

IPSWICH LIBRARIES SURVEY REPORT

2021/2022



ipswichlibraries.com.au



**IPSWICH
LIBRARIES**

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June 2022
Ipswich Libraries and Customer Services Branch
Community, Cultural and Economic Development Department

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BACKGROUND AND PURPOSE

Each year Ipswich Libraries undertakes community consultation to help identify how we can improve our services to the Ipswich community. Due to ongoing COVID-19 restrictions the community consultation method used in 2021/2022 was an online approach. An anonymous survey was conducted by Library Services from Friday 13 May to Tuesday 21 June 2022

via electronic direct mail to Ipswich Libraries database supported with a Facebook campaign to capture non-library members.

The purpose of this report is to communicate the key responses and findings from the 2021/2022 Ipswich Libraries Survey.

2021/2022 IPSWICH LIBRARIES SURVEY

Survey questions were drafted to align with past library surveys, with 19 questions designed to ascertain what kinds of services are needed at the libraries (refer to Appendix A).

A total of **1,512** people completed the survey, of which 8.7% (122 people) had either never visited a library or had not visited a library in over two years.



¹ Based on a total population of 234,614 based on figures from QGSO and ABS.

IPSWICH LIBRARIES DELIVERS INCREASED CUSTOMER SATISFACTION

Feedback from the 2021/2022 survey indicates customer satisfaction for the services we provide has increased 9% from last year, to 98.4% overall satisfaction. There has also been an overall increase of 15% in the perceived importance of the services we offer.

98.4%

agree the
Library provides
a satisfactory
service
(up from 92%)

60%
increase

in younger
demographics
(20-49 yrs)

27%
increase

Karalee Library
Pod is an
increasingly
important service

99.2%

SmartLockers
satisfaction rating
(an increase of 27%)

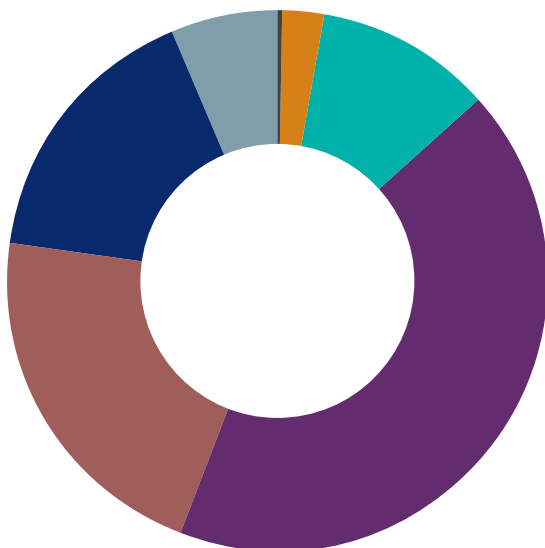


*Comments from 2021/2022 Library Survey participants.

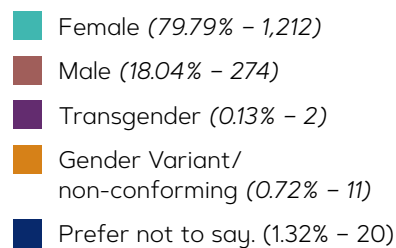
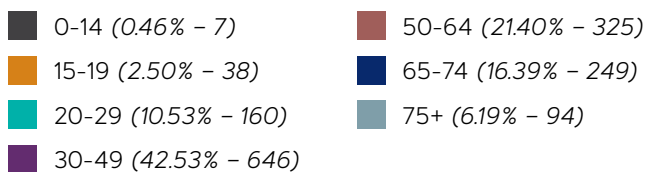
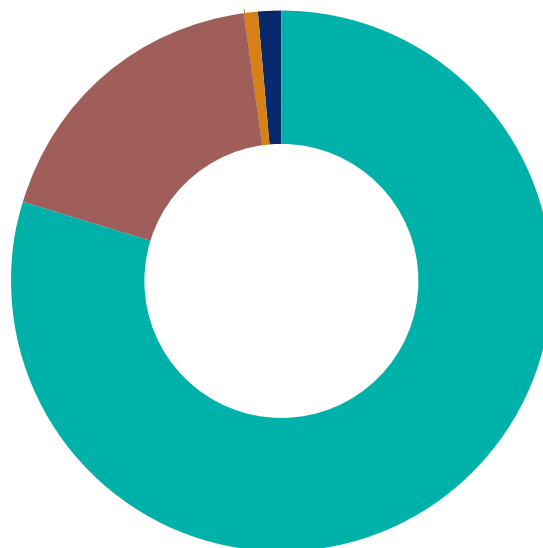
DEMOGRAPHICS

The breakdown of participants across age, gender, and cultural backgrounds is presented in the graphs below. The majority of participants, 80%, identified as female. 43% were aged between 30 and 49 years, an increase of 10%, while 21%, were aged between 50 and 64 years. 73% identified as Australian.

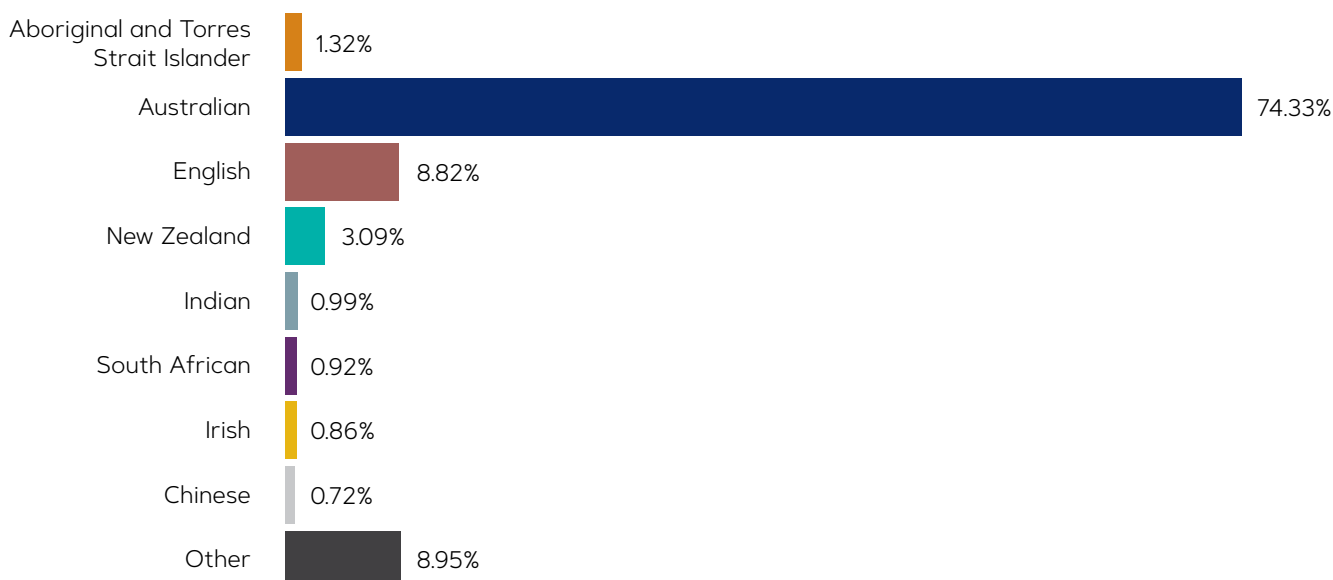
Age brackets



Gender



Cultural background





RESPONSES TO KEY QUESTIONS

The following section outlines the responses to the key questions.

Locations: Which Libraries do people use?

Participants were first asked to indicate if they visit a library or libraries, which do you visit. A summary of the 1,517 responses are to the right.

Motivations: Why do you visit the Library?

Question 5 asked, 'Why do you visit the library?' Borrowing and returning from the libraries collection was the most common reason for visiting the library. The next most popular reason was attending library programs and events, followed by browsing the collection.

TOTAL RESPONSES Libraries most visited

876

Ipswich Central Library

503

Springfield Central Library

496

Ipswich Children's Library

143

Redbank Plaza Library

134

Rosewood Library

126

Karalee Library Pod

93

Redbank Plains Library

122

Online Virtual Branch

127

Brisbane Libraries

94

State Library of Queensland

65

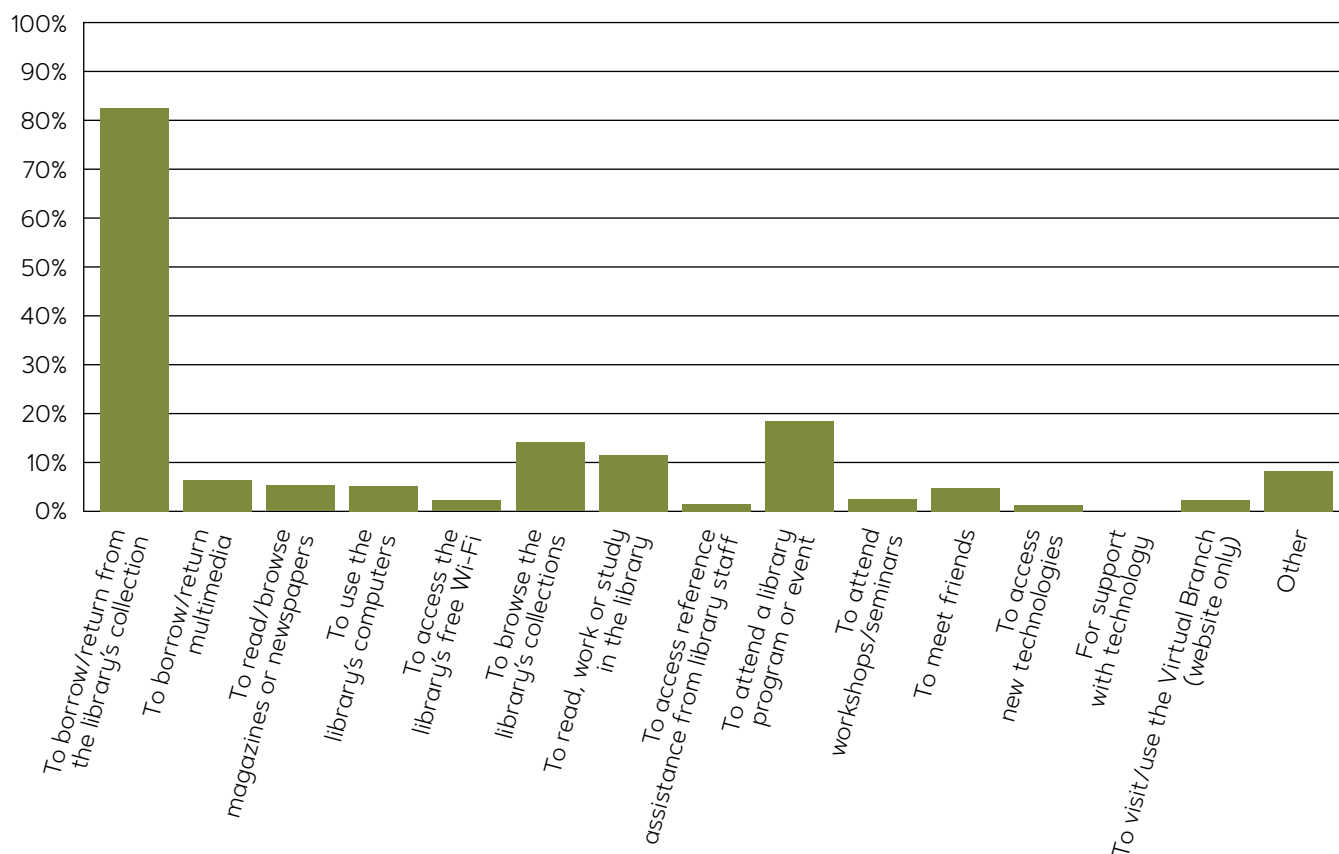
My University/TAFE Library

52

Others (incl) Toowoomba, Redlands, Boonah, Lockyer Valley, Somerset, Caboolture, Beaudesert

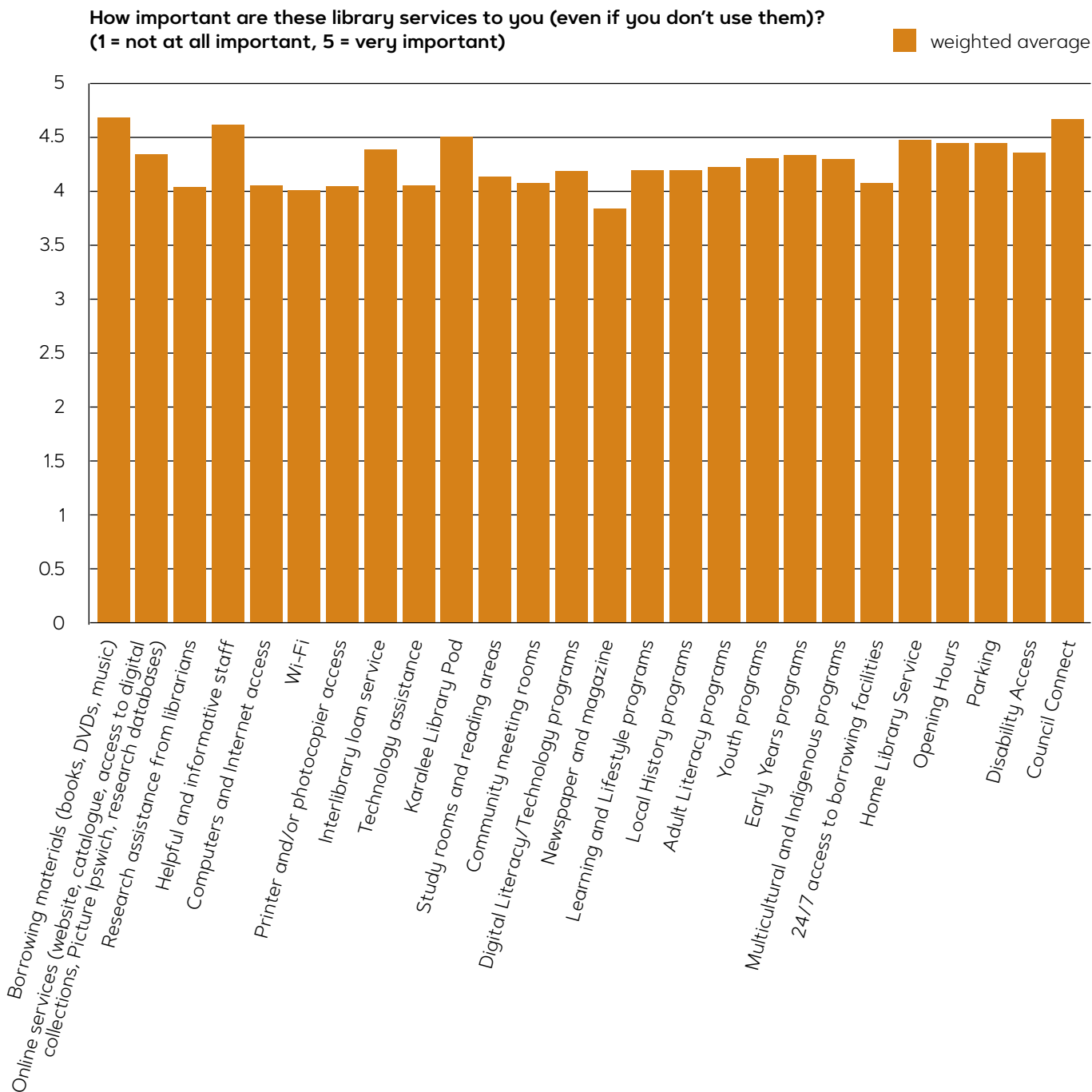
Why do you visit the library? (Please select your top 2 reasons)

■ responses



Library Services: How important are the services provided?

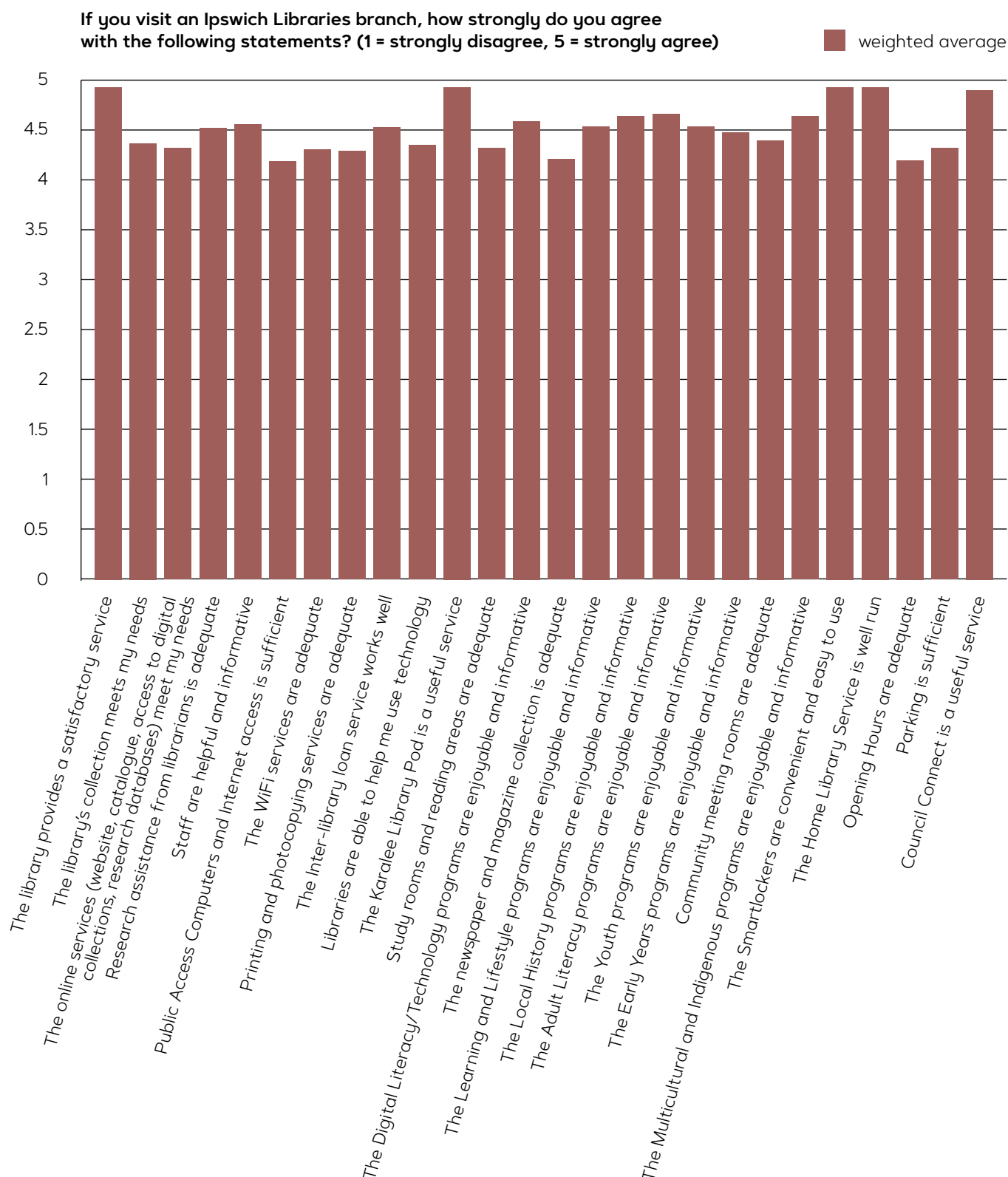
The service that had most significant increase in importance from the previous year was the Karalee Library Pod. Question 7 asked participants to indicate if they agreed or disagreed with statements about the importance of services provided by Ipswich Libraries. The following graph provides a numerical summary of the most important services. The weighted average across all responses sits at 4.26, up from 3.73 from the previous year, indicating respondents see the services libraries offer as increasingly important.



Library Resources: Are people happy with the services and facilities provided?

Despite ongoing interruption to normal services due to COVID-19, overall results reveal increased satisfied with services provided. Participants were asked in question 6 to indicate if they agreed or disagreed with statements about the adequate provision of services and facilities

provided by Ipswich Libraries. The following graph provides a numerical summary of the most valued services. The weighted average across all responses sits at 4.35, an increase of 9% on last year.







Barriers: What stops people from visiting Libraries, or visiting more often?

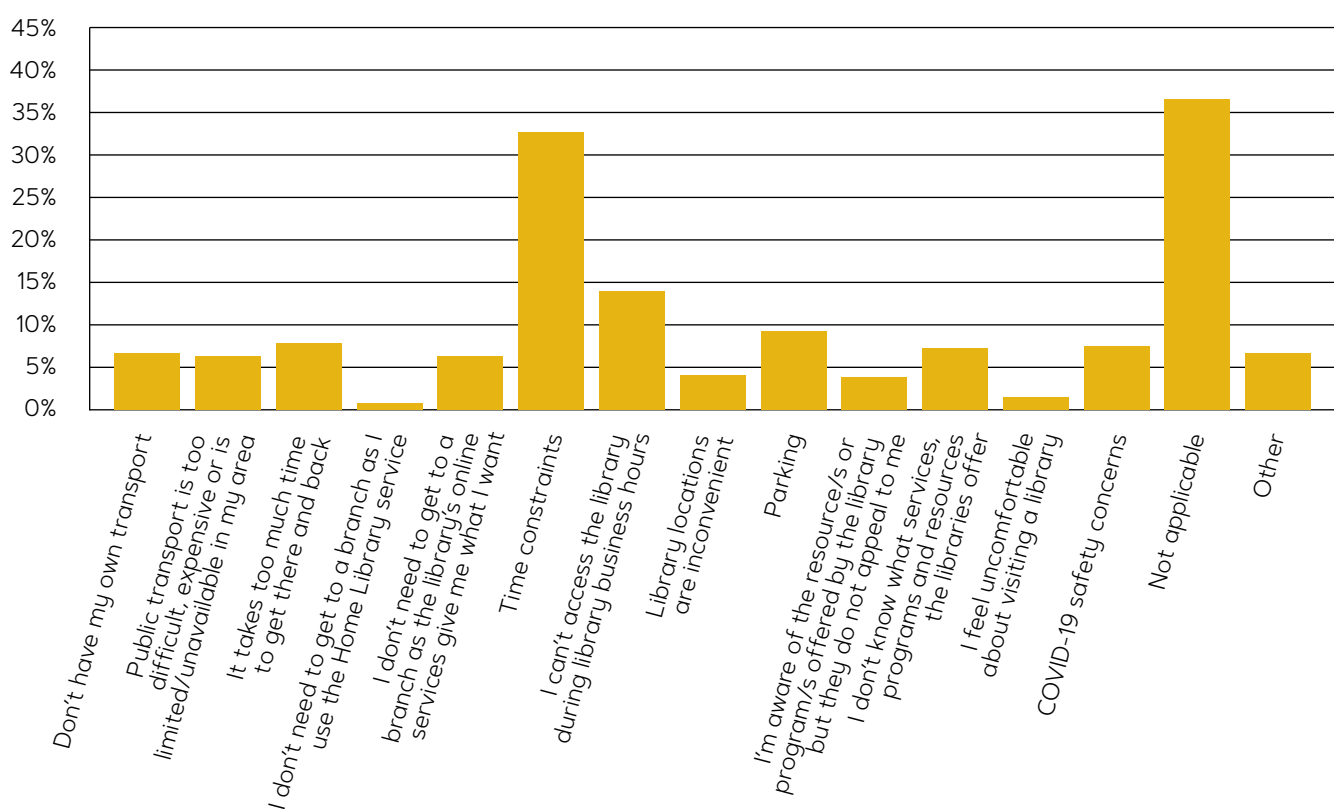
Question 8 asked participants to identify what restricted them from visiting. 32.54% selected time constraints, 14% hours of operation, and 9.17% parking. 'Other' common responses included a lack of available study and reading nooks, and children's programs booked out and offered at convenient times.

- **Opening hours:** Opening hours continued to be considered inadequate for contemporary society by many working families and students. Early closing hours on weekdays and weekends were seen as a significant deterrent to accessing the library, particularly given around a third of respondents indicated they experience time constraints.
- **Parking:** Overall 9.17% saw parking as an obstacle. Customers sometimes felt unsafe and found navigating car parks confusing.
- **Limited resources:** Insufficient or incomplete range of author series and access to meeting rooms and study booths was a concern for a number of participants. Others mentioned the lack of activities in the children's area at Springfield Central Library.
- **COVID-19:** 7.40% of respondents identified safety concerns relating to COVID-19.



Which, if any, of the following restrict you from visiting a library or visiting more often? (Select all that apply, if none apply, select 'Not Applicable')

■ responses



Most popular customer suggestions

■ Collection:

- larger collection of print books, including complete series: 7.2%
- larger collection of eBooks and eAudiobooks, including complete series: 3.9%
- change shelving from genre/categories to author (for fiction) and Dewey (for non-fiction): 2.8%
- more up-to-date books and new releases: 0.9%
- books and DVDs in languages other than English: 0.9%
- larger collection of classics and older books: 0.8%
- larger collection of graphic novels, comics and anime: 0.3%.

■ Branches:

- longer opening hours, especially on weekends: 8%
- more play options and activities for children of all ages at all branches (esp. Springfield): 5%
- more private reading nooks, reading chairs, study areas and study pods: 3.9%
- designated and enforced quiet study areas: 2.1%
- improved/free parking in Ipswich Central: 1.7%
- in-library café or hot beverage vending machines: 1.3%
- bring back mobile library: 1.3%
- better printing, photocopying and scanning services e.g. wireless, from/to devices, from email: 1%
- drop off area accessible by car for Ipswich Central (without going through carpark): 0.6%
- larger meeting rooms: 0.6%
- better outside lighting and security for when the library is open evenings/near lockers: 0.5%
- sheltered walkway from lifts to libraries for rainy days (Ipswich Central and Children's): 0.5%
- more library branches: 0.5%
- more chairs and comfier chairs for studying and reading: 0.5%
- add small adult fiction section into the Children's Library: 0.3%
- bring back Springfield lockers: 0.4%
- improved returns options (glitches with blades): 0.4%.

■ Programs:

- more events for children (incl. more story times) on a wider range of days: 3%
- more events and workshops (general): 1.8%
- more events for middle readers (7-12): 1.5%
- better advertising around events: 1.4%
- more events for babies, including First 5 Forever: 1.4%
- afternoon and weekend events for babies and children: 1.3%
- more events for teens and young adults: 1%
- more events at smaller branches: 0.6%
- more holiday events/ vacancies (book out too quickly): 0.5%
- bring back special guest evenings and pre-COVID events: 0.5%
- events or more information on how to use the library, lockers and online resources: 0.5%
- more author visits: 0.4%
- more virtual seminars/online events for adults and children: 0.4%
- more events for adults: 0.4%
- walk-in option for regular baby events (story time, books & blocks, rhyme time): 0.3%.

■ KPOD:

- more pods in other locations: 1.6%
- allow larger items to be collected: 0.8%
- bigger selection of books: 0.4%
- longer pick up time: 0.3%.

■ Other:

- better advertising for libraries (incl. on social media): 1%
- more qualified librarians available to assist with reference queries and personalised recommendations: 0.8%
- more staff available to answer the phones: 0.6%
- one-on-one tech meetings and help: 0.6%
- improved catalogue searching: 0.4%.



APPENDIX A: SURVEY

Ipswich Libraries is conducting its annual Libraries Survey to help identify where we can improve our services to the Ipswich community. We would value you taking approximately 10 minutes to fill out this survey before Monday 31 May.

The survey is anonymous, however you can provide your details if you would like to be kept up-to-date about activities at Ipswich Libraries, receive the results of this survey, and to go into the draw to win one of eight \$50 Coles gift vouchers (please review the terms and conditions at the end of this survey). If you choose to provide your name and contact details, they will be kept confidential and in accordance with the *Information Privacy Act 2009*. You will not be personally identifiable in any reports that come out of this project.

If you have any questions regarding this survey, please contact Ipswich Libraries General Enquiries by phone: (07) 3810 6815 or email: libinfo@ipswich.qld.gov.au.

1. In a typical year, how often do you visit a library in person?

- | | |
|------------------------------------|--|
| <input type="checkbox"/> Daily | <input type="checkbox"/> Yearly |
| <input type="checkbox"/> Weekly | <input type="checkbox"/> Rarely, I haven't visited in over two years |
| <input type="checkbox"/> Monthly | <input type="checkbox"/> Never |
| <input type="checkbox"/> Quarterly | |

2. Do you know where your closest library is?

- ☐ Yes ☐ No ☐ Unsure

3. What services could we offer that would interest you?

4. What libraries do you visit?

- | | |
|--|---|
| <input type="checkbox"/> Ipswich Central Library | <input type="checkbox"/> More than one Ipswich Library Branch regularly |
| <input type="checkbox"/> Ipswich Children's Library | <input type="checkbox"/> My university/TAFE library |
| <input type="checkbox"/> Redbank Plaza Library | <input type="checkbox"/> My school library |
| <input type="checkbox"/> Redbank Plains Library | <input type="checkbox"/> Brisbane Libraries |
| <input type="checkbox"/> Springfield Central Library | <input type="checkbox"/> Gold Coast Libraries |
| <input type="checkbox"/> Rosewood Library | <input type="checkbox"/> Logan Libraries |
| <input type="checkbox"/> Ipswich Library Virtual Branch (website only) | <input type="checkbox"/> Qld State Library |
| <input type="checkbox"/> Karalee Library Pod | <input type="checkbox"/> Other (please specify) |

5. Of these Libraries, which do you visit most frequently? *Please select the one library you visit most frequently*

- | | |
|--|---|
| <input type="checkbox"/> Ipswich Central Library | <input type="checkbox"/> More than one Ipswich Library Branch regularly |
| <input type="checkbox"/> Ipswich Children's Library | <input type="checkbox"/> My university/TAFE library |
| <input type="checkbox"/> Redbank Plaza Library | <input type="checkbox"/> My school library |
| <input type="checkbox"/> Redbank Plains Library | <input type="checkbox"/> Brisbane Libraries |
| <input type="checkbox"/> Springfield Central Library | <input type="checkbox"/> Gold Coast Libraries |
| <input type="checkbox"/> Rosewood Library | <input type="checkbox"/> Logan Libraries |
| <input type="checkbox"/> Ipswich Library Virtual Branch (website only) | <input type="checkbox"/> Qld State Library |
| <input type="checkbox"/> Karalee Library Pod | <input type="checkbox"/> Other (please specify) |

6. Why do you visit the library? Please select your top two (2) reasons.

- | | |
|--|---|
| <input type="checkbox"/> To borrow/return from the library's collection | <input type="checkbox"/> To attend a library program or event |
| <input type="checkbox"/> To borrow/return multimedia | <input type="checkbox"/> To attend workshops/seminars |
| <input type="checkbox"/> To read/browse magazines or newspapers | <input type="checkbox"/> To meet friends |
| <input type="checkbox"/> To use the library's computers | <input type="checkbox"/> To access new technologies |
| <input type="checkbox"/> To access the library's free Wi-Fi | <input type="checkbox"/> For support with technology |
| <input type="checkbox"/> To browse the library's collections | <input type="checkbox"/> To visit/use the Virtual Branch (website only) |
| <input type="checkbox"/> To read, work or study | <input type="checkbox"/> Other (please specify) |
| <input type="checkbox"/> To access reference assistance from library staff | |

7. Please indicate your level of satisfaction on each of the following Ipswich Libraries' services.

1 = Very dissatisfied | 2 = Dissatisfied | 3 = Neither satisfied nor dissatisfied | 4 = Satisfied | 5 = Very satisfied

| | | | | | | |
|---|---|---|---|---|---|---------------------------|
| The library's collection | 1 | 2 | 3 | 4 | 5 | Not aware of this service |
| The online services (website, catalogue, access to digital collections, research databases) | 1 | 2 | 3 | 4 | 5 | Not aware of this service |
| Research assistance from librarians | 1 | 2 | 3 | 4 | 5 | Not aware of this service |
| Helpful and informative staff | 1 | 2 | 3 | 4 | 5 | Not aware of this service |
| Public Access Computers and Internet access | 1 | 2 | 3 | 4 | 5 | Not aware of this service |
| Wi-Fi services | 1 | 2 | 3 | 4 | 5 | Not aware of this service |
| Printing and copying services | 1 | 2 | 3 | 4 | 5 | Not aware of this service |
| The interlibrary loan service | 1 | 2 | 3 | 4 | 5 | Not aware of this service |
| Technology assistance | 1 | 2 | 3 | 4 | 5 | Not aware of this service |
| The Karalee Library Pod | 1 | 2 | 3 | 4 | 5 | Not aware of this service |
| Study rooms and reading areas | 1 | 2 | 3 | 4 | 5 | Not aware of this service |
| Community meeting rooms | 1 | 2 | 3 | 4 | 5 | Not aware of this service |
| The Digital Literacy/Technology programs | 1 | 2 | 3 | 4 | 5 | Not aware of this service |
| The newspaper and magazine collection | 1 | 2 | 3 | 4 | 5 | Not aware of this service |
| The Learning and Lifestyle programs | 1 | 2 | 3 | 4 | 5 | Not aware of this service |
| The Local History programs | 1 | 2 | 3 | 4 | 5 | Not aware of this service |
| The Adult Literacy programs | 1 | 2 | 3 | 4 | 5 | Not aware of this service |
| The Youth programs | 1 | 2 | 3 | 4 | 5 | Not aware of this service |
| The Early Years programs | 1 | 2 | 3 | 4 | 5 | Not aware of this service |
| The Multicultural and Indigenous programs | 1 | 2 | 3 | 4 | 5 | Not aware of this service |
| The Smartlockers services | 1 | 2 | 3 | 4 | 5 | Not aware of this service |
| The Home Library Service | 1 | 2 | 3 | 4 | 5 | Not aware of this service |
| Opening Hours | 1 | 2 | 3 | 4 | 5 | Not aware of this service |
| Parking | 1 | 2 | 3 | 4 | 5 | Not aware of this service |
| Council Connect | 1 | 2 | 3 | 4 | 5 | Not aware of this service |

8. How important are these library services to you, even if you don't use them?

1 = Not at all important | 2 = Hardly important | 3 = Somewhat important | 4 = Important | 5 = Very important

| | | | | | | |
|--|---|---|---|---|---|---------------------------|
| Borrowing materials (books, DVDs, music) | 1 | 2 | 3 | 4 | 5 | Not aware of this service |
| Online services (website, catalogue, access to digital collections, Picture Ipswich, research databases) | 1 | 2 | 3 | 4 | 5 | Not aware of this service |
| Research assistance from librarians | 1 | 2 | 3 | 4 | 5 | Not aware of this service |
| Helpful and informative staff | 1 | 2 | 3 | 4 | 5 | Not aware of this service |
| Computer/internet access | 1 | 2 | 3 | 4 | 5 | Not aware of this service |
| Wi-Fi | 1 | 2 | 3 | 4 | 5 | Not aware of this service |
| Printers and/or photocopiers | 1 | 2 | 3 | 4 | 5 | Not aware of this service |
| Inter-library loan service (ILL) | 1 | 2 | 3 | 4 | 5 | Not aware of this service |
| Technology assistance | 1 | 2 | 3 | 4 | 5 | Not aware of this service |
| Karalee Library Pod | 1 | 2 | 3 | 4 | 5 | Not aware of this service |
| Study rooms and reading areas | 1 | 2 | 3 | 4 | 5 | Not aware of this service |
| Community meeting rooms | 1 | 2 | 3 | 4 | 5 | Not aware of this service |
| Digital Literacy/Technology programs | 1 | 2 | 3 | 4 | 5 | Not aware of this service |
| Newspapers and magazines | 1 | 2 | 3 | 4 | 5 | Not aware of this service |
| Learning and Lifestyle programs | 1 | 2 | 3 | 4 | 5 | Not aware of this service |
| Local History programs | 1 | 2 | 3 | 4 | 5 | Not aware of this service |
| Adult Literacy programs | 1 | 2 | 3 | 4 | 5 | Not aware of this service |
| Youth programs | 1 | 2 | 3 | 4 | 5 | Not aware of this service |
| Early Years programs | 1 | 2 | 3 | 4 | 5 | Not aware of this service |
| Community meeting rooms | 1 | 2 | 3 | 4 | 5 | Not aware of this service |
| Multicultural and Indigenous programs | 1 | 2 | 3 | 4 | 5 | Not aware of this service |
| 24/7 access to borrowing facilities | 1 | 2 | 3 | 4 | 5 | Not aware of this service |
| Home Library Service | 1 | 2 | 3 | 4 | 5 | Not aware of this service |
| Opening Hours | 1 | 2 | 3 | 4 | 5 | Not aware of this service |
| Parking | 1 | 2 | 3 | 4 | 5 | Not aware of this service |
| Disability Access | 1 | 2 | 3 | 4 | 5 | Not aware of this service |
| Council Connect | 1 | 2 | 3 | 4 | 5 | Not aware of this service |

9. Which, if any, of the following restrict you from visiting a library or visiting more often? Select all that apply. If none apply, select "Not Applicable".

- | | |
|---|---|
| <input type="checkbox"/> Don't have my own transport | <input type="checkbox"/> Library locations are inconvenient |
| <input type="checkbox"/> Public transport is too difficult, expensive or is limited/unavailable in my area | <input type="checkbox"/> Parking |
| <input type="checkbox"/> It takes too much time to get there and back | <input type="checkbox"/> I'm aware of the resource/s or program/s offered by the library but they do not appeal to me |
| <input type="checkbox"/> I don't need to get to a branch as I use the Home Library service | <input type="checkbox"/> I don't know what services, programs and resources the libraries offer |
| <input type="checkbox"/> I don't need to get to a branch as the library's online services give me what I want | <input type="checkbox"/> I feel uncomfortable about visiting a library |
| <input type="checkbox"/> Time constraints | <input type="checkbox"/> COVID-19 safety concerns |
| <input type="checkbox"/> I can't access the library during library business hours | <input type="checkbox"/> Not applicable |
| | <input type="checkbox"/> Other (please specify) |

a. Is there anything that would help you visit the Ipswich Libraries more often?

10. Is there anything that would help you visit the Ipswich Libraries more often?

11. Would you be interested in picking up reserved library items at self service check-outs at other locations in the city? *This might be through a library pod or locker system where you can collect and return books and other library items. Select all that apply.*

- | | |
|---|---|
| <input type="checkbox"/> Yes, at a shopping centre | <input type="checkbox"/> I would not use a self-service check-out |
| <input type="checkbox"/> Yes, at a Community Centre | <input type="checkbox"/> Other location (please specify) |
| <input type="checkbox"/> Yes, at a transport hub | |

12. What is the best way we can communicate information about upcoming Ipswich Libraries' events and programs that may interest you? *Select up to three (3) preferences.*

- | | |
|--|--|
| <input type="checkbox"/> Local radio (River 94.9) | <input type="checkbox"/> Signs and flyers in libraries |
| <input type="checkbox"/> Ipswich First | <input type="checkbox"/> Local newspaper |
| <input type="checkbox"/> Ipswich Libraries website | <input type="checkbox"/> Library staff |
| <input type="checkbox"/> Ipswich Libraries Facebook page | <input type="checkbox"/> SMS |
| <input type="checkbox"/> Ipswich Libraries Instagram | <input type="checkbox"/> Twitter |
| <input type="checkbox"/> Ipswich Libraries E-newsletter | <input type="checkbox"/> Other (please specify) |
| <input type="checkbox"/> Email | |

13. Do you have any suggestions to improve the Ipswich Libraries' services?

14. How satisfied are you with the Ipswich Libraries' services overall?

- ☐ Very dissatisfied ☐ Neither satisfied or dissatisfied ☐ Very satisfied

15. If you would like to share why you gave that rating, please provide any comments below.

16. What is your gender?

- | | |
|--------------------------------------|--|
| <input type="checkbox"/> Female | <input type="checkbox"/> Gender variant/non conforming |
| <input type="checkbox"/> Male | <input type="checkbox"/> Prefer not to say |
| <input type="checkbox"/> Transgender | |

17. How old are you?

☐ 0 to 14

☐ 15 to 19

☐ 20 to 29

☐ 30 to 49

☐ 50 to 64

☐ 65 to 74

☐ 75+

18. What is your cultural background?

☐ Aboriginal

☐ American

☐ Australian

☐ Both Aboriginal and Torres Strait Islander

☐ Chinese

☐ Dutch

☐ English

☐ Fijian

☐ Filipino

☐ German

☐ Greek

☐ Indian

☐ Irish

☐ Italian

☐ Malaysian

☐ Maori

☐ Melanesian

☐ New Zealand

☐ Samoan

☐ Scottish

☐ South African

☐ South American

☐ Spanish

☐ Sri Lankan

☐ Sudanese

☐ Tamil

☐ Torres Strait Islander

☐ Vietnamese

☐ Other

19. What suburb do you live in? _____

20. Thanks for completing the Ipswich Libraries survey. I would like to:

☐ Go into the draw to win a \$50 Coles gift voucher
(Terms and conditions apply)

☐ Be kept up-to-date about Ipswich Libraries activities

☐ Receive a copy of the survey results

☐ None of the above

21. I agree to the Annual Libraries' Survey Competition 2022 Terms and Conditions

☐ Yes

22. First name: _____

23. Surname: _____

24. Email address: _____

25. Phone number: _____

Annual Ipswich Libraries Survey Competition 2022 Terms and Conditions

1. Ipswich City Council (ICC) of 1 Nicholas Street, Ipswich Queensland is the promoter ("Promoter") of ICC Library Services Review: Annual Ipswich Libraries Survey Competition (the "Competition").
2. The Competition opens at 9:00am, Friday, 13 May 2022 and closes at 11:59pm, Monday, 13 June 2022 ("the competition period"). Any entry received outside of the Competition Period will be invalid. The Promoter does not accept any responsibility for late, lost, delayed or misdirected entries.
3. The winner of the Competition will receive a \$50 Coles/Myer gift card. There are eight to be won.
4. The prize will be drawn at 10:00am on Wednesday, 15 June 2022 and the winner will be notified via the email address supplied during entry.
5. Prize is not redeemable, and/or exchangeable for compensation in cash or kind.
6. The Competition may be cancelled without notice.
7. Entry to the competition is free and open to all except for Council officers working directly on the Library Services review project.
8. All eligible people who complete the full Library Services Review: Annual Ipswich Libraries Survey will be automatically entered into the prize draw.
9. Companies and organisations are ineligible for entry to the Competition.
10. The results of the Competition will not be published.
11. In the event that the winner has not claimed their prize within 72 hours, a re-draw will take place and a new winner selected from the existing entrants.
12. Each entry to the Competition must be entered in accordance with these Terms and Conditions. By entering the Competition, each entrant agrees to be bound by these Terms and Conditions. The Promoters may in their discretion refuse to award any prize to any entrant who fails to comply with the Terms and Conditions.
13. The decision of the judges in relation to ALL competition matters are final and no correspondence and/or communication of any kind in relation to their decisions will be entered into.
14. Entrants must not engage in any unlawful or improper misconduct calculated to jeopardise the fair and proper conduct of the Competition.
15. By entering the Competition each entrant agrees to indemnify the Promoters against all claims for loss, damage, costs (including legal costs) or liability whatsoever arising out of or in connection with the entrant's breach of the Terms and Conditions.
16. The entrant shall indemnify and release the Promoter in respect of any judgement, action, or liability for all loss, damage or injury to persons or property arising from the negligence of the or against any breach by the entrant of any third party intellectual property rights and against any act or omission of the entrant commenced by a third party against the Promoter.
17. The Promoter is collecting your personal information for the purposes of conducting the competition and supplying you with e-newsletters regarding Council events and activities. We will not disclose your personal information outside of Council unless we are required by law or you have given your consent. By completing an entry form we will consider that you have given the Promoter your consent to manage your personal information in the manner described.



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