

Transformation Programme

Summary of

Library Review Engagement Analysis

8th May 2012 – 31st July 2012

Users

A more detailed report, including cross tabulation of questions and equalities data is available at www.sefton.gov.uk/libraries

30 August 2012

LIBRARY REVIEW ENGAGEMENT ANALYSIS - 8 MAY 2012 to 31 JULY 2012

Engagement Analysis – key responses Users

Overall responses as at 31st July 2012:

Users: 6139

(Non-users: 634)

Below is a table illustrating the method of questionnaire responses from Users and Non-Users of the Library Service

	Paper	E-Consult	Total Received
Easy Read Library User	8	10	18
Library User	5594	527	6121
Easy Read Library Non User	3	5	8
Library Non User	527	99	626
Total	6132	641	6773

Q1. What is your postcode?

The majority of respondents who completed this question were from the following postcode areas: L10, L20, L21, L22, L23, L30, L31, L37, PR8 and PR9.

Q2. How did you find out about the Library Service Review?

(Please select one option only)

Out of **5191** who responded to question 2, the majority, **86%**, (**4484**) found out about the library review through the Library, followed by the 'local press'.

Answer Option	Response	Response %
Council website	186	3
Local press	340	6
Library	4484	86
One Stop Shop	17	1
Contact Centre	2	0.25
Children's Centre	51	1
Family Centre	3	0.25
Day Care Centre	2	0.25
Leisure Centre	53	1
School / College	40	1
Community Centre	7	1
Tourist Information Service	6	0.25

Q3. What is the main way you are involved with Sefton's Library Service?

(Please select one option only)

Out of the **5574** who responded to question 3, the majority **96%**, (**5365**) indicated the main way they are involved with Sefton's library service, is by being a library user.

Answer Option	Response	Response %
I am a library user	5365	96
I am a friend or relative of a library user	99	1
I work in a library	47	1
I work voluntarily in a library	28	1
I represent a partner organisation/potential partner organisation	9	0.25
I represent/own a local business	2	0.25
I represent a community group	14	0.25
I am responding on behalf of an organisation	10	0.25
Total	5574	100

Q4. If you answered the question above to state that you are a partner/potential partner, own a local business, represent a community group or are responding on behalf of an organisation please provide your details here.

There were 86 responses to this question from a variety of groups as follows:-

- Childminders
- Camera Clubs

- Book Clubs
- Crossword Clubs
- Merseyside Police
- Volunteers
- Schools
- Community Learning Groups
- Family History Groups
- Church Groups

Q5. Which libraries do you visit and how often?

- In terms of the library which the respondents visit most – 1,770 visit Crosby; 1,293 Formby, 1,314 College Road, 1,263 Southport and 1,073 Bootle.
- There were 660 respondents who visit a library everyday, with College Road library having the most daily visits
- The most popular visit frequency is once or twice a month.

	Every day	More than once per week	Once a week	Once or twice a month	A few times per year	Not used the service in over 12 months
Answer Option	Response %	Response %	Response %	Response %	Response %	Response %
Ainsdale	3	11	15	27	25	20
Aintree	4	10	15	23	14	36
Birkdale	3	9	17	30	26	16
Bootle	5	14	16	30	18	16
Churchtown	3	8	18	35	17	20
College Road (Carnegie)	18	17	12	23	19	11
Crosby	4	12	16	38	22	9
Formby	2	10	18	42	17	10
Litherland	4	10	13	27	20	26
Meadows (Maghull)	3	12	17	24	18	25
Netherton	3	8	12	20	15	42
Orrell	5	7	14	29	16	29
Southport	4	10	15	28	29	14
Mobile	0	0	3	7	8	82
Home Visits Service	1	0	1	6	2	91
School/college	9	9	6	6	4	66
Other library	2	4	19	11	14	50

Various popular supermarkets were targeted in order to reach non users of Libraries. Also questionnaires were offered to two events in June. Details as below:-

Information from these questionnaires are included in the main report.

Supermarket	User	Non User	Total
Morrisons Maghull	0	72	72
Morrisons Southport	8	5	13
Asda Bootle	4	7	11
Asda Southport	0	57	57
Sainsburys Crosby	7	39	46
Tesco, The Strand	2	34	36
Tesco, Formby	0	33	33
Waitrose Formby	1	3	4
Lord Street Event 1/6	3	2	5
Games 4 Life Event 16/6	14	19	33
Total	39	271	310

Q6. If other library location, please tell us where:

There were 224 responses to this question. The various other library locations people visit, are as follows:-

- Various Sefton Libraries
- Accrington
- Liverpool
- Burscough
- Various University Libraries
- Wirral
- Kirkby
- Lancashire
- St Helens

Q7. Why do you use the libraries you have chosen in question 5 and 6?

- 54% of respondents visit their chosen library as it's close to their home
- 13% because it is close to shops (Southport highest)
- 13% as it has parking facilities (Birkdale and Formby highest)
- 8% close to work (Bootle highest) and 8% as it has other council facilities (Meadows highest)
- 3% as it's close to school/college

See the table for individual libraries:

	Close to Home	Close to Work	Close to School/College	Close to Shops	Parking Facilities	Other Council Services offered at Library
Answer Option	Response %	Response %	Response %	Response %	Response %	Response %
Ainsdale	61	5	4	14	9	7
Aintree	65	3	3	13	9	7
Birkdale	48	5	2	4	31	10
Bootle	51	19	3	20	3	4
Churchtown	64	4	3	8	14	6
College Road (Carnegie)	61	13	5	14	4	2
Crosby	55	6	2	10	14	12
Formby	54	5	3	7	23	7
Litherland	68	13	4	4	6	5
Meadows (Maghull)	49	4	4	5	17	21
Netherton	50	9	4	9	17	11
Orrell	70	5	3	2	12	7
Southport	35	6	4	42	3	10
Mobile	62	0	0	14	0	24
Home Visits Service	71	0	0	0	0	29
School/college	9	18	60	3	4	6
Other library	13	50	5	12	6	14

Q8. If any other reason, please tell us why:

There were 948 various responses to this question as follows:-

- Friendly staff
- Convenient for public transport
- Various classes held at library
- Nice Environment
- Good selection of DVDs
- Good selection of Books
- Internet access
- Newspapers

Q9. How do you normally travel to the library?
(Please tick one option only)

Of the **5337** who responded only **9%** use public transport, with the majority walking to the library.

Method of Travel	Response	Response %
Foot	2628	49
Car	2015	38
Public Transport	484	9
Cycle	210	4
Total	5337	100%

Q10. What do you do when you use the library service?

- Most common reason (every visit and often) to visit a library is to borrow/return books
- This is followed by reading books/magazines/newspapers
- Finding information and using computers is very popular
- Interaction with staff is frequent

	Every Visit	Often	Rarely	Never	Not aware
Answer Option	Response %	Response %	Response %	Response %	Response %
Borrow/return books	67	29	4	1	1
Borrow/return music CDs	5	31	25	37	2
Borrow/return DVDs	8	34	33	24	1
Borrow/return audio books	9	28	19	43	2
Use computers	30	24	24	22	1
Read newspapers/mag	29	32	21	17	1
Read books	23	41	19	17	1
Study/research	15	31	27	26	1
Do homework	8	14	10	66	1
Find information	15	55	22	8	0
Local/family history	8	36	21	33	2
Attend library events for children	9	25	15	49	2
Attend library events for adults	4	28	15	47	5
Computer lessons	5	7	9	70	8
Other learning activity	3	5	9	74	8
Socialise	24	20	10	44	2
Attend meetings	3	24	11	58	4
Use online library services	16	24	16	41	4
Interact with staff	45	31	10	13	1

Q.11 Do you have access to the internet at home?

Of the **5573** who responded to question 11, **68%** answered yes (**3802**).

Q.12 If you answered yes, what type of service do you use?

Of the **3796** who responded to question 12, **3730 (98%)** answered broadband **66 (2%)** answered dial up.

Q.13 What other Sefton council Services do you use and what do you use them for?

Respondents to this question were asked to select all options that apply

There were **11,687** selections made.

- ***25% (2938)** of the total selections made, *telephone the council*; **46%** of these do so to *request a service* and **32%** to *request information*
- ***22% (2613)** *visit the Council Website*, **67%** of these *request information* via this method
- ***19% (2265)** *visit a leisure centre*, **58%** of these *participate in activities* whilst visiting, **30%** *socialise*
- ***14% (1577)** use the *Tourist Information Service*, **87%** of these *request information* when they use this facility
- ***9% (1070)** *visit the one stop shop*, **42%** of these *pay bills* via this method and **35%** *request information*, **18%** *request a service*

Answer Option	Pay Bills	Information	Participate in Activities	Socialise	Report an Incident	Request a Service	% of the Total
	%	%	%	%	%	%	
Visit Council Website	10	67	3	1	5	14	22*
Visit One Stop Shop	42	35	.5	.5	4	18	9*
Phone the Council	6	32	.5	.5	15	46	25*
Children's Centre	2	21	48	24	1	4	5
Family Centre	5	28	41	22	1	3	1
Day Care Centre	5	19	39	22	2	13	1
Leisure Centre	1	10	58	30	.5	.5	19*
Community Centre	1	26	44	26	1	2	2
Tourist Information Service	2	87	3	1	1	6	14*
Youth Centre	15	20	33	29	1	2	2

EQUALITIES QUESTIONNAIRE

61% of respondents were female.

There were **5325** respondents who provided their age. Of this, **2684 (50%)** are 60+ and the average age of this group is **71 years**.

Overall, the average age of a library user is **55** years.

Of the **3150** who answered the question on whether or not they consider themselves to be disabled, the majority (**82%**) answered **No**

Answer Option	Response	Response %
Yes	575	18
No	2575	82
Total	3150	100

Respondents who recorded a disability include **376** who have a hearing impairment; **335** physical; **218** visual and **47** have a learning difficulty (respondents can select multiple disabilities).

Which of these options best describes your situation?

Of the **5112** who answered the question about what best describes their situation, **49% (2488)** are fully retired, and **31% (1587)** are either full or part time workers

Answer Option	Response	Response %
Full time worker	851	17
Part time worker	736	14
Fully retired	2488	49
Self employed	127	2
Full time student	234	4
Unemployed and available to work	260	5
Unable to work due to illness / disability	180	3
Look after the home / family	235	5
Government training scheme	1	1
Total	5112	100

Which of these options best describes your ethnic background?

Of the **5243** who responded about their ethnic background, the majority, **90% (4894)** were either White – British or White - English

Answer Option	Response	Response %
Asian – Bangladeshi	3	0.5
Asian – Indian	16	0.5
Asian – Pakistani	2	0.5
Asian – Other Asian Background	8	0.5
Black – African	9	0.5
Black – Caribbean	7	0.5
Black – Other Black Background	2	0.5
Chinese – Chinese	22	0.5
Chinese – Other Chinese Background	4	0.5
Mixed Ethnic Background – Asian & White	14	0.5
Mixed Ethnic Background – Black African & White	15	0.5
Mixed Ethnic Background – Black Caribbean & White	23	0.5
Mixed Ethnic Background – Other Mixed Background	8	0.5
White – British	3112	58
White – English	1782	32
White – Irish	57	0.5
White – Scottish	70	1
White – Welsh	38	0.5
White – Polish	6	0.5
White – Latvian	0	0
White – Gypsy/Traveller	3	0.5
White – Other White Background	42	0.5
Total	5243	100

Do you have a religion or a belief?

Of the **4802** who answered the question on whether or not they had a religion, the majority, **76% (3635)**, answered **Yes**.

Answer Option	Response	Response %
Yes	3635	76
No	1167	24
Total	4802	100

If 'Yes', please select one of the options below:

Of the **3577** who selected their religion, the majority, **98% (3518)** are Christian

Answer Option	Response	Response %
Buddhist	15	0.25
Christian	3518	98
Hindu	9	0.25
Jewish	18	1
Muslim	15	0.25
Sikh	2	0.25
Total	3577	100

How would you describe your sexual orientation?

Of the **4586** who answered this question, the majority, **93%**, (**4285**) were heterosexual

Answer Option	Response	Response %
Heterosexual	4285	93
Gay	221	5
Lesbian	20	1
Bisexual	60	1
Total	4586	100

Do you currently live in the gender you were given at birth?

Of the **4870** who responded to this question, the majority, **99%** (**4828**) answered **Yes**.

Answer Option	Response	Response %
Yes	4828	99
No	42	1
Total	4870	100

Library Comments (Overview)

Do you have any other comments about Sefton's Library Service and / or the Library Service Review?

Key themes and overview comments are below:-

Car Parking Fees (at Crosby)

- Library car parking access is considered essential but should be free of charge to encourage and increase the number of the general public to use the library.

Children's Activities

- Children's activities are considered an essential library service for the educational and social development of children and young people. Parents view these activities to be vitally important.

Impact on the Community

- The library is a valuable community focal point where people can meet to socialise, and it helps to engender an intelligent, thriving place to live. It is also a vital resource for information access for low income families and the unemployed.

Opening Times

- Opening hours are generally considered to be good, but times to suit those who work late or unsociable hours would be beneficial.

Staff Service

- Library staff are friendly, helpful and knowledgeable, and their professional manner and enthusiasm towards the general public is highly regarded.
- Libraries need more specialist assistants
- Library buildings need updating and the inside of buildings need cleaning

Transformation Programme

Summary of
Library Review Engagement Analysis
8th May 2012 – 31st July 2012
Non- Users

A more detailed report, including cross tabulation of questions and equalities data is available at www.sefton.gov.uk/libraries

30 August 2012

LIBRARY REVIEW 8 MAY 2012 to 31 JULY 2012

Engagement Analysis – key responses Non-Users

Overall responses as at 31st July 2012:

Non-Users: 634

(Users: 6139)

Below is a table illustrating the method of questionnaire responses from Non-Users and Users of the Library Service

	Paper	E-Consult	Total Received
Easy Read Library Non User	3	5	8
Library Non User	527	99	626
Easy Read Library User	8	10	18
Library User	5594	527	6121
Total	6132	641	6773

Q1. Please provide the first part of your postcode:

The majority of respondents who completed this question were from the following postcode areas: L20, L21, L22, L23, L30, L31, L37, PR8 and PR9.

Q2. How did you find out about the Library Service Review?

(Please select one option only)

Of the **239** who responded to question 2, **28% (66)** found out about the library review through the Library.

Answer Option	Response	Response %
Council website	43	18
Local press	42	18
Library	66	28
One Stop Shop	10	4
Contact Centre	1	0.5
Children's Centre	41	17
Family Centre	3	1
Day Care Centre	2	1
Leisure Centre	24	10
School / College	5	2
Community Centre	2	1
Tourist Information Service	0	0
Total	239	100

Various popular supermarkets were targeted in order to reach non users of Libraries. Also questionnaires were offered to two events in June. Details as below:-

Information from these questionnaires are included in the main report.

Supermarket	User	Non User	Total
Morrisons Maghull	0	72	72
Morrisons Southport	8	5	13
Asda Bootle	4	7	11
Asda Southport	0	57	57
Sainsburys Crosby	7	39	46
Tesco, The Strand	2	34	36
Tesco, Formby	0	33	33
Waitrose Formby	1	3	4
Lord Street Event 1/6	3	2	5
Games 4 Life Event 16/6	14	19	33
Total	39	271	310

Q3. Which of these best describes yourself?

(Please select one option only)

Of the **523** who responded to question 3, the majority, **75% (390)** is a member of the public who does not use any library.

Answer Option	Response	Response %
I am a member of the public who does not use any library	390	75
I do not use a library in Sefton but do use a library somewhere else	36	7
I am a friend or relative of a library user	90	17
I represent a partner organisation/potential partner organisation	0	0
I represent/own a local business	1	0
I represent a community group	1	0
I am responding on behalf of an organisation	5	1
Total	523	100

Q4. If you answered the question above to state that you are a partner/potential partner, own a local business, represent a community group or are responding on behalf of an organisation please provide your details here.

There were 7 responses to this question, from a variety of groups including equality groups, an action group and a commercial company.

Q5. Please tell us why you do not use Sefton's Library Service

Of the **907** responses to question 5, **18% (163)** prefer to buy books from a shop / online and **18% (161)** have internet at home. **17% (154)** consider themselves too busy.

Answer Option	Response	Response %
I prefer to buy books from a shop/online	163	18
I'm too busy	154	17
Nothing of Interest to me at a library	43	5
Have internet at home	161	18
I down load e-books	77	8
I don't like reading	51	6
My nearest library is too far away	30	3
Internet gives better access to information/more convenient	72	8
Opening hours aren't long enough	76	8
Difficulty getting to the library (e.g. parking restriction, poor public transport)	47	5
Prefer to go to a library outside Sefton	11	1
Prefer to go elsewhere e.g. coffee shops, bookshops	22	2
Total	907	100

Q6. Have you ever used Sefton Library service in the past?

Of the **568** who responded to question 6, **75% (424)** answered yes.

Answer Option	Response	Response %
Yes – please go to question 7	424	75
No – please go to question 9	144	25
Total	568	100

Q7. How long is it since you used Sefton's Library service?

(please select one option only)

Of the **429** who responded to question 7, **41% (179)** last used the Library Service more than five years ago.

Answer Option	Response	Response %
Less than one year	56	13
More than one year	84	20
Between two and five years ago	110	26
More than five years ago	179	41
Total	429	100

Q8. If you used Sefton’s Library Service in the past, please tell us why you stopped?

There were over 400 responses to this question, and the most popular themes were as follows:

- Have the Internet at home
- Work/live in a different area
- Too busy
- Left Education
- Difficulty due to working hours
- New technology
- Too ill or looking after an ill dependant
- Don’t want to go to a library
- Now retired
- Better quality books at home
- Parking payments
- No DVDs available
- Difficulty parking

Q9. Do you have access to the internet at home?

Of the **565** who responded to question 9, **77% (436)** answered yes.

Answer Option	Response	Response %
Yes	436	77
No	129	23
Total	565	100

Q10. If you answered yes, what type of service do you use?

The majority use Broadband.

Answer Option	Response	Response %
Broadband	432	99.5
Dial-up	2	0.5
Total	434	100

Q11. What other Sefton council Services do you use and what do you use them for?

Respondents to this question were asked to select all options that apply

- Of those who use the council website, 60% do so for information
- Of those who visit the one stop shop, 41% pay bills
- Of those who use children’s centres, 47% participate in activities
- Of those who use leisure centres, 60% participate in activities
- Of those who use the tourist information service 77% gain information Of those who use youth centres, 40% participate in activities

There were **1,115** selections made.

Answer Option	Pay Bills	Information	Participate in Activities	Socialise	Report an Incident	Request a Service
	%	%	%	%	%	%
Visit Council Website	12	60	4	0	10	15
Visit One Stop Shop	41	37	1	1	4	16
Phone the Council	8	31	1	0	18	42
Children’s Centre	3	18	47	23	1	8
Family Centre	8	25	32	27	3	5
Day Care Centre	25	25	25	15	5	5
Leisure Centre	3	9	60	24	2	2
Community Centre	3	31	45	17	0	4
Tourist Information Service	4	77	6	3	3	7
Youth Centre	8	16	40	36	0	0

Q12. If you access any other Sefton Council services not listed above let us know which ones and what you use them for

There were over 50 responses to this question, with themes as follows:

- Feel Good Factory, socialise and leisure
- Sefton Intranet - education services
- Sefton Parent Partnership Services
- Website - job search
- Talking book
- Southport parks and football pitches for youngsters
- Allotment holder
- Rubbish removal
- Access to blue car badge scheme
- Pensioners club
- Pest control
- Pay parking penalty fine

EQUALITIES QUESTIONNAIRE

64% of respondents were female.

There were **471** respondents who provided their age. Of whom, **133 (28%)** are 60+ and the average age of this group is **70 years**.

Overall, the average age of a library non user is **47** years.

Of the **297** who answered the question on whether or not they considered themselves to be disabled, the majority **83% (246)** answered No

Answer Option	Response	Response %
Yes	51	17
No	246	83
Total	297	100

Which of these options best describes your situation?

Of the **467** who answered the question about what best describes their situation, **25% (117)** are fully retired, and **54% (251)** are either full or part time workers

Answer Option	Response	Response %
Full time worker	180	39
Part time worker	71	15
Fully retired	117	25
Self employed	6	1
Full time student	17	4
Unemployed and available to work	25	5
Unable to work due to illness / disability	21	5
Look after the home / family	30	6
Government training scheme	0	0.00
Total	467	100

**Which of these options best describes your ethnic background?
(Please select one option)**

Of the **440** who responded about their ethnic background, the majority classified themselves as White British/English.

Answer Option	Response	Response %
Asian – Bangladeshi	0	0
Asian – Indian	0	0
Asian – Pakistani	0	0
Asian – Other Asian Background	0	0
Black – African	1	0
Black – Caribbean	1	0
Black – Other Black Background	1	0
Chinese – Chinese	2	0
Chinese – Other Chinese Background	0	0
Mixed Ethnic Background – Asian & White	1	0
Mixed Ethnic Background – Black African & White	0	0
Mixed Ethnic Background – Black Caribbean & White	3	1
Mixed Ethnic Background – Other Mixed Background	0	0
White – British	263	60
White – English	131	30
White – Irish	19	4
White – Scottish	3	1
White – Welsh	4	1
White – Polish	6	1
White – Latvian	0	0
White – Gypsy/Traveller	0	0
White – Other White Background	5	1
Total	440	100

Do you have a religion or a belief?

Of the **396** who answered the question on whether or not they had a religion, the majority, **64%** (**253**), answered Yes.

Answer Option	Response	Response %
Yes	253	64
No	143	36
Total	396	100

If 'Yes', please select one of the options below:

Of the **241** who selected their religion, the majority, 97% (**233**) were Christian

Answer Option	Response	Response %
Buddhist	1	0.5
Christian	233	97
Hindu	0	0
Jewish	6	2
Muslim	1	0.5
Sikh	0	0
Total	241	100

How would you describe your sexual orientation?

Of the **386** who answered this question, the majority, **94% (361)** were heterosexual

Answer Option	Response	Response %
Heterosexual	361	93.52
Gay	16	4.15
Lesbian	4	1.04
Bisexual	5	1.30
Total	386	100

Do you currently live in the gender you were given at birth?

Of the **387** who responded to this question, the majority, **99% (384)** answered Yes.

Answer Option	Response	Response %
Yes	384	99.22
No	3	0.78
Total	387	100

Library Comments (Overview)

Do you have any other comments about Sefton's Library Service and / or the Library Service Review?

Two Key themes below:-

- Not known what is available in the Library (activities / services)
- Good for focal point in the community and is therefore a vital resource