

COUNTRY FACTSHEET

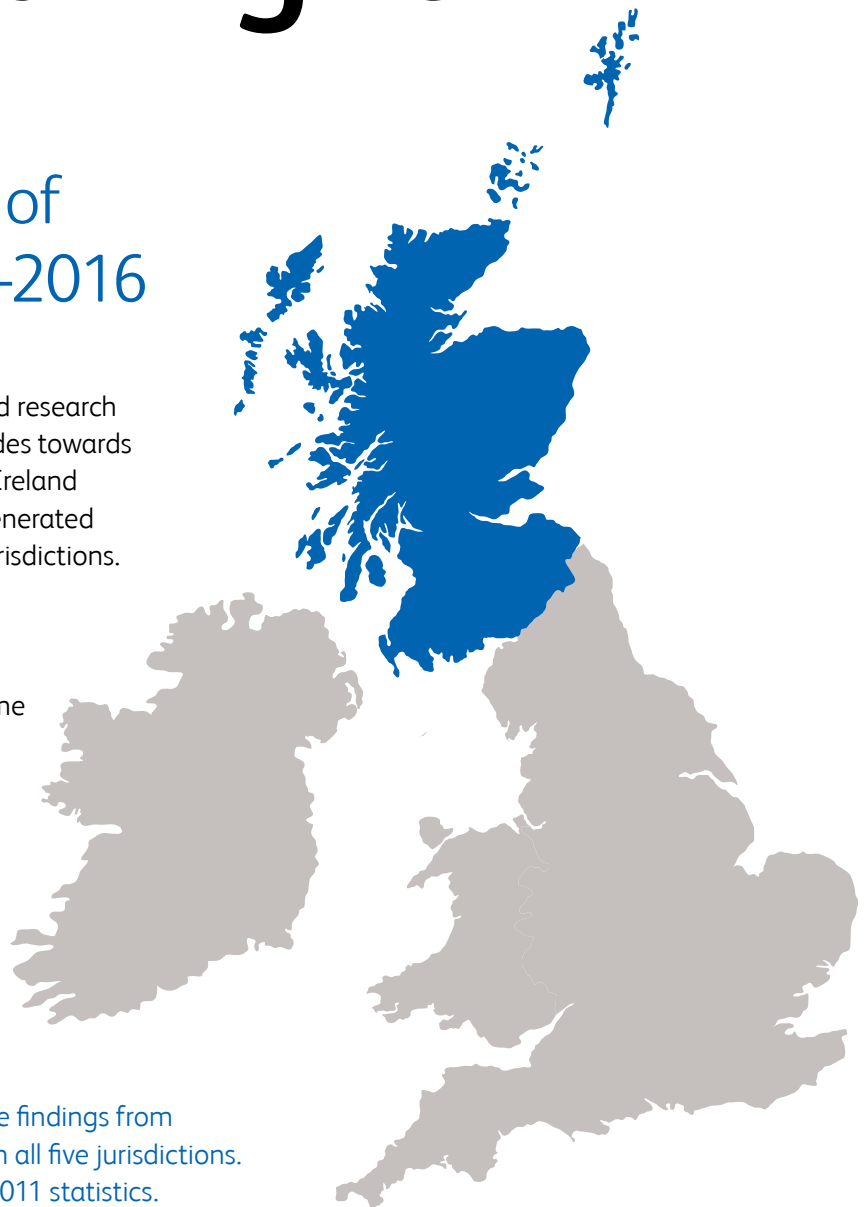
Shining a Light

Scottish data about attitudes to and use of public libraries 2011–2016

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 these 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 factsheet contains the data which relates to Scotland. In Scotland **1,000 adults** over the age of 18 were included in the poll. The findings from the omnibus poll provide comparable data from all five jurisdictions. Where relevant, comparison is made with the 2011 statistics.



DATA FROM OTHER JURISDICTIONS

The factsheets covering the other four jurisdictions and a booklet comparing the various jurisdictions can be downloaded at <http://bit.ly/shining-a-light>. If you would like to access the datasets in SPSS format please contact info@carnegieuk.org

THE PICTURE IN 2016

The data shows that over 3/4 (77%) of people in Scotland say that public libraries are important for their communities and exactly half of people used a library in the previous year. Around two-fifths (37%) say libraries are important for themselves personally. These findings are comparable with those from other jurisdictions.

Those with children in their household are more likely to use libraries than those without, but, the presence of children in the household has less impact on the frequency of library use. Women are more likely to use libraries frequently than men.

Overall, over 55s are the least likely to use libraries. Part time employees and those not working are more likely to use libraries than retirees. However, those not working are also more likely to use libraries frequently than part time employees. A key variation in library use by socio-economic group is that those who are most deprived (groups 1 and 2 combined) are more likely to be frequent users than those that are least deprived (group 5).

TERMINOLOGY

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

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

COMPARING 2011 AND 2016

Scotland continues to see the highest level of usage (joint with Ireland) despite seeing the sharpest drop in library use across all jurisdictions 2011-2016 (61% to 50%). Key changes in use are seen among over 55s (-19 percentage points), full time employees (-7 percentage points), those not working (-13 percentage points) and retirees (-18 percentage points), women (-15 percentage points), households without children (-14 percentage points) and socio-economic groups 1 and 2 combined (-9 percentage points) and 4 and 5 combined (-14 percentage points).

Scotland also sees a drop in frequency of use (56%-49%). Key changes in frequent use include those seen among 15-24 year olds (-18 percentage points), over 55s (-10 percentage points), part time employees (-19 percentage points), women (-8 percentage points) households with children (-17 percentage points) and socio-economic groups 4 and 5 combined (-15 percentage points).

Scotland is the only jurisdiction to see an overall decline in support for improvements and changes to encourage library use, and people broadly support volunteers to augment existing staff but are opposed to volunteers replacing staff.

Notes

There is one difference in how data was collated in 2016 compared with 2011. 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.

PREDICTORS

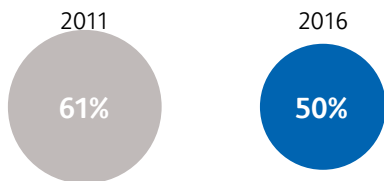
Logistic regression identifies the following factors as predictors for the likelihood of respondents in Scotland having used a library in the previous 12 months:

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



THE OVERALL PICTURE IN SCOTLAND

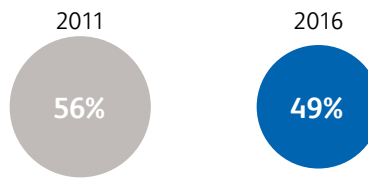
Library use



2016
EXACTLY 1 IN 2 people use libraries

2011–2016
TOP! Scotland has joint highest level of use across all jurisdictions
↓
-11

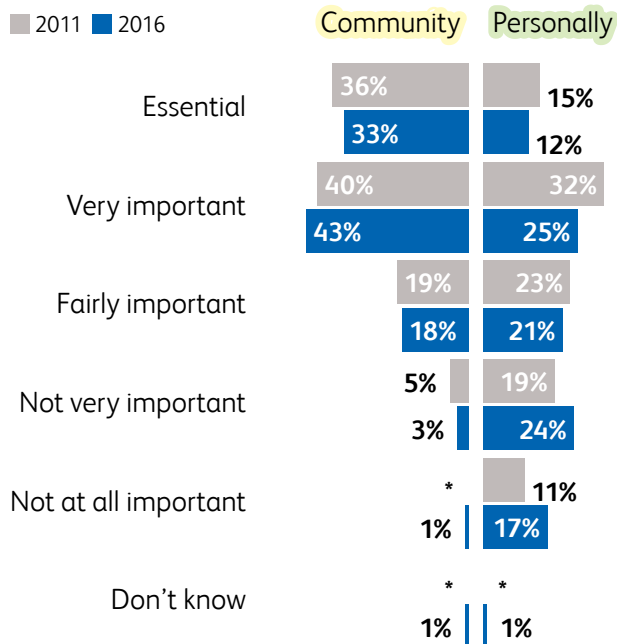
Frequency of library use



2016
ALMOST 1/2 of library users are frequent users

2011–2016
↓
-7
Decline in frequent library use

Importance of libraries to the community and personally



2016
OVER 3/4 of people say public libraries important for communities

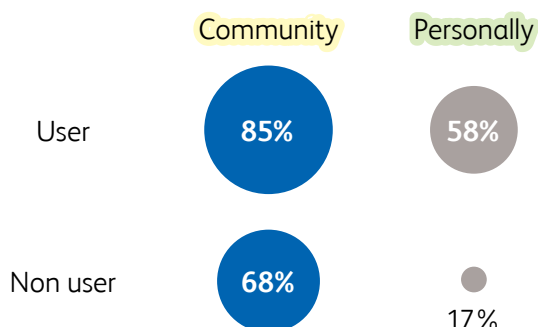


AROUND 2/5 of people say libraries important to themselves personally



Library users more likely to say libraries important for community and for themselves personally

Opinions of Users and Non-users



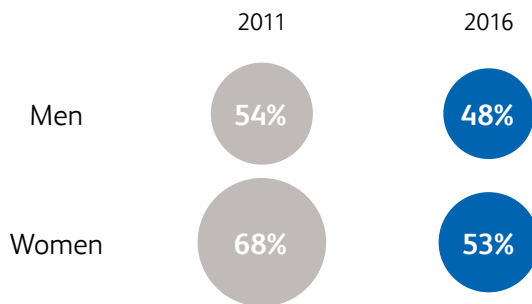
2016 SUMMARY

The overall picture in Scotland

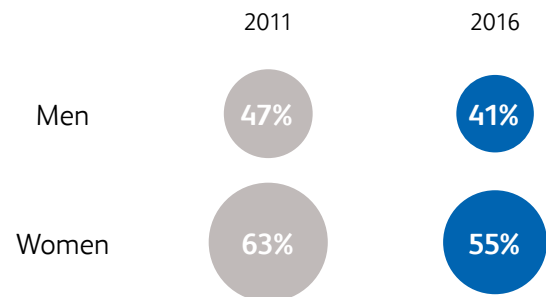


FOCUSING IN ON GENDER IN SCOTLAND

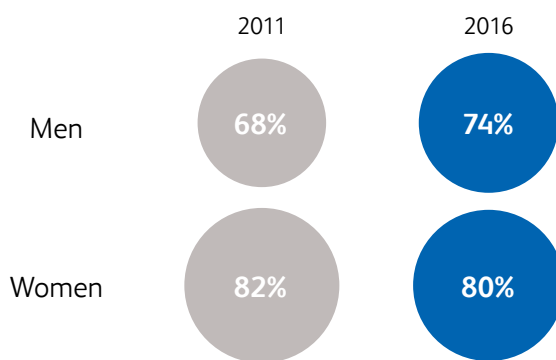
Library use by gender



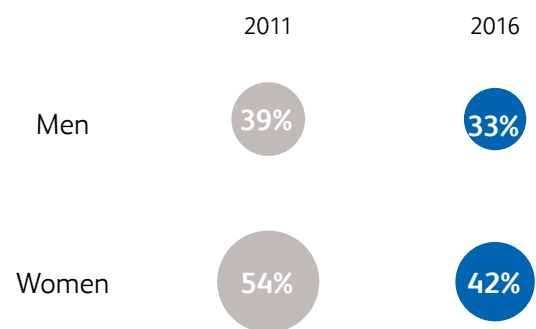
Frequency of library use by gender



Importance of libraries to community



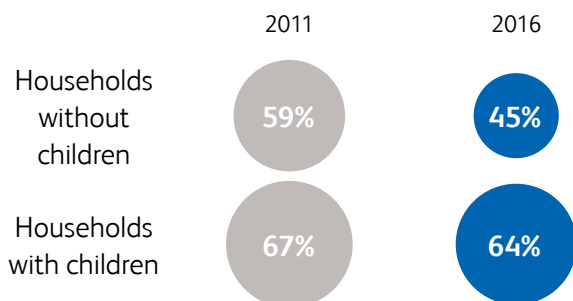
Importance of libraries to me personally



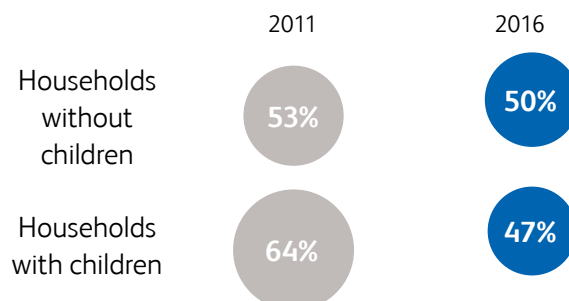


FOCUSING IN ON HOUSEHOLDS WITH AND WITHOUT CHILDREN IN SCOTLAND

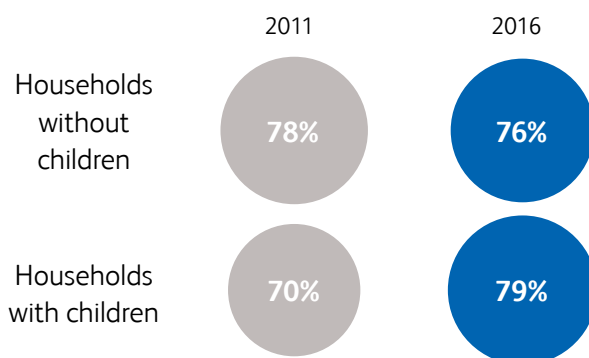
Library use by households with children



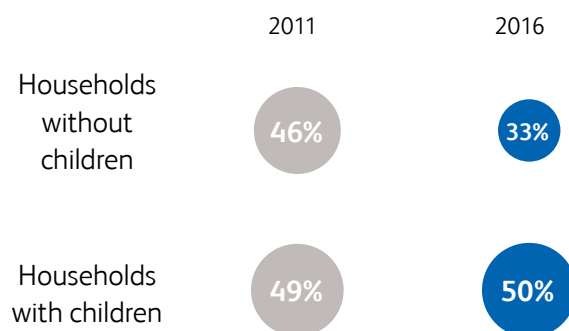
Frequency of library use by households with children



Importance of libraries to community



Importance of libraries to me personally

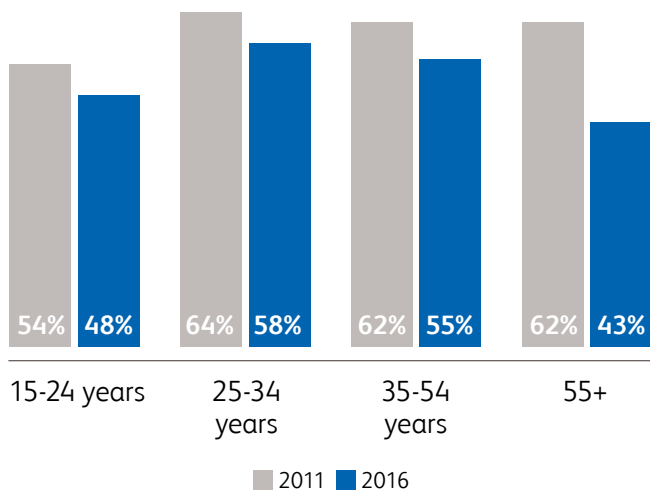


PREDICTORS

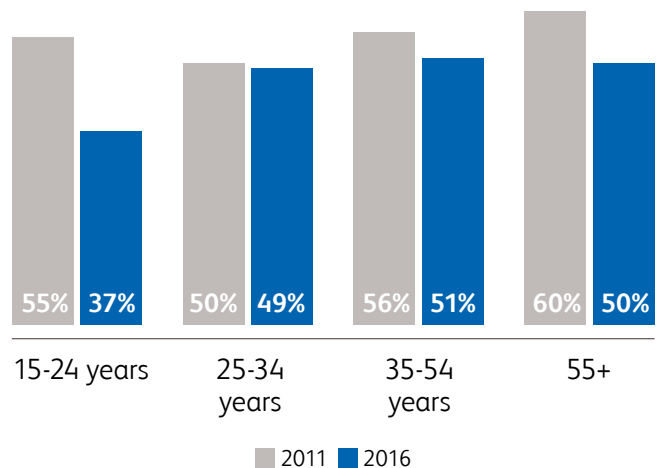
Logistic regression analysis, which controls for other factors, shows that having children in the household is a predictor for the likelihood of people in Scotland having used a library in the past 12 months.

FOCUSING IN ON AGE IN SCOTLAND

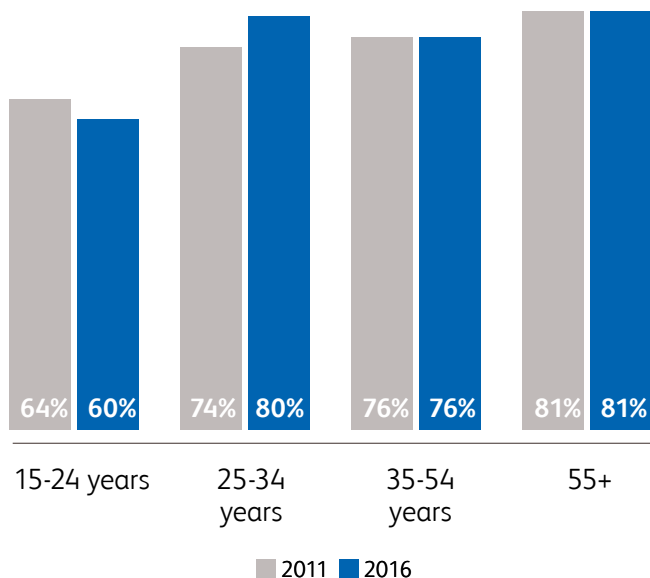
Library use by age



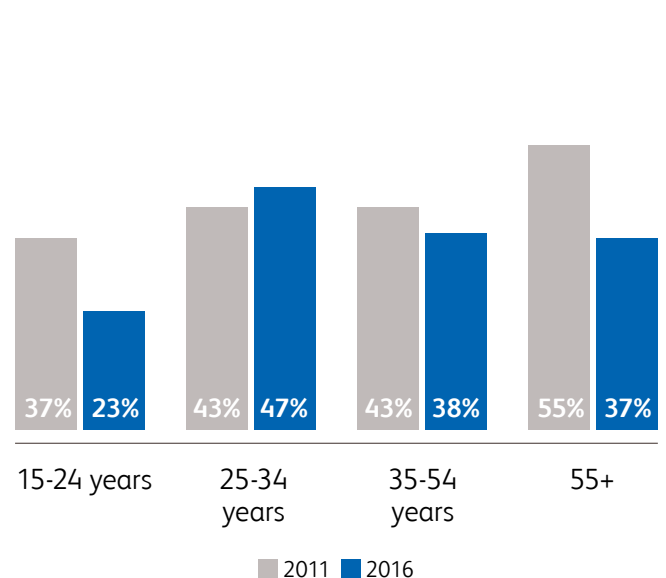
Frequency of library use by age



Importance of libraries to community



Importance of libraries to me personally



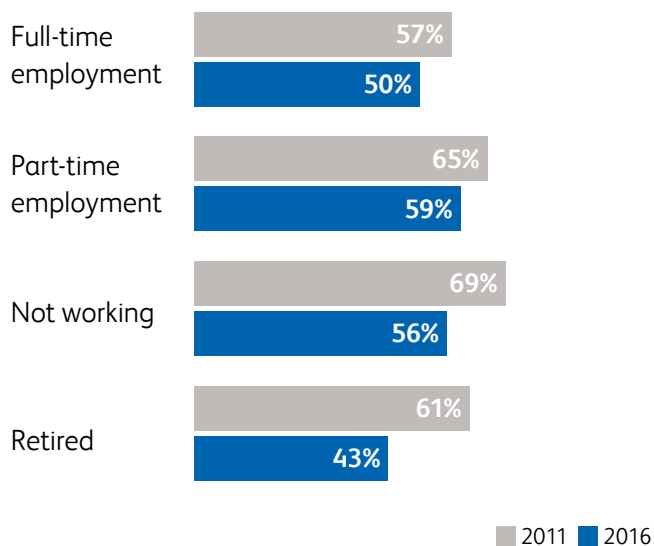
PREDICTORS

Logistic regression analysis, which controls for other factors, shows that being 24-35 years old is a predictor for the likelihood of people in Scotland having used a library in the past 12 months.

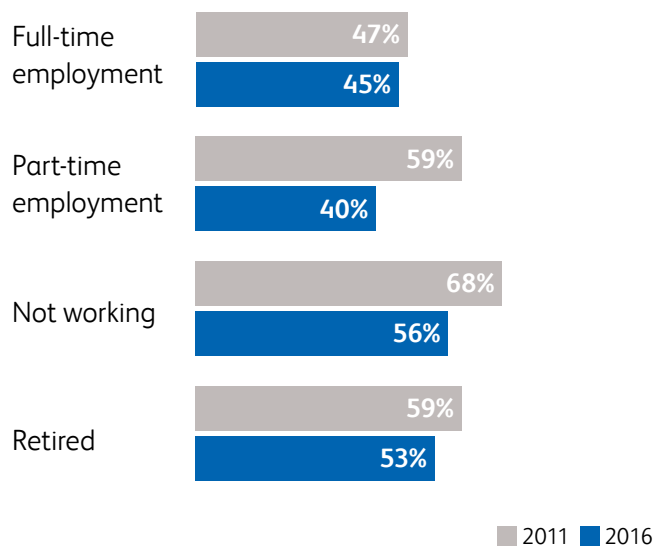


FOCUSING IN ON WORKING STATUS IN SCOTLAND

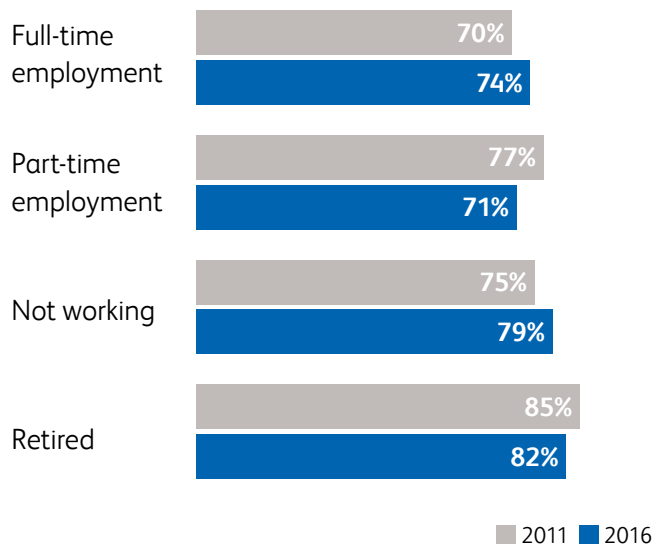
Library use by working status



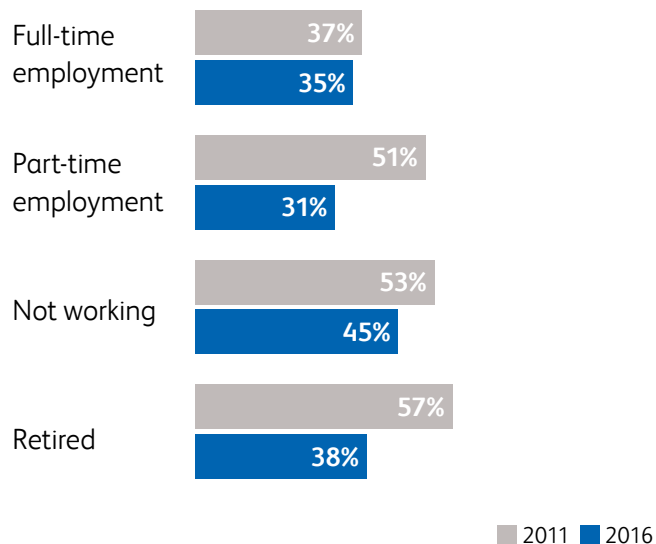
Frequency of library use by working status



Importance of libraries to community



Importance of libraries to me personally



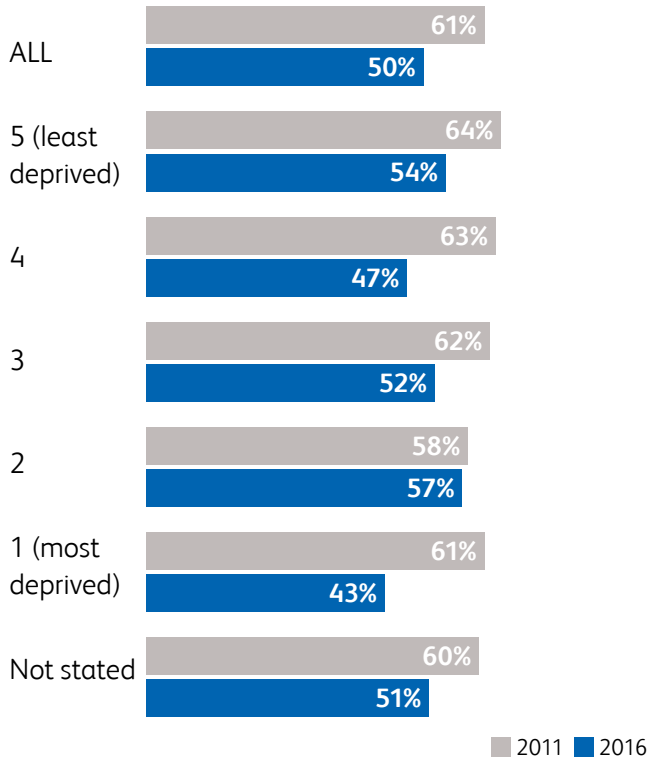
PREDICTORS

Logistic regression analysis, which controls for other factors, shows that not working full time is a predictor for the likelihood of people in Scotland having used a library in the past 12 months.

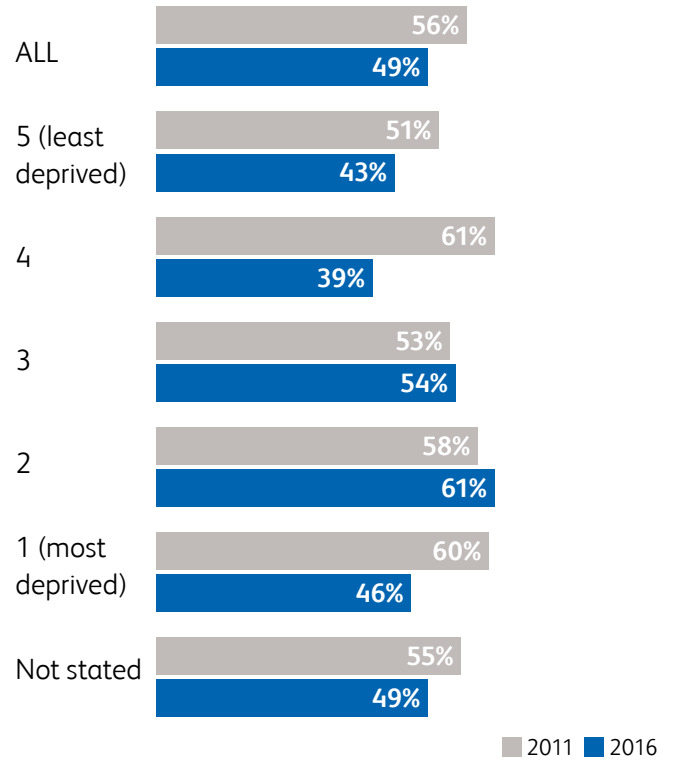


FOCUSING IN ON SOCIO-ECONOMIC GROUP IN SCOTLAND

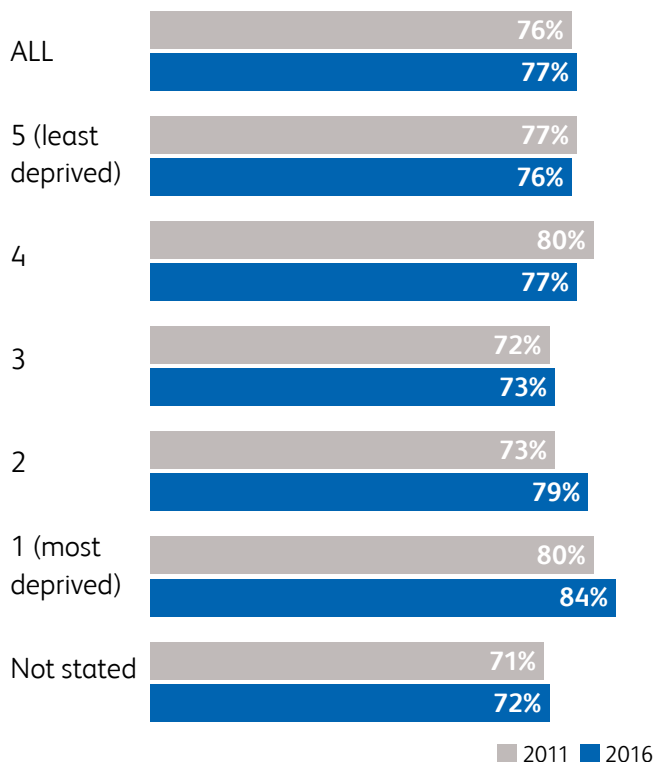
Library use by socio-economic group



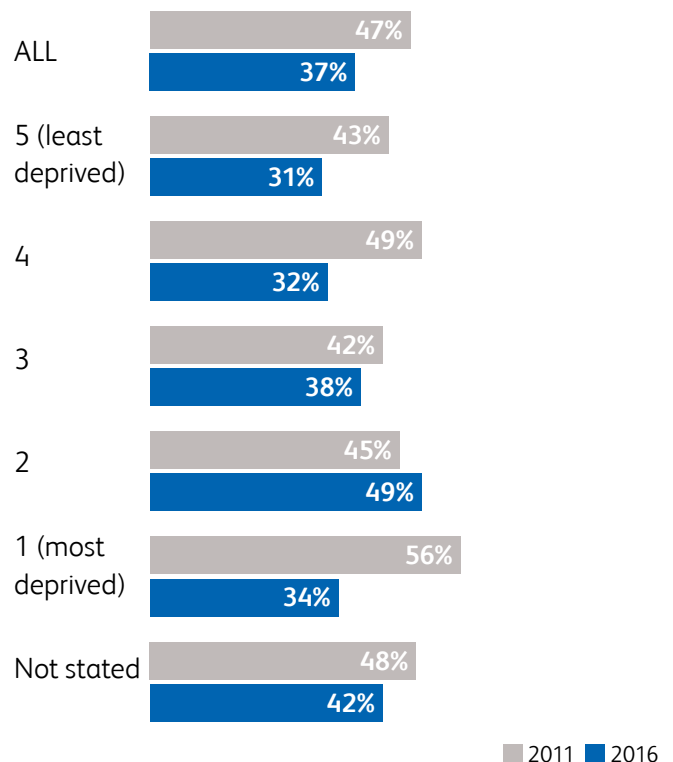
Frequency of library use by socio-economic group



Importance of libraries to community



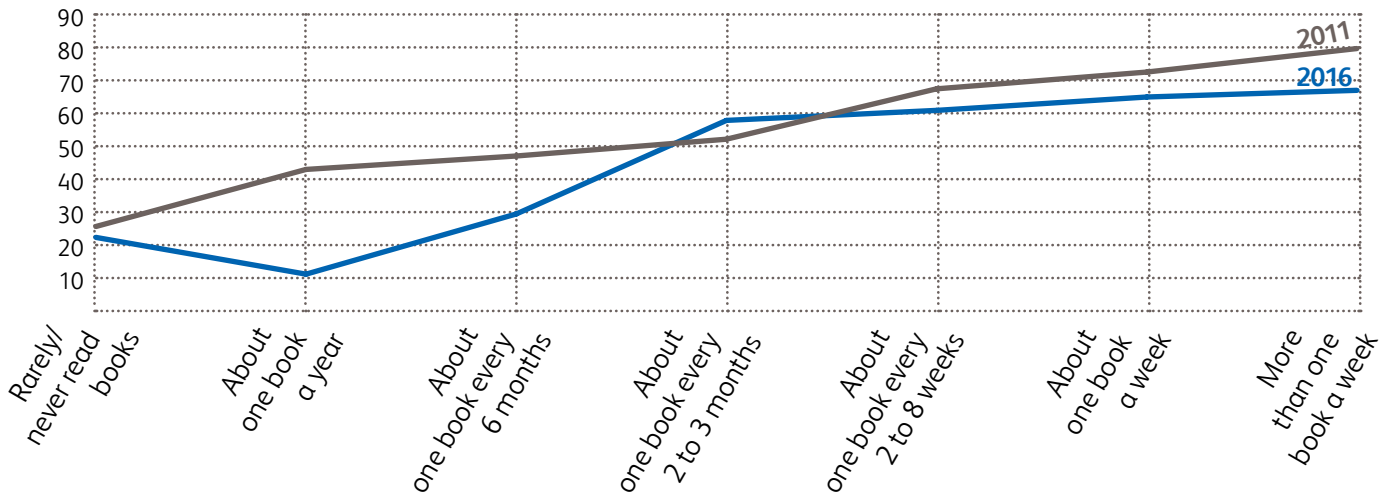
Importance of libraries to me personally



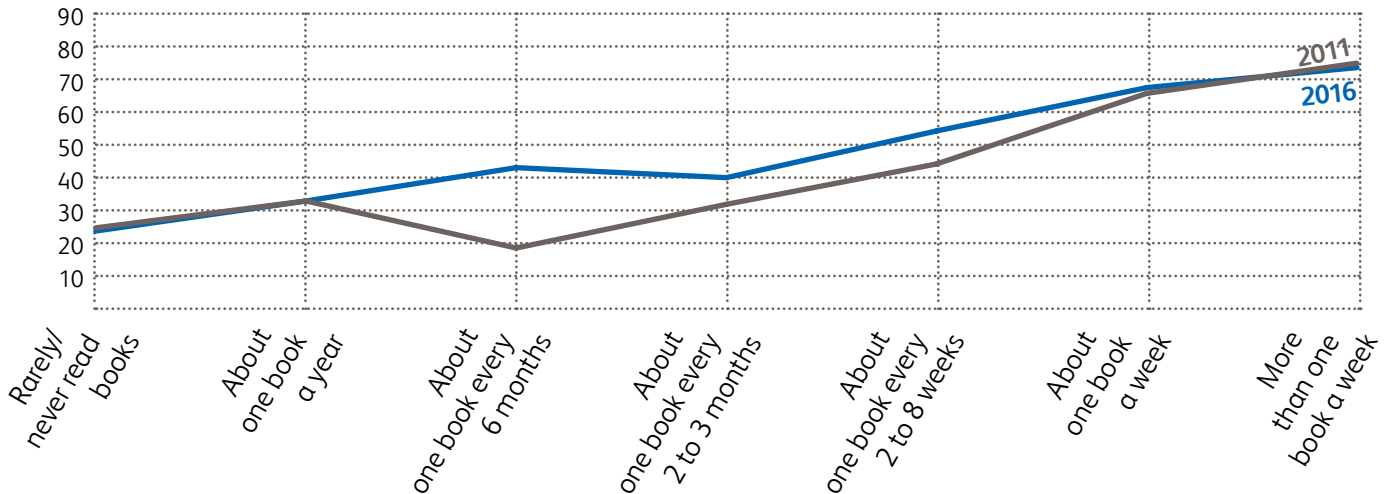
FOCUSING IN ON READING BEHAVIOUR IN SCOTLAND

Library use by readership (%)

Readership is defined in terms of books that are 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.



Frequency of 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 people in Scotland having used a library in the past 12 months.

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

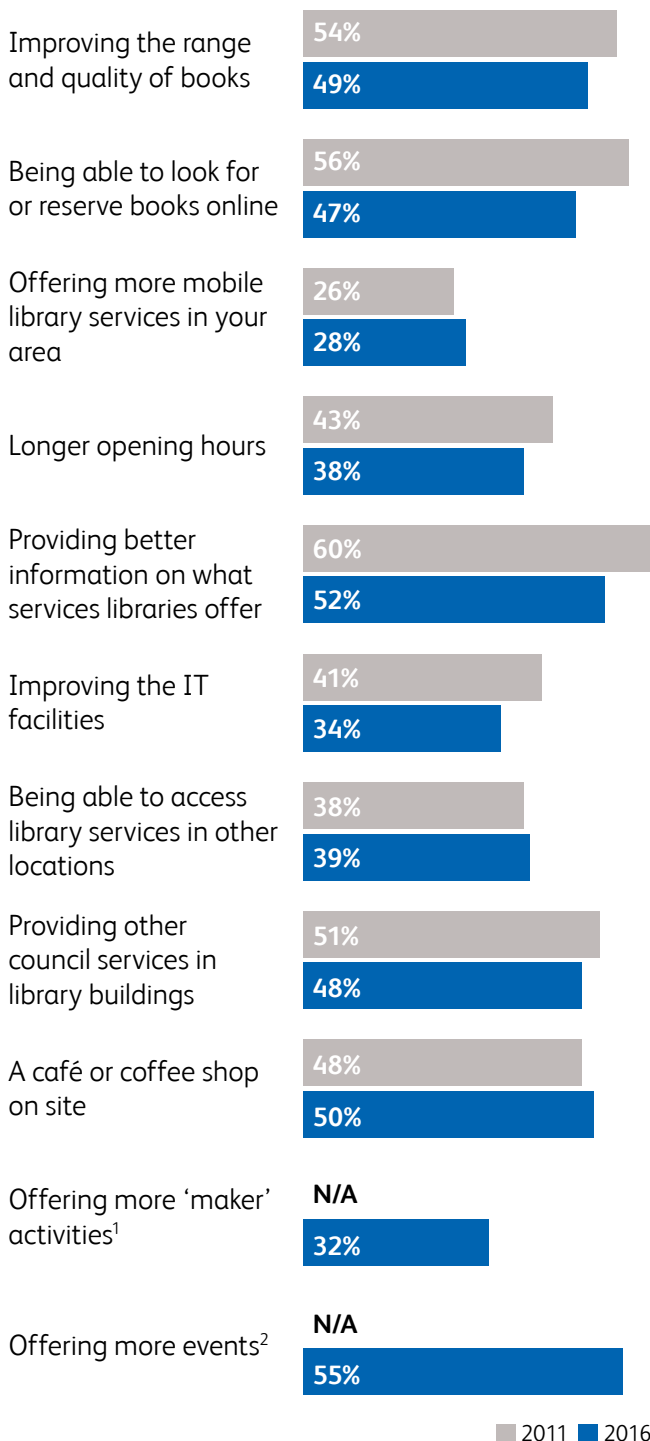
“ Although there is a statistically significant relationship between library use and prolific readership, 23% of people who rarely or never read books use the library. ”



ATTITUDES TO POSSIBLE SERVICE IMPROVEMENTS IN SCOTLAND

We asked people in Scotland to consider whether or not a number of potential changes would encourage them to make more use of library services. Overall, compared with 2011, respondents were less likely to be encouraged to use their library if services were to change or improve.

Support for suggested improvement and changes to service 2011 and 2016






1 This was a new category for 2016.




2 This was a new category for 2016.

2011–2016

Most popular suggested improvements to the service in 2011




-  Providing **better information** on the services that are delivered (**60%**)
-  Being able to look for or reserve books **online** (**56%**)
-  Improving the **range and quality** of books (**54%**)

Most popular suggested improvements to the service in 2016




-  Offering **more events** (**55%**)
-  Providing **better information** on the services that are delivered (**52%**)
-  Opening a **café or coffee shop** in the library (**50%**)

USERS & NON-USERS

Most popular improvements among library users

-  Offering **more events** (**66%**)
-  Providing **better information** on what services libraries offer (**66%**)
-  Improving the **range and quality** of books (**64%**)

... and non-library users

-  Offering **more events** (**43%**)
-  Introducing a **café or coffee shop** into the library building (**41%**)
-  Providing **better information** on what services libraries offer (**39%**)

“ Overall, users more likely to say suggested improvements would increase library use than non-users. ”

ATTITUDES TO POSSIBLE SERVICE IMPROVEMENTS IN SCOTLAND

2016

Most popular improvements for other groups:

Frequent users



Improving the range and quality of books **(70%)**

Men



Offering more events **(54%)**

Women



Offering more events **(56%)**

Households with children



Offering more events **(68%)**

Households without children



Offering more events **(50%)**

15-24 year olds



Offering more events **(68%)**

25-34 year olds



Offering more events **(71%)**

35-54 year olds



Offering more events **(65%)**

55+ year olds



A café or coffee shop on site **(44%)**

Full time employed



Offering more events **(65%)**

Part time employed



Offering more events **(63%)**

Not working



Offering more events **(66%)**

Retired



A café or coffee shop on site **(43%)**

Deprivation 5



Offering more events **(65%)**

Deprivation 4



Offering more events **(57%)**

Deprivation 3



Offering more events **(55%)**

Deprivation 2



Providing better information on what services libraries offer **(58%)**

Deprivation 1



A café or coffee shop on site **(56%)**

Prolific readers



Offering more events **(60%)**

Those that rarely/never read books

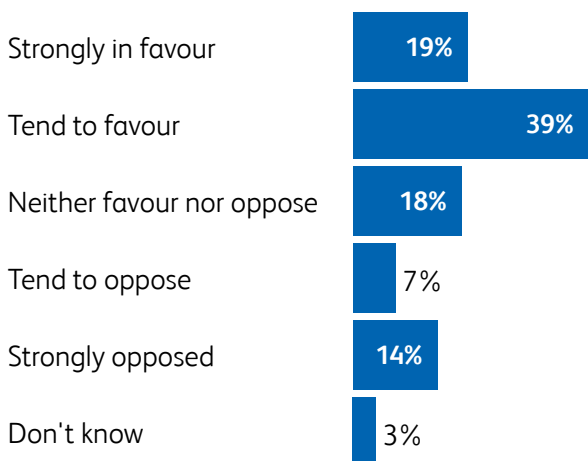


A café or coffee shop on site **(39%)**

ATTITUDES TOWARDS THE USE OF VOLUNTEERS IN RELATION TO THE LIBRARY SERVICE IN SCOTLAND

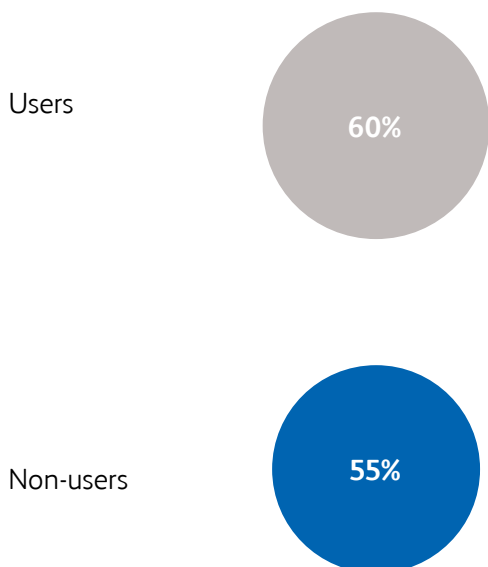
In 2016 we introduced a question to gauge people’s opinions on volunteer involvement with public libraries.

Use of volunteers to add value to the services paid staff offer

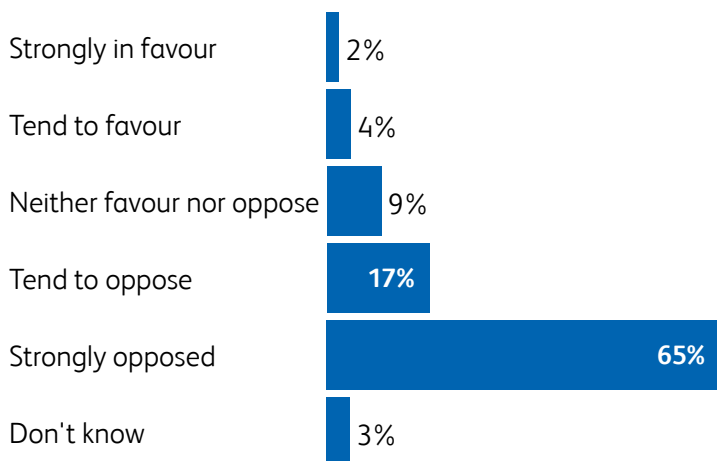


ALMOST 3/5 of those surveyed are in favour of volunteers adding value to the services that paid library staff offer

In favour of volunteers adding value to work of paid staff

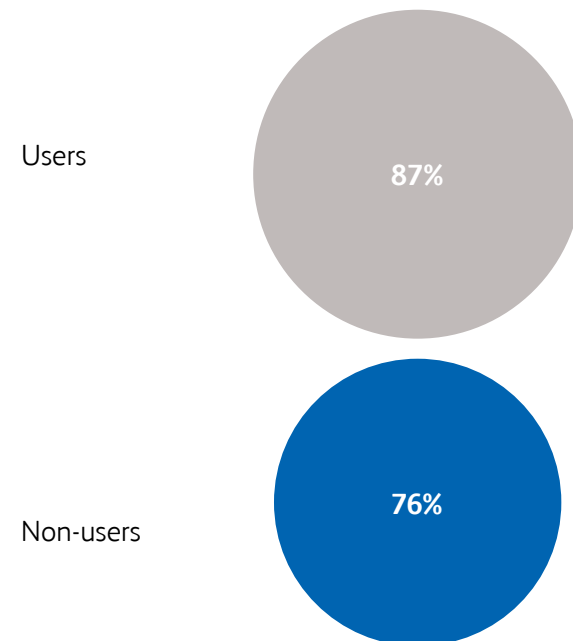


Use of volunteers to replace all paid staff



BELOW 1 IN 10 of people in favour of volunteers replacing all paid staff

Opposed to volunteers replacing all paid staff



APPENDIX

Statistically significant differences and changes over time

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 GROUP³

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

³ Tests carried out for: 1&2/ 3 /4&5

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

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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CHANGING MINDS • CHANGING LIVES

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