Cessnock City Library

2013 Home Library Service Survey Report and Analysis

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CONTENTS

Home Library Service Survey Results and Analysis ............................................................4
Respondents Overview ........................................................................................................4
Demographics ......................................................................................................................4
  Question 1: Which category below includes your age? ..................................................4
  Response .........................................................................................................................4
  Comment .........................................................................................................................4
  Question 2: How long have you been receiving the Home Library Service? ...............4
  Response .........................................................................................................................4
  Comment .........................................................................................................................4
  Service Frequency ..........................................................................................................5
  Question 3: How satisfied are you with the frequency of the current service? ............5
  Response .........................................................................................................................5
  Client Feedback ..............................................................................................................5
  Comment .........................................................................................................................5
  Service Satisfaction ........................................................................................................5
    Question 4: How satisfied are you with the level of customer service you receive from Home Library staff? .................................................................5
      Response .....................................................................................................................5
      Client Feedback .........................................................................................................5
      Comment .....................................................................................................................5
  Service Importance ......................................................................................................6
  Question 5: How important is the home library service to you? ...................................6
    Response .......................................................................................................................6
    Client Feedback ...........................................................................................................6
    Comment .......................................................................................................................6
  Service Awareness ........................................................................................................6
  Question 6: Are you aware that you can change your choice of items at anytime by either talking to the delivery person or phoning the library? ..................................................6
    Response .....................................................................................................................6
    Client Feedback ...........................................................................................................7
    Comment .......................................................................................................................7
  Satisfaction With Selection ............................................................................................7
  Question 7: How satisfied are you with the materials selected for you? ....................7
    Response .......................................................................................................................7
    Client Feedback ...........................................................................................................7
    Comment .......................................................................................................................7
  Online / Internet Access ...............................................................................................7
  Question 8: Are you able to access the library’s website i.e. via the Internet? ............7
    Response .......................................................................................................................7
    Client Feedback ...........................................................................................................8
    Comment .......................................................................................................................8
  Question 9: When I’m online I use .............................................................................8
    Response .......................................................................................................................8

Cessnock City Library Home Library Service Survey Results and Analysis [Draft 1.0]
Question 10: How satisfied are you with the library’s website? ........................................... 9
Response .......................................................................................................................... 9
Comment .......................................................................................................................... 9

Question 11: Do you use social media to stay in touch? ................................................... 9
Response .......................................................................................................................... 9

Question 12: Which social media do you use? ................................................................. 9
Response .......................................................................................................................... 9
Comment .......................................................................................................................... 9

Question 13: What devices do you use to access social media? ...................................... 10
Response .......................................................................................................................... 10
Comment .......................................................................................................................... 10

Question 14: Use the following online resources ............................................................. 10
Response .......................................................................................................................... 10
Comment .......................................................................................................................... 10

Format Options ................................................................................................................ 10

Question 15: These are the kinds of material you can borrow. Please indicate if you are interested in any of these formats ................................................................. 10
Response .......................................................................................................................... 11
Comment .......................................................................................................................... 11

Service Delivery ............................................................................................................. 12

Question 16: If you are not home when the delivery is made is there a prearranged area to leave materials? ................................................................. 12
Response .......................................................................................................................... 12
Comment .......................................................................................................................... 12

General Comments on the Service .................................................................................. 12

Question 17: Do you have any comments or suggestions on how we can improve the service? ........................................................................................................ 12
Response .......................................................................................................................... 12
Comments on Satisfaction ................................................................................................. 12
Improvements ................................................................................................................... 13

Conclusion ........................................................................................................................ 13
Home Library Service Survey Results and Analysis

Respondents Overview

Number of Respondents: 31

Demographics

Question 1: Which category below includes your age?

Response

The majority of responses were from older patrons. That is:

- 35.34% were 70 – 79 years
- 48.39% were 80+

It is useful to note that there were a number of responses from younger age groupings i.e. 9.68% 50 – 59 years, and 6.45% 60 – 69 years

[Answered by 31/31 respondents]

Comment

The above results are arguable typical of the clientele base of most home library services. However, there is growing societal awareness of the needs of younger people or those with a disability (especially those in care) and their need to receive services suitable to their age groupings or situation. The library’s home library service, although predominantly servicing the aged, should not limit itself to this segment of the community.

Question 2: How long have you been receiving the Home Library Service?

Response

Tenure range: from less than 12 months through to 30+ years, and one ‘since it first started’

[Answered by 31/31 respondents]

Comment

There was a good cross section of responses i.e. ranging from new users through to long-term users. This broad cross section of respondents will provide the library with a more holistic picture of service satisfaction etc.
Service Frequency

Question 3: How satisfied are you with the frequency of the current service?

Response

[Answered by 28/31 respondents]

Satisfaction levels with the service are very high i.e. over 89% of respondents indicated they were very satisfied. Of the remaining respondents 7.14% indicated they were somewhat satisfied and, 3.57% were somewhat dissatisfied.

Client Feedback

Comments regarding the service were predominantly positive. For example:

- Very satisfied with the amount of books and given time to read them with no rush
- I have found the service to be very, very good
- Janelle and team are always helpful, courteous and friendly

Critical comments entirely focused on the frequency of visitation i.e. running out of items ‘to read’ between deliveries, and a request for more frequent visits

Comment

The service is highly valued (both staff and books) and satisfies the majority of clients. Those who indicated less satisfaction with services had issues with service frequency. This could be addressed by increasing the number of items per delivery – rather than increasing the frequency of service.

Service Satisfaction

Question 4: How satisfied are you with the level of customer service you receive from Home Library staff?

Response

96% of respondents were ‘Very Satisfied’ with the level of customer service. 4% of respondents were somewhat satisfied with the level of customer service.

[Answered by 28/31 respondents]

Client Feedback

Indicative comments sample from clients:

- They’re great
- Part of family - attention
- Always delivered at the same time by very pleasant staff
• I find the staff at the library (when ordering books) very helpful and the girls delivering the books helpful and pleasant

Comment

The high satisfaction levels expressed by respondents about the library’s customer service reinforce the importance, and role such a service has in connecting or reconnecting the house or institutionally bound to their community.

Service Importance

Question 5: How important is the home library service to you?

Response

The Home Library Service was rated as being ‘Very Important’ by 94% of respondents, with 6% rating it as being ‘Important’

[Answered by 31/31 respondents]

Client Feedback

Comments regarding the importance of the service were entirely positive. For example:

- Could not exist without the library service
- As I can’t get out and about this service is invaluable
- It helps me cope
- I could not have library books if it was not for the great service that I get. And I love to read

Comment

It is obvious from the comments provided by respondents that the Home Library Service not only satisfies reading needs, but importantly helps those who are housebound cope and remain socially connected (a good social wellbeing initiative).

Service Awareness

Question 6: Are you aware that you can change your choice of items at anytime by either talking to the delivery person or phoning the library?

Response

93% of respondents were aware they could change their choice of items at anytime by talking to the delivery person or by contacting the library. The remaining 7% were not aware of this.

[Answered by 29/31 respondents]
Client Feedback

There were no relevant comments provided.

Comment

Despite a commendable high level of client service awareness, it still would be useful for delivery staff to regularly reinforce the message that clients can provide feedback on their needs at anytime i.e. be active in seeking client feedback.

Satisfaction With Selection

Question 7: How satisfied are you with the materials selected for you?

Response

A majority of respondents were ‘Very Satisfied’ (approximately 76%) with the selection of material they received. Approximately 21% were ‘Somewhat Satisfied’ and 3% ‘Somewhat Dissatisfied’.

[Answered by 29/31 respondents]

Client Feedback

Client feedback provided some suggestions of improving selection choice e.g.

- No fairy stories or aliens
- I’d like more female writers, with more family entertainment
- Not keen on thick books. Hard to hold and heavy and sometimes I lose interest in the story
  While other respondents provided more general feedback on service satisfaction i.e.
- I could not choose better books myself
- Reliable and on time (usually)
- Janelle does a wonderful job in her selection of books for me. Very pleased with the service
- Very, very satisfied

Comment

Despite a high level of client satisfaction with selection, it still would be useful for delivery staff to regularly reinforce the message that clients can provide selection input, and ‘reviews’ of what they’ve received via the service at anytime i.e. be active in seeking client feedback.

Online / Internet Access

Question 8: Are you able to access the library’s website i.e. via the Internet?

Only 20 responses were received to this question.

Response

An overwhelming majority of clients (80%) are not able to access the library’s website or weren’t
aware of it.

20% of respondents have accessed or are able to access the library’s website.

[Answered by 20/31 respondents]

Client Feedback

Client feedback was minimal i.e. only three response:

- *Did not know I could, will do so now*
- *Through my husband*
- *I haven’t tried but will try by the next delivery*

Comment

Clients would have to understand the relevance of accessing the library’s website e.g. to review the catalogue for selection purposes. Digital literacy and the site’s accessibility e.g. for the print handicapped, would impact on their ability or willingness to access. Staff assistance in this regard would be paramount e.g. accessing the site with clients via a smart tablet. Also, the level of actual Internet access is unclear from the responses.

Question 9: When I’m online I use

Only 7 responses (approximately 23% of survey respondents) were received to this question

Response

A majority of respondents used a computer or laptop for online access.

[Answered by 7/31 respondents]

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
<th>No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>A computer or laptop</td>
<td>85.71%</td>
<td>6</td>
</tr>
<tr>
<td>A smartphone e.g. Blackberry, iPhone, Galaxy</td>
<td>14.29%</td>
<td>1</td>
</tr>
<tr>
<td>An iPad or other tablet</td>
<td>14.29%</td>
<td>1</td>
</tr>
<tr>
<td>A eReader (please specify which one e.g. Kobo, Kindle in the comments box)</td>
<td>0.00%</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total Respondents:</strong> 7</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Comment

Given the small number of respondents i.e. 7 out of 31, it is assumed that the majority of clients don’t ‘go online’, or in the case of the single comment received, access online is carried out on their behalf e.g. “My husband uses”
Question 10: How satisfied are you with the library’s website?

Response

Only 2 responses were received to this question, both indicating they were 'Very Satisfied'.

Comment

Web/Internet access is either unavailable or not a priority of Home Library Service clients. Client comments received indicated they either did not use it or had another member of the family that could.

Question 11: Do you use social media to stay in touch?

Only 7 responses were received to this question

Response

A majority of the seven respondents (71% / 5 respondents) indicated they did use social media. The remaining respondents (29% / 2 respondents) did not use social media. It is assumed that those that skipped this question (77% of survey respondents) also did not use social media.

[Answered by 7/31 respondents]

Question 12: Which social media do you use?

Only 5 responses were received to this question

Response

Amongst the very small respondent group, text messaging was the most popular form of daily social communication, followed by YouTube. Most respondents, regularly used Skype and Facebook services (Twitter not at all). Respondents left no additional comments on social media use.

[Answered by 5/31 respondents]

Comment

The predominant use of text messaging and Skype by a small number of respondents indicates that inter-personal communication was their main use. From this very small sample it may be assumed that text messaging would be an acceptable form of communication e.g. to notify time of delivery, or delivery time changes for some clients. It is doubtful however that this type of service would suit or be appropriate for the majority of clients. Assumedly this will change in the future e.g. as more baby boomers reach a stage of needing Home Library assistance.
**Question 13: What devices do you use to access social media?**

Only 6 responses were received to this question.

**Response**

A majority of respondents used a computer or laptop to access social media (approximately 67% / 4 respondents). The balance (33% / 2 respondents) was split equally between smart phone and tablet access.

[Answered by 6/31 respondents]

**Comment**

The sample is too small to be meaningful, however it is assumed that those Home Library Service Clients that do have Internet access are more likely to use a computer of laptop.

**Question 14: Use the following online resources**

Only 6 responses were received to this question.

**Response**

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
<th>No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Library catalogue</td>
<td>33.33%</td>
<td>2</td>
</tr>
<tr>
<td>My library membership account</td>
<td>16.67%</td>
<td>1</td>
</tr>
<tr>
<td>Library web pages promoting services</td>
<td>16.67%</td>
<td>1</td>
</tr>
<tr>
<td>eBooks</td>
<td>33.33%</td>
<td>2</td>
</tr>
<tr>
<td>Databases such as Ancestry.com</td>
<td>16.67%</td>
<td>1</td>
</tr>
<tr>
<td>Online computer training</td>
<td>0.00%</td>
<td>0</td>
</tr>
<tr>
<td>Freegal (free music downloads)</td>
<td>16.67%</td>
<td>1</td>
</tr>
<tr>
<td>I don’t use online resources</td>
<td>66.67%</td>
<td>4</td>
</tr>
</tbody>
</table>

**Total Respondents: 6**

[Answered by 6/31 respondents]

**Comment**

There is minimal use of library services online by Home Library Service clientele i.e. the majority appear to not use or be able to use eServices. This may change over time e.g. as more baby boomers reach a stage of needing Home Library Services.

**Format Options**

**Question 15: These are the kinds of material you can borrow. Please indicate if you are interested in any of these formats.**

Format choices provided were:

- Ordinary print
- Large print
- Audio books
Response

A majority of respondents (95%) indicated a preference for large print, closely followed by ordinary print (86%). Of the remaining format choices DVDs and audio books were the most popular formats. It is interesting to note the low level of interest in eBooks amongst the respondent group. It can be assumed that this will change overtime as more material comes online in eFormat only (books, audio and video).

[Answered by 27/31 respondents]
The library needs to prepare for these changes and consider running pilot eMaterial programs with a home library test group, and the lending of devices to access these services.

**Service Delivery**

**Question 16:** If you are not home when the delivery is made is there a prearranged area to leave materials?

**Response**

Most respondents were aware (83%) that they could provide prearranged options for delivery of material e.g. leave by back door, when they were not home or available. A small but important number (17%) of respondents were not aware of being able to make these arrangements. Respondent comments were mainly from those who understood they could make alternative delivery arrangements.

[Answered by 29/31 respondents]

**Comment**

It would be useful for delivery staff to regularly reinforce the message that clients can provide / make alternative delivery arrangements. Staff should actively seek and document this information from each client and also occasionally review with clients to 1) remind them of the option, and 2) check arrangements are still relevant.

**General Comments on the Service**

**Question 17:** Do you have any comments or suggestions on how we can improve the service?

**Response**

Responses can be broken up into two main groups i.e. comments regarding satisfaction with the service, and suggestions for improvement:

**Comments on Satisfaction**

- The service is very good
- I am very satisfied with this service
- No, happy with the service as is
- I am completing this form for my mother who is in her 90s and reading has put a lot of interest in her life
- I am VERY happy with the service
- Excellent
- I am very satisfied with the service and appreciate the choice and delivery
- I think it is a great service. I am happy with everything
- Satisfied

[Answered by 16/31 respondents]
**Improvements**

- More frequent deliveries
- More books or more regular delivery
- A little bit more often

**Conclusion**

Overall users of this service are very satisfied with the quality of service, the materials selected on their behalf, and the library staff who deliver the service. Any dissatisfaction with the service is largely due to the frequency of delivery i.e. not frequent enough, and on occasion the quality of material selected. This could be addressed by increasing the number of items provided each delivery, rather than by increasing the frequency of visits. Home Library staff should address dissatisfaction with the choice of material selected via regular ‘check in’ (needs assessment) with each client.

The ownership and use of technology and Internet amongst this client group is very low and basic. This is likely to change more noticeably as more tech savvy target groups age, and if the Home Library Service starts to target different demographics e.g. younger people and/or people with disability issues. There is an opportunity for the library to be proactive in this regard, and in the piloting and introduction of eServices (as an access option) to current and future clients.