

**ENGAGING LAPSED USERS**

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By

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## **Abstract**

This dissertation investigates the reasons for lapsed use in public libraries by analysing existing data collected from a previous project on lapsed users, and from research into lapsed use in males aged 18 – 40.

The research analysed the comments made by lapsed users during a previous lapsed user project. These comments had never been analysed before. After the initial analysis the research used telephone interviews to contact males aged 18 - 40 to gather data on their opinions and perceptions of their library service. Any limitations have been clearly identified within the report.

The results from both the existing data and the new data on males aged 18 – 40 suggest different reasons for why people stop using the library service. The data also shows that although some people are classed as ‘lapsed users’, they are still using the library in some form. Views from the interviewees also show some lack of knowledge of what the library provides and also shows how the negative media attention paid to library closures has had an impact on people’s knowledge of which libraries remain open.

Recommendations for practice and recommendations for future research are made based on the results from the existing data and the new data on males aged 18 – 40.

**Abstract Word Count: 209**

## 1.1 Introduction

Public libraries are experiencing greater pressure to increase visitor figures, issue figures and active member figures. If a library service fails to meet these targets then the overall performance score of the council is affected. Bray (2007) states, “*Public libraries have been dragged into the need to constantly justify their existence via performance measurement.*” With this high emphasis on library performance, it is vital that libraries can capture every possible library visit and issue to meet these targets.

The overall aim of this research is to investigate reasons for lapsed use of the public library service. The term lapsed user refers to a registered library user who has not used their library card to borrow an item within one year. This study is going to focus on existing members of a library service who have not used their library card to borrow an item of stock for at least one year. The three main objectives of this study will be:

- To find out why people stop using the library service.
- To discover if there is a relationship between gender and lapsed use of libraries..
- To discover if there is a relationship between age and lapsed use of libraries.

There will also be six sub-objectives:

- To find out what lapsed users perceptions of the library service are.
- To find out if lapsed users know what services are offered in their local library.
- To find out what services lapsed users used during their last visit.
- To find out what the library service means to lapsed users.
- To find out if anything deters lapsed users from using the library.
- To find out if the library can offer anything to encourage use among males aged 18 – 40.

Over the years the library service has faced budget cuts, library closures and a steady decline in use as reported by the Audit Commission (2002). While library use has been declining over recent years, the Audit Commission has stated that people have

been choosing to buy their own books. *“Book retailers have extended opening hours, improved layouts, increased the range of books and services they offer, and adopted more aggressive pricing policies”*. Audit Commission (2002).

The current government has realised the important role that public libraries play in the community. Since this realisation, North East Lincolnshire Council (2005) has been making the improvement of cultural services one of its main priorities. Increased funding has been poured into the public library service on the premise that it will achieve, or even exceed, the targets of the Public Library Service Standards.

*“People say they want library services to be modern and welcoming. Raising the awareness of what is available, having up-to-date stock, additional facilities, providing more information and extended opening hours.”*

Audit Commission (2002)

An increased book fund has helped improve the resources that North East Lincolnshire’s libraries have to offer. Increased opening hours have made the library service even more accessible to the community with more evening and weekend opening. Libraries have been going through re-branding to make their interiors more aesthetically pleasing. But active borrowers and issue figures are still on the decline as suggested by Culture, Media and Sport Committee (2005). In a recent report on libraries nationally, it was stated that “active borrowers have dropped from 17million per year in 2001 to 13million per year in 2007.” Frisby (2008).

The Audit Commission recommends that library services should concentrate their resources on delivering the services that the community wants (Audit Commission, 2004). It continues by stating that the library service should provide a greater range of stock and information services, tailored to what the local communities need and wish to read (Audit Commission, 2004).

The report “Building Better Library Services” suggests that library services need to be built around the communities that they serve. To address this, libraries need to talk to their current and lapsed users to discover what their needs are (Audit Commission 2002).

In 1996, when Sheffield libraries were closed down due to strike action, a study was done to find out what the public library users did when there were no libraries. Proctor et al. (1996) found that *“only a small proportion of users changed the nature of their behavior and actively sought alternative leisure pursuits as a substitute for reading.”* Once the library service was reinstated, 79% of people said they had missed the library for at least one service (Proctor et al, 1996).

North East Lincolnshire Libraries found that when there were four libraries up for closure, there was huge local media attention. In the end only one of the libraries closed, but there was little media attention advertising the fact that three of the libraries actually stayed open. This resulted in members of the public believing that their local library service had closed (Hipkins, 2006). Because of this, the libraries performance was affected with a fall in visitor figures, issue figures and active borrower figures (North East Lincolnshire Council, 2006). To try and combat the issue of the public not knowing which libraries were still open, North East Lincolnshire Libraries undertook a project to raise awareness of the library service (North East Lincolnshire Libraries, 2006).

## **1.2 Literature review**

By conducting searches and citation searches in Google, Google Scholar, LISA, Emerald and Sheffield University Library I have found that there have been many studies into the non-use of libraries over the years but there have not been any recent studies into lapsed use of public libraries. Some of literature into non-use of libraries touches on reasons for lapsed as shown in chapter 1.2.1. There are also some documents into non-use and marketing that I have found like Sridhar (1994) paper in Non-use and Non-users of Libraries, Alvarez (1979) Good Public Relations, Alsmeyer (1979) Academic library: campus community communications, and Dragon (1979) Marketing the library, That I have not made reference to within this document.

### **1.2.1 Factors affecting lapsed use**

In a study by Jackson (1991) it was found that a surprisingly large number of people when asked were unaware of the location of their central library, even though the

library was located in a major local amenity. Jackson (1991) goes on to say that one of the main reasons for the non-use of the library was that the public found that the library was located too far away from them. A minor factor for lapsed use is that the public preferred to buy their own books. Smith (1999) found that people that use the library are more likely to buy their own books than non-users. He also found that book-buyers are more likely to be library users.

Jackson (1991) found that ownership of audio-visual hardware was high, that 52 per cent percent of respondents borrowed videos from local shops and that only 5 per cent would borrow videos from the library. Today, things are not much different, with a high proportion of UK households (85 per cent) owning DVD players (Bainbridge, 2007). People are now choosing to rent DVDs via the Internet rather than renting from a high street video store (Smale, 2006). Another reason for non-use is discussed in the MORI report (1999). This research discovered that non-users found it difficult to get to the library and when they could get to the library it was not open. It also found that some non-users did not go to the library because there was nothing of interest for them.

A factor for non-use that was found by Comedia (1993) was that people who are employed may be excluded from the library service due to the majority of libraries being open between 9am – 5pm. This is also shown by England & Sumsion (1995). They found that 35 per cent of employed people gave “unsuitable opening hours” as one of the reasons for non-use of their library. In 1998 it was stated that the opening hours of the library are among the key reasons for lapsed use (Hunter, 1998).

Although opening hours seem to be a key factor in non-use, McCarthy (1994) also suggests that people who may not use the library in their day-to-day lives may use the library to help with studies. If these people find the library useful during their studies they may continue to use the library in their day-to-day lives. This view is shared by Smith (1999) who suggests that educated people are more likely to use public libraries than people who are less educated.

### **1.2.2 Ways of attracting lapsed users back to the library**

Thorpe’s study into market research in Enfield Libraries found that 48 per cent of non-users had used a library at some point in their life (Thorpe, 1986). Jackson (1991)

identified that non-library users had a good knowledge of the traditional library services that the library provides. These users made reference to the services such as meeting room hire, audio-visual material and facilities for visually impaired people. Although some these non-users named some of the services the library provides, Bryson et al. (2002) found in their study that many of the non-users were not aware of all of the facilities that the library provides and that this problem is due to poor marketing and promotion.

It is suggested by McCarthy (1994) that non-users are not necessarily anti-library; they just may get their information from other sources. Proctor and Simmons (2000) found that even though non-users did not use their local library service, they still wanted to defend it when it was put up for closure. This loyalty by non-users was also found by Bryson & Usherwood (2002). They discovered that even though the non-users did not use the library, they felt that it was essential to the make-up of the community it served.

Selwood suggests that non-use of the library had nothing to do with “*physical, sensory, intellectual, or financial issues of accessibility*” (Selwood, 2001). In the report by Linley & Usherwood (1998) it was found that non-users were deterred from using the facilities by their negative image of the library. It was difficult to change this perception of the library, which was often based on past experience. Non-users were under the negative impression that a strict, rule-bound culture still prevailed in libraries. Parents who were non-users were worried about the possibility of having to pay for damaged or lost children’s books. Singh (2005) states that considerable marketing gives libraries the opportunity to attract non-users into them. Once these non-users have been into the building, if their needs are satisfied it is likely that they will return and use the library again.

This view was given in an earlier report by Forty (1990). Forty observed that promotion is the way to inform users about the library service and what it offers. Libraries need to remind their users that they exist from time to time. By doing so, libraries will be able to inform regular users of what services are available and it will also persuade non-users to use the library. In Cronin (1981) it is suggested that libraries should focus their ideas on how to sell the concept of libraries to non-users to encourage them in.

In 1983 Frisch suggested the need for a strong public relations program in libraries. He stated that librarians need to sell their services to regular users and non-users. He also suggested that the staff play a huge part in public relations and that the staff should therefore be courteous to the patrons and be aware of their promotional role. Rowley (1997) agrees with this in her report by stating that libraries need to be more customer-orientated. She goes on to say that if a library is more customer-orientated then the library should attract more non-users, potential users and lapsed users. McCarthy (1994) makes an important comment that libraries should get to know their non-users. *“Getting to know your non-users may in fact convert some of them into users”* (McCarthy 1994). For libraries to get to know their non-users they need to gain an understanding into why they don’t use the service in the first place. Once libraries get to know what their non-users want, only then can a library promote to this group.

## **2.1 Methodology**

A combination of quantitative and qualitative techniques will be the most appropriate strategy to achieve the aims of this research. These techniques will help achieve the best results and help gain the richest picture of how the current library service looks through the eyes of their customers. Qualitative data will provide an understanding of the image of the library service from interviewees' own perspectives. By analyzing the existing quantitative data, a basic picture of perceptions and reasons for lapsed use of the library service will be gained (Stone and Harris, 1984).

### **2.1.1 Library Profile**

North East Lincolnshire is a predominantly urban and industrial area, lying south of the Humber estuary where it meets the North Sea. It occupies a land area of 192 square kilometres and has a resident population of approximately 158,000. North East Lincolnshire Libraries provide ten public access library service points. These points are located throughout North East Lincolnshire in Grimsby, Cleethorpes and Immingham. The majority of North East Lincolnshire's population live in Grimsby and Cleethorpes, with the remainder residing in the smaller town of Immingham and the rural settlements that lie close to the northern edge of the Lincolnshire Wolds. A

limited mobile library service has been made available to the rural areas of North East Lincolnshire (North East Lincolnshire Council, 2007).

A choice of one of the library service points has been made to conduct this research. Grant Thorold Library is a busy community branch library that is based in the heart of the East Marsh and Heneage Wards in Grimsby. The 2001 Census recorded a population of 11,563 for the Heneage Ward and 11,749 for the East Marsh Ward (North East Lincolnshire Council, 2007). Although Grant Thorold Library serves the East Marsh and Heneage Wards it in fact serves a greater proportion of the North East Lincolnshire population. Grant Thorold Library has noted that people from all over North East Lincolnshire regularly use the service point.

### **2.1.2 Existing Data**

In 2004 North East Lincolnshire Council underwent a major budget crisis. To help resolve the budget crisis four of North East Lincolnshire Libraries were nominated for closure (BBC News, 2004). As well as the library closure, Grant Thorold Library Information Centre was withdrawn from the Library.

Ultimately only Yarborough Library closed. Yarborough library was selected as the library to close as it was decided that closing that library would have the least impact on the community. A geographical report was conducted and it was decided that the catchment areas of Willows Library and Grimsby Central Library would cover the catchment area of Yarborough library.

Nunsthorpe Library and Scartho Library were saved by the introduction of a joint partnership between the Grimsby Institute and the Library Service. Nunsthorpe Library moved into the Nunsthorpe campus of the Grimsby Institute and the old library building was sold. The Grimsby Institute brought the premises of Scartho Library and converted the building into Scartho Library and Learning Centre. Due to the merger, the library lost 40% of the space available to the new learning centre. Other libraries such as Grant Thorold Library saw a reduction in opening hours.

In 2006, in a response to meet the Public Library Service Standards more funding was given to libraries to increase their book fund and to increase the opening hours of libraries, including increasing Grant Thorold Library opening hours (Hipkins, 2006).

As a result of the increased funding to the library service, the council wanted to see huge improvements in the results of the Public Library Service Standards (Hipkins, 2006). The negative media coverage on the library service, due to the budget cuts, had made an impact on the visitor figures and issue figures of the affected libraries in North East Lincolnshire. A decision was made to contact former users of the library service to find out why they had stopped using the service and to encourage them to start using the library once again (North East Lincolnshire Libraries, 2006). North East Lincolnshire Libraries has 113,018 registered users, out of these users there are a total number of 86,336 (76.39 per cent) which are lapsed users. This number is a high proportion as it includes everyone who has ever registered with the library via the new and old library management system. When the new library management system was introduced in 2004, all of the existing registered user data was transferred over. The procedure was then to update the existing user record with their new library card number. However, in some cases this procedure was not done and the user was reregistered on the computer system resulting in duplicate records for some of the users of North East Lincolnshire Libraries (Lock, 2008). Grant Thorold Library has 2978 (2.6 per cent) of the lapsed users.

It was decided it would be an easier option to promote to former users, rather than new users, as former users are already warm to the idea of libraries (North East Lincolnshire Libraries, 2006). Grant Thorold Library was selected to undertake this task and from their computer system a list of 2978 lapsed users was identified. These people had not used their library ticket for at least one year.

The list was made up from a selection of adults and children. North East Lincolnshire Libraries then decided not to contact people under the age of sixteen. Because of this decision the list of lapsed users was brought down to 1812 adult users. Out of these users only 1275 had telephone numbers, these would be the people that would be contacted.

A script was written up to inform the users of why they were being contacted and a questionnaire was drafted. Out of the 1275 telephone calls made, 211 people answered their telephone and all who answered were interviewed. Chart 1 shows the outcomes of all the telephone calls made.

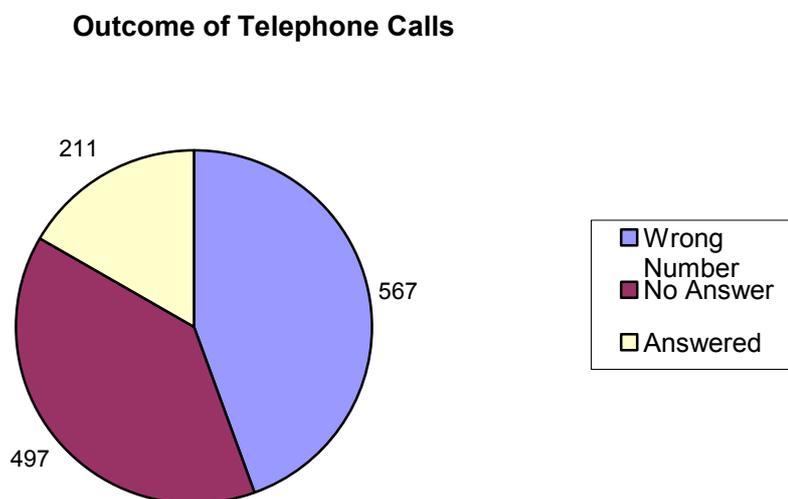


Chart 1.

The lapsed users who answered were interviewed and gave comments as to why they stopped using the library and whether they would come and use the service again. Users were also asked whether they would be willing to be contacted again for further research. The comments of this survey have never been analysed as North East Lincolnshire Libraries were only interested at the time as to whether the users would be willing to come back and use the library service again.

The data that has been used to conduct the first part of this research is the data that has been collected as part of the North East Lincolnshire Lapsed User Project. All of the comments made during this study have been analysed fully. The analysis forms the first part of this dissertation. From this analysis of the existing data, a selection of male users aged between 18 – 40 has been contacted again for further questioning. This group has been selected for further research as North East Lincolnshire Libraries claim that this is the hardest group to encourage into the library environment.

### **2.1.3 Telephone Interviews**

All of the lapsed users have already agreed to be contacted again via the previous project. As consent to be contacted by telephone has already been given it seems logical to use this method for the further questioning.

Once the analysis of the existing data has been completed, cluster sampling of the lapsed users will be conducted. The sampling consists of users between the ages of 18 and 65. These lapsed users will be asked to undertake a further telephone interview about their perceptions of the library service and why they have stopped using the service.

This approach will allow the interviewee to address any “self-perceived issues or relationships of importance” Gorman & Clayton (1997). This should help in forming a rich picture of what the library service looks like through the eyes of the borrower. The interviews will be based on a semi-structured format that will generate answers to specific queries whilst allowing the freedom for interviewees to express their views. A mixture of open and closed questions will be used throughout the interview. The open questions will engage the user and encourage full and detailed responses. Through a qualitative approach it is anticipated that individual opinions and observations could be identified to help gain a picture of the library service and why they stopped using the service. The closed questions will help provide specific responses by the interviewee.

## **2.2 Ethics**

During the telephone interview process a pre-written script will be used to explain the reason for the telephone call and to ask for consent before any questions are asked. This will explain to the people why they have been selected and what the study will involve. To limit any distress that interviewees may have it will also be explained that they are able to stop the interview process at anytime if they wish. As the participants have already agreed to undertake further questioning from the previous research there should be even less distress to the interviewees. This is due to the participants already going through the process before.

This study will be conducted via the telephone. This eliminates any physical risk towards the participants or myself during the study. Also, it ensures that there will be no issues to personal safety.

No personal data will be referred to in any documentation; any personal data that is collected from the library management system will be kept in a locked filing cabinet for security purposes.

### **2.3 Limitations**

There are limitations to this study. Due to the amount of time data collection takes it has not been feasible to re-contact every single person from the existing data to see if anything has changed since they were last contacted. Due to this lack of time it was more feasible to identify a group of people that can be contacted and to focus the new research on that group. Another limitation is that some of the people that were selected to be contacted again were not available for comment. The final limitation is that a geographical plot of where the lapsed users live could not be completed due to the limited time available.

### **3.1. Existing Data**

From careful reading of the 211 it was possible to identify 9 categories of users as shown in table 1

The analysis of the existing data has given an indication of the reasons why people stop using the library service. Within the data there are some similarities between the answers given. This allows all of the answers to be put into nine categories as shown in *Table 1*. Some of the quotes given throughout the interviews will be shown throughout this section. All 211 answers given are shown in Appendix 2.

Categories	Number of People	Percentage of People					Age		
			Male	M%	Female	F%	16 -21	22 - 59	60 - 99
Active Users	32	15.17%	12	15.59	20	14.92	6	18	8
Buying Books	28	13.27%	6	7.79	22	16.42	0	11	17
Change of Routine	72	34.12%	31	40.26	41	30.60	11	44	17
Deceased	7	3.32%	3	3.90	4	2.98	0	0	7
Outstanding Fines / Overdue Items	10	4.74%	2	2.60	8	5.98	2	8	0
Housebound	14	6.64%	6	7.79	8	5.98	0	0	14
Library Closed	14	6.64%	4	5.19	10	7.46	0	8	6
Moved Away	15	7.11%	5	6.49	10	7.46	11	4	0
Opening Hours	19	9.00%	8	10.39	11	8.20	0	19	0
<b>Total</b>			77	100%	134	100%			

Table 1.

### 3.1.1 Active Users

Within the category “Active Users” it is found that 32 (15.17 per cent) of the people interviewed were still using the library service in some form. Out of these 32 people, seven distinct answers were given as to what they have been doing within the library other than borrowing material. These answers are shown in Table 2.

<b>Active Users Categories</b>	<b>Number of People</b>	<b>Percentage of People</b>
Using Reference Material	3	1.42%
Using a Computer	10	4.74%
Use Library with Friends or Relatives	9	4.27%
Using Different Libraries	3	1.42%
Multiple Library Cards	1	0.47%
Attending Mother and Toddler Groups	4	1.90%
Attending Different Surgeries	2	0.95%

Table 2.

Three (1.42 per cent) people said that they were still using the library reference facilities. Each of the people interviewed were using the facilities for different reasons:

*“Although I don't borrow any fiction books I do use the reference library as a quiet place to go and study.”*

*“I don't really come in the library but I still use the reference library to help when I can't find the answer to a crossword.”*

*“I use the reference library quite a lot. If there is anything that I need to know the reference library is my first point of call.”*

Ten (4.74 per cent) of the people interviewed were still using the library to gain access to the computer facilities. Some people only used the facility on occasions:

*“I still do use the library computers when my computer breaks down.”*

While other people are using the library computers on a more regular basis:

*“I was in the library yesterday to use the computers, I never really think to borrow books.”*

*“I regularly use the internet in the library, it’s ideal as I don’t have access to it at home.”*

*“I was in the library last week, I use the computers in there to sell and buy thing on eBay.”*

Nine (4.27 per cent) people are still visiting the library with relatives and friends.

Some of these come with people who use the library to borrow books:

*“I bring my little brother on a weekly basis, he loves looking through all of the books.”*

*“I am using the library. I bring my grandchildren regularly on a Saturday.”*

While others use other people’s card to borrow material when they visit the library:

*“I joined the library when my daughter was born, although I haven’t used my card I have used my daughter’s card to borrow some books for her.”*

*“Me and my wife come to the library fortnightly. I never have my card on me so she usually puts my books on her ticket.”*

Three (1.42 per cent) of people are using a different library:

*“I am using libraries but I’ve moved to Scartho now so I’m using that library now.”*

*“I started using the library when I attended a computer course there. I joined so I could borrow some computer books that your library stocked but I haven’t been back to the library since it started. The only library I use really is Humberston library.”*

*“I go to Cleethorpes library now, I found they have a bigger selection of material to choose from.”*

It is probable that the people who are using a different library have multiple library cards within the system. Some people don't realise that they can use one library card for every library within the area. One person admitted to having multiple library cards by stating:

*"I haven't stopped using the library. I got a new library card when my purse was stolen."*

Four people said they were regularly attending the mother and toddler groups:

*"I bring my son to the mother and toddler group on a Monday morning, I do get books for my little one but I don't ever think about getting anything for myself."*

*"I do use the library for the mother and toddler groups, my children like to look at the books and to sing the songs."*

As well as attending the mother and toddler groups, two people stated that they were attending different surgeries in the library:

*"I come to the library to visit the NHS Health Trainer. When I'm there I enjoy reading the newspapers while I wait, I don't really read anything else other than the newspapers and magazines."*

*"I've been using the library recently to search for a job, the man from Connexions is very helpful."*

These findings show that today's library service is being used for more than just borrowing books. Some members of the public don't see the library as a place to borrow books but as a place to go to surf the Internet, to meet with other external agencies or to even get an answer to a crossword.

Chart 2 shows that the age range of the active users who took part in the interviews is spread across the whole spectrum. Table 1 shows that there is a small gender difference where there is a higher percentage of males (15.59 per cent) than females (14.92 per cent) who use the library for other activities. All 32 people interviewed said they would be using the library again in the near future.

### Active Users

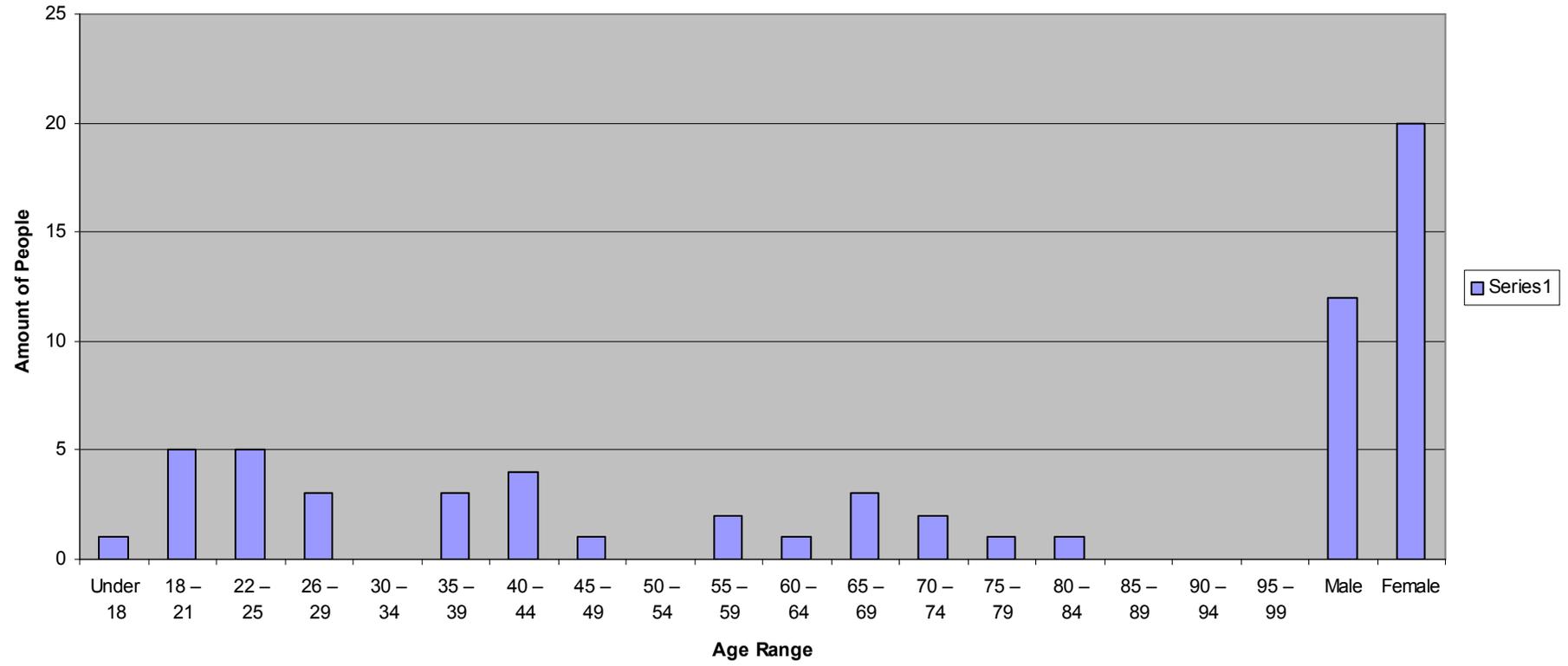


Chart 2.

### 3.1.2 Buying Books

The existing data shows that 28 (13.27 per cent) lapsed users have started to buy their own books instead of borrowing them from the library. These 28 people gave 8 distinct answers to why they started buying books. These answers are shown in Table 3.

<b>Buying Books Categories</b>	<b>Number of People</b>	<b>Percentage of People</b>
Could not find anything to read	4	1.90%
Not enough same title material stocked	2	0.95%
Received Books as Gifts	5	2.37%
Buying Material from Supermarkets / Bookshops	6	2.85%
Buying Second Hand Books	8	3.79%
Loan Time	1	0.47%
Collecting Own Books	1	0.47%
Joined a Book Club	1	0.47%

Table 3.

Four (1.90 per cent) people could not find anything to read when they visited the library. Some of these people started buying their own books when they kept finding that the books they wanted were out on loan.

*“I found that the library didn't have any of the authors that I like so I stopped going. I got that annoyed of spending hours searching the shelves of the library to try and find books that other people have already got out so I started buying them from the shop.”*

While others thought that there wasn't enough new stock available to borrow:

*"I got fed up with seeing the same books over and over on the shelves each time I visited the library so I started buying my own books from the Internet."*

Two (0.95 per cent) people found that the library did not stock enough copies of the same book:

*"I went in to the library to order a new book that was due out, I was then told that I was 79th in the queue for that book and it would be a few months before I would be able to get it. I told them to forget about it and since then I have been buying my books because I don't really want to wait that long for a book."*

Five (2.37 per cent) people had been receiving books as gifts so they did not need to visit the library:

*"I have had a lot of book as presents lately so I haven't had the need to come and borrow any more books."*

*"I read all of the time, but I am stocked up to the gills with books at the moment. My family brought me a lot of books for my birthday. I will use the library again but only when I've finished reading all of the books I've been given."*

While six (2.85 per cent) people had been buying their reading material from supermarkets or bookshops:

*"I've been buying my books from ASDA as I've found it easier to do that instead of making the trip to the library as well as the supermarket."*

*"I struggle to move far on my own now so when I have been going to the shops I have been picking up the odd book from there. Their books are rubbish though. When my daughter has some extra time I will get her to take me to the library."*

One of these six people said that they have been buying their own books but they would use the library to borrow items which can't be found in book shops:

*"I have been buying books to read recently. I've just been finding it easier to get a book while I am in town than to make two journeys. If there is anything I want and I*

*can't get it from town I would come to the library and find out if you have it to borrow."*

As well as people buying brand new material from the shops seven (3.79 per cent) people have stopped using the library because they have been buying second hand material. Although these people have been buying second hand material six of them said that they would use the library again when they don't have anything to read:

*"I haven't been coming to the library because I brought a load of second hand books from the hospital jumble sale. When I have finished with these I will bring them in for the library to have and I will borrow some more books."*

*"I have been buying second-hand books from the church jumble sale. Last time I went I never got any so when I've finished this last book I will need some more reading material. I can't go to sleep at night if I haven't got a good book to read."*

*"I picked up a lot of books from a charity shop so I have been plodding myself through them. When I have finished reading these I will start borrowing books again, I can't do without my reading."*

While one of them said was not interested in using the library again:

*"I buy my books from the charity shops I visit and from jumble sales and once I've finished with them I give them back to the charity shops for others to use."*

One (0.47 per cent) person stopped using the library due to the amount of time books are allowed to be loaned for:

*"I've got into the habit of buying my books as I always take longer than 3 weeks to read them and It's such an annoyance to start reading a book to discover someone is waiting to borrow it when I take it to the library to be renewed."*

One (0.47 per cent) person has started collecting books:

*"I started my own book collection and since then I have been buying more and more of my books. I do still like the library for discovering new authors so I will use my card again."*

One (0.47 per cent) person has joined a book club:

*"I joined a book club last year so I keep getting sent all the new books I want straight to my door. I will never totally give up with the library. I have always found the library useful for reference material."*

Out of the 28 people interviewed, 24 (11.28 per cent) of them said they would be interested in coming to the library again while 4 (1.88 per cent) lapsed users said they were not interested. All of the lapsed users that weren't interested were female.

Examples of why they were not interested are:

*"I'm not interested in coming to the library; I like owning books so when there is something I want I'll just go and buy it."*

*"I found that every time I went into the library I couldn't find anything I hadn't read before so I stopped going. I'm not really interesting in coming in again."*

*"I got fed up with waiting for the library to buy the new books when the supermarkets had them on the shelves. So I have given in and have started buying them."*

Chart 3 shows the age range of the people buying books. The majority of these people buying books are over 60. This data also shows that no one under the age of 26 has stopped using the library due to buying their own material. Table 1 shows that there is a gender difference, where there is a higher percentage of females (16.42 per cent) than males (7.79 per cent) buying books instead of borrowing them.

Lapsed Users Buying Books

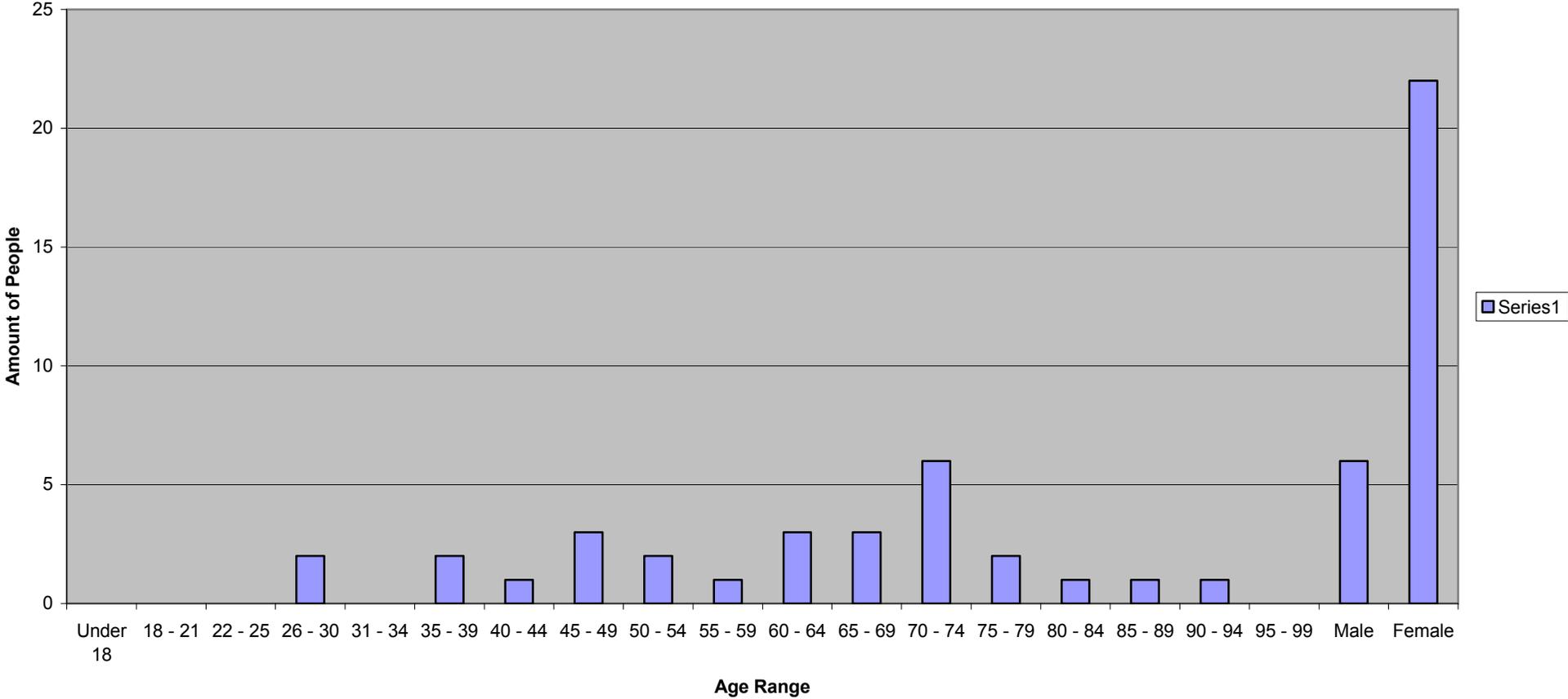


Chart 3.

### 3.1.3 Change of Routine

The existing data found that 72 (34.12 per cent) of people interviewed had stopped using the library because they had a change of routine in their lives. Each of these people gave similar sets of answers during the interview. These answers are shown in Table 4.

<b>Change of Routine Categories</b>	<b>Number of People</b>	<b>Percentage of People</b>
Visited while at School	4	1.90%
Used to Use Library Computers	4	1.90%
Job Searching	4	1.90%
Not Interested in Reading	5	2.37%
Went to College	1	0.47%
Use to Attend surgeries	1	0.47%
Working and Children	4	1.90%
Used Library to Study	1	0.47%
Children Started School	1	0.47%
Use to Bring Children / Grandchildren	7	3.32%
Too Busy	26	12.32%
Forgot about the Library	2	0.95%
Change Library for other Leisure Activities	9	4.26%
Carer	3	1.42%

Table 4.

Four (1.90 per cent) lapsed users stopped using the library when they left school.

*"I liked coming to the library while I was at school, I had actually forgotten that the library was still open, I would like to come again and see what new books you have."*

*"I used to go to the library when I was in secondary school as it was on my way home. It was good, the staff were really nice."*

*"I use to come straight from school but I'm at college now so I don't really go to that end of the town anymore."*

*"Me and my sister use to use the library after school but now we are at college and working we don't have much time these days."*

Four (1.90 per cent) lapsed users used to use the library computers:

*"I use the library computers. It's great as I don't have access to a computer at home"*

*"I only used the library for the computers and now I have my own computer at home I don't need to use the library."*

*"I used to use the computers in the library but I have got my own now."*

*"I stopped using the library when I got the Internet at home."*

While four (1.90 per cent) people used the library while searching for employment:

*"I've been using the library to search for jobs on the computers, I don't think I've borrowed a book in about 3 years."*

*"When I unexpectedly became jobless the library was there to help me find a new job, the ladies showed me job pages on the Internet and a man helped me with a CV. I have much respect for the library but reading doesn't really interest me I'm afraid."*

*"I used the library computer to help find myself a job, now I'm employed and I have my own computers I don't really need to use the library any more."*

*"I was using the library to search for jobs. Once I got my new job I have found that I don't have time to visit the library any longer."*

Five (2.37 per cent) lapsed users had stopped using the library because they have lost interest in reading:

*"I'm not interested in reading any more, I don't know what made me change my ways they just did."*

*"I've gone off reading at the moment, I'm sure it's just a phase so I think I will use the library again."*

*"I always used to read a book in bed, but these days I only read magazines as I seem to have developed the attention span of a gnat."*

One (0.47 per cent) person stopped using the library when they started going to college:

*"I don't know why I stopped coming, I think it's because I went to college and just lost the routine of using the library."*

While, another person only used the library to attend a surgery which was held by and external agency:

*"I first came to the library to get a CV done by someone there, I haven't been to the library since then but I'm sure I will pop in again when I have a spare few minutes."*

Four (1.90 per cent) lapsed users stopped using the service due to work and child care commitments:

*"I can't get to the library these days, I have a job and I have to look after the children now he's gone. I don't have anytime for myself."*

*"With work, my children and looking after my mother I haven't had any time to think about going to the library. When things are less hectic I will come and get myself a good book."*

*"I got a new job once my kids started school and since then I haven't been able to go to the library and by the time I finish work and then cooked tea I'm shattered."*

*“Work has been hectic recently. I'm self employed so I need to take the work as it comes, I do miss reading but I need to work as much as possible while the work is there. Once it's quietened down a bit I will start reading again.”*

One (0.47 per cent) person said they used to use the library as a place to study and when they finished their course they stopped using the library:

*“I used to use the library for a quiet place to study. It was really good and the ladies use to supply with me tea. If it wasn't for the library and the staff I don't think I would have passed my course. Since I've finished I have been giving myself a rest from reading but I quite fancy getting into a good book since speaking to you.”*

While one (0.47 per cent) lapsed user stopping using the library when their child started school:

*“Since my daughter started school I haven't visited the library as she has been getting her books from school.”*

Seven (3.32 per cent) lapsed users stopped coming to the library when their children or grandchildren grew up:

*“I use to get books from my grandchildren and now they are old enough to come on their own.”*

*“I used to bring my son when he was younger but now he is older he isn't really interested in going to the library any more.”*

*“I used to bring my grandchildren to the library and now they are a bit older they are not as interested in going. I wouldn't mind coming again though. You have some good books there.”*

*“My Grandchildren have grown up now so I am not bringing them there anymore. It's funny I keep buying books but I never think about getting them from the library. I'm going to make a conscious decision to try and get my books from the library next time.”*

Twenty-Six (12.32 per cent) lapsed users answered that they were too busy to come to the library:

*"I'm too busy to think about coming to the library, if I had more free time I most probably would start coming again."*

*"I'm really busy, I find it difficult to find time to see my fella, let alone finding time to read."*

*"I don't have the time I used to have, I liked going to the library its just difficult to find the time."*

*"I wish I had been in the library, I'm that caught up with other things I haven't had the time to read. I will start reading again when I have the time."*

*"I've been really too busy to read but I am going to take early retirement soon so I'm looking forward to sitting down in the garden and losing myself in a good book."*

*"I retired a couple of years ago and since then I have been even more busy than when I was working. I will make an effort to come to the library though because I am a great believer in reading and the effects it has on the brain."*

*"I haven't been reading because I have got 101 jobs to do around the house. The wife keeps finding me stuff to do when I sit down. Once I've finished my jobs I will come and borrow some books again."*

*"I don't have time to visit the library, all of my time goes on going to work and doing college work and any spare time I get I tend to go and see my friends."*

*"I don't have the time to spare to spend searching for books in the library. I usually pick up my reading in the supermarket or if I have a particular book in mind I would search Amazon to get it from there."*

*"I work during the day so I don't get time to visit the library, I would like to though."*

*"Work has just taken over my life at the moment, that's why I haven't been in. I don't see it changing for quite some time either."*

*"I work 12 hours a day so I struggle to do anything recreational these days and at the weekend I have my son over to stay."*

Two (0.95 per cent) people said they had forgotten the library existed:

*"I forgot the library was there, what are your opening hours? I'd like to come and have a look around."*

*"I don't know why I stopped going to be brutal. I have some spare time tomorrow, I may pop in then."*

Nine (4.26 per cent) people have substituted the library for other leisure activities:

*"I have other things I do now, I started going to the gym in my evenings as I thought it was better for me than sitting around."*

*"I haven't read for ages instead I've gotten into card making. I will pop in sometime this week and have a look at your paper craft books if that's alright."*

*"I don't find reading as interesting as I used to. My wife on the other hand loves it. I would rather watch the football!"*

*"Since retiring I have been chasing my dreams. I'm not quite ready to sitting in my arm chair reading the nights away, I'm sure I will be in the future though."*

*"I took early retirement to pursue one of my dreams of building a boat. Once I have finished this I will need some books to relax with."*

*"I don't read much these days. I tend to potter around the garden. I still want to support the library though as the ladies have been good to me in the past. It is a fantastic service they provide and nothing is too much trouble."*

Three (1.42 per cent) people have stopped using the service because they have become a carer for a relative:

*"I am now the main carer for my husband who is now disabled and I don't have much time to read anymore. I will use the library again but I don't know when."*

*“I have found the library very useful over the years and I would never turn my back on it, its just I have been spending more time looking after my grandchildren while my daughter is getting things sorted. When it is all back to normal I will be coming to borrow some books, I have a lots of reading to catch up on.”*

*“If I’m not working I have the grandchildren to look after, any spare time I do get I like to spend watching telly. I occasionally pick up the odd book but not very often. I might come and have a look at what books the library has to offer though.”*

Chart 4 shows the age of the people who have a change of routine in their life. This data shows that the age range of the people which gave these sets of answers are spread across 16 – 79.

Table 1 shows that there is a gender difference where there is a higher percentage of males (40.26 per cent) than females (30.60 per cent) who have stopped using the libraries due to a change in their routine.

Lapsed Users who have Changed their Routine

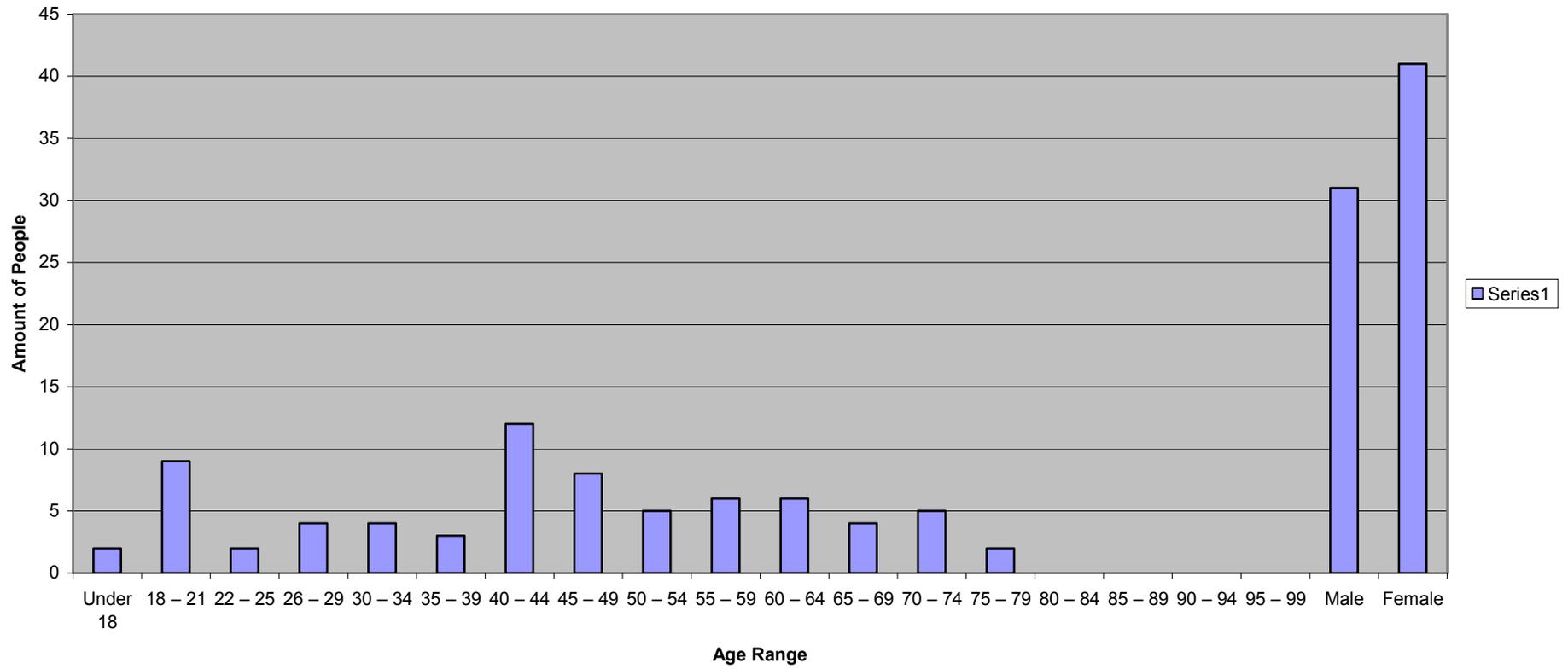


Chart 4.

### 3.1.4 Deceased

The existing data revealed that seven people had stopped using the library service because they had died. One person commented on how they had never thought to contact the library to inform them of the death of their loved one. Chart 5 shows the age range of the deceased is between 70 – 105.

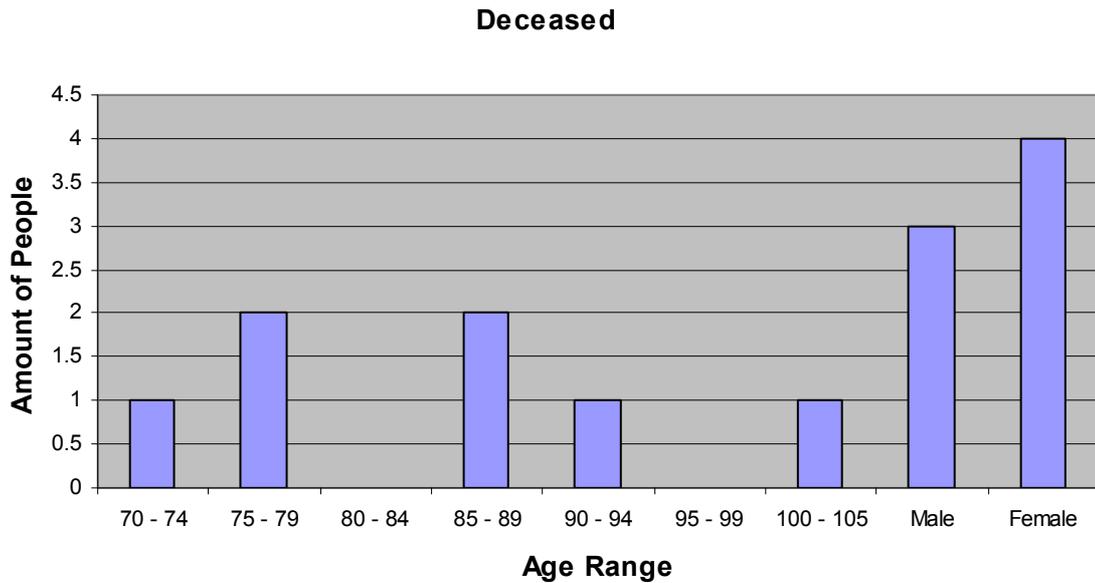


Chart 5.

### 3.1.5 Outstanding Fines / Overdue Items

The existing data found that ten (4.74 per cent) people interviewed had stopped using the library because they had outstanding fines or they had overdue items. Each of these people gave similar sets of answers during the interview. These answers are shown in Table 5.

<b>Outstanding Fines / Over Due Material Categories</b>	<b>Number of People</b>	<b>Percentage of People</b>
Fine Cost more than the Item Borrowed	2	0.95%
Could not afford to pay fine	3	1.42%
Scared to Return Overdue Material	1	0.47%
Unaware of Overdue Material	1	0.47%
Other Priorities than returning Library Material	1	0.47%
Disagreement with Library Staff	2	0.95%

Table 5.

Two (0.95 per cent) people stopped using the library because they found the fine they acquired cost more than the item they had borrowed:

*“To be honest I have been avoiding going to the library, when I last went I asked the library lady how much the fine on my overdue book would be and I was told it was going to cost more than the book was worth.”*

*“I brought a DVD back late and got £9 fines on it which is silly because there was a price tag of £7.99 on it. I might as well have bought it. The lady I spoke too wasn't willing to lower the fine so I decided not to go in again.”*

Three (1.42 per cent) people stopped using the library because the fine was more than they could afford to pay:

*“I returned my books late and I got a fine but I haven't had the money to pay the fine off so I've stopped going to the library.”*

*“I know I have a fine outstanding, that’s the main reason why I stopped using the library to be honest, it didn’t really seem worth the risk of racking up another huge fine but I will visit the library again at some point.”*

One (0.47 per cent) person was scared to return the overdue book due to past experiences of being shouted at by the librarians:

*“I had forgotten to return this book and I had images of being shouted at by angry librarians like when I was younger.”*

As well as someone being too scared to return overdue books, Two (0.95 per cent) people had stopped using the service because of disagreements with staff:

*“I stopped going to the library because I can’t find two library books, I’m sure I returned them but the library ladies said I haven’t.”*

*“I will not use the library ever again. The way I was treated the last time I visited the library I will never be coming back, goodbye.”*

One (0.47 per cent) person was unaware they had an overdue book:

*“One overdue? I thought I had returned all of my books when I last used the library, there isn’t really a reason for why I stopped using the library.”*

While one (0.47 per cent) person was aware of the overdue book but had other priorities than visiting the library:

*“I’ve got some overdue books that I need to return, I lost my mum last year and since then I’ve been too busy trying to sort everything out, once I have some more stability in my life I will come back to the library again.”*

*“Chart 6 shows that the age range of the people with fines is between 18 – 50 with the majority of these people being in their 20’s. Table 1 shows that there is a gender difference where there is a higher percentage of females (5.98 per cent) than males (2.60 per cent) who have stopped using the service due to having outstanding fines or overdue material.*

Lapsed User with Fines / Overdue Items

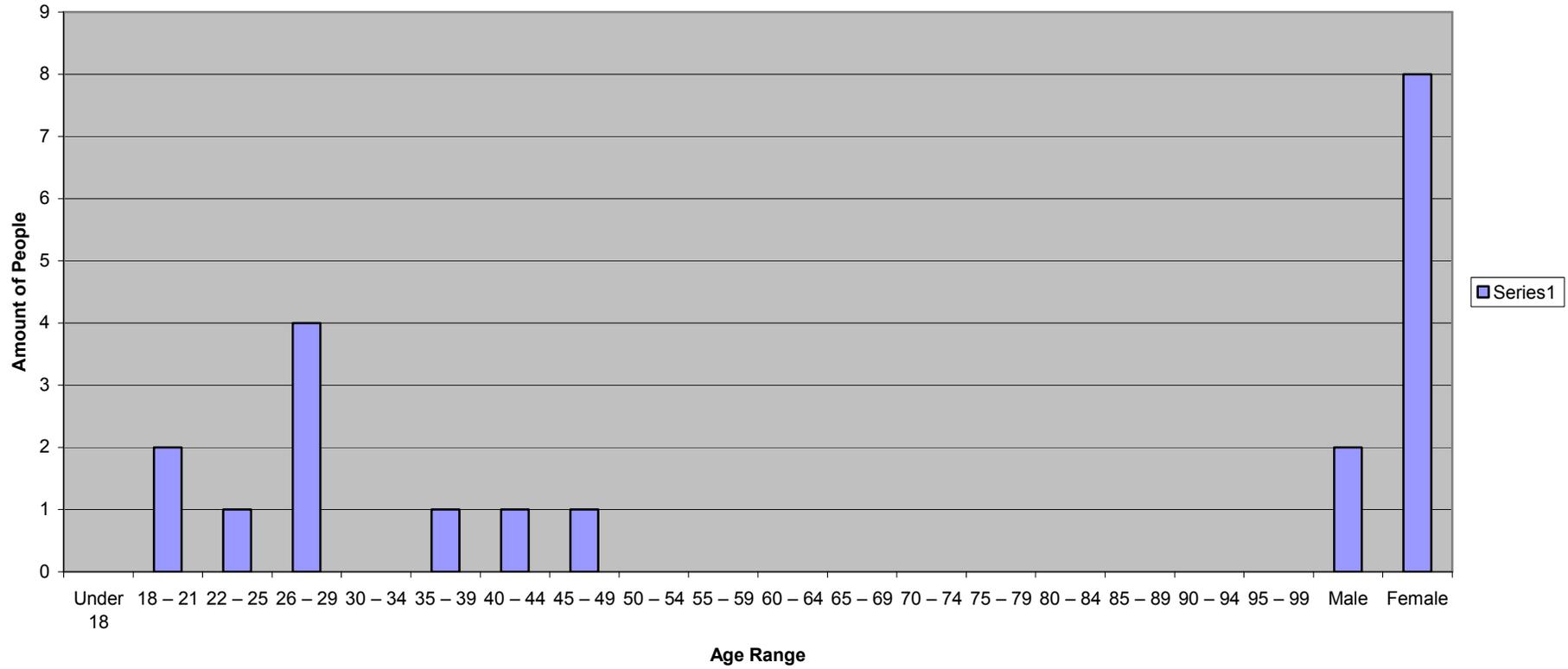


Chart 6

### 3.1.6 Housebound

The existing data found that 14 (6.64 per cent) of people interviewed had stopped using the library because they had become housebound. Each of these people gave similar sets of answers during the interview as shown in Table 6.

<b>Housebound</b>	<b>Number of People</b>	<b>Percentage of People</b>
Housebound	14	6.64%

Table 6.

Some of the people that had become housebound are reliant on other people to take them places:

*“I have difficulty in getting to the bus stop so my friend drops books off for me when she comes to visit.”*

*“I can’t get out as much as I used to and I’m reliant on my daughter to take me places.”*

*“I haven’t been to get to the library in years, the only time I get out is when my daughter takes me out, I will have to get her to take me to the library because you sound like a lovely young man, there wasn’t any men working in libraries when I used to come.”*

While other people cannot get out of the house at all:

*“I love reading but I can’t get out of the house these days. I even struggle to get out of this chair. If I can get anyone to take me I would love to come to the library again. I miss the smell of all of the old books.”*

*“I would love to come to the library but I can’t walk no more and I don’t have anyone to take me there.”*

*“As much as I would love to come to the library again I just can’t get out of the house any longer.”*

One person has stopped coming because they are worried that they will damage the material:

*“I have Parkinson’s disease and I’m worried of spilling something over the library books like last time. I don’t want to risk it happening again.”*

One of the persons interviewed said that they stopped using the library when their sight started to fail:

*“I would love to but I can’t see the print any more, I tried large print when my sight started to fade but I can’t even read that anymore. I had heard about talking books and the people from Foresight gave me a navigator but its not the same as reading a good book.”*

Four of the people interviewed said they would like to come back to the library again while the other ten said they would not be using the service again. All of the people who had become house bound were in the 65 – 94 age range.

Table 1 shows that there is a gender difference where there is a higher percentage of males (7.79 per cent) than females (5.98 per cent) who have stopped using the library because they have become housebound.

### Lapsed Users who are Housebound

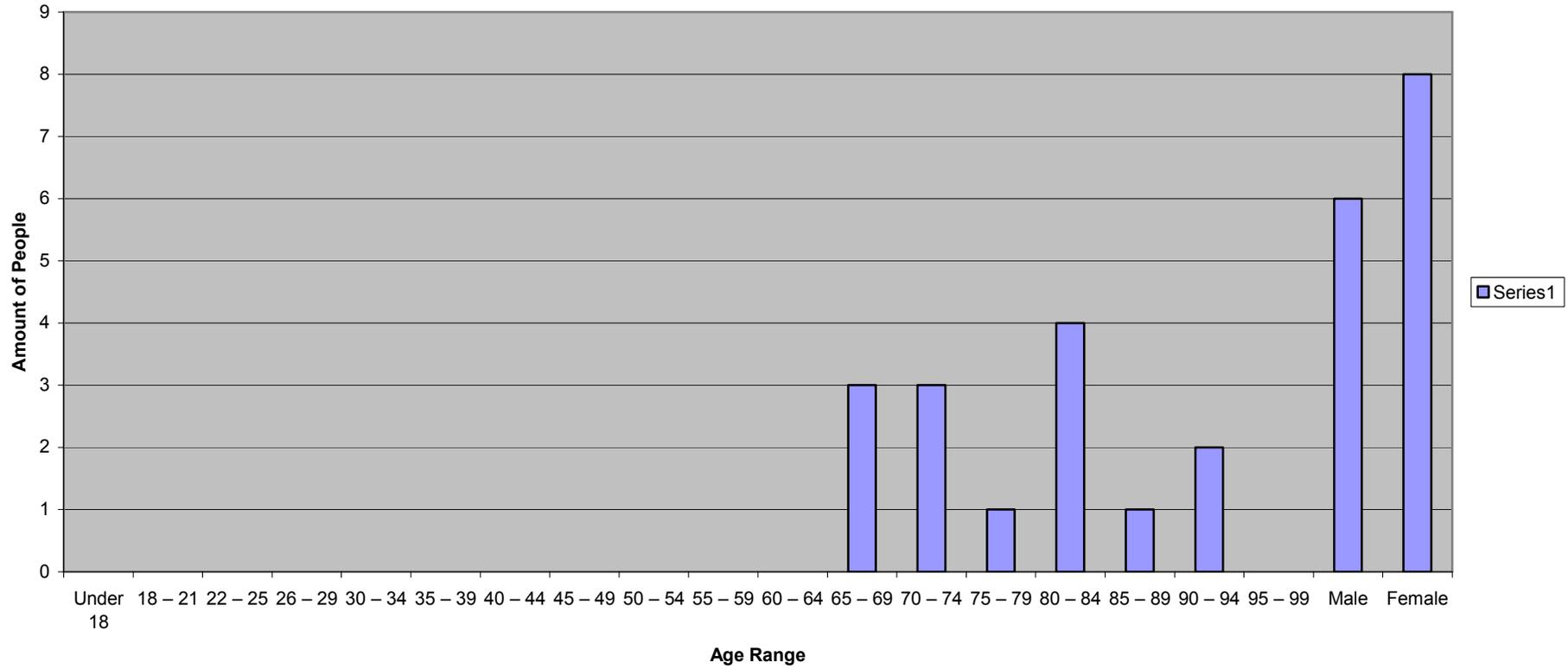


Chart 7.

### 3.1.7 Library Closed

The existing data found that 14 (6.64 per cent) people interviewed had stopped using the library because they thought that the library had closed down. Each of these people gave similar sets of answers during the interview. These answers are shown in Table 3.

<b>Library Closed Categories</b>	<b>Number of People</b>	<b>Percentage of People</b>
Buying Books	2	0.95%
Stopped Reading	5	2.37%
Library Never Looks open	2	0.95%
Media Coverage	3	1.42%
Using different Library	2	0.95%

Table 7.

Two (0.95 per cent) thought the library had closed so they resorted to buying their own material:

*“I thought the library closed down? I’ve been buying books because I thought that my library had gone. I’ll be coming to the library again now I know you’re still open.”*

*“I thought the library closed during the council overspend? I have been buying my own books since then. Knowing the library is still open is amazing. It means I can save my money and start borrowing once again.”*

Five (2.37 per cent) lapsed users thought the library had closed down and they stopped reading books because of this:

*“I thought the library closed down? That’s brilliant that we still have the library, I’ve been at a loss without a good book.”*

*"I really was under the impression that the library had shut down. It's great to know that you haven't as I have been lost without a book to read in the evenings."*

*"I thought the library had closed down for good? I'm pleased you are still open because all I have been reading is the newspaper and that's full of grim and misery, I could do with a nice happy read."*

Two (0.95 per cent) lapsed users thought the library had closed down due to the library never appearing to be open:

*"Didn't the library close two years ago? Every time I've been past it always looks like it is boarded up."*

*"I thought the library had closed down? It never seems to be open when I drive past it in the morning?"*

Three (1.42 per cent) lapsed users thought the library had closed down due to the media coverage of the closures:

*"The newspaper said the library had closed, was it a misprint? Could you tell me your opening hours please?"*

*"The library is closed is it not? I read all about libraries closing in the paper but I never see anything about them staying open"*

*"Didn't the library close? I read in the paper a while ago that a lot of libraries closed. I didn't realise that you had stayed open. I will have to come and borrow some books now I know you are open."*

Two (0.95 per cent) lapsed users thought the library had closed so they registered with a different library.

*"I honestly thought the library had closed down, I joined Cleethorpes library because of that."*

*“I thought the library was closed, I wish I knew you was still open as I have been travelling miles to get to Humberston library.”*

All of the 14 people who thought the library had closed were interested in using the library once again. Chart 8 shows that the age range of lapsed users which thought the library was closed is spread across the whole spectrum. Table 1 shows that there is a small gender difference where there is a higher percentage of females (7.46 per cent) than males (5.19 per cent) who thought the library had closed.

Lapsed Users who thinks the Library has Closed Down

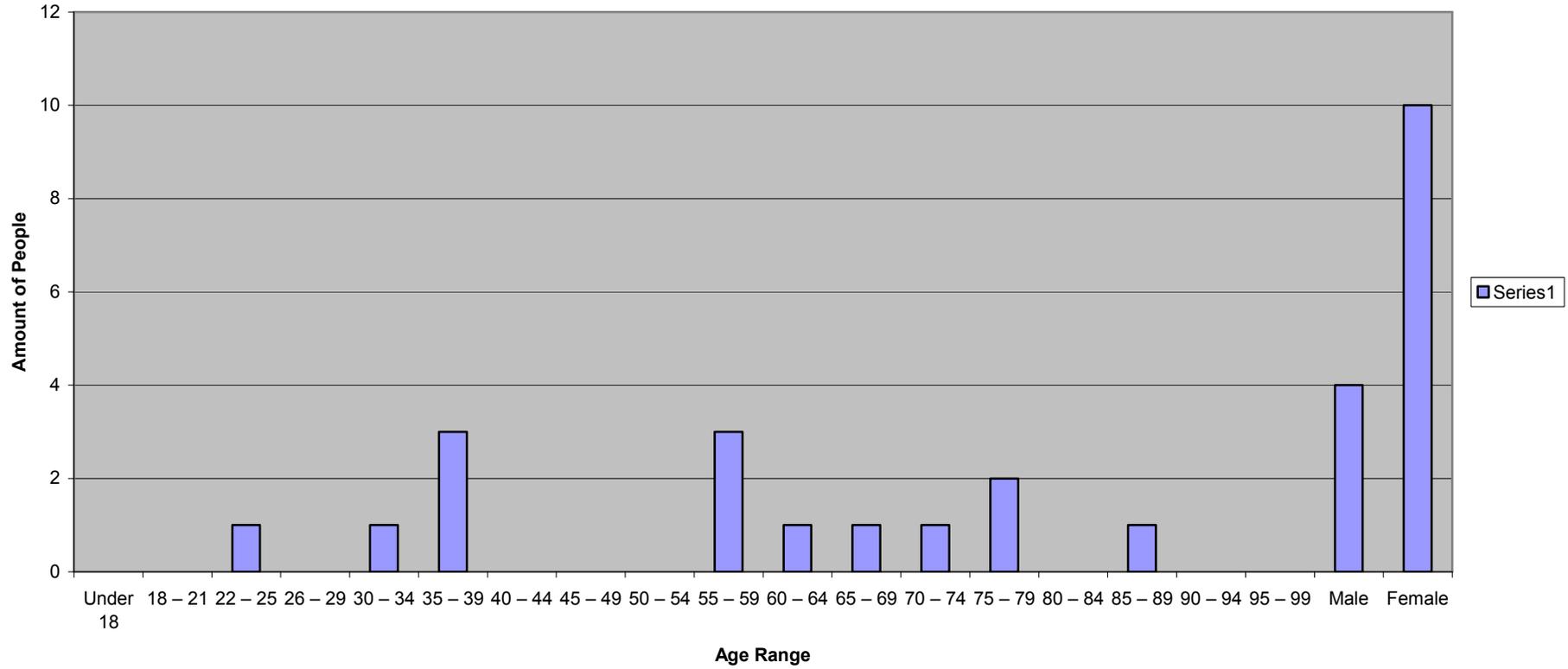


Chart 8.

### 3.1.8 Moved Away

The existing data found that 15 (7.11 per cent) people interviewed had stopped using the library because they had moved away. Each of these people gave similar sets of answers during the interview. These categories are shown in Table 8.

<b>Moved Away Categories</b>	<b>Number of People</b>	<b>Percentage of People</b>
Moved to University	12	5.69%
Moved to Different Town	3	1.42%

Table 8.

Twelve (5.69 per cent) lapsed users had stopped using the service because they had moved to university:

*“She has moved away to university but I'm sure she will use the library again when she comes back home.”*

*“He doesn't live here anymore, he moved out of the town when he went to university and I don't really think he will be returning to live in Cleethorpes.”*

*“[Name] has moved to university but she still uses her card when she is back in Grimsby.”*

*“He has gone to Nottingham university but I'm sure he will be interested in still using the library when he comes back, he loves reading.”*

While, three (1.42 per cent) lapsed users had moved away from the town for other reasons:

*“She doesn't live here no more, she moved out of Grimsby about 18 months ago. I would like to come and visit the library, it sounds a lot different compared to when I used to go.”*

*“I’m afraid she now lives in London.”*

*“She has moved away from the area I’m afraid, I will pass your message on to her when I next speak to her.”*

The majority of these people were aged between 18 – 21 and the others were between the ages of 22 – 39 as shown in chart 9. Table 1 shows that there is a small gender difference where there is a higher percentage of females (7.46 per cent) than males (6.49 per cent) who had moved away from the town.

Lapsed Users who have Moved Away

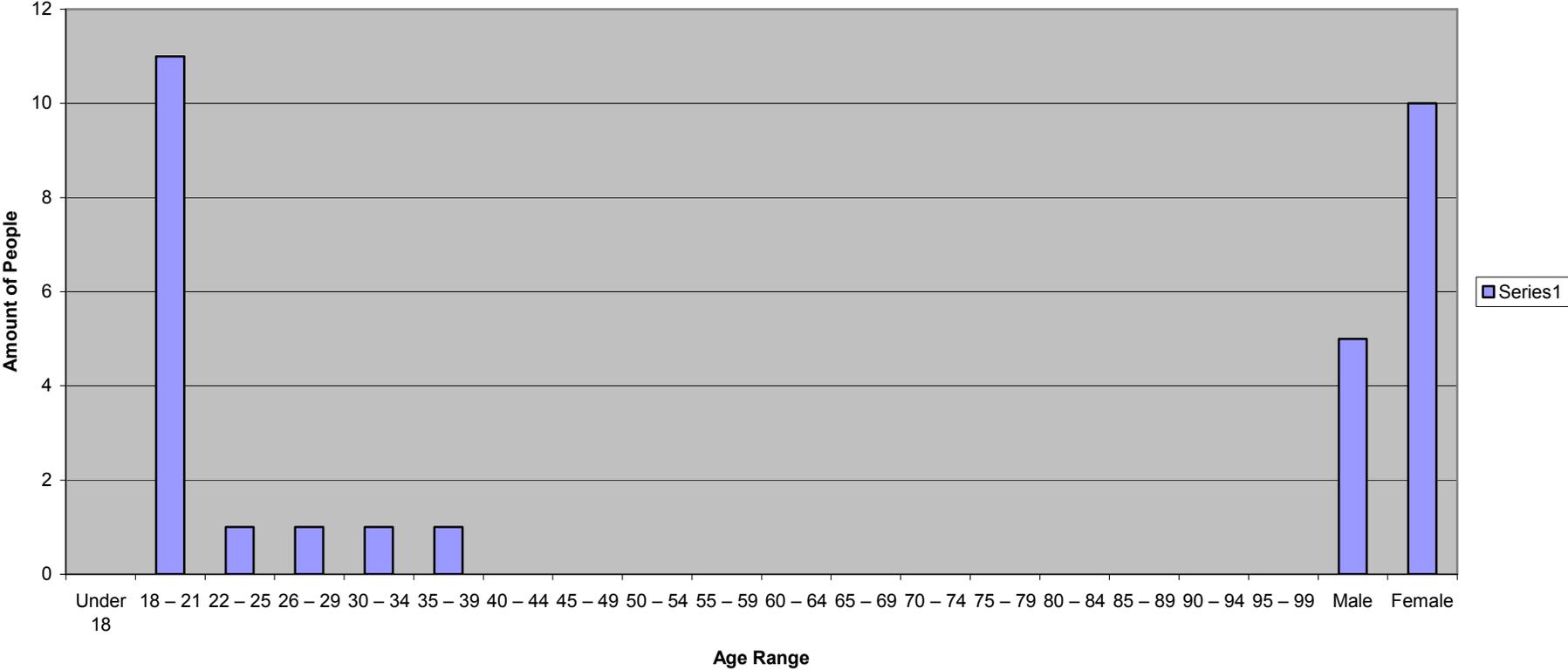


Chart 9

### 3.1.9 Opening Hours

The existing data found that 19 (9.00 per cent) people interviewed had stopped using the library because they found the opening hours inaccessible. Each of these people gave similar sets of answers during the interview. These answers are shown in Table 9.

<b>Opening Hours Categories</b>	<b>Number of People</b>	<b>Percentage of People</b>
Working Hours	11	5.21%
Found Library Always Closed	7	3.32%
Routine Doesn't Allow Time	1	0.47%

Table 9.

Eleven (5.21 per cent) lapsed users stopped using the service due to their working hours conflicting with the opening hours of the library:

*“I stopped coming to the library when I got a job, I used to be an avid reader and I used to bring my kid to the mother and toddler group but I find the opening hours aren't really suitable for me now, by the time I'd finished work and got home I found the library was closed. If the library opened for longer in the evenings and more on weekends I would be able to come and use it.”*

*“The opening hours of the library conflict with my working hours. The new opening hours fit in nicely with my working hours, I might actually be able to come and borrow some books instead of having to buy them.”*

*“The opening hours of the library don't suit me, because I work 9-5 the library used to be closed after I finished work. I didn't realise you opened later than you used to, I will pop in from work sometime.”*

*“The opening hours don't coincide with when I'm not working, if they did I would use your library.”*

*“I couldn't fit the library opening hours around my working hours.”*

While seven (3.32 per cent) lapsed users found that the library was closed when they wanted to visit:

*“The opening hours used to be rubbish, last time I came I got a huge fine because every time I went to return the book it was closed. It's good to hear something had been done about the opening hours, it sounds like they actually listened to my comments when I last visited.”*

*“Every time I thought about going to the library when I got there it was closed so after a while I just stopped and started buying books. I'm pleased to hear that the library is open more often. I'll pop in tomorrow after I finish work and see if there is anything I fancy.”*

*“The opening hours don't really fit into my life, when I've been past on my lunch time the building looks locked up. I'd like to come to the library again, it's a lot cheaper than buying books all of the time. Especially when you read as much as I do!”*

*“It is never open when I want it to be open. I gave up trying after a few times of going to discover it closed each time. I would of come to the library if I knew when it was open.”*

One (0.47 per cent) lapsed user found that their current routine doesn't fit around the opening hours of the library:

*“I can't come to the library which is rubbish, I use to love coming and searching through the books but once the opening hours changed last time I couldn't fit the library into my routine. It's good to hear that hours have changed again, I should be able to start coming on a Thursday once again.”*

Chart 10 shows that the age range of those who stopped using the library due to the opening hours were aged between 26 – 55.

Table 1 shows that there is a gender difference where there is a higher percentage of males (10.39 per cent) than females (8.20 per cent) who have stopped using the library due to the opening hours.

Lapsed Users who find the Opening Hours inaccessible

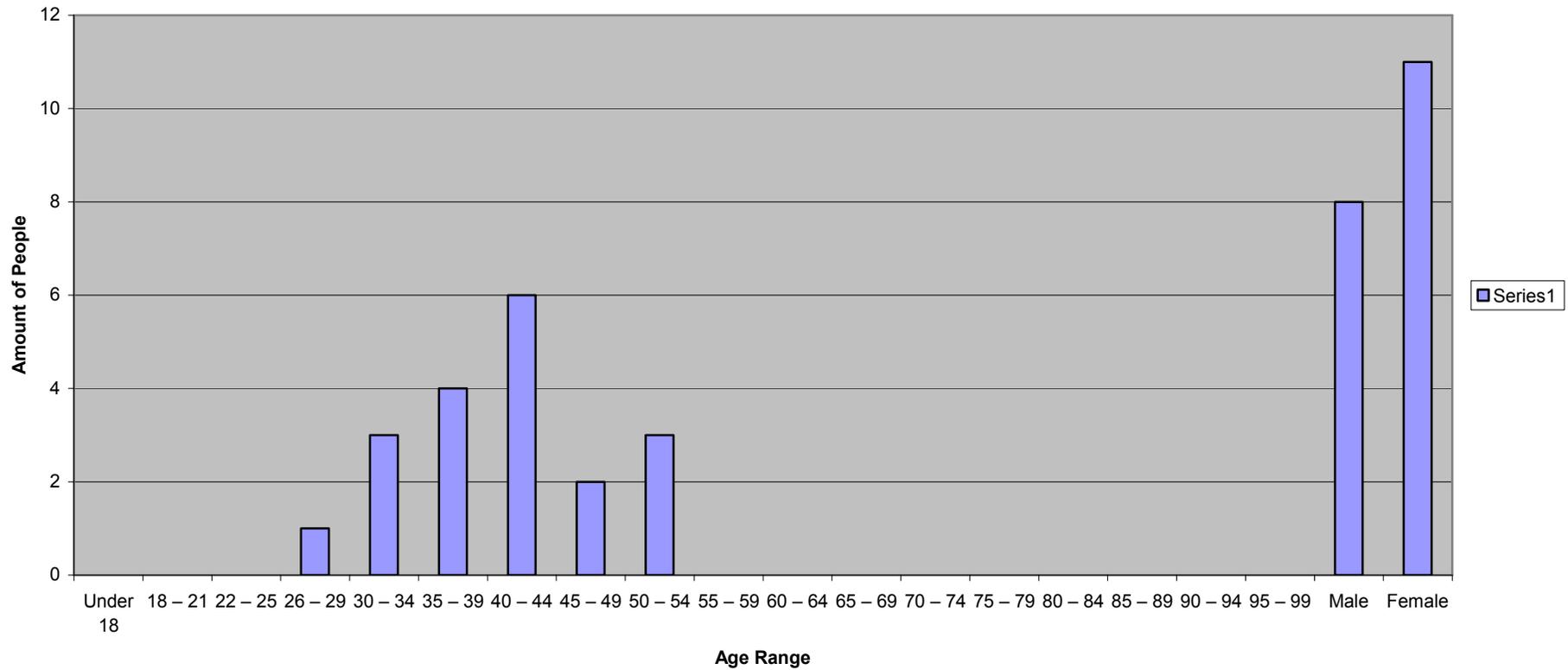


Chart 10

### 3.2 Summary of Existing Data

The analysis of the existing data showed that there were nine reasons why people had stopped using the library service. Although there are some things that the library can't do anything about like death, housebound and moved away, - but publicity and the opening hours are areas in which improvement could be made. Full conclusions of the existing data can be found in Chapter 5.

#### 4.1 Males Aged 18 - 40

The principal goal of North East Lincolnshire Libraries for 2008 is to promote and communicate to males aged 18 – 40. North East Lincolnshire Libraries state that this gender and age group is the hardest group to engage (Sargent 2008). The existing data has identified that there are 30 males in the existing data who are between the ages of 18 – 40. These people have become lapsed for various reasons as shown in Chart 11.

**Existing Data, Males Aged 18 - 40**

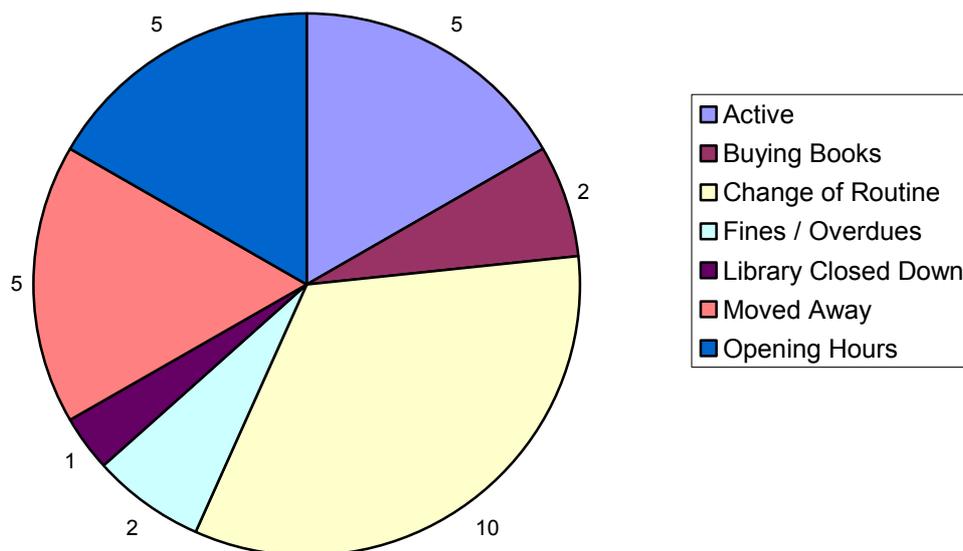


Chart 11.

This further research will focus on the opinions of males aged 18 – 40. The 30 people selected have been contacted and asked a series of questions into library use and into what they think the library could provide to encourage more males to use the library service. Out of the 30 people contacted 27 people answered and they were all interviewed. Two people did not answer their telephone when contact was attempted and one person was unavailable for questioning.

*“I’m afraid he has moved away from Grimsby and I don’t think he will be returning.”*

The questionnaire from which the research was taken, can be located in Appendix 3. Chart 12 shows that the males interviewed cover almost the whole spectrum of the 18 – 40 age range, while Chart 13 shows how long ago it was since those interviewed had last visited the library service.

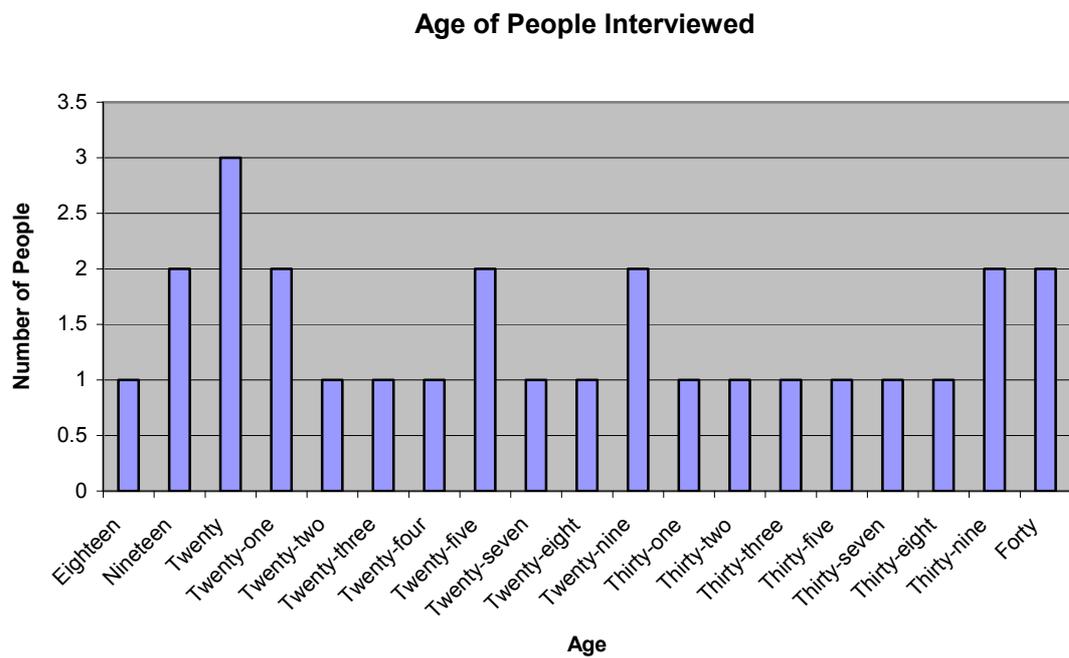


Chart 12.

### Last Time Visited

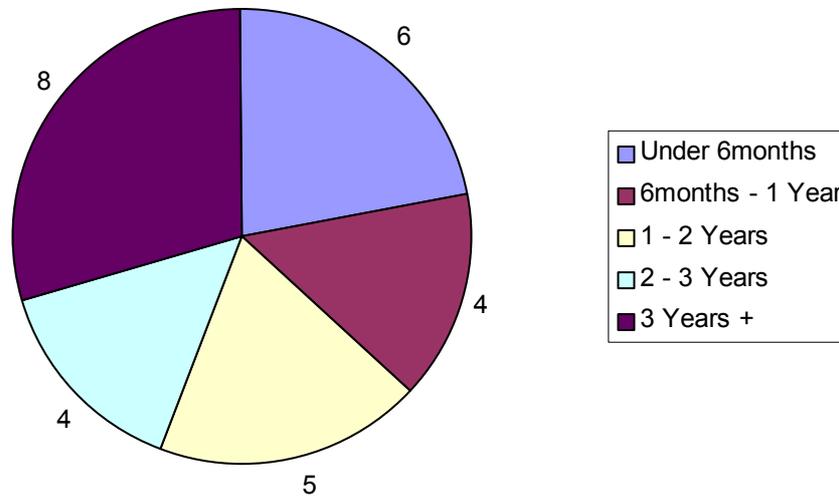


Chart 13.

The following sets of quotes have been taken from the comments made by the interviewees. The full set of comments made can be found in Appendix 4.

#### 4.1.1 Services Used During Last Visit

The questionnaires found that 27 (100 per cent) of the people interviewed could remember what services they used when they last visited the library. A similar set of answers were given by the people interviewed. These sets of answers are shown in Table 10.

<b>Services Used During Last Visit</b>	<b>Number of People</b>	<b>Percentage of People</b>
Use of Audio Visual Material	4	14.9%
Use of Computer Facilities	13	48.1%
Used library for Research	1	3.7%
Attended a Partnership Surgery	1	3.7%
Book Hire	5	18.5%
Browsed the Facilities	2	7.4%
Brought a Relative	1	3.7%

Table 10.

Four (14.9 per cent) of the people interviewed said that the last time they visited the library they came to use the Audio Visual (AV) material:

*“Rental of music, tapes in those days.”*

*“I came to borrow a DVD but they were all old ones which I wasn’t interested in watching.”*

*“It was ages ago, well before I moved to uni. I think I returned a CD which was late.”*

Thirteen (48.1 per cent) people used the computer facilities when they last visited:

*“Internet – I had none at my home at the time.”*

*“Last time I visited the library I used the Internet.”*

*“Last time I visited, I used the library computers as my own computer was being mended.”*

*“I checked my eBay on the Internet.”*

*“I used the Internet to search for a job.”*

One (3.7 per cent) person used the library to conduct some research:

*“I was researching a particular area of music theory and wished to locate some books on the subject.”*

While one (3.7 per cent) person used the library to attend an external surgery:

*“I was undertaking a test to be accepted into the council’s career talent pool.”*

Five (18.5 per cent) people used the library to hire some books during their last visit:

*“I borrowed some books.”*

*“I took out some children’s books because I was at primary school.”*

*“I was in the library the other day and I borrowed some books.”*

While two (7.4 per cent) people just browsed the material:

*“Browsed the facilities but couldn’t find anything to arouse my interests.”*

*“I looked at the books but there wasn’t any I fancied reading.”*

And one (3.7 per cent) person came to the library with a relative:

*“The last time I came to the library was to bring my son, now he is at school he brings himself so I don’t tend to go.”*

#### 4.1.2 What does the Library Service mean to you?

The questionnaires found that 27 (100%) of the people interviewed answered the question “What does the library service mean to you?” Six sets of answers were given by the people interviewed. These sets of answers are shown in Table 11.

<b>What does the Library Service mean to you?</b>	<b>Number of People</b>	<b>Percentage of People</b>
Not a Lot	5	18.5%
Means a lot	4	14.8%
A Place to Hire Material	5	18.5%
A Place to Use the Internet	3	11.1%
A Place That Anyone Can Use and Visit	6	22.2%
A Place for Learning	4	14.8%

Table 11.

Five (18.5 per cent) people who answered said that the library service does not mean a lot to them:

*“Not a lot nowadays, as I haven’t been for so long.”*

*“Not much since they closed down my local branch. (Little Coates).”*

*“I didn’t find what I was looking for, so not a lot.”*

*“Not a lot really, I’ve got the Internet at home, so I don’t tend to need the library.”*

While four (14.8 per cent) people said the library meant a lot to them:

*“It’s hard to answer as I haven’t been in the library for so long, it used to mean a lot when I used to go.”*

*“I use the library regularly and I couldn’t live without it, it makes paying my council tax worthwhile.”*

*“It’s really good, my son loves going to the library even though I don’t use it.”*

*“It means a fair bit as it’s always there if you need something specific.”*

Five (18.5 per cent) people see the library as a place to hire material:

*“Hire of literature and use of information resources.”*

*“It is a place where I can hire out books, use the Internet, hire CD's and it is a place where I can study in quiet.”*

*“It’s a library, so just general things like books and computers.”*

*“I don’t know really, I haven’t thought of it, I see it as a place to borrow books and films.”*

*“Somewhere for the kids to read and borrow books.”*

Three (11.1 per cent) people said that the library is a place to use the Internet:

*“It is somewhere I can go to use the Internet.”*

*“The library service is very useful as when my PC is broken at home I can come into the library and use them.”*

*“Its fab, I’ve used the library for years to check my eBay and emails, only recently I have brought my own computer so I haven’t been coming in as much.”*

Six (22.2 per cent) people answered that the library is a place that anyone can use and visit:

*“I think the main thing that it gives me is that it’s a free service. You don’t have to pay for it, do you? It gives people the opportunity to use services that they may not have access to at home.”*

*“I feel it’s part of your town/cities identity, but a building which is underused somewhat. Only when I was in higher education did I use it frequently.”*

*“A really good local resource that the community can use.”*

*“The library is a place where you can meet your friends, I used to use the library as a meeting place when I was at school. After school I used to meet my friends and use the computers and have a laugh.”*

*“It’s a place that anyone can come and use, the staff there make the library welcoming and friendly, its just such a fantastic service.”*

While four (14.8 per cent) people answered that the library is a place for learning:

*“A useful resource for study aids.”*

*“The library is somewhere where anyone can go to find out whatever information they want to. Everything is in the library.”*

*“Books and learning.”*

*“It’s a place were I can go and find research and also a place were I can study without being disturbed.”*

#### **4.1.3 Reasons for not visiting the Library Service in the past 6months**

The questionnaires found that twenty-one (77.8 per cent) of the people interviewed gave their reasons for not visiting the library in the past six months. The other six (22.2 per

cent) people had visited the library within the past six months. Seven distinct sets of answers were given by the people interviewed. These sets of answers are shown in Table 12.

<b>Reasons for not visiting the Library Service in the past 6 months</b>	<b>Number of People</b>	<b>Percentage of People</b>
No Need to Visit	10	37.1%
Buying Books	3	11.1%
Location	2	7.4%
Don't need to use the Computer Facilities	3	11.1%
Moved Away from the Area	1	3.7%
Couldn't find anything to borrow	1	3.7%
Opening Hours	1	3.7%

Table 12.

Ten (37.1 per cent) of people interviewed said that they had no need to visit the library:

*“Haven't had the need.”*

*“I've got the Internet at home and I'm not really interested in reading books for pleasure.”*

*“I've had no use for it really.”*

*“As I am at university, the university's library service is adequate for my learning needs.”*

Out of these ten people one person commented how he doesn't really know what services the library offers.

Three (11.1 per cent) people said they are buying the books they want:

*"I generally borrow books to read from people who recommend them, or buy them from booksellers. I have access to Internet at home which means I can find information there."*

*"I preferred to buy my own books than borrowing them from the library. I buy them as it is more convenient for me, for example, I brought a book at Tesco the other day because I was wandering down the book aisle. Also I don't have anything that I have to research now, I use to use it as a place to study, but I am thinking of getting into property development so I will most probably come into the library to research different aspects of areas of that subject instead of buying the material for that."*

*"I buy the books I want."*

Two people (7.4 per cent) stopped coming to the library because of the location:

*"There isn't one in my local area."*

*"I stopped going when I finished school, when I was at school the library was on my route home so I used to pop in after school and go on the computers and just have a chat with the librarians. Now I'm at college the library is just out of my way to get too."*

Three people (11.1 per cent) of people stopped using the library as they did not need to use the computer facilities:

*"My PC hasn't broken for a while."*

*"The sole reason is because my computer hasn't broken down."*

*"Like I said a moment ago, when I got my own computer I stopped using the library, don't get me wrong though, I think the world of the place and I can see what a fantastic job the staff do."*

While one (3.7 per cent) person stopped due to moving away from the area:

*“I moved away from the area.”*

Another person (3.7 per cent) couldn’t find anything that they wished to borrow when they last visited, so they stopped coming:

*“I was only interested in borrowing the DVDs when I visited so when I couldn’t find anything I wanted to watch I didn’t see the point of checking again.”*

While one (3.7 per cent) person stopped coming to the library because the opening hours did not suit his lifestyle:

*“Work commitments really, I work all through the day so I don’t really have the time to visit the library much, I know the library is open on a Saturday morning but after a week at work all I want to do is lay in bed on a Saturday morning.”*

#### **4.1.4 Is there anything that puts you off from using the library service?**

The questionnaires found that 27 (100%) people answered the question “is there anything that puts you off from using the library service”. It was found that the people interviewed gave four similar sets of answers. These are shown in Table 13.

<b>Is there anything that puts you off from using the library service?</b>	<b>Number of People</b>	<b>Percentage of People</b>
Type of People Which use libraries	2	7.4%
Nothing	21	77.8%
Location	3	11.1%
Opening times	1	3.7%

Table 13.

Two (7.4 per cent) of people were put off from using the library because of the type of people who used the library:

*“I do assume it’s full of the work shy getting yet more free benefits from the council and not exactly full of upwardly mobile people.”*

*“If the library is too noisy or it is full of ‘Chavs’ I would tend to leave the building.”*

While, 21 (77.8 per cent) of people did not find anything off-putting about the library service:

*“No there isn’t. I just don’t need to use anything the library provides.”*

*“No, but I have had 5 years of higher education and frequent interaction with the library process. To somebody else the library could seem daunting because of the sheer scale and vast array of information and services available within it.”*

*“Not now there isn’t, this might sound silly but when I was younger I didn’t like going to the library because one of the ladies who worked there then use to check that my hand’s wasn’t dirty before I came in the building. After she left the library became a friendly place in my eyes.”*

*“Nothing generally puts me off from coming to the library I just haven’t had the need to use it.”*

*“Nope, they all seemed really nice and helpful when I went in last.”*

*“There isn’t anything that puts me off from using the library.”*

Three (11.1 per cent) people commented that the library location put them off visiting it:

*“Distance is the main reason, I don’t fancy travelling all the way to town for hiring out a book or a DVD...”*

*“Having to travel all the way into town when you haven’t got transport.”*

*“Just the location is wrong for me, other than that, there is nothing that puts me off from going in the building.”*

While one of these people commented that they used to use the library more when their local one was still open:

*“I used to use it more when Little Coates library was still open.”*

One (3.7 per cent) person found that the opening hours put them off from visiting the library:

*“Just the times the library is open.”*

#### **4.1.5 What do you think the library can offer to encourage more males to use the service?**

All 27 (100%) of the people interviewed gave at least one answer to the question “What do you think the library can offer to encourage more males to use the service?” Some of the 27 people interviewed who answered this question, gave more than one answer. A total of 33 answers were given.

<b>What do you think the library can offer to encourage more males to use the service?</b>	<b>Number of Answers</b>	<b>Percentage of Related Answers</b>
Don't Know	3	9.1%
Staff	1	3.0%
Computer Game Rental	6	18.2%
Coffee Shop	2	6.1%
Adult Material /Adult Social Gatherings	2	6.1%
Increased Promotion of Services	6	18.2%
Waste of Time	1	3.0%
Increased Selection of Material	7	21.2%
Internet Delivery Service	2	6.1%
Longer Loan Period	1	3.0%
Free Audio Visual Issues	1	3.0%
Extended Opening Hours	1	3.0%

Table 14.

Three (9.1 per cent) did not know the answer to the question:

*“I don't really know to be honest, as I tend to use the library as and when I need to.”*

*“To be honest I don't really know, sorry.”*

*"I don't know to be honest. All I know is that I love using it."*

One (3 per cent) of the answers suggests that younger library staff members may encourage more males to use the library:

*"Maybe younger staff, I remember stuck up old moaning grannies running mine"*

Six (18.2 per cent) the answers suggest that computer game hire would encourage increased usage:

*"Video game rental don't know if you do that already, if you do, then maybe advertise the fact."*

*"To attract younger males the offer of hiring console computer games, like the playstation or the Xbox could be offered."*

*"I'm big into gaming so I would use the library more if I could rent computer games from there, or maybe rent the game guides."*

*"Computer game hire, make it cheaper than blockbuster and for more days. The same with DVDs as well."*

Two (6.1 per cent) of the answers suggest that putting a coffee shop in the library may increase usage:

*"Make it somewhere to hang out with a coffee shop/juice bar based in there or something."*

*"I think blokes may feel like the library is a bit geeky. If the library looked more like a trendy café/bar I believe more males would go in."*

While, Two (6.1 per cent) suggest that the introduction of adult material/ adult social gatherings would encourage males into the library:

*"Porn, Just Porn."*

*“If you adopted a scheme like ‘Hooters’ I’m pretty sure you would have far more male people come into the library. Seriously though, if you could arrange to have a social gathering one afternoon, like a poker afternoon you might be able to encourage more males into the library so once you have them in the library I’m sure they would start using the different services that you provide.”*

Six (18.2 per cent) of the answers state that increased promoting of the library service would encourage more males to use the service:

*“More promotion of DVD/film rental.”*

*“Maybe advertising in the colleges might get people interested.”*

*“I don’t really know what the library offers, because I haven’t been for so long. So advertising what they do would help.”*

*“Err, I think more males would come and use the library if they actually knew what went on in there, I know when I joined the library I was shocked by all of the services the library actually offers. Until I joined I just thought the library supplied dusty books.”*

*“The library could promote itself better, Some of my friends still think the library is in the dark ages with the librarians going ‘shhhh’ at everyone who dares to breath.”*

*“The library does seem like a place where woman and children go. I don’t know why it has that feel. I remember one of the times I went, there was a mother and toddler group on and it was just full of women, even the staff was women, I just felt out of place.”*

While one (3 per cent) suggests that the library does not need to encourage males to use the service and that it is a waste of time:

*“With its vast array of information on a lot of male dominated area’s i.e. engineering, car mechanics etc, I believe that if a male wants to go to the library he will do, any form of gimmick to entice males would be a waste of time.”*

Seven (21.2 per cent) of the answers states that an increased range of material offered in the library would encourage more males to use the library:

*“My old college library used to do magazines, CDs and classic DVDs borrowing so I think if the library did things like that it would encourage males to use it.”*

*“That’s a hard question, I would like to see more new DVD’s or maybe computer games but I know some of my friends just download films and music from the Internet.”*

*“More stuff that I’m into, more highbrow stuff like George Orwell books as I know the library doesn’t stock much material like that.”*

*“Things like graphic novels and DVDs if they don’t already have them.”*

*“More up-to-date films would be a start, I have personally joined a film rental service online as have my mates so I don’t know if that would make a real difference in encouraging people in.”*

*“More books on sport, when I did want to borrow a book, they didn’t have any books on rugby.”*

Two (6.1 per cent) of the answers suggest that an internet delivery service would encourage more use:

*“Possibly a book delivery service via Internet orders.”*

*“I would also like to see the library provide a service like lovefilm.com, there I can get films sent to my house by ordering them online, I find that type of service very useful.”*

One (3 per cent) person says that a longer loan period might encourage more use:

*“I would find longer loan times helpful.”*

While another (3 per cent) answer gave the idea that free issues for DVDs may encourage more male usage:

*“Free loans for DVDs might encourage males into the library.”*

Finally, one (3 per cent) answer suggests that the library should change its opening hours to more evening and weekend opening hours:

*“There might be more males out there like me which work all the time so they don’t have the time to visit the library. If that is the case maybe the library could open later in the evenings or maybe a Saturday afternoon instead of the morning, other than that I don’t know.”*

#### **4.1.6 Additional Comments**

Out of the 27 people interviewed, 3 (11.1 per cent) people gave additional comments at the end of the interview.

One person said that the library service should stop closing libraries:

*“Stop closing local branch libraries, without putting another service in it’s place.”*

While another person said:

*“I find it tedious having to go somewhere to get a book when I can just purchase it over the Internet for a stupidly low price.”*

And finally one person said that he could see a difference from when he was younger to what the library service is now:

*“From what I can see from when I was younger is that it was a lot more formal than what it is now, now the library seems more of a fun place to visit.”*

## **5.1 Conclusions**

As discussed in the beginning of this report, the overall aim of this research was to gain an understanding into the reasons for lapsed library use. The limitations of this study, due to the time constraints of the data collection have already been explained in Chapter 2. The sample size of 211 for the existing data combined with the sample size of 27 for the 18 – 40 male data provides a good picture into why people become lapsed users. The research has

achieved its objectives and has raised some questions for further study. From the findings that are detailed within the body of this report, the following is deemed to be of interest and value:

## **5.2 To find out why people stop using the library service.**

Analysis of the existing data within the report shows that there are nine main reasons for people becoming lapsed users:

### **5.2.1 Active Users**

Surprisingly, the existing data revealed that 32 lapsed users were still using the library in some form. Although these users are still visiting the library, they are not using their library card to borrow any of the material available. These users are using facilities like the reference services, computer services and external surgeries like mother and toddler groups/career development groups.

### **5.2.2 Buying Material**

Other people have stopped using the library because they have started buying their own material. Some of the people that have started buying their own books have done so due to the limited range and quantity of material available for loan, while some people are buying books from supermarkets as they find it easier to do so when they do their weekly shopping, rather than to make a separate trip to the library to get their books.

This habit of buying books at the supermarket may decrease in the future due to the recession. While people buying second hand material is likely to increase with the recession, this could also be good for libraries as when people are starting to save money they may return to the library to get their books for free.

### **5.2.3 Change of Routine**

The existing data showed that the major reason for users becoming lapsed was due to change of routine within their life. This ranges from people being too busy within working and home life, to people who had substituted the library for other leisure activities like

going to the gym. It seems like the majority of these people had got out of the habit of visiting the library for one reason or another and since then have not thought about returning to use the service.

#### **5.2.4 Deceased**

Although nothing can be done about the deceased, it is interesting that someone said that they never thought to cancel their loved ones library card when they passed away.

#### **5.2.5 Outstanding fines/ Overdue Items**

A small percentage stopped using the library due to having outstanding fines/ or overdue items on their library card. One person was so upset about the way the staff had dealt with a situation and they had refused to return to the library because of it. A common response was that the fine that they had accumulated was larger than the cost of the item.

Although libraries need to gain some sort of an income, the loss of a customer plus the loss of issues that the customer makes is far more drastic for the library service than the loss of the money owed.

#### **5.2.6 Housebound**

As discussed earlier within the report there is not much that can be done about lapsed users which are housebound. These people are reliant on other members of the public to bring them to the library and in some cases it just is not possible. If a library service has a facility where books are delivered straight to the persons door then it could be possible to promote that service to the housebound to keep them as active users.

#### **5.2.7 Library Closed**

Interestingly, the analysis of the existing data showed that 14 people were under the impression that the library had closed down. This is due to the media attention that the library received when four libraries were put up for closure in 2004. Some of these people had started using a different library but the majority had stopped using the library

altogether and had substituted the library for different activities. During the telephone interviews of the 18 – 40 males, two people made reference to the closure of Little Coates library in 1996 and stated that they haven't been to the library since then.

### **5.2.8 Moved Away**

The existing data also showed that another main reason for becoming lapsed was because the customer had moved away from the area. Some of these people might use the service again when they return while others may never return to the area.

### **5.2.9 Opening Hours**

The existing data found that 19 people had stopped using the service due to the opening hours not being suitable for their needs. The majority of these people found that the library was never open when they wanted it to be and it was suggested that more 'out of normal working hours' was needed. For example, the library could close during the mornings for evening/weekend opening. Changes like this can be made without much extra expenditure.

## **5.3 To discover if there is a gender gap in the lapsed use of libraries**

Within the existing data 134 females and 77 males were interviewed. The data showed that there were very small differences in the answers that each gender group gave. The main differences were that more males became lapsed due to 'change of routine', 'Deceased', 'Housebound', and 'Opening Hours'. While more females became lapsed due to 'Buying Books', 'Outstanding Fines/ Overdue Material', 'Library Closed' and 'Moved Away'. Although there doesn't appear to be a gender gap on the whole, a higher percentage of males claimed to be 'Active Users'.

## **5.4 To discover if there is an age gap in the lapsed use of libraries**

The existing data shows that there is not an age gap in the lapsed use of libraries. It appears from the data that people from all ages may become lapsed. What the data has shown is that there are age range differences in the reasons for becoming lapsed. For example, everyone who said they were 'Housebound' was over the age of 65, whilst the

majority of people who had ‘Outstanding Fines/ Overdue Material’ tended to be in the age range of 18 – 29.

### **5.5 To find out what lapsed users perceptions of the library service are**

There is a mixed reaction to what the perceptions of the library service are. There are still many people who mistakenly believe that the library is still a silent place with staff who ‘shhh’ anyone who makes a sound.

*“...the library is in the dark ages with the librarians going ‘shhh’ at everyone who dares to breath.”*

While, there are others who have changed their perception of the library altogether, from when they registered.

*“...Until I joined I just thought that the library supplied dusty books.”*

Increased promotion of the library and what the library offers should help change the stereotypical image the library portrays.

### **5.6 To find out if lapsed users know what services are offered in their local library**

Throughout the interviews it became clear that some people were unaware of the facilities the library service actually provides. Within the question of ‘What would encourage more males into the library?’ some answers given included introducing things like graphic novels, magazines and the latest DVDs. In reality, the library service already provides such services and has done for many years.

### **5.7 To find out what services 18 – 40 male lapsed users used during their last visit**

The further research found that the majority (48.1 per cent) of males used the computer facilities during their last visits. This was followed by book hire (18.5 per cent) and then AV material (14.9 per cent). This shows that the main interest of males in this age range is the computer facilities that the library provides.

### **5.8 To find out what the library service means to 18 – 40 male lapsed users**

Although these users have become lapsed, the majority of the people said the library meant something to them. One person commented “...it makes paying my council tax worthwhile.” This shows that some of the users do appreciate having a library service. Other people commented that the library was a place that anyone could visit and use the facilities. A small number of people gave negative responses to the question and there was a sense of bitterness by one user who made comments regarding the closure of their local library back in 1996.

### **5.9 To find out if anything puts 18 – 40 male lapsed users off from using the library**

The research shows that a huge percentage (77.88 per cent) of the people who answered this question said nothing puts them off using the library. Although these people did not find anything off-putting about the library service, one person commented upon the stereotypical view people have of the library service:

*“There is nothing that puts me off using the library service, yet I can comment on the stereotypical view which many men have on the library service. Many think that it is “geeky” or “nerdish” to go or use the library service.”*

As well as the stereotypical view of the library service, two people were put off by the class of people who use the library. Another reason why people were put off using the service was the location of their local library. Some of the men interviewed thought the library was too far away for them to use, while one person commented on how the opening hours put him off using the service.

### **5.10 To find out if the library can offer anything to encourage use with males aged 18 – 40 males**

When people were asked how to encourage more males, a number of ideas were expressed. There were three main areas that were suggested by the interviewees that may encourage more male users into the library. The areas which were most popular were the introduction of computer game hire, an increased range of material available for loan and increased promotion of the library and what the library offers. Interestingly two people

thought an Internet delivery service like lovefilm.net might encourage more males to use the service. These people thought that this type of service would be valuable and that it would increase ease of access for many users who don't have enough time to visit the library.

### **5.11 Recommendations for Practice**

With the analysis of the existing data and the data from the 18 – 40 males interviews I can make the following recommendations for practice. The creation of up-to-date books displays placed around computer areas will entice computer users to borrow the material and also show the fact that libraries have modern books in stock. Introducing the most popular reference material into the stock that is available for loan could encourage reference library users to borrow the material thus making them active users.

Libraries should provide a well-promoted fines amnesty to encourage lapsed users to return overdue material and write off existing fines, thus encouraging lapsed users to use the library again. An increased promotion of the library service and what it offers to users of the external surgeries and groups will encourage more of these users to use the library and also help change the perception of what a library is in the 21<sup>st</sup> century. The library should also increase promotion of the home library service to lapsed housebound users via advertisement in key areas such as Doctors surgeries, Hospitals, Local newspapers and Local Radio Stations.

Any fines that are acquired by users should not exceed the recommended retail price (RRP) of the item borrowed. I recommend that the maximum fine should be 2/3rds of the RRP of the item. By doing this users with overdue material should stop not returning library material due to huge fines that cost more than the item and also the library will still be getting an income from fines.

Libraries could also introduce the hire of computer games alongside the introduction of literature related to computer games like computer game guides and fiction novels set around computer game characters along with the promotion of such items. This type of material should encourage more males into the library environment.

## **6.1 Recommendations for Further Research**

- Does the age and gender of library staff have an impact on the age and gender of library users?
- Is there a geographical issue relating to the lapsed use of libraries? Does living in a high area of deprivation contribute to lapsed use of libraries?

**Word Count: 16'573**

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# Appendix 1 – Existing Data Questionnaire

Good Morning / Good Afternoon

My name is Robin from the Library Service; I am undertaking a study into the usage of the library service and wondered if you could spare a few minutes to answer some questions. I have been checking the list of library customers and have noticed that you have not been into the library for some time. I was wondering what were your reasons for stopping using the service?

<p><b><u>Comments</u></b></p>
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There has been many changes to the library since you last visited, for example we have had 35'000 new books added the system in the past year. Introduction of After School Clubs and NHS health advice surgeries and careers advice etc...

Would you be interested in coming into the library to look at the new selection/ new services?

**Yes**

**No**

If you would like to visit us, we are open [Give opening times] and I or one of my colleagues will be happy to help.

<p><b><u>Additional Comments</u></b></p>
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Thank you for your time and I look forward to seeing you at the library in the future.

## Appendix 2 – Existing Data Comments

<b>No.</b>	<b>Reasons</b>	<b>AGE</b>	<b>GENDER</b>	<b>COMMENTS</b>	<b>RETURNING TO THE LIBRARY?</b>	<b>ADDITIONAL COMMENTS</b>
188	ACTIVE	17	Female	Although I don't borrow any fiction books I do use the reference library as a quiet place to go and study	Yes	
13	ACTIVE	18	Female	I'm still visiting the library but I only visit to go on the computers.	Yes	
199	ACTIVE	19	Female	I bring my little brother on a weekly basis, he loves looking through all of the books.	Yes	I'm not really that interested in getting books for myself
175	ACTIVE	20	Male	I am using libraries but I've moved to Scartho library now so I'm using that library now	Yes	
176	ACTIVE	20	Male	Using Computers	Yes	I was in the library yesterday to use the computers, I never really think to borrow books.
200	ACTIVE	20	Female	Using Computers	Yes	I still use the computers in the library.
69	ACTIVE	22	Female	I bring my son to the mother and toddler group on a Monday morning, I do get books for my little one but I don't ever get anything for myself.	Yes	
197	ACTIVE	23	Female	I still do use the library computers when my computer breaks down.	Yes	

68	ACTIVE	24	Female	I joined the library when my daughter was born, Although I haven't used my card I have used my daughters card to borrow some books for her.	Yes	
12	ACTIVE	25	Female	I still use the library but I just use the computers	Yes	
76	ACTIVE	25	Female	I come to the Mother and Toddler groups every week and I do borrow books but I use my daughters ticket it doesn't get fines.	Yes	
177	ACTIVE	28	Female	I'm still using the computers in the library.	Yes	
203	ACTIVE	28	Male	I am a regular user of the internet facilities in the library	Yes	
36	ACTIVE	29	Female	I come to the library to visit the NHS health trainer. When I'm there I enjoy reading the newspapers while I wait, I don't really read anything else than the other than the newspapers and magazines	Yes	
74	ACTIVE	38	Male	I do use the library with my wife but I think my books go on her card	Yes	
202	ACTIVE	38	Male	I do use the computers in the library.	Yes	
52	ACTIVE	39	Female	I regularly use the Internet in the library, its ideal as I don't have access to it at home.	Yes	
120	ACTIVE	42	Female	I come to the mother and toddler group on a	Yes	

				Monday and a Wednesday.		
119	ACTIVE	44	Female	I do use the library for the mother and toddler groups, my children like to look at the books and to sing the songs.	Yes	
121	ACTIVE	44	Male	I've been using the library recently to search for a job.	Yes	
198	ACTIVE	44	Female	I was in the library last week, I use the computers in there to sell and buy thing on eBay	Yes	
115	ACTIVE	49	Male	me and my wife come to the library fortnightly. I never have my card on me so she usually puts my books on her ticket.	Yes	
154	ACTIVE	58	Female	I haven't stopped using the library. I got a new library card when my purse was stolen.	Yes	
171	ACTIVE	59	Female	I am using the library. I bring my grandchildren regularly on a Saturday.	Yes	
122	ACTIVE	64	Female	I started using the library when I attended a computer course there. I joined so I could borrow some computer books that your library stocked but I haven't been back to the library since it started. The only library I use really is Humberston library.	Yes	
49	ACTIVE	67	Male	My wife gets me my books when she visits	Yes	

				the library.		
107	ACTIVE	67	Female	I go to Cleethorpes library now, I found they have a bigger selection of material to choose from.	Yes	
75	ACTIVE	68	Male	My wife gets my books for me when she comes to the library.	Yes	
183	ACTIVE	73	Male	I don't really come in the library but I still use the reference library to help when I can't find the answer to a crossword.	Yes	
48	ACTIVE	74	Male	I use the reference library quite a lot. If there is anything that I need to know the reference library is my first point of call.	Yes	
155	ACTIVE	75	Male	I do come to the library but me and my wife use the same library ticket.	Yes	I will start using my own ticket from now on.
116	ACTIVE	82	Female	My daughter goes to the library for me	Yes	
55	BUYING BOOKS	28	Male	I have had a lot of book as presents lately so I haven't had the need to come and borrow any more books.	Yes	I will use the library again once I've finished reading all of these books.
2	BUYING BOOKS	37	Female	I'm not interested in coming to the library, I like owning books so when there is something I want I'll just go and buy it.	No	
31	BUYING BOOKS	48	Female	I've been buying my books from ASDA as I've found it easier to do that instead of	Yes	ill come and have a look at the books in the library again as I'm sure you have more choice

				making the trip to the library as well as the supermarket.		than ASDA does.
111	BUYING BOOKS	48	Male	I've got into the habit of buying my books as I always take longer than 3 weeks to read them and its such an annoyance to start reading a book to discover someone is waiting to borrow it when I take it to the library to be renewed.	Yes	I wouldn't mind going to the library again in the future. I do like the feel of trying to find the unexpected among the shelves.
10	BUYING BOOKS	53	Male	I'm still reading, its just people have been giving me books to read.	Yes	
168	BUYING BOOKS	58	Female	when I have been going food shopping I have been buying the occasional book as well. I have just found it a bit easier to buy the books on the off chance to save some time.	Yes	
9	BUYING BOOKS	62	Male	I've been buying my books from ASDA recently but I'll defiantly be using the library again.	Yes	
192	BUYING BOOKS	62	Female	I have been getting my books from the church jumble sale. When I don't have anything to read I do get books from the library so please don't write me off the system.	Yes	

166	BUYING BOOKS	64	Female	I use the library when I don't get anything decent from the church jumble sale. I like buying the books from there as the money goes to the church.	Yes	
4	BUYING BOOKS	69	Female	I stopped using the library after some relatives brought me some books.	Yes	Once I've finish reading the books I have I will be using the library again.
99	BUYING BOOKS	69	Female	I went in to the library to order a new book that was due out, I was then told that I was 79th in the queue for that book and it would be a few months before I would be able to get it. I told them to forget about it and since then I have been buying my books because I don't really want to wait that long for a book.	Yes	Ok, ill come and see what stock you have as it does sound like you have more quantities now, who knows I might be able to save a bit of money
158	BUYING BOOKS	69	Female	I started my own book collection and since then I have been buying more and more of my books. I do still like the library for discovering new authors so I will use my card again.	Yes	
133	BUYING BOOKS	70	Female	I picked up a lot of books from a charity shop so I have been plodding myself through them. When I have finished reading these I will start borrowing books again, I can't do without my reading.	Yes	

42	BUYING BOOKS	71	Female	I was given loads of books by my neighbour. When I have finished reading them I will come and take some books from the library.	Yes	
41	BUYING BOOKS	72	Female	I have been buying second-hand books from the church jumble sale. Last time I went I never got any so when I've finished this last book I will need some more reading material. I can't go to sleep at night if I haven't got a good book to read.	Yes	
70	BUYING BOOKS	73	Female	I have been getting my reading from the jumble sale at the church. It has been really handy as I can't walk very far so I have been killing two birds with one stone if you excuse the saying. I will use the library again when I have run out of reading.	Yes	
96	BUYING BOOKS	73	Female	I struggle to move far on my own now so when I have been going to the shops I have been picking up the odd book from there. Their books are rubbish though. When my daughter has some extra time I will get her to take me to the library.	Yes	

161	BUYING BOOKS	73	Female	I joined a book club last year so I keep getting sent all the new books I want straight to my door. I will never totally give up with the library. I have always found the library useful for reference material.	Yes	
101	BUYING BOOKS	75	Female	I haven't been coming to the library because I bought a load of second hand books from the hospital jumble sale. When I have finished with these I will bring them in for the library to have and I will borrow some more books.	Yes	
77	BUYING BOOKS	76	Female	I have been buying books to read recently. I've just been finding it easier to get a book while I am in town than to make two journeys. If there is anything I want and I can't get from town I would come to the library and find out if you have it to borrow.	Yes	
61	BUYING BOOKS	81	Female	I buy my books from the charity shops I visit and from jumble sales and once I've finished with them I give them back to the charity shops for others to use.	No	

207	BUYING BOOKS	85	Female	I read all of the time, but I am stocked up to the gills with books at the moment. My family brought me a lot of books for my birthday. I will use the library again but only when I've finished reading all of the books I've been given.	Yes	
66	BUYING BOOKS	27	Male	I found that the library didn't have any of the authors that I like so I stopped going.	Yes	Now I know that the library can buy in anything I want I'll defiantly start using it again.
29	BUYING BOOKS	37	Female	I got that annoyed of spending hours searching the shelves of the library to try and find a books that other people have already got out I started buying them from the shop	Yes	It is nice to hear there has been a lot of money spent on your book stock. When I'm next passing I will pop in and have a look at what you have.
30	BUYING BOOKS	41	Male	I got fed up with seeing the same books over and over on the shelves each time I visited the library so I started buying my own books from the internet.	Yes	Its nice to hear that there is new stock on the shelves id be defiantly interested in coming to have a look at your new selection.
26	BUYING BOOKS	48	Female	I got fed up with waiting for the library to buy the new books when the supermarkets had them on the shelves. So I have given in and have started being my them.	No	
56	BUYING BOOKS	52	Female	I couldn't find anything I wanted to read in the library so I've started buying my own	Yes	I didn't know that you could recommend books for the library to buy. I'll give the library

				books		another chance then.
210	BUYING BOOKS	92	Female	I found that every time I went into the library I couldn't find anything I hadn't read before so I stopped going. I'm not really interesting in coming in again.	No	
189	CHANGE OF ROUTINE	17	Female	I liked coming to the library while I was at school, I had actually forgotten that the library was still open, I would like to come again and see what new books you have.	Yes	
201	CHANGE OF ROUTINE	17	Male	I use the library computers, its great as I don't have access to a computer at home	Yes	
17	CHANGE OF ROUTINE	18	Male	I use to go to the library when I was in secondary school as it was on my way home. It was good the staff were really nice	No	Dunno about going to the library again, I didn't really read when I went there, It was just a place to go after school.
3	CHANGE OF ROUTINE	18	Male	I only used the library for the computers and now I have my own computer at home I don't need to use the library.	No	
14	CHANGE OF ROUTINE	18	Male	I've been using the library to search for jobs on the computers, I don't think I've borrowed a book in about 3 years.	Yes	I'd be interested in trying to read again but I don't really know where to start.
131	CHANGE OF ROUTINE	19	Male	I use to come straight from school but I'm at college now so I don't really go to that end of the town anymore.	Yes	

80	CHANGE OF ROUTINE	19	Female	I used to use the computers in the library but I have got my own now.	Yes	I would be really interested in coming into the library again
83	CHANGE OF ROUTINE	19	Male	Me and my sister use to use the library after school but now we are at college and working we don't have much time these days.	Yes	
16	CHANGE OF ROUTINE	20	Female	Not really interested in reading, I prefer spending my space time in the gym	No	
93	CHANGE OF ROUTINE	20	Male	I stopped using the library when I got the internet at home.	No	Not really interested in coming to look at the books, I had enough of reading text books while I was in uni
137	CHANGE OF ROUTINE	20	Female	I don't have time to visit the library, all of my time goes on going to work and doing college work and any spare time I get I tend to go and see my friends.	No	
165	CHANGE OF ROUTINE	22	Female	I don't know why I stopped coming, I think its because I went to college and just lost the routine of using the library.	Yes	I'd like to come to the library again, can I have your opening times please.
85	CHANGE OF ROUTINE	24	Male	I first came to the library to get a CV done by someone there, I haven't been to the library since then but I'm sure I will pop in again when I have a spare few minutes.	Yes	

140	CHANGE OF ROUTINE	26	Female	I don't have the time to spare to spend searching for books in the library. I usually pick up my reading in the supermarket or if I have a particular book in mind I would search Amazon to get it from there.	No	
144	CHANGE OF ROUTINE	28	Female	I can't get to the library these days, I have a job and I have to look after the children now he's gone. I don't have anytime for myself.	No	
172	CHANGE OF ROUTINE	29	Female	I used to use the library for a quiet place to study. It was really good and the ladies used to supply me with tea. If it wasn't for the library and the staff I don't think I would of passed my course. Since I've finished I have been giving myself a rest from reading but I quite fancy getting into a good book since speaking to you.	Yes	
118	CHANGE OF ROUTINE	29	Female	Since my daughter started school I haven't visited the library as she has been getting her books from school.	Yes	I didn't know there was so much to do in the library now, I'll come down and have a look.
145	CHANGE OF ROUTINE	30	Male	When I unexpectedly became jobless the library was there to help me find a new job, the ladies showed me job pages on the internet and a man helped me with a CV. I have much respect to the library but reading	No	

				doesn't really interest me I'm afraid.		
150	CHANGE OF ROUTINE	31	Male	I used the library computer to help find myself a job, now I'm employed and I have my own computers I don't really need to use the library any more	No	
11	CHANGE OF ROUTINE	34	Female	I use to get books from my grand children and now they are old enough to come on their own.	No	I don't really read these days
88	CHANGE OF ROUTINE	34	Female	I'm too busy to think about coming to the library, if I had more free time I most probably would start coming again.	Yes	
204	CHANGE OF ROUTINE	36	Female	With work, my children and looking after my mother I haven't had any time to think about going to the library. When things are less hectic I will come and get myself a good book.	Yes	
53	CHANGE OF ROUTINE	38	Female	I got a new job once my kids started school and since then I haven't been able to go to the library and by the time I've finished work and then cooked tea I'm shattered.	Yes	I didn't realise you was open on the weekends. I would like to start using the library again, it would save a lot of money on buying the books.

8	CHANGE OF ROUTINE	39	Male	I used to bring my son when he was younger but now he is older he isn't really interested in going to the library any more.	Yes	
129	CHANGE OF ROUTINE	42	Female	I'm really busy, I find it difficult to find time to see my fella, let alone finding time to read	No	
72	CHANGE OF ROUTINE	42	Female	work has been hectic recently. I'm self-employed so I need to take the work as it comes, I do miss reading but I need to work as much as possible while the work is there. Once its quietened down a bit I will start reading again	Yes	
5	CHANGE OF ROUTINE	42	Male	I was using the library to search for jobs, once I got my new job I have found that I don't have time to visit the library any longer.	Yes	I'd defiantly be interested in using the library once again.
194	CHANGE OF ROUTINE	43	Female	I haven't got time to come to the library, I'm too busy looking after my two children to think about sitting down and reading.	No	
40	CHANGE OF ROUTINE	43	Male	I work 12 hours a day so I struggle to do anything recreational these days and at the weekend I have my son over to stay	Yes	I'll see if my son wants to come this Saturday, it would be good for him to start reading.
185	CHANGE OF ROUTINE	43	Female	I work during the day so I don't get time to visit the library, I would like too though	Yes	

191	CHANGE OF ROUTINE	44	Female	I forgot the library was there, what are your opening hours. I like to come and have a look around	Yes	
103	CHANGE OF ROUTINE	44	Male	I'm too busy with other things in my life to worry about the library	No	
136	CHANGE OF ROUTINE	44	Male	I can't really use the library at the moment I have got too many things going on.	No	
152	CHANGE OF ROUTINE	44	Female	Work has just taken over my life at the moment, that's why I haven't been in. I don't see it changing for quite some time either.	No	
44	CHANGE OF ROUTINE	44	Male	I haven't got time to use the library right now but when I do I will use it	Yes	
190	CHANGE OF ROUTINE	44	Female	I have got lots on with work, once I'm have some spare time I will come to the library again	Yes	
100	CHANGE OF ROUTINE	45	Female	Work has been getting on top of me lately so I stopped all of my social activities. Once I have some control back I will start coming again.	Yes	
117	CHANGE OF ROUTINE	46	Male	I don't know why I stopped going to be brutal. I have some spare time tomorrow I may pop in then.	Yes	

113	CHANGE OF ROUTINE	47	Female	I have other things I do now, I started going to the gym in my evenings as I thought it was better for me than sitting around.	Yes	I do like reading still, have you got the new Josephine Cox?
139	CHANGE OF ROUTINE	47	Male	I'm not interested in reading any more, I don't know what made me change my ways they just did.	No	
163	CHANGE OF ROUTINE	48	Male	I'm not really interested in reading books	No	
124	CHANGE OF ROUTINE	48	Female	I don't have the time I used to have, I liked going to the library its just difficult to find the time	Yes	I will use my card again at some point. I just don't know when
127	CHANGE OF ROUTINE	49	Male	I prefer to keep myself active physically than mentally.	No	
23	CHANGE OF ROUTINE	49	Female	Too Busy with working	Yes	
125	CHANGE OF ROUTINE	51	Male	I've gone off reading at the moment, I'm sure it's just a phase so I think I will use the library again.	Yes	
51	CHANGE OF ROUTINE	51	Male	I don't have time to read at the moment but I will in the future	Yes	
82	CHANGE OF ROUTINE	52	Female	I haven't read for ages instead I've gotten into card making. I will pop in sometime this week and have a look at your paper craft books if that's alright.	Yes	

147	CHANGE OF ROUTINE	52	Male	I don't find reading as interesting as I used to. My wife on the other hand loves it. I would rather watch the football!.	No	
59	CHANGE OF ROUTINE	52	Female	My job is taking up all of my spare time I'm afraid. When I've got some spare time I'll come and update my ticket.	Yes	
148	CHANGE OF ROUTINE	55	Male	I like my gardening, my wife is the reader, occasionally she will get me a gardening book but that isn't that often to be honest.	No	
45	CHANGE OF ROUTINE	55	Female	I am really busy t the moment. When I have some time free I will start using the library again.	Yes	
71	CHANGE OF ROUTINE	57	Female	I haven't been in for a while due to other commitments, I retire soon so I will have more spare time to start reading again.	Yes	
126	CHANGE OF ROUTINE	57	Female	I wish I had been in the library, I'm that caught up with other things I haven't had the time to read. I will start reading again when I have the time.	Yes	
132	CHANGE OF ROUTINE	59	Male	I've been really busy to read but I am going to take early retirement soon so I'm looking forward to sitting down in the garden and loosing myself in a good book.	Yes	I promise the first book I get when I retire will be from your library.

184	CHANGE OF ROUTINE	59	Male	If I'm not working I have the grandchildren to look after, any spare time I do get I like to spend watching telly. I occasionally pick up the odd book but not very often. I might come and have a look at what books the library has to offer though. Can you recommend anything interesting?	Yes	
60	CHANGE OF ROUTINE	60	Female	I haven't been coming because I don't seem to have the time to do so, but soon I will have all the time in the world so I'm sure I will need a book to help pass my new found time	Yes	
179	CHANGE OF ROUTINE	60	Male	I'm too busy to come to the library at the moment, when I have some free time I'll pay you a visit.	Yes	
58	CHANGE OF ROUTINE	61	Female	Since retiring I have been chasing my dreams. I'm not quite ready to be sitting in my arm chair reading the nights away, I'm sure I will be in the future though.	Yes	
159	CHANGE OF ROUTINE	61	Male	I took early retirement to pursue one of my dreams of building a boat. Once I have finished this I will need some books to relax with.	Yes	

38	CHANGE OF ROUTINE	63	Female	I have been spending more time with my grandchildren since retiring, that is the reason for me not using my library card. I am going to start bringing my grandchildren to the library soon as they are a bit older now and I think they will have more respect for the books.	Yes	
130	CHANGE OF ROUTINE	63	Female	I have taken up playing bowls instead of reading. I enjoy it, I get to meet more people and it gets me out of the house. I still want to use the library though so please don't delete my card.	Yes	
35	CHANGE OF ROUTINE	67	Female	I used to bring my grandchildren to the library and now they are a bit older they are not as interested in going. I wouldn't mind coming again though. You have some good books there.	Yes	
170	CHANGE OF ROUTINE	67	Female	I use to come when I looked after my grandchildren, now they are all grown up I haven't really thought about coming.	Yes	Its been ages since I have had a good book and I really fancy reading something a bit risky so I think I will pay your library a visit the next time I'm up that way.

91	CHANGE OF ROUTINE	67	Male	I retired a couple of years ago and since then I have been even more busy than when I was working. I will make an effort to come to the library though because I am a great believer in reading and the effects it has on the brain.	Yes	
81	CHANGE OF ROUTINE	68	Female	I am now the main carer for my husband who is now disabled and don't have much time to read anymore. I will use the library again but I don't know when.	Yes	
110	CHANGE OF ROUTINE	70	Female	My grandchildren have grown up and don't like me going to the library with them now. They still use the library but I never go with them.	Yes	I would like to come to the library and see the new stock, I haven't had a good read in a long time.
89	CHANGE OF ROUTINE	71	Female	My grandchildren have grown up now so I am not bringing them there no more. It's funny I keep buying books but I never think about getting them from the library. I'm going to make a conscious decision to try and get my books from the library next time.	Yes	
106	CHANGE OF ROUTINE	71	Male	I haven't been reading because I have got 101 jobs to do around the house. The wife keeps finding me stuff to do when I sit	Yes	

				down. Once I've finished my jobs I will come and borrow some books again		
1	CHANGE OF ROUTINE	72	Female	I only used the library when I used to look after my grandchildren.	No	No, I wont be coming back to the library as I get the majority of my reading from charity shops these days
105	CHANGE OF ROUTINE	74	Female	I have found the library very useful over the years and I would never turn my back on it, its just I have been spending more time looking after my grandchildren while my daughter is getting things sorted. When it is all back to normal I will be coming to borrow some books, I have a lots of reading to catch up on	Yes	
104	CHANGE OF ROUTINE	76	Male	I don't read much these days. I tend to potter around the garden. I still want to support the library though as the ladies have been good to me in the past. It is a fantastic service they provide and nothing is too much trouble.	Yes	
114	CHANGE OF ROUTINE	78	Female	I always used to read a book in bed but these days I only read magazines as I seem to have developed the attention span of a gnat.	Yes	

22	DECEASED	86	Male	Deceased	No	I did not think to tell the library about his departure
33	DECEASED	79	Female	Deceased	No	
50	DECEASED	94	Male	Deceased	No	
123	DECEASED	74	Male	Deceased	No	
178	DECEASED	79	Female	Deceased	No	
182	DECEASED	105	Female	Deceased	No	
205	DECEASED	85	Female	Deceased	No	
79	FINES / OVERDUES	19	Female	To be honest I have been avoiding going to the library, when I last went I asked the library lady how much the fine on my overdue book would be I was told it was going cost more than the book was worth.	Yes	If the library agrees to write off most of the fine on my overdue book I will start using the library again.
151	FINES / OVERDUES	21	Female	One Over Due book	No	I will not use the library ever again. The way I was treated the last time I visited the library I will never be coming back, goodbye.
47	FINES / OVERDUES	23	Male	I returned my books late and I got a fine but I haven't had the money to pay the fine off so I've stopped going to the library.	Yes	If the fine can be written off I would love to start using the library again.
43	FINES / OVERDUES	26	Male	I had forgotten to return this book and I had images of being shouted at by angry librarians like when I was younger. Plus it's that overdue I didn't think it would be worth paying the huge fine.	Yes	Yeah, the library does sound a more friendly place than what I remember I will come in and bring the book back when I have some time.

78	FINES / OVERDUES	26	Female	I overdue - I thought I had returned all of my books when I last used the library, there isn't really a reason for why I stopped using the library.	Yes	As soon as I have found the book I will come and return it.
27	FINES / OVERDUES	28	Female	I've got some overdue books that I need to return, I lost my mum last year and since then I've been too busy trying to sort everything out, once I have some more stability in my life I will come back to the library again.	Yes	
39	FINES / OVERDUES	29	Female	I know I have a fine outstanding, that's the main reason why I stopped using the library to be honest, it didn't really seem worth the risk of racking up another huge fine but I will visit the library again at some point.	Yes	
46	FINES / OVERDUES	38	Female	I brought a DVD back late and got £9 fines on it which is silly because there was a price tag on £7.99 on it. I might as well of bought it. The lady I spoke to wasn't willing to lower the fine so I decided not to go in again.	Yes	If you're willing to write off my fine I'll defiantly come back in. I miss borrowing the books.
167	FINES / OVERDUES	41	Female	I've got a £30 fine on my ticket and I can't afford to pay it off.	Yes	I'll come back and start using the library but I'll only take one book at a time. I don't want the same thing to happen again.

67	FINES / OVERDUES	49	Female	I stopped going to the library because I can't find two library books, I'm sure I returned them but the library ladies said I haven't.	Yes	If someone can sort the overdue books out I would to the library again.
34	HOUSEBOUND	67	Male	I have trouble walking to the library now as I have sciatica in my leg	No	I don't think I will be able to come to the library again, I'm sorry.
62	HOUSEBOUND	69	Female	I have problems with my back and cannot stand for long lengths of time.	No	
149	HOUSEBOUND	69	Male	As much as I would love to come to the library again I just can't get out of the house any longer.	No	
143	HOUSEBOUND	74	Male	I have parkinsons disease and I'm worried about spilling something over the library books like last time. I don't want to risk it happening again.	No	
157	HOUSEBOUND	74	Female	I have difficulty in getting to the bus stop so my friend drops books off for me when she comes to visit.	No	
173	HOUSEBOUND	74	Female	I can't get out the house very often, because of this my son has been bringing me books to read because he works shifts and he doesn't want the worry of making sure the books are back on time.	Yes	If I can convince him I will get him to take me to the library as I'm sure you have a better selection of books there than the supermarket does.

174	HOUSEBOUND	79	Male	I can't get there unless I am driven as my eyesight has worsened and I no longer feel safe driving myself.	No	
6	HOUSEBOUND	81	Female	I can't get out as much as I use to and I'm reliant on my daughter to take me places.	No	My daughter buys me books now so I don't need to use the library anymore
156	HOUSEBOUND	81	Male	I don't read at all now, I use to but I can't seem to concentrate on it anymore.	No	
15	HOUSEBOUND	84	Female	I've stopped coming to the library because I now struggle to get out of the house.	Yes	I would love to start using the library again I will have to ask my carer to see if she will be able to bring me there.
181	HOUSEBOUND	84	Female	I love reading but I can't get out of the house these days. I even struggle to get out of this chair. If I can get anyone to take me I would love to come to the library again. I miss the smell of all of the old books.	Yes	
206	HOUSEBOUND	85	Male	I would love to but I can't see the print anymore, I tried large print when my sight started to fade but I can't even read that anymore. I had heard about talking books and the people from foresight gave me a navigator but it's not the same as reading a good book.	No	

209	HOUSEBOUND	90	Female	I haven't been to the library in years, the only time I get out is when my daughter takes me out, I will have to get her to take me to the library because you sound like a lovely young man, there wasn't any men working in libraries when I used to come.	Yes	
211	HOUSEBOUND	94	Female	I would love to come to the library but I can't walk no more and I don't have anyone to take me there	No	
20	LIBRARY CLOSED DOWN	25	Female	I thought the library closed down? I've been buying books because I thought that my library had gone. I'll be coming to the library again now I know your still open.	Yes	
108	LIBRARY CLOSED DOWN	31	Male	I thought the library closed during the council overspend? I have been buying my own books since then. Knowing the library is still open is amazing. It means I can save my money and start borrowing once again.	Yes	
65	LIBRARY CLOSED DOWN	35	Female	I thought the library closed down? That's brilliant that we still have the library, I've been at a loss without a good book.	Yes	
18	LIBRARY CLOSED DOWN	39	Female	the library closed down, didn't it? I honestly thought it had bit the dust.	Yes	Yeah, I would like to come in and see what you have to offer these days.

164	LIBRARY CLOSED DOWN	39	Female	I thought the library had closed down? It never seems to be open when I drive past it in the morning?	Yes	Thank you for telling me the opening hours I will come and see you on evening this week.
98	LIBRARY CLOSED DOWN	55	Male	The newspaper said the library had closed, was it a misprint? Could you tell me your opening hours please.	Yes	
193	LIBRARY CLOSED DOWN	55	Female	I honestly thought the library had closed down, I joined Cleethorpes library because of that.	Yes	
25	LIBRARY CLOSED DOWN	57	Female	I was lead to believe the library had closed down. That the reason why I haven't been in.	Yes	
84	LIBRARY CLOSED DOWN	61	Female	I really was under the impression that the library had shut down. Its great to know that you haven't as I have been lost without a book to read in the evenings.	Yes	
102	LIBRARY CLOSED DOWN	66	Male	didn't the library close two years ago? Every time I've been past it always looks like it is boarded up.	Yes	next time I am in the are I will call in and have a look around.
94	LIBRARY CLOSED DOWN	70	Female	The library is closed is it not? I read all about libraries closing in the paper but I never see anything about them staying open?	Yes	Yeah I would like to come to the library again, I haven't been reading anything at all for ages now, I bet there are some lovely stories I haven't read.

21	LIBRARY CLOSED DOWN	75	Female	I thought the library was closed? I wish I knew you was still open as I have been travelling miles to get to Humberston library.	Yes	
134	LIBRARY CLOSED DOWN	76	Male	I thought the library had closed down for good? I'm pleased you are still open because all I have been reading is the newspaper and that's full of grim and misery, I could do with a nice happy read.	Yes	
208	LIBRARY CLOSED DOWN	89	Female	Didn't the library close? I read in the paper a while ago that a lot of libraries closed. I didn't realise that you had stayed open. I will have to come and borrow some books now I know you are open.	Yes	
63	MOVED AWAY	19	Female	Moved away to University	No	
142	MOVED AWAY	19	Female	Moved away to University	No	
187	MOVED AWAY	19	Male	Moved away to University	No	
87	MOVED AWAY	19	Male	Moved away to University	Yes	He has moved away to university but I'm sure he will use the library again when she comes back home.
146	MOVED AWAY	20	Female	Moved away to University	No	
180	MOVED AWAY	20	Male	Moved away to University	No	He doesn't live here anymore, he moved out of the town when he went to uni and I don't really think he will be returning to live in

						Cleethorpes.
37	MOVED AWAY	21	Female	Moved away to University	No	
112	MOVED AWAY	21	Female	Moved away to University	No	
141	MOVED AWAY	21	Female	Moved away to University	No	
54	MOVED AWAY	21	Female	Moved away to University	Yes	[Name] has moved to uni but she still uses her card when she is back in Grimsby
97	MOVED AWAY	21	Male	Moved away to University	Yes	He has gone to Nottingham university but I'm sure he will be interested in still using the library when he comes back, he loves reading.
7	MOVED AWAY	24	Male	Moved away to university	No	
135	MOVED AWAY	26	Female	she doesn't live here no more, she moved out of Grimsby about 18 months ago.	No	I would like to come and visit the library, it sounds a lot different compared to when I used to go.
138	MOVED AWAY	32	Female	I'm afraid she now lives in London	No	
57	MOVED AWAY	37	Female	She has moved away from the area I'm afraid, I will pass your message on to her when I next speak to her.	No	
153	OPENING HOURS	27	Female	I stopped coming to the library when I got a job, I used to be a avid reader and I use to bring my kid to the mother and toddler group but I find the openings hours aren't really suitable for me now, by the time I	Yes	If the library opened for longer in the evenings and more on weekend I would be able to come and use it.

				finish work and got home I found the library was closed.		
90	OPENING HOURS	30	Female	The opening hours of the library conflict with my working hours.	Yes	The new opening hours fit in nicely with my working hours, I might actually be able to come and borrow some books instead of having to buy them.
160	OPENING HOURS	34	Female	the opening hours of the library don't suit me, because I work 9-5 the library used to be closed after I finished work	Yes	I didn't realise you opened later than you used to, I will pop in from work sometime
169	OPENING HOURS	34	Male	The library always used to be open during the day when I was at work so I couldn't come but I did actually notice the other day while I was walking my dog that you are open later, next time I'm walking past I will come in and have a look	Yes	
73	OPENING HOURS	36	Male	The opening hours use to be rubbish, last time I came I got a huge fine because every time I went to return the book it was closed.	Yes	Its good to hear something had been done about the opening hours, It sounds like they actually listened to my comments when I last visited.

86	OPENING HOURS	36	Female	Every time I thought about going to the library when I got there it was closed so after a while I just stopped and started buying books.	Yes	I'm pleased to hear that the library is open more often. I'll pop in tomorrow after I finish work and see if there is anything I fancy.
109	OPENING HOURS	37	Male	I work during the day so I haven't been able to pop into the library	Yes	that's good that you are open on weekends, I'll come when I have a Saturday free and have a look at your DVD's.
19	OPENING HOURS	39	Male	The opening hours don't suit me to be honest, I like the library don't get me wrong but I've always thought the opening hours don't make sense	Yes	Its good to learn the library is open more in the evenings and at weekends, knowing that gives me the chance to visit the library after I have finished work.
64	OPENING HOURS	40	Male	I work nights these days, when I used the library before I used to work during the day. I'm usually too tired after a night at work to think about coming to the library	No	
92	OPENING HOURS	41	Female	The opening hours don't really fit into my life, when I've been past on my lunch time the building looks locked up	Yes	Id like to come to the library again, it's a lot cheaper than buying books all of the time. Especially when you read as much as I do!
162	OPENING HOURS	41	Female	The library is never open, I walk my dog on the park in the morning and some evenings and it is always closed.	Yes	now I know the opening hours I'll make a point of popping in, there's no point in there being a library there if we don't use it.
95	OPENING HOURS	42	Female	I can't come to the library which is rubbish, I use to love coming and searching through the books but once the opening hours	Yes	its good to hear that hours have changed again, I should be able to start coming on a Thursday once again.

				changed last time I couldn't fit the library into my routine.		
196	OPENING HOURS	42	Female	The opening hours don't cater to the people which work during the day. It's not really fair because I use to love going to the library when I was a child.	Yes	that's the best news I've heard all week, I'll come this Saturday.
28	OPENING HOURS	44	Male	I can't fit the opening hours of the library around my job I'm afraid, I would love to start using the library again	Yes	
128	OPENING HOURS	49	Female	The opening hours don't co-inside with when I'm not working, if they did I would use your library.	Yes	
195	OPENING HOURS	49	Female	It is never open when I want it to be open. I gave up trying after a few times of going to discover it closed each time.	Yes	I would of come to the library if I knew when it was open.
24	OPENING HOURS	50	Female	I couldn't fit the library opening hours around my working hours	Yes	Id like to get my grandchildren some library books.
186	OPENING HOURS	50	Male	I like reading but the library is not open when I have spare time, to combat this my wife goes and gets me books t	Yes	

32	OPENING HOURS	51	Male	The opening hours for the library has changed that often I don't know when its open anymore. If you tell me when its opening I will started using it again.	Yes	
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## Appendix 3 – Males Aged 18 – 40 Questionnaire

Good Morning / Good Afternoon

My name is Robin from the Library Service and Sheffield University; I am undertaking a study into the usage of the library service by males under the supervision of Professor Peter Willet and I was wondering if you could spare a few minutes to answer some questions.

You have been selected to be a part of this study due to being contacted previously by myself as part of a different lapsed user project. The interview will consist of being asked a series of questions which are aimed to gain the opinions of the library service from it's current lapsed users. These questions are optional and you are able to end the interview process at any point you wish.

If you agree to undertake the interview no personal data (such as your name) will be referred to within the report, only your comments would be published. Recommendations will be made from the comments/opinions expressed during the interview process and they should overall improve the library service in the future.

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Age:

**When was the last time you visited the library?**

(Under 6months), (6 months – 1 year), (1 – 2 years), (2 – 3 years), (3 years +)

**What services did you use during your last visit?**

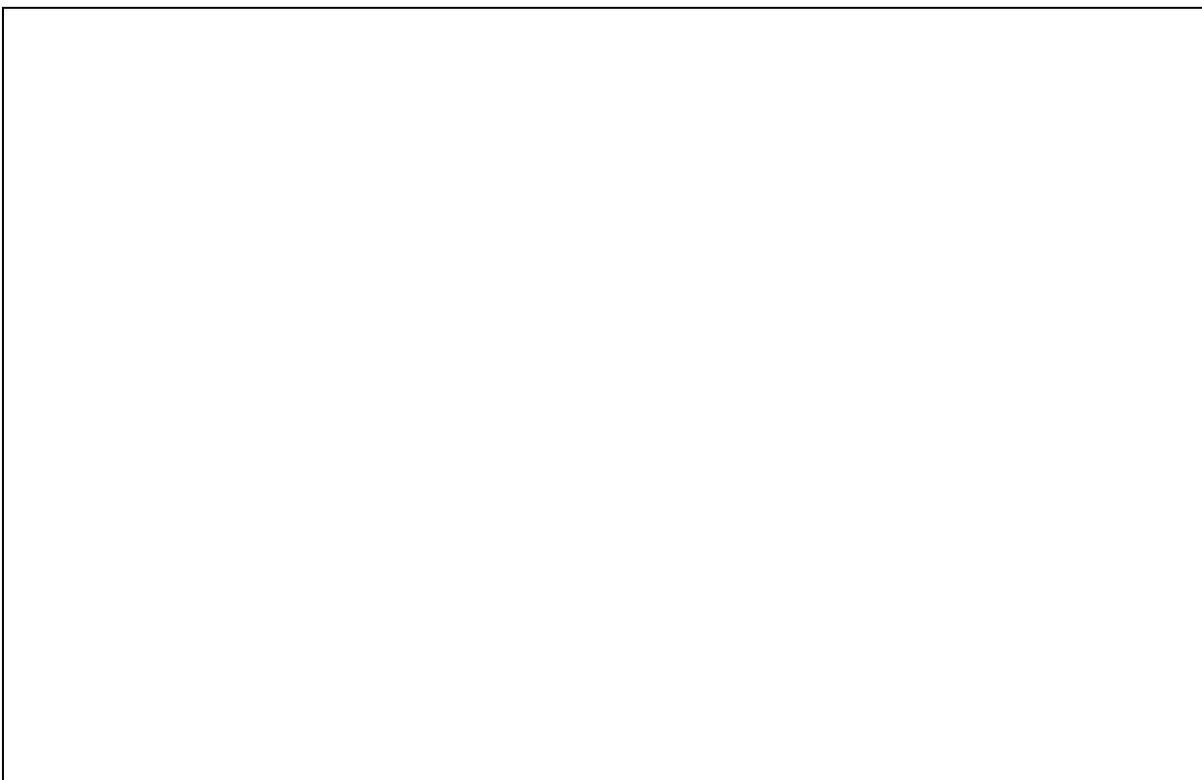
**What does the library service mean to you?**

**(If user hasn't visited in past 6 months),** Could you tell me your reasons for not visiting the library within the past six months?

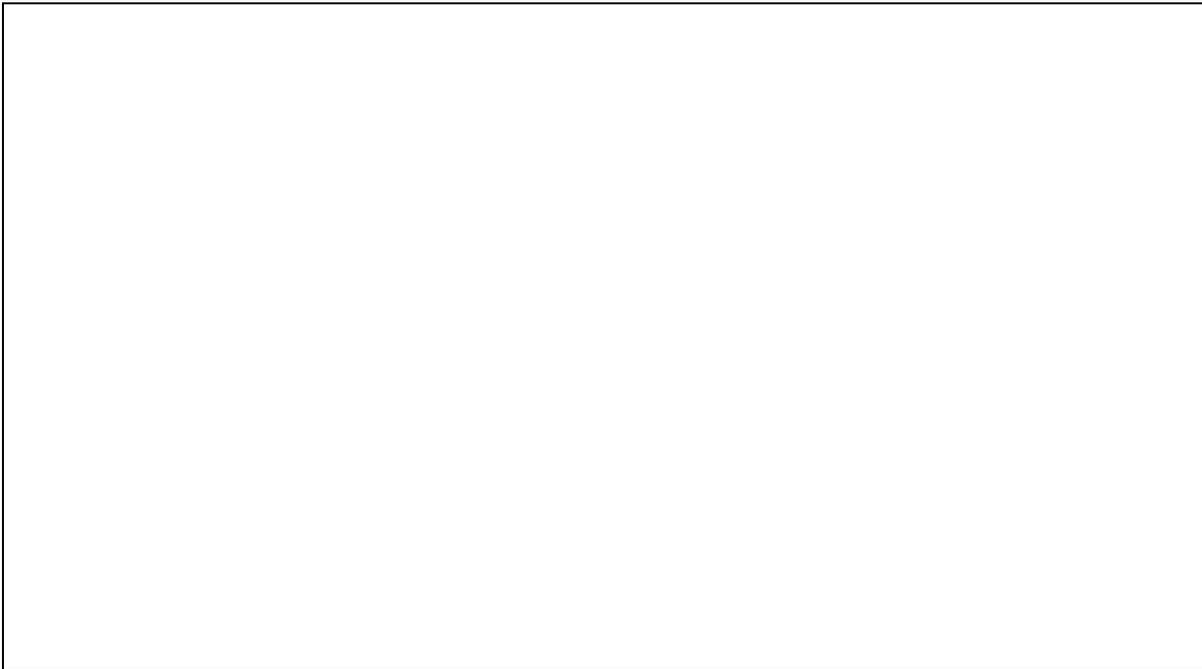
**Is there anything that puts you off from using the library?**



**What do you think the library can offer to encourage more males to use the library?**



**Any Additional Comments?**



Thank you very much for your time. If you are interested in the results of the study I will be able to send you the final report via electronic format.

## Appendix 4 – Males Aged 18 – 40 Comments

No.	Age	Last time Visited	Services Used During Last Visit	What does the Library Service mean to you?	Reasons for not visiting the Library Service in the past 6months	Is there anything that puts you off from using the library service?	What do you think the library can offer to encourage more males to use the service?	Additional Comments
1	32-33 years +		Rental of music (tapes in those days)	Not a lot now days as I haven't been for so long	No reason to, I don't really know what services they offer etc any more	I do assume its full of the work shy getting yet more free benefits from the council and not exactly full of upwardly mobile people	Maybe younger staff, I remember stuck up old moaning grannies running mine, Video game rental, don't know if you do that already if you do then maybe advertise the fact Make it somewhere to hang out with a coffee shop/juice bar based in there or something	

2	23	1 - 2 Years	Internet – I had none at my home at the time.	Hire of literature and use of information resources	I generally borrow books to read from people who recommend them, or buy them from booksellers. I have access to Internet at home which means I can find information there.	No	Porn, Just Porn
3	25	6 months - 1 year	I used the internet services	It is a place where I can hire out books, use the internet, hire CD's and it is a place I can study in quiet.	As I am at university, the university's library service is adequate for my learning needs.	There is nothing that puts me off using the library service. Yet I can comment on the stereotypical view which many men have on the library service. Many think that it is "geeky" or "nerdish" to go or use the library	To attract younger males the offer the hiring of console computer games, like the Playstation or the Xbox could be offered

						service.		
4	24	1 - 2 Years	I was researching a particular area of music theory and wished to locate some books on the subject.	It means a fair bit as its always there if you need something specific.	Finished the studying.	Nope	I don't really know to be honest as I tend to use the library as and when I need to.	

5	33	Under 6 months	I was undertaking a test to be accepted into the councils career talent pool.	To be quite honest, I don't use it often enough to have an opinion.	N/A	Distance is the main reason, I don't fancy travelling all the way to town for hiring out a book or a DVD, I use to used it more when Little Coates library was still open.	I don't know, computer game hire maybe, other than that I can't think of anything.	
6	25	1 - 2 Years	Hired books	Available as a service if I need it, however I wouldn't class reading as a hobby	Haven't had the need	No	More promotion of DVD/film rental.	

7	27	Under 6 months	I used the internet services.	I feel its part of your town/cities identity but a building which is underused somewhat. Only when I was in higher education did I use it frequently.	N/A	No, but I have had 5 years of higher education and frequent interaction with the library process. To somebody else the library could seem daunting because of the sheer scale and vast array of information and services available within it.	With its vast array of information on a lot of male dominated area's i.e. engineering, car mechanics etc I believe that if a male wants to go to the library he will do, any for of gimmick to entice males would be a waste of time.
8	28	3 years +	I borrowed some books	A useful resource for study aides	Have had no need – busy with work and a social life and no studying	No	To be honest I don't really know, sorry

9	203 years +	I took out some children's books because I was at primary school	Not much since they closed down my local branch. (Little Coates)	There isn't one in my local area.	Having to travel all the way into town when you haven't got transport	I don't really know what the library offers, because I haven't been for so long. So advertising what they do have would help. Things like graphic novels and DVDs if they don't already have them.	Stop closing local branch libraries, without putting another service in its place.
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10	22	3 years +	I used the computers in the library and I took a book out.	A really good local resource that the community can use.	I preferred to buy my own books than borrowing them from the library. I buy them as it is more convenient for me, for example I brought a book at Tesco the other day because I was wandering down the book aisle. Also I don't anything that I have to research now, I use to use it as a place to study but I am thinking of getting into property	I dunno, For me, if I want to use the computer I will use mine at home and if I want a book I would buy one, for me to go to the library it would have to be a specific visit where I would have to arrange my schedule to go.	If you adopted a scheme like 'Hooters' I'm pretty sure you would far more male people come into the library. Seriously though, if you could arrange to have a social gathering one afternoon, like a poker afternoon you might be able to encourage more males into the library so once you have them in the library I'm sure they would start using the different services that you provide.	From what I can see from when I was younger is that it was a lot more formal than what it is now, now the library seems more of a fun place to visit.
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				development so I will most probably come into the library to research different aspects of areas of that subject instead of buying the material for that.			
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11	37	1 - 2 years	Last time I visited the library I used the internet.	The library service is very useful as when my PC is broken at home I can come into the library and use them.	My PC hasn't broken for a while.	No	Maybe some computer games would encourage more males to attend.	
12	29	6 months - 1 year	Browsed the facilities but couldn't find anything to arouse my interests.	I didn't find what I was looking for so not a lot.	I bought the books I wanted.	Not really.	A better selection of books, possibly a book delivery service via internet orders.	I find it tedious having to go somewhere to get a book when I can just purchase it over the internet for a stupidly low price.

13	18	Under 6 months	I used the internet on the computers, I also had a look at the DVDs but there wasn't anything I wanted to watch.	The library is a place where you can meet your friends, I used to use the library as a meeting place when I was at school. After school I use to meet my friends and used the computers and have a laugh.		Not now there isn't no, this might sound silly but when I was younger I didn't like going to the library because one of the ladies who worked there then used to check that my hand's wasn't dirty before I came in the building. After she left the library became a friendly place in my eyes.	That's a hard question, I would like to see more new DVD's or maybe computer games but I know some of my friends just download films and music from the internet.	
14	19	Under 6 months	I looked at the books but there wasn't any I fancied reading	Books and learning		If the library is too noisy or it is full of 'chavs' I would tend to leave the building	More stuff that I'm into, more highbrow stuff like George Orwell books as I know the library doesn't stock much	

							material like that.	
15	19	1 - 2 years	Last time I visited I used the library computers as my own computer was being mended.	It's a library, so just general things like books and computers	The sole reason is because my computer hasn't broken down	No there isn't	I'm big into gaming so I would use the library more if I could rent computer games from there, or maybe rent the game guides	
16	19		No Answer					

17	202 - 3 years	I returned some books and used the Internet	Its hard to answer as I haven't been in the library for so long, it used to mean a lot when I used to go	I stopped going when I finished school, when I was at school the library was on my route home so I used to pop in after school and go on the computers and just have a chat with the librarians. Now I'm at college the library is just out of my way to get to.	Just the location is wrong for me, other than that there is nothing that puts me off from going in the building.	Maybe advertising in the colleges might get people interested.
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18	20	3 years +	It was ages ago, well before I moved to uni. I think I returned a CD which was late	It's a place where I can go and find research and also a place where I can study without being disturbed.	I moved away from the area	No there isn't	I would find longer loan times helpful, I would also like to see the library provide a service like lovefilm.com, there I can get films sent to my house by ordering them online, I find that type of service very useful.
19	21	2 - 3 years	I used the computers	It is somewhere I can go to use the internet	I've got the internet at home and I'm not really interested in reading books for pleasure	No there isn't I just don't really like reading now	Free loans for DVDs might encourage males into the library
20	21		I'm afraid he has moved away from Grimsby				

			and I don't think he will be returning				
21	21	Under 6 months	I was using the computer in the library the other day.	It's a place where anyone can come and use, the staff here make the library welcoming and friendly, it's just such a fantastic service		Nothing at all	The library could promote is self better, Some of my friends still think the library is in the dark ages with the librarians going 'shhhh' at everyone who dares to breath.

22	29	6 months - 1 year	I checked my eBay on the internet	Its fab, I've used the library for years to check my eBay and emails, only recently I have bought my own computer so I haven't been coming in as much.	Like I said a moment ago, when I got my own computer I stopped using the library, don't get me wrong though, I think the world of the place and I can see what a fantastic job the staff do.	No, not at all	Err, I think more males would come and use the library if they actually knew what went on in there, I know when I joined the library I was shocked by all of the services the library actually offers. Until I joined I just thought the library supplied dusty books.
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23	31	3 years +	I used the internet and the study resources.	I think the main thing that it gives me is that it's a free service, you don't have to pay for it do you? it gives people the opportunity to use services that they may not have access to at home.	Just had no need to.	Nothing generally puts me off from coming to the library I just haven't had the need to use it	I think blokes may feel like the library is a bit geeky. If the library looked more like a trendy café/bar I believe more males would go in. My old college library use to do magazines, CD and classic DVDs borrowing so I think if the library did things like that it would encourage males to use it.
24	35	3 years +	I got some CDs out on my friends card	Not a lot really, I've got the internet at home so I don't tend to need the library.	I've had no use for it really	No there isn't really	Computer game hire, make it cheaper than blockbuster and for more days. The same with DVDs as well.

25	38	6 months - 1 year	I came to borrow a DVD but they were all old ones which I wasn't interested in watching	I don't know really, I haven't thought of it, I see it as a place to borrow books and films.	I was only interested in borrowing the DVDs when I visited so when I couldn't find anything I wanted to watch I didn't see the point of checking again.	Nope, they all seemed really nice and helpful when I went in last	More up-to-date films would be a start, I have personally joined a film rental service online as have my mates so I don't know if that would make a real difference in encouraging people in.
26	39	Under 6 months	I was in the library the other day and I borrowed some books.	I use the library regularly and I couldn't live without it, it makes paying my council tax worthwhile		There isn't anything that puts me off from using the library	I don't know to be honest all I know is that I love using it.

27	39	3 years +	I brought my children to get some books as my wife was ill	Somewhere for the kids to read and borrow books.	I don't use the library myself, the rest of my family does and my wife usually brings the children when they do.	Not at all	More books on sport, when I did want to borrow a book they didn't have any books on rugby.
28	40	2 - 3 years	I used the internet to search for a job	The library is somewhere where anyone can go to find out whatever information they want to. Everything is in the library.	Work commitments really, I work all through the day so I don't really have the time to visit the library much, I know the library is open on a Saturday morning but after a week at work all I want to do is lay in bed on a Saturday morning.	Just the times the library is open	There might be more males out there like me which work all the time so they don't have the time to visit the library. If that is the case maybe the library could open later in the evenings or maybe a Saturday afternoon instead of the morning, other than that I don't know.

9	40	2 - 3 years	The last time I came to the library was to bring my son, now he is at school he brings himself so I don't tend to go.	Its really good, my son loves going to the library even though I don't use it.	Solely because my son got older so he could bring himself to the library	No there isn't I just don't need to use anything the library provides	The library does seem like a place where woman and children go. I don't know why it has that feel. I remember one of the times I went there was a mother and toddler group on and it was just full of woman, even the staff were woman, I just felt out of place.
30	40		No Answer				