

Kingston Library & Heritage Service



Public Library User Survey (Adults) 2009

Kingston
Children & Young People's Trust
Making a Difference Together



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Introduction

The Public Library Users Survey (PLUS) is a national model for surveying users of public libraries concerning various aspects of the service. It includes questions about the staff, the stock and the building, and it asks about user satisfaction as well as some questions about the individuals themselves. It proposes a uniform methodology and uniform questions in order to achieve consistency for valid national, regional and local comparisons.

The PLUS tells us what our users think of the library, its opening hours and the service that they received, as well as what they have come to the library for and what they came away with. It also asks our users a few questions about themselves and whether the library has had any impact on their lives. From this information, we are able to make improvements to our service provision by acting on user experience; we can also target areas of the population where we may wish to increase usage.

Of what use is a user survey to a public library service? The answer to this becomes obvious when you think about what your library management system tells you and, more significantly, what it doesn't tell you. The ever-difficult question of quality as opposed to quantity becomes more easily answered when users are able to tell you that they thought their overall experience of the service was very good or good rather than you being able to say how many items they borrowed. The PLUS enables us to build improvements into the service, improvements which have arisen from user opinion of the service rather than our view of what we think users think! Our service can, as a result, become more customer-focused and more receptive to complaints or compliments.

This year's Adult PLUS survey took place between 5th and 10th October 2009, at all seven branches. The busiest six distributed 500 surveys randomly across the week, while Old Malden surveyed all its users in the week. There were 2209 surveys returned, representing approximately 16.5% of the average weekly visitor count across the service.

The survey found that the service was highly regarded among users, and that in most areas there was a perceived improvement in the standard of service offered since the last survey was undertaken in 2006. When compared to the previous survey, there is a levelling off in the age profile with a drop in younger users, and an increase in users over 60. Analysis of the post code data showed that most people were visiting a library near to where they lived, with slightly more geographical spread from Kingston users. There has been a significant drop in the number of people visiting the busiest three libraries to use a computer, and a decline in satisfaction with the computer facilities at all branches. There was also a decline in the number of people visiting with the intention of finding something out, as well as a decline in satisfaction with information provision across all branches.

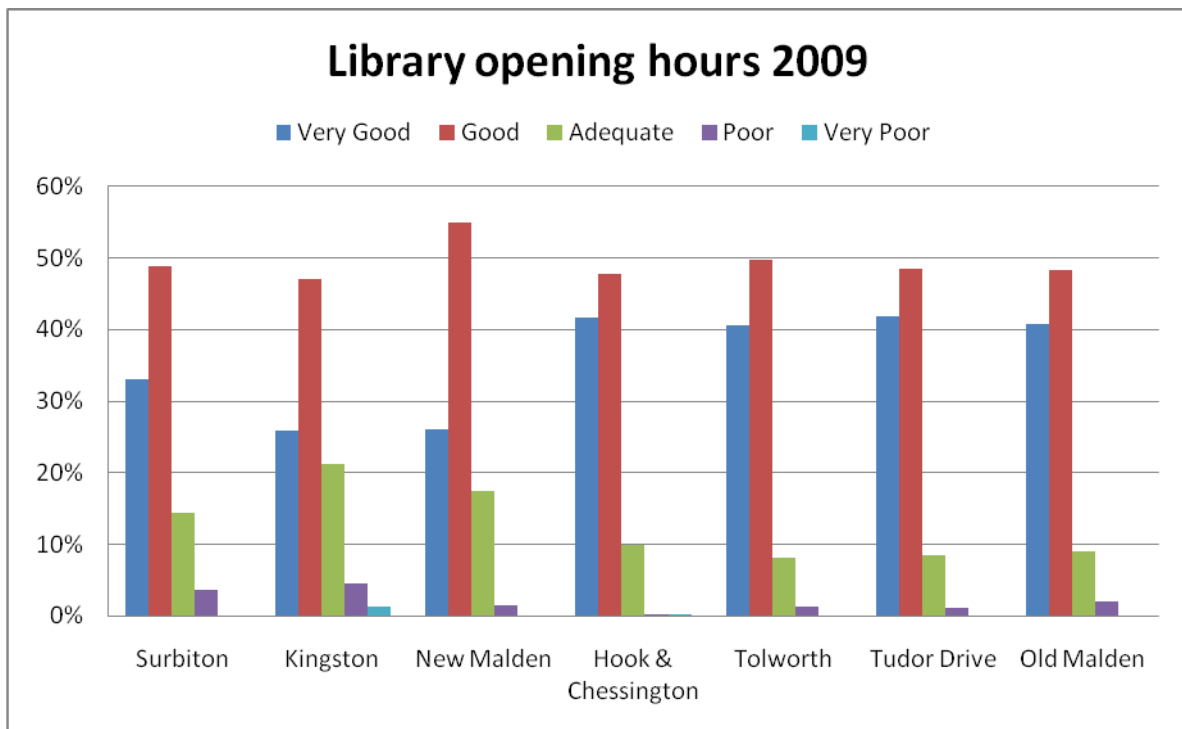
Section A: This Library

What do you think of this library?

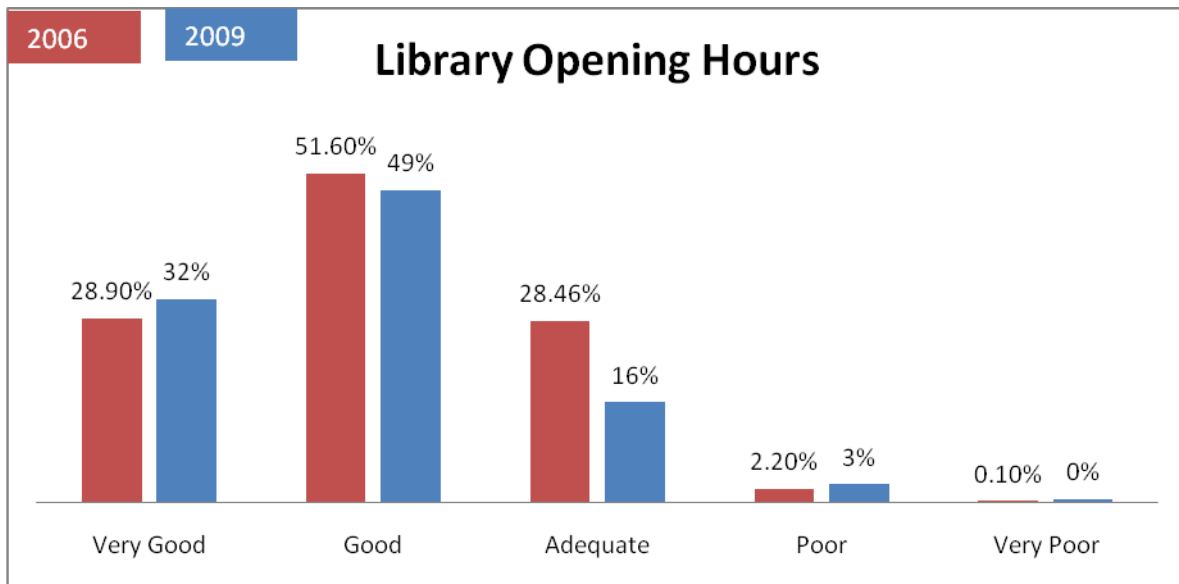
Opening Hours

Overall, 81% of respondents felt that the library opening hours were either 'good' or 'very good'.

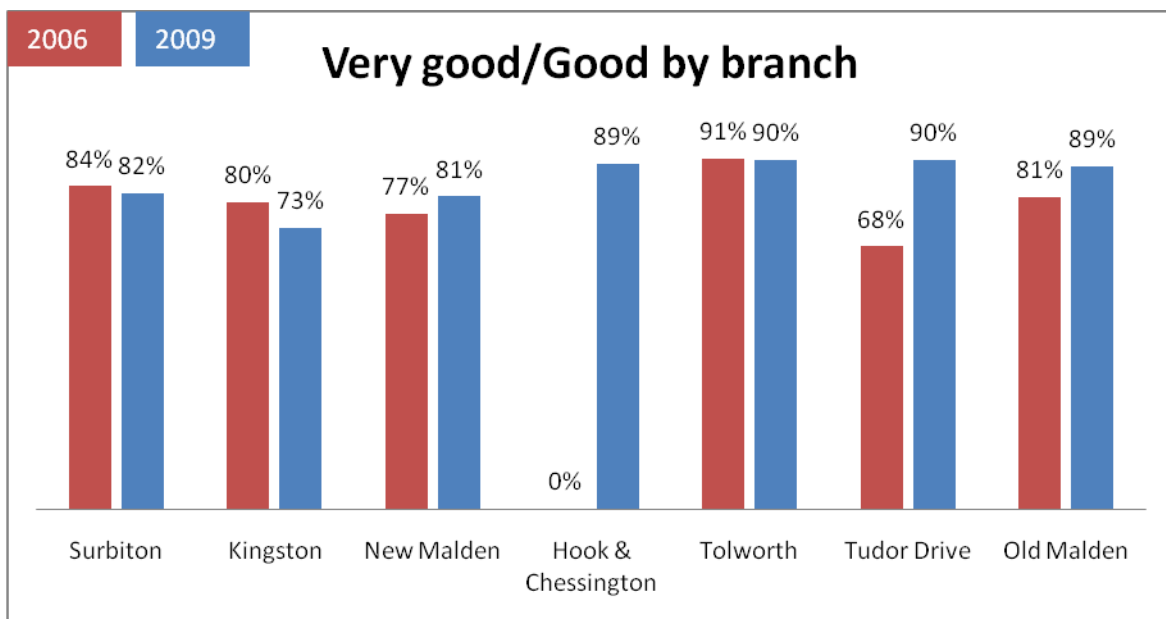
Despite having the same or longer opening hours than the other branches, people visiting Surbiton, Kingston and New Malden are less likely to consider their opening hours 'very good' and more likely to answer 'adequate'. Interestingly these are the three busiest libraries in the Borough.



There has been little change since the 2006 survey:

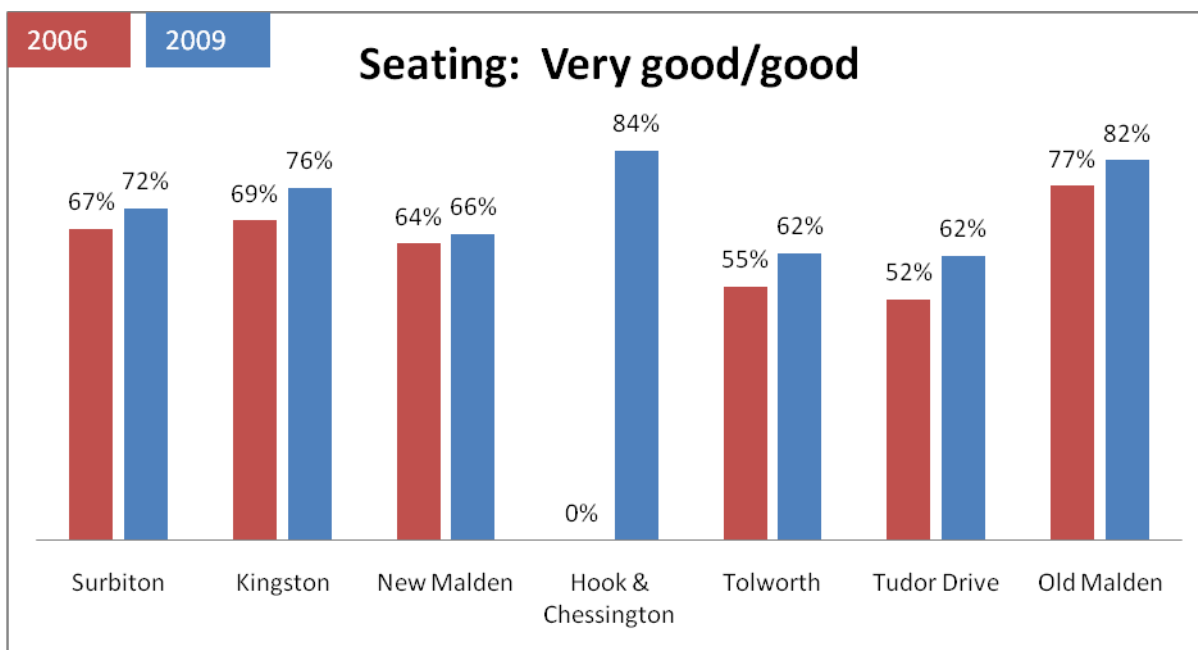


The fall in the number of 'Adequate' answers reflects improvement at Tudor Drive where the results for 'Adequate' were 28% in 2006 compared to 8% in 2009. It can be seen in the following chart that these numbers have moved into the 'Very good/good' range.



Provision of seating and tables

The trend for 'very good' and 'good' responses is that there is an increase in satisfaction with seating arrangements.

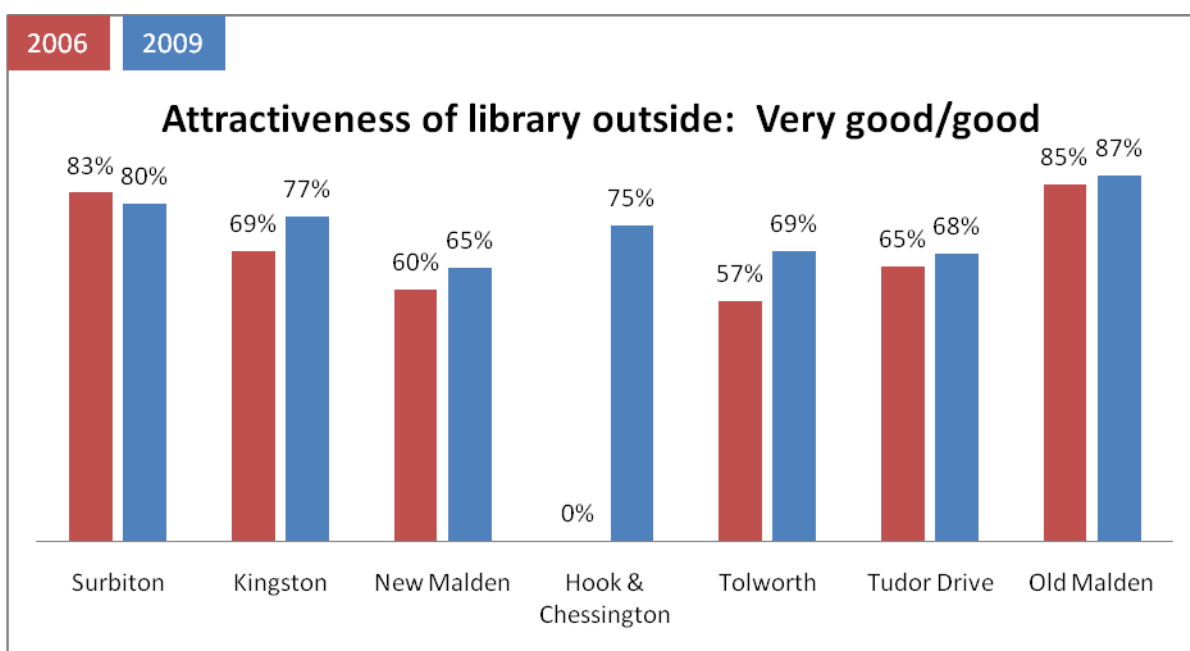


Increases in satisfaction at Kingston may be as a result of refurbishment of the library, while Tolworth's minor refurbishments may have improved seating to some degree.

In 2006 the weighted total of 'very good/good' replies was 65%. This has risen to 73% in 2009. The highest figure in the 'very poor' category for 2009 was Tudor Drive with 8%.

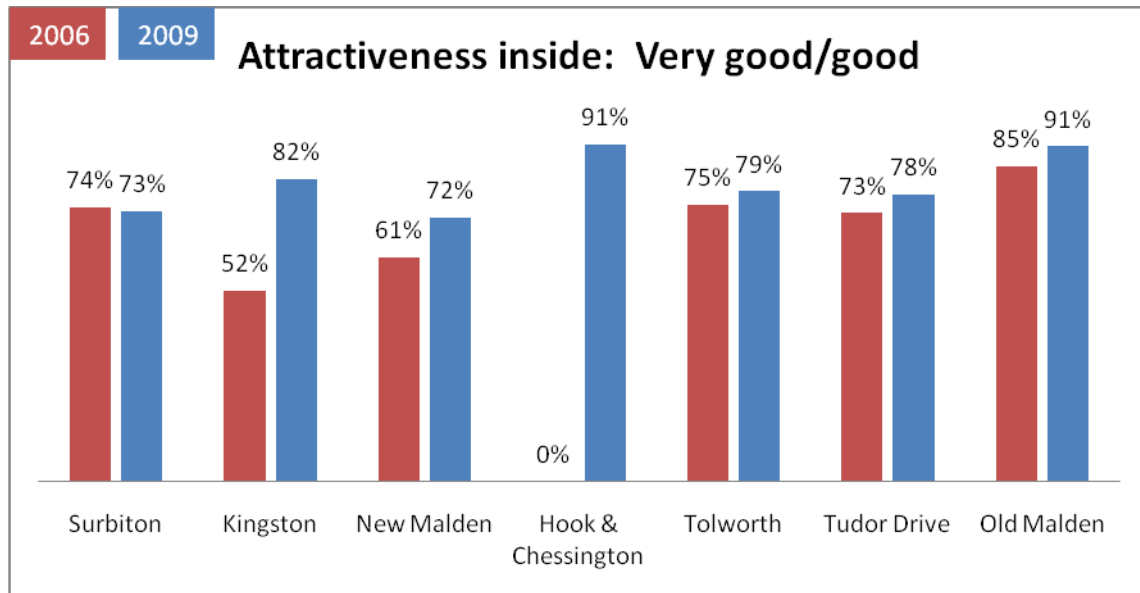
Attractiveness of library: Outside

Overall there has been a rise in the 'very good/good' responses from 68% in 2006 to 75% in 2009. The following table indicates satisfaction by branch:



Attractiveness of library: Inside

Overall, respondents felt that the attractiveness of branches improved. In 2006 64% felt the inside of the library was very good/or good in terms of attractiveness, and in 2009 this had risen to 79%. This rise is reflected across the branches:

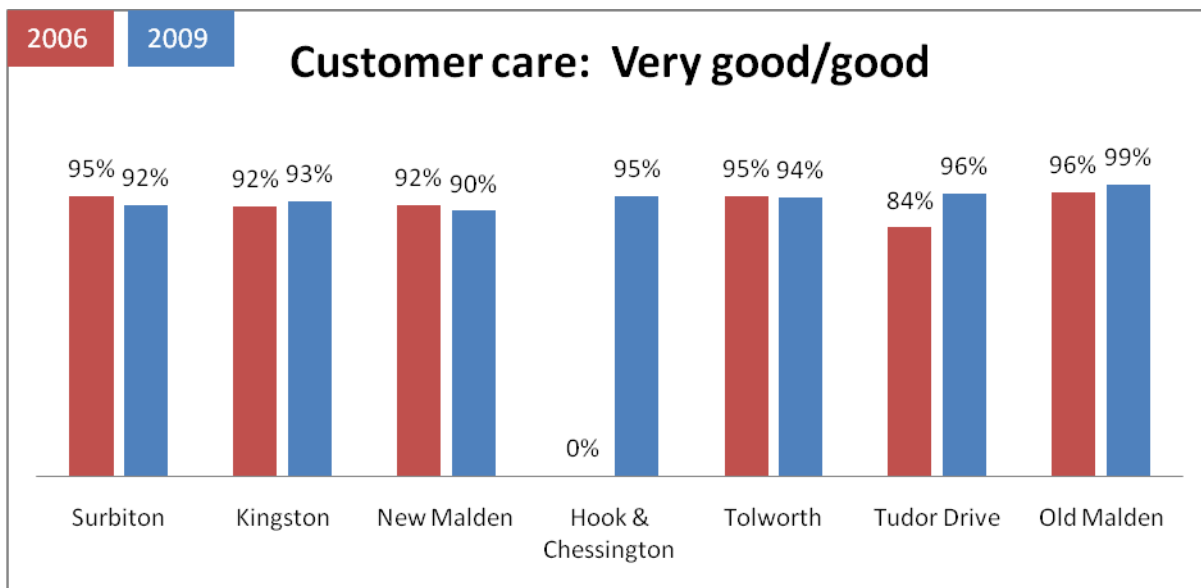


Recent refurbishments at Kingston in 2008 and New Malden in 2009 are reflected in the data with significant improvements in the perception of attractiveness inside the library. It is interesting to note that both Hook & Chessington and Old Malden achieved a 91% 'very good/good' attractiveness rating despite the very different decor of each library.

"Welcoming, comfortable, quiet". (Kingston)
"Improved since refurbishment" (Kingston)
"Love the library, well organised, excellent resource, welcoming" (Hook)
"Light, airy and clean." (New Malden)

Standard of customer care

There has been no overall change between 2006 and 2009 in the 'very good/good' respondents when asked about the level of customer care they receive. By branch, there have been slight declines in Surbiton, Kingston and New Malden. Tudor Drive has shown significant improvement of 12% satisfaction with customer care.



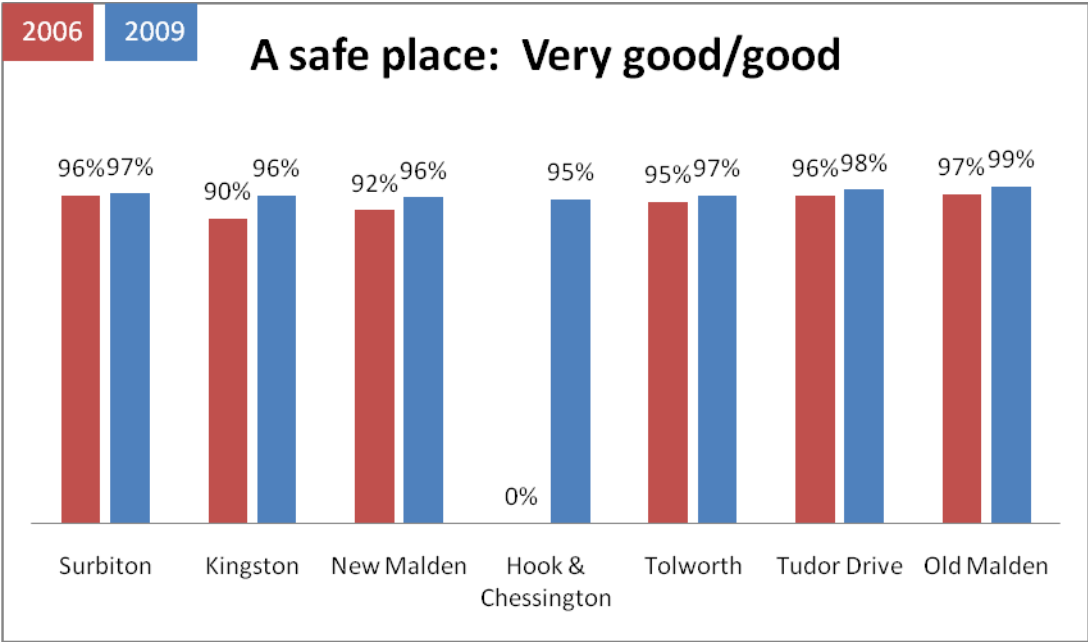
The weighted average for 'adequate' remained at 6% for 2009.

“Staff are the best thing about this library.” (Old Malden)
“Staff are knowledgeable, helpful and kind.” (Tolworth)
“Excellent service” (Hook)

A safe place to visit

There was an overall increase in 'very good/good' responses when respondents were asked if they felt the library was a safe place to visit, from 93% in 2006 to 97% in 2009.

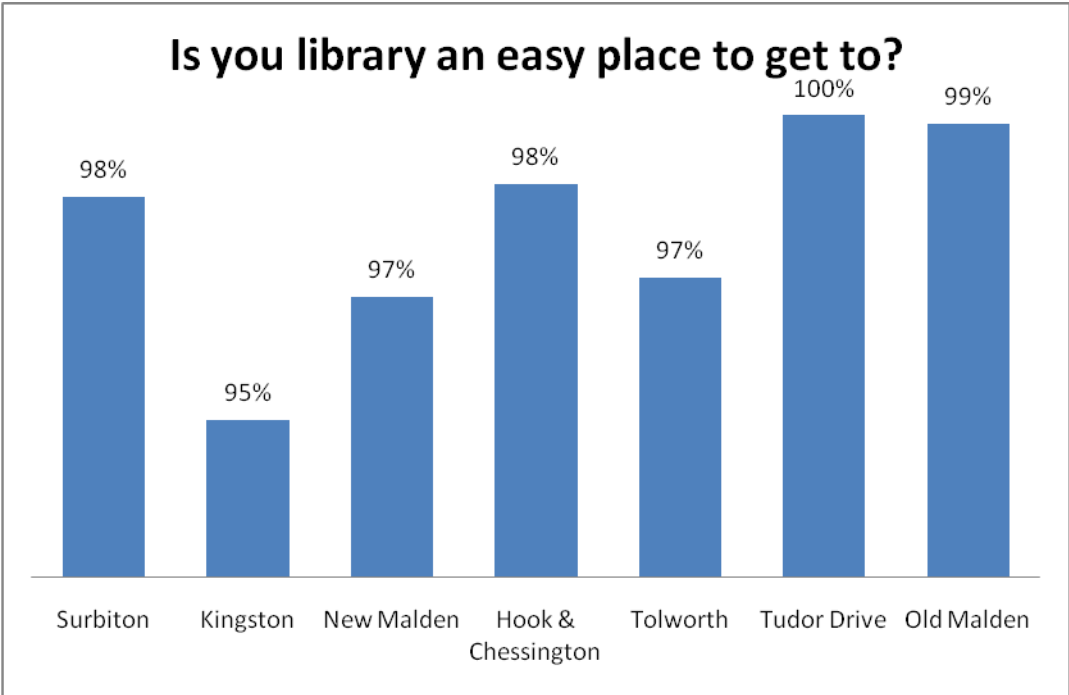
This is reflected across the branches:



Do you think this library is:

An easy place to get to?

Overall 97% of respondents felt that their library was an easy place to get to. This is generally reflected in the data by branch as well:



The three libraries with the least satisfaction in terms of ease of travel are on main public transport routes, so it is possible that lack of parking may have an impact on visitor’s perceptions of how easy a library is to get to. Having said this, the lowest figure, 95%, tells us that a large majority of respondents felt that the library was an easy place to get to.

This question was not asked in 2006 so no comparative data is available.

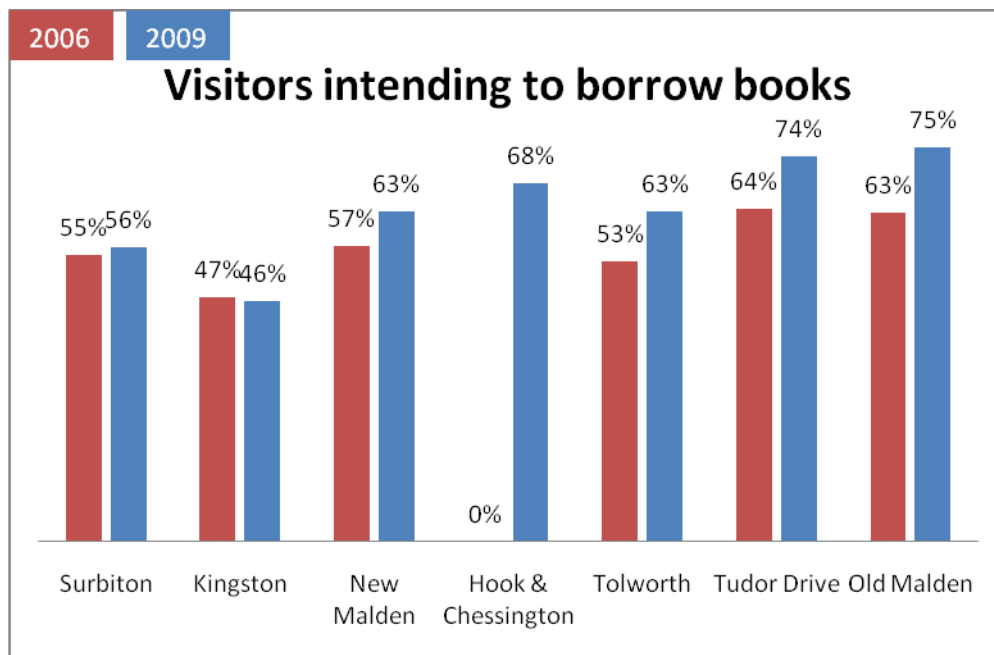
Section B: Books

Did you come to this library today intending to borrow books?

Overall 57% of respondents who were surveyed intended to borrow books on that visit. There was some variation by branch with Kingston standing out as a low result at 45%, with Surbiton at second place with 56%.

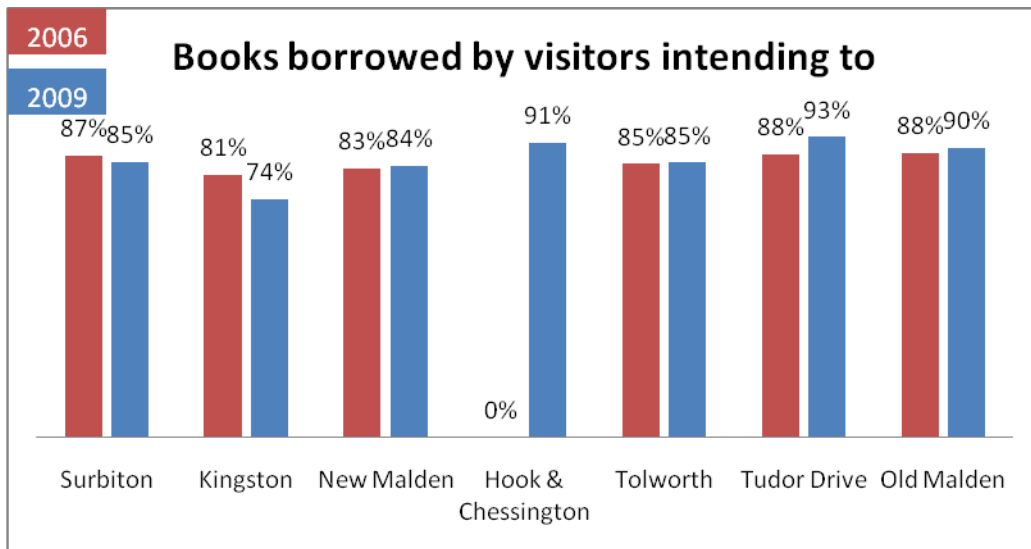
The Kingston figure reflects a slightly higher than average percentage of people intending to use a computer during their visit, and a significantly higher percentage of people who visited the library to find something out, compared to the other branches. These charts follow later in the report.

Compared to the last survey in 2006, there has been an overall increase in the percentage of those intending to borrow books, which is reflected across all branches except Kingston.



Did you actually borrow books today?

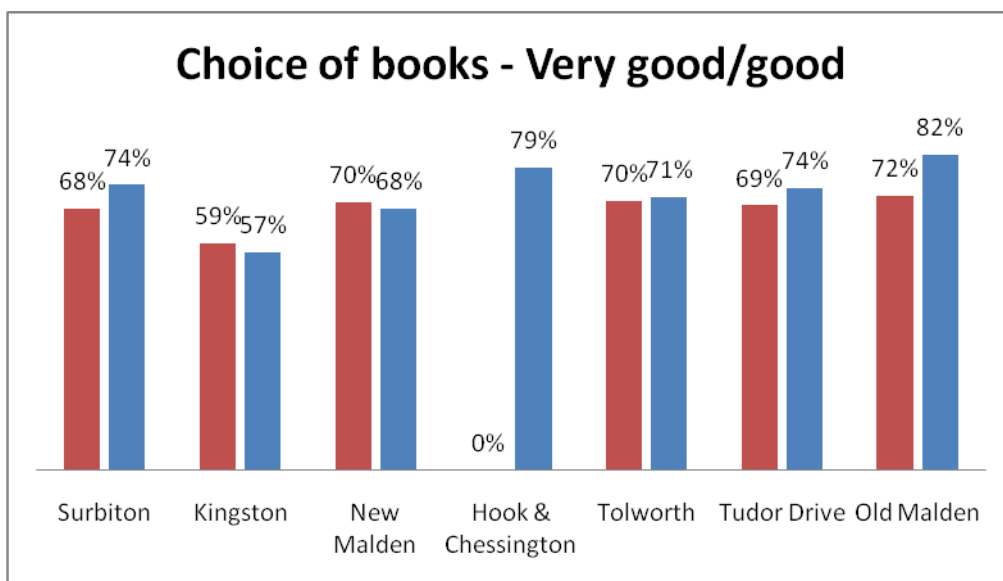
Of those who intended to borrow a book that day, overall 83% did indeed borrow a book on that visit. By branch and in comparison to 2006, the data looks like this:



What do you think of books in this library?

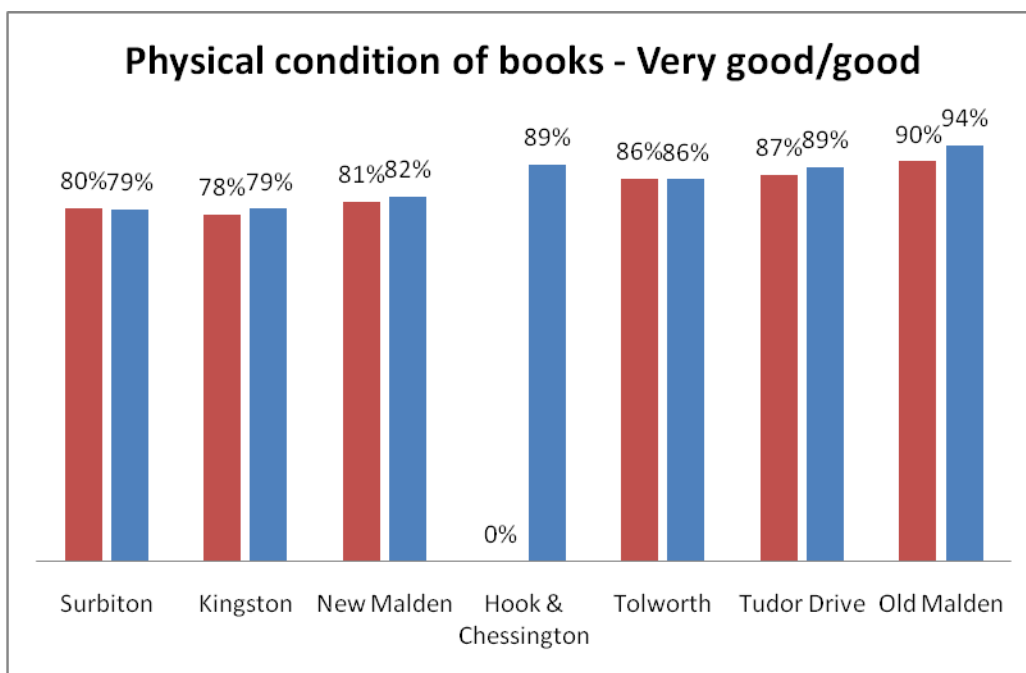
Choice

There has been little change in the perception of choice of books being 'very good/good' in the library service overall with the weighted average being 68% in 2009 compared to 67% in 2006. By branch this looks like:



Physical condition

There has been little change in the respondents' opinion on the physical condition of books, with the Very good/Good ratings rising from 81% in 2006 to 83% in 2009. This is how the data looks by branch:



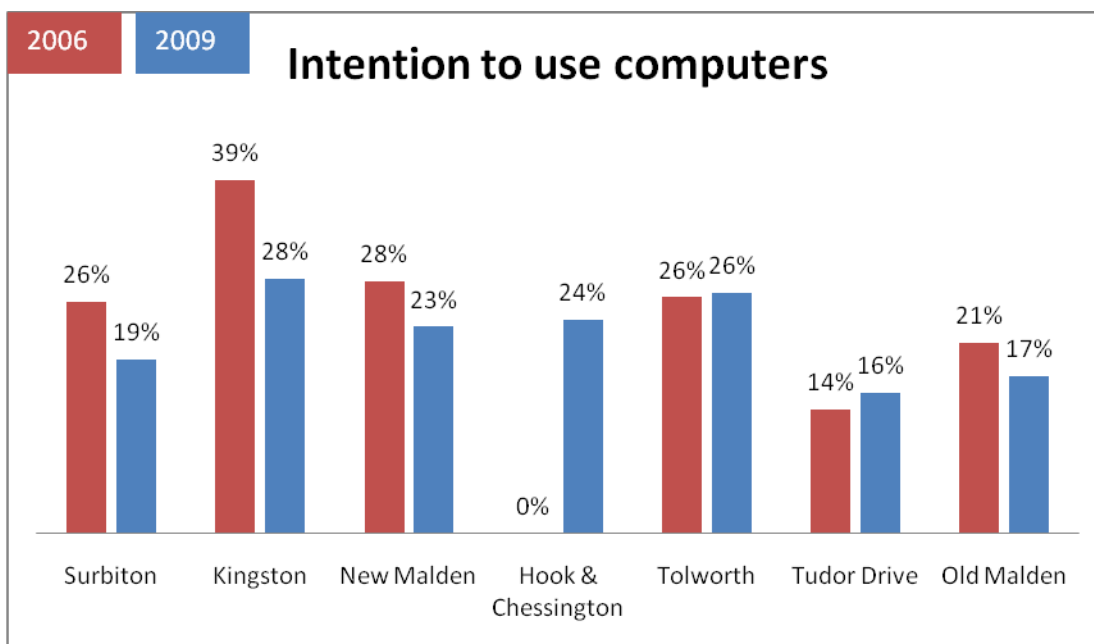
“Excellent transfer of books across the borough.” (Kingston)
“Good collection of large print.” (Surbiton)
“Lots of new books.” (Hook)
“Impressed by new stock displayed separately.” (Tudor Drive)

Section C: Computers

Did you intend to use a computer during your visit today?

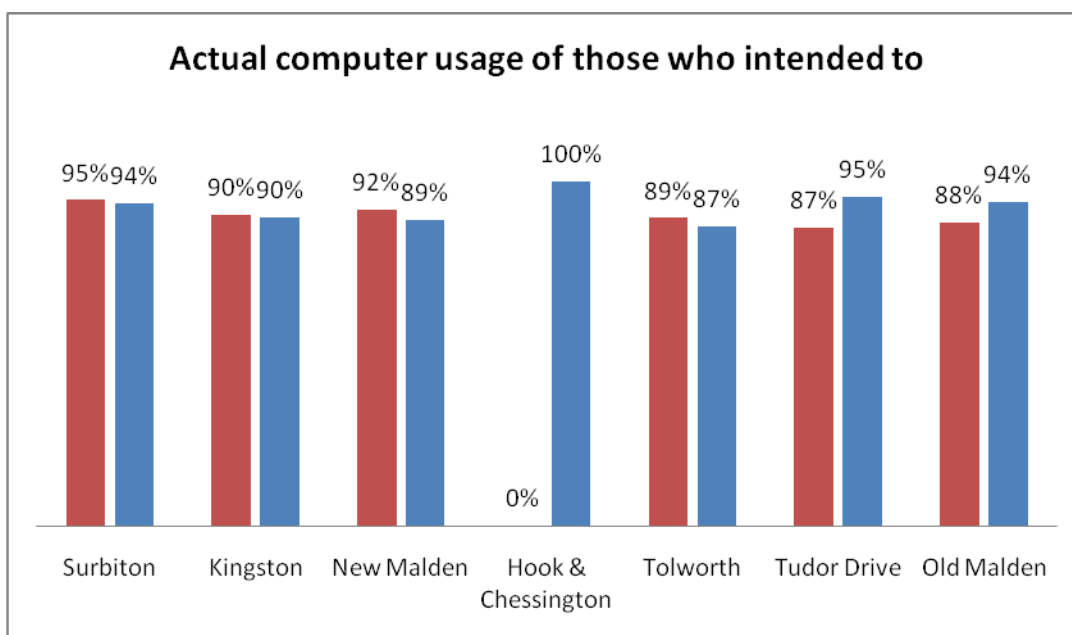
Perhaps surprising there has been an overall drop in intention to use computers with the weighted average of 29% in 2006 dropping to 24% in 2009. By branch the comparison indicates significant drops in Surbiton, Kingston and New Malden, despite these libraries having the highest number of public PC's.

Charges were introduced for internet use for PC's in May 2007, and actual usage dropped by 5% overall that year, with a disproportionate effect on the busier libraries, but that alone probably doesn't explain the 11% drop in intention to use a computer. This could perhaps also reflect an increase in home computer ownership meaning fewer people need to access public computers, however one might expect to see this in all branches. Surbiton, Kingston, New Malden and Old Malden each experienced a drop in younger visitors in this survey (-5%, -8% and -10%, -8% respectively), and this may also have influenced the results.



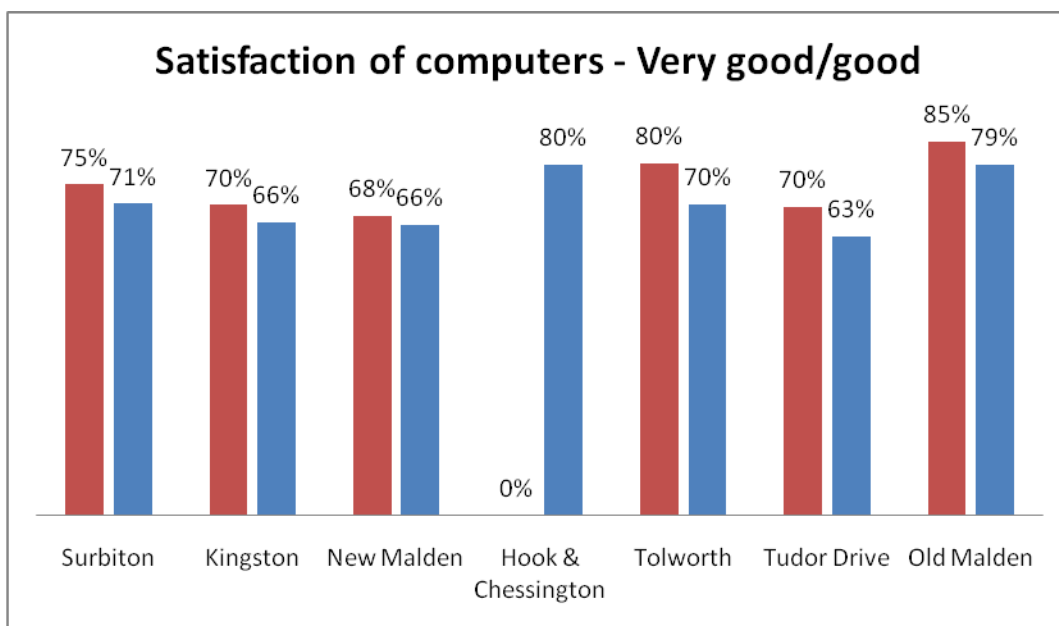
Did you actually use a computer during your visit today?

Of those who intended to use a computer on their visit, 91% actually did. There was little change in actual usage filtered by intention to use, between 2006 and 2009.



What do you think of the computer facilities in this library?

There has been a slight drop in satisfaction overall, from 72% rating 'very good/good' in 2006 to 69% who did so in 2009. This trend is reflected across all the branches:

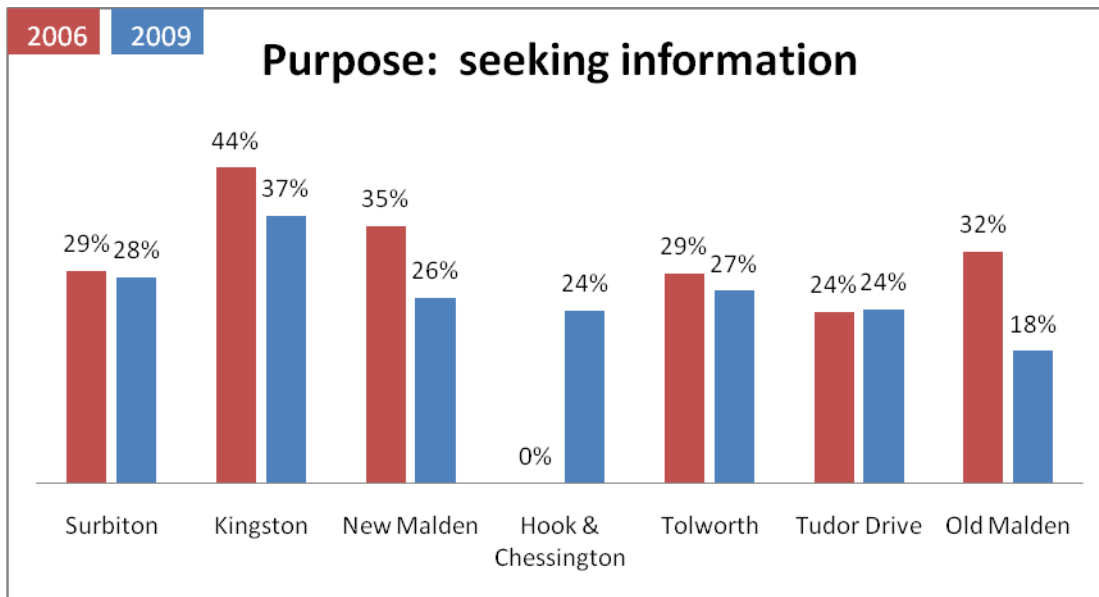


“Computer courses useful.” (Old Malden)
“Excellent computer courses.” (Hook)
“Computer resource invaluable.” (Surbiton)
“IT suite invaluable.” (New Malden)

Section D: Finding information

Did you come here to find something out?

The weighted average of people coming to the library to ‘find something out’ dropped from 35% in 2006 to 30% in 2009. By branch the data looks like this:

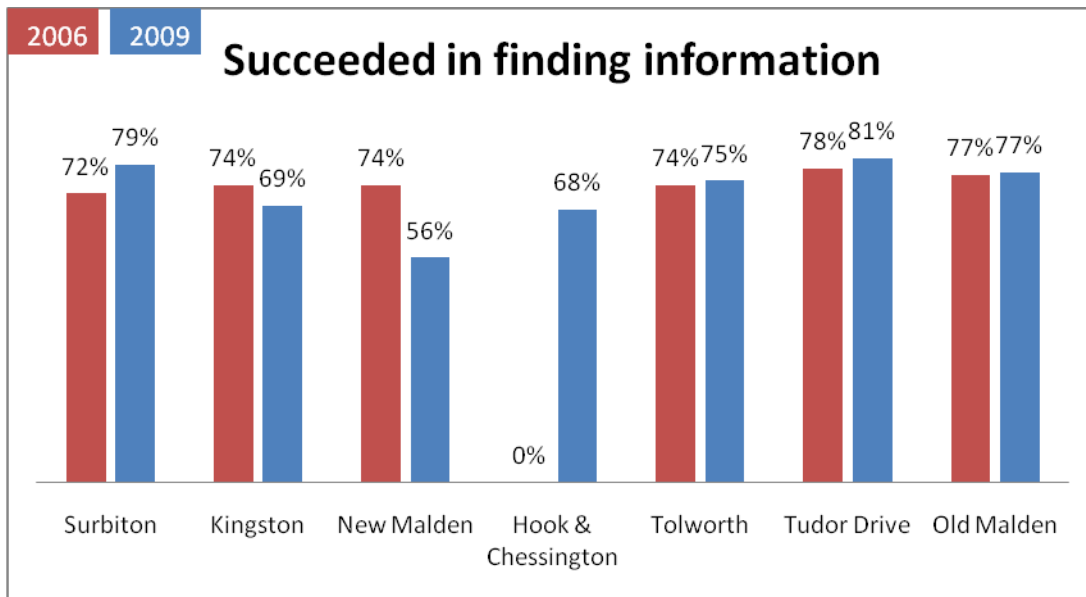


Significant drops are evident in Kingston, New Malden and Old Malden branches.

“Information boards extremely useful.” (Surbiton)
“Generally find or helped to find what I want.” (Hook)
“Community leaflets in foyer are brilliant and always worth a browse.” (Tudor Drive)

If you came here to find something out, did you succeed?

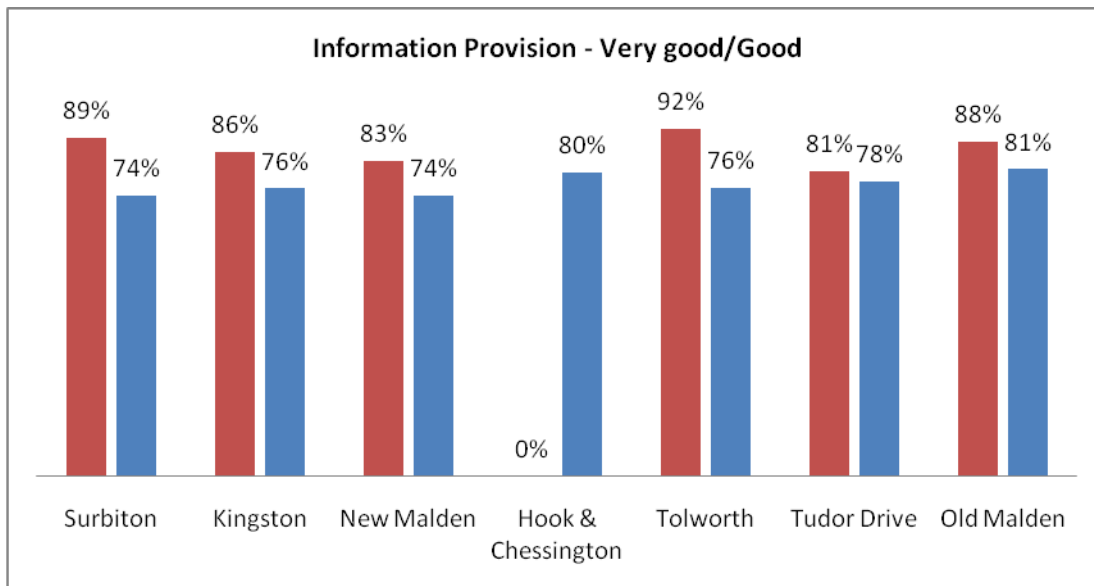
The weighted average showed that 70% of respondents who answered yes to the previous question found what they were looking for. 23% found out some of the information, and 7% said that they did not find the information they were looking for. The data by branch is:



There is a noticeable drop for 2009 at New Malden, where 15% of respondents said that they did not find the information they were looking for, well above the 7% average. This is a significant drop from 2.8 % who answered no in the 2006 survey.

What do you think of the information provision in this library?

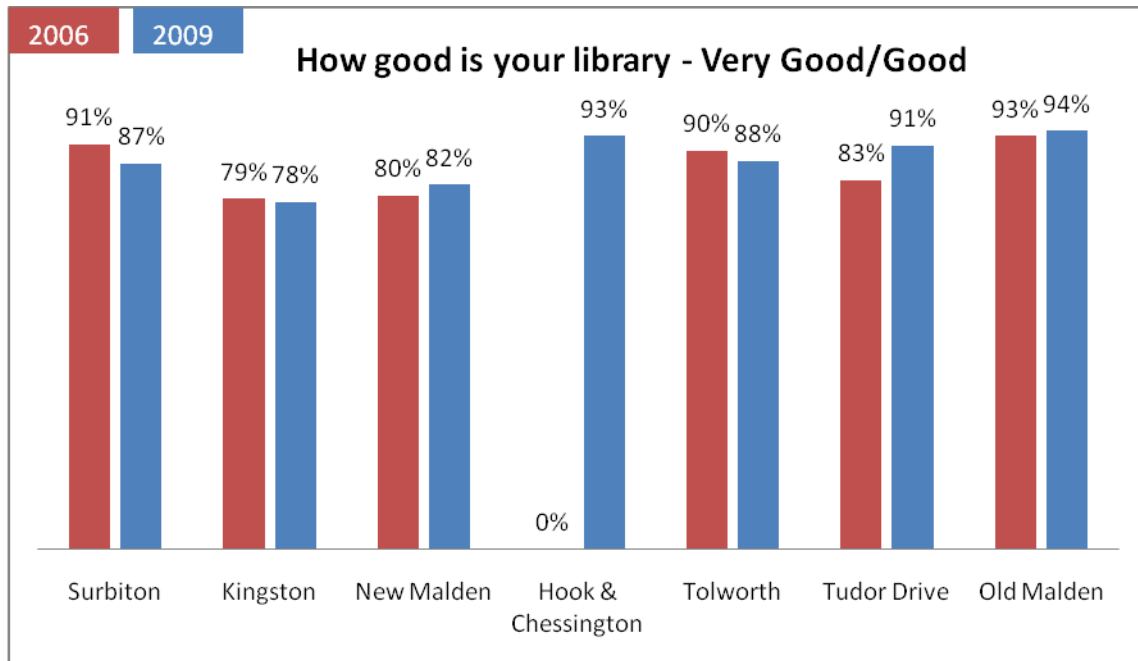
There does appear to be a drop in satisfaction over the standard of information provision across the branches since 2006. The weighted average of 'very good' or 'good' responses for 2009 was 76% compared to 86% in 2006.



In 2006 the weighted average of respondents who thought the provision of information was 'adequate' was 13%, and in 2009 this rose to 22%.

How good is your library?

There is a fairly stable picture with general satisfaction of the library. The weight average for 'very good/good' in 2009 was 85%, one percentage higher than the previous survey. Satisfaction of over 90% was found at Hook & Chessington, Tudor Drive and Old Malden.



“Excellent library.” (New Malden)
“Excellent all round.” (Kingston)
“Enjoyable place.” (Surbiton)
“A wonderful local library.!” (Tudor Drive)

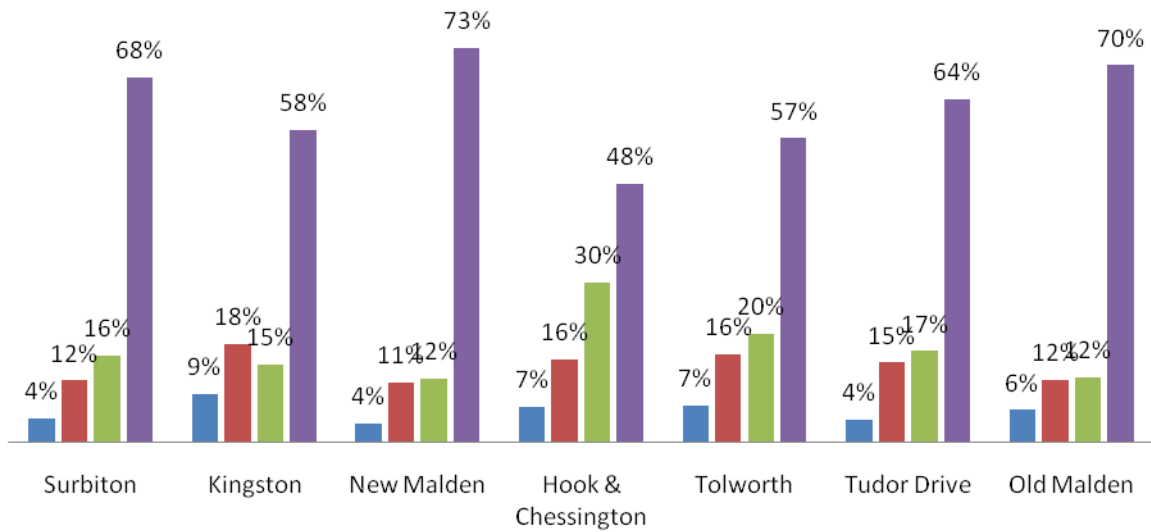
Section F: The Library and you

How long have you been using this library?

Over half of respondents at each of the branches have been using the library for over 3 years. The general trend of length of use is upwards so it does not appear that the service is losing visitors once they start, although the exception to this is Kingston which had a drop from 18% using the library for 1 year, down to 15% using it for between 1 and 3 years. However this could be accounted for by a higher recruitment of new members in the past year, particularly since the refurbishment in April 2008. This question was not asked in 2006.

How long have you been using this library?

■ This is my first visit ■ Less than 1 year ■ Between 1 and 3 years ■ More than 3 years

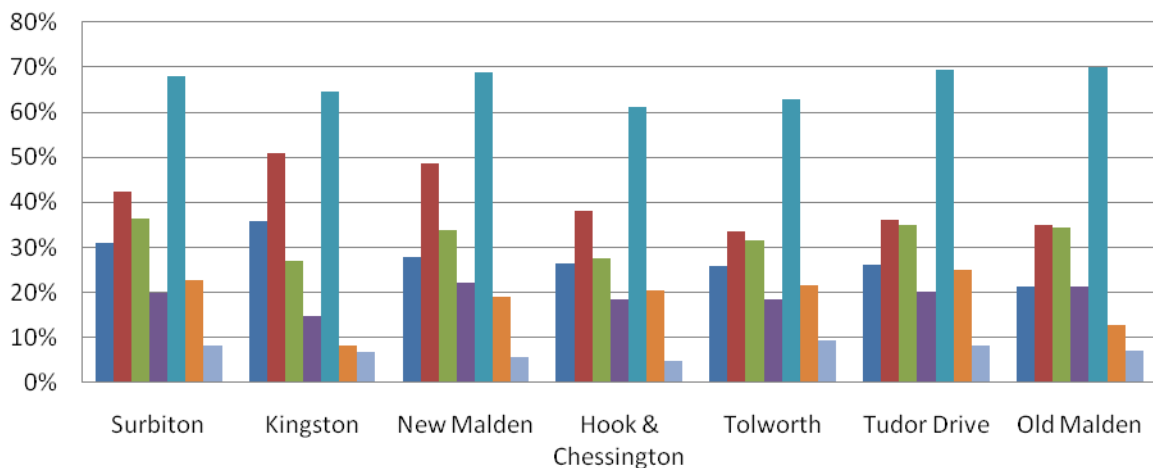


How has the library helped you?

Sixty six percent of respondents said that their library helped them with 'leisure', 44% study, 31% work and 31% 'house and home'. This is generally reflected across the branches.

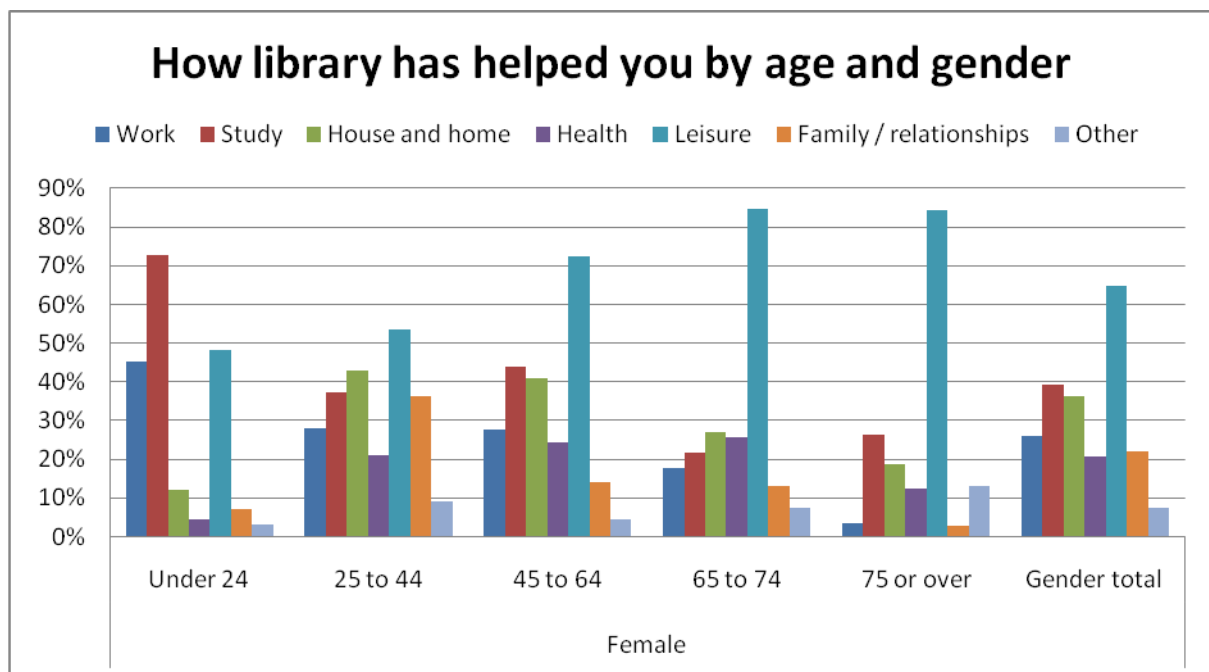
How has the library helped you?

■ Work ■ Study ■ House and home ■ Health ■ Leisure ■ Family/relationships ■ Other

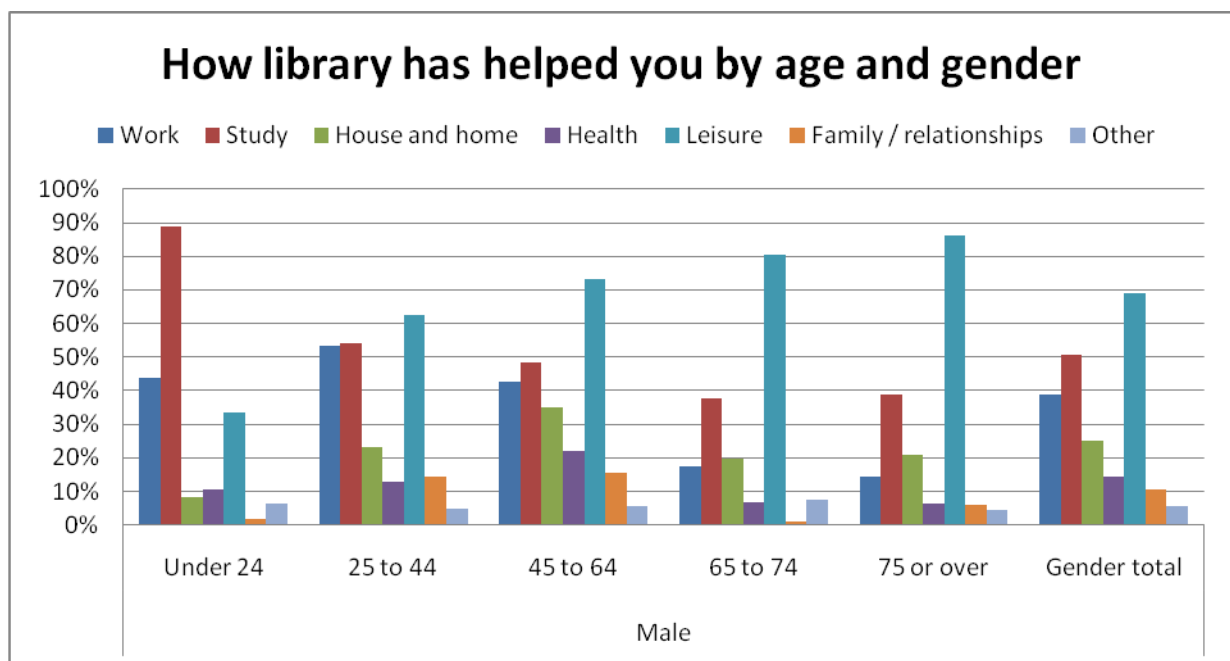


The data for this question was cross tabulated with age and gender, which had the following results:

For women



For men



While there is not much variation by gender, there is by age. Younger people appear to be visiting for work and study purposes, and help in leisure interests seems to develop with age. It is interesting that there are a significant number of older people finding that the library helps them with studying, which suggests they are mature students.

This question was not asked in the 2006 survey.

"We love activities for children." (Tolworth)
"It's a godsend to me. I love coming here to browse. I would be quite lost without it." (Old Malden)
"Great resource." (Kingston)
"Wonderful for holiday activities." (Hook)

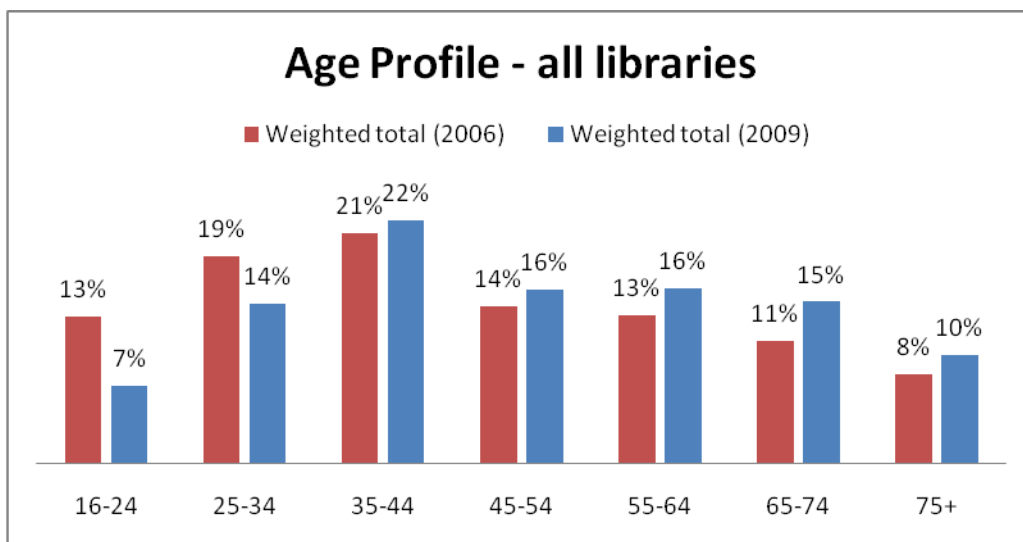
Section G: About Yourself

Postcode

Please see Appendix for the postcode table. Analysis shows that most people responding to the survey were doing so at a library near where they live.

| Library and postcode | % of respondents at that branch who live in the same postcode area as the library |
|--------------------------|---|
| Surbiton (KT6) | 45% (note 45% come from nearby KT5) |
| Kingston (KT1) | 30% (note 30% come from nearby KT2) |
| New Malden (KT3) | 82% |
| Hook & Chessington (KT9) | 81% |
| Tolworth (KT6) | 36% (note that 52% come from nearby KT5) |
| Tudor Drive (KT2) | 92% |
| Old Malden (KT4) | 51%, (note that 42% come from nearby KT3) |

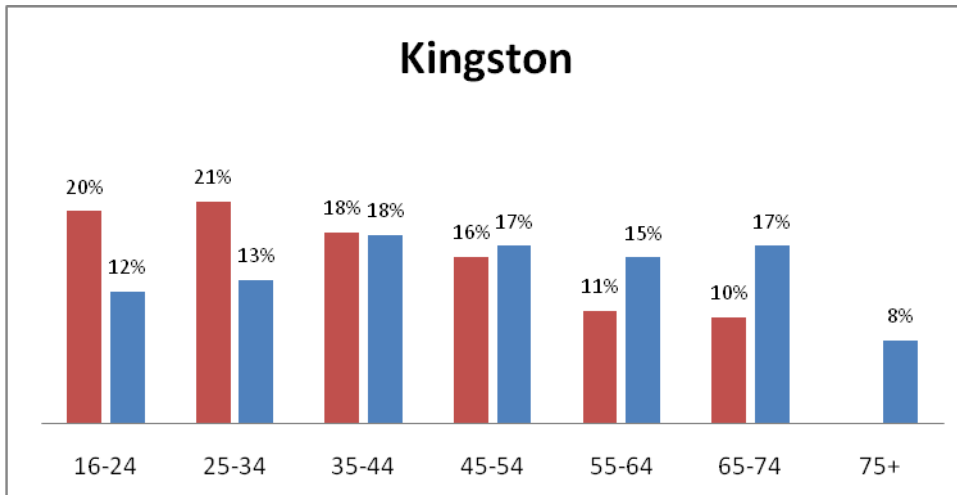
Age



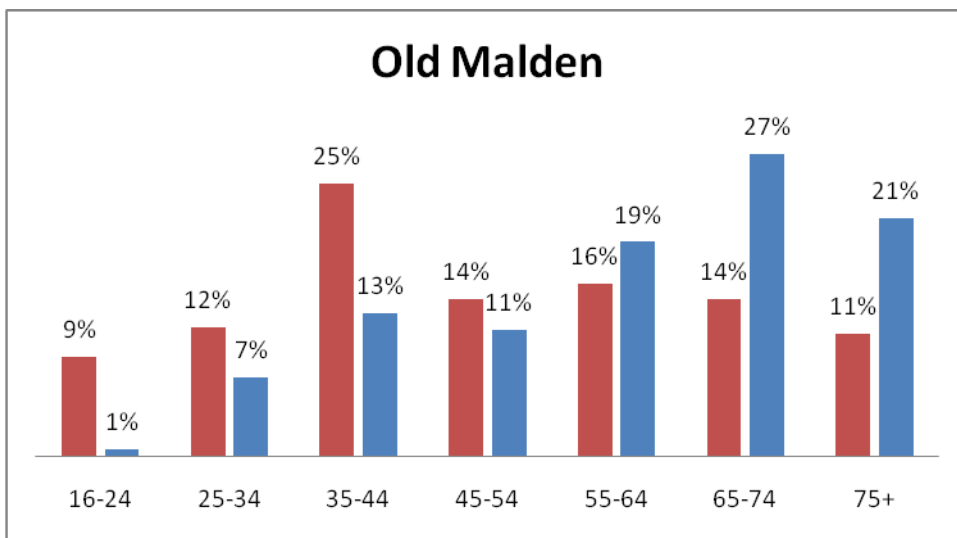
Overall, the largest age range across the service is 35-44 years, with a fairly even spread across the 45-74 age ranges in second place. It appears that there has been a significant drop in the 16-24 age range (6%), as well as a drop of 5% in the 25-34 age range, so the age profile appears to have risen. The incidence of a drop in the lower age ranges was across all libraries:

| Library | 16-24 | 25-34 |
|-------------|-------|-------|
| Surbiton | -5% | -5% |
| Kingston | -8% | -8% |
| New Malden | -10% | -5% |
| Tolworth | -4% | 0 |
| Tudor Drive | -1% | -4% |
| Old Malden | -8% | -5% |

Numbers were invariably made up by significant increases in the 35-44 age range, with Old Malden recording the highest with 12% increase. There were moderate increases in all the higher age ranges with Old Malden achieving a substantial 13% increase in the 65-74 age range. At Kingston the effect of the drop in younger people and rise in older people has led to an evening out of the age profile:



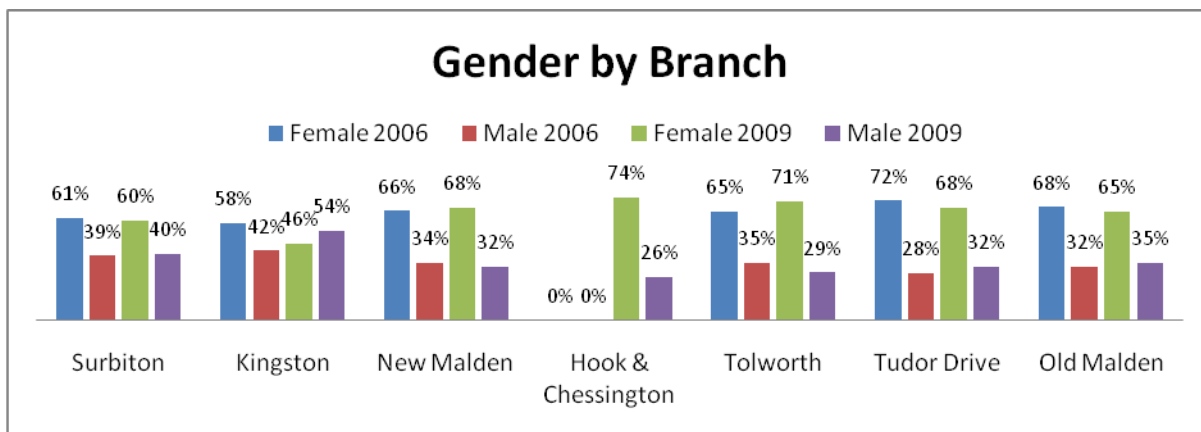
Old Malden was particularly striking in its age demographic with 62% being over the age of 60.



This aging of the profile represents a reversing of the trend identified in 2006 of younger profile in comparison to the same survey undertaken in 2003.

Gender

The visitors to all libraries tend to be female with an overall percentage of 59.

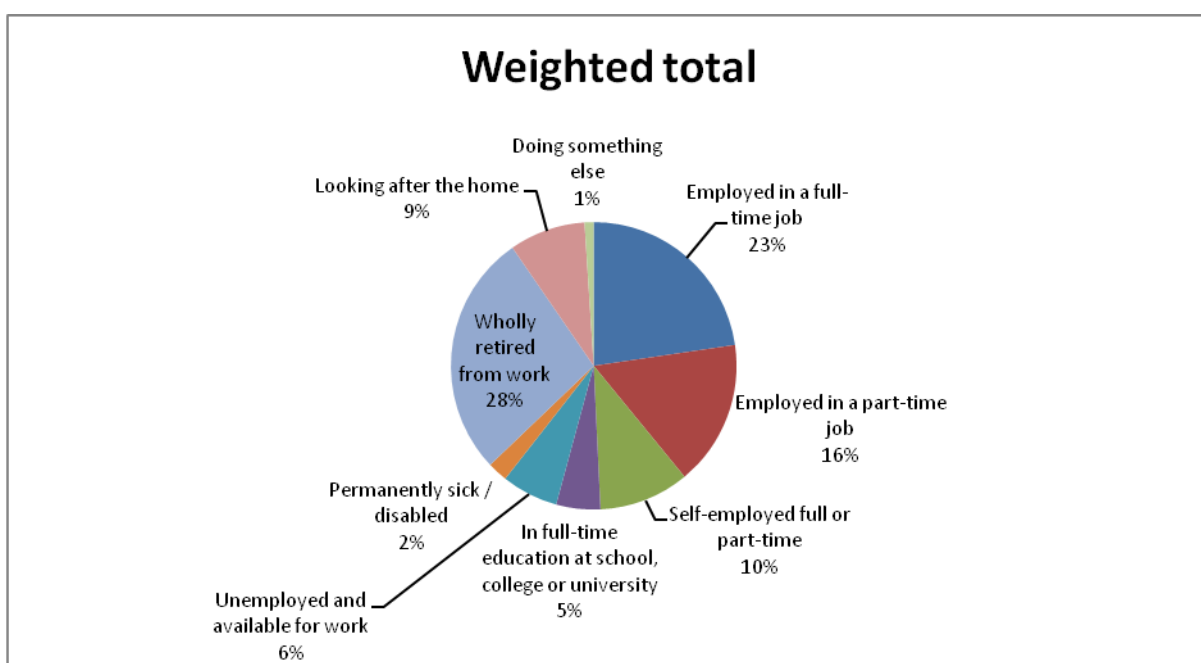


The biggest change in gender distribution was at Kingston Library which saw a 12% swing to male from female between 2006 and 2009. The other differences between 2006 and 2009 are:

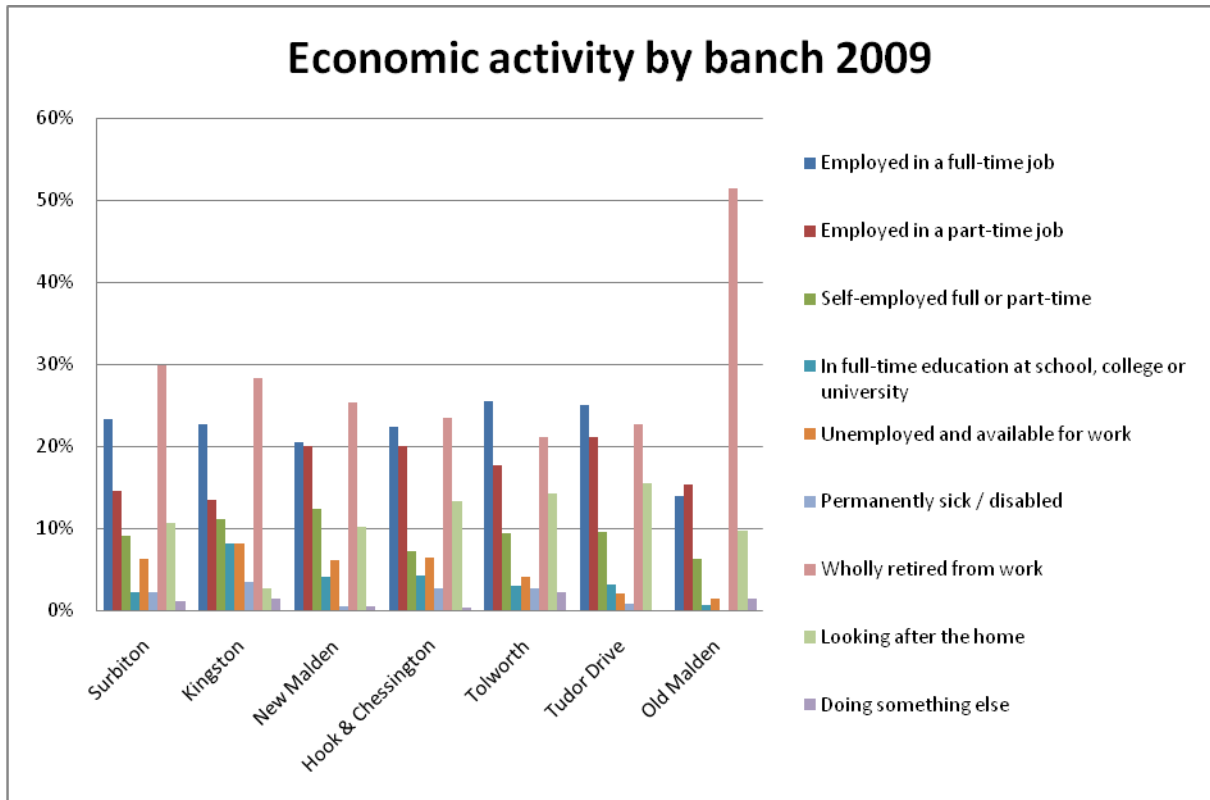
| | Female diff | Male diff |
|--------------------|-------------|-----------|
| Surbiton | -1% | 1% |
| Kingston | -12% | 12% |
| New Malden | 2% | -2% |
| Hook & Chessington | 74% | 26% |
| Tolworth | 6% | -6% |
| Tudor Drive | -4% | 4% |
| Old Malden | -3% | 3% |
| Weighted total | -4% | 4% |

Overall there is a slight increase in the proportion of men visiting the libraries (4%), although Tolworth bucked the trend with a 6% increase in the proportion of females visiting.

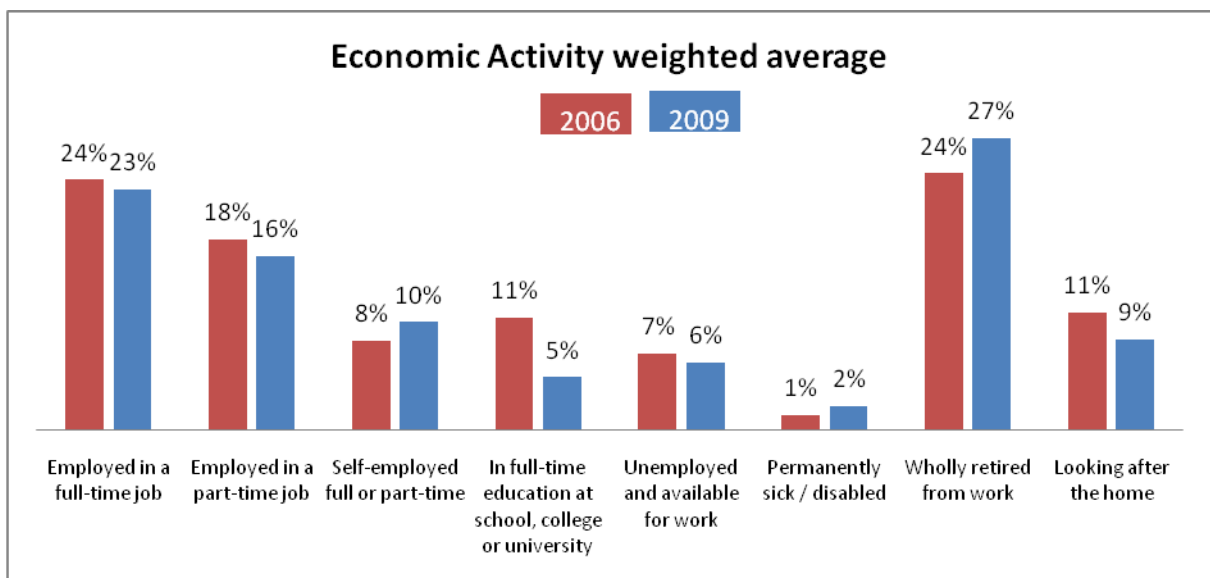
Economic Activity



The largest category in this demographic group is 'wholly retired from work at 27% with 'employed in a full time job' as the next largest at 23%. Part timers and the self employed combine to make 26%.



Old Malden stands out as having a high number of wholly retired visits at 51% compared to 34% in 2006. This branch had 35% of economically active visitors compared to the weighted average of 49%. This is a big drop from 50% economically active visitors at this branch in the 2006 survey. The other branches do not vary significantly from the weighted average.

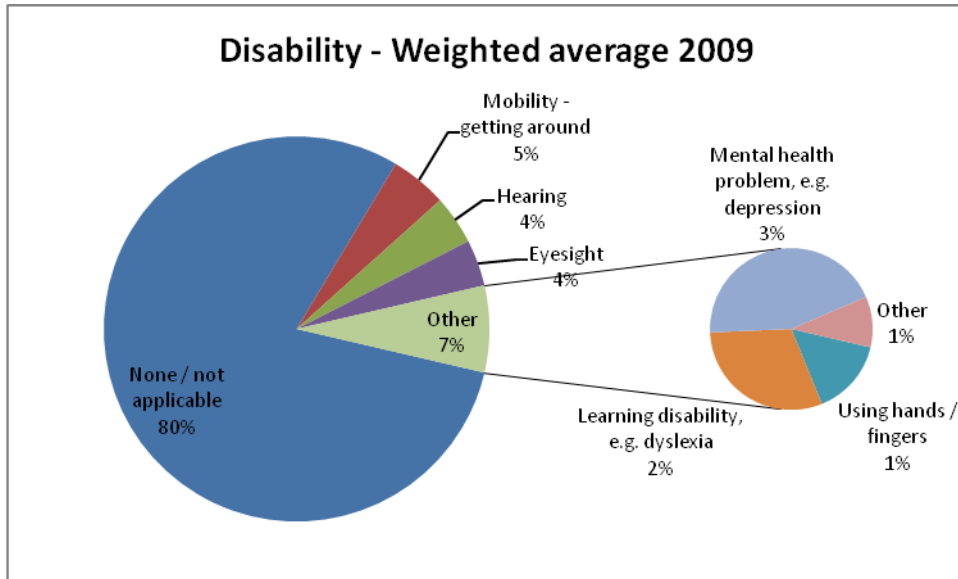


The drop in visitors in full time education is likely to be a reflection of the 6% drop in 16-19 age range.

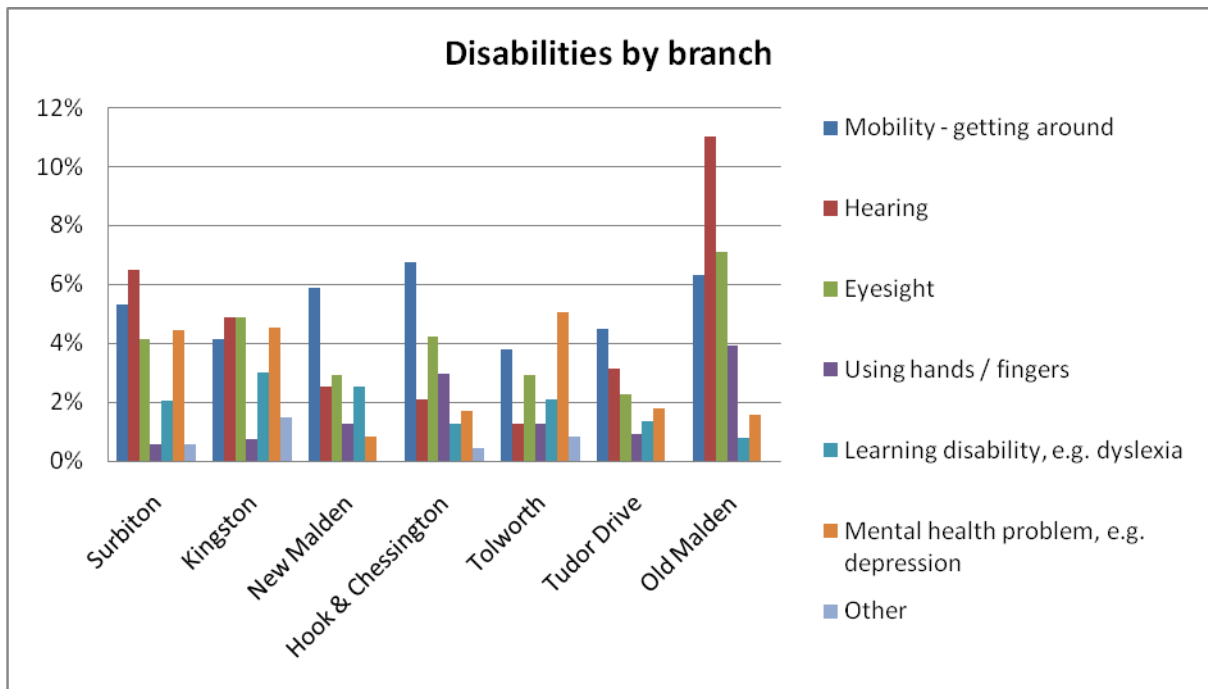
The survey in 2006 showed a drop in the percentage of retired people on the previous survey in 2003, and this trend appears to be reversed in 2009. In addition an increase in visitors had been identified of those in employment, and this also appears to have reversed in the current survey.

Disability

Overall, 21% of visitors said that they had a disability. The proportions are fairly unchanged from 2006.



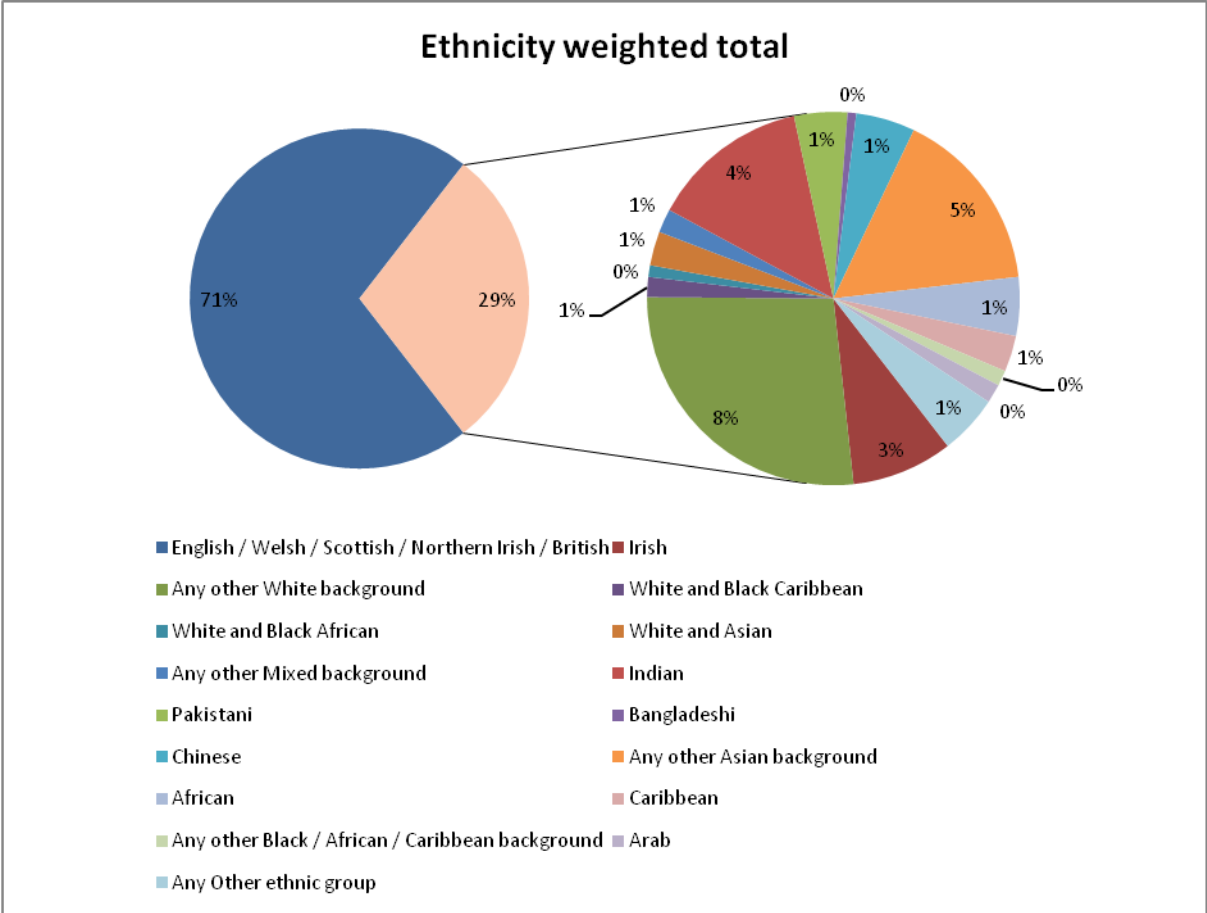
The highest proportion of visitors with hearing impairments are found at Old Malden, with Surbiton following some way behind in second place. Those with the greatest mobility needs visit Hook & Chessington and New Malden.



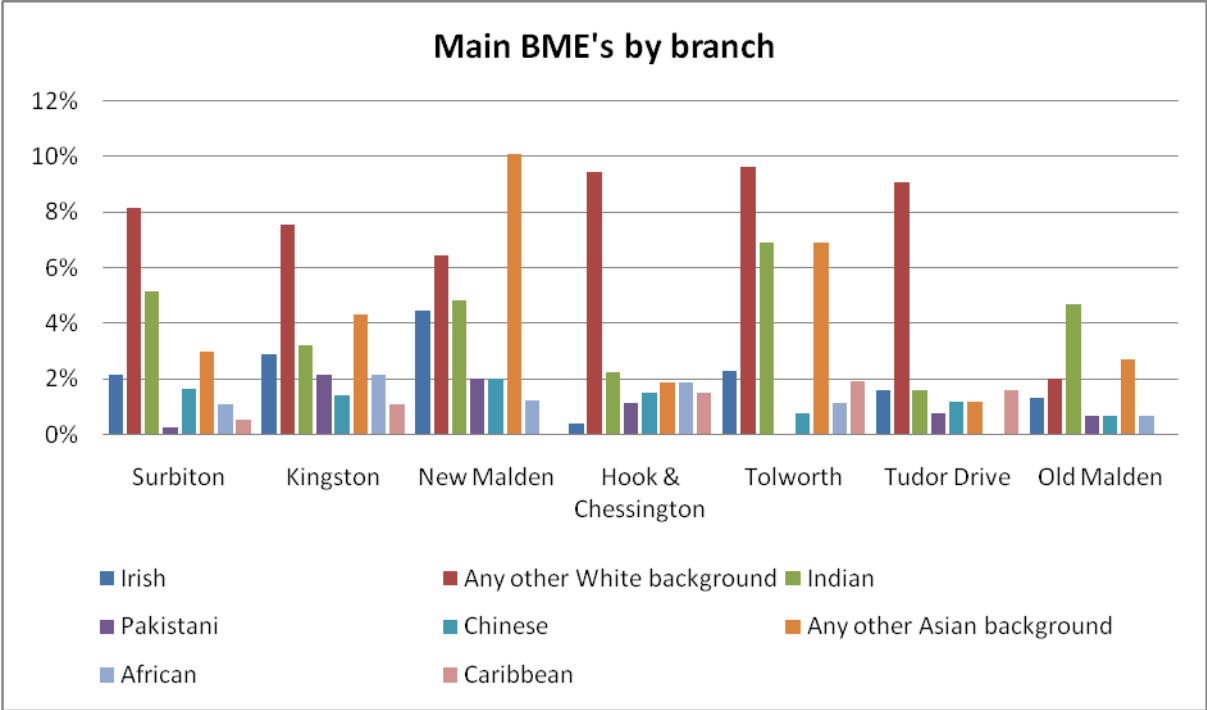
Old Malden overall had a high representation of disabilities in its survey data, and this might reflect the large percentage of people over 60 year of age (62%).

Ethnicity

Overall, 29% of respondents identified as belonging to a BME group. There are significant representations in the groups 'Any other white background' (8%), and 'Any other Asian Background' (5%). Indian (4%) and Irish (3%) groups are also represented.

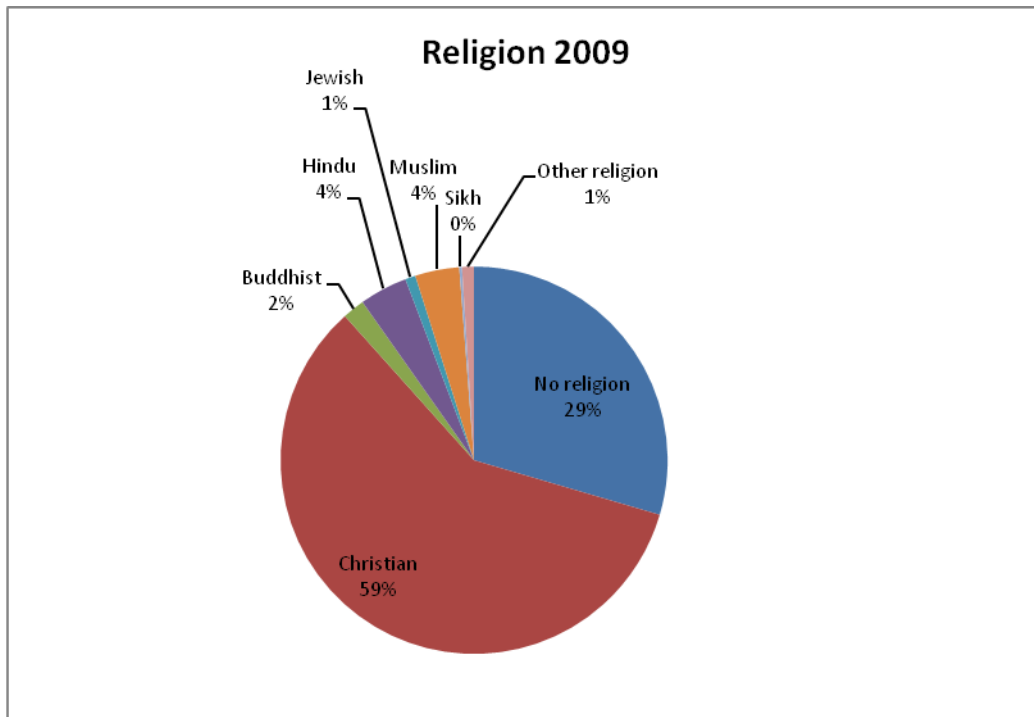


Picking out the larger BME groups, we can see by branch that there is high representation of 'Any other Asian background' in New Malden and Tolworth which represent local Korean and Bengali communities respectively. There is also a significant Irish percentage of visitors.



Religion

The following chart shows the overall results of the question 'What is your religion?'



This question was not asked in the last survey so there is no comparison data.

The results were reflection across the branches although there was a slightly raised (2%) incidence of Hindu respondents at Tolworth which might be a reflection of a local Bengali community.

Sexuality

Also new to the 2009 survey was a question asking people to identify their sexuality. Although some resistance was identified by surveyors, the weighted response rate was 74% overall. Between 95% and 100% of respondents who answered the question identified themselves as heterosexual, and on average across the branches 1% identified as gay/lesbian and 1% as bisexual.

Appendix: Data tables

1. What do you think of this library? Opening hours.

| | Opening hours | | | | |
|--------------------|---------------|------|----------|------|-----------|
| | Very Good | Good | Adequate | Poor | Very Poor |
| Surbiton | 33% | 49% | 14% | 4% | |
| Kingston | 26% | 47% | 21% | 5% | 1% |
| New Malden | 26% | 55% | 17% | 1% | |
| Hook & Chessington | 42% | 48% | 10% | 0% | 0% |
| Tolworth | 41% | 50% | 8% | 1% | |
| Tudor Drive | 42% | 49% | 8% | 1% | |
| Old Malden | 41% | 48% | 9% | 2% | |
| Weighted total | 32% | 49% | 16% | 3% | 0% |

2. What do you think of this library? Provision of seating and tables.

| | Provision of seating and tables | | | | |
|--------------------|---------------------------------|------|----------|------|-----------|
| | Very Good | Good | Adequate | Poor | Very Poor |
| Surbiton | 22% | 50% | 24% | 5% | |
| Kingston | 26% | 50% | 19% | 4% | 0% |
| New Malden | 19% | 48% | 28% | 5% | 0% |
| Hook & Chessington | 34% | 50% | 13% | 2% | |
| Tolworth | 24% | 39% | 32% | 6% | |
| Tudor Drive | 16% | 46% | 30% | 8% | 0% |
| Old Malden | 34% | 48% | 16% | 2% | |
| Weighted total | 24% | 48% | 23% | 4% | 0% |

3. Attractiveness of library: Outside.

| | Attractiveness of library outside | | | | |
|--------------------|-----------------------------------|------|----------|------|-----------|
| | Very Good | Good | Adequate | Poor | Very Poor |
| Surbiton | 35% | 45% | 18% | 1% | |
| Kingston | 29% | 48% | 19% | 4% | 0% |
| New Malden | 27% | 38% | 30% | 5% | 0% |
| Hook & Chessington | 30% | 45% | 21% | 2% | 1% |
| Tolworth | 24% | 45% | 27% | 4% | |
| Tudor Drive | 26% | 43% | 28% | 3% | |
| Old Malden | 45% | 42% | 11% | 2% | |
| Weighted total | 30% | 45% | 22% | 3% | 0% |

4. Attractiveness of library: Inside.

| | Attractiveness of library inside | | | | |
|--------------------|----------------------------------|------|----------|------|-----------|
| | Very Good | Good | Adequate | Poor | Very Poor |
| Surbiton | 22% | 51% | 24% | 2% | 0% |
| Kingston | 28% | 54% | 16% | 2% | 0% |
| New Malden | 27% | 44% | 24% | 4% | |
| Hook & Chessington | 39% | 52% | 8% | 0% | 0% |

| | | | | | |
|-----------------------|-----|-----|-----|----|----|
| Tolworth | 29% | 50% | 20% | 1% | |
| Tudor Drive | 24% | 53% | 21% | 1% | |
| Old Malden | 41% | 50% | 8% | 2% | |
| Weighted total | 28% | 51% | 18% | 2% | 0% |

5. Standard of customer care.

| | Standard of customer care | | | | |
|-------------------------------|---------------------------|------|----------|------|-----------|
| | Very Good | Good | Adequate | Poor | Very Poor |
| Surbiton | 47% | 45% | 7% | 1% | 0% |
| Kingston | 46% | 47% | 6% | | 0% |
| New Malden | 42% | 48% | 9% | 1% | |
| Hook & Chessington | 53% | 42% | 5% | | 0% |
| Tolworth | 56% | 38% | 6% | | |
| Tudor Drive | 64% | 31% | 4% | 0% | |
| Old Malden | 75% | 24% | 1% | | |
| Weighted total | 50% | 44% | 6% | 0% | 0% |

6. A safe place to visit?

| | As a safe place to visit | | | | |
|-------------------------------|--------------------------|------|----------|------|-----------|
| | Very Good | Good | Adequate | Poor | Very Poor |
| Surbiton | 64% | 33% | 3% | | |
| Kingston | 61% | 36% | 3% | 0% | |
| New Malden | 58% | 38% | 4% | | |
| Hook & Chessington | 56% | 39% | 3% | 1% | 1% |
| Tolworth | 59% | 37% | 3% | | |
| Tudor Drive | 74% | 24% | 1% | 0% | |
| Old Malden | 75% | 24% | 1% | | |
| Weighted total | 62% | 35% | 3% | 0% | 0% |

7. Do you think the library is an easy place to get to?

| | An easy place to get to? | |
|-------------------------------|--------------------------|----|
| | Yes | No |
| Surbiton | 98% | 2% |
| Kingston | 95% | 5% |
| New Malden | 97% | 3% |
| Hook & Chessington | 98% | 2% |
| Tolworth | 97% | 3% |
| Tudor Drive | 100% | 0% |
| Old Malden | 99% | 1% |
| Weighted total | 97% | 3% |

8. Did you come to this library today intending to borrow books?

| | Yes | No |
|-------------------------------|-----|-----|
| Surbiton | 56% | 44% |
| Kingston | 46% | 54% |
| New Malden | 63% | 37% |
| Hook & Chessington | 68% | 32% |
| Tolworth | 63% | 37% |
| Tudor Drive | 74% | 26% |

| | | |
|-----------------------|-----|-----|
| Old Malden | 75% | 25% |
| Weighted total | 57% | 43% |

9. Did you actually borrow books today?

| | Yes | No |
|-------------------------------|------------|-----------|
| Surbiton | 85% | 15% |
| Kingston | 74% | 26% |
| New Malden | 84% | 16% |
| Hook & Chessington | 91% | 9% |
| Tolworth | 85% | 15% |
| Tudor Drive | 93% | 7% |
| Old Malden | 90% | 10% |
| Weighted total | 83% | 17% |

% of those who said yes to Q8.

10. What do you think of the books in this library?

| | Choice | | | | |
|-------------------------------|------------------|-------------|-----------------|-------------|------------------|
| | Very Good | Good | Adequate | Poor | Very Poor |
| Surbiton | 23% | 52% | 22% | 3% | 1% |
| Kingston | 13% | 44% | 34% | 8% | 1% |
| New Malden | 22% | 46% | 27% | 4% | 0% |
| Hook & Chessington | 25% | 54% | 20% | 1% | 1% |
| Tolworth | 27% | 44% | 25% | 4% | |
| Tudor Drive | 21% | 53% | 22% | 4% | 0% |
| Old Malden | 34% | 48% | 16% | 2% | 1% |
| Weighted total | 20% | 48% | 27% | 5% | 1% |

| | Physical condition | | | | |
|-------------------------------|---------------------------|-------------|-----------------|-------------|------------------|
| | Very Good | Good | Adequate | Poor | Very Poor |
| Surbiton | 19% | 60% | 20% | 1% | 0% |
| Kingston | 17% | 62% | 19% | 1% | |
| New Malden | 26% | 56% | 17% | 1% | |
| Hook & Chessington | 33% | 56% | 9% | 1% | 0% |
| Tolworth | 27% | 60% | 14% | | |
| Tudor Drive | 31% | 58% | 11% | | |
| Old Malden | 39% | 54% | 6% | | |
| Weighted total | 23% | 59% | 16% | 1% | 0% |

Section C: Computers

11. Did you intend to use a computer during your visit today?

| | Yes | No |
|-------------------------------|------------|-----------|
| Surbiton | 19% | 81% |
| Kingston | 28% | 72% |
| New Malden | 23% | 77% |
| Hook & Chessington | 24% | 76% |
| Tolworth | 26% | 74% |
| Tudor Drive | 16% | 84% |

| | | |
|-----------------------|-----|-----|
| Old Malden | 17% | 83% |
| Weighted total | 24% | 76% |

12. Did you actually use a computer today?

| | Yes | No |
|-------------------------------|------------|-----------|
| Surbiton | 94% | 6% |
| Kingston | 90% | 10% |
| New Malden | 89% | 11% |
| Hook & Chessington | 100% | |
| Tolworth | 87% | 13% |
| Tudor Drive | 95% | 5% |
| Old Malden | 94% | 6% |
| Weighted total | 91% | 9% |

% of those who answered yes to Q11.

13. What do you think of the computer facilities in this library?

| | Very Good | Good | Adequate | Poor | Very Poor |
|-------------------------------|------------------|-------------|-----------------|-------------|------------------|
| Surbiton | 20% | 50% | 26% | 2% | 1% |
| Kingston | 17% | 49% | 30% | 4% | 0% |
| New Malden | 20% | 46% | 33% | 1% | |
| Hook & Chessington | 28% | 52% | 19% | 1% | 0% |
| Tolworth | 27% | 43% | 28% | 2% | |
| Tudor Drive | 17% | 46% | 35% | 1% | 0% |
| Old Malden | 35% | 44% | 20% | 1% | |
| Weighted total | 21% | 48% | 28% | 2% | 0% |

Section D: Finding information

14. Did you come here to find something out?

| | Yes | No |
|-------------------------------|------------|-----------|
| Surbiton | 28% | 72% |
| Kingston | 37% | 63% |
| New Malden | 26% | 74% |
| Hook & Chessington | 24% | 76% |
| Tolworth | 27% | 73% |
| Tudor Drive | 24% | 76% |
| Old Malden | 18% | 82% |
| Weighted total | 30% | 70% |

15. If you came here to find something out, did you succeed?

| | Yes | In part | No |
|-------------------------------|------------|----------------|-----------|
| Surbiton | 79% | 17% | 4% |
| Kingston | 69% | 24% | 7% |
| New Malden | 56% | 29% | 15% |
| Hook & Chessington | 68% | 28% | 4% |
| Tolworth | 75% | 21% | 4% |
| Tudor Drive | 81% | 18% | 1% |
| Old Malden | 77% | 20% | 3% |

| | | | |
|-----------------------|-----|-----|----|
| Weighted total | 70% | 23% | 7% |
|-----------------------|-----|-----|----|

% of those who answered yes to Q14.

16. What do you think of the information provision in this library?

| | Very Good | Good | Adequate | Poor | Very Poor |
|-------------------------------|------------------|-------------|-----------------|-------------|------------------|
| Surbiton | 19% | 55% | 23% | 3% | |
| Kingston | 18% | 58% | 22% | 2% | |
| New Malden | 15% | 59% | 24% | 2% | |
| Hook & Chessington | 20% | 61% | 19% | 1% | 0% |
| Tolworth | 25% | 52% | 22% | 2% | |
| Tudor Drive | 22% | 56% | 21% | 1% | |
| Old Malden | 29% | 52% | 19% | | |
| Weighted total | 19% | 57% | 22% | 2% | 0% |

17. How good is your library?

| | Very Good | Good | Adequate | Poor | Very Poor |
|-------------------------------|------------------|-------------|-----------------|-------------|------------------|
| Surbiton | 34% | 53% | 11% | 1% | 0% |
| Kingston | 24% | 54% | 20% | 2% | 0% |
| New Malden | 30% | 52% | 17% | 1% | |
| Hook & Chessington | 42% | 52% | 5% | 1% | 0% |
| Tolworth | 38% | 50% | 12% | 0% | |
| Tudor Drive | 43% | 48% | 8% | 1% | |
| Old Malden | 63% | 32% | 6% | | |
| Weighted total | 33% | 52% | 14% | 1% | 0% |

Section F: The library and you

18. How long have you been using this library?

| | This is my first visit | Less than 1 year | Between 1 and 3 years | More than 3 years |
|-------------------------------|-------------------------------|-------------------------|------------------------------|--------------------------|
| Surbiton | 4% | 12% | 16% | 68% |
| Kingston | 9% | 18% | 15% | 58% |
| New Malden | 4% | 11% | 12% | 73% |
| Hook & Chessington | 7% | 16% | 30% | 48% |
| Tolworth | 7% | 16% | 20% | 57% |
| Tudor Drive | 4% | 15% | 17% | 64% |
| Old Malden | 6% | 12% | 12% | 70% |
| Weighted total | 6% | 15% | 17% | 62% |

Crosstab report: How long have you been using this library by age and gender.

| | | This is my first visit | Less than 1 year | Between 1 and 3 years | More than 3 years |
|---------------|-----------------|-------------------------------|-------------------------|------------------------------|--------------------------|
| Female | Under 24 | 18% | 26% | 10% | 47% |
| | 25 to 44 | 7% | 18% | 29% | 46% |
| | 45 to 64 | 4% | 13% | 13% | 69% |
| | 65 to 74 | 0% | 6% | 9% | 84% |

| | | | | | |
|-------------|---------------------|-----|-----|-----|-----|
| | 75 or over | | 1% | 4% | 94% |
| | Gender total | 6% | 15% | 18% | 61% |
| Male | Under 24 | 21% | 33% | 16% | 30% |
| | 25 to 44 | 8% | 25% | 22% | 45% |
| | 45 to 64 | 5% | 15% | 12% | 68% |
| | 65 to 74 | 1% | 5% | 11% | 84% |
| | 75 or over | 3% | 5% | 4% | 88% |
| | Gender total | 6% | 16% | 14% | 63% |

19. How has the library helped you?

| | Work | Study | House and home | Health | Leisure | Family / relationships |
|-------------------------------|-------------|--------------|-----------------------|---------------|----------------|-------------------------------|
| Surbiton | 31% | 42% | 36% | 20% | 68% | 23% |
| Kingston | 36% | 51% | 27% | 15% | 64% | 8% |
| New Malden | 28% | 49% | 34% | 22% | 69% | 19% |
| Hook & Chessington | 26% | 38% | 28% | 18% | 61% | 20% |
| Tolworth | 26% | 34% | 31% | 18% | 63% | 22% |
| Tudor Drive | 26% | 36% | 35% | 20% | 69% | 25% |
| Old Malden | 21% | 35% | 35% | 21% | 70% | 13% |
| Weighted total | 31% | 44% | 31% | 18% | 66% | 17% |

Crosstab report: How the library has helped you by age and gender.

| | | Work | Study | House and home | Health | Leisure | Family / relationships |
|---------------|---------------------|-------------|--------------|-----------------------|---------------|----------------|-------------------------------|
| Female | Under 24 | 45% | 73% | 12% | 5% | 48% | 7% |
| | 25 to 44 | 28% | 37% | 43% | 21% | 53% | 36% |
| | 45 to 64 | 28% | 44% | 41% | 24% | 72% | 14% |
| | 65 to 74 | 18% | 22% | 27% | 26% | 85% | 13% |
| | 75 or over | 3% | 26% | 19% | 13% | 84% | 3% |
| | Gender total | 26% | 39% | 36% | 21% | 65% | 22% |
| Male | Under 24 | 44% | 89% | 8% | 11% | 33% | 2% |
| | 25 to 44 | 54% | 54% | 23% | 13% | 62% | 14% |
| | 45 to 64 | 43% | 48% | 35% | 22% | 73% | 15% |
| | 65 to 74 | 17% | 38% | 20% | 7% | 80% | 1% |
| | 75 or over | 14% | 39% | 21% | 6% | 86% | 6% |
| | Gender total | 39% | 51% | 25% | 14% | 69% | 10% |

Section G: About Yourself

Postcode: see chart on next page.

| Sum of No | Branch | | | | | | | |
|-------------|--------------------|----------|------------|------------|----------|----------|-------------|-------------|
| Postcode | Hook & Chessington | Kingston | New Malden | Old Malden | Surbiton | Tolworth | Tudor Drive | Grand Total |
| KT1 | 4 | 78 | 10 | | 16 | 1 | 3 | 112 |
| KT10 | 2 | 1 | | | | 1 | | 4 |
| KT11 | 1 | 1 | | | 1 | | | 3 |
| KT12 | | 1 | | | | 1 | | 2 |
| KT13 | | 2 | | | | | | 2 |
| KT14 | | 1 | | | | | | 1 |
| KT18 | 1 | | | | | | | 1 |
| KT2 | 3 | 71 | 10 | 4 | 3 | 1 | 224 | 316 |
| KT22 | 1 | 2 | | | | | | 3 |
| KT3 | 4 | 18 | 181 | 58 | 5 | 6 | 3 | 275 |
| KT4 | | | 2 | 71 | 1 | 5 | | 79 |
| KT5 | 4 | 13 | 3 | 4 | 156 | 128 | 1 | 309 |
| KT6 | 21 | 20 | 1 | | 153 | 88 | 2 | 285 |
| KT7 | 1 | 2 | | | 2 | | | 5 |
| KT8 | | 5 | | | | | | 5 |
| KT9 | 186 | 1 | 2 | | 5 | 6 | | 200 |
| SM4 | | 3 | | | | 4 | | 7 |
| SW11 | | 1 | | 1 | | | | 2 |
| SW15 | | 2 | 1 | 1 | | | 3 | 7 |
| SW19 | | 1 | 4 | | | 2 | | 7 |
| SW20 | 1 | | 4 | | | | | 5 |
| TW1 | | 1 | 1 | | | | | 2 |
| TW10 | | 3 | | | | | 9 | 12 |
| TW11 | | 4 | | | | | | 4 |
| TW12 | 1 | 2 | | | | | | 3 |
| TW13 | | | 1 | | 1 | | | 2 |
| TW2 | | 2 | | | | 1 | | 3 |
| Grand Total | 230 | 235 | 220 | 139 | 343 | 244 | 245 | 1656 |

Age

| | 16-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75+ |
|-------------------------------|-------|-------|-------|-------|-------|-------|-----|
| Surbiton | 3% | 17% | 24% | 12% | 20% | 12% | 11% |
| Kingston | 12% | 13% | 18% | 17% | 15% | 17% | 8% |
| New Malden | 5% | 13% | 20% | 20% | 16% | 14% | 13% |
| Hook & Chessington | 5% | 20% | 23% | 14% | 16% | 14% | 8% |
| Tolworth | 5% | 16% | 29% | 18% | 11% | 13% | 8% |
| Tudor Drive | 3% | 9% | 36% | 17% | 12% | 14% | 9% |
| Old Malden | 1% | 7% | 13% | 11% | 19% | 27% | 21% |
| Weighted total (2009) | 7% | 14% | 22% | 16% | 16% | 15% | 10% |

Gender

| | Female | Male |
|-------------------------------|--------|------|
| Surbiton | 60% | 40% |
| Kingston | 46% | 54% |
| New Malden | 68% | 32% |
| Hook & Chessington | 74% | 26% |
| Tolworth | 71% | 29% |
| Tudor Drive | 68% | 32% |
| Old Malden | 65% | 35% |
| Weighted total | 59% | 41% |

Economic activity

| | Employed in a full-time job | Employed in a part-time job | Self-employed full or part-time | In full-time education at school, college or university | Unemployed and available for work | Permanently sick / disabled | Wholly retired from work | Looking after the home | Doing something else |
|-------------------------------|-----------------------------|-----------------------------|---------------------------------|---|-----------------------------------|-----------------------------|--------------------------|------------------------|----------------------|
| Surbiton | 23% | 15% | 9% | 2% | 6% | 2% | 30% | 11% | 1% |
| Kingston | 23% | 14% | 11% | 8% | 8% | 3% | 28% | 3% | 1% |
| New Malden | 20% | 20% | 12% | 4% | 6% | 0% | 25% | 10% | 0% |
| Hook & Chessington | 22% | 20% | 7% | 4% | 6% | 3% | 23% | 13% | 0% |
| Tolworth | 26% | 18% | 9% | 3% | 4% | 3% | 21% | 14% | 2% |
| Tudor Drive | 25% | 21% | 10% | 3% | 2% | 1% | 23% | 16% | |
| Old Malden | 14% | 15% | 6% | 1% | 1% | | 51% | 10% | 1% |
| Weighted total | 23% | 16% | 10% | 5% | 6% | 2% | 27% | 9% | 1% |

Disability

| | None / not applicable | Mobility - getting around | Hearing | Eyesight | Using hands / fingers | Learning disability, e.g. dyslexia | Mental health problem, e.g. depression | Other |
|-------------------------------|-----------------------|---------------------------|---------|----------|-----------------------|------------------------------------|--|-------|
| Surbiton | 81% | 5% | 6% | 4% | 1% | 2% | 4% | 1% |
| Kingston | 80% | 4% | 5% | 5% | 1% | 3% | 5% | 2% |
| New Malden | 89% | 6% | 3% | 3% | 1% | 3% | 1% | |
| Hook & Chessington | 85% | 7% | 2% | 4% | 3% | 1% | 2% | 0% |

| | | | | | | | | |
|-----------------------|-----|----|-----|----|----|----|----|----|
| Tolworth | 89% | 4% | 1% | 3% | 1% | 2% | 5% | 1% |
| Tudor Drive | 89% | 5% | 3% | 2% | 1% | 1% | 2% | |
| Old Malden | 82% | 6% | 11% | 7% | 4% | 1% | 2% | |
| Weighted total | 84% | 5% | 4% | 4% | 1% | 2% | 3% | 1% |

Ethnicity

| | English / Welsh / Scottish / Northern Irish / British | Irish | Any other White background | White and Black Caribbean | White and Black African | White and Asian | Any other Mixed background | Indian |
|-------------------------------|--|--------------|-----------------------------------|----------------------------------|--------------------------------|------------------------|-----------------------------------|---------------|
| Surbiton | 75% | 2% | 8% | | | 1% | 0% | 5% |
| Kingston | 69% | 3% | 8% | 1% | 1% | 1% | 1% | 3% |
| New Malden | 63% | 4% | 6% | 0% | | 1% | 1% | 5% |
| Hook & Chessington | 78% | 0% | 9% | | 0% | 1% | | 2% |
| Tolworth | 66% | 2% | 10% | 1% | | 0% | | 7% |
| Tudor Drive | 78% | 2% | 9% | | | 1% | 0% | 2% |
| Old Malden | 86% | 1% | 2% | | | 1% | | 5% |
| Weighted total | 71% | 3% | 8% | 1% | 0% | 1% | 1% | 4% |

Continued....

| Pakistani | Bangladeshi | Chinese | Any other Asian background | African | Caribbean | Any other Black / African / Caribbean background | Arab | Any Other ethnic group |
|------------------|--------------------|----------------|-----------------------------------|----------------|------------------|---|-------------|-------------------------------|
| 0% | | 2% | 3% | 1% | 1% | 1% | 1% | 1% |
| 2% | | 1% | 4% | 2% | 1% | 0% | 0% | 2% |
| 2% | 1% | 2% | 10% | 1% | | 0% | 0% | 2% |
| 1% | | 2% | 2% | 2% | 2% | | 0% | 0% |
| | 0% | 1% | 7% | 1% | 2% | | 0% | 2% |
| 1% | 1% | 1% | 1% | | 2% | 0% | 1% | 1% |
| 1% | | 1% | 3% | 1% | | | 1% | |
| 1% | 0% | 1% | 5% | 1% | 1% | 0% | 0% | 1% |

Religion

| | No religion | Christian | Buddhist | Hindu | Jewish | Muslim | Sikh | Other religion |
|-------------------------------|--------------------|------------------|-----------------|--------------|---------------|---------------|-------------|-----------------------|
| Surbiton | 32% | 58% | 1% | 4% | 1% | 1% | 1% | 2% |
| Kingston | 32% | 55% | 2% | 4% | 1% | 5% | | 1% |
| New Malden | 25% | 59% | 4% | 5% | 0% | 5% | 0% | 1% |
| Hook & Chessington | 32% | 61% | 1% | 3% | 0% | 2% | | 1% |
| Tolworth | 24% | 63% | 1% | 7% | 0% | 3% | | 1% |
| Tudor Drive | 29% | 62% | 2% | 1% | | 4% | 0% | 0% |
| Old Malden | 16% | 78% | | 2% | | 4% | | |
| Weighted total | 30% | 59% | 2% | 4% | 1% | 4% | 0% | 1% |

Sexuality

| | Heterosexual / straight | Gay / lesbian | Bisexual | Other |
|--|--------------------------------|----------------------|-----------------|--------------|
|--|--------------------------------|----------------------|-----------------|--------------|

| | | | | |
|-------------------------------|------|----|----|----|
| Surbiton | 98% | 1% | 1% | 0% |
| Kingston | 95% | 2% | 1% | 1% |
| New Malden | 98% | 0% | 1% | |
| Hook & Chessington | 98% | 0% | 0% | 1% |
| Tolworth | 96% | 3% | 0% | 1% |
| Tudor Drive | 97% | 2% | 1% | 1% |
| Old Malden | 100% | | | |
| Weighted total | 97% | 1% | 1% | 1% |