

# 2025 URBAN LIBRARIES COUNCIL LIBRARY INSIGHTS REPORT

November 2025



# **FOREWORD**

As the world sees unprecedented levels of disruption across political, economic, and social landscapes, it is more important than ever to ensure that public libraries remain welcoming spaces for all. Customers must see a place for themselves at the library. To achieve this, we need the tools—and the data—to see what is working well, and where the larger library world is going.

The data we collect for the Library Insights Survey (LIS) is meant to be extremely timely, and geared towards helping libraries across North America improve the quality of the patron experience. With this data, libraries are better equipped to tell their story, prepare for the demands of tomorrow, and evaluate themselves compared to their peers. In turn, with these insights, we at ULC are in a stronger position to advocate for libraries to decision makers and to the public.

The results from this year's survey show that libraries today are resilient and attuned to the needs of their communities, continuing to excel at embracing innovative and forward-looking approaches, while staying grounded in what libraries do best. Libraries get better and better at tracking impact and responding to customer feedback. This year, we also incorporated stories from several ULC member library leaders and practitioners in the report to provide snapshots about what their libraries are doing well.

A clearer picture is now emerging of where library customer preferences are at, beyond a narrow view of the pre- and post-COVID worlds. Times have changed. More and more people are using the library. They are just not using it the same way they did in 2019. Libraries have adapted alongside these changes, meeting the evolving needs of patrons both in-building and digitally.

As an example, we see that public libraries continue to attract visitors (up 9.8% from 2023), while library room reservations are increasingly popular (up 25% from 2023), and the demand for digital resources, especially eBooks, continues to grow (up by 14.8% from 2023).

Through the findings of this year's LIS, we see public libraries remain essential social infrastructure, providing communities with access to modern tools and spaces for information access and connection.

With better data and deeper insights, libraries will be poised to meet pressing challenges such as childhood literacy, reskilling and upskilling, and adapting to emerging realities like AI and the growing demand for flexible workspaces. Through these efforts, we will continue to uphold the standing of public libraries as among the most trusted institutions in North America.

#### **BROOKS RAINWATER**

President and CEO
Urban Libraries Council

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The Urban Libraries Council is an innovation and impact tank of North America's leading public library systems. ULC drives cutting-edge research and strategic partnerships to elevate the power of libraries as essential, transformative institutions. Across the U.S. and Canada, nearly 200 member libraries rely on ULC to identify significant challenges facing today's communities and provide new tools and techniques to help libraries achieve stronger outcomes in education, digital equity, workforce and economic development, and race and social equity. Learn more at urbanlibraries.org.

## **AUTHORS**

#### **FEMI ADELAKUN**

Director, Research and Data Urban Libraries Council

#### **CORISSA GOODRICH**

Research and Data Analyst Urban Libraries Council

## **CONTRIBUTORS**

#### **ELISE CALANNI**

Sr. Communications Manager Urban Libraries Council

#### **EVAN OTTENFELD**

Director of Strategic Communications Urban Libraries Council

#### **BROOKS RAINWATER**

President & CEO Urban Libraries Council

## **ACKNOWLEDGEMENTS**

#### **JENÉ BROWN**

Director, Emerging Technologies & Collections Los Angeles Public Library

#### SARAH DOUGLAS-MURRAY

Chief Executive Officer Milton Public Library

#### **SCOTT DUIMSTRA**

Library Director Hennepin County Library

#### **RACHEL HARRIS**

Assistant Director—Operations
Frisco Public Library

#### **LEO SEGURA**

Library Operations Director Las Vegas-Clark County Library District

#### **ROB SYMES**

Marketing Director Vaughan Public Libraries

# ABOUT THE LIBRARY INSIGHTS SURVEY

In 2025, a total of 122 library systems across the United States and Canada participated in the Library Insights Survey (LIS) data compilation process—a high-water mark. The libraries featured in 2025 represent 2,307 locations and serve a combined population total of over 91 million. While every library system is unique in their offerings and community needs, the variety of respondents, as well as the expansiveness of the population these systems serve, ensures that LIS outcomes are representative of trends observed in urban libraries across North America.

<b>Figure</b>	1
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By the Numbers: 2025 LIS Respondents		
Total Library Systems	122	
Total Library Locations	2,307	
Total Library Service Population	91,037,835	

The third iteration of ULC's Library Insights Survey leverages the power of 4-years' worth of member-provided data on patron engagement with library programs and services from North America's leading public library systems, gathering information from member libraries on their budgets, staffing, operations, visitors, and programs, to capture how customers actually use their library.

In the first year of data collection, ULC asked libraries to provide 2019 and 2022 data to better measure post-pandemic recovery. Now in the third year of LIS data collection, the survey moves beyond forming a baseline comparison with 2019, offering insights into where libraries are heading and how they have evolved.

Beyond the insights gathered in this public report, ULC members will be able to use the redesigned <u>Data Hive to see Advanced</u> <u>View Dashboards of year-over-year trend analysis and data visualization</u> of key LIS metrics, exploring and benchmarking with peer library system to filter by library service area population, budget, number of branches, region, country, and state.

"How people use their library is constantly changing, and we need to be nimble enough to reassess how we're doing each year. If data points us in a direction, we listen. That's how we meet patrons where they are."

- Jené Brown, Director, Emerging Technologies & Collections, Los Angeles Public Library (CA)

# **KEY INSIGHTS**

Measured by intensity of change from 2023 to 2024

STRONG	<ul> <li>Room reservations are up 25% in 2024 from 2023, and eResource usage (defined as all digital materials accessed online with or without a library card, including e-books, e-audiobooks, video streams, and database access) is up 14.8%</li> <li>Both room reservations and eResource usage continue a 3-year-trend increase</li> <li>These increases are even more pronounced when compared to 2019 usage levels—a 31% increase for room reservations and a 58% increase for eResources</li> <li>Early literacy and school-age programs remain core priorities, with 69% of libraries ranking them as the most frequently offered and highest attended</li> </ul>
MODERATE	<ul> <li>In-person visits continue to rise (up by 9.8% in 2024), a 3-year-trend increase</li> <li>Libraries have seen a 8% increase in the number of programs offered in 2024</li> <li>Computer usage recorded a 12% increase, breaking a trend that saw a 64% decline in usage in 2022 (compared to 2019) and a 70.6% decline in 2023 (compared to 2022)</li> </ul>
LOW	<ul> <li>Budgets increased 5% in 2024, but an additional 5.4% would have been necessary to keep pace with inflation</li> <li>Program attendance also climbed for the third straight year, with a slight increase of 2.5% in 2024</li> <li>Physical circulation has plateaued in usage over the last 3 years, with a moderate decline of 1.7% recorded in 2024</li> <li>Current data also shows a significant change in staffing levels with a decline of 3.6% in 2024, following a very slight increase in 2023. Current staffing remains 8.2% below 2019 levels</li> </ul>

# **SURVEY CATEGORIES**

To better contextualize the library user experience, LIS results are categorized into the following themes:



1. Attraction and Attendance: A synopsis of the library's performance in attracting and retaining in-person visits. This includes an evaluation of preand post-pandemic performance metrics.



2. Location Experience and Use of Space: An indepth analysis of a range of metrics and trends that provide insights into the various ways patrons are engaging with library programs and services. This also includes highlights of major changes in patron interaction with library programs and services.

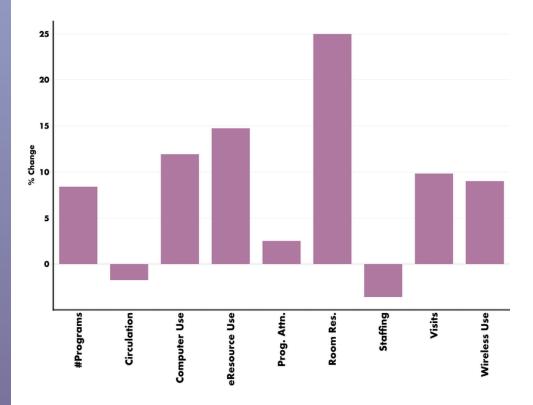


3. Library Programs and Services: An inventory of current library program performance, including a breakdown of pre- and post-pandemic attendance trends.



4. **Staffing and Budget**: A summary of management structures and operation trends across ULC member libraries in North America.

Figure 2. All Features: 2024 Performance Compared to 2023



The 2025 library insights capture a range of trends relevant to service delivery compiled from patron engagement trends observed over four years. These trends show both increased usage over the years observed (most recently in 2024 over 2023), declines in usage, and a range of measures where no significant differences were observed.

## 1. ATTRACTION AND ATTENDANCE

In-person visits to the library continue to rise, continuing a 3-year trend increase since 2022, with moderate but significant increases recorded in 2024.

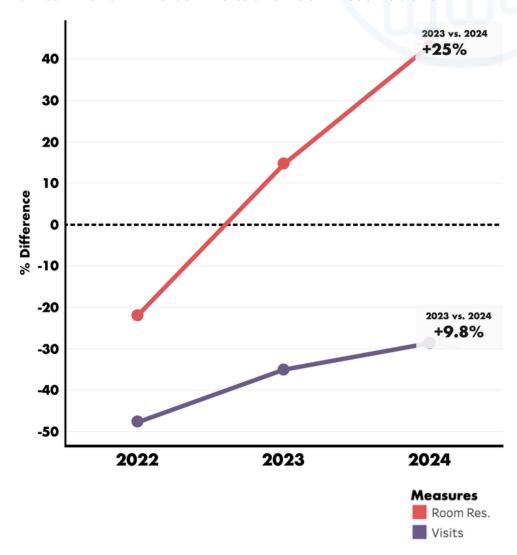
Urban libraries have continued to attract patron visits, with the most recent 2024 LIS numbers showing a sustained 3-year increase since 2022. While visits are still down 29% from 2019, the data shows **sustained improvements in visits year over year** (up 9.8% in 2024 compared to 2023).

Libraries surveyed reported 257,607,620 total in-person visits in 2024, a 29% increase since 2022.

"Through leveraging data and spending wisely, we were able to create an innovative marketing campaign that directly targeted our most likely potential customers, across multiple channels, in their neighborhoods and in their daily movements around the city. This led to an increase in library card registrations and website traffic."

 Rob Symes, Marketing Director, Vaughan Public Libraries (ON)

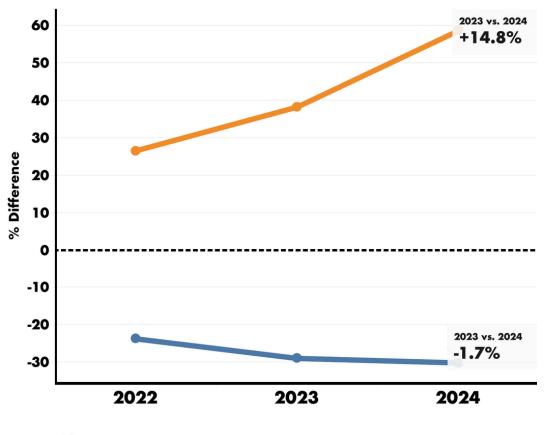
Figure 3.
3-Year Trend: In-Person Visits and Room Reservations



## 2. LOCATION EXPERIENCE AND USE OF SPACE

Room reservations at public libraries and eResources use continue a 3-year trend of explosive growth.

Figure 4.
3-Year Trend: Physical Circulation vs. eResource Usage



2024 LIS data sees patrons continue to reserve library rooms at record levels.

This has led to a 3-year trend increase with the most recent usage numbers showing a **25% increase in 2024** when compared to 2023 (representing a 31% increase compared to 2019 levels).

In the same vein, libraries report a 14.8% increase in eResources accessed in 2024 when compared to 2023. This trend represents a massive increase of 58% in average eResource use since 2019. At the same time, average physical circulation has plateaued since 2022 (slightly down by 1.7% in 2024 compared to 2023). However, the surge in eBook usage, a significant part of eResources may indicate that some of these losses are merely changes in preference.

This reality represents both an opportunity and a significant challenge for libraries. During the pandemic, customers embraced the accessibility and depth of their local library's digital collection and have held on to this preference even when libraries have reopened. However, the significant price cost of eResources, especially eBooks, means that more of collections budgets are allocated to items at rates that still outpace the share of customers using them.

For example in 2019, libraries spent \$1.54 per capita on eBooks, and by 2024 this average had increased to \$2.72. Conversely, the average spend on print in 2024 (\$2.77) was nearly equivalent to the 2019 spend.

On the other hand, some trends have shown modest reversals. For the first time in three years the **LIS shows a moderate rise** in computer usage in 2024 when compared to 2023. In 2024, computer usage recorded an increase of 12%—disrupting a trend which saw computer usage decline consistently year-over-year since 2019.

"We found that when we enclose a space, people don't use it nearly as much as when it's open. For example, our dedicated computer lab gets less use than computers in the teen section or the children's area. People need to feel like a space is for them."

- Rachel Harris, Assistant Director – Operations, Frisco Public Library (TX)

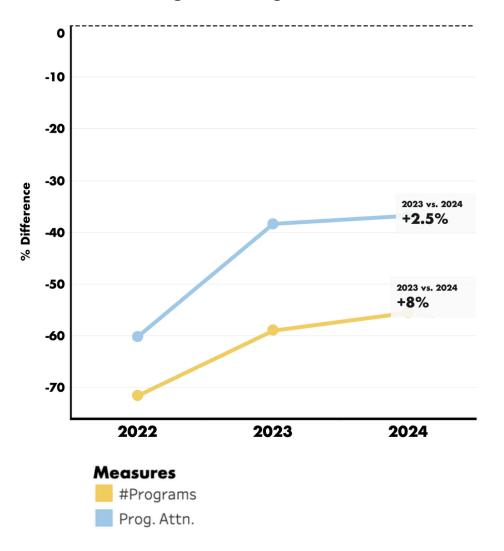
## 3. LIBRARY PROGRAMS AND SERVICES

Libraries are reporting increases in the number of programs offered and program attendance for a third consecutive year. This is strongly connected to significant changes observed in how patrons are engaging with library programs and services in general.

Library programs have recorded encouraging improvements in terms of the number of library programs and the number of people in attendance, continuing their historic ability to adapt to the evolving needs of their service areas.

The current LIS data shows that there has been an 8% growth in the number of program offerings, and a 2.5% growth in program attendance from 2023 to 2024, gradual but steady improvements in key metrics. Additionally, early literacy and school-aged programs remain a core priority for libraries, with 69% of respondents ranking associated programs as the most frequently offered and highest attended.

Figure 5. 3-Year Trend: Program Offerings and Attendance



"Our philosophy is that everyone on staff is a programmer. Even those not directly leading a program get involved according to their interests and passions, from chess and vinyl clubs to crochet and line dancing, yoga and DJing, even micro business support. Customers really appreciate the results."

> - Leo Segura, Library Operations Director, Las Vegas-Clark **County Library District (NV)**

## 4. STAFFING AND BUDGET

Total full-time employee (FTE) library staffing levels declined in 2024 and are still below 2019 levels. Budgets have gone up, but have not kept pace with record inflation.

This year's LIS results show a cumulative decline in number of FTEs since 2022. These declines can be observed first in 2019 to 2022 (a decline of -5.3%), followed right after by a slight increase in 2023 (a 3% increase). This increase was then followed by a decline of 3.6% from 2023 to 2024, adding up to a cumulative decline of -8.2% over the observed years.

Figure 6. Average FTE Staff: 2019 to 2024

Year	Average FTE Staff
2019	393
2022	375
2023	384
2024	322

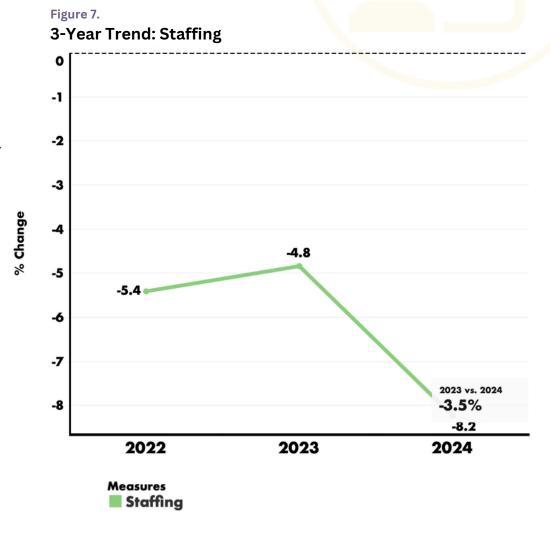
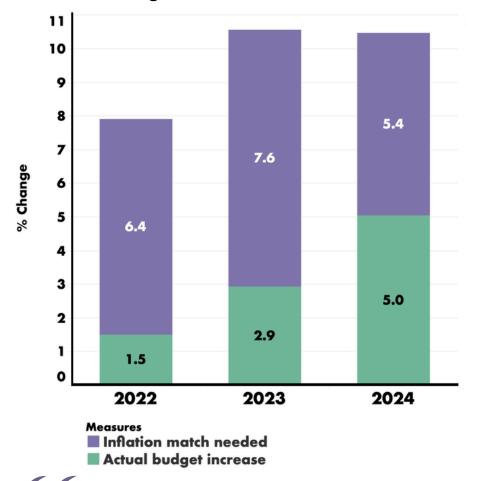


Figure 8. 3-Year Trend: Budget and Inflation



On the other hand, library fiscal budgets have recorded moderate increases over the last three years, with the latest trend being a 5% increase from 2023 to 2024. However, these increases are not catching up with inflation, with the most recent increase (2024 compared to 2023) still 5.4% shy of the increase needed to catch up with the 2024 reported inflation rate of 2.9%.

Figure 9. FY Budgets: 2019 to 2024

Year	Avg. FY Budget
2019	\$41,622,367
2022	\$45,459,688
2023	\$46,637,873
2024	\$50,468,837

"We made getting the best data we could about our library a priority. It's not just about better technology or procedures, but also making our staff aware of the importance. Data makes our reporting—and planning—much easier and more impactful."

- Scott Duimstra, Library Director, Hennepin County Library (MN)

## **New Branch Construction Trends: 2024**

For a second consecutive year, urban libraries have continued to invest in improving service delivery and access across their communities with the construction of new branch locations. These capital investments saw **17% of libraries surveyed building at least one new branch location in 2024** (a total of 29 new branch locations, up from 25 in 2023).

These new branches are moving ahead even with increased construction costs averaging \$808 per square foot in 2024, up from \$695 in 2023.

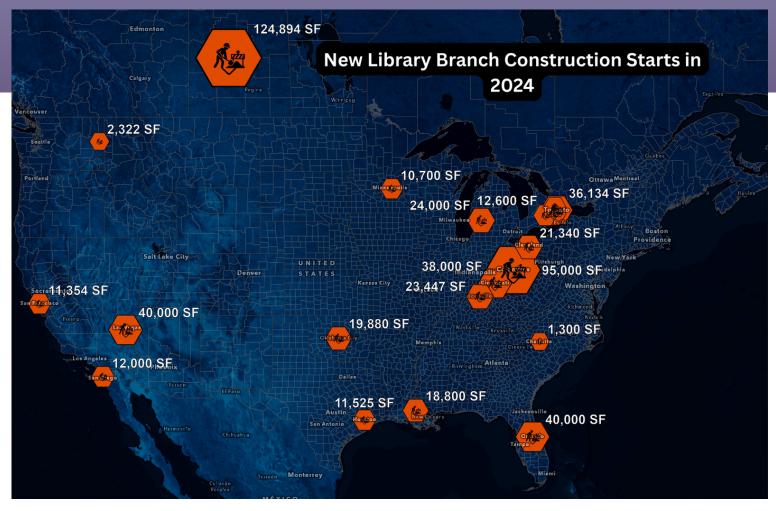


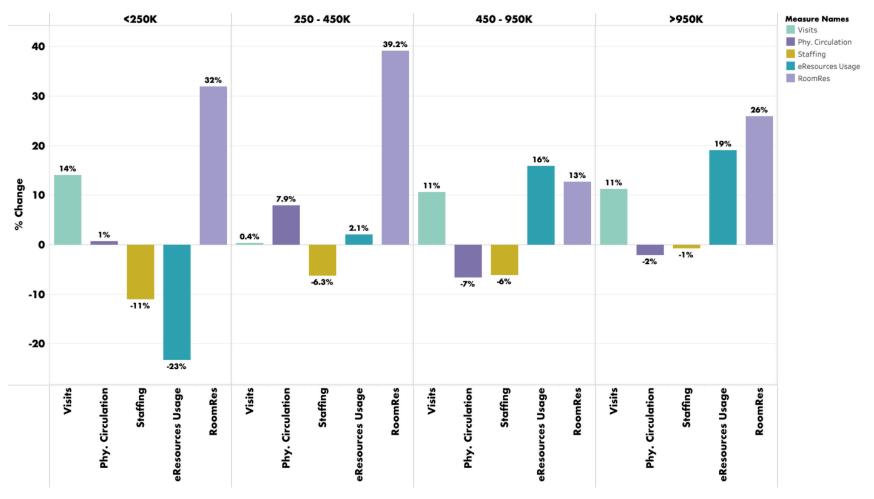
Figure 10. New Library Branch Construction Starts in 2024

## **USER TRENDS BY POPULATION SIZE**

In recognition of the unique community needs and resources available to each library system, the LIS analysis also examined the performance of libraries according to the size of populations they serve. The following sections analyzes the surveyed libraries based on the populations of their Library Service Areas (LSA) to determine and highlight user trends unique to each grouping. Notable trend differences between library systems of various sizes include user trends related to in-person visits, eResource usage, number of FTEs, total available programming, and average number of incident reports.

Figure 11.

Change in User Trends by Library Service Area: 2023 to 2024



## **USER TRENDS IN LIBRARIES WITH LSA POPULATIONS OF:**



## Less than 250,000

Similar to the overall trends, libraries in this category recorded increases in room reservations in 2024 (31% higher than 2023), while eResource usage saw a decline of 23%, more closely aligned with 2022 levels. These systems also saw an increase of 14% for in-person visits. On the other hand, challenges were observed, with staffing levels down by 11.5% when compared to 2023.



### Between 250,000-450,000

Library systems in this category recorded increases in 2024 for in-person visits (0.4% increase), computer usage (5.1% increase), and room reservations (39% increase). These libraries have largely maintained the same usage levels of eResources from 2023 to 2024.



### Between 450,000-950,000

In line with the general trend, library systems in this category recorded major increases in 2024 when it comes to in-person visits (up by 10.7%) eResource usage (up by 14%), and Room Reservations (up by 13%).



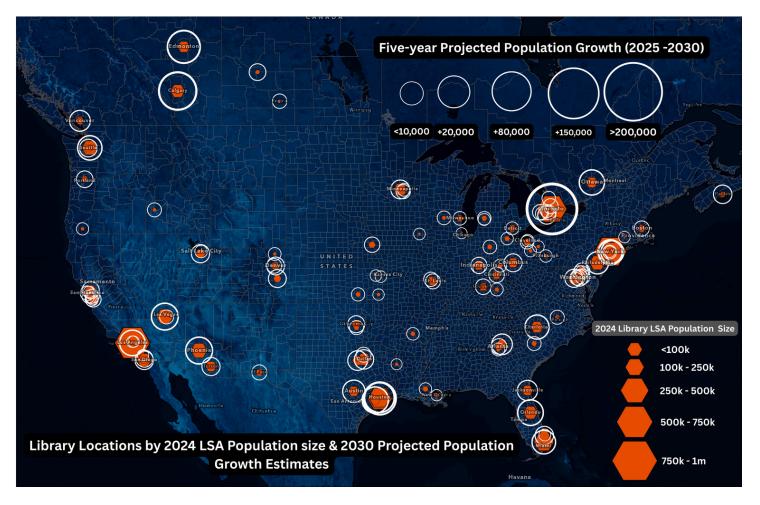
## 950,000 and Above

Library systems in this category recorded multiple increases across the categories. LIS data shows that in 2024, these libraries recorded significant trend increases in terms of in-person visits (up by 11%), computer usage (up by 9.5%), room reservations (up by 26%) and eResource usage (up by 19%). This category of library system recorded slight increases in 2024 when it comes to number of programs offered (up by 8.8%), and program attendance (up by 2.7%). Finally, among all the library sizes analyzed, libraries in this category were the only ones to record a significant increase in incident reports in 2024 (up by 34% since 2023). However, it's important to note that this was not found to be significantly different from 2019.

"To rebuild from low program attendance numbers, we turned to the community to create a strategic plan. Our customers asked us to go beyond traditional library events like story times, and become a bridge to specialized services for senior groups, parents, and more."

- Sarah Douglas-Murray, CEO, Milton Public Library (ON)

Figure 12.
Library Locations by 2024 LSA Population Size & 2030 Projected Population Growth Estimates



Population across library service areas (LSAs) in North America is projected to grow in the next five years by an average of 3.9% compared with 2024, driving higher demand for services. Based on current per capita usage rates, in-person visits are expected to rise 5.3%, eResource use 3.4%, and room reservations 5.1%. Budgets per LSA population will need to increase 6.4% to maintain current funding levels. Growth will be most pronounced among libraries serving populations 950K and above, with projected gains of nearly 4.6% in population, 7.5% in visits, and 5% in eResource use, and 9.3% in room reservations. In response to this current and future expansion, 17% of systems reported new branch construction in 2024, totaling 29 branches at an average cost of \$808.58 per square foot (up from \$695 in 2023).

### LOOKING FORWARD

The following are key takeaways, based on the trends and insights observed from the 2025 LIS data, for libraries to consider for strategy development and systems operation planning.

## 1. Redesign & Reimagine Library Spaces

#### Context

LIS 2025 data shows **three consecutive years of growth in room reservations** (up 25% year-over-year in 2024) **and eResource usage** (up 14.8% year-over-year in 2024), contrasted with sustained declines in physical circulation (down 1.7% in 2024, and down 30% since 2019).

#### **Opportunity**

Libraries could **repurpose underutilized areas** (e.g, print-heavy sections with declining circulation) into flexible, multi-purpose spaces to accommodate collaborative work, hybrid programming, and technology-enabled study areas.

#### **Impact**

**Aligns physical infrastructure with demonstrated demand**, positioning libraries as reliable "third places" in communities where social, professional, and educational needs converge.

# 2. Strengthen Resourcing and Workforce Planning

#### Context

Staffing levels fell 3.6% in 2024, even as in-person visits rose 9.8%, program offerings grew 8.4%, and attendance increased 2.5%. **Forecast models anticipate further growth in patron demand** (an increase of 5.3% in visits, and an increase of 3.9% in LSA population within 5 years).

### **Opportunity**

Libraries might consider implementing a **strategic workforce plan** that addresses:

- Baseline resourcing aligned with projected demand
- Upskilling and role redesign to support digital programming, AI tools, and new service delivery models
- Flexible and <u>adaptable staffing models</u> (such as shared service pools across branches, expanded volunteer engagement, partnerships with universities or workforce boards)

#### **Impact**

Ensures **sustainable service quality despite demand growth**, prevents staff burnout, and enhances capacity to deliver innovation.

# 3. Address Equity Gaps in Libraries with Less than 250K LSA Population

#### **Context**

Though the decline in staffing levels for all libraries is an issue in general, the situation in smaller libraries needs a more immediate resolution. **Libraries in this category recorded an 11% staffing decline in 2024**, despite facing projected LSA population growth (+3.8% over 5 years). Notably, these libraries also saw a decline of 23% in eResource usage in 2024.

## **Opportunity**

- Develop **targeted staff retention and capacity-building framework for smaller systems**, leveraging ULC's resources while dentifying opportunities for additional funding from public, private, and philanthropic resources
- Pilot shared digital service hubs and regional staffing alliances between libraries to offset resource gaps
- Implement community-specific marketing and outreach campaigns to re-engage declining eResource usage base

#### **Impact**

Prevents widening inequities across systems, ensuring all population segments benefit from public library infrastructure.

## 4. Build a Digital-Growth Strategy with Balanced Physical Engagement

#### Context

LIS highlights explosive growth in digital adoption (eResources up 58% vs. 2019), while physical circulation has plateaued. Computer usage, however, rebounded (up 11.9% in 2024) after multi-year declines, suggesting an integrated approach rather than a primarily digital strategy.

### **Opportunity**

- Invest in technology and platform modernization for seamless digital access (apps, portals, integrated discovery tools)
- Understand data and trends on who your digital collection serves and who your physical collection reaches to build an equity-based strategy
- Balance investments in e-book best sellers with diversity and depth in physical collections
- Develop a curated physical engagement strategy—designing immersive experiences (e.g., maker labs, cultural showcases, literacy incubators) that reaffirm the library's role as a community anchor
- Pilot "digital-physical convergence models" (e.g., QR-linked exhibits, hybrid book clubs, or community learning dashboards)

#### **Impact**

Protects against over-dependence on digital-only usage, while repositioning physical presence as experiential and unique, not transactional. Also ensures that the varying needs of various user groups are effectively considered.

## 5. Anticipate Emerging Patron Needs (AI, Literacy, Flexible Work)

#### Context

Libraries are increasingly recognized as trusted social infrastructure. Emerging societal needs include childhood literacy gaps, workforce reskilling, AI literacy, and demand for flexible workspaces.

## **Opportunity**

- Establish AI-literacy and digital skills programming as core offerings (e.g., AI tool workshops, misinformation resilience training)
- Expand library-as-workplace models, providing reservable work pods, video-enabled collaboration spaces, and workforce training hubs
- Double down on literacy partnerships (schools, NGOs, civic organizations) to reinforce libraries as frontline education partners

#### **Impact**

Positions libraries not just as reactive service providers, but as proactive civic innovators—strengthening their reputation as one of the most trusted institutions in North America.

# APPENDIX I.

### **FULL LIST OF PARTICIPATING LIBRARIES (122 LIBRARIES)**

- Alameda County Library (CA)
- Alexandria Library (VA)
- Allen County Public Library (IN)
- Anchorage Public Library (AK)
- Anne Arundel County Public Library (MD)
- Austin Public Library (TX)
- Baltimore County Public Library (MD)
- Barrie Public Library (ON)
- Berkeley Public Library (CA)
- Boise Public Library (ID)
- Boston Public Library (MA)
- Brooklyn Public Library (NY)
- Broward County Library (FL)
- Calgary Public Library (AB)
- Cambridge Public Library (ON)
- Carlsbad City Library (CA)
- Carnegie Library of Pittsburgh (PA)
- Cedar Rapids Public Library (IA)
- · Central Arkansas Library System (AR)
- Charlotte Mecklenburg Library (NC)
- Cincinnati & Hamilton County Public Library (OH)
- Clayton County Library System (GA)
- Cleveland Public Library (OH)
- Columbus Metropolitan Library (OH)
- Contra Costa County Library (CA)
- Cuyahoga County Public Library (OH)
- Dakota County Library (MN)
- Dallas Public Library (TX)
- Dayton Metro Library (OH)
- DC Public Library (DC)
- DeKalb County Public Library (GA)
- Denver Public Library (CO)
- Detroit Public Library (MI)
- Durham County Library (NC)
- East Baton Rouge Parish Library (LA)
- Edmonton Public Library (AB)
- El Paso Public Library (TX)
- Enoch Pratt Free Library (MD)
- Fairfax County Public Library (VA)
- Ferguson Library (CT)
- Fort Bend County Libraries (TX)
- Fort Vancouver Regional Library District (WA)
- Fort Worth Public Library (TX)

- Free Library of Philadelphia (PA)
- Frisco Public Library (TX)
- Glendale Library, Arts & Culture (CA)
- Grand Rapids Public Library (MI)
- Greensboro Public Library (NC)
- Gwinnett County Public Library (GA)
- Halifax Public Libraries (NS)
- Hamilton Public Library (ON)
- Harris County Public Library (TX)
- Hartford Public Library (CT)
- Henderson Libraries (NV)
- Hennepin County Library (MN)
- Hoboken Public Library (NJ)
- Houston Public Library (TX)
- Howard County Library System (MD)
- Jackson County Library Services (OR)
- Jacksonville Public Library (FL)
- Jefferson County Public Library (CO)
- Jersey City Free Public Library (NJ)
- Johnson County Public Library (IN)
- Kansas City Public Library (MO)
- Kent District Library (MI)
- King County Library System (WA)
- Kitchener Public Library (ON)
- LA County Library (CA)
- Las Vegas-Clark County Library District (NV)
- Lawrence Public Library (KS)
- Lexington Public Library (KY)
- Los Angeles Public Library (CA)
- Louisville Free Public Library (KY)
- Madison Public Library (WI)
- Mandel Public Library of West Palm Beach (FL)
- Metropolitan Library System (OK)
- Milton Public Library (ON)
- Milwaukee Public Library (WI)
- New Orleans Public Library (LA)
- New York Public Library (NY)
- Oakville Public Library (ON)
- Omaha Public Library (NE)
- Orange County Library System (FL)
- Ottawa Public Library (ON)
- Palm Beach County Library System (FL)
- Palo Alto City Library (CA)

- Pasadena Public Library (CA)
- Phoenix Public Library (AZ)
- Pikes Peak Library District (CO)
- Pima County Public Library (AZ)
- Pioneer Library System (OK)
- Poudre River Public Library District (CO)
- Prince George's County Memorial Library System (MD)
- Queens Public Library (NY)
- Regina Public Library (SK)
- Richland Library (SC)
- Saint Paul Public Library (MN)
- Salt Lake City Public Library (UT)
- Salt Lake County Public Library (UT)
- San Diego County Library (CA)
- San Diego Public Library (CA)
- San Francisco Public Library (CA)
- San Jose Public Library (CA)
- San Mateo County Libraries (CA)
- Santa Clara City Library (CA)
- Santa Clara County Library District (CA)
- Saskatoon Public Library (SK)
- Shreve Memorial Library (LA)
- Skokie Public Library (IL)
- Spokane Public Library (WA)
- St. Charles City-County Library District (MO)
- St. Louis County Library (MO)
- Stark County District Library (OH)
- The Indianapolis Public Library (IN)
- The Public Library of Youngstown & Mahoning County (OH)
- The Seattle Public Library (WA)
- Toledo Lucas County Public Library (OH)
- Topeka and Shawnee County Public Library (KS)
- Toronto Public Library (ON)
- Vancouver Public Library (BC)
- Vaughan Public Libraries (ON)
- Wichita Public Library (KS)

# **APPENDIX II.**

# INFORMATION ABOUT SURVEY INSTRUMENTS, DATA PREPARATION, AND STATISTICAL METHODOLOGIES

All ULC members were invited to contribute to the 2025 Library Insights Survey. Data was collected for calendar year 2024 from July 14, 2025, to August 14, 2025, via Qualtrics. ULC followed up with individual library systems in the presence of extreme outlier (>100% change). Missing values were evaluated on a case-by-case basis. A "Library Size" feature was created by segmenting data according to the reported LSA. Size "bins" were chosen based off of the distribution of the feature, with the intention of having similarly sized groupings while still maintaining generalizability.

User trends are evaluated by calculating the year-over-year percentage change of key measures while identifying points where significant differences are observed. This also includes per-capita analysis of usage trends to capture service area population engagement levels with library programs and services. A new addition to LIS 2025 is a demand forecasting element. LIS 2025 presents 5-year population growth projections of library service area (LSA), as well as 5-year projections of key library services.

Notable trends were identified as a change across all libraries where it is unlikely (<5%) that the change could be due to error, random chance or a large change in a few responses. Significant increases and decreases in survey variables were identified statistically using Wilcoxon Signed-Rank Tests. Relative change was calculated using the mean average and mean average by size. Per-capita versions of the survey variables were also tested.

To make projections, each library's estimated library service area (LSA) population was calculated using the reported 2024 LSA population and ESRI's 5-year compound growth rate by municipality. Then, for each library, an estimated value for each variable was found using the projected population and today's usage rates. Using the estimated population and current usage rates to project volume better reflects the true proportion of the population that uses the library. Individual library system projections will be able to be viewed via the ULC Data Hive.

The Esri 2025-2030 Population Compound Annual Growth Rate (CAGR) is an annualized measure describing the direction (either positive or negative) and magnitude of change in the total number of persons between the years 2025 and 2030. Annualized means that the resultant value reflects a rate of change over a twelve-month time period. This permits analysis of multiple growth rates between values measured at differing points in time using a common time period of twelve months; the annualized growth rate is repeated, or compounded, each year. The CAGR is sometimes referred to as the growth rate, annual rate, annualized growth rate, or compound growth rate; refer to the <a href="CAGR variable formula">CAGR variable formula</a>. See <a href="Updated Demographics">Updated Demographics</a> for more information on Esri Demographic variables.

# APPENDIX III.

## **SURVEY INSTRUMENT QUESTIONS & RESPONSE OPTIONS BY SURVEY SECTION**

Survey Section	Prompt(s)	Response Option(s)
General Information	<ol> <li>Library name</li> <li>Central library address</li> <li>Your name</li> <li>Your title</li> <li>Email</li> </ol>	[Text]
	6. Did your library participate in the 2024 Library Insights Survey 7. Did your library participate in the 2023 Library Insights Survey	[Yes/No/Unsure]
Attraction & Attendance	8. Total in-person library visits in CY2024 9. Total number of branches in CY2024 10. Library service area population CY2024	[#]
Location Experience & Use of Space	11. Total internet computer usage by general public in CY2024 12. Total wireless sessions in CY2024 13. Total physical circulation in CY2024 14. Total eResources accessed in CY2024 15. Total number of reservable rooms across system 16. Total room reservations in CY2024 17. Total incident reports in CY2024	[#]
	18. Total number of in person library programs in CY2024 19. Total attendance to all in person library programs in CY2024	[#]
Library Services & Programs	<ul><li>20. Please rank the following age groups from highest to lowest cumulative attendance to library programs.</li><li>21. Please rank the following age groups from highest to lowest frequency of library programs.</li></ul>	a. Pre-school/early literacy, b. School Age, c. Pre-Teens, d. Teens, e. Adults, f. Seniors
Operations, Staffing & Budget	22. What is the legal basis of the library?	a. City/County, b. County/Parish, c. Library District, d. School District, e. Multi-jurisdictional, f. Municipal Government, g. Non-profit Assoc. or Agency, h. Other [Text]

	23. What is the primary *fundraising source of the library?	a. Library Foundation, b. Friends of the Library, c. Friends and Foundation, d. Fundraising pro, e. Library Director, f. Not Applicable, g. Other
	24. Which currency are you providing these numbers in - USD or CAD?	[Text]
Operations, Staffing & Budget	25. Total actual budget in FY2024 26. Total security budget in FY2024 27. Total building maintenance/operations budget in FY2024 28. Total materials budget in FY2024 28. Total print collections budget in FY2024 29. Total eBook/eAudiobook Budget in FY2024	[#]
	30. Are you able to provide total Print Collections and eBook/eAudiobook Budget from 2023, 2022 or 2019?	[Yes/No]
	<ul> <li>31. Total number of FTE library staff in FY2024</li> <li>32. Total number of open positions in FY2024</li> <li>33. Number of new branch constructions started in FY2024</li> <li>34. New branch construction cost per square foot</li> <li>35. Total square footage of new branch(s) construction</li> </ul>	[#]