



Waitakere City Council
Te Taiao o Waitakere

Library Survey

February / March 2008

Provided for

Waitakere City Council

Conducted by



Survey title	Library Services 2008
Sponsor(s)	<ul style="list-style-type: none"> • Survey commissioned by Library & Information Services, Waitakere City Council
Main objective(s)	<ul style="list-style-type: none"> • To see how often and which Waitakere libraries residents visit • To find out what residents value most about the library services provided • To see what, if any, barriers there are for visiting / using libraries • To ascertain the numbers aware of / using learning centres • To find out if residents knew about the mobile library and/or its schedule and if it would be an asset at events
Key findings / results	<p>Much of the information for this survey was gathered from mobile library bus users in the Jan to April 08 timeframe.</p> <p>Findings included:</p> <ul style="list-style-type: none"> • When asked “what would make it easier for you to use the library or a learning centre”, 34% selected “none of these”, 30% selected “Longer opening hours” and 23% selected “a library that was closer to your home” • Mobile library bus service may have been extended as a result of the survey, although the service won’t change or be upgraded at this stage • High awareness of the service reflects the buy-in the service has. The 08 survey found the majority of respondents (51%) were “aware of the mobile library”, with a further 14% selecting “I know how to find out when it’s coming to a suburb near me” • Survey recognised that the bus is the biggest advertising vehicle for council and its libraries and is well utilised. Service recognition was acknowledged, with 96% knowing about it and 40-60% of respondents using its services regularly. • Survey reflects that 40-60% perceive the service positively



Project Summary

Library Survey

Project Date

Interviews completed February / March 2008
(6, 7, 12, 13, 16, 17, 18, 20, 27 February and 16, 29 & 20 March 2008)

Questionnaire

As per questionnaire authorised by Waitakere District Council

Sample

Total of 222 Valid Responses

Methodology

Face-to-face interviews carried out via a touch screen tablet system utilising TouchPoll™ software. Respondents were handed the tablet and completed the interview at their own pace or were assisted with completion by TouchPoll interviewing staff. Visitors could also complete the survey via the Counter-top system located within the mobile library bus.

Results & Analysis

This report contains key findings along with gross results.
Raw data provided separately via excel spreadsheet.

Miscellaneous

All information is said to be “from those surveyed”, and represents only the above-described sample. TouchPoll, Inc. or its subsidiaries is not responsible for damages or liability as a direct or indirect result of misinterpretation of data by the client.

Contact TouchPoll Auckland with questions regarding the survey project and/or results.

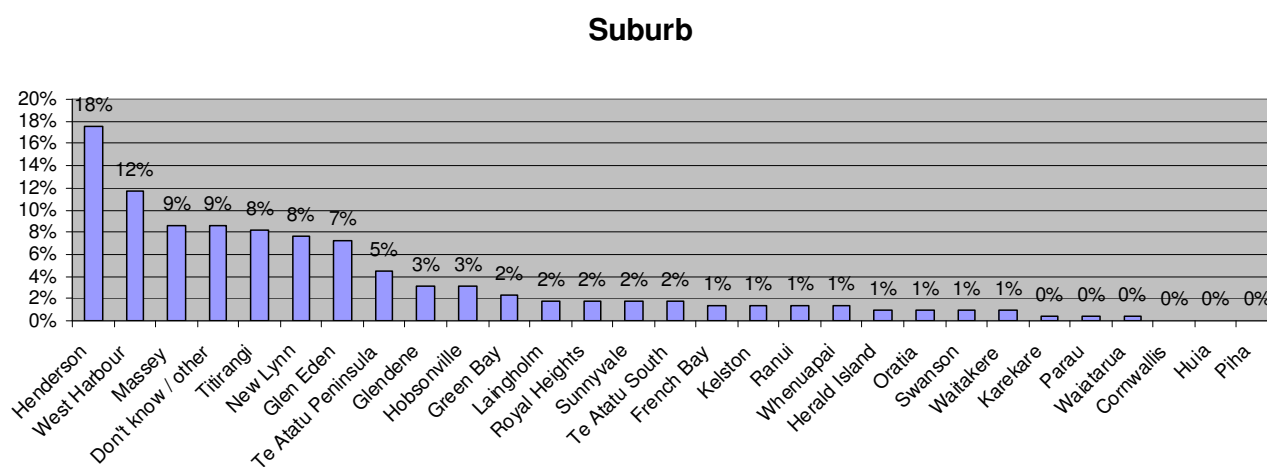
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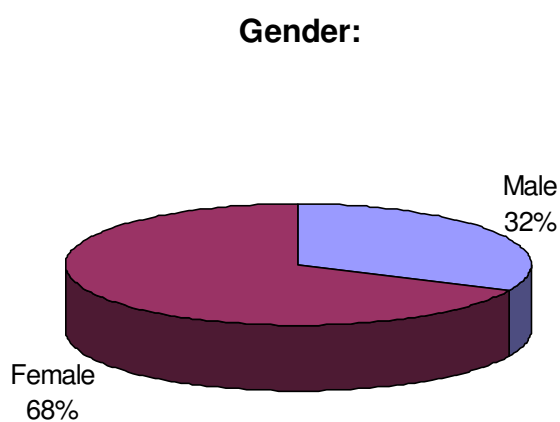
Key Findings

Demographics:

- The survey captured responses from across most suburbs throughout Waitakere City, particularly from “Henderson” (18%), followed by “West Harbour” (12%) then “Massey” (9%).

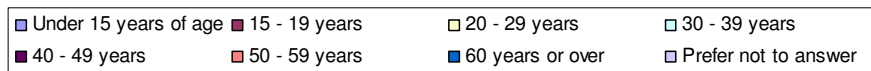
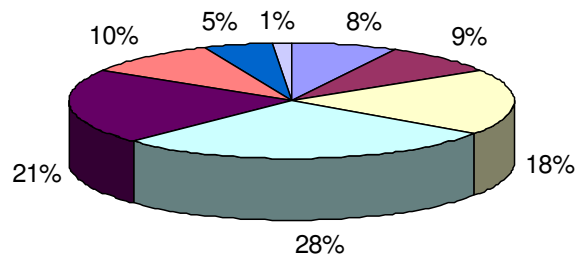


- More “females” completed the survey (68%) versus “males” (32%).



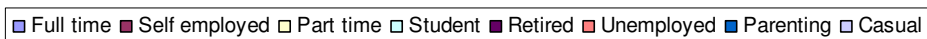
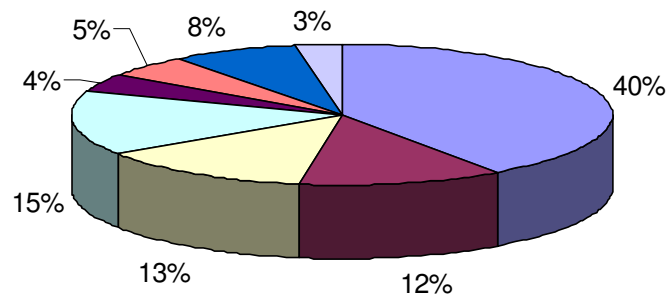
- The majority of respondents completing the survey were aged between “30 and 49 years” of age (28%), followed by “40 – 49 years” (21%) then “20 – 29 years” (18%).

Age Group:



- A large proportion of respondents completing the survey (multi-select) were in “full time employment” (40%) followed by “Student” (15%) & “Part time” (13%) then “Self employed” (12%).

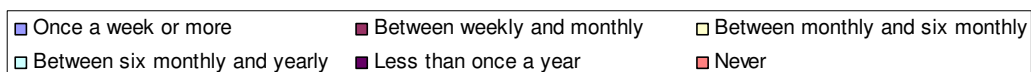
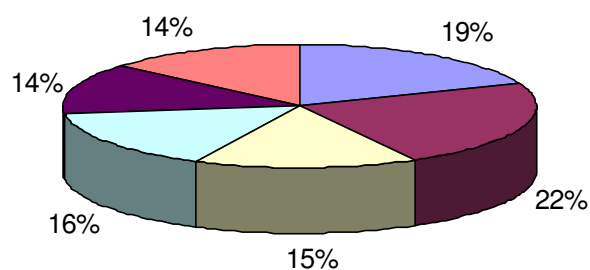
What is your primary employment status? (Multi-select)



Key Findings:

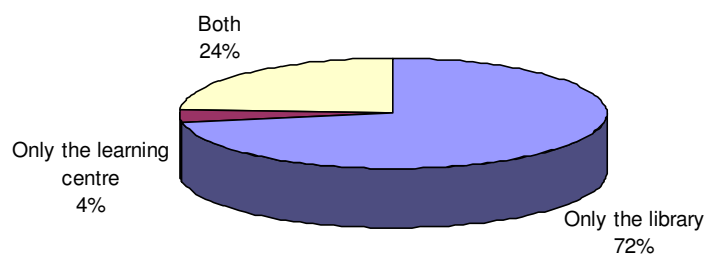
- There was a varied response based on frequency of visiting a library or learning centre. However 22% selected they visit “between weekly and monthly”, 19% selected “once a week or more” and 16% “between six monthly and yearly”. 14% of respondents selected they “never” visit a library or learning centre (n=30).

How often do you visit a library or learning centre?



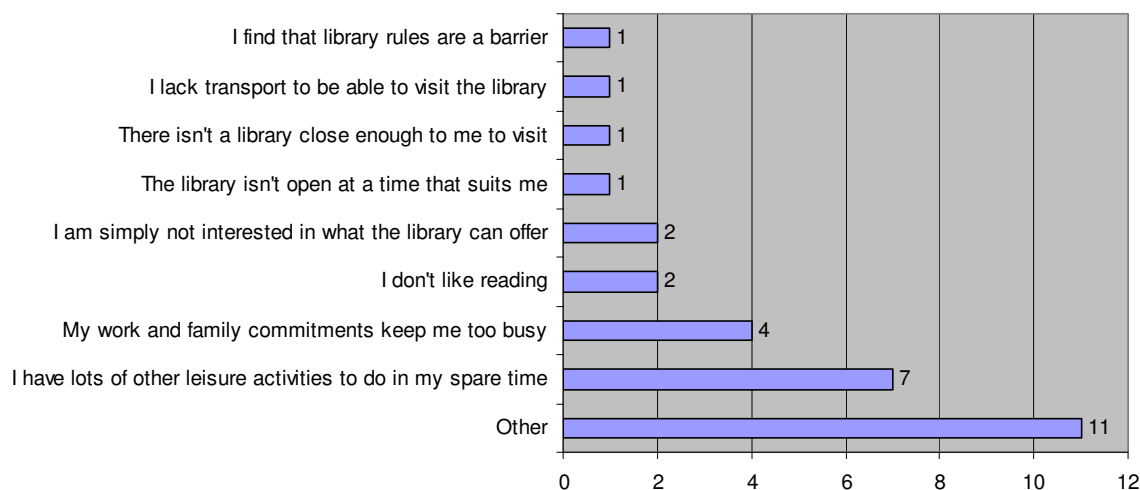
- For library users (n=192) that majority “only visit the library” (72%).

Do you visit to use:



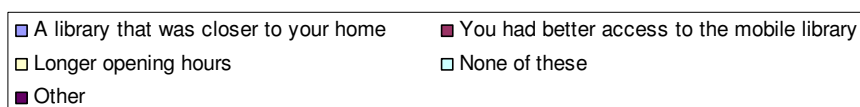
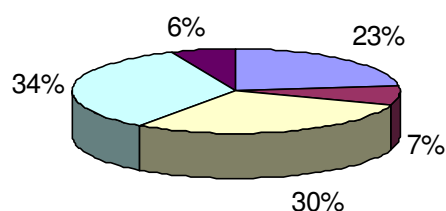
- For non library users (n=30), the main reason for not visiting a library or learning centre was “Other” (n=11), followed by “I have lots of other leisure activities to do in my spare time” (n=7), then “my work and family commitments keep me too busy” (n=4).
- Other reasons given were “internet” (n=3), “PC at home” (n=1),

Main reason for not using the library?



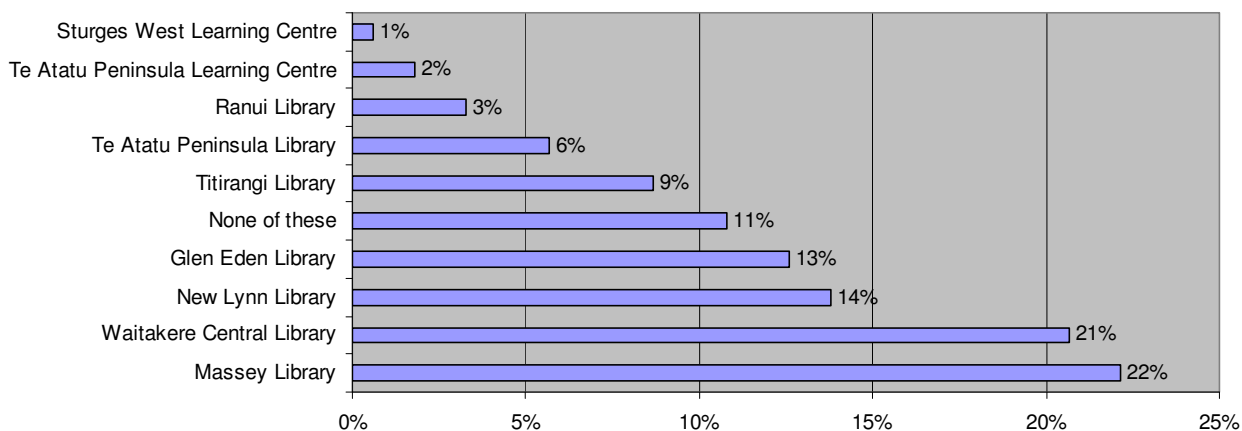
- When asked “what would make it easier for you to use the library or a learning centre”, 34% selected “none of these”, 30% selected “Longer opening hours” and 23% selected “a library that was closer to your home”

What would make it easier for you to use the library or a learning centre?



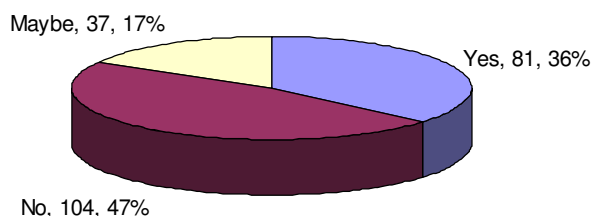
- The most frequently visited library (multi-select) was “Massey” (22%) followed closely by “Waitakere Central Library” (21%) then “New Lynn Library (14%).

Which libraries or learning centres do you visit? (Multi-select)



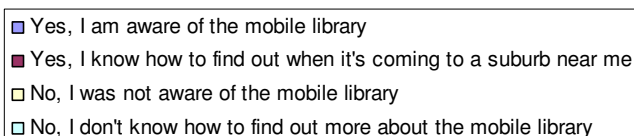
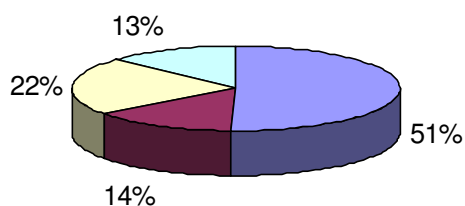
- When respondents were asked if they found it a useful service having the library at an event they are attending, 47% selected “No”, 36% selected “Yes” and 17% selected “Maybe”.

Do you find it a useful service having the library at an event you're attending today?



- The majority of respondents (51%) were “aware of the mobile library”, with a further 14% selecting “I know how to find out when it’s coming to a suburb near me”. A further 22% selected they were “not aware of the mobile library” and 13% “don’t know how to find out more about the mobile library”.

Are you familiar with (or 'aware of') the mobile library? Do you know how to find out when it's coming to a suburb near you? (Multi-select)



Results Summary

Gross Results Report

Q1: Now a few questions regarding libraries / learning centres. How OFTEN do you visit a library or a learning centre?

Answers	Responses	Selection Percentage
Once a week or more	42	18.92%
Between weekly and monthly	51	22.97%
Between monthly and six monthly	34	15.32%
Between six monthly and yearly	35	15.77%
Less than once a year	30	13.51%
Never (Go to Q3)	30	13.51%
Valid Respondents: 222.0	Total Responses: 222	100.00%

Q2: Do you visit to use:

Answers	Responses	Selection Percentage
Only the library	139	72.40%
Only the learning centre	7	3.65%
Both	46	23.96%
Valid Respondents: 192.0	Total Responses: 192	100.00%

Q3: What is the MAIN reason for you not using the library?

Answers	Responses	Selection Percentage
The library isn't open at a time that suits me	1	3.33%
There isn't a library close enough to me to visit	1	3.33%
I lack transport to be able to visit the library	1	3.33%
I don't like reading	2	6.67%
I am simply not interested in what the library can offer	2	6.67%
I have lots of other leisure activities to do in my spare time	7	23.33%
My work and family commitments keep me too busy	4	13.33%
I find that library rules are a barrier	1	3.33%
Other (Go to Q4)	11	36.67%
Valid Respondents: 30.0	Total Responses: 30	100.00%

Q4: Please enter OTHER reason(s) why you don't use the library:

NOT SURE
INTERNET X 2, INTERNET IS EASIER X 1
MUST JOIN
PC @ HOME
I WORK IN AUCKLAND CITY LIBRARIES

Q5: If you were asked "what would make it easier for you to use the library or a learning centre" - would you choose:

Answers	Responses	Selection Percentage
A library that was closer to your home	51	22.97%
You had better access to the mobile library	16	7.21%
Longer opening hours	66	29.73%
None of these	75	33.78%
Other (Go to Q6)	14	6.31%
Valid Respondents: 222.0	Total Responses: 222	100.00%

Q6: Please enter what would make it easier for you to use the library or a learning centre:

PARKING
BOOKS THAT DIDNT TELL LIES ABOUT NZ HISTORY
"MORE BOOKS ESPECIALLY MORE 'ALTERNATIVE' PARENTING LITERATURE, HEALTH AND FOOD"
"TWINS THAT DIDN,T RIP BOOKS"
GOOD COMPUTERS
SOME MORE HELP FOR FINDING BOOKS
PLAYSTAION
LOOK COOL

Q7: Which libraries or learning centres do you visit? Multi-Select

Answers	Responses	Respondent Percentage	Selection Percentage
Glen Eden Library	42	18.92%	12.57%
New Lynn Library	46	20.72%	13.77%
Massey Library	74	33.33%	22.16%
Sturges West Learning Centre	2	.90%	.60%
Te Atatu Peninsula Library	19	8.56%	5.69%
Te Atatu Peninsula Learning Centre	6	2.70%	1.80%
Waitakere Central Library	69	31.08%	20.66%
Titirangi Library	29	13.06%	8.68%
Ranui Library	11	4.95%	3.29%
None of these	36	16.22%	10.78%
Valid Respondents: 222.0	Total Responses: 334	(May add up to more than 100%)	100.00%

Q8: Do you find it a useful service having the library at an event you're attending today?

Answers	Responses	Selection Percentage
Yes	81	36.49%
No	104	46.85%
Maybe	37	16.67%
Valid Respondents: 222.0	Total Responses: 222	100.00%

Q9: Are you familiar with (or 'aware of') the mobile library? Do you know how to find out when it's coming to a suburb near you? Multi-Select

Answers	Responses	Respondent Percentage	Selection Percentage
Yes, I am aware of the mobile library	129	58.11%	50.59%
Yes, I know how to find out when it's coming to a suburb near me	36	16.22%	14.12%
No, I was not aware of the mobile library	57	25.68%	22.35%
No, I don't know how to find out more about the mobile library	33	14.86%	12.94%
Valid Respondents: 222.0	Total Responses: 255	(May add up to more than 100%)	100.00%

Q10: Would you use the mobile service more regularly if it was available more often on weekends?

Answers	Responses	Selection Percentage
Yes	70	31.53%
No	104	46.85%
Not sure	48	21.62%
Valid Respondents: 222.0	Total Responses: 222	100.00%

Q11: Please select your GENDER:

Answers	Responses	Selection Percentage
Male	71	31.98%
Female	151	68.02%
Valid Respondents: 222.0	Total Responses: 222	100.00%

Q12: Please select the letter for the area within Waitakere that you live in or closest to (e.g. H for Henderson).

Answers	Responses	Selection Percentage
A – N (Go to Q13)	135	60.81%
O – Z (Go to Q14)	87	39.19%
Valid Respondents: 222.0	Total Responses: 222	100.00%

Q13: Which area or SUBURB of Waitakere do you live in or closest to?

Answers	Responses	Selection Percentage
Cornwallis	0	.00%
French Bay	3	2.22%
Glen Eden	16	11.85%
Glendene	7	5.19%
Green Bay	5	3.70%
Henderson	39	28.89%
Herald Island	2	1.48%
Hobsonville	7	5.19%
Huia	0	.00%
Karekare	1	.74%
Kelston	3	2.22%
Laingholm	4	2.96%
Massey	19	14.07%
New Lynn	17	12.59%
Don't know / other	12	8.89%
Valid Respondents: 135.0	Total Responses: 135	100.00%

Q14: Which area or SUBURB of Waitakere do you live in or closest to?

Answers	Responses	Selection Percentage
Oratia	2	2.30%
Parau	1	1.15%
Piha	0	.00%
Ranui	3	3.45%
Royal Heights	4	4.60%
Sunnyvale	4	4.60%
Swanson	2	2.30%
Te Atatu Peninsula	10	11.49%
Te Atatu South	4	4.60%
Titirangi	18	20.69%
Waiatarua	1	1.15%
Waitakere	2	2.30%
West Harbour	26	29.89%
Whenuapai	3	3.45%
Don't know / other	7	8.05%
Valid Respondents: 87.0	Total Responses: 87	100.00%

Q15: Please select your AGE GROUP:

Answers	Responses	Selection Percentage
Under 15 years of age	17	7.66%
15 - 19 years	19	8.56%
20 - 29 years	41	18.47%
30 - 39 years	62	27.93%
40 - 49 years	47	21.17%
50 - 59 years	22	9.91%
60 years or over	11	4.95%
Prefer not to answer	3	1.35%
Valid Respondents: 222.0	Total Responses: 222	100.00%

Q16: What is your primary employment status? Multi-Select

Answers	Responses	Respondent Percentage	Selection Percentage
Full time	101	45.50%	40.40%
Self employed	30	13.51%	12.00%
Part time	33	14.86%	13.20%
Student	37	16.67%	14.80%
Retired	11	4.95%	4.40%
Unemployed	12	5.41%	4.80%
Parenting	19	8.56%	7.60%
Casual	7	3.15%	2.80%
Valid Respondents: 222.0	Total Responses: 250	(May add up to more than 100%)	100.00%