

A Presentation to Impress @ Your Library

***Regional Libraries
Community Survey***

June 23, 2005

Agenda

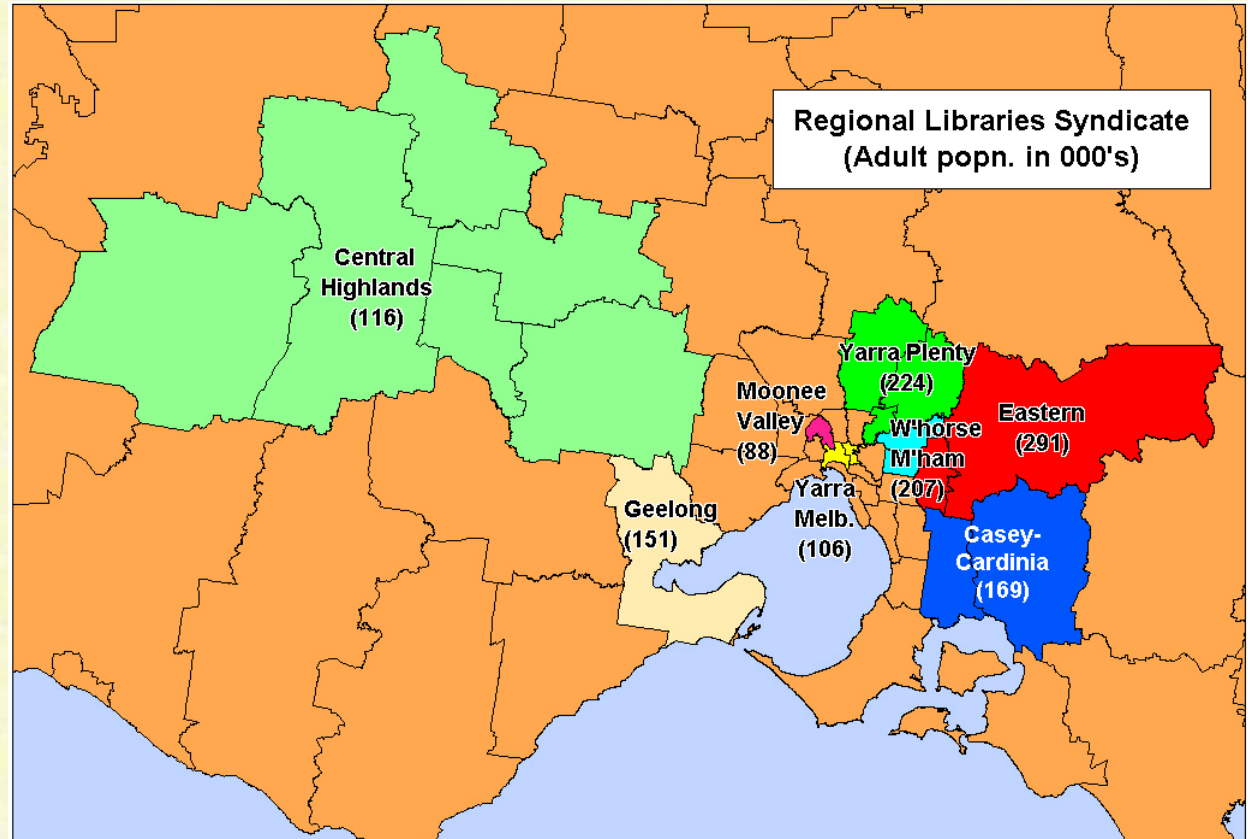
- 1. Context**
- 2. Library Users & Non-Users**
- 3. Library Service Awareness & Values**
- 4. Satisfaction with Library Services**
- 5. A Note on Internet Usage**
- 6. Recap**

Regional Libraries Community Survey 2004

1. Context

1.1 Background

- Tracking each year since 1997
- Covering all adults (1.35m) - users & non-users
- Questions re. Library ...
 - Usage
 - Perceptions
 - Satisfaction
- Also some ques. on the Internet



1.2 Note on Method

- Telephone Survey (CATI) in early Sept 04
- Questionnaires mostly consistent each year for comparisons
- Random sample of 2,300 adults across the region in 2004, split ...

Casey-Cardinia	300
Central Highlands	300
Eastern	300
Geelong	300
Moonee Valley	200
Whitehorse Manningham	300
Yarra-Melbourne	300
Yarra Plenty	<u>300</u>
	2,300

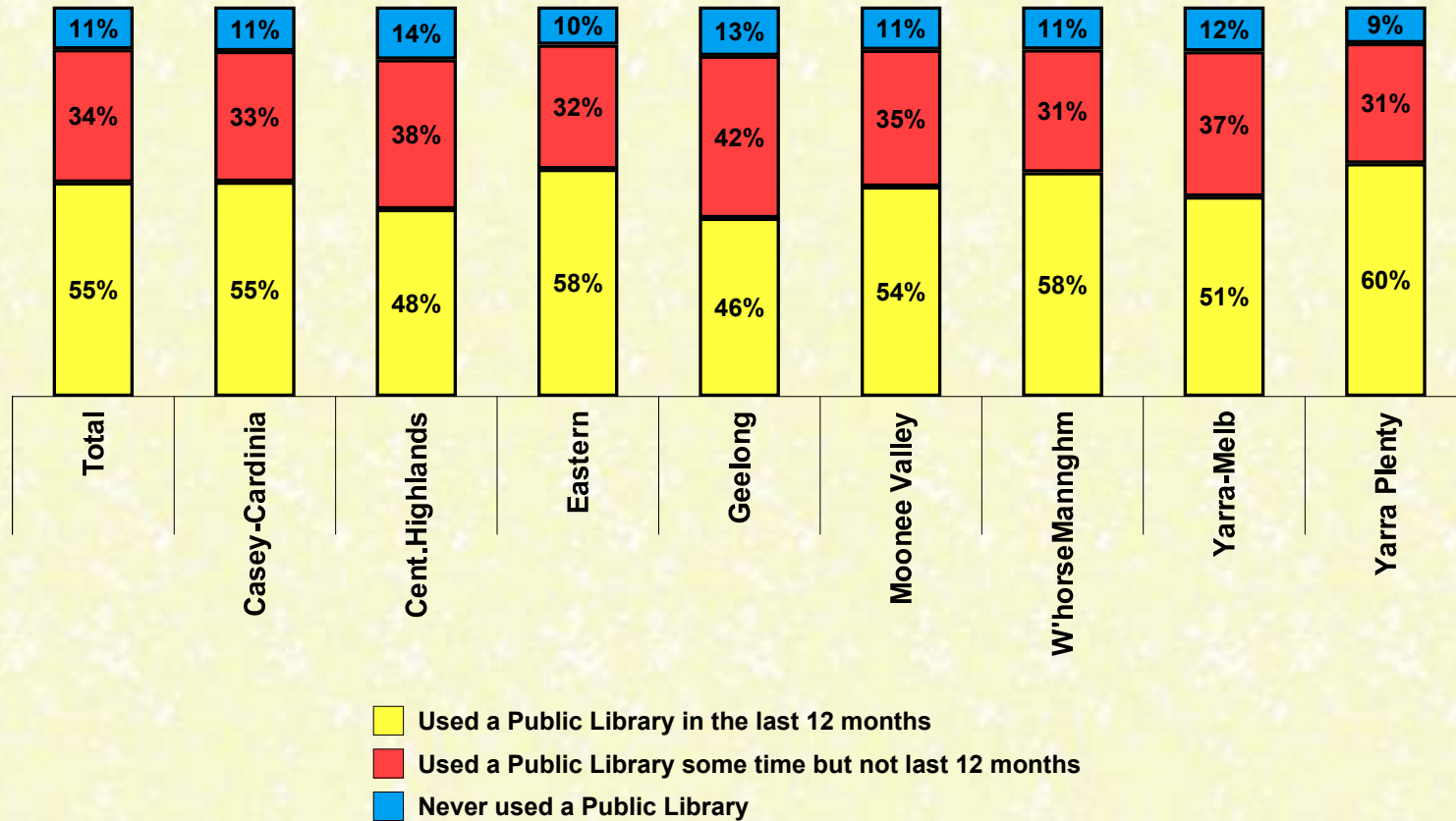
- With usual IQCA validations
- Results weighted to ABS populations by region, age & sex

2. Library Users & Non-Users

2.1.1a Incidence of Library Usage

**NB: 95% CL's
for n=300 are
±6%**

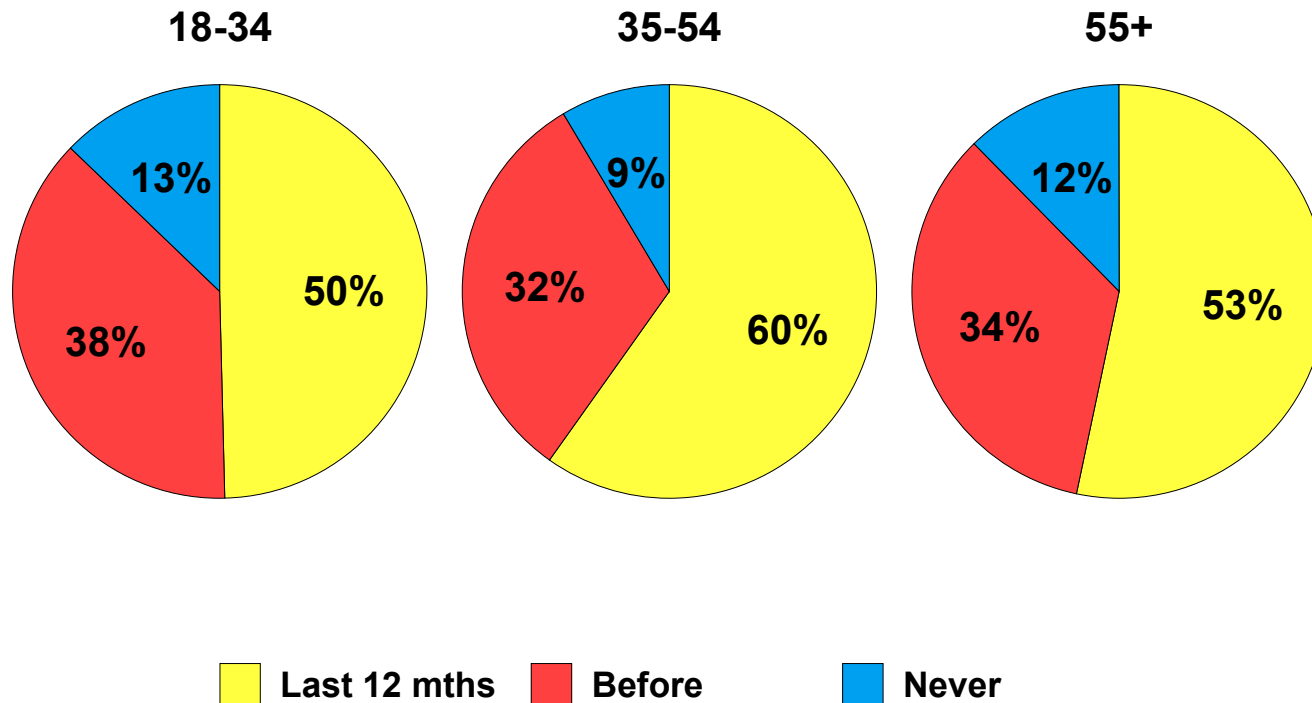
Chart 6: Which one of the following statements describes you ...



A majority pursuit - 55% of adults visited a Public Library in the last 12 months

2.1.1b Frequency of Usage (by Age)

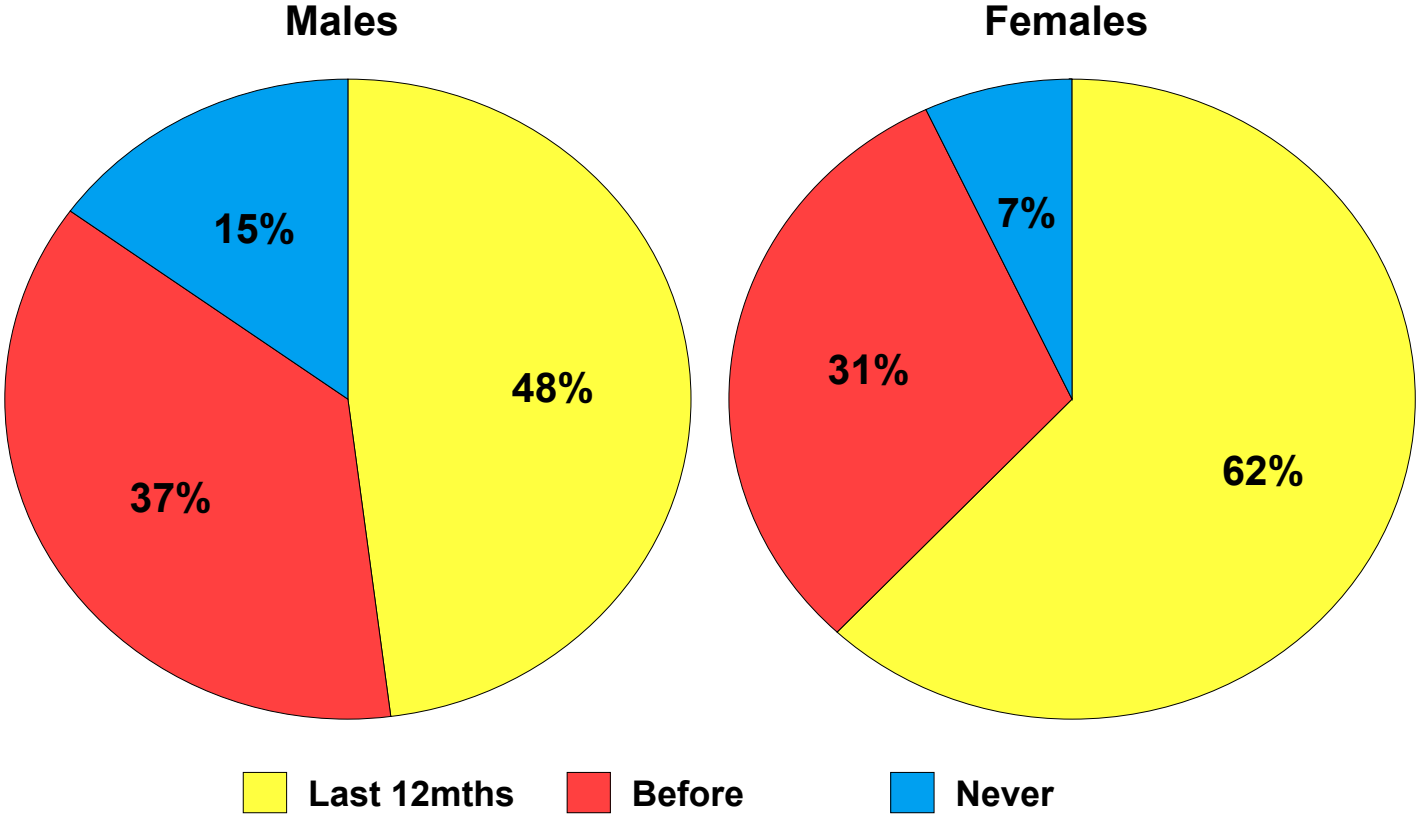
Chart 6: Frequency of Library Usage by Age



The mid age, 35-54 yrs, are the more recent visitors – parents?

2.1.1c Frequency of Usage (by Gender)

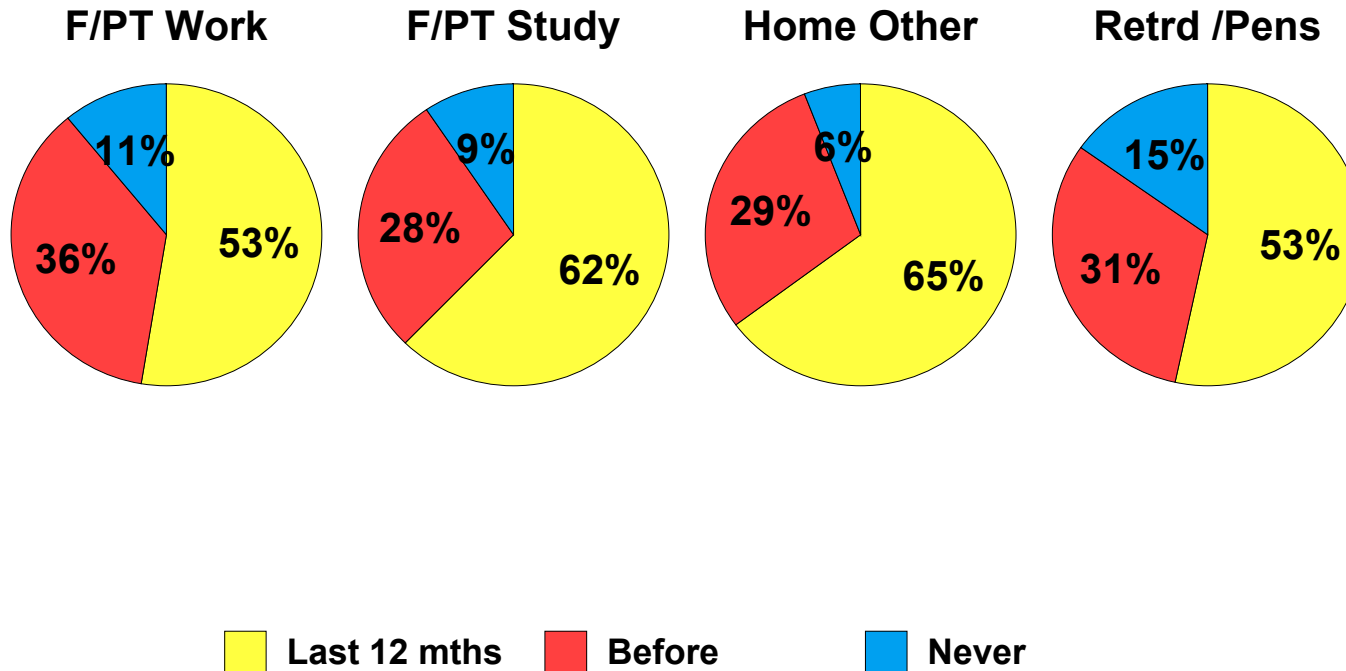
Chart 40: Frequency of Library Usage by Gender



Females significantly more recent

2.1.1d Frequency of Usage (by Occup'n)

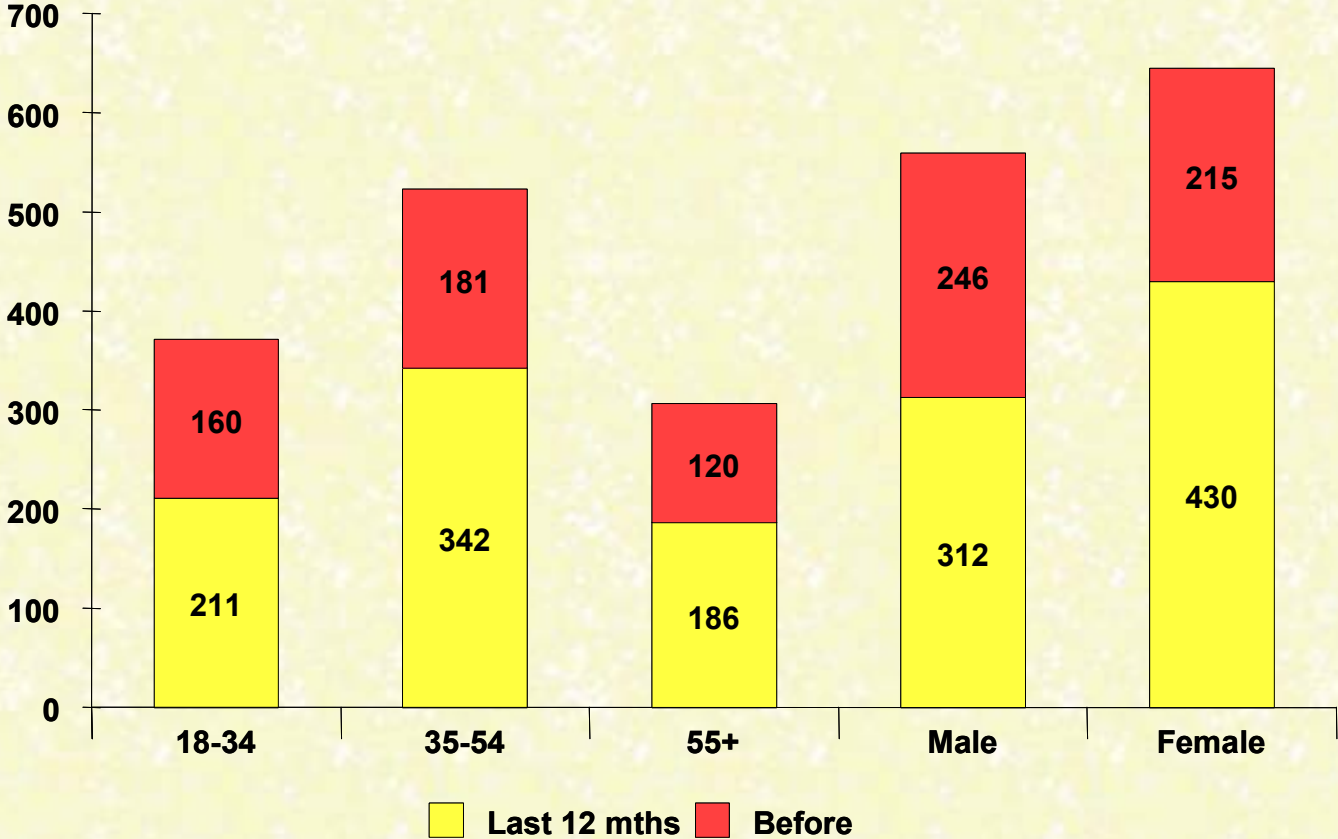
Chart 6: Frequency of Library Usage by Occupation



**Home/Others (& Students) the more recent
... but workers more numbers**

2.1.2 User Profiles (by Age & Sex)

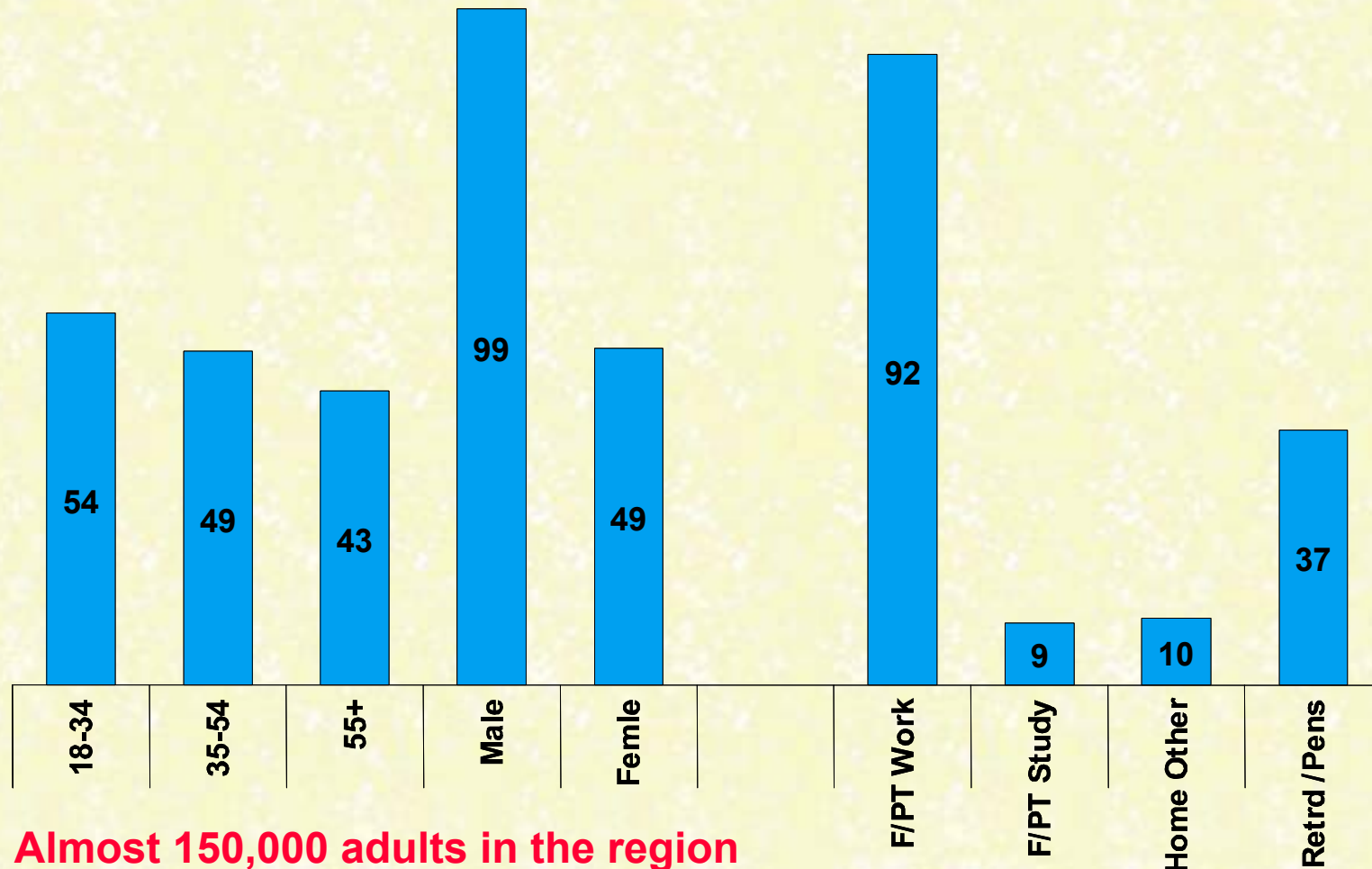
Chart 6: Library User Profile by Age & Sex (No's in 000's)



Mid-Age, Females the more Numerous generally

2.2.1 Non-User Profile

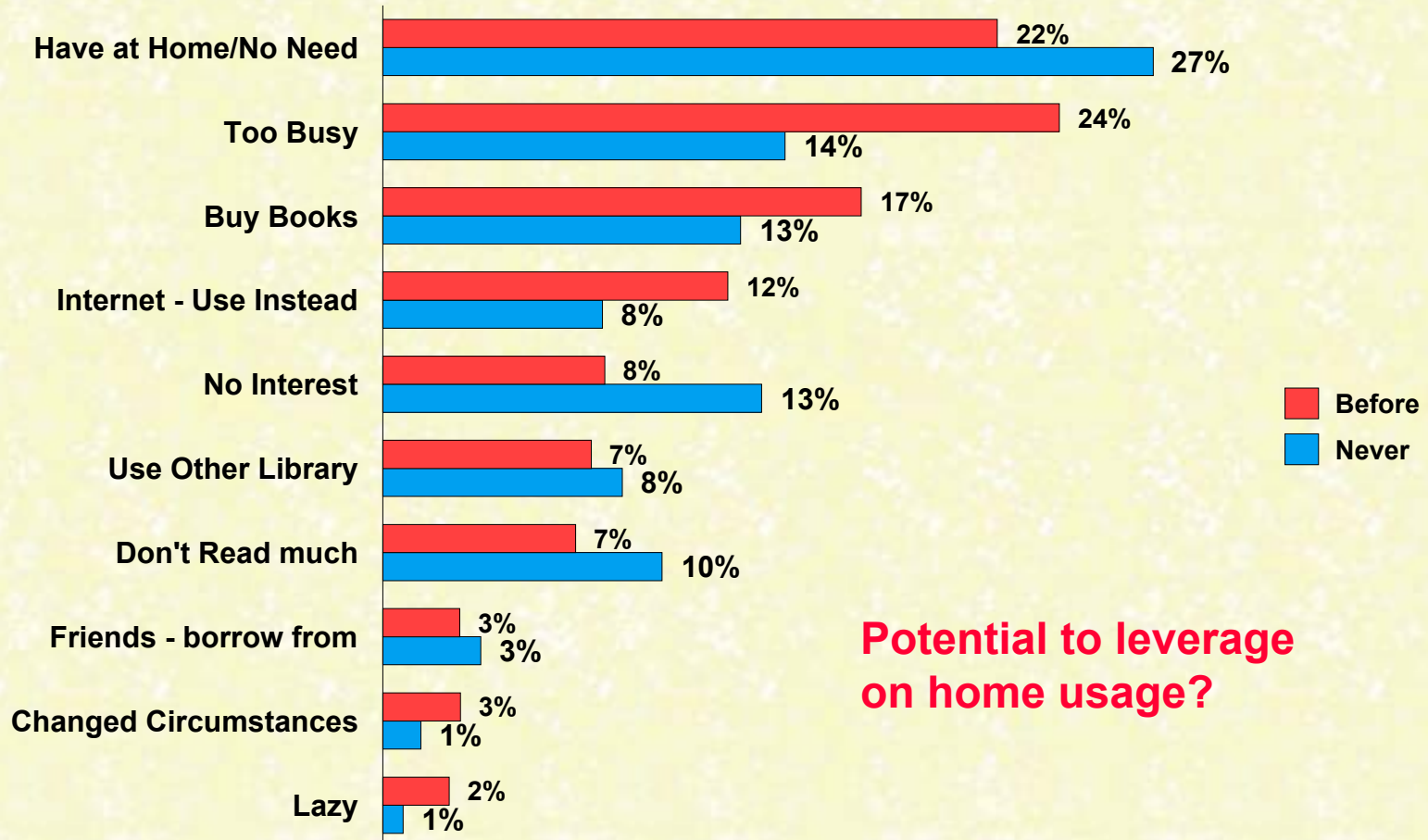
Chart 6: Which one of the following statements describes you ...



Almost 150,000 adults in the region never visit a Public Library

2.2.2a Reasons for Non-Usage

Chart 26: What are the main reasons for you not using a public library in the past 12 months or never using one in the past?



2.2.2b Non-Users' Perceptions of Libraries

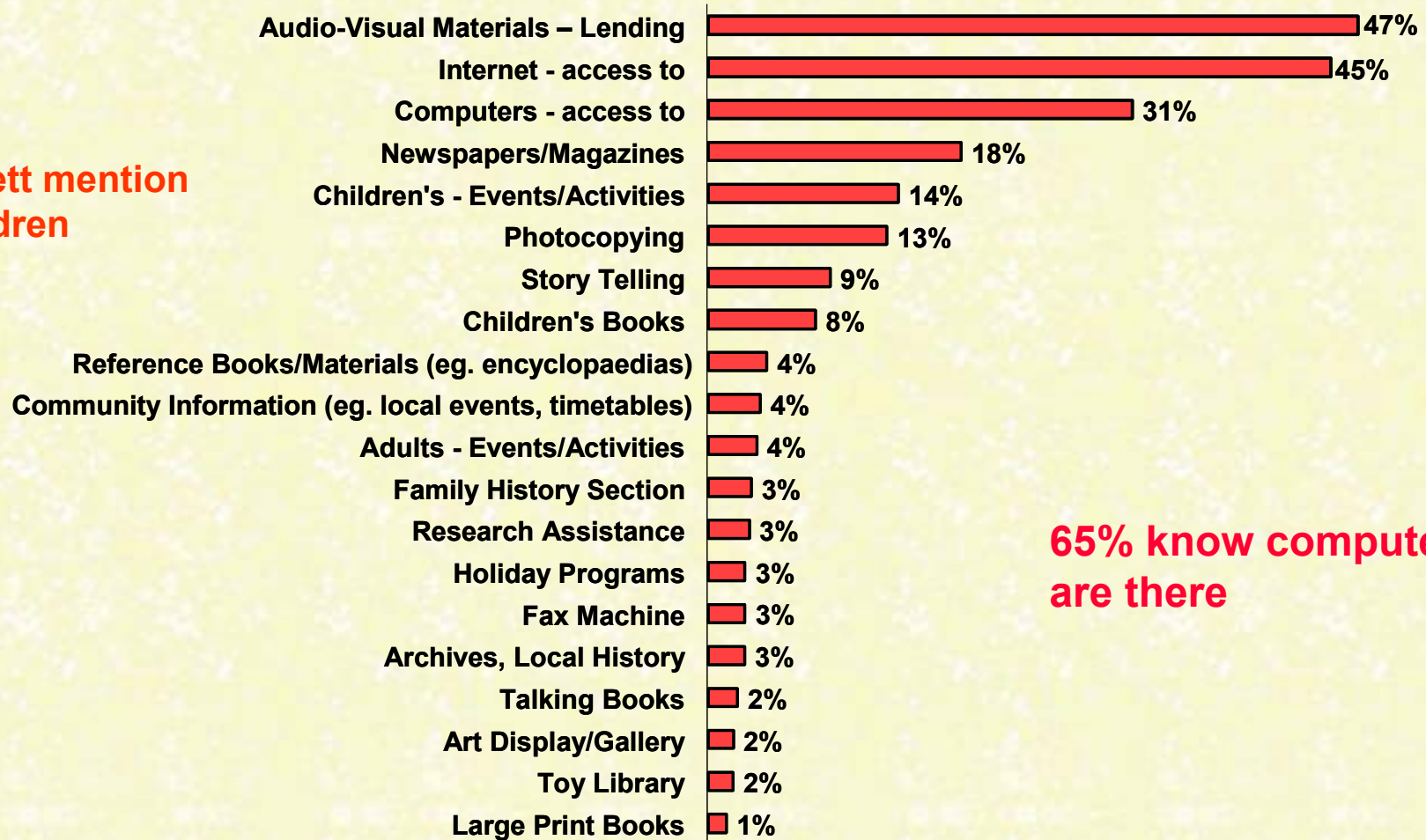
Chart 28: What services are you aware of that are provided by your local Public Library?



3. *Library Services - Awareness & Values*

3.1 Awareness of Services (amongst Recent Users)

Chart 17: Apart from lending books, what other services do you know are provided by the && Public Library?

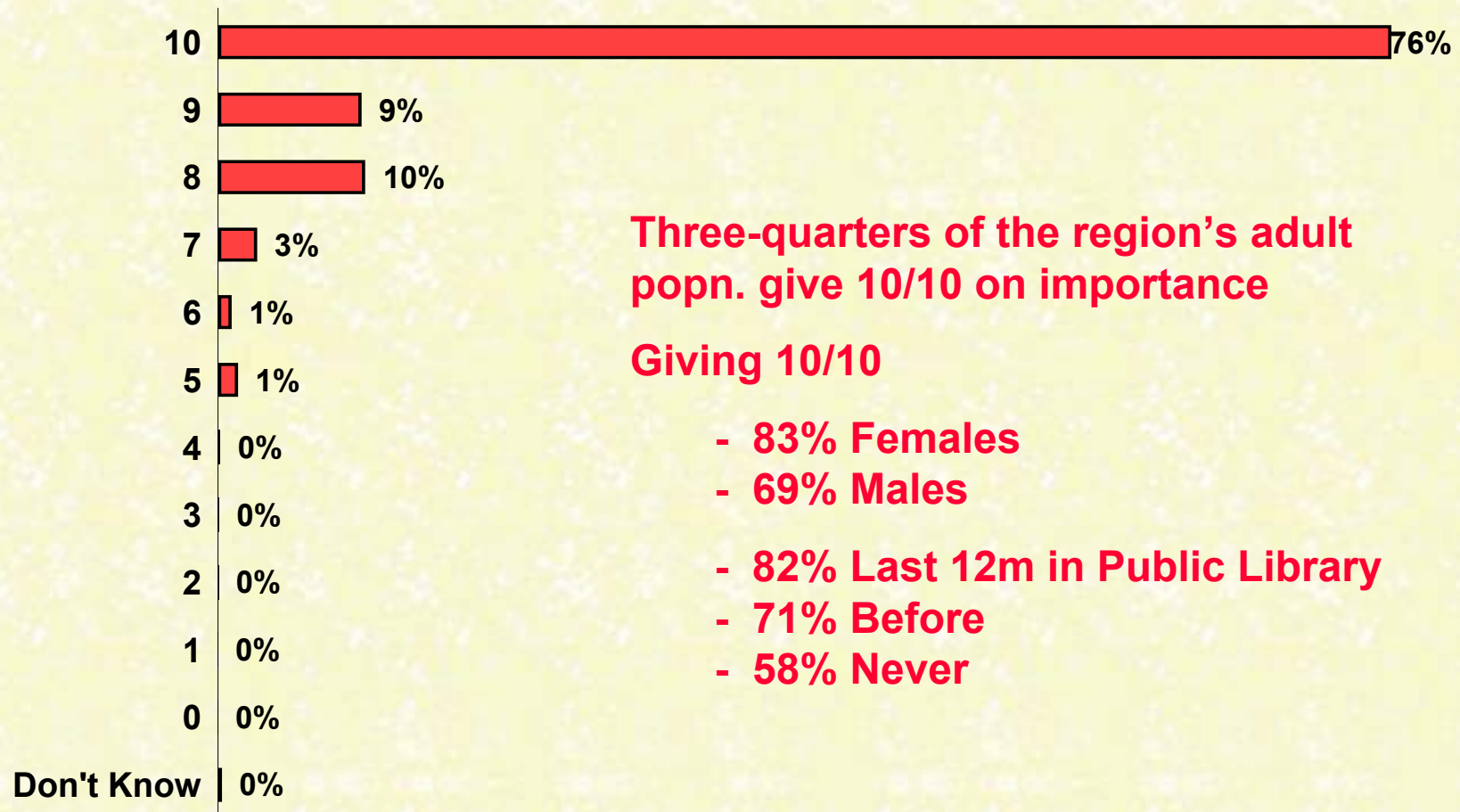


20% nett mention re children

65% know computers are there

3.2.1a Importance of Overall Services

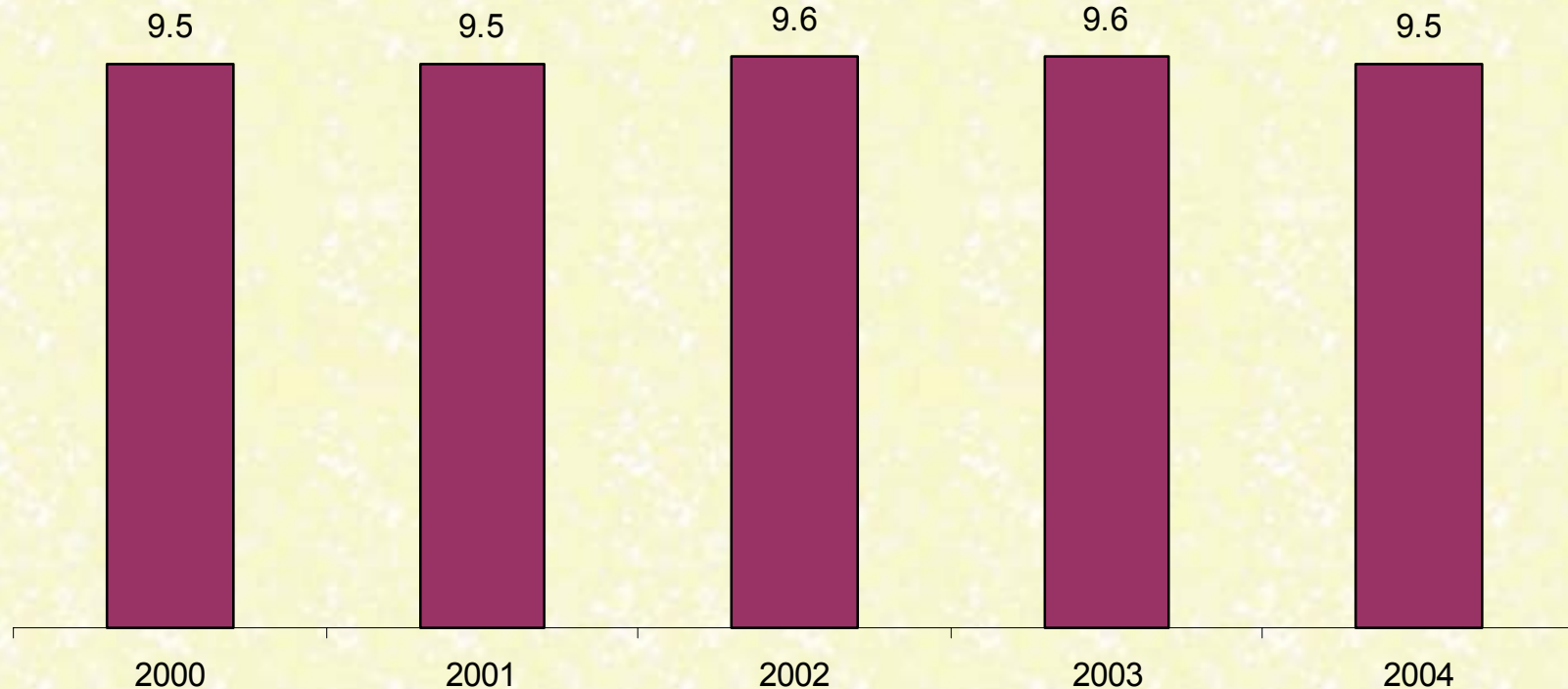
Chart 33: Regardless of your own use, how important do you think it is for the community as a whole that a comprehensive Public Library service is provided in your Council area? Please use a scale from 0 to 10 to give your answer, where 0 stands for 'Not at all Important' upto 10 standing for 'Extremely Important'.



3.2.1b Importance of Overall Services

*NB: 95% CL's are
at least .06*

Chart 33: Trends in Overall Importance Data

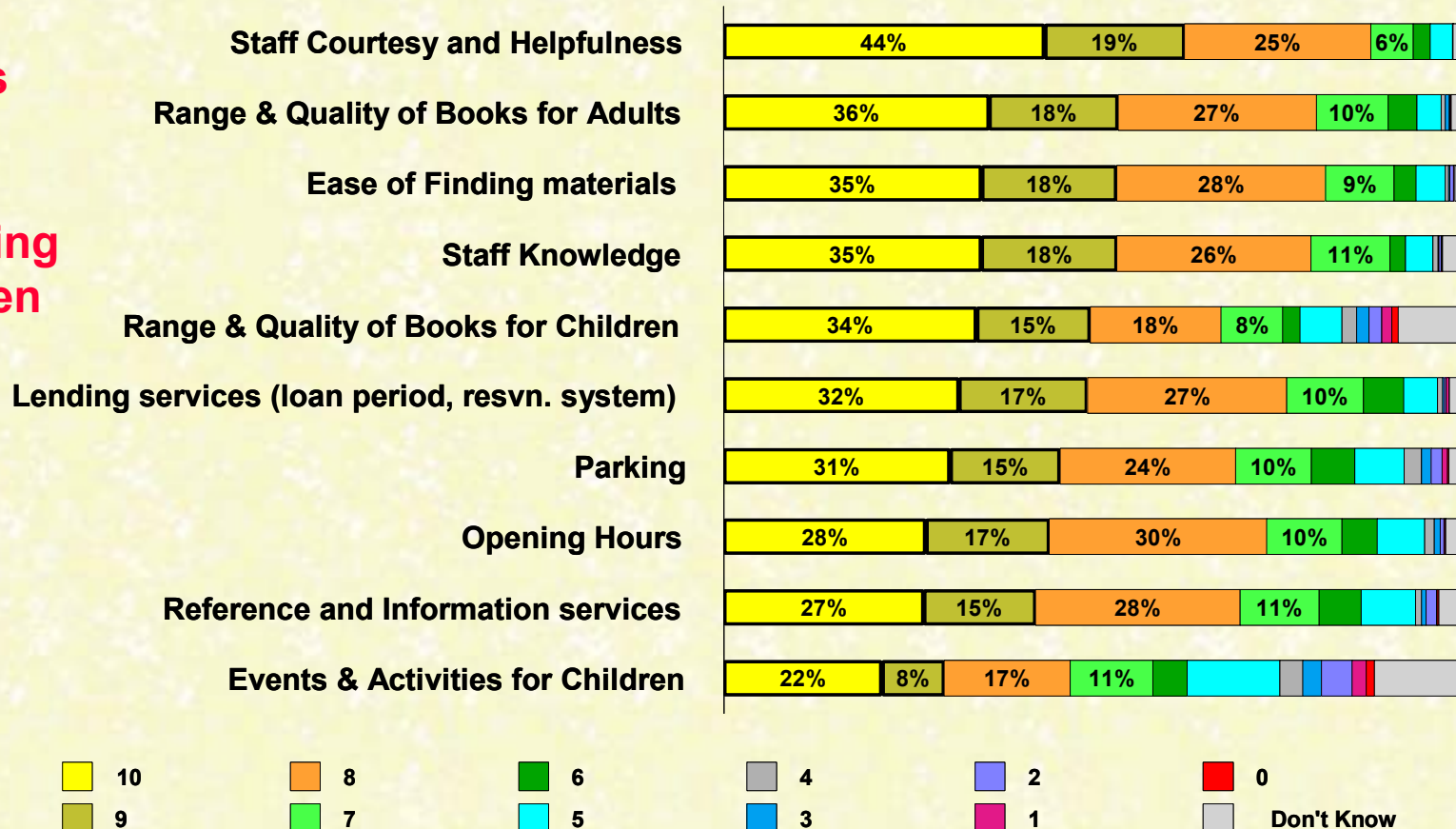


Uniformly high rating on Importance over the last 5 yrs

3.2.2 Importance of Individual Services

Chart 22: On a scale from 0 to 10, where 0 stands for 'Not At All Important' up to 10 standing for 'Very Important', how important to you are each of the following aspects of your library...

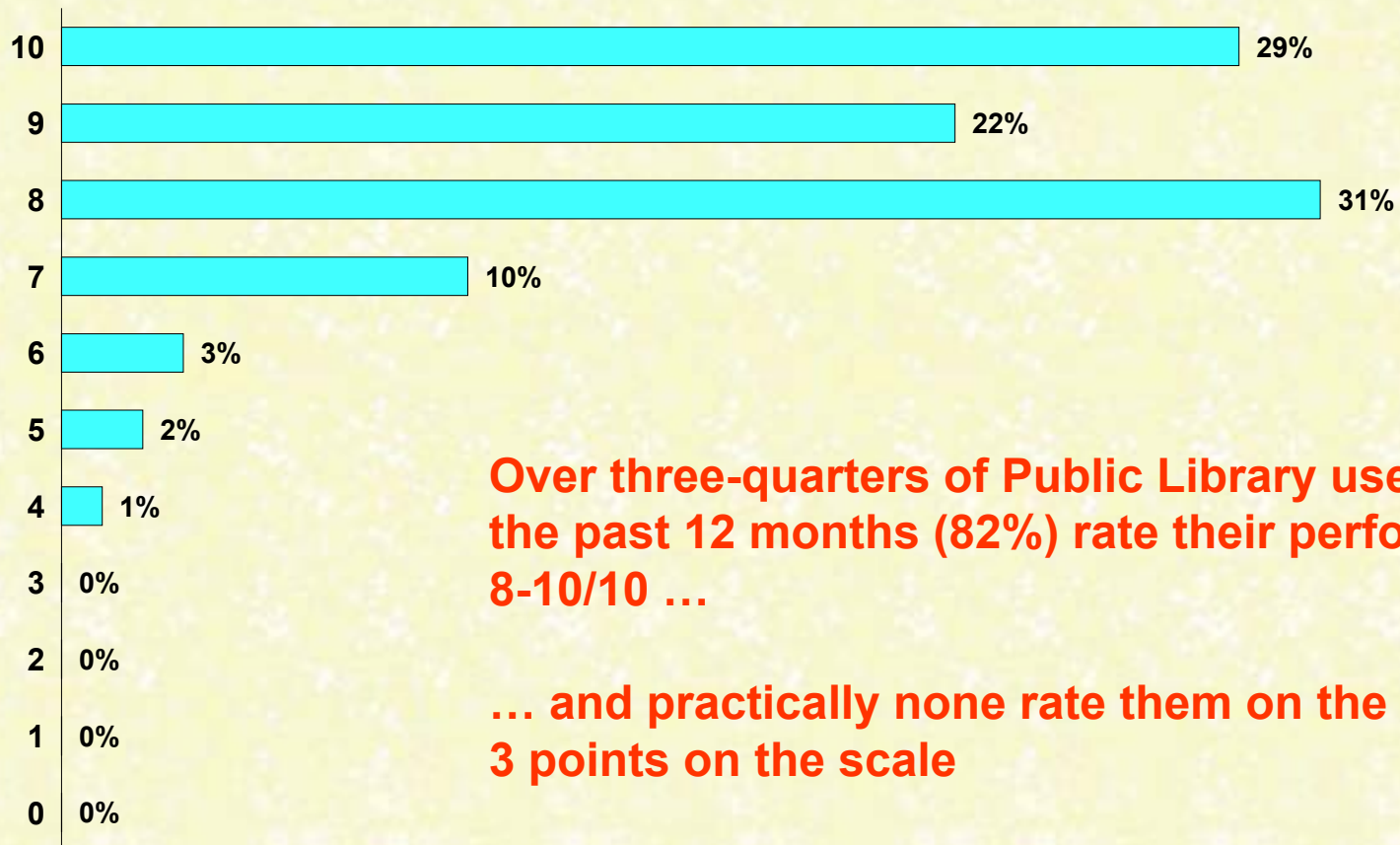
The Public's Priorities
- Staff,
- Books,
- Searching & Children



4. Satisfaction with Library Services

4.1.1a Trends in Overall Satisfaction by Users

Chart 21: On a scale of 0 to 10, where 0 stands for 'Not at All Satisfied' upto 10 standing for 'Very Satisfied', how satisfied are you with the overall service provided at && Public Library?



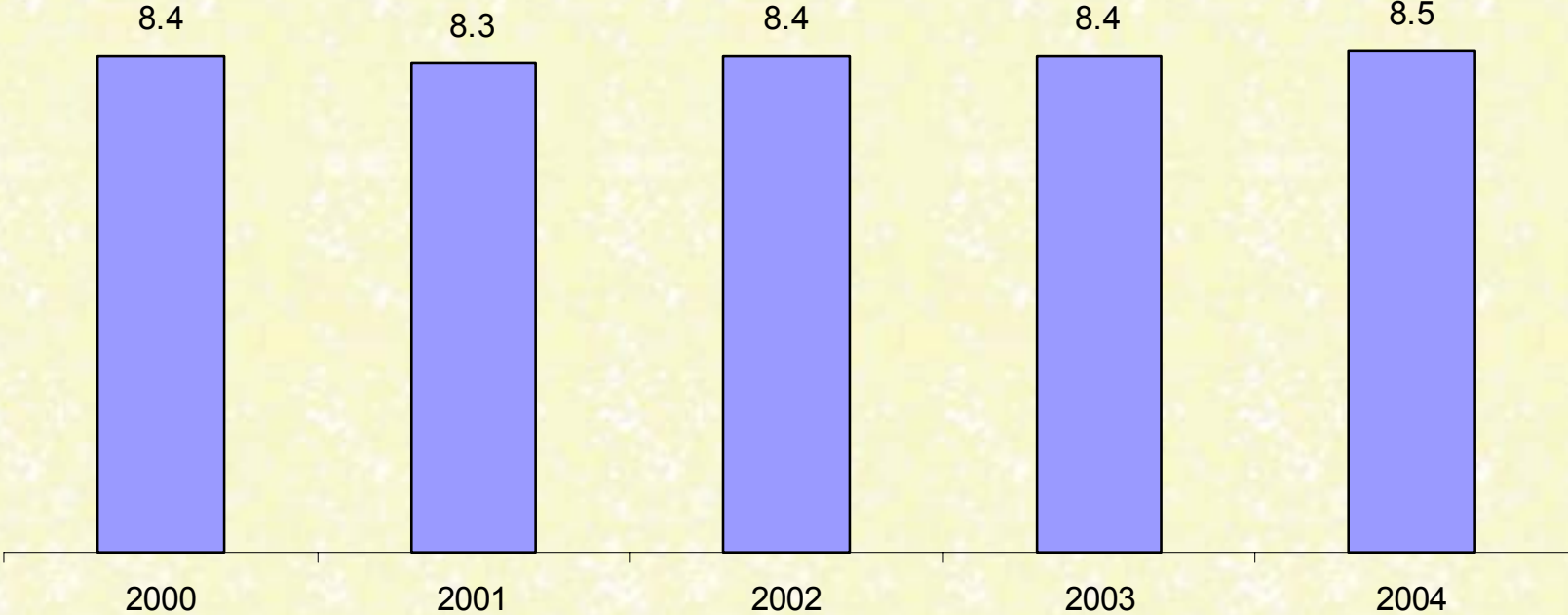
Over three-quarters of Public Library users in the past 12 months (82%) rate their performance 8-10/10 ...

... and practically none rate them on the bottom 3 points on the scale

4.1.1b Trends in Overall Satisfaction

NB: 95% CL's are at least .20

Chart 21: Trends in Overall Satisfaction Data



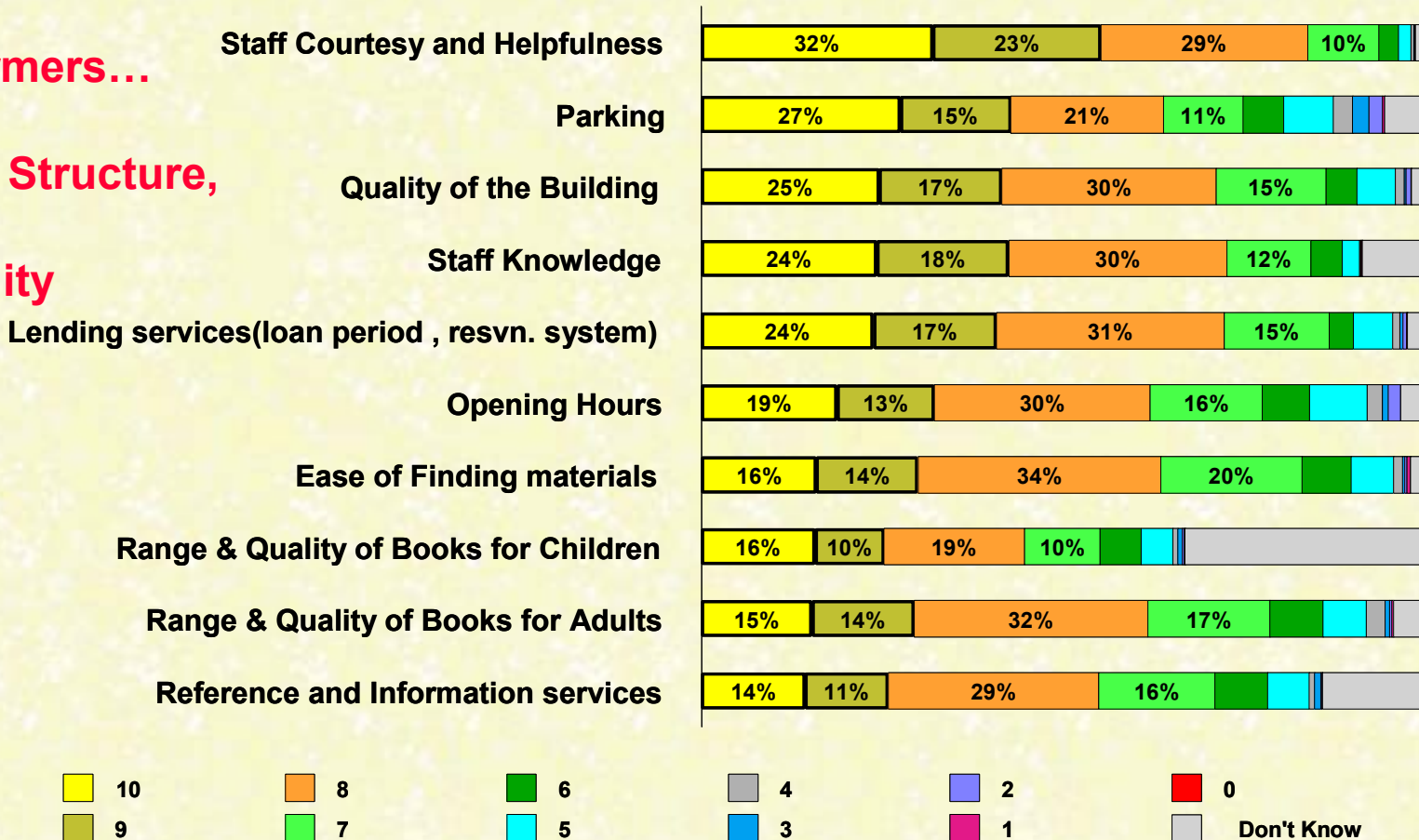
Directional but not yet significant upward trend

4.2a Performance in Key Aspects

Chart 23: Using a scale from 0 to 10, where 0 stands for 'Very Poor' up to '10' standing for 'Excellent', please rate the Library on ...

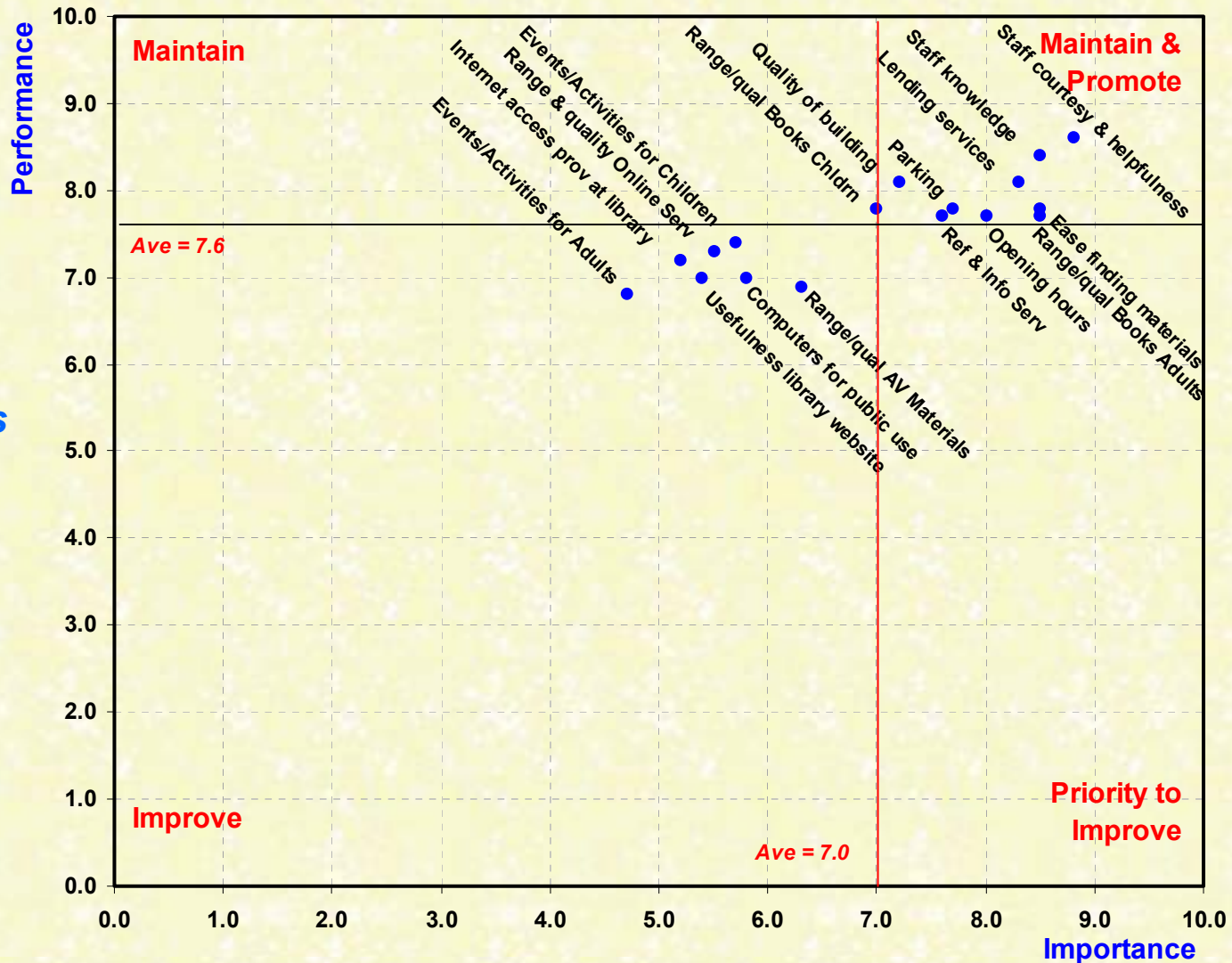
Key Performers...

- Staff,
- Physical Structure,
- Service & Availability



4.2b Library Attributes

Library Attributes: Performance v. Importance

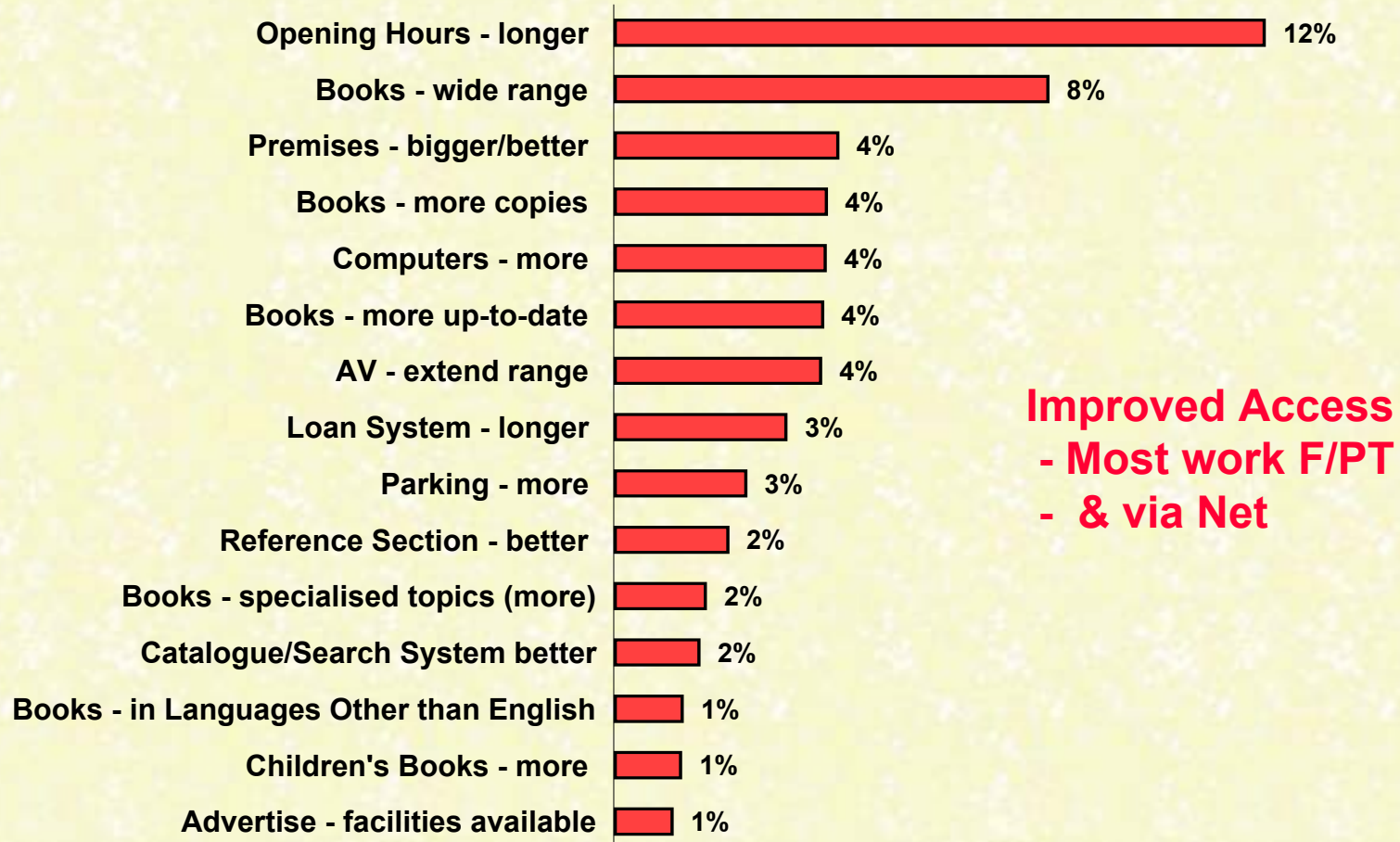


Performance reflects Priorities

NB 95% CL's are
 •20 ↑
 •10 →

4.2c Suggested Improvements

Chart 24: If you could suggest just one improvement to your library what would it be?

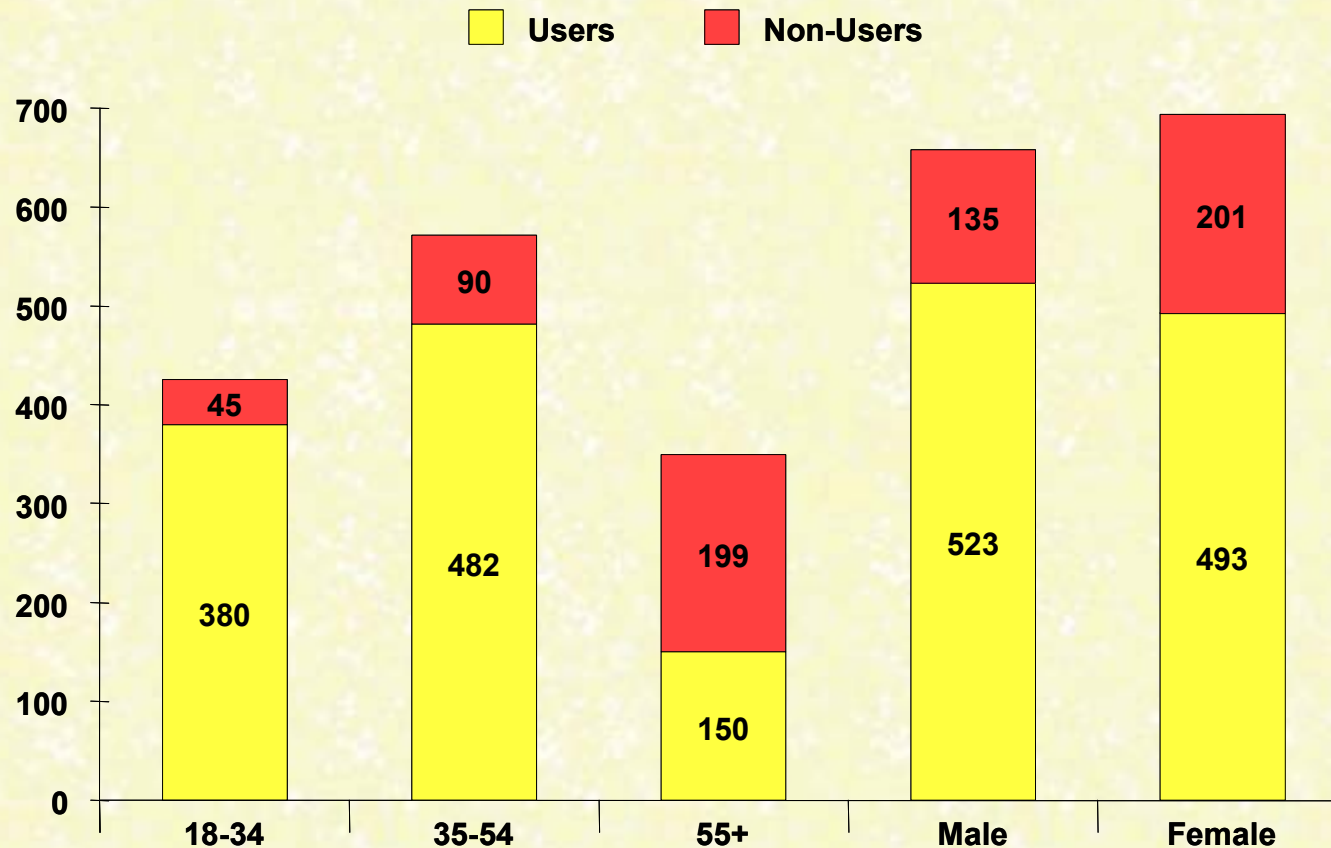


5. Internet Usage

5.1 Incidence of Internet Usage Generally (by Demographics)

Chart 34: Internet Usage by Demographics (No's in 000's)

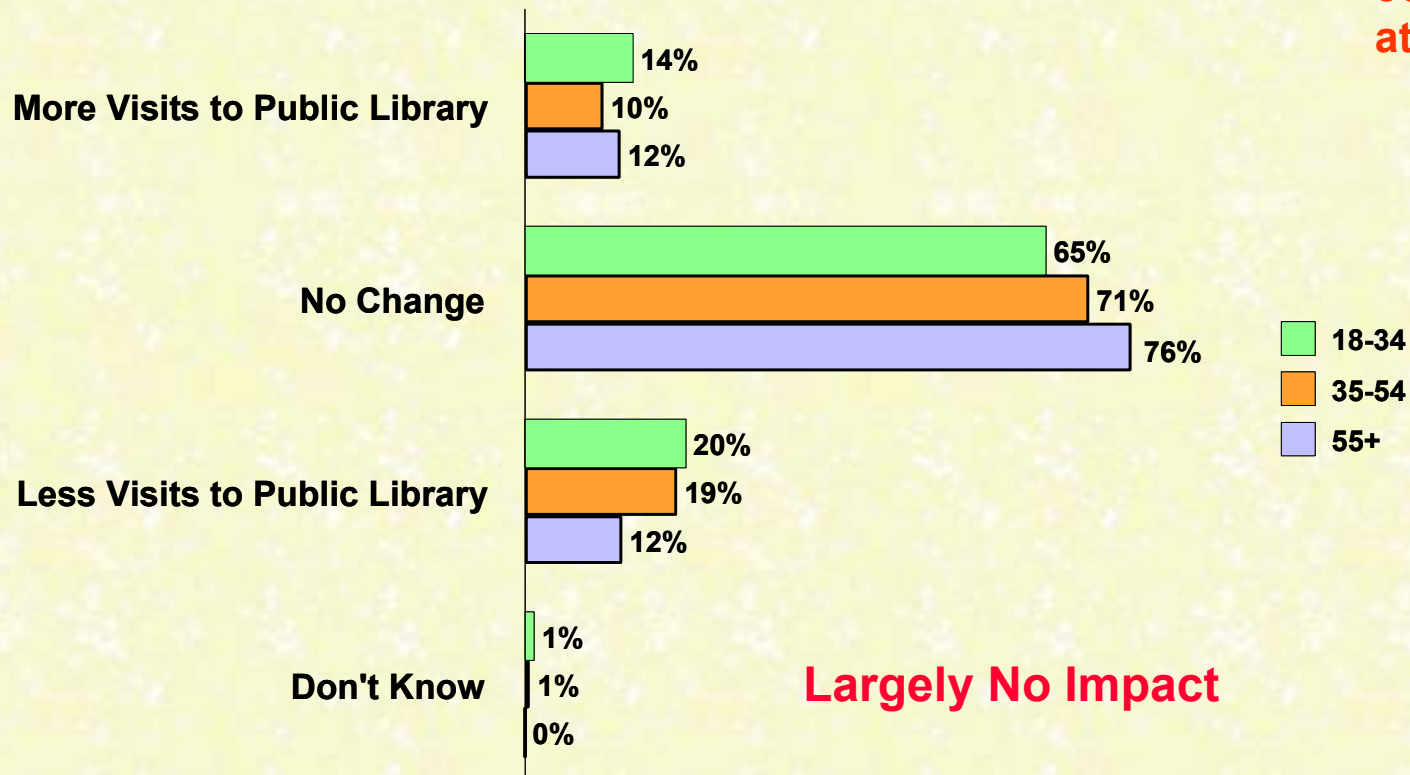
Most 55+'s don't use the Net



About 1 million internet users in the region plus children

5.2 Recent Users – The Internet & the Library

**Chart 37: Has your use of the Internet changed the number of visits you've made to public libraries in the last 12 months?
Would you say there's been ...**



**86% use the net
at home – a Link?**

Largely No Impact

6. *Recap*

6.1 Recap

- **The majority of adults (55%) have used a Public Library in the last 12 months; but 11% have never entered.**
- **Females use Libraries slightly more – maybe partly because of children.**
- **The community generally thinks Library Services are very important (- 76% give 10/10).**
- **The Staff, Books, (Re)Search Facilities & Children are considered the more important aspects.**

6.2 Recap

- **Perhaps the attraction to Non-Users can be enhanced more via gap filling, eg. AV & internet in time?**
- **Users (last 12 months) rate the performance of Library services generally as high (82% give 8-10/10).**
- **The key individual aspects rated as performing highly are ..**
 - **Staff**
 - **Physical Structure**
 - **Service/Availability**
- **More access is sought by users – physically, & via the Net? – a good sign.**

Regional Libraries Community Survey 2004

End