



***Opinion Survey on Hong Kong
Public Libraries 2014***

- Executive Summary -

Prepared For

Leisure and Cultural Services Department

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Background

The Leisure and Cultural Services Department (LCSD) manages 77 public libraries (including 67 static and 10 mobile libraries) in Hong Kong in 2014. To strengthen and promote the public library services, it is necessary to conduct a survey for collecting information on views of users on the public library services and reasons of non-users for not using the public library services. Under the circumstances, the LCSD commissioned MOV Data Collection Centre Limited to conduct this survey in February 2014.

Survey Objectives

2. The objectives of the Survey are to –
 - (a) gather information about the characteristics and reading habits of users of public libraries, and to gauge their opinions on the services and facilities provided by public libraries and their future needs;
 - (b) collect the public's feedback on the implementation of the new library services and initiatives;
 - (c) collect demographic profiles of users by their living District Council districts;
 - (d) collect information about non-users (e.g. the characteristics and reading habits of non-users and their reasons for not using public library services); and
 - (e) identify areas for public library services improvement based on views of users and non-users in the Survey.

Survey Coverage

3. The survey covers all public libraries managed by LCSD, including mobile libraries. The target respondents include both users and non-users as defined below:

Users

- (a) Users refer to persons aged 8 or above who speak Cantonese, Putonghua or English and have used the facilities of public libraries (including access to

reading materials via the Hong Kong Public Libraries' website) during the fieldwork period or in the past 12 months before fieldwork enumeration.

Non-users

- (b) Non-users refer to persons aged 8 or above who speak Cantonese, Putonghua or English and have not used the facilities of public libraries (including access to reading materials via the Hong Kong Public Libraries' website) in the past 12 months before fieldwork enumeration.

Survey Methodology

4. Two modes of data collection methods were deployed for the Survey, namely exit interviews among users and telephone interviews among users and non-users of public libraries. The details are highlighted as follows:

A. Exit Survey

5. Face-to-face interviews were conducted among users aged 8 or above at the exits of all the 67 static and 10 mobile libraries.

6. Users of each enumerated public library were selected randomly (i.e. selection of the next user for interview taking place at the nearest 5-minute interval upon completion of an interview).

7. Headcount exercises were also conducted to collect statistics on users' profile by gender and hour for weighting purpose so that representative estimates can be obtained.

B. Telephone Survey

8. Telephone numbers were selected from the database¹ of telephone numbers maintained by MOV, with individual telephone numbers being the sampling units.

9. Replicates of telephone numbers which represent random sub-samples of telephone numbers in Hong Kong were drawn with the telephone numbers being assigned an equal

¹ MOV maintains a cumulative database of telephone numbers listed in the Residential Telephone Directory of over 1.9 million telephone numbers since 1992 and the database is updated every year.

selection probability (i.e. by systematic sampling). These replicates of telephone numbers were taken successively for interviews until the target sample size was achieved.

10. Within each selected household, a household member aged 8 or over (excluding live-in foreign domestic helpers) was randomly selected by means of the “Last Birthday” method (i.e. to select a family member who just has his/her birthday most recently) and invited to sit for an interview.

Fieldwork Period and Enumeration Results

A. Exit Survey

11. The Exit Survey was conducted between 19 September and 29 November 2014. A total of 6 794 users were successfully enumerated. The overall response rate was 79.2%.

B. Telephone Survey

12. The Telephone Survey was conducted between 19 September and 9 November 2014. A total of 1 005 users and 1 003 non-users were successfully enumerated. The overall response rate was 52.6%.

Precision of Survey Findings

13. The precision of the estimates of the selected variables presented in this report are given as follows: –

Variable	Estimate	95% Confidence Interval
<u>Exit Survey</u> Proportion of users who were satisfied with lending services of public libraries in the past 12 months (as an example)	82.4% (shown in para. 64)	±0.99% points
<u>Telephone Survey</u> Proportion of persons that had used the services or facilities of public libraries in the past 12 months (as an example)	53.7% (shown in para. 76)	±2.19% points

14. As revealed from the above information, the precision of the estimates were generally acceptable for practicable use. However, some survey results were derived based

on a subset of small number of sample observations and may subject to larger sampling errors. The relevant findings should therefore be interpreted with caution.

Explanatory notes

Base of reporting

15. Unless otherwise specified, the analyses of responses of the exit survey are based on the average daily attendance during the enumeration period (i.e. $n = 6\,794$ and $N = 88\,300$) (“All Users”).

16. On the other hand, the analyses of responses of the telephone survey are based on the projected population aged 8 and above (i.e. $n = 2\,008$ and $N = 6\,808\,700$) (“Total Hong Kong population aged 8 and above”).

Use of Symbols

17. In the tables and charts of the survey findings, the symbol “-” represents questions with “nil” responses while the symbol “*” represents questions with responses less than 0.05%.

Rounding of Figures

18. For tables presented in this report, figures may not add up to totals or 100% because of rounding or the question design allowing multiple answers.

Statistical Tests

19. For comparison of the survey results with 2009 results, statistical significant tests (t-test) of key questions have been performed to identify whether there are any statistically significant differences versus the survey results in 2009. Similar tests have also been applied in the comparisons of selected attributes between users and non-users in 2014 survey. Footnote of “↑/↓ Significantly higher/ lower than 2009 Survey at 95% confidence level” is put at the bottom of the relevant statistical tables where t-test is performed for the key questions. These tests are based on proportions corrected by weighting and the actual sample size.

Summary of Key Findings

A. Exit Survey

A(I). *Profile of Public Library Users*

20. The profile of public library users aged 8 and above is highlighted below. (*Table 1*)

- (a) 53.1% were males and 46.9% females.
- (b) 3.2% were of age 8 to 12; 19.9% of age 13 to 20; 60.0% of age 21 to 59; and 17.0% of age 60 and above.
- (c) 7.4% had received education at primary level or below; 50.2% secondary level; and 42.4% post-secondary level or above.
- (d) 41.4% were employed persons; 26.4% students; and 32.2% other non-working persons including homemakers, retired persons and unemployed persons.
- (e) 98.5% were Chinese while the rest 1.5% were other ethnic groups.

21. Comparing the user profile by type of public libraries – (*Table 1*)

- (a) Central library – users of the Central Library comprised a larger proportion of persons aged 21 to 29 (20.3%); persons who had received education at post-secondary level or above (60.7%) and employed persons (48.7%). There were also larger proportions of other ethnic groups, especially the white (9.5%).
- (b) Major library – users of major libraries comprised a larger proportion of persons aged 15 to 20 (25.3%); persons who had received education at post-secondary level or above (49.2%) and students (35.9%).
- (c) District library – except the users aged below 15, users of other age groups were quite evenly distributed from 14.0% to 16.9%.
- (d) Small library – users of small libraries comprised a larger proportion of persons aged 60 and above (23.6%); persons who had received education at primary level or below (12.2%) and retired persons (24.3%).

- (e) Mobile library – users of mobile libraries comprised a larger proportion of females (64.6%); persons aged 8 to 12 (8.0%) and 40 to 59 (22.4%); persons who had received education at primary level or below (15.7%) and homemakers (28.3%).
- (f) With the exception of Central Library, there is a high correlation between the use of different types of libraries and location of living place (between 75% and 94%) as compared to the correlation between the use of different types of libraries and location of workplace/study place (between 41% and 67%). The correlation is highest for mobile libraries (93.6% for correlation with location of living place and 67.4% for correlation with location of workplace/study place), followed by small libraries, district libraries and major libraries.

Table 1 - Profile of users

	<u>Library type</u>					
	<u>Overall</u> %	<u>Central</u> %	<u>Major</u> %	<u>District</u> %	<u>Small</u> %	<u>Mobile</u> %
<u>Gender</u>						
Male	53.1	52.0	50.1	54.7	53.3	35.4
Female	46.9	48.0	49.9	45.3	46.7	64.6
<u>Age</u>						
8-12	3.2	0.9	3.4	2.9	4.2	8.0
13-14	4.3	3.4	3.6	4.2	5.4	2.0
15-20	15.6	15.1	25.3	14.8	10.0	8.4
21-29	13.6	20.3	15.6	14.0	9.1	6.6
30-39	15.5	13.5	16.6	15.4	15.3	17.9
40-49	16.4	18.4	13.0	16.9	17.0	22.4
50-59	14.4	12.0	11.9	15.2	15.4	17.5
60 or above	17.0	16.3	10.6	16.5	23.6	17.2
Mean	38.8	38.5	34.3	39.1	42.0	41.3
Median	35.0	35.0	35.0	35.0	45.0	45.0
<u>Highest education level attained</u>						
Primary or below	7.4	3.8	3.8	6.9	12.2	15.7
Secondary	50.2	35.5	47.0	51.8	54.3	51.9
Post-secondary or above	42.4	60.7	49.2	41.3	33.5	32.5
<u>Economic activity status</u>						
Employed	41.4	48.7	41.9	41.7	38.4	31.2
Student	26.4	26.2	35.9	25.2	21.6	20.4
Other non-working	32.2	25.1	22.2	33.1	40.0	48.4
- Homemaker	10.8	6.5	6.5	11.6	13.0	28.3
- Retired person	17.6	16.1	12.4	16.7	24.3	18.2
- Unemployed	3.9	2.5	3.3	4.8	2.7	1.9
<u>Ethnic</u>						
Chinese	98.5	87.3	99.8	99.5	99.1	99.5
White	0.9	9.5	0.2	0.2	0.4	*
Philippines	0.2	0.7	*	0.2	0.4	0.1
Indonesian	0.1	1.3	-	*	0.1	0.4
Malaysian	0.1	0.3	-	0.1	-	-
Others	0.1	0.9	-	*	0.1	0.1
Total	100.0	100.0	100.0	100.0	100.0	100.0
Average daily attendance ('000)	(88.3)	(6.7)	(16.1)	(45.2)	(19.4)	(0.9)
Sample size	(6 794)	(435)	(821)	(2 979)	(1 993)	(566)
Base : All users of public libraries aged 8 and above						
Ref. : C1, C2, C3, C4, C6, C7, C8						

Table 1 - Profile of users (continued)

		<u>Library type</u>				
	<u>Overall</u>	<u>Central</u>	<u>Major</u>	<u>District</u>	<u>Small</u>	<u>Mobile</u>
	%	%	%	%	%	%
<u>District of residence</u>						
Same district of visited library	75.4	18.3	74.6	80.1	84.1	93.6
Different district of visited library	24.6	81.7	25.4	19.9	15.9	6.4
Total	100.0	100.0	100.0	100.0	100.0	100.0
Average daily attendance ('000)	(88.3)	(6.7)	(16.1)	(45.2)	(19.4)	(0.9)
Sample size	(6 794)	(435)	(821)	(2 979)	(1 993)	(566)
Base : All users of public libraries aged 8 and above						
<u>School District / Working District</u>						
Same district of visited library	41.9	29.7	41.6	41.3	48.0	67.4
Different district of visited library	54.1	66.4	55.2	54.4	47.5	31.3
No fixed place	4.0	3.9	3.2	4.3	4.5	1.3
Total	100.0	100.0	100.0	100.0	100.0	100.0
Average daily attendance ('000)	(59.9)	(5.0)	(12.5)	(30.2)	(11.7)	(0.5)
Sample size	(4 438)	(319)	(603)	(1 968)	(1 235)	(313)
Base : Users of public libraries aged 8 and above who were students or employed persons						
Ref. : C9, C10						

A(II). Reading Habits of Public Library Users

(i) Number of books read in the past 12 months

22. 3.4% of public library users aged 8 and above did not read any books in the past 12 months, while the remaining 96.6% had read at least one book (including comic books and digital books but excluding textbooks, newspapers and periodicals) during the period. Analysed by number of books read, it was observed that near two-thirds of the public library users (65.0%) had read more than 20 books during the period. (Table 2)

Table 2 - Number of books (including comic books and digital books) read in the past 12 months

	Overall %
Nil	3.4
At least 1 book	96.6
1-5 books	7.7
6-10 books	10.2
11-20 books	13.7
More than 20 books	65.0
Total	100.0
Base : All users of public libraries aged 8 and above (Average daily attendance=88 300, n=6 794)	
Ref. : B11	

(ii) Categories of books like to read

23. For the public library users aged 8 and above who had read books in the past 12 months, the category of books they like to read most was “Fiction” (47.3%), followed by “History, Geography & Biography” (43.4%), “Applied Science” (39.4%) and “Language & Literature (excluding fiction)” (32.3%). In addition, “Natural Science” (14.3%) was found to be the least popular category of book. (Table 3)

24. Analysed by type of public libraries, the results showed that there were no apparent differences among them with regard to the categories of books that users liked to read. “Fiction”, “History, Geography & Biography” and “Applied Science” were the top 3 popular categories whereas “Natural Science” was ranked the lowest. (Table 3)

Table 3 - Categories of books like to read by library type

	<u>Overall</u>	<u>Library Type</u>				
		<u>Central</u>	<u>Major</u>	<u>District</u>	<u>Small</u>	<u>Mobile</u>
	%	%	%	%	%	%
Fiction	47.3	47.2	46.4	47.3	47.9	49.3
History, Geography & Biography	43.4	49.8	42.1	42.7	44.0	38.7
Applied Science	39.4	41.6	43.6	38.4	37.0	49.0
Language & Literature (excluding fiction)	32.3	32.0	34.4	32.7	29.7	33.3
Social Science	26.4	31.8	27.4	27.0	22.3	23.4
Arts & Recreation	24.5	32.5	27.5	23.8	20.5	26.3
Religion & Philosophy	24.2	32.8	25.6	24.4	19.6	24.7
Pictorial Stories & Comics	20.4	19.2	19.7	20.8	19.8	33.7
Natural Science	14.3	16.2	14.7	14.6	12.7	14.4
Others	0.1	0.4	-	*	0.3	-
Average daily attendance ('000)	(85.3)	(6.6)	(15.7)	(43.7)	(18.4)	(0.9)
Sample size	(6 543)	(426)	(803)	(2 881)	(1 876)	(557)
Base : Users of public libraries aged 8 and above who had read books in the past 12 months						
Note : Multiple answers were allowed						
Ref. : B12						

(iii) Channels usually used for reading books, newspapers and periodicals

25. Overwhelming majority of the library users (95.9%) selected borrowing books, newspapers and periodicals from libraries as a channel for the reading. “Internet/e-subscription” (53.1%) and “buying own copy” (44.5%) were another two reading channels mostly chosen by the library users. (Table 4)

Table 4 - Channels usually used for reading books, newspapers and periodicals

	<u>Overall</u>
	%
Borrow from library	95.9
Read from internet / e-subscription	53.1
Buy own copy	44.5
Borrow from families / friends / schoolmates / colleagues	11.1
Buy e-copies from online shop	4.5
Others	1.8
Base : Users of public libraries aged 8 and above who had read books in the past 12 months (Average daily attendance=85 300, n=6 543)	
Note : Multiple answers were allowed	
Ref. : B14	

(iv) Reading printed versions or digital versions

26. When asked whether they usually spent more time on reading printed books/periodicals/information or digital versions, 80.6% of library users indicated that they usually spent more time on reading printed versions while 12.5% usually spent more time on reading digital versions. 6.8% spent more or less the same amount of time on reading printed versions and digital versions. [Ref.: B15]

(v) Channels usually used to get information about e-materials

27. “Yahoo/Google/other search engines” (63.6%) was the major channel usually used to get information about e-materials, followed by “apps” (45.3%), “recommendation from families/friends/teachers/colleagues” (32.0%), “social network site” (31.9%) and “discussion forum” (15.7%). (Table 5)

Table 5 - Channels usually used to get information about e-materials

	<u>Overall</u>
	%
Yahoo / Google / other search engines	63.6
Apps	45.3
Recommendation from families / friends / teacher / colleagues	32.0
Social network site	31.9
Discussion forum	15.7
Introduction from newspapers and periodicals	8.2
Online bookshop	7.9
HKPL website / catalogue / leaflets	4.6
Other website	0.1
Base : Users of public libraries aged 8 and above who had spent the same amount or more time on digital version of books in the past 12 months (Average daily attendance=16 500, n=1 139)	
Note : Multiple answers were allowed	
Ref. : B17	

(vi) Electronic devices and kind of e-materials usually used / read

28. Those public library users who usually spent the same amount or more time on reading digital version than printed version were asked what electronic devices they usually used to read e-materials. Smart phone (68.6%) and computer (including laptop) (63.3%) were the main devices usually used for reading e-materials, followed by tablet (37.2%). (Table 6)

29. E-newspaper (82.7%) was the major kind of e-materials usually read, followed by e-book (50.0%), blog (30.6%), e-magazine (29.3%) and comic (23.0%). (Table 6)

Table 6 - Electronic devices and Kinds of e-materials usually used / read

	<u>Overall</u>	<u>Smart phone</u>	<u>Computer (including laptop)</u>	<u>Tablet</u>	<u>e-book reader</u>
	%	%	%	%	%
(a) Electronic devices usually used	NA	68.6	63.3	37.2	4.1
(b) E-materials usually read by the respective device					
E-newspaper	82.7	82.6	83.0	81.6	45.8
E-book	50.0	42.3	46.9	55.8	80.8
Blog	30.6	28.8	30.9	35.1	35.6
E-magazine	29.3	26.0	30.4	42.0	33.3
Comic	23.0	18.8	22.3	25.4	18.0
Others	3.3	3.1	2.3	3.1	-
Average daily attendance ('000)	(16.5)	(11.3)	(10.5)	(6.2)	(0.7)
Sample size	(1 139)	(802)	(731)	(445)	(46)
Base : Users of public libraries aged 8 and above who had spent the same amount or more time on digital version of books in the past 12 months					
Note : Multiple answers were allowed					
Ref. : B16(i) and B16 a-d(ii)					

(vii) Channels usually used for searching information

30. They usually used “the Internet” (61.4%) and “books” (61.1%) as the channels for searching information. 29.4% looked for information through “consulting or asking other people” while 5.8% from “newspapers and periodicals”. (Table 7)

Table 7 - Channels usually used for searching information

	<u>Overall</u>
	%
Internet	61.4
Books	61.1
Ask others	29.4
Newspapers / periodicals	5.8
TV / radio	*
Base : Users of public libraries aged 8 and above who had read books in the past 12 months (Average daily attendance=85 300, n=6 543)	
Note : Multiple answers were allowed	
Ref. : B13	

(viii) Channels for getting promotion information on libraries

31. Public library users aged 13 and above were asked about the preferable channels for getting promotion information on libraries. “Internet” (62.2%) was the most preferable channel, followed by “TV” (40.7%) and “newspapers” (37.1%). “Poster” (21.1%), “magazines” (15.9%) and “radio” (14.4%) were other preferable channels. (Table 8)

Table 8- Preferable channels for getting promotion information on libraries

	<u>Overall</u>
	%
Internet	62.2
TV	40.7
Newspapers	37.1
Poster	21.1
Magazines	15.9
Radio	14.4
Other	0.5
Total	100.0
Base : Users of public libraries aged 13 and above (Average daily attendance=85 500, n=6 515)	
Note : Multiple answers were allowed	
Ref. : B9	

(ix) Duration of digital reading each time/each week

32. 75.3% of library users had spent time on digital reading in the past 12 months. Among them, 37.1% usually spent less than half an hour on digital reading each time, 31.8% spent half an hour to less than one hour, 22.7% spent one hour to less than two hours and 8.4% spent two hours and more. On the whole, mean and median of the time span for each digital reading were 0.9 hour and 0.8 hour respectively. (Table 9)

Table 9 - Length of digital reading each time

	<u>Overall</u>
	%
Less than half an hour	37.1
Half an hour to less than 1 hour	31.8
1 hour to less than 2 hours	22.7
2 hours and more	8.4
Total	100.0
Mean	0.9 hour
Median	0.8 hour
Base : Users of public libraries aged 8 and above who had spent time on digital reading in the past 12 months (Average daily attendance=64 200, n=4 771)	
Ref. : B20(i)	

33. In terms of week, half of them (50.1%) spent one hour to less than five hours on digital reading each week and over one-fourth (26.4%) spent five hours to less than ten hours. Mean and median of length of digital reading each week were 6.3 hours and 3.0 hours respectively. (Table 10)

Table 10 - Length of digital reading each week

	<u>Overall</u>
	%
Less than 1 hour	8.9
1 hour to less than 5 hours	50.1
5 hours to less than 10 hours	26.4
10 hours to less than 20 hours	9.3
20 hours and more	5.3
Total	100.0
Mean	6.3 hours
Median	3.0 hours
Base : Users of public libraries aged 8 and above who had spent time on digital reading in the past 12 months (Average daily attendance=64 200, n=4 771)	
Ref. : B20(ii)	

(x) Whether would consider reading digital version if available

34. For the public library users who usually spent more time on reading printed version than digital version, 38.4% claimed that they would consider reading digital version of books/materials they were interested in if available, while 61.6% claimed that they would not consider. [Ref.: B18]

(xi) Reasons for not considering reading digital version

35. The main reasons for not considering reading digital version were “prefer reading printed version” (65.3%) and “digital version harmful to eyes” (39.2%). (Table 11)

Table 11 - Reasons for not considering reading digital version

	<u>Overall</u>
	%
Prefer printed version	65.3
Harmful to eyes	39.2
No interest	8.5
Difficult / don't know how to search	8.0
No computer	3.1
Need to make remark / notes	1.9
Do not know how to use electronic device	1.4
Others	3.0
Base : Users of public libraries aged 8 and above who would not consider reading digital version of books (Average daily attendance=42 400, n=3 475)	
Note : Multiple answers were allowed	
Ref. : B19	

A(III). Habits of Visiting Public Library

Frequency of visiting public libraries

36. Respondents were asked to indicate the frequency of visiting the libraries where they were enumerated in the past 12 months.

37. Almost half of the public library users aged 8 and above visited public libraries frequently, 29.1% of whom visiting the libraries more than once a week on average (53 times and more in the past 12 months) and 18.8% visiting more than three times a month to at most once a week on average (37 to 52 times in the past 12 months). 23.4% visited public libraries more than once a month to at most three times a month (13 to 36 times in the past 12 months) and 27.9% once a month or less (12 times or less in the past 12 months). (Table 12)

38. Analysed by type of public libraries, it is revealed that only 7% of mobile library users visiting this type of libraries at the highest frequency (i.e. 53 times and more in the past 12 months), which was obviously lower than the corresponding proportions of other library types (ranging from 27% to 30%). This phenomenon may be attributed to the fact that mobile libraries do not pay visit to the same service point every day. (Table 12)

Table 12 - Number of times visited public libraries in the past 12 months by library type

	Overall	Library Type				
		Central	Major	District	Small	Mobile
	%	%	%	%	%	%
Nil	0.8	-	0.7	0.7	1.4	1.4
12 times or less	27.9	30.2	27.3	27.7	27.7	34.5
- 1 - 5 times	14.6	17.8	14.3	13.8	15.5	18.2
- 6 - 12 times	13.3	12.5	13.0	13.9	12.2	16.3
13 - 36 times	23.4	25.3	23.7	23.7	21.0	39.3
37 - 52 times	18.8	15.4	21.0	17.6	21.1	17.8
53 times and more	29.1	29.0	27.4	30.3	28.8	7.0
- not every day	23.5	26.2	21.9	24.9	21.8	0.4
- every day	5.6	2.9	5.5	5.4	7.0	6.6
Total	100.0	100.0	100.0	100.0	100.0	100.0
Average daily attendance ('000)	(88.3)	(6.7)	(16.1)	(45.2)	(19.4)	(0.9)
Sample size	(6 794)	(435)	(821)	(2 979)	(1 993)	(566)
Base : All users of public libraries aged 8 and above						
Ref. : A1						

Duration of stay in public libraries each time

39. Of those public library users aged 8 and above who had visited public libraries in the past 12 months, 53.5% usually stayed in public libraries for less than one hour each time,

28.3% stayed there for one to less than two hours and 18.2% stayed there for two hours or more. On the whole, mean and median of the duration of stay in public libraries each time were 1.2 hours and 0.8 hour respectively. (Table 13)

40. Analysed by type of public libraries, it is revealed that Central Library (29.8%) and major libraries (24.3%) bore a relatively larger proportion of staying in public libraries for two hours and more while small libraries (10.5%) and mobile libraries (0.1%) bore a relatively smaller proportion. (Table 13)

Table 13 - Duration of stay in public libraries each time by library type

	<u>Overall</u> %	<u>Library Type</u>				
		<u>Central</u> %	<u>Major</u> %	<u>District</u> %	<u>Small</u> %	<u>Mobile</u> %
Less than 1 hour	53.5	38.4	47.8	51.9	65.1	99.3
1 hour to less than 2 hours	28.3	31.8	27.9	30.2	24.4	0.6
2 hours or more	18.2	29.8	24.3	17.9	10.5	0.1
Total	100.0	100.0	100.0	100.0	100.0	100.0
Mean (hour)	1.2	1.6	1.4	1.3	1.0	0.3
Median (hour)	0.8	1.3	1.3	0.8	0.8	0.3
Average daily attendance ('000)	(87.6)	(6.7)	(15.9)	(44.8)	(19.2)	(0.9)
Sample size	(6 720)	(435)	(816)	(2 958)	(1 959)	(552)
Base : Users of public libraries aged 8 and above who had visited public libraries in the past 12 months						
Ref. : A2						

41. Analysed the correlation between the number of visiting times and duration of stay in public libraries each time, it is revealed that the duration of stay in public libraries each time tended to increase with the number of visiting times. The proportion staying in public libraries for two hours or more each time being 10.0% among those who visited public libraries 12 times or less in the past 12 months increased to 29.6% among those who visited public libraries 53 times and more in the past 12 months. (Table 13a)

Table 13a - Correlation between number of visiting times and duration of stay each time

	<u>Overall</u> %	<u>Number of times visited public libraries in the past 12 months</u>			
		<u>12 times or less</u> %	<u>13 - 36 times</u> %	<u>37 - 52 times</u> %	<u>53 times and more</u> %
<u>Duration of stay in public libraries each time</u>					
Less than 1 hour	53.5	67.5	61.3	51.7	35.0
1 hour to less than 2 hours	28.3	22.5	24.6	30.7	35.4
2 hours or more	18.2	10.0	14.1	17.6	29.6
Total	100.0	100.0	100.0	100.0	100.0
Average daily attendance ('000)	(87.6)	(24.6)	(20.7)	(16.6)	(25.7)
Sample size	(6 720)	(1 911)	(1 619)	(1 267)	(1 923)
Base : Users of public libraries aged 8 and above who had visited public libraries in the past 12 months					
Ref. : A1, A2					

A(IV). Usage and Views on Key Services and Facilities of Public Libraries

(i) Lending services

Usage of lending services

42. Of those public library users aged 8 and above who had visited public libraries in the past 12 months, 84.4% had borrowed library materials from public libraries in the past 12 months. [Ref.: A3]

43. Analysed by various lending facilities / services provided in public libraries, over 60% had used “Book Drop Service” (67.4%) and “Self-charging Terminal” (63.6%), followed by “Express Check-in Services” (47.6%). About one-tenth had used “Book Drop Services at MTR Interchange Stations” (11.7%) and “Smart Return Station” (11.6%).

(Table 14)

Table 14- Whether had used various facilities / services relating to lending services

	Yes (%)	No (%)	Total (%)
Book Drop Service	67.4	32.6	100.0
Self-charging Terminal	63.6	36.4	100.0
Express Check-in Services	47.6	52.4	100.0
Book Drop Services at MTR Interchange Stations	11.7	88.3	100.0
Smart Return Station	11.6	88.4	100.0
Base : Users of public libraries aged 8 and above (excluding those used only e-services / e-resources) (Average daily attendance=88 300, n=6 793) Ref. : B1(i)			

Views on lending collection and borrowing arrangements

44. To collect views on the quality of the lending collection, all those who had used the lending services of public libraries in the past 12 months were asked to express whether they agreed with the statements as follows: (Table 15)

Table 15 - Views on quality of lending collection of public libraries

	Agree (%)	Disagree (%)	No opinion (%)	Total (%)
I can usually borrow books and materials that I need	79.5	20.3	0.2	100.0
The variety of books and materials available for lending is adequate	73.3	26.1	0.6	100.0
The quantity of books and materials available for lending is adequate	69.9	29.7	0.4	100.0
The collection of new books/new materials in this library is good	64.2	30.3	5.6	100.0
Base : Users of public libraries aged 8 and above who had used lending services of public libraries in the past 12 months (Average daily attendance=74 000, n=5 675) Ref. : A4				

45. Currently each registered reader is allowed to borrow a maximum of 8 items of library materials or 16 items of back issues of periodicals, with the borrowing period being one month for materials from mobile libraries and 14 days for those from all other static libraries. If the borrowed item is not reserved by other readers, it may be renewed for up to five consecutive times with a period of 14 days for each renewal. Public library users aged 8 and above were asked about their views on the lending arrangements by indicating whether they agreed to the statements as follows: (Table 16)

Table 16 - Views on borrowing arrangements

	Agree (%)	Disagree (%)	No opinion (%)	Total (%)
The number of renewal times is sufficient	94.5	5.0	0.6	100.0
The number of items can be borrowed is reasonable	92.4	7.1	0.5	100.0
The loan period is reasonable	73.4	26.2	0.5	100.0
Base : Users of public libraries aged 8 and above (excluding those used only e-services / e-resources) (Average daily attendance=88 300, n=6 793) Ref. : B2(i)				

Views on effective measure to encourage return of borrowed materials on time

46. In the survey, public library users aged 8 and above were asked which measures they considered most effective in getting readers to return the borrowed materials on time. Most users suggested “notification via email before the due date” (35.9%), followed by “increase the penalty of late return” (33.4%) and “extend the borrowing period” (26.1%). (Table 17)

Table 17 - Views on effective measure to encourage return of borrowed materials on time

	Overall %
Notification via e-mail before the due date	35.9
Increase the penalty of late return	33.4
Extend the borrowing period	26.1
Decrease the maximum number of items to be borrowed	4.1
Others	0.5
Total	100.0
Base : Users of public libraries aged 8 and above (excluding those used only e-services / e-resources) (Average daily attendance=88 300, n=6 793) Ref. : B3	

(ii) Reference services

Usage of reference services

47. Reference services are provided in static libraries only. Of those users of public libraries (excluding mobile libraries) aged 8 and above who had visited public libraries in the past 12 months, 50.7% had used reference services of public libraries in the past 12 months.
[Ref.: A6]

Types of reference sections usually used

48. For those users of public libraries (excluding mobile libraries) aged 8 and above who had used reference services of public libraries in the past 12 months, “Newspapers and Periodicals reading section” (78.3%) was the type of reference section they usually used, followed by “adult reference materials section” (35.9%). (Table 18)

Table 18 - Types of reference section usually used

	<u>Overall</u>
	%
Newspapers & Periodicals reading section	78.3
Adult reference materials section	35.9
Multimedia library / Audio-visual room	13.0
Children reference materials section	4.9
Youth reference materials section	4.2
Electronic database	3.7
Others	0.6
Base : Users of public libraries (excluding mobile libraries) aged 8 and above who had used reference services of public libraries in the past 12 months (Average daily attendance=44 000, n=3 091)	
Note : Multiple answers were allowed	
Ref. : A7	

Usual categories of reference materials looked for

49. For those users of public libraries (excluding mobile libraries) aged 8 and above who had used reference services of public libraries in the past 12 months, “Newspapers and Periodicals” (77.3%) was the category of reference materials usually looked for, followed by “Applied Science” (16.6%), “History, Geography and Biography” (16.1%) and “Social Sciences” (14.4%). (Table 19)

Table 19 - Categories of reference materials usually looked for

	<u>Overall</u>
	%
Newspapers and Periodicals	77.3
Applied Science	16.6
History, Geography & Biography	16.1
Social Science	14.4
Arts & Recreation	14.1
Fiction	12.2
Language & Literature (excluding fiction)	11.7
Religion & Philosophy	7.4
Natural Science	7.0
Others	1.6
Base : Users of public libraries (excluding mobile libraries) aged 8 and above who had used reference services of public libraries in the past 12 months (Average daily attendance=44 000, n=3 091)	
Note : Multiple answers were allowed	
Ref. : A8	

Approach usually used to find reference materials

50. Of those users of public libraries (excluding mobile libraries) aged 8 and above who had used reference services of public libraries in the past 12 months, 89.5% usually found the reference materials by “going directly to bookshelves”, followed by “searching via electronic resources” (11.5%) and “searching via the library catalogue” (10.2%). (Table 20)

Table 20 - Approach usually used to find reference materials

	<u>Overall</u>
	%
Go directly to bookshelves	89.5
Search via electronic resources	11.5
Search via library catalogue	10.2
Seek help from staff	6.8
Base : Users of public libraries (excluding mobile libraries) aged 8 and above who had used reference services of public libraries in the past 12 months (Average daily attendance=44 000, n=3 091)	
Note : Multiple answers were allowed	
Ref. : A9	

Views on quality of reference services

51. Respondents who had used reference services of public libraries in the past 12 months were asked about their views on the quality of reference services (including newspapers and periodicals service) of public libraries by indicating whether they agreed with the statements as follows: (Table 21)

Table 21 - Views on quality of reference services of the surveyed library

	Agree (%)	Disagree (%)	No opinion (%)	Total (%)
The environment of the reference library is good	93.3	6.2	0.4	100.0
Search of reference materials can be done easily	91.2	8.2	0.6	100.0
The facilities of the reference library is good	90.0	8.6	1.4	100.0
The variety of reference materials is adequate	79.2	20.1	0.7	100.0
The quantity of reference materials is adequate	73.1	25.7	1.2	100.0
[For Central and Major Libraries] Library staff is efficient	96.2	2.5	1.3	100.0
Base : <u>For statements amongst Central and Major libraries only:</u> Users of the Central Library or Major Libraries who had used reference services of public libraries in the past 12 months (N=10 900, n=589) <u>For other statements:</u> Users of public libraries (excluding mobile libraries) aged 8 and above who had used reference services of public libraries in the past 12 months (N=44 000, n=3 091)				
Ref. : A10a-f				

(iii) Electronic services*Awareness of library services through the Internet*

52. Among public library users aged 8 and above, over three quarters were aware that “checking library catalogue” (81.6%), “renewing borrowed items (include checking loan record)” (81.2%), and “reserving library materials” (77.8%) can be accessed through the Internet. Relatively fewer were aware that “booking internet workstation” (29.0%) and “‘Ask a librarian’ Internet Reference Enquiry Service” (27.8%) can be accessed through the Internet. (Table 22)

Table 22 - Whether know the respective services of public libraries can be accessed through the Internet

	Yes (%)	No (%)	Total (%)
Check library catalogue	81.6	18.4	100.0
Renew borrowed items (include checking loan record)	81.2	18.8	100.0
Reserve library materials	77.8	22.2	100.0
Register e-mail notification service	46.9	53.1	100.0
Book internet workstation	29.0	71.0	100.0
‘Ask a librarian’ Internet Reference Enquiry Service	27.8	72.2	100.0
Base : All users of public libraries aged 8 and above (Average daily attendance=88 300, n=6 794) Ref. : B5(i)			

Usage of library services through the Internet

53. For those public library users aged 8 and above who were aware of the respective electronic services, they were asked whether they had ever used such electronic services. About 70% of them had used “renewing borrowed items (include checking loan record)” (69.2%) and “checking library catalogue” (68.4%) through the Internet, followed by “reserving library materials” (55.5%) and “registering e-mail notification service” (44.8%). Relatively fewer of them had used “booking internet workstation” (20.5%) and “‘Ask a librarian’ Internet Reference Enquiry Service” (16.8%) through the Internet. (Table 23)

Table 23 - Whether had used the respective services of public libraries through the Internet

	<u>Renew borrowed items(include checking loan record)</u> %	<u>Check library catalogue</u> %	<u>Reserve library materials</u> %	<u>Register e-mail notification service</u> %	<u>Book internet workstation</u> %	<u>‘Ask a librarian’ Internet Reference Enquiry Service</u> %
Yes	69.2	68.4	55.5	44.8	20.5	16.8
No	30.8	31.6	44.5	55.2	79.5	83.2
Total	100.0	100.0	100.0	100.0	100.0	100.0
Average daily attendance (‘000)	(71.7)	(72.1)	(68.7)	(41.4)	(25.6)	(24.6)
Sample size	(5 409)	(5 413)	(5 193)	(3 078)	(1 908)	(1 904)
Base : Users of public libraries aged 8 and above who were aware of the respective services through the Internet Ref. : B5a-f(ii)						

Reasons for not using library services through the Internet

54. For those public library users aged 8 and above who were aware of library services through the Internet but had not used these services, their main reasons were “no such need” (51.1%) and “more convenient to visit library personally” (44.2%). (Table 24)

Table 24- Reasons for not using the respective services of public libraries through the Internet

	<u>Overall</u>
	%
No such needs	51.1
More convenient to visit library personally	44.2
Internet connection facilities not available or not convenient for use	8.4
Not interested in using these services	8.4
Don't know how to use computer / electronic equipment	3.3
Surfing other websites or dealing with other matters when using Internet	3.0
Don't know how to use Internet	2.3
Others	1.1
Base : Users of public libraries aged 8 and above who were aware of e-services but had not used any of these services (Average daily attendance=17 600, n=1 373)	
Note : Multiple answers were allowed	
Ref. : B5(iv)	

(iv) Electronic resources*Awareness of electronic resources*

55. As compared with the awareness of library services through the Internet, the awareness of the availability of electronic resources was relatively lower: e-books (46.8%), e-database (42.7%) and digital collection² (33.5%). Among those knowing the availability of the respective electronic resources, over two-thirds of them were aware that e-books (72.4%), e-database (71.2%) and digital collection (66.8%) can be accessed through the Internet. (Tables 25)

Usage of library resources through the Internet

56. For those public library users aged 8 and above who were aware of the respective electronic resources accessed through the Internet, 20% to 30% had used such electronic resources: e-database (29.0%), e-books (21.4%) and digital collection (19.8%). (Table 25)

² Digital collection refers to digitized version of the Multi-Media Information System, such as past HK newspapers, maps, photographs, manuscripts, audio-visual materials, review of past seminars held by Hong Kong Public Libraries, etc.

Table 25 - Awareness and usage of e-resources

<u>Whether know e-resources provided by public libraries</u>	<u>Average daily attendance ('000)</u> <u>(Sample size)</u>	<u>Yes</u> <u>%</u>	<u>No</u> <u>%</u>	<u>Total</u> <u>%</u>
E-book	88.3 (6 794)	46.8	53.2	100.0
E-Database	88.3 (6 794)	42.7	57.3	100.0
Digital Collection	88.3 (6 794)	33.5	66.5	100.0
<u>Whether know e-resources can be accessed through the library homepage</u>		<u>%</u>	<u>%</u>	<u>%</u>
E-book	41.4 (3 180)	72.4	27.6	100.0
E-Database	37.7 (2 838)	71.2	28.8	100.0
Digital Collection	29.6 (2 197)	66.8	33.2	100.0
<u>Whether used e-resources of public libraries</u>		<u>%</u>	<u>%</u>	<u>%</u>
E-Database	26.9 (2 007)	29.0	71.0	100.0
E-book	30.0 (2 290)	21.4	78.6	100.0
Digital Collection	19.8 (1 472)	19.8	80.2	100.0

Base : Users of public libraries aged 8 and above who had used the respective services in the past 12 months
Ref. : B6a-c(i)(ii)(iii)

Reasons for not using library resources through the Internet

57. Those public library users aged 8 and above who were aware of but had not used the respective electronic resources through the Internet were further asked about the reasons –

- (a) The main reasons for not using e-database were “searching information through the Internet was sufficient/more convenient” (54.5%), “no such need/not interested” (19.8%) and “had tried, but didn't know how to use” (16.7%). (Table 26)
- (b) The main reasons for not using e-books were “preferred reading printed books” (69.2%) and “no such need/not interested” (11.2%). (Table 26)
- (c) The main reasons for not using digital collection were “didn't know content/usage of digital collection” (59.3%), “no such need/not interested” (18.2%) and “difficult to search” (12.1%). (Table 26)

Table 26- Main reasons for not using library resources through the Internet

	<u>Overall</u>
Reasons for not using e-database	%
Searching information via Internet is sufficient / more convenient	54.5
No such need / Not interested	19.8
Have tried, but don't know how to use	16.7
Materials are mostly in English, thus not suitable	5.5
Base : Users of public libraries aged 8 and above who were aware of but had not used e-database (Average daily attendance=19 100, n=1 461)	
Reasons for not using e-books	
Prefer reading printed books	69.2
No such need / Not interested	11.2
Needs computer for reading, thus not handy	6.6
Insufficient variety	6.0
Base : Users of public libraries aged 8 and above who were aware of but had not used e-books (Average daily attendance=23 500, n=1 815)	
Reasons for not using digital collection	
Do not know content / usage of digital collection	59.3
No such need / Not interested	18.2
Difficult to search	12.1
Needs computer to access, not available on mobile devices	6.4
Base : Users of public libraries aged 8 and above who were aware of but had not used digital collection (Average daily attendance=15 900, n=1 190)	
Note : Multiple answers were allowed	
Ref. : B6a(v), B6b(v), B6c(v)	

(v) Ranking of usages on key services and facilities in static libraries

58. Among the various static library services and facilities, “Book Drop Service” (67.4%) and “Self-charging Terminal” (63.6%) were the most popular static library services/facilities used in the past 12 months among all public library users aged 8 and above. “Newspapers and Periodicals” (48.8%), “Express Check-in Services” (47.6%) and “New HKPL website” (47.2%) were other popular services and facilities, followed by “Study Room” (30.5%) and “Computer and Information Centre/Area” (26.4%). “Extension Activities” (5.2%) was the least used services/facilities. (Table 27)

Table 27 - Types of static library services and facilities used

	<u>Usage rate</u>
	%
Book-drop services	67.4
Self-charging terminal	63.6
Newspapers and Periodicals	48.8
Express check-in services	47.6
New HKPL website	47.2
Study room [^]	30.5
Computer and Information Centre/Area [^]	26.4
Photocopying / ‘Print with Ease’ Services [^]	19.8
Adults/Children Audio-visual Services	17.1
Book-drop services at MTR Interchange Stations	11.7
Smart Return Station [^]	11.6
Extension Activities	5.2
Base : Users of public libraries aged 8 and above (excluding those used only e-services / e-resources) (Average daily attendance=88 300, n=6 793)	
Notes : [^] Services and facilities available in some libraries only	
Multiple answers were allowed	
Ref. : B1, B4	

A(V). *View on Other Aspects of Public Libraries*(i) Environment of public libraries

59. For those public library users aged 8 and above who had visited public libraries in the past 12 months, they were asked about their views on environment of public libraries by indicating whether they agreed with the statements as follows: (Table 28)

Table 28 - Views on environment of public libraries

	Agree (%)	Disagree (%)	No opinion (%)	Total (%)
The interior is sufficiently illuminated	98.4	1.6	*	100.0
The interior is well ventilated	92.8	6.9	0.3	100.0
The interior is quiet	90.5	9.0	0.6	100.0
The interior is neat and clean	98.7	1.2	0.1	100.0
[For static libraries only] The signage and bookshelf classification is clear	96.7	2.7	0.7	100.0
[For static libraries only] Horticulture is sufficient inside / outside	87.3	10.3	2.3	100.0
[For static libraries only] The overall environment is good	98.8	1.0	0.3	100.0
Base : <u>For statements amongst static libraries only:</u> Users of public libraries (excluding mobile libraries) aged 8 and above who had visited public libraries in the past 12 months (Average daily attendance=86 700, n=6 168) <u>For other statements:</u> Users of public libraries aged 8 and above who had visited and used lending services of public libraries in the past 12 months (N=87 600, n=6 720) Ref. : A12(i)				

(ii) Staff services of public libraries

60. For those public library users aged 13 and above who had visited public libraries in the past 12 months, they were asked about their views on staff services of public libraries by indicating whether they agreed to the statements as follows: (Table 29)

Table 29 - Views on staff services of public libraries

	Agree (%)	Disagree (%)	No opinion (%)	Total (%)
Staff are polite	96.5	2.1	1.4	100.0
Staff are efficient	95.8	2.4	1.8	100.0
Staff provide good customer service	97.5	1.5	0.9	100.0
Base : Users of public libraries aged 13 and above who had visited public libraries in the past 12 months (Average daily attendance=84 800, n=6 441) Ref. : A13				

(iii) Opening hours of public libraries

61. Those public library users aged 8 and above who had visited public libraries in the past 12 months were also asked about their views on the opening hours of public libraries. In general, 82.9% of all public library users considered the existing opening hours very convenient or convenient while 11.0% thought otherwise. Analysed by type of public libraries, it is revealed that district libraries bore the greatest proportion of considering the existing opening hours very convenient or convenient (87.7%) while small libraries bore the smallest proportion (70.5%). (Table 30)

Table 30 - Convenience of opening hours of public libraries by library type

	Overall	Library type				
	%	Central	Major	District	Small	Mobile
	%	%	%	%	%	%
Very convenient / Convenient	82.9	81.4	85.6	87.7	70.5	77.2
- Very convenient	14.1	24.2	18.1	12.5	10.8	20.1
- Convenient	68.8	57.2	67.4	75.2	59.6	57.1
Average	6.0	6.8	5.4	4.8	9.0	9.4
Very inconvenient / Inconvenient	11.0	11.8	9.0	7.6	20.5	12.9
- Inconvenient	10.9	11.8	9.0	7.4	20.1	12.3
- Very inconvenient	0.2	*	-	0.2	0.4	0.5
No opinion	*	-	-	-	0.1	0.5
Total	100.0	100.0	100.0	100.0	100.0	100.0
Average daily attendance ('000)	(87.6)	(6.7)	(15.9)	(44.8)	(19.2)	(0.9)
Sample size	(6 720)	(435)	(816)	(2 958)	(1 959)	(552)
Base : Users of public libraries aged 8 and above who had visited public libraries in the past 12 months						
Ref. : A14(i)						

(iv) Achievement of Functions of Public Library

62. In the survey, respondents aged 13 and above were asked whether they thought HKPL can achieve the functions of public libraries as follows: (Table 31)

Table 31 - Whether considered that HKPL can achieve functions of public libraries

	Can (%)	Cannot (%)	No opinion (%)	Total (%)
As a source of leisure and enjoyment	98.3	1.6	0.2	100.0
Facilitate self-learning by providing resources to the public	89.4	8.3	2.3	100.0
Organizing library activities for readers of different age groups	78.9	14.8	6.3	100.0
Providing information and the latest development on all subject disciplines	74.8	19.2	6.0	100.0
Promoting literary arts and literary research in Hong Kong	72.5	20.0	7.5	100.0
Base : Users of public libraries aged 13 and above (Average daily attendance=85 500, n=6 515)				
Ref. : B7				

(v) Awareness and Usage of Community Libraries

63. When asked whether they knew HKPL joined hands with some communities or groups to set up Community Libraries, 11.0% of public library users aged 13 and above answered in the affirmative. Among them, 30.2% reported that they had used Community Libraries. [Ref.: B10(i),(ii)]

A(VI). *Satisfaction with Public Library Services and Facilities Used*(i) Satisfaction with lending services of public libraries

64. Of those public library users aged 8 and above who had visited and used the lending services of public libraries in the past 12 months, 82.4% were very satisfied or satisfied with the lending services while only 1.3% held the opposite views. 16.3% rated the lending services average. (Table 32)

Table 32 - Satisfaction with lending services of public libraries

	<u>Overall</u>
	%
Very satisfied/ Satisfied	82.4
- <i>Very satisfied</i>	15.2
- <i>Satisfied</i>	67.2
Average	16.3
Very dissatisfied/ Dissatisfied	1.3
- <i>Dissatisfied</i>	1.3
- <i>Very dissatisfied</i>	*
Total	100.0
Base : Users of public libraries aged 8 and above who had visited and used lending services of public libraries in the past 12 months (Average daily attendance=74 000, n=5 675)	
Ref. : A5	

(ii) Satisfaction with various facilities/services relating to lending services

65. Those public library users aged 8 and above who had used the respective lending services were further asked to express their satisfaction with the services. In general, the majority of users were satisfied with the respective lending services: “Express Check-in Services” (94.1%), “Book Drop Service” (91.0%), “Smart Return Station” (89.8%) and “Self-charging Terminal” (88.0%). Relatively fewer were satisfied with “Book Drop Services at MTR Interchange Stations” (77.5%). (Table 33)

Table 33 - Satisfaction with the respective facilities / services relating to lending services

	<u>Express Check-in Services</u>	<u>Book Drop Services</u>	<u>Smart Return Station</u>	<u>Self-charging Terminal</u>	<u>Book Drop Services at MTR Interchange Stations</u>
	%	%	%	%	%
Very satisfied / Satisfied	94.1	91.0	89.8	88.0	77.5
- <i>Very satisfied</i>	39.1	30.5	29.2	27.0	27.3
- <i>Satisfied</i>	55.0	60.5	60.5	61.0	50.2
Average	5.1	8.0	9.2	9.7	15.7
Very dissatisfied / Dissatisfied	0.8	1.0	1.1	2.2	6.8
- <i>Dissatisfied</i>	0.6	0.9	1.1	2.0	6.8
- <i>Very dissatisfied</i>	0.1	0.1	-	0.3	0.1
Total	100.0	100.0	100.0	100.0	100.0
Average daily attendance ('000)	(42.1)	(59.5)	(10.3)	(56.1)	(10.3)
Sample size	(3 049)	(4 638)	(672)	(4 203)	(795)
Base : Users of public libraries aged 8 and above who had used the respective facilities / services relating to lending services public libraries					
Ref. : B1a-e(ii)					

(iii) Satisfaction with reference services

66. For those users of public libraries (excluding mobile libraries) aged 8 and above who had used reference services of public libraries in the past 12 months, 82.6% were very satisfied or satisfied with the reference services while 1.5% held the opposite view. 15.9% rate the reference services average. (Table 34)

Table 34 - Satisfaction with reference services of the surveyed library

<u>Satisfaction with reference services of the surveyed library</u>	<u>Overall</u>
	%
Very satisfied/ Satisfied	82.6
- <i>Very satisfied</i>	10.2
- <i>Satisfied</i>	72.4
Average	15.9
Very dissatisfied/ Dissatisfied	1.5
- <i>Dissatisfied</i>	1.2
- <i>Very dissatisfied</i>	0.3
Total	100.0
Base : Users of public libraries (excluding mobile libraries) aged 8 and above who had used reference services of public libraries in the past 12 months (Average daily attendance=44 000, n=3 091)	
Ref. : A11	

(iv) Satisfaction with library services through the Internet

67. Almost 90% of public library users aged 8 and above who had used the library services through the Internet felt satisfied with all of the respective services. “Renewing borrowed items (include checking loan record)” (91.6%) and “registering e-mail notification service” (90.5%) recorded relatively higher satisfaction ratings. (Table 35)

Table 35 - Satisfaction with library services via the Internet

	<u>Renew borrowed items (include checking loan record)</u>	<u>Register e-mail notification service</u>	<u>Reserve library materials</u>	<u>'Ask a librarian' Internet Reference Enquiry Service</u>	<u>Book internet workstation</u>	<u>Check library catalogue</u>
	%	%	%	%	%	%
Very satisfied / Satisfied	91.6	90.5	89.1	88.6	88.3	88.1
- <i>Very satisfied</i>	32.7	31.7	28.8	19.1	23.3	24.0
- <i>Satisfied</i>	58.9	58.9	60.3	69.5	64.9	64.1
Average	7.9	8.6	9.8	10.9	10.2	11.0
Very dissatisfied / Dissatisfied	0.5	0.9	1.1	0.5	1.5	0.9
- <i>Dissatisfied</i>	0.4	0.9	1.0	0.5	1.5	0.9
- <i>Very dissatisfied</i>	0.1	*	*	-	-	*
Total	100.0	100.0	100.0	100.0	100.0	100.0
Average daily attendance ('000)	(49.7)	(18.5)	(38.1)	(4.1)	(5.2)	(49.3)
Sample size	(3 744)	(1 398)	(2 856)	(344)	(375)	(3 620)
Base : Users of public libraries aged 8 and above who had used the respective services via the Internet Ref. : B5a-f(iii)						

(v) Satisfaction with library resources through the Internet

68. Users of electronic resources were less satisfied with their usage experience: digital collection (61.3%), e-database (59.5%) and e-books (55.5%). (Table 36)

Table 36 - Satisfaction with the respective e-resources

	<u>Digital Collection</u>	<u>E-Database</u>	<u>E-book</u>
	%	%	%
Very satisfied / Satisfied	61.3	59.5	55.5
- <i>Very satisfied</i>	17.2	10.2	12.2
- <i>Satisfied</i>	44.1	49.3	43.3
Average	34.3	36.5	35.3
Very dissatisfied / Dissatisfied	4.4	4.0	9.2
- <i>Dissatisfied</i>	4.4	3.5	8.9
- <i>Very dissatisfied</i>	-	0.5	0.3
Total	100.0	100.0	100.0
Average daily attendance ('000)	(3.9)	(7.8)	(6.4)
Sample size	(282)	(546)	(475)
Base : Users of public libraries aged 8 and above who had used the respective e-resources through the Internet Ref. : B6a-c(iv)			

(vi) Satisfaction with other services and facilities

69. Public library users aged 8 and above were generally satisfied with other services and facilities they used, with over 80% expressing satisfaction with “Study Room” (85.3%), “Adults/Children Audio-visual Services” (83.8%), “New HKPL website” (83.3%), “Newspapers and Periodicals” (82.2%) and “Extension Activities” (82.1%). Relatively fewer were satisfied with “Computer and Information Centre/Area” (79.0%) and “Photocopying/‘Print with Ease’ Services” (76.3%). (Tables 37)

Table 37 - Satisfaction with the respective services or facilities

<u>Services / facilities</u>	<u>Average daily attendance ('000)</u> <u>(Sample size)</u>	<u>Satisfaction rating</u>		
		<u>Very satisfied / Satisfied</u> %	<u>Average</u> %	<u>Very dissatisfied / Dissatisfied</u> %
Study room	26.9 (1 769)	85.3	11.4	3.3
Adults / Children Audio-visual Services	15.1 (1 074)	83.8	14.5	1.7
New HKPL website	41.7 (3 098)	83.3	15.1	1.6
Newspapers and Periodicals	43.1 (3 298)	82.2	13.9	3.9
Extension Activities	4.6 (390)	82.1	15.0	2.9
Computer and Information Centre / Area	23.4 (1 712)	79.0	16.7	4.3
Photocopying / 'Print with Ease' Services	17.5 (1 200)	76.3	20.2	3.5
Base : Users of public libraries aged 8 and above who had used the respective services in the past 12 months Ref. : B4a-g(ii)				

(vii) Overall Satisfaction with public libraries

70. Based on the satisfaction with the respective services or facilities as mentioned above, the overall satisfaction for public libraries was compiled. Overall, 85.6% of all public library users aged 8 and above were satisfied with the services and facilities of public libraries while 1.9% held the opposite view. (Table 38)

71. Analysed by type of public libraries, it is found that the proportions of users satisfied with the services and facilities of public libraries were similar across the various library type except that the users of mobile libraries showed a relatively lower satisfaction (78.6% vs other library types 84.9% - 88.5%). (Table 38)

Table 38 - Overall Satisfaction with public libraries

	Overall	Library type				
		Central	Major	District	Small	Mobile
	%	%	%	%	%	%
Very satisfied/ satisfied	85.6	88.5	86.1	84.9	85.9	78.6
Average	12.6	10.1	12.5	13.0	12.1	18.6
Very dissatisfied/ dissatisfied	1.9	1.4	1.4	2.1	2.1	2.9
Total	100.0	100.0	100.0	100.0	100.0	100.0
Average daily attendance ('000)	(88.3)	(6.7)	(16.1)	(45.2)	(19.4)	(0.9)
Sample size	(6 794)	(435)	(821)	(2 979)	(1 993)	(566)
Base : All users of public libraries aged 8 and above						
Ref. : A5, A11, B1a-e(ii), B5a-f(iii), B6a-c(iv) and B4a-g(ii)						

A(VII). Suggestions for Improvement of Public Libraries

72. For those public library users aged 8 and above who were dissatisfied with the lending services they used, they were asked about the suggestions for improving the respective lending services as follows: (*Table 39*)

- Those who were dissatisfied with “Self-charging Terminal” suggested “updating parts / hardware / system” (31.9%) and “improving speed/sensitivity of terminal” (23.7%).
- Those who were dissatisfied with “Express Check-in Services” suggested “increasing accuracy of machine” (42.0%) and “increasing staff” (16.4%).
- Those who were dissatisfied with “Book Drop Services” suggested “increasing the number of book drops” (35.6%) and “extension of opening hours / 24 hours” (18.3%).
- Those who were dissatisfied with “Book Drop Services at MTR Interchange Stations” suggested “increasing the number of book drops in MTR stations” (71.9%) and “increasing the number of MTR stations with book drops” (20.0%).
- Those who were dissatisfied with “Smart Return Stations” suggested “simplifying the procedure” (58.3%) and “increasing the number of stations with Smart Return Station” (18.9%).

Table 39 - Suggestions for improvement areas on the respective lending services of public libraries

	<u>Overall</u> %
a. Self-charging Terminal	
Update parts / hardware / system	31.9
Improve speed/sensitivity of terminal	23.7
Strengthen usage guidelines	10.5
Increase maintenance	7.7
Renew barcode of books	6.4
Others	21.5
Base : Users of public libraries aged 8 and above who were dissatisfied with "Self-charging Terminal" of public libraries (Average daily attendance=1 300, n=84)	
b. Express Check-in Services	
Increase accuracy of machine	42.0
Increase staff	16.4
Allow check-in after the loan period	8.0
Others	34.5
Base : Users of public libraries aged 8 and above who were dissatisfied with "Express Check-in Services" of public libraries (Average daily attendance=300, n=17)	
c. Book Drop Services	
Increase the number of book drops	35.6
Extension of opening hours / 24 hours	18.3
Increase the number of MTR stations with book drops	13.2
Add CD drops	6.8
Larger size of book drops	4.1
Increase the number of book drop location	1.2
Others	20.7
Base : Users of public libraries aged 8 and above who were dissatisfied with "Book Drop Services" of public libraries (Average daily attendance=600, n=43)	
d. Book Drop Services at MTR Interchange Stations	
Increase the number of book drops in MTR stations	71.9
Increase the number of MTR stations with book drops	20.0
Increase the number of book drop location across all MTR stations	6.1
Located at eye-catching areas / add instruction	2.3
Others	0.2
Base : Users of public libraries aged 8 and above who were dissatisfied with "Book Drop Services at MTR Interchange Stations" of public libraries (Average daily attendance=700, n=44)	
e. Smart Return Stations	
Simplify the procedure	58.3
Increase the number of stations with Smart Return Station	18.9
Improve the software/system	11.8
Improve the sensitivity of sensor	11.0
Base : Users of public libraries aged 8 and above who were dissatisfied with "Smart Return Stations" of public libraries (Average daily attendance=100, n=5)	
Note : Multiple answers were allowed	
Ref. : B1a-e(iii)	

73. Those public library users aged 8 and above who disagreed with the respective borrowing arrangements were asked about the suggestions for improvements as follows: (Table 40)

- Those who disagreed that “the number of items can be borrowed is reasonable” suggested “increase to 9-10 books” (63.1%).
- Those who disagreed that “the loan period is reasonable” suggested “extend to 15-21 days” (60.9%) and “extend to 22-30 days” (38.0%).
- Those who disagreed that “the number of renewal times is sufficient” suggested “increase to 8 times” (25.3%), “increase to 7 times” (24.0%) and “increase to 10 times or above” (21.9%).

Table 40 - Suggestions for improvement areas on the respective borrowing arrangements of public libraries

	<u>Overall</u>
	%
<u>a. The number of items can be borrowed</u>	
Increase to 9-10 books	63.1
Increase to 11-12 books	12.0
Decrease the number of books borrowed	10.8
Increase to 15 books or above	10.2
Increase to 13-14 books	2.2
Decrease the number of back issues of periodicals borrowed	1.2
Others	1.6
Base : Users of public libraries aged 8 and above who disagreed “the number of items can be borrowed is reasonable” (Average daily attendance=6 300, n=437)	
<u>b. The loan period</u>	
Extend to 15-21 days	60.9
Extend to 22-30 days	38.0
Others	1.1
Base : Users of public libraries aged 8 and above who disagreed “the loan period is reasonable” (Average daily attendance=23 100, n=1 736)	
<u>c. The number of renewal times</u>	
Increase to 8 times	25.3
Increase to 7 times	24.0
Increase to 10 times or above	21.9
Increase to 6 times	10.8
Decrease to 3 times	7.3
Decrease to 4 times	5.6
Unlimited number of renewal times	2.2
Decrease to 2 times or below	2.0
Others	1.1
Base : Users of public libraries aged 8 and above who disagreed “the number of renewal times is sufficient” (Average daily attendance=4 400, n=303)	
Note : Multiple answers were allowed	
Ref. : B2a-c(ii)	

74. Regarding other selected services and facilities provided by public libraries, some public library users aged 8 and above (ranging from 100 to 1 700) expressed dissatisfaction. They were asked about the suggestions for improving the respective services and facilities as follows: (*Table 41*)

- Those who were dissatisfied with “Newspapers and Periodicals” suggested “increasing the number of newspapers and periodicals” (49.5%) and “increasing the variety of newspapers and periodicals” (30.3%).
- Those who were dissatisfied with “Adults / Children Audio-visual Services” suggested “increasing the number of audio-visual services” (84.8%) and “increasing the variety of audio-visual services” (84.8%).
- Those who were dissatisfied with “Computer and Information Centre / Area” suggested “increasing the number of computer equipment” (42.9%) and “replacing / updating computer equipment” (31.7%).
- Those who were dissatisfied with “Photocopying / Print with Ease' Services” suggested “reducing the photocopying charges” (44.3%).
- Those who were dissatisfied with “Extension Activities” suggested “increasing the places of activities” (50.2%) and “increasing the number of activities” (33.3%).
- Those who were dissatisfied with “Study room” suggested “increasing the number of seats” (58.3%).
- Those who were dissatisfied with “New HKPL website” suggested “introducing the new interface” (73.1%) and “adding instruction / tutorial” (21.3%).

Table 41 - Suggestions for improvement areas on the respective services of public libraries

	<u>Overall</u> %
<u>a. Newspapers and Periodicals</u>	
Increase the number of newspapers and periodicals	49.5
Increase the variety of newspapers and periodicals	30.3
Add staff to advise / remind / inspect	12.0
Increase the number of seats	4.8
Add new newspapers and periodicals	2.0
Others	6.0
Base : Users of public libraries aged 8 and above who were dissatisfied with "Newspapers and Periodicals" of public libraries (Average daily attendance=1 700, n=117)	
<u>b. Adults / Children Audio-visual Services</u>	
Increase the number of audio-visual services	84.8
Increase the variety of audio-visual services	84.8
Improve cleanliness	2.4
Replace / update audio-visual equipment	1.5
Others	11.3
Base : Users of public libraries aged 8 and above who were dissatisfied with "Adults / Children Audio-visual Services" of public libraries (Average daily attendance=300, n=18)	
<u>c. Computer and Information Centre / Area</u>	
Increase the number of computer equipment	42.9
Replace / update computer equipment	31.7
Add staff to assist / guide people how to use computer equipment	9.3
Add limit on usage time	9.2
Add staff to advise / remind / inspect	7.0
Improve cleanliness	2.6
Others	4.6
Base : Users of public libraries aged 8 and above who were dissatisfied with "Computer and Information Centre / Area" of public libraries (Average daily attendance=1 000, n=62)	
<u>d. Photocopying / Print with Ease' Services</u>	
Reduce the photocopying charges	44.3
Add / update photocopier	17.3
Increase different size of paper	12.7
Provide color photocopying	9.3
More clear indication	2.8
Provide free photocopying	2.3
Others	11.3
Base : Users of public libraries aged 8 and above who were dissatisfied with "Photocopying / Print with Ease' Services" of public libraries (Average daily attendance=600, n=38)	
Ref. : B4a-g(iii)	

Table 41 - Suggestion for improvement areas on the respective services of public libraries (continued)

	Overall %
<u>e. Extension Activities</u>	
Increase the places of activities	50.2
Increase the number of activities	33.3
Increase the variety of activities	16.5
Base : Users of public libraries aged 8 and above who were dissatisfied with "Extension Activities" of public libraries (Average daily attendance=100, n=8)	
<u>f. Study room</u>	
Increase the number of seats	58.3
Increase space of study room	16.7
Increase the number of sockets	13.3
Increase staff to manage / control the study room	4.6
Extend the opening hours of Study rooms	3.8
Improve cleanliness	3.5
Improve air-conditioning / ventilation systems	2.5
Base : Users of public libraries aged 8 and above who were dissatisfied with "Study room" of public libraries (Average daily attendance=900, n=43)	
<u>g. New HKPL website</u>	
Introduce the new interface	73.1
Add instruction / tutorial	21.3
Improve / strengthen the search function	6.7
Base : Users of public libraries aged 8 and above who were dissatisfied with "New HKPL website" of public libraries (Average daily attendance=700, n=51)	
Note : Multiple answers were allowed	
Ref. : B4a-g(iii)	

75. Those public library users aged 13 and above, irrespective of whether they had ever used the services/facilities and whether they were satisfied with the services/facilities, were asked about suggestions for improving the services and facilities of public libraries. 26.5% of them did not provide any concrete opinion. (Table 42)

- (a) 47.3% raised suggestions for improving library collection, mainly "increasing quantity of library collection" (30.6%), "increasing variety of library collection" (29.5%), "increasing reference library resources" (9.0%) and "adding more newspapers or magazines" (7.2%).
- (b) 33.1% raised suggestions for improving facilities of public libraries, mainly "adding more seats in libraries" (18.7%).
- (c) Some other suggested "adding more extension activities" (5.7%) and "improving order in public libraries" (6.5%).

Table 42 - Services or facilities which need to be improved

	<u>Overall</u>
	%
Library collection	47.3
- Increase quantity of library collection	30.6
- Increase variety of library collection	29.5
- Increase reference library resources	9.0
- Add more newspapers or magazines	7.2
- Add more new books	4.6
- Add variety of special collection	3.8
- Add e-resources	1.5
Facilities	33.1
- Add more seats in libraries	18.7
- Add more seats in Students' Study Room	4.0
- Add more computers	3.8
- Improve interior decoration and furniture	3.5
- Improve WiFi service	2.5
- Add facilities for children	2.0
- More appropriate temperature	1.9
- More spacious	1.9
- Add more power sockets	1.1
- Add toilet / more seats in toilet	1.1
- Others	2.7
Extension activities	7.0
- Add more extension activities	5.7
- Add more reading activities	2.9
- Add more literary activities	2.5
Miscellaneous	18.5
- Improve order in libraries	6.5
- Enhance staff training	3.3
- Increase promotion on library information and activities	2.3
- Enhance library computer system	2.0
- Increase number of libraries	1.6
- Extend opening hours	1.5
- Improve the maintenance / renewal of book	1.1
- Others	5.1
No opinion	26.5
Average daily attendance ('000)	(85.5)
Sample size	(6 515)
Base : Users of public libraries aged 13 and above	
Note : Multiple answers were allowed	
Ref. : B8	

B. Telephone Survey

B(I). Incidence of Using Public Library Services and Facilities

76. It was estimated that some 3 655 700 persons aged 8 and above (53.7%) had used the services or facilities provided by public libraries in the past 12 months, with some 2 512 900 (36.9%) using services or facilities provided by both static libraries and e-library and some 1 140 100 (16.7%) using services or facilities provided by static libraries only. Some 3 153 000 (46.3%) had not used any services or facilities provided by public libraries in the past 12 months. (Table 43)

Table 43- Incidence of using public library services and facilities in the past 12 months

	<u>No. of persons</u>	<u>%</u>
Yes	3 655 700	53.7
- using services and facilities provided by both static libraries and e-library	2 512 900	36.9
- using services and facilities provided by static libraries only	1 140 100	16.7
- using services and facilities provided by e-library only	2 700	*
No	3 153 000	46.3
Total	6 808 700	100.0
Base : General public aged 8 and above (No. of persons=6 808 700, n=2 008)		
Ref. : S3		

B(II). Profile of Users and Non-users of Public Libraries

(i) Users of public libraries

77. One of the objectives of the Telephone survey was to find out the proportions of the three categories of library users in the general public (i.e. users of static libraries only (*say Category I*), users of both static libraries and e-library (*say Category II*) and users of e-library only (*say Category III*)).

78. Profiles of the three categories of library users are depicted in Table 44. Owing to the negligible proportion of solely e-library users (Category III) as shown in the table, it is not reliable to present the relevant findings of this type of library users. As such, only the profiles of Category I and Category II users are mentioned in the ensuing paragraph. In the meantime, users of Category I and Category II as a whole are fully reflected in the Exit Survey and their reading habits are elucidated in Section A. Hence, reading habits of users based on the Telephone Survey are not mentioned in Section B.

79. Comparing users of static libraries only (*say Category I*) and users of both static libraries and e-library (*say Category II*), the latter group comprised a larger proportion of female, persons aged below 50, persons who had received education at post-secondary level or above and employed person: (*Table 44*)

- (a) 43.2% of Category II users were males and 56.8% females (compare with (cf.) 49.4% and 50.6% respectively for Category I users).
- (b) 19.4% of Category II users were of age 8 to 20; 57.9% of age 21 to 49; and 22.8% of age 50 and above (cf. 10.2%, 34.3% and 55.5% respectively for users of static libraries only). The median age of these users was 35 (cf. 55 for Category I users).
- (c) 4.5% of Category II users had received education at primary level or below; 39.8% secondary level; and 55.7% post-secondary level (cf. 15.0%, 60.3% and 24.7% respectively for Category I users).
- (d) 56.4% of Category II users were employed persons; 22.9% students; 10.4% homemakers; 8.4% retired persons; and 1.9% unemployed persons (cf. 47.1%, 10.9%, 14.4%, 26.3% and 1.3% respectively for Category I users).

(ii) Non-users of public libraries

80. Compared with users of public libraries, non-users of public libraries comprised a larger proportion of older persons aged 50 and above, persons who had received education at primary level or below and retired persons: (*Table 44*)

- (a) 46.7% of non-users were males and 53.3% females (cf. 45.2% and 54.8% respectively for users).
- (b) 7.2% of non-users were of age 8 to 20; 42.5% of age 21 to 49; and 50.2% of age 50 and above (cf. 16.5%, 50.5% and 33.0% respectively for users). The median age of non-users was 55 (cf. 45 for users).
- (c) 22.0% of non-users had received education at primary level or below; 47.7% secondary level; and 30.3% post-secondary level (cf. 7.8%, 46.1% and 46.1% respectively for users).
- (d) 52.5% of non-users were employed persons; 8.1% students; 12.5% homemakers; 23.7% retired persons; and 3.2% unemployed persons (cf. 53.5%, 19.2%, 11.7%, 14.0% and 1.7% respectively for users).

Table 44 - Profile of various types of users of public libraries

	Overall %	Non-users %	Users %	Type of users		
				(I) %	(II) %	(III) %
<u>Gender</u>						
Male	45.9	46.7	45.2	49.4	43.2	§
Female	54.1	53.3	54.8	50.6	56.8	§
<u>Age</u>						
8-12	3.7	2.1	5.0	5.0	5.1	§
13-14	1.8	0.8	2.6	0.7	3.5	§
15-20	6.8	4.3	8.9	4.5	10.8	§
21-29	12.8	10.2	14.9	6.5	18.8	§
30-39	16.8	16.3	17.3	11.9	19.7	§
40-49	17.2	16.0	18.3	15.9	19.4	§
50-59	18.4	20.2	16.9	20.6	15.2	§
>=60	22.5	30.0	16.1	34.9	7.6	§
Mean	43.4	47.2	40.2	48.3	36.5	§
Median	45.0	55.0	45.0	55.0	35.0	§
<u>Highest educational level attained</u>						
Primary or below	14.4	22.0	7.8	15.0	4.5	§
Secondary	46.8	47.7	46.1	60.3	39.8	§
Post-secondary or above	38.8	30.3	46.1	24.7	55.7	§
<u>Economic activity status</u>						
Employed	53.0	52.5	53.5	47.1	56.4	§
Student	14.1	8.1	19.2	10.9	22.9	§
Other non-working	32.9	39.4	27.3	42.0	20.6	§
- Homemaker	12.0	12.5	11.7	14.4	10.4	§
- Retired person	18.5	23.7	14.0	26.3	8.4	§
- Unemployed	2.4	3.2	1.7	1.3	1.9	§
Total	100.0	100.0	100.0	100.0	100.0	100.0
No. of persons ('000)	(6 808.7)	(3 153.0)	(3 655.7)	(1 140.1)	(2 512.9)	(2.7)
Sample size	(2 008)	(1 003)	(1 005)	(327)	(678)	
Base : General public aged 8 and above						
Ref. : C1, C3, C4, C5, C6, S2						

Notations: (I) Users of static libraries only
 (II) Users of both static libraries and e-library
 (III) Users of e-library only

Note: § The figures / percentages are not revealed owing to small sample size.

B(III). Reading Habits of Non-users**(i) Number of books read in the past 12 months**

81. 43.7% of non-users of public libraries aged 8 and above did not read any books in the past 12 months while the remaining 56.3% read at least one book (excluding textbooks, newspapers and periodicals but including comic books and digital books) during the period. Analysed by the number of books, 23.8% read 1 to 5 books, 11.0% read 6 to 10 books, 7.5% read 11 to 20 books and 14.0% read more than 20 books. (Table 45)

Table 45 - Number of books (including comic books and digital books) read in the past 12 months

	<u>Non-users</u>
	%
Nil	43.7
At least 1 book	56.3
1-5 books	23.8
6-10 books	11.0
11-20 books	7.5
More than 20 books	14.0
Total	100.0
Base : All non-users of public libraries aged 8 and above (No. of persons=3 153 000, n=1 003)	
Ref. : Q11	

(ii) Categories of books liked most

82. For those non-users of public libraries aged 8 and above who had read books in the past 12 months, the category of books they like to read most was “Fiction” (42.1%), followed by “Applied Science” (26.9%), “History, Geography & Biography” (19.0%), “Pictorial Stories & Comics” (18.8%) and “Language & Literature (excluding fiction)” (16.7%). (Table 46)

Table 46 - Categories of books like to read

	<u>Non-users</u>
	%
Fiction	42.1
Applied Science	26.9
History, Geography & Biography	19.0
Pictorial Stories & Comics	18.8
Language & Literature (excluding fiction)	16.7
Religion & Philosophy	14.7
Social Science	14.6
Arts & Recreation	8.6
Natural Science	4.5
Others	0.3
Base : Non-users of public libraries aged 8 and above who had read books in the past 12 months (No. of persons=1 775 100, n=549)	
Note : Multiple answers were allowed	
Ref. : Q12	

(iii) Channels usually used for reading books, newspapers and periodicals

83. The channel they usually used for reading books, newspapers and periodicals was “buying own copy” (65.5%), followed by “reading from internet/e-subscription” (39.1%), “borrowing from library” (17.4%) and “borrowing from families/friends/schoolmates/colleagues” (13.0%). (Table 47)

Table 47 - Channels usually used for reading books, newspapers and periodicals

	<u>Non-users</u>
	%
Buy own copy	65.5
Read from internet / e-subscription	39.1
Borrow from library	17.4
Borrow from families / friends / schoolmates / colleagues	13.0
Free newspaper / magazine / booklet	5.0
Buy e-copies from online shop	4.9
Internet / searched online	4.1
Bookstores	2.8
Borrow from other places	2.5
Apps	1.3
Gift from friends	0.3
No. of persons ('000)	(1 775.1)
Sample size	(549)
Base : Non-users of public libraries aged 8 and above who had read books in the past 12 months	
Note : Multiple answers were allowed	
Ref. : Q14	

(iv) Reading printed books/periodicals/information or digital versions

84. When asked whether they usually spent more time on reading printed books/periodicals/information or digital versions, 63.4% usually spent more time on reading printed versions while 27.3% usually spent more time on reading digital versions. 9.2% spent more or less the same amount of time on reading printed versions and digital versions. [Ref.: Q15]

(v) Channels usually used to get information about e-materials

85. “Yahoo/Google/other search engines” (61.3%) was the major channel usually used to get information about e-materials, followed by “recommendation from families/friends/teacher/colleagues” (22.8%) and “apps” (15.3%). (Table 48)

Table 48 - Channels usually used to get information about e-materials

	<u>Non-users</u>
	%
Yahoo / Google / other search engines	61.3
Recommendation from families / friends / teacher / colleagues	22.8
Apps	15.3
Discussion forum	8.8
Social network site	6.5
Online bookshop	4.9
Introduction from newspapers and periodicals	3.6
Other website	2.6
HKPL website / catalogue / leaflets	1.1
Electronic news website	1.1
Others	2.6
Base : Non-users of public libraries aged 8 and above who had spent the same amount or more time on digital version of books in the past 12 months (No. of persons=649 100, n=186)	
Note : Multiple answers were allowed	
Ref. : Q17	

(vi) Electronic devices and e-materials usually used / read

86. Smartphone (63.0%) and computer (including laptop) (61.0%) were the main devices usually used to read e-materials, followed by tablet (36.1%). (Table 49)

87. E-newspaper (79.3%) was the major kind of e-materials usually read, followed by e-book (62.7%), blog (49.6%), comic (41.4%) and e-magazine (35.3%). (Table 49)

Table 49 - Electronic devices and Kinds of e-materials usually used / read

	<u>Overall</u>	<u>Smart phone</u>	<u>Computer (including laptop)</u>	<u>Tablet</u>	<u>e-book reader</u>
	%	%	%	%	%
(a) Electronic devices usually used	NA	63.0	61.0	36.1	3.8
(b) E-materials usually read by the respective device					
E-newspaper	79.3	75.0	80.1	79.7	§
E-book	62.7	49.9	50.0	62.0	§
Blog	49.6	44.0	49.5	41.8	§
Comic	41.4	33.4	39.3	38.1	§
E-magazine	35.3	24.4	38.2	36.6	§
Others	7.4	6.2	3.8	7.7	§
No. of persons ('000)	(649.1)	(409.0)	(396.1)	(234.6)	(24.8)
Sample size	(186)	(116)	(116)	(66)	(8)
Base : Non-users of public libraries aged 8 and above who had spent the same amount or more time on digital version of books in the past 12 months (No. of persons=649 100, n=186)					
Notes : Multiple answers were allowed					
§ The figures / percentages are not revealed owing to small sample size					
Ref. : Q16(i) and Q16 a-d(ii)					

(vii) Channels usually used for searching information

88. They usually used “the Internet” (79.6%) for searching information. 29.6% looked up for information from “books” and 28.3% through “consulting or asking other people”. (Table 50)

Table 50 - Channels usually used for searching information

	<u>Non-users</u>
	%
Internet	79.6
Books	29.6
Ask others	28.3
Newspaper / periodical	2.7
Others	2.2
Base : Non-users of public libraries aged 8 and above who had read books in the past 12 months (No. of persons=1 775 100, n=549)	
Note : Multiple answers were allowed	
Ref. : Q13	

(viii) Preferable channels for getting promotion information on libraries

89. Non-users of public libraries aged 8 and over were asked about the preferable channel for getting promotion information on libraries. “TV” (71.0%) was the most preferable channel, followed by “Internet” (67.7%), “poster” (54.0%), “radio” (53.2%) and “newspapers” (52.8%). “Magazines” (37.1%) was another preferable channel. (Table 51)

Table 51- Preferable channels for getting promotion information on libraries

	<u>Overall</u>
	%
TV	71.0
Internet	67.7
Poster	54.0
Radio	53.2
Newspapers	52.8
Magazines	37.1
Not interested to know	3.2
Advertising	1.1
Others	2.5
Total	100.0
Base : Non-users of public libraries aged 8 and above who were aware of respective services provided by public libraries (No. of persons=2 942 600, n=932)	
Note : Multiple answers were allowed	
Ref. : Q8	

(ix) Duration of digital reading each time/each week

90. 82.2% had spent time on digital reading. Among them, 36.3% usually spent less than half an hour on digital reading each time, 31.9% spent half an hour to less than one hour, 21.1% spent one hour to less than two hours and 10.7% spent two hours and more. (Table 52)

Table 52 - Length of digital reading each time

	<u>Non-users</u>
	%
Less than half an hour	36.3
Half an hour to less than 1 hour	31.9
1 hour to less than 2 hours	21.1
2 hours and more	10.7
Total	100.0
Mean	0.9 hour
Median	0.8 hour
Base : Non-users of public libraries aged 8 and above who had spent time on digital reading in the past 12 months (No. of persons=1 458 800, n=441)	
Ref. : Q20(i)	

91. In terms of week, 19.4% spent less than one hour on digital reading each week, 44.0% spent one hour to less than five hours, 20.6% spent five hours to less than ten hours and 16.0% spent ten hours and more. (Table 53)

Table 53 - Length of digital reading each week

	<u>Non-user</u>
	%
Less than 1 hour	19.4
1 hour to less than 5 hours	44.0
5 hours to less than 10 hours	20.6
10 hours to less than 20 hours	10.7
20 hours and more	5.3
Total	100.0
Mean	5.9 hours
Median	3.0 hours
Base : Non-users of public libraries aged 8 and above who had spent time on digital reading in the past 12 months (No. of persons=1 458 800, n=441)	
Ref. : Q20(ii)	

(x) Whether would consider reading digital version if available

92. For those non-users of public libraries aged 8 and above who usually spent more time on reading printed books/periodicals/resources, 42.0% said that they would consider reading digital version of books/materials they were interested in if available while 58.0% said the opposite. [Ref.: Q18]

(xi) Reasons for not considering reading digital version

93. The main reasons for not considering reading digital version were “prefer reading printed version” (47.4%) and “digital version harmful to eyes” (33.4%). (Table 54)

Table 54 - Reasons for not considering reading digital version

	Non-users
	%
Prefer printed version	47.4
Harmful to eyes	33.4
Not suitable for long-time reading	10.4
Difficult / don't know how to search	7.0
Do not know how to use electronic device	5.5
Feel inconvenient when using electronic devices (complicated to operate / need to charge battery or use Internet)	4.1
Small screen / font size	3.7
Inconvenient	3.5
Need to make remark / notes	2.9
No computer	2.2
No interest	2.0
Unaccustomed	1.3
Prefer to collect books	1.3
No time	1.2
Need electronic device to read e-books	1.2
Others	6.1
Base : Non-users of public libraries aged 8 and above who would not consider reading digital version of books (No. of persons=652 800, n=214)	
Note : Multiple answers were allowed	
Ref. : Q19	

B(IV). Views on Achievement of Functions of Public Libraries

94. In the survey, respondents aged 13 and above were asked whether they thought HKPL can achieve the various functions of public libraries.

95. Of all non-users of public libraries aged 13 and above, over 80% thought HKPL could achieve the functions of “as a source of leisure and enjoyment” (89.8%) and “facilitating self-learning by providing resources to the public” (81.0%). Relatively fewer thought HKPL could achieve the functions of “promoting literary arts and literary research in Hong Kong” (60.1%) and “providing information and the latest development on all subject disciplines” (58.0%). (Table 55)

Table 55 - Whether considered that HKPL can achieve functions of public libraries

	Can (%)	Cannot (%)	No opinion (%)	Total (%)
As a source of leisure and enjoyment	89.8	7.1	3.1	100.0
Facilitate self-learning by providing resources to the public	81.0	12.6	6.4	100.0
Organizing library activities for readers of different age groups	71.7	17.7	10.6	100.0
Promoting literary arts and literary research in Hong Kong	60.1	24.5	15.4	100.0
Providing information and the latest development on all subject disciplines	58.0	27.4	14.6	100.0
Base : Non-users of public libraries aged 13 and above (No. of persons=3 088 400, n=976) Ref. : Q9				

B(V). Awareness and Usage of Community Libraries

96. When asked whether they knew HKPL joined hands with some communities or groups to set up Community Libraries, 18.4% of non-users of public libraries aged 13 and above answered in the affirmative. Among them, 24.0% reported that they had used Community Libraries. [Ref.: Q10(i),(ii)]

B(VI). Reasons for Not Using Public Library Services and Facilities

97. Regarding the awareness of the 6 major services/facilities provided by the HKPL (i.e. lending services, reference services, e-services/e-resources, extension activities, study room and website of HKPL), 6.7% of non-users aged 8 and above did not know all of these services/facilities. (Table 56)

Table 56 - Awareness of the 6 major services of HKPL

	Non-user %
Don't know all major services of HKPL	6.7
Know any of the major services of HKPL	93.3
Total	100.0
Base : All non-users of public libraries aged 8 and above (No. of persons=3 153 000, n=1 003) Ref. : Q5	

98. The main reasons for non-users not going to public libraries were “no need” (40.8%) and “no spare time” (34.0%). Some cited reasons of “locations of public libraries not convenient/nearby” (11.3%), “not interested in the services provided” (10.5%) and “find information through the Internet instead” (6.2%). (Table 57)

Table 57 - Reasons for not using services / facilities of public libraries in the past 12 months

	<u>Non-users</u>
	%
No need	40.8
No spare time	34.0
Location not convenient / nearby	11.3
No interest	10.5
Find information via the internet instead	6.2
Can't read / illiteracy	4.0
Use other libraries instead	2.3
Mobility handicapped / impaired	2.1
Insufficient reference library resources	1.5
Others	11.2
No. of persons ('000)	(2 942.6)
Sample size	(932)
Base : Non-users of public libraries aged 8 and above who were aware of respective services provided by public libraries	
Note : Multiple answers were allowed	
Ref. : Q6	

B(VII). Suggestions for Improvement of Public Libraries

99. For those non-users of public libraries aged 8 and over who reported that they had not used public libraries because of some negative views on the services/facilities, they were further asked what improvements in the library services or facilities would attract them to use the public libraries more. (*Table 58*)

- (a) 25.9% raised suggestions for improving library collection, mainly “increasing variety of library collection” (10.7%), “increasing quantity of library collection” (7.6%) and “increasing reference library resources” (5.3%).
- (b) 11.4% raised suggestions for improving facilities of public libraries.
- (c) Some other suggested “increasing the number of libraries” (8.1%).

Table 58 - Suggestions for improvement of public libraries

	Non-users
	%
Library collection	25.9
- Increase variety of library collection	10.7
- Increase quantity of library collection	7.6
- Increase reference library resources	5.3
- Add e-resources	4.6
- Add more new books	2.2
- Add more newspapers or magazines	1.3
- Others	0.8
Facilities	11.4
- Add more seats in libraries	4.6
- Improve interior decoration and furniture	1.8
- Increase services or facilities for the elderly	1.6
- Add more seats in Students' Study Room	1.4
- Add facilities for children	1.1
- Improve WiFi service	1.1
- Others	2.4
Extension activities	2.6
- Add more extension activities	2.6
- Add more literary activities	0.3
Miscellaneous	21.7
- Increase number of libraries	8.1
- Increase number of mobile libraries	4.6
- Extend opening hours	4.4
- Others	6.7
No opinion	52.9
No. of persons ('000)	(878.6)
Sample size	(279)
Base : Non-users of public libraries aged 8 and above who had negative comments on public libraries	
Note : Multiple answers were allowed	
Ref. : Q7	

Comparisons with the Results of Previous Survey

A. Exit / Users Surveys

Overall Satisfaction with Public Libraries

100. Compared with the survey results in 2009, the overall satisfaction with the services and facilities of public libraries had increased in 2014 (85.6% very satisfied/satisfied vs. 83.9% in 2009). (Table 59)

Table 59 - Overall Satisfaction with public libraries

	<u>2014 Survey</u>	<u>2009 Survey</u>
	%	%
Very satisfied/ satisfied	85.6↑	83.9
Average	12.6↓	14.3
Very dissatisfied/ dissatisfied	1.9	1.8
Total	100.0	100.0
Average daily attendance ('000)	(88.3)	(109.5)
Sample size	(6 794)	(6 312)
Base : All users of public libraries aged 8 and above		
Ref. : A5, A11, B1(ii)a-e, B5(iii)a-f, B6(iv)a-c and B4(ii)a-g		
↑/↓ Significantly higher/ lower than 2009 Survey at 95% confidence level		

Profile of Public Library Users

101. Compared with the survey results in 2009, the public library users in 2014 comprised a relatively larger proportion of persons of age 50 and above (31.4% vs. 25.3% in 2009), those who had received education at post-secondary level or above (42.4% vs. 29.1%), employed persons (41.4% vs. 39.0%) and retired persons (17.6% vs. 15.0%). (Table 60)

Reading Habits

(i) Number of books read in the past 12 months

102. Compared with the survey results in 2009, no major differences were observed on the number of books (including comic books and digital books) read in the past 12 months among the public library users in 2014. (Table 61)

Table 60 - Profile of users

	<u>2014 Survey</u>	<u>2009 Survey</u>
	%	%
<u>Gender</u>		
Male	53.1	52.2
Female	46.9	47.8
<u>Age</u>		
8-14	7.5↓	12.8
15-20	15.6	14.4
21-29	13.6	13.6
30-39	15.5	16.4
40-49	16.4	17.5
50-59	14.4↑	11.5
60 or above	17.0↑	13.8
<u>Highest education level attained</u>		
Primary or below	7.4↓	14.4
Secondary	50.2↓	56.4
Post-secondary or above	42.4↑	29.1
<u>Economic activity status</u>		
Employed	41.4↑	39.0
Student	26.4↓	30.7
Other non-working	32.2↑	30.3
- Homemaker	10.8	11.1
- Retired person	17.6↑	15.0
- Unemployed	3.9	4.3
Total	100.0	100.0
Average daily attendance ('000)	(88.3)	(109.5)
Sample size	(6 794)	(6 312)
Base : All users of public libraries aged 8 and above		
Ref. : C1		
↑/↓ Significantly higher/ lower than 2009 Survey at 95% confidence level		

Table 61 - Number of books (including comic books and digital books) read in the past 12 months

	<u>2014 Survey</u>	<u>2009 Survey</u>
	%	%
Nil	3.4	2.1
1-5 books	7.7	7.9
6-10 books	10.2	11.2
11-20 books	13.7	12.4
More than 20 books	65.0	66.5
Total	100.0	100.0
Average daily attendance ('000)	(88.3)	(109.5)
Sample size	(6 794)	(6 312)
Base : All users of public libraries aged 8 and above		
Ref. : B11		

(ii) Categories of books like to read

103. Compared with the survey results in 2009, the category of books like to read most in 2014 was “Fiction” but the proportion had dropped (47.3% vs. 50.4% in 2009) in favour of other categories, including “History, Geography & Biography” (43.4% vs. 37.5%), “Applied Science” (39.4% vs. 35.8%), “Language & Literature (excluding fiction)” (32.3% vs. 22.1%), “Social Sciences” (26.4% vs. 22.4%), “Arts & Recreation” (24.5% vs. 21.3%) and “Religion & Philosophy” (24.2% vs. 21.1%). (Table 62)

Table 62 - Categories of books like to read

	<u>2014 Survey</u>	<u>2009 Survey</u>
	%	%
Fiction	47.3↓	50.4
History, Geography & Biography	43.4↑	37.5
Applied Science	39.4↑	35.8
Language & Literature (excluding fiction)	32.3↑	22.1
Social Science	26.4↑	22.4
Arts & Recreation	24.5↑	21.3
Religion & Philosophy	24.2↑	21.1
Pictorial Stories	11.7↑	9.2
Comics	12.0	12.9
Natural Science	14.3	14.8
Others	0.1	0.2
Average daily attendance ('000)	(85.3)	(107.3)
Sample size	(6 543)	(6 208)
Base : Users of public libraries aged 8 and above who had read books in the past 12 months		
Note : Multiple answers were allowed		
Ref. : B12		
↑/↓ Significantly higher/ lower than 2009 Survey at 95% confidence level		

Habits of Visiting Public LibraryFrequency of using public libraries

104. Compared with the survey results in 2009, the proportion of public library users who visited public libraries for 5 times or less in the past 12 months had increased in 2014 (15.4% vs. 11.6% in 2009). (Table 63)

Table 63 - Number of times visited public libraries in the past 12 months

	<u>2014 Survey</u>	<u>2009 Survey</u>
	%	%
5 times or less	15.4↑	11.6
6 - 12 times	13.3↓	14.7
13 - 36 times	23.4	24.6
37 - 52 times	18.8	19.6
53 times and more, but not every day	23.5	24.5
Every day	5.6	5.0
Total	100.0	100.0
Average daily attendance ('000)	(88.3)	(109.5)
Sample size	(6 794)	(6 312)
Base : All users of public libraries aged 8 and above		
Ref. : A1 for 2014 and 2009		
↑/↓ Significantly higher/ lower than 2009 Survey at 95% confidence level		

Duration of stay in public libraries each time

105. Compared with the survey results in 2009, the proportion of public library users who usually stayed in public libraries for less than one hour each time had increased in 2014 (53.5% vs. 42.2% in 2009) but the proportion who stayed there for one to less than two hours had decreased (28.3% vs. 40.4% in 2009). (Table 64)

Table 64 - Duration of stay in public libraries each time

	<u>2014 Survey</u>	<u>2009 Survey</u>
	%	%
Less than 1 hour	53.5↑	42.2
1 hours to less than 2 hours	28.3↓	40.4
2 hours to less than 3 hours	11.5	11.0
3 hours to less than 4 hours	4.1	4.0
4 hours or more	2.6	2.4
Total	100.0	100.0
Average daily attendance ('000)	(87.6)	(109.5)
Sample size	(6 720)	(6 312)
Base : Users of public libraries aged 8 and above who had visited public libraries in the past 12 months		
Ref. : A2 for 2014, A4 for 2009		
↑/↓ Significantly higher/ lower than 2009 Survey at 95% confidence level		

Usage and Views on Key Services and Facilities of Public Libraries

Lending Services

(i) Usage of lending services

106. The proportion of public library users who had borrowed library materials from public libraries in the past 12 months had dropped from 90.3% in 2009 to 84.4% in 2014. (Table 65)

Table 65 - Whether had borrowed any materials from the surveyed libraries in the past 12 months

	<u>2014 Survey</u>	<u>2009 Survey</u>
	%	%
Yes	84.4↓	90.3
No	15.6↑	9.7
Total	100.0	100.0
Average daily attendance ('000)	(87.6)	(109.5)
Sample size	(6 720)	(6 312)
Base : Users of public libraries aged 8 and above who had visited the public libraries in the past 12 months		
Ref. : A3		
↑/↓ Significantly higher/ lower than 2009 Survey at 95% confidence level		

(ii) Views on quality of lending collection and lending arrangements

107. The views on the quality of the lending collection has become more positive in 2014 as compared with the survey results in 2009, with a larger proportion agreeing with “they could usually borrow the books or materials they needed” (79.5% vs. 76.9% in 2009), “the quantity of books and materials available for lending was adequate” (69.9% vs. 66.3% in 2009) and “the collection of new books/new materials was good” (64.2% vs. 52.8% in 2009). (Table 66)

Table 66 - Views on quality of lending collection of public libraries

	<u>I can usually borrow books and materials that I need</u>		<u>The quantity of books and materials available for lending is adequate</u>		<u>The variety of books and materials available for lending is adequate</u>		<u>The collection of new books/new materials in this library is good</u>	
	<u>2014 Survey</u>	<u>2009 Survey</u>	<u>2014 Survey</u>	<u>2009 Survey</u>	<u>2014 Survey</u>	<u>2009 Survey</u>	<u>2014 Survey</u>	<u>2009 Survey</u>
	%	%	%	%	%	%	%	%
Agree	79.5↑	76.9	69.9↑	66.3	73.3	71.7	64.2↑	52.8
Disagree	20.3	19.9	29.7	29.7	26.1	24.8	30.3↓	34.7
No opinion	0.2↓	3.2	0.4	4.0	0.6↓	3.5	5.6↓	12.6
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Average daily attendance ('000)	(74.0)	(98.9)	(74.0)	(98.9)	(74.0)	(98.9)	(74.0)	(98.9)
Sample size	(5 675)	(5 792)	(5 675)	(5 792)	(5 675)	(5 792)	(5 675)	(5 792)
Base : Users of public libraries aged 8 and above who had used lending services of public libraries in the past 12 months								
Ref. : A4								
↑/↓ Significantly higher/ lower than 2009 Survey at 95% confidence level								

108. The proportion agreeing that “the number of renewal times was sufficient” was larger in 2014 (94.5% vs. 92.2% in 2009). (Table 67)

Table 67 - Views on arrangements for book lending

	<u>The number of renewal times is sufficient</u>	
	<u>2014 Survey</u>	<u>2009 Survey</u>
	%	%
Agree	94.5↑	92.2
Disagree	5.0↑	3.6
No opinion	0.6↓	4.2
Total	100.0	100.0
Average daily attendance ('000)	(88.3)	(109.5)
Sample size	(6 793)	(6 312)
Base : Users of public libraries aged 8 and above (excluding those used only e-services/e-resources)		
Ref. : B2(i)		
↑/↓ Significantly higher/ lower than 2009 Survey at 95% confidence level		

(iii) Satisfaction with lending services of public libraries

109. Compared with the survey results in 2009, the satisfaction with the lending services had increased in 2014 (82.4% very satisfied/satisfied vs. 77.9% in 2009). (Table 68)

Table 68 -Satisfaction with lending services of public libraries

	<u>2014 Survey</u>	<u>2009 Survey</u>
	%	%
Very satisfied/ Satisfied	82.4↑	77.9
Average	16.3↓	19.2
Very dissatisfied/ Dissatisfied	1.3↓	2.9
Total	100.0	100.0
Average daily attendance ('000)	(74.0)	(98.9)
Sample size	(5 675)	(5 792)
Base : Users of public libraries aged 8 and above who had used lending services of public libraries in the past 12 months		
Ref. : A5		
↑/↓ Significantly higher/ lower than 2009 Survey at 95% confidence level		

Reference Services

(i) Types of reference sections usually used

110. Compared with the survey results in 2009, “Newspapers and Periodicals reading section” (78.3%) become an even more popular type of reference section used in 2014 (78.3% vs. 60.1% in 2009) at the expense of “adult reference materials section” (35.9% vs. 54.0% in 2009). While “Children reference materials section” become less popular in 2014 (4.9% vs. 9.4% in 2009), the popularity of the following types of reference library had increased: “Multimedia library / Audio-visual room” (13.0% vs. 8.1% in 2009), “Youth

reference materials section" (4.2% vs. 0.3% in 2009) and "Electronic database" (3.7% vs. 2.0% in 2009). (Table 69)

Table 69 - Types of reference section usually used

	<u>2014 Survey</u>	<u>2009 Survey</u>
	%	%
Newspapers & Periodicals reading section	78.3↑	60.1
Adult reference materials section	35.9↓	54.0
Multimedia library / Audio-visual room	13.0↑	8.1
Children reference materials section	4.9↓	9.4
Youth reference materials section	4.2↑	0.3
Electronic database	3.7↑	2.0
Others	0.6	0.3
Average daily attendance ('000)	(44.0)	(64.2)
Sample size	(3 091)	(3 501)
Base : Users of public libraries (excluding mobile libraries) aged 8 and above who had used reference services of public libraries in the past 12 months		
Note : Multiple answers were allowed		
Ref. : A7		
↑/↓ Significantly higher/ lower than 2009 Survey at 95% confidence level		

(ii) Views on quality of reference services

111. Compared with the survey results in 2009, the views on the quality of the reference services of public libraries has become more positive in 2014 with a substantially larger proportion of users agreeing that "the variety of reference materials was adequate" (79.2% vs. 50.1% in 2009) and a relatively larger proportion agreeing that "library staff is efficient" (96.2% vs. 91.1% in 2009), "the environment of reference library was good" (93.3% vs. 91.3% in 2009) and "the facilities of the reference libraries were good" (90.0% vs. 88.5% in 2009). (Table 70a-b)

Table 70a - Views on quality of reference services of the public libraries – reference materials & facilities

	<u>The quantity of reference materials is adequate</u>		<u>The variety of reference materials is adequate</u>		<u>The facilities of the reference library is good</u>	
	<u>2014 Survey</u>	<u>2009 Survey</u>	<u>2014 Survey</u>	<u>2009 Survey</u>	<u>2014 Survey</u>	<u>2009 Survey</u>
	%	%	%	%	%	%
Agree	73.1	72.1	79.2↑	50.1	90.0↑	88.5
Disagree	25.7↑	22.9	20.1↓	41.4	8.6↑	7.0
No opinion	1.2↓	5.0	0.7↓	8.5	1.4↓	4.5
Total	100.0	100.0	100.0	100.0	100.0	100.0
Average daily attendance ('000)	(44.0)	(64.2)	(44.0)	(64.2)	(44.0)	(64.2)
Sample size	(3 091)	(3 501)	(3 091)	(3 501)	(3 091)	(3 501)
Base : Users of public libraries (excluding mobile libraries) aged 8 and above who had used reference services of public libraries in the past 12 months						
Ref. : A10a-d						
↑/↓ Significantly higher/ lower than 2009 Survey at 95% confidence level						

Table 70b - Views on quality of reference services of the public libraries – environment & staff

	The environment of the reference library is good		Library staff is efficient [For Central Library or major libraries only]	
	2014 Survey	2009 Survey	2014 Survey	2009 Survey
	%	%	%	%
Agree	93.3↑	91.3	96.2↑	91.1
Disagree	6.2	5.6	2.5	2.0
No opinion	0.4↓	3.1	1.3↓	6.9
Total	100.0	100.0	100.0	100.0
Average daily attendance ('000)	(44.0)	(64.2)	(10.9)	(16.4)
Sample size	(3 091)	(3 501)	(589)	(585)
Base : Users of public libraries (excluding mobile libraries) aged 8 and above who had used reference services of public libraries in the past 12 months				
Ref. : A10e-f				
↑/↓ Significantly higher/ lower than 2009 Survey at 95% confidence level				

(iii) Satisfaction with reference services

112. Compared with the survey results in 2009, the satisfaction with the reference services had increased in 2014 (82.6% very satisfied/satisfied vs. 79.9% in 2009). (Table 71)

Table 71 - Satisfaction with reference services of the public libraries

	2014 Survey	2009 Survey
	%	%
Very satisfied/ Satisfied	82.6↑	79.9
Average	15.9↓	18.3
Very dissatisfied/ Dissatisfied	1.5	1.8
Total	100.0	100.0
Average daily attendance ('000)	(44.0)	(64.2)
Sample size	(3 091)	(3 501)
Base : Users of public libraries (excluding mobile libraries) aged 8 and above who had used reference services of public libraries in the past 12 months		
Ref. : A11		
↑/↓ Significantly higher/ lower than 2009 Survey at 95% confidence level		

Electronic Resources(i) Usage of library resources through the Internet

113. The usage rate of all the three types of electronic resources had dropped in 2014: e-database (29.0% vs. 44.7% in 2009), e-books (21.4% vs. 36.9% in 2009), and digital collection (19.8% vs. 37.5% in 2009). (Table 72)

Table 72 - Whether used e-resources of public libraries by type of e-resources

	<u>E-Database</u>		<u>E-book</u>		<u>Digital Collection</u>	
	<u>2014 Survey</u>	<u>2009 Survey</u>	<u>2014 Survey</u>	<u>2009 Survey</u>	<u>2014 Survey</u>	<u>2009 Survey</u>
	%	%	%	%	%	%
Yes	29.0↓	44.7	21.4↓	36.9	19.8↓	37.5
No	71.0↑	55.3	78.6↑	63.1	80.2↑	62.5
Total	100.0	100.0	100.0	100.0	100.0	100.0
Average daily attendance ('000)	(26.9)	(34.1)	(30.0)	(35.3)	(19.8)	(34.9)
Sample size	(2 007)	(1 991)	(2 290)	(2 110)	(1 472)	(2 091)
Base : Users of public libraries aged 8 and above who were aware of the respective e-resources can be accessed through the internet						
Ref. : B6a-c(iii)						
↑/↓ Significantly higher/ lower than 2009 Survey at 95% confidence level						

(ii) Satisfaction with library resources through the Internet

114. Compared with the survey results in 2009, the satisfaction with the respective electronic resources had decreased substantially in 2014: digital collection (61.3% very satisfied/satisfied vs. 77.8% in 2009), e-database (59.5% vs. 80.3% in 2009) and e-books (55.5% vs. 74.2% in 2009). (Table 73)

Table 73 - Satisfaction with the respective e-resources

	<u>E-Database</u>		<u>E-book</u>		<u>Digital Collection</u>	
	<u>2014 Survey</u>	<u>2009 Survey</u>	<u>2014 Survey</u>	<u>2009 Survey</u>	<u>2014 Survey</u>	<u>2009 Survey</u>
	%	%	%	%	%	%
Very satisfied/ Satisfied	59.5↓	80.3	55.5↓	74.2	61.3↓	77.8
Average	36.5↑	17.7	35.3↑	21.1	34.3↑	18.5
Very dissatisfied/ Dissatisfied	4.0↑	2.0	9.2↑	4.7	4.4	3.7
Total	100.0	100.0	100.0	100.0	100.0	100.0
Average daily attendance ('000)	(7.8)	(15.2)	(6.4)	(13.0)	(3.9)	(13.0)
Sample size	(546)	(888)	(475)	(814)	(282)	(799)
Base : Users of public libraries aged 8 and above who had used the respective e-resources through the Internet						
Ref. : B6a-c(iv)						
↑/↓ Significantly higher/ lower than 2009 Survey at 95% confidence level						

Other Aspects of Public Libraries(i) Environment of public libraries

115. Compared with the survey results in 2009, the views on the environment of public libraries have generally improved in 2014, particular on “the interior was well ventilated” (92.8% vs. 79.8% in 2009), “the signage and bookshelf classification was clear” (96.7% vs. 90.8% in 2009) and “the interior was quiet” (90.5% vs. 85.3% in 2009). (Table 74)

Table 74 - Views on environment of public libraries

	<u>The interior is sufficiently illuminated</u>		<u>The interior is well ventilated</u>		<u>The interior is quiet</u>		<u>The interior is neat and clean</u>	
	<u>2014 Survey</u>	<u>2009 Survey</u>	<u>2014 Survey</u>	<u>2009 Survey</u>	<u>2014 Survey</u>	<u>2009 Survey</u>	<u>2014 Survey</u>	<u>2009 Survey</u>
	%	%	%	%	%	%	%	%
Agree	98.4↑	96.5	92.8↑	79.8	90.5↑	85.3	98.7↑	97.7
Disagree	1.6↓	3.0	6.9↓	18.0	9.0↓	11.7	1.2	1.5
No opinion	*↓	0.5	0.3↓	2.1	0.6↓	3.0	0.1	0.8
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Average daily attendance ('000)	(87.6)	(109.5)	(87.6)	(109.5)	(87.6)	(109.5)	(87.6)	(109.5)
Sample size	(6 720)	(6 312)	(6 720)	(6 312)	(6 720)	(6 312)	(6 720)	(6 312)

Base : Users of public libraries aged 8 and above who had visited public libraries in the past 12 months
 Ref. : A12a-d
 ↑/↓ Significantly higher/ lower than 2009 Survey at 95% confidence level

Table 74 - Views on environment of public libraries (Cont'd)

	<u>The signage and bookshelf classification is clear</u>		<u>The overall environment is good</u>	
	<u>2014 Survey</u>	<u>2009 Survey</u>	<u>2014 Survey</u>	<u>2009 Survey</u>
	%	%	%	%
Agree	96.7↑	90.8	98.8↑	97.4
Disagree	2.7↓	5.5	1.0	1.1
No opinion	0.7↓	3.7	0.3↓	1.5
Total	100.0	100.0	100.0	100.0
Average daily attendance ('000)	(86.7)	(107.4)	(86.7)	(107.4)
Sample size	(6 168)	(6 047)	(6 168)	(6 047)

Base : Users of public libraries (excluding mobile libraries) aged 8 and above who had visited public libraries in the past 12 months
 Ref. : A12e-g
 ↑/↓ Significantly higher/ lower than 2009 Survey at 95% confidence level

(ii) Staff Services

116. Compared with the survey results in 2009, the views on the staff services of public libraries had become more positive in 2014 with a relatively larger proportion of users agreeing with the staff services in terms of “good customer service” (97.5% vs. 92.6% in 2009), “polite manner” (96.5% vs. 94.3% in 2009) and “efficiency” (95.8% vs. 92.4% in 2009). (Table 75)

Table 75 - Views on staff services of public libraries

	<u>Staff are polite</u>		<u>Staff are efficient</u>		<u>Staff provide good customer service</u>	
	<u>2014 Survey</u>	<u>2009 Survey[#]</u>	<u>2014 Survey</u>	<u>2009 Survey[#]</u>	<u>2014 Survey</u>	<u>2009 Survey[#]</u>
	%	%	%	%	%	%
Agree	96.5↑	94.3	95.8↑	92.4	97.5↑	92.6
Disagree	2.1	2.0	2.4	2.2	1.5	1.4
No opinion	1.4↓	3.7	1.8↓	5.4	0.9↓	5.9
Total	100.0	100.0	100.0	100.0	100.0	100.0
Average daily attendance ('000)	(84.8)	(109.5)	(84.8)	(109.5)	(84.8)	(109.5)
Sample size	(6 441)	(6 312)	(6 441)	(6 312)	(6 441)	(6 312)

Base : Users of public libraries aged 13 and above who had visited public libraries in the past 12 months
[#]Base : Users of public libraries aged 8 and above who had visited public libraries in the past 12 months
 Ref. : A13
 ↑/↓ Significantly higher/ lower than 2009 Survey at 95% confidence level

(iii) Opening Hours

117. Compared with the survey results in 2009, the proportion of public library users considering that the existing opening hours convenient was relatively smaller in 2014 (82.9% vs. 84.3% in 2009) and the proportion considering it inconvenient was relatively larger in 2014 (11.0% vs. 4.6% in 2009). (Table 76)

Table 76 - Convenience of opening hours of public libraries

	<u>2014 Survey</u>	<u>2009 Survey</u>
	%	%
Very convenient / Convenient	82.9↓	84.3
Average	6.0↓	10.4
Very inconvenient / Inconvenient	11.0↑	4.6
No opinion	*	0.7
Total	100.0	100.0
Average daily attendance ('000)	(87.6)	(109.5)
Sample size	(6 720)	(6 312)

Base : Users of public libraries aged 8 and above who had visited public libraries in the past 12 months
 Ref. : A14(i)
 ↑/↓ Significantly higher/ lower than 2009 Survey at 95% confidence level

118. Analysed by type of public libraries, the proportion of public library users considering that the existing opening hours inconvenient was relatively larger across all library types. The proportion finding the existing opening hours convenient had significantly dropped for Central Library (81.4% vs. 89.8% in 2009), small library (70.5% vs. 73.8% in 2009) and mobile libraries (77.2% vs. 84.2% in 2009). (Table 77)

Table 77 - Convenience of opening hours of public libraries by library type

	<u>Central</u>		<u>Major</u>		<u>District</u>		<u>Small</u>		<u>Mobile</u>	
	<u>2014</u>	<u>2009</u>	<u>2014</u>	<u>2009</u>	<u>2014</u>	<u>2009</u>	<u>2014</u>	<u>2009</u>	<u>2014</u>	<u>2009</u>
	<u>Survey</u>	<u>Survey</u>	<u>Survey</u>	<u>Survey</u>	<u>Survey</u>	<u>Survey</u>	<u>Survey</u>	<u>Survey</u>	<u>Survey</u>	<u>Survey</u>
	%	%	%	%	%	%	%	%	%	%
Very convenient /										
Convenient	81.4↓	89.8	85.6	88.6	87.7	88.0	70.5↓	73.8	77.2↓	84.2
Average	6.8	6.5	5.4↓	9.0	4.8↓	8.4	9.0↓	15.8	9.4	9.7
Very inconvenient /										
Inconvenient	11.8↑	3.7	9.0↑	1.4	7.6↑	2.8	20.5↑	9.7	12.9↑	5.7
No opinion	-	-	-	0.9	-	0.7	0.1	0.7	0.5	0.4
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Average daily attendance ('000)	(6.7)	(9.4)	(15.9)	(16.9)	(44.8)	(50.9)	(19.2)	(30.2)	(0.9)	(2.1)
Sample size	(435)	(249)	(816)	(687)	(2 958)	(3 064)	(1 959)	(2 047)	(552)	(265)

Base : Users of public libraries aged 8 and above who had visited public libraries in the past 12 months
 Ref. : A14(i)
 ↑/↓ Significantly higher/ lower than 2009 Survey at 95% confidence level

Achievement of Functions of Public Library

119. Compared with the survey results in 2009, the proportion of public library users considering that HKPL could achieve the respective functions was larger in 2014 on all aspects, particularly “facilitating self-learning by providing resources to the public” (89.4% vs. 79.8% in 2009), “organising library activities for readers of different age groups” (78.9% vs. 58.1% in 2009), “providing information and the latest development on all subject disciplines” (74.8% vs. 48.8% in 2009) and “promoting literary arts and literary research in Hong Kong” (72.5% vs. 51.9% in 2009). (Table 78)

Table 78 - Whether considered that HKPL can achieve functions of public libraries

	<u>Providing information and the latest development on all subject disciplines</u>		<u>Facilitate self-learning by providing resources to the public</u>		<u>As a source of leisure and enjoyment</u>		<u>Organizing library activities for readers of different age groups</u>		<u>Promoting literary arts and literary research in Hong Kong</u>	
	<u>2014</u>	<u>2009</u>	<u>2014</u>	<u>2009</u>	<u>2014</u>	<u>2009</u>	<u>2014</u>	<u>2009</u>	<u>2014</u>	<u>2009</u>
	<u>Survey</u>	<u>Survey</u> [#]	<u>Survey</u>	<u>Survey</u> [#]	<u>Survey</u>	<u>Survey</u> [#]	<u>Survey</u>	<u>Survey</u> [#]	<u>Survey</u>	<u>Survey</u> [#]
	%	%	%	%	%	%	%	%	%	%
Yes	74.8↑	48.8	89.4↑	79.8	98.3↑	96.8	78.9↑	58.1	72.5↑	51.9
No	19.2↓	27.1	8.3↓	10.3	1.6	1.8	14.8↓	17.6	20.0↓	24.6
No opinion	6.0↓	24.2	2.3↓	9.9	0.2↓	1.4	6.3↓	24.4	7.5↓	23.5
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Average daily attendance ('000)	(85.5)	(101.6)	(85.5)	(101.6)	(85.5)	(101.6)	(85.5)	(101.6)	(85.5)	(101.6)
Sample size	(6 515)	(5 972)	(6 515)	(5 972)	(6 515)	(5 972)	(6 515)	(5 972)	(6 515)	(5 972)

Base : Users of public libraries aged 13 and above
 #Base : Users of public libraries aged 12 and above who had visited public libraries in the past 12 months
 Ref. : B7
 ↑/↓ Significantly higher/ lower than 2009 Survey at 95% confidence level

B. Telephone / Non-users Surveys

Profile of Non-Users of Public Libraries

120. Compared with the survey results in 2009, the public library non-users in 2014 comprised a relatively larger proportion of females (53.3% vs. 48.3% in 2009) and persons who had received education at post-secondary level or above (30.3% vs. 24.5% in 2009). (Table 79)

Table 79 - Profile of non-users of public libraries

	<u>2014 Survey</u> <u>Non-users</u> %	<u>2009 Survey</u> [#] <u>Non-users</u> %
<u>Gender</u>		
Male	46.7↓	51.7
Female	53.3↑	48.3
<u>Age</u>		
8-14 (12-14 in 2009 Survey)	2.9	1.1
15-20	4.3	4.8
21-29	10.2	13.0
30-39	16.3	15.4
40-49	16.0	16.3
50-59	20.2	20.4
>=60	30.0	29.1
<u>Highest educational level attained</u>		
Primary or below	22.0↓	31.5
Secondary	47.7	44.0
Post-secondary or above	30.3↑	24.5
<u>Economic activity status</u>		
Employed	52.5	54.5
Student	8.1	7.3
Other non-working	39.4	38.2
- Homemaker	12.5	12.8
- Retired person	23.7	22.1
- Unemployed	3.2	3.3
Total	100.0	100.0
No. of persons ('000)	(3 153.0)	(3 062.3)
Sample size	(1 003)	(1 020)
Base : All non-users of public libraries aged 8 and above		
#Base : All non-users of public libraries aged 12 and above		
Ref. : C1, C3, C4, C5, C6, S2		
↑/↓ Significantly higher/ lower than 2009 Survey at 95% confidence level		

Reading Habits of Non-users

Number of books read in the past 12 months

121. Compared with the survey results in 2009, the proportion of non-users of public libraries who had read at least one book (excluding textbooks, newspapers and periodicals but including comic books and digital books) in the past 12 months had increased in 2014 (56.3% vs. 49.3% in 2009), with a larger proportion reading 1 to 5 books (23.8% vs. 18.8% in 2009) and 6 to 10 books (11.0% vs. 8.5% in 2009). (Table 80)

Table 80 - Number of books (including comic books and digital books) read in the past 12 months

	<u>2014 Survey</u>	<u>2009 Survey[#]</u>
	<u>Non-users</u>	<u>Non-users</u>
	%	%
Nil	43.7↓	50.7
At least 1 book	56.3↑	49.3
1-5 books	23.8↑	18.8
6-10 books	11.0	8.5
11-20 books	7.5	7.5
More than 20 books	14.0	14.5
Total	100.0	100.0
No. of persons ('000)	(3 153.0)	(3 062.0)
Sample size	(1 003)	(1 020)
Base : All non-users of public libraries aged 8 and above		
#Base : All non-users of public libraries aged 12 and above		
Ref. : Q11		
↑/↓ Significantly higher/ lower than 2009 Survey at 95% confidence level		

Categories of books liked most

122. Regarding the categories of books liked most by non-users, the statistical test results indicated that there were no significant differences between 2009 and 2014. (Table 81)

Channels usually used for reading books, newspapers and periodicals

123. Compared with the survey results in 2009, the channel usually used for reading books, newspapers and periodicals had dropped in 2014 for “buying own copy” (65.5% vs. 79.4% in 2009) and “borrowing from families/friends/schoolmates/colleagues” (13.0% vs. 23.8% in 2009) but the proportion had increased for Internet-related content (“reading from internet/e-subscription” 39.1% and “Internet / searched online” 4.1%, vs. 3.9% in 2009) and “borrowing from library” (17.4% vs. 10.5% in 2009). Other channels including free newspaper / magazine / booklet (5.0%) and e-copies from online shop (4.9%) had emerged in 2014. (Table 82)

Table 81 - Categories of books like to read

	<u>2014 Survey</u>	<u>2009 Survey[#]</u>
	<u>Non-users</u>	<u>Non-users</u>
	%	%
Fiction	42.1	40.3
Applied Science	26.9	24.1
History, Geography & Biography	19.0	20.9
Pictorial Stories & Comics	18.8	18.0
Language & Literature (excluding fiction)	16.7	14.2
Religion & Philosophy	14.7	14.3
Social Science	14.6	11.9
Arts & Recreation	8.6	8.2
Natural Science	4.5	5.2
Others	0.3	0.4
No. of persons ('000)	(1 775.1)	(1 509.9)
Sample size	(549)	(493)
Base : Non-users of public libraries aged 8 and above who had read books in the past 12 months		
#Base : Non-users of public libraries aged 12 and above who had read books in the past 12 months		
Note : Multiple answers were allowed		
Ref. : Q12		

Table 82 - Channels usually used for reading books, newspapers and periodicals

	<u>2014 Survey</u>	<u>2009 Survey[#]</u>
	<u>Non-users</u>	<u>Non-users</u>
	%	%
Buy own copy	65.5↓	79.4
Read from internet / e-subscription	39.1↑	3.9
Internet / searched online	4.1	
Borrow from library	17.4↑	10.5
Borrow from families / friends / schoolmates / colleagues	13.0↓	23.8
Free newspaper / magazine / booklet	5.0	-
Buy e-copies from online shop	4.9	-
Bookstores	2.8	1.4
Borrow from other places	2.5	-
Apps	1.3	-
Gift from friends	0.3	-
Book rental	-	3.5
Read at bookstore	-	1.4
Borrowed from office	-	1.0
Other channels	-	0.8
No. of persons ('000)	(1 775.1)	(1 509.9)
Sample size	(549)	(493)
Base : Non-users of public libraries aged 8 and above who had read books in the past 12 months		
#Base : Non-users of public libraries aged 12 and above who had read books in the past 12 months		
Note : Multiple answers were allowed		
Ref. : Q14		
↑/↓ Significantly higher/ lower than 2009 Survey at 95% confidence level		

Reasons for Not Using Public Library Services and Facilities

124. Compared with the survey results in 2009, “no need” (40.8% vs. 26.9% in 2009) had become the main reason for non-users not going to public libraries in 2014, while a smaller proportion had cited “illiteracy” (4.0% vs. 13.3% in 2009) as reasons for not going to public libraries in 2014. (Table 83)

Table 83 - Reasons for not using services / facilities of public libraries in the past 12 months

	<u>2014 Survey</u>	<u>2009 Survey[#]</u>
	<u>Non-users</u>	<u>Non-users</u>
	%	%
No need	40.8↑	26.9
No spare time	34.0	37.5
Location not convenient / nearby	11.3	10.2
No interest	10.5	10.2
Find information via the internet instead	6.2↑	4.2
Can't read / illiteracy	4.0↓	13.3
Use other libraries instead	2.3↓	4.1
Mobility handicapped / impaired/disabled	2.1	2.3
Insufficient reference library resources	1.5	0.9
Poor eyesight / other health problems / aged	1.3	2.4
Prefer reading at bookstores or buying from bookstores	1.3	1.0
Have few seats / many people	1.2	-
No reading habit / don't like reading	1.1	1.0
Insufficient new books	1.1	-
Insufficient library collection	0.6	1.5
Opening hours not convenient	0.6	1.1
Not aware of (the location of) public libraries	0.1	1.1
Others	4.9	4.4
No. of persons ('000)	(2 942.6)	(3 062.3)
Sample size	(932)	(1 020)
Base : Non-users of public libraries aged 8 and above who were aware of respective services provided by public libraries		
#Base : All non-users of public libraries aged 12 and above		
Note : Multiple answers were allowed		
Ref. : Q6		
↑/↓ Significantly higher/ lower than 2009 Survey at 95% confidence level		

Suggestions for Improvement of Public Libraries

125. With respect to the improvements of library facilities and services suggested by non-users, the statistical test results similarly indicated that there were no significant differences between 2009 and 2014. (Table 84)

Table 84 - Services or facilities which attract one to use public libraries more

	<u>2014 Survey</u>	<u>2009 Survey[#]</u>
	<u>Non-users</u>	<u>Non-users</u>
	%	%
Library collection	25.9	20.4
Facilities	11.4	16.5
Extension activities	2.6	2.6
Number of libraries and opening hours	15.2	12.9
Others	6.7	9.8
No opinion	52.9	51.9
No. of persons ('000)	(878.6)	(696.9)
Sample size	(279)	(236)
Base : Non-users of public libraries aged 8 and above who had negative comments on public libraries		
#Base : Non-users of public libraries aged 12 and above who had negative comments on public libraries		
Note : Multiple answers were allowed		
Ref. : Q7		

Conclusions

(i) Usage and Satisfaction with Hong Kong Public Libraries

126. It was estimated that some 3 655 700 persons aged 8 and above (53.7%) had used the services or facilities provided by public libraries in the past 12 months, with some 2 512 900 (36.9%) using services or facilities provided by both static libraries and e-library and some 1 140 100 (16.7%) using services or facilities provided by static libraries only. Some 3 153 000 (46.3%) had not used any services or facilities provided by public libraries in the past 12 months.

127. Compared with the user profile in 2009, it was revealed in the user profile in 2014 that there is a growing number of elderly who have used public libraries in the past 12 months.

128. Among the various static library services and facilities, “Book Drop Service” (67.4%) and “Self-charging Terminal” (63.6%) were the most popular static library services/facilities used in the past 12 months among all public library users aged 8 and above. “Newspapers and Periodicals” (48.8%), “Express Check-in Services” (47.6%) and “New HKPL website” (47.2%) were other popular services and facilities.

129. Overall speaking, 85.6% of all public library users aged 8 and above were satisfied with the services or facilities of public libraries.

(ii) Electronic Services

130. Awareness of various library services through the Internet ranged from 81.6% (checking library catalogue) to 27.8% (‘Ask a librarian’ Internet Reference Enquiry Service).

131. Among the various electronic services, “renewing borrowed items (include checking loan record)” (69.2%) and “checking library catalogue” (68.4%) bore relatively higher usage rates.

(iii) Electronic Resources

132. As compared with electronic services through the Internet, the awareness of the availability of electronic resources was relatively lower: e-books (46.8%), e-database (42.7%) and digital collection (33.5%).

(iv) Differences in Reading Habits between Public Library Users and Non-users

133. Statistical tests for comparing the differences in reading habits between users and non-users of public library have been performed. The findings with significant differences between users and non-users are highlighted in the following 4 paragraphs.

134. A relatively larger proportion of public library users have read at least one book (excluding textbooks, newspapers and periodicals but including comic books and digital books) in the past 12 months (96.6% vs. 56.3% for non-users).

135. Regarding the way of looking for the required information, users were more inclined to “books” (61.1%) as opposed to 29.6% for non-users.

136. Most users tended to spend more time on reading printed books (80.6%) versus 63.4% for non-users. On the contrary, non-users rather preferred the mode of digital reading. 82.2% of them spent time on reading digital materials, which was higher than the corresponding proportion of user (75.3%).

137. A comparatively larger proportion of non-users of public library have read books, newspapers and periodicals through “buying own copy” (65.5% vs. 44.5% for users).

(v) Differences in Reading Habits between Category I users and Category II users

138. Among the public library users, it was revealed that there were some differences between users of static libraries only (i.e. Category I users) and users of both static libraries and e-library (i.e. Category II users). Differences in some aspects are shown below:

Table 85 - Proportion of the selected aspects by type of users

<u>Aspect</u>	<u>Users of static libraries only %</u>	<u>Users of both static libraries and e-library %</u>
Have read at least one book (excluding textbooks, newspapers and periodicals but including comic books and digital books) in the past 12 months	87.5↓	98.5
Looked for information from “books”	55.7↑	44.2
Looked up for information from internet	51.7↓	85.4
Spent more time on reading printed books/periodical/ information	81.0↑	74.0
Spent time on digital reading	73.5↓	88.7
Read books, newspapers and periodicals from the internet / e-subscription	22.8↓	36.6
No. of persons ('000)	(1 140.1)	(2512.9)
Sample size	(327)	(some 600)
Base : General public aged 8 and above Ref. : Q11, Q13-15 ↑/↓ Significantly higher/ lower than that for Category II at 95% confidence level		

Recommendations

(i) Enhance the Services and Facilities of Public Libraries

139. To further enhance the services and facilities of public libraries, LCSD could consider improving the aspects of library collection (mainly “increasing quantity of library collection”, “increasing variety of library collection”, “increasing reference library resources” and “adding more newspapers or magazines”) and facilities of public libraries (mainly “adding more seats in libraries”) as suggested by the library users and depicted in para. 75.

140. To meet the demand of the growth in the elderly users of public libraries (depicted in para. 127), LCSD may need to further enhance services/facilities targeted for elderly users.

141. Regarding other services and facilities they used, about 80% of public library users expressed satisfaction with these aspects (depicted in para. 69). LCSD may consider improving the following areas as suggested by those who were dissatisfied with the respective services and facilities (depicted in para. 74):

<u>Other services and facilities</u>	<u>Main areas for improvements</u>
Newspapers and Periodicals	Increasing the number of newspapers and periodicals and Increasing the variety of newspapers and periodicals
Adults / Children Audio-visual Services	Increasing the number of audio-visual services and Increasing the variety of audio-visual services
Computer and Information Centre / Area	Increasing the number of computer equipment and Replacing / updating computer equipment
Photocopying / 'Print with Ease' Services	Reducing the photocopying charges
Extension Activities	Increasing the places of activities and Increasing the number of activities
Study room	Increasing the number of seats
New HKPL website	Introducing the new interface and Adding instruction / tutorial

142. Analysed by type of public libraries, satisfaction with mobile libraries was comparatively lower as compared to other library types (depicted in para. 71). Apart from the improvement as mentioned above for all libraries, LCSD may consider adding more extension activities and increase number of libraries for the areas currently served by mobile libraries as suggested by a higher proportion of the users of mobile libraries. It is also worth considering the promulgation of electronic resources including e-books, e-database and digital collection and increase usage of these resources to mobile library users.

(ii) Enhance Awareness and Usage of Electronic Resources among Users

143. Since the awareness and usage level of the respective electronic resources remained not high among the users (depicted in para. 55 and 56) of public libraries, it is worth promoting the awareness and usage of electronic resources including e-books, e-database and digital collection as alternative channels for reading books/resources of public libraries and pay attention to the reasons for not using the respective electronic resources (depicted in para. 57): e-database (mainly “searching information through the Internet was sufficient/more convenient”), e-books (mainly “preferred reading printed books”) and digital collection (mainly “didn’t know content/usage of digital collection”).

144. LCSD should also take note of the fact that users of electronic resources were generally less satisfied with their usage experience (only around 50-60% users satisfied with the respective services) (depicted in para. 68) and may need to further explore the underlying reasons for their dissatisfaction.

(iii) Promotion of Public Library Services via Internet and TV

145. It was worth considering alternate channels such as “TV” and “Internet” for promotion of public library services among the non-users of public libraries as mentioned by the non-users as the top 2 most preferable channels for getting promotion information on libraries (depicted in para. 89). For public library users, LCSD could focus on “Internet” as it was the most preferable channels among the users for getting promotion information on libraries (depicted in para. 31).

(iv) Encourage Usage of Library Services among Non-users

146. Given that over 50% of non-users of public libraries were book readers (56.3%) (depicted in para. 81), LCSD could consider attracting them to use public libraries through improving the following aspects as suggested by the non-users: more convenient locations of public libraries, increase quantity and variety of library collection, and etc. (depicted in para. 99).