

Members' Library Service Request Form

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Originator	Alison Hunter
Originator's Ref (if any)	
Document Title	Libraries Customer Survey Report

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Authorised By	Monica Patterson
Designation	Depute Chief Executive
Date	11/12/13

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REPORT TO: Members' Library Service

MEETING DATE:

BY: Depute Chief Executive -Partnership and Services for
Communities

SUBJECT: Libraries Customer Survey Report

1 PURPOSE

- 1.1 To report on the findings of a customer survey undertaken by the library service

2 RECOMMENDATIONS

- 2.1 That members note the report and the following recommendations:
- Consider how to improve toilets and access at Musselburgh Library
 - Consider how to improve opening hours at Dunbar Library
 - Continue to investigate e-book provision
 - Conduct surveys regularly to seek customer views on service delivery and improvement

3 BACKGROUND

- 3.1 A customer survey was undertaken earlier this year to find out what existing customers thought about the service and in particular to find out about their use of specific services – book borrowing, PC use and their interest in services such as e-books. This followed on from the Local Area Office and Library Satisfaction Survey carried out in September 2012, which surveyed the six town libraries alongside the Area Offices. This survey was carried out through a mix of exit interviews in larger libraries and completing questionnaires in smaller libraries, when customers had completed their visit to the library. There were 673 responses in total. The survey was carried out at 11

libraries, with a survey to be done at a later date in North Berwick, once the existing library re-opened in the refurbished premises. Overall the results of the survey showed a high degree of satisfaction with the service and in particular there were high levels of satisfaction with staff.

- 3.2 50% of respondents use the library once or more than once a week and those that use the service do so very regularly. Borrowing and returning library books is the most popular reason for visiting the library at 64.1% followed by borrowing and returning DVDs at 22.5% and using a PC at 19.8%. In comparison to the survey in September 2012, book borrowing is still the highest transaction, overall, but PC use has increased. 12.7% of respondents borrow books with the family and 10.9% read newspapers and magazines.
- 3.3 Customers were asked whether they had an e-reader and if so what type they had. 30.5% responded that they had an e-reader with 67% having a Kindle. 41.6% said that they would use an e-book service. The top four uses of the computers during a visit to the library were emailing family and friends 40.5%, using social media 30.7% printing 30.2% and looking for a job/CVs 20.6%. 98.8% were satisfied with the computers on their visit and 94.7% found the self service easy to use. 84.8% were satisfied that staff were knowledgeable in dealing with their enquiry, with 14.8% responding that they didn't have an enquiry on their visit. 96.8% were satisfied that staff were helpful. There were 295 suggestions for improvements, which actually included 70 comments of praise for the service/staff. 60 comments were made regarding making improvements to opening hours. Some of these comments on opening hours related to Dunbar, whilst others related to the smaller libraries. There were 39 responses to the question on whether there were any barriers to accessing the service; with 15 people citing access to the building as an issue and 13 indicating that lack of toilets was a barrier, both of which relate to Musselburgh Library. An access audit at Musselburgh Library has also highlighted a number of access issues. Opening times and parking were also mentioned under barriers.
- 3.4 67% of customers were female with the highest age group 30% (195 people) being 65+, followed by those aged 35-44 at 17.3% and 45 -54 year olds at 15.7%. This survey produced a higher number of customers in different age groups compared to the survey undertaken in September 2012, with 110 in the 35-44 age group and 100 in the 45-54 age group. The over 65s are still the highest age group of users. Although it should be noted that children, who were not surveyed, are also high

users of the service. 599 of respondents were white, 72.3% own their own home. 38.9% were retired with 17.9% working part time and 16.9% working full time.

4 POLICY IMPLICATIONS

4.1 None.

5 EQUALITIES IMPACT ASSESSMENT

5.1 This report is not applicable to the well being of equalities groups and an Equalities Impact Assessment is not required.

6 RESOURCE IMPLICATIONS

6.1 Financial – none.

6.2 Personnel - none.

6.3 Other – none.

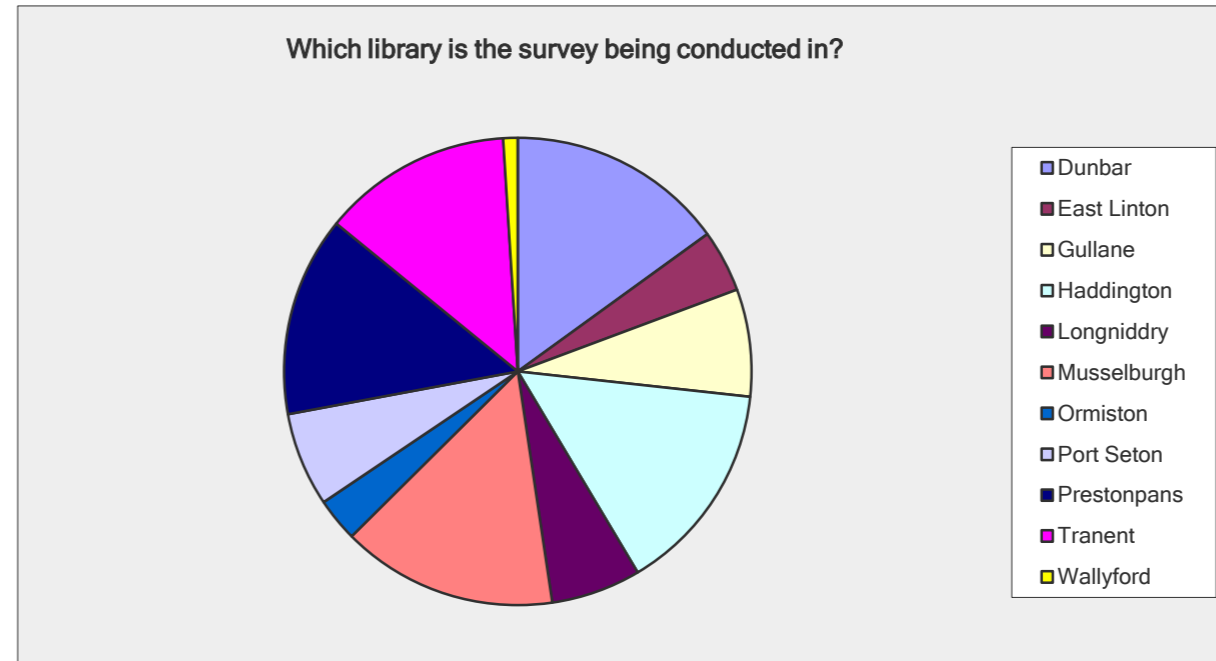
7 BACKGROUND PAPERS

7.1 Library Customer Survey Report.

AUTHOR'S NAME	Alison Hunter
DESIGNATION	Principal Libraries Officer
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DATE	4/10/13

East Lothian Library Survey

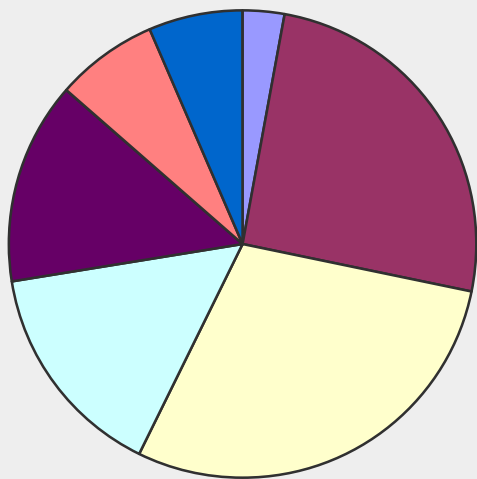
Which library is the survey being conducted in?		
Answer Options	Response Percent	Response Count
Dunbar	15.0%	101
East Linton	4.3%	29
Gullane	7.4%	50
Haddington	14.7%	99
Longniddry	6.2%	42
Musselburgh	14.9%	100
Ormiston	3.0%	20
Port Seton	6.5%	44
Prestonpans	13.8%	93
Tranent	13.1%	88
Wallyford	1.0%	7
<i>answered question</i>		673
<i>skipped question</i>		0



East Lothian Library Survey

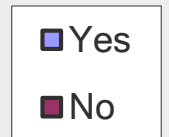
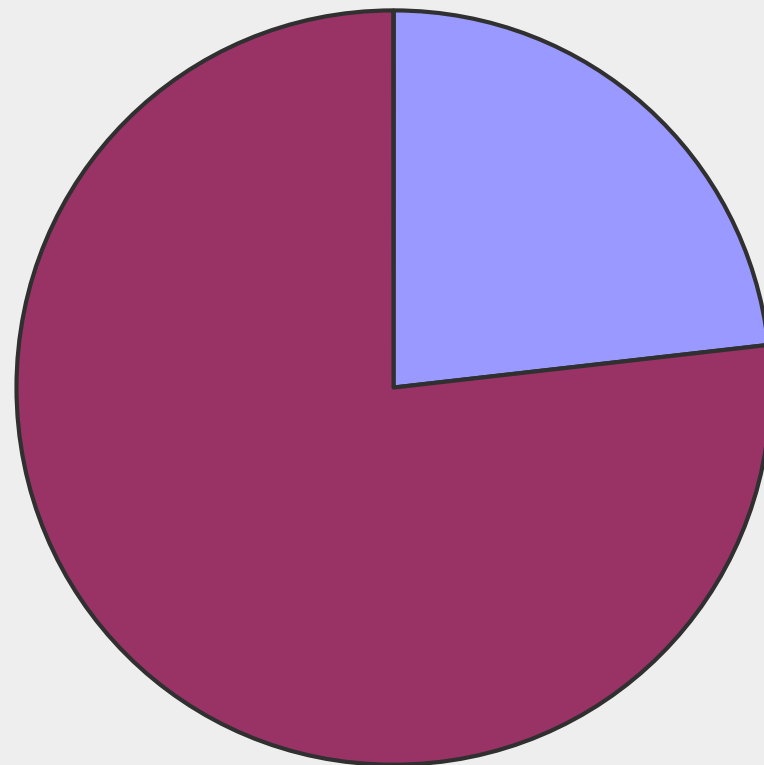
How often do you usually visit this library?		
Answer Options	Response Percent	Response Count
This is my first visit (to this library)	2.9%	19
More than once a week	25.4%	169
About once a week	29.1%	194
About once a fortnight	15.2%	101
About once every three weeks	14.0%	93
About once every four weeks	7.1%	47
Less frequently (than every four weeks)	6.5%	43
	<i>answered question</i>	666
	<i>skipped question</i>	7

How often do you usually visit this library?

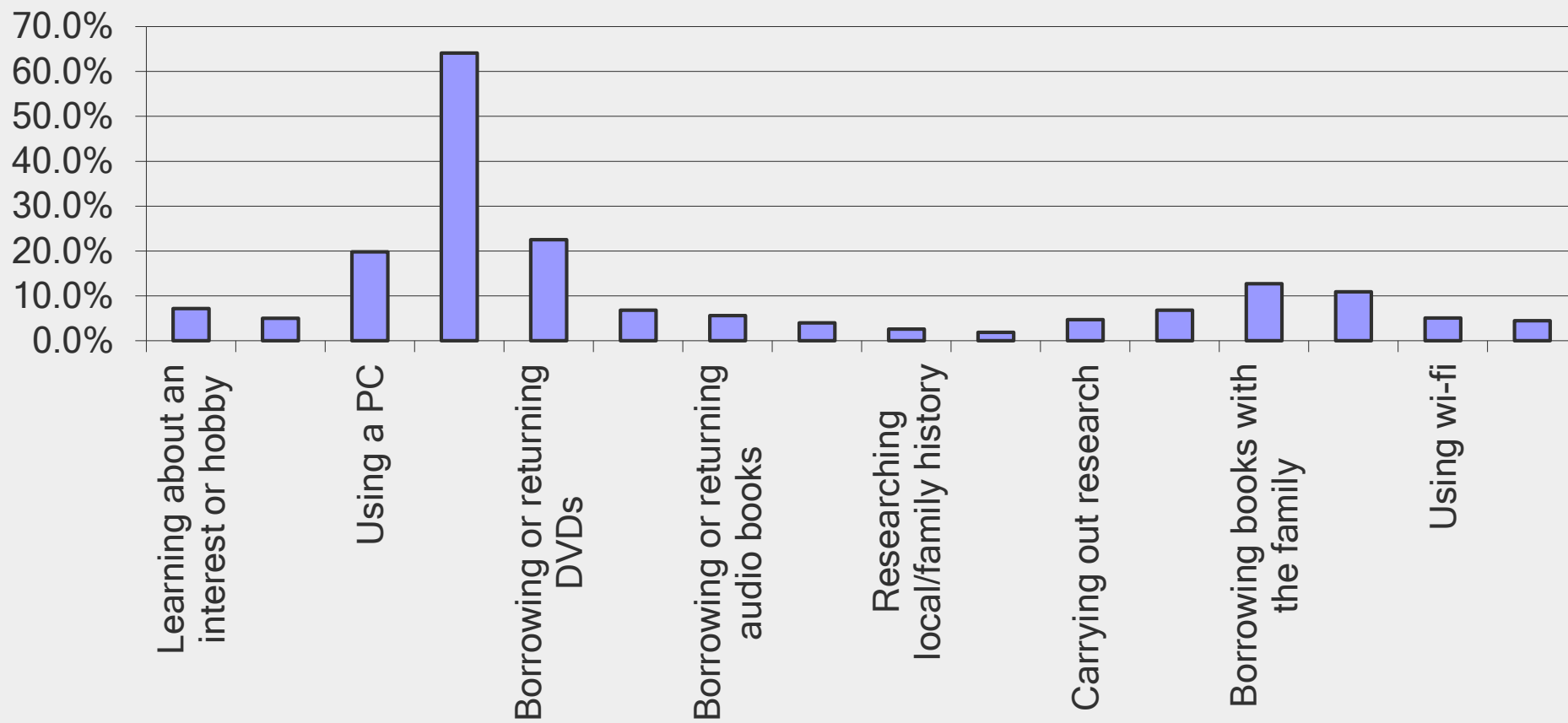


- This is my first visit (to this library)
- More than once a week
- About once a week
- About once a fortnight
- About once every three weeks
- About once every four weeks
- Less frequently (than every four weeks)

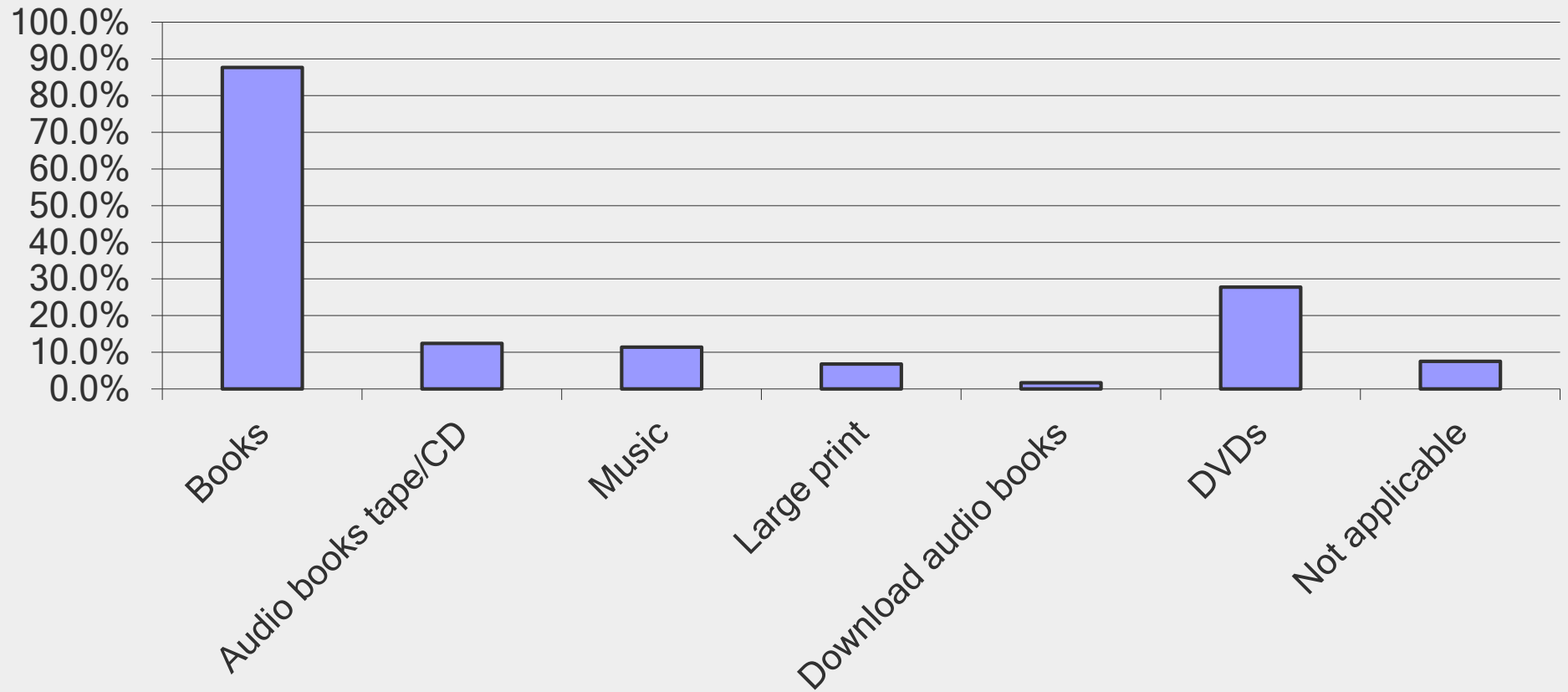
Do you use more than one library in East Lothian?



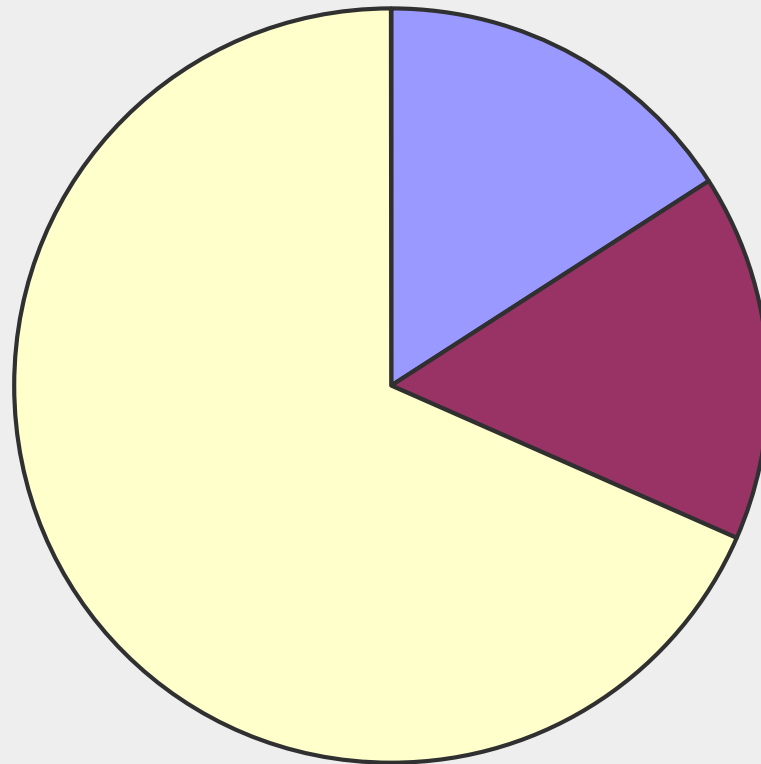
What are the main reasons for your visit to the library today?



Do you usually borrow

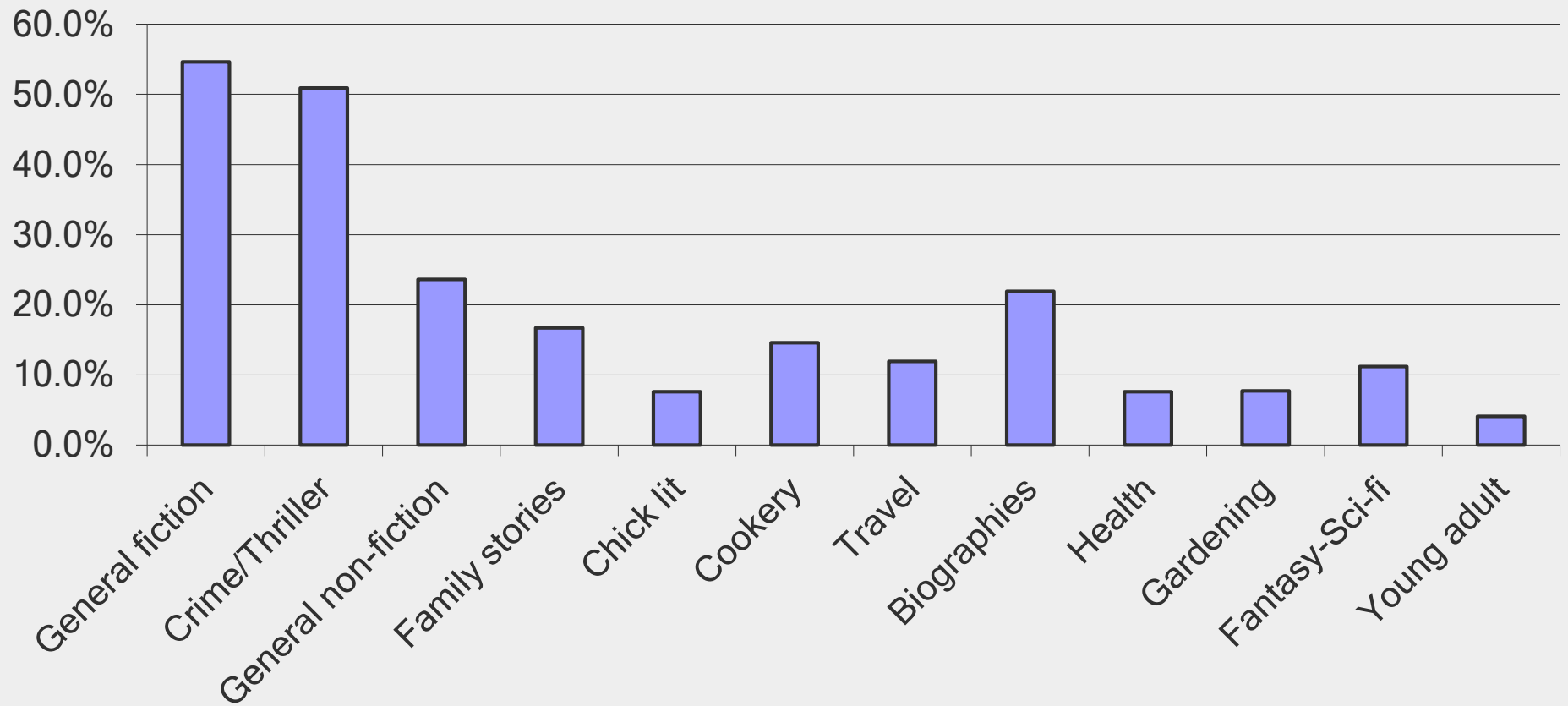


Do you prefer



- Paperback
- Hardback
- Doesn't matter

Which kinds of books do you mostly like to read?

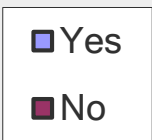
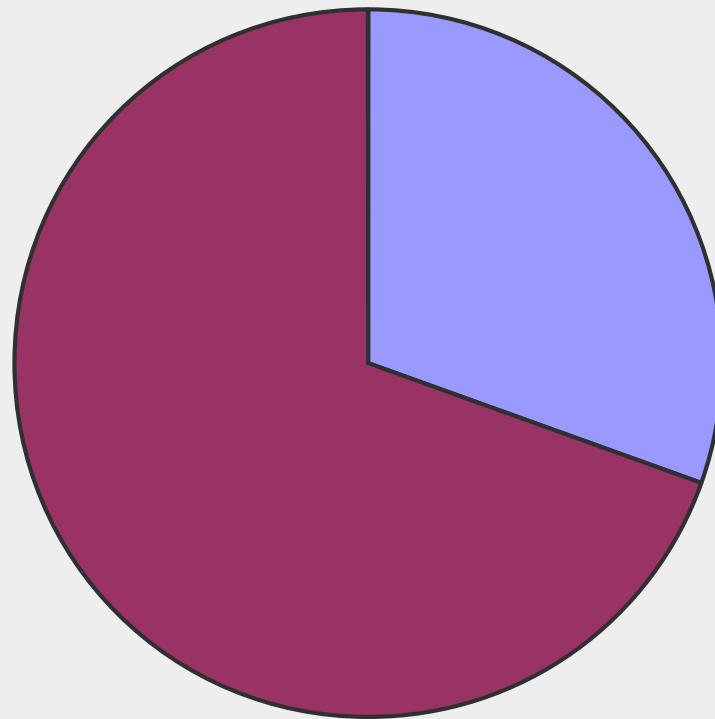


East Lothian Library Survey

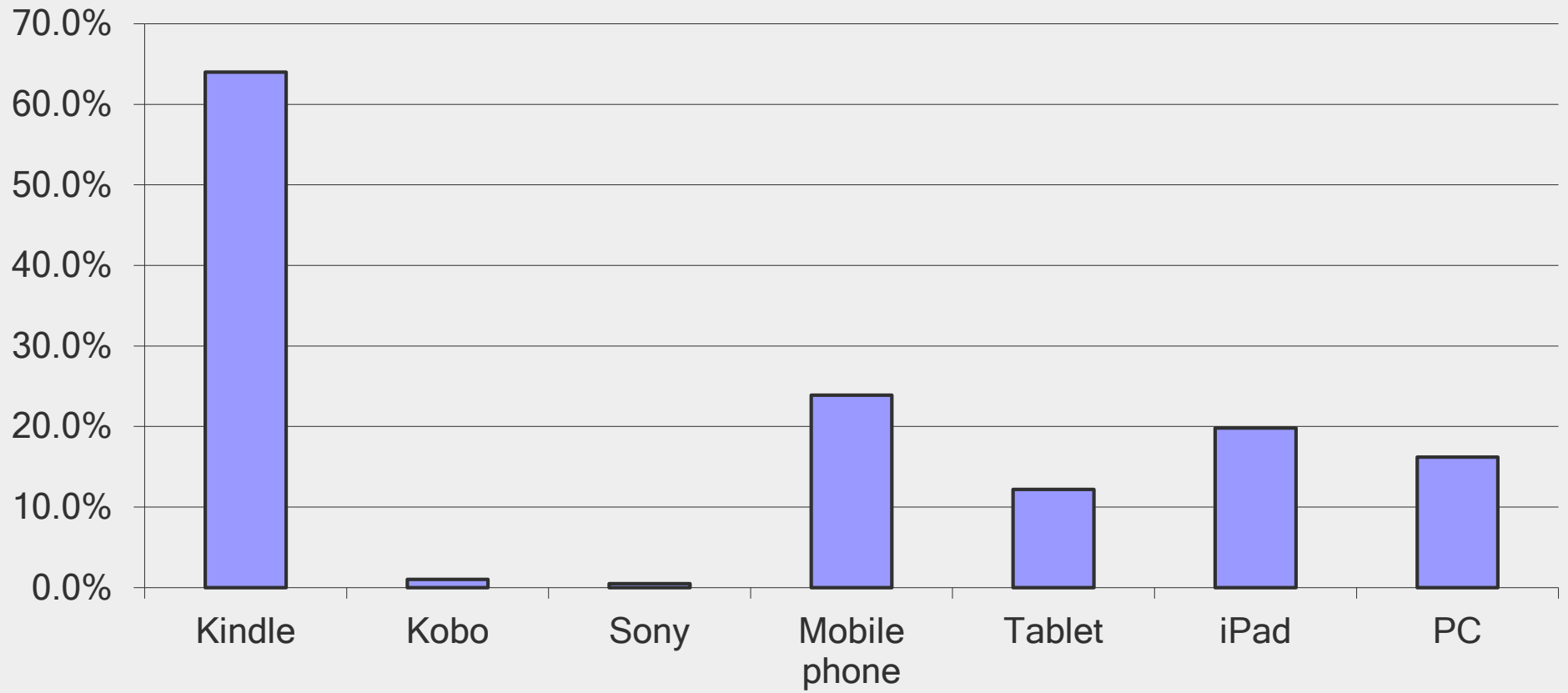
How easy is it for you to find the kinds of books you like to read on the shelves? (please comment)

Answer Options	Response Count
	549
<i>answered question</i>	549
<i>skipped question</i>	124

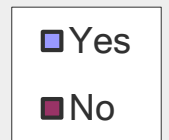
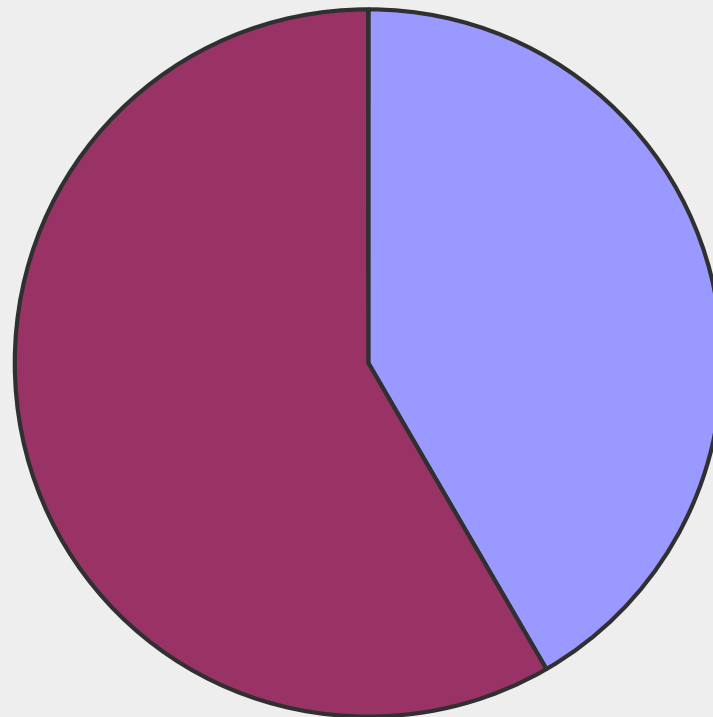
Do you have an e-reader or use your mobile/tablet/PC to read books?



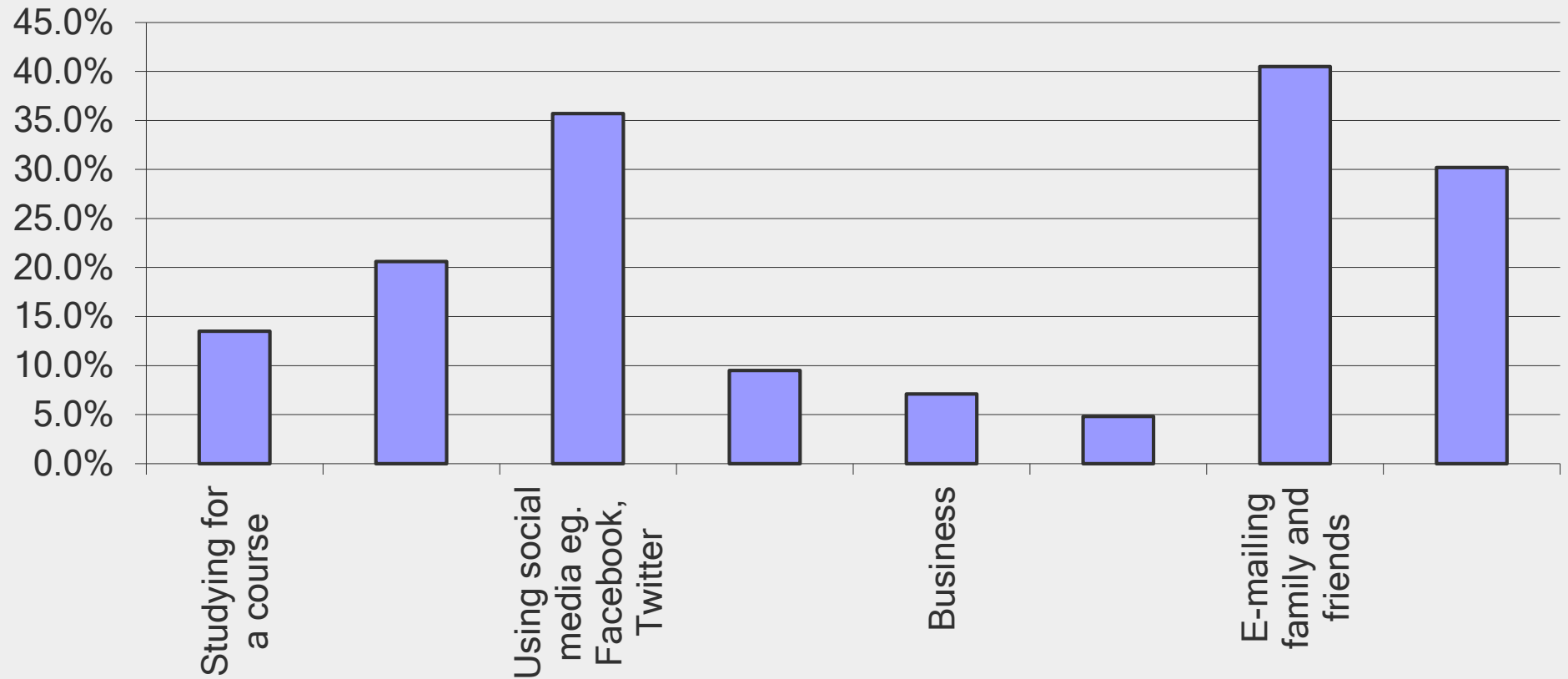
What device do you use?



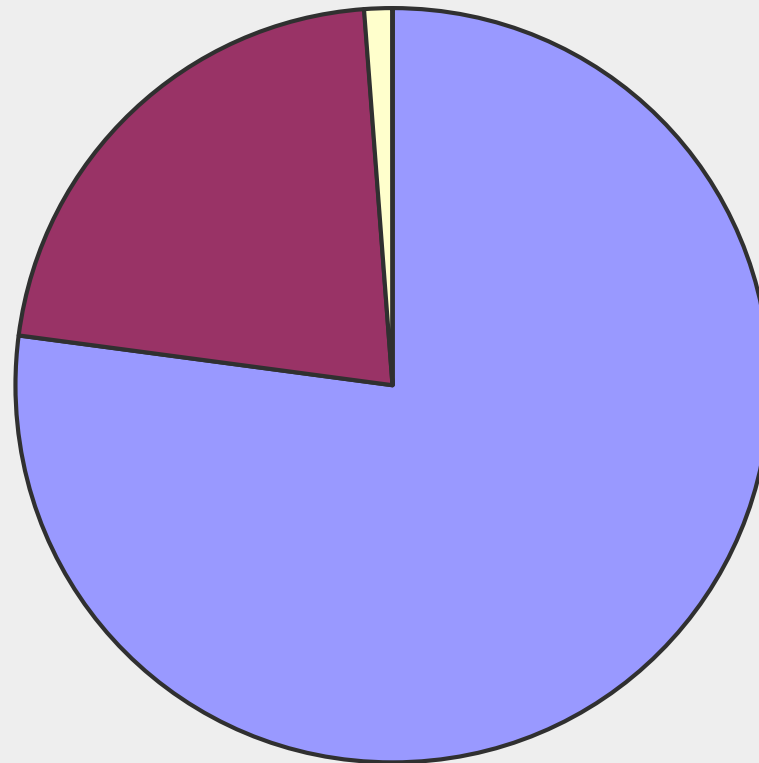
If the Library Service provided an e-book service, would you use it?



If you used the computers/wi-fi today, what did you use it for? If you didn't use this service today please go to Q13.

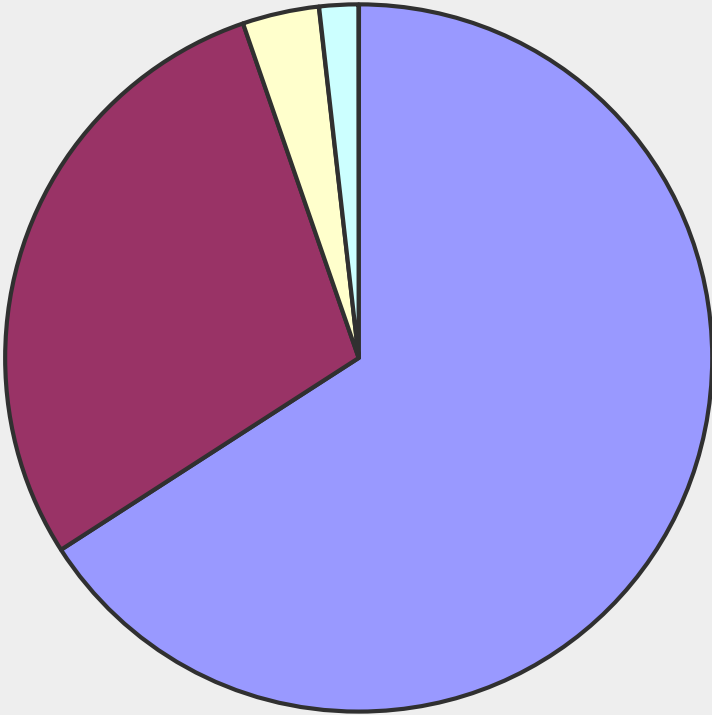


How satisfied were you with the computers/wi-fi today?



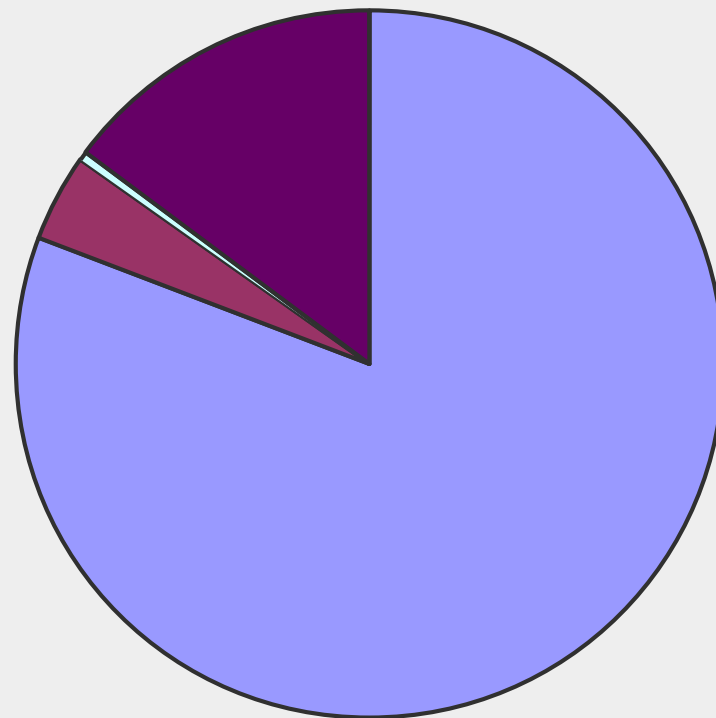
- Very satisfied
- Fairly satisfied
- Fairly dissatisfied
- Very dissatisfied

If you used the self-service facility today, did you find it easy to use?



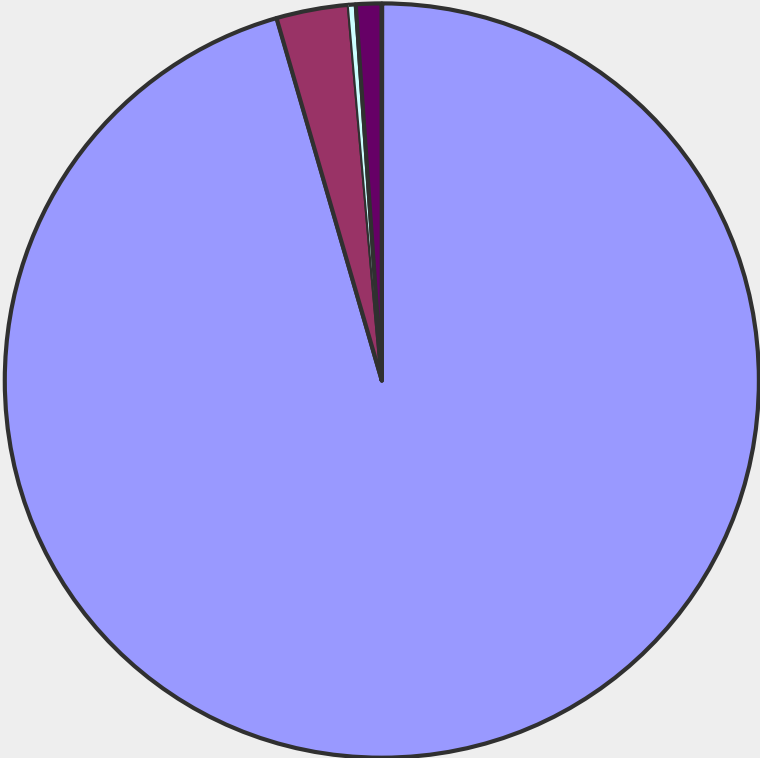
- Very easy
- Easy
- Difficult
- Very difficult

If you had an enquiry about a book, how satisfied were you that the library staff were knowledgeable?



- Very satisfied
- Fairly satisfied
- Fairly dissatisfied
- Very dissatisfied
- Not applicable

How satisfied were you that the library staff were helpful?

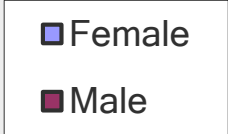
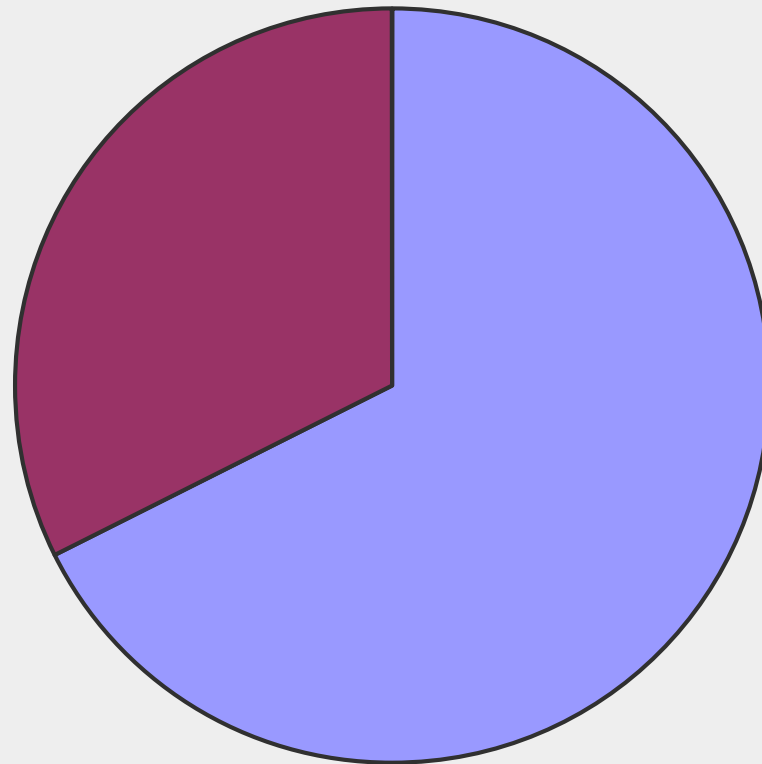


- Very satisfied
- Fairly satisfied
- Fairly dissatisfied
- Very dissatisfied
- Not applicable

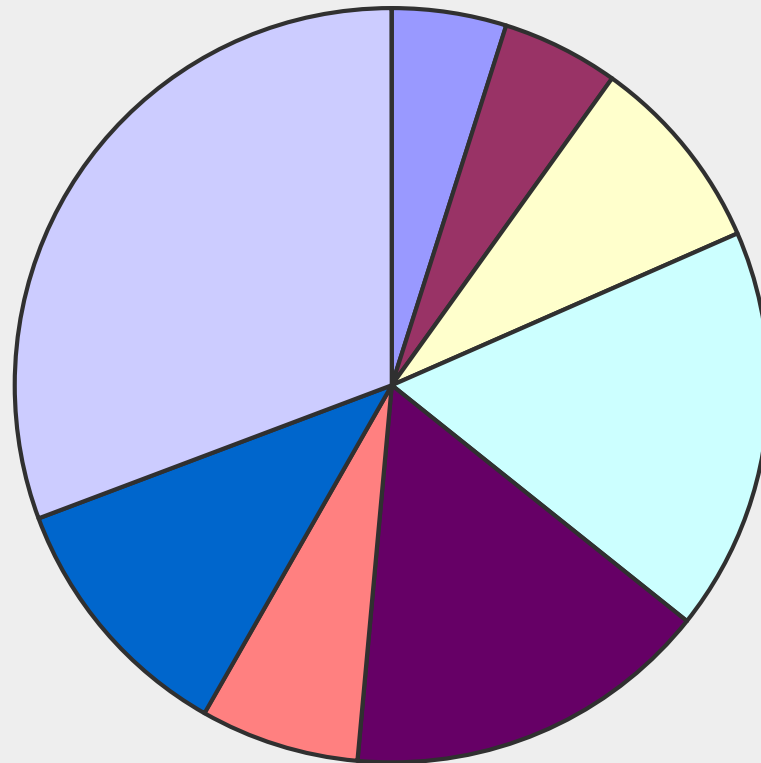
East Lothian Library Survey

Can you suggest any ways that we could make the library better for you?	
Answer Options	Response Count
	295
<i>answered question</i>	295
<i>skipped question</i>	378

Are you?



Which age range do you fall into?



- 12-16
- 17-24
- 25-34
- 35-44
- 45-54
- 55-59
- 60-65
- 65+

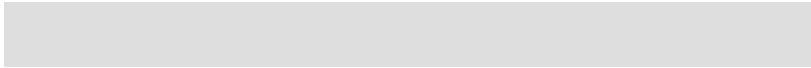
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Ethnic origin?			
White			
Answer Options	Scottish	English	Welsh
Please choose one only	462	46	7
Asian			
Answer Options	Asian	Asian Scottish	Asian British
Please choose one only	0	1	0
African, Carribean or Black			
Answer Options	African	African Scottish	African British
Please choose one only	0	0	2
Other Ethnic Group			
Answer Options	Arab	Other	Response Count
Please choose one only	0	3	3

British	Irish	Gypsy Traveller	Other	Response Count
62	7	1	14	599

Pakistani	Pakistani Scottish	Pakistani British	Indian	Indian Scottish	Indian British
0	0	0	0	0	1

Carribbean	Carribbean Scottish	Carribbean British	Black	Black Scottish	Black British
0	0	0	0	0	0

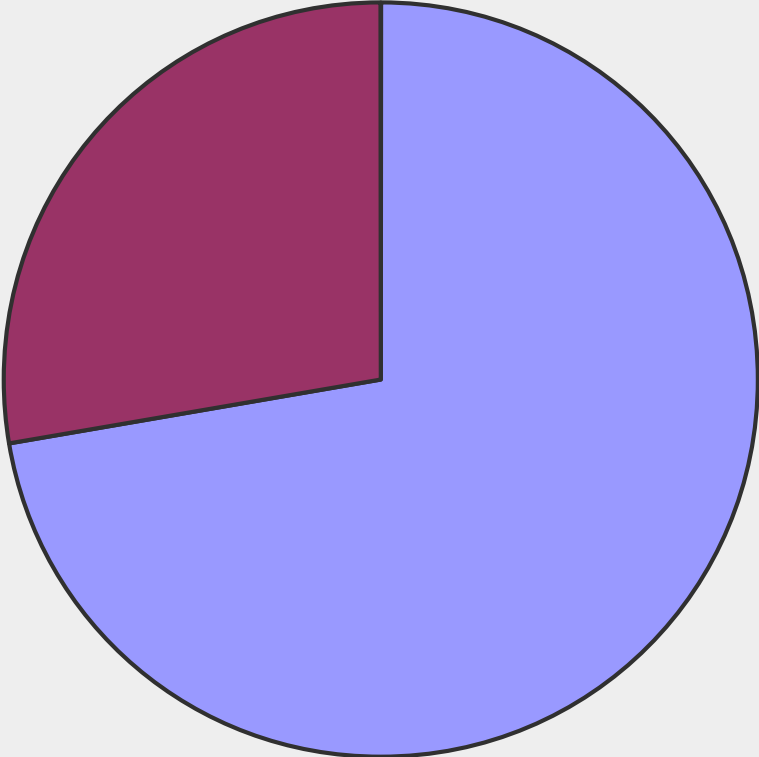


Bangladeshi	Bangladeshi Scottish	Bangladeshi British	Response Count
0	0	0	2

Response Count
2

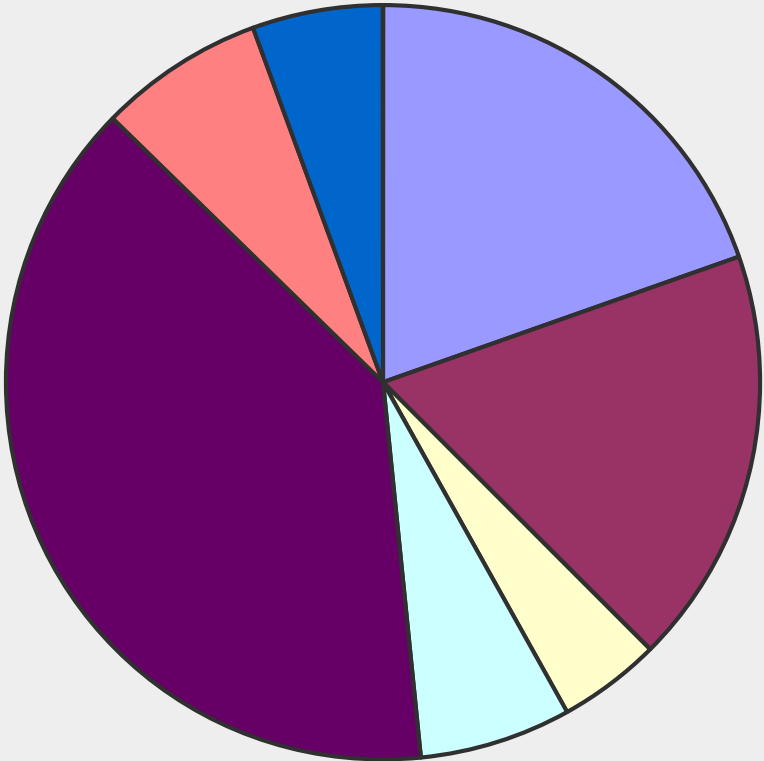
Question Totals	
<i>answered question</i>	605
<i>skipped question</i>	68

What type of house do you live in?



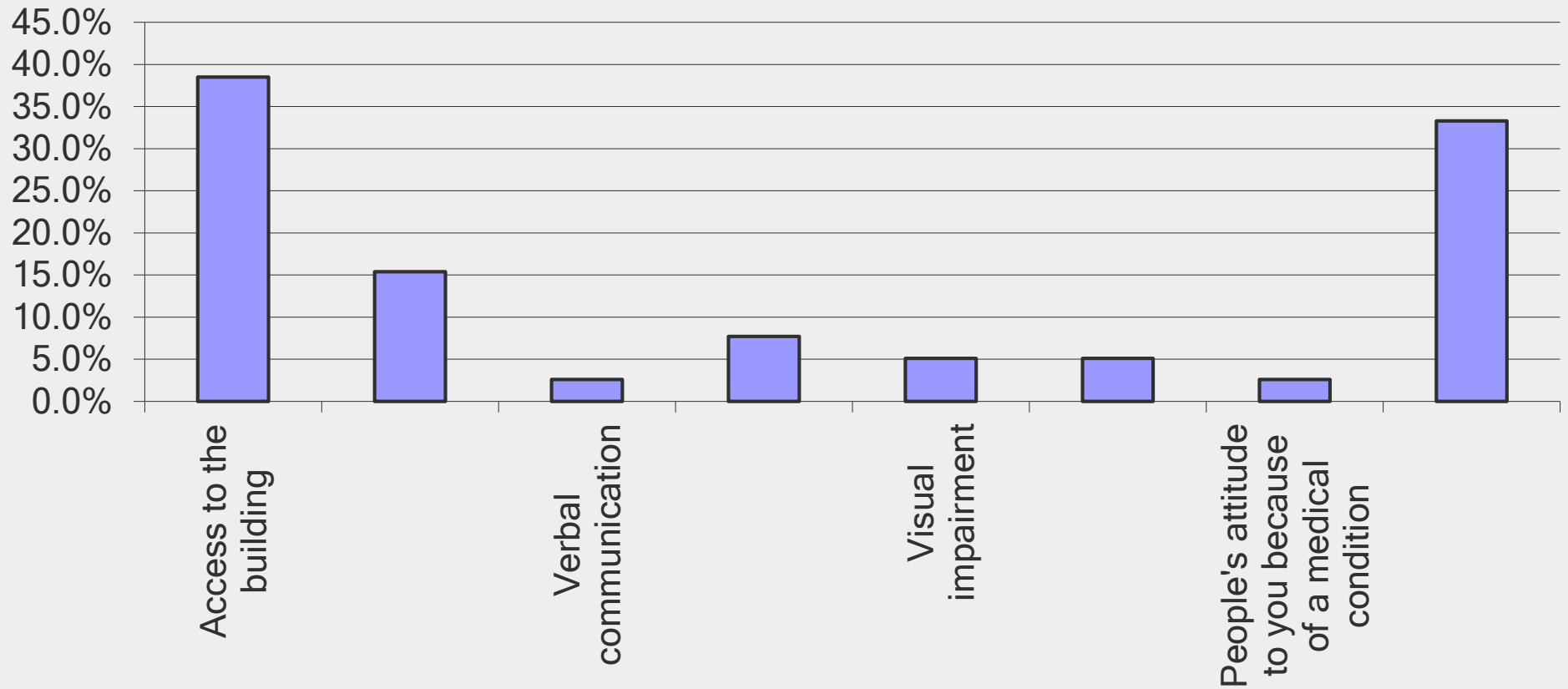
- Privately owned
- Rented

Which category best describes your current employment status?

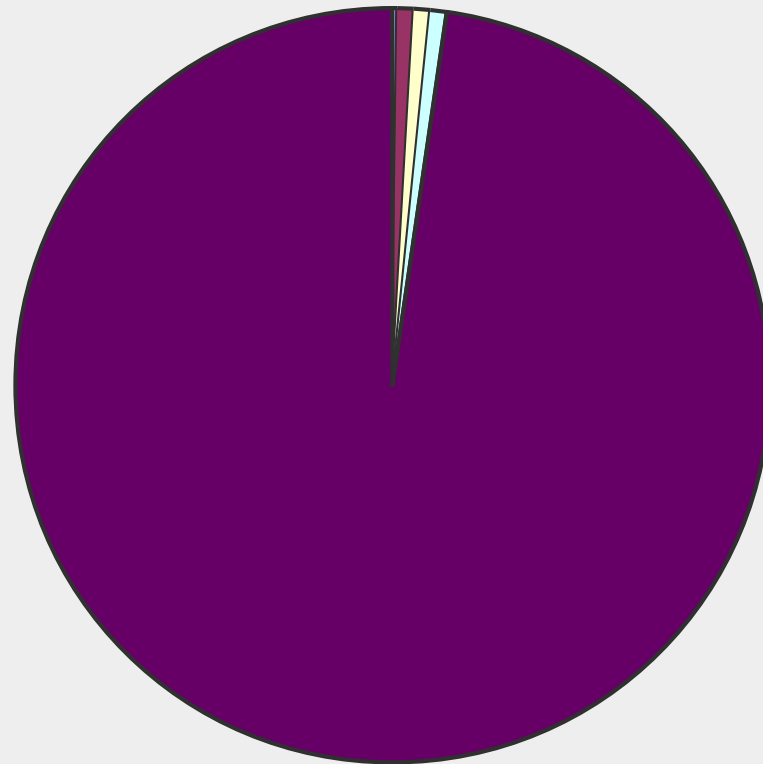


- Working - full time (30+ hours)
- Working - part time (9-29 hours)
- Self-employed
- Unemployed
- Retired
- Looking after children/house
- Student

Are there any barriers that you find limit how much you can access the library service?



What is your sexual orientation?



- Lesbian
- Gay
- Bisexual
- Transgender
- Heterosexual