



CENTER FOR CIVIC LEADERSHIP
RICE UNIVERSITY

HOUSTON ACTION RESEARCH TEAM



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This HART, made up of undergraduate students from Sociology, Political Science, Statistics, and Policy Studies, collaborated with the Houston Public Library by analyzing data from their most recent customer survey designed in collaboration with CCL faculty and staff. Building upon work by previous teams, the survey was designed to gather information on customer priorities and library uses outside of the information currently tracked by HPL. The team analyzed responses from over 11,000 library users concerning which libraries they visited, what they do at libraries, and what aspects of the library are most important to the respondents.

Library location, hours of operation and facility conditions were some of the most important factors, but other library aspects such as computers and programs, have a more dynamic role. Findings suggest that libraries are used differently around the city and that there is a relationship between customer priorities and actions. The team's effort provides critical information that will lead to increased effectiveness of resource allocation within the HPL system.

Average Customer Priorities

