

DOLLARS, SENSE AND PUBLIC LIBRARIES

Technical Report

The landmark study of the socio-economic value of Victorian public libraries



An independent report by SGS Economics and Planning for the State Library of Victoria and Public Libraries Victoria Network

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Published March 2011 by
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This technical report is available on the State Library of
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ISBN 978-0-9808754-1-6



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Contents

Executive Summary	9
Public libraries in Victoria	9
Project scope and objectives	9
Assessing how libraries contribute to the community	9
Cost benefit assessment framework	10
Economic impact assessment framework	12
Victorian household survey	12
Library customer survey	13
Case study findings	13
Victorian findings	15
Cost benefit assessment	15
Economic impact assessment	15
Conclusions	16
Recommendations	16
1 Introduction	17
1.1 Project context	17
1.2 Project objectives	17
1.3 Project methodology	18
1.4 Structure of this report	19
2 A Snapshot of Public Libraries	20
2.1 Library services and facilities	20
2.2 Print collection	20
2.3 Non-print collection	20
2.4 Overall usage	22
2.5 Programs	22
2.6 Income sources	22
2.7 Expenditure	22
2.8 Trends in library usage and provisions	23
3 Public Library Welfare Contributions	25
3.1 Value of public libraries	25
3.2 Costs and benefits of public library services	25
3.2.1 Costs	25
3.2.2 Direct use benefits	26
3.2.3 Indirect use benefits	27
3.2.4 Non-use benefits	28
3.3 Economic activity generated	28
3.3.1 Economic stimuli (direct impact)	29
3.3.2 Economic flow-ons (indirect impact)	29
3.4 Synopsis	29
4 Valuation Techniques and Results Elsewhere	30
4.1 Techniques to monetise benefits	30
4.1.1 Contingency valuation method	31
4.1.2 Financial savings/consumer surplus	31
4.1.3 Travel cost method	32

4.2	Available evidence of benefits	32
4.2.1	Aggregate direct and indirect uses	32
4.2.2	Direct use benefits: access to services	32
4.2.3	Direct use benefits: specific programs	35
4.2.4	Indirect use benefits	35
4.2.5	Non-use benefits	38
4.3	Techniques to estimate induced economic activity	39
4.4	Available evidence of induced economic activity	39
4.5	Synopsis	39
5	Distilled Assessment Framework	41
5.1	Cost benefit analysis	41
5.2	Economic impact analysis	41
5.3	Scaling the results	43
5.3.1	Cost benefit analysis	43
5.3.2	Economic impact assessment	43
6	Survey Results	45
6.1	Victorian household survey	45
6.1.1	Library membership	45
6.1.2	Use of public libraries	45
6.1.3	Awareness of library services	45
6.1.4	Perceived benefits of public libraries	47
6.1.5	Perceived characteristics of public libraries	48
6.1.6	Best things about public libraries	49
6.1.7	Suggested improvements to public libraries	50
6.1.8	Estimated financial value of library services	50
6.1.9	Willingness to pay for library services	50
6.2	Library customer survey	52
6.2.1	Usage frequency	52
6.2.2	Length of stay	53
6.2.3	Reasons for library use	54
6.2.4	Things done at the library	54
6.2.5	Distance travelled	55
6.2.6	Satisfaction with library services	56
6.2.7	Benefits of library services	56
6.2.8	Public library contributions to the community	56
6.2.9	Best things about public libraries	56
6.2.10	Suggested improvements to public libraries	58
6.2.11	Estimated financial value of library services	58
6.2.12	Willingness to pay for library services	61
6.3	Synopsis	61
7	Case Study Results	63
7.1	Library services	63
7.1.1	Casey-Cardinia Library Corporation	63
7.1.2	Darebin Libraries	66

7.1.3	Eastern Regional Libraries Corporation	70
7.1.4	Gannawarra Library Service	73
7.1.5	Geelong Regional Library Corporation	77
7.1.6	Latrobe City Library Service	81
7.1.7	Wyndham Libraries	84
7.2	Library programs	88
7.2.1	Pre-school storytime	88
7.2.2	PC/internet training	89
7.2.3	Homework clubs	90
7.2.4	Home library service	91
7.2.5	Summer Reading Club	93
7.3	Cost benefit assessment results	93
7.4	Economic impact assessment results	97
7.5	Synopsis	97
7.5.1	Common issues	100
7.5.2	Future advocacy efforts	100
8	Value Assessment	102
8.1	Cost benefit analysis	102
8.2	Economic impact assessment	104
9	Conclusions and Recommendations	105
9.1	Conclusions	105
9.2	Recommendations	105
10	Bibliography	106

Contents

Appendix 1 — Telephone Survey Report

Executive Summary	107
Key findings	107
Implications for library advocacy	108
Introduction	109
Research Findings	110
1. Library use	110
1.1 Membership	110
1.2 Use of public libraries	110
2. Perceptions of public libraries	111
2.1 Awareness of library services	111
2.2 Perceived benefits of public libraries	112
2.3 Perceived characteristics of public libraries	113
2.4 Cultural contribution of public libraries	113
2.5 Best things about public libraries	114
2.6 Suggested improvements to public libraries	116
2.7 How libraries contribute to communities	118
3. Value of public libraries	119
3.1 Estimated cost of library services used in past 12 months	119
3.2 Willingness to pay for current library services	120
4. Survey respondent profile	121
5. Victorian survey – Telephone	122
Data tables index	125
Data tables	127

Contents

Appendix 2 —

Library Customer Survey Report

Executive Summary	168
Key findings	168
Library usage patterns	168
Time, distance and money	169
Perceptions of libraries	169
Implications for library advocacy	170
Introduction	171
Research Findings	172
1. Library use	172
1.1 Membership	172
1.2 Usage frequency	172
1.3 Alignment of library visits with other activities	173
1.4 Length of time at library	173
1.5 Library website use	175
1.6 Reasons for using the library	175
1.7 Purpose of library visit	177
1.8 Things done at the library	177
2. Transport	180
2.1 Form of transport	180
2.2 Distance travelled	180
3. Expenditure	181
3.1 Out-of-pocket travel expenses	181
3.2 Total outing expenditure	181
3.3 Purchases triggered by library use	183
4. Perceptions of public libraries	183
4.1 Satisfaction with library services	183
4.2 Benefits of library services	185
4.3 Cultural contribution of public libraries	185
4.4 Public library contributions to the community	185
4.5 Best things about public libraries	188
4.6 Suggested improvements to public libraries	189
5. Value of public libraries	190
5.1 Estimated cost of library services used in 12 months	190
5.2 Willingness to pay for current library services	191
6. Survey respondent profile	192
7. Library customer survey	193
Data tables index	202
Data tables	205

**"You can escape from
the real world and
just read a book."**

(survey respondent)

**"The people that
work there are
very helpful."**

(survey respondent)

**"Good
selection
of books
and learning
materials."**

(survey
respondent)

**"When I walk into
the library it feels
like home."**

(survey respondent)

Executive Summary

Public libraries in Victoria

Public library services in Victoria are delivered by local government. There are 44 municipal public library services including 14 delivered by regional corporations, which are contracted to deliver library services by multiple local government authorities in a partnership arrangement.

According to the *Annual Survey of Public Library Services in Victoria 2008–09* (Department of Planning and Community Development 2010), these public library services operated from 286 service points attracting 27.3 million in-person visits plus more than 30 million virtual visits via their websites. This in-person visitation translates to more than five visits per capita across Victoria each year. Importantly, 48% of Victoria's residents are a member of a public library.

The *Libraries Building Communities* project, which precedes this study, highlights that a diversity of library services are used by the community. This focuses around the collection itself (i.e. borrowing and using books, magazines, audiovisual materials, etc.), as well as the electronic services on offer (e.g. computers, internet, electronic databases). *Libraries Building Communities* also found that the Victorian community is generally satisfied with the services delivered by public libraries; not an easy task given that funding levels for public libraries have not kept pace with the combined forces of population growth and inflation over recent decades.

'A strong signal of the satisfaction with libraries is that 82% of respondents to the online survey had recommended their library to others.' (State Library of Victoria 2005, p.32)

Project scope and objectives

This project has three high-level objectives:

1. Expand the understanding of the value of public libraries to the communities that they serve.
2. Provide public library managers with tools for assessing the value of specific library services.

3. Equip public library managers with advocacy materials to ensure future funding decisions are best advocated.

This Technical Report summarises the processes used and results generated in accordance with the first objective. It documents the value of public libraries to the Victorian community, building on a review of methods and results generated both nationally and internationally, plus the significant research effort employed as part of this project. Recommendations under objectives 2 and 3 are made, however, the tools and advocacy materials themselves are provided separately.

Assessing how libraries contribute to the community

The first phase of research undertaken as part of this project was to review similar studies nationally and internationally and establish a clear framework for estimating the value of public libraries. This research has highlighted that while not applied universally in previous studies, there are two forms of analysis that help us estimate the value of public libraries:

1. The net contribution public libraries make to community welfare. This contribution is measured via a cost benefit assessment (CBA) framework, which contrasts the economic, social and environmental costs and benefits associated with public library services, enabling an estimate of net benefit to be derived.
2. The economic activity induced in the local economy by public library operations. This activity is measured by an economic impact assessment (EIA) framework, which identifies the stimuli that public libraries introduce into local economies through their expenditure profiles and traces how these stimuli culminate in economic activity in buyer and supplier industries through successive rounds of economic transactions.

The results of these assessment frameworks are not cumulative, i.e. they cannot be added together. They answer two different questions, with the CBA telling us if libraries are good value investments and the EIA telling us how much local economic activity libraries generate.

Cost benefit assessment framework

The costs of public libraries are clearly defined and available via their recurrent capital and operating costs. This information is readily available from the *Annual Survey of Public Library Services in Victoria* published by Department of Planning and Community Development each year.

The benefits of public libraries are wide-ranging and encompass the value delivered to library customers directly and indirectly including:

- the services and programs made available to customers by public libraries;
- the social interaction facilitated in public libraries;
- the sense of place and enhanced local amenity afforded by libraries;
- environmental savings generated through continued re-use of library collections;
- public library contribution to language and computer literacy; and
- public library facilitation of improved education, career development and health outcomes.

Non-users of public libraries also gain benefits from public library services. These include the value non-users place on having the option to use public libraries in future, as well as the value of knowing that public libraries exist for others to use, both now and in the future.

Measuring the benefits of public libraries is not as straightforward as measuring costs, because the benefits are enjoyed by both customers and non-users, and are not traded in the market place as they are largely provided free of charge. Consequently, market prices do not exist. To overcome this, this project has used a combination of three non-market valuation techniques, which overlap in some cases but which will provide alternative estimates of benefit for the sake of comparison when viewed individually:

- Financial savings – this method values the services offered by public libraries by asking customers to estimate the costs they would

incur if similar services were provided by substitute, private sector providers.

- Travel costs – this method estimates the value of time, cost and effort that library customers incur in getting to and in using public library services. In essence, this method assumes the value derived by customers must outweigh the costs incurred, otherwise customers wouldn't make the visit.
- Contingency valuation – this method asks library customers and non-users how much they would be willing to pay to keep public library services on offer in their respective communities.

The CBA framework is summarised in Figure A.

To populate this framework, this project has undertaken significant primary research, including a survey of Victorian households (1,050 households), covering both library customer and non-user households, as well as online and paper surveys at seven case study library services across Victoria (1,380 customers). Site visits and interviews were also undertaken to help interpret these case study based findings.

"A diverse collection of recreational and educational materials in a relatively peaceful environment excellent for maintenance of a brain overstressed in a work environment."

(survey respondent)

Figure A: Cost benefit assessment framework

Capital and operating costs		Measurement technique				
Recurrent capital works to library buildings		Depreciation allowances				
Recurrent operating costs: expenditure on library materials, staff costs and other administration costs		Actual costs				
BENEFITS	Services and programs		Benefits		Measurement technique	
	Direct	The direct benefits to library customers	Collection – print	Access to services Social interaction	Financial savings	Travel cost method (TCM)
			Collection – non-print material			
			Collection – news and serials			
	Indirect	The flow-on benefits of using library services	Subscriptions	Improved local amenity Environmental savings Contribution to language and computer literacy Complement to education institutions Facilitation of career development Contribution to community health	Shadow pricing technique	Contingency valuation method (CVM): survey of user willingness to pay
			Information technology			
			Programs			
	Non-use	Preserving the option for future use Perceived value and significance to the community Value of preservation for future generations	Provision of facilities	See description ←	Contingency valuation method (CVM): survey of non-user willingness to pay	

Economic impact assessment framework

The EIA framework is relatively simple when compared to the CBA framework. It isolates the stimuli that public libraries bring to their local economies and traces how this stimuli flows through to other enterprises in the local economy via multiple rounds of transactions.

Public libraries stimulate their local economies through their recurrent capital and operating costs, as well as library customer spending that is triggered by their use of public library services. This information has been gathered from the *Annual Survey of Public Library Services in Victoria 2008–09* plus the online and paper surveys of case study library customers mentioned earlier.

To trace how this stimuli flows through local economies, this project has developed case study area specific (input–output) econometric models, which enable industry-specific income, value-added and employment multipliers to be generated for each library service and applied these multipliers to the local economic stimuli provided by public library services.

By adding the operation of these multipliers, this project has linked the total amount of economic activity, in terms of case study area income, value-added and employment that is linked to the public library services in question.

"Pleasant and knowledgeable staff and building."

(survey respondent)

Victorian household survey

The Victorian household survey received 1,050 responses. This survey has confirmed that nearly two-thirds of the population have used a Victorian public library in the past 12 months.

The household survey confirms much of the insights generated by *Libraries Building Communities*, and highlights that the community acknowledges libraries contribute in many ways, such as:

- supporting children's education and early development;
- helping people obtain information not available elsewhere;
- contributing to enjoyable and meaningful pastimes, hobbies and interests;
- supporting educational courses and lifelong learning; and
- fostering a sense of community belonging

The value of public libraries to community members is also clearly established by the household survey, with:

- Library customers estimating they would have to spend an average of \$364 per year to access library services from private businesses. This is in stark contrast to the \$36 per capita received by Victorian public libraries in the 2008–09 financial year.
- Respondents stating they were willing to pay an average of \$65 per year to maintain community access to library services. Non-users were prepared to pay \$55 per year, compared with \$72 per year among library customers.

Most people said libraries were worth more than they nominated, but this was all they could afford to pay.

Library customer survey

As a collective, the survey completed by 1,380 library customers across the seven case study library services tell us:

- Most customers used the library weekly (49% overall) or fortnightly (29% overall), i.e. regularly.
- Borrowing was the predominant activity at the library. Overall, 86% of customers borrowed books or printed materials and 55% borrowed CDs, DVDs or videos during their visits. Importantly, a wide variety of other activities are also carried out within the library including:
 - reading, watching or listening to library materials;
 - accessing the internet;
 - using reference materials;
 - making reference enquiries; and
 - using computers.

In terms of personal experience, library services have helped customers most with supporting meaningful pastimes, hobbies and interests, and lifelong learning. Finding information not available elsewhere, accomplishing tasks/goals and fostering community/belonging also featured significantly.

From a broader community perspective, customers believed libraries make very important contributions as safe and pleasant places to visit and by facilitating lifelong learning; providing internet access for everyone; and encouraging responsible social behaviour.

Library customers estimated they would have had to spend an average of \$419 per year to access library services from private businesses. As in the Victorian household survey (where customers saved \$364 per year), this is a significant recorded saving.

Customers stated they were willing to spend an average of \$72 per year to maintain community access to library services. Most people said libraries were worth more than they nominated, but this was all they could afford to pay.

Case study findings

The case study library services reiterated much of what has already been established by *Libraries Building Communities*. They also show how different library services contribute differently to their respective communities, reflecting the importance of context. Without recounting blow-by-blow the findings of each case study, Figure B highlights:

- some standout messages attributable to each case study;
- how the estimated value of benefits compares with library service delivery costs (via the benefit cost ratio (BCR)) under each of the three benefit estimation methods utilised; and
- the total amount of local economic income, value-added and employment that is attributable to library services in their respective catchments.

Some of the common issues highlighted by the case study libraries include:

- Insufficiency of funding to cope with growing and diverse communities, coupled with rising community service expectations.
- Increasing demand for home library services, as the population ages.
- The need to keep abreast of changing technologies and to train staff to be actively engaged with these technologies.
- Their ability to attract and retain qualified staff.

From a future advocacy perspective, the case study interviews suggest significant value in:

- Library staff members being well-recognised across council and abreast of the broader council agenda.
- Library staff training in assessing and writing grant applications.
- Ensuring that advocacy materials are written in lay terms but are backed by the rigour that is expected in formal business cases.

Figure B: Case study synopsis

Standout message	Annual cost (\$ million)	Annual benefit (\$ million)			Annual economic activity supported in local economy		
		Financial savings	Travel cost method	Contingent valuation method	Income (\$ million)	Value-added (\$ million)	Employment (EFT)
Casey-Cardinia Library Corporation • Need to maintain the personal touch in customer service, as new technologies deliver service efficiencies.	\$8.2	\$55.4 BCR = 6.75	\$31.1 BCR = 3.78	\$17.2 BCR = 2.10	\$20.0	\$2.0	124 jobs
Darebin Libraries • Multicultural and disadvantaged communities make particular use of library services.	\$4.8	\$30.5 BCR = 6.23	\$23.2 BCR = 4.74	\$9.8 BCR = 2.01	\$13.4	\$1.8	77 jobs
Eastern Regional Libraries Corporation • Different library branches play very different roles, reflecting the character of their catchments.	\$11.1	\$81.5 BCR = 7.35	\$44.2 BCR = 3.99	\$24.7 BCR = 2.23	\$45.2	\$5.7	282 jobs
Gannawarra Library Service • Libraries play an increasingly strong role in the community in times of crisis.	\$0.54	\$1.8 BCR = 3.38	\$1.7 BCR = 3.03	\$0.8 BCR = 1.45	\$0.6	\$0.05	6 jobs
Geelong Regional Library Corporation • Libraries can play a strong role in showcasing local skills/technologies, particularly when located in hubs.	\$7.2	\$53.4 BCR = 7.46	\$28.5 BCR = 3.99	\$15.4 BCR = 2.15	\$26.8	\$3.7	168 jobs
Latrobe City Library Service • Qualified staff are crucial and underpin much of the community benefit conferred. • A broad array of other community services (such as maternal and child health) can be delivered via libraries as 'one stop' locations.	\$1.5	\$15.6 BCR = 10.68*	\$5.8 BCR = 3.95	\$4.1 BCR = 2.80	\$9.6	\$0.7	51 jobs
Wyndham Library Service • Coping with growth is difficult but visibility and collocation with other services assists.	\$3.6	\$30.9 BCR = 8.58	\$10.5 BCR = 2.90	\$8.6 BCR = 2.39	\$13.1	\$1.5	76 jobs

Notes: BCR means benefit cost ratio

* In part, Latrobe City's high BCR is reflective of no capital and depreciation costs incurred by the library service during 2009.

- Establishing a 'clearing house' for best advocacy practice, recognising that some advocacy efforts generate better results than others, and all library services should benefit from past experience.
- Ensuring funding and operating decisions are informed by international best practice and contemporary thinking, disconnecting future debate from the inertia of the past.
- Maximising the visibility of libraries through highly accessible locations, distinctive building structures and collocation of libraries with other community services, i.e. in a community hub or as a one-stop community service location.

Victorian findings

Cost benefit assessment

The case study results were scaled to a Victorian level to enable an annual net dollar benefit for the Victorian community to be generated. To do this:

- The recurrent costs of all public library services were sourced from existing publications.
- These publications were used to assess use types and frequencies by key facility/program type for each library service.
- The dollar value of willingness to pay, financial savings and cost of travel, measured in the case study customer surveys, was applied to broader customer numbers of libraries bearing similar characteristics to the chosen case study libraries.
- The statewide non-user survey results, i.e. non-user willingness to pay, were applied across all Victorian households.

From this assessment, it is estimated Victorian public libraries contribute at least \$344 million, and possibly up to \$1.1 billion, to community welfare each year depending on the benefit quantification method adopted. As no quantification method is clearly superior to the others, an average estimate of \$681 million is a sound measure of annual benefit.

Importantly, when contrasted against the annual provisioning costs of \$191 million, the benefit cost ratio ranges up to 5.87, from a minimum of 1.8. In other words, for each dollar expended on Victorian public libraries, Victorians stand to benefit by almost double, and up to nearly six times that amount. An average benefit cost ratio of 3.56 should be adopted for communication purposes.

Comparative analysis of these results with earlier studies commissioned elsewhere, including *Enriching Communities: The value of public libraries in New South Wales* (Liddle 2008) and *Measuring the Economic Impact of the British Library* (Pung et al 2004), indicate the results generated fall within a reasonable range. In particular, the results generated using the financial savings approach is highly consistent with other studies.

Economic impact assessment

If the economic stimuli associated with Victorian public libraries (i.e. own expenditure plus triggered customer expenditure) are traced throughout the Victorian economy, it is estimated the following level of economic activity is supported each year:

- \$722 million in Victorian income.
- \$120 million in Victorian value-added (or Gross State Product).
- 4,430 full-time equivalent jobs.

"Storytime is great ... the librarian is very patient and focused, and works well with children."

(survey respondent)

Conclusions

As evidenced by the *Libraries Building Communities* work and the interviews with library service managers undertaken in this project, library stakeholders are well-equipped to qualitatively articulate the community contributions made by Victorian public libraries. However, when it comes to quantifying these benefits, little information has existed to date within the Victorian context and much of what is available in the public domain is difficult to apply in Victoria.

This study has closed this gap and has found Victorian public libraries contribute significantly to community welfare. Indeed, the benefits contributed by public libraries outweigh their provisioning costs by a factor of at least 1.8 and arguably to a factor in excess of 5. This represents a sound return on community investment and provides a compelling case for further investment.

Importantly, these numbers have been generated using conventions and disciplines that align with the requirements of the Commonwealth and Victorian Treasury guidelines for conducting cost benefit assessments. Moreover, the data used to populate the CBA framework were derived from representative market samples. As a result, the results are both robust and defensible.

This study has also found that the economic activity induced by Victorian public libraries in Victoria is significant after accounting for all of the multiple rounds of transactions induced by library-related expenditures. In short, public libraries contribute some \$120 million to Victorian GSP and support 4,430 full time equivalent jobs each year.

The market research undertaken as part of this project has found that Victorians, be they customers or non-users of public library services, appreciate the contributions made by public libraries, with customers obviously better apprised of the diversity of benefits conferred than non-users. In line with this, Victorians are generally satisfied with Victorian public libraries services and their suggestions for improvement relate primarily to a deepening of existing services.

Recommendations

Given these findings, it is recommended that:

1. This report be communicated widely to Victorians, both in a way that can be comprehended by lay people and in a manner suitable for consumption by funding decision makers.
2. This report and its core qualitative and quantitative results be provided online at a central point familiar to library service managers.
3. Each library service be equipped with the results and instructed how to use these results to estimate their own contributions to community welfare.
4. When communicating the findings of this report, the contributions that align with Commonwealth and Victorian policy objectives be pronounced. This includes the contributions of public libraries to:
 - early childhood learning;
 - numeracy and literacy; and
 - self-organised and lifelong learning.

"They're good for the elderly. It gives them access to a lot of things they can't afford to buy themselves."

(survey respondent)

1 Introduction

1.1 Project context

Public library services in Victoria are delivered by local government. There are 44 municipal public library services including 14 delivered by regional corporations, which are contracted to deliver library services by multiple local government authorities in a partnership arrangement.

In recent decades, the majority of funding for library services has been provided by local government, whereas in the 1980s library funding was split almost equally between State and local government; in 2010, about 80% of funding rests with local government. As a result, local governments are feeling funding pressure as they negotiate and balance competing community funding demands. While the State still contributes some recurrent funding (~20%), it has a clear preference to limit any ongoing funding commitment. This further complicates matters for local government, as it is the State's preference for discrete projects, i.e. works or programs with a finite timeline and scope.

Much work has been done to articulate the contribution of public libraries to community life. Indeed, *Libraries Building Communities*, a joint initiative of the State Library of Victoria and Public Libraries Victoria Network (PLVN), goes a long way to better positioning public libraries for funding. The Dollars, Sense and Public Libraries project aims to take this work further by equipping public library managers with advocacy skills and materials that best position their funding bids in the minds of decision makers.

Dollars, Sense and Public Libraries Stage 1 project scoped the likely requirements of an economic valuation of public libraries, highlighting the importance of quantitative measures (i.e. dollar values) in arguing the case for public funding of public libraries.

1.2 Project objectives

Building on the Stage 1 report, the Dollars, Sense and Public Libraries Stage 2 project had three high-level objectives:

1. Expand the understanding of the value of public libraries to the communities they serve.
2. Provide public library managers with tools for assessing the value of specific library services.
3. Equip public library managers with advocacy materials to ensure future funding decisions are best advocated.

The Specification for Stage 2 listed the following sub-objectives:

- Identify ways that public libraries contribute to economic, social/cultural and environmental wellbeing.
- Identify further actions Victorian public libraries could take to enhance their role in economic development and business growth.
- Use best practice data collection and analysis methods to measure, in a systematic and objective manner, the value of these contributions, compared with the cost of providing the service. Values should include direct and indirect, tangible and intangible impacts as well as use and non-use values.
- Report on public libraries overall, as well as on a number of specific programs and library services.
- Report on a variety of types of economic contribution, including a particular focus on how libraries support business growth and local economic development.
- Establish a replicable and scalable process for measuring economic contribution for some library services. Measures of some specific services should be replicable at the national level.
- Identify perceptions about libraries that are outdated and provide evidence to counter them.

- Develop a library value calculator – a simple spreadsheet tool that provides a simplified cost benefit analysis for library services.
- Provide a reader-friendly report with useful summaries of information that can be readily adopted in advocacy.
- Provide public libraries and councils with evidence that will assist in the planning, development and support of public library services.
- Contribute to an education program for public library staff in conjunction with a communication consultancy which will be commissioned separately.

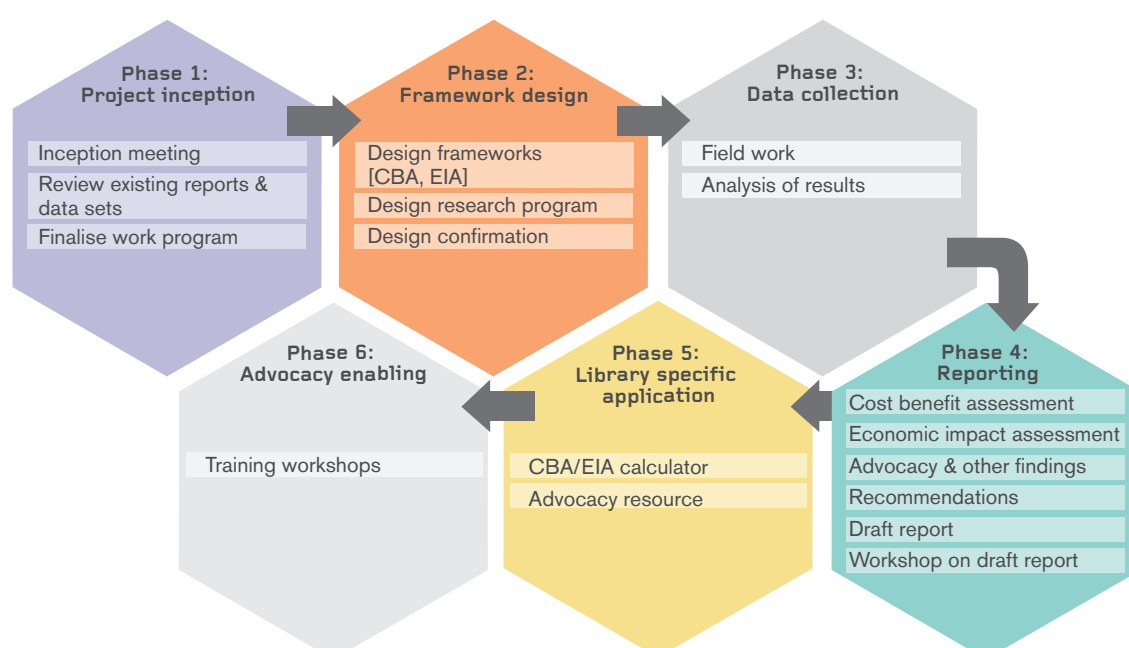
1.3 Project methodology

The approach adopted by the consulting team is broken down into five phases (Figure 1). The first phase was Project inception, the aim of which was to gather, discuss and understand the implications of earlier work in this arena.

The second phase was Framework design. In this phase, the consulting team developed a rigorous framework for scoping, measuring and assessing:

1. The net contribution public libraries make to community welfare. This contribution is measured via a cost benefit assessment (CBA) framework, which contrasts the economic, social and environmental costs and benefits associated with public library services over a long-term evaluation period.
2. The economic activity induced in the local economy by public library operations. This activity is measured by an economic impact assessment (EIA) framework, which identifies the stimuli that public libraries introduce into local economies through their expenditure profiles, and traces how these stimuli culminate in economic activity in buyer and supplier industries through successive rounds of economic transactions.

Figure 1: Project methodology



Phase 3 was Data collection and included the collection of data necessary for populating the framework developed in Phase 2. Data collection included:

- gathering published statistical material;
- site visits and interviews at seven case study library services;
- a survey of library customers at each of these seven case study locations; and
- a telephone survey of Victorian residents.

The Reporting of the analysis and insights gained from data collection formed Phase 4. This technical report encompasses the outcomes of Phase 4, as it details the key findings of the

CBA and EIA as well as other key findings. It also makes recommendations for better advocating for public libraries in Victoria and how Phases 5 and 6 should progress.

Phases 5 and 6 fall outside the scope of this technical report. They involve the following:

- Phase 5 – the development of a library value calculator, i.e. a simple spreadsheet tool that provides a simplified CBA and EIA for each library service across Victoria, based on the results gathered in earlier stages, as well as a qualitative content resource for library specific application.
- Phase 6 – training workshop for disseminating the key findings of the project and how they can be used by specific library services.

1.4 Structure of this report

This report is structured as follows:

Phase 1	
Section 2	Profiles public library services in Victoria, outlining the scope and form of their operations. Much of this data is sourced from the <i>Annual Survey of Public Library Services in Victoria 2008–09</i> (Department of Planning and Community Development 2010).
Section 3	Summarises relevant findings of the previous studies with respect to the costs, benefits and economic impacts of public libraries; the aim being to develop an exhaustive list of welfare contributions and a framework for navigating these.
Section 4	Outlines the techniques previously used to quantify and monetise the contributions made by public libraries, as well as the results that have been generated using these techniques elsewhere.
Phases 2 and 3	
Section 5	Presents the refined CBA and EIA framework that were utilised in this project, listing the triple bottom line costs and benefits identified, as well as the economic impact stimuli isolated for public libraries in Victoria. The preferred measurement techniques and their input data techniques are identified and these requirements are linked with specific data gathering techniques utilised in Phase 3.
Phase 4	
Section 6	Commences the summary of results of the data collection phase. It includes a summary of the survey results of Victorian residents, as well as a distillation of the library customer survey across the case study library services. Detailed analysis and tables of survey results have been provided in the Appendix.
Section 7	Takes a more focused approach and uses the content of the aforementioned surveys, along with the case study site visits and interviews, to present a summary of CBA, EIA and other findings for the seven library services studied, as well as the value specific library programs deliver to the Victorian community.
Sections 8 and 9	Provides final conclusions plus recommendations for better advocating public libraries in Victoria, as well as for the progression of Phases 5 and 6.
Appendix	Provides a copy of the telephone and library customer surveys as well as tabulated data collected for each question.

2 A Snapshot of Public Libraries

This section informs the conduct of this study by drawing from available material to profile public library services in Victoria, outlining the scope and form of their operations. Much of the data is sourced from the *Annual Survey of Public Library Services in Victoria 2008–09* (Department of Planning and Community Development 2010).

2.1 Library services and facilities

A total of 286 public library service points are provided in Victoria in 2008–09, spanning approximately 122,000sqm of floorspace. In these public libraries, there are 2,300 PC terminals; about 75% of these have internet access (Figure 2).

Figure 2: Library facilities

	Total
Service points (#)	286
Floorspace (sqm)	121,711
PC terminals (#)	2,308
Internet-access PC terminals (#)	1,723

Source: *Annual Survey of Public Library Services in Victoria 2008–09* (Department of Planning and Community Development 2010)

Public libraries in Victoria are staffed by 1,597 equivalent full-time (EFT) employees. Volunteer numbers are limited in this context, however, they accumulate to represent approximately 84 EFT employees (Figure 3).

Figure 3: Human resourcing

	Total
Staff EFT	1,597
Volunteers EFT	84

Source: *Annual Survey of Public Library Services in Victoria 2008–09* (Department of Planning and Community Development 2010)

2.2 Print collection

There are, on average, 1.47 printed items per capita in Victorian public library collections. In terms of usage, about 6.95 items are loaned per capita each year. Expenditure on print material was \$3.75 per person, or approximately \$19,649,00 in 2008–09 (Figure 4). Overall, printed materials comprised 87% of public library collections.

2.3 Non-print collection

Non-print materials comprise much less of total collections (13%) than printed materials (87%). However, the *Annual Survey of Public Library Services in Victoria 2008–09* (Department of Planning and Community Development 2010) suggests that this ratio is set to improve as demand for online resources increases. Less expenditure is attributed to non-print materials with approximately \$1.30 spent per person (Figure 5).

"It's free, provides community space and resources."
(survey respondent)

Figure 4: Print material collections

	Per capita			Total		
	Resources	Loans	Expenditure	Resources	Loans	Expenditure
Adult fiction	0.3	1.9	\$0.97	1,707,000	10,056,000	\$5,075,000
Childrens and young adult fiction	0.3	2.3	\$0.75	1,829,000	12,136,000	\$3,933,000
Adult non-fiction	0.4	1.3	\$0.94	2,201,000	7,056,000	\$4,926,000
Childrens and young adult non-fiction	0.1	0.2	\$0.19	637,000	1,302,000	\$973,000
Large print	0.1	0.5	\$0.35	473,000	2,639,000	\$1,813,000
LOTE	0.1	0.5	\$0.31	411,000	2,421,000	\$1,628,000
Reference	0.1	0.0	\$0.17	277,000	29,000	\$916,000
Other print material	0.0	0.1	\$0.07	160,000	764,000	\$385,000
Total collection – print material	1.47	6.95	\$3.75	7,695,000	36,403,000	\$19,649,000

Note: Categories may not equal total due to rounding

Source: *Annual Survey of Public Library Services in Victoria 2008–09* (Department of Planning and Community Development 2010).

Figure 5: Non-print material collection

	Per capita			Total		
	Resources	Loans	Expenditure	Resources	Loans	Expenditure
Talking books	0.1	0.3	\$0.54	324,000	1,738,000	\$2,824,000
CD-ROMs	0.0	0.1	\$0.02	30,000	289,000	\$114,000
CDs (music)	0.0	0.4	\$0.14	233,000	2,179,000	\$710,000
DVDs and videos	0.1	1.5	\$0.42	451,000	7,616,000	\$2,205,000
Other non-print materials	0.0	0.1	\$0.17	83,500	274,000	\$865,000
Total collection – non-print materials	0.21	2.31	\$1.28	1,121,500	12,096,000	\$6,718,000

Note: Categories may not equal total due to rounding

Source: *Annual Survey of Public Library Services in Victoria 2008–09* (Department of Planning and Community Development 2010)

2.4 Overall usage

Over 27 million visits to public libraries were made in 2008–09, equating to 5.2 visits per capita on average in Victoria (Figure 6). Approximately every second Victorian resident has a membership to a public library, and attributing the visits entirely to members results in an average of around 10 visits per year.

Figure 6: Usage patterns

	Per capita	Total
Visits p.a.	5.2	27,231,000
Membership (#)	0.5	2,570,000
Website visits (# p.a.)	5.9	31,012,000

Note: Total numbers are rounded

Source: *Annual Survey of Public Library Services in Victoria 2008–09* (Department of Planning and Community Development 2010)

2.5 Programs

Programs held in public libraries attracted a total of approximately 920,000 participants in 2008–09. The majority of programs were held for children. On average, one in every seven people participated in a library program (Figure 7).

Figure 7: Programs conducted and program participants

	Total
Programs conducted for adults (#)	8,272
Program participants (adults) (#)	212,590
Programs conducted for children (#)	24,205
Program participants (children) (#)	618,574
Total programs conducted	33,096
Total program participants	917,233

Source: *Annual Survey of Public Library Services in Victoria 2008–09* (Department of Planning and Community Development 2010)

2.6 Income sources

Victorian public libraries had an income of \$179,410,800 in the 2008–09 financial year. The majority of this income was provided by councils, with less coming from State Government sources. On a per capita basis, around \$34 in income was received by public libraries (Figure 8).

Figure 8: Income sources of public libraries

	Total	Income per capita
Income/contribution from Council	\$122,413,200	\$23.40
State Government grants – recurrent and operating	\$32,558,500	\$6.20
State Government grants – capital works	\$3,322,600	\$0.60
Other grants	\$1,347,400	\$0.30
User charges, fees and fines	\$4,447,900	\$0.80
Interest	\$1,104,100	\$0.20
Other income	\$3,869,700	\$0.70
Total income	\$179,410,800	\$34.30

Note: Categories may not equal total due to rounding

Source: *Annual Survey of Public Library Services in Victoria 2008–09* (Department of Planning and Community Development 2010)

2.7 Expenditure

Public libraries spent over \$190 million in 2008–09, equating to \$36.40 of expenditure per capita. The majority of this spending was allocated to staff salaries and on-costs, with administration and operation costs making up the next largest component (Figure 9).

It should be noted that expenditure includes depreciation – depreciation is a provision made to account for a reduction in the value of assets (general wear and tear) over time, for instance, library materials such as books and computers. If the provision of depreciation is removed from expenditure, total expenditure for 2008–09 would equate to approximately \$171,320,200.

Figure 9: Components of expenditure for public libraries

	Total	Expenditure per capita
Library materials expenditure	\$27,075,100	\$5.20
Capital works	\$11,799,000	\$2.30
Staff salaries and on-costs	\$103,392,900	\$19.70
Depreciation	\$19,405,300	\$3.70
All other operation and administration costs	\$29,053,200	\$5.50
Total expenditure	\$190,725,500	\$36.40

Note: Categories may not equal total due to rounding; Expenditure includes depreciation.

Source: Annual Survey of Public Library Services in Victoria 2008–09 (Department of Planning and Community Development 2010)

2.8 Trends in library usage and provisions

The indexed chart shown in Figure 10 compares Victoria's population to registered public library members, the number of loans and total public library expenditure from 1980–81 to 2008–09. While population grew at around 1.2% on average per year, the number of registered library members and the total number of loans grew at a slightly higher rate reflecting increasing propensities to use public libraries. Total public library expenditure grew at a far higher rate of around 7% per annum in nominal terms but, if this adjusted to account for inflation, real expenditure growth grew at just 2.4% p.a.

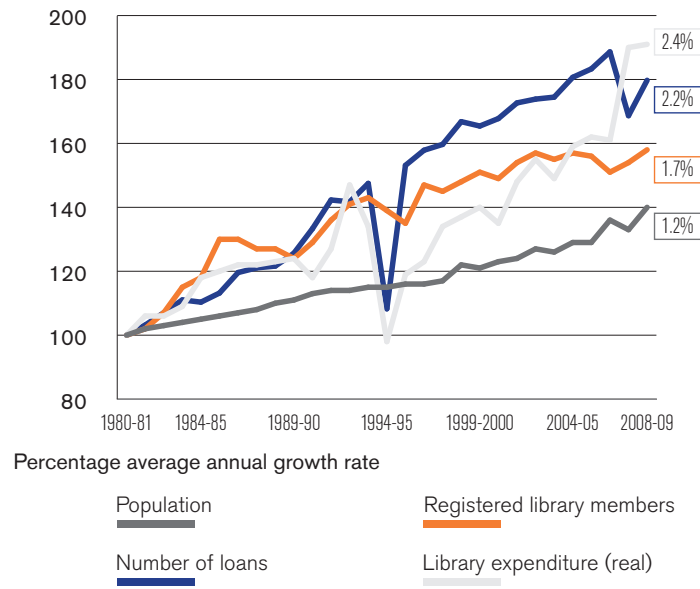
An independent report, *Strategic Asset Audit of Victorian Public Libraries* (Liddle 2006), established a number of long-term trends relating to the health of public libraries. Between 1999–2000 and 2004–05, the following trends emerged:

- Public access floorspace grew by 9.8%, possibly reflecting the target user market's role as a prime driver of collection size.

- Hours open per week grew by 6.6%, a result of changing customer demands and population growth.
- Overall staffing levels fell by 3.8%, possibly due to productivity improvements from outsourcing and technological innovation, along with cost-cutting programs.
- Membership levels fell by 5.1% as a proportion of population, meaning population has grown faster than membership levels in recent years.
- Visits per capita increased by 9.9% but loans per capita declined by 1.7%. This may be a result of a shift towards the use of libraries as a place to visit rather than just a place to borrow books.
- The number of collection items rose by 2.4%, while collection items per capita fell by 5.8%. This may be linked to the relative growth of non-print (including online) materials and decline in print materials (as demonstrated by high rates of turnover).
- Material expenditure rapidly increased by 20.5% overall (11.2% per capita). Taking into account CPI increases of 18.3%, total materials expenditure in real terms grew by 2.2%.

The *Strategic Asset Audit of Victorian Public Libraries* (Liddle 2006) also indicates a number of changes have taken place in the nature of Victoria's public libraries. The key trend has been the fall in the number of items per capita, and this has been linked to a fall in collection funding in real terms.

Figure 10: Growth in population, usage, real expenditure and registrations, 1980–81 to 2008–09



Source: *Annual Survey of Public Library Services in Victoria 2008–09* (Department of Planning and Community Development 2010)

"You can order books from all over Victoria."
(survey respondent)

3 Public Library Welfare Contributions

This section informs the current study by summarising relevant findings in previous studies with respect to the identified costs, benefits and economic impacts of public libraries; the aim being to develop an exhaustive list of welfare contributions and, subsequently, a framework for navigating these.

3.1 Value of public libraries

Numerous studies have been undertaken recently seeking to place a value on public library services. This includes studies in New South Wales, Wisconsin, Indiana and Washington. These studies use a number of techniques to derive a total value. Unfortunately, different conceptual frameworks are utilised and the terminology used is inconsistent, making it difficult to compare the studies on a cross-sectional basis.

Our assessment of these studies, combined with insights drawn from other studies valuing cultural, recreational and environmental goods, is encapsulated in Figure 11. That is, the total value of public libraries encompasses the direct and indirect benefits derived by customers, as well as the benefits derived by the wider community, i.e. non-users.

Figure 11: Types of benefits enjoyed by library customers and non-users

	Types of benefits	
Library customers	Direct	The direct benefits to library service customers
	Indirect	The flow-on benefits as a result of library service usage
Library non-users	Option	Preserving the option for future library service use
	Existence	Perceived community value and significance of library services
	Legacy	Value of preservation of library services for future generations

The net value of public libraries is most commonly assessed using cost benefit analysis (CBA). CBA is the preferred tool of Australian Governments for assessing whether a proposed investment is worthwhile, or an earlier investment has been worthwhile, taking into account economic, social and environmental considerations.

The strengths of CBA lie in its attempt to quantify and monetise, wherever possible, relevant costs and benefits. It then contrasts monetised costs and benefits over the life of the investment using discounted cash flow analysis, to ensure that future costs and benefits are directly comparable in today's dollar terms.

While previous studies identify the gamut of economic, social and environmental costs and benefits attached to public libraries, most tend to focus only on quantifying (in dollar terms) the direct economic benefit enjoyed by library customers. Though the broader benefits are acknowledged in some cases, these are considered to be intangibles and are rarely quantified.

3.2 Costs and benefits of public library services

Previous studies have identified an array of legitimate costs and benefits that are conferred by public libraries. These are summarised in Figure 12 and are discussed separately.

3.2.1 Costs

Recurrent capital and operating costs

The delivery costs associated with library services are their recurrent capital and operating costs.

Recurrent capital costs include ongoing capital works to library buildings, acknowledging that building works sunk in previous years cannot be recaptured are, therefore, excluded.

Recurrent operating costs include expenditure on library materials, staff salaries and other administrative costs.

Figure 12: Identified costs and benefits of public library services

Identified costs				Identified benefits
Recurrent capital costs: Capital works to library buildings.				
Recurrent operating costs: Expenditure on library materials, staff salaries and other administrative costs.				
Type of benefit	Use	Direct	The direct benefits to library service customers	Access to services Social interaction
		Indirect	The flow-on benefits of using library services	Increased local amenity Environmental savings Contribution to language and computer literacy Complement to education institutions Facilitation of career development Contribution to community health
	Non-use	Option	Preservation of option for future use	See description ←
		Existence	Perceived value and significance to the community	
		Legacy	Value of preservation for future generations	

3.2.2 Direct use benefits

Access to services and programs

The services and programs provided by public libraries are widely acknowledged as the key benefit to customers. The Urban Libraries Council, which serves 180 public libraries across North America, identifies this as a traditional service benefit to all library customers in the report *Making Cities Stronger: Public Library Contributions to Local Economic Development*.

‘Public libraries provide direct service benefits to individuals. These include cost savings of public access resources over market costs of goods and services, as well as the self identified benefits of getting information or access to technology.’ (Urban Libraries Council 2007, p.5)

The *Libraries Building Communities Report Two: Logging the Benefits* highlights this, surmising that this is a particular benefit to those who could not otherwise afford these services.

‘...public libraries provide knowledge and information to those in the community who otherwise could not afford to pay retail prices for books and Internet access.’ (State Library of Victoria 2005, p.6)

Social interaction

Public libraries are commonly viewed as neighbourhood and community hubs, where people can meet and exchange ideas and information. The *Libraries Building Communities* survey found that both customers and non-users valued libraries as good places that facilitate social interaction.

‘75% of users and 72% of non-users agreed or strongly agreed that the library is a good place for community interaction.’ (State Library of Victoria 2005, p.28)

A recent study undertaken on *The Economic Contribution of Wisconsin Public Libraries to the*

Economy of Wisconsin found that the majority of focus group participants value their public libraries as community gathering places.

'Many interviewees place a great deal of importance on the value of a comfortable public library facility where they can gather, especially as opportunities for social interaction have decreased in the wake of more people seeking out services online.' (North Star Economics 2008, p.54)

A study on the *Economic Impact of Libraries in Indiana* found that the benefit of social interaction generated by libraries should not be underestimated.

'Libraries contribute to the social fabric of a community by promoting the types of interactions and social integration that builds trust, cooperation, shared values and civic participation. In short, libraries build "social capital". Communities with high social capital tend to have lower crime rates, better health, better educational achievement and greater economic success. As one researcher put it members of these communities are more likely to be housed, hired and happy.' (Indiana Business Research Center 2007, p.19-20)

3.2.3 Indirect use benefits

Increased local amenity

The perception of public libraries and the role they play within the community has been identified by a number of studies as increasing the attractiveness and improving the sense of place within the community.

Libraries Building Communities states that participants viewed public libraries as 'the jewel in the crown' for their area or neighbourhood; one participant stating that 'libraries offer a local connection with a strong civic pride and a focus on our history'. (State Library of Victoria 2005, p.30)

While considered less tangible, a study on the value of public libraries in New South Wales (Liddle 2008) identified that libraries increase local property values. This can be considered an indicator of enhanced local amenity within areas.

Environmental savings

A key benefit of libraries is the environmental saving offered by the multiple usages of materials. Multiple borrowing of library print materials such as books and newspapers and non-print materials, such as CDs and DVDs, is more resource friendly than individual ownership.

This is highlighted effectively by a participant in the New South Wales study:

'Books = paper = chopping down trees. The more we share the resources the less resources we need!' (Liddle 2008, p.36)

Contribution to language and computer literacy

The services and programs provided by public libraries are seen to make a significant contribution to language and computer literacy. The Indiana study found that:

'Libraries serve as a significant channel for delivering educational services for every age, from pre-school through to retirement.' (Indiana Business Research Center 2007, p.6)

The importance of libraries as contributors to literacy is demonstrated in the Urban Libraries Council (2007) work. It highlights that investments in early learning, in particular through library programs such as traditional storytime activities, builds stronger local economic capacity in the long term.

Complement to education institutions

The *Enriching Communities: The Value of Public Libraries in New South Wales* study highlights that public libraries complement education institutions.

'It is generally accepted and confirmed by this research that public libraries are an important complement to educational institutions and in the hypothetical event that public libraries did not exist, one would expect that educational institutions would be required to bolster their expenditure on school libraries.' (Liddle 2008, p.29)

Facilitation of career development

Libraries facilitate job search activities through access to the internet, as well as ongoing learning through access to services and programs. Both have been identified as contributing to career development. Some participants in the New South Wales study identified this as a key benefit derived from using library services.

'The Library User Survey found that 8.1% of respondents credited the public library as helping them obtain a new job or promotion and that 14% credited the public library as making them more productive in their jobs.' (Liddle 2008, p.30)

Contribution to community health

The contribution that public libraries make to community health is identified as a benefit by some studies. General information provided through library collections, as well as particular library programs that focus on raising awareness with respect to health issues, were identified as drivers of this benefit.

3.2.4 Non-use benefits

While non-users do not experience the benefits enjoyed by library customers, it is both reasonable and common in studies of this nature to assume that non-users will also place some value on public library services. Elements of this value stem from the following benefits:

Option value

Although an individual may not use or ever visit a library, the knowledge that it will be indefinitely accessible in the future creates what is known as an 'option value'. In this case, there is an understanding that if the library services were discontinued, the individual would feel a quantifiable loss of this option.

Existence value

'Existence value' is a much less tangible value. It reflects individual perceptions of how public

libraries contribute to the basic and essential elements of a local community. In essence, it stems from the fact that some non-users are willing to pay for public libraries so others can benefit from their services.

Legacy value

Individuals and communities value maintaining public libraries just so future generations might benefit from their existence. This cultural and historical legacy stems from the feeling of obligation and responsibility towards future generations, particularly around places that have perceived community value and/or operate to meet community needs.

3.3 Economic activity generated

Another common measure estimated in earlier studies is the wider economic impact that library services generate in local economies. That is, the amount of economic activity induced by public library operations. Importantly, such an approach, often called economic impact assessment (EIA), does not assess whether the public library services provide a net benefit (net value) to the community they serve, i.e. the benefits (values) outweigh the costs. EIA merely traces how library service expenditures trigger other expenditures in the local economy and culminate in a total amount of economic activity induced.

The Wisconsin study describes the EIA concept well:

'All of the dollars spent by public libraries, their employees and visitors on goods and services recycle through the state economy to be spent again on goods and services by the businesses and citizens that serve the public libraries.' (North Star Economics 2008, p.20)

In some of the earlier studies, both CBA and EIA techniques are used interchangeably to quantify the value of public libraries. In some cases, the results are incorrectly added together and presented as a total economic value. It must be reiterated that both are distinct techniques that quantify library service contributions from different perspectives. Their independent results should not be added together.

Carrying out an EIA requires isolating the stimulatory expenditures made by public libraries in their local economies, often called the direct impact, and then:

- aligning these stimulatory expenditures with related (buyer and supplier) industries; and
- tracing how the activity induced in these related industries reverberate locally, through subsequent rounds of buying/supplying, until their reverberations peter out.

The direct impact plus the reverberations, also known as indirect impacts or flow-on effects, can then be added together to approximate an overall economic impact.

3.3.1 Economic stimuli (direct impact)

In EIA, the economic stimuli is largely related to the actual expenditure of the public library service. This can include:

‘...the library’s local spending on staff compensation and on goods and services. This type of economic impact can be thought of in terms of the additional local jobs that are attributable to the spending of a library. In addition to salaries paid to staff that are spent on items such as housing, groceries and utilities, libraries also buy services from local plumbers, copier repair firms and utilities.’ (Indiana Business Research Center 2007, p.12)

3.3.2 Economic flow-ons (indirect impact)

Economic flow-ons (indirect impacts) reflect the transactions triggered in buyer and supplier industries relevant to libraries in the first instance, i.e. the first round of transactions. They also include transactions induced by the related buyer and supplier industries in the second round of transactions, as well as third, fourth and fifth rounds of transactions induced and so on. That is, the direct economic stimuli lead to:

‘...secondary and tertiary economic effects. In short, library spending helps support the network of local economic transactions.’ (Indiana Business Research Center 2007, p.12)

3.4 Synopsis

Given the insights generated by previous studies, it can be concluded confidently that the value of public library services to the community stems from the use and non-use benefits categorised in Figure 12. However, delivering these benefits requires significant expenditures (costs) and, therefore, estimating their net value or benefit to the Victorian community requires subtracting these delivery costs, which are largely recurrent capital and operating costs.

While independent as an exercise, it is also useful to describe how public libraries stimulate economic activity in their host regions and, in doing so, contribute to local area employment and output. This is done by adding direct library expenditures, i.e. their recurrent capital and operating costs, to the expenditures induced in buyer and supplier industries from this initial stimulus through multiple rounds of transactions.

4 Valuation Techniques and Results Elsewhere

This section outlines the techniques previously used to quantify and monetise the contributions made by public libraries, as well as the results that have been generated using these techniques elsewhere. Results generated by these studies are also shown to allow comparability across them and with the estimates generated in this study.

4.1 Techniques to monetise benefits

Library services are public goods. They provide several services and specific programs which are non-excludible and non-rival goods, i.e. their use by one individual does not reduce their availability (and hence their value) to other users, and individuals cannot generally be excluded from using library services. Consequently, public library services do not command a market price, which generally is used to value the benefits of use.

In order to get around this problem, economists use several other techniques including:

1. The stated preference of customers and non-users of having such services available.
2. The revealed preference of customers of having such services available and/or using

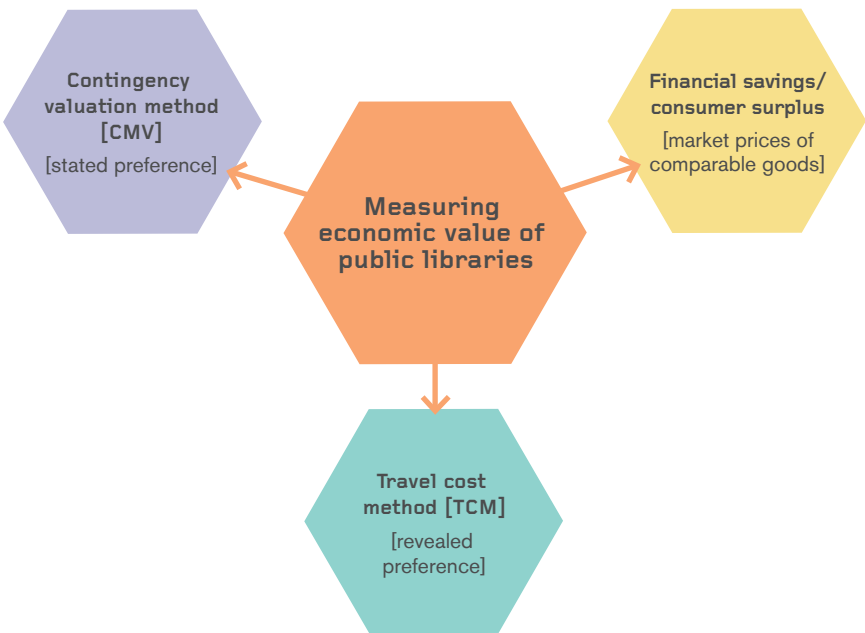
market prices of comparable goods that might be regarded as substitutes for particular library services.

Based on these different methods, three techniques have been used in the literature to quantify the value of benefits conferred by public library services (Figure 13).

Each of these techniques is best suited to measure different types of benefits:

- The contingency valuation method (CVM) is generally used to measure the use (direct and indirect) and non-use benefits of public libraries, albeit separately. This method can also be used to monetise the value of specific library programs.
- On the other hand, the financial savings approach and travel cost methods (TCM) are generally used to measure only the direct use benefits of public libraries. Sometimes these approaches have also been used to value specific programs conducted by public libraries.

Figure 13: Techniques to value public library service benefits



4.1.1 Contingency valuation method

Perhaps the most widely used method of monetising both use and non-use benefits of public libraries is the contingent valuation method (CVM). The CVM asks respondents to state their willingness in support for particular projects, in this case library services. Hence, CVM is known as a stated preference valuation method. This method, reliant on survey responses, seeks a subjective valuation of users' and non-users' willingness to pay for library services, or alternatively, their willingness to accept (WTA) payment in the form of tax savings, in order to forego library services.

Most studies observe that the generated responses to willingness to pay (WTP) surveys are superior to willingness to accept (WTA) measures. This reflects the sometimes extremely inflated WTA responses, e.g. those recorded by Pung et al (2004).¹ Consequently, researchers prefer to use WTP measures for estimating the value of both user and non-user benefits.

While CVM is the most widely used valuation technique, it has a few disadvantages.

- The valuation inherently rests more on subjective notions of value rather than market values.
- These surveys present customers with purely hypothetical alternatives. As a result, they yield inherently speculative information.

Nonetheless, the CVM remains a robust method of measuring value of public library benefits, as they offer the most comprehensive scope among all available techniques for measuring both direct and indirect use benefits, as well as the non-use benefits.

4.1.2 Financial savings/consumer surplus

This method is used widely to monetise the direct use benefits of public library services and specific programs within this context. It approximates the

financial savings to library customers in accessing free facilities and services, rather than paying for commensurate services/facilities elsewhere.

As identified earlier, the direct use benefits of public library services relate to their provisioning of services such as print and non-print collections; PC/internet services; and meeting rooms. The customer would have had to pay for each of these services/facilities had libraries not provided them.

In order to value financial savings, studies use the actual costs of substitutes to specific library services in the local marketplace. These market costs inform an estimate of the direct use value. Essentially, these financial savings are representative of the consumer surplus to society, i.e. the amount consumers are willing to pay to access services less the actual amount they pay at public libraries (often little or nothing).

It is important to note a shortcoming of this approach. In most circumstances, this technique can only be used to value the financial savings from access to material that has been borrowed from the library on loan. That is, it under counts benefits derived from sources within the library, e.g. reference material² and content accessed remotely.

Another point to note is that financial savings calculated using this approach are based on current year valuation prices. On the other hand, a substantial part of material in circulation on loan might have been purchased in previous years. However, Levin et al (2006) point out that the value of reference materials, especially books, does not depreciate over time, even after multiple uses. Therefore, using current valuation prices for books purchased in previous years, does not present a major challenge.

¹ Where some respondents expressed their willingness to accept nothing less than \$1 million as compensation for the cessation public library services.

² Levin et al (2006) argue that a rough estimate of material accessed at the library without being borrowed, i.e. on loan, could be gauged from the number of items re-shelved by library staff.

4.1.3 Travel cost method

The travel cost method (TCM) assumes that library customers value their own time. The choice implicit in a decision to spend time at the library rather than in some other activity reflects the investment equal to the value of the customers' time, i.e. their revealed preference to spend time at the library.

This method is primarily used to value direct use benefits of public libraries. When using the TCM, studies usually apply customers' travel time and their time spent at the library using hourly wage rates.

Note that this method is not widely used. This is because of the perceived shortcoming in applying hourly wage rates as the opportunity cost of customers' time. It has been suggested that library customers are much more likely to substitute visiting the library for another recreational pursuit, rather than for work. Therefore, approximating the opportunity cost of customers' time with the hourly wage rate may not be appropriate. A clear remedy lies in using the opportunity cost of recreational time, which is often applied in public transport studies.

4.2 Available evidence of benefits

Several public library studies have used the aforementioned techniques to value both use and non-use benefits of public libraries. In summary:

- Most studies select the CVM to provide a consolidated value on both use and direct use benefits of public library services.
- A number of studies use the financial savings method to quantify the direct use benefits of libraries and elements thereof.
- The TCM has been used only by selected studies to value specific programs conducted by libraries.

4.2.1 Aggregate direct and indirect uses

Table 1 shows the available estimates of willingness to pay for public library services and/or willingness to accept compensation in order to forego these services.

4.2.2 Direct use benefits: access to services

Most studies have relied on the financial savings method to value the direct use benefits of specific services and facilities provided by libraries. Table 2 summarises the available evidence.

The financial savings from access to different types of services have been valued as follows:

Access to print and non-print material

Access to different types of print and non-print material, e.g. books, serials, audio books, newspapers and magazines, audio and video CDs and DVDs, etc. has been valued at commensurate acquisition cost (either purchase price or rental cost) less the resale value of the item.³

Access to PC/internet use

Financial savings from PC/internet use take account of avoided costs of using internet facilities at commercial internet kiosks. These have been valued using rental prices of commensurate services available commercially.

Access to meeting rooms

Community space provided by different library locations could be taken up for several different uses. Financial savings are valued using rental rates of commensurately sized facilities available in the private market.

³ The resale value is used to capture the true opportunity cost of using the library to the user, i.e. purchase price of an item less its resale value available to the user. Levin et al (2006) assume a resale value of 50% of acquisition cost.

Table 1: CVM estimates of library benefits

Benefit	Valuation technique	Study ^a	Estimate per capita (2009\$) ^{* ^}	Estimate per user p.a. (2009\$) [*]
Consolidated value of direct and indirect use of library services	Contingent valuation method (CVM): willingness to pay (WTP)	Liddle (2008) Pung et al (2004)	\$34.60 \$2.70	\$61.15 \$336.00
	Contingent valuation method (CVM): willingness to accept (WTA)	Pung et al (2004)	\$13.80	\$790.70

Notes:

^a Liddle (2008) estimates the value of all public libraries in New South Wales in 2007. Pung et al (2004) estimate the value of the British Library to the UK population in 2004.

^{*} All values are presented in 2009 Australian dollars. An inflation rate of 2.5% p.a. has been applied to align benefits with the current period (based on ABS Cat 6401.0). Historic exchange rates have been accessed from www.xe.com to convert foreign currency to Australian dollars.

[^] Benefits per capita have been derived by taking the total value of benefits as a ratio of the reference population served by the library.

"Diversity of books, magazines and DVDs but mainly ALL the staff are delightful, chatty and very knowledgeable."

(survey respondent)

Table 2: Financial savings based estimates of specific direct use benefits

Benefit	Valuation technique	Study ^a	Estimate per capita (2009\$) ^{* ^}	Commercial benchmarks (2009\$ per transaction/ per hour) [*]
Access to services: print and non-print material	Financial savings (consumer surplus): materials borrowed in lieu of purchase/rent			
	Books	Liddle (2008)	\$109.44	\$26.27
		Levin et al (2006)	\$55.53	\$13.43
	Non books/periodicals:	Levin et al (2006)	\$2.75	\$7.00
	Purchase	Liddle (2008)	\$4.08	\$21.01
	Rental	Liddle (2008)	\$3.26	\$4.20
	Serials	Liddle (2008)	\$1.41	\$4.20
	Separate collections	Liddle (2008)	\$30.45	\$26.27
	Online journals	Liddle (2008)	\$31.22	–
	Films	Levin et al (2006)	\$19.68**	\$4.20**
	Music and books CDs/ DVDs	Levin et al (2006)	\$12.46**	\$17.62**
	Others (book tapes, books for blind, e-books, audio books downloads)	Levin et al (2006)	\$9.30**	\$21.71**
Access to services: PC and internet access	Financial savings (consumer surplus): use of a PC/internet in lieu of commercial rent	Liddle (2008)	\$0.94	\$3.15
		Levin et al (2006)	\$19.06	\$14.00
Access to services: meeting rooms	Financial savings (consumer surplus): use of facilities in lieu of commercial rent	Levin et al (2006)	\$0.30	\$70.02

Notes:

^a Liddle (2008) estimates the value of all public libraries in New South Wales in 2007. Levin et al (2006) estimate the value of nine libraries in South West Ohio to their constituent population in 2005.

* All values are presented in 2009 Australian dollars. An inflation rate of 2.5% p.a. has been applied to align benefits with the current period (based on ABS Cat 6401.0). Historic exchange rates have been accessed from www.xe.com to convert foreign currency to Australian dollars.

[^] Benefits per capita have been derived by taking the total value of benefits as a ratio of the reference population served by the library.

** Levin et al (2006) estimate that library customers are able to recoup 50% of the purchase value of books and CDs by re-selling these items.

4.2.3 Direct use benefits: specific programs

Some studies have tried to estimate the value of specific program such as school holiday, visiting author talks, PC/internet training and outreach programs. Studies which have tried to monetise benefits associated with these programs have primarily used the financial savings approach to do so. Other techniques, such as the TCM, have also been used selectively. Table 3 summarises the available evidence.

Specific library programs

Some specific programs, for instance, school holiday programs and visiting author talks, entail a nominal participation fee. Financial savings from attending such programs are calculated based on deducting the nominal participation fee from a commensurate commercial fee of attending a similar program elsewhere.

PC/internet training

Financial savings from attending PC/internet programs are calculated based on a commensurate commercial fee of attending a similar program elsewhere.

Outreach programs

In trying to quantify the value of outreach programs, studies rely on the TCM. This is used to estimate the saved travel costs for customers, who in the absence of such programs, would have had to travel to the library to access services.

In order to approximate these travel cost savings, Levin et al (2006) use the average distance travelled by library vehicles to reach their customers and apply a standard travel cost on the distance travelled. However, in doing so, the method does not capture the financial savings to customers from having access to the material free of charge, in the absence of which, these customers might have had to purchase/rent commensurate material. Secondly, the estimated benefit is unable to monetise the benefit obtained

by customers who could not travel to the library at any reasonable price because of physical disabilities, or because they are children who could not safely travel to the library on their own.

4.2.4 Indirect use benefits

Indirect use benefits of public libraries relate to social and cultural benefits of community cohesion, improved career development opportunities, and environmental savings, among other things.

Most valuations of these benefits are best and most comprehensively covered using user surveys, i.e. CVM (similar to results presented above). Nonetheless, some techniques have been identified and used in the literature to impute values on selected indirect use benefits. Table 4 summarises these findings.

Facilitation of career progression

CVMs undertaken by some studies reveal that materials provided by libraries facilitate career progression of some of its customers. These are valued using an assumed mark-up on the average weekly earnings of individuals.

Social and cultural benefits

When using other techniques, most studies use CVMs to derive the value of indirect user benefits of public libraries. Levin et al (2006) point out that the value of such benefits are unlikely to be reflected in the computation of direct benefits (i.e. using the financial savings approach). This is because, for instance, a library user may save \$100 on a major purchase or a home improvement project, after consulting relevant material at the library. The direct use benefit approach would only capture the financial savings for the customer associated with the avoided purchase of the relevant material; it would fail to capture the \$100 savings attributable to the customer's use of the content of the material itself. Thus, a better measure of value of such services is obtained from an estimate of users' willingness to pay.

Table 3: Estimates of public library program benefits

Benefits of the following programs:	Valuation technique	Study ^a	Estimate per capita (2009\$) ^{* ^}	Commercial benchmarks (2009 \$ per transaction) [*]
General programs	Financial savings (consumer surplus): in lieu of avoided commercial cost of attending program	Liddle (2008)	\$2.23	\$21.01
School holiday program				\$14.20 (commercial fee) \$4.70 (participation fee)
Visiting author talks				\$15.80 (commercial fee) \$6.60 (participation fee)
PC/internet training		Levin et al (2006)	\$0.06 ^{''}	\$35.01 ^{''}
Outreach program	Travel cost method (TCM): travel costs saved to customers whose trips to the library were rendered unnecessary	Levin et al (2006)	\$0.44	\$0.57 per roadway mile Equivalent to \$0.35 per km

Notes:

^a Liddle (2008) estimates the value of all public libraries in New South Wales in 2007. Levin et al (2006) estimate the value of nine libraries in South West Ohio to their constituent population in 2005.

^{*} All values are presented in 2009 Australian dollars. An inflation rate of 2.5% p.a. has been applied to align benefits with the current period (based on ABS Cat 6401.0). Historic exchange rates have been accessed from www.xe.com to convert foreign currency to Australian dollars.

[^] Benefits per capita have been derived by taking the total value of benefits as a ratio of the reference population served by the library.

^{''} Levin et al (2006) estimate that library customers are able to recoup 50% of the purchase value of books and CDs by re-selling these items.

Table 4: Estimates of indirect use benefits

Benefit	Valuation technique	Study ^a	Estimate per capita (2009\$) ^{* ^}	Accepted benchmark (2009\$ per annum) [*]
Facilitating career development and productivity improvements	Contingent valuation methodology (CVM): user surveys	Liddle (2008)	\$17.65	10% benefit on weekly earnings
Social/cultural benefit:				
Improved knowledge; improved general and computer literacy; improved social and cultural skills; increased local amenity; equitable access; feeling of respect and involvement	Contingent valuation methodology (CVM): user surveys and library manager surveys	Liddle (2008)	Not available	
Avoided drug use costs	Financial savings: govt. cost savings due to improved societal welfare		\$0.16	Approx. \$1 million saved for every 1kg of avoided opiate use
Environmental benefits: avoided paper use due to multiple use of material	Financial savings: avoided paper use	Liddle (2008)	Not applicable	

Notes:

^a Liddle (2008) estimates the value of all public libraries in New South Wales in 2007.

^{*} All values are presented in 2009 Australian dollars. An inflation rate of 2.5% p.a. has been applied to align benefits with the current period (based on ABS Cat 6401.0).

[^] Benefits per capita have been derived by taking the total value of benefits as a ratio of the reference population served by the library.

Other social benefits of public libraries, for instance, a curb in drug use because of information contained in materials available at the library, are measured using the financial savings to government (in lieu of avoided spending on health costs). Each kilogram of avoided opiate use because of information available at the library is measured against any available index of government's health costs due to certain types of drug consumption.

4.2.5 Non-use benefits

Non-use benefits are mostly measured using CVM techniques, i.e. undertaking non-user surveys. Where such survey collection methods

may prove too expensive and/or time-consuming, studies suggest using either of the following as representative of value to the non-user:

- value of public libraries to users of facilities, as suggested by user surveys; or
- per capita funding expended by the government for the relevant jurisdiction.

Table 5 summarises the results of studies which have ascertained non-use values generated by libraries.

Table 5: Estimates of non-use benefits

Benefit	Valuation technique	Study ^a	Estimate per capita (2009\$) ^{* ^}	Estimate per non-user per annum (2009\$) [*]
Option, existence and legacy value of public libraries	Contingent valuation methodology (CVM): non-user survey	Liddle (2008)	\$8.81	\$20.29
		Pung et al (2004)	\$5.40	\$18.25
	Apply valuation by the user as representative of value to non-user	Liddle (2008)	\$26.54	\$61.15
	Apply current per capita funding level for the jurisdiction as representative of value to non-user		\$19.49	\$44.89

Notes:

^a Liddle (2008) estimates the value of all public libraries in New South Wales in 2007. Pung et al (2004) estimate the value of the British Library to the UK population in 2004.

^{*} All values are presented in 2009 Australian dollars. An inflation rate of 2.5% p.a. has been applied to align benefits with the current period (based on ABS Cat 6401.0). Historic exchange rates have been accessed from www.xe.com to convert foreign currency to Australian dollars.

[^] Benefits per capita have been derived by taking the total value of benefits as a ratio of the reference population served by the library.

4.3 Techniques to estimate induced economic activity

As discussed in Section 3.3, expenditure by a library, its staff and customers of the library, all sustain and create new income for the local economy. Earlier studies have argued that these expenditures include:

- Expenditure by public libraries:
 - purchases made by libraries; and
 - salaries of staff.
- Expenditure by library customers:
 - travel expenditure in commuting to and from the library; and
 - IT-related expenditures for those customers who acquire a PC and internet facilities at home, after benefiting from these uses at the library.
- Redistributed financial savings by library customers on materials accessed at the library in lieu of purchase/rental costs, i.e. redistributions to other sectors of the economy.

Common techniques for assessing how these direct expenditures flow through to buyer and supplier industries through numerous rounds of transactions in the local economy include:

- Adopting input/output multipliers which, in Australia are published at the national level by the Australian Bureau of Statistics for various industry groups based on data measured in the National Accounts. These multipliers enable stimulatory expenditures (direct impacts) in any one industry to be assessed in terms of their overall impact on economic output/income, value added and employment.
- Utilisation of regional econometric models which perform a similar task but which can isolate the depth and breadth of buyer–supplier transactions at sub-national levels. Each model differs considerably and a full examination here is unwarranted.

4.4 Available evidence of induced economic activity

Table 6 summarises the available evidence on the economic activity generated by public libraries.

4.5 Synopsis

Previous studies have identified several techniques for estimating the use and non-use benefits associated with public libraries, i.e. the contingent valuation method, the financial savings/consumer surplus method, as well as the travel cost method. The CVM can be used to value all of the elements of user benefits, i.e. direct and indirect components as an aggregate, as well as non-user benefits as an aggregate. The financial savings/consumer surplus and TCM techniques can both be used to estimate direct user benefits as an aggregate and, sometimes, individual components of this aggregate.

Existing studies have also used multipliers to translate the stimulatory expenditures associated with public library operation into estimates of overall economic activity induced. These multipliers have generally been national multipliers and, therefore, potentially overstate economic activity induced in local communities.

The estimates generated in relevant studies have been profiled in this section in a manner that will enable the results of this project to be both referenced and benchmarked.

Table 6: Estimates of induced economic activity

Identified component creating economic stimulus	Valuation technique	Study ^a	Activity (value added) generated per capita (2009\$) ^{* ^}			Value added multiplier used (indirect effect)
			Direct impact	Indirect impact	Total impact	
Expenditure on salaries of staff	Industry multipliers	Liddle (2008)	\$44.90	\$33.23	\$78.13	1.74
Expenditure on library purchases (books and material) and other capital expenditure						
Travel expenditure of customers when commuting to the library			\$7.07	-\$0.70	\$6.37	0.90
IT expenditures of library customers because of increased awareness of PCs and internet usage at the library			\$15.77	\$6.47	\$22.24	1.41
Marginal effects of redistributed financial savings					\$19.79	0.11 = 1.4 (weighted average) – 1.29 (books and publishing)

Notes:

^a Liddle (2008) estimates the value of all public libraries in New South Wales in 2007.

^{*} All values are presented in 2009 Australian dollars. An inflation rate of 2.5% p.a. has been applied to align benefits with the current period (based on ABS Cat 6401.0).

[^] Value added per capita has been derived by taking the total value added as a ratio of the reference population served by the library.

5 Distilled Assessment Framework

This section presents the refined cost benefit assessment (CBA) and economic impact assessment (EIA) frameworks that were utilised in this project. It nominates the preferred measurement techniques for the array of costs and benefits associated with public libraries, as well as their induced economic activity in local economies. It then goes on to nominate the data collection methods that were used to gather the inputs for each of the measurement techniques.

5.1 Cost benefit analysis

The CBA of Victorian public library services contrasts the recurrent cost of provisioning with the recurrent benefits conferred on users and non-users. That is, it subtracts annual delivery costs from annual benefits conferred to calculate an annual net dollar benefit.

The measurement techniques for the broad elements of cost and use and non-use benefit are shown in Figure 14.

Figure 15 links each of the CBA framework's key components with relevant data collection methods, acknowledging that qualitative insights were gathered by a variety of methods.

Each of the following data collection methods were utilised in each of the seven case study library services (which include services in metropolitan and country areas; fast growth, established and disadvantaged geographic areas; as well as areas serviced by single municipality versus regional corporation delivered services):

- Existing publications.
- Site visits/consultation.
- User surveys.

A statewide household survey was also utilised to complement the case study based results.

5.2 Economic impact analysis

The EIA of Victorian public library services utilises the recurrent costs of library service operations as the key expenditure stimuli into the local economy. It also includes the triggered expenditures of library customers elsewhere in the economy because of their library patronage, e.g. books, PCs, etc.

The EIA framework uses these direct stimulatory expenditures as an input into a local econometric model to estimate total local area economic activity generated, i.e. total local area output/income, value added and employment impacts associated with public library services.

The econometric model developed for each of the case study communities using SGS's tried and tested method of adjusted national level input output multipliers to local area levels by making adjustments to reflect local area economic strengths, weaknesses and capacities.

The measurement techniques that align with specific inputs into this modelling process are shown in Figure 16.

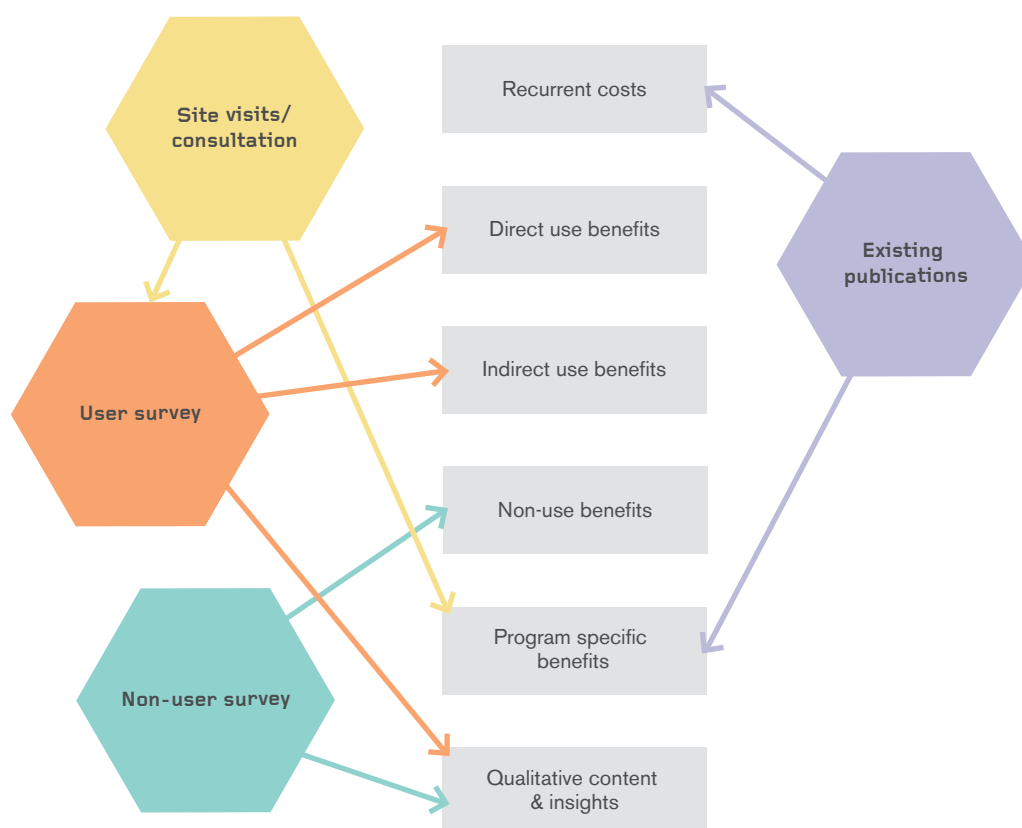
Each of the following data collection methods were utilised in each of the seven case study library services:

- Existing publications.
- Site visits/consultation.
- User surveys.

Figure 14: Technique for estimating costs and benefits

COSTS		Capital and operating costs				Measurement technique			
		Recurrent capital works to library buildings				Depreciation allowances			
		Recurrent operating costs: expenditure on library materials, staff costs and other administration costs				Actual costs			
BENEFITS			Services and programs			Benefits		Measurement technique	
	Direct	The direct benefits to library customers	Collection – print			Access to services Social interaction	Financial savings	Travel cost method (TCM)	Contingency valuation method (CVM): survey of user willingness to pay
			Collection – non-print material						
			Collection – news and serials						
			Subscriptions						
			Information technology						
	Indirect <th rowspan="5">The flow-on benefits of using library services</th> <td colspan="3">Programs</td>	The flow-on benefits of using library services	Programs						
			Provision of facilities						
			Improved local amenity						
			Environmental savings						
			Contribution to language and computer literacy						
	Option	Preserving the option for future use	Complement to education institutions			Shadow pricing technique			
			Facilitation of career development						
			Contribution to community health						
Non-use		Existence	Perceived value and significance to the community			See description ←		Contingency valuation method (CVM): survey of non-user willingness to pay	
Legacy	Value of preservation for future generations								

Figure 15: Data collection methods for CBA framework



5.3 Scaling the results

5.3.1 Cost benefit analysis

The results of the CBA were scaled to a Victorian level. To do this:

- The recurrent costs of all public library services were sourced from existing publications.
- These publications were used to assess use types and frequencies by key facility/program type for each library service.
- The dollar value of willingness to pay, financial savings and cost of travel, measured in the case study customer surveys, was applied to broader customer numbers of libraries bearing similar characteristics to the chosen case study libraries.
- The statewide non-user survey results, i.e. the non-user willingness to pay, were applied across all Victorian households.

This enabled an annual net dollar benefit for the Victorian community to be generated.

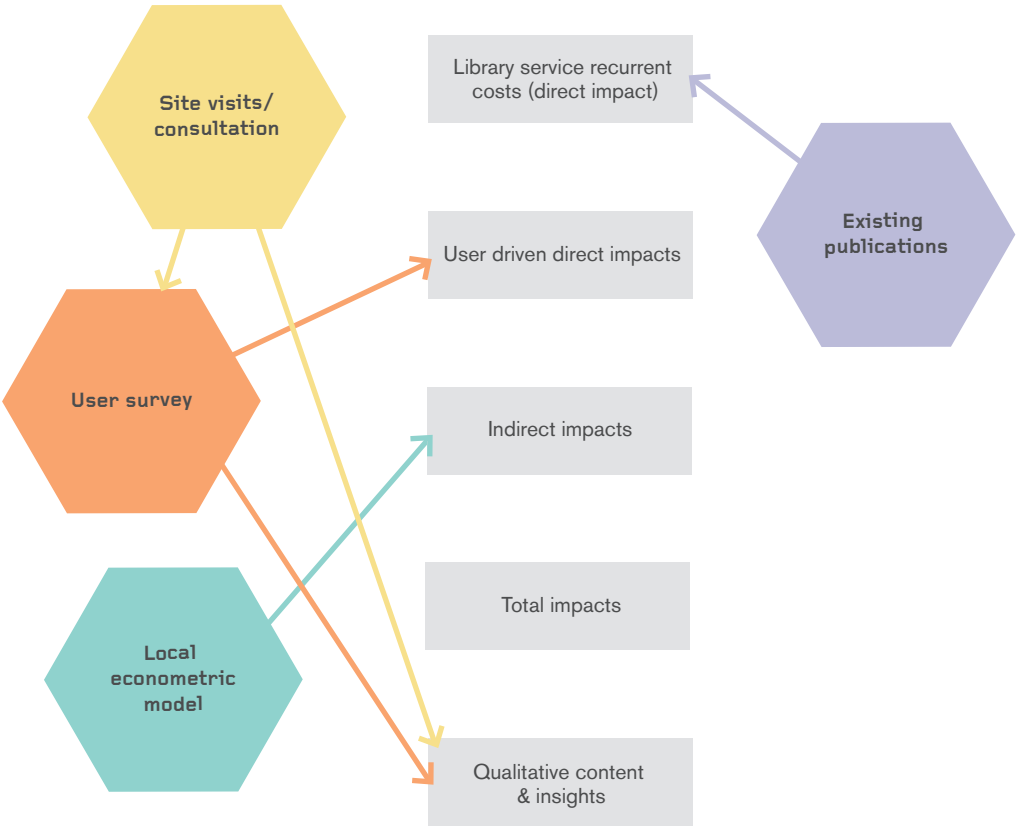
5.3.2 Economic impact assessment

In terms of the EIA, the recurrent costs of all public library services were sourced from existing publications, as per the CBA. Additional user-based stimulatory expenditures were assessed from the case studies on a per customer basis and subsequently applied to total customer numbers across the state.

These stimulatory expenditures were input into a Victorian econometric model to assess the indirect impacts, with the end result a sound assessment of economic activity generated in Victoria by public libraries, expressed in terms of:

- Victorian economic output/income.
- Victorian value added.
- Victorian employment (jobs).

Figure 16: Data collection methods for EIA framework



6 Survey Results

This section commences the summary of results of the data collection phase. It includes a summary of the survey of Victorian residents, as well as a distillation of the library customer survey across the case study library services. Detailed analysis and tables of survey results have also been provided in the Appendix.

6.1 Victorian household survey

The findings from a survey of a representative sample of 1,050 Victorians are summarised in this sub-section. The sample was selected using random digit dialling using quotas to ensure representativeness in terms of age, gender and metropolitan/country balance.

6.1.1 Library membership

Two-thirds (67%) of respondents were members of a Victorian public library. This was similar for Melbourne and country residents. The following differences were noted:

- Women were more likely to be members (75% women cf. 59% of men).
- People with children in the household were more likely to be members (71% with children cf. 64% with no children).
- Older people were slightly more likely to be members (73% of people 55+; 70% of people 35-54; 58% of people under 35).

6.1.2 Use of public libraries

Participants were asked when they last used a Victorian public library. Figure 17 shows the findings.

Key points to note:

- 63% had used a Victorian public library in the previous 12 months.
- Recent use was more common among women and people over 55 years of age.

6.1.3 Awareness of library services

Participants were asked whether they were aware of a variety of library services. As Figure 18 indicates, there was almost universal awareness of some services, while other services were little-known.

Key points to note:

- Four main features were universally recognised by recent library customers and non-users:
 - books and print for borrowing;
 - access to the internet;
 - reference materials; and
 - expert staff for reference.
- Most other features were more widely known among library customers.
- Four features were known by less than one-third of respondents:
 - ESL programs;
 - boardgames;
 - Xbox, PlayStation and games; and
 - homework clubs.
- Family history resources were a little better known in country Victoria than in Melbourne.
- Resources in community languages were a little better known in Melbourne than in country Victoria.

Figure 17: Last use of Victorian public library

Base: 1,050

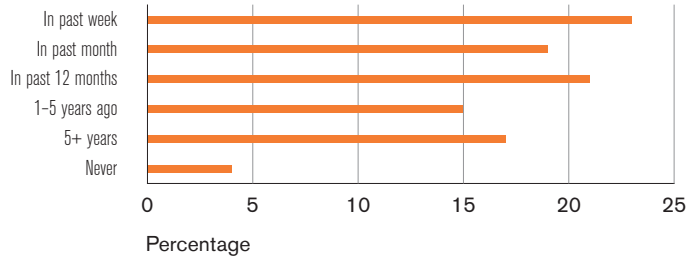
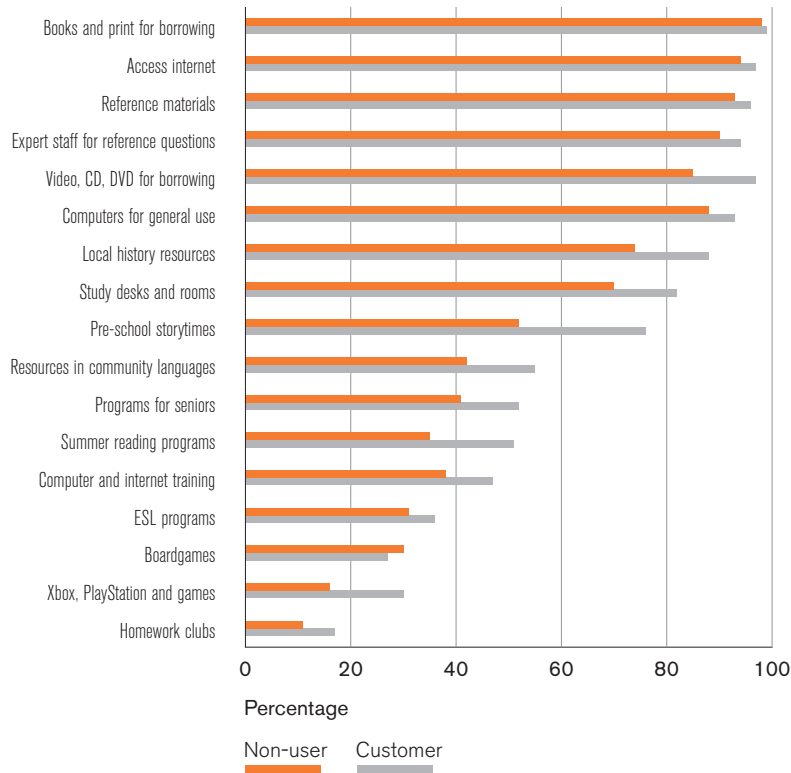


Figure 18: Awareness of library services among users (past 12 months) and others

Base: 1,050



6.1.4 Perceived benefits of public libraries

Participants were asked to nominate to what extent Victorian public libraries offered a range of benefits. A wide range of benefits from libraries was recognised (Figure 19), including:

- supporting children's education and early development;
- helping people obtain information not available elsewhere;
- contributing to enjoyable and meaningful pastimes, hobbies and interests;
- supporting educational courses and lifelong learning; and
- fostering a sense of community belonging.

Much smaller proportions of people thought that libraries made a large or moderate contribution to:

- helping job productivity or helping people get a job/promotion;
- helping people start a new business; and

- helping people understand medical or legal information.

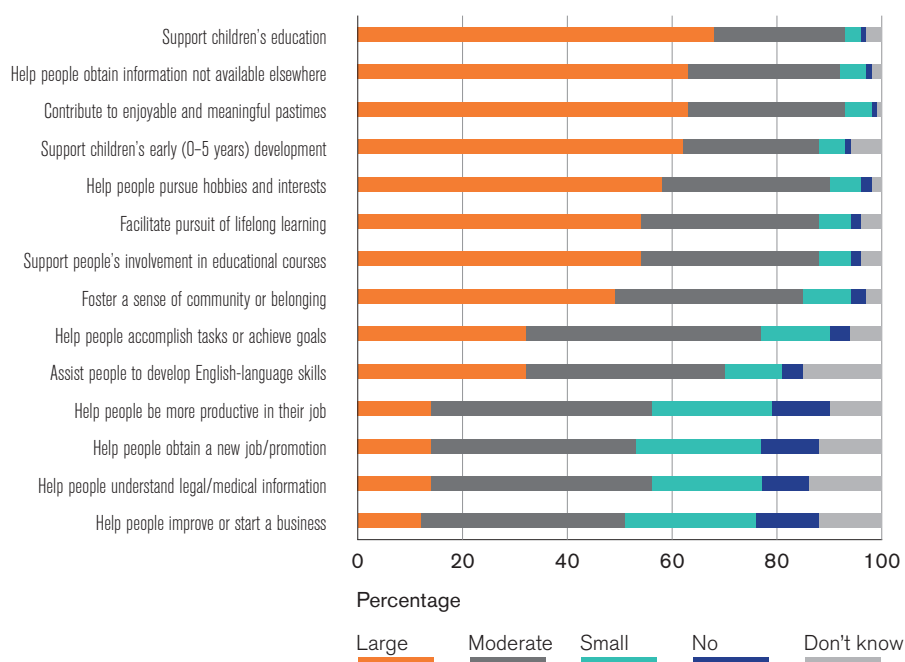
It was interesting to note that most of these perceptions were held by library customers and non-users alike. Similarly, there was little difference in perception according to gender, age, location (Melbourne/other) or presence of children.

While the views of non-users were the same as customers for most measures, there were five areas where non-users were less likely to see the benefits offered by libraries:

- support children's early development;
- facilitate pursuit of informal lifelong learning;
- contribute to enjoyable and meaningful pastimes;
- foster a sense of community or belonging; and
- help people pursue hobbies and interests.

Figure 19: Perceived benefits of public libraries

Base: 1,050



6.1.5 Perceived characteristics of public libraries

Respondents were asked to indicate their level of agreement with a series of statements about public libraries. There were notable differences between people who had used a library in the past 12 months and those who had not, as Figure 20 shows.

The overall profile of responses for library customers and non-users is similar, with strongest agreement for the safe and pleasant environment of libraries and lowest agreement for their role in supporting and attracting new businesses. It is not surprising that with their greater knowledge of libraries, library customers were more likely to agree with most of the statements.

Figure 20: Customer and non-user agreement with statements (agree strongly)

Base: 1,050

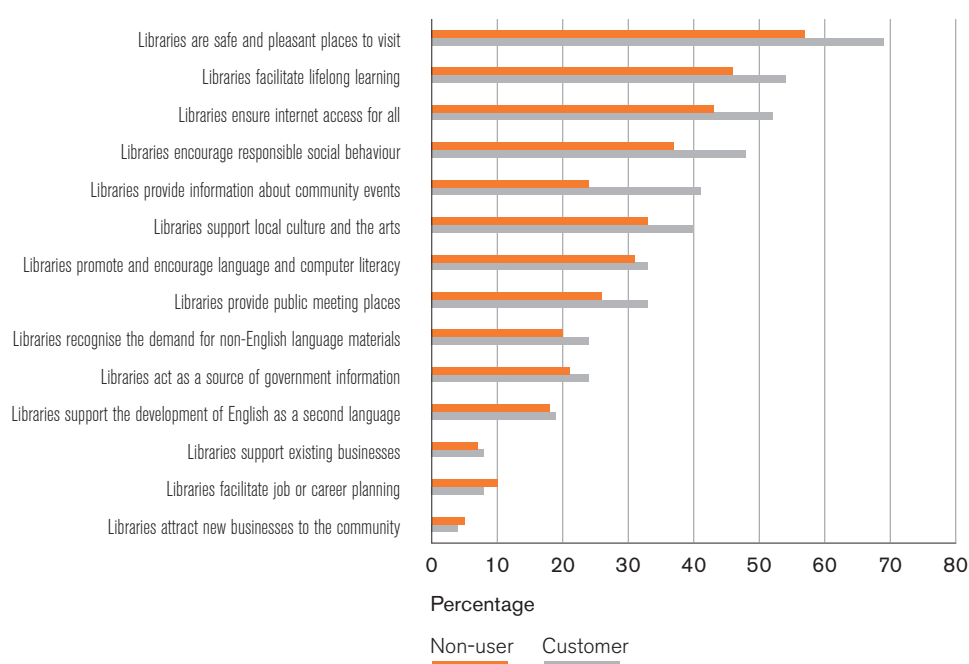
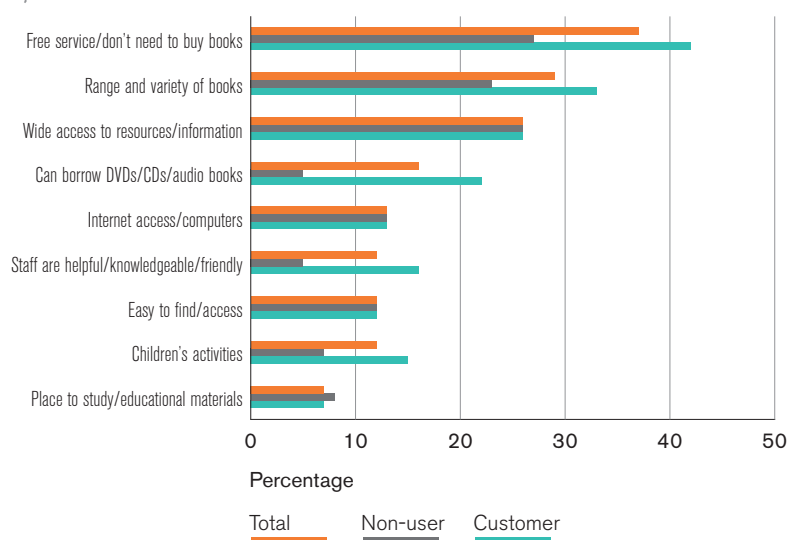


Figure 21: Best things about public libraries (customers and non-users)

Base: Total=1,050; Customers=668; Non-users=382



6.1.6 Best things about public libraries

Participants were asked to nominate the best things about Victorian public libraries. Figure 21 shows the most common types of responses.

The most common responses were:

- the opportunity to borrow books at no cost (37%);
- the range and variety of books in library collections (29%);
- access to information and resources (26%); and
- the opportunity to borrow DVDs, CDs, audio books and other media (16%).

Library customers were more likely than non-users to mention borrowing books at no cost; the range/variety of books; and especially DVDs, CDs and audio books. Non-users put the same emphasis on access to information/resources as customers.

Some of the unprompted comments made by participants are listed below:

- 'It is great. You can order books from all over Victoria.'
- 'If you have kids studying, they are good resource for reference material, good for a quiet place to study without distractions.'
- 'You can escape from the real world and just read a book. If the kids have annoyed you the whole day, you can get on a computer there. You can get videos without paying for them and you can grab and read as many books as you like. Good for research for kids – the internet is good but you can photocopy as much as you can and you can sit and concentrate on it.'
- 'You can borrow books for free. Wide variety of books and magazines. Can borrow CDs and DVDs.'

- 'Locally here we have a small library and they are able to get all the books we want from other libraries. Just the service that we have, it's always great service. And my children use the services at the local library quite a lot. They use the internet a lot'
- 'The access to books and the people that work there are very helpful. They help if you are not sure and they guide you to what you are after.'
- 'I think they're great for info. There's not much you can't find if you need information about places or things. They have a lot of facilities for children and web... so you don't have to own a computer and you can spend a couple of hours there.'
- 'It is good and quiet, I like the environment, a lot of newspapers and magazines.'
- 'They're good for the elderly. It gives them access to a lot of things they can't afford to buy themselves. I know my father-in-law uses them, and I think they run computer classes and I know he took one of those.'
- 'Range of books you don't have to purchase. Also for talking books when you drive.'
- 'Just the range of books, our library has just been renovated and it looks really good. I also like the storytime that they have for the little kids.'
- 'The atmosphere, it is a great place to go and read. The assistance that is given by the library staff when you are researching a project. The availability of the books.'
- 'They have got everything. They have got good books and the paper is there to read and also the internet if you do not have it at home.'

6.1.7 Suggested improvements to public libraries

Participants were asked to suggest improvements to library services. Overall, 47% did not suggest improvements, either because they were happy with the service, or they did not know it well enough to comment. Those who did not suggest improvements comprised 44% of customers and 51% of non-users. Figure 22 summarises the findings.

Given the contrasting levels of experience of library customers and non-users, it is not surprising that there are notable differences in the suggestions made by these two groups. Customers were more likely to want a wider variety of books, longer opening hours and more up-to-date material/media. Non-users were more likely to say that libraries should be more proactive in promoting their services.

6.1.8 Estimated financial value of library services

Participants were asked to think about their typical library use in a 12 month period and to nominate how much they would have spent if they had to buy the services from a private business. Figure 23 shows the results.

Points to note:

- The average amount spent across the whole sample was \$364.
- 69% said that they would have spent over \$100.
- 45% said they would have spent over \$250.
- 27% said they would have spent over \$500.
- 18% said they would have spent over \$750.
- Only 4% said they would have spent nothing.

6.1.9 Willingness to pay for library services

Participants were asked to nominate how much they would be willing to pay to maintain community access to current library services. People who had used public libraries in the previous year tended to nominate higher amounts as Figure 24 shows.

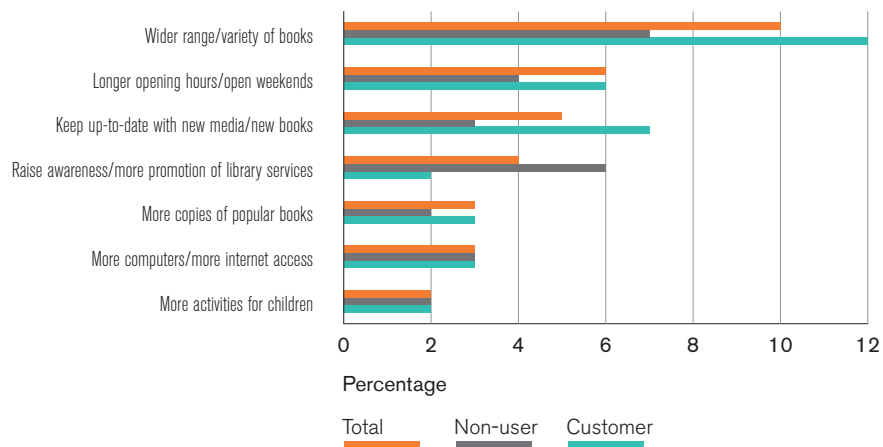
In total:

- The average amount people were willing to pay was \$65 per year:
 - library customers, average amount = \$72.
 - library non-users, average amount = \$55.
- 16% said they were prepared to pay more than \$100 a year for library services.
- 18% said they were prepared to pay \$51–\$100 per year.
- 22% were prepared to pay \$26–\$50 per year.
- 21% were prepared to pay up to \$25.
- 22% were not prepared to pay anything.

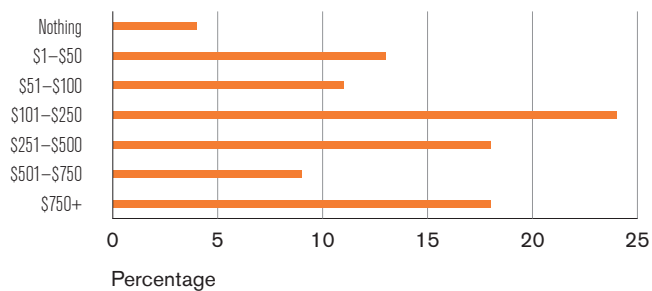
Participants were asked whether their response was affected by their capacity to pay. Overall, 82% indicated that libraries were worth more than they said they would pay but that this was all they could afford.

Figure 22: Suggested improvements (customers and non-users)

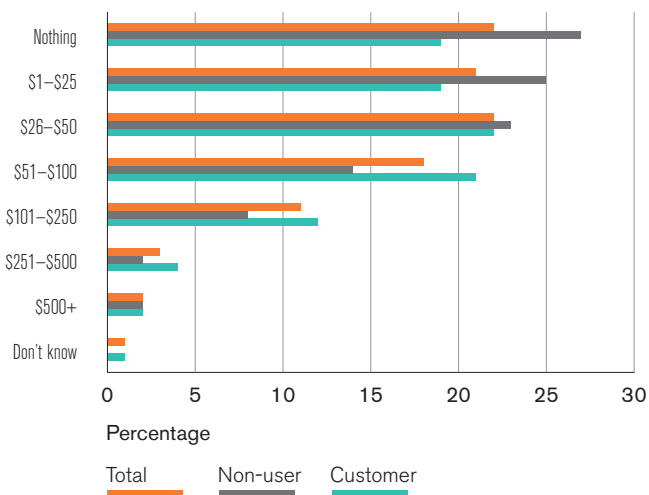
Base: Total=1,050; Customers=668; Non-users=382

**Figure 23: Estimated cost of library services used**

Base: 590 (used a library in past 12 months)

**Figure 24: Willingness to pay (annual amount) – library customers vs non-users**

Base: Total=1,050; Customers=708; Non-users=342



6.2 Library customer survey

Library customers from seven case study library services were also surveyed as part of this research via online and paper surveys. Figure 25 details the response rate.

Figure 25: Library customer sample size

Library service	
Geelong	355
Darebin	202
Gannawarra	142
Casey-Cardinia	164
Eastern	238
Wyndham	203
Latrobe	76
Total completed surveys	1,380

Most library customers in this survey were library members. Indeed, in all case study services, more than 90% of respondents were library members.

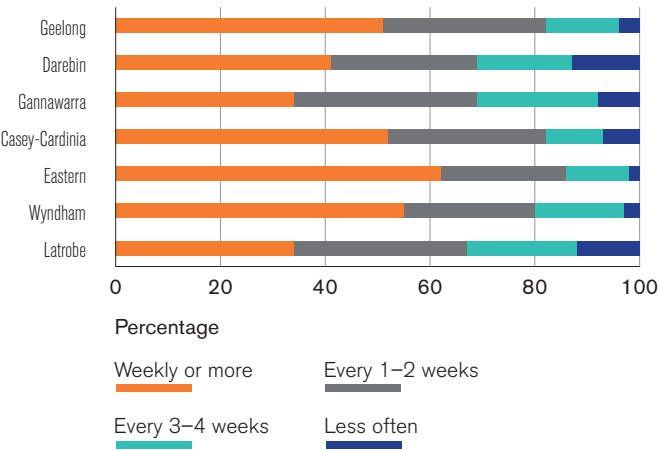
6.2.1 Usage frequency

Participants were asked how often, on average, they used the library service. Figure 26 summarises the data.

Points to note:

- Most customers used the library weekly (49% overall) or fortnightly (29% overall).
- Weekly visits were less common in the country areas of Latrobe and Gannawarra.

Figure 26: Frequency of library use



6.2.2 Length of stay

Respondents were asked how long they expected to stay at the library on their current visit. On average, customers spent 41 minutes at the library. Figure 27 shows the average length of time for the case study areas.

Figure 28 shows the average length of time spent in the library according to the activities undertaken during the visit.

While there was some overlap in the activities undertaken at libraries, with some people doing more than one thing, there was sufficient separation for distinct patterns to emerge.

It is clear that borrowing activities generated the shortest library visits. Civic/community meetings, studying and socialising activities generated much longer visit times.

Figure 27: Average time at library (minutes)

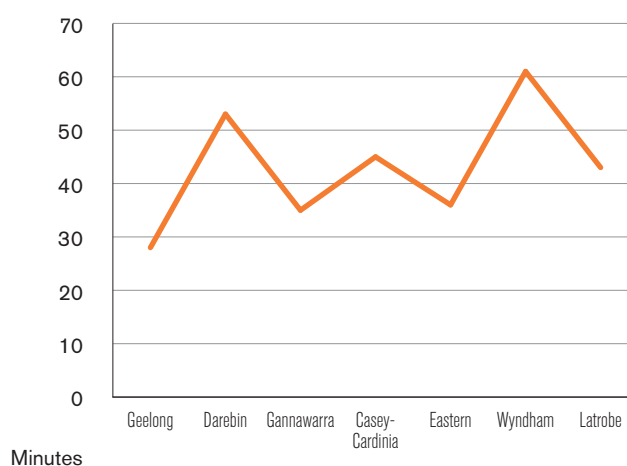
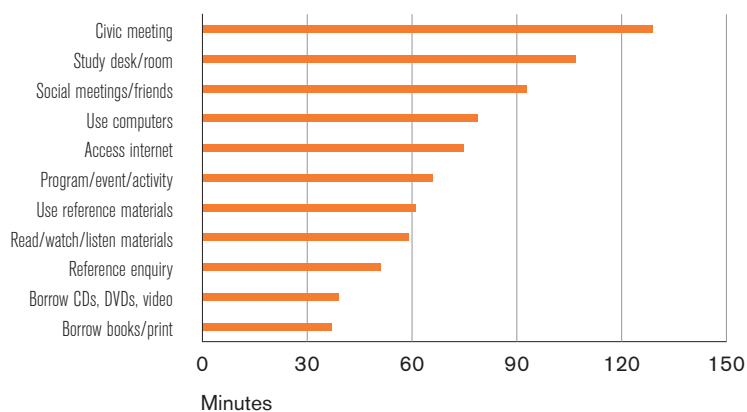


Figure 28: Average time spent according to activities



6.2.3 Reasons for library use

The survey asked respondents to say whether or not five factors contributed to their use of the library. Figure 29 shows the responses. Points to note:

- The collection (extensive range of materials) was the most widely noted reason for visiting the library in each of the case study areas.
- The pleasant atmosphere of the library setting was the second most widely mentioned reason for visiting.
- The professional staffing was a moderately common reason for using the library.
- Saving money was moderately important.
- Saving time was a relatively minor consideration for most library customers.

Those who said their visit had saved time or money were asked how much time or money they had saved. The average amount of time saved across the sample as a whole was 69 minutes. The average amount of money saved was, coincidentally, \$69.

6.2.4 Things done at the library

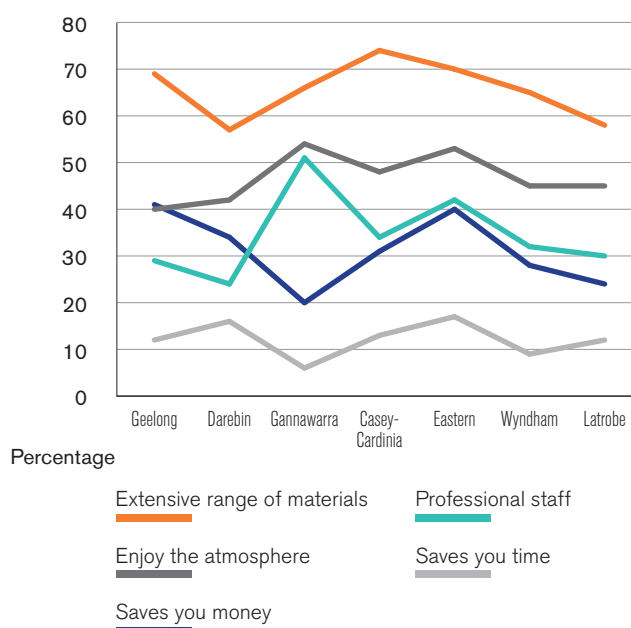
The survey asked customers to indicate what they did at the library on their current visit. Figure 30 shows the results for the sample as a whole.

It is clear that borrowing was the dominant activity at the library. Overall, 86% of customers borrowed books or printed materials and 55% borrowed CDs, DVDs or videos.

Importantly, a wide variety of activities were carried out within the library:

- reading, watching or listening to library materials (23%);
- accessing the internet (21%);
- using reference materials (19%);
- making reference enquiries (18%); and
- using computers (11%).

Figure 29: Reasons for using the library



6.2.5 Distance travelled

The survey asked how far people had travelled on their outing to the library. Figure 31 shows the average distance travelled by customers in each case study area.

It is not surprising that people in rural Gannawarra travelled the greatest distance, on average, (19.4 km) to visit the library. Wyndham library customers appeared to travel the shortest distance (only 7km) among the case study areas.

Interestingly enough, out-of-pocket travel expenses ranged between \$0.80 and \$2.10 per visit, with Darebin recording the highest due to its higher propensity for public transport use.

Figure 30: Things done at the library

Base: 1,380

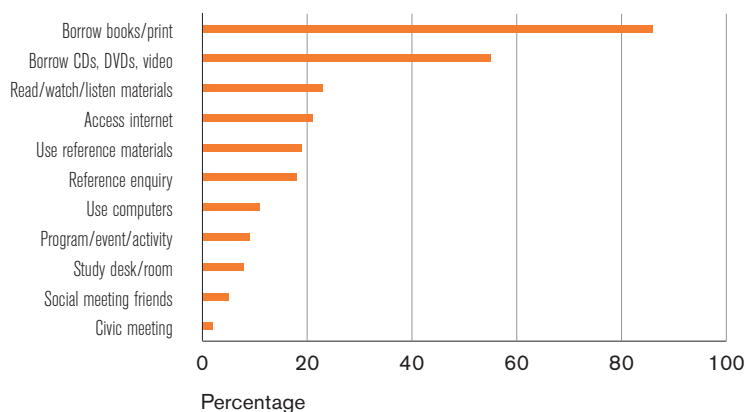
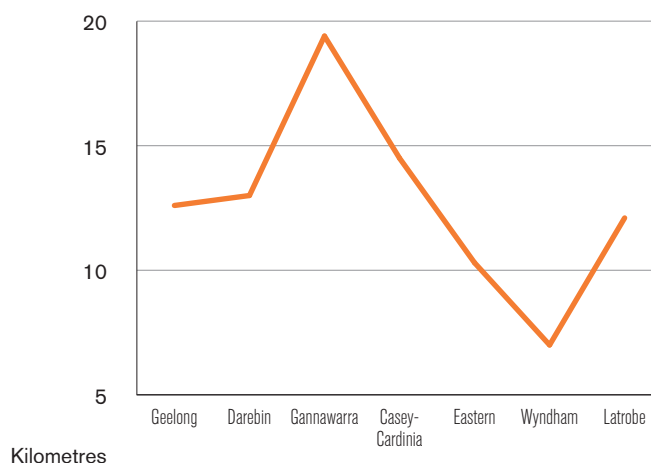


Figure 31: Average distance travelled on library outing



6.2.6 Satisfaction with library services

The survey asked library customers to rate their satisfaction (on a 5-point scale) with the following aspects of the library service:

- overall service;
- staff assistance;
- collection;
- computers;
- amenity of the building; and
- desks/meeting rooms.

A score of 5 is a perfect score or highly satisfied, whereas a score of 1 indicates poor satisfaction. See Figure 32.

The aspects that rated highest were 'overall service' and 'staff assistance'. Desks/meeting rooms were rated lower than other aspects of service.

6.2.7 Benefits of library services

Participants were asked to consider a number of possible benefits and say how important those benefits were to them personally over the previous five years. Figure 33 summarises the data.

Points to note:

- The most widely valued benefits related to meaningful pastimes, hobbies and interests, and lifelong learning. They were major or minor benefits for more than three-quarters of the library customers in this survey.
- Finding information not available elsewhere, accomplishing tasks/goals and feeling a sense of community or belonging were benefits for more than 60% of library customers.
- More than 40% of all customers said that the library benefited their children's early development or education.
- Half of the library customers said that their library had supported their own education.
- Small proportions (14–30%) of people nominated work or business-related benefits, English language skills or medical/legal information.

6.2.8 Public library contributions to the community

Respondents were asked to rate the importance of a number of features of library services. Those contributions that were rated as very important are listed in Figure 34.

Points to note:

- Strongest emphasis was placed on the importance of libraries as safe and pleasant places to visit (87%) and as places that facilitate lifelong learning (80%).
- Internet access for everyone (74%) and encouraging responsible social behaviour (67%) were widely recognised as important aspects of library services.
- As in the survey of Victorian households in general, library customers put relatively less emphasis on job/career and business-related benefits.

6.2.9 Best things about public libraries

Participants were asked to nominate the best things about Victorian public libraries. Figure 35 shows the most common types of responses.

The main beneficial services were:

- the range and variety of books in library collections (39%);
- helpful and knowledgeable staff (29%);
- the opportunity to borrow DVDs, CDs, audio books and other media (18%);
- the opportunity to borrow books at no cost (16%);
- electronic catalogue/order from other libraries (13%); and
- place to study/educational materials (11%).

Figure 32: Satisfaction with aspects of library service (mean score)

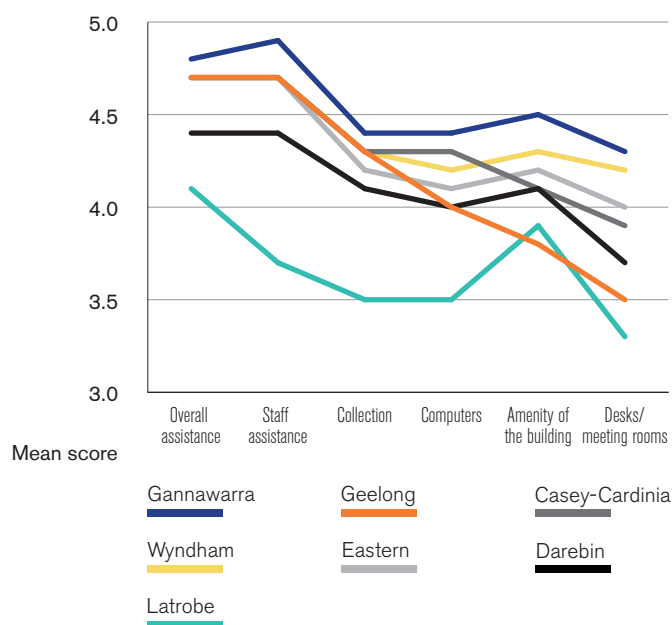
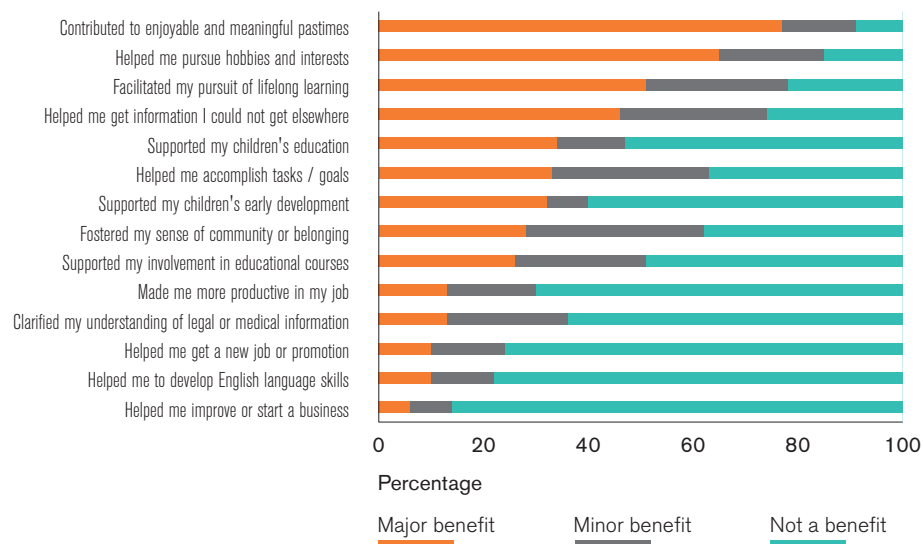


Figure 33: Personal benefits of library services in previous five years

Base=1,380



Some of the comments made by participants are shown here.

- 'Accessing the library on the internet from home. Great to be able to put on hold a book. Fantastic to have access to books via other libraries in Victoria. Great opening hours for ease of accessibility, e.g. till 6pm some evenings and Sunday afternoon.'
- 'Storytime is great, the librarian is very patient and focused and works well with children who are easily distracted.'
- 'The staff who are helpful, friendly and willingly go out of their way to assist.'
- 'When I walk into the library it feels like home.'
- 'It's free, provides community space and resources.'
- 'Storytime twice a week. Prompt service when needed. Large range of books. Friendly and helpful staff.'
- 'Diversity of books, magazines and DVDs, but mainly all the staff are delightful, chatty and very knowledgeable.'
- 'Great children's books, audio books, DVDs, CDs. Great opportunity to encourage my children toward a love of books and for them to be known by staff and hence community members.'
- 'Excellent selection of books. Excellent selection of DVDs, videos, etc. Access to family heritage sites via internet, e.g. ancestry.com. Good opening hours. Reference materials available.'
- 'Free internet use. Some collection materials are very useful. Most staff members are competent and helpful. Cheap and reliable photocopier(s).'
- 'Proximity to home and at a shopping centre. Pleasant and knowledgeable staff and building.'
- 'On hold items saves lots of time searching and waiting with kids. On hold reminder service (SMS). Helpful staff. Good selection of books and learning materials esp. readers. DVDs and CDs being free of charge. Library

online catalogue and links to other educational content and learning for kids and adults.'

- 'Storytime, magazines and books (even other languages).'
- 'A diverse collection of recreational and educational materials in a relatively peaceful environment – excellent for maintenance of a brain overstressed in a work environment.'
- 'I could borrow as many books I want, often new books coming in. Staff know you.'
- 'Email for notifications. Good range of books. Able to source books from other libraries online.'
- 'The ladies that work at the desk every Tuesday evening when I come in. They take the time to learn people's names, ask about their jobs; etc. They are always helpful, polite and friendly.'
- 'Friendly and helpful. Good range of books, magazines and reference material. It's an important part of a community.'

6.2.10 Suggested improvements to public libraries

Participants were asked to suggest improvements to library services. Overall, 47% did not suggest improvements, either because they were happy with the service or did not know it well enough to comment. Those who did not suggest improvements comprised 44% of customers and 51% of non-users. Figure 36 summarises the findings.

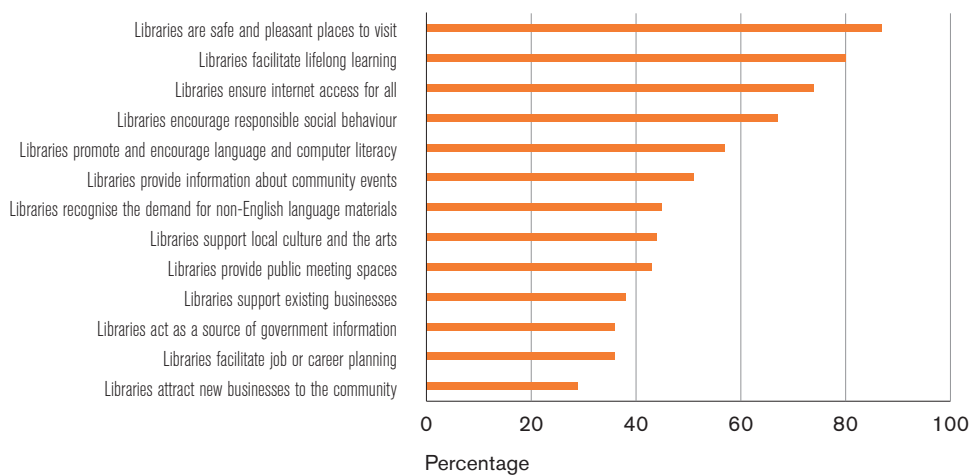
The most common improvements suggested were extensions of current practice including extended collections, computers, internet access and opening hours.

6.2.11 Estimated financial value of library services

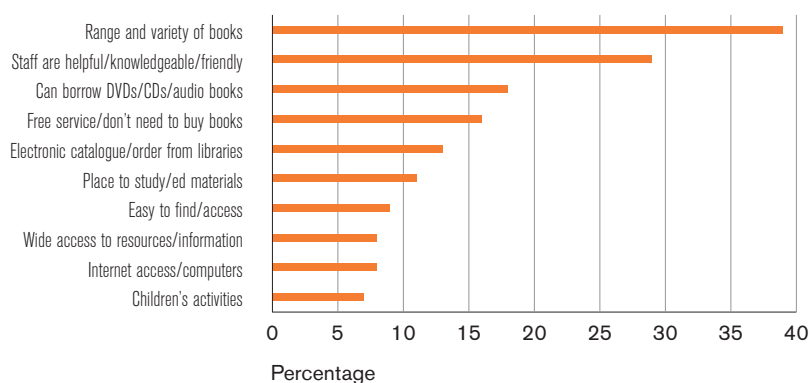
Participants were asked to think about their typical library use in a 12-month period and to nominate how much they would have spent if they had to buy the services from a private business. Figure 37 shows the results.

Figure 34: Importance of contributions to general community (very important)

Base: 1,359

**Figure 35: Best things about public libraries**

Base: 1,380

**Figure 36: Suggested improvements**

Base: 1,380

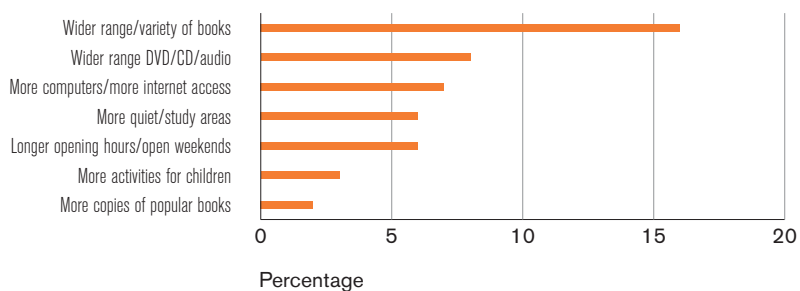


Figure 37: Estimated cost of library services used

Base: 1,380

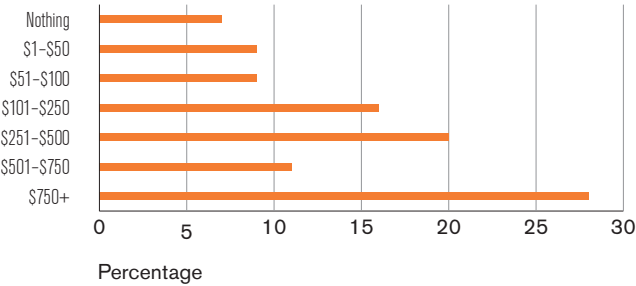
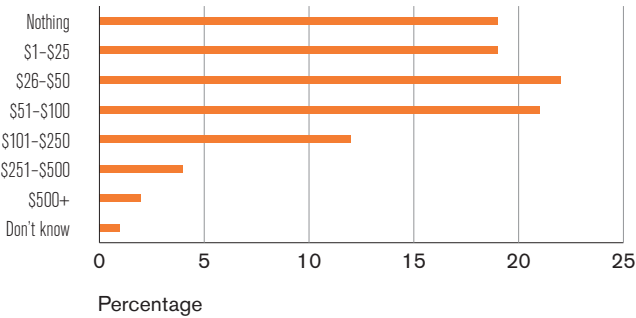


Figure 38: Willingness to pay (annual amount)

Base: 1,380



"Diversity of books, magazines and DVDs, but mainly all the staff are delightful, chatty and very knowledgeable."

(survey respondent)

Points to note:

- The average amount spent across the whole sample was \$419.
- 18% said that they would have spent up to \$100.
- 59% said they would have spent over \$250.
- 39% said they would have spent over \$500.
- 28% said they would have spent over \$750.
- Only 7% said they would have spent nothing.

6.2.12 Willingness to pay for library services

Participants were asked to nominate how much they would be willing to pay to maintain community access to current library services. Figure 38 shows the results.

Points to note:

- The average amount people were willing to pay was \$72 per year.
- 18% said they were prepared to pay more than \$100 a year for library services.
- 21% said they were prepared to pay \$51–\$100 per year.
- 22% were prepared to pay \$26–\$50 per year.
- 19% were prepared to pay up to \$25.
- 19% were not prepared to pay anything.

Participants were asked whether their response was affected by their capacity to pay. Overall, 89% indicated that libraries were worth more than they said they would pay but this was all they could afford.

6.3 Synopsis

The survey of Victorian households tells us that:

- Two-thirds of the population were members of a public library. Moreover, nearly two-thirds of the population have used a Victorian public library in the past 12 months.
- Library customers estimated that they would have to spend an average \$364 per year to access library services from private businesses. This is a significant financial saving.
- Survey respondents stated they were willing to spend an average of \$65 per year to maintain community access to current library services. Non-users were prepared to pay \$55 per year on average, compared with \$72 per year among library customers. Most people said that libraries were worth more than they nominated, but this was all they could afford to pay.
- Library services that were widely known included: books and print loans, internet access, reference materials, expert staff, video, DVD, and CD loans, and computers for general use. There was patchy awareness of other services.
- Many benefits provided by libraries were widely recognised by broader community members, including:
 - supporting children's education and early development;
 - helping people obtain information not available elsewhere;
 - contributing to enjoyable and meaningful pastimes, hobbies and interests;
 - supporting educational courses and lifelong learning; and
 - fostering a sense of community belonging.
- Many people made no suggestions for improving library services. Suggestions focused on broadening the range of loan items, longer opening hours, and raising awareness of library services.

The library customer survey tells us:

- Most customers used the library weekly or fortnightly, i.e. regularly.
- On average, customers spent 41 minutes at the library. Borrowing activities generated the shortest library visits. Civic/community meetings, studying and socialising activities generated much longer visit times.
- Borrowing was the predominant activity at the library. Overall, 86% of customers borrowed books or printed materials and 55% borrowed CDs, DVDs or videos during their visits. Importantly, a wide variety of other activities are also carried out within the library including:
 - reading, watching or listening to library materials;
 - accessing the internet;
 - using reference materials;
 - making reference enquiries; and
 - using computers.
- Library customers generally are well satisfied with services afforded. Overall, service and staff assistance rate higher in terms of satisfaction than buildings and facilities.
- In terms of personal experience, library services have helped customers most with supporting meaningful pastimes, hobbies and interests and lifelong learning. Finding information not available elsewhere, accomplishing tasks/goals and feeling a sense of community or belonging also featured significantly.
- From a broader community perspective, customers believed libraries make very important contributions as safe and pleasant places to visit and by facilitating lifelong learning, providing internet access for everyone, and encouraging responsible social behaviour.
- Library customers estimated that they would have had to spend an average of \$419 per year to access library services from private businesses. As in the Victorian household survey (customers saved \$364 per year), this is a significant recorded saving.
- Customers stated they were willing to spend an average of \$72 per year to maintain community access to current library services. Most people said that libraries were worth more than they nominated, but this was all they could afford to pay. Both these results accord well with the findings of the Victorian household survey.
- Few customers suggested improvements to library services. Again, the most common improvements suggested were extensions of current practice including extended collections, computers, internet access and opening hours.

**"Email for notifications.
Good range of books.
Able to source books from
other libraries online."**

(survey respondent)

7 Case Study Results

This section takes a more focussed approach and uses the content of the aforementioned surveys, along with the case study site visits and interviews, to present a summary of CBA, EIA and other findings for the seven library services studied, as well as value specific library programs deliver to the Victorian community.

7.1 Library services

7.1.1 Casey-Cardinia Library Corporation

Context

The Casey-Cardinia Library Corporation provides public library services within the City of Casey and Cardinia Shire across eight service points, including seven static branches and one mobile library service. It also offers a home library service to those unable to reach the library branches.

The seven branches are located in Cranbourne, Doveton, Emerald, Endeavour Hills, Hampton Park, Narre Warren and Pakenham. The mobile library provides weekly service to Beaconsfield, Bunyip, Cockatoo, Garfield, Gembrook, Koo Wee Rup, Lang Lang, Maryknoll, Tynong and Upper Beaconsfield. The home library service is delivered with the help of volunteers who provide library materials to recipients on a monthly basis.

The Casey-Cardinia region is located at the interface of the metropolitan and rural area in the south-east of Melbourne and is spread over 1,690 sq km. It is one of Victoria's fastest growing regions with a population of 300,000 that is expected to increase annually at a rate of 3.1% and reach over 518,000 by 2026.

The role of the library and community benefits

Consultation with key stakeholders from the Casey-Cardinia Library Corporation highlighted the significant role the library service plays within the community. The library is seen as an important community hub that complements local education institutions, facilitates career development and contributes to language and computer literacy.



The role of the library as a community hub was acknowledged by both key stakeholders and library customers. For instance, one library user stated:

'All ages sit and use the internet. Younger ones help older people. Many people read the papers and make friends after a while. It is like a club.'

Library customers pointed to a number of services that they value highly, including storytime sessions for young children and the extensive collection of books and audio material that is available. Examples of user testament to this include:

'Extensive collection between the region's libraries; fantastic audio book stock.'

On a whole, the importance of the library within the community was clearly expressed by library customers within the region. The library:

'Engenders a love of books and reading from an early age, which in turn helps learning, communication and relaxation.'

'...is the most important community service in our area. It meets the needs of all walks of life.'

Library customers estimated that, if their library service was not provided, they would have had to spend, on average, approximately \$402 in the past 12 months, if they had to pay for the services from private businesses. Library customers also highlighted they would be willing to pay, on average, \$60 per annum to maintain the community's access to the current library services.

Operating snapshot

Library service	Casey-Cardinia Library Corporation			
Area served	1,690 sq km			
Population served	302,646			
No. of service points	8			
Static service points	7 locations			
Other service points	1 mobile library			
	Home library service			
Floorspace	5,448 sq m			
Staff	35 full-time	109 part-time	0 casual	144 total
Annual visitation	1,273,801			
Membership	106,050			
Annual visits to website	495,621			
Public PCs	111 total	70 with internet		
	Resources	Annual loans	Annual expenditure	
Print collection	283,749	1,691,512	\$770,037	
Non-print collection	50,140	672,612	\$304,092	
Newspapers and serials*	1,124	268,472	\$91,903	
Programs	Conducted (adults)	Participants (adults)	Conducted (children)	Participants (children)
	164	2,027	787	20,989
Income vs expenditure		Income		Expenditure
	Council contributions	\$5,325,147	Materials	\$1,166,032
	Grants	\$1,660,260	Salaries and on costs	\$4,541,106
	Other	\$468,657	Other	\$2,501,484
	Total	\$7,454,064	Total	\$8,208,622

Note: All data has been sourced from the *Annual Survey of Victorian Public Libraries 2008-09* (Department of Planning and Community Development 2010). While there may be some discrepancies with the surrounding text, this data has been used across all case studies for the sake of consistency.

*Newspapers and serials is the total number of subscriptions excluding copies.

Key issues/insights

Changing technology, rapid population growth, limited funding, a greater amount of physical space and the need to balance personal service with efficiency were identified as major issues for the Casey-Cardinia Library Corporation.

The CEO said that there is a need for libraries to provide the latest technologies and deliver traditional services, 'it is important to provide both new technologies and traditional services without diluting either'.

Rapid population growth within the Casey-Cardinia region was viewed as a challenge for the library service. It was highlighted that branches constantly need to be expanded to meet growing demand and limited funding caused trade-offs to be made.

Physical space was also identified as an issue in the delivery of successful library services. It was noted that while there is a need for more material resources and technologies, the physical capacity for libraries to accommodate more resources is limited.

'While it would be great to have more resources, we need the physical space to store/provide these.'

From a branch perspective, the Narre Warren Library Branch Manager identified the issue of balancing personal service with demand, stating that libraries are often time poor. There is a need to increase the efficiencies of library services, however, there is also a need to ensure that one-on-one service can be provided: 'the human aspect of libraries is vital'.

Future outlook

The aging population, new technology, lack of public transport access to library branches and the growing Culturally and Linguistically Diverse (CALD) community are all significant factors that will drive how the Casey-Cardinia Library Corporation contributes to community welfare in the future.

The CEO said that the aging population will drive increased demand for home library services. The need to invest more in this service in the form of a mobile library that can be driven to individual homes, as opposed to volunteers choosing resources from their local library branch and delivering them, was identified.

It was also highlighted that library service needed to become more flexible and prepared to embrace new technologies. The need for staff to be trained to use this technology was also identified, 'investment in training library staff to be technology savvy is needed'.

As the population continues to sprawl without the provision of adequate public transport services, affordable access to public library services is compromised. The CEO identified the need and importance of the mobile library will increase in the future to meet this growing demand.

Increasing the provision of additional collections in languages other than English was also identified to support the growing CALD community within the region.

As well as growing demands, there are current unmet demands within the community that libraries could fill. An opportunity identified was community meeting spaces. Libraries have valuable meeting spaces that can be used by community groups for group training or organising events. Further investment in meeting spaces within libraries would be valuable for the community.

Expanding the role of libraries as community hubs was also discussed as an unmet demand within the local community. The Community Projects Officer for the City of Casey highlighted the opportunity to collocate libraries with other community services, such as youth and maternal child health services, or even local shopping centres, to attract more people to the library. It was noted that the City of Casey is currently investigating the possibility of leasing out the central part of a shopping centre to install a library service point.

7.1.2 Darebin Libraries

Context

The City of Darebin covers 53 sq km, from Melbourne's inner northern suburbs of Northcote and Fairfield out to the traditional middle-ring suburbs of Reservoir and Bundoora.

Darebin Libraries, managed by Darebin City Council, has four branch libraries: Fairfield (purpose-built in 1999), with the others all built in the 1970s and 80s at Northcote (refurbished in 2004), Preston (refurbished in 2000) and Reservoir.

The libraries offer wireless hotspots and computers for free internet access and computing. Art display spaces at Northcote, Fairfield and Reservoir Libraries are free of charge to artists, community groups and schools for a period of four weeks.

One in three Darebin residents was born in a non-English speaking country. The major contributing countries are Italy, Greece, the United Kingdom, China and Vietnam, but significant growth is being experienced among people born in Sri Lanka, India, Egypt, the Philippines and the Middle East.

Moreover:

- Over 1,000 Aboriginal and Torres Strait Islanders live in Darebin, making up one of the largest indigenous communities in Melbourne.
- One in five Darebin residents is aged over 60 years.
- One in seven Darebin households earns less than \$15,000 a year.
- One in five Darebin residents has a disability.



Operating snapshot

Library service	Darebin Libraries			
Area served	53 sq km			
Population served	137,360			
No. of service points	4			
Static service points	4 locations			
Other service points	Home library service			
Floorspace	4,057 sq m			
Staff	35 full-time	22 part-time	27 casual	84 total
Annual visitation	691,929			
Membership	74,897			
Annual visits to website	228,687			
Public PCs	40 total	22 with internet	54,580 hours booked	
	Resources	Annual loans	Annual expenditure	
Print collection	193,320	1,015,932	\$501,178	
Non-print collection	23,953	422,782	\$89,049	
Newspapers and Serials*	569	71,547	\$51,151	
Programs	Conducted (adults)	Participants (adults)	Conducted (children)	Participants (children)
	34	515	362	14,199
Income vs expenditure		Income		Expenditure
	Council contributions	\$3,189,525	Materials	\$638,378
	Grants	\$830,709	Salaries and on costs	\$3,271,349
	Other	\$197,524	Other	\$983,163
	Total	\$4,892,890	Total	\$4,892,890

Note: All data has been sourced from the *Annual Survey of Victorian Public Libraries 2008–09* (Department of Planning and Community Development 2010). While there may be some discrepancies with the surrounding text, this data has been used across all case studies for the sake of consistency.

*Newspapers and serials is the total number of subscriptions excluding copies.

The role of the library and community benefits

According to the library customer survey, customers of Darebin Libraries thought the library had offered them many personal benefits. The most widespread were: contributing to enjoyable and meaningful pastimes, pursuing hobbies and interests, aiding pursuit of lifelong learning, and finding information.

In terms of benefits for the general community, more than two-thirds of Darebin library customers rated the following benefits as very important:

- Libraries are safe and pleasant places to visit (80%).
- Facilitate lifelong learning (77%).
- Ensure access to the internet for all (73%).
- Encourage responsible social behaviour (66%).

The enthusiasm of library customers is evident in the following typical comments:

'You can park easily. Library is comfortable light and airy. Can reserve books both online and in person. The online reminder and renewal service is handy. Is a quiet place for reading and reflection. I like the diversity of the people who are also using the library. The staff are knowledgeable, wonderful and helpful.'

'Friendly staff, good sci-fi fiction collection, good internet services, good magazines, altogether a pleasant experience.'

'I can get books for my 7-year-old who has just started devouring books. I can disappear into fantasy books or DVDs at home and learn more about hobbies I enjoy.'

'If the library does not have what I want, the friendly staff will look elsewhere and find the book/CD/DVD/information for me. It takes a lot of pressure off.'

'Saves money as books can be costly. Encourages my children to research, read and learn.'

Library customers estimated that, if their library service was not provided, they would have had to spend, on average, approximately \$331 in the past 12 months, if they had to pay for the services from private businesses. Library customers also highlighted they would be willing to pay, on average, \$82 per annum to maintain the community's access to the current library services.

Key issues/insights

Changing technology, special-needs customers, customer expectations, upgrading older library buildings and integration of library staff into other council functions were identified as issues for Darebin Libraries.

- The Library Manager noted there were significant community expectations surrounding new technologies such as WiFi, self-checkout (RFID) and web-based functionality.
- A culturally diverse population, including new migrants and refugee populations, has led to the uptake of niche programs aimed at specific audiences. For example, Finding My Place is a life skills program for at-risk teens, Homework Help is offered to African secondary students with the assistance of the Migrant Resource Centre, and storytime sessions are offered in Somali and Mandarin.
- Physical space was also identified as a key issue in the delivery of successful library services. The Library Manager observed that branch buildings had been refurbished to address the street more positively, and provide more attractive and usable spaces, as well as contemporary shelving. In addition, there were plans to rebuild one of the library branches and to refurbish the exterior of another.
- Other Council staff pointed to the need for library staff to be more closely integrated with other Council functions in order to generate synergies and better communication.

- Economic Development staff described the local economy as focused on manufacturing, retail, education and training (La Trobe University) and healthcare/social assistance. Future growth was predicted for the following sectors: business services, professional services, arts and recreation, sport, education and training, health care and social assistance. The library service was seen as an amenity that made Darebin attractive to new businesses and workers in these sectors. However, libraries had not been promoted or used as venues for economic development initiatives.

Future outlook

New library infrastructure and new technologies were recognised as important factors for future library services in Darebin.

- The Council has immediate plans to upgrade the courtyard and external grounds of the Preston Library with a view to encouraging greater use of the outdoor areas.
- The Reservoir Branch will be rebuilt to provide a modern facility with a better street presence.
- There are plans to improve basic functions of check out and book returns using RFID technology.

Furthermore, opportunities to create a stronger activity hub by integrating library facilities and services with other Council initiatives such as calendar events, workshops, courses and meetings were recognised. In particular, there were opportunities to make greater use of library meeting spaces.

Advocacy for public libraries was recognised as an under-served area in several ways. Advocacy materials suitable for distribution to lay audiences were appreciated. For example, the 2009 booklet *Little Book of Libraries* put basic information at the fingertips of library and council staff and gave them a handy tool for initiating or following up conversations.

Funding decisions were seen to be strongly influenced by context and underlying

assumptions. For example, Darebin Council saw their libraries as an important agent of social inclusion and they looked to Britain and Europe for models of successful initiatives. Without knowledge of library systems in other countries, local decision makers may take a limited view or may look towards inappropriate reference points. Advocacy measures that share wider perspectives are important in setting the context for decision making.

It was recognised that there are untapped funding sources through a variety of grant programs. It was recommended that Council and library staff receive training in locating grants and preparing effective applications.

Darebin Libraries were thought to have been effective in partnering with other organisations, such as Migrant Resource Centres, to offer programs targeted to specific audiences. This was thought to be an effective way of promoting library services in the wider community and building grass-roots support. The Library Manager commented that, 'our African Homework Help program has been a big story in the local community'.

An important element of advocacy related to measures that raise the visibility of the library within the community. Some suggestions were:

- Library buildings that have strong street presence and high visibility.
- Wider use of library meeting spaces for programs provided by other divisions of Council.
- Vibrant program of calendar events, better integration of the library with other Council events.

It was considered important for library advocacy that library staff maintain active and close relationships with other Council departments in order to counter a tendency towards silos. The Library Manager commented, 'I always go to things. If I'm invited, I always say yes. It takes time, but you learn what is going on, and they discover what the library can do'.

There was a view that industry advocacy should focus on recognising that libraries are core services that should be properly funded by local councils.

It was suggested that industry-wide approaches be prepared to approach the State Government for projects such as new technologies, and that the Federal Government be approached to support nation-wide projects such as home library services or homework help which would suit Federal policies on social inclusion.

Some advocacy initiatives have worked better than others, and there is scope for a clearing house that describes pitfalls and gives hints for good practice.

7.1.3 Eastern Regional Libraries Corporation

Context

Eastern Regional Libraries Corporation (ERLC) provides public library services within the municipalities of Knox, Maroondah and Yarra Ranges Shire across 16 service points including 13 static points (branches) and three mobile library services. It also offers a home library service to those unable to reach library branches.

The static branches are located at Boronia, Ferntree Gully, Knox, Rowville, Croydon, Ringwood, Belgrave, Healesville, Lilydale, Mount Evelyn, Mooroolbark, Yarra Junction and Montrose. The Ranges mobile library provides a weekly service to the townships and surrounding communities of Mt Dandenong, Walmsley Village, Kirkbrae Village, Macclesfield, Sassafras, Olinda, Ferry Creek, Upwey Shops, Belgrave Heights and Monbulk. The Valley mobile library travels 400km a week from Warburton, Yarra Glen and Powelltown to Wonga Park and Mt Dandenong on a weekly timetable. The Knox mobile library visits the following on a weekly basis: Bayswater, Upper Ferntree Gully, Knoxfield, Wantirna Mall, The Basin, Scoresby, Salford Park Retirement Village, Glengollan Retirement Village, and Alchester Village.

The home library service is coordinated by library staff that help select the materials and, with the help of volunteers, the materials are delivered on a monthly basis.

ERLC serve a population of 401,752 residents across the three municipalities with a land area of 2,645 sq km. The combined population of all three municipalities is expected to rise gradually over time at a rate of 0.5% p.a. to 440,000 by 2026. As with the rest of Victoria, the population is expected to age considerably too, as the proportion of persons aged 65 and over rises from the current 11% to 23% by 2026.



Operating snapshot

Library service	Eastern Regional Libraries Corporation			
Area served	2,645 sq km			
Population served	401,752			
No. of service points	16			
Static service points	13 locations			
Other service points	3 mobile libraries			
	Home library service			
Floorspace	8,170 sq m			
Staff	52 full-time	99 part-time	18 casual	171 total
Annual visitation	2,219,847			
Membership	126,582			
Annual visits to website	683,572			
Public PCs	99 total	73 with internet	92,670 hours booked	
	Resources	Annual loans	Annual expenditure	
Print collection	408,203	2,293,649	\$928,528	
Non-print collection	49,383	918,638	\$406,164	
Newspapers and serials*	356	199,785	\$74,419	
Programs	Conducted (adults)	Participants (adults)	Conducted (children)	Participants (children)
	514	35,698	1,762	54,350
Income vs expenditure		Income		Expenditure
	Council contributions	\$7,674,000	Materials	\$1,248,000
	Grants	\$2,318,000	Salaries and on costs	\$6,581,000
	Other	\$736,000	Other	\$3,258,000
	Total	\$10,728,000	Total	\$11,087,000

Note: All data has been sourced from the *Annual Survey of Victorian Public Libraries 2008–09* (Department of Planning and Community Development 2010). While there may be some discrepancies with the surrounding text, this data has been used across all case studies for the sake of consistency.

*Newspapers and serials is the total number of subscriptions excluding copies.

The role of the library and community benefits

Consultation with key stakeholders from ERLC highlighted the significant role the library service plays within the community. The library service is seen to play the traditional role of lending library materials (books, DVDs, audio books, large print, etc.), reading materials and studying in a quiet place, as well as a more community engaged hub servicing people of all ages. This includes 190 external bookclubs which source their books from the library. There are also nine discussion groups, three cookery groups, a military history club and a travel group. In addition to the regular pre-school programs, there are several other after school clubs for primary school aged children, and two teen bookgroups. All 13 branches offer school holiday programs during vacation time.

Interestingly, it was highlighted that each library branch has a slightly different engagement with the community. For instance, the Knox library branch, due to its sheer size and presence in a shopping centre, receives a mix of visitors. Some are interested in only accessing the internet and others borrow books quickly and leave. Yet others like to spend a more relaxed time at the library. Other library branches, for instance in the Yarra Ranges, are more community based, where a majority of visitors use the library as a relaxation place and spend quality time reading books or magazines and/or meeting other people.

For example, Mount Evelyn Community Library is collocated with a Community Link service provided by the local Neighbourhood House and a cafe run by the Neighbourhood House. This ensures a better use of a community facility while providing multiple opportunities for community interaction. The collocation has also meant the opening hours of the library branch could be increased with an immediate benefit to the local community. The collocation offers a true 'third place' in which to relax and congregate.

The library service is continually expanding ways to reach out to the community, for instance, constantly increasing the provisioning of PCs and creating wireless hotspots. The provision of such new facilities has also encouraged people

to access information online. The service also runs affiliate programs with private businesses to add value to its members by way of discounts on products.

The library customer survey highlighted the important role the library plays within the region. One library customer identified an array of elements that are highly valued, including the staff and resources available:

'The ability to borrow books/CD/DVD/jigsaw puzzles on numerous subjects whether fiction/non-fiction ... the staff's knowledge/friendliness to assist with book selection and suggestions for other borrowings ... the ability for computer owners to access the library catalogue from home to investigate book availability/renew borrowings, etc.... the ability for non-computer owners to access library computers.'

Library customers of ERLC estimated that, if their library service was not provided, they would have had to spend, on average, approximately \$508 over the past 12 months, if they had to pay for the services from private businesses. ERLC library customers also highlighted that they would be willing to pay, on average, \$73 per annum to maintain the community's access to the current library services.

Key issues/insights

Limited funding and the need to embrace new technology were the key issues highlighted during discussions with stakeholders.

It was acknowledged that limited funding made it difficult for the library to operate the requisite type of vehicles for the home library service, the demand for which is expected to grow in the future, particularly from aged care and retirement facilities. The current vehicles are unable to access certain areas, such as caravan park sites and events/festivals, because of their bulky size. A more nimble mobile library service is required. The Knox mobile library is being replaced with a smaller rigid body vehicle that will allow access to many other aged care and retirement facilities. The new vehicle will also provide opportunities

to promote the library service by accessing skate parks, industrial estates and football/sporting grounds.

Councils' contribution has kept pace with inflation and the available funds are sufficient to cover all costs, including depreciation. However, covering depreciation represents only historical cost and does not support collection growth. Other expenditure areas, such as staff training, marketing and promotion, are limited.

As the library industry embraces new technology, such as PCs with internet and WiFi hot spots, RFID, e-books, etc., efforts need to be continued in:

- educating staff to help them understand and embrace new technology; and
- attracting more people to use such services, and, in doing so, drawing them into the library.

Future outlook

While the level of funding (particularly State and Federal funding) will continue to be a major challenge, ERLC will continue to pursue opportunities (including public/private partnerships) that will enhance the library experience for all its customers. All grant opportunities, to enhance both the physical and service environment, will be pursued. ERLC will continue to refurbish branches (funding permitting) to reflect its key role as the 'third place' for its communities.

Technology, such as RFID, will be introduced to free staff to expand existing services and introduce additional programs. ERLC will be introducing RFID self-checkout which will free staff time to engage in programs that will provide greater benefits to local communities e.g. reader development, outreach services, etc.

As detailed earlier, Knox will be replacing its current mobile library with a smaller rigid body vehicle that will allow greater access to sites otherwise inaccessible to its current vehicle. The opportunities to replace at least one of the Yarra Ranges vehicles will be explored as part of future Living Libraries (or equivalent) grants. All opportunities to increase outreach services,

including increasing the levels of volunteer support, will be explored.

Drawing on the Mount Evelyn success, the Healesville library branch will be colocated with the Shire Community Link office and Swinburne TAFE. This integrated approach will provide a one-stop shop for all community needs. It also helps rationalise under-utilised infrastructure facilities. In this sense, the library provides a wide public interface helping communities strengthen their social focus. By doing so, and combining these resources, the library staff are able to utilise time more productively. This model will continue to be explored when opportunities are presented for future collocation and relocation of library services.

Overall, despite its funding limitations, ERLC is taking a very positive approach to the future. In conjunction with its member Councils, private partnerships, new technologies and possible grant opportunities, ERLC believes it will be able to deliver improved services to its communities.

7.1.4 Gannawarra Library Service

Context

The Gannawarra Library Service is the smallest public library service in Victoria. It provides public library services within the Gannawarra Shire across four service points including three static points (branches) and one depot library service. It contracts out its mobile library service and offers a home library service to those unable to reach library branches.

The three static branches are located at Kerang, Cohuna and Leitchville, with the depot service located at Quambatook. The mobile library provides a fortnightly service to the township and surrounding community of Lalbert. The home library service is delivered by library staff with the help of volunteers who provide library materials on a monthly, fortnightly or weekly basis, as the need may be.

The Gannawarra Shire is located in the Loddon-Murray region and is primarily supported by agriculture. The Shire is spread over a land area of 3,732 sq km. It is one of the few regions

Operating snapshot

Library service	Gannawarra Library Service			
Area served	3,732 sq km			
Population served	11,296			
No. of service points	5			
Static service points	4 locations			
Other service points	1 mobile library			
	Home library service			
Floorspace	881 sq m			
Staff	3 full-time	4 part-time	3 casual	10 total
Annual visitation	96,397			
Membership	3,951			
Annual visits to website	7,794			
Public PCs	12 total	12 with internet		
	Resources	Annual loans	Annual expenditure	
Print collection	44,190	69,468	\$57,562	
Non-print collection*	2,668	10,116	\$6,962	
Newspapers and serials	23	3,177	\$3,693	
Programs	Conducted (adults)	Participants (adults)	Conducted (children)	Participants (children)
	43	2,067	191	3,017
Income vs expenditure		Income		Expenditure
	Council Contributions	\$445,301	Materials	\$115,413
	Grants	\$154,106	Salaries and on costs	\$289,460
	Other	\$7,434	Other	\$197,435
	Total	\$602,308	Total	\$602,308

Note: All data has been sourced from the *Annual Survey of Victorian Public Libraries 2008–09* (Department of Planning and Community Development 2010). While there may be some discrepancies with the surrounding text, this data has been used across all case studies for the sake of consistency.

*Newspapers and serials is the total number of subscriptions excluding copies.



in Victoria where population is expected to fall gradually over time at a rate of 0.38% p.a. from 11,300 in 2008 to 10,800 by 2026. The population is expected to age considerably too, as the proportion of persons aged 65 and over rises from the current 20% to 30% by 2026.

The role of the library and community benefits

The library's role as a community building hub was highly acknowledged by key stakeholders from the Gannawarra Library Service. Stakeholders highlighted that the library service provides a social meeting place for the small community. In this sense, the library is seen to play two roles: the traditional role of a quiet space for reading books and the role of a community engaged hub servicing people of all ages.

Interestingly, it was also noted that library visits had increased by approximately 17% and loans uptake by 10% since the onset of the global financial crisis. Such an outcome was not unexpected in this small community, as few alternate avenues of leisure exist.

Other key contributions libraries make to the community identified by stakeholders include:

- **Complementing local education institutions:** All three library branches have implemented a pilot program, *Libraries Supporting Schools*, where a librarian visits a designated school with books, DVDs and other information that tailor to specific topical needs. This is done especially for smaller schools that are unable to provide a bus for their students to visit the library. Additionally, some relatively larger schools participate in similar programs, where students visit the library and learn researching skills using books and the online catalogue.

- Encouraging fledgling talent at art and writing: Each library branch, in combination with *Children's Book Week*, promotes books written by children which are officially launched and provided to the public for perusal. Additionally, the library provides several facilities for exhibiting art and craft of local residents, which are also available for purchase.
- Acting as point for community information: Librarians often speak publicly at community events to spread awareness about the role played by public libraries. The thrust is on moving away from the perceived traditional role of a library, i.e. quiet places of reading, to a more conventional community building place. Library branches also run a variety of programs to bind the community together. Some examples include Maternal Child Health group visits, *Rural Women's Day*, *Seniors Week*, etc. where free morning/afternoon tea is provided. The purpose of these programs is not only to promote the library through the community, but to showcase the relaxed atmosphere provided by the library where people can visit and relax. The Kerang branch library also operates as an administration point for *Portsea Children's Camp*, which has been a huge success in disseminating information to local children and their parents.
- Supporting self-esteem: The Cohuna branch library runs a *Local Library Link Program*, which supplements the home library service. This program funds transportation fares for 10 elderly people every fortnight to visit the library and select books of their choice, rather than staying at home and reading books chosen by library staff and brought to them.

The dual role the Gannawarra Library Service plays in providing resources and acting as an important hub for the community was noted by its customers. For example, the library:

'Provides a safe environment – never a harsh word... I can honestly say the library is the only free, safe, service that has consistently helped me through life.'

'...is accessible, has friendly, capable staff, a good area for local displays, etc. meeting

rooms, toilets, excellent children's area. It is exactly what the town needed and I am sure we are very proud of it'

'The library has always featured in my life over many years. Mostly for recreational reading (sanity), also for research for studies. My five children used the library extensively during their years here. More recently, access to computers for those without is a marvellous service.'

Gannawarra library customers estimated that if their library service was not provided, they would have had to spend, on average, approximately \$354 in the past 12 months, if they had to pay for the services from private businesses. Library customers highlighted that they would be willing to pay, on average, \$92 per annum to maintain the community's access to the current library services.

Key issues/insights

The main issues highlighted during discussions were:

- Limited funding.
- Nurturing a spirit of joint and better commitment by all levels of government.
- The need to maintain a personal touch even with rapidly changing and available technologies that enable automatic checkouts, etc.

It was acknowledged that limited funding made it difficult for the library to operate the requisite type of vehicles for the home library service, the demand for which is expected to grow in the future. Moreover, the level of funding made available has not been commensurate with the need for new acquisitions, nor has it kept pace with inflation.

Even though funding levels have been sustained over the past few years, community needs have grown. The library has been able to meet some of these needs through other libraries, using the SWIFT service; however, more resources are required. Additional funding is also needed

to bolster community engagement activities and undertake other tasks, such as upgrading shelving space and providing more exhibition space.

The stakeholders greatly appreciated Council's increasing acknowledgement of the value of public libraries in the Shire. It was noted though, that more efforts need to be coordinated to nurture a spirit of joint commitment towards public libraries from all levels of government, including the State and other local governments.

It was also suggested that as libraries embrace new technology, such as automatic checkouts, there is a persistent need to retain the personal touch. One of the foundational elements of libraries being a community hub was the personal interaction that library staff provide, and this should not be compromised.

Future outlook

These discussions highlighted a number of challenges for the library. One of the greatest challenges is to effectively reach out to a community of people who are remote, not only in terms of location, but also in terms of culture, education, and/or technological skills. In order to serve the needs of these people, the library needs to identify key groups in question and then train/re-train their staff and volunteers in approaching and interacting with these groups.

Further, an aging population will only put increasing pressure on the home library service. This means purchasing a library vehicle more suited to serving the needs of a sparsely spread population.

Because of this growing demand, not only for the home library service, there is a need to improve the inter-library loan service. It was highlighted that loans accessed through SWIFT had increased from 160 to 4,000 over the past two years and this is expected to climb further. Consequently, more investment is required in dedicated and tailored courier services to support a more efficient sharing of resources between different library services.

There is a possibility that, over time, economic activity becomes more concentrated in only a few regional town centres across the Shire. Any restructure of the portfolio of library branches would, therefore, need to be planned accordingly with economic and social objectives appropriately balanced.

7.1.5 Geelong Regional Library Corporation

Context

The Geelong Regional Library Corporation (GRLC) provides library services in the Geelong region, comprising the municipal districts: Borough of Queenscliff, City of Greater Geelong, Golden Plains Shire and Surf Coast Shire. With 76% of the population in the region, the City of Greater Geelong (CGG) is the largest partner in this arrangement.

GRLC provides services through a co-ordinated online network of 13 libraries and three mobile libraries. The City of Greater Geelong, with 11 libraries and one mobile library, has a tiered hierarchy of library service delivery with a central library, sub-regional level libraries followed by smaller branch libraries catering for local neighbourhoods.

The Geelong region has a population of over 260,000, dispersed across 5,512 sq km. The regional population is projected to rise to 380,000 by 2031 and to 500,000 by 2050, indicating a high level of growth. The spread of economic activity across the region is diverse and includes a strong industrial base, significant employment in the manufacturing sector, major retail centre in Geelong, State and Local Government service delivery agencies, broad-acre farming and other agricultural activities, and a significant tourism industry.

The GRLC plan, *Reading Revolution, new generation libraries: Library Plan 2008–2013*, outlines goals, plans and KPIs. The *Annual Survey of Public Library Services in Victoria 2008–09* (Department of Planning and Community Development 2010) shows that

Operating snapshot

Library service	Geelong Regional Library Corporation			
Area served	5,512 sq km			
Population served	257,220			
No. of service points	16			
Static service points	13 locations			
Other service points	3 mobile libraries			
	Home library service			
Floorspace	5,846 sq m			
Staff	30 full-time	39 part-time	34 casual	103 total
Annual visitation	1,238,404			
Membership	93,838			
Annual visits to website	216,004			
Public PCs	90 total	61 with internet	83,029 hours booked	
	Resources	Annual loans	Annual expenditure	
Print collection	286,496	1,494,051	\$771,252	
Non-print collection	48,270	400,153	\$230,880	
Newspapers and serials*	694	133,998	\$51,590	
Programs	Conducted (adults)	Participants (adults)	Conducted (children)	Participants (children)
	113	5,176	702	32,170
Income vs expenditure		Income		Expenditure
	Council contributions	\$4,476,722	Materials	\$1,124,802
	Grants	\$1,568,532	Salaries and on costs	\$3,396,104
	Other	\$381,342	Other	\$2,637,469
	Total	\$6,426,596	Total	\$7,158,375

Note: All data has been sourced from the *Annual Survey of Victorian Public Libraries 2008–09* (Department of Planning and Community Development 2010). While there may be some discrepancies with the surrounding text, this data has been used across all case studies for the sake of consistency.

*Newspapers and serials is the total number of subscriptions excluding copies.

GRLC is catching up on all measures and notes that library services are improving, expanding and serving larger numbers. As the Corporation Chair said: 'Every time we refurbish a library, we double use. That's a measure of unmet demand.'

The Geelong Future Cities Project is an initiative of the City of Greater Geelong which will redevelop a number of cultural facilities, including the Geelong City Library to establish a strong cultural precinct in the city. A new Geelong Library and Heritage Centre will be a core element in this major development.

The GRLC delivers a broad range of programs across its branches. In addition to familiar programs such as: pre-school story time, PC/ internet training, homework clubs, home library and Summer reading programs, GRLC supports a number of additional programs, for example:

- Many Stories..., Many Cultures..., Many Languages... @ your Library: the 12 months of languages.
- Dog Training tips and tricks...the gentle way.
- Web Allsorts (basic internet training).
- Chatterbooks (bookclub for kids).
- Book Chats (book clubs for adults).
- Poetry Idol.
- Open Mind Lecture Series (bimonthly series of lectures).
- Red Cross Mobile Phone Recycling Program.
- Free hearing tests with Hearing Australia.
- Childhood Anxiety Book launch in partnership with Barwon Health.
- True Crime evening in partnership with Geelong Gallery.

The role of the library and community benefits

GRLC library customers tended to use the library website more than most other case study libraries; 75% had used the website in the

previous 12 months, and had averaged nine uses in the previous month.

Like most case study libraries, GRLC customers:

- Used their library for recreation, study/ education and to look things up.
- Thought that the library had offered them many personal benefits, the most widespread being: contributing to enjoyable and meaningful pastimes, pursuing hobbies and interests, aiding pursuit of lifelong learning and finding information.

The enthusiasm of library customers is evident in the following typical comments made by GRLC library survey participants.

'A wide variety of books, availability of large print books, helpful and friendly staff who will order books from other libraries.'

'I cannot rate the Library highly enough. It provides a fantastic service. We especially use and appreciate the online reservation system. As a parent of young children, we regularly use the storytime sessions.'

'Friendly helpful compassionate staff. Great family friendly atmosphere (no bad looks when my little girl had fun in the kids' corner). It's a fun place to be. Fantastic access and variety. Engaging in early introduction into reading e.g. storytime, kids corner, school holiday programs. These are great and we appreciate the fantastic events!'



'Access to a huge variety of books and DVDs on subjects I am interested in. I can borrow any number of books and don't have the expense of buying them. I can order books and DVDs in from any branch of the Geelong Library and pick them up locally. I am notified by SMS when the books I have requested from other branches are available for pick up at my local branch, which is very convenient.'

'The variety of creative, enjoyable and popular events over the past couple of years has been great, especially bringing popular authors to Geelong; these in themselves encourage reading and exploration of wider reading.'

'In these tough economic times, it provides access to books, DVDs and CDs at minimal or no cost. It provides an excellent study environment and, despite Wikipedia, provides the best source of reference material.'

'It is a community necessity. I direct my students to use the library facilities, especially the internet as many are unable to afford their own internet.'

Library customers estimated that, if their library service was not provided, they would have had to spend, on average, approximately \$461 in the past 12 months, if they had to pay for the services from private businesses. Library customers also highlighted that they would be willing to pay, on average, \$68 per annum to maintain the community's access to the current library services.

Key issues/insights

In the Geelong region, libraries have lagged behind their peers and they face the challenge of catching up with industry standards, while also expanding to meet the needs of a growing population. This has highlighted the need for well-informed leadership and a strong cooperative relationship between GRLC and member councils. Other challenges relate to the adoption of new practices such as collocation and the implementation of new technologies.

The City of Greater Geelong General Manager for Community Services pointed to the importance

of strong ties between GRLC and Council so library services could reach their full potential and contribute to Council plans for the changing community. In her view, strong leadership at GRLC could be a real catalyst for change.

The Chair of GRLC emphasised the value of economic clustering as highly relevant to library operations at several levels. In Geelong town centre, the new Geelong Future Cities Project will incorporate an ambitious flagship library as one of the anchors of the proposed cultural precinct, while at the local level, the region is exploring the possibilities of collocating libraries with a variety of other services, including retail centres, cultural facilities, community services and recreation facilities.

A new community hub in Leopold will include a library along with a pre-school, day and occasional care, maternal and child health care, rooms for health care professionals, a youth centre and meeting rooms with kitchen facilities.

The Chair noted that there is a special challenge in ensuring that decision makers are aware of leading developments in library practice internationally. If decision makers are not aware of new practices, it is hard for them to support initiatives that are outside their experience. To address this need, the Board has toured innovative libraries in Victoria, NSW and Queensland.

In Geelong, there is a policy focus on economic development that encourages creative industries. Libraries are recognised as one of the important elements that attract workers and businesses in the creative industries.

The opportunities provided by new technologies are approached through implementation of WiFi in libraries, RFID-enabled checking of books through local company, FE Industries, and the extension of web-based functionality.

Future outlook

The growing population, new technology and the desire to support Geelong as a centre of excellence with the assistance of a network of contemporary libraries, are all significant factors

that will drive how the GRLC contributes to community wellbeing in the future.

With population projected to increase by 100,000 in the next 20 years, there will be an ongoing demand for more infrastructure and enhanced resourcing of libraries. With a wide area to service, City of Greater Geelong has a preference for a network of local libraries that are located close to other local facilities.

With respect to new technology, Geelong is home to FE Industries, a local business that has developed RFID technology to improve inventory control and circulation. GRLC has implemented their system and FE Industries is now selling the system to other libraries in Australia and making headway in New Zealand and Asia. The Chair noted: *'with FE Industries, we have the opportunity to showcase local excellence in a hi-tech industry.'*

Other technologies being implemented include: wireless internet access, MP3 format audio books, online access to the catalogue and reservations and an expanding range of online database resources.

Public libraries were seen to need strong supporters who could be effective advocates for the benefits they deliver to healthy and productive communities. The following needs were recognised:

- Strong and close association between library staff and local councils, across several departments, and especially among elected councillors.
- Good current knowledge about developments in library practice world-wide and their relevance to local practice.
- Good understanding of current thinking about the role of cultural institutions in place making.
- Good understanding of current thinking about creative communities.
- Helpful resources suitable for distribution to lay audiences. The 2009 booklet *Little Book of Libraries* was regarded as useful but limited to portraying a somewhat traditional view of

libraries. Additional materials should present the more adventurous and serious initiatives offered by libraries.

- Reliable information that helps to support business cases for investment in library infrastructure, collections and services.
- Strong leadership and a willingness to argue persistently for resources for libraries.

7.1.6 Latrobe City Library Service

Context

The Latrobe City Library Service is managed by Latrobe City Council. It provides public library services across four static points (branches) within the City. It also offers a home library service to members of the community who have difficulty accessing their local library branch. The four branches are located in Churchill, Moe, Morwell and Traralgon. The home library service is delivered with the help of volunteers who provide library materials on a monthly basis.

Latrobe City is a rural area located 135 km east of Melbourne. It is made up of four major urban centres and a number of smaller townships spread over 1,422 sq km. The region has a population of approximately 74,000 that is expected to increase and reach over 77,000 by 2026.

The role of the library and community benefits

Consultation with key stakeholders highlighted that the library branches within Latrobe City are in the midst of transition, moving from providing traditional services to an integrated service model that will include community information services being provided within all library branches.

This form of integrated service delivery is already occurring in Churchill, with the recent development of the Churchill and District Community Hub. The hub provides a single point of access to a number of services including the library and Council Service Centre, Maternal and Child Health Centre, Churchill Pre-school, Pooh Corner Child Care Centre, Churchill

Operating snapshot

Library service	Latrobe City Library Service			
Area served	1,426 sq km			
Population served	73,982			
No. of service points	4			
Static service points	4 locations			
Other service points	Home library service			
Floorspace	2,589 sq m #			
Staff	8 full-time	27 part-time	2 casual	37 total
Annual visitation	208,852			
Membership	21,596			
Annual visits to website	20,696			
Public PCs	22 total	16 with internet	6,485 hours booked	
	Resources	Annual loans	Annual expenditure	
Print collection	107,984	299,557	\$196,030	
Non-print collection	8,542	64,571	\$58,982	
Newspapers and serials*	96	17,845	\$17,706	
Programs	Conducted (adults)	Participants (adults)	Conducted (children)	Participants (children)
	3	100	357	7,948
Income vs Expenditure		Income		Expenditure
	Council contributions	\$974,231	Materials	\$272,718
	Grants	\$458,196	Salaries and on costs	\$873,244
	Other	\$35,896	Other	\$322,361
	Total	\$1,468,323	Total	\$1,468,323

Note: All data has been sourced from the *Annual Survey of Victorian Public Libraries 2008–09* (Department of Planning and Community Development 2010). While there may be some discrepancies with the surrounding text, this data has been used across all case studies for the sake of consistency.

*Newspapers and serials is the total number of subscriptions excluding copies.

#The floorspace of the Churchill and District Community Hub is not included in the total.

Neighbourhood Centre and other facilities for the community including a parenting room, community kitchen and meeting rooms for town and district residents.

The benefits of moving towards this type of service model were identified by the stakeholders, as being:

- The creation of a strong community focal point.
- A place to interact with a diversity of activities.
- Ability to enhance operating hours.

- Efficient use of staff resources.
- Contributes to staff development through involvement in a diverse range of Council services.
- Travel time savings by reducing the number of trips required to access a variety of services.

The library customer survey highlighted the important role the library plays in providing resources that are provided at no cost to the community, as well as the library's enjoyable atmosphere.



'I very much enjoy the atmosphere and there is a large variety of books available for free. Free internet is a great thing about the library.'

'It's the centre of local community; you can network, help the elderly with their selection, and just be there to enjoy the ambience.'

Library customers of the Latrobe City Library Service estimated that if their library service was not provided, they would have had to spend, on average, approximately \$417 in the past 12 months, if they had to pay for the services from private businesses. Library customers also highlighted that they would be willing to pay, on average, \$56 per annum to maintain the community's access to the current library services.

Key issues/insights

The perception that libraries play a limited role as a quiet space and a place to loan books was identified as a key issue within Latrobe City. Instead, libraries need to be promoted as a community hub for social interaction and accessing a wide range of media.

'There is a need to encourage a change in mentality to reflect the multifunctional role libraries can play.'

Other issues and needs identified in the delivery of the library service include:

- Having appropriately trained front line staff with good customer service skills and experience backed up by qualified librarians and other support staff.
- Access to ICT infrastructure and other facilities (e.g. physical spaces for storytime) within each library that meet community needs.
- Being able to compete with and complement other services, e.g. cinema.
- Extending opening hours, e.g. opening on Sunday.

Future outlook

Latrobe City highlighted that its library service is best positioned to further contribute to community welfare in the future by:

- Working in partnership with a range of government agencies and other organisations, as well as related community service departments within Council to provide a 'holistic' service.
- Providing access to ICT through wireless and other platforms for the community to use.
- Providing access to information and resources beyond Latrobe City through inter-library lending and document delivery services.
- Continuing the work associated with the integrated service model where the library provides a more flexible and accessible service for the community.

To support this contribution and ensure success and a vibrant, engaged, prosperous and happy community, the following areas are identified as future priorities: families, school-aged children, fee-for-service reference and research services (business related), ICT and outreach services.

As well as these priority areas, there are other unmet demands within the community that the service could fill, including providing a venue for games, recording studios and tourist information services.

7.1.7 Wyndham Libraries

Context

Wyndham Libraries provide library services in the Wyndham City Council area. The estimated population for January 2010 is 142,630 people representing a 6.1 per cent annual growth rate. Wyndham has experienced the largest and fastest growth in all Victorian local government areas and is the fourth fastest growing in Australia. Its estimated residential population is set to exceed 245,000 people by 2021.

Operating snapshot

Library service	Wyndham Libraries			
Area served	542 sq km			
Population served	132,793			
No. of service points	3			
Static service points	3 locations			
Other service points	Home library service			
Floorspace	2,103 sq m*			
Staff	17 full-time	31 part-time	15 casual	63 total
Annual visitation	404,301			
Membership	63,378			
Annual visits to website	170,288			
Public PCs	42 total	31 with internet	37,626 hours booked	
	Resources	Annual loans	Annual expenditure	
Print collection	197,560	813,475	\$1,204,189	
Non-print collection	13,962	66,323	\$110,740	
Newspapers and serials*	293	55,731	\$24,538	
Programs	Conducted (adults)	Participants (adults)	Conducted (children)	Participants (children)
	40	140	390	16,879
Income vs expenditure		Income		Expenditure
	Council contributions	\$2,788,867	Materials	\$1,339,467
	Grants	\$889,336	Salaries and on costs	\$1,639,146
	Other	\$152,400	Other	\$619,089
	Total	\$3,814,660	Total	\$3,597,702

Note: All data has been sourced from the *Annual Survey of Victorian Public Libraries 2008–09* (Department of Planning and Community Development 2010). While there may be some discrepancies with the surrounding text, this data has been used across all case studies for the sake of consistency.

*Newspapers and serials is the total number of subscriptions excluding copies.

The new Point Cook Library in the new town centre of Point Cook is not included in this total.

Wyndham at a glance:

- 17.6% of residents were born in a non-English speaking country, with the Philippines, Italy, India and Malta as the main non-English speaking source countries.
- 10% of residents are aged over 60 years.
- 9% of households earn less than \$18,000 a year.
- 3% need assistance with daily care.

Wyndham Libraries operate three branches, including the recently opened Point Cook Library in the new town centre of Point Cook.

The role of the library and community benefits

Like most case study libraries, Wyndham Libraries customers:

- Used their library for recreation, study/ education and to look things up.
- Mainly borrowed books and DVDs/CDs/ videos as activities at the library, and were more likely than customers of other library services (on average) to attend a program or event.
- Showed high levels of satisfaction with library staff and the overall library service.
- Thought that the library had offered them many personal benefits in the previous five years, including how the library contributed to enjoyable and meaningful pastimes, helped customers pursue hobbies and interests, aided the pursuit of lifelong learning and finding information.



In terms of benefits for the general community, more than two-thirds of Wyndham Libraries' customers rated the following benefits as 'very important':

- libraries are safe and pleasant places to visit;
- facilitate pursuit of lifelong learning;
- ensure access to the internet for all;
- encourage responsible social behaviour; and
- promoting and encouraging (language and computer) literacy.

The enthusiasm of library customers is evident in the following typical comments made by Wyndham Libraries' survey participants.

'A diverse collection of recreational and educational materials in a relatively peaceful environment, excellent for maintenance for a brain overstressed in a work environment'

'The children and I enjoy the atmosphere, and attendance encourages my children's interest in books and reading.'

'Excellent book collection. Frequent availability of new books. Very helpful staff. Good atmosphere. Free access to books that keep me saving!'

'Lovely new building and lots of great books and magazines and, of course, Wii for kids – gives me my time to look for what I want. Wonderful facility.'

'The facility is excellent. The books and services are great. Also school holidays programmes are excellent.'

'Very educational for my children. We enjoy storytime and the activity. We borrow books every time we come to storytime.'

Wyndham City Council has a policy to collocate libraries with related services in 'Community Learning Centres'. The new Point Cook Library is located in a purpose-built building that also includes two kindergarten rooms, maternal and child health service, community learning programs, recreation programs, consulting services and play groups. This integrated service

model is intended to increase effectiveness by encouraging synergies between the various uses. For example, the maternal and child welfare nurses run fortnightly sessions in the library, and youth workers from the youth resource centre run internet sessions at the library.

Libraries are recognised as an important community facility that helps to build sustainable and healthy communities. They are seen to offer essential access to information resources and the internet for low-income residents, and to support literacy and creative endeavours. The Director of Sustainable Development noted: 'there are not many bookshops in Wyndham and we're lagging with respect to arts and culture. Libraries can help fill the gap. Businesses are attracted to opening near a library.'

Wyndham places high importance on community learning which is demonstrated through:

- The early establishment of libraries in new towns/suburbs.
- The implementation of www.wynlearn.net.au, an online resource that provides information about learning events and programs in the local area.

Library customers estimated that if their library service was not provided, they would have had to spend, on average, approximately \$389 in the past 12 months, if they had to pay for the services from private businesses. Library customers also highlighted that they would be willing to pay, on average, \$73 per annum to maintain the community's access to the current library services.

Key issues/insights

Population growth, collocation, sustainable communities, community learning and staff shortages were identified as issues for Wyndham Libraries.

The most pressing issue for Wyndham Libraries was the challenge to meet the demands of rapid population growth. In addition to maintaining and upgrading current library facilities, Wyndham City Council had to find the resources to plan,

build and operate new libraries at a pace to keep up with the rapid growth. The Library Manager commented: 'can we build them fast enough? Do we have the energy and resources to plan for growth?'

Libraries were identified as important early facilities in new towns/suburbs which meant that they had to be funded before the rates-base was fully developed.

Wyndham City Council is a member of the National Growth Areas Alliance comprising 25 Councils across Australia, and of the Interface Councils Group, representing eight Councils around Melbourne. Through these groups, the Council advocates to Federal and State Governments for the special needs of rapid-growth areas.

The Library Manager pointed to the challenge of finding skilled staff for expanding services. She also noted that this is an industry-wide problem that is partly due to an aging workforce.

Future outlook

Wyndham expected to face the challenge of opening new libraries at a regular rate over the next 20 years in line with projected population growth. There were two main challenges: funding the new developments and resourcing the planning and development process, with current staffing levels.

Wyndham Libraries expected to continue to expand their use of technology. RFID-enabled check-in and check-out will free library staff for higher-order queries. Web-based services will allow greater offsite access to the catalogue and reservations as well as downloads (e-books, audio books, music and resources). It will also leverage opportunities to link to online resources such as www.insideadog.com.au, a website for young people.

The library expected to meet increasing demands for home library services with the aging population.

The libraries could cater more effectively for youth and young adults by providing a 'third place' that targets their needs and interests.

From an advocacy perspective at the Federal level, the National Growth Areas Alliance would benefit from the outcomes of this study given their lobbyist position, i.e. population increases are placing significant financial strain on growth area councils and residents are disproportionately disadvantaged. Federal Government, therefore, has a role in funding growth area infrastructure and services.

At the local level, the Library Manager expected the current project would provide evidence that would support the annual budget application process in Council, and would support Council applications for Federal grants.

7.2 Library programs

7.2.1 Pre-school storytime

Objectives

Pre-school storytime is aimed at 3–5 year olds. The program includes interactive storytelling, finger/rhyme games and song. The program is set to achieve multiple objectives:

- to promote learning and reading as a habit at a relatively young age;
- to promote literacy by making a visit to the library a positive experience for young children and adults; and
- to encourage positive interaction between families.

Delivery patterns/usage

Pre-school storytime is delivered across most Victorian public library services. All case study library services run at least one session at each of their library branches each week; often branches run multiple sessions each week. Pre-school storytime sessions usually run from anywhere between 30 minutes and an hour.

Usage patterns vary across library services, often reflecting their rate of population growth and the attractiveness of certain locations to young families. Eastern Regional had 35,225

participants in 2008–09, followed by Geelong (25,930), Darebin (16,296), Casey-Cardinia (15,388), Wyndham (11,286), Latrobe City (7,500), and Gannawarra (2,900).

Community benefits

A broad range of benefits from the program have been identified, as follows:

- Improves literacy of participants (children aged 3–5).
- Enables interaction between children.
- Teaches parents how to interact with their children.
- Promotes social linkages between parents (or carers).
- Exposes resources that the library has to offer to participants, often increasing circulation figures immediately preceding storytime.
- Enables children from CALD backgrounds to get acquainted with the English language at a relatively young age.
- Exposes library staff to new activities.

Delivery costs

The cost of delivering the program includes staff time (presentation and preparation time), materials and equipment. Most library services highlighted that there is no separate budget to deliver the program, as it is considered as part of the day-to-day workings of the library.

While a number of case study libraries attempted to cost pre-school storytime specifically, the range of costings received highlighted numerous costing techniques at play.

7.2.2 PC/internet training

Objectives

The objective of PC/internet training depends on what is being delivered but the broad premise is to provide participants with skills in the use of PCs and the internet at either the beginner or advanced level.

Delivery patterns/usage

The delivery of PC/internet training is different across the library services studied, ranging from pre-prepared formal training targeted at learning specific skills, to basic one-on-one training to library customers on request.

Casey-Cardinia Library Corporation offers basic classes for those new to the internet (L-web) and sharing and interacting on the web (Web 2.0). It also offers more specific programs such as *Search* (covering use and types of search engines), *eBay* and *Australian family history online resources*. The frequency of the program can vary and is dependent on demand, but sessions are usually held two to three times over a given month, mainly from February to November. In 2008–09, 264 people from Casey-Cardinia participated in PC/internet training.

Darebin Libraries provides internet training on a one-to-one basis as requested by customers. Each session is completed in one hour and customers are provided with a basic introduction to the internet and email services. Session times are negotiated between the staff member and the customer. About 115 sessions are scheduled each year.

Eastern Regional Libraries Corporation provides regular formal training to its customers. Separate sessions are run for basic training to send and receive email and for accessing the internet. Five sessions for email training and three sessions for internet training are delivered each month across all library branches.

Geelong Regional Library Corporation offers the *Web Allsorts* program on a monthly basis at three branches. This is focused on internet basics, with the sessions responsive to individual need. There were approximately 300 participants in 2008–09.

Latrobe City Library Service delivers internet courses focused on specific databases or aspects of the internet, e.g. using the internet to research family history. These courses are usually run twice a year with an average of 10 participants per session. Basic support to

customers using the internet and PCs is provided at all times by library staff.

Wyndham Libraries offers one-on-one PC/internet training to library customers on request. These sessions can range from basic PC skills, including email and online searching, to specific requests like attaching photos or using library resources such as the library catalogue.

While Gannawarra Library Service does not deliver any formal training directly, assistance to library customers is provided by library staff upon request.

Community benefits

The identified benefits of the program include:

- Contributes to computer literacy.
- Promotes ongoing self-learning by enabling the participant to come back and use the same computer in a familiar setting.
- Improves communication skills and interconnectedness of the community.
- Social benefits from participation in group organised sessions.
- Provides the required skills to access information.
- Enables a more efficient use of time.
- Enhances the teaching skills of library staff.

Delivery costs

For most library services, the costs of delivering the program were part of the day-to-day workings of the library, including utilisation of existing computer units located in library branches and staff time.

7.2.3 Homework clubs

Objectives

The objectives of homework clubs vary across the library services depending on how the program is delivered and the type of participants targeted.

The homework clubs delivered by Eastern Regional Libraries Corporation are aimed at assisting students from migrant families and indigenous communities with their educational needs.

Similarly, Darebin Libraries has a strong focus on African students, with volunteer tutors assisting with their homework and study needs. This complements the *Your Tutor* service offered to members more generally. This program is aimed at children in grade 4 through 12 and obtains online help from vetted tutors coordinated through a commercial provider. Many other Victorian public libraries subscribe to this service. Subjects covered include maths, science, English, research and study skills.

Wyndham Libraries offer a Secondary Maths Learning Club in partnership with The Smith Family. Run by volunteers, the program aims to provide students assistance with their maths homework in sessions held once a week during school term. On average, each session has about 12 to 15 students. Students need to register with the Coordinator to join the club and this involves them and their parents signing a contract. Administration of the Secondary Maths Learning Club is handled by The Smith Family with the Wyndham Library Service providing the venue and the marketing.

Both Casey-Cardinia Library Corporation and Latrobe City Library Service do not offer a formal homework club program but do provide access to the *Your Tutor* online service.

The Smith Family run a program – Learning for Life – from the Geelong Regional Library Corporations' Corio branch on a weekly basis for a couple of hours during school terms. The Smith Family use existing library IT infrastructure and collections to deliver the program, i.e. via their two specialist staff.

Delivery patterns/usage

The homework clubs delivered by Eastern Regional Libraries Corporation, Wyndham and Darebin Libraries are delivered weekly.

The *Your Tutor* computer program is accessible to library customers at library branches and via the library website between 4pm and 8pm from Monday to Friday. Casey-Cardinia Library Corporation highlighted that the number of participants varies according to the school year but ranges from 80 to 120 sessions per month. In 2008–09, there were a total of 1,510 participants.

Community benefits

The benefits of the program are:

- Local, safe place for expert assistance with homework.
- Financial savings from not having to pay for a tutor.
- Reduced pressure on parents by knowing there is additional educational support for their children.

In addition, the homework club programs delivered within library branches, for example the program delivered by Eastern Regional Libraries Corporation, exposes people to the information available at the library, and therefore, helps increase the library user base.

Delivery costs

The homework program delivered by Eastern Regional Libraries Corporation is staffed by volunteers and run at library branches in separate dedicated rooms. The program is delivered at no additional cost to general day-to-day expenses of the library.

In Darebin, the cost of specialist staff and associated collateral accumulates to an estimated \$3,000 p.a.

In Wyndham, the Library provides the venue free of charge and the marketing material is provided by Council. The Smith Family covers the cost of administration and refreshments.

The cost in delivering the *Your Tutor* online service is scaled based on the number of users.

7.2.4 Home library service

Objectives

The home library service provides free delivery of library materials to people unable to reach library branches. Older age, illness or incapacity is the usual, but not the only, reason for use of the service. The objective of the program is to ensure that isolated or housebound members of the community have access to public library services.

Delivery patterns/usage

The home library service is coordinated by library staff and is primarily delivered by volunteers. The service is heavily used across all case study libraries.

In 2009, Eastern Regional Libraries Corporation staff coordinated volunteers and selected materials. Volunteers gave 2,848 hours of their time to visit 163 housebound customers and 25 housebound organisations, including nursing homes and hospitals. There were a total of 1,956 visits to housebound individuals and 79 visits to housebound organisations.

Gannawarra Library Service provides a home library service to nursing homes, hospitals, retirement villages, people's homes and even schools, where the school does not have enough financial resources to organise a trip to the library. Frequency of such visits varies according to need: senior citizens and hospitals are visited once every month, retirement villages and nursing homes are visited fortnightly, individuals at their respective homes are serviced as required, and delivery to schools is made during school-terms. In 2009, seven volunteers gave 20 hours of their time to visit 13 housebound customers and seven housebound organisations including nursing homes and hospitals. There were a total of 89 visits to housebound individuals and 79 visits to housebound organisations.

Wyndham Libraries provide a monthly home library service to 36 people (at home or in a care facility) who are mostly elderly with frail and disability conditions. The main collections used are large print, DVDs and biographies. The

service is delivered by a library technician with the support of a small team of volunteers who deliver the materials to some of the recipients. Recent growth in demand has resulted in expanded recruitment of volunteers. The service currently requires 25% of a library technician's time.

In 2009, Casey-Cardinia Library Corporation saw over 64 volunteers give 406 hours of their time to visit 70 housebound customers and eight nursing homes. There were a total of 426 visits, an increase from 374 the previous year. The visit hours have also increased significantly from the previous year's 330 hours. There were 21 new housebound residents over the past 12 months and 14 new volunteers registered to give their time, clearly indicating the need for the service and the desire for people to help others.

The home library service in Latrobe City is known as an 'outreach service' that either brings customers from their homes into the library using volunteers and the council bus, delivering material to customers homes or setting material aside for customers to collect. Housebound pickups and drop offs are undertaken once a fortnight or as required by the needs of the customer. Material (primarily talking books and large print) are set aside once a week for customers at each library on shelving at the front counter.

In Darebin, 50 participants use the home library service across six nursing homes and one retirement village. Moreover, some of the participating facilities take deliveries for the general population housed or cared for. The service has a delivery cycle of eight times each year (or every six weeks).

The Geelong Regional Library Corporation together with DoCare Geelong, a local not-for-profit community-based organisation, provides a regular home library service. The service is set-up so a DoCare volunteer will visit and discuss the service and arrange delivery times with recipients on a case-by-case basis dependent on need.

Community benefits

A broad range of benefits from the program have been identified including:

- Direct benefit to customers who otherwise could not access library materials, resulting in on-going lifelong learning.
- Social interaction between volunteers and customers.
- Benefit to volunteers who obtain the feeling of giving back to the community.

Delivery costs

Costs in delivering this service relate to staff and volunteer time and transport costs. Many of the library services provide a fuel voucher or reimbursement to compensate volunteers for transportation costs. The cost of library materials is covered within the main acquisitions budget.

Both Eastern Regional Libraries Corporation and Gannawarra Library Service reimburse volunteers for transportation costs. Eastern Regional provides a reimbursement of \$7 to compensate volunteers for time and transportation costs. This is based in the premise that the service delivers to residents and locations within a 3–5 km radius of the library branch in question.

Wyndham Libraries calculate the cost as \$16,064 per annum which includes staff time and on costs. Volunteers pay their own expenses.

Casey-Cardinia Library Corporation estimates the cost in delivering this program as \$19,500 per annum. This includes staff time and associated costs. The service is coordinated by a Band 4 staff member who has seven hours per week allocated for the service. A cost of \$25,000 per annum is similarly estimated in Darebin.

The Geelong Regional home library service is delivered free of charge by volunteers from DoCare.

7.2.5 Summer Reading Club

Objectives

The Summer Reading Club is held annually and extends across the whole summer school holidays (December to late January). The objective of the program is to promote reading and reading-related activities to children aged between 5 and 16 years via their local libraries and a dedicated website administered by Australian Library and Information Association (ALIA). It encourages use of the library outside school hours/demands. Certificates are presented to every child reading 10 or more books. A final event includes a draw for prizes.

Delivery patterns/usage

Both Eastern Regional Libraries Corporation and Casey-Cardinia Library Corporation have a high number of participants in the Summer Reading Club. Eastern Regional has approximately 150–200 children participate every year.

In 2008–09, 319 children joined the Summer Reading Club in Casey-Cardinia. Across all of the library branches, children participating read 7,970 books.

At Darebin Libraries, usage rates are also high. During the 2008–09 Summer Reading Club, Darebin Libraries received 723 registrations with a total of 5,980 books read.

In Wyndham, 255 children registered for the Reading Challenge in 2008 and in previous years there have been between 150 and 250 children participating. This will increase in 2009–10 with the opening of Point Cook. At the beginning of January 2010, there were already approximately 550 children registered to participate.

Just over 200 children register for the annual program offered in the Geelong region.

Community benefits

The benefits of the program are:

- Improved literacy of participants (school-aged children).

- Promotes social interaction at the library.
- Encourages both parents and children to use the library more frequently.
- Encourages the use of libraries by non-users.
- Increases the usage of the library's collection.

Delivery costs

Most libraries highlighted that the costs of the program (library materials and staff time) are covered through the normal acquisitions budget. Casey-Cardinia Library Corporation estimated the cost of delivering the program is \$2,600 per annum. Darebin's cost estimate was higher at \$5,600 per annum.

7.3 Cost benefit assessment results

Figure 39 highlights some of the key parameters generated by the library customer surveys, and the Victorian household survey for the non-user willingness to pay data, used to value library benefits at specific case study locations. Taken together, the chosen case study libraries contribute anywhere between \$80.7 million and \$269 million towards community welfare, depending on the benefit valuation method adopted (Figure 40). This compares to the \$37 million expended to sustain the library services annually.

Total benefits outweigh costs for all case study libraries, regardless of the valuation technique adopted. The benefit cost ratio estimated is above one in all cases (Figure 41). The benefit cost ratio is highest for Latrobe City and lowest for Gannawarra, in most cases. In part, Latrobe City's high BCR is reflective of no capital and depreciation costs incurred by the library service during 2009.

The calculated benefits are higher when measured using either the financial savings or the travel cost method, as compared to the contingency valuation method. This reflects low stated willingness to pay on the part of customers, potentially reflecting their limited capacity to pay and/or the value they place on their time.

The per customer and per capita costs and benefits for case study libraries are reported separately in Figure 42 and 43 respectively.

From a customer perspective, benefits, on average, are highest for Eastern Regional Libraries Corporation, Gannawarra Library Service and Geelong Regional Corporation. On the other hand, from a resident perspective, benefits are highest for Wyndham City Library and Darebin Libraries. The difference in per customer and per capita benefits is reflected by differences in the customer to population ratio served by each library service.

Interestingly, the estimates of user willingness to pay gathered (\$118 to \$625 p.a.) are higher than that recorded in earlier Australian studies.

For instance, Liddle's (2008) study valuing NSW public libraries carries an estimate of \$61.10 for customer willingness to pay. Moreover, non-users of public libraries in Victoria also seem prepared to pay much higher (\$55 p.a.) compared to their counterparts in NSW (\$20.30 p.a.).

Figure 39: Willingness to pay, case study libraries⁴

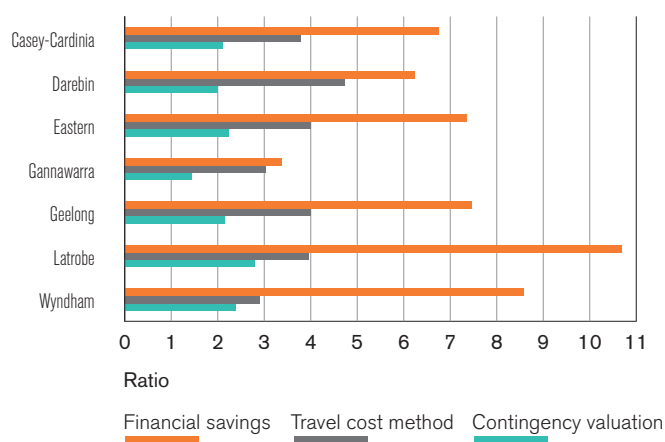
	Financial savings	Travel cost method			Contingency valuation	
	Annual financial savings to customers (\$)	Avg. time spent at the library (mins)	Avg. distance travelled to the library (kms)	Avg. amount spent commuting to the library (\$)	Annual customer willingness to pay (\$)	Annual non-user willingness to pay (\$)
Casey-Cardinia Library Corporation	\$402	45	14.5	\$1.30	\$60	\$55
Darebin Libraries	\$331	53	13.0	\$2.10	\$82	\$55
Eastern Regional Libraries Corporation	\$509	36	10.3	\$0.80	\$74	\$55
Gannawarra Library Service	\$354	35	19.4	\$1.40	\$93	\$55
Geelong Regional Library Corporation	\$461	28	12.6	\$1.50	\$68	\$55
Latrobe City Library Service	\$418	43	12.1	\$1.30	\$56	\$55
Wyndham Libraries	\$389	61	7.0	\$0.90	\$73	\$55

⁴ When using the travel cost method to calculate the direct use benefits to library users, appropriate adjustments were made to reflect library users taking multi-use trips, combining a visit to the library with other activities. The opportunity cost of user's leisure time was valued at \$11.31, based on 'default values' issued by the Department of Transport.

Figure 40: Annual costs and benefits, case study libraries (2009 \$million)

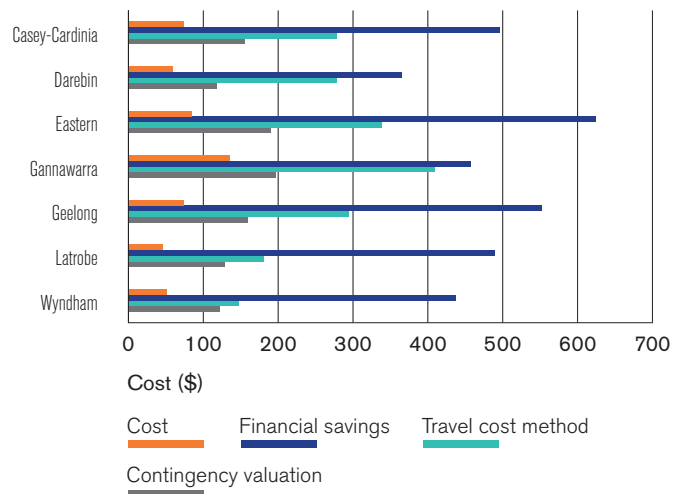
	Cost	Financial savings	Travel cost method	Contingency valuation
Casey-Cardinia Library Corporation	\$8.2	\$55.4	\$31.1	\$17.2
Darebin Libraries	\$4.9	\$30.5	\$23.2	\$9.8
Eastern Regional Libraries Corporation	\$11.1	\$81.5	\$44.2	\$24.7
Gannawarra Library Service	\$0.5	\$1.8	\$1.7	\$0.8
Geelong Regional Library Corporation	\$7.2	\$53.4	\$28.5	\$15.4
Latrobe City Library Service	\$1.5	\$15.7	\$5.8	\$4.1
Wyndham Libraries	\$3.6	\$30.9	\$10.5	\$8.6
Total	\$37.0	\$269.2	\$144.9	\$80.7

Note: Benefits include both customer and non-user benefits.

Figure 41: Benefit cost ratios, case study libraries

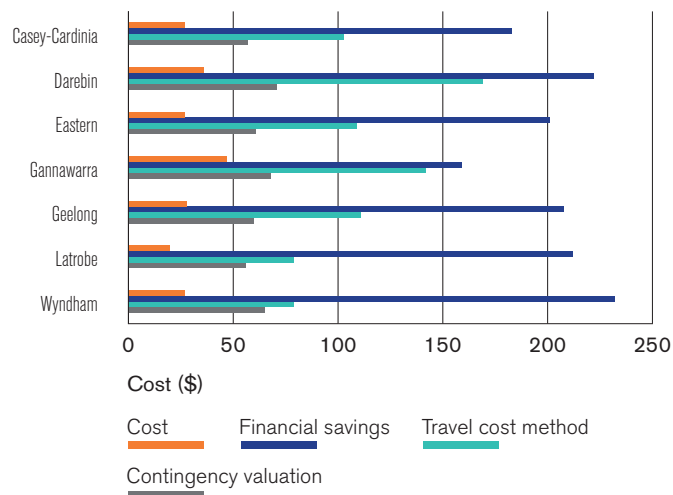
Note: Benefits include both user and non-user benefits

Figure 42: Costs and benefits per customer, case study libraries (2009\$)



Note: Benefits include both user and non-user benefits.

Figure 43: Costs and benefits per capita, case study libraries (2009\$)



Note: Benefits include both user and non-user benefits.

7.4 Economic impact assessment results

Different economic multipliers were generated by SGS's econometric model simulation for each of the geographic areas the case study library services respectively serve.

Moreover, each of these sets of multipliers has been applied to different forms of economic stimuli associated with public library operation, as follows:

- Library recurrent expenditure including material purchases, staff salaries and other administration and operational costs (~Libraries, Museums and the Arts multipliers).
- Library capital works expenditure, assuming depreciation expenditure is progressively spent to renew the library's physical asset base (~Construction, excluding residential building construction, multipliers),
- Library customer expenditure triggered by their use of public libraries (average of Publishing, recorded media and publishing, Photographic and scientific equipment, Electronic equipment and Household appliance multipliers).

These multipliers are reported in Figure 44.

To interpret these multipliers, Casey-Cardinia Library Corporation is used for explanatory purposes.

For every \$1.00 of library purchases (exc. capital works) made by the Casey-Cardinia Library Service, an additional \$0.27 is generated as income for enterprises in the Casey-Cardinia economy, leading to a total income effect of \$1.27.

Casey-Cardinia-based enterprises contribute about \$0.11 of value added (i.e. product) for every \$1.00 spent in the local economy by the library service (exc. capital works). The remainder of value (\$0.89) is generated by supplying enterprises outside of Casey-Cardinia, i.e. imported goods and services. Nonetheless, for each of this \$0.11 of local value added associated by the initial \$1.00 spend by the library, local buyers and suppliers contribute a further \$0.05 of value added in subsequent rounds of transactions, totalling to \$0.16.

For every \$1 million of library purchases (exc. capital works) made by Casey-Cardinia Library Corporation, 8.03 jobs are supported in the local economy. After subsequent rounds of transactions are accounted for, i.e. through local buyer and supplier links, this initial \$1 million in library spending supports a total of 9.25 local jobs.

Taken together, the annual purchasing and capital works expenditure of the case study libraries (i.e. their own expenditure) generates the following in their host local economies each year:

- \$30.2 million in income.
- \$4.4 million in value-added.
- 340 jobs.

Figure 45 highlights how these contributions are different among the case study library group.

In addition, the expenditure of library customers triggered by library use generates:

- \$98.4 million in income.
- \$5.9 million in value-added.
- 445 jobs in their host economies (Figure 46)

These own and customer triggered expenditures can be added together to estimate the total level of economic activity generated by the case study libraries, i.e.:

- \$128.6 million in income.
- \$15.4 million in value-added.
- 785 jobs in their host economies (Figure 47).

7.5 Synopsis

The case study library services reiterated much of what has already been established by *Libraries Building Communities*. They also show how different library services contribute differently to their respective communities, reflecting the importance of context. Without recounting blow-by-blow the findings of each case study, the table overleaf highlights:

- Some standout messages attributable to each case study.

Figure 44: Economic multipliers adopted

Effect of library purchases (exc. Capital works)	Income		Value-added		Employment	
	Direct	Total	Direct	Total	Direct	Total
Casey-Cardinia Library Corporation	1.00	1.27	0.11	0.16	8.03	9.25
Darebin Libraries	1.00	1.48	0.14	0.24	8.03	10.28
Eastern Regional Libraries Corporation	1.00	1.43	0.13	0.22	8.03	10.06
Gannawarra Library Service	1.00	1.20	0.07	0.10	8.03	9.04
Geelong Regional Library Corporation	1.00	1.56	0.13	0.25	8.03	10.75
Latrobe City Library Service	1.00	1.39	0.07	0.12	8.03	10.06
Wyndham Libraries	1.00	1.38	0.12	0.20	8.03	9.77
Effect of library capital works	Income		Value-added		Employment	
	Direct	Total	Direct	Total	Direct	Total
Casey-Cardinia Library Corporation	1.00	1.87	0.13	0.28	2.06	6.29
Darebin Libraries	1.00	2.14	0.17	0.42	2.06	7.75
Eastern Regional Libraries Corporation	1.00	2.16	0.16	0.39	2.06	7.81
Gannawarra Library Service	1.00	1.70	0.11	0.20	2.06	5.63
Geelong Regional Library Corporation	1.00	2.35	0.16	0.42	2.06	8.67
Latrobe City Library Service	1.00	1.88	0.10	0.22	2.06	6.24
Wyndham Libraries	1.00	2.08	0.14	0.34	2.06	7.26
Effect of triggered purchases by customers	Income		Value-added		Employment	
	Direct	Total	Direct	Total	Direct	Total
Casey-Cardinia Library Corporation	1.00	1.27	0.07	0.11	4.60	5.72
Darebin Libraries	1.00	1.47	0.10	0.19	4.60	6.66
Eastern Regional Libraries Corporation	1.00	1.43	0.09	0.17	4.60	6.45
Gannawarra Library Service	1.00	1.15	0.05	0.07	4.60	5.28
Geelong Regional Library Corporation	1.00	1.54	0.10	0.20	4.60	7.01
Latrobe City Library Service	1.00	1.34	0.05	0.09	4.60	6.11
Wyndham Libraries	1.00	1.38	0.08	0.15	4.60	6.16

Figure 45: Total economic impact of own expenditure, case study libraries (2009\$)

Impact on regional economy	Income (\$ million)		Value-added (\$ million)		Employment	
	Direct	Total	Direct	Total	Direct	Total
Casey-Cardinia Library Corporation	\$5.14	\$6.76	\$0.56	\$0.86	55.05	64.98
Darebin Libraries	\$1.68	\$2.48	\$0.24	\$0.41	21.84	27.97
Eastern Regional Libraries Corporation	\$6.38	\$9.14	\$0.85	\$1.42	95.19	119.20
Gannawarra Library Service	\$0.38	\$0.46	\$0.03	\$0.04	4.90	5.52
Geelong Regional Library Corporation	\$4.33	\$7.37	\$0.59	\$1.20	56.22	79.85
Latrobe City Library Service	\$1.14	\$1.58	\$0.08	\$0.14	11.88	14.87
Wyndham Libraries	\$1.72	\$2.39	\$0.21	\$0.34	23.33	28.45
Total	\$20.77	\$30.19	\$2.56	\$4.42	268.40	340.83

Figure 46: Total economic impact of customer triggered expenditure, case study libraries (2009\$)

Impact on regional economy	Income (\$ million)		Value-added (\$ million)		Employment	
	Direct	Total	Direct	Total	Direct	Total
Casey-Cardinia Library Corporation	\$10.41	\$13.21	\$0.72	\$1.16	47.93	59.57
Darebin Libraries	\$7.39	\$10.88	\$0.73	\$1.40	34.01	49.22
Eastern Regional Libraries Corporation	\$25.22	\$36.08	\$2.33	\$4.31	116.14	162.81
Gannawarra Library Service	\$0.13	\$0.15	\$0.01	\$0.01	0.60	0.69
Geelong Regional Library Corporation	\$12.58	\$19.38	\$1.22	\$2.49	57.93	88.16
Latrobe City Library Service	\$5.98	\$7.99	\$0.29	\$0.53	27.54	36.52
Wyndham Libraries	\$7.78	\$10.72	\$0.63	\$1.14	35.84	47.94
Total	\$69.49	\$98.41	\$5.92	\$11.03	319.97	444.91

Figure 47: Total economic impact of public libraries, case study libraries (2009\$)

Impact on regional economy	Income (\$ million)		Value-added (\$ million)		Employment	
	Direct	Total	Direct	Total	Direct	Total
Casey-Cardinia Library Corporation	\$15.55	\$19.97	\$1.28	\$2.02	102.97	124.55
Darebin Libraries	\$9.07	\$13.36	\$0.97	\$1.82	55.85	77.19
Eastern Regional Libraries Corporation	\$31.60	\$45.22	\$3.18	\$5.73	211.33	282.01
Gannawarra Library Service	\$0.52	\$0.61	\$0.04	\$0.05	5.50	6.20
Geelong Regional Library Corporation	\$16.91	\$26.75	\$1.81	\$3.69	114.15	168.01
Latrobe City Library Service	\$7.12	\$9.58	\$0.37	\$0.67	39.41	51.39
Wyndham Libraries	\$9.51	\$13.11	\$0.83	\$1.48	59.16	76.39
Total	\$90.26	\$128.60	\$8.48	\$15.45	588.37	785.74

- How the estimated value of benefits compares with library service delivery costs (via the benefit cost ratio (BCR)) under each of the three benefit estimation methods utilised.
- The total amount of local economic income, value added and employment that is attributable to library services in their respective catchments.
- Library staff training in assessing and writing grant applications.
- Ensuring that advocacy materials are written in lay terms but are backed by the rigour that is expected in formal business cases.
- Establishing a 'clearing house' for best advocacy practice, recognising that some advocacy efforts generate better results than others, and all library services should benefit from past experience.
- Ensuring funding and operating decisions are informed by international best practice and contemporary thinking, disconnecting future debate from the inertia of the past.
- Maximising the visibility of libraries through highly accessible locations, distinctive building structures and collocation of libraries with other community services, i.e. in a community hub or as a one-stop community service location.

7.5.1 Common issues

Some of the common issues highlighted by the case study libraries include:

- the insufficiency of funding to cope with growing and diverse communities, coupled with rising community service expectations;
- the increasing demand for home library services, as the population ages;
- the need to keep abreast of changing technologies and to train staff to be actively engaged with these technologies;
- ability to attract and retain qualified staff.

7.5.2 Future advocacy efforts

From a future advocacy perspective, the case study interviews suggest significant value in:

- Library staff members being well recognised across Council and abreast of the broader council agenda.

**"It gives you
information about
everything –
I mean everything!"**

(survey respondent)

Figure B: Case study synopsis

Standout message	Annual cost (\$ million)	Annual benefit (\$ million)			Annual economic activity supported in local economy		
		Financial savings	Travel cost method	Contingent valuation method	Income (\$ million)	Value-added (\$ million)	Employment (EFT)
Casey-Cardinia Library Corporation • Need to maintain the personal touch in customer service, as new technologies deliver service efficiencies.	\$8.2	\$55.4 BCR = 6.75	\$31.1 BCR = 3.78	\$17.2 BCR = 2.10	\$20.0	\$2.0	124 jobs
Darebin Libraries • Multicultural and disadvantaged communities make particular use of library services.	\$4.8	\$30.5 BCR = 6.23	\$23.2 BCR = 4.74	\$9.8 BCR = 2.01	\$13.4	\$1.8	77 jobs
Eastern Regional Libraries Corporation • Different library branches play very different roles, reflecting the character of their catchments.	\$11.1	\$81.5 BCR = 7.35	\$44.2 BCR = 3.99	\$24.7 BCR = 2.23	\$45.2	\$5.7	282 jobs
Gannawarra Library Service • Libraries play an increasingly strong role in the community in times of crisis.	\$0.54	\$1.8 BCR = 3.38	\$1.7 BCR = 3.03	\$0.8 BCR = 1.45	\$0.6	\$0.05	6 jobs
Geelong Regional Library Corporation • Libraries can play a strong role in showcasing local skills/technologies, particularly when located in hubs.	\$7.2	\$53.4 BCR = 7.46	\$28.5 BCR = 3.99	\$15.4 BCR = 2.15	\$26.8	\$3.7	168 jobs
Latrobe City Library Service • Qualified staff are crucial and underpin much of the community benefit conferred. • A broad array of other community services (such as maternal and child health) can be delivered via libraries as 'one stop' locations.	\$1.5	\$15.6 BCR = 10.68*	\$5.8 BCR = 3.95	\$4.1 BCR = 2.80	\$9.6	\$0.7	51 jobs
Wyndham Library Service • Coping with growth is difficult but visibility and collocation with other services assists.	\$3.6	\$30.9 BCR = 8.58	\$10.5 BCR = 2.90	\$8.6 BCR = 2.39	\$13.1	\$1.5	76 jobs

Notes: BCR means benefit cost ratio

* In part, Latrobe City's high BCR is reflective of no capital and depreciation costs incurred by the library service during 2009.

8 Value Assessment

This section takes the case study based results and converts these to whole of Victoria estimates using the scaling process described in Section 5.3.

8.1 Cost benefit analysis

Victorian public libraries contribute at least \$344 million, and up to \$1.1 billion, to community welfare each year, compared to \$191 million expended in costs (Figure 48). From a theoretical perspective, there is no compelling reason to consider one of the estimates of benefit superior to another. However, for the sake of simplicity, i.e. in communicating the results of this report, an average figure might be adopted. That is, an annual benefit of \$681 million for Victorian public libraries.

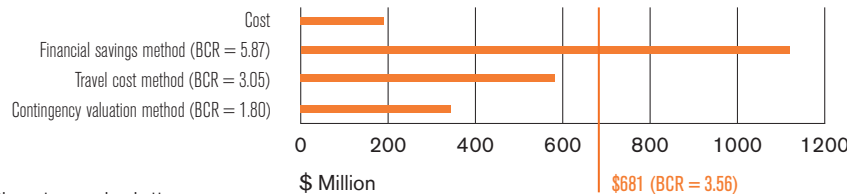
The benefit cost ratio of sustaining public libraries ranges from 1.8 (based on the contingency valuation method) to a high of 5.87 (based on the

financial savings approach). Put another way, for each dollar expended on Victorian public libraries, Victorians stand to benefit by at least double, and up to six times that amount. Again the adoption of an average result is recommended, i.e. the benefits outweigh costs by a factor of 3.56.

Figure 49 compares the benefits per customer and per capita calculated herein against the costs of sustaining Victorian public libraries. Also shown alongside these results are the benefits calculated by other studies that have utilised similar approaches to that adopted in this project.

The figure indicates that the results generated herein fall within a reasonable range of results generated elsewhere. In particular, the results generated using the financial savings approach are highly consistent with other studies.

Figure 48: Total costs and benefits (2009\$ million) and benefit cost ratio, Victoria public libraries



Source: SGS Economics & Planning calculations

Note: Benefits include both user and non-user benefits

Figure 49: Costs and benefits per customer and per capita, Victorian and other results

	Cost	Financial savings	Travel cost method	Contingency valuation
Per customer costs and benefits				
SGS (current study) – Victoria	\$67.80	\$398.20	\$207.20	\$122.40
Liddle (2008) – NSW*	\$79.20	–	–	\$76.70
Pung et al (2004) – British Library, UK*	\$438.90	–	–	\$959.80
Per capita costs and benefits¹				
SGS (current study) – Victoria	\$35.70	\$209.60	\$109.0	\$64.5
Liddle (2008) – NSW*	\$44.80	\$189.60	–	\$43.4
Levin et al (2006) – South West Ohio, USA*	–	\$119.60	–	–

Notes: Liddle (2008) estimates the value of all public libraries in New South Wales in 2007. Levin et al (2006) estimate the value of nine libraries in South West Ohio to their constituent population in 2005. Pung et al (2004) estimate the value of the British Library to the UK population in 2004. Their study does not distinguish between the results generated from the financial savings and contingency valuation method.

* All values are presented in 2009 adjusted Australian dollars. An inflation rate of 2.5% p.a. has been applied to align benefits with the current period (based on ABS Cat 6401.0). Historic exchange rates have been accessed from www.xe.com to convert foreign currencies to Australian dollars.

¹ For the studies shown in the table, benefits per capita have been derived by taking the total value of benefits as a ratio of the reference population served by the library. The Estimated Resident Population (ERP) Estimate for Victoria and NSW was taken from the ABS. Population estimates of the UK and South West Ohio were drawn from respective studies. The number of customers to NSW libraries and the British Library were drawn from the respective studies.

8.2 Economic impact assessment

The economic multipliers for Victoria linked with public library expenditures assessed by SGS's econometric model simulation are shown in Figure 50.

The results of the economic impact assessment associated with expenditures made by public libraries themselves comprise:

- \$399 million in Victorian income.
- \$70 million in Victorian value-added.
- 2,980 full-time equivalent Victorian jobs.

In addition, the total economic activity generated from triggered expenditures of library customers amounts to:

- \$323 million in Victorian income.
- \$50 million in Victorian value-added.
- 1,450 full-time equivalent jobs.

Consequently, it can be concluded that the economic impacts associated with Victorian public libraries in 2008–09 total to (i.e. own expenditure plus triggered user expenditure):

- \$722 million in Victorian income.
- \$120 million in Victorian value-added (or Gross State Product).
- 4,430 full-time equivalent jobs.

Interpretation Notes:

For every \$1.00 of library purchases (excluding capital works) made, an additional \$1.16 is generated as income for enterprises in Victoria, leading to a total income effect of \$2.16.

Victorian enterprises contribute about \$0.14 of value added (i.e. product) for every \$1.00 spent in the State economy by the library service (excluding capital works). The remainder of value (\$0.86) is generated by supplying enterprises outside of Victoria, i.e. imported goods and services. Nonetheless, for each of this \$0.14 of Victorian value added associated with the initial \$1.00 spend by public libraries, Victorian buyers and suppliers contribute a further \$0.23 of value added in subsequent rounds of transactions, totalling \$0.37.

For every \$1 million of public library purchases (excluding capital works) made in Victoria, 8.03 jobs are supported in the state economy. After subsequent rounds of transactions are accounted for, i.e. through local buyer and supplier links, this initial \$1 million in library spending supports a total of 13.52 Victorian jobs.

Figure 50: Victorian economic multipliers assessed (All case study libraries)

	Income		Value-added		Employment	
	Direct	Total	Direct	Total	Direct	Total
Effect of library purchases (exc. capital works)	1.00	2.16	0.14	0.37	8.03	13.52
Effect of library capital works	1.00	3.13	0.15	0.57	2.06	12.05
Effect of triggered purchases by customers	1.00	2.26	0.11	0.35	4.60	10.09

9 Conclusions and Recommendations

This section provides final conclusions plus recommendations for better advocating public libraries in Victoria, as well as for the progression of Phases 5 and 6.

9.1 Conclusions

As evidenced by the *Libraries Building Communities* work and the interviews with library service managers undertaken in this project, library stakeholders are well-equipped to qualitatively articulate the community contributions made by Victorian public libraries. However, when it comes to quantifying these benefits, little information has existed to date within the Victorian context and much of what is available in the public domain is difficult to apply in Victoria.

This study has closed this gap and has found that Victorian public libraries contribute significantly to community welfare. Indeed, the benefits contributed by public libraries outweigh their provisioning costs by a factor of 3.56. This represents a sound return on community investment and provides a compelling case for further investment.

Importantly, these numbers have been generated using conventions and disciplines that align with the requirements of commonwealth and state treasury guidelines for conducting cost benefit assessments. Moreover, the data used to populate the CBA framework were derived from representative market samples. As a result the results are both robust and defensible.

This study has also found that the economic activity induced by Victorian public libraries in Victoria is significant after accounting for all of the multiple rounds of transactions induced by library related expenditures. In short, public libraries contribute some \$120 million to Victorian Gross State Product and support 4,430 full time equivalent jobs each year.

The market research undertaken as part of this project has found that Victorians, be they customers or non-users of public library services, appreciate the contributions made by public libraries, with customers obviously better apprised of the diversity of benefits conferred

than non-users. Inline with this, Victorians are generally satisfied with Victorian public libraries services and their suggestions for improvement relate primarily to a deepening of existing services.

9.2 Recommendations

Given these findings it is recommended that:

1. This report be communicated widely to Victorians both in a way that can be comprehended by lay people and in a manner suitable for the consumption of funding decision makers.
2. This report and its core qualitative and quantitative results be provided online at a central point familiar to library service managers.
3. Each library service be equipped with the results and instructed how to use these results to estimate their own contributions to community welfare, i.e. Phase 5 and 6 of this project should proceed as originally planned.
4. When communicating the findings of this report, the contributions that align with Commonwealth and Victorian policy objectives be pronounced. This includes the contributions of public libraries to:
 - early childhood learning;
 - numeracy and literacy; and
 - self-organised and lifelong learning.

10 Bibliography

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Appendix 1 – Telephone Survey Report

Executive Summary

This survey was commissioned as part of the Dollars, Sense and Public Libraries project, with a view to measure the economic benefits of Victoria's public libraries.

The study focused on three general questions:

1. What are the measurable economic benefits of Victorian public libraries?
2. What are the main ways that libraries contribute economic benefits?
3. What opportunities are there for libraries to make stronger economic contributions?

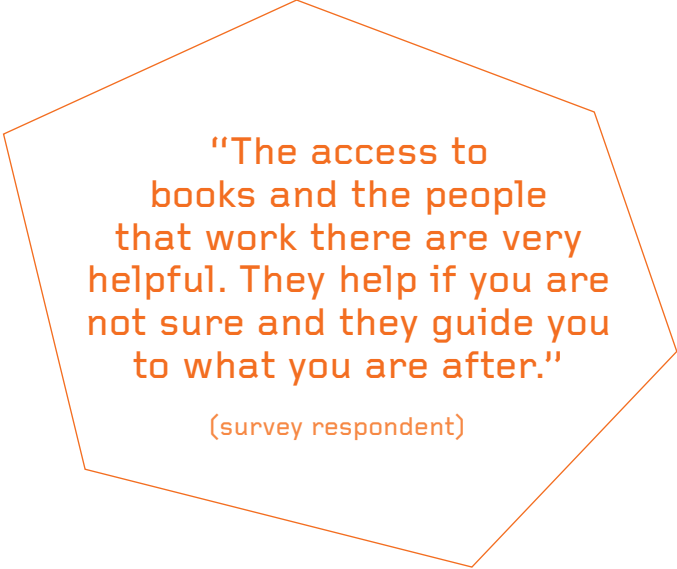
This survey canvassed the views of the general public via a telephone survey of a representative sample of 1,050 Victorians.

Key findings

- Two-thirds (67%) of the population were members of a public library. Membership was higher among women (75%) and households with dependent children (71%).
- Nearly two-thirds (63%) had used a Victorian public library in the previous 12 months. Recent use was more common among women (71%) and people over 55 years (68%).
- Library customers estimated that they would have to spend an average of \$364 per year to access library services from private businesses; 69% said they would have spent over \$100.
- Overall, respondents were willing to spend an average of \$65 per year to maintain community access to current library services; 22% were not prepared to pay anything and 25% nominated an amount up to \$25. Most people (82%) said that libraries were worth more than they nominated, but this was all they could afford to pay.
- Non-users were prepared to pay \$55 per year on average, compared with \$72 per year among library customers.
- Library services that were widely known included: books and print loans; internet access; reference materials; expert staff; video, DVD and CD loans; and computers for general use. There was patchy awareness of other services.
- Many benefits provided by libraries were widely recognised, including:
 - supporting children's education (68%) and early development (62%);
 - helping people obtain information not available elsewhere (63%);
 - contributing to enjoyable and meaningful pastimes (62%), hobbies and interests (58%);
 - supporting educational courses (53%) and lifelong learning (54%); and
 - fostering a sense of community belonging (50%).
- There was low recognition of work-related benefits such as: helping job productivity (14%); helping people get a job or promotion (14%); and helping new business start-ups (12%).
- Similarly, there was low acknowledgement of the role libraries play in supporting community languages and English-language learning, supporting businesses and job or career planning.
- Libraries were widely perceived to contribute to local culture through relevant collections (74% strong agreement) and local history collections (71% strong agreement).
- Many people made no suggestions for improved services. Suggestions focused on: wider range of loan items (10%); longer opening hours (6%); keep up-to-date with media and books (5%); and raise awareness of library services (4%).
- Non-users placed more emphasis on the need for libraries to communicate their services more widely.

Implications for library advocacy

- The strong support for libraries by non-users as well as by customers suggests that advocacy initiatives should be addressed to the whole community. Given that support for libraries is strong and widespread, advocacy should work towards making libraries more visible in local communities. In particular, library buildings should be in prominent locations that convey value and pride, rather than 'behind the scenes' or blended into other facilities.
- As many non-users are not familiar with the breadth of services and amenities offered by modern libraries, it will be important to educate the wider community about the role played by libraries in the modern information economy.
- Advocacy initiatives should use a variety of channels to provide:
 - up-to-date facts and figures about the valuable contributions made by Victorian public libraries;
 - key concepts about the ways libraries contribute (place making, lifelong learning, healthy recreation, social responsibility, social inclusion, etc.);
 - lively and contemporary discussion of topical issues relating to the work of public libraries in Victoria.



"The access to books and the people that work there are very helpful. They help if you are not sure and they guide you to what you are after."

(survey respondent)

Introduction

This report presents the findings from a survey of a representative sample of 1,050 Victorians. The sample was selected using random digit dialling using quotas to ensure representativeness in terms of age, gender and metropolitan/country balance.

Interviewing was carried out by Field Works Market Research.

The survey collected the following information:

- demographic profile;
- patterns of library use;
- travel time and cost;
- purpose of use (recreation, education, etc.);
- type of use (reference, borrowing, program, etc.);
- use of library website;
- views on benefits provided by libraries;
- cultural contribution of this public library;
- economic, social/cultural and environmental benefits of the library service;
- value of this public library (CVM); and
- open comments on public library pros and cons.

Data was collated, open questions were coded, and the data summarised in cross-tabulated data tables.

The questionnaire and data tables are in Section 5.

About this report

Some percentages have been rounded off. When this occurs, totals may be a little more or a little less than 100 percent.

Percentages add to more than 100 when multiple responses are possible.

When the term 'significant' is used in this report, it refers to a statistically significant difference between two percentages.

Research Findings

1. Library use

This section reports the patterns of library use among respondents.

1.1 Membership

Two-thirds (67%) of respondents were members of a Victorian public library. This was similar for Melbourne and country residents. The following differences were noted:

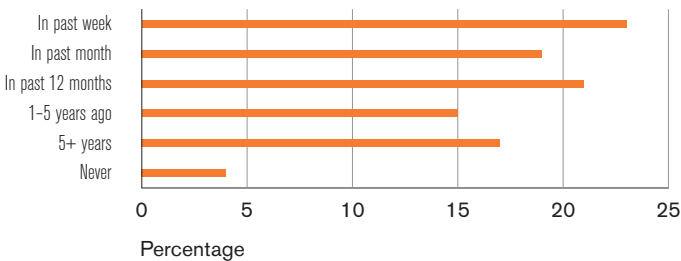
- Women were more likely to be members (75% women cf 59% of men).
- People with children in the household were more likely to be members (71% with children cf 64% with no children).
- Older people were slightly more likely to be members (73% of people 55+; 70% of people 35–54; 58% of people under 35).

1.2 Use of public libraries

Participants were asked when was the last time they used a Victorian public library. Figure 1 shows the findings.

Figure 1: Last use of Victorian public library

Base: 1,050



2. Perceptions of public libraries

This section reports on awareness and perceptions of public libraries.

2.1 Awareness of library services

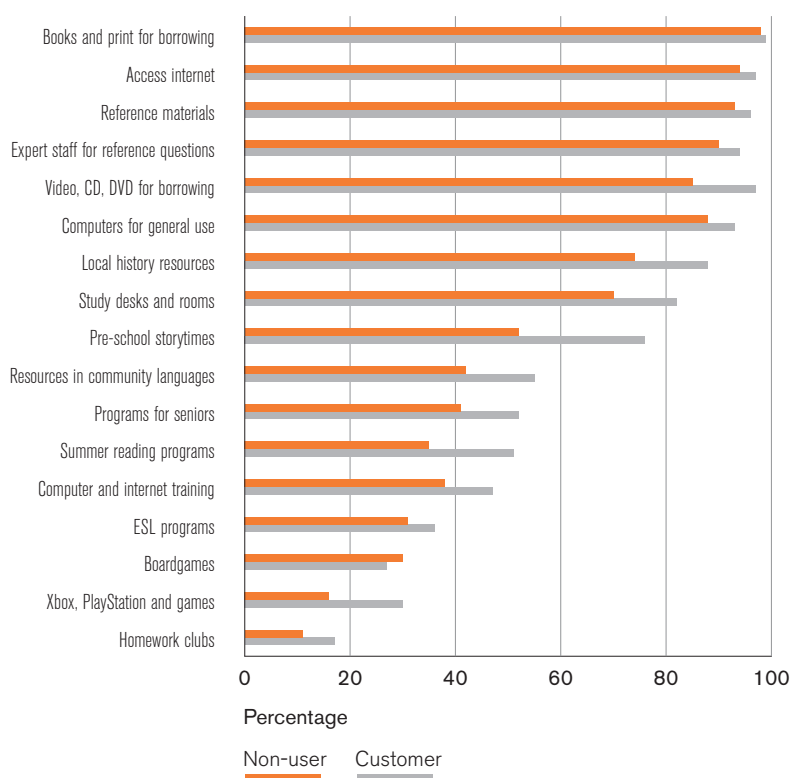
Participants were asked whether they were aware of a variety of library services. As Figure 2 indicates, there was almost universal awareness of some services, while other services were little-known.

Points to note:

- Four key features were universally recognised by recent library customers and non-users:
 - books and print for borrowing;
 - access to the internet;
 - reference materials; and
 - expert staff for reference.
- Most other features were more widely known among library customers.
- Four features were known by less than one-third of respondents:
 - ESL programs;
 - boardgames;
 - Xbox, PlayStation and other games; and
 - homework clubs.
- Family history resources were a little better known in country Victoria than in Melbourne.
- Resources in community languages were a little better known in Melbourne than in country Victoria.

Figure 2: Awareness of library services among users (past 12 months) and others

Base: 1,050



2.2 Perceived benefits of public libraries

Participants were asked to nominate to what extent Victorian public libraries offered a range of benefits. Figure 3 summarises the data.

A wide range of benefits from libraries was recognised, including:

- supporting children's education and early development;
- helping people obtain information not available elsewhere;
- contributing to enjoyable and meaningful pastimes, hobbies and interests;
- supporting educational courses and lifelong learning; and
- fostering a sense of community belonging.

Much smaller proportions of people thought that libraries made a large or moderate contribution to:

- helping job productivity or helping people get a job/promotion;

- helping people start a new business; and
- helping people understand medical or legal information.

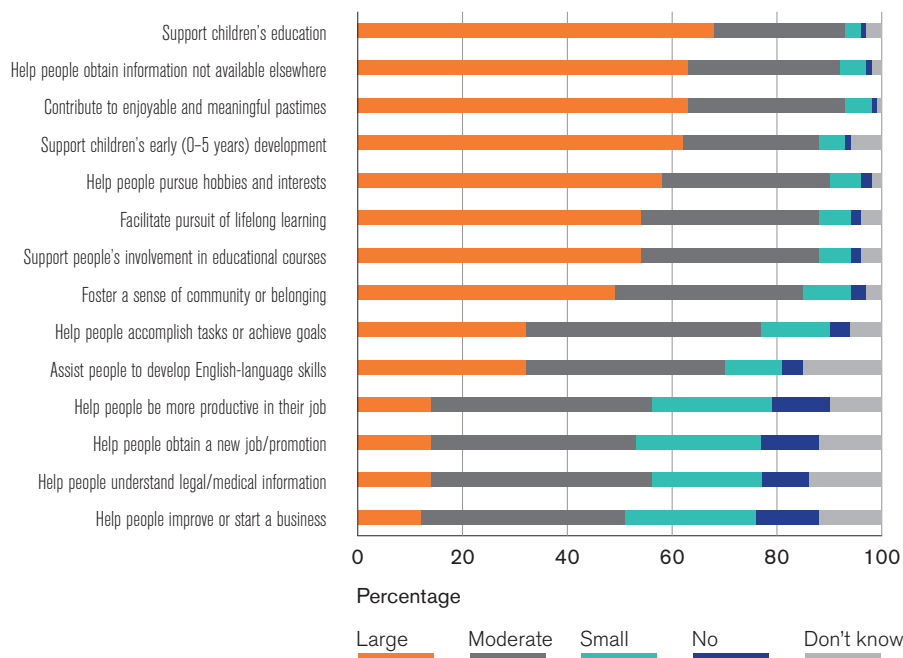
It was interesting to note that most of these perceptions were held by library customers and non-users alike. Similarly, there was little difference in perception according to gender, age, location (Melbourne/other) or presence of children.

While the views of non-users were the same as customers for most measures, there were five areas where non-users were less likely to see the benefits offered by libraries:

- support children's early development;
- facilitate pursuit of informal lifelong learning;
- contribute to enjoyable and meaningful pastimes;
- foster a sense of community or belonging; and
- help people pursue hobbies and interests.

Figure 3: Perceived benefits of public libraries

Base: 1,050



2.3 Perceived characteristics of public libraries

Respondents were asked to indicate their level of agreement with a series of statements about characteristics of public libraries. There were notable differences between people who had used a library in the past 12 months and those who had not, as Figure 4 data shows.

The overall profile of responses for library customers and non-users is similar, with strongest agreement for the safe and pleasant environment of libraries and lowest agreement for their role in supporting and attracting new businesses.

It is not surprising that with their greater knowledge of libraries, library customers were more likely to agree with most of the statements.

2.4 Cultural contribution of public libraries

Participants were asked to rate the importance of ways that libraries contribute to local community culture. Figure 5 shows the findings.

It is clear that collections were regarded as the most important contributions public libraries make to the culture of their local communities. Three-quarters of Victorians thought that general library collections and local history collections were 'very important' contributions to local community culture.

The mix of author talks, multicultural activities and art exhibitions were regarded as very important by one-third of Victorians.

In general, non-users had similar views to library customers.

Figure 4: Customer and non-user agreement with statements (agree strongly)

Base: 1,050

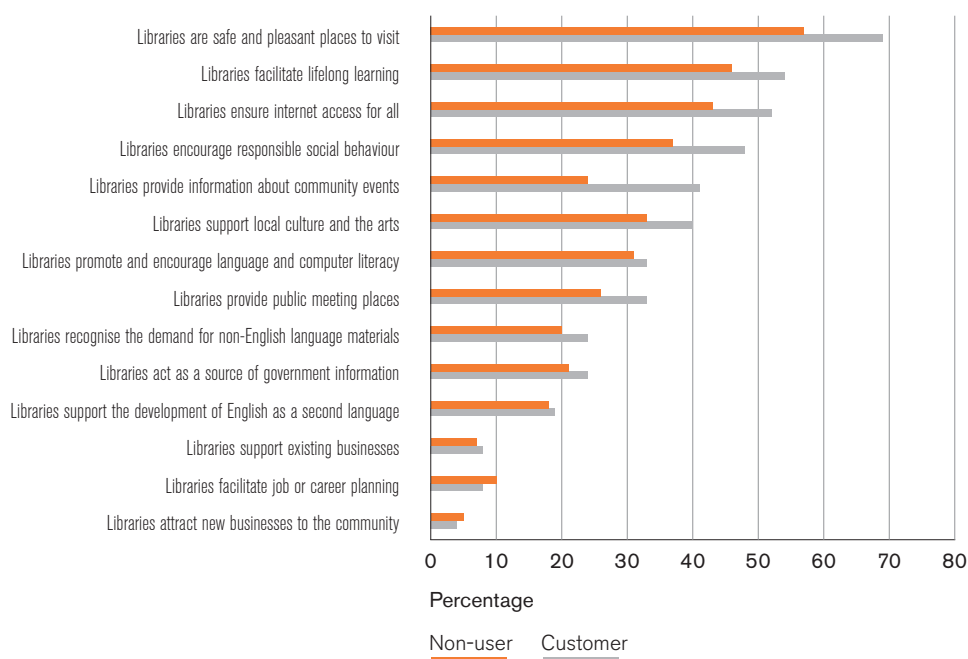
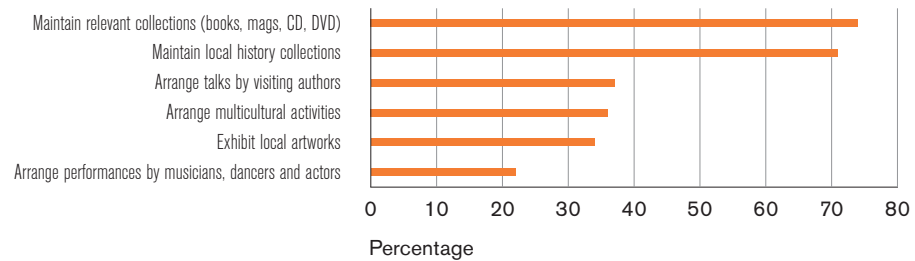


Figure 5: Cultural contribution of public libraries (very important)

Base: 1,050



2.5 Best things about public libraries

Participants were asked to nominate the best things about Victorian public libraries. Figure 6 shows the most common types of responses.

The main beneficial services were:

- the opportunity to borrow books at no cost (37%);
- the range and variety of books in library collections (29%);
- access to information and resources (26%); and
- the opportunity to borrow DVDs, CDs, audio books and other media (16%).

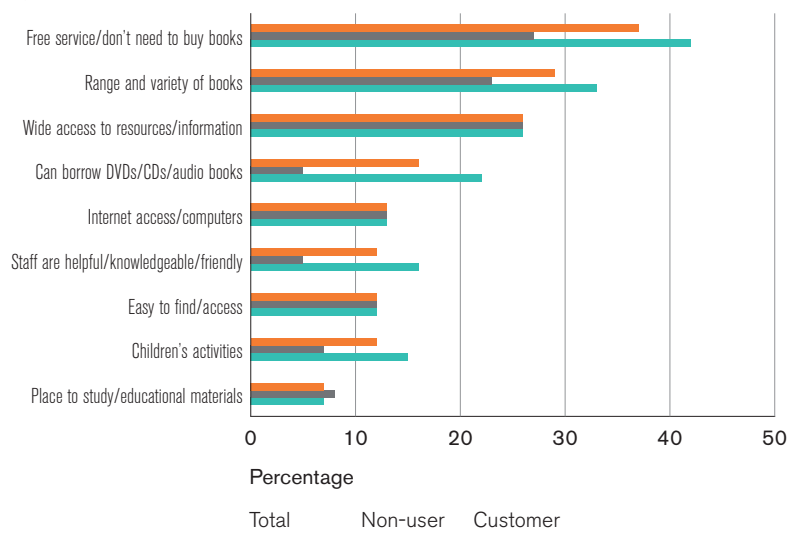
Library customers were more likely than non-users to mention borrowing books at no cost; the range/variety of books; and especially DVDs, CDs and audio books. Non-users put the same emphasis on access to information/resources as customers.

The following good things were mentioned at lower levels:

- access to newspapers/magazines (6%);
- online catalogue/order books from other libraries (5%);
- quiet, relaxing atmosphere (5%);
- reading room/can read books there (4%);
- good borrowing system/generous loan period/reminders (2%);
- long opening hours (2%);
- accessibility/all people/all ages (2%);
- creates a sense of community/social network (2%);
- up-to-date technology/electronic resources (1%);
- discussion groups/bookclubs/authors (1%); and
- photocopying (1%).

Figure 6: Best things about public libraries (customers and non-users)

Base: Total=1,050; Customers=668; Non-users=382



Some of the comments made by participants are shown here.

'It is great you can order books from all over Victoria. At one point, you had to pay but now I get books from all over the place, and now that I can look up catalogues online there are no limits.'

'If you have kids studying, they are good resource for reference material, good for a quiet place to study without distractions.'

'You can escape from the real world and just read a book. If the kids have annoyed you the whole day, you can get on a computer there. You can get videos without paying for them and you can grab and read as many books as you like. Good for research for kids – the internet is good but you can photocopy as much as you can and you can sit and concentrate on it.'

'You can borrow books for free. Wide variety of books and magazines. Can borrow CDs and DVDs.'

'Locally here we have a small library and they are able to get all the books we want from other libraries. Just the service that we have, it's always great service. And my children use the services at the local library quite a lot. They use the internet a lot.'

'The access to books and the people that work there are very helpful. They help if you are not sure and they guide you to what you are after.'

'I think they're great for info. There's not much you can't find if you need information about places or things. They have a lot of facilities for children and web...so you don't have to own a computer and you can spend a couple of hours there.'

'It is good and quiet. I like the environment, a lot of newspapers and magazines.'

'They're good for the elderly. It gives them access to a lot of things they can't afford to buy themselves. I know my father-in-law uses them, and I think they run computer classes and I know he took one of those.'

'Range of books you don't have to purchase. Also for talking books when you drive.'

'Just the range of books, our library has just been renovated and it looks really good. I also like the storytime that they have for the little kids.'

'The atmosphere, it is a great place to go and read. The assistance that is given by the library staff when you are researching a project. The availability of the books.'

'They have got everything. They have got good books and the paper is there to read and also the Internet if you do not have it at home.'

2.6 Suggested improvements to public libraries

Participants were asked to suggest improvements to library services. Overall, 47% did not suggest improvements, either because they were happy with the service, or they did not know it well enough to comment. Those who did not suggest improvements comprised 44% of customers and 51% of non-users. Figure 7 summarises the findings.

Given the contrasting levels of experience of library customers and non-users, it is not surprising that there are notable differences in the suggestions made by these two groups. Customers were more likely to want a wider variety of books, longer opening hours and more up-to-date material/media. Non-users were more likely to say that libraries should be more proactive in promoting their services.

Figure 7: Suggested improvements (customers and non-users)

Base: Total=1,050; Customers=668; Non-users=382



A wide variety of improvements were suggested by 1–2% of people:

- wider range of DVDs, CDs and audio books;
- better access to interlibrary loans;
- online access to download books;
- more study space/reading room;
- more resources in community languages;
- more library staff;
- more funding for libraries;
- mobile library services;
- better index/catalogue;
- cafe/coffee shop;
- longer borrowing time;
- no fees for late returns;
- upgrade library building; and
- bigger library.

Some of the comments made by participants are shown here.

'They should have more people working there, so that when you have questions someone can help you instead of having to go on the internet and search. They should also have more selection of referencing material.'

'Locating books on the shelves, there are not enough staff around to ask and I get a little bit lost. It's just when you need to access a book quickly. Some people have language difficulties and have trouble finding books.'

'I think that they have a service for elderly people who are at home, and I'm not sure if they still run a mobile library, but that service is very good.'

'I would like to see longer hours, maybe to 8 or 9 o'clock instead of just the daytime hours. Keep up with current media forms. Ten years ago there was not a lot of internet use and DVD so there is more media to keep up with these days.'

'I think breadth of material should be wider, the ability to borrow between all libraries. Melbourne Uni you can borrow but to exchange information from that library through here, it costs \$15.'

'More international collection of resources, more world history oriented instead of Australian history.'

'Just making the public more aware of where they are.'

'More copies of popular books.'

'More computers to access the internet, because they are always booked out.'

'A larger selection of books. I know there are university libraries, but perhaps more professional journals and textbooks for people to borrow.'

"They have got everything. They have got good books and the paper is there to read and also the internet if you do not have it at home."

(survey respondent)

2.7 How libraries contribute to communities

Participants were asked to nominate other ways that libraries contribute to communities. Most people (45%) had no further comment to make, and the main comments are shown in Figure 8.

The most common comment was a general statement about the importance and value of public libraries as vital community resources. Not surprisingly, this comment was much more common among library customers (28%) than non-users (15%).

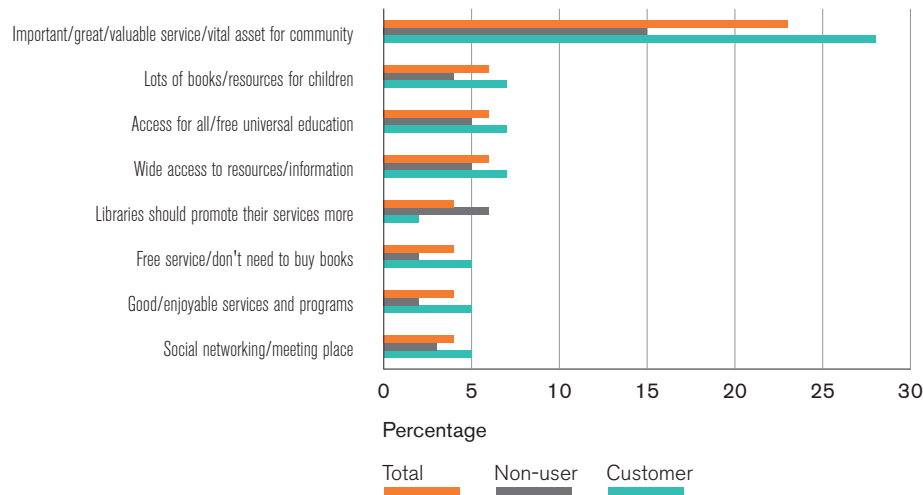
Other contributions to community mentioned by 4–6% of participants were:

- the number of books and resources for children (6%);
- access for all (6%);
- wide access to resources/information (6%);
- free service (4%);
- good and enjoyable programs and services (4%); and
- social networking/meeting place (4%).

Once again, 6% of non-users took the opportunity to say that libraries should promote their services more actively.

Figure 8: Library contribution to community (customers and non-users)

Base: Total=1,050; Customers=668; Non-users=382



3. Value of public libraries

This section discusses estimates of the value of public libraries. Two questions captured measures of value.

Firstly, library customers were asked to think of their library use over the past 12 months and estimate how much it would have cost them if they had to pay private businesses for the service.

Secondly, all respondents were asked to say how much they would be willing to pay to maintain the community's access to the current service.

3.1 Estimated cost of library services used in past 12 months

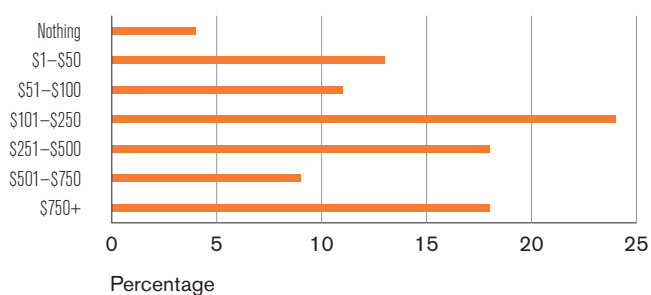
Participants were asked to think about their typical library use in a 12 month period and to nominate how much they would have spent if they had to buy the services from a private business. Figure 9 shows the results.

Points to note:

- The average amount spent across the whole sample was \$364.
- 69% said that they would have spent over \$100.
- 45% said they would have spent over \$250.
- 27% said they would have spent over \$500.
- 18% said they would have spent over \$750.
- Only 4% said they would have spent nothing.

Figure 9: Estimated cost of library services used

Base: 590 (used a library in past 12 months)



3.2 Willingness to pay for current library services

Participants were asked to nominate how much they would be willing to pay to maintain community access to current library services. People who had used public libraries in the previous year tended to nominate higher amounts as Figure 10 shows.

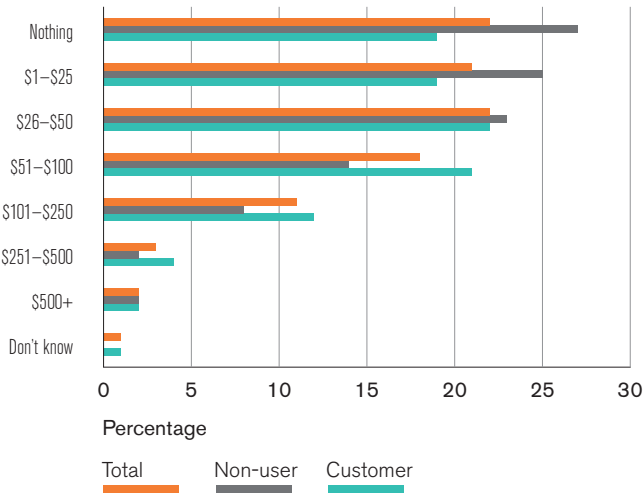
Participants were asked whether their response was affected by their capacity to pay. Overall, 82% indicated that libraries were worth more than they said they would pay but that was all they could afford.

In total:

- The average amount people were willing to pay was \$65 per year.
 - library customers, average amount = \$72.
 - library non-users, average amount = \$55.
- 16% said they were prepared to pay more than \$100 a year for library services.
- 18% said they were prepared to pay \$51–\$100 per year.
- 22% were prepared to pay \$26–\$50 per year.
- 21% were prepared to pay up to \$25.
- 22% were not prepared to pay anything.

Figure 10: Willingness to pay (annual amount) – library customers vs non-users

Base: Total=1,050; Customers=708; Non-users=342



4. Survey respondent profile

Table 1 provides a profile of survey respondents.

Table 1: Respondent profile

	Total (1,050) %
Gender	
Male	47%
Female	53%
Age	
Under 35	29%
35–54	39%
55 and over	33%
Work	
Full-time	41%
Part-time	17%
Student	8%
Domestic/unemployed	10%
Retired	24%
Education	
Primary/secondary	41%
College/TAFE	18%
University undergraduate	23%
University postgraduate	17%
Location	
Melbourne	73%
Country	27%
Birth place	
Australia	76%
UK/Eire	9%
India	3%
Other Europe	3%
Household	
Alone	15%
Couple with no children	28%
Couple with children	41%
Single with children	6%
Other family	4%
Group household	4%

Points to note:

- The gender profile was fairly evenly divided between men and women.
- The age profile was distributed across the life span.
- Most participants worked or were retired.
- Participants were distributed between Melbourne and country Victoria in proportion to the population.

Table 2 shows the income distribution of survey respondents.

Table 2: Annual household income before tax

	Total (1,050) %
Under \$15,000	5%
\$15,000–\$24,999	7%
\$25,000–\$39,999	10%
\$40,000–\$59,999	13%
\$60,000–\$79,999	11%
\$80,000–\$99,999	10%
\$100,000–\$119,999	8%
\$120,000–\$149,999	5%
\$150,000–\$199,99	6%
\$200,000 and over	2%

5. Victorian survey – Telephone

Hello, this survey asks about the way people use Victorian public libraries and the benefits libraries offer to their communities.

1. Are you a member of a Victorian public library?
 - Yes
 - No
2. When was the last time, if ever, you used a Victorian public library?
 - In past week
 - In past month
 - In past 12 months
 - Between 1 year and 5 years ago
 - More than 5 years ago
 - Never
3. When was the last time, if ever, you used the website of a Victorian public library?
 - In past week
 - In past month
 - In past 12 months
 - Between 1 year and 5 years ago
 - More than 5 years ago
 - Never
4. In your own words, what are the BEST THINGS about Victorian public libraries?
5. And what suggestions, if any, do you have for IMPROVEMENTS to Victorian library services?
6. Victorian public libraries offer a range of services and facilities. For each service I read out, could you please say whether or not you know that the service is available at some Victorian public libraries? [ROTATE]
 - Books and other print materials for borrowing
 - Videos, CDs and DVDs for borrowing
 - Reference materials for use at the library
 - Access the internet
 - Computers available for general use
 - Expert staff to answer reference enquiries
 - Study desks and meeting rooms for general use
 - Pre-school storytime programs
 - Summer reading programs
 - Homework clubs
 - Computer and internet training
 - Programs and activities for seniors
 - English-language programs and activities
 - Resources in community languages other than English
 - Local history resources
 - Boardgames
 - Xbox, Playstation and other games
7. Public libraries have different benefits for different people. In your opinion, to what extent are the following benefits provided by Victorian public libraries? [ROTATE]

Large Extent; Moderate Extent; Small Extent; Not Provided; Don't Know

 - Support people's involvement in educational courses
 - Support children's early (0–5 years) development
 - Support children's education
 - Facilitate pursuit of (informal) lifelong learning
 - Assist people to develop English-language skills
 - Help people understand legal or medical information
 - Help people to accomplish tasks and/or achieve goals
 - Contribute to enjoyable and meaningful pastimes
 - Help people obtain a new job or promotion
 - Make people more productive in their job
 - Help people improve or start a business
 - Foster a sense of community or belonging
 - Help people obtain information not obtainable elsewhere
 - Help people to pursue hobbies and interests

8. Thinking about how public libraries contribute to the general community, please say whether or not you agree with the following statements. [ROTATE]

Agree Strongly; Agree; Disagree; Disagree Strongly; Don't Know

Public libraries...

- Are safe and pleasant places to visit
- Encourage responsible social behaviour
- Facilitate lifelong learning
- Provide information about community events
- Act as a source of government information
- Support local culture and the arts
- Provide public meeting spaces
- Facilitate job or career planning
- Promote and encourage (language and computer) literacy
- Recognise the demand for non-English language materials
- Support the development of English as a second language
- Ensure access to the internet for all
- Attract new businesses to the community
- Support existing local businesses

9. Public libraries contribute to cultural development in a number of ways. In your opinion, how important are the following things that libraries do in contributing to local community culture? [ROTATE]

Very Important; Important; Not Important; Don't Know

- Maintain relevant collections (books, magazines, CDs, DVDs)
- Maintain local history collections
- Exhibit local artworks
- Arrange talks by visiting authors
- Arrange live performances by local musicians, dancers and actors
- Arrange multicultural activities

Economic value of public libraries

The next questions are designed to estimate the value of the services provided through public libraries. There are no plans for public libraries to increase fees and charges for services that are currently FREE.

[USERS ONLY]

10. Thinking about your typical library usage over the past 12 months, what do you estimate it would have cost you if you had to pay for the services from private businesses? (You may provide your estimate at item A or select from the nominated ranges.)

- A. \$...
- B. Nothing
- C. \$1–\$50
- D. \$51–\$100
- E. \$101–\$250
- F. \$251–\$500
- G. \$501–\$750
- H. More than \$750

[ASK ALL]

11. Thinking from the broader community perspective, if your local public library service was not funded by government, how much would you be willing to pay to maintain the community's access to the current services? (You may provide your answer at item A or select from the nominated ranges.)

- A. \$... per annum.
- B. Nothing
- C. \$1–\$25 per annum
- D. \$26–\$50 per annum
- E. \$51–\$100 per annum
- F. \$101–\$250 per annum
- G. \$251–\$500 per annum
- H. More than \$500 per annum

12. When thinking about your response to the previous question, please nominate which of the following best describes the way you responded.
 - A. The amount is what I think libraries are worth.
 - B. Libraries are worth MORE than this, but I can't afford more/don't want to pay more.
 - C. Libraries are currently worth LESS than this, but extra funds could pay for better services.
13. Do you have any other comments on how public libraries contribute to the community and/or the library's value to you?
14. Gender:
 - Male
 - Female
15. What year were you born?
16. In which country were you born?
17. What is the postcode of your home address?
18. Is English the primary language spoken in your home?
19. Household composition:
 - Alone
 - Couple with no dependent children
 - Couple with dependent children
 - Single parent with dependent children
 - Other family
 - Group household
 - Other
20. Which of the following describes you best? (select one)
 - Employed full-time
 - Employed part-time
 - Looking for work
 - Domestic duties/carer
 - Full-time student
 - Retired
21. What is your highest level of education?
 - Primary/high school
 - Trade/technical/business college
 - University – Undergraduate degree
 - University – Postgraduate degree
22. What is your approximate weekly household income before tax?
 - Under \$15,000
 - \$15,000–\$24,999
 - \$25,000–\$39,999
 - \$40,000–\$59,999
 - \$60,000–\$79,999
 - \$80,000–\$99,999
 - \$100,000–\$119,999
 - \$120,000–\$149,999
 - \$150,000–\$199,999
 - Over \$200,000
 - Rather not say

Thank you.

"Just the range of books, our library has just been renovated and it looks really good. I also like the storytime that they have for the little kids."

(survey respondent)

Data tables index

Number	Title	Reference
Table 1	Location	Q17
Table 2	Gender	Q14
Table 3	Age groups	Q15
Table 4	Member of Victorian public library	Q1
Table 5	Used a Victorian public library	Q2
Table 6	Accessed library website	Q3
Table 7	Best about Victorian public libraries	Q4
Table 8	Improvements to Victorian public library services	Q5
Table 9	Availability facilities	Q6
Table 10	Availability (Books and other print materials for borrowing)	Q6
Table 11	Availability (Videos, CDs and DVDs for borrowing)	Q6
Table 12	Availability (Reference materials for use at the library)	Q6
Table 13	Availability (Internet access)	Q6
Table 14	Availability (Computers available for general use)	Q6
Table 15	Availability (Expert staff to answer reference enquiries)	Q6
Table 16	Availability (Study desks and meeting rooms for general use)	Q6
Table 17	Availability (Pre-school storytime programs)	Q6
Table 18	Availability (Summer reading programs)	Q6
Table 19	Availability (Homework clubs)	Q6
Table 20	Availability (Computer and internet training)	Q6
Table 21	Availability (Programs and activities for seniors)	Q6
Table 22	Availability (English-language programs and activities)	Q6
Table 23	Availability (Resources in community languages other than English)	Q6
Table 24	Availability (Local history resources)	Q6
Table 25	Availability (Boardgames)	Q6
Table 26	Availability (Xbox, PlayStation and other games)	Q6
Table 27	Opinion benefits	Q7
Table 28	Opinion (Support people's involvement in educational courses)	Q7
Table 29	Opinion (Support children's early [0–5 years] development)	Q7
Table 30	Opinion (Support children's education)	Q7
Table 31	Opinion (Facilitate pursuit of [informal] lifelong learning)	Q7
Table 32	Opinion (Assist people to develop English-language skills)	Q7
Table 33	Opinion (Help people understand legal or medical information)	Q7
Table 34	Opinion (Help people to accomplish tasks and/or achieve goals)	Q7
Table 35	Opinion (Contribute to enjoyable and meaningful pastimes)	Q7
Table 36	Opinion (Help people obtain a new job or promotion)	Q7
Table 37	Opinion (Make people more productive in their job)	Q7
Table 38	Opinion (Help people improve or start a business)	Q7
Table 39	Opinion (Foster a sense of community or belonging)	Q7

Number	Title	Reference
Table 40	Opinion (Help people obtain information not obtainable elsewhere)	Q7
Table 41	Opinion (Help people to pursue hobbies and interests)	Q7
Table 42	Level of agreement statements	Q8
Table 43	Level of agreement (Are safe and pleasant places to visit)	Q8
Table 44	Level of agreement (Encourage responsible social behaviour)	Q8
Table 45	Level of agreement (Facilitate lifelong learning)	Q8
Table 46	Level of agreement (Provide information about community events)	Q8
Table 47	Level of agreement (Act as a source of government information)	Q8
Table 48	Level of agreement (Support local culture and the arts)	Q8
Table 49	Level of agreement (Provide public meeting spaces)	Q8
Table 50	Level of agreement (Facilitate job or career planning)	Q8
Table 51	Level of agreement (Promote and encourage [language and computer] literacy)	Q8
Table 52	Level of agreement (Recognise the demand for non-English language materials)	Q8
Table 53	Level of agreement (Support the development of English as a second language)	Q8
Table 54	Level of agreement (Ensure internet access for all)	Q8
Table 55	Level of agreement (Attract new businesses to the community)	Q8
Table 56	Level of agreement (Support existing local businesses)	Q8
Table 57	Importance cultural contribution	Q9
Table 58	Importance (Maintain relevant collections)	Q9
Table 59	Importance (Maintain local history collections)	Q9
Table 60	Importance (Exhibit local artworks)	Q9
Table 61	Importance (Arrange talks by visiting authors)	Q9
Table 62	Importance (Arrange live performances by local musicians, dancers and actors)	Q9
Table 63	Importance (Arrange multicultural activities)	Q9
Table 64	Estimated cost of public library usage (Q10) filtered by Member of Victorian public library	Q1
Table 65	Willing to pay for public library service	Q11
Table 66	Best describes value of public library (Q12) filtered by Willing to pay for public library service (excluding 'Don't know')	Q11
Table 67	Opinion Victorian public libraries' community contribution	Q13
Table 68	Country of birth	Q16
Table 69	English primary language	Q18
Table 70	Household composition	Q19
Table 71	Describes you best	Q20
Table 72	Highest level of education	Q21
Table 73	Annual household income before tax	Q22
Table 74	Length in minutes	

Data Tables

Table 1: Location (Q17)

		Gender		Age groups			Member of Vic. public library		Used a library		Children	
	Total	Male	Female	18–34	35–54	55+	Yes	No	In past 12 months	Longer or never	Yes	No
Melbourne	770 (73%)	363 (73%)	407 (73%)	236 (79%)	298 (73%)	236 (69%)	526 (74%)	244 (71%)	493 (74%)	277 (73%)	371 (76%)	394 (71%)
Victorian country	280 (27%)	132 (27%)	148 (27%)	64 (21%)	112 (27%)	104 (31%)	182 (26%)	98 (29%)	175 (26%)	105 (27%)	120 (24%)	158 (29%)
Totals	1,050 (100%)	495 (100%)	555 (100%)	300 (100%)	410 (100%)	340 (100%)	708 (100%)	342 (100%)	668 (100%)	382 (100%)	491 (100%)	552 (100%)

Table 2: Gender (Q14)

		Location		Age groups			Member of Vic. public library		Used a library		Children	
	Total	Melb.	Rest of Vic.	18–34	35–54	55+	Yes	No	In past 12 months	Longer or never	Yes	No
Male	495 (47%)	363 (47%)	132 (47%)	139 (46%)	198 (48%)	158 (46%)	290 (41%)	205 (60%)	273 (41%)	222 (58%)	223 (45%)	271 (49%)
Female	555 (53%)	407 (53%)	148 (53%)	161 (54%)	212 (52%)	182 (54%)	418 (59%)	137 (40%)	395 (59%)	160 (42%)	268 (55%)	281 (51%)
Totals	1,050 (100%)	770 (100%)	280 (100%)	300 (100%)	410 (100%)	340 (100%)	708 (100%)	342 (100%)	668 (100%)	382 (100%)	491 (100%)	552 (100%)

Table 3: Age groups (Q15)

		Location		Gender		Member of Vic. public library		Used a library		Children	
	Total	Melb.	Rest of Vic.	Male	Female	Yes	No	In past 12 months	Longer or never	Yes	No
18–24	114 (11%)	98 (13%)	16 (6%)	66 (13%)	48 (9%)	68 (10%)	46 (13%)	68 (10%)	46 (12%)	73 (15%)	41 (7%)
25–34	186 (18%)	138 (18%)	48 (17%)	73 (15%)	113 (20%)	107 (15%)	79 (23%)	93 (14%)	93 (24%)	98 (20%)	88 (16%)
35–44	191 (18%)	145 (19%)	46 (16%)	84 (17%)	107 (19%)	136 (19%)	55 (16%)	135 (20%)	56 (15%)	152 (31%)	38 (7%)
45–54	219 (21%)	153 (20%)	66 (24%)	114 (23%)	105 (19%)	149 (21%)	70 (20%)	140 (21%)	79 (21%)	134 (27%)	84 (15%)
55–64	145 (14%)	99 (13%)	46 (16%)	66 (13%)	79 (14%)	102 (14%)	43 (13%)	94 (14%)	51 (13%)	19 (4%)	123 (22%)
65–74	133 (13%)	92 (12%)	41 (15%)	60 (12%)	73 (13%)	98 (14%)	35 (10%)	94 (14%)	39 (10%)	12 (2%)	121 (22%)
75+	62 (6%)	45 (6%)	17 (6%)	32 (6%)	30 (5%)	48 (7%)	14 (4%)	44 (7%)	18 (5%)	3 (1%)	57 (10%)
Totals	1,050 (100%)	770 (100%)	280 (100%)	495 (100%)	555 (100%)	708 (100%)	342 (100%)	668 (100%)	382 (100%)	491 (100%)	552 (100%)

Table 4: Member of Victorian public library (Q1)

		Location		Gender		Age groups			Used a library		Children	
	Total	Melb.	Rest of Vic.	Male	Female	18–34	35–54	55+	In past 12 months	Longer or never	Yes	No
Yes	700 (67%)	526 (68%)	182 (65%)	290 (59%)	418 (75%)	175 (58%)	285 (70%)	248 (73%)	590 (88%)	118 (31%)	347 (71%)	355 (64%)
No	342 (33%)	244 (32%)	98 (35%)	205 (41%)	137 (25%)	125 (42%)	125 (30%)	92 (27%)	78 (12%)	264 (69%)	144 (29%)	197 (36%)
Totals	1,050 (100%)	770 (100%)	280 (100%)	495 (100%)	555 (100%)	300 (100%)	410 (100%)	340 (100%)	668 (100%)	382 (100%)	491 (100%)	552 (100%)

Table 5: Used a Victorian public library (Q2)

		Location		Gender		Age groups			Member of Vic. public library		Children	
	Total	Melb.	Rest of Vic.	Male	Female	18–34	35–54	55+	Yes	No	Yes	No
In past week	246 (23%)	187 (24%)	59 (21%)	95 (19%)	151 (27%)	43 (14%)	101 (25%)	102 (30%)	237 (33%)	9 (3%)	124 (25%)	121 (22%)
In past month	199 (19%)	146 (19%)	53 (19%)	77 (16%)	122 (22%)	47 (16%)	79 (19%)	73 (21%)	178 (25%)	21 (6%)	86 (18%)	111 (20%)
In past 12 months	223 (21%)	160 (21%)	63 (23%)	101 (20%)	122 (22%)	71 (24%)	95 (23%)	57 (17%)	175 (25%)	48 (14%)	118 (24%)	102 (18%)
Between 1 year and 5 years ago	160 (15%)	122 (16%)	38 (14%)	86 (17%)	74 (13%)	64 (21%)	49 (12%)	47 (14%)	93 (13%)	67 (20%)	75 (15%)	85 (15%)
More than 5 years ago	183 (17%)	128 (17%)	55 (20%)	107 (22%)	76 (14%)	57 (19%)	73 (18%)	53 (16%)	25 (4%)	158 (46%)	73 (15%)	109 (20%)
Never	39 (4%)	27 (4%)	12 (4%)	29 (6%)	10 (2%)	18 (6%)	13 (3%)	8 (2%)	–	39 (11%)	15 (3%)	24 (4%)
Totals	1,050 (100%)	770 (100%)	280 (100%)	495 (100%)	555 (100%)	300 (100%)	410 (100%)	340 (100%)	708 (100%)	342 (100%)	491 (100%)	552 (100%)

Table 6: Accessed library website (Q3)

	Location			Gender		Age groups			Member of Vic. public library		Used a library		Children	
	Total	Melb.	Rest of Vic.	Male	Female	18–34	35–54	55+	Yes	No	In past 12 months	Longer or never	Yes	No
In past week	102 (10%)	92 (12%)	10 (4%)	35 (7%)	67 (12%)	28 (9%)	55 (13%)	19 (6%)	97 (14%)	5 (1%)	99 (15%)	3 (1%)	61 (12%)	41 (7%)
In past month	90 (9%)	64 (8%)	26 (9%)	33 (7%)	57 (10%)	25 (8%)	35 (9%)	30 (9%)	81 (11%)	9 (3%)	87 (13%)	3 (1%)	44 (9%)	44 (8%)
In past 12 months	143 (14%)	110 (14%)	33 (12%)	60 (12%)	83 (15%)	37 (12%)	66 (16%)	40 (12%)	121 (17%)	22 (6%)	122 (18%)	21 (5%)	66 (13%)	76 (14%)
Between 1 year and 5 years ago	69 (7%)	50 (6%)	19 (7%)	32 (6%)	37 (7%)	26 (9%)	30 (7%)	13 (4%)	47 (7%)	22 (6%)	37 (6%)	32 (8%)	39 (8%)	30 (5%)
More than 5 years ago	20 (2%)	13 (2%)	7 (3%)	14 (3%)	6 (1%)	10 (3%)	7 (2%)	3 (1%)	3 (0%)	17 (5%)	–	20 (5%)	9 (2%)	11 (2%)
Never	626 (60%)	441 (57%)	185 (66%)	321 (65%)	305 (55%)	174 (58%)	217 (53%)	235 (69%)	359 (51%)	267 (78%)	323 (48%)	303 (79%)	272 (55%)	350 (63%)
Totals	1,050 (100%)	770 (100%)	280 (100%)	495 (100%)	555 (100%)	300 (100%)	410 (100%)	340 (100%)	708 (100%)	342 (100%)	668 (100%)	382 (100%)	491 (100%)	552 (100%)

Table 7: Best about Victorian public libraries (Q4)

	Total	Location		Gender		Age groups			Member of Vic. public library		Used a library		Children	
		Melb.	Rest of Vic.	Male	Female	18–34	35–54	55+	Yes	No	In past 12 months	Longer or never	Yes	No
Free service/no need to purchase books/ can borrow books	384 (37%)	280 (36%)	104 (37%)	147 (30%)	237 (43%)	100 (33%)	171 (42%)	113 (33%)	299 (42%)	85 (25%)	279 (42%)	105 (27%)	194 (40%)	188 (34%)
Range/variety of books	304 (29%)	223 (29%)	81 (29%)	139 (28%)	165 (30%)	78 (26%)	109 (27%)	117 (34%)	233 (33%)	71 (21%)	218 (33%)	86 (23%)	135 (27%)	165 (30%)
Wide access to resources/information to research	273 (26%)	198 (26%)	75 (27%)	127 (26%)	146 (26%)	78 (26%)	104 (25%)	91 (27%)	181 (26%)	92 (27%)	172 (26%)	101 (26%)	123 (25%)	147 (27%)
Can use the internet/ computers there	138 (13%)	90 (12%)	48 (17%)	60 (12%)	78 (14%)	46 (15%)	60 (15%)	32 (9%)	104 (15%)	34 (10%)	90 (13%)	48 (13%)	62 (13%)	76 (14%)
Children's activities/ services provided (e.g. storytime)	128 (12%)	94 (12%)	34 (12%)	33 (7%)	95 (17%)	33 (11%)	68 (17%)	27 (8%)	98 (14%)	30 (9%)	100 (15%)	28 (7%)	98 (20%)	30 (5%)
Easy to find/access	128 (12%)	104 (14%)	24 (9%)	64 (13%)	64 (12%)	34 (11%)	57 (14%)	37 (11%)	87 (12%)	41 (12%)	81 (12%)	47 (12%)	65 (13%)	63 (11%)
Can borrow DVDs	88 (8%)	66 (9%)	22 (8%)	41 (8%)	47 (8%)	14 (5%)	44 (11%)	30 (9%)	78 (11%)	10 (3%)	82 (12%)	6 (2%)	44 (9%)	43 (8%)
Staff are helpful/ knowledgeable	82 (8%)	68 (9%)	14 (5%)	32 (6%)	50 (9%)	5 (2%)	28 (7%)	49 (14%)	73 (10%)	9 (3%)	70 (10%)	12 (3%)	26 (5%)	54 (10%)
Audio books/CDs provided	79 (8%)	56 (7%)	23 (8%)	34 (7%)	45 (8%)	16 (5%)	34 (8%)	29 (9%)	69 (10%)	10 (3%)	66 (10%)	13 (3%)	36 (7%)	42 (8%)
Education materials/ good place to do study	77 (7%)	61 (8%)	16 (6%)	36 (7%)	41 (7%)	32 (11%)	32 (8%)	13 (4%)	43 (6%)	34 (10%)	47 (7%)	30 (8%)	45 (9%)	31 (6%)
Access to newspapers/ magazines	68 (6%)	48 (6%)	20 (7%)	32 (6%)	36 (6%)	9 (3%)	32 (8%)	27 (8%)	60 (8%)	8 (2%)	49 (7%)	19 (5%)	28 (6%)	40 (7%)
Electronic/online catalogue/can order books from other libraries	57 (5%)	42 (5%)	15 (5%)	23 (5%)	34 (6%)	14 (5%)	24 (6%)	19 (6%)	49 (7%)	8 (2%)	47 (7%)	10 (3%)	31 (6%)	26 (5%)
Provides a quiet/ relaxing atmosphere	52 (5%)	42 (5%)	10 (4%)	25 (5%)	27 (5%)	13 (4%)	19 (5%)	20 (6%)	39 (6%)	13 (4%)	39 (6%)	13 (3%)	25 (5%)	27 (5%)
Staff are friendly/ polite	45 (4%)	34 (4%)	11 (4%)	17 (3%)	28 (5%)	7 (2%)	8 (2%)	30 (9%)	41 (6%)	4 (1%)	38 (6%)	7 (2%)	10 (2%)	35 (6%)
Reading room/can read books there	38 (4%)	25 (3%)	13 (5%)	21 (4%)	17 (3%)	8 (3%)	13 (3%)	17 (5%)	29 (4%)	9 (3%)	25 (4%)	13 (3%)	18 (4%)	19 (3%)
Good borrowing system/generous time given/remind you when due back	25 (2%)	18 (2%)	7 (3%)	7 (1%)	18 (3%)	9 (3%)	11 (3%)	5 (1%)	23 (3%)	2 (1%)	21 (3%)	4 (1%)	13 (3%)	12 (2%)
Long/flexible opening hours	23 (2%)	18 (2%)	5 (2%)	8 (2%)	15 (3%)	3 (1%)	13 (3%)	7 (2%)	19 (3%)	4 (1%)	17 (3%)	6 (2%)	10 (2%)	13 (2%)

Table 7: Best about Victorian public libraries (Q4) continued

	Location			Gender		Age groups			Member of Vic. public library		Used a library		Children	
	Total	Melb.	Rest of Vic.	Male	Female	18–34	35–54	55+	Yes	No	In past 12 months	Longer or never	Yes	No
Up-to-date with technology/electronic-based resources	11 (1%)	7 (1%)	4 (1%)	6 (1%)	5 (1%)	4 (1%)	4 (1%)	3 (1%)	6 (1%)	5 (1%)	6 (1%)	5 (1%)	5 (1%)	6 (1%)
Discussion groups/bookclubs/visiting authors	11 (1%)	9 (1%)	2 (1%)	5 (1%)	6 (1%)	3 (1%)	4 (1%)	4 (1%)	9 (1%)	2 (1%)	9 (1%)	2 (1%)	6 (1%)	5 (1%)
They offer computer courses/workshops	10 (1%)	10 (1%)	–	2 (0%)	8 (1%)	2 (1%)	3 (1%)	5 (1%)	9 (1%)	1 (0%)	8 (1%)	2 (1%)	4 (1%)	6 (1%)
Access to photocopying	10 (1%)	7 (1%)	3 (1%)	5 (1%)	5 (1%)	3 (1%)	4 (1%)	3 (1%)	9 (1%)	1 (0%)	8 (1%)	2 (1%)	2 (0%)	8 (1%)
Nothing	7 (1%)	6 (1%)	1 (0%)	2 (0%)	5 (1%)	2 (1%)	3 (1%)	2 (1%)	3 (0%)	4 (1%)	3 (1%)	4 (1%)	5 (1%)	2 (0%)
Other	32 (3%)	24 (3%)	8 (3%)	18 (4%)	14 (3%)	6 (2%)	13 (3%)	13 (4%)	18 (3%)	14 (4%)	16 (2%)	16 (4%)	12 (2%)	20 (4%)
Don't know	36 (3%)	24 (3%)	12 (4%)	29 (6%)	7 (1%)	16 (5%)	13 (3%)	7 (2%)	3 (0%)	33 (10%)	3 (0%)	33 (9%)	17 (3%)	19 (3%)
Totals	2150 (205%)	1581 (205%)	569 (203%)	929 (188%)	1221 (220%)	548 (183%)	892 (218%)	710 (209%)	1613 (228%)	537 (157%)	1520 (228%)	630 (165%)	1036 (211%)	1099 (199%)
Actual respondents	1,050 (100%)	770 (100%)	280 (100%)	495 (100%)	555 (100%)	300 (100%)	410 (100%)	340 (100%)	708 (100%)	342 (100%)	668 (100%)	382 (100%)	491 (100%)	552 (100%)

Table 8: Improvements to Victorian public library services (Q5)

	Location			Gender		Age groups			Member of Vic. public library		Used a library		Children	
	Total	Melb.	Rest of Vic.	Male	Female	18–34	35–54	55+	Yes	No	In past 12 months	Longer or never	Yes	No
None/happy with the services	489 (47%)	355 (46%)	134 (48%)	238 (48%)	251 (45%)	150 (50%)	168 (41%)	171 (50%)	308 (44%)	181 (53%)	295 (44%)	194 (51%)	210 (43%)	275 (50%)
Wider range/variety of books available	105 (10%)	75 (10%)	30 (11%)	48 (10%)	57 (10%)	31 (10%)	42 (10%)	32 (9%)	87 (12%)	18 (5%)	80 (12%)	25 (7%)	51 (10%)	53 (10%)
Longer opening hours/open on weekends	58 (6%)	33 (4%)	25 (9%)	25 (5%)	33 (6%)	9 (3%)	35 (9%)	14 (4%)	46 (6%)	12 (4%)	42 (6%)	16 (4%)	31 (6%)	27 (5%)
Raise awareness/more advertising of library services	38 (4%)	29 (4%)	9 (3%)	18 (4%)	20 (4%)	10 (3%)	21 (5%)	7 (2%)	18 (3%)	20 (6%)	15 (2%)	23 (6%)	17 (3%)	21 (4%)
Keep up to date with media/new books	37 (4%)	30 (4%)	7 (3%)	15 (3%)	22 (4%)	4 (1%)	22 (5%)	11 (3%)	29 (4%)	8 (2%)	31 (5%)	6 (2%)	19 (4%)	18 (3%)
More computers available for use/internet access	33 (3%)	24 (3%)	9 (3%)	15 (3%)	18 (3%)	13 (4%)	16 (4%)	4 (1%)	21 (3%)	12 (4%)	20 (3%)	13 (3%)	21 (4%)	12 (2%)
More copies of popular/new books	29 (3%)	25 (3%)	4 (1%)	6 (1%)	23 (4%)	5 (2%)	14 (3%)	10 (3%)	26 (4%)	3 (1%)	23 (3%)	6 (2%)	18 (4%)	11 (2%)
More activities/services provided to children	25 (2%)	18 (2%)	7 (3%)	9 (2%)	16 (3%)	10 (3%)	12 (3%)	3 (1%)	20 (3%)	5 (1%)	16 (2%)	9 (2%)	19 (4%)	6 (1%)
Wider range of audio books/CDs available	19 (2%)	16 (2%)	3 (1%)	10 (2%)	9 (2%)	7 (2%)	5 (1%)	7 (2%)	16 (2%)	3 (1%)	16 (2%)	3 (1%)	8 (2%)	11 (2%)
Provide/better access to interlibrary loans	18 (2%)	14 (2%)	4 (1%)	10 (2%)	8 (1%)	4 (1%)	9 (2%)	5 (1%)	17 (2%)	1 (0%)	17 (3%)	1 (0%)	7 (1%)	11 (2%)
Access books/resources online/download e-books	18 (2%)	12 (2%)	6 (2%)	14 (3%)	4 (1%)	6 (2%)	7 (2%)	5 (1%)	13 (2%)	5 (1%)	12 (2%)	6 (2%)	11 (2%)	7 (1%)
More room for reading/studying/too crowded	18 (2%)	16 (2%)	2 (1%)	8 (2%)	10 (2%)	4 (1%)	8 (2%)	6 (2%)	16 (2%)	2 (1%)	15 (2%)	3 (1%)	10 (2%)	8 (1%)
Wider range of DVDs available	15 (1%)	11 (1%)	4 (1%)	7 (1%)	8 (1%)	5 (2%)	7 (2%)	3 (1%)	14 (2%)	1 (0%)	14 (2%)	1 (0%)	8 (2%)	7 (1%)
Books/resources in language other than English	15 (1%)	15 (2%)	–	9 (2%)	6 (1%)	3 (1%)	9 (2%)	3 (1%)	14 (2%)	1 (0%)	13 (2%)	2 (1%)	12 (2%)	2 (0%)
More library staff	14 (1%)	11 (1%)	3 (1%)	2 (0%)	12 (2%)	2 (1%)	8 (2%)	4 (1%)	12 (2%)	2 (1%)	12 (2%)	2 (1%)	5 (1%)	9 (2%)
Keep up-to-date with modern technology	14 (1%)	11 (1%)	3 (1%)	10 (2%)	4 (1%)	4 (1%)	6 (1%)	4 (1%)	13 (2%)	1 (0%)	11 (2%)	3 (1%)	9 (2%)	5 (1%)
More money/funding provided to libraries	13 (1%)	6 (1%)	7 (3%)	7 (1%)	6 (1%)	1 (0%)	4 (1%)	8 (2%)	12 (2%)	1 (0%)	11 (2%)	2 (1%)	3 (1%)	10 (2%)
Provide mobile library services	12 (1%)	6 (1%)	6 (2%)	5 (1%)	7 (1%)	1 (0%)	7 (2%)	4 (1%)	4 (1%)	8 (2%)	5 (1%)	7 (2%)	6 (1%)	6 (1%)

Table 8: Improvements to Victorian public library services (Q5) continued

	Location			Gender		Age groups			Member of Vic. public library		Used a library		Children	
	Total	Melb.	Rest of Vic.	Male	Female	18–34	35–54	55+	Yes	No	In past 12 months	Longer or never	Yes	No
More libraries/greater access to library services	12 (1%)	8 (1%)	4 (1%)	3 (1%)	9 (2%)	3 (1%)	5 (1%)	4 (1%)	9 (1%)	3 (1%)	8 (1%)	4 (1%)	5 (1%)	6 (1%)
Easier index system/easier to find books/resources in the library	11 (1%)	7 (1%)	4 (1%)	7 (1%)	4 (1%)	2 (1%)	5 (1%)	4 (1%)	10 (1%)	1 (0%)	9 (1%)	2 (1%)	3 (1%)	8 (1%)
Cafe/coffee shop	11 (1%)	10 (1%)	1 (0%)	4 (1%)	7 (1%)	2 (1%)	7 (2%)	2 (1%)	7 (1%)	4 (1%)	7 (1%)	4 (1%)	6 (1%)	5 (1%)
Allow a longer timeframe for borrowing	9 (1%)	7 (1%)	2 (1%)	3 (1%)	6 (1%)	5 (2%)	2 (0%)	2 (1%)	6 (1%)	3 (1%)	5 (1%)	4 (1%)	4 (1%)	5 (1%)
No fees for late returns/putting books on reserve	9 (1%)	5 (1%)	4 (1%)	–	9 (2%)	4 (1%)	5 (1%)	–	9 (1%)	–	9 (1%)	–	6 (1%)	3 (1%)
Designated quiet areas/areas where noisy children aren't allowed	8 (1%)	7 (1%)	1 (0%)	6 (1%)	2 (0%)	–	6 (1%)	2 (1%)	6 (1%)	2 (1%)	6 (1%)	2 (1%)	3 (1%)	5 (1%)
Library building needs to be upgraded/modernised	7 (1%)	4 (1%)	3 (1%)	4 (1%)	3 (1%)	4 (1%)	2 (0%)	1 (0%)	6 (1%)	1 (0%)	4 (1%)	3 (1%)	4 (1%)	3 (1%)
Too small/libraries need to be bigger	6 (1%)	3 (0%)	3 (1%)	2 (0%)	4 (1%)	–	3 (1%)	3 (1%)	5 (1%)	1 (0%)	4 (1%)	2 (1%)	3 (1%)	3 (1%)
Facilities/resources/access for disabled	5 (0%)	5 (1%)	–	1 (0%)	4 (1%)	–	2 (0%)	3 (1%)	4 (1%)	1 (0%)	4 (1%)	1 (0%)	2 (0%)	3 (1%)
An email service/e-newsletters sent to members	5 (0%)	4 (1%)	1 (0%)	4 (1%)	1 (0%)	1 (0%)	3 (1%)	1 (0%)	3 (0%)	2 (1%)	2 (0%)	3 (1%)	5 (1%)	–
Services/books for teenagers/high school students	5 (0%)	5 (1%)	–	–	5 (1%)	3 (1%)	2 (0%)	–	4 (1%)	1 (0%)	3 (0%)	2 (1%)	3 (1%)	2 (0%)
Allow people to suggest/recommend books to have available	5 (0%)	2 (0%)	3 (1%)	4 (1%)	1 (0%)	–	4 (1%)	1 (0%)	5 (1%)	–	5 (1%)	–	2 (0%)	3 (1%)
Run workshops/computer learning courses	5 (0%)	4 (1%)	1 (0%)	3 (1%)	2 (0%)	1 (0%)	4 (1%)	–	4 (1%)	1 (0%)	2 (0%)	3 (1%)	5 (1%)	–
Friendlier/more helpful staff	4 (0%)	4 (1%)	–	–	4 (1%)	–	1 (0%)	3 (1%)	4 (1%)	–	3 (0%)	1 (0%)	3 (1%)	1 (0%)
Provide a self-serve checkout service	4 (0%)	4 (1%)	–	1 (0%)	3 (1%)	1 (0%)	3 (1%)	–	3 (0%)	1 (0%)	3 (0%)	1 (0%)	3 (1%)	1 (0%)

Table 8: Improvements to Victorian public library services (Q5) continued

	Location			Gender		Age groups			Member of Vic. public library		Used a library		Children	
	Total	Melb.	Rest of Vic.	Male	Female	18–34	35–54	55+	Yes	No	In past 12 months	Longer or never	Yes	No
Host guest author talks	2 (0%)	1 (0%)	1 (0%)	–	2 (0%)	–	2 (0%)	–	2 (0%)	–	2 (0%)	–	2 (0%)	–
Other	57 (5%)	47 (6%)	10 (4%)	25 (5%)	32 (6%)	14 (5%)	17 (4%)	26 (8%)	43 (6%)	14 (4%)	42 (6%)	15 (4%)	25 (5%)	32 (6%)
Don't know	52 (5%)	32 (4%)	20 (7%)	30 (6%)	22 (4%)	19 (6%)	21 (5%)	12 (4%)	12 (2%)	40 (12%)	11 (2%)	41 (11%)	23 (5%)	29 (5%)
Totals	1,192 (114%)	870 (113%)	322 (115%)	553 (112%)	639 (115%)	328 (109%)	497 (121%)	367 (108%)	831 (117%)	361 (106%)	780 (117%)	412 (108%)	573 (117%)	612 (111%)
Actual respondents	1,050 (100%)	770 (100%)	280 (100%)	495 (100%)	555 (100%)	300 (100%)	410 (100%)	340 (100%)	708 (100%)	342 (100%)	668 (100%)	382 (100%)	491 (100%)	552 (100%)

Table 9: (Part A) Available facilities (Q6)

	Facilities								
	Books and other print materials for borrowing	Videos, CDs and DVDs for borrowing	Reference materials for use at the library	Access the internet	Computers available for general use	Expert staff to answer reference enquiries	Study desks and meeting rooms for general use	Pre-school storytime programs	Summer reading programs
Aware	1,034 (98%)	970 (92%)	998 (95%)	1,007 (96%)	926 (88%)	971 (92%)	818 (78%)	706 (67%)	470 (45%)
Not aware	16 (2%)	78 (7%)	49 (5%)	39 (4%)	118 (11%)	74 (7%)	222 (21%)	332 (32%)	558 (53%)
Don't know	–	2 (0%)	3 (0%)	4 (0%)	6 (1%)	5 (0%)	10 (1%)	12 (1%)	22 (2%)
Totals	1,050 (100%)	1,050 (100%)	1,050 (100%)	1,050 (100%)	1,050 (100%)	1,050 (100%)	1,050 (100%)	1,050 (100%)	1,050 (100%)

Table 9: (Part B) Available facilities (Q6)

	Facilities							
	Homework clubs	Computer and internet training	Programs and activities for seniors	English-language programs and activities	Resources in community languages other than English	Local history resources	Boardgames	Xbox, PlayStation and other games
Aware	154 (15%)	455 (43%)	506 (48%)	356 (34%)	529 (50%)	818 (78%)	294 (28%)	263 (25%)
Not aware	866 (82%)	569 (54%)	525 (50%)	669 (64%)	497 (47%)	225 (21%)	730 (70%)	757 (72%)
Don't know	30 (3%)	26 (2%)	19 (2%)	25 (2%)	24 (2%)	7 (1%)	26 (2%)	30 (3%)
Totals	1,050 (100%)	1,050 (100%)	1,050 (100%)	1,050 (100%)	1,050 (100%)	1,050 (100%)	1,050 (100%)	1,050 (100%)

Table 10: Availability (Books and other print materials for borrowing) (Q6)

	Location			Gender		Age groups			Member of Vic. public library		Used a library		Children	
	Total	Melb.	Rest of Vic.	Male	Female	18–34	35–54	55+	Yes	No	In past 12 months	Longer or never	Yes	No
Aware	1034 (98%)	760 (99%)	274 (98%)	487 (98%)	547 (99%)	296 (99%)	402 (98%)	336 (99%)	697 (98%)	337 (99%)	658 (99%)	376 (98%)	484 (99%)	543 (98%)
Not aware	16 (2%)	10 (1%)	6 (2%)	8 (2%)	8 (1%)	4 (1%)	8 (2%)	4 (1%)	11 (2%)	5 (1%)	10 (1%)	6 (2%)	7 (1%)	9 (2%)
Don't know	–	–	–	–	–	–	–	–	–	–	–	–	–	–
Totals	1,050 (100%)	770 (100%)	280 (100%)	495 (100%)	555 (100%)	300 (100%)	410 (100%)	340 (100%)	708 (100%)	342 (100%)	668 (100%)	382 (100%)	491 (100%)	552 (100%)

Table 11: Availability (Videos, CDs and DVDs for borrowing) (Q6)

	Location			Gender		Age groups			Member of Vic. public library		Used a library		Children	
	Total	Melb.	Rest of Vic.	Male	Female	18–34	35–54	55+	Yes	No	In past 12 months	Longer or never	Yes	No
Aware	970 (92%)	720 (94%)	250 (89%)	448 (91%)	522 (94%)	281 (94%)	372 (91%)	317 (93%)	690 (97%)	280 (82%)	646 (97%)	324 (85%)	457 (93%)	506 (92%)
Not aware	78 (7%)	49 (6%)	29 (10%)	47 (9%)	31 (6%)	19 (6%)	37 (9%)	22 (6%)	18 (3%)	60 (18%)	22 (3%)	56 (15%)	34 (7%)	44 (8%)
Don't know	2 (0%)	1 (0%)	1 (0%)	–	2 (0%)	–	1 (0%)	1 (0%)	–	2 (1%)	–	2 (1%)	–	2 (0%)
Totals	1,050 (100%)	770 (100%)	280 (100%)	495 (100%)	555 (100%)	300 (100%)	410 (100%)	340 (100%)	708 (100%)	342 (100%)	668 (100%)	382 (100%)	491 (100%)	552 (100%)

Table 12: Availability (Reference material for use at the library) (Q6)

	Location			Gender		Age groups			Member of Vic. public library		Used a library		Children	
	Total	Melb.	Rest of Vic.	Male	Female	18–34	35–54	55+	Yes	No	In past 12 months	Longer or never	Yes	No
Aware	998 (95%)	729 (95%)	269 (96%)	461 (93%)	537 (97%)	281 (94%)	396 (97%)	321 (94%)	679 (96%)	319 (93%)	643 (96%)	355 (93%)	469 (96%)	523 (95%)
Not aware	49 (5%)	39 (5%)	10 (4%)	33 (7%)	16 (3%)	19 (6%)	13 (3%)	17 (5%)	27 (4%)	22 (6%)	25 (4%)	24 (6%)	20 (4%)	28 (5%)
Don't know	3 (0%)	2 (0%)	1 (0%)	1 (0%)	2 (0%)	–	1 (0%)	2 (1%)	2 (0%)	1 (0%)	–	3 (1%)	2 (0%)	1 (0%)
Totals	1,050 (100%)	770 (100%)	280 (100%)	495 (100%)	555 (100%)	300 (100%)	410 (100%)	340 (100%)	708 (100%)	342 (100%)	668 (100%)	382 (100%)	491 (100%)	552 (100%)

Table 13: Availability (Internet access) (Q6)

	Location			Gender		Age groups			Member of Vic. public library		Used a library		Children	
	Total	Melb.	Rest of Vic.	Male	Female	18–34	35–54	55+	Yes	No	In past 12 months	Longer or never	Yes	No
Aware	1,007 (96%)	737 (96%)	270 (96%)	465 (94%)	542 (98%)	293 (98%)	389 (95%)	325 (96%)	691 (98%)	316 (92%)	649 (97%)	358 (94%)	475 (97%)	527 (95%)
Not aware	39 (4%)	29 (4%)	10 (4%)	28 (6%)	11 (2%)	7 (2%)	19 (5%)	13 (4%)	16 (2%)	23 (7%)	18 (3%)	21 (5%)	16 (3%)	21 (4%)
Don't know	4 (0%)	4 (1%)	–	2 (0%)	2 (0%)	–	2 (0%)	2 (1%)	1 (0%)	3 (1%)	1 (0%)	3 (1%)	–	4 (1%)
Totals	1,050 (100%)	770 (100%)	280 (100%)	495 (100%)	555 (100%)	300 (100%)	410 (100%)	340 (100%)	708 (100%)	342 (100%)	668 (100%)	382 (100%)	491 (100%)	552 (100%)

Table 14: Availability (Computers available for general use) (Q6)

	Location			Gender		Age groups			Member of Vic. public library		Used a library		Children	
	Total	Melb.	Rest of Vic.	Male	Female	18–34	35–54	55+	Yes	No	In past 12 months	Longer or never	Yes	No
Aware	926 (88%)	677 (88%)	249 (89%)	404 (82%)	522 (94%)	268 (89%)	363 (89%)	295 (87%)	654 (92%)	272 (80%)	619 (93%)	307 (80%)	439 (89%)	481 (87%)
Not aware	118 (11%)	90 (12%)	28 (10%)	87 (18%)	31 (6%)	31 (10%)	46 (11%)	41 (12%)	53 (7%)	65 (19%)	47 (7%)	71 (19%)	51 (10%)	66 (12%)
Don't know	6 (1%)	3 (0%)	3 (1%)	4 (1%)	2 (0%)	1 (0%)	1 (0%)	4 (1%)	1 (0%)	5 (1%)	2 (0%)	4 (1%)	1 (0%)	5 (1%)
Totals	1,050 (100%)	770 (100%)	280 (100%)	495 (100%)	555 (100%)	300 (100%)	410 (100%)	340 (100%)	708 (100%)	342 (100%)	668 (100%)	382 (100%)	491 (100%)	552 (100%)

Table 15: Availability (Expert staff to answer reference enquiries) (Q6)

	Location			Gender		Age groups			Member of Vic. public library		Used a library		Children	
	Total	Melb.	Rest of Vic.	Male	Female	18–34	35–54	55+	Yes	No	In past 12 months	Longer or never	Yes	No
Aware	971 (92%)	707 (92%)	264 (94%)	449 (91%)	522 (94%)	272 (91%)	383 (93%)	316 (93%)	664 (94%)	307 (90%)	627 (94%)	344 (90%)	453 (92%)	511 (93%)
Not aware	74 (7%)	60 (8%)	14 (5%)	45 (9%)	29 (5%)	27 (9%)	26 (6%)	21 (6%)	42 (6%)	32 (9%)	39 (6%)	35 (9%)	37 (8%)	37 (7%)
Don't know	5 (0%)	3 (0%)	2 (1%)	1 (0%)	4 (1%)	1 (0%)	1 (0%)	3 (1%)	2 (0%)	3 (1%)	2 (0%)	3 (1%)	1 (0%)	4 (1%)
Totals	1,050 (100%)	770 (100%)	280 (100%)	495 (100%)	555 (100%)	300 (100%)	410 (100%)	340 (100%)	708 (100%)	342 (100%)	668 (100%)	382 (100%)	491 (100%)	552 (100%)

Table 16: Availability (Study desks and meeting rooms for general use) (Q6)

	Location			Gender		Age groups			Member of Vic. public library		Used a library		Children	
	Total	Melb.	Rest of Vic.	Male	Female	18–34	35–54	55+	Yes	No	In past 12 months	Longer or never	Yes	No
Aware	818 (78%)	610 (79%)	208 (74%)	385 (78%)	433 (78%)	236 (79%)	324 (79%)	258 (76%)	574 (81%)	244 (71%)	549 (82%)	269 (70%)	388 (79%)	423 (77%)
Not aware	222 (21%)	156 (20%)	66 (24%)	106 (21%)	116 (21%)	61 (20%)	86 (21%)	75 (22%)	130 (18%)	92 (27%)	113 (17%)	109 (29%)	102 (21%)	120 (22%)
Don't know	10 (1%)	4 (1%)	6 (2%)	4 (1%)	6 (1%)	3 (1%)	–	7 (2%)	4 (1%)	6 (2%)	6 (1%)	4 (1%)	1 (0%)	9 (2%)
Totals	1,050 (100%)	770 (100%)	280 (100%)	495 (100%)	555 (100%)	300 (100%)	410 (100%)	340 (100%)	708 (100%)	342 (100%)	668 (100%)	382 (100%)	491 (100%)	552 (100%)

Table 17: Availability (Pre-school storytime programs) (Q6)

	Location			Gender		Age groups			Member of Vic. public library		Used a library		Children	
	Total	Melb.	Rest of Vic.	Male	Female	18–34	35–54	55+	Yes	No	In past 12 months	Longer or never	Yes	No
Aware	706 (67%)	512 (66%)	194 (69%)	247 (50%)	459 (83%)	184 (61%)	292 (71%)	230 (68%)	539 (76%)	167 (49%)	509 (76%)	197 (52%)	363 (74%)	337 (61%)
Not aware	332 (32%)	252 (33%)	80 (29%)	242 (49%)	90 (16%)	113 (38%)	115 (28%)	104 (31%)	162 (23%)	170 (50%)	154 (23%)	178 (47%)	126 (26%)	206 (37%)
Don't know	12 (1%)	6 (1%)	6 (2%)	6 (1%)	6 (1%)	3 (1%)	3 (1%)	6 (2%)	7 (1%)	5 (1%)	5 (1%)	7 (2%)	2 (0%)	9 (2%)
Totals	1,050 (100%)	770 (100%)	280 (100%)	495 (100%)	555 (100%)	300 (100%)	410 (100%)	340 (100%)	708 (100%)	342 (100%)	668 (100%)	382 (100%)	491 (100%)	552 (100%)

Table 18: Availability (Summer reading programs) (Q6)

	Location			Gender		Age groups			Member of Vic. public library		Used a library		Children	
	Total	Melb.	Rest of Vic.	Male	Female	18–34	35–54	55+	Yes	No	In past 12 months	Longer or never	Yes	No
Aware	470 (45%)	343 (45%)	127 (45%)	182 (37%)	288 (52%)	113 (38%)	194 (47%)	163 (48%)	349 (49%)	121 (35%)	338 (51%)	132 (35%)	229 (47%)	238 (43%)
Not aware	558 (53%)	416 (54%)	142 (51%)	305 (62%)	253 (46%)	181 (60%)	211 (51%)	166 (49%)	347 (49%)	211 (62%)	318 (48%)	240 (63%)	253 (52%)	302 (55%)
Don't know	22 (2%)	11 (1%)	11 (4%)	8 (2%)	14 (3%)	6 (2%)	5 (1%)	11 (3%)	12 (2%)	10 (3%)	12 (2%)	10 (3%)	9 (2%)	12 (2%)
Totals	1,050 (100%)	770 (100%)	280 (100%)	495 (100%)	555 (100%)	300 (100%)	410 (100%)	340 (100%)	708 (100%)	342 (100%)	668 (100%)	382 (100%)	491 (100%)	552 (100%)

Table 19: Availability (Homework clubs) (Q6)

		Location		Gender		Age groups			Member of Vic. public library		Used a library		Children	
	Total	Melb.	Rest of Vic.	Male	Female	18–34	35–54	55+	Yes	No	In past 12 months	Longer or never	Yes	No
Aware	154 (15%)	120 (16%)	34 (12%)	65 (13%)	89 (16%)	47 (16%)	59 (14%)	48 (14%)	116 (16%)	38 (11%)	112 (17%)	42 (11%)	71 (14%)	80 (14%)
Not aware	866 (82%)	633 (82%)	233 (83%)	418 (84%)	448 (81%)	246 (82%)	343 (84%)	277 (81%)	576 (81%)	290 (85%)	538 (81%)	328 (86%)	411 (84%)	452 (82%)
Don't know	30 (3%)	17 (2%)	13 (5%)	12 (2%)	18 (3%)	7 (2%)	8 (2%)	15 (4%)	16 (2%)	14 (4%)	18 (3%)	12 (3%)	9 (2%)	20 (4%)
Totals	1,050 (100%)	770 (100%)	280 (100%)	495 (100%)	555 (100%)	300 (100%)	410 (100%)	340 (100%)	708 (100%)	342 (100%)	668 (100%)	382 (100%)	491 (100%)	552 (100%)

Table 20: Availability (Computer and internet training) (Q6)

		Location		Gender		Age groups			Member of Vic. public library		Used a library		Children	
	Total	Melb.	Rest of Vic.	Male	Female	18–34	35–54	55+	Yes	No	In past 12 months	Longer or never	Yes	No
Aware	455 (43%)	343 (45%)	112 (40%)	207 (42%)	248 (45%)	115 (38%)	177 (43%)	163 (48%)	320 (45%)	135 (39%)	311 (47%)	144 (38%)	207 (42%)	246 (45%)
Not aware	569 (54%)	412 (54%)	157 (56%)	277 (56%)	292 (53%)	182 (61%)	221 (54%)	166 (49%)	376 (53%)	193 (56%)	344 (51%)	225 (59%)	276 (56%)	289 (52%)
Don't know	26 (2%)	15 (2%)	11 (4%)	11 (2%)	15 (3%)	3 (1%)	12 (3%)	11 (3%)	12 (2%)	14 (4%)	13 (2%)	13 (3%)	8 (2%)	17 (3%)
Totals	1,050 (100%)	770 (100%)	280 (100%)	495 (100%)	555 (100%)	300 (100%)	410 (100%)	340 (100%)	708 (100%)	342 (100%)	668 (100%)	382 (100%)	491 (100%)	552 (100%)

Table 21: Availability (Programs and activities for seniors) (Q6)

		Location		Gender		Age groups			Member of Vic. public library		Used a library		Children	
	Total	Melb.	Rest of Vic.	Male	Female	18–34	35–54	55+	Yes	No	In past 12 months	Longer or never	Yes	No
Aware	506 (48%)	371 (48%)	135 (48%)	224 (45%)	282 (51%)	127 (42%)	210 (51%)	169 (50%)	361 (51%)	145 (42%)	348 (52%)	158 (41%)	226 (46%)	278 (50%)
Not aware	525 (50%)	388 (50%)	137 (49%)	263 (53%)	262 (47%)	170 (57%)	192 (47%)	163 (48%)	337 (48%)	188 (55%)	309 (46%)	216 (57%)	258 (53%)	263 (48%)
Don't know	19 (2%)	11 (1%)	8 (3%)	8 (2%)	11 (2%)	3 (1%)	8 (2%)	8 (2%)	10 (1%)	9 (3%)	11 (2%)	8 (2%)	7 (1%)	11 (2%)
Totals	1,050 (100%)	770 (100%)	280 (100%)	495 (100%)	555 (100%)	300 (100%)	410 (100%)	340 (100%)	708 (100%)	342 (100%)	668 (100%)	382 (100%)	491 (100%)	552 (100%)

Table 22: Availability (English-language programs and activities) (Q6)

		Location		Gender		Age groups			Member of Vic. public library		Used a library		Children	
	Total	Melb.	Rest of Vic.	Male	Female	18–34	35–54	55+	Yes	No	In past 12 months	Longer or never	Yes	No
Aware	356 (34%)	269 (35%)	87 (31%)	168 (34%)	188 (34%)	106 (35%)	128 (31%)	122 (36%)	239 (34%)	117 (34%)	238 (36%)	118 (31%)	153 (31%)	200 (36%)
Not aware	669 (64%)	485 (63%)	184 (66%)	317 (64%)	352 (63%)	191 (64%)	272 (66%)	206 (61%)	455 (64%)	214 (63%)	415 (62%)	254 (66%)	328 (67%)	338 (61%)
Don't know	25 (2%)	16 (2%)	9 (3%)	10 (2%)	15 (3%)	3 (1%)	10 (2%)	12 (4%)	14 (2%)	11 (3%)	15 (2%)	10 (3%)	10 (2%)	14 (3%)
Totals	1,050 (100%)	770 (100%)	280 (100%)	495 (100%)	555 (100%)	300 (100%)	410 (100%)	340 (100%)	708 (100%)	342 (100%)	668 (100%)	382 (100%)	491 (100%)	552 (100%)

Table 23: Availability (Resources in community languages other than English) (Q6)

		Location		Gender		Age groups			Member of Vic. public library		Used a library		Children	
	Total	Melb.	Rest of Vic.	Male	Female	18–34	35–54	55+	Yes	No	In past 12 months	Longer or never	Yes	No
Aware	529 (50%)	407 (53%)	122 (44%)	232 (47%)	297 (54%)	146 (49%)	200 (51%)	175 (51%)	381 (54%)	148 (43%)	369 (55%)	160 (42%)	244 (50%)	283 (51%)
Not aware	497 (47%)	350 (45%)	147 (53%)	253 (51%)	244 (44%)	150 (50%)	196 (48%)	151 (44%)	315 (44%)	182 (53%)	288 (43%)	209 (55%)	241 (49%)	252 (46%)
Don't know	24 (2%)	13 (2%)	11 (4%)	10 (2%)	14 (3%)	4 (1%)	6 (1%)	14 (4%)	12 (2%)	12 (4%)	11 (2%)	13 (3%)	6 (1%)	17 (3%)
Totals	1,050 (100%)	770 (100%)	280 (100%)	495 (100%)	555 (100%)	300 (100%)	410 (100%)	340 (100%)	708 (100%)	342 (100%)	668 (100%)	382 (100%)	491 (100%)	552 (100%)

Table 24: Availability (Local history resources) (Q6)

		Location		Gender		Age groups			Member of Vic. public library		Used a library		Children	
	Total	Melb.	Rest of Vic.	Male	Female	18–34	35–54	55+	Yes	No	In past 12 months	Longer or never	Yes	No
Aware	818 (78%)	580 (75%)	238 (85%)	372 (75%)	446 (80%)	215 (72%)	330 (80%)	273 (80%)	564 (80%)	254 (74%)	534 (80%)	284 (74%)	372 (76%)	439 (80%)
Not aware	225 (21%)	185 (24%)	40 (14%)	119 (24%)	106 (19%)	84 (28%)	79 (19%)	62 (18%)	141 (20%)	84 (25%)	132 (20%)	93 (24%)	116 (24%)	109 (20%)
Don't know	7 (1%)	5 (1%)	2 (1%)	4 (1%)	3 (1%)	1 (0%)	1 (0%)	5 (1%)	3 (0%)	4 (1%)	2 (0%)	5 (1%)	3 (1%)	4 (1%)
Totals	1,050 (100%)	770 (100%)	280 (100%)	495 (100%)	555 (100%)	300 (100%)	410 (100%)	340 (100%)	708 (100%)	342 (100%)	668 (100%)	382 (100%)	491 (100%)	552 (100%)

Table 25: Availability (Boardgames) (Q6)

		Location		Gender		Age groups			Member of Vic. public library		Used a library		Children	
	Total	Melb.	Rest of Vic.	Male	Female	18–34	35–54	55+	Yes	No	In past 12 months	Longer or never	Yes	No
Aware	294 (28%)	220 (29%)	74 (26%)	149 (30%)	145 (26%)	100 (33%)	120 (29%)	74 (22%)	191 (27%)	103 (30%)	180 (27%)	114 (30%)	161 (33%)	132 (24%)
Not aware	730 (70%)	536 (70%)	194 (69%)	337 (68%)	393 (71%)	197 (66%)	280 (68%)	253 (74%)	504 (71%)	226 (66%)	472 (71%)	258 (68%)	324 (66%)	401 (73%)
Don't know	26 (2%)	14 (2%)	12 (4%)	9 (2%)	17 (3%)	3 (1%)	10 (2%)	13 (4%)	13 (2%)	13 (4%)	16 (2%)	10 (3%)	6 (1%)	19 (3%)
Totals	1,050 (100%)	770 (100%)	280 (100%)	495 (100%)	555 (100%)	300 (100%)	410 (100%)	340 (100%)	708 (100%)	342 (100%)	668 (100%)	382 (100%)	491 (100%)	552 (100%)

Table 26: Availability (Xbox, PlayStation and other games) (Q6)

		Location		Gender		Age groups			Member of Vic. public library		Used a library		Children	
	Total	Melb.	Rest of Vic.	Male	Female	18–34	35–54	55+	Yes	No	In past 12 months	Longer or never	Yes	No
Aware	263 (25%)	207 (27%)	56 (20%)	114 (23%)	149 (27%)	65 (22%)	116 (28%)	82 (24%)	200 (29%)	55 (16%)	202 (30%)	61 (16%)	138 (28%)	124 (22%)
Not aware	757 (72%)	546 (71%)	211 (75%)	367 (74%)	390 (70%)	230 (77%)	286 (70%)	241 (71%)	485 (69%)	272 (80%)	450 (67%)	307 (80%)	345 (70%)	407 (74%)
Don't know	30 (3%)	17 (2%)	13 (5%)	14 (3%)	16 (3%)	5 (2%)	8 (2%)	17 (5%)	15 (2%)	15 (4%)	16 (2%)	14 (4%)	8 (2%)	21 (4%)
Totals	1,050 (100%)	770 (100%)	280 (100%)	495 (100%)	555 (100%)	300 (100%)	410 (100%)	340 (100%)	708 (100%)	342 (100%)	668 (100%)	382 (100%)	491 (100%)	552 (100%)

Table 27: Opinion benefits (Q7)

	Benefits													
	Support people's involvement in educational courses	Support children's early (0 to 5 yrs) development	Support children's education	Facilitate pursuit of (informal) lifelong learning	Assist people to develop English-language skills	Help people understand legal or medical information	Help people to accomplish tasks and/or achieve goals	Contribute to enjoyable and meaningful pastimes	Help people obtain new job or promotion	Make people more productive in their job	Help people improve or start a business	Foster a sense of community or belonging	Help people obtain information not obtainable elsewhere	Help people to pursue hobbies and interests
Large extent	556 (53%)	655 (62%)	717 (68%)	568 (54%)	333 (32%)	148 (14%)	338 (32%)	653 (62%)	144 (14%)	143 (14%)	128 (12%)	523 (50%)	663 (63%)	612 (58%)
Moderate extent	354 (34%)	273 (26%)	263 (25%)	356 (34%)	401 (38%)	438 (42%)	465 (44%)	311 (30%)	404 (38%)	449 (43%)	405 (39%)	376 (36%)	305 (29%)	331 (32%)
Small extent	68 (6%)	48 (5%)	34 (3%)	65 (6%)	114 (11%)	223 (21%)	133 (13%)	53 (5%)	257 (24%)	242 (23%)	265 (25%)	92 (9%)	51 (5%)	60 (6%)
Not provided	26 (2%)	12 (1%)	7 (1%)	16 (2%)	47 (4%)	96 (9%)	47 (4%)	19 (2%)	114 (11%)	111 (11%)	121 (12%)	30 (3%)	15 (1%)	22 (2%)
Don't know	46 (4%)	62 (6%)	29 (3%)	45 (4%)	155 (15%)	145 (14%)	67 (6%)	14 (1%)	131 (12%)	105 (10%)	131 (12%)	29 (3%)	16 (2%)	25 (2%)
Totals	1,050 (100%)	1,050 (100%)	1,050 (100%)	1,050 (100%)	1,050 (100%)	1,050 (100%)	1,050 (100%)	1,050 (100%)	1,050 (100%)	1,050 (100%)	1,050 (100%)	1,050 (100%)	1,050 (100%)	1,050 (100%)

Table 28: Opinion (Support people's involvement in educational courses) (Q7)

	Location			Gender		Age groups			Member of Vic. public library		Used a library		Children	
	Total	Melb.	Rest of Vic.	Male	Female	18-34	35-54	55+	Yes	No	In past 12 months	Longer or never	Yes	No
Large extent	556 (53%)	403 (52%)	153 (55%)	259 (52%)	297 (54%)	169 (56%)	211 (51%)	176 (52%)	374 (53%)	182 (53%)	351 (53%)	205 (54%)	260 (53%)	292 (53%)
Moderate extent	354 (34%)	260 (34%)	94 (34%)	173 (35%)	181 (33%)	100 (33%)	145 (35%)	109 (32%)	246 (35%)	108 (32%)	227 (34%)	127 (33%)	175 (36%)	176 (32%)
Small extent	68 (6%)	53 (7%)	15 (5%)	35 (7%)	33 (6%)	22 (7%)	26 (6%)	20 (6%)	39 (6%)	29 (8%)	43 (6%)	25 (7%)	31 (6%)	37 (7%)
Not provided	26 (2%)	20 (3%)	6 (2%)	12 (2%)	14 (3%)	4 (1%)	14 (3%)	8 (2%)	15 (2%)	11 (3%)	15 (2%)	11 (3%)	13 (3%)	13 (2%)
Don't know	46 (4%)	34 (4%)	12 (4%)	16 (3%)	30 (5%)	5 (2%)	14 (3%)	27 (8%)	34 (5%)	12 (4%)	32 (5%)	14 (4%)	12 (2%)	34 (6%)
Totals	1,050 (100%)	770 (100%)	280 (100%)	495 (100%)	555 (100%)	300 (100%)	410 (100%)	340 (100%)	708 (100%)	342 (100%)	668 (100%)	382 (100%)	491 (100%)	552 (100%)

Table 29: Opinion (Support children's early (0–5 years) development) (Q7)

	Total	Location		Gender		Age groups			Member of Vic. public library		Used a library		Children	
		Melb.	Rest of Vic.	Male	Female	18–34	35–54	55+	Yes	No	In past 12 months	Longer or never	Yes	No
Large extent	655 (62%)	486 (63%)	169 (60%)	275 (56%)	380 (68%)	193 (64%)	255 (62%)	207 (61%)	466 (66%)	189 (55%)	437 (65%)	218 (57%)	314 (64%)	335 (61%)
Moderate extent	273 (26%)	195 (25%)	78 (28%)	146 (29%)	127 (23%)	78 (26%)	121 (30%)	74 (22%)	170 (24%)	103 (30%)	160 (24%)	113 (30%)	146 (30%)	126 (23%)
Small extent	48 (5%)	34 (4%)	14 (5%)	28 (6%)	20 (4%)	14 (5%)	17 (4%)	17 (5%)	22 (3%)	26 (8%)	19 (3%)	29 (8%)	18 (4%)	30 (5%)
Not provided	12 (1%)	8 (1%)	4 (1%)	10 (2%)	2 (0%)	2 (1%)	5 (1%)	5 (1%)	5 (1%)	7 (2%)	7 (1%)	5 (1%)	2 (0%)	10 (2%)
Don't know	62 (6%)	47 (6%)	15 (5%)	36 (7%)	26 (5%)	13 (4%)	12 (3%)	37 (11%)	45 (6%)	17 (5%)	45 (7%)	17 (4%)	11 (2%)	51 (9%)
Totals	1,050 (100%)	770 (100%)	280 (100%)	495 (100%)	555 (100%)	300 (100%)	410 (100%)	340 (100%)	708 (100%)	342 (100%)	668 (100%)	382 (100%)	491 (100%)	552 (100%)

Table 30: Opinion (Support children's education) (Q7)

	Total	Location		Gender		Age groups			Member of Vic. public library		Used a library		Children	
		Melb.	Rest of Vic.	Male	Female	18–34	35–54	55+	Yes	No	In past 12 months	Longer or never	Yes	No
Large extent	717 (68%)	529 (69%)	188 (67%)	320 (65%)	397 (72%)	220 (73%)	276 (67%)	221 (65%)	484 (68%)	233 (68%)	458 (69%)	259 (68%)	345 (70%)	367 (66%)
Moderate extent	263 (25%)	189 (25%)	74 (26%)	141 (28%)	122 (22%)	64 (21%)	114 (28%)	85 (25%)	178 (25%)	85 (25%)	165 (25%)	98 (26%)	126 (26%)	135 (24%)
Small extent	34 (3%)	24 (3%)	10 (4%)	18 (4%)	16 (3%)	11 (4%)	11 (3%)	12 (4%)	22 (3%)	12 (4%)	19 (3%)	15 (4%)	15 (3%)	19 (3%)
Not provided	7 (1%)	5 (1%)	2 (1%)	5 (2%)	2 (0%)	1 (0%)	2 (0%)	4 (1%)	2 (0%)	5 (1%)	3 (0%)	4 (1%)	–	7 (1%)
Don't know	29 (3%)	23 (3%)	6 (2%)	11 (2%)	18 (3%)	4 (1%)	7 (2%)	18 (5%)	22 (3%)	7 (2%)	23 (3%)	6 (2%)	5 (1%)	24 (4%)
Totals	1,050 (100%)	770 (100%)	280 (100%)	495 (100%)	555 (100%)	300 (100%)	410 (100%)	340 (100%)	708 (100%)	342 (100%)	668 (100%)	382 (100%)	491 (100%)	552 (100%)

Table 31: Opinion (Facilitate pursuit of [informal] lifelong learning) (Q7)

	Location			Gender		Age groups			Member of Vic. public library		Used a library		Children	
	Total	Melb.	Rest of Vic.	Male	Female	18–34	35–54	55+	Yes	No	In past 12 months	Longer or never	Yes	No
Large extent	568 (54%)	414 (54%)	154 (55%)	248 (50%)	320 (58%)	162 (54%)	232 (57%)	174 (51%)	410 (58%)	158 (46%)	381 (57%)	187 (49%)	271 (55%)	294 (53%)
Moderate extent	356 (34%)	261 (34%)	95 (34%)	185 (37%)	171 (31%)	107 (36%)	144 (35%)	105 (31%)	216 (31%)	140 (41%)	212 (32%)	144 (38%)	178 (36%)	176 (32%)
Small extent	65 (6%)	52 (7%)	13 (5%)	32 (6%)	33 (6%)	19 (6%)	22 (5%)	24 (7%)	38 (5%)	27 (8%)	36 (5%)	29 (8%)	26 (5%)	39 (7%)
Not provided	16 (2%)	13 (2%)	3 (1%)	11 (2%)	5 (1%)	5 (2%)	7 (2%)	4 (1%)	7 (1%)	9 (3%)	7 (1%)	9 (2%)	8 (2%)	8 (1%)
Don't know	45 (4%)	30 (4%)	15 (5%)	19 (4%)	26 (5%)	7 (2%)	5 (1%)	33 (10%)	37 (5%)	8 (2%)	32 (5%)	13 (3%)	8 (2%)	35 (6%)
Totals	1,050 (100%)	770 (100%)	280 (100%)	495 (100%)	555 (100%)	300 (100%)	410 (100%)	340 (100%)	708 (100%)	342 (100%)	668 (100%)	382 (100%)	491 (100%)	552 (100%)

Table 32: Opinion (Assist people to develop English-language skills) (Q7)

	Location			Gender		Age groups			Member of Vic. public library		Used a library		Children	
	Total	Melb.	Rest of Vic.	Male	Female	18–34	35–54	55+	Yes	No	In past 12 months	Longer or never	Yes	No
Large extent	333 (32%)	245 (32%)	88 (31%)	165 (33%)	168 (30%)	106 (35%)	129 (31%)	98 (29%)	226 (32%)	107 (31%)	209 (31%)	124 (32%)	169 (34%)	160 (29%)
Moderate extent	401 (38%)	290 (38%)	111 (40%)	190 (38%)	211 (38%)	131 (44%)	167 (41%)	103 (30%)	264 (37%)	137 (40%)	255 (38%)	146 (38%)	196 (40%)	205 (37%)
Small extent	114 (11%)	93 (12%)	21 (8%)	58 (12%)	56 (10%)	28 (9%)	45 (11%)	41 (12%)	65 (9%)	49 (14%)	63 (9%)	51 (13%)	55 (11%)	59 (11%)
Not provided	47 (4%)	32 (4%)	15 (5%)	18 (4%)	29 (5%)	11 (4%)	22 (5%)	14 (4%)	32 (5%)	15 (4%)	30 (4%)	17 (4%)	21 (4%)	26 (5%)
Don't know	155 (15%)	110 (14%)	45 (16%)	64 (13%)	91 (16%)	24 (8%)	47 (11%)	84 (25%)	121 (17%)	34 (10%)	111 (17%)	44 (12%)	50 (10%)	102 (18%)
Totals	1,050 (100%)	770 (100%)	280 (100%)	495 (100%)	555 (100%)	300 (100%)	410 (100%)	340 (100%)	708 (100%)	342 (100%)	668 (100%)	382 (100%)	491 (100%)	552 (100%)

Table 33: Opinion (Help people understand legal or medical information) (Q7)

	Location			Gender		Age groups			Member of Vic. public library		Used a library		Children	
	Total	Melb.	Rest of Vic.	Male	Female	18-34	35-54	55+	Yes	No	In past 12 months	Longer or never	Yes	No
Large extent	148 (14%)	108 (14%)	40 (14%)	70 (14%)	78 (14%)	42 (14%)	59 (14%)	47 (14%)	91 (13%)	57 (17%)	84 (13%)	64 (17%)	73 (15%)	74 (13%)
Moderate extent	438 (42%)	315 (41%)	123 (44%)	220 (44%)	218 (39%)	137 (46%)	180 (44%)	121 (36%)	286 (40%)	152 (44%)	270 (40%)	168 (44%)	221 (45%)	214 (39%)
Small extent	223 (21%)	166 (22%)	57 (20%)	106 (21%)	117 (21%)	71 (24%)	94 (23%)	58 (17%)	146 (21%)	77 (23%)	143 (21%)	80 (21%)	104 (21%)	118 (21%)
Not provided	96 (9%)	69 (9%)	27 (10%)	38 (8%)	58 (10%)	27 (9%)	41 (10%)	28 (8%)	69 (10%)	27 (8%)	65 (10%)	31 (8%)	46 (9%)	50 (9%)
Don't know	145 (14%)	112 (15%)	33 (12%)	61 (12%)	84 (15%)	23 (8%)	36 (9%)	86 (25%)	116 (16%)	29 (8%)	106 (16%)	39 (10%)	47 (10%)	96 (17%)
Totals	1,050 (100%)	770 (100%)	280 (100%)	495 (100%)	555 (100%)	300 (100%)	410 (100%)	340 (100%)	708 (100%)	342 (100%)	668 (100%)	382 (100%)	491 (100%)	552 (100%)

Table 34: Opinion (Help people to accomplish tasks and/or achieve goals) (Q7)

	Location			Gender		Age groups			Member of Vic. public library		Used a library		Children	
	Total	Melb.	Rest of Vic.	Male	Female	18-34	35-54	55+	Yes	No	In past 12 months	Longer or never	Yes	No
Large extent	338 (32%)	240 (31%)	98 (35%)	154 (31%)	184 (33%)	111 (37%)	127 (31%)	100 (29%)	240 (34%)	98 (29%)	217 (32%)	121 (32%)	161 (33%)	175 (32%)
Moderate extent	465 (44%)	334 (43%)	131 (47%)	234 (47%)	231 (42%)	132 (44%)	190 (46%)	143 (42%)	313 (44%)	152 (44%)	306 (46%)	159 (42%)	229 (47%)	233 (42%)
Small extent	133 (13%)	110 (14%)	23 (8%)	63 (13%)	70 (13%)	42 (14%)	52 (13%)	39 (11%)	77 (11%)	56 (16%)	76 (11%)	57 (15%)	62 (13%)	70 (13%)
Not provided	47 (4%)	34 (4%)	13 (5%)	20 (4%)	27 (5%)	10 (3%)	22 (5%)	15 (4%)	29 (4%)	18 (5%)	24 (4%)	23 (6%)	20 (4%)	27 (5%)
Don't know	67 (6%)	52 (7%)	15 (5%)	24 (5%)	43 (8%)	5 (2%)	19 (5%)	43 (13%)	49 (7%)	18 (5%)	45 (7%)	22 (6%)	19 (4%)	47 (9%)
Totals	1,050 (100%)	770 (100%)	280 (100%)	495 (100%)	555 (100%)	300 (100%)	410 (100%)	340 (100%)	708 (100%)	342 (100%)	668 (100%)	382 (100%)	491 (100%)	552 (100%)

Table 35: Opinion (Contribute to enjoyable and meaningful pastimes) (Q7)

		Location		Gender		Age groups			Member of Vic. public library		Used a library		Children	
	Total	Melb.	Rest of Vic.	Male	Female	18-34	35-54	55+	Yes	No	In past 12 months	Longer or never	Yes	No
Large extent	653 (62%)	463 (60%)	190 (68%)	285 (58%)	368 (66%)	158 (53%)	266 (65%)	229 (67%)	489 (69%)	164 (48%)	462 (69%)	191 (50%)	305 (62%)	344 (62%)
Moderate extent	311 (30%)	240 (31%)	71 (25%)	164 (33%)	147 (26%)	114 (38%)	117 (29%)	80 (24%)	175 (25%)	136 (40%)	166 (25%)	145 (38%)	150 (31%)	159 (29%)
Small extent	53 (5%)	39 (5%)	14 (5%)	27 (5%)	26 (5%)	21 (7%)	19 (5%)	13 (4%)	24 (3%)	29 (8%)	23 (3%)	30 (8%)	27 (5%)	25 (5%)
Not provided	19 (2%)	16 (2%)	3 (1%)	10 (2%)	9 (2%)	6 (2%)	6 (1%)	7 (2%)	10 (1%)	9 (3%)	9 (1%)	10 (3%)	7 (1%)	12 (2%)
Don't know	14 (1%)	12 (2%)	2 (1%)	9 (2%)	5 (1%)	1 (0%)	2 (0%)	11 (3%)	10 (1%)	4 (1%)	8 (1%)	6 (2%)	2 (0%)	12 (2%)
Totals	1,050 (100%)	770 (100%)	280 (100%)	495 (100%)	555 (100%)	300 (100%)	410 (100%)	340 (100%)	708 (100%)	342 (100%)	668 (100%)	382 (100%)	491 (100%)	552 (100%)

Table 36: Opinion (Help people obtain a new job or promotion) (Q7)

		Location		Gender		Age groups			Member of Vic. public library		Used a library		Children	
	Total	Melb.	Rest of Vic.	Male	Female	18-34	35-54	55+	Yes	No	In past 12 months	Longer or never	Yes	No
Large extent	144 (14%)	103 (13%)	41 (15%)	67 (14%)	77 (14%)	41 (14%)	68 (17%)	35 (10%)	90 (13%)	54 (16%)	95 (14%)	49 (13%)	68 (14%)	75 (14%)
Moderate extent	404 (38%)	283 (37%)	121 (43%)	190 (38%)	214 (39%)	132 (44%)	164 (40%)	108 (32%)	284 (40%)	120 (35%)	260 (39%)	144 (38%)	201 (41%)	199 (36%)
Small extent	257 (24%)	201 (26%)	56 (20%)	131 (26%)	126 (23%)	82 (27%)	104 (25%)	71 (21%)	159 (22%)	98 (29%)	143 (21%)	114 (30%)	132 (27%)	125 (23%)
Not provided	114 (11%)	85 (11%)	29 (10%)	49 (10%)	65 (12%)	32 (11%)	46 (11%)	36 (11%)	77 (11%)	37 (11%)	74 (11%)	40 (10%)	54 (11%)	59 (11%)
Don't know	131 (12%)	98 (13%)	33 (12%)	58 (12%)	73 (13%)	13 (4%)	28 (7%)	90 (26%)	98 (14%)	33 (10%)	96 (14%)	35 (9%)	36 (7%)	94 (17%)
Totals	1,050 (100%)	770 (100%)	280 (100%)	495 (100%)	555 (100%)	300 (100%)	410 (100%)	340 (100%)	708 (100%)	342 (100%)	668 (100%)	382 (100%)	491 (100%)	552 (100%)

Table 37: Opinion (Make people more productive in their job) (Q7)

	Location			Gender		Age groups			Member of Vic. public library		Used a library		Children	
	Total	Melb.	Rest of Vic.	Male	Female	18-34	35-54	55+	Yes	No	In past 12 months	Longer or never	Yes	No
Large extent	143 (14%)	102 (13%)	41 (15%)	66 (13%)	77 (14%)	42 (14%)	49 (12%)	52 (15%)	93 (13%)	50 (15%)	87 (13%)	56 (15%)	60 (12%)	82 (15%)
Moderate extent	449 (43%)	311 (40%)	138 (49%)	216 (44%)	233 (42%)	141 (47%)	181 (44%)	127 (37%)	301 (43%)	148 (43%)	287 (43%)	162 (42%)	225 (26%)	220 (40%)
Small extent	242 (23%)	192 (25%)	50 (18%)	126 (25%)	116 (21%)	73 (24%)	107 (26%)	62 (18%)	153 (22%)	89 (26%)	141 (21%)	101 (26%)	123 (25%)	119 (22%)
Not provided	111 (11%)	83 (11%)	28 (10%)	45 (9%)	66 (12%)	31 (10%)	49 (12%)	31 (9%)	80 (11%)	31 (9%)	76 (11%)	35 (9%)	57 (12%)	53 (10%)
Don't know	105 (10%)	82 (11%)	23 (8%)	42 (8%)	63 (11%)	13 (4%)	24 (6%)	68 (20%)	81 (11%)	24 (7%)	77 (12%)	28 (7%)	26 (5%)	78 (14%)
Totals	1,050 (100%)	770 (100%)	280 (100%)	495 (100%)	555 (100%)	300 (100%)	410 (100%)	340 (100%)	708 (100%)	342 (100%)	668 (100%)	382 (100%)	491 (100%)	552 (100%)

Table 38: Opinion (Help people improve or start a business) (Q7)

	Location			Gender		Age groups			Member of Vic. public library		Used a library		Children	
	Total	Melb.	Rest of Vic.	Male	Female	18-34	35-54	55+	Yes	No	In past 12 months	Longer or never	Yes	No
Large extent	128 (12%)	89 (12%)	39 (14%)	51 (10%)	77 (14%)	36 (12%)	50 (12%)	42 (12%)	85 (12%)	43 (13%)	78 (12%)	50 (13%)	51 (10%)	76 (14%)
Moderate extent	405 (39%)	296 (38%)	109 (39%)	200 (40%)	205 (37%)	133 (44%)	157 (38%)	115 (34%)	285 (40%)	120 (35%)	261 (39%)	144 (38%)	204 (42%)	197 (36%)
Small extent	265 (25%)	203 (26%)	62 (22%)	130 (26%)	135 (24%)	80 (27%)	119 (29%)	66 (19%)	165 (23%)	100 (29%)	160 (24%)	105 (27%)	132 (27%)	133 (24%)
Not provided	121 (12%)	87 (11%)	34 (12%)	60 (12%)	61 (11%)	33 (11%)	52 (13%)	36 (11%)	73 (10%)	48 (14%)	74 (11%)	47 (12%)	64 (13%)	56 (10%)
Don't know	131 (12%)	95 (12%)	36 (13%)	54 (11%)	77 (14%)	18 (6%)	32 (8%)	81 (24%)	100 (14%)	31 (9%)	95 (14%)	36 (9%)	40 (8%)	90 (16%)
Totals	1,050 (100%)	770 (100%)	280 (100%)	495 (100%)	555 (100%)	300 (100%)	410 (100%)	340 (100%)	708 (100%)	342 (100%)	668 (100%)	382 (100%)	491 (100%)	552 (100%)

Table 39: Opinion (Foster a sense of community or belonging) (Q7)

	Location			Gender		Age groups			Member of Vic. public library		Used a library		Children	
	Total	Melb.	Rest of Vic.	Male	Female	18–34	35–54	55+	Yes	No	In past 12 months	Longer or never	Yes	No
Large extent	523 (50%)	387 (50%)	136 (49%)	224 (45%)	299 (54%)	142 (47%)	204 (50%)	177 (52%)	391 (55%)	132 (39%)	357 (53%)	166 (43%)	237 (48%)	283 (51%)
Moderate extent	376 (36%)	269 (35%)	107 (38%)	185 (37%)	191 (34%)	115 (38%)	152 (37%)	109 (32%)	244 (34%)	132 (39%)	239 (36%)	137 (36%)	190 (39%)	182 (33%)
Small extent	92 (9%)	71 (9%)	21 (8%)	54 (11%)	38 (7%)	34 (11%)	35 (9%)	23 (7%)	41 (6%)	51 (15%)	41 (6%)	51 (13%)	47 (10%)	45 (8%)
Not provided	30 (3%)	22 (3%)	8 (3%)	18 (4%)	12 (2%)	7 (2%)	13 (3%)	10 (3%)	14 (2%)	16 (5%)	14 (2%)	16 (4%)	8 (2%)	22 (4%)
Don't know	29 (3%)	21 (3%)	8 (3%)	14 (3%)	15 (3%)	2 (1%)	6 (1%)	21 (6%)	18 (3%)	11 (3%)	17 (3%)	12 (3%)	9 (2%)	20 (4%)
Totals	1,050 (100%)	770 (100%)	280 (100%)	495 (100%)	555 (100%)	300 (100%)	410 (100%)	340 (100%)	708 (100%)	342 (100%)	668 (100%)	382 (100%)	491 (100%)	552 (100%)

Table 40: Opinion (Help people obtain information not obtainable elsewhere) (Q7)

	Location			Gender		Age groups			Member of Vic. public library		Used a library		Children	
	Total	Melb.	Rest of Vic.	Male	Female	18–34	35–54	55+	Yes	No	In past 12 months	Longer or never	Yes	No
Large extent	663 (63%)	473 (61%)	190 (68%)	313 (63%)	350 (63%)	181 (60%)	259 (63%)	223 (66%)	462 (65%)	201 (59%)	427 (64%)	236 (62%)	300 (61%)	357 (65%)
Moderate extent	305 (29%)	230 (30%)	75 (27%)	137 (28%)	168 (30%)	97 (32%)	121 (30%)	87 (26%)	199 (28%)	106 (31%)	198 (30%)	107 (28%)	153 (31%)	151 (27%)
Small extent	51 (5%)	44 (6%)	7 (3%)	29 (6%)	22 (44%)	17 (6%)	22 (5%)	12 (4%)	29 (4%)	22 (6%)	25 (4%)	26 (7%)	28 (6%)	23 (4%)
Not provided	15 (1%)	10 (1%)	5 (2%)	8 (2%)	7 (1%)	5 (2%)	5 (1%)	5 (1%)	6 (1%)	9 (3%)	6 (1%)	9 (2%)	7 (1%)	8 (1%)
Don't know	16 (2%)	13 (2%)	3 (1%)	8 (2%)	8 (1%)	–	3 (1%)	13 (4%)	12 (2%)	4 (1%)	12 (2%)	4 (1%)	3 (1%)	13 (2%)
Totals	1,050 (100%)	770 (100%)	280 (100%)	495 (100%)	555 (100%)	300 (100%)	410 (100%)	340 (100%)	708 (100%)	342 (100%)	668 (100%)	382 (100%)	491 (100%)	552 (100%)

Table 41: Opinion (Help people to pursue hobbies and interests) (Q7)

	Total	Location		Gender		Age groups			Member of Vic. public library		Used a library		Children	
		Melb.	Rest of Vic.	Male	Female	18-34	35-54	55+	Yes	No	In past 12 months	Longer or never	Yes	No
Large extent	612 (58%)	441 (57%)	171 (61%)	272 (55%)	340 (61%)	172 (57%)	246 (60%)	194 (57%)	438 (62%)	174 (51%)	409 (61%)	203 (53%)	293 (60%)	314 (57%)
Moderate extent	331 (32%)	247 (32%)	84 (30%)	175 (35%)	156 (28%)	98 (33%)	131 (32%)	102 (30%)	205 (29%)	126 (37%)	197 (29%)	134 (35%)	151 (31%)	178 (32%)
Small extent	60 (6%)	43 (6%)	17 (6%)	29 (6%)	31 (6%)	19 (6%)	22 (5%)	19 (6%)	33 (5%)	27 (8%)	31 (5%)	29 (8%)	30 (6%)	30 (6%)
Not provided	22 (2%)	18 (2%)	4 (1%)	8 (2%)	14 (3%)	7 (2%)	9 (2%)	6 (2%)	13 (2%)	9 (3%)	13 (2%)	9 (2%)	10 (2%)	12 (2%)
Don't know	25 (2%)	21 (3%)	4 (1%)	11 (2%)	14 (3%)	4 (1%)	2 (0%)	19 (6%)	19 (3%)	6 (2%)	18 (3%)	7 (2%)	7 (1%)	18 (3%)
Totals	1,050 (100%)	770 (100%)	280 (100%)	495 (100%)	555 (100%)	300 (100%)	410 (100%)	340 (100%)	708 (100%)	342 (100%)	668 (100%)	382 (100%)	491 (100%)	552 (100%)

Table 42: Level of agreement statements (Q8)

	Statements													
	Are safe and pleasant places to visit	Encourage responsible social behaviour	Facilitate lifelong learning	Provide information about community events	Act as a source of government information	Support local culture and the arts	Provide public meeting spaces	Facilitate job or career planning	Promote and encouraging (language and computer) literacy	Recognise the demand for non-English language materials	Support the development of English as a second language	Ensure access to the internet for all	Attract new businesses to the community	Support existing local businesses
Agree strongly	675 (64%)	459 (44%)	538 (51%)	369 (35%)	242 (23%)	395 (38%)	322 (31%)	89 (8%)	340 (32%)	236 (22%)	193 (18%)	511 (49%)	49 (5%)	79 (8%)
Agree	358 (34%)	513 (49%)	490 (47%)	575 (55%)	605 (58%)	580 (55%)	573 (55%)	587 (56%)	633 (60%)	592 (56%)	649 (62%)	490 (47%)	326 (31%)	521 (50%)
Disagree	13 (1%)	61 (6%)	15 (1%)	79 (8%)	130 (12%)	52 (5%)	89 (8%)	255 (24%)	57 (5%)	112 (11%)	112 (11%)	36 (3%)	503 (48%)	326 (31%)
Disagree strongly	1 (0%)	4 (0%)	1 (0%)	1 (0%)	9 (1%)	1 (0%)	1 (0%)	6 (1%)	1 (0%)	5 (0%)	10 (1%)	4 (0%)	29 (3%)	9 (1%)
Don't know	3 (0%)	13 (1%)	6 (1%)	26 (2%)	64 (6%)	22 (2%)	65 (6%)	113 (11%)	19 (2%)	105 (10%)	86 (8%)	9 (1%)	143 (14%)	115 (11%)
Totals	1,050 (100%)	1,050 (100%)	1,050 (100%)	1,050 (100%)	1,050 (100%)	1,050 (100%)	1,050 (100%)	1,050 (100%)	1,050 (100%)	1,050 (100%)	1,050 (100%)	1,050 (100%)	1,050 (100%)	1,050 (100%)

Table 43: Level of agreement (Are safe and pleasant places to visit) (Q8)

	Location			Gender		Age groups			Member of Vic. public library		Used a library		Children	
	Total	Melb.	Rest of Vic.	Male	Female	18–34	35–54	55+	Yes	No	In past 12 months	Longer or never	Yes	No
Agree strongly	675 (64%)	486 (63%)	189 (66%)	307 (62%)	368 (66%)	180 (60%)	265 (65%)	230 (68%)	489 (69%)	186 (54%)	458 (69%)	217 (57%)	315 (64%)	356 (64%)
Agree	358 (34%)	270 (35%)	88 (31%)	177 (36%)	181 (33%)	111 (37%)	141 (34%)	106 (31%)	210 (30%)	148 (43%)	202 (30%)	156 (41%)	170 (35%)	185 (34%)
Disagree	13 (1%)	11 (1%)	2 (1%)	9 (2%)	4 (1%)	7 (2%)	3 (1%)	3 (1%)	7 (1%)	6 (2%)	6 (1%)	7 (2%)	5 (1%)	8 (1%)
Disagree strongly	1 (0%)	1 (0%)	–	–	1 (0%)	–	1 (0%)	–	1 (0%)	–	1 (0%)	–	1 (0%)	–
Don't know	3 (0%)	2 (0%)	1 (0%)	2 (0%)	1 (0%)	2 (1%)	–	1 (0%)	1 (0%)	2 (1%)	1 (0%)	2 (1%)	–	3 (1%)
Totals	1,050 (100%)	770 (100%)	280 (100%)	495 (100%)	555 (100%)	300 (100%)	410 (100%)	340 (100%)	708 (100%)	342 (100%)	668 (100%)	382 (100%)	491 (100%)	552 (100%)

Table 44: Level of agreement (Encourage responsible social behaviour) (Q8)

	Location			Gender		Age groups			Member of Vic. public library		Used a library		Children	
	Total	Melb.	Rest of Vic.	Male	Female	18–34	35–54	55+	Yes	No	In past 12 months	Longer or never	Yes	No
Agree strongly	459 (44%)	326 (42%)	133 (48%)	193 (39%)	266 (48%)	113 (38%)	195 (48%)	151 (44%)	343 (48%)	116 (34%)	319 (48%)	140 (37%)	222 (45%)	235 (43%)
Agree	513 (49%)	379 (49%)	134 (48%)	255 (52%)	258 (46%)	170 (57%)	189 (46%)	154 (45%)	319 (45%)	194 (57%)	310 (46%)	203 (53%)	245 (50%)	263 (48%)
Disagree	61 (6%)	50 (6%)	11 (4%)	37 (7%)	24 (4%)	14 (5%)	21 (5%)	26 (8%)	39 (6%)	22 (6%)	33 (5%)	28 (7%)	19 (4%)	42 (8%)
Disagree strongly	4 (0%)	3 (0%)	1 (0%)	3 (1%)	1 (0%)	1 (0%)	1 (0%)	2 (1%)	1 (0%)	3 (1%)	–	4 (1%)	1 (0%)	3 (1%)
Don't know	13 (1%)	12 (2%)	1 (0%)	7 (1%)	6 (1%)	2 (1%)	4 (1%)	7 (2%)	6 (1%)	7 (2%)	6 (1%)	7 (2%)	4 (1%)	9 (2%)
Totals	1,050 (100%)	770 (100%)	280 (100%)	495 (100%)	555 (100%)	300 (100%)	410 (100%)	340 (100%)	708 (100%)	342 (100%)	668 (100%)	382 (100%)	491 (100%)	552 (100%)

Table 45: Level of agreement (Facilitate lifelong learning) (Q8)

		Location		Gender		Age groups			Member of Vic. public library		Used a library		Children	
	Total	Melb.	Rest of Vic.	Male	Female	18–34	35–54	55+	Yes	No	In past 12 months	Longer or never	Yes	No
Agree strongly	538 (51%)	378 (49%)	160 (57%)	224 (45%)	314 (57%)	130 (43%)	226 (55%)	182 (54%)	396 (56%)	142 (42%)	363 (54%)	175 (46%)	247 (50%)	289 (52%)
Agree	490 (47%)	373 (48%)	117 (42%)	257 (52%)	233 (42%)	166 (55%)	173 (42%)	151 (44%)	302 (43%)	188 (55%)	296 (44%)	194 (51%)	237 (48%)	248 (45%)
Disagree	15 (1%)	14 (2%)	1 (0%)	11 (2%)	4 (1%)	3 (1%)	9 (2%)	3 (1%)	9 (1%)	6 (2%)	7 (1%)	8 (2%)	7 (1%)	8 (1%)
Disagree strongly	1 (0%)	1 (0%)	–	1 (0%)	–	–	–	1 (0%)	–	1 (0%)	–	1 (0%)	–	1 (0%)
Don't know	6 (1%)	4 (1%)	2 (1%)	2 (0%)	4 (1%)	1 (0%)	1 (0%)	3 (1%)	1 (0%)	5 (1%)	2 (0%)	4 (1%)	–	6 (1%)
Totals	1,050 (100%)	770 (100%)	280 (100%)	495 (100%)	555 (100%)	300 (100%)	410 (100%)	340 (100%)	708 (100%)	342 (100%)	668 (100%)	382 (100%)	491 (100%)	552 (100%)

Table 46: Level of agreement (Provide information about community events) (Q8)

		Location		Gender		Age groups			Member of Vic. public library		Used a library		Children	
	Total	Melb.	Rest of Vic.	Male	Female	18–34	35–54	55+	Yes	No	In past 12 months	Longer or never	Yes	No
Agree strongly	369 (35%)	278 (36%)	91 (33%)	144 (29%)	225 (41%)	90 (30%)	151 (37%)	128 (38%)	287 (41%)	82 (24%)	276 (41%)	93 (24%)	173 (35%)	193 (35%)
Agree	575 (55%)	426 (55%)	149 (53%)	284 (57%)	291 (52%)	184 (61%)	220 (54%)	171 (50%)	364 (51%)	211 (62%)	342 (51%)	233 (61%)	274 (56%)	297 (54%)
Disagree	79 (8%)	54 (7%)	25 (9%)	52 (11%)	27 (5%)	22 (7%)	34 (8%)	23 (7%)	43 (6%)	36 (11%)	41 (6%)	38 (10%)	39 (8%)	40 (7%)
Disagree strongly	1 (0%)	–	1 (0%)	1 (0%)	–	1 (0%)	–	–	1 (0%)	–	1 (0%)	–	–	1 (0%)
Don't know	26 (2%)	12 (2%)	14 (5%)	14 (3%)	12 (2%)	3 (1%)	5 (1%)	18 (5%)	13 (2%)	13 (14%)	8 (1%)	18 (5%)	5 (1%)	21 (4%)
Totals	1,050 (100%)	770 (100%)	280 (100%)	495 (100%)	555 (100%)	300 (100%)	410 (100%)	340 (100%)	708 (100%)	342 (100%)	668 (100%)	382 (100%)	491 (100%)	552 (100%)

Table 47: Level of agreement (Act as a source of government information) (Q8)

		Location		Gender		Age groups			Member of Vic. public library		Used a library		Children	
	Total	Melb.	Rest of Vic.	Male	Female	18–34	35–54	55+	Yes	No	In past 12 months	Longer or never	Yes	No
Agree strongly	242 (23%)	180 (23%)	62 (22%)	112 (23%)	130 (23%)	64 (21%)	98 (24%)	80 (24%)	167 (24%)	75 (22%)	160 (24%)	82 (21%)	112 (23%)	129 (23%)
Agree	605 (58%)	443 (58%)	162 (58%)	287 (58%)	318 (57%)	184 (61%)	242 (59%)	179 (53%)	394 (56%)	211 (62%)	377 (56%)	228 (60%)	296 (60%)	304 (55%)
Disagree	130 (12%)	98 (13%)	32 (11%)	69 (14%)	61 (11%)	36 (12%)	47 (11%)	47 (14%)	94 (13%)	36 (11%)	85 (13%)	45 (12%)	61 (12%)	69 (13%)
Disagree strongly	9 (1%)	5 (1%)	4 (1%)	6 (1%)	3 (1%)	3 (1%)	3 (1%)	3 (1%)	6 (1%)	3 (1%)	6 (1%)	3 (1%)	3 (1%)	6 (1%)
Don't know	64 (6%)	44 (6%)	20 (7%)	21 (4%)	43 (8%)	13 (4%)	20 (5%)	31 (9%)	47 (7%)	17 (5%)	40 (6%)	24 (6%)	19 (4%)	44 (8%)
Totals	1,050 (100%)	770 (100%)	280 (100%)	495 (100%)	555 (100%)	300 (100%)	410 (100%)	340 (100%)	708 (100%)	342 (100%)	668 (100%)	382 (100%)	491 (100%)	552 (100%)

Table 48: Level of agreement (Support local culture and the arts) (Q8)

		Location		Gender		Age groups			Member of Vic. public library		Used a library		Children	
	Total	Melb.	Rest of Vic.	Male	Female	18–34	35–54	55+	Yes	No	In past 12 months	Longer or never	Yes	No
Agree strongly	395 (38%)	286 (37%)	109 (39%)	168 (34%)	227 (41%)	110 (37%)	146 (36%)	139 (41%)	290 (41%)	105 (31%)	270 (40%)	125 (33%)	180 (37%)	211 (38%)
Agree	580 (55%)	434 (56%)	146 (52%)	284 (57%)	296 (53%)	173 (58%)	241 (59%)	166 (49%)	373 (53%)	207 (61%)	354 (53%)	226 (59%)	287 (58%)	290 (53%)
Disagree	52 (5%)	34 (4%)	18 (6%)	33 (7%)	19 (3%)	13 (4%)	17 (4%)	22 (6%)	32 (5%)	20 (6%)	30 (4%)	22 (6%)	18 (4%)	34 (6%)
Disagree strongly	1 (0%)	1 (0%)	–	–	1 (0%)	–	–	1 (0%)	1 (0%)	–	1 (0%)	–	–	1 (0%)
Don't know	22 (2%)	15 (2%)	7 (3%)	10 (2%)	12 (2%)	4 (1%)	6 (1%)	12 (4%)	12 (2%)	10 (3%)	13 (2%)	9 (2%)	6 (1%)	16 (3%)
Totals	1,050 (100%)	770 (100%)	280 (100%)	495 (100%)	555 (100%)	300 (100%)	410 (100%)	340 (100%)	708 (100%)	342 (100%)	668 (100%)	382 (100%)	491 (100%)	552 (100%)

Table 49: Level of agreement (Provide public meeting spaces) (Q8)

		Location		Gender		Age groups			Member of Vic. public library		Used a library		Children	
	Total	Melb.	Rest of Vic.	Male	Female	18–34	35–54	55+	Yes	No	In past 12 months	Longer or never	Yes	No
Agree strongly	322 (31%)	248 (32%)	74 (26%)	136 (27%)	186 (34%)	83 (28%)	134 (33%)	105 (31%)	242 (34%)	80 (23%)	223 (33%)	99 (26%)	145 (30%)	174 (32%)
Agree	573 (55%)	405 (53%)	168 (60%)	287 (58%)	286 (52%)	187 (62%)	221 (54%)	165 (49%)	366 (52%)	207 (61%)	355 (53%)	218 (57%)	277 (56%)	294 (53%)
Disagree	89 (8%)	66 (9%)	23 (8%)	45 (9%)	44 (8%)	23 (8%)	24 (8%)	32 (9%)	55 (8%)	34 (10%)	51 (8%)	38 (10%)	47 (10%)	42 (8%)
Disagree strongly	1 (0%)	–	1 (0%)	–	1 (0%)	–	–	1 (0%)	–	1 (0%)	–	1 (0%)	–	1 (0%)
Don't know	65 (6%)	51 (7%)	14 (5%)	27 (5%)	38 (7%)	7 (2%)	21 (5%)	37 (11%)	45 (6%)	20 (6%)	39 (6%)	26 (7%)	22 (4%)	41 (7%)
Totals	1,050 (100%)	770 (100%)	280 (100%)	495 (100%)	555 (100%)	300 (100%)	410 (100%)	340 (100%)	708 (100%)	342 (100%)	668 (100%)	382 (100%)	491 (100%)	552 (100%)

Table 50: Level of agreement (Facilitate job or career planning) (Q8)

		Location		Gender		Age groups			Member of Vic. public library		Used a library		Children	
	Total	Melb.	Rest of Vic.	Male	Female	18–34	35–54	55+	Yes	No	In past 12 months	Longer or never	Yes	No
Agree strongly	89 (8%)	68 (9%)	21 (8%)	38 (8%)	51 (9%)	25 (8%)	38 (9%)	26 (8%)	57 (8%)	32 (9%)	52 (8%)	37 (10%)	38 (8%)	51 (9%)
Agree	587 (56%)	424 (55%)	163 (58%)	285 (58%)	302 (54%)	188 (63%)	228 (56%)	171 (50%)	401 (57%)	186 (54%)	372 (56%)	215 (56%)	279 (57%)	304 (55%)
Disagree	255 (24%)	196 (25%)	59 (21%)	125 (25%)	130 (23%)	72 (24%)	110 (27%)	73 (21%)	168 (24%)	87 (25%)	163 (24%)	92 (24%)	137 (28%)	117 (21%)
Disagree strongly	6 (1%)	5 (1%)	1 (0%)	3 (1%)	3 (1%)	3 (1%)	2 (0%)	1 (0%)	3 (0%)	3 (1%)	3 (0%)	3 (1%)	3 (1%)	3 (1%)
Don't know	113 (11%)	77 (10%)	36 (13%)	44 (9%)	69 (12%)	12 (4%)	32 (8%)	69 (20%)	79 (11%)	34 (10%)	78 (12%)	35 (9%)	34 (7%)	77 (14%)
Totals	1,050 (100%)	770 (100%)	280 (100%)	495 (100%)	555 (100%)	300 (100%)	410 (100%)	340 (100%)	708 (100%)	342 (100%)	668 (100%)	382 (100%)	491 (100%)	552 (100%)

Table 51: Level of agreement (Promote and encourage [language and computer] literacy) (Q8)

	Location			Gender		Age groups			Member of Vic. public library		Used a library		Children	
	Total	Melb.	Rest of Vic.	Male	Female	18–34	35–54	55+	Yes	No	In past 12 months	Longer or never	Yes	No
Agree strongly	340 (32%)	256 (33%)	84 (30%)	144 (29%)	196 (35%)	96 (32%)	132 (32%)	112 (33%)	251 (35%)	89 (26%)	221 (33%)	119 (31%)	148 (30%)	190 (34%)
Agree	633 (60%)	456 (59%)	177 (63%)	315 (64%)	318 (57%)	191 (64%)	244 (60%)	198 (58%)	406 (57%)	227 (66%)	402 (60%)	231 (60%)	306 (62%)	322 (58%)
Disagree	57 (5%)	45 (6%)	12 (4%)	26 (5%)	31 (6%)	11 (4%)	24 (6%)	22 (6%)	39 (6%)	18 (5%)	32 (5%)	25 (7%)	32 (7%)	25 (5%)
Disagree strongly	1 (0%)	–	1 (0%)	1 (0%)	–	–	–	1 (0%)	–	1 (0%)	–	1 (0%)	–	1 (0%)
Don't know	19 (2%)	13 (2%)	6 (2%)	9 (2%)	10 (2%)	2 (1%)	10 (2%)	7 (2%)	12 (2%)	7 (2%)	13 (2%)	6 (2%)	5 (1%)	14 (3%)
Totals	1,050 (100%)	770 (100%)	280 (100%)	495 (100%)	555 (100%)	300 (100%)	410 (100%)	340 (100%)	708 (100%)	342 (100%)	668 (100%)	382 (100%)	491 (100%)	552 (100%)

Table 52: Level of agreement (Recognise the demand for non-English language materials) (Q8)

	Location			Gender		Age groups			Member of Vic. public library		Used a library		Children	
	Total	Melb.	Rest of Vic.	Male	Female	18–34	35–54	55+	Yes	No	In past 12 months	Longer or never	Yes	No
Agree strongly	236 (22%)	186 (24%)	50 (18%)	104 (21%)	132 (24%)	66 (22%)	100 (24%)	70 (21%)	170 (24%)	66 (19%)	160 (24%)	76 (20%)	116 (24%)	118 (21%)
Agree	592 (56%)	432 (56%)	160 (57%)	284 (57%)	308 (55%)	183 (61%)	226 (55%)	183 (54%)	383 (54%)	209 (61%)	366 (55%)	226 (59%)	283 (58%)	306 (55%)
Disagree	112 (11%)	78 (10%)	34 (12%)	59 (12%)	53 (10%)	36 (10%)	41 (10%)	35 (10%)	77 (11%)	35 (10%)	70 (10%)	42 (11%)	57 (12%)	55 (10%)
Disagree strongly	5 (0%)	3 (0%)	2 (1%)	1 (0%)	4 (1%)	–	3 (1%)	2 (1%)	3 (0%)	2 (1%)	3 (0%)	2 (1%)	2 (0%)	3 (1%)
Don't know	105 (10%)	71 (9%)	34 (12%)	47 (9%)	58 (10%)	15 (5%)	40 (10%)	50 (15%)	75 (11%)	30 (9%)	69 (10%)	36 (9%)	33 (7%)	70 (13%)
Totals	1,050 (100%)	770 (100%)	280 (100%)	495 (100%)	555 (100%)	300 (100%)	410 (100%)	340 (100%)	708 (100%)	342 (100%)	668 (100%)	382 (100%)	491 (100%)	552 (100%)

Table 53: Level of agreement (Support the development of English as a second language) (Q8)

		Location		Gender		Age groups			Member of Vic. public library		Used a library		Children	
	Total	Melb.	Rest of Vic.	Male	Female	18–34	35–54	55+	Yes	No	In past 12 months	Longer or never	Yes	No
Agree strongly	193 (18%)	143 (19%)	50 (18%)	84 (17%)	109 (20%)	55 (18%)	75 (18%)	63 (19%)	134 (19%)	59 (17%)	125 (19%)	68 (18%)	91 (19%)	100 (18%)
Agree	649 (62%)	483 (63%)	166 (59%)	307 (62%)	342 (62%)	209 (70%)	251 (61%)	189 (56%)	436 (62%)	213 (62%)	412 (62%)	237 (62%)	313 (64%)	333 (60%)
Disagree	112 (11%)	79 (10%)	33 (12%)	56 (11%)	56 (10%)	24 (8%)	45 (11%)	43 (13%)	68 (10%)	44 (13%)	67 (10%)	45 (12%)	52 (11%)	59 (11%)
Disagree strongly	10 (1%)	7 (1%)	3 (1%)	7 (1%)	3 (1%)	–	7 (2%)	3 (1%)	6 (1%)	4 (1%)	6 (1%)	4 (1%)	4 (1%)	6 (1%)
Don't know	86 (8%)	58 (8%)	28 (10%)	41 (8%)	45 (8%)	12 (4%)	32 (8%)	42 (12%)	64 (9%)	22 (6%)	58 (9%)	28 (7%)	31 (6%)	54 (10%)
Totals	1,050 (100%)	770 (100%)	280 (100%)	495 (100%)	555 (100%)	300 (100%)	410 (100%)	340 (100%)	708 (100%)	342 (100%)	668 (100%)	382 (100%)	491 (100%)	552 (100%)

Table 54: Level of agreement (Ensure internet access for all) (Q8)

		Location		Gender		Age groups			Member of Vic. public library		Used a library		Children	
	Total	Melb.	Rest of Vic.	Male	Female	18–34	35–54	55+	Yes	No	In past 12 months	Longer or never	Yes	No
Agree strongly	511 (49%)	367 (48%)	144 (51%)	227 (46%)	284 (51%)	145 (48%)	217 (53%)	149 (44%)	373 (53%)	138 (40%)	345 (52%)	166 (43%)	247 (50%)	259 (47%)
Agree	490 (47%)	367 (48%)	123 (44%)	244 (49%)	246 (44%)	139 (46%)	175 (43%)	176 (52%)	310 (44%)	180 (53%)	299 (45%)	191 (50%)	225 (46%)	263 (48%)
Disagree	36 (3%)	26 (3%)	10 (4%)	21 (4%)	15 (3%)	14 (5%)	13 (3%)	9 (3%)	20 (3%)	16 (5%)	19 (3%)	17 (4%)	15 (3%)	21 (4%)
Disagree strongly	4 (0%)	2 (0%)	2 (1%)	1 (0%)	3 (1%)	1 (0%)	2 (0%)	1 (0%)	1 (0%)	3 (1%)	1 (0%)	3 (1%)	2 (0%)	2 (0%)
Don't know	9 (1%)	8 (1%)	1 (0%)	2 (0%)	7 (1%)	1 (0%)	3 (1%)	5 (1%)	4 (1%)	5 (1%)	4 (1%)	5 (1%)	2 (0%)	7 (1%)
Totals	1,050 (100%)	770 (100%)	280 (100%)	495 (100%)	555 (100%)	300 (100%)	410 (100%)	340 (100%)	708 (100%)	342 (100%)	668 (100%)	382 (100%)	491 (100%)	552 (100%)

Table 55: Level of agreement (Attract new businesses to the community) (Q8)

	Location			Gender		Age groups			Member of Vic. public library		Used a library		Children	
	Total	Melb.	Rest of Vic.	Male	Female	18-34	35-54	55+	Yes	No	In past 12 months	Longer or never	Yes	No
Agree strongly	49 (5%)	35 (5%)	14 (5%)	21 (4%)	28 (5%)	15 (5%)	16 (4%)	18 (5%)	30 (4%)	19 (6%)	28 (4%)	21 (5%)	14 (3%)	34 (6%)
Agree	326 (31%)	236 (31%)	90 (32%)	143 (29%)	183 (33%)	108 (36%)	124 (30%)	94 (28%)	218 (31%)	108 (32%)	207 (31%)	119 (31%)	164 (33%)	159 (29%)
Disagree	503 (48%)	369 (48%)	134 (48%)	250 (51%)	253 (46%)	149 (50%)	210 (51%)	144 (42%)	332 (47%)	171 (50%)	316 (47%)	187 (49%)	252 (51%)	429 (45%)
Disagree strongly	29 (3%)	23 (3%)	6 (2%)	21 (4%)	8 (1%)	7 (2%)	15 (4%)	7 (2%)	15 (2%)	14 (4%)	14 (2%)	15 (4%)	12 (2%)	17 (3%)
Don't know	143 (14%)	107 (14%)	36 (13%)	60 (12%)	83 (15%)	21 (7%)	45 (11%)	77 (23%)	113 (16%)	30 (9%)	103 (15%)	40 (10%)	49 (10%)	93 (17%)
Totals	1,050 (100%)	770 (100%)	280 (100%)	495 (100%)	555 (100%)	300 (100%)	410 (100%)	340 (100%)	708 (100%)	342 (100%)	668 (100%)	382 (100%)	491 (100%)	552 (100%)

Table 56: Level of agreement (Support existing local businesses) (Q8)

	Location			Gender		Age groups			Member of Vic. public library		Used a library		Children	
	Total	Melb.	Rest of Vic.	Male	Female	18-34	35-54	55+	Yes	No	In past 12 months	Longer or never	Yes	No
Agree strongly	79 (8%)	49 (6%)	30 (11%)	26 (5%)	53 (10%)	22 (7%)	29 (7%)	28 (8%)	54 (8%)	25 (7%)	51 (8%)	28 (7%)	27 (5%)	51 (9%)
Agree	521 (50%)	381 (49%)	140 (50%)	246 (50%)	275 (50%)	158 (53%)	207 (50%)	156 (46%)	350 (49%)	171 (50%)	331 (50%)	190 (50%)	262 (53%)	256 (46%)
Disagree	326 (31%)	248 (32%)	78 (28%)	169 (34%)	157 (28%)	96 (32%)	136 (33%)	94 (28%)	204 (29%)	122 (36%)	201 (30%)	125 (33%)	161 (33%)	164 (30%)
Disagree strongly	9 (1%)	6 (1%)	3 (1%)	5 (1%)	4 (1%)	4 (1%)	2 (0%)	3 (1%)	8 (1%)	1 (0%)	6 (1%)	3 (1%)	4 (1%)	5 (1%)
Don't know	115 (11%)	86 (11%)	29 (10%)	49 (10%)	66 (12%)	20 (7%)	36 (9%)	59 (17%)	92 (13%)	23 (7%)	79 (12%)	36 (9%)	37 (8%)	76 (14%)
Totals	1,050 (100%)	770 (100%)	280 (100%)	495 (100%)	555 (100%)	300 (100%)	410 (100%)	340 (100%)	708 (100%)	342 (100%)	668 (100%)	382 (100%)	491 (100%)	552 (100%)

Table 57: Importance cultural contribution (Q9)

	Contribution					
	Maintain relevant collections (books, magazines, CDs, DVDs)	Maintain local history collections	Exhibit local artworks	Arrange talks by visiting authors	Arrange live performances by local musicians, dancers and actors	Arrange multicultural activities
Very important	776 (74%)	742 (71%)	360 (34%)	385 (37%)	231 (22%)	376 (36%)
Important	266 (25%)	294 (28%)	566 (54%)	554 (53%)	513 (49%)	564 (54%)
Not important	8 (1%)	13 (1%)	118 (11%)	104 (10%)	300 (29%)	104 (10%)
Don't know	–	1 (0%)	6 (1%)	7 (1%)	6 (1%)	6 (1%)
Totals	1,050 (100%)	1,050 (100%)	1,050 (100%)	1,050 (100%)	1,050 (100%)	1,050 (100%)

Table 58: Importance (Maintain relevant collections) (Q9)

	Location			Gender		Age groups			Member of Vic. public library		Used a library		Children	
	Total	Melb.	Rest of Vic.	Male	Female	18–34	35–54	55+	Yes	No	In past 12 months	Longer or never	Yes	No
Very important	776 (74%)	575 (75%)	201 (72%)	346 (70%)	430 (77%)	209 (70%)	326 (80%)	241 (71%)	557 (79%)	219 (64%)	510 (76%)	266 (70%)	362 (74%)	411 (74%)
Important	266 (25%)	188 (24%)	78 (28%)	143 (29%)	123 (22%)	89 (30%)	80 (20%)	97 (29%)	145 (20%)	121 (35%)	154 (23%)	112 (29%)	125 (25%)	137 (25%)
Not important	8 (1%)	7 (1%)	1 (0%)	6 (1%)	2 (0%)	2 (1%)	4 (1%)	2 (1%)	6 (1%)	2 (1%)	4 (1%)	4 (1%)	4 (1%)	4 (1%)
Don't know	–	–	–	–	–	–	–	–	–	–	–	–	–	–
Totals	1,050 (100%)	770 (100%)	280 (100%)	495 (100%)	555 (100%)	300 (100%)	410 (100%)	340 (100%)	708 (100%)	342 (100%)	668 (100%)	382 (100%)	491 (100%)	552 (100%)

Table 59: Importance (Maintain local history collections) (Q9)

	Location			Gender		Age groups			Member of Vic. public library		Used a library		Children	
	Total	Melb.	Rest of Vic.	Male	Female	18–34	35–54	55+	Yes	No	In past 12 months	Longer or never	Yes	No
Very important	742 (71%)	535 (69%)	207 (74%)	334 (67%)	408 (74%)	195 (65%)	308 (75%)	239 (70%)	506 (71%)	236 (69%)	471 (71%)	271 (71%)	345 (70%)	393 (71%)
Important	294 (28%)	225 (29%)	69 (25%)	152 (31%)	142 (26%)	101 (34%)	101 (25%)	92 (27%)	193 (27%)	101 (30%)	188 (28%)	106 (28%)	142 (29%)	149 (27%)
Not important	13 (1%)	9 (1%)	4 (1%)	8 (2%)	5 (1%)	4 (1%)	1 (0%)	8 (2%)	8 (1%)	5 (1%)	8 (1%)	5 (1%)	4 (1%)	9 (2%)
Don't know	1 (0%)	1 (0%)	–	1 (0%)	–	–	–	1 (0%)	1 (0%)	–	1 (0%)	–	–	1 (0%)
Totals	1,050 (100%)	770 (100%)	280 (100%)	495 (100%)	555 (100%)	300 (100%)	410 (100%)	340 (100%)	708 (100%)	342 (100%)	668 (100%)	382 (100%)	491 (100%)	552 (100%)

Table 60: Importance (Exhibit local artworks) (Q9)

	Location			Gender		Age groups			Member of Vic. public library		Used a library		Children	
	Total	Melb.	Rest of Vic.	Male	Female	18–34	35–54	55+	Yes	No	In past 12 months	Longer or never	Yes	No
Very important	360 (34%)	258 (34%)	102 (36%)	139 (28%)	221 (40%)	100 (33%)	150 (37%)	110 (32%)	252 (36%)	108 (32%)	230 (34%)	130 (34%)	176 (36%)	181 (33%)
Important	566 (54%)	425 (55%)	141 (50%)	274 (55%)	292 (53%)	170 (57%)	220 (54%)	176 (52%)	374 (53%)	192 (56%)	360 (54%)	206 (54%)	269 (55%)	293 (53%)
Not important	118 (11%)	82 (11%)	36 (13%)	79 (16%)	39 (7%)	30 (10%)	40 (10%)	48 (14%)	77 (11%)	41 (12%)	73 (11%)	45 (12%)	46 (9%)	72 (13%)
Don't know	6 (1%)	5 (1%)	1 (0%)	3 (1%)	3 (1%)	–	–	6 (2%)	5 (1%)	1 (0%)	5 (1%)	1 (0%)	–	6 (1%)
Totals	1,050 (100%)	770 (100%)	280 (100%)	495 (100%)	555 (100%)	300 (100%)	410 (100%)	340 (100%)	708 (100%)	342 (100%)	668 (100%)	382 (100%)	491 (100%)	552 (100%)

Table 61: Importance (Arrange talks by visiting authors) (Q9)

	Location			Gender		Age groups			Member of Vic. public library		Used a library		Children	
	Total	Melb.	Rest of Vic.	Male	Female	18–34	35–54	55+	Yes	No	In past 12 months	Longer or never	Yes	No
Very important	385 (37%)	274 (36%)	111 (40%)	138 (28%)	247 (45%)	88 (29%)	173 (42%)	124 (36%)	286 (40%)	99 (29%)	267 (40%)	118 (31%)	180 (37%)	201 (36%)
Important	554 (53%)	410 (53%)	144 (51%)	282 (57%)	272 (49%)	173 (58%)	200 (49%)	181 (53%)	360 (51%)	194 (57%)	341 (51%)	213 (56%)	265 (54%)	286 (52%)
Not important	104 (10%)	81 (11%)	23 (8%)	70 (14%)	34 (6%)	37 (12%)	35 (9%)	32 (9%)	59 (8%)	45 (13%)	56 (8%)	48 (13%)	43 (9%)	61 (11%)
Don't know	7 (1%)	5 (1%)	2 (1%)	5 (1%)	2 (0%)	2 (1%)	2 (0%)	3 (1%)	3 (0%)	4 (1%)	4 (1%)	3 (1%)	3 (1%)	4 (1%)
Totals	1,050 (100%)	770 (100%)	280 (100%)	495 (100%)	555 (100%)	300 (100%)	410 (100%)	340 (100%)	708 (100%)	342 (100%)	668 (100%)	382 (100%)	491 (100%)	552 (100%)

Table 62: Importance (Arrange live performances by local musicians, dancers and actors) (Q9)

		Location		Gender		Age groups			Member of Vic. public library		Used a library		Children	
	Total	Melb.	Rest of Vic.	Male	Female	18–34	35–54	55+	Yes	No	In past 12 months	Longer or never	Yes	No
Very important	231 (22%)	170 (22%)	61 (22%)	85 (17%)	146 (26%)	58 (19%)	101 (25%)	72 (21%)	163 (23%)	68 (20%)	145 (22%)	86 (23%)	100 (20%)	129 (23%)
Important	513 (49%)	385 (50%)	128 (46%)	233 (47%)	280 (50%)	160 (53%)	200 (49%)	153 (45%)	344 (49%)	169 (49%)	329 (49%)	184 (48%)	253 (52%)	255 (46%)
Not important	300 (29%)	211 (27%)	89 (32%)	173 (35%)	127 (23%)	82 (27%)	106 (26%)	112 (33%)	198 (28%)	102 (30%)	189 (28%)	111 (29%)	137 (28%)	163 (30%)
Don't know	6 (1%)	4 (1%)	2 (1%)	4 (1%)	2 (0%)	–	3 (1%)	3 (1%)	3 (0%)	3 (1%)	5 (1%)	1 (0%)	1 (0%)	5 (1%)
Totals	1,050 (100%)	770 (100%)	280 (100%)	495 (100%)	555 (100%)	300 (100%)	410 (100%)	340 (100%)	708 (100%)	342 (100%)	668 (100%)	382 (100%)	491 (100%)	552 (100%)

Table 63: Importance (Arrange multicultural activities) (Q9)

		Location		Gender		Age groups			Member of Vic. public library		Used a library		Children	
	Total	Melb.	Rest of Vic.	Male	Female	18–34	35–54	55+	Yes	No	In past 12 months	Longer or never	Yes	No
Very important	376 (36%)	280 (36%)	96 (34%)	150 (30%)	226 (41%)	116 (39%)	150 (37%)	110 (32%)	276 (39%)	100 (29%)	257 (38%)	119 (31%)	170 (35%)	202 (37%)
Important	564 (54%)	407 (53%)	157 (56%)	277 (56%)	287 (52%)	166 (55%)	223 (54%)	175 (51%)	361 (51%)	203 (59%)	338 (51%)	226 (59%)	277 (56%)	284 (51%)
Not important	104 (10%)	77 (10%)	27 (10%)	65 (13%)	39 (7%)	18 (6%)	36 (9%)	50 (15%)	67 (9%)	37 (11%)	68 (10%)	36 (9%)	43 (9%)	61 (11%)
Don't know	6 (1%)	6 (1%)	–	3 (1%)	3 (1%)	–	1 (0%)	5 (1%)	4 (1%)	2 (1%)	5 (1%)	1 (0%)	1 (0%)	5 (1%)
Totals	1,050 (100%)	770 (100%)	280 (100%)	495 (100%)	555 (100%)	300 (100%)	410 (100%)	340 (100%)	708 (100%)	342 (100%)	668 (100%)	382 (100%)	491 (100%)	552 (100%)

Table 64: Estimated cost of public library usage (Q10) filtered by Member of Victorian public library (Q1)

	Member of Vic. public library	Location		Gender		Age groups			Used a library		Children	
	Yes	Melb.	Rest of Vic.	Male	Female	18–34	35–54	55+	In past 12 months	Longer or never	Yes	No
Nothing	77 (11%)	55 (10%)	22 (12%)	35 (12%)	42 (10%)	28 (16%)	26 (9%)	23 (9%)	24 (4%)	53 (45%)	40 (12%)	37 (10%)
\$1–\$50	93 (13%)	66 (13%)	27 (15%)	42 (14%)	51 (12%)	37 (21%)	31 (11%)	25 (10%)	77 (13%)	16 (14%)	49 (14%)	43 (12%)
\$51–\$100	77 (11%)	57 (11%)	20 (11%)	37 (13%)	40 (10%)	23 (13%)	29 (10%)	25 (10%)	67 (11%)	10 (8%)	35 (10%)	39 (11%)
\$101–\$250	152 (21%)	110 (21%)	42 (23%)	61 (21%)	91 (22%)	30 (17%)	61 (21%)	61 (25%)	141 (24%)	11 (9%)	70 (20%)	81 (23%)
\$251–\$500	124 (18%)	97 (18%)	27 (15%)	43 (15%)	81 (19%)	28 (16%)	50 (18%)	46 (19%)	109 (18%)	15 (13%)	57 (16%)	66 (19%)
\$501–\$750	59 (8%)	43 (8%)	16 (9%)	23 (8%)	36 (9%)	7 (4%)	30 (11%)	22 (9%)	53 (9%)	6 (5%)	32 (9%)	27 (8%)
More than \$750	113 (16%)	89 (17%)	24 (13%)	44 (15%)	69 (17%)	22 (13%)	57 (20%)	34 (14%)	108 (18%)	5 (4%)	62 (18%)	51 (14%)
Other	1 (0%)	1 (0%)	–	1 (0%)	–	–	–	1 (0%)	1 (0%)	–	1 (0%)	–
Don't know	8 (1%)	5 (1%)	3 (2%)	2 (1%)	6 (1%)	–	1 (0%)	7 (3%)	7 (1%)	1 (1%)	1 (0%)	7 (2%)
Refused	4 (1%)	3 (1%)	1 (1%)	2 (1%)	2 (0%)	–	–	4 (2%)	3 (1%)	1 (1%)	–	4 (1%)
Totals	708 (100%)	526 (100%)	182 (100%)	290 (100%)	418 (100%)	175 (100%)	285 (100%)	248 (100%)	590 (100%)	118 (100%)	347 (100%)	355 (100%)

Table 65: Willing to pay for public library service (Q11)

	Total	Location		Gender		Age groups			Member of Vic. public library		Used a library		Children	
		Melb.	Rest of Vic.	Male	Female	18–34	35–54	55+	Yes	No	In past 12 months	Longer or never	Yes	No
Nothing	230 (22%)	167 (22%)	63 (23%)	111 (22%)	119 (21%)	58 (19%)	91 (22%)	81 (24%)	147 (21%)	83 (24%)	125 (19%)	105 (27%)	96 (20%)	133 (24%)
\$1–\$25 per annum	219 (21%)	157 (20%)	62 (22%)	92 (19%)	127 (23%)	77 (26%)	74 (18%)	68 (20%)	133 (19%)	86 (25%)	124 (19%)	95 (25%)	93 (19%)	123 (22%)
\$26–\$50 per annum	235 (22%)	175 (23%)	60 (21%)	100 (20%)	135 (24%)	78 (26%)	85 (21%)	72 (21%)	152 (21%)	83 (24%)	149 (22%)	86 (23%)	115 (23%)	119 (22%)
\$51–\$100 per annum	193 (18%)	140 (18%)	53 (19%)	103 (21%)	90 (16%)	50 (17%)	86 (21%)	57 (17%)	141 (20%)	52 (15%)	139 (21%)	54 (14%)	103 (21%)	88 (16%)
\$101–\$250 per annum	111 (11%)	89 (12%)	22 (8%)	51 (10%)	60 (11%)	27 (9%)	47 (11%)	37 (11%)	84 (12%)	27 (8%)	82 (12%)	29 (8%)	56 (11%)	55 (10%)
\$251–\$500 per annum	35 (3%)	22 (3%)	13 (5%)	21 (4%)	14 (3%)	5 (2%)	15 (4%)	15 (4%)	28 (4%)	7 (2%)	28 (4%)	7 (2%)	14 (3%)	21 (4%)
More than \$500 per annum	17 (2%)	13 (2%)	4 (1%)	11 (2%)	6 (1%)	4 (1%)	8 (2%)	5 (1%)	13 (2%)	4 (1%)	11 (2%)	6 (2%)	9 (2%)	8 (1%)
Don't know	10 (1%)	7 (1%)	3 (1%)	6 (1%)	4 (1%)	1 (0%)	4 (1%)	5 (1%)	10 (1%)	–	10 (1%)	–	5 (1%)	5 (1%)
Totals	1,050 (100%)	770 (100%)	280 (100%)	495 (100%)	555 (100%)	300 (100%)	410 (100%)	340 (100%)	708 (100%)	342 (100%)	668 (100%)	382 (100%)	491 (100%)	552 (100%)

Table 66: Best describes value of public library (Q12) filtered by Willing to pay for public library service (Q11)

	Total	Location		Gender		Age groups			Member of Vic. public library		Used a library		Children	
		Melb.	Rest of Vic.	Male	Female	18–34	35–54	55+	Yes	No	In past 12 months	Longer or never	Yes	No
The amount is what I think libraries are worth	116 (11%)	94 (12%)	22 (8%)	76 (16%)	40 (7%)	44 (15%)	40 (10%)	32 (10%)	66 (9%)	50 (15%)	71 (11%)	45 (12%)	54 (11%)	62 (11%)
Libraries are worth more than this, but I can't afford to pay more/don't want to pay more	856 (82%)	619 (81%)	237 (86%)	372 (76%)	484 (88%)	231 (77%)	337 (83%)	288 (86%)	599 (86%)	257 (75%)	560 (85%)	296 (77%)	402 (83%)	448 (82%)
Libraries are currently worth less than this, but extra funds could pay for better services	68 (7%)	50 (7%)	18 (6%)	41 (8%)	27 (5%)	24 (8%)	29 (7%)	15 (4%)	33 (5%)	35 (10%)	27 (4%)	41 (11%)	30 (6%)	37 (7%)
Totals	1,040 (100%)	763 (100%)	277 (100%)	489 (100%)	551 (100%)	299 (100%)	406 (100%)	335 (100%)	698 (100%)	342 (100%)	658 (100%)	382 (100%)	486 (100%)	547 (100%)

Table 67: Opinion Victorian public libraries' community contribution (Q13)

	Location			Gender		Age groups			Member of Vic. public library		Used a library		Children	
	Total	Melb.	Rest of Vic.	Male	Female	18-34	35-54	55+	Yes	No	In past 12 months	Longer or never	Yes	No
No	469 (45%)	340 (44%)	129 (46%)	252 (51%)	217 (39%)	183 (61%)	168 (41%)	118 (35%)	278 (39%)	191 (56%)	259 (39%)	210 (55%)	221 (45%)	244 (44%)
Important/great/valuable service/vital asset to the community	246 (23%)	183 (24%)	63 (23%)	87 (18%)	159 (29%)	38 (13%)	96 (23%)	112 (33%)	204 (29%)	42 (12%)	190 (28%)	56 (15%)	104 (21%)	141 (26%)
Wide access to resources/information to research/reference material	66 (6%)	44 (6%)	22 (8%)	34 (7%)	32 (6%)	14 (5%)	26 (6%)	26 (8%)	43 (6%)	23 (7%)	47 (7%)	19 (5%)	29 (6%)	37 (7%)
Free universal education/access for all/rich or poor/all ages	66 (6%)	47 (6%)	19 (7%)	23 (5%)	43 (8%)	9 (3%)	34 (8%)	23 (7%)	49 (7%)	17 (5%)	46 (7%)	20 (5%)	32 (7%)	33 (6%)
Lots of books/resources available for children	61 (6%)	44 (6%)	17 (6%)	23 (5%)	38 (7%)	10 (3%)	38 (9%)	13 (4%)	46 (6%)	15 (4%)	46 (7%)	15 (4%)	43 (9%)	17 (3%)
Social networking/good meeting place/somewhere to go	46 (4%)	36 (5%)	10 (4%)	21 (4%)	25 (5%)	5 (2%)	27 (7%)	14 (4%)	35 (5%)	11 (3%)	36 (5%)	10 (3%)	22 (4%)	24 (4%)
Provides good/enjoyable services/programs	44 (4%)	36 (5%)	8 (3%)	18 (4%)	26 (5%)	9 (3%)	17 (4%)	18 (5%)	34 (5%)	10 (3%)	35 (5%)	9 (2%)	19 (4%)	25 (5%)
Libraries should advertise their services more	39 (4%)	35 (5%)	4 (1%)	20 (4%)	19 (3%)	12 (4%)	18 (4%)	9 (3%)	19 (3%)	20 (6%)	16 (2%)	23 (6%)	19 (4%)	20 (4%)
Free service/don't have to buy books	38 (4%)	27 (4%)	11 (4%)	14 (3%)	24 (4%)	4 (1%)	17 (4%)	17 (5%)	33 (5%)	5 (1%)	31 (5%)	7 (2%)	20 (4%)	18 (3%)
Provides free/access to the internet	37 (4%)	25 (3%)	12 (4%)	16 (3%)	21 (4%)	7 (2%)	23 (6%)	7 (2%)	25 (4%)	12 (4%)	24 (4%)	13 (3%)	21 (4%)	16 (3%)
Education materials/good place to study	33 (3%)	25 (3%)	8 (3%)	6 (1%)	27 (5%)	12 (4%)	11 (3%)	10 (3%)	23 (3%)	10 (3%)	21 (3%)	12 (3%)	19 (4%)	14 (3%)
I like spending time there/it's relaxing/safe	29 (3%)	24 (3%)	5 (2%)	11 (2%)	18 (3%)	4 (1%)	16 (4%)	9 (3%)	25 (4%)	4 (1%)	25 (4%)	4 (1%)	16 (3%)	13 (2%)
Govt funding must be maintained/increased/ensure free service	26 (2%)	18 (2%)	8 (3%)	12 (2%)	14 (3%)	4 (1%)	17 (4%)	5 (1%)	21 (3%)	5 (1%)	21 (3%)	5 (1%)	16 (3%)	10 (2%)
A good service for seniors	21 (2%)	13 (2%)	8 (3%)	7 (1%)	14 (3%)	3 (1%)	7 (2%)	11 (3%)	13 (2%)	8 (2%)	12 (2%)	9 (2%)	8 (2%)	13 (2%)
Friendly knowledgeable staff	20 (2%)	14 (2%)	6 (2%)	8 (2%)	12 (2%)	1 (0%)	7 (2%)	12 (4%)	19 (3%)	1 (0%)	19 (3%)	1 (0%)	8 (2%)	12 (2%)

Table 67: Opinion Victorian public libraries' community contribution (Q13) continued

		Location		Gender		Age groups			Member of Vic. public library		Used a library		Children	
	Total	Melb.	Rest of Vic.	Male	Female	18–34	35–54	55+	Yes	No	In past 12 months	Longer or never	Yes	No
Provides good range/ electronic media (e.g. DVD/CDs)	15 (1%)	12 (2%)	3 (1%)	6 (1%)	9 (2%)	3 (1%)	5 (1%)	7 (1%)	12 (2%)	3 (1%)	12 (2%)	3 (1%)	5 (1%)	10 (2%)
Improve range/variety of books/resources	14 (1%)	8 (1%)	6 (2%)	6 (1%)	8 (1%)	4 (1%)	5 (1%)	5 (1%)	14 (2%)	–	13 (2%)	1 (0%)	7 (1%)	7 (1%)
Don't/rarely use library/of no use to me	13 (1%)	11 (1%)	2 (1%)	6 (1%)	7 (1%)	6 (2%)	3 (1%)	4 (1%)	4 (1%)	9 (3%)	3 (0%)	10 (3%)	3 (1%)	10 (2%)
Should extend opening hours	8 (1%)	5 (1%)	3 (1%)	4 (1%)	4 (1%)	–	4 (1%)	4 (1%)	6 (1%)	2 (1%)	5 (1%)	3 (1%)	2 (0%)	6 (1%)
Mobile/delivery service is good	7 (1%)	3 (0%)	4 (1%)	1 (0%)	6 (1%)	–	1 (0%)	6 (2%)	3 (0%)	4 (1%)	4 (1%)	3 (1%)	1 (0%)	6 (1%)
All libraries should be of high standard/ some need to be upgraded	7 (1%)	6 (1%)	1 (0%)	2 (0%)	5 (1%)	2 (1%)	4 (1%)	1 (0%)	5 (1%)	2 (1%)	5 (1%)	2 (1%)	5 (1%)	2 (0%)
Access to recent/ updated releases/ resources	6 (1%)	5 (1%)	1 (0%)	1 (0%)	5 (1%)	–	4 (1%)	2 (1%)	4 (1%)	2 (1%)	5 (1%)	1 (0%)	4 (1%)	2 (0%)
Other	75 (7%)	61 (8%)	14 (5%)	41 (8%)	34 (6%)	16 (5%)	33 (8%)	26 (8%)	57 (8%)	18 (5%)	45 (7%)	30 (8%)	33 (7%)	42 (8%)
Totals	1419 (135%)	1049 (136%)	370 (132%)	634 (128%)	785 (141%)	356 (119%)	592 (144%)	471 (139%)	998 (141%)	421 (123%)	945 (141%)	474 (124%)	671 (137%)	741 (134%)
Actual respondents	1,050 (100%)	770 (100%)	280 (100%)	495 (100%)	555 (100%)	300 (100%)	410 (100%)	340 (100%)	708 (100%)	342 (100%)	668 (100%)	382 (100%)	491 (100%)	552 (100%)

Table 68: Country of birth (Q16)

	Location			Gender		Age groups			Member of Vic. public library		Used a library		Children	
	Total	Melb.	Rest of Vic.	Male	Female	18-34	35-54	55+	Yes	No	In past 12 months	Longer or never	Yes	No
Australia	796 (76%)	560 (73%)	236 (84%)	360 (73%)	436 (79%)	232 (77%)	315 (77%)	249 (73%)	527 (74%)	269 (79%)	485 (73%)	311 (81%)	377 (77%)	414 (75%)
United Kingdom/ Britain/Eire	90 (9%)	69 (9%)	21 (8%)	57 (12%)	33 (6%)	6 (2%)	27 (7%)	57 (17%)	67 (9%)	23 (7%)	64 (10%)	26 (7%)	23 (5%)	67 (12%)
Italy	5 (0%)	4 (1%)	1 (0%)	3 (1%)	2 (0%)	1 (0%)	1 (0%)	3 (1%)	2 (0%)	3 (1%)	3 (0%)	2 (1%)	2 (0%)	3 (1%)
Greece	2 (0%)	2 (0%)	–	2 (0%)	–	–	1 (0%)	1 (0%)	1 (0%)	1 (0%)	1 (0%)	1 (0%)	1 (0%)	1 (0%)
South Africa	13 (1%)	10 (1%)	3 (1%)	5 (1%)	8 (1%)	5 (2%)	5 (1%)	3 (1%)	7 (1%)	6 (1%)	7 (1%)	6 (1%)	5 (1%)	8 (1%)
India	33 (3%)	31 (4%)	2 (1%)	18 (4%)	15 (3%)	17 (6%)	12 (3%)	4 (1%)	24 (3%)	9 (3%)	26 (4%)	7 (2%)	19 (4%)	14 (3%)
China	9 (1%)	9 (1%)	–	5 (1%)	4 (1%)	5 (2%)	2 (0%)	2 (1%)	6 (1%)	3 (1%)	8 (1%)	1 (0%)	4 (1%)	4 (1%)
Vietnam	6 (1%)	6 (1%)	–	3 (1%)	3 (1%)	3 (1%)	3 (1%)	–	5 (1%)	1 (0%)	5 (1%)	1 (0%)	5 (1%)	1 (0%)
Other Europe	33 (3%)	26 (3%)	7 (3%)	16 (3%)	17 (3%)	5 (2%)	13 (3%)	15 (4%)	26 (4%)	7 (2%)	24 (4%)	9 (2%)	18 (4%)	14 (3%)
Other Asia	26 (2%)	24 (3%)	2 (1%)	11 (2%)	15 (3%)	8 (3%)	17 (4%)	1 (0%)	16 (2%)	10 (3%)	18 (3%)	8 (2%)	17 (3%)	9 (2%)
Central and Southern America	6 (1%)	6 (1%)	–	2 (0%)	4 (1%)	3 (1%)	3 (1%)	–	4 (1%)	2 (1%)	5 (1%)	1 (0%)	3 (1%)	3 (1%)
New Zealand	12 (1%)	8 (1%)	4 (1%)	4 (1%)	8 (1%)	5 (2%)	6 (1%)	1 (0%)	7 (1%)	5 (1%)	7 (1%)	5 (1%)	6 (1%)	6 (1%)
USA/Canada	10 (1%)	7 (1%)	3 (1%)	4 (1%)	6 (1%)	5 (2%)	3 (1%)	2 (1%)	9 (1%)	1 (0%)	8 (1%)	2 (1%)	5 (1%)	5 (1%)
Middle East	5 (1%)	5 (1%)	–	3 (1%)	2 (0%)	2 (1%)	2 (0%)	1 (0%)	5 (1%)	–	4 (1%)	1 (0%)	4 (1%)	1 (0%)
Pacific	4 (0%)	3 (0%)	1 (0%)	2 (0%)	2 (0%)	3 (1%)	–	1 (0%)	2 (0%)	2 (1%)	3 (0%)	1 (0%)	2 (0%)	2 (0%)
Totals	1,050 (100%)	770 (100%)	280 (100%)	495 (100%)	555 (100%)	300 (100%)	410 (100%)	340 (100%)	708 (100%)	342 (100%)	668 (100%)	382 (100%)	491 (100%)	552 (100%)

Table 69: English primary language (Q18)

	Total	Location		Gender		Age groups			Member of Vic. public library		Used a library		Children	
		Melb.	Rest of Vic.	Male	Female	18–34	35–54	55+	Yes	No	In past 12 months	Longer or never	Yes	No
Yes	993 (95%)	716 (93%)	277 (99%)	464 (94%)	529 (95%)	267 (89%)	389 (95%)	337 (99%)	672 (95%)	321 (94%)	627 (94%)	366 (96%)	458 (93%)	529 (96%)
No	57 (5%)	54 (7%)	3 (1%)	31 (6%)	26 (5%)	33 (11%)	21 (5%)	3 (1%)	36 (5%)	21 (6%)	41 (6%)	16 (4%)	33 (7%)	23 (4%)
Totals	1,050 (100%)	770 (100%)	280 (100%)	495 (100%)	555 (100%)	300 (100%)	410 (100%)	340 (100%)	708 (100%)	342 (100%)	668 (100%)	382 (100%)	491 (100%)	552 (100%)

Table 70: Household composition (Q19)

	Total	Location		Gender		Age groups			Member of Vic. public library		Used a library		Children	
		Melb.	Rest of Vic.	Male	Female	18–34	35–54	55+	Yes	No	In past 12 months	Longer or never	Yes	No
Alone	154 (15%)	113 (15%)	41 (15%)	73 (15%)	81 (15%)	22 (7%)	37 (9%)	95 (28%)	106 (15%)	48 (14%)	102 (15%)	52 (14%)	–	154 (28%)
Couple, no dependant children	294 (28%)	196 (25%)	98 (35%)	153 (31%)	141 (25%)	51 (17%)	59 (14%)	184 (54%)	186 (26%)	108 (32%)	171 (26%)	123 (32%)	–	294 (53%)
Couple, with dependant children	427 (41%)	330 (43%)	97 (35%)	197 (40%)	230 (41%)	146 (49%)	250 (61%)	31 (9%)	307 (43%)	120 (35%)	288 (43%)	139 (36%)	427 (87%)	–
Single parent with dependant children	64 (6%)	41 (5%)	23 (8%)	26 (5%)	38 (7%)	25 (8%)	36 (9%)	3 (1%)	40 (6%)	24 (7%)	40 (6%)	24 (6%)	64 (13%)	–
Other family	42 (4%)	32 (4%)	10 (4%)	22 (4%)	20 (4%)	22 (7%)	11 (3%)	9 (3%)	28 (4%)	14 (4%)	26 (4%)	16 (4%)	–	42 (8%)
Group household	41 (4%)	37 (5%)	4 (1%)	16 (3%)	25 (5%)	26 (9%)	9 (2%)	6 (2%)	22 (3%)	19 (6%)	24 (4%)	17 (4%)	–	41 (7%)
Single with independent/ adult children	5 (0%)	5 (1%)	–	–	5 (1%)	–	1 (0%)	4 (1%)	3 (0%)	2 (1%)	3 (0%)	2 (1%)	–	5 (1%)
Couple with independent/ adult children	8 (1%)	7 (1%)	1 (0%)	2 (0%)	6 (1%)	2 (1%)	5 (1%)	1 (0%)	7 (1%)	1 (0%)	4 (1%)	4 (1%)	–	8 (1%)
Live with parents	4 (0%)	1 (0%)	3 (1%)	3 (1%)	1 (0%)	4 (1%)	–	–	1 (0%)	3 (1%)	1 (0%)	3 (1%)	–	4 (1%)
Other	4 (0%)	3 (0%)	1 (0%)	2 (0%)	2 (0%)	2 (1%)	–	2 (1%)	2 (0%)	2 (1%)	3 (0%)	1 (0%)	–	4 (1%)
Refused	7 (1%)	5 (1%)	2 (1%)	1 (0%)	6 (1%)	–	2 (0%)	5 (1%)	6 (1%)	1 (0%)	6 (1%)	1 (0%)	–	–
Totals	1,050 (100%)	770 (100%)	280 (100%)	495 (100%)	555 (100%)	300 (100%)	410 (100%)	340 (100%)	708 (100%)	342 (100%)	668 (100%)	382 (100%)	491 (100%)	552 (100%)

Table 71: Describes you best (Q20)

	Location			Gender		Age groups			Member of Vic. public library		Used a library		Children	
	Total	Melb.	Rest of Vic.	Male	Female	18–34	35–54	55+	Yes	No	In past 12 months	Longer or never	Yes	No
Employed full-time	431 (41%)	321 (42%)	110 (39%)	273 (55%)	158 (28%)	135 (45%)	244 (60%)	52 (15%)	244 (34%)	187 (55%)	231 (35%)	200 (52%)	240 (49%)	191 (35%)
Employed part-time	178 (17%)	129 (17%)	49 (18%)	54 (11%)	124 (22%)	51 (17%)	90 (22%)	37 (11%)	137 (19%)	41 (12%)	125 (19%)	53 (14%)	109 (22%)	68 (12%)
Looking for work	21 (2%)	18 (2%)	3 (1%)	10 (2%)	11 (2%)	11 (4%)	8 (2%)	2 (1%)	15 (2%)	6 (2%)	13 (2%)	8 (2%)	12 (2%)	9 (2%)
Domestic duties/ carer	81 (8%)	57 (7%)	24 (9%)	8 (2%)	73 (13%)	24 (8%)	43 (10%)	14 (4%)	58 (8%)	23 (7%)	58 (9%)	23 (6%)	60 (12%)	21 (4%)
Student	81 (8%)	79 (2%)	9 (3%)	40 (8%)	41 (7%)	77 (26%)	4 (1%)	–	56 (8%)	25 (7%)	55 (8%)	26 (7%)	51 (10%)	30 (5%)
Retired/pension	247 (24%)	167 (22%)	80 (29%)	104 (12%)	143 (26%)	–	18 (4%)	229 (67%)	188 (27%)	59 (17%)	177 (26%)	70 (18%)	18 (4%)	227 (41%)
Other	6 (1%)	3 (0%)	3 (1%)	4 (1%)	2 (0%)	1 (0%)	2 (0%)	3 (1%)	6 (1%)	–	5 (1%)	1 (0%)	–	6 (1%)
Refused	5 (0%)	3 (0%)	2 (1%)	2 (0%)	3 (1%)	1 (0%)	1 (0%)	3 (1%)	4 (1%)	1 (0%)	4 (1%)	1 (0%)	1 (0%)	–
Totals	1,050 (100%)	770 (100%)	280 (100%)	495 (100%)	555 (100%)	300 (100%)	410 (100%)	340 (100%)	708 (100%)	342 (100%)	668 (100%)	382 (100%)	491 (100%)	552 (100%)

Table 72: Highest level of education (Q21)

	Location			Gender		Age groups			Member of Vic. public library		Used a library		Children	
	Total	Melb.	Rest of Vic.	Male	Female	18–34	35–54	55+	Yes	No	In past 12 months	Longer or never	Yes	No
Primary/high school	433 (41%)	299 (39%)	134 (48%)	201 (41%)	232 (42%)	131 (44%)	140 (34%)	162 (48%)	274 (39%)	159 (46%)	261 (39%)	172 (45%)	205 (42%)	225 (41%)
Trade/technical/ business college	192 (18%)	133 (17%)	59 (21%)	99 (20%)	93 (17%)	44 (15%)	87 (21%)	61 (18%)	127 (18%)	65 (19%)	121 (18%)	71 (19%)	91 (19%)	100 (18%)
University – Undergraduate degree	242 (23%)	184 (24%)	58 (21%)	112 (23%)	130 (23%)	87 (29%)	89 (22%)	66 (19%)	174 (25%)	68 (20%)	154 (23%)	88 (23%)	108 (22%)	134 (24%)
University – Postgraduate degree	179 (17%)	151 (20%)	28 (10%)	83 (17%)	96 (17%)	38 (13%)	94 (23%)	47 (14%)	130 (18%)	49 (14%)	129 (19%)	50 (13%)	87 (18%)	91 (16%)
Refused	4 (0%)	3 (0%)	1 (0%)	–	4 (1%)	–	–	4 (1%)	3 (0%)	1 (0%)	3 (0%)	1 (0%)	–	2 (0%)
Totals	1,050 (100%)	770 (100%)	280 (100%)	495 (100%)	555 (100%)	300 (100%)	410 (100%)	340 (100%)	708 (100%)	342 (100%)	668 (100%)	382 (100%)	491 (100%)	552 (100%)

Table 73: Annual household income before tax (Q22)

	Total	Location		Gender		Age groups			Member of Vic. public library		Used a library		Children	
		Melb.	Rest of Vic.	Male	Female	18–34	35–54	55+	Yes	No	In past 12 months	Longer or never	Yes	No
Under \$15,000	52 (5%)	40 (5%)	12 (4%)	19 (4%)	33 (6%)	11 (4%)	11 (3%)	30 (9%)	41 (6%)	11 (3%)	38 (6%)	14 (4%)	10 (2%)	42 (8%)
\$15,000–\$24,999	72 (7%)	44 (6%)	28 (10%)	34 (7%)	38 (7%)	12 (4%)	13 (3%)	47 (14%)	53 (7%)	19 (6%)	49 (7%)	23 (6%)	15 (3%)	57 (10%)
\$25,000–\$39,999	104 (10%)	62 (8%)	42 (15%)	45 (9%)	59 (11%)	24 (8%)	20 (5%)	60 (18%)	73 (10%)	31 (9%)	65 (10%)	39 (10%)	35 (7%)	69 (13%)
\$40,000–\$59,999	139 (13%)	94 (12%)	45 (16%)	72 (15%)	67 (12%)	33 (11%)	66 (16%)	40 (12%)	91 (13%)	48 (14%)	96 (14%)	43 (11%)	63 (13%)	76 (14%)
\$60,000–\$79,999	116 (11%)	80 (10%)	36 (13%)	56 (11%)	60 (11%)	33 (11%)	58 (14%)	25 (7%)	74 (10%)	42 (12%)	69 (10%)	47 (12%)	65 (13%)	51 (9%)
\$80,000–\$99,999	102 (10%)	74 (10%)	28 (10%)	58 (12%)	44 (8%)	45 (15%)	43 (10%)	14 (4%)	75 (11%)	27 (8%)	65 (10%)	37 (10%)	58 (12%)	44 (8%)
\$100,000–\$119,999	84 (8%)	69 (9%)	15 (5%)	44 (9%)	40 (7%)	25 (8%)	43 (10%)	16 (5%)	61 (9%)	23 (7%)	49 (7%)	35 (9%)	54 (11%)	30 (5%)
\$120,000–\$149,999	51 (5%)	41 (5%)	10 (4%)	26 (5%)	25 (5%)	21 (7%)	25 (6%)	5 (1%)	28 (4%)	23 (7%)	28 (4%)	23 (6%)	32 (7%)	19 (3%)
\$150,000–\$199,999	62 (6%)	50 (6%)	12 (4%)	39 (8%)	23 (4%)	19 (6%)	33 (8%)	10 (3%)	35 (5%)	27 (8%)	38 (6%)	24 (6%)	33 (7%)	29 (5%)
Over \$200,000	16 (2%)	14 (2%)	2 (1%)	8 (2%)	8 (1%)	8 (3%)	7 (2%)	1 (0%)	7 (1%)	9 (3%)	8 (1%)	8 (2%)	12 (2%)	4 (1%)
Rather not say	252 (24%)	202 (26%)	50 (18%)	94 (19%)	158 (28%)	69 (23%)	91 (22%)	92 (27%)	170 (24%)	82 (24%)	163 (24%)	89 (23%)	114 (23%)	131 (24%)
Totals	1,050 (100%)	770 (100%)	280 (100%)	495 (100%)	555 (100%)	300 (100%)	410 (100%)	340 (100%)	708 (100%)	342 (100%)	668 (100%)	382 (100%)	491 (100%)	552 (100%)

Table 74: Length in minutes

	Location			Gender		Age groups			Member of Vic. public library		Used a library		Children	
	Total	Melb.	Rest of Vic.	Male	Female	18–34	35–54	55+	Yes	No	In past 12 months	Longer or never	Yes	No
6–7 minutes	1 (0%)	1 (0%)	–	–	1 (0%)	–	1 (0%)	–	–	1 (0%)	–	1 (0%)	–	1 (0%)
8–9 minutes	40 (4%)	31 (4%)	9 (3%)	22 (4%)	18 (3%)	25 (8%)	12 (3%)	3 (1%)	15 (2%)	25 (7%)	14 (2%)	26 (7%)	22 (4%)	18 (3%)
10–11 minutes	215 (20%)	160 (21%)	55 (2%)	120 (24%)	95 (17%)	103 (34%)	79 (19%)	33 (10%)	121 (17%)	94 (27%)	118 (18%)	97 (25%)	113 (23%)	100 (18%)
12–13 minutes	290 (28%)	200 (26%)	90 (32%)	126 (25%)	164 (30%)	89 (30%)	127 (31%)	74 (22%)	196 (28%)	94 (27%)	182 (27%)	108 (28%)	145 (30%)	142 (26%)
14–15 minutes	203 (19%)	155 (20%)	48 (17%)	84 (17%)	119 (21%)	43 (14%)	87 (21%)	73 (21%)	145 (20%)	58 (17%)	144 (22%)	59 (15%)	104 (21%)	99 (18%)
16–17 minutes	127 (12%)	96 (12%)	31 (11%)	67 (14%)	60 (11%)	18 (6%)	47 (11%)	62 (18%)	94 (13%)	33 (10%)	86 (13%)	41 (11%)	51 (10%)	76 (14%)
18–19 minutes	72 (7%)	50 (6%)	22 (8%)	35 (7%)	37 (7%)	14 (5%)	21 (5%)	37 (11%)	55 (8%)	17 (5%)	47 (7%)	25 (7%)	24 (5%)	47 (9%)
20–21 minutes	58 (6%)	47 (6%)	11 (4%)	28 (6%)	30 (5%)	3 (1%)	21 (5%)	34 (10%)	46 (6%)	12 (4%)	45 (7%)	13 (3%)	18 (4%)	40 (7%)
22–23 minutes	22 (2%)	15 (2%)	7 (3%)	8 (2%)	14 (3%)	3 (1%)	8 (2%)	11 (3%)	19 (3%)	3 (1%)	17 (3%)	5 (1%)	9 (2%)	12 (2%)
24–25 minutes	10 (1%)	7 (1%)	3 (1%)	2 (0%)	8 (1%)	2 (1%)	3 (1%)	5 (1%)	9 (1%)	1 (0%)	7 (1%)	3 (1%)	3 (1%)	7 (1%)
26–27 minutes	5 (0%)	3 (0%)	2 (1%)	1 (0%)	4 (1%)	–	1 (0%)	4 (1%)	2 (0%)	3 (1%)	2 (0%)	3 (1%)	1 (0%)	4 (0%)
28–29 minutes	3 (0%)	2 (0%)	1 (0%)	1 (0%)	2 (0%)	–	2 (0%)	1 (0%)	3 (0%)	–	2 (0%)	1 (0%)	1 (0%)	2 (0%)
30–31 minutes	2 (0%)	2 (0%)	–	–	2 (0%)	–	–	2 (1%)	2 (0%)	–	2 (0%)	–	–	2 (0%)
32–33 minutes	1 (0%)	–	1 (0%)	–	1 (0%)	–	–	1 (0%)	1 (0%)	–	1 (0%)	–	–	1 (0%)
36–37 minutes	1 (0%)	1 (0%)	–	1 (0%)	–	–	1 (0%)	–	–	1 (0%)	1 (0%)	–	–	1 (0%)
Average	13.68	13.68	13.69	13.44	13.90	12.12	13.57	15.19	14.13	12.76	14.07	13.00	13.16	14.15
Totals	1,050 (100%)	770 (100%)	280 (100%)	495 (100%)	555 (100%)	300 (100%)	410 (100%)	340 (100%)	708 (100%)	342 (100%)	668 (100%)	382 (100%)	491 (100%)	552 (100%)

Appendix 2 – Library Customer Survey Report Executive Summary

This survey was commissioned as part of the Dollars, Sense and Public Libraries project, with a view to measure the economic benefits of Victoria's public libraries.

The study focused on three general questions:

1. What are the measurable economic benefits of Victorian public libraries?
2. What are the main ways that libraries contribute economic benefits?
3. What opportunities are there for libraries to make stronger economic contributions?

This survey used online and paper surveys to canvass the views of library customers in seven case study areas: Geelong Regional Library Corporation, Eastern Region Libraries, Darebin Libraries, Casey-Cardinia Library Corporation, Wyndham City Library Service, Gannawarra Library Service and Latrobe City Library Service. The responses were evenly spread across the case study areas, except that Geelong was over-represented and Latrobe was under-represented.

Key findings

Library usage patterns

- Most library customers used their library weekly (49%) or fortnightly (29%). The average duration of a library visit was 41 minutes.
- The demographic profile of library customers in this survey included people of all ages and from all income brackets. There was a preponderance of women and people over 35 years.
- Most (69%) library customers combined their library visit with other activities; grocery shopping (42%) and other shopping (31%) were the most common.
- The collection (extensive range of materials) was the most widely noted reason for visiting the library, along with the pleasant atmosphere of the library setting.
- The main purpose for most library visits was for recreation, nominated by 82% as a primary or secondary purpose. Other important uses were to look something up (51% primary and secondary purpose) and study/education (49% primary and secondary purpose).

"A diverse collection of recreational and educational materials in a relatively peaceful environment excellent for maintenance for a brain overstressed in a work environment."

(survey respondent)

Time, distance and money

- Library customers travelled considerable distances to visit their local library, ranging from an average of 7 km in Wyndham to 19 km in Gannawarra.
- Darebin library customers estimated the highest out-of-pocket travel expenses, at \$2.10 on average. This could be because Darebin had the highest proportion of public transport users (bus, tram, train) who would have had a clear idea of their actual fares.
- Eastern and Wyndham library customers nominated average travel expenses of less than \$1.
- The average of total expenditure on outings that included library visits was highest in the two rural districts: Gannawarra (\$64) and Latrobe (\$60). The average expenditure was lowest in Wyndham (\$32), Casey-Cardinia (\$33), Geelong (\$35) and Eastern (\$37).
- Overall, 42% of library customers said they bought items as a result of their library use. The main items were books, magazines, CDs and DVDs, and the average amount spent was \$289.
- Library customers were asked to estimate the amount they would have spent in the past 12 months if they had to buy the services they used at the library. The average amount nominated across the whole sample was \$419.
- When asked how much they were prepared to pay to maintain the public library service for the local community, people nominated an average of \$72 per year. There was considerable regional variation with people in Gannawarra (\$93) and Darebin (\$82) prepared to pay more, while people in Latrobe (\$56) and Casey-Cardinia (\$60) were prepared to pay less.

Perceptions of libraries

- Satisfaction with overall service and staff assistance was very high. Top scores of 5 out of 5 were given as follows: overall service (72%); staff assistance (75%); the collection (48%); amenity of the building (46%); computers (43%) and meeting rooms/desks (38%).
- The main ways in which libraries were thought to contribute to their local communities were by:
 - being a safe and pleasant place to visit (86%);
 - encouraging responsible social behaviour (64%);
 - facilitating lifelong learning (76%);
 - providing information about community events (48%); and
 - acting as a source of government information (32%).
- The main benefits patrons reported for their personal use of libraries are shown here.
 - contributed to enjoyable and meaningful pastimes (77%);
 - helped me pursue hobbies and interests (65%);
 - facilitated my pursuit of lifelong learning (52%);
 - helped me find information I could not get elsewhere (46%);
 - supported my children's education (34%);
 - helped me accomplish tasks/goals (33%); and
 - supported my children's early development (32%).

- In terms of benefit to the community, library customers gave most support to the following benefits:
 - libraries are safe and pleasant places to visit (87%);
 - libraries facilitate lifelong learning (80%);
 - libraries ensure internet access for all (74%);
 - libraries encourage responsible social behaviour (67%);
 - libraries promote and encourage language and computer literacy (57%);
 - libraries provide information about community events (51%); and
 - libraries recognise the demand for non-English language materials (45%).
- online resource that introduces key concepts about the roles played by public libraries (e.g. lifelong learning, early childhood development, place making, educating civic responsibility, a fairer society, 'third place', etc.);
- contemporary and youthful blog with a personal tone that comments on topics relating to public library news, daily happenings, events, programs, books, style, etc.
- Library customers value libraries as safe and pleasant places to visit and as places that encourage responsible behaviour. This indicates the potential for libraries to be located more prominently in local communities and to be more widely recognised for their contribution to place making.

Implications for library advocacy

- It is clear that library customers are a diverse group of people from many walks of life. This means that they can be effective advocates in a wide variety of circumstances. It also suggests that if advocacy initiatives are to reach them, those initiatives should speak in many 'voices' and use a variety of channels of communication.
- The importance of internet access to library customers suggests that advocacy initiatives should have a substantial online presence. Some online advocacy initiatives could include:
 - up-to-date online resource about Victorian public libraries (including facts and figures, key summaries for quick reference and tips on how to get messages across quickly (e.g. the 30-second rationale for supporting public libraries);
- Library customers value the services offered to children, and these services should be promoted widely.
- Library customers value the professional expertise and helpful approach of library staff. These qualities should be highlighted in advocacy initiatives.
- To regular customers, libraries are likely to be somewhat taken for granted as a basic service that is always there. Advocacy initiatives should help customers see their libraries with fresh eyes and to understand the roles they play in the modern information-rich world.

"The ladies that work at the desk every Tuesday evening when I come take the time to learn people's names, ask about their jobs, etc. They are always helpful, polite and friendly."

(survey respondent)

Introduction

This report presents the findings from a survey of library customers in seven case study areas: Geelong Regional Library Corporation, Eastern Region Libraries, Darebin Libraries, Casey-Cardinia Library Corporation, Wyndham City Library Service, Gannawarra Library Service and Latrobe City Library Service.

Each library service aimed to collect 200 completed surveys. The final sample numbers, after data cleaning, are shown in Table 1. These are the bases for percentages shown throughout this report.

Table 1: Sample size

Service	
Geelong	355
Darebin	202
Gannawarra	142
Casey-Cardinia	164
Eastern	238
Wyndham	203
Latrobe	76

Self-completion surveys were offered in libraries in two forms: on computer and paper copies.

The survey collected the following information:

- demographic profile;
- patterns of library use;
- travel time and cost;
- purpose of use (recreation, education, etc);
- type of use (reference, borrow, program, etc);
- use of library website;
- views on benefits provided by libraries;
- cultural contribution of this public library;
- economic, social/cultural and environmental benefits of the library service;
- value of this public library (CVM); and
- open comments on library pros and cons.

Data was collated, open questions were coded, and the data was summarised in cross-tabulated data tables.

The questionnaire and data tables are in Section 7.

About this report

Some percentages have been rounded off. When this occurs, totals may be a little more or a little less than 100 percent.

Percentages add to more than 100 when multiple responses are possible.

When the term 'significant' is used in this report, it refers to a statistically significant difference between two percentages.

**"Great children's books,
audio books, DVDs, CDs.
Great opportunity to
encourage my children
toward a love of books and
for them to be known by
staff and hence community
members."**

(survey respondent)

Research Findings

1. Library use

This section reports the patterns of library use among respondents.

1.1 Membership

Most library customers in this survey were library members; however, there was some variation between library services as shown in Table 2.

Table 2: Library membership

Service	
Geelong	97%
Darebin	90%
Gannawarra	98%
Casey-Cardinia	95%
Eastern	97%
Wyndham	90%
Latrobe	91%

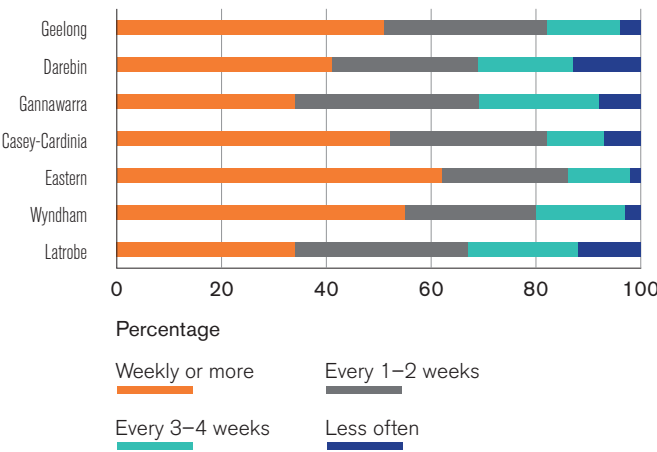
1.2 Usage frequency

Participants were asked how often, on average, they used the library service. Figure 1 summarises the data.

Points to note:

- Most customers used their library weekly (49% overall) or fortnightly (29% overall).
- Weekly visits were less common in the country areas of Latrobe and Gannawarra.

Figure 1: Frequency of library use



1.3 Alignment of library visits with other activities

For the current library visit, the survey asked whether the customer was going only to the library or doing other things as well. This information is relevant to the impact a local library can have on other economic activity and it is also an influence on planning for the location of library buildings.

Figure 2 shows that most (69%) people fitted their library visit in with other activities.

Points to note:

- Library visits were most likely to be aligned with other activities in the country areas of Latrobe, Gannawarra and Eastern.

For those who had visited other places, the survey asked about the places that were visited. Most library customers combined their library visit with grocery shopping (42%) or other shopping (31%).

Figure 3 shows the data for the case study areas.

Points to note:

- Grocery shopping was the most common activity aligned with library visits. Between 36% in Wyndham and 50–51% in Eastern and Gannawarra mentioned grocery shopping.
- Other shopping was also very common. Between 43% in Latrobe and 22% in Casey-Cardinia mentioned other shopping.
- A notable proportion visited the library in association with other activities such as personal business (health, banking, etc.) or work. This ranged from 23% in Gannawarra to only 12% in Darebin.
- A visit to a cafe or restaurant was quite common, ranging from 27% in Geelong to 15–16% in Eastern, Gannawarra and Casey-Cardinia.

1.4 Length of time at library

Respondents were asked how long they expected to stay at the library on their current visit. On average, customers spent 41 minutes at the library.

Figure 4 shows the average length of time for the case study areas.

Points to note:

- Wyndham (61 minutes) and Darebin (53 minutes) library customers tended to spend longer at the library.
- Gannawarra (35 minutes) and Eastern (36 minutes) library customers tended to spend less time.

Figure 5 shows the average length of time spent in the library according to the activities undertaken during the visit.

While there was some overlap in the activities undertaken at libraries, with some people doing more than one thing, there was sufficient separation for distinct patterns to emerge.

It is clear that borrowing activities generated the shortest library visits. Civic/community meetings, studying and socialising activities generated much longer visit times.

Facilities that will be used for longer periods (computers, study desks and meeting rooms) will need adequate provision to cater for these longer usage periods.

Figure 2: Alignment of library visits with other activities

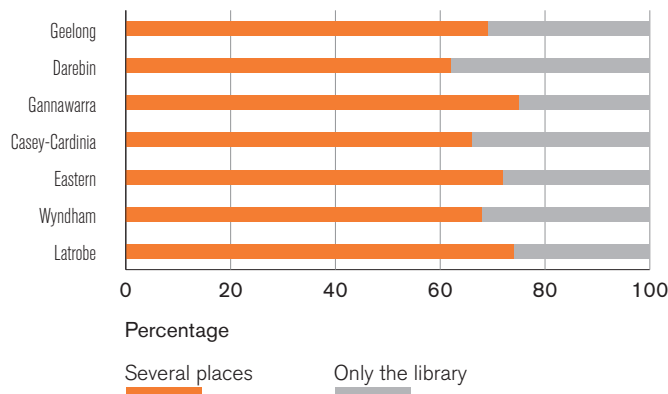


Figure 3: Other places visited

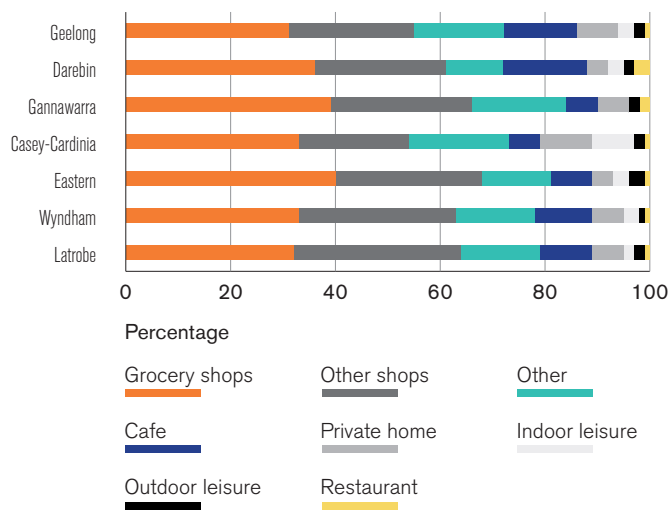


Figure 4: Average time at library (minutes)

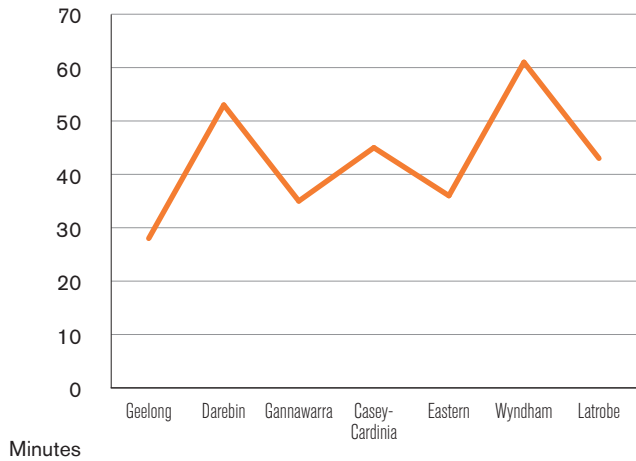
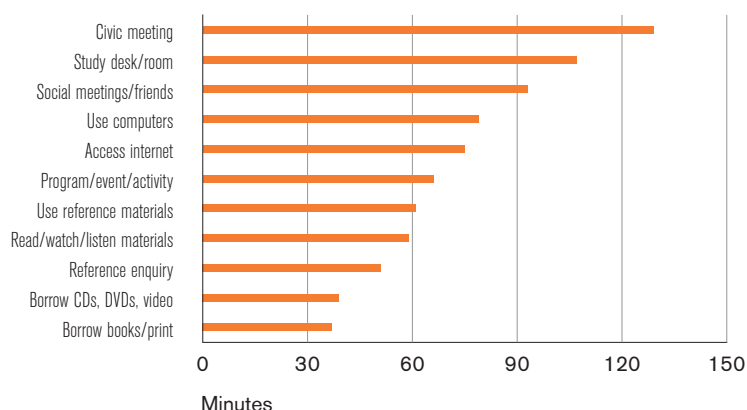


Figure 5: Average time spent according to activities

1.5 Library website use

The survey asked whether customers had ever used the library website and how many times they had accessed the website in the previous month. Figure 6 shows responses for the case study areas.

Points to note:

- The two regional library services, Geelong and Eastern, had the highest proportion of users who had accessed their website and also the highest average number of uses in the past month.
- Gannawarra had the lowest proportion of users and lowest number of times used in the past month.

1.6 Reasons for using the library

The survey asked respondents to say whether or not five factors contributed to their use of the library. Figure 7 shows the responses.

Points to note:

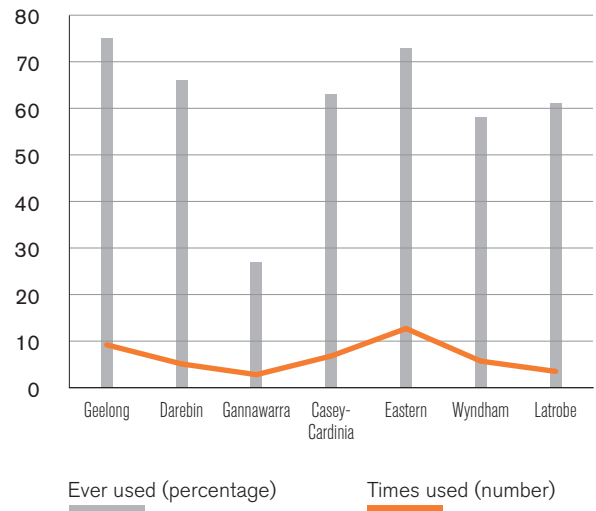
- The collection (extensive range of materials) was the most widely noted reason for visiting the library in each of the case study areas. It was especially important in Casey-Cardinia, Eastern and Geelong.
- The pleasant atmosphere of the library setting was the second most widely mentioned reason for visiting. It was especially important in Gannawarra and Eastern.

- The professional staffing was a moderately common reason for visiting and was especially important in Gannawarra.
- Saving money was moderately important and was given more prominence in Geelong and Eastern.
- Saving time was a relatively minor consideration for most library customers.

Those who said their visit had saved time or money were asked how much time or money they had saved.

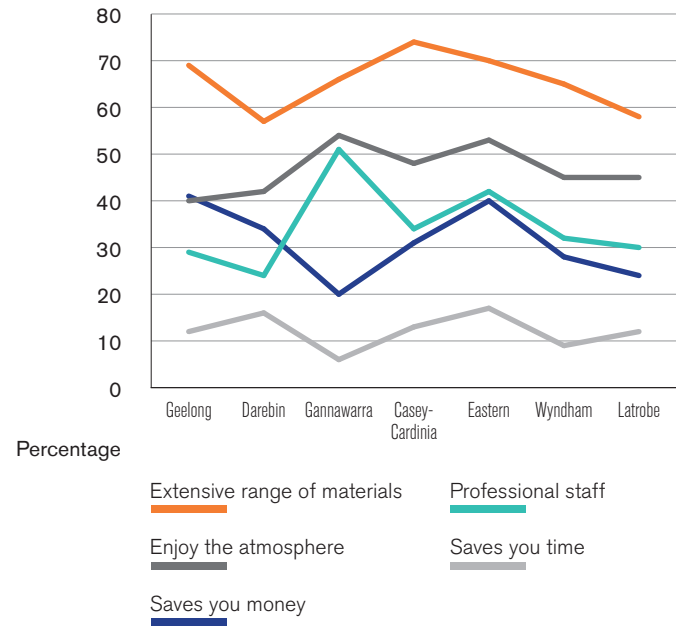
The average amount of time saved across the sample as a whole was 69 minutes. The average amount of money saved was \$69. This was highest in Eastern and Latrobe, where customers estimated that they saved \$97–98, and lowest in Gannawarra, where customers estimated that they saved \$49.

Figure 6: Use of library website



Note: The grey bars show percent who had ever used the library website and the orange line shows the average number of uses in the past month.

Figure 7: Reasons for using the library



1.7 Purpose of library visit

The survey asked library customers to describe their current visit to the library with respect to four purposes: recreation, study/education, to look up information or to accompany others. Figure 8 shows the extent to which these purposes were primary, secondary or not applicable across the sample as a whole.

Points to note:

- The main purpose for most library visits was for recreation, nominated as the primary purpose by 69% of survey participants and as the secondary purpose by an additional 13%.
- Other important uses were to look something up (51% primary and secondary purpose) and study/education (49% primary and secondary purpose).
- 26% went to the library to accompany someone and 28% had a social purpose for their visit.

Figure 9 shows the primary purposes for customers in the different case study areas.

Points to note:

- Recreational uses were stronger in Geelong, Gannawarra, Casey-Cardinia and Eastern.
- Studying and looking things up were more common in Darebin and Wyndham.
- Darebin had higher proportions of customers who were accompanying others and customers with social purposes.

1.8 Things done at the library

The survey asked customers to indicate what they did at the library on their current visit. Figure 10 shows the results for the sample as a whole.

It is clear that borrowing was the predominant activity at the library. Overall, 86% of customers borrowed books or printed materials and 55% borrowed CDs, DVDs or videos.

Importantly, a wide variety of activities were carried out within the library:

- reading, watching or listening to library materials (23%);
- accessing the internet (21%);
- using reference materials (19%);
- making reference enquiries (18%);
- using computers (11%);
- attending programs, events and activities (9%);
- using study desks or meeting rooms (8%);
- socialising (5%); and
- attending civic/community meetings (2%).

There were some notable differences between case study libraries. Figure 11 shows the differences in book/print borrowing.

It appears that book/print borrowing was somewhat lower in Darebin and Wyndham compared with the other case study libraries. This could be partially a reflection of the range of services offered at these libraries.

Figure 12 shows differences in CD, DVD and video borrowing.

It appears that CD, DVD and video borrowing was particularly common in Eastern, Casey-Cardinia and Geelong. This could be partially a reflection of the collections at these libraries.

Figure 13 shows differences in onsite reading, listening and watching of library materials.

Onsite reading, watching and listening was most common in Wyndham (32%) and Eastern (26%). It was lowest in Gannawarra (15%).

Figure 8: Purpose of library visit

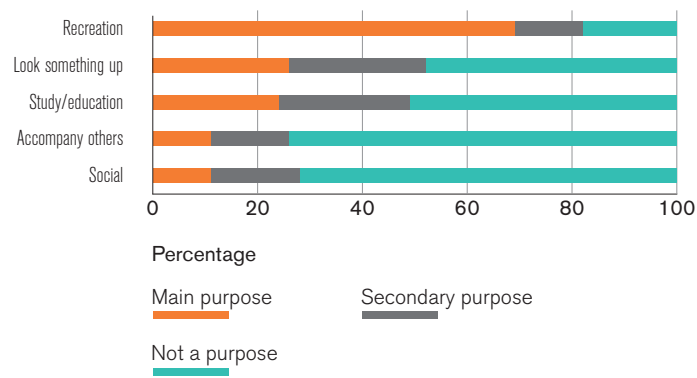


Figure 9: Primary purpose of library visit

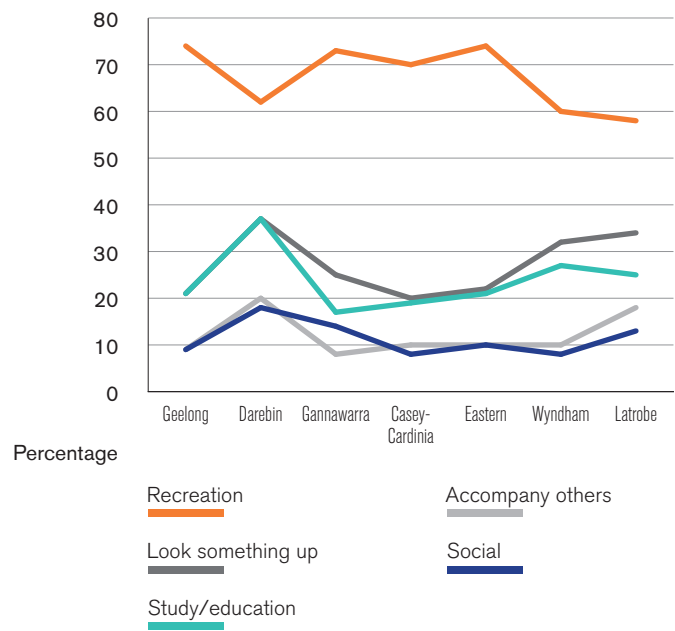


Figure 10: Things done at the library

Base: 1,380

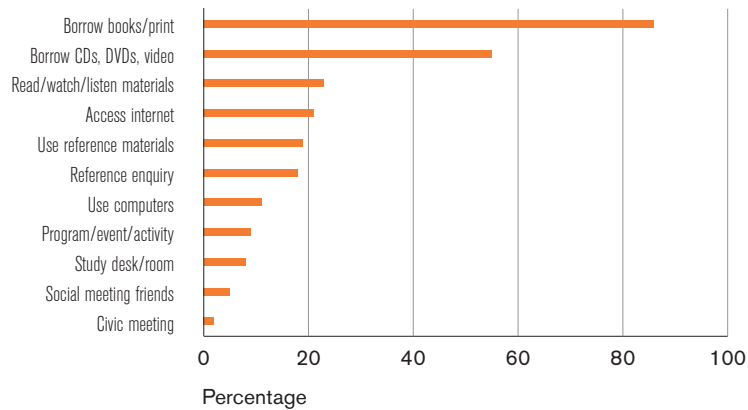


Figure 11: Book/print borrowing in case study areas

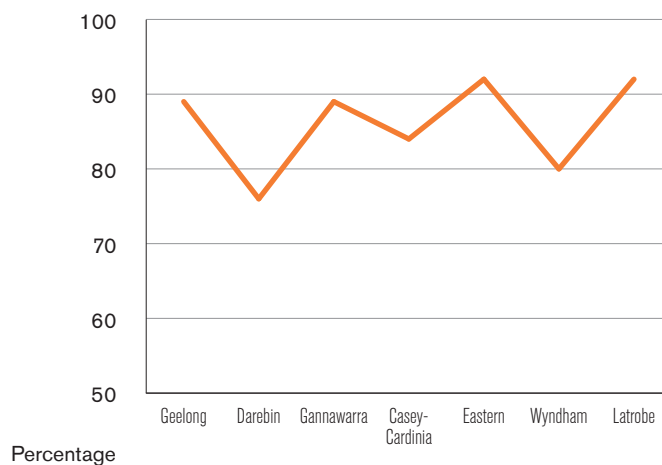


Figure 12: CD, DVD, video borrowing in case study areas

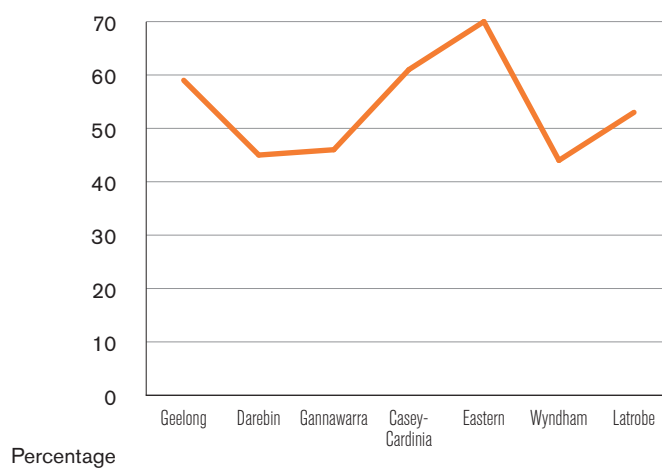
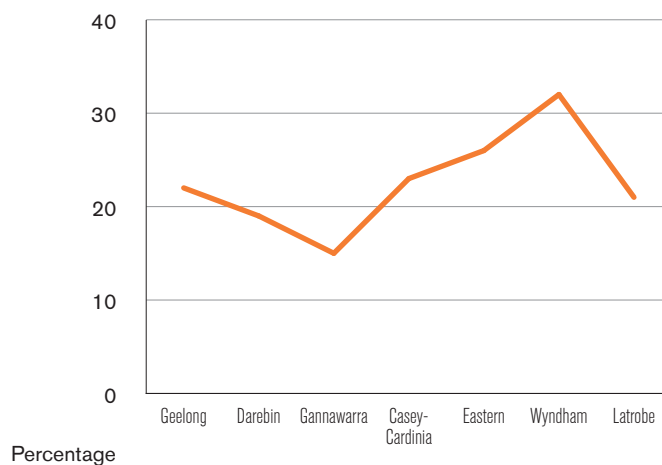


Figure 13: Reading, watching and listening to library materials in case study areas



2. Transport

2.1 Form of transport

Participants were asked to nominate the main form of transport they used to travel to the library. Figure 14 shows that the car dominated in all of the case study areas.

Points to note:

- In all case study areas, the car was the main form of transport. The car was least dominant in Darebin, where a variety of transport forms were used.
- Second to the car, walking or cycling was the most common way of visiting the library. Walking/cycling was particularly common in Darebin where 32% of library customers said they had walked/cycled to the library. Walking/cycling was least common in Casey-Cardinia (7%).

2.2 Distance travelled

The survey asked how far people had travelled on their outing to the library. Figure 15 shows the average distance for each case study area.

Points to note:

- It is not surprising that people in rural Gannawarra travelled the greatest distance, on average, (19.4 km) to visit the library.
- It is interesting to note that the average distance for Darebin library customers was similar to that of customers in Geelong, Casey-Cardinia and Latrobe, and still the Darebin library customers were more likely to walk/cycle to the library.
- Wyndham library customers appeared to travel the shortest distance (only 7 km) among the case study areas.

Figure 14: Main form of transport to library

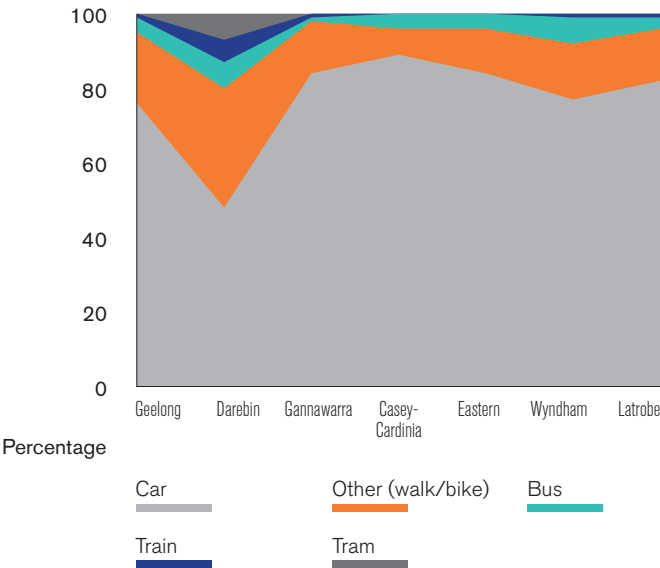
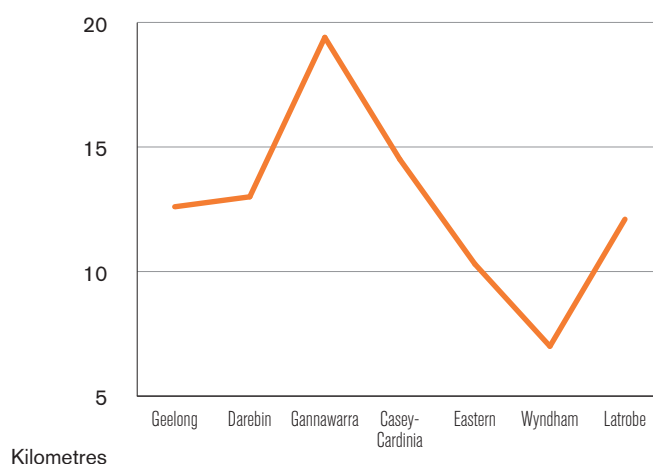


Figure 15: Average distance travelled on library outing

3. Expenditure

3.1 Out-of-pocket travel expenses

The survey asked customers to nominate their out-of-pocket travel costs for their trip to the library. Figure 16 shows the average expenses for the different case study areas.

Points to note:

- Darebin library customers estimated the highest out-of-pocket expenses, at \$2.10 on average. This could be because Darebin had the highest proportion of public transport users (bus, tram or train) who would have had a clear idea of their actual fares.
- Eastern and Wyndham library customers' average travel expenses were less than \$1.

Figure 17 shows the average travel expense according to type of transport. It confirms that out-of-pocket expenses for public transport (bus, tram or train) were higher than for car or walking/cycling.

3.2 Total outing expenditure

The survey asked library customers to estimate the total amount they spent on their current outing. Figure 18 shows the average expenditure for the case study areas.

Points to note:

- Average expenditure was highest in the two rural districts: Gannawarra (\$64) and Latrobe (\$60).
- Average expenditure was lowest in Geelong, Casey-Cardinia, Eastern and Wyndham, at around \$31–37.

Figure 19 shows the average expenditure according to the type of place visited.

Expenditure will not add up to 100 because some people visited more than one place.

Points to note:

- More routine places (grocery shops, other shops, cafes, etc.) generated modest levels of average expenditure, whereas more special-occasion places (restaurants, leisure venues, etc.) generated higher levels of expenditure on average.

Figure 16: Average out of pocket expenses in case study areas

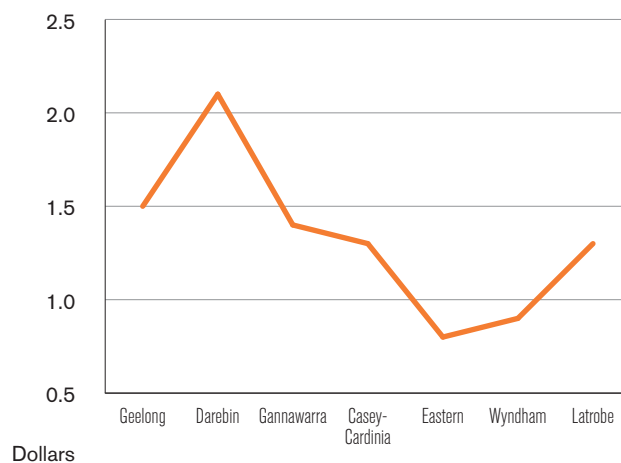


Figure 17: Average out of pocket travel expenses for transport types

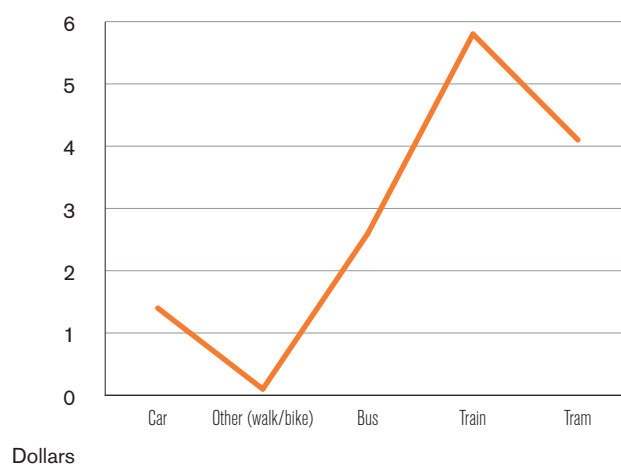


Figure 18: Average amount spent on outing (case study areas)

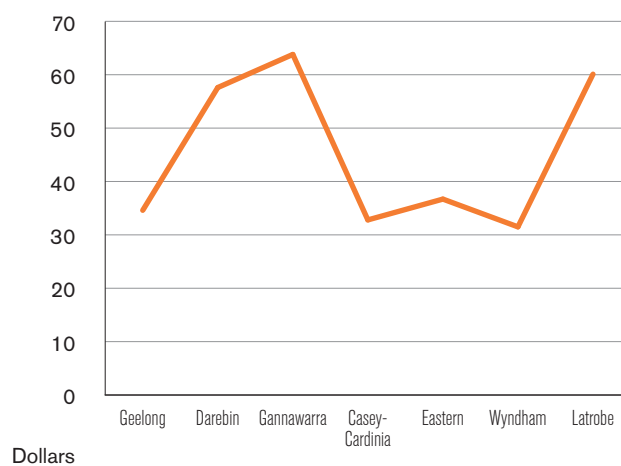
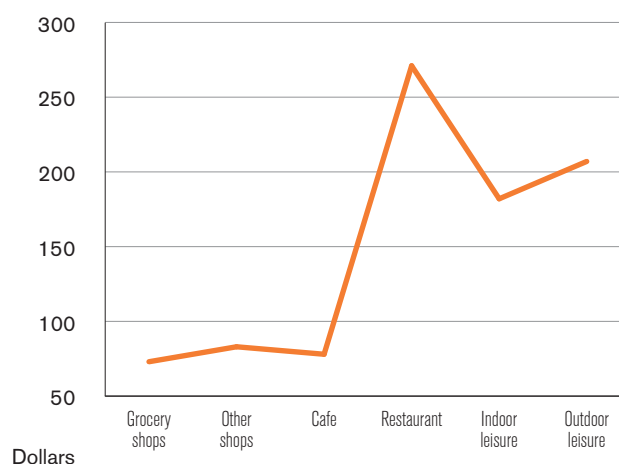


Figure 19: Average amount spent on outing (places visited)

3.3 Purchases triggered by library use

The survey asked library customers to say whether or not they had made purchases in the previous year as a result of their use of the library service.

Overall, 42% said they had. The main items purchased were:

- books, magazines, CDs or DVDs (38%);
- membership, tuition, courses, etc. (6%);
- equipment – computer, camera, etc. (8%); and
- other (3%).

Overall, people had spent an average of \$289 on these purchases.

4. Perceptions of public libraries

This section reports on awareness and perceptions of public libraries.

4.1 Satisfaction with library services

The survey asked library customers to rate their satisfaction (on a 5-point scale) with the following aspects of the library service:

- overall service;
- staff assistance;
- collection;

- computers;
- amenity of the building; and
- desks/meeting rooms.

Figure 20 shows the mean score for each characteristic. A score of 5 is a perfect score.

Points to note:

- The aspects that rated highest were overall service and staff assistance. Desks/meeting rooms were rated lower than other aspects of service.
- Gannawarra library customers gave higher average scores on all measures, while Latrobe customers gave the lowest scores on everything except building amenity. The Latrobe figures are likely to be influenced by a 'halo' effect, wherein a low score in one area influences the scores for other aspects of service. For example, an old building or an average collection can drag down the scores for staff service. Scores can also be affected by external events (e.g. if a service has been reduced, the satisfaction scores may fall because people are aware of previous services).

Figure 21 shows the extent to which customers gave their libraries the top score of 5 on the service attributes.

This graph highlights the very high level of regard that many library customers had for library staff. In Gannawarra, 90% gave library staff full marks (5 out of 5).

Figure 20: Satisfaction with aspects of library service (mean score)

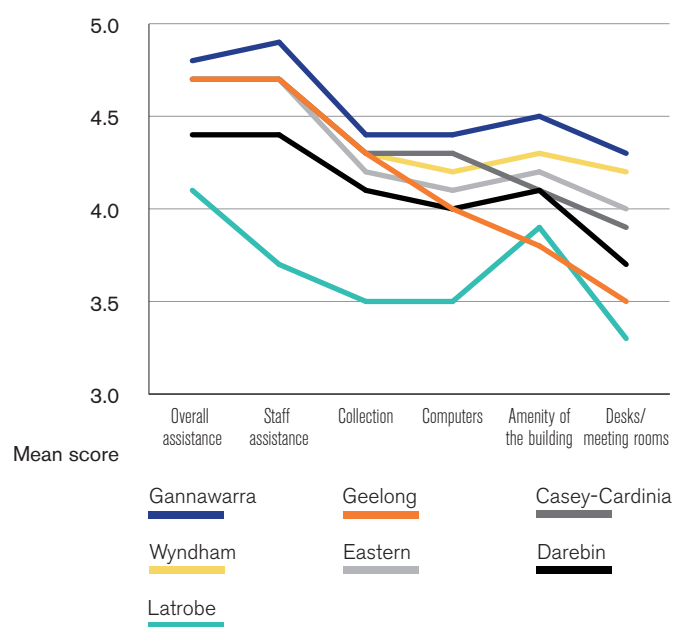
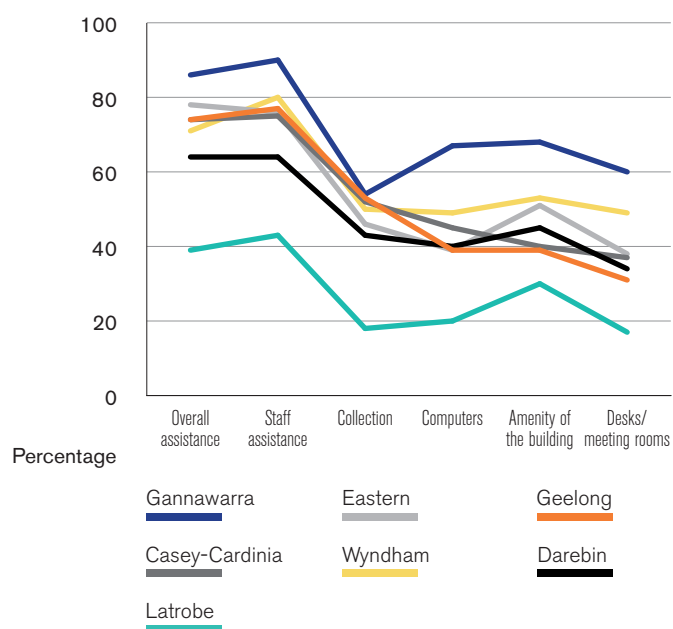


Figure 21: Satisfaction with aspects of library service (top score of 5)



4.2 Benefits of library services

Participants were asked to consider a number of possible benefits and say how important those benefits were to them personally over the previous five years. Figure 22 summarises the data.

Points to note:

- The most widely valued benefits related to meaningful pastimes, hobbies and interests and lifelong learning. They were major or minor benefits for more than three-quarters of the library customers in this survey.
- Finding information not available elsewhere, accomplishing tasks/goals and feeling a sense of community or belonging were benefits for more than 60% of library customers.
- More than 40% of all customers said that the library benefited their children's early development or education.
- Half of the library customers said that their library had supported their own education.
- Small proportions (14–30%) of people nominated work or business-related benefits, English language skills or medical/legal information.

Figure 23 shows the data for the same set of benefits when a representative sample of the Victorian population were asked to nominate to what extent Victorian public libraries offered a range of benefits.

Key points to note in comparing the data from the two surveys:

- There is a general correspondence in the emphasis on the benefits between the two surveys, with the widest recognition for recreational and educational benefits and lower emphasis on work/business-related benefits.
- The community as a whole placed high emphasis on the benefits libraries offer to children's education and early development, even though only parents of children availed themselves of these benefits in the previous five years. This suggests that the community considers the whole-of-life benefits of libraries.

4.3 Cultural contribution of public libraries

Participants were asked to rate the importance of some ways that libraries contribute to local community culture. Figure 24 shows the findings.

The responses are similar to those of the general Victorian population (including library customers and non-users) in that collections were regarded as the most important contributions made by public libraries to the culture of their local communities.

- 78% thought that relevant collections were 'very important' contributions, and 64% thought that local history collections were 'very important'.
- Author talks were considered 'very important' by nearly half the sample.
- The mix of multicultural activities, art exhibitions and live performances were regarded as 'very important' by about one-third of library customers.

4.4 Public library contributions to the community

Respondents were asked to rate the importance of a number of features of library services. Figure 25 shows the extent to which the features were rated as 'very important'.

Points to note:

- There is a general correspondence in these responses by library customers and the responses of the general Victorian population; however, library customers tended to place greater importance on all the contributions.
- Strongest emphasis was placed on the importance of libraries as safe and pleasant places to visit (87%) and as places that facilitate lifelong learning (80%).
- Internet access for everyone (74%) and encouraging responsible social behaviour (67%) were widely recognised as important aspects of library services.
- As in the survey of Victorians in general, library customers put relatively less emphasis on job/career and business-related benefits.

Figure 22: Personal benefits of library services in previous five years

Base: 1,380

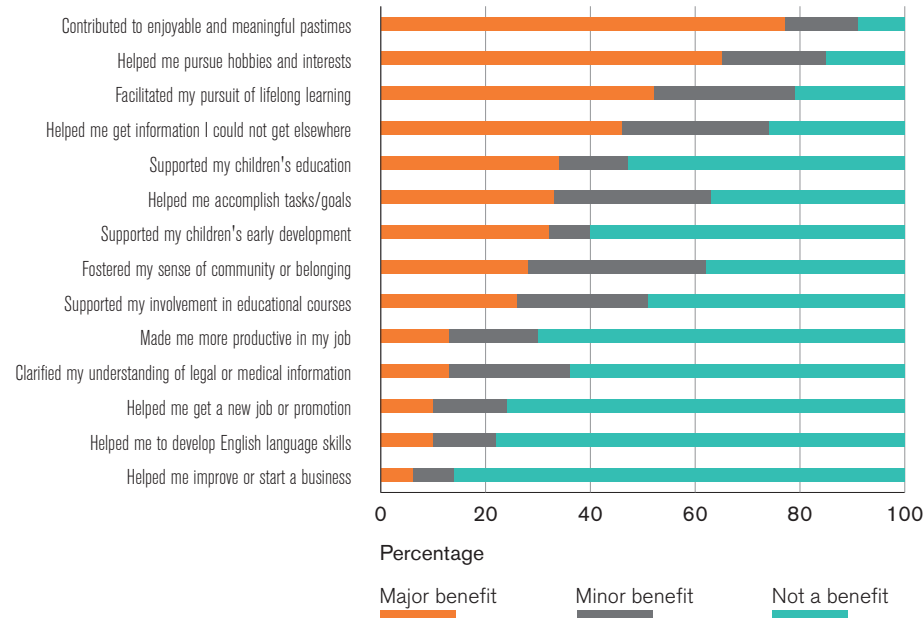


Figure 23: Perceived benefits of public libraries

Base: 1,050

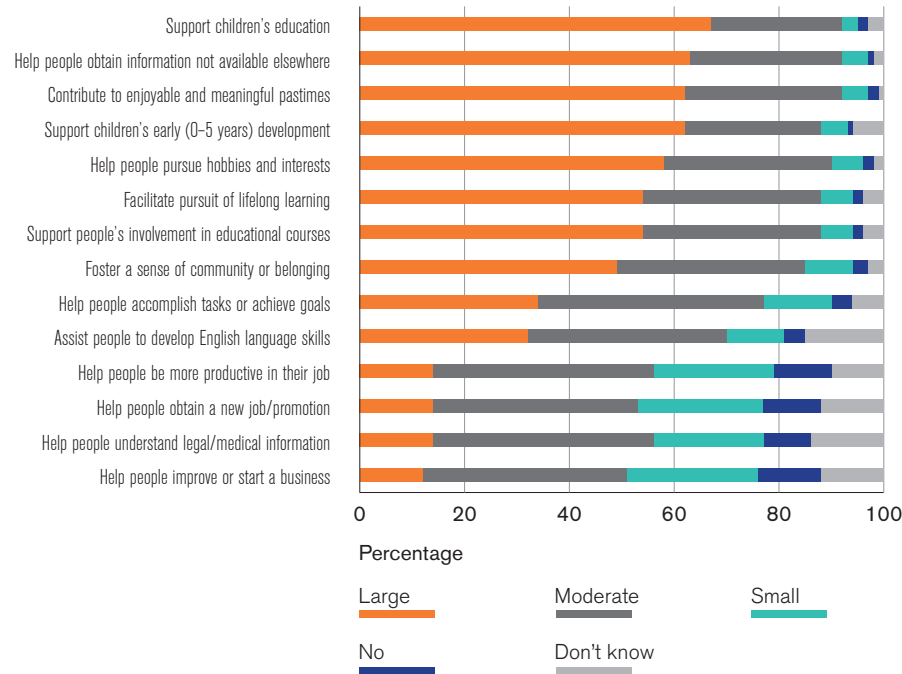
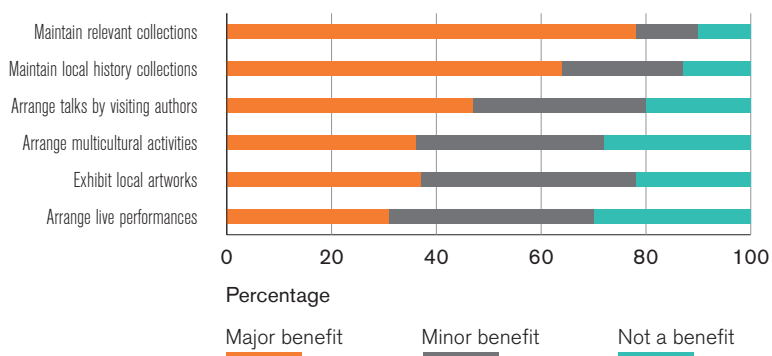
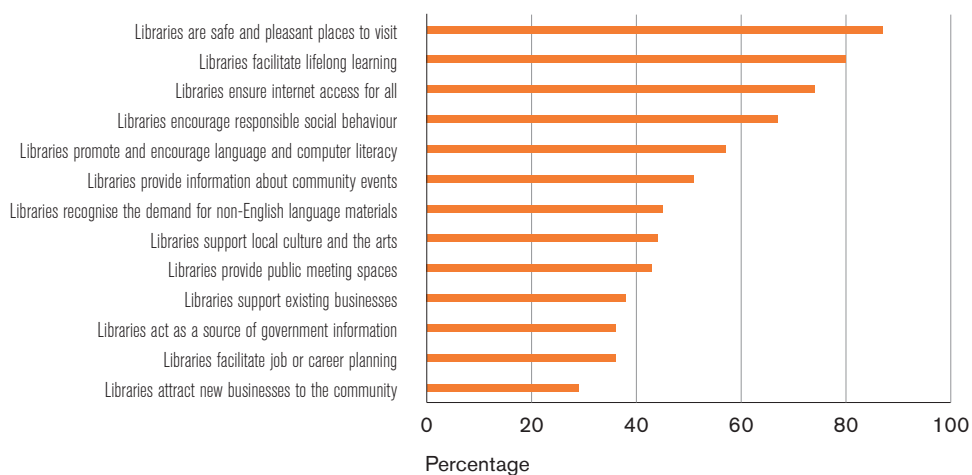


Figure 24: Cultural contribution of public libraries

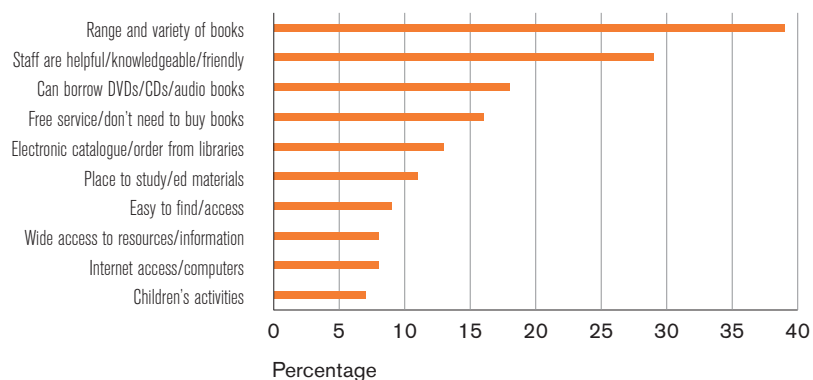
Base: 1,380

**Figure 25: Importance of contributions to general community (very important)**

Base: 1,359

**Figure 26: Best things about public libraries**

Base: 1,380



4.5 Best things about public libraries

Participants were asked to nominate the best things about Victorian public libraries. Figure 26 shows the most common types of responses.

The main beneficial services were:

- the range and variety of books in library collections (39%);
- helpful and knowledgeable staff (29%);
- the opportunity to borrow DVDs, CDs, audio books and other media (18%);
- the opportunity to borrow books at no cost (16%);
- electronic catalogue/order from other libraries (13%); and
- place to study/educational materials (11%).

The following good things were mentioned at lower levels:

- easy to find/access (5%);
- access to newspapers/magazines (5%);
- accessible to all ages/all types (4%);
- borrowing system/reminders (3%);
- creates a sense of community/social network (2%);
- long/flexible opening hours (2%); and
- educational materials/good place to study (1%).

Some of the comments made by participants are shown here.

'Accessing the library on the internet from home. Great to be able to put on hold a book. Fantastic to have access to books via other libraries in Victoria. Great opening hours for ease of accessibility e.g. till 6pm some evenings and Sunday afternoon.'

'Storytime is great, the librarian is very patient and focused and works well with children who are easily distracted.'

'The staff who are helpful, friendly and willingly go out of their way to assist'

'When I walk into the library it feels like home.'

'It's free, provides community space and resources.'

'Storytime twice a week. Prompt service when needed. Large range of books. Friendly and helpful staff.'

'Diversity of books, magazines and DVDs, but mainly ALL the staff are delightful, chatty and very knowledgeable.'

'Great children's books, audio books, DVDs, CDs. Great opportunity to encourage my children toward a love of books and for them to be known by staff and hence community members.'

'Excellent selection of books. Excellent selection of DVDs, videos, etc. Access to family heritage sites via internet, e.g. ancestry.com. Good opening hours. Reference materials available.'

'Free internet use. Some collection materials are very useful. Most staff members are competent and helpful. Cheap and reliable photocopier(s).'

'Proximity to home and at a shopping centre. Pleasant and knowledgeable staff and building.'

'On hold items saves lots of time searching and waiting with kids. On hold reminder service (SMS). Helpful staff. Good selection of books and learning materials esp. readers. DVDs and CDs being free of charge. Library online catalogue and links to other educational content and learning for kids and adults.'

'Storytime, magazines and books (even other languages).'

'A diverse collection of recreational and educational materials in a relatively peaceful environment – excellent for maintenance for a brain overstressed in a work environment.'

'I could borrow as many books I want, often new books coming in. Staff know you.'

'Email for notifications. Good range of books. Able to source books from other libraries online.'

'The ladies that work at the desk every Tuesday evening when I come in. They take the time to learn people's names, ask about their jobs, etc. They are always helpful, polite and friendly.'

'Friendly and helpful. Good range of books, magazines and reference material. It's an important part of a community.'

4.6 Suggested improvements to public libraries

Participants were asked to suggest improvements to library services. Overall, 47% did not suggest improvements, either because they were happy with the service or did not know it well enough to comment. Those who did not suggest improvements comprised 44% of customers and 51% of non-users. Figure 27 summarises the findings.

The most common improvements suggested were extensions of current practice including extended collections, computers, internet access and opening hours, as shown in Figure 27.

A wide variety of improvements were suggested by 1–2% of people:

- libraries need to be bigger;
- easier index system/easier to find books and resources;
- more copies of popular books;
- no late fees;
- more library staff;
- mobile library services;
- longer time for borrowing;
- self-serve checkout;
- more libraries;
- more resources for teens;
- computer courses; and
- cafe/coffee shop.

Some of the comments made by participants are shown here.

'Bigger set-up. More computers. Games to borrow and sporting equipment which I had in our Queensland library. More activities for children in the holidays.'

'More copies of important learning/popular items, e.g. Reading Eggs (for kids learning to read) and related materials, e.g. CDs that go with them. Extend reminder SMS service to overdue or nearly due items to help avoid fines. Regular cleaning of DVDs and CDs (a lot have scratches/smudges when borrowed) and keep backup copies if possible to replace damaged ones. Tumble books and similar needed to be able to use via home PCs.'

'More staff at desk. Separate section for money transactions.'

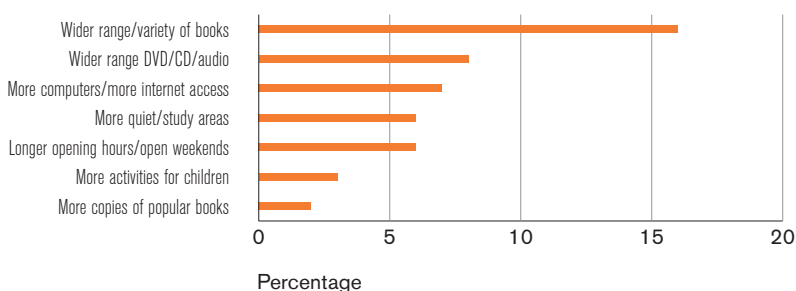
'Expansion of services in even greater range of reading matter including books and magazines (increase budget), as well as e-books, e.g. www.librivox.com.'

'The access to hard-to-find books. I would like to be able to request items that are not in the catalogue more easily, especially music and movies. Make internet FREE!'

'Fix the speed of the access to catalogue – and FIX the AWFUL FORMAT of the catalogue!'

Figure 27: Suggested improvements

Base: 1,380



‘Ban mobile phone use. Ban eating, drinking, etc. Incoming phone calls should not be a priority over already waiting subscribers. Return silence and respect for library by children, i.e. educate selfish parents.’

‘Make more space for children storytime on weekdays. Need more DVDs. Should have more Chinese books and magazines. Internet service should be free. Don't use mail to send notice, better use email to send notice, to save money and resource.’

‘Include an option on the website to purchase books or other materials which are not available in the library.’

‘Make it more hi-tech, with cafe and all the modern stuff at the reading corner. Cozy.’

‘CD collection – excellent for pop music but the rest of the collection very poor, especially in the area of folk music and nostalgia. I suppose selection is done by a very young librarian.’

5. Value of public libraries

This section discusses estimates of the value of public libraries. Two questions captured measures of value.

Firstly, library customers were asked to think of their library use over the past 12 months and estimate how much it would have cost them if they had to pay private businesses for the service.

Secondly, they were asked to say how much they would be willing to pay to maintain the community's access to the current service.

5.1 Estimated cost of library services used in 12 months

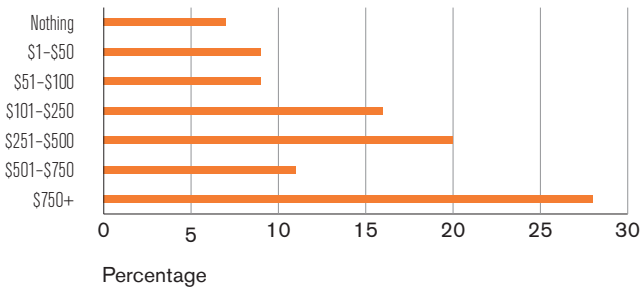
Participants were asked to think about their typical library use in a 12-month period and to nominate how much they would have spent if they had to buy the services from a private business. Figure 28 shows the results.

Points to note:

- The average amount spent across the whole sample was \$419.
- 18% said that they would have spent up to \$100.
- 59% said they would have spent over \$250.
- 39% said they would have spent over \$500.
- 28% said they would have spent over \$750.
- Only 7% said they would have spent nothing.

Figure 28: Estimated cost of library services used

Base: 1,380



5.2 Willingness to pay for current library services

Participants were asked to nominate how much they would be willing to pay to maintain community access to current library services. Figure 29 shows the results.

Points to note:

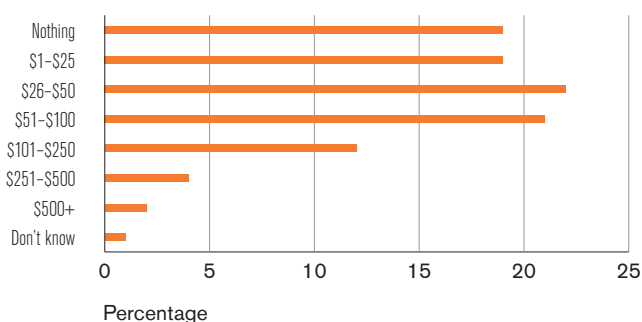
- The average amount people were willing to pay was \$72 per year.
- There was considerable regional variation with people in Gannawarra (\$93) and Darebin (\$82) prepared to pay more, while people in Latrobe (\$56) and Casey-Cardinia (\$60) were prepared to pay less.

- 18% were prepared to pay more than \$100 a year for library services.
- 21% were prepared to pay \$51–\$100 per year.
- 22% were prepared to pay \$26–\$50 per year.
- 19% were prepared to pay up to \$25.
- 19% were not prepared to pay anything.

Participants were asked whether their response was affected by their capacity to pay. Overall, 89% indicated that libraries were worth more than they said they would pay but this was all they could afford.

Figure 29: Willingness to pay (annual amount)

Base: 1,380



"Accessing the library on the internet from home. Great to be able to put on hold a book. Fantastic to have access to books via other libraries in Victoria. Great opening hours for ease of accessibility."

(survey respondent)

6. Survey respondent profile

Table 3 provides a profile of survey respondents.

Table 3: Respondent profile

	Total (1,380) %
Gender	
Male	27%
Female	72%
Age	
Under 35	17%
35–54	40%
55 and over	36%
Work	
Full-time work	21%
Part-time work	24%
Student	8%
Domestic/unemployed	12%
Retired	26%
Education	
Primary/secondary	32%
College/TAFE	21%
University undergraduate	23%
University postgraduate	21%
Location	
Melbourne	52%
Country	48%
Birth	
Australia	72%
UK/Eire	10%
India	2%
Other Asia	4%
Other Europe	4%
Household	
Alone	14%
Couple with no children	23%
Couple with children	23%
Single with children	4%
Other family	4%
Group household	4%

Points to note:

- The gender profile was heavily biased towards women.
- The age profile was distributed across the life span.
- Most participants worked or were retired.
- Country Victorians are over-represented in the sample.

Table 4 shows the income distribution of survey respondents.

Table 4: Annual household income before tax

	Total (798) %
Under \$15,000	7%
\$15,000–\$24,999	9%
\$25,000–\$39,999	13%
\$40,000–\$59,999	17%
\$60,000–\$79,999	15%
\$80,000–\$99,999	13%
\$100,000–\$119,999	11%
\$120,000–\$149,999	6%
\$150,000–\$199,999	8%
\$200,000 and over	2%

7. Library customer survey

1. INTRODUCTION

Tell us what you think

This study will collect information about people who use public libraries in Victoria. It asks about how you use the library and what benefits you get. A particular focus of the study is to show the value of public library services to the community in specific dollar terms.

The information from the study will be used to show government how valuable libraries are to people in Victoria and the benefits obtained from the money used to provide them.

Your responses will be kept confidential. Only grouped responses will be reported.

Please click the 'NEXT' button to start.

2. LIBRARY SERVICE

1. Which of the following library services are you using today?

- | | |
|---|---|
| ☐ Geelong Regional Library Corporation | ☐ Eastern Region Libraries |
| ☐ Darebin Libraries | ☐ Wyndham City Library Service |
| ☐ Gannawarra Library Service | ☐ Latrobe City Library Service |
| ☐ Casey-Cardinia Library Corporation | |

3. TRIP 1

2. On this trip today, are you:

- ☐ Going ONLY to the library and nowhere else
- ☐ Going to several places

4. TRIP 2

3. Which other places are you going to as part of this outing to the library? (Tick as many as apply.)

- | | |
|--|---|
| ☐ Cafe | ☐ Private home |
| ☐ Restaurant | ☐ Indoor leisure place |
| ☐ Grocery shops | ☐ Outdoor leisure place |
| ☐ Other shops | ☐ Other (please specify) _____ |

5. TRANSPORT

4. What was your MAIN form of transport to the library today? (Select ONE only.)

- | | |
|---|--------------------------------|
| ☐ Car | ☐ Train |
| ☐ Bus | ☐ Tram |
| ☐ Other (please specify) _____ | |

5. How far will you travel on this outing? (Please use numbers, e.g. 15.)

Number of kilometres _____

6. EXPENDITURE

6. What were your out-of-pocket travel costs for this trip (e.g. fares and parking)? (Please use numbers, e.g. 15.)

Please enter '0' [zero] if you spent nothing.

Number of dollars _____

7. How much, if anything, will you spend at other places as part of this outing? (Please use numbers, e.g. 15.)

Please enter '0' [zero] if you spent nothing.

Number of dollars _____

7. USAGE

8. How long will you spend at the library today? (Please use numbers, e.g. 15.)

Number of minutes _____

8. USAGE

9. How often, on average, do you use this library service?

- | | |
|---|--|
| ☐ Weekly or more often | ☐ 3–4 times a year |
| ☐ Once every 1–2 weeks | ☐ 1–2 times a year |
| ☐ Once every 3–4 weeks | ☐ Less than once a year |
| ☐ Once every 5–8 weeks | |

9. WEBSITE 1

10. Have you ever accessed your library's website from places outside the library?

- | | |
|------------------------------|-----------------------------|
| ☐ Yes | ☐ No |
|------------------------------|-----------------------------|

10. WEBSITE 2

11. How many times have you accessed the library website from other places in the past month? (Please use numbers, e.g. 15.)

Number of times _____

11. PURPOSE

12. People use libraries for different purposes. How important were the following purposes for your visit to the library today?

	Main purpose	Secondary purpose	Not a purpose
Recreation	☐	☐	☐
Study/education	☐	☐	☐
To look something up	☐	☐	☐
Social	☐	☐	☐
Accompanying others	☐	☐	☐

12. ACTIVITIES

13. Which of the following things will you do in the library on this visit? (Tick all that apply.)

- ☐ Borrow books or other print materials
- ☐ Borrow videos, CDs or DVDs
- ☐ Use reference materials
- ☐ Access the internet
- ☐ Use the computers for other purposes
- ☐ Seek staff assistance with reference enquiries
- ☐ Use a study desk/meeting room
- ☐ Attend a program, event or activity
- ☐ Attend a civic/community meeting
- ☐ Meet socially with friends
- ☐ Read, watch or listen to library materials

13. PROGRAM NAME

14. If you are attending a program, activity or event, please say what called.

14. RATING

15. On a scale of 1 to 5, where 1 is LOW and 5 is HIGH, please rate your satisfaction with the following services at this library.

	5	4	3	2	1	Don't know
Overall service	☐	☐	☐	☐	☐	☐
Collection	☐	☐	☐	☐	☐	☐
Computers	☐	☐	☐	☐	☐	☐
Desks, meeting rooms	☐	☐	☐	☐	☐	☐
Amenity of the building	☐	☐	☐	☐	☐	☐
Staff assistance	☐	☐	☐	☐	☐	☐

15. TIME AND MONEY

16. Why did you use the library today? (Tick all that apply.)

- ☐ The library has an extensive range of materials
- ☐ Professional staff support is available
- ☐ You enjoy the atmosphere
- ☐ It saved you time
- ☐ It saved you money
- ☐ Other (please specify) _____

17. If your visit to the library today saved you time or money, please say how much time or money you saved. (Please use numbers, e.g. 15.)

Time (minutes) _____

Money (dollars) _____

16. COMMENTS

18. In your own words, what are the BEST THINGS about this library service?

19. What suggestions, if any, do you have for IMPROVEMENTS to this library service?

17. BENEFITS

20. Public libraries provide different benefits for different people. Thinking about your use of public libraries, please indicate how important the following benefits have been FOR YOU PERSONALLY in the past five years.

	Major benefit	Minor benefit	Not a benefit
Supported my involvement in educational courses	☐	☐	☐
Supported my children's early (0–5 years) development	☐	☐	☐
Supported my children's education	☐	☐	☐
Facilitated my pursuit of (informal) lifelong learning	☐	☐	☐
Helped me to develop English language skills	☐	☐	☐
Clarified my understanding of legal or medical information	☐	☐	☐
Helped me accomplish tasks and/or achieve goals	☐	☐	☐
Contributed to enjoyable and meaningful pastimes	☐	☐	☐
Helped me get a new job or promotion	☐	☐	☐
Made me more productive in my job	☐	☐	☐
Helped me improve or start a business	☐	☐	☐
Fostered my sense of community or belonging	☐	☐	☐
Helped me get information I could not get elsewhere	☐	☐	☐
Helped me pursue hobbies and interests	☐	☐	☐

18. CULTURAL DEVELOPMENT

21. Public libraries contribute to cultural development in a number of ways. In your view, how important are the following contributions?

	Major benefit	Minor benefit	Not a benefit
Maintain relevant collections	☐	☐	☐
Maintain local history collections	☐	☐	☐
Exhibit local artworks	☐	☐	☐
Arrange talks by visiting authors	☐	☐	☐
Arrange live performances by local musicians, dancers and actors	☐	☐	☐
Arrange multicultural activities	☐	☐	☐
Other (please specify) _____			

19. PURCHASES

22. In the past year, have you made any purchases that were prompted by your use of the library service?

☐ Yes

☐ No

20. PURCHASE TYPE

23. What kind of purchases have you made?

☐ Book, magazine, CD, DVD, etc.

☐ Equipment, computer, camera, etc.

☐ Membership, tuition, courses, etc.

☐ Other (please specify) _____

24. How much money did you spend in total? (Please use numbers, e.g. 15.)

Total \$ _____

21. CONTRIBUTION TO COMMUNITY

25. Thinking more broadly about how the public library contributes to the general community, in your view, how important are the following contributions?

	Very important	Important	Not important	Don't know
Being a safe and pleasant place to visit	☐	☐	☐	☐
Encouraging responsible social behaviour	☐	☐	☐	☐
Facilitating lifelong learning	☐	☐	☐	☐
Providing information about community events	☐	☐	☐	☐
Acting as a source of government information	☐	☐	☐	☐
Supporting local culture and the arts	☐	☐	☐	☐
Providing public meeting spaces	☐	☐	☐	☐
Facilitating job or career planning	☐	☐	☐	☐
Promoting and encouraging (language and computer) literacy	☐	☐	☐	☐
Recognising the demand for non-English language materials	☐	☐	☐	☐
Ensuring access to the internet for all	☐	☐	☐	☐
Attracting new businesses to the community	☐	☐	☐	☐
Supporting local businesses	☐	☐	☐	☐
Other (please specify) _____				

22. ECONOMIC 1**Economic value of public libraries**

The next questions are designed to estimate the value of the services provided through your public library.

There are no plans for public libraries to increase fees and charges for services that are currently FREE.

26. Thinking about your typical library usage over the past twelve months, what do you estimate it would have cost you if you had to pay for the services from private businesses?

- | | |
|--|--|
| ☐ Nothing | ☐ \$101–\$250 |
| ☐ \$1–\$50 | ☐ \$251–\$500 |
| ☐ \$51–\$100 | ☐ \$501–\$750 |
| ☐ More than \$750 | ☐ Other amount \$ _____ |

23. ECONOMIC 2

27. Thinking from the broader community perspective, if the public library was not funded by government, how much would you be willing to pay to maintain the community's access to the current services?

- | | |
|---|--|
| ☐ Nothing | ☐ \$101–\$250 per annum |
| ☐ \$1–\$25 per annum | ☐ \$251–\$500 per annum |
| ☐ \$26–\$50 per annum | ☐ More than \$500 per annum |
| ☐ \$51–\$100 per annum | ☐ Other amount \$ _____ |

28. Thinking about your response to the previous question, please nominate which of the following best describes the way you responded.

- ☐ The amount is what I think libraries are worth
- ☐ Libraries are worth MORE than this, but I can't afford more/don't want to pay more
- ☐ Libraries are currently worth LESS than this, but extra funds could pay for better services
- ☐ Other (please specify) _____

24. COMMENTS

29. Do you have any other comments on how the library contributes to the community and/or the library's value to you?

25. SOME INFORMATION ABOUT YOU

The following information helps us know what library patrons are like. All personal details will be kept private.

30. What is your gender?

☐ Male

☐ Female

31. Are you a member of this library service?

☐ Yes

☐ No

26. BIRTH

32. What year were you born?

33. In which country were you born?

☐ Australia

☐ Other (please specify) _____

27. HOME

34. Where do you live?

☐ Australia

What is your postcode? _____

☐ Overseas

What country? _____

35. Is English the primary language spoken in your home?

☐ Yes

☐ No

28. HOUSEHOLD

36. What is your household composition? (Select one.)

☐ Alone

☐ Single parent with dependent children

☐ Couple with no dependent children

☐ Other family

☐ Couple with dependent children

☐ Group household

☐ Other (please specify) _____

29. WORK & EDUCATION**37. Which of the following describes you best? (Select ONE only.)**

- | | |
|---|--|
| ☐ Employed full-time | ☐ Domestic duties/carer |
| ☐ Employed part-time | ☐ Full-time student |
| ☐ Looking for work | ☐ Retired |

38. What is the highest educational level you have achieved to date?

- | | |
|---|--|
| ☐ Primary/high school | ☐ University – Undergraduate degree |
| ☐ Trade/technical/business college | ☐ University – Postgraduate degree |

30. INCOME**39. What is your approximate annual household income before tax?**

- | | |
|--|--|
| ☐ Under \$15,000 | ☐ \$100,000–\$119,999 |
| ☐ \$15,000–\$24,999 | ☐ \$120,000–\$149,999 |
| ☐ \$25,000–\$39,999 | ☐ \$150,000–\$199,999 |
| ☐ \$40,000–\$59,999 | ☐ Over \$200,000 |
| ☐ \$60,000–\$79,999 | ☐ Rather not say |
| ☐ \$80,000–\$99,999 | |

31. THANK YOU

Many thanks for giving your thoughts about public libraries. The information from all the surveys will be compiled into a report that will give an overall picture of how Victorians value their public libraries.

Please click the DONE button to exit the survey.

Data tables index

Number	Title	Reference
Table 1	Library service used	Q1
Table 2	Purpose of the trip	Q2
Table 3	Other places visited as part of the trip	Q3
Table 4	Main transport	Q4
Table 5	Distance travelled	Q5
Table 6	Travel costs for this trip	Q6
Table 7	Other expenditure this trip	Q7
Table 8	Time spent at library this trip	Q8
Table 9	Average use of this library service	Q9
Table 10	Accessed library website (Elsewhere)	Q10
Table 11	Accessed library website (Elsewhere, past month)	Q11
Table 12	Purpose classification	Q12
Table 13	Purpose classification (Recreation)	Q12
Table 14	Purpose classification (Study/education)	Q12
Table 15	Purpose classification (To look something up)	Q12
Table 16	Purpose classification (Social)	Q12
Table 17	Purpose classification (Accompanying others)	Q12
Table 18	Intended library activities this visit	Q13
Table 19	Satisfaction rating	Q15
Table 20	Satisfaction rating (Overall service)	Q15
Table 21	Satisfaction rating (Collection)	Q15
Table 22	Satisfaction rating (Computers)	Q15
Table 23	Satisfaction rating (Desks/meeting rooms)	Q15
Table 24	Satisfaction rating (Amenity of the building)	Q15
Table 25	Satisfaction rating (Staff assistance)	Q15
Table 26	Reasons for this visit	Q16
Table 27	Time saved in today's visit	Q17A
Table 28	Money saved in today's visit	Q17B
Table 29	Opinion personal benefits	Q20
Table 30	Opinion (Supported my involvement in educational courses)	Q20
Table 31	Opinion (Supported my children's early [0–5 years] development)	Q20
Table 32	Opinion (Supported my children's education)	Q20
Table 33	Opinion (Facilitated my pursuit of [informal] lifelong learning)	Q20
Table 34	Opinion (Helped me to develop English language skills)	Q20
Table 35	Opinion (Clarified my understanding of legal or medical information)	Q20
Table 36	Opinion (Helped me accomplish tasks and/or achieve goals)	Q20
Table 37	Opinion (Contributed to enjoyable and meaningful pastimes)	Q20
Table 38	Opinion (Helped me get a new job or promotion)	Q20
Table 39	Opinion (Made me more productive in my job)	Q20

Number	Title	Reference
Table 40	Opinion (Helped me improve or start a business)	Q20
Table 41	Opinion (Fostered my sense of community or belonging)	Q20
Table 42	Opinion (Helped me get information I could not get elsewhere)	Q20
Table 43	Opinion (Helped me pursue hobbies and interests)	Q20
Table 44	Importance of cultural contribution	Q21
Table 45	Importance (Maintain relevant collections)	Q21
Table 46	Importance (Maintain local history collections)	Q21
Table 47	Importance (Exhibit local artworks)	Q21
Table 48	Importance (Arrange talks by visiting authors)	Q21
Table 49	Importance (Arrange live performances by local musicians, dancers and actors)	Q21
Table 50	Importance (Arrange multicultural activities)	Q21
Table 51	Purchases prompted by library service	Q22
Table 52	Purchase type	Q23
Table 53	Money spent	Q24
Table 54	Importance of community contributions	Q25
Table 55	Importance (Being a safe and pleasant place to visit)	Q25
Table 56	Importance (Encouraging responsible social behaviour)	Q25
Table 57	Importance (Facilitating lifelong learning)	Q25
Table 58	Importance (Providing information about community events)	Q25
Table 59	Importance (Acting as a source of government information)	Q25
Table 60	Importance (Supporting local culture and the arts)	Q25
Table 61	Importance (Providing public meeting spaces)	Q25
Table 62	Importance (Facilitating job or career planning)	Q25
Table 63	Importance (Promoting and encouraging [language and computer] literacy)	Q25
Table 64	Importance (Recognising the demand for non-English language materials)	Q25
Table 65	Importance (Ensuring access to the internet for all)	Q25
Table 66	Importance (Attracting new businesses to the community)	Q25
Table 67	Importance (Supporting local businesses)	Q25
Table 68	Estimated private market cost of public library service	Q26
Table 69	Willing to pay for public library service	Q27
Table 70	Best describes value of public library	Q28
Table 71	Gender	Q30
Table 72	Membership of this library service	Q31
Table 73	Age groups	Q32
Table 74	Country of birth	Q33
Table 75	Location	Q34
Table 76	English primary language	Q35
Table 77	Household composition	Q36
Table 78	Describes you best	Q37
Table 79	Highest level of education	Q38

Number	Title	Reference
Table 80	Annual household income before tax	Q39
Table 81	Best about this library	Q18
Table 82	Improvements to this library	Q19
Table 83	Other expenditure this trip (Mean score) filtered by Purposes of the trip (Q3)	Q7
Table 84	Travel costs for this trip (Mean score) filtered by Main transport (Q4)	Q6
Table 85	Time spent at library this trip (Mean score) filtered by Average use of this library service (Q13)	Q8
Table 86	Money spent (Mean score) filtered by Purchase type (Q23)	Q24

Data tables

Table 1: Library service used (Q1)

	Total	Library							Age		
		Geelong	Darebin	Ganna-warra	Casey-Cardinia	Eastern	Wyndham	Latrobe	18-24	35-54	55+
Geelong Regional Library Corporation	355 (26%)	355 (100%)	–	–	–	–	–	–	43 (18%)	139 (25%)	156 (31%)
Darebin Libraries	202 (15%)	–	202 (100%)	–	–	–	–	–	55 (23%)	77 (14%)	46 (9%)
Gannawarra Library Service	142 (10%)	–	–	142 (100%)	–	–	–	–	20 (8%)	40 (7%)	76 (15%)
Casey-Cardinia Library Corporation	164 (12%)	–	–	–	164 (100%)	–	–	–	23 (10%)	74 (13%)	49 (10%)
Eastern Region Libraries	238 (17%)	–	–	–	–	238 (100%)	–	–	31 (13%)	103 (19%)	87 (18%)
Wyndham City Library Service	203 (15%)	–	–	–	–	–	203 (100%)	–	48 (20%)	86 (16%)	58 (12%)
Latrobe City Library Service	76 (6%)	–	–	–	–	–	–	76 (100%)	18 (8%)	30 (5%)	24 (5%)
Total	1,380 (100%)	355 (100%)	202 (100%)	142 (100%)	164 (100%)	238 (100%)	203 (100%)	76 (100%)	238 (100%)	549 (100%)	496 (100%)

Table 2: Purpose of the trip (Q2)

	Total	Library							Age		
		Geelong	Darebin	Ganna-warra	Casey-Cardinia	Eastern	Wyndham	Latrobe	18-24	35-54	55+
Going ONLY to the library and nowhere else	426 (31%)	109 (31%)	77 (38%)	35 (25%)	55 (34%)	66 (28%)	64 (32%)	20 (26%)	86 (36%)	159 (29%)	129 (26%)
Going to several places	954 (69%)	246 (69%)	125 (62%)	107 (75%)	109 (66%)	172 (72%)	139 (68%)	56 (74%)	152 (64%)	390 (71%)	367 (74%)
Total	1,380 (100%)	355 (100%)	202 (100%)	142 (100%)	164 (100%)	238 (100%)	203 (100%)	76 (100%)	238 (100%)	549 (100%)	496 (100%)

*Single and **double asterisks denote significance at five and one percent levels to the overall mean.

Table 3: Other places visited as part of the trip (Q3)

		Library							Age		
	Total	Geelong	Darebin	Ganna-warra	Casey-Cardinia	Eastern	Wyndham	Latrobe	18-24	35-54	55+
Grocery shops	580 (61%)	142 (57%)	80 (63%)	73 (68%)	59 (54%)	119 (69%)	74 (53%)	33 (59%)	88 (58%)	229 (59%)	242 (66%)
Other shops	424 (44%)	108 (44%)	55 (44%)	49 (46%)	36 (33%)	79 (46%)	64 (46%)	33 (59%)	71 (46%)	165 (42%)	164 (45%)
Cafe	178 (19%)	62 (25%)	35 (28%)	11 (10%)	10 (9%)	24 (14%)	25 (18%)	11 (20%)	32 (21%)	87 (22%)	57 (16%)
Private home	104 (11%)	35 (14%)	9 (7%)	12 (11%)	16 (15%)	13 (8%)	13 (9%)	6 (11%)	17 (11%)	42 (11%)	41 (11%)
Indoor leisure place	49 (5%)	14 (6%)	7 (6%)	–	13 (12%)	7 (4%)	6 (4%)	2 (4%)	10 (7%)	25 (6%)	13 (4%)
Outdoor leisure place	35 (4%)	11 (4%)	5 (4%)	4 (4%)	3 (3%)	8 (5%)	2 (1%)	2 (4%)	8 (5%)	15 (4%)	11 (3%)
Restaurant	25 (3%)	5 (2%)	6 (5%)	6 (6%)	2 (2%)	3 (2%)	2 (1%)	1 (2%)	6 (4%)	4 (1%)	14 (4%)
Other	249 (26%)	76 (31%)	25 (20%)	32 (30%)	32 (29%)	37 (21%)	32 (23%)	15 (27%)	34 (22%)	105 (27%)	95 (26%)
Total	1,644 (172%)	453 (183%)	222 (176%)	187 (175%)	171 (157%)	290 (168%)	218 (157%)	103 (184%)	266 (174%)	672 (172%)	637 (174%)
Actual respondents	957 (100%)	247 (100%)	126 (100%)	107 (100%)	109 (100%)	173 (100%)	139 (100%)	56 (100%)	153 (100%)	391 (100%)	367 (100%)

Table 4: Main transport (Q4)

		Library							Age		
	Total	Geelong	Darebin	Ganna-warra	Casey-Cardinia	Eastern	Wyndham	Latrobe	18-24	35-54	55+
Car	1,051 (76%)	271 (76%)	97 (48%)	118 (83%)	146 (89%)	200 (84%)	157 (77%)	62 (82%)	146 (61%)	451 (82%)	391 (79%)
Bus	61 (4%)	13 (4%)	15 (7%)	2 (1%)	6 (4%)	9 (4%)	14 (7%)	2 (3%)	29 (12%)	14 (3%)	9 (2%)
Train	17 (1%)	3 (1%)	10 (5%)	1 (1%)	–	1 (*)	1 (*)	1 (1%)	11 (5%)	1 (*)	3 (1%)
Tram	17 (1%)	–	15 (7%)	1 (1%)	1 (1%)	–	–	–	5 (2%)	2 (*)	8 (2%)
Other	234 (17%)	68 (19%)	65 (32%)	20 (14%)	11 (7%)	28 (12%)	31 (15%)	11 (14%)	47 (20%)	81 (15%)	85 (17%)
Total	1,380 (100%)	355 (100%)	202 (100%)	142 (100%)	164 (100%)	238 (100%)	203 (100%)	76 (100%)	238 (100%)	549 (100%)	496 (100%)

*Single and **double asterisks denote significance at five and one percent levels to the overall mean.

Table 5: Distance travelled (Q5)

	Total	Library							Age		
		Geelong	Darebin	Ganna-warra	Casey-Cardinia	Eastern	Wyndham	Latrobe	18-24	35-54	55+
1-5 km	688 (53%)	182 (54%)	115 (59%)	72 (53%)	69 (43%)	112 (50%)	102 (56%)	36 (50%)	117 (51%)	276 (53%)	242 (52%)
6-10 km	275 (21%)	70 (21%)	34 (17%)	9 (7%)	42 (26%)	55 (24%)	52 (29%)	13 (18%)	45 (20%)	116 (22%)	95 (20%)
11-15 km	91 (7%)	15 (4%)	21 (11%)	5 (4%)	15 (9%)	22 (10%)	7 (4%)	6 (8%)	21 (9%)	38 (7%)	27 (6%)
16-20 km	86 (7%)	20 (6%)	15 (8%)	5 (4%)	16 (10%)	15 (7%)	13 (7%)	2 (3%)	20 (9%)	35 (7%)	26 (6%)
20+ km	169 (13%)	53 (16%)	10 (5%)	44 (33%)	17 (11%)	22 (10%)	8 (4%)	15 (21%)	26 (11%)	59 (11%)	74 (16%)
Mean score	12.3	12.6	13.0	19.4**	14.5	10.3	7.0**	12.1	13.2	11.4	13.4
Total	1,309 (100%)	340 (100%)	195 (100%)	135 (100%)	159 (100%)	226 (100%)	182 (100%)	72 (100%)	229 (100%)	524 (100%)	464 (100%)

Table 6: Travel costs for this trip (Q6)

	Total	Library							Age		
		Geelong	Darebin	Ganna-warra	Casey-Cardinia	Eastern	Wyndham	Latrobe	18-24	35-54	55+
\$1	1,045 (76%)	251 (71%)	137 (69%)	117 (83%)	130 (80%)	194 (82%)	156 (77%)	60 (80%)	156 (66%)	415 (76%)	398 (81%)
\$1-5	240 (17%)	78 (22%)	42 (21%)	12 (9%)	23 (14%)	36 (15%)	40 (20%)	9 (12%)	59 (25%)	98 (18%)	69 (14%)
\$6-10	43 (3%)	14 (4%)	8 (4%)	6 (4%)	4 (2%)	3 (1%)	3 (1%)	5 (7%)	10 (4%)	16 (3%)	13 (3%)
\$10+	45 (3%)	12 (3%)	13 (7%)	6 (4%)	6 (4%)	4 (2%)	3 (1%)	1 (1%)	11 (5%)	18 (3%)	14 (3%)
Mean score	1.4	1.5	2.1**	1.4	1.3	.8*	.9	1.3	2.0**	1.4	1.1
Total	1,373 (100%)	355 (100%)	200 (100%)	141 (100%)	163 (100%)	237 (100%)	202 (100%)	75 (100%)	236 (100%)	547 (100%)	494 (100%)

Table 7: Other expenditure this trip (Q7)

	Total	Library							Age		
		Geelong	Darebin	Ganna-warra	Casey-Cardinia	Eastern	Wyndham	Latrobe	18-24	35-54	55+
Less than \$20	779 (56%)	199 (56%)	120 (59%)	67 (47%)	104 (63%)	132 (55%)	118 (58%)	39 (51%)	147 (62%)	304 (55%)	253 (51%)
\$20-49	259 (19%)	70 (20%)	50 (25%)	23 (16%)	27 (16%)	48 (20%)	33 (16%)	8 (11%)	41 (17%)	105 (19%)	103 (21%)
\$50-100	231 (17%)	68 (19%)	24 (12%)	25 (18%)	21 (13%)	38 (16%)	41 (20%)	14 (18%)	36 (15%)	95 (17%)	92 (19%)
More than \$100	111 (8%)	18 (5%)	8 (4%)	27 (19%)	12 (7%)	20 (8%)	11 (5%)	15 (20%)	14 (6%)	45 (8%)	48 (10%)
Mean score	42.1	34.6	57.6	63.8	32.8	36.7	31.5	60.1	29.9	43.7	50.9
Total	1,380 (100%)	355 (100%)	202 (100%)	142 (100%)	164 (100%)	238 (100%)	203 (100%)	76 (100%)	238 (100%)	549 (100%)	496 (100%)

*Single and **double asterisks denote significance at five and one percent levels to the overall mean.

Table 8: Time spent at library this trip (Q8)

	Total	Library							Age		
		Geelong	Darebin	Ganna-warra	Casey-Cardinia	Eastern	Wyndham	Latrobe	18–24	35–54	55+
Less half an hour	639 (46%)	192 (54%)	97 (48%)	80 (56%)	67 (41%)	125 (53%)	49 (24%)	29 (38%)	68 (29%)	252 (46%)	276 (56%)
Half an hour to one hour	577 (42%)	146 (41%)	72 (36%)	48 (34%)	72 (44%)	90 (38%)	106 (52%)	43 (57%)	122 (51%)	245 (45%)	180 (36%)
One to one and half an hour	58 (4%)	10 (3%)	10 (5%)	5 (4%)	9 (5%)	11 (5%)	13 (6%)	–	14 (6%)	23 (4%)	14 (3%)
One and half an hour to two hours	58 (4%)	5 (1%)	9 (4%)	4 (3%)	8 (5%)	7 (3%)	22 (11%)	3 (4%)	19 (8%)	17 (3%)	16 (3%)
More than two hours	48 (3%)	2 (1%)	14 (7%)	5 (4%)	8 (5%)	5 (2%)	13 (6%)	1 (1%)	15 (6%)	12 (2%)	10 (2%)
Mean score	41.5	28.2**	52.9**	35.0	44.7	35.6	61.4**	43.2	56.3**	36.7**	35.3**
Total	1,380 (100%)	355 (100%)	202 (100%)	142 (100%)	164 (100%)	238 (100%)	203 (100%)	76 (100%)	238 (100%)	549 (100%)	496 (100%)

Table 9: Average use of this library service (Q9)

	Total	Library							Age		
		Geelong	Darebin	Ganna-warra	Casey-Cardinia	Eastern	Wyndham	Latrobe	18–24	35–54	55+
Weekly or more often	675 (49%)	182 (51%)	80 (40%)	48 (34%)	84 (51%)	145 (61%)	110 (54%)	26 (34%)	114 (48%)	261 (48%)	250 (50%)
Once every 1–2 weeks	398 (29%)	111 (31%)	56 (28%)	50 (35%)	49 (30%)	58 (24%)	49 (24%)	25 (33%)	68 (29%)	157 (29%)	141 (28%)
Once every 3–4 weeks	215 (16%)	48 (14%)	36 (18%)	33 (23%)	18 (11%)	29 (12%)	35 (17%)	16 (21%)	37 (16%)	89 (16%)	84 (17%)
Once every 5–8 weeks	52 (4%)	10 (3%)	15 (7%)	7 (5%)	9 (5%)	3 (1%)	5 (2%)	3 (4%)	10 (4%)	22 (4%)	14 (3%)
3–4 times a year	26 (2%)	3 (1%)	7 (3%)	3 (2%)	2 (1%)	3 (1%)	3 (1%)	5 (7%)	7 (3%)	13 (2%)	5 (1%)
1–2 times a year	7 (1%)	–	3 (1%)	–	2 (1%)	–	1 (%)	1 (1%)	2 (1%)	4 (1%)	–
Less than once a year	7 (1%)	1 (%)	5 (2%)	1 (1%)	–	–	–	–	–	3 (1%)	2 (%)
Total	1,380 (100%)	355 (100%)	202 (100%)	142 (100%)	164 (100%)	238 (100%)	203 (100%)	76 (100%)	238 (100%)	549 (100%)	496 (100%)

Table 10. Accessed library website (Elsewhere) (Q10)

	Total	Library							Age		
		Geelong	Darebin	Ganna-warra	Casey-Cardinia	Eastern	Wyndham	Latrobe	18–24	35–54	55+
Yes	877 (64%)	266 (75%)	133 (66%)	38 (27%)	103 (63%)	173 (73%)	118 (58%)	46 (61%)	173 (73%)	400 (73%)	245 (49%)
No	503 (36%)	89 (25%)	69 (34%)	104 (73%)	61 (37%)	65 (27%)	85 (42%)	30 (39%)	65 (27%)	149 (27%)	251 (51%)
Total	1,380 (100%)	355 (100%)	202 (100%)	142 (100%)	164 (100%)	238 (100%)	203 (100%)	76 (100%)	238 (100%)	549 (100%)	496 (100%)

*Single and **double asterisks denote significance at five and one percent levels to the overall mean.

Table 11: Accessed library website (Elsewhere, past month) (Q11)

	Total	Library							Age		
		Geelong	Darebin	Ganna-warra	Casey-Cardinia	Eastern	Wyndham	Latrobe	18–24	35–54	55+
Never	70 (8%)	8 (3%)	17 (13%)	4 (11%)	14 (14%)	8 (5%)	13 (11%)	6 (14%)	12 (7%)	35 (9%)	19 (8%)
1–5	472 (55%)	125 (49%)	83 (65%)	31 (82%)	50 (49%)	80 (47%)	72 (62%)	31 (70%)	103 (61%)	205 (52%)	134 (57%)
6–10	140 (16%)	62 (24%)	11 (9%)	–	17 (17%)	32 (19%)	14 (12%)	4 (9%)	24 (14%)	74 (19%)	33 (14%)
11–15	52 (6%)	17 (7%)	10 (8%)	2 (5%)	7 (7%)	10 (6%)	5 (4%)	1 (2%)	14 (8%)	20 (5%)	14 (6%)
More than 15	122 (14%)	43 (17%)	6 (5%)	1 (3%)	15 (15%)	42 (24%)	13 (11%)	2 (5%)	16 (9%)	60 (15%)	36 (15%)
Mean score of total respondents (1,380)	8.0	9.2	5.1*	2.8*	6.8	12.7**	5.7	3.5*	6.7	8.6	7.5
Total	856 (100%)	255 (100%)	127 (100%)	38 (100%)	103 (100%)	172 (100%)	117 (100%)	44 (100%)	169 (100%)	394 (100%)	236 (100%)

Table 12: Purpose classification (Q12)

	Main purpose	Secondary purpose	Not a purpose	Total
Recreation	947 (69%)	183 (13%)	250 (18%)	1,380 (100%)
Study/education	327 (24%)	340 (25%)	713 (52%)	1,380 (100%)
To look something up	357 (26%)	358 (26%)	665 (48%)	1,380 (100%)
Social	146 (11%)	229 (17%)	1,005 (73%)	1,380 (100%)
Accompanying others	153 (11%)	206 (15%)	1,021 (74%)	1,380 (100%)

Table 13: Purpose classification (Recreation) (Q12)

	Total	Library							Age		
		Geelong	Darebin	Ganna-warra	Casey-Cardinia	Eastern	Wyndham	Latrobe	18–24	35–54	55+
Main purpose	947 (69%)	263 (74%)	125 (62%)	103 (73%)	115 (70%)	176 (74%)	121 (60%)	44 (58%)	151 (63%)	393 (72%)	353 (71%)
Secondary purpose	183 (13%)	40 (11%)	40 (20%)	16 (11%)	18 (11%)	24 (10%)	28 (14%)	17 (22%)	52 (22%)	73 (13%)	42 (8%)
Not a purpose	250 (18%)	52 (15%)	37 (18%)	23 (16%)	31 (19%)	38 (16%)	54 (27%)	15 (20%)	35 (15%)	83 (15%)	101 (20%)
Total	1,380 (100%)	355 (100%)	202 (100%)	142 (100%)	164 (100%)	238 (100%)	203 (100%)	76 (100%)	238 (100%)	549 (100%)	496 (100%)

*Single and **double asterisks denote significance at five and one percent levels to the overall mean.

Table 14: Purpose classification (Study/education) (Q12)

		Library							Age		
	Total	Geelong	Darebin	Ganna-warra	Casey-Cardinia	Eastern	Wyndham	Latrobe	18-24	35-54	55+
Main purpose	327 (24%)	73 (21%)	74 (37%)	24 (17%)	31 (19%)	52 (22%)	54 (27%)	19 (25%)	91 (38%)	127 (3%)	71 (14%)
Secondary purpose	340 (25%)	99 (28%)	51 (25%)	26 (18%)	45 (27%)	60 (25%)	41 (20%)	18 (24%)	68 (29%)	156 (28%)	100 (20%)
Not a purpose	713 (52%)	183 (52%)	77 (38%)	92 (65%)	88 (54%)	126 (53%)	108 (53%)	39 (51%)	79 (33%)	266 (48%)	325 (66%)
Total	1,380 (100%)	355 (100%)	202 (100%)	142 (100%)	164 (100%)	238 (100%)	203 (100%)	76 (100%)	238 (100%)	549 (100%)	496 (100%)

Table 15: Purpose classification (To look something up) (Q12)

		Library							Age		
	Total	Geelong	Darebin	Ganna-warra	Casey-Cardinia	Eastern	Wyndham	Latrobe	18-24	35-54	55+
Main purpose	357 (26%)	74 (21%)	75 (37%)	36 (25%)	33 (20%)	49 (21%)	64 (32%)	26 (34%)	79 (33%)	129 (23%)	120 (24%)
Secondary purpose	358 (26%)	103 (29%)	58 (29%)	22 (15%)	43 (26%)	66 (28%)	47 (23%)	19 (25%)	75 (32%)	156 (28%)	101 (20%)
Not a purpose	665 (48%)	178 (50%)	69 (34%)	84 (59%)	88 (54%)	123 (52%)	92 (45%)	31 (41%)	84 (35%)	264 (48%)	275 (55%)
Total	1,380 (100%)	355 (100%)	202 (100%)	142 (100%)	164 (100%)	238 (100%)	203 (100%)	76 (100%)	238 (100%)	549 (100%)	496 (100%)

Table 16: Purpose classification (Social) (Q12)

		Library							Age		
	Total	Geelong	Darebin	Ganna-warra	Casey-Cardinia	Eastern	Wyndham	Latrobe	18-24	35-54	55+
Main purpose	146 (11%)	26 (7%)	36 (18%)	20 (14%)	13 (8%)	24 (10%)	17 (8%)	10 (13%)	32 (13%)	54 (10%)	43 (9%)
Secondary purpose	229 (17%)	57 (16%)	30 (15%)	30 (21%)	18 (11%)	49 (21%)	28 (14%)	17 (22%)	60 (25%)	94 (17%)	60 (12%)
Not a purpose	1,005 (73%)	272 (77%)	136 (67%)	92 (65%)	133 (81%)	165 (69%)	158 (78%)	49 (64%)	146 (61%)	401 (73%)	393 (79%)
Total	1,380 (100%)	355 (100%)	202 (100%)	142 (100%)	164 (100%)	238 (100%)	203 (100%)	76 (100%)	238 (100%)	549 (100%)	496 (100%)

*Single and **double asterisks denote significance at five and one percent levels to the overall mean.

Table 17: Purpose classification (Accompanying others) (Q12)

	Total	Library							Age		
		Geelong	Darebin	Ganna-warra	Casey-Cardinia	Eastern	Wyndham	Latrobe	18-24	35-54	55+
Main purpose	153 (11%)	27 (8%)	40 (20%)	12 (8%)	17 (10%)	23 (10%)	20 (10%)	14 (18%)	38 (16%)	65 (12%)	29 (6%)
Secondary purpose	206 (15%)	55 (15%)	34 (17%)	19 (13%)	25 (15%)	34 (14%)	29 (14%)	10 (13%)	51 (21%)	107 (19%)	33 (7%)
Not a purpose	1,021 (74%)	273 (77%)	128 (63%)	111 (78%)	122 (74%)	181 (76%)	154 (76%)	52 (68%)	149 (63%)	377 (69%)	434 (88%)
Total	1,380 (100%)	355 (100%)	202 (100%)	142 (100%)	164 (100%)	238 (100%)	203 (100%)	76 (100%)	238 (100%)	549 (100%)	496 (100%)

Table 18: Intended library activities this visit (Q13)

	Total	Library							Age		
		Geelong	Darebin	Ganna-warra	Casey-Cardinia	Eastern	Wyndham	Latrobe	18-24	35-54	55+
Read, watch or listen to library materials	3,550 (257%)	856 (241%)	509 (252%)	363 (256%)	420 (256%)	690 (290%)	514 (253%)	198 (261%)	671 (282%)	1,449 (264%)	1,139 (230%)
Borrow books or other print materials	1,185 (86%)	316 (89%)	153 (76%)	127 (89%)	138 (84%)	219 (92%)	162 (80%)	70 (92%)	190 (80%)	484 (88%)	437 (88%)
Borrow videos, CDs or DVDs	761 (55%)	211 (59%)	90 (45%)	65 (46%)	100 (61%)	166 (70%)	89 (44%)	40 (53%)	137 (58%)	342 (62%)	224 (45%)
Access the internet	289 (21%)	49 (14%)	65 (32%)	46 (32%)	32 (20%)	43 (18%)	42 (21%)	12 (16%)	83 (35%)	107 (19%)	63 (13%)
Use reference materials	263 (19%)	53 (15%)	47 (23%)	29 (20%)	29 (18%)	44 (18%)	42 (21%)	19 (25%)	52 (22%)	91 (17%)	98 (20%)
Seek staff assistance with reference enquiries	250 (18%)	67 (19%)	25 (12%)	31 (22%)	33 (20%)	58 (24%)	24 (12%)	12 (16%)	39 (16%)	100 (18%)	95 (19%)
Use the computers for other purposes	146 (11%)	26 (7%)	35 (17%)	18 (13%)	12 (7%)	25 (11%)	26 (13%)	4 (5%)	32 (13%)	56 (10%)	40 (8%)
Attend a program, event or activity	128 (9%)	22 (6%)	15 (7%)	12 (8%)	10 (6%)	33 (14%)	27 (13%)	9 (12%)	29 (12%)	59 (11%)	30 (6%)
Use a study desk/meeting room	110 (8%)	16 (5%)	21 (10%)	8 (6%)	15 (9%)	18 (8%)	25 (12%)	7 (9%)	29 (12%)	31 (6%)	31 (6%)
Meet socially with friends	74 (5%)	13 (4%)	15 (7%)	4 (3%)	9 (5%)	17 (7%)	10 (5%)	6 (8%)	9 (4%)	34 (6%)	19 (4%)
Attend a civic/community meeting	24 (2%)	5 (1%)	4 (2%)	2 (1%)	4 (2%)	4 (2%)	2 (1%)	3 (4%)	–	15 (3%)	7 (1%)
Actual respondents	1,380 (100%)	355 (100%)	202 (100%)	142 (100%)	164 (100%)	238 (100%)	203 (100%)	76 (100%)	238 (100%)	549 (100%)	496 (100%)

*Single and **double asterisks denote significance at five and one percent levels to the overall mean.

Table 19: Satisfaction rating (Q15)

	5	4	3	2	1	Total
Overall service	981 (72%)	95 (22%)	63 (5%)	13 (1%)	10 (1%)	1,362 (100%)
Collection	594 (48%)	379 (31%)	206 (17%)	40 (3%)	18 (1%)	1,237 (100%)
Computers	380 (43%)	278 (31%)	166 (19%)	41 (5%)	19 (2%)	884 (100%)
Desks/meeting rooms	301 (38%)	206 (26%)	174 (22%)	68 (9%)	41 (5%)	790 (100%)
Amenity of the building	541 (46%)	356 (30%)	191 (16%)	47 (4%)	42 (4%)	1,177 (100%)
Staff assistance	996 (75%)	238 (18%)	53 (4%)	28 (2%)	19 (1%)	1,334 (100%)

Table 20: Satisfaction rating (Overall service) (Q15)

	Total	Library							Age		
		Geelong	Darebin	Ganna-warra	Casey-Cardinia	Eastern	Wyndham	Latrobe	18-24	35-54	55+
5	981 (72%)	260 (74%)	124 (64%)	121 (86%)	121 (74%)	186 (78%)	140 (71%)	29 (39%)	143 (61%)	381 (70%)	392 (80%)
4	295 (22%)	74 (21%)	48 (25%)	17 (12%)	39 (24%)	42 (18%)	48 (24%)	27 (36%)	69 (29%)	137 (25%)	69 (14%)
3	63 (5%)	14 (4%)	14 (7%)	1 (1%)	3 (2%)	7 (3%)	9 (5%)	15 (20%)	18 (8%)	16 (3%)	22 (4%)
2	13 (1%)	2 (1%)	3 (2%)	1 (1%)	1 (1%)	2 (1%)	1 (1%)	3 (4%)	2 (1%)	4 (1%)	6 (1%)
1	10 (1%)	2 (1%)	6 (3%)	–	–	1 (*)	–	1 (1%)	3 (1%)	4 (1%)	2 (*)
Mean score	4.6	4.7	4.4**	4.8**	4.7	4.7*	4.7	4.1**	4.5**	4.6	4.7**
Total	1,362 (100%)	352 (100%)	195 (100%)	140 (100%)	164 (100%)	238 (100%)	198 (100%)	75 (100%)	235 (100%)	542 (100%)	491 (100%)

Table 21: Satisfaction rating (Collection) (Q15)

	Total	Library							Age		
		Geelong	Darebin	Ganna-warra	Casey-Cardinia	Eastern	Wyndham	Latrobe	18-24	35-54	55+
5	594 (48%)	178 (53%)	77 (43%)	63 (54%)	77 (52%)	99 (46%)	87 (50%)	13 (18%)	79 (34%)	235 (47%)	233 (56%)
4	379 (31%)	90 (27%)	56 (31%)	41 (35%)	42 (29%)	69 (32%)	59 (34%)	22 (31%)	83 (36%)	160 (32%)	113 (27%)
3	206 (17%)	52 (16%)	36 (20%)	7 (6%)	24 (16%)	40 (19%)	21 (12%)	26 (37%)	53 (23%)	86 (17%)	50 (12%)
2	40 (3%)	7 (2%)	7 (4%)	3 (3%)	4 (3%)	4 (2%)	5 (3%)	10 (14%)	10 (4%)	15 (3%)	15 (4%)
1	18 (1%)	8 (2%)	5 (3%)	2 (2%)	–	1 (*)	2 (1%)	–	4 (2%)	7 (1%)	6 (1%)
Mean score	4.2	4.3	4.1*	4.4*	4.3	4.2	4.3	3.5**	4.0**	4.2	4.3**
Total	790 (100%)	189 (100%)	130 (100%)	84 (100%)	83 (100%)	136 (100%)	120 (100%)	48 (100%)	175 (100%)	319 (100%)	234 (100%)

*Single and **double asterisks denote significance at five and one percent levels to the overall mean.

Table 22: Satisfaction rating (Computers) (Q15)

	Library								Age		
	Total	Geelong	Darebin	Ganna-warra	Casey-Cardinia	Eastern	Wyndham	Latrobe	18-24	35-54	55+
5	380 (43%)	85 (39%)	63 (40%)	57 (67%)	45 (45%)	57 (39%)	63 (49%)	10 (20%)	74 (38%)	153 (41%)	115 (49%)
4	278 (31%)	71 (33%)	48 (31%)	15 (18%)	41 (41%)	57 (39%)	32 (25%)	14 (27%)	61 (31%)	132 (35%)	70 (30%)
3	166 (19%)	43 (20%)	33 (21%)	9 (11%)	10 (10%)	27 (18%)	28 (22%)	16 (31%)	47 (24%)	70 (19%)	32 (14%)
2	41 (5%)	10 (5%)	6 (4%)	2 (2%)	3 (3%)	4 (3%)	5 (4%)	11 (22%)	10 (5%)	16 (4%)	11 (5%)
1	19 (2%)	7 (3%)	7 (4%)	2 (2%)	1 (1%)	1 (1%)	1 (1%)	–	3 (2%)	5 (1%)	9 (4%)
Mean score	4.1	4.0	4.0	4.4**	4.3	4.1	4.2	3.5**	4.0	4.1	4.1
Total	884 (100%)	216 (100%)	157 (100%)	85 (100%)	100 (100%)	146 (100%)	129 (100%)	51 (100%)	195 (100%)	376 (100%)	237 (100%)

Table 23: Satisfaction rating (Desks/meeting rooms) (Q15)

	Library								Age		
	Total	Geelong	Darebin	Ganna-warra	Casey-Cardinia	Eastern	Wyndham	Latrobe	18-24	35-54	55+
5	301 (38%)	58 (31%)	44 (34%)	50 (60%)	31 (37%)	51 (38%)	59 (49%)	8 (17%)	57 (33%)	114 (36%)	103 (44%)
4	206 (26%)	45 (24%)	33 (25%)	16 (19%)	24 (29%)	42 (31%)	33 (28%)	13 (27%)	41 (23%)	88 (28%)	64 (27%)
3	174 (22%)	42 (22%)	30 (23%)	14 (17%)	19 (23%)	33 (24%)	21 (18%)	15 (31%)	50 (29%)	76 (24%)	34 (15%)
2	68 (9%)	26 (14%)	12 (9%)	1 (1%)	7 (8%)	7 (5%)	5 (4%)	10 (21%)	22 (13%)	24 (8%)	15 (6%)
1	41 (5%)	18 (10%)	11 (8%)	3 (4%)	2 (2%)	3 (2%)	2 (2%)	2 (4%)	5 (3%)	17 (5%)	18 (8%)
Mean score	3.8	3.5**	3.7	4.3**	3.9	4.0	4.2**	3.3**	3.7	3.8	3.9
Total	790 (100%)	189 (100%)	130 (100%)	84 (100%)	83 (100%)	136 (100%)	120 (100%)	48 (100%)	175 (100%)	319 (100%)	234 (100%)

*Single and **double asterisks denote significance at five and one percent levels to the overall mean.

Table 24: Satisfaction rating (Amenity of the building) (Q15)

	Library								Age		
	Total	Geelong	Darebin	Ganna-warra	Casey-Cardinia	Eastern	Wyndham	Latrobe	18-24	35-54	55+
5	541 (46%)	117 (39%)	81 (45%)	69 (68%)	57 (40%)	107 (51%)	89 (53%)	21 (30%)	85 (40%)	203 (41%)	212 (55%)
4	356 (30%)	83 (27%)	53 (30%)	23 (23%)	57 (40%)	59 (28%)	52 (31%)	29 (41%)	69 (33%)	167 (34%)	94 (24%)
3	191 (16%)	64 (21%)	28 (16%)	6 (6%)	20 (14%)	36 (17%)	23 (14%)	14 (20%)	41 (19%)	86 (17%)	50 (13%)
2	47 (4%)	18 (6%)	8 (4%)	2 (2%)	5 (4%)	7 (3%)	2 (1%)	5 (7%)	8 (4%)	23 (5%)	15 (4%)
1	42 (4%)	21 (7%)	9 (5%)	2 (2%)	3 (2%)	2 (1%)	3 (2%)	2 (3%)	9 (4%)	14 (3%)	16 (4%)
Mean score	4.1	3.8**	4.1	4.5**	4.1	4.2*	4.3**	3.9*	4.0	4.1	4.2*
Total	1,177 (100%)	303 (100%)	179 (100%)	102 (100%)	142 (100%)	211 (100%)	169 (100%)	71 (100%)	212 (100%)	493 (100%)	387 (100%)

Table 25: Satisfaction rating (Staff assistance) (Q15)

	Library								Age		
	Total	Geelong	Darebin	Ganna-warra	Casey-Cardinia	Eastern	Wyndham	Latrobe	18-24	35-54	55+
5	996 (75%)	268 (77%)	122 (64%)	123 (90%)	119 (75%)	179 (76%)	154 (80%)	31 (43%)	146 (64%)	393 (73%)	394 (83%)
4	238 (18%)	63 (18%)	40 (21%)	11 (8%)	34 (22%)	45 (19%)	30 (16%)	15 (21%)	53 (23%)	115 (21%)	53 (11%)
3	53 (4%)	9 (3%)	16 (8%)	2 (1%)	3 (2%)	8 (3%)	6 (3%)	9 (13%)	18 (8%)	14 (3%)	15 (3%)
2	28 (2%)	5 (1%)	5 (3%)	–	2 (1%)	4 (2%)	3 (2%)	9 (13%)	8 (3%)	8 (1%)	7 (1%)
1	19 (1%)	2 (1%)	9 (5%)	–	–	–	–	8 (11%)	4 (2%)	7 (1%)	6 (1%)
Mean score	4.6	4.7*	4.4**	4.9**	4.7	4.7	4.7*	3.7**	4.4**	4.6	4.7**
Total	1,334 (100%)	347 (100%)	192 (100%)	136 (100%)	158 (100%)	236 (100%)	193 (100%)	72 (100%)	229 (100%)	537 (100%)	475 (100%)

*Single and **double asterisks denote significance at five and one percent levels to the overall mean.

Table 26: Reasons for this visit (Q16)

	Total	Library							Age		
		Geelong	Darebin	Ganna-warra	Casey-Cardinia	Eastern	Wyndham	Latrobe	18-24	35-54	55+
The library has an extensive range of materials	916 (66%)	244 (69%)	115 (57%)	94 (66%)	121 (74%)	166 (70%)	132 (65%)	44 (58%)	134 (56%)	381 (69%)	338 (68%)
Professional staff support is available	462 (34%)	104 (29%)	49 (24%)	73 (51%)	55 (34%)	99 (42%)	64 (32%)	18 (24%)	48 (20%)	176 (32%)	214 (43%)
You enjoy the atmosphere	633 (46%)	141 (40%)	84 (42%)	77 (54%)	78 (48%)	127 (53%)	92 (46%)	34 (45%)	119 (50%)	250 (46%)	225 (45%)
It saved you time	176 (13%)	44 (12%)	33 (16%)	9 (6%)	21 (13%)	41 (17%)	19 (9%)	9 (12%)	38 (16%)	76 (14%)	47 (9%)
It saved you money	466 (34%)	144 (41%)	68 (34%)	28 (20%)	51 (31%)	95 (40%)	57 (28%)	23 (30%)	94 (39%)	226 (41%)	116 (23%)
Other	388 (28%)	91 (26%)	53 (26%)	33 (23%)	45 (27%)	76 (32%)	61 (30%)	29 (38%)	64 (27%)	143 (26%)	149 (30%)
Total	3,041 (221%)	768 (216%)	402 (199%)	314 (221%)	371 (226%)	604 (254%)	425 (210%)	157 (207%)	497 (209%)	1,252 (228%)	1,089 (220%)
Actual respondents	1,379 (100%)	355 (100%)	202 (100%)	142 (100%)	164 (100%)	238 (100%)	202 (100%)	76 (100%)	238 (100%)	549 (100%)	496 (100%)

Table 27: Time saved in today's visit (Q17A)

	Total	Library							Age		
		Geelong	Darebin	Ganna-warra	Casey-Cardinia	Eastern	Wyndham	Latrobe	18-24	35-54	55+
Less half an hour	82 (47%)	19 (43%)	14 (42%)	5 (56%)	15 (71%)	18 (44%)	6 (32%)	5 (56%)	17 (45%)	33 (43%)	22 (7%)
Half an hour to one hour	68 (39%)	20 (45%)	12 (36%)	3 (33%)	5 (24%)	16 (39%)	9 (47%)	3 (33%)	14 (37%)	33 (43%)	19 (40%)
One to one and half an hour	3 (2%)	–	–	–	–	2 (5%)	1 (5%)	–	1 (3%)	–	2 (4%)
One and half an hour to two hours	10 (6%)	3 (7%)	4 (12%)	–	–	2 (5%)	1 (5%)	–	3 (8%)	4 (5%)	2 (4%)
More than two hours	13 (7%)	2 (5%)	3 (9%)	1 (11%)	1 (5%)	3 (7%)	2 (11%)	1 (11%)	3 (8%)	6 (8%)	2 (4%)
Mean score	69.3	56.1	89.1	53.7	52.7	57.3	72.9	156.0	65.3	53.6	94.1
Total	176 (100%)	44 (100%)	33 (100%)	9 (100%)	21 (100%)	41 (100%)	19 (100%)	9 (100%)	38 (100%)	76 (100%)	47 (100%)

*Single and **double asterisks denote significance at five and one percent levels to the overall mean.

Table 28: Money saved in today's visit (Q17B)

		Library							Age		
	Total	Geelong	Darebin	Ganna-warra	Casey-Cardinia	Eastern	Wyndham	Latrobe	18-24	35-54	55+
Less than \$20	179 (38%)	37 (26%)	31 (46%)	12 (43%)	22 (43%)	36 (38%)	31 (54%)	10 (43%)	36 (38%)	75 (33%)	49 (42%)
\$20-50	165 (35%)	58 (40%)	25 (37%)	9 (32%)	19 (37%)	31 (33%)	15 (26%)	8 (35%)	42 (45%)	78 (35%)	37 (32%)
\$51-100	70 (15%)	31 (22%)	8 (12%)	7 (25%)	5 (10%)	12 (13%)	5 (9%)	2 (9%)	8 (9%)	39 (17%)	23 (20%)
\$101-150	14 (3%)	7 (5%)	-	-	2 (4%)	4 (4%)	1 (2%)	-	2 (2%)	10 (4%)	2 (2%)
More than \$150	38 (8%)	11 (8%)	4 (6%)	-	3 (6%)	12 (13%)	5 (9%)	3 (13%)	6 (6%)	24 (11%)	5 (4%)
Mean score	69.5	67.7	50.2	48.8	54.3	97.7**	64.7	96.6	59.2	81.6*	53.5
Total	466 (100%)	144 (100%)	68 (100%)	28 (100%)	51 (100%)	95 (100%)	57 (100%)	23 (100%)	94 (100%)	226 (100%)	116 (100%)

*Single and **double asterisks denote significance at five and one percent levels to the overall mean.

Table 29: Opinion personal benefits (Q20)

	Major benefit	Minor benefit	Not a benefit	Total
Supported my involvement in educational courses	362 (26%)	340 (25%)	677 (49%)	1,380 (100%)
Supported my children's early (0–5 years) development	437 (32%)	110 (8%)	832 (60%)	1,380 (100%)
Supported my children's education	463 (34%)	183 (13%)	733 (53%)	1,380 (100%)
Facilitated my pursuit of (informal) lifelong learning	715 (52%)	366 (27%)	298 (22%)	1,380 (100%)
Helped me to develop English language skills	142 (10%)	161 (12%)	1,076 (78%)	1,380 (100%)
Clarified my understanding of legal or medical information	181 (13%)	323 (23%)	875 (63%)	1,380 (100%)
Helped me accomplish tasks and/or achieve goals	449 (33%)	420 (30%)	510 (37%)	1,380 (100%)
Contributed to enjoyable and meaningful pastimes	1,056 (77%)	196 (14%)	127 (9%)	1,380 (100%)
Helped me get a new job or promotion	142 (10%)	192 (14%)	1,045 (76%)	1,380 (100%)
Made me more productive in my job	177 (13%)	241 (17%)	961 (70%)	1,380 (100%)
Helped me improve or start a business	86 (6%)	109 (8%)	1,184 (86%)	1,380 (100%)
Fostered my sense of community or belonging	384 (28%)	475 (34%)	520 (38%)	1,380 (100%)
Helped me get information I could not get elsewhere	639 (46%)	386 (28%)	354 (26%)	1,380 (100%)
Helped me pursue hobbies and interests	894 (65%)	279 (20%)	206 (15%)	1,380 (100%)

*Single and **double asterisks denote significance at five and one percent levels to the overall mean.

Table 30: Opinion (Supported my involvement in educational courses) (Q20)

		Library							Age		
	Total	Geelong	Darebin	Ganna-warra	Casey-Cardinia	Eastern	Wyndham	Latrobe	18-24	35-54	55+
Major benefit	362 (26%)	72 (20%)	67 (33%)	31 (22%)	43 (26%)	59 (25%)	66 (33%)	24 (32%)	101 (42%)	153 (28%)	77 (16%)
Minor benefit	340 (25%)	95 (27%)	60 (30%)	29 (20%)	40 (24%)	55 (23%)	40 (20%)	21 (28%)	63 (26%)	168 (31%)	86 (17%)
Not a benefit	677 (49%)	188 (53%)	75 (37%)	82 (58%)	81 (49%)	124 (52%)	96 (48%)	31 (41%)	74 (31%)	228 (42%)	333 (67%)
Total	1,379 (100%)	355 (100%)	202 (100%)	142 (100%)	164 (100%)	238 (100%)	202 (100%)	76 (100%)	238 (100%)	549 (100%)	496 (100%)

Table 31: Opinion (Supported my children's early (0-5 years) development) (Q20)

		Library							Age		
	Total	Geelong	Darebin	Ganna-warra	Casey-Cardinia	Eastern	Wyndham	Latrobe	18-24	35-54	55+
Major benefit	437 (32%)	106 (30%)	68 (34%)	37 (26%)	47 (29%)	80 (34%)	73 (36%)	26 (34%)	88 (37%)	259 (47%)	70 (14%)
Minor benefit	110 (8%)	31 (9%)	22 (11%)	11 (8%)	15 (9%)	13 (5%)	11 (5%)	7 (9%)	25 (11%)	53 (10%)	27 (5%)
Not a benefit	832 (60%)	218 (61%)	112 (55%)	94 (66%)	102 (62%)	145 (61%)	118 (58%)	43 (57%)	125 (53%)	237 (43%)	399 (80%)
Total	1,379 (100%)	355 (100%)	202 (100%)	142 (100%)	164 (100%)	238 (100%)	202 (100%)	76 (100%)	238 (100%)	549 (100%)	496 (100%)

Table 32: Opinion (Supported my children's education) (Q20)

		Library							Age		
	Total	Geelong	Darebin	Ganna-warra	Casey-Cardinia	Eastern	Wyndham	Latrobe	18-24	35-54	55+
Major benefit	463 (34%)	110 (31%)	67 (33%)	37 (26%)	51 (31%)	90 (38%)	83 (41%)	25 (33%)	78 (33%)	278 (51%)	86 (17%)
Minor benefit	183 (13%)	51 (14%)	25 (12%)	17 (12%)	28 (17%)	31 (13%)	18 (9%)	13 (17%)	31 (13%)	99 (18%)	40 (8%)
Not a benefit	733 (53%)	194 (55%)	110 (54%)	88 (62%)	85 (52%)	117 (49%)	101 (50%)	38 (50%)	129 (54%)	172 (31%)	370 (75%)
Total	1,379 (100%)	355 (100%)	202 (100%)	142 (100%)	164 (100%)	238 (100%)	202 (100%)	76 (100%)	238 (100%)	549 (100%)	496 (100%)

*Single and **double asterisks denote significance at five and one percent levels to the overall mean.

Table 33: Opinion (Facilitated my pursuit of [informal] lifelong learning) (Q20)

		Library							Age		
	Total	Geelong	Darebin	Ganna-warra	Casey-Cardinia	Eastern	Wyndham	Latrobe	18-24	35-54	55+
Major benefit	715 (52%)	190 (54%)	112 (55%)	59 (42%)	78 (48%)	138 (58%)	102 (50%)	36 (47%)	120 (50%)	303 (55%)	247 (50%)
Minor benefit	366 (27%)	98 (28%)	55 (27%)	40 (28%)	40 (24%)	57 (24%)	52 (26%)	24 (32%)	79 (33%)	161 (29%)	102 (21%)
Not a benefit	298 (22%)	67 (19%)	35 (17%)	43 (30%)	46 (28%)	43 (18%)	48 (24%)	16 (21%)	39 (16%)	85 (15%)	147 (30%)
Total	1,379 (100%)	355 (100%)	202 (100%)	142 (100%)	164 (100%)	238 (100%)	202 (100%)	76 (100%)	238 (100%)	549 (100%)	496 (100%)

Table 34: Opinion (Helped me to develop English language skills) (Q20)

		Library							Age		
	Total	Geelong	Darebin	Ganna-warra	Casey-Cardinia	Eastern	Wyndham	Latrobe	18-24	35-54	55+
Major benefit	142 (10%)	29 (8%)	38 (19%)	8 (6%)	15 (9%)	11 (5%)	32 (16%)	9 (12%)	41 (17%)	49 (9%)	32 (6%)
Minor benefit	161 (12%)	36 (10%)	30 (15%)	13 (9%)	19 (12%)	23 (10%)	29 (14%)	11 (14%)	44 (8%)	67 (2%)	37 (7%)
Not a benefit	1,076 (78%)	290 (82%)	134 (66%)	121 (85%)	130 (79%)	204 (86%)	141 (70%)	56 (74%)	153 (64%)	433 (79%)	427 (86%)
Total	1,379 (100%)	355 (100%)	202 (100%)	142 (100%)	164 (100%)	238 (100%)	202 (100%)	76 (100%)	238 (100%)	549 (100%)	496 (100%)

Table 35: Opinion (Clarified my understanding of legal or medical information) (Q20)

		Library							Age		
	Total	Geelong	Darebin	Ganna-warra	Casey-Cardinia	Eastern	Wyndham	Latrobe	18-24	35-54	55+
Major benefit	181 (13%)	34 (10%)	39 (19%)	15 (11%)	21 (13%)	26 (11%)	34 (17%)	12 (16%)	41 (17%)	68 (12%)	54 (11%)
Minor benefit	323 (23%)	91 (26%)	53 (26%)	29 (20%)	27 (16%)	62 (26%)	40 (20%)	21 (28%)	50 (21%)	159 (29%)	94 (19%)
Not a benefit	875 (63%)	230 (65%)	110 (54%)	98 (69%)	116 (71%)	150 (63%)	128 (63%)	43 (57%)	147 (62%)	322 (59%)	348 (70%)
Total	1,379 (100%)	355 (100%)	202 (100%)	142 (100%)	164 (100%)	238 (100%)	202 (100%)	76 (100%)	238 (100%)	549 (100%)	496 (100%)

*Single and **double asterisks denote significance at five and one percent levels to the overall mean.

Table 36: Opinion (Helped me accomplish tasks and/or achieve goals) (Q20)

		Library							Age		
	Total	Geelong	Darebin	Ganna-warra	Casey-Cardinia	Eastern	Wyndham	Latrobe	18-24	35-54	55+
Major benefit	449 (33%)	97 (27%)	78 (39%)	35 (25%)	51 (31%)	78 (33%)	83 (41%)	27 (36%)	102 (43%)	193 (35%)	112 (23%)
Minor benefit	420 (30%)	113 (32%)	65 (32%)	32 (23%)	51 (31%)	90 (38%)	47 (23%)	22 (29%)	83 (35%)	194 (35%)	123 (25%)
Not a benefit	510 (37%)	145 (41%)	59 (29%)	75 (53%)	62 (38%)	70 (29%)	72 (36%)	27 (36%)	53 (22%)	162 (30%)	261 (53%)
Total	1,379 (100%)	355 (100%)	202 (100%)	142 (100%)	164 (100%)	238 (100%)	202 (100%)	76 (100%)	238 (100%)	549 (100%)	496 (100%)

Table 37: Opinion (Contributed to enjoyable and meaningful pastimes) (Q20)

		Library							Age		
	Total	Geelong	Darebin	Ganna-warra	Casey-Cardinia	Eastern	Wyndham	Latrobe	18-24	35-54	55+
Major benefit	1,056 (77%)	291 (82%)	134 (66%)	110 (77%)	125 (76%)	198 (83%)	146 (72%)	52 (68%)	167 (70%)	433 (79%)	395 (80%)
Minor benefit	196 (14%)	45 (13%)	45 (22%)	14 (10%)	21 (13%)	24 (10%)	33 (16%)	14 (18%)	52 (22%)	78 (14%)	46 (9%)
Not a benefit	127 (9%)	19 (5%)	23 (11%)	18 (13%)	18 (11%)	16 (7%)	23 (11%)	10 (13%)	19 (8%)	38 (7%)	55 (11%)
Total	1,379 (100%)	355 (100%)	202 (100%)	142 (100%)	164 (100%)	238 (100%)	202 (100%)	76 (100%)	238 (100%)	549 (100%)	496 (100%)

Table 38: Opinion (Helped me get a new job or promotion) (Q20)

		Library							Age		
	Total	Geelong	Darebin	Ganna-warra	Casey-Cardinia	Eastern	Wyndham	Latrobe	18-24	35-54	55+
Major benefit	142 (10%)	20 (6%)	32 (16%)	17 (12%)	20 (12%)	21 (9%)	26 (13%)	6 (8%)	38 (16%)	67 (12%)	23 (5%)
Minor benefit	192 (14%)	42 (12%)	44 (22%)	15 (11%)	11 (7%)	34 (14%)	32 (16%)	14 (18%)	50 (21%)	96 (17%)	34 (7%)
Not a benefit	1,045 (76%)	293 (83%)	126 (62%)	110 (77%)	133 (81%)	183 (77%)	144 (71%)	56 (74%)	150 (63%)	386 (70%)	439 (89%)
Total	1,379 (100%)	355 (100%)	202 (100%)	142 (100%)	164 (100%)	238 (100%)	202 (100%)	76 (100%)	238 (100%)	549 (100%)	496 (100%)

*Single and **double asterisks denote significance at five and one percent levels to the overall mean.

Table 39: Opinion (Made me more productive in my job) (Q20)

		Library							Age		
	Total	Geelong	Darebin	Ganna-warra	Casey-Cardinia	Eastern	Wyndham	Latrobe	18-24	35-54	55+
Major benefit	177 (13%)	40 (11%)	39 (19%)	14 (10%)	22 (13%)	28 (12%)	27 (13%)	7 (9%)	41 (17%)	86 (16%)	36 (7%)
Minor benefit	241 (17%)	57 (16%)	43 (21%)	21 (15%)	21 (13%)	39 (16%)	42 (21%)	18 (24%)	61 (26%)	119 (22%)	51 (10%)
Not a benefit	961 (70%)	258 (73%)	120 (59%)	107 (75%)	121 (74%)	171 (72%)	133 (66%)	51 (67%)	136 (57%)	344 (63%)	409 (82%)
Total	1,379 (100%)	355 (100%)	202 (100%)	142 (100%)	164 (100%)	238 (100%)	202 (100%)	76 (100%)	238 (100%)	549 (100%)	496 (100%)

Table 40: Opinion (Helped me improve or start a business) (Q20)

		Library							Age		
	Total	Geelong	Darebin	Ganna-warra	Casey-Cardinia	Eastern	Wyndham	Latrobe	18-24	35-54	55+
Major benefit	86 (6%)	14 (4%)	34 (17%)	7 (5%)	3 (2%)	13 (5%)	13 (6%)	2 (3%)	23 (10%)	32 (6%)	21 (4%)
Minor benefit	109 (8%)	24 (7%)	16 (8%)	15 (11%)	11 (7%)	14 (6%)	18 (9%)	11 (14%)	32 (13%)	57 (10%)	13 (3%)
Not a benefit	1,184 (86%)	317 (89%)	152 (75%)	120 (85%)	150 (91%)	211 (89%)	171 (85%)	63 (83%)	183 (77%)	460 (84%)	462 (93%)
Total	1,379 (100%)	355 (100%)	202 (100%)	142 (100%)	164 (100%)	238 (100%)	202 (100%)	76 (100%)	238 (100%)	549 (100%)	496 (100%)

Table 41: Opinion (Fostered my sense of community or belonging) (Q20)

		Library							Age		
	Total	Geelong	Darebin	Ganna-warra	Casey-Cardinia	Eastern	Wyndham	Latrobe	18-24	35-54	55+
Major benefit	384 (28%)	84 (24%)	64 (32%)	48 (34%)	35 (21%)	81 (34%)	52 (26%)	20 (26%)	59 (25%)	164 (30%)	136 (27%)
Minor benefit	475 (34%)	142 (40%)	73 (36%)	43 (30%)	55 (34%)	75 (32%)	57 (28%)	30 (39%)	95 (40%)	210 (38%)	142 (29%)
Not a benefit	520 (38%)	129 (36%)	65 (32%)	51 (36%)	74 (45%)	82 (34%)	93 (46%)	26 (34%)	84 (35%)	175 (32%)	218 (44%)
Total	1,379 (100%)	355 (100%)	202 (100%)	142 (100%)	164 (100%)	238 (100%)	202 (100%)	76 (100%)	238 (100%)	549 (100%)	496 (100%)

*Single and **double asterisks denote significance at five and one percent levels to the overall mean.

Table 42: Opinion (Helped me get information I could not get elsewhere) (Q20)

		Library							Age		
	Total	Geelong	Darebin	Ganna-warra	Casey-Cardinia	Eastern	Wyndham	Latrobe	18-24	35-54	55+
Major benefit	639 (46%)	152 (43%)	90 (45%)	71 (50%)	76 (46%)	123 (52%)	94 (47%)	33 (43%)	113 (47%)	258 (47%)	225 (45%)
Minor benefit	386 (28%)	105 (30%)	62 (31%)	27 (19%)	46 (28%)	67 (28%)	56 (28%)	23 (30%)	75 (32%)	173 (32%)	114 (23%)
Not a benefit	354 (26%)	98 (28%)	50 (25%)	44 (31%)	42 (26%)	48 (20%)	52 (26%)	20 (26%)	50 (21%)	118 (21%)	157 (32%)
Total	1,379 (100%)	355 (100%)	202 (100%)	142 (100%)	164 (100%)	238 (100%)	202 (100%)	76 (100%)	238 (100%)	549 (100%)	496 (100%)

Table 43: Opinion (Helped me pursue hobbies and interests) (Q20)

		Library							Age		
	Total	Geelong	Darebin	Ganna-warra	Casey-Cardinia	Eastern	Wyndham	Latrobe	18-24	35-54	55+
Major benefit	894 (65%)	248 (70%)	117 (58%)	77 (54%)	103 (63%)	183 (77%)	127 (63%)	39 (51%)	150 (63%)	379 (69%)	310 (63%)
Minor benefit	279 (20%)	62 (17%)	50 (25%)	31 (22%)	32 (20%)	39 (16%)	41 (20%)	24 (32%)	61 (26%)	115 (21%)	85 (17%)
Not a benefit	206 (15%)	45 (13%)	35 (17%)	34 (24%)	29 (18%)	16 (7%)	34 (17%)	13 (17%)	27 (11%)	55 (10%)	101 (20%)
Total	1,379 (100%)	355 (100%)	202 (100%)	142 (100%)	164 (100%)	238 (100%)	202 (100%)	76 (100%)	238 (100%)	549 (100%)	496 (100%)

Table 44: Importance of cultural contribution (Q21)

	Major benefit	Minor benefit	Not a benefit	Total
Maintain relevant collections	1,076 (78%)	163 (12%)	140 (10%)	1,380 (100%)
Maintain local history collections	878 (64%)	323 (23%)	178 (13%)	1,380 (100%)
Exhibit local artworks	510 (37%)	571 (41%)	298 (22%)	1,380 (100%)
Arrange talks by visiting authors	646 (47%)	459 (33%)	274 (20%)	1,380 (100%)
Arrange live performances by local musicians, dancers and actors	423 (31%)	539 (39%)	417 (30%)	1,380 (100%)
Arrange multicultural activities	508 (37%)	491 (36%)	380 (28%)	1,380 (100%)

*Single and **double asterisks denote significance at five and one percent levels to the overall mean.

Table 45: Importance (Maintain relevant collections) (Q21)

	Total	Library							Age		
		Geelong	Darebin	Ganna-warra	Casey-Cardinia	Eastern	Wyndham	Latrobe	18-24	35-54	55+
Major benefit	1,076 (78%)	306 (86%)	150 (74%)	109 (77%)	119 (73%)	189 (79%)	139 (69%)	64 (84%)	178 (75%)	438 (80%)	397 (80%)
Minor benefit	163 (12%)	25 (7%)	34 (17%)	14 (10%)	25 (15%)	28 (12%)	30 (15%)	7 (9%)	37 (16%)	71 (13%)	41 (8%)
Not a benefit	140 (10%)	24 (7%)	18 (9%)	19 (13%)	20 (12%)	21 (9%)	33 (16%)	5 (7%)	23 (10%)	40 (7%)	58 (12%)
Total	1,379 (100%)	355 (100%)	202 (100%)	142 (100%)	164 (100%)	238 (100%)	202 (100%)	76 (100%)	238 (100%)	549 (100%)	496 (100%)

Table 46: Importance (Maintain local history collections) (Q21)

	Total	Library							Age		
		Geelong	Darebin	Ganna-warra	Casey-Cardinia	Eastern	Wyndham	Latrobe	18-24	35-54	55+
Major benefit	878 (64%)	233 (66%)	128 (63%)	98 (69%)	88 (54%)	160 (67%)	117 (58%)	54 (71%)	123 (52%)	365 (66%)	341 (69%)
Minor benefit	323 (23%)	85 (24%)	47 (23%)	23 (16%)	48 (29%)	58 (24%)	46 (23%)	16 (21%)	76 (32%)	135 (25%)	85 (17%)
Not a benefit	178 (13%)	37 (10%)	27 (13%)	21 (15%)	28 (17%)	20 (8%)	39 (19%)	6 (8%)	39 (16%)	49 (9%)	70 (14%)
Total	1,379 (100%)	355 (100%)	202 (100%)	142 (100%)	164 (100%)	238 (100%)	202 (100%)	76 (100%)	238 (100%)	549 (100%)	496 (100%)

Table 47: Importance (Exhibit local artworks) (Q21)

	Total	Library							Age		
		Geelong	Darebin	Ganna-warra	Casey-Cardinia	Eastern	Wyndham	Latrobe	18-24	35-54	55+
Major benefit	510 (37%)	118 (33%)	92 (46%)	72 (51%)	48 (29%)	92 (39%)	65 (32%)	23 (30%)	90 (38%)	195 (36%)	193 (39%)
Minor benefit	571 (41%)	165 (46%)	72 (36%)	38 (27%)	74 (45%)	107 (45%)	84 (42%)	31 (41%)	88 (37%)	268 (49%)	183 (37%)
Not a benefit	298 (22%)	72 (20%)	38 (19%)	32 (23%)	42 (26%)	39 (16%)	53 (26%)	22 (29%)	60 (25%)	86 (16%)	120 (24%)
Total	1,379 (100%)	355 (100%)	202 (100%)	142 (100%)	164 (100%)	238 (100%)	202 (100%)	76 (100%)	238 (100%)	549 (100%)	496 (100%)

*Single and **double asterisks denote significance at five and one percent levels to the overall mean.

Table 48: Importance (Arrange talks by visiting authors) (Q21)

		Library							Age		
	Total	Geelong	Darebin	Ganna-warra	Casey-Cardinia	Eastern	Wyndham	Latrobe	18-24	35-54	55+
Major benefit	646 (47%)	195 (55%)	95 (47%)	46 (32%)	67 (41%)	134 (56%)	80 (40%)	29 (38%)	108 (45%)	277 (50%)	219 (44%)
Minor benefit	459 (33%)	113 (32%)	70 (35%)	52 (37%)	63 (38%)	71 (30%)	57 (28%)	33 (43%)	76 (32%)	199 (36%)	157 (32%)
Not a benefit	274 (20%)	47 (13%)	37 (18%)	44 (31%)	34 (21%)	33 (14%)	65 (32%)	14 (18%)	54 (23%)	73 (13%)	120 (24%)
Total	1,379 (100%)	355 (100%)	202 (100%)	142 (100%)	164 (100%)	238 (100%)	202 (100%)	76 (100%)	238 (100%)	549 (100%)	496 (100%)

Table 49: Importance (Arrange live performances by local musicians, dancers and actors) (Q21)

		Library							Age		
	Total	Geelong	Darebin	Ganna-warra	Casey-Cardinia	Eastern	Wyndham	Latrobe	18-24	35-54	55+
Major benefit	423 (31%)	100 (28%)	81 (40%)	37 (26%)	48 (29%)	76 (32%)	63 (31%)	18 (24%)	93 (39%)	174 (32%)	133 (27%)
Minor benefit	539 (39%)	151 (43%)	73 (36%)	45 (32%)	70 (43%)	99 (42%)	71 (35%)	30 (39%)	76 (32%)	247 (45%)	182 (37%)
Not a benefit	417 (30%)	104 (29%)	48 (24%)	60 (42%)	46 (28%)	63 (26%)	68 (34%)	28 (37%)	69 (29%)	128 (23%)	181 (36%)
Total	1,379 (100%)	355 (100%)	202 (100%)	142 (100%)	164 (100%)	238 (100%)	202 (100%)	76 (100%)	238 (100%)	549 (100%)	496 (100%)

Table 50: Importance (Arrange multicultural activities) (Q21)

		Library							Age		
	Total	Geelong	Darebin	Ganna-warra	Casey-Cardinia	Eastern	Wyndham	Latrobe	18-24	35-54	55+
Major benefit	508 (37%)	124 (35%)	102 (50%)	38 (27%)	55 (34%)	92 (39%)	75 (37%)	22 (29%)	105 (44%)	216 (39%)	157 (32%)
Minor benefit	491 (36%)	140 (39%)	55 (27%)	43 (30%)	64 (39%)	91 (38%)	66 (33%)	32 (42%)	76 (32%)	222 (40%)	164 (33%)
Not a benefit	380 (28%)	91 (26%)	45 (22%)	61 (43%)	45 (27%)	55 (23%)	61 (30%)	22 (29%)	57 (24%)	111 (20%)	175 (35%)
Total	1,379 (100%)	355 (100%)	202 (100%)	142 (100%)	164 (100%)	238 (100%)	202 (100%)	76 (100%)	238 (100%)	549 (100%)	496 (100%)

*Single and **double asterisks denote significance at five and one percent levels to the overall mean.

Table 51: Purchases prompted by library service (Q22)

		Library							Age		
	Total	Geelong	Darebin	Ganna-warra	Casey-Cardinia	Eastern	Wyndham	Latrobe	18–24	35–54	55+
Yes	578 (42%)	168 (47%)	85 (42%)	43 (30%)	57 (35%)	123 (52%)	76 (38%)	26 (34%)	92 (39%)	274 (50%)	180 (36%)
No	801 (58%)	187 (53%)	117 (58%)	99 (70%)	107 (65%)	115 (48%)	126 (62%)	50 (66%)	146 (61%)	275 (50%)	316 (64%)
Total	1,379 (100%)	355 (100%)	202 (100%)	142 (100%)	164 (100%)	238 (100%)	202 (100%)	76 (100%)	238 (100%)	549 (100%)	496 (100%)

Table 52: Purchase type (Q23)

		Library							Age		
	Total	Geelong	Darebin	Ganna-warra	Casey-Cardinia	Eastern	Wyndham	Latrobe	18–24	35–54	55+
Book, magazine, CD, DVD, etc.	524 (91%)	156 (93%)	72 (87%)	38 (88%)	49 (88%)	115 (93%)	69 (91%)	25 (96%)	82 (90%)	254 (93%)	160 (89%)
Membership, tuition, courses, etc.	87 (15%)	18 (11%)	13 (16%)	6 (14%)	7 (13%)	25 (20%)	9 (12%)	9 (35%)	18 (20%)	41 (15%)	25 (14%)
Equipment, computer, camera, etc.	108 (19%)	29 (17%)	11 (13%)	7 (16%)	13 (23%)	25 (20%)	18 (24%)	5 (19%)	20 (22%)	47 (17%)	37 (21%)
Other	762 (133%)	219 (130%)	104 (125%)	55 (128%)	70 (125%)	173 (141%)	100 (132%)	41 (158%)	128 (141%)	361 (133%)	235 (131%)
Total	575 (100%)	168 (100%)	83 (100%)	43 (100%)	56 (100%)	123 (100%)	76 (100%)	26 (100%)	91 (100%)	272 (100%)	180 (100%)

Table 53: Money spent (Q24)

		Library							Age		
	Total	Geelong	Darebin	Ganna-warra	Casey-Cardinia	Eastern	Wyndham	Latrobe	18–24	35–54	55+
Under \$50	188 (35%)	49 (31%)	38 (48%)	18 (46%)	14 (27%)	36 (32%)	26 (37%)	7 (30%)	41 (47%)	71 (28%)	61 (37%)
\$50–100	136 (26%)	42 (27%)	18 (23%)	9 (23%)	12 (23%)	32 (29%)	19 (27%)	4 (17%)	15 (17%)	74 (29%)	41 (25%)
\$101–200	76 (14%)	25 (16%)	9 (11%)	6 (15%)	11 (21%)	13 (12%)	9 (13%)	3 (13%)	12 (14%)	39 (15%)	24 (14%)
\$201–300	30 (6%)	8 (5%)	3 (4%)	3 (8%)	4 (8%)	8 (7%)	1 (1%)	3 (13%)	4 (5%)	14 (6%)	10 (6%)
More than \$300	103 (19%)	33 (21%)	12 (15%)	3 (8%)	11 (21%)	23 (21%)	15 (21%)	6 (26%)	15 (17%)	55 (22%)	31 (19%)
Mean score	289.1	278.0	211.3	107.6	266.4	371.1	298.7	549.5*	341.6	261.6	341.0
Total	533 (100%)	157 (100%)	80 (100%)	39 (100%)	52 (100%)	112 (100%)	70 (100%)	23 (100%)	87 (100%)	253 (100%)	167 (100%)

*Single and **double asterisks denote significance at five and one percent levels to the overall mean.

Table 54: Importance of cultural contributions (Q25)

	Very Important	Important	Not important	Don't know	Total
Being a safe and pleasant place to visit	1,188 (86%)	165 (12%)	6 (*%)	20 (1%)	1,380 (100%)
Encouraging responsible social behaviour	877 (64%)	386 (28%)	40 (3%)	76 (6%)	1,380 (100%)
Facilitating lifelong learning	1,053 (76%)	245 (18%)	22 (2%)	59 (4%)	1,380 (100%)
Providing information about community events	657 (48%)	568 (41%)	69 (5%)	85 (6%)	1,380 (100%)
Acting as a source of government information	440 (32%)	605 (44%)	190 (14%)	144 (10%)	1,380 (100%)
Supporting local culture and the arts	551 (40%)	585 (42%)	130 (9%)	113 (8%)	1,380 (100%)
Providing public meeting spaces	529 (38%)	553 (40%)	160 (12%)	137 (10%)	1,380 (100%)
Facilitating job or career planning	416 (30%)	586 (42%)	157 (11%)	220 (16%)	1,380 (100%)
Promoting and encouraging (language and computer) literacy	706 (51%)	474 (34%)	62 (4%)	137 (10%)	1,380 (100%)
Ensuring access to the internet for all	530 (38%)	515 (37%)	127 (9%)	207 (15%)	1,380 (100%)
Recognising the demand for non-English language materials	963 (70%)	295 (21%)	39 (3%)	82 (6%)	1,380 (100%)
Attracting new businesses to the community	315 (23%)	490 (36%)	281 (20%)	293 (21%)	1,380 (100%)
Supporting local businesses	8,651 (48%)	5,950 (33%)	1,494 (8%)	1,832 (10%)	1,7940 (100%)

*Single and **double asterisks denote significance at five and one percent levels to the overall mean.

Table 55: Importance (Being a safe and pleasant place to visit) (Q25)

	Library								Age		
	Total	Geelong	Darebin	Ganna-warra	Casey-Cardinia	Eastern	Wyndham	Latrobe	18-24	35-54	55+
Very important	1,188 (87%)	312 (88%)	155 (80%)	125 (91%)	141 (87%)	211 (89%)	176 (88%)	68 (91%)	200 (85%)	475 (87%)	434 (89%)
Important	165 (12%)	39 (11%)	36 (19%)	12 (9%)	22 (13%)	26 (11%)	23 (12%)	7 (9%)	32 (14%)	69 (13%)	52 (11%)
Not important	6 (*%)	4 (1%)	2 (1%)	–	–	–	–	–	2 (1%)	–	3 (1%)
Total	1,359 (100%)	355 (100%)	193 (100%)	137 (100%)	163 (100%)	237 (100%)	199 (100%)	75 (100%)	234 (100%)	544 (100%)	489 (100%)

Table 56: Importance (Encouraging responsible social behaviour) (Q25)

	Library								Age		
	Total	Geelong	Darebin	Ganna-warra	Casey-Cardinia	Eastern	Wyndham	Latrobe	18-24	35-54	55+
Very important	877 (67%)	214 (63%)	123 (66%)	96 (75%)	107 (69%)	149 (65%)	142 (75%)	46 (65%)	153 (67%)	355 (66%)	315 (70%)
Important	386 (30%)	116 (34%)	56 (30%)	27 (21%)	44 (28%)	75 (33%)	47 (25%)	21 (30%)	65 (28%)	166 (31%)	127 (28%)
Not important	40 (3%)	11 (3%)	8 (4%)	5 (4%)	5 (3%)	6 (3%)	1 (1%)	4 (6%)	11 (5%)	15 (3%)	9 (2%)
Total	1,303 (100%)	341 (100%)	187 (100%)	128 (100%)	156 (100%)	230 (100%)	190 (100%)	71 (100%)	229 (100%)	536 (100%)	451 (100%)

Table 57 Importance (Facilitating lifelong learning) (Q25)

	Library								Age		
	Total	Geelong	Darebin	Ganna-warra	Casey-Cardinia	Eastern	Wyndham	Latrobe	18-24	35-54	55+
Very important	1,053 (80%)	265 (77%)	145 (77%)	103 (78%)	130 (83%)	194 (84%)	160 (83%)	56 (77%)	171 (74%)	448 (83%)	368 (80%)
Important	245 (19%)	77 (22%)	37 (20%)	27 (20%)	25 (16%)	34 (15%)	30 (16%)	15 (21%)	54 (23%)	92 (17%)	84 (18%)
Not important	22 (2%)	4 (1%)	7 (4%)	2 (2%)	1 (1%)	3 (1%)	3 (2%)	2 (3%)	7 (3%)	3 (1%)	8 (2%)
Total	1,320 (100%)	346 (100%)	189 (100%)	132 (100%)	156 (100%)	231 (100%)	193 (100%)	73 (100%)	232 (100%)	543 (100%)	460 (100%)

*Single and **double asterisks denote significance at five and one percent levels to the overall mean.

Table 58: Importance (Providing information about community events) (Q25)

	Total	Library							Age		
		Geelong	Darebin	Ganna-warra	Casey-Cardinia	Eastern	Wyndham	Latrobe	18-24	35-54	55+
Very important	657 (51%)	158 (46%)	101 (55%)	75 (59%)	73 (48%)	120 (52%)	100 (54%)	30 (42%)	107 (47%)	269 (50%)	243 (54%)
Important	568 (44%)	164 (48%)	71 (39%)	44 (35%)	75 (49%)	104 (45%)	75 (41%)	35 (49%)	107 (47%)	243 (45%)	186 (41%)
Not important	69 (5%)	22 (6%)	12 (7%)	8 (6%)	4 (3%)	7 (3%)	9 (5%)	7 (10%)	13 (6%)	24 (4%)	20 (4%)
Total	1,294 (100%)	344 (100%)	184 (100%)	127 (100%)	152 (100%)	231 (100%)	184 (100%)	72 (100%)	227 (100%)	536 (100%)	449 (100%)

Table 59: Importance (Acting as a source of government information) (Q25)

	Total	Library							Age		
		Geelong	Darebin	Ganna-warra	Casey-Cardinia	Eastern	Wyndham	Latrobe	18-24	35-54	55+
Very important	440 (36%)	98 (30%)	76 (42%)	41 (37%)	54 (36%)	73 (34%)	72 (41%)	26 (36%)	79 (37%)	173 (33%)	159 (38%)
Important	605 (49%)	176 (53%)	73 (41%)	52 (46%)	75 (50%)	116 (53%)	83 (47%)	30 (42%)	94 (44%)	277 (53%)	203 (48%)
Not important	190 (15%)	55 (17%)	30 (17%)	19 (17%)	21 (14%)	28 (13%)	21 (12%)	16 (22%)	42 (20%)	71 (14%)	58 (14%)
Total	1,235 (100%)	329 (100%)	179 (100%)	112 (100%)	150 (100%)	217 (100%)	176 (100%)	72 (100%)	215 (100%)	521 (100%)	420 (100%)

Table 60: Importance (Supporting local culture and the arts) (Q25)

	Total	Library							Age		
		Geelong	Darebin	Ganna-warra	Casey-Cardinia	Eastern	Wyndham	Latrobe	18-24	35-54	55+
Very important	551 (44%)	132 (39%)	95 (52%)	60 (49%)	61 (40%)	98 (43%)	83 (47%)	22 (32%)	102 (46%)	218 (41%)	196 (45%)
Important	585 (46%)	160 (48%)	73 (40%)	51 (42%)	74 (49%)	115 (51%)	80 (45%)	32 (46%)	92 (41%)	263 (50%)	189 (44%)
Not important	130 (10%)	43 (13%)	16 (9%)	11 (9%)	16 (11%)	14 (6%)	15 (8%)	15 (22%)	28 (13%)	48 (9%)	48 (11%)
Total	1,266 (100%)	335 (100%)	184 (100%)	122 (100%)	151 (100%)	227 (100%)	178 (100%)	69 (100%)	222 (100%)	529 (100%)	433 (100%)

*Single and **double asterisks denote significance at five and one percent levels to the overall mean.

Table 61: Importance (Providing public meeting spaces) (Q25)

		Library							Age		
	Total	Geelong	Darebin	Ganna-warra	Casey-Cardinia	Eastern	Wyndham	Latrobe	18-24	35-54	55+
Very important	529 (43%)	109 (34%)	94 (51%)	68 (56%)	59 (40%)	99 (44%)	75 (44%)	25 (36%)	103 (46%)	212 (40%)	173 (42%)
Important	553 (45%)	153 (48%)	77 (42%)	42 (35%)	67 (46%)	109 (48%)	72 (42%)	33 (47%)	95 (42%)	253 (48%)	178 (43%)
Not important	160 (13%)	59 (18%)	14 (8%)	11 (9%)	21 (14%)	18 (8%)	25 (15%)	12 (17%)	27 (12%)	63 (12%)	61 (15%)
Total	1,242 (100%)	321 (100%)	185 (100%)	121 (100%)	147 (100%)	226 (100%)	172 (100%)	70 (100%)	225 (100%)	528 (100%)	412 (100%)

Table 62: Importance (Facilitating job or career planning) (Q25)

		Library							Age		
	Total	Geelong	Darebin	Ganna-warra	Casey-Cardinia	Eastern	Wyndham	Latrobe	18-24	35-54	55+
Very important	416 (36%)	86 (28%)	69 (40%)	37 (37%)	62 (44%)	61 (29%)	71 (44%)	30 (44%)	90 (42%)	175 (35%)	124 (33%)
Important	586 (51%)	165 (54%)	85 (49%)	55 (55%)	62 (44%)	125 (60%)	70 (43%)	24 (35%)	97 (46%)	250 (50%)	207 (55%)
Not important	157 (14%)	53 (17%)	20 (11%)	8 (8%)	17 (12%)	23 (11%)	22 (13%)	14 (21%)	25 (12%)	79 (16%)	42 (11%)
Total	1,159 (100%)	304 (100%)	174 (100%)	100 (100%)	141 (100%)	209 (100%)	163 (100%)	68 (100%)	212 (100%)	504 (100%)	373 (100%)

Table 63: Importance (Promoting and encouraging [language and computer] literacy) (Q25)

		Library							Age		
	Total	Geelong	Darebin	Ganna-warra	Casey-Cardinia	Eastern	Wyndham	Latrobe	18-24	35-54	55+
Very important	706 (57%)	177 (54%)	107 (60%)	59 (53%)	94 (63%)	116 (52%)	111 (63%)	42 (59%)	141 (64%)	294 (56%)	219 (53%)
Important	474 (38%)	130 (39%)	62 (35%)	43 (39%)	53 (35%)	101 (45%)	59 (33%)	26 (37%)	67 (30%)	211 (40%)	171 (41%)
Not important	62 (5%)	23 (7%)	9 (5%)	9 (8%)	3 (2%)	8 (4%)	7 (4%)	3 (4%)	13 (6%)	22 (4%)	24 (6%)
Total	1,242 (100%)	330 (100%)	178 (100%)	111 (100%)	150 (100%)	225 (100%)	177 (100%)	71 (100%)	221 (100%)	527 (100%)	414 (100%)

*Single and **double asterisks denote significance at five and one percent levels to the overall mean.

Table 64: Importance (Recognising the demand for non-English language materials) (Q25)

		Library							Age		
	Total	Geelong	Darebin	Ganna-warra	Casey-Cardinia	Eastern	Wyndham	Latrobe	18-24	35-54	55+
Very important	530 (45%)	130 (41%)	110 (62%)	25 (28%)	65 (46%)	79 (38%)	92 (53%)	29 (43%)	115 (54%)	223 (45%)	149 (39%)
Important	515 (44%)	152 (48%)	56 (32%)	41 (47%)	62 (44%)	106 (51%)	65 (38%)	33 (49%)	77 (36%)	226 (45%)	185 (48%)
Not important	127 (11%)	38 (12%)	11 (6%)	22 (25%)	13 (9%)	22 (11%)	15 (9%)	6 (9%)	20 (9%)	52 (10%)	50 (13%)
Total	1,172 (100%)	320 (100%)	177 (100%)	88 (100%)	140 (100%)	207 (100%)	172 (100%)	68 (100%)	212 (100%)	501 (100%)	384 (100%)

Table 65: Importance (Ensuring access to the internet for all) (Q25)

		Library							Age		
	Total	Geelong	Darebin	Ganna-warra	Casey-Cardinia	Eastern	Wyndham	Latrobe	18-24	35-54	55+
Very important	963 (74%)	262 (77%)	138 (73%)	88 (70%)	115 (74%)	168 (74%)	140 (75%)	52 (71%)	169 (73%)	398 (75%)	330 (74%)
Important	295 (23%)	65 (19%)	43 (23%)	34 (27%)	38 (24%)	56 (25%)	40 (22%)	19 (26%)	56 (24%)	118 (22%)	101 (23%)
Not important	39 (3%)	12 (4%)	9 (5%)	3 (2%)	3 (2%)	4 (2%)	6 (3%)	2 (3%)	8 (3%)	18 (3%)	12 (3%)
Total	1,297 (100%)	339 (100%)	190 (100%)	125 (100%)	156 (100%)	228 (100%)	186 (100%)	73 (100%)	233 (100%)	534 (100%)	443 (100%)

Table 66: Importance (Attracting new businesses to the community) (Q25)

		Library							Age		
	Total	Geelong	Darebin	Ganna-warra	Casey-Cardinia	Eastern	Wyndham	Latrobe	18-24	35-54	55+
Very important	315 (29%)	69 (23%)	58 (35%)	30 (33%)	46 (35%)	43 (23%)	56 (37%)	13 (21%)	66 (32%)	135 (28%)	93 (27%)
Important	490 (45%)	141 (48%)	69 (41%)	46 (50%)	50 (38%)	91 (49%)	65 (43%)	28 (45%)	85 (41%)	214 (45%)	162 (47%)
Not important	281 (26%)	85 (29%)	41 (24%)	16 (17%)	36 (27%)	51 (28%)	31 (20%)	21 (34%)	55 (27%)	127 (27%)	90 (26%)
Total	1,086 (100%)	295 (100%)	168 (100%)	92 (100%)	132 (100%)	185 (100%)	152 (100%)	62 (100%)	206 (100%)	476 (100%)	345 (100%)

*Single and **double asterisks denote significance at five and one percent levels to the overall mean.

Table 67: Importance (Supporting local businesses) (Q25)

	Total	Library							Age		
		Geelong	Darebin	Ganna-warra	Casey-Cardinia	Eastern	Wyndham	Latrobe	18-24	35-54	55+
Very important	426 (38%)	109 (36%)	66 (39%)	54 (52%)	51 (38%)	62 (32%)	65 (42%)	19 (31%)	84 (41%)	166 (34%)	145 (39%)
Important	483 (43%)	135 (44%)	64 (38%)	36 (35%)	56 (42%)	101 (52%)	66 (43%)	25 (41%)	83 (40%)	223 (46%)	154 (42%)
Not important	211 (19%)	61 (20%)	38 (23%)	13 (13%)	27 (20%)	31 (16%)	24 (15%)	17 (28%)	38 (19%)	93 (19%)	70 (19%)
Total	1,120 (100%)	305 (100%)	168 (100%)	103 (100%)	134 (100%)	194 (100%)	155 (100%)	61 (100%)	205 (100%)	482 (100%)	369 (100%)

Table 68: Estimated private market cost of public library services (Q26)

	Total	Library							Age		
		Geelong	Darebin	Ganna-warra	Casey-Cardinia	Eastern	Wyndham	Latrobe	18-24	35-54	55+
Nothing	99 (7%)	23 (6%)	24 (12%)	8 (6%)	15 (9%)	11 (5%)	12 (6%)	6 (8%)	25 (11%)	29 (5%)	31 (6%)
\$1-\$50	119 (9%)	20 (6%)	32 (16%)	15 (11%)	10 (6%)	12 (5%)	24 (12%)	6 (8%)	31 (13%)	39 (7%)	37 (7%)
\$51-\$100	127 (9%)	30 (8%)	12 (6%)	27 (19%)	7 (4%)	16 (7%)	29 (14%)	6 (8%)	34 (14%)	42 (8%)	46 (9%)
\$101-\$250	222 (16%)	53 (15%)	34 (17%)	21 (15%)	39 (24%)	32 (14%)	29 (14%)	14 (18%)	36 (15%)	75 (14%)	96 (19%)
\$251-\$500	271 (20%)	71 (20%)	45 (22%)	24 (17%)	36 (22%)	41 (17%)	39 (19%)	15 (20%)	45 (19%)	111 (20%)	101 (20%)
\$501-\$750	150 (11%)	42 (12%)	20 (10%)	21 (15%)	16 (10%)	33 (14%)	11 (5%)	7 (9%)	21 (9%)	77 (14%)	44 (9%)
More than \$750	388 (28%)	116 (33%)	35 (17%)	26 (18%)	41 (25%)	90 (38%)	58 (29%)	22 (29%)	46 (19%)	176 (32%)	141 (28%)
Mean score	419.0	460.6**	330.6**	354.2*	402.1	508.9**	389.4	417.8	330.8**	467.4**	416.1
Total	1,376 (100%)	355 (100%)	202 (100%)	142 (100%)	164 (100%)	235 (100%)	202 (100%)	76 (100%)	238 (100%)	549 (100%)	496 (100%)

*Single and **double asterisks denote significance at five and one percent levels to the overall mean.

Table 69: Willing to pay for public library service (Q27)

	Total	Library							Age		
		Geelong	Darebin	Ganna-warra	Casey-Cardinia	Eastern	Wyndham	Latrobe	18-24	35-54	55+
Nothing	292 (21%)	61 (17%)	50 (25%)	38 (27%)	33 (20%)	41 (17%)	43 (21%)	26 (34%)	59 (25%)	108 (20%)	101 (20%)
\$1-\$25 per annum	398 (29%)	100 (28%)	58 (29%)	34 (24%)	47 (29%)	74 (31%)	65 (32%)	20 (26%)	81 (34%)	164 (30%)	123 (25%)
\$26-\$50 per annum	291 (21%)	85 (24%)	32 (16%)	27 (19%)	42 (26%)	53 (23%)	41 (20%)	11 (14%)	46 (19%)	123 (22%)	104 (21%)
\$51-\$100 per annum	220 (16%)	64 (18%)	32 (16%)	21 (15%)	27 (16%)	37 (16%)	27 (13%)	12 (16%)	32 (13%)	94 (17%)	88 (18%)
\$101-\$250 per annum	80 (6%)	25 (7%)	12 (6%)	6 (4%)	7 (4%)	15 (6%)	12 (6%)	3 (4%)	5 (2%)	32 (6%)	38 (8%)
\$251-\$500 per annum	36 (3%)	12 (3%)	6 (3%)	4 (3%)	4 (2%)	4 (2%)	4 (2%)	2 (3%)	7 (3%)	12 (2%)	15 (3%)
More than \$500 per annum	59 (4%)	8 (2%)	12 (6%)	12 (8%)	4 (2%)	11 (5%)	10 (5%)	2 (3%)	8 (3%)	16 (3%)	27 (5%)
Mean score	72.9	68.1	82.2	92.9	60.4	73.8	73.2	56.4	60.7	64.6	84.8*
Total	1,376 (100%)	355 (100%)	202 (100%)	142 (100%)	164 (100%)	235 (100%)	202 (100%)	76 (100%)	238 (100%)	549 (100%)	496 (100%)

Table 70: Best describes value of public library (Q28)

	Total	Library							Age		
		Geelong	Darebin	Ganna-warra	Casey-Cardinia	Eastern	Wyndham	Latrobe	18-24	35-54	55+
The amount is what I think libraries are worth	114 (8%)	16 (5%)	45 (22%)	12 (8%)	8 (5%)	11 (5%)	18 (9%)	4 (5%)	33 (14%)	36 (7%)	33 (7%)
Libraries are worth MORE than this, but I can't afford more/don't want to pay more	1,229 (89%)	333 (94%)	149 (74%)	129 (91%)	152 (93%)	222 (94%)	175 (87%)	69 (91%)	197 (83%)	503 (92%)	458 (92%)
Libraries are currently worth LESS than this, but extra funds could pay for better services	33 (2%)	6 (2%)	8 (4%)	1 (1%)	4 (2%)	2 (1%)	9 (4%)	3 (4%)	8 (3%)	10 (2%)	5 (1%)
Total	1,376 (100%)	355 (100%)	202 (100%)	142 (100%)	164 (100%)	235 (100%)	202 (100%)	76 (100%)	238 (100%)	549 (100%)	496 (100%)

Table 71: Gender (Q30)

	Total	Library							Age		
		Geelong	Darebin	Ganna-warra	Casey-Cardinia	Eastern	Wyndham	Latrobe	18-24	35-54	55+
Male	375 (27%)	83 (24%)	81 (40%)	33 (23%)	41 (25%)	50 (21%)	64 (32%)	23 (31%)	73 (31%)	115 (21%)	153 (31%)
Female	994 (73%)	269 (76%)	120 (60%)	108 (77%)	122 (75%)	185 (79%)	138 (68%)	52 (69%)	165 (69%)	434 (79%)	343 (69%)
Total	1,369 (100%)	352 (100%)	201 (100%)	141 (100%)	163 (100%)	235 (100%)	202 (100%)	75 (100%)	238 (100%)	549 (100%)	496 (100%)

*Single and **double asterisks denote significance at five and one percent levels to the overall mean.

Table 72: Membership of this library service? (Q31)

	Total	Library							Age		
		Geelong	Darebin	Ganna-warra	Casey-Cardinia	Eastern	Wyndham	Latrobe	18-24	35-54	55+
Yes	1,304 (95%)	343 (97%)	182 (91%)	139 (99%)	156 (96%)	232 (99%)	183 (91%)	69 (92%)	220 (92%)	529 (96%)	477 (96%)
No	65 (5%)	9 (3%)	19 (9%)	2 (1%)	7 (4%)	3 (1%)	19 (9%)	6 (8%)	18 (8%)	20 (4%)	19 (4%)
Total	1,369 (100%)	352 (100%)	201 (100%)	141 (100%)	163 (100%)	235 (100%)	202 (100%)	75 (100%)	238 (100%)	549 (100%)	496 (100%)

Table 73: Age groups (Q32)

	Total	Library						
		Geelong	Darebin	Ganna-warra	Casey-Cardinia	Eastern	Wyndham	Latrobe
18-34	238 (19%)	43 (13%)	55 (31%)	20 (15%)	23 (16%)	31 (14%)	48 (25%)	18 (25%)
35-54	549 (43%)	139 (41%)	77 (43%)	40 (29%)	74 (51%)	103 (47%)	86 (45%)	30 (42%)
55+	496 (39%)	156 (46%)	46 (26%)	76 (56%)	49 (34%)	87 (39%)	58 (30%)	24 (33%)
Total	1,283 (100%)	338 (100%)	178 (100%)	136 (100%)	146 (100%)	221 (100%)	192 (100%)	72 (100%)

Table 74: Country of birth (Q33)

	Total	Library							Age		
		Geelong	Darebin	Ganna-warra	Casey-Cardinia	Eastern	Wyndham	Latrobe	18-24	35-54	55+
Australia	994 (73%)	268 (76%)	134 (67%)	130 (92%)	107 (66%)	177 (75%)	118 (58%)	60 (80%)	168 (71%)	413 (75%)	346 (70%)
Other	374 (27%)	84 (24%)	66 (33%)	11 (8%)	56 (34%)	58 (25%)	84 (42%)	15 (20%)	70 (29%)	136 (25%)	150 (30%)
Total	1,368 (100%)	352 (100%)	200 (100%)	141 (100%)	163 (100%)	235 (100%)	202 (100%)	75 (100%)	238 (100%)	549 (100%)	496 (100%)

Table 75: Location (Q34)

	Total	Library							Age		
		Geelong	Darebin	Ganna-warra	Casey-Cardinia	Eastern	Wyndham	Latrobe	18-24	35-54	55+
Melbourne and suburbs	719 (53%)	7 (2%)	183 (96%)	3 (2%)	137 (85%)	191 (81%)	197 (98%)	1 (1%)	151 (64%)	307 (56%)	209 (42%)
Other Victoria	634 (47%)	344 (98%)	8 (4%)	136 (98%)	25 (15%)	44 (19%)	4 (2%)	73 (99%)	84 (36%)	237 (44%)	283 (58%)
Total	1,353 (100%)	351 (100%)	191 (100%)	139 (100%)	162 (100%)	235 (100%)	201 (100%)	74 (100%)	235 (100%)	544 (100%)	492 (100%)

*Single and **double asterisks denote significance at five and one percent levels to the overall mean.

Table 76: English primary language (Q35)

	Total	Library							Age		
		Geelong	Darebin	Ganna-warra	Casey-Cardinia	Eastern	Wyndham	Latrobe	18-24	35-54	55+
Melbourne and suburbs	1,266 (93%)	344 (98%)	162 (84%)	139 (100%)	148 (91%)	231 (98%)	171 (85%)	71 (95%)	201 (86%)	516 (94%)	479 (97%)
Other Victoria	91 (7%)	8 (2%)	30 (16%)	–	15 (9%)	4 (2%)	30 (15%)	4 (5%)	34 (14%)	31 (6%)	14 (3%)
Total	1,357 (100%)	352 (100%)	192 (100%)	139 (100%)	163 (100%)	235 (100%)	201 (100%)	75 (100%)	235 (100%)	547 (100%)	493 (100%)

Table 77: Household composition (Q36)

	Total	Library							Age		
		Geelong	Darebin	Ganna-warra	Casey-Cardinia	Eastern	Wyndham	Latrobe	18-24	35-54	55+
Alone	200 (19%)	47 (19%)	44 (29%)	38 (28%)	13 (10%)	27 (20%)	21 (11%)	10 (19%)	29 (16%)	48 (12%)	110 (27%)
Couple, no dependant children	324 (31%)	95 (39%)	32 (21%)	50 (37%)	46 (34%)	36 (26%)	48 (25%)	17 (31%)	24 (14%)	53 (13%)	236 (58%)
Couple, with dependant children	316 (30%)	67 (27%)	32 (21%)	33 (24%)	51 (38%)	37 (27%)	79 (41%)	17 (31%)	56 (32%)	226 (57%)	25 (6%)
Single parent with dependant children	49 (5%)	10 (4%)	6 (4%)	5 (4%)	9 (7%)	9 (7%)	9 (5%)	1 (2%)	8 (5%)	35 (9%)	5 (1%)
Other family	59 (6%)	9 (4%)	10 (6%)	3 (2%)	6 (4%)	9 (7%)	17 (9%)	5 (9%)	25 (14%)	14 (4%)	9 (2%)
Group household	49 (5%)	8 (3%)	21 (14%)	3 (2%)	6 (4%)	5 (4%)	5 (3%)	1 (2%)	24 (14%)	11 (3%)	6 (1%)
Other	53 (5%)	8 (3%)	9 (6%)	3 (2%)	5 (4%)	13 (10%)	12 (6%)	3 (6%)	10 (6%)	12 (3%)	19 (5%)
Total	1,050 (100%)	244 (100%)	154 (100%)	135 (100%)	136 (100%)	136 (100%)	191 (100%)	54 (100%)	176 (100%)	399 (100%)	410 (100%)

Table 78: Describes you best (Q37)

	Total	Library							Age		
		Geelong	Darebin	Ganna-warra	Casey-Cardinia	Eastern	Wyndham	Latrobe	18-24	35-54	55+
Employed full-time	289 (21%)	56 (16%)	49 (26%)	24 (17%)	38 (23%)	45 (19%)	50 (25%)	27 (36%)	64 (27%)	174 (32%)	44 (9%)
Employed part-time	338 (25%)	98 (28%)	49 (26%)	28 (20%)	44 (27%)	64 (27%)	38 (19%)	17 (23%)	56 (24%)	195 (36%)	74 (15%)
Looking for work	90 (7%)	16 (5%)	19 (10%)	3 (2%)	11 (7%)	15 (6%)	20 (10%)	6 (8%)	31 (13%)	38 (7%)	14 (3%)
Domestic duties/carers	172 (13%)	45 (13%)	13 (7%)	18 (13%)	26 (16%)	32 (14%)	32 (16%)	6 (8%)	32 (14%)	102 (19%)	36 (7%)
Full-time student	105 (8%)	14 (4%)	35 (18%)	9 (6%)	9 (6%)	15 (6%)	21 (10%)	2 (3%)	51 (22%)	11 (2%)	3 (1%)
Retired	363 (27%)	123 (35%)	27 (14%)	57 (41%)	35 (21%)	64 (27%)	40 (20%)	17 (23%)	1 (*)	27 (5%)	322 (65%)
Total	1,357 (100%)	352 (100%)	192 (100%)	139 (100%)	163 (100%)	235 (100%)	201 (100%)	75 (100%)	235 (100%)	547 (100%)	493 (100%)

*Single and **double asterisks denote significance at five and one percent levels to the overall mean.

Table 79: Highest level of education (Q38)

	Total	Library							Age		
		Geelong	Darebin	Ganna-warra	Casey-Cardinia	Eastern	Wyndham	Latrobe	18-24	35-54	55+
Primary/high school	436 (32%)	95 (27%)	48 (25%)	69 (50%)	60 (37%)	73 (31%)	69 (34%)	22 (29%)	66 (28%)	132 (24%)	181 (37%)
Trade/technical/business college	288 (21%)	75 (21%)	22 (11%)	26 (19%)	46 (28%)	55 (23%)	47 (23%)	17 (23%)	38 (16%)	121 (22%)	122 (25%)
University – Undergraduate degree	349 (26%)	96 (27%)	62 (32%)	27 (19%)	36 (22%)	59 (25%)	47 (23%)	22 (29%)	95 (40%)	134 (24%)	112 (23%)
University – Postgraduate degree	284 (21%)	86 (24%)	60 (31%)	17 (12%)	21 (13%)	48 (20%)	38 (19%)	14 (19%)	36 (15%)	160 (29%)	78 (16%)
Total	1,357 (100%)	352 (100%)	192 (100%)	139 (100%)	163 (100%)	235 (100%)	201 (100%)	75 (100%)	235 (100%)	547 (100%)	493 (100%)

Table 80: Annual household income before tax (Q39)

	Total	Library							Age		
		Geelong	Darebin	Ganna-warra	Casey-Cardinia	Eastern	Wyndham	Latrobe	18-24	35-54	55+
Under \$15,000	172 (16%)	38 (14%)	28 (20%)	18 (17%)	18 (14%)	32 (18%)	29 (18%)	9 (14%)	35 (19%)	43 (10%)	80 (21%)
\$15,000–\$24,999	164 (15%)	45 (16%)	24 (17%)	18 (17%)	16 (12%)	28 (16%)	25 (16%)	8 (12%)	23 (12%)	33 (7%)	104 (27%)
\$25,000–\$39,999	156 (15%)	44 (16%)	14 (10%)	22 (21%)	23 (18%)	25 (14%)	17 (11%)	11 (17%)	23 (12%)	55 (12%)	74 (19%)
\$40,000–\$59,999	167 (16%)	45 (16%)	23 (16%)	20 (19%)	15 (12%)	27 (15%)	32 (20%)	5 (8%)	36 (19%)	67 (15%)	61 (16%)
\$60,000–\$79,999	137 (13%)	36 (13%)	12 (8%)	13 (12%)	20 (16%)	24 (14%)	22 (14%)	10 (15%)	22 (12%)	79 (18%)	34 (9%)
\$80,000–\$99,999	114 (11%)	34 (12%)	17 (12%)	7 (7%)	17 (13%)	14 (8%)	17 (11%)	8 (12%)	24 (13%)	70 (16%)	19 (5%)
\$100,000–\$119,999	74 (7%)	15 (5%)	10 (7%)	6 (6%)	13 (10%)	14 (8%)	9 (6%)	7 (11%)	15 (8%)	50 (11%)	7 (2%)
\$120,000–\$149,999	45 (4%)	15 (5%)	4 (3%)	–	5 (4%)	8 (5%)	7 (4%)	6 (9%)	6 (3%)	35 (8%)	1 (*)
\$150,000–\$199,999	16 (2%)	7 (2%)	4 (3%)	–	–	3 (2%)	1 (1%)	1 (2%)	3 (2%)	10 (2%)	3 (1%)
Over \$200,000	14 (1%)	2 (1%)	7 (5%)	1 (1%)	2 (2%)	–	1 (1%)	1 (2%)	2 (1%)	7 (2%)	3 (1%)
Mean score	55,509.9	56,726.0	61,713.3	44,809.5**	58,391.5	52,157.1	52,328.1	64,886.4	55,780.4	70,785.1**	37,836.8**
Total	1,059 (100%)	281 (100%)	143 (100%)	105 (100%)	129 (100%)	175 (100%)	160 (100%)	66 (100%)	189 (100%)	449 (100%)	386 (100%)

*Single and **double asterisks denote significance at five and one percent levels to the overall mean.

Table 81: Best about this library (Q18)

	Total	Library							Age		
		Geelong	Darebin	Ganna-warra	Casey-Cardinia	Eastern	Wyndham	Latrobe	18-24	35-54	55+
Range/variety of books	535 (42%)	141 (40%)	74 (41%)	46 (37%)	58 (40%)	90 (40%)	93 (51%)	33 (46%)	88 (41%)	215 (41%)	198 (43%)
Staff are helpful/ knowledgeable	421 (33%)	95 (27%)	34 (19%)	73 (59%)	56 (38%)	93 (41%)	54 (29%)	16 (22%)	55 (25%)	155 (30%)	185 (40%)
Staff are friendly/polite	403 (31%)	87 (25%)	34 (19%)	68 (55%)	56 (38%)	89 (39%)	53 (29%)	16 (22%)	54 (25%)	147 (28%)	176 (38%)
Free service/no need to purchase books/can borrow books	224 (17%)	71 (20%)	23 (13%)	9 (7%)	25 (17%)	44 (19%)	35 (19%)	17 (24%)	32 (15%)	105 (20%)	74 (16%)
Electronic/online catalogue/ can order books from other libraries	175 (14%)	55 (15%)	14 (8%)	3 (2%)	25 (17%)	55 (24%)	15 (8%)	8 (11%)	22 (10%)	83 (16%)	60 (13%)
Can borrow DVDs	153 (12%)	54 (15%)	14 (8%)	5 (4%)	18 (12%)	35 (15%)	17 (9%)	10 (14%)	34 (16%)	62 (12%)	43 (9%)
Provides a quiet/relaxing atmosphere	145 (11%)	25 (7%)	21 (12%)	24 (19%)	13 (9%)	31 (14%)	24 (13%)	7 (10%)	35 (16%)	47 (9%)	50 (11%)
Can use the internet/ computers there	114 (9%)	21 (6%)	34 (19%)	8 (6%)	15 (10%)	15 (7%)	17 (9%)	4 (6%)	33 (15%)	45 (9%)	21 (5%)
Wide access to resource/ information to research	104 (8%)	34 (10%)	18 (10%)	5 (4%)	10 (7%)	10 (4%)	21 (11%)	6 (8%)	13 (6%)	47 (9%)	39 (8%)
Children's activities/services provided (e.g. story time)	95 (7%)	12 (3%)	12 (7%)	6 (5%)	12 (8%)	21 (9%)	25 (14%)	7 (10%)	25 (12%)	60 (12%)	5 (1%)
Audio books/CDs provided	92 (7%)	32 (9%)	4 (2%)	–	13 (9%)	22 (10%)	16 (9%)	5 (7%)	16 (7%)	45 (9%)	27 (6%)
Easy to find/access	70 (5%)	3 (1%)	5 (3%)	6 (5%)	13 (9%)	20 (9%)	18 (10%)	5 (7%)	10 (5%)	28 (5%)	30 (6%)
Access to newspapers/ magazines	63 (5%)	13 (4%)	9 (5%)	–	12 (8%)	5 (2%)	18 (10%)	6 (8%)	11 (5%)	27 (5%)	22 (5%)
Accessible by everyone/ for all ages/groups	62 (5%)	15 (4%)	2 (1%)	7 (6%)	12 (8%)	8 (4%)	11 (6%)	7 (10%)	7 (3%)	28 (5%)	26 (6%)
Good borrowing system/ generous time give/remind you when due back	47 (4%)	21 (6%)	5 (3%)	2 (2%)	9 (6%)	5 (2%)	5 (3%)	–	8 (4%)	22 (4%)	14 (3%)
Long/flexible opening hours	26 (2%)	3 (1%)	3 (2%)	3 (2%)	3 (2%)	6 (3%)	6 (3%)	2 (3%)	2 (1%)	12 (2%)	12 (3%)
Creates a sense of community/social network	24 (2%)	3 (1%)	3 (2%)	1 (1%)	5 (3%)	4 (2%)	4 (2%)	4 (6%)	6 (3%)	9 (2%)	7 (2%)
Education materials/ good place to do study	20 (2%)	–	3 (2%)	1 (1%)	2 (1%)	3 (1%)	10 (5%)	1 (1%)	4 (2%)	9 (2%)	5 (1%)
Discussion groups/book clubs/visiting authors	15 (1%)	1 (*)	3 (2%)	1 (1%)	2 (1%)	5 (2%)	3 (2%)	–	1 (*)	7 (1%)	7 (2%)
Up to date with technology/ electronic based resources	10 (1%)	4 (1%)	2 (1%)	–	2 (1%)	–	2 (1%)	–	–	6 (1%)	4 (1%)
They offer computer courses/ workshops	9 (1%)	–	2 (1%)	–	3 (2%)	1 (*)	3 (2%)	–	–	6 (1%)	2 (*)
Access to photocopying	9 (1%)	–	3 (2%)	1 (1%)	–	1 (*)	4 (2%)	–	1 (*)	5 (1%)	3 (1%)

*Single and **double asterisks denote significance at five and one percent levels to the overall mean.

Table 81: Best about this library (Q18) continued

	Total	Library							Age		
		Geelong	Darebin	Ganna-warra	Casey-Cardinia	Eastern	Wyndham	Latrobe	18-24	35-54	55+
Reading room/can read books there	4 (*%)	–	1 (1%)	1 (1%)	–	–	2 (1%)	–	–	4 (1%)	–
Nothing	23 (2%)	18 (5%)	4 (2%)	–	–	–	–	1 (1%)	3 (1%)	6 (1%)	13 (3%)
Other	57 (4%)	17 (5%)	12 (7%)	12 (10%)	2 (1%)	7 (3%)	6 (3%)	1 (1%)	8 (4%)	24 (5%)	23 (5%)
Don't know	6 (*%)	2 (1%)	3 (2%)	1 (1%)	–	–	–	–	1 (*%)	2 (*%)	2 (*%)
Total	2,906 (226%)	727 (205%)	342 1(91%)	283 (228%)	366 (251%)	570 (252%)	462 (251%)	156 (217%)	469 (216%)	1,206 (232%)	1,048 (227%)
Actual respondents	1,286 (100%)	355 (100%)	179 (100%)	124 (100%)	146 (100%)	226 (100%)	184 (100%)	72 (100%)	217 (100%)	519 (100%)	462 (100%)

*Single and **double asterisks denote significance at five and one percent levels to the overall mean.

Table 82: Improvements to this library (Q19)

	Total	Library							Age		
		Geelong	Darebin	Ganna-warra	Casey-Cardinia	Eastern	Wyndham	Latrobe	18-24	35-54	55+
Wider range variety of books available	218 (23%)	53 (18%)	32 (25%)	16 (23%)	21 (20%)	43 (25%)	34 (28%)	19 (30%)	51 (29%)	76 (19%)	83 (26%)
None/happy with the services	159 (17%)	65 (23%)	19 (15%)	9 (13%)	17 (16%)	29 (17%)	14 (11%)	6 (10%)	16 (9%)	61 (16%)	77 (24%)
More computers available for use/internet access	95 (10%)	22 (8%)	21 (16%)	4 (6%)	10 (10%)	18 (10%)	16 (13%)	4 (6%)	30 (17%)	38 (10%)	15 (5%)
Longer opening hours/ open on weekends	87 (9%)	35 (12%)	9 (7%)	10 (14%)	8 (8%)	18 (10%)	4 (3%)	3 (5%)	5 (3%)	44 (11%)	33 (10%)
Wider range of DVDs available	71 (7%)	13 (5%)	9 (7%)	4 (6%)	6 (6%)	21 (12%)	10 (8%)	8 (13%)	12 (7%)	30 (8%)	24 (7%)
Wider range of audio books/ CDs available	44 (5%)	12 (4%)	8 (6%)	4 (6%)	6 (6%)	6 (3%)	5 (4%)	3 (5%)	9 (5%)	16 (4%)	18 (6%)
More room for reading/ study/too crowded	44 (5%)	13 (5%)	9 (7%)	2 (3%)	8 (8%)	7 (4%)	3 (2%)	2 (3%)	18 (10%)	18 (5%)	3 (1%)
Keep up to date with media/ new books	41 (4%)	16 (6%)	2 (2%)	1 (1%)	6 (6%)	10 (6%)	4 (3%)	2 (3%)	6 (3%)	16 (4%)	14 (4%)
More activities/services provided to children	41 (4%)	6 (2%)	6 (5%)	5 (7%)	2 (2%)	8 (5%)	9 (7%)	5 (8%)	11 (6%)	23 (6%)	4 (1%)
Friendlier/more helpful staff	37 (4%)	8 (3%)	4 (3%)	1 (1%)	3 (3%)	2 (1%)	2 (2%)	17 (27%)	9 (5%)	13 (3%)	13 (4%)
Library building needs to be upgraded/modernised	36 (4%)	19 (7%)	6 (5%)	2 (3%)	2 (2%)	4 (2%)	3 (2%)	–	6 (3%)	16 (4%)	12 (4%)
Designated quiet areas/ areas where noisy children aren't allowed	35 (4%)	9 (3%)	8 (6%)	–	6 (6%)	2 (1%)	9 (7%)	1 (2%)	6 (3%)	12 (3%)	15 (5%)
Too small/libraries need to be bigger	34 (4%)	11 (4%)	2 (2%)	6 (9%)	6 (6%)	7 (4%)	1 (1%)	1 (2%)	1 (1%)	17 (4%)	14 (4%)
Easier index system/easier to find books/resources in the library	25 (3%)	9 (3%)	6 (5%)	–	2 (2%)	5 (3%)	1 (1%)	2 (3%)	4 (2%)	19 (5%)	2 (1%)
More money/funding provided to libraries	23 (2%)	7 (2%)	2 (2%)	6 (9%)	1 (1%)	7 (4%)	–	–	3 (2%)	11 (3%)	7 (2%)
More copies of popular/ new books	21 (2%)	13 (5%)	3 (2%)	–	1 (1%)	1 (1%)	1 (1%)	2 (3%)	1 (1%)	8 (2%)	9 (3%)
No fees for late returns/ putting books on reserve	17 (2%)	7 (2%)	3 (2%)	1 (1%)	2 (2%)	2 (1%)	2 (2%)	–	4 (2%)	12 (3%)	1 (*)
More library staff	15 (2%)	3 (1%)	1 (1%)	–	2 (2%)	3 (2%)	4 (3%)	2 (3%)	3 (2%)	7 (2%)	2 (1%)
Provide mobile library services	15 (2%)	9 (3%)	2 (2%)	–	1 (1%)	1 (1%)	1 (1%)	1 (2%)	2 (1%)	8 (2%)	5 (2%)
Allow a longer timeframe for borrowing	14 (1%)	7 (2%)	2 (2%)	–	2 (2%)	2 (1%)	1 (1%)	–	4 (2%)	6 (2%)	1 (*)
Provide a self-served checkout service	14 (1%)	7 (2%)	2 (2%)	–	2 (2%)	1 (1%)	2 (2%)	–	–	6 (2%)	8 (2%)
Keep up to date with modern technology	11 (1%)	6 (2%)	3 (2%)	–	2 (2%)	–	–	–	1 (1%)	6 (2%)	3 (1%)

*Single and **double asterisks denote significance at five and one percent levels to the overall mean.

Table 82: Improvements to this library (Q19) continued

	Total	Library							Age		
		Geelong	Darebin	Ganna-warra	Casey-Cardinia	Eastern	Wyndham	Latrobe	18-24	35-54	55+
More libraries/greater access to library services	11 (1%)	3 (1%)	1 (1%)	2 (3%)	–	4 (2%)	1 (1%)	–	1 (1%)	4 (1%)	4 (1%)
Services/books for teenagers/high school students	11 (1%)	1 (*)	1 (1%)	1 (1%)	1 (1%)	3 (2%)	2 (2%)	2 (3%)	1 (1%)	7 (2%)	2 (1%)
Run workshops/computer learning courses	10 (1%)	1 (*)	2 (2%)	–	1 (1%)	3 (2%)	2 (2%)	1 (2%)	1 (1%)	5 (1%)	4 (1%)
Cafe/coffee shop	9 (1%)	–	2 (2%)	1 (1%)	–	4 (2%)	2 (2%)	–	2 (1%)	4 (1%)	3 (1%)
Access books/resources online/download e-books	8 (1%)	–	1 (1%)	1 (1%)	5 (5%)	–	1 (1%)	–	1 (1%)	3 (1%)	3 (1%)
Send out reminders when a book is overdue/due back	8 (1%)	1 (*)	1 (1%)	–	–	4 (2%)	2 (2%)	–	2 (1%)	6 (2%)	–
Provide/better access to interlibrary loans	7 (1%)	1 (*)	2 (2%)	–	2 (2%)	2 (1%)	–	–	3 (2%)	3 (1%)	1 (*)
Raise awareness/more advertising of library services	6 (1%)	–	1 (1%)	–	–	2 (1%)	3 (2%)	–	2 (1%)	3 (1%)	–
Allow people to suggest/recommend books to have available	6 (1%)	2 (1%)	3 (2%)	1 (1%)	–	–	–	–	1 (1%)	4 (1%)	1 (*)
Books/resources in languages other than English	5 (1%)	1 (*)	1 (1%)	–	1 (1%)	1 (1%)	1 (1%)	–	1 (1%)	2 (1%)	2 (1%)
An email service/e-newsletters sent to members	5 (1%)	1 (*)	2 (2%)	1 (1%)	–	–	1 (1%)	–	–	2 (1%)	3 (1%)
Facilities/resources/access for disabled	3 (*)	1 (*)	1 (1%)	–	–	1 (1%)	–	–	–	2 (1%)	1 (*)
Interact with school library services/encourage reading in schools	1 (*)	–	1 (1%)	–	–	–	–	–	–	1 (*)	–
Total	1,187 (125%)	362 (126%)	178 (139%)	78 (111%)	126 (121%)	221 (128%)	141 (115%)	81 (129%)	217 (122%)	509 (130%)	387 (121%)
Actual respondents	948 (100%)	288 (100%)	128 (100%)	70 (100%)	104 (100%)	172 (100%)	123 (100%)	63 (100%)	178 (100%)	391 (100%)	321 (100%)

*Single and **double asterisks denote significance at five and one percent levels to the overall mean.

Table 83: Other expenditure this trip (Mean score) (Q7) filtered by Purposes of the trip (Q3)

	Total	Grocery shops	Other shops	Cafe	Private home	Indoor leisure place	Outdoor leisure place	Restaurant	Other
Mean score	42.1	73.2**	83.1**	77.9**	130.0**	182.8**	206.6**	271.3**	69.1**
Total	1,380	580	424	178	104	49	35	25	249

Table 84: Travel costs for this trip (Mean score) (Q6) filtered by Main transport (Q4)

	Total	Car	Bus	Train	Tram	Other
Mean score	1.4	1.4	2.6**	5.8**	4.1**	0.1**
Total	1,380	1051	61	17	17	234

Table 85: Time spent at library this trip (Mean score) (Q8) filtered by Average use of this library service (Q13)

	Total	Borrow books or other print materials	Borrow videos, CDs or DVDs	Read, watch or listen to library materials	Access the internet	User reference materials	Seek staff assistance with reference enquiries	Use the computers for other purposes	Attend a program, event or activity	Use a study desk/meeting room	Meet socially with friends	Attend a civic/community meeting
Mean score	41.5	37.2**	39.5	59.2**	74.8**	61.0**	51.0**	79.0**	65.8**	106.5**	92.9**	128.8**
Total	1,380	1,185	761	320	289	263	250	146	128	110	74	24

Table 86: Money spent (Mean score) (Q24) filtered by Purchase type (Q23)

	Total	Book, magazine, CD, DVD etc.	Membership, tuition, courses etc.	Equipment, computer, camera etc.	Other
Mean score	288.7	258.3**	459.1**	840.2**	621.0**
Total	1,380	525	87	108	43

*Single and **double asterisks denote significance at five and one percent levels to the overall mean.

