

## **Appendix 6 - Public Library User Survey 2020 summary**

The CIPFA Adult Public Library User Survey was carried out across all Manchester libraries during the week beginning 24<sup>th</sup> February 2020, with over 4000 people completing the hard copy questionnaire.

The survey consisted of 27 questions. Customers were invited to rate their satisfaction of the key areas of their library's service, including books, computers and information services, and asked how respondents felt the library helped with being lonely. The final part of the questions related to demographic information about the customer. Customers were also given the opportunity to provide any comments for improving services.

### **Results Summary**

#### **Headline figures**

- The overall satisfaction rate (customers rate the library as 'good' or 'very good') for the library service was 91%. It is unlikely any other Council service achieves such a high approval ratings.
- 81% of those respondents who said they were sometimes lonely, said visiting the library helped to reduce these feelings of loneliness.

#### **Satisfaction per library**

<b>Library</b>	<b>Satisfaction</b>
Central Library	91%
Abraham Moss	86%
Arcadia	87%
Avenue	96%
Beswick	91%
Brooklands	99%
Chorlton	92%
Didsbury	95%
Forum	88%
Gorton	91%
Hulme High Street	81%
Longsight	92%
MS Powerhouse	95%
Newton Heath	95%
North City	90%
Withington	93%
Barlow Moor	98%
Burnage	97%
Fallowfield	91%
Miles Platting	86%
New Moston	76%
Northenden	93%

## Key Areas of Satisfaction

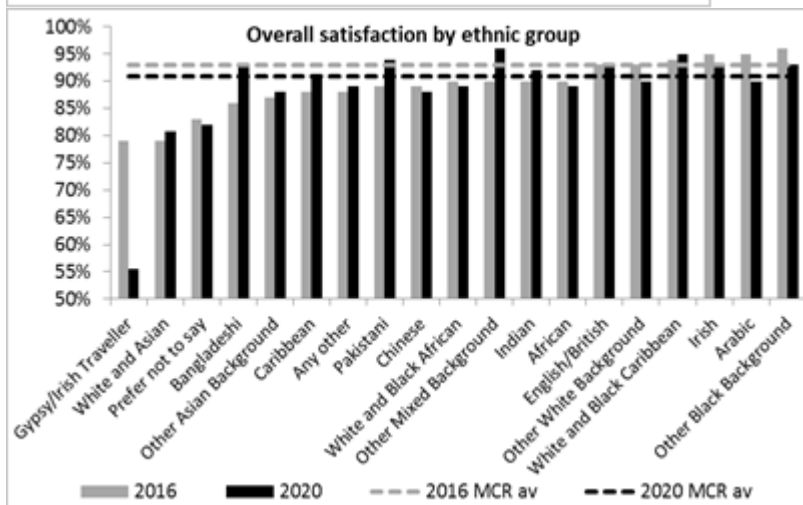
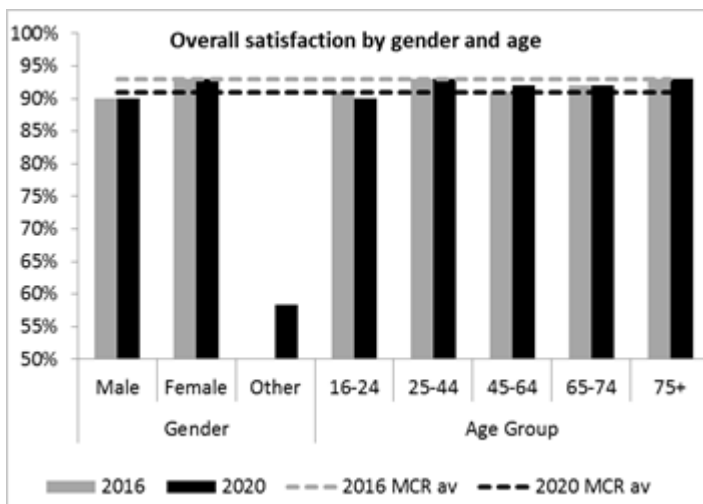
- Brooklands Library had the highest overall rating, with 99% of customers considering the library to be good or very good. It ranked in the top three libraries for all but one of the main satisfaction questions (computers). 91% of customers rated **customer care** as good or very good.
- Satisfaction with **opening hours** stands at 86%
- 83% of customers reported their library's **external appearance** as very good or good, reflecting the investment in our libraries over the last 15 years.
- 84% of customers reported the **internal appearance** as good or very good. Withington Library had a very high satisfaction rating, reflecting its recent refurbishment.
- Satisfaction with **information provision** stands at 82%.
- Customer satisfaction with the **choice of books** is at 80%.

## Loneliness

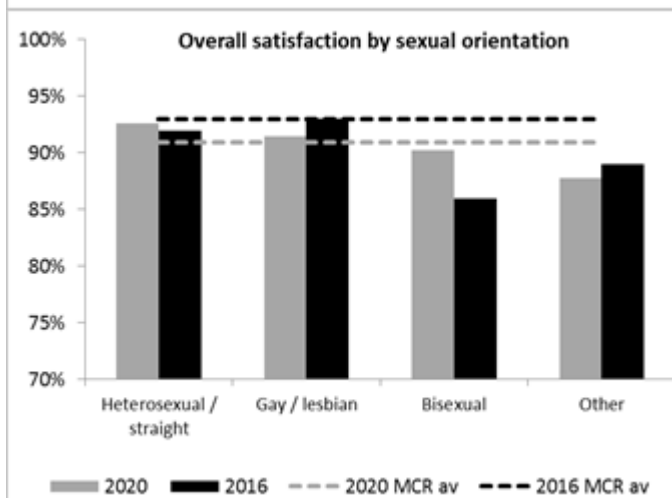
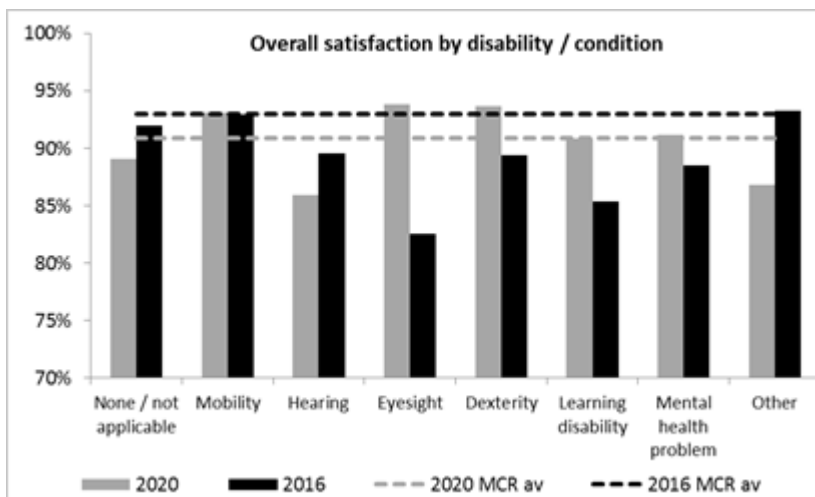
- 39% of respondents said they felt lonely either some of the time or often.
- 81% of those respondents said visiting the library helped to reduce these feelings of loneliness. This accurately reflects the importance of libraries as a community hub, used by people to get together, connect with others and feel part of their community.
- Over 1,100 comments were received in relation to how using the library helps with feelings of loneliness

## About our customers

- 20% of customers travelled to their library by car/motorbike, while 30% made their way on foot. 45% of library users travelled on public transport - the high level of visitors at Central Library is the main reason why this figure is high. 92% of customers who travelled by foot or bicycle were satisfied, indicating that people within the area are generally happy with their local library.
- Age: 22% of the customers who took part in the survey were under 25. The age group with the highest number of respondents was 25 to 44, making up 44% of respondents who provided their age. 12% were 65 and over: the oldest of whom were aged 91. The groups with lowest proportions of satisfied customers were the under 25s at 90%, whereas the 25-44 cohort had the highest numbers of satisfied respondents (93%).



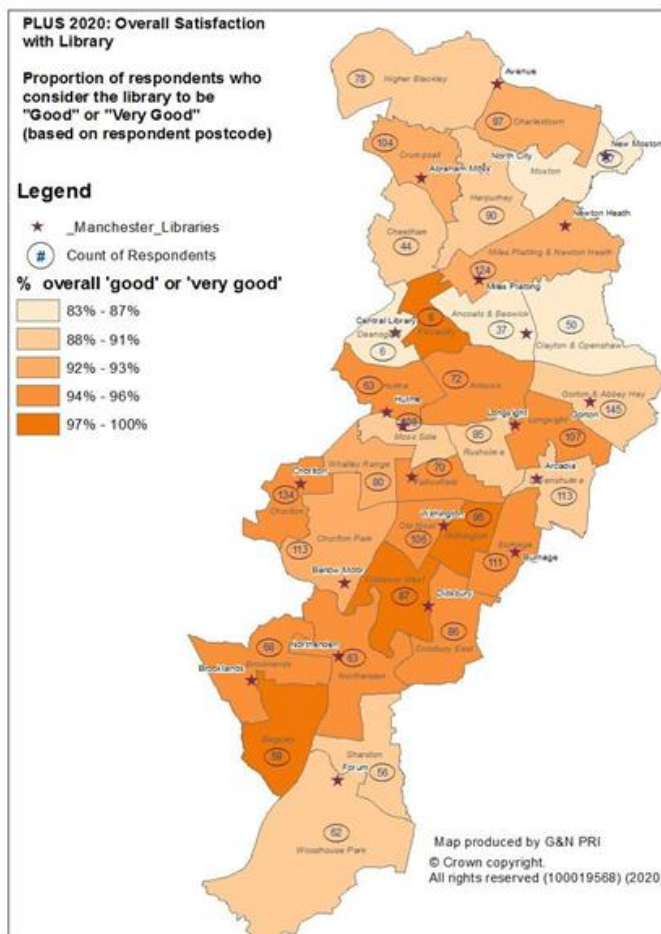
- With regards ethnic groups, 60% of those surveyed identified as being White, 15% Asian, 13% Black, 9% Mixed and 3% Other. The group with the highest level of overall satisfaction was Mixed/Multiple: Other (96%), followed by Mixed/Multiple: White and Black Caribbean (95%). Mixed/Multiple: White and Asian were the ethnic group with the lowest levels of satisfaction (81%).
- Customers taking part in the PLUS survey were asked if they had a disability/condition. 27% of respondents considered themselves to have at least one. 8% of respondents had mobility difficulties, 5% had hearing difficulties, 6% had an eyesight or dexterity disability, 5% learning disability and 12% said they had mental health problems. 93% of customers who declared that they had a mobility disability were satisfied with their library, 94% for those with eyesight conditions (this was an increase of 11% compared to 2016), those with hearing difficulties 86%, and those with mental health problems 91%.



- 39% of respondents cited their faith as Christian, 16% Muslim, and 39% declared they did not have a religion. The response rate to this question was 74%. Customers who cited their religion as Jewish were the most satisfied at 100%. Those who did not provide a response about religion were least satisfied at 83%.
- 43% of customers surveyed in Manchester were economically active (working part-time, full-time, self employed), in comparison to 49% in 2016. Of the customers in Manchester who were economically inactive, 22% were students, 12% unemployed, 2% long-term sick or disabled, 15% were retired and 5% were looking after the home or family. Of the customers who are economically active, 93% were satisfied with their local library; those who are retired 92% and those who are unemployed 90%.
- Nearly half of respondents have been using the library for over three years and 24% have been using the library for over a year, while 7% were making their first visit, which shows new customers are being attracted as well as retaining a high number of our existing customer base. Of those making their first visit, 90% were satisfied with the library they visited compared to those who had been using the library for three years or more at 92%.
- Customers were also asked if using the library had helped them in aspects of their personal lives. 63% responded saying it had helped them in study/learning, 33% to get online, 34% meeting people, 32% health and wellbeing, 15% for job seeking, 18% said it helped them with family/relationships, 13% for their job and

4% for managing money. Out of all responses received, 82% indicated that using a library has helped them in one or more of those aspects of their lives.

### Satisfaction rates by customers postcode



Note that the map is based on the respondent's postcode, so may not necessarily relate to the closest library as they may have been visiting a library in a different part of the city.

### Comments

A superb library and a pleasure to visit. I have been going for 60 years -  
Central Library

I love the library and bring family and friends to see it. It is something Manchester should be proud of. I love the fact that it is so well used by people of all ages. -  
Central Library

I use this library as a charity worker to meet vulnerable adults in my job - it is essential to my work. - Abraham Moss Library

Lived in several countries where books/Facilities for education are extremely limited and/or expensive beyond individual's pockets. These library facilities are a godsend and am inclined to be upset when not appreciated or valued either by

individuals/management groups or nation as a whole. The UK is fortunate - technology is not 100% the answer is isolation. Thank you - Chorlton Library

We love visiting this library. Our Keystones clients are always welcomed and look forward to our visits. A great community resource and now its open on Fridays! Even better. Thanks. Keystones - Wythenshawe Forum Library

*\* Friday is now open in Open Plus mode*

I would like to express how excellent/amazing/caring/helpful/kind and very nice the library staff are. They all make everyone of us (the library users & visitors) feel very welcome and happy. Whenever I look I see every member of staff of the library doing everything perfect with smiles. This makes the library environment very special and unique. I would like to say to everyone of them thank you & thank you ever so much. - Longsight Library

Saheli organisation: provide support to ## women who find themselves in an abusive relationships and suffer from domestic violence. We do preventative work to empower women through emotional /educational and social inclusion through running women's group in this library every Monday. The group is using a room in the library to enable themselves by leaning through courses/training and social activities. The library is a great help in helping putting women's into paid work. - Withington Library

I'm excited when I come to the library - Avenue Library

This is a lovely library. I'm amazed by the number of activities for families provided in this library. All of the staff are very helpful. - Brooklands Library

This library is a hub for the community is giving people from all cultures a place to get to know each other from the area. The staff are very friendly and helpful. The size of the community spaces makes it possible to do a lot of activities and include as many people as possible/want to take part. It gives identical people somewhere to come and spend time with others. - Gorton Library

This library is a godsend to many people who would otherwise feel isolated or lonely. The staff are lovely friendly people and I visit here at least once a week to socialise. - Fallowfield Library

The library is the hub of the area and brings people together - Newton Heath Library

This library is vital for the community as school children use it after school for computers and homework. Greatly needed for printing scanning and photocopying - New Moston Library.