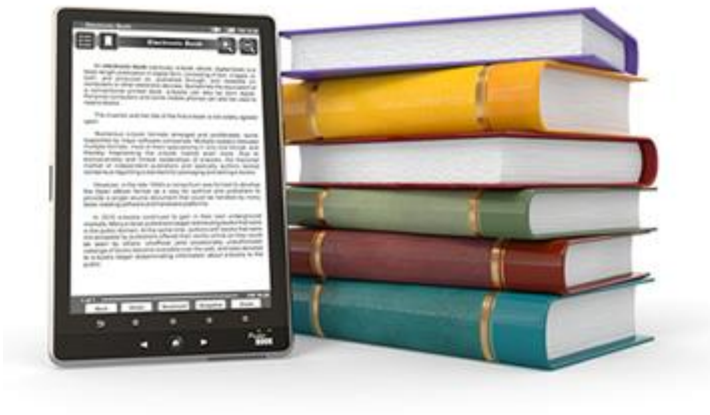
A survey of Clarence Valley and Bellingen Shire residents to measure their satisfaction with the library collections



A random and representative survey of
400 Clarence Valley and Bellingen Shire residents
conducted by the **Clarence Regional Library**

Report dated April 2015

Clarence Regional Library: Bellingen, Dorrigo, Grafton Iluka, Maclean, Urunga, Yamba and Mobile Library

Bellingen Shire COUNCIL

clarence VALLEY COUNCIL

your library – your place CLARENCE VALLEY

Background

The Clarence Regional Library Strategic Action Plan 2012-2022 Targeted Public consultations include:

- Developing a consultation plan
- Target particular groups on an annual basis
- Build results into future budget allocations
- Train staff or engage in a consultant
- Analyse results

The aim is to inform future collection development.

The CRL Committee has agreed on the benefits of running regular surveys of resident and library users in order to maintain an awareness of satisfaction with various aspects of the library service and to respond accordingly. These are to alternate annually between targeting specific groups and targeting the broader community.

A Youth survey was run in 2013 and it was determined to run a general Collection Survey in 2014/15. The last Collection Survey was delivered in 2009. Since then there have been some changes in collection format with the increase in use of ebooks and the introduction of DVDs. However, there is still scope for comparing the results between 2009 and 2015.

Following a comprehensive review of other public library collection surveys and a review of the 2009 survey, survey questions were developed which would provide feedback on the usage and satisfaction with all collections and formats held within all CRL libraries. The questions were placed into SurveyMonkey for online completion and analysis, and duplicated on print surveys as an alternative means of collection.

Promotion

Awareness of the survey was generated through newspaper media releases, radio advertising, and posters in libraries, library website and Facebook postings. As an incentive a prize of a Samsung Galaxy Tab3 was offered in each LGA.

The survey was offered in online and print form over two months from 1 December 2014 to 1 February 2015, following which all print entries were entered into SurveyMonkey online in order to generate analytical statistics. A total of 400 surveys were submitted from both LGA's which compares favourably with a similar survey held in a metropolitan Sydney library service which had 400 returns in a population 4 times that covered by Clarence Regional Library.

Findings and comparisons

The following is a summary of the major findings to come out of the survey, with possible interpretations of these. Comparisons with the 2009 survey are highlighted in italics.

Gender

1. As with the 2009 result, the larger proportion of responses were from females (76.44%) *(69.7%)*, than from males (23.56%) *(30.3%)*. The proportion of females has increased over the past 5 years.

Age

2. Only 4.93% of the respondents were younger than 20 years old, *a significant decrease from the 2009 figure of 12.7%.*

3. 24.66% were aged between 20 and 50, being the working ages for most of the population, *compared with a similar 23.5% in 2009*.

4. 20.28% were aged between 50 and 60, *closely matching the 20% in 2009*.

5. Just over 50% of respondents were aged 60 or above, *compared with 43.7% in 2009*.

This noticeable shift towards more senior library users reflects the ageing population of Australia and the local region. For instance the 2011 census showed that 35% of the Grafton population is over 55.

Location and membership

6. The split in responses between the two Councils closely reflects the funding and allocation split of 80/20, with 73.5% of responses from Clarence Valley and 23.5% from Bellingen.
   The 2009 survey showed 24% Bellingen and 42% Clarence Valley, with Nambucca and others accounting for the remainder.

7. 98% of respondents are members of the Clarence Regional Library.

8. The majority of respondents were from Yamba Library (32%) followed by Grafton (27.46%), Bellingen (11.59%), Dorrigo (7.81%), Maclean (7.56%), Urunga (6.3%) and the Mobile Library (3.02%). This may reflect the willingness of different demographics to voice their opinion, or the degree of local promotion.
   In 2009 the majority of respondents used the Bellingen library (18.5%) with the next rankings being Grafton (16.7%), Nambucca heads (13.8%) and Yamba at 11%.

9. The length of time that respondents have been using the library service is consistent with the 2009 results. 63.48% have been using the Clarence Regional Library service for over 5 years, *matching the 64.2% in 2009*. *2009 results saw 3.7% first time users*, while this survey only identified 1.5 first timers.

10. Similarly the percentage of respondents who use the library service in person has varied little from *93% in 2009* to 95.25% in 2014.

11. Of interest is the percentage accessing the library website increasing from *22.7%* to 46% over the 5 years. This is to be expected with increased connectivity and improved website design and useability.

12. Otherwise access to the library via telephone, email, family members or friends or through a home library service haven't varied at all. The low home library figure (0.75%) is possibly an indicator of the lack of access to print or web versions of the survey for the known increased home library users.

13. As with 2009 results, the majority of respondents (24%) use their library on a weekly basis, although this is *a drop from 32.8% in 2009*. The second most frequent usage is fortnightly (21.25%), with 20% using the library every 3-4 weeks.

General library services

Both surveys asked respondents for a rating of their satisfaction with various aspects of their library

14. Overall library services continue to receive a high satisfaction rating with 68% excellent and 22% above satisfactory.

15. As with the 2009 survey the highest excellent rating was with customer service, being 83.46%, and with only 5.5% rating this as satisfactory or lower.

16. 22% of respondents rated computer access as satisfactory or poor, which is a similar figure to 2009. This suggests that a constant percentage of the population will always have higher expectations than can be considered when it comes to technology.

17. Print collections received a 35.7% excellent rating and 29.4% above satisfactory. This is an improvement over the *2009 figure where the largest rating (nearly 50%)* was simply satisfactory.

18. A new service that was assessed for this survey is ebooks and emagazines. Not surprisingly 50% of respondents noted that they didn't use this format. Of the remainder 31.2% rated the collections as excellent, 23.2% as above satisfactory and 35.8% as satisfactory. Considering that CRL eBooks are only obtain from one source, Wheelers, this is considered a good indication of the quality of titles selected.

19. Similarly, 55.95% acknowledged that they didn't utilise the online information resources, but of the remainder 48.3% rated these as excellent, 28.2% as above satisfactory and 23% as satisfactory. As with eBooks and emagazines, the future emphasis here should be on promoting these resources to non-users.

20. Of the 41.5% who acknowledged using the childrens services offered, 54.6% rated these as excellent and 23.3% as above satisfactory.

21. 59% don't use or weren't aware of services to seniors. Of the remainder, 50% rated the services as excellent, and 28% as above average.

22. 55% of respondents access library programmes and activities and of these 48.4% rated these services as excellent and 27.23 as above average.

Collection format

23. Although a relatively low 29% stated that they always find what they want in their library, 61% said they often find what they want. Only 1.25% rarely find what they want and 0.25% never do. This question wasn't asked in 2009, but the above 90% indicates that in general the collection is satisfying community expectations.

24. Print continues to be the most popular format, but as a change from the 2009 survey where hardback was the most popular format, the most popular format for this survey is paperback with 64.9% giving this a high rating. Hardbacks moved to second most popular with 62% rating this as high.

25. As further support of the popularity of a DVD's collection, this format continues to rate as third most preferred format with 32.6% giving a high rating and 27.25% a medium.

26. The next most popular format is large print. A half of respondents rated it medium or high, while the other half are obviously not users of large print and gave it a low rating. This could be seen to correspond with the more senior members accounting for over a half of responses, as these are the main users of large print.

27. The fifth preferred rating is magazines, followed by eBooks, CD audio books, newspapers, emagazines, MP3 audio books, Graphic novels and finally eaudio books. *Ebooks rated second lowest in the 2009 survey*, so the move to sixth is a good indicator of the growing popularity of this format.

28. The higher preference for CD talking books over MP3 implies that our borrowers are still preferring this older format. This confirms the decision to continue to purchase both formats.

Fiction genres

29. In response to the question of which FICTION genres customers would like more of the top picks are almost identical to the 2009 survey. While Australiana tops the list with 54.27 preferring this genre, in 2009 this was selected by 70.9% indicating a decrease in popularity. The next most requested genres in order are crime/detective (48.76% - *49% in 2009*), mystery (46.3% - *59.9% in 2009*), historical (33.9% - *49.3% in 2009*), humour (33.6% - *47.2% in 2009),* action/adventure (33.3% - *48.1% in 2009)* and thrillers (30.3% - *37.7% in 2009*).

30. The less requested but still significant (rated 15-30%) genres included classics, sagas, romances, fantasy, short stories and science fiction. This was surprising in some cases as there are often large numbers of reservations for authors in the saga and romance genres.

31. Genres that at the bottom of the popularity indicator are (in order of rating): young adult, chicklit, paranormal, Christian fiction, erotica, graphic novels, horror, feminist, LGBTIQ and westerns. Again this seemed to contradict other observations,

particularly around the popularity of graphic novels and westerns, which may be related to the high percentage of seniors and females who participated.

32. The open questions asking for specific authors or titles received 93 responses of varying lengths and relevance which will be considered when establishing Standing Order lists for the next financial year.

33. Some comments included in the open question regarding fiction were:

> “There is always a good selection of my favourite authors already in the Yamba Library”
>
> “I usually put in requests once a book is published”
>
> “I'm happy with your collection”
>
> “The only thing I WOULD like to plead for: wasting less of the budget on crappy soft porn romance. We can buy it at Coles. Apart from that I think you do a good job, and you nearly always respond to SFPs.”

Non-fiction categories

34. In response to the question of which NON-FICTION categories customers would like more of, again the top 6 were *the same subjects as the 2009 survey*, although the spread across all categories was more even. The top 6 subjects, with the result and the comparative 2009 result are; Biographies and memoirs (35.6% / *57.5%*), Crafts (31.27% / *44%*), Gardening (31.27% / *51.5%*), Travel (27.86% / *NA*), History (26.9% / *47.6*%).

35. While Local History has increased its ranking from 14th in 2009 to 7th in this survey, the percentages of borrowers who selected this subject as desirable remained similar, at 24.5% vs *25.3%.*

36. The decreased percentages generally imply that readers are accessing a broader range of subjects.

37. Again, the demographics of respondents (76.4% females and 50% over 60), is reflected in some of the subject interest results. For instance the high demand for crafts, gardening and cooking and the lower interest in more ’male dominated’ subjects such as automotive and building.

38. Most of the comments included in the open question regarding non-fiction specified authors, titles or subjects, apart from the following;

> “Nothing springs to mind at the moment. I request a purchase when I hear of/read about something that interests me.”

Magazines

39. The most popular magazine subject areas reflected the Non-fiction results with 28.5% identifying this as a preferred area, followed by crafts (27.9%), Home and Gardening (26.44%), health and fitness (23.75%), travel and holidays (21.46%) and lifestyle (20.69%). This is again similar the 2009 results which had as the top ranking subjects home and gardening, cooking and food, crafts, health and fitness and art.

40. Again the demographics of respondents could be seen to skew the results here, with more 'male' and 'youth' subjects such as men's issues, gaming, auto and cycles. The youth survey will be taken into consideration when making any collection decisions based on these results and a targeted men's survey is planned for 2016.

41. All of the comments included in the open question regarding magazines were requests for titles, some of which are already available. All titles will be checked for availability and cost.

DVDs

42. In response to the question on what DVD categories borrowers would like to see more of comedy films were the most popular by quite a large gap, at 45.9%. This is a shift from the 2009 results where *comedy was rated second below documentaries*.

43. The ever growing category of television series was not used in 2009, but rated second in this survey with 37.7% selecting it as a requested subject area for DVDs. It is also a popular category for recent suggestions for purchase. This shifted documentaries to third ranking at 36.96%.

44. Detective / mystery, classics, drama and adventure continue to rate highly amongst DVD borrowers with the broader appeal of family movies coming in at 8th ranking (out of 38).

45. The category of Music DVD's is ranked at 14th (21.79%), which may also be an indicator of the respondent's demographics.

46. The results suggest an adjustment of the established Standing Order plans for DVDs. For instance, out of 62 DVDs per month that this plan specifies, 8 are music and only 4 are television series. However 16 per month are documentaries and lifestyle which 10 are 'blockbuster' movies which is a good correlation with the survey results.

Eresources

47. 25% of respondents addressed the question of whether they access eBooks, emagazines, eaudiobooks or eMusic through the CRL website.

48. Of these, eBooks are by far the most popular, with 79.2% reading this format.

49. Emagazines rate second most popular of the eresources collections with 39.6% accessing these, followed by eaudiobooks (19.79%) and eMusic (13.54%). The Naxos eMusic is our most recent platform, and this result emphasises the need to increase its promotion.

50. Adult fiction is the most the most requested collection for eBooks with 72.52% of the 131 respondents favouring this. Non-fiction is also popular considering 39.69% selected non-fiction and 30.53% biographies.

51. Younger readers are significant users of eBooks with young adult fiction, junior easy readers and graphic novels all rating over 10%. 26.72% chose young adult fiction as a desired eBook collection, which corresponds with the increased number of requests from young readers for these.

52. These two questions weren't asked in 2009, as eBooks and emagazines weren't subscribed to.

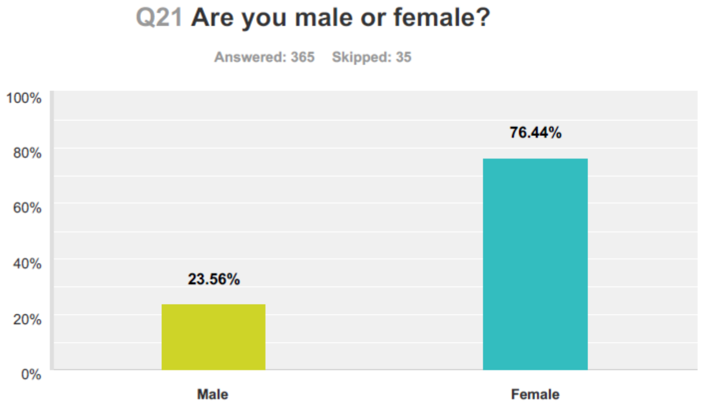
Open responses

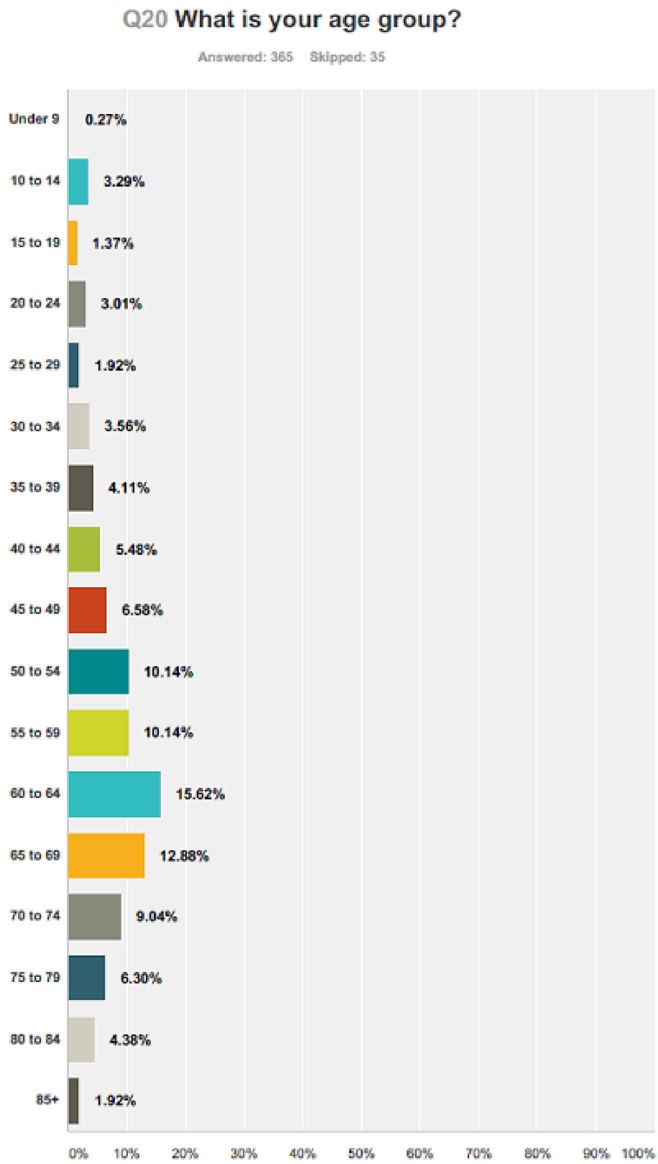
53. In addition to the multiple choice questions identified above, suggestions for specific authors, genres, subjects and titles were also requested. For fiction there were 108 responses, non-fiction 38 responses and magazines 49 responses. These have been saved as separate spreadsheets for consultation and action.

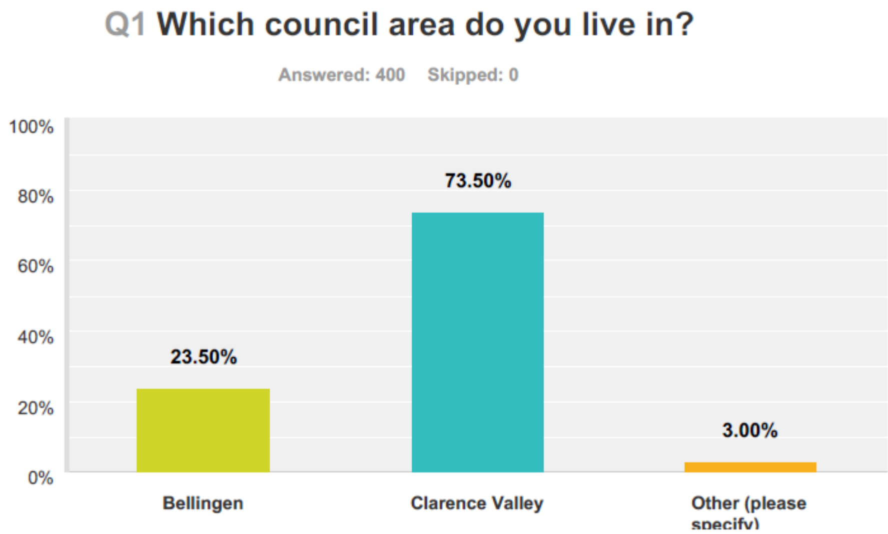
Recommendations

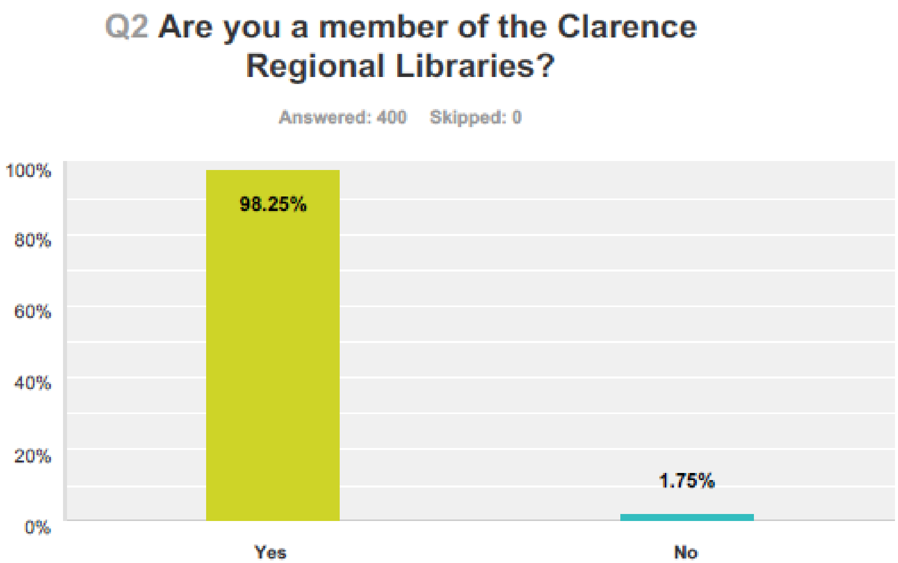
- That these results and relevant responses from the Youth Survey are consulted when establishing collection spending plans for the coming financial years.
- That theses results are consulted for determining marketing and promotion of individual collections.
- That we publish the results of the survey and post onto the library website
- That a general response to comments, complaints and suggestions be produced and posted to the website

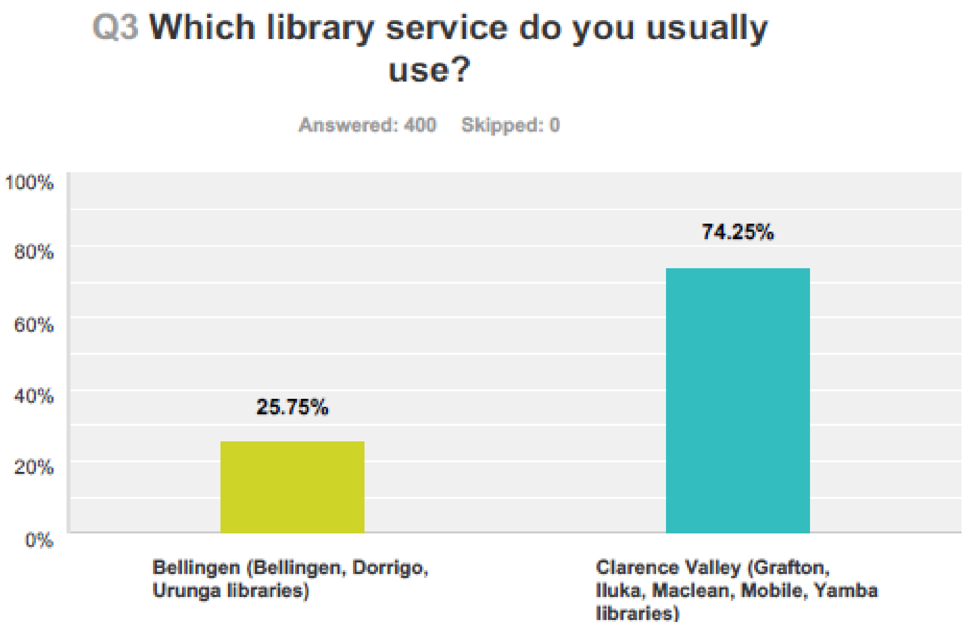
Major data responses from the survey

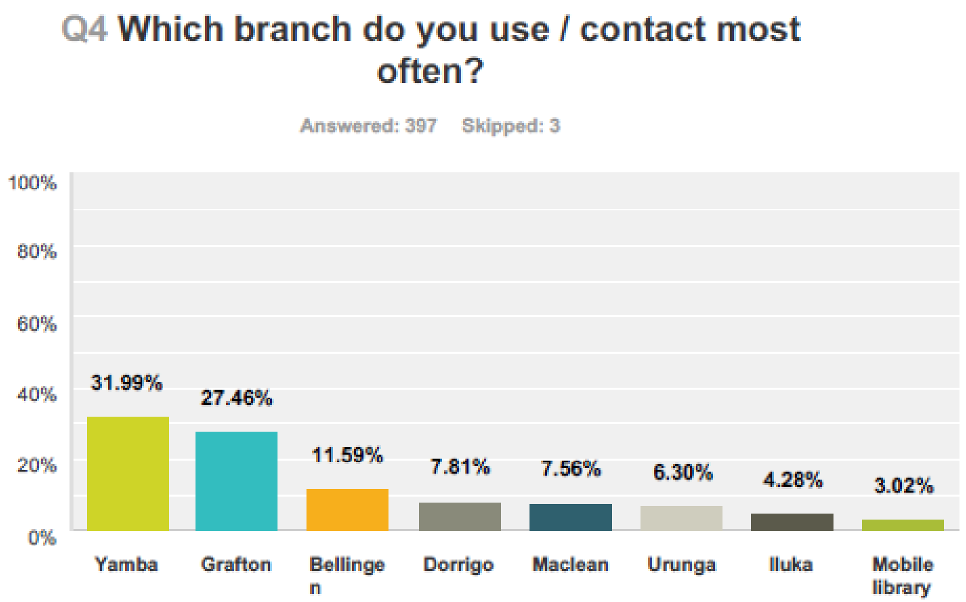





Q1 Which council area do you live in?
Answered: 400 Skipped: 0
100%
80%
60%
40%
20%
0%
23.50%
73.50%
3.00%
Bellingen
Clarence Valley
Other (please specify)

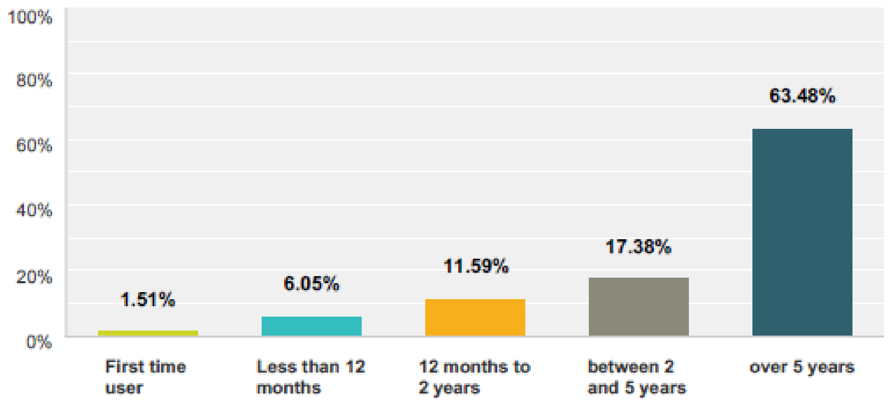

Q2 Are you a member of the Clarence Regional Libraries?
Answered: 400 Skipped: 0
100%
80%
60%
40%
20%
0%
98.25%
1.75%
Yes
No


Q3 Which library service do you usually use?
Answered: 400 Skipped: 0
100%
80%
60%
40%
20%
0%
25.75%
74.25%
Bellingen (Bellingen, Dorrigo, Urunga libraries)
Clarence Valley (Grafton, Iluka, Maclean, Mobile, Yamba libraries)


Q4 Which branch do you use / contact most often?
Answered: 397 Skipped: 3
100%
80%
60%
40%
20%
0%
31.99%
27.46%
11.59%
7.81%
7.56%
6.30%
4.28%
3.02%
Yamba
Grafton
Bellinge n
Dorrigo
Maclean
Urunga
Iluka
Mobile library

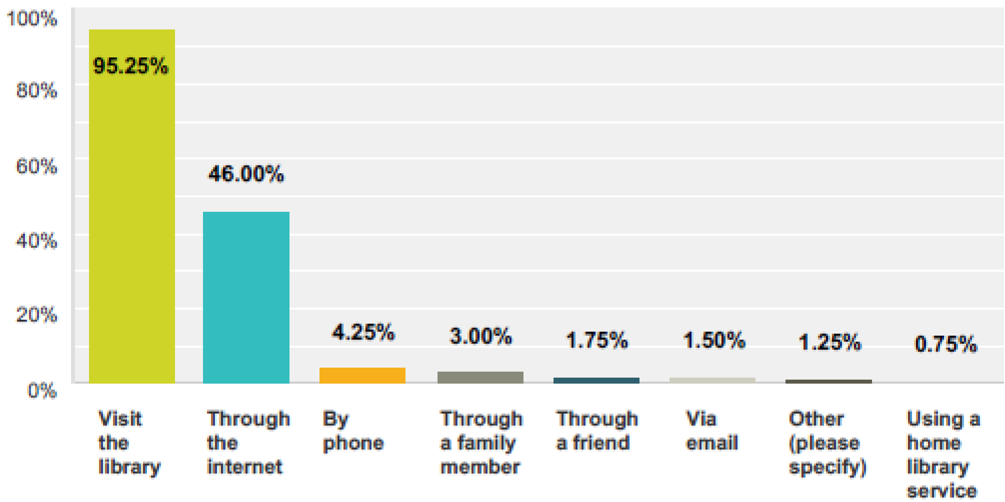
Q5 Approximately how long have you been using the Clarence Regional library service?

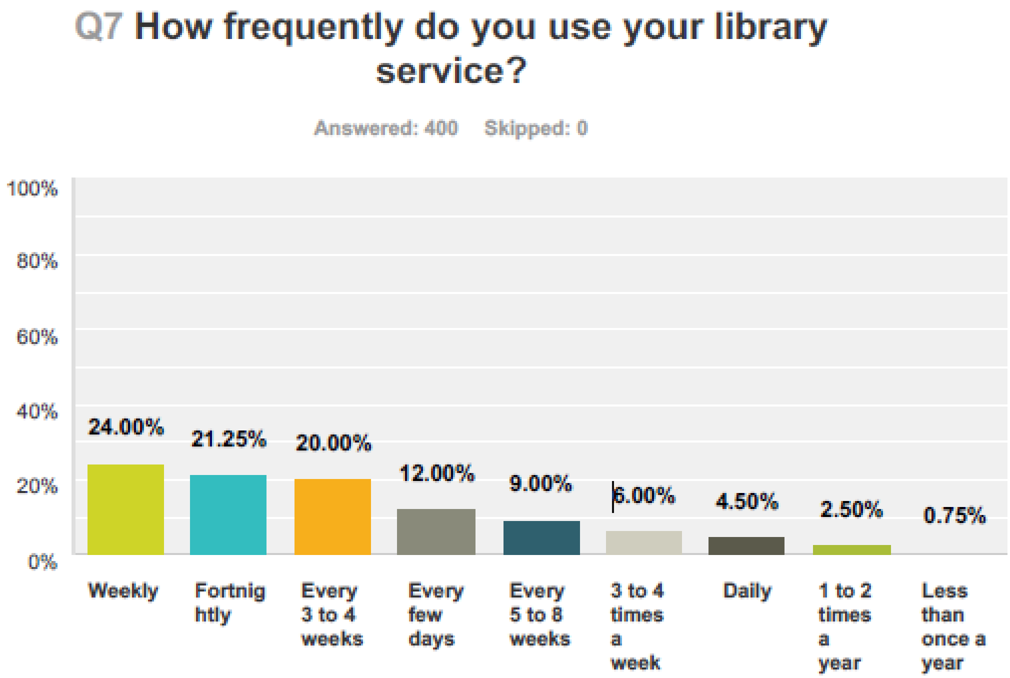
Answered: 397 Skipped: 3

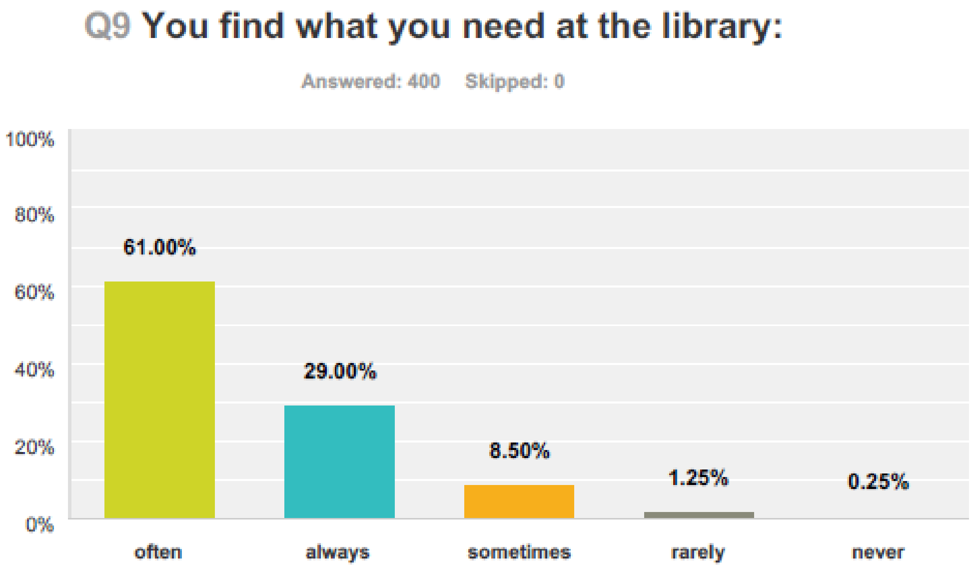


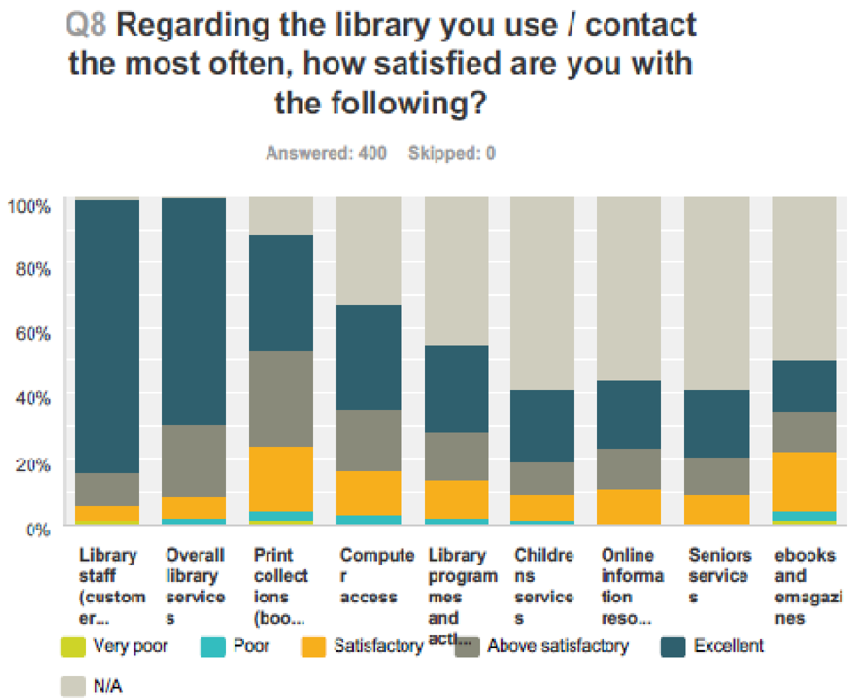
Q6 How do you usually access the library's services?

Answered: 400 Skipped: 0




Q7 How frequently do you use your library service?
Answered: 400 Skipped: 0
100%
80%
60%
40%
20%
0%
24.00%
21.25%
20.00%
12.00%
9.00%
6.00%
4.50%
2.50%
0.75%
Weekly
Fortnightly
Every 3 to 4 weeks
Every few days
Every 5 to 8 weeks
3 to 4 times a week
Daily
1 to 2 times a year
Less than once a year

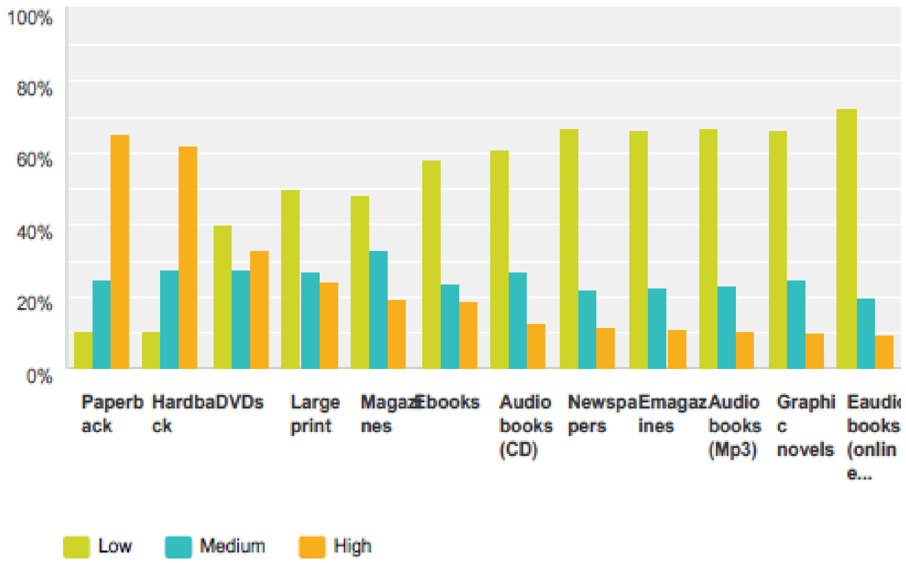

Q9 You find what you need at the library:
Answered: 400 Skipped: 0
100%
80%
60%
40%
20%
0%
61.00%
29.00%
8.50%
1.25%
0.25%
often
always
sometimes
rarely
never



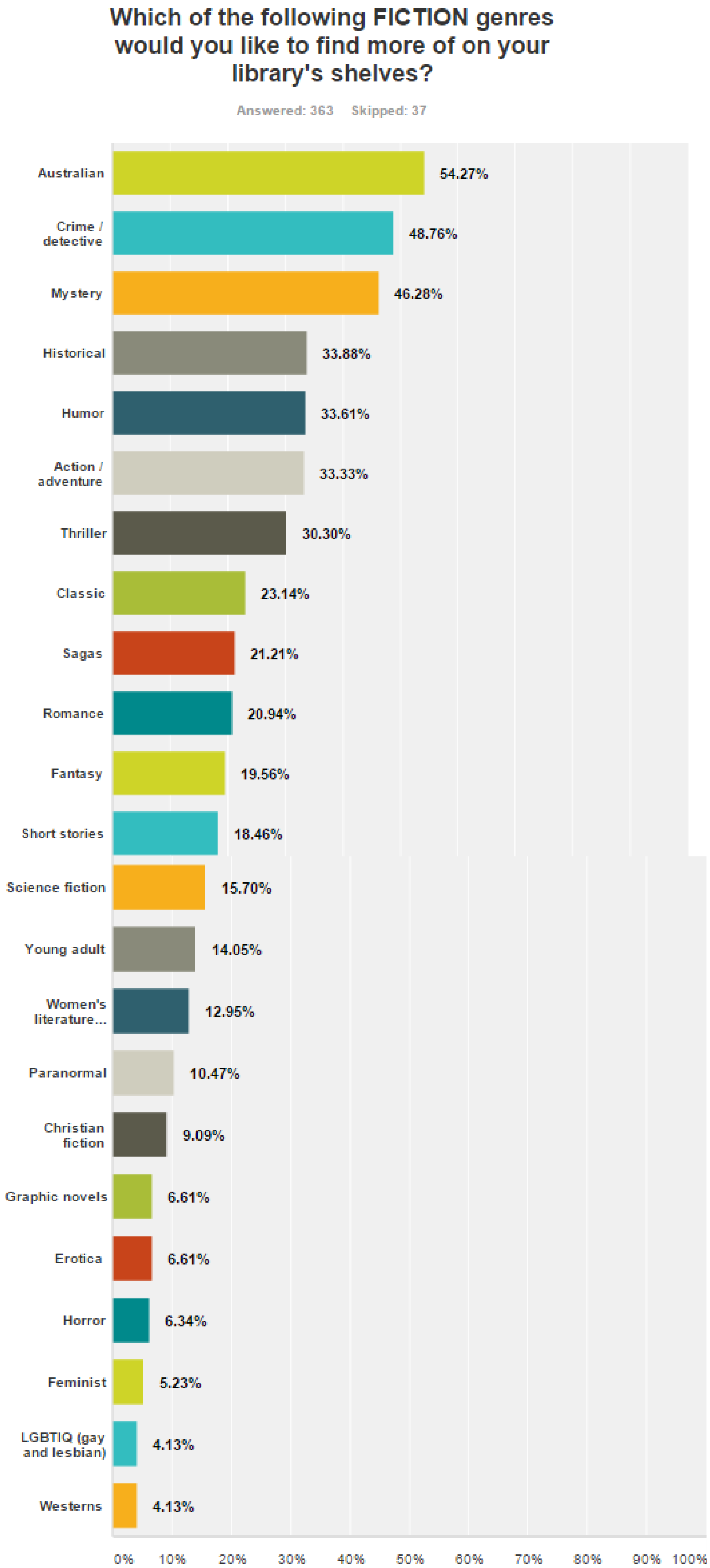
	Very poor	Poor	Satisfactory	Above satisfactory	Excellent	N/A	Total
Library staff (customer service)	1.00% 4	0.00% 0	4.51% 18	10.03% 40	83.46% 333	1.00% 4	399
Overall library services	0.50% 2	1.00% 4	6.52% 26	22.31% 89	69.17% 276	0.50% 2	399
Print collections (books etc)	1.01% 4	2.76% 11	19.60% 78	29.40% 117	35.68% 142	11.56% 46	398
Computer access	0.51% 2	1.78% 7	13.96% 55	18.53% 73	32.23% 127	32.99% 130	394
Library programmes and activities	0.51% 2	0.77% 3	11.99% 47	14.80% 58	26.28% 103	45.66% 179	392
Childrens services	0.51% 2	0.51% 2	8.16% 32	9.69% 38	22.70% 89	58.42% 229	392
Online information resources (e.g. Ancestry.com / World Book)	0.25% 1	0.00% 0	10.13% 40	12.41% 49	21.27% 84	55.95% 221	395
Seniors services	0.25% 1	0.25% 1	8.61% 34	11.39% 45	20.51% 81	58.99% 233	395
ebooks and emagazines	1.01% 4	3.03% 12	17.93% 71	12.63% 50	15.40% 61	50.00% 198	396

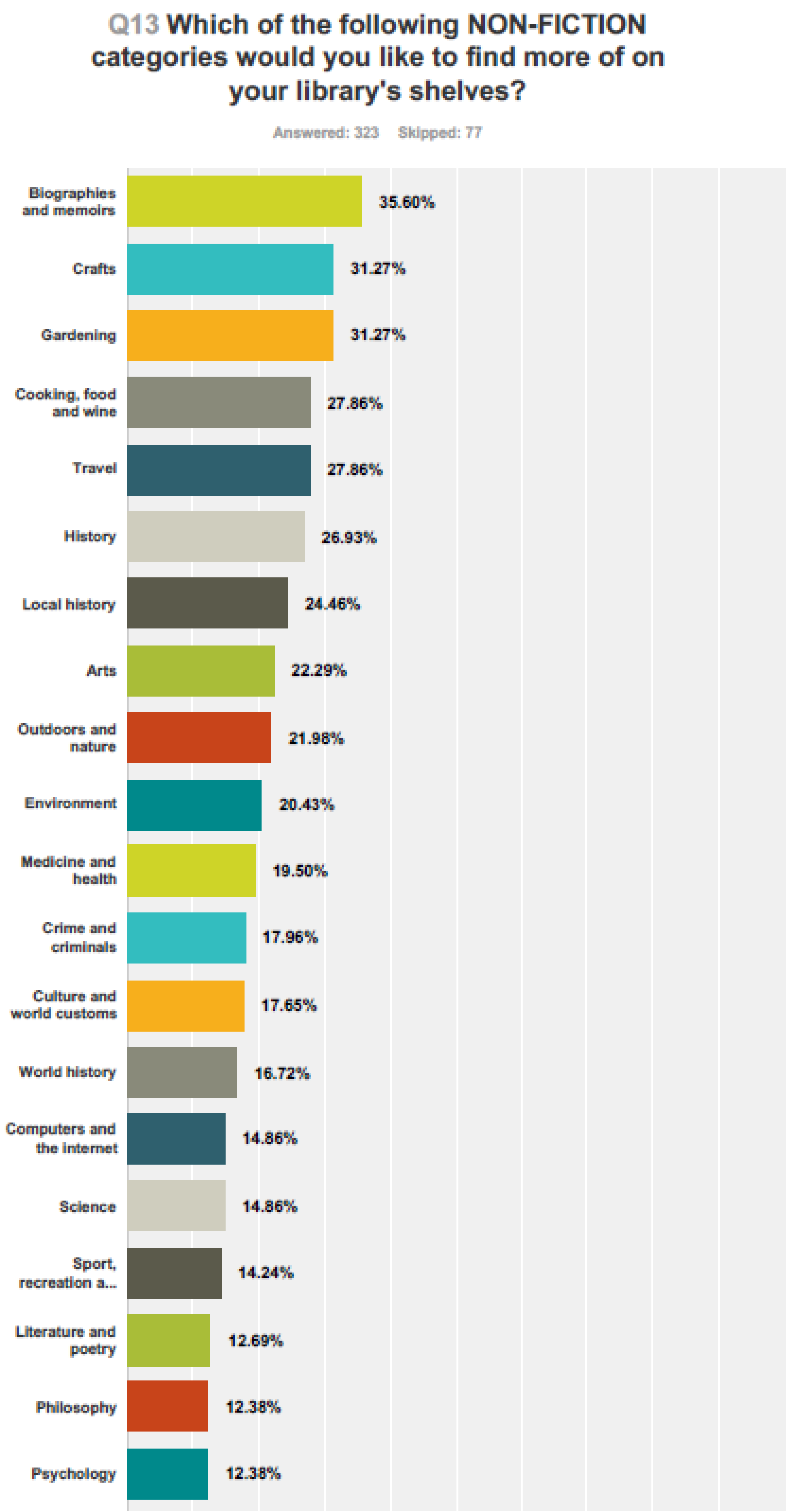
Q10 Please rate the following formats that exist in our collection, with high being your preferred format.

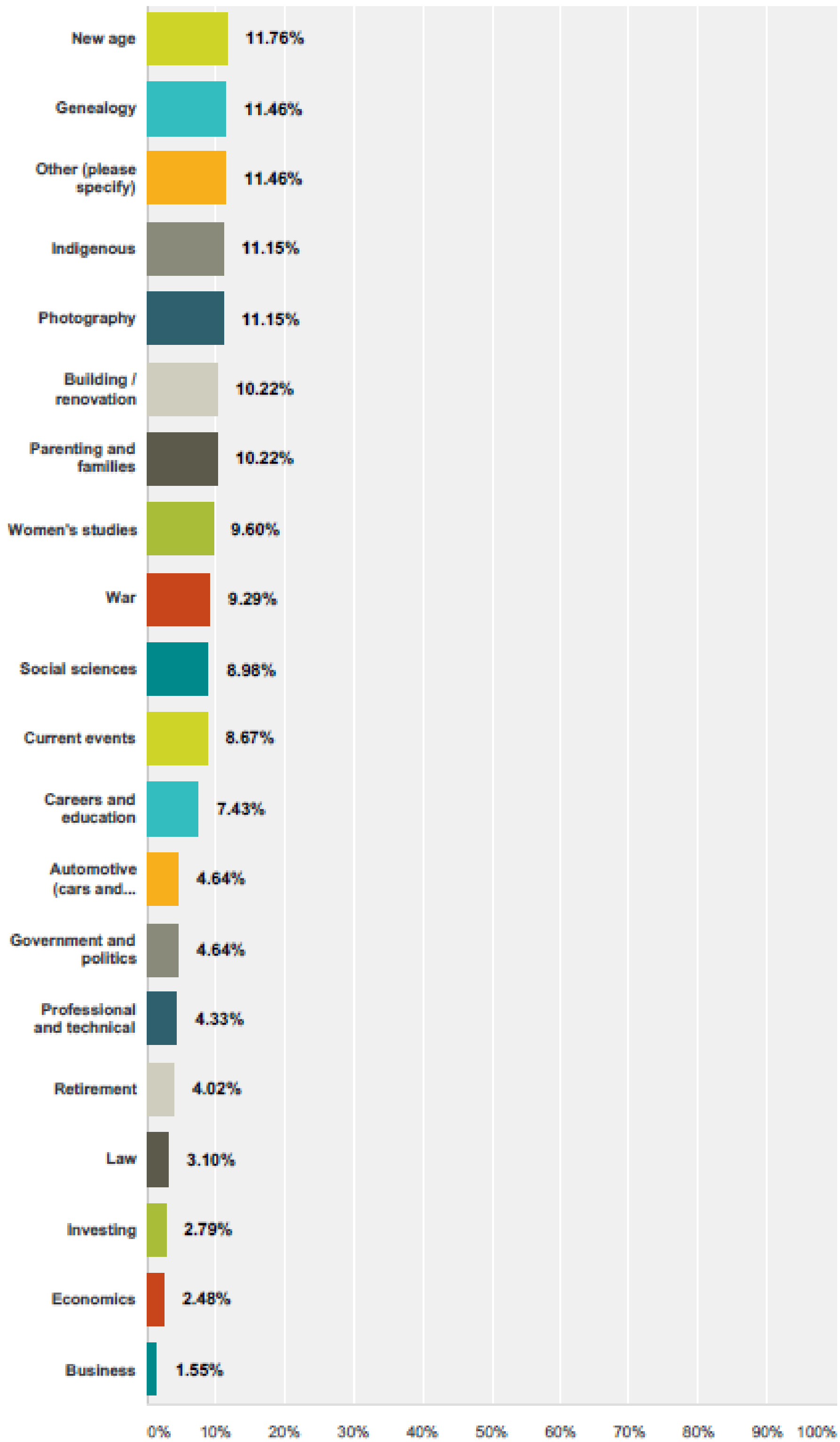
Answered: 393 Skipped: 7

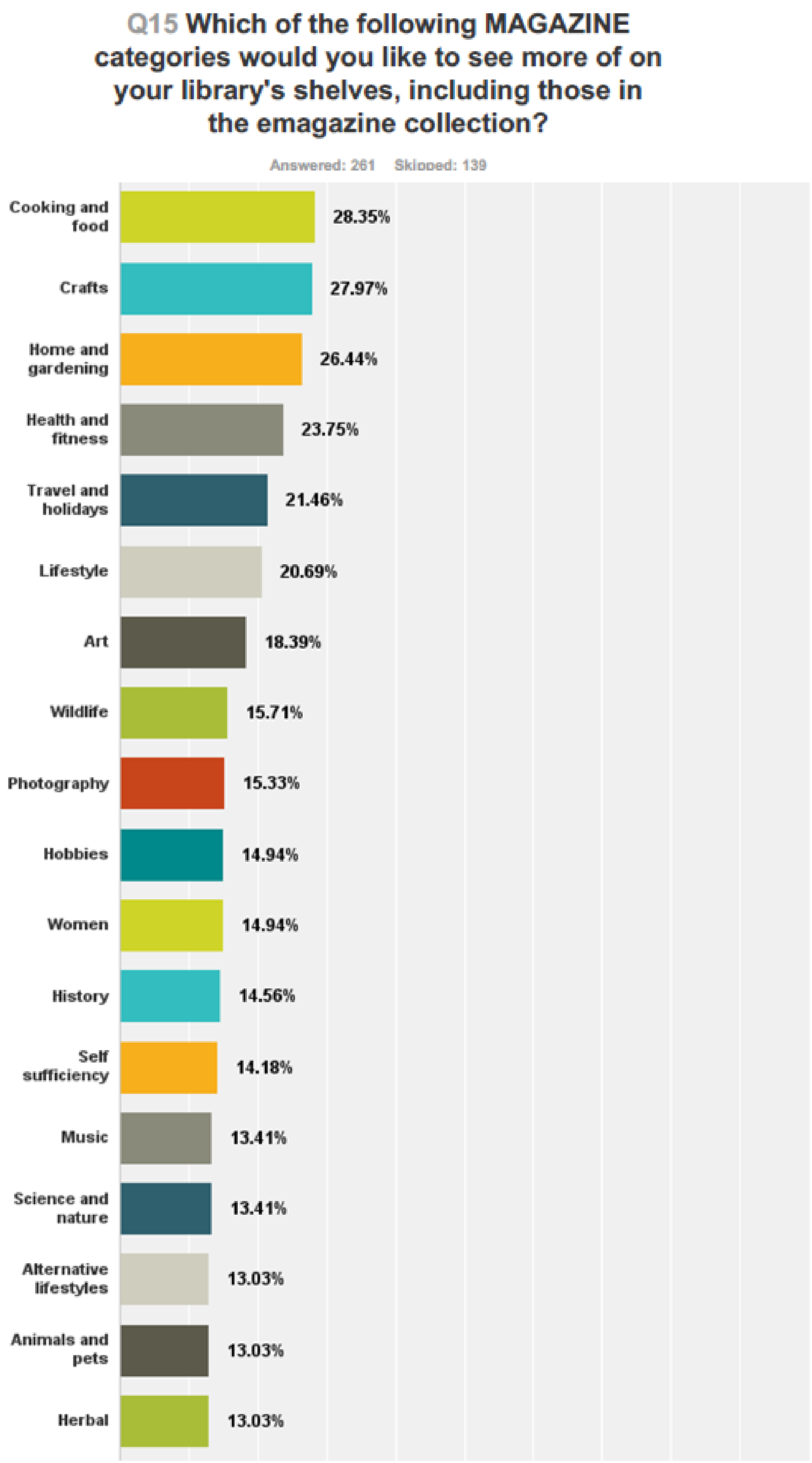


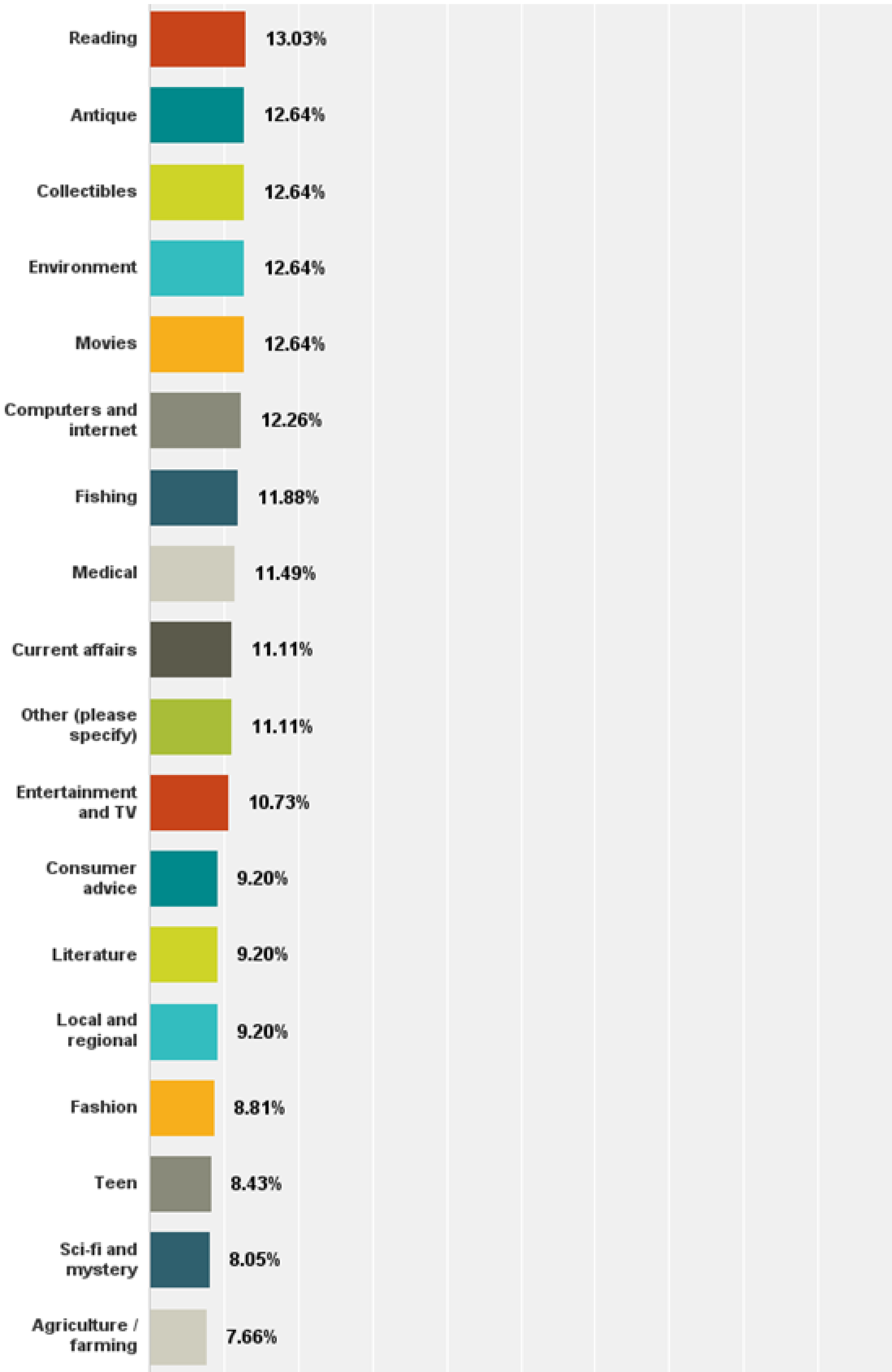
	Low	Medium	High	Total
Paperback	10.43% 41	24.68% 97	64.89% 255	393
Hardback	10.18% 40	27.74% 109	62.09% 244	393
DVDs	40.20% 158	27.23% 107	32.57% 128	393
Large print	49.36% 194	26.72% 105	23.92% 94	393
Magazines	47.84% 188	33.08% 130	19.08% 75	393
Ebooks	58.02% 228	23.41% 92	18.58% 73	393
Audio books (CD)	60.56% 238	26.72% 105	12.72% 50	393
Newspapers	67.18% 264	21.37% 84	11.45% 45	393

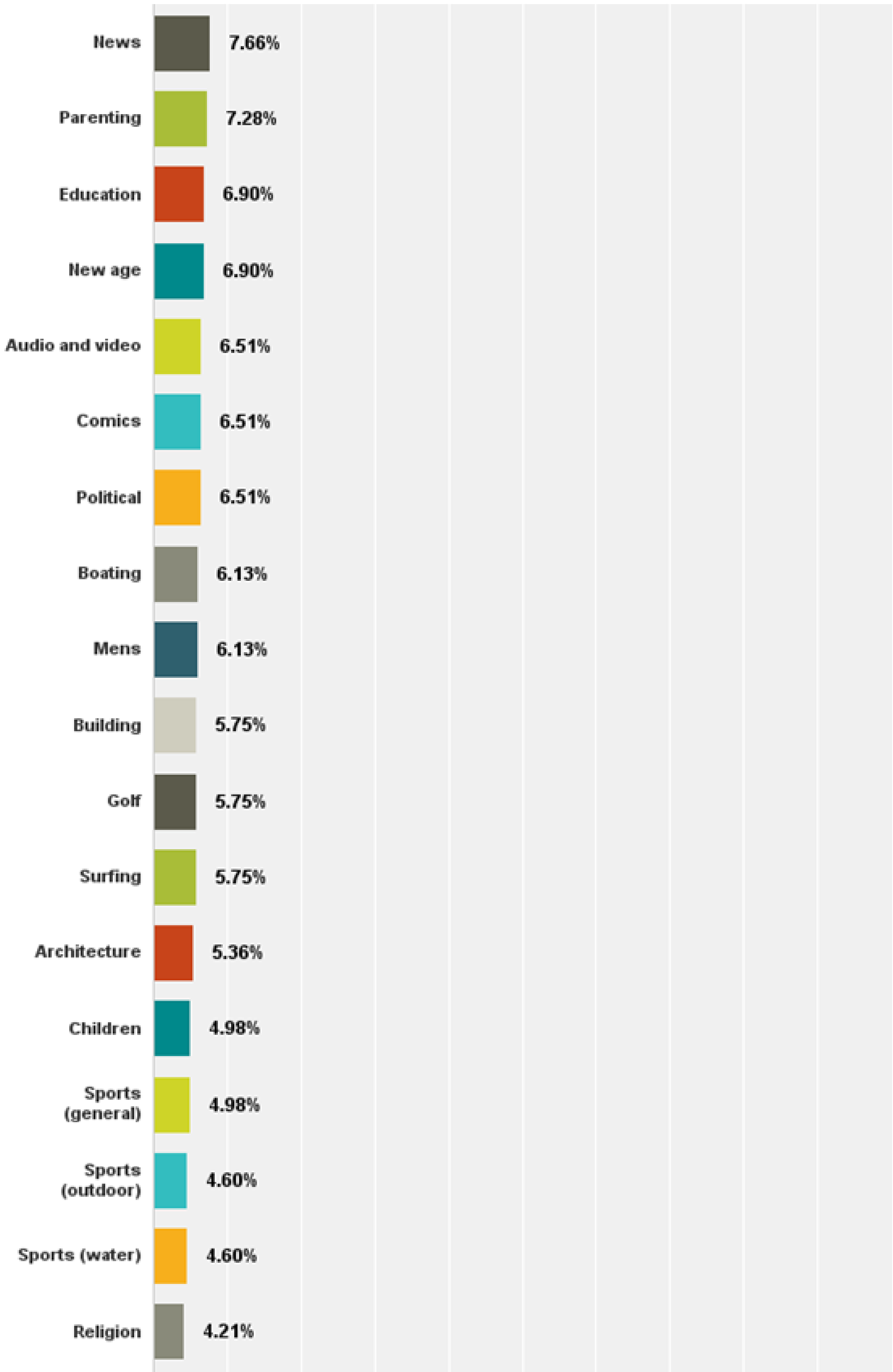

Which of the following FICTION genres would you like to find more of on your library's shelves?
Answered: 363 Skipped: 37
Australian 54.27%
Crime / detective 48.76%
Mystery 46.28%
Historical 33.88%
Humor 33.61%
Action / adventure 33.33%
Thriller 30.30%
Classic 23.14%
Sagas 21.21%
Romance 20.94%
Fantasy 19.56%
Short stories 18.46%
Science fiction 15.70%
Young adult 14.05%
Women's literature... 12.95%
Paranormal 10.47%
Christian fiction 9.09%
Graphic novels 6.61%
Erotica 6.61%
Horror 6.34%
Feminist 5.23%
LGBTIQ (gay and lesbian) 4.13%
Westerns 4.13%
0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

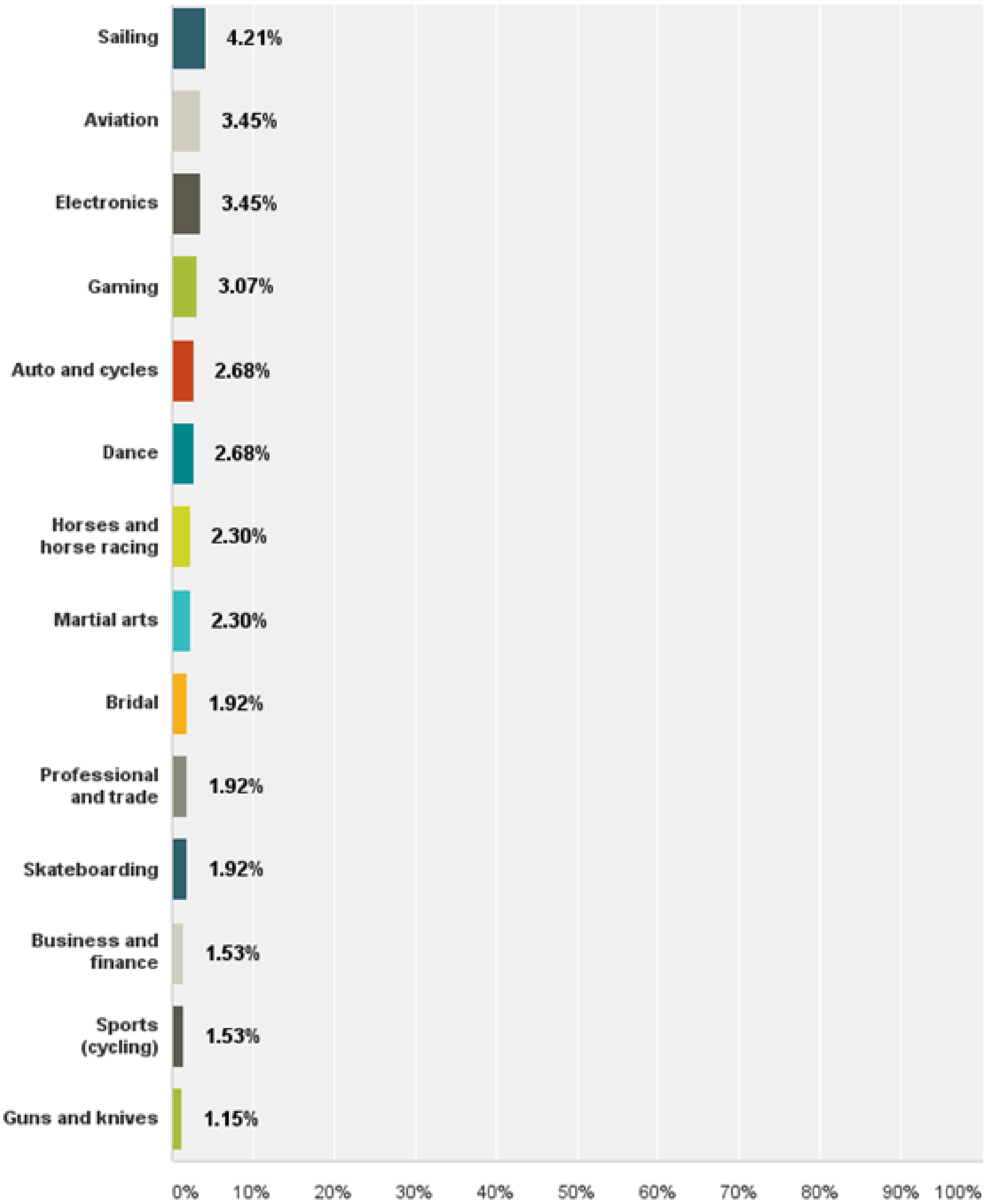

Q13 Which of the following NON-FICTION categories would you like to find more of on your library's shelves?
Answered: 323 Skipped: 77
Biographies and memoirs 35.60%
Crafts 31.27%
Gardening 31.27%
Cooking, food and wine 27.86%
Travel 27.86%
History 26.93%
Local history 24.46%
Arts 22.29%
Outdoors and nature 21.98%
Environment 20.43%
Medicine and health 19.50%
Crime and criminals 17.96%
Culture and world customs 17.65%
World history 16.72%
Computers and the internet 14.86%
Science 14.86%
Sport, recreation a... 14.24%
Literature and poetry 12.69%
Philosophy 12.38%
Psychology 12.38%

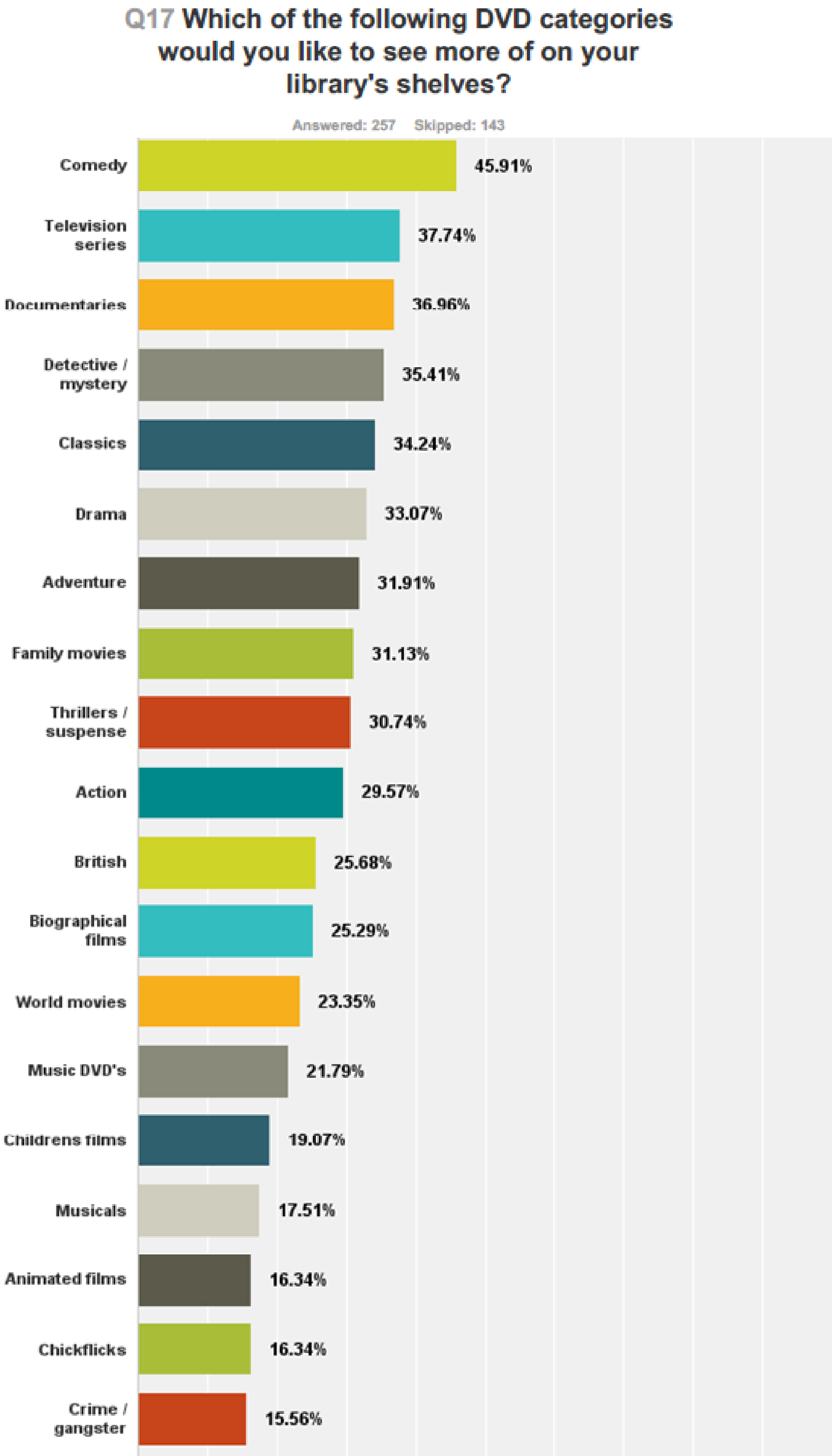

New age
11.76%
Genealogy
11.46%
Other (please specify)
11.46%
Indigenous
11.15%
Photography
11.15%
Building / renovation
10.22%
Parenting and families
10.22%
Women's studies
9.60%
War
9.29%
Social sciences
8.98%
Current events
8.67%
Careers and education
7.43%
Automotive (cars and...
4.64%
Government and politics
4.64%
Professional and technical
4.33%
Retirement
4.02%
Law
3.10%
Investing
2.79%
Economics
2.48%
Business
1.55%
0%
10%
20%
30%
40%
50%
60%
70%
80%
90%
100%

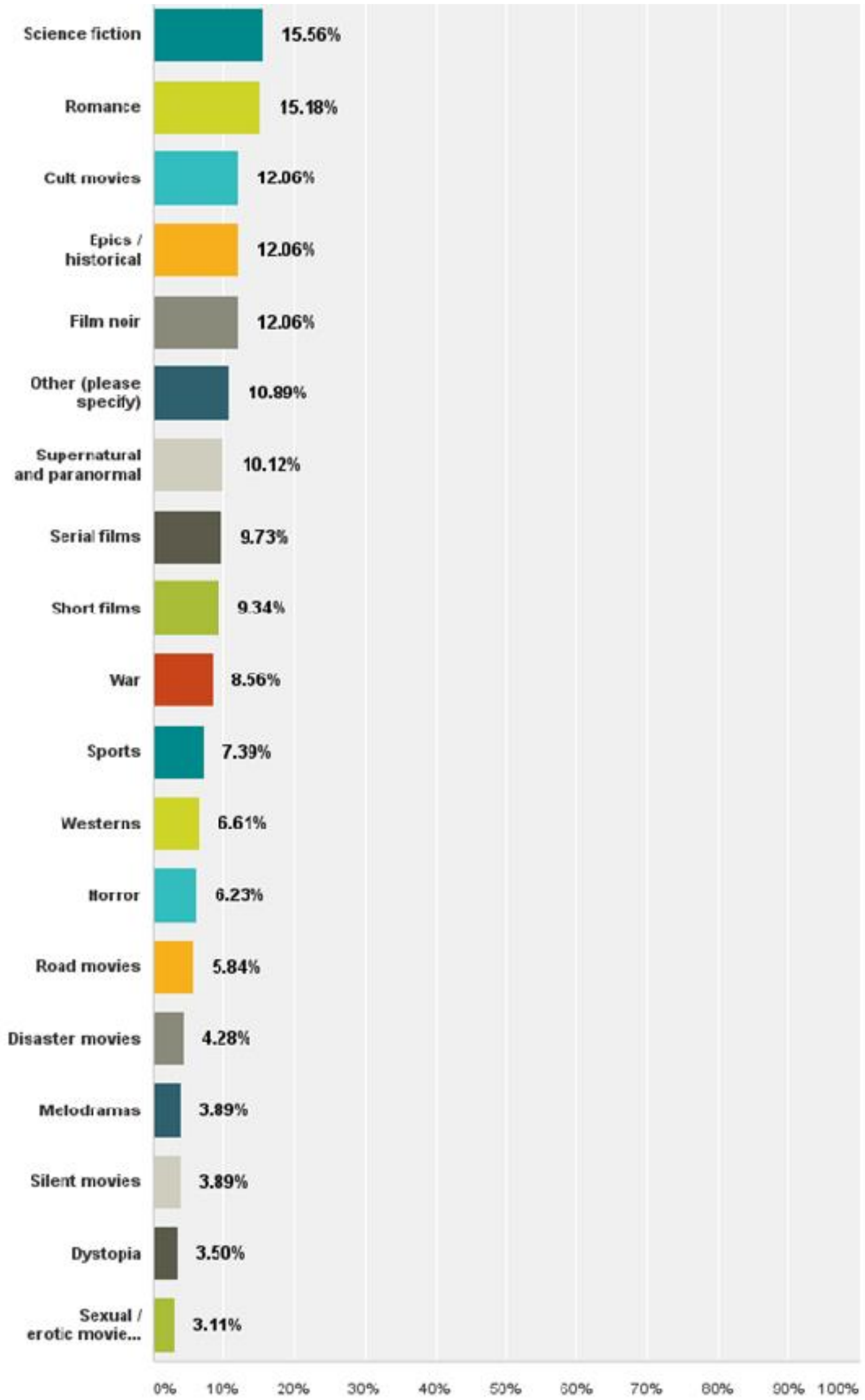

Q15 Which of the following MAGAZINE categories would you like to see more of on your library's shelves, including those in the emagazine collection?
Answered: 261 Skipped: 139
Cooking and food
28.35%
Crafts
27.97%
Home and gardening
26.44%
Health and fitness
23.75%
Travel and holidays
21.46%
Lifestyle
20.69%
Art
18.39%
Wildlife
15.71%
Photography
15.33%
Hobbies
14.94%
Women
14.94%
History
14.56%
Self sufficiency
14.18%
Music
13.41%
Science and nature
13.41%
Alternative lifestyles
13.03%
Animals and pets
13.03%
Herbal
13.03%

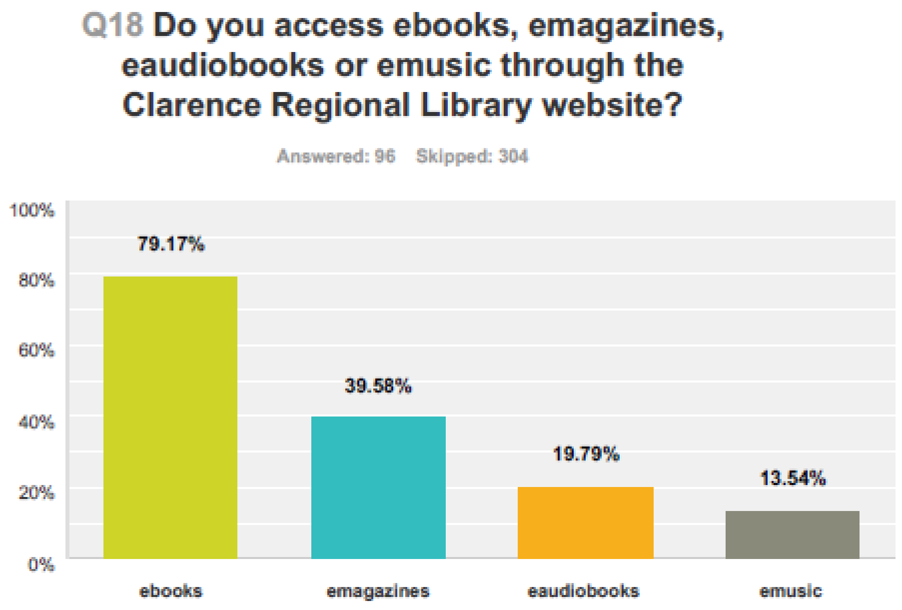

Reading
13.03%
Antique
12.64%
Collectibles
12.64%
Environment
12.64%
Movies
12.64%
Computers and internet
12.26%
Fishing
11.88%
Medical
11.49%
Current affairs
11.11%
Other (please specify)
11.11%
Entertainment and TV
10.73%
Consumer advice
9.20%
Literature
9.20%
Local and regional
9.20%
Fashion
8.81%
Teen
8.43%
Sci-fi and mystery
8.05%
Agriculture / farming
7.66%

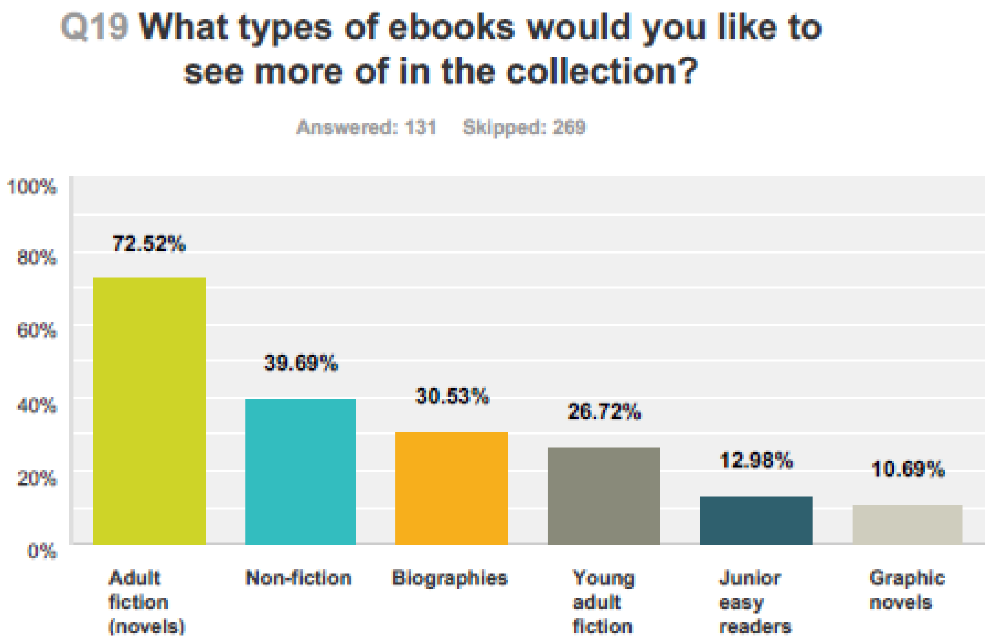

News
7.66%
Parenting
7.28%
Education
6.90%
New age
6.90%
Audio and video
6.51%
Comics
6.51%
Political
6.51%
Boating
6.13%
Mens
6.13%
Building
5.75%
Golf
5.75%
Surfing
5.75%
Architecture
5.36%
Children
4.98%
Sports (general)
4.98%
Sports (outdoor)
4.60%
Sports (water)
4.60%
Religion
4.21%


Sailing 4.21%
Aviation 3.45%
Electronics 3.45%
Gaming 3.07%
Auto and cycles 2.68%
Dance 2.68%
Horses and horse racing 2.30%
Martial arts 2.30%
Bridal 1.92%
Professional and trade 1.92%
Skateboarding 1.92%
Business and finance 1.53%
Sports (cycling) 1.53%
Guns and knives 1.15%
0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%


Q17 Which of the following DVD categories would you like to see more of on your library's shelves?
Answered: 257 Skipped: 143
Comedy
45.91%
Television series
37.74%
Documentaries
36.96%
Detective / mystery
35.41%
Classics
34.24%
Drama
33.07%
Adventure
31.91%
Family movies
31.13%
Thrillers / suspense
30.74%
Action
29.57%
British
25.68%
Biographical films
25.29%
World movies
23.35%
Music DVD's
21.79%
Childrens films
19.07%
Musicals
17.51%
Animated films
16.34%
Chickflicks
16.34%
Crime / gangster
15.56%


Science fiction
15.56%
Romance
15.18%
Cult movies
12.06%
Epics / historical
12.06%
Film noir
12.06%
Other (please specify)
10.89%
Supernatural and paranormal
10.12%
Serial films
9.73%
Short films
9.34%
War
8.56%
Sports
7.39%
Westerns
6.61%
Horror
6.23%
Road movies
5.84%
Disaster movies
4.28%
Melodramas
3.89%
Silent movies
3.89%
Dystopia
3.50%
Sexual / erotic movie...
3.11%
0%
10%
20%
30%
40%
50%
60%
70%
80%
90%
100%


Q18 Do you access ebooks, emagazines, eaudiobooks or emusic through the Clarence Regional Library website?
Answered: 96 Skipped: 304
100%
80%
60%
40%
20%
0%
79.17%
39.58%
19.79%
13.54%
ebooks
emagazines
eaudiobooks
emusic


Q19 What types of ebooks would you like to see more of in the collection?
Answered: 131 Skipped: 269
100%
80%
60%
40%
20%
0%
72.52%
39.69%
30.53%
26.72%
12.98%
10.69%
Adult fiction (novels)
Non-fiction
Biographies
Young adult fiction
Junior easy readers
Graphic novels