

## Institute of Museum and Library Services

### Core Customer Intelligence: Public Library Reach, Relevance, and Resilience

In partnership with the Las Vegas–Clark County Library District and IMLS, CIVICTechnologies completed the first big data study in the library world. This study investigated the "core customers" of ten public libraries: the customers who most actively checked out physical materials—books, DVDs and CDs. The purpose of the study was to obtain information and insights that help libraries retain these core customers and to reach and recruit new customers like them. Having detailed core customer intelligence—who they are, what they want, like and do—helps libraries stay nimble, adaptable, and relevant to customer and community needs, now and in the future.

*Better connections to customers are the keys to staying relevant and agile among ever-shifting technological, demographic, economic and social sands. When public libraries know their core customers in a meaningful, multi-dimensional way they can tailor more effective strategies, deploy resources more strategically and give customers what they want, need and use, now and in the future.*

*- Marc Futterman, CIVICTechnologies, President and CEO*

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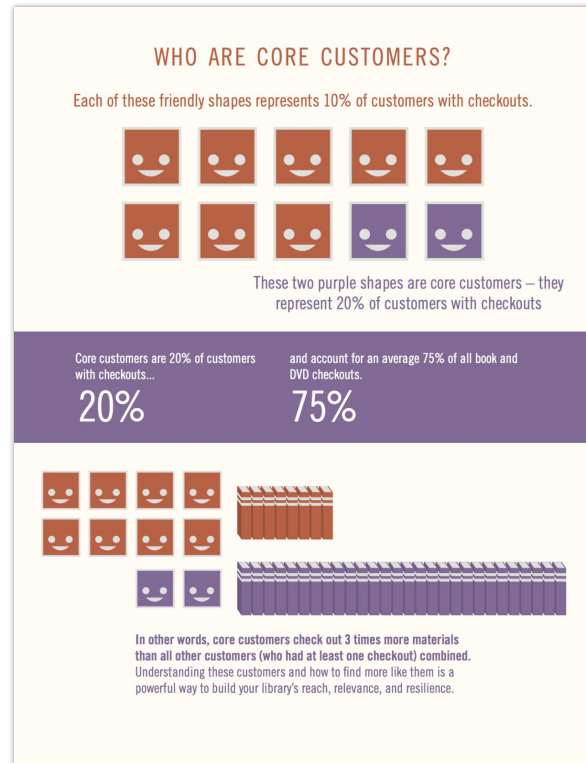
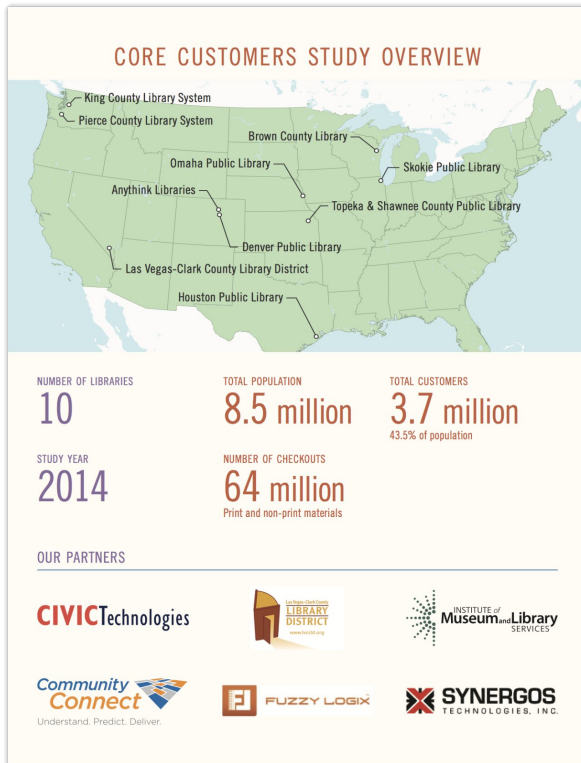
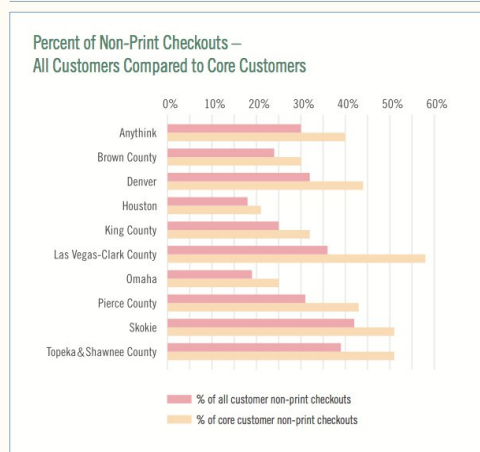


FIGURE 1

#### Percent of Checkouts by Core Customers

Library system	Percent of core customer checkouts to total checkouts
Anythink (CO)	73%
Brown County (WI)	76%
Denver (CO)	77%
Houston (TX)	73%
King County (WA)	76%
Las Vegas - Clark County (NV)	76%
Omaha (NE)	74%
Pierce County (WA)	78%
Skokie (IL)	78%
Topeka & Shawnee County (KS)	78%

FIGURE 2



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