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New Study Shows Library Users Want Access to Mobile Offerings
Full details in *Library Journal's Patron Profiles: Mobile Device, Mobile Content, and Library Apps*

New York, NY, January 18, 2012—*Library Journal* in partnership with Bowker released its second issue of the quarterly publication *Patron Profiles*. Based on trending research among a national sample of over 2,100 participants, *Patron Profiles: Mobile Devices, Mobile Content, and Library Apps* shows how the increased use of mobile devices impacts library usage and explores the issues, barriers, and opportunities for libraries and content providers.

As smartphone sales skyrocket (nearly 30 % of respondents have a smartphone, about 16% have a dedicated ereader, and 12% own a tablet) library patrons' usage and expectations rise. Despite these figures, very few respondents have actually downloaded library apps because the development of such apps is relatively nascent. *Mobile Devices, Mobile Content, and Library Apps* identifies what people would want from such apps as well as how libraries can support multiple formats and devices and provides clear action steps.

Patron Profiles is the first publication to target public library consumers and explores the relationship between the library and the book and media retail industries. The first issue, *Library Patrons and Ebook Usage* (October 2011), identified a strong connection between the borrowing and book purchasing behaviors of library patrons in the retail environment (over 50 percent of all library users go on to purchase books by an author they were introduced to in the library).

Library Patrons and Ebook Usage introduced the "Power Patron," a person whose reading and borrowing activity exceeds the behavior of the overall sample. Power Patrons "set the pace for library use and are a model to study when designing services to foster engagement with the library [and] should not be a group to take for granted."

In addition to the Power Patron, *Mobile Devices, Mobile Content, and Library Apps* digs deeper in library patrons in the 21-40 year-old age group "as heavier than normal consumers of digital content [they] tend to be active patrons who use the library for their own purposes as well as to meet the needs of their children."

"This group," says *Patron Profiles* Series Editor Rebecca T. Miller, "are voracious about how they use library services, and they are early adopters of technology. Getting to know

them provides insights into future demands, and responding to their needs, with an eye on the next generation, will help foster a deeper connection to what the library delivers.”

Patron Profiles is powered by Bowker PubTrack™ Consumer and sponsored by ProQuest, Baker & Taylor, Random House, and The Rowman & Littlefield Group. The next issue *Library Web Sites and Virtual Services* will be published in April 2012. Visit www.patronprofiles.com for more information.

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