

REPORT BASED ON THE FOLLOWING SETTINGS

STATISTICS

Responses: [Wellington City Council Libraries](#) 4587

	Wellington City Council Libraries
Bounce Backs	305
Surveys Completed	1453 (34%)
Surveys Unfinished	230 (5%)
Surveys Unstarted	2599 (61%)

CURRENTLY HAS A VALID LIBRARY CARD?

Response Rate: [Wellington City Council Libraries](#) 1453 / 1453 (100%)

	Wellington City Council Libraries
Yes, I'm a member	96%
No, I'm not a member	3%
I'm not sure	2%

PAST MEMBERSHIP

Response Rate: [Wellington City Council Libraries](#) 60 / 1453 (4%)

	Wellington City Council Libraries
Yes, I have been a member in the past	65%
No, I have never been a member	33%
I'm not sure	2%

## VISIT FREQUENCY

Response Rate: [Wellington City Council Libraries](#) 1453 / 1453 (100%)

	Wellington City Council Libraries	
Daily		0%
Several times a week		9%
Once a week		18%
Several times a month		30%
Once a month		18%
Several times a year		19%
Once a year		2%
Less than once a year		2%
Never		1%
Don't know		0%

## SUGGESTIONS THAT MAY ENCOURAGE USE OF LIBRARY

Response Rate: [Wellington City Council Libraries](#) 11 / 1453 (1%)

All Verbatim Comments
I use the digital library several times a week as I am an out of town member
Possibility of visiting library online and downloading books to read on a Kindle
more time
more time in the day.
Not sure
No. I seriously wonder why we have them now. The internet and iBooks/Kindle have made them largely redundant as far as I can tell.
Just don't think to go there, am a member of a book club and get my books through that or purchase them
Cheaper and easier access
If I had more time
Interest me to read. Give me more hours in the day
I borrow ebooks

## ONLINE LIBRARY RESOURCES USED IN THE LAST 12 MONTHS

Response Rate: [Wellington City Council Libraries](#) 1453 / 1453 (100%)

	Wellington City Council Libraries	
eBooks		11%
eAudiobooks		7%
Online databases (e.g. online journals)		12%
Easyfind (browsing catalogue)		44%
Library catalogue (classic)		65%
[SN] website		71%
None of these		12%

## FREQUENCY OF WEBSITE USE IN THE LAST 12 MONTHS

Response Rate: [Wellington City Council Libraries](#) 1038/1453 (71%)

Wellington City Council Libraries	
Daily	1%
Several times a week	9%
Once a week	10%
Several times a month	26%
Once a month	18%
Less than once a month	34%
Don't know	2%

## RATINGS - ONLINE LIBRARY RESOURCES

Responses: [Wellington City Council Libraries](#) 1453

Wellington City Council Libraries	
Evaluation of online library resources: eBooks	7.4
Evaluation of online library resources: eAudiobooks	7.9
Evaluation of online library resources: Online databases	8.2
Evaluation of online library resources: Easyfind	7.8
Evaluation of online library resources: Library catalogue (classic)	8.1
Evaluation of online library resources: Organisations website	7.9

## IN THE LAST 12 MONTHS, WHICH ONLINE SERVICES HAVE YOU USED AT [SN]?

Response Rate: [Wellington City Council Libraries](#) 1453/1453 (100%)

Wellington City Council Libraries	
Checked my account online	64%
Received library notices via email	48%
Received an eNewsletter	5%
Read a blog	4%
Suggested the library buys an item	9%
Purchased a concession card	4%
Used library wi-fi service	18%
None of these	20%
Other	5%

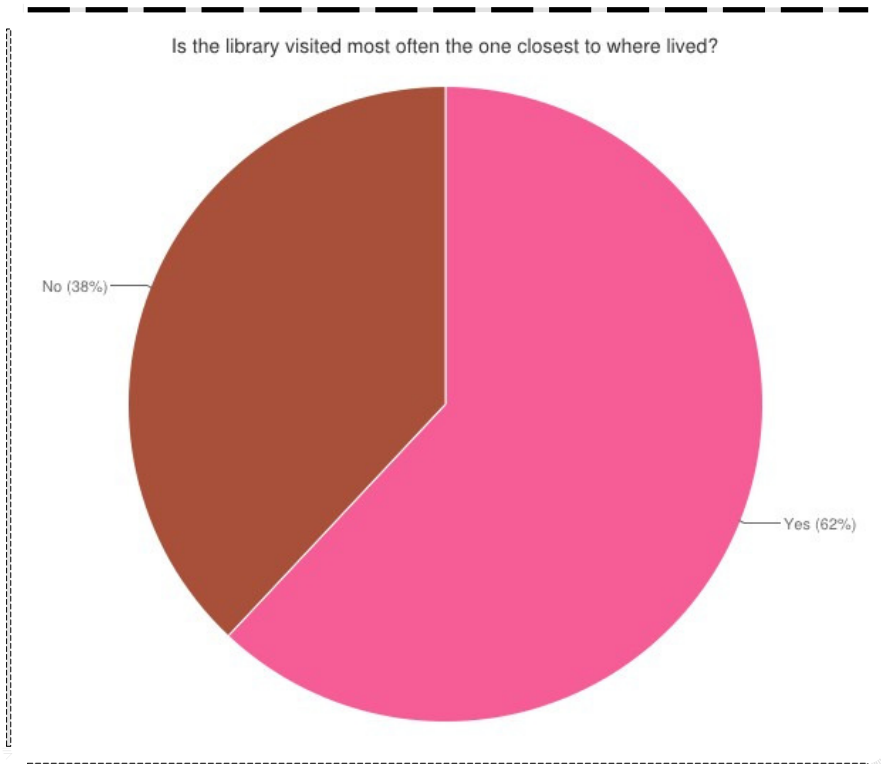
## LIBRARY VISITED MOST OFTEN

Response Rate: [Wellington City Council Libraries](#) 1439 / 1453 (99%)

Wellington City Council Libraries	
Brooklyn Library	2%
Central Library	60%
Cummings Park Library (Ngaio)	5%
Island Bay Library	2%
Johnsonville Library	6%
Karori Library	7%
Khandallah Library	2%
Mervyn Kemp Library (Tawa)	3%
Miramar Library	3%
Newtown Library	3%
Ruth Gotlieb Library (Kilbirnie)	5%
Wadestown Library	1%
Don't know	0%

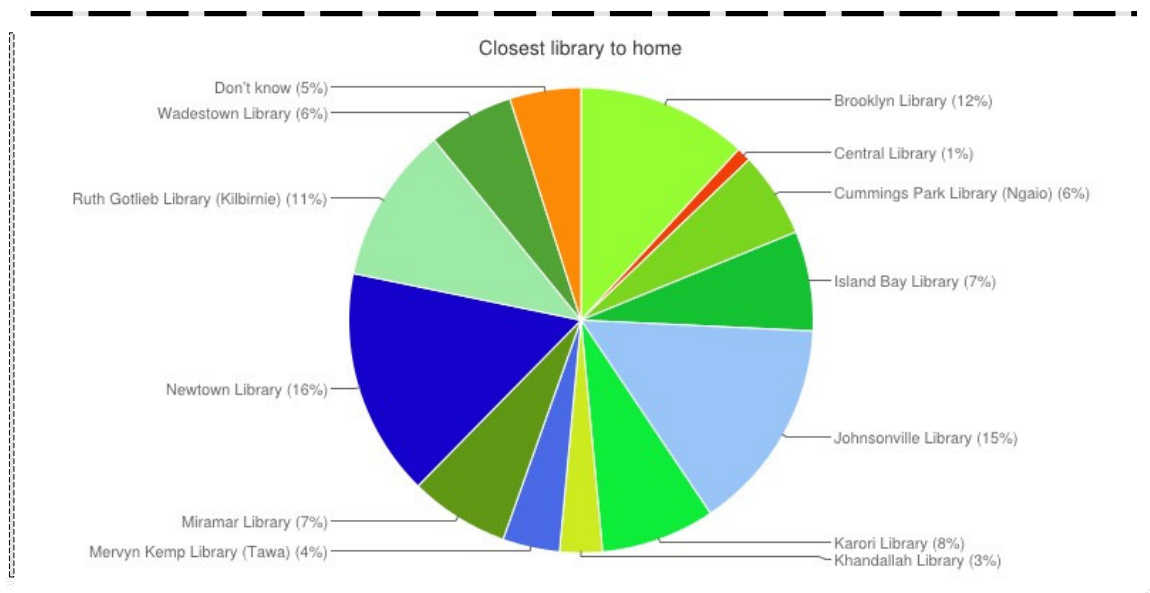
## IS THE LIBRARY VISITED MOST OFTEN THE ONE CLOSEST TO WHERE LIVED?

Response Rate: [Wellington City Council Libraries](#) 1439 / 1453 (99%)



## CLOSEST LIBRARY TO HOME

Response Rate: [Wellington City Council Libraries](#) 546/1453 (38%)



## REASON(S) MAIN LIBRARY VISTED MORE THAN THE ONE CLOSEST TO HOME

Response Rate: [Wellington City Council Libraries](#) 545/1453 (38%)

Reason	Wellington City Council Libraries
Main Library used is close to where I work or study	62%
Main library used is easier to get to	17%
Has a wider range of books/music/materials available	68%
Has books/music/materials of greater interest to me/the people I go with	19%
The opening hours suit me better	39%
Is close to other facilities I use (e.g. shops, doctor, school)	29%
Is close to where my friends/family live	1%
Has more helpful/knowledgeable staff	3%
Has more appealing spaces for reading/study etc.	23%
Is warmer/more comfortable	11%
Has a café	24%
Has better facilities for children	5%
Has better facilities for parents with children	3%
Has better facilities for people with limited mobility	0%
Other	5%

## OTHER PUBLIC LIBRARIES USED

Response Rate: [Wellington City Council Libraries](#) 1439 / 1453 (99%)

	Wellington City Council Libraries
Brooklyn Library	4%
Central Library	31%
Cummings Park Library (Ngaio)	5%
Island Bay Library	4%
Johnsonville Library	10%
Karori Library	9%
Khandallah Library	6%
Mervyn Kemp Library (Tawa)	3%
Miramar Library	5%
Newtown Library	11%
Ruth Gottlieb Library (Kilbirnie)	11%
Wadestown Library	3%
None / no others	38%

## LIBRARY VISITED MOST RECENTLY

Response Rate: [Wellington City Council Libraries](#) 1439 / 1453 (99%)

	Wellington City Council Libraries
Brooklyn Library	1%
Central Library	58%
Cummings Park Library (Ngaio)	5%
Island Bay Library	3%
Johnsonville Library	7%
Karori Library	7%
Khandallah Library	2%
Mervyn Kemp Library (Tawa)	3%
Miramar Library	4%
Newtown Library	4%
Ruth Gottlieb Library (Kilbirnie)	5%
Wadestown Library	1%
Don't know	1%

## TIME SPENT AT THE LAST LIBRARY YOU VISITED

Response Rate: [Wellington City Council Libraries](#) 1439 / 1453 (99%)

	Wellington City Council Libraries
Less than 15 minutes	27%
15 minutes to 1 hour	57%
1 - 2 hours	12%
2 - 3 hours	2%
3 - 4 hours	0%
More than 4 hours	0%
Don't know/can't remember	1%

## TIME OF DAY VISIT BEGUN

Response Rate: [Wellington City Council Libraries](#) 1439 / 1453 (99%)

	Wellington City Council Libraries
9 - 11 am	12%
11 am - 1pm	24%
1pm - 3pm	23%
3pm - 5pm	20%
5pm - 7pm	12%
7pm - 9pm	1%
Don't know/can't recall	7%

## GROUP COMPOSITION

Response Rate: [Wellington City Council Libraries](#) 1439 / 1453 (99%)

	Wellington City Council Libraries
No one (I was visiting alone)	63%
My partner/spouse	9%
Child/children aged less than 5 years	13%
Child/children aged 5-15 years	12%
Child/children aged more than 15 years	1%
Other family members	3%
Friends	5%
Members of a school or educational group	1%
Members of another community group (e.g. a book group)	0%
Work colleagues	1%

## ACTIVITIES ON VISIT

Response Rate: [Wellington City Council Libraries](#) 1439 / 1453 (99%)

	Wellington City Council Libraries
Returned a book or another item	54%
Browsed/searched for or borrowed books, music or other items (for leisure)	70%
Browsed/searched for or borrowed books, music or other items (for work or study)	11%
Reserved an item	3%
Picked up an item that I had reserved	11%
Undertook research (e.g. family history, local history, special collections)	2%
Visited the café	12%
Used the wi-fi	9%
Obtained local information (e.g. community group/event/council information from a noticeboard)	7%
Attended a children's programme	2%
Attended an event held by [SN] for adults	0%
Attended another meeting or function	0%
Viewed an exhibition or range of exhibits	1%
Other	8%

## MAIN REASON FOR VISIT

Response Rate: [Wellington City Council Libraries](#) 1439 / 1453 (99%)

	Wellington City Council Libraries
Return a book or another item	29%
Browse/search for or borrow books, music or other items (for leisure)	45%
Browse/search for or borrow books, music or other items (for work or study)	6%
Reserve an item	0%
Pick up an item that I had reserved	6%
Undertake research (e.g. family history, local history, special collections)	1%
Visit the café	2%
Used the wi-fi	2%
Obtain local information (e.g. community group/event/council information from a noticeboard)	0%
Attend a children's programme	1%
Attend an event held by [SN] for adults	0%
Attend another meeting or function	0%
View an exhibition or range of exhibits	0%
Other	7%

## RATINGS - ARRIVAL AT LIBRARY

Responses: [Wellington City Council Libraries](#) 1453

	Wellington City Council Libraries
Evaluation of arrival - Public transport services to library	8.5
Evaluation of arrival - The signage directing you to the library	7.7
Evaluation of arrival - The parking facilities	6.4
Evaluation of arrival - Access/entrance to library	8.4
Evaluation of arrival - Overall impression of the library on arrival	8.3

## EVALUATION OF ARRIVAL - OVERALL IMPRESSION OF THE LIBRARY ON ARRIVAL

Response Rate: [Wellington City Council Libraries](#) 1439 / 1453 (99%)

	Wellington City Council Libraries
Brooklyn Library	8.4
Central Library	8.4
Cummings Park Library (Ngaio)	8.9
Island Bay Library	7.8
Johnsonville Library	7.8
Karori Library	8.7
Khandallah Library	8.7
Mervyn Kemp Library (Tawa)	8.1
Miramar Library	8.0
Newtown Library	8.2
Ruth Gottlieb Library (Kilbirnie)	8.9
Wadestown Library	8.4
Don't know	7.4



## RATINGS - LIBRARY FACILITIES AND SERVICE

Responses: [Wellington City Council Libraries](#) 1453

	Wellington City Council Libraries
Evaluation of facilities and services - The signage directing you around the library	7.7
Evaluation of facilities and services - The cleanliness/maintenance of the library facilities	8.3
Evaluation of facilities and services - The rubbish/waste disposal facilities provided for visitors	7.7
Evaluation of facilities and services - Overall layout of library	7.8
Evaluation of facilities and services - The ease with which you could get around	8.1
Evaluation of facilities and services - The bathroom/toilet facilities	6.7
Evaluation of facilities and services - Consideration shown for people with physical impairment	7.7
Evaluation of facilities and services - Facilities provided for children/families	8.1
Evaluation of facilities and services - Finding a quiet place to read/study in the library	7.7
Evaluation of facilities and services - Overall impression of the facilities and services provided for library users	8.1

## EVALUATION OF FACILITIES AND SERVICES - OVERALL IMPRESSION OF THE FACILITIES AND SERVICES PROVIDED FOR LIBRARY USERS

Response Rate: [Wellington City Council Libraries](#) 1439 / 1453 (99%)

	Wellington City Council Libraries
10 (Excellent)	18%
9	25%
8	30%
7	15%
6	7%
5 (Average)	3%
4	1%
3	1%
2	0%
1 (Extremely Poor)	0%
N/A (N/A)	1%
Average	8.1

## LIBRARY RESOURCES OF INTEREST

Response Rate: [Wellington City Council Libraries](#) 1439 / 1453 (99%)

	Wellington City Council Libraries	
Adult fiction		59%
Arts & crafts		21%
Beliefs & personal development		12%
Biography		14%
Business & employment		6%
CDs		12%
Children's books		27%
Computing & electronics		3%
DVDs for adults		17%
DVDs for children or teens		11%
Health		12%
History		11%
Lifestyle & fashion		10%
Magazines		17%
New Zealand & Māori		5%
Sciences		6%
Social comment & culture		8%
Sports & games		3%
Travel		13%
None of these		5%
Other		10%

## RATINGS - LIBRARY RESOURCES

Responses: [Wellington City Council Libraries](#) 1453

	Wellington City Council Libraries	
Evaluation of library resources - Adult fiction		8.1
Evaluation of library resources - Arts & crafts		7.8
Evaluation of library resources - Beliefs & personal development		7.6
Evaluation of library resources - Biography		7.9
Evaluation of library resources - Business & employment		7.8
Evaluation of library resources - CDs		7.9
Evaluation of library resources - Children's books		8.4
Evaluation of library resources - Computing & electronics		7.4
Evaluation of library resources - DVDs for adults		7.9
Evaluation of library resources - DVDs for children or teens		7.9
Evaluation of library resources - Health		7.7
Evaluation of library resources - History		8.0
Evaluation of library resources - Lifestyle & fashion		7.9
Evaluation of library resources - Magazines		8.0
Evaluation of library resources - New Zealand & Māori		8.4
Evaluation of library resources - Sciences		7.6
Evaluation of library resources - Social comment & culture		8.0
Evaluation of library resources - Sports & games		7.7
Evaluation of library resources - Travel		7.8
Evaluation of library resources - Your overall satisfaction with the library resources		8.1

## EVALUATION OF LIBRARY RESOURCES - YOUR OVERALL SATISFACTION WITH THE LIBRARY RESOURCES

Response Rate: [Wellington City Council Libraries](#) 1368 / 1453 (94%)

	Wellington City Council Libraries
10 (Very Satisfied)	20%
9	24%
8	30%
7	14%
6	6%
5 (Neither/Nor)	3%
4	1%
3	1%
2	0%
1 (Very Dissatisfied )	0%
N/A (Don't Know)	1%
Average	8.2

## EVALUATION OF LIBRARY RESOURCES - YOUR OVERALL SATISFACTION WITH THE LIBRARY RESOURCES BY AGE

Response Rate: [Wellington City Council Libraries](#) 1368 / 1453 (94%)

	Wellington City Council Libraries
19 years or less	8.4
20 - 29 years	8.2
30 – 39 years	8.2
40 – 49 years	8.2
50 – 59 years	8.1
60 – 69 years	8.2
70 years or more	8.3
Would rather not say	5.5

## RATINGS - STAFF

Responses: [Wellington City Council Libraries](#) 1453

	Wellington City Council Libraries
Evaluation of staff - Making you feel welcome	8.1
Evaluation of staff - Attitude/enthusiasm	8.2
Evaluation of staff - Helpfulness	8.5
Evaluation of staff - Friendliness	8.3
Evaluation of staff - Knowledge	8.5
Evaluation of staff - Competence	8.5
Evaluation of staff - Presentation	8.4
Evaluation of staff - Efficiency	8.4
Evaluation of staff - Availability when needed	8.2
Evaluation of staff - Your overall impression of library staff	8.4

## OVERALL SATISFACTION WITH THE LIBRARY SERVICE AT LAST VISIT

Response Rate: [Wellington City Council Libraries](#) 1439 / 1453 (99%)

	Wellington City Council Libraries
10 (Very Satisfied)	34%
9	32%
8	21%
7	7%
6	4%
5 (Neither/Nor)	1%
4	1%
3	0%
2	0%
1 (Very Dissatisfied)	0%
Average	8.7

## OVERALL SATISFACTION WITH THE LIBRARY SERVICE AT LAST VISIT BY AGE

Response Rate: [Wellington City Council Libraries](#) 1439 / 1453 (99%)

	Wellington City Council Libraries
19 years or less	8.4
20 - 29 years	8.6
30 – 39 years	8.7
40 – 49 years	8.9
50 – 59 years	8.9
60 – 69 years	8.9
70 years or more	9.0
Would rather not say	8.2

## PROPENSITY TO RECOMMEND THE LAST LIBRARY VISITED

Response Rate: [Wellington City Council Libraries](#) 1439 / 1453 (99%)

	Wellington City Council Libraries
10 (Very Likely)	51%
9	24%
8	11%
7	5%
6	5%
5 (Somewhat Likely )	2%
4	1%
3	0%
2	0%
1 (Very Unlikely)	0%
Average	9.0

## RATINGS - OVERALL SATISFACTION WITH LIBRARY SERVICES

Responses: [Wellington City Council Libraries](#) 1453

	Wellington City Council Libraries
Evaluation of overall satisfaction with library services - [SN]'s lending conditions	8.2
Evaluation of overall satisfaction with library services - The range and variety of the [SN] collection	8.4
Evaluation of overall satisfaction with library services - Value for money of the [SN] facilities and services	8.3
Evaluation of overall satisfaction with library services - The [SN] library facilities and services overall	8.5

## EVALUATION OF OVERALL SATISFACTION WITH LIBRARY SERVICES - VALUE FOR MONEY OF THE [SN] FACILITIES AND SERVICES

Response Rate: [Wellington City Council Libraries](#) 1439 / 1453 (99%)

	Wellington City Council Libraries
10 (Very Satisfied)	32%
9	25%
8	20%
7	8%
6	5%
5 (Neither/Nor)	3%
4	2%
3	2%
2	1%
1 (Very Dissatisfied)	1%
N/A (N/A)	3%
Average	8.4

## PREFERRED OPENING HOURS

Response Rate: [Wellington City Council Libraries](#) 1439 / 1453 (99%)

	Wellington City Council Libraries
Monday: Before 9:30am	3%
Monday: 9:30am - 12:30pm	8%
Monday: 12:30pm - 5:00pm	15%
Monday: 5:00pm - 8:30pm	13%
Monday: Post 8:30pm	2%
Tuesday: Before 9:30am	2%
Tuesday: 9:30am - 12:30pm	7%
Tuesday: 12:30pm - 5:00pm	14%
Tuesday: 5:00pm - 8:30pm	11%
Tuesday: Post 8:30pm	2%
Wednesday: Before 9:30am	2%
Wednesday: 9:30am - 12:30pm	7%
Wednesday: 12:30pm - 5:00pm	16%
Wednesday: 5:00pm - 8:30pm	14%
Wednesday: Post 8:30pm	2%
Thursday: Before 9:30am	2%
Thursday: 9:30am - 12:30pm	7%
Thursday: 12:30pm - 5:00pm	13%
Thursday: 5:00pm - 8:30pm	16%
Thursday: Post 8:30pm	3%
Friday: Before 9:30am	2%
Friday: 9:30am - 12:30pm	6%
Friday: 12:30pm - 5:00pm	15%
Friday: 5:00pm - 8:30pm	15%
Friday: Post 8:30pm	2%
Saturday: Before 9:30am	2%
Saturday: 9:30am - 12:30pm	23%
Saturday: 12:30pm - 5:00pm	30%
Saturday: 5:00pm - 8:30pm	6%
Saturday: Post 8:30pm	1%
Sunday: Before 9:30am	1%
Sunday: 9:30am - 12:30pm	15%
Sunday: 12:30pm - 5:00pm	23%
Sunday: 5:00pm - 8:30pm	5%
Sunday: Post 8:30pm	2%
No preference – any times suit me	22%
No preference – I won't use a library regardless of opening times	1%

## PREFERRED OPENING HOURS by LIBRARY VISITED MOST OFTEN

Response Rate: [Wellington City Council Libraries](#) 1439 / 1453 (99%)

	Brooklyn Library	Central Library	Cummings Park Library (Ngaio)	Island Bay Library	Johnsonville Library	Karori Library	Khandallah Library	Mervyn Kemp Library (Tawa)	Miramar Library	Newtown Library	Ruth Godlieb Library (Kilbirnie)	Wadestown Library	Don't know
Monday: Before 9:30am	0%	3%	1%	6%	8%	3%	0%	2%	6%	0%	4%	0%	0%
Monday: 9:30am - 12:30pm	18%	5%	11%	6%	15%	16%	14%	9%	12%	8%	14%	18%	0%
Monday: 12:30pm - 5:00pm	14%	15%	15%	22%	16%	11%	20%	20%	20%	17%	13%	9%	0%
Monday: 5:00pm - 8:30pm	27%	15%	15%	6%	10%	12%	9%	4%	16%	8%	7%	9%	0%
Monday: Post 8:30pm	5%	3%	3%	0%	0%	0%	3%	0%	0%	3%	3%	0%	0%
Tuesday: Before 9:30am	0%	2%	0%	3%	7%	3%	0%	0%	4%	3%	4%	0%	0%
Tuesday: 9:30am - 12:30pm	18%	3%	16%	16%	9%	9%	14%	4%	14%	6%	13%	18%	0%
Tuesday: 12:30pm - 5:00pm	18%	13%	23%	22%	15%	13%	23%	22%	16%	14%	8%	18%	0%
Tuesday: 5:00pm - 8:30pm	9%	15%	4%	13%	7%	8%	3%	4%	12%	6%	4%	9%	0%
Tuesday: Post 8:30pm	0%	3%	0%	0%	1%	0%	0%	0%	0%	0%	4%	0%	0%
Wednesday: Before 9:30am	0%	2%	4%	0%	7%	3%	0%	0%	6%	0%	1%	0%	0%
Wednesday: 9:30am - 12:30pm	23%	4%	10%	13%	10%	16%	9%	7%	14%	6%	11%	18%	0%
Wednesday: 12:30pm - 5:00pm	14%	15%	18%	25%	18%	15%	31%	17%	14%	6%	18%	18%	0%
Wednesday: 5:00pm - 8:30pm	5%	18%	4%	0%	9%	12%	11%	7%	16%	17%	10%	9%	0%
Wednesday: Post 8:30pm	0%	3%	0%	0%	1%	1%	0%	0%	0%	0%	1%	9%	0%
Thursday: Before 9:30am	0%	1%	0%	3%	8%	3%	0%	0%	4%	6%	1%	0%	0%
Thursday: 9:30am - 12:30pm	14%	4%	5%	13%	14%	12%	14%	9%	16%	8%	11%	18%	0%
Thursday: 12:30pm - 5:00pm	14%	14%	15%	16%	15%	11%	23%	13%	14%	6%	8%	18%	0%
Thursday: 5:00pm - 8:30pm	9%	19%	8%	16%	8%	13%	23%	20%	12%	8%	17%	18%	0%
Thursday: Post 8:30pm	5%	3%	3%	3%	2%	2%	0%	4%	0%	0%	1%	0%	0%
Friday: Before 9:30am	0%	2%	0%	3%	8%	4%	0%	2%	8%	3%	3%	0%	0%
Friday: 9:30am - 12:30pm	9%	3%	5%	6%	8%	17%	11%	9%	14%	3%	15%	9%	0%
Friday: 12:30pm - 5:00pm	23%	14%	18%	13%	16%	14%	11%	13%	18%	14%	13%	27%	0%
Friday: 5:00pm - 8:30pm	18%	18%	10%	9%	17%	11%	14%	4%	12%	17%	13%	9%	0%
Friday: Post 8:30pm	0%	3%	0%	3%	2%	1%	0%	0%	0%	0%	0%	0%	0%
Saturday: Before 9:30am	5%	2%	1%	3%	0%	3%	0%	2%	0%	6%	3%	0%	0%
Saturday: 9:30am - 12:30pm	32%	18%	36%	44%	33%	29%	34%	35%	18%	22%	29%	45%	0%
Saturday: 12:30pm - 5:00pm	23%	30%	33%	22%	25%	31%	23%	41%	28%	19%	33%	9%	0%
Saturday: 5:00pm - 8:30pm	0%	8%	3%	0%	5%	5%	0%	7%	2%	3%	1%	0%	0%
Saturday: Post 8:30pm	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Sunday: Before 9:30am	0%	2%	1%	3%	0%	0%	0%	0%	2%	0%	0%	0%	0%
Sunday: 9:30am - 12:30pm	18%	15%	16%	9%	15%	14%	9%	24%	18%	19%	17%	9%	0%
Sunday: 12:30pm - 5:00pm	18%	28%	21%	13%	11%	20%	11%	20%	10%	6%	21%	9%	0%
Sunday: 5:00pm - 8:30pm	0%	8%	3%	6%	2%	1%	0%	0%	2%	3%	1%	0%	0%
Sunday: Post 8:30pm	0%	2%	0%	0%	0%	0%	0%	0%	0%	3%	0%	9%	0%
No preference – any times suitable	18%	23%	22%	16%	23%	18%	26%	20%	16%	28%	15%	9%	80%
No preference – I won't use a library regardless of opening times	5%	1%	0%	3%	0%	2%	0%	2%	0%	3%	0%	0%	20%

## FUTURE USE FREQUENCY

Response Rate: [Wellington City Council Libraries](#) 1453 / 1453 (100%)

Wellington City Council Libraries	
Much more often than you do now	6%
More often than you do now	25%
No difference to now	64%
Less often than you do now	2%
Much less often than you do now	1%
Don't know	2%

## PERCEIVED IMPORTANCE OF LIBRARYS IN 10 YEARS TIME TO THE LOCAL COMMUNITY

Response Rate: [Wellington City Council Libraries](#) 1453 / 1453 (100%)

Wellington City Council Libraries	
Very important	59%
Important	32%
Neither important nor unimportant	5%
Not very important	2%
Not important at all	0%
Don't know	2%



## PERCEIVED IMPORTANCE OF LIBRARYS IN 10 YEARS TIME TO THE LOCAL COMMUNITY BY AGE

Response Rate: [Wellington City Council Libraries](#) 1453 / 1453 (100%)

	19 years or less	20 - 29 years	30 - 39 years	40 - 49 years	50 - 59 years	60 - 69 years	70 years or more	Would rather not say
Very important	28%	47%	62%	65%	69%	73%	74%	80%
Important	43%	40%	32%	29%	25%	20%	23%	20%
Neither important nor unimportant	20%	8%	3%	4%	1%	1%	0%	0%
Not very important	4%	2%	2%	2%	1%	1%	3%	0%
Not important at all	0%	1%	0%	0%	0%	1%	0%	0%
Don't know	4%	3%	1%	1%	4%	4%	0%	0%

## PERCEIVED IMPORTANCE OF LIBRARYS IN 10 YEARS TIME TO THE LOCAL COMMUNITY

Response Rate: [Wellington City Council Libraries](#) 1453 / 1453 (100%)

	Less than \$20,000	\$20,000 - \$39,999	\$40,000 - \$59,999	\$60,000 - \$79,999	\$80,000 - \$119,999	\$120,000 - \$159,999	\$160,000 - \$199,999	\$200,000 or more	Would rather not say
Very important	59%	66%	57%	62%	64%	57%	46%	62%	57%
Important	31%	31%	31%	31%	30%	39%	42%	22%	32%
Neither important nor unimportant	5%	2%	8%	4%	4%	2%	6%	5%	4%
Not very important	2%	1%	3%	2%	1%	1%	2%	8%	1%
Not important at all	2%	0%	0%	0%	0%	0%	0%	2%	1%
Don't know	2%	0%	1%	1%	2%	1%	4%	3%	5%

## PREFERRED WAY TO BE INFORMED OF FUTURE EVENTS / ACTIVITIES

Response Rate: [Wellington City Council Libraries](#) 1453 / 1453 (100%)

	Wellington City Council Libraries
Television	1%
Radio	1%
Newspaper	6%
Magazine	0%
Through the official [SN] website	12%
Online/through a website	7%
Using the [SN] app	5%
Email newsletter	38%
Postal newsletter	1%
Through Twitter	2%
Through Facebook	8%
Through other social media	1%
SMS/Text	2%
Poster	6%
Brochures/flyers	5%
None of these	3%
Other	1%

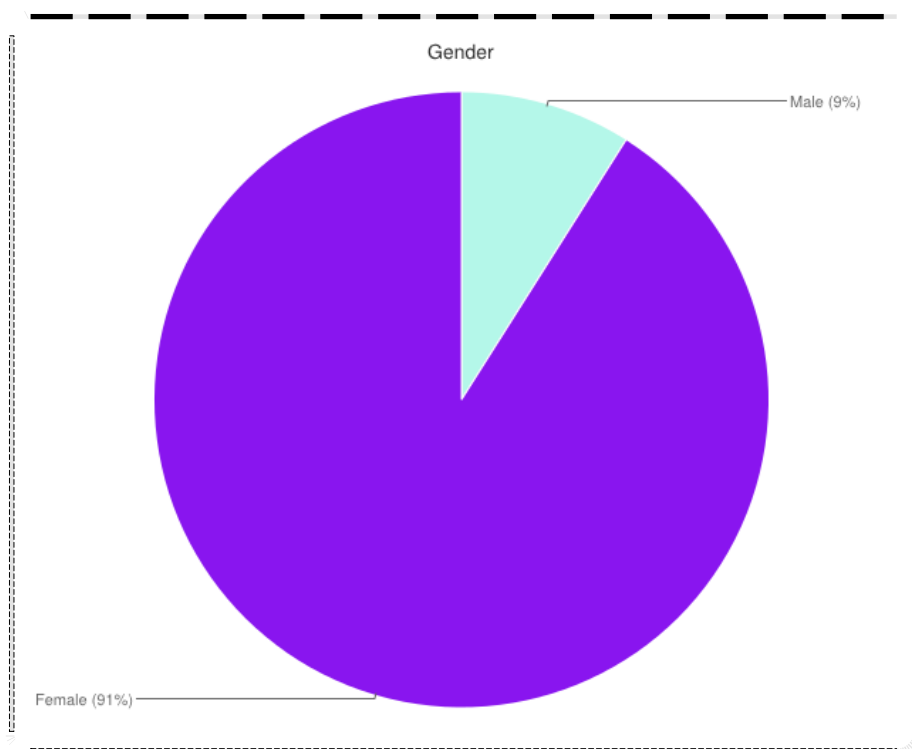
## SOCIAL MEDIA USED AT LEAST ONCE A WEEK

Response Rate: [Wellington City Council Libraries](#) 1453 / 1453 (100%)

Wellington City Council Libraries	
Twitter	12%
Facebook	73%
Flickr	2%
Google+	24%
Instagram	10%
LinkedIn	14%
Pinterest	13%
Tumblr	5%
None of these	14%
Other	1%

## GENDER

Response Rate: [Wellington City Council Libraries](#) 1453 / 1453 (100%)



## AGE

Response Rate: [Wellington City Council Libraries](#) 1453 / 1453 (100%)

Age Group	2014
19 years or less	3%
20 - 29 years	27%
30 - 39 years	28%
40 - 49 years	23%
50 - 59 years	11%
60 - 69 years	6%
70 years or more	2%

## ETHNICITY

Response Rate: [Wellington City Council Libraries](#) 1453 / 1453 (100%)

Ethnicity	Wellington City Council Libraries
New Zealand European	80%
Maori	5%
Samoan	1%
Cook Island Maori	0%
Tongan	0%
Niuean	0%
Chinese	4%
Indian	1%
Other	15%

## WELLINGTON REGION

Response Rate: [Wellington City Council Libraries](#) 1392 / 1453 (96%)

Wellington City Council Libraries	
Kapiti	1%
Lower Hutt	2%
Otaki	0%
Porirua	5%
Upper Hutt	0%
Wellington City	92%

## ETHNICITY

Response Rate: [Wellington City Council Libraries](#) 1453 / 1453 (100%)

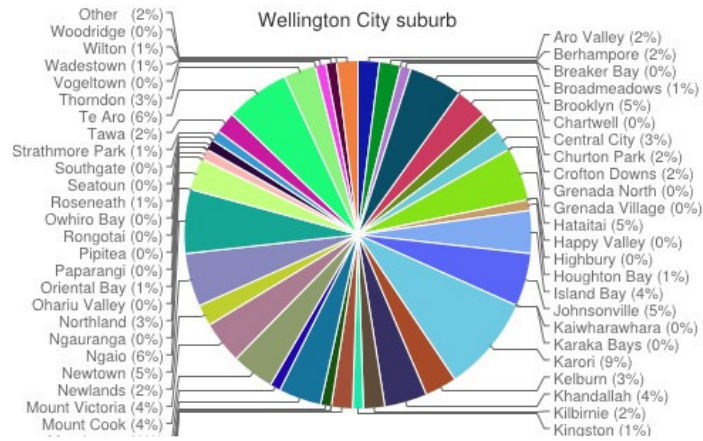
	10 (Very Satisfied)	9	8	7	6	5 (Neither/Nor)	4	3	2	1 (Very Dissatisfied)
New Zealand European	81%	81%	81%	78%	70%	79%	78%	25%	75%	0%
Maori	6%	3%	4%	4%	2%	7%	0%	0%	0%	0%
Samoan	1%	1%	1%	0%	0%	0%	11%	0%	0%	0%
Cook Island Maori	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Tongan	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Niuean	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Chinese	4%	4%	5%	2%	7%	0%	11%	25%	0%	50%
Indian	1%	1%	1%	5%	0%	0%	0%	0%	0%	0%
Other	13%	15%	14%	16%	27%	14%	0%	50%	25%	50%

# WELLINGTON CITY SUBURB

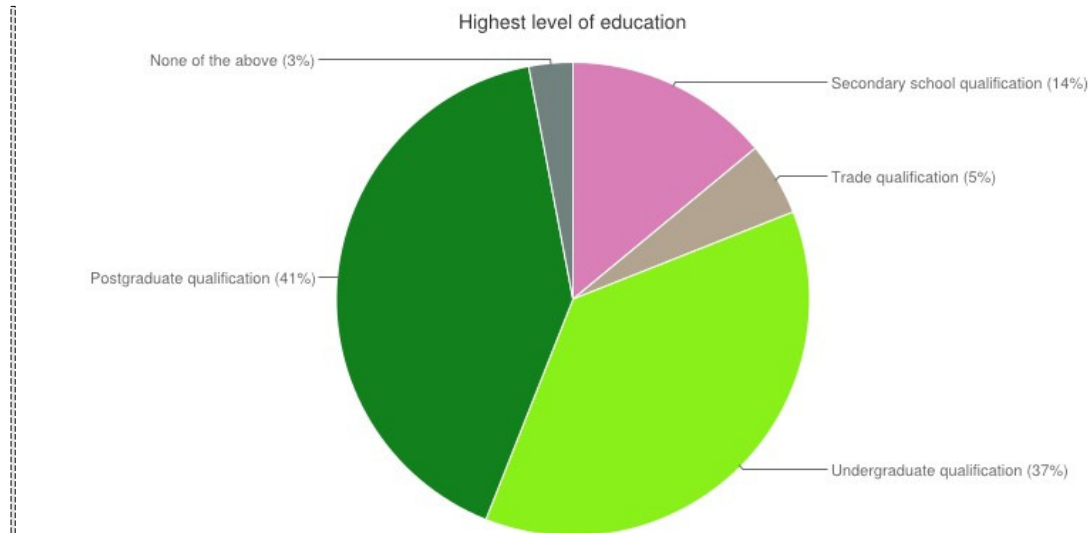
Response Rate: [Wellington City Council Libraries](#) 1349 / 1453 (93%)

	Wellington City Council Libraries
Aro Valley	2%
Berhampore	2%
Breaker Bay	0%
Broadmeadows	1%
Brooklyn	5%
Chartwell	0%
Central City	3%
Churton Park	2%
Crofton Downs	2%
Glenside	0%
Grenada North	0%
Grenada Village	0%
Hataitai	5%
Happy Valley	0%
Highbury	0%
Horokiwi	0%
Houghton Bay	1%
Island Bay	4%
Johnsonville	5%
Kaiwharawhara	0%
Karaka Bays	0%
Karori	9%
Kelburn	3%
Khandallah	4%
Kilbirnie	2%
Kingston	1%
Kowhai Park	0%
Linden	0%
Lyall Bay	2%
Makara	0%
Makara Beach	0%
Maupuia	0%
Melrose (west – city side)	0%
Melrose (east – airport side – View Road / Hornsey Road)	1%
Miramar	4%
Mitchelltown	0%
Moa Point	0%
Mornington	1%
Mount Cook	4%
Mount Victoria	4%
Newlands	2%
Newtown	5%
Ngaio	6%
Ngauranga	0%
Northland	3%
Ohariu Valley	0%
Oriental Bay	1%
Owhiro Bay	0%
Paparangi	0%

Pipitea	0%
Raroa	0%
Rongotai	0%
Roseneath	1%
Seatoun	0%
Seatoun Bays / Karaka Bays	0%
Southgate	0%
Strathmore Park	1%
Takapu Valley	0%
Tawa	2%
Te Aro	6%
Thorndon	3%
Vogeltown	0%
Wadestown	1%
Wilton	1%
Woodridge	0%
Other	2%



## HIGHEST LEVEL OF EDUCATION



## OCCUPATION

Response Rate: [Wellington City Council Libraries](#) 1453 / 1453 (100%)

Wellington City Council Libraries	
Clerical	1%
Administration	12%
Managerial	7%
Homemaker	7%
Professional	39%
Student	13%
Technical/trade	1%
Personal/community services	2%
Sales	2%
Labourer	0%
Machinery operations/driver	0%
Retired	4%
Temporarily unemployed	4%
Other	8%

## APPROXIMATE TOTAL HOUSEHOLD INCOME (IN NZ\$ AND BEFORE TAX)

Response Rate: [Wellington City Council Libraries](#) 1453 / 1453 (100%)

Wellington City Council Libraries	
Less than \$20,000	9%
\$20,000 - \$39,999	8%
\$40,000 - \$59,999	14%
\$60,000 - \$79,999	12%
\$80,000 - \$119,999	18%
\$120,000 - \$159,999	10%
\$160,000 - \$199,999	6%
\$200,000 or more	4%
Would rather not say	18%

## SUBSCRIBE TO EMAIL NEWSLETTER

Response Rate: [Wellington City Council Libraries](#) 1453 / 1453 (100%)

Wellington City Council Libraries	
Yes	51%