

# CIPFA Public Library User Survey Individual Library Results

**2009**

**Report prepared by:**

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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
	<b>TOTALS:</b>			<b>9870</b>	<b>8205</b>	<b>83.13%</b>	

### 1.3 Analysis

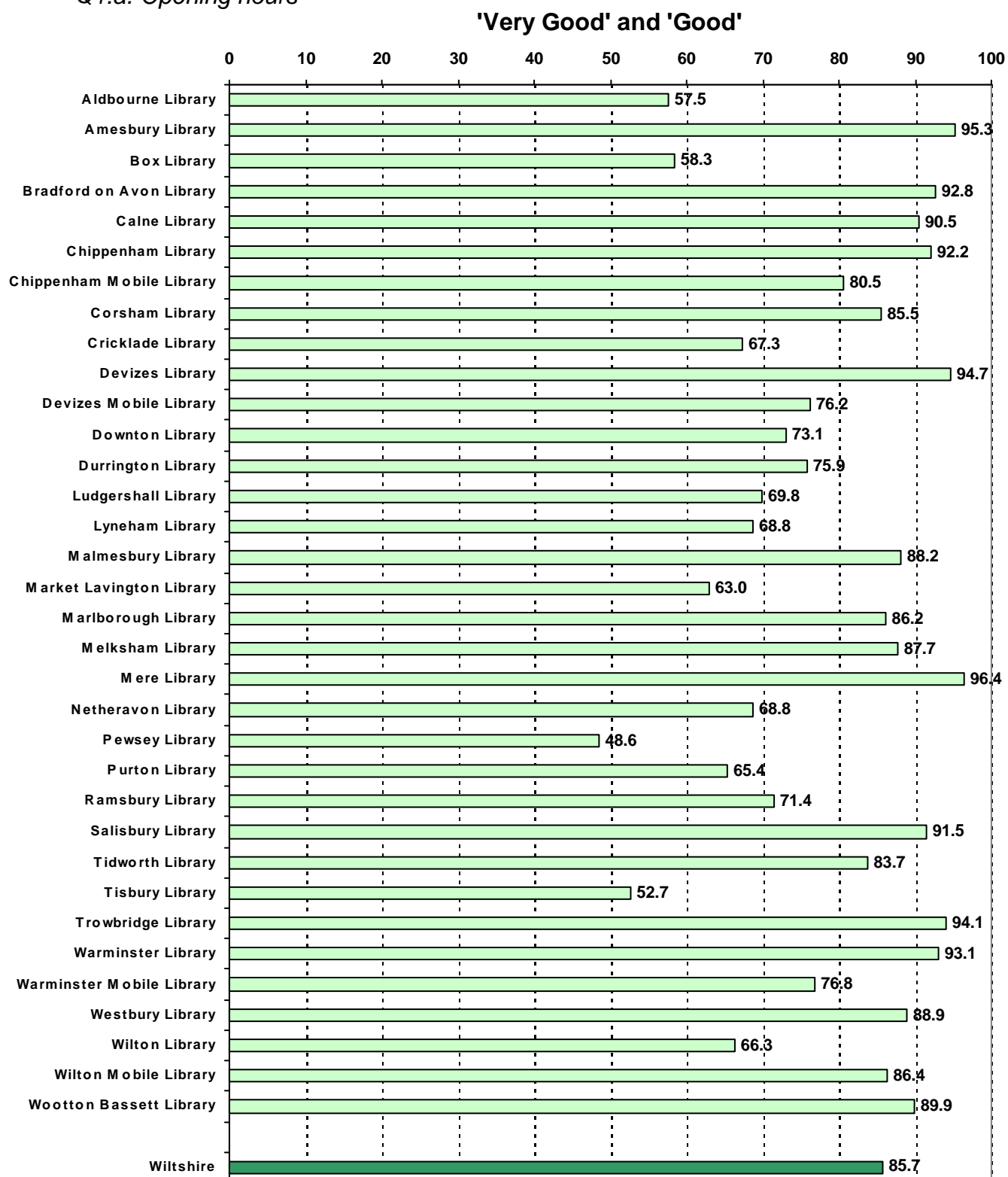
This report looks at the combined overall frequencies for each question broken down by individual library. Separate reports may look into more detail overall and at particular questions where results may be affected by gender, age, status etc.

## 2. SURVEY RESULTS

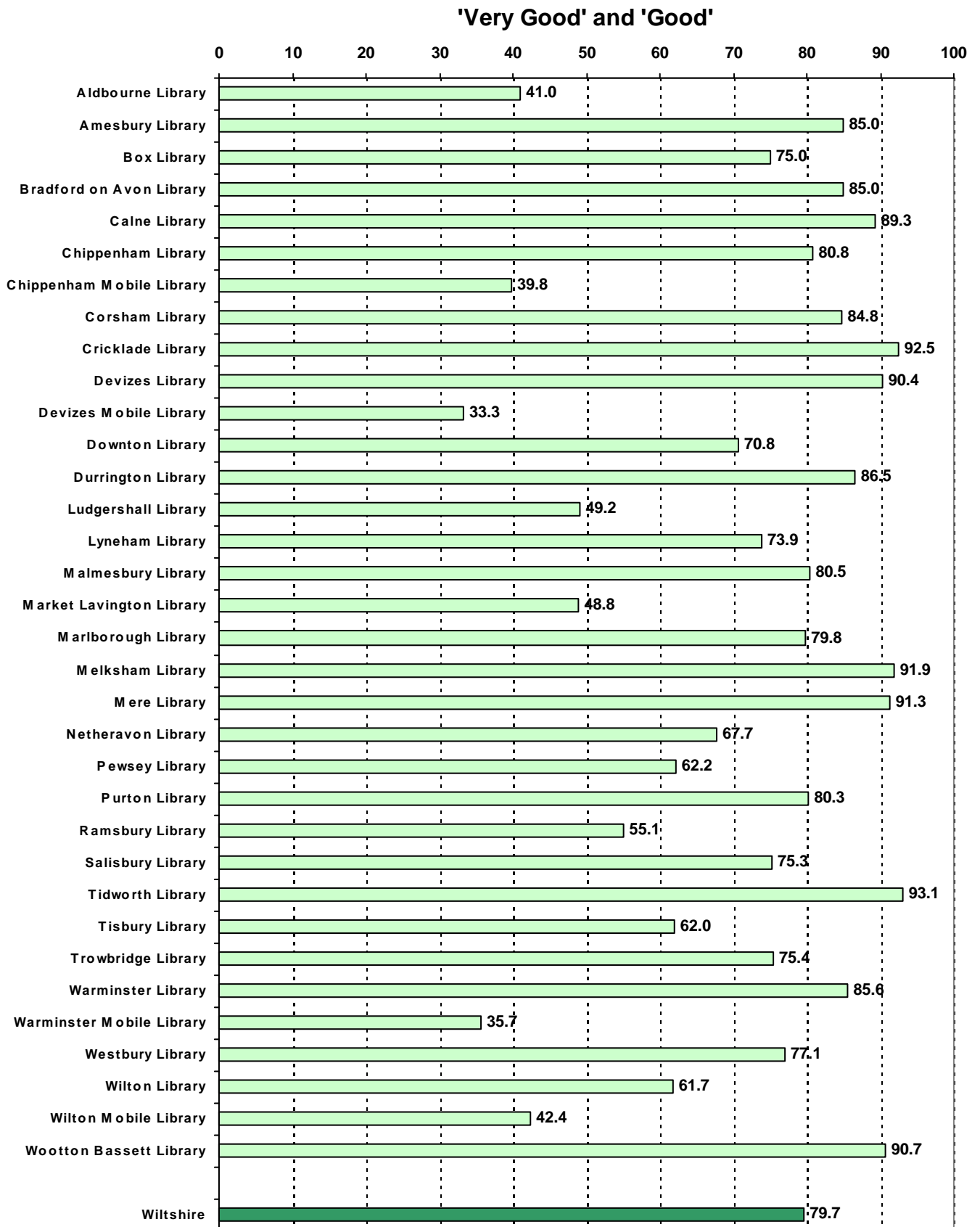
### 2.1 Section A: This Library

Q1. Please tell us what you think of the library?

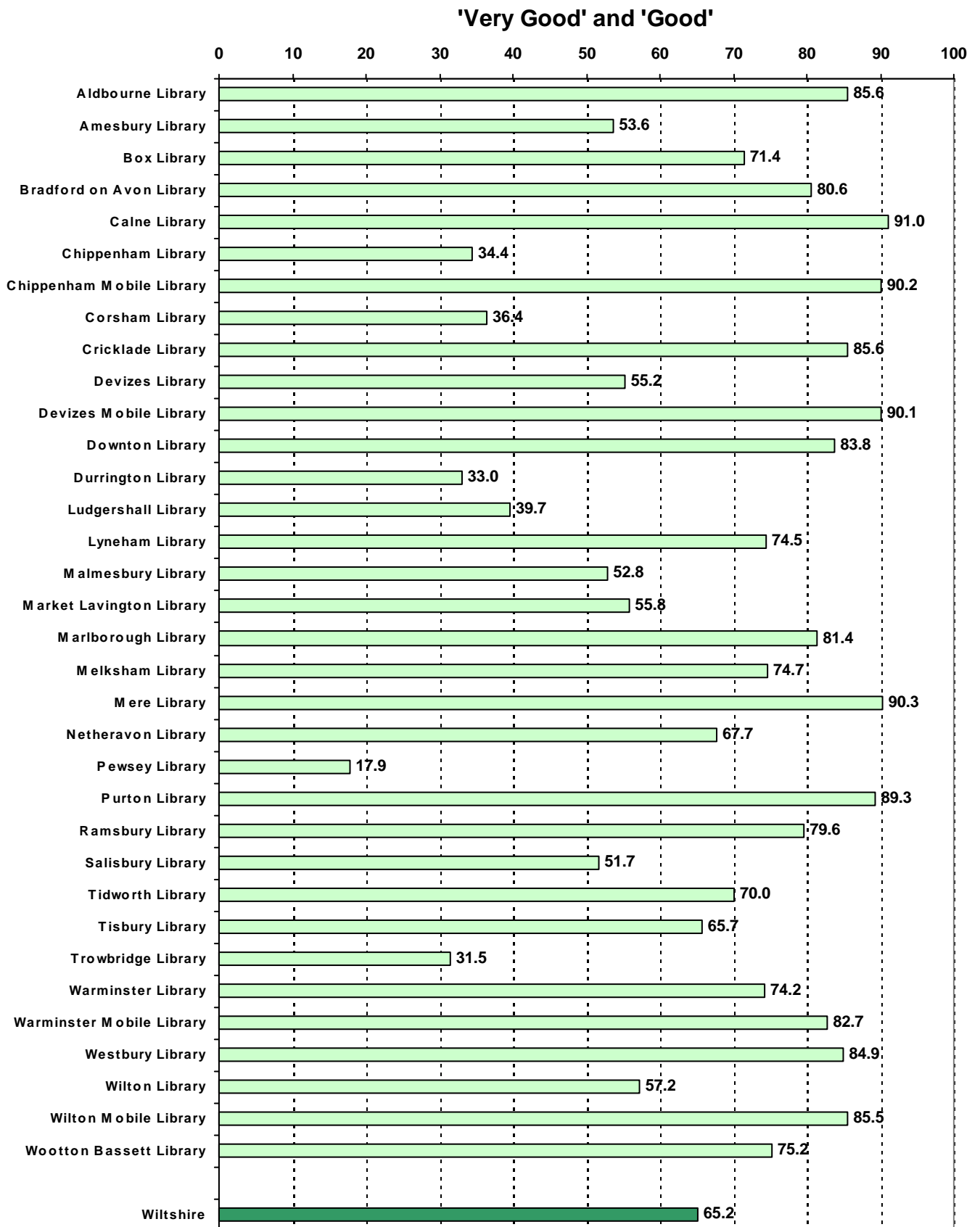
Q1.a. Opening hours



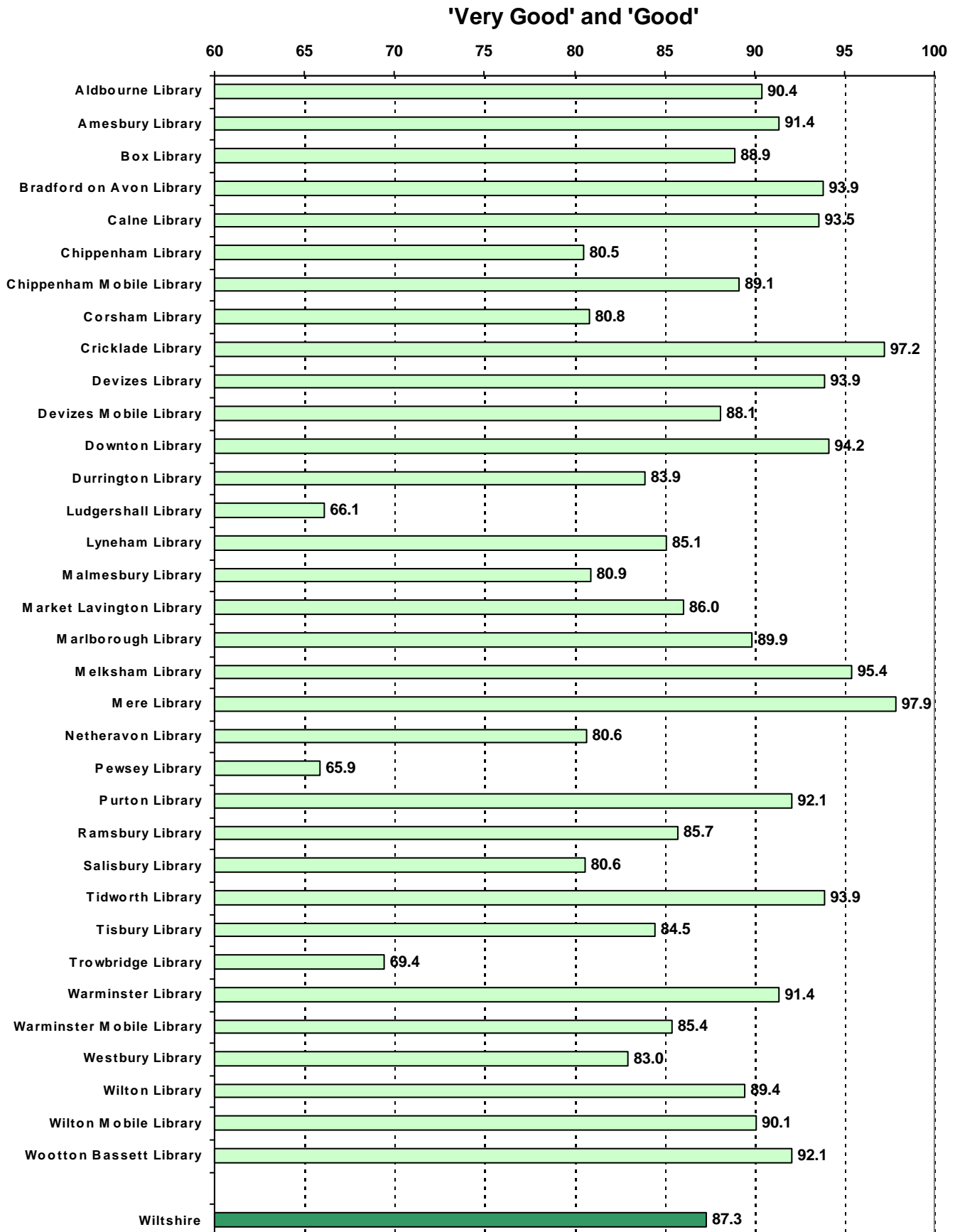
Q1.b. Seating and tables



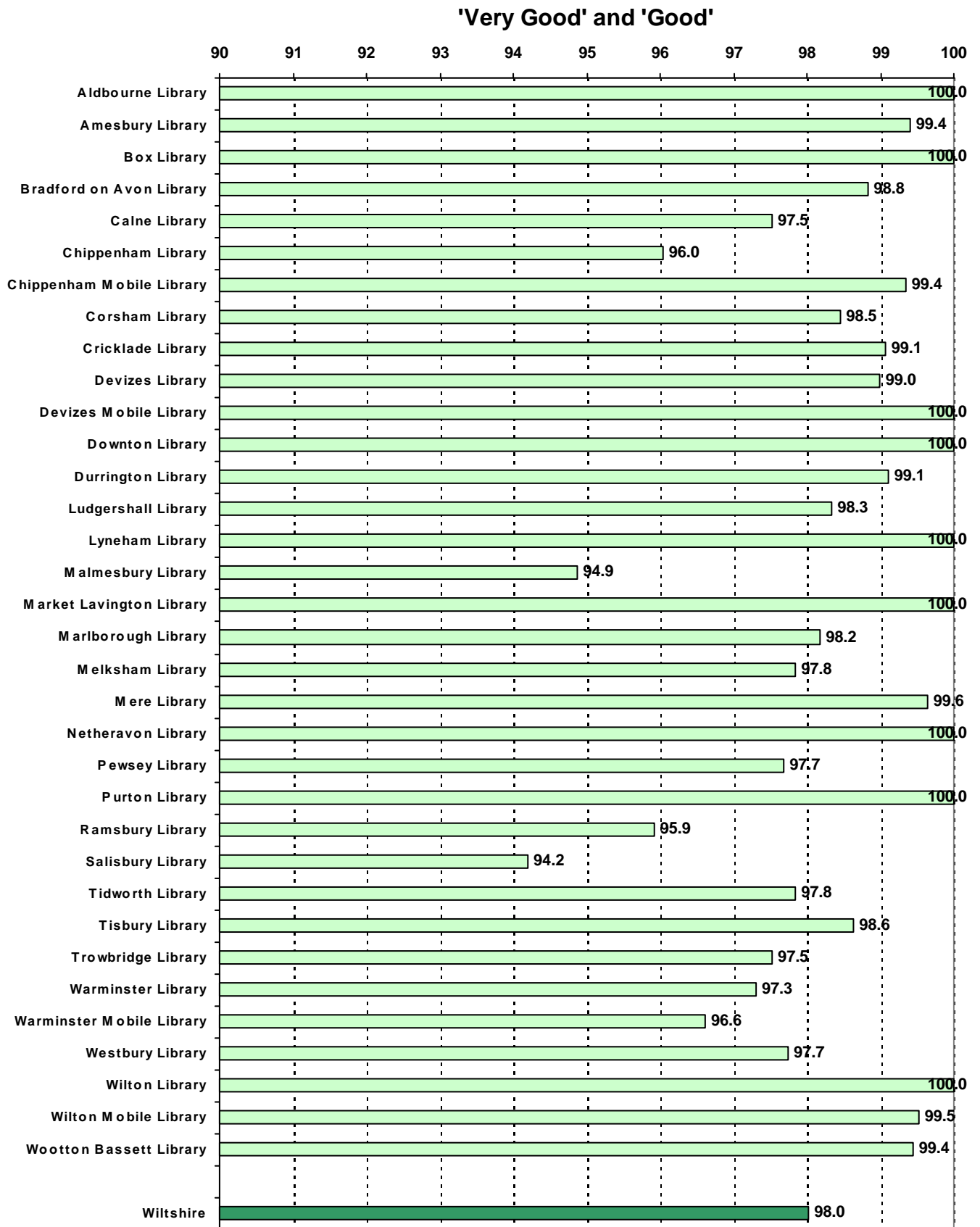
Q1.c. Attractiveness outside



Q1.d. Attractiveness inside

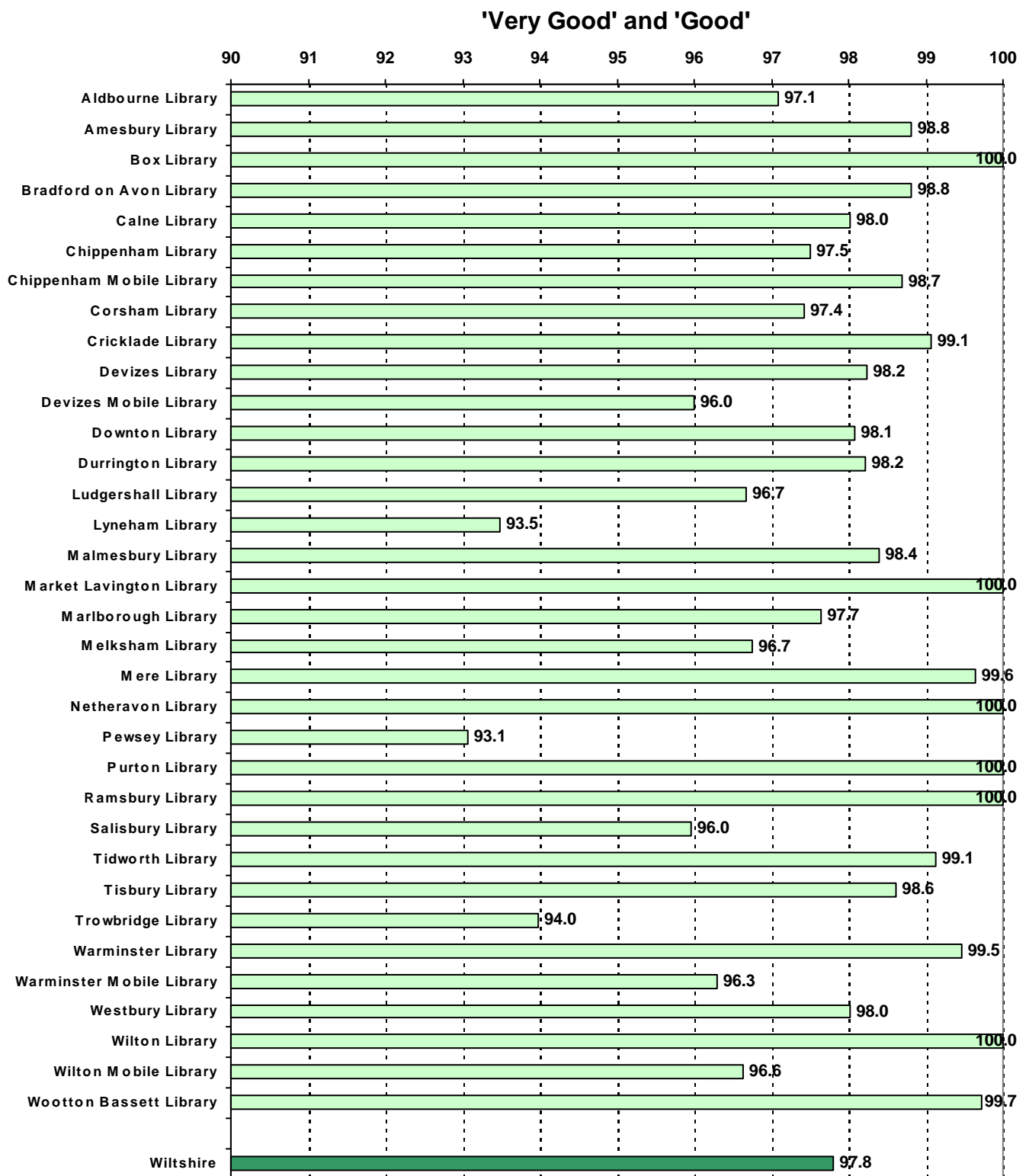


Q1.e. Standard of customer care

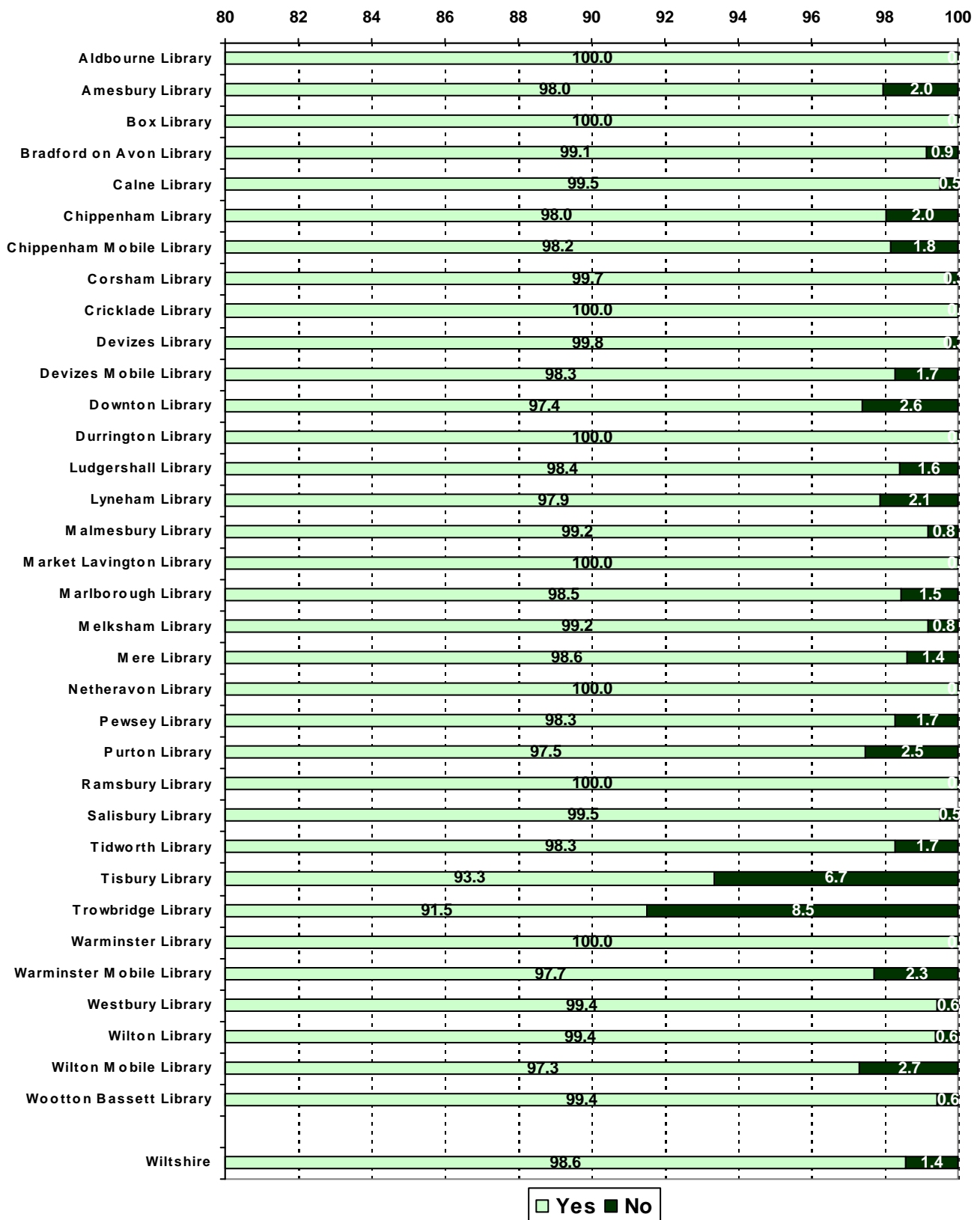




Q1.f. As a safe place to visit

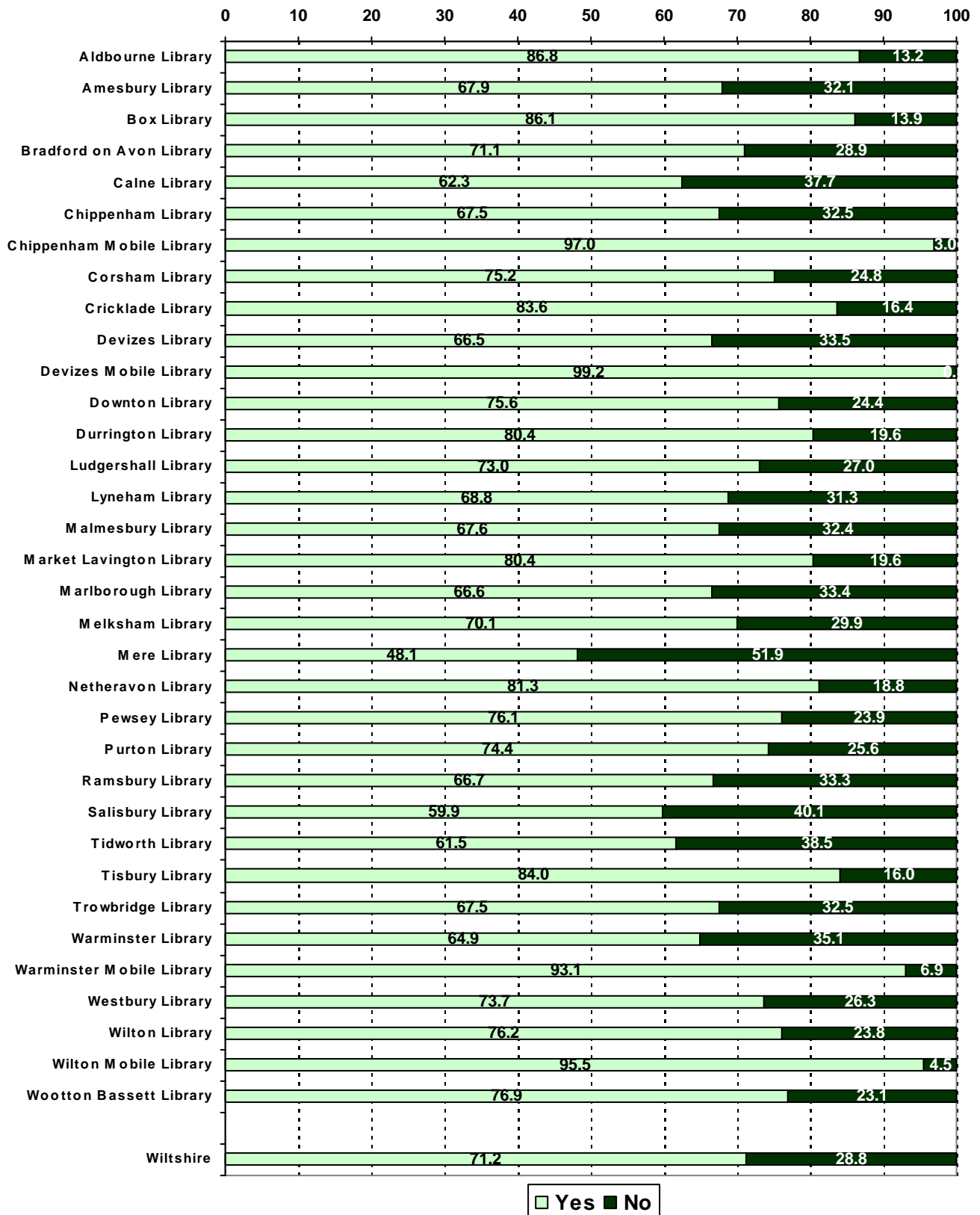


Q2. Do you think the library is an easy place to get to?

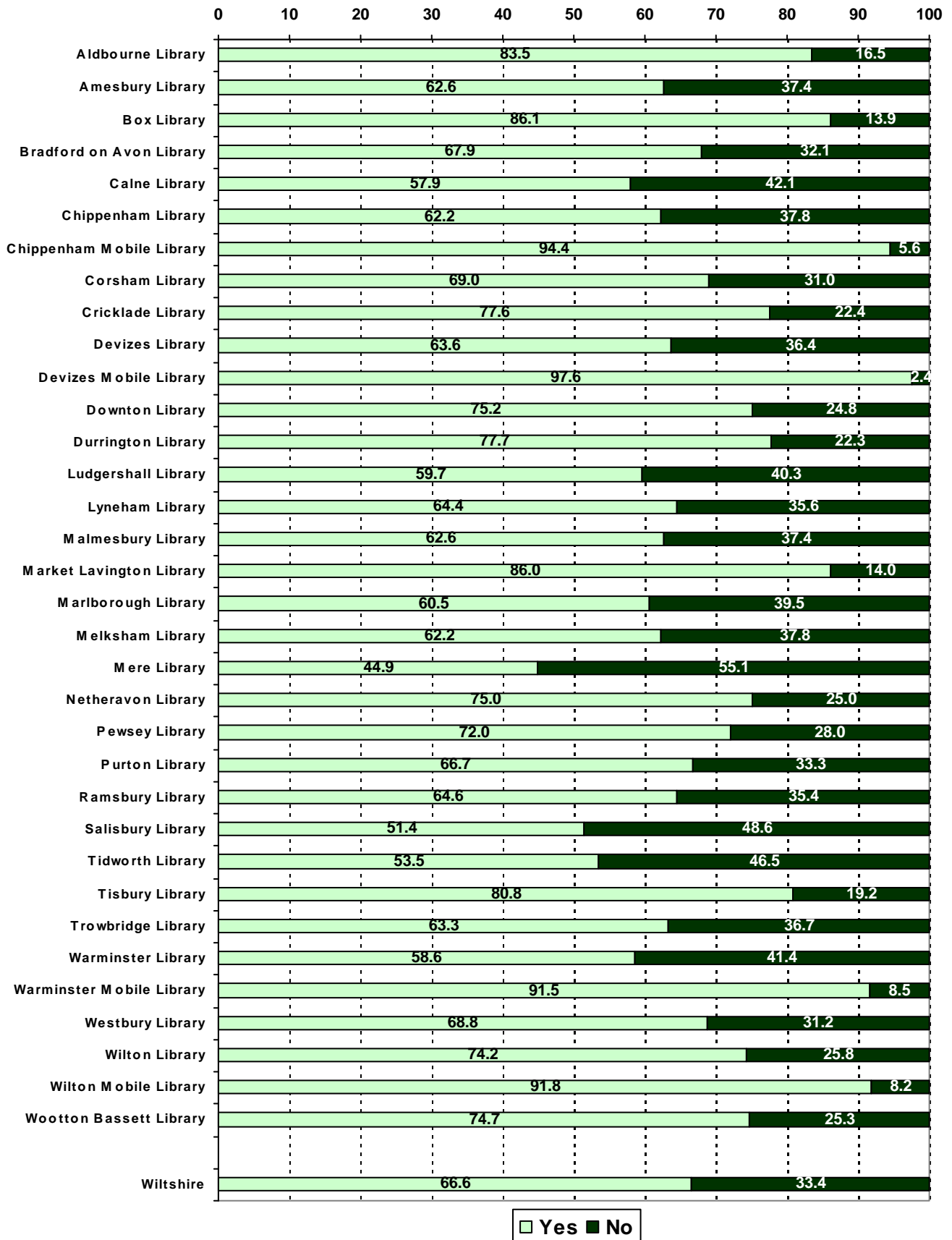


## Section B: Books

Q3. Did you come to this library today intending to borrow books?

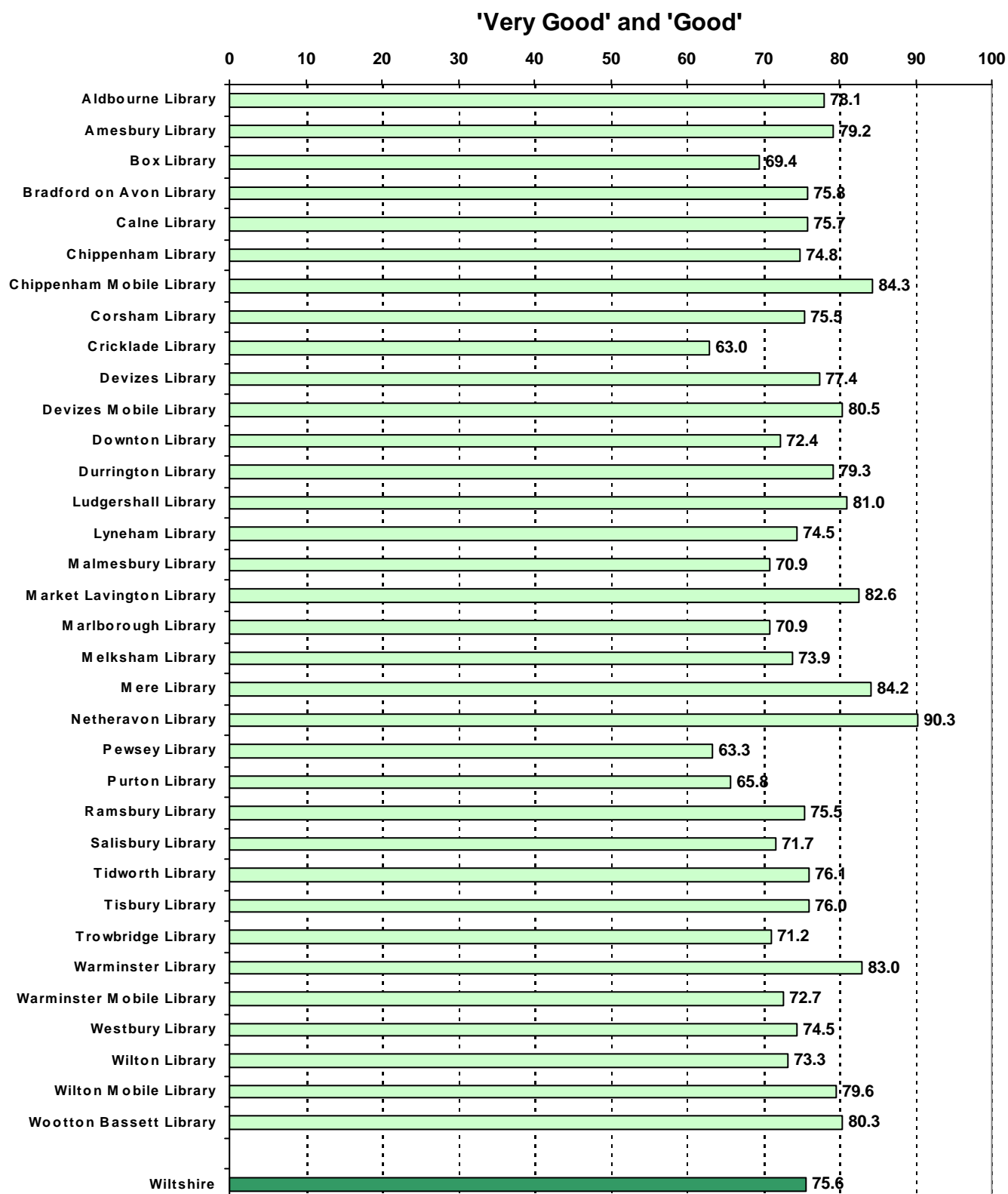


Q4. Did you actually borrow any books today?

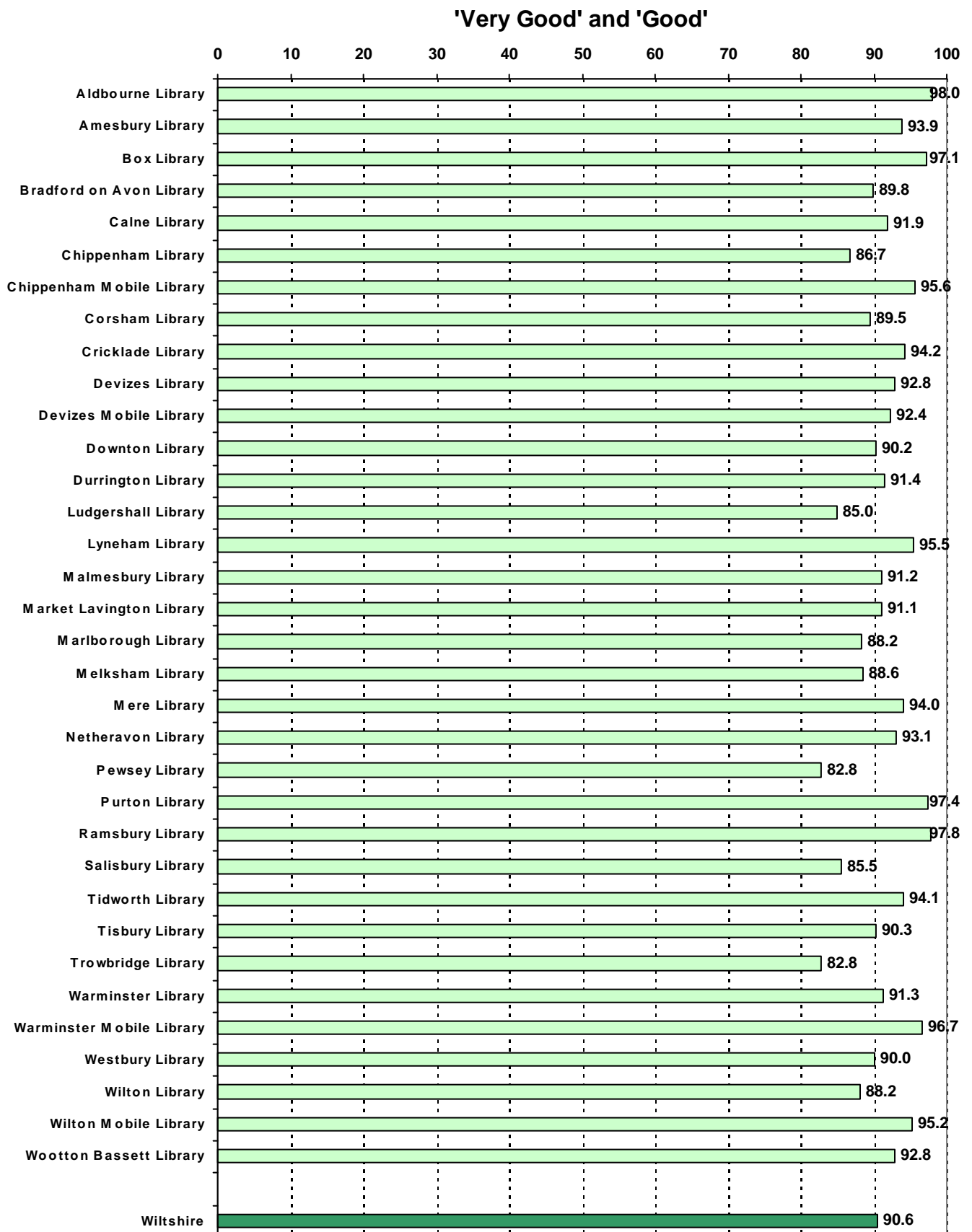


Q5. What do you think of the choice and physical condition of the books in this library?

Q5.a. Choice of books

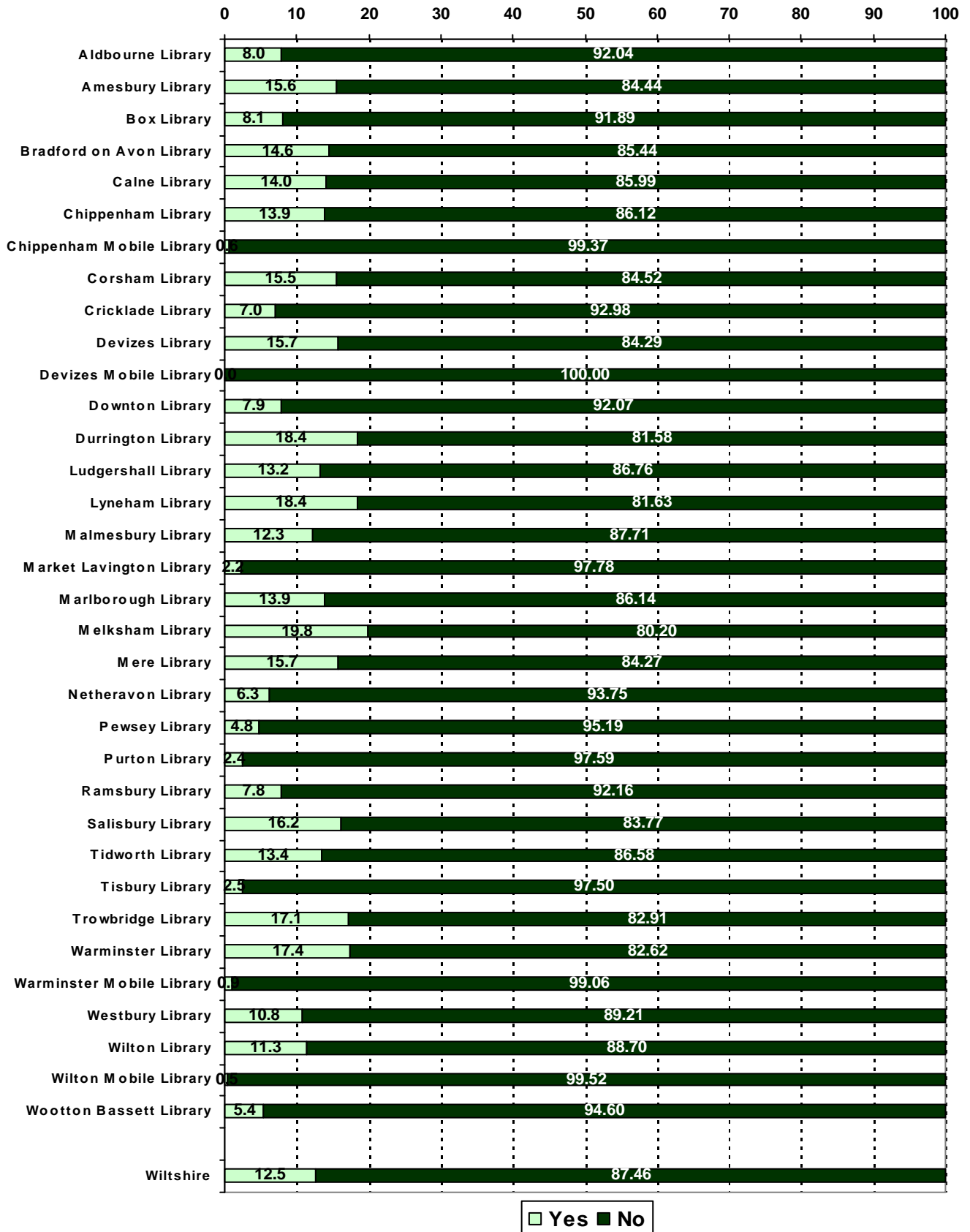


Q5.b. Physical condition of books

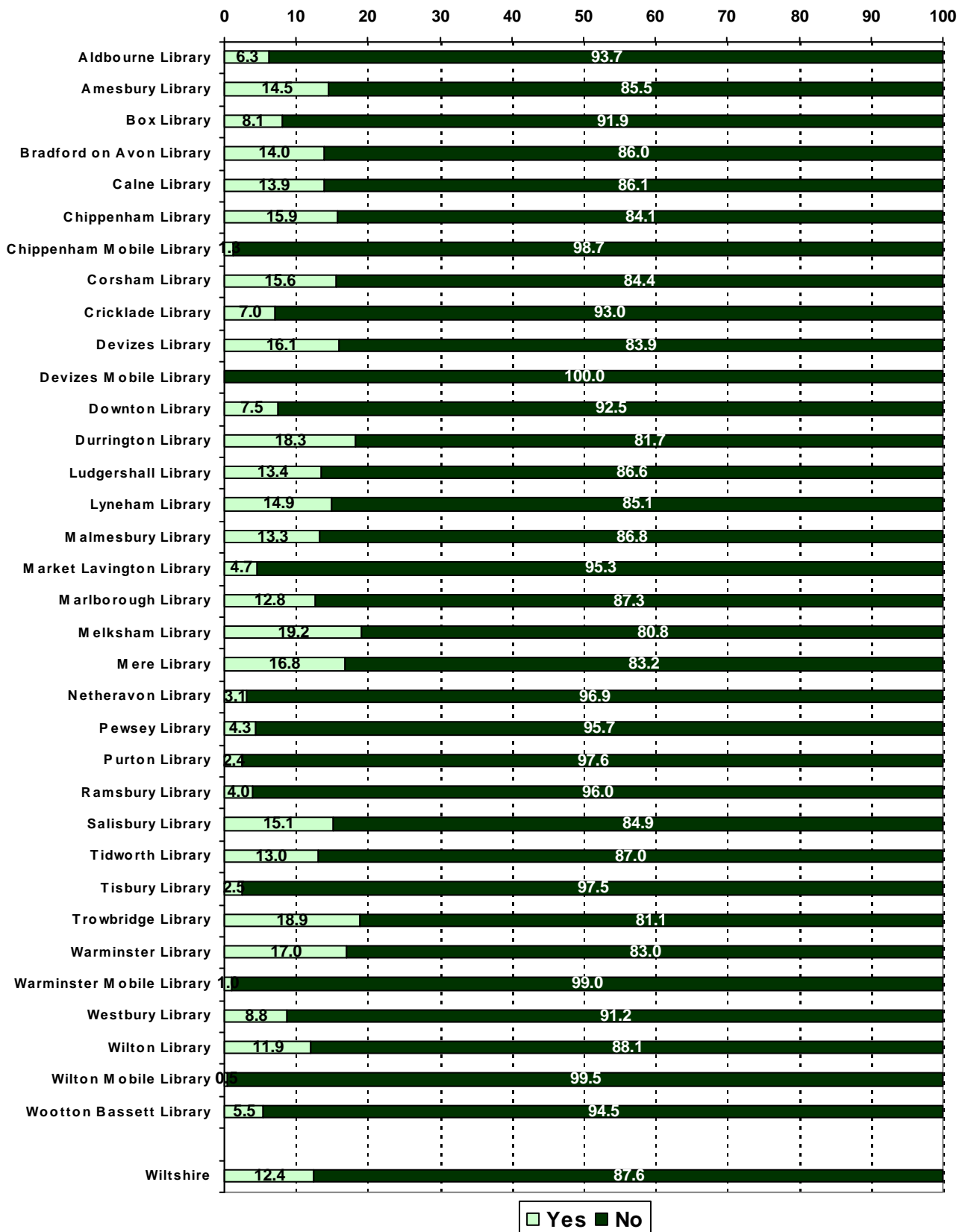


## 2.2 Section C: Computers

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

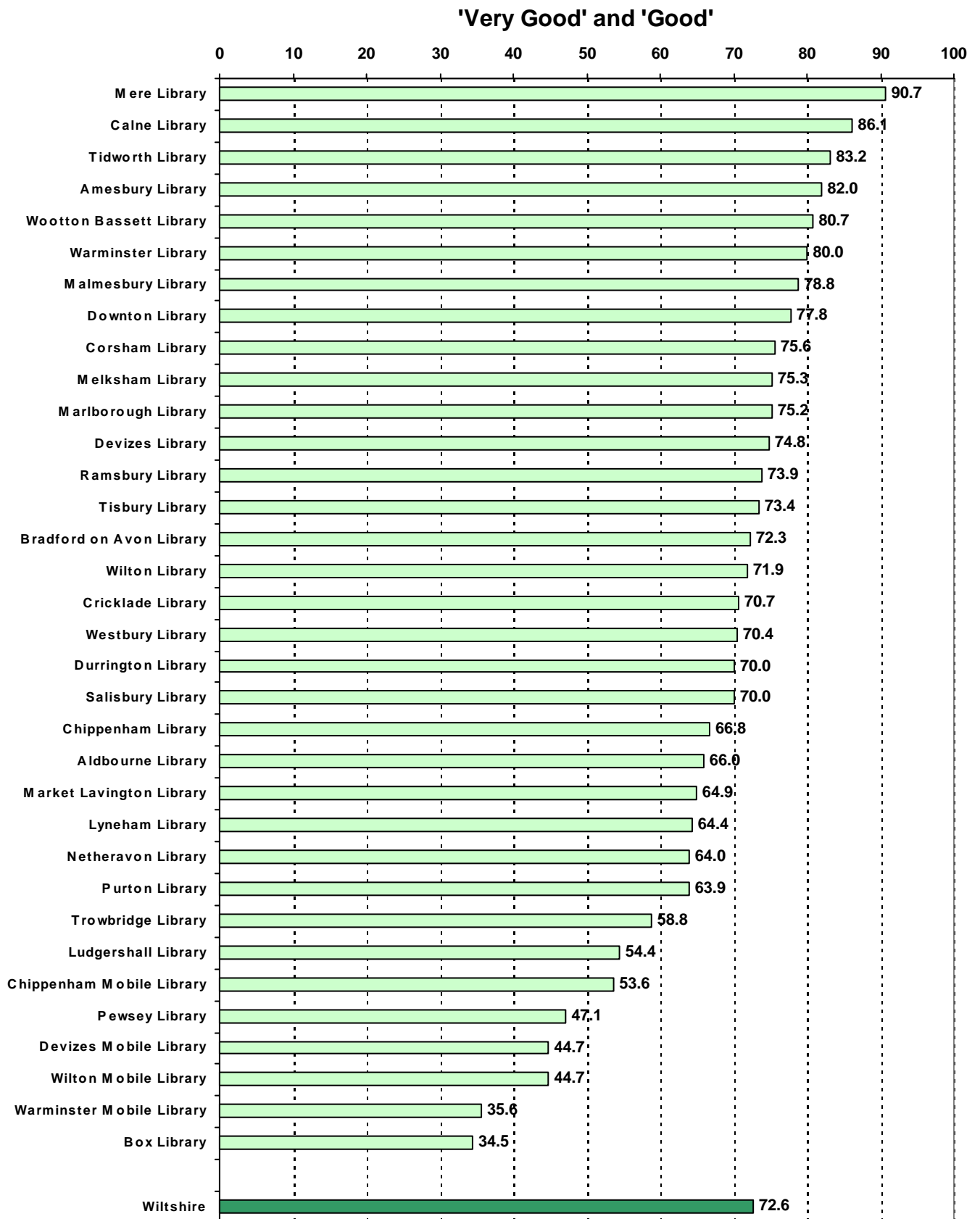


Q7. Did you actually use a computer during your visit to the library today?



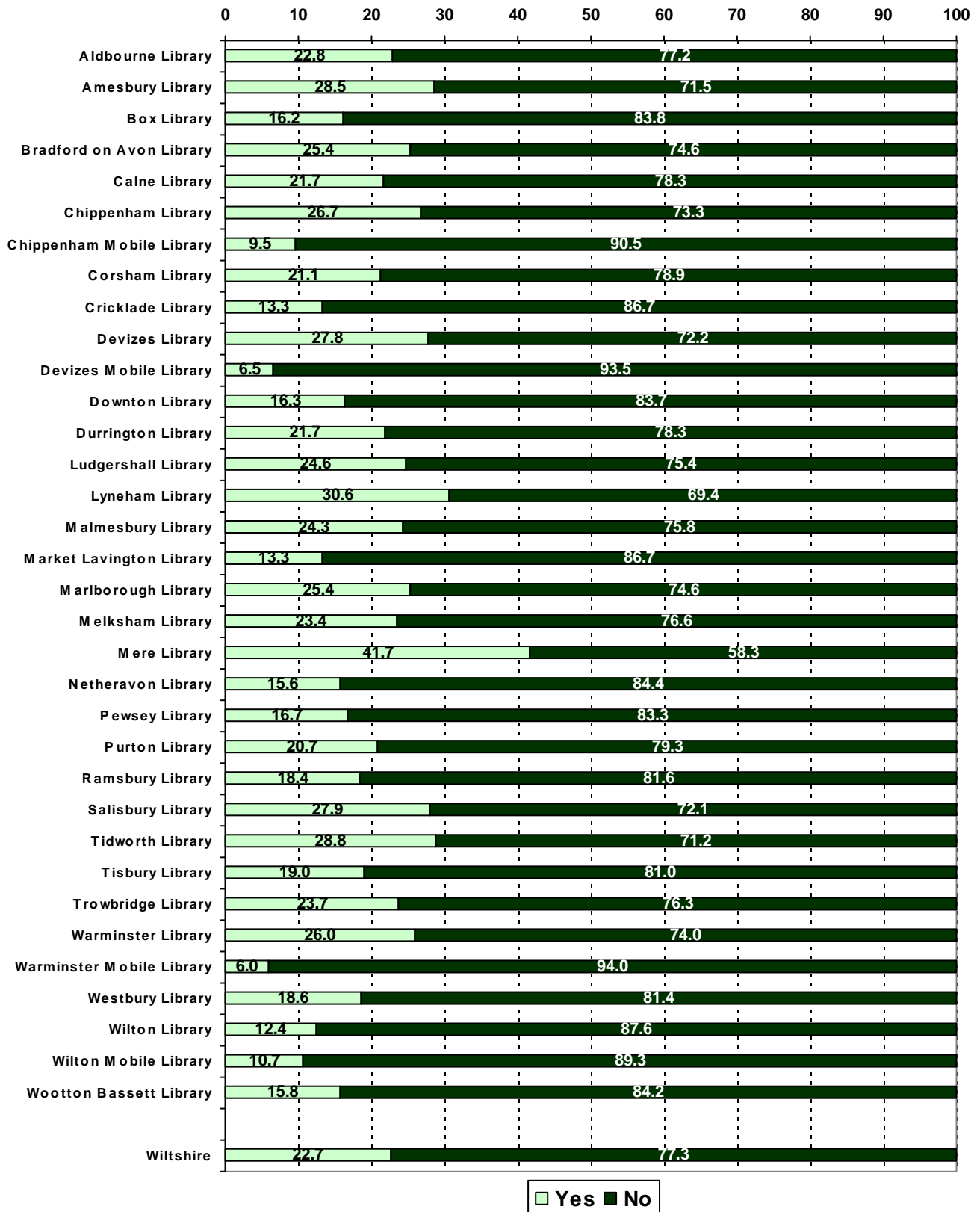


Q8. What do you think of the computer facilities at this library?

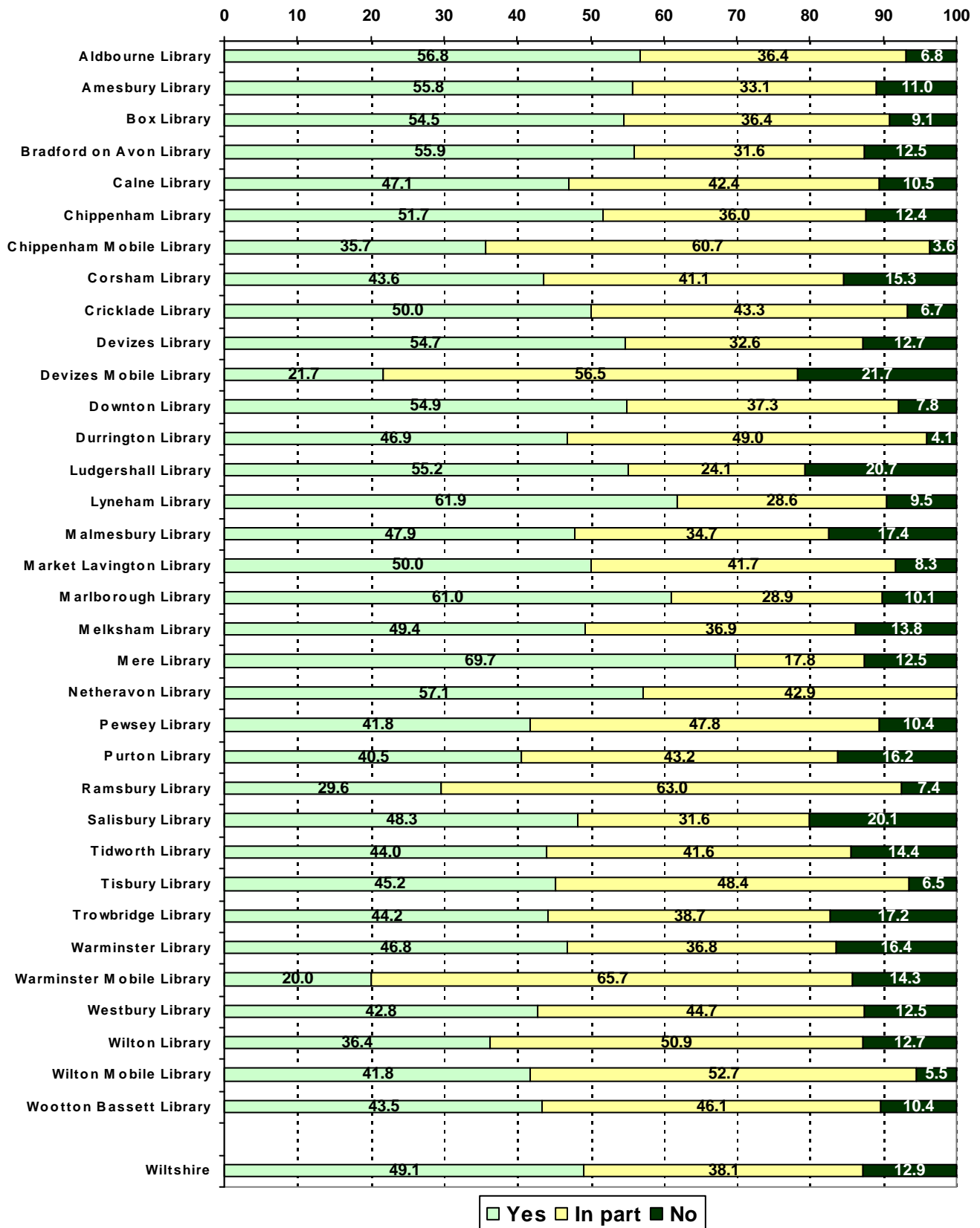


## 2.4. Section D: Finding Information

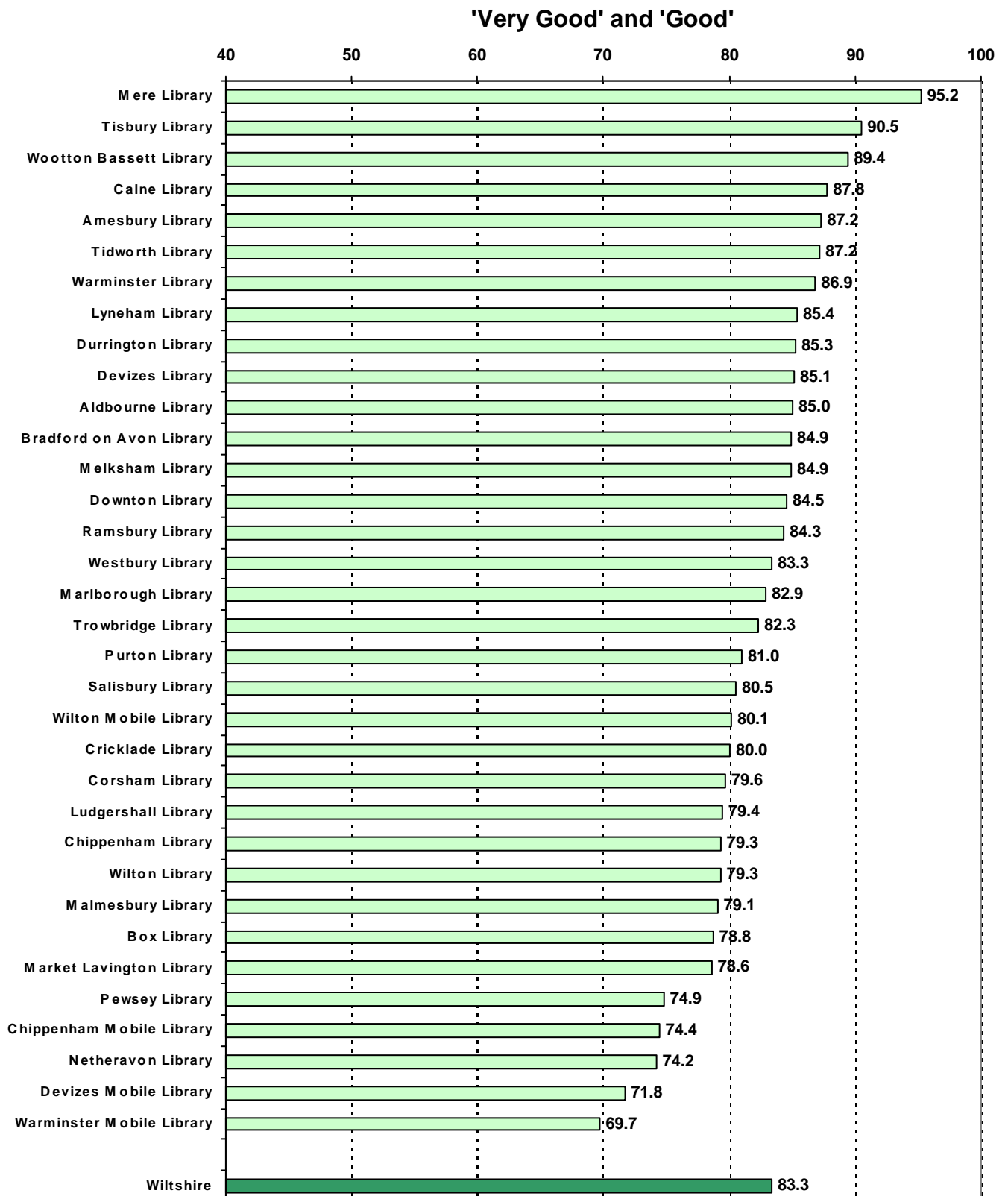
Q9. Did you come here today to find something out?



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

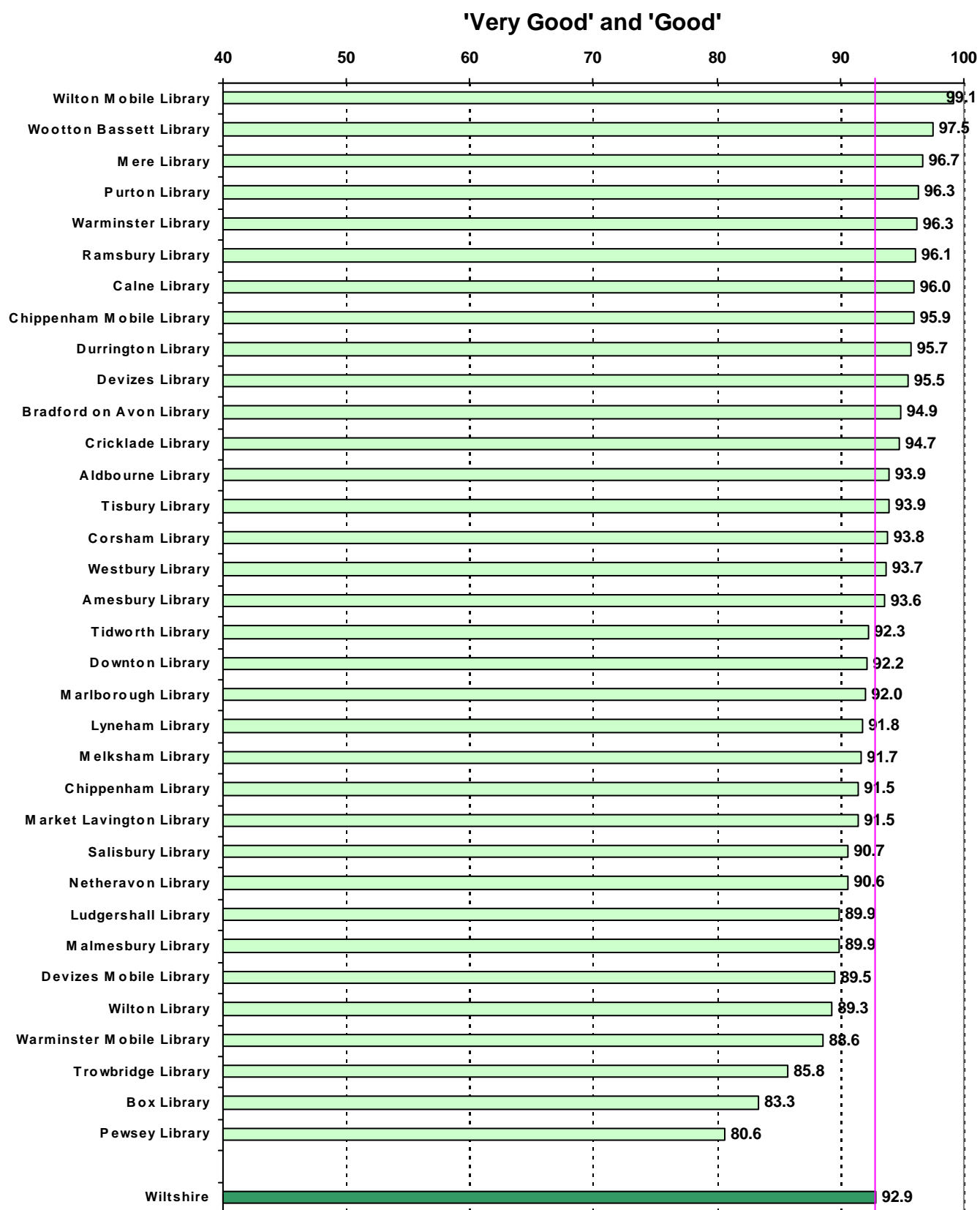


Q11. What do you think of information provision in this library?



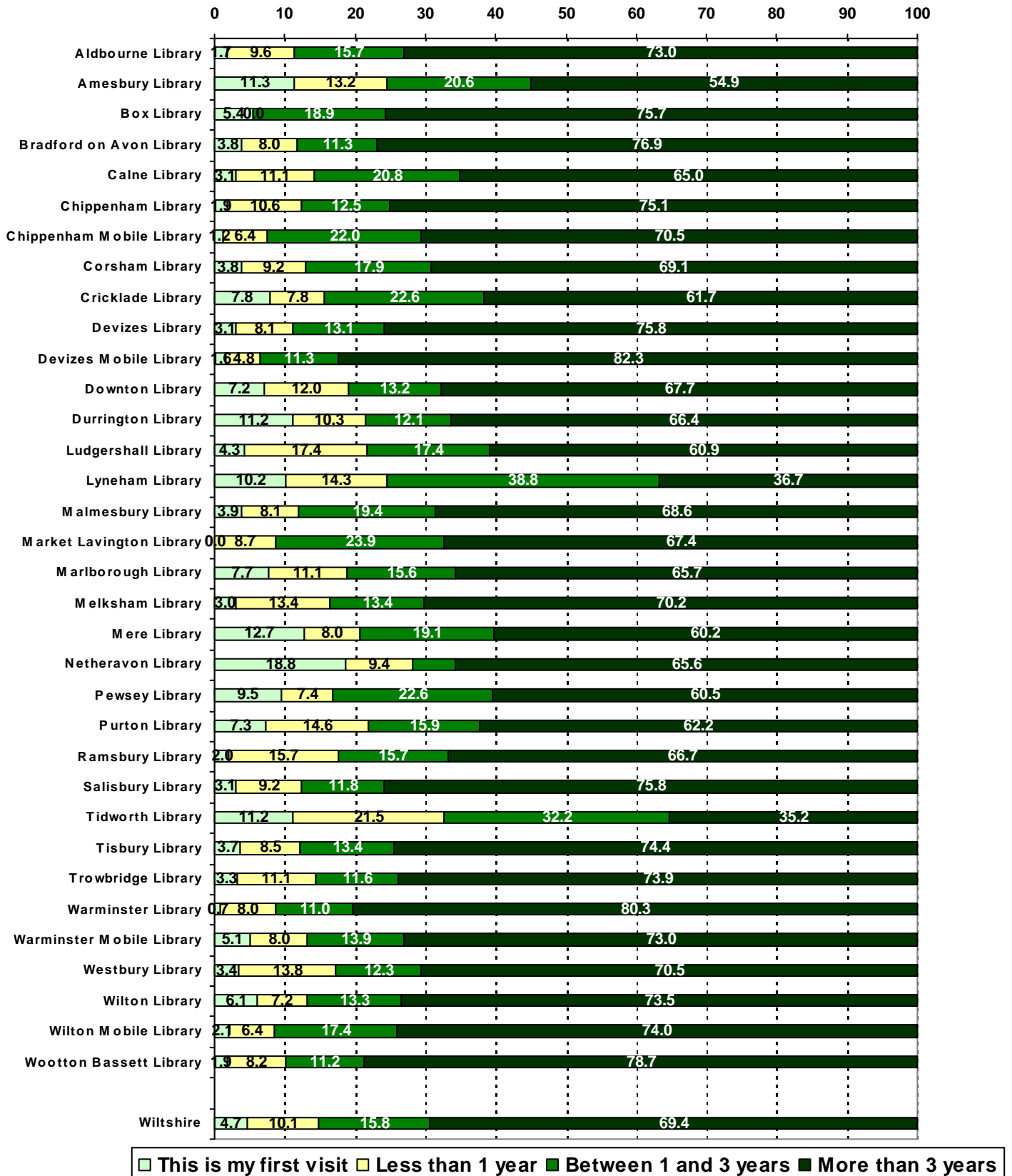
## 2.5. Section E: Overall

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



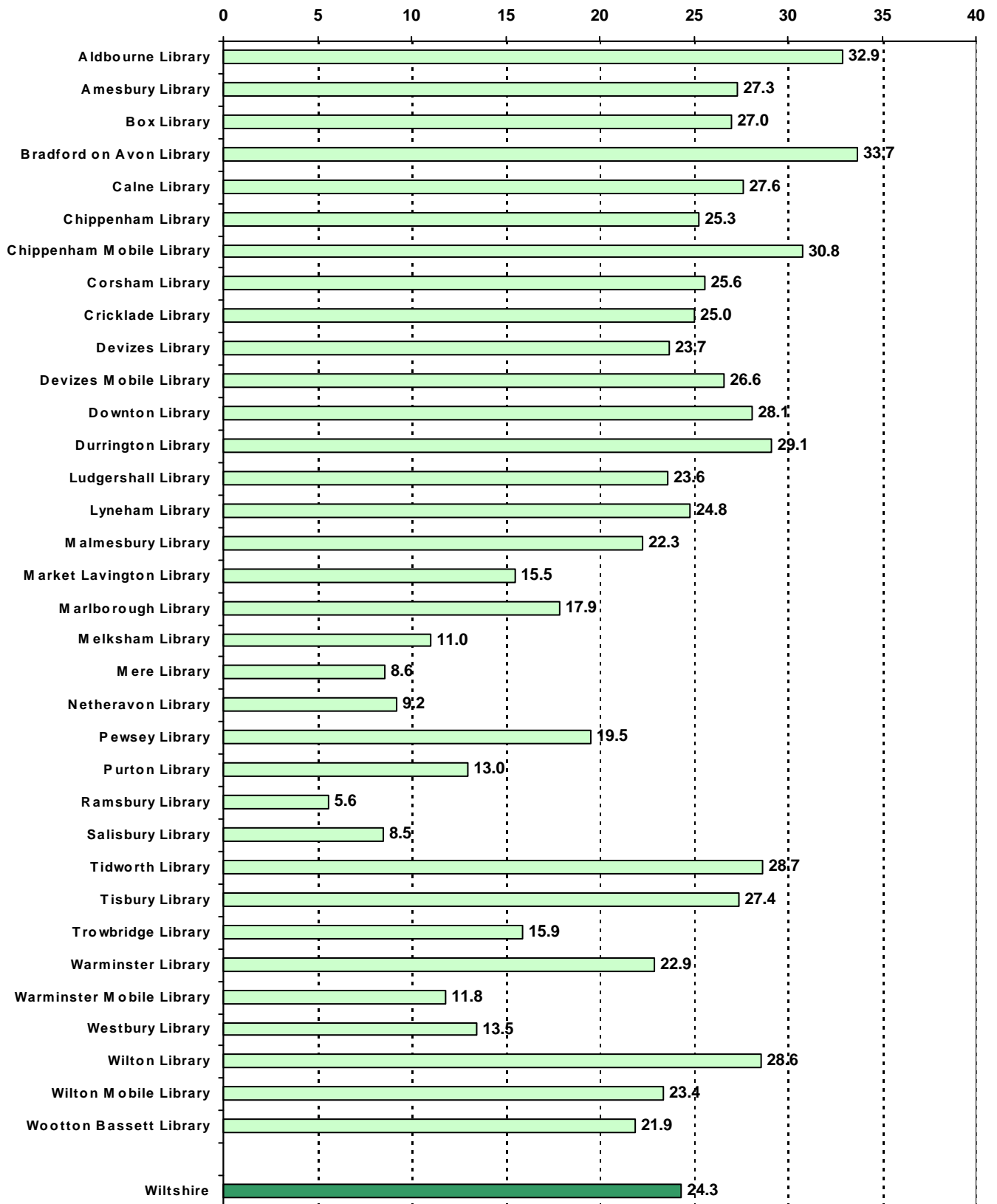
## 2.6. Section F: The library and you

Q13. How long have you been using your library?

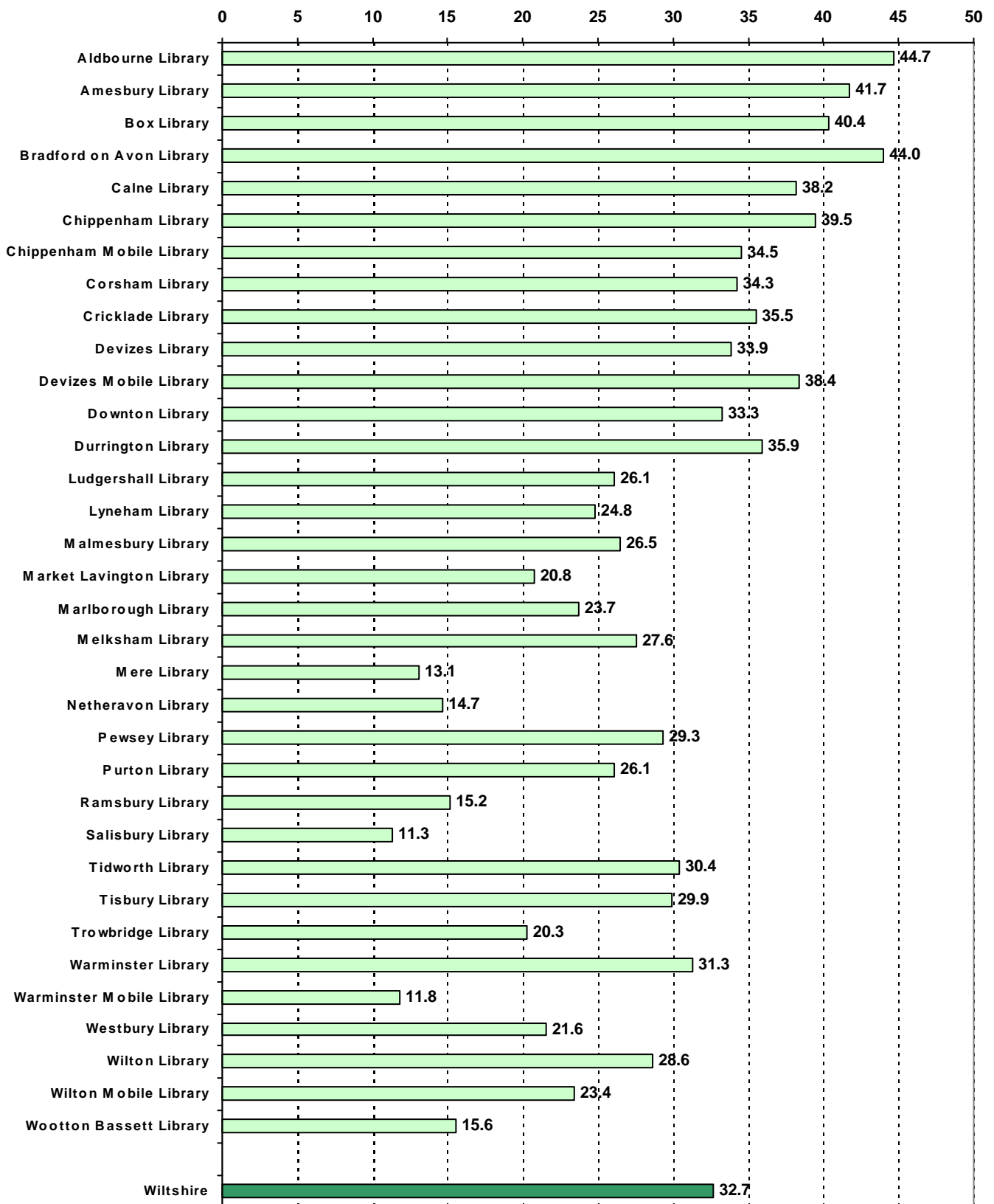


Q14. Has using the library helped you with?

Q14.a. Work:

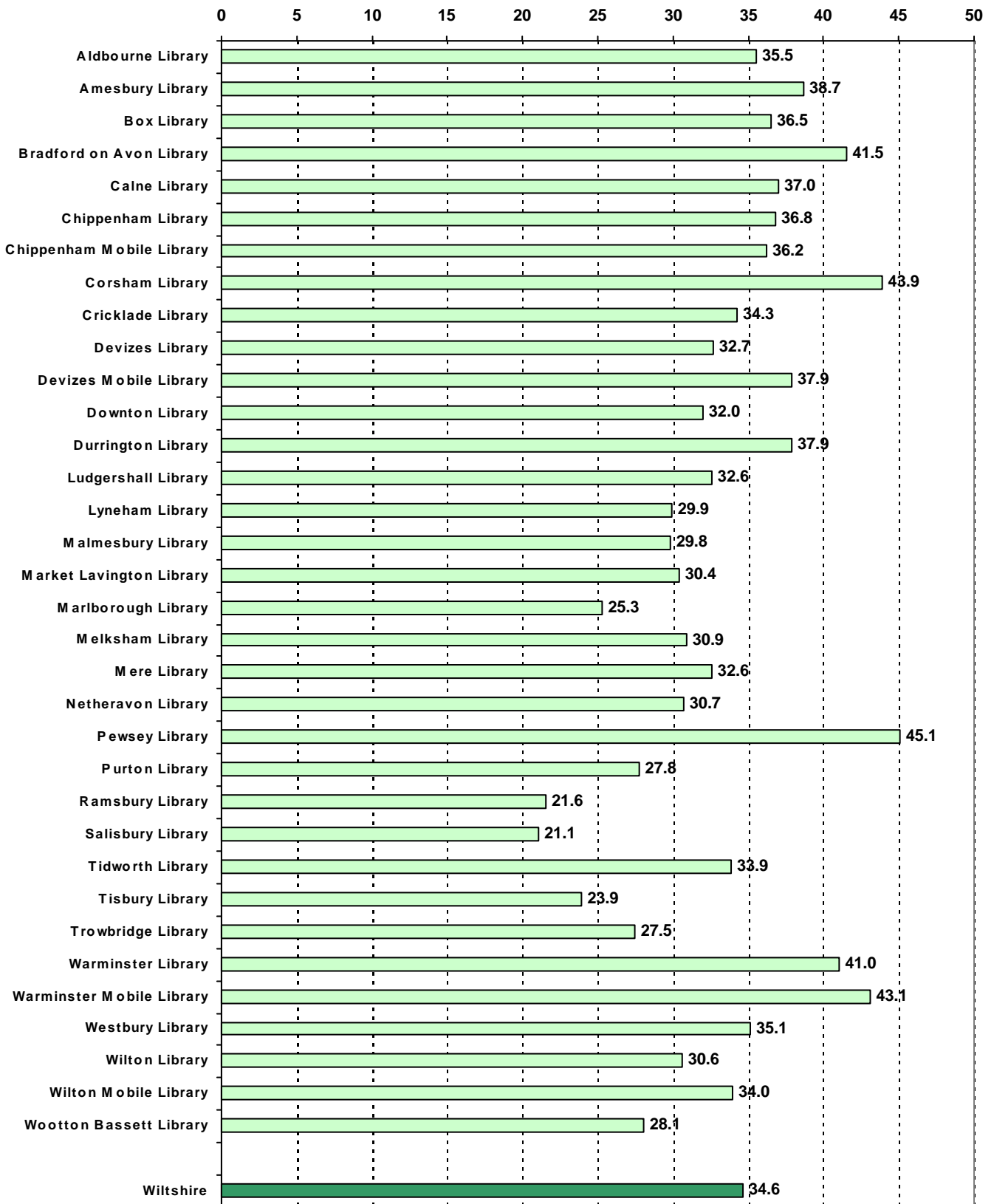


Q14.b. Study:

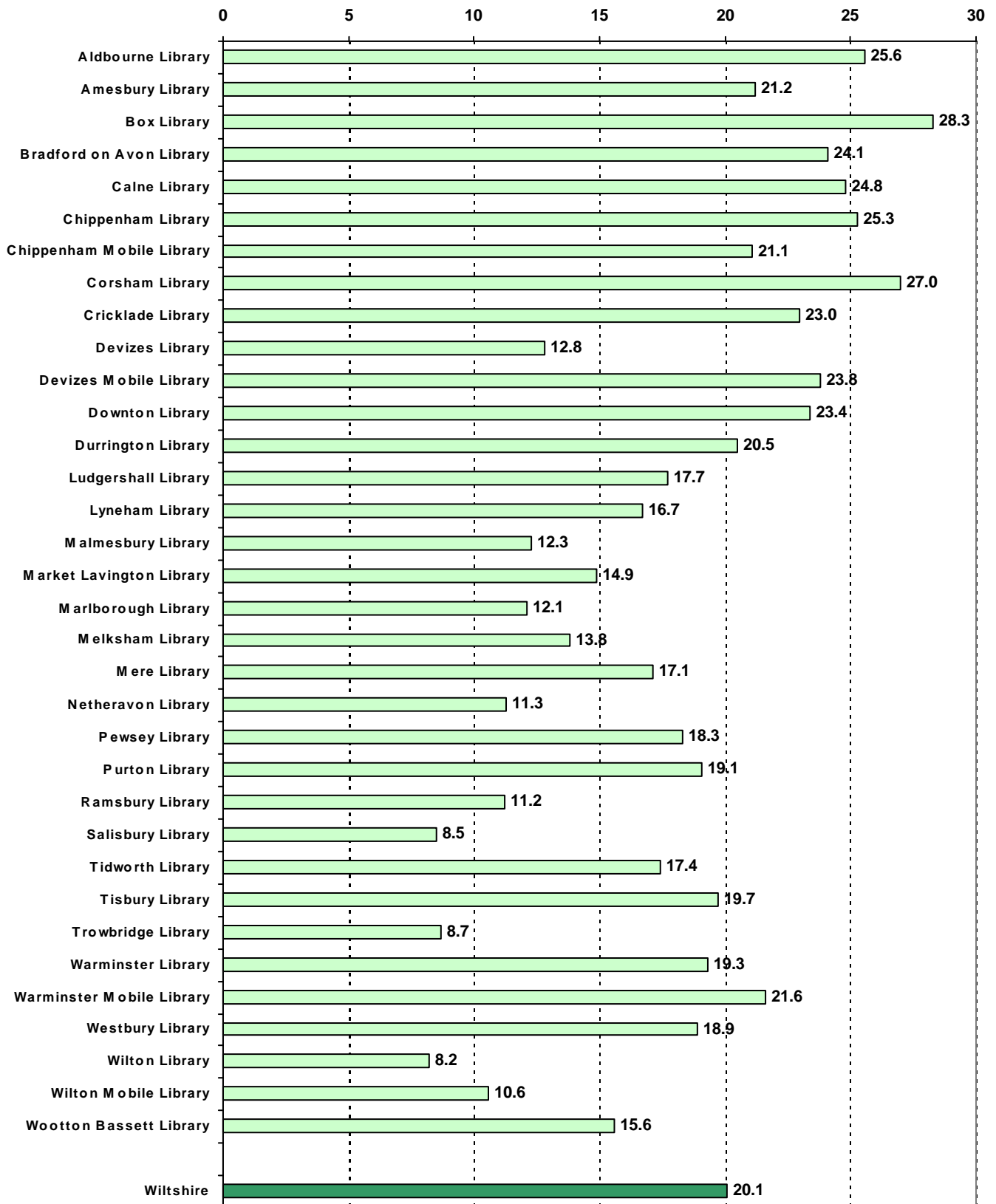




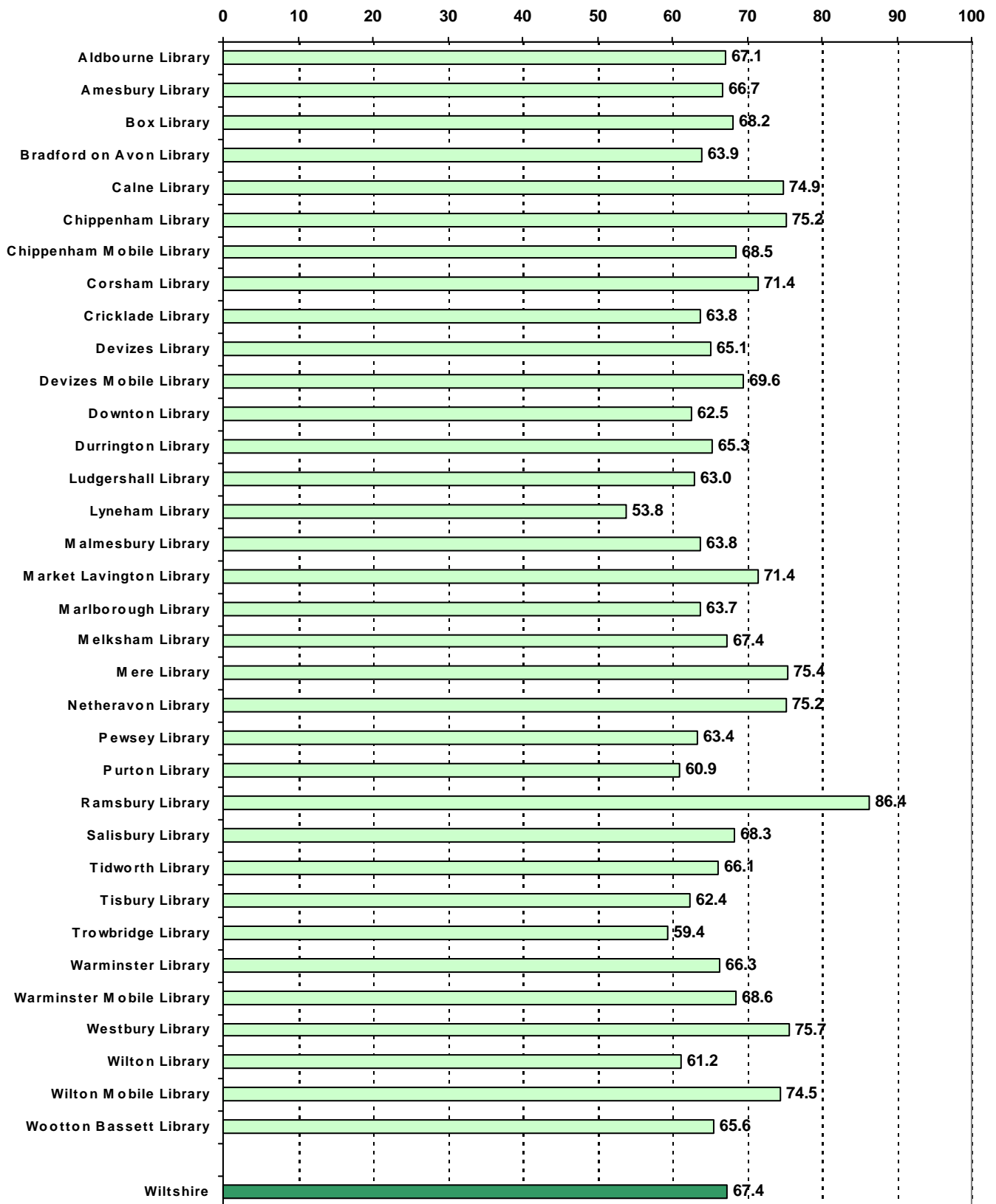
Q14.c. House and home:



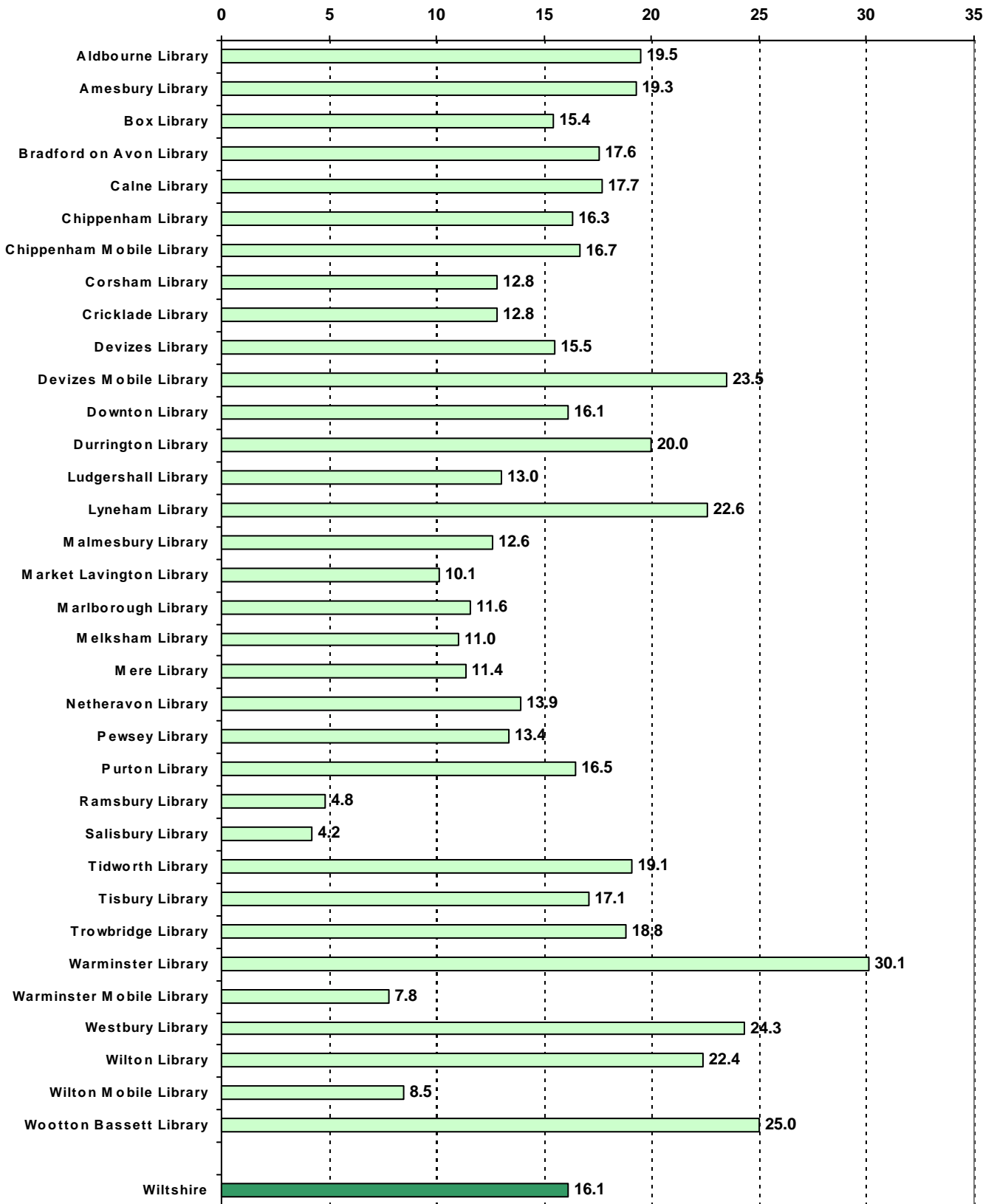
Q14.d. Health:



Q14.e. Leisure:



Q14.f. Family/relationships:



### **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 Governments own comparative tables of other Library Authorities will enable this survey to be used in a larger national context.