CIPFA The Chartered Institute of Public Finance & Accountancy

Public Library Users Survey National Report 2018

A survey of adult visitors to public libraries in England and Wales

October 2018

Contents

1. Foreword

As highlighted in the comparison of CIPFAstats for libraries (see Appendix 4), in the past five years libraries have witnessed a decline in number, hours open to the public, visitors and issues.

Notwithstanding this decline, libraries continue to attract a diverse population for many differing purposes. Beyond the borrowing of books, asking questions and using the computers, libraries are a highly social space running a multitude of activities for visitors both young and old. For many it has also become somewhere where they can give something back through volunteering.

Libraries have an extensive history; one has recently been uncovered in Cologne, Germany and is thought to date back to the second century AD and may have contained up to 20,000 scrolls. It is described as a public library in the marketplace or forum, ie the public space, in the city centre. What future now for public libraries?

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2. Executive Summary

Our research suggests that half of library visitors come with the intention of borrowing a book while around three in ten do so either to use a library computer or find something out. Of these three groups, their success in achieving their intention is high with 85% able to borrow a book, 89% able to use a computer and 80% having found something out.

Interestingly, although the books (choice and physical condition), computers and information provision were more likely to be rated as good, rather than very good, we find that overall the library service is rated as very good. However, this may be a reflection of the fact that when asked what they think of their library, some 67% of respondents rated the customer care as very good.

Some six in ten library visitors stated that the library has helped them most with study or learning, while one-third also report that it has helped with health and wellbeing, getting online and meeting people.

Females account for approximately two-thirds of all respondents. Furthermore, we find that among females those aged 25–44 are the largest age group, while for males it is those aged 45–64.

From an economic activity perspective, the largest group consists of those who described themselves as employed or self-employed on a full or part-time basis (41%). The second largest group were those who reported they were retired whether they were receiving a pension or not (32%). It is worth noting that this contrasts quite significantly with data from the 2011 Census, ie some 65% of the general population are employed or self-employed on a full or part-time basis and just 14% are retired whether they are receiving a pension or not.

Library users are a more ethnically diverse group compared to the general population, with larger proportions of black, Asian and mixed ethnic visitors. This diversity is also reflected in the religious make-up and sexual orientation of library visitors.

There are a series of strong correlations between the index of multiple deprivation (IMD) of where a survey respondent lives and various aspects about themselves as well as their relationship and usage of the library. For example, those that live in areas of high deprivation are more likely to come to the library to find something out or use a computer, while those living in areas of low deprivation do so to borrow a book. Furthermore, those living in areas of high deprivation will by comparison travel shorter distances possibly as a consequence of visiting on foot.

We have identified two principle groups of library users who can be distinguished by a number of factors, including: the index of multiple deprivation of where they reside; their economic status; the rural-urban classification of where they reside; and their age. Again there are marked differences between these two groups related to their relationship and usage of the library. For example, their intention to borrow a book or to use a library computer as well as the ways in which the library has helped them.

3. Introduction

The Public Library Users Survey (PLUS) is a survey of adult visitors to public libraries.

This report features the results of 33 library services. These services achieved 116,684 responses across 548 libraries, with an average response rate of 77%. The surveys occurred in the financial years 2015/16, 2016/17 and 2017/18.

All results have been rounded to whole figures. This may lead to instances where the total does not equal 100%.

Unless otherwise stated, data sourced from the 2011 Census is for England and Wales where residents are aged 16 years or older.

4. Method

PLUS is a cross-sectional, self-complete, paper-based survey. Library services are able to choose whether they want to run the survey as a census, ie survey every library visitor, as a sample (where a certain number of visitors are surveyed) or as a combination of the two. In general, the decision to run a survey as a census or sample depends on the number of visitors to each library. For example, libraries with less than 30 visitors a week would be advised to undertake a census survey, otherwise an insufficient number of responses will be received. Libraries with more than 1,000 adult visits per week may decide to undertake a sample survey because 1,000 responses are not required for the results to be representative.

For libraries that choose to undertake a sample survey, we have advised that they adopt the following method to create a random sample:

- Select the number of surveys to be issued over the course of the week, eg 400.
- Divide the opening hours of the library by two to identify the number of survey slots, eg 40 hours divided by 2 = 20 survey slots.
- Divide the number of surveys by the number of slots to identify how many surveys need to be handed out within each survey slot, eg 400 divided by 20 = 20.
- Therefore, in this example, no more than 20 surveys will need to be issued every two hours over the course of the week.

Regardless of the survey method chosen, all libraries are expected to record the number of visitors that refuse to accept a survey, according to the visitor's gender and estimated age group. The age-group classification system is: under 25; 25–44; 45–64; 65 or older. This is collected in order to ascertain the level of bias in the survey results. For more information, see Appendix 1 – Refusal Profile.

5. Report

5.1 This Library

Table A1: What do you think of this library?

	Very good	Good	Adequate	Poor	Very poor	Cases
Opening hours	52%	36%	10%	2%	0%	107,018
Attractiveness of the library outside	37%	40%	19%	3%	1%	99,907
Attractiveness of the library inside	50%	39%	10%	1%	0%	100,772
Standard of customer care	67%	28%	4%	1%	0%	103,060

**Percentages are calculated within each row.*

The highest rated aspect, based on the proportion of respondents stating that it is ‘very good’ is the standard of customer care. Conversely the lowest rated aspect is the attractiveness of the library outside. This is further confirmed by the fact that some 23% rated the outside of the library as either ‘adequate’, ‘poor’ or ‘very poor’, whereas only 5% of respondents rated the standard of customer care as ‘adequate’ or ‘poor’.

Table A2: What was your primary method of travel to this area / library today?

On foot	45%
Private transport, eg car, motorbike	32%
Public transport, eg bus, train, metro / tram	21%
Bicycle	2%
Other	1%
Cases	104,530

**Percentages are calculated within the column. Results are sorted in descending by percentage.*

The greatest proportion of library visitors arrived on foot (45%), while close to one-third (32%) used private transport and one-fifth (21%) used public transport.

Those who make use of public transport appear to travel on average greater distances (6.3km) compared to those using private means of transport (4.2km) (nb the average distance is based on the straight line distance from the visitors place of residence to the library, it is not the actual distance travelled). However, those who visited on foot live the closest, ie on average they live 2.6km away, while those using a bicycle live, on average, some 4.0km away.

5.2 Books

Table B1: Book borrowing

	Yes	No	Cases
Did you come to this library today intending to borrow one or more books?	50%	50%	107,338
Did you actually borrow one or more books today?	45%	55%	104,990

**Percentages are calculated within each row.*

Half of all library visitors came to the library with the intention of borrowing a book. Furthermore, close to half (45%) of all visitors did borrow a book.

Table B2: Book borrowing – intentions by success

		Did you actually borrow one or more books today?		
		Yes	No	Cases
Did you come to this library today intending to borrow one or more books?	Yes	85%	15%	59,405
	No	5%	95%	45,109

**Percentages are calculated within each row.*

Of those who positively stated ‘yes’ that they had intended to borrow a book (50% of all visitors), some 85% succeeded in doing so.

Table B3: What do you think of the books in this library?

	Very good	Good	Adequate	Poor	Very poor	Cases
Choice	38%	43%	16%	2%	0%	106,680
Physical condition	40%	49%	10%	1%	0%	95,207

**Percentages are calculated within each row.*

Survey respondents rated the physical condition of the library books only slightly more highly than that of the choice, with 81% combined stating that the choice of books was ‘very good’ and ‘good’ whereas the equivalent score for the physical condition was 89%.

5.3 Computers

Table C1: Computer usage

	Yes	No	Cases
Did you intend to use a library computer during your visit today?	28%	72%	111,712
Did you actually use a library computer during your visit today?	26%	74%	110,518

**Percentages are calculated within each row.*

Close to three in ten library visitors came to the library intending to make use of the computers, while slightly more than one in four of all visitors actually used a library computer.

Table C2: Computer usage intentions by success

		Did you actually use a library computer during your visit today?		
		Yes	No	Cases
Did you intend to use a library computer during your visit today?	Yes	89%	11%	26,762
	No	2%	98%	83,413

**Percentages are calculated within each row.*

Of those who intended to use a library computer, close to nine in ten succeeded in doing so.

Table C3: Did you use your own computer during your visit today?

Yes	13%
No	87%
Cases	107,070

**Percentages are calculated within the column.*

Approximately one in every eight survey respondents used their own computer in the library.

Table C4: What do you think of the computer facilities in this library?

Very good	32%
Good	46%
Adequate	19%
Poor	2%
Very poor	1%
Cases	96,329

**Percentages are calculated within the column.*

Whether they used a library computer, brought their own computer, or did not use a computer at all, the majority of respondents rate the computer facilities quite highly.

5.4 Finding Information

Table D1: Did you come here today to find something out?

Yes	31%
No	69%
Cases	111,494

**Percentages are calculated within the column.*

Slightly more than three in ten survey respondents came to the library in order to find something out.

Table D2: If you came here today to find something out, did you succeed?

Yes	51%
In part	14%
No	35%
Cases	59,417

**Percentages are calculated within the column.*

Regardless of whether they intended to find something out or not, more than half of all respondents to this question stated that 'yes' they did succeed in finding something out. However, it should be noted that of the 116,684 individuals taking part in the survey, only 59,417 (51%) answered this question.

Table D3: Intending to find information by success

		If you came here today to find something out, did you succeed?			
		Yes	In part	No	Cases
Did you come here today to find something out?	Yes	80%	16%	4%	29,947
	No	15%	12%	73%	27,339

**Percentages are calculated within each row.*

Of those who confirmed that they had intended to find something out, some 80% succeeded in doing so.

Table D4: What do you think of the information provision in this library?

Very good	36%
Good	50%
Adequate	14%
Poor	1%
Very poor	0%
Cases	103,416

**Percentages are calculated within the column.*

Overall, regardless of whether they had visited the library intending to find something out, the majority of library visitors rated information services highly with some 86% stating that was either ‘very good’ or ‘good’.

5.5 Overall

Table E1: Taking everything into account, what do you think of this library?

Very good	55%
Good	38%
Adequate	6%
Poor	1%
Very poor	0%
Cases	114,342

**Percentages are calculated within the column.*

Clearly libraries are rated highly, and as can be noted in Table E1 above, survey respondents are more inclined to rate the library as being ‘very good’ (55%), rather than ‘good’ (38%).

Table E2: Comparison of ratings

	Very good	Good	Adequate	Poor	Very poor	Cases
What do you think of this library? Standard of customer care	67%	28%	4%	1%	0%	103,060
Taking everything into account, what do you think of this library?	55%	38%	6%	1%	0%	114,342
What do you think of this library? Opening hours	52%	36%	10%	2%	0%	107,018
What do you think of this library? Attractiveness of the library inside	50%	39%	10%	1%	0%	100,772
What do you think of the books in this library? Physical condition	40%	49%	10%	1%	0%	95,207
What do you think of the books in this library? Choice	38%	43%	16%	2%	0%	106,680
What do you think of this library? Attractiveness of the library outside	37%	40%	19%	3%	1%	99,907
What do you think of the information provision in this library?	36%	50%	14%	1%	0%	103,416
What do you think of the computer facilities in this library?	32%	46%	19%	2%	1%	96,329

**Table sorted in descending order by % of 'very good'.*

The most highly rated aspect of library provision was the library staff, with the standard of customer care scoring the highest rating of very good at 67%.

5.6 The Library and You

Table F1: How long have you been using this library?

This is my first visit	6%
Less than 1 year	16%
Between 1 and 3 years	18%
More than 3 years	60%
Cases	112,339

**Percentages are calculated within the column.*

The majority of library visitors could be classified as long-term users with some 60% reporting that they have been using the library for three years or more. However, some 22% are relatively new users having either just started using the library, or have been using the library for less than a year.

We find that from library service to library service the proportions who state that they are first time visitors ranges from as low as 2%, to as high as 13%. Furthermore, the proportions who are either first time users, or have been using the library for less than a year, varies from 9% to 39%. Clearly some library services are better at attracting new visitors than others.

Table F2: Has using this library helped you with…

Study/learning?	59%
Health and wellbeing?	34%
Getting online?	33%
Meeting people?	33%
Family/relationships?	19%
Your retirement?	18%
Job seeking?	15%
Your job?	11%
Personal finance/consumer matters?	9%
Cases	96,867

**Percentages are calculated within the column. Sorted in descending order by activity. The total will not sum to 100% as the question is multiple choice.*

Close to six in ten respondents stated that the library has helped them with study/learning, with around one in three claiming it has helped with health and wellbeing, getting online and meeting people.

5.7 About You

Table G1: Age group

Under 25	9%
25–44	34%
45–64	29%
65–74	18%
75 or over	11%
Cases	101,591

**Percentages are calculated within each column.*

Overall more respondents are aged 25–44 compared to any other age group. The second largest group being those aged 45–64. These figures contrast quite significantly with that for the 2011 Census. Generally, there are smaller proportions for those aged under 65 using libraries (72% library survey cf 80% census) but larger proportions of those aged 65 or older (29% library survey cf 21% census).

Table G2: Gender

Female	62%
Male	38%
Cases	106,546

**Percentages are calculated within each column.*

Females are much more likely to be users of the library service compared to males with slightly more than six in ten visitors being female. In comparison with the results for the 2011 Census we find that there are far greater proportions of females using the library (62% library survey cf 51% census) and far smaller proportions of males (38% library survey cf 49% census).

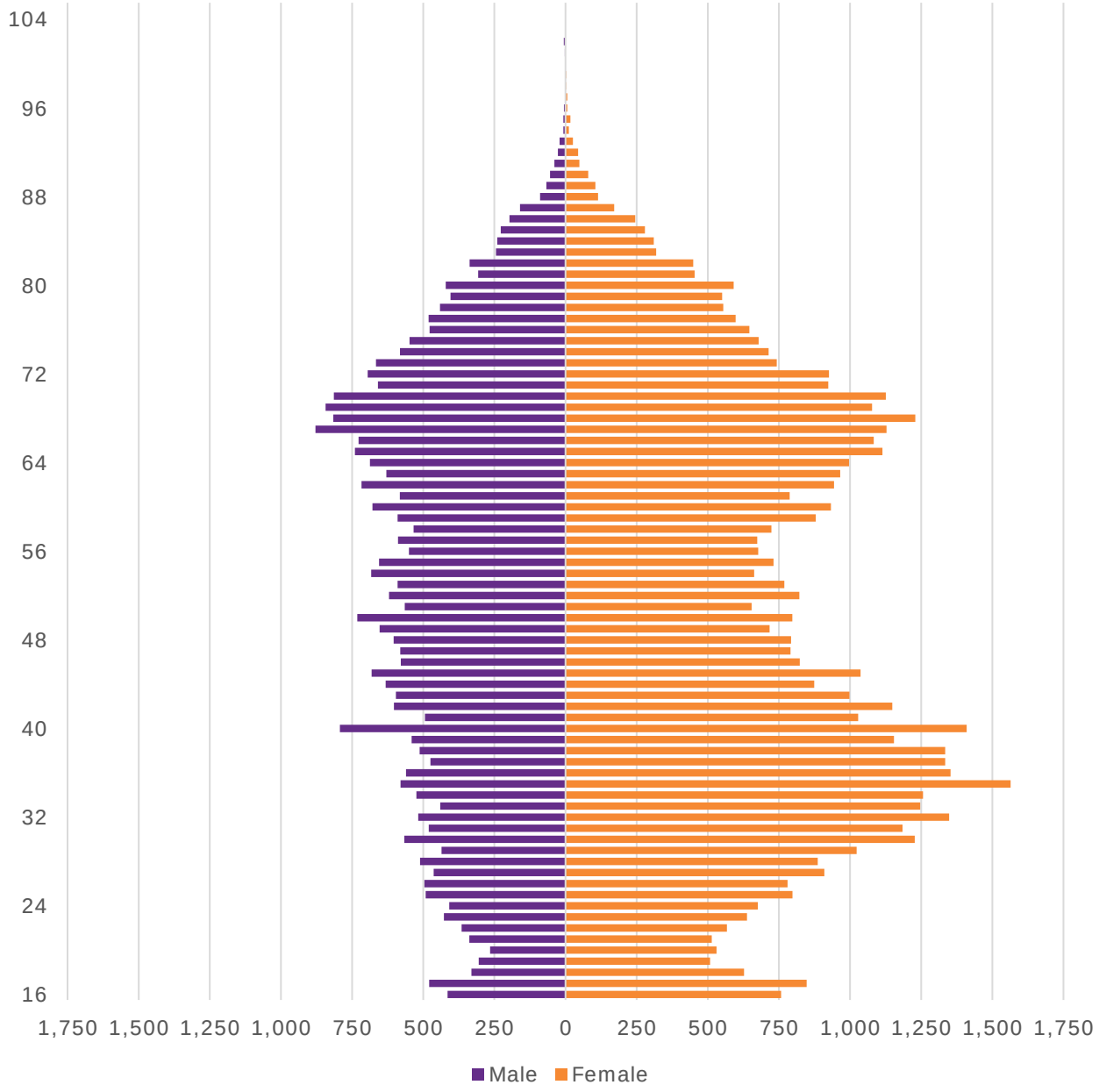
Table G3: Age group by gender

		Are you	
		Female	Male
Age group	Under 25	9%	9%
	25–44	37%	28%
	45–64	26%	32%
	65–74	16%	19%
	75 or over	10%	12%
	Cases	64,175	35,800

**Percentages are calculated within each column.*

There is clearly a gender split when it comes to age, ie the largest female group are those aged 25–44 while for males it is those aged 45–64. Furthermore, while for females some 26% are aged 65 or older, for males the proportion is 31%.

Chart G1: Frequency of age by gender



The chart above visually illustrates the spread of ages by gender. There are many more females than males, and while for males the most predominate age spike is at or around the late 60s to early 70s, for females there are two clearly discernible age spikes occurring in the 30s and in the 60s. Regardless, a statistical comparison would show that the average age for males is 52 compared to 49 for females.

Table G4: Employment status – are you currently…

Employed or self-employed, full- or part-time?	41%
Retired (whether receiving a pension or not)?	32%
Unemployed?	9%
A student?	7%
Looking after the home or family?	7%
Long-term sick or disabled?	3%
Other	1%
On a government sponsored training scheme?	0%
Cases	93,689

**Percentages are calculated within each column and are sorted in descending order by employment status.*

Reinforcing the picture of age groups, we find that the largest group as defined by employment status are those who are employed or self-employed either on a full-time or part-time basis. The second largest group are those who self-identified as being retired – regardless of whether they receive a pension or not.

Table G5: Economic activity comparison

	Library Survey	Census 2011
Employed or self-employed, full or part-time? (nb To allow for a direct comparison with the Census outputs those who self-classified themselves as on a government sponsored training scheme in the library survey have been amalgamated with this group.)	41%	65%
Retired (whether receiving a pension or not)?	32%	14%
Unemployed?	9%	4%
A student?	7%	6%
Looking after the home or family?	7%	4%
Long-term sick or disabled?	3%	4%
Other	1%	2%
Cases	93,689	41,126,540

Table G5: Economic activity comparison shows that compared with figures from the Census 2011, libraries are more likely to attract those classified as either retired, unemployed, and looking after the home or family. Correspondingly, they are less likely to be frequented by those classified as employed or self-employed (full or part-time). This may well be a reflection of the older profile of library users compared with that for the 2011 Census.

Table G6: Please indicate if you consider yourself to have any of the following disabilities/conditions

None/not applicable	76%
Mobility	10%
Hearing	7%
Mental health problem	6%
Dexterity	4%
Learning disability	3%
Eyesight	3%
Other, please state	3%
Cases	87,202

**Percentages are calculated within the column and sorted in descending order by disability/condition. The total will not sum to 100% as the question is multiple choice.*

The majority of library visitors do not consider themselves to have a disability or condition. However, some 24%, or one in four, of individuals do have one or more disabilities or conditions.

Evaluating the responses to this question combined with that for economic activity, we find that among those classified as long-term sick or disabled, some 49% have a mobility issue and 56% a mental health issue. Furthermore, among those who are retired we find that 19% have a mobility issue and 15% an issue with hearing. Finally on this topic, among those that are unemployed, more than one in eight respondents (14%) have a mental health problem.

Table G7: What is your ethnic group?

	Library Survey	Census 2011
White	77.4%	86.0%
Asian/Asian British	11.1%	7.5%
Black/African/Caribbean/Black British	7.7%	3.3%
Mixed/multiple ethnic groups	2.7%	2.2%
Other ethnic group	1.1%	1.0%
Cases	93,802	56,075,912

**Percentages are calculated within each column and sorted in descending order by ethnic group. To aid direct comparison, figures are displayed to one decimal point.*

Libraries appear to attract a more ethnically diverse population compared to Census data for England and Wales, ie a smaller proportion of those who self-classified as white but larger proportions of black, Asian and mixed ethnic groups.

Table G8: What is your religion?

	Library Survey	Census 2011 (excludes those who did not state their religion)
Christian	53.1%	63.9%
No religion	29.3%	27.1%
Muslim	9.3%	5.2%
Other	3.0%	0.5%
Hindu	2.3%	1.6%
Buddhist	1.2%	0.5%
Sikh	1.1%	0.8%
Jewish	0.7%	0.5%
Cases	73,390	52,037,880

**Percentages are calculated within each column and sorted in descending order by religion. To aid direct comparison, figures are displayed to one decimal point.*

Again, as with ethnicity, libraries attract a more diverse audience compared to the general populations of England and Wales as reported in the Census 2011. Essentially, there is a smaller proportion of Christians but larger proportions of all other religions.

Table G9: What are your living arrangements?

	Library Survey	Census 2011
Married	54%	46%
Single	25%	26%
Cohabiting	6%	12%
Widowed	6%	6%
Divorced	5%	7%
Separated	3%	2%
Civil-partnered	2%	1%
Surviving partner from a same-sex civil partnership	0%	6%
Formerly in a same-sex civil partnership which is now legally dissolved	0%	7%
Cases	58,013	44,533,150

**Percentages are calculated within each column and sorted in descending order by living arrangements.*

Table G10: Living in a couple

	Library Survey	Census 2011
Persons living in a couple	62%	58%
Persons not living in a couple	38%	42%
Cases	58,013	44,533,150

**Percentages are calculated within each column.*

Generally library services attract those who are more likely to be living in a couple than not, this is especially true for those who are married. Interestingly results for the following groups are quite similar: single; widowed; divorced; separated; and civil-partnered. But are highly dissimilar for those who are: married; cohabiting; a surviving partner from a same-sex civil partnership; and formerly in a same-sex civil partnership which is now legally dissolved.

Table G11: Which of the following options best describes how you think of yourself?

	Library Survey	Sexual identity, UK: 2016 (excludes those who did not answer the question)
Heterosexual/straight	94.9%	97.4%
Gay/lesbian	2.0%	1.3%
Other	1.7%	0.6%
Bisexual	1.4%	0.8%
Cases	56,385	44,559,000

**Percentages are calculated within each column and sorted in descending order by sexual orientation. To aid direct comparison, figures are displayed to one decimal point.*

Source: Annual Population Survey (APS), Office for National Statistics (England and Wales).

As with other protected characteristics as defined by the Equalities Act 2010, we find that library services attract a more diverse mix of those with a sexual identity of other than heterosexual or straight. Whereas across England and Wales some 2.6% describe themselves as gay, lesbian, bisexual or other, of library users the equivalent figure is 5.1%, ie almost twice as many.

5.8 Postcode Analysis

Table H1: Urban / rural analysis

	Library Survey	Key population figures
Urban	88.0%	80.6%
Rural	12.0%	19.4%
Cases	90,038	54,809,000

**Percentages are calculated within each column. To aid direct comparison, figures are displayed to one decimal point.*

Source: 2009 Middle Layer Super Output Area Mid-Year Population Estimates, Office for National Statistics.

Table H2: Sparsity analysis

	Library Survey	Key population figures
No	98%	98%
Yes	2%	2%
Cases	90,038	54,809,000

**Percentages are calculated within each column. To aid direct comparison, figures are displayed to one decimal point.*

Source: 2009 Middle Layer Super Output Area Mid-Year Population Estimates, Office for National Statistics.

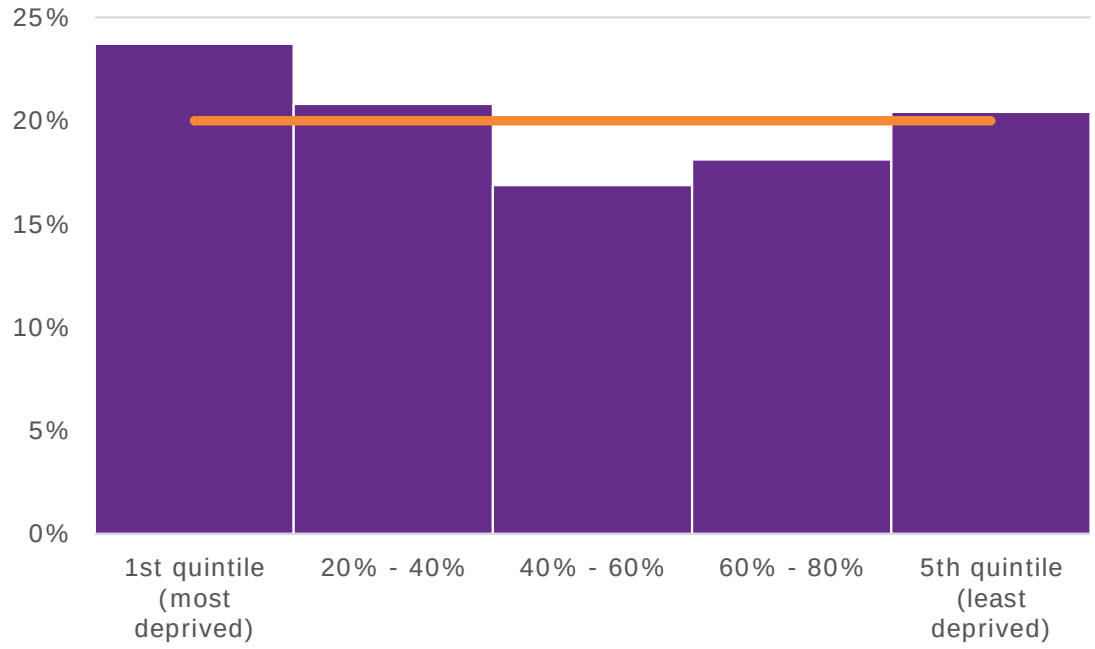
Clearly those living in rural areas are less likely than their urban counterparts to make use of library services. This could possibly be as a consequence of the distance travelled, ie those living in urban areas live on average 3.0km from the library whereas those in rural areas are on average 6.8km from their nearest library. Furthermore, the perceived lack of access to public transport and reliance on access to private transport may also further discourage visits to the library.

Table H3: Index of Multiple Deprivation (IMD)

1st quintile (most deprived)	24%
20%–40%	21%
40%–60%	17%
60%–80%	18%
5th quintile (least deprived)	20%
Cases	81,533

**Percentages are calculated within each column.*

Chart H1: Index of Multiple Deprivation (IMD)

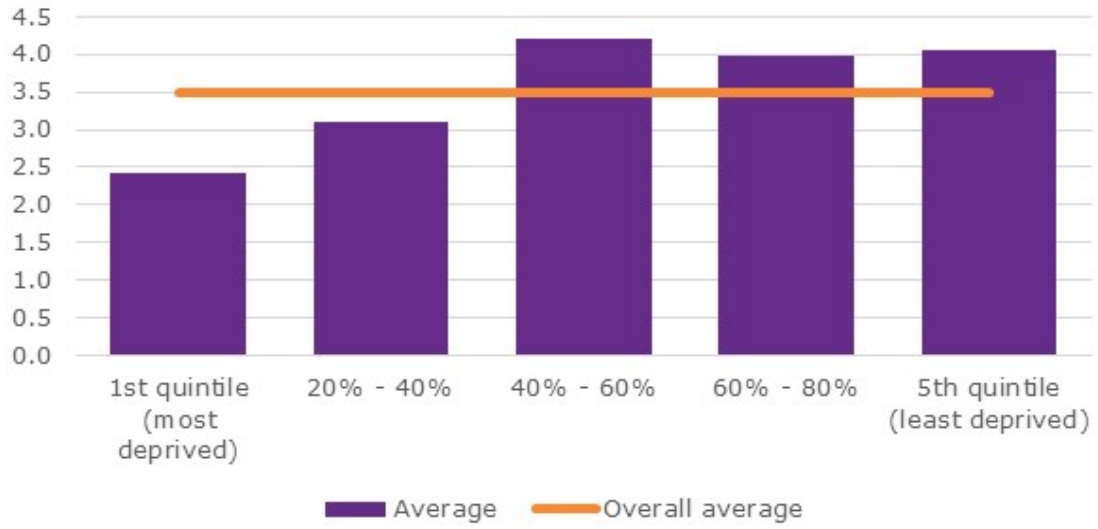


As can be seen in the table and chart above, the profile of library visitors shows larger proportions of respondents living in areas of highest deprivation and, generally, fewer respondents living in areas of low deprivation.

Table H4: Average distance travelled by IMD Quintile (kilometres**)**

1st quintile (most deprived)	2.43
20%–40%	3.11
40%–60%	4.20
60%–80%	3.98
5th quintile (least deprived)	4.05
Overall average	3.48

Chart H2: Average distance travelled by IMD Quintile (kilometres)



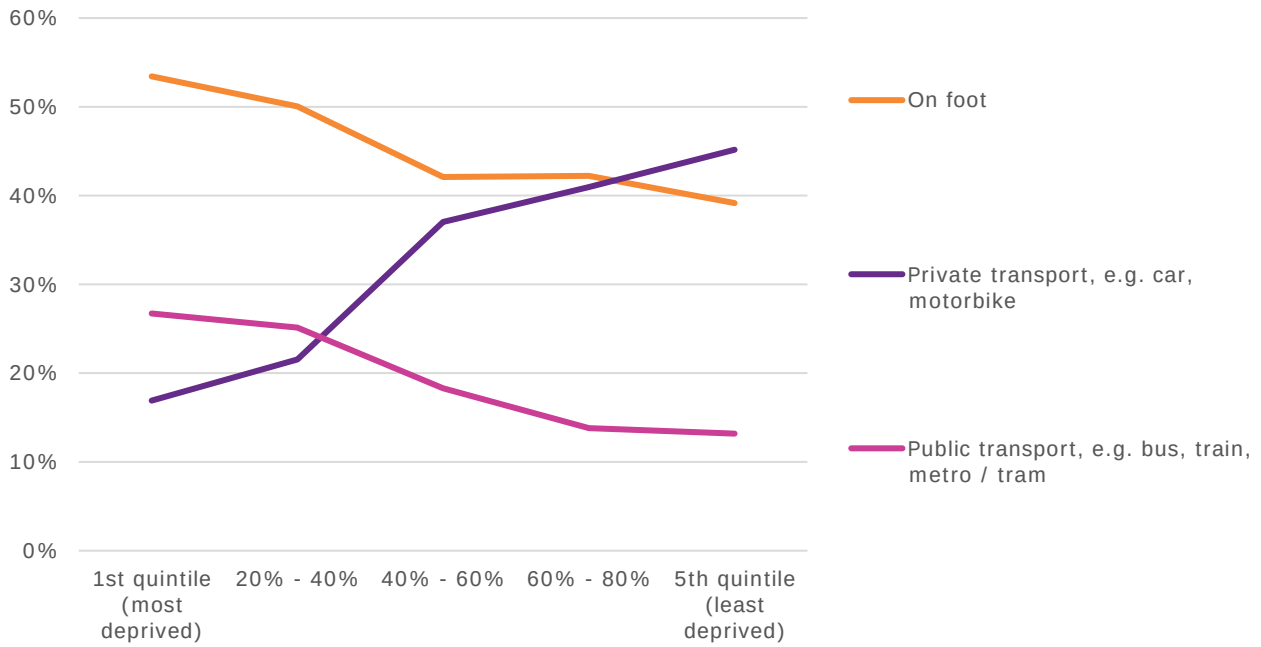
Overall, on average, survey respondents live just under 3.5km from the library (nb this is the straight line distance from the library rather than a measure of the actual route taken). However, as the above table and chart illustrate, those living in the most deprived areas travel less distance than those living in the least deprived areas. This may be as consequence of their preferred mode of transport (see Table H5).

Table H5: What was your primary method of travel to this area / library today by IMD quintile?

	1st quintile (most deprived)	20%–40%	40%–60%	60%–80%	5th quintile (least deprived)
On foot	53%	50%	42%	42%	39%
Public transport, e.g. bus, train, metro / tram	27%	25%	18%	14%	13%
Private transport, e.g. car, motorbike	17%	22%	37%	41%	45%
Bicycle	2%	3%	2%	2%	2%
Other	1%	1%	1%	1%	0%

**Table sorted in descending order by 1st quintile. Percentages are calculated within each column.*

Chart H3: What was your primary method of travel to this area / library today by IMD quintile?



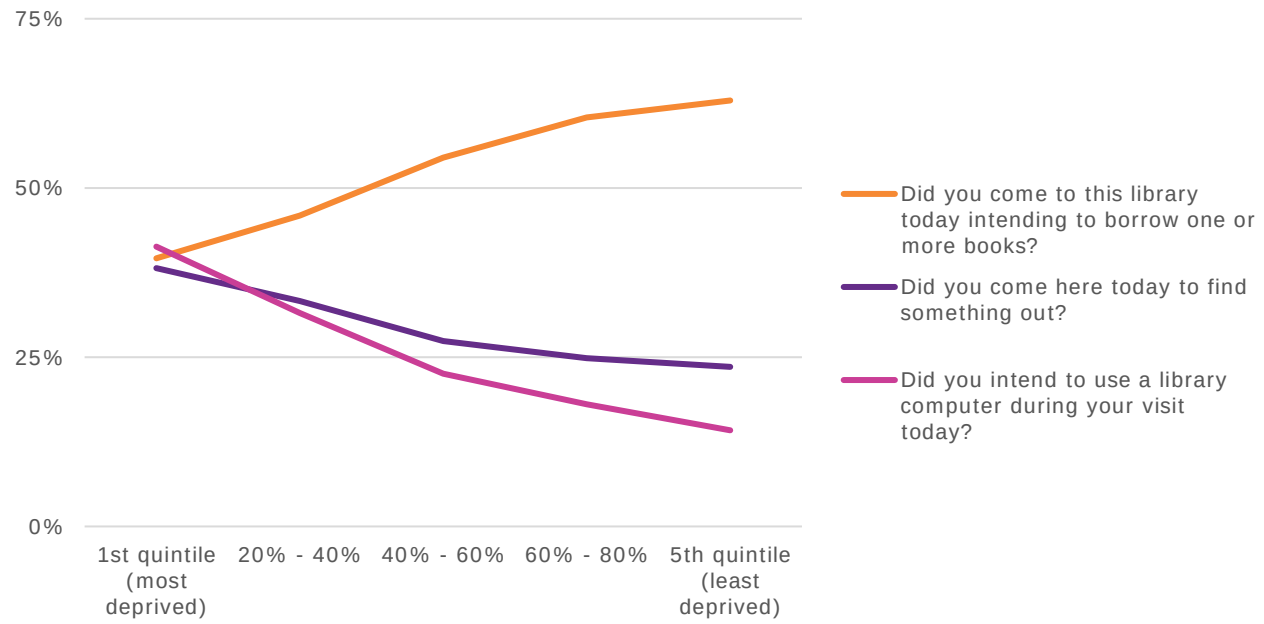
As can be seen clearly in the table and chart above, there are significant difference across each IMD quintile for the various modes of transport. For example, those that live in the most deprived areas are far more likely to get to the library on foot, while those that live in the least deprived areas are more likely to use private transport. Furthermore, as deprivation decreases so reliance on public transport also decreases.

Table H6: Intention to use, borrow or find by IMD quintile

	1st quintile (most deprived)	20%–40%	40%–60%	60%–80%	5th quintile (least deprived)
Did you intend to use a library computer during your visit today?	41%	32%	23%	18%	14%
Did you come to this library today intending to borrow one or more books?	40%	46%	54%	60%	63%
Did you come here today to find something out?	38%	33%	27%	25%	24%

**Table sorted in descending order by 1st quintile.*

Chart H4: Intention to use, borrow or find by IMD quintile



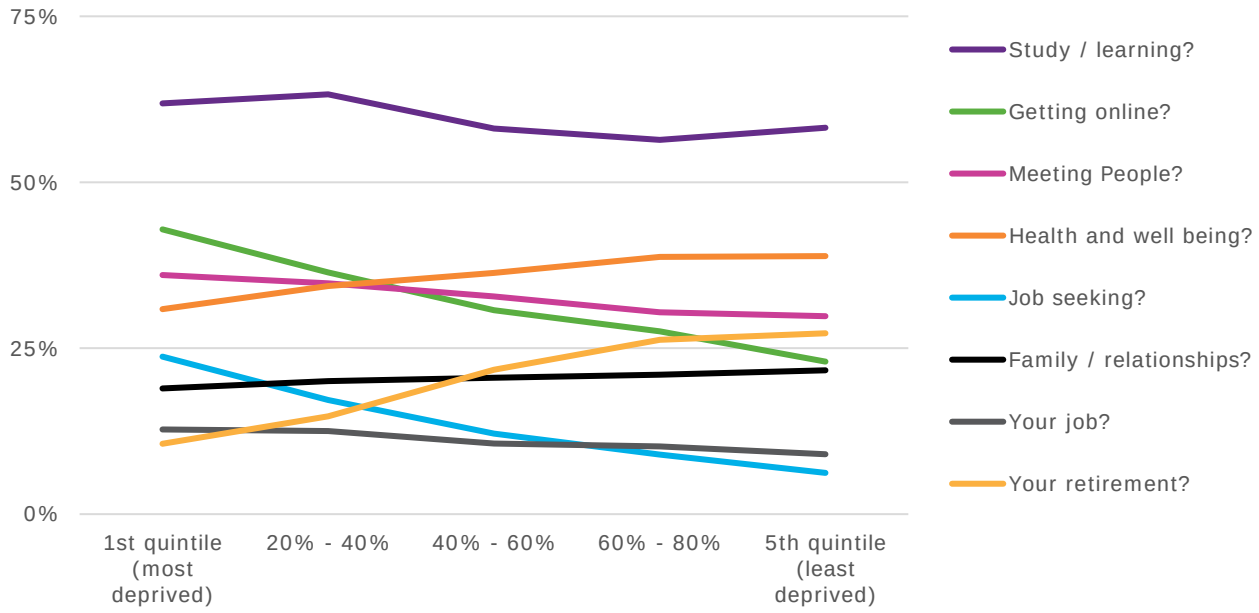
There are some very stark differences in terms of who is making use of the various services offered by libraries. While those who live in the most deprived areas are far more inclined to intend to use a library computer or find something out, those living in the least deprived areas are more inclined to intend to borrow one or more books.

Table H7: Has using the library helped you with … by IMD quintile

	1st quintile (most deprived)	20%–40%	40%–60%	60%–80%	5th quintile (least deprived)
Study/learning?	62%	63%	58%	56%	58%
Getting online?	43%	36%	31%	28%	23%
Meeting People?	36%	35%	33%	30%	30%
Health and wellbeing?	31%	34%	36%	39%	39%
Job seeking?	24%	17%	12%	9%	6%
Family/relationships?	19%	20%	21%	21%	22%
Your job?	13%	13%	11%	10%	9%
Your retirement?	11%	15%	22%	26%	27%
Personal finance/consumer matters?	9%	9%	8%	9%	9%

**Table sorted in descending order by 1st quintile. Percentages are calculated within each column.*

Chart H5: Has using the library helped you with … by IMD quintile



The ways in which the library has helped are myriad and in some cases the extent to which deprivation makes a difference is non-existent or limited, eg personnel finance/consumer matters. However, in some case there is clearly a relationship

between the level of deprivation and the ways in which the library has helped, as follows:

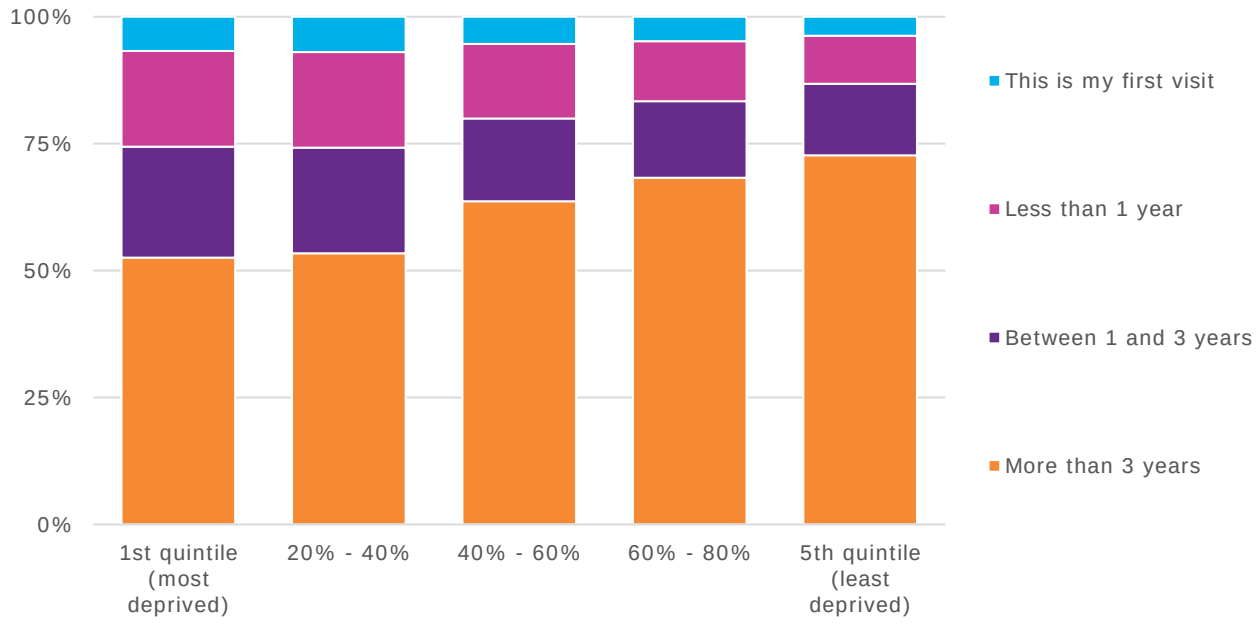
- As deprivation decreases (from most to least), there is a decrease in scores for getting online, job seeking and your job.
- Correspondingly, as deprivation decreases (from most to least), there is a corresponding increase in scores for health and wellbeing and your retirement.

Table H8: How long have you been using this library by IMD quintile?

	1st quintile (most deprived)	20%–40%	40%–60%	60%–80%	5th quintile (least deprived)
This is my first visit	7%	7%	5%	5%	4%
Less than 1 year	19%	19%	15%	12%	9%
Between 1 and 3 years	22%	21%	16%	15%	14%
More than 3 years	53%	53%	64%	68%	73%

**Percentages are calculated within each column.*

Chart H6: How long have you been using this library by IMD quintile?



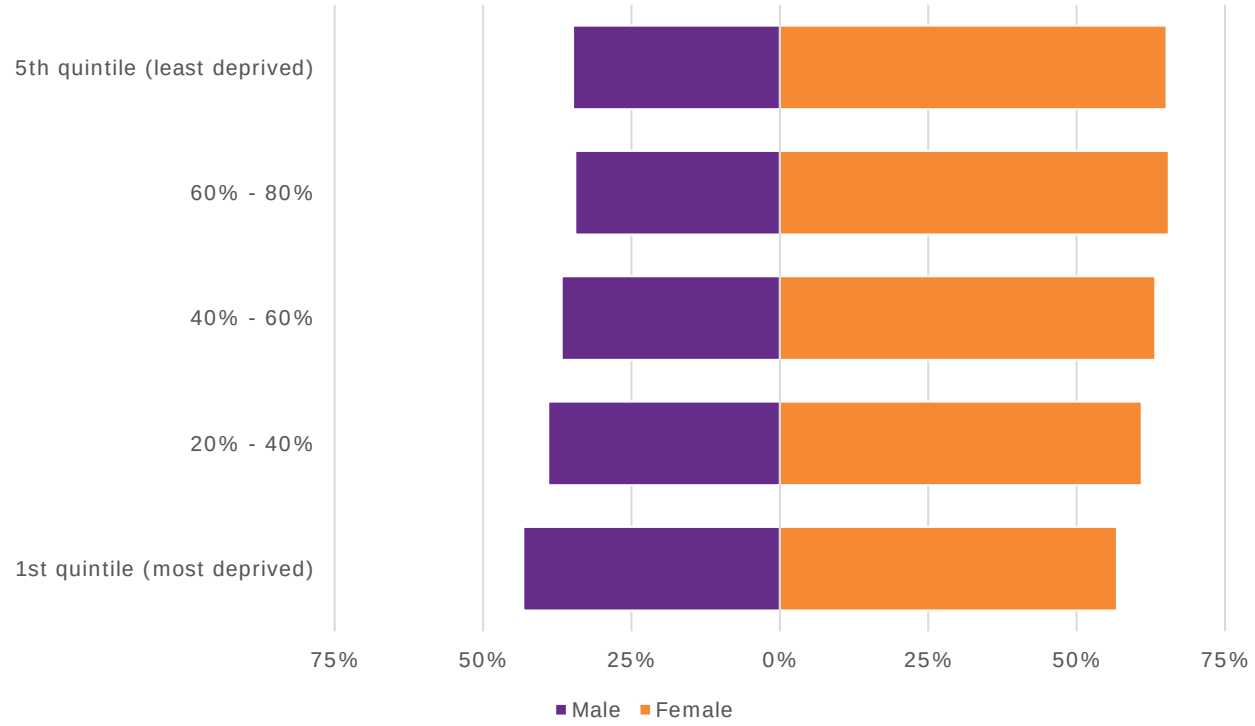
Those living in areas of least deprivation are more likely to be long-term users of the library, ie three years or more, compared to those living in areas of high deprivation. Conversely, we find that whereas 26% of those living in areas of high deprivation are likely to have used the library for the first time, or for less than a year, the corresponding figure for living in areas of low deprivation is just 13%, ie half.

Table H9: Are you (gender) by IMD quintile?

	1st quintile (most deprived)	20%–40%	40%–60%	60%–80%	5th quintile (least deprived)
Female	57%	61%	63%	66%	65%
Male	43%	39%	37%	34%	35%

**Percentages are calculated within each column.*

Chart H7: Are you (gender) by IMD quintile?



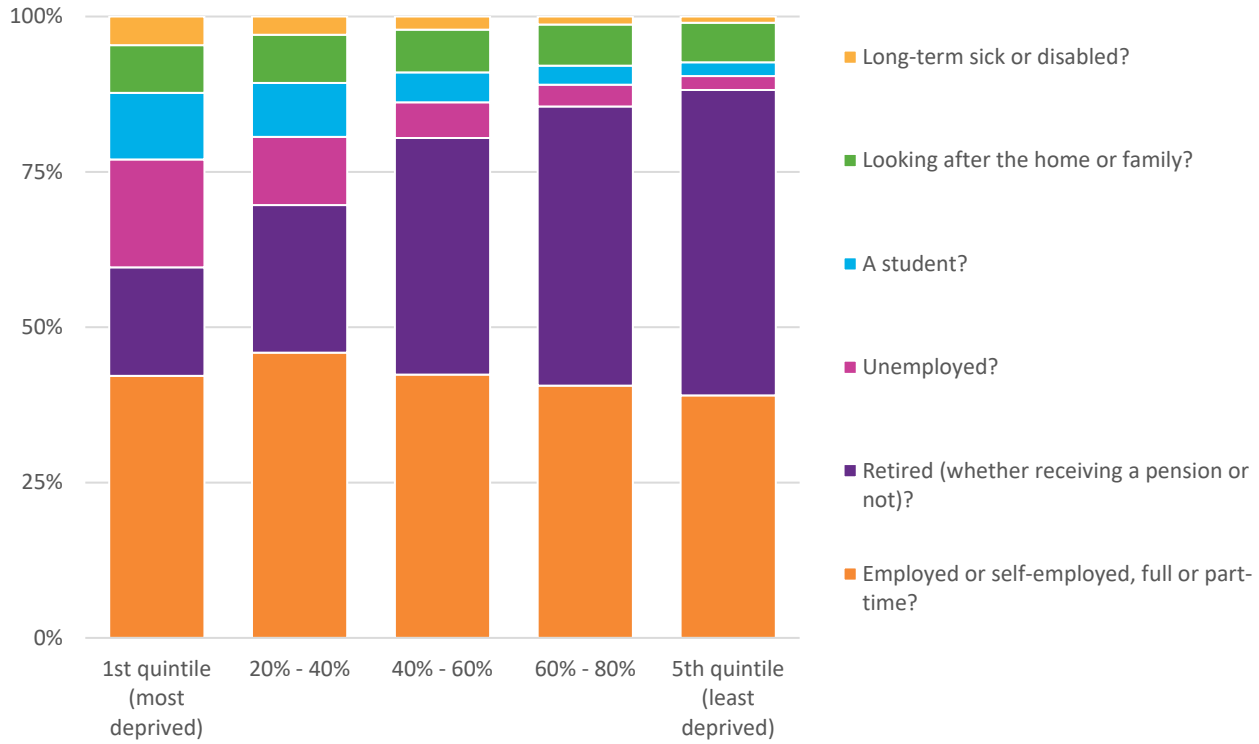
As can be seen in Table H9 and Chart H7 above, as deprivation decreases (from most to least) the proportion of females increases, while, correspondingly, the proportion of males decreases.

Table H10: Are you currently … by IMD quintile

	1st quintile (most deprived)	20%–40%	40%–60%	60%–80%	5th quintile (least deprived)
Employed or self-employed, full or part-time?	41%	45%	42%	40%	39%
Retired (whether receiving a pension or not)?	17%	23%	38%	44%	49%
Unemployed?	17%	11%	6%	3%	2%
A student?	10%	9%	5%	3%	2%
Looking after the home or family?	8%	8%	7%	7%	6%
Long-term sick or disabled?	5%	3%	2%	1%	1%
Other	1%	1%	1%	1%	1%

**Percentages are calculated within each column and sorted in descending order by 1st quintile.*

Chart H8: Are you currently … by IMD quintile



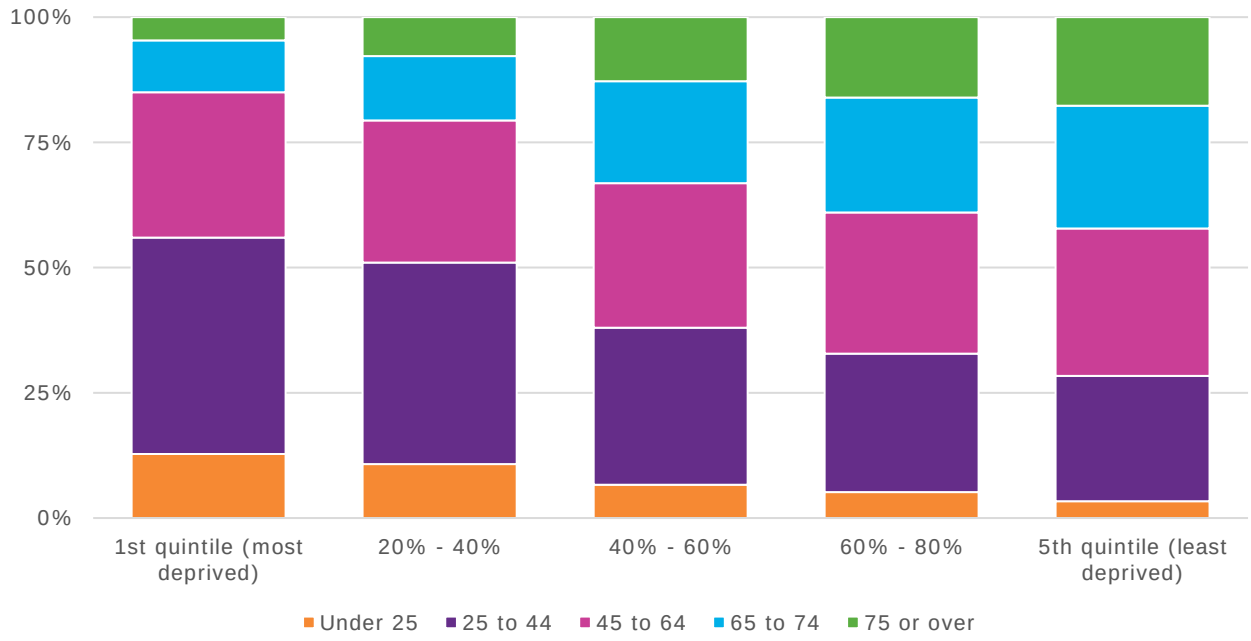
The proportions for each employment type can vary from IMD quintile to IMD quintile, as can be seen in the table and chart above. This variation is most marked for those who are retired, unemployed, a student, or long-term sick or disabled, but is it not so varied for those who are employed or looking after the home or family.

Table H11: Age group by IMD quintile

	1st quintile (most deprived)	20%–40%	40%–60%	60%–80%	5th quintile (least deprived)
Under 25	13%	11%	7%	5%	3%
25 to 44	43%	40%	31%	28%	25%
45 to 64	29%	28%	29%	28%	29%
65 to 74	10%	13%	20%	23%	25%
75 or over	5%	8%	13%	16%	18%

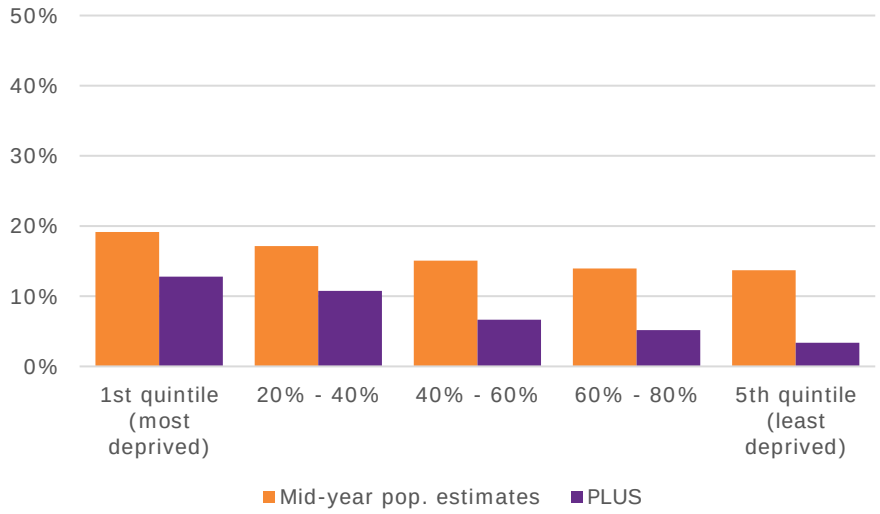
**Percentages are calculated within each column.*

Chart H9: Age group by IMD quintile



While library visitors aged between 45–64 are just as likely to live in areas of high as low deprivation, we find that those aged under 45 are more likely to live in areas of high deprivation, and those aged over 65 in areas of low deprivation. The profiles of age group by IMD quintiles could be nothing more than a consequence of where people live generally. The charts overleaf, H10 to H14 inclusive, compare these results with the mid-year population estimates for the period 2010–2012.

Chart H10: Age group, under 25, by IMD quintile



Two points emerge from Chart H10 above:

- The proportions of library visitors aged under 25 is much smaller than that for England and Wales.
- As deprivation decreases (from most to least), the proportions grow steadily smaller.

Chart H11: Age group, 25–44, by IMD quintile

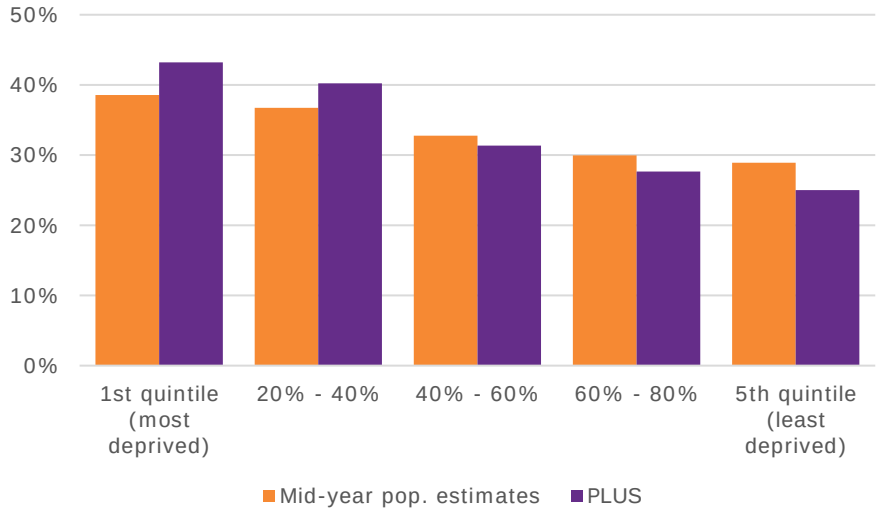
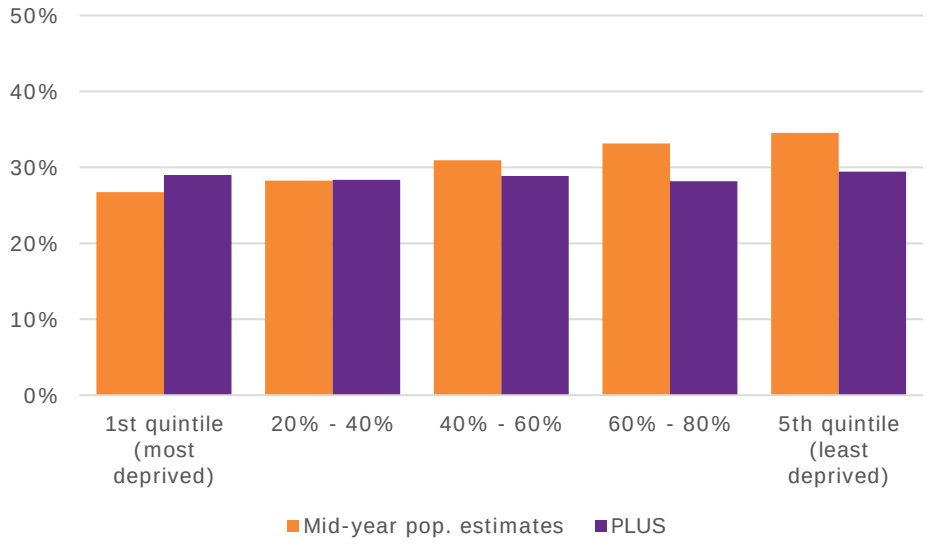


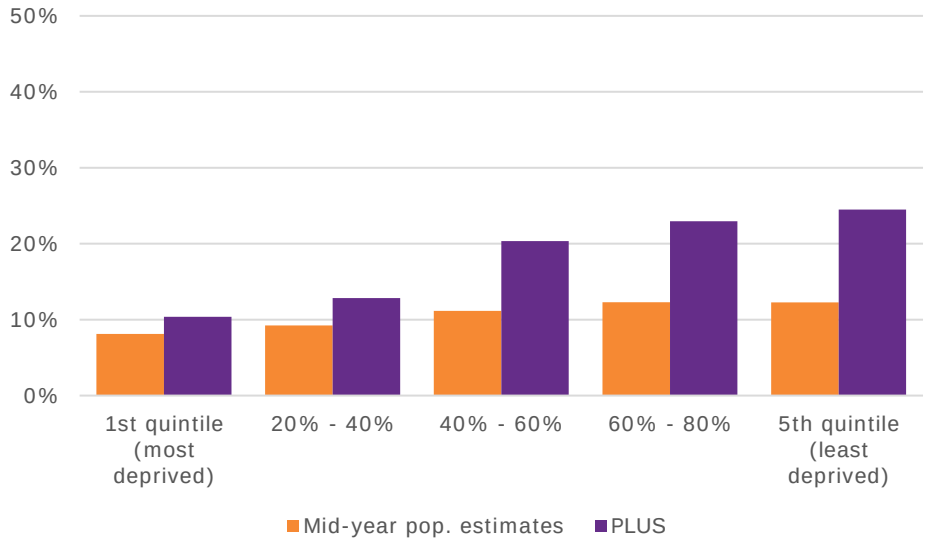
Chart H11 shows that generally those aged 25–44 are as equally dispersed among library users as they are in England and Wales, although it is interesting to note that among library visitors we have slightly larger proportions in the two most deprived areas.

Chart H12: Age group, 45–64, by IMD quintile



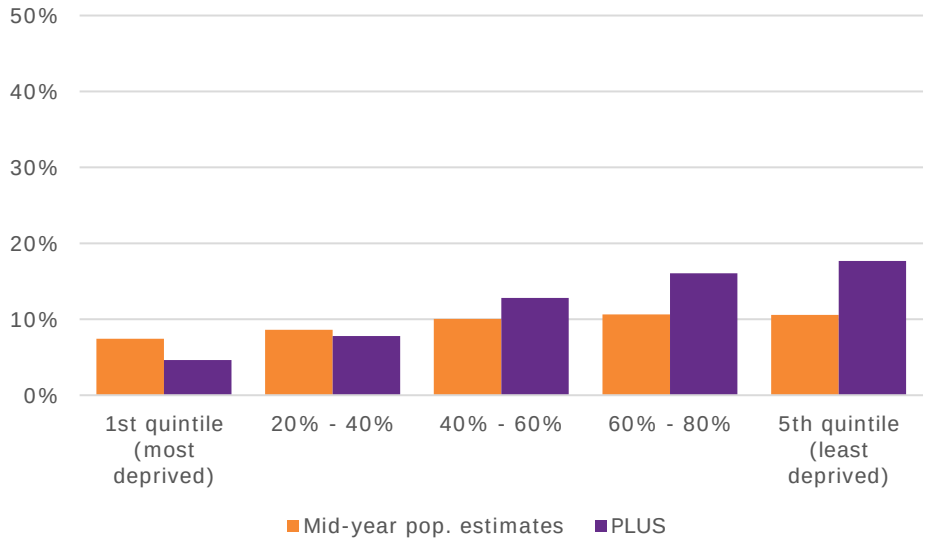
The picture for those aged 45–64 is similar to that for those aged 25–44, ie that dispersion across the IMD quintiles is as similar for library visitors as it is for the populations of England and Wales.

Chart H13: Age group, 65–74, by IMD quintile



It would appear that libraries attract proportionally larger groups of those age 65–74 across all IMD quintiles; furthermore, as deprivation decreases it is notable that these proportions grow ever larger.

Chart H14: Age group, 75 or over, by IMD quintile



The older generation, ie those aged 75 or over, who live in the areas of highest deprivation are less likely than their peers living in the least areas of deprivation to visit a library. While those living in the areas of least deprivation are far more inclined to make use of the library service.

5.9 The TwoStep Cluster Analysis

The TwoStep Cluster Analysis procedure is an exploratory tool designed to reveal natural groupings (or clusters) within a data set that might not otherwise be apparent. The algorithm employed by this procedure has several features that differentiate it from traditional clustering techniques, the ability to:

- create clusters based on both categorical, eg employment status, and continuous, eg age, variables
- analyse large data files efficiently.

The analysis revealed the following clusters, as illustrated in Table I1.

Table I1: Cluster Group Classifications

Characteristics	Cluster #1	Cluster #2
Economic status:	Employed or self-employed, full or part-time? [66%]	Retired (whether receiving a pension or not)? [98%]
Disabilities/conditions:	None/not applicable [86%]	None/not applicable [68%]
IMD Quintile:	1st quintile (most deprived) [27%]	5th quintile (least deprived) [31%]
Rural urban classification:	Urban major conurbation [58%]	Urban city and town [42%]
Living arrangements?	Married [56%]	Married [69%]
Ethnic group?	White [76%]	White [99%]
Religion?	Christian [47%}	Christian [75%]
Age (average)	42 years	72 years

As can be seen in the table above, the principle differences between the two clusters are in respect of:

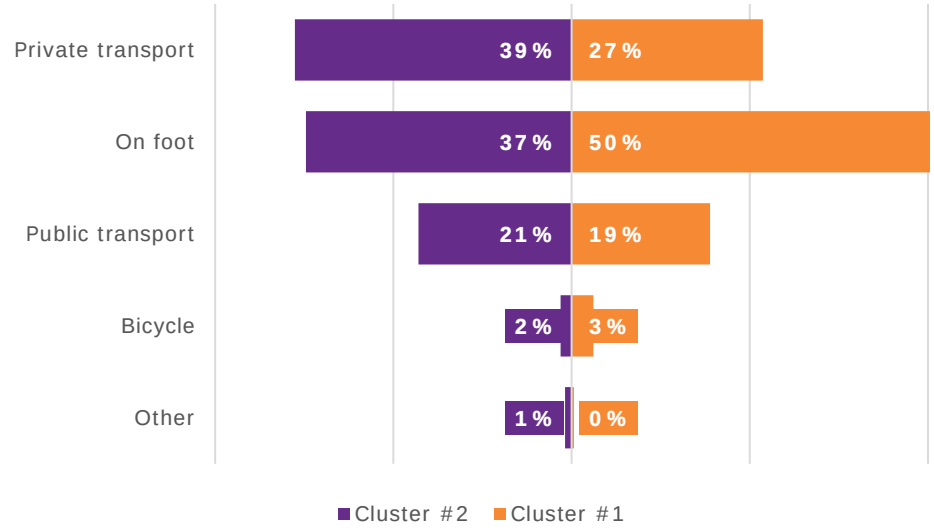
- economic status
- the IMD quintile of where they reside
- rural-urban classification
- the average age of the group.

To a lesser, but still meaningful extent, there are differences in the proportions for:

- living arrangements
- ethnic group
- religion
- disabilities/conditions.

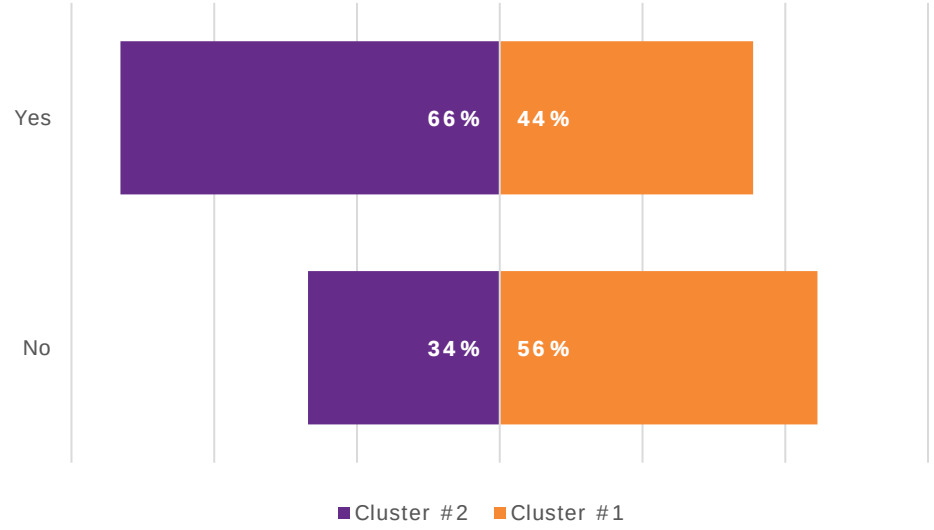
We then analysed a series of questions to see the extent to which these clusters accessed and made use library services (page 44).

Chart I1: What was your primary method of travel to this area/library today by cluster



Those in cluster #2 are as likely to visit the library by private transport as they are on foot, whereas respondents in cluster #1 are far more inclined to visit the library on foot.

Chart I2: Did you come to this library today intending to borrow one or more books by cluster

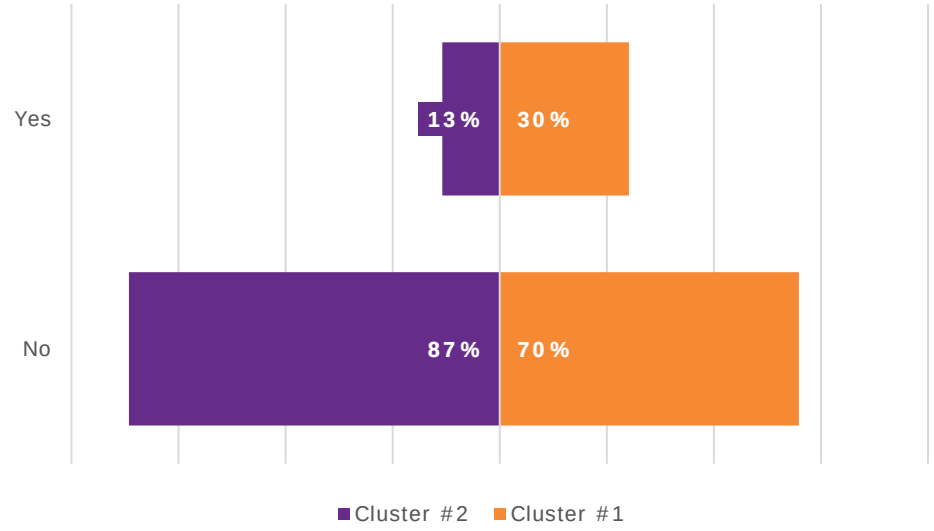


Whereas cluster #2 has significant levels of intent to borrow a book (66% 'yes'), we find that for cluster #1, they are more inclined not to come to the library to borrow a book (56% 'no' cf 44% 'yes').

About the clusters:

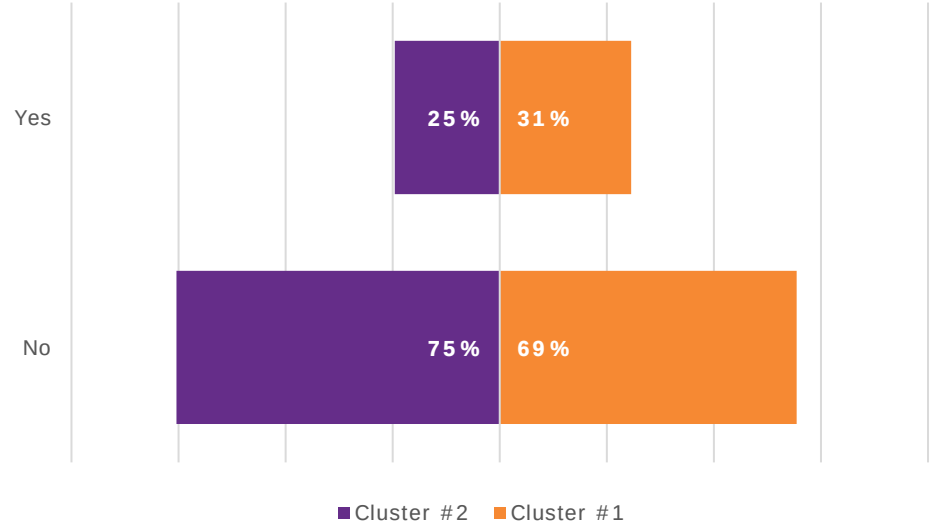
Cluster #1 ***Cluster #2***

Chart I3: Did you intend to use a library computer during your visit today by cluster



Although in both cases it is a minority of library visitors that come to use the library computers, the proportion for cluster #1 is significantly larger than that for cluster #2.

Chart I4: Did you come here today to find something out by Cluster

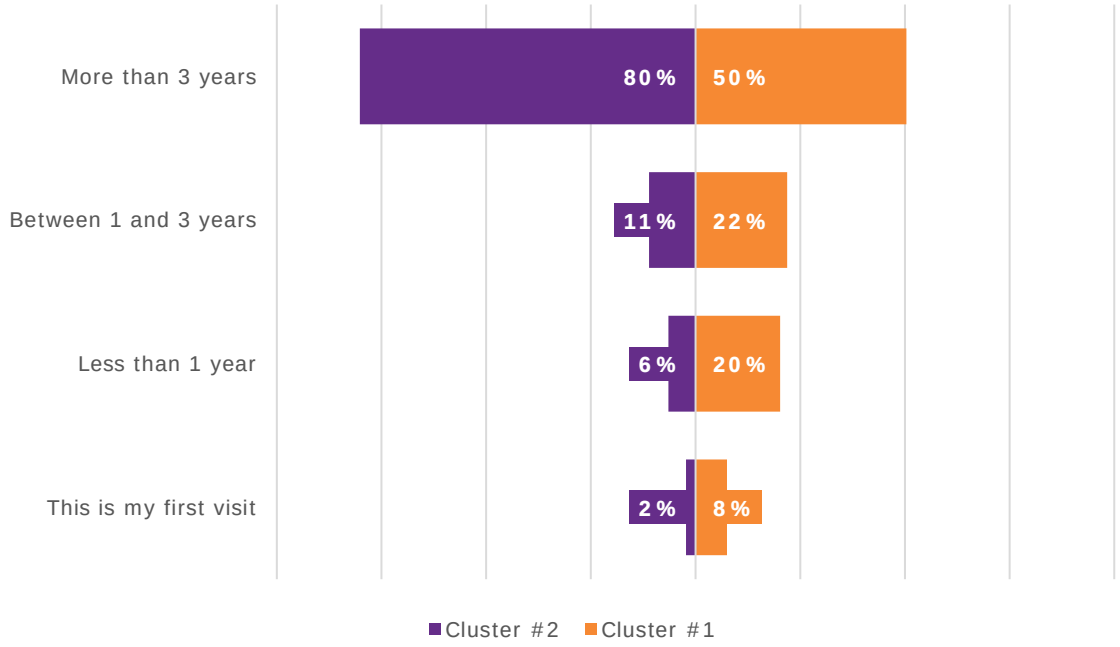


It would appear that, for both clusters, it is a minority who come to the library intending to find something out. However, those in cluster #1 are more likely to be seeking information compared to their counterparts in cluster #2.

About the clusters:

Cluster #1 ***Cluster #2***

Chart I5: How long have you been using this library by cluster

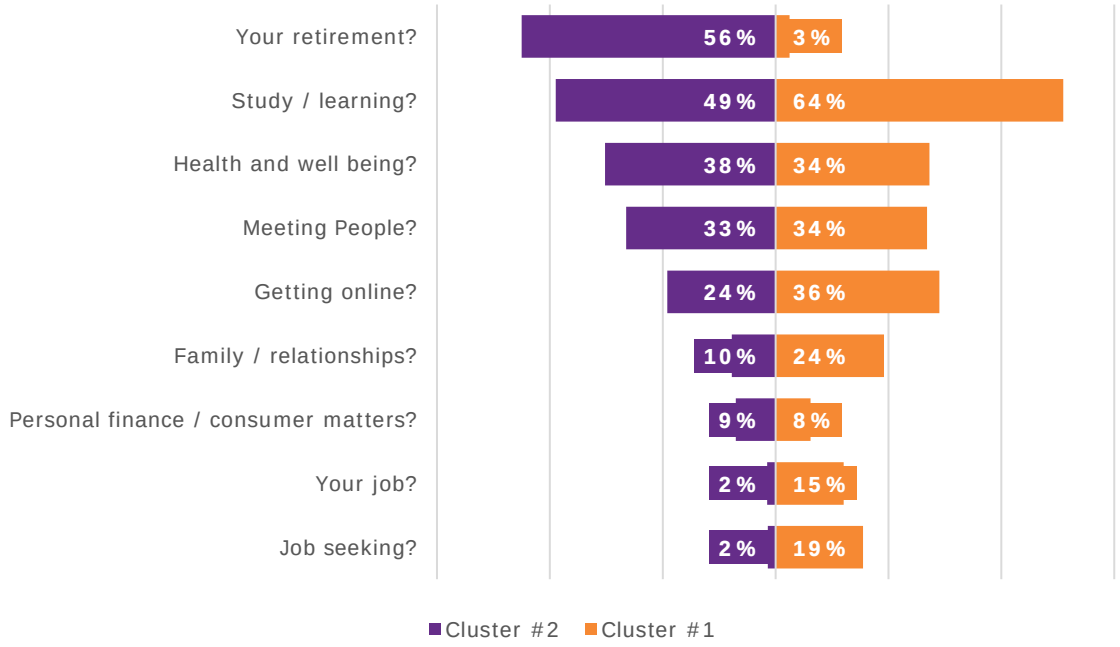


Cluster #2 would appear to be longer-term users of library services compared to those in cluster #1. This is quite possibly due to the fact that those in cluster #2 are retired and are, on average, older. Also, whereas only 19% of those in cluster #1 have been using the library for less than three years, we find for cluster #1 the proportion is 50%.

About the clusters:

Cluster #1 ***Cluster #2***

Chart I6: Has using the library helped you with by cluster



As can be seen in Chart I6 above, there are clearly some significant differences in how the library supports differing groups of visitors. This also supports the idea of libraries having a series of universal offers.

For visitors in cluster #2, larger proportions of survey respondents state that it has helped with their retirement, as well as health and wellbeing. For those in cluster #1, larger proportions report that it has helped with study/learning, getting online, family/relationships, their job and job seeking. Similar proportions of both clusters claim it has helped with meeting people and personal finance/consumer matters.

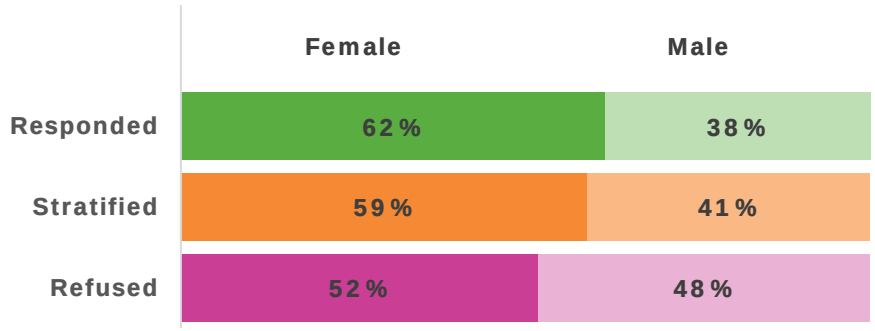
About the clusters:

Cluster #1 ***Cluster #2***

Appendix 1 – Refusal Profile

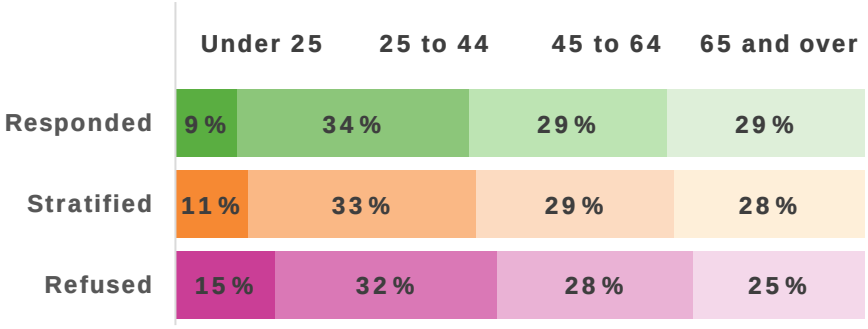
As part of the survey methodology, the library staff is instructed to record the gender and age group of any library visitor who refuses to take part in the survey. According to the returns made, there were in total some 37,892 refusals to take part. By adding together the number who refused with those that took part, we can calculate a hypothetical stratified group. This stratified group can be viewed as being a close representation of all library visitors, regardless of whether they took part in the survey or not. By comparing the stratified proportions with that for the respondent group, we can see if our survey is subject to any bias.

Chart J1: Gender profile



From a gender perspective, it is evident that there is indeed a gender bias as the proportion of females that responded is greater than the equivalent proportion for the stratified group, ie 62% responded and 59% stratified, whereas for males the proportion is smaller. Consequently, by gender, our results are biased toward the female perspective and this should be borne in mind when evaluating the responses.

Chart J2: Age group profile



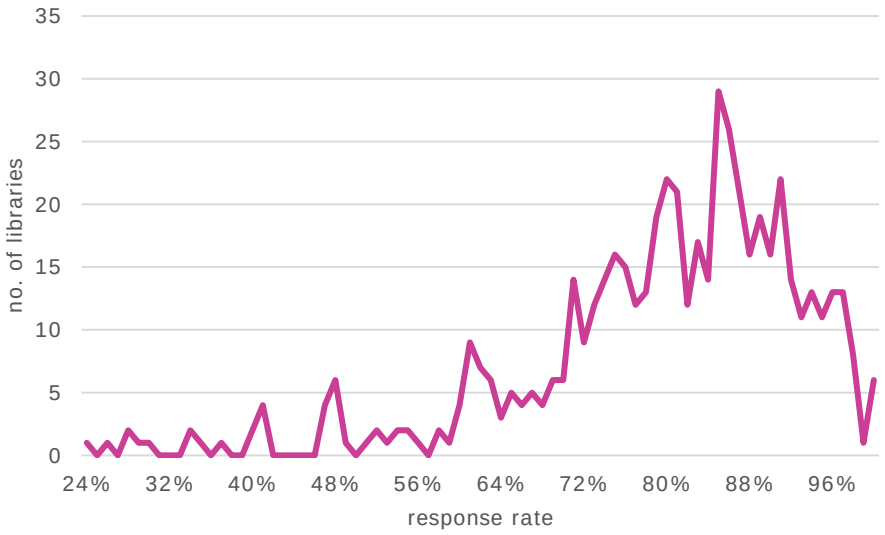
By age group, the differences between the respondent and stratified groups is not so marked. Generally, we find that for most age groups the difference is at or less than 1%, with the sole exception of those aged under 25 where the difference is 2%. This may be because, proportionally, those aged under 25 appear more inclined to refuse to take part than they are to respond. Consequently, by age group, the level of bias is small, but it should be noted that those aged under 25 are under-represented.

No weighting has been applied to the data to account for survey bias.

Appendix 2 – Survey Response and Error

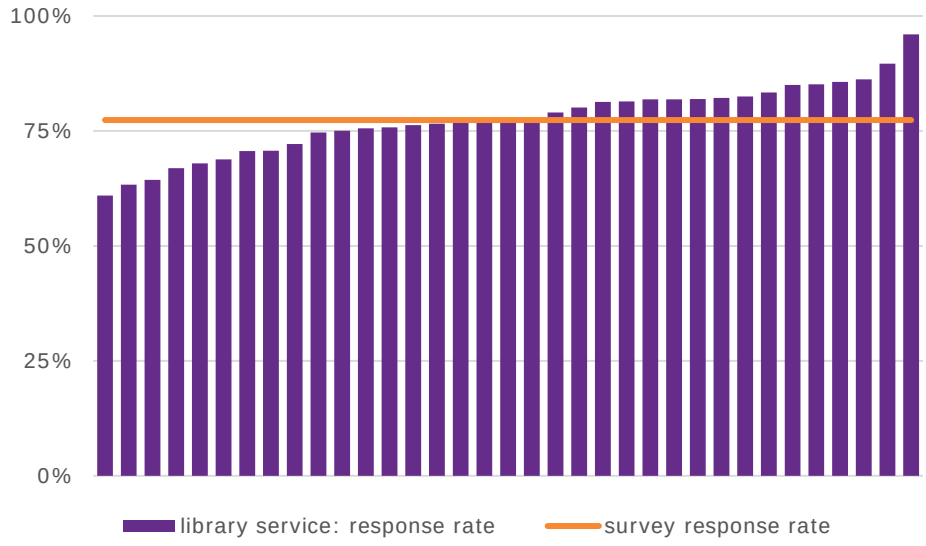
As can be seen in the chart below, there is a high degree of variation in response rates from library to library, from as low as 24% to as high as 100%, with most achieving between 72% and 96%. The response rate is calculated by dividing the number of completed questionnaires by the number issued + the number refused.

Chart K1: Response rate per library



This bar chart also evaluates the response rate, but by library service rather than individual library. On average the response rate was just above 75% with individual scores ranging from 61% to 96%.

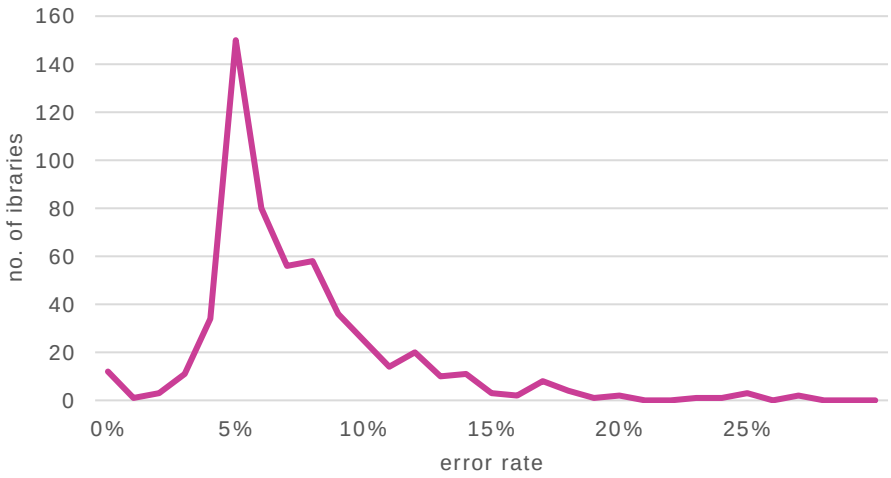
Chart K2: Response rate per library service



The response rate has a direct impact on the levels of error for each service, basically the higher the levels of response the lower the level of error. In the first chart, we can see that as with response there is a high degree of variation in error per library ranging

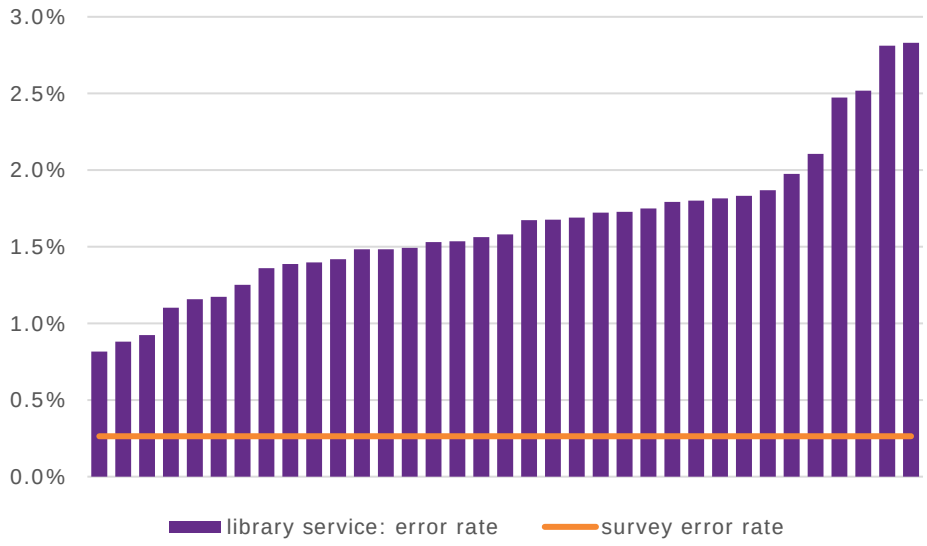
from as low as 0% to as high as 27%. Typically, the majority appear to achieve an error of around ±5% – which is the target for this survey.

Chart K3: Error rate per library



Having calculated the error per library, we can evaluate error at the service level as well as for the survey overall. Typically, at the service level, we are expecting error to be at ±3% and as can be seen in the chart below all services have achieved this. Furthermore, given the number of responses achieved overall (116,684) the level of error for the entire survey is ±0.3%.

Chart K4: Error rate per library service



Why should we be concerned about error? In the majority of cases, for example the larger libraries, we only get responses from some 400 people, and these people are only a small cross-section of all those who visit the library. On this basis, we have to accept that their views may not be wholly representative, ie they are subject to a level of statistical error which we can calculate. For example, the weekly visit count for all those libraries included in this report is 751,384 and the number of responses is 116,684, from this we can calculate that the error is ±0.3%.

What impact does the error have? It means that the results given in this report may be subject to some variation. For example, we have stated that for the gender question some 62% are female and 32% are male. Consequently, the impact of this level of error is as outlined in the table below.

Table K1: Impact of error on survey results

Question:	**Are you?**	
Responses:	**Female**	**Male**
Result:	61.54%	38.46%
Survey error (a) (at a 95% confidence level):	±0.26%	±0.26%
Result lies between:	61.28% and 61.8%	38.72% and 38.2%
Survey error (b) (at a 99% confidence level):	±0.35%	±0.35%
Result lies between:	61.19% and 61.89%	38.81% and 38.11%

Typically, for surveys of this type we might apply a confidence level, ie how certain do we want to be about our results, at the 95% confidence level.

Appendix 3 – Participating Library Services

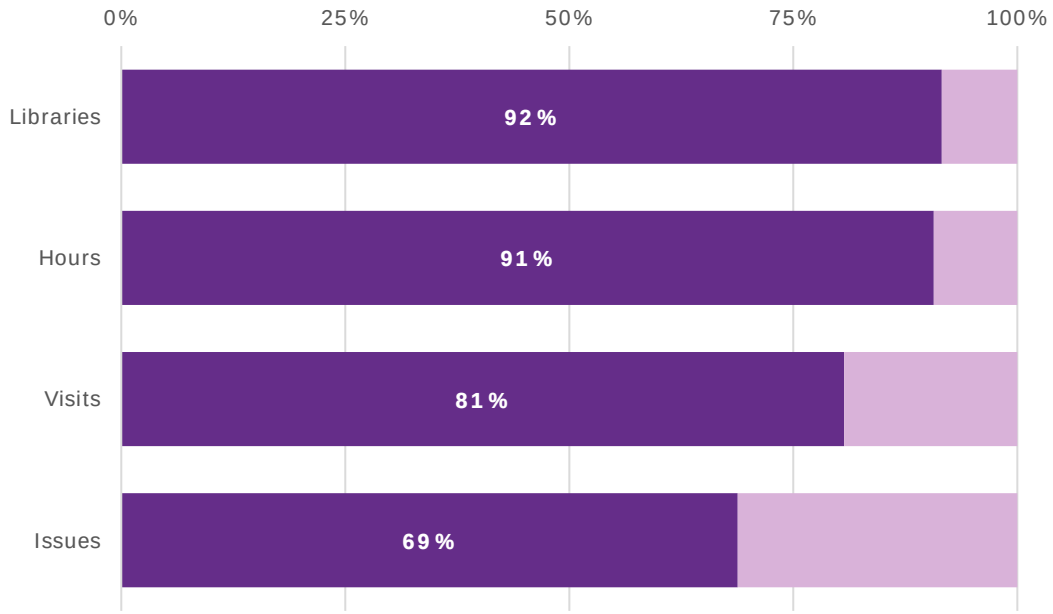
Library Service	Type	Region	Survey Year(s)	No. of Libraries
Barking & Dagenham	London Borough	London	2016/17	6
Barnsley	Metropolitan District	Yorkshire and Humberside	2015/16	14
Bexley	London Borough	London	2015/16	10
Bracknell Forest	Unitary Authority	South East exc. London	2015/16	9
Brent	London Borough	London	2015/16	6
Bridgend	Welsh Unitary Authority	Wales	2015/16	14
Bromley	London Borough	London	2015/16	14
Caerphilly	Welsh Unitary Authority	Wales	2015/16 2017/18	36
Dorset	County Council	South West	2015/16	29
Dudley	Metropolitan District	West Midlands	2015/16	13
East Sussex	County Council	South East exc. London	2015/16	23
Gwynedd	Welsh Unitary Authority	Wales	2016/17	13
Hertfordshire	County Council	East of England	2016/17 2017/18	31
Lambeth	London Borough	London	2015/16	10
Manchester	Metropolitan District	North West	2016/17	22
Monmouthshire	Welsh Unitary Authority	Wales	2016/17	6
Newcastle	Metropolitan District	North East	2016/17	13
Newham	London Borough	London	2017/18	10
North Somerset	Unitary Authority	South West	2015/16	13
North Yorkshire	County Council	Yorkshire and Humberside	2016/17	43
Northamptonshire	County Council	East Midlands	2016/17	37
Redbridge	London Borough	London	2017/18	13
Richmond	London Borough	London	2015/16	12
Sandwell	Metropolitan District	West Midlands	2015/16	20
Southwark	London Borough	London	2015/16	12
Staffordshire	County Council	West Midlands	2016/17	15
Stockport	Metropolitan District	North West	2015/16	16
Tower Hamlets	London Borough	London	2015/16	6
Vale of Glamorgan	Welsh Unitary Authority	Wales	2016/17	9
Walsall	Metropolitan District	West Midlands	2015/16	17
Wiltshire	Unitary Authority	South West	2015/16	25
Windsor & Maidenhead	Unitary Authority	South East exc. London	2015/16	18
York	Unitary Authority	Yorkshire and Humberside	2016/17	13
Totals:	**Type:**	County Council		178
		London Borough		99
		Metropolitan District		115
		Unitary Authority		78
		Welsh Unitary Authority		78
	Region:	East Midlands		37
		East of England		31
		London		99
		North East		13
		North West		38
		South East exc. London		50
		South West		67
		Wales		78
		West Midlands		65
		Yorkshire and Humberside		70

Appendix 4 – Changes in Service Since 2012

According to records obtained from CIPFAstats for library services in England and Wales, where records for both 2012 and 2017 were available, as of 31 March 2017 there are 92% of the number of libraries that were open on the same date in 2012. The data reveals that there have been a number of consequences of this reduction in size including:

- a reduction in the number of hours the service is available to the public
- a marked reduction in the number of visits
- an even more marked reduction in the number of items issued.

Chart L1: Library Statistics Comparison 2012 and 2017



Published by:

CIPFA \ THE CHARTERED INSTITUTE OF PUBLIC FINANCE AND ACCOUNTANCY

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