



A survey of Clarence Valley and Bellingen Shire residents to measure their use of, and satisfaction with local library services

A random and representative telephone survey of 406 Clarence Valley and Bellingen Shire residents

Client:

Clarence Regional Library

Dated:

June 2016



Contact:

James Parker

e: James.Parker@jettyresearch.com.au

p: 02 6650 9175

Level 1, 30 Industrial Drive

Coffs Harbour NSW

PO Box 1555

Coffs Harbour NSW 2450

w: www.jettyresearch.com.au

e: info@jettyresearch.com.au

Coffs Harbour Sydney

ACN 121 037 429

Prepared by	Christine Denig
Reviewed by	James Parker
Date	June 7 th 2016
Document Name	Clarence Regional Library Satisfaction Survey 2016
Version	Final Amended

Table of Contents

DISCLAIMER.....	5
EXECUTIVE SUMMARY	6
INTRODUCTION	8
BACKGROUND AND OBJECTIVES	8
METHODOLOGY	8
SAMPLING ERROR.....	9
<i>Graph i: How sampling error varies with sample and population size.....</i>	<i>9</i>
SAMPLE CHARACTERISTICS.....	11
<i>Graph i: Survey sample by age.....</i>	<i>11</i>
<i>Graph ii: Survey sample by gender.....</i>	<i>11</i>
<i>Graph iii: Survey sample by urban v rural setting</i>	<i>12</i>
<i>Graph iv: Survey sample by Shire</i>	<i>12</i>
PART 1: LIBRARY VISITATION	13
<i>Graph 1.1: How frequently do you visit your local library?.....</i>	<i>13</i>
<i>Graph 1.2: Have you visited a library in your local area within the past two years?.....</i>	<i>14</i>
<i>Graph 1.3: Does anyone else from your household typically use the local library?</i>	<i>14</i>
<i>Graph 1.4: Do you assist anyone else to use the library?.....</i>	<i>15</i>
<i>Graph 1.5: (If yes) Can you briefly explain what this involves?.....</i>	<i>15</i>
PART 2: (LIBRARY USERS ONLY) HOW LIBRARIES ARE USED.....	16
<i>Graph 2.1: What do you typically use the library for</i>	<i>16</i>
<i>Graph 2.2: How strongly do you agree or disagree with the following statements relating to your local library? (2016 only)</i>	<i>17</i>
<i>Table 2.1: How strongly do you agree or disagree with the following statements relating to your local library? (2012 vs. 2016, % agree).....</i>	<i>17</i>
<i>Graph 2.3: Are the opening hours adequate for your needs.....</i>	<i>18</i>
<i>Graph 2.4: (If no) What times would make it easier for you or another member of your household to visit the library?</i>	<i>19</i>
<i>Graph 2.5: Which of the following would make you visit your local library more often?</i>	<i>20</i>
<i>Table 2.1: Which of the following would make you visit your local library more often? (by age)</i>	<i>21</i>
<i>Users were also asked whether they used their library website:</i>	<i>21</i>
<i>Graph 2.6: Do you use the library website?</i>	<i>21</i>
<i>Graph 2.7a: (if yes) What do you use it for?</i>	<i>22</i>
<i>Graph 2.7b: (if no) Why not?.....</i>	<i>22</i>
<i>Graph 2.8: How satisfied are you with your local library generally?</i>	<i>23</i>
PART 3: LIBRARY NON-USERS	24
<i>Graph 3.1: Are there any particular reasons you don't use the library?.....</i>	<i>24</i>
<i>Graph 3.2: Which of the following would make you or a member of your household more likely to visit your local library?</i>	<i>25</i>
<i>Graph 3.3: Are there any other services or changes your local library could make that would make you more likely to use it? (Combined total, users and non-users).....</i>	<i>26</i>

PART 4: DEMOGRAPHICS.....27

Graph 4.1: Do you identify as an Aboriginal or Torres Strait Islander or are you from a multicultural background? 27

Graph 4.2: Do you have broadband internet in your household? 27

Graph 4.3: Employment Status 28

Graph 4.4: Education 28

APPENDIX 1: SURVEY QUESTIONNAIRE.....29

APPENDIX 2: DEMOGRAPHIC DIFFERENCES IN ATTITUDINAL STATEMENTS38

APPENDIX 3: (USERS) SUGGESTIONS FOR ENCOURAGING GREATER LIBRARY VISITATION.....40

APPENDIX 4: (USERS) ARE THERE ANY OTHER IMPROVEMENTS YOU WOULD LIKE TO SEE?42

APPENDIX 5: (NON-USERS) ARE THERE ANY OTHER CHANGES YOUR LOCAL LIBRARY COULD MAKE THAT WOULD MAKE YOU MORE LIKELY TO USE IT?44

Front cover and other photos: Bellingen and Grafton Libraries





Disclaimer

While all care and diligence has been exercised in the preparation of this report, Jetty Research Pty. Ltd. does not warrant the accuracy of the information contained within and accepts no liability for any loss or damage that may be suffered as a result of reliance on this information, whether or not there has been any error, omission or negligence on the part of Jetty Research Pty. Ltd. or its employees.

Executive summary

In March 2016, Clarence Regional Library (CRL) commissioned Jetty Research to conduct a random and representative telephone survey of adult residents across the Clarence Valley and Bellingen Shire to measure the performance of libraries in meeting users' needs and identify improvements for the future. The survey was also designed to provide for longitudinal (i.e. time-based) comparisons with similar telephone polls conducted by Jetty Research in 2008 and 2012.

Polling was conducted from Monday April 18th to Tuesday April 26th as a random telephone survey of 400 residents aged 15 and over living throughout the LGA. No formal quotas were applied, although we did attempt to ensure an adequate mix of respondents across age groups and by LGA. A final sample of 406 residents was achieved.


Based on the number of households within the Clarence Valley and Bellingen Shires, a random sample of 406 adult residents implies a margin for error of +/- 4.9% at the 95% confidence level. This essentially means that if we conducted a similar poll 20 times, results should reflect the views and behaviour of the overall survey population – in this case “all Clarence Valley and Bellingen Shire residents aged 15 and above excluding council employees and councillors” - to within a +/- 4.9% margin in 19 of those 20 surveys.

For more information on survey methodology, sampling error and sample characteristics, see pages 8-9. For more detailed information on the demographic breakdown of survey respondents, see pages 10-11.

Among the survey's major conclusions:

1. Library usage rates have remained stable over the past eight years, with an almost equal split of residents between users and non-users. In 2016 there has been a slight increase in those visiting once or twice a year at the expense of those visiting weekly or monthly.
2. A quarter of those who stated that they visited the library “less than once a year / never” had visited a library in the past two years, an increase on 2008 and 2012 results.
3. Among library users:
 - a. Two-thirds suggested that no other household member used the library (similar to previous years). One in five indicated that their partner used the library and 17% indicated that their children used the library.
 - b. The borrowing or reading of fiction and non-fiction/reference remained the two major reasons for people to visit local libraries (70% and 58% respectively). Using computers (16%) and seeking information or doing research (13%) were also important factors in library visitations, along with borrowing/reading magazines or newspapers.
 - c. Perception of the library's content has improved since 2012 with a number of mean scores for attitudinal statements increasing. These include; the range of books (up 16% from 3.60 to 4.17), perception of the collection as being up to date (up 12% from 3.96 to 3.53), relevancy of the books (up 5% from 3.90 to 4.09) and relevancy of the library programs (up 4% from 3.55 to 3.69).

- d. Just under four in five respondents felt opening hours were adequate for their needs. Those who felt current opening times were inadequate would prefer additional days and/or an earlier opening time.
 - e. When asked what would encourage visitation, pleas for “more books”, “more up-to-date books” and “a better range of books” were voiced. Other interesting options also emerged including “community information (nominated by 74% of users), “library advertising its services and events” (62%) and “local studies/family history research” (61%). Those in the Clarence Valley were more likely than those in the Bellingen Shire to indicate a preference for “homework help for students” (58% compared with 41%) and but less focussed on “improved parking” (25% vs 43%).
 - f. Website usage indicated an upward trend from 15% in 2008 to 21% in 2012 and 30% in 2016 and the online catalogue appears to be the site’s main attraction. For website non-users, the main reason offered for non-visitation was “no need” (which increased from 55% in 2012 to 71% in 2016) suggesting that a website awareness campaign may be required to communicate the benefits offered by the website.
 - g. Library users were extremely satisfied with their local library. Mean overall satisfaction continued its upward trend (from 4.11 in 2008 to 4.15 in 2012 and to 4.34 in 2016). Net satisfaction has also increased, from +75% in 2008 to +79% in 2012 and +86% in 2016. (i.e. for 2016, 88% were satisfied against just 2% dissatisfied.)
4. Among Library non-users:
- a. The main reasons offered for non-use were that the respondent “buys books or eBooks rather than borrow” or is “too busy” (both 23%). Both of these rose sharply on 2012. Conversely, the proportion of non-users saying they “don’t read much” fell significantly – from 27% in 2012 to 17% in this latest survey.
 - b. “Library advertising its services and events” was the most popular suggestion for encouraging library visitation suggested by 42% of non-users. This was followed by local studies/family history research facilities (41%), community information (36%), up-to-date books (32%) and emailed newsletter and events messages (32%). This suggests that non-book related events and services are just as important as books for enticing non-users into libraries.



James Parker, QPMR, B. Ec, Grad Cert Applied Science (Statistics), AMSRS
Managing Director
June 7th 2016

Introduction

Background and Objectives

In March 2016, Clarence Regional Library (CRL) commissioned Jetty Research to conduct a random and representative telephone survey of 400 local residents to: measure performance of its libraries across the Clarence Valley and Bellingen Shires in meeting users' needs; and identify improvements for the future. The survey was also designed to provide for longitudinal (i.e. time-based) comparisons with similar telephone polls conducted by Jetty Research in 2008 and 2012.

Specifically this research sought to understand current community use of libraries, identify potential improvements in library services to enhance user satisfaction and to determine potential strategies for converting non users to users.

Methodology

The survey was conducted using a random fixed line telephone poll of Clarence Valley and Bellingen Shire residents aged 18+. Respondents were selected at random from a verified random sample residential telephone database of 3,700 residential telephone numbers within the two LGAs¹. A survey form was constructed collaboratively between Council management and Jetty Research (see Appendix 1), based on satisfying the above objectives.

Polling was conducted between April 18th and 26th 2016 from Jetty Research's Coffs Harbour CATI² call centre. A team of 12 researchers called Clarence Valley and Bellingen LGA's residents on weekday evenings (excluding Friday) from 3.30 to 8pm. Where phones went unanswered, were engaged or diverted to answering machines, researchers phoned on up to five occasions at different times of the afternoon or evening.

The poll was conducted on a purely random basis, other than ensuring an adequate mix of respondents across different sub-regions. Respondents were screened to ensure they were aged 18 or over and were not councillors or permanent Council employees.

Importantly, to avoid non-response bias, no mention of the survey's subject matter was made until the respondent had agreed to participate. As the survey was aimed at both users as well as non-users, it was vital to ensure that non-users did not "opt out" on the basis that they did not use library services.

Survey time varied from 4-19 minutes, with an average of 8 minutes. Participation rate (defined here as the proportion of eligible residents reached who agreed to take part) was 34%.

¹ SamplePages, the provider of verified random residential fixed line and mobile numbers for this survey, is a respected supplier of random numbers to the market and social research industry.

² Computer-assisted telephone interviewing

Please note that due to the nature of the survey, not all respondents answered every question. The number of respondents answering each question is marked as “n = XXX” in the graph accompanying that question. Caution should be taken in analysing some questions due to the small sample size.

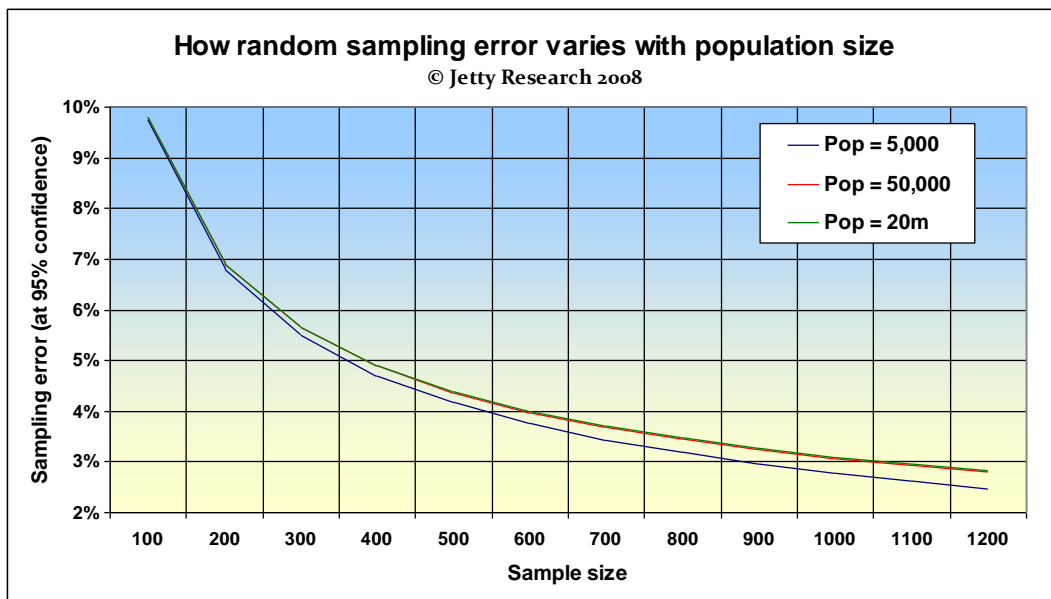
Where differences in this report are classed as significant, this implies they are statistically significant based on independent sample t-scores or other analysis of variation (or ANOVA) calculations. In statistical terms, significant differences are unlikely to have been caused by chance alone. Cross analysis was undertaken by a number of demographic and attitudinal characteristics. Statistically significant differences are marked in blue (above mean) and pink (below mean). Only where differences by groups were statistically significant they are mentioned in the report commentary.

Sampling error

According to the 2011 ABS Census (Usual Resident profile) the total population of the combined Clarence Valley and Bellingen Shire LGAs was 62,190 of which 50,523 (81%) were aged 15 and over. Based on this latter survey population, a random sample of 406 adult residents implies a margin for error of +/- 4.9% at the 95% confidence level. (This means in effect that if we conducted a similar poll twenty times, results should reflect the views and behaviour of the overall survey population to within a +/- 4.9% margin in 19 of those 20 surveys.)

As Graph i shows, margin for error falls as sample size rises. Hence cross-tabulations or sub-groups within the overall sample will typically create much higher margins for error than the overall sample. For example using the above population sizes, a sample size of 100 exhibits a margin for error of +/- 9.8% (again at the 95% confidence level).

Graph i: How sampling error varies with sample and population size



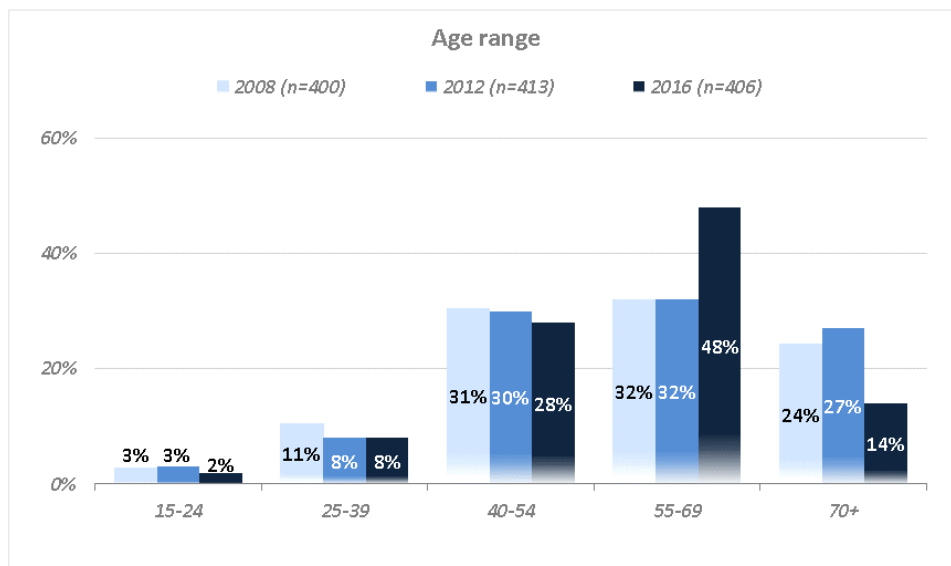
In addition to the random sampling error, above, there may also be some forms of non-random sampling error which may have affected results. These include respondents without fixed line phones, the proportion of non-respondents (refusals, no answers etc.) and/or imperfections in the survey database. However there is no evidence (at least in terms of significant variances between demographic groups within the survey sample) to suggest that such non-random error has affected the integrity of the following data.



Sample characteristics

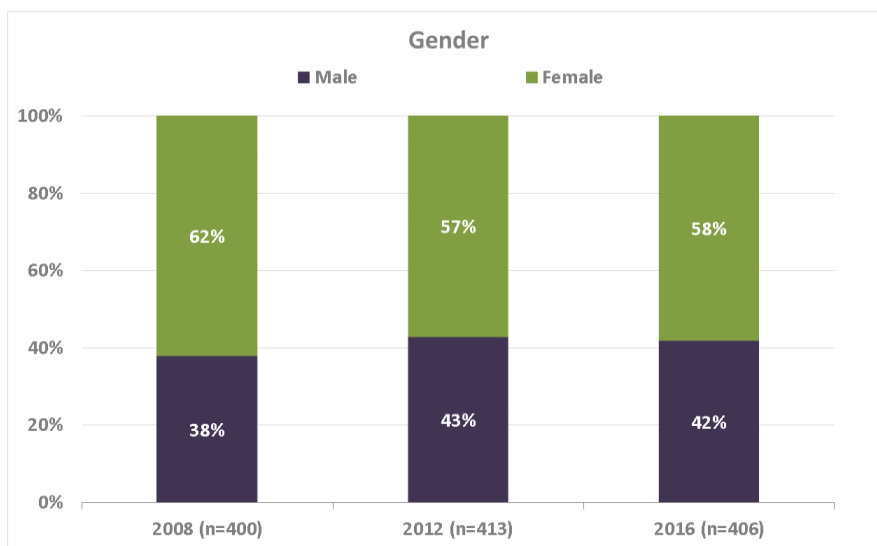
The following breaks down the survey sample by age, gender and place of residence:

Graph i: Survey sample by age



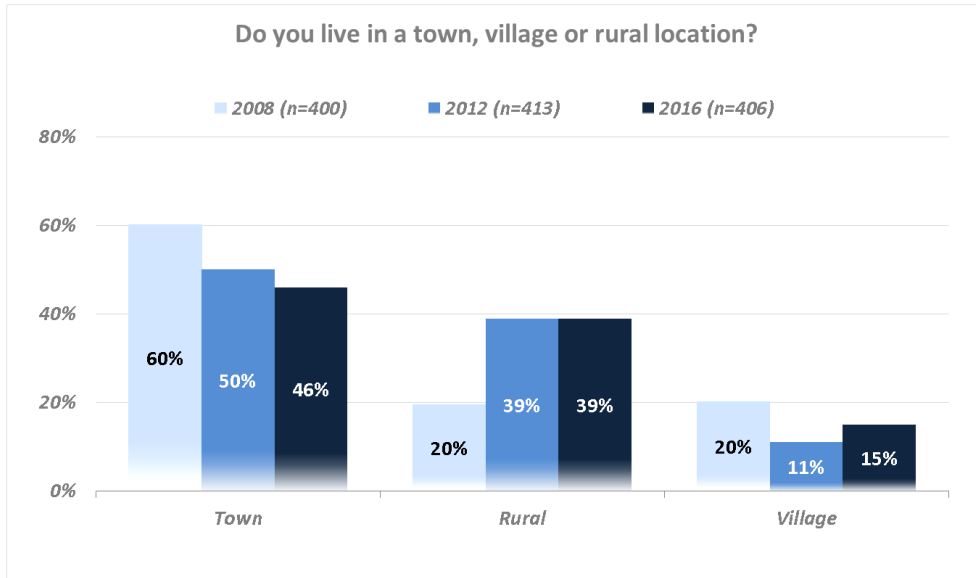
As is common in random phone surveys of this type, the sample was skewed towards older residents. However this has been corrected through post-weighting the survey sample to match the target population characteristics (by age and gender) based on 2011 Census data.

Graph ii: Survey sample by gender



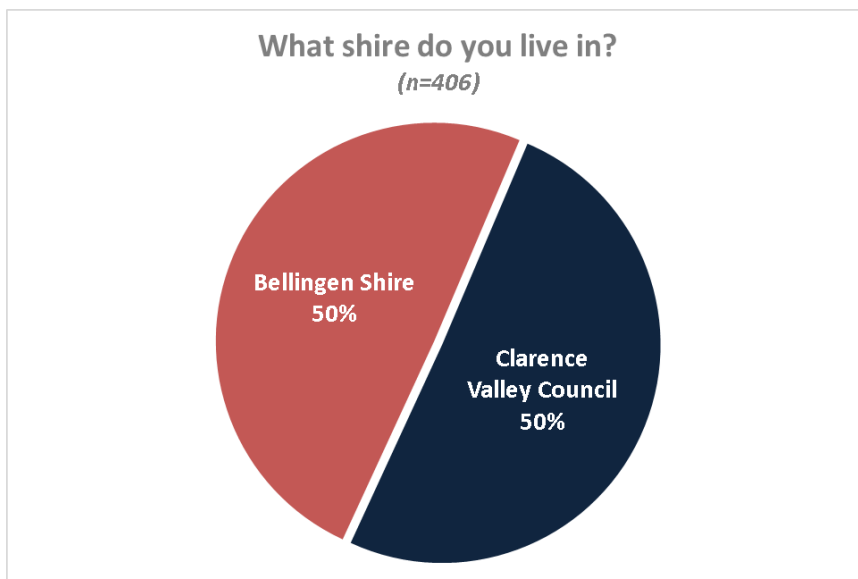
Similarly to age, the sample was biased towards female residents. Again, this has been corrected through post-weighting according to 2011 Census data for the Clarence Valley and Bellingen shires.

Graph iii: Survey sample by urban v rural setting



The breakdown by urban / rural was very close to that of the 2012 survey with a larger rural population than in 2008.

Graph iv: Survey sample by Shire

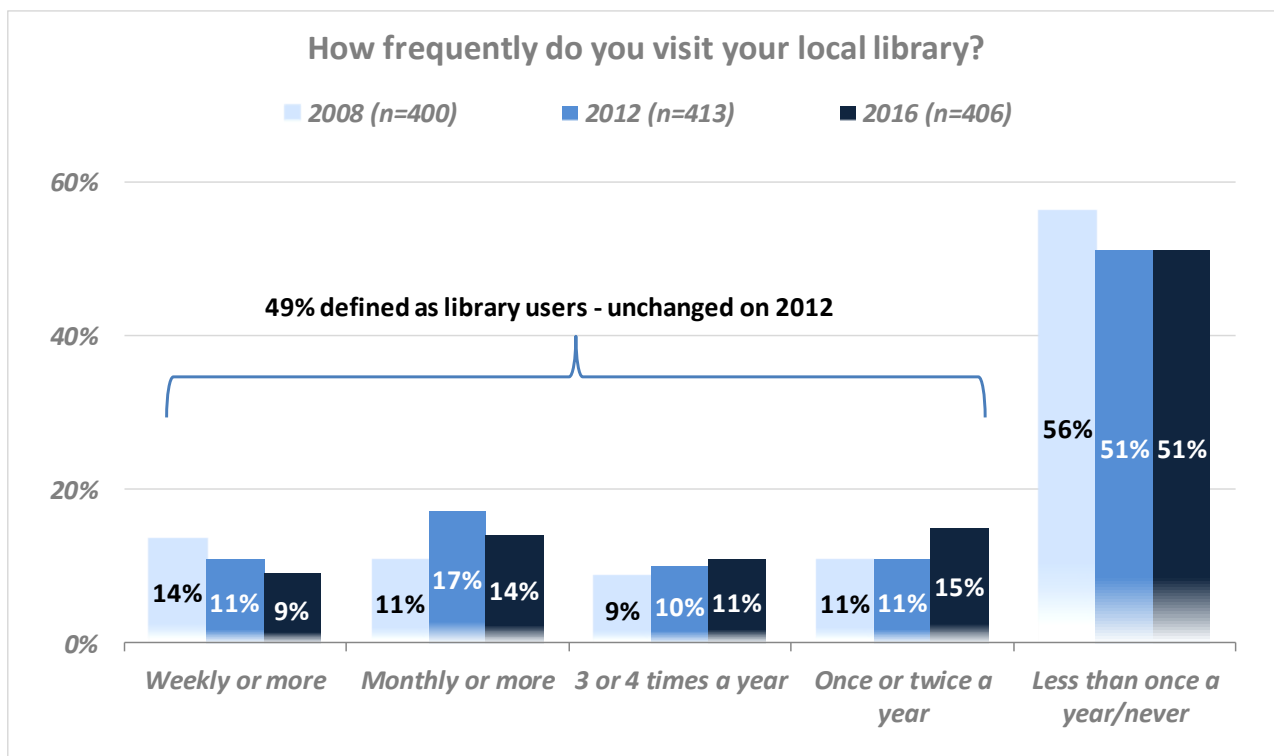


As per the brief, and in order to ensure a similar level of sampling error between the two council areas, the sample was split equally across the Bellingen and Clarence Valley LGAs.

Part 1: Library visitation

As in 2008 and 2012, respondents were asked (in a prompted question) how often they visited their local library. Those answering “less than once a year/never” were then asked a follow-up question, “Have you visited a library in your local area within the past two years”?

Graph 1.1: How frequently do you visit your local library?

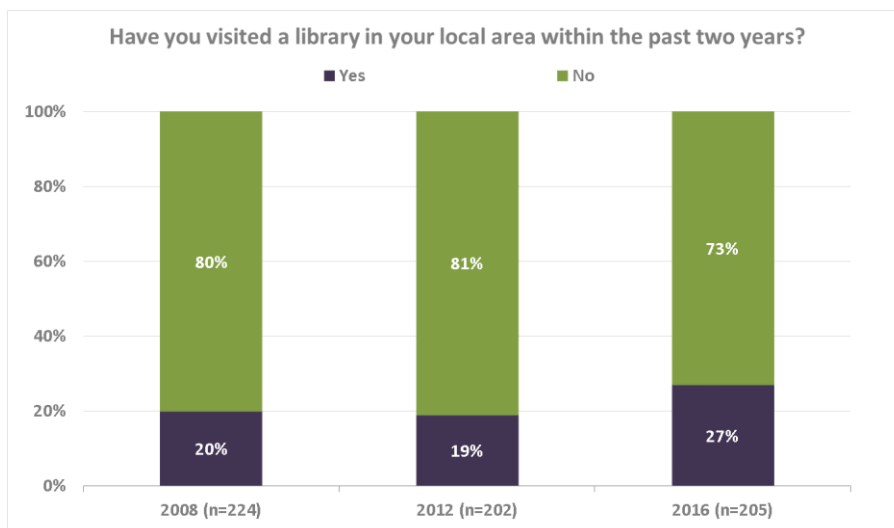


Usage patterns were remarkably similar across the three surveys. In 2016 there has been a slight increase in those visiting once or twice a year at the expense of those visiting weekly or monthly, although these movements are not statistically significant. This suggests that library usage rates have remained stable over the past eight years with an even split of users and non-users.

In relation to overall library users, there were no difference in usage frequency by age, gender or LGA. However younger respondents (those aged 18-39) were significantly more likely to be frequent users -i.e. visit monthly or more - than those aged 40-59 (at 36% and 20% respectively). Likewise those with post-secondary education were more likely to visit at least monthly than those without (28% vs. 17%).

Those answering “less than once a year/never” were then asked a follow-up question, “Have you visited a library in your local area within the past two years”?:

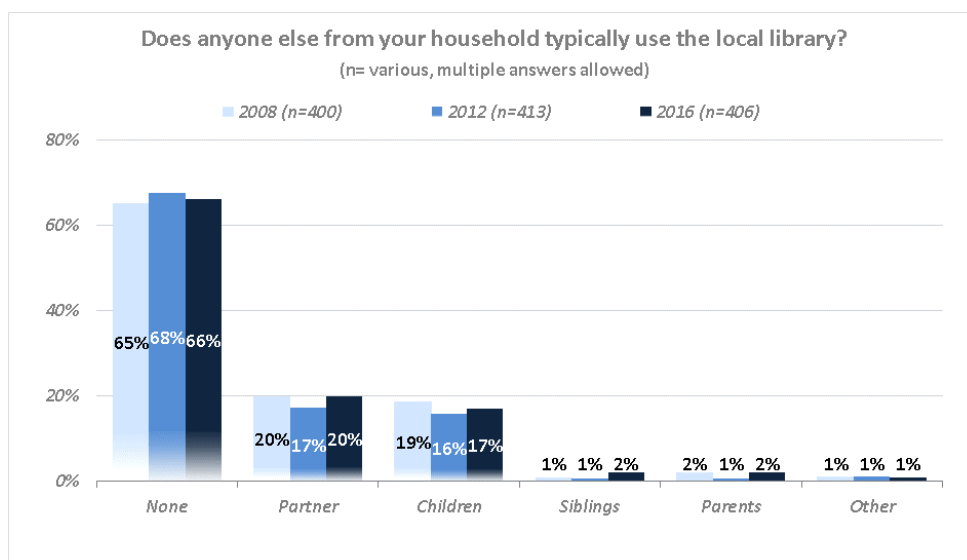
Graph 1.2: Have you visited a library in your local area within the past two years?



A quarter of those who stated that they visited the library “less than once a year/never” had visited a library in the past two years, an increase on 2008 and 2012 results.

We then asked respondents whether anyone else from their household typically used their local library. The results for 2008, 2012 and 2016 are shown in Graphs 1.3:

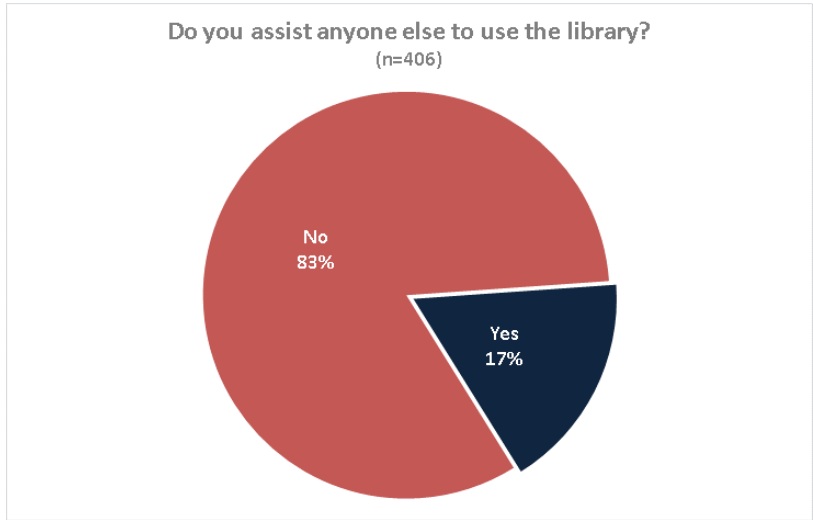
Graph 1.3: Does anyone else from your household typically use the local library?



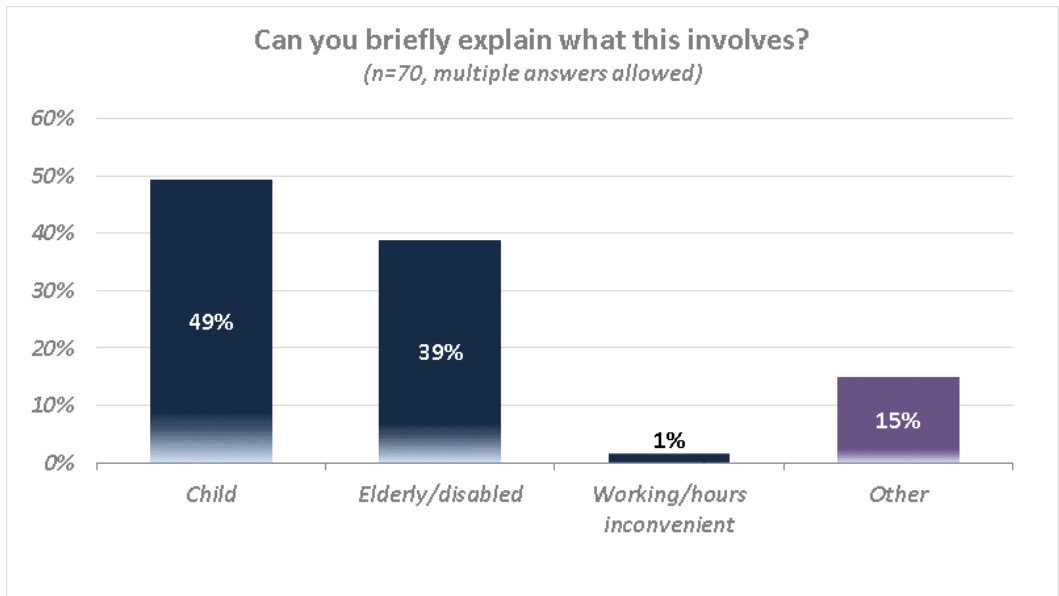
Graph 1.3 suggests minimal, if any, changes survey-to-survey in terms of other household members using the library. One in five indicated that their partner used the library and 17% indicated that their children used the library.

As to whether residents also assisted others to use the library:

Graph 1.4: Do you assist anyone else to use the library?



Graph 1.5: (If yes) Can you briefly explain what this involves?

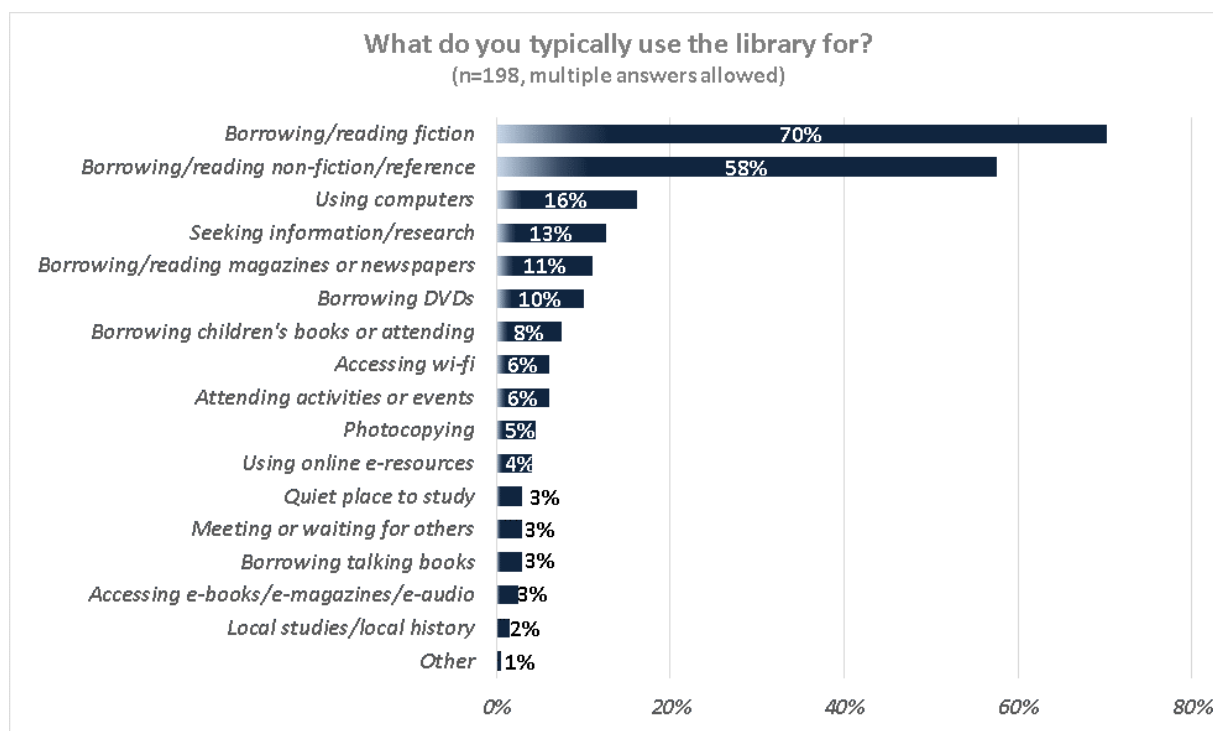


Of those who did assist others (17% of users down from 31% in 2012), the bulk of these involved children (49% down from 73% in 2012) and the elderly or disabled (39%). Those in the Clarence Valley LGA were more likely than those in the Bellingen LGA to assist the elderly or disabled (56% and 23% respectively).

Part 2: (Library users only) How libraries are used

The next few questions were answered by the 198 respondents defining themselves as library users (i.e. having visited a local library within the past 12 months). Firstly, these respondents were asked (unprompted) for what purpose(s) they typically used their local library:

Graph 2.1: What do you typically use the library for



As can be seen from Graph 2.1, the borrowing or reading of fiction and non-fiction/reference remained the two major reasons for people to visit local libraries (70% and 58% respectively). These findings are in line with 2012 and 2008 results where borrowing or reading fiction was most popular (68% in 2012 and 79% in 2008) followed by non-fiction/reference (62% in 2012 and 59% in 2008). This suggests that the more traditional role of libraries remain important.

Using computers (16%) and seeking information or doing research (13%) were also important factors in library visitations, along with borrowing/reading magazines or newspapers. The proportion undertaking these activities has declined slightly but not significantly over time: using computers decreased from 19% in 2012 to 16% in 2016 while researching decreased from 19% in 2012 to 13% in 2016.

Among demographic differences:

- ❖ Men were more likely than women to use the computers (at 25% and 11% respectively)
- ❖ Interest in reading or borrowing fiction rose progressively with age and education levels, while borrowing children's books, seeking information/research or borrowing DVDs fell with age.

Users were then asked how strongly they agreed or disagreed (using a 1-5 Likert scale) with a series of ten attitudinal questions. Nine of these had also been asked in 2012, while one – “The library should supply small business needs” - was asked here for the first time:

Graph 2.2: How strongly do you agree or disagree with the following statements relating to your local library? (2016 only)

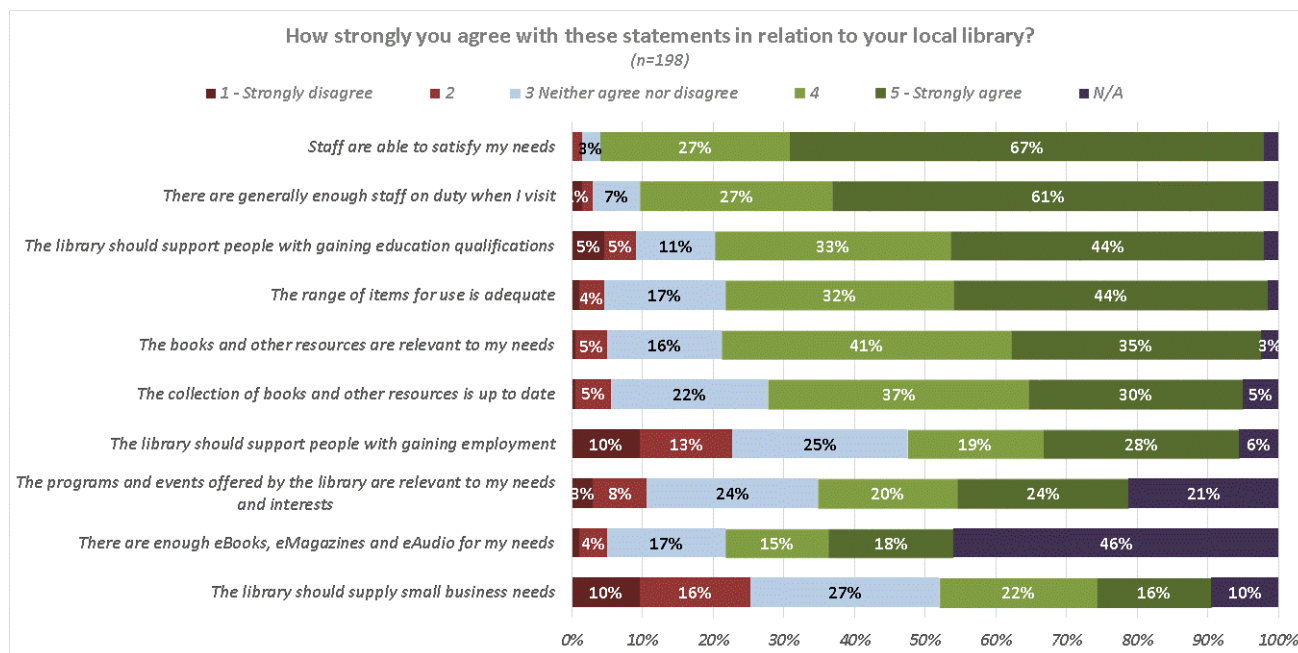


Table 2.1: How strongly do you agree or disagree with the following statements relating to your local library? (2012 vs. 2016, % agree)

	2012 (n=200) % agree	2016 (n=198) % agree	% diff since 2012
The range of books is adequate	55.1%	76.8%	21.7%
The collection of books is up to date	50.6%	67.2%	16.6%
The library should support gaining education qualifications	69.4%	77.8%	8.4%
Overall satisfaction with your local library	82.2%	88.4%	6.2%
The library should support gaining employment	41.8%	47.0%	5.2%
The books are relevant to my needs	71.6%	76.3%	4.7%
Staff are able to satisfy my needs	94.0%	93.9%	-0.1%
There are generally enough staff on duty	92.5%	88.4%	-4.1%
The programs and events offered are relevant to my needs and interests	54.7%	43.9%	-10.8%
There are enough eBooks, eMagazines and eAudio for my needs	N/A	32.3%	N/A
The library should supply small business needs	N/A	38.4%	N/A

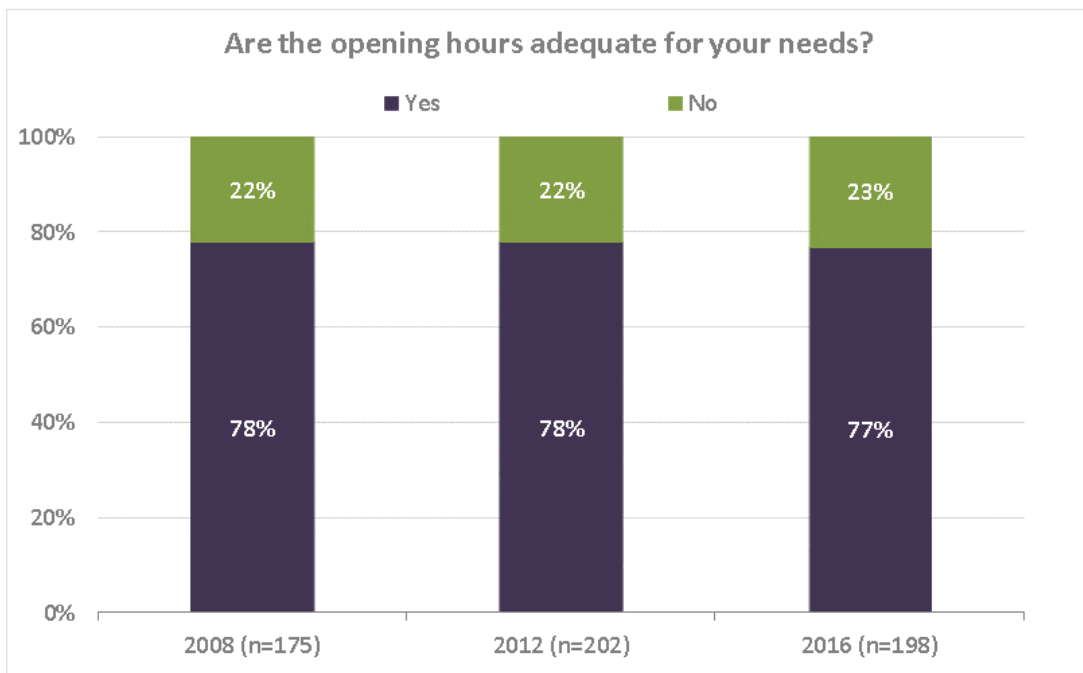
Perception of the library’s content have improved since 2012 with a number of attitudinal statements showing increased agreement. These include: the range of books (up from 55% to 77% survey-on survey); perception of the collection as being up to date (up 17%); and overall satisfaction with the library (up 6%). This continues an upward trend in overall satisfaction since commencement of tracking in 2008.

Conversely, the proportion agreeing that “programs and events are relevant to my needs and interests” fell almost 11 per cent in this latest survey. However a slight wording change (from simply “programs are relevant to my needs”) may account for at least some of this decline.

There were a number of differences in attitudinal mean scores by groups of interest which are outlined in Appendix 2.

As in 2008, users were then asked whether opening hours were adequate for their needs:

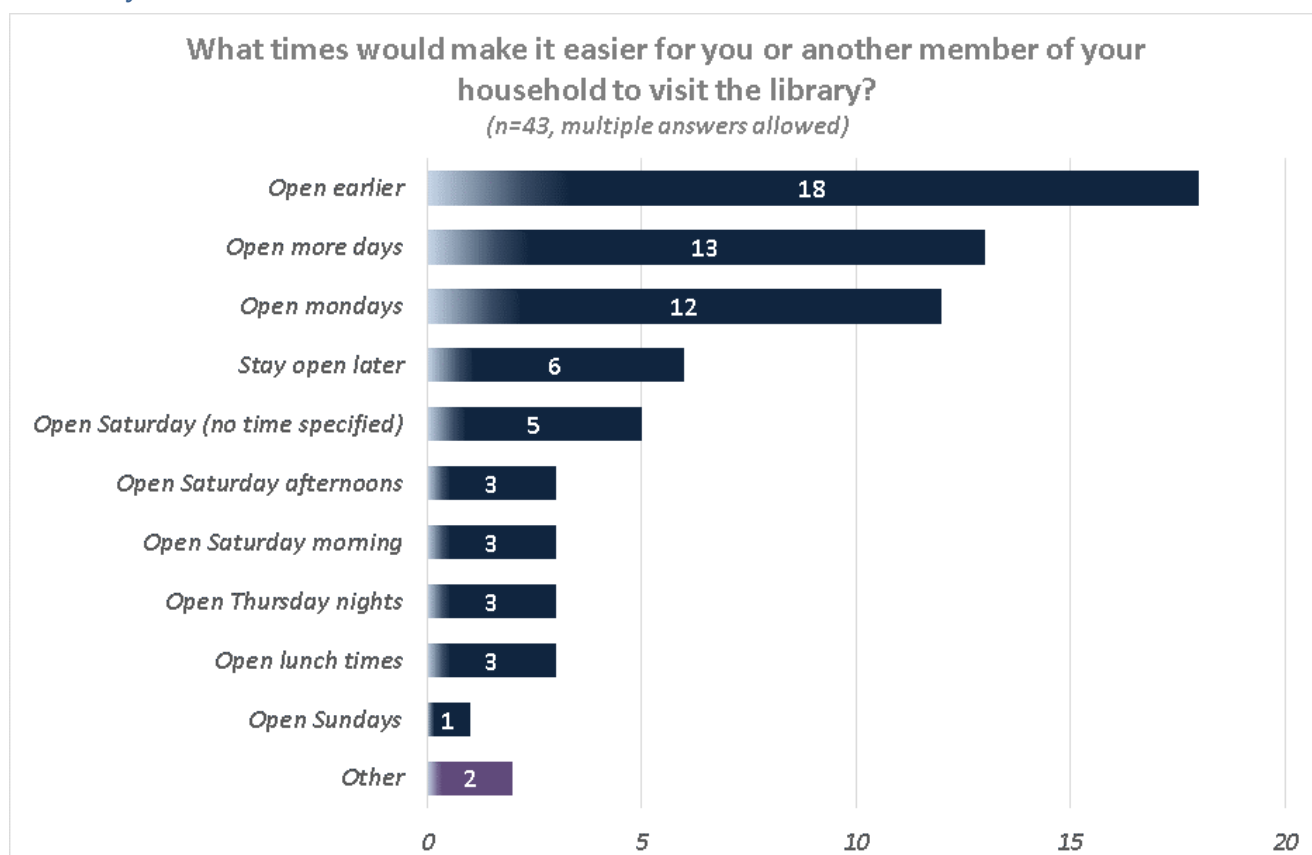
Graph 2.3: Are the opening hours adequate for your needs



Just under four in five respondents felt opening hours were adequate for their needs. This figure was consistent by age, education level and LGA. Men were more likely to agree than women (85% compared with 72%).

Those who felt current opening times were inadequate were then asked (in an unprompted question) what times would make it easier for them or other members of their family to visit their local library. The responses are shown – in numeric rather than percentage terms due to the small sample size involved – in graph 2.4, below:

Graph 2.4: (If no) What times would make it easier for you or another member of your household to visit the library?

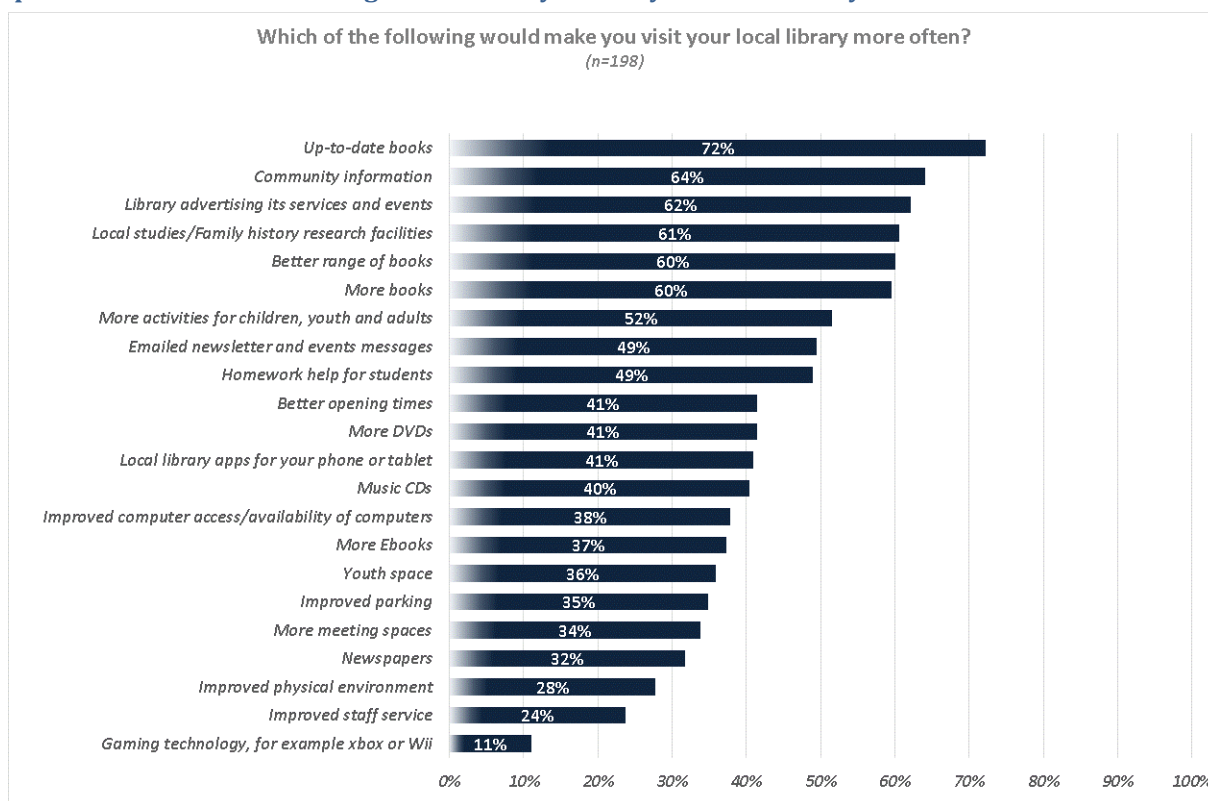


Some users would prefer additional days and/or an earlier opening time. However it should be noted these numbers remain small in the context of all users. (In 2008 and 2012 the preference was for additional days rather than earlier opening.)

Library users were also invited to suggest which of 22 different services would make them likely to visit their local library more often. The results are shown in Graph 2.5, next page:

(Continued over page)

Graph 2.5: Which of the following would make you visit your local library more often?



Apart from the obvious pleas for “more books”, “more up-to-date books” and “a better range of books”, interesting options to emerge include “community information (nominated by 74% of users), “library advertising its services and events” (62%) and “local studies/family history research” (61%). While the results are generally in line with 2012, library users in this latest survey seem slightly less concerned with the book selection and are more encouraged to visit the library more frequently through the range of library services offered. (In 2012, approximately three-quarters of library users focussed on the book content within the library and over half complained about parking.)

Newspapers (32%), CDs (40%) and DVD’s (41%) all scored relatively poorly – especially given that respondents did not have to choose between competing services (and hence it would have been easy to say they wanted these regardless of actual intent to use). Likewise, only 11% sought gaming technology (such as Xbox or Wii) in libraries, though this may in part reflect the survey’s older age skew.

Interestingly, those in Clarence Valley Shire were more likely than those in Bellingen Shire to indicate the preference for “homework help for students” (58% compared with 41%) but less likely to wish for “improved parking” (25% vs 43%). Furthermore, females were more likely than males to suggest that “improved computer access” (44% vs 28%), “more DVD’s” (47% vs 32%) and “local library apps for your phone or tablet” (44% vs 36%) would get them to the library more frequently.

Table 2.1 shows that younger age groups were more likely than older age groups to indicate that improvement across a number of library aspects would encourage them to attend more frequently.

Table 2.1: Which of the following would make you visit your local library more often? (by age)

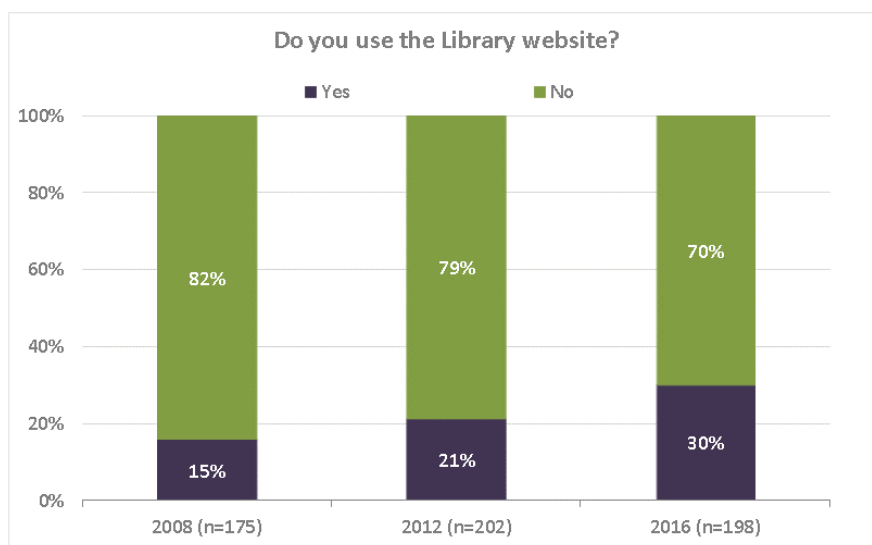
		Age				Total
		15-39	40-54	55-69	70+	
Improved computer access/availability of computers	Yes	9	26	37	3	75
		40.9%	47.3%	39.8%	10.7%	37.9%
Improved physical environment	Yes	11	20	22	2	55
		50.0%	36.4%	23.7%	7.1%	27.8%
Community information	Yes	17	40	60	10	127
		77.3%	72.7%	64.5%	35.7%	64.1%
More activities for children, youth and adults	Yes	16	40	39	7	102
		72.7%	72.7%	41.9%	25.0%	51.5%
Youth space	Yes	13	26	25	7	71
		59.1%	47.3%	26.9%	25.0%	35.9%
Local library apps for your phone or tablet	Yes	12	29	35	5	81
		54.5%	52.7%	37.6%	17.9%	40.9%
More meeting spaces	Yes	11	24	25	7	67
		50.0%	43.6%	26.9%	25.0%	33.8%
Homework help for students	Yes	18	34	39	6	97
		81.8%	61.8%	41.9%	21.4%	49.0%

(Figures highlighted in blue significantly above mean, those in pink significantly below)

Respondents were also asked a follow-up, open-ended question as to whether there was anything else that would prompt them to visit their local library more often. Suggestions for encouraging visitation were specific to individual interest, and the full list is outlined in Appendix 3.

Users were also asked whether they used their library website:

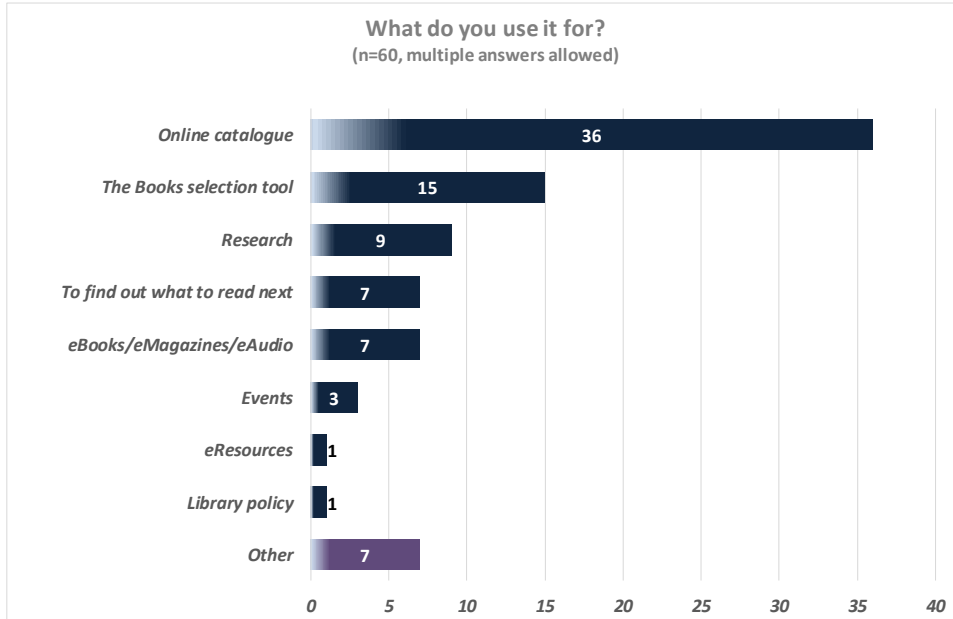
Graph 2.6: Do you use the library website?



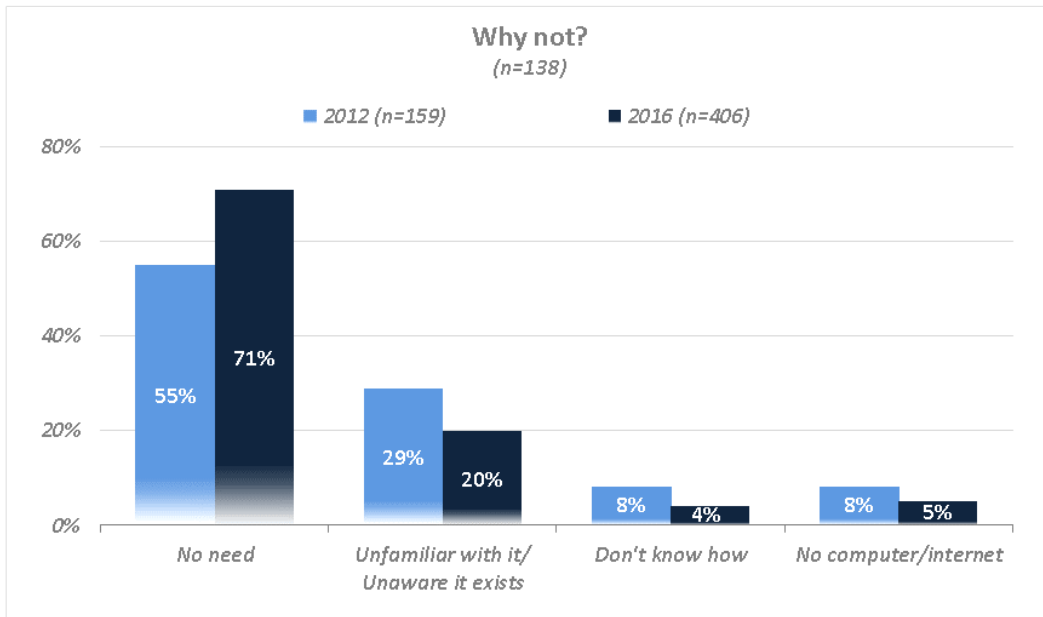
Website usage indicates an upward trend from 15% in 2008 to 21% in 2012 and 30% in 2016.

Website users were then asked what they mainly used the website for, while non-users were asked why they didn't take advantage of this resource. In both cases the questions were unprompted. Their responses are shown in Graphs 2.7a and 2.7b, below:

Graph 2.7a: (if yes) What do you use it for?



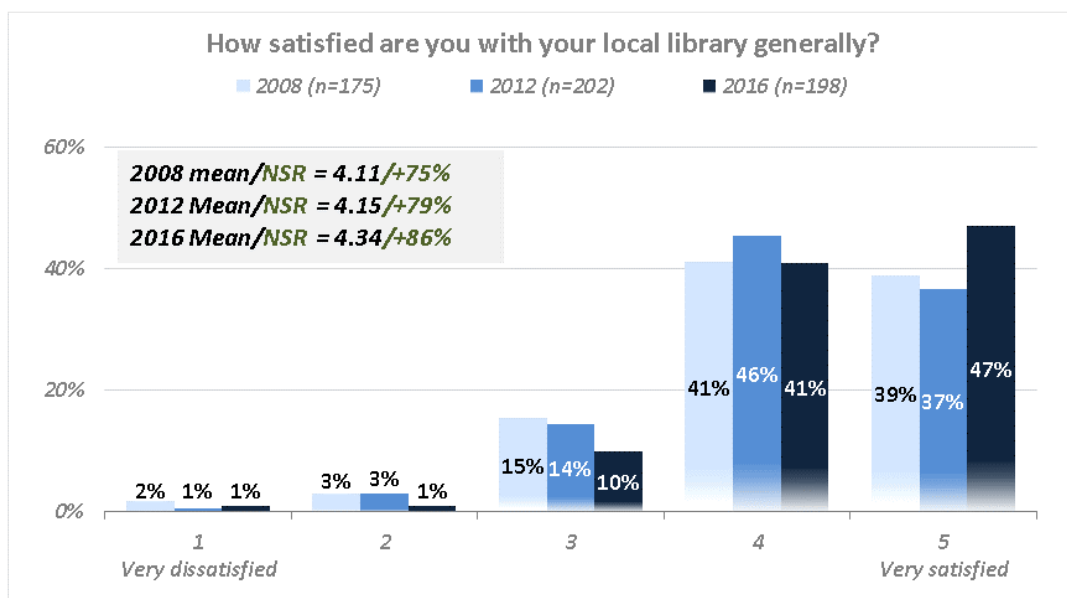
Graph 2.7b: (if no) Why not?



Among website users, the online catalogue appears to be the site’s main attraction (as was also the case in 2012). For non-users, the main reason offered was “no need” (which increased from 52% in 2012 to 71% in 2016) suggesting that a website awareness campaign may be required to communicate the benefits offered by the website. The balance of responses was from those more willing to admit they were unfamiliar with the site and/or didn’t know how to use it.

At this point library users were asked to rate how satisfied they were with their local library (Graph 2.8):

Graph 2.8: How satisfied are you with your local library generally?



(NSR = Net Satisfaction Rate. For 2016, 88% satisfied less 2% equals 86% NSR.)

The data suggests that in 2016, as in 2008 and 2012, library users were extremely satisfied with their local library. Overall satisfaction, in fact, has demonstrated an upward trend wave on wave with the mean overall satisfaction climbing (from 4.11 in 2008 to 4.15 in 2012 and to 4.34 in 2016) and well as the net satisfaction rating³ (from +75% in 2008 to +79% in 2012 and to +86% in 2016).

By demographic type, significant differences were noted between those aged 15-39 years and those aged 70 or older (with mean scores of 4.05 and 4.71 respectively) suggesting improvement is felt to be required by the younger age group (although still a positive overall satisfaction score).

However the uniformly high scores suggest that users are, by and large, extremely happy with the existing service provided by their local library.

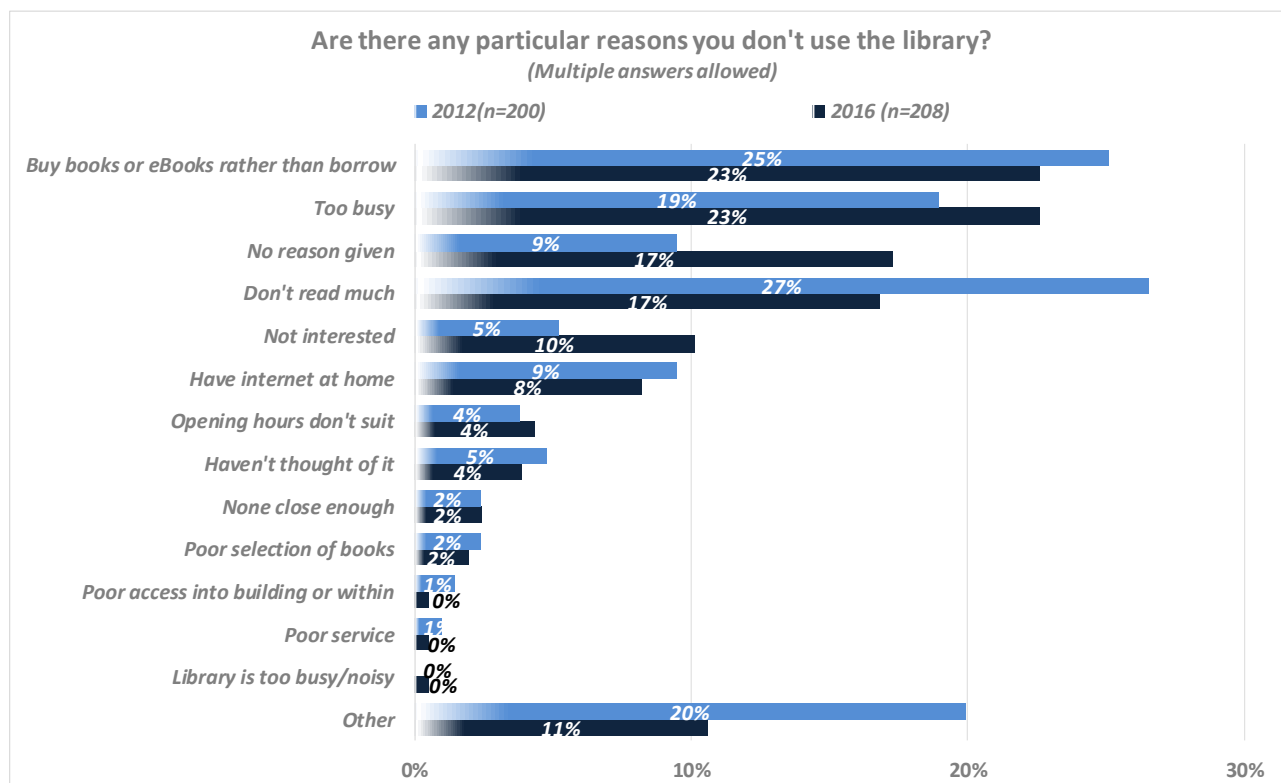
This was also evident in the follow-up, open-ended question, where users were asked if there were any other improvements they would like to see. Around 55 users took up the opportunity, and their comments are shown in Appendix 3. While the comments are extremely diverse in nature, common themes include longer opening hours, more books, more comfortable spaces to sit, and improved parking.

³ i.e. Total proportion satisfied or very satisfied, less proportion dissatisfied or very dissatisfied

Part 3: Library non-users

Those respondents who had not visited their local library for more than a year were then asked a series of questions seeking to understand obstacles to use. The first of these was an unprompted question asking if there were any particular reason/s they didn't use their local library. These responses have been coded (themed), and the results shown against the equivalent 2012 reasons:

Graph 3.1: Are there any particular reasons you don't use the library?

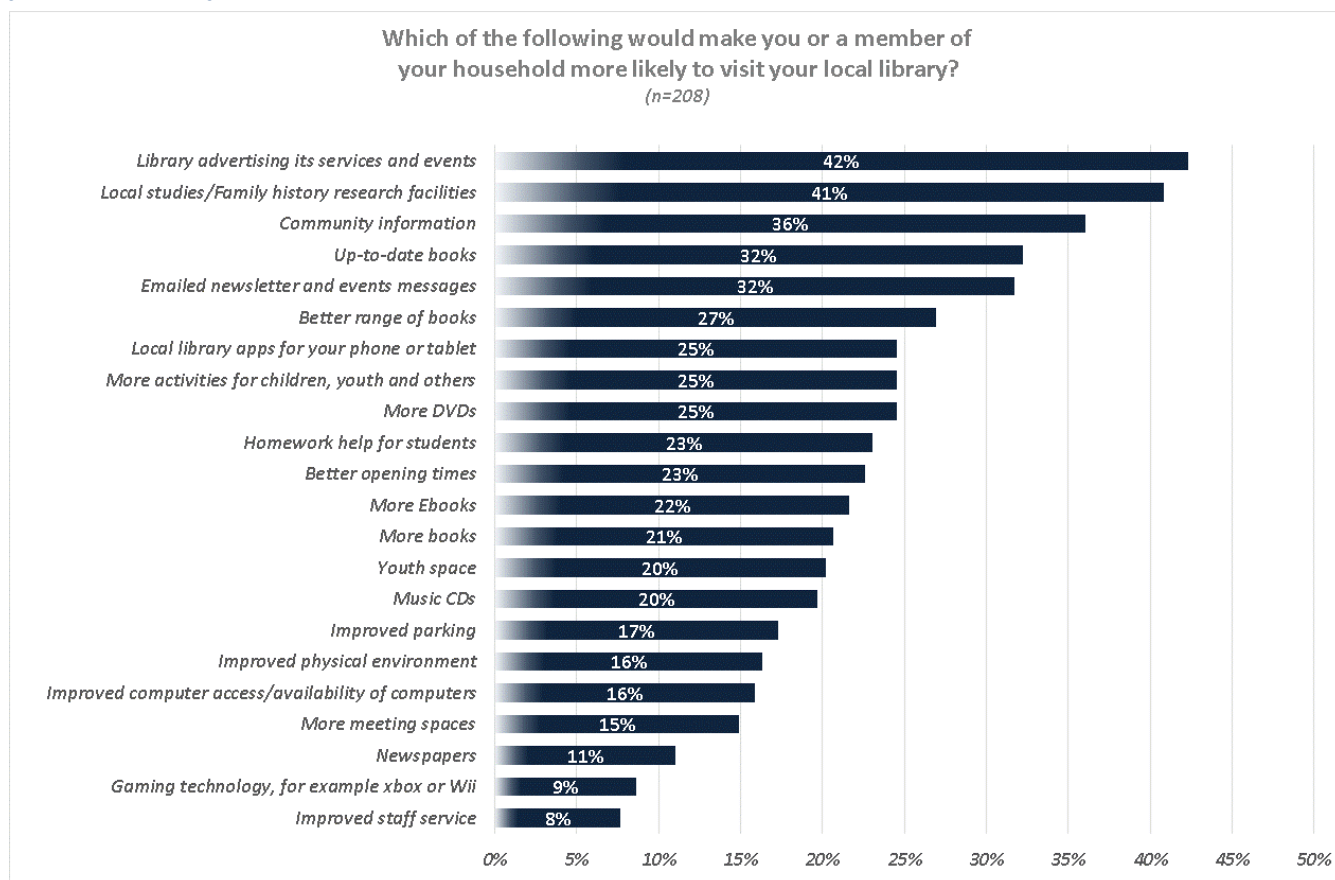


The main reasons offered for non-use were that the respondent “buys books or eBooks rather than borrows” or is “too busy” (both 23%). (The latter of these is generally code for “not a high priority”.) Both of these reasons are up sharply on 2012. Pleasingly, however, the proportion of non-users saying they “don't read much” fell significantly – from 27% in 2012 to 17% in this latest survey.

Similar to questions directed at users, non-users were asked what would make them more likely to use their local library. The responses are shown in Graphs 3.2 and 3.3:

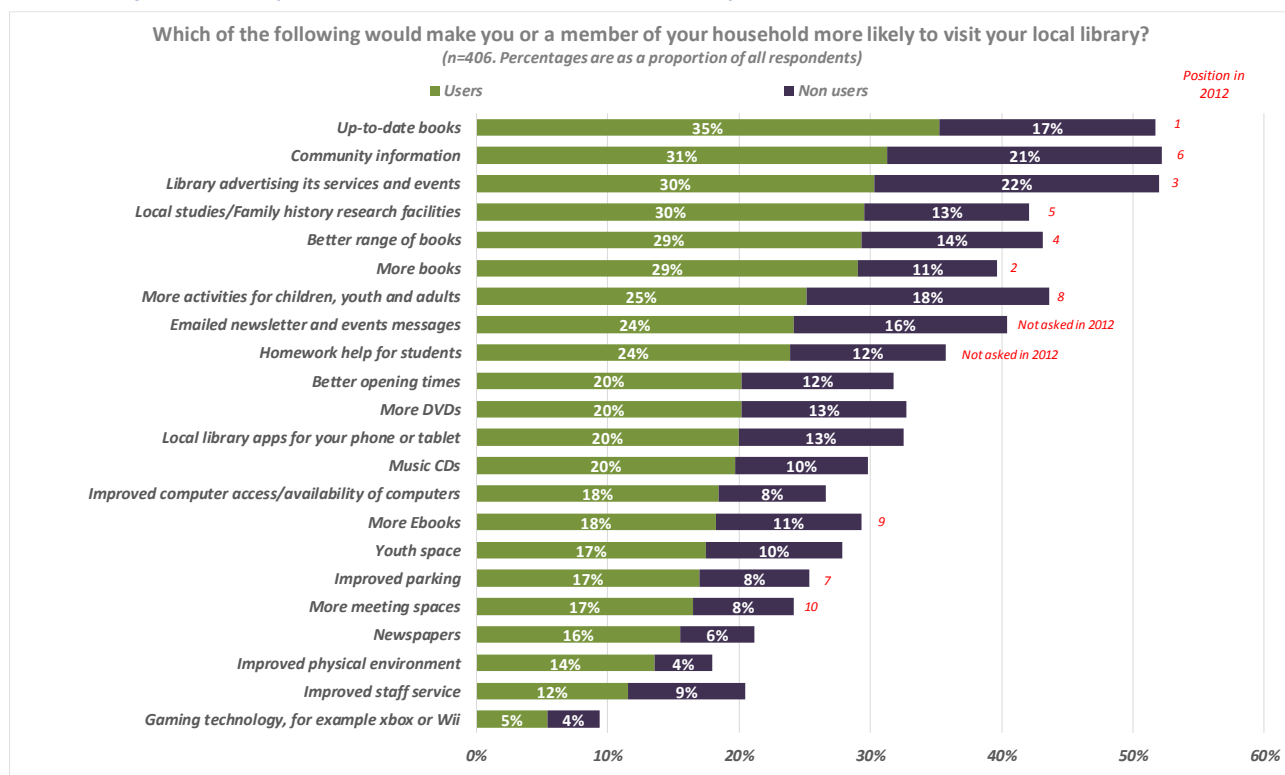
(Continued over page...)

Graph 3.2: Which of the following would make you or a member of your household more likely to visit your local library?



Library advertising its services and events was the most popular suggestion for encouraging library visitation suggested by 42% of non-users. This was followed by local studies/family history research facilities (41%), community information (36%), up-to-date books (32%) and emailed newsletter and events messages (32%). This suggests that non-book related events and services are just as important as books for enticing non-users into libraries.

Graph 3.3: Are there any other services or changes your local library could make that would make you more likely to use it? (Combined total, users and non-users)



(Note that totals are subject to rounding.)

When viewing the collated suggestions for encouraging visiting, the most popular suggestions include “up-to-date books” (combined total of 52%), “community information” (52%), “library advertising its services and events” (52%), “better range of books” (43%) and “more activities for children, youth and adults” (43%).

It’s important to note that “community information” moved to second place in this latest survey (from 6th in 2012), while “more books” fell from second to sixth. It’s also interesting to observe that “improved parking” and “more meeting spaces” both dropped well out of the top 10 in this latest survey. This is almost certainly due to the new Grafton Library having resolved these issues for Clarence Valley residents.

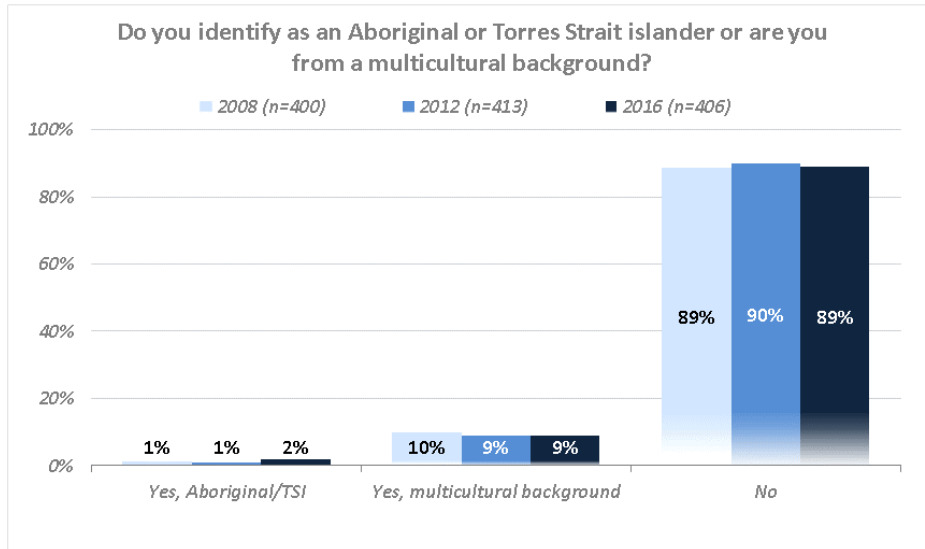
Non-users were then asked (in an unprompted question) whether there were any changes their local library could make that would make them more likely to use it. All suggestions are outlined in Appendix 4 with some key ideas being a coffee shop, advertising of events and services, activities and events for youth and more technology.

While not directly comparable to 2012 due to changes in response sets, these results are broadly in line with 2012 findings.

Part 4: Demographics

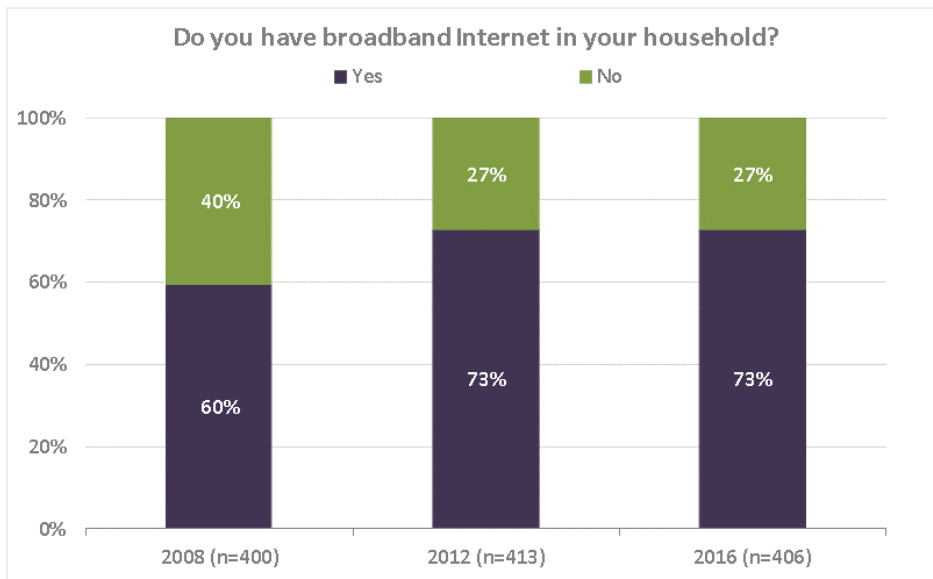
The survey concluded with a number of demographic questions:

Graph 4.1: Do you identify as an Aboriginal or Torres Strait Islander or are you from a multicultural background?



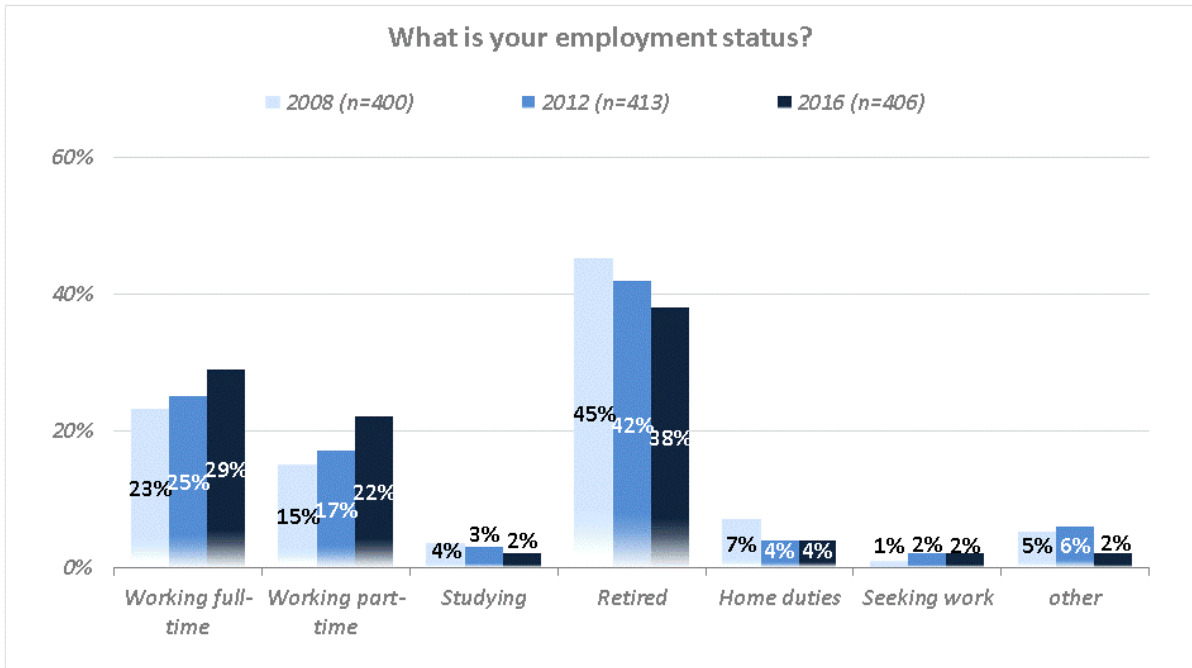
Indigenous and multi-cultural figures were in line with previous surveys.

Graph 4.2: Do you have broadband internet in your household?



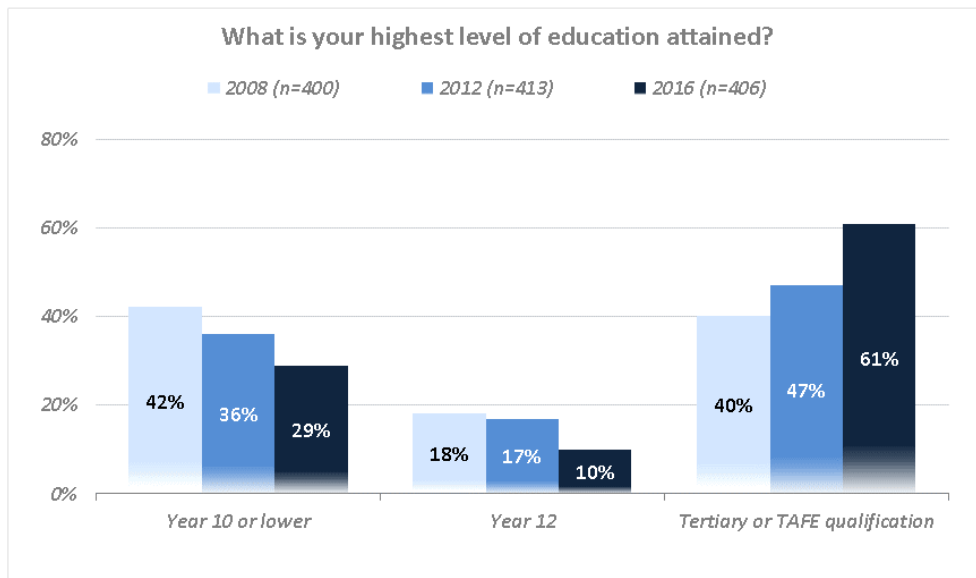
Around three in four respondents has broadband Internet, unchanged on 2012.

Graph 4.3: Employment Status



The proportion of respondents in work rose from 42% in 2012 to 51% in this latest survey.

Graph 4.4: Education



Likewise, the proportion of tertiary- or TAFE-qualified respondents has continued to rise survey-on-survey.

Appendix 1: Survey questionnaire

Version 1 Clarence_Valley_Library_2016

Last modified:7/04/2016 3:40:11 PM

Q1. Hello, my name is (first name), and I'm calling from Jetty Research, a local research company. We're currently performing a short survey on behalf of your local Council, and I was wondering if you could spare me around seven minutes to talk about your thoughts on some issues affecting local services. We're not trying to sell anything, and all information is completely confidential. Are you happy to do a brief survey?

Offer a call back if inconvenient time.

Yes	1
No	2

Answer If Attribute "No" from Q1 is SELECTED

Q1

Q2. Thank you for your time.

End

Q3. Thanks so much. Before we start I have a couple of quick screening questions. Firstly are you aged 15 or over?

Yes	1	Go to Q5
No	2	

Q3

Q4. Is there anyone else in household 15 or over?

IF YES ask to speak with them. Survey will then skip back to start

Yes	1	Go to Q1
No	2	Go to Q6

Q4

Q5. Do you live in the Clarence Valley or Bellingen Council areas?

UNPROMPTED

Clarence Valley Council	1	
Bellingen Shire	2	Q5
None of these	3	

Answer If Attribute "None of these" from Q5 is SELECTED

Q6. Unfortunately you don't qualify for this particular survey. Thanks so much for your time and have a great evening.

End

Q7. Before we get started, may I have your first name?

Type n/a if not willing to give name

Q7

Q8. [Q7], how frequently do you visit your local library?

Unprompted

Weekly or more	1	
Monthly or more	2	
3 or 4 times a year	3	Q8
Once or twice a year	4	
Less than once a year/never	5	

Q9. Have you visited a library in your local area within the past two years?

Answer If Attribute "Less than once a year/never" from Q8 is SELECTED

Yes	1	
No	2	Q9

Q10. Does anyone else from your household typically use the local library?

Unprompted

Partner	1	Q10_1
Children	2	Q10_2
Siblings	3	Q10_3
Parents	4	Q10_4
None	5	Q10_5
OTHER		Q10_O

Q11. What do you typically use the library for?

Do not answer if Attribute "Less than once a year/never" from Q8 is SELECTED

**Unprompted - up to five answers
**

Borrowing/reading fiction	1	Q11_1
Borrowing/reading non-fiction/reference books	2	Q11_2
Borrowing/reading magazines or newspapers	3	Q11_3
Using computers	4	Q11_4
Borrowing children's books or attending children's programs	5	Q11_5
Borrowing talking books	6	Q11_6
Using online e-resources (Ancestry.com, Novelist, World Book Web etc.)	7	Q11_7
Seeking information/research	8	Q11_8
Meeting or waiting for others	9	Q11_9
Attending activities or events	10	Q11_10
Borrowing DVDs	11	Q11_11
Local studies/local history	12	Q11_12
Accessing e-books/e-magazines/e-audio	13	Q11_13
Quiet place to study	14	Q11_14
Accessing wi-fi	15	Q11_15
OTHER		Q11_O

Q12. I'm going to make a series of statements, please let me know how strongly you agree with these statements in relation to your local library (where 1 means you strongly disagree, and 5 means you strongly agree). If the statement doesn't apply to you just say so and we'll move to the next one.

Do not answer if Attribute "Less than once a year/never" from Q8 is SELECTED

PROMPTED read out and rate each option

	1 -	2	3	4	5 -	N/A	
	Strongly disagree		Neither agree nor disagree		Strongly agree		
The range of items for use is adequate	1	2	3	4	5	555	Q12_1
The collection of books and other resources is up to date	1	2	3	4	5	555	Q12_2
The books and other resources are relevant to my needs	1	2	3	4	5	555	Q12_3
There are generally enough staff on duty when I visit	1	2	3	4	5	555	Q12_4
Staff are able to satisfy my needs	1	2	3	4	5	555	Q12_5
The programs and events offered by the library are relevant to my needs and interests	1	2	3	4	5	555	Q12_6

The library should support people with gaining employment	1	2	3	4	5	555	Q12_7
The library should support people with gaining education qualifications	1	2	3	4	5	555	Q12_8
There are enough eBooks, eMagazines and eAudio for my needs	1	2	3	4	5	555	Q12_9
The library should supply small business needs	1	2	3	4	5	555	Q12_10

Q13. [Q7], are the opening hours adequate for your needs?

Do not answer If Attribute "Less than once a year/never" from Q8 is SELECTED

UNPROMPTED

Yes	1	Go to Q15	
No	2		Q13

Q14. What times would make it easier for you or another member of your household to visit the library?

Do not answer If Attribute "Less than once a year/never" from Q8 is SELECTED

Unprompted. Tick any that apply.

Open earlier	1	Q14_1
Open lunch times	2	Q14_2
Open Thursday nights	3	Q14_3
Open Saturday morning	4	Q14_4
Open Saturday afternoons	5	Q14_5
Open Saturday (no time specified)	6	Q14_6
Open Sundays	7	Q14_7
Open more days	8	Q14_8
OTHER		Q14_O

Q15. Which of the following would make you visit your local library more often? Please answer yes or no to each option.

Do not answer If Attribute "Less than once a year/never" from Q8 is SELECTED

PROMPTED read out and rate each option

	Yes	No	Unsure	
Improved computer access/availability of computers	1	2	666	Q15_1
Newspapers	1	2	666	Q15_2
More DVDs	1	2	666	Q15_3
Music CDs	1	2	666	Q15_4
Improved physical environment	1	2	666	Q15_5
Improved parking	1	2	666	Q15_6
Improved staff service	1	2	666	Q15_7

Gaming technology, for example xbox or Wii	1	2	666	Q15_8
Local studies/Family history research facilities	1	2	666	Q15_9
Community information	1	2	666	Q15_10
More activities for children, youth and adults	1	2	666	Q15_11
Youth space	1	2	666	Q15_12
More Ebooks	1	2	666	Q15_13
Local library apps for your phone or tablet	1	2	666	Q15_14
More books	1	2	666	Q15_15
Better range of books	1	2	666	Q15_16
Up-to-date books	1	2	666	Q15_17
Library advertising its services and events	1	2	666	Q15_18
Better opening times	1	2	666	Q15_19
More meeting spaces	1	2	666	Q15_20
Emailed newsletter and events messages	1	2	666	Q15_21
Homework help for students	1	2	666	Q15_22

Q16. Is there anything else that would make you visit your local library more often?

Do not answer if Attribute "Less than once a year/never" from Q8 is SELECTED

Q16

Q17. Do you use the Library website?

Do not answer if Attribute "Less than once a year/never" from Q8 is SELECTED

Yes	1			
No	2		Go to Q19	Q17
Unsure	666		Go to Q20	

Q18. What do you use it for?

Do not answer if Attribute "Less than once a year/never" from Q8 is SELECTED

UNPROMPTED - Tick any that apply

Online catalogue	1			Q18_1
Events	2			Q18_2
Fun stuff	3			Q18_3
Research	4			Q18_4
Family history	5			Q18_5
Local history	6			Q18_6
Library policy	7			Q18_7
Library's facebook page	8			Q18_8
Library's Pinterest page	9			Q18_9
Library's Flickr page	10			Q18_10
The Books selection tool	11			Q18_11
eBooks/eMagazines/eAudio	12			Q18_12
eResources (Ancestry.com.world book web, Novelist etc.)	13			Q18_13
To find out what to read next	14			Q18_14
OTHER				Q18_O

Go to Q20

Q19. Why not?

Do not answer If Attribute "Less than once a year/never" from Q8 is SELECTED

No need	1
Dont know how	2
Unfamiliar with it/Unaware it exists	3

Q19

Q20. Do you assist anyone else to use the library?

Yes	1
No	2

Q20

Q21. Can you briefly explain what this involves?

Answer If Attribute "Yes" from Q20 is SELECTED

Unprompted

Child	1
Elderly/disabled	2
Working/hours inconvenient	3

Q21_1

Q21_2

Q21_3

Q21_0

Q22. On a scale of 1-5, how satisfied are you with your local library generally? (where 1 is very dissatisfied and 5 is very satisfied)

Do not answer If Attribute "Less than once a year/never" from Q8 is SELECTED

Confirm rating is correct

1 Very dissatisfied	1
2	2
3	3
4	4
5 Very satisfied	5

Q22

*Q23. Are there any other improvements you would like to see?

Do not answer If Attribute "Less than once a year/never" from Q8 is SELECTED

PROBE

Q23

Go to Q27

Q24. Are there any particular reasons you don't use the library?

Answer If Attribute "Less than once a year/never" from Q8 is SELECTED

Unprompted. Probe, tick any that apply.

Dont read much	1	Q24_1
Too busy	2	Q24_2
Haven't thought of it	3	Q24_3
Buy books or eBooks rather than borrow	4	Q24_4
None close enough	5	Q24_5
Poor selection of books	6	Q24_6
Poor service	7	Q24_7
Library is too busy/noisy	8	Q24_8
Poor access into building or within	9	Q24_9
Opening hours don't suit	10	Q24_10
Not enough public access PCs	11	Q24_11
Wait too long for books Ive requested	12	Q24_12
No reason given	14	Q24_13
OTHER		Q24_O

Q25. [Q7], which of the following would make you or a member of your household more likely to visit your local library?

Answer If Attribute "Less than once a year/never" from Q8 is SELECTED

PROMPTED read out and rate each option

	Yes	No	Unsure	
Improved computer access/availability of computers	1	2	666	Q25_1
Newspapers	1	2	666	Q25_2
More DVDs	1	2	666	Q25_3
Music CDs	1	2	666	Q25_4
Gaming technology, for example xbox or Wii	1	2	666	Q25_5
Improved physical environment	1	2	666	Q25_6
Improved parking	1	2	666	Q25_7
Improved staff service	1	2	666	Q25_8
More activities for children, youth and others	1	2	666	Q25_9
Local studies/Family history research facilities	1	2	666	Q25_10
Community information	1	2	666	Q25_11
Youth space	1	2	666	Q25_12
More Ebooks	1	2	666	Q25_13
Local library apps for your phone or tablet	1	2	666	Q25_14
More books	1	2	666	Q25_15
Better range of books	1	2	666	Q25_16
Up-to-date books	1	2	666	Q25_17

Library advertising its services and events	1	2	666
Better opening times	1	2	666
More meeting spaces	1	2	666
Emailed newsletter and events messages	1	2	666
Homework help for students	1	2	666

Q25_18
Q25_19
Q25_20
Q25_21
Q25_22

***Q26. Are there any other changes your local library could make that would make you more likely to use it?**

Answer If Attribute "Less than once a year/never" from Q8 is SELECTED

PROBE

Q26

Q27. Gender?

DONT ASK

Male	1
Female	2

Q27

Q28. May I have your age range?

PROMPTED

15-24	1
25-39	2
40-54	3
55-69	4
70+	5

Q28

Q29. Do you live in a town, village or rural location?

Town	1
Village	2
Rural	3

Q29

Q30. Do you identify as an Aboriginal or Torres Strait islander or are you from a multicultural background?

UNPROMPTED

Yes, Aboriginal/TSI	1
Yes, multicultural background	2
No	3

Q30

Q31. What is your employment status?

Prompted-read options. If more than one (e.g. studying and working) choose that on which more time is typically spent each week

Working full-time	1
Working part-time	2
Studying	3
Retired	4
Home duties	5
Seeking work	6
OTHER	

Q31

Q32. Do you have broadband Internet in your household?

Yes	1
No	2

Q32

Q33. What is your highest level of education attained?

PROMPTED

Year 10	1
Year 12	2
Tertiary or TAFE qualification	3

Q33

Q34. That's the end of the survey [Q7], thank you very much for your time. A manager may be in touch to confirm you took part in this survey. Do you have any questions regarding the survey? Thank you again your participation will help council improve its local library service. Have a great afternoon/evening.

Appendix 2: Demographic differences in attitudinal statements

Do you live in the (name) Shire?		The range of items for use is adequate	The collection of books and other resources is up to date	The books and other resources are relevant to my needs	There are generally enough staff on duty when I visit	Staff are able to satisfy my needs	The programs and events offered by the library are relevant to my needs and interests	The library should support people with gaining employment	The library should support people with gaining education qualifications	There are enough eBooks, eMagazines and eAudio for my needs	The library should supply small business needs
Clarence Valley Council	Mean	4.30	4.17	4.27	4.38	4.58	3.71	3.70	4.21	4.07	3.19
	N	88	87	89	89	88	75	88	90	54	85
	Std. Deviation	.924	.879	.750	.860	.656	1.194	1.314	1.065	.988	1.268
Bellingen Shire	Mean	4.07	3.78	3.93	4.56	4.67	3.68	3.22	4.02	3.55	3.24
	N	107	101	104	105	106	81	99	104	53	94
	Std. Deviation	.898	.890	.938	.771	.581	1.059	1.282	1.088	1.030	1.206
Total	Mean	4.17	3.96	4.09	4.48	4.63	3.69	3.45	4.11	3.81	3.22
	N	195	188	193	194	194	156	187	194	107	179
	Std. Deviation	.914	.904	.871	.816	.616	1.122	1.316	1.079	1.038	1.233

Gender		The range of items for use is adequate	The collection of books and other resources is up to date	The books and other resources are relevant to my needs	There are generally enough staff on duty when I visit	Staff are able to satisfy my needs	The programs and events offered by the library are relevant to my needs and interests	The library should support people with gaining employment	The library should support people with gaining education qualifications	There are enough eBooks, eMagazines and eAudio for my needs	The library should supply small business needs
Male	Mean	4.18	3.88	3.96	4.50	4.58	3.53	3.21	4.14	3.61	2.97
	N	74	73	73	74	73	62	72	73	41	69
	Std. Deviation	.850	.763	.857	.726	.622	1.127	1.244	.947	1.093	1.224
Female	Mean	4.17	4.02	4.17	4.47	4.66	3.80	3.60	4.09	3.94	3.37
	N	121	115	120	120	121	94	115	121	66	110
	Std. Deviation	.955	.982	.873	.869	.613	1.113	1.343	1.155	.990	1.218
Total	Mean	4.17	3.96	4.09	4.48	4.63	3.69	3.45	4.11	3.81	3.22
	N	195	188	193	194	194	156	187	194	107	179
	Std. Deviation	.914	.904	.871	.816	.616	1.122	1.316	1.079	1.038	1.233

Age		The range of items for use is adequate	The collection of books and other resources is up to date	The books and other resources are relevant to my needs	There are generally enough staff on duty when I visit	Staff are able to satisfy my needs	The programs and events offered by the library are relevant to my needs and interests	The library should support people with gaining employment	The library should support people with gaining education qualifications	There are enough eBooks, eMagazines and eAudio for my needs	The library should supply small business needs
15-39	Mean	4.23	4.00	4.09	4.52	4.68	3.82	3.52	3.82	4.18	3.14
	N	22	21	22	21	22	17	21	22	11	22
	Std. Deviation	.869	.775	.868	.750	.568	1.074	1.436	1.468	.982	1.521
40-54	Mean	4.04	3.75	3.91	4.37	4.65	3.43	3.56	4.15	3.55	3.14
	N	54	51	55	54	54	44	50	53	33	51
	Std. Deviation	.951	1.017	.928	.977	.520	1.265	1.431	1.167	1.034	1.281
55-69	Mean	4.25	4.00	4.19	4.45	4.59	3.66	3.27	4.04	3.93	3.23
	N	91	89	88	91	91	71	90	92	45	84
	Std. Deviation	.825	.892	.814	.793	.666	1.055	1.225	.960	.939	1.155
70+	Mean	4.14	4.22	4.11	4.75	4.67	4.17	3.81	4.48	3.78	3.45
	N	28	27	28	28	27	24	26	27	18	22
	Std. Deviation	1.145	.751	.916	.518	.679	.963	1.266	.849	1.263	1.143
Total	Mean	4.17	3.96	4.09	4.48	4.63	3.69	3.45	4.11	3.81	3.22
	N	195	188	193	194	194	156	187	194	107	179
	Std. Deviation	.914	.904	.871	.816	.616	1.122	1.316	1.079	1.038	1.233

Appendix 3: (Users) Suggestions for encouraging greater library visitation

Comment	Town	LGA
A bigger range of books, Bello cleared out all its old books. They shouldn't sell the classics, they should keep all books	Bellingen	Bellingen
A book club, if there isn't already one. Especially if it were held during the day. More author meetings, including kids' authors and local authors.	Maclean	Clarence
A personal letter to people on favourite subjects and books etc- a more personalised service.	Grafton	Clarence
A section for part of the southern cross university.	Grafton	Clarence
Advertising of services available & free use	Raleigh	Bellingen
being reminded about activities and events at the lib, (for example audio books we just found out they were available)	Urunga	Bellingen
Bigger range of books	Dorrigo	Bellingen
display local artwork on rotation, such as from primary school and St Marys	Bellingen	Bellingen
Exhibitions on from time to time would be great	Urunga	Bellingen
Extending time books are loaned for	Maclean	Clarence
faster internet facilities	Dorrigo	Bellingen
gaming participation in coding of gaming equipment...web development...programming language...	Fernmount	Bellingen
get up off the couch	Urunga	Bellingen
Getting more activities, exhibitions or guest speakers along.	Lawrence	Clarence
Grafton library has a bigger range of books	Maclean	Clarence
guest lectures	Bellingen	Bellingen
Having it open more often, better access and more parking. I think they need to get rid of the bus stop that pulls up in front of the library which makes it difficult to access it especially for people with disabilities. They need to improve disability access.	Dorrigo	Bellingen
Homework for children is a great idea and helpful for families.	S. Grafton	Clarence
I think it would be good if it was open at night.	Bellingen	Bellingen
I think just more modern books in the pulpy fiction area with big selling authors like Peter Hamilton. Latest release sci-fi and Hugo prize winners would be good. More crime novels and mystery books would be good they don't have any of the new classics. I think they are lacking anything written in the last 10-20 years and books written by well known authors with big reviews.	Bellingen	Bellingen
If there was a scanner at the library.	Thora	Bellingen
if there was more council like DA applications available to read over in comfort and more convenient	Wooloweyah	Clarence
If there was student support, access to online journals and photocopying services.	Grafton	Clarence

if they had more books on efficiency and more technology, green tech etc.	Bellingen	Bellingen
knowing more about it	Ewingar	Clarence
library should be more of a meeting place where people can use and council events, libraries in their old format are no longer relevant and should be a meeting place, information place and an extension of the council.	James Creek	Clarence
Library to be open on Mondays	Darkwood	Bellingen
Lives out of town & needs to travel. Opening hours are restrictive	South Arm	Clarence
Mainly upgrade of computers and more updated books. Scanning facilities.	Bellingen	Bellingen
More access to computers & assistance for the elderly & disabled	Grafton	Clarence
More audio books.	Bellingen	Bellingen
More books but not increase council rates	Bellingen	Bellingen
More educational, cultural & technical books.	Glenugie	Clarence
More events; author meetings and workshops.	Bellingen	Bellingen
more music CDs	Copmanhurst	Clarence
More shuffling of stock between branches	Fernmount	Bellingen
more talks by writers..	Bellingen	Bellingen
Need advertise everything.	Bellingen	Bellingen
no I go so often anyways don't think anything could make me go more often – couldn't improve on it really - I value it	Urunga	Bellingen
Craft activities	Iluka	Clarence
online search of catalogues to order books through local library	Bellingen	Bellingen
Open at 9am and not 10am	Iluka	Clarence
Opening a little earlier, and opening on Wednesday	Ilarwill	Clarence
Opening on Sunday	Bellingen	Bellingen
Pathway needs attention, with the paving ...needs to be concreted	Bellingen	Bellingen
Reading and book clubs , adverts and connections for age groups	Tucabia	Clarence
Show movies/documentaries	Dorrigo	Bellingen
slightly later closing time	S. Grafton	Clarence
study space for adults	South Arm	Clarence
the air-conditioner is too cold and i would visit more often if it wasn't so cool, also the music is always the same outside and i would like to hear some variety.	South Grafton	Clarence
The library could be a bit more up to date.	Dorrigo	Bellingen
Theme month, each month.	Grafton	Clarence
They need to advertise more.	Maclean	Clarence
Tutors for primary school	S.Grafton	Clarence
Updating books, eBooks, DVD's, magazines on a regular basis. More Author's making visits. Making more open spaces.	Repton	Bellingen
Workshops and public speakers for kids and adults.	Grafton	Clarence

Appendix 4: (Users) Are there any other improvements you would like to see?

Comment	Town	LGA
A cafe or wine bar	Ewingar	Clarence
A greater variety of books, but I understand it's a small town.	Maclean	Clarence
A mobile library service for elderly or immobile.	Bellingen	Bellingen
Again, more diverse and more educational books. More non-fiction books.	Urunga	Bellingen
bench out the front to wait for them to open	Bellingen	Bellingen
better parking and really happy with self-check-out service	Bellingen	Bellingen
Better parking spots.	Dorrigo	Bellingen
Bigger building	Townsend	Clarence
Bigger space for more varied uses. Instead of calling it a library should be called information hub could include tourist info and be open extended hours for tourists	James Creek	Clarence
connect the youth and the elderly with reading programmes.	Wooloweyah	Clarence
council should have a screen with information rolling through for tourists and locals	Bellingen	Bellingen
Facilitating inter library loans.	Gleniffer	Bellingen
facilities to borrow or colour copy reference books.	Repton	Bellingen
Faster broadband	Bellingen	Bellingen
hologram installation in Grafton Library, is never working, and the kids love it.	South Grafton	Clarence
I think just a broader range of books and continue to keep them up to date.	Grafton	Clarence
I think just updating the library the books they have there are very old. I don't think the biggest problem for the library is not enough funding.	Bellingen	Bellingen
I think they should have more computers and some place set aside for the elderly.	Dorrigo	Bellingen
I would like them to be open earlier and over lunch time. They are short on staff and space at Maclean library too. Broader book selection (if they had more space to allow for it).	Townsend	Clarence
I would like to see an improvement in parking, it is currently inadequate. Council employees use a lot of the parking.	Glenniffer	Bellingen
its a good library	Bellingen	Bellingen
Just the computer upgrade.	Bellingen	Bellingen
Later closure	Grafton	Clarence
layout internally could be improved. More seating	Grafton	Clarence
longer internet session times....need more than 2 hours...internet speed as well	Fernmount	Bellingen
Modernise it more, better books, more services.	Iluka	Clarence
modernised environment	Dorrigo	Bellingen

more activities for the little ones	Bellingen	Bellingen
More books	Bellingen	Bellingen
more books	Bellingen	Bellingen
More books on the shelves would be good.	Urunga	Bellingen
More comfortable spaces for studying e.g. more comfortable chairs	Dorrigo	Bellingen
More computer classes for the elderly	Iluka	Clarence
More private meeting rooms	Dorrigo	Bellingen
More up to date & broaden range of reference to assist with studying for Further Education & High School	Bellingen	Bellingen
more up to date books	Bellingen	Bellingen
More user friendly shelving at lower levels.	Brierfield	Bellingen
more variety, newer things, more up to date	Bellingen	Bellingen
my son has downs and autism a greater involvement for children with disabilities	Iluka	Clarence
Parking is one of the biggest things	Bellingen	Bellingen
No but more engagements of groups of children.	Tucabia	Clarence
Troubleshooting for computers...more regular	Iluka	Clarence
open every day and study space for adults	South Arm	Clarence
other than talked about no	Valery	Bellingen
pop up café	Bellingen	Bellingen
promote the use of the library being free & internet/computer access availability within schools	Raleigh	Bellingen
Rather stay open between 12.30-1.30pm	Thora	Bellingen
State funding of library's	Fernmount	Bellingen
Tea and coffee facilities would be good.	Mylestom	Bellingen
The council aren't putting enough money into the computer system-it's very old and basic.	Dorrigo	Bellingen
The council could be a bit more supportive I think.	Maclean	Clarence
The Federal and State Government needs to fund Local Libraries in getting and improving resources.	Repton	Bellingen
the meeting room is very narrow...it's a difficult shape for conducting meetings...you can't sit in a circle	Bellingen	Bellingen
the path way need to be made smoother...to prevent people tripping on pavers	Bellingen	Bellingen
They need a scanner and the latest magazines.	Thora	Bellingen
they need to address the white ant problem - building maintenance	Iluka	Clarence
use it as children's entertainment which is noisy and out of character	Bellingen	Bellingen
Would prefer late night opening hours (Tue/Thurs) Book club at night time, as well as daytime.	Maclean	Clarence

Appendix 5: (Non-users) Are there any other changes your local library could make that would make you more likely to use it?

Comment	Town	LGA
Advertising what they have would be good, especially if they linked to other services, such as Dorrigo Chamber of Commerce e-newsletter.	Megan	Bellingen
coffee shop	Brierfield	Bellingen
Coffee shop at the library	Bellingen	Bellingen
I think if they had the full volume of books available for particular authors for example Judy Nunn. I think they should also make them suitable for people with poor eyesight and appropriate reading aides should be made available that they can take home with the books.	Dorrigo Mountain	Bellingen
letting people know what's going on...maybe a newsletter	Dorrigo	Bellingen
Local history, community info	Urunga	Bellingen
location...at the moment its not a prominent place....so people may miss it...or don't walk that far	Deervale	Bellingen
maybe computer courses for older people..	Bellingen	Bellingen
mobile library service	Bellingen	Bellingen
More books and better range.	Darkwood	Bellingen
More Ebooks and better access to them, better advertising of what is available.	Dorrigo	Bellingen
More flexible opening hours and being open outside business hours or a Saturday morning.	Valery	Bellingen
More technology for youths to help with schooling.	Bellingen	Bellingen
No, unless they served beer.	Fernmount	Bellingen
I don't have any use for the service as we have our own internet and do it all through that.	Dorrigo	Bellingen
online access to borrow books, and have them posted to me as i have a disability and don't leave the house much.	Urunga	Bellingen
Open earlier, be open on Mondays & during lunch hours	Urunga	Bellingen
They should put on conferences about agriculture and community meetings about growing food locally. Library could hold council satisfaction meetings.	Brierfield	Bellingen
We are new to the area so we weren't familiar with where the library is until this phone call. I would like a facility where I can order the book online.	Mylestom	Bellingen
a reading group or book club	Grafton	Clarence
Advertise services and advertise location to make people more aware.	Grafton	Clarence
advertising more about what they have- promoting different books for example.	Mororo	Clarence

Better NBN connections	Calliope	Clarence
Better range of books	Angourie	Clarence
coffee shop	Lawrence	Clarence
customer service needs to be improved, there is always room for improvement.	South Grafton	Clarence
Don't really see the reason they have built another library.	Dilkoon	Clarence
Encouraging the Youth with Youth events.	Yamba	Clarence
fitness equipment for hire	Yamba	Clarence
I think they should be open on weekends as they are not accessible to people that work during the week.	Coutts Crossing	Clarence
If there was something that said what facilities are available in their local council through a newsletter or council notices in the newspaper.	Grafton	Clarence
if they moved it closer...mobile library	Woombah	Clarence
If they were open on weekends.	Grafton	Clarence
Increase advertising for the Library. Increase awareness. Needs more marketing in community	Wooloweyah	Clarence
I've never been to the library and nothing would make me go there	Iluka	Clarence
Live streaming to home internet	Glenugie	Clarence
looking for a tutor for children	South Grafton	Clarence
main thing would be family research facilities	Yamba	Clarence
more activities for people in 20's, poetry readings, novel readings meet like-minded people. would like more advertising so I can know what's happening, if they know about it more likely to come and when they come can discover other things	Grafton	Clarence
More talking books	South Grafton	Clarence
no - I don't feel the new library should have been as big in Grafton, I think they should have 2 smaller libraries to service the whole valley rather than one big one right in town.	Gulmarrad	Clarence
I haven't been for 40 odd year, I have the channels on TV I like and if I want to read a book I'll buy it.	Minnie Water	Clarence
I know it's a great facility, I just don't really need to use it	Grafton	Clarence
Pensioner courtesy bus only goes to shopping centres, post office for a minimal cost per fortnight	Wooli	Clarence
seniors week...talks etc....	Grafton	Clarence
the library near me is in serious need of updating... needs to be larger and more modern	Wooloweyah	Clarence
Tutoring services for students; school aged and tertiary.	James Creek	Clarence