



Library Consultation 2018

Mar 2018

## Online Library Survey

### Introduction:

1. A 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. This survey was open between 9 November 2017 and 14 February 2018. Results from this survey form part of a wider consultation on the future of York's library service.
3. The survey was available to all residents online with details published on the council's consultation page, and promoted via the communications. Additionally, paper copies were made available at libraries.
4. There were 1329 responses to this survey. Of these, 736 responses to the survey online (55%) and 593 completed paper copies (45%) which were provided at libraries.
5. The survey was designed by City of York Council along with York Explore. There were eleven questions plus some equality monitoring questions.

### Results:

6. Respondents were asked to rate nine statements about the future vision for York's libraries according to how important they were. The statement that was rated most important overall was that libraries are 'staffed by well trained staff with excellent customer focus' with 96% saying it was extremely or quite important.



7. Respondents were asked to pick their top five priorities for the three types of library. Approximately 30% of respondents selected more than five options for one or all of the library types.
8. Borrowing books was the top priority across all library types and computers appeared in the top five for each. The top five for each library type are summarised below:

<b>York Explore Library &amp; Archive</b>	<b>%</b>	<b>Explore Library Learning Centres</b>	<b>%</b>	<b>Explore Gateways</b>	<b>%</b>
Borrowing books	87%	Borrowing books	75%	Borrowing books	72%
Archives and local history	56%	Computers	40%	Info about what's on in the local area	39%
Reading or studying in the library	53%	Reading or studying in the library	39%	Events for children and families	35%
Computers	43%	Events for children and families	35%	Computers	34%
Wifi	28%	Info about what's on in the local area	28%	Reading or studying in the library	28%

9. Respondents were asked what they were most likely to combine with a visit to the library and could select as many options as applied.

<b>Activity most likely to combine with a visit to the library</b>	<b>Responses</b>
Shop	52.73%
I don't need to do anything else at the same time	47.11%
Go to a post office	28.62%
Go to the bank	16.32%
Drop-off / pick-up children from school or nursery	15.76%
Use or enquire about a service eg council or neighbourhood police team	15.59%
Visit a doctor or pharmacy	14.39%
Entertainment such as cinema, theatre or sporting fixture	6.83%
Visit a gym or exercise class	3.14%
Other (please specify)	13.02%

10. Respondents identified other activities including visiting a cafe or exercise.
11. The new vision for the libraries needs people to get involved. Respondents were asked how they would prefer to get involved. The majority of respondents only want to be involved as a customer (50%) but some were interested. Results summarised in the following table:

<b>Preferred ways of being involved</b>	<b>Responses</b>
I only want to be involved as a customer	50.33%
Volunteer to support staff with basic tasks like shelving books	23.00%
Join a Friend's Group	20.00%
Attend meetings to help make decisions about library services	19.33%
Volunteer to enable libraries to do more, such as events	19.00%
Fundraising	8.33%
None of the above	3.83%
Other (please specify)	9.33%

12. When asked for three changes that could be made to improve libraries there were a wide variety of suggestions. Answers were broadly categorised and the top three are:

- Services (31%) – improving services generally, making services more widely available or introducing new services
- Improvement to facilities (30%) – toilets, better seating
- Greater selection (27%) – books and other media such as audiobooks and music

13. Respondents were asked to propose money-saving ideas. These free text answers were broadly categorised and the top three are:

- Money making via fees, charges and donations (17%)
- Book donations (15%)
- Other uses of (spare) library spaces (14%)

14. The majority of respondents had used the library recently (90% within the last month). This was expected as the survey was promoted within libraries, paper copies were distributed there and library users would have the greatest interest in taking part.

<b>When last used a public library</b>	<b>Responses</b>
Within the last week	74.35%
More than a week ago but within the last month	15.78%
More than a month ago but within the last year	6.88%
More than a year ago	2.10%
I don't use a public library	0.57%
Don't know	0.32%

15. Respondents were asked how they usually visit the library and most said they usually visit libraries on their own (69%) or with family (24%).

Who visit library with	Responses
On my own	68.86%
With my family	24.38%
With friends	2.74%
As a carer	1.20%
Other (please specify)	2.82%

16. Respondents were asked to identify all the services they currently use and borrowing books is the most used service (91%) followed by getting information about what's on in the local area (40%) and using the cafe (36%).

Library services currently used (tick all that apply)	Responses
Borrowing books	90.96%
Information about What's On in the local area	39.78%
Cafe	35.98%
Reading or studying in the library	33.45%
Online catalogue	28.80%
As a safe social space in which to spend time	25.93%
Wifi	23.23%
Archives and local history	22.30%
Author events	20.35%
Computers	18.67%
Events for children and families	17.65%
Ebooks/audiobooks	14.70%
Online reference resources	13.01%
Information about health, travel, government services etc.	12.42%
Storytimes	12.08%
Meeting rooms	7.43%
Learning classes	6.67%
Organised reading groups	5.24%
Help with getting online	3.72%
The changing places facility	2.20%
Support with job-seeking or personal finance	0.68%

17. Respondents who had not visited a library within the last year were asked to give reasons. Only 3% of all respondents had not visited a library within the last year and the main reasons were:

- Prefer to buy books or download material directly from the internet
- Lack of easy access
- Don't have time

18. Respondents were asked which library they used most frequently and York Explore Library and Archive had the most responses (29%).

Library used most frequently	Responses
York Explore Library and Archive	28.99%
Haxby Library (currently a mobile service)	10.94%
Bishophthorpe Library	9.02%
Acomb Explore Library	8.48%
Tang Hall Library	8.48%
Dringhouses Library	6.02%
Strensall Library	4.56%
Dunnington Library	3.92%
Clifton Library	3.83%
Rowntree Park Reading Cafe	3.46%
New Earswick Library	2.46%
Poppleton Library	2.46%
Copmanthorpe Library	1.91%
Huntington Library	1.91%
Mobile Library	1.82%
Fulford Library	1.09%
Online Services	0.55%
Home Library Service	0.09%
Homestead Park Cafe	0.00%

## Demographics

19. The demographic profile of the respondents is not representative of the profile of the City of York, for example, there were more female respondents (69%) than male (29%). Some of the demographic data is summarised below:

Gender	Responses
Female	69%
Male	29%
Prefer not to say	3%

Age	Responses
16-24	2%
25-39	14%
40-55	22%
56-59	6%
60-64	11%
65+	41%
Prefer not to say	4%

Disabilities / condition	Responses
None / not applicable	71%
Mobility	8%
Hearing	6%
Eyesight	5%
Mental health problem	3%
Dexterity	2%
Learning disability	1%
Other (please specify)	3%
Prefer not to say	8%

Ward	Responses
Acomb Ward	2%
Bishophthorpe Ward	6%
Clifton Ward	2%
Copmanthorpe Ward	1%
Dringhouses and Woodthorpe Ward	7%
Fishergate Ward	3%
Fulford and Heslington Ward	1%
Guildhall Ward	2%
Haxby and Wigginton Ward	8%
Heworth Ward	4%
Heworth Without Ward	1%
Holgate Ward	4%
Hull Road Ward	2%
Huntington and New Earswick Ward	3%
Micklegate Ward	5%
Osbalwick and Derwent Ward	4%
Rawcliffe and Clifton Without Ward	2%
Rural West York Ward	3%
Strensall Ward	5%
Westfield Ward	2%
Wheldrake Ward	1%

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