



Targeted Market Analysis for Neighborhood Library Services at Watha T. Daniel / Shaw Neighborhood Library



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Background

In spring 2014, as part of CUA LIS's "Marketing Libraries and Information Services" course, Elizabeth Lieutenant completed a term-long market research fieldwork project at the Watha T. Daniel / Shaw Neighborhood Library (WTDS). This project was completed on behalf of Robert Schneider, former Adult Services Librarian at WTDS, with the support and approval of Leslie Griffin, WTDS Branch Manager. This course is offered every spring semester by David Shumaker, LIS Clinical Associate Professor, whose guidance and support of this project has been invaluable.

Research Questions

The staff of WTDS were interested in learning more about who they serve, how to deliver services that meets the needs of new and longtime residents, and how they could make the library a more important hub in the neighborhood and expand awareness of their services and programs. Three overarching questions guided this project's direction and activities:

1. What service is the primary motivator for patron visits?
2. Where does the library's sphere of influence begin and end in their community?
3. Who lives in the library's community?

Key Findings

Survey Data:

- 64% of all respondents were book users.
- 73% of teen respondents were computer users.
- 98% of child respondents were book users.

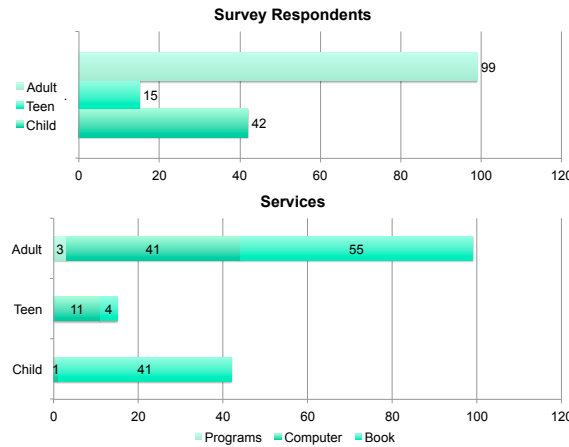
Demographic Data:

- In comparing the WTDS service area with the District overall, WTDS has a:
- 10.3% higher concentration of 25 to 34 year olds residents.
 - 9.3% lower concentration of Black or African American residents.
 - 24.4% higher concentration of 18 to 24 year old residents with a Bachelor's degree or higher.
 - 19.0% lower concentration of 18 to 24 year residents with some college-education up to and not including Bachelor's degree.

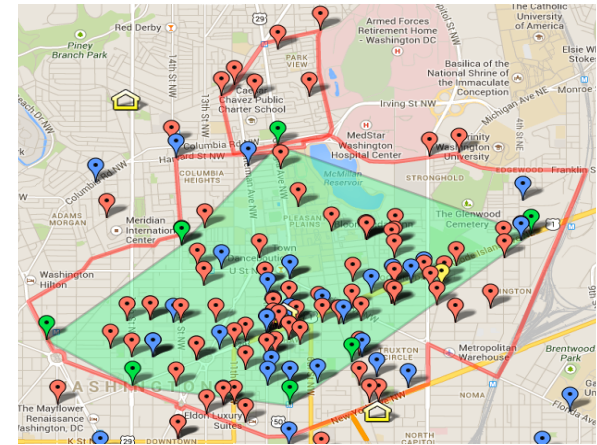
Library Staff Observations:

- WTDS has one of the most well-attended story-times of all DCPL branches even though the total concentration of children under 10 living in the WTDS service area is 3% lower than DC, indicating strength in WTDS's children's services.
- Although the WTDS service area has a 10.3% higher concentration of 25 to 34 year olds residents than the District overall, this population is one of the least-likely to visit WTDS, indicating an opportunity for marketing and outreach impact.

Patron Survey Results



Service Area Map



Comparative Analysis of Census Demographic Data

