Essex County Council Mobile Library Service Consultation

Full data results Prepared by Lake Market Research November 2017

This report complies with ISO:20252 standards and other relevant forms of conduct

Profile of Individuals / Families with children under 11 responding

GENDER	
Male	22%
Female	75%
Prefer not to answer	3%

AGE	
- Aged 21 - 40	7%
- Aged 41 – 50	11%
- Aged 51 - 60	12%
- Aged 61 – 70	21%
- Aged 71 – 80	27%
- Aged 81 or over	20%
- Prefer not to answer	2%

ETHNICITY	
- White British	92%
- White Irish	1%
- White Other	1%
- Black or Black British African / Caribbean	0.4%
- Asian or Asian British Pakistani / Indian / Other	0.5%
- Chinese	0.1%
- Mixed other	0.2%
- Prefer not to answer	4%

FAITH	
- Christian	71%
- Muslim	0.3%
- Buddhist	0.2%
- Sikh	0.1%
- Jewish	0.2%
- None	16%
- Prefer not to answer	11%

IMPAIRMENT / DISABILITY	
- Yes	30%
- No	70%

Profile of Individuals / Families with children under 11 responding versus Census statistics (1)

	Profile of known Mobile Library Active card holders *1
GENDER	
Male	23%
Female	77%
AGE	
- Aged 21 - 40	12%
- Aged 41 – 50	9%
- Aged 51 - 60	6%
- Aged 61 – 70	17%
- Aged 71 – 80	28%
- Aged 81 or over	29%

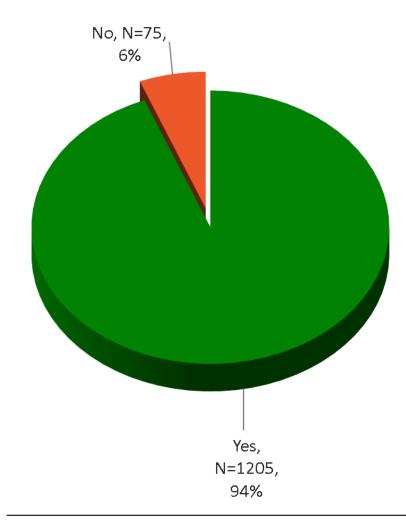
	Profile of Mobile Library Service Consultation response amongst Individuals / Families *2
GENDER	
Male	23%
Female	77%
AGE	
- Aged 21 - 40	8%
- Aged 41 – 50	11%
- Aged 51 - 60	12%
- Aged 61 – 70	21%
- Aged 71 – 80	27%
- Aged 81 or over	20%

*¹ Source: Mobile Library Active card holder profile supplied by Essex County Council. Please note unknowns and ages 0-20 have been removed from the calculation to provide a realistic comparison to those completing the Consultation.

*² Please note Consultation response percentages have been recalculated to excludes non response / prefer not to answer.

Profile of Individuals / Families with children under 11 responding versus Census statistics (2)

	2011 Census Population	Profile of Mobile Library Service Consultation amongst Individuals / Families	
	statistics	Number of responses	% of response
Basildon	12%	N=60	5%
Braintree	10%	N=192	15%
Brentwood	5%	N=65	5%
Castle Point	6%	N=18	1%
Chelmsford	12%	N=183	14%
Colchester	13%	N=229	18%
Epping Forest	9%	N=69	5%
Harlow	6%	N=15	1%
Maldon	4%	N=136	10%
Rochford	6%	N=33	3%
Tendring	10%	N=195	15%
Uttlesford	6%	N=108	8%

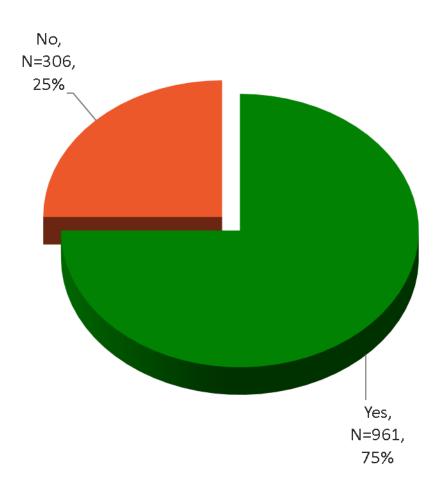


% YES – 'Yourself as an Individual' and 'family with children under 11 only' *

Yourself as an Individual	93%
A family with children under 11	100%

% YES – 'Yourself as an Individual' and 'family with children under 11 only' *

- Male	92%
- Female	95%
- Aged 21 - 40	96%
- Aged 41 – 50	96%
- Aged 51 - 60	93%
- Aged 61 – 70	93%
- Aged 71 – 80	94%
- Aged 81 or over	95%
- Consider themselves disabled	95%
- Do not consider themselves disabled	94%

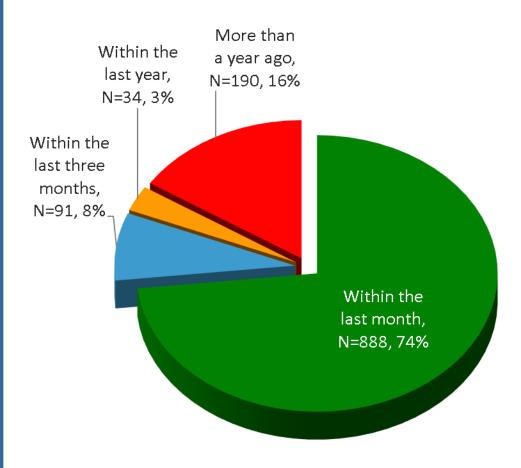


% YES – 'Yourself as an Individual' and 'family with children under 11 only' *

Yourself as an Individual	76%
A family with children under 11	76%

% YES – 'Yourself as an Individual' and 'family with children under 11 only' *

- Male	71%
- Female	80%
- Aged 21 - 40	64%
- Aged 41 – 50	66%
- Aged 51 - 60	56%
- Aged 61 – 70	75%
- Aged 71 – 80	86%
- Aged 81 or over	96%
- Consider themselves disabled	88%
- Do not consider themselves disabled	73%

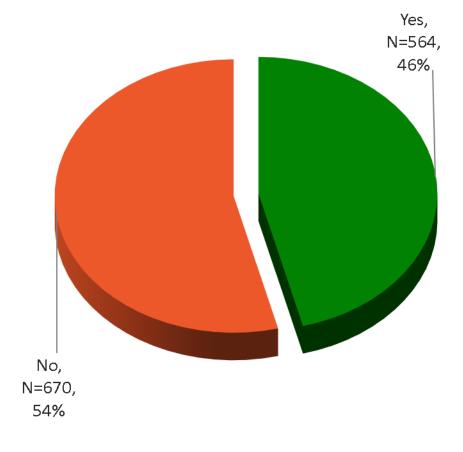


% WITHIN THE LAST MONTH $\,-$ 'Yourself as an Individual' and 'family with children under 11 only' *

Yourself as an Individual	76%
A family with children under 11	58%

% WITHIN THE LAST MONTH – 'Yourself as an Individual' and 'family with children under 11 only' *

- Male	75%
- Female	76%
- Aged 21 - 40	54%
- Aged 41 – 50	52%
- Aged 51 - 60	56%
- Aged 61 – 70	76%
- Aged 71 – 80	85%
- Aged 81 or over	95%
- Consider themselves disabled	84%
- Do not consider themselves disabled	71%

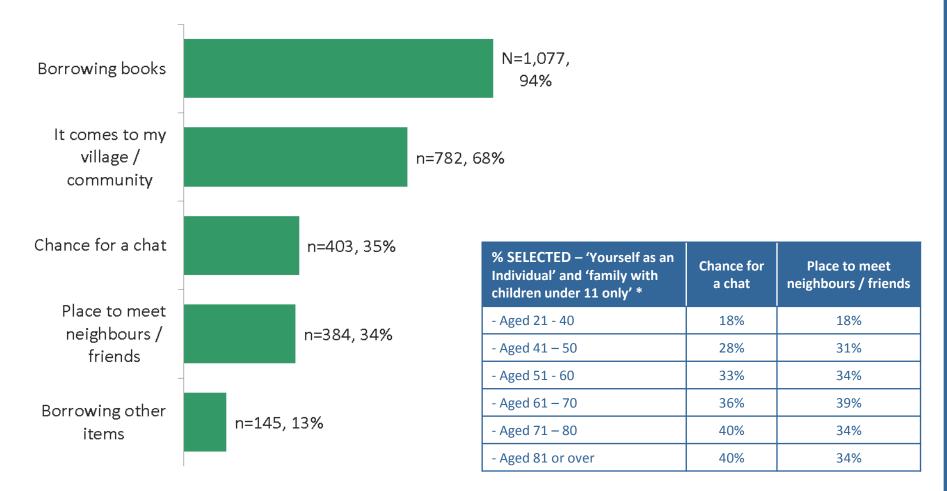


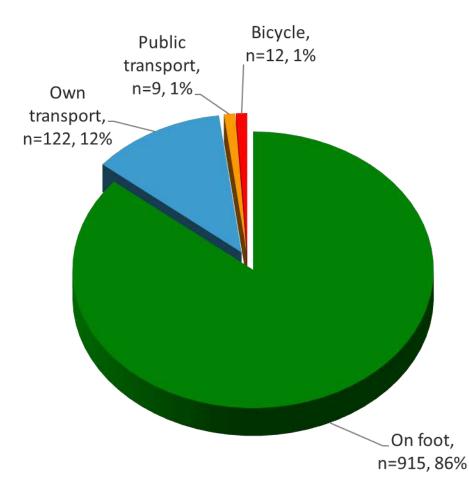
% YES – 'Yourself as an Individual' and 'family with children under 11 only' *

Yourself as an Individual	42%
A family with children under 11	70%
Used Mobile Library Service in last year	33%

% YES – 'Yourself as an Individual' and 'family with children under 11 only' *

- Male	45%
- Female	44%
- Aged 21 - 40	63%
- Aged 41 – 50	72%
- Aged 51 - 60	59%
- Aged 61 – 70	47%
- Aged 71 – 80	32%
- Aged 81 or over	22%
- Consider themselves disabled	32%
- Do not consider themselves disabled	51%



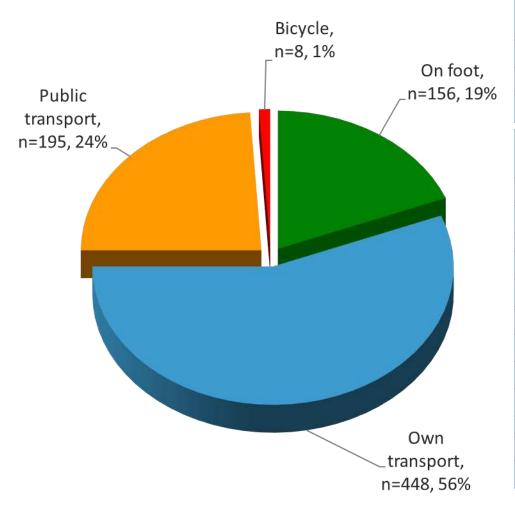


% ON FOOT – 'Yourself as an Individual' and 'family with children under 11 only' *

Yourself as an Individual	87%
A family with children under 11	85%
Used Mobile Library Service in last year	89%

% ON FOOT – 'Yourself as an Individual' and 'family with children under 11 only' *

- Male	85%
- Female	87%
- Aged 21 - 40	86%
- Aged 41 – 50	84%
- Aged 51 - 60	83%
- Aged 61 – 70	83%
- Aged 71 – 80	88%
- Aged 81 or over	91%
- Consider themselves disabled	90%
- Do not consider themselves disabled	85%

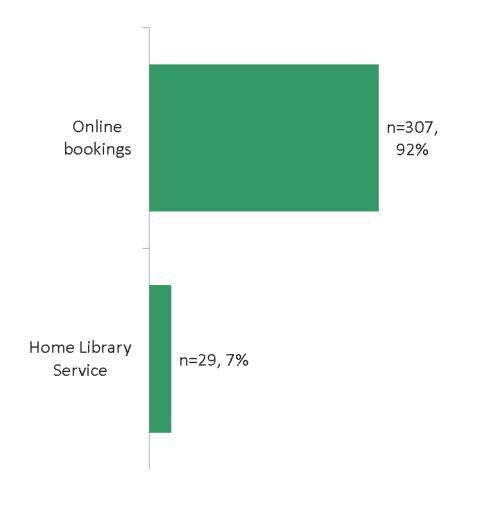


% OWN TRANSPORT- 'Yourself as an Individual' and 'family with children under 11 only' *

Yourself as an Individual	52%
A family with children under 11	74%
Used Mobile Library Service in last year	59%

% OWN TRANSPORT- 'Yourself as an Individual' and <u>'family with children under 11 only'</u> *

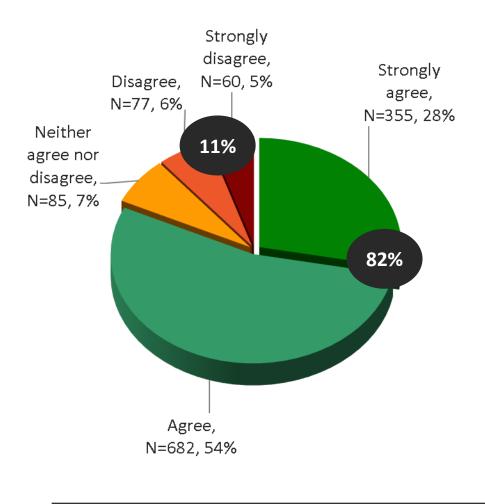
- Male	56%
- Female	56%
- Aged 21 - 40	59%
- Aged 41 – 50	71%
- Aged 51 - 60	64%
- Aged 61 – 70	60%
- Aged 71 – 80	51%
- Aged 81 or over	30%
- Consider themselves disabled	42%
- Do not consider themselves disabled	60%



% SELECTED – 'Yourself as an Individual' and 'family with children under 11 only' *	Online booking	Home Library Service
Yourself as an Individual	8%	93%
A family with children under 11	3%	97%
% SELECTED – 'Yourself as an Individual' and 'family with children under 11 only' *	Online booking	Home Library Service
- Male	7%	93%
- Female	7%	94%
- Aged 21 - 40	0%	100%
- Aged 41 – 50	9%	94%
- Aged 51 - 60	2%	98%
- Aged 61 – 70	3%	97%
- Aged 71 – 80	12%	90%
- Aged 81 or over	35%	65%
- Consider themselves disabled	9%	91%
- Do not consider themselves disabled	6%	95%

To what extent do you agree or disagree with this proposal? Withdraw or remove mobile library stops that consistently have no visitors over at least six months.

ALL INDIVIDUALS / FAMILIES WITH CHILDREN UNDER 11



% AGREE STRONGLY / AGREE – 'Yourself as an Individual' and 'family with children under 11 only' *

Yourself as an Individual	83%
A family with children under 11	78%
Used Mobile Library Service in last year	82%

% AGREE STRONGLY / AGREE – 'Yourself as an Individual' and 'family with children under 11 only' *

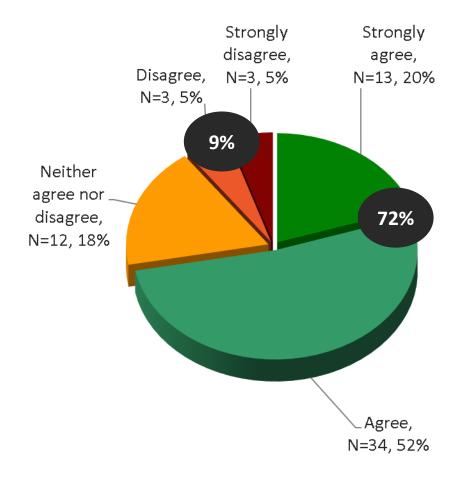
- Male	83%
- Female	83%
- Aged 21 - 40	80%
- Aged 41 – 50	83%
- Aged 51 - 60	81%
- Aged 61 – 70	84%
- Aged 71 – 80	86%
- Aged 81 or over	80%
- Consider themselves disabled	79%
- Do not consider themselves disabled	84%

* Excludes responses from organisations

Base: All answering (1,259)

To what extent do you agree or disagree with this proposal? Withdraw or remove mobile library stops that consistently have no visitors over at least six months.

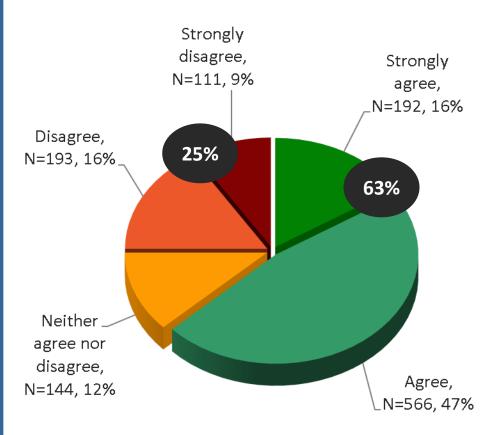
ALL ORGANISATIONS



% AGREE STRONGLY / AGREE – 'Organisations only' *	
Council	72%
Other organisation	81%

To what extent do you agree or disagree with this proposal? Merge stops which service the same community.

ALL INDIVIDUALS / FAMILIES WITH CHILDREN UNDER 11



% AGREE STRONGLY / AGREE – 'Yourself as an Individual' and 'family with children under 11 only' *

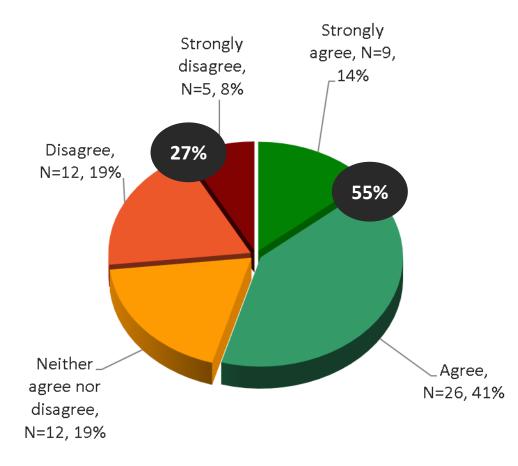
Yourself as an Individual	62%
A family with children under 11	67%
Used Mobile Library Service in last year	59%

% AGREE STRONGLY / AGREE – 'Yourself as an Individual' and 'family with children under 11 only' *

- Male	63%
- Female	63%
- Aged 21 - 40	74%
- Aged 41 – 50	68%
- Aged 51 - 60	69%
- Aged 61 – 70	67%
- Aged 71 – 80	60%
- Aged 81 or over	52%
- Consider themselves disabled	56%
- Do not consider themselves disabled	66%

To what extent do you agree or disagree with this proposal? Merge stops which service the same community.

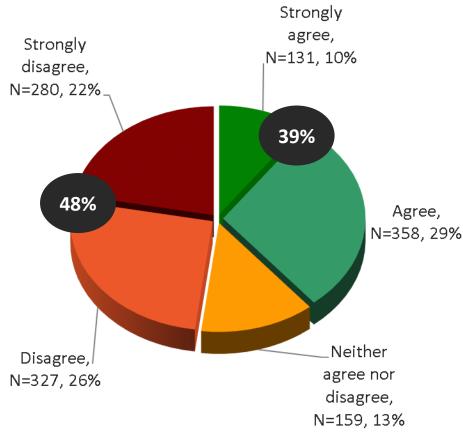
ALL ORGANISATIONS



% AGREE STRONGLY / AGREE – 'Organisations only' *	
Council	69%
Other organisation	49%

To what extent do you agree or disagree with this proposal? Remove mobile library stops if the stop is less than 2 miles from a library building.

ALL INDIVIDUALS / FAMILIES WITH CHILDREN UNDER 11



N=219 of those who said 'strongly disagree / disagree' indicated they use a library building

% AGREE STRONGLY / AGREE – 'Yourself as an Individual' and 'family with children under 11 only' *

Yourself as an Individual	38%
A family with children under 11	43%
Used Mobile Library Service in last year	34%

% AGREE STRONGLY / AGREE – 'Yourself as an Individual' and 'family with children under 11 only' *

- Male	45%
- Female	37%
- Aged 21 - 40	46%
- Aged 41 – 50	45%
- Aged 51 - 60	42%
- Aged 61 – 70	43%
- Aged 71 – 80	36%
- Aged 81 or over	31%
- Consider themselves disabled	29%
- Do not consider themselves disabled	44%

* Excludes responses from organisations

Base: All answering (1,255)

Profile of all answering Consultation vs. those who disagree with removing stops if they are less than 2 miles from a library building & do not currently use a library building.

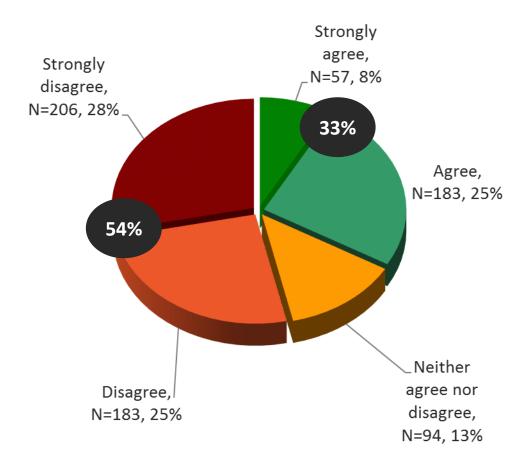
ALL INDIVIDUALS / FAMILIES WITH CHILDREN UNDER 11

DEMOGRAPHIC PROFILE	All answering Consultation	Disagree with 2 miles proposal and don't use library building currently
- Male	22%	19%
- Female	75%	79%
- Prefer not to answer	3%	2%
- Aged 21 - 40	7%	6%
- Aged 41 – 50	11%	5%
- Aged 51 - 60	12%	9%
- Aged 61 – 70	21%	20%
- Aged 71 – 80	27%	31%
- Aged 81 or over	20%	28%
- Prefer not to answer	2%	2%
- Consider themselves disabled	30%	44%
- Do not consider themselves disabled	40%	56%

To what extent do you agree or disagree with this proposal? Remove mobile library stops if the stop is less than 2 miles from a library building.

ALL INDIVIDUALS / FAMILIES WITH CHILDREN UNDER 11

- Excluding those who indicated they also use a library building



% AGREE STRONGLY / AGREE – 'Yourself as an Individual' and 'family with children under 11 only' *

Yourself as an Individual	33%
A family with children under 11	31%
Used Mobile Library Service in last year	32%

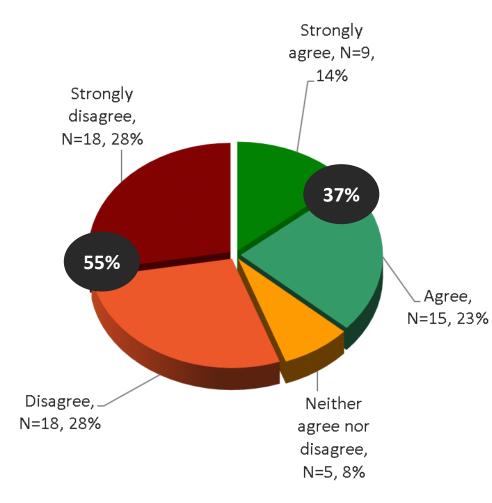
% AGREE STRONGLY / AGREE – 'Yourself as an Individual' and 'family with children under 11 only' *

- Male	41%
- Female	30%
- Aged 21 - 40	31%
- Aged 41 – 50	39%
- Aged 51 - 60	28%
- Aged 61 – 70	35%
- Aged 71 – 80	32%
- Aged 81 or over	33%
- Consider themselves disabled	29%
- Do not consider themselves disabled	37%

Base: All answering (723)

To what extent do you agree or disagree with this proposal? Remove mobile library stops if the stop is less than 2 miles from a library building.

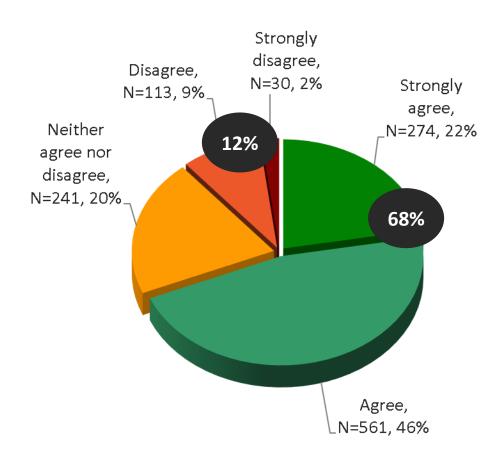
ALL ORGANISATIONS



% AGREE STRONGLY / AGREE – 'Organisations only' *	
Council	48%
Other organisation	35%

To what extent do you agree or disagree with this proposal? Increase the minimum stop time to 30 minutes.

ALL INDIVIDUALS / FAMILIES WITH CHILDREN UNDER 11



% AGREE STRONGLY / AGREE – 'Yourself as an Individual' and 'family with children under 11 only' *

Yourself as an Individual	67%
A family with children under 11	76%
Used Mobile Library Service in last year	65%

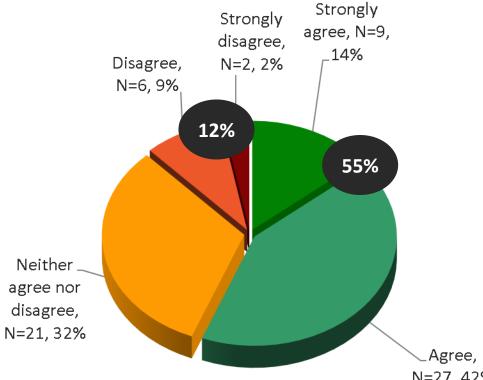
% AGREE STRONGLY / AGREE – 'Yourself as an Individual' and 'family with children under 11 only' *

- Male	63%
- Female	71%
- Aged 21 - 40	77%
- Aged 41 – 50	74%
- Aged 51 - 60	77%
- Aged 61 – 70	67%
- Aged 71 – 80	64%
- Aged 81 or over	65%
- Consider themselves disabled	68%
- Do not consider themselves disabled	69%

Base: All answering (1,219)

To what extent do you agree or disagree with this proposal? *Increase the minimum stop time to 30 minutes.*

ALL ORGANISATIONS



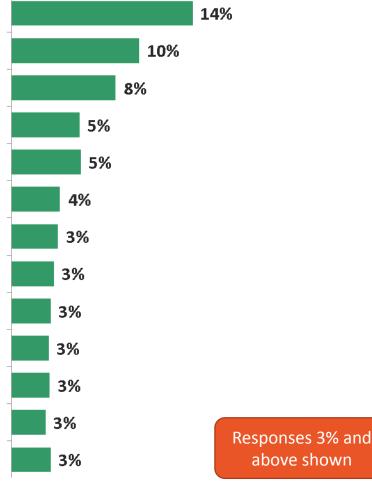
% AGREE STRONGLY / AGREE – 'Organisations only' *	
Council	52%
Other organisation	61%

N=27, 42%

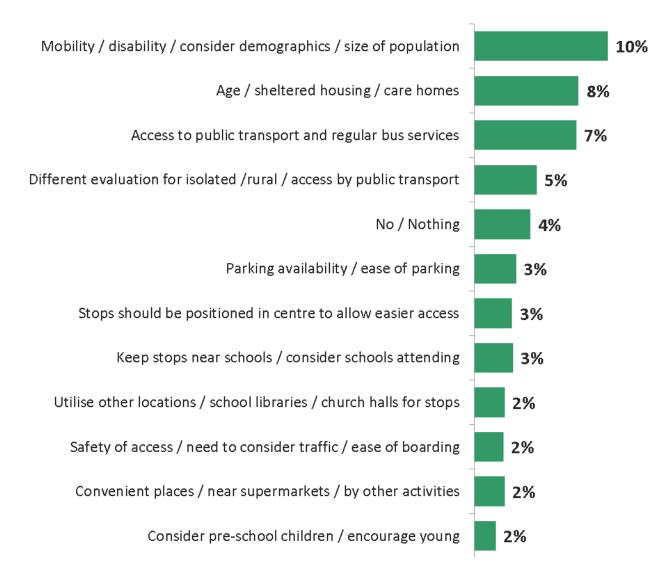
Please tell us why? Coded into quantitative themes

- Remove mobile library stops if the stop is less than 2 miles from a library building.
- Withdraw or remove mobile library stops that consistently has no visitors over at least six months
- Merge stops which service the same community.
- Increase the minimum stop time to 30 minutes

More time to browse / select books / place order Like idea of increased times / makes sense / 30 mins more realistic A longer stop provides more flexibility in arrival times / less rush Less queueing / less waiting / more relaxed / more socialising 20 minutes is adequate Better for the elderly / disabled / those with lack of mobility Length of stop should depend on number of users / location Need to ensure service continues / people depend on it Will encourage more people to use it / allows greater access 2 miles from a building is too far away/2 miles between stops too far Combining stops will require a longer stopping time at each Valued by elderly / lifeline to remote communities Changes should depend on location & type of use / flexibility needed



Are there other criteria you think we should use to decide where mobile library stops should be? Coded into quantitative themes



Responses 2% and above shown

To what extent do you agree or disagree with this proposal? *Visit a stop once every three weeks. This would mean fewer stops available overall but* there would be a gap of three weeks between visits.

% AGREE STRONGLY / AGREE - 'Yourself as an Individual' and 'family with children under 11 only' * Strongly Yourself as an Individual disagree, Strongly A family with children under 11 N=117, 10% agree, Used Mobile Library Service in last year _N=111, 9% % AGREE STRONGLY / AGREE – 'Yourself as an Disagree, Individual' and 'family with children under 11 only' * 29% N=2427 56% - Male 19% - Female - Aged 21 - 40 - Aged 41 - 50 - Aged 51 - 60 Agree, - Aged 61 – 70 N=560, 47% - Aged 71 - 80 Neither J - Aged 81 or over agree nor disagree, - Consider themselves disabled N=176, 15% - Do not consider themselves disabled

ALL INDIVIDUALS / FAMILIES WITH CHILDREN UNDER 11

* Excludes responses from organisations

Base: All answering (1,191)

58%

48%

55%

56%

58%

49%

47%

55%

60%

59%

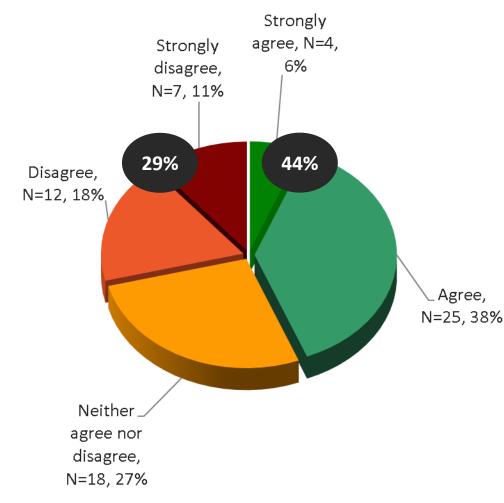
61%

55%

57%

To what extent do you agree or disagree with this proposal? Visit a stop once every <u>three</u> weeks. This would mean fewer stops available overall but there would be a gap of three weeks between visits.

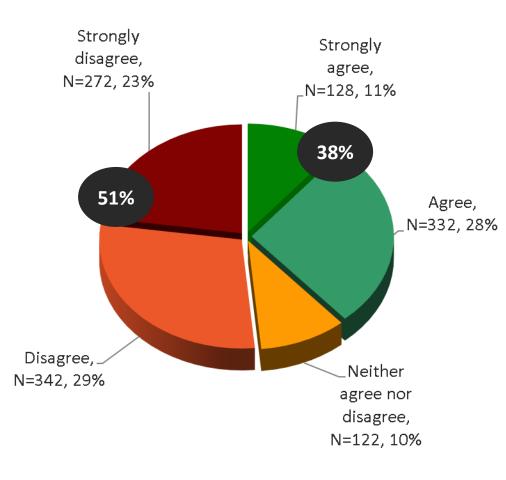
ALL ORGANISATIONS



% AGREE STRONGLY / AGREE – 'Organisations only' *	
Council	50%
Other organisation	39%

To what extent do you agree or disagree with this proposal? Visit a stop once every <u>four</u> weeks. This would mean fewer stops available overall but there would be a gap of four weeks between visits.

ALL INDIVIDUALS / FAMILIES WITH CHILDREN UNDER 11



% AGREE STRONGLY / AGREE – 'Yourself as an Individual' and 'family with children under 11 only' *

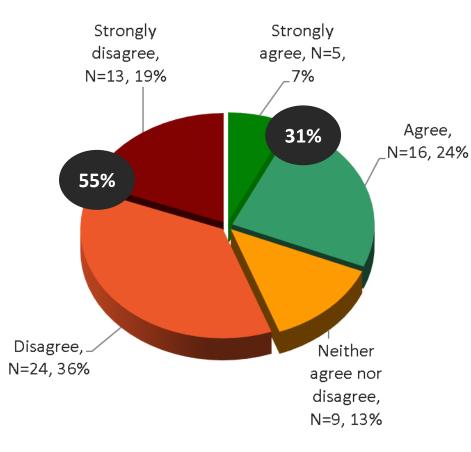
Yourself as an Individual	40%
A family with children under 11	30%
Used Mobile Library Service in last year	38%

% AGREE STRONGLY / AGREE – 'Yourself as an Individual' and 'family with children under 11 only' *

- Male	32%
- Female	40%
- Aged 21 - 40	30%
- Aged 41 – 50	34%
- Aged 51 - 60	40%
- Aged 61 – 70	34%
- Aged 71 – 80	43%
- Aged 81 or over	43%
- Consider themselves disabled	38%
- Do not consider themselves disabled	38%

To what extent do you agree or disagree with this proposal? Visit a stop once every <u>four</u> weeks. This would mean fewer stops available overall but there would be a gap of four weeks between visits.

ALL ORGANISATIONS



% AGREE STRONGLY / AGREE – 'Organisations only' *	
Council	34%
Other organisation	29%

To what extent do you agree or disagree with this proposal? Stops available on different days than currently available. This could mean stops available on Sundays, Mondays or later in the day.

Strongly disagree, Strongly N=97,8% agree, N=134, 12% Disagree, N=170, 15%_ 23% 49% Agree, N=434, 37% Neither agree nor disagree, N=323, 28%

ALL INDIVIDUALS / FAMILIES WITH CHILDREN UNDER 11

% AGREE STRONGLY / AGREE - 'Yourself as an Individual' and 'family with children under 11 only' * Vourself as an Individual 10%

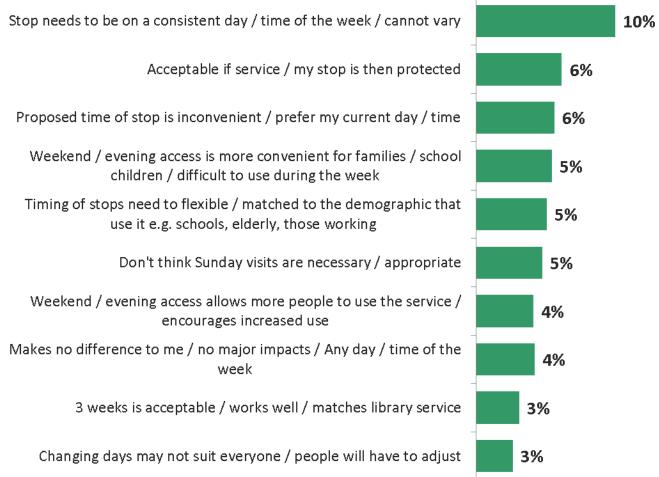
	4970
A family with children under 11	50%
Used Mobile Library Service in last year	44%

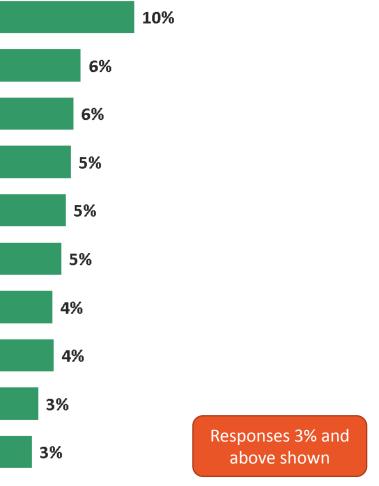
% AGREE STRONGLY / AGREE – 'Yourself as an Individual' and 'family with children under 11 only' *

- Male	49%
- Female	49%
- Aged 21 - 40	53%
- Aged 41 – 50	58%
- Aged 51 - 60	54%
- Aged 61 – 70	48%
- Aged 71 – 80	43%
- Aged 81 or over	49%
- Consider themselves disabled	50%
- Do not consider themselves disabled	49%

Please tell us why? Coded into quantitative themes

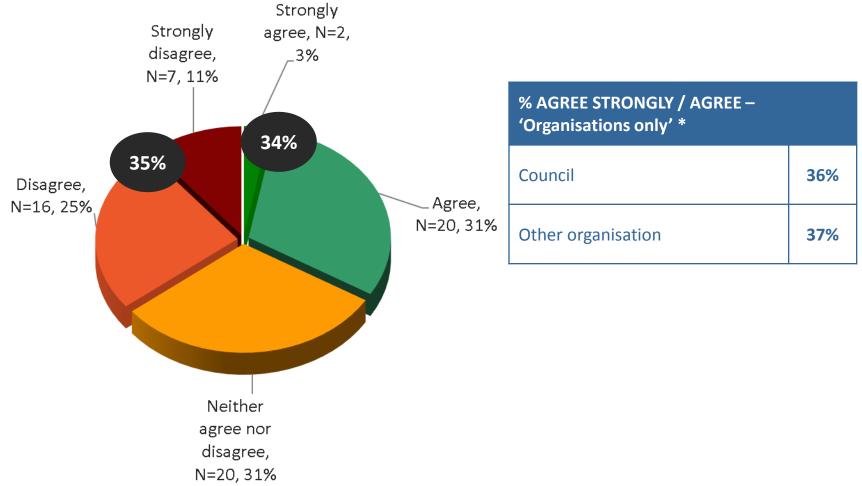
- Visiting each stop once every three weeks.
- Visiting each stop once every four weeks.
- Stops available on different days than currently available. This could mean stops available on Sundays, Mondays or later in the day.

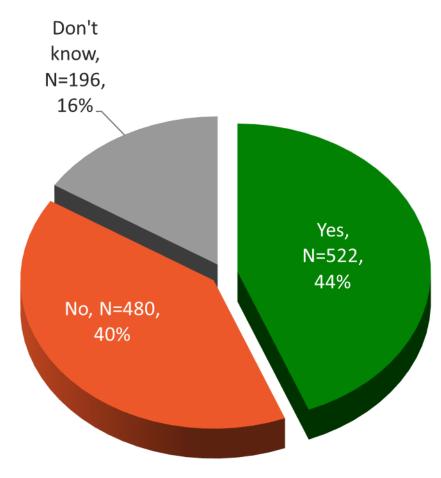




To what extent do you agree or disagree with this proposal? Stops available on different days than currently available. This could mean stops available on Sundays, Mondays or later in the day.

ALL ORGANISATIONS





N=63 of those who said 'no' indicated they use a library building % NO – 'Yourself as an Individual' and 'family with children under 11 only' *

Yourself as an Individual	42%
A family with children under 11	24%
Used Mobile Library Service in last year	47%

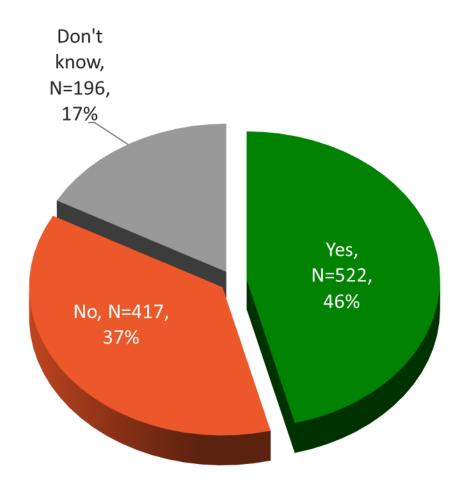
% NO – 'Yourself as an Individual' and 'family with children under 11 only' *

- Male	36%
- Female	41%
- Aged 21 - 40	18%
- Aged 41 – 50	26%
- Aged 51 - 60	29%
- Aged 61 – 70	34%
- Aged 71 – 80	44%
- Aged 81 or over	65%
- Consider themselves disabled	61%
- Do not consider themselves disabled	30%

* Excludes responses from organisations

Base: All answering (1,198)

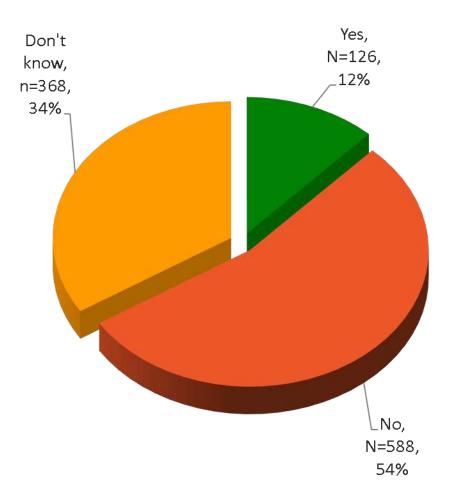
- Excluding those who said ' no' and they currently access a library building



% NO – 'Yourself as an Individual' and 'family with children under 11 only' *	
Yourself as an Individual	39%
A family with children under 11	19%

% NO – 'Yourself as an Individual' and 'family with children under 11 only' * 33% - Male - Female 38% - Aged 21 - 40 16% - Aged 41 – 50 20% - Aged 51 - 60 24% - Aged 61 – 70 29% - Aged 71 – 80 41% - Aged 81 or over 63% - Consider themselves disabled 58% - Do not consider themselves disabled 27%

Base: All answering (1,135)

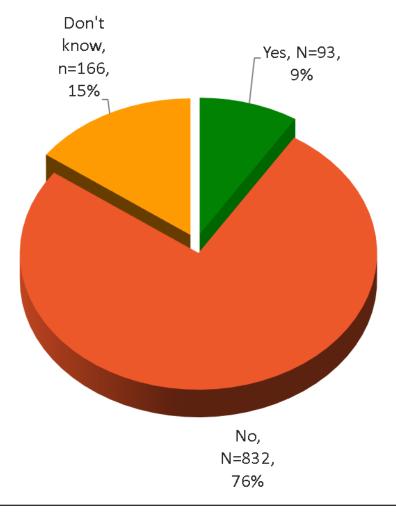


% YES – 'Yourself as an Individual' and 'family with children under 11 only' *

Yourself as an Individual	10%
A family with children under 11	21%

% YES – 'Yourself as an Individual' and 'family with children under 11 only' *

- Male	9%
- Female	12%
- Aged 21 - 40	24%
- Aged 41 – 50	22%
- Aged 51 - 60	14%
- Aged 61 – 70	10%
- Aged 71 – 80	7%
- Aged 81 or over	5%
- Consider themselves disabled	7%
- Do not consider themselves disabled	14%

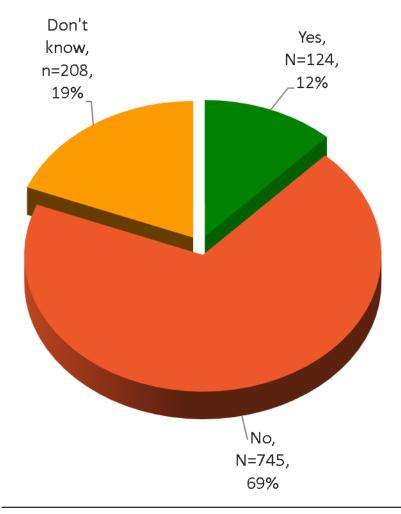


% YES – 'Yourself as an Individual' and 'family with children under 11 only' *

Yourself as an Individual	9%
A family with children under 11	7%

% YES – 'Yourself as an Individual' and 'family with children under 11 only' *

- Male	9%
- Female	9%
- Aged 21 - 40	10%
- Aged 41 – 50	5%
- Aged 51 - 60	8%
- Aged 61 – 70	14%
- Aged 71 – 80	10%
- Aged 81 or over	2%
- Consider themselves disabled	4%
- Do not consider themselves disabled	11%



% YES – 'Yourself as an Individual' and 'family with children under 11 only' *

Yourself as an Individual	11%
A family with children under 11	13%

% YES – 'Yourself as an Individual' and 'family with children under 11 only' *

- Male	13%
- Female	11%
- Aged 21 - 40	14%
- Aged 41 – 50	11%
- Aged 51 - 60	12%
- Aged 61 – 70	20%
- Aged 71 – 80	10%
- Aged 81 or over	3%
- Consider themselves disabled	9%
- Do not consider themselves disabled	13%

GENDER	
Male	37%
Female	61%
Prefer not to answer	3%

ETHNICITY	
- White British	92%
- Mixed White / Black Caribbean	5%
- Mixed White / Asian	3%
- Mixed Other	3%

FAITH	
- Christian	66%
- None	29%
- Prefer not to answer	5%

IMPAIRMENT / DISABILITY	
- Yes	3%
- No	97%

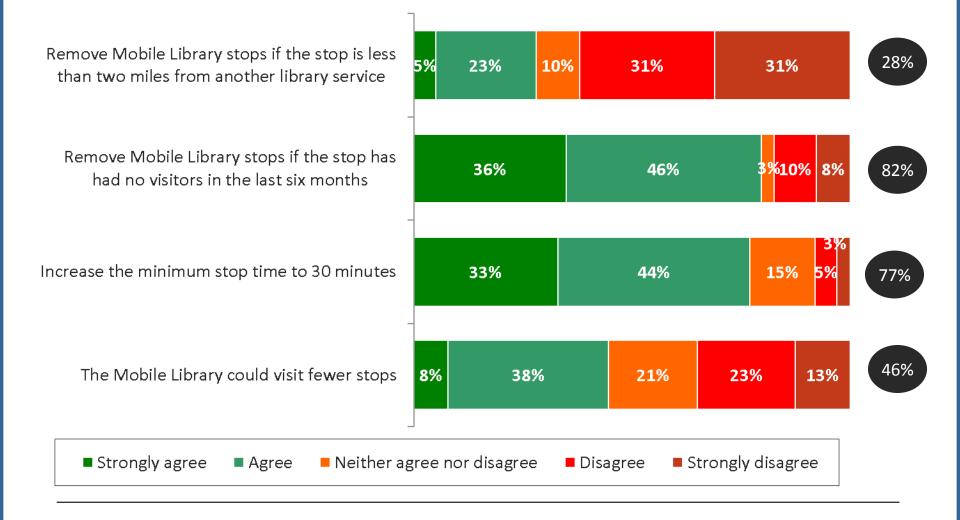
DISTRICT	
- Basildon	3%
- Braintree	5%
- Brentwood	5%
- Castle Point	3%
- Chelmsford	11%
- Colchester	26%
- Harlow	5%
- Maldon	11%
- Rochford	3%
- Tendring	11%
- Uttlesford	18%

HAVE AN ESSEX LIBRARY CARD	
- Yes	98%
- No	2%

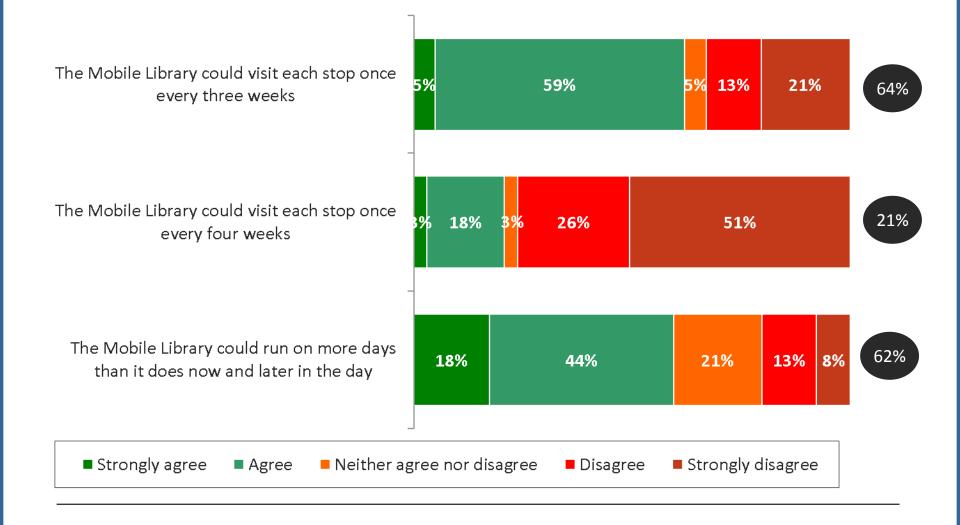
MODE OF TRAVEL TO LIBRARY	
- I walk	22%
- I use it at my school	17%
- I go by car	78%
- I go by bus	17%

USE MOBILE LIBRARY SERVICE	
- Yes a lot	47%
- Yes a bit	31%
- No not a lot	4%
- No not at all	18%

MODE OF TRAVEL TO MOBILE LIBRARY	
- I walk	76%
- I use it at my school	17%
- I go by car	12%
- I go by bicycle	5%
- I get there another way	2%



Children and Young People – Proposal response (2)



Children and Young People - If your mobile stop is withdrawn, is it likely that you can access other library services?

