

Meet the Danish Think Tank:

Libraries of the Future

The Danish Think Tank "Libraries of the Future" has the ambition to:

- Produce knowledge, analysis and cross-disciplinary activities about the future role of the libraries
- Generate professional, public and political debate, and awareness of the role of libraries now and in the future

The Think Tank is financed by 30 libraries, 4 library organizations and a few private companies - all participating in a variety of activities: analysis, workshops, debates, networks, conferences and campaigns.

Do we really have a PUBLIC library?

The segment analysis is the first and most detailed analysis focusing on the use of libraries, barriers and drivers. The analysis presents detailed knowledge around 10 segments and strategic policy input on the role of the public libraries.

There are significant differences in the 10 segments

- Monthly use: The 'Library super user' (female, 55+): 56 % versus the segment 'Middle age from lower middleclass': 21 %
- 34 % of the segment 'Young person completed a higher education' are digital library super users versus 18 % of the segment 'Young persons completed vocational training'
- 40 % of 'Young persons completed vocational training' have experienced the library helping them through their school or education, versus 61 % of 'Young persons completed a university degree'
- 99 % of the 'Library super user' segment expect to be a user of the digital library in the next three years versus 6 % of the 'Middle age from lower middleclass'

99 %

Top 3 factors that influence library usage

- Physical use of libraries leads to digital use of libraries: the effect of the physical use is 3.5 times as efficient as being a digital super user
- If the transport time increases by 10 min. the share of users decreases with 10 %
- 'The secret library': lack of awareness of library services both physical and digital - is one of the major barriers to library usage

10 %

"When I enter a library I see signs for children and adults but where do I belong?"
(male student)

"I am sorry to say - but there are not many votes in libraries"
(politician)

4

21 %

24/7

Digital expectation but physical dominance

- Physical and digital usage will grow towards one another within 3 years: 56 % expect to be physical users and 46 % expect to be digital users
- Digital behavior and expectations are transferred to the physical library: the library which is open 24/7 and has no queues (on demand) - across all 10 user segments
- The physical book is still the most important asset - 80 % of younger segments in education still prefer the physical book

34 %

The betwix and between - the library-user of the future?

The Think Tank has focus on generating detailed knowledge about young people from 15 - 29 years:

- The library as a physical place is more important for all 4 'youth-segments' than for other segments
- 35 % of all youth-segments think that the library has been overtaken by Google
- 41 % of the segment taking education rarely use digital books (fiction and non-fiction) with significant gender differences: male students are more digitally oriented



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