

# public libraries users survey

In this time of financial constraint it is important for libraries to understand the impact that diversification, changes to service provision, the prominence of on-line and digital resources and an increase in self-service facilities has on their customers.

The CIPFA Public Library Users Survey is the leading tool for understanding user attitudes to libraries across the UK. Initially developed in 1993, it has a database of thousands of libraries to draw from, and will allow you to not only review your own situation but to measure it against the national picture.

## The CIPFA Service

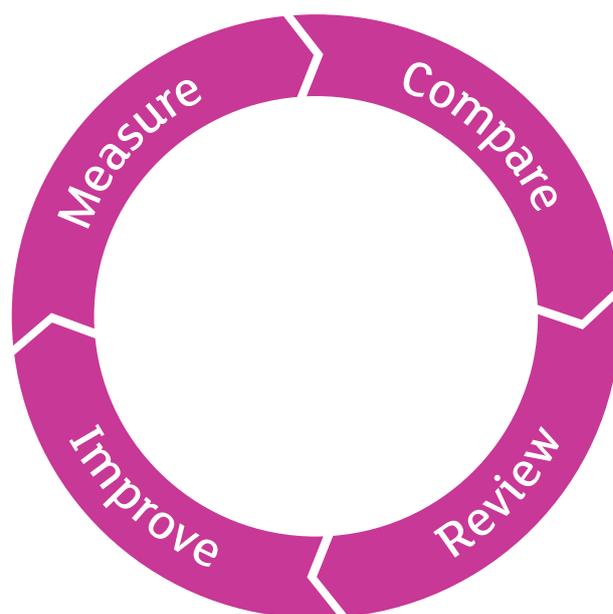
We provide you with a questionnaire that is updated to reflect the needs of the sector, both online and hard copy options to collect and return customer feedback. We scan and analyse your returns and will deliver a comprehensive, comparative report on your results.

## Library surveys on the web

We have launched a new service for libraries, allowing your users to complete the survey on-line, cutting down even further on any staff administration and improving result turnaround times.

### Participating authorities have used the survey to:

- inform future developments and improve services
- review changes following library promotion or marketing, or following changes to services
- generate action plans
- track progress against plans



## The benefits of the survey

- benchmark your results against other authorities
- develop action plans and track their progress
- gain customer insight on how to improve services
- obtain evidence to guide the future development of libraries
- track usage over time
- identify savings
- identify who uses the service and what they use it for
- better understand usage at a national level
- understand usage across segments of society

### Further information

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T: **020 7543 5600**

Go to our website: [cipfa.org/services/research](http://cipfa.org/services/research)

## Your customers say...

Recent surveys have highlighted the following:

Customers are still awarding services high scores to libraries, although closures or reduced opening hours has reduced the numbers of visitors.

Library computer use is far higher for those living in the most deprived areas. This group also rate the computer services far higher.

Book borrowing is more prevalent with people living in the least deprived neighbourhoods.

People who are retired are more likely to borrow books regardless of what area they live in.

As well as offering bespoke research services we also provide well established comparable national customer research for:

- UK archive visitors
- UK archive remote users
- Library users (young people)
- Finance users