



people's panel



Auckland Libraries' Website Survey

November 2011

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2 Key findings

The purpose of the survey was to develop a better understanding of current customer usage and attitudes towards the existing Auckland Libraries' website, in order to inform development of the new website. The survey was completed by 1,742 members of the People's Panel and 129 respondents contacted through Auckland Libraries social network sites.

- 86% of those who completed the survey were members of Auckland Libraries
- 49% visited the library between once a week and once or twice a month
- 68% were infrequent users of the Auckland Libraries' website, or had never used it
- 92% spent 3 or more hours online a week
- 61% visit the Auckland Libraries' website to search for books, check reviews and to see if books are available.
- 43% find the Auckland Libraries' website reliable, generally easy to use and to navigate
- 23% suggested making the Auckland Libraries' website more user friendly with better navigation, less clutter (especially the home page), plain language and simple headings
- 75% are likely to recommend Auckland Libraries to others

The results helped Libraries better understand how our customers are using the Libraries websites and have identified areas of strength and weakness. Auckland Libraries will seek further customer input as the project develops.

3 Background

3.1 Survey Background

Since the new council was formed in November 2010, the Auckland Libraries' website has continued to operate with seven different websites (representing the legacy council areas), and an interim website acting as a portal to content within those websites. The intention is to redevelop and amalgamate all 8 websites into one integrated Auckland Libraries' Website.

This survey was undertaken to assist with the redevelopment. It is part of a broader research approach to ensure as many members of the public as possible have the opportunity to input into the look and feel of the new proposed website.

The primary objective of this survey was to develop a better understanding of current customer usage and attitudes towards the Auckland Libraries' website, in order to inform development of the new website.

3.2 About the People's Panel

The People's Panel aims to provide a representative sample of the local population who are encouraged to get involved with a range of council issues, giving feedback by regularly completing online surveys and getting involved with focus groups and other activities as needed.

The panel supplements other research, consultation and engagement activities and is used to provide public perceptions to help inform decision-making processes. Panellists are recruited to be 'average' members of the public – that is, they include members of the public who come from a range of backgrounds and a range of levels of involvement with the council.

At the time of surveying, there were approximately 6,400 people registered with the panel, with representation from each local board area, age group and ethnicity. The People's Panel is not yet representative of Auckland as a whole and further recruitment is under way to improve participation levels from particular areas, age groups and ethnicities.

For more information about the People's Panel visit: www.aucklandcouncil.govt.nz/peoplespanel

3.3 Methodology

For this survey, 2 separate groups of respondents were invited to participate. The majority of the sample is made up of People's Panellists, with the remainder taking part via social networking using both Facebook and twitter. Responses from both groups are combined into the overall results.

In total there were 1,871 responses, 129 from social networking and 1,743 from the People's Panel. The survey was live between 17th and 25th October 2011, and one reminder was sent to boost the response rate.

Caveats to be aware of:

- Results are not statistically representative of the Auckland region but serve as an initial indicator
- This approach does not deliver a solution for all hard to reach communities but does boost response from the general public

The feedback has been analysed in two ways:

- For the tick box questions, responses to each option have been reported as proportions of the total sample, and presented as charts
- For the open-ended comment questions, responses varied from one-word answers to lengthy paragraphs with several points and ideas. To allow accurate comparison, responses have been coded into themes. The proportion of the sample mentioning each theme has been presented in tabular form. A selection of verbatim quotes has been included in the report, to illustrate these themes.

Please note that results in tables presented in this report may not sum to 100% because multiple responses were allowed for some questions and/or as a result of rounding.

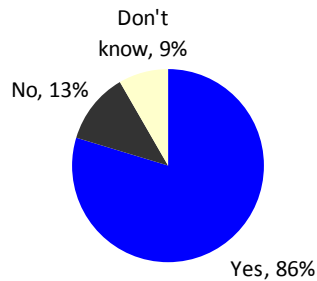
4 Survey Results

4.1 Auckland Libraries Membership and Usage

Library membership

Over 80% of respondents were Auckland Libraries members.

Are you a member of Auckland Libraries, that is, do you have a library card?

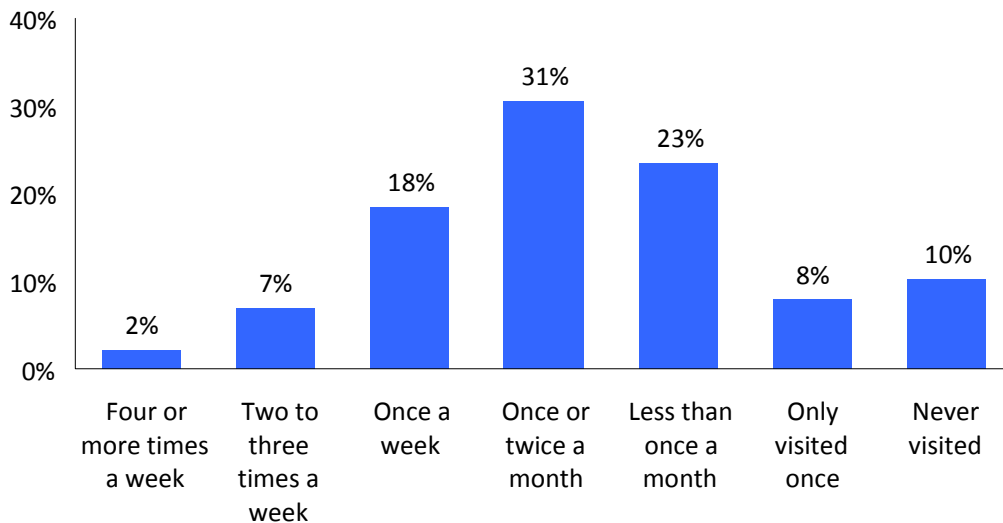


Base: 1871 respondents

Frequency of visiting an Auckland Library

- Almost half (49%) of survey participants visit the library between once a week and once or twice a month.
- A small proportion (9%) visit the library very frequently- 2 or more times per week.
- The remainder (31%) are less frequent visitors, ranging from less than once a month, to only one visit in the last year.
- There is a small group (10%) who have never visited.

In the last 12 months, how often have you visited any of the Auckland Libraries in person?

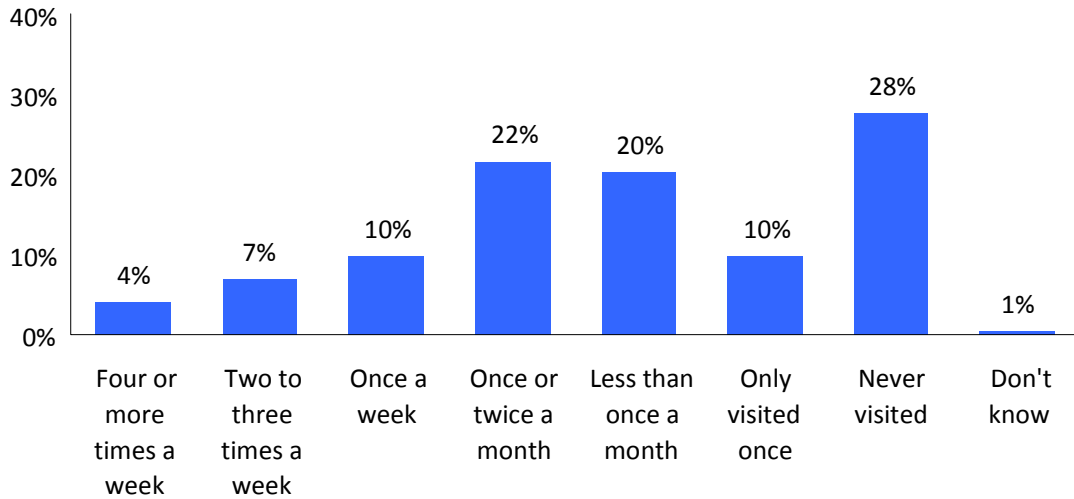


Base: 1871 respondents

Frequency of visiting Auckland Libraries' Website

- Most respondents are infrequent users of the Auckland Libraries' website (30%) or had never visited it (28%).
- 11% are high users of the Libraries' website, visiting 2 or more times per week.
- 32% visit between once a week and once or twice a month.

In the last 12 months, how often have you visited an Auckland Libraries' website?

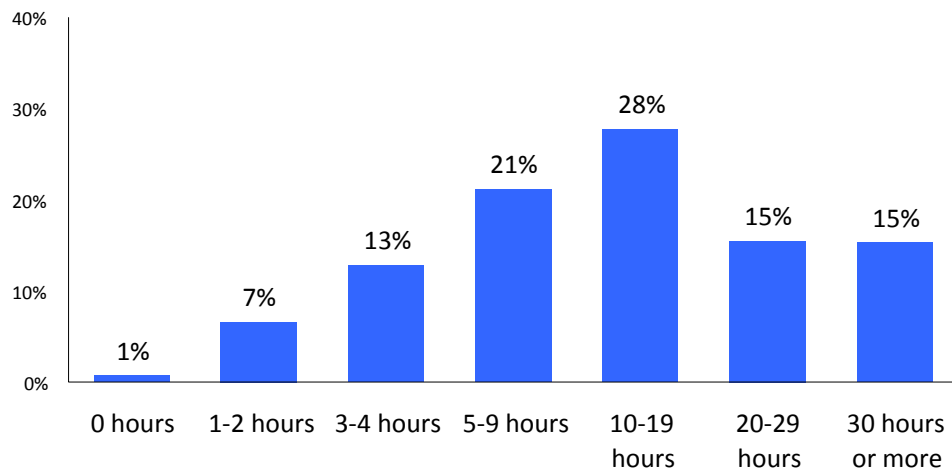


Base: 1871 respondents

Hours spent online each week

Nearly all respondents (93%) spend at least 3-4 hours online each week, with over half (58%) spending 10 hours or more hours. Fifteen per cent are heavy users, spending more than 30 hours online each week.

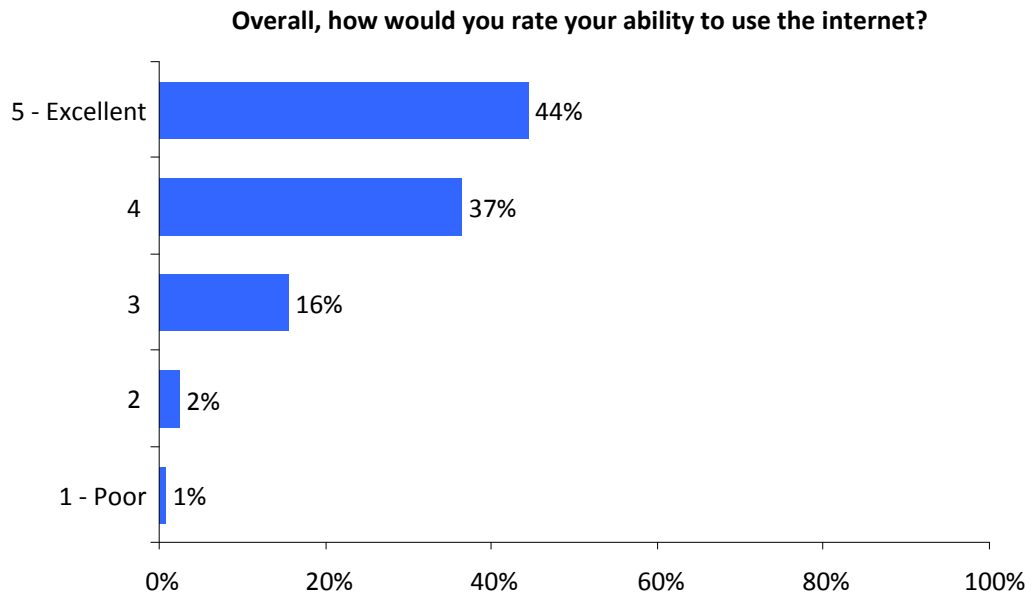
On average, how many hours do you spend online per week? Please note, this includes surfing the net, sending emails, social networking, etc...



Base: 1871 respondents

Ability to use the internet

Panellists and social network users generally consider themselves to be competent users of the internet, with 44% claiming they have excellent skills.



Base: 1870 respondents

4.3 Auckland Libraries' Website

Reasons for visiting the Auckland Libraries' website

- Almost two-thirds (61%) of participants visit the website to search for books, check reviews and to see if books are available.
- 41% of respondents use to website to reserve or request books
- The website is also frequently used for conducting transactions and managing book borrowing, eg reviewing requests, paying fines, renewing books.

What are the main reasons you visit an Auckland Libraries' website?	Number of responses n=1304	% of responses 70%
To check availability of and or location of books/search for books/browse catalogue/check book reviews/new book lists	795	61%
To reserve/request/order books /suggest new books	541	41%
Check status of account 'My Info' (eg make sure that books currently out aren't overdue etc)/review requests/pay fines / check past reading lists	241	18%
Renew books already out/ extend loan period	217	17%
To check availability of items the library lends out other than books (i.e.magazines, newspapers, dvds, music etc)	83	6%
For information (general comment)/information search/ research/databases	76	6%
Information on location and library hours	64	5%
To find out about events and activities/ children's programmes/library news	62	5%
ebooks - searching for ebooks or information on/ e-resources/ internet/ digital downloads/online exhibitions	49	4%
To reserve/request/order items other than books, i.e.magazines, newspapers, dvds,music etc	36	3%
To use genealogy/family history/ancestry services	21	2%
Images/ image databases/photographs	16	1%
Local history/heritage information	15	1%
Use Fundview	7	1%

Base=1304 respondents

What are the main reasons you visit an Auckland Libraries' website? Selection of comments
<p><i>"To see if they have new books by my favourite authors. To order books and have them sent to my local library."</i></p> <p><i>"I had a new interest – sewing - and wanted to see what resources were available. I put in a request for some books, and updated my address"</i></p> <p><i>"To search for books to request. Check when my books are due, and also how far away requested books are."</i></p> <p><i>"To search for books on my reading list"</i></p> <p><i>"To find books, reserve books that are out on loan, extend loan time"</i></p>

Good things about the Auckland Libraries' Website

- Almost half of the survey participants (43%) find the website reliable, generally easy to use and to navigate
- 19% like the ease of browsing and ability to search the catalogue
- 18% appreciate the ability to request and reserve books and other resources
- 12% like being able to search and request books from other libraries
- 11% think the website is up to date and informative

In your experience, what are the good things about the Auckland Libraries' website?	Number of responses n=1225	% of responses 65%
Easy to use and navigate/ good search function/ easy to find what you want/reliable/fast generally and to upload	531	43%
Easy/good way to browse and search for books/ resources/comprehensive catalogue/classic catalogue good	229	19%
Easy/good/quick way to order/request/reserve books & resources/suggest new books	217	18%
Ability to search availability of all resources across all libraries/being able to move books from one library to another	141	12%
Has a lot of useful information/everything you need/educational/up to date/accurate/info on events/library hours	134	11%
Ability to check status of account 'My Info' (eg check due dates) email alerts when books are due/have arrived/review requests/pay fines / check past reading lists/freeze requests	112	9%
Makes library info accessible from anywhere any time/ very convenient/ efficient way of getting information you want/ helps make the most out of visit to physical library	102	8%
Easy/good way to renew/extend loan period for books	75	6%
Generally positive comment about website with no specifics given/ most things/it's ok	57	5%
Nothing/negative comments/experienced problem on site	32	3%
Special features including 'similar to'/recommended reading/music/newsletters/reviews by librarians/ask a librarian/star rating/'what's going on'/news items/new books list/blogs/	30	2%
Looks nice/ modern/good design/colourful	29	2%
Multimedia file/digital library databases/downloadable versions of books & articles/business databases/ online databases generally	22	2%
Access to family History resources/heritage material/archives/old newspaper articles, photo's maps	12	1%
Everything	8	1%

Base =1225 respondents

In your experience, what are the good things about the Auckland Libraries' website? Selection of comments
<p><i>"You can find all the books in the libraries, see whether they are available and make requests, check any outstanding fees."</i></p> <p><i>"It's easy to negotiate. I read a lot and use the website to order books I want. I can use the website to renew books and to check if the libraries hold a certain book."</i></p>

Suggested improvements

- Over a third (35%).of survey participants were happy with the website the way it is now or couldn't think of any suggestions for improvements.
- A quarter (23%) suggested making it more user friendly with better navigation, less clutter (especially the home page), plain language and simple headings.
- 13% thought the website search function needed to be improved, with more consistent cataloguing across each library making the search simpler and quicker.

What improvements would you suggest for the Auckland Libraries' website?	Number of responses n=1006	% of responses 54%
None/can't think of any/don't know/good the way it is	355	35%
Make site more user friendly/better navigation/less cluttered/clearer/especially home page/plain language/simple headings/more usable for those on dialup	235	23%
Better catalogue search/search engine/consistent cataloguing across libraries/simplify search/more search filters/quicker	135	13%
Easier login/not library card number/automatic login/more obvious login field/single sign in/make it simpler to update personal details page	79	8%
More & better content/information/keep fresh/more librarian generated content/ user generated content/discussion/ratings/reviews/recommendations (based on what I read)/better newsletter/more for children	61	6%
Specific issue with functionality ie - opens lots of new windows/ difficult to return to original search when requesting book/better renewals system	54	5%
Want more functionality eg output for citation facilities/ability to edit/better management of reading lists	46	5%
Some library resources difficult to access ie better browsing for music & movies/digital downloads/images/special categories not on shelf	46	5%
Simpler ordering/request system/more options when ordering/make it easier to see what books held/ordered/default library when ordering/ability to freeze books ordered	35	3%
Better layout/design/more attractive/bigger font	33	3%
Change URL/make one website/consistent web interface/information/ for all libraries/combine sites	19	2%
More material digitised/more recent material/available for download ie kids audiobooks	19	2%
Calendar of events /register for events online/opening hours/phone numbers/locations more prominent/retain local info	17	2%
Make accessible on mobile/smartphone/not compatible with all web browsers	12	1%
Prefer classic catalogue/make more obvious	10	1%
Better links to community and more broadly ie school websites/university library websites/overseas libraries/Facebook/social media	9	1%

Base=1006 respondents

**What improvements would you suggest for the Auckland Libraries' website?
Selection of comments**

"Change URL to libraries.auckland.govt.nz."

"Make one website for all Auckland libraries, its annoying how you get sent between all different libraries in the region."

"An easier way to log in – I can never remember my library card number and sometimes my card isn't handy to me."

"It needs a complete redesign. Having as much content as it does, it needs to be brought inline. It looks like it's had patch-work done on it for about a decade. A redesign can take better advantage of space, allowing the user to find the content and navigation items they are looking for."

"It will happen with the passage of time, but I'd like to see better integration of the catalogue, ie fewer multiple entries. Also, there are a few improvements I'd like to see in the way requests are handled."

"It's not very intuitive – it can take a while to find what I'm looking for."

"It's difficult to navigate and seems to have several different home pages. It's not easy to find the information I want right away (library hours, requests, what I have checked out, etc)."

"Need a more refined search engine."

"Declutter – too much on the page use plain language, for example eBooks instead of Downloadable Media. Use terms such as Find Books instead of Search Options. Simplify the search – people just want to find stuff."

"I hate the search engine. Its useless for advanced searching and because things are catalogued differently across different libraries, books that you'd expect in the library don't always come up."

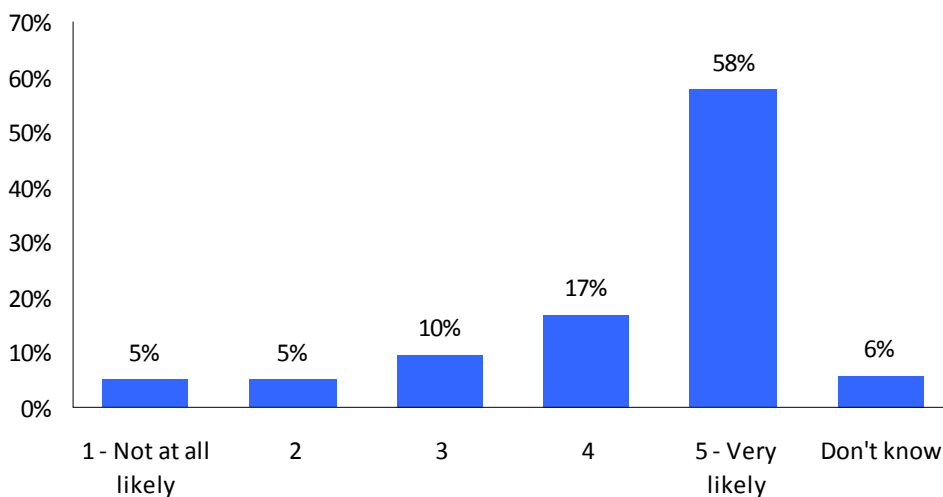
"When looking for fiction, I would like to be able to check availability in my local libraries rather than across the whole Auckland region."

"Better recommendations. When you search for a book, give the librarians review, and some recommendations for other books you may enjoy."

Likelihood of recommending Auckland Libraries to others

Most library users surveyed are positive about Auckland Libraries and three-quarters are likely (58% very likely) to recommend Auckland Libraries to others.

How likely are you to recommend Auckland Libraries to your friends and family?

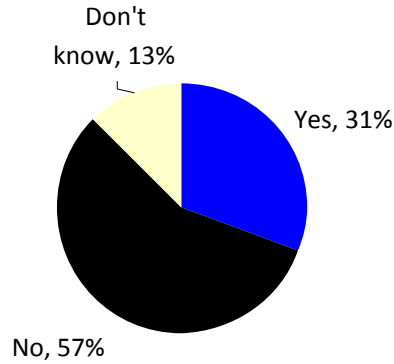


Base: 1862 respondents

4.4 Focus Groups

Just under a third (31%) of survey participants said they were interested in taking part in focus groups to further discuss the Auckland Libraries' website.

Would you be interested in taking part in a discussion group regarding Auckland Libraries' Website?



Base: 1871 respondents

The survey included a number of questions asked for the purposes of focus group recruitment only. The results of these will not be included in this report.

4.5 Final comments

- Over a third (36%) expressed their high regard for Auckland Libraries staff and services including the online service and their appreciation of the expanded resources offered by the new region wide system. Many liked the existing website and didn't see need for many changes
- 17% had comments to make regarding a variety of other library services – some stressed the need for library services to remain free, while a few suggested charges for some services – for instance requests
- 7% agreed that the website needed upgrading or made further suggestions as to how it could be improved
- Almost a quarter (24%) of final comments related to People's Panel. Many appreciated the fact that their feedback was sought on this subject and other council matters. Some suggested topics for other surveys or commented on favourable on the short survey format.

Finally, do you have any further comments you would like to add about this survey or the People's Panel?

Selection of comments

Libraries

"Generally I think the libraries provide an excellent service. The ability to check catalogue re availability of a particular book and order online , when it is often difficult to find the time required to visit the library and look for a particular book, is extremely helpful."

"I LOVE Auckland libraries - one of the best things the Council does :)"

"In my view the services provided by the Library are excellent and they are a focal point for the community"

"The Auckland library system is one of the best things to come out of the supercity merger!"

"The library website is great - don't spoil it!"

"Would it be possible to link titles in the library catalogue to book reviews?"

"Please whatever you do, never stop libraries being free to all New Zealanders. Reading is the key to knowledge and everyone should have access to books, and reading material. also the internet access is good for kids who don't have computers"

"I'm pretty pleased with the library in general, but I think that there could be more international books for the public to borrow."

"I think there should be a \$1 charge to the library member for reserving a book"

"I am really glad that the City libraries are wanting to listen to user concerns and suggestions."

People's Panel

"It good there is a platform to have a say or share information"

"It's good to be able to think about Auckland Council's plans and workings and very good to be able to take part in such a way."

"This was a good one, brief & to the point! :)"

"I really enjoy the surveys and hope you find the responses from panellists useful."

"Could do with a survey on what books should be held"

5 How were the results used?

Auckland Libraries is using the results to bring a strong customer perspective into the development of its new website planned for 2012. The results helped Libraries better understand how our customers are using the Libraries websites and have identified areas of strength and weakness.

Libraries are using the survey results to help prioritise features for the new website and the results will help inform the website design and layout.

The survey was also used to recruit participants for a series of focus groups, which explored these issues in more depth. Results from the focus groups are due in January 2012.

Auckland Libraries will seek further customer input as the project develops.

Appendix 1: Survey Questions

1A Are you a member of Auckland Libraries, that is, do you have a library card? *

Yes

No

Don't know

1B In the last 12 months, how often have you visited any of the Auckland Libraries in person?*

Four or more times a week

Two to three times a week

Once a week

Once or twice a month

Less than once a month

Only visited once

Never visited

Don't know

1C In the last 12 months, how often have you visited an Auckland Libraries' website? *

Four or more times a week

Two to three times a week

Once a week

Once or twice a month

Less than once a month

Only used it once

Never used

Don't know

2A On average, how many hours do you spend online per week?

Please note, this includes surfing the net, sending emails, social networking, etc...*

0 hours

1-2 hours

3-4 hours

5-9 hours

10-19 hours

20-29 hours

30 hours or more

Don't know

2B Overall, how would you rate your ability to use the internet? *

1 - Poor

2

3

4

5 - Excellent

Don't know

3A What are the main reasons you visit an Auckland Libraries' website?

3B In your experience, what are the good things about the Auckland Libraries' website?

3C What improvements would you suggest for the Auckland Libraries' website?

4A And, how likely are you to recommend Auckland Libraries to your friends and family?

- 1 - Not at all likely
- 2
- 3
- 4
- 5 - Very likely
- Don't know

5A Would you be interested in taking part in a discussion group regarding Auckland Libraries' Website?

- *
- Yes
- No
- Don't know

NB Questions 6 – 10 asked only of those who answered Yes to 5A

6A How often do you read non-fiction books on specific topics? *

- 1 - Never
- 2
- 3
- 4
- 5 - Most of the time
- Don't know

7A And why do you read these non-fiction books?

Please select all that apply.

- *
- Recreational reasons
- Study or course related reasons
- To seek information on a specific topic
- Other (please specify)

8A

In the last 6 months, have you used Auckland Libraries for research e.g. family history, local history, special collections?

- *
- Yes
- No
- Don't know

9A Are you a student? *

- Yes - secondary school
- Yes - tertiary/other
- No
- Don't know

9B Are you a recent migrant to Auckland?

- Yes
- No
- Don't know / Prefer not to say

9C Are you...

- Male
- Female
- Other
- I'd prefer not to say

9D Which of the following age groups to you belong to?

- 14 years or younger
- 15-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75 years and older
- I'd prefer not to say

9E Please select your ethnicity:

Please select all that apply.

- | | | |
|-----------------------|-----------------|-------------|
| NZ European | Other European | Maori |
| Samoaan | Cook Islands | Tongan |
| Niuean | Tokelauan | Fijian |
| Other Pacific Peoples | Chinese | Indian |
| Korean | Southeast Asian | Other Asian |
| Middle Eastern | Latin American | African |
| I'd prefer not to say | | |

10A Your full name:

10B Daytime contact phone number:

10C Library you live closest to:

Asked of all participants

11A Finally, do you have any further comments you would like to add about this survey or the People's Panel?

Appendix 2: Respondent Profile: (Peoples Panel Participants only)

	All respondents Absolute values n=1742	All respondents Percentages (%)	Statistics NZ Percentages (%) 2006 census data
Gender			
Female	967	55%	51%
Male	757	43%	49%
Unknown/ Other	18	1%	-
Age			
15-24 years	48	3%	20%
25-34 years	183	10%	19%
35-44 years	351	20%	21%
45-54 years	347	20%	17%
55-64 years	385	22%	12%
65-74 years	319	18%	7%
75+ years	86	5%	6%
Unknown	23	1%	-
Ethnicity (Multiple response)			
NZ European	1580	91%	55%
Maori	71	4%	11%
Pacific Peoples	47	3%	15%
Asian	96	6%	18%
Middle Eastern, Latin American, African	21	1%	1%
Other	3	0.2%	8%
Unknown	53	3%	
Local Board*			
Albert-Eden	172	10%	7%
Devonport-Takapuna	68	4%	4%
Franklin	81	5%	4%
Great Barrier	5	0.3%	0.1%
Henderson-Massey	103	6%	8%
Hibiscus and Bays	138	8%	6%
Howick	108	6%	9%
Kaipatiki	101	6%	6%
Mangere-Otahuhu	25	1%	5%
Manurewa	37	2%	6%
Maungakiekie-Tamaki	90	5%	5%
Orakei	133	8%	6%
Otara-Papatoetoe	24	1%	6%
Papakura	32	2%	3%
Puketapapa	53	3%	4%
Rodney	118	7%	4%
Upper Harbour	44	3%	3%
Waiheke	19	1%	1%
Waitakere Ranges	77	4%	3%
Waitemata	203	12%	5%
Whau	85	5%	5%
Other			-
Unknown	26	2	-
<i>Demographics from People's Panel registration information</i>			