

# **Libraries Adult PLUS 2006**

## **County Library and Information Service**

**Research study for**  
County Library and Information Service

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## 1 Executive Summary

The Adult PLUS survey is a three-yearly survey of adults over the age of 16 to find out their usage and perceptions of library services. This information will be used for the Public Library Service Standard (PLSS7) and to improve library services according to the needs of the people who use them.

Questionnaires were sent to all 90 libraries across the county, including mobile libraries. Front-line staff were asked to offer questionnaires to adult library users. In total 19,968 questionnaires were returned over the seven day survey period (Monday 25 September to Sunday 1 October) from all 90 libraries. Weekend visitors to libraries were more likely to be aged 25 to 44 and employed full-time.

The most commonly mentioned reason for visiting the library was to borrow books (71%), followed by a quarter of visitors coming to find something out, and one in six coming to use a computer. Borrowing talking books (7%) and computer games (3%) were the least popular reasons given for coming to the library.

When people were asked what they actually did at the library the most popular answer was to borrow books (65%). This was followed by using a computer (16%) and borrowing videos or DVDs (4%). Of the people who came to the library to find something, out four-fifths succeeded (82%), one in seven found part of the information they needed and only 4% didn't find out what they needed.

For the traditional library services (borrowing books and finding something out) and using computers the service gaps are fairly small (the biggest is 8% of people not being able to do what they came to the library for).

All of the aspects of the library service were thought of positively (being rated very good or good). Staff were rated the most highly, both for their assistance (99%, very good or good) and helpfulness (98%, very good or good). This was closely followed by the library being a safe place to visit (96%, very good or good), the overall information service (94%, very good or good), and the physical condition of books (91%, very good or good). The aspects that rated most poorly are the computer games (9%, poor or very poor), the attractiveness of the library outside (6%, poor or very poor) and music CDs (5%, poor or very poor).

Whatever people come to do at the library, not being able to achieve it significantly reduces their perceptions of how good this service is. The service attributes most affected are overall perceptions of the information service, computer facilities, staff assistance, and computer games. It is worth noting that when people only find part of the information they came to get, their perceptions of staff assistance and the information service overall are significantly lower.

Library services are highly regarded amongst their users (95% rated them as good – 61% of these said it was very good). Full-time students (42% very good), full-time employed (50% very good), men (53% very good), 16 to 24 year olds (46% very good), and non-white people (46% very good) were less likely to rate the library as good overall. Visitors to the larger libraries (Harris and level 2 – 50% and 51% very good respectively) and weekend visitors (57% very good) were also less likely to rate libraries as good overall.

Perceptions of the information service overall, the choice of books and attractiveness of the library inside are all correlated to overall satisfaction with the library (in order of significance). The most significant driver of satisfaction with the information service overall was the choice of books.

The people completing the survey had an average age of 55. Mobile libraries have the highest mean age of visitor. BME visitors represented 3% of the responses and had an average age of 33 compared to white respondents' average age of 56. Library users were most likely to be retired (47%), although different libraries did have different users. For example the Harris library users were more likely to be employed full-time. Three-quarters of library users did not suffer from a disability, although the most common disabilities were physical ones. More women (64%) filled in a questionnaire than men (36%). This could either be because there are more women that use the libraries in general or it could be because women were more likely to fill in a questionnaire.

The main recommendations are listed below.

- Consider doing further research looking at which books people need and how the information service can be improved to improve overall satisfaction of library services.
- Publicise these positive results amongst library staff, certainly those of 95% rating the overall service as good, and nearly all library users rating the staff – for their helpfulness and assistance – as good.
- Conduct further analysis on the survey data. For example, to find out why people weren't able to borrow videos, DVDs, music CDs, talking books and computer games and why perceptions of these services was poorer.
- Look at how the provision of services can be improved for the people who weren't able to get what they came to the library for.
- Analyse the open question that was included at the end of the survey asking for any other comments respondents had about libraries. This may give some context as to why some services were rated less highly and some suggestions for improvements.

- Perform the survey again in 3 years, to enable performance to be compared, and the success of any initiatives to be evaluated.
- Suggest changes to the wording of the questions, with a 'don't know' answer added for the satisfaction questions as not all respondents will use all of the services (eg talking books).
- Also suggest the rewriting of the question "Did you come to the library today intending to borrow any of the following?" to stop people selecting all of the answers even if they didn't intend to borrow that item. This could be done by having tick boxes for "Yes" and "No" as in the question for if the actually borrowed any of the items.

## 2 Introduction

The Adult Public Library User Survey (PLUS) was commissioned by the County Library and Information Service (CLIS) as a key element of their survey strategy. It is run on a three-yearly cycle to find out usage and perceptions of library services. All local authorities are required to submit figures for satisfaction with libraries. The findings are based on survey forms completed in libraries across the county. The questions are set and reviewed by a committee of Library professionals and representatives of the Institute of Public Finance.

## 3 Research Objectives

The Adult PLUS survey was undertaken to help plan library services according to the needs of the people who use them. The survey will give them the information for the Public Library Service Standard (PLSS7) that requires an overall satisfaction rate. The aim of the standard is to give a top line indication of how users view the service. In 2003 overall satisfaction was 94.6% (weighted figure), which met the set standard of 94%.

The main objectives of the survey were to find out:

- library users perceptions of the library facilities;
- what people use the library for;
- people's opinions of the different aspects of the service offered at libraries across the county; and
- overall satisfaction with the library service.

A copy of the Adult PLUS survey form can be found in Appendix 4.

## 4 Methodology

The Adult PLUS survey is an 8-page self-completion questionnaire. The survey covered the whole service, including mobile libraries, and questionnaires were sent to all 90 libraries in the county. Each library was assigned a unique location code so responses from each library could be compared.

The method of handing out questionnaires differed depending on the size of the library. In larger libraries (for example the Harris and Lancaster libraries) a sample survey was undertaken. This meant that 500 survey forms were handed out by front-line staff to adult visitors over the one week period. In the smaller libraries a census survey was undertaken. This meant that front-line staff gave every adult visitor a survey form. The aim was to get 250 to 300 forms completed. In the mobile libraries survey forms were handed out with a reply-paid envelope to increase the response rate. This was because the limited amount of time the mobile libraries spent in each location didn't always give respondents enough time to complete the survey. If someone refused to complete a form, it was recorded.

The survey took place over a seven day period. Fieldwork began on Monday 25 September 2006 and ended on Sunday 1 October 2006.

No incentive for respondents to complete the forms was given. In total 19,968 questionnaires were returned over the seven day survey period from all 90 libraries.

All data are unweighted, with figures based on all respondents unless otherwise stated.

## 5 Limitations

The table below shows the approximate sample tolerances that apply to the results in this survey. Sampling tolerances vary with the size of the sample as well as the percentage results.

Number of Respondents	50/50 + / -	30/70 + / -	10/90 + / -
1000	3%	3%	2%
5000	1%	1%	1%
20000	1%	1%	0%

On a question where 50% of the people in a sample of 7,500 respond with a particular answer, the chance are 95 out of 100 that the answer would be between 49% and 51% (ie +/- 1%), versus a complete coverage of the entire customer base using the same procedure.



Since the population sampled is a sizeable fraction of the overall population, the actual sampling tolerances will actually be slightly smaller than the figures quoted above.

The following table shows what the percentage differences between two samples on a given statistic must be greater than, to be statistically significant.

Size of Sample A	Size of Sample B	50/50	70/30	90/10
100	100	14%	13%	8%
500	18000	4%	4%	3%
1000	4500	3%	3%	2%
1000	10000	3%	3%	2%
2000	18000	2%	2%	1%
10000	10000	1%	1%	1%
12000	8000	1%	1%	1%

(Confidence interval at 95% certainty for a comparison of two samples)

For example, for one sample of 1000 and another of 6000, responses in each at around 50% of responses in each category to be compared, the difference needs to be over 3% to be statistically significant. This is to say that the difference is not due to chance alone.

Some of the samples in the survey are too small to allow for comparisons to be made between different groups, for example in some of the smaller libraries and mobile libraries only a handful of questionnaires were completed.

The different methodology used in the smaller and larger libraries (a census versus a sample survey) has meant that it has had an effect on the number of responses received from each library. This may also have an effect on the answers from the larger libraries as not everyone visiting it had the opportunity to complete a questionnaire. Lancaster library also handed out more questionnaires during the course of the survey because too many forms were handed out at the beginning of the survey.

When looking at the profile of library users bear in mind that we don't know if some of the people that completed the questionnaires were more likely than others to fill one in. So certain types of library users may have been missed from the profile, given in section 6.6, even though they use the library because they didn't fill in a questionnaire.

## 6 Main Research Findings

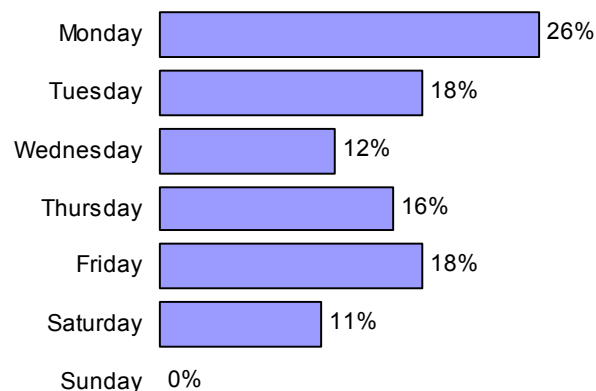
A marked up questionnaire of the survey results can be found in Appendix 1.

### 6.1 Number of survey responses

Questionnaires were handed out by front-line library staff to adult library users over a seven day period running from Monday 25 September and finished on Sunday 1 October. In total during the seven day period 19,968 questionnaires were completed across 90 libraries.

On the whole, there were more questionnaires completed on Monday, which was the first day of the survey. There were fewer questionnaires completed on Wednesday than any other weekday. This is likely to be because many libraries are closed on Wednesday or only open for half a day. The CLIS may wish to compare this profile with actual daily visit statistics.

**Chart 1 - Volume of responses per day**



Base: all respondents (19,968)

The libraries with the most completed questionnaires over the survey period are Lancaster (621), Colne (467), Poulton (462), Longton (452) and Chorley (447). There is a full list of number of completed questionnaires by library in appendix 1.

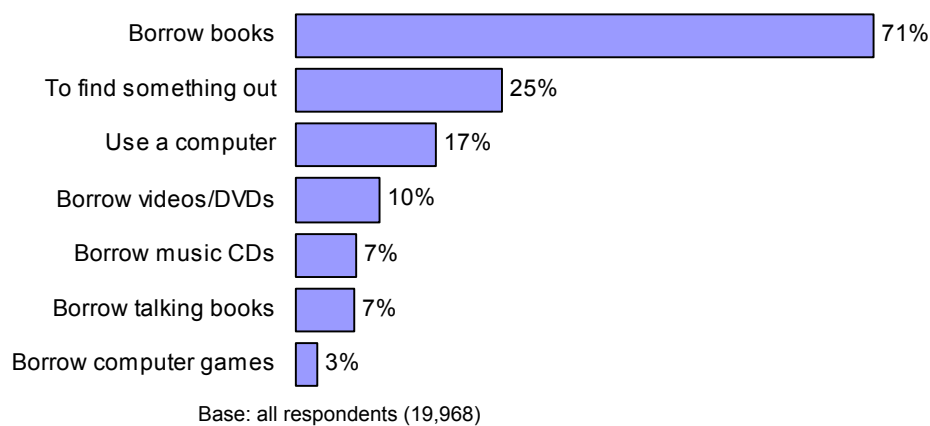
The larger libraries also had more questionnaires completed at weekends than the smaller ones – particularly the Harris Library where 21% of the questionnaires were completed over the weekend. This is because these are the libraries that are most likely to be open at weekends.

Respondents were less likely to come to the library during the week when they were aged 25 to 44 (85%) and were employed full-time (78%).

## 6.2 Reasons for visiting the library<sup>1</sup>

A number of questions looked at why people came to visit the library. By far the most commonly mentioned reason was to borrow books (71%). This was followed by finding something out (25%), using a computer (17%) and borrowing videos or DVDs (10%). Not all libraries will have computer facilities or lend videos, DVDs, CDs or computer games so it is hardly surprising that they aren't mentioned as frequently as a reason for visiting the library.

**Chart 2 - Why people visited the library**



There are some differences between different groups of people and their reasons for visiting the library. These differences are outlined below.

### *Borrow books*

Seven in ten people came to the library to borrow books. Retired people are more likely to visit the library intending to borrow books (81%). The Harris and level two libraries have fewer people visiting with the intention of borrowing books (52% and 59% respectively). This is likely to be because there are more services offered in the larger libraries. Men (63%) are less likely than women (77%) to intend borrowing books. Younger people (41% of 16 to 24 year olds), non-white people (45%), the unemployed and full-time students (45%), and respondents with a mental disability (learning disability or mental health problem) (57%) were less likely to come to the library to borrow books.

<sup>1</sup> The majority of people who came to the library to borrow computer games also said that they came to borrow music CDs, videos/DVDs and talking books. This implies that a significant number of people mistakenly ticked all the boxes as it is unlikely they came to borrow everything – particularly as nearly half of the people who ticked them all were over 65.

### *To find something out*

A quarter of people came to the library to find something out. People are significantly more likely to come to the library to find something out when they: visit the Harris or a level two library (36% and 34% respectively); are male (33%); are aged 16 to 24 (43%); have a mental disability (42%); are unemployed (49%), a full- or part-time student (43% and 48% respectively); or come from a non-white background (45%).

### *To use a computer*

One in six visitors came to the library to use a computer. People who are more likely to come to the library to use a computer are the unemployed (53%) and full-time students (50%), men (26%), people aged 16 to 24 (58%), and non-white people (50%). Part of the reason behind why so many people from BME background come to use a computer is the age profile of these respondents (being on average aged 33). While the over 65s are particularly unlikely to visit the library to use a computer (6%). Unsurprisingly more people visit the Harris (33%) and level two (27%) libraries to use a computer than all of the other smaller libraries.

### *Borrow videos/DVDs*

One in ten visitors intended to borrow a video or DVD from the library. Intention of borrowing videos or DVDs is higher among younger respondents (14% for 16-24 and 25-44 age groups) and people with mental disabilities (20%). Again larger libraries, which will have a bigger range of services, have more people going to them with the intention of borrowing videos or DVDs (14% level 2, 12% level 3, and 14% level 4 libraries).

### *Borrow music CDs*

Only 7% of library visitors intended to borrow music CDs. The people who were more likely to come to the library to borrow music CDs were people with a mental disability (17%), aged 16 to 24 (11%) and men (10%). Again fewer people came to the smaller libraries (level five and below) to borrow CDs (6% for level 5 and 6, and 4% for level 7, 8 and 9).

### *Borrow talking books*

Only 7% of library visitors intended to borrow talking books. There were fewer differences in the type of people who intended to borrow talking books. The most significant was people who had an eyesight problem were more likely to intend borrowing talking books (20%).

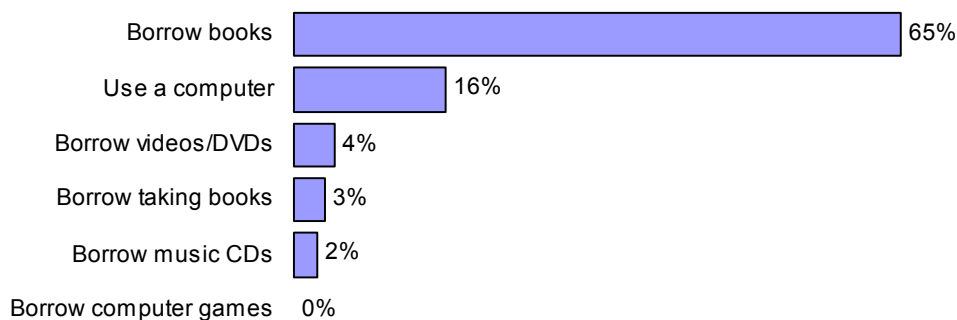
### *Borrow computer games*

Only a handful of visitors intended to borrow computer games (3%). There are no significant differences between the different people who intend borrowing computer games.

## 6.3 Outcomes of their visit to the library

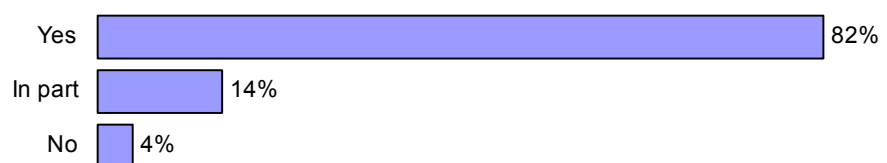
Four questions were asked based on the outcomes of their visit to the library. The results are shown in charts three and four. When people were asked what they actually did at the library the most popular answer was to borrow books (65%). This was followed by using a computer (16%) and borrowing videos or DVDs (4%). Looking at the information service, of the people who came to the library to find something out four-fifths succeeded (82%) and one in seven found part of the information they needed. Importantly only 4% said they didn't find out what they needed.

**Chart 3 - What people actually borrowed/did at the library**



Base: all respondents (19,968)

**Chart 4 - If you came to the library today to find something out, did you succeed?**



Base: all respondents having come to the library to find something out (4,972)

It is possible to compare the results for who used a particular service to why they came to the library (what they intended to do/borrow). This highlights gaps in service provision, which are shown in the table below<sup>2</sup>.

<sup>2</sup> See note on page 11

Service	% of people who didn't get what they came for
Borrow computer games	94%
Borrow music CDs	69%
Borrow videos/DVDs	58%
Borrow talking books	53%
Borrow books	8%
Use a computer	8%
To find something out	4%

Base: all respondents who came to use a particular service (482 to 13,822)

For the traditional library services (borrowing books and finding something out) the service gaps are fairly small – the biggest being 8% of people not being able to get what they came to the library for. The provision of computers in libraries also appears to be sufficient as only 8% of people weren't able to use one when this was their intention. However there does seem to be a problem with the provision of computer games (94%), music CDs (69%), videos or DVDs (58%) and talking books (53%) as the majority of people who came to borrow them didn't actually borrow them. This could be because the library they went to did not offer them or because they wanted to borrow something that wasn't in stock – in which case they may have ordered it.

The service users who weren't able to get what they came to the library for are described below for each of the library services.

#### *Borrow computer games*

The people who didn't manage to borrow computer games were more likely to be women (97%), white (96%) and retired (99%). However there were fewer 16-24 year olds who didn't manage to borrow computer games (65%).

#### *Borrow music CDs*

Some of the smaller libraries had more people being unable to borrow CDs compared to a number of the larger ones (level 6 libraries 80%, level 8 libraries 92%). The groups of people who didn't manage to borrow CDs were women (77%), people with a physical disability (77%), retired people (81%) and those over 65 (85%).

### *Borrow videos/DVDs*

The ability to borrow videos and DVDs was significantly lower on weekdays (59%) and in level 7 and 8 libraries (83% and 84% respectively). Also people with a physical disability (71%), retired people (73%) and those over 65 (77%) were less likely to actually borrow a video or DVD when they came to the library for one.

### *Borrow talking books*

There was only one significant difference between different user groups for borrowing computer games. These were people with a mental disability who were less likely to actually borrow talking books (64%).

### *Borrow books*

Visitors to the Harris library and 2 libraries are significantly less likely to borrow books (19% and 16% respectively didn't borrow books). Men (13%), people aged 16-24 (22%), non-white people (20%), people with a mental disability (15%), and full-time students (23%) and the unemployed (22%) were also significantly less likely to borrow books when they intended to.

### *Use a computer*

Weekend visitors (14%) and those who go to the Harris library (18%) and level 2 (14%) libraries are significantly less likely to actually use a computer. The only group of people who had more difficulty in actually getting a computer to use are non-white people (15%).

### *To find something out*

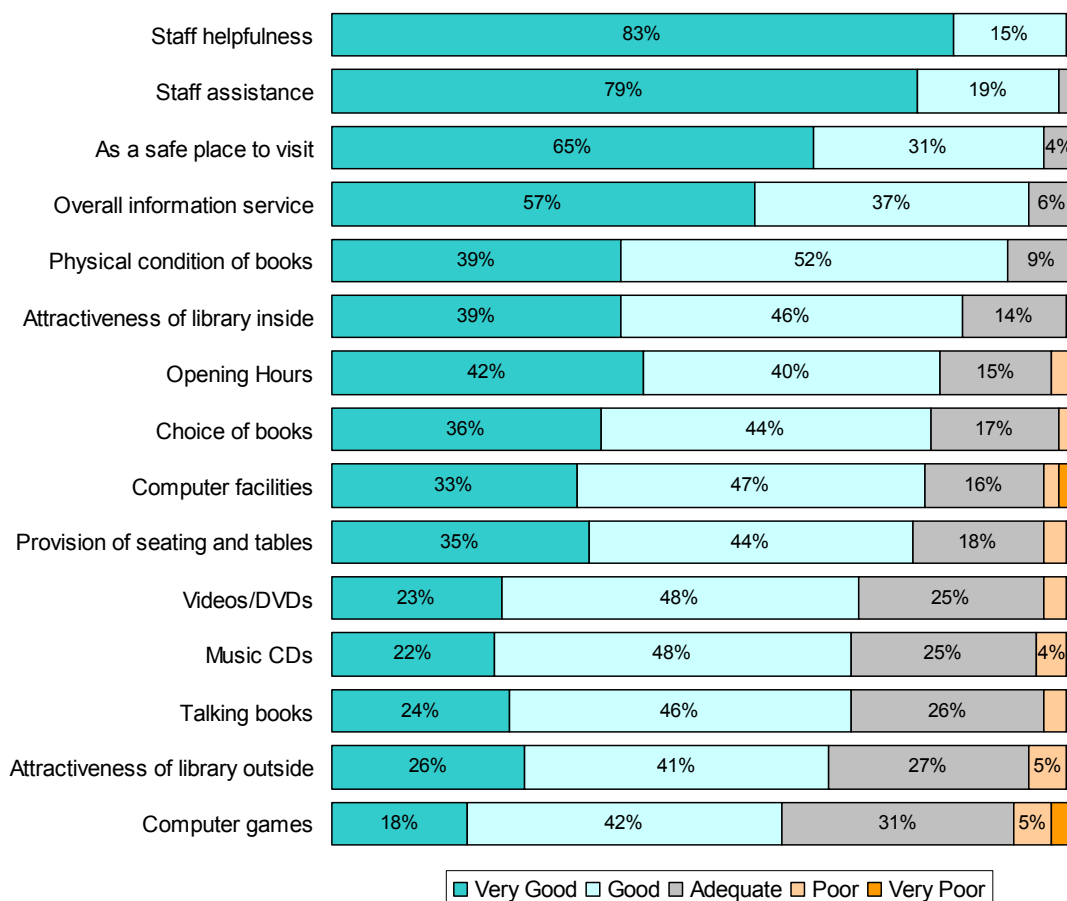
The Harris library (8%) and level 9 (12%) libraries had a significantly higher number of people who didn't find out what they came to the library for. Again non-white people (7%) were less likely to find the information they came to the library for.

## 6.4 Perceptions of libraries

Library users were asked a series of questions on what they thought of particular aspects of the library they visited. The results for these questions can be found in chart five below.

All of the aspects of the library service were thought of positively (being rated very good or good). Staff were rated the most highly, both for their assistance (99%, very good or good) and helpfulness (98%, very good or good). This was closely followed by the library being a safe place to visit (96%, very good or good), the overall information service (94%, very good or good), and the physical condition of books (91%, very good or good). The aspects that rated most poorly are the computer games (9%, poor or very poor), the attractiveness of the library outside (6%, poor or very poor) and music CDs (5%, poor or very poor).

**Chart 5 - Perceptions of library services**



Base: all respondents (6,041 to 18,805)



Looking at each of the attributes of the library service some key differences in perceptions stand out.

### *Staff helpfulness*

Staff helpfulness rated top of all the service attributes (83% very good, 15% good). It is good to see that people with physical disabilities rated the staff helpfulness (88% very good) more highly than people without a disability. The groups who rated staff helpfulness less highly were non-white visitors (67% very good), visitors aged 16 to 24 (69% very good), full-time students (70% very good) and visitors to the larger libraries (particularly the Harris where only 66% thought the staff helpfulness was very good).

### *Staff assistance*

Staff assistance was also a very highly rated part of the library service (79% very good, 19% good). Again the people with physical disabilities rated the staff assistance (83% very good) more highly than people without a disability and people with a mental disability. The groups who felt the staff assistance wasn't as good were non-white visitors (61% very good), full-time students (64% very good), the unemployed (68% very good), full-time employed (72% very good), and men (75% very good). Also the younger the person the poorer their rating of staff assistance (16-24 60% very good, 25-44 75% very good, 45-64 80% very good, and 65+ 85% very good). The largest libraries (Harris and level 2) didn't rate as well for staff assistance as the rest of the libraries (58% and 70% very good respectively).

### *As a safe place to visit*

Visitors also thought that libraries are a safe place to visit (65% very good, 31% good). There were only a handful of significant differences between different groups of people and their perceptions of safety whilst visiting a library. The people who felt less safe were non-white (59% very good) people and those with a mental disability (62% very good). While the over 65s (69% very good) felt safer than people aged 25 to 64 (62% very good for 25-44, and 63% very good for 45-64).

### *Overall information service*

The overall information service was rated highly by service users as 57% thought it was very good and 37% thought it was good. The larger libraries (Harris and level 2 libraries) are not rated as highly for their overall information service (46% and 50% very good respectively). And visitors at the weekend find that the information service is not as good (53% very good at weekend, 57% very good on weekdays). The groups of people who rate the information service lower are full-time students (44% very good), non-white people (44% very good), 16 to 24 year olds (45% very good) and men (51% very good).

### *Physical condition of books*

When looking at the physical condition of books overall they were rated as 39% very good and 52% good. Females (42% very good) rated this attribute more highly than males (33% very good). The groups who rated the condition of books less highly were non-white people (29% very good), users aged 16 to 24 and 45 to 64 (35% very good for both), and users of the larger libraries (in particular the Harris and level 2 libraries – 26% and 30% very good respectively).

### *Attractiveness of library inside*

Overall the attractiveness of the library was 39% very good and 46% good. The groups who were happier with the attractiveness of the library inside were the over 65s (47% very good) and people with physical disabilities (47% very good) – although this group does tend to be made up of older people.

Those who were less happy with the library inside were full-time students (31% very good), non-white people (33% very good) and people visiting level two libraries (30% very good).

### *Opening hours*

Opening hours were rated by all library users as 42% very good and 40% good. Retired (47% very good) people and those who were permanently sick or disabled (49% very good) were significantly more likely to think library opening times were good. This is likely to be because they have access to library services during the day.

The people who rated the opening times less highly are men (38% very good), non-white people (39% very good), and those without a disability (39% very good). People who visit the smaller libraries (level six to eight) tend to be less satisfied with opening hours, which isn't surprising given the more limited opening times of the smaller libraries.

### *Choice of books*

People were less happy with the choice of books available at the library (36% very good, 44% good). Perceptions of the choice of books are significantly better for people with physical disabilities (42% very good), people over 65 (42% very good) and females (40% very good). Non-white visitors (27% very good), full-time students (28% very good) and weekend visitors (33% very good) were less happy with the choice of books available at the library.

### *Computer facilities*

Overall, 33% of visitors thought that the computer facilities were very good, and 47% thought they were good. The computer facilities were rated less highly by visitors to the Harris library (18% very good) and level 8 (13% very good) and 9 (12% very good) libraries. Also retired people (32% very good) did not rate them as highly as a number of the other socio-economic groups.

### *Provision of seating and tables*

The overall satisfaction with the provision of seating and tables was 35% very good and 44% good. Those who were happier with the provision of seating and tables visited the mid-sized libraries (level 4 libraries 39% very good, level 5 libraries 38% very good, and level 6 libraries 38% very good).

The full-time students (28% very good), men (32% very good), non-white people (31% very good), and those aged 16 to 24 (30% very good) and 45-64 (32% very good) rated the seating and tables less highly. These are the people who are more likely to visit the library to find something out, so it is likely that they will want to sit down to read the information or make notes. If there isn't the seating available to do this, they will be less satisfied with it.

### *Videos/DVDs*

Visitors' satisfaction with the provision of videos and DVDs was: 23% rated it as very good and 48% rated it as good. Visitors to the smaller libraries rate videos and DVDs more poorly (level 7 libraries 19% poor and very poor, level 8 libraries 16% poor and very poor), which will be a result of these libraries either not offering them or having a more limited selection. Also men and people aged 45 to 64 are less satisfied with the videos and DVDs.

### *Music CDs*

Visitors overall rating of music CDs was: 22% rated it as very good and 48% rated it as good. Again visitors to the smaller libraries rate music CDs more poorly (level 7 libraries 19% poor and very poor, level 8 libraries 24% poor and very poor), which will be a result of these libraries either not offering music CDs or having a more limited selection. Also men and people aged 25 to 64 are less satisfied with the music CDs.

### *Taking books*

The overall rating of the talking books was: 24% very good and 46% good. Visitors to level 7 libraries (16% poor and very poor) are significantly less happy with the talking books compared to all the other library levels. This is also the case for men (19% very good) compared to women (26% very good). The people who have most need for talking books, those with eyesight problems, are happier with them (40% very good). Also the over 65s think more highly of the talking books (33% very good).

### *Attractiveness of library outside*

Only a quarter (26%) of visitors thought that the attractiveness of the library outside was very good, and 41% thought it was good. There were fewer significant differences for the perceptions of the attractiveness of the library outside. The most notable was that visitors to the Harris library (50% very good) were happier with the outside of the building compared to all the other library levels.

### *Computer games*

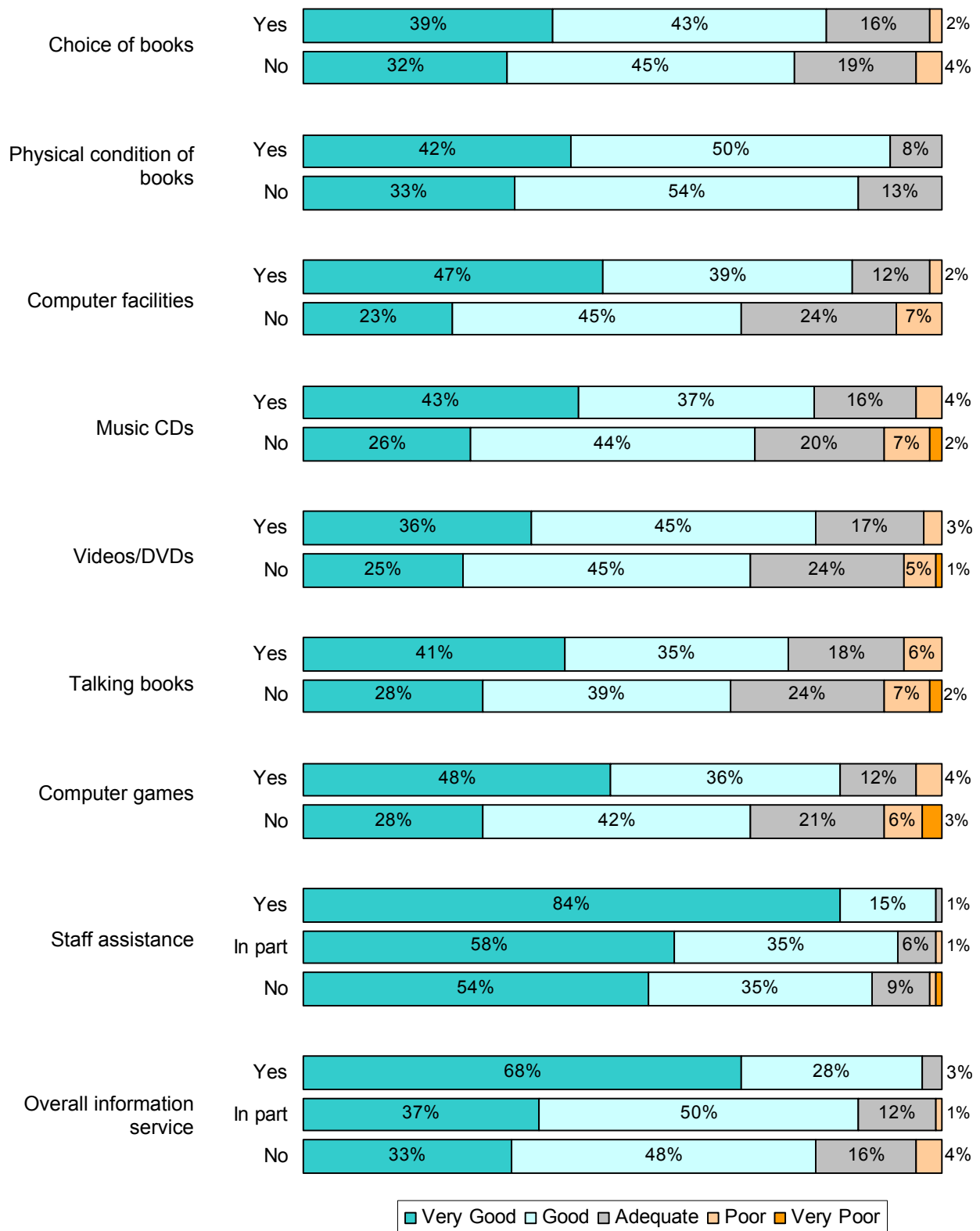
The lowest rated service was the computer games where only 18% thought they were very good and 42% thought they were good. The groups who rated the provision of computer games more poorly were full-time students (16% poor or very poor), men (13% poor or very poor) and people with a mental disability (15% poor or very poor). The libraries that had the worst ratings for computer games were again the smaller ones (level 7 libraries 24% poor or very poor, level 8 libraries 30% poor or very poor).

#### 6.4.1 Service satisfaction by if visitors got what they came for

Looking in more detail at the effect of whether visitors were able to do what they intended to do at the library has on service satisfaction. The results are shown in chart six below.

Whatever people come to do at the library, not being able to achieve it significantly reduces their perceptions of how good this service is. The service attributes most affected are overall perceptions of the information service, computer facilities, staff assistance, and computer games. It is worth noting that when people only find part of the information they came to get their perceptions of staff assistance and the information service overall are significantly lower.

**Chart 6 - Service satisfaction by if visitors got what they came for**

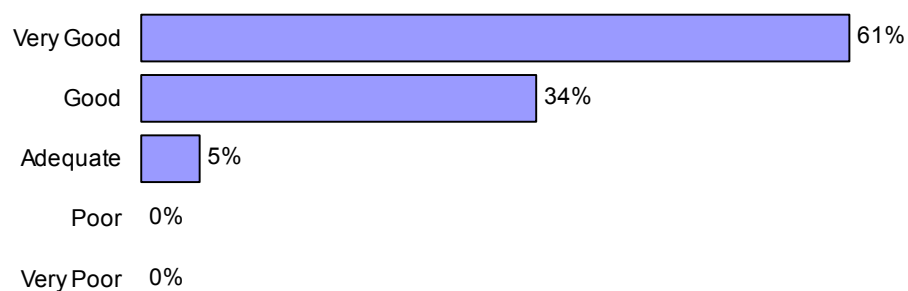


Base: all respondents (214 to 13,748)

## 6.5 Overall perceptions of the library service

Finally respondents were asked for their opinion of the library overall. This is the question the library service will be evaluated on by central government. Library services are highly regarded by users as 95% rated them as good (61% of these thought that it was very good).

**Chart 7 - Taking everything into account, what do you think of this library?**



Base: all respondents (19,595)

Looking in more detail at perceptions of the library overall there are a number of significant differences between people's ratings. The full-time students (42% very good), full-time employed (50% very good), men (53% very good), 16 to 24 year olds (46% very good), and non-white people (46% very good) were less likely to rate the library as good overall. This is also true for visitors to the larger libraries (Harris and level 2) where 50% and 51% (respectively) of visitors rate it as very good overall and weekend visitors (57% very good).

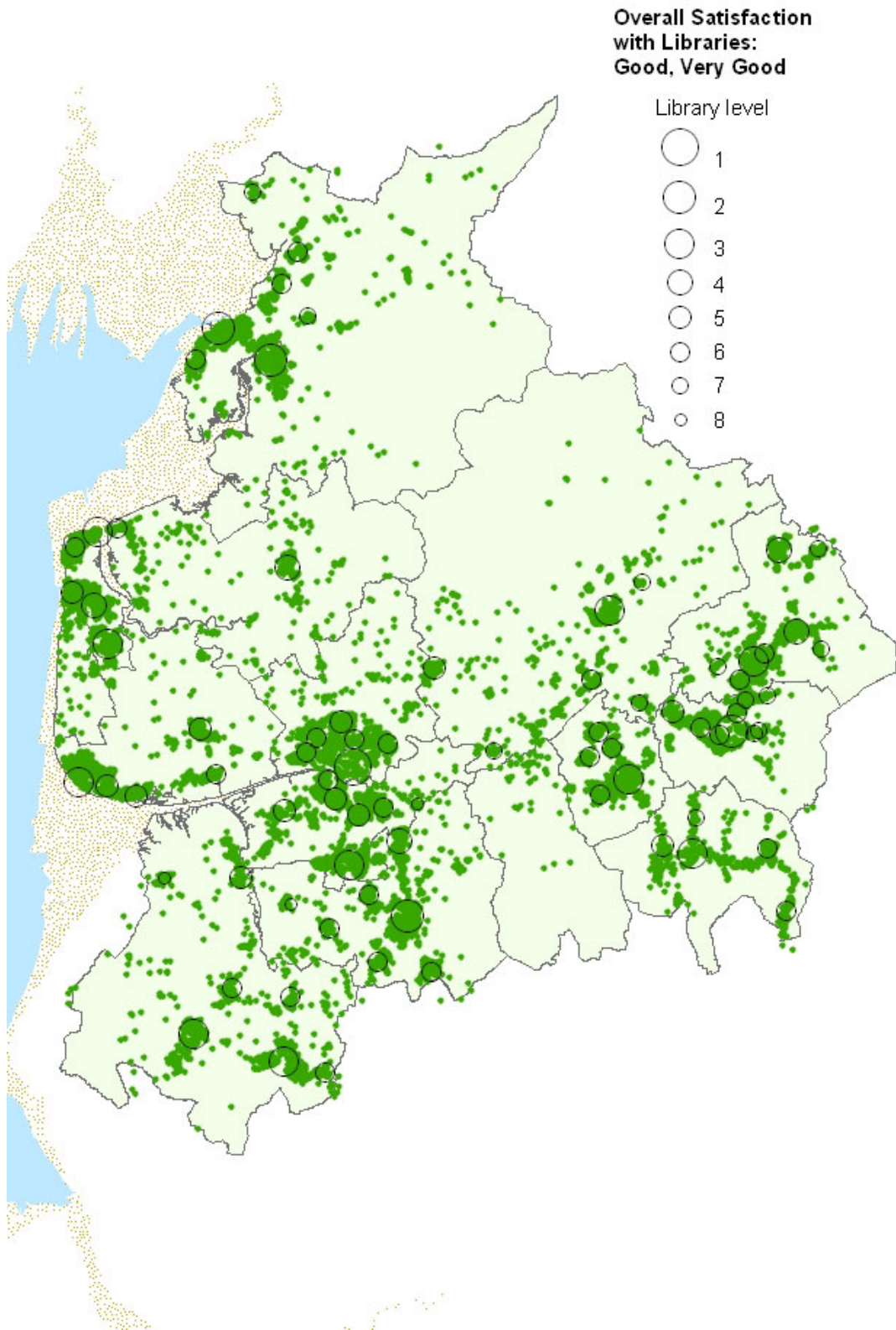
Further analysis on what affects overall satisfaction has revealed that perceptions of: the information service overall; choice of books and attractiveness of the library inside are all correlated to the level of overall satisfaction with the library (in order of significance). This means that where these service attributes are rated highly they are more likely to rate the overall library service highly.

The most significant driver of satisfaction with the information service overall was found to be the choice of books. Therefore, improving the choice of books will help to improve the ratings of the library service overall. Further research looking at which books people need should be considered to improve overall satisfaction of library services.

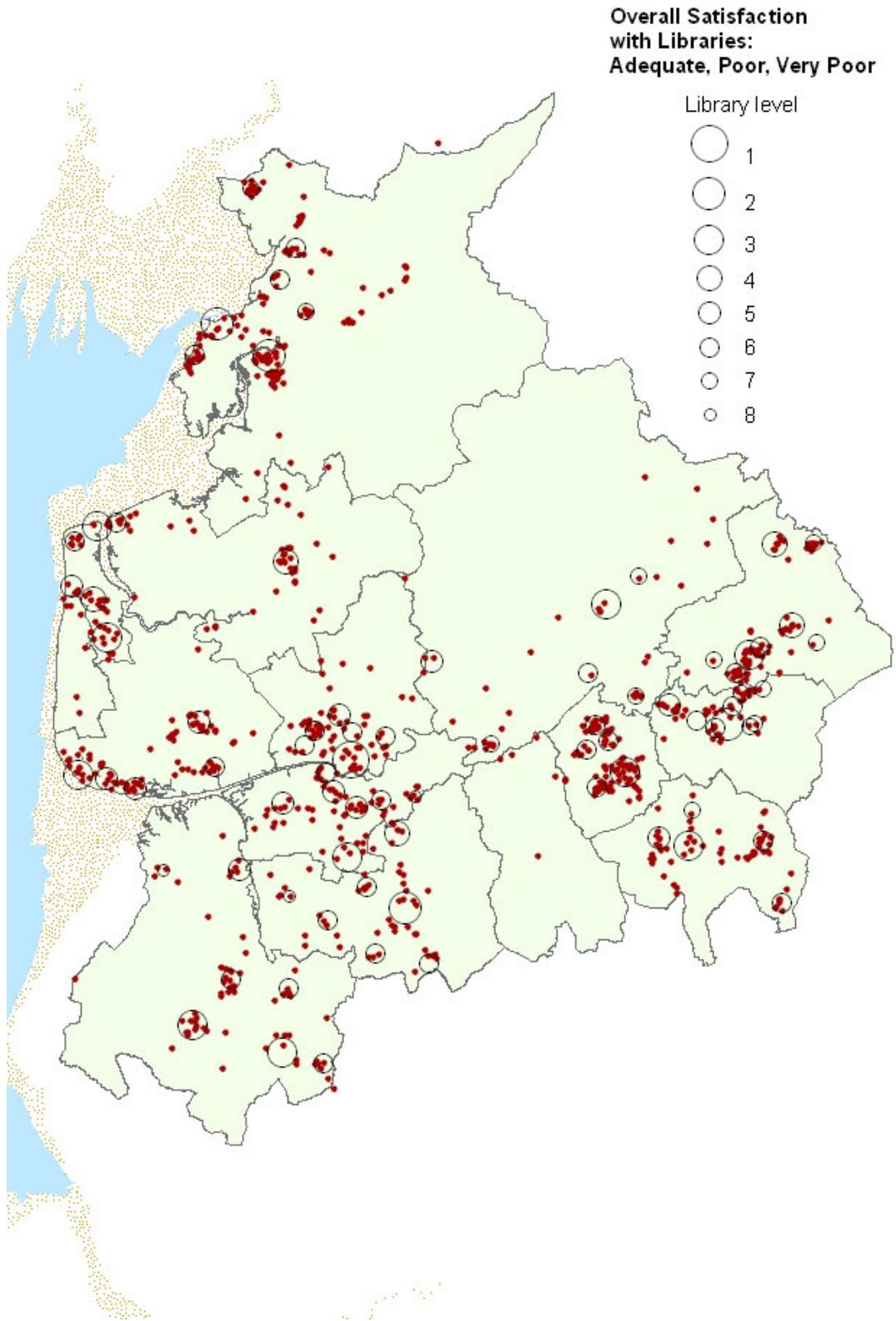
### 6.5.1 Maps showing overall satisfaction geographically

The results for overall satisfaction with libraries have also been geographically mapped to show areas where satisfaction is higher (very good or good rating – shown in green) and lower (adequate, poor or very poor rating – shown in red) according to where they live. Each dot on the map represents a respondent who gave their home postcode rather than the library they visited. The results are shown in two separate maps below.

The maps in appendix three show the average distance travelled to each library (represented by the size of the circle) and the overall satisfaction for each library. Libraries of the same level are shown on the same map.







## 6.6 Profile of library users

There were a number of demographic questions in the questionnaire that will allow a profile of library users over the age of 16 to be created. These questions included asking them their gender, age, ethnicity, economic activity, if they had a disability and their postcode. When looking at the results for these questions please bear in mind that it cannot be determined if these are the people who are most likely to use libraries or if they were simply more likely to complete a questionnaire. A comparison of makeup for the survey with the libraries' membership records would be useful to check for any demographic differences.

### 6.6.1 Distance travelled to the library

The following table shows the maximum and average distance respondents travelled to libraries for each library level. The results show that the smaller the library the shorter the distance the respondent travels to it. The Local Studies Library attracts people from further away, the average distance respondents travelled was 14km (based on 51 responses). Results are broken down for each library in appendix two and mapped for each library in appendix three.

Library level	Max distance (km)	Ave distance (km)
Harris library	29	4
2	30	3
3	36	2
4	38	2
5	22	2
6	20	1
7	12	1
Local Studies Library	38	14

Base: all respondents (16,119)

### 6.6.2 Gender of library users

There were more females (64%) who filled in a questionnaire than there were males (36%). This could be because there are more females who use libraries in general or it could be because females were more likely to fill in a questionnaire.

**Chart 8 - Gender of library users**



Base: all respondents (18,118)

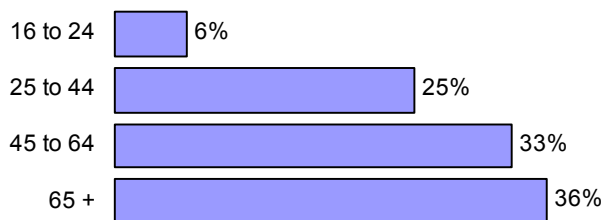
The 25 to 44 age group were more likely than all the other age groups to be female (70%). The split of visitor numbers between male and female respondents was more even in non-white ethnic groups and in larger libraries (level 1 and 2) – 49% and 51% male female split for both. The smaller the library the more likely they were to have more female visitors (with the exception of level nine libraries).

### 6.6.3 Age of library users

Respondents were also asked to give their age. The age distribution of library users who completed a questionnaire is shown in charts nine and ten. Chart nine shows that people over 65 were most likely to complete a questionnaire (36%), closely followed by people aged 45 to 64 (33%). The average age of people completing a questionnaire is 55.

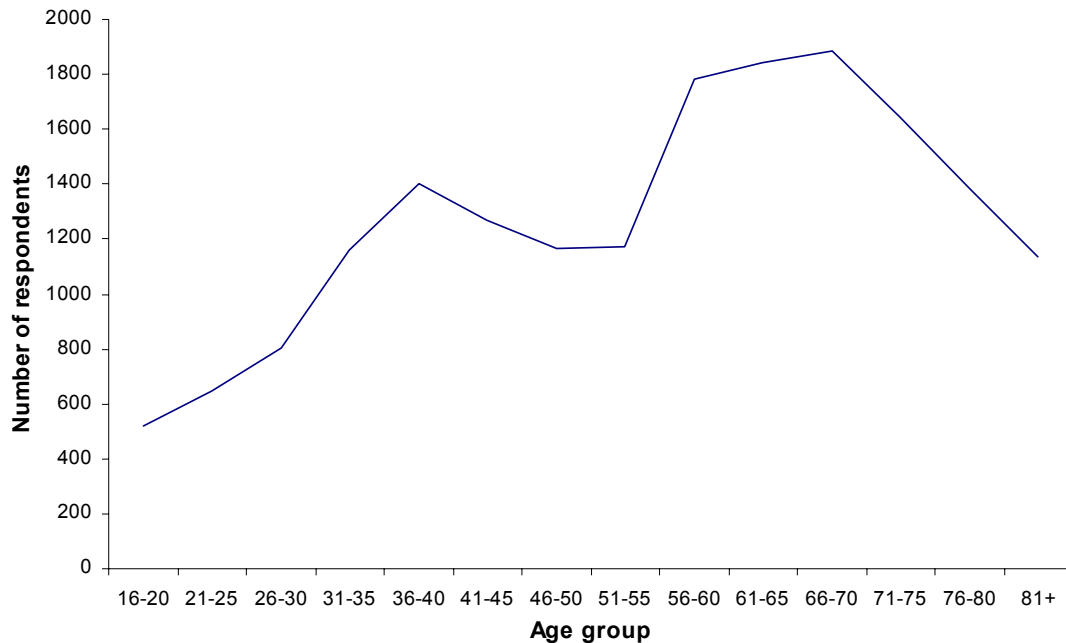
More detail of the age distribution of library users is shown in chart ten. The general trend is for the number of library users to increase with age. After the age of 70 it starts to fall, although there are still more library users in the over eighties category than there are in any of the 30 and under categories. There were a couple of peaks at ages 36 to 40 and 56 to 70 – the older age groups being the higher library users.

**Chart 9 - Age of library users**



Base: all respondents (17,812)

**Chart 10 - Distribution in the age of library users**



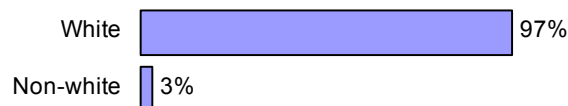
Base: all respondents (17,812)

There are differences in the age of library users by library. The mobile libraries have the highest mean age of visitor (ranging from ages 68 to 78). Also the smaller the library the older the mean visitor is (with the exception of level nine libraries). The libraries with the youngest average age of visitors are Preston Harris (44), Ribbleson (47), Skelmersdale (47), Colne Road (47) and Lancaster (47).

6.6.4 Ethnicity of library users

The vast majority of people who use the library are white (97%). Of the non-white ethnic groups Asian (2%) people completed the most questionnaires.

**Chart 11 - Ethnicity of library users**



Base: all respondents (18,988)

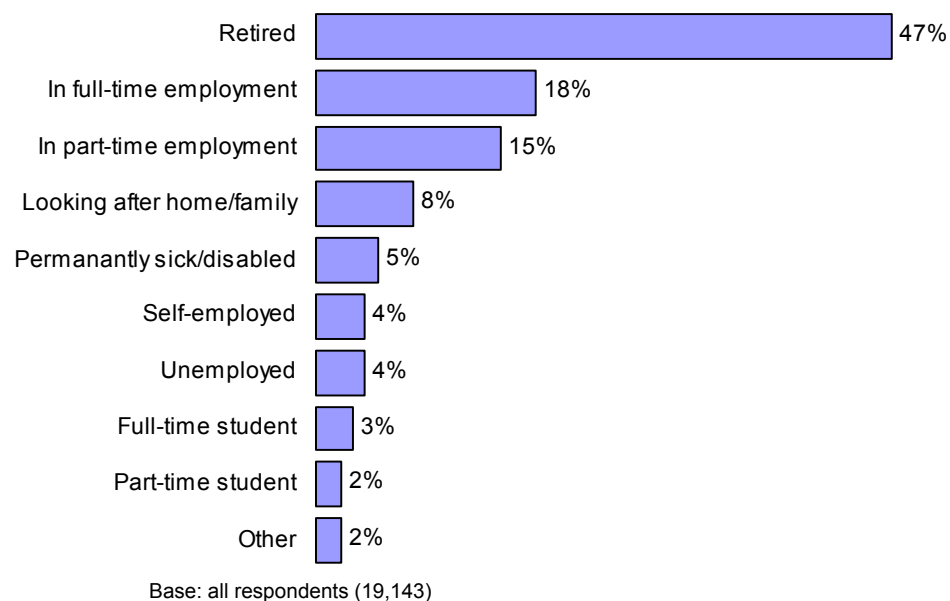
There are differences in the ethnic make-up of library users between libraries. Library levels one to three were significantly more likely to have black and ethnic minority (BME) visitors. The libraries with the highest proportion of BME people completing the survey are Colne Road library (31%), Nelson (28%), Brierfield (20%) and the Harris library (16%). This is a reflection of the demographic make-up of the area.

The non-white people completing the survey have a younger age make-up than white respondents. The average age of a non-white respondent is 33 and white respondents 56.

#### 6.6.5 Economic activity of library users

Library users were most likely to be retired (47%). This isn't surprising given the age distribution of respondents. The next most common groups were people in full-time employment (18%) or part-time employment (15%).

**Chart 12 - Economic activity of library users**

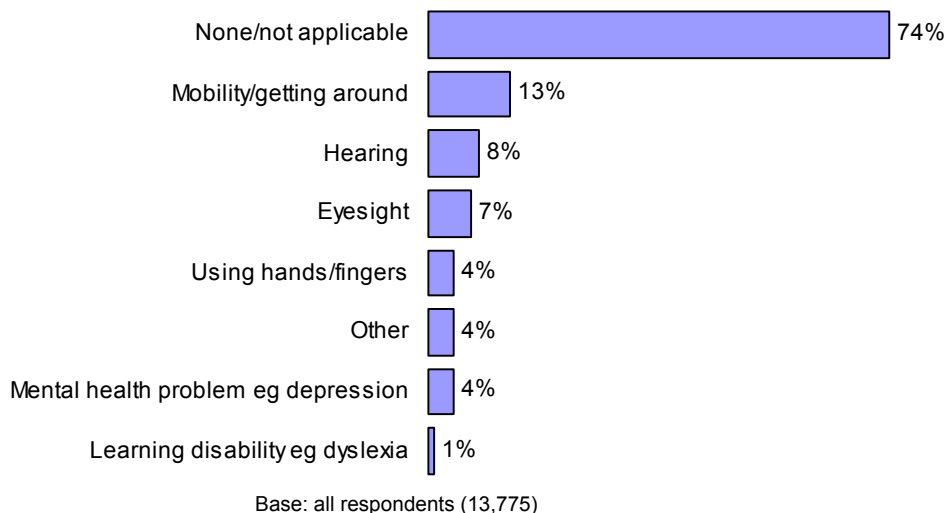


Users of the largest libraries (Harris and level two libraries) were significantly less likely to be retired (25% and 37% respectively) and more likely to be full-time students (10% and 6% respectively). Harris library users were more likely to be employed full-time (32%) than all the other library levels.

### 6.6.6 Disability of library users

Most library users did not suffer from any kind of disability (74%). The most common disabilities were physical ones where people had mobility (13%), hearing (8%) or eyesight (7%) problems.

**Chart 13 - Disability of library users**



Older respondents, people over 45, were significantly more likely to have a physical disability (problem with mobility, hearing, eyesight or using their hands and fingers) than people in the younger age groups. This is particularly the case for the over 65s where 39% said that they had some form of physical disability compared to 7% for the 16 to 24s, 5% for the 25 to 44s, and 18% for the 45 to 64s.

Younger respondents were more likely than the older ones to say that they had a mental disability (9% of respondents aged 16 to 24). This could be attributed to better diagnosis of these conditions in younger people.

Non-white respondents were more likely to say that they didn't have any disabilities (90%) compared to white respondents (76%). This is likely to be because non-white respondents tended to be younger.

## 7 Conclusions

A questionnaire for finding out library users views on libraries was sent to 90 libraries across the county. In total 19,968 questionnaires were returned from 90 libraries over a seven day period. Weekend visitors to libraries were more likely to be aged 25 to 44 and employed full-time.

The most commonly mentioned reason for visiting the library was to borrow books (71%), followed by a quarter of visitors coming to find something out, and one in six coming to use a computer. Borrowing talking books (7%) and computer games (3%) were the least popular reasons given for coming to the library. Different people did come to the library to do different things:

- retired people (71%) were more likely to come to borrow books;
- the unemployed (49%), full- or part-time students (43% and 48% respectively), non-white people (45%) and those aged 16 to 24 (43%) were more likely to come to find something out;
- people aged 16 to 24 (58%), the unemployed (53%), full-time students and non-white people (both 50%) were more likely to come to the library to use a computer;
- younger respondents (14% for 16-44 year olds) and those with a mental disability (20%) were more likely to come to the library to use a computer;
- people with a mental disability (17%), aged 16 to 24 (11%) and men (10%) were more likely to intend borrowing music CDs; and
- those people with an eyesight problem (20%) were more likely to intend to borrow a talking book.

When people were asked what they actually did at the library the most popular answer was to borrow books (65%). This was followed by using a computer (16%) and borrowing videos or DVDs (4%). Of the people who came to the library to find something, out four-fifths succeeded (82%), one in seven found part of the information they needed and only 4% didn't find out what they needed.

Looking in more detail at whether people achieved what they came to the library to do revealed a number of service gaps. For the traditional library services (borrowing books and finding something out) and using computers the service gaps are fairly small (the biggest is 8%).

All of the aspects of the library service were thought of positively (being rated very good or good). Staff were rated the most highly, both for their assistance (99%, very good or good) and helpfulness (98%, very good or good). This was closely followed by the library being a safe place to visit (96%, very good or good), the overall information service (94%, very good or good), and the physical condition of books (91%, very good or good). The aspects that rated

most poorly are the computer games (9%, poor or very poor), the attractiveness of the library outside (6%, poor or very poor) and music CDs (5%, poor or very poor).

Whatever people come to do at the library, not being able to achieve it significantly reduces their perceptions of how good this service is. The service attributes most affected are overall perceptions of the information service, computer facilities, staff assistance, and computer games. It is worth noting that when people only find part of the information they came to get, their perceptions of staff assistance and the information service overall are significantly lower.

Library services are highly regarded amongst their users (95% rated them as good – 61% of these said it was very good). Full-time students (42% very good), full-time employed (50% very good), men (53% very good), 16 to 24 year olds (46% very good), and non-white people (46% very good) were less likely to rate the library as good overall. Visitors to the larger libraries (Harris and level 2 – 50% and 51% very good respectively) and weekend visitors (57% very good) were also less likely to rate libraries as good overall.

Further analysis on what affects overall satisfaction has revealed that perceptions of: the information service overall; choice of books and attractiveness of the library inside are all correlated to the level of overall satisfaction with the library (in order of significance). The most significant driver of satisfaction with the information service overall was found to be the choice of books. Therefore, improving the choice of books will help to improve the ratings of the library service overall.

The people completing the survey had an average age of 55. Mobile libraries have the highest mean age of visitor. BME visitors represented 3% of the responses and had an average age of 33 compared to white respondents' average age of 56. Library users were most likely to be retired (47%), although different libraries did have different users. For example the Harris library users were more likely to be employed full-time. Three-quarters of library users did not suffer from a disability, although the most common disabilities were physical ones. More women (64%) filled in a questionnaire than men (36%). This could either be because there are more women that use the libraries in general or it could be because women were more likely to fill in a questionnaire.



## 8 Recommendations

The recommendations from the research are outlined below.

- Consider doing further research looking at which books people need and how the information service can be improved to improve overall satisfaction of library services.
- Publicise these positive results amongst library staff, certainly those of 95% rating the overall service as good, and nearly all library users rating the staff – for their helpfulness and assistance – as good.
- Conduct further analysis on the survey data. For example, to find out why people weren't able to borrow videos, DVDs, music CDs, talking books and computer games and why perceptions of these services was poorer.
- Look at how the provision of services can be improved for the people who weren't able to get what they came to the library for.
- Analyse the open question that was included at the end of the survey asking for any other comments respondents had about libraries. This may give some context as to why some services were rated less highly and some suggestions for improvements.
- Perform the survey again in 3 years, to enable performance to be compared, and the success of any initiatives to be evaluated.
- Suggest changes to the wording of the questions, with a 'don't know' answer added for the satisfaction questions as not all respondents will use all of the services (eg talking books).
- Also suggest the rewriting of the question "Did you come to the library today intending to borrow any of the following?" to stop people selecting all of the answers even if they didn't intend to borrow that item. This could be done by having tick boxes for "Yes" and "No" as in the question for if the actually borrowed any of the items.

## 9 Appendices

### 9.1 Appendix 1: Marked Up Questionnaire

All values are given in percentages

Base: all respondents (19,968) unless otherwise stated

<b>Survey day</b>	
Monday	26%
Tuesday	18%
Wednesday	12%
Thursday	16%
Friday	18%
Saturday	11%
Sunday	0%

<b>Library</b>	<b>Count</b>
Lancaster	621
Colne	467
Poulton	462
Longton	452
Chorley	447
Clitheroe	445
Accrington	442
Garstang	442
Fleetwood	429
Skelmersdale	405
Longridge	396
Leyland	394
Barnoldswick	390
Ormskirk	384
Morecambe	382
Preston Harris	367
Nelson	352
Great Harwood	346
Savick	346
St Annes	339
Thornton	338
Knott End	333
Lostock Hall	331
Burnley	329
Ansdell	315
Clayton Green	312
Ingol	303
Lytham	297
Padiham	290
Fulwood	287
Bacup	280
Whalley	263
Rawtenstall	252
Oswaldtwistle	250
Parbold	245

Euxton	243
Tarleton	242
Kingsfold	236
Eccleston	236
Freckleton	235
Carnforth	234
Kirkham	232
Coal Clough	226
Bolton-le-Sands	223
Coppull	215
Whitworth	203
Adlington	201
Cleveleys	186
Rishton	186
Clayton-le-Moors	167
Penwortham	164
Haslingden	163
Heysham	157
Sharoe Green	156
Ribbleton	155
Earby	150
Pendle Mobile EM2	139
Garstang Mobile 2 NM4	137
Burscough	132
Lancaster Mobile 2 NM2	127
Bamber Bridge	126
Chatsworth	114
Mellor	105
Colne Road	104
Pike Hill	104
Halton	104
West Lancs Mobile 2 SM2	101
East Lancs Link ELL	100
Barrowford	98
Chatburn	98
Rose Grove	97
Lancaster Mobile 1 NM1'	91
Ribble Valley Mobile EM1	90
Silverdale	89
Brierfield	88
Upholland	84
West Lancs Trailer	80
Read	78
Barbon Street	77
Chorley Mobile SM3	76
Rosendale Mobile HM1	76
Local Studies Library	74
Garstang Mobile 1 NM3	72
West Lancs Mobile 1 SM1	70
Crawshawbooth	64
Wheatley Lane	57
Briercliffe	53
Trawden	53
Brunshaw	35
Rosendale Trailer	32

Q1	Please tell us what you think of this library:					
		Very good	Good	Adequate	Poor	Very Poor
	Opening hours	42%	40%	15%	3%	0%
	Provision of seating and tables	35%	44%	18%	3%	1%
	Attractiveness of library outside	26%	41%	27%	5%	1%
	Attractiveness of library inside	39%	46%	14%	1%	0%
	As a safe place to visit	65%	31%	4%	0%	0%
	Staff helpfulness	83%	15%	1%	0%	0%

Q2	Did you come to this library today intending to borrow book(s)?	
	Yes	71%
	No	25%

Q3	Did you actually borrow books today?	
	Yes	65%
	No	29%

Q4	What do you think of the choice and physical condition of the books in this library?					
		Very good	Good	Adequate	Poor	Very Poor
	Choice of books	36%	44%	17%	2%	0%
	Physical condition of books	39%	52%	9%	0%	0%

Q5	Did you intend to use a computer during your visit to this library today?	
	Yes	17%
	No	79%

Q6	Did you actually use a computer during your visit to the library today?	
	Yes	16%
	No	77%

Q7	How good are the computer facilities at this library?	
	Very good	33%
	Good	47%
	Adequate	16%
	Poor	2%
	Very poor	2%

Q8	Did you come to the library today intending to borrow any of the following?	
	Videos/DVDs	10%
	Music CDs	7%
	Talking books	7%
	Computer games	3%

Q9	Did you actually borrow any of these materials today?	Yes	No
		Videos/DVDs	4%
Music CDs	2%	43%	
Talking books	3%	41%	
Computer games	0%	40%	

Q10	What do you think of the following items, if offered at this library?	Very good	Good	Adequate	Poor	Very Poor
		Music CDs	22%	48%	25%	4%
Videos/DVDs	23%	48%	25%	3%	1%	
Talking books	24%	46%	26%	3%	1%	
Computer games	18%	42%	31%	5%	3%	

Q11	Did you come to the library today to find something out?	
	Yes	25%
	No	70%

Q12	If you came to this library today to find something out, did you succeed?	
	Yes	82%
	In part	14%
	No	4%

Base: all respondents having come to the library to find something out (4,972)

Q13	If you asked for help in finding something out today, what did you think of the staff assistance?	
	Very good	79%
	Good	19%
	Adequate	2%
	Poor	0%
	Very poor	0%

Q14	Overall, what do you think of the information service in this library?	
	Very good	57%
	Good	37%
	Adequate	6%
	Poor	0%
	Very poor	0%

Q15	Taking everything into account, what do you think of this library?	
	Very good	61%
	Good	34%
	Adequate	5%
	Poor	0%
	Very poor	0%

Q17	<b>Your age:</b>	
	16-24	6%
	25-44	25%
	45-64	33%
	65+	36%

Q18	<b>Are you:</b>	
	Female	64%
	Male	36%

Q19	<b>Are you:</b>	
	Retired	47%
	In full-time employment	18%
	In part-time employment	15%
	Looking after home/family	8%
	Permanently sick/disabled	5%
	Self-employed	4%
	Unemployed	4%
	Full-time student	3%
	Part-time student	2%
	Other	2%

Q20	<b>Disability/long-term limiting illness</b>	
	None/not applicable	74%
	Mobility/getting around	13%
	Hearing	8%
	Eyesight	7%
	Using hands/fingers	4%
	Mental health problem eg depression	4%
	Other	4%
	Learning disability eg dyslexia	1%

Q21	What is your ethnic group?	
	White British	94.2%
	White Other	1.8%
	Asian or British Asian - Pakistani	1.3%
	White Irish	0.8%
	Asian or British Asian - Indian	0.5%
	Mixed White and Asian	0.2%
	Chinese or other ethnic group - Chinese	0.2%
	Chinese or other ethnic group - Any other	0.2%
	Black or Black British -African	0.1%
	Asian or British Asian - Other	0.1%
	Asian or British Asian - Bangladeshi	0.1%
	Mixed White and Black Caribbean	0.1%
	Mixed Other background	0.1%
	Black or Black British -Caribbean	0.1%
	Black or Black British -Other	0%
	Mixed White and Black African	0%

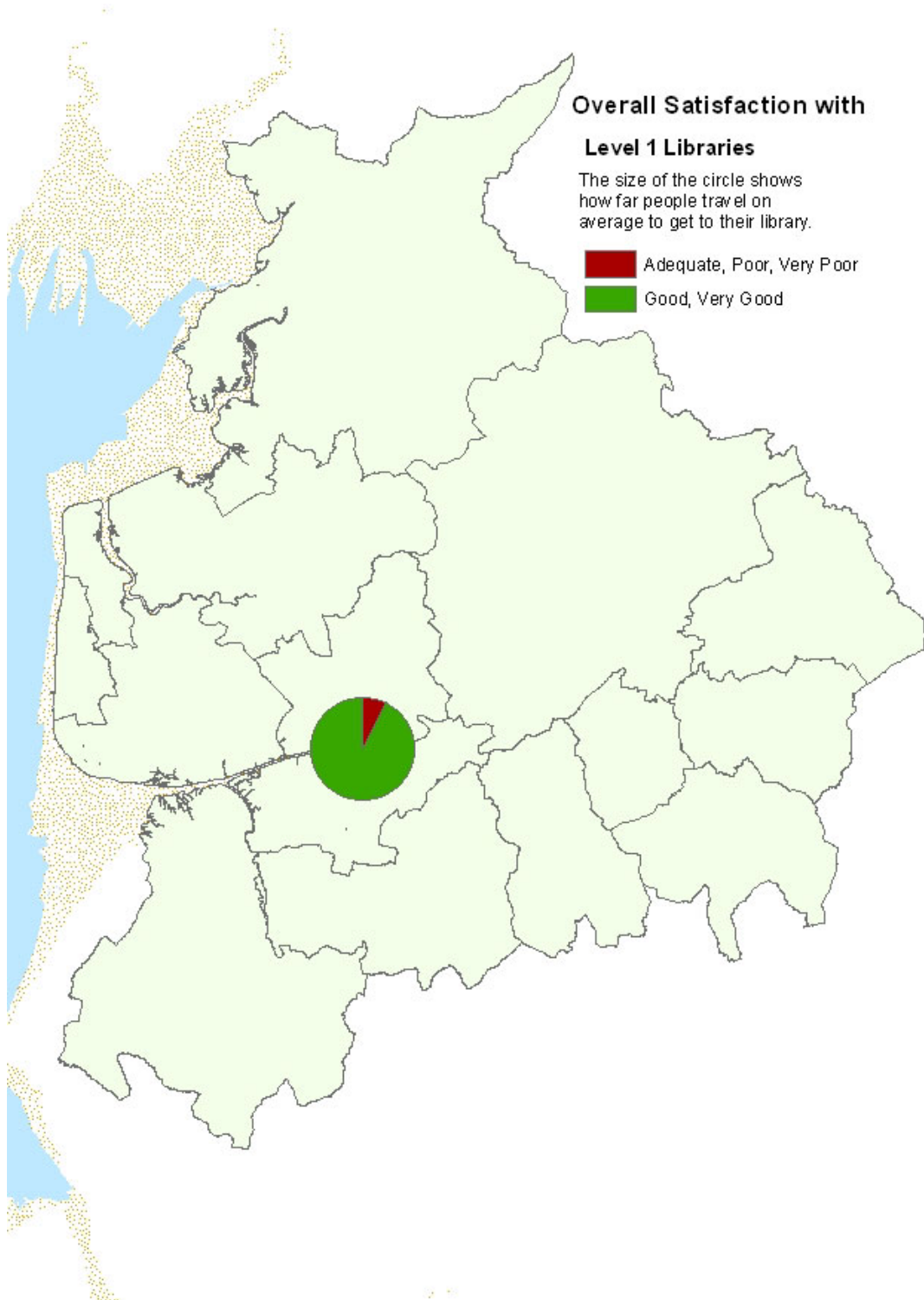
## 9.2 Appendix 2: Distance travelled to the library

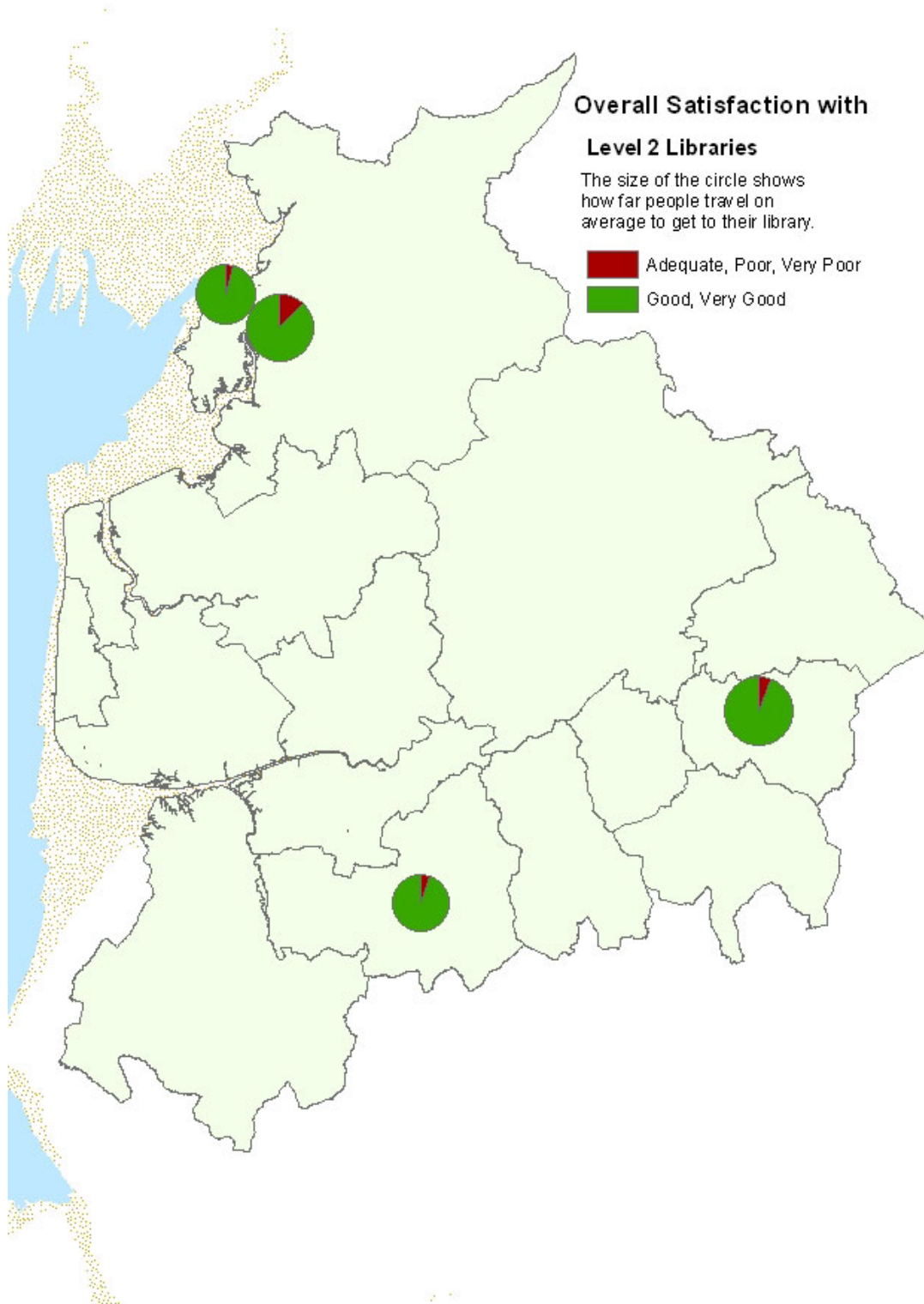
Library name	Library number	Library level	No. of responses	Maximum distance travelled (km)	Average distance travelled (km)
Harris Library	2	1	297	29	4
Lancaster Library	3	2	492	33	3
Burnley Library	4	2	284	15	3
Chorley Library	6	2	376	23	2
Morecambe Library	7	2	326	48	2
Accrington Library	8	3	367	40	2
St. Annes Library	9	3	280	46	2
Nelson Library	10	3	294	44	2
Fleetwood Library	11	3	363	41	3
Skelmersdale Library	12	3	318	30	2
Ormskirk Library	13	3	315	20	2
Clitheroe Library	14	3	393	43	4
Rawtenstall Library	16	3	222	53	3
Poulton Library	17	3	408	25	2
Leyland Library	18	3	349	15	2
Colne Library	19	4	395	39	2
Garstang Library	20	4	384	37	3
Barnoldswick Library	21	4	298	59	2
Haslingden Library	22	5	145	12	1
Longridge Library	23	5	360	27	2
Bacup Library	24	6	235	19	1
Clayton Green Library	25	4	263	20	2
Thornton Library	27	4	280	32	1
Longton Library	29	5	414	27	2
Fulwood Library	30	5	257	27	1
Ansdell Library	32	5	287	21	2
Lytham Library	33	5	260	51	3
Lostock Hall Library	34	5	293	37	1
Kingsfold Library	35	5	220	17	1
Kirkham Library	36	5	210	12	2
Cleveleys Library	37	5	151	3	1
Tarleton Library	39	5	212	14	2
Padiham Library	40	5	262	17	2
Knott End Library	41	6	279	43	2
Great Harwood Library	42	6	270	14	1
Coal Clough Library	44	6	199	19	1
Ingol Library	45	6	273	10	1
Savick Library	46	6	303	19	1
Bamber Bridge Library	48	6	114	7	1
Whalley Library	49	6	221	19	3
Oswaldtwistle Library	50	6	219	20	1
Freckleton Library	51	6	209	12	1
Parbold Library	52	6	215	18	1
Sharoe Green Library	53	6	137	38	2
Adlington Library	55	6	166	31	1

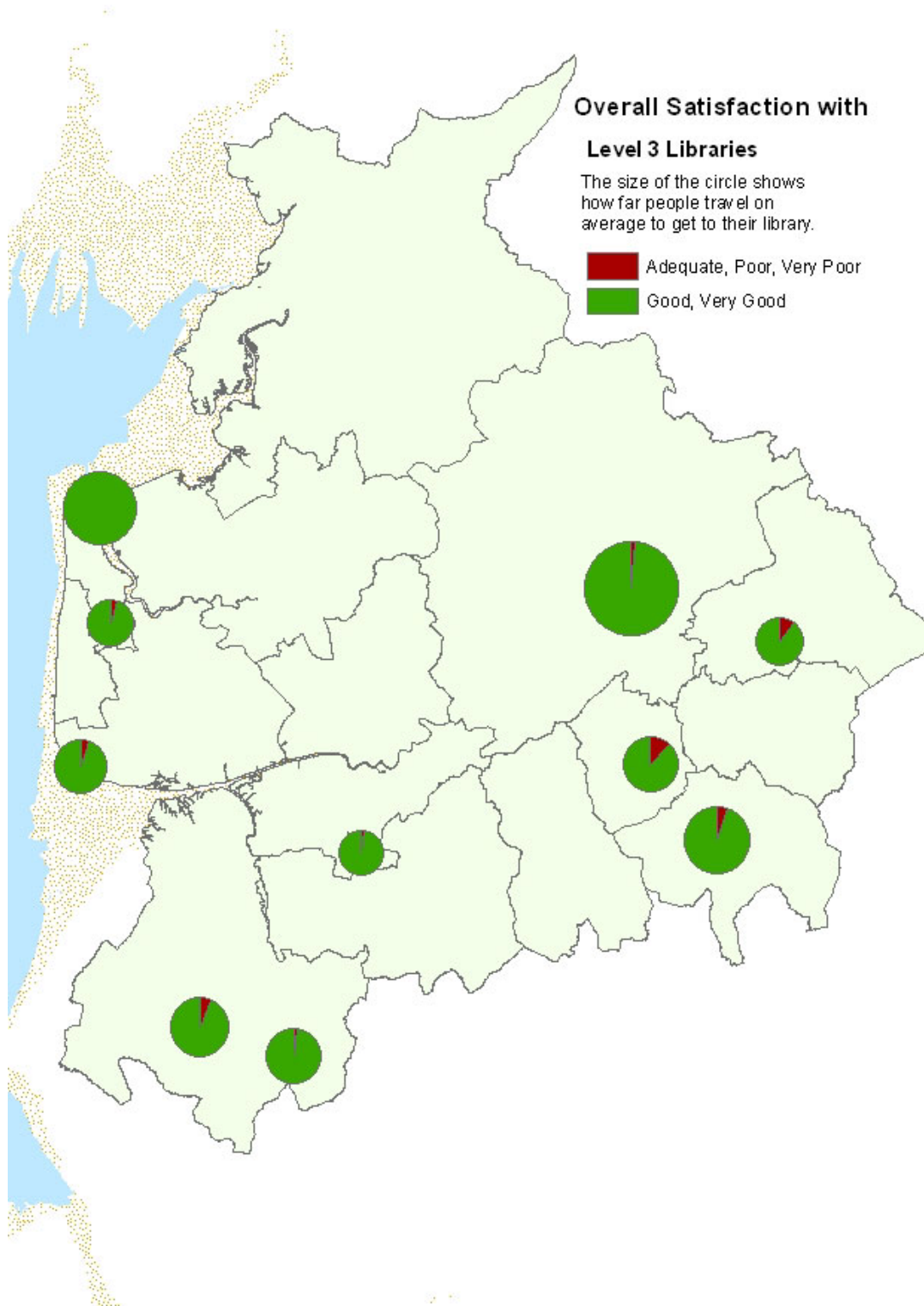


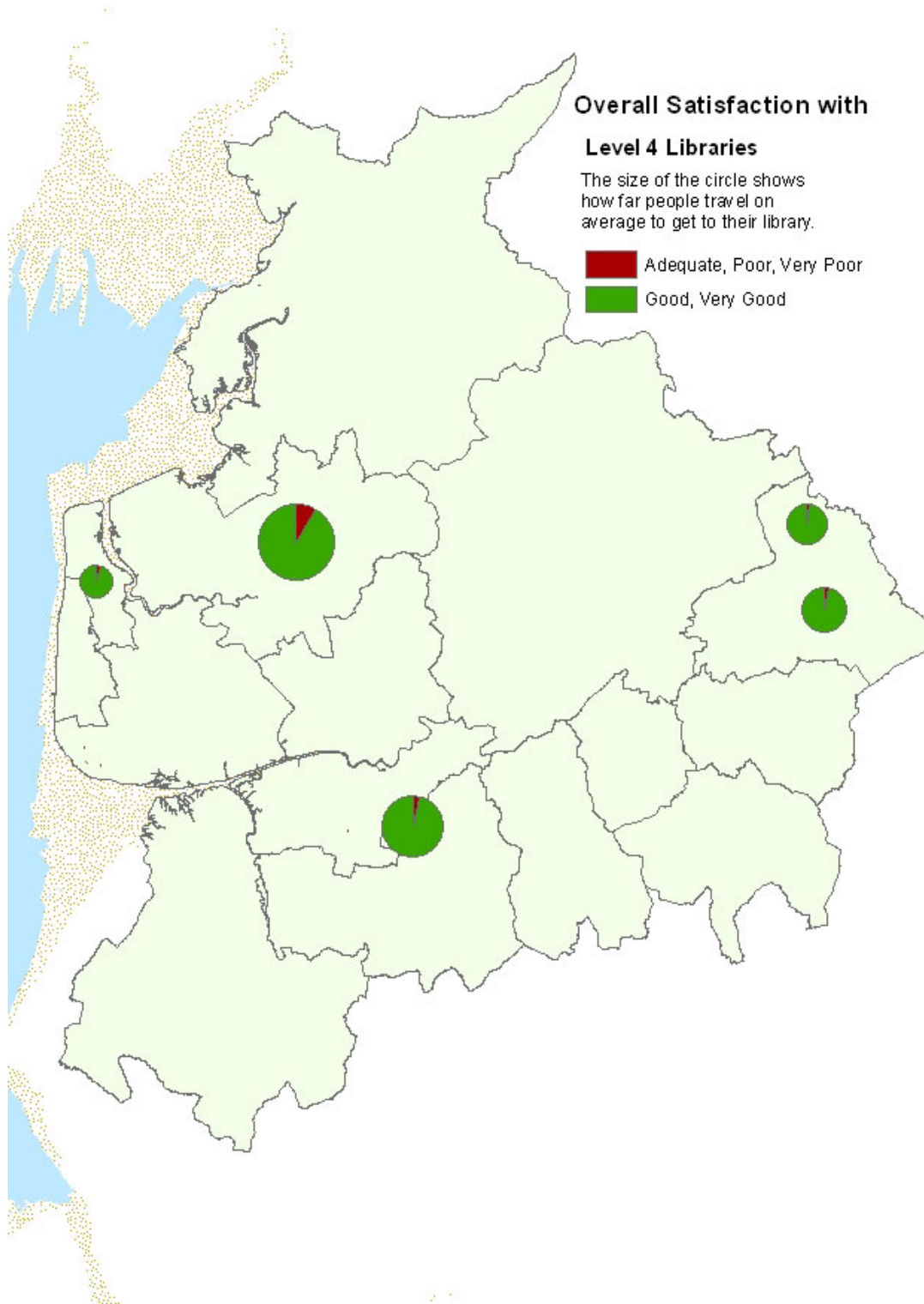
Library name	Library number	Library level	No. of responses	Maximum distance travelled (km)	Average distance travelled (km)
Euxton Library	56	6	228	44	1
Ribbleton Library	57	6	144	45	2
Eccleston Library	58	6	190	7	2
Coppull Library	60	6	187	11	1
Penwortham Library	61	6	134	14	1
Rishton Library	63	6	159	12	1
Clayton-le-Moors Library	64	6	145	10	1
Colne Road Library	65	6	87	13	1
Brierfield Library	66	6	66	13	1
Bolton-le-Sands Library	67	6	195	7	1
Camforth Library	68	6	172	41	2
Heysham Library	69	6	141	12	1
Chatsworth Library	70	6	107	6	1
Upholland Library	71	6	66	6	1
Whitworth Library	72	6	162	6	1
Barrowford Library	73	6	86	44	2
Burscough Library	77	6	117	49	2
Rosegrove Library	78	6	89	2	1
Earby Library	80	7	131	28	1
Mellor Library	81	7	99	23	1
Barbon Street Library	84	7	65	4	1
Pike Hill Library	87	7	79	14	1
Briercliffe Library	89	7	49	10	1
Halton Library	92	7	91	19	2
Silverdale Library	94	7	77	6	1
Read Library	96	7	72	5	0
Brunshaw Library	97	7	33	6	1
Crawshawbooth Library	99	7	61	8	1
Chatburn Library	100	7	91	20	2
Wheatley Lane Library	101	7	54	6	1
Local Studies Library	120		51	38	14
West Lancs Trailer (PR26 9HJ)	117	8	14	12	2
West Lancs Trailer (PR5 0DP)	117	8	31	4	1
West Lancs Trailer (PR9 8BD)	117	8	31	8	1

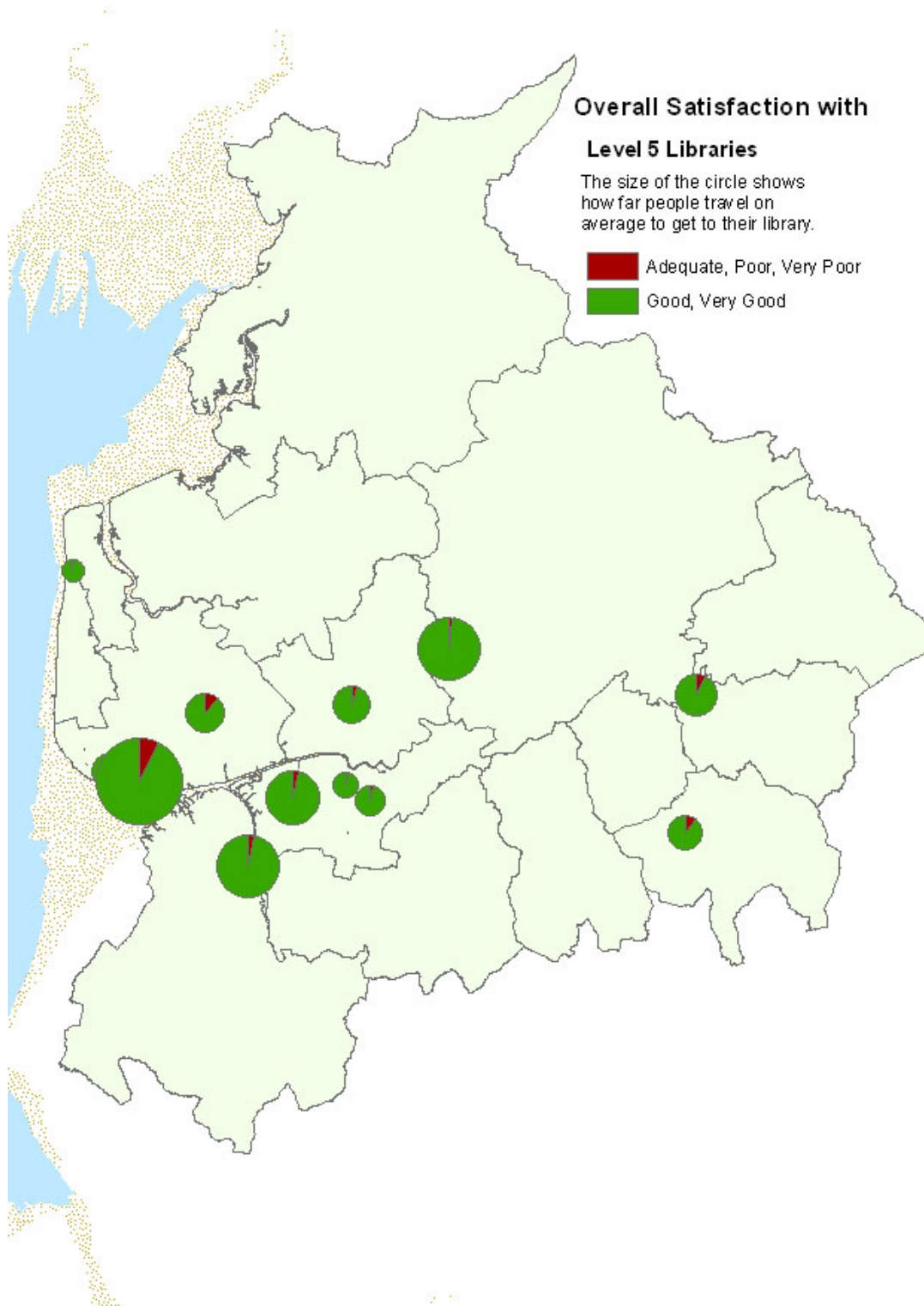
### 9.3 Appendix 3: Distance travelled and overall satisfaction maps

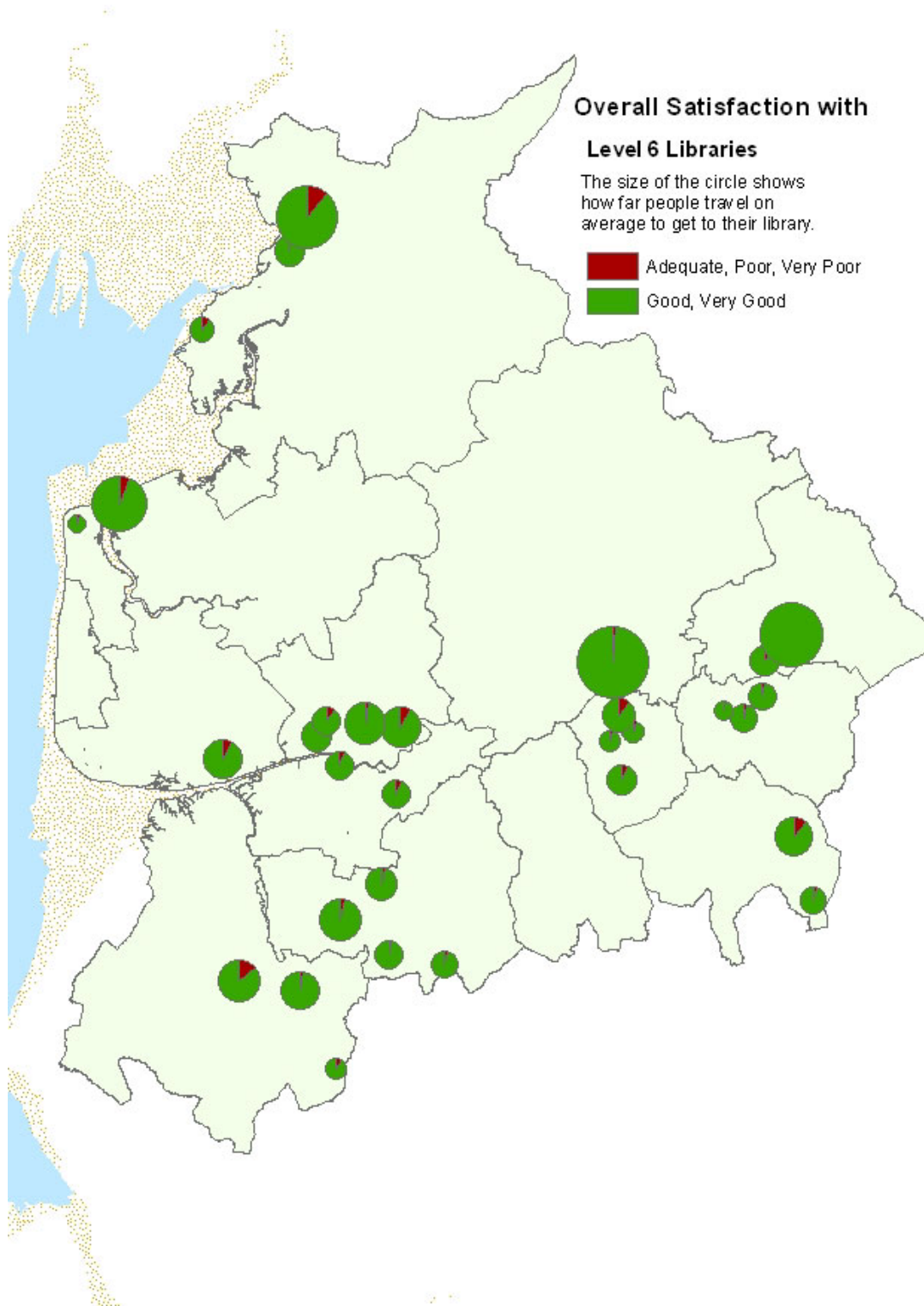


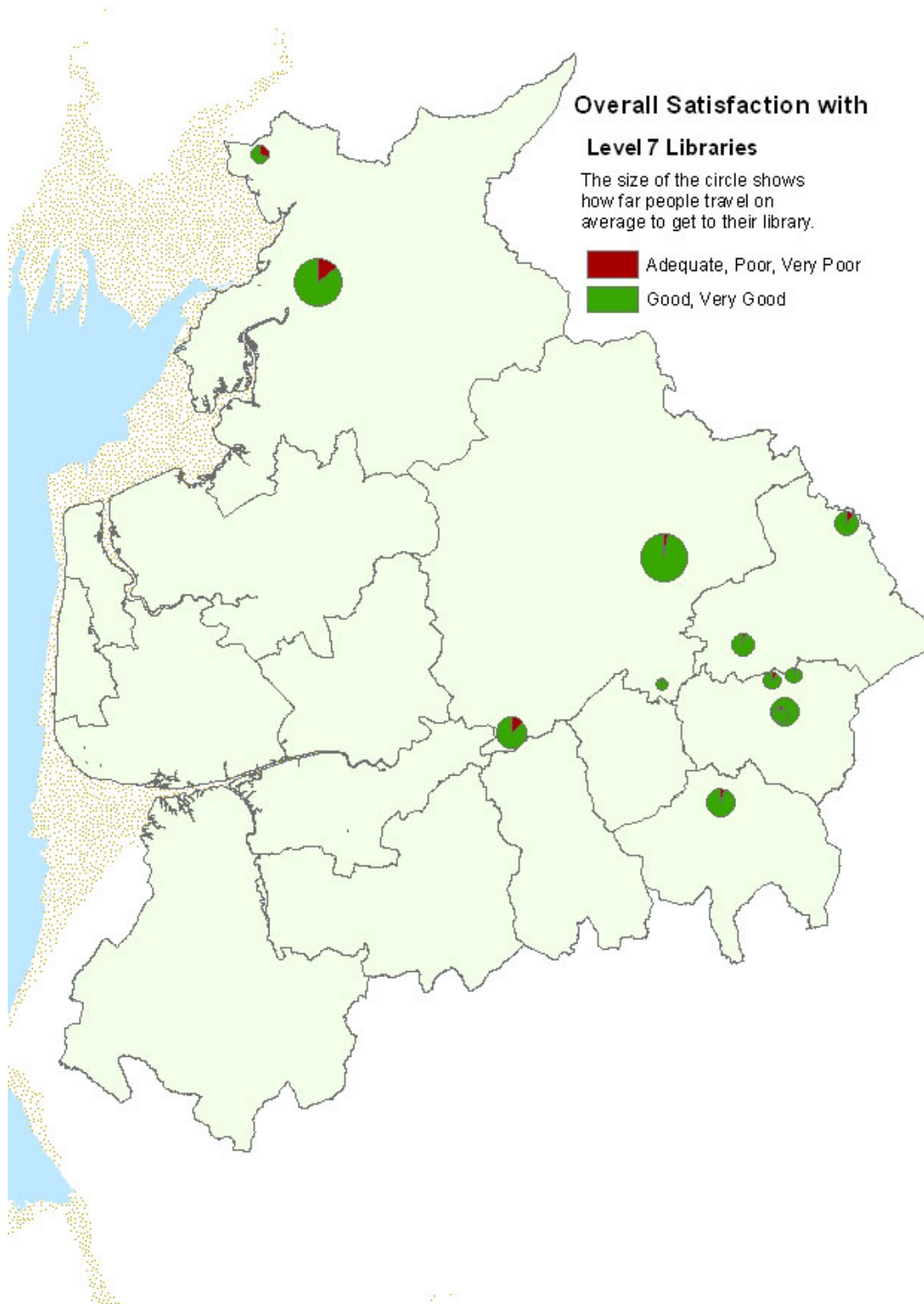




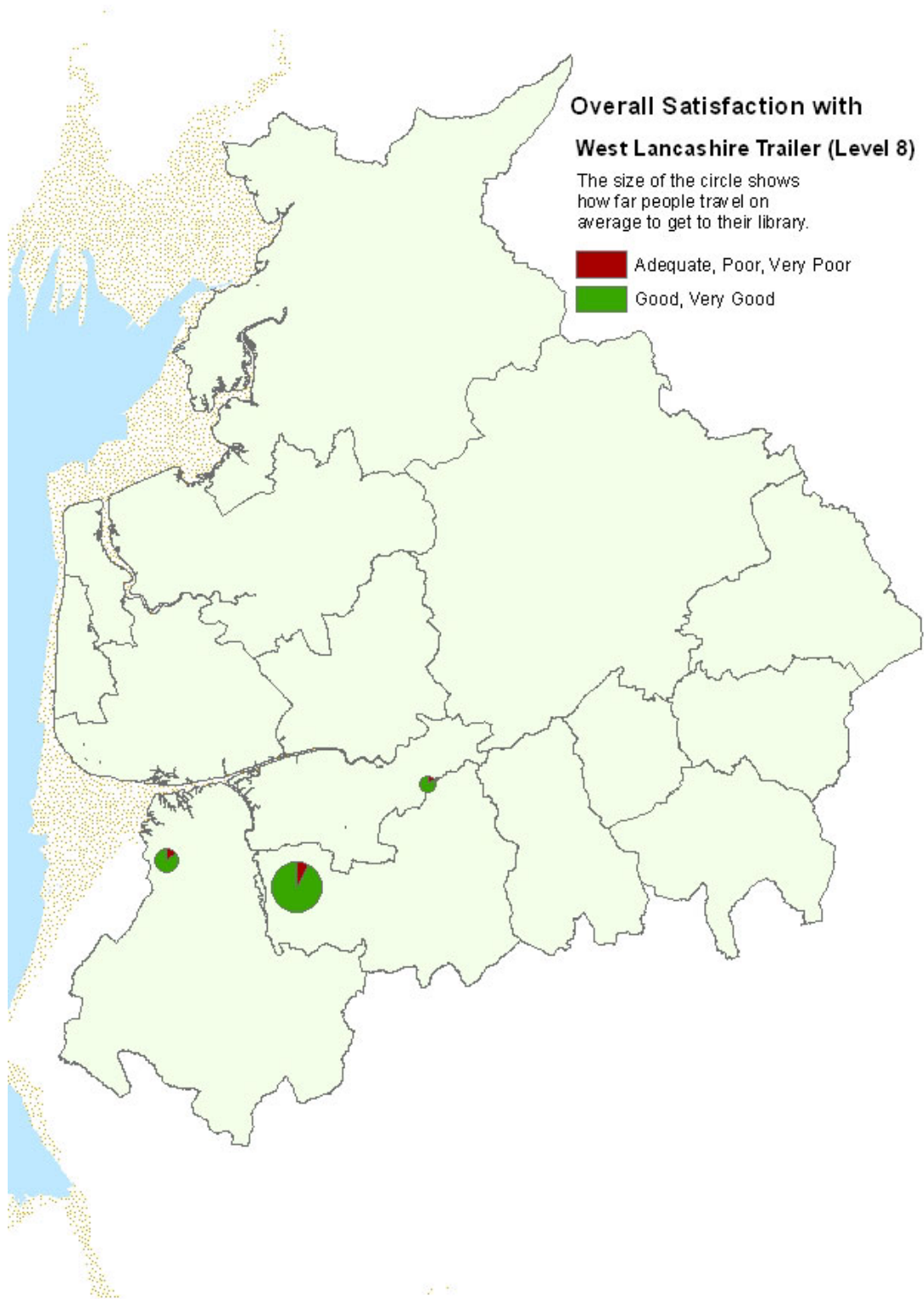


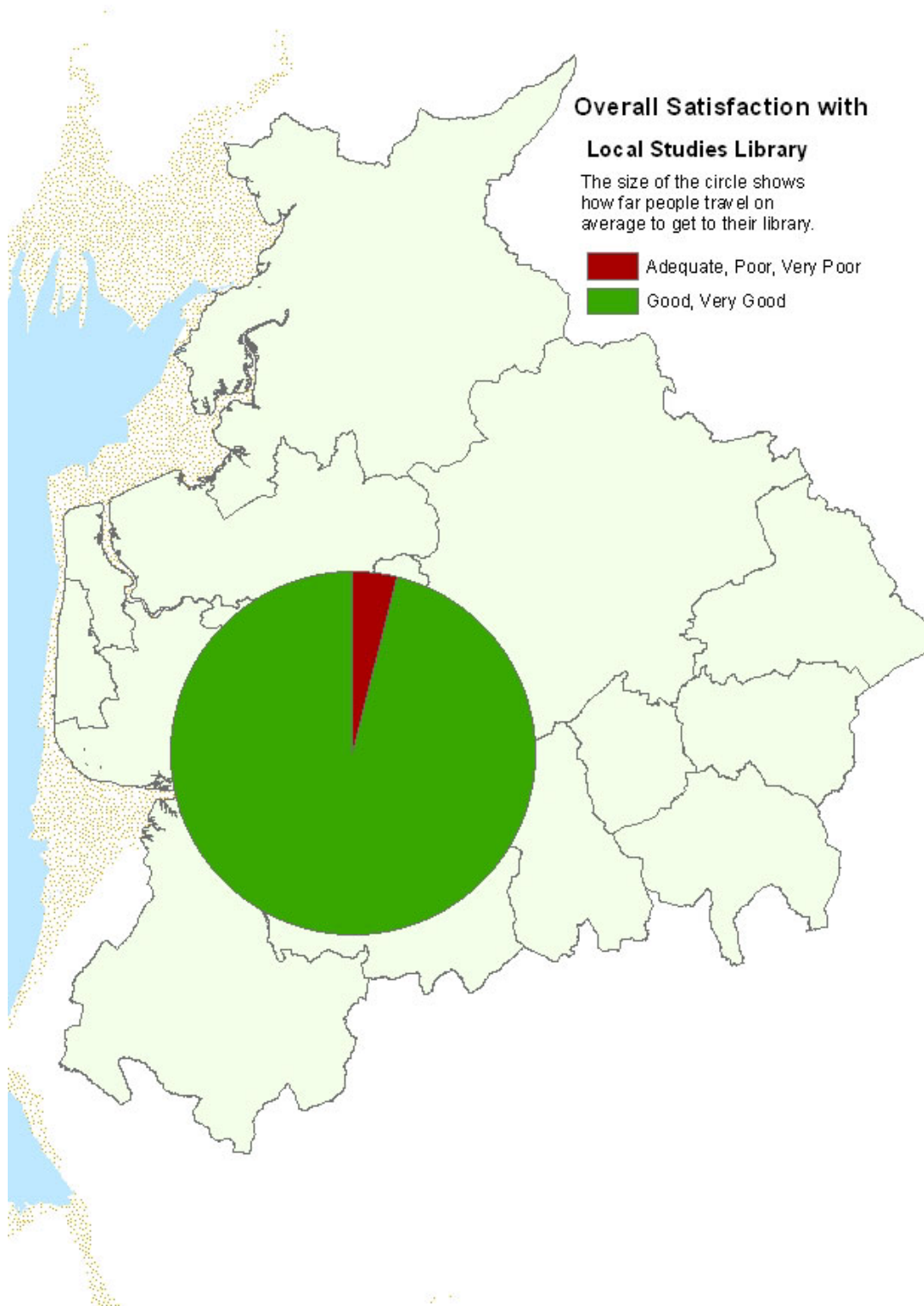












### 9.4 Appendix 4: Adult PLUS form



## Library and Information Service Public Library Users Survey

We promise that:

- The information you give will be treated confidentially and we will not identify you in any way
- We will not pass your information to anyone else – it will only be used by the library service to help make improvements.

You can take part if you are aged at least 16 years.

When completing the questionnaire please mark the box like this . If you make a mistake then fill the box like this

Please **try** and answer every question – your answers really do count!

Staff will be happy to help you if there is anything you do not understand.

Please return to library staff or in the box provided upon leaving.

Thank you for your help!

**PLEASE TURN OVER**

LAREF	LOC	REF	DAY	RESP



**SECTION A: THIS LIBRARY**

**1. Please tell us what you think of this library:**

(Please mark  in only one box in each row)

	Very Good	Good	Adequate	Poor	Very Poor
Opening hours	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provision of seating and tables	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Attractiveness of library outside	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Attractiveness of library inside	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
As a safe place to visit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Staff helpfulness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**SECTION B: BOOKS**

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

(Please mark  in one box only)

Yes  No

**3. Did you actually borrow books today?**

(Please mark  in one box only)

Yes  No

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

(Please mark  in only one box in each row)

	Very Good	Good	Adequate	Poor	Very Poor
Choice of books	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Physical condition of books	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

LAREF	LOC	REF



**SECTION C: COMPUTERS**

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

(Please mark  in one box only)

Yes  No

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

(Please mark  in one box only)

Yes  No

**7. How good are the computer facilities at this library?**

(Please mark  in one box only)

Very Good	Good	Adequate	Poor	Very Poor
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**SECTION D: MULTIMEDIA**

**8. Did you come to the library today intending to borrow any of the following?**

(Please mark  in all that apply)

Intended to borrow	}	Music CDs	<input type="checkbox"/>
		Videos / DVDs	<input type="checkbox"/>
		Talking books	<input type="checkbox"/>
		Computer games	<input type="checkbox"/>

**9. Did you actually borrow any of these materials today?**

(Please mark  in only one box in each row)

Actually borrowed	}		Yes	No
		Music CDs	<input type="checkbox"/>	<input type="checkbox"/>
		Videos / DVDs	<input type="checkbox"/>	<input type="checkbox"/>
		Talking books	<input type="checkbox"/>	<input type="checkbox"/>
		Computer games	<input type="checkbox"/>	<input type="checkbox"/>

**10. What do you think of the following items, if offered at this library?**

(Please mark  in only one box in each row, where this applies)

	Very Good	Good	Adequate	Poor	Very Poor
Music CDs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Videos / DVDs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Talking books	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Computer games	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**SECTION E: INFORMATION**

**11. Did you come to the library today to find something out?**

(Please mark  in one box only)

Yes  No

**12. If you came to this library today to find something out, did you succeed?**

(Please mark  in one box only)

Yes  In part  No

**13. If you asked for help in finding something out today, what did you think of the staff assistance?**

(Please mark  in one box only)

	Very Good	Good	Adequate	Poor	Very Poor
Staff assistance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**14. Overall, what do you think of the information service in this library?**

(Please mark  in one box only)

	Very Good	Good	Adequate	Poor	Very Poor
Overall	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**SECTION F: OVERALL**

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

(Please mark  in one box only)

Very Good	Good	Adequate	Poor	Very Poor
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**SECTION G: ABOUT YOU**

**16. Your postcode:**

S	W	1	9		7	Y	T
B	1		1	A	A		

**17. Your age:**

(Please write in)

**18. Are you:**

(Please mark  in one box only)

Female  Male

**19. Are you:**

(Please mark  in all that apply)

In full-time employment

In part-time employment

Self-employed

Unemployed

Full-time student

Part-time student

Looking after home / family

Permanently sick / disabled

Retired

Other, please state:

**20. Disability/Long-term limiting illness**

(Please mark  in all that apply)

None / not applicable

Mobility - getting around

Hearing

Eyesight

Using hands / fingers

Learning disability,  
e.g. dyslexia

Mental health problem,  
e.g. depression

Other, please state:

**Please turn over**

**21. What is your ethnic group?**  
(Please mark  in one box only)

**A White**

British  Irish

Any other White background, please state:

**B Mixed**

White and Black Caribbean   
White and Black African   
White and Asian

Any other Mixed background, please state:

**C Asian or Asian British**

Indian  Pakistani   
Bangladeshi

Any other Asian background, please state:

**D Black or Black British**

Caribbean  African

Any other Black background, please state:

**E Chinese or other ethnic group**

Chinese

Any other, please state:

**22. If you wish to make any comments about this library, please do so in the space below:**



## **9.5 Appendix 3: Tables of results**