

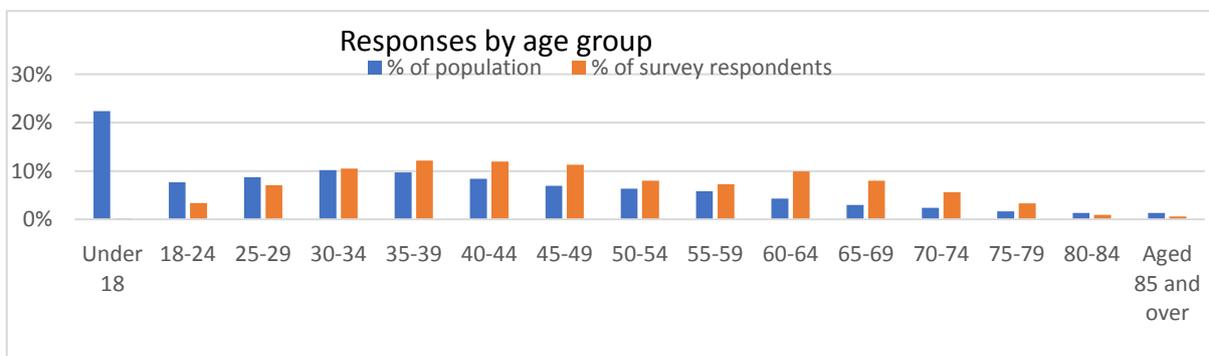


Appendix 5

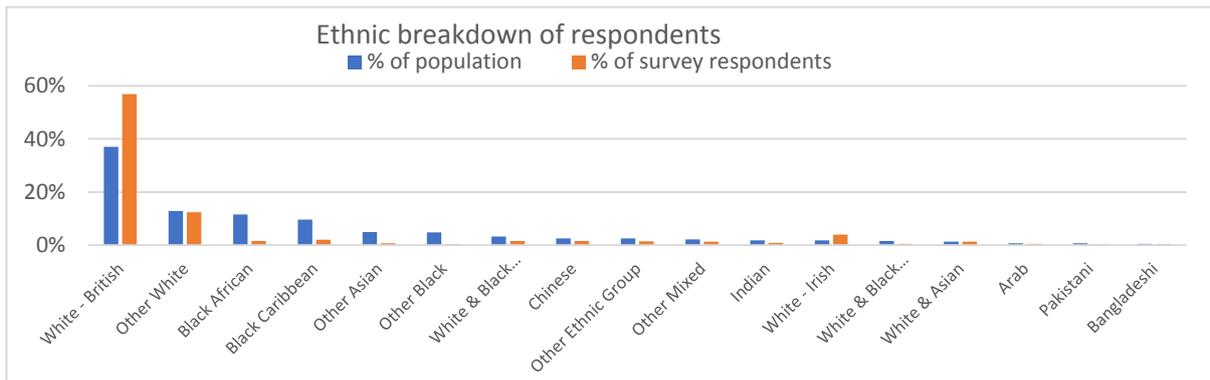
Lewisham libraries survey analysis

Headlines: who responded?

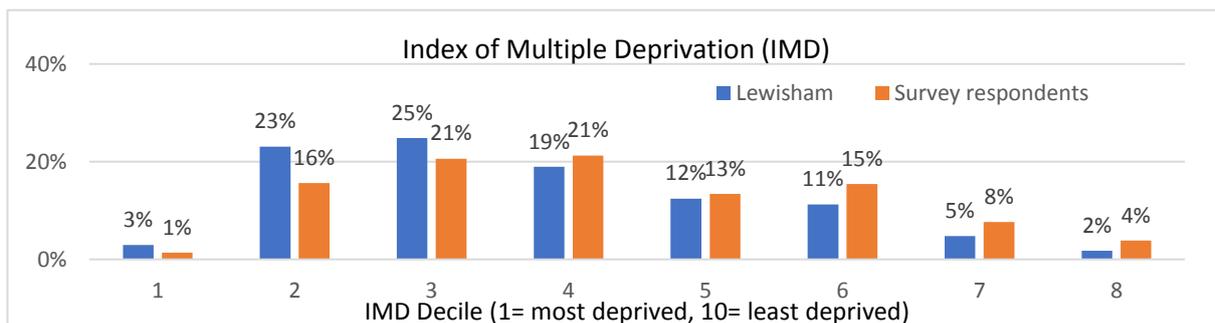
- The survey generated responses from 1,113 individuals. This was a healthy response in terms of a raw number, and almost all (91%) said they were borough residents. Although the survey received 1,113 responses, much of our analysis has a “n” value of 874 individual respondents. This is because the survey asked respondents whether they consented for their personal data to be used; around 20% declined and those respondents have been excluded from the demographic analysis thus reducing the response size. For the questions on relative importance of different parts of the service (e.g. browsing with/without help from staff) which were presented as composite questions, we have used the total number of answers per question as the “n” values. This is higher than the total number of individual respondents because respondents were asked to give multiple answers within one question.
- **Library users.** The vast majority of respondents (92%) said they were library users, whereas across the borough as a whole around 45% of residents are reckoned to use public libraries (Lewisham data from DCMS Active Lives 2017). This means that those residents who do *not* use public libraries (55% based on DCMS Active Lives) are represented by only 7% of respondents to the survey.
- **Demographic over and under-representing.** Although the survey received responses from across the borough and across all demographic groups, there were several areas of over and under representation in terms of Lewisham’s overall library user-base and population as a whole. We account for this in our analysis by looking at responses proportionately.
- **Gender.** Seventy-one per cent of respondents who answered the question about gender stated “female”, and 23 per cent of those who answered stated “male”, less than one per cent answered “other”, and around 5 per cent answered “prefer not to say”. This is in contrast to the gender breakdown of the population in the borough as a whole, where the population is split equally between male and female. We have accounted for this in our analysis by looking at whether the answers to a particular question, when split by gender, reflect the overall respondent 71/23/5 split as this would show the question was not influenced by gender.



- **Age profile.** The graph below shows the breakdown of Lewisham population by age group alongside the breakdown of survey respondents. Younger residents (<34) are under-represented amongst survey respondents and the number of under 18 responses was minimal. In the borough as a whole 49 per cent of the population are under 34, but only 21 per cent of survey respondents were from that age group. We also know that children and young people account for a large proportion of library users, for example the most recent pre-covid data shows two-thirds of all Lewisham library lending (65%) is of children’s books (CIPFA libraries data 2019/20). We have accounted for this by looking at whether the age-group split of responses to individual questions reflect the age-group breakdown overall.
- **Ethnicity.** Analysing responses by ethnicity shows respondents predominantly identified as White British, or another white group. These groups make up around half of the Lewisham population (52%) yet account for 73 per cent of total survey respondents. BAME groups are therefore much less likely to be found amongst survey respondents, yet we know that nationally (from DCMS Taking Part data) BAME individuals, including those with mixed backgrounds, are more likely to use libraries than those who identify as White. Again we have accounted for this by looking at whether responses to individual questions reflect the proportion of White and non-White respondents among survey respondents overall.



- **Housing tenure types.** Assessing respondents by the tenure type of their housing shows that 69 per cent of respondents own a house, with or without mortgage, while 18% privately rent their property, 8% are social renting tenants, and the remaining 4% are individuals who live with their families or friends or have free accommodation. Comparing this with 2011 ONS Census data shows that a much larger proportion of survey respondents own a house than in the Lewisham population overall (69% in survey versus 42% in the borough as a whole). Again we have accounted for this in the same way as for other demographic characteristics.
- **Index of multiple deprivation.** The graph below shows the breakdown of survey respondents by the socio-economic status of their home postcode. This shows that while



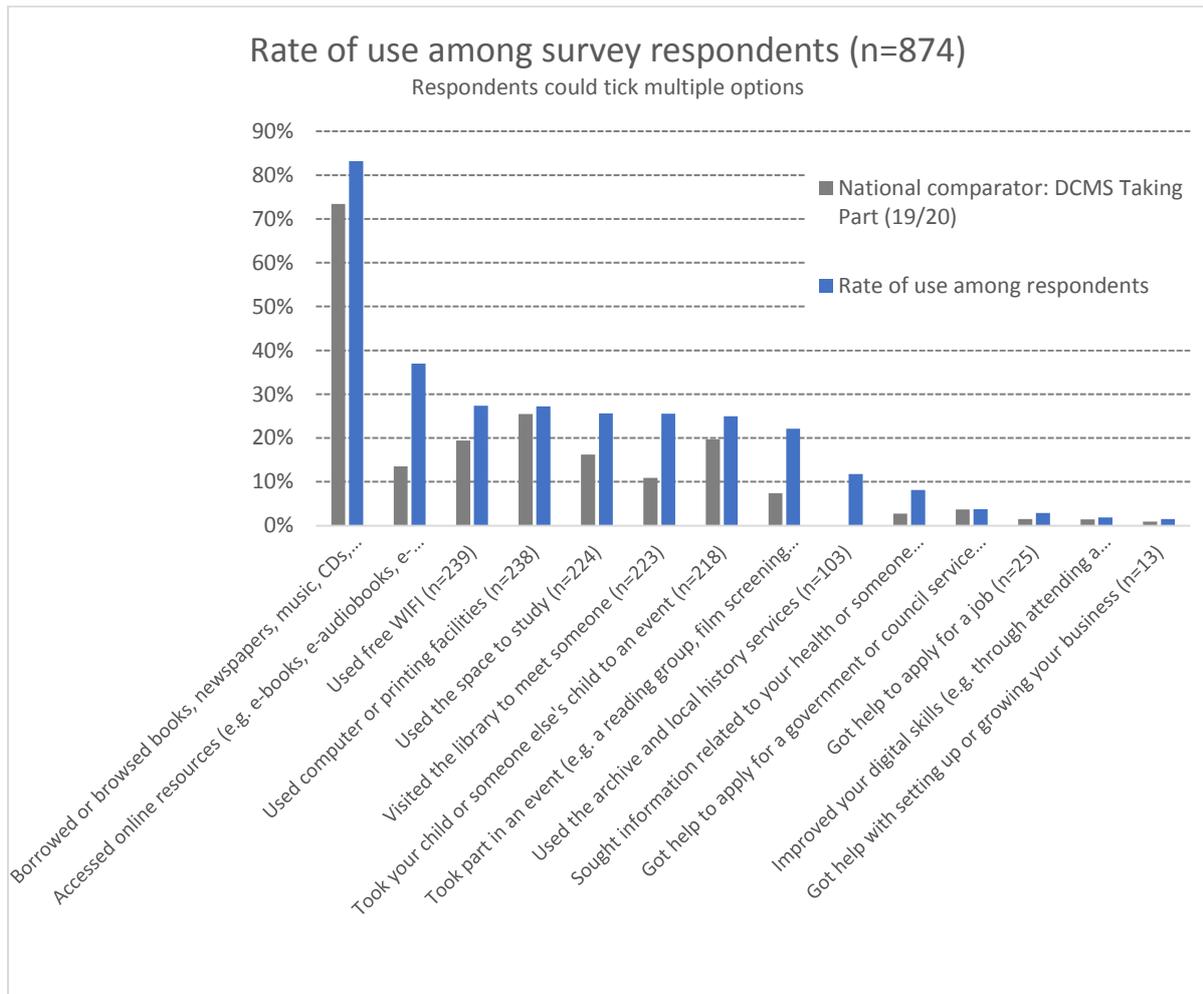
four fifths (82%) of all Lewisham residents live in postcodes which fall within the 5 most deprived “IMD deciles” when ranked nationally, only 72 per cent of survey respondents came from those deciles. Conversely, only 18 per cent of Lewisham residents live in postcodes in IMD deciles 6 – 10 (i.e. least deprived nationally) but more than a quarter (28%) of survey respondents live in postcodes in those deciles. However, the most recent data from Lewisham’s library management system shows the profile of current library users almost exactly matches the overall IMD profile of the borough (Lewisham library data analysed by Shared Intelligence in autumn 2020). We also know that nationally, rates of library use are similar across all IMD deciles (again, from DCMS Taking Part).

### Headlines: how respondents say they use libraries

In terms of how survey respondents say they use libraries (and they could name as many types of use as applied) the most common uses stated by respondents in descending order were:

- borrowing or browsing books or other materials
- accessing online resources
- using free Wi Fi
- using computers and printing facilities
- using the space to study
- visiting the library to meet someone
- taking a child to an event
- taking part in an event
- using the archive and local history

The chart below shows the percentage of respondents (of those who answered this question and agreed for their data to be used) who said they had used the library service for different purposes. Survey responses are shown with the blue bars. For comparison, data from the DCMS Taking Part national survey 2019/20 is shown with the grey bars.



The remainder of this report explores overall patterns of use and whether there are differences in rates of use among different demographic groups, or in the relative importance given to different types of use. The headlines from this are summarised on this page.

Which types of use are different depending on respondents' demographic background?

#### **Less influenced by demographic background of users**

- borrowing or browsing books or other materials
- accessing online resources
- using computers and printing facilities
- visiting the library to meet someone
- taking part in an event

#### **Services which *are* influenced by background of users**

- using free Wi Fi
- using the space to study
- taking a child to an event
- using the archive and local history

#### **Less commonly used services which are also influenced by background of users**

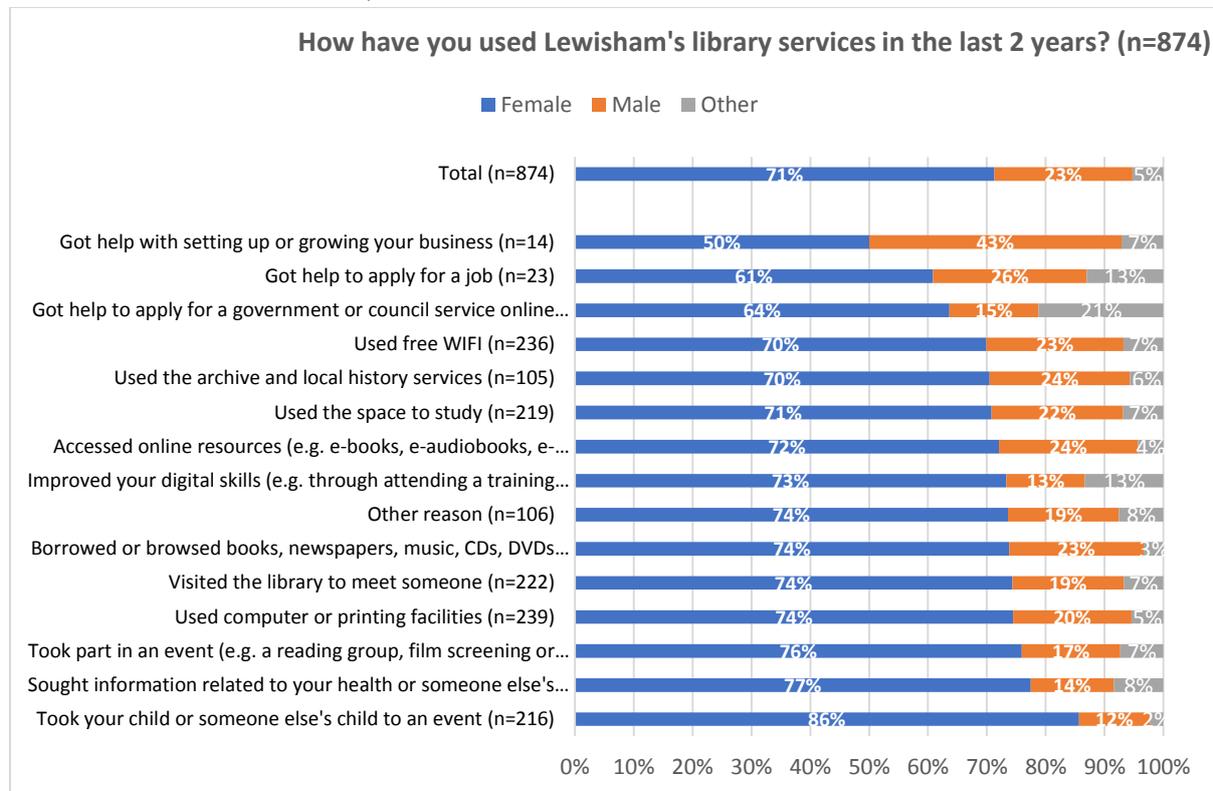
- improving digital skills
- getting help to apply for a job
- getting help to set up or grow a business
- getting help to apply for a government or council service online
- seeking information about health

To what extent do specific demographic characteristics effect which services respondents use?

- **Gender** and **socio-economic status of their home postcode** have little influence overall on how respondents say they use libraries.
- **Age** has some influence; those aged 34 or under are more likely to visit to use WiFi, or visit a library to find study space, and those aged 35 and over are more likely to take a child to an event. Those 34 and under are also more likely to get help with applying for a job, or digital skills (although these are less common types of use overall).
- **Housing tenure type** has some influence; computers and printing facilities, space to study, and free WiFi are all more likely to be used by those who do not own their own homes, while children's events are more likely to be used by owner occupiers. Social tenants are more likely to get help to apply for a job although this is minor type of library use overall.
- **Ethnicity** is a major influence on how respondents use libraries. White respondents are more likely than other ethnicities to say they used all the most commonly used areas of the service except for computers and printing, and space to study, which are used to an equal extent regardless of ethnicity. Conversely, non-White respondents are much more likely to say they had used libraries to get help to apply for a job, improve their digital skills, or get help to apply for a government or council service online, although these are the less common types of use overall. As mentioned, among the most common types of use, only the use of computers and printing facilities, and using the space to study, are 'neutral' in terms of the effect respondents' ethnicity of has on use.

## Question 5 analysis: How have you used Lewisham's library services in the last 2 years? (n=874)

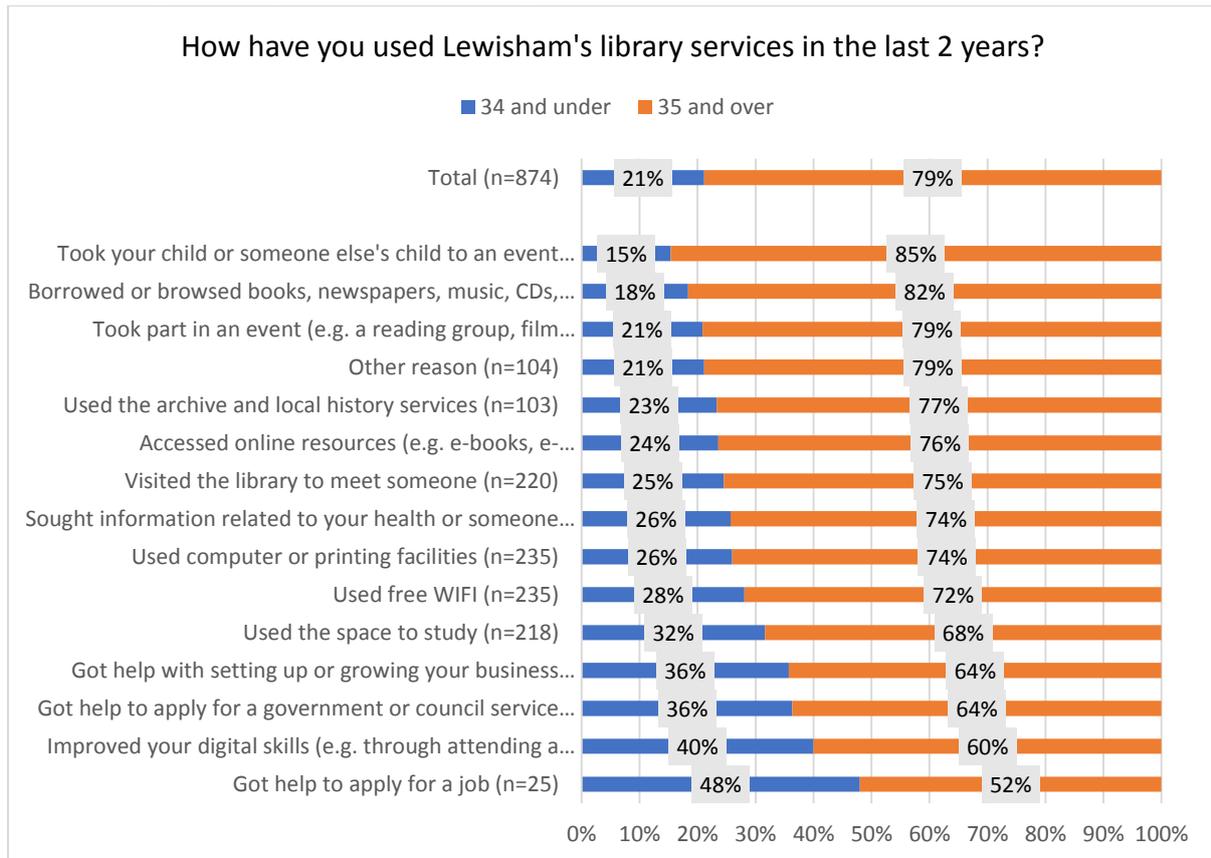
The effect of Gender on responses



- The graph above shows the breakdown of responses to Q5 in the Survey (*How have you used Lewisham's library services in the last 2 years?*) by gender.
- It is important to remember that in the survey overall, 71% of respondents said they were female and 23% said they were male, and those who gave "other" or did not answer account for around 5%. In reviewing the responses by gender we can look at which answers display the same or similar gender split as the overall response. For example among those respondents who said they had "Borrowed or browsed books, newspapers, music etc" there are about the same proportion of women to men as in the survey response overall. We can therefore say that neither women nor men are more likely to have given this answer. If we look at those who said they "Took your child or someone else's child to an event" we see that the proportion of women to men giving this answer is very different from the survey response overall; here men were less likely to give this response as they account for only 12% of the answers even though we know 23% of all survey respondents were men.
- If we continue to view the results in this way, looking at whether the answers for specific questions follow the gender split of responses overall we can say:
  - o Using free WiFi, using archives, using space to study, accessing online resources, borrowing books, visiting the library to meet someone, using computer or printing facilities, or taking part in an event are broadly in line with the overall gender split of responses; in other words these are used in equal measure regardless of gender.
  - o Using a library to take your child or someone else's child to and event was *much more* likely for women and *much less* likely for men.

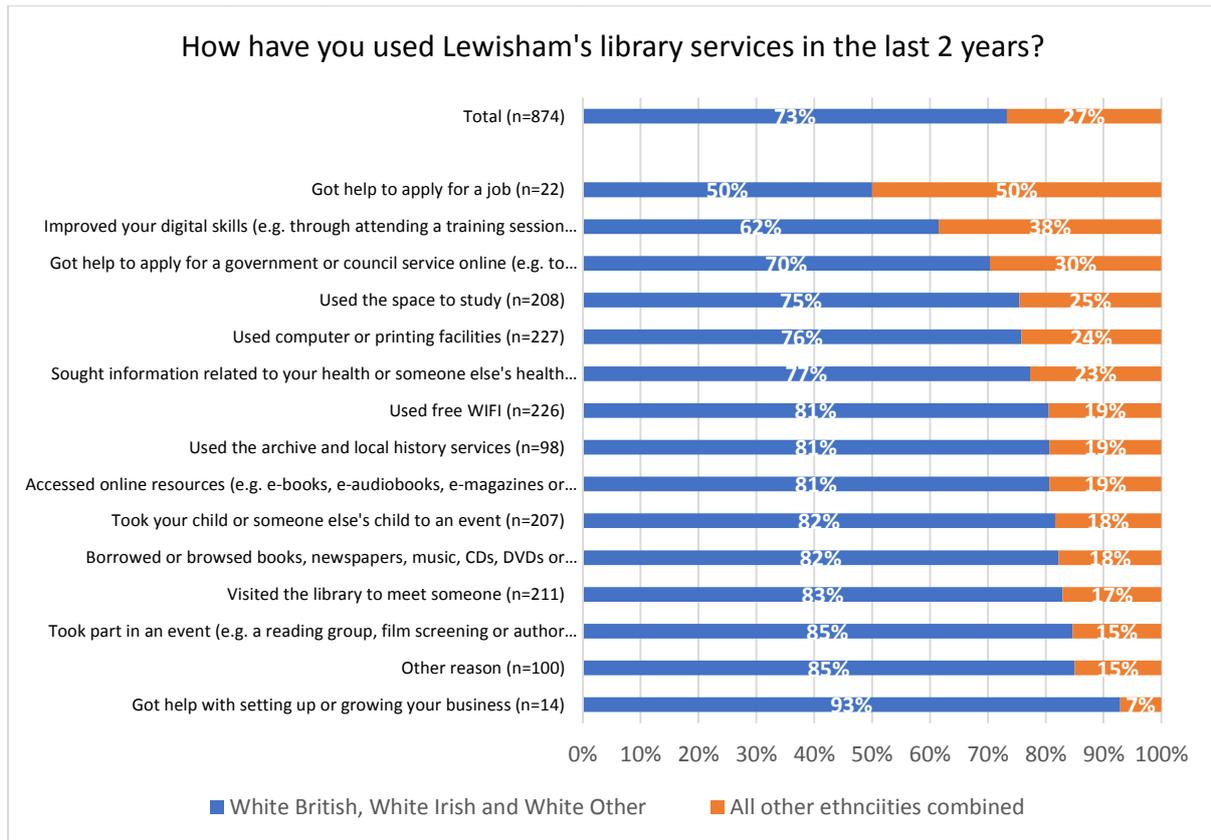
- Among the types of use which were mentioned less often, there are more marked gender differences, for example men were much more likely to say they used the library service to get help setting up a business, and those gave their gender as “other” were much more likely to have used libraries to get help to apply for a government or council service.
- In summary we can say that use of the core library offer is generally speaking not influenced by gender, with the important exception that women are much more likely to take a child to a children’s event. However, among the less frequent types of library use gender does make a much bigger difference.

Effects of Age on responses about library use



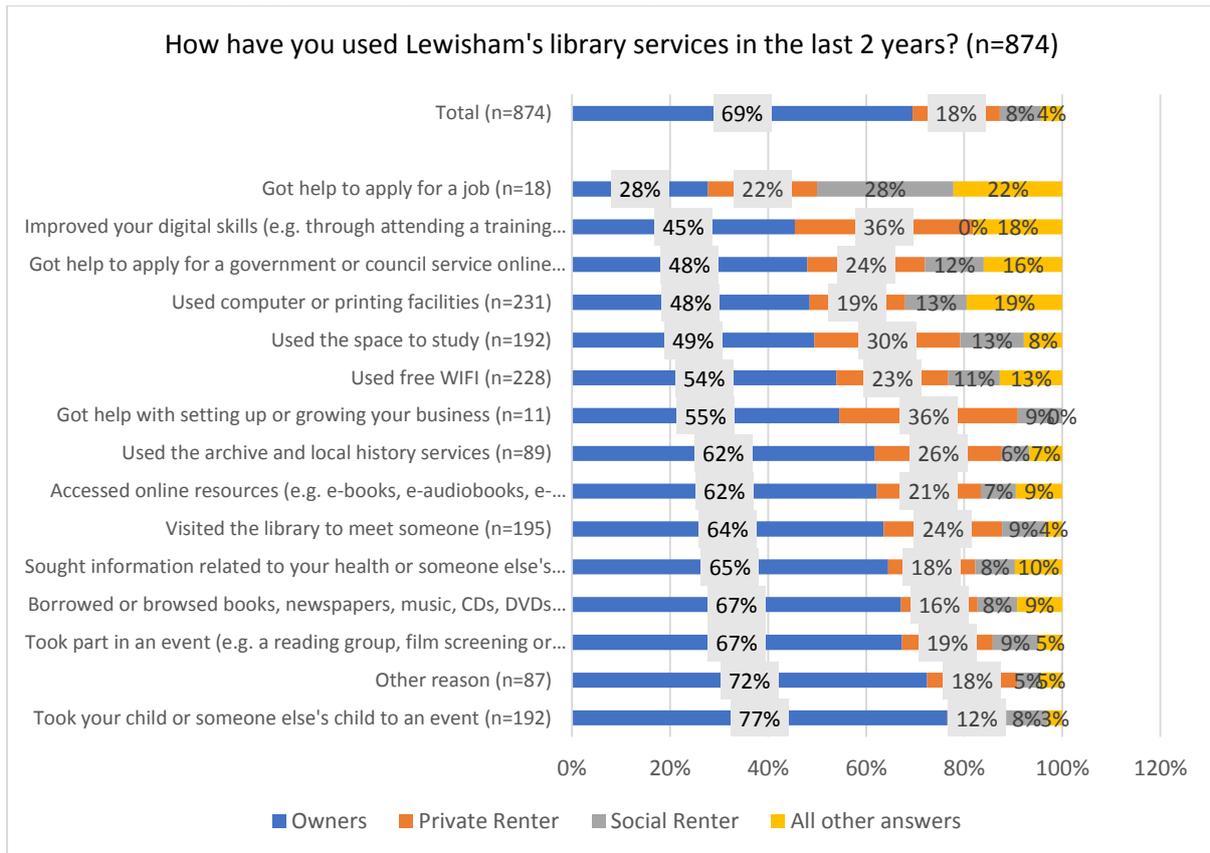
- Looking at the breakdown of respondents by age groups, we need to account for the fact that survey respondents did not represent the borough population as a whole, nor the library user-base as we understand it. Only 21% of respondents were 34 or under (with almost no under 18s), and 79% of respondents were 35+. In the borough as a whole those over and under 35 are almost evenly split 50/50, and we know the library service is heavily used by children and young people. If we look at the results in a similar way to the analysis by gender and ethnicity above, we can say the following:
  - o Reported use of much of the core library offer (borrowing or browsing books and other materials, taking part in events, using archives, accessing online resources, visiting a library to meet someone, using computer or printing facilities), is similar to the overall age-breakdown of all respondents; in other words age does not appear to influence use of these services.
  - o Those aged 34 or under were more likely than those aged 35+ to say they had visited libraries to use free WiFi, and even more likely to have used space to study.
  - o Those aged 35+ were more likely than those 34 and under to have used a library to take a child to an event.
  - o Among less commonly used services those 34 and under were much more likely to have used libraries to get help applying for a job, or improving their digital skills.
- In summary we can say use of the core library offer is generally not influenced by age. The notable exceptions are that younger users are more likely to use libraries to access free WiFi and space to study, and those aged 35+ are more likely to have taken a child to a children’s event. However, when it comes to less commonly used library services relating to skills and work, respondents aged 34 and under are much more likely to have used libraries for these purposes. A major caveat is the lack of survey data for under 18s.

Effect of Ethnicity on responses about library use



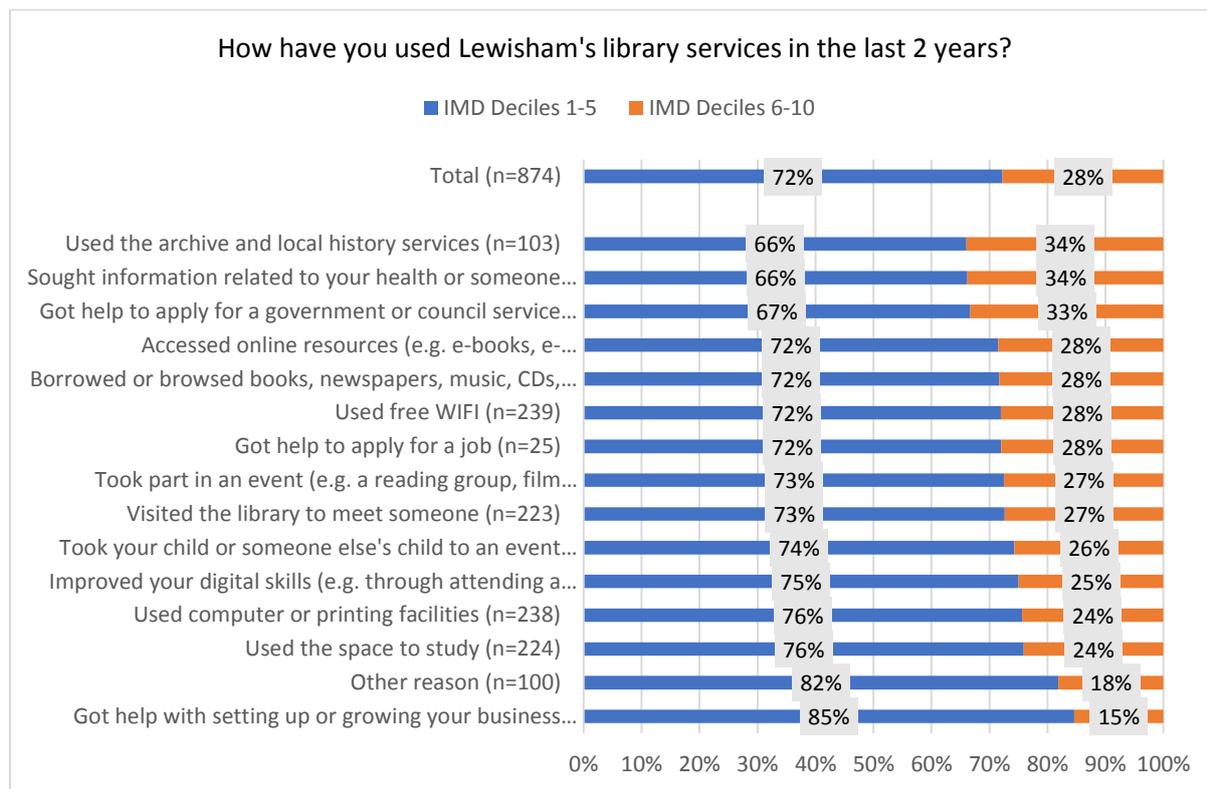
- In the survey overall, 73% of respondents gave their ethnicity as either White British, White Irish or White Other. All other ethnic backgrounds (including mixed) made up the remaining 27% of respondents and as we have explained this is very different from the borough as a whole where all other ethnicities make up around 48 per cent of total population.
- If we look at the results in a similar way to the analysis by gender above, we can say the following:
  - o Using space to study, and using computer or printing facilities, are broadly in line with the overall ethnicity breakdown of responses; in other words these are used in equal measure regardless of ethnic background.
  - o For all the other most common types of library use, survey respondents who identified as white are more likely (for some activities much more likely) to use these than those with non-white backgrounds. The difference is greatest of all for taking part in events, and visiting the library to meet someone.
  - o Among the types of use mentioned less often there are some types of use which respondents from non-white backgrounds were much more likely to say they had used in particular getting help to apply for a job, improving digital skills, and getting help to apply for a government or council service. However, the numbers of people saying they had made use of these services overall is much less common.
- In summary we can say that while the use of study space and computer and printing facilities are not influenced by users' ethnicities, for much of the core library offer respondents with white backgrounds were more likely to say they had used these services than non-white. However, when it comes to less commonly used library services relating to skills, work, and accessing to other public services, non-white respondents are much more likely to have used libraries for these purpose.

Effects of Housing type on responses about library use



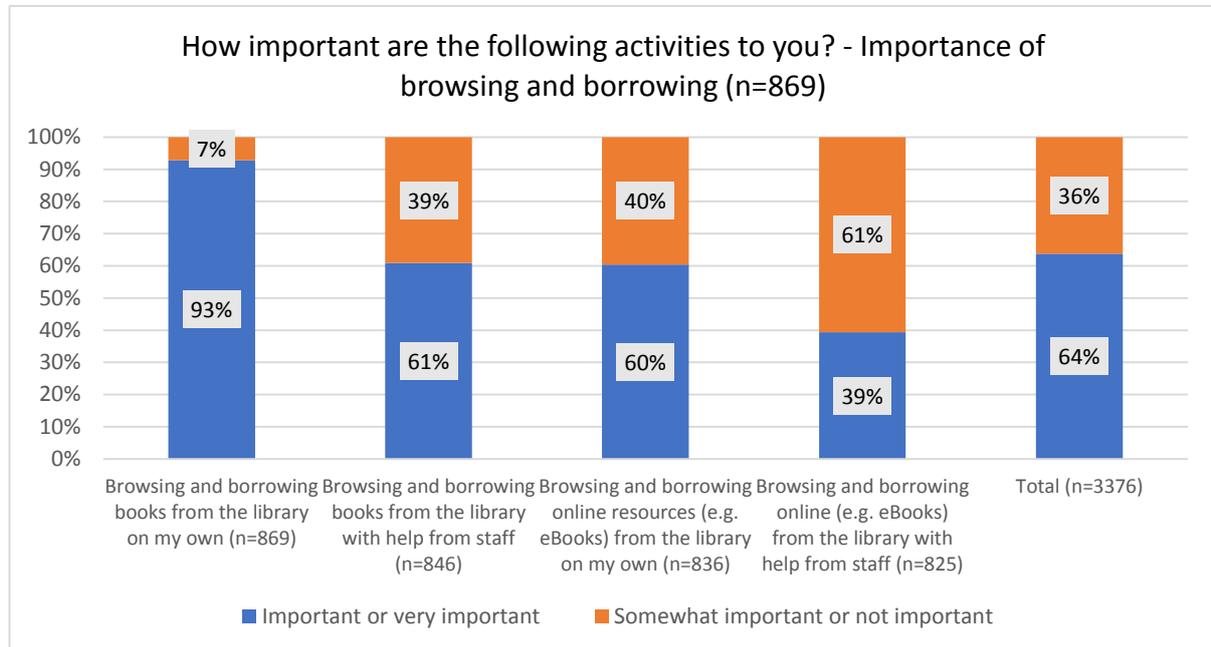
- Once again we cannot take survey responses as representative of all Lewisham residents, but we can look to see whether certain tenure types might influence how individuals use libraries. What we find is:
  - o Accessing online resources, visiting the library to meet someone, borrowing or browsing books and other materials, and taking part in events are all broadly in line with the overall tenure breakdown of all respondents indicating that tenure does not influence these types of library use.
  - o Reported use of computers and printing facilities, space to study, and free WiFi are much less likely to be used by owner occupiers and more likely to be used by other groups.
  - o Archives are more likely to be used by private renters, and children’s event are much more likely to be used by owner occupiers than other groups.
  - o Among the less commonly used services getting help to apply for a job stands out, with owner occupiers much less likely to use libraries for this purpose, and social tenants, and those living with family and friends being much more likely to use libraries for this purpose. That said, even among social renters this is minor type of library use overall.
  
- In summary we can say that among the most heavily-used library services, most are used by all residents regardless of their housing tenure. However, those who do not own their own homes are more likely to use libraries for computers, study space, and WiFi, and to a lesser extent to access archives. On the other hand children’s events are more likely to be used by owner occupiers. Lastly, social renters and those living with friends and family, are much more likely to use libraries to get help to apply for a job than people in other tenures.

Effects of Index of Multiple Deprivation status of home postcode on responses about library use



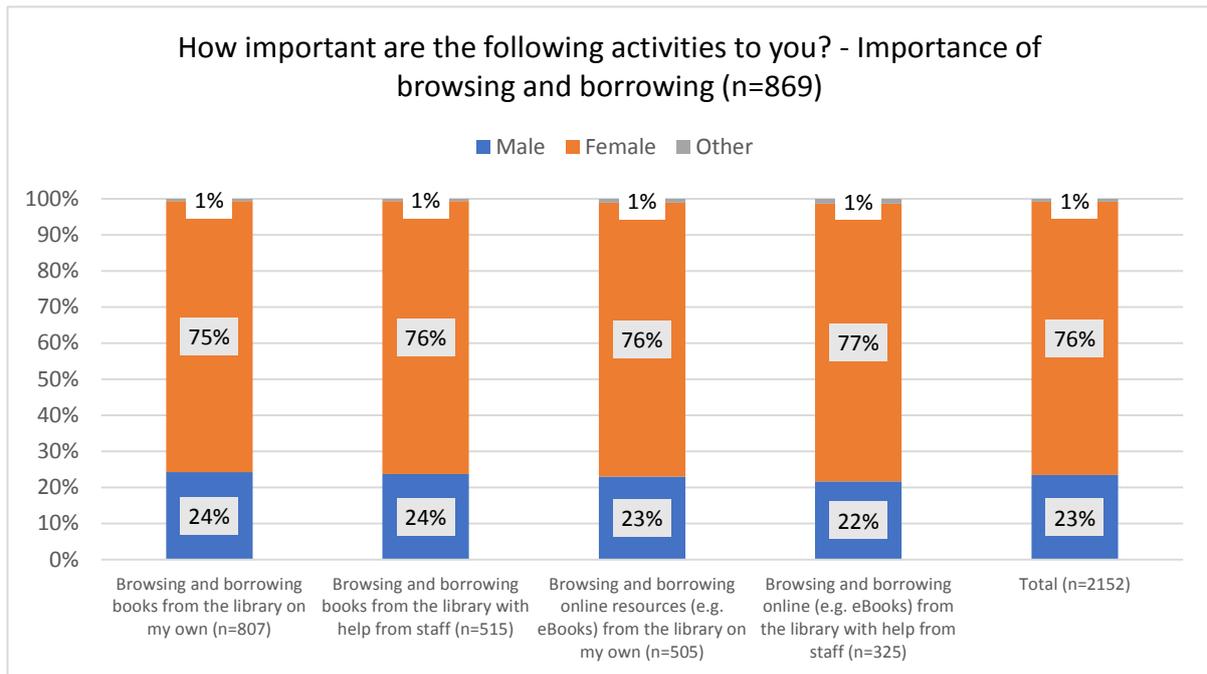
- Earlier on we established that although individuals from the more deprived areas made up 72% of respondents, this is still a lower proportion than in Lewisham as a whole. Yet we know that in reality the socioeconomic background of library users almost exactly matches the population as a whole. For the survey analysis we have grouped respondents into 2 groups, one consisting of those respondents from Lower Super Output Area's in deciles 1 (most deprived) to 5 and those in deciles 6 – 10 (least deprived).
- If we look at the results in the same way as for other factors, we can see that:
  - o Accessing online resources, borrowing or browsing books and other materials, using free WiFi, taking part in events, visiting libraries to meet someone, taking a child to an event, using computers or printing facilities, and using space to study – are all used to an equal extent regardless of postcode/IMD decile.
  - o The only one of the more commonly used library services where postcode makes a difference is use of archives; respondents from the least deprived postcodes were more likely to say they had used archives.
  - o Among the less frequently used services, getting help to set up a business was far more likely to be used by those from more deprived postcodes, and seeking information about health, or getting help applying for a government or council service was more likely to be used by those from less deprived postcodes.
- In summary therefore, we can say that for the most part, the type of postcode respondents come from in terms of socio-economic need and deprivation, does not influence what services respondents use, especially for the most commonly used services. The only exceptions to this are archives, health information, and help applying for services (more likely to be used by the better off) and help setting up a business (more likely to be used by those from more deprived postcodes).

## Question 8 analysis: How important are the following activities to you? - Importance of browsing and borrowing books



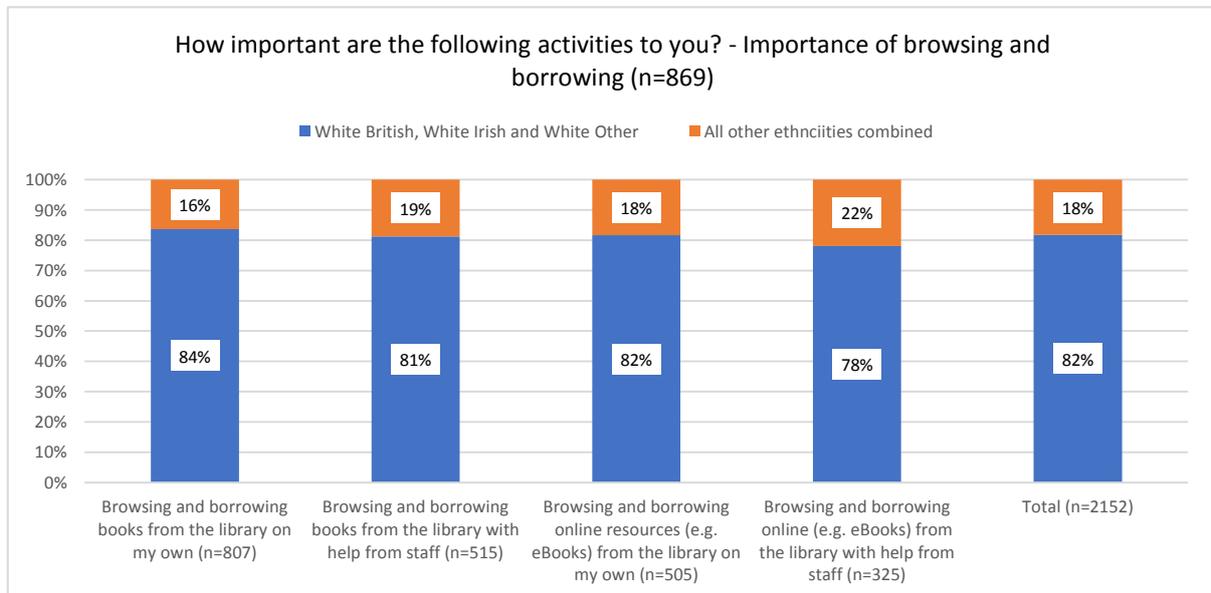
- On average, 64 per cent of respondents stated that *'browsing and borrowing books'* is either 'important' or 'very important' to them. The other 34 per cent stated it to be 'somewhat important' or 'not important'. When looking at overall responses we need to bear in mind the fact that survey respondents tended to be older, were more likely to be female, and from the more affluent parts of the borough, and non-white residents were much less likely to be among the respondents.
- The activity was split into 4 categories in the survey; *'browsing and borrowing from the library on their own'*; *'browsing the library with help from staff'*; *'browsing online resources on their own'*; and *'browsing online resources with help from staff'*. The responses to each of these categories was markedly different with the online activities being considered far less important by respondents in comparison with physical library browsing and borrowing. Activities that involve getting help from staff were considered to be less important than activities done by the users themselves.
- The graph above clearly shows that respondents ranked *'browsing and borrowing books from the library on their own'* as most important amongst the 4 categorised activities, with 93 per cent of respondents stating it to be 'important or very important'. Whereas the percentage declines sharply for the same activity with *'help from staff'*, to 61 per cent finding it 'important or very important'. *'Browsing and borrowing online resources'* experiences a similar trajectory with 60 per cent ranking it to be 'important or very important' when done on their own, but where help from staff is required this drops to 39 per cent.
- This indicates that users find activities that are easily accessible to use to be more important to them than activities where they need to rely on help from staff.

Effect of Gender on questions about relative importance – browsing and borrowing



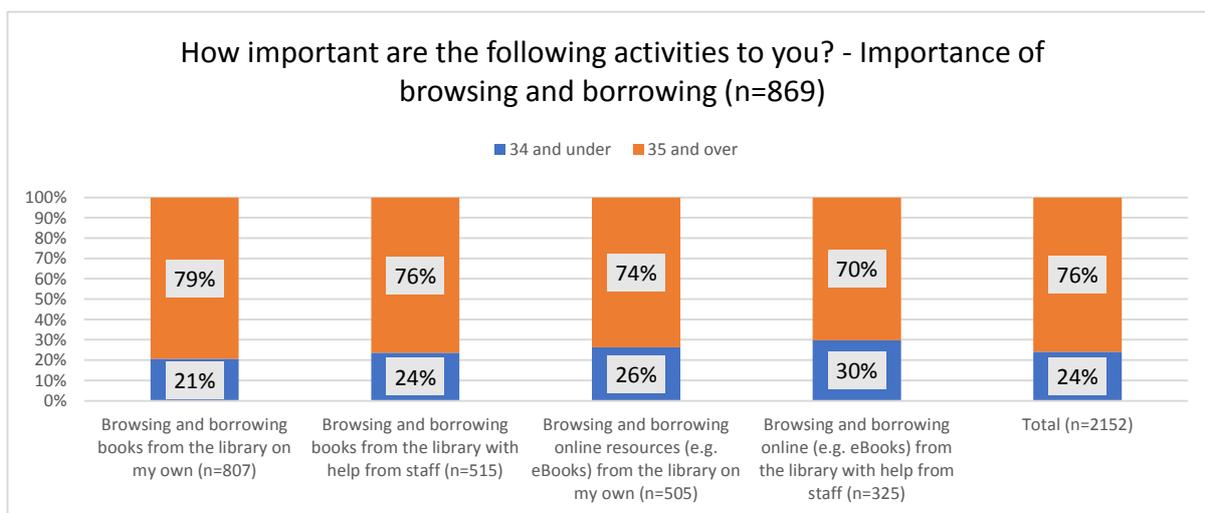
- The gender breakdown for this question seems to indicate a consistent pattern across all 4 categorised activities, with just under a quarter of respondents who stated the activities to be ‘important or very important’ to be male with approximately three-quarters being females. This is broadly in line with the gender breakdown of survey respondents in total. In other words gender appears to make little difference to responses.

Effect of Ethnicity on questions about relative importance – browsing and borrowing



- Looking at the ethnic breakdown of users who said that the activities were ‘important or very important’, we can see that 80 per cent of respondents are either White British, White Irish or White Other, which is higher than in the real-life borough population. That said, when we look at the answers to this question split by ethnicity, we see that ethnicity appears to make little difference to the relative importance respondents place on each type of service.

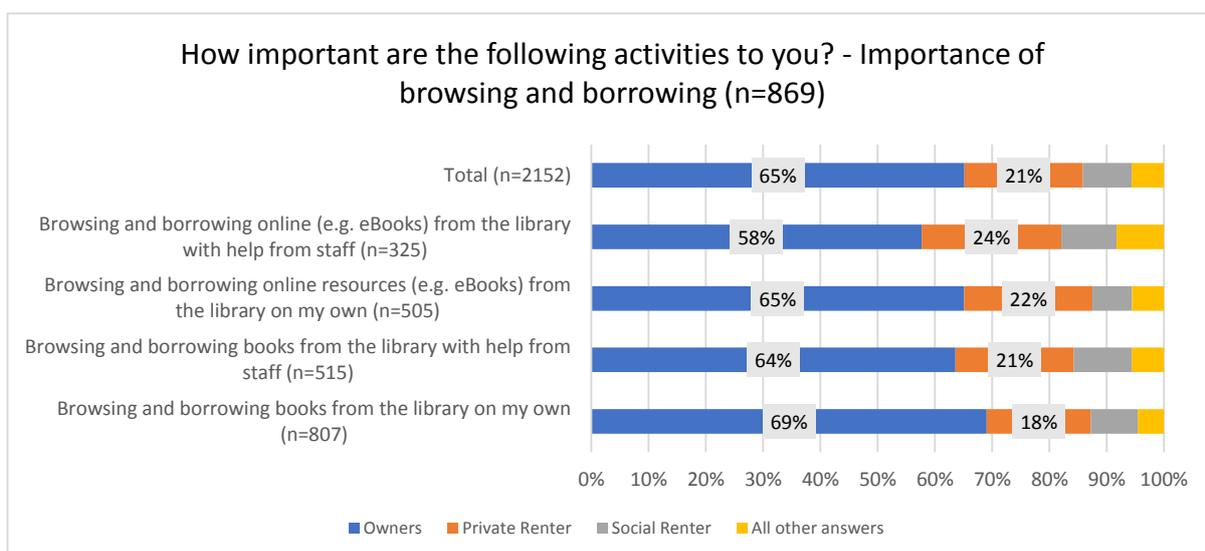
Effect of Age on questions about relative importance – browsing and borrowing



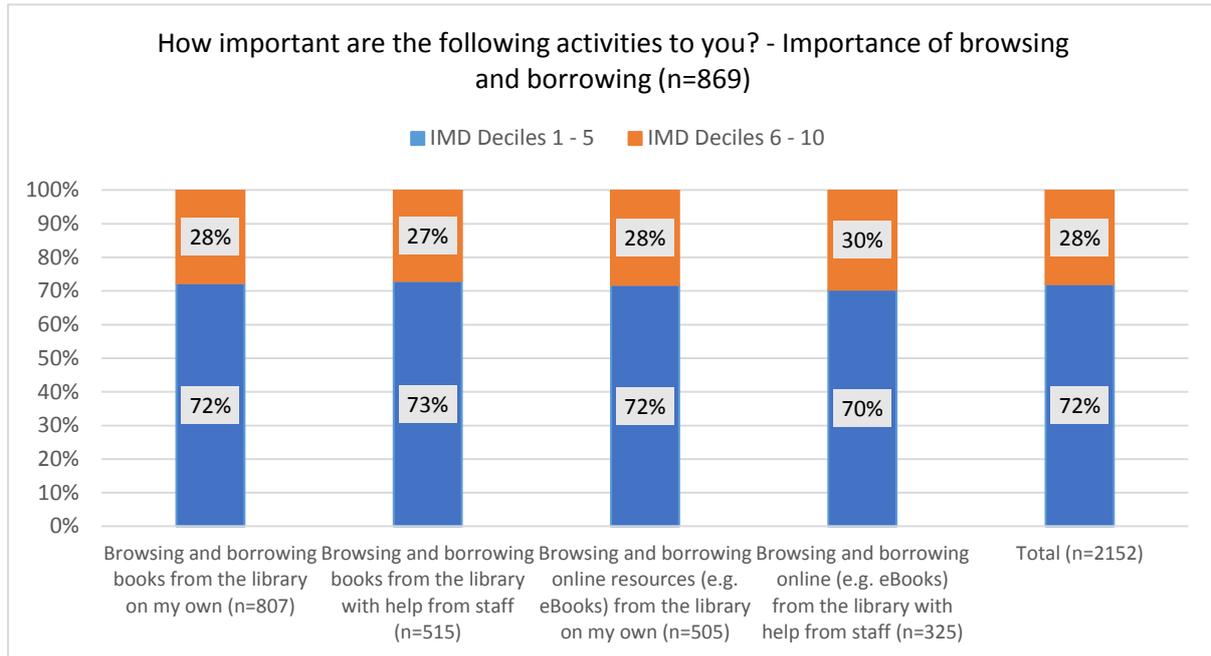
- This graph shows the breakdown of respondents who stated each of the activities to be 'important or very important' by 2 age groups: 34 and under and 35 and above. Among those who responded to the survey over 35's account for more than double the representation of under 34's even though they make up only 51 per cent of the borough population. Most of the answers seem unaffected by the age of respondents. However, the younger age bracket were more likely (30% gave this answer) to say that '*browsing and borrowing online resources with help from staff*' was of high importance compared to older respondents.
- Under 34's were also slightly less likely to view '*browsing and borrowing books from the library on my own*' as important, compared to older respondents.

Effect of Housing tenure type on relative importance – browsing and borrowing

- There are two answers where housing tenure type appear to make a difference to the answers given by respondents. Firstly, owner-occupiers were less likely to view '*browsing and borrowing online from the library with help from staff*' as important compared to respondents in other types of housing. Conversely, owner-occupiers were more likely to view '*browsing and borrowing books from the library on my own*' as important compared to other respondents.

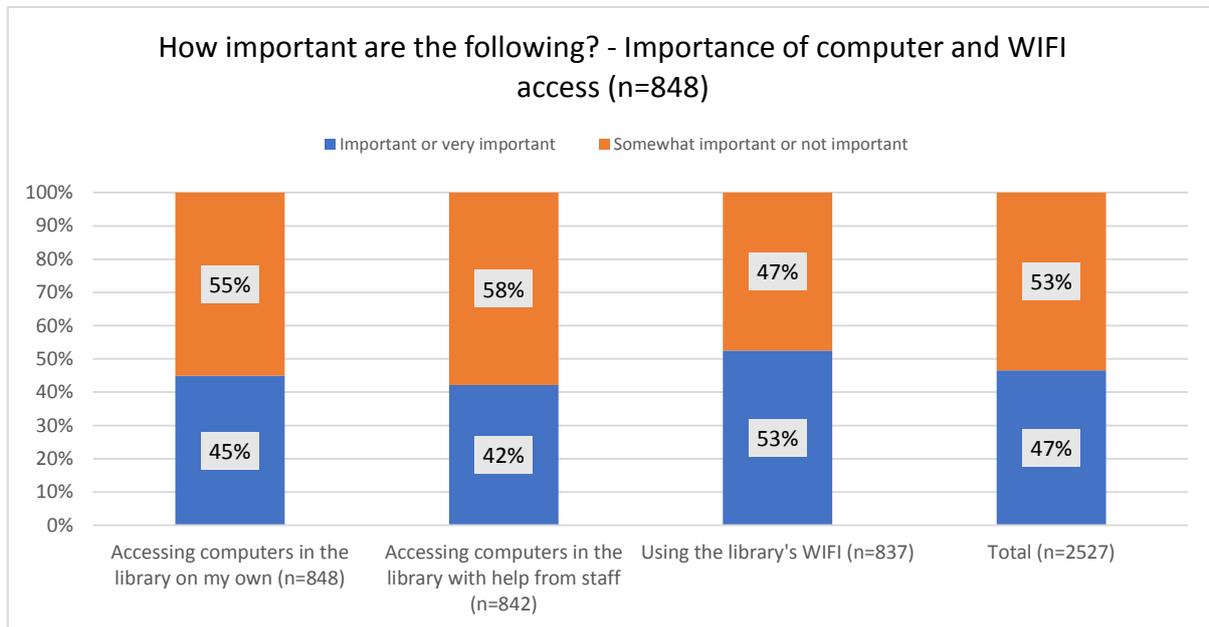


Effect of Index of Multiple Deprivation status of home postcode on relative importance – browsing and borrowing



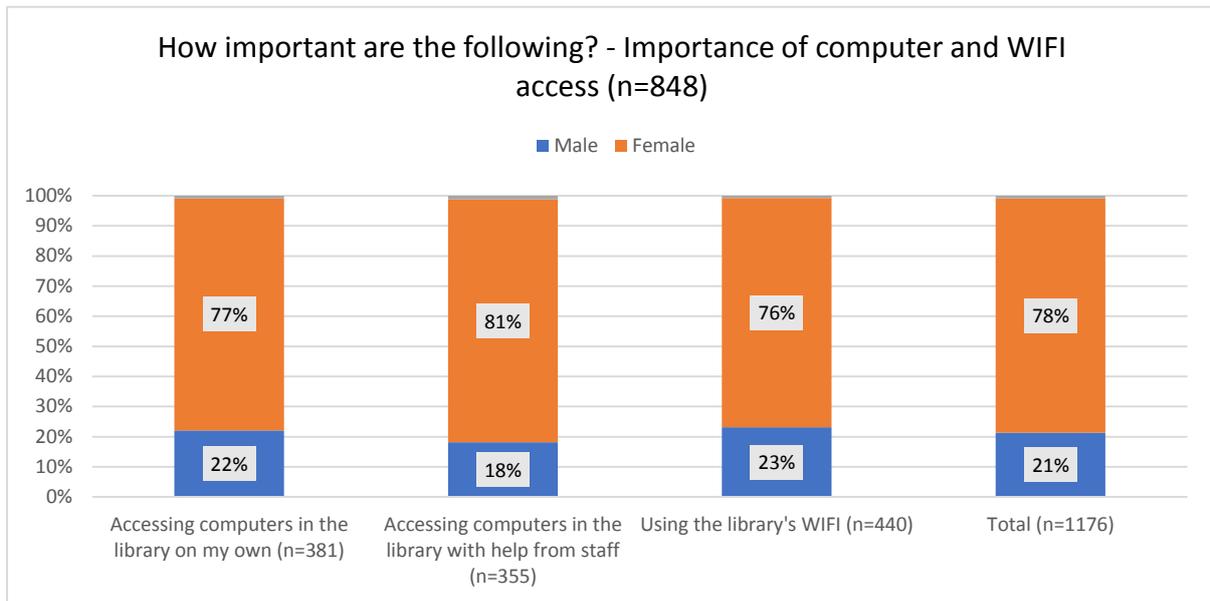
- IMD status of home postcode appears to make little difference to responses to the answers to questions about relative importance.

## Question 8 analysis: How important are the following? - Importance of computer and Wi-Fi access



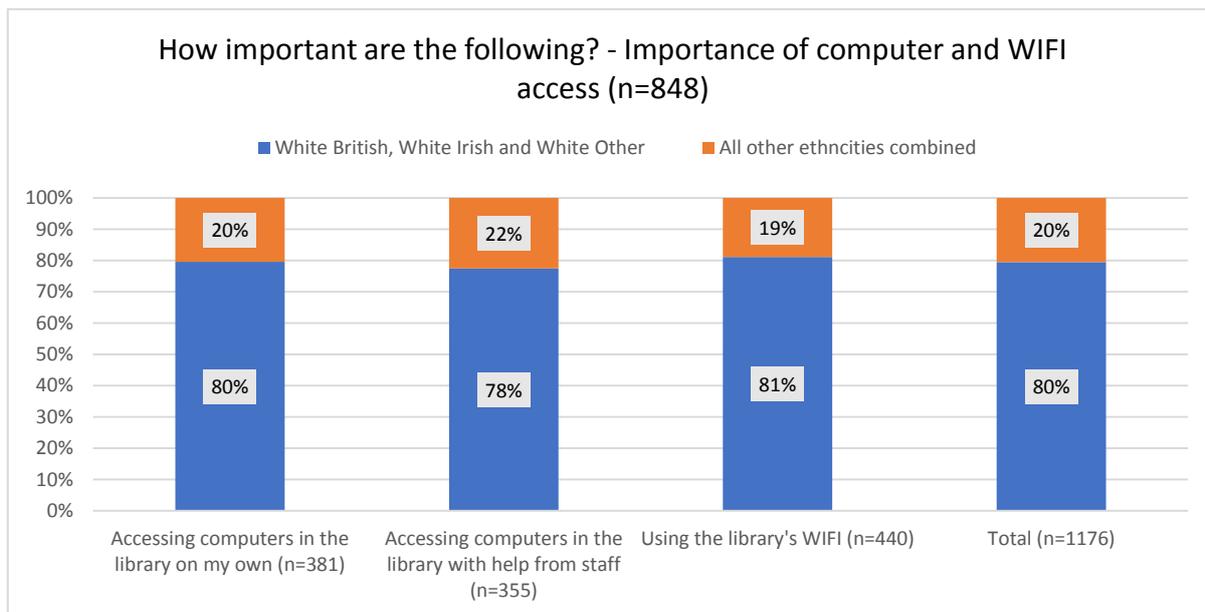
- On average, only 47 per cent of respondents stated 'computer and Wi-Fi access' to be either 'important or very important' with the other 53 per cent stating it to be 'somewhat important or not important' at all. This is considerably lower than the proportion of respondents who found 'browsing and borrowing books' to be 'important or very important'. This suggests library users to find browsing and borrowing activities to be more important to them when compared with having access to computers and Wi-Fi.
- The activity was split into 3 categories in the survey; 'accessing computers on their own'; 'accessing computers with help from staff'; and 'using the library Wi-Fi'. Amongst the 3 activities, Wi-Fi access had the highest proportion of respondents
- The graph below shows that more respondents ranked 'using library's Wi-Fi' as most important amongst the 3 categorised activities, with 53 per cent of respondents stating it to be 'important or very important'. Whereas the percentage is lower for 'computer access' with only 45 per cent ranking it to be 'important or very important' and lower still for the same activity with 'help from staff' to 42 per cent finding it 'important or very important'.

Effect of Gender on questions about relative importance – computers and WiFi



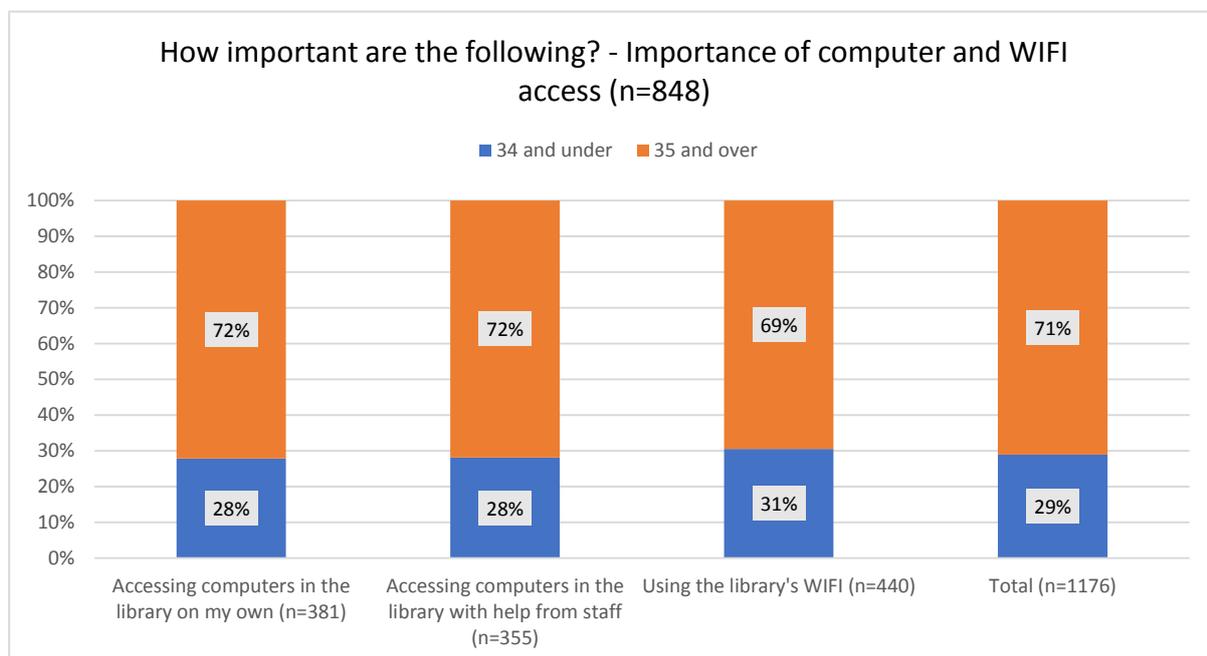
- Gender seems to make little difference, although men were slightly more likely than women to rank *using the library's WiFi* as important compared to men, and slightly less likely than women to rank *accessing computers in the library with help from staff* as important.

Effect of Ethnicity on questions about relative importance – computers and WiFi



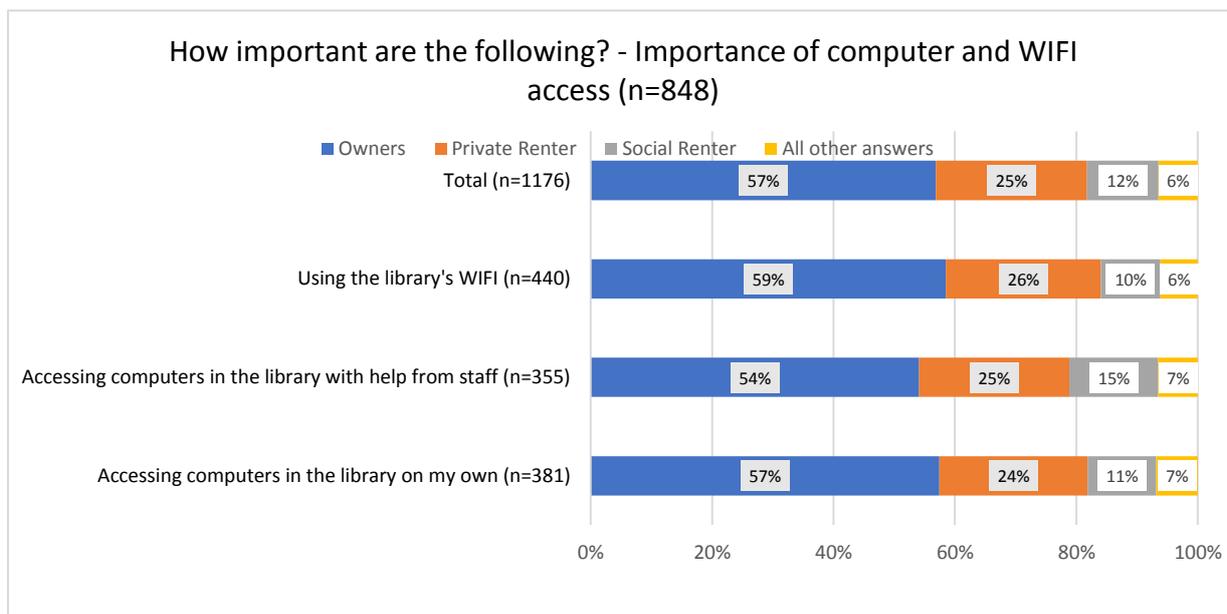
- Ethnicity appears to make little difference to responses to the answers to questions about relative importance.

Effect of Age - computers and WiFi



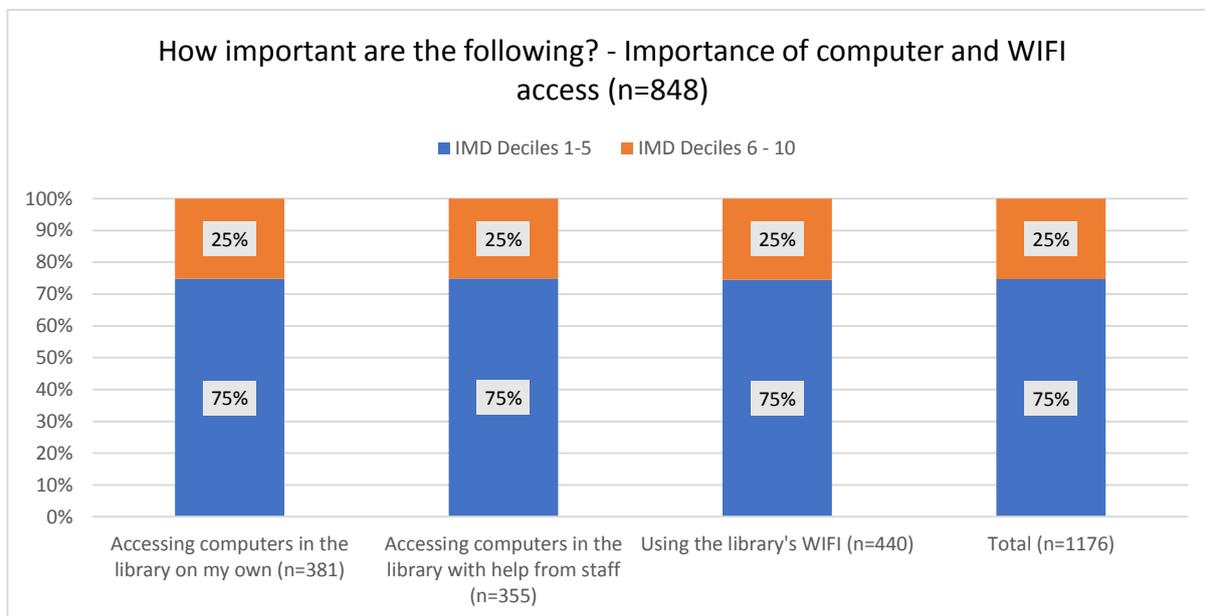
- Age appears to make little difference to responses to the answers to questions about relative importance.

Effect of Housing tenure type on relative importance – computers and WiFi



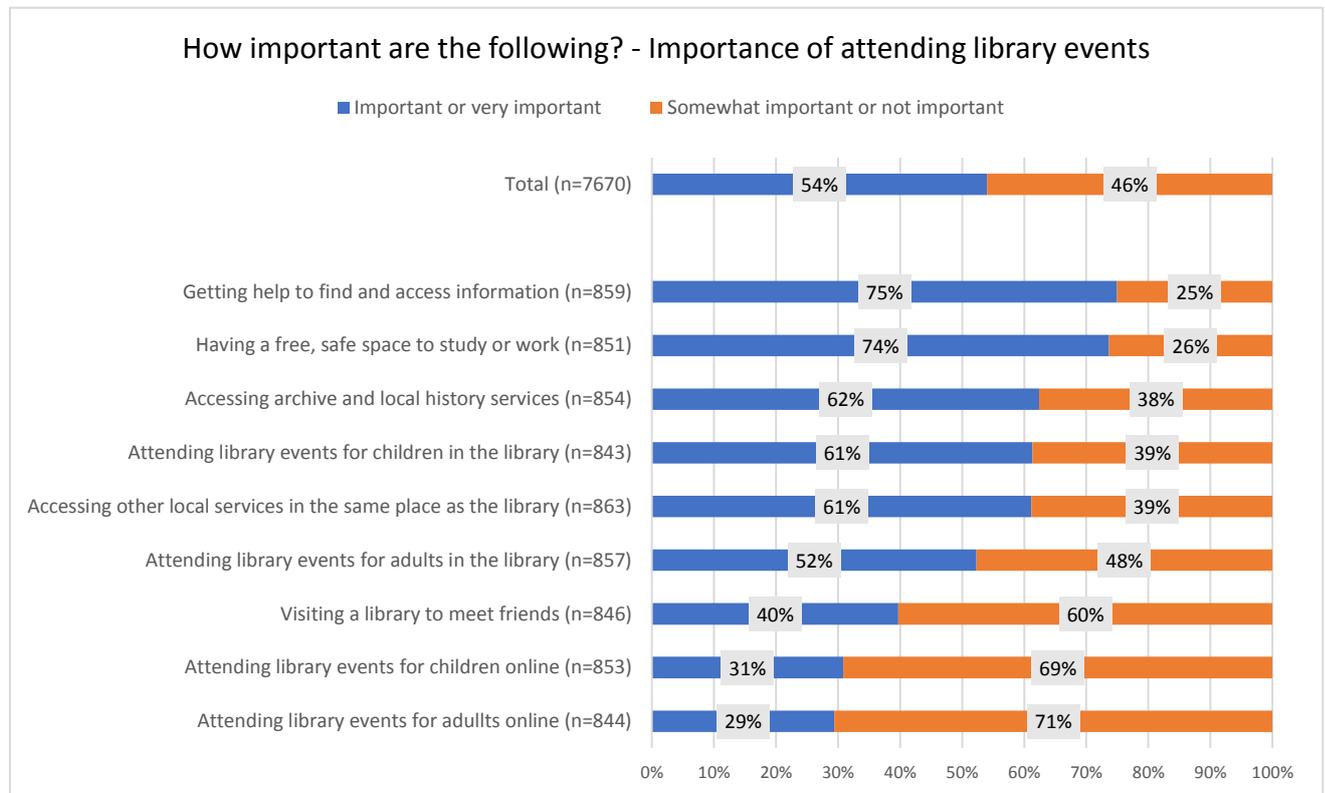
Housing tenure type appears to make little difference to responses to the answers to questions about relative importance except for 'accessing computers in the library with help from staff' where owner-occupiers are slightly less likely to view this as important as respondents in other forms of housing.

Effect of Index of Multiple Deprivation status of home postcode on relative importance – computers and WiFi



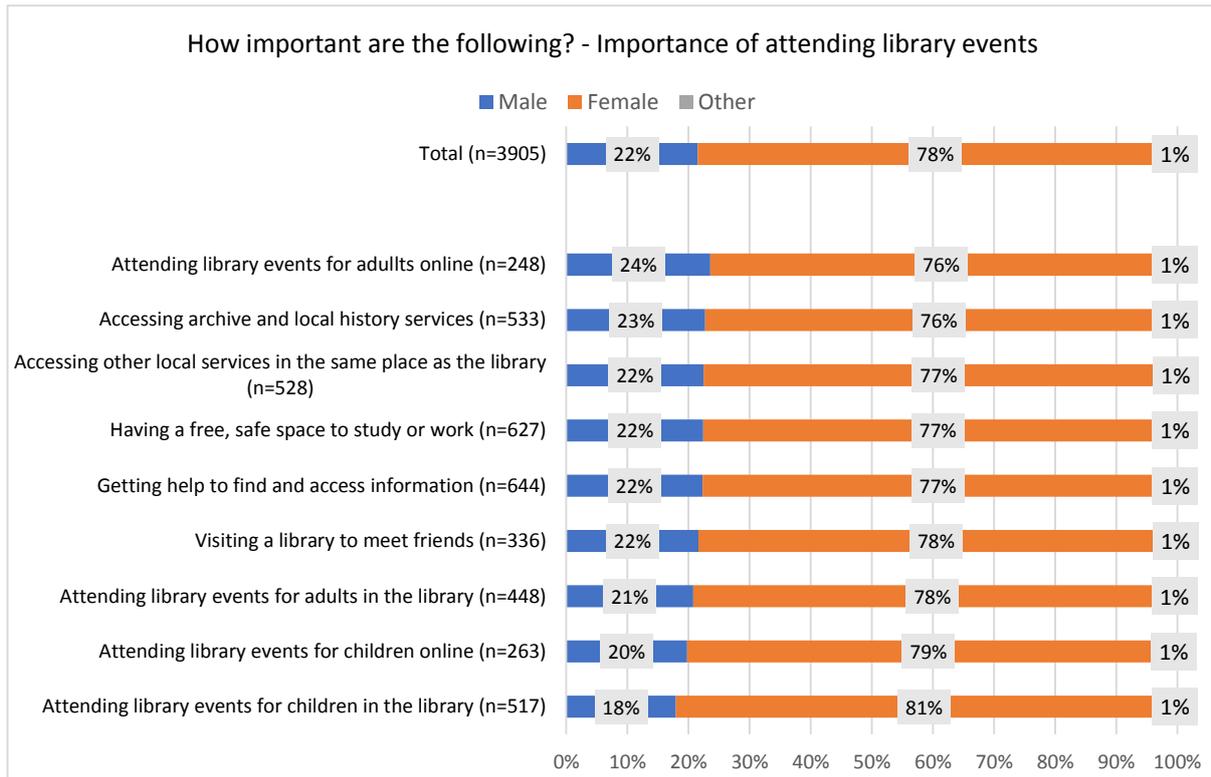
- IMD status of home postcode appears to make little difference to responses to the answers to questions about relative importance

## Question 8 analysis: How important are the following? - Importance of attending library events and other activities



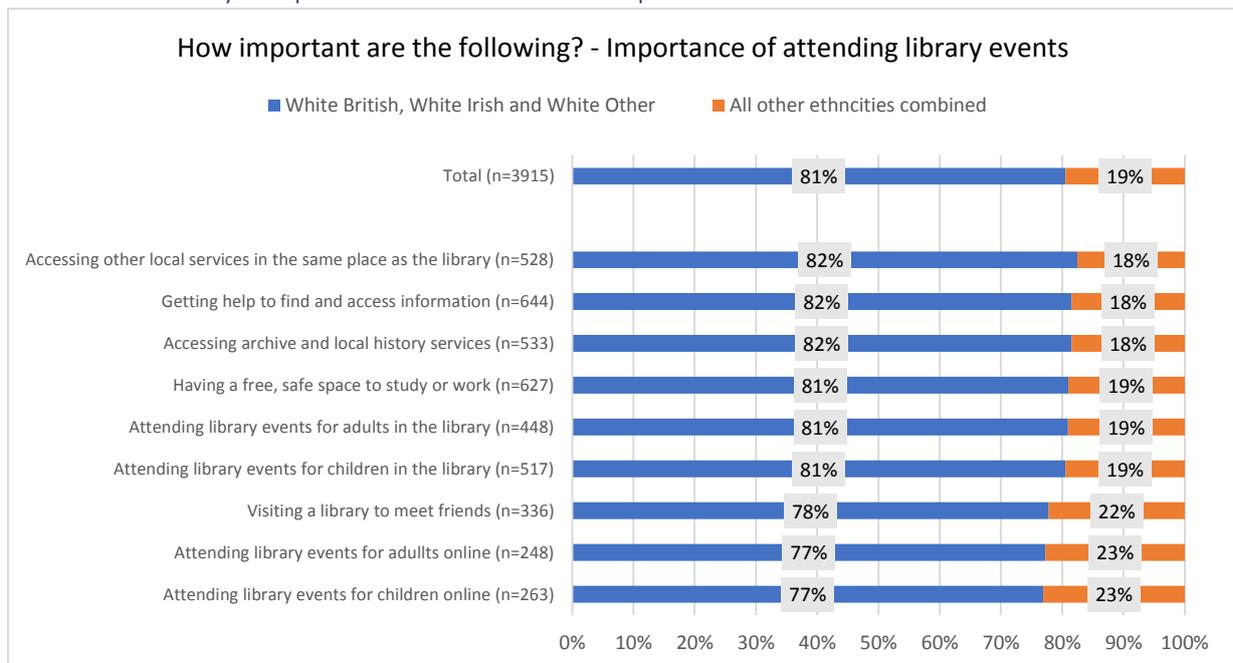
- The graph above shows that on average, only 54 per cent of respondents stated '*importance of attending library events*' to be either 'important' or 'very important' with the other 46 per cent stating it to be 'somewhat important' or 'not important' at all.
- However, there are big disparities between types of events and other services listed under this broad catch-all heading (not all of which were events). Three quarters (75 per cent) of respondents ranked '*getting help to find and access information*' as being 'important or very important' which is the highest amongst all 9 activities, closely followed by '*having a free, safe space to study or work*' with 74 per cent of respondents stating it to be 'important or very important'. Alternatively, the events with the lowest proportion of responses ranking them as being 'important or very important' were the 2 online events: only 29 per cent of respondents ranked '*attending online events for adults*' as being 'important or very important' with the proportion rising to 31 per cent for '*online events for children*'.
- This highlights the importance of the physical offer as opposed to an online one. Likewise, it is evident that the library is seen by many as an important route to accessing or finding out about other internal and external services as well as providing a safe environment for individuals to use.

Effect of Gender on questions about relative importance – events and other activities



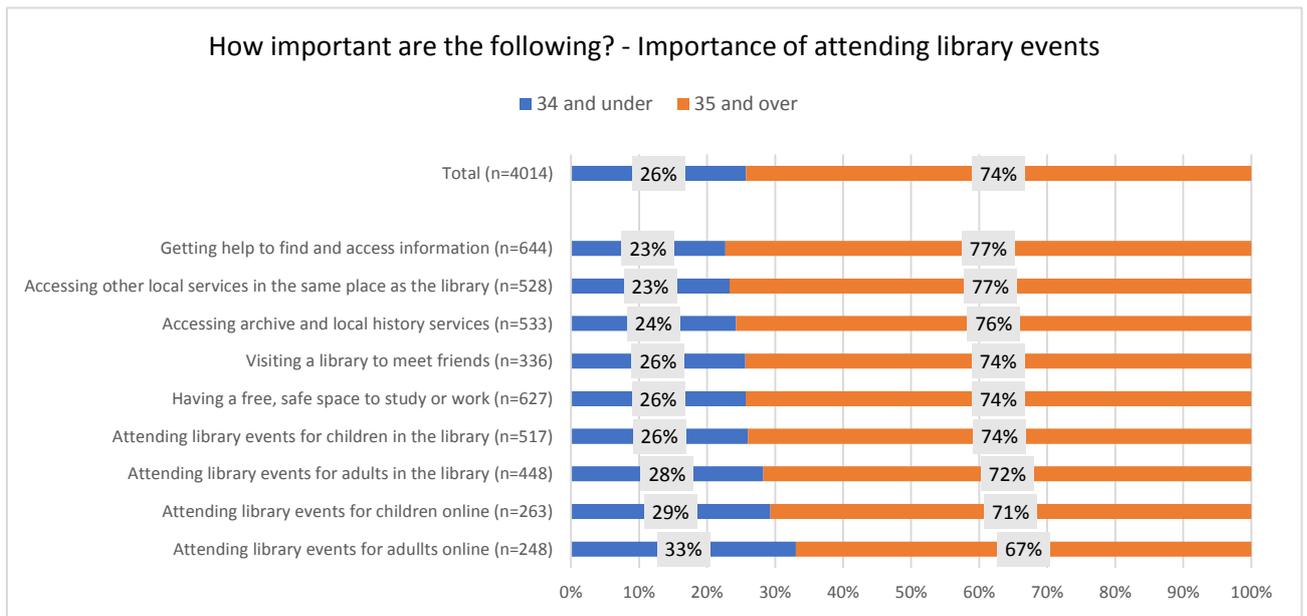
- Overall, gender appears to make little difference to the importance of these activities, with the exception of *'attending library events for children in the library'* which women are more likely to view as important compared to men.

Effect of Ethnicity on questions about relative importance – events and other activities



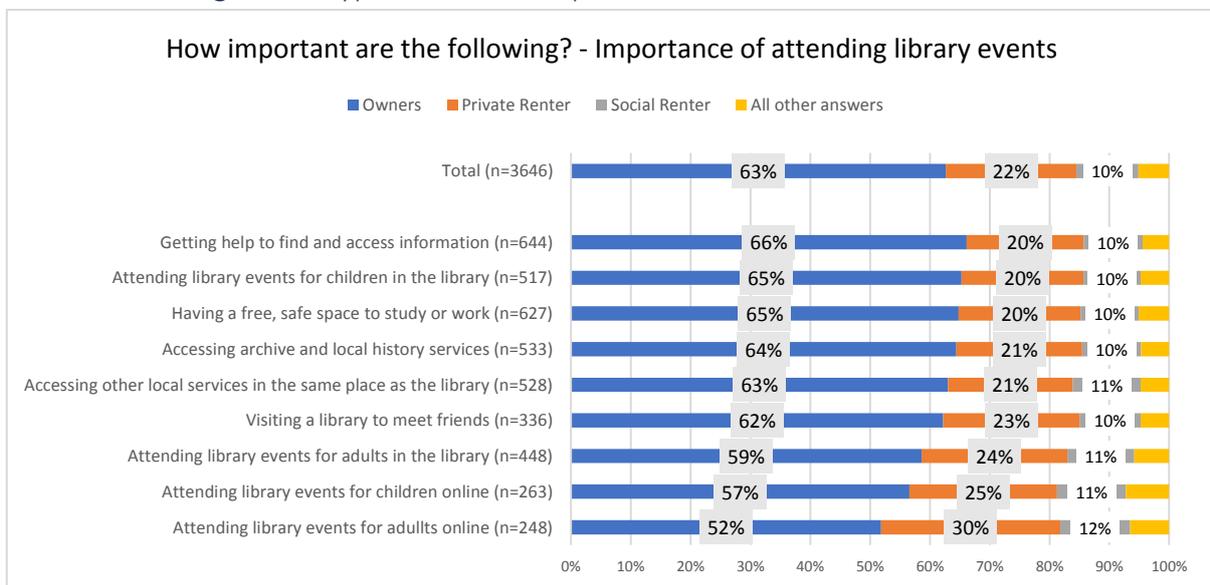
- The three areas where ethnicity appears to make a difference, are *'visiting a library to meet friends'*, *'attending library events for adults online'* and *'attending library events for children online'* where. In all three cases non-white respondents were more likely than white respondents to view these as important.

Effect of Age on questions about relative importance – events and other activities



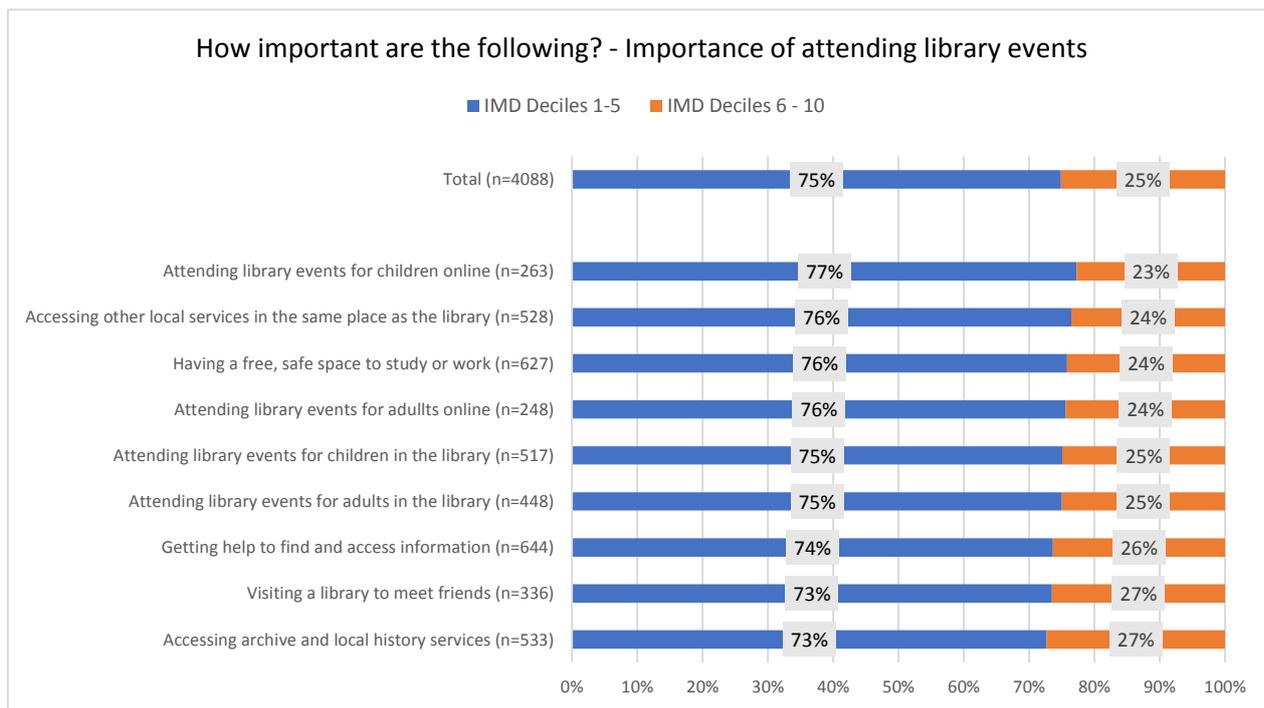
- Age appears to make a difference to the relative importance of several areas of service. As the graph above shows a greater number of younger respondents viewed *'attending online events'* as important, when compared to older respondents. *'Getting help to find and access information'* and *'accessing other local services in the same places as the library'* are both more likely to be viewed as important by older respondents compared to younger respondents.

Effect of Housing tenure type on relative importance – events and other activities



- The graph above shows that *'attending library events for adults online'* is much more likely to be viewed as important by private renters, and much less likely to be viewed as important by owner-occupiers than is the case for other types of activity or event. . A similar pattern to a lesser extent can be seen for *'attending library events for children online'*.

Effect of Index of Multiple Deprivation status of home postcode on relative importance – events and other activities



- The IMD status of home postcode appears to have only a small effect on the relative importance of different activities as stated by respondents.