



Cessnock City Library

2013 Library User Survey Report and Analysis

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Introduction

Background

The survey was conducted from late May 2013 until the end of June 2013 to inform a review of library services, and the development of a library strategic plan and ongoing library business planning. An extensive round of targeted community and staff consultations were also undertaken during this time to further inform the planning process.

The survey was conducted both online (via Council's website) and via the distribution of printed copies at both branch libraries. Print copies were handed out at random times during the period of the survey to ensure a cross section of members / users were given the opportunity to respond.

Based on an LGA population size of approximately 51,000 and to achieve at least a 95% confidence level in the results, a sample size of approximately 382 was required. The survey received 413 responses.

Major Findings

Generally users are very satisfied with their library and are often reluctant to be critical via a formal rating system. This can contribute to higher levels of satisfaction than actually exist. Taking this into account and looking at the open comments provides more insight into areas of concern.

The following findings are of particular note:

Infrastructure and Access

Lack of space - especially as it impacts on the Library's capacity to hold events and activities, manage noise levels, and for library users to find space to read, research and study.

Accessibility – while respondents were generally satisfied with access to both libraries, there was some dissatisfaction regarding the back entrance to Cessnock branch i.e. stair only access. Related to this concern was the lack of parking in Vincent Street and no back door return chute for easy return of borrowed items – particularly for those with mobility issues.

The majority of respondents drive to the library (78%), followed by walking (21%) and public transport (4%)

Satisfaction with the Library Service

Customer service, staff expertise, knowledge and helpfulness achieved very high satisfaction rates (98%)

89% of respondents reported being Satisfied or Very Satisfied with the weekday opening hours, while 80% were Satisfied or Very Satisfied with weekend opening hours.

94% of respondents considered the Library to be Very Important or Important

Main Reasons for Using the Library

The top three reasons for using the library service were Borrowing (82%), Reading (38%) and Using computers (31%)

Use of Other Libraries

43% of respondents had used another public library in the last 12 months, 61% of whom used another Hunter region public library

Collections and Resources

The level of satisfaction with the Library's collections was generally high across all formats and genres, with the highest satisfaction reported with newspapers and both children's and adult fiction. Unsurprisingly, given the small collection, eBooks scored the lowest.

A growing demand for eBooks is indicated, as is a demand for more up-to-date material i.e. popular fiction, non-fiction, music, new DVD titles, and large print.

Services and Programs

Levels of satisfaction with the services and programs offered by the Library were consistently high. Many comments however related to the lack of space, reflected in the lower level of satisfaction with Spaces.

A number of respondents were unaware of many of the services available, which would help explain the lower levels of satisfaction for such things as the Home Library Service, family history programs and events and activities for young adults, which are much appreciated by the community and would normally receive higher scores.

Respondents suggested the need for more training and adult learning programs (plus several requests for a library café).

Website, Social Media and Technology

48% of respondents do not use the Library's website, but of the remaining respondents 40% were Satisfied or Very Satisfied with the website.

There was a comparatively low level of usage of social media, most likely attributable to the age range of the majority of respondents. However, 75% of respondents used text messaging daily or regularly; 67% used Google daily or regularly; and 57% used Facebook daily or regularly.

At home or at work the majority of respondents use their personal computer more than mobile devices. However, over 40% reported using an iPad (or other tablet) or an eBook reader.

The Kindle was the most reported eBook reader.

Finding Community Information

Local newspapers (79%) and word of mouth (65%) are by far the most utilised methods of finding out what is happening in the community. Though, gratifyingly, the Library (52%) is also heavily used as a source of community information.

Recommendations

Based on the above findings, it is apparent the Library faces a number of issues and challenges, many of which can be readily addressed in the short term. The issue of space and location of Library branches will require a longer-term solution.

Marketing and Promotion

There is a need for a targeted promotion and media campaign to raise awareness of the range of services and programs offered by the Library. The ever-changing nature of these offerings means that even regular Library users may not be aware of them.

- Paid advertising in the local paper (a key information source for the community)
- Cross-promotion with the Performing Arts Centre
- Guest appearances at local service clubs
- Open House at the Library – afternoon tea / wine and cheese event

Access

While the availability of parking at Cessnock is outside the control of the Library, it may be possible to minimise the inconvenience for elderly and less mobile users.

- A return chute on the lower level
- A system for 'delivery' of Library items to the lower level e.g. security lockers or ring/text ahead for staff to drop items down.
- Chairlift access from lower level

Collections

- Purchase of eBooks and eBook readers for loan
- Promotion of Suggestion for Purchase – form included in all loans, and throughout the Library, and featuring prominently on Library website
- Library user selection events featuring specific resources e.g. Young Adult graphic novels and manga; DIY / house and garden; health and lifestyle. These could be combined with other events for example local school bands, or guest speakers and authors.

Training

- Expansion of one-on-one technology training program (interest will increase following the media campaign).
- Use of volunteer tutors e.g. high school students, U3A members
- Increased access to online training and webinars via Library website

Social media and technology

- Increase training for community members
- Set up a Library Pinterest account
- Establish a technology 'petting zoo' (ideally in partnership with local retailer)

Space

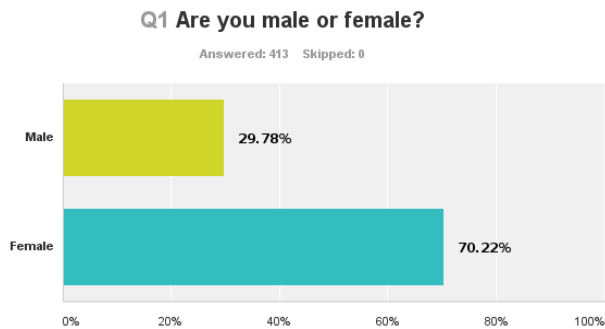
As identified in the Library review, the size and layout of both branches is impacting on their ability to offer the range of services and programs expected of a modern public library. A long-term goal is the significant expansion or relocation of the branches. Mid-term, a redesign of the layout and replacement of some fixed shelving with movable may provide some much needed additional space. The need for more space is supported by survey respondents, community / stakeholder focus groups, an earlier library review conducted by Lunn Consulting¹, and the public library building guidelines published by the State Library of NSW i.e. People Places: a guide for public library buildings in NSW².

¹ Cessnock City Library Review 2001, Lunn Consulting

² http://www.sl.nsw.gov.au/services/public_libraries/our_services/publiclibrarybuildings.html

Section 1: Demographics

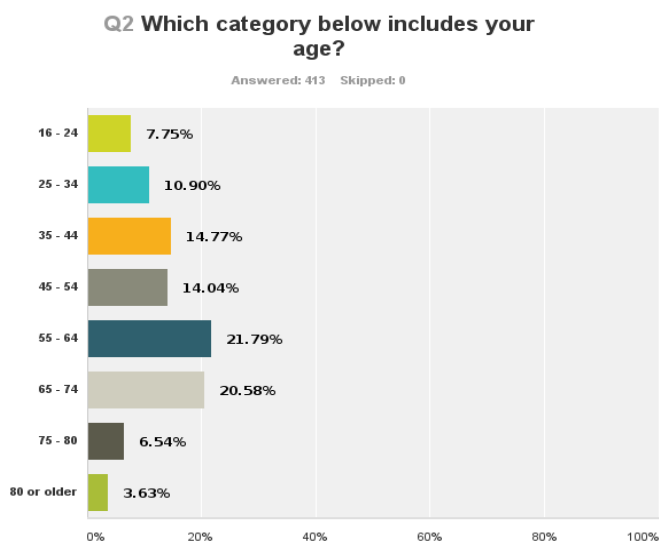
1. Are you male or female?



The majority of respondents to this survey were female (70%). Typically, there are some general biases that are seen in surveys. One is that, generally, people who are familiar with an organisation are more likely to respond to a survey than people who are not. People who have conducted business or interacted with an organisation, or are more frequent users of a service are most likely to respond to a survey.

It is also generally accepted that men are less likely to answer surveys (though there are exceptions depending on the subject matter) and younger generations are harder to get feedback from than older people. Typically a respondent sample is often underrepresented by young males.

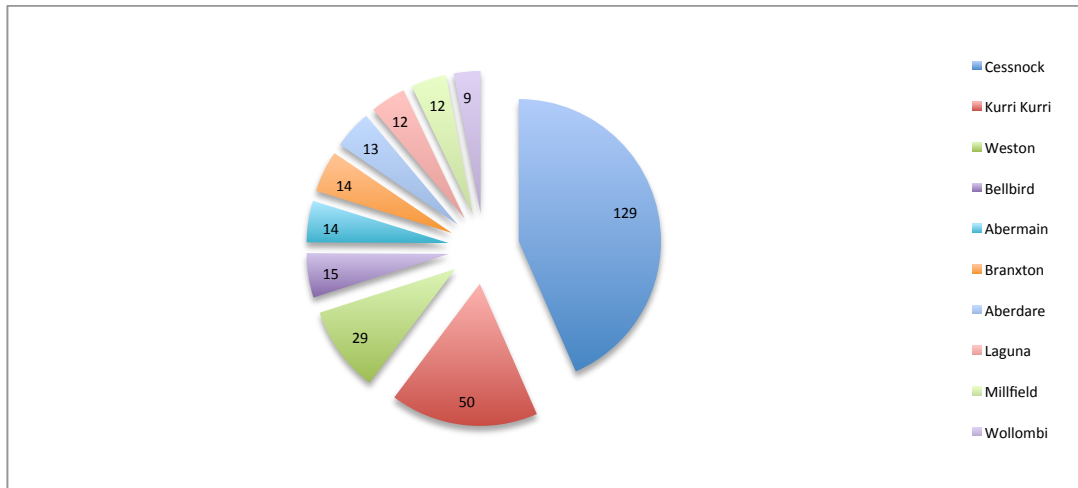
2. Age Breakdown of Respondents



Nearly 50% of respondents were aged 55 or over. While members of this age group are frequent users of library services they may also have more time available to complete a survey than the other frequent user group, that is, parents and carers of young children.

3. Suburb Breakdown of Respondents

35% of respondents were from Cessnock, 11% from Kurri Kurri and 7% from Weston. The remaining respondents came from across the LGA.



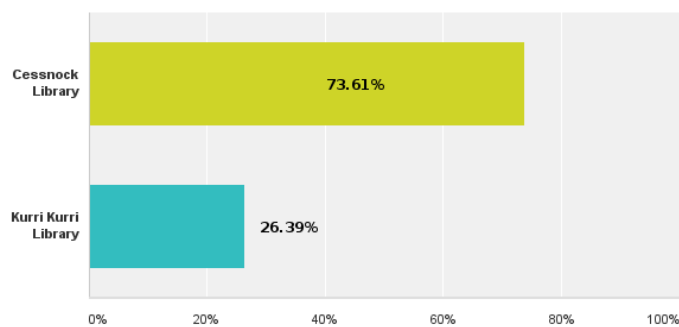
Number of Respondents (Top 10)

4. Library Used the Most Often

74% of respondents used Cessnock Library most often, which closely reflects the population spread of the LGA.

Q4 Which library do you use most often? (select only one)

Answered: 413 Skipped: 0



Section 2: The Library - Buildings, Location and Staff

5. When thinking about the library you use most often please rate your satisfaction with the following:

Ease of access (getting into and around the library) – 94% Satisfied or Highly Satisfied
Most comments related to the lack of parking in Vincent Street, and the lack of space within Cessnock Library.

Disability access – 88% Satisfied or Highly Satisfied

- *The stairs from the rear car park make access difficult for elderly or disabled patrons.*
- *I am disabled and it is sometimes difficult to find parking, so I have to send my husband on while I stay in the car*
- *I cannot negotiate the stairs up to the library so I am forced to do without books*

Signage - 89% Satisfied or Highly Satisfied

- *Children's non-fiction needs more appealing signage*

Space for activities and events - 77% Satisfied or Highly Satisfied

- *I think Cessnock Library needs more physical space to live up to all the possibilities.*
- *Space for activities and events is quite inadequate*

Space for quiet research / study / reading - 73% Satisfied or Highly Satisfied

- *There are no study areas apart from a large group table in centre of library - nothing for personal, "quiet space", low distraction style study.*
- *A larger library is needed. Dedicated quiet zones for research/study can then be implemented away from noisier activities.*

Noise levels - 72% Satisfied or Highly Satisfied

- *Library is a strange place for noisy events*
- *Too much noise. Even with headphones people sing, laugh out loud and talk with them on. Please enforce some quiet.*
- *I used to love the rarefied air of libraries, but that has now been spoilt because the Ssshhh! policy no longer exists.*
- *The area used for gymnastics above the Library is very noisy.*

Presentation and appearance of the library - 91% Satisfied or Highly Satisfied

- *Kasper (4 year old): I would like the library to have trees inside and be like a forest with the trees and books together.*
- *All that is needed is a fireplace and a hot cuppa*
- *I would like to see a more open and modern library*

The library's location - 92% Satisfied or Highly Satisfied

- *If I get stuck down town in the rain I always come to the library.*
- *When we are in town my husband and I arrange to meet in the library if we have to do different shopping, the library is always easy*
- *No library in the Wollombi Valley and the mobile Library no longer visits Wollombi*
- *Fantastic location*
- *Please do not move Cessnock Library*

Parking - 74% Satisfied or Highly Satisfied

The lack of parking on Vincent Street is the main source of dissatisfaction, and could be seen as indicative of the age of the majority of respondents.

- *When parking at back of library it is awkward getting up stairs.*
- *Often cannot get parking closer in Vincent St and going to back and upstairs is hard on my back and knees*
- *Needs a better parking facility and access around the back where stairs are for elderly and people with disability*
- *The car parking at the rear of the library is no good. I understand it's privately owned and was discussed in the CBD Masterplan. I hope Council can do something*

Proximity to public transport - 91% Satisfied or Highly Satisfied

- *Would like to see loan times extended for people away from Cessnock who find it hard to reach Cessnock because of poor transport services i.e. Branxton, Greta*
- *No public transport from Branxton
It is very near to Rotary Park public transport bus stop*

6. How would you rate the following?

- Customer service overall – 97% Excellent or Good
- Library staff expertise and knowledge – 96% Excellent or Good
- Helpfulness of Library staff – 98% Excellent or Good

Survey respondents had a very high opinion of Library staff as is seen in the many comments.

- *The staff are marvellous to everyone*
- *Have found staff excellent with their IT help. 10 out of 10*
- *Highly regard all staff members. Courtesy and expertise first rate*
- *I have never felt more welcome in any other library. And nothing you ask is a bother.*
- *Both libraries have been so helpful to me, finding me good authors, putting books aside for me, inter library loans and they are always kind and gracious*
- *Top notch staff*
- *The library staff bend over backwards to help us, they couldn't be nicer.*
- *I only have to ask and staff will do their best and if they know of staff with expertise in the area that could better answer my question they will bring in the other staff*
- *Top mob - these girls at Kurri*

7. Have you used any other libraries during the past year?

- Yes – 42.5%
- No – 57.5%

Section 3: Other Libraries Used

8. What other libraries have you used?

- School – 12%
- TAFE – 15%
- University – 15%
- State Library of NSW – 13%
- Other public library in the Hunter – 61%
- Other public library elsewhere – 30%
- Other (responses included other State Libraries, National Library of Australia, special libraries) – 17%

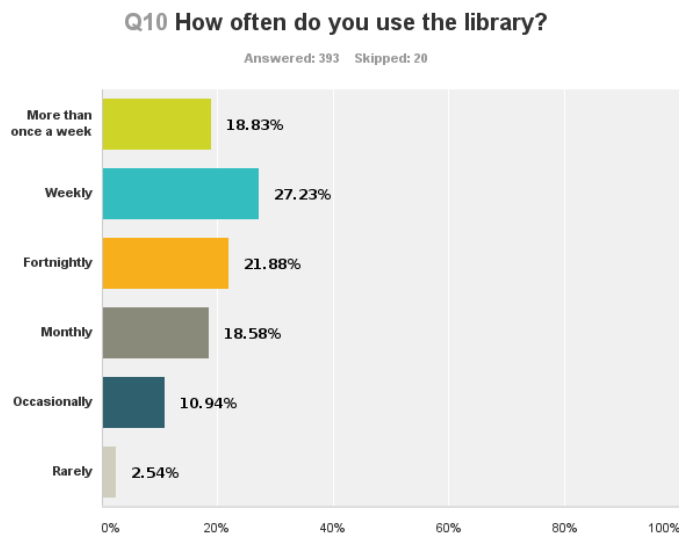
9. What other public libraries have you used?

- Lake Macquarie – 17%
- Maitland – 44%
- Newcastle – 20%
- Singleton – 11%
- Other (responses included Gosford, Port Stephens, Muswellbrook, other country libraries and Sydney metropolitan libraries) – 44%

Section 4: Using Cessnock Library

10. How often do you use the library?

Nearly half the respondents visited the Library weekly or fortnightly.



11. How satisfied are you with the library's current opening hours?

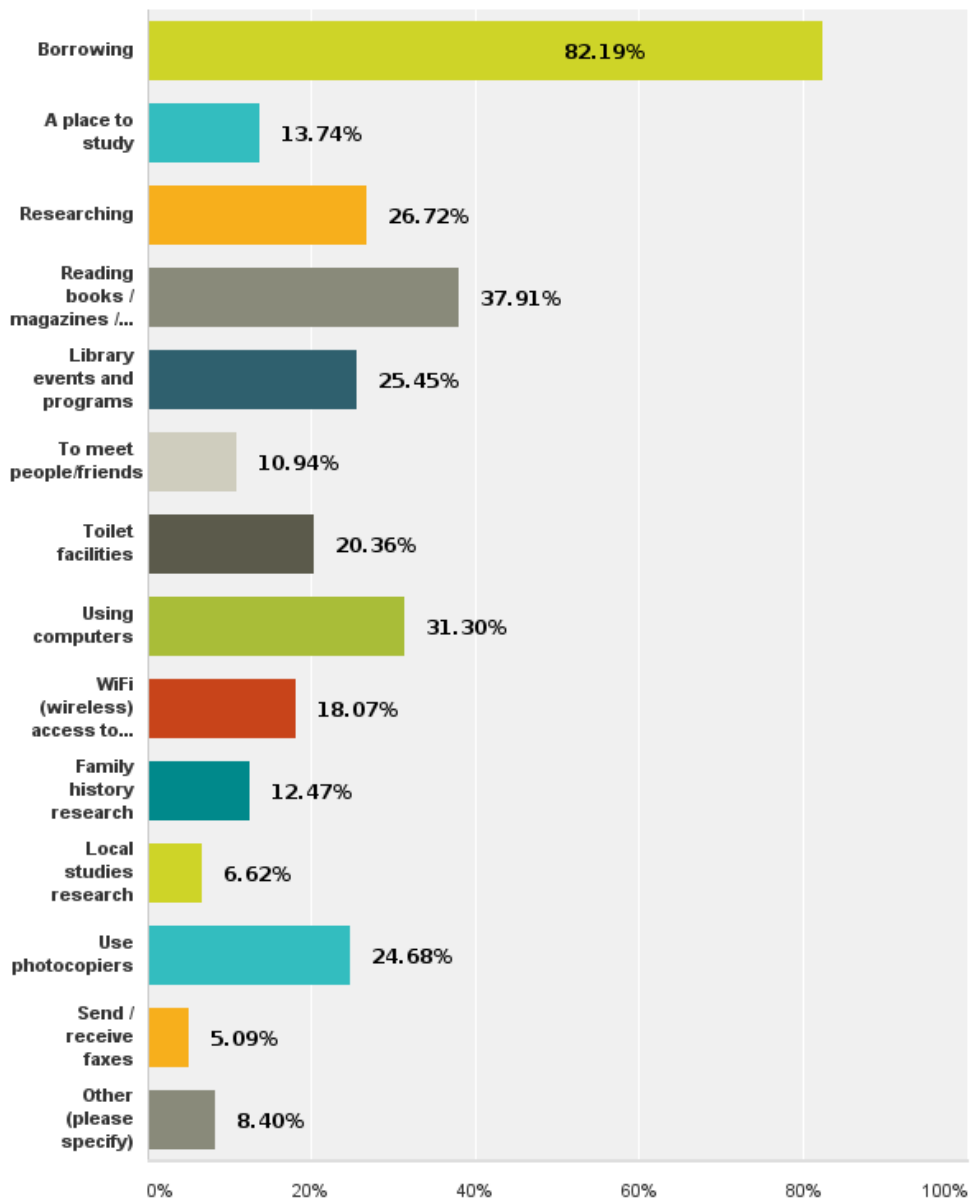
89% of respondents reported being Satisfied or Very Satisfied with the weekday opening hours, while 80% were Satisfied or Very Satisfied with weekend opening hours.

- *Living in an outlying area with no public transport, needs more opening time Saturday and holidays*
- *Tues and Thurs in Kurri opened till 7pm would be good*
- *I would use the library more often if it operated for a few more hours (after work) during weekdays*
- *Wish library opened before 9am*
- *It's totally commercially unsustainable but wouldn't it be great if it stayed open on rainy Sundays and until 8pm weeknights for people who don't get free time during weekdays.*
- *Very adequate for my needs*
- *Kurri should be the same as Cessnock*

12. The main reasons I use the library are...

**Q12 The main reasons I use the library are...
(check all that apply)**

Answered: 393 Skipped: 20



The majority of reasons listed under Other involved children's activities such as Storytime and Rhyme time.

- *I use if bored. Libraries are a fun place*
- *Introducing library and books to 4 year old. Showing him it's a fun place to be.*
- *Its warm/cool and peaceful so great to just read*
- *Outing with children*

13. I usually get to the library by... [Travel]

- 78% of respondents travelled to the Library by private car
- 21% walked to the Library
- 4% used public transport

14. How important is the library service to you?

94% of respondents considered the Library to be Very Important or Important
The comments demonstrated that importance.

- *I couldn't imagine not coming to the Library*
- *Libraries are a vital resource in communities - they are underfunded given their importance*
- *Would be lost if I didn't have access to it. I could not afford to buy books*
- *I've been a library user since I was 5 years old, and consider the facilities as an important part of my day to day activities*
- *I would have to move out of the area if the library closed - truly, it is ESSENTIAL*
- *Cessnock Library is vital to me as part of our weekly routine. Vital for all children in Cessnock, from pre-schoolers onwards.*
- *Library can be a community hub - with lifelong benefits of community, reading, books introduced from a young age*
- *The library plays a very important part in my life as I could not live in the 'modern world' without it*
- *A wonderful local asset that suits my needs*
- *Cessnock library has been an important part of my life for nearly 70 years. With no theatres left in Cessnock and the sometimes expensive tickets to the Performance Centre, older residents only have the library*
- *It expands my world by providing free entertainment and a welcoming atmosphere*

15. How do you feel about the following statements?

- The library is a great place to find out about things - 94% Agreed or Strongly Agreed
- The library is a great place for people my age - 85% Agreed or Strongly Agreed
- The library is a great place to meet new people - 37% Agreed or Strongly Agreed
- The library is a great place to meet friends and/or family - 41% Agreed or Strongly Agreed
- The library is a great place to study - 73% Agreed or Strongly Agreed
- The library is a great place to relax - 73% Agreed or Strongly Agreed
- The library is an important community resource - 96% Agreed or Strongly Agreed
- The library is welcoming to everyone - 95% Agreed or Strongly Agreed

Comments

- *There is no other public gathering place in Cessnock*
- *A superb asset to me and whole community*
- *A library is a social necessity*

- *A Library should be all of these things*
- *I rarely see anyone I know at the library*
- *Vital service. I pay my rates and I am happy with some of it going to library services*
- *Above all, my rates are being put to excellent purposes*
- *I am semi-retired and recommend it to others near or in retirement as an important activity to get them out of the house*
- *As long as the user friendliness doesn't disintegrate into something more like public mayhem I'm happy*
- *There's no other public facility that satisfies so many public needs. They need more funding so they can properly cater for all age groups*

Section 5: Library Collections

16. How satisfied are you with the library's collections?

The level of satisfaction with the Library's collections was generally high across all formats and genres, with the highest satisfaction reported with newspapers and both children's and adult fiction. Unsurprisingly, given the small collection, eBooks scored the lowest.

- *The videos, magazines and children's book are excellent*
- *Would like some of the better novels (Booker winners, etc.) and more science books to be included*
- *Maybe a few new non-fiction books for the little ones*
- *A larger and better organised DVD collection would be great, especially for foreign films.*
- *Would like access to books on release or near release*
- *Would like more new novels such as Miles Franklin and Booker winners - new experimental fiction*
- *Would be great to get more audio books*
- *Don't know about kids and Young People's fiction. New releases of classical music have gone down the gurgler. Fiction gets poorer as do audio books (American crap rather than Bolinda and other excellent local audio books.) Too many romances, etc. Possibly due to price? Or is it general dumb-downed demand? I usually find better books and audio at Kurri and often get them sent through*
- *Should try and get Singleton Argus and Lake Macquarie newspapers*
- *I would like to see more magazine collections at Kurri Kurri Library e.g. Reader's Digest, Marie Clare*
- *Music CDs My main borrowing interests are classical - international - instrumental - relaxation - I feel that an increase in these categories could be beneficial and rewarding*
- *Love the puzzles and local history pictures*

17. What other collection resources would you like to see in the library?

Many of the comments related to eResources, or the currency of the collection in some areas.

- *More up to date books i.e. latest release fiction and non-fiction*
- *Would love to see some new titles in DVDs and CDs*
- *More large print books*
- *Easy to keep reading the same authors all the time so would be helpful - book reviews like Tuesday Book Club on TV*
- *Games for computers (PC) and games for Nintendo and all other hand held games*
- *Basic maintenance for household, plumbing, changing washers in taps etc.*
- *E resources*
- *More of an up-to-date music collection. Love relax CDs and self development CDs, but there is not a huge collection*

- *Some of the reference books seem to be out of date, I haven't been able to find any of what I've needed for the last year or so.*

Section 6: Library Services and Programs

18. How satisfied are you with the Library's services and programs?

	Dissatisfied	Somewhat satisfied	Satisfied	Very satisfied
Display and Exhibitions	1%	8%	53%	38%
Local studies	3%	11%	55%	31%
Family history	3%	16%	51%	30%
Home library services	6%	19%	47%	28%
Wi-Fi access to the Internet	3%	9%	47%	41%
Internet	2%	7%	46%	45%
Public computers	4%	9%	43%	45%
Printing	3%	7%	46%	43%
Photocopying	3%	7%	47%	43%
Online catalogue	2%	10%	53%	35%
Children's programs and events	2%	10%	46%	42%
Youth programs and events	4%	12%	51%	33%
Adult programs and events	4%	13%	48%	35%
Spaces e.g. for study, research, reading, computer use etc.	11%	17%	40%	33%
Borrowing terms e.g. number of items, loan period, fines	2%	6%	41%	50%
Fax service	4%	12%	50%	34%
Toilets	2%	6%	47%	45%

Levels of satisfaction with the services and programs offered by the Library were consistently high. Many comments however related to the lack of space, reflected in the lower level of satisfaction with Spaces. A number of respondents were unaware of many of the services available, which would help explain the lower levels of satisfaction for such

things as the Home Library Service, family history programs and events and activities for young adults, which are much appreciated by the community and would normally receive higher scores.

- *The public computers need a separate area*
- *More children's events - (more times). Events and ages don't always fall when I am available (non working days) for the age of my child*
- *We always are interested in what the programs the library has planned*
- *Being disabled, it is very convenient to be able to use the toilet*
- *Quiet spaces for specific uses would be great (but currently not enough room*
- *Enjoy the photographic and art exhibitions in foyer*
- *A wide array of services available to suit community needs currently exists*
- *Children's programs and events very popular - more space required. Possibly more space and more computers as they are constantly in use*
- *Monday morning 0 - 2 year old mothers and babies and children all sitting on floor in circle, not much room to move*
- *More space for training / meetings would be good*
- *Did not know about some of these services until now*
- *I am very pleased that I can get online through Google and source books and look up online and see if you have them. By doing this I am finding Cessnock library has more to offer than I originally thought*
- *A larger computer area would be advantageous in Cessnock*
- *The current site is quite congested and close*

19. Are there any other programs that you think the library should be offering?

A number of respondents suggested more training and adult learning programs, and there were also several requests for a café.

- *More in the line of computer services for the older users. So much has changed and at such a frantic pace that anyone over 30 feels a bit left behind*
- *More preschool and primary school aged activities and games to borrow*
- *More computers and more large print books. Longer time using wi-fi*
- *Meditation - children and adults. Coffee facilities would be welcome*
- *Foreign language classes*
- *Maybe more authors who come to the library to discuss their books*
- *Cafe facilities*
- *Maybe an after school club one day a week for preteens to learn how to use the library and follow their own interests*
- *More programs for older adults with more choice for times of said programs*
- *I'd love to know about new ideas and come along to guest speakers. I would be interested in backyard sustainability, gardening and cooking speakers, not just authors*
- *Free genealogy research*

Section 7: Library Website and Social Media

20. How satisfied are you with the library's website?

48% of respondents do not use the Library's website, but of the remaining respondents 40% were Satisfied or Very Satisfied with the website.

21. Comments on the library website...

- *I have not used, would like info on how to access*
- *Because I live so close I usually ask the staff and if I walk to the library it is a good excuse to get exercise*
- *Didn't know the library had one*
- *Must have a look*
- *I find it hard to access when I want to reserve a book*
- *Non-user at the moment. Now I will look to see if there is anything there for me*
- *There is room for major improvements in offering local studies material*
- *Two kinda sites is kinda confusing*

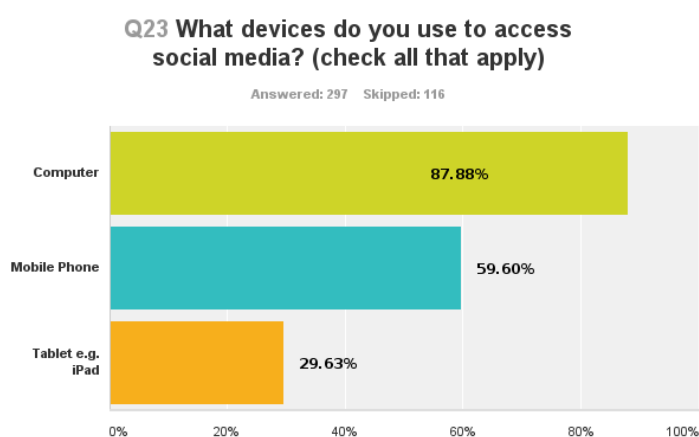
22. How do you stay in touch? What social media do you use?

	Use daily	Use regularly	Use occasionally	Never use
Skype	10%	18%	35%	37%
Facetime	2%	7%	10%	82%
Text messaging	49%	26%	13%	12%
IM (Instant Messaging)	13%	15%	16%	56%
Facebook	39%	18%	22%	21%
Twitter	10%	6%	13%	70%
YouTube	16%	25%	39%	20%
LinkedIn	4%	5%	14%	76%
Pinterest	8%	7%	8%	76%
Instagram	13%	3%	10%	74%
Flickr	0%	2%	12%	86%
FourSquare	1%	1%	1%	97%
Vimeo	0%	4%	9%	87%
MySpace	0%	2%	6%	92%
Google+	34%	33%	17%	15%
Tumblr	3%	1%	1%	84%

There was a comparatively low level of usage of social media, most likely attributable to the age range of the majority of respondents.

- *I don't even know what most of these are!!!!*
- *I stay in touch by mail or phone with friends and family*
- *I can talk. (Looks like it's not the done thing any more)*
- *NBN provided satellite service delivering very slow download speeds - makes using the technology quite hard*
- *Use emails extensively*

23. What devices do you use to access social media?



Many of the comments were simply that the respondent did not use social media, or were not aware of it. But of those who do use social media, the majority access it via their personal computer rather than a mobile device.

- None - don't use
- Looking at purchasing an iPad
- Laguna has no mobile reception
- Have computer but not linked to internet

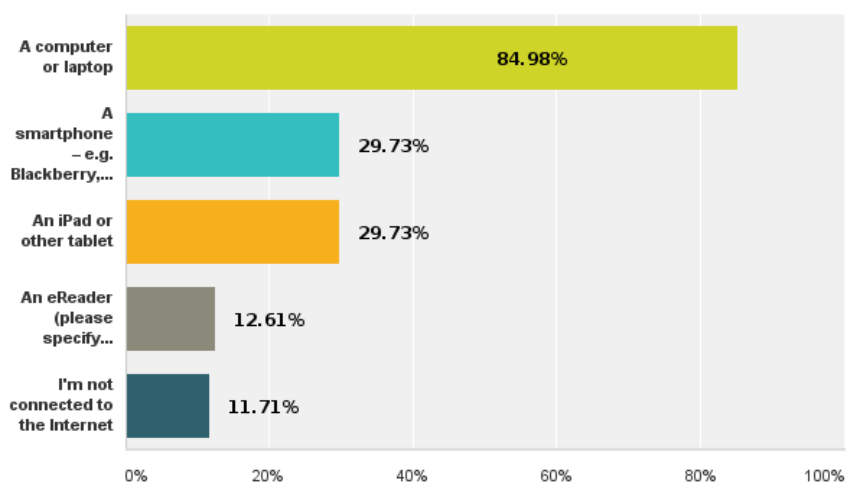
24. When I'm online at home or work I use...

Once again the majority of respondents use their personal computer more than mobile devices. However, over 40% reported using an iPad (or other tablet) or an eBook reader. The Kindle was the most reported eBook reader.

- *None. Unemployed and no home computer or other device*
- *Low connection speeds are a major problem in outer areas of Cessnock LGA*
- *No mobile service at home so satellite Internet and landline only choices*
- *eReaders are sad! I love books!*

Q24 When I'm online at home or work I use... (check all that apply)

Answered: 333 Skipped: 80



25. I use the following online Library resources

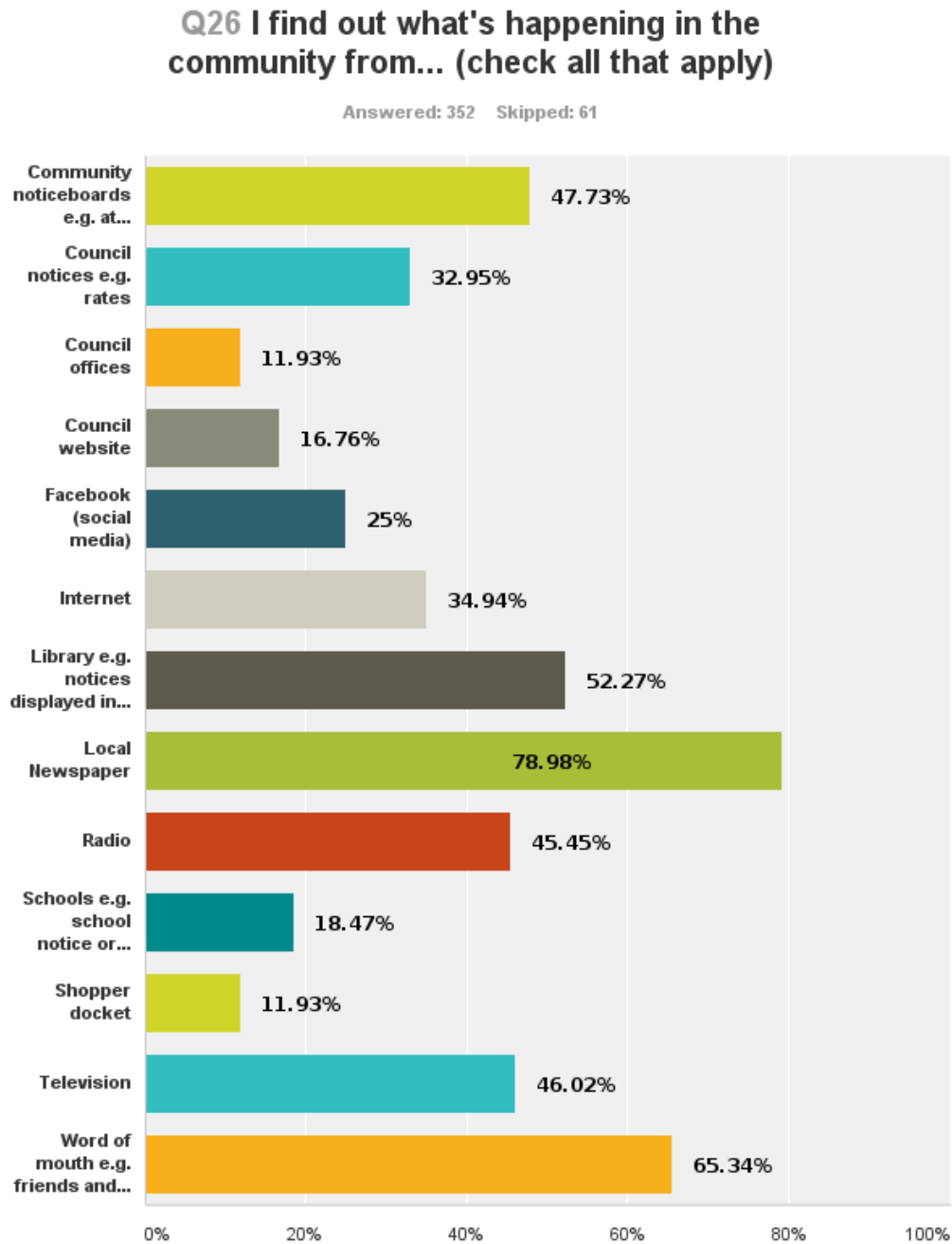
	Yes	No
Library catalogue	81%	19%
My library membership account	67%	33%
Library web pages promoting services	37%	63%
eBooks	42%	58%
Databases such as Ancestry.com	47%	53%
Online computer training	20%	80%
Your Tutor (online homework tutoring)	18%	82%
Freegal (free music downloads)	39%	61%

Many respondents simply commented they did not use any of the services. This may mean either a lack of awareness of them or a perceived lack of the need to use them. Usage would certainly increase as a result of a promotions and media campaign regarding available services.

- *I want to use Freegal but not sure how to use it. Just a matter of asking I suppose!*
- *Was unaware of the Your Tutor service until now*
- *Have been in area for a short time only and need to explore services further. Still using previous service providers*

Section 8: More About You

26. I find out what's happening in the community from...



Local newspapers and word of mouth were by far the most utilised methods of finding out what is happening in the community. Though, gratifyingly, the Library was also heavily used as a source of community information.

- *I think I would get better information from Social Media*
- *I feel I'm poorly informed*
- *Local community group meetings*

27. When I hear the word 'library' I think of...

Activities for adults	19%	Author talks	28%
Books	87%	Children's activities	41%
Community	41%	Computer games	8%
Computers	38%	DVDs	41%
Music CDs	23%	Exhibitions / displays	43%
Internet access	43%	Learning	49%
Literature	42%	Local history	33%
Family history	25%	Meeting friends	11%
Noisy	9%	Quiet time	44%
Reading	66%	Book clubs	24%
Research	46%	School holiday activities	29%
School students	19%	Story time	25%
Study	28%	Summer Reading Club	8%
Training	12%	Fun	16%
Literacy	32%	A happening place	21%

Predictably, Books and Reading were the top two responses. Learning, Research, Quiet time, Literature, Children's activities, Internet access and Community also rated highly – clearly Cessnock Library is many things, to many members, of its community.

- *Great seeing children having fun*
- *Sometimes the young ones, teenagers can be really noisy and rude when using computers!*
- *We enjoy all aspects of library life*
- *Central role in community - engenders lifelong community engagement for individuals, especially if the library has a range of activities/resources/physical spaces for different life stages*
- *A hive of information*
- *It makes us smile! Thank you!*
- *Welcoming*
- *A happening place – intellectually*
- *Chill time*

Attachment 1 – Cessnock City Library User Survey Questionnaire

ABOUT YOU

The information and feedback provided here will help the library better understand your needs, and the needs of specific age groups. (* = Compulsory question)

***Q1. Are you male or female?**

Male

Female

***Q2. Which category below includes your age?**

16 - 24

45 - 54

75 - 80

25 - 34

55 - 64

80 or older

35 - 44

65 - 74

*** Q3. In which suburb / locality do you live?**

*** Q4. Which library do you use most often? (Select only one)**

Cessnock Library

Kurri Kurri Library

THE LIBRARY – BUILDINGS, LOCATION AND STAFF

Q 5. When thinking about the library you use most often please rate the following

Options	Dissatisfied	Somewhat satisfied	Satisfied	Very satisfied
Ease of access (getting into and around the library)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Disability access	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Signs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Space for activities and events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Space for quiet research / study / reading	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Noise levels	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Presentation and appearance of the library	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The library's location	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Proximity to public transport	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Comment (please specify)

Q6. How satisfied are you with the following:

Options	Dissatisfied	Somewhat satisfied	Satisfied	Very satisfied
Customer Service (overall)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Library staff expertise / knowledge	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Helpfulness of library staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Comment (please specify)

Q7. Have you used any other libraries during the past year?

Yes (go to Q8 and Q9)

No (go to Q 10)

OTHER LIBRARIES USED

Q8. What other libraries have you used? (Check any that apply)

School or preschool library

Another public library in the Hunter area

TAFE Library

The State Library of NSW

University Library

Any other public Library

Other (please specify)

Q9. What other PUBLIC libraries have you used? (Check any that apply)

Lake Macquarie

Newcastle Library

Maitland City Library

Singleton Library

Other (please specify)

USING CESSNOCK LIBRARY

*** Q10. How often do you use the library?**

More than once a week

Monthly

Weekly

Occasionally

Fortnightly

Rarely

*** Q11. How satisfied are you with the library's current opening hours?**

Options	Dissatisfied	Somewhat satisfied	Satisfied	Very satisfied
Weekday hours (Mon – Fri)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Weekend hours (Saturday)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Comments (please specify)

*** 12. The main reasons I use the library are ... (Check all that apply)**

<input type="checkbox"/> A place to study	<input type="checkbox"/> Send / receive faxes
<input type="checkbox"/> Borrowing	<input type="checkbox"/> To meet people / friends
<input type="checkbox"/> Family history research	<input type="checkbox"/> Toilet facilities
<input type="checkbox"/> Library events and programs	<input type="checkbox"/> Use photocopiers
<input type="checkbox"/> Local studies research	<input type="checkbox"/> Using computers
<input type="checkbox"/> Reading books / magazines / newspapers	<input type="checkbox"/> WiFi (wireless) access to the Internet
<input type="checkbox"/> Researching	

Other (please specify)

***Q13. I usually get to the library by... (Select only one)**

<input type="checkbox"/> Driving (car or motorbike)
<input type="checkbox"/> Walking
<input type="checkbox"/> Public Transport
<input type="checkbox"/> Bicycle
<input type="checkbox"/> Mobility device
<input type="checkbox"/> I don't physically visit the library as I use their online resources only
<input type="checkbox"/> I use the home library service for housebound people

Other (please specify)

*** Q14. How important is the library service to you?**

Very important

Important

Somewhat important

Not important

Comment (please specify)

*** Q15. How do you feel about the following statements?**

Options	Strongly disagree	Somewhat agree	Agree	Strongly Agree
The library is a great place to find out about things	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The library is a great place for people my age	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The library is a great place to meet new people	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The library is a great place to meet friends and/or family	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The library is a great place to study	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The library is a great place to relax	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The library is an important community resource	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The library is a welcoming place	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Comment (please specify)

LIBRARY COLLECTIONS

Q16. How satisfied are you with the library’s collections? (Check only those that apply)

Options	Dissatisfied	Somewhat satisfied	Satisfied	Very satisfied
Adult fiction	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Adult non-fiction	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Children’s easy readers / picture books	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Children’s fiction	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Children’s non-fiction	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
DVDs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
eBooks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Large Print	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Magazines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Music CDs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Newspapers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Online databases	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reference	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Talking Books (audio books)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Youth collections	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Comment (please specify)

Q17. What other collection resources would you like to see in the library?

LIBRARY SERVICES AND PROGRAMS

Q18. How satisfied are you with the Library's services and programs? (Check those that apply to you)

Options	Dissatisfied	Somewhat satisfied	Satisfied	Very satisfied
Displays and Exhibitions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local studies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Family History	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Home library service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
WiFi access to the Internet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Internet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public computers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Printing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Photocopying	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Online catalogue	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Children's programs and events e.g. story time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Youth programs and events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Adult programs and events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Spaces e.g. for study, research, reading, computer use etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Borrowing terms e.g. number of items, loan period, fines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fax service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Toilets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Comment (please specify)

Q19. Are there any other programs that you think the library should be offering?

LIBRARY WEBSITE AND SOCIAL MEDIA

Q20. How satisfied are you with the library’s website?

- Dissatisfied

- Somewhat satisfied

- Satisfied

- Very satisfied

- I don’t use the library’s website

Q21. Comments on the library website...

Q22. How do you stay in touch? What social media do you use? (Check any that apply)

Options	Use daily	Use regularly	Use occasionally	Never use
Facebook	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Facetime	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Flickr	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
FourSquare	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Google+	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
IM (Instant Messaging)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Instagram	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Linkedin	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
MySpace	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pinterest	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Skype	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Text messaging	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tumblr	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Twitter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vimeo	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
YouTube	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Other (please specify)

Q23. What devices do you use to access social media? (check any that apply)

- Computer

- Mobile phone

- Tablet e.g. iPad

Other (please specify)

Q24. When I'm online at home or work I use ... (check all that apply)

- A computer or laptop

- A smartphone e.g. Blackberry, iPhone, Galaxy

- An iPad or other tablet

- An eReader (please specify which one e.g. Kobo, Kindle in the Comments box below)

- I'm not connected to the Internet

Other (please specify)

Q25. I use the following online resources..

- Library catalogue

- My library membership account

- Library web pages promoting services

- eBooks

- Databases such as Ancestry.com

- Online computer training

- Your Tutor (online homework tutoring)

- Freegal (free music downloads)

Other (please specify)

MORE ABOUT YOU

Q26. I find out what's happening in the community from ... (check all that apply)

Community noticeboards e.g. at shops, shopping centre

Council notices e.g. rates

Council offices

Council website

Facebook (social media)

Internet

Library e.g. notices displayed in windows

Local Newspaper

Radio

Schools e.g. school notice or newsletter

Shopper docket

Television

Word of mouth e.g. friends and family

Other (please specify)

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Q27. When I hear the word 'library' I think of ... (check all that apply)

A happening place

Exhibitions / displays

Noisy

Activities for adults

Family history

Quiet time

Author talks

Fun

Reading

Book clubs

Internet access

Research

Books

Learning

School holiday activities

Children's activities

Literacy

School students

Community

Literature

Story time

Computer games

Local history

Study

Computers

Meeting friends

Summer Reading Club

DVDs

Music CDs

Training

Other (please specify)

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THANK YOU

Thank you for taking the time to complete our survey. Your input is appreciated and will be used by the library for planning purposes. Please telephone the library on (02) 4993 4399 if you have any questions relating to this survey.