

CIPFA PLUS Survey 2016

Satisfaction

Generally, satisfaction measures are high, as one would expect from a user survey (since unsatisfied customers become non-users)

On most measures satisfaction has increased slightly since we last ran the survey. Overall satisfaction is exactly the same as it was 10 years ago: 92.4%

On most measures satisfaction is slightly lower than the national picture. Overall satisfaction is within 1% of the national level.

Judging from the comments section, national media coverage of austerity in the public sector is effecting people's expectations.

	Good + Very Good Explore 2016	Good + Very Good Explore 2006	Good + Very Good National 2016
Standard of Customer Care	95%	98%	95%
Overall how good is this library	92%	92%	93%
Opening hours	91%	86%	88%
Book Condition	89%	86%	90%
Attractiveness of library inside	88%	79%	87%
Information provision	83%	92%	81%
Book Choice	78%	74%	81%
Computer Facilities	71%	72%	77%
Attractiveness of library outside	70%	68%	75%

The survey

The CIPFA Adult Plus survey is a nationally defined pen & paper user survey of public library customers aged 16+

The survey ran in York 10 October 2016 - 16 October 2016 at 13 locations (excluded Mobile and Haxby)

2,354 completed surveys were returned. This is comfortably enough to constitute a valid survey, but is considerably fewer than we received in 2006 (3,408), and money was wasted on non-used forms. Huntington, Fulford, New Earswick and Strensall all got <100 surveys back

Judging from the customer comments, a lot of customers appreciated the opportunity to give feedback, but a significant minority felt that the equalities monitoring questions were intrusive, and some seemed to assume that our motivation for running the survey was to gauge feeling as a step towards closures. There were many heart-felt pleas not to close libraries.

Comments

All comments have been typed up, categorised and assigned to the relevant branch manager for action

The comments are generally positive, particularly about the staff, bookstock and events, but with some constructive criticism too

The most frequent target of complaints/requests were: noise & smells, parking, the range of books, opening hours and the quality of the PCs

Staff or Customer Service	307
Buildings	204
General	202
Bookstock	176
Children's	130
Opening Hours	68
Computers and wifi	61
Events	58
Cafe	57
Online catalogue renewals and reservations	45
Miscellaneous	26
Anti-social behaviour	18
Newspapers and magazines	16
Info	10
Policies	10
Volunteering	9
Equalities	7
ALH	5
E-Library	4
HLS	4

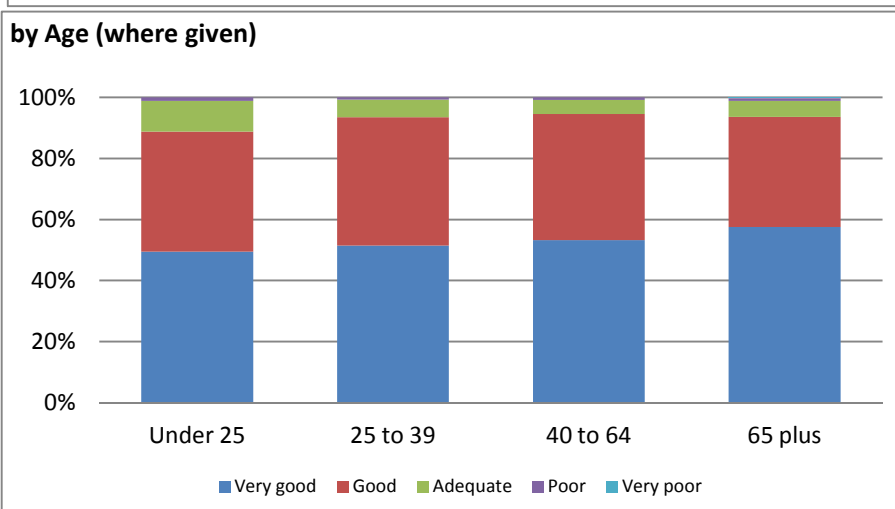
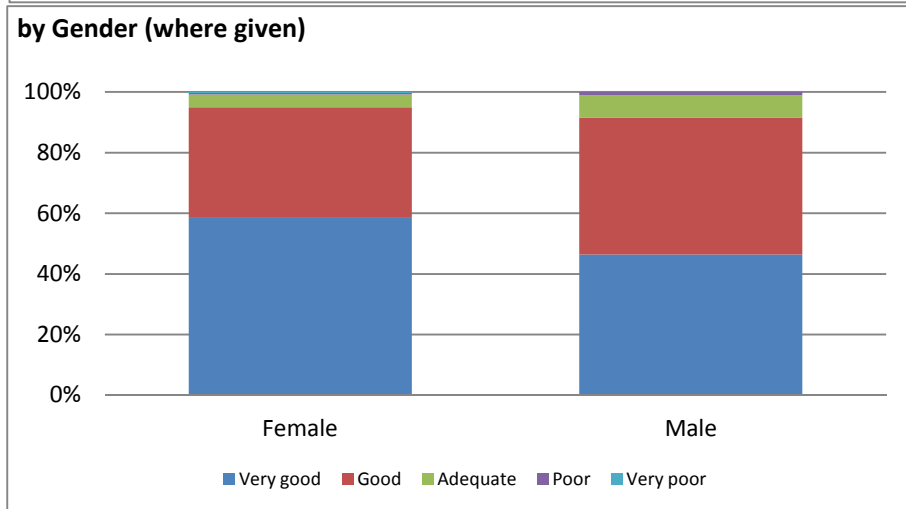
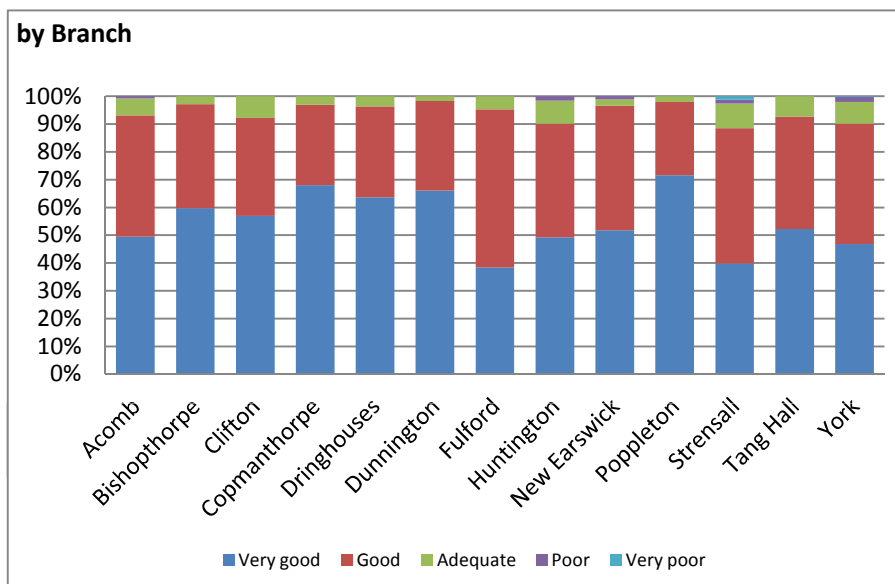
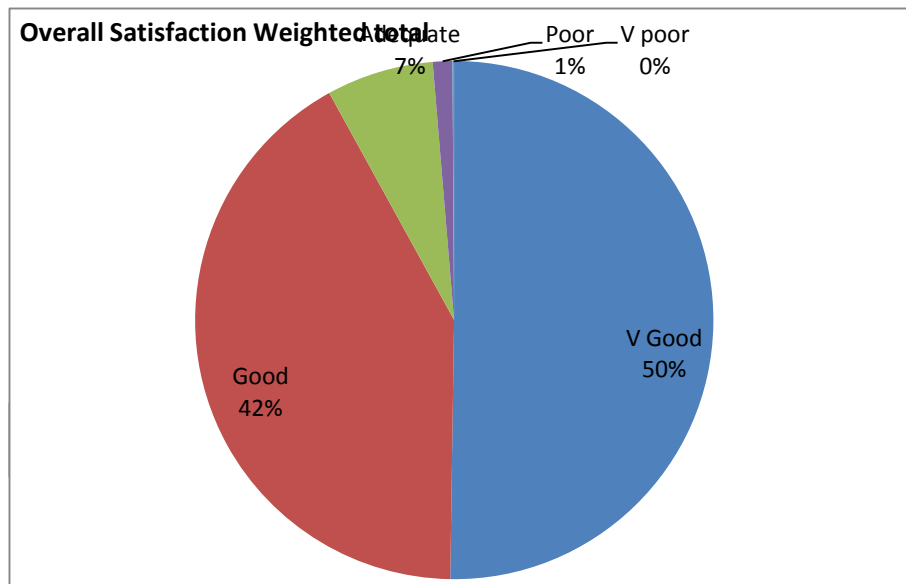
Overall how good is this library

Answered: 2305 (98%)

92% of respondents rated the overall service 'Very Good' or 'Good'

There are no clear demographic trends

Whilst satisfaction was good all over, SN, HU & YO had the lowest satisfaction with <=90% rating the library 'Good' or 'Very Good', and DU & PO were highest with 98%



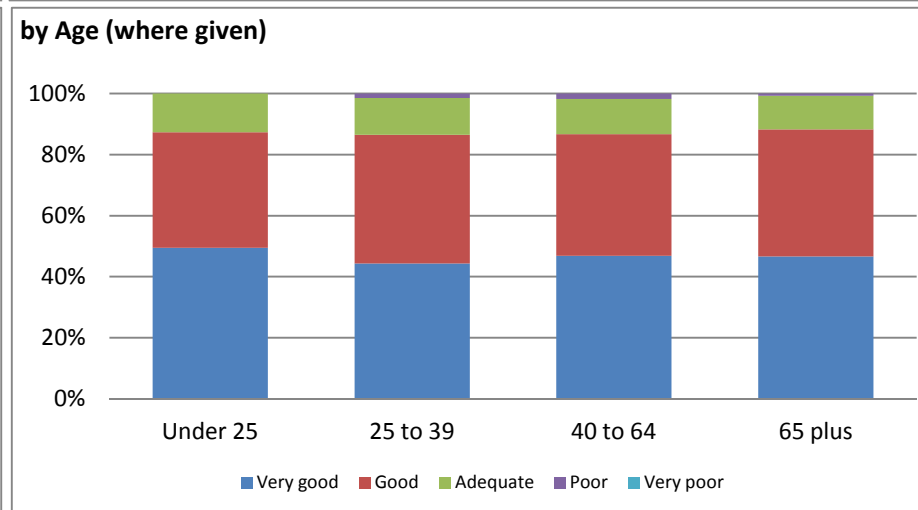
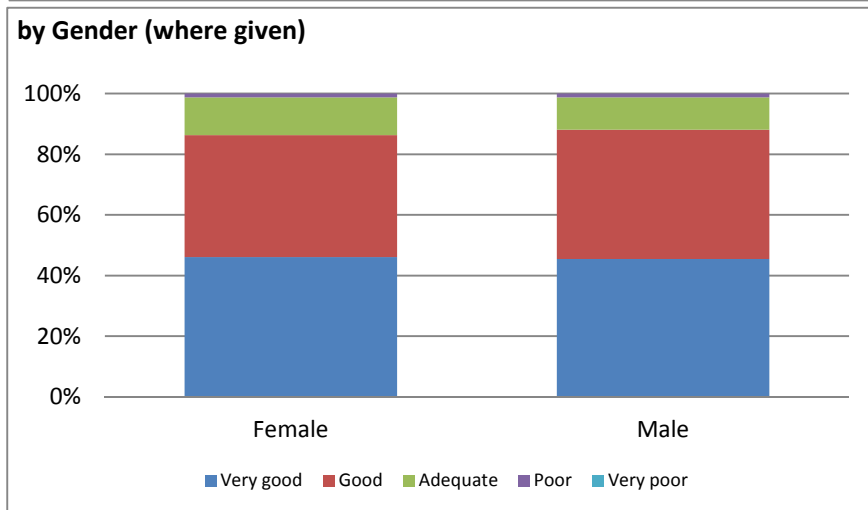
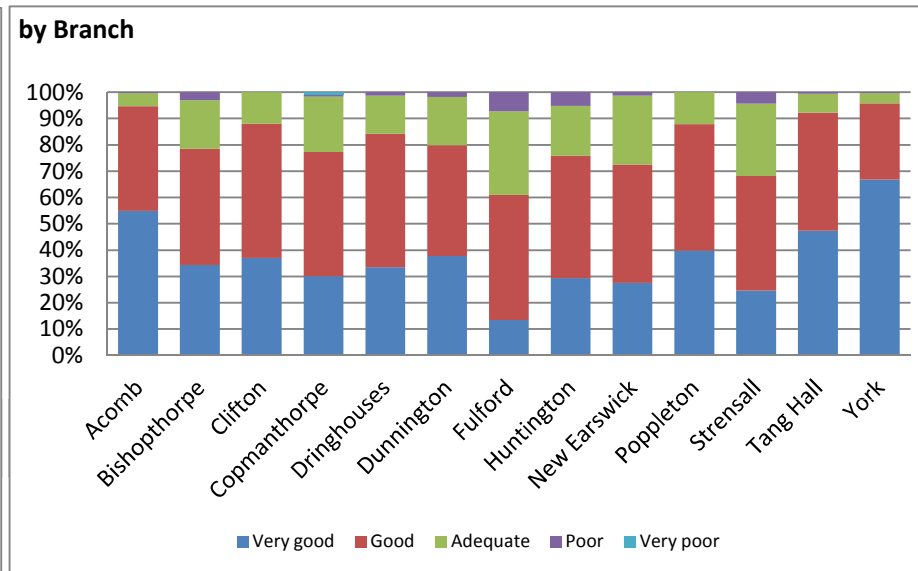
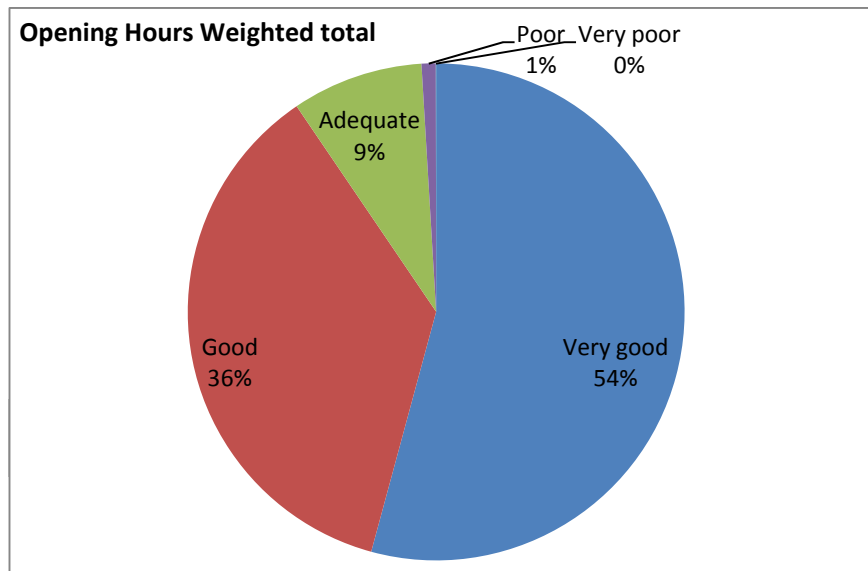
What do you think of this library: Opening Hours

Answered: 2175 (92%)

91% of respondents rated Opening Hours 'Very Good' or 'Good'

Demographic characteristics had no demonstrable impact on this measure

There was some variation between libraries. FU and SN had the lowest satisfaction on opening hours with <70% 'Good' or 'Very Good'



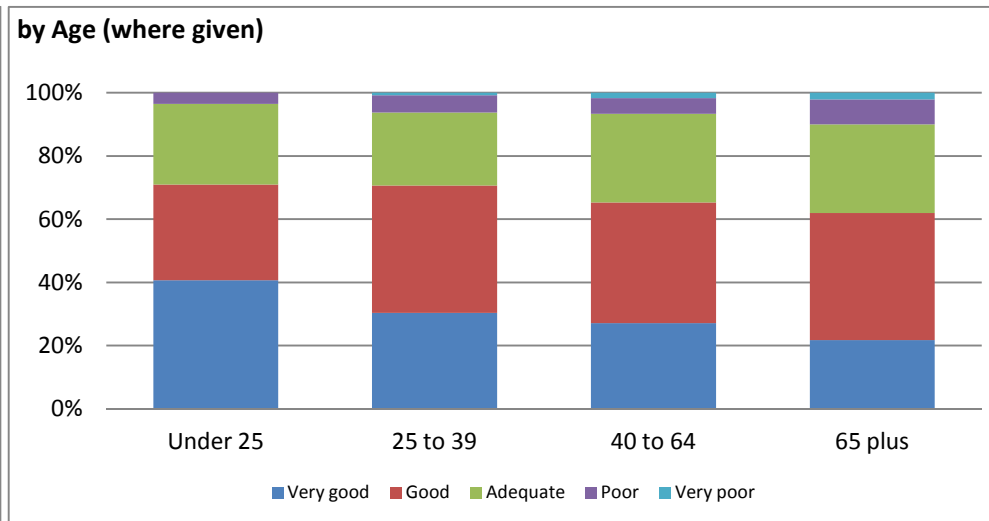
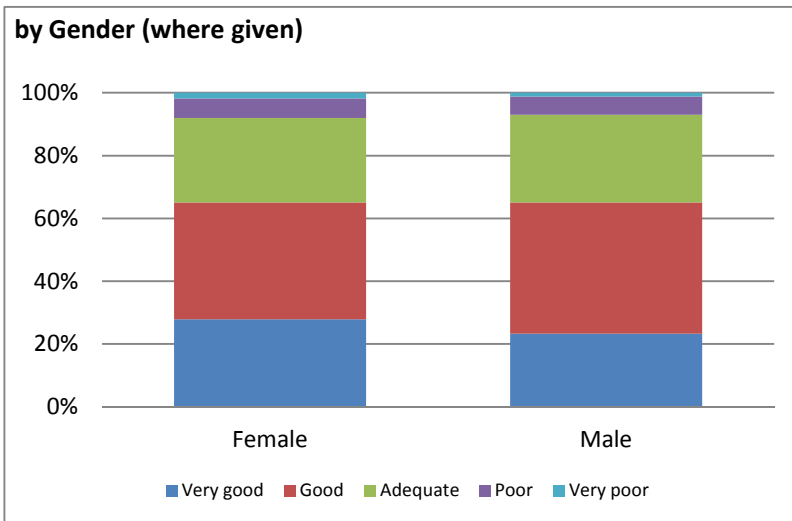
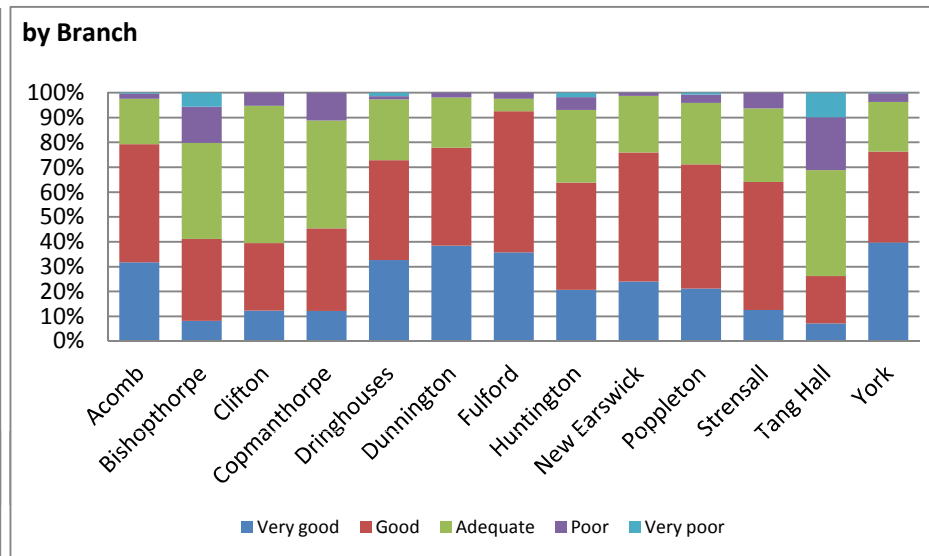
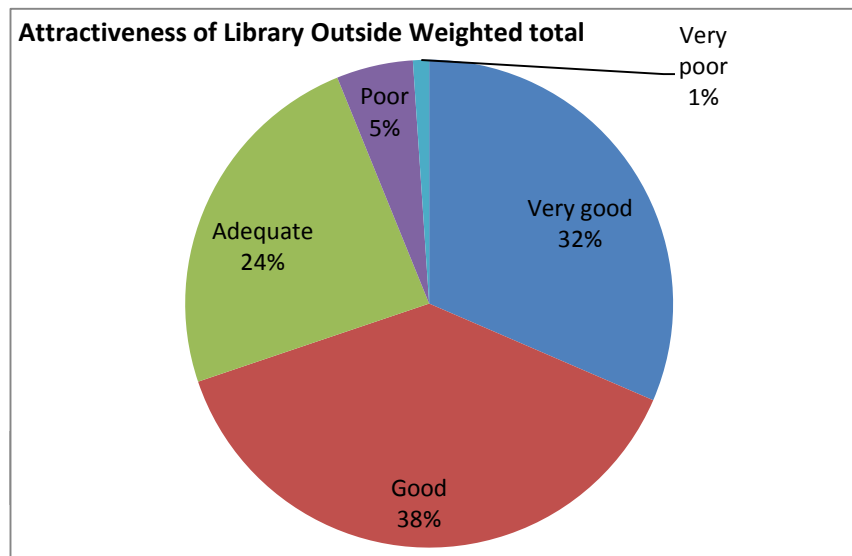
What do you think of this library: Attractiveness of Library Outside

Answered: 2078 (88%)

70% rated the attractiveness of our libraries outside as 'Very Good' or 'Good' - the poorest satisfaction level in the survey

There are no clear demographic trends

Branch was naturally a major factor - TH, CL, CE & BI all had <50% respondents rating attractiveness 'Very Good' or 'Good'



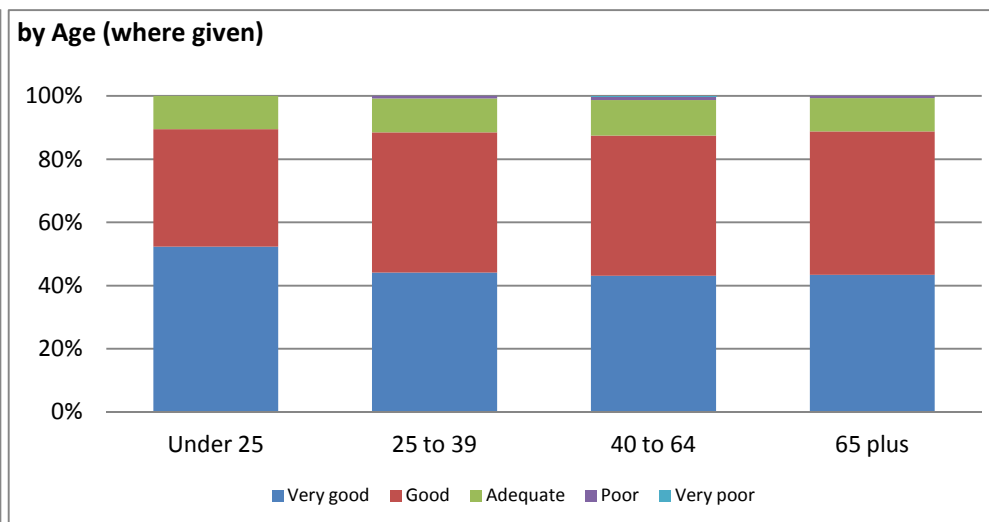
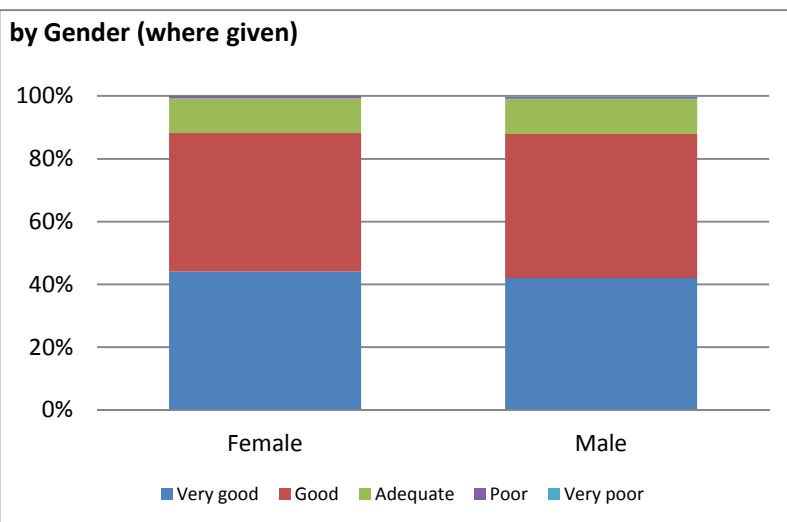
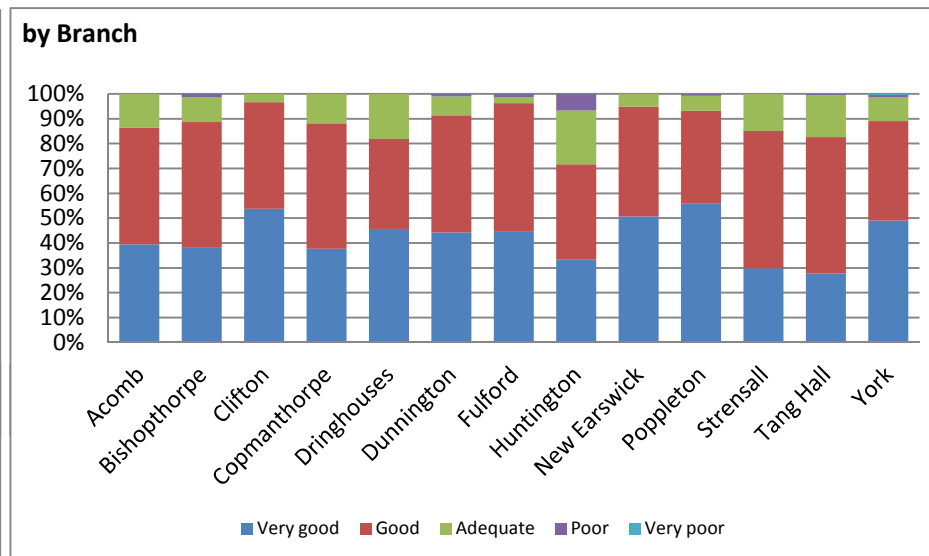
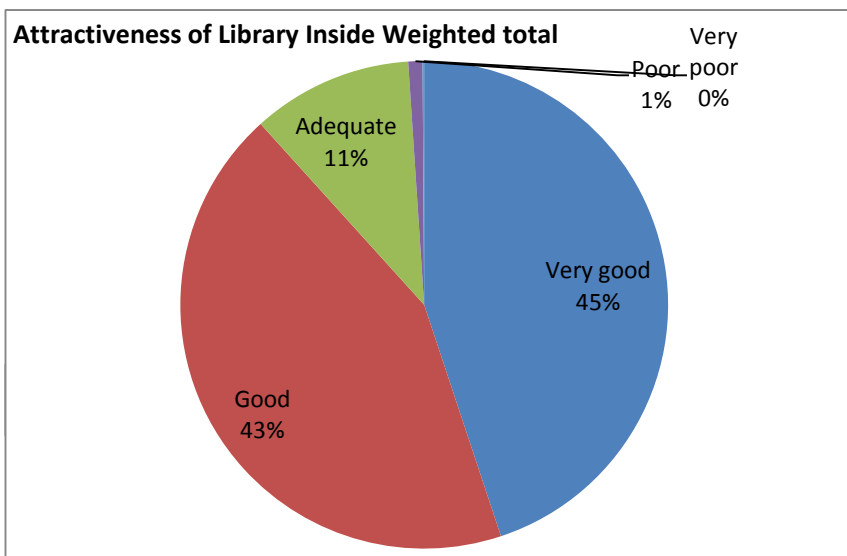
What do you think of this library: Attractiveness of Library Inside

Answered: 2099 (89%)

88% of respondents rated the attractiveness of our libraries inside as 'Very Good' or 'Good'

There are no clear demographic trends

There was little variation between branches, although HU stands out as having just 72% respondents rating internal attractiveness 'Very Good' or 'Good', with several comments about the music filing cabinets



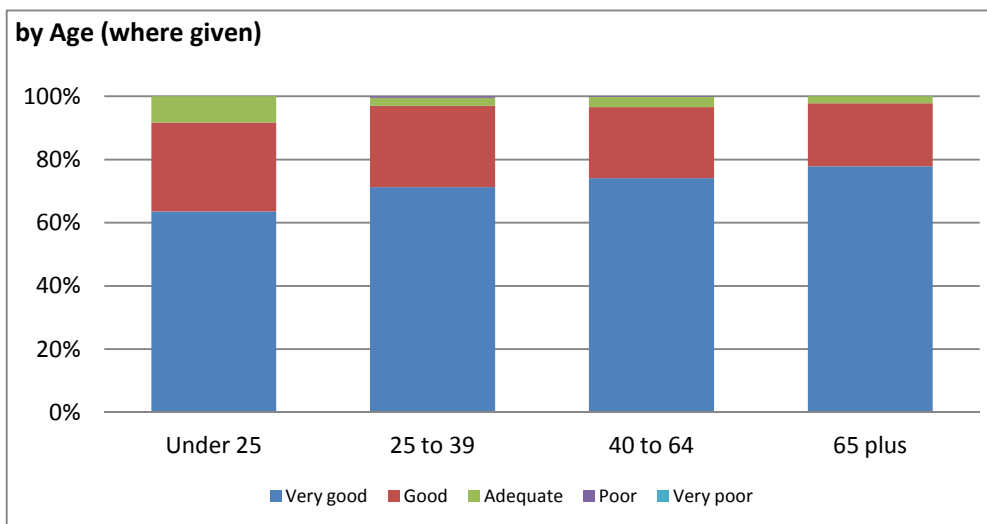
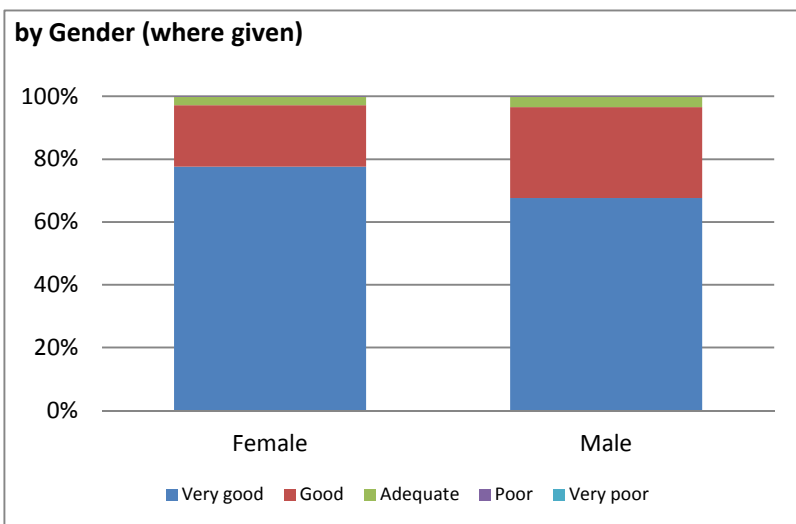
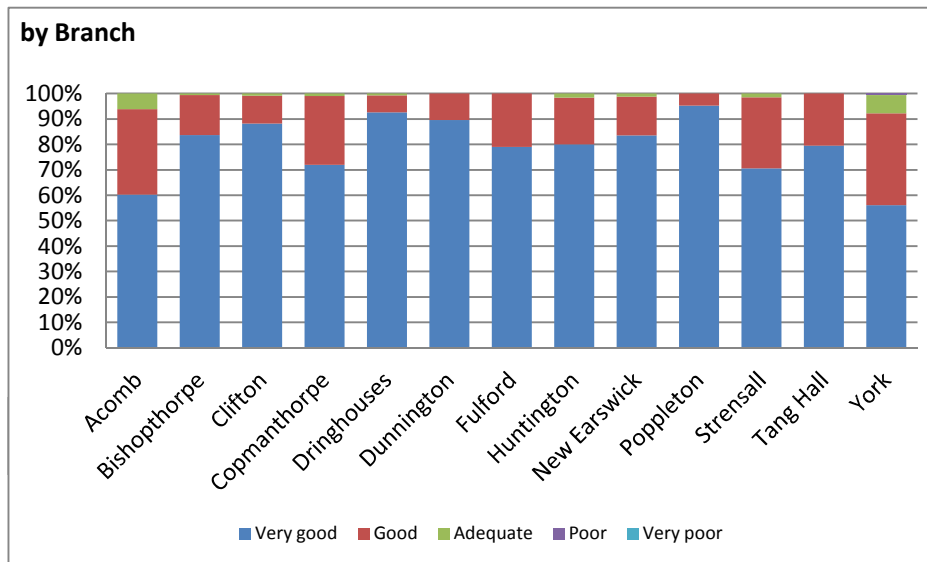
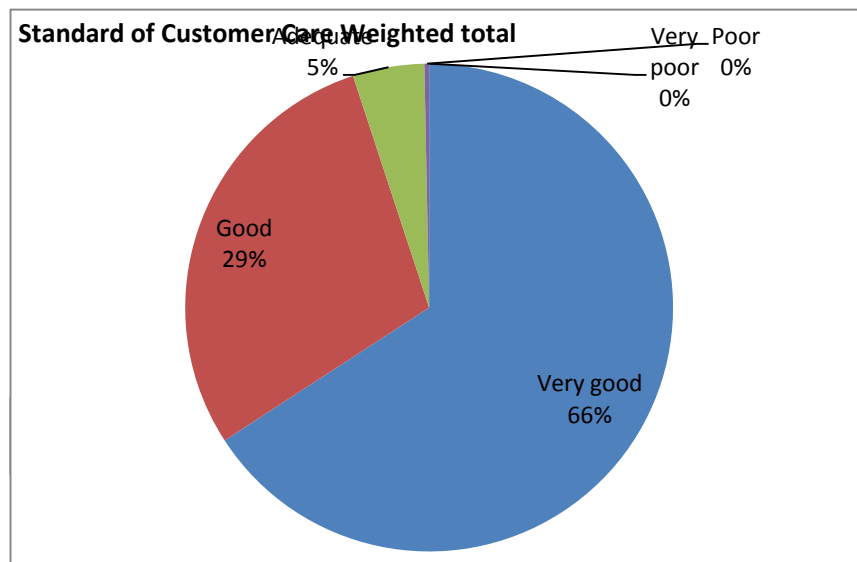
What do you think of this library: Standard of Customer Care

Answered: 2090 (89%)

95% of respondents rated the standard of customer care as 'Very Good' or 'Good'

There are no clear demographic trends, although there is some evidence that older people are more satisfied on this measure

All libraries had >90% 'Very Good' or 'Good', but YO and AC had the lowest satisfaction



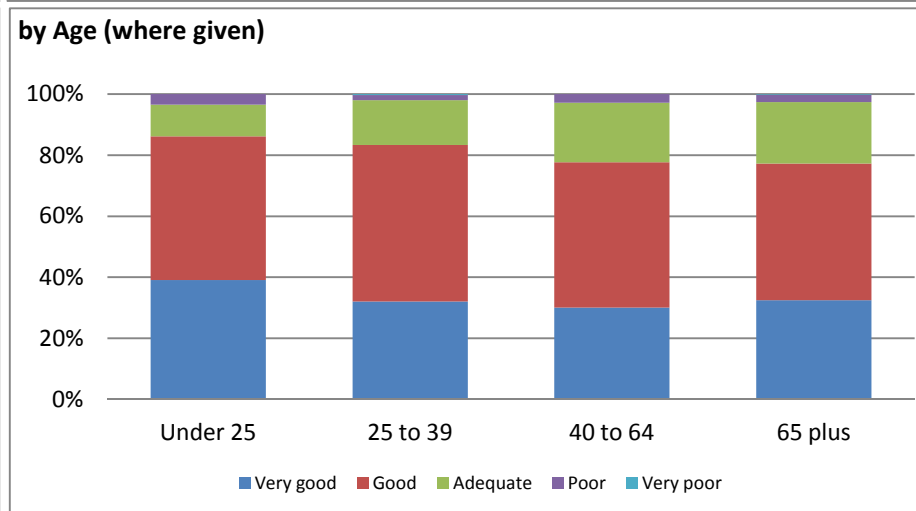
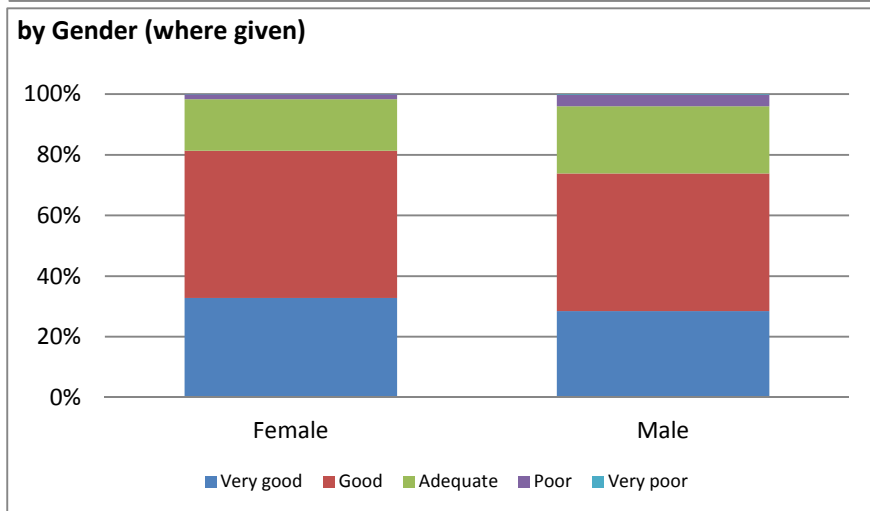
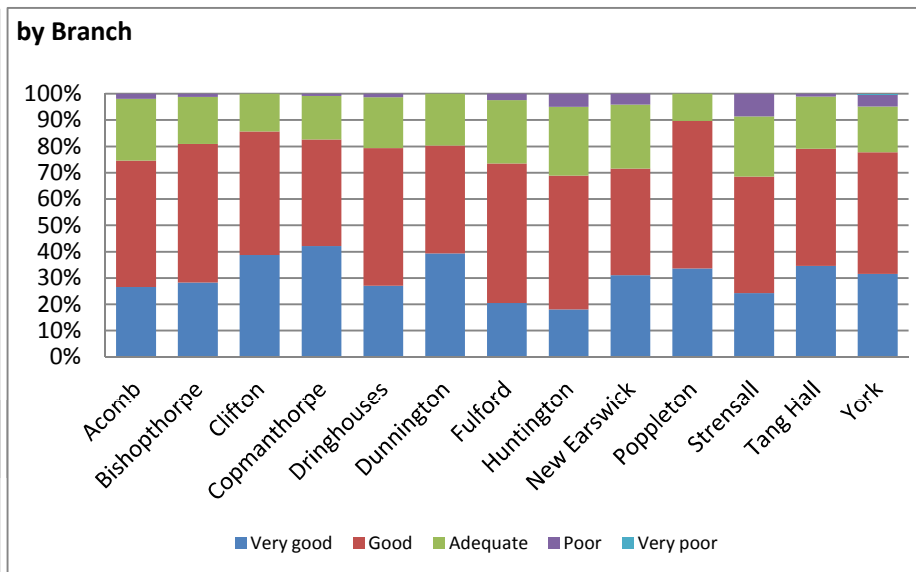
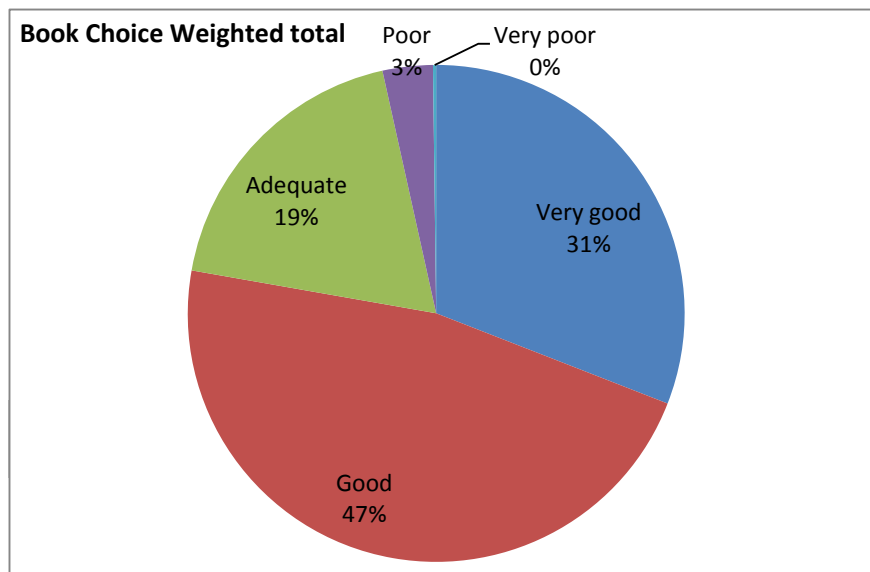
What do you think of the books in this library: Choice

Answered: 2129 (90%)

78% of respondents rated book choice 'Very Good' or 'Good'

Demographic characteristics had no clear impact on this measure, although there is some evidence that older people were less satisfied

HU & SN had the lowest satisfaction with <70% rating book choice 'Good' or 'Very Good', and PO had the highest with 90%



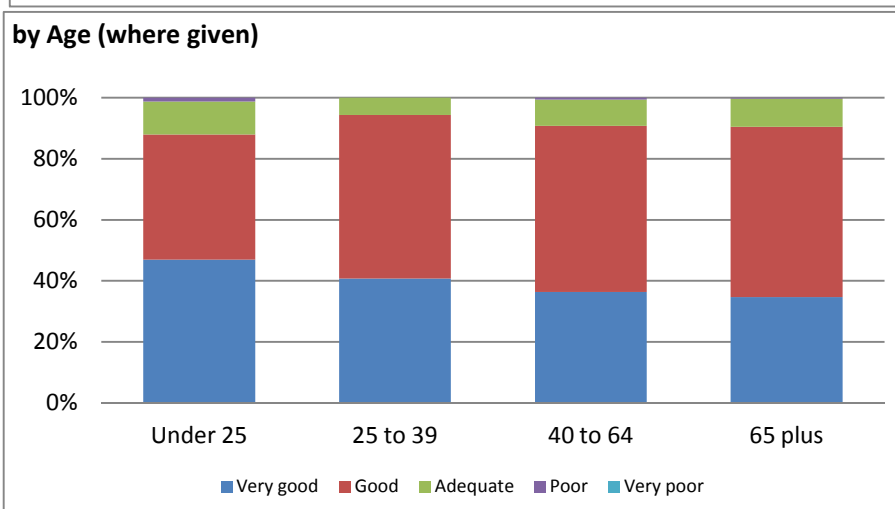
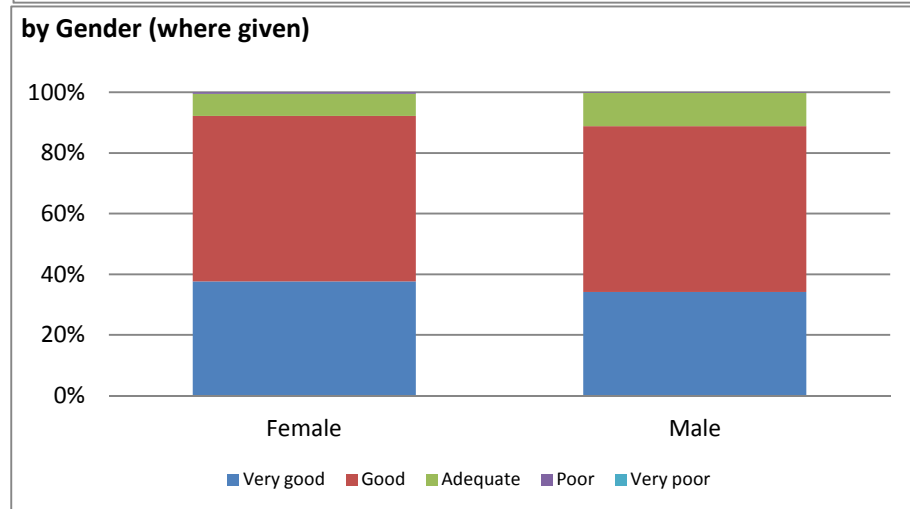
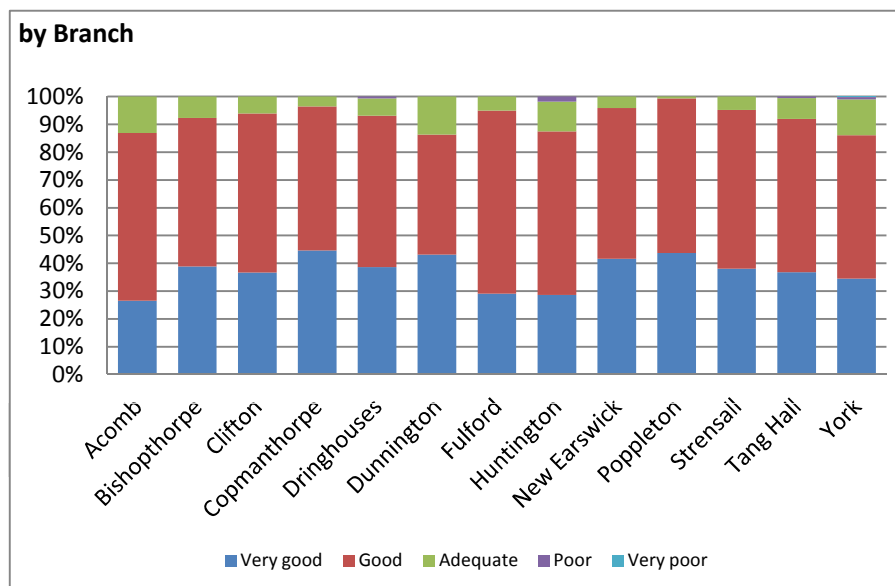
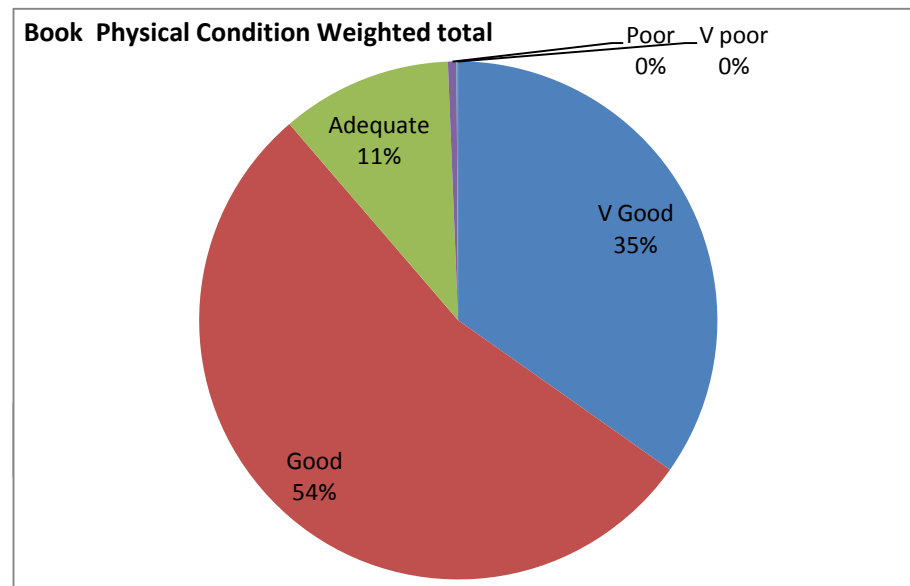
What do you think of the books in this library: Physical Condition

Answered: 1987 (84%)

89% of respondents rated book condition 'Very Good' or 'Good'

There are no clear demographic trends

Whilst satisfaction was good all over, DU, YO, AC, HU had the lowest satisfaction with <90% rating book choice 'Good' or 'Very Good', and PO had the highest with 99%



What do you think of the computer facilities in this library? (question placement implies that this covers wifi)

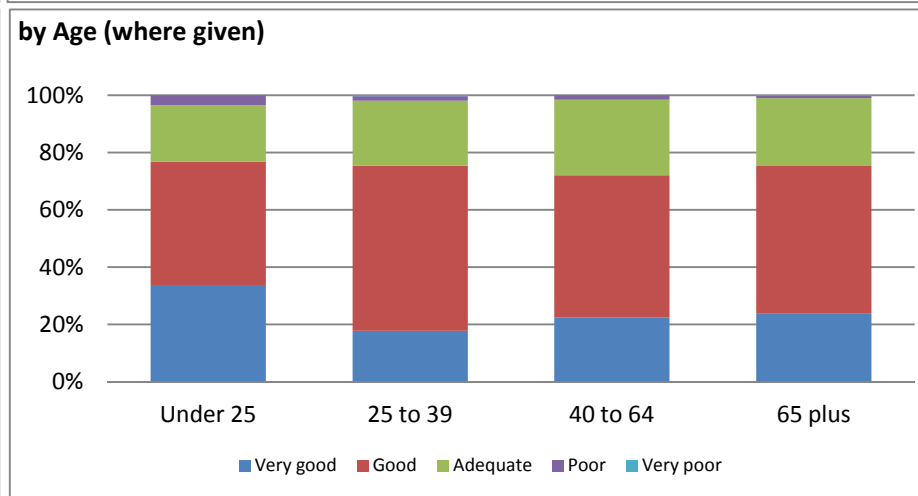
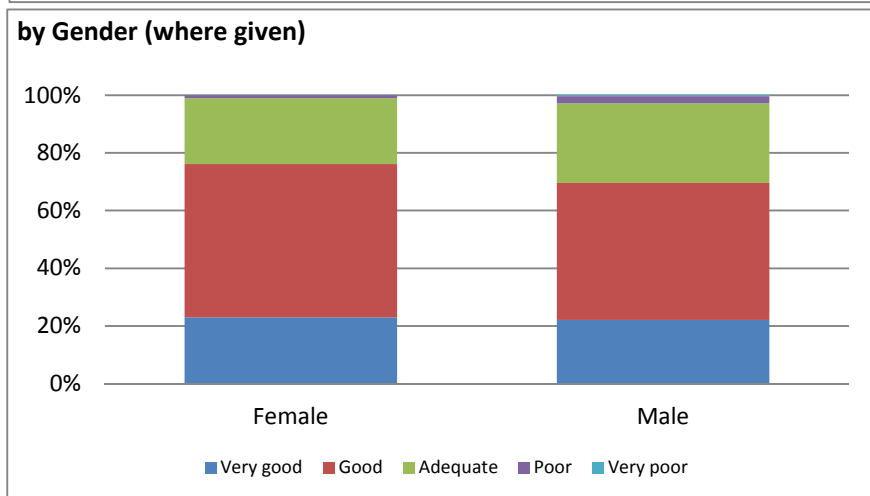
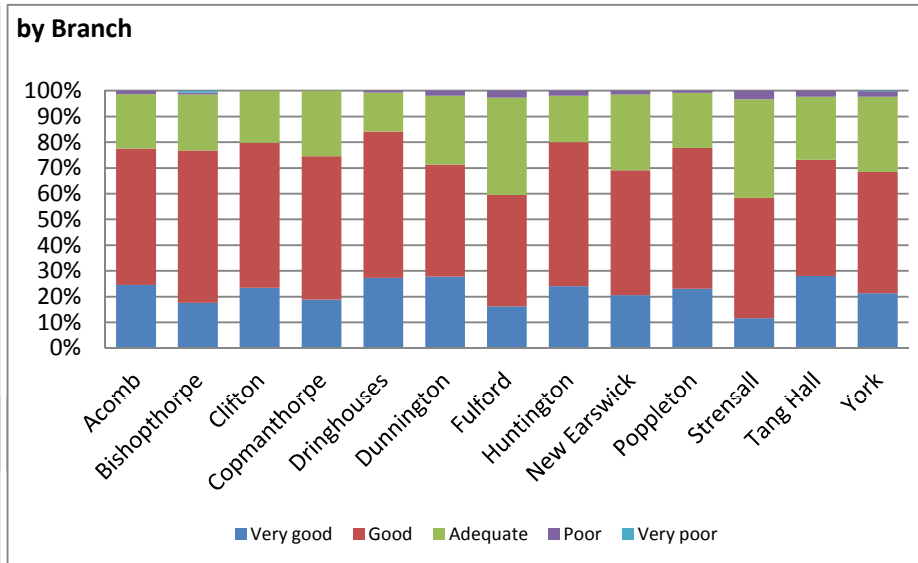
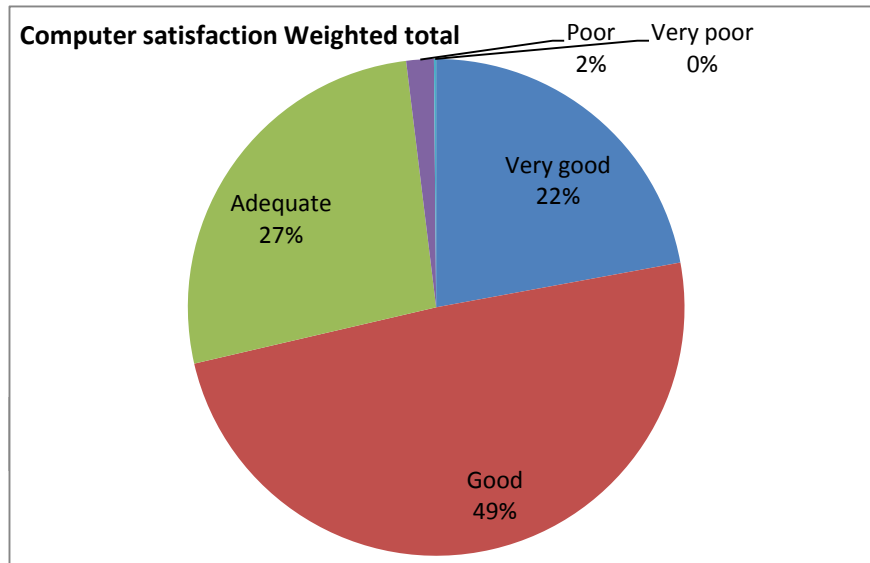
Answered: 1883 (80%)

71% of respondents rated computers 'Very Good' or 'Good' - one of the poorest satisfaction rates in the survey

Demographic characteristics had no clear impact, although there is some evidence that men are less satisfied on this measure

FU & SN had the lowest satisfaction with <60% rating computer facilities as 'Good' or 'Very Good' (comments requested more PCs, longer allowance, more reliable internet & printing)

Of those who indicated at Q6 that they came to use a PC (18% of respondents), 90% said they actually did so at Q7



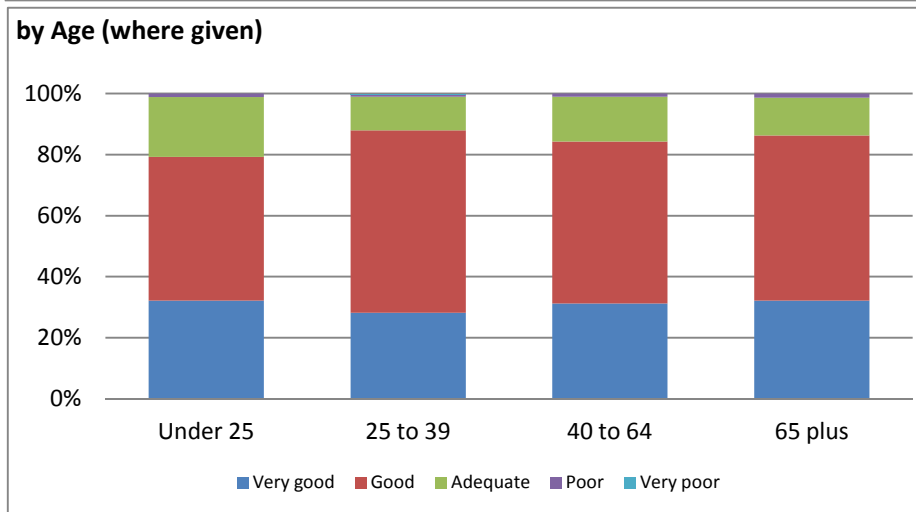
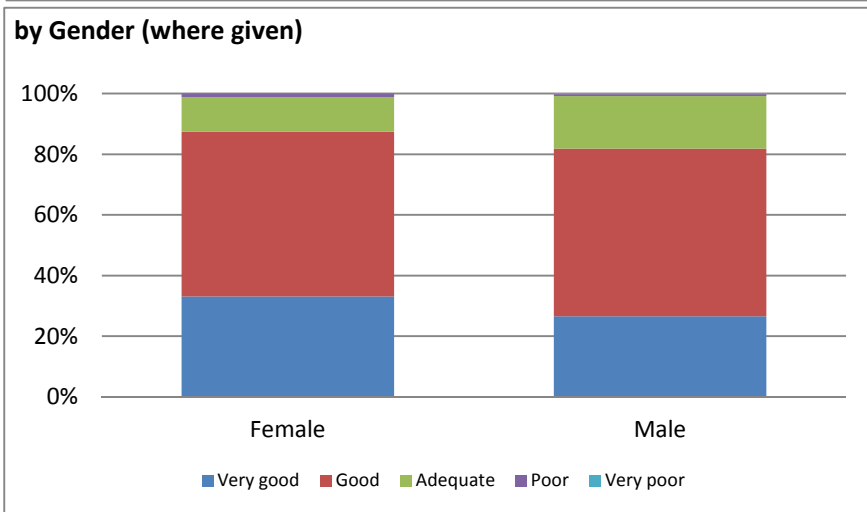
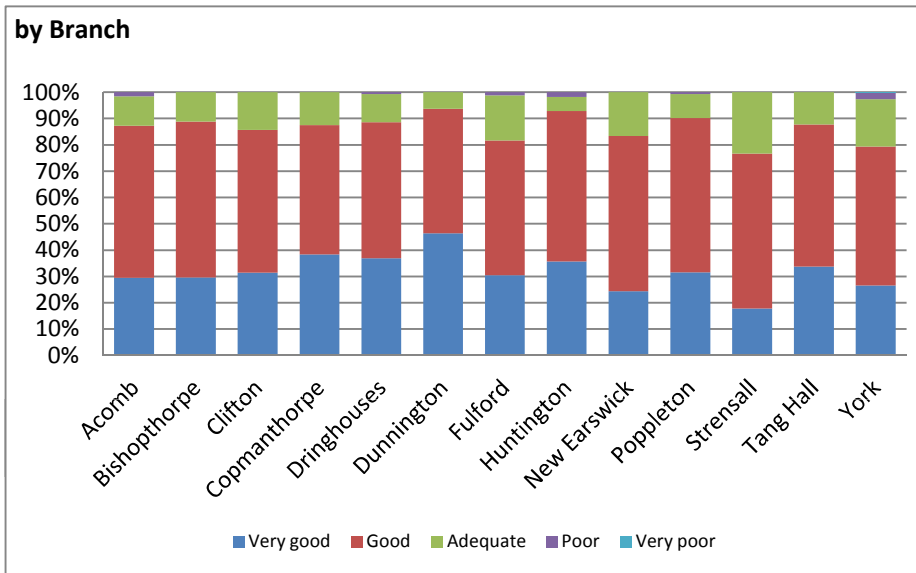
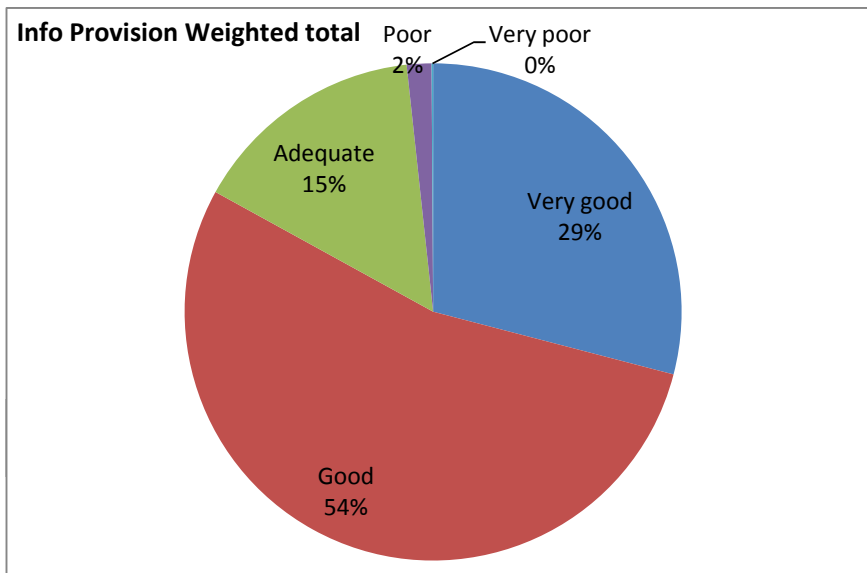
What do you think of the information provision in this library?

Answered: 2120 (90%)

83% of respondents rated information provision 'Very Good' or 'Good'

Demographic characteristics had no demonstrable impact on this measure

YO & SN had the lowest satisfaction with <80% rating information provision 'Good' or 'Very Good', and DU, HU & PO the highest with >90%



Success in finding a book to borrow (of those who intended to borrow)

Sample size: 1259 (=people who said at Q3 that they came intending to borrow, then answered at Q4 whether they did or not)

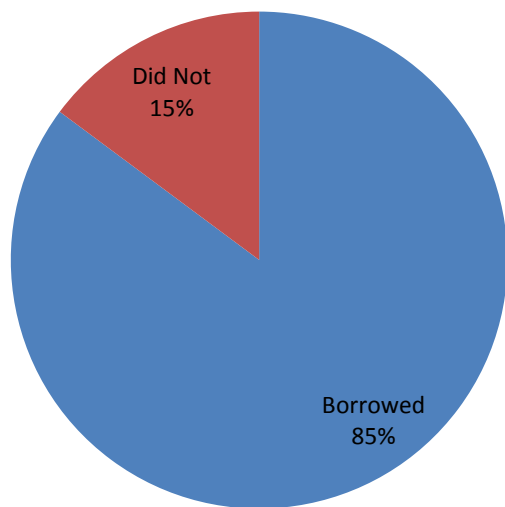
Of those who came to borrow a book (51% of respondents), 85% said they had actually done so (please note the survey isn't always left until exit)

Young people seemed to have less success finding something to borrow (small sample: 27 under 25s taking the survey had come to borrow)

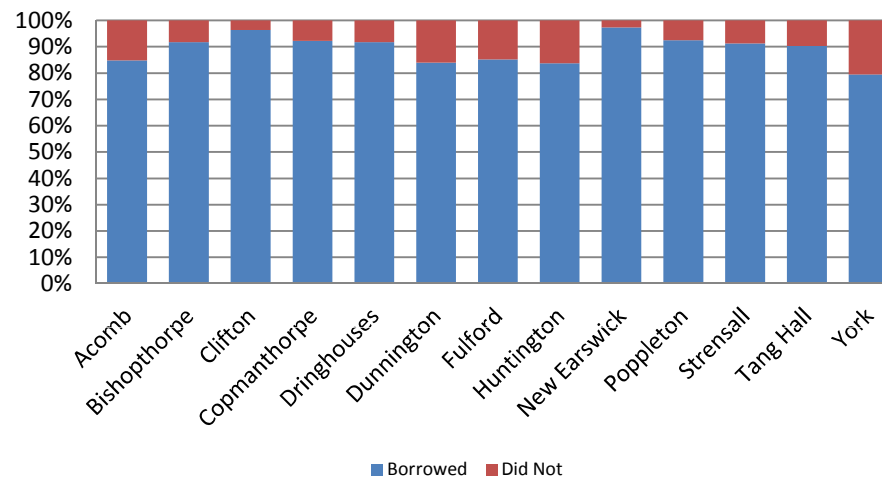
YO had the lowest success rate with <80%, and CL & NE the highest with >95%

Conversely, of the people who didn't come in planning to borrow a book, 5% of them borrowed one anyway (BI and NE in particular)

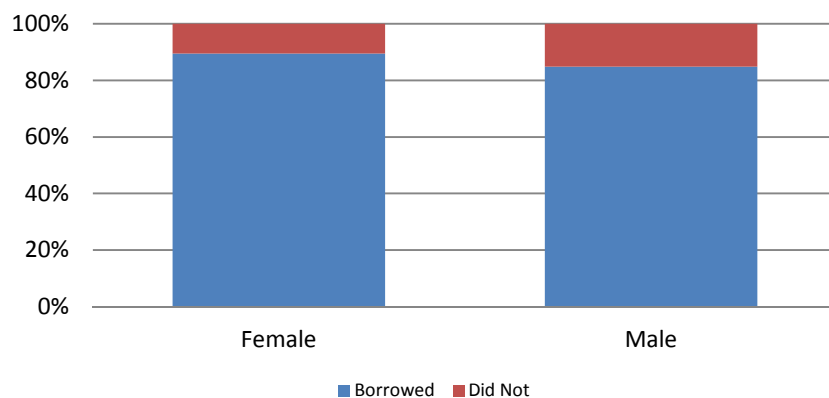
Book Success Weighted total



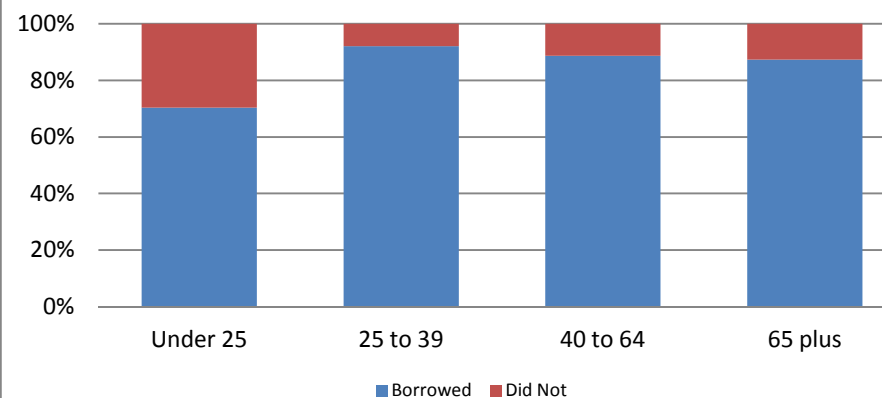
by Branch



by Gender (where given)



by Age (where given)



Success in finding information (of those who came wanting to find something out)

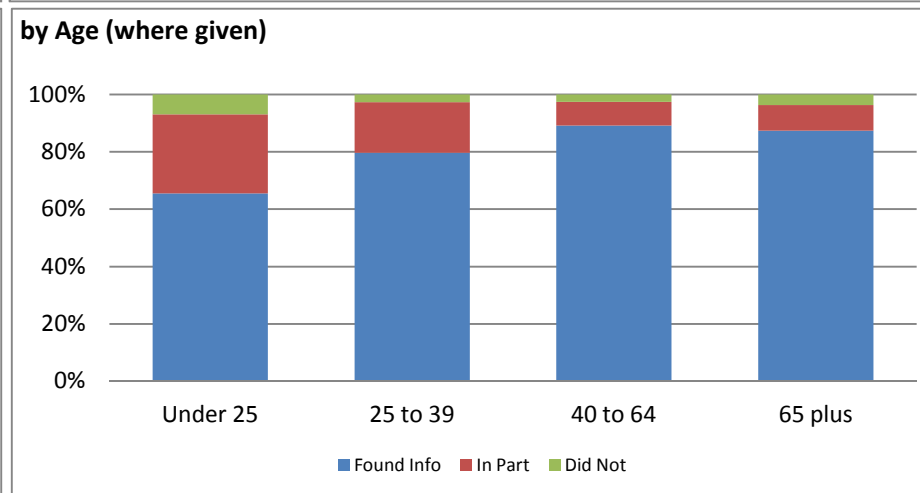
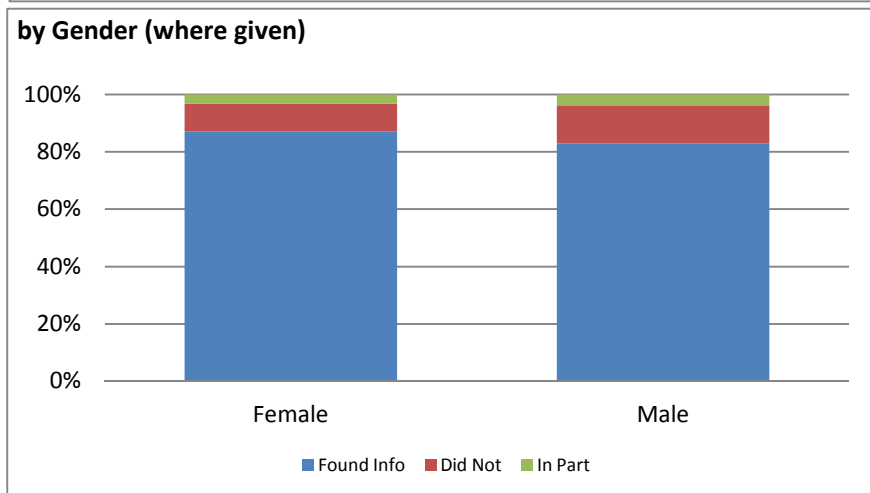
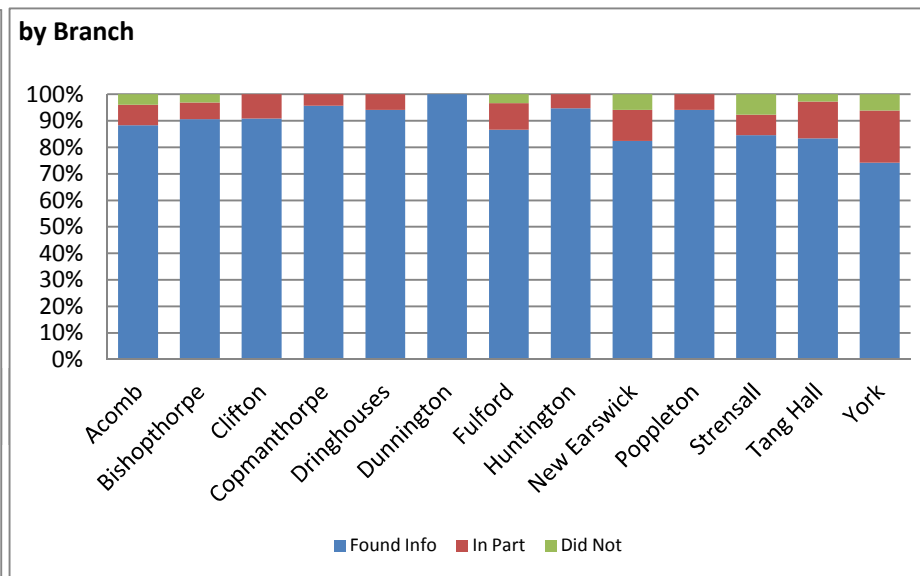
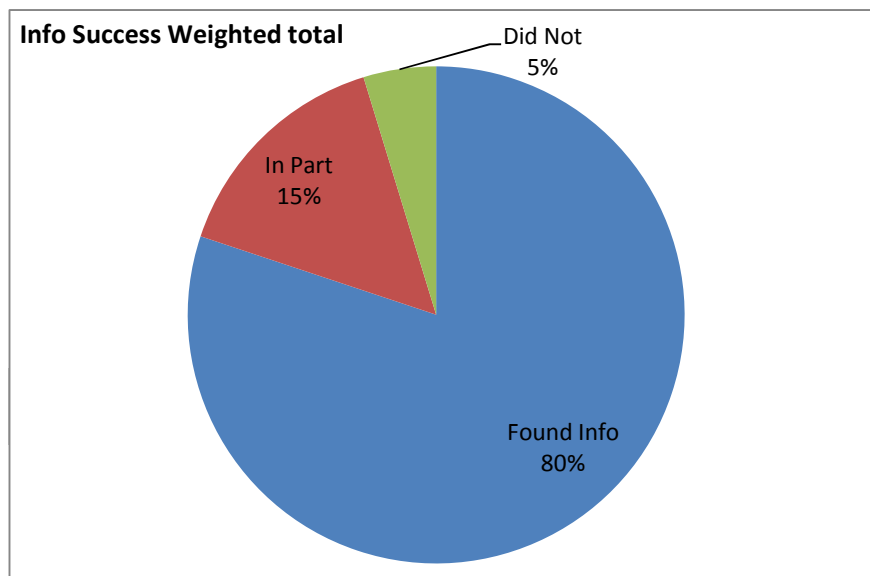
Sample size: 547 (=people who said at Q10 that they came with an information need, then answered at Q11 about whether it was met)

Warning: Sample sizes are small when broken down into age groups and branches

Of those who came intending to find something out (28% of respondents), only 80% said they actually fully did so

Young people seemed to have less success finding information (but only 29 under 25s taking the survey had come with an information need)

YO had the lowest success rate with 74% finding the information, and DU the highest with 100% (from a sample size of 32)



Impact - "Has using the library helped you with... (Please mark all that apply)"

Note: There is no way to distinguish between a skipped question and a negative response on this question - either way the customer simply doesn't tick anything. CIPFA have interpreted any instances of no ticks as a skipped question, which arguably slightly boosts the results below. They have concluded that there was an 83% response rate on this question, which isn't exceptionally low, and they are CIPFA, so let's defer to their expertise.

	Health and	Family /	Meeting	Study /	Getting	Personal	Job seeking	Your job	Your
Acomb	35%	20%	39%	53%	32%	4%	13%	8%	21%
Bishopthorpe	48%	34%	47%	50%	15%	4%	3%	7%	23%
Clifton	39%	29%	42%	43%	26%	8%	2%	11%	33%
Copmanthorpe	37%	30%	52%	45%	21%	3%	4%	4%	32%
Dringhouses	46%	30%	42%	55%	24%	5%	2%	6%	32%
Dunnington	43%	14%	84%	35%	16%	6%	1%	5%	41%
Fulford	50%	37%	47%	60%	14%	3%	0%	10%	10%
Huntington	39%	15%	33%	50%	35%	7%	7%	11%	31%
New Earswick	33%	27%	45%	33%	20%	2%	7%	7%	25%
Poppleton	40%	24%	45%	45%	20%	5%	5%	7%	34%
Strensall	44%	24%	39%	37%	21%	11%	5%	2%	37%
Tang Hall	40%	27%	29%	48%	27%	7%	8%	7%	22%
York	30%	18%	32%	62%	30%	6%	13%	15%	17%
Weighted total	35%	21%	37%	56%	28%	6%	10%	11%	21%
UK wide average	34%	19%	30%	59%	34%	9%	15%	11%	19%

Selected comments touching on social impact

(NE) I use the library to borrow audio books for my aunt who is 98 and registered blind and lives in the sheltered housing at Red Lodge. She is housebound and her main enjoyment over the last 15 years has been your extensive supply of audiobooks. The staff are brilliant, helpful and I cannot thank them enough for the continued help over the years.

(AC) The library is a wonderful place. Could not do without it. The staff are all great so helpful and kind. Long may it survive.

(YO) Wonderful space to feel relaxed at a stressful time.

(PO) Great for our children. The love coming to the library for different books, challenges, activities and from our point of view supports them educationally and is free! Thank you.

(YO) I have 2 children and 1 is autistic is very hard to find a place he feel accepted and he feels comfortable in this library and it gives my son what he needs.

(DR) This library is extremely important local service - for the excellent provision of books and learning to all - but also other than this - acting as a focal point in the community.

(AC) A lovely friendly place in a sometimes hostile world.

(BI) This library is a great community resource and offers many different services and support for people in this community. It enriches and nurtures a well rounded and informed community.

(CE) I am happy just with the whole set up. Devoid of suggestions I am 91 and heading for my funeral but the library keeps changing that date.

(DR) I have been coming to DR Library for many years and I could not get by without the library.

(NE) I love my local library. I come regularly with my daughter and have made friends here. It is a valuable facility in my local community and allows us to continue reading books that I could not afford to buy.

(PO) The library is a vital element in the life of the community and the only social interactive space for many elderly residents.

(PO) A joy to visit. Books mean so much when one is retired and widowed.

(YO) This library service has been vital in providing a safe/calm place to recover from depression.

(YO) I love this library and come every day. I live alone with 'horrible voices' and coming here gives me a feeling of community, upliftment and satisfaction. I can read the papers, go online and have the sense of being with others even when I'm at my worst and unable to connect as well. The size and design of the building alone imparts a sense of dignity and well being. I love that it is free for everyone not just the rich.

(SN) As a member of the HM forces the community library is a useful element to intergrate into the local population

(AC) If I had not called in today I would not have knew about the consultation on the development of the former Low Field School Site.

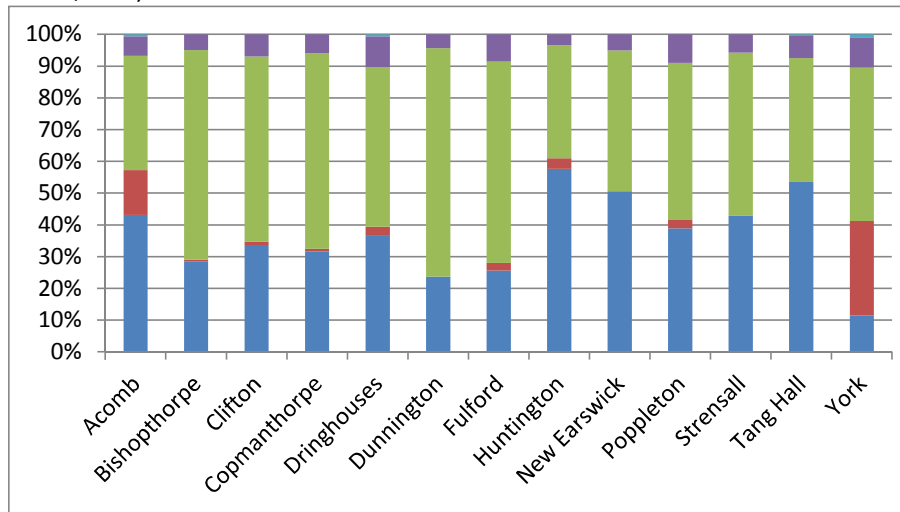
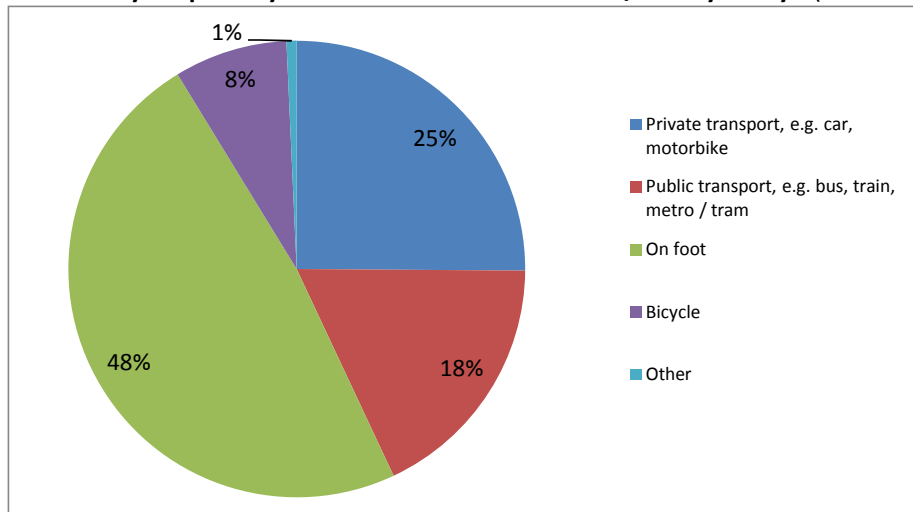
(CE) In moving from Kent to Yorkshire 2 years ago at the age of 90 I found the library a life saver. The welcoming and friendliness made all the difference in helping me settle

(CE) Hub of the community across the generations

(PO) Poppleton Library play a large part in my life I would be lost without it.

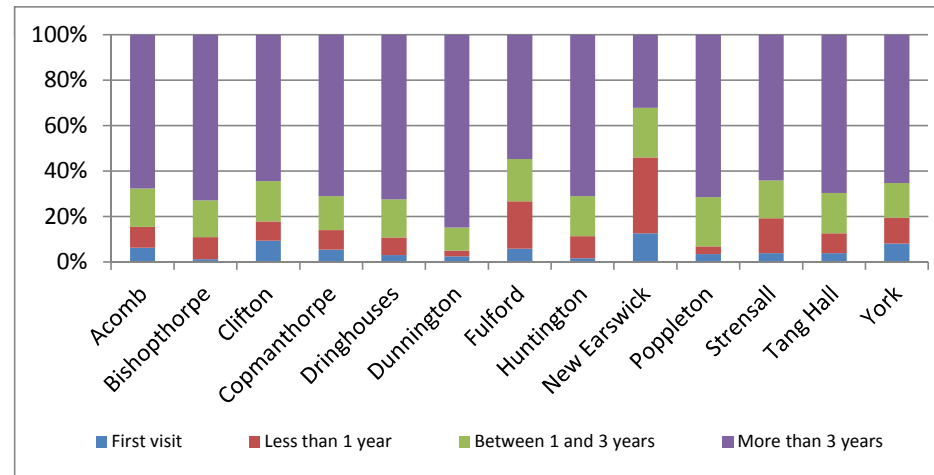
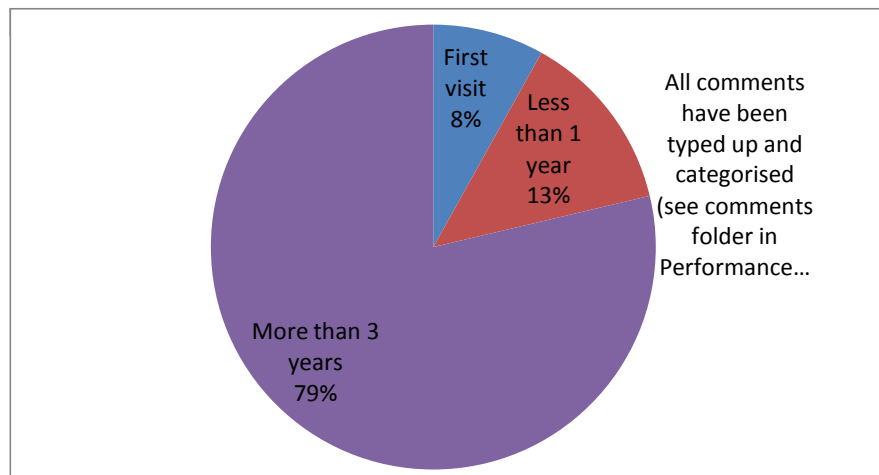
Customer Profile

What was your primary method of travel to this area / library today? (Answered 2127, 90%)



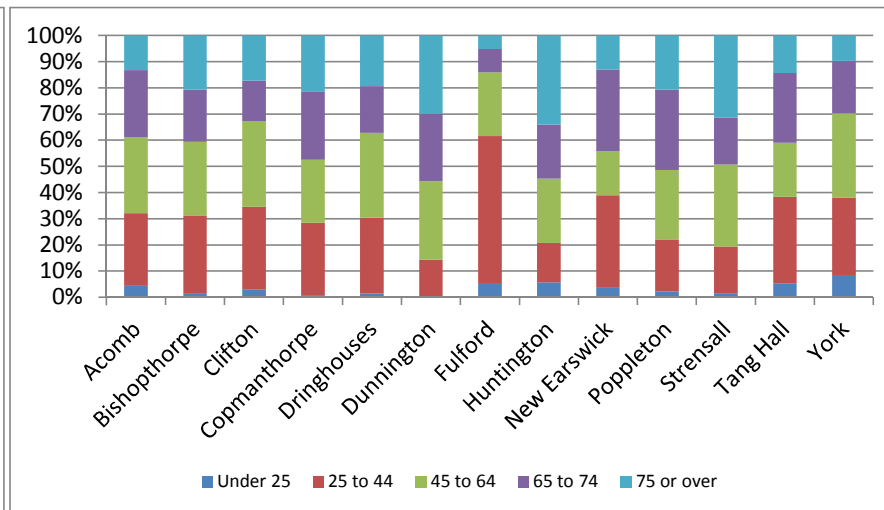
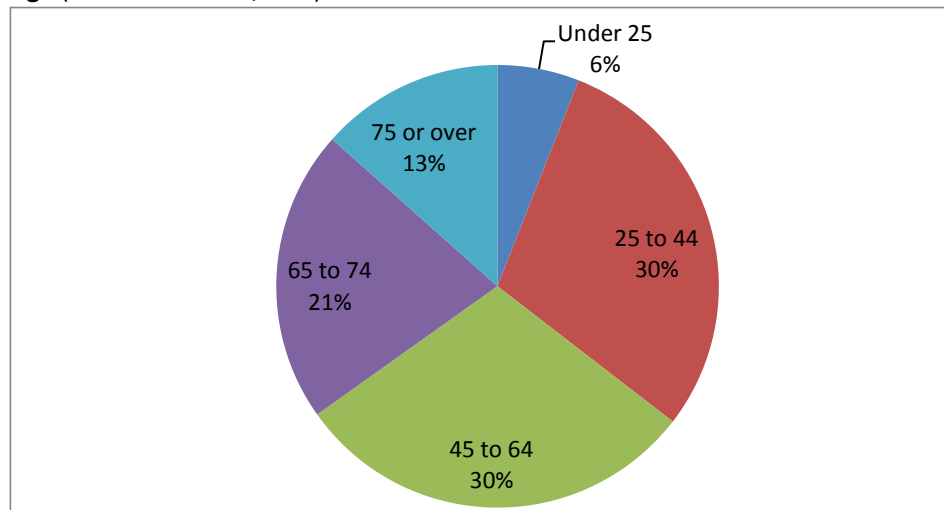
"Other" answers included several mobility scooters and a power wheelchair, plus taxi and park and ride.

How long have you been using this library? (Answered: 2319, 98%)



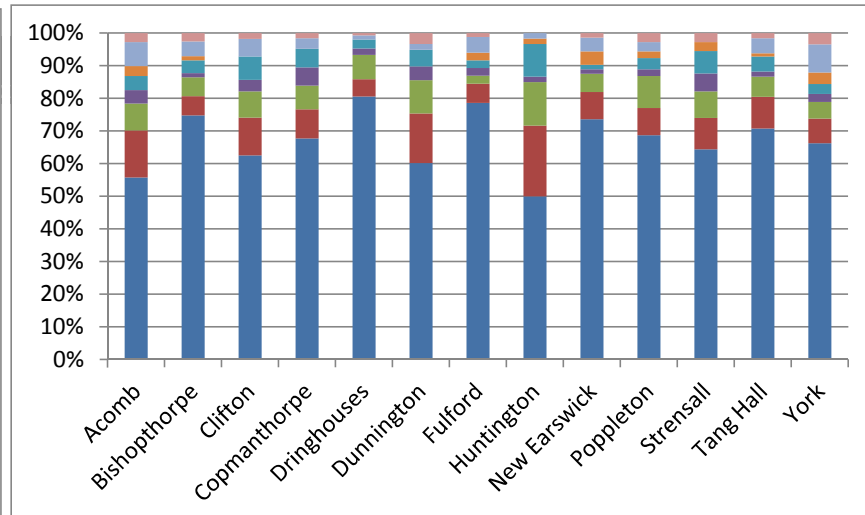
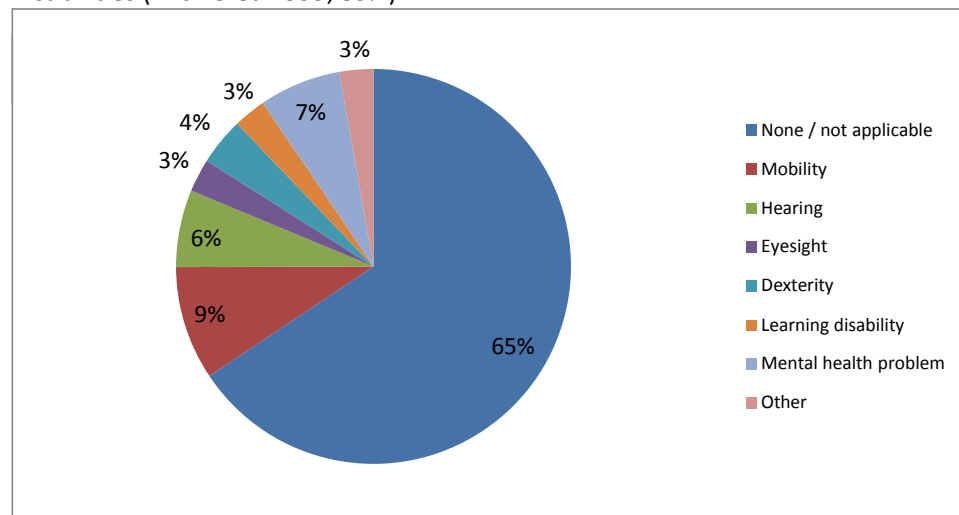
NE and FU (i.e. new locations) have the smallest proportion of long-standing users. Nationally, only 59% of respondents are in the +3 yr category.

Age (Answered: 2073, 88%)



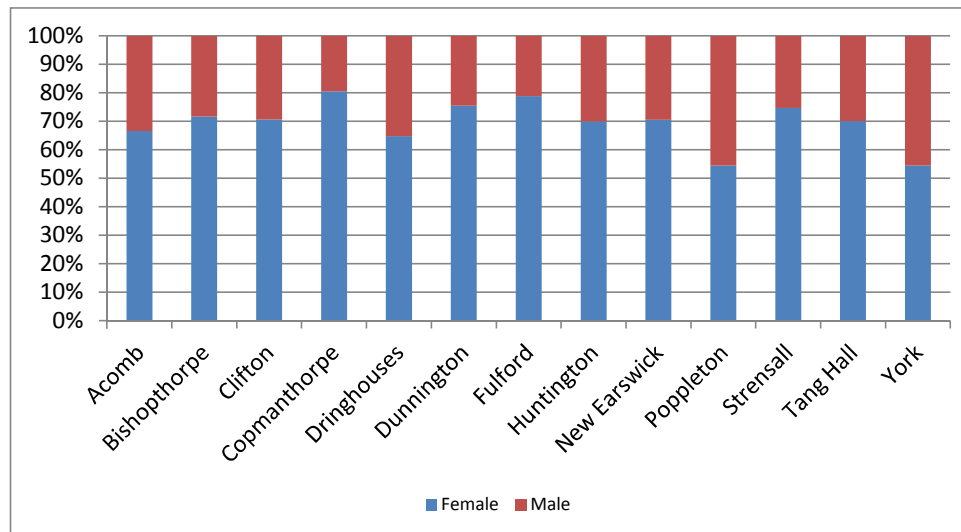
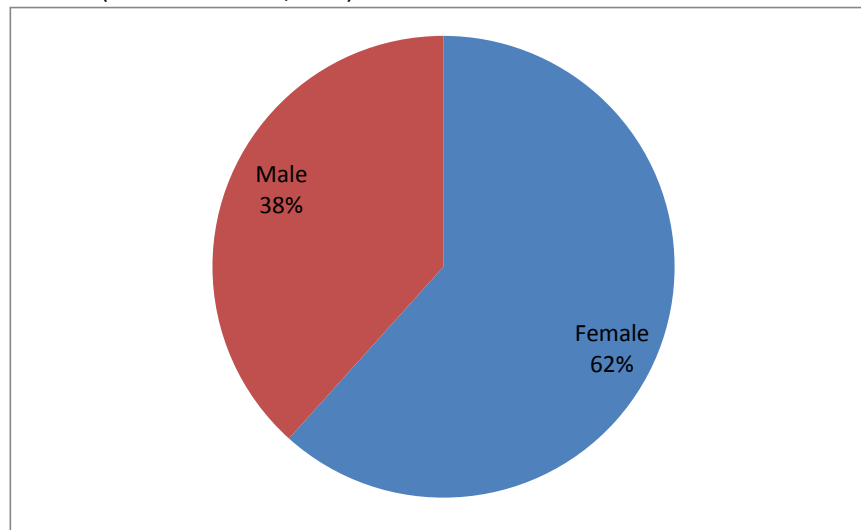
Our borrower records are probably a more accurate source of age data (see AGM figures for comparison to York population)

Disabilities (Answered 1999, 85%)

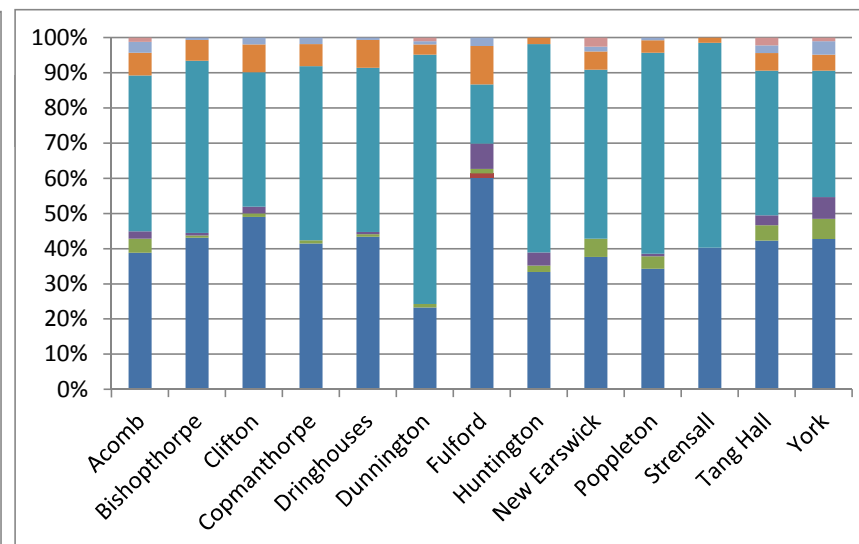
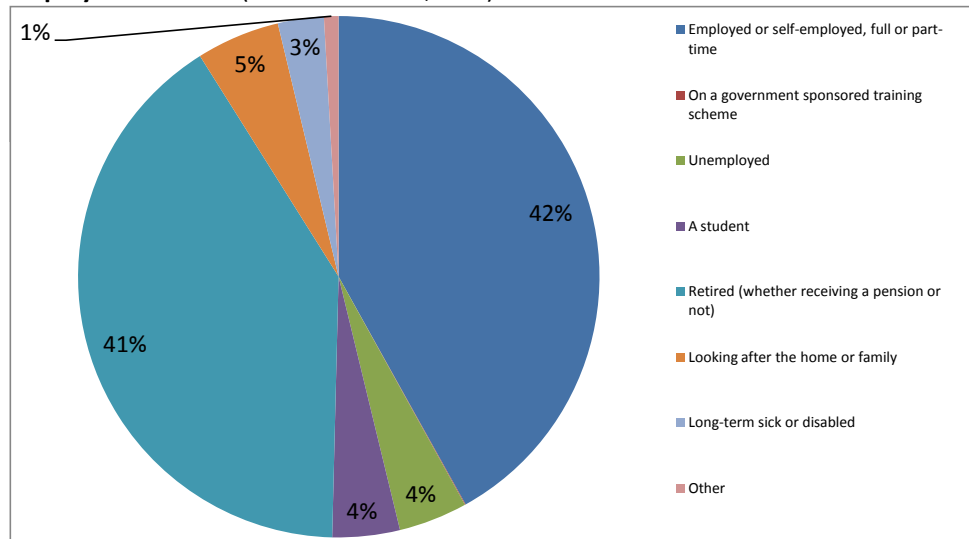


"Other" included a lot of specific conditions e.g. heart failure, aspergers, pattern-glare ocular migraines, anxiety, lymphodema of the lower body
 UK-wide 77% of respondents had no disability, so our proportion of users with a disability is higher than the national picture.

Gender (Answered 2181, 93%)

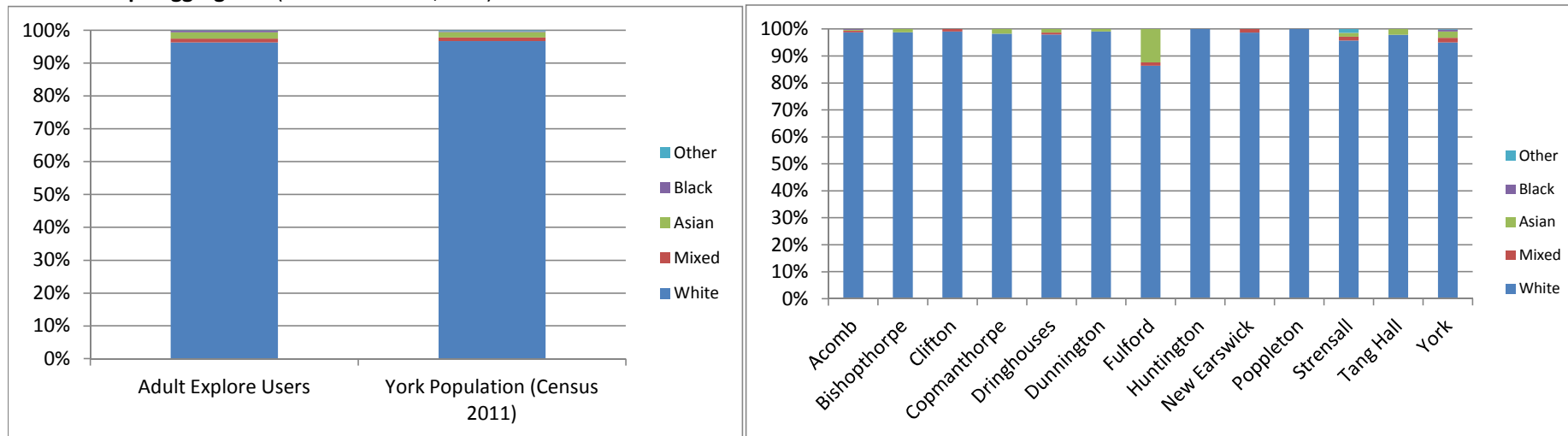


Employment Status (Answered 2052, 87%)



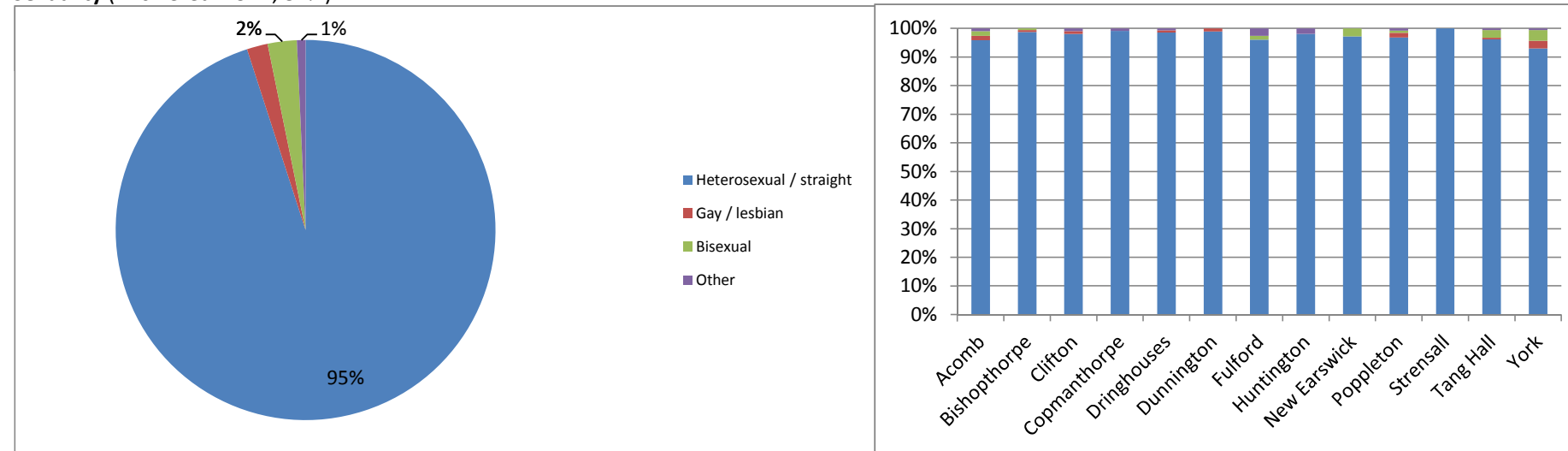
"Other" included maternity leave, carer, on ESM, volunteer, retired, ill health, scholar, self-means.

Ethnic Group - aggregated (Answered 2084, 88%)

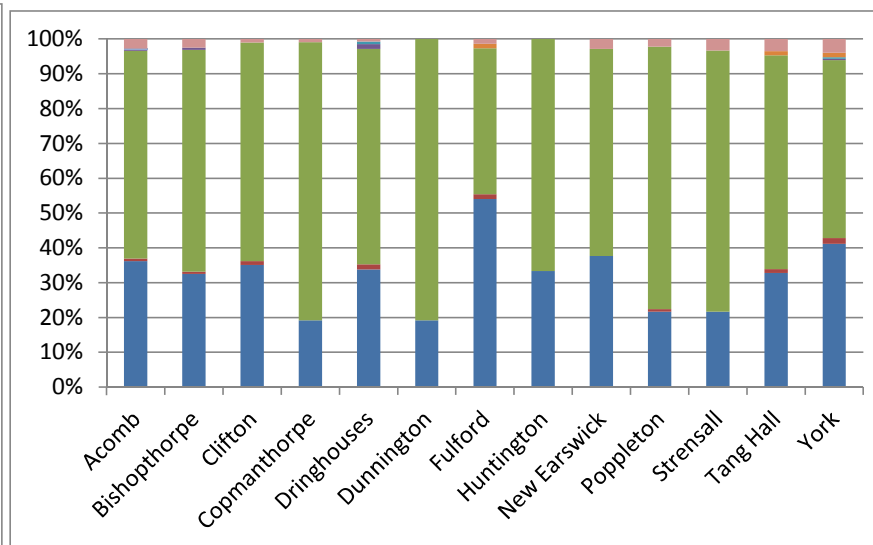
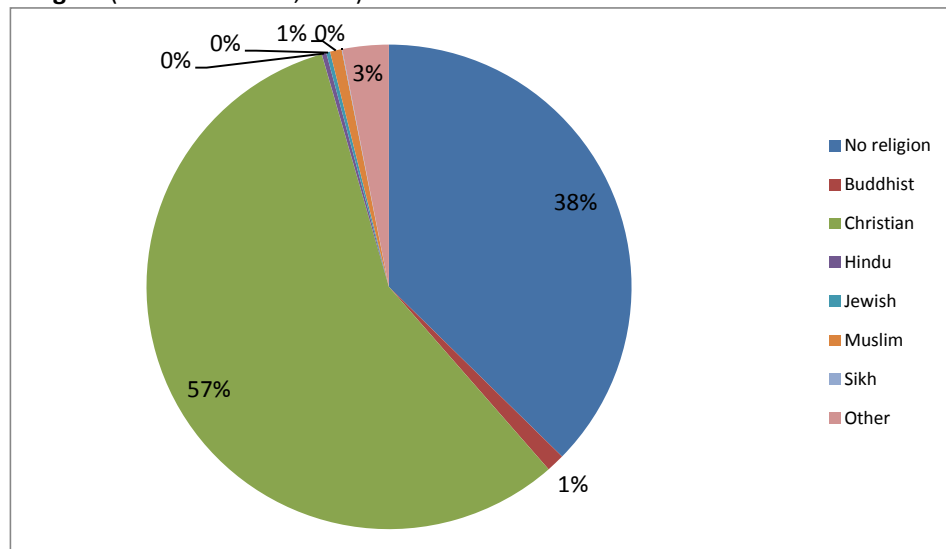


There is some evidence that our membership is fractionally more ethnically diverse than the general population with 3.7% BME rather than 3.3% BME, however, the population figures are from 2011.

Sexuality (Answered: 1977, 84%)



Religion (Answered 1916, 81%)



"Other" included unitarian, roman catholic. Holistic, Jedi, Jehovahs Witness, Personal Beliefs, Pagan, No Label, A Universal Religion, Baptist, Gnostic

Living Arrangements (Answered 1985, 84%)

