

IPSWICH LIBRARIES SURVEY REPORT

2024/2025



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DISCLAIMER

This document is for information purposes only.

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

An anonymous survey was conducted by Ipswich Libraries from Monday 12 May to Sunday 15 June 2025.

The survey was promoted through an email sent to the Ipswich Libraries customer database, and 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 2024/2025 Ipswich Libraries Survey.

2024/2025 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 **1,101** people completed the survey, including 6.71% (74 people) who had either never visited a library or had not visited a library in over two years.

The survey was mostly completed by females aged 30–49. The majority of respondents shared positive feedback on Ipswich Libraries' programs, resources and spaces.



IPSWICH LIBRARIES STAFF DELIVER EXCELLENT CUSTOMER SATISFACTION

92%

Library staff received the highest satisfaction rating among all services

88%

Ipswich Libraries customer satisfaction

43%

Time constraints were the top reason for not visiting the library

82%

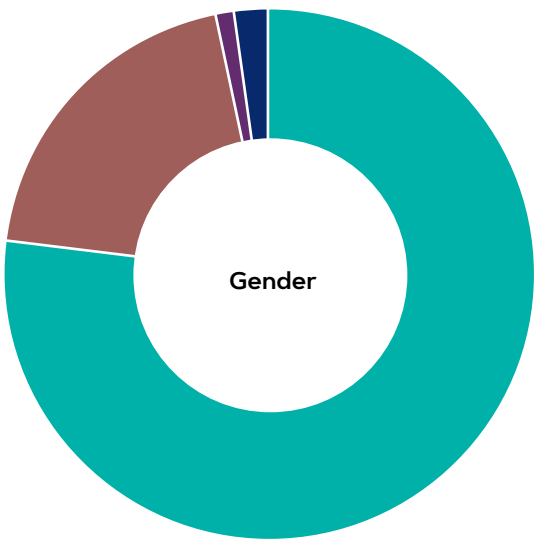
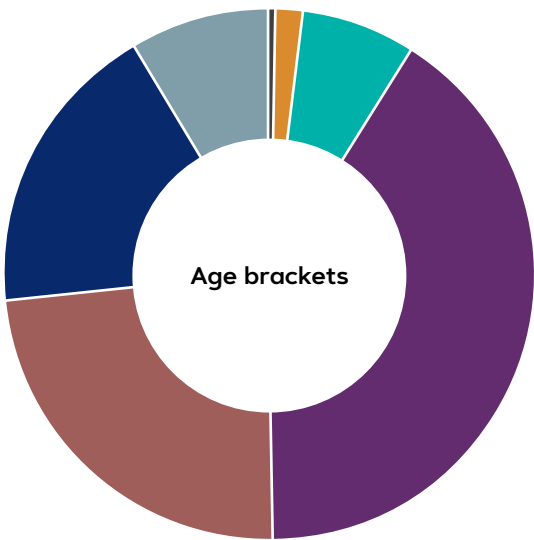
Satisfaction with library online services



*Comments from 2024/2025 Library Survey participants.

DEMOGRAPHICS

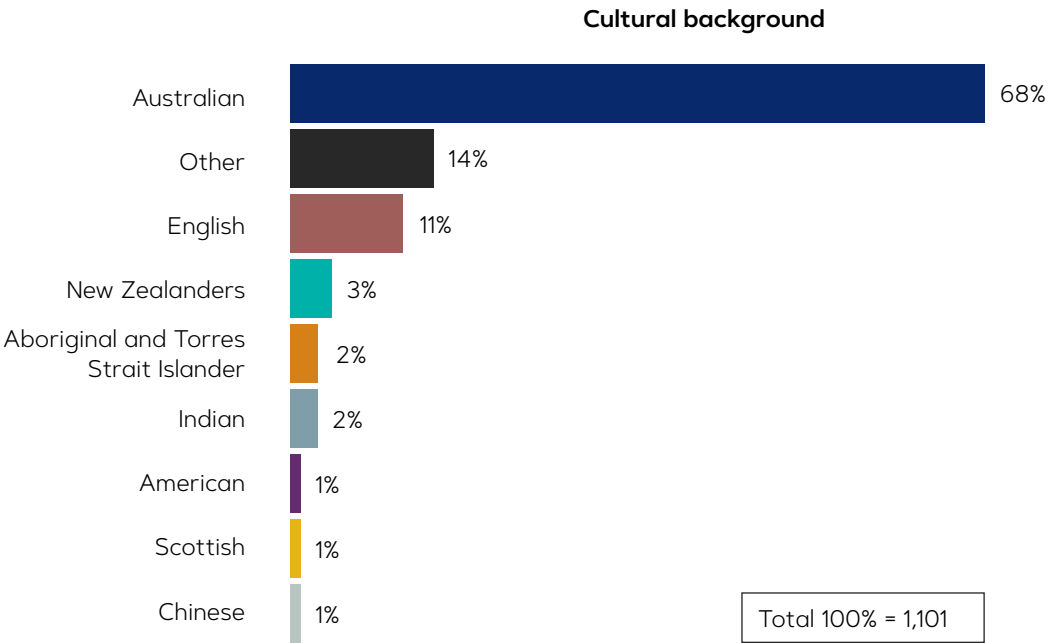
The breakdown of participants across age, gender and cultural backgrounds is presented in the graphs below. The majority of participants, 77%, identified as female. 41% were aged between 30 and 49 years, while 24% were aged between 50 and 64 years. 68% identified as Australian.



- 0-14 (0.4% = 5)
- 15-19 (1.6% = 18)
- 20-29 (7.1% = 77)
- 30-49 (41.2% = 449)

- 50-64 (23.7% = 260)
- 65-74 (17.8% = 198)
- 75+ (8.2% = 94)

- Female (77.3% = 849)
- Male (19.4% = 216)
- Other (1.2% = 13)
- Prefer not to say (2.1% = 23)



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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. 25% indicated Ipswich Central Library. A summary of the 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 attending a library program or event were the most common. The next most popular reasons were reading, working and studying, and browsing the collection.

TOTAL RESPONSES Libraries most visited

702

Ipswich Central Library

431

Springfield Central Library

398

Ipswich Children's Library

189

Redbank Plains Library

187

Redbank Plaza Library

140

Rosewood Library

111

Karalee Library Pod

193

Brisbane Libraries

146

State Library of Queensland

72

My school/ university/TAFE library

56

Logan Libraries

23

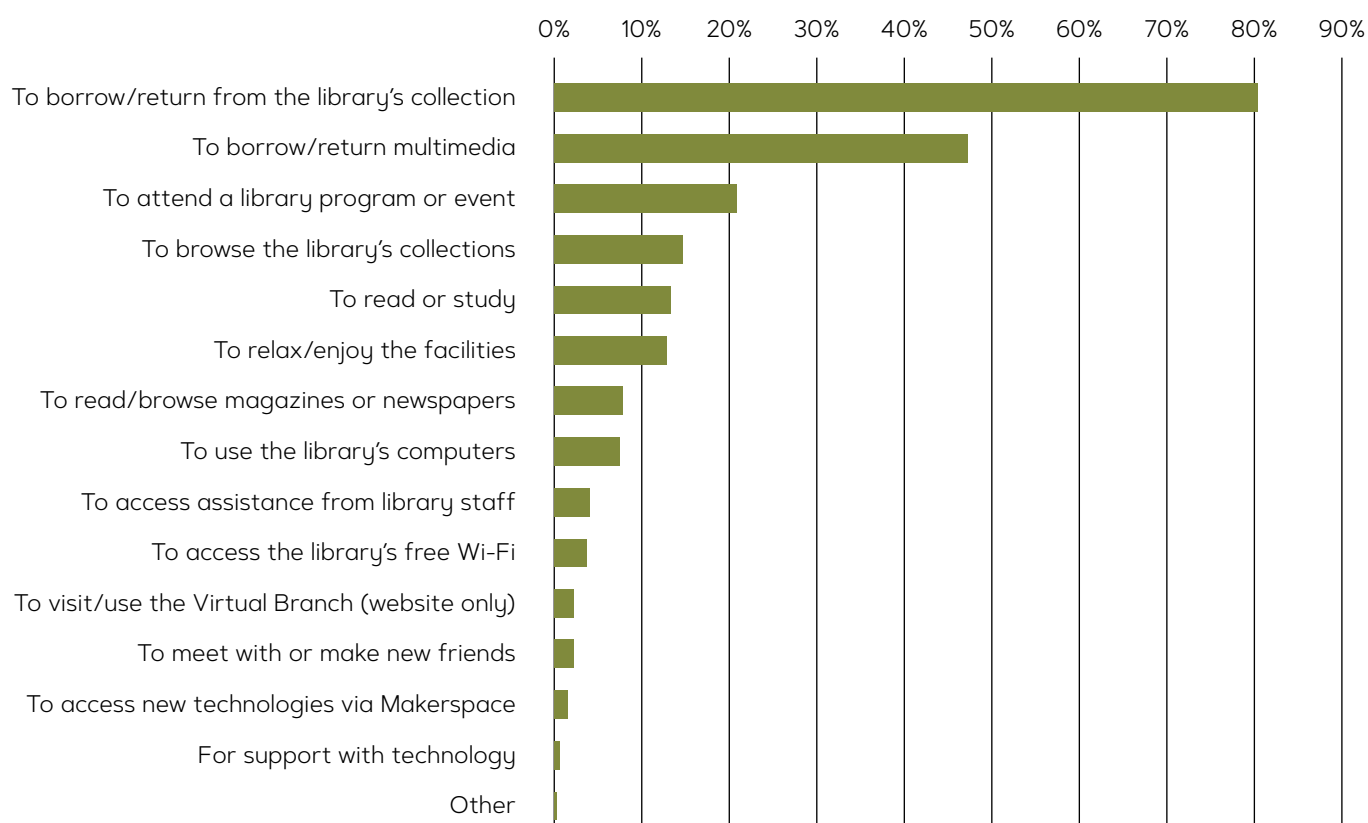
Gold Coast Libraries

148

Ipswich Library Virtual Branch (website only)

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

■ responses

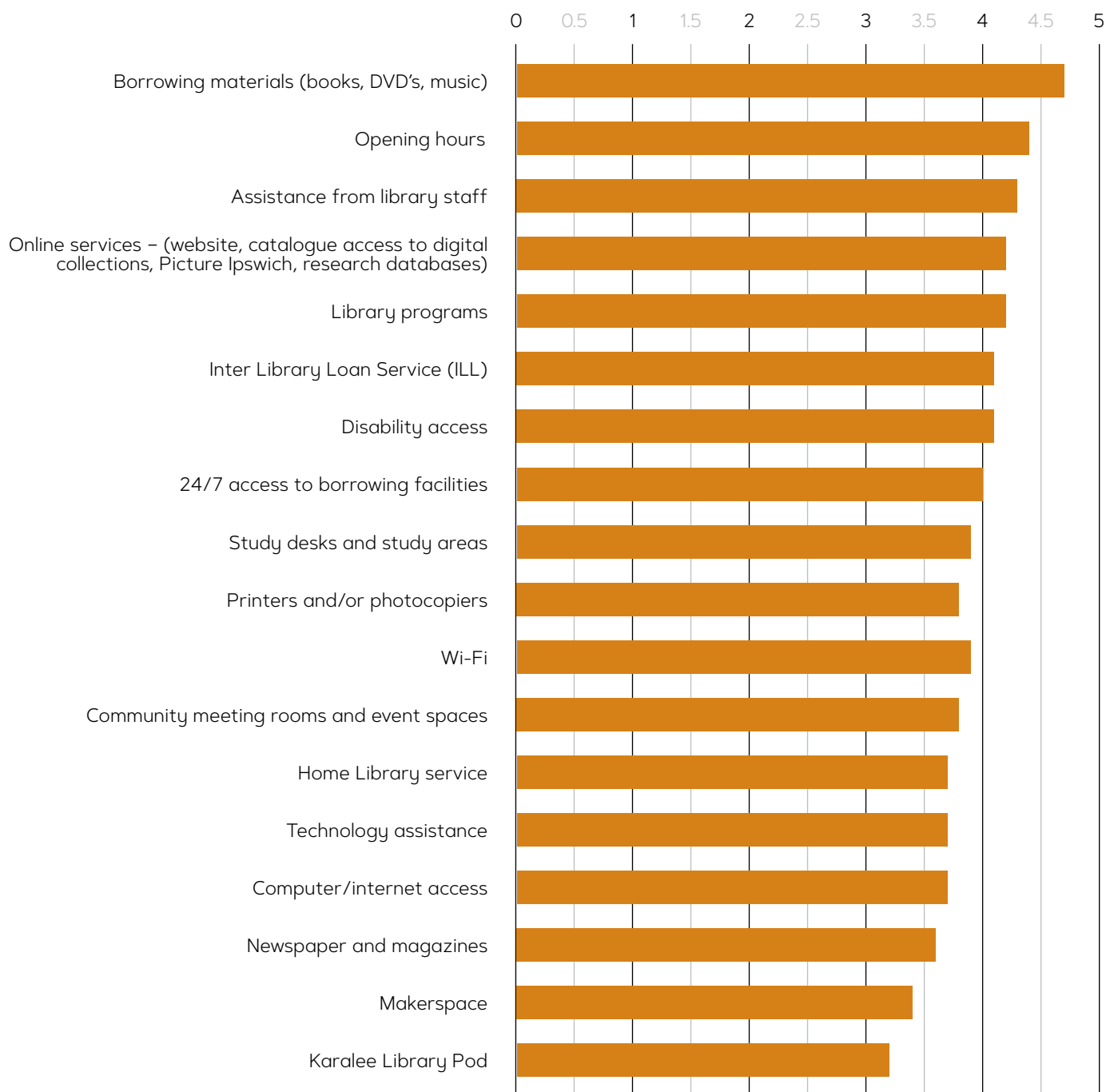


Library Services: How important are the services provided?

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 of services to survey respondents.

How important are these library services to you (even if you don't use them)?
(1 = not at all important, 5 = very important)

■ weighted average

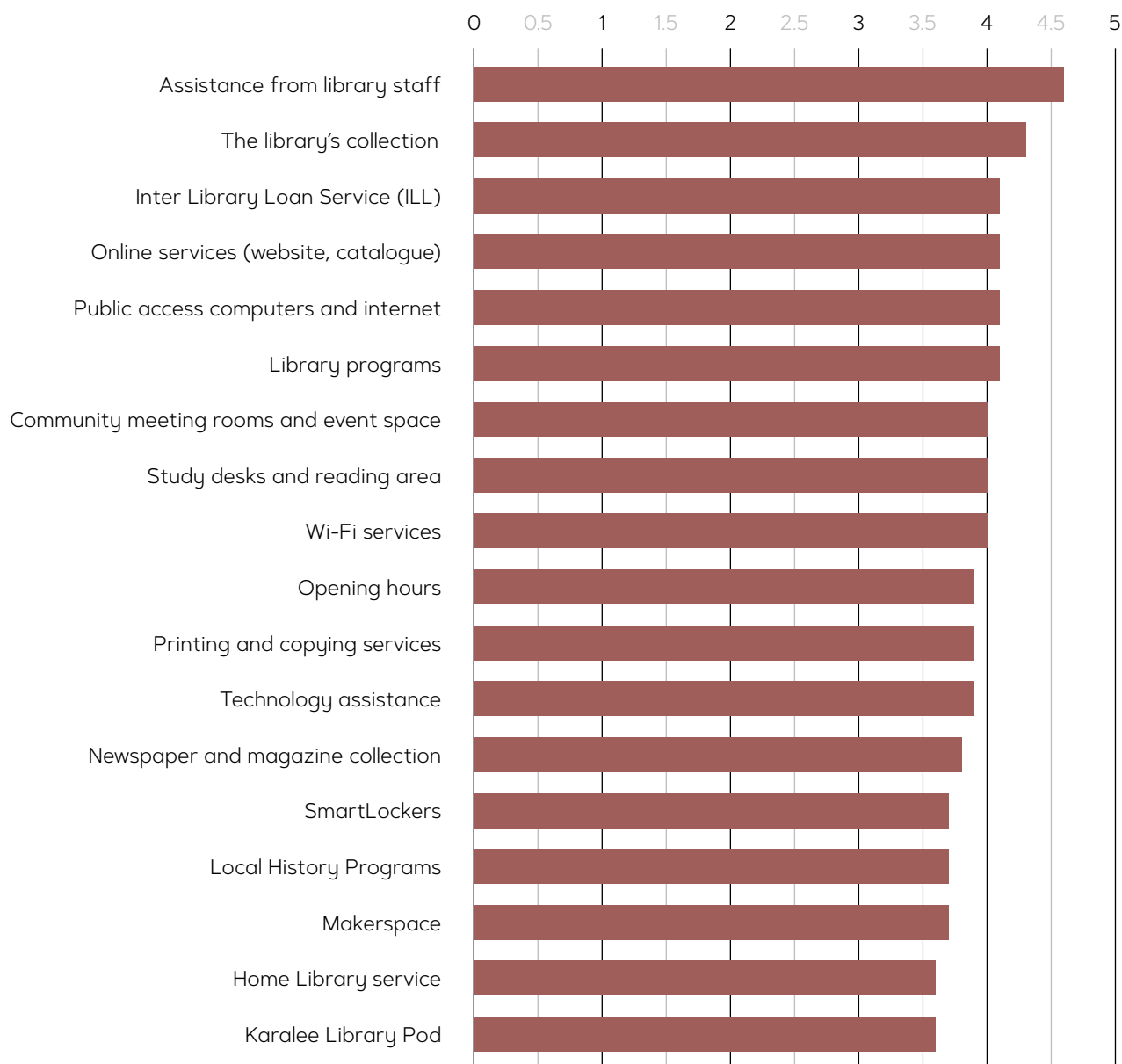


Library Resources: Are people happy with the services and facilities provided?

Respondents rated their overall satisfaction with Ipswich Libraries services at 88% 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.

If you visit an Ipswich Libraries branch, how satisfied are you with the services provided? (1 = very dissatisfied, 5 = very satisfied)

■ weighted average

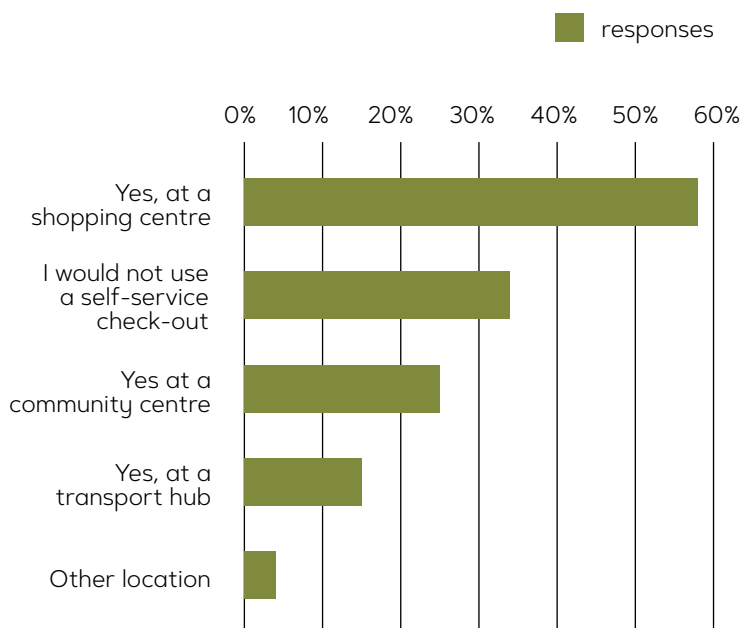






Opportunities: Would you pick up items at other locations?

Would you be interested in picking up reserved library items at self service check-outs at other locations in the city?



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

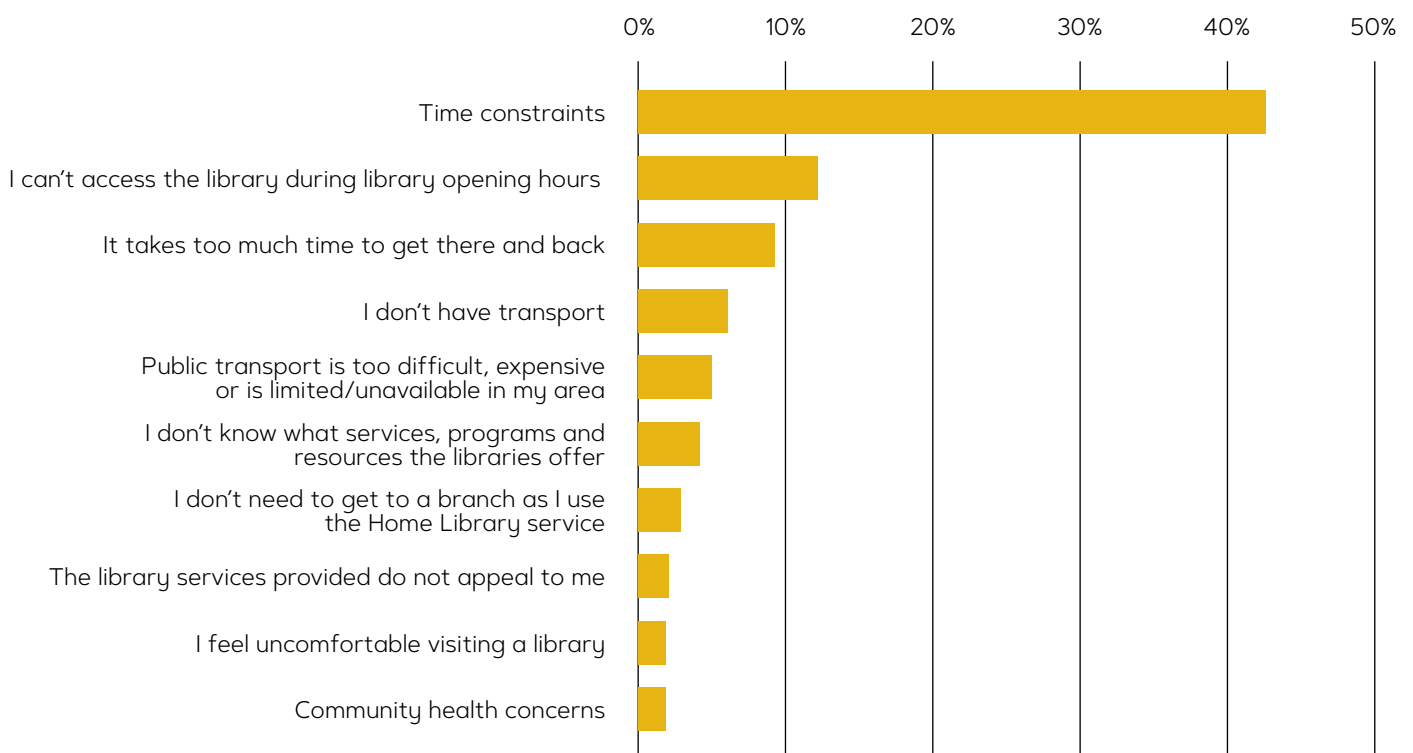
Question 8 asked participants to identify what restricted them from visiting more often. 43% selected time constraints, (an increase of 12%), while opening hours increased as a barrier from 9% to 12%. The remainder of respondents noted transportation issues.

- **Accessibility:** 43% of respondents were unable to visit a library in person due to time constraints. 18% of respondents were unable to visit a library in person due to transport limitations, while 12% were unable to visit a library in person due to library opening hours.
- **Knowledge and awareness:** 4% of respondents were unaware of the libraries' services.



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

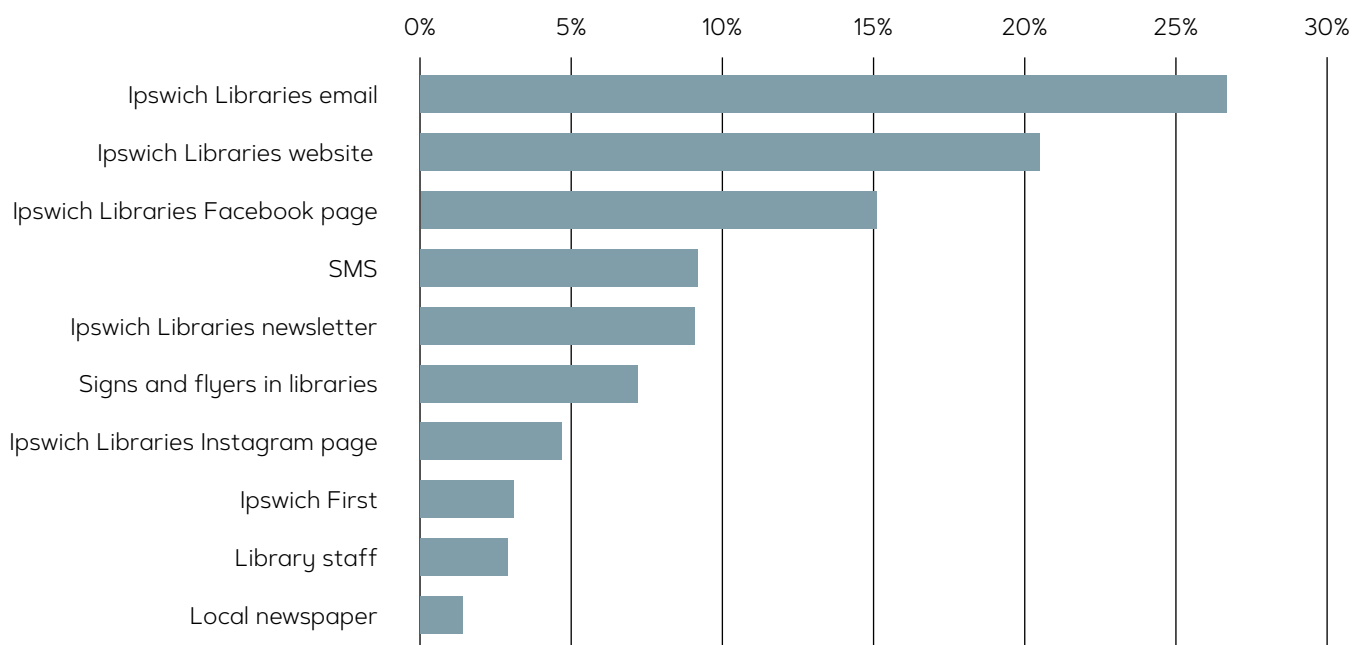
■ responses



Communications: Best way to communicate?

What is the best way we can communicate information about upcoming Ipswich Libraries' events and programs that may interest you?

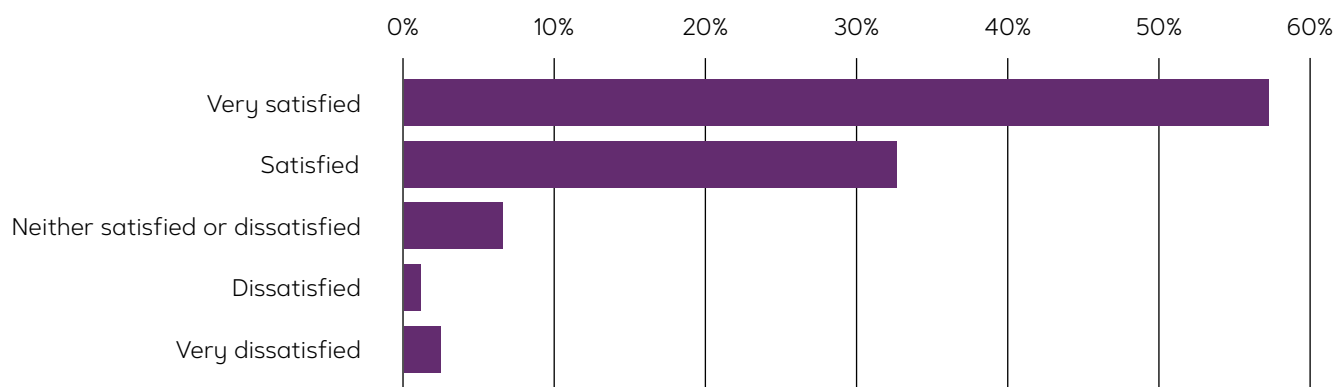
The most popular methods of communication selected were the Ipswich Libraries email, Ipswich Libraries website and Ipswich Libraries Facebook.



Satisfaction: Overall services satisfaction?

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

88% of respondents were either satisfied or very satisfied with the service.





APPENDIX A: SURVEY

Ipswich Libraries conducts its Ipswich Libraries Survey to help identify areas for improving our services to the Ipswich community.

Time required to complete: 8–10 minutes.

Provide your feedback through our survey below. Once completed, please return this survey by 9 June 2025.

Surveys can be returned by:

- Posting to PO Box 191, Ipswich QLD 4305 (Attn: Community Engagement team)
- Dropping off in person at 1 Nicholas Street, Ipswich
- Scanning a copy and emailing communityengagement@ipswich.qld.gov.au
- Dropping off in person at an Ipswich Libraries branch.

Learn more about this project at Shapeyouripswich.com.au/libraries-annual-survey

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? *Required.*

- | | |
|------------------------------------|--|
| ☐ Daily | ☐ Rarely, I haven't visited in over two years |
| ☐ Weekly | ☐ Never, I'm not a library member (<i>please respond to Q1, Q7 and Q8 only</i>) |
| ☐ Monthly | ☐ Other (<i>please specify</i>) _____ |
| ☐ Quarterly | _____ |
| ☐ Yearly | _____ |

2. Do you know where your closest library is?

- ☐ Yes ☐ No ☐ Unsure

3. What libraries do you visit?

- | | |
|---|--|
| ☐ Ipswich Central Library | ☐ My school/university/TAFE library |
| ☐ Ipswich Children's Library | ☐ Brisbane Libraries |
| ☐ Redbank Plaza Library | ☐ Gold Coast Libraries |
| ☐ Redbank Plains Library | ☐ Logan Libraries |
| ☐ Springfield Central Library | ☐ Queensland State Library |
| ☐ Rosewood Library | ☐ Other (<i>please specify</i>) _____ |
| ☐ Ipswich Library Virtual Library (website only) | _____ |
| ☐ Karalee Library Pod | |

4. Of these libraries, which do you visit most frequently? *Required.*

Please select the one library you visit most frequently

- | | |
|---|--|
| ☐ Ipswich Central Library | ☐ My school/university/TAFE library |
| ☐ Ipswich Children's Library | ☐ Brisbane Libraries |
| ☐ Redbank Plaza Library | ☐ Gold Coast Libraries |
| ☐ Redbank Plains Library | ☐ Logan Libraries |
| ☐ Springfield Central Library | ☐ Queensland State Library |
| ☐ Rosewood Library | ☐ Other (please specify) _____ |
| ☐ Ipswich Library Virtual Library (website only) | _____ |
| ☐ Karalee Library Pod | |

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

- | | |
|---|---|
| ☐ To borrow/return from the library's collection | ☐ To attend a library program or event |
| ☐ To borrow/return multimedia | ☐ To meet or make new friends |
| ☐ To read/browse magazines or newspapers | ☐ To access new technologies via Makerspace |
| ☐ To use the library's computers | ☐ For support with technology |
| ☐ To access the library's free Wi-Fi | ☐ To visit/use the Virtual Branch (website only) |
| ☐ To browse the library's collections | ☐ To relax /enjoy the facilities |
| ☐ To read, work or study | ☐ Other (please specify) _____ |
| ☐ To access assistance from library staff | _____ |

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

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

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, 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
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
Makerspace	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
Newspapers 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

9. 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
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
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
Makerspace	1	2	3	4	5	Not aware of this service
Newspaper and magazine collections	1	2	3	4	5	Not aware of this service
Local History programs	1	2	3	4	5	Not aware of this service
Smartlockers service	1	2	3	4	5	Not aware of this service
Home Library services	1	2	3	4	5	Not aware of this service
Opening hours	1	2	3	4	5	Not aware of this service

10. 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.*

- ☐ Yes, at a shopping centre
- ☐ Yes, at a community centre
- ☐ Yes, at a transport hub

☐ I would not use a self service check-out

☐ Other (please specify) _____

11. 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.*

- ☐ Ipswich Libraries website
- ☐ Ipswich Libraries Facebook page
- ☐ Ipswich Libraries Instagram
- ☐ Ipswich Libraries Newsletter
- ☐ Ipswich Libraries email
- ☐ Ipswich First

☐ Signs and flyers in libraries

☐ Local newspaper

☐ Library staff

☐ SMS

☐ Other (please specify) _____

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

☐ 5 ★ Excellent

☐ 4 ★ Good

☐ 3 ★ Average

☐ 2 ★ Fair

☐ 1 ★ Poor

13. Please share why you gave that rating.

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

About you

We want to make sure we are hearing from people of all backgrounds. Please complete these questions to help us know who has or has not been represented through this survey.

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**

15. What is your gender? *Required.*

- ☐ Female
- ☐ Male
- ☐ Other

☐ Prefer not to say

16. How old are you? *Required.*

- ☐ 0 to 14
☐ 15 to 19
☐ 20 to 29
☐ 30 to 49

- ☐ 50 to 64
☐ 65 to 74
☐ 75+

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

18. 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 Lankan
☐ Sudanese
☐ Tamil
☐ Torres Strait Islander
☐ Vietnamese
☐ Other (*please specify*) _____

19. Relationship to Ipswich? *Required.*

- ☐ I live in Ipswich
☐ I work in Ipswich
☐ I study in Ipswich

- ☐ I own/operation a business in Ipswich
☐ I own property in Ipswich
☐ I am a visitor to Ipswich

20. To enter the draw, please read and agree to the terms and conditions.

Annual Ipswich Libraries Survey Competition 2025 Terms and Conditions

1. Ipswich City Council (ICC) of 1 Nicholas Street, Ipswich, Queensland is the promoter ("Promoter") of ICC Annual Ipswich Libraries Survey: Community Survey Competition (the "Competition").
2. The Competition opens at 3.00 pm Monday 12 May 2025 and closes at 11.59 pm Monday 9 June 2025, 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 a Galaxy Tab A9+. There is one to be won.
4. The prize will be drawn at 10.00 am on Monday 30 June 2025 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 Annual Ipswich Libraries Survey.
8. All eligible people who complete the full Annual Ipswich Libraries Survey will be given the option to enter into the prize draw (Competition) which can be found at the end of the survey.
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.

Select all that apply

- ☐ I have read and agree to the Annual Libraries' Survey Competition 2025 Terms and Conditions.
- ☐ I confirm I am 18 or older or have parent/guardian consent to participate.

21. First and last name. Required. _____

22. Email address. Required. _____

23. Phone number. Required. _____







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