Manchester Libraries:
Adult PLUS 2023 Results

Analysis by PRI: Place
May 2023

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Introduction

The CIPFA Adult Public Library User Survey was carried out across all Manchester libraries during the week beginning 13th February 2023. 3182 questionnaires were received back, achieving a response rate of 71%, 3% lower than in 2020.

The survey consisted of 28 questions. Customers were invited to rate their satisfaction of the key areas of their library's service, including books, computers, and information services. A new section for 2023 focused on digital exclusion and asked how if at all respondents accessed the internet at home. The final part of the questionnaire related to demographic information about the customer. Customers were also given the opportunity to provide any comments for improving services, which will also be analysed and forwarded to the relevant managers in due course.

Some library results are not statistically viable; as when compared to the recorded library visits, there are too few responses to a question to get a reasonable sample for analysis. A total of 9 of the Manchester libraries received an error rating over 5% and therefore caution must be taken with these results. For example, Barlow Moor (18 responses), Abraham Moss (67 responses) and Fallowfield (54 responses) were amongst the libraries that cannot reliably be measured by this survey for any of the questions because of their low response rate.

Conclusions referenced in this report that are drawn from statistically unreliable results have been indicated with an asterisk*.

In contrast to the last survey (2020) in which Arcadia and Hulme High Street, had the two highest response rates, a total of 6 libraries received over 95% response. In the 2023 survey, Burnage library led the response rate with 99% (82 surveys), followed by Didsbury with 96% (190 surveys). A further 4 libraries had a response rate of 95% (New Moston, Miles Platting, Brooklands & Avenue).

Results Summary

Customer satisfaction with their library – satisfaction is defined as users rating services as either good or very good.

Library	Number of Responses	2020	2023	% Change
Central Library	406	91.1%	95.0%	4%
Abraham Moss*	67	86.4%	89.4%	3%
Arcadia*	108	87.2%	86.1%	-1%
Avenue	139	96.5%	92.6%	-4%
Beswick*	49	90.9%	91.7%	1%
Brooklands	70	98.7%	95.7%	-3%
Chorlton	139	91.7%	94.2%	2%
Didsbury	190	95.1%	95.1%	0%
Forum*	298	87.7%	94.8%	7%
Gorton	170	90.9%	94.0%	3%
Hulme High St	188	81.5%	91.7%	10%
Longsight	377	91.5%	94.9%	3%
MS Powerhouse	68	94.6%	96.9%	2%
Newton Heath*	114	94.9%	96.4%	2%
North City	190	89.6%	95.0%	5%
Withington*	267	92.9%	95.8%	3%
Barlow Moor*	18	97.9%	100%	2%
Burnage	82	96.7%	94.9%	-2%
Fallowfield*	54	91.4%	84.9%	-6%
Miles Platting*	20	86.1%	100%	14%
New Moston	101	76.4%	95.0%	19%
Northenden	67	92.9%	94.7%	2%
Weighted total	**3,182**	**90.9%**	**94.1%**	**3%**
2020 Results	4,193		91%	
% Change	-24%		3%	

✔ The overall satisfaction rate for the city was 94.1%, compared to 90.9% in 2020. This 3% rise can be heavily attributed to the positive increases at library level from: New Moston (+19%), Miles Platting (+14%) and Hulme High Street (+10%).

✔ Miles Platting* and Barlow Moor* tied with the highest overall rating, with 100% of customers considering the libraries to be good or very good.

✔ Barlow Moor* is the only library to have attained above 95% satisfaction in both 2020 and 2023.

✔ Positively, sixteen of the branches saw an increase in overall satisfaction rates.

✔ Didsbury was the only library to maintain their exact satisfaction rating.

✔ Fallowfield* saw the biggest decrease in overall satisfaction, from 91% in 2020 to 84% in 2023.

Libraries: Overall

- The library with the most questionnaires completed was Central Library with 406 responses, followed by Longsight library with 377 responses.

- 15 libraries were above the Manchester weighted average for overall satisfaction of 94%, with Barlow Moor* and Miles Platting* having the highest proportion who felt the library overall was good or very good (100%).

- Encouraging progress in overall satisfaction levels can also be seen at New Moston and Miles Platting*, increasing by 19% and 14%* respectively, placing them both above Manchester's 2020 average.

- There was also salient improvement in satisfaction from customers of Hulme High Street library, in which scores increased 10% from 81.5% to 91.7%.

- Fallowfield library recorded the lowest overall satisfaction level: 85% of respondents rated the library as good or very good, this was 6% decrease since 2020. However, it must be acknowledged that only 54 forms were completed.

- Of the libraries with statistic viability, Moss Side Powerhouse had the highest overall satisfaction ratings (97%). Of these libraries, the lowest overall satisfaction was Hulme High Street (92%), Avenue (93%) and Gorton (94%).

- Considering only the statistically viable results, the biggest decrease in satisfaction rates related to Avenue which dropped 4% to 92.6% from 96.5%.
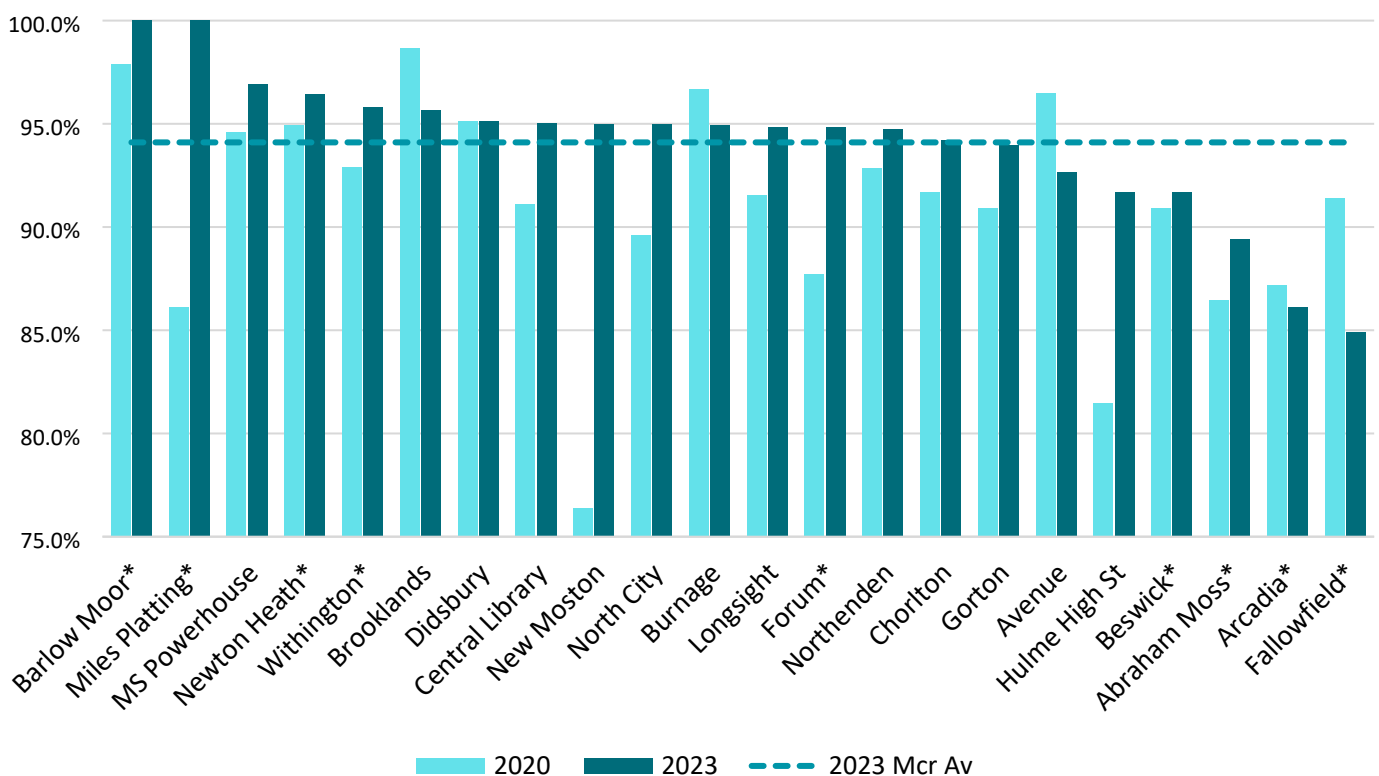
Key Areas of Satisfaction

In addition to their overall satisfaction customers were also asked to rate how the felt regarding nine key indicators which are listed in the chart below.
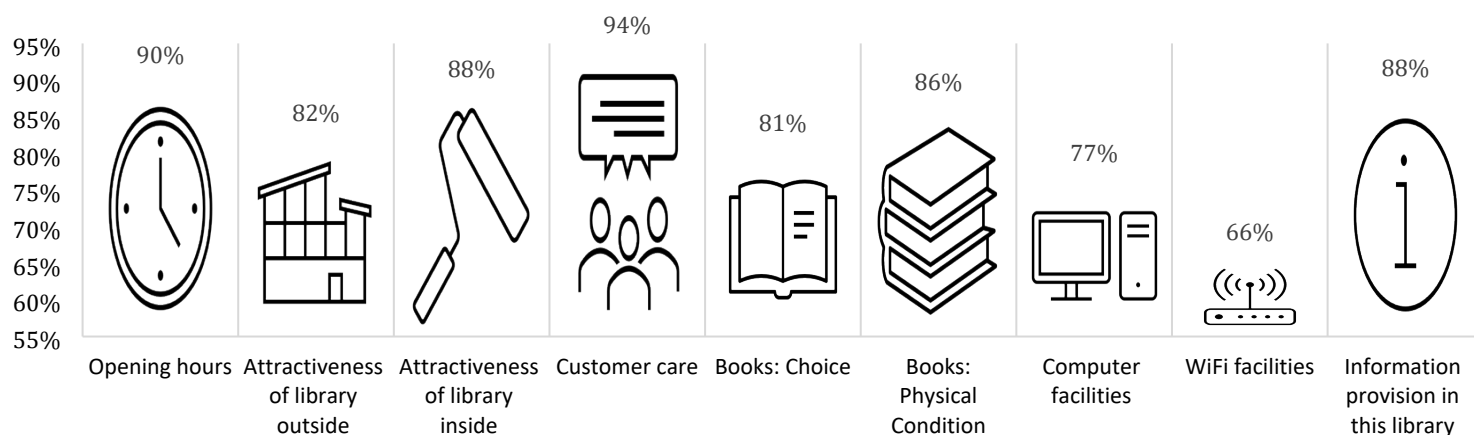
- ✓ 94% of customers rated **customer care** as good or very good. The city-wide average was 3% higher than the result from 2020. 18 out of the 22 libraries either improved or maintained their satisfaction rating in this area since 2020.

- ✓ Satisfaction with **opening hours** improved since 2020 with 90% (+4%) of customers considering them to be good or very good. This increase can be heavily attributed to the 46% increase in satisfaction regarding Miles Platting which jumped from 24% to 70%.

- ✓ Despite Barlow Moor* having the lowest satisfaction rate for **opening hours** (49%), it improved by 4% when compared to the 2020 results.

- ✓ In an exact reflection of the previous survey (2020), 82% of customers reported their library's **external appearance** as very good or good. The highest satisfaction rate was for Gorton (94%) which improved 34% since 2020. This development reflects the introduction of the Gorton Hub building which opened in November 2022.

- ✓ 88% of customers reported the **internal appearance** as good or very good. This was a 4% increase since 2020. In comparison to the 2020 survey in which New Moston saw the biggest decline (-25% when compared to 2016), in 2023 it had the most improvement with satisfaction rising 19% to 76% overall. Miles Platting scored highest, with 100% of their respondents giving a positive rating.

- ✓ Satisfaction with **computers** declined from 78% to 77% city wide compared to 2020. Both Barlow Moor* and Miles Platting* scored highest of all branches, with 100% of respondents rating computers as good or very good. The 100% from Miles Platting was the biggest improvement, with satisfaction rising 18%. In contrast, Fallowfield* scored the lowest (70%) and declined 14%.

- ✓ All libraries now offer free **Wi-Fi** and customers are invited to use their own devices. Overall satisfaction with the Wi-Fi decreased 4%. Miles Platting* had the highest satisfaction rating (93%), and Burnage had the highest improvement (+17%). In a repeat of 2020 results, Central Library ranked lowest (59%), decreasing 6%.

- ✓ Across all indicators, **information provision** had the highest improvement rating since 2020. Satisfaction rose from 82% to 88%. Just 3 libraries, Didsbury (-8%), Barlow Moor* (-1%) and Fallowfield (-9%) decreased in their scores. Moss Side Powerhouse scored the highest, with 98% of respondents rating positively.

- ✓ Customer satisfaction with the **choice of books** increased from 80% to 81%. Additionally, the physical **condition of books** improved from 82% to 86% of customers feeling satisfied. A big contribution to this rise can be attributed to North City which satisfaction with physical condition of the book stock rose 10%.
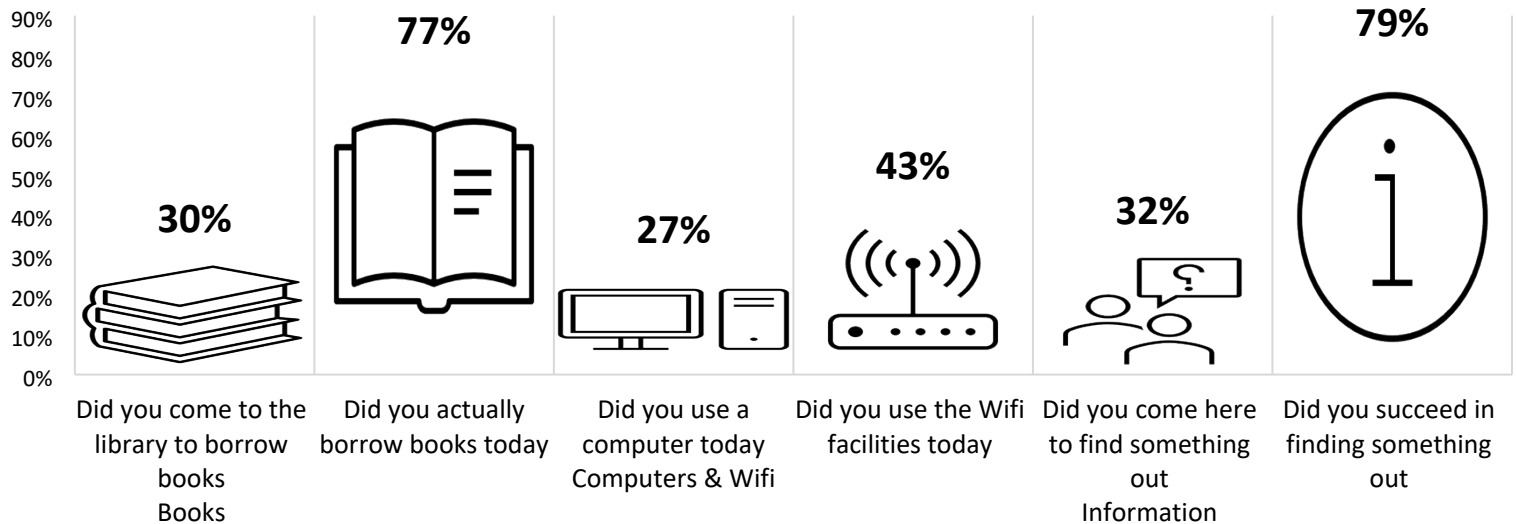
Libraries: League Ranking

- Of all the key satisfaction questions, standard of customer care had the biggest proportion of respondents considering this to be good or very good (94%). Abraham Moss*, Moss Side Powerhouse, Barlow Moor*, Miles Platting* and Northenden scored 100%.

- Across the 9 indicators Miles Platting ranked in the top three for seven of the satisfaction measures, however, it must be acknowledged that only 20 forms were completed.

- Barlow Moor*, Moss Side Powerhouse, Gorton and Brooklands were ranked in the top three for three different satisfaction measures each.

- Both Fallowfield* and Arcadia* ranked in the bottom three for 6 out of 10 key measures, such as customer care, choice of books and overall satisfaction.

- Of the libraries with statistically viable results, New Moston was ranked in the bottom three libraries most often (5 measures), followed by Hulme High Street (3 measures).

Library	Count of Top 3	Top Three In:
Miles Platting*	7	Overall, Internal, Customer Care, Books; Condition, Computers, Wi-Fi & Information
Barlow Moor*	3	Overall, Customer Care & Computers
MS Powerhouse	3	Overall, Internal & Information
Gorton	3	External, Internal & Computers
Brooklands	3	External, Wi-Fi & Information
Beswick*	2	Opening Hours & Books: Condition
Northenden	2	Customer Care & Books: Condition
Longsight	2	Books: Choice & Wi-Fi
Avenue	2	Opening Hours & Books: Choice
Abraham Moss*	1	Books: Choice
Newton Heath*	1	Opening Hours
Didsbury	1	External

Library	Count of Bottom 3	Bottom Three In:
Fallowfield*	6	Overall, Customer Care, Books: Choice, Books: Condition, Computers & Information
Arcadia*	6	Overall, Internal, Customer Care, Books: Choice, Books: Condition & Wi-Fi
New Moston	5	Opening Hours, External, Internal, Books: Condition & Information
Hulme High St	3	Customer Care, Computers & Information
Northenden	2	Opening Hours & External
Abraham Moss*	2	Overall & External
Chorlton	2	Internal & Wi-Fi
Central Library	2	Computers & Wi-Fi
Miles Platting*	1	Opening Hours
Withington*	1	Books: Choice

Library Usage

- 32% of customers wanted to find something out during their visit and of those respondents, 79% succeeded. Beswick* Library saw the biggest increase from 2020 (+17%), followed by Barlow Moor* (+10%) which scored 95% and 100% respectively.

- 30% of customers visited the library to borrow books comparable to 37% in 2020. Of the 30% of customers that intended to borrow a book, 77% did so. Respondents were most likely to intend to borrow a book from Burnage (65%) and least likely from Central Library (21%).

- 27% of visitors used a computer, a 10% decrease from 2020. Half of users from Miles Platting* and Barlow Moor* used a computer. Respondents were least likely to use a computer in Fallowfield* and Didsbury; both 19%.

- 43% of respondents used the Wi-Fi, a 36 % decrease from 2020. The library with the least Wi-Fi usage was Miles Platting* (16%). The highest rate of Wi-Fi use was from users of Arcadia* library with 57%.

|					
30%	77%	27%	43%	32%	79%
Did you come to the library to borrow books	Did you actually borrow books today	Did you use a computer today	Did you use the Wifi facilities today	Did you come here to find something out	Did you succeed in finding something out
Books		Computers & Wifi		Information	

About our customers

- The most likely way for respondents to travel to the library was on public transport (45%) which is an exact reflection of the proportion of 2020 respondents. 16 % of customers travelled to the library using private transport such as cars or motorbikes – this is a 4% decline since 2020. 2023 saw an incline is respondents travelling to the libraries on foot, rising from 30% to 34%.

- A section focusing on loneliness and isolation was introduced in 2020. 38% percent of respondents said they felt lonely either some of the time or often, and 73% of those respondents said visiting the library helped to reduce these feelings of loneliness.

- The gender split for the weighted Manchester response was 59% female and 40% male; in 2020 this was 56% female and 43% male. The response rate for this question was 90%, which was 1% higher than the 2020 response rate. Overall satisfaction levels showed that female customers were 95% satisfied and male customers 93% satisfied.

- Age: 18% of the customers who took part in the survey were under 25. The age group with the highest number of respondents was 35 to 44, making up 18% of respondents who provided their age. 7% were 75 and over: the oldest of whom were aged 97. The age group with lowest proportions of satisfied customers were the under 25s at 93%, whereas the 65-74 cohort had the highest numbers of satisfied respondents (96%).

Overall satisfaction by gender and age
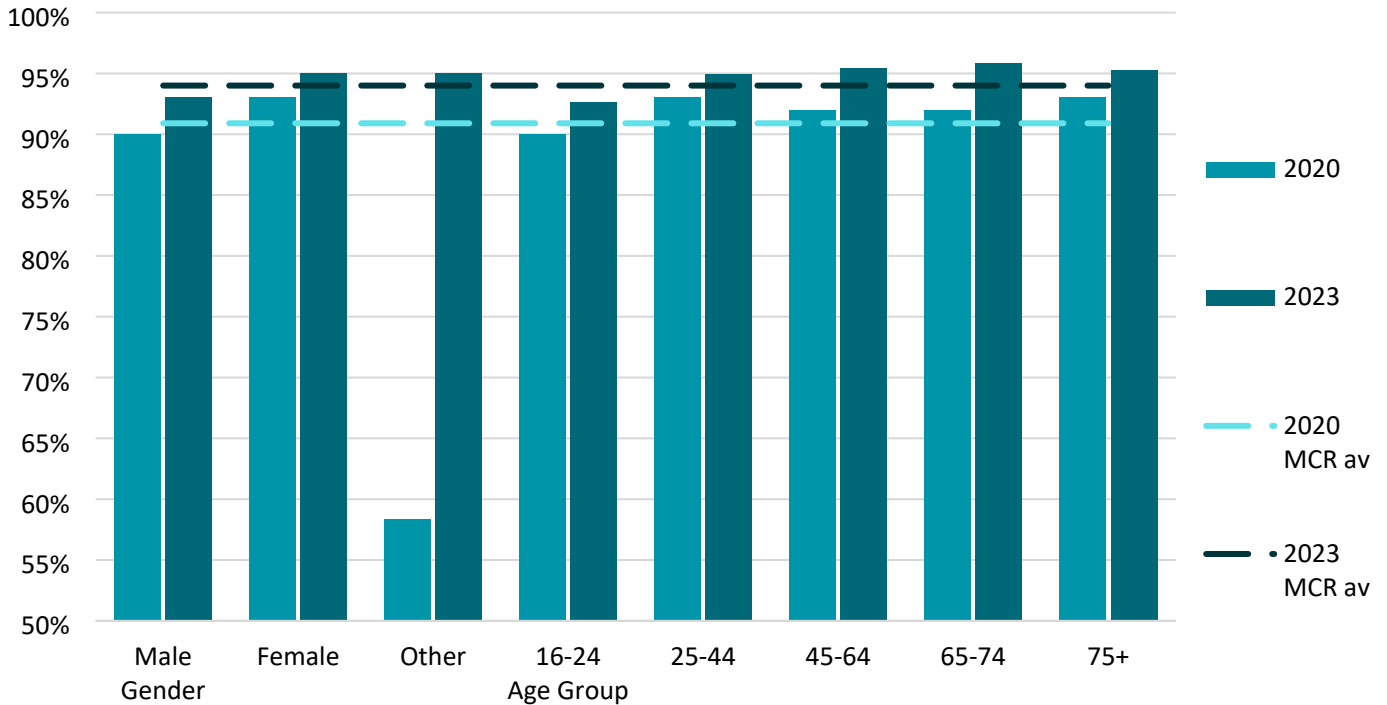
- With regards ethnic groups, 66% of those surveyed identified as being White (4% higher than the previous survey), 11% Asian, 12% Black, 4% Mixed and 3% Other. The response rate for this question was 91% which is a 6% increase since 2020. The group with the highest level of overall satisfaction was Gypsy or Irish Traveller (100%) which increased 44% since 2020, followed by Other Mixed Background (99%). Mixed ethnicities White and Black Caribbean were the ethnic group with the lowest levels of satisfaction (84%). The size of the response captured for these ethnic groups is very small so it should be noted that this may not be a true reflection of satisfaction levels amongst these groups.

Overall satisfaction by ethnic group
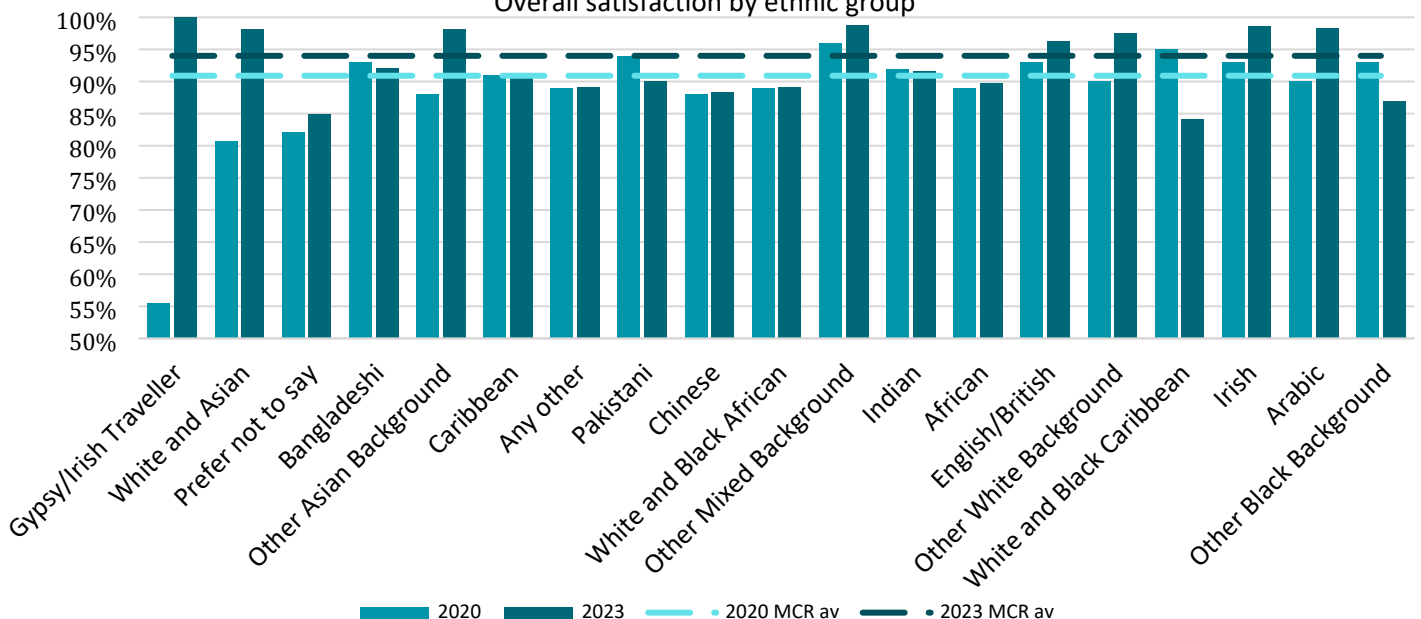
- In terms of sexual orientation, 89% of respondents identified as being heterosexual, 5% as gay/lesbian, 4% bisexual and 2% other. The response rate to this question was 88% therefore the results may not be fully representative of our customer cohort, however this is a 10% increase in response rate since the previous survey. Customers who cited their sexuality as gay/lesbian had the highest level of satisfaction overall (97%) whilst customers who cited their sexuality as other had the lowest overall satisfaction (87%). This is closely aligned to 2020.

Overall satisfaction by sexual orientation
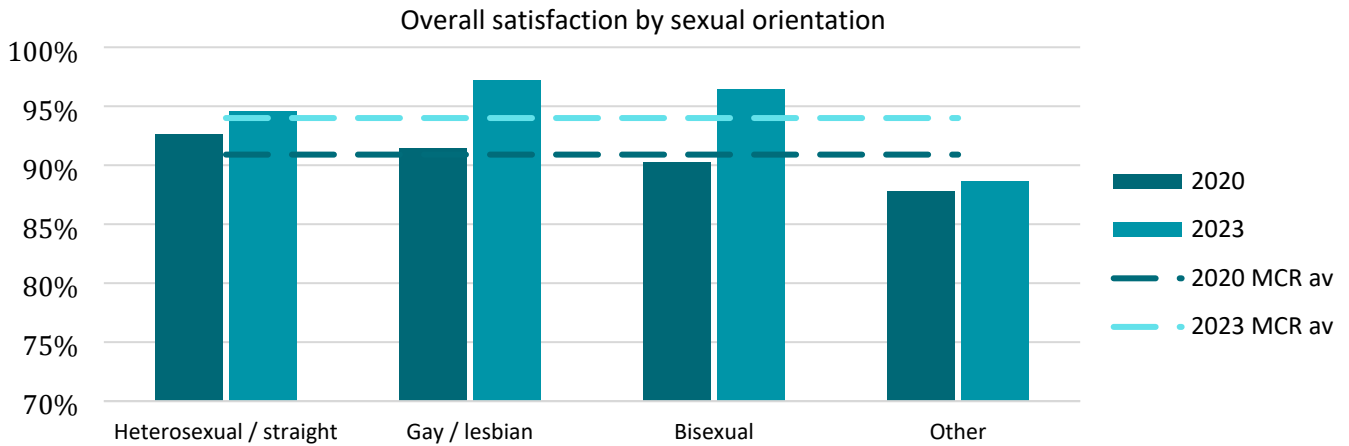
- Customers taking part in the PLUS survey were asked if they had a disability/condition. 28% of respondents considered themselves to have at least one. 8% of respondents had mobility difficulties, 5% had hearing difficulties, 3% had a dexterity disability, 5% learning disability, 2% had eyesight difficulties and 12% said they had mental health problems. Overall, customers who cited no disabilities were more likely to be satisfied than those who did. The lowest satisfaction rate was from those who noted having disabilities related to their eyesight (77% which is 17% lower than 2020). The response rate for this question was 81%.

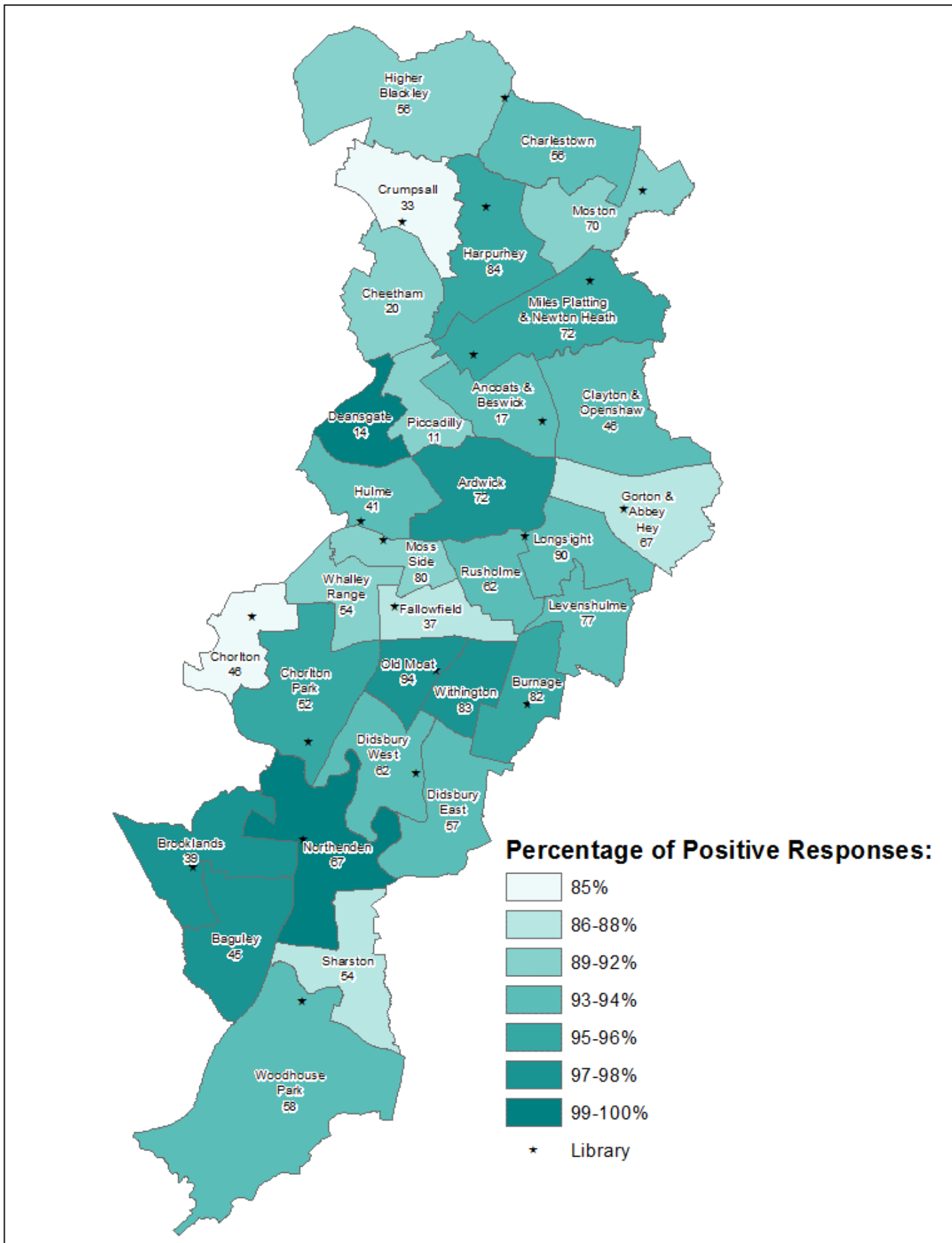**Overall satisfaction by disability / condition**
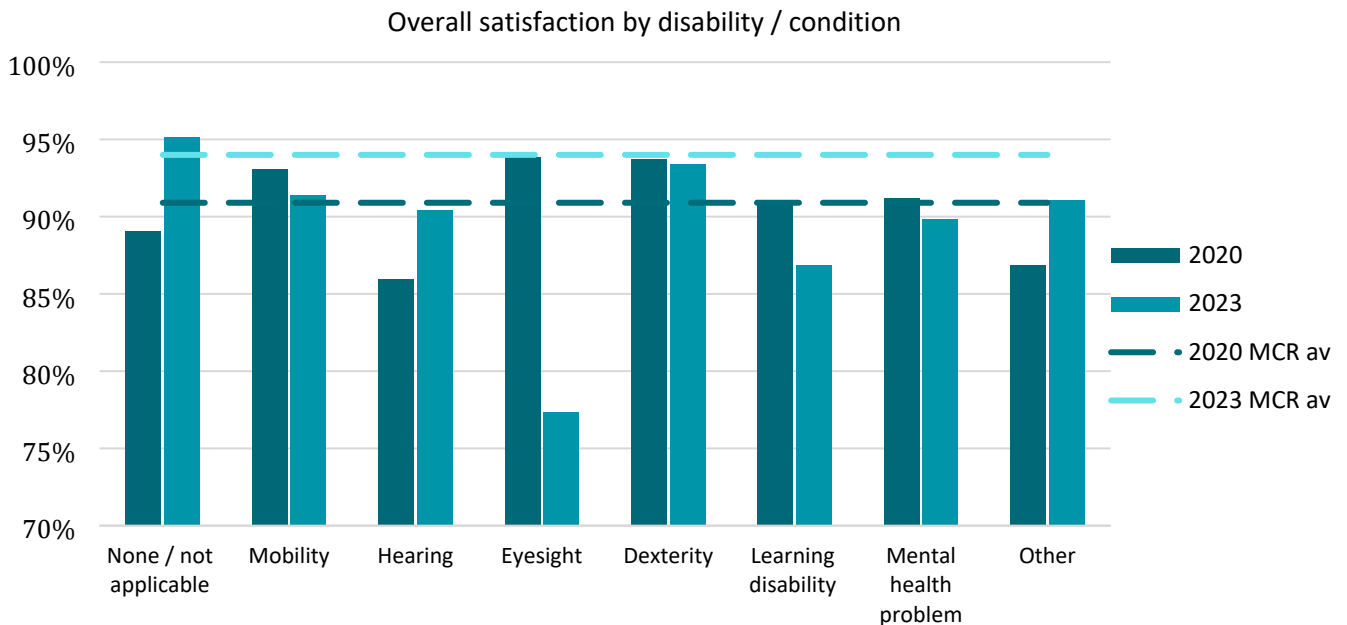
- 38% of respondents cited their faith as Christian, 15% Muslim, and 40% declared they did not have a religion. The response rate to this question was 90% (a 16% increase to the response rate in 2020). Customers who cited their religion as Buddhist were the most satisfied at 100% (although there were just 35 respondents identifying with this demographic). Those who preferred not to provide a response about religion were least satisfied at 88%. It must be noted the cohort size for different religious groups captured in this survey were small so may not show a true reflection of satisfaction levels amongst this group.

- 47% of customers surveyed in Manchester were economically active (working part-time, full-time, self-employed), in comparison to 44% in 2020. Of the customers in Manchester who were economically inactive, 14% were students, which was 8% less than 2020, 10% unemployed, 2% long-term sick or disabled, 23% were retired and 2% were looking after the home or family. Of the customers who are economically active, 95% were satisfied with their local library; those who are retired 96% and those who are unemployed 93%. The response rate for this question was 89% (a 7% increase since 2020).

- 49% of respondents have been using the library for over three years and 38% have been using the library for over a year, while 13% 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, 96% 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. 57% responded saying it had helped them in study/learning, 26% to get online, 44% meeting people, 46% in feeling better about themselves, 11% for job seeking, 38% said it helped them with their health and wellbeing, 11% for their job and 3% for managing finances. Out of all responses received, 89% indicated that using a library has helped them in one or more aspects of their lives.

- A new element of the survey in 2023 questioned digital inclusion. 14% of respondents indicated that they did not have access to the internet at home. Of the 14%, almost half (47%) suggested this was due to the expense of Wi-Fi and 25% said they had no need for it. 21% of respondents stated they didn't have the equipment necessary for Wi-Fi use and a further 13% said they didn't have the skills to use it. %5 of customers said they didn't feel safe to use the internet at home.

- Finally, customers were given the opportunity to offer a closing comment or library suggestion for improvement. 1,538 respondents chose to do so, and the comments are currently being analysed.

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Overall, how good is this library?
Count of positive responses and percentage by respondents' home postcode.

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Percentage of Positive Responses:

- 85%
- 86-88%
- 89-92%
- 93-94%
- 95-96%
- 97-98%
- 99-100%
- ★ Library

Note that the map is based on the respondent's postcode, so may not necessarily relate to the closest library a

Manchester Adults PLUS 2023

Residence of Manchester Respondents by Ward (1,926)

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Higher Blackley 61
Charlestown 60
Crumpsall 39
Moston 78
Harpurhey 88
Cheetham 22
Miles Platting & Newton Heath 75
Clayton & Openshaw 49
Deansgate 14
Piccadilly 12
Ancoats & Beswick 18
Hulme 44
Ardwick 74
Gorton & Abbey Hey 76
Moss Side 88
Rusholme 66
Longsight 97
Whalley Range 60
Fallowfield 42
Levenshulme 83
Chorlton 54
Chorlton Park 54
Old Moat 97
Withington 88
Burnage 85
Didsbury West 67
Didsbury East 61
Brooklands 40
Northenden 68
Baguley 46
Sharston 62
Woodhouse Park 62

Percentage of Respondents from MCC:

- 1%
- 2%
- 3%
- 4%
- 5%
- ★ Library