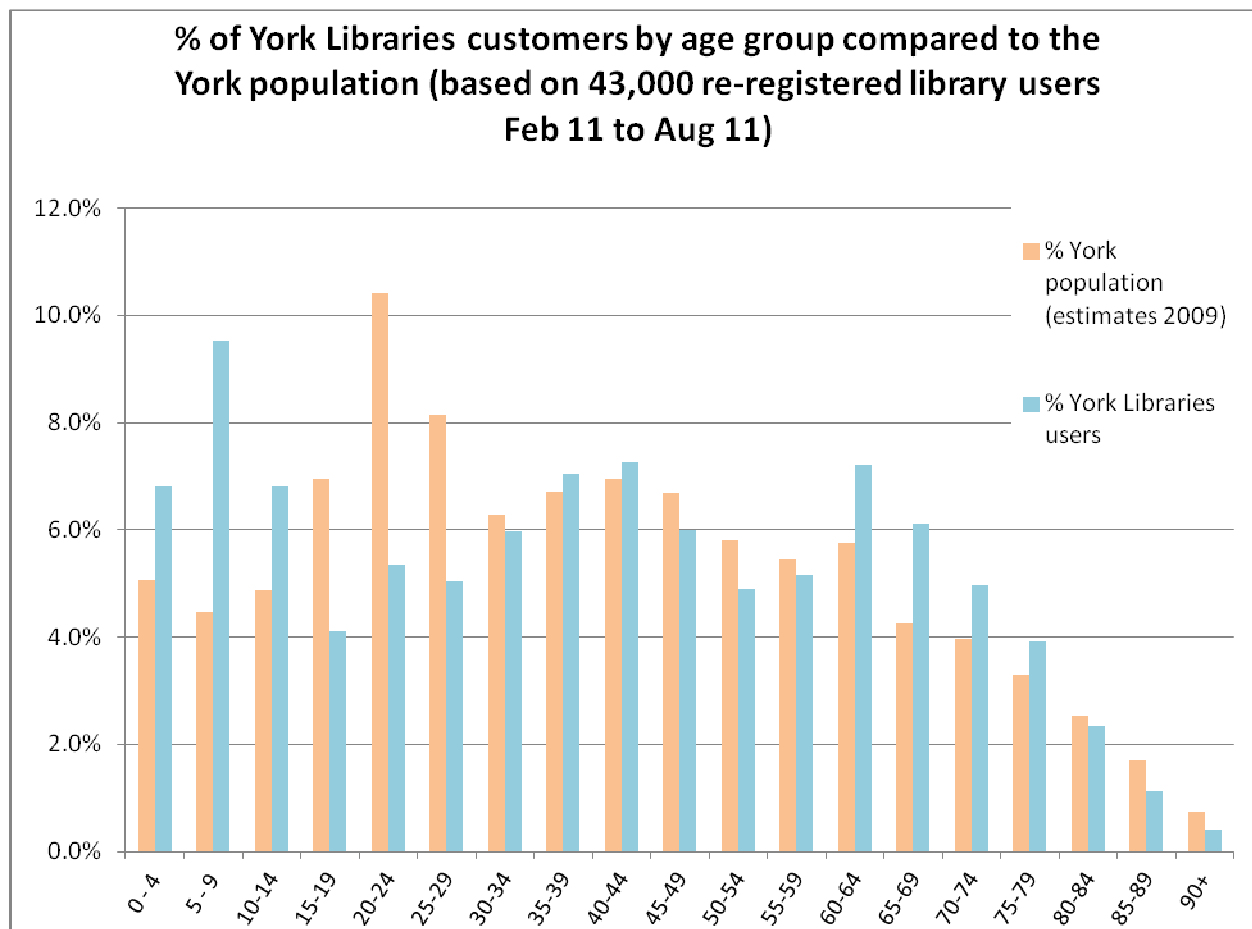


Customer Insight Data

Age:



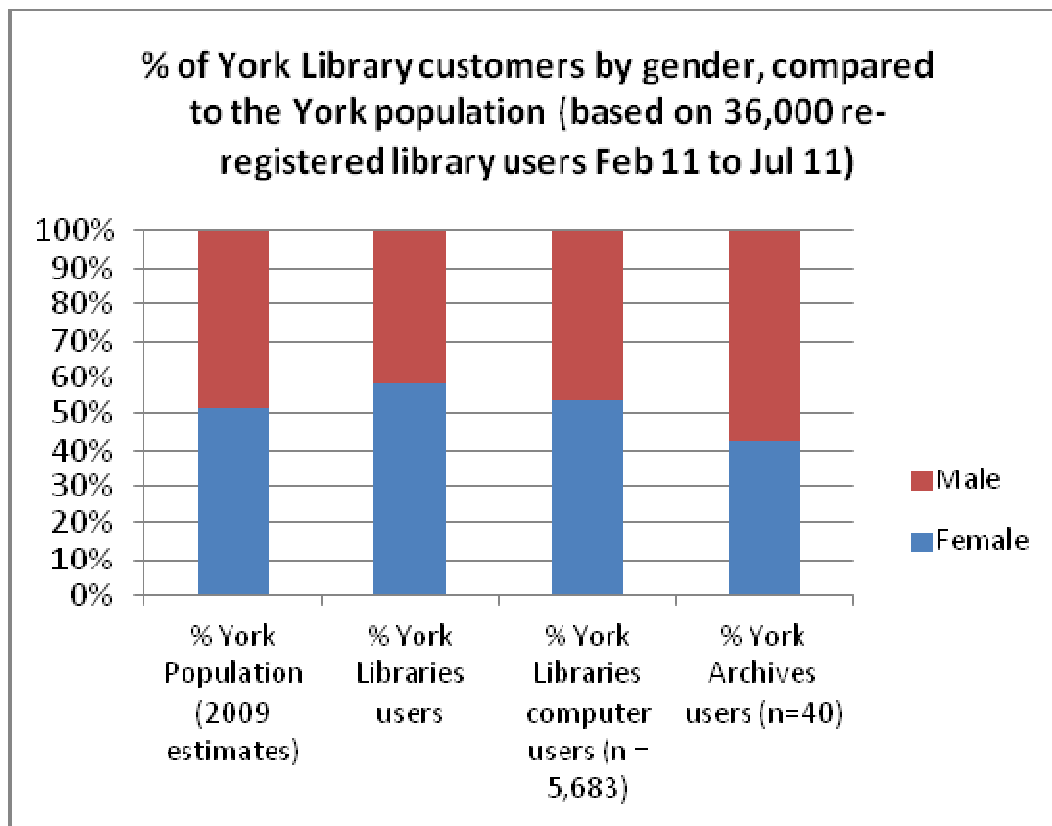
We have customers of every age from 0 to 103. The largest number of users fall in age groups 5 – 9, 40 – 44, and 60 – 64. In the graph where the orange exceeds the blue this age category is under-represented in our user group, and where the blue exceeds the orange this age category is over-represented in our user group.

York Libraries have great success attracting children and the middle-aged, but are less successful at reaching out to younger adults (15 to 34), and the very elderly (80+).

We recently ran a Talkabout residents survey following the York Explore refurbishment - the young respondents (age 17 to 34)

were less likely to be aware of the refurbishment than residents as a whole (63% compared to 73%); and the young non-users were more likely to agree that the reason for their non-use was “I don’t know what’s available to me at York Explore” (45% of young non-users, compared to 31% of non-users overall).

Gender:

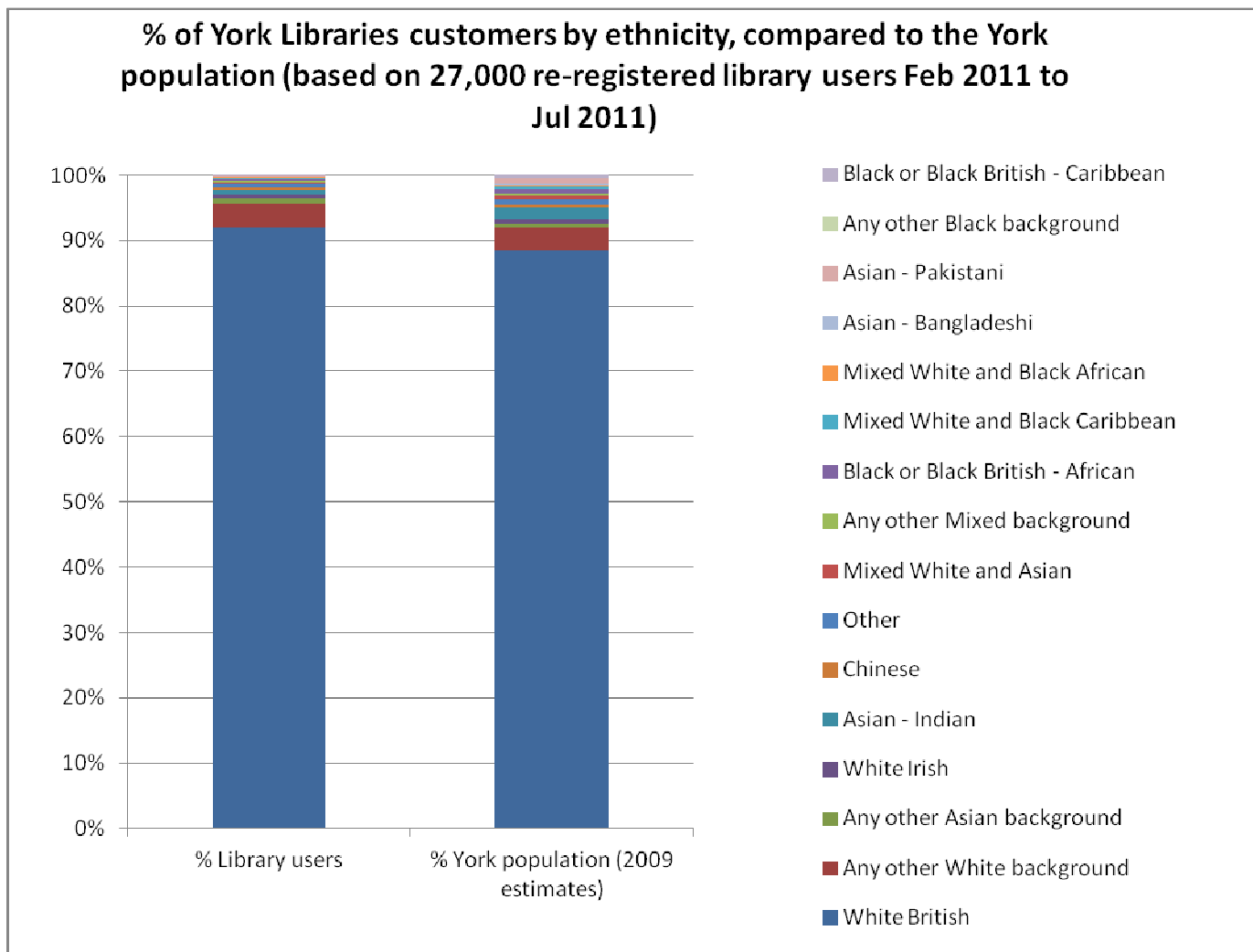


Library use is a little skewed towards females rather than males, although this trend is less pronounced among computers users, and actually reversed among Archives users.

In the Talkabout residents’ survey, we found that men were on the whole a bit less enthusiastic about York Explore. They seemed to be more interested in using the library for practical reasons rather than simply enjoying the space e.g. they were a bit more interested in using the library to gain new skills, and were more interested in taking advantage of the free wi-fi.

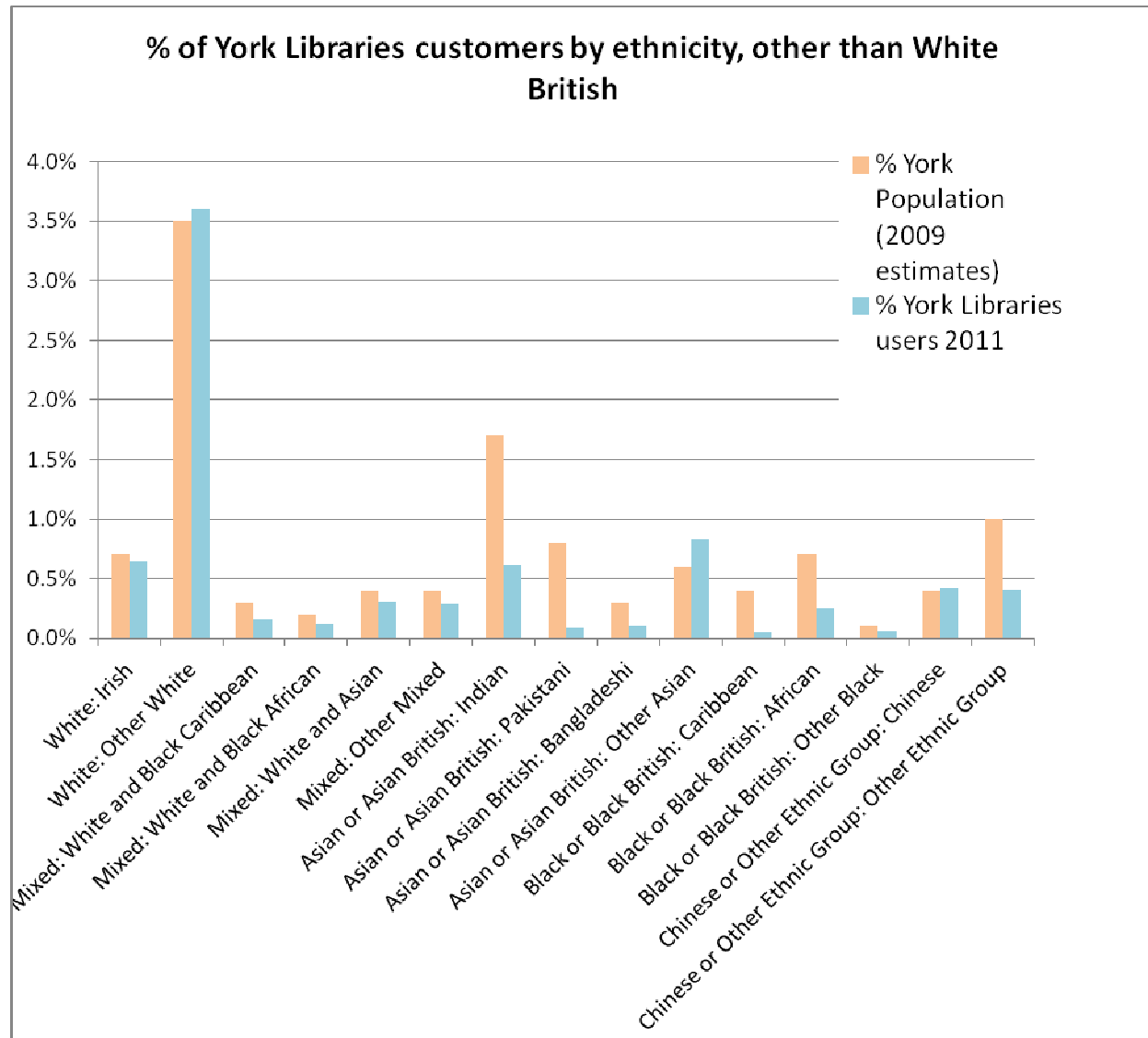
On the subject of **Transgender:** the majority of re-registering York Libraries customers (65%) chose not to divulge this information, but of the 7,000 who did, 48 individuals reported identifying as trans.

Ethnicity:



Again, York Libraries users are broadly representative, but with some areas for possible attention. White British people account for 89% of the York population, but 92% of library users, so our users are slightly less ethnically diverse than the York population.

The graph below shows the other ethnic groups (other than White British) in more detail.



Any ethnic groups where the orange exceeds the blue are under-represented in our user group. Looking at this graph there are four ethnic groups which stand out as being possible target groups: Indian, Pakistani, Black African and “other”. Interesting, these four categories are all ones where the York population has increased significantly from 2001 to 2009, so this suggests that York Libraries are a little behind in keeping up with the ethnic make-up of the city.

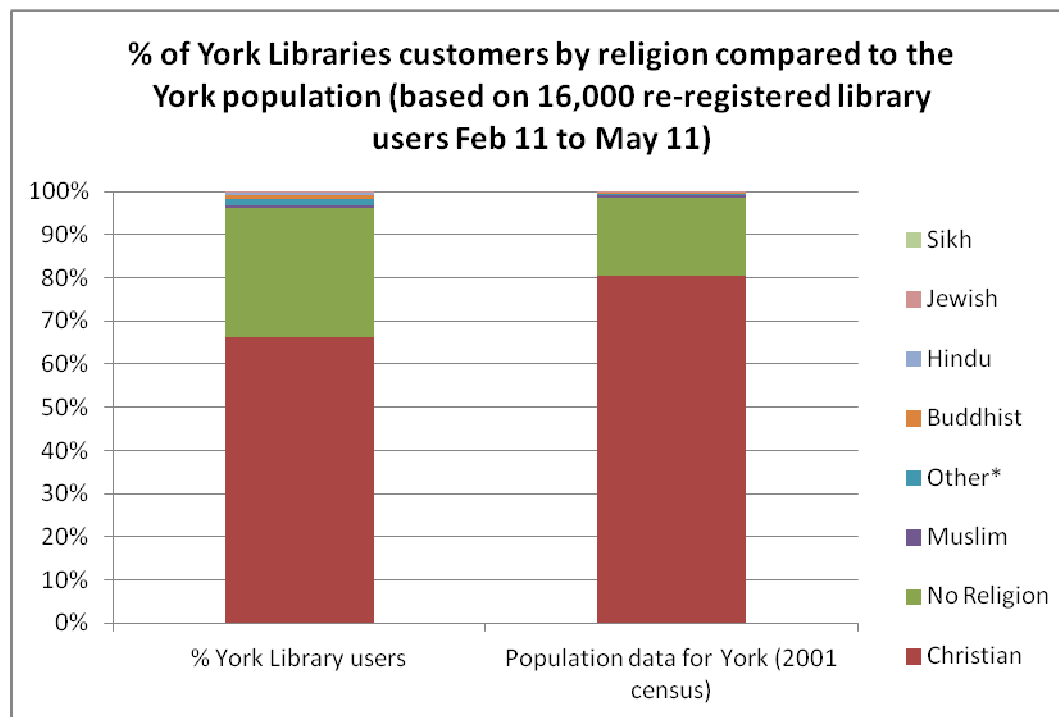
Disability:

Our re-registration exercise indicated that, of the 26,000 people who shared the information, 6.5% of library customers re-registering considered themselves to be disabled. Most of these people reported a physical disability or long-term illness, rather than a mental illness, learning difficulty or sensory impairment. This proportion is less than the York figure of 16.6% (latest figures are census figures from 2001).

The Talkabout before and after survey indicated that the amount of disabled people using York Library has not increased since the building became accessible. 38% of disabled users on the Talkabout panel were active users before the refurbishment, and 38% were active users one year after the refurbishment. Whilst 38% is not a poor figure it is disappointing that the figure didn't increase - we believe that there is a marketing job to do in letting disabled people know that the building is now more accessible.

Sexuality:

43% of York libraries customers chose not to divulge this information, but of the 12,000 who did 1.2% reported that they were lesbian or gay, and 0.7% bisexual. This roughly correlates with the ONS Integrated household survey in 2010 which said that 1% UK residents consider themselves gay or lesbian, and 0.5% bisexual (there are no figures for York alone). On the other hand, Yorkshire Mesmac estimates that 9% of the population is LGBT, in which case gay people are under-estimated among our figures. Essentially the available data isn't good enough to draw firm conclusions.

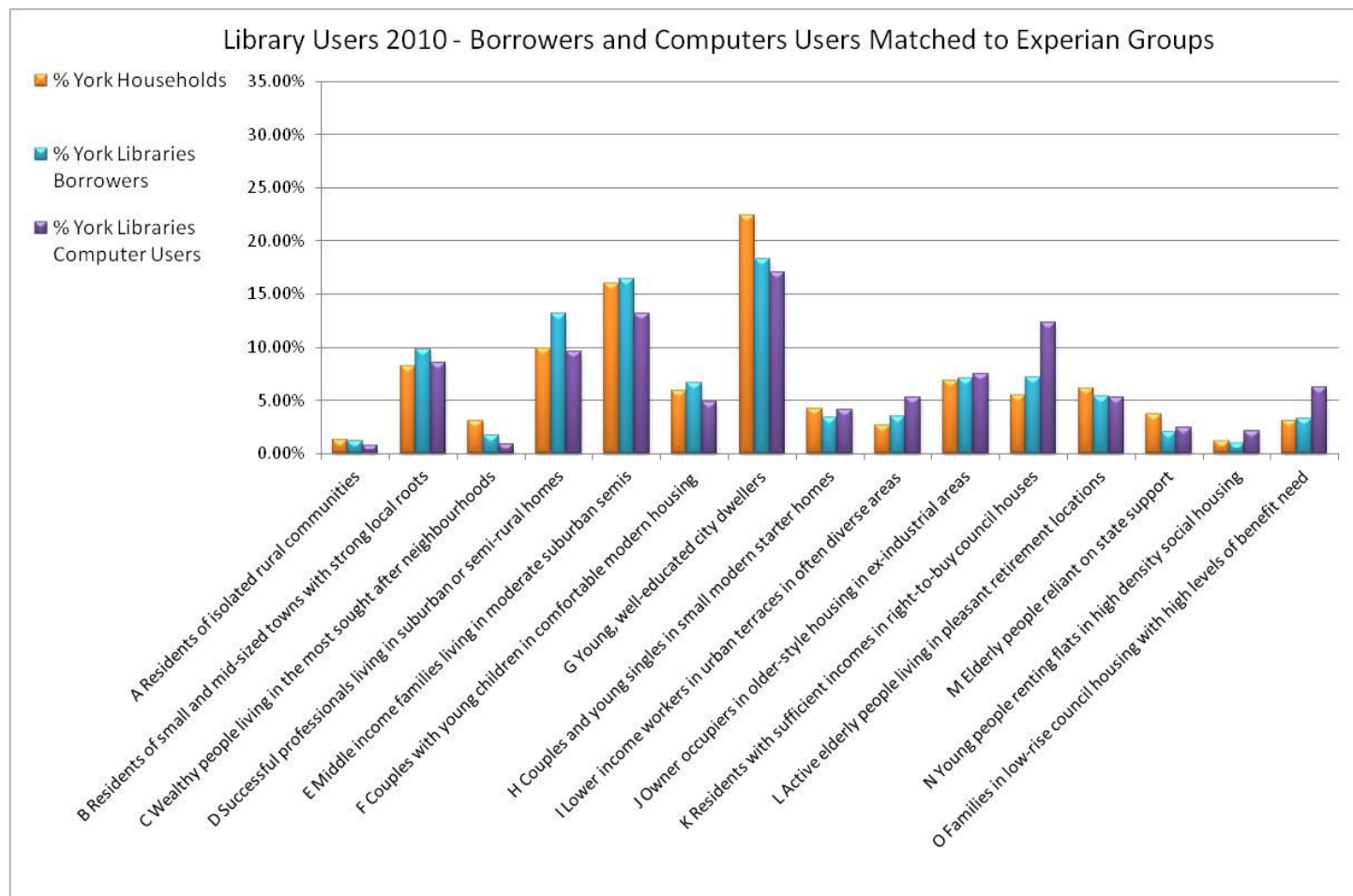


Religion:

York Libraries customers represent a number of different faiths including Christadelphians, Rastafarians, Falun Dafa and many more faiths besides. At re-registration 37% of library customers chose not to give us this information, but of the 16,000 who did we found that we had a lot more non-religious people and fewer Christians, than the most recent York population figures would lead us to expect.

The only available figures for the York population are from the 2001 census. This is not particularly meaningful any more for several reasons, including the increase in the

size of the BME community since 2001. Our re-registration exercise coincided with the 2011 census, when there was a popular campaign to stop non-religious people entering "Christian" on forms. So, whilst the proportion of Christians in our figures is much smaller than the proportion in York's 2001 population, we may well find that it matches the York 2011 census data when this becomes available.



Experian groups

Having matched our user data against the Experian categories, we can see that our users are broadly representative of York communities. Contrary to what people may perceive, libraries are well used by all sectors of the community including those from less affluent backgrounds towards the right hand side of the graph – a disproportionately large amount of people from low-rise council housing use library computers, for

example.

In the graph above, where the orange bar is above the other bars, these groups are under-represented in the library customer base. Breaking the results down into smaller categories, these are the Experian sub-categories where we've identified that there are a large number of people in the York community who are not engaging in libraries:

Possible target groups:

- **Experian Group 29** “Young professional families settling in better quality older terraces” – 4075 households in York. These account for 4.8% of York households but only 3.7% of our library users.
- **Experian group 54** “Retired people of modest means commonly living in seaside bungalows” – 2904 households in York. These account for 3.4% of York households but only 3.1% of our library users.
- **Experian group 33** “Transient singles, poorly supported by family and neighbours” – 2097 households in York. These account for 2.5% of York Households but only 2.1% of our library users
- **Experian group 11** “Creative professionals seeking involvement in local communities” – 1937 households in York. These account for 2.3% of York households but only 1.3% of our library users
- **Experian group 56** “Older people living on council estates with limited budgets” – 1090 households in York. These account for 1.3% of York households but only 0.7% of our library users.

Experian gives us information about these people and how we might reach them. Please note that by targeting these Experian groups we would simultaneously pick up on the target groups categories highlighted in the age and ethnicity sections above:

Experian Group	Brief Description	Communication channels	Other relevant information
29. “Young professional	Highly educated, late 30s / early 40s, on comfortable	Internet, telephone, national	These people are far more likely than the general population most to be eco-

Experian Group	Brief Description	Communication channels	Other relevant information
families settling in better quality older terraces”	incomes. Quite diverse in terms of ethnicity and religion.	newspapers.	evangelists and to shop at Waitrose. They read the Guardian and the FT, and they are far more likely to read classics than the rest of the population. They hold liberal opinions.
54 “Retired people of modest means commonly living in seaside bungalows”	Older retired couples, on modest incomes, with conservative tastes. Almost exclusively white British, and left school young.	Face to face, local papers	They go on coach holidays and cruises, and they hold traditional opinions. They are likely to have health complaints. They like to read crime novels, and home and gardening books
33 “Transient singles, poorly supported by family and neighbours.”	Mainly young people, living in fairly low quality accommodation and house-shares. Not particularly well educated, often unemployed. Very diverse in terms of ethnicity.	SMS messaging, national newspapers	They are more likely than the rest of the population to be unemployed, or to do seasonal work, or work in the service industry. They go to night-clubs, they smoke, and they use the library internet connection.
11 “Creative professionals seeking involvement in local communities”	Older professionals with grown up children and good qualifications. Quite ethnically diverse.	Internet, telephone, magazine	They are interested in the environment, they read broadsheet newspapers. They are spiritual. They are more likely to enjoy reading than the general population and are more likely to enjoy travel books and classics than the general population.
56 “Older people	State pensioners who left	Face to face, local	They hold traditional opinions and have

Experian Group	Brief Description	Communication channels	Other relevant information
living on council estates with limited budgets”	school early, and are often lifelong council tenants. Almost exclusively white British.	newspapers	health complaints. Very unlikely to be internet users. They enjoy reading crime books even more than the rest of the population.

This information can be drilled down to individual library levels and we would propose adding this to our community profiles. We have our own community profiles based around libraries and their catchment areas which often cut across ward boundaries and can include one or more wards.

We have used Strensall as an example

