library first.

First Destination [n=116]	
0%	
1-4%	
5-9%	
10-14%	
15+%	

Hot Spots [n=116]	
0%	
1-4%	
5-9%	
10-14%	
15+%	

Hot Spots are the percentage of all visitors browsing each area of the entire library during their visit.

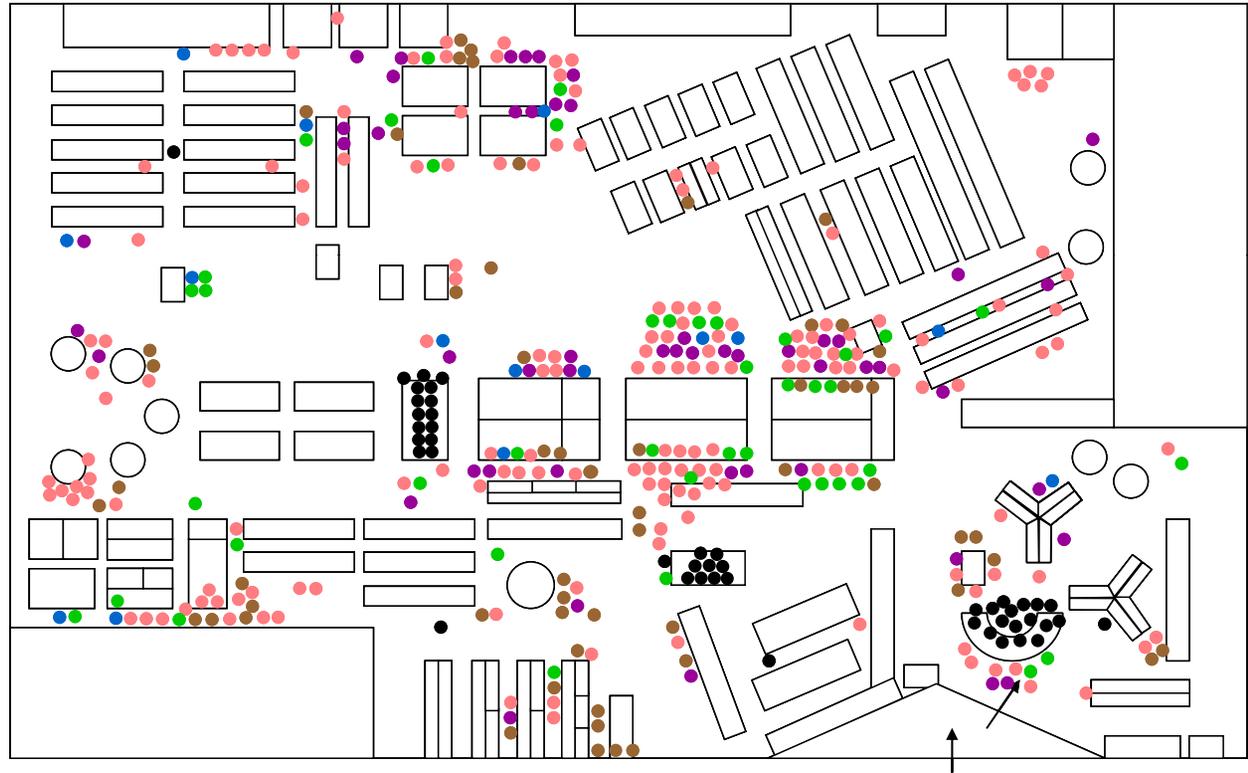


How to Read Dot Density Maps

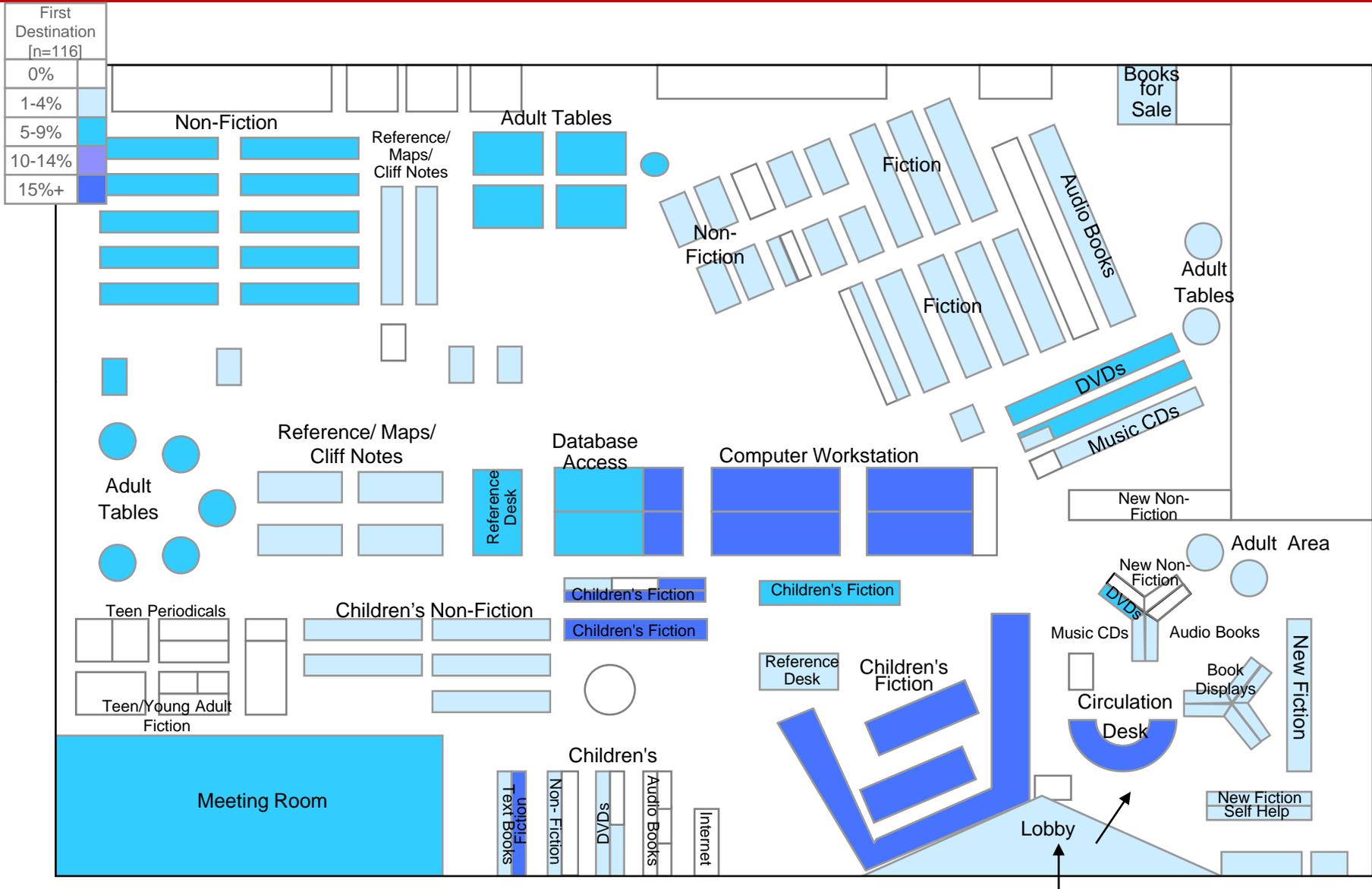
Dots indicate the location of visitors and library staff though out the course of research.

- The dots are color coded to indicate the ages of visitors.
- Children** (12 and under) ●
 - Teenagers** (13 to 17) ●
 - College-Age** (18-24) ●
 - Adults** (25-59) ●
 - Seniors** (60+) ●
 - Library Staff** ●

Researchers recorded the visitors' activities in addition to their location within the library. The most frequently performed activities are listed in the chart on the Density Map.

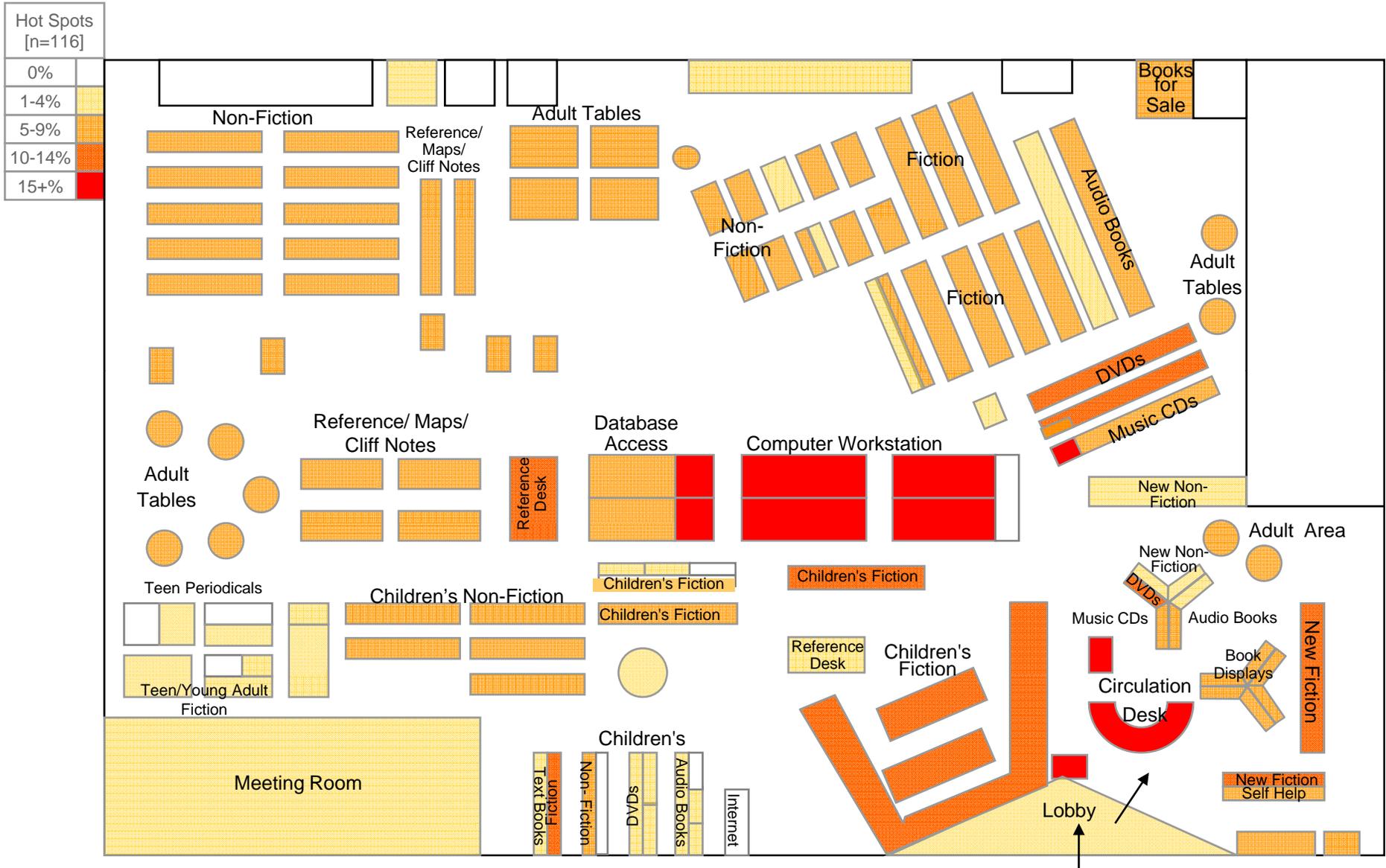


Frankfort—First Destination



Source: Observation
 EnviroSELL Draft Report for the Metropolitan Library System

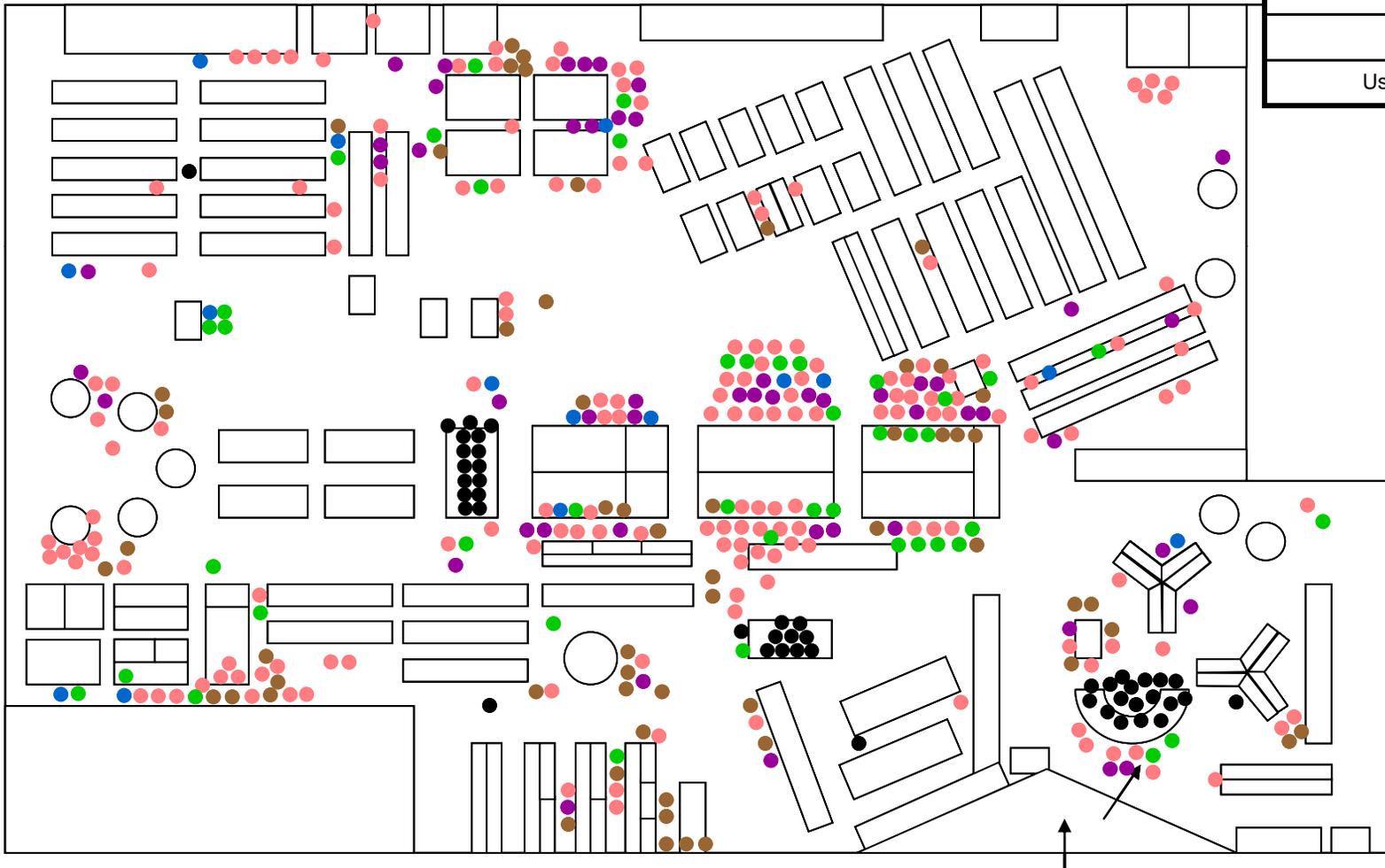
Frankfort—Hot Spots



Source: Observation
 EnviroSELL Draft Report for the Metropolitan Library System

The density of patrons near the computers indicates the surrounding area will feel the effects of the noise. Clearly designate a “Quiet Area” at Frankfort to accommodate patrons who need to concentrate.

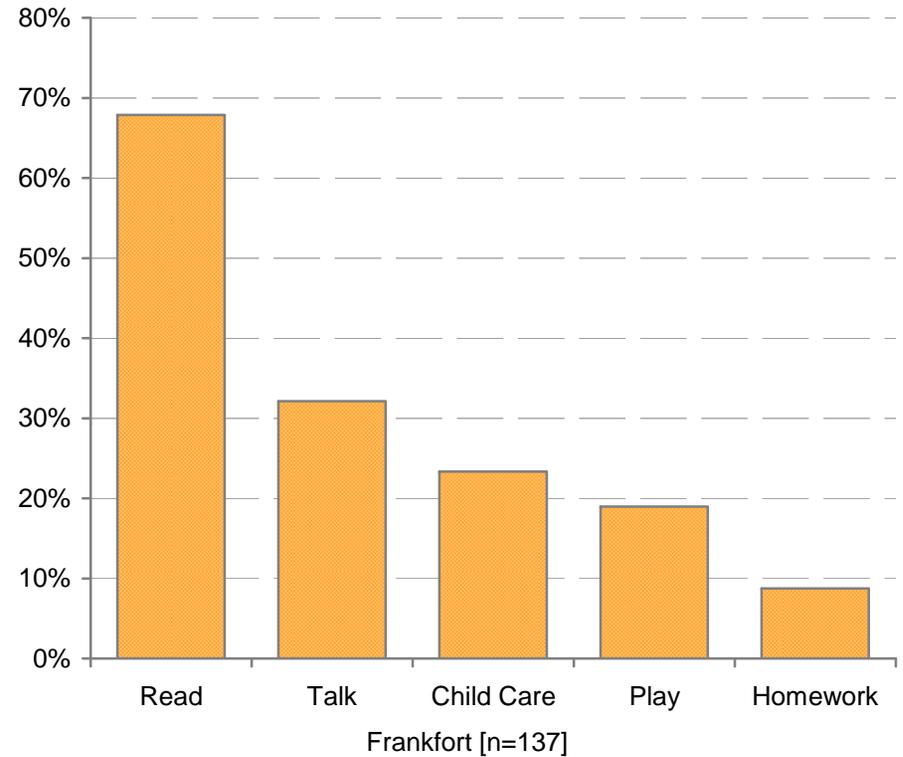
Library Activity	
Computers	34%
Reading	30%
Conversing	6%
Playing	2%
Using a Laptop	1%



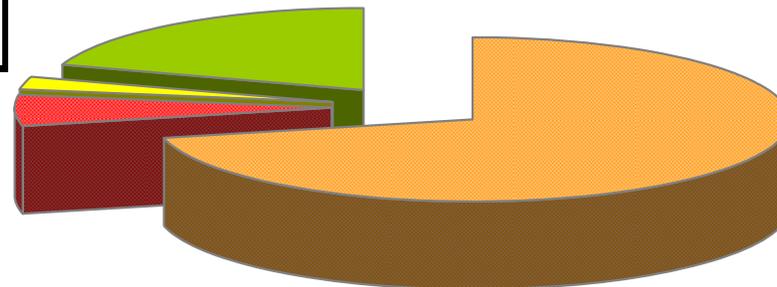
- Children ●
- Teenagers ●
- College-Age ●
- Adults ●
- Seniors ●
- Library Staff ●

Male/Female Ratio	39%/61%
Primary Age Group of Visitors	35-44
% Who Visit the Library Alone	72%
% Who Planned to Visit the Library	88%
Book Section Most Likely to be a First Destination	Children's Fiction
Most Frequently Visited Books Section	Children's Fiction
Average # of Items "Pulled"	11.3
% Who Borrowed Materials that Day	70%
% Who Visited for a Specific Item	22%
% Who Used a Computer Workstation	28%
% Who Used the Public Catalogue	5%
% Who have Visited the Library's Website	50%
% Who Received Assistance	53%
% Who Browse Audio Visual Materials	30%
% Who Browse Books	56%
% Who Visit the Library Weekly or More	44%
% Who were Highly Likely to Recommend this Library	72%

Leisure Area Activities



Visitor Group Composition



% Who Visit for:	
Work	11%
School	19%
Leisure	66%
Their Children	16%

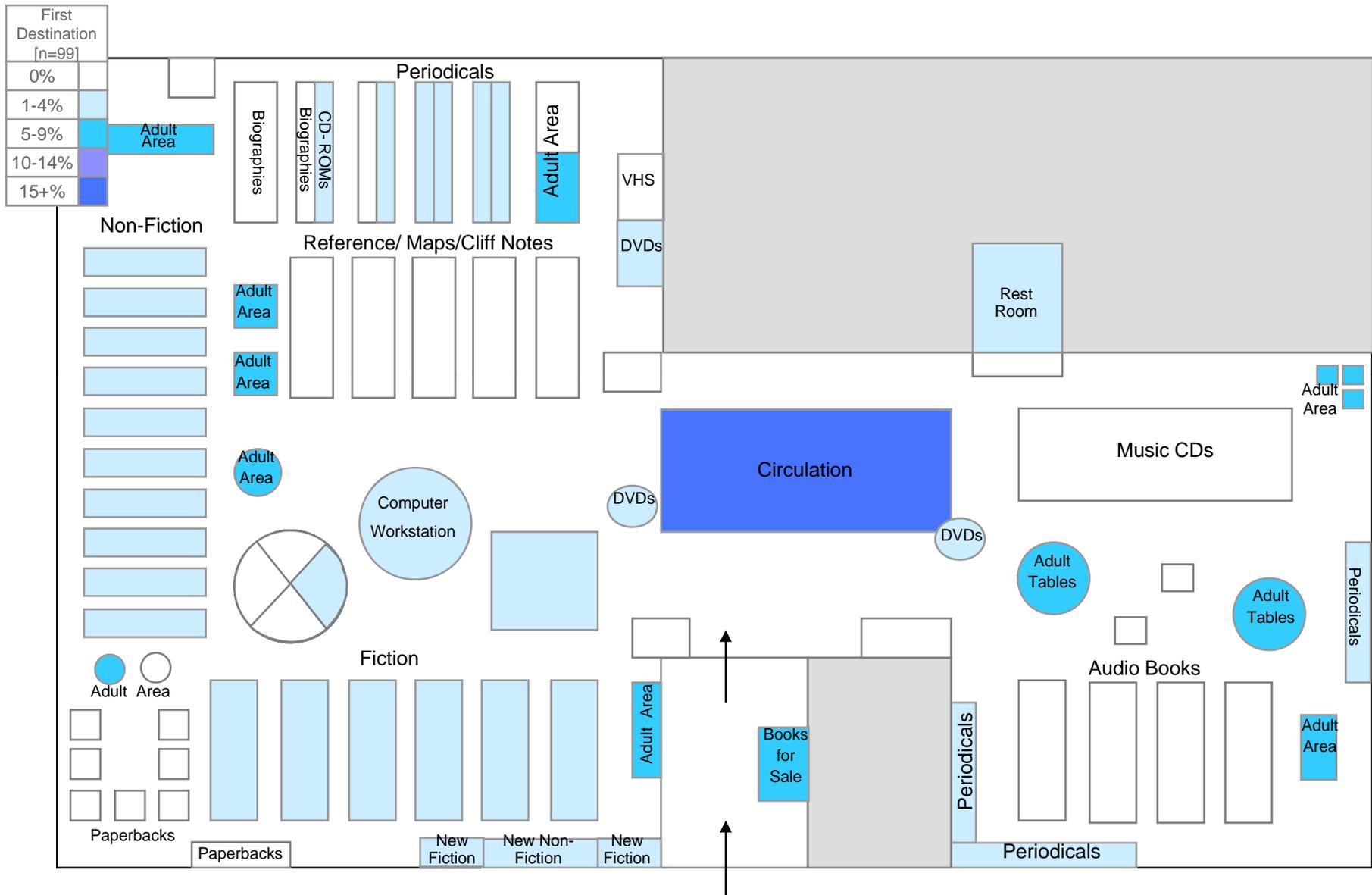
Findings

- Frankfort had the least percentage of patrons who visited the library alone, and the highest percentage visiting as a family group. Children's Fiction was both the most popular first destination and most frequently visited Books section.
- The Circulation Desk and Computers attracted patrons upon entering, making them popular first destinations at Frankfort, with 23% and 17% respectively. The remaining first destinations were spread over a dozen sections, indicating there was no particular draw for visitors.
- DVDs (15%), Children's Fiction (11%), and New Fiction (10%) were the top draws among circulating materials at Frankfort. Fiction and Children's Fiction followed close behind with 9% each.
- Frankfort patrons pulled an average of 11.3 items when browsing the circulating materials, more than 2 items over the average (8.9).
- One in four patrons used the computer workstations during their library visit and one in five browsed Audio Visual materials.
- Only 12% of patrons viewed signage.

Implications

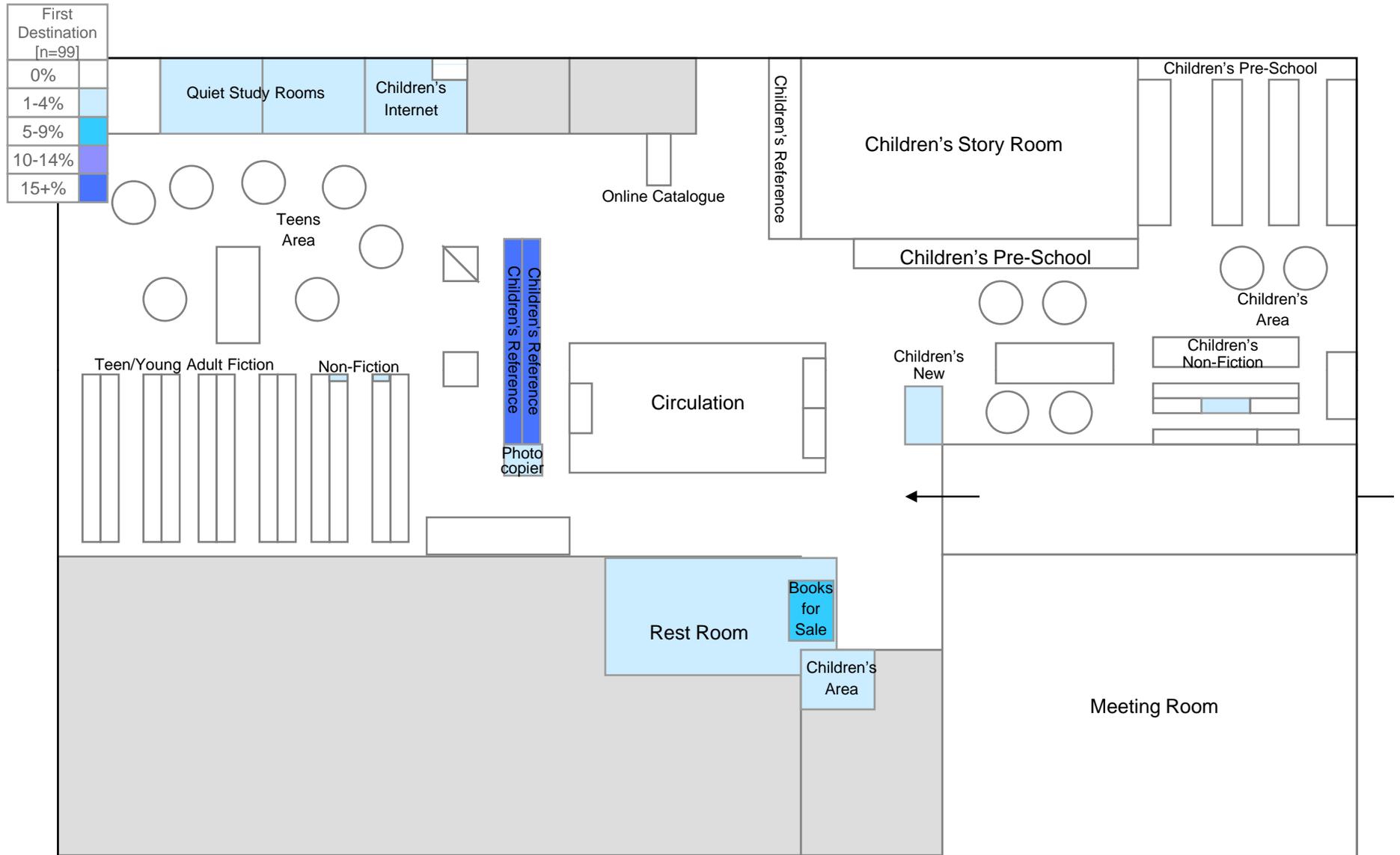
- Visiting as a family should be encouraged, as it presents the opportunity to connect with a young demographic and build a lifelong relationship. The Children's section especially would benefit from more eye-grabbing signage. The change in fixture height currently announces the Children's section.
- The current layout at Frankfort was tight. The aisles were close together and sightlines were obscured by tall shelving fixtures. The high percentage of family visitors at this site indicates the need for open sightlines into the Children's sections, allowing parents the comfort of browsing on their own and knowing they can easily view their child.
- Frankfort could benefit from additional signage, especially on the aisle level. Stacks signage should not require interpretation as it was often viewed by patrons in motion. The flat screen TV would be better positioned above the Circulation Desk, as it is a certain focal point for nearly all visitors, additionally the content needs to be livened up. Static text doesn't do it justice.
 - The Circulation and Reference Desks lacked clear identifying signage. While most patrons likely know where to go, signage can help direct patrons to the desk that best suits their needs.
 - The Audio Visual fixtures with DVDs and Music functioned well and captured attention. Using the available option of shelf topper signage for a call out title or visual to facilitate browsing as well as lure more patrons to the section.

Acorn (Upper Level)—First Destination



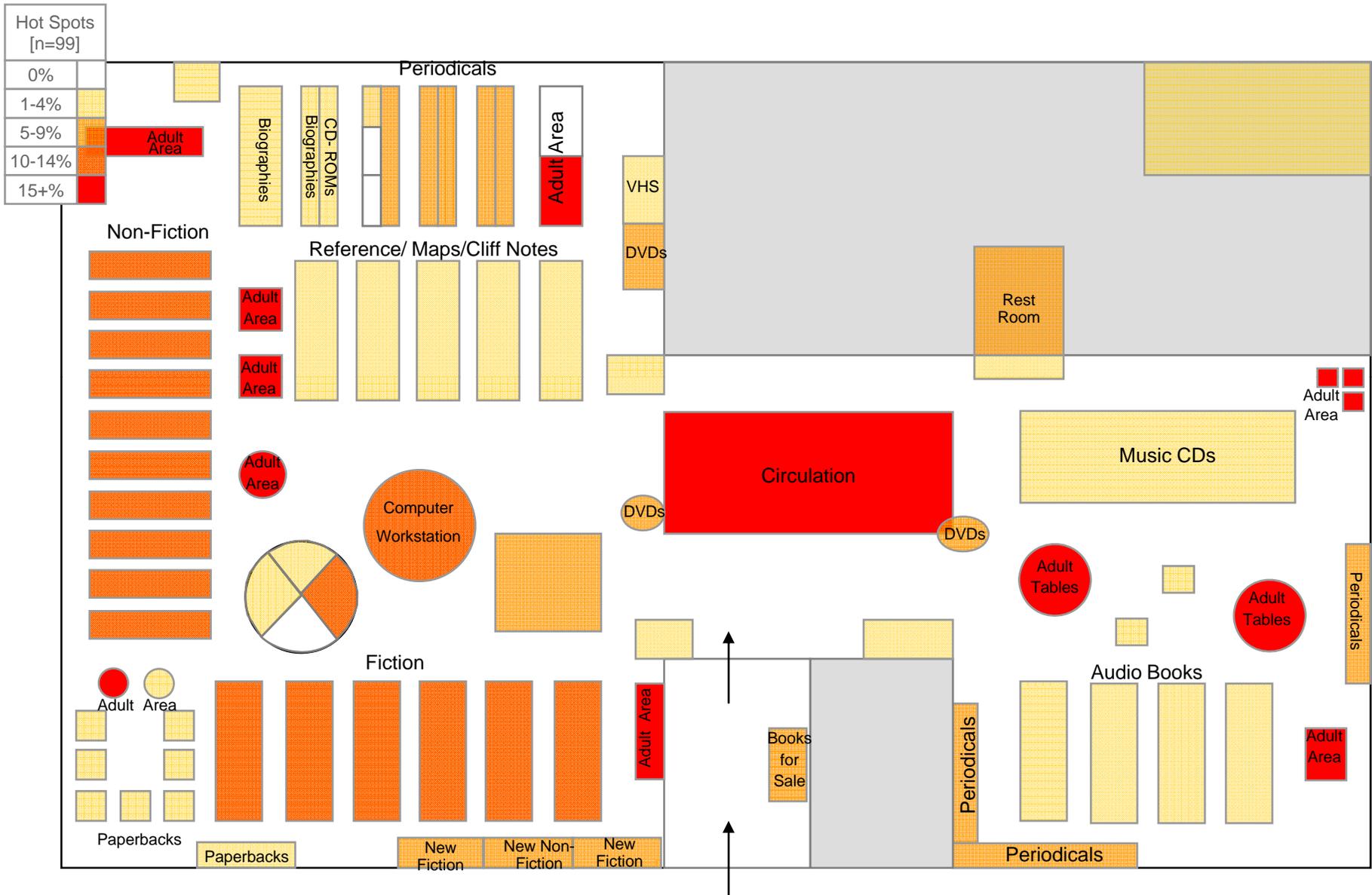
Source: Observation
 EnviroSELL Draft Report for the Metropolitan Library System

Acorn (Lower Level)—First Destination



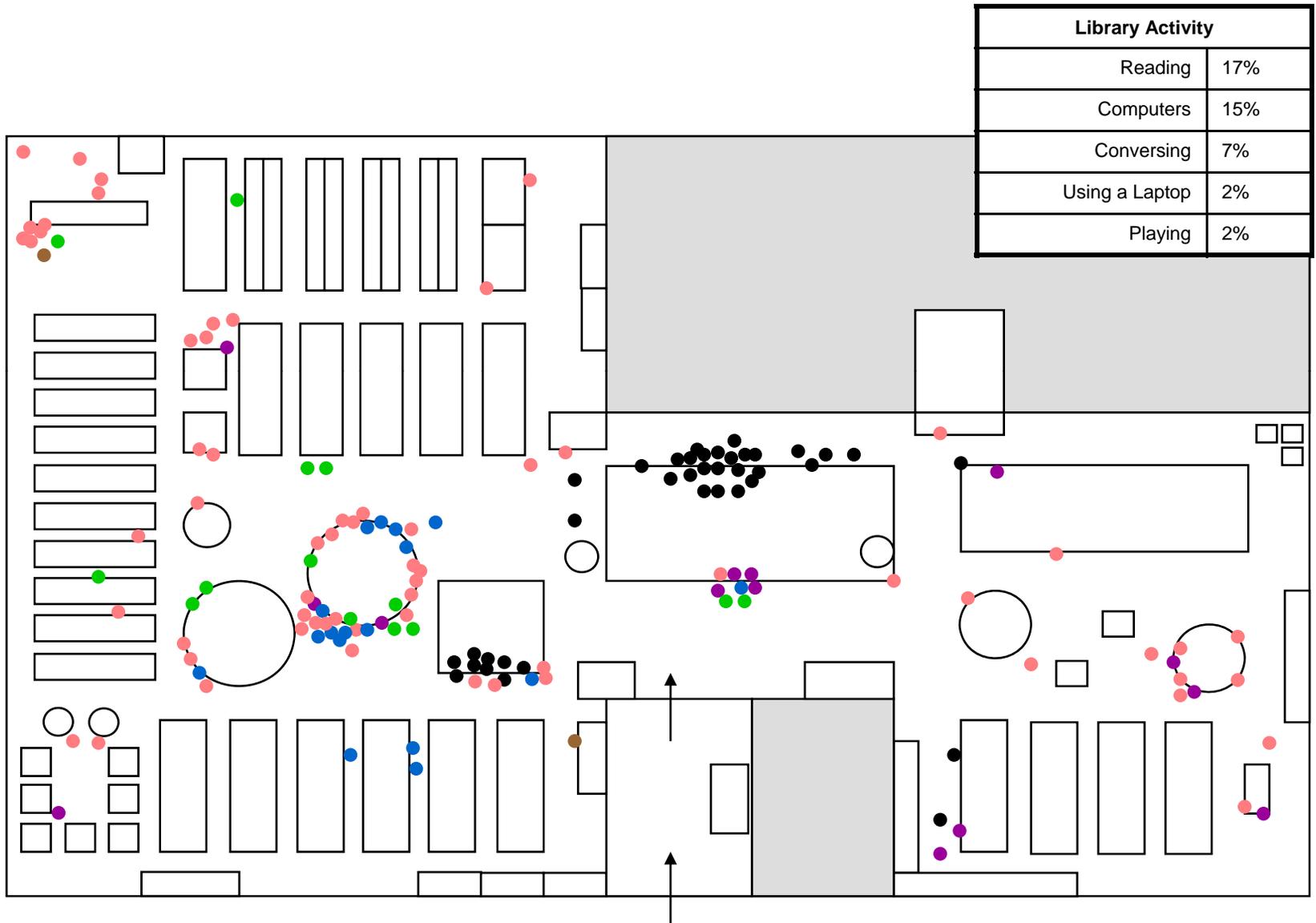
Source: Observation
 EnviroSELL Draft Report for the Metropolitan Library System

Acorn (Upper Level)—Hot Spots



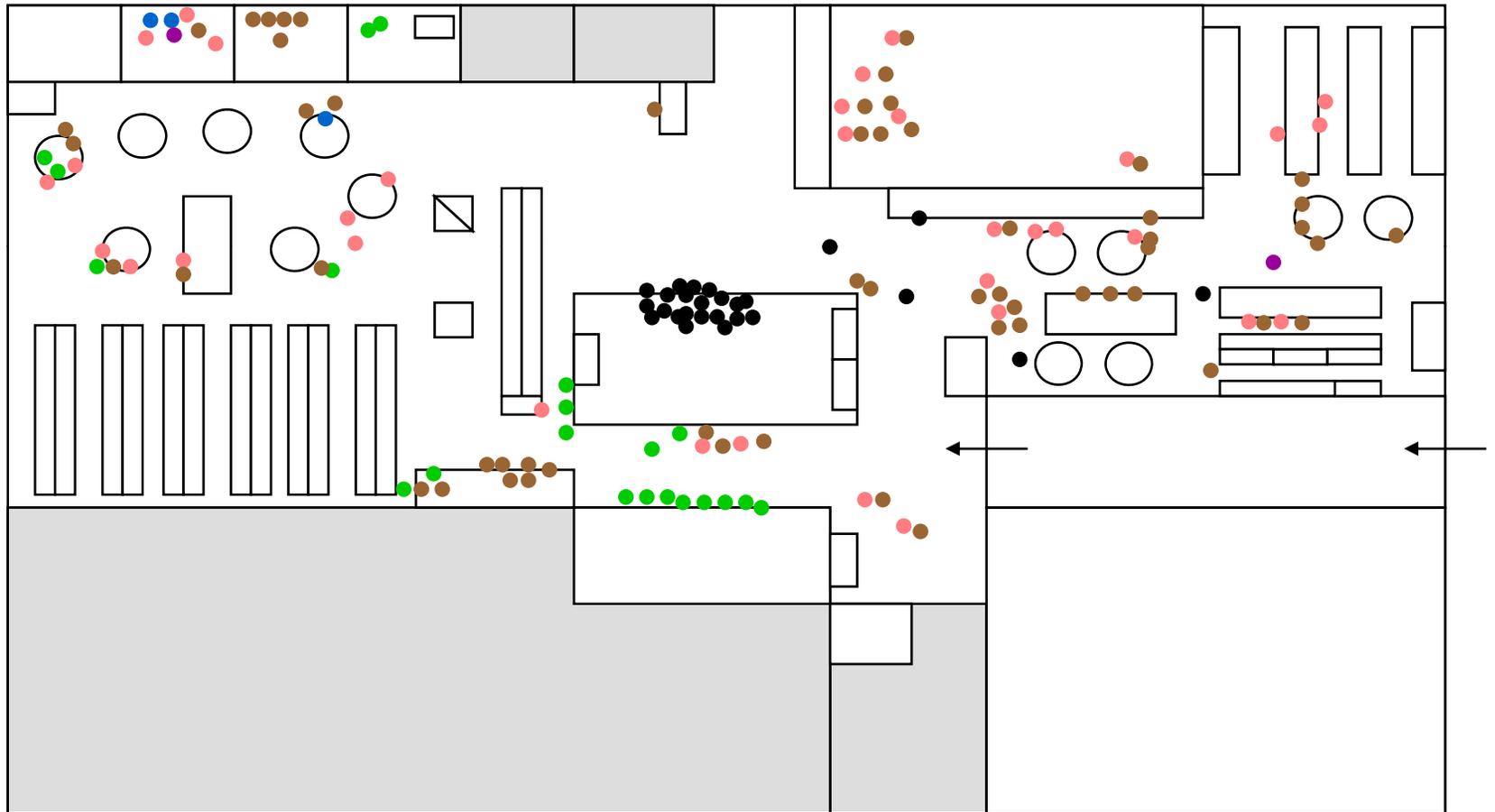
Source: Observation
 EnviroSELL Draft Report for the Metropolitan Library System

- Children ●
- Teenagers ●
- College-Age ●
- Adults ●
- Seniors ●
- Library Staff ●



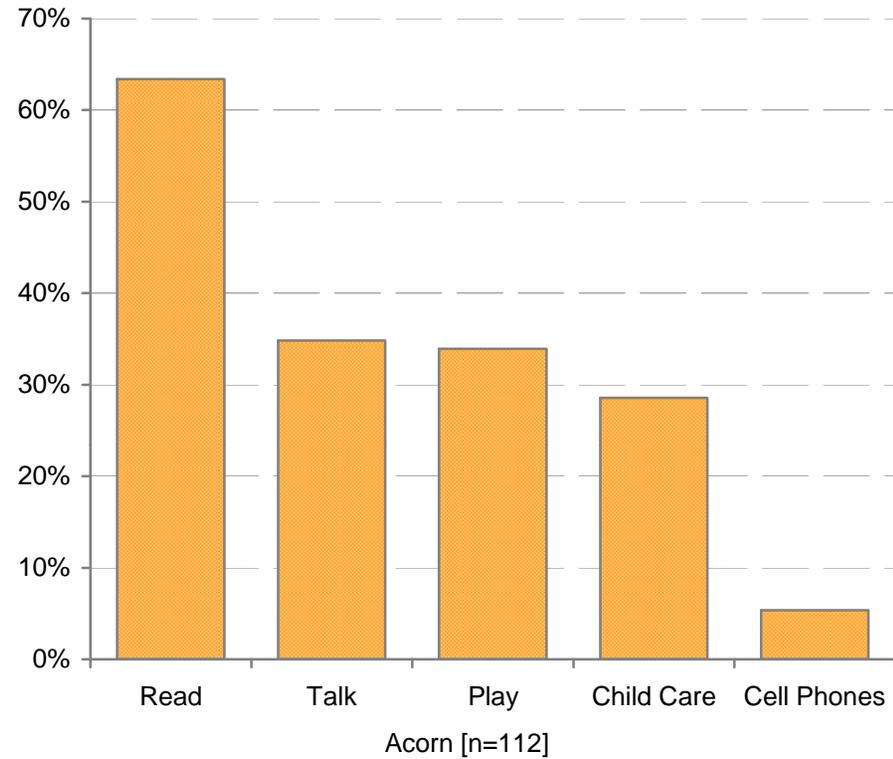
Source: Observation
 EnviroSELL Draft Report for the Metropolitan Library System

- Children ●
- Teenagers ●
- College-Age ●
- Adults ●
- Seniors ●
- Library Staff ●

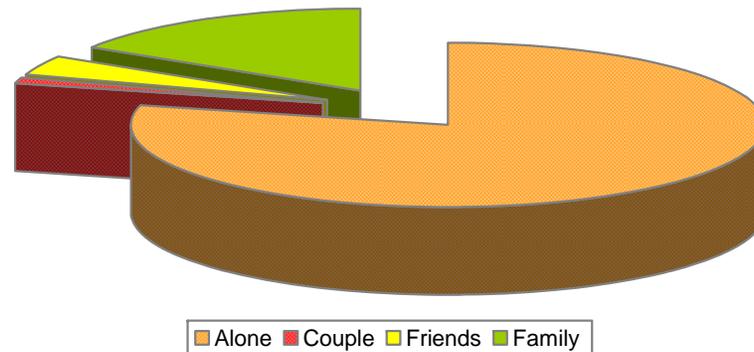


Male/Female Ratio	45%/55%
Primary Age Group of Visitors	45-54
% Who Visit the Library Alone	79%
% Who Planned to Visit the Library	93%
Book Section Most Likely to be a First Destination	Books for Sale
Most Frequently Visited Books Section	Fiction
Average # of Items "Pulled"	7.7
% Who Borrowed Materials that Day	63%
% Who Visited for a Specific Item	30%
% Who Used a Computer Workstation	17%
% Who Used the Public Catalogue	2%
% Who have Visited the Library's Website	32%
% Who Received Assistance	70%
% Who Browse Audio Visual Materials	12%
% Who Browse Books	40%
% Who Visit the Library Weekly or More	55%
% Who would Highly Recommend this Library	74%

Leisure Area Activities



Visitor Group Composition



% Who Visit for:	
Work	9%
School	18%
Leisure	82%
Their Children	5%

Site Findings and Implications—Acorn

Findings

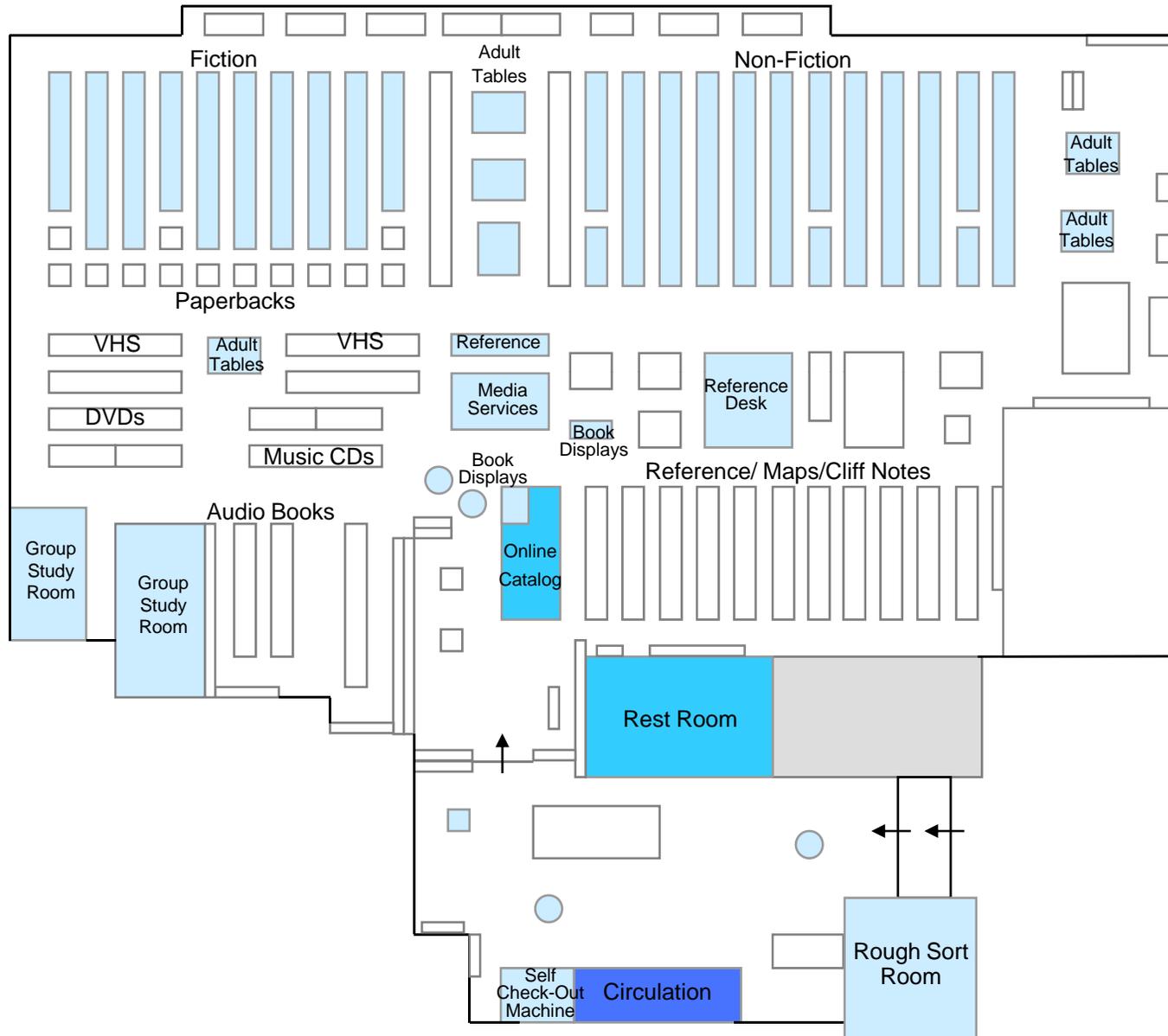
- Acorn visitors tended to be slightly older than patrons in the other public libraries studied, with 45-54 the largest age demographic. Four out of five patrons visited the library alone and 93% planned to visit the library that day.
 - Over half of Acorn patrons visit once a week or more.
- The location of the Circulation Desk certainly contributed to the high percentage of patrons who visited Circulation first (45%). Likewise, the proximity to the door captured patrons on the way out.
- The Books for Sale section stood out as a first destination of circulating material, and the Fiction section was the most frequently visited section overall at Acorn.
- Thirty percent of Acorn patrons had a specific item in mind. These patrons visited an average of 2.5 sections during their visit. Of those who visited sections with circulating material, they pulled an average of 7.7 items.
- Only 17% of Acorn patrons used the computers and less than 2% used the public catalogue.

Implications

- From the parking lot, signage should direct patrons to their desired level—clearly announcing ground level as Childrens and the upper level as Adults. Additional signage after entry should direct patrons to the elevator or stairs on the Children’s floor.
- The older patron at Acorn exhibited some distinct behaviors the library can easily redirect. Low Self Check-Out use, low online catalogue use, coupled with the low percentage who either use the computers or visit the website suggest a non-technology savvy visitor.
 - Consider offering a program at the library to instruct patrons on how to use the various technology services. Even patrons who have computers at home may find it useful to learn about the online catalogue and Self Check-Out features.
 - ➡ Placement of the Self Check-Out was good; signage could better announce it’s presence.
- With the high visibility of the Circulation Desk, keeping the area organized and inviting should be priority. The desk suffers from clutter and lacks an exit message.
- The New Fiction section deserves better real estate, as well as more thought into the books’ display. Their current position lacks capture power. Some shelves were completely empty during research—an opportunity to face-out titles and take advantage of the cover art.

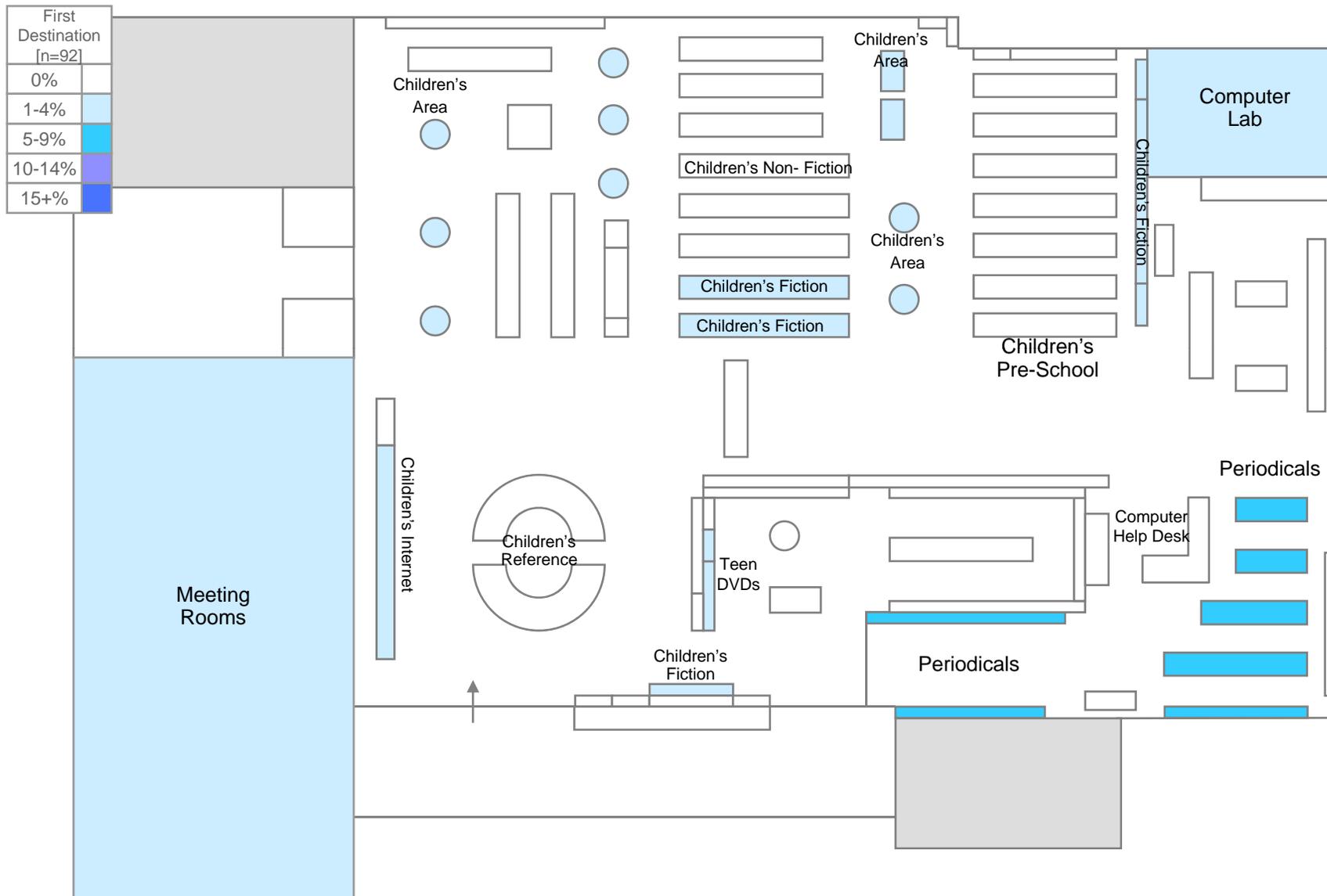
Indian Prairie (First Floor)—First Destination

First Destination [n=92]	
0%	
1-4%	
5-9%	
10-14%	
15+%	



Source: Observation
 EnviroSELL Draft Report for the Metropolitan Library System

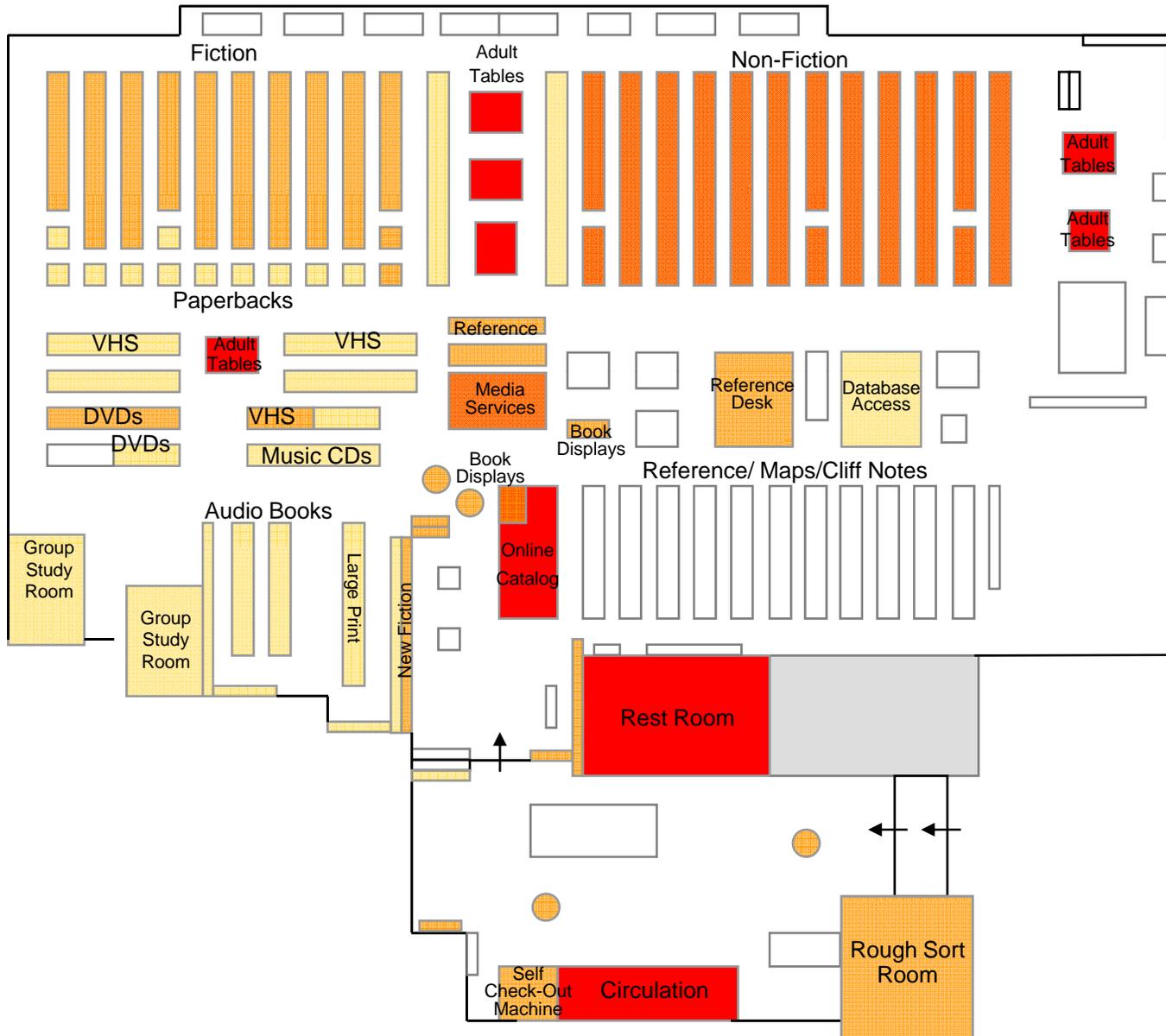
Indian Prairie (Second Floor)—First Destination



Source: Observation
 EnviroSELL Draft Report for the Metropolitan Library System

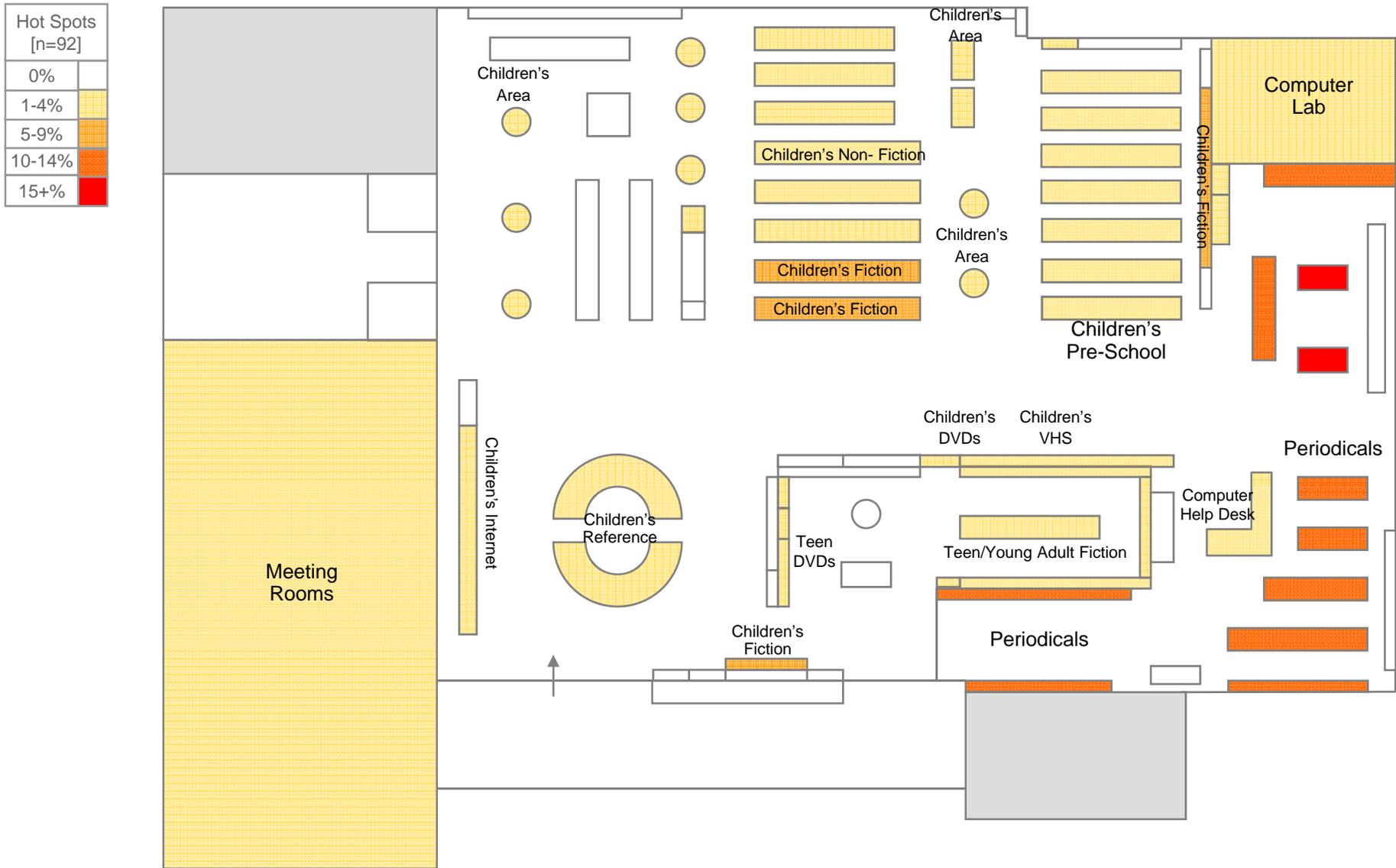
Indian Prairie (First Floor)—Hot Spots

Hot Spots [n=92]	
0%	
1-4%	
5-9%	
10-14%	
15+%	



Source: Observation
 EnviroSELL Draft Report for the Metropolitan Library System

Indian Prairie (Second Floor)—Hot Spots



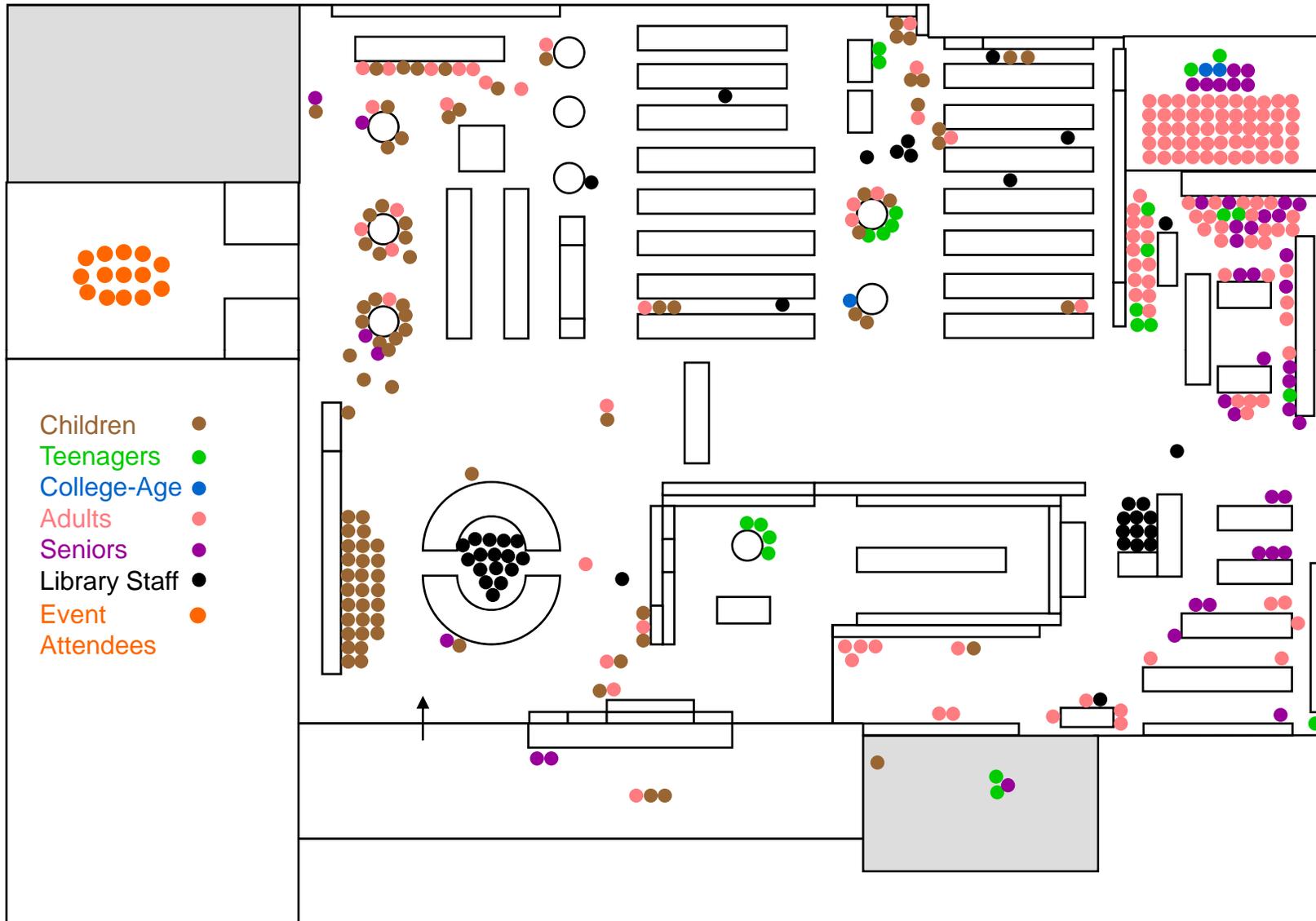
Source: Observation
 EnviroSELL Draft Report for the Metropolitan Library System

Indian Prairie (First Floor)—Density Map



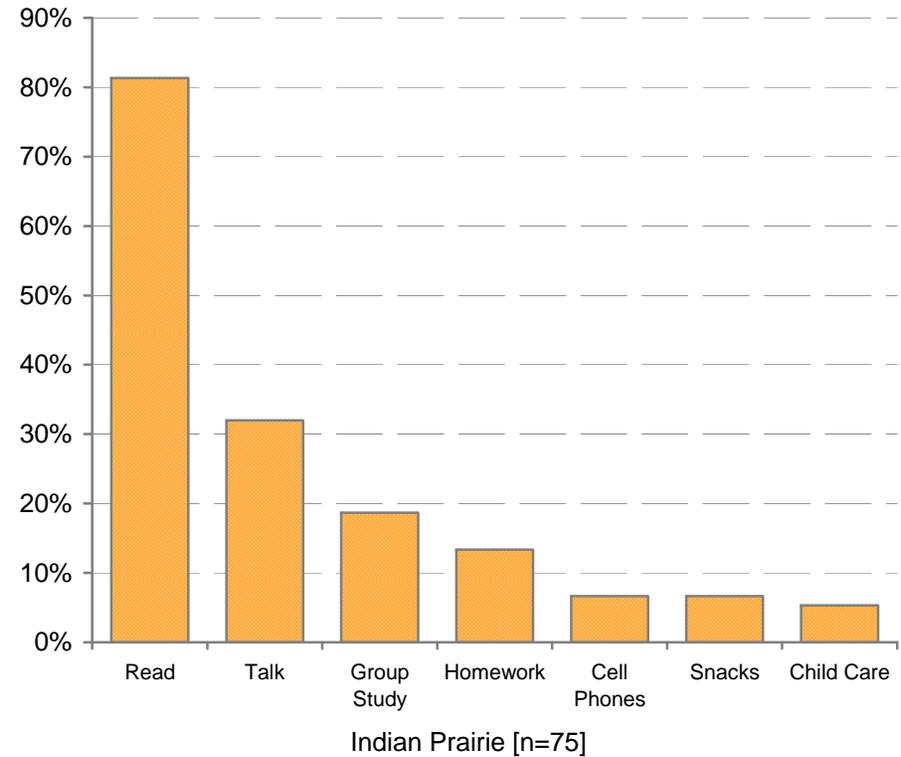
Source: Observation
 EnviroSELL Draft Report for the Metropolitan Library System

Indian Prairie (Second Floor)—Density Map

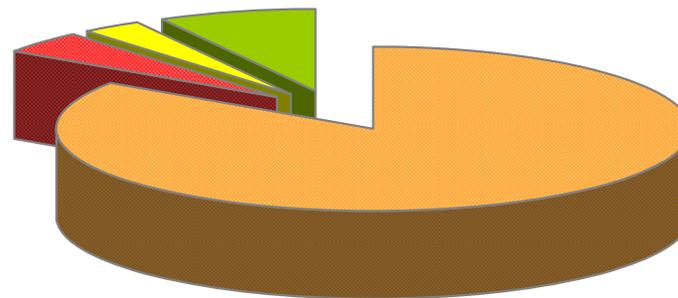


Male/Female Ratio	44%/56%
Primary Age Group of Visitors	35-44
% Who Visit the Library Alone	85%
% Who Planned to Visit the Library	84%
Book Section Most Likely to be a First Destination	Non-Fiction
Most Frequently Visited Books Section	Non-Fiction
Average # of Items "Pulled"	6.6
% Who Borrowed Materials that Day	68%
% Who Visited for a Specific Item	45%
% Who Used a Computer Workstation	12%
% Who Used the Public Catalogue	17%
% Who have Visited the Library's Website	61%
% Who Received Assistance	40%
% Who Browse Audio Visual Materials	24%
% Who Browse Books	53%
% Who Visit the Library Weekly or More	60%
% Who would Highly Recommend this Library	81%

Leisure Area Activities



Visitor Group Composition



% Who Visit for:	
Work	10%
School	17%
Leisure	78%
Their Children	7%

Legend: Alone (orange), Couple (red), Friends (yellow), Family (green)

Indian Prairie [n=92]

Site Findings and Implications—Indian Prairie

Findings

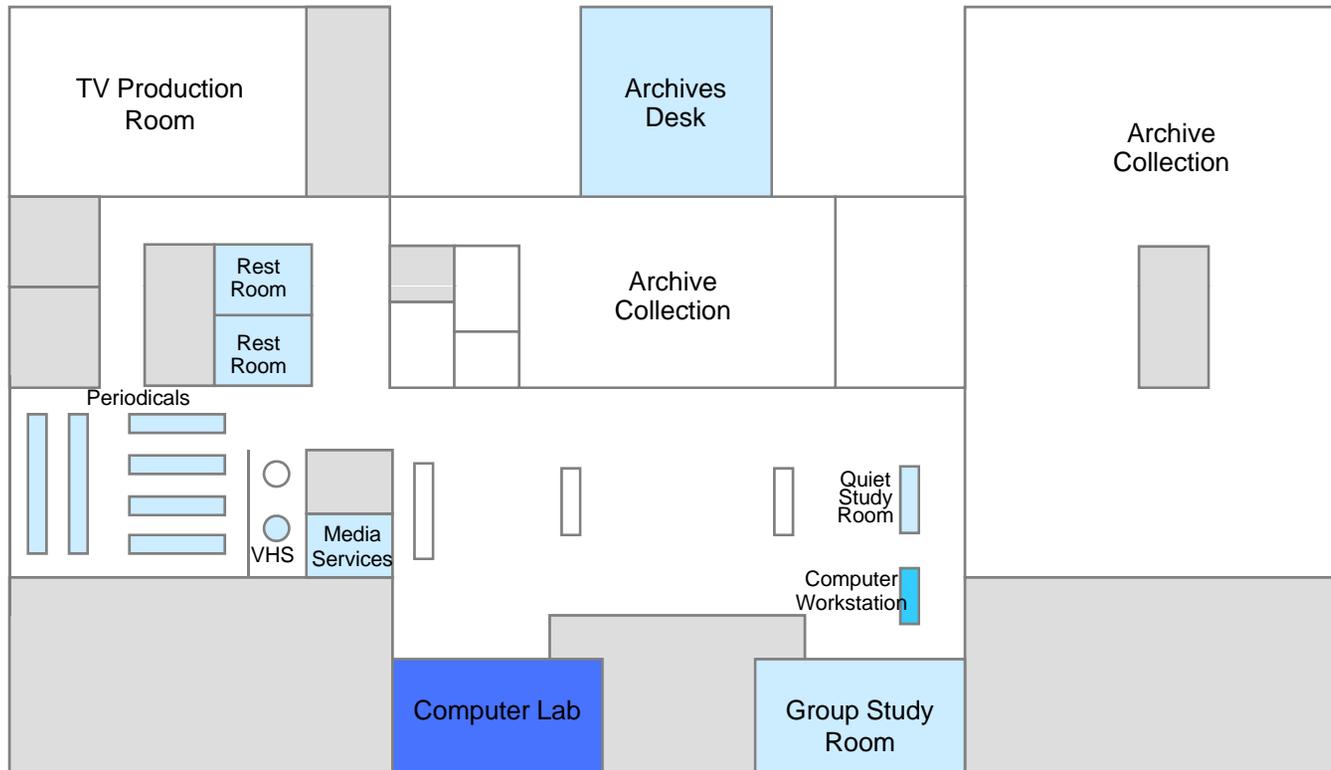
- Indian Prairie had the highest percentage of patrons who visited alone. Half of survey respondents had a specific item in mind, 60% visit the library weekly or more and 84% had planned to visit the library that day.
- 53% of patrons browsed Books and 24% browsed Audio Visuals. Non-Fiction was both the most popular section and the most popular first destination of circulating material. Indian Prairie patrons visited an average of 2.9 sections during their visit. Of those who browsed materials, they pulled an average of 6.6 items.
 - 68% borrowed materials that day.
- Indian Prairie had the highest percentage of signage viewers at 17%.
- Catalogue use was significantly higher at Indian Prairie than the other public libraries, with 17% of patrons using the Online Catalogue. Indian Prairie patrons were also likely to have used the library's website (61%).

Implications

- Despite the large second floor devoted to Children's materials, few patrons visited with kids (7%). Patrons should be encouraged to bring along their child as the library serves as a true family environment.
 - Connecting young patrons to the library offering works on many levels. Children will ask their parents to take them to the library, and a life-long relationship can be built.
- Consider using the pathways in the lobby and on the main floor as a means to encourage patrons to break their routine visit and explore another area of the library that day. The stairwell to the second floor serves as another opportunity to capture visitor interest. Use large visuals to attract attention, and short blurbs to direct patrons to the section.
- Indian Prairie visitors were drawn to the Audio Visual offering. DVDs especially captured visitor attention indicating this area would be a good location for signage. AV can be a key area for increased circulation as well—it takes considerably less time to watch another movie, or listen to another CD than it does to read another book.
- Sections at Indian Prairie were clearly signed with easy to read text, likely contributing to the higher percentage of signage viewers.
- Communicate to tech savvy Indian Prairie patrons by offering an email reading list or other features through the website.

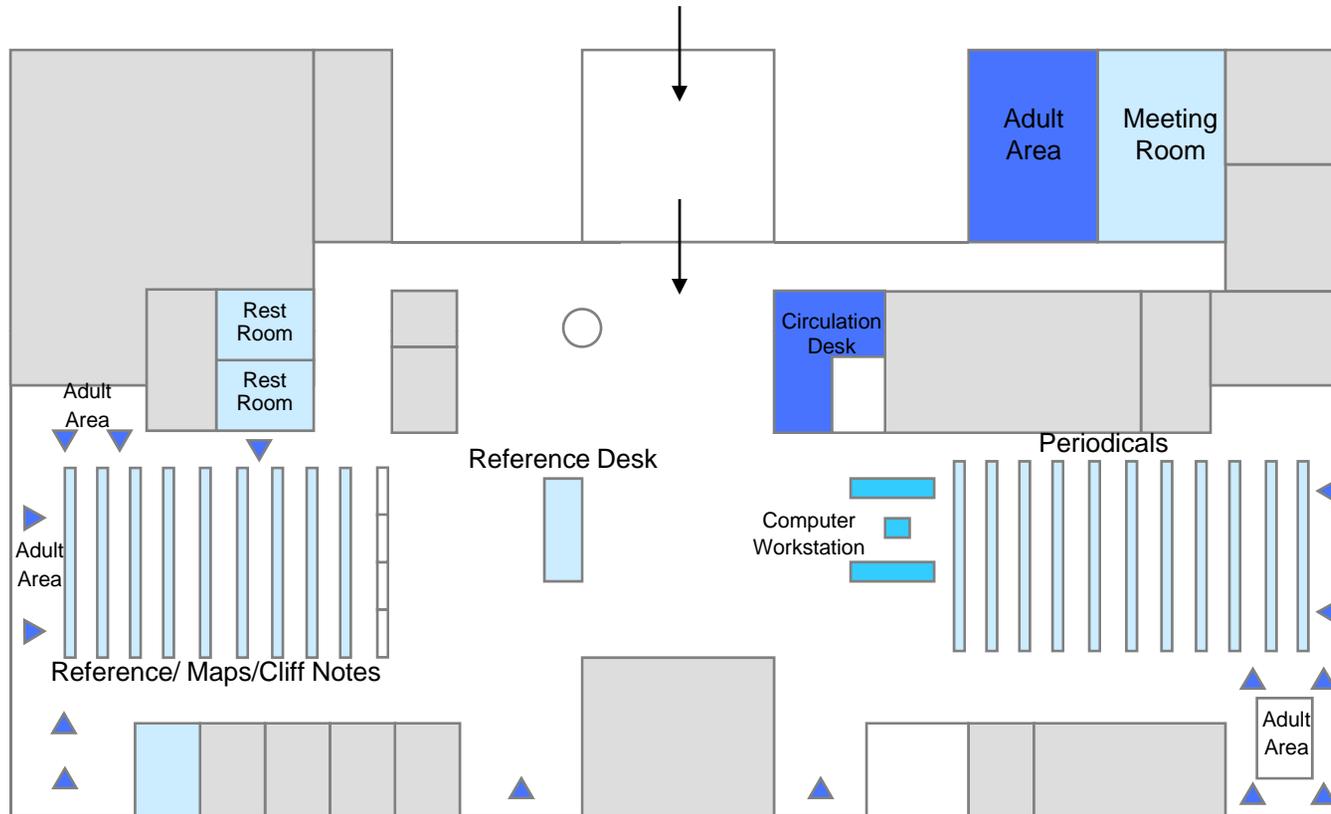
North Park (Lower Level)—First Destination

First Destination [n=117]	
0%	
1-4%	
5-9%	
10-14%	
15+%	



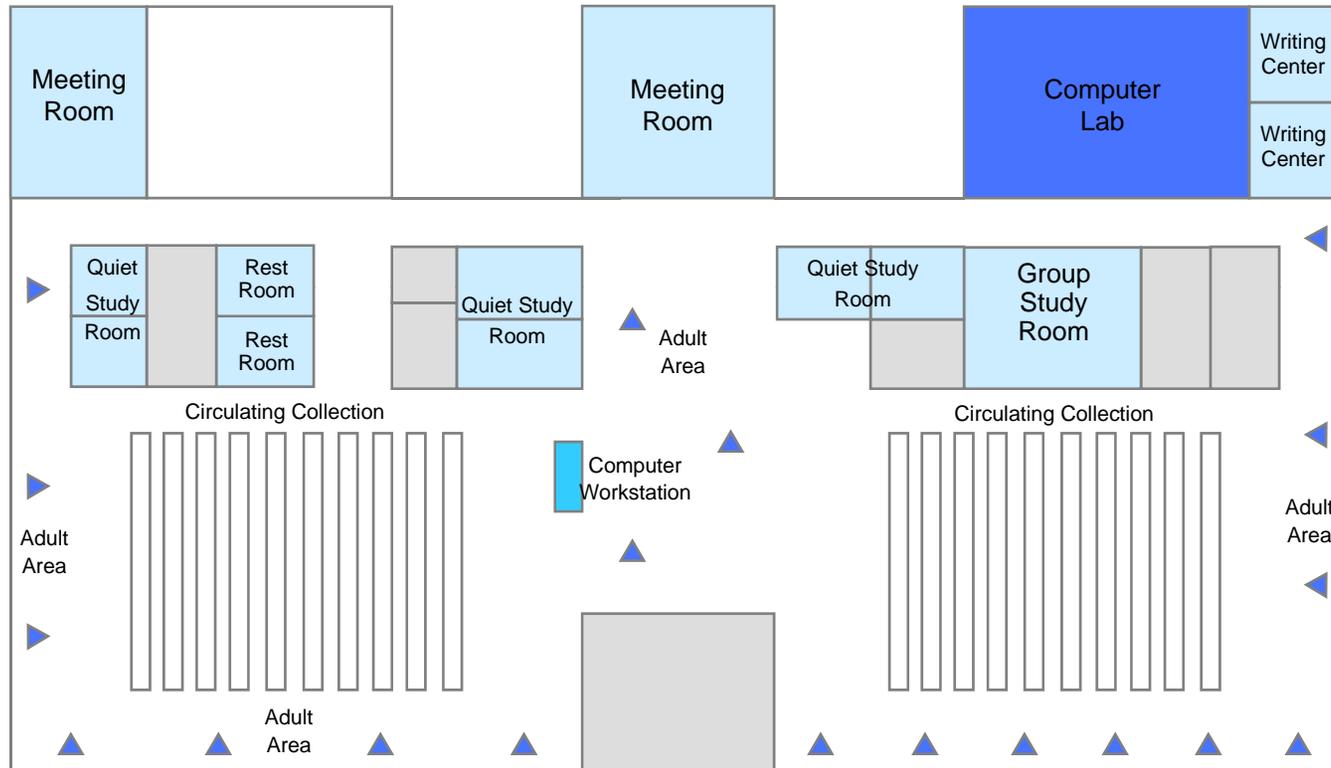
North Park (First Floor)—First Destination

First Destination [n=117]	
0%	
1-4%	
5-9%	
10-14%	
15+%	



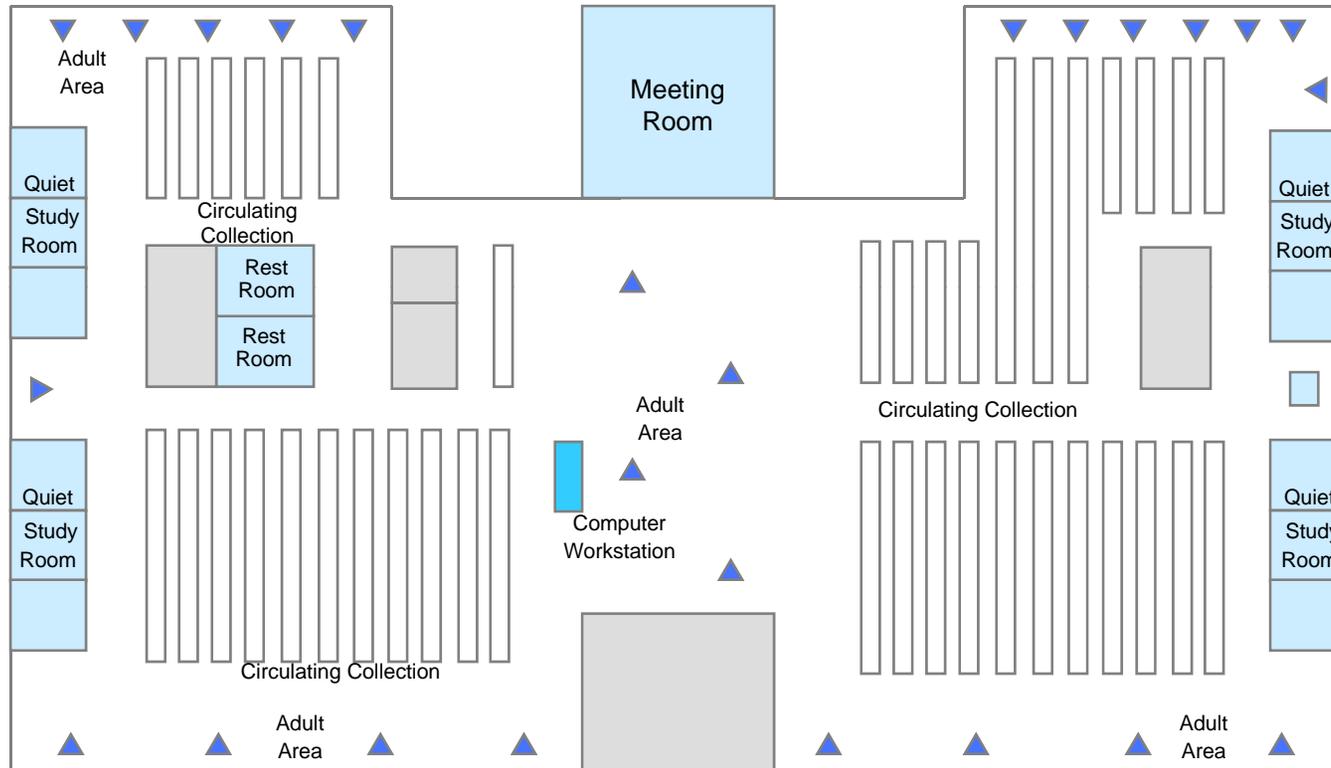
North Park (Second Floor)—First Destination

First Destination [n=117]	
0%	
1-4%	
5-9%	
10-14%	
15+%	

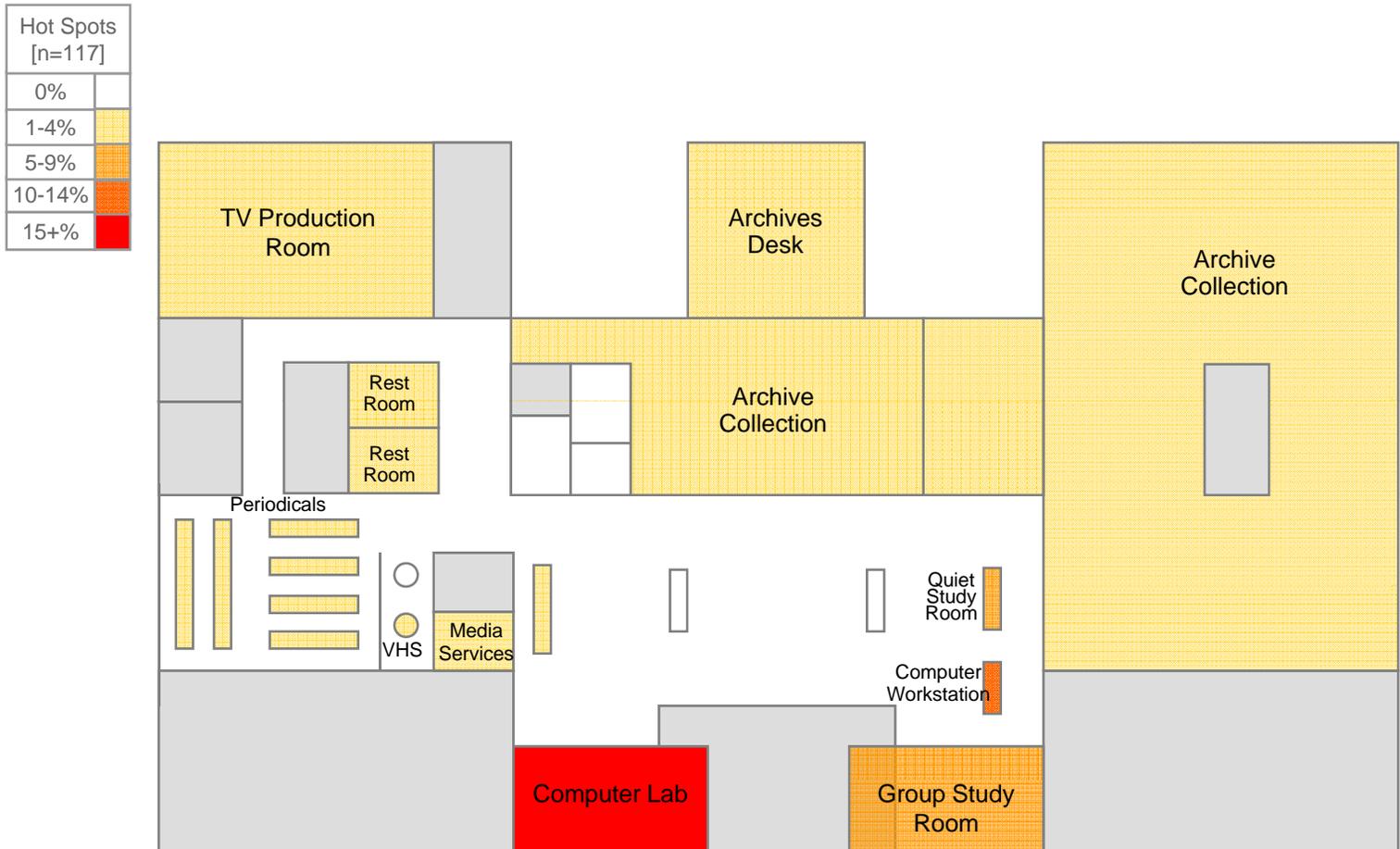


North Park (Third Floor)—First Destination

First Destination [n=117]	
0%	
1-4%	
5-9%	
10-14%	
15+%	



North Park (Lower Level)—Hot Spots



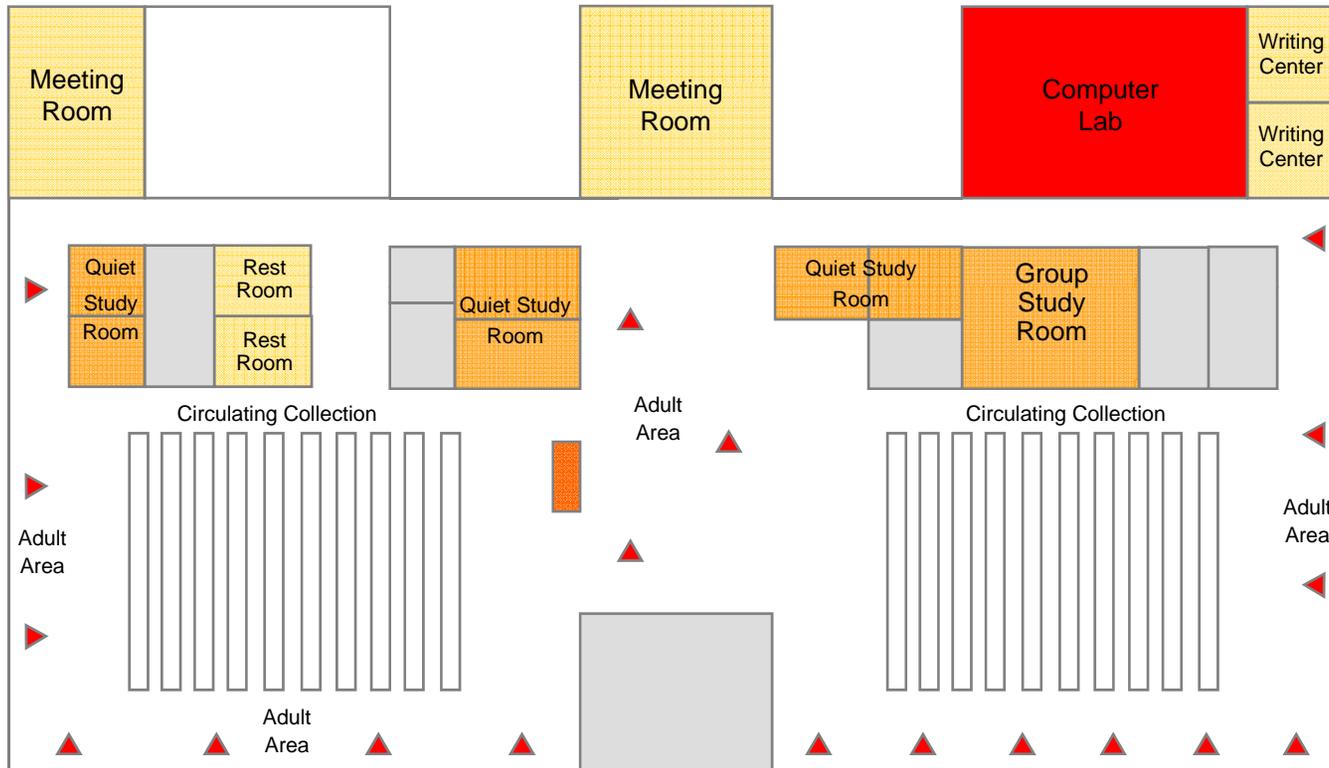
North Park (First Floor)—Hot Spots



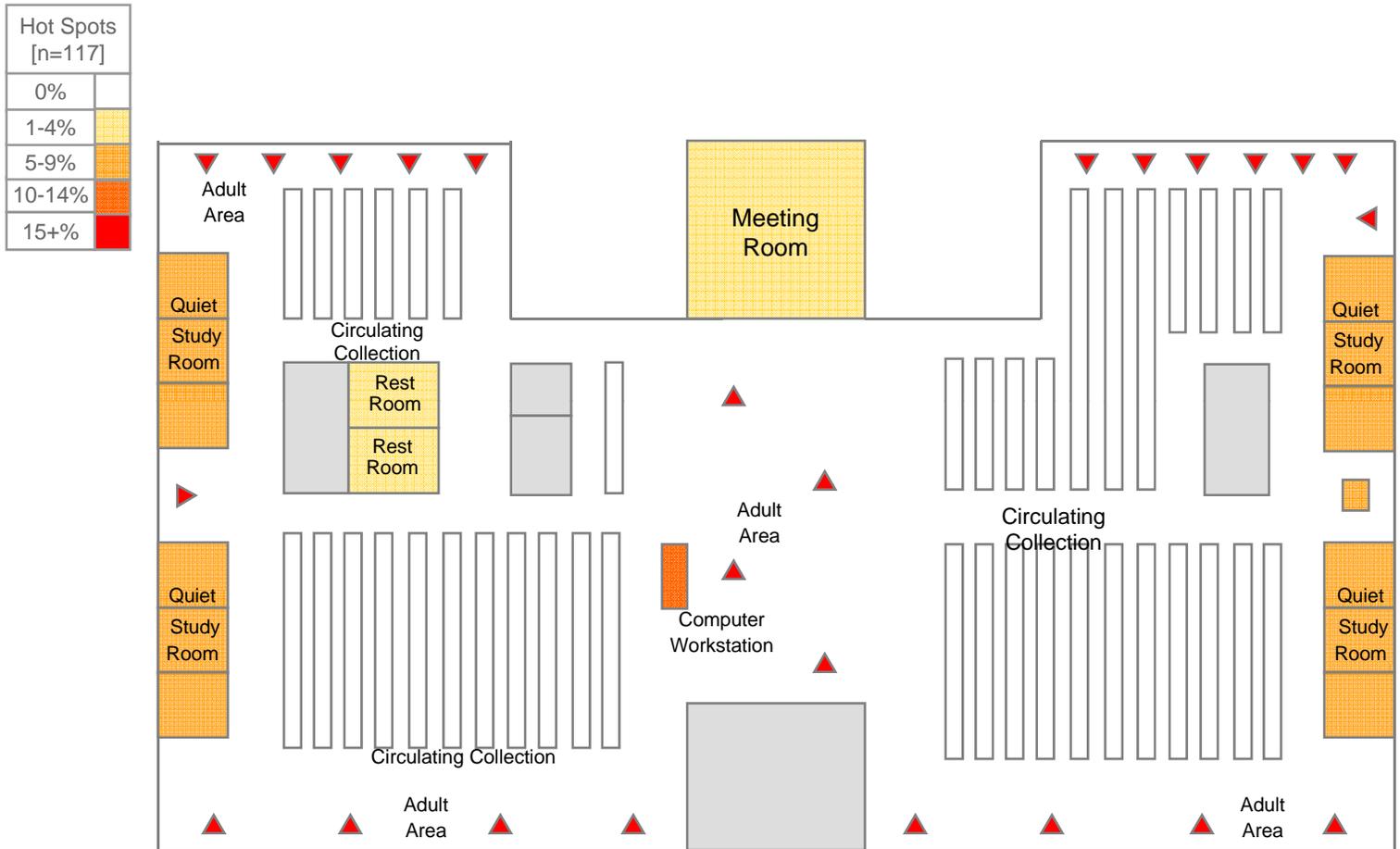
Source: Observation
 EnviroSELL Draft Report for the Metropolitan Library System

North Park (Second Floor)—Hot Spots

Hot Spots [n=117]	
0%	
1-4%	
5-9%	
10-14%	
15+%	

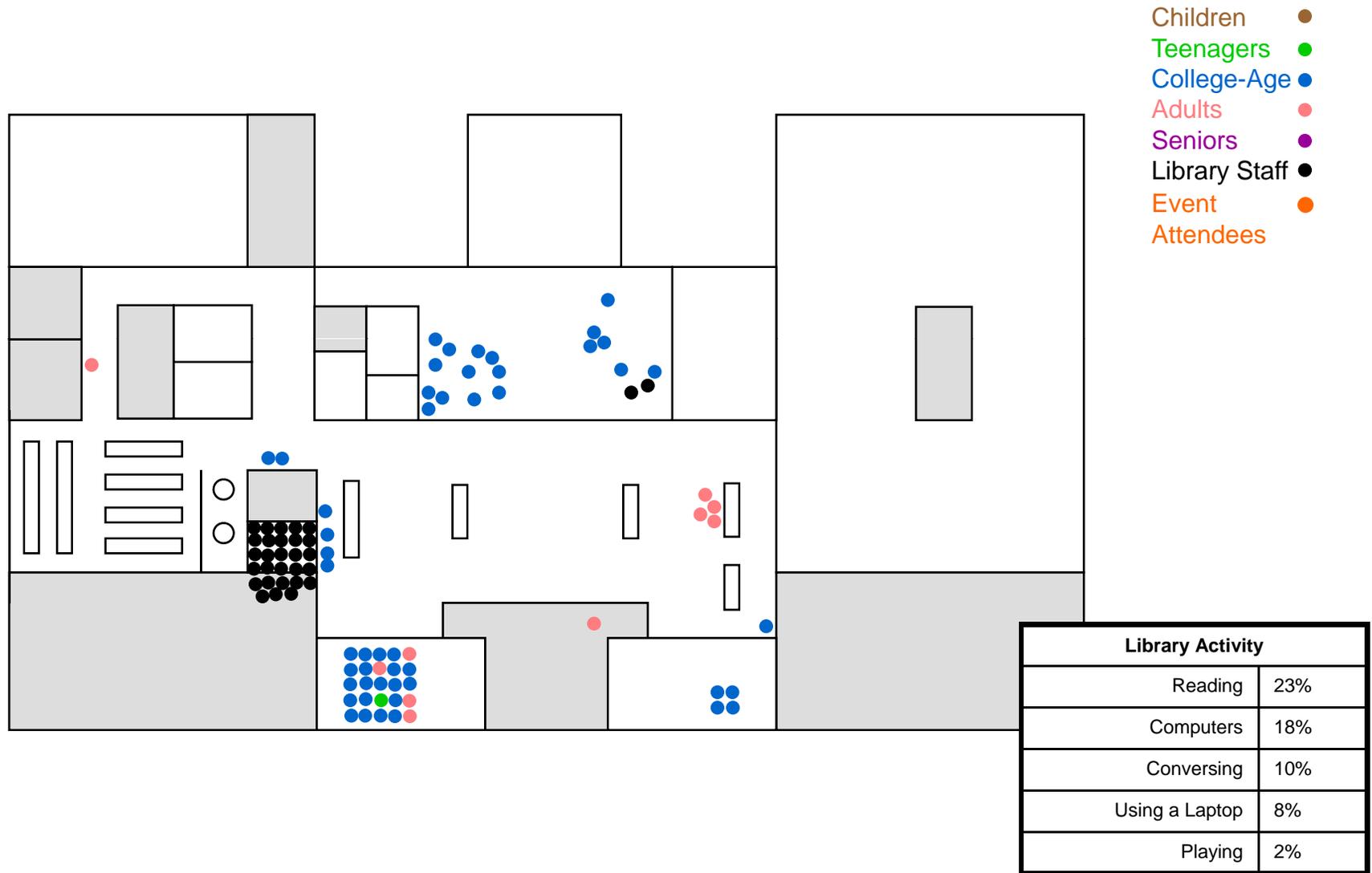


North Park (Third Floor)—Hot Spots

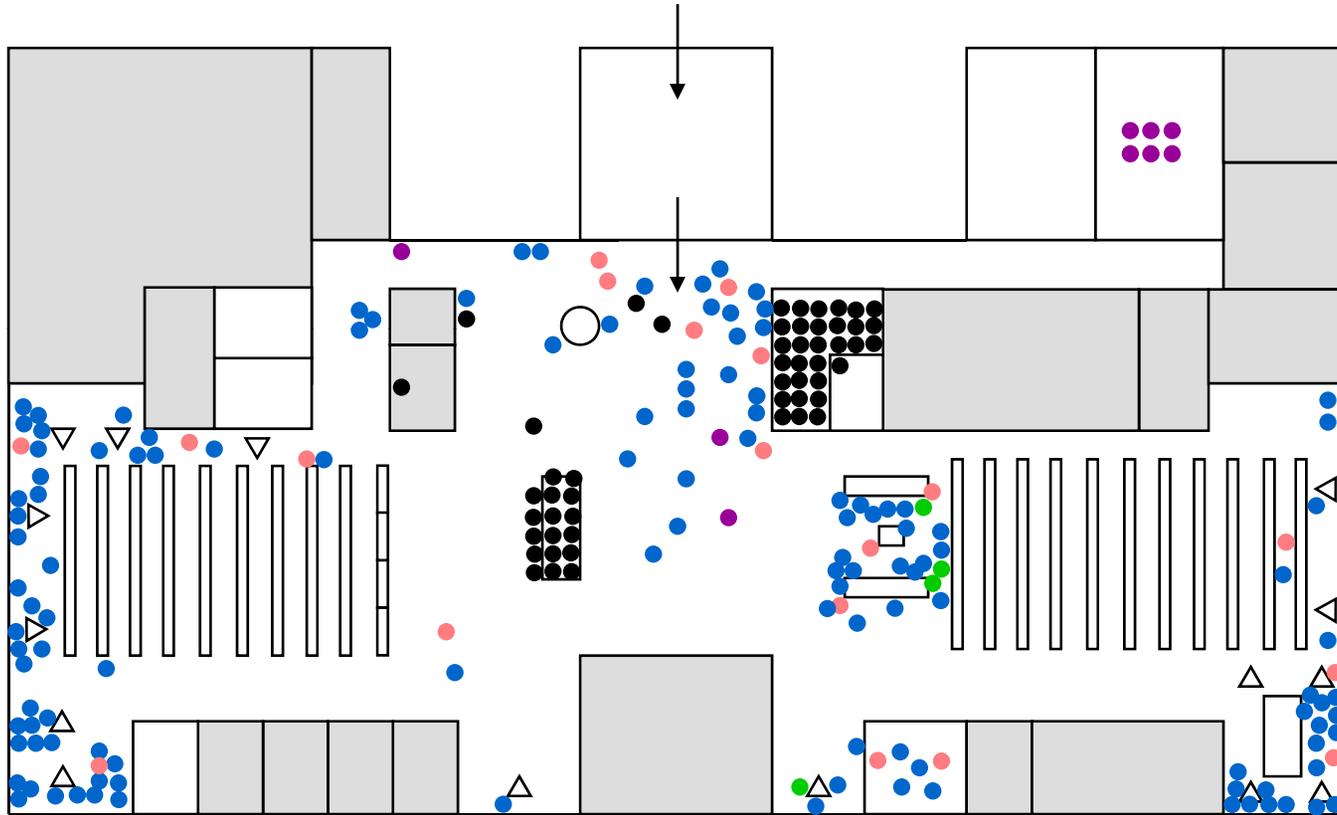


Source: Observation
 EnviroSELL Draft Report for the Metropolitan Library System

North Park (Lower Level)—Density Map

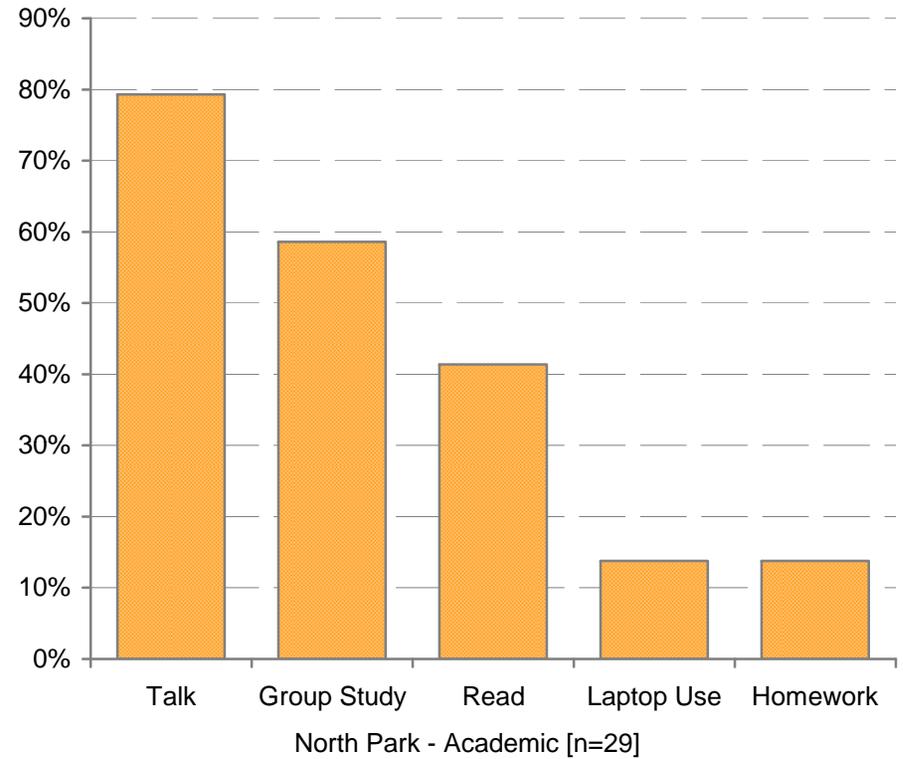


North Park (First Floor)—Density Map

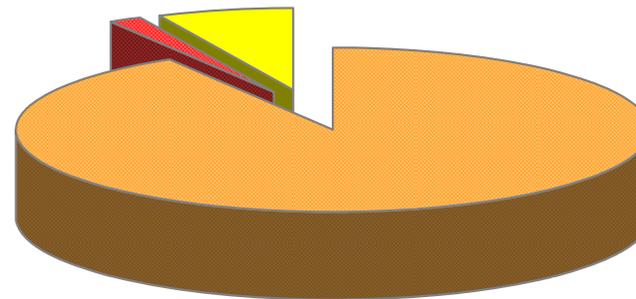


Male/Female Ratio	49%/51%
Primary Age Group of Visitors	18-24
% Who Visit the Library Alone	91%
% Who Planned to Visit the Library	86%
Book Section Most Likely to be a First Destination	N/A
Most Frequently Visited Books Section	Archives Collection
Average # of Items "Pulled"	2.0
% Who Borrowed Materials that Day	21%
% Who Visited for a Specific Item	15%
% Who Used a Computer Workstation	12%
% Who Used the Public Catalogue	0%
% Who have Visited the Library's Website	95%
% Who Received Assistance	20%
% Who Browse Audio Visual Materials	4%
% Who Browse Books	4%
% Who Visit the Library Weekly or More	95%
% Who would Highly Recommend this Library	59%

Leisure Area Activities



Visitor Group Composition



Alone Couple Friends

North Park - Academic [n=117]

% Who Visit for:	
Work	14%
School	66%
Leisure	13%
Research	21%

Findings

- The primary age demographic at North Park University was 18-24, and 9 out of ten patrons visits the library alone. 86% of patrons planned to visit the library, however few intended to check out materials. Only 21% borrowed materials that day.
- The most frequently visited section types were the public areas (study carrels, lounge seating and study tables) and the study rooms (both private and group).
- Few North Park patrons came to browse books, only 4%. Visiting the library for reasons other than browsing materials contributed to the low percentage of patrons who used the catalogue (0%) as well as the low number of items pulled (2.0).
- 30% of patrons visited the Computer Lab at the library and 95% have visited the library's website.
- 95% of patrons visit the library weekly or more. Frequency of visit was one of several factors that contributed to a low assistance rate (20%), as again the academic patrons were likely visiting for a study place and thus not needing assistance.

Implications

- North Park illustrates how a library serves a variety of purposes beyond circulating materials. The bright environment, with plenty of places to sit or study was comfortable for long library visits, and enjoyable enough to keep students coming back.
 - Aside from studying, students visited the library to use the computer lab.
- Public areas for quiet or group study were the main attraction at North Park and offer a great opportunity to communicate through messaging.
- The current signage appears modern and fresh, however the Desks on the main floor could use better identification and the signage in the stairwells could be simplified.
- Opening up a new connection to the student base, beyond being a place to study or gather research—as a provider of free entertainment—can increase circulation. Use signage to encourage students to borrow movies for the weekend, or music for their studying sessions.

Next Steps



Short Term/Low Cost

- Bring images into the space to create more visually stimulating environment.
 - Consider ways to work within the Dewey Decimal System in order to free up how books are displayed. Face out more books to take advantage of cover art and increase capture power.
- Offer more ways to pair patrons with materials—Best Sellers, New Releases and a designated area for Staff Recommendations are a good start.
 - *Email lists with updates on New Releases, Best Sellers and Hot Topics are a good way to reach out to patrons while they are not at the library.*
- Group all AV materials together (Music CDs, DVDs/Videos and Audio Books) and position the section close to Circulation to encourage impulse borrowing.
 - Consider placing AV materials for all ages in the same location, rather than having a separate Children's and Teen's sections, thus creating a "store-within-a-store" concept.
- Group computer workstations, lounge seating and periodicals to create a "waiting area" for patrons who are waiting for a computer to become available.

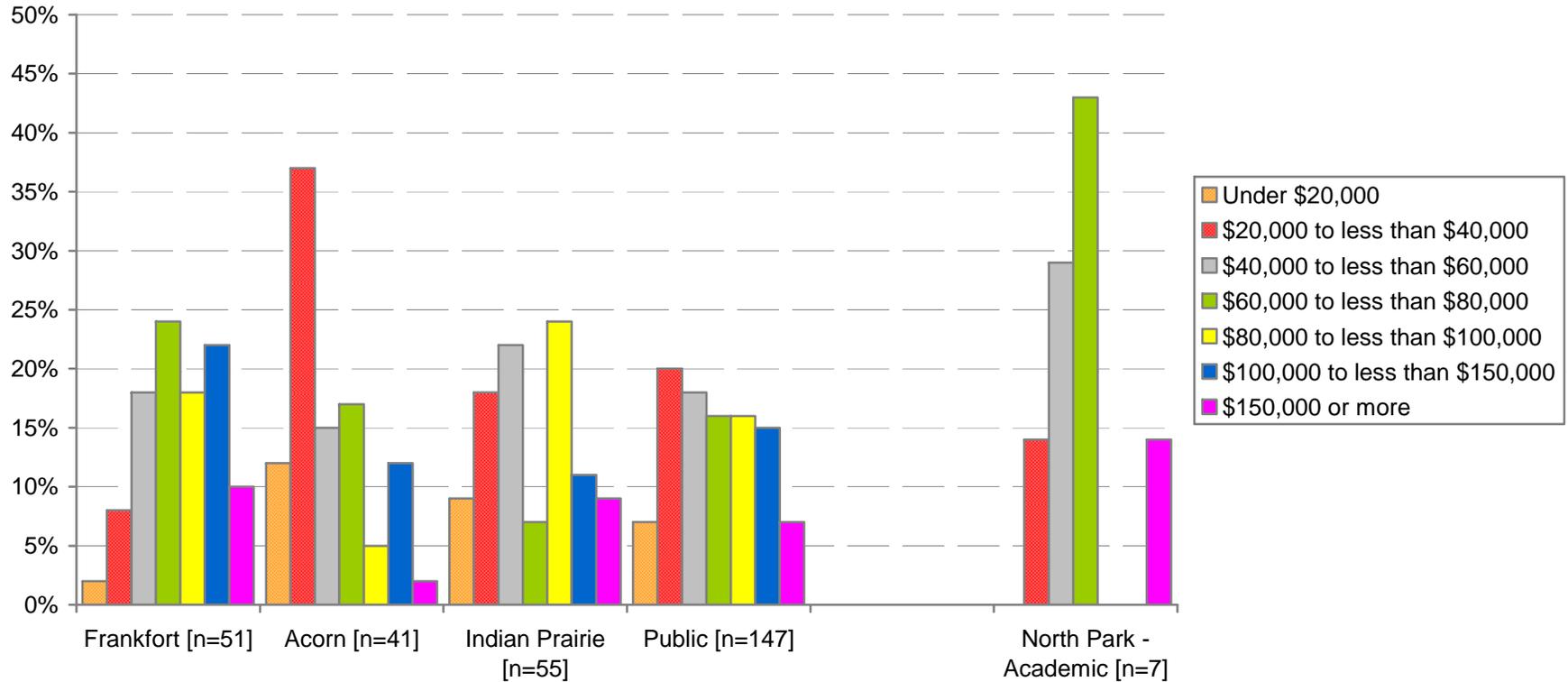
Long Term/High Cost

- New fixtures should focus on displaying circulating materials rather than storing the materials.
 - This will facilitate cover art functioning as a sign.
- Investigate flexible signage and fixture packages for future renovations or new libraries that enable easy asset reallocation as individual library needs evolve.
- Create a large site map for each library and clearly identify sections on both the map and through signage, preferably in view from the map location.
 - Position the map near the online catalogue to enable patrons to look up specific items or browse by section.
- Expand the Audio Visual section both in terms of the amount of space allocated to the section as well as the materials carried.
 - Consider adding console games and other new technologies that combine learning with entertainment.
- Recognize the un/underutilized spaces in the library and adjust the layout accordingly.
 - *Sections with little or no visitation should be re-evaluated in terms of necessity, location and aisle space. When possible, condense these sections to add room in high-traffic areas.*

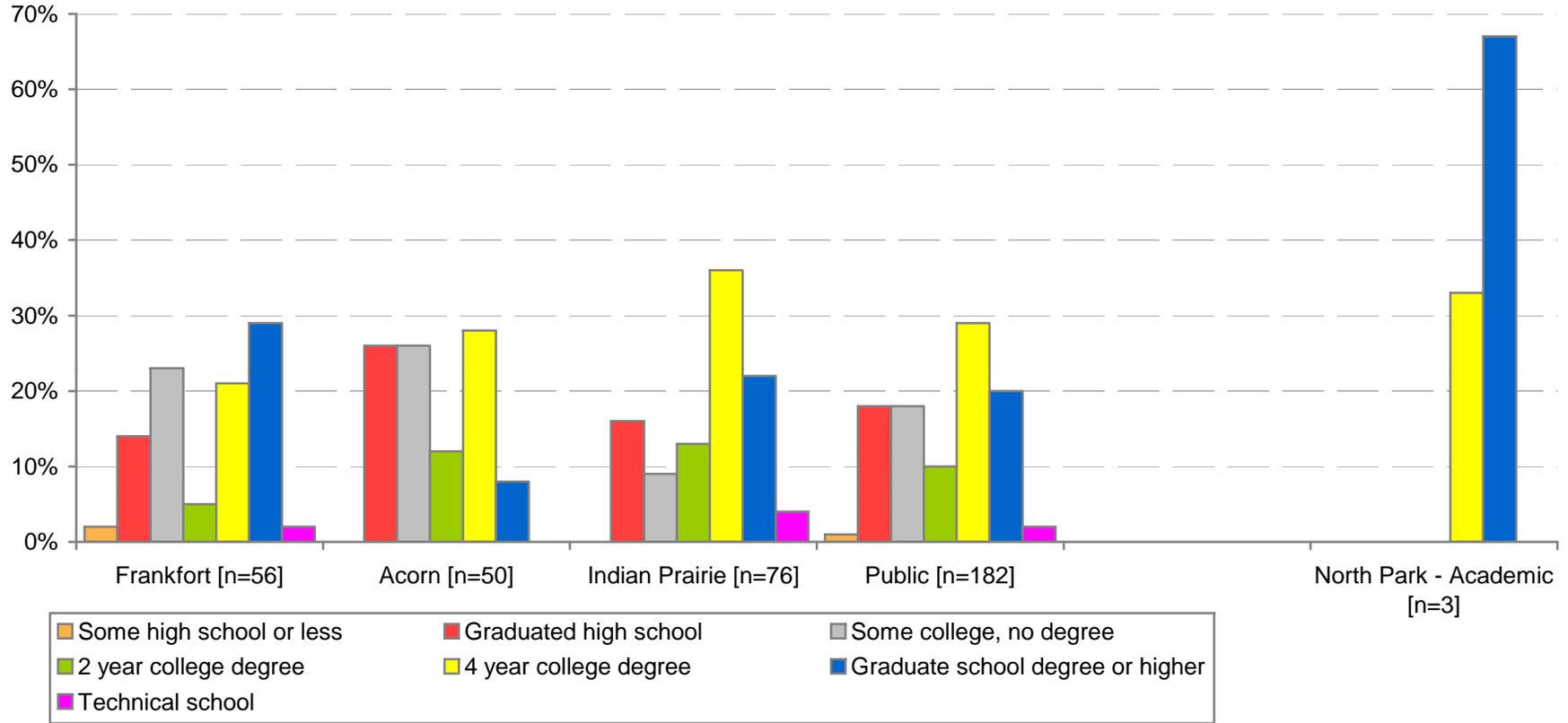
Appendix



Average Annual Household Income

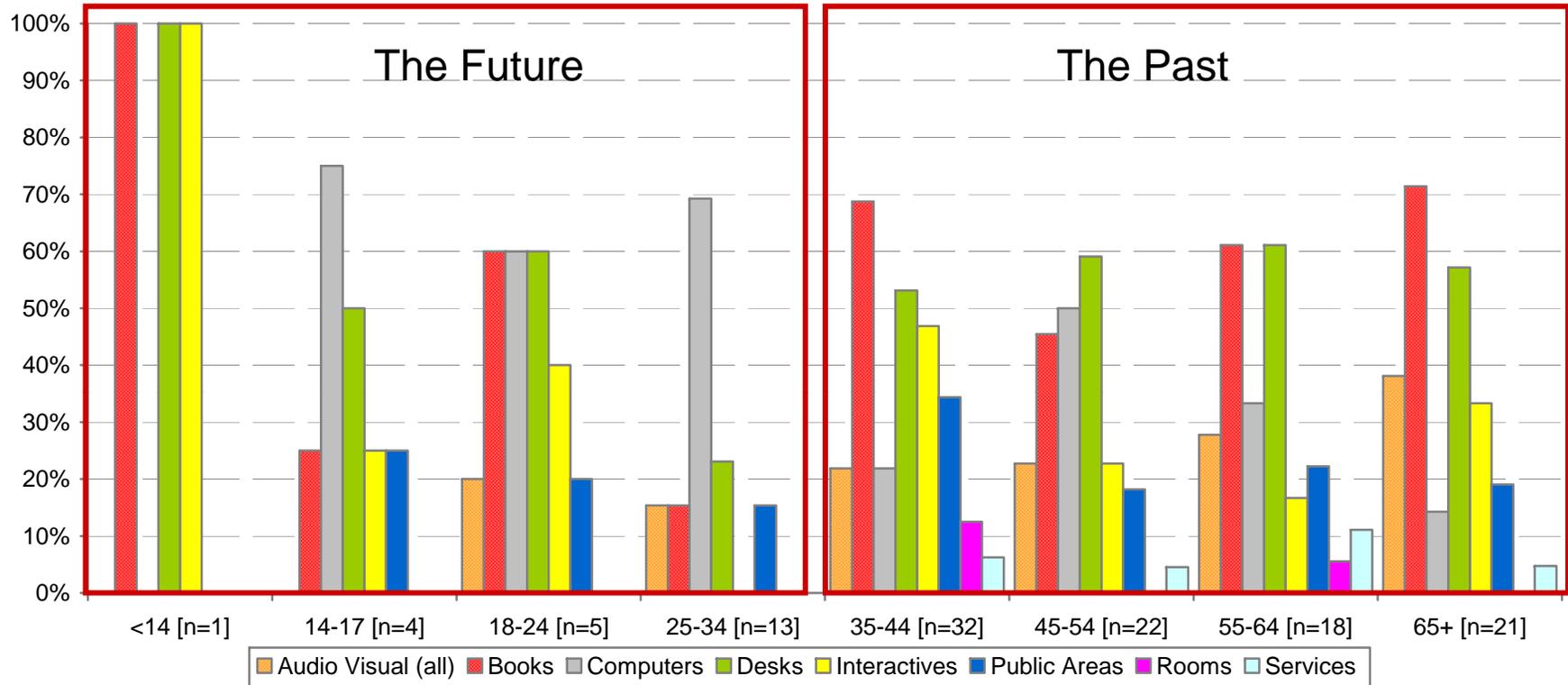


What is the highest level of education you have achieved?

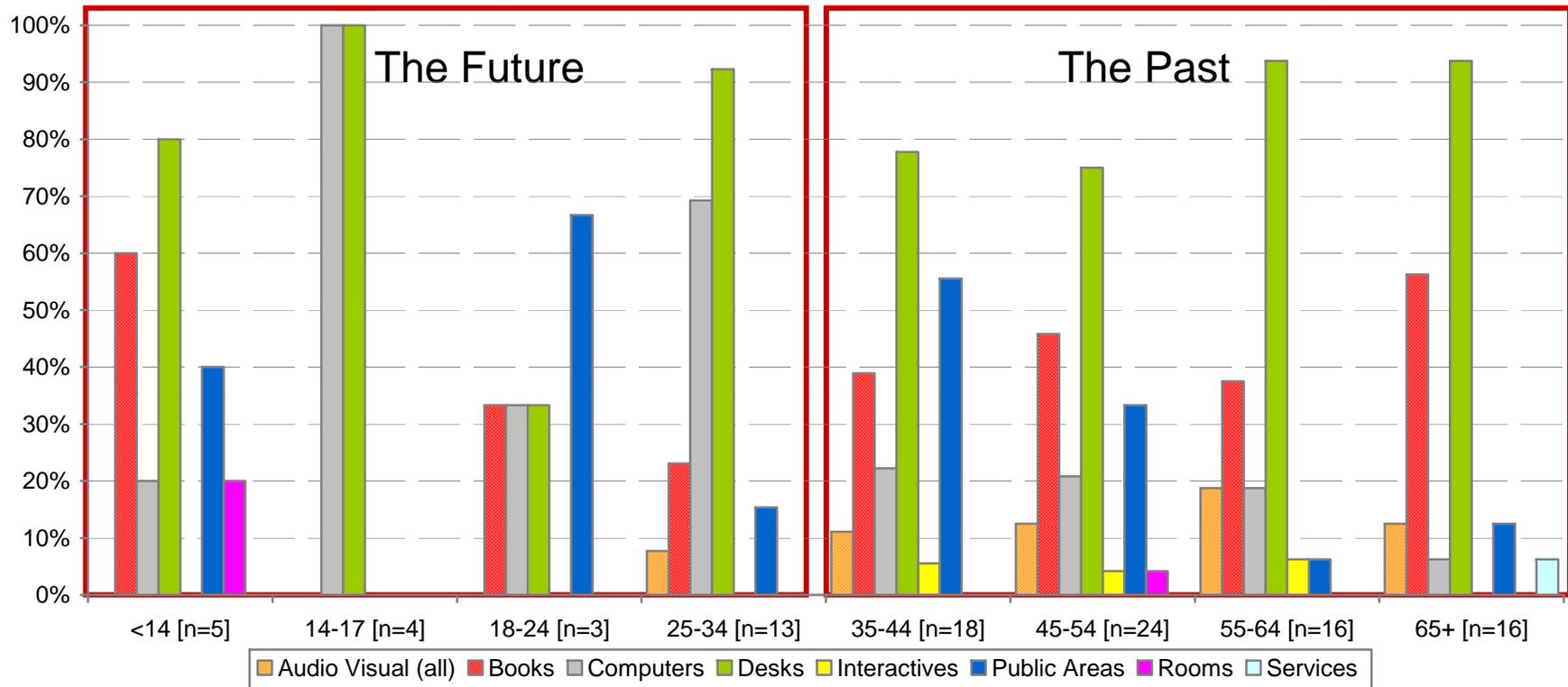


Frankfort visitors to section types by age

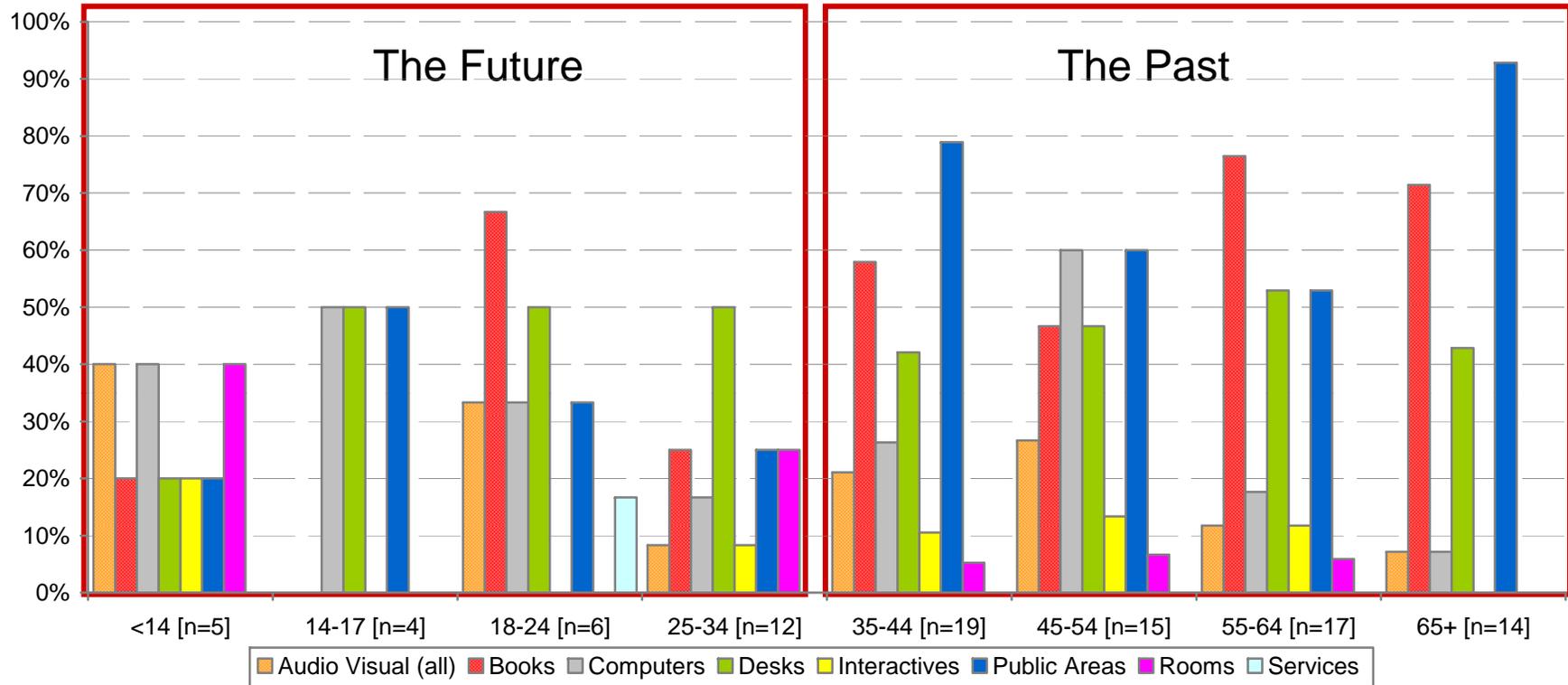
The Percentage of Patrons in Each Age Group Who Visit Each Section Type



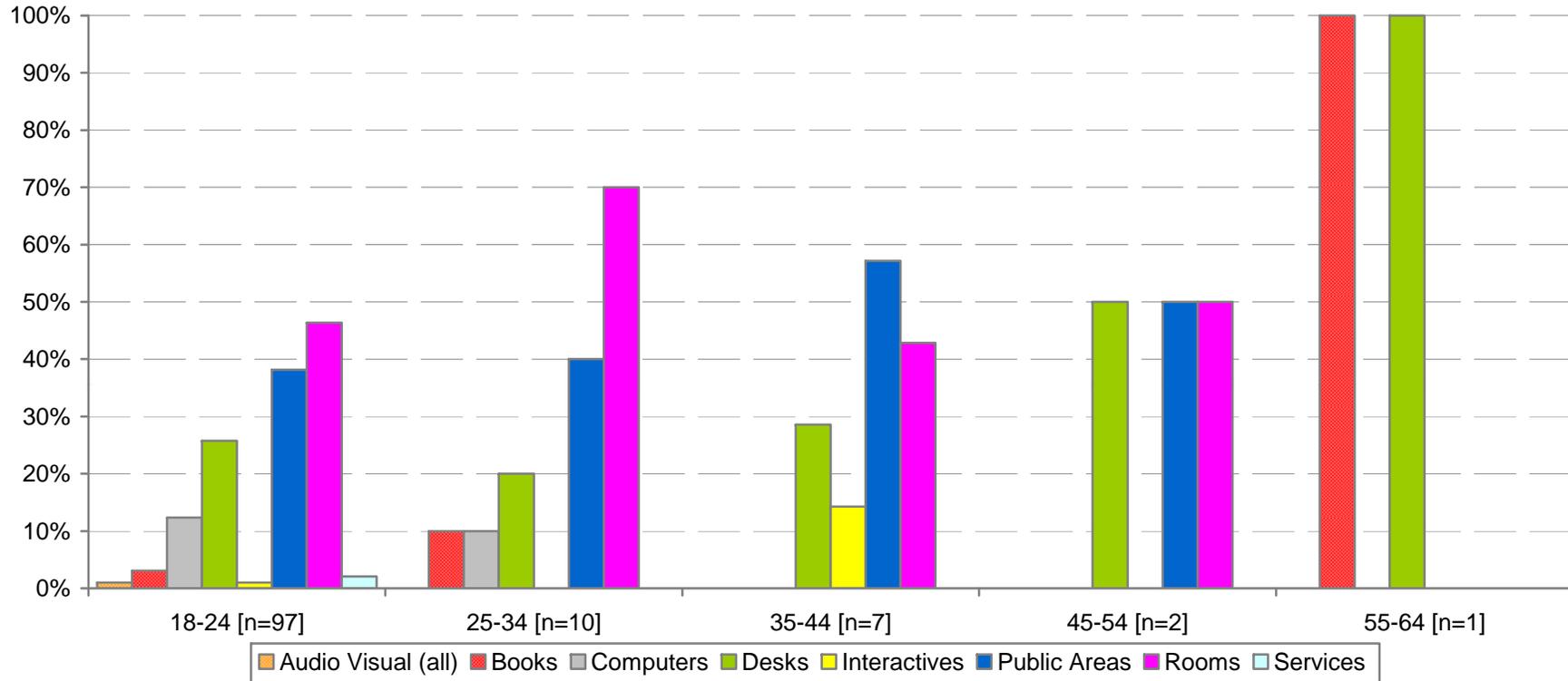
The Percentage of Patrons in Each Age Group Who Visit Each Section Type



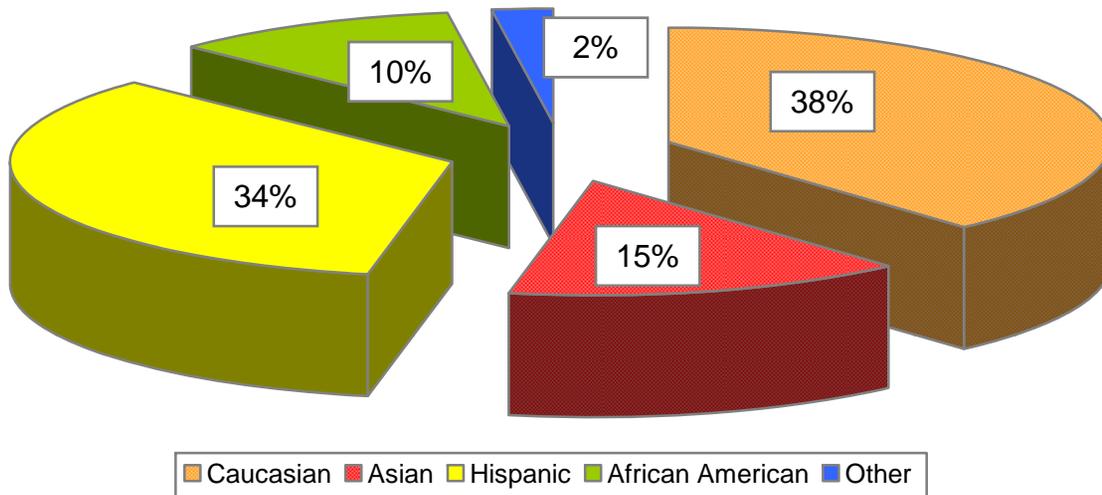
The Percentage of Patrons in Each Age Group Who Visit Each Section Type



The Percentage of Patrons in Each Age Group Who Visit Each Section Type

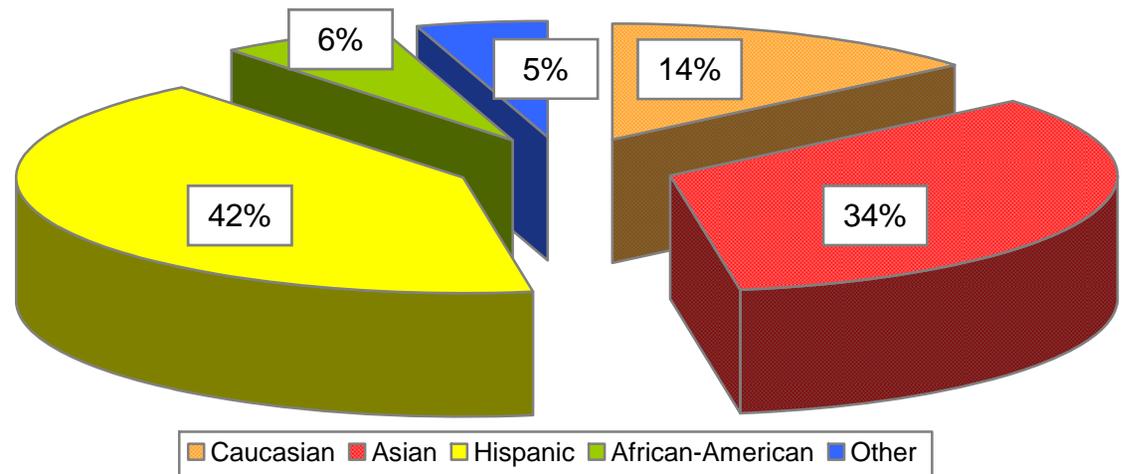


Patron Ethnicity At Library A



Overall [n=896]

Patron Ethnicity At Library B



Overall [n=269]