

Part 5: Libraries—A “Universal” Brand?

Patterns of familiarity, usage and awareness of library resources were generally consistent across regions surveyed.

Perceptions, usage rates and advice shared by respondents were generally consistent across all regions surveyed.

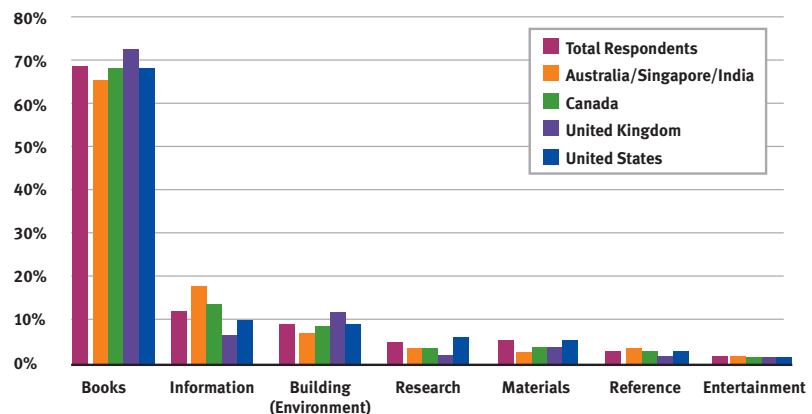
One of the noteworthy findings of the survey is the general consistency and uniformity of responses across geographic regions. While statistical differences certainly exist in survey responses, responses indicated a “universal” view of the library across regions surveyed. Responses about awareness, familiarity and usage of electronic resources showed consistent views across all geographic regions surveyed. Respondents indicate similar levels of favorability and trust of both libraries and search engines while “library” brand image and brand potential show common themes and similarities across the regions surveyed.

A series of the graphs used in other parts of this report have been duplicated on the next two pages to illustrate this observation. A quick scan of these charts highlights this pattern of uniform response.

Common Views across Geographic Regions

Top-of-Mind Thoughts about Libraries

What is the first thing you think of when you think of a library?

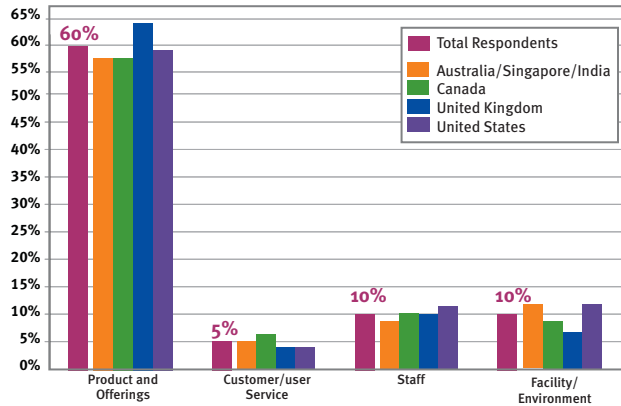


Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 807.

Common View Across Geographic Regions

Positive Associations with the Library

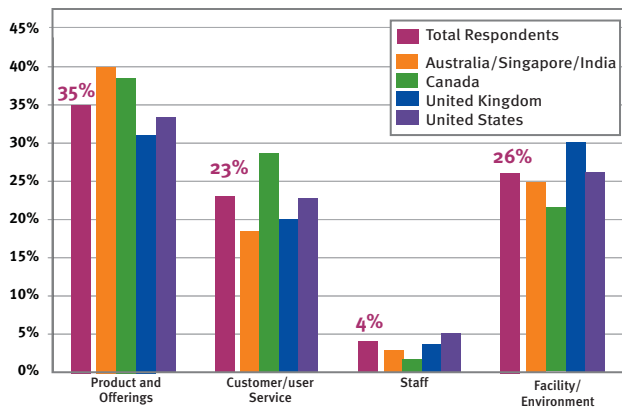
Please list two positive associations with the library.



Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 812a.

Negative Associations with the Library

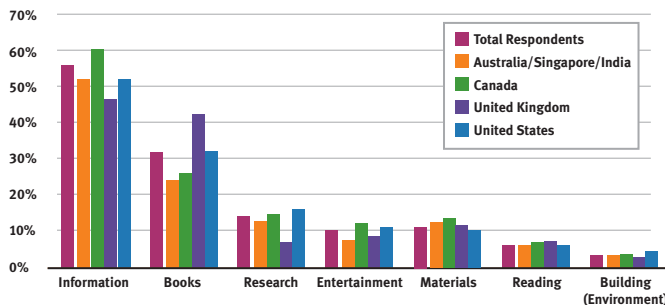
Please list two negative associations with the library.



Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 812b.

Main Purpose of the Library

What do you feel is the main purpose of the library?

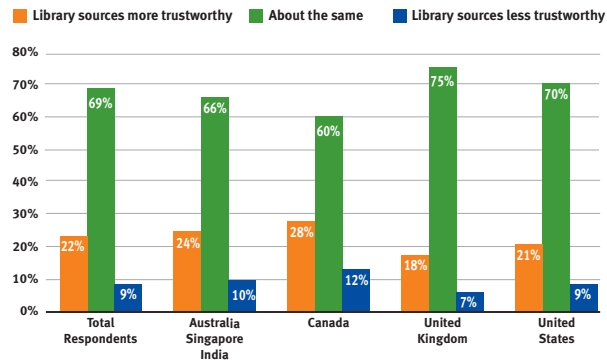


Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 810.

Common View Across Geographic Regions

Trustworthiness of the Library’s Sources vs. Search Engines

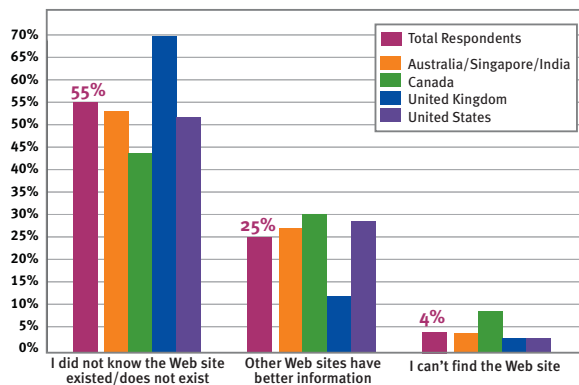
Thinking about your usage of your primary library and the things you like and dislike about it, is the information you get from library sources more or less trustworthy compared to information you can get from search engines?



Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 1205.

Reasons for Never Using the Online Library Web Site

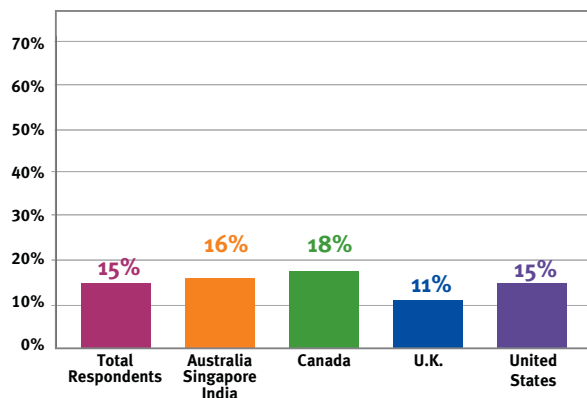
Why haven't you used the online library Web site?



Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 1090.

Lifestyle Fits Perfectly with the Online Library

The chart below indicates the percentage of respondents by geographic region who agreed that the online library is a perfect fit with their information needs and lifestyles.



Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 1345.

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