

NORFOLK LIBRARY & INFORMATION SERVICE

LIBRARY

SURVEY



RESULTS

2015



BACKGROUND TO THE SURVEY

WHY?



The survey was undertaken to find out if and how users currently use libraries. Norfolk Library and Information Service wanted to ask them their views about the role the library service should have in the future.

WHO?



The survey was for Norfolk residents and included library users, non-users and lapsed users.

HOW?



Customers completed this online or filled in a paper copy.

WHEN?



The survey took place in October 2015.

KEY STATISTICS & FINDINGS

There were
4,677
responses

Of these
there were
497
partial
responses

95%
had visited a
Norfolk
Library within
a month

Of these
nearly
88%
attended at
least **once**
month

97% of
respondents
are '**very
likely**' to visit
the library
again



WHAT SERVICES DO RESPONDENTS USE?

The survey asked respondents which kind of service they used. More than one answer could be selected. Of the **3,959** who answered:

94%

Borrow books or magazines



47%

Borrow CD's, films & games



41%

To find information



32%

Use computers



31%

Bring Children



30%

Attend events and activities

LIBRARY EVENT!

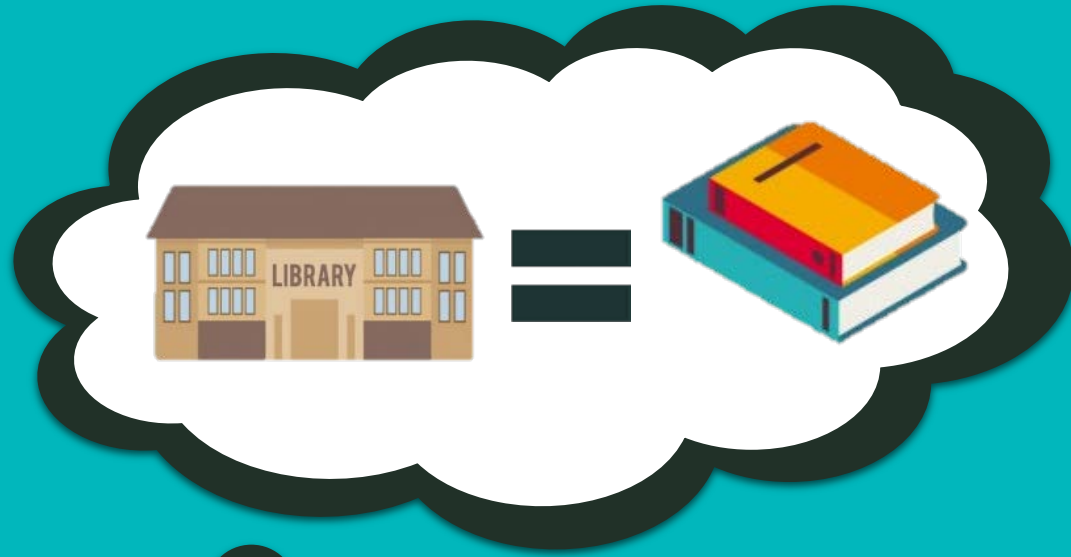
23%

Read newspapers



These percentages total more than 100% because respondents could select more than one answer.

WHAT IS THE MOST IMPORTANT SERVICE THE LIBRARY PROVIDES?



77%

of people said the most important library activity was borrowing books or magazines. There was a separate option for downloading e-books, e-audio and e-magazines, which tells us that borrowing hard copies of books and magazines were most important to the majority of people.

ENCOURAGING MORE PEOPLE TO USE THE LIBRARY

In answer to the question 'what, if anything, would encourage you to use the library more?' many praised their local library and said that the service already meets their requirements. Other answers generally fell into the following categories:

More comfortable facilities (tea/ coffee facilities, vending machines, toilets, more seating and social areas)

Improve or change aspects of the library management systems (catalogue, search facility and remove kiosks)

A more frequent mobile service

Holding more groups, events and courses

More computers and other online resources

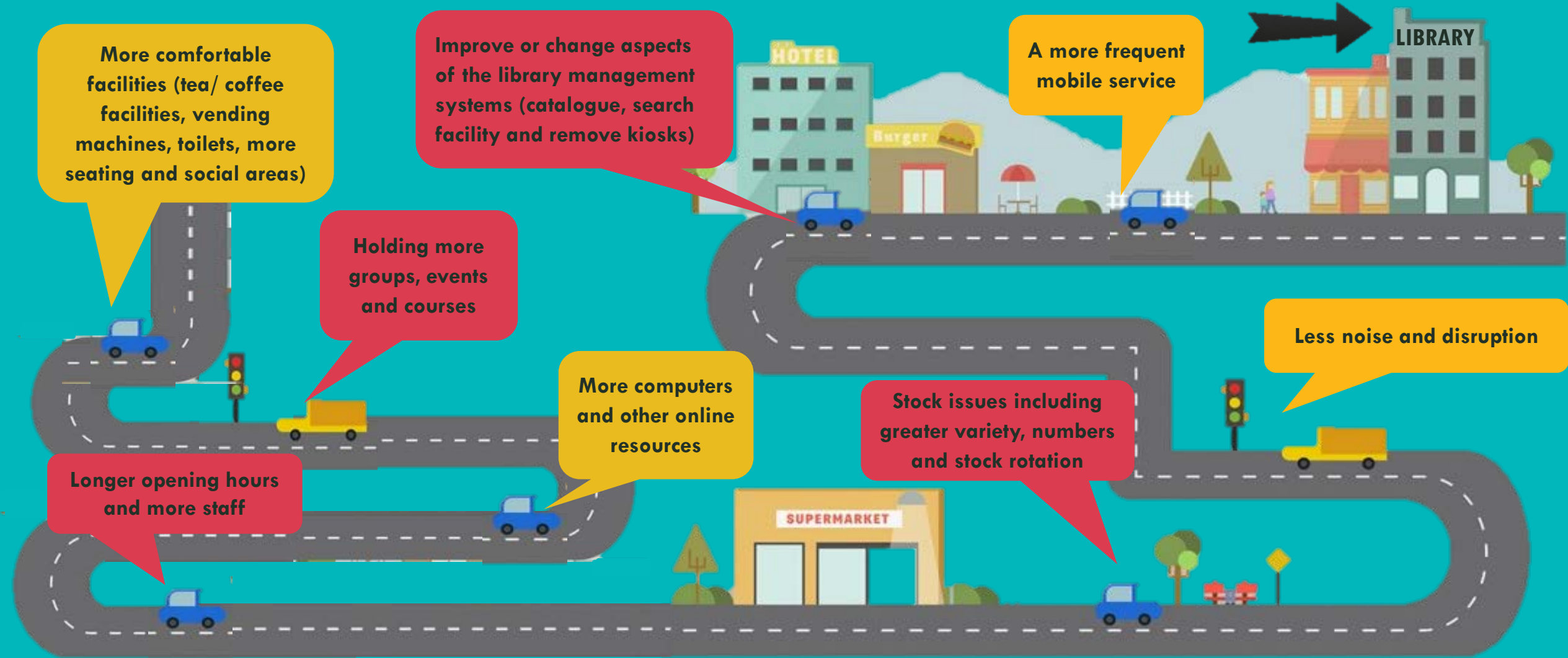
Stock issues including greater variety, numbers and stock rotation

Less noise and disruption

Longer opening hours and more staff

SUPERMARKET

LIBRARY



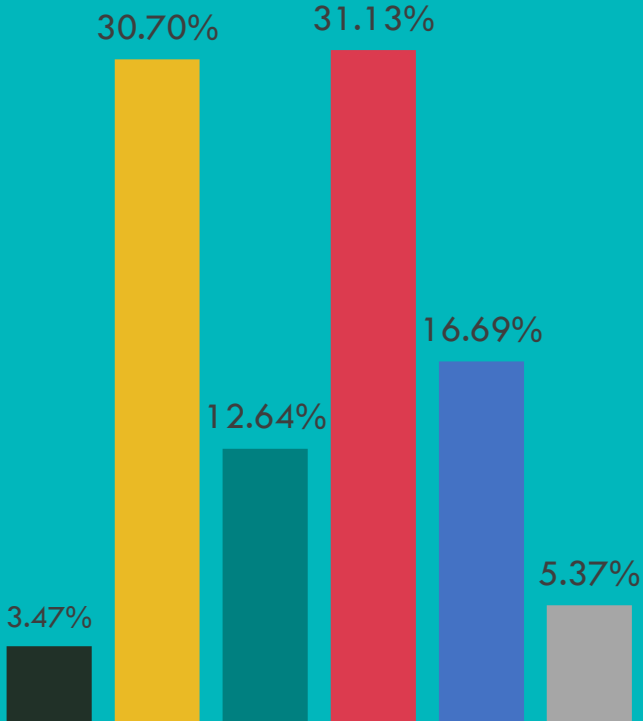
PREFERRED OPENING HOURS



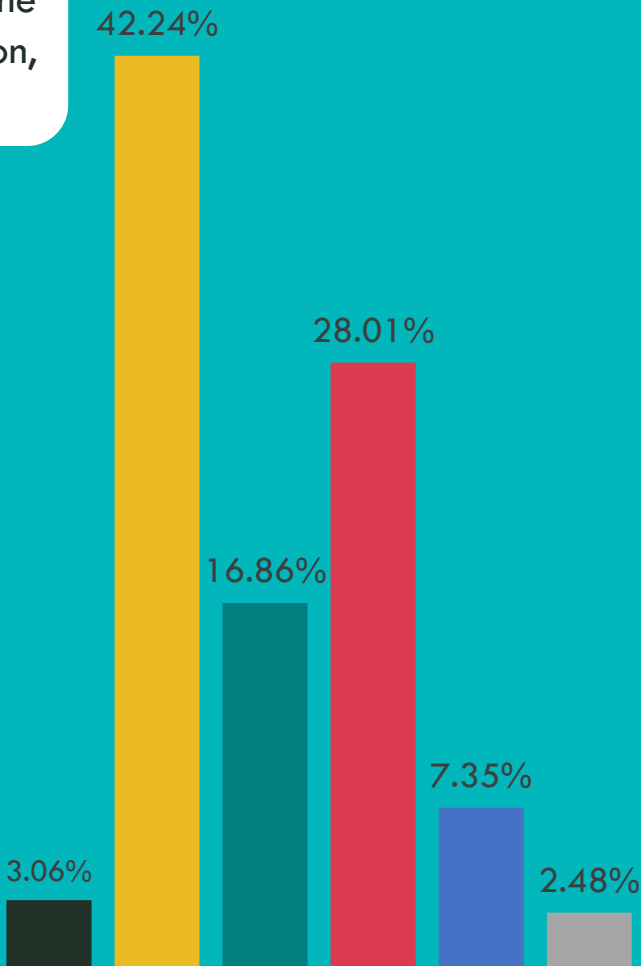
What does this tell us?

Most people would prefer to use the library in the morning or afternoon, regardless of the day of the week.

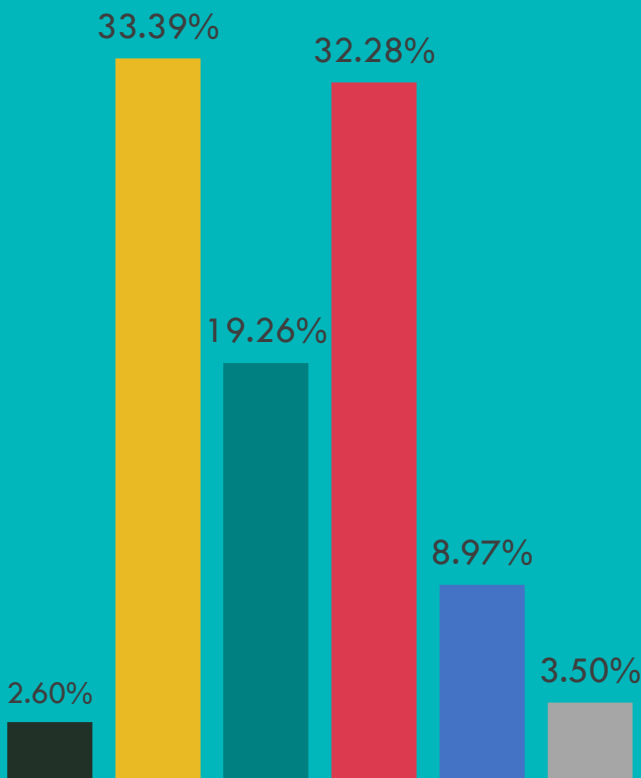
Weekdays Monday - Friday



Saturdays



Sundays



■ Before work/ school in the morning ■ Morning ■ Lunchtime ■ Afternoon ■ Early Evening ■ Late Evening

LOOKING TO THE FUTURE

When asked 'What role do you think library services could play in the future?' – suggestions generally fell in the following areas:



Providing wider services e.g. Post Office

It should remain largely the same

Supporting the community and act as a Community Hub with housing council services

Access to high-speed internet

Lifelong learning and helping to build skills such as IT / computer use

Providing good, well trained staff

Continuing to offer free services (including borrowing and newspapers) and provide a range of stock

As places to meet and hold activities

Supporting literacy, job seeking, health and wellbeing

DELIVERING A SERVICE THAT MEETS DEMAND

In answer to the question 'what do you think we could change or do differently to deliver a service that suits you' suggestions generally fell in the following areas:

Longer opening hours and more staff

Stock issues including greater variety, numbers and stock rotation

More comfortable facilities (tea/ coffee facilities, vending machines, toilets, more seating and social areas)

Nothing, the service meets my requirements

More computers and other online resources

Holding more groups, events and courses

Less noise and disruption



GETTING THE COMMUNITY INVOLVED

The survey provided an opportunity to assess what ideas people have about how volunteers could help support or deliver library services. Respondents were also asked 'what part could you, or your community, play in the library service of the future?' suggestions fell into the following areas.

Greater links to community groups, and encouraging local groups to hold events/activities in libraries



Many respondents felt **strongly** that volunteers should **NOT** be used to **replace staff**

The library needs to tell the community what it needs



Pay voluntary charges for borrowing and more for DVD's and CD's



Introduce fundraising and friends group



Keep using the library service and encouraging others to do the same



SUPPORTING THE COMMUNITY – FAMILY SERVICES

The survey asked for views about the wide range of services already provided by libraries and how they could support communities and other public services.



What do we mean by 'Family Services'?

- Providing parenting classes
- Baby Massage
- Family Learning



57% agreed or strongly agreed that library services should help families.

19% disagree or strongly disagree that the library service should help families in this way.

Many agreed that libraries were a good place to provide a variety of support for families, and to encourage children from a young age to use the services.

SUPPORTING THE COMMUNITY – CHILDRENS' LITERACY

The survey asked for views about the wide range of services already provided by libraries and how they could support communities and other public services.

87%

agreed or strongly agreed



that library services should support children's literacy, learning and development.



Many agreed that literacy is vitally important and that anything that encourages children and young people to read is a good thing. They recognised library staff expertise in this area and the range of resources available, welcomed promotions such as the Summer Reading Challenge and that libraries complement learning in schools, giving children more access to reading.

SUPPORTING THE COMMUNITY – SUPPORTING THE LOCAL ECONOMY

The survey asked for views about the wide range of services already provided by libraries and how they could support communities and other public services.



What do we mean by 'Supporting the local economy'?

- Providing jobs clubs
- Support & information for small businesses



61%

either agreed, or strongly agreed, that library services should help support the local economy

14%

disagree or strongly disagree that the library service should support the local economy



Many felt libraries were useful places for jobseekers, although there was less clarity about how support for local business could be offered. The availability of free computers to assist with work related activities was welcomed.

SUPPORTING THE COMMUNITY – HEALTH & WELLBEING

The survey asked for views about the wide range of services already provided by libraries and how they could support communities and other public services.



Health & Wellbeing:

- reminiscence sessions
- groups to help combat loneliness
- location for social care assessments



68%

either agreed, or strongly agreed, that library services should help support health and wellbeing

15%

disagree or strongly disagree that the library service should help support health and wellbeing



Many focussed on the examples given in the question and so agreed that libraries are well placed to give support to older and vulnerable people, especially those with dementia and to combat loneliness.

SUPPORTING THE COMMUNITY IN OTHER WAYS

The survey asked for views about the wide range of services already provided by libraries and how they could support communities and other public services.

**Hiring library space for
community activities**



**Provide a wider benefit
by being the hub of
community life**

63%

either agreed, or strongly agreed, that library services should help support communities

10%

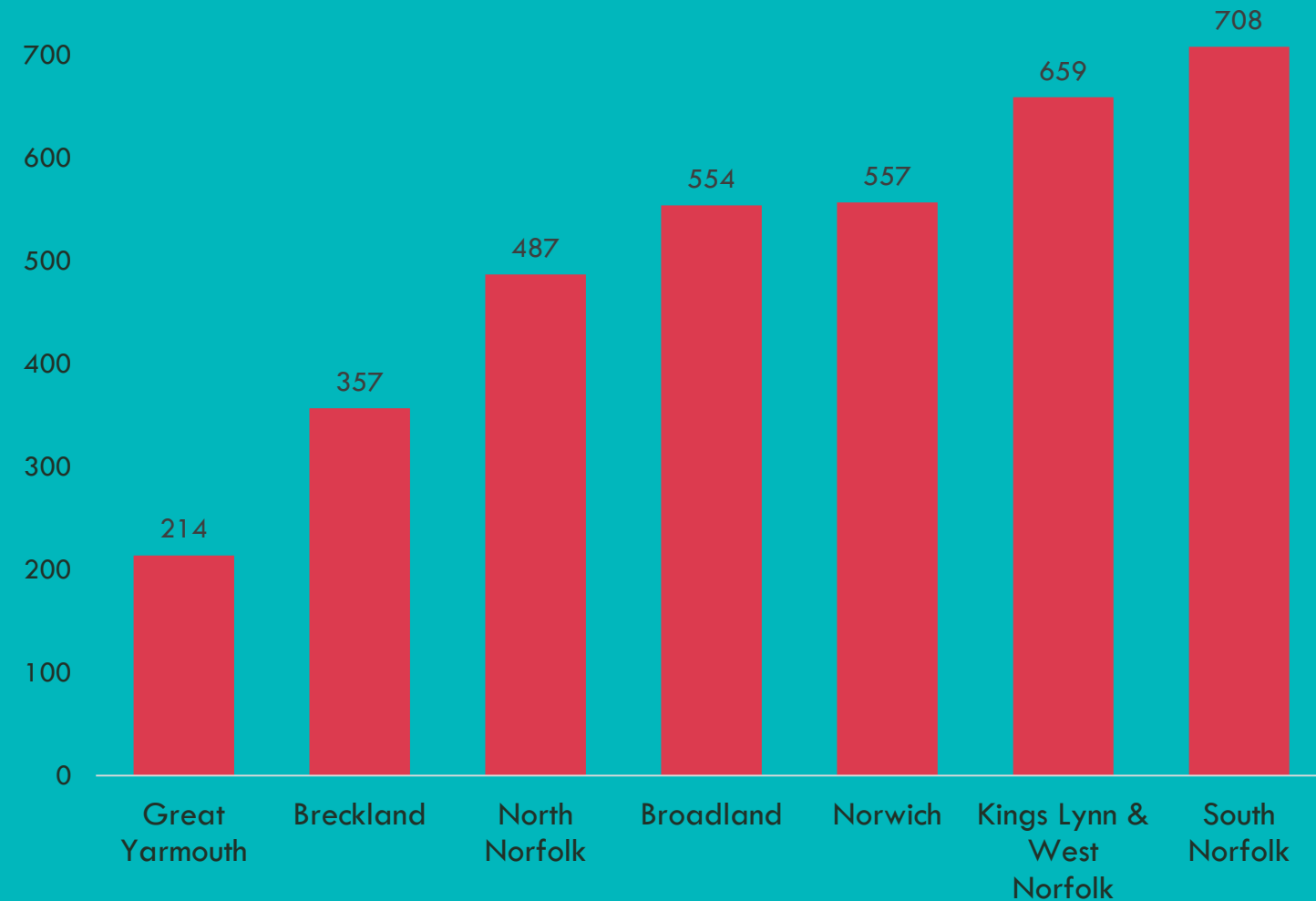
disagree or strongly disagree that the library service should help support communities



Many felt that libraries should be the hub of community life, and that it would encourage people to use libraries more. With libraries under threat of budget cuts it was important to use them for wider community benefit, although some agreed provided it doesn't detract from the library service's primary focus. Some suggested that hiring out library space would be a good way to generate income.

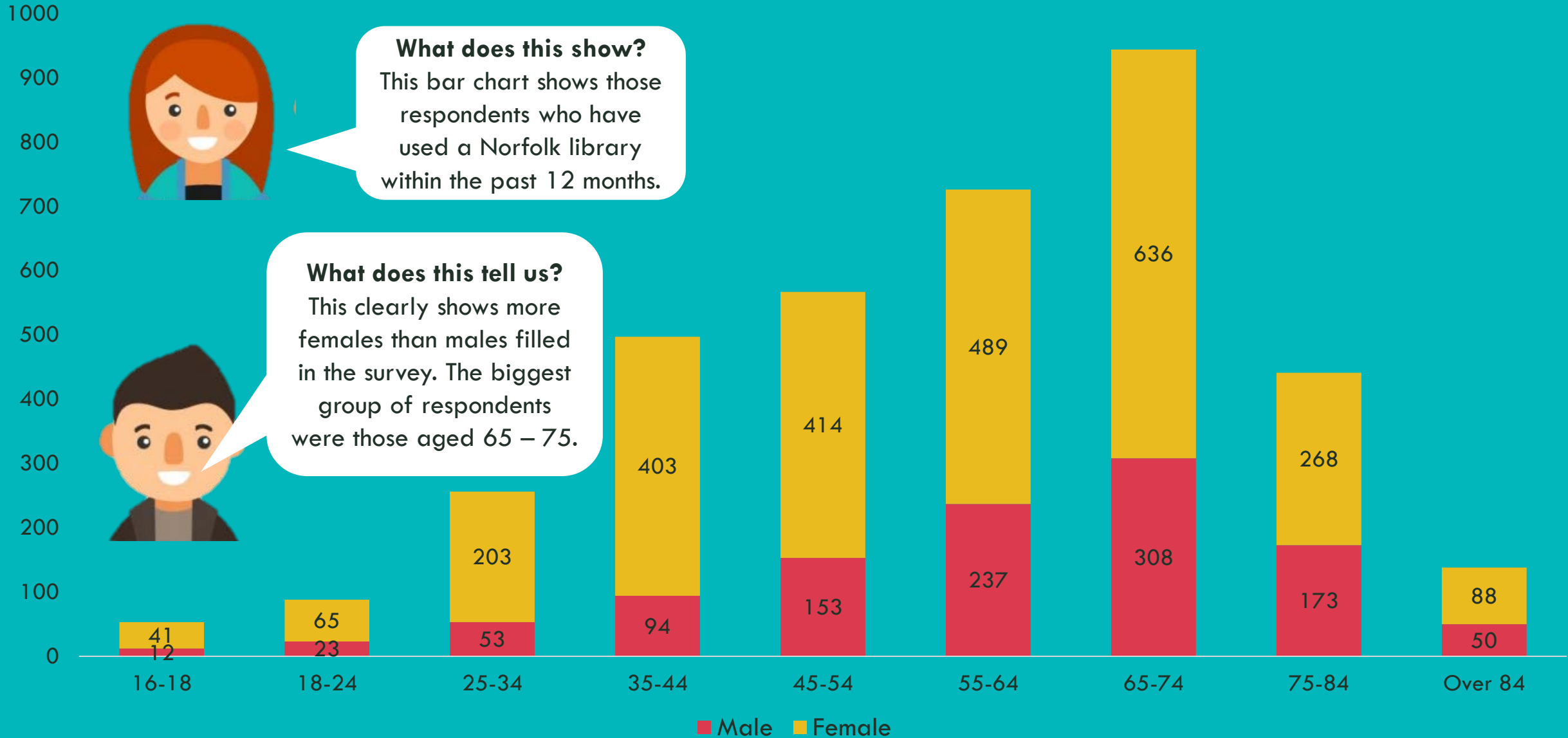
INFORMATION ABOUT RESPONDENTS

The survey also asked questions about the people answering the survey. As the lapsed (165) and non-users (25) constitute such a small sample size, their data is not included here. The bar chart below shows the location of Norfolk respondents by district:



There were also respondents from outside Norfolk. These included Suffolk, Cambridgeshire and Lincolnshire.

AGE & GENDER PROFILING – LIBRARY USERS



INFORMATION ABOUT LAPSED & NON-LIBRARY USERS

The survey was also completed by:

72%

of lapsed users
said they would
use library
services in the
future

165
recently
lapsed users

&

25
non-library
users

33%

of non-library
users said they
would use library
services in the
future



The main reasons
given for not using
the library were:

=

Having an e-
reader

&

Obtaining
books from
other sources

&

Preferring to
buy them

AGE & GENDER PROFILING – LAPSED USERS

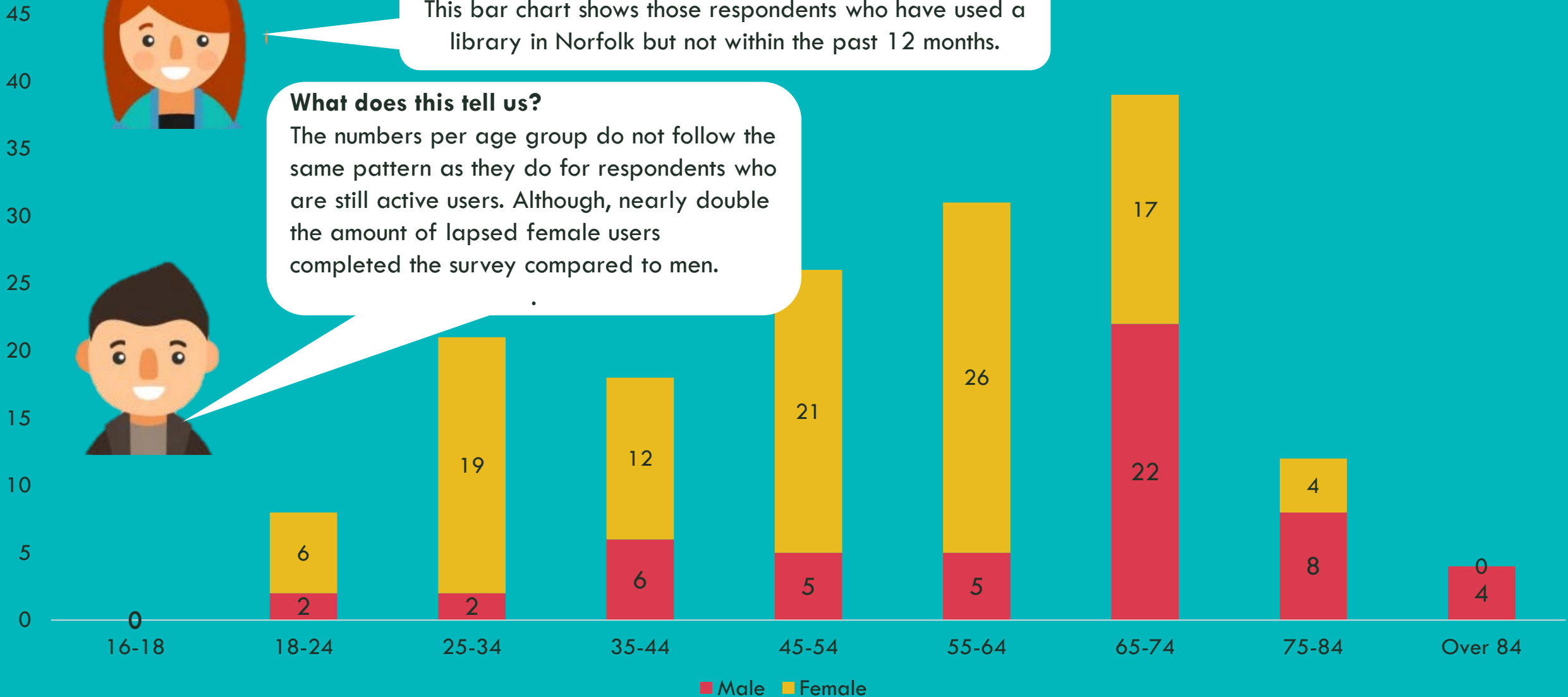


What does this show?

This bar chart shows those respondents who have used a library in Norfolk but not within the past 12 months.

What does this tell us?

The numbers per age group do not follow the same pattern as they do for respondents who are still active users. Although, nearly double the amount of lapsed female users completed the survey compared to men.





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