

CIPFA Public Library User Survey Overall Results

2009

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1. INTRODUCTION

1.1 Background

This report presents the results of a national survey for all public libraries, both static and mobile services in Wiltshire. The survey follows strict guidelines laid down under the CIPFA Plus methodology (Chartered Institute of Public Finance and Accountancy) undertaken in each library by means of a self completion questionnaire handed to adult library users in September/October 2009.

1.2 Returns

Altogether 8,205 completed survey forms were received back for analysis. Results are accurate to +/- 1.1%. The table below shows the various returns from each library and the response rates achieved. The allocation of questionnaires reflects the size of library and takes into account opening hours and visitor numbers during the sampling period.

The lower survey response rate for mobile libraries is possibly due to the limited space and time available for mobile library customers to complete the form on the vehicle.

Loc	Name of Service Point	Days open per week	Hours open (Week 1)	No. of Issued surveys	No. of Completed surveys	Response Rate	Survey Basis
1	Salisbury	6	55.0	500	425	85.00%	Sample
2	Chippenham	6	55.0	500	429	85.80%	Sample
3	Warminster	6	46.0	500	403	80.60%	Sample
4	Devizes	6	51.0	500	427	85.40%	Sample
5	Trowbridge	6	52.0	500	395	79.00%	Sample
6	Bradford on Avon	6	46.0	500	375	75.00%	Sample
7	Calne	5	45.5	499	426	85.37%	Sample
8	Wootton Bassett	5	39.5	500	367	73.40%	Sample
9	Melksham	5	42.0	489	400	81.80%	Sample
10	Marlborough	5	42.5	474	413	87.13%	Sample
11	Corsham	5	38.5	500	425	85.00%	Sample
12	Westbury	5	38.5	420	384	91.43%	Sample
13	Malmesbury	5	38.5	473	409	86.47%	Sample
14	Amesbury	5	42.0	413	368	89.10%	Sample
15	Tidworth	6	34.0	236	234	99.15%	Census
16	Mere	6	45.0	324	309	95.37%	Census
17	Downton	6	26.0	194	168	86.60%	Census
18	Pewsey	3	19.0	204	190	93.14%	Census
19	Wilton	4	29.0	199	181	90.95%	Census
20	Chippenham Mobile	5.5	28.3	311	175	56.27%	Census
21	Wilton Mobile	5.5	24.5	318	238	74.84%	Census
22	Tisbury	3	13.0	88	82	93.18%	Census
23	Cricklade	5	20.0	121	115	95.04%	Census
24	Devizes Mobile	4	22.3	208	125	60.10%	Census
25	Warminster Mobile	4	22.5	270	142	52.59%	Census
26	Aldbourne	2	10.0	117	115	98.29%	Census
27	Durrington	4	19.0	119	117	98.32%	Census
28	Ludgershall	4	19.0	75	69	92.00%	Census
29	Purton	3	16.0	84	83	98.81%	Census
30	Ramsbury	3	10.0	58	51	87.93%	Census
31	Box	3	12.0	40	37	92.50%	Census
32	Lyneham	4	15.0	53	49	92.45%	Census
33	Market Lavington	2	10.0	49	47	95.92%	Census
34	Netheravon	2	10.0	34	32	94.12%	Census
	TOTALS:			9870	8205	83.13%	

1.3 Analysis

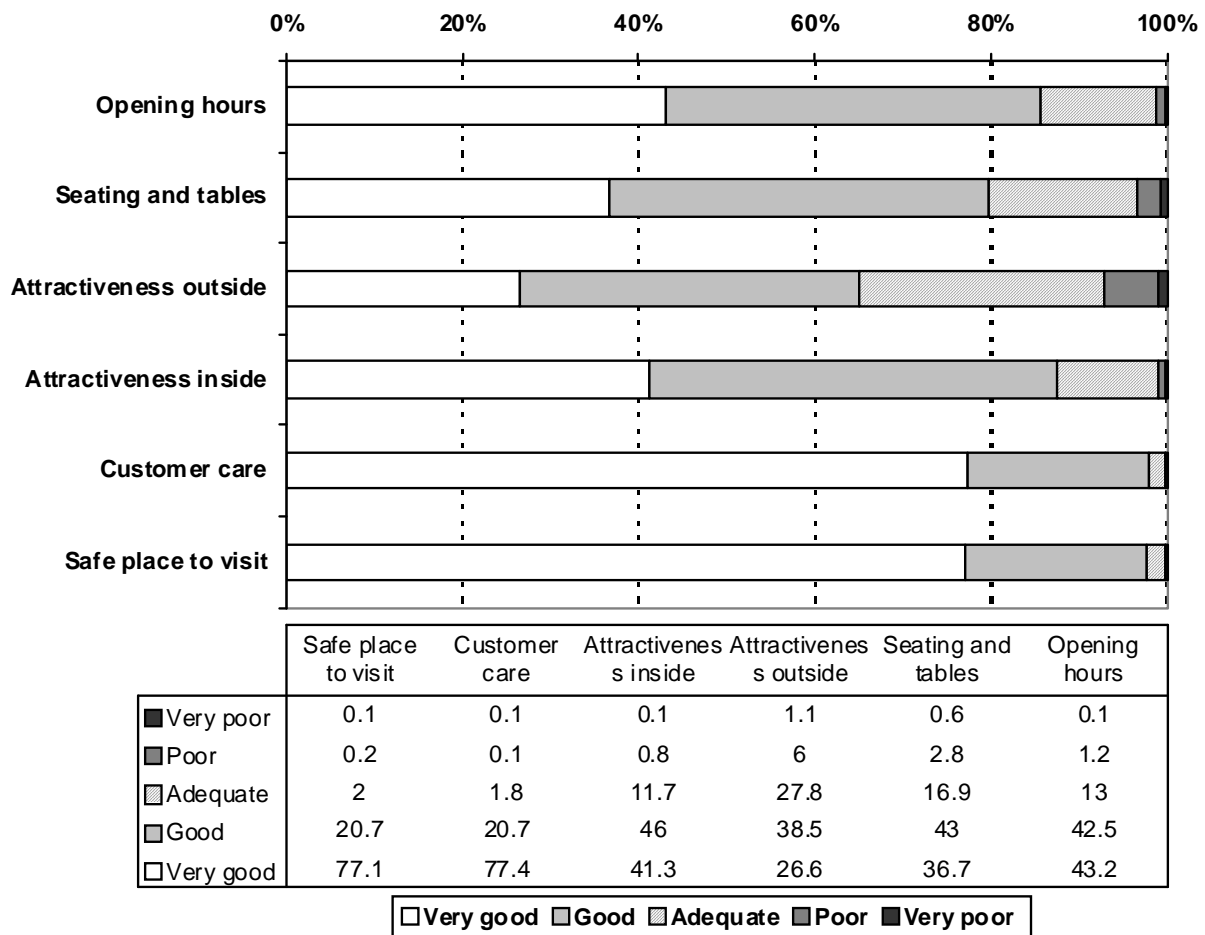
This report looks at the combined overall frequencies for each question. Separate reports will look into more detail for each individual library and at particular questions where results may be affected by gender, age, status etc.

2. SURVEY RESULTS

2.1 Section A: This Library

Q1. Please tell us what you think of this Library?

What do you think of this library?



Base 7240-7631

The overall results show that across all libraries the vast majority of respondents thought that the library was very good or good across a range of factors. Customer care was rated good or very good by 98% of respondents a remarkable achievement. Safety was rated good or very good by 97.8% of respondents. In general, there was only one factor that respondents rate something as poor or very poor and that was attractiveness from outside with 7.1%.

However, looking at each library in detail shows that there were some libraries where certain of the factors outlined above were not so well received and these are shown below.

Worse for opening hours

Tisbury	12.2% found the library poor or very poor
Market Lavington	10.9% found the library poor or very poor

Worse for seating and tables

Devizes Mobile library	50.0% found the library poor or very poor
Warminster Mobile library	40.4% found the library poor or very poor

Note that the two libraries above are mobile library and so have limited space on board. The worst static library for seating and tables was Ludgershall with 20.3% finding the library poor or very poor.

Worse for attractiveness outside

Pewsey	41.1% found the library poor or very poor
Trowbridge	23.8% found the library poor or very poor
Market Lavington	18.6% found the library poor or very poor
Chippenham	17.8% found the library poor or very poor

Worse for attractiveness inside

No library had over 5% who felt that the library was unattractive inside

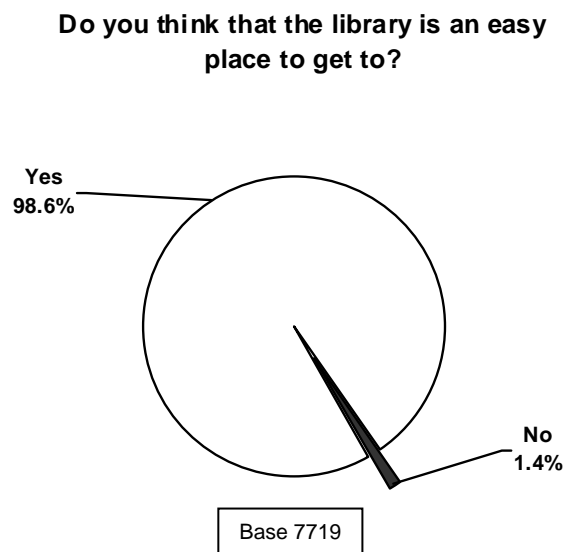
As a safe place to visit

No library had over 2% who felt that the library was unsafe

Customer service

No library had over 1% who felt customer service was poor or very poor

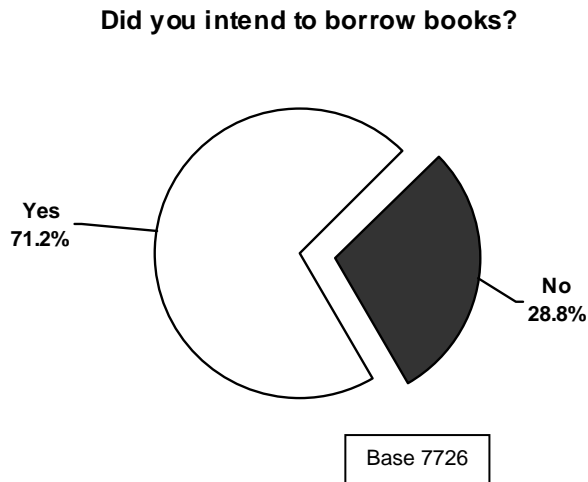
Q2. Do you think that the library is an easy place to get to?



Almost 99% of respondents felt that their library was an easy place to get to.

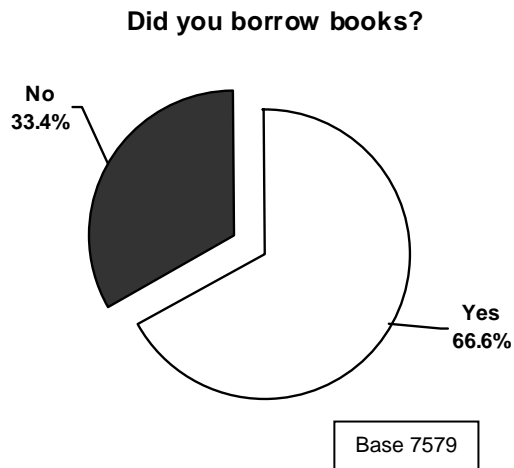
2.2 Section B: Books

Q3. *Did you come to this library today intending to borrow book(s)?*



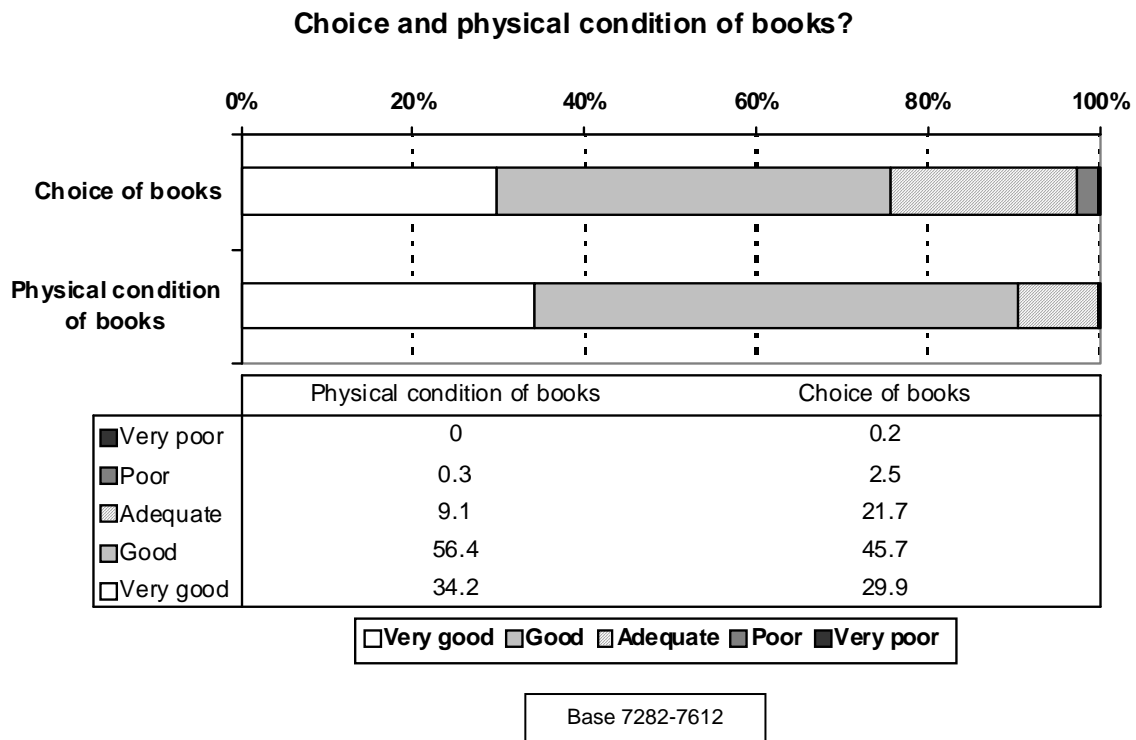
Books still provide a major reason for coming into a library.

Q4. *Did you actually borrow books today?*



Approximately two thirds of people actually borrowed a book.

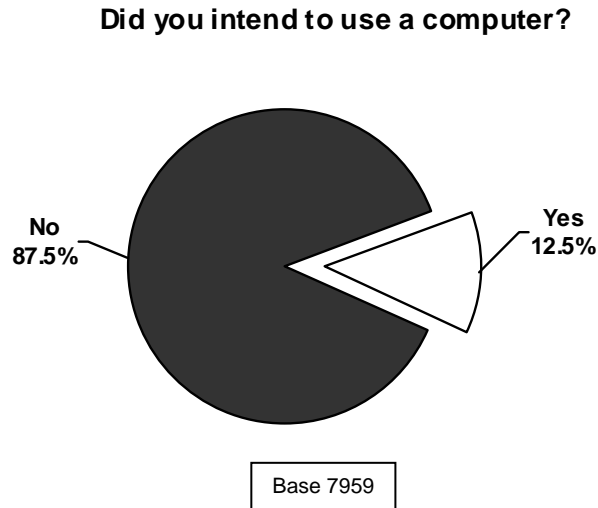
Q5. What do you think of the choice and physical condition of the books in this library?



Nine out of ten respondents thought that the condition of the books was very good or good. In terms of choice, over three quarters of respondents thought that the choice was also very good or good. There were only a very small number of people in only a few libraries where the condition of the books was thought of as poor or very poor. Wilton library had the highest percentage with just 2%. When it came to book choice, only two libraries, Lyneham and Purton, had over 5% who said that the choice of books was poor or very poor. Lyneham 6.4% and Purton 5.1%. Pewsey library had the third highest percentage of people who thought the choice of books was poor but there are plans for 2010 to build a new library which will have a much larger selection of books.

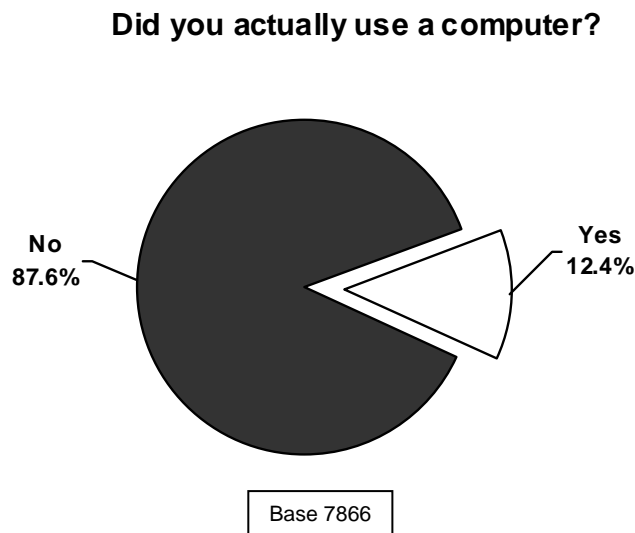
2.3 Section C: Computers

Q6. *Did you intend to use a computer during your visit to this library today?*



The vast majority of respondents do not come into a library to use a computer. It is interesting to note that among the younger age groups there was a much higher number who intended to use the computer, 40% of 18-19 year olds and 41.8% of 20-24 year olds

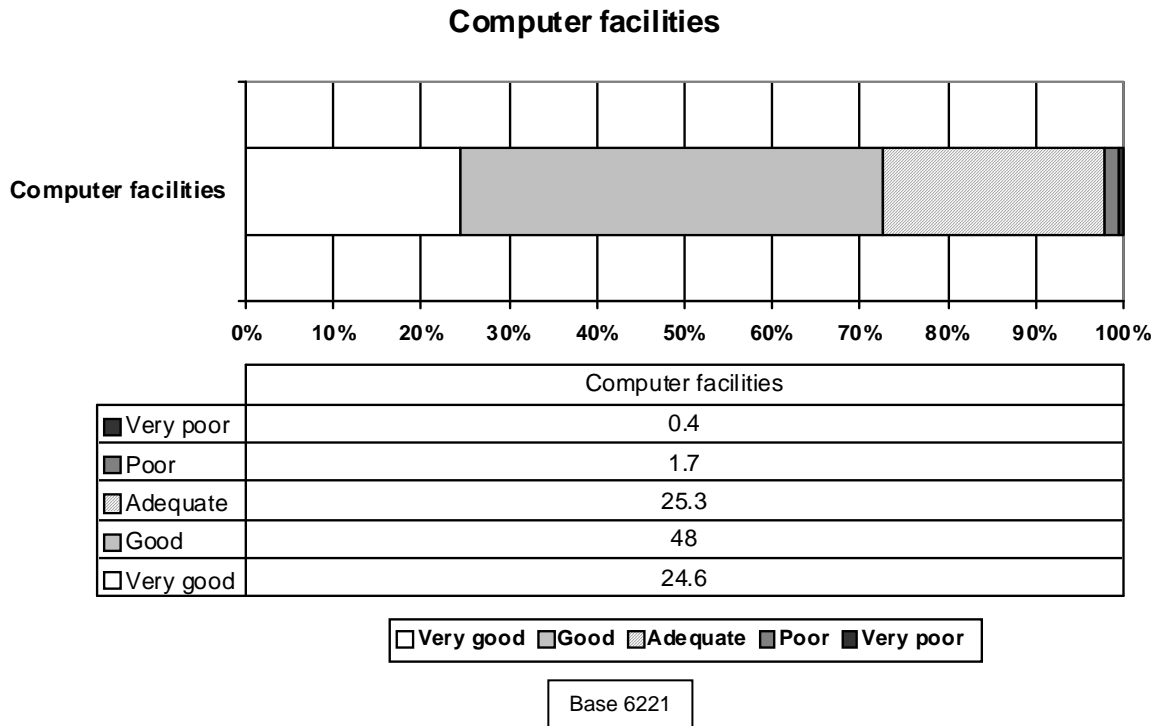
Q7. *Did you actually use a computer during your visit to this library today?*



The above charts indicate that those who came into a library intending to use a computer had no difficulty in doing so.

Of the total survey respondents, computer use was highest among early 20s with 40.4% of 20-24 year olds saying that they did use the computers while for the 18-19 age group it was over a third at 37.1%. In contrast, among those 90+ only 2.2% of those who came to the library actually used a computer.

Q8. How good are the computer facilities at this library?



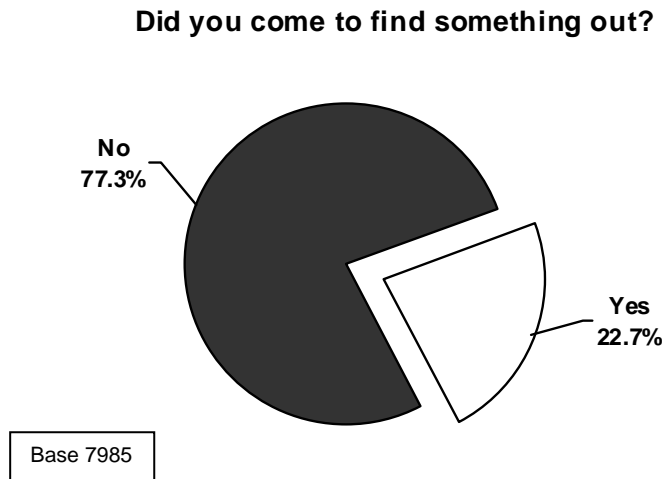
Overall, nearly three quarters of all respondents thought that computer facilities were good or very good. Only 2.1% thought they were poor or very poor. Interestingly nearly 2,000 respondents did not attempt to answer the question at all suggesting that a large number of respondents do not have first hand experience of using the computers in the library and therefore can not comment on how good or otherwise the facilities are.

One would expect the younger age groups to be perhaps more critical of the quality of computer facilities or to have a better knowledge of computers (as they tend to be the highest users at least in the libraries) it is interesting to note that there is no significant difference in their views about the quality of computers in libraries.

Wilton and Chippenham, the two mobile libraries which have computer facilities, do not exhibit any differences from the general figures recorded for all the other libraries.

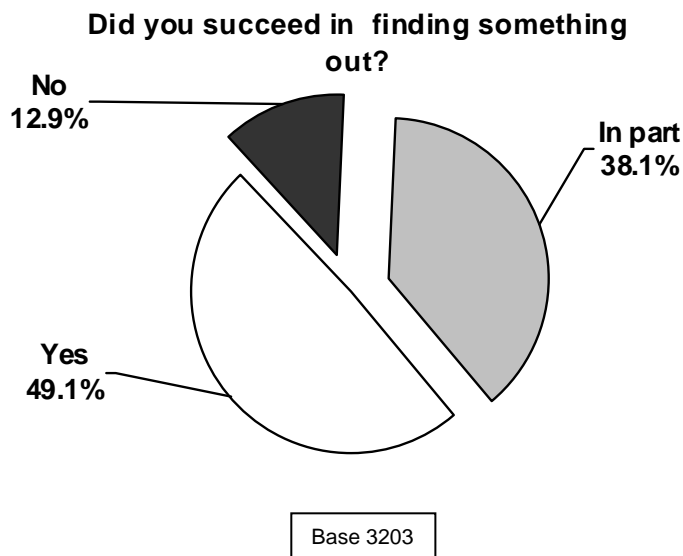
Section D: Finding Information

Q9. Did you come to the library to find something out?



More than 1 in every 5 people comes to the Library to find something out. Men are slightly more likely to come to a library to find things out with 28.6% saying this. In terms of age the 20-24 age group is the most likely to come to a library to find things out with 38.1% saying this. In contrast, only 9.1% of 90+ year olds come to a library to find something out.

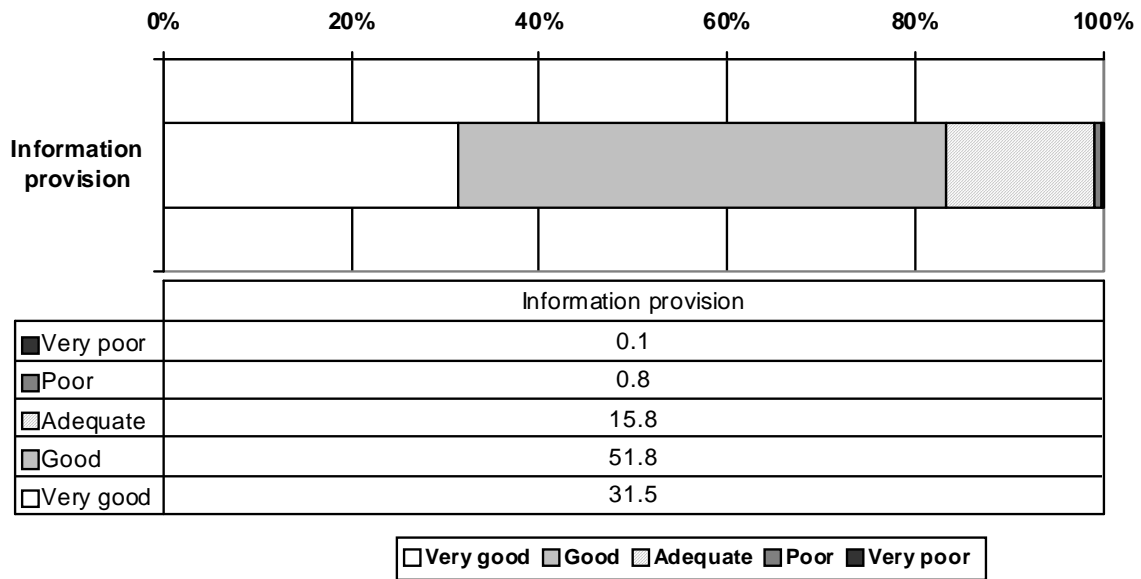
Q10. If you came to the library today to find something out, did you succeed?



Almost half of people who came to a library to find something out succeeded in their quest, with a further 38.1% of people succeeding in part. However, this still left more than 1 in 10 who did not. What we don't know is what was the nature of the information that they could not find an answer for so that we can not from the survey explore how this might be addressed if it indeed it can.

Q11. What do you think of information provision in this library?

Information provision

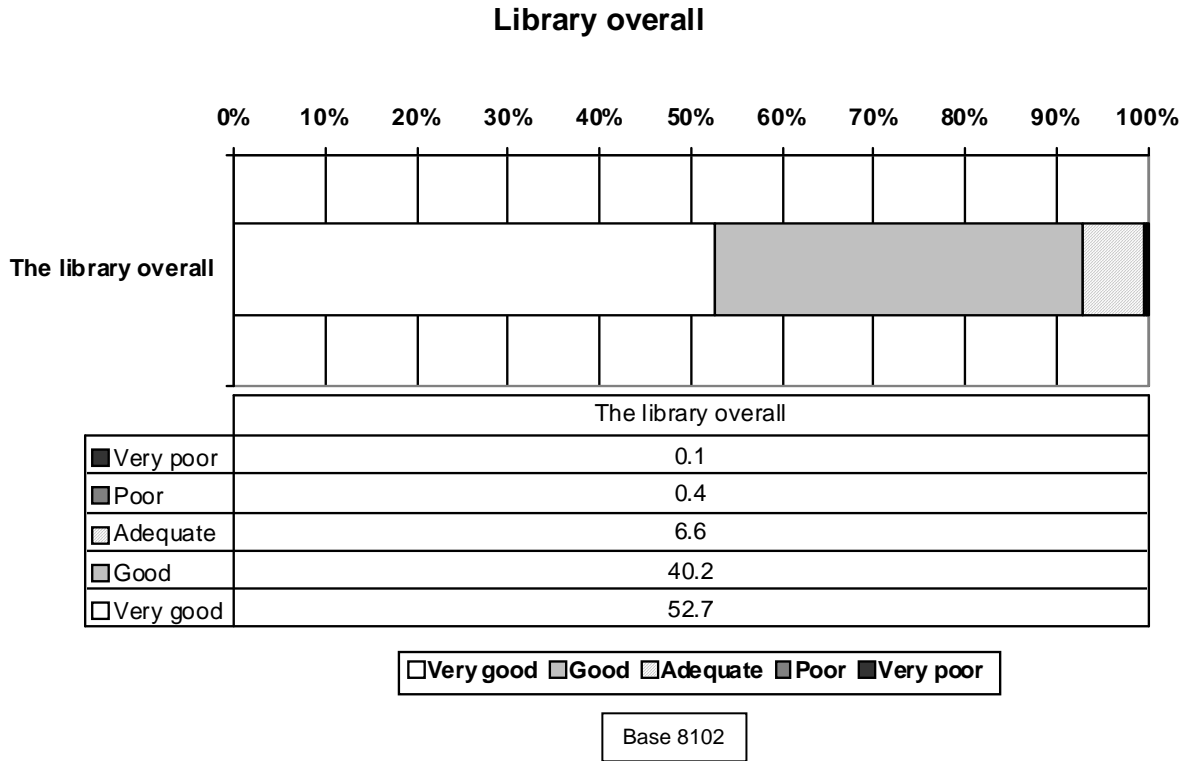


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The information provision at libraries was rated good or very good by 83.3% of respondents which was another exceptionally good performance.

Section E: Overall

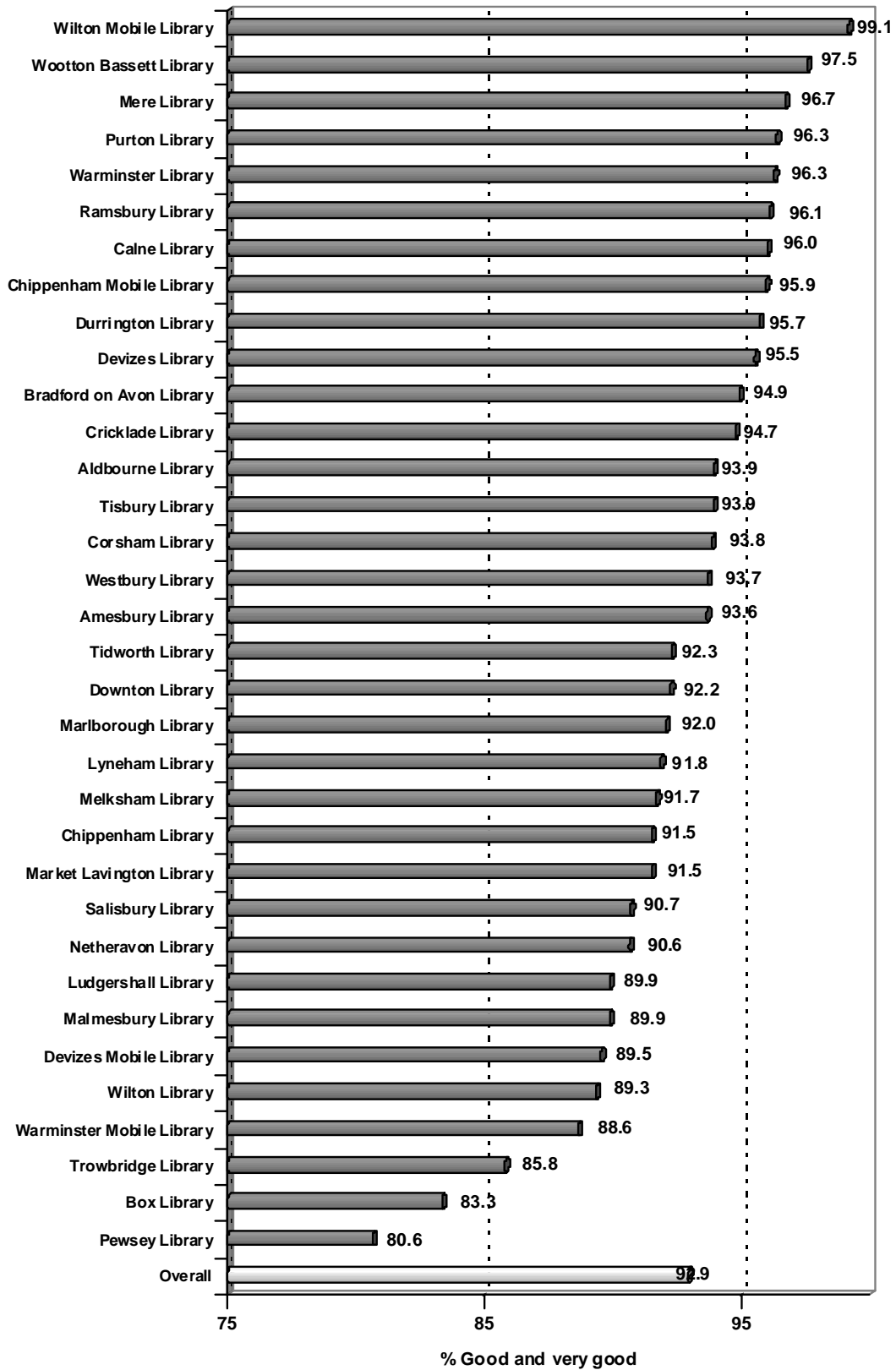
Q12. Taking everything into account, what do you think of this library?



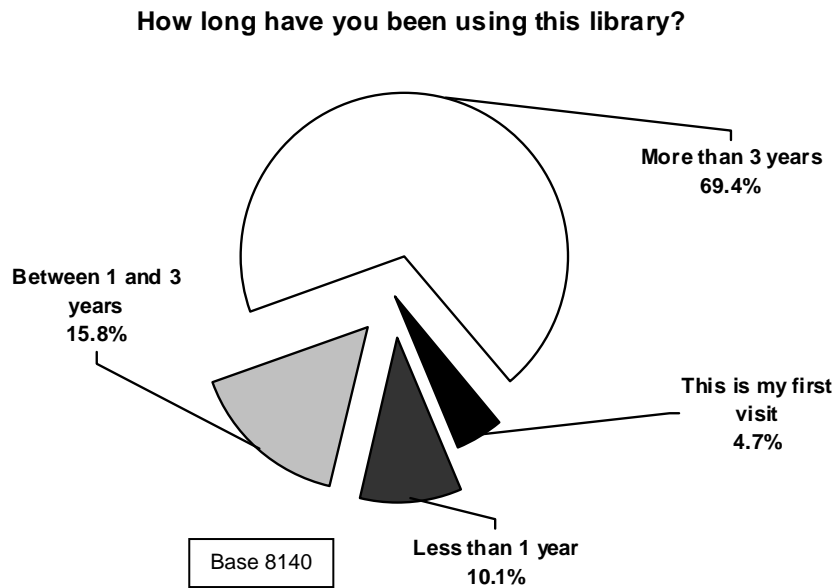
The final question on services asked respondents to take everything into account and rate their library. The results show that 92.9% of respondents rate their library as either very good or good. In fact less than 1% had anything bad to say about the library service overall. This was consistent across the genders and across all age ranges showing that libraries are well rated by all sections of society.

Looking at each library individually we can see that there is not a single library where the rating very good or good falls below 80%. One library, Wilton Mobile, scored a remarkable 99.1%. The individual scores are shown on the next page.

Overall what do you think of this library?



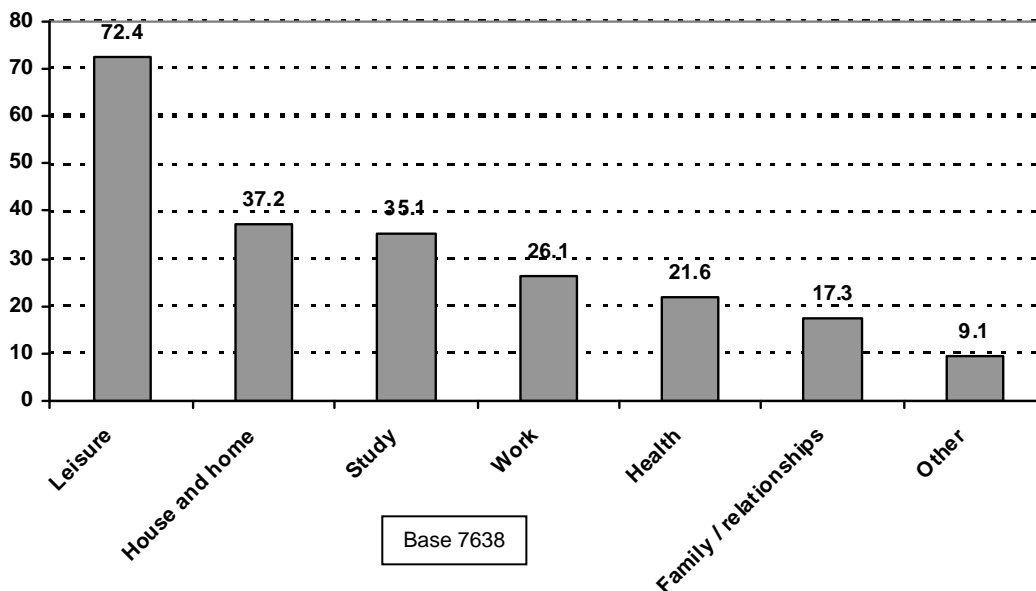
Q13. How long have you been using this library?



Almost 7 out of every 10 people have been using their local library for more than three years. Almost 5% of people, however, said that this was their first visit. Netheravon library had the highest number of first time visitors with 18.8%. Lyneham library has the lowest percentage of people who have been members for more than 3 years, 36.7%. This is possibly because of the close nature of the military base and soldiers moving away from the area often.

Q14. Has using the library helped you with...?

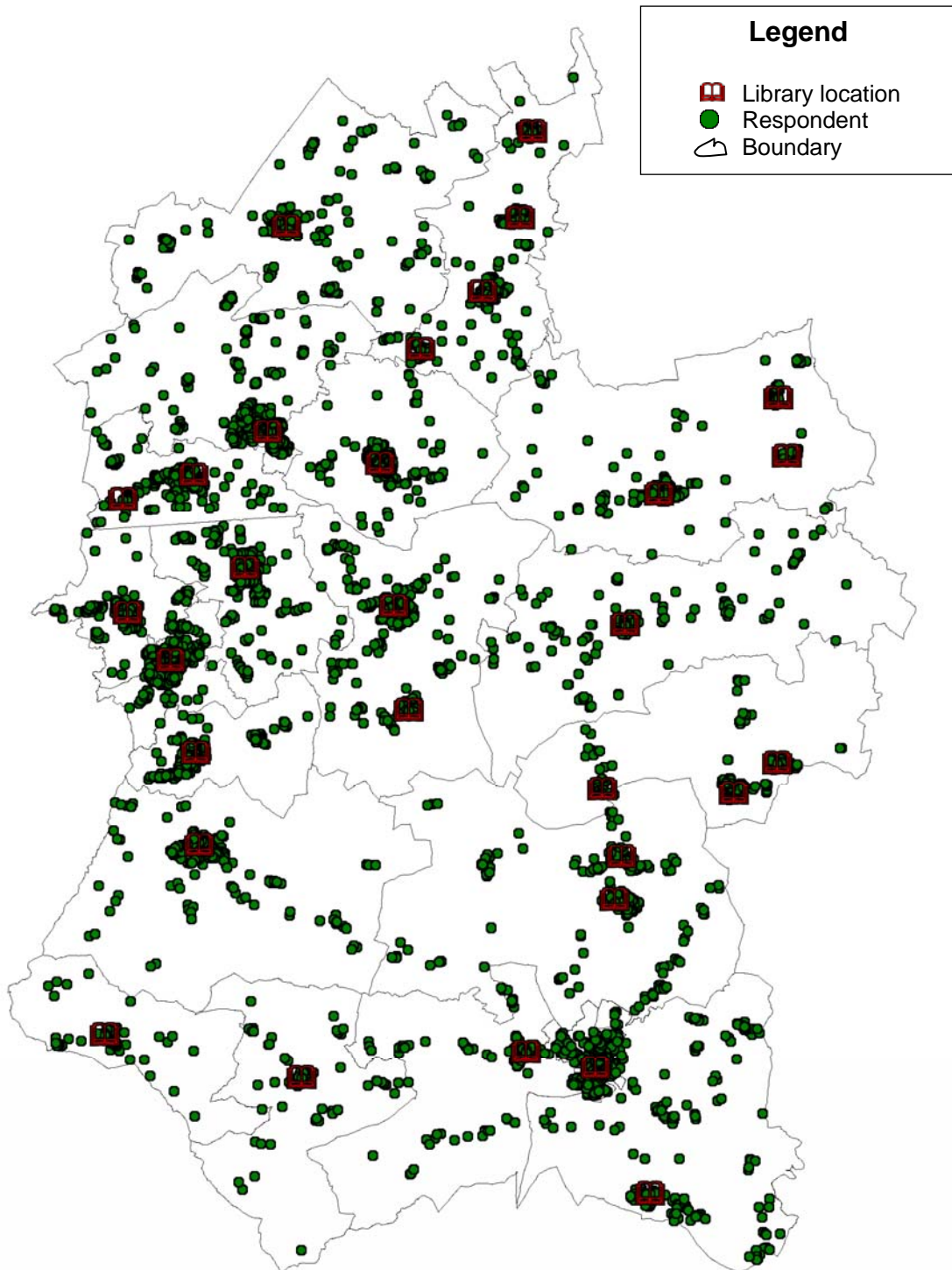
Has using the library helped you with...?



The percentages in the above graph are based on the number of people who answered all or part of question 14 and not the percentage for each part-question. Leisure was the highest with 72.4% of people within case respondents saying that the library had helped.

Section E: About you

Q15. Your postcode?

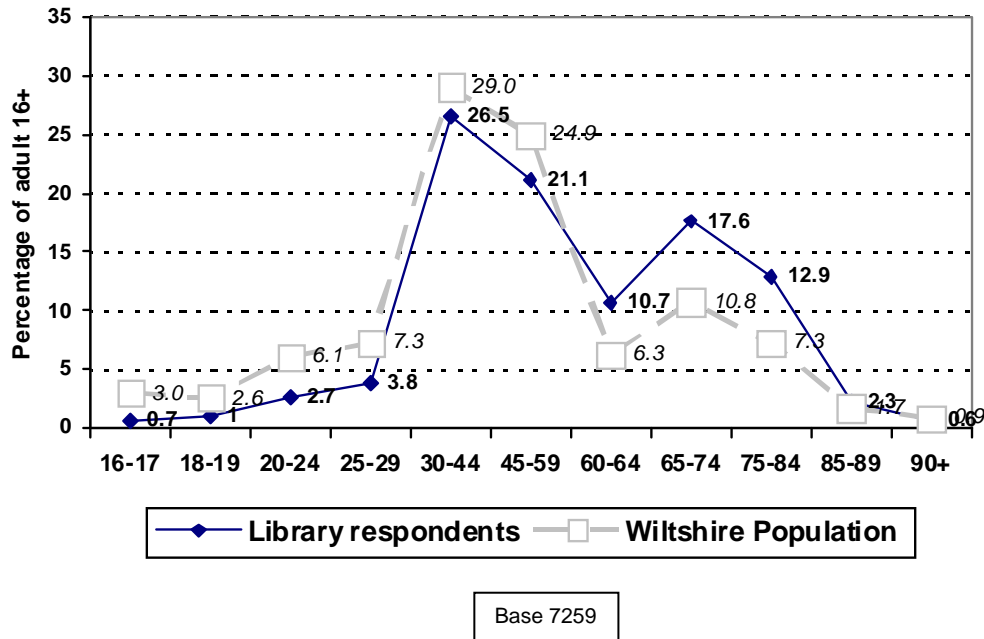


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The map above shows the home postcodes of all people in Wiltshire that filled out the survey, it also shows the location of the 30 static libraries.

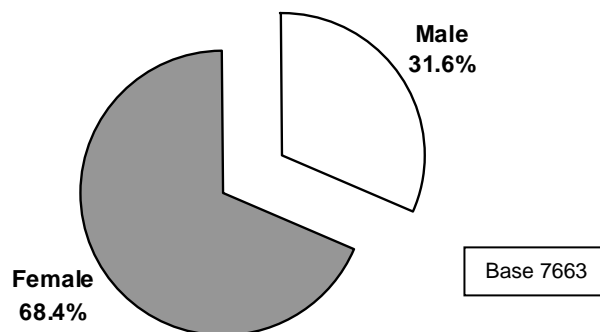
Q16. Your age?

Age range of respondents



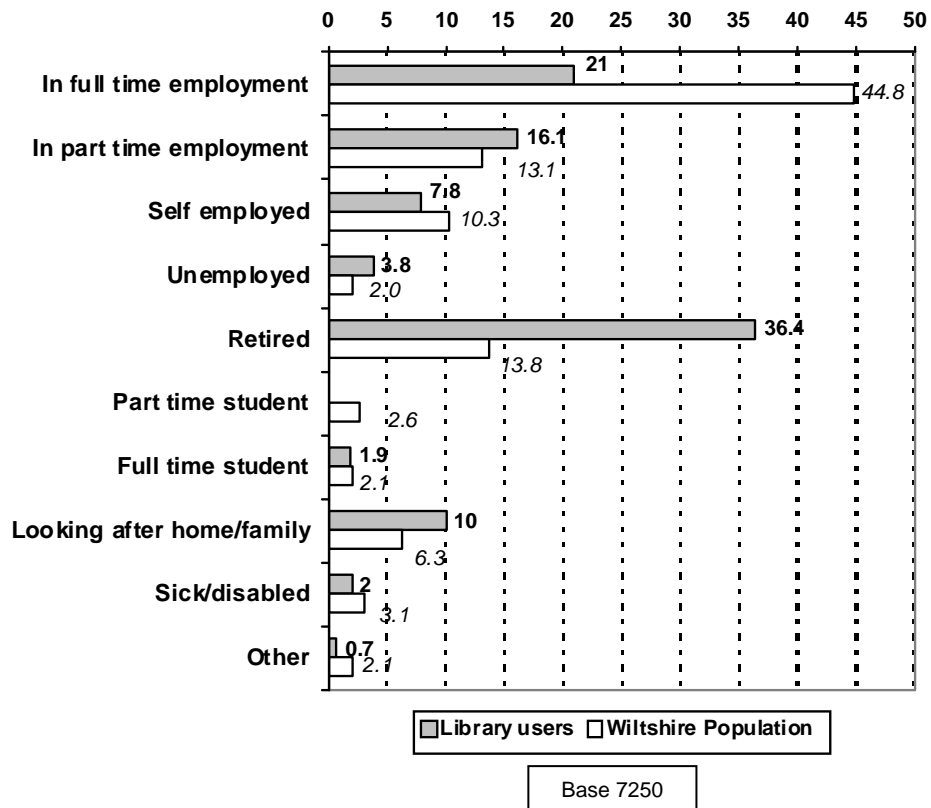
The survey covered adults aged 16 and over. There are plans to carry out a similar user survey for children in 2010/11. The age profile of library users shows a marked tendency towards the older age groups. Compared with the known population, based on the 2001 census figures and classifications, the percentage of under 30's using the library is low and is very low in those under 20. In contrast, there are nearly twice as many respondents aged over 65 using the library service than the number in the population would normally suggest.

Q17. Gender:



The results show that libraries are more popular with women than men by a large margin.

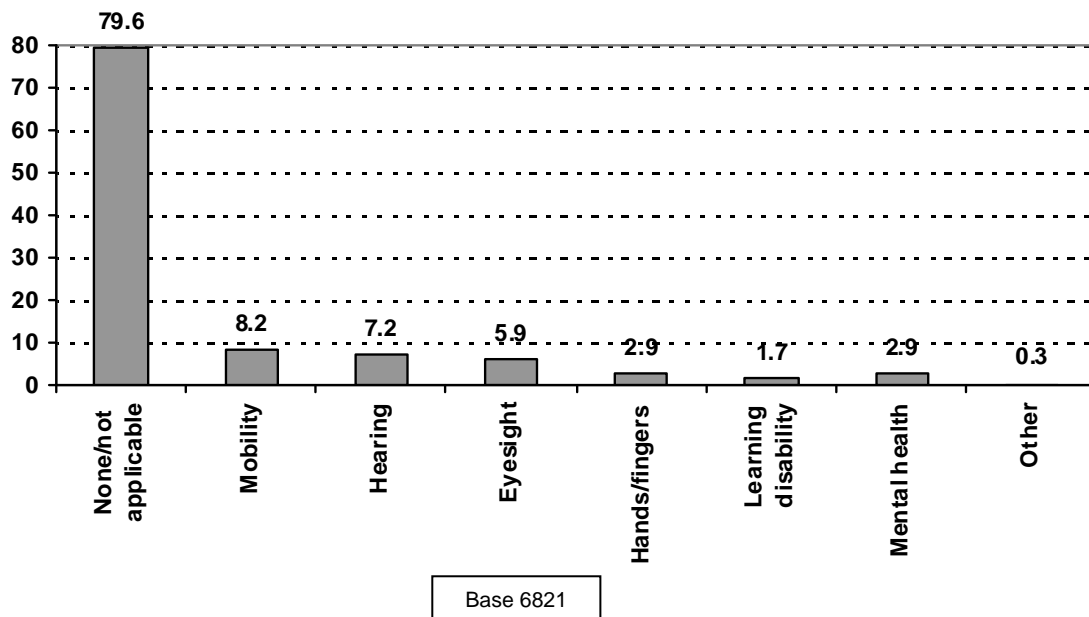
Q18. Are you:



The largest group are the retired, which is mirrored in the age profile of library users shown previously. When compared with the 2001 census data it is clear that those elements of society that have more time available, such as those who are retired or those looking after home and family are more likely to be library users than those in some form of employment.

Q19. Disability/Long-term illness

Do you have a disability?

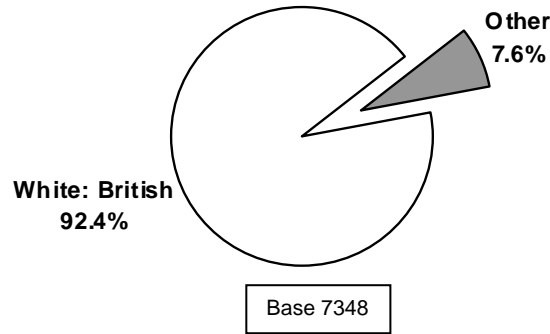


The percentages in the above graph are based on the number of people who answered all or part of question 19 and not the percentage for each part-question. This means the percentages shown above will not equal 100% as people were able to answer more than one option.

The majority of people, 79.6%, do not have a disability. However, whether it is due to the age profile of the users the incidence of disability in library users is well above that expected in the general population though not perhaps unexpected among the 65 plus age ranges.

Q20. What is your ethnic group?

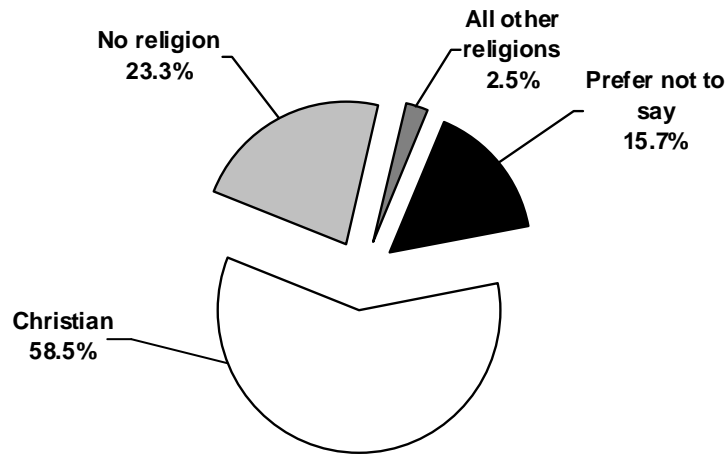
Ethnicity of library users



Ethnicity	Frequency	Percent
English / Welsh / Scottish / Northern Irish / British	6786	92.4%
Irish	123	1.7%
Gypsy or Irish Traveller	5	0.1%
Any other White background	207	2.8%
White and Black Caribbean	6	0.1%
White and Black African	7	0.1%
White and Asian	10	0.1%
Any other Mixed background	13	0.2%
Indian	19	0.3%
Pakistani	4	0.1%
Bangladeshi	9	0.1%
Chinese	12	0.2%
Any other Asian background	21	0.3%
African	19	0.3%
Caribbean	8	0.1%
Any other Black / African / Caribbean background	4	0.1%
Arab	1	0.0%
Any Other ethnic group	9	0.1%
Prefer not to say	85	1.2%

When compared to the 2001 census data the percentage of ethnic library users (7.6%) is slightly above the percentage of the minority ethnic population in the county (3.8%). However, since 2001 there has been a marked increase in the number of people from particularly the old eastern bloc countries that have come to Wiltshire mainly as economic migrants. This is reflected in the figures which shows that the second largest group using Wiltshire libraries are those from “any other white background” at 2.8% although we can’t be totally confident where their actual country of origin was as it was not asked.

Q21. What is your religion?



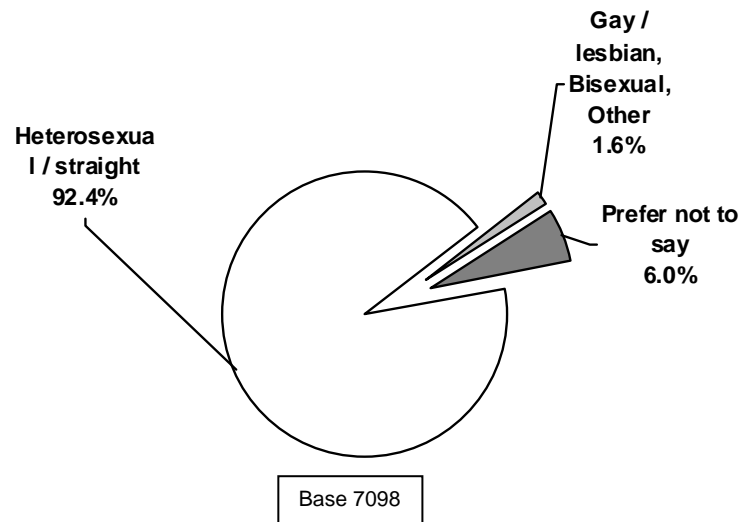
Religion	Census 2001		CIPFA 09	
	Freq	Percent	Freq	Percent
Christian	331758	76.6%	4801	58.5%
Buddhist	898	0.2%	42	0.5%
Hindu	392	0.1%	17	0.2%
Jewish	333	0.1%	17	0.2%
Muslim	1177	0.3%	24	0.3%
Sikh	235	0.1%	6	0.1%
Other religions	1463	0.3%	98	1.2%
No religion	65104	15.0%	1912	23.3%
Prefer not to say/left blank	31613	7.3%	1288	15.7%
Total	432973	100.0%	8205	100.0%

Please note the percentages in the above table and pie chart include missing responses so that we may compare with Census. The table shows that the majority of visitors to the library said they were Christian, 58.5%. This is however much lower than the 2001 Census, 76.6%. There is a significant decrease in people saying they are Christian among the younger age bands and there is an almost direct correlation between age and Christian/No religion respondents. The table below shows the age groups and the religion they identified themselves as.

Religion	16-17	18-19	20-24	25-29	30-44	45-59	60-64	65-74	75-84	85-89	90+	Total
No religion	36.2%	55.9%	53.8%	49.0%	36.8%	26.6%	23.0%	16.8%	15.0%	7.5%	10.5%	27.4%
Buddhist			1.2%	0.8%	0.2%	1.3%	1.3%	0.5%			2.6%	0.6%
Christian	57.4%	41.2%	34.7%	40.7%	56.6%	66.1%	71.1%	78.1%	80.4%	88.8%	86.8%	66.3%
Hindu			0.6%	1.2%	0.5%	0.1%						0.2%
Jewish	2.1%				0.1%	0.2%	0.1%	0.3%	0.4%	0.7%		0.2%
Muslim			2.3%	1.6%	0.7%	0.1%	0.1%	0.1%				0.4%
Sikh			0.6%		0.1%	0.1%			0.1%			0.1%
Other religion		1.5%	1.7%	3.6%	1.8%	0.9%	0.7%	1.1%	1.8%	2.2%		1.4%
Prefer not to say	4.3%	1.5%	5.2%	3.2%	3.3%	4.7%	3.7%	3.0%	2.3%	0.7%		3.4%

Please note that this table shows percentages of valid replies to the survey and does not include those that did not fill the survey out (base 6603), percentages with therefore be slightly different from the chart/table at the top of the page.

Q22. Are you?



The results show that the majority of visitors, 92.4%, to the library are Heterosexual / straight with only 1.6% in total selecting Gay/Lesbian, Bisexual or Other. 6% of people said that they would prefer not to say. 1,107 people did not answer this question at all.

3. CONCLUSIONS

This survey is one of the largest surveys of its kind in Wiltshire and provides a wealth of information for the Library Service and individual libraries to help plan service improvement and development. Some of the information will be sent to the Government and will form the basis of a number of BVPIs (Best Value Performance Indicators). Comparison with previous surveys and the Government's own comparative tables of other Library Authorities will enable this survey to be used in a larger national context.