

IPSWICH LIBRARIES SURVEY REPORT

2022/2023



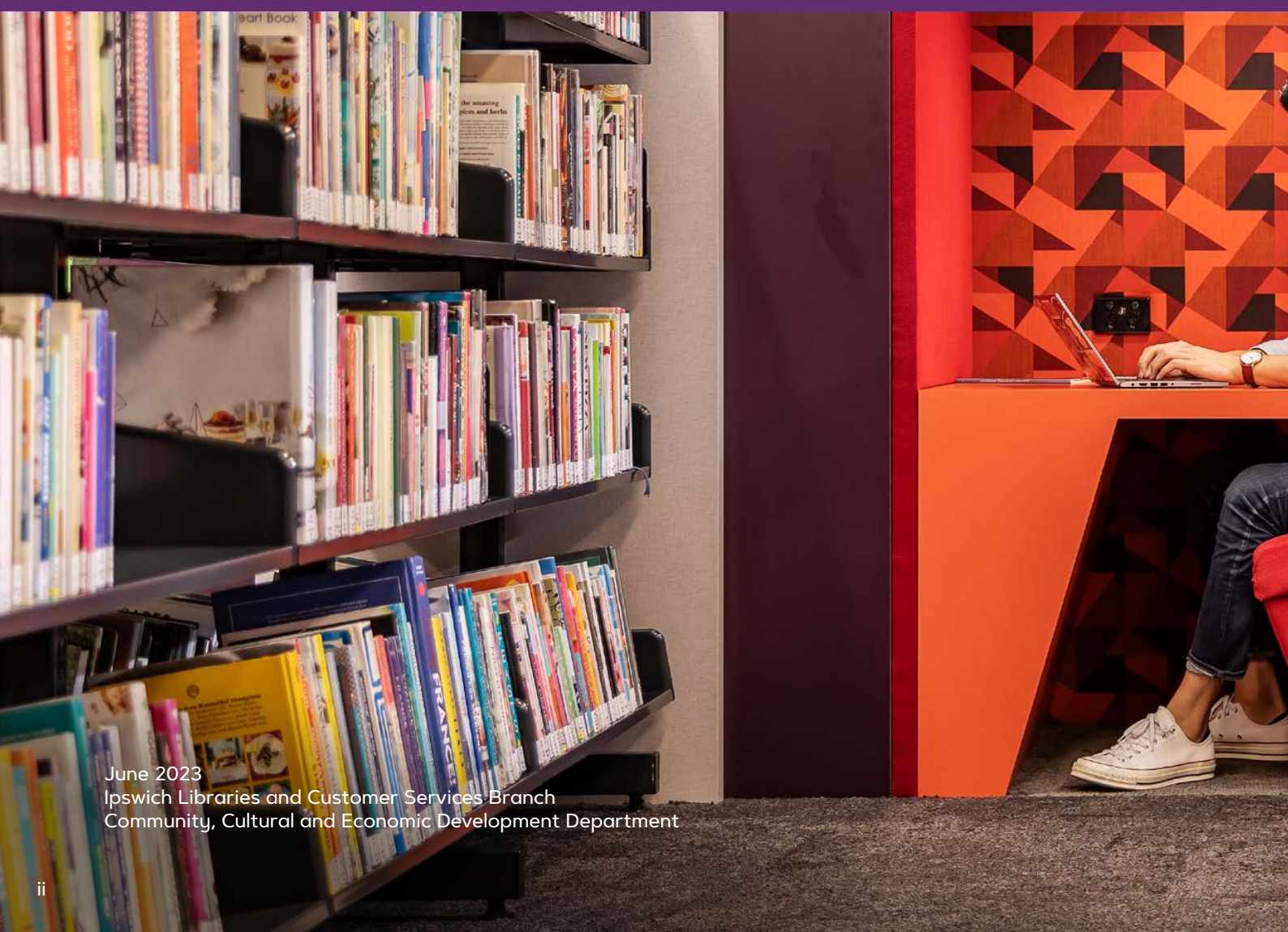
ipswichlibraries.com.au



**IPSWICH
LIBRARIES**

CONTENTS

DISCLAIMER	1
BACKGROUND AND PURPOSE	2
2022/2023 IPSWICH LIBRARIES SURVEY	2
CUSTOMER SATISFACTION FOR KARALEE POD REACHES AN ALL TIME HIGH	3
DEMOGRAPHICS	4
RESPONSES TO KEY QUESTIONS	6
LOCATIONS: WHICH LIBRARIES DO PEOPLE USE?	6
MOTIVATIONS: WHY DO YOU VISIT THE LIBRARY?	6
LIBRARY SERVICES: HOW IMPORTANT ARE THE SERVICES PROVIDED?	7
LIBRARY RESOURCES: ARE PEOPLE HAPPY WITH THE SERVICES AND FACILITIES PROVIDED?	8
BARRIERS: WHAT STOPS PEOPLE FROM VISITING LIBRARIES, OR VISITING MORE OFTEN	10
IDEAS AND SUGGESTIONS ON HOW TO IMPROVE	12
APPENDIX A: SURVEY	14



DISCLAIMER

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Where the content of this document reflects survey results taken from third parties any associated opinions, views, and survey results may not necessarily reflect the views of Ipswich City Council (council).

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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. The community consultation method used in 2022/2023 was an online approach. An anonymous survey was conducted by Library Services from Friday 19 May to Sunday 25 June 2023 via electronic direct mail to Ipswich

Libraries database supported with a social media campaign to capture non-library members.

The purpose of this report is to communicate the key responses and findings from the 2022/2023 Ipswich Libraries Survey.

2022/2023 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 **2,058** people completed the survey, of which 13% (271 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 2022/2023 survey indicates customer satisfaction for the Karalee Library Pod has reached an all time high, while the number of respondents visiting the library to study, work and read has doubled.

100%

Karalee
Library Pod
satisfaction rating



SmartLocker
satisfaction
continues to rise

154%
increase

Visiting the library
to study, work or
read has doubled

54%

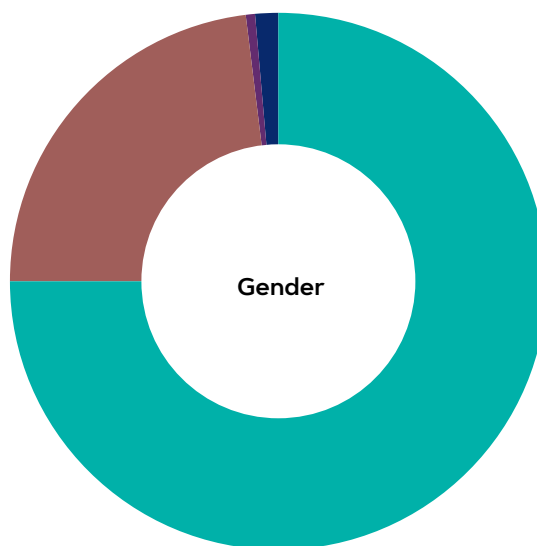
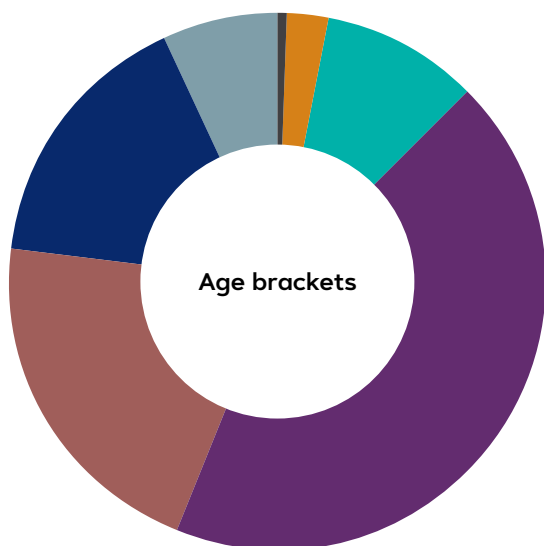
Customers would like
to see SmartLockers
in shopping centres



*Comments from 2022/2023 Library Survey participants.

DEMOGRAPHICS

The breakdown of participants across age, gender, and cultural backgrounds is presented in the graphs below. The majority of participants, 75%, identified as female. 44% were aged between 30 and 49 years, while 21%, were aged between 50 and 64 years. 70% identified as Australian.

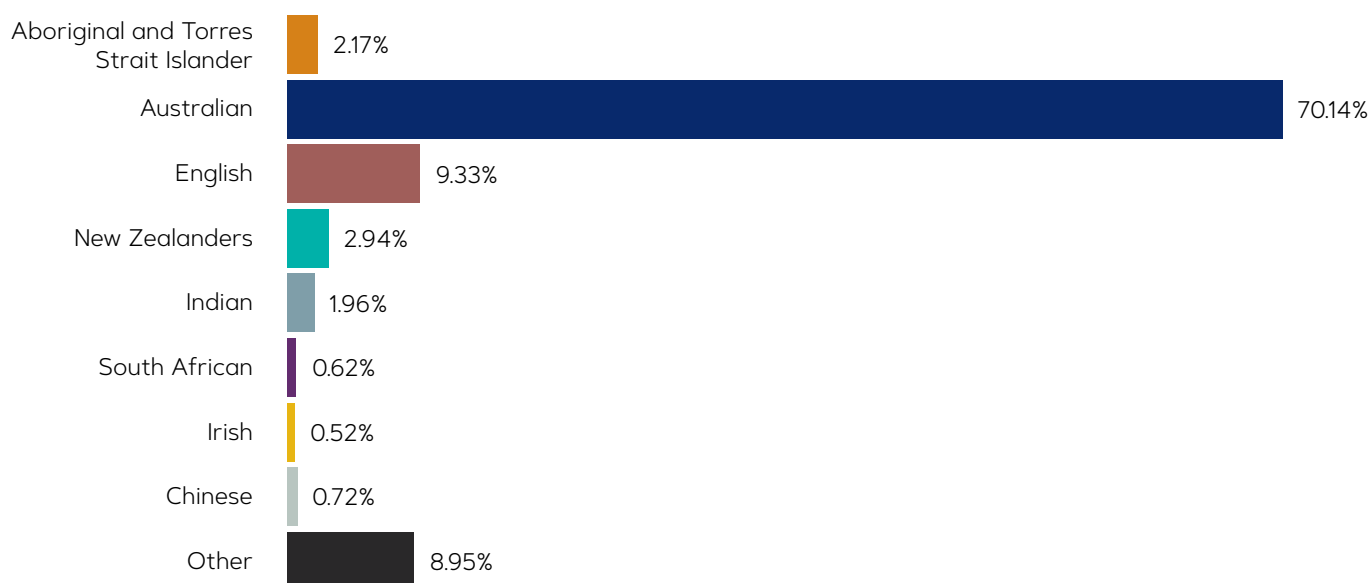


0-14 (0.72% = 14)
15-19 (2.48% = 48)
20-29 (9.44% = 183)
30-49 (43.53% = 844)

50-64 (20.99% = 407)
65-74 (16.09% = 312)
75+ (6.76% = 131)

Female (75.19% = 1,458)
Male (22.90% = 444)
Other (0.72% = 14)
Prefer not to say (1.19% = 23)

Cultural background



Total 100% = 1,939



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 which library or libraries they visit. Respondents were also asked which library they visited most frequently. 32.58% indicated Ipswich Central Library. A summary of the 2,058 responses are to the right.

Motivations: Why do you visit the Library?

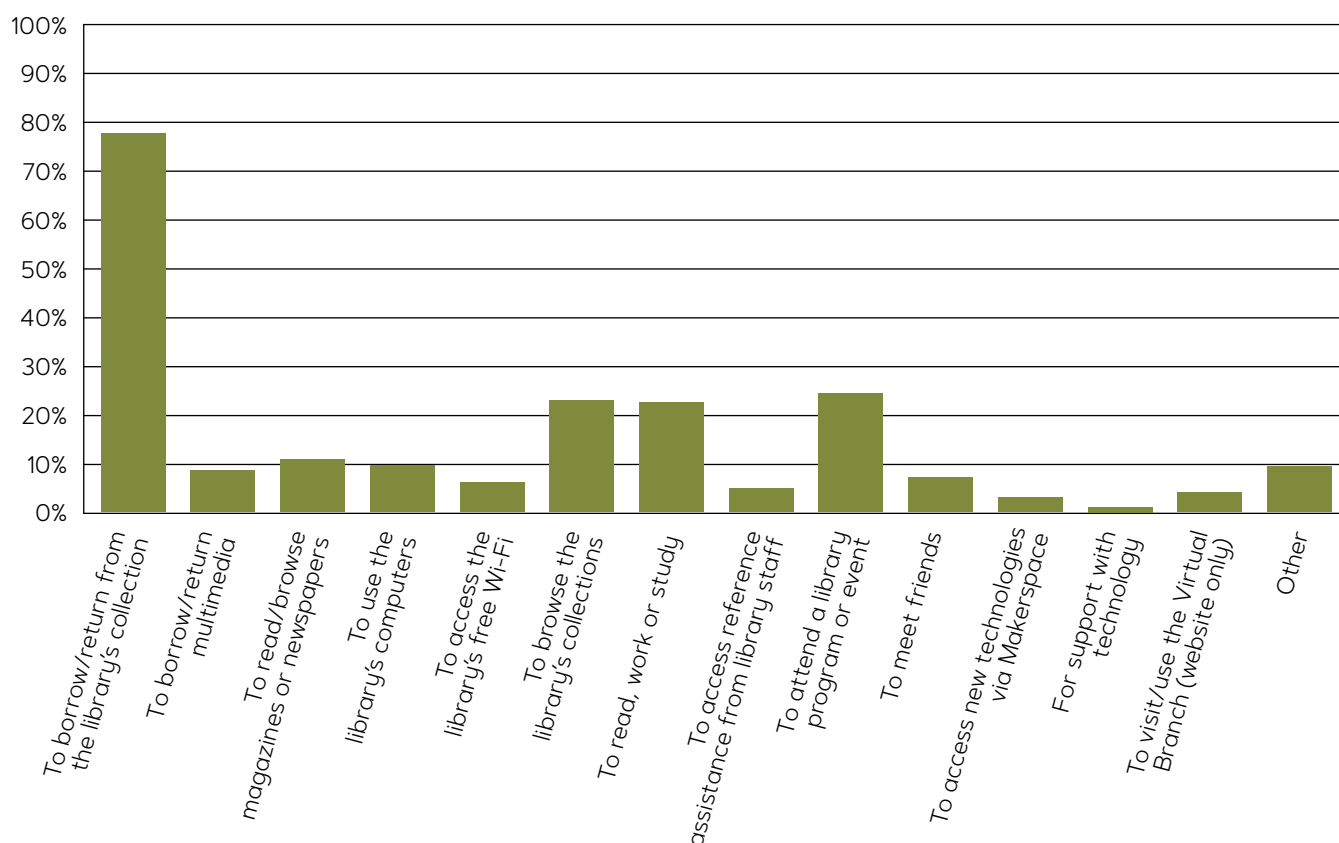
Question 5 asked, 'Why do you visit the library?' Borrowing and returning, followed by browsing from the libraries collection were the most common. The next most popular reasons were attending library programs and events, and reading, working and studying.

TOTAL RESPONSES Libraries most visited

1,050 Ipswich Central Library	231 Brisbane Libraries
691 Springfield Central Library	140 State Library of Queensland
596 Ipswich Children's Library	118 My school/university/TAFE library
247 Redbank Plaza Library	62 Logan Libraries
167 Rosewood Library	18 Gold Coast Libraries
127 Karalee Library Pod	78 Other
232 Redbank Plains Library	
162 Ipswich Library Virtual Branch (website only)	

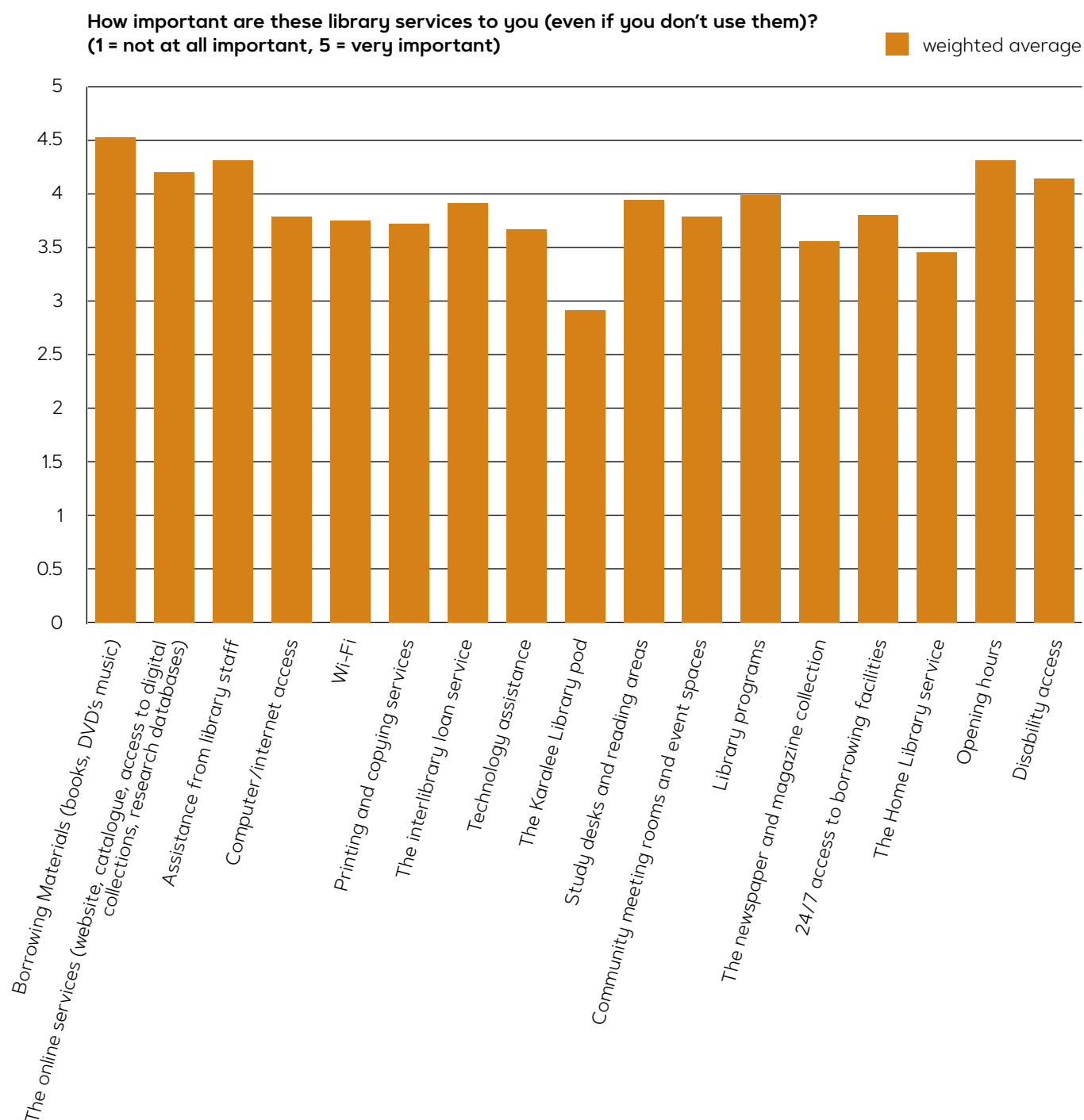
Why do you visit the library? (Please select your top 2 reasons)

■ responses



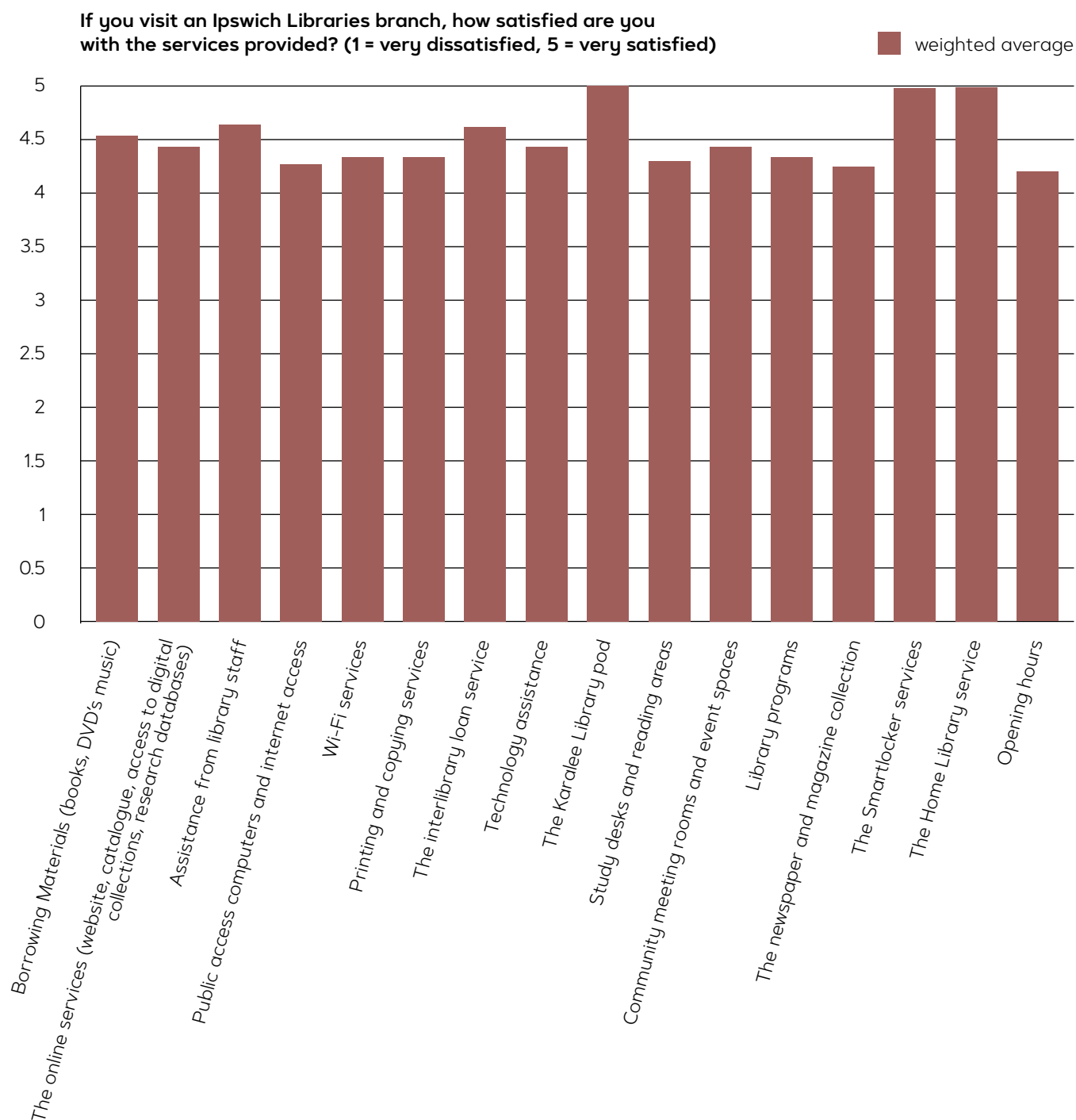
Library Services: How important are the services provided?

Question 7 asked participants to indicate how important services provided by Ipswich Libraries were to them. The following graph provides a numerical summary of the importance services to survey respondents.



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

Respondents rated their overall satisfaction with Ipswich Libraries services at 91% in question 11. Participants were also asked to indicate their level of satisfaction with the multiple services and facilities provided by Ipswich Libraries in question 6. The following graph provides a numerical summary of the level of satisfaction.







Barriers: What stops people visiting a library branch more often?

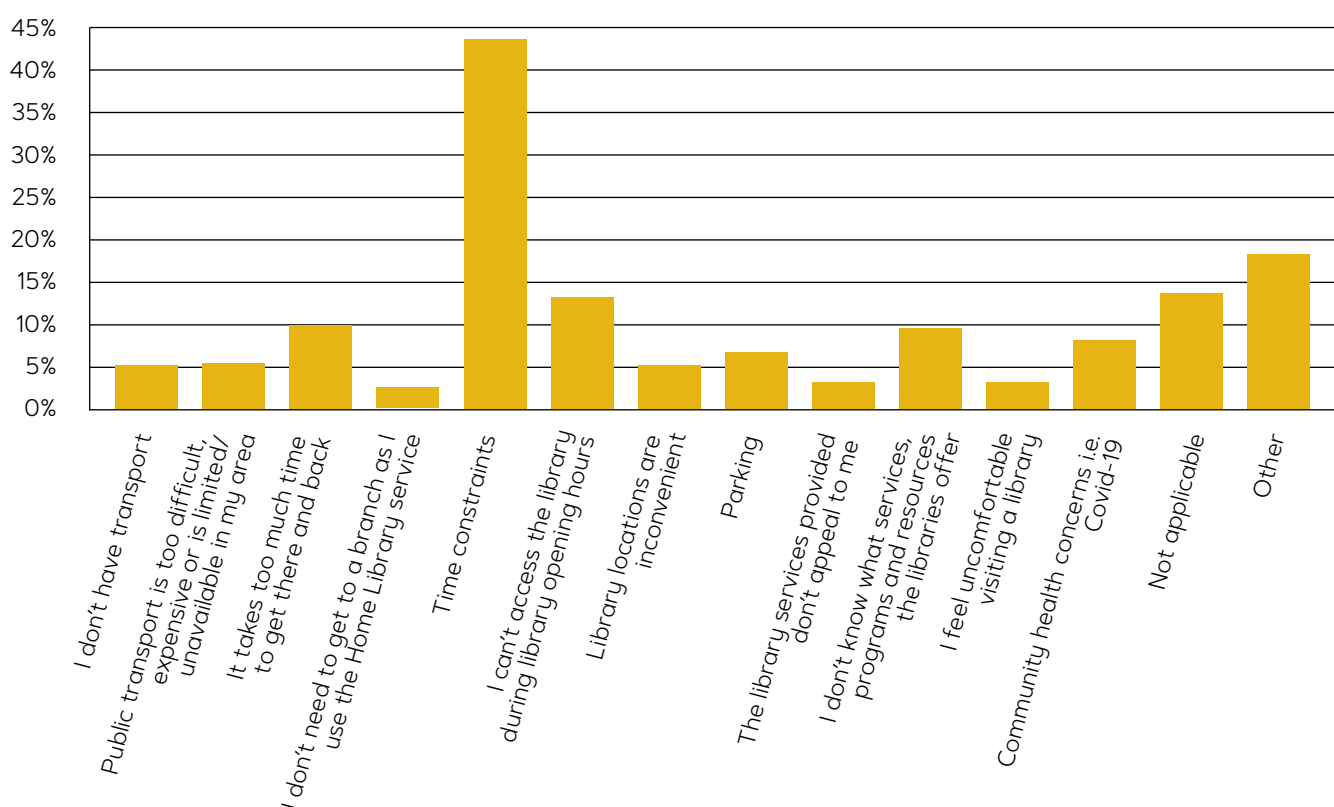
Question 8 asked participants to identify what restricted them from visiting more often. 44% selected time constraints, 13% hours of operation, and 10% the travelling time. 'Other' common responses included using library online digital resources (eBooks and eAudiobooks), children's programs often booked out and offered at inconvenient times for working families.

- **Opening hours and time constraints:** Limited opening hours on weekdays and weekends continued to be a major deterrent for time poor customers. Almost 60% of respondents indicated time constraints and inadequate opening hours were the reasons they didn't visit Ipswich Libraries more often. Another 10% reported traveling time to their closest library was a deterrent.
- **Transport:** 10.66% either have no means of transport or find public transport too expensive, limited or unavailable in their area.
- **Relevant services:** Respondents reported more programming, particularly children's programs at convenient times for working families, as well as more study desks and extended opening hours would encourage them to visit more frequently.



Are there any reasons why you don't visit a library branch more often?

■ responses



Most popular customer suggestions

By far, the most common suggestion for improvement of library services was increasing opening hours on evenings and weekends (16.93%). The next most popular suggestion was increasing adult programs (9.40%) and children's programs (7.25%), followed by increasing the collection of eBooks and eAudiobooks (4.83%).

■ **Collection:**

- Larger, wider collection print books: 8.33%
- Increase collection of eBooks and eAudiobooks: 4.83%
- Change shelving to Dewey system: 2.95%
- Improve quality of collection: 2.15%
- Increase magazine collection: 1.88%
- Improve reservations and loans process: 1.88%
- Increase book club sets: 1.34%
- Improve suggest for purchase: 0.8%
- Allow book donations: 0.8%.

■ **Branches:**

- Increase opening hours (evenings and weekends): 16.93%
- New service areas and ideas for improvement: 4.03%
- Keep or increase staff: 3.22%
- Increase variety of children's activities: 2.41%
- Incorporate café facilities: 2.41%
- Increase seating, study spaces and privacy pods: 2.41%
- Reduce noise and distractions: 2.15%
- Provide larger Central Library: 2.15%
- Improve parking: 0.8%

■ **Public Programming:**

- Increase adult programs: 9.40%
- Increase children's programs: 7.25%
- Increase Children's holiday programs and availability: 2.95%
- Miscellaneous suggestions: 2.41%
- Offer more programs on weeknights and weekends: 1.88%
- Improve programming promotion: 1.34%
- Offer more diverse programs: 1.61%
- Facilitate more book clubs: 1.07%.

■ **Communications:**

- Improve promotion of library services: 4.03%.

■ **Digital Experience:**

- Improve website and library app: 2.95%
- Improve Catalogue: 1.61%
- Improve Makerspace: 0.53%.



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 Sunday 25 June.

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 iPad (Gen10). here is one to be won. (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.

Annual Ipswich Libraries Survey

Share your thoughts so we can continue to improve our Ipswich Libraries for you.

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 | |

If *Rarely, I haven't visited in over two years* selected in Question 1:

2. Do you know where your closest library is?

- ☐ Yes ☐ No ☐ Unsure

If *Daily, Weekly, Monthly, Quarterly* or *Yearly* selected in Question 1:

3. 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) |

4. 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) |

5. 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 | |

6. 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
Assistance from library 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 desks and reading areas	1	2	3	4	5	Not aware of this service
Community meeting rooms and event spaces	1	2	3	4	5	Not aware of this service
Library 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 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

7. 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, DVD's 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
Assistance from library 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
Interlibrary 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 desks and reading areas	1	2	3	4	5	Not aware of this service
Community meeting rooms and event spaces	1	2	3	4	5	Not aware of this service
Library programs	1	2	3	4	5	Not aware of this service
Newspaper and magazines	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
Disability access	1	2	3	4	5	Not aware of this service

8. Are there any reasons why you don't visit a library branch more often? Please select all that apply.

- ☐ I don't have my own transport
- ☐ Public transport is too difficult, expensive or is limited/unavailable in my area
- ☐ It takes too much time to get there and back
- ☐ I don't need to get to a branch as I use the Home Library service
- ☐ Time constraints
- ☐ I can't access the library during library opening hours
- ☐ Library locations are inconvenient
- ☐ Parking
- ☐ The library services provided don't appeal to me
- ☐ I don't know what services, programs and resources the libraries offer
- ☐ I feel uncomfortable about visiting a library
- ☐ Community health concerns i.e. COVID-19
- ☐ Not applicable
- ☐ Other (please specify)

9. 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. Please 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 | |

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

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

11. How satisfied are you with the Ipswich Libraries' services overall? *Required*

- | | |
|------------------------------------------------------------|-----------------------------------------|
| <input type="checkbox"/> Very dissatisfied | <input type="checkbox"/> Satisfied |
| <input type="checkbox"/> Dissatisfied | <input type="checkbox"/> Very satisfied |
| <input type="checkbox"/> Neither satisfied or dissatisfied | |

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

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

Please complete the following questions about you to ensure we hear from a cross section of our community.

Council is collecting your personal information ("Personal Information") for the purpose of analysis specific to the Annual Libraries Survey project. We will not disclose your personal information outside of Council unless we are required by law or you have given your consent.

For more information on how Council manages personal information, you can view **council's Privacy Statement and Personal Information Digest** [here](#)

14. How old are you? *Required*

- | | |
|-----------------------------------|-----------------------------------|
| <input type="checkbox"/> 0 to 14 | <input type="checkbox"/> 50 to 64 |
| <input type="checkbox"/> 15 to 19 | <input type="checkbox"/> 65 to 74 |
| <input type="checkbox"/> 20 to 29 | <input type="checkbox"/> 75+ |
| <input type="checkbox"/> 30 to 49 | |

15. What is your gender? *Required*

☐ Female

☐ Male

☐ Other

☐ Prefer not to say

16. What is your cultural background? *Required*

☐ 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 Lanka

☐ Sudanese

☐ Tamil

☐ Torres Strait Islander

☐ Vietnamese

☐ Other

17. What suburb do you live in? *Required*

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

☐ Go into the draw to win an iPad (10 Gen)
(Terms and conditions apply)

☐ Receive a copy of the survey results

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

☐ None of the above

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

☐ Yes

20. First name: _____

21. Surname: _____

22. Email address: _____

23. Phone number: _____

Annual Ipswich Libraries Survey Competition 2023 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, 19 May 2023 and closes at 11:59pm, Sunday, 25 June 2023, or the date the survey closes ("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 an iPad (Gen 10). There is one to be won.
4. The prize will be drawn at 10:00am on Wednesday, 5 July 2023 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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