



CHANGING MINDS • CHANGING LIVES

ABOUT THE CARNEGIE UK TRUST

The Carnegie UK Trust works to improve the lives of people throughout the UK and Ireland, by changing minds through influencing policy, and by changing lives through innovative practice and partnership work. The Carnegie UK Trust was established by Scots-American philanthropist Andrew Carnegie in 1913.

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Introduction

BACKGROUND

Five years ago the Carnegie UK Trust conducted research into the use of public libraries and public attitudes towards libraries in England, Scotland, Wales, Northern Ireland and Ireland. This was the first time data was generated that enabled direct comparison across jurisdictions.

In 2016 we ran the survey again to examine whether attitudes towards libraries and levels of use have changed since 2011. We added some new questions to reflect some of the current debate around volunteers and changes in services.

Research was carried out by Ipsos MORI for the Carnegie UK Trust. The research consisted of an omnibus poll carried out in all five jurisdictions covered by the Trust in its work.

This booklet contains an overview of the data that was collated. Where relevant, comparison is made between jurisdictions and with the 2011 statistics. Factsheets covering each jurisdiction separately, a policy report and a technical report can be downloaded as separate documents from <http://bit.ly/shining-a-light>. If you would like to access the complete datasets in SPSS format please contact info@carnegieuk.org

HOW TO READ THIS BOOKLET






When reading the booklet, it would be helpful to bear in mind the following points on methodology, analysis, visuals and terminology.

Analysis

- Throughout this data booklet we have reported on the percentages. This is consistent with how we reported our data in 2011.
- Tests for statistical significance were carried out within a given demographic category and for changes over time within a given jurisdiction. A list of statistically significant differences between groups and changes over time are reported in Appendix 3.
- Logistic regression was carried out to identify factors that are predictors of 1) the likelihood of respondents having used a library in the past 12 months and 2) the likelihood of respondents having used the library frequently in the past 12 months. This form of analysis controls for the effects of different factors. The following demographic factors were included in regression analysis: gender; whether or not there were children in the household; age; working status; readership; and socio-economic group.

METHODOLOGY

The omnibus polling was conducted in the following ways with the sample size and age groups below. The sample sizes in the poll make it possible to make inferences about the population in each jurisdiction.

Jurisdiction	Method	Sample
 England	Face-to-face	1,341 adults 15+
 Ireland	Telephone	1,011 adults 15+
 Northern Ireland	Face-to-face	1,013 adults 16+
 Scotland	Telephone	1,000 adults 18+
 Wales	Face-to-face	1,011 adults 16+

- The results of statistical significance and logistic regression may vary. This is because although statistical significance testing will show whether or not there is a significant difference between certain groups, this difference may be explained by other factors affecting the relationship between different groups. Logistic regression, however, assumes that all other factors are equal, and will remove the other factors that may have an influence on these groups. This allows identification of the factors which have a significant impact on the variable of interest.

Reading the visuals

- Charts that display the results for a given issue across all jurisdictions are based on absolute percentages.
- Key differences between jurisdictions and within demographic groups have been pulled out as separate infographics.
- The findings for logistic regression are included throughout the booklet as boxed text where appropriate.

Notes

There are two differences in how data was collated between 2011 and 2016.

- In 2016 the definition of 'prolific readership' was changed to 'one or more books every eight weeks' from 'one or more books in six weeks' to better align answers to interview questions.
- In 2016 data in Northern Ireland by working status was collated by 'not working' and 'working' alone.

TERMINOLOGY

Libraries – refers to public libraries alone

People – refers to respondents to the survey but given the sample sizes in the research it is appropriate to use the word 'people'

Use – used or contacted the library in the 12 months prior to the omnibus poll

Frequent use – used or contacted the library at least once every month in the 12 months prior to the omnibus poll

Library user – refers to those who used the library in the 12 months prior to the omnibus poll

Non-user – refers to those who have not used the library in the 12 months prior to the omnibus poll

Frequent user – library users that used or contacted the library at least once every month in the 12 months prior to the omnibus poll

Prolific reader – refers to those who read at least one book every eight weeks

Readership – readership is defined in terms of books that were read in any format (eg a physical book, on a e-reader or other device, or audio book) not including books that are read for paid work or academic study

Important – refers to the categories of 'essential' and 'very important' alone. 'Fairly important' has been excluded from this definition to sharpen analysis.

Definitions of socio-economic groups are in the appendices

The Big Picture

LIBRARY USE

AROUND

1/2

of people still use the library in each jurisdiction

...but there's a decline in how frequently people are using libraries across all jurisdictions



Convergence in library use across jurisdictions 2011-2016



Women continue to be more likely to use libraries and to use libraries frequently



Those with children in their household continue to be more likely to use libraries



Library use lowest among over 55s



Part time employees and those not working most likely to use libraries



Socioeconomic grouping ABC1 more likely to use the library

...but see decline in frequent use in this grouping in England, Ireland and Wales.

PREDICTORS

Logistic regression analysis, which controls for other factors, shows that the following factors are predictors of the likelihood of library use in the past 12 months.



England

- Being younger (aged 15-24)
- Having children in the household
- Being a 'prolific' reader
- Being a woman
- Being in socio-economic group ABC1



Ireland

- Being younger (aged 15-24)
- Having children in the household
- Being a 'prolific' reader
- Being a woman
- Not working full-time



Northern Ireland

- Having children in the household
- Being a 'prolific' reader
- Being a woman
- Not working was a predictor for the likelihood of library use in the past 12 months
- Being in socio-economic group ABC1



Scotland

- Being relatively younger (aged 25-34)
- Having children in the household
- Being a 'prolific' reader
- Not working full-time



Wales

- Being younger (aged 15-24)
- Having children in the household
- Being a 'prolific' reader
- Being a woman
- Being in socio-economic group ABC1

ATTITUDES TOWARDS LIBRARIES

AROUND

 $\frac{3}{4}$

of people in **each jurisdiction** say libraries important to the **community**



So people say libraries more important for the **community** than for themselves **personally**

AROUND

 $\frac{2}{5}$

of people in each jurisdiction say libraries important to themselves **personally**

... but interestingly more people **use libraries** than say they're important for themselves **personally**



Those with **children in their household** more likely to say libraries important to them **personally**

...but having children in the household makes little difference to whether people say libraries important to the **community**



Retirees most likely to say libraries important to the **community** in England, Ireland and Scotland

... but working status doesn't impact too much on whether people say libraries important **personally**



Women more likely to say libraries important to the **community** and to themselves **personally**



Socioeconomic grouping **ABC1** more likely to say libraries important to the **community**

... and more likely to say libraries important to themselves **personally** in Ireland, Northern Ireland and Wales



15-24 year olds least likely to say libraries important to the **community**

... but age doesn't impact too much on whether people say libraries important **personally**

ATTITUDES TO POSSIBLE IMPROVEMENTS, CHANGES AND THE USE OF VOLUNTEERS

Across the jurisdictions the most commonly mentioned changes which people said would **encourage them to use the library more** were:



providing **other council services** in library buildings



providing **better information** on what services offer



a **café or coffee shop** on-site



offering **more events**



Increased appetite for changes and improvements to library services in **England, Ireland and Wales**



Majority of people in each jurisdiction against volunteers replacing all paid staff

AROUND

 $\frac{1}{2}$






of people in each jurisdiction in favour of using volunteers to add value to services paid staff offer

Libraries used by around 1 in 2 people

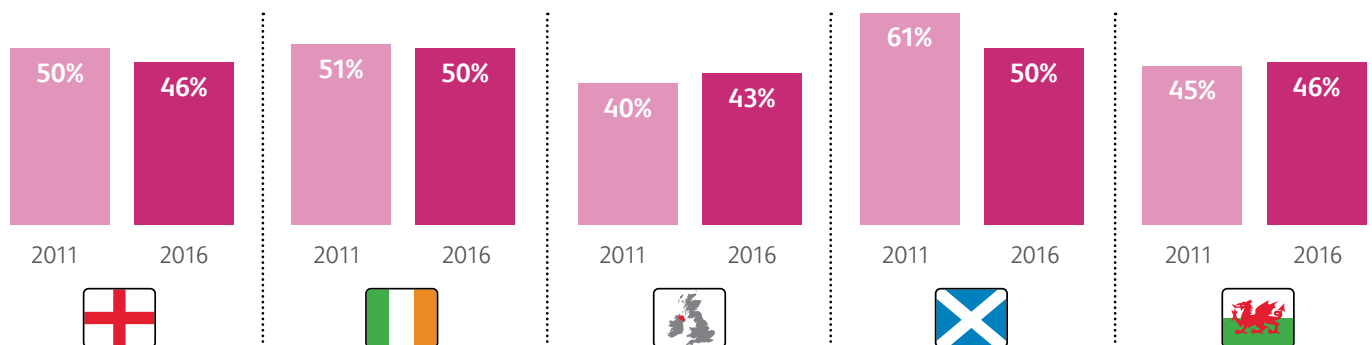
OVERVIEW

Library use

(%)

	 England		 Ireland		 N Ireland		 Scotland		 Wales	
	2011	2016	2011	2016	2011	2016	2011	2016	2011	2016
Yes	50	46	51	50	40	43	61	50	45	46
No	50	54	49	50	60	57	39	50	55	54
Base: All respondents	1,301	1,341	1,000	1,011	1,009	1,013	1,002	1,000	1,018	1,011

(% Yes)



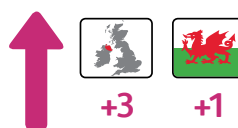
Joint highest

THE PICTURE IN 2016

AROUND $\frac{1}{2}$ of people in each jurisdiction use libraries

COMPARING 2011 AND 2016

There have been slight increases in use in **Northern Ireland** and **Wales**



There have been slight drops in use in **England** and **Ireland**



There has been a larger drop in use in **Scotland**



Scotland still has highest level of use



Northern Ireland still has lowest level of use








... but there is a convergence in library use across the UK and Ireland

More than 40% of library users use libraries every month but this is under pressure

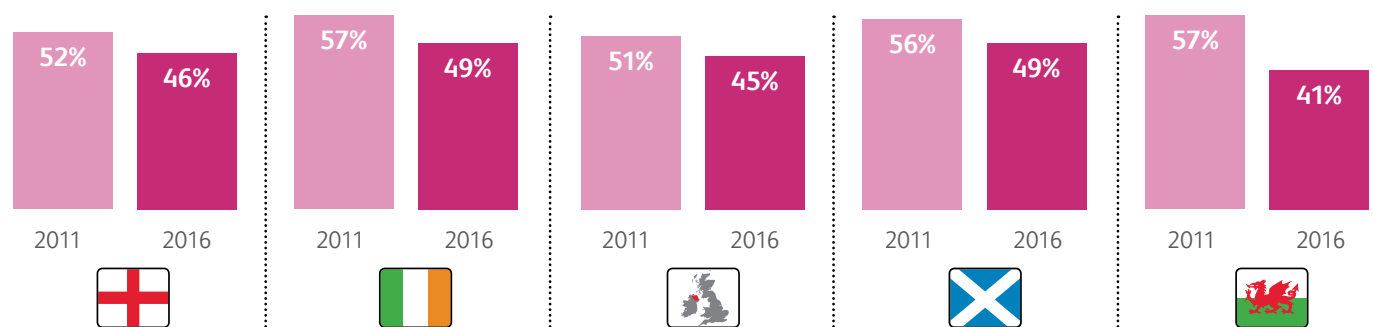
OVERVIEW

Frequency of library use

(%)

	 England		 Ireland		 N Ireland		 Scotland		 Wales	
	2011	2016	2011	2016	2011	2016	2011	2016	2011	2016
At least once a week	17	19	16	13	21	14	14	15	20	12
Below once a week, but at least once a month	35	27	41	37	30	31	42	34	37	29
Below once a month, but at least 3-4 times	26	27	24	29	31	31	28	29	25	31
Twice	13	18	10	15	11	17	9	14	10	15
Once	8	9	8	7	6	7	7	8	7	13
Don't know	1	*	*	-	1	-	-	*	1	*
Base: All respondents	651	619	510	502	404	429	612	531	460	474

(% of users who had used a library at least once a month)



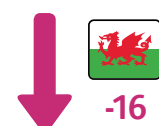
THE PICTURE IN 2016

OVER 2/5 of users in each jurisdiction use libraries at least once a month

COMPARING 2011 AND 2016

Frequency of use has dropped slightly across all jurisdictions 2011-2016

Decline in frequent use most pronounced in **Wales**



People say libraries more important for the community than for people personally

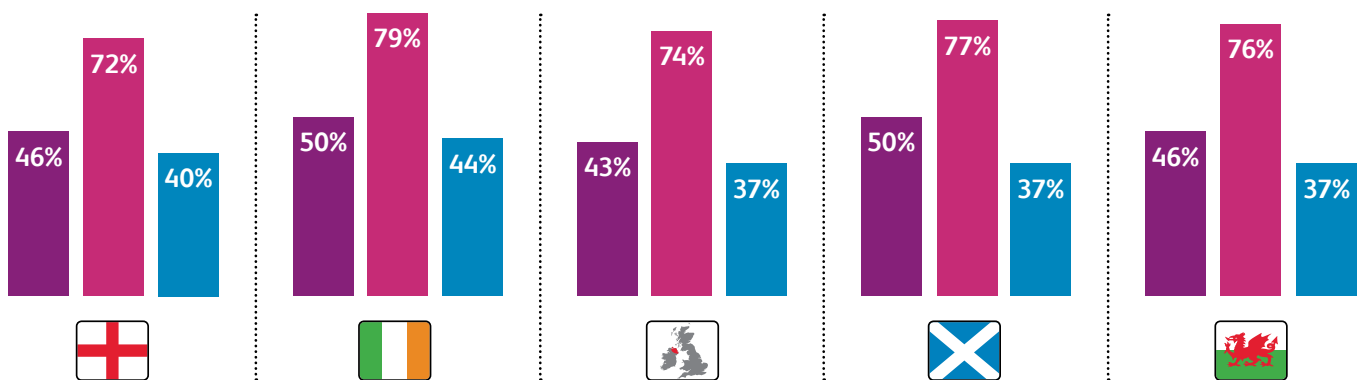
OVERVIEW

Importance of the public library to the community and to you personally

(%)

	England		Ireland		N Ireland		Scotland		Wales	
	2011	2016	2011	2016	2011	2016	2011	2016	2011	2016
Used library in last 12 months	50	46	51	50	40	43	61	50	45	46
Important to community	74	72	79	79	65	74	76	77	77	76
Important personally	43	40	45	44	39	37	47	37	38	37
Base: All respondents	1,341	1,301	1,011	1,000	1,013	1,009	1,000	1,002	1,011	1,018

Highest



■ Used library in last 12 months ■ Important to community ■ Important personally

THE PICTURE IN 2016

AROUND
1/2 of people in each jurisdiction use libraries

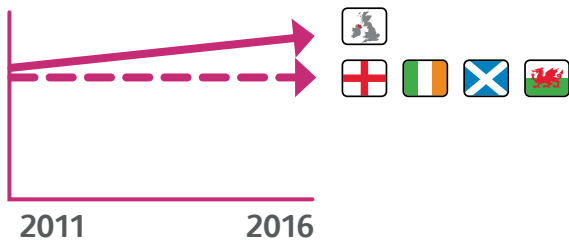
AROUND
3/4 of people in each jurisdiction say libraries important to **communities**

OVER
2/5 of respondents in each jurisdiction say libraries important **personally**

“ More people say libraries are important for their **community** than for themselves **personally** - but interestingly more people **use libraries** than say they value them for themselves **personally**. ”

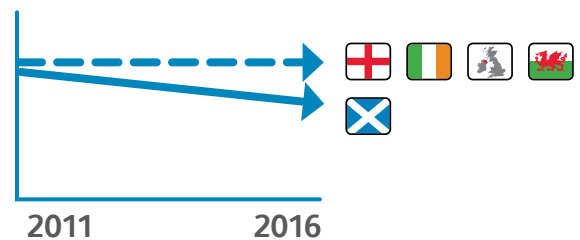


COMPARING 2011 AND 2016



Data indicates mixed picture in proportion of people who say libraries **important to community** across all jurisdictions 2011-2016

The biggest change is: +9



Data indicates decline in proportion of people who say libraries **important personally** across all jurisdictions 2011-2016






The biggest change is: -10

Women more likely to use libraries and to use them frequently

OVERVIEW

Library use by gender






(%)

	 England		 Ireland		 N Ireland		 Scotland		 Wales	
	2011	2016	2011	2016	2011	2016	2011	2016	2011	2016
All	50	46	51	50	40	43	61	50	45	46
Men	46	39	45	42	35	37	54	48	42	39
Women	53	53	56	57	45	49	68	53	48	53
Base: All respondents	1,301	1,341	1,000	1,011	1,009	1,013	1,002	1,000	1,018	1,011

Highest

Frequency of library use by gender

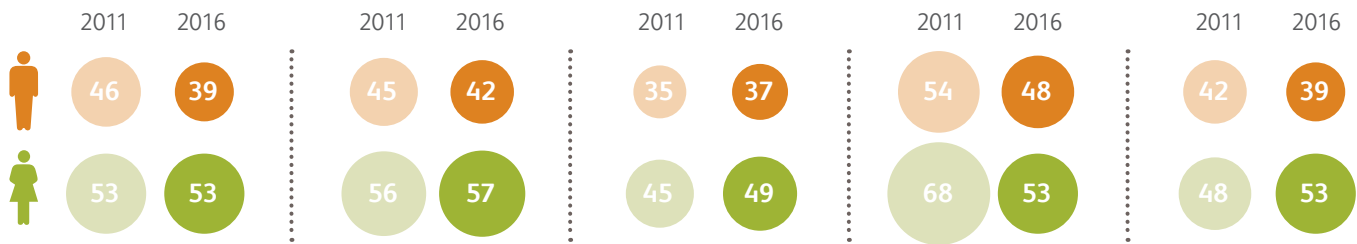
(% of users who used a library at least once a month)

	 England		 Ireland		 N Ireland		 Scotland		 Wales	
	2011	2016	2011	2016	2011	2016	2011	2016	2011	2016
All	52	46	57	49	51	45	56	49	57	41
Men	46	47	54	43	49	36	47	41	50	34
Women	57	46	59	54	52	51	63	55	62	45
Base: All who have used a library in the last 12 months	651	619	510	502	404	429	612	531	460	474

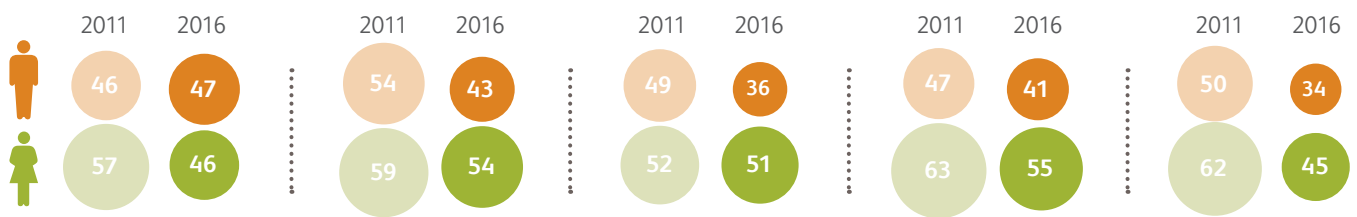
Highest



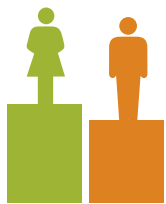
Library use by gender 2016 & 2011



Frequent library use by gender 2016 & 2011



THE PICTURE IN 2016



Women more likely to use libraries across all jurisdictions



Women more likely to be frequent users of libraries across the jurisdictions ...except in **England**

COMPARING 2011 AND 2016



Overall, **men** show **decline** in use 2011–2016

The biggest change is:



Overall, **women** show **mixed picture** in use 2011–2016

The biggest change is:



Overall **decline** in frequency of use among **men** 2011–2016 ... except in **England**



Overall **decline** in frequency of use among **women** 2011–2016

PREDICTORS

Logistic regression analysis, which controls for other factors, shows that being a woman is a predictor for the likelihood of people having used a library in the past 12 months in all jurisdictions except Scotland.

Wales sees biggest drops in frequent use among **women** and **men** 2011–2016








... and women more likely than men to say libraries important

OVERVIEW

Importance of the public library to the community by gender






(% Essential / Very important)

	 England		 Ireland		 N Ireland		 Scotland		 Wales	
	2011	2016	2011	2016	2011	2016	2011	2016	2011	2016
All	74	72	79	79	65	74	76	77	77	76
Men	69	67	75	73	61	72	68	74	75	71
Women	79	76	84	85	70	76	82	80	78	79
Base: All respondents	1,301	1,341	1,000	1,011	1,009	1,013	1,002	1,000	1,018	1,011

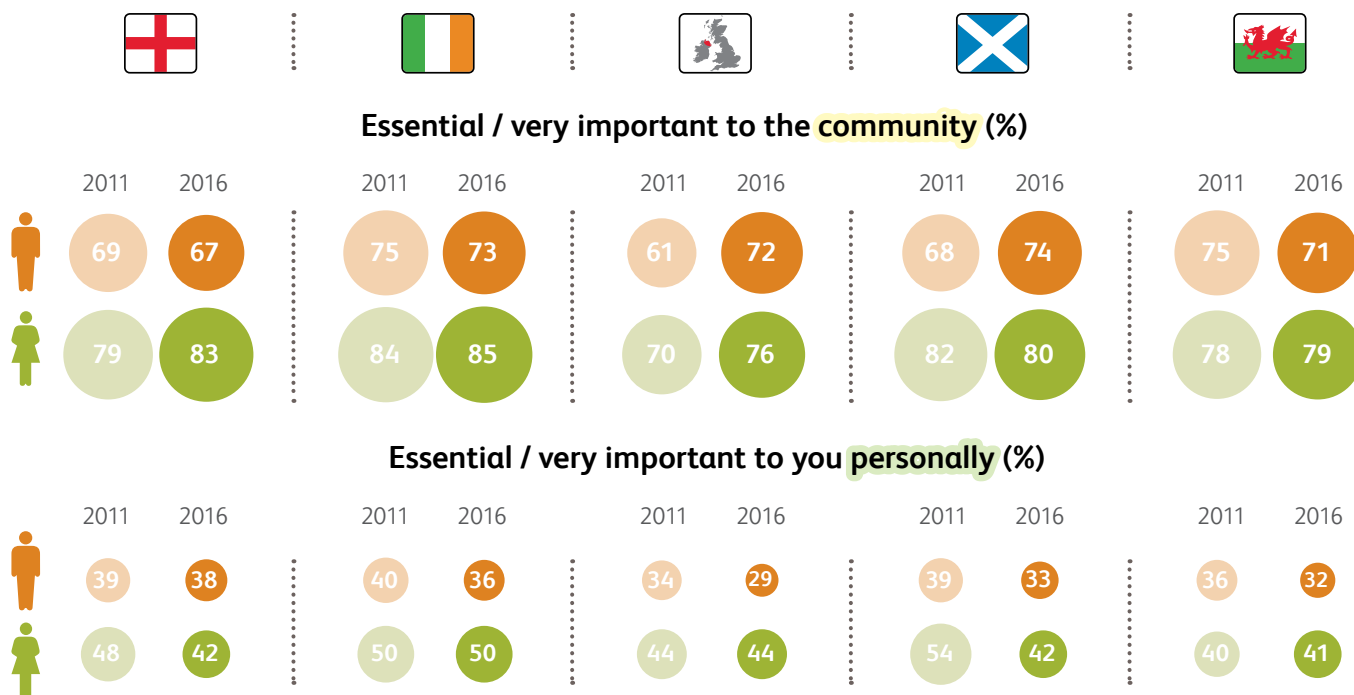
Highest

Importance of the public library to you personally by gender

(% Essential / Very important)

	 England		 Ireland		 N Ireland		 Scotland		 Wales	
	2011	2016	2011	2016	2011	2016	2011	2016	2011	2016
All	43	40	45	44	39	37	47	37	38	37
Men	39	38	40	36	34	29	39	33	36	32
Women	48	42	50	50	44	44	54	42	40	41
Base: All respondents	1,301	1,341	1,000	1,011	1,009	1,013	1,002	1,000	1,018	1,011

Highest



THE PICTURE IN 2016



Women more likely to say libraries important to the community



Women more likely to say libraries important to themselves personally

COMPARING 2011 AND 2016

Data indicates **mixed picture** in terms of whether **men** more or less likely to say libraries important to the **community** across all jurisdictions in 2016 compared with 2011

The biggest changes are:

- Scotland: +6
- UK: +11

Data suggests **smaller proportion** of **men** likely to say libraries important to them **personally** across all jurisdictions in 2016 compared with 2011

Overall, data indicates **greater proportion** of **women** likely to say libraries important to **community** in 2016 compared with 2011

Data indicates **mixed picture** of whether **women** more or less likely to say libraries important to themselves **personally** in 2016 compared with 2011

The biggest changes are:






- Scotland: -12
- England: -6

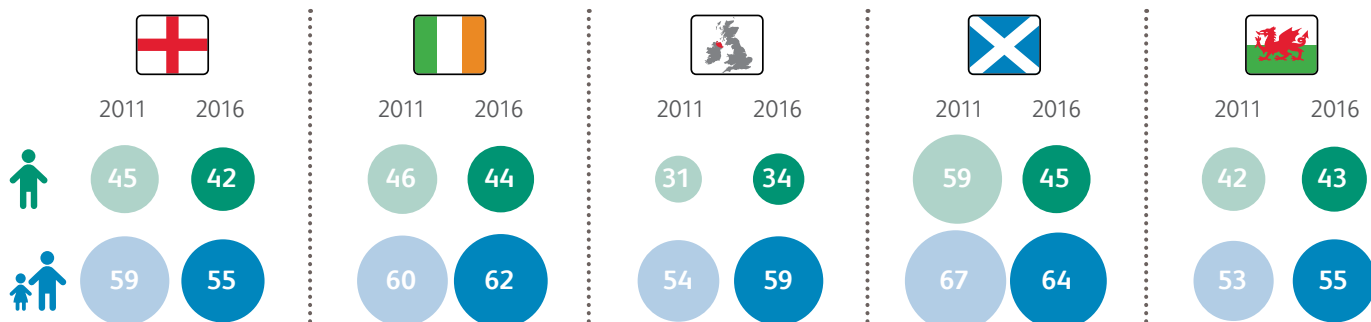
People with children in their households more likely to use libraries

OVERVIEW

Library use by households with children

(% Yes)

	 England		 Ireland		 N Ireland		 Scotland		 Wales	
	2011	2016	2011	2016	2011	2016	2011	2016	2011	2016
All	50	46	51	50	40	43	61	50	45	46
All without children	45	42	46	44	31	34	59	45	42	43
All with children	59	55	60	62	54	59	67	64	53	55 <i>Highest</i>
Base: All respondents	1,301	1,341	1,000	1,011	1,009	1,013	1,002	1,000	1,018	1,011



THE PICTURE IN 2016



Across all jurisdictions people in **households with children** more likely to use libraries than people in **households without children**

COMPARING 2011 AND 2016



Data indicates **mixed picture** across jurisdictions in terms of whether people **with** and **without** children in their households are more or less likely to use libraries in 2016 compared with 2011

The biggest change is:



PREDICTORS

Logistic regression analysis, which controls for other factors, shows that having children in the household is a predictor for the likelihood of library use in the past 12 months

... but having children in the household has less impact on frequency of library use

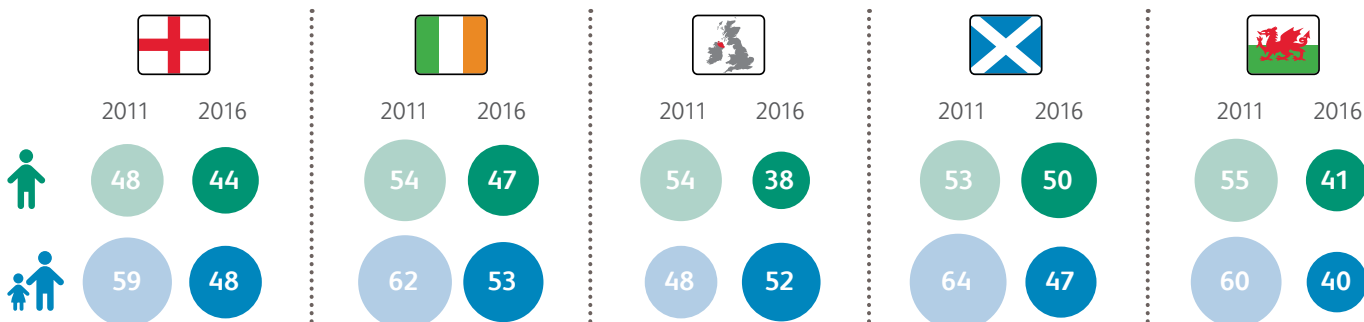
OVERVIEW

Frequency of library use by households with children

(% of users who used a library at least once a month)

	England		Ireland		N Ireland		Scotland		Wales	
	2011	2016	2011	2016	2011	2016	2011	2016	2011	2016
All	52	46	57	49	51	45	56	49	57	41
All without children	48	44	54	47	54	38	53	50	55	41
All with children	59	48	62	53	48	52	64	47	60	40
Base: All who have used a library is the last 12 months	651	619	510	502	404	429	612	531	460	474

Highest



THE PICTURE IN 2016

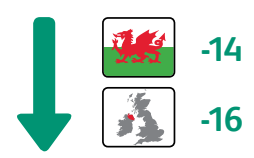


There is a **mixed picture** across the jurisdictions in terms of whether people **with children in the household** are more or less likely than people **without children in the household** to use libraries

COMPARING 2011 AND 2016

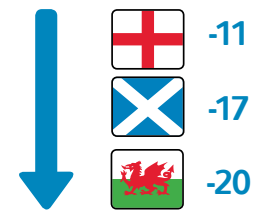
Data indicates **decline** in frequency of use across all jurisdictions among **households without children** 2011-2016

The biggest changes are:



Overall, data indicates **decline** in frequency of use across all jurisdictions among **households with children** 2011-2016

The biggest changes are:








People with children in their household more likely to say libraries important personally

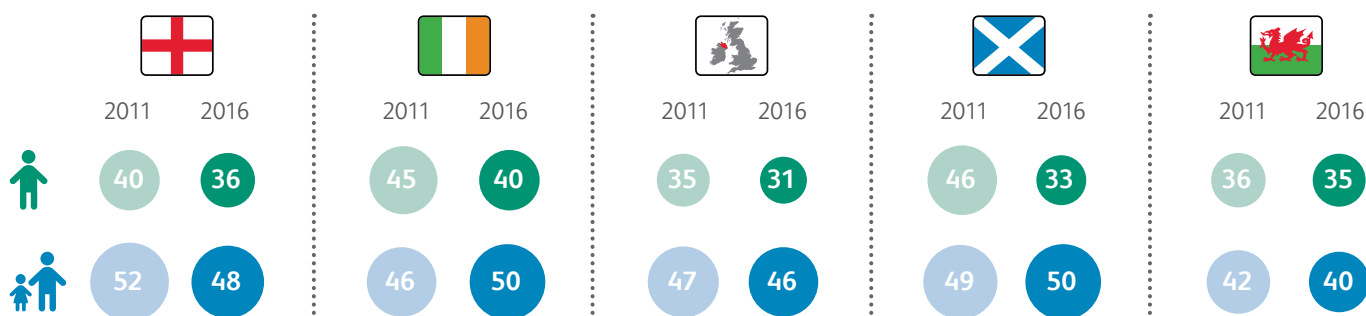
OVERVIEW

Importance to you personally by households with/without children

(% Essential / Very important)

	 England		 Ireland		 N Ireland		 Scotland		 Wales	
	2011	2016	2011	2016	2011	2016	2011	2016	2011	2016
All	43	40	45	44	39	37	47	37	38	37
All without children	40	36	45	40	35	31	46	33	36	35
All with children	52	48	46	50	47	46	49	50	42	40
Base: All respondents	1,301	1,341	1,000	1,011	1,009	1,013	1,002	1,000	1,018	1,011

Highest



THE PICTURE IN 2016



Across all jurisdictions people **with children in their household more likely** than people **without children in their household** to say libraries important to themselves personally

COMPARING 2011 AND 2016

People **without children in their household less likely** to say libraries important to themselves personally across all jurisdictions in 2016 compared with 2011

The biggest change is:



Mixed picture as to whether people **with children in their household** more or less likely to say libraries important to themselves personally across all jurisdictions in 2016 compared with 2011

... but having children in the household has little impact on whether people say libraries important to the community

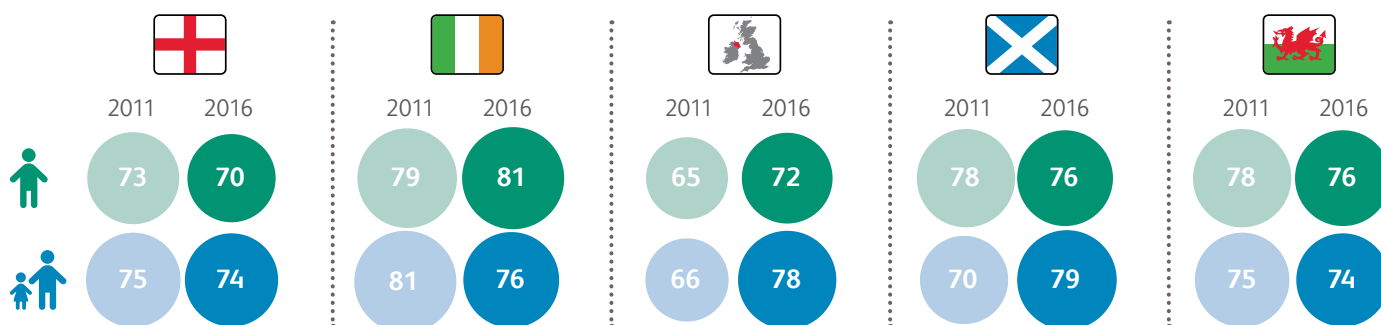
OVERVIEW

Importance to the community by households with/without children

(% Essential / Very important)

	England		Ireland		N Ireland		Scotland		Wales	
	2011	2016	2011	2016	2011	2016	2011	2016	2011	2016
All	74	72	79	79	65	74	76	77	77	76
All without children	73	70	79	81	65	72	78	76	78	76
All with children	75	74	81	76	66	78	70	79	75	74
Base: All respondents	1,301	1,341	1,000	1,011	1,009	1,013	1,002	1,000	1,018	1,011

Highest



THE PICTURE IN 2016



There is a **mixed picture** across the jurisdictions in terms of whether people **with children in the household** are more or less likely than people **without children in the household** to say libraries important to the **community**

COMPARING 2011 AND 2016



Data suggests **mixed picture** as to whether groups more or less likely to say libraries important to themselves **personally** in 2016 compared with 2011

The biggest changes are:








Library use high among 15-24 year olds and low among over 55s

OVERVIEW

Library use by age

(% Yes)

	 England		 Ireland		 N Ireland		 Scotland		 Wales	
	2011	2016	2011	2016	2011	2016	2011	2016	2011	2016
All	50	46	51	50	40	43	61	50	45	46
15-24 years	55	51	54	62	44	45	54	48	42	51
25-34 years	44	46	48	55	51	45	64	58	50	52
35-54 years	51	47	55	49	43	53	62	55	49	49
55+	49	43	45	41	30	32	62	43	41	41
Base: All respondents	1,301	1,341	1,000	1,011	1,009	1,013	1,002	1,000	1,018	1,011

Highest

THE PICTURE IN 2016

15-24

15-24 year olds top for library use in England, Ireland and Northern Ireland

55+

Across all jurisdictions, **over 55s** least likely to use libraries

15-24

55+

15-24 year olds more likely to use libraries than **over 55s** across all jurisdictions

COMPARING 2011 AND 2016



Data indicates **mixed picture** in terms of whether a give age group is more or less likely to use the library in 2016 compared to 2011

The biggest changes are:



35-54



+10



55+



-19

PREDICTORS

Logistic regression analysis, which controls for other factors, shows that being 15-24 years old is a predictor for the likelihood of library use in the past 12 months in England, Ireland and Wales






Logistic regression analysis, which controls for other factors, shows that being 25-34 years old is a predictor for the likelihood of library use in the past 12 months in Scotland

... but age has less impact on frequency of use

OVERVIEW

Frequency of library use by age

% of users who used a library at least once a month

	 England		 Ireland		 N Ireland		 Scotland		 Wales	
	2011	2016	2011	2016	2011	2016	2011	2016	2011	2016
All	52	46	57	49	51	45	56	49	57	41
15-24 years	53	52	60	53	45	42	55	37	63	32
25-34 years	56	43	56	38	53	52	50	49	46	41
35-54 years	50	48	56	52	44	46	56	51	58	43
55+	52	43	59	52	61	40	60	50	59	43
Base: All respondents	651	619	510	502	404	429	612	531	460	474

Highest

THE PICTURE IN 2016

↑ ↓ Data presents **mixed picture** in terms of whether given age group is more or less likely to use libraries frequently than another age group

Overall, age has little impact on frequency of use within given jurisdiction

...with the exception of Ireland where **25-34 year olds** much less likely to use libraries frequently than all other age groups



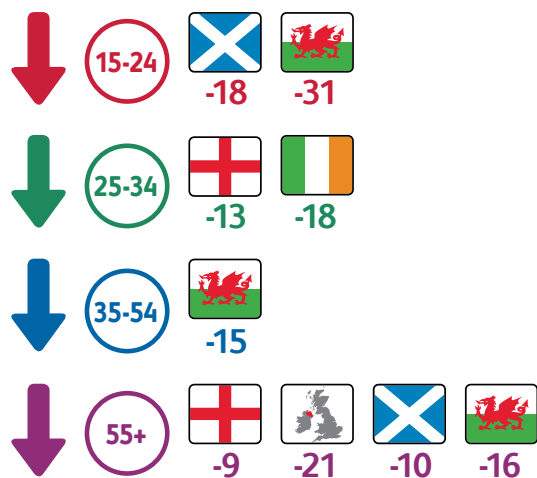
...and Scotland where **15-24 year olds** are much less likely to use libraries frequently than 25-54 year olds and those over 55




COMPARING 2011 AND 2016

Overall drop in frequency of library use across all age groups across jurisdictions 2011-2016

The biggest drops are:








↓  Wales sees biggest overall drop of all jurisdictions in frequent use by age group 2011-2016

15-24 years olds least likely to say libraries important for the community

OVERVIEW

Importance of libraries to the community by age

(% Yes)

	 England		 Ireland		 N Ireland		 Scotland		 Wales	
	2011	2016	2011	2016	2011	2016	2011	2016	2011	2016
All	74	72	79	79	65	74	76	77	77	76
15-24 years	66	62	63	62	55	66	64	60	59	65
25-34 years	66	70	77	79	60	68	74	80	75	74
35-54 years	75	74	83	81	66	77	76	76	77	75
55+	81	74	86	85	72	78	81	81	83	81
Base: All respondents	1,301	1,341	1,000	1,011	1,009	1,013	1,002	1,000	1,018	1,011

Highest

THE PICTURE IN 2016

15-24 year olds less likely than all other age groups to say libraries important to the community



COMPARING 2011 AND 2016

Data indicates **greater proportion** of **15-24 year olds** say libraries important to community in Northern Ireland and Wales in 2016 compared with 2011

Data indicates **greater proportion** of **25-34 year olds** say libraries important to community in England, Northern Ireland and Scotland in 2016 compared with 2011

Data indicates **mixed picture** in terms of whether **35-54 year olds** more or less likely to say libraries important to the community in 2016 compared with 2011

The biggest change is:



Data indicates **mixed picture** in terms of whether **over 55s** more or less likely to say libraries important to the community in 2016 compared with 2011

The biggest change is:








... but age doesn't impact too much on whether people say libraries important personally

OVERVIEW

Importance of libraries personally by age

(% Essential / Very important)

	 England		 Ireland		 N Ireland		 Scotland		 Wales	
	2011	2016	2011	2016	2011	2016	2011	2016	2011	2016
All	43	40	45	44	39	37	47	37	38	37
15-24 years	41	34	43	41	31	31	37	23	28	31
25-34 years	45	46	44	40	45	41	43	47	41	37
35-54 years	44	42	47	47	40	41	43	38	40	38
55+	43	38	46	43	40	33	55	37	38	38
Base:	1,301	1,341	1,000	1,011	1,009	1,013	1,002	1,000	1,018	1,011

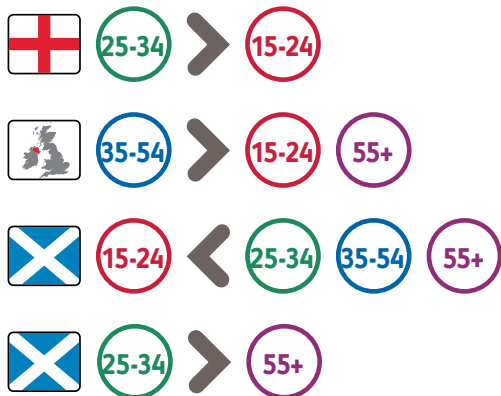
Highest


THE PICTURE IN 2016



Data presents **mixed picture** in terms of whether one age group is more or less likely than another age group to say libraries important personally

The key variations in opinion between groups include:



 Ireland and Wales show no key variations in whether libraries seen as important to people personally by age group

COMPARING 2011 AND 2016



Data indicates **mixed picture** in terms of whether a given age group is more or less likely to say libraries important personally in 2016 compared with 2011 although the overall picture is one of **decline**

The biggest changes 2011-2016 by age group are:








Those working part-time or not working most likely to use the library

OVERVIEW

Library use by working status

(% Yes)

	 England		 Ireland		 N Ireland		 Scotland		 Wales	
	2011	2016	2011	2016	2011	2016	2011	2016	2011	2016
All	50	46	51	50	40	43	61	50	45	46
Full-time employment	44	44	46	43	42	40	57	50	45	46
Part-time employment	59	49	52	61			65	59	58	58
Not working	60	49	56	58	38	45	69	56	48	54
Retired	48	45	53	47			61	43	39	40
Base	1,301	1,341	1,000	1,011	1,009	1,013	1,002	1,000	1,018	1,011

Highest

THE PICTURE IN 2016



Those **working part-time** or **not working most likely** groups to use the library

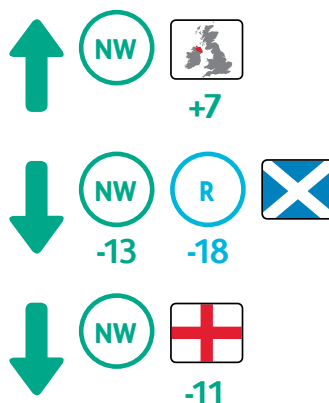
... with the exception of Northern Ireland where it is not possible to make this distinction.

COMPARING 2011 AND 2016



Data suggests **mixed picture** in changes in library use across groups in 2011-2016

The key variables by working status include:



PREDICTORS






Logistic regression analysis, which controls for other factors, shows that not working full time is a predictor for the likelihood of library use in the past 12 months in Ireland and Scotland, whilst not working is a predictor for the likelihood of library use over the same time period in Northern Ireland alone.

Those not working most likely to be frequent users in England, Ireland and Scotland

OVERVIEW

Frequency of library use by working status

(% of users who used a library at least once a month)

	 England		 Ireland		 N Ireland		 Scotland		 Wales	
	2011	2016	2011	2016	2011	2016	2011	2016	2011	2016
All	52	46	57	49	51	45	56	49	57	41
Full-time employment	47	42	53	38	48	45	47	45	50	39
Part-time employment	62	41	56	54			59	40	61	46
Not working	53	52	64	59	53	45	68	56	53	44
Retired	57	49	59	54			59	53	63	39
Base: All who have used a library is the last 12 months	651	619	510	502	404	429	612	531	460	474

Highest (handwritten note pointing to the 45% value for Scotland in the Full-time employment row)

THE PICTURE IN 2016

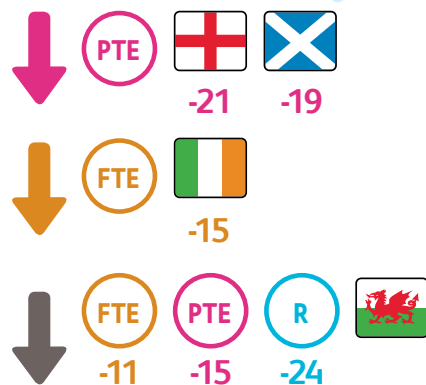


Data indicates that those **not working** most likely to be frequent users in England, Ireland and Scotland

COMPARING 2011 AND 2016

Overall, data indicates **decline** in frequent use across all jurisdictions 2011-2016

The biggest changes in frequent library use are:








Retirees more likely to say libraries important for the community in England, Ireland and Scotland

OVERVIEW

Importance of libraries to the community by working status


(% Essential / Very important)

	 England		 Ireland		 N Ireland		 Scotland		 Wales	
	2011	2016	2011	2016	2011	2016	2011	2016	2011	2016
All	74	72	79	79	65	74	76	77	77	76
Full-time employment	71	70	81	78	65	75	70	74	75	72
Part-time employment	78	75	77	81	66	74	77	71	82	85
Not working	71	68	81	74	66	74	75	79	61	65
Retired	80	77	90	88	66	74	85	82	83	79
Base:	1,301	1,341	1,000	1,011	1,009	1,013	1,002	1,000	1,018	1,011


Highest

THE PICTURE IN 2016





R Data indicates **retirees most likely** to say libraries important for the community in England, Ireland and Scotland

 Wales only jurisdiction where **part time employees most likely** group to say libraries important to the community

COMPARING 2011 AND 2016

 Data presents **mixed picture** in terms of whether a given working status is more or less likely to say libraries important to the community in 2016 compared with 2011

The biggest changes are:

  **+10**   **+8**

R Data suggests a uniform decline among the percentage of **retirees** who say libraries important to the community¹






¹ Generalisation excludes Northern Ireland where data only allows for distinction to be drawn between 'working' and 'not working'.

Working status has little impact on whether people say libraries important personally

OVERVIEW

Importance of libraries personally by working status

(% Essential / Very important)

	 England		 Ireland		 N Ireland		 Scotland		 Wales	
	2011	2016	2011	2016	2011	2016	2011	2016	2011	2016
All	43	40	45	44	39	37	47	37	38	37
Full-time employment	41	40	42	37	41	34	37	35	36	35
Part-time employment	42	38	46	51			51	31	50	38
Not working	47	38	47	47			53	45	35	36
Retired	46	43	53	49	38	38	57	38	37	37
Base:	1,301	1,341	1,000	1,011	1,009	1,013	1,002	1,000	1,018	1,011

Highest

THE PICTURE IN 2016

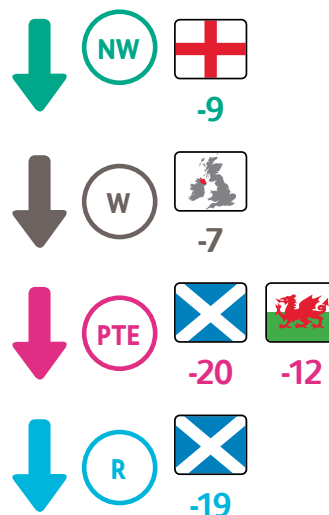


Data presents **mixed picture** in terms of whether one working status is more or less likely than another working status to say libraries important personally

COMPARING 2011 AND 2016

Overall, data depicts picture of **decline** in terms of whether a given working status is more or less likely to say libraries important personally in 2016 compared with 2011

The biggest changes over time are:








Those in socio-economic group ABC1 more likely to use the library in England, Ireland, Northern Ireland and Wales

OVERVIEW

Library use by socio-economic group²

(% Yes)

	 England		 Ireland		 N Ireland		 Wales			 Scotland	
	2011	2016	2011	2016	2011	2016	2011	2016		2011	2016
All	50	46	51	50	43	43	45	46	All	61	50
A³	71	53	56	51	50	67	57	63	5 (least deprived)	64	54
B	53	57			60	55			4	63	47
C1	50	51	57	57	41	50	51	53	3	62	52
C2	49	38	47	46	38	38	40	30	2	58	57
D	42	38			37	35	39	47	1 (most deprived)	61	43
E	46	33	44	48	32	35	31	36	Not stated	60	51
F⁴	n/a	n/a	52	38	n/a	n/a	n/a	n/a			
Base	1,301	1,341	1,000	1,011	1,009	1,013	1,018	1,011		1,002	1,000

2 See Appendices for definitions of socio-economic groups

3 Figure in this category should be treated as indicative rather than representative as the base size is small

4 Figure in this category should be treated as indicative rather than representative as the base size is small

THE PICTURE IN 2016



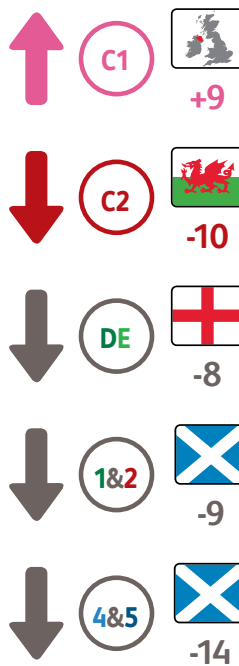
Data indicates those in **ABC1** are more likely to use the library than those in **C2DE** in England, Ireland, Northern Ireland, Wales

COMPARING 2011 AND 2016



Overall, data indicates **mixed picture** in changes in library use across socio-economic grouping 2011-2016

The biggest changes in library use over time are:








...but frequent library use by socio-economic group ABC1 is in decline in England, Ireland and Wales

OVERVIEW

Frequency of library use by socio-economic group⁵

(% yes)

	 England		 Ireland		 N Ireland		 Wales			 Scotland	
	2011	2016	2011	2016	2011	2016	2011	2016		2011	2016
All	52	46	57	49	51	45	57	41	All	56	49
A⁶	69	43	58	54	100	17	57	37	5 (least deprived)	51	43
B	54	43			58	44			4	61	39
C1	50	49	54	46	44	46	60	49	3	53	54
C2	47	43	56	44	56	43	59	33	2	58	61
D	52	49	61	57	49	54	48	40	1 (most deprived)	60	46
E	60	50			49	45	64	36		55	49
F⁷	n/a	n/a	64	35	n/a	n/a	n/a	n/a	Not stated		
Base	651	619	510	502	404	429	460	474		612	531

⁵ See Appendices for definitions of socio-economic groups

⁶ Figure in this category should be treated as indicative rather than representative as the base size is small

⁷ Figure in this category should be treated as indicative rather than representative as the base size is small

THE PICTURE IN 2016

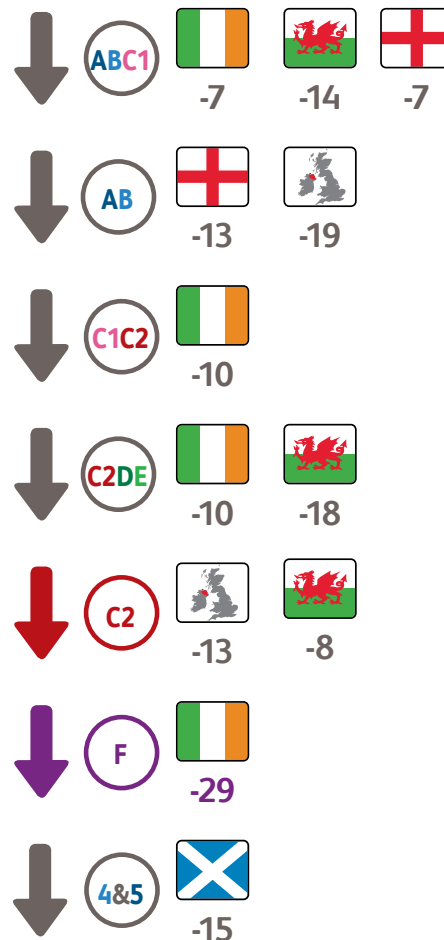


Data presents **mixed picture** in terms of whether given socio-economic grouping more or less likely to use the library frequently than another socio-economic group

COMPARING 2011 AND 2016

Overall, data indicates **decline** in **frequency of library use** by socio-economic group 2011-2016

The biggest declines are:



“ In England, socioeconomic group DE are less likely than AB to use the library but are more likely to use the library frequently than AB. ”








Those in socio-economic group ABC1 more likely to say libraries important to the community in England, Ireland, Northern Ireland and Wales

OVERVIEW

Importance of libraries to the community by socio-economic group⁸

(% Essential / Very important)

	 England		 Ireland		 N Ireland		 Wales			 Scotland	
	2011	2016	2011	2016	2011	2016	2011	2016		2011	2016
All	74	72	79	79	65	74	77	76	All	76	77
A⁹	90	79	84	84	100	68	83	80	5 (least deprived)	77	76
B	76	71			66	85			4	80	77
C1	74	73	82	81	66	77	77	74	3	72	73
C2	74	70	79	73	59	73	80	72	2	73	79
D	68	73	75	82	70	65	76	79	1 (most deprived)	80	84
E	69	68			65	71	63	72		71	72
F¹⁰	n/a	n/a	81	65	n/a	n/a	n/a	n/a	Not stated		
Base	1,301	1,341	1,000	1,011	1,009	1,013	1,018	1,011		1,002	1,000

⁸ See Appendices for definitions of socio-economic groups

⁹ Figure in this category should be treated as indicative rather than representative as the base size is small

¹⁰ Figure in this category should be treated as indicative rather than representative as the base size is small

THE PICTURE IN 2016



Data presents **mixed picture** in terms of whether a given socio-economic grouping is more or less likely to say libraries important to the **community** than another socio-economic grouping

1

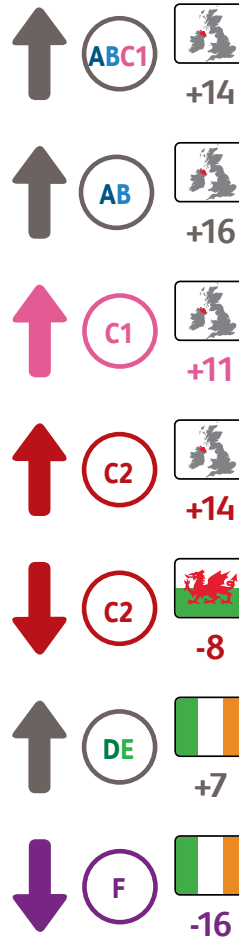
In Scotland, the most deprived are the most likely to say libraries important to the **community**

COMPARING 2011 AND 2016



Data presents **mixed picture** in terms of whether a given socio-economic grouping is more or less likely to say libraries important to the **community** in 2016 compared with 2011

The biggest changes are:








Socio-economic group ABC1 more likely to say libraries important to themselves personally in Ireland, Northern Ireland and Wales

OVERVIEW

Importance of libraries personally by socio-economic group¹¹

(% Essential / Very important)

	 England		 Ireland		 N Ireland		 Wales			 Scotland	
	2011	2016	2011	2016	2011	2016	2011	2016		2011	2016
All	43	40	45	44	39	37	38	37	All	47	37
A¹²	52	40	50	38	50	44	45	47	5 (least deprived)	43	31
B	42	39			50	48			4	49	32
C1	42	40	45	46	42	41	42	38	3	42	38
C2	46	41	47	40	39	31	33	25	2	45	49
D	41	41			36	30	37	38	1 (most deprived)	56	34
E	47	36	43	48	33	32	27	36		48	42
F¹³	n/a	n/a	44	30	n/a	n/a	n/a	n/a	Not stated		
Base	1,301	1,341	1,000	1,011	1,009	1,013	1,018	1,011		1,002	1,000

11 See Appendices for definitions of socio-economic groups

12 Figure in this category should be treated as indicative rather than representative as the base size is small

13 Figure in this category should be treated as indicative rather than representative as the base size is small

THE PICTURE IN 2016

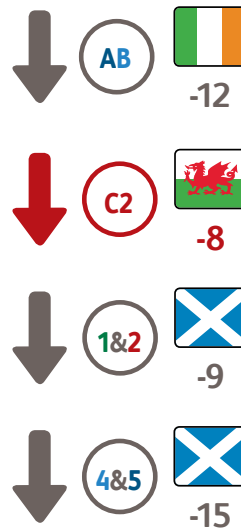


Data presents **mixed picture** in terms of whether a given socio-economic grouping is more or less likely to say libraries important **personally** than another socio-economic group

COMPARING 2011 AND 2016

Overall, data indicates **decline** in proportion of given socio-economic grouping saying libraries important **personally** 2011-2016

The key changes include:








Prolific readers more likely to use libraries but 21-30% of those who never or rarely read books use the library

OVERVIEW

Library use by readership

(% Yes)

	 England		 Ireland		 N Ireland		 Scotland		 Wales	
	2011	2016	2011	2016	2011	2016	2011	2016	2011	2016
Rarely/never read books	21	21	27	30	13	21	26	23	16	24
About one book a year	33	37	20	29	22	31	43	12	24	37
About one book every 6 months	35	40	34	45	42	41	47	30	37	51
About one book every 2 to 3 months	52	52	55	48	48	47	52	58	45	60
About one book every 2 to 8 weeks	58	57	61	58	54	51	67	61	69	53
About one book a week	66	63	64	68	59	63	72	65	69	63
More than one book a week	80	73	71	78	67	74	79	67	66	69
Base: All respondents	1,301	1,341	1,000	1,011	1,009	1,013	1,002	1,000	1,018	1,011

Infrequent readers

Frequent readers

THE PICTURE IN 2016



Prolific readers more likely to use libraries than those that aren't prolific readers

21 to 30%

of those who **never or rarely read books** use the library

COMPARING 2011 AND 2016



Data presents overall picture of **decline** in use by **prolific readers** 2011-2016

Data presents **mixed picture** in changes in use among **infrequent readers** 2011-2016 (rarely, never read or read one book a year):

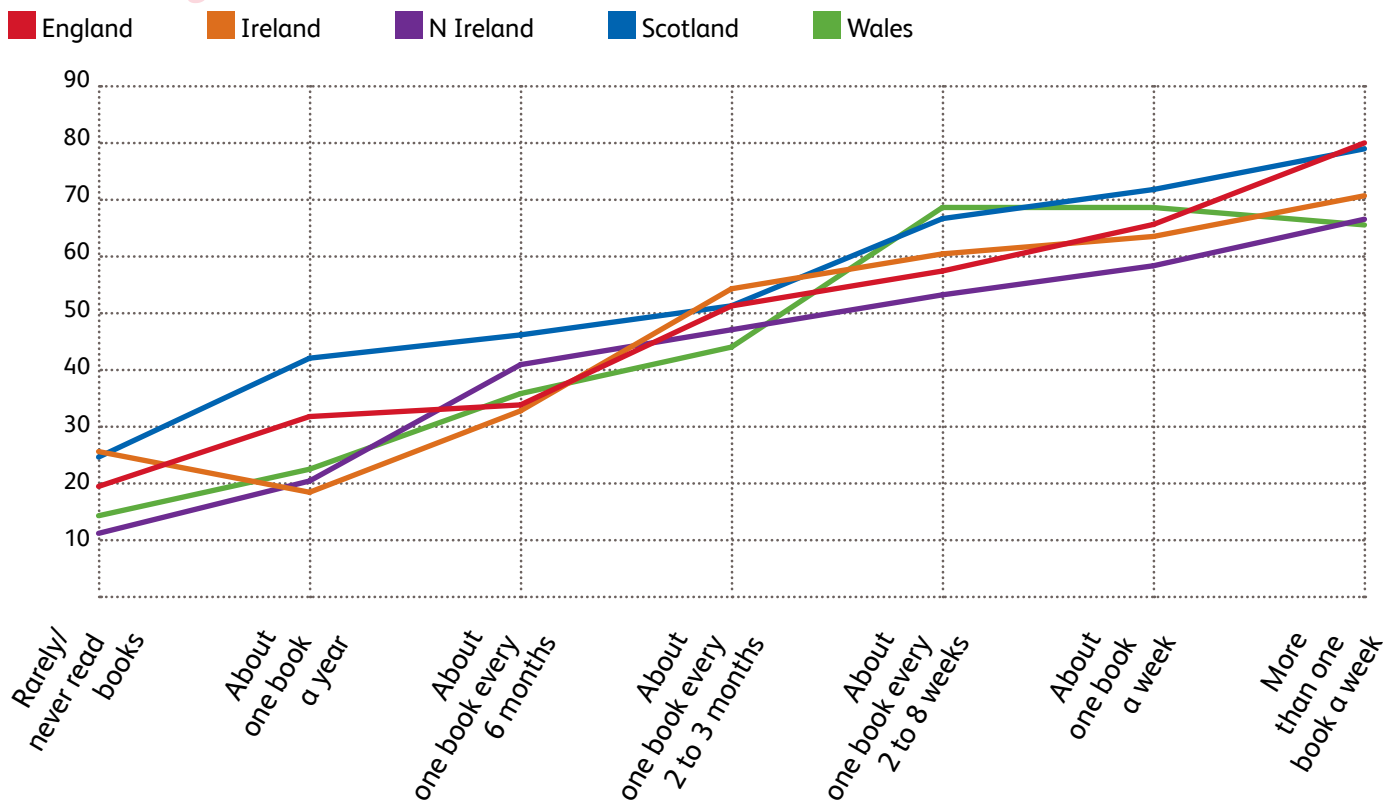
The biggest changes in use are:



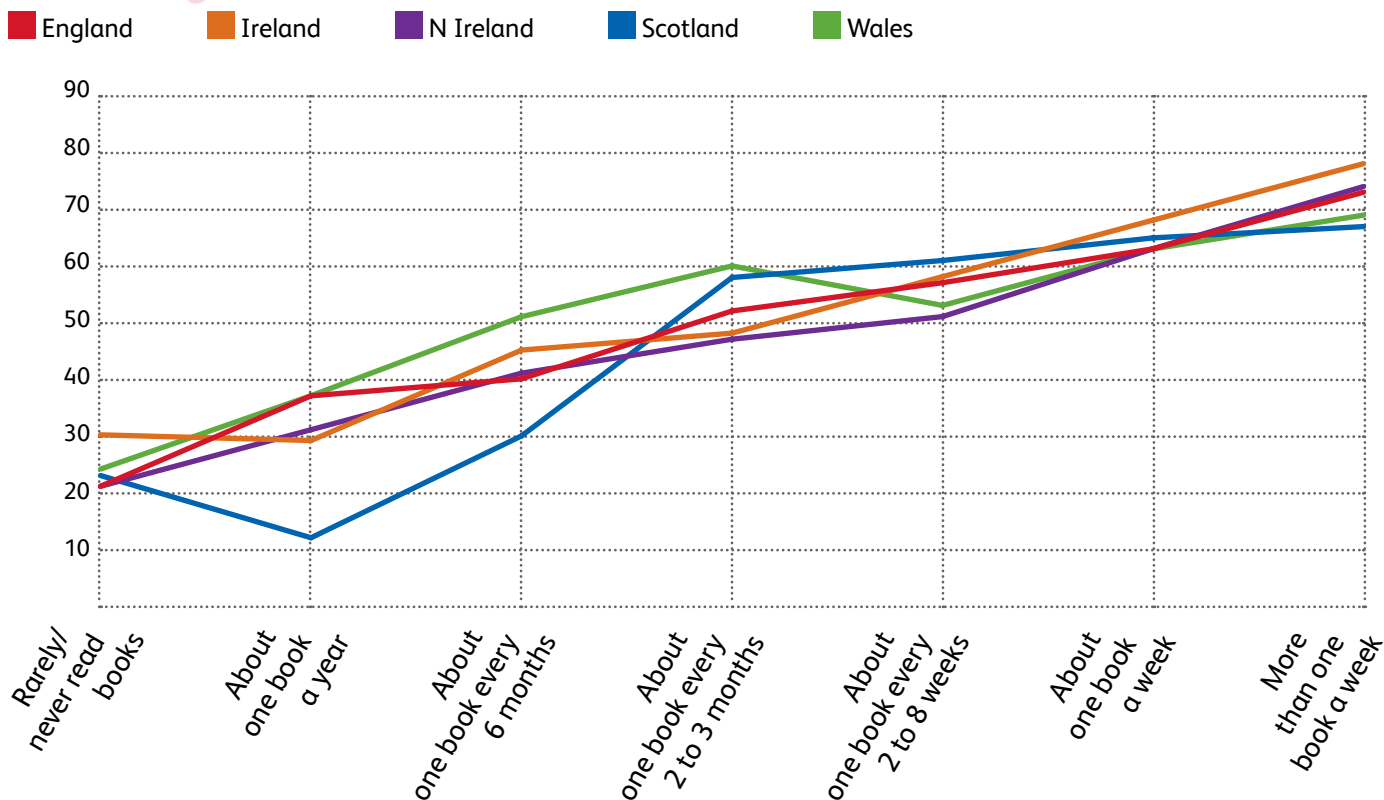
The biggest changes in use are:



2011 – Library use by readership



2016 – Library use by readership








PREDICTORS

Logistic regression analysis, which controls for other factors, shows that being a prolific reader is a predictor for the likelihood of library use in the past 12 months

Prolific readers more likely to be frequent library users but 25-41% of library users who never or rarely read books are frequent users

Frequent library use by readership

(% yes)

	 England		 Ireland		 N Ireland		 Scotland		 Wales	
	2011	2016	2011	2016	2011	2016	2011	2016	2011	2016
Rarely/never read books	35	38	29	41	33	27	24	25	37	31
About one book a year	42	43	45	29	17	37	33	33	44	15
About one book every 6 months	34	37	55	23	46	29	43	19	23	25
About one book every 2 to 3 months	34	30	44	27	31	30	40	32	38	32
About one book every 2 to 8 weeks	46	42	56	52	46	41	54	44	62	45
About one book a week	61	54	71	60	59	55	67	65	66	49
More than one book a week	78	65	71	78	81	68	73	74	77	64
Base: All respondents	651	619	510	502	404	429	612	531	460	474

Infrequent readers (handwritten note pointing to the first two rows)

Frequent readers (handwritten note pointing to the last three rows)

THE PICTURE IN 2016



Prolific readers more likely to use libraries frequently

25 to 41%

of those who **never or rarely read** books use the library frequently in the previous 12 months

COMPARING 2011 AND 2016



Data presents overall picture of **decline** in frequent use by **prolific readers** 2011-2016

Data presents **mixed picture** in changes in frequent use among **infrequent readers** 2011-2016 (rarely, never read or read one book a year):

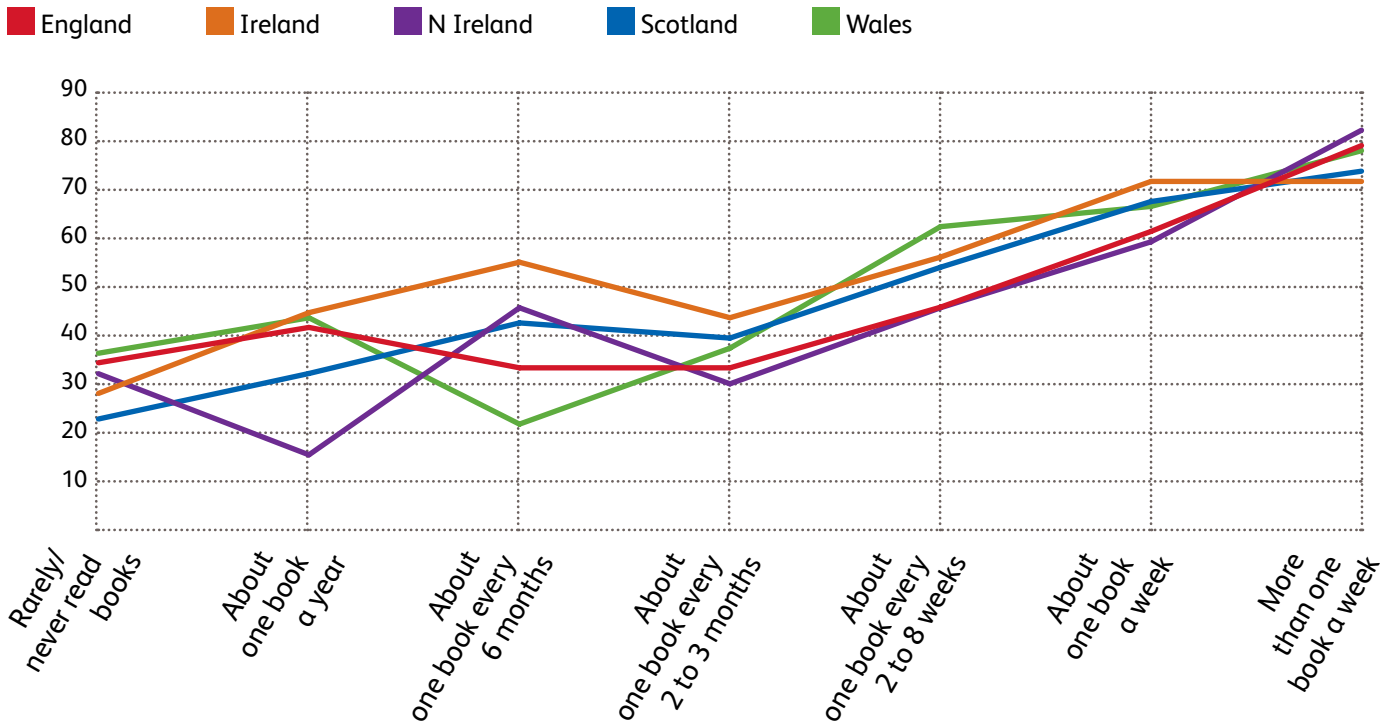
The biggest **declines** in frequent use are:



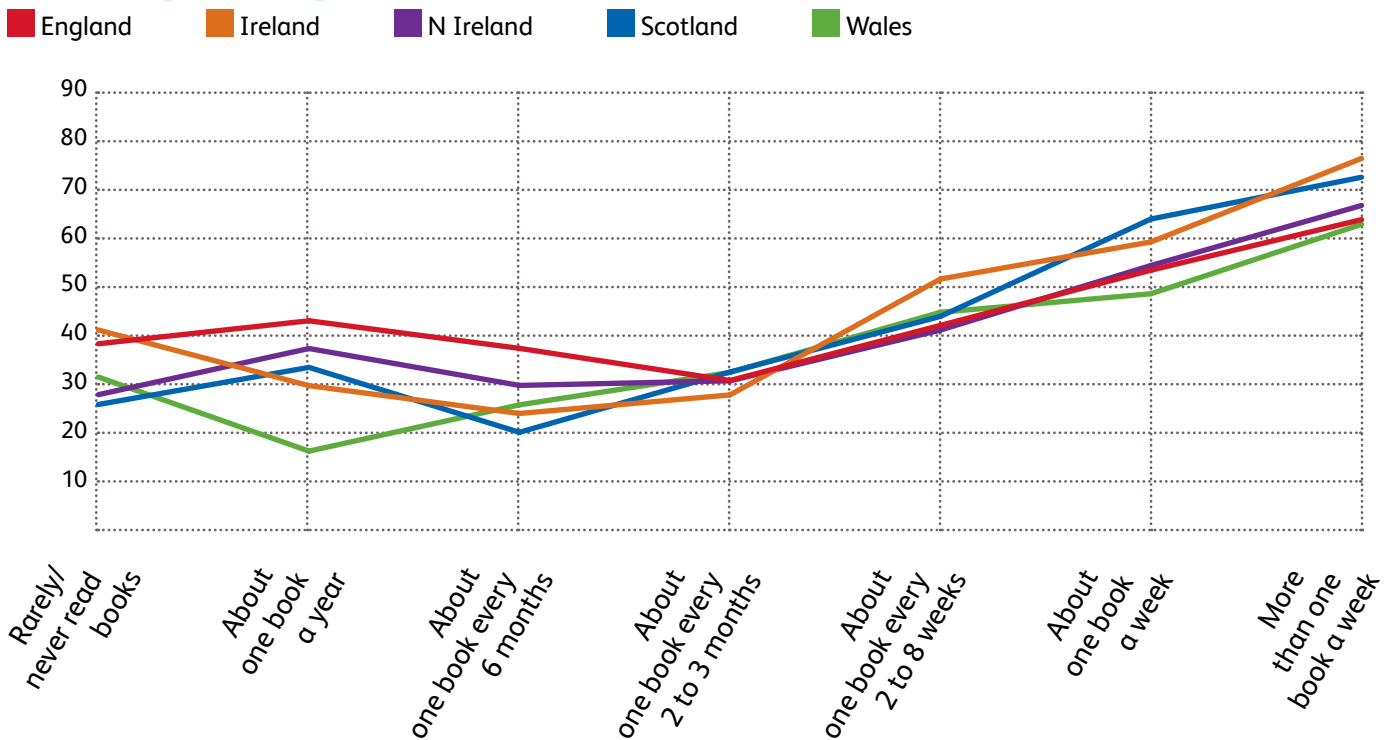
The biggest change in frequent use is:



2011 – Frequent library use by readership



2016 – Frequent library use by readership



PREDICTORS

















Logistic regression analysis, which controls for other factors, shows that being a prolific reader is a predictor for the likelihood of frequent library use in the past 12 months.

Increased appetite for changes and improvements to library services in England, Ireland and Wales

OVERVIEW

Possible changes and improvements to encourage library use

(% yes)

	 England		 Ireland		 N Ireland		 Scotland		 Wales	
	2011	2016	2011	2016	2011	2016	2011	2016	2011	2016
 Improving the range and quality of books	46	49	58	60	48	46	54	49	36	40
 Being able to look for or reserve books online	45	48	58	59	46	45	56	47	35	42
 Offering more mobile library services in your area	29	35	34	39	41	35	26	28	24	30
 Longer opening hours	41	43	48	52	40	45	43	38	33	36
 Providing better information on what services libraries offer	45	54	60	67	54	54	60	52	39	52
 Improving the IT facilities	33	41	50	58	45	44	41	34	31	38
 Being able to access library services in other locations	35	40	49	54	41	42	38	39	29	36
 Providing other council services in library buildings	42	51	57	62	51	56	51	48	39	50
 A café or coffee shop on site	40	50	50	59	50	58	48	50	38	49
 Offering more 'maker' activities	-	38	-	41	-	42	-	32	-	35
 Offering more events	-	53	-	58	-	58	-	55	-	51
Base	1,301	1,341	1,000	1,011	1,009	1,013	1,002	1,000	1,018	1,011

THE PICTURE IN 2016

Across the jurisdictions the most commonly mentioned changes which people said would encourage them to use the library more were:



providing other council services in library buildings



providing better information on what services offer



a café or coffee shop on-site



offering more events

COMPARING 2011 AND 2016



England, Ireland and Wales see clear **increase** 2011-2016 in proportion of people who would be encouraged to **use the library** if changes and improvements made



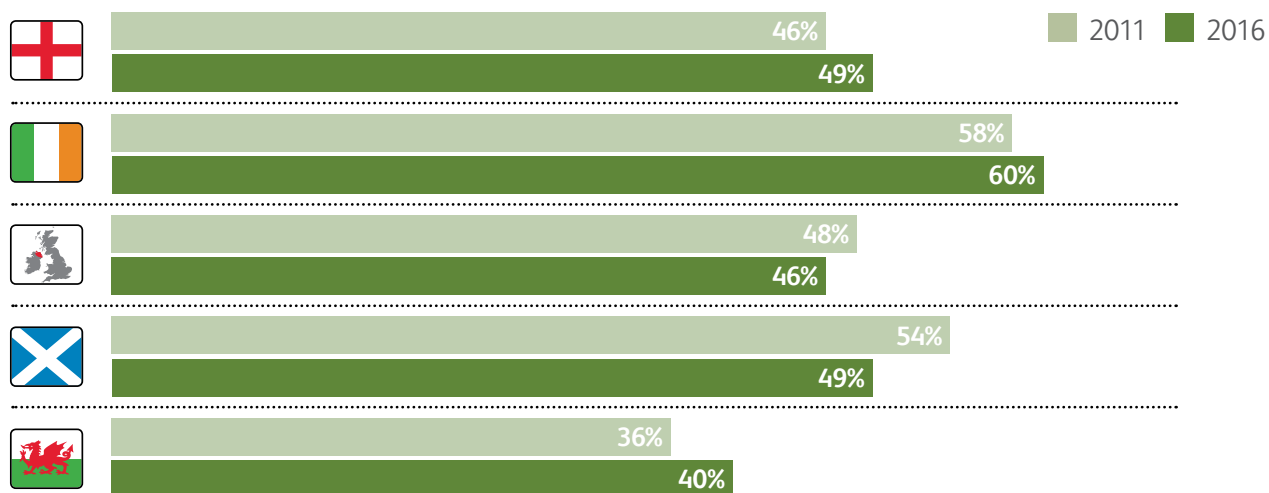
Northern Ireland presents **mixed picture** of increased and decreased support for improvements and changes 2011-2016



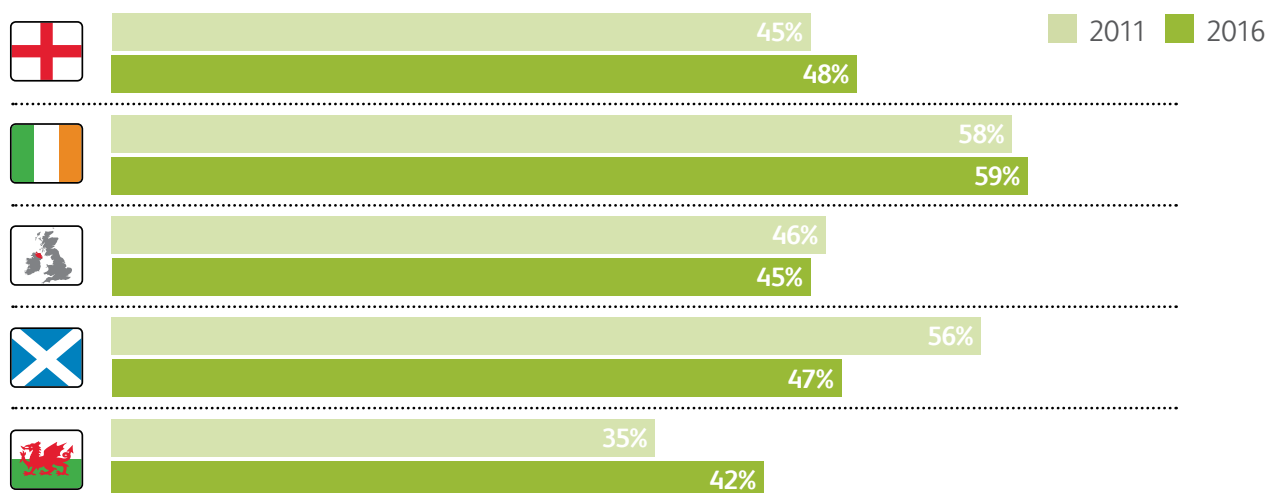
Scotland only jurisdiction to see **decline** 2011-2016 in proportion of people who would be encouraged to **use the library** if changes and improvements made



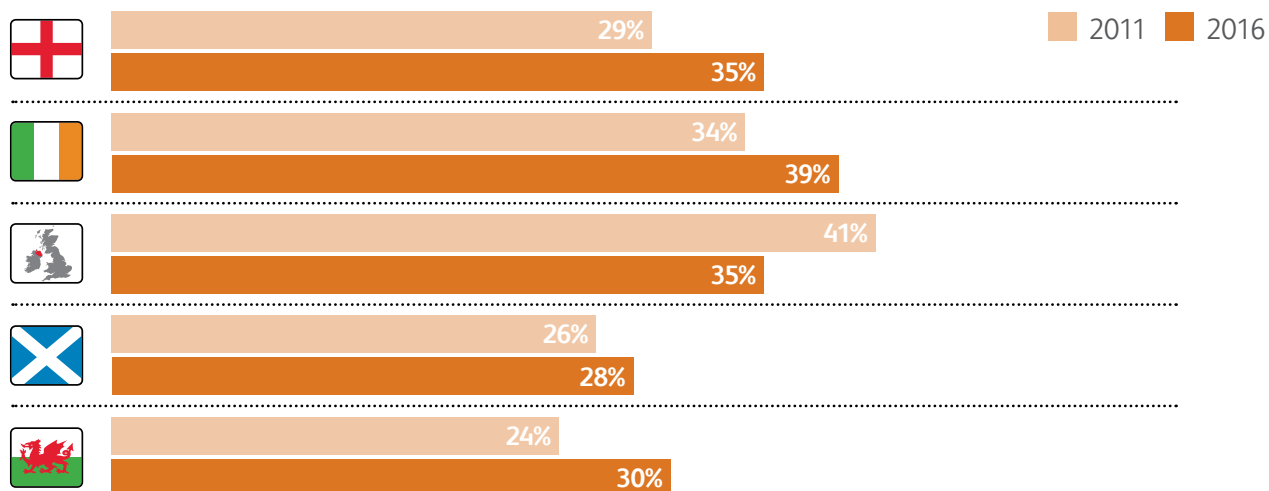
Improving the range and quality of books



Being able to look for or reserve books online

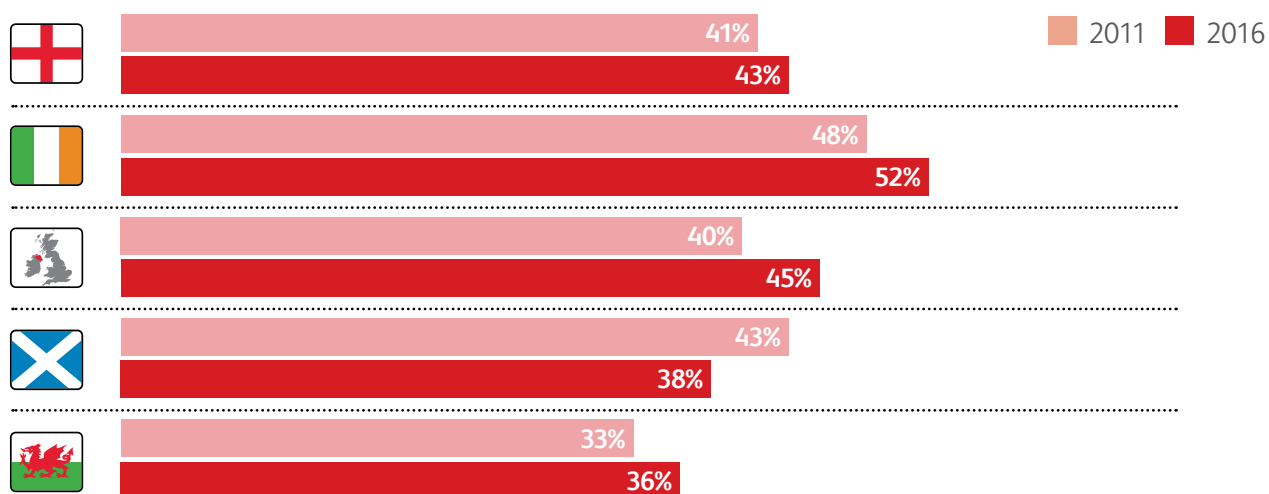


Offering more mobile library services in your area

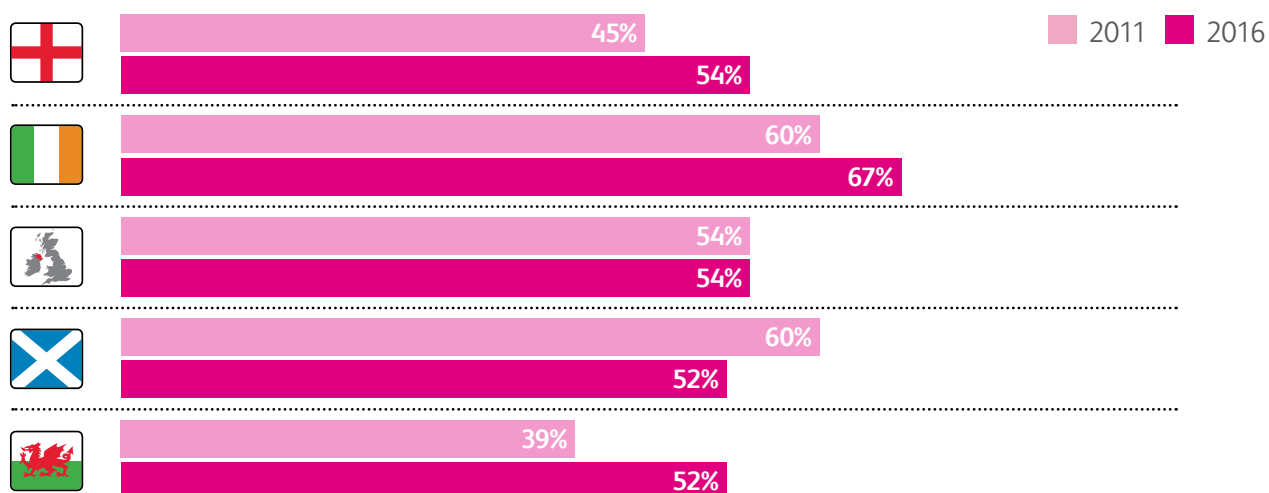




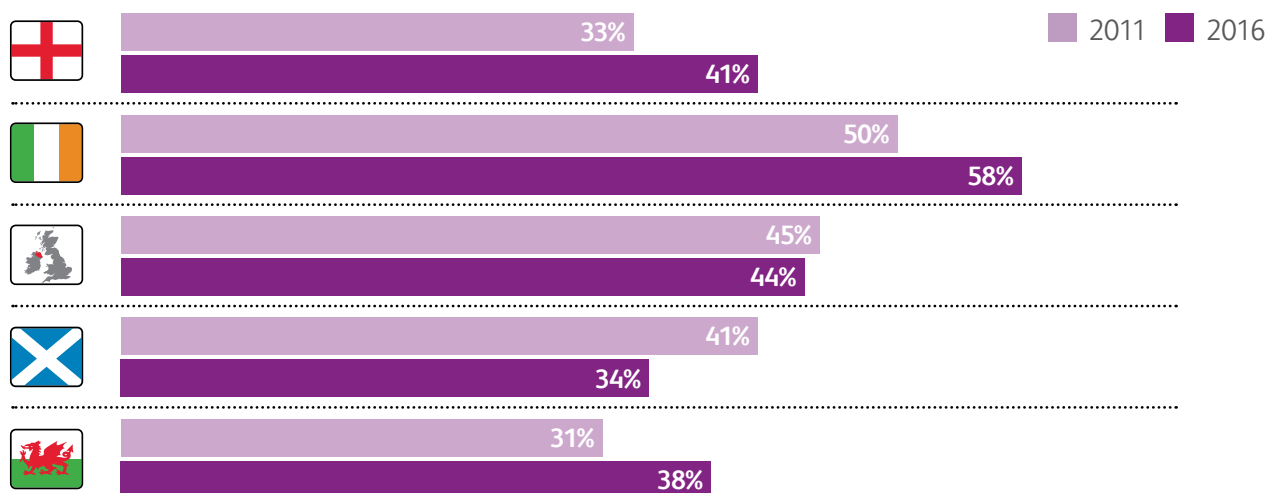
Longer opening hours



Providing better information on what services libraries offer

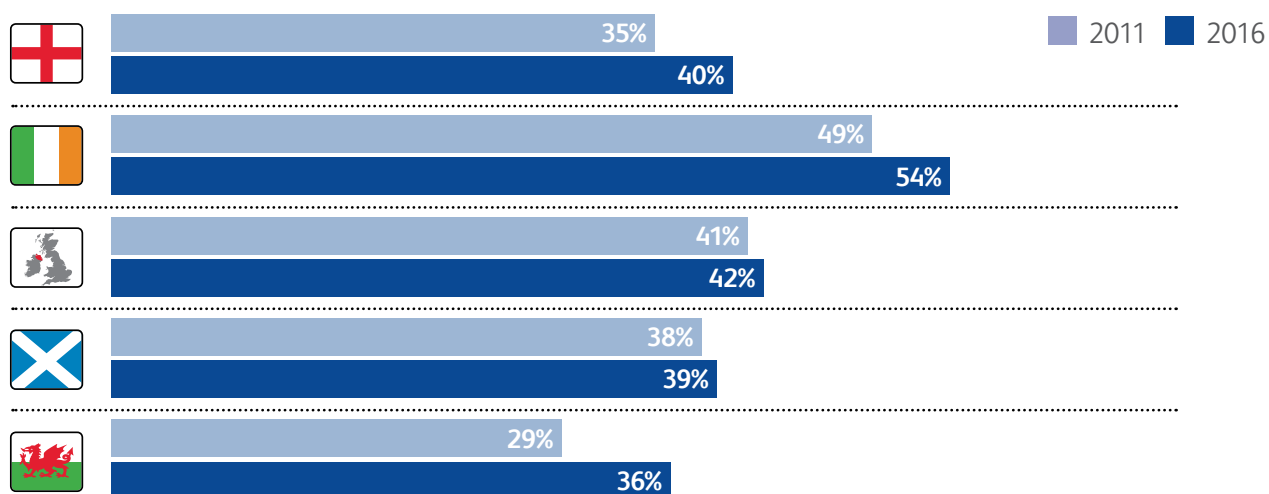


Improving the IT facilities

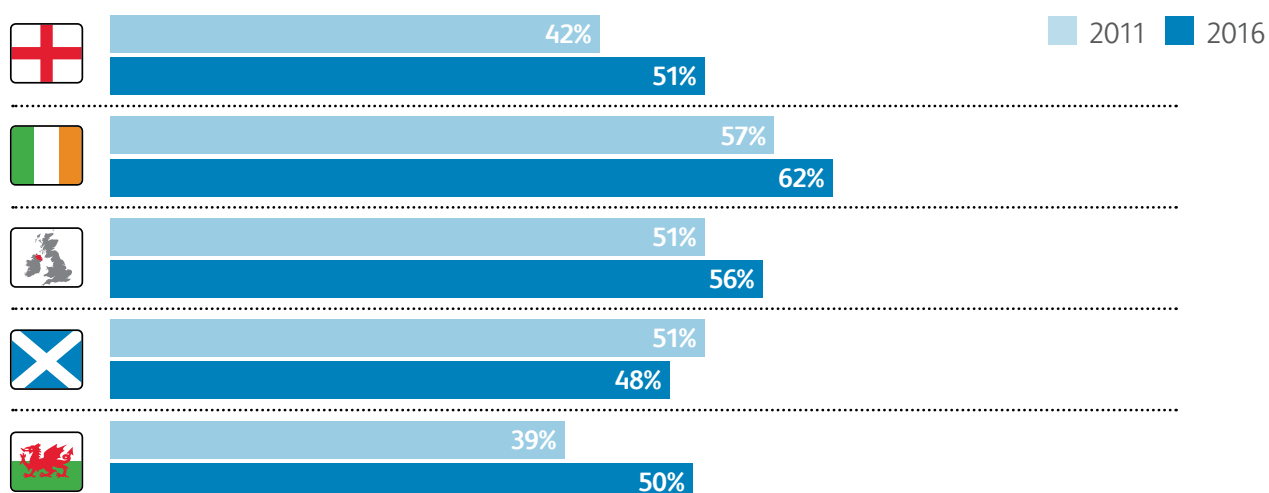




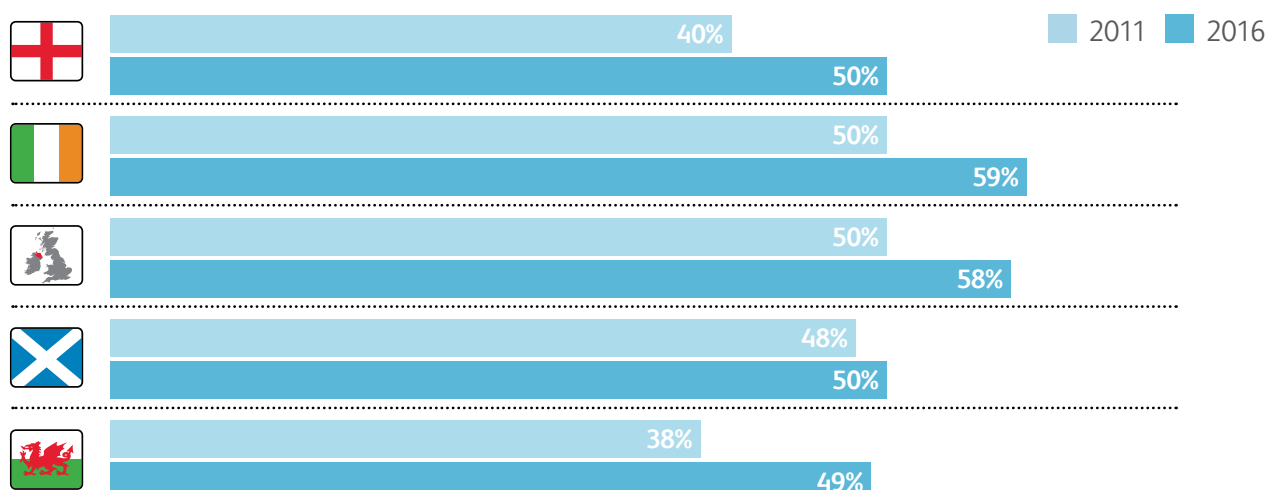
Being able to access library services in other locations



Providing other council services in library buildings

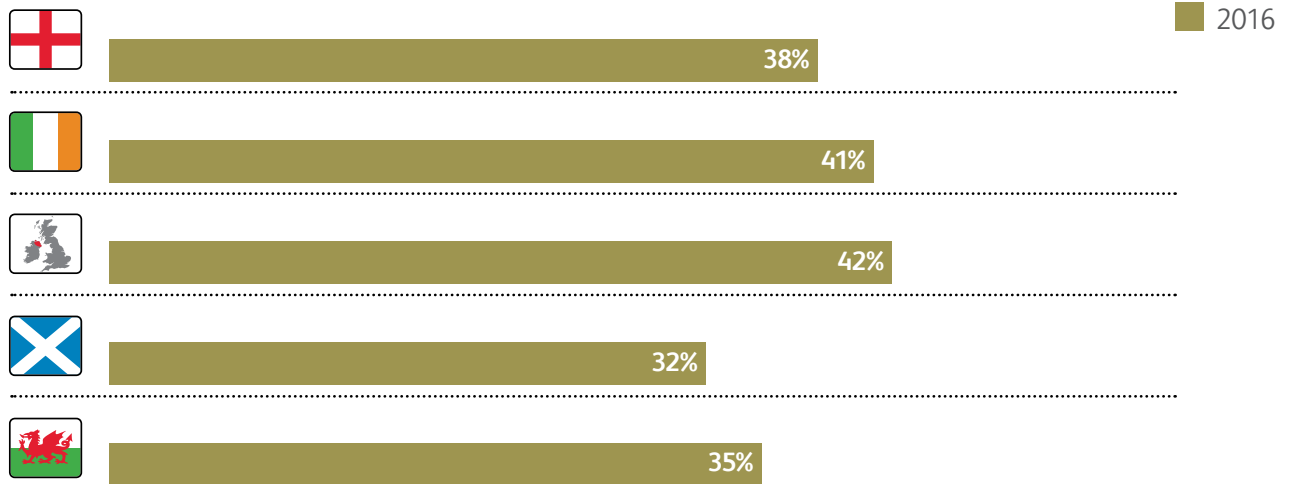


A café or coffee shop on site





Offering more 'maker' activities



Offering more events



















Users more likely to be encouraged to use library service if improvements and changes made

OVERVIEW

Possible changes and improvements to encourage library use by users and non-users (2016)


















(% yes)

	 England		 Ireland		 N Ireland		 Scotland		 Wales	
	User	Non-users	User	Non-users	User	Non-users	User	Non-users	User	Non-users
 Improving the range and quality of books	66	34	76	44	61	35	65	33	54	27
 Being able to look for or reserve books online	66	34	73	45	63	31	62	31	57	29
 Offering more mobile library services in your area	44	28	46	31	43	28	35	22	37	24
 Longer opening hours	59	29	65	38	63	31	50	26	50	24
 Providing better information on what services libraries offer	68	41	81	54	73	40	66	39	66	39
 Improving the IT facilities	54	29	70	45	56	34	42	25	48	29
 Being able to access library services in other locations	47	34	62	46	52	34	45	32	47	27
 Providing other council services in library buildings	62	42	73	52	70	45	61	35	63	39
 A café or coffee shop on site	64	38	68	51	71	48	58	41	58	41
 Offering more 'maker' activities	50	27	50	33	53	34	41	22	44	27
 Offering more events	66	42	72	45	75	45	66	43	64	39
Base (unweighted)	619	720	487	524	429	584	531	469	474	537

THE PICTURE IN 2016
















Overall, **library users more likely** to say suggested library changes would encourage **library use** than non-library users

Most popular changes and improvements by **library use** (2016)
















	 England	 Ireland	 N Ireland	 Scotland	 Wales
Users	 68%	 81%	 75%	  66% 66%	 66%
Non-users	  42% 42%	 52%	 48%	 43%	 41%

Most popular changes and improvements by demographic group in 2016

MOST POPULAR CHANGES AND IMPROVEMENTS BY GENDER

	 England	 Ireland	 N Ireland	 Scotland	 Wales
Men	 49%	 62%	 55%	 54%	 50%
Women	 58%	 72%	 63%	 56%	 54%

MOST POPULAR CHANGES AND IMPROVEMENTS BY HOUSEHOLDS WITH CHILDREN

	 England	 Ireland	 N Ireland	 Scotland	 Wales
With children	 63%	 71%	 69%	 68%	 63%
Without children	 49%	 65%	 54%	 50%	 48%

KEY



Improving the range and quality of books



Being able to look for or reserve books online



Offering more mobile library services in your area



Providing better information on what services libraries offer



Being able to access library services in other locations



Improving the IT facilities



Longer opening hours



Providing other council services in library buildings



A café or coffee shop on site




























Offering more 'maker' activities


























Offering more events
















MOST POPULAR CHANGES AND IMPROVEMENTS BY AGE

	 England	 Ireland	 N Ireland	 Scotland	 Wales
15-24 year olds	 60%	 73%	 75%	 68%	 68%
25-34 year olds	 63%	 72%	 68%	 71%	 62%
35-54 year olds	 59%	 70%	 63%	 65%	 56%
55+ year olds	 48%	 60%	 46%	 44%	 44%




































MOST POPULAR CHANGES AND IMPROVEMENTS BY WORKING STATUS

	 England	 Ireland	 N Ireland	 Scotland	 Wales
Full-time employment	 56%	 66%	 59%	 65%	 57%
Part-time employment	 61%	 72%		 63%	 62%
Not working	 59%	 72%	 57%	 66%	 61%
Retired	 46%	 59%		 43%	 46%

MOST POPULAR CHANGES AND IMPROVEMENTS BY READERSHIP

	 England	 Ireland	 N Ireland	 Scotland	 Wales
Prolific readers	 62%	 76%	 67%	 60%	 59%
Rarely/never read books	 40%	 49%	 44%	 39%	 38%

MOST POPULAR CHANGES AND IMPROVEMENTS BY SOCIOECONOMIC GROUP






Social grade	 England	 Ireland	 N Ireland	 Wales	Deprivation	 Scotland
A	 61%	 64%	 67%	 67%	5 (least deprived)	 65%
B	 57%	 70%	 68%	 60%	4	 57%
C1	 60%	 60%	 58%	 56%	3	 55%
C2	 48%	 72%	 56%	 42%	2	 58%
D	 53%	 72%	 59%	 58%	1 (most deprived)	 56%
E	 52%	 63%	 57%	 51%	n/a	n/a
F	n/a	 59%	n/a	n/a	n/a	n/a

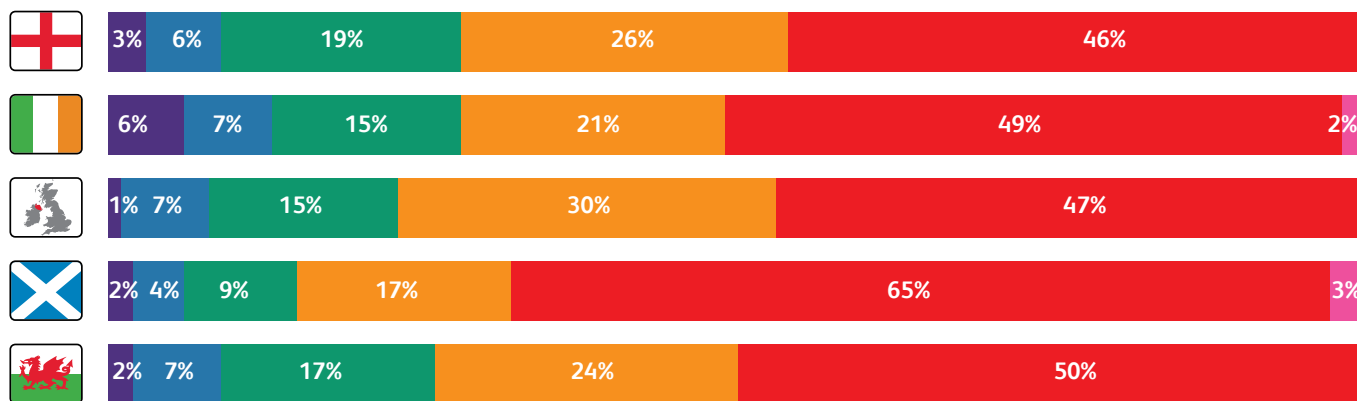
Majority opposed to using volunteers to replace all paid staff

OVERVIEW

Opinions regarding the possibility of volunteers replacing all paid staff in libraries

(%)

	 England	 Ireland	 N Ireland	 Scotland	 Wales
Strongly in favour of	3	6	1	2	2
Tend to favour	6	7	7	4	7
Neither favour nor oppose	19	15	15	9	17
Tend to oppose	26	21	30	17	24
Strongly opposed to	46	49	47	65	50
Don't know	*	2	-	3	-
Base size: All	1341	1011	1013	1000	1011



THE PICTURE IN 2016



No significant difference between demographic groups as to whether people more likely to be in favour of volunteers replacing paid staff



Those who say **libraries not important to the community more likely** than average to be in favour of volunteers replacing paid staff








15-24 year olds more likely than average to be in favour of volunteers replacing paid staff

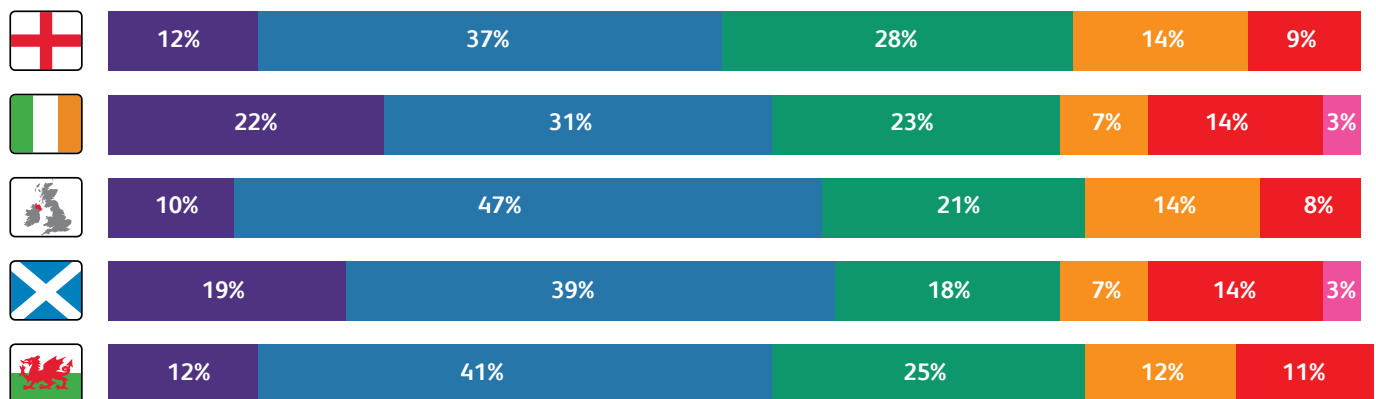
Around half in favour of using volunteers to add value to services paid staff offer

OVERVIEW

Opinions regarding the possibility of volunteers adding value to services of paid library staff

(%)

	 England	 Ireland	 N Ireland	 Scotland	 Wales
Strongly in favour of	12	22	10	19	12
Tend to favour	37	31	47	39	41
Neither favour nor oppose	28	23	21	18	25
Tend to oppose	14	7	14	7	12
Strongly opposed to	9	14	8	14	11
Don't know	-	3	-	3	-
Base size: All	1341	1011	1013	1000	1011



THE PICTURE IN 2016



Socio-economic group **AB** more likely than average to be in favour of volunteers adding value to existing staff



Over **55s** less likely than average to be in favour of volunteers adding value to existing staff in Scotland



Those who say libraries **not important to the community** less likely than average to be in favour of volunteers adding value to existing staff



Those who say **libraries not important to the community** less likely than average to be in favour of volunteers adding value to existing staff

Survey Questions: public views of libraries

ASK ALL

I'd now like to ask you some questions about public libraries in [INSERT COUNTRY]

RANDOMISE ORDER IN WHICH QCA1A AND QCA1B ARE ASKED

CA1a	(And) Generally speaking, how important or unimportant do you think public libraries are as a service to the community? READ OUT. SINGLE CODE			
CA1b	(And) How important or unimportant are public libraries to you personally? READ OUT. SINGLE CODE			
		a	b	
	Essential	1	1	
	Very important	2	2	
	Fairly important	3	3	
	Not very important	4	4	
	Not at all important	5	5	
	Don't know	6	6	

CA2	Now thinking about all types of public libraries, including libraries provided in public buildings, on-line library services and mobile libraries, have you used or contacted a public library in [INSERT COUNTRY] in the last 12 months? SINGLE CODE		
	Yes	1	
	No	2	

ASK ALL WHO HAVE USED LIBRARY IN LAST 12 MONTHS (CODE 1) AT QCA2

CA3	And how often in the last 12 months have you used or contacted a public library in [INSERT COUNTRY]? READ OUT. SINGLE CODE ONLY		
	At least once a week	1	
	Less often than once a week but at least once a month	2	
	Less often than once a month but at least 3-4 times	3	
	Twice	4	
	Once	5	
	Don't know	6	

ASK ALL

CA4	On average, how many books, if any, do you read or listen to in any format? Please do not include any books that you read for paid work or academic study. [IF ASKED]: By any format we mean traditional paper books, on an e-reader, for example a kindle, and audio books] Would you say that you read... READ OUT. SINGLE CODE ONLY		
	...more than one book a week	1	
	...about one book a week	2	
	...about one book every 2 to 8 weeks	3	
	...about one book every 2 to 3 months	4	
	...about one book every 6 months	5	
	...about one book a year	5	
	...rarely read books	6	
	..never read books	7	
	Don't know	8	

ASK ALL

CA5		I'm going to read out a number of potential changes to public library services in [INSERT COUNTRY]. For each, tell me if this change would encourage you to make more use of library services, or if would not make any difference to you? READ OUT. SINGLE CODE ONLY. ROTATE ORDER.			
			Would encourage	Would not make a difference	Don't know
	A	Improving the range and quality of books	1	2	3
	C	Being able to access library services in other locations, for example shopping centres, or community centres	1	2	3
	D	Improving the IT facilities provided in libraries	1	2	3
	E	Being able to look for or reserve books online	1	2	3
	F	Providing other council services in library buildings, for example, adult education classes or benefits advice	1	2	3
	G	Providing better information on what services libraries offer	1	2	3
	H	Longer opening hours	1	2	3
	I	A café or coffee shop on site	1	2	3
	J	Offering more mobile library services in your area	1	2	3
	K	Offering more 'maker' activities such as coding and robotics clubs, knitting and other crafts	1	2	3
	L	Offering more events – such as author events, gigs, film screenings and employment fairs	1	2	3

ASK ALL

CA6		I am now going ask you two questions about the role of volunteers in public library services. For each, please tell me to what extent you are in favour of or opposed to the change? READ OUT. SINGLE CODE ONLY. RANDOMISE ORDER.						
			Strongly in favour of	Tend to favour	Neither favour nor oppose	Tend to oppose	Strongly opposed to	Don't know
	A	Use of volunteers to replace all paid staff	1	2	3	4	5	6
	B	Use of volunteers to add value to the services paid staff offer	1	2	3	4	5	6

DEMOGRAPHICS

ASK ALL

CHILD1	How many children aged fifteen or under are there in your household?		
	OPEN NUMERIC	1	
	None	2	
	Refused	3	

ASK FOR EACH CHILD LISTED AT CHILD1. IF
CHILD1=none (code 2) GO TO NEXT SECTION/
QUESTION

CHILD2	IF CHILD1=1: And how old is the child?		
	IF CHILD1>1: Starting with the oldest child, what is the age of each child in your household?		
	1 year or younger	1	
	2 years	2	
	3 years	3	
	4 years	4	
	5 years	5	
	6 years	6	
	7 years	7	
	8 years	8	
	9 years	9	
	10 years	10	
	11 years	11	
	12 years	12	
	13 years	13	
	14 years	14	
	15 years	15	
	Don't know	16	
	Refused	17	

Definition of socioeconomic groups

The following table outlines the classification system based on occupation that has been used in this report for England, Northern Ireland, Ireland and Wales.

A	Higher managerial, administrative and professional
B	Intermediate managerial, administrative and professional
C1	Supervisory, clerical and junior managerial, administrative and professional
C2	Skilled manual workers
D	Semi-skilled and unskilled manual workers
E	State pensioners, casual and lowest grade workers, unemployed with state benefits only
F	Farmer (Republic of Ireland only)

The following table outlines the classification system based on deprivation that has been used in this report for Scotland.

5	Least deprived
4	
3	
2	
1	
1	

Statistically significant differences and changes over time

ENGLAND

1) OVERVIEW

Differences over time

LIBRARY USE

- Decline (50% 2011, 46% 2016) = -4 percentage points

FREQUENCY OF USE

- Decline (52% 2011, 46% 2016) = -6 percentage points

2) GENDER

Differences between groups

LIBRARY USE

- Women (53%) higher than men (39%)
= 14 percentage points

IMPORTANCE TO COMMUNITY

- Women (76%) higher than men (67%)
= 9 percentage points

Differences over time

LIBRARY USE

- Decline among men (46% 2011, 39% 2016)
= -7 percentage points

FREQUENCY OF USE

- Decline among women (57% 2011, 46% 2016)
= -11 percentage points

IMPORTANCE PERSONALLY

- Decline among women (48% 2011, 42% 2016)
= -2 percentage points

3) HOUSEHOLDS WITH CHILDREN

Differences between groups

LIBRARY USE

- Households with children (55%) higher than households without (42%) = 13 percentage points

IMPORTANCE PERSONALLY

- Households with children (48%) higher than households without (36%) = -12 percentage points

Differences over time

FREQUENCY OF USE

- Decline among households with children (59% 2011, 48% 2016) = -11 percentage points

4) AGE

Differences between groups

IMPORTANCE TO COMMUNITY

- 35-54 year olds (74%) higher than 15-24 year olds (62%)
= -12 percentage points
- Over 55s (74%) higher than 15-24 year olds (62%)
= -12 percentage points

IMPORTANCE PERSONALLY

- 25-34 year olds (46%) higher than 15-24 year olds (34%)
= -12 percentage points

Differences over time

FREQUENCY OF USE

- Decline among over 55s (52% 2011, 43% 2016)
= -9 percentage points

IMPORTANCE TO COMMUNITY

- Decline among over 55s (81% 2011, 74% 2016)
= -7 percentage points

5) WORKING STATUS

Differences between groups

IMPORTANCE TO COMMUNITY

- Retirees (78%) higher than full-time employees (70%)
= -8 percentage points
- Retirees (78%) higher than those not working (68%)
= -10 percentage points

Differences over time

LIBRARY USE

- Decline among those not working (60% 2011, 49% 2016) = -11 percentage points

FREQUENCY OF USE

- Decline among part-time employees (62% 2011, 41% 2016) = -21 percentage points

IMPORTANCE PERSONALLY

- Decline among those not working (47% 2011, 38% 2016)
= -9 percentage points

6) SOCIO-ECONOMIC GROUP¹⁴

Differences between groups

LIBRARY USE

- ABC1 (54%) higher than C2DE (37%)
= 17 percentage points
- AB (56%) higher than C1C2 (45%)
= 11 percentage points
- AB (56%) higher than DE (36%) = 20 percentage points
- C1C2 (45%) higher than DE (36%) = 9%

IMPORTANCE TO COMMUNITY

- AB (78%) higher than DE (68%) = 10 percentage points

Differences over time

LIBRARY USE

- Decline among DE (44% 2011, 36% 2016)
= -8 percentage points

FREQUENCY OF USE

- Decline among ABC1 (53% 2011, 46% 2016)
= -7 percentage points
- Decline among AB (44% 2011, 39% 2016)
= -5 percentage points

7) READERSHIP

Differences between groups

LIBRARY USE

- Prolific readers (61%) higher than other readers (33%)
= 28 percentage points

FREQUENCY OF USE

- Prolific readers (31%) higher than other readers (21%)
= 30 percentage points

Differences over time

FREQUENCY OF USE

- Decline among prolific readers (40% 2011, 31% 2016)
= -9 percentage points

IRELAND

1) OVERVIEW

Differences over time

FREQUENCY OF USE

- Decline (57% 2011, 49% 2016) = -8 percentage points

2) GENDER

Differences between groups

LIBRARY USE

- Women (57%) higher than men (42%)
= 15 percentage points

FREQUENCY OF USE

- Women (59%) higher than men (43%)
= 16 percentage points

IMPORTANCE TO COMMUNITY

- Women (85%) higher than men (73%)
= 12 percentage points

IMPORTANCE PERSONALLY

- Women (50%) higher than men (36%)
= 14 percentage points

Differences over time

FREQUENCY OF USE

- Decline among men (54% 2011, 43% 2016)
= -11 percentage points

3) HOUSEHOLDS WITH CHILDREN

Differences between groups

LIBRARY USE

- Households with children (62%) higher than households without (44%) = 18 percentage points

IMPORTANCE PERSONALLY

- Households with children (50%) higher than households without (40%) = -10 percentage points

Differences over time

- None

¹⁴ Tests carried out for: ABC1 / C2DE; AB / C1 / C2 / DE; AB / C1C2 / DE

4) AGE

Differences between groups

LIBRARY USE

- 15-24 year olds (62%) higher than over 55s (41%)
= 21 percentage points
- 25-34 year olds (55%) higher than over 55s (41%)
= 14 percentage points
- 35-54 year olds (49%) higher than over 55s (41%)
= 8 percentage points

FREQUENCY OF USE

- 15-24 year olds (53%) higher than 25-34 year olds (38%)
= 15 percentage points
- 35-54 year olds (52%) higher than 25-34 year olds (38%)
= 14 percentage points
- Over 55s (59%) higher than 25-34 year olds (38%)
= 21 percentage points

IMPORTANCE TO THE COMMUNITY

- 15-24 year olds (62%) lower than 24-34 year olds (79%)
= -17 percentage points
- 15-24 year olds (62%) lower than 35-54 year olds (81%)
= -19 percentage points
- 15-24 year olds (62%) lower than over 55s (85%)
= -23 percentage points

IMPORTANCE PERSONALLY

- 25-34 year olds (46%) higher than 15-24 year olds (34%)
= -12 percentage points

Differences over time

FREQUENCY OF USE

- Decline among 25-34 year olds (56% 2011, 38% 2016)
= -18 percentage points

5) WORKING STATUS

Differences between groups

LIBRARY USE

- Part-time employees (61%) higher than full-time employees (43%) = 18 percentage points
- Part-time employees (61%) higher than retirees (47%)
= 14 percentage points
- Not working higher (58%) than full-time employees (43%) = 15 percentage points
- Not working higher (58%) than retirees (47%)
= 11 percentage points

FREQUENCY OF USE

- Full-time employees lower (38%) than part-time employees (54%) = -16 percentage points
- Full-time employees lower (38%) than not working (59%)
= -21 percentage points
- Full-time employees lower (38%) than retirees (54%)
= 16 percentage points

IMPORTANCE TO COMMUNITY

- Retirees (88%) higher than full-time employees (78%)
= 10 percentage points
- Retirees (88%) higher than those not working (74%)
= 14 percentage points

IMPORTANCE TO COMMUNITY

- Full-time employees (37%) lower than part-time employees (51%) = -14 percentage points
- Full-time employees (37%) lower than not working (47%)
= -10 percentage points
- Full-time employees (37%) lower than retirees (49%)
= -12 percentage points

Differences over time

FREQUENCY OF USE

- Decline among full-time employees (53% 2011, 38% 2016) = -15 percentage points

6) SOCIO-ECONOMIC GROUP¹⁵

Differences between groups

LIBRARY USE

- ABC1 (55%) higher than C2DE (46%) = 9 percentage points
- C1 (57%) higher than C2 (46%) = 11 percentage points
- C1 (57%) higher than DE (48%) = 9 percentage points
- C1 (57%) higher than F (38%) = 19 percentage points

IMPORTANCE TO COMMUNITY

- ABC1 (82%) higher than C2DEF (77%) = 5 percentage points
- AB (84%) higher than C2 (73%) = 11 percentage points
- AB (84%) higher than F (65%) = 19 percentage points
- C1 (81%) higher than C2 (73%) = 8 percentage points
- C1 (81%) higher than F (65%) = 16 percentage points
- DE (82%) higher than C2 (73%) = 9 percentage points
- DE (82%) higher than F (65%) = 17 percentage points

IMPORTANCE PERSONALLY

- C1 (46%) higher than F (30%) = 16 percentage points
- DE (48%) higher than AB (38%) = 10 percentage points
- DE (48%) higher than F (30%) = 18 percentage points

15 Tests carried out for: ABC1 / C2DEF; AB / C1C2 / DEF; AB/C1/C2/ DE / F

Differences over time

FREQUENCY OF USE

- Decline among ABC1 (55% 2011, 48% 2016)
= -7 percentage points
- Decline among C2DE (60% 2011, 50% 2016)
= -10 percentage points
- Decline among C1C2 (55% 2011, 45% 2016)
= -10 percentage points
- Decline among F (64% 2011, 35% 2016)
= 29 percentage points

IMPORTANCE TO COMMUNITY

- Increase among DE (75% 2011, 82% 2016)
= 7 percentage points
- Decline among F (81% 2011, 65% 2016)
= -16 percentage points

IMPORTANCE PERSONALLY

- Decline among AB (50% 2011, 38% 2016)
= -12 percentage points

7) READERSHIP

Differences between groups

LIBRARY USE

- Prolific readers (65%) higher than other readers (37%)
= 28 percentage points

FREQUENCY OF USE

- Prolific readers (39%) higher than other readers (11%)
= 28 percentage points

Differences over time

- None

NORTHERN IRELAND

1) OVERVIEW

Differences over time

IMPORTANCE TO THE COMMUNITY

Increase (65% 2011, 74% 2016) = +9 percentage points

2) GENDER

Differences between groups

LIBRARY USE

- Women (49%) higher than men (37%) = 12 percentage points

FREQUENCY OF USE

- Women (51%) higher than men (36%) = 15 percentage points

IMPORTANCE PERSONALLY

- Women (44%) higher than men (29%) = 15 percentage points

Differences over time

FREQUENCY OF USE

- Decline among men (49% 2011, 36% 2016)
= -13 percentage points

IMPORTANCE TO COMMUNITY

- Increase among men (61% 2011, 72% 2016)
= 11 percentage points

IMPORTANCE TO COMMUNITY

- Increase among women (70% 2011, 76% 2016)
= 6 percentage points

3) HOUSEHOLDS WITH CHILDREN

Differences between groups

LIBRARY USE

- Households with children (59%) higher than those without (34%) = 25 percentage points

FREQUENCY OF USE

- Households with children (52%) higher than those without (38%) = 14 percentage points

IMPORTANCE TO COMMUNITY

- Households with children (78%) higher than those without (72%) = 6 percentage points

IMPORTANCE PERSONALLY

- Households with children (46%) higher than those without (31%) = 15 percentage points

Differences over time**FREQUENCY OF USE**

- Decline among households without children (54% 2011, 38% 2016) = -16 percentage points

IMPORTANCE TO COMMUNITY

- Increase among households with children (66% 2011, 78% 2016) = 12 percentage points

IMPORTANCE PERSONALLY

- Increase among households without children (65% 2011, 72% 2016) = 7 percentage points

4) AGE**Differences between groups****LIBRARY USE**

- 15-24 year olds (45%) higher than over 55s (32%) = 13 percentage points
- 25-34 year olds (45%) higher than over 55s (32%) = 13 percentage points
- 35-54 year olds (53%) higher than over 55s (32%) = 21 percentage points

IMPORTANCE TO COMMUNITY

- 35-24 year olds (77%) higher than 15-24 year olds (65%) = 11 percentage points
- 35-24 year olds (77%) higher than 25-34 year olds (68%) = 9 percentage points
- Over 55s (78%) higher than 15-24% year olds (65%) = 12 percentage points

IMPORTANCE PERSONALLY

- 35-24 year olds (41%) higher than 15-24 year olds (31%) = 10 percentage points
- 35-24 year olds (41%) higher than over 55s (35%) = 6 percentage points

Differences over time**LIBRARY USE**

- Increase among 35-54 year olds (43% 2011, 53% 2016) = 10 percentage points

FREQUENCY OF USE

- Decline among over 55s (61% 2011, 40% 2016) = 21 percentage points

IMPORTANCE TO COMMUNITY

- Increase among 15-24 year olds (55% 2011, 66% 2016) = 10 percentage points
- Increase among 35-54 year olds (66% 2011, 77% 2016) = 10 percentage points

5) WORKING STATUS**Differences between groups**

- None

Differences over time**LIBRARY USE**

- Increase among those not working (38% 2011, 45% 2016) = 7 percentage points

IMPORTANCE TO COMMUNITY

- Increase among those working (65% 2011, 75% 2016) = 10 percentage points
- Increase among those not working (66% 2011, 74% 2016) = 8 percentage points

IMPORTANCE PERSONALLY

- Decline among those working (41% 2011, 34% 2016) = -7 percentage points

6) SOCIO-ECONOMIC GROUP¹⁶**Differences between groups****LIBRARY USE**

- ABC1 (52%) higher than C2DE (36%) = 16 percentage points
- AB (56%) higher than C1C2 (44%) = 12 percentage points
- AB (56%) higher than C2 (38%) = 14 percentage points
- AB (56%) higher than DE (35%) = 21 percentage points
- C1 (50%) higher than C2 (38%) = 12 percentage points
- C1 (50%) higher than DE (35%) = 15 percentage points
- C1C2 (44%) higher than DE (35%) = 9 percentage points

IMPORTANCE TO COMMUNITY

- ABC1 (80%) higher than C2DE (70%) = 10 percentage points
- AB (83%) higher than C1C2 (75%) = 8 percentage points
- AB (83%) higher than C2 (73%) = 10 percentage points
- AB (83%) higher than DE (68%) = 15 percentage points
- C1 (77%) higher than DE (68%) = 9 percentage points
- C1C2 (75%) higher than DE (68%) = 7 percentage points

IMPORTANCE PERSONALLY

- ABC1 (44%) higher than C2DE (31%) = 13 percentage points
- AB (48%) higher than C1C2 (36%) = 12 percentage points
- AB (48%) higher than C2 (31%) = 17 percentage points
- AB (48%) higher than DE (31%) = 17 percentage points
- C1 (41%) higher than C2 (31%) = 10 percentage points
- C1 (41%) higher than DE (31%) = 10 percentage points

16 Tests carried out for: ABC1 / C2DE; AB / C1 / C2 / DE; AB / C1C2 / DE

Differences over time

LIBRARY USE

- Increase among C1 (41% 2011, 50% 2016)
= 9 percentage points

FREQUENCY OF USE

- Decline among AB (60% 2011, 41% 2016)
= 19 percentage points
- Decline among C1 (56% 2011, 43% 2016)
= 13 percentage points

IMPORTANCE TO COMMUNITY

- Increase among ABC1 (66% 2011, 80% 2016)
= 14 percentage points
- Increase among C1C2 (63% 2011, 75% 2016)
= 12 percentage points
- Increase among AB (67% 2011, 83% 2016)
= 16 percentage points
- Increase among C1 (66% 2011, 77% 2016)
= 11 percentage points
- Increase among C2 (59% 2011, 73% 2016)
= 14 percentage points

7) READERSHIP

Differences between groups

LIBRARY USE

- Prolific readers (69%) higher than other readers (50%)
= 19 percentage points

FREQUENCY OF USE

- Prolific readers (37%) higher than other readers (16%)
= 21 percentage points

Differences over time

LIBRARY USE

- Increase among infrequent readers (14% 2011, 22% 2016)
= 8 percentage points

FREQUENCY OF USE

- Increase among infrequent readers (4% 2011, 8% 2016)
= 4 percentage points

SCOTLAND

1) OVERVIEW

Differences over time

LIBRARY USE

- Decline among women (61% 2011, 50% 2016)
= -11 percentage points

FREQUENCY OF USE

- Decline among women (56% 2011, 49% 2016)
= -7 percentage points

IMPORTANCE PERSONALLY

- Decline among women (47% 2011, 37% 2016)
= -10 percentage points

2) GENDER

Differences between groups

FREQUENCY OF USE

- Women (63%) higher than men (47%)
= -16 percentage points

IMPORTANCE TO COMMUNITY

- Women (82%) higher than men (68%)
= -14 percentage points

IMPORTANCE PERSONALLY

- Women (42%) higher than men (33%)
= -9 percentage points

Differences over time

LIBRARY USE

- Decline among women (68% 2011, 53% 2016)
= -15 percentage points

FREQUENCY OF USE

- Decline among women (63% 2011, 55% 2016)
= -8 percentage points

IMPORTANCE TO COMMUNITY

- Increase among men (68% 2011, 74% 2016)
= 6 percentage points

IMPORTANCE PERSONALLY

- Decline among women (54% 2011, 42% 2016)
= -12 percentage points

3) HOUSEHOLDS WITH CHILDREN

Differences between groups

LIBRARY USE

- Households with children (64%) higher than those without (45%) = 19 percentage points

IMPORTANCE PERSONALLY

- Households with children (53%) higher than those without (30%) = 23 percentage points

Differences over time

LIBRARY USE

- Decline among households without children (59% 2011, 45% 2016) = 14 percentage points

FREQUENCY OF USE

- Decline among households with children (63% 2011, 47% 2016) = 16 percentage points

IMPORTANCE TO COMMUNITY

- Decline among households with children (79% 2011, 70% 2016) = 9 percentage points

4) AGE

Differences between groups

LIBRARY USE

- 25-34 year olds (58%) higher than over 55s (43%) = 15 percentage points
- 35-54 year olds (55%) higher than over 55s (43%) = 12 percentage points

IMPORTANCE TO COMMUNITY

- 15-24 year olds (60%) lower than 24-34 year olds (80%) = -20 percentage points
- 15-24 year olds (60%) lower than 35-54 year olds (76%) = -16 percentage points
- 15-24 year olds (60%) lower than over 55s (81%) = -21 percentage points

IMPORTANCE PERSONALLY

- 15-24 year olds (23%) lower than 24-34 year olds (47%) = -24 percentage points
- 15-24 year olds (23%) lower than 35-54 year olds (38%) = -15 percentage points
- 15-24 year olds (23%) lower than over 55s (37%) = -14 percentage points

Differences over time

LIBRARY USE

- Decline among over 55s (62% 2011, 43% 2016) = -19 percentage points

FREQUENCY OF USE

- Decline among 15-24 year olds (55% 2011, 37% 2016) = -18 percentage points
- Decline among over 55s (60% 2011, 50% 2016) = -10 percentage points

IMPORTANCE PERSONALLY

- Decline among 15-24 year olds (37% 2011, 23% 2016) = -14 percentage points
- Decline among over 55s (55% 2011, 37% 2016) = 18 percentage points

5) WORKING STATUS

Differences between groups

LIBRARY USE

- Part-time employees (59%) higher than retirees (43%) = 16 percentage points
- Not working higher (56%) than retirees (43%) = 13 percentage points

FREQUENCY OF USE

- Not working higher (56%) than part-time employees (40%) = 16 percentage points

IMPORTANCE TO COMMUNITY

- Retirees (82%) higher than full-time employees (74%) = 8 percentage points
- Retirees (82%) higher than part-time employees (71%) = 11 percentage points

IMPORTANCE PERSONALLY

- Those not working (45%) higher than full-time employees (38%) = 7 percentage points
- Those not working (45%) higher than part-time employees (31%) = 14 percentage points

Differences over time

LIBRARY USE

- Decline among full-time employees (57% 2011, 50% 2016) = -7 percentage points
- Decline among those not working (69% 2011, 56% 2016) = -13 percentage points
- Decline among retirees (61% 2011, 43% 2016) = -18 percentage points

FREQUENCY OF USE

- Decline among part-time employees (59% 2011, 40% 2016) = -19 percentage points

IMPORTANCE PERSONALLY

- Decline among part-time employees (51% 2011, 31% 2016) = -20 percentage points
- Decline among retirees (57% 2011, 38% 2016) = -19 percentage points

6) SOCIO-ECONOMIC GROUP¹⁷

Differences between groups

FREQUENCY OF USE

- 1&2 (54%) higher than 4&5 (41%) = 13 percentage points

IMPORTANCE TO COMMUNITY

- 1&2 (82%) higher than 3 (73%) = 9 percentage points

IMPORTANCE PERSONALLY

- 1&2 (41%) higher than 4&5 (31%) = 10 percentage points

Differences over time

LIBRARY USE

- Decline among 1&2 (59% 2011, 50% 2016) = -9 percentage points
- Decline among 4&5 (64% 2011, 50% 2016) = -14 percentage points

FREQUENCY OF USE

- Decline among 4&5 (56% 2011, 41% 2016) = -15 percentage points

IMPORTANCE PERSONALLY

- Decline among 1&2 (50% 2011, 41% 2016) = -9 percentage points
- Decline among 4&5 (46% 2011, 31% 2016) = -15 percentage points

7) READERSHIP

Differences between groups

LIBRARY USE

- Prolific readers (63%) higher than other readers (23%) = 40 percentage points

FREQUENCY OF USE

- Prolific readers (36%) higher than other readers (7%) = 29 percentage points

Differences over time

LIBRARY USE

- Decline among prolific readers (71% 2011, 63% 2016) = -8 percentage points
- Decline among infrequent readers (31% 2011, 21% 2016) = -10 percentage points

FREQUENCY OF USE

- Decline among prolific readers (45% 2011, 36% 2016) = -9 percentage points

WALES

1) OVERVIEW

Differences over time

FREQUENCY OF USE

- Decline among women (57% 2011, 41% 2016) = -16 percentage points

2) GENDER

Differences between groups

LIBRARY USE

- Women (53%) higher than men (39%) = 14 percentage points
- FREQUENCY OF USE – Women (45%) higher than men (34%) = 11 percentage points

IMPORTANCE TO COMMUNITY

- Women (79%) higher than men (71%) = 8 percentage points

IMPORTANCE PERSONALLY

- Women (41%) higher than men (32%) = 9 percentage points

Differences over time

FREQUENCY OF USE

- Decline among women (62% 2011, 45% 2016) = -17 percentage points
- Decline among men (50% 2011, 34% 2016) = -16 percentage points

3) HOUSEHOLDS WITH CHILDREN

Differences between groups

LIBRARY USE

- Households with children (55%) higher than households without (43%) = 12 percentage points

Differences over time

FREQUENCY OF USE

- Decline among households with children (55% 2011, 41% 2016) = -14 percentage points
- Decline among households without children (60% 2011, 40% 2016) = -20 percentage points

4) AGE

Differences between groups

LIBRARY USE

- 15-24 year olds (51%) higher than over 55s (41%) = 10 percentage points
- 25-34 year olds (52%) higher than over 55s (41%) = 11 percentage points
- 35-54 year olds (49%) higher than over 55s (41%) = 8 percentage points

¹⁷ Tests carried out for: 1&2/ 3 /4&5

IMPORTANCE TO COMMUNITY

- 35-54 year olds (75%) higher than 15-24 year olds (65%) = 10 percentage points
- Over 55s (81%) higher than 15-24 year olds (65%) = 16 percentage points
- 55s (81%) higher than 25-34 year olds (74%) = 7 percentage points

Differences over time**FREQUENCY OF USE**

- Decline among 15-24 year olds (63% 2011, 32% 2016) = -31 percentage points
- Decline among 35-54 year olds (58% 2011, 43% 2016) = -15 percentage points
- Decline among over 55s (59% 2011, 43% 2016) = -16 percentage points

5) WORKING STATUS**Differences between groups****LIBRARY USE**

- Part-time employees (58%) higher than full-time employees (46%) = 12 percentage points
- Part-time employees (58%) higher than retirees (40%) = 18 percentage points
- Not working higher (54%) than retirees (40%) = 14 percentage points

Differences over time**FREQUENCY OF USE**

- Decline among full-time employees (50% 2011, 39% 2016) = -11 percentage points
- Decline among part-time employees (61% 2011, 46% 2016) = -15 percentage points
- Decline among retirees (63% 2011, 39% 2016) = -24 percentage points

6) SOCIO-ECONOMIC GROUP¹⁸**Differences between groups****LIBRARY USE**

- ABC1 (56%) higher than C2DE (38%) = 18 percentage points
- AB (63%) higher than C1C2 (44%) = 19 percentage points
- AB (63%) higher than C1 (53%) = 10 percentage points
- AB (63%) higher than C2 (30%) = 33 percentage points
- AB (63%) higher than DE (43%) = 20 percentage points
- C1 (53%) higher than C2 (30%) = 23 percentage points
- C1 (53%) higher than DE (43%) = 10 percentage points
- DE (43%) higher than C2 (30%) = 13 percentage points

FREQUENCY OF USE

- ABC1 (45%) higher than C2DE (37%) = 8 percentage points
- C1 (49%) higher than C2 (33%) = 16 percentage points

IMPORTANCE PERSONALLY

- ABC1 (41%) higher than C2DE (33%) = 8 percentage points
- AB (47%) higher than C1C2 (33%) = 14 percentage points
- AB (47%) higher than C2 (25%) = 22 percentage points
- AB (47%) higher than DE (37%) = 10 percentage points
- C1 (38%) higher than C2 (25%) = 13 percentage points
- DE (37%) higher than C2 (25%) = 12 percentage points

Differences over time**LIBRARY USE**

- Decline among C2 (40% 2011, 30% 2016) = -10 percentage points

FREQUENCY OF USE-

- Decline among ABC1 (59% 2011, 45% 2016) = -14 percentage points
- Decline among C2DE (55% 2011, 37% 2016) = -18 percentage points

IMPORTANCE TO COMMUNITY

- Decline among C2 (80% 2011, 72% 2016) = -8 percentage points

IMPORTANCE PERSONALLY

- Decline among C2 (33% 2011, 25% 2016) = -8 percentage points

7) READERSHIP**Differences between groups****LIBRARY USE**

- Prolific readers (60%) higher than other readers (50%) = 10 percentage points

FREQUENCY OF USE

- Prolific readers (31%) higher than other readers (15%) = 16 percentage points

Differences over time**LIBRARY USE**

- Decline among prolific readers (68% 2011, 60% 2016) = -8 percentage points
- Increase among infrequent readers (17% 2011, 26% 2016) = 9 percentage points

FREQUENCY OF USE

- Decline among prolific readers (45% 2011, 31% 2016) = -14 percentage points

18 Tests carried out for: ABC1 / C2DE; AB / C1 / C2 / DE; AB / C1C2 / DE



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