

HOUSTON ACTION RESEARCH TEAM



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HPL Library Choice Model, Fall 2015

This HART, made up of undergraduate students from the fields of Architecture, Political Science, and Statistics, researched drivers of customer usage at neighborhood and regional libraries in the HPL System. The students used one year of card swipe data (from over 100,000 customers) to understand not only *how* customers use libraries in the system, but *why* they choose a particular library. Like previous HPL HART teams, the students found that a large number of customers travel outside of their assigned library service area to use libraries, but they also discovered that the majority of customers (86%) are loyal to a single library in the HPL system. By studying loyal customers, the students were able to create a “better product” model of non-neighborhood usage, as libraries’ ages, renovation statuses, number of programs, and square footage were shown to drive customers’ decisions to use a library outside of their assigned service area. These findings have important implications for HPL’s operations, future policy decisions, and library funding requests.

