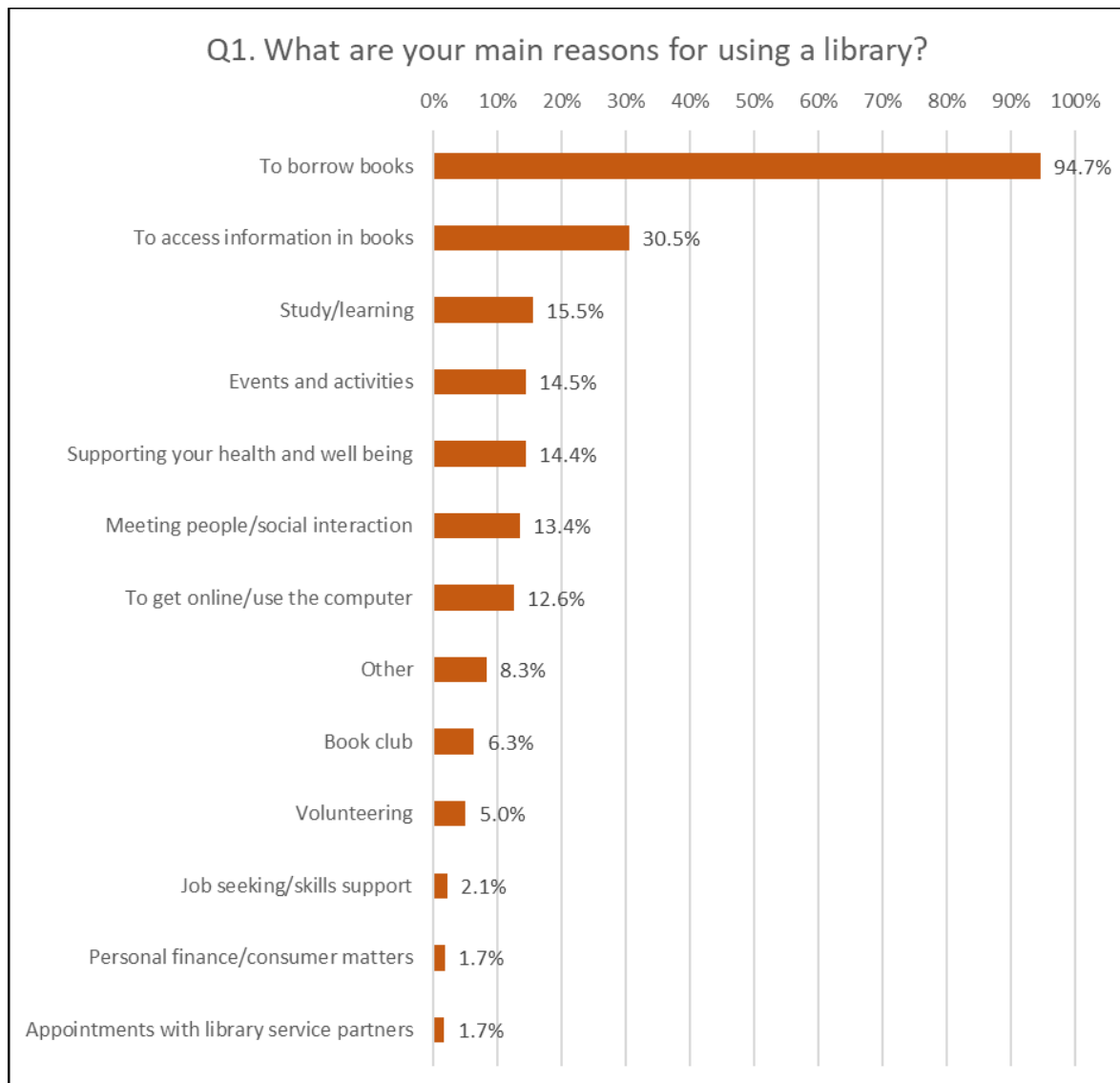
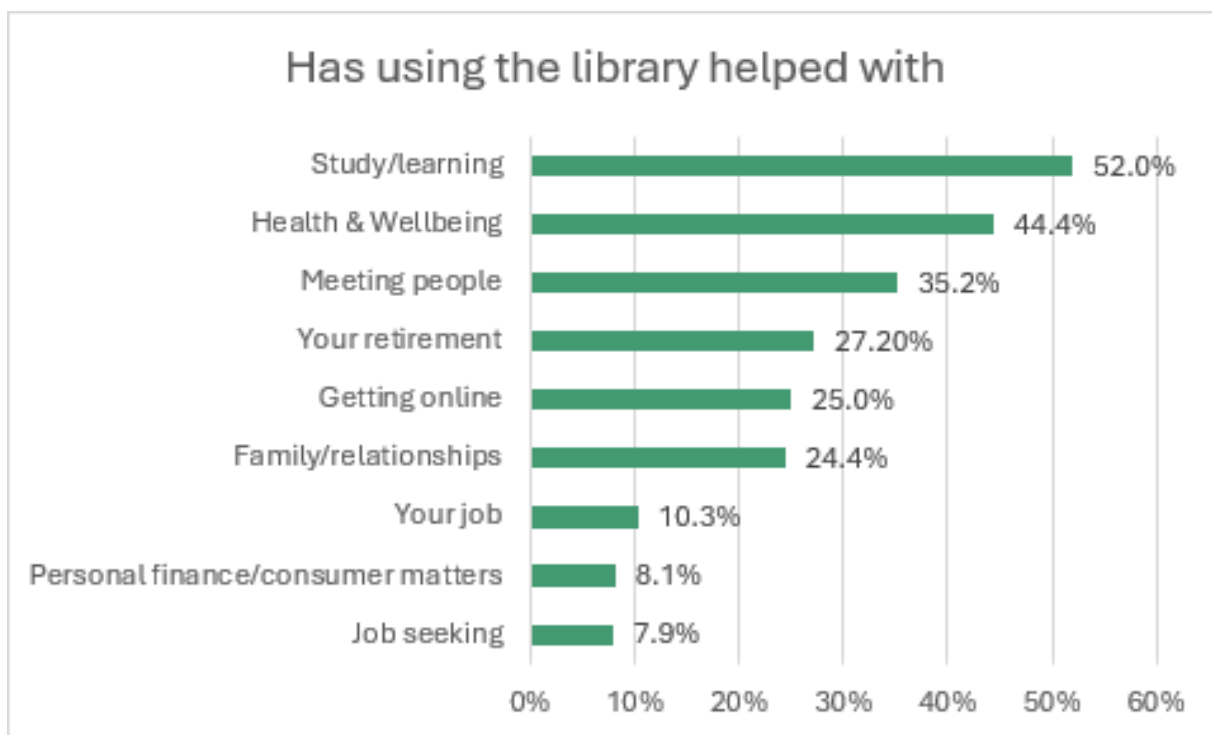


Library data used to inform the library strategy

Customer feedback (adults)



Survey size 7,250 (2020)



Survey size 5,655 (2018)

Customer feedback (children)

| Taking part in the Summer Reading Challenge: | Number of responses | Percentage of respondents |
|------------------------------------------------------------|----------------------------|----------------------------------|
| Made them feel happy | 2,059 | 89% |
| Helped them to enjoy reading | 2,061 | 84% |
| Made them visit the library more | 1,843 | 75% |
| Made them want to read more | 1,781 | 73% |
| Helped with their reading skills | 1,746 | 71% |
| Had a positive impact on their mental health and wellbeing | 1,752 | 40% |

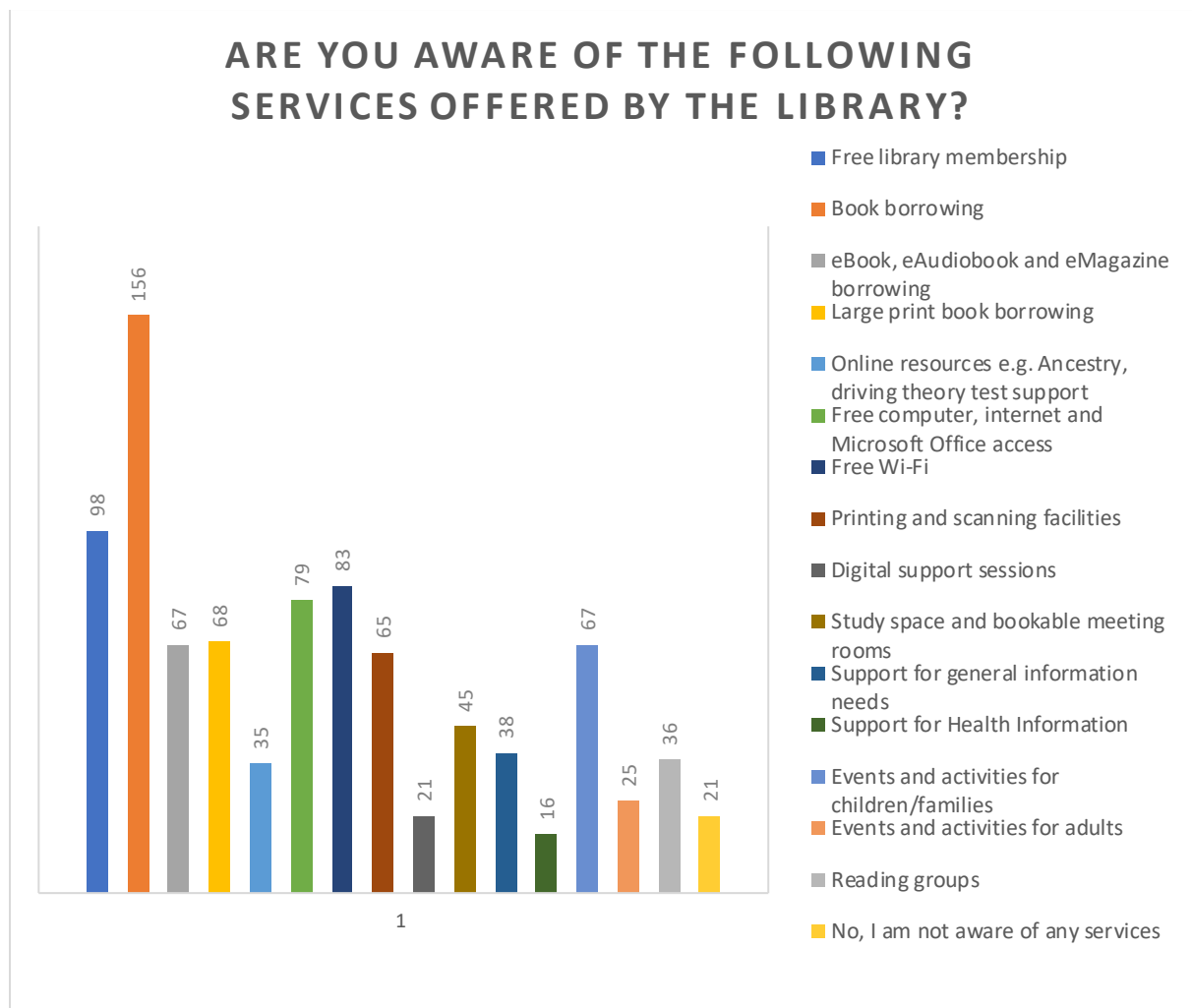
Survey size 190 adults (2024)

Results of regularly attending a rhyme time and 229 children

| Outcomes to support child's development | % result |
|------------------------------------------------|-----------------|
| We share more rhymes at home | 72% |
| We borrow books when attending | 42% |
| We have made new friends | 53% |

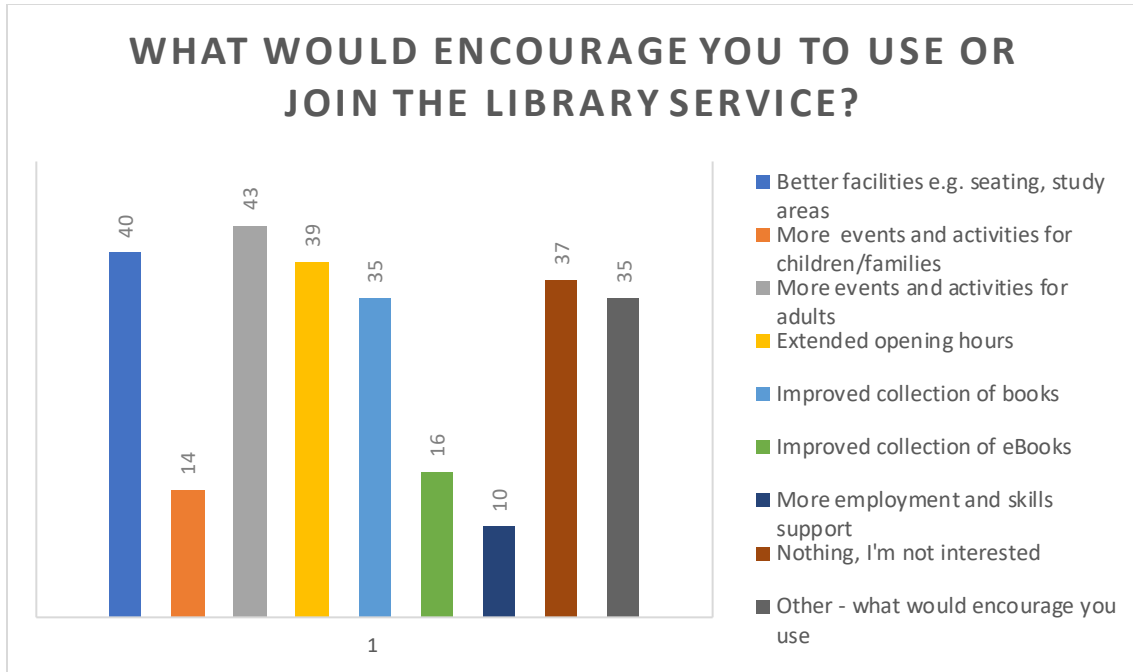
Survey size 190 adults (2024)

Non-user customer feedback



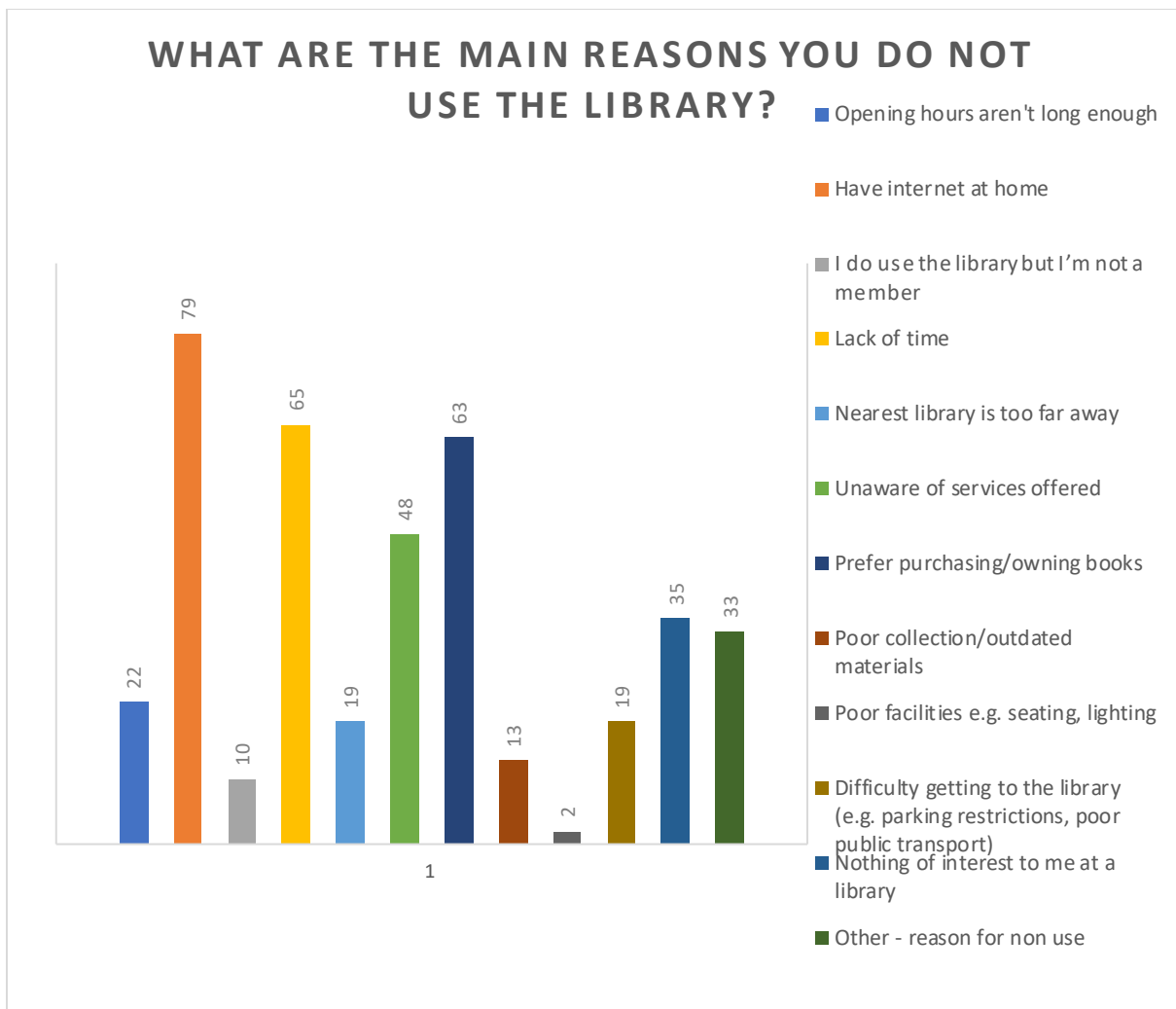
Survey size 265 (2024)

People who don't use library services are least aware of health information services and most aware of book borrowing. This suggests health information, a relatively new focus area for the library service over the past five years, needs more promotion with non-users and the original remit of libraries remains its most well-known role.



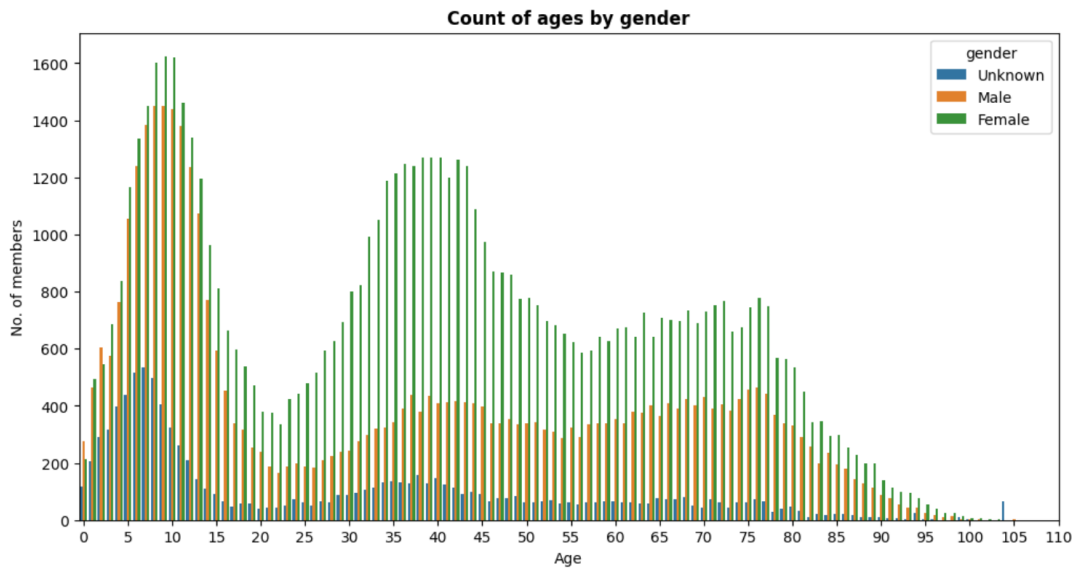
Survey size 265 (2024)

More events and activities for adults is the most common request despite, although 6,739 were held in the past year attended by 128,695 adults and children. The least requested service is employment and skills support. These results may indicate untapped demand for more events and activities or a lack of effective marketing to non-users. Lack of interest in other areas could be due to the demographic of the contributors not being the key target audience.



The most common reason is 'have internet at home' but looking at the responses, when people have ticked this they normally have another reason so this could be a statement rather than the main reason. Second is 'lack of time'. The least chosen reason is 'poor facilities' and 'I do use the library' but not a member. The latter recognises the fact you do not need to have a library card/membership to access a wide variety of library services.

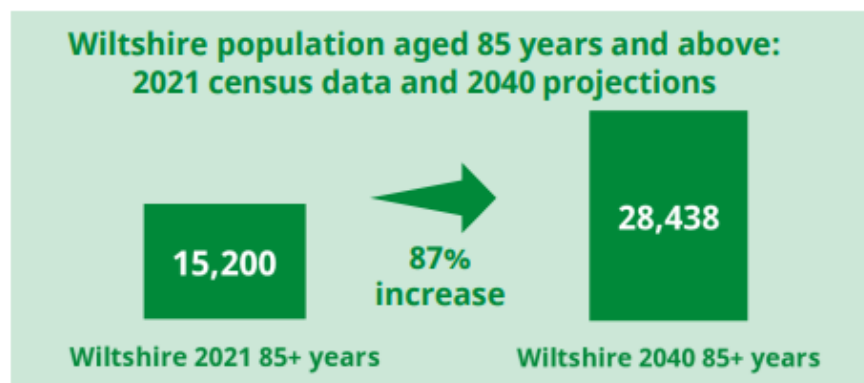
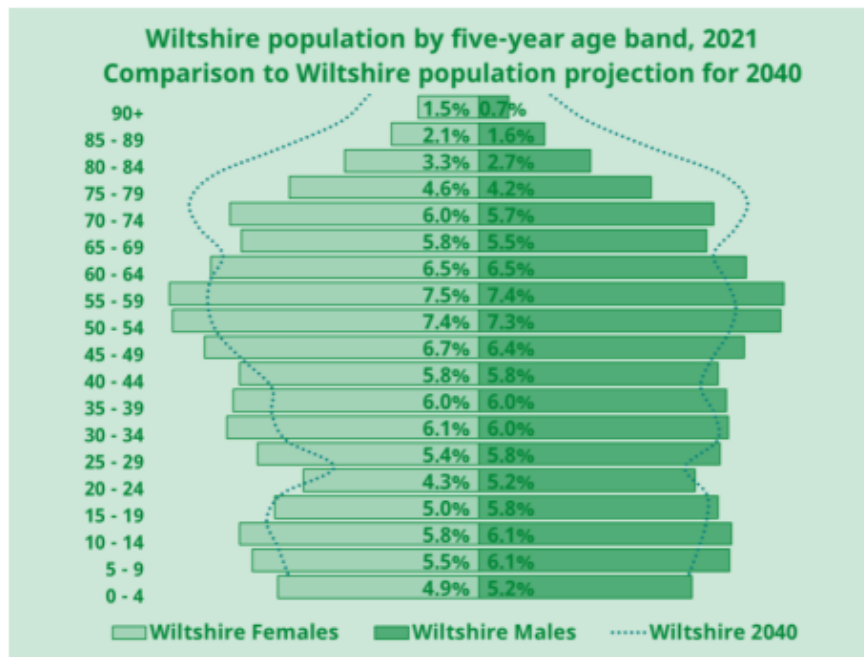
Membership across all age groups by gender (2024)



The peak membership age is approximately age 9 and the lowest point is approximately age 23. This is more pronounced in men, and there isn't the same peak at the parenting stage shown for women.

Demographics of the population

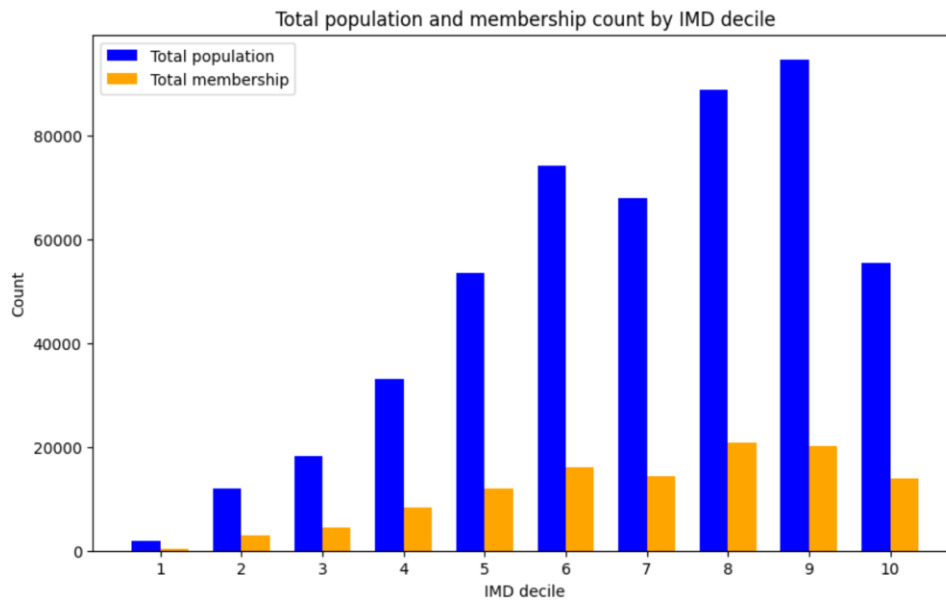
Age spread of population 2024 vs 2040 prediction



Changes to other age ranges can be found here - [Overview of Wiltshire's population and deprivation factors - Wiltshire Council](#)

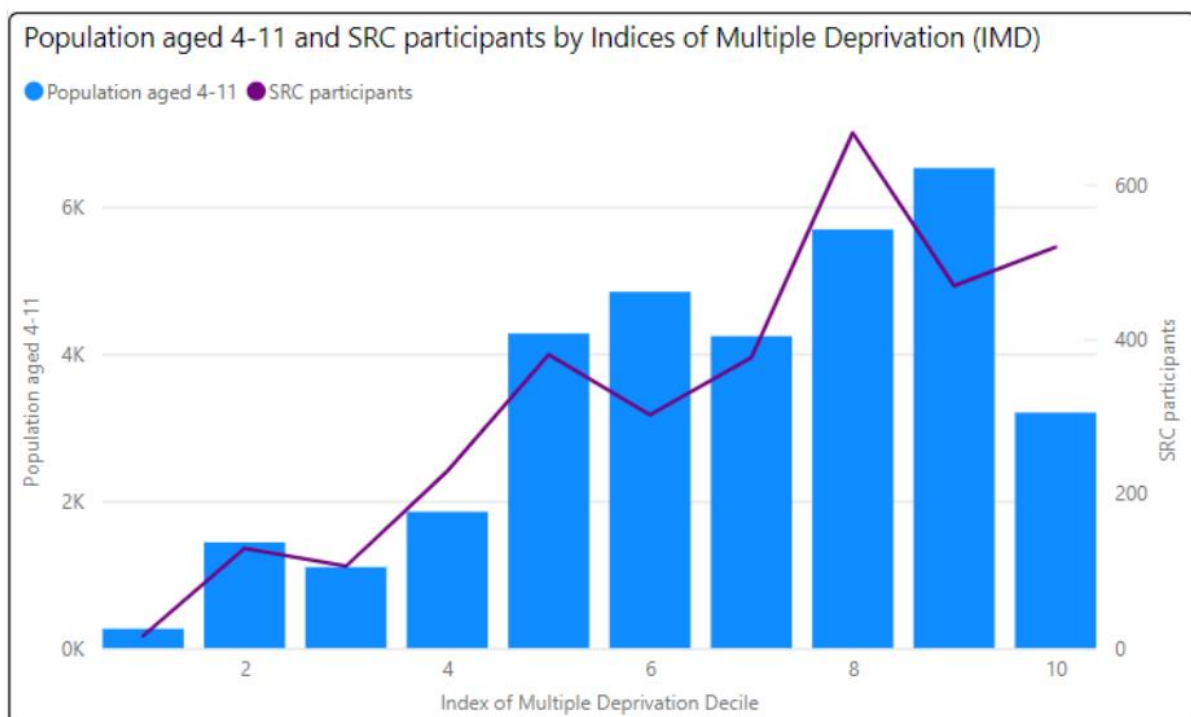
Library membership by Indices of Multiple Deprivation (IMD) (2024)

IMD is the official measure of relative deprivation for small areas (or neighbourhoods) in England. The IMD ranks every small area in England from 1 (most deprived area) to 10 (least deprived area).



Library membership (yellow) split across the IMD deciles shows it broadly mirrors the population (blue bars) which is what a library service would hope, demonstrating the reach across the whole population.

Summer Reading Challenge participation 2023



Number of participants engaging in the summer reading challenge to encourage reading for pleasure during the school holidays to reduce the drop in reading skills, compared to each IMD decile (purple line) and the population of 4–11 year olds in the county (blue bars). This also shows the challenge reaches across the whole population of Wiltshire.