



# 1. INTRODUCTION

## Background

This report presents the results of a national survey conducted in 17 public libraries, both static and mobile services in Wiltshire. The survey follows strict guidelines laid down under the CIPFA Plus methodology (Chartered Institute of Public Finance and Accountancy) undertaken in each library by means of a self completion questionnaire handed to child library users in October/November 2007.

## Returns

Altogether 2,179 completed survey forms were received back for analysis. Results are accurate to +/- 1.1%. The table below shows the various returns from each library surveyed and the response rates achieved. The allocation of questionnaires reflects the size of library and takes into account opening hours and visitor numbers during the sampling period.

The lowerer survey response rate for mobile libraries is possibly due to the limited space and time available for mobile library customers to complete the form on the vehicle.

Loc	Name of service point	Questionnaires returned	Percentage of each service point	Questionnaires given out	Survey response rate
1	Salisbury Library	278	12.76	308	90.26
2	Chippenham Library	263	12.07	284	92.61
3	Devizes Library	244	11.20	270	90.37
4	Trowbridge Library	262	12.02	278	94.24
5	Calne Library	322	14.78	351	91.74
6	Westbury Library	136	6.24	140	97.14
7	Amesbury Library	114	5.23	120	95.00
8	Malmesbury Library	130	5.97	140	92.86
9	Tidworth Library	70	3.21	70	100
10	Mere Library	34	1.56	35	97.14
11	Wilton Mobile Library	103	4.73	150	68.67
12	Chippenham Mobile Lib	59	2.71	104	56.73
13	Cricklade Library	32	1.47	33	96.97
14	Durrington Library	38	1.74	39	97.44
15	Ramsbury Library	16	0.73	20	80.00
16	Lyneham Library	59	2.71	60	98.33
17	Market Lavington Library	19	0.87	20	95.00
<b>Total</b>		<b>2179</b>	<b>100</b>		

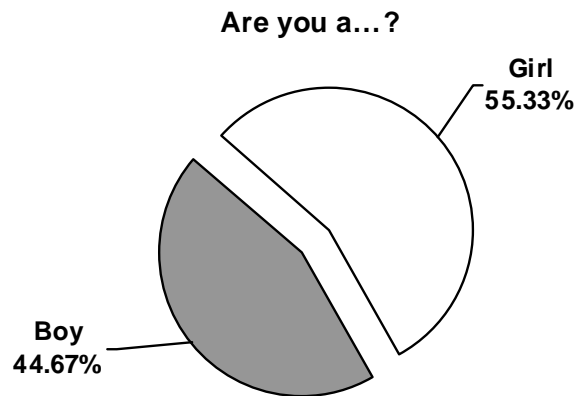
## Analysis

This report looks at the combined overall frequencies for each question. More detailed analysis such as by age or library is noted below the overall graph where relevant.

## 2. SURVEY RESULTS

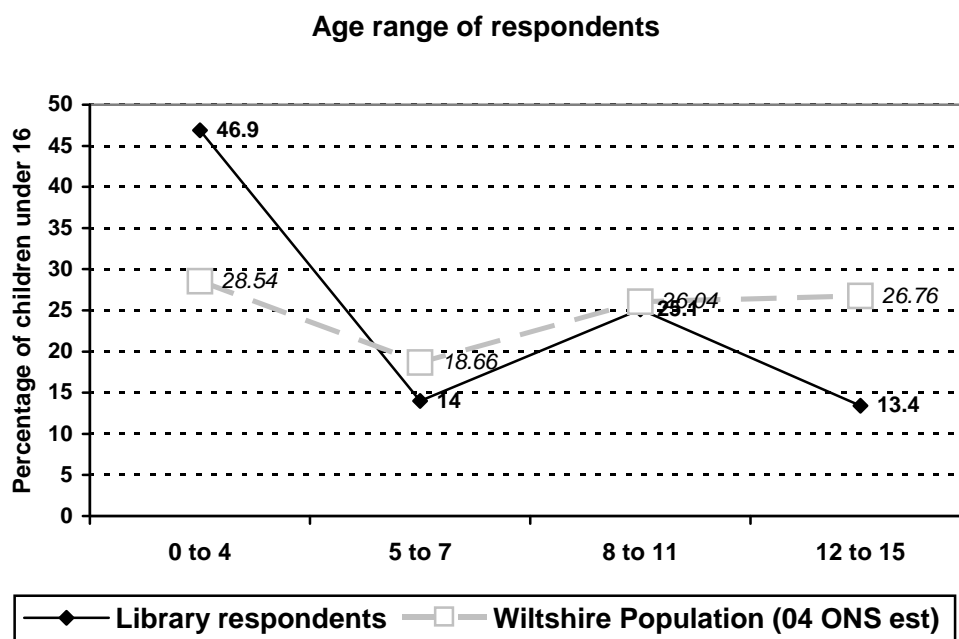
### Overall Results

Q1. Are you a boy or a girl?



The results show that more girls than boys use the libraries in Wiltshire by a 10.66% margin.

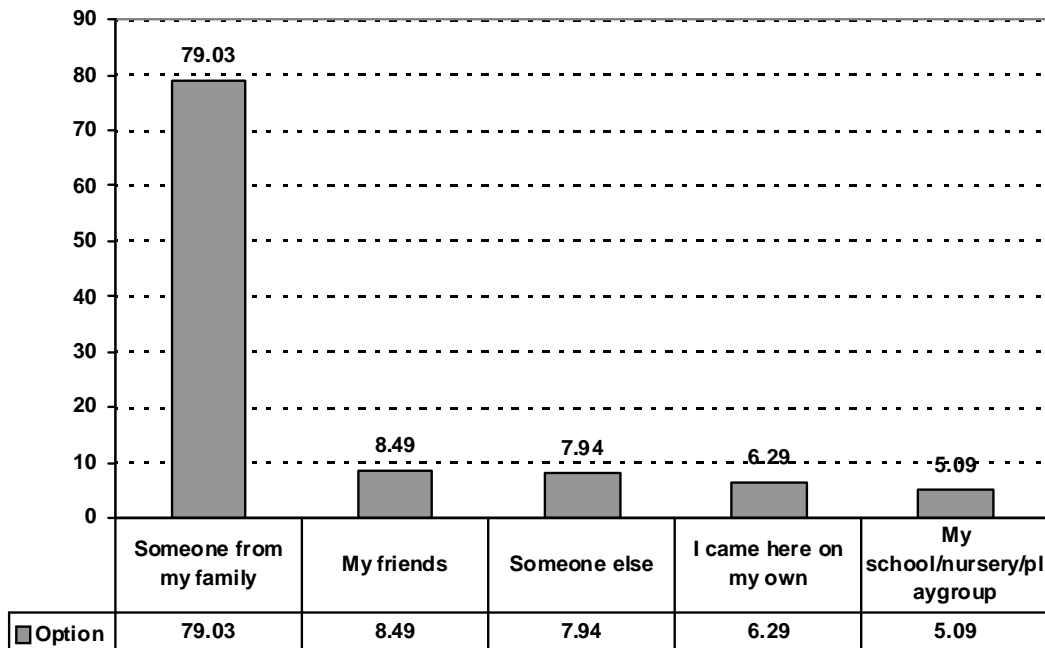
Q2. How old are you?



The survey covered children under 16 years of age. A similar survey was carried out in 2005 among Adult library users. The age profile of the library users shows a tendency towards the very young with the older children not being representative of the Wiltshire population. Compared with the population, based on the 2004 ONS estimates, the percentage of children ages 12 to 15 is very low. In contrast there are a very large number of children under 5 using the library than the population percentages would suggest.

Q3. Who did you come to the library with today?

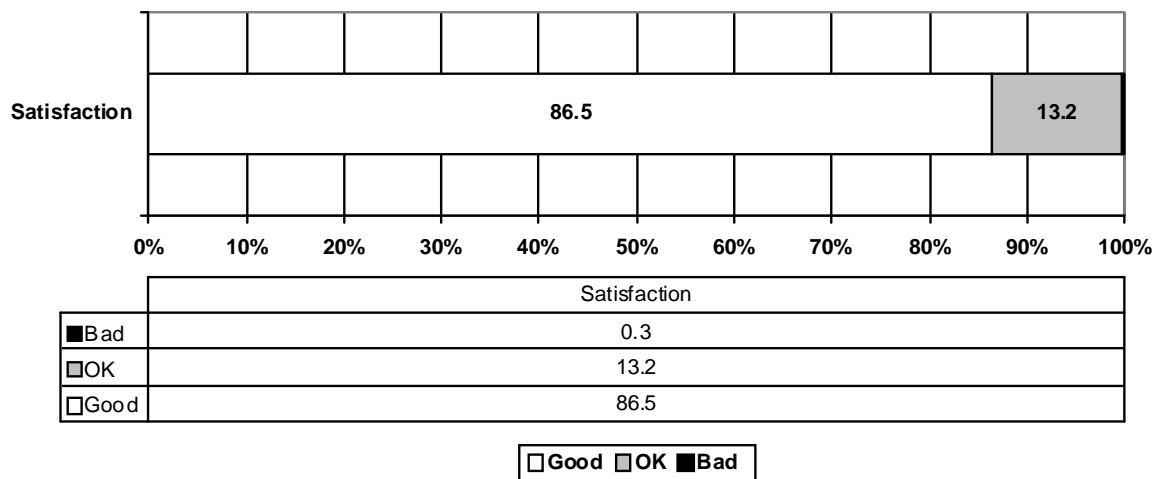
Who did you come to the library with today?



The majority of people 79.03% came to the library with a family member. Only a small percentage of people who filled out the survey, 6.29%, had come to the library on their own.

Q4. Overall do you think the library is...?

Overall do you think the library is...?



The vast majority of the children who replied to the survey, 99.7%, felt that their local library was good or ok overall. There is a very strong sense of satisfaction held by the young people of Wiltshire about their local libraries.

**The following libraries had a 100% satisfaction for good or ok.**

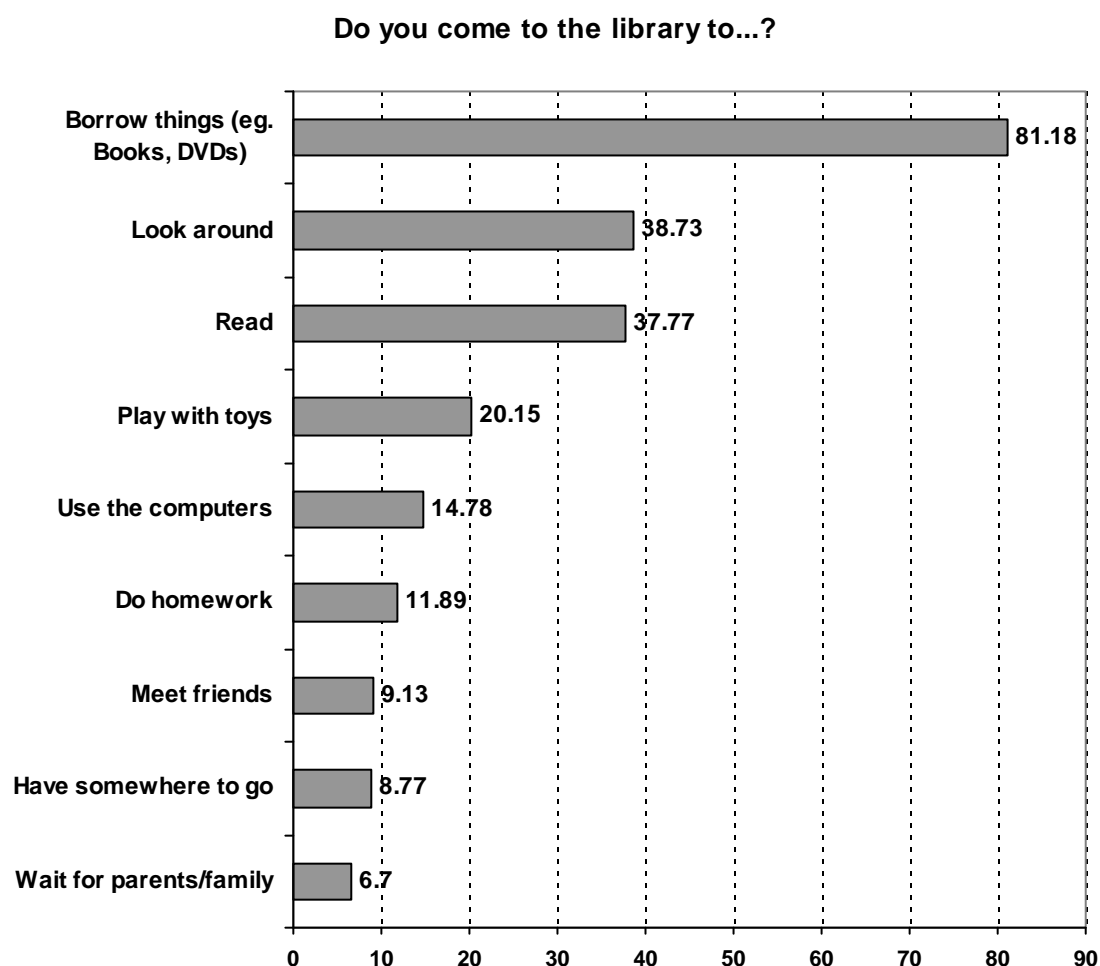
Devizes Library, Trowbridge Library, Westbury Library, Malmesbury Library  
Tidworth Library, Mere Library, Wilton Mobile Library, Chippenham Mobile  
Library, Cricklade Library, Durrington Library, Ramsbury Library, Lyneham  
Library and Market Lavington Library.

**Non 100% good/ok scoring libraries for satisfaction:**

Amesbury Library 0.88% found it to be bad  
Chippenham Library 0.77% found it to be bad  
Calne Library 0.64% found it to be bad  
Salisbury Library 0.36% found it to be bad

No library had more than 1% of respondents who thought that their library was bad overall.

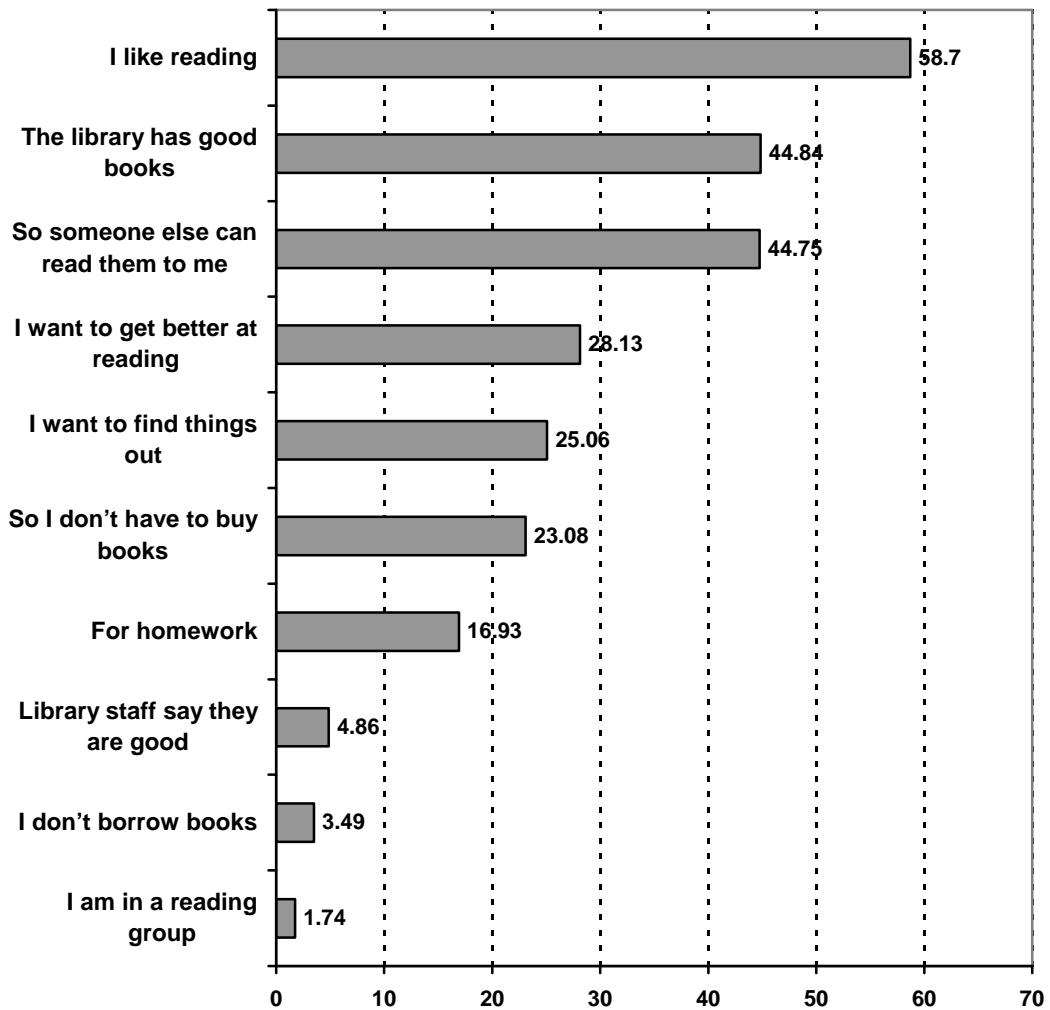
Q5. Do you come to the library to...?



Unsurprisingly the majority of children who visited the library and filled out the survey said that the reason they visited the library was to borrow a book or DVD. 38.73% however visited just to look around and 37.77% of people visited to read the books at the library. Fewer than 10% of respondents also noted that they used the library to meet their friends.

Q6. Why do you borrow books from this library?

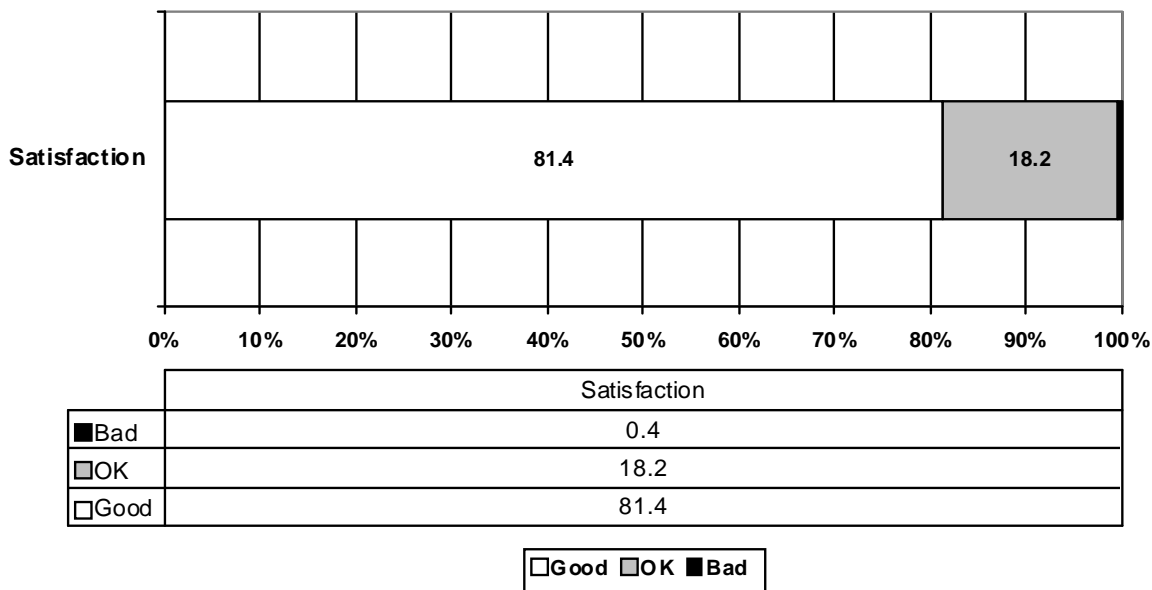
Why do you borrow books from this library?



58.7% of the people who responded to the survey said that one of the reasons for borrowing books was that they like reading. This question enabled people to select more than one reason why they might borrow books and the results show that other reasons for borrowing books was so that someone else can read to them and because the library has good books in general. 80.2% of children aged 0-4 said that they borrowed books so that someone can read to them. While in general the percentage of people overall borrowing books for homework were low, 16.93%, among the 8-11 age group the percentage rose to 50.1%. The age band 12-15 was also high with 34.4%

Q7. Overall do you think that the books in this library are...?

**Overall do you think that the books in this library are...?**



Almost every person who replied to this question, 99.6%, felt that books available in their local library were good or ok overall. With less than half a percent saying that the books overall were bad it shows that there is a very strong sense of satisfaction in the quality of books at local libraries.

**The following libraries had a 100% satisfaction for good or ok.**

Salisbury Library, Trowbridge Library, Westbury Library, Tidworth Library, Mere Library, Chippenham Mobile Library, Cricklade Library, Durrington Library, Ramsbury Library, Lyneham Library and Market Lavington Library.

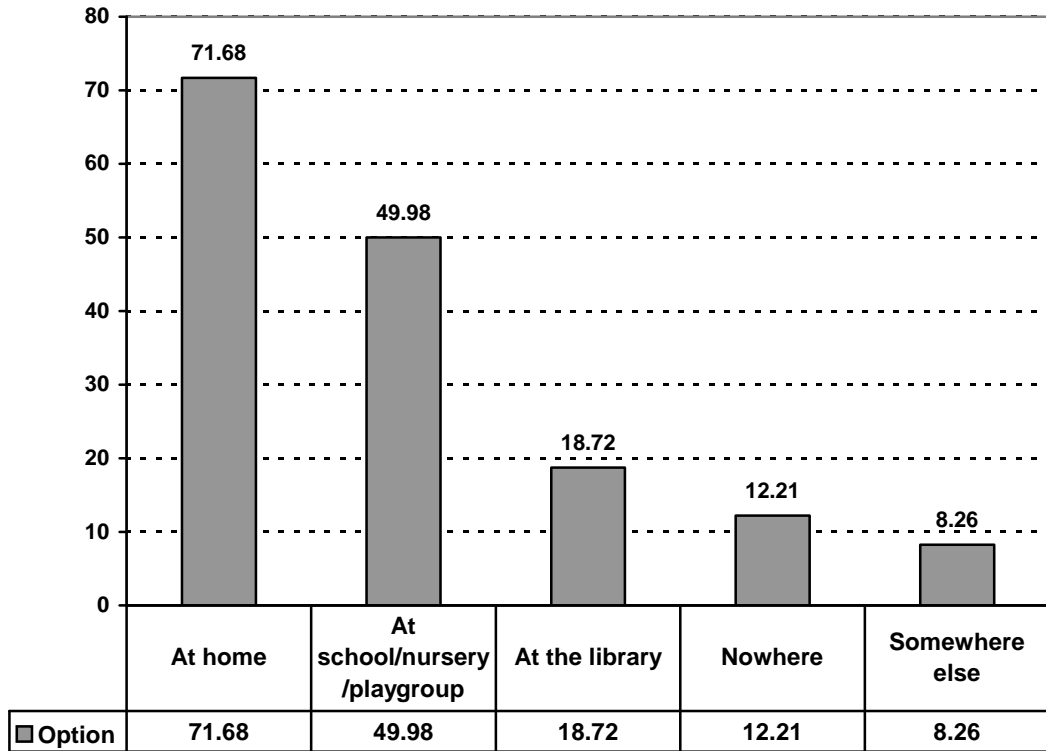
**Non 100% good/ok scoring libraries for satisfaction:**

- Amesbury Library 1.79% found it to be bad
- Wilton Mobile Library 0.97% found it to be bad
- Malmesbury Library 0.79% found it to be bad
- Chippenham Library 0.77% found it to be bad
- Calne Library 0.65% found it to be bad
- Devizes Library 0.41% found it to be bad

No library had more than 2% of respondents who thought that the books at their library were bad overall.

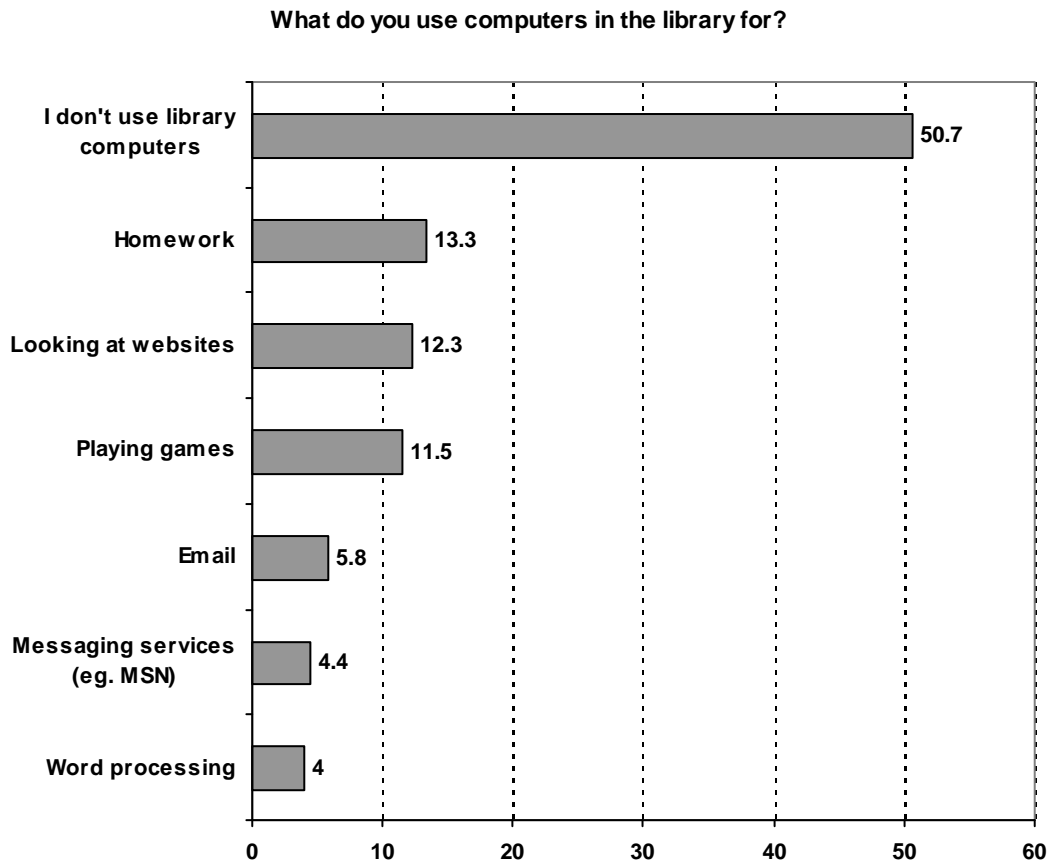
Q8. Where do you use computers?

Where do you use computers?



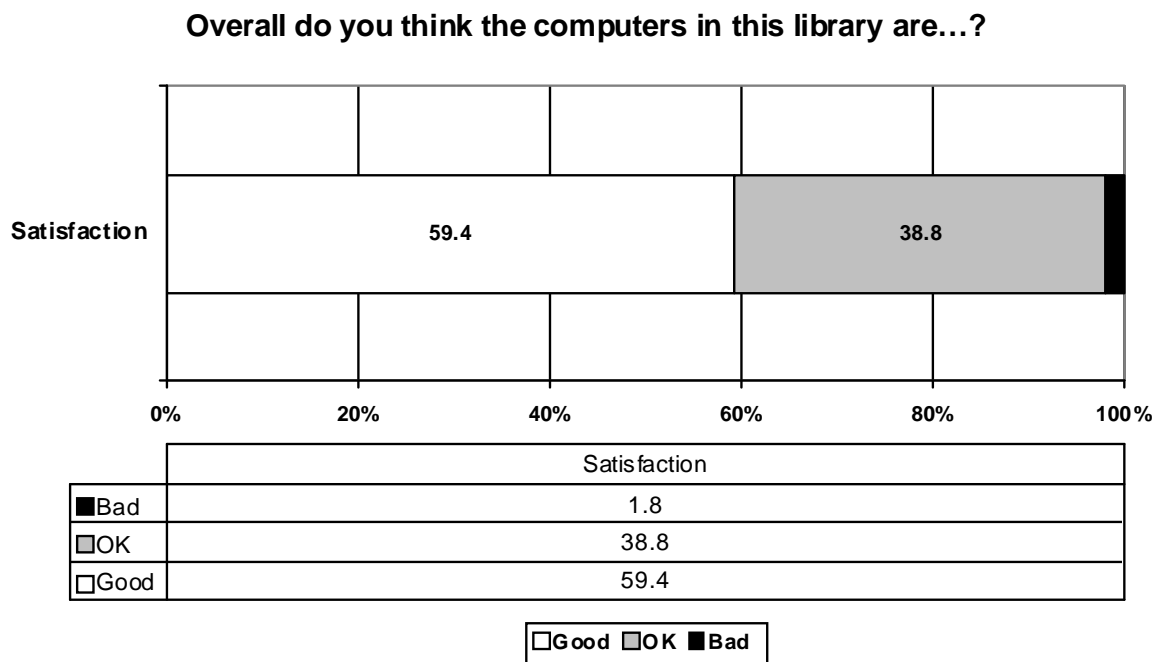
While 18.72% of respondents said that they used the computers at the library the majority of people used one at home. 12.21% of people overall said that they used computers “nowhere” but it is worth noting that 94.4% in the 0-4 age group said this which inflates the overall figure. The other age groups score no higher than 2.3%, with the rest using a computer in at least one of the listed locations

Q9. What do you use computers in the library for?



13.3% of the people who replied to the survey said that they used the computers. This was the top most popular reason for using the computers at the library, not counting those that do not use them. Closely in second was looking at websites with 12.3% and then for playing games at 11.5%. The age groups most likely to use the computers for homework were 8-11 and 12-15 with 41.9% and 43.6% respectively. A similar trend followed for the people who used the computers for gaming.

Q10. Overall do you think the computers in this library are...?



98.2% of people that completed this question felt overall the computers in their local library were good or ok. With less than 2% saying that the computers overall were bad it shows that there is a very strong sense of satisfaction in the quality of the computers at local libraries.

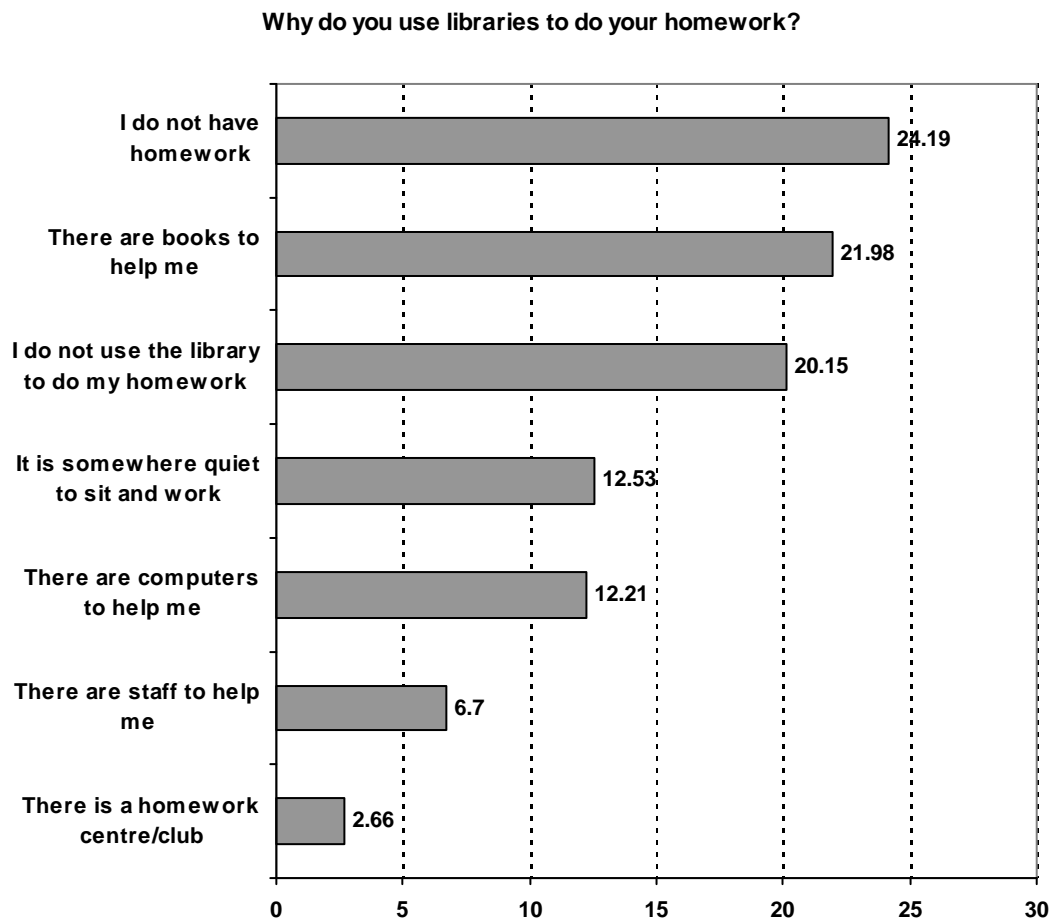
**The following libraries had a 100% satisfaction for good or ok.**

Westbury Library, Amesbury Library, Mere Library, Chippenham Mobile Library, Durrington Library, Ramsbury Library, Market Lavington Library

**Non 100% good/ok scoring libraries for satisfaction:**

Cricklade Library	12.50% found it to be bad
Wilton Mobile Library	8.16% found it to be bad
Tidworth Library	2.70% found it to be bad
Lyneham Library	2.38% found it to be bad
Chippenham Library	2.22% found it to be bad
Devizes Library	2.17% found it to be bad
Trowbridge Library	2.11% found it to be bad
Malmesbury Library	1.89% found it to be bad
Calne Library	1.19% found it to be bad
Salisbury Library	0.67% found it to be bad

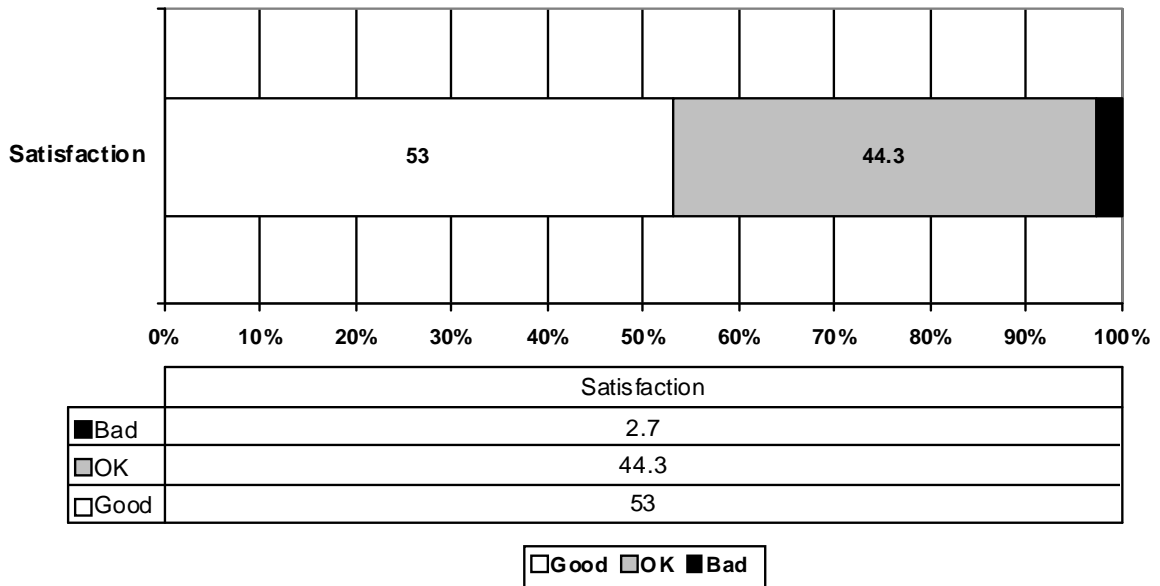
Q11. Why do you use libraries to do your homework?



Not counting the people who said they did not have any homework, of which 80.6% of 0-4s voted for, the top answer for why people use the libraries to do homework was because of the books available to help them. Only a very small percentage, 2.66%, of the people that replied to this question said that the reason they used the library was because there was a homework club.

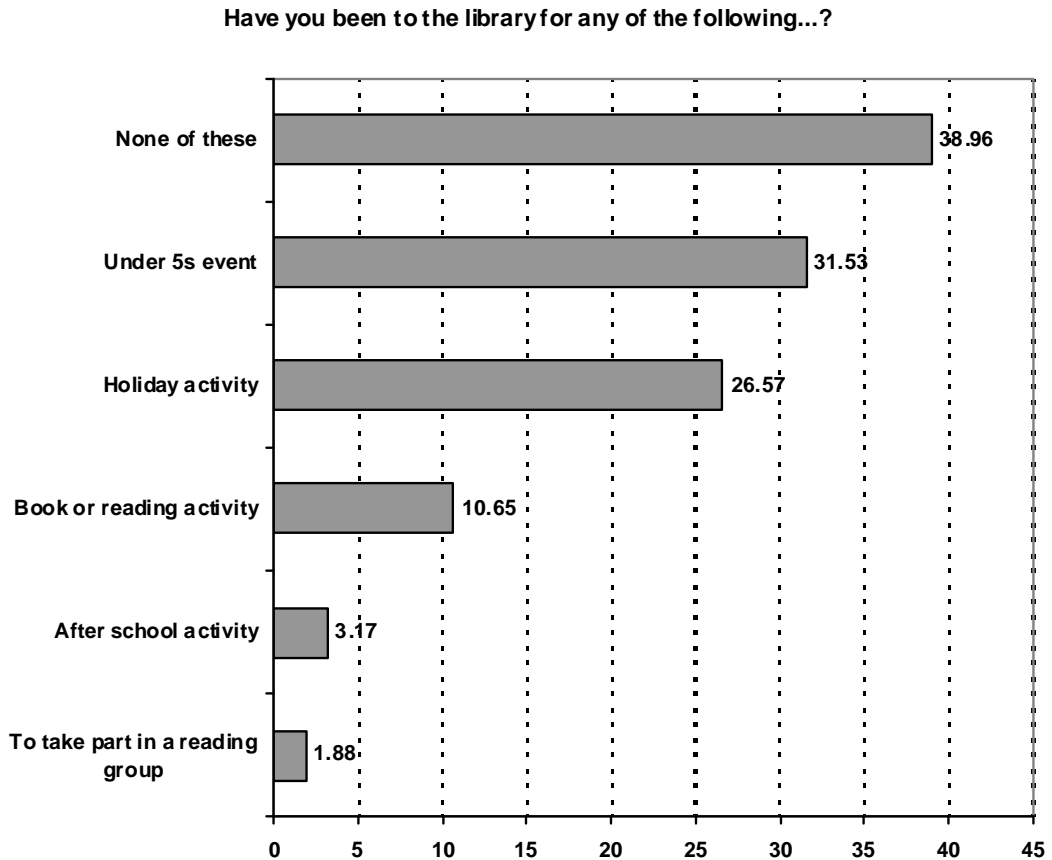
Q12. Overall do you think the homework help in this library is...?

**Overall do you think the homework help in this library is...?**



Of the people that completed this question 97.3% felt overall the homework help in their local library was good or ok. The age group with the least satisfaction in homework help was 5-7 years old at 6.2% for bad.

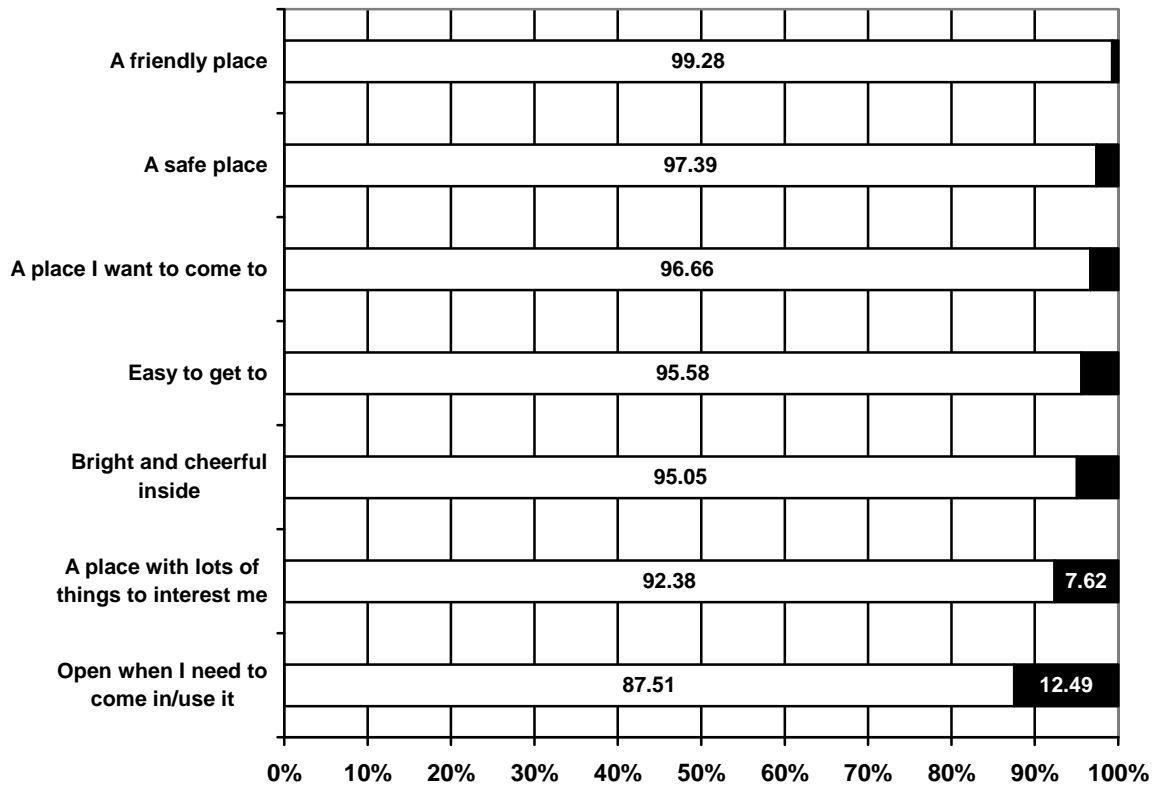
Q13. Have you been to the library for any of the following...?



Of all the people that replied to the survey in total 46.9% of them were from the ages of 0-4 which explains why the percentage of people attending events for under 5s top the list of things people have been too. Closely in second was a holiday activity with 26.57% of people saying they had been to one.

Q14. Do you think the library is...?

Do you think the library is...?

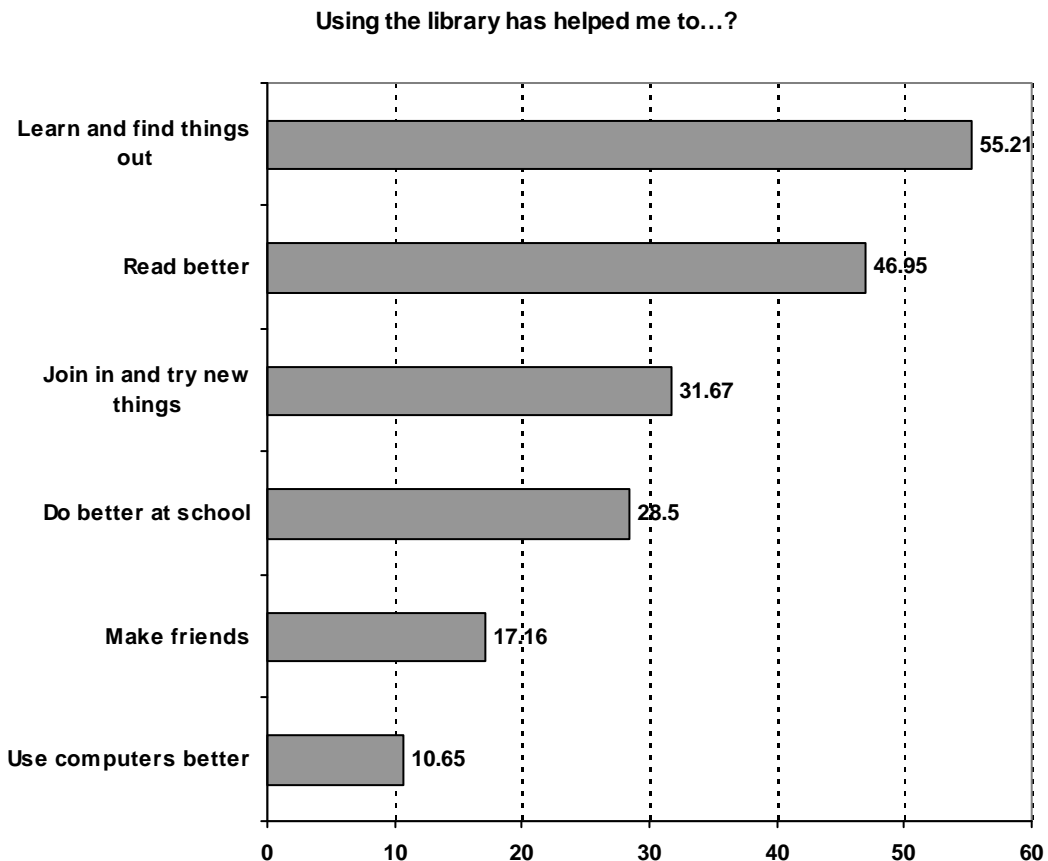


	Open when I need to	A place with lots of things	Bright and cheerful inside	Easy to get to	A place I want to come to	A safe place	A friendly place
■ No	12.49	7.62	4.95	4.42	3.34	2.61	0.72
□ Yes	87.51	92.38	95.05	95.58	96.66	97.39	99.28

□ Yes ■ No

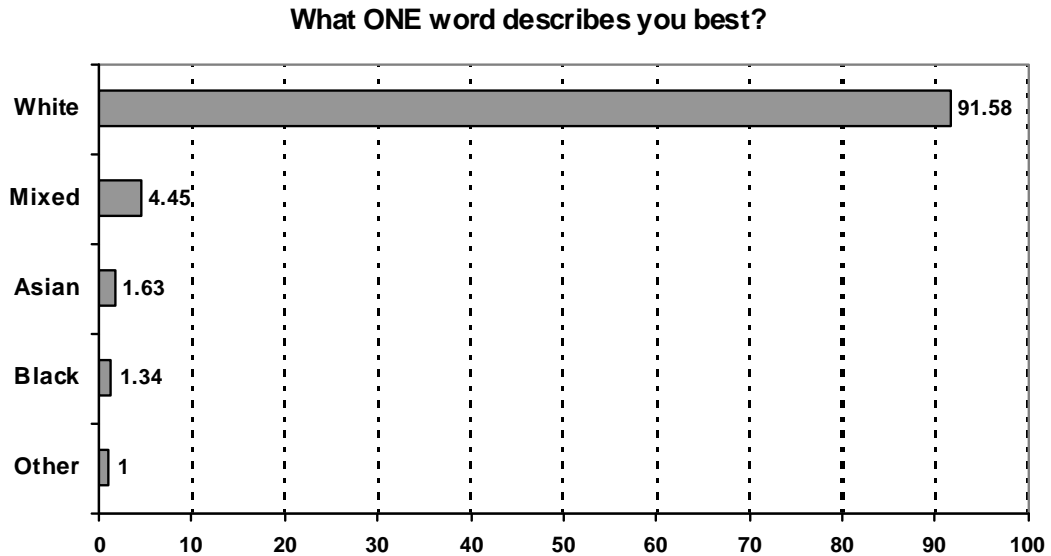
General feelings about the respondent's local libraries are good with most people positive about what the library is. 99.28% of people thought that the library was a friendly place. There was however a small percentage, 12.49%, of people who didn't think the library was always open when they needed it. Libraries such as Lyneham (36.2%), Cricklade (32.1%) and Market Lavington (27.8%) has the most amounts of people saying that it was not open when they needed to use it.

Q15. Using the library has helped me to...?

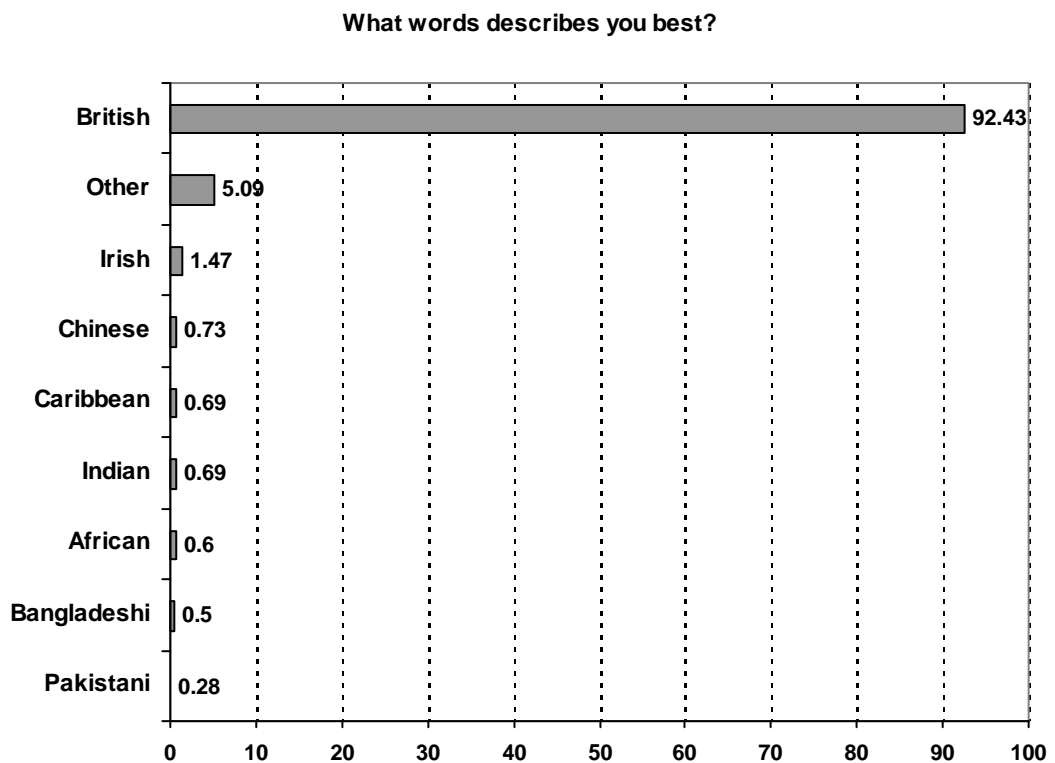


This open ended question enabled the respondents to select as many options as they felt helped them. 55.21% of children overall felt that their local library had helped them to learn and find things out. 46.95% said that their library had helped them to read better. Among the 8-11 year olds, 42.2% said that using the library had helped them do better at school. 56.1% of 0-4 year olds had used the library in order to make friends.

Q16. What ONE word describes you best?



Q17. What words describes you best?



When compared to the 2001 census data the percentage of non British (7.57%) is slightly above the percentage of the minority ethnic population in the county (3.83%). However, since 2001 there has been a marked increase in the number of people from particularly the old eastern bloc countries that have come to Wiltshire mainly as economic migrants. This is reflected in the figure which shows that the second largest group using Wiltshire libraries are those from "Other" at 5.09%, although we cannot be totally confident where their actual country of origin was as it was not asked.

### **3 CONCLUSION**

This survey is one of the largest surveys of its kind in Wiltshire and provides a wealth of information for the Library Service and individual libraries to help plan service improvement and development. Some of the information will be sent to the Government and will form the basis of a number of BVPIs (Best Value Performance Indicators). Comparison with previous surveys and the Governments own comparative tables of other Library Authorities will enable this survey to be used in a larger national context.