Lancashire County Library Service consultation

Report

Lancashire County Council

www.lancashire.gov.uk

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April 2016

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1. Executive summary

This report summarises the responses to the Lancashire County Library Service consultation on service design, need and use. For the consultation, paper questionnaires were made available in the county council's 74 libraries and online questionnaires could be accessed from www.lancashire.gov.uk/haveyoursay.

The fieldwork ran from 4 January until 31 January 2016 in which time 10,566 questionnaires were completed and processed, comprising 4,607 paper-based and 5,959 online.

Although the questionnaire was published online for anyone to respond to, and available in all libraries, the majority (96%) of respondents were current library members and therefore the consultation findings predominantly represent the views of this group.

The findings presented in this report are not representative of the views of the population of Lancashire and should only be taken to represent the views of people who, were made aware of the consultation, and had the opportunity and felt compelled to respond.

1.1 Key findings

- Almost all (96%) of respondents are current library members, with a further 3% saying they used to be a library member, but are not anymore.
- More than a quarter (28%) use a library more than once a week, and overall 93% of respondents use the library at least once a month.
- In the last year, 5% had used the mobile library service, 6% had used the Home Library Service and 19% had used a library not provided by Lancashire County Council.
- Overall, 86% of respondents were very satisfied with the library service in Lancashire with a further 11% fairly satisfied.
- Respondents were asked about their most recent visit. More than half (56%) visited alone, more than a quarter (27%) visited with children or young people and around a quarter (24%) visited with other adults.
- Three-fifths (60%) of respondents had borrowed a book in the last week, and a further quarter (25%) in the last month.
- In the last week more than a third (36%) picked up non-library information, a third (33%) read a newspaper, over a quarter (28%) had used an online library service, a quarter (25%) used a computer, a quarter (25%) undertook reference or research, one fifth (21%) used the free Wi-Fi, one fifth (19%) had reserved a book online, one fifth (19%) attended a social or group activity and one in seven (15%) attended a children's event.
- Borrowing a book was the service that was important to most respondents (95%). Half of respondents said that use for reference or research (50%), using

a computer (47%) and picking up other information (42%) was important to them. Borrowing a CD, DVD or talking book (37%), attending a social or group activity (36%), attending a children's event or activity (32%) and reading a newspaper or magazine (32%) were all important to around a third of respondents. Using the online library service (19%), reserving a book online (19%) and using the free Wi-Fi (18%) was important to around a fifth of respondents.

- The questionnaire asked respondents what they thought the Lancashire County Library Service should provide, in line with the service's strategic objectives. 93% strongly agreed it should provide helpful and knowledgeable staff and 91% said encourage people to enjoy reading. 71% strongly agreed it should provide spaces to enjoy culture and learning, 64% easy to use online services and help people reach their potential and live independent lives. 59% said support for communities to stay healthy and 48% strongly agreed that there should be opportunities for volunteers to help in libraries.
- The most preferred time of day for visiting libraries, on weekdays and weekends, were mornings between 10am and 11.59am. Weekday afternoons between 2pm and 3.59pm were also popular.
- Respondents were asked to provide any suggestions or other comments about the Lancashire County Library Service. Of those completing the question, two fifths (39%) stated their library should remain open, a third (31%) said libraries were vital for individual wellbeing and community cohesion, a quarter were positive about the staff, commented on libraries as community hubs and meeting places or as vital or important, (27%, 24% and 24% respectively) or made a general positive comment (23%) or were positive about being able to borrow books and improving literacy (22%).

2. Introduction

The county council continues to face an unprecedented financial challenge. Over the next five years to 2020/21 the council needs to make savings of £262m on top of those agreed within previous budget processes. This extremely difficult financial picture is the result of continued cuts in funding by Government, rising costs and rising demand for key services.

Based on current spending and forecast demand for services, the council will not have sufficient financial resources to meet its statutory obligations by April 2018, even if we no longer continue to deliver any of the non-statutory services. The council will need to rely heavily on reserves in order to set a balanced budget for 2016/17 and 2017/18.

The county council will continue to provide a library service for the communities of Lancashire. Our vision of the library service for Lancashire is a place for people across generations to use for personal and community wellbeing. Offering flexible, physical, virtual, creative, spaces for the community. It promotes access to and use of the resources needed to encourage personal development, learning and community engagement.

This report summarises the responses received following the first stage of the consultation of libraries. The consultation was on the service's design, need and use.

3. Methodology

For the consultation, paper questionnaires were made available in the county council's 74 libraries and online questionnaires could be accessed from www.lancashire.gov.uk/haveyoursay.

The fieldwork ran from 4 January until 31 January 2016 in which time 10,566 questionnaires were completed and processed, comprising 4,607 paper-based and 5,959 online.

The questionnaire asked respondents library usage and frequency, reasons for visiting and not visiting, which libraries they used, what they did on their last visit, use of online library services, the importance of specific library service, future library service provision and usage times and any suggestions or comments about the service.

A question about most likely times to visit a library was asked. It was asked for individual days of the week. Responses have been grouped together for weekdays, with Saturdays and Sundays presented separately.

3.1 Limitations

Although the questionnaire was published online for anyone to respond to, and available in all libraries, the majority (96%) of respondents were current library members and therefore the consultation findings predominantly represents the views of this group.

Current registered library users are female (55%), aged 65 and over (15%) and white (90%, although ethnic group is recorded for just under half of users). Respondents to the questionnaire were predominantly female (69%), aged 65 and over (43%) and white (98%). Therefore the views of older people are very much overrepresented in responses, as are the views of females and white people, to lesser extents. Appendix 1 details the demographic breakdown of respondents. Appendix 2 profiles the consultation respondents and compares this to the active library user data. It shows that certain Mosaic groups are under-represented in the consultation respondents compared to active library users.

The findings presented in this report are not representative of the views of the population of Lancashire and should only be taken to represent the views of people who, were made aware of the consultation, and had the opportunity and felt compelled to respond.

Many people also chose to respond to the consultation in other ways. For example, sending an email, contacting their councillor, or signing a petition. The council has received 254 correspondence about libraries since the announcement of the budget proposals. Those making a contact are most likely to be about libraries in Wyre (69), Fylde (43), Ribble Valley (19) and West Lancashire (17). A further 24 correspondence were made about libraries in Lancashire generally.

25 e-petitions were received by the council. These were about libraries in Chorley (4), South Ribble (3), West Lancashire (3), Lancaster (3), Wyre (3), Preston (3), Fylde (2), Ribble Valley (2) and Rossendale (1). One was about libraries generally (270 signatures).

In addition to the e-petitions, hardcopy petitions and collective letters were received by the council. These were about libraries in East Lancashire (373 signatures), Longton (565 signatures and 16 letters), Knott End (3,265 signatures, part of a wider petition including bus subsidies, ferry and youth services), Heysham (68 letters from school children), Freckleton (516 signatures) and Morecambe (28 letters from school children).

Significant differences in responses to questions by age or ethnic group of respondents have been included in this report where possible. However these are often based on small sample sizes and should be treated with some caution.

In one question, respondents were asked whether they had used a range of digital (online) library services in the last 12 months, either in a library, outside of a library or not used. It is clear from the results that the question has been misunderstood and many respondents answered only whether they had used the service and not whether they had used it online. Therefore it is not possible to rely on the results and they have been excluded from this report.

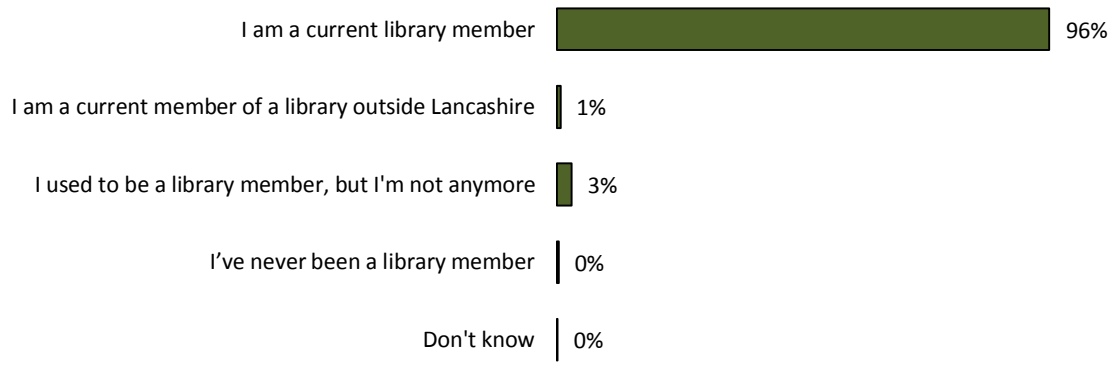
In charts or tables where responses do not add up to 100%, this is due to multiple responses or computer rounding.

4. Main research findings

4.1 Membership status of respondents

Respondents were asked about their membership status of a library service.

Chart 1 - Which of the following best describes you?



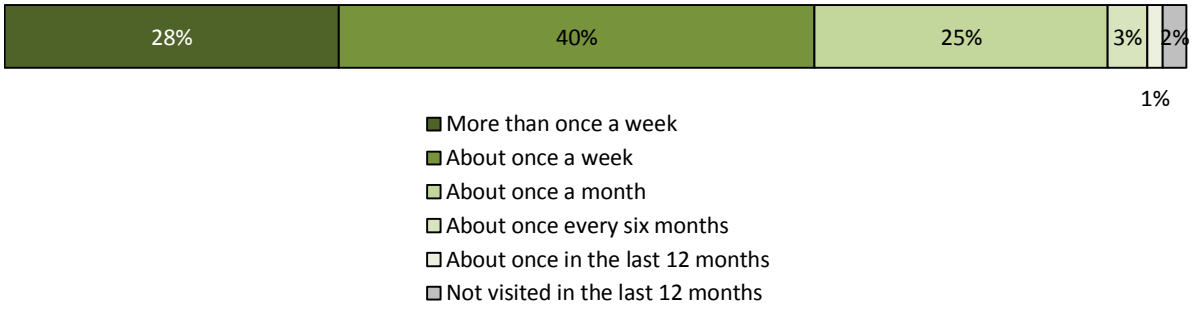
Base: all respondents 10,304

Almost all respondents (96%) are current library members, with a further 3% saying they used to be a library member, but are not anymore. 1% are members of a library service outside Lancashire.

4.2 Visits to Lancashire libraries

Respondents were asked about their frequency of visiting a Lancashire library.

Chart 2 - How often, if at all, have you visited any of the static libraries provided by Lancashire County Library Service, in the last 12 months?



Base: all respondents 10,328

More than a quarter of respondents (28%) visit a library more than once a week, 68% visit once a week or more. 93% of respondents visit the library at least once a month. 2% had not visited in the last 12 months.

Just 15% of library users are people aged 65 and over and 10% of users are black minority ethnic. In contrast to this low user profile, older respondents and black minority ethnic respondents visit then library more frequently than all respondents.

Asian respondents are more likely to visit more than once a week (54%). 83% visit about once a week or more.

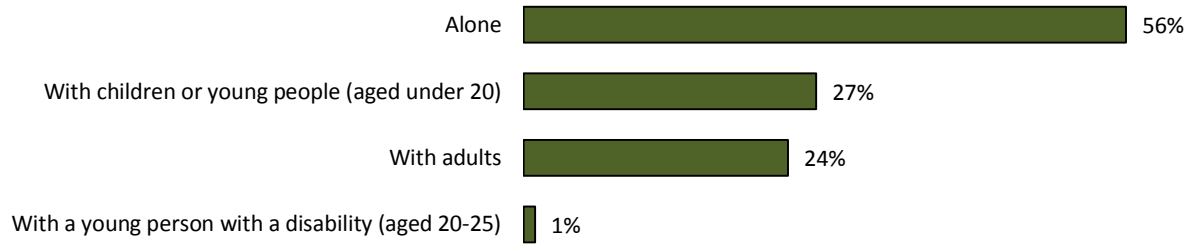
Older respondents are more likely to visit frequently (about once a week or more). 73% of respondents aged 65-74 years visited this frequently, as did 77% of those aged 75 and over.

Respondents without children at home are more likely to be frequent visitors than those with school aged children. 70% visit about once a week or more.

Of the respondents with children, those with pre-school children are more frequent visitors (67% visit once a week or more). However there are only small differences in the proportions of respondents with pre-school, primary and older aged children visiting a library over the course of a month.

Those who had visited a Lancashire library in the last 12 months were asked about their most recent visit.

Chart 3 - On your last visit did you visit . . . ?



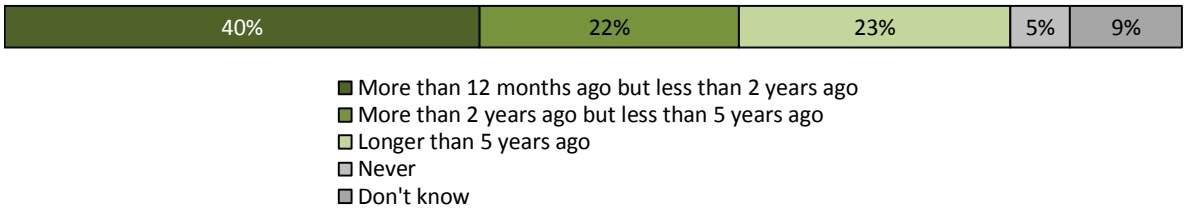
Base: all respondents 10,113

On their last visit, more than half of respondents (56%) visited alone, more than a quarter (27%) visited with children or young people and around a quarter (24%) visited with other adults, at their last visit.

Women are more likely than men to visit with children (32% and 16% respectively). Older respondents are more likely to visit alone. 67% of those aged 65-74 years visited alone at their last visit, as did 76% of those aged 75 and over.

The small number of respondents who hadn't visited in the last 12 months were asked when they had last visited.

Chart 4 - If you have not visited a library in Lancashire in the last 12 months, when was the last time you visited one?



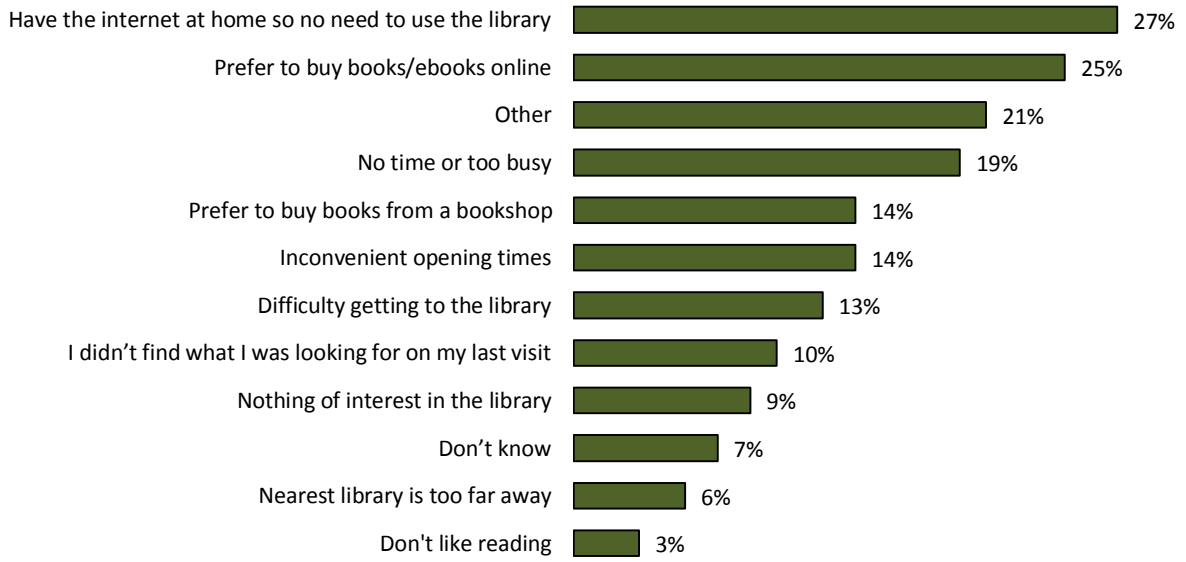
Base: respondents who said they had not visited a library provided by Lancashire County Library Service in the last 12 months 295

For two-fifths of respondents who had not visited in the last 12 months (40%), their last visit was more than 12 months ago but less than two years ago. A further 22% last visited more than 2 years ago but less than 5 years ago.

For a quarter of these respondents (23%), their last visit was more than 5 years ago. 5% of these respondents had never visited a Lancashire library.

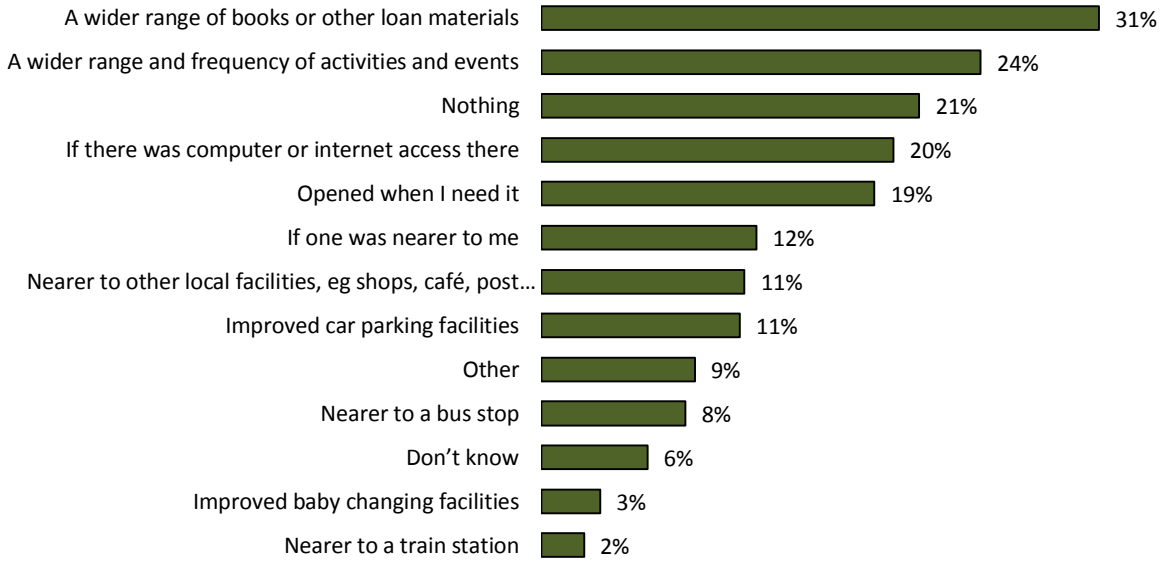
Those who had not visited were asked why this was and what would encourage them to use the libraries more.

Chart 5 - Why haven't you visited a library in Lancashire in the last 12 months?



Base: respondents who said they had not visited a library provided by Lancashire County Library Service in the last 12 months 304

Chart 6 - What, if anything, would encourage you to use the libraries in Lancashire more?



Base: respondents who said they had not visited a library provided by Lancashire County Library Service in the last 12 months 760

Over a quarter (27%) said they had not visited because they had the internet at home so had no need to visit the library, a quarter (25%) preferred to buy books or ebooks online and 14% said they preferred to buy books from a bookshop. 19% said they had no time or were too busy.

13% of respondents who had not visited in the last 12 months said this was because of difficulty getting there. Those aged 75 or older were more likely to give this as a reason for not visiting (31%). They were also more likely to say it was because they did not find what they were looking for on their last visit. 10% of all respondents gave this as a reason compared to 31% of those aged 75 and older.

When asked what would encourage these respondents to use the libraries more, almost a third (31%) said a wider range of books and other loan material, a quarter (24%) said a wider range and frequency of activities and events. A fifth (20%) said if there was computer or internet access there. A fifth (21%) said nothing.

Respondents with pre-school age children who had not visited in the last 12 months are more likely than those without children to say a wider range and frequency of activities and events would encourage them to visit more (44% and 22% respectively). They were also more likely to mention improved baby changing facilities (21% compared to 5% of those without children).

Respondents were asked, if they had visited a library in Lancashire in the last year, which they used most often.

Table 1 **- If you have visited a library in Lancashire in the last year, which library do you use most often?**

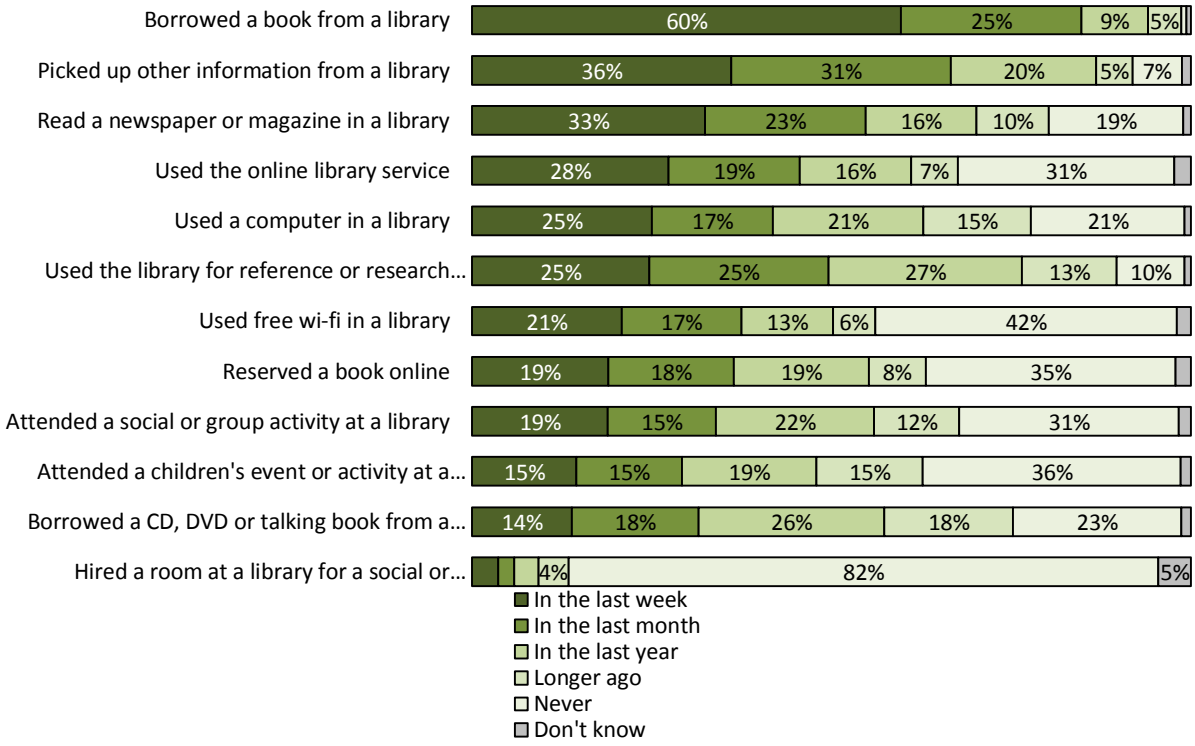
Library		Library		Library	
Accrington	140	Eccleston	251	Ormskirk	122
Adlington	122	Euxton	223	Oswaldtwistle	119
Ansdell	175	Fleetwood	223	Padiham	59
Bacup	45	Freckleton	94	Parbold	103
Bamber Bridge	91	Fulwood	217	Penwortham	108
Barnoldswick	176	Garstang	198	Pike Hill	14
Barrowford	21	Great Harwood	86	Poulton	268
Bolton-le-Sands	146	Halton	64	Rawtenstall	143
Briercliffe	10	Harris (Preston)	200	Read	34
Brierfield	39	Haslingden	88	Ribbleton	28
Burnley	118	Heysham	237	Rishton	53
Burnley Campus	11	Ingol	19	Rosegrove	9
Burscough	39	Kingsfold	120	Savick	108
Carnforth	124	Kirkham	40	Sharoe Green	87
Chatburn	29	Knott End	111	Silverdale	53
Chorley	308	Lancaster	471	Skelmersdale	256
Clayton Green	139	Leyland	189	St.Annes	111
Clayton-le-Moors	51	Longridge	337	Tarleton	331
Cleveleys	103	Longton	314	Thornton	113
Clitheroe	363	Lostock Hall	180	Trawden	21
Coal Clough	47	Lytham	197	Upholland	94
Colne	262	Mellor	35	Whalley	97
Coppull	296	Morecambe	343	Wheatley Lane	0
Crawshawbooth	32	Nelson	83	Whitworth	84
Earby	11	Northfleet	45		

Base: all respondents 9,678

4.3 Use of library services

Respondents were asked about their use of a range of library services, including online services.

Chart 7 - When was the last time you did each of the following, if at all, in a Lancashire library?



Base: all respondents 5,848 to 9,951

Three-fifths (60%) of respondents had borrowed a book in the last week, and a further quarter (25%) in the last month. 89% of children under 16 had borrowed a book in the last month. Respondents aged 16 – 19 are least likely to have borrowed a book in the last month (66%). Amongst adults, likelihood of having done so increased with age (79% of 20-34 year olds to 92% of those aged 75 and over).

In the last week more than a third (36%) picked up non-library information and a further third (31%) had done so in the last month.

A third (33%) read a newspaper or magazine in the library in the last week and almost another quarter (23%) had done so in the last month. Respondents aged 65-74 and aged 75 and over are more likely than other age groups to have read a newspaper or magazine in a library in the last week (41% and 43% compared to around a fifth or a quarter of other age groups).

Over a quarter (28%) had used an online library service in the last week and a further fifth (19%) had done so in the last month. Use by respondents across most age groups did not vary greatly in the last month, but was lower by those aged 75 and over (27%).

A quarter (25%) had undertaken reference or research in the last week, and a further quarter (25%) had done so in the last month. Children under 16 and young people aged 17-19 were most likely to have used a library for this purpose in the last month (68 and 67% respectively).

A quarter (25%) used a computer in the library in the last week, as had a further 17% in the last month. Use in the last month was highest amongst children and young people (68 and 69% respectively). However 40% of respondents aged 65-74 years had used a computer in a library in the last month,

One fifth of respondents (21%) used free Wi-Fi in the last week, and a further 17% had used it in the last month. As with computer use, use of Wi-Fi in a library in the last month was highest by young people aged 16-19 (72%) and use declined with age (to 18% of over 75 year olds).

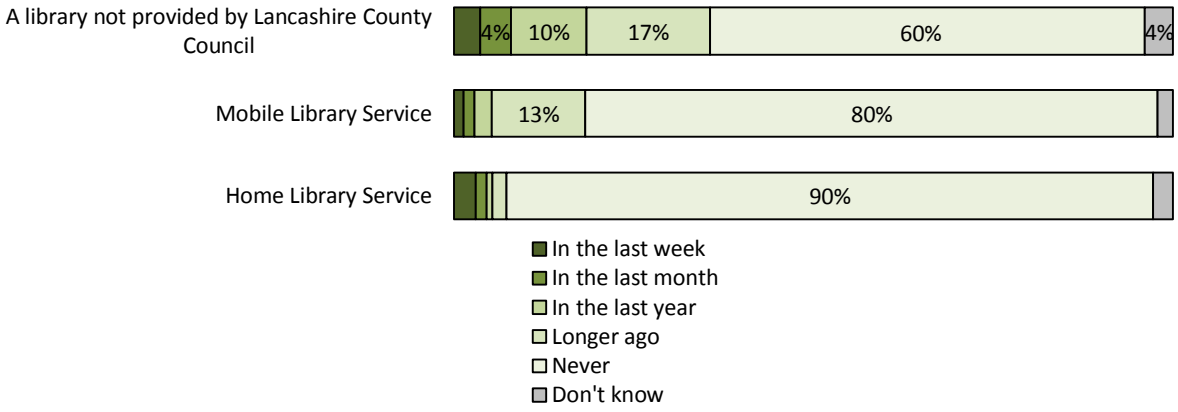
In the last month two-fifths (37%) had reserved a book online and a third (32%) had borrowed a CD, DVD or talking book.

In the last month, a third of respondents (34%) attended a social or group activity. 37% of women had attended compared to 27% of men.

In the last week 15% of respondents had attended a children's event and a further 15% had done so in the last month. 33% of women respondents had attended a children's event in the last month compared to 20% of men. Children under 16 and respondents aged 20-34 are most likely to have attended in the last month (54% of each age group).

Respondents with pre-school children are more likely than those with children of other ages or no children to have attended a children's event in the last month (72% compared to 54% with children aged 5-8 years, 45% with children aged 9-11 years, 36% with children aged 12-16, 28% with children aged 17-19 and 14% of those with no children).

Chart 8 - When was the last time, if at all, you used each of the following library services?



Base: all respondents 8,243 to 8,612

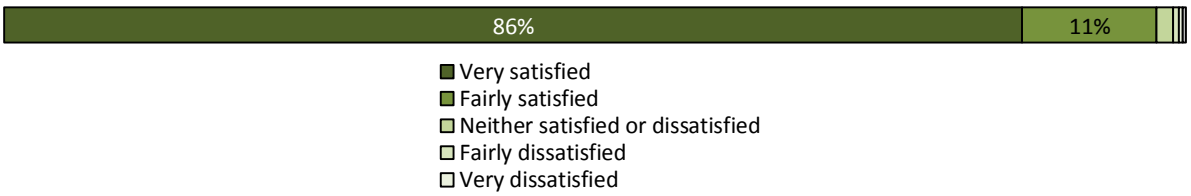
Over a third (37%) of respondents had used a library not provided by the county council. A fifth (19%) had used it in the last year.

Nearly a fifth (18%) of respondents had used the mobile library service. 5% had used it in the last year.

7% had used the home library service, 6% had used it in the last year.

Respondents were asked about their overall satisfaction level with the library service in Lancashire.

Chart 9 - Overall, how satisfied or dissatisfied are you with the library service in Lancashire?



Base: all respondents 10,374

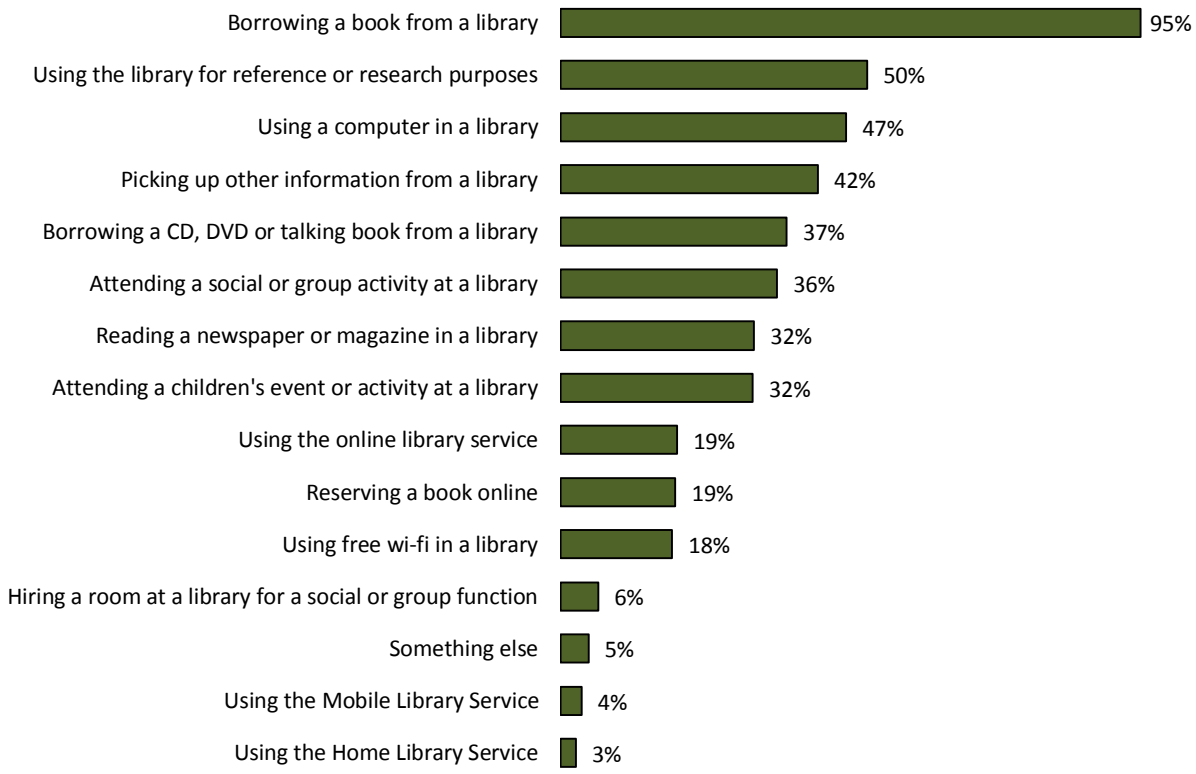
Satisfaction levels with the library service in Lancashire are high amongst respondents. 86% of respondents are very satisfied and a further 11% are fairly satisfied.

4.4 The future of the library service

Respondents were asked which library services they considered most important, what the service should provide and what days and times they would be most likely to visit a library, if they were open.

Respondents were asked which five library services they considered most important.

Chart 10 - Overall, which of the following library services do you consider to be the most important?



Base: all respondents 10,459

Borrowing a book was the service that was important to most respondents (95%).

Half (50%) of respondents said using a library for reference or research and 47% said using a computer in a library was important to them. Picking up other information was important to 42%.

Using a computer in a library is most important to more children (59%) and young people (70%) than it is to respondents aged 65-74 and 75 and over (42% and 28%).

Using the free Wi-Fi was important to 18% of respondents. As with computers, free Wi-Fi was most important to more children (32%) and young people (40%) than it is to respondents aged 65-74 and 75 and over (16% and 9%).

Asian respondents were more likely than all respondents to rate using a computer in a library (74%) and using free Wi-Fi (37%) as most important.

Picking up other information from a library is most important to more respondents aged 65-74 and 75 and over (49% and 52%) than it is to any other age groups (for who it varies from 27% to 38%).

Borrowing a CD, DVD or talking book (37%), attending a social or group activity (36%), reading a newspaper or magazine (32%) and attending a children's event or activity (32%) were all important to over a third of respondents.

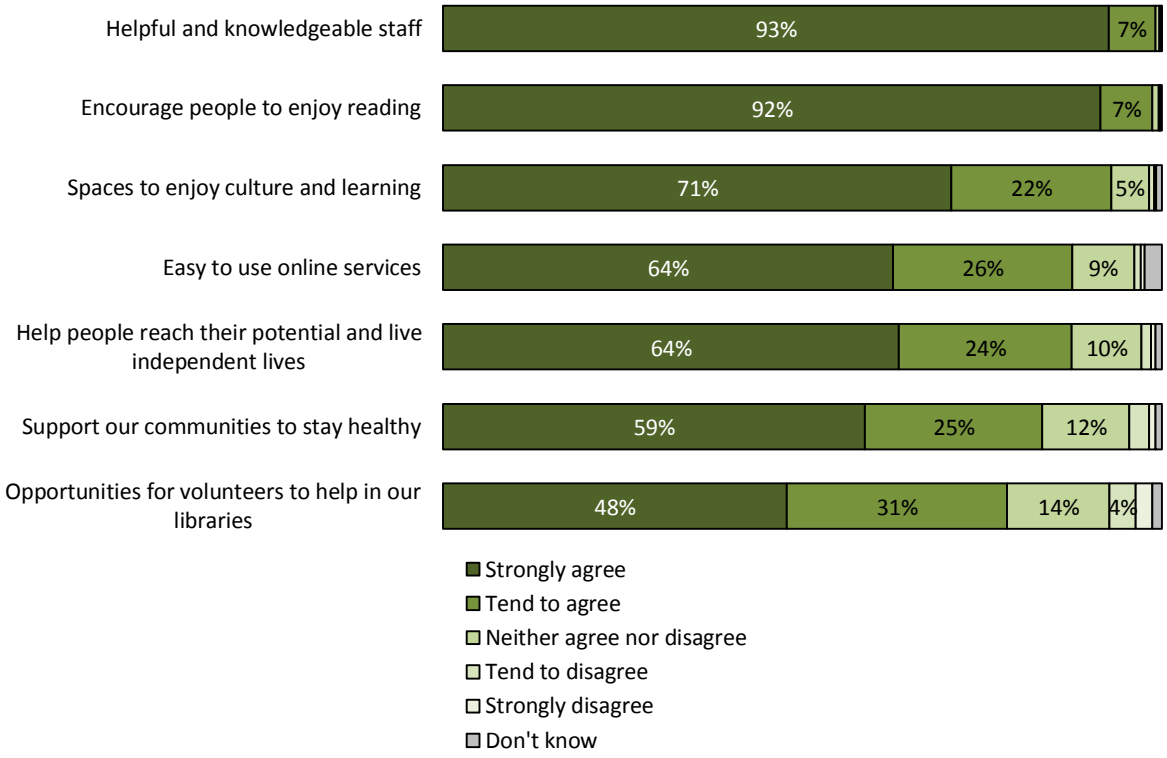
Reading a newspaper or magazine in a library is most important to more respondents aged 65-74 and 75 and over (38% and 46%) than it is to any other age groups (for who it varies from 14% to 27%).

Female respondents are more likely than males to say that attending a social group or activity is most important to them (39% and 27%). Attending a children's event or activity was also most important to more females than males (38% and 19%). Asian respondents were also more likely than all respondents to rate attending a children's event or activity in a library (44%) as most important.

For one-fifth of respondents (19%) using the online library service was most important and the same proportion said reserving a book online was most important to them.

Respondents were asked what they thought the Lancashire County Library Service should provide, in line with the service's strategic objectives.

Chart 11 - How strongly do you agree or disagree that the Lancashire County Library Service should provide the following?



Base: all respondents 9,254 to 10,205

93% strongly agreed it should provide helpful and knowledgeable staff and 92% said encourage people to enjoy reading.

71% strongly agreed it should provide spaces to enjoy culture and learning. More children and young people aged 16-19 strongly agreed (82% and 85% respectively) than did 65-74 year olds and those aged 75 and over (68% and 66% respectively).

64% of respondents strongly agreed the library service should help people reach their potential and live independent lives. More children and young people aged 16-19 strongly agreed (74% and 83% respectively) than did 65-74 year olds and those aged 75 and over (64% and 62% respectively).

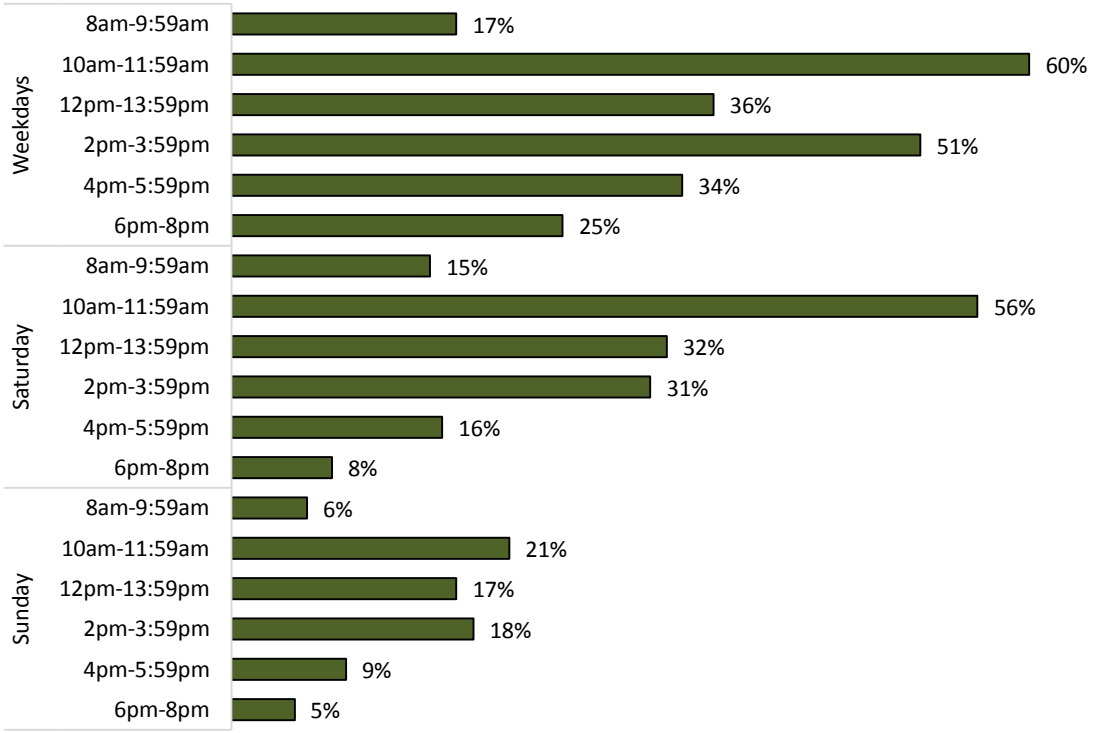
64% also strongly agreed it should provide easy-to-use online services. More children and young people aged 16-19 strongly agreed with this objective (71% and 75% respectively) than did those aged 75 and over (56%).

59% said it should provide support for communities to stay healthy. More children and young people aged 16-19 strongly agreed (73% and 74% respectively), than did working age adults and older people.

48% strongly agreed that there should be opportunities for volunteers to help in libraries. More children and young people aged 16-19 strongly agreed (68 and 77% respectively) then did other age groups (for whom it varied from 64% and 62%).

Respondents were asked when they would be most likely to visit the library if the opening times were available.

Chart 12 - When would you be most likely to visit a library if the following times were available?



Base: all respondents 10,252

On weekdays, 10am-11:59am and 2pm-3:59pm were the most preferred times to visit a library (60% and 51% of respondents respectively).

On Saturdays respondents were also most likely to prefer to visit between 10am-11:59am (56%). Around a third also chose between 12-13:59pm and 2-3.59pm (32% and 31%). On Sundays preferred times to visit a library were 10am-11:59am (21%), 12-13.59pm (17%) and 2pm-3:59pm (18%).

There is interest in visiting on weekdays between 10am-11.59am from 60% of all respondents. Interest is higher from people aged 65-74 years (75%) and 75 years and over (74%).

There is interest in visiting on weekdays between 4-5.59pm from 34% of all respondents. There is more interest from children under 16 (76%), young people aged 16-19 (54%) and adults aged 20-64 years (41%). Interest is lower from older people aged 65-74 (26%) and 75 years and over (16%).

There is interest in visiting on weekday evening between 6-7.59pm from 25% of all respondents. There is more interest young people aged 16-19 (40%) and adults aged 20-34 years (37%) and 35-64 years (35%). Interest is low from older people aged 65-74 (13%) and 75 years and over (7%).

There is interest in visiting on Saturdays between 10-11.59am (56% of all respondents) across all age groups. It is lower from young people aged 16-19 (37%).

Interest in visiting on Saturdays between 12pm-1.59pm, 2-3.59pm and 4-5.59pm is from children under 16, young people aged 16-19 and adults aged up to 64. Interest is lower from older people aged 65-74 (25%, 25% and 10% respectively) and 75 years and over (15%, 21% and 5%).

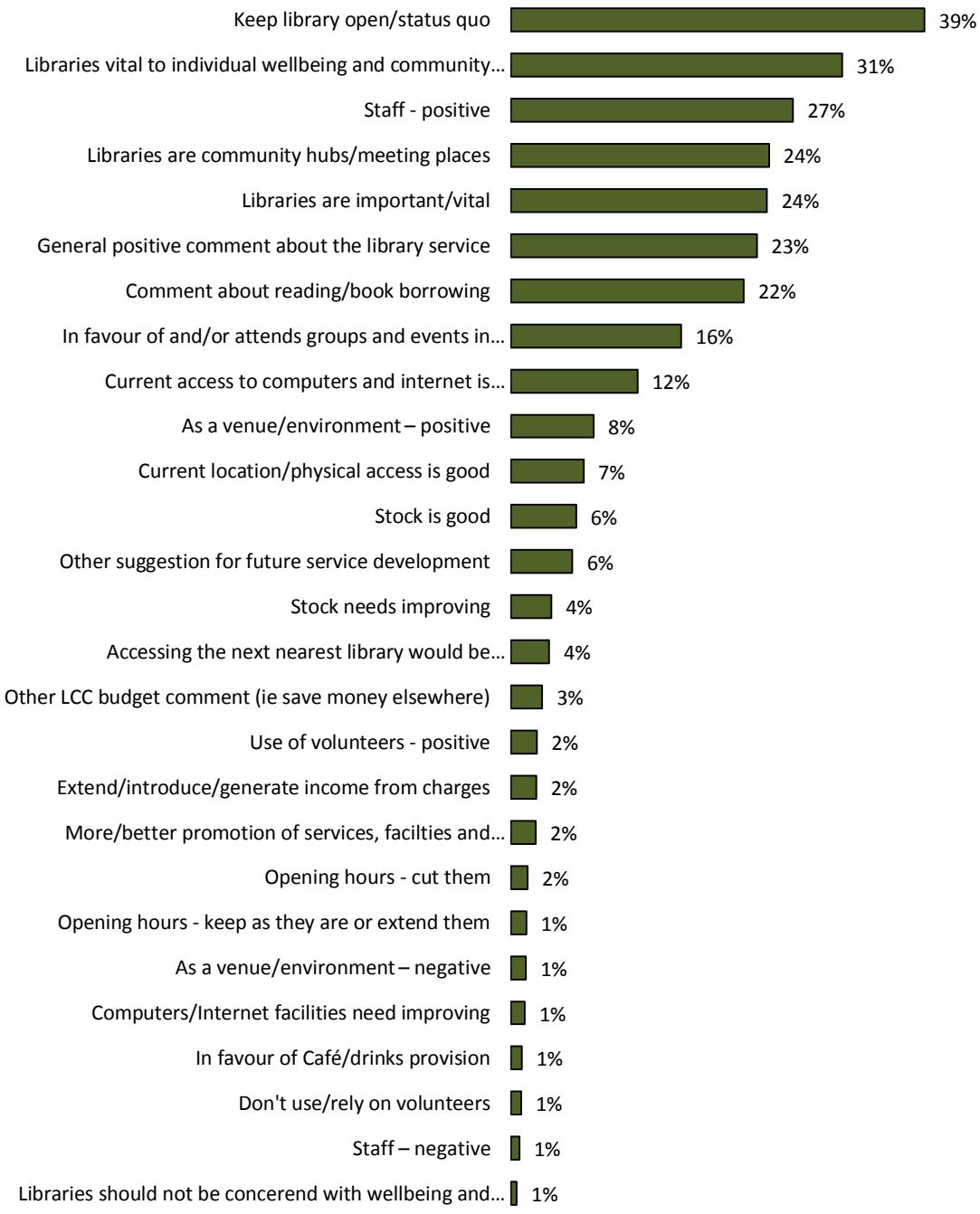
There is interest in visiting on Sundays between 10-11.59pm from 21% of all respondents. It is higher from children under 16 (30%) and adults aged 20-34 years (34%). It is lower from older people aged 65-74 (15%) and 75 years and over (9%).

Interest in visiting on Sundays between 12pm-1.59pm is from children under 16 (28%), young people aged 16-19 (27%) and adults aged up to 34 (33%). Interest is lower from older people aged 65-74 (9% respectively) and 75 years and over (5%).

4.5 Suggestions or other comments

Respondents were asked if they had any suggestions or other comments about the library service.

Chart 13 - Do you have any suggestions or other comments about the Lancashire County Library Service?



Base: all respondents 6,334

6,334 respondents made a comment, often covering more than one topic area.

Of these respondents, two-fifths (39%) made a plea for their local library to be kept open and for there to be no change to the current provision. 7% made a positive comment about the current location or accessibility of a library. 4% made a negative comment about the accessibility of their next nearest library.

More than a quarter (27%) of those who made a comment, said something positive about library staff. 1% made a negative comment about staff.

Around a third (31%) commented on libraries' importance to individual wellbeing and community cohesion. Comments about libraries being importance or vital and community hubs or meeting places were made by a quarter (24%) of those responding. Around a quarter (23%) made a general positive comment about the service.

Just under a quarter of those responding (22%) made a comment about reading or borrowing books. 6% made a positive comment about stock and 4% said something negative.

12% of those responding made a positive comment with regard to computers and internet access in libraries. 1% said they need improving.

Appendix 1: demographic breakdown

		Count	Percentage
Are you . . . ?	A Lancashire resident	10,131	98%
	A member of a voluntary or community organisation	1,889	18%
	An employee of Lancashire County Council	637	6%
	A member of a library friends group	491	5%
	Other	404	4%
	A local business owner	332	3%
	An elected member of a parish or town council in Lancashire	75	1%
	An elected member of a Lancashire district council	37	0%
	An elected member of Lancashire County Council	17	0%

		Count	Percentage
Are you . . . .?	Male	3,244	31%
	Female	7,080	69%

		Count	Percentage
Have you ever identified as transgender?	Yes	60	1%
	No	9,032	95%
	Prefer not to say	444	5%

		Count	Percentage
Are you a deaf person or do you have a disability?	Yes	1,357	14%
	No	8,660	86%

		Count	Percentage
Age	Under 16	157	2%
	16-19	91	1%
	20-34	928	9%
	35-64	4,699	46%
	65-74	2,788	27%
	75 and over	1,622	16%

		Count	Percentage
Are there any children in your household aged under 20?	No children aged under 20	6,667	68%
	Yes, aged under 5	1,199	12%
	Yes, aged 5-8	1,139	12%
	Yes, aged 9-11	839	9%
	Yes, aged 12-16	791	8%
	Yes, aged 17-19	500	5%
	No, but expecting	207	2%

		Count	Percentage
Are there any children with a disability in your household aged 20-25?	Yes	161	2%
	No	9,754	98%

		Count	Percentage
What is your religion?	Christian	7,266	73%
	Buddhist	56	1%
	Hindu	18	0%
	Jewish	20	0%
	Muslim	105	1%
	Sikh	3	0%
	Other religion	157	2%
	No religion	2,394	24%

		Count	Percentage
Which best describes your ethnic background?	White	9,855	98%
	Asian or Asian British	140	1%
	Black or Black British	16	0%
	Mixed eg White and Asian	40	0%
	Other	37	0%

		Count	Percentage
Are you in a marriage or civil partnership?	Marriage	6,163	62%
	Civil partnership	171	2%
	Prefer not to say	409	4%
	None of these	3,248	33%

		Count	Percentage
How would you describe your sexual orientation?	Straight (heterosexual)	8,695	89%
	Bisexual	71	1%
	Gay man	53	1%
	Lesbian/gay woman	56	1%
	Other	42	0%
	Prefer not to say	842	9%

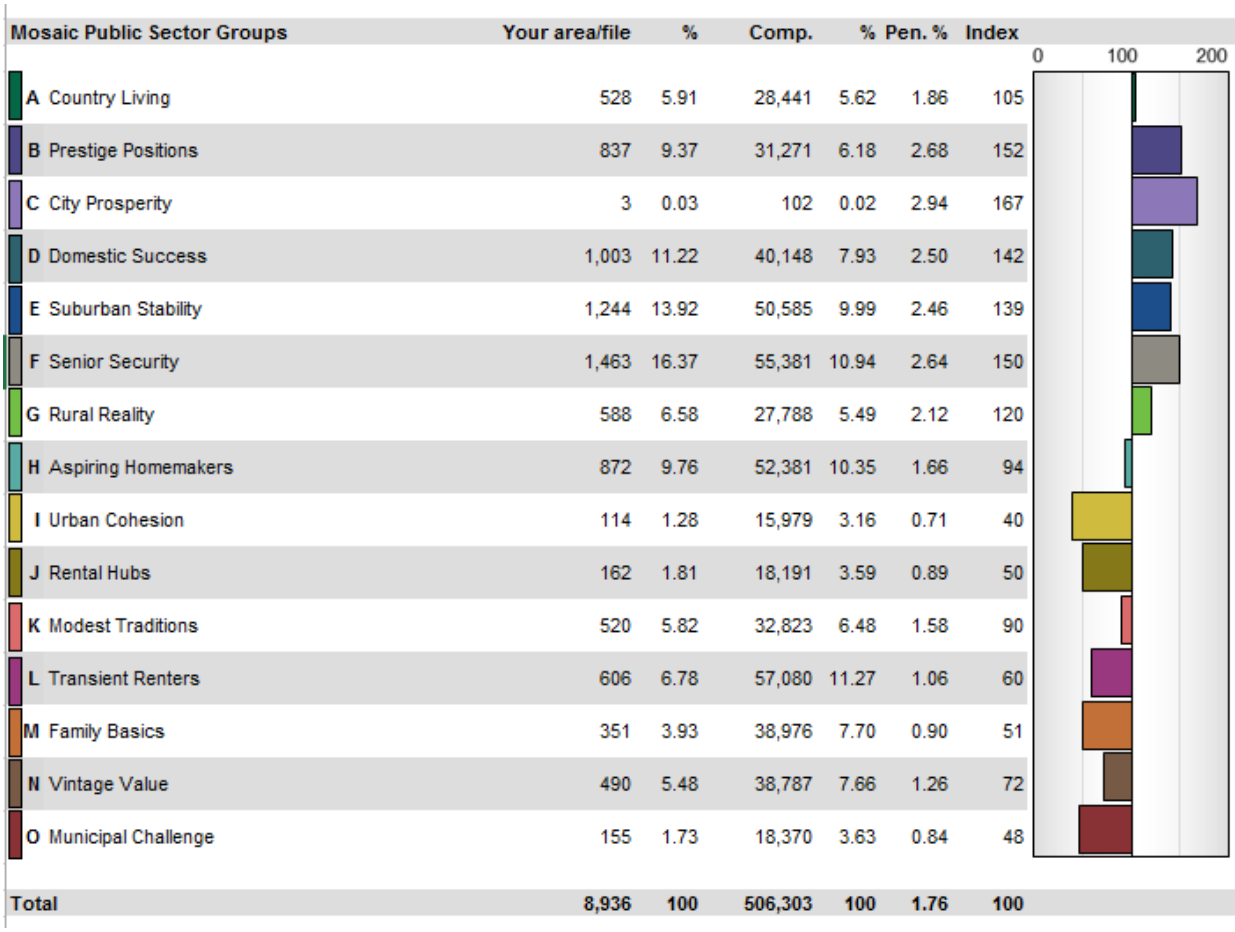
Appendix 2: Mosaic profile analysis

Mosaic is a geo-demographic segmentation tool provided by Experian. It uses multiple datasets to classify each household in the country into one of 15 groups. This enables postcode data, such as that received from the library service consultation respondents, to be profiled by Mosaic group, building up a picture of them. This can then be compared with other postcode-level data to assess any under or over representation (shown by the index column when compared to the profile of the county council area).

Chart 14 details the Mosaic profile of the respondents to the library service consultation. It can be seen that the group B prestige positions (index=152), group F senior security (index=150) and group D domestic success (index=142) are over represented. In contrast groups I, O, J, and M all have an index of 51 or under, ie they are half as likely to have responded to the consultation as would be expected, based on the proportion of their households in Lancashire.

Chart 14 - Mosaic profile of library consultation respondents.

Mosaic Public Sector Groups	Your area/file	%	Comp.	%	Pen. %	Index
A Country Living	528	5.91	28,441	5.62	1.86	105
B Prestige Positions	837	9.37	31,271	6.18	2.68	152
C City Prosperity	3	0.03	102	0.02	2.94	167
D Domestic Success	1,003	11.22	40,148	7.93	2.50	142
E Suburban Stability	1,244	13.92	50,585	9.99	2.46	139
F Senior Security	1,463	16.37	55,381	10.94	2.64	150
G Rural Reality	588	6.58	27,788	5.49	2.12	120
H Aspiring Homemakers	872	9.76	52,381	10.35	1.66	94
I Urban Cohesion	114	1.28	15,979	3.16	0.71	40
J Rental Hubs	162	1.81	18,191	3.59	0.89	50
K Modest Traditions	520	5.82	32,823	6.48	1.58	90
L Transient Renters	606	6.78	57,080	11.27	1.06	60
M Family Basics	351	3.93	38,976	7.70	0.90	51
N Vintage Value	490	5.48	38,787	7.66	1.26	72
O Municipal Challenge	155	1.73	18,370	3.63	0.84	48
Total	**8,936**	**100**	**506,303**	**100**	**1.76**	**100**



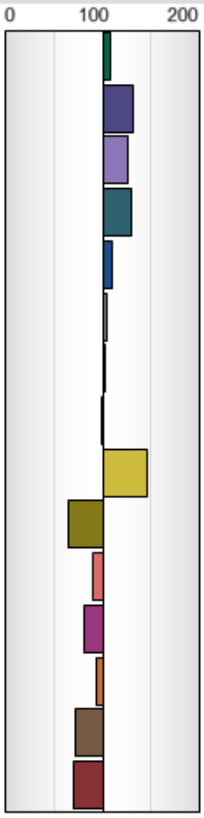
Base: all respondents providing a valid postcode 8,936

When profiling active library users (those that have had a transaction in the last 12 months), the index figures for the groups that were under or over represented in the consultation responses are, in the main, are much closer to the mean – see chart 15. The only exceptions are group I urban cohesion, which had an index of 40 for consultation respondents, but an index of 146 for active users, and group N vintage value, which remains at an index of 72.

Given that 93% of the consultation respondents said that they have visited a Lancashire library in the last 12 months, based on the comparison between the two Mosaic profiles it should be assumed that the consultation under represents the views of groups I, O, J and M to some extent.

Chart 15 - Mosaic profile of active library users (those that have had a transaction in the last 12 months.

Mosaic Public Sector Groups	Your area/file	%	Comp.	%	Pen. %	Index
A Country Living	8,524	6.03	28,441	5.62	29.97	107
B Prestige Positions	11,391	8.06	31,271	6.18	36.43	131
C City Prosperity	36	0.03	102	0.02	35.29	126
D Domestic Success	14,425	10.21	40,148	7.93	35.93	129
E Suburban Stability	15,495	10.97	50,585	9.99	30.63	110
F Senior Security	16,271	11.51	55,381	10.94	29.38	105
G Rural Reality	7,941	5.62	27,788	5.49	28.58	102
H Aspiring Homemakers	14,560	10.30	52,381	10.35	27.80	100
I Urban Cohesion	6,508	4.61	15,979	3.16	40.73	146
J Rental Hubs	3,303	2.34	18,191	3.59	18.16	65
K Modest Traditions	8,301	5.87	32,823	6.48	25.29	91
L Transient Renters	12,835	9.08	57,080	11.27	22.49	81
M Family Basics	10,253	7.26	38,976	7.70	26.31	94
N Vintage Value	7,824	5.54	38,787	7.66	20.17	72
O Municipal Challenge	3,639	2.58	18,370	3.63	19.81	71
Total	**141,306**	**100**	**506,303**	**100**	**27.91**	**100**



Source: Lancashire County Council, March 2016