

## 21<sup>st</sup> Century Library Surveys analysis



*Unleash the opportunities*

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## Introduction

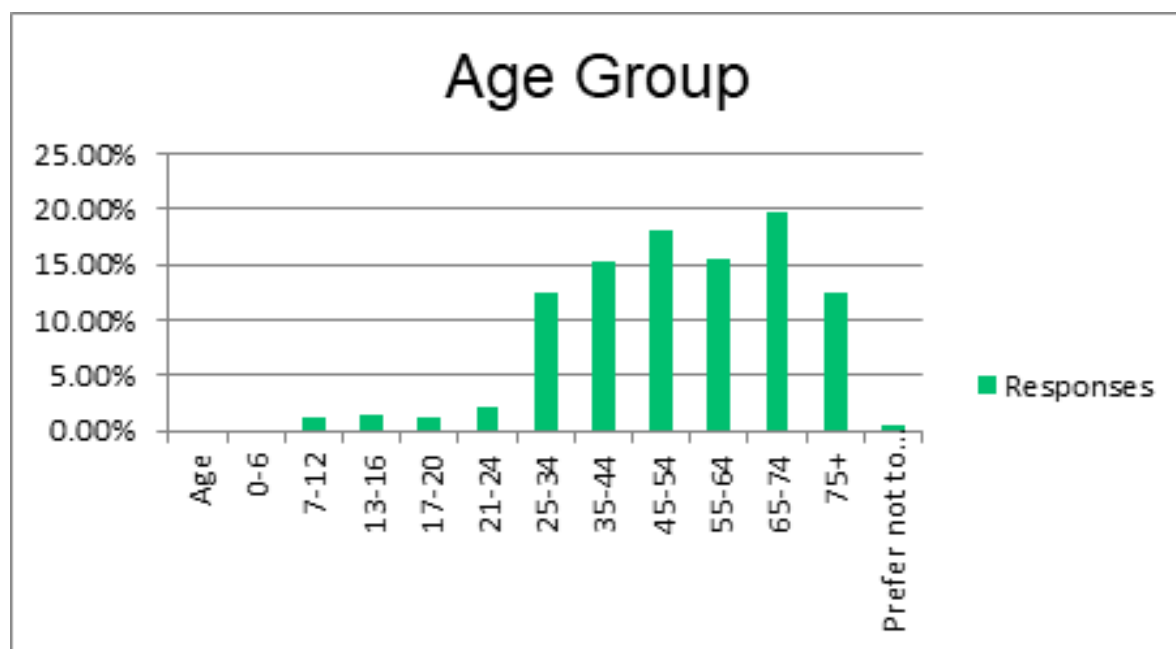
Armidale Regional Library conducted two surveys as part of its 21<sup>st</sup> Century Library review, which helped to develop the Armidale Regional Council Libraries Strategic Plan 2020-2027.

A survey targeting young people in the Armidale Regional Council area was accompanied by a survey for the wider community.

This report combines the results from those two surveys.

### Question 1

#### Age group



65-74 – 19.65%

45-54 – 18.02%

55-64 – 15.53%

53% over 45 years old

### Question 2

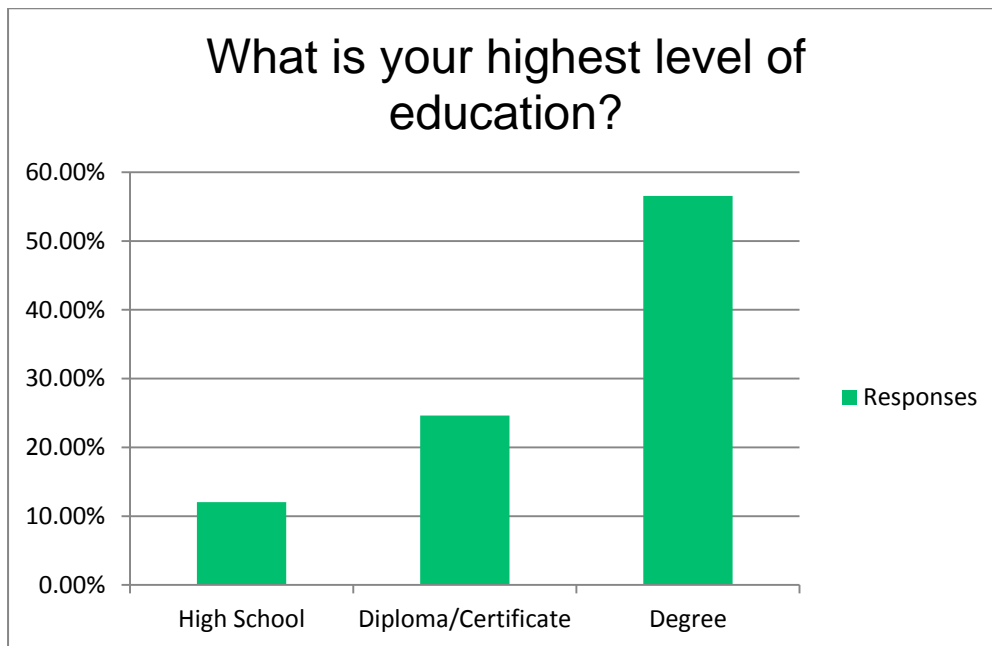
#### Gender

68.91% - Female

31.19% - Male

### Question 3

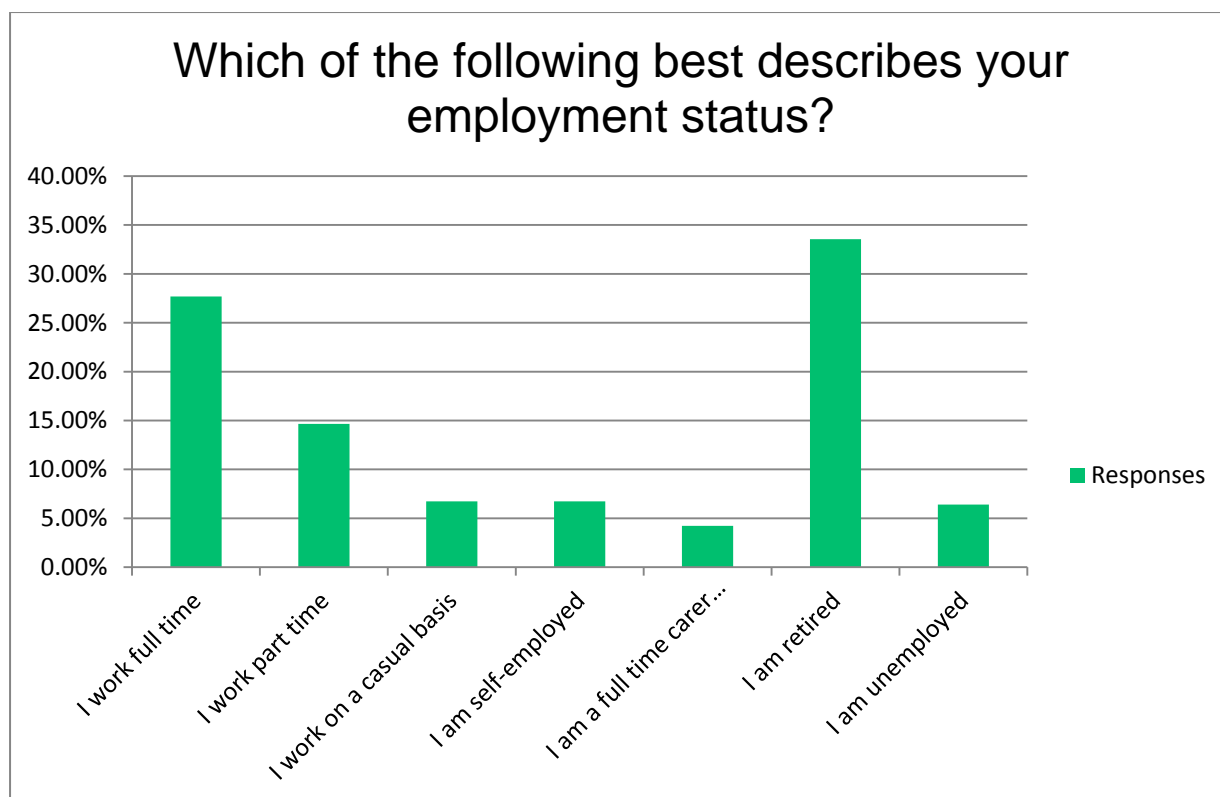
## Highest level of education



More than 81% had a Diploma/Certificate or Higher

## Question 4

### Employment status



Over 33% retired

Over 27% working full time

## Question 5

### Country of birth

82% Australian born

## Question 6

### Main language spoken at home

Over 94% speak English at home

## Question 7

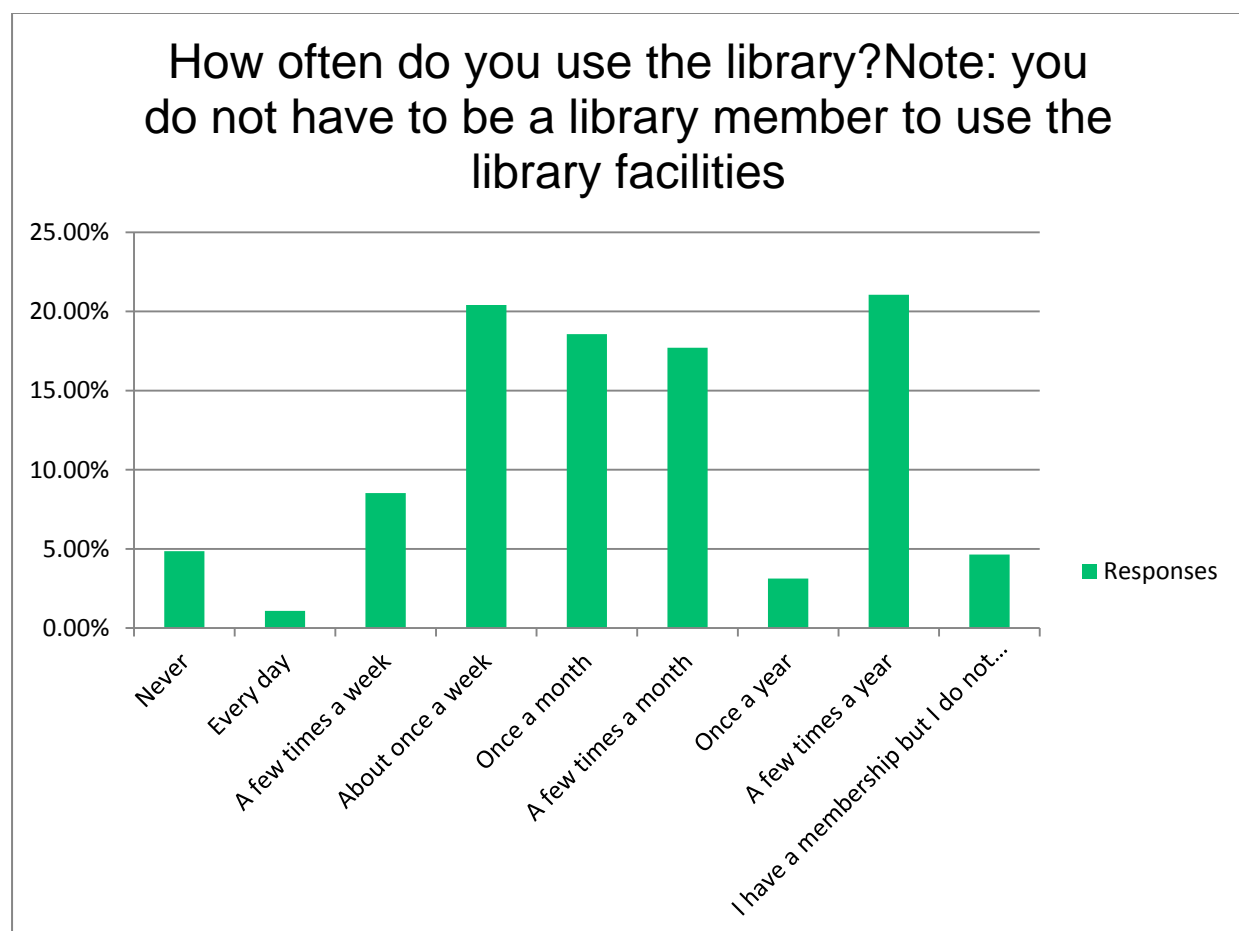
### Are you a current member of Armidale Regional Libraries?

89.96% - Yes

10.04% - No

## Question 8

### How often do you use the library?



21.06% - A few times a year

20.41% - once a week

36.28% at least once a month or more

## Question 9

### Which library do you usually use?

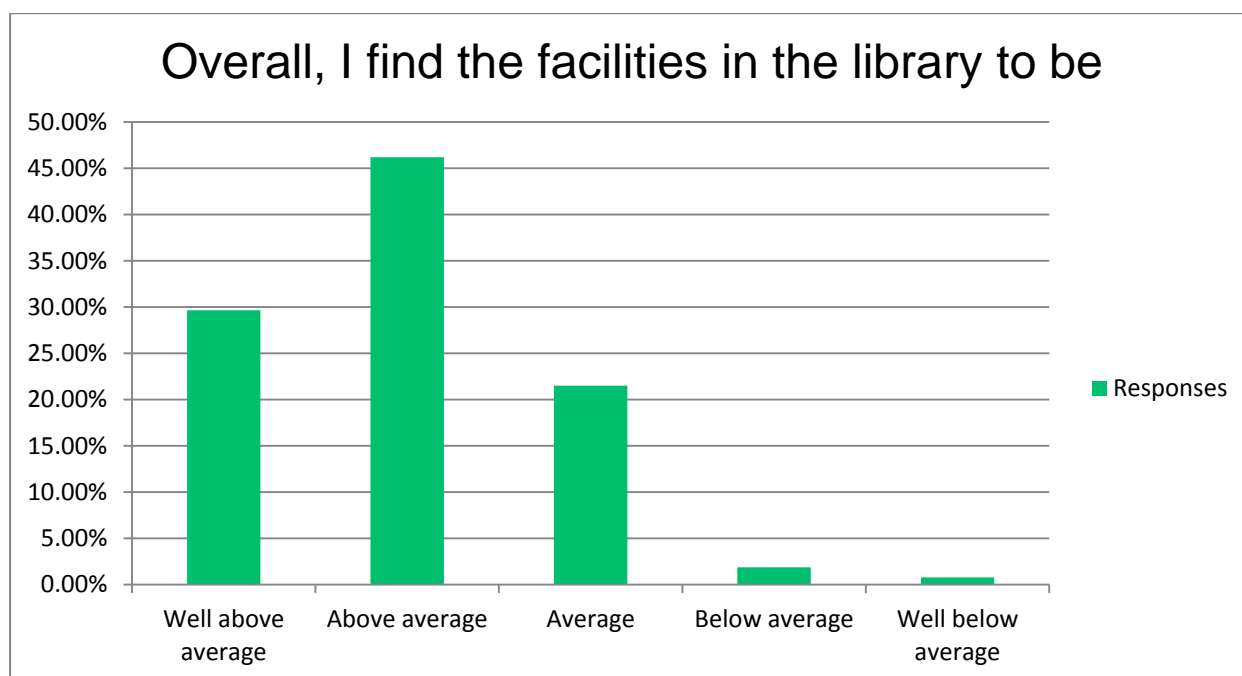
91.79% - Armidale

4.21% - Guyra

4.0% - Both

## Question 10

### Quality of library facilities



75.86% gave our facilities an 'Above Average' or higher grading.

## Question 11

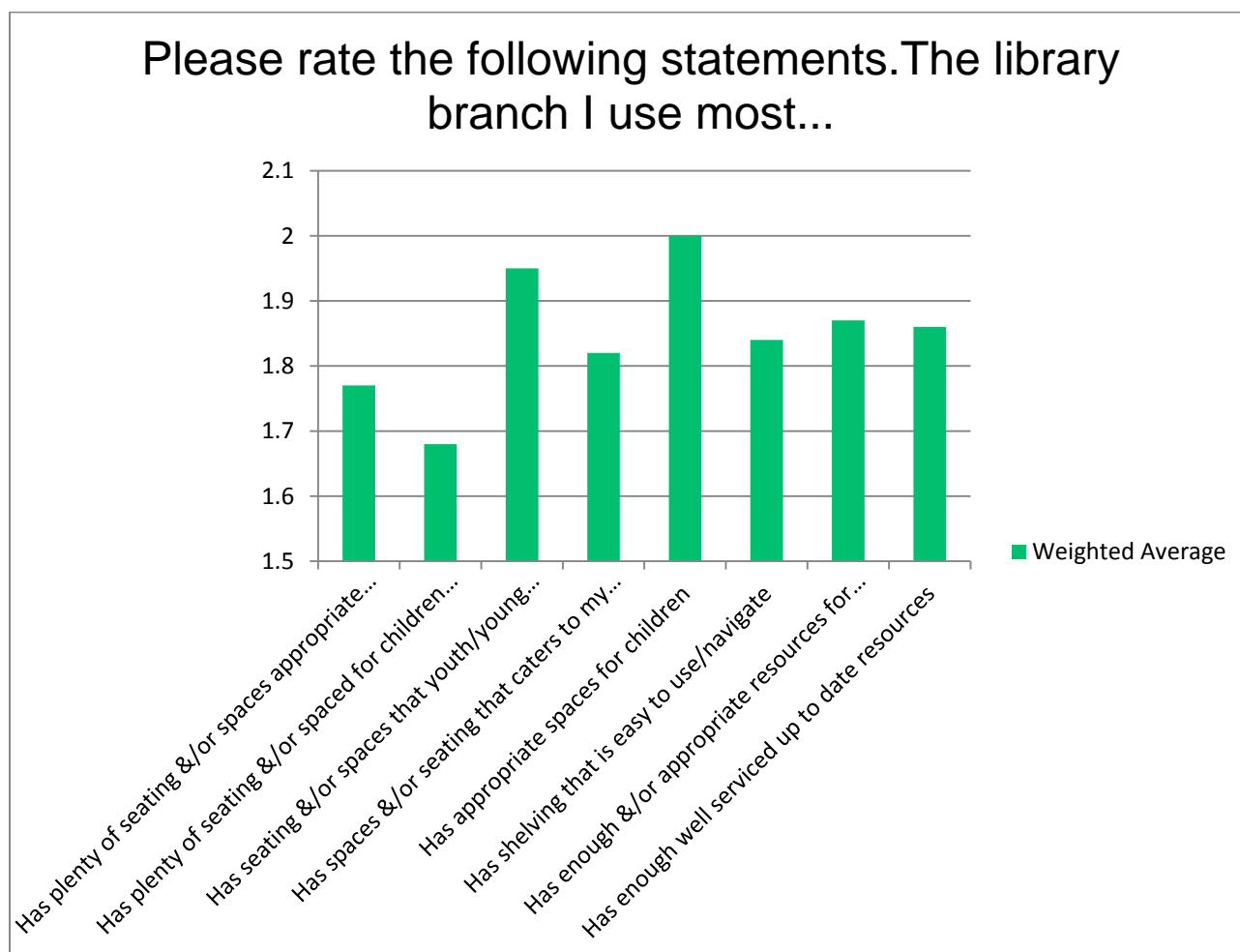
### Quality of service by library staff

The majority of visitors (over 60%) strongly agreed that our staff are friendly and approachable, and over 86% of respondents said staff were effective in resolving their problems or questions.

Over 8% of respondents said we could promote library programs and events better and we could actively endeavour to provide assistance more often.

## Question 12

### Library furniture



Over 85% of respondents liked our furniture, resources and spaces.

13% of people would like us to have shelving that is easier to navigate.

Particular complaints including some shelving was too high or too low.

Some parts of the collection need to be reorganised to things are easier to find.

Newest resources are also hard to find.

14% of people would also like more furniture or spaces within the library that cater to their needs.

## Question 13

### Library technology

The majority of people who use our technology are satisfied with the service provided: -

- 98% satisfied with our computers and internet access
- 97% satisfied with wi-fi
- 97% satisfied with our library catalogue
- 97% satisfied with on online databases and electronic resources

## Question 14

### Library program and events

Of the people who have participated in library programs and events,

- 89% happy with the classes/programs available for adults
- 92% happy with the library as a space to use for your own activities such as studying
- 94% happy with activities for kids 10 years or below
- 85% happy with activities for kids 10 years and over

## Question15

### Barriers to library membership

12% fearful of receiving overdue fines

12% are worried they might lose something

10% claim the library materials don't meet their needs.

Among things people claimed as other barriers:

- Parking. Limited number of spaces and not easily accessible.
- Location of the Armidale Library – move away from the CBD

## Question 16

### If you could change one thing, what would it be?

35% - Changes to spaces, furniture, library layout

25% - Changes to programs or resources

13% - Operational changes

12% - Location of library

6% - Parking

3% - Staff

2% - Communication/Promotion

2% - Technology



## Question 17

### In the future, I would like to see the library ...

Use SMS reminders for overdue materials	75.24%
Have a regular newsletter with updates on activities, books, programs etc	74.21%
Use SMS and or email to advise of upcoming events	73.22%
Have regular days where young people can experiment with emerging technologies	67.51%
Increased parking capacity	64.41%
Establish a café where tea, coffee and snacks may be purchased	61.15%
Have a baby safe/safe fall area for mothers groups and individuals to access	60.83%
Hold teaching/information sessions on how to use technology and or access materials	57.58%
Host adult based game or interactive sessions eg. adult lego club, scrabble sessions etc	52.54%
Have an advisory group or working party	49.32%
Have a sound recording facility for community use	48.53%
Have a public access 3D printer	46.68%
Have a virtual reality pod that patrons can book time in to use	38.62%
Staff wear uniforms so they are easily identifiable	25.88%

## Question 18

### Preferred options to be informed about library events

Sent by email	69.02%
In a library Newsletter	29.66%
On Twitter or Facebook	25.58%
Sent by SMS messaging	24.70%
In a local newspaper	23.15%
On the Council website	22.16%
On flyers or posters	15.55%
Shared by Library staff	11.91%
In a school newsletter	8.93%
Other (please specify)	6.28%
I do not need to learn about what is happening in the library	3.97%
None of these would reach me	0.22%

## YOUTH SURVEY

### Levels of library membership

Of the 44 youth surveyed – 59% are already library members

### What kind of programs/activities interest you?

Arts & Crafts were of most interest – over 50% respondents interested in both.

### Frequency of library visits

- 20% visit once a month
- 20% visit once a year
- 13% visit once a week, and
- 13% have never visited

### Frequency of use of library services

- 60% rarely or never use our computers
- 61% at least sometimes or often borrow books
- 56% have never used our eBooks
- 52% have used the library wi-fi
- 36% have never participated in a library program or activity
- 56% have at some stage used our comfy spaces
- 52% have never used any of our electronic resources
- 38% have never used our study spaces
- 40% have used the library space to socialise with friends.

### Satisfaction with library services

- 90% said library staff are friendly and happy to assist them
- 81% said they felt comfortable and welcomed at the library
- 79% said our libraries had plenty of spaces and seating for them
- 72% believe our library resources are up to date
- 59% believe our libraries have enough computers
- 70% said things were easy to find in our libraries
- 38% weren't sure if the library offered any programs or activities that might interest them
- 63% claimed the library had introduced them to new things
- 79% claimed that the library had books or other resources that interested them

## How often would you use new services?

- 84% would use café services
- 81% would use new or emerging technology
- 84% would use games or interactive activities
- 81% would use virtual reality
- 68% would use 3D printing
- 68% would use sound recording equipment

## Other library services/activities you would like to see

- BBQ
- Book reviews as public lectures
- More childrens/holiday activities
- Extended opening hours for study space at peak exam times
- Movie nights
- Kids computers and games
- Book clubs
- Arts & craft clubs

## Other changes you would like to see at the libraries

- More direct communication to youth
- Smart furniture
- Virtual tours
- Make the space warmer and more inviting
- Longer opening hours
- More teenage friendly