

On-street Library Survey

Introduction:

1. Consultation on the Council's vision for the future of the library service in the City of York and to prepare for a new contract for library services in 2019.
2. The on-street survey aimed to seek the views of non-users. Non-users of library services are defined as not having used a library within the last 12 months.
3. The survey was based on the online survey designed by City of York Council along with York Explore and adapted by QA Research. There were eighteen questions including four screening questions and five equality monitoring questions.
4. This on-street survey was conducted by QA Research on behalf of City of York Council. Results were provided in standard tables and have been summarised by the Business Intelligence Hub.
5. The survey was conducted between 22 January and 3 February 2018 in York city centre, Haxby, Acomb and Tang Hall. There were 124 responses to this survey.

Results:

6. Respondents were asked which of York's libraries they had ever used. 84% have used a library in York before, with most having visited York Explore and Archive (67%). Respondents were also asked which their nearest library was. Results are summarised below:

Library	Respondents used library (%)	Respondents nearest library (%)
York Explore & Archive	67%	21%
Acomb	20%	25%
Bishopthorpe	-	2%
Clifton	2%	3%
Copmanthorpe	-	-
Dringhouses	2%	3%
Dunnington	-	-
Fulford	1%	3%
Haxby	16%	20%
Huntington	3%	2%
New Earswick	2%	3%
Poppleton	-	-
Strensall	2%	2%
Tang Hall	7%	13%
None	16%	1%
Don't know	-	2%

7. When asked why they hadn't visited a library in the last 12 months the main reason given was that respondents preferred to buy books from a shop (40%).

Reasons not used library	Response (%)
Prefer to buy books from a shop	40%
No time/too busy	38%
Have the internet at home so no need to use the library	38%
Prefer to buy e-books online	23%
Don't like reading	20%
Use another library (not run by City of York Council)	12%
Nothing of interest there	8%
Don't know what was on offer there	6%
Just not in last 12 months but do visit libraries	6%
Difficulty getting to the library	5%
Nearest library is too far away/not convenient	4%
Poor range of books and services	3%
Inconvenient opening times	2%
Other	31%

8. Other options mentioned by respondents include:

- Children grown up now
- Specific library closed
- No need to use one
- Have a lot of books at home

9. Respondents were asked to select a statement about library use that best described them and the majority said they were not a library user, but used to be (53%). 36% said they had never been a library user and 10% described themselves as a library user.

10. The new vision for libraries in York describes five library types and respondents were asked how likely they would be to use each type of library in the future. Virtual libraries (38%) and reading cafes (36%) were the most popular types among non-users.

Library Types	Likely to visit (%)	Unlikely to visit (%)
York Explore & Archive	15%	42%
Learning Centres	18%	49%
Gateways	21%	48%
Virtual libraries	38%	35%
Reading cafes	36%	41%

11. Respondents were asked to select options that would encourage them to visit a library or go more often. Having a cafe on site at a library would encourage 40% of respondents. Other options specified by respondents include:

- Having more time
- Access to specific book or type of book
- Quieter environment without children being noisy.

Which would encourage visit to a library (select all that apply)	Responses (%)
Having a reading cafe on site	40%
Better information on what public libraries actually offer	31%
Events and activities (e.g. reading groups, craft clubs, coding clubs etc.)	24%
Activities for children and families	23%
Longer or more improved opening hours (e.g. in evenings and weekends)	21%
Improving the range and quality of books	19%
Adult learning programmes (e.g. languages, literacy, painting, pilates)	18%
Improving the IT offer such as access to tablets, computers and the internet	17%
None	15%
Health information and access to health screening services	13%
Involving the public in decisions on how public libraries are run	2%
Other	16%

12. Using the same list of options respondents were asked to select the one that they believed would have the biggest impact on library use. The option that was selected most often was that 'none' of the options would have an impact (19%), however 15% said that having a cafe on site would have the biggest impact.

Which one would have the biggest impact on your use of York libraries?	Responses (%)
Having a reading cafe on site	15%
Better information on what public libraries actually offer	6%
Events and activities (e.g. reading groups, craft clubs, coding clubs etc.)	8%
Activities for children and families	12%
Longer or more improved opening hours (e.g. in evenings and weekends)	8%
Improving the range and quality of books	8%
Adult learning programmes (e.g. languages, literacy, painting, pilates)	5%
Improving the IT offer such as access to tablets, computers and the internet	5%
None	19%
Health information and access to health screening services	2%
Involving the public in decisions on how public libraries are run	-
Other	11%

13. Respondents were asked if anything else would encourage them to visit a City of York library. These free comment answers were categorised. Most respondents said 'nothing' (41%) or 'don't know' (23%). Other answers include:

- More activities or courses for children (6%)
- More activities or courses for adults (4%)
- A better range of books (4%)

14. When asked for money-saving suggestions for how local library services could be delivered within limited budgets the majority of respondents had no suggestions (83%). Other answers include:

- Make libraries more interesting and friendly places (3%)
- More services or activities for children (2%)

- Better computers or IT offer (2%)

Demographics

15. The demographic profile of the respondents is not representative of the profile of the City of York, for example, there were more female respondents (63%) than male (37%). Some of the demographic data is summarised below:

Gender	Response %
Male	37%
Female	63%

Disabilities/conditions	Response %
All types	17%
None	88%

Age group	Response %
16-24	22%
25-34	17%
35-44	10%
45-54	17%
55-64	22%
65+	13%

Ethnicity	Response %
White - English/Welsh/Scottish/Northern Irish/British	98%
Any other White background	2%
BAME	0%

Ward	Response %
Acomb Ward	3%
Bishopthorpe Ward	1%
Clifton Ward	2%
Dringhouses & Woodthorpe Ward	4%
Easingwold Ward	1%
Escrick Ward	1%
Fishergate Ward	5%
Fulford & Heslington Ward	1%
Guildhall Ward	7%
Haxby & Wigginton Ward	19%
Heworth Ward	5%
Heworth Without Ward	2%
Holgate Ward	10%
Hull Road Ward	6%
Huntington & New Earswick Ward	5%
Micklegate Ward	2%
Rawcliffe & Clifton Without Ward	2%
Rural West York Ward	1%
Strensall Ward	2%
Westfield Ward	11%
Part postcode	3%
Not matched	7%

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