

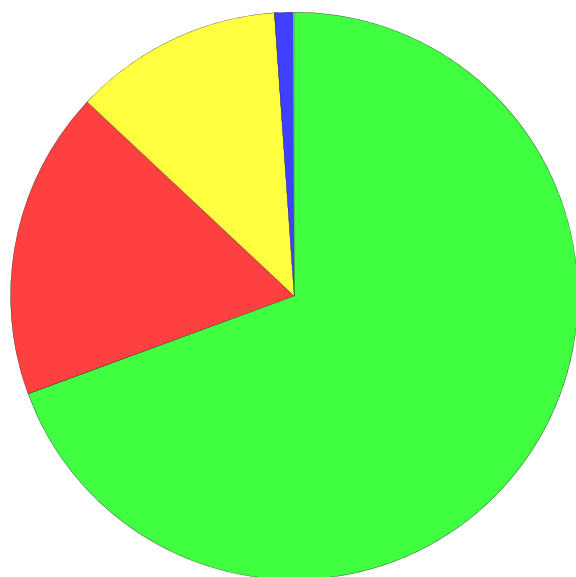
Question 3

Question responses: **747 (79.72%)**

How often do members of your household read books, magazines, newspapers, e-books and other reading materials?

Books

Question responses: **722 (77.05%)**

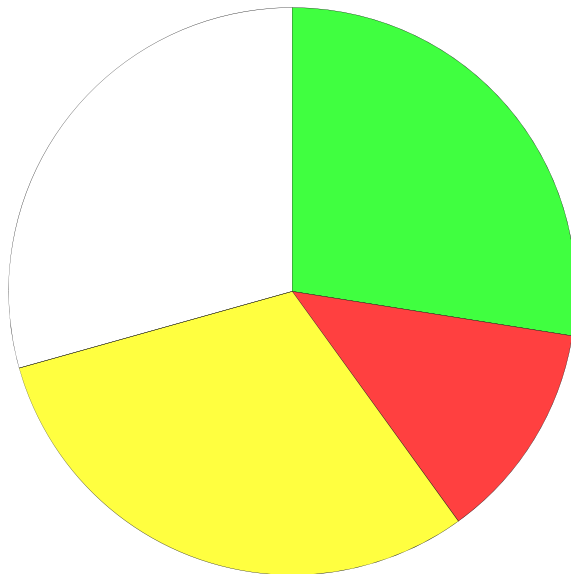


	% Total	% Answer	Count
■ Daily	53.47%	69.39%	501
■ Weekly	13.55%	17.59%	127
■ Sometimes	9.18%	11.91%	86
■ Never	0.85%	1.11%	8
■ [No Response]	22.95%	--	215
Total	100.00%	100.00%	937

Question 3

E-Books

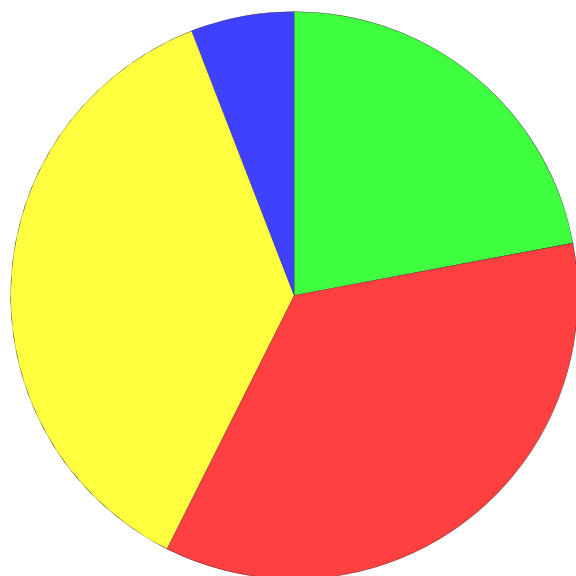
Question responses: **487 (51.97%)**



	% Total	% Answer	Count
■ Daily	14.30%	27.52%	134
■ Weekly	6.51%	12.53%	61
■ Sometimes	15.90%	30.60%	149
■ Never	15.26%	29.36%	143
■ [No Response]	48.03%	--	450
Total	100.00%	100.00%	937

Magazines

Question responses: **594 (63.39%)**



	% Total	% Answer	Count
■ Daily	13.98%	22.05%	131
■ Weekly	22.41%	35.35%	210
■ Sometimes	23.27%	36.70%	218
■ Never	3.74%	5.89%	35
■ [No Response]	36.61%	--	343
Total	100.00%	100.00%	937

Question 3

Newspapers

Question responses: **642 (68.52%)**

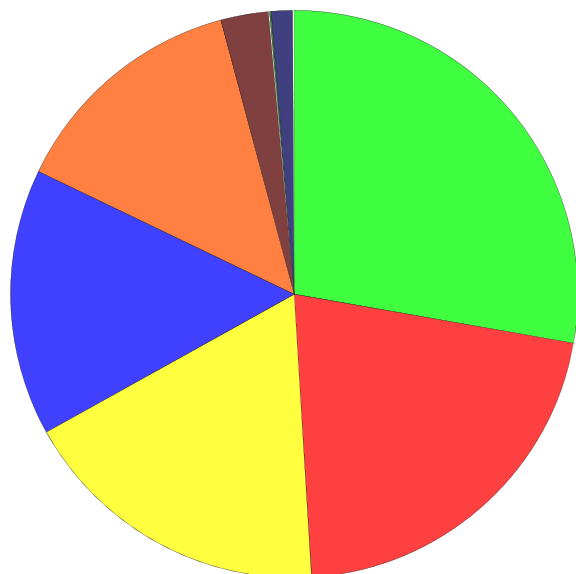


	% Total	% Answer	Count
■ Daily	36.82%	53.74%	345
■ Weekly	12.70%	18.54%	119
■ Sometimes	14.94%	21.81%	140
■ Never	4.06%	5.92%	38
■ [No Response]	31.48%	--	295
Total	100.00%	100.00%	937

Question 4

Question responses: **732 (78.12%)**

How or where do you or members of your household get your reading materials. (Please select all that apply)



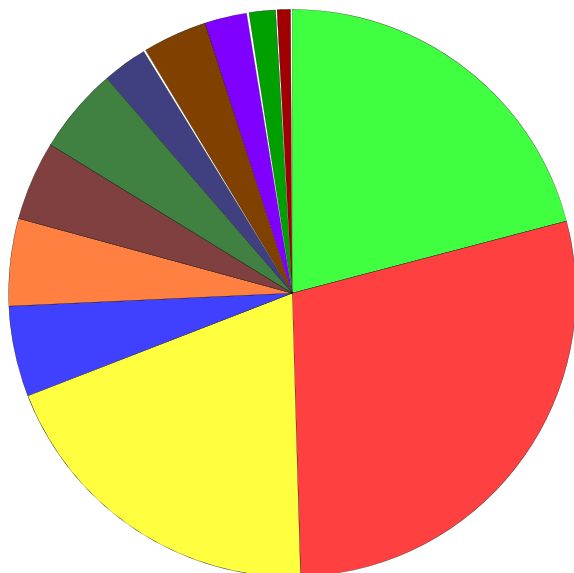
	% Total	% Answer	Frequency	Count
■ Library	25.37%	27.77%	64.14%	601
■ Buy from bookshop or supermarket	19.42%	21.26%	49.09%	460
■ Buy online/download	16.34%	17.88%	41.30%	387
■ Charity shop	13.89%	15.20%	35.11%	329
■ Friends/family	12.54%	13.72%	31.70%	297
■ Community Book Collection	2.53%	2.77%	6.40%	60
■ Do not use reading materials	0.08%	0.09%	0.21%	2
■ Other (please state below)	1.18%	1.29%	2.99%	28
■ [No Response]	8.65%	--	21.88%	205
Total	100.00%	100.00%	0%	2,369

Question 4a

Question 4a

Question responses: **726 (77.48%)**

How or where do you or members of your household access information including digital information? (Please select all that apply)



	% Total	% Answer	Frequency	Count
■ Library	18.93%	20.91%	44.93%	421
■ Website – own IT	25.90%	28.61%	61.47%	576
■ Smartphone app - own	17.72%	19.57%	42.05%	394
■ NHS	4.68%	5.17%	11.10%	104
■ Government Dept	4.50%	4.97%	10.67%	100
■ Other council Dept	4.09%	4.52%	9.71%	91
■ Bank	4.45%	4.92%	10.57%	99
■ Community organisation or community centre	2.43%	2.68%	5.76%	54
■ School/College	3.33%	3.68%	7.90%	74
■ University	2.29%	2.53%	5.44%	51
■ National organisation eg national careers service	1.44%	1.59%	3.42%	32

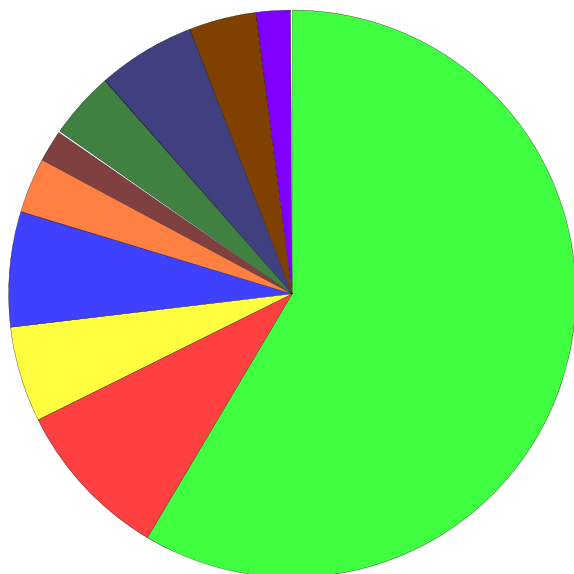
	% Total	% Answer	Frequency	Count
<input checked="" type="checkbox"/> Other (please state below)	0.76%	0.84%	1.81%	17
<input type="checkbox"/> [No Response]	9.49%	--	22.52%	211
Total	100.00%	100.00%	0%	2,224

Question 5

Question 5

Question responses: **733 (78.23%)**

When did you or members of your household last visit a public library in Sunderland?

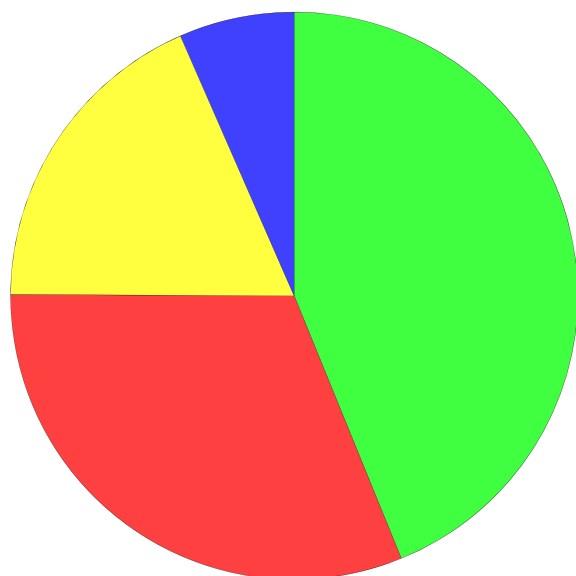


	% Total	% Answer	Count
■ In the last week	45.78%	58.53%	429
■ In the last fortnight	7.15%	9.14%	67
■ In the last three weeks	4.27%	5.46%	40
■ In the last month	5.12%	6.55%	48
■ More than a month ago	2.45%	3.14%	23
■ More than three months ago	1.49%	1.91%	14
■ In the last year	2.99%	3.82%	28
■ More than a year ago	4.38%	5.59%	41
■ Rarely	2.99%	3.82%	28
■ Never	1.60%	2.05%	15
■ [No Response]	21.77%	--	204
Total	100.00%	100.00%	937

Question 6

Question responses: **730 (77.91%)**

On average how often do you and members of your household use public library services



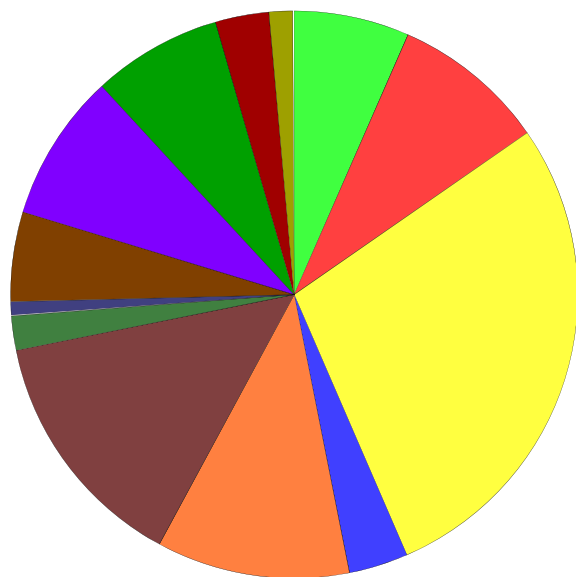
	% Total	% Answer	Count
Once per week or more	34.15%	43.84%	320
At least once per month	24.33%	31.23%	228
Occasionally	14.30%	18.36%	134
Never	5.12%	6.58%	48
[No Response]	22.09%	--	207
Total	100.00%	100.00%	937

Question

Question 7

What do you and members of your household use the library service for? (Please select all that apply)

Question responses: **704 (75.13%)**



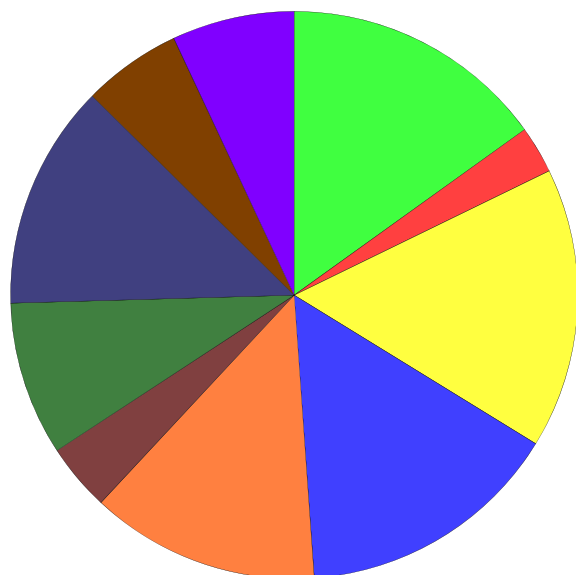
	% Total	% Answer	Frequency	Count
Activities for Adults	5.92%	6.57%	14.73%	138
Activities for Children	7.89%	8.77%	19.64%	184
Books	25.34%	28.16%	63.07%	591
E-Books/E-Audio Books	3.04%	3.38%	7.58%	71
Computers/Internet	9.91%	11.01%	24.65%	231
Information	12.56%	13.96%	31.27%	293
Talking Books	1.80%	2.00%	4.48%	42
Volunteering	0.69%	0.76%	1.71%	16
Social meeting place	4.59%	5.10%	11.42%	107
Learning/study/research	7.59%	8.43%	18.89%	177
Local/Family history	6.65%	7.38%	16.54%	155
Reading groups	2.74%	3.05%	6.83%	64
Other (Please state below)	1.29%	1.43%	3.2%	30
[No Response]	9.99%	--	24.87%	233
Total	100%	100%	24.87%	2332

Question 9

Question 9

Question responses: **237 (25.29%)**

If you and members of your household do not currently use public library services, what stops you from doing so? (Please select all that apply)



	% Total	% Answer	Frequency	Count
■ Lack of time	5.86%	15.09%	7.15%	67
■ Lack of interest	1.05%	2.70%	1.28%	12
■ I buy my own books	6.21%	15.99%	7.58%	71
■ I have an e-reader/tablet	5.86%	15.09%	7.15%	67
■ Inconvenient opening times	5.07%	13.06%	6.19%	58
■ Inconvenient time of activities	1.49%	3.83%	1.81%	17
■ Location of library buildings	3.41%	8.78%	4.16%	39
■ I find everything I need online	4.98%	12.84%	6.08%	57
■ Not aware of what is on offer	2.19%	5.63%	2.67%	25
■ Other (Please state below)	2.71%	6.98%	3.31%	31
■ [No Response]	61.19%	--	74.71%	700

Question10

Question 10

Question responses: **702 (74.92%)**

Are you or members of your family aware of the following library services? (Please select all that apply)



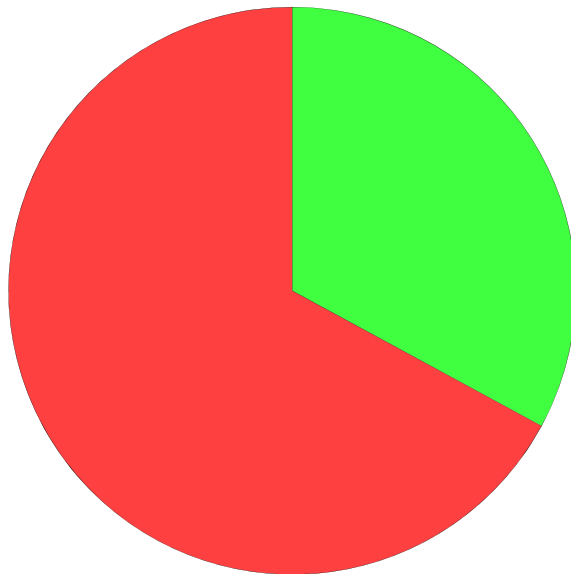
	% Total	% Answer	Frequency	Count
■ Books at home (for housebound people with mobility difficulties)	12.43%	13.43%	41.84%	392
■ Children's activities and programmes	16.68%	18.03%	56.14%	526
■ Family/Local History	15.86%	17.14%	53.36%	500
■ Access to computers	19.28%	20.84%	64.89%	608
■ Reading groups	11.20%	12.10%	37.67%	353
■ Community book collections near your home	6.85%	7.40%	23.05%	216
■ E-books and magazines	9.20%	9.94%	30.95%	290
■ None of the above	1.05%	1.13%	3.52%	33
■ [No Response]	7.45%	--	25.08%	235
Total	100.00%	100.00%	0%	3,153

Question 11

Question 11 - extra question

Question responses: **644 (68.73%)**

Would you be interested in learning more about the above?

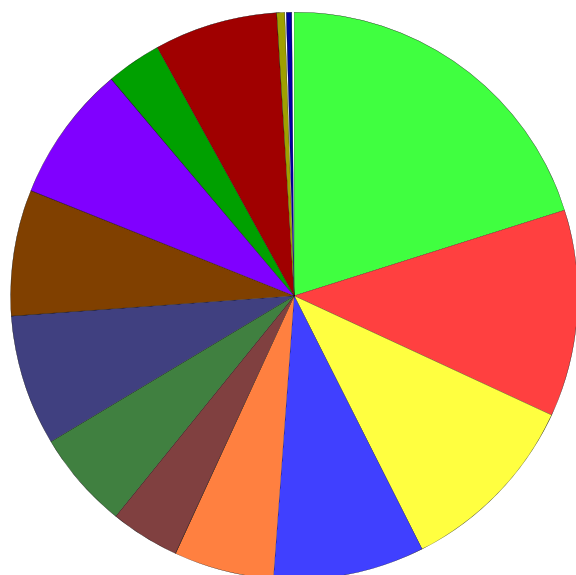


	% Total	% Answer	Count
■ Yes	22.63%	32.92%	212
■ No	46.10%	67.08%	432
■ [No Response]	31.27%	--	293
Total	100.00%	100.00%	937

Question 12







Question responses: **723 (77.16%)**

Thinking of the future, which 5 areas of the library service is most important to you? (Please select up to 5)



	% Total	% Answer	Frequency	Count
Having a wide range of books and information to choose from	18.84%	20.12%	67.77%	635
Being able to use the library space to read or study in	11.04%	11.79%	39.70%	372
Having access to computers and the internet	9.97%	10.65%	35.86%	336
Online services (being able to renew your books/reserve items)	8.07%	8.62%	29.03%	272
Online reference and information resources	5.34%	5.70%	19.21%	180
E-Books and E-Audio services	3.71%	3.96%	13.34%	125
Wi-fi	5.22%	5.58%	18.78%	176
Being able to attend activities	6.97%	7.45%	25.08%	235
Being able to access the library as a community space	6.74%	7.19%	24.23%	227

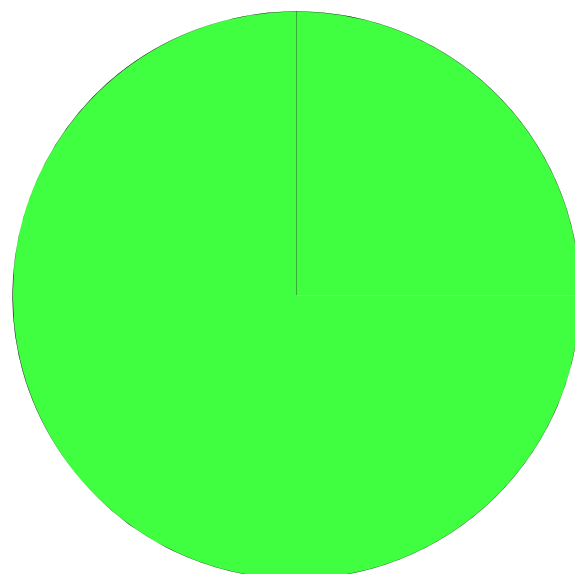
Question 12

	% Total	% Answer	Frequency	Count
 Children and family based activities	7.30%	7.79%	26.25%	246
 Disabled access and facilities	2.94%	3.14%	10.57%	99
 Digital access to local history records and information	6.59%	7.03%	23.69%	222
 None of the above	0.50%	0.54%	1.81%	17
 Other (Please state below)	0.42%	0.44%	1.49%	14
 [No Response]	6.35%	--	22.84%	214
Total	100.00%	100.00%	0%	3,370

Name of organisation (if applicable)

Name of organisation (if applicable)

Question responses: **28 (2.99%)**



	% Total	% Answer	Count
■ [Responses]	2.99%	100.00%	28
■ [No Response]	97.01%	--	909
Total	100.00%	100.00%	937

ID	Consultation Point	Consultee	Agent	Answer	Date	Version	Status	Type
8				Freinds of West Herrington	02/09/16 13:36	0.1	Submitted	web
120				Wearside U3A	08/09/16 18:01	0.1	Submitted	web
135				N/A	09/09/16 09:54	0.1	Submitted	web

Name of organisation (if applicable)

ID	Consultation Point	Consultee	Agent	Answer	Date	Version	Status	Type
249				KNIT knuts knitting group	15/09/16 13:57	0.1	Submitted	web
271				University of Sunderland	20/09/16 13:39	0.1	Submitted	web
385				N/A	03/10/16 14:16	0.1	Submitted	web
429				MONDAY READING GROUPS	05/10/16 15:42	0.1	Submitted	web
444				MOnday Book Club	06/10/16 08:43	0.1	Submitted	web
451				ST. JOHN'S METHODIST CHURCH	06/10/16 09:02	0.1	Submitted	web
467				Sunderland Royal Society for the Blind	06/10/16 11:46	0.1	Submitted	web
468				Sunderland City Council	06/10/16 11:50	0.1	Submitted	web
470				community camhs	06/10/16 11:56	0.1	Submitted	web
480				Back on the Map	06/10/16 13:43	0.1	Submitted	web
481				MONDAY READERS GROUP, CLAC	06/10/16 13:45	0.1	Submitted	web

Name of organisation (if applicable)

ID	Consultation Point	Consultee	Agent	Answer	Date	Version	Status	Type
485				C1AN	06/10/16 14:07	0.1	Submitted	web
492				change council	06/10/16 14:26	0.1	Submitted	web
518				Rickleton Primary School	07/10/16 12:02	0.1	Submitted	web
519				Gentoo	07/10/16 12:05	0.1	Submitted	web
526				venerable bede cofe academy	07/10/16 12:31	0.1	Submitted	web
568				Citizens Advice Sunderland	10/10/16 10:39	0.1	Submitted	web
577				DWP	10/10/16 14:46	0.1	Submitted	web
677				costa	13/10/16 14:39	0.1	Submitted	web
720				Champion for All together Better Age uk	17/10/16 08:31	0.1	Submitted	web
739				creative writing (ageUK)	17/10/16 17:38	0.1	Submitted	web
825				The Canny Kitchen	20/10/16 13:48	0.1	Submitted	web

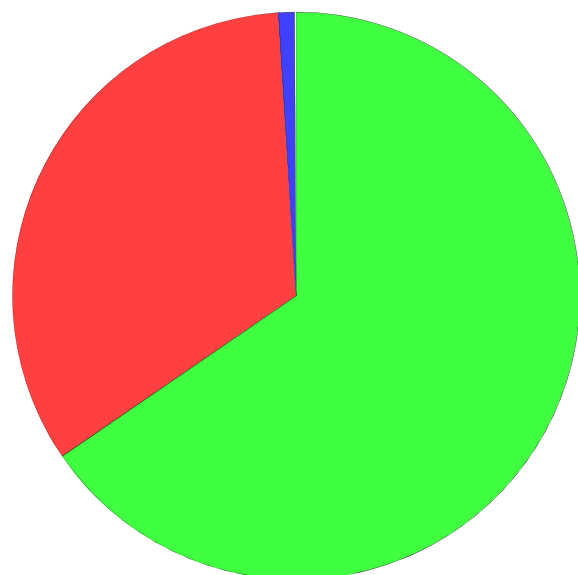
Name of organisation (if applicable)

ID	Consultation Point	Consultee	Agent	Answer	Date	Version	Status	Type
858				National Careers Service	21/10/16 09:08	0.1	Submitted	web
906				St Anthony's Academy	24/10/16 15:22	0.1	Submitted	web
926				n/a	25/10/16 13:32	0.1	Submitted	web

Gender

Question responses: **703 (75.03%)**

Please specify your gender



	% Total	% Answer	Count
Female	49.09%	65.43%	460
Male	25.19%	33.57%	236
Transgender	0.00%	0.00%	0
Prefer not to say	0.75%	1.00%	7
[No Response]	24.97%	--	234
Total	100.00%	100.00%	937

Age

Age

Question responses: **709 (75.67%)**

Please specify your age group

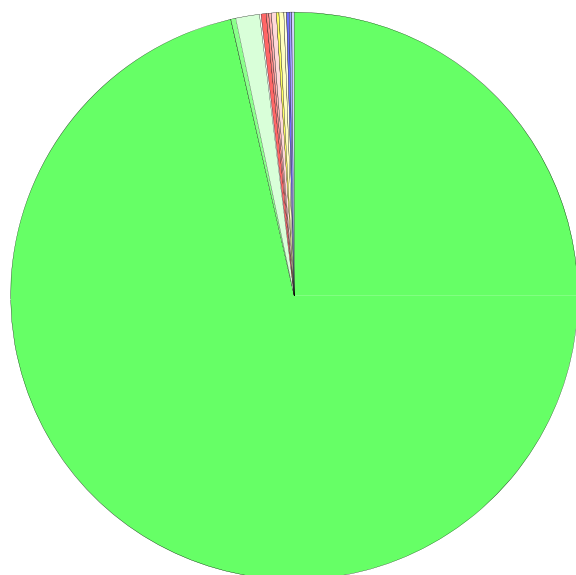


	% Total	% Answer	Count
18-24	2.99%	3.95%	28
25-44	20.17%	26.66%	189
45-59	22.52%	29.76%	211
Over 60 years	28.28%	37.38%	265
Prefer not to say	1.71%	2.26%	16
[No Response]	24.33%	--	228
Total	100.00%	100.00%	937

Ethnicity








Question responses: **696 (74.28%)**

What is your ethnic group



	% Total	% Answer	Count
White			
English / Welsh / Scottish / Northern Irish / British	71.61%	96.41%	671
Irish	0.21%	0.29%	2
Gypsy or Irish Traveller	0.00%	0.00%	0
Any other White background	1.07%	1.44%	10
Mixed/Multiple Ethnic Groups			
White and Black Caribbean	0.21%	0.29%	2
White and Black African	0.11%	0.14%	1
White and Asian	0.11%	0.14%	1
Any other Mixed background	0.21%	0.29%	2
Asian or Asian British			
Indian	0.11%	0.14%	1
Pakistani	0.00%	0.00%	0

Other ethnic group

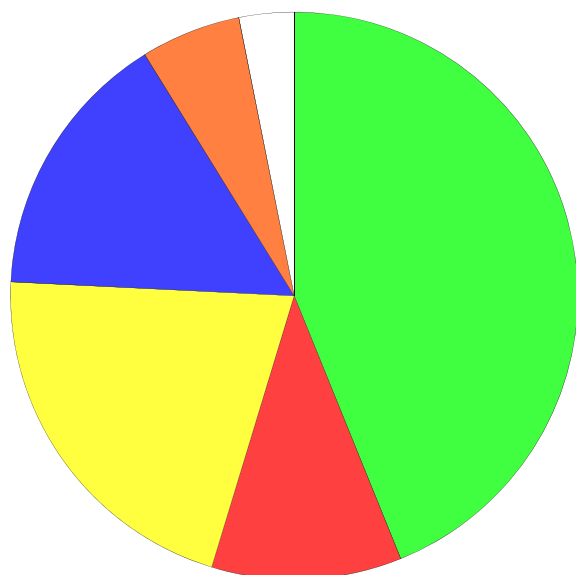
	% Total	% Answer	Count
 Bangladeshi	0.00%	0.00%	0
 Chinese	0.21%	0.29%	2
 Any other Asian background	0.11%	0.14%	1
Black/African/Caribbean/Black British			
 Caribbean	0.11%	0.14%	1
 African	0.11%	0.14%	1
 Any other Black background	0.11%	0.14%	1
 [No Response]	25.72%	--	241
Total	100.00%	100.00%	937

937

Child - Question 1

Question responses: **186 (19.85%)**

What do you currently read? (Please choose all that are relevant)



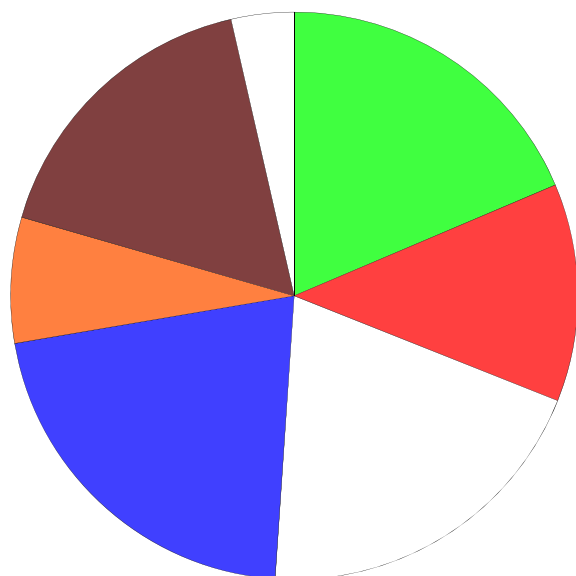
	% Total	% Answer	Frequency	Count
Books	13.97%	43.87%	16.44%	154
E-books	3.45%	10.83%	4.06%	38
Magazines	6.72%	21.08%	7.90%	74
Comics	4.90%	15.38%	5.76%	54
Newspapers	1.81%	5.70%	2.13%	20
Other (Please state below)	1.00%	3.13%	1.17%	11
[No Response]	68.15%	--	80.15%	751
Total	100.00%	100.00%	0%	1,102

Child Question 2

Child Question 2

Question responses: **185 (19.74%)**

How do you usually get these?



	% Total	% Answer	Frequency	Count
■ Presents	6.66%	18.62%	8.32%	78
■ Borrow from friends and family	4.44%	12.41%	5.55%	52
■ Buy from book shops or supermarkets	7.17%	20.05%	8.96%	84
■ Public Library	7.60%	21.24%	9.50%	89
■ On-line, tablet, e-reader	2.56%	7.16%	3.20%	30
■ School	6.06%	16.95%	7.58%	71
■ Other (Please tell us in the box below)	1.28%	3.58%	1.60%	15
■ [No Response]	64.22%	--	80.26%	752
Total	100.00%	100.00%	0%	1,171

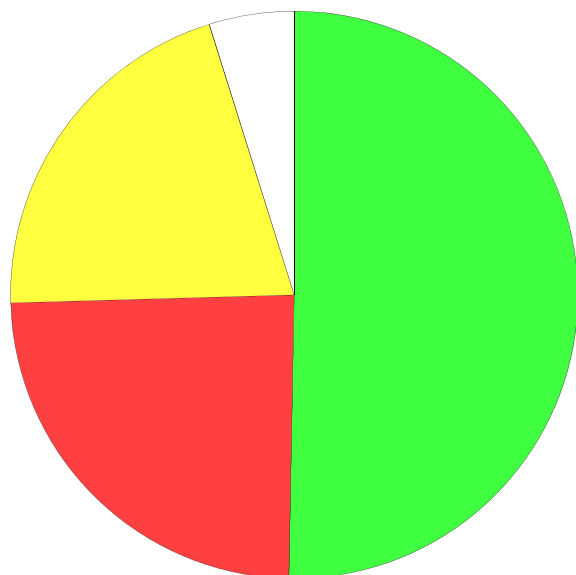
Child Question 3

Question responses: **187 (19.96%)**

How often do you read books, ebooks, magazines, comics and newspapers?

Books

Question responses: **165 (17.61%)**

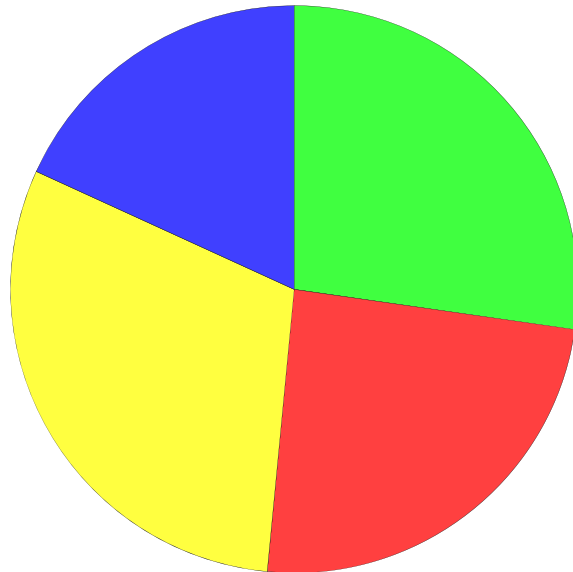


	% Total	% Answer	Count
■ Daily	8.86%	50.30%	83
■ Weekly	4.27%	24.24%	40
■ Sometimes	3.63%	20.61%	34
■ Never	0.85%	4.85%	8
■ [No Response]	82.39%	--	772
Total	100.00%	100.00%	937

Child Question 3

E-books

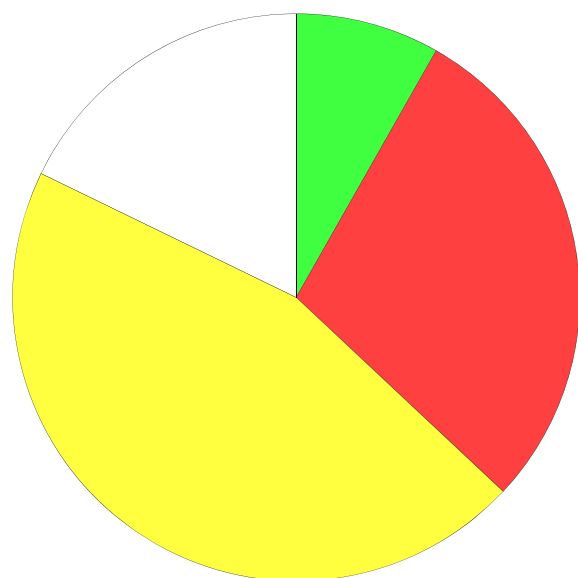
Question responses: **99 (10.57%)**



	% Total	% Answer	Count
■ Daily	2.88%	27.27%	27
■ Weekly	2.56%	24.24%	24
■ Sometimes	3.20%	30.30%	30
■ Never	1.92%	18.18%	18
■ [No Response]	89.43%	--	838
Total	100.00%	100.00%	937

Magazines

Question responses: **73 (7.79%)**



	% Total	% Answer	Count
■ Daily	0.64%	8.22%	6
■ Weekly	2.24%	28.77%	21
■ Sometimes	3.52%	45.21%	33
■ Never	1.39%	17.81%	13
■ [No Response]	92.21%	--	864
Total	100.00%	100.00%	937

Child Question 3

Comics

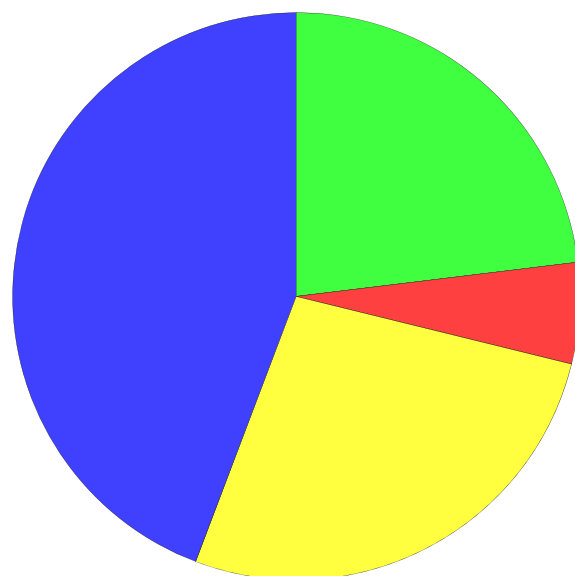
Question responses: **67 (7.15%)**



	% Total	% Answer	Count
■ Daily	0.43%	5.97%	4
■ Weekly	1.49%	20.90%	14
■ Sometimes	2.24%	31.34%	21
■ Never	2.99%	41.79%	28
■ [No Response]	92.85%	--	870
Total	100.00%	100.00%	937

Newspapers

Question responses: **52 (5.55%)**

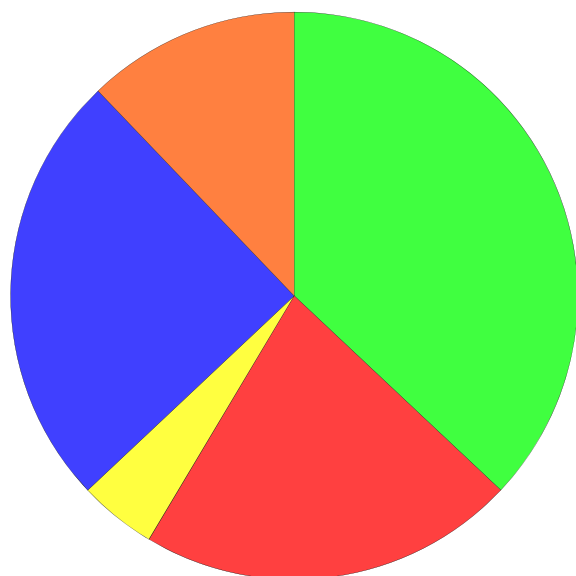


	% Total	% Answer	Count
■ Daily	1.28%	23.08%	12
■ Weekly	0.32%	5.77%	3
■ Sometimes	1.49%	26.92%	14
■ Never	2.45%	44.23%	23
■ [No Response]	94.45%	--	885
Total	100.00%	100.00%	937

Child Question 4

Question responses: **181 (19.32%)**

How often do you visit your local library?

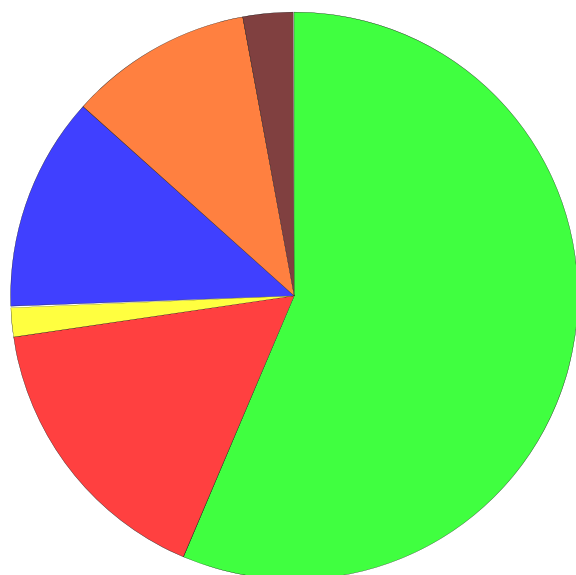


	% Total	% Answer	Count
Once or twice a month	7.15%	37.02%	67
Every few months	4.16%	21.55%	39
Once a year	0.85%	4.42%	8
Never	4.80%	24.86%	45
Other (Please tell us below)	2.35%	12.15%	22
[No Response]	80.68%	--	756
Total	100.00%	100.00%	937

Child Question 5

Question responses: **143 (15.26%)**

When you do visit the library, who do you visit with? (Please choose all that apply)



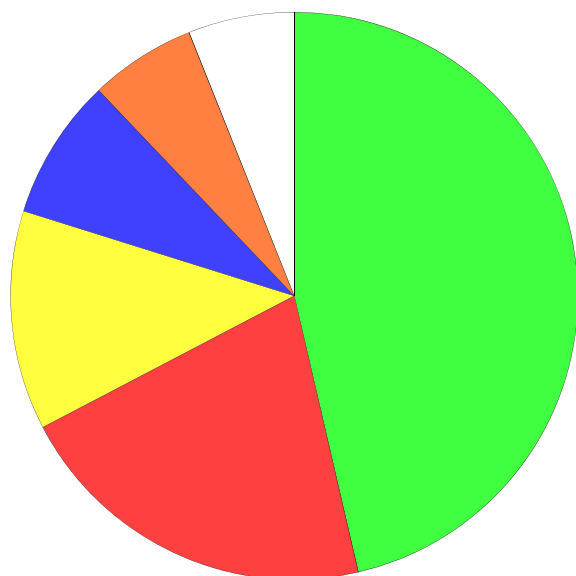
	% Total	% Answer	Frequency	Count
Parents or family	10.04%	56.40%	10.35%	97
Friends	2.90%	16.28%	2.99%	28
Organised Group - eg brownies, youth group	0.31%	1.74%	0.32%	3
On your own	2.17%	12.21%	2.24%	21
School	1.86%	10.47%	1.92%	18
Other (Please tell us below)	0.52%	2.91%	0.53%	5
[No Response]	82.19%	--	84.74%	794
Total	100.00%	100.00%	0%	966

Child Question 6

Child Question 6

Question responses: **155 (16.54%)**

What do you like about the library? (please choose all that apply)



	% Total	% Answer	Frequency	Count
Variety of books on offer	11.17%	46.37%	12.27%	115
Activities	5.05%	20.97%	5.55%	52
Place to study	3.01%	12.50%	3.31%	31
Place to meet friends	1.94%	8.06%	2.13%	20
Have never visited library	1.46%	6.05%	1.60%	15
Other (Please tell us below)	1.46%	6.05%	1.60%	15
[No Response]	75.92%	--	83.46%	782
Total	100.00%	100.00%	0%	1,030

Child Question 7

Question responses: **124 (13.23%)**

What would make you want to visit a library if you don't normally go, or don't go very often?



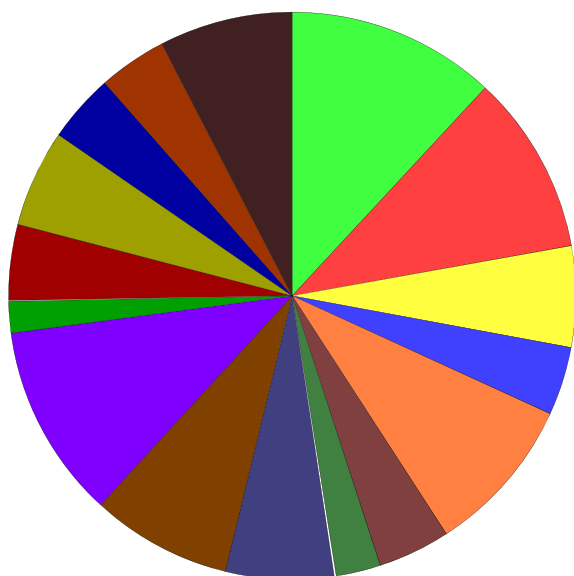
	% Total	% Answer	Count
■ Better variety of books on offer	3.52%	26.61%	33
■ Activities	2.88%	21.77%	27
■ Place to study	1.28%	9.68%	12
■ Place to meet friends	1.39%	10.48%	13
■ Not really interested	1.60%	12.10%	15
■ Other (Please tell us below)	2.56%	19.35%	24
■ [No Response]	86.77%	--	813
Total	100.00%	100.00%	937

Child Question 9





Child Question 9

Question responses: **169 (18.04%)**

What types of books do you like to read? (Please choose all that apply)



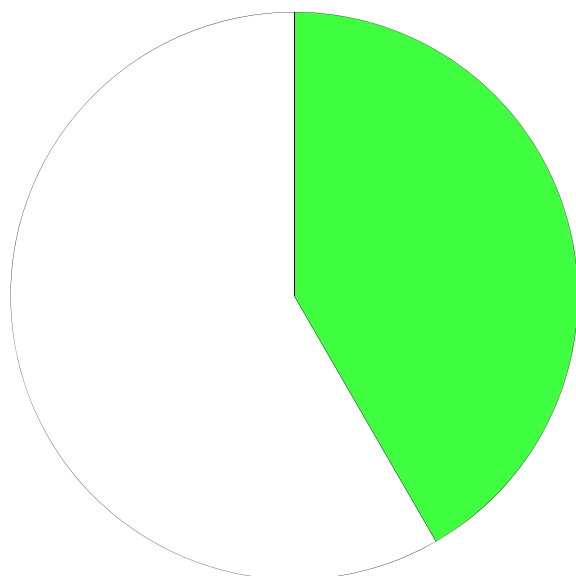
	% Total	% Answer	Frequency	Count
General fiction	4.62%	11.91%	6.19%	58
Adventure stories	3.98%	10.27%	5.34%	50
Horror and ghost stories	2.23%	5.75%	2.99%	28
Science fiction	1.51%	3.90%	2.03%	19
Fantasy and magic	3.51%	9.03%	4.70%	44
Romance	1.59%	4.11%	2.13%	20
Family and home stories	1.04%	2.67%	1.39%	13
True stories	2.39%	6.16%	3.20%	30
Animal stories	3.11%	8.01%	4.16%	39
Humorous stories	4.30%	11.09%	5.76%	54
Sporting stories	0.72%	1.85%	0.96%	9
School Stories	1.67%	4.31%	2.24%	21
Historical fiction	2.15%	5.54%	2.88%	27

	% Total	% Answer	Frequency	Count
 Short stories	1.51%	3.90%	2.03%	19
 Comic strip fiction/graphic novels	1.51%	3.90%	2.03%	19
 Non fiction	2.95%	7.60%	3.95%	37
 [No Response]	61.20%	--	81.96%	768
Total	100.00%	100.00%	0%	1,255

Male or Female

Question responses: **108 (11.53%)**

Are you?



	% Total	% Answer	Count
■ Male	4.80%	41.67%	45
■ Female	6.72%	58.33%	63
■ [No Response]	88.47%	--	829
Total	100.00%	100.00%	937

