



FOR IMMEDIATE RELEASE

February 7, 2014

CONTACT: Gretchen Pruett, Library Director

700 E. Common St.

New Braunfels, TX 78130

830.221.4322

gpruett@nbtexas.org

New Braunfels Public Library Releases Results from Technology Use Survey

New Braunfels, Texas — The results from November’s technology use survey of New Braunfels Public Library patrons indicate that the library plays an important role in the community in providing access to and assistance with computer technology and the Internet. “The Impact Survey,” which polled library patrons regarding their use of library technology services, reveals that a significant percentage of patrons (61%) receive help from library staff when using computers or the Internet at the library. Of those patrons, 89% have access to the Internet at home, school, or work but still choose to use the public library’s technology. This shows that the library offers critical technology resources, services and assistance, even as people increasingly have their own Internet access, computers and electronic devices.

The ways patrons use public library technology is also of significance. While 29% of patrons use library technology for social interaction, almost the same percentage use library technology for information on health and wellness (28%), educational activities (26%) and employment needs (27%). This shows that people who use the library's technology do so to fulfill a pressing informational need.

Use of technology services also ranks high for library visits. Of the survey respondents who report visiting the library in the past year, 64% use a public access computer or the library’s wireless network during their visits. Additionally, assistance provided by library staff is also indicated as a significant factor in library patrons’ use of technology. 94.9% of respondents said that library staff is very helpful in assisting with technology.

“The Impact Survey is an excellent benchmark for library technology services. We see that even though a majority of patrons have computers and Internet access at home, they come to the library to receive one-on-one help from our staff. The library offers personalized service with technology, and we also offer valuable online resources that help people in their daily lives,” said Library Director, Gretchen Pruett.

“Access to technology is increasingly an essential need in any community, and the public library serves as the source of free access for all.”

The Impact Survey, a national poll of libraries conducted by the University of Washington, started last year and runs through much of 2014. Later in the year the New Braunfels Public Library will compare its results to other libraries nationwide.

The complete Impact Survey results may be accessed on the library’s website at www.nbtexas.org/library.

#