

Experience of Library Usage in Northern Ireland

Findings from the Continuous Household Survey 2008/09 DCAL Research Findings 3/2010



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Executive summary

- Overall, 26% of respondents had visited a public library or used a mobile library at least once every 12 months.
- The most popular reason for visiting public libraries was to borrow, return or renew books (mentioned by 78% of users), followed by looking up information (16%).
- Eight per cent of users cited accessing the internet as one of their reasons for visiting the library.
- 90% of respondents who had been to a library were satisfied or very satisfied with their last visit.
- The most commonly mentioned reason for not attending public libraries is lack of interest (mentioned by 32% of respondents who visited a public library less frequently than once a year).
- Sixty nine per cent of respondents stated nothing would encourage them to use the public library service more often.
- According to respondents, actions which the library service could take to encourage greater use include having a greater selection of books (cited by 10% of respondents) and longer opening hours (cited by 9% of respondents).
- Four per cent of respondents made use of the ni-libraries.net website.
- Overall, 53% of respondents were very satisfied or fairly satisfied with library provision in Northern Ireland. Amongst respondents who were users of the public library service, this percentage rose to 84%.

Introduction

Background

This report has been prepared by Research and Statistics Branch, Department of Culture, Arts and Leisure.

The Department of Culture, Arts and Leisure (DCAL) provides funding for the library service and develops policy guidelines. Responsibility for the management and delivery of the public library service was transferred to the Northern Ireland Libraries Authority (Libraries NI) on 1 April 2009.

Continuous Household Survey

The report presents data from the Continuous Household Survey (CHS). DCAL places questions related to library usage annually in CHS. The data derived from the CHS is used for various purposes: to monitor DCAL's Public Service Agreement targets, provide data to Libraries Branch to help inform policy making, for equality monitoring and contributing to Northern Ireland wide strategies.

The Continuous Household Survey is a Northern Ireland wide household survey administered by Central Survey Unit, Northern Ireland Statistics and Research Agency. The sample for this survey consisted of a systematic random sample of 4,500 addresses selected from the Land and Property Services' list of private addresses. There were 3,414 respondents to the 2008/2009 survey. Respondents are aged 16+.

Technical notes

Any statements in this report regarding differences between groups such as males and females, urban and rural respondents etc. are statistically significant at the 5% significance level. This significance level is the criteria for judging whether differences between groups might have arisen by chance.

The most common criteria is the 5% level i.e. the probability being one in twenty that a difference might have arisen by chance.

The following should be noted when interpreting figures and tables:

Figure less than 0.5% are denoted by '0'. Percentages may not add to 100% due to rounding. Percentages may not add to 100% for questions where multiple responses are allowed.

Detailed tabulations are not provided where the number of respondents is too small to allow meaningful analysis.

The base number of responses to each question is shown in each table. Base numbers of respondents may vary from table to table due to some respondents not answering certain questions.

Further information

In keeping with government policy, no hard copies of this report have been published, but are available on request. Requests or enquiries concerning this publication should be directed to:

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Frequency of using libraries

Overall, 26% of respondents had visited a public library or used a mobile library at least once every 12 months, with 5% using public libraries or mobile libraries less frequently. Sixty nine percent of respondents had never used a public library or mobile library.

The frequency of library attendance is depicted in Figure 1.

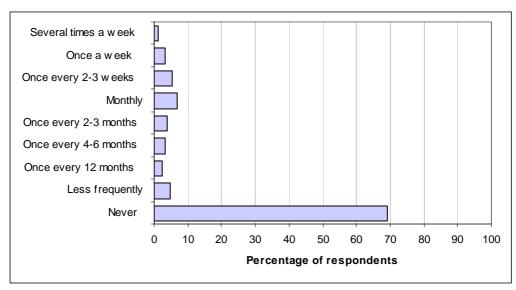


Figure 1 Frequency of library attendance

Reasons for using libraries

All respondents who had ever attended a public library or mobile library were asked to list all of the reasons why they went to the library. The main reasons are depicted in Figure 2.

The most popular reason was to borrow, return or renew books (mentioned by 78% of users), followed by looking up information (16%). Other reasons for visiting the library include borrowing, returning or renewing other material such as CDs and DVDs (10%) and to browse or read books or newspapers (9%). Eight per cent of users cited accessing the internet as one of their reasons for visiting the library.

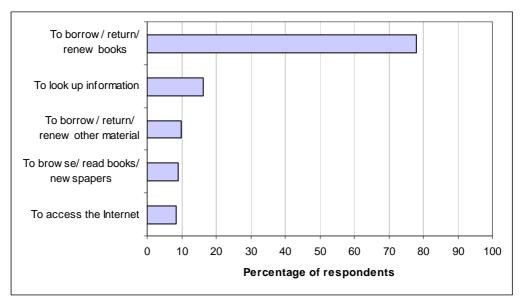


Figure 2 Most popular reasons for visiting a library

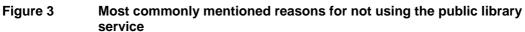
Satisfaction with last visit

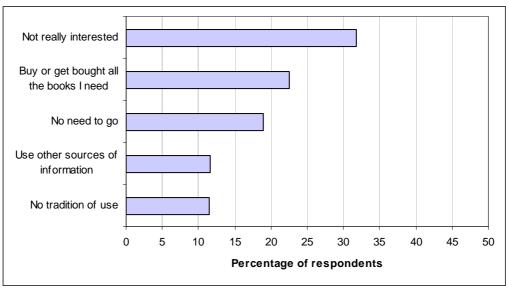
All respondents who had ever been to a public library or mobile library were asked to think about their last visit to the library and how satisfied they were with their last visit. Of respondents who had ever been to a library, 90% stated that they were satisfied or very satisfied with their last visit.

Reasons for not using libraries

Respondents who stated that they had never been to the library or went less frequently than once a year were asked to list reasons why they had not used the public library service in the last 12 months. The main reasons mentioned are shown in Figure 3.

Almost one third of respondents (32%) stated that they were not really interested while 23% said that they buy or get bought all of the books they need. Almost one fifth (19%) of respondents said that they had no need to go.

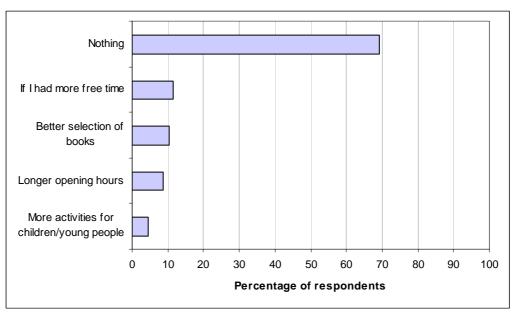




Encouraging library use

All respondents were asked what would encourage them to use the public library service more often. The most commonly cited factors are shown in Figure 4 below.





Sixty nine percent of respondents stated that nothing would encourage them to use the public library service more often. Availability of more free time (cited by 11% of respondents), having a better selection of books (10%), and longer opening hours (9%) were the next most commonly mentioned factors which would encourage respondents to use the public library service more often.

Views on extending opening hours

All respondents were also asked if they would make more use of the public library service if libraries' opening hours were extended. Twelve per cent said that they would, while a further 5% said that it would depend on what the new opening hours would be. The remaining 83% of respondents said that the prospect of extended opening hours would not make them increase the use of the public library service.

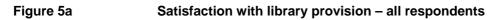
Public library service website

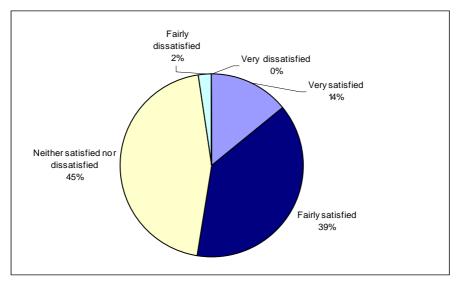
All respondents were asked how often, if ever, they used the public library service website (<u>www.ni-libraries.net</u>). The majority of respondents (83%) had never used it, while a further 13% of respondents said that had never heard of it. Four per cent of respondents reported having used the website.

Satisfaction with library provision

All respondents were asked how satisfied they were with library provision in Northern Ireland. Overall, 53% of respondents were very satisfied or fairly satisfied (Figure 5a).

Of those respondents who had been to a public library, the proportion of them who were either very satisfied or fairly satisfied was 84% (Figure 5b).





Respondents answering 'don't know' excluded from analysis.

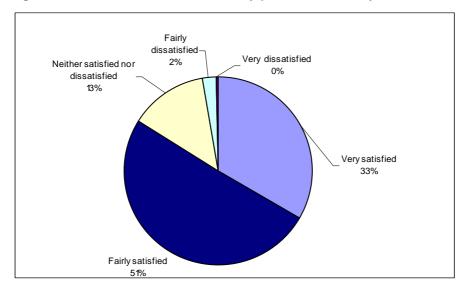


Figure 5b Satisfaction with library provision – library users

Respondents answering 'don't know' excluded from analysis.

Appendix A - Data tables

Frequency of using libraries

Table 1 Visiting a public library at least once every 12 months

Profile of respondent	% of respondents	Base
	attending at least	
	once every 12	
	months	
All respondents	26	3137
Male	21	1290
Female	30	1847
Aged 16-24	26	276
Aged 25-34	29	483
Aged 35-44	33	612
Aged 45-54	24	527
Aged 55-64	22	502
Aged 65+	23	737
Catholic	27	1246
Protestant	25	1699
Other religion/none	33	168
Has limiting longstanding illness	24	812
Does not have limiting longstanding illness	27	2324

Base: all respondents

Table 2 Frequency of visiting a public library

	% of res	pondents visi	iting a public li	brary	
Profile of respondent	Monthly or more frequently	Less frequently but at least once every 12 months	Less frequently	Never	Base
All respondents	17	9	5	69	3137
Male	11	9	5	75	1290
Female	20	10	5	65	1847
Aged 16-24	18	8	7	67	276
Aged 25-34	18	10	4	68	483
Aged 35-44	21	13	5	62	612
Aged 45-54	14	10	4	72	527
Aged 55-64	13	9	5	73	502
Aged 65+	16	7	5	72	737
Catholic	17	10	4	69	1246
Protestant	16	9	5	70	1699
Other religion/none	23	10	4	63	168
Has limiting longstanding illness	15	8	4	73	812
Does not have limiting longstanding illness	17	10	5	68	2324

Base: all respondents

Reasons for using libraries

Table 3Reasons for using public librariesa)Five main reasons by gender

Reason	Percentage of respondents m	entioning each fact	or
	All respondents	Male	Female
To borrow/return/renew books	78	68	83
To borrow/return/renew other material	10	12	9
To look up information	16	20	14
To study/do homework	4	5	3
To browse/read books/newspapers	9	13	7
To use the computer	7	7	6
To access the internet	8	8	9
To attend an event/exhibition	2	2	1
To use photocopier/fax	4	4	4
To use other facilities	0	0	0
Other	2	2	2
Base	970	326	644

Base: all respondents who ever attended a library

Percentages may sum to more than 100 due to multiple responses

Table 3Reasons for using public librariesb)Five main reasons by age

Reason	Percenta	age of resp	ondents n	nentioning	each facto	or	
	All	16-24	25-34	35-44	45-54	55-64	65+
To borrow/return/renew books	78	65	76	80	83	74	82
To borrow/return/renew other material	10	13	14	10	8	9	02
To look up information	10	25	14	16	16	18	13
To study/do homework	4	20	4	4	1	1	0
To browse/read books/newspapers	9	2	6	6	9	15	14
To use the computer	7	15	10	7	7	2	2
To access the internet	8	27	12	7	7	7	1
To attend an event/exhibition	2	1	0	0	3	2	3
To use photocopier/fax	4	10	4	3	7	4	3
To use other facilities	0	1	0	0	1	0	0
Other	2	2	3	2	4	0	1
Base	970	91	155	234	149	137	204

Base: all respondents who ever attended a library

Percentages may sum to more than 100 due to multiple responses

Table 3Reasons for using public librariesc)Five main reasons by religion

Reason	All respondents	Catholic	Protestant	Other/none
To borrow/return/renew books	78	80	76	82
To borrow/return/renew other material	10	9	11	11
To look up information	16	17	15	19
To study/do homework	4	6	2	5
To browse/read books/newspapers	9	7	11	6
To use the computer	7	8	5	13
To access the internet	8	10	8	8
To attend an event/exhibition	2	1	2	2
To use photocopier/fax	4	5	4	5
To use other facilities	0	1	0	0
Other	2	2	2	0
Base	970	392	506	62

Base: all respondents who ever attended a library

Percentages may sum to more than 100 due to multiple responses

Table 3Reasons for using public librariesd)Five main reasons by health status

Reason	Percentage of respondents	Percentage of respondents mentioning each factor				
	All respondents	Has Limiting	No Limiting			
		Longstanding	Longstanding			
		Illness	Illness			
To borrow/return/renew books	78	77	78			
To borrow/return/renew other material	10	8	10			
To look up information	16	15	16			
To study/do homework	4	2	4			
To browse/read books/newspapers	9	13	8			
To use the computer	7	7	6			
To access the internet	8	7	9			
To attend an event/exhibition	2	2	2			
To use photocopier/fax	4	5	4			
To use other facilities	0	0	0			
Other	2	2	2			
Base	970	221	748			

Base: all respondents who ever attended a library

Percentages may sum to more than 100 due to multiple responses

Satisfaction with last visit

Table 4 Satisfaction with last visit to public library

Profile of respondent	Satisfaction w	rith visit				Base
	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	
All respondents	47	43	7	2	1	970
Male	46	43	9	2	1	326
Female	48	43	6	2	1	644
Aged 16-24	36	53	8	3	0	91
Aged 25-34	47	43	7	1	1	155
Aged 35-44	47	44	6	2	0	234
Aged 45-54	52	40	4	3	1	149
Aged 55-64	45	40	9	3	2	137
Aged 65+	51	40	8	1	0	204
Catholic	49	44	5	2	0	392
Protestant	45	44	8	2	1	506
Other religion/none	56	32	8	3	0	62
Has limiting longstanding illness	50	40	7	2	0	221
Does not have limiting longstanding illness	46	44	7	2	1	748

Base: all respondents who ever attended a library

Reasons for not using libraries

Table 5

a)

Reasons for not using public libraries Five main reasons by gender

Reason	Percentage of respondents m	nentioning each fact	or
	All respondents	Male	Female
Difficult to find the time	9	9	10
Costs too much	0	0	0
Feel uncomfortable or out of place	1	1	1
Never occurred to use	7	8	7
Not really interested	32	36	28
Would not enjoy it	3	4	3
No need to go	19	18	19
Health isn't good enough	6	5	6
Lack of transport/can't easily get to it	2	1	3
Not enough information on what is available	1	1	1
Fines/charges too high	0	0	0
Poor book stock	2	1	2
Buy or get all books needed	23	17	27
No tradition of use	11	14	10
Inconvenient locations	2	1	2
Inconvenient opening hours	1	1	2
Use other sources of information	12	15	9
Don't know	7	7	7
Other	2	2	3
Base	2314	1025	1289

Base: all respondents who attend a library less frequently than every 12 months

Reason	Percenta	age of resp	ondents n	nentioning	each facto	or	
	All	16-24	25-34	35-44	45-54	55-64	65+
Difficult to find the time	9	8	14	15	9	7	4
Costs too much	0	0	0	0	0	0	0
Feel uncomfortable or out of place	1	2	1	1	1	0	0
Never occurred to use	7	8	12	6	10	6	4
Not really interested	32	39	32	30	26	36	31
Would not enjoy it	3	6	4	4	3	2	2
No need to go	19	24	24	21	18	17	15
Health isn't good enough	6	0	0	1	4	8	13
Lack of transport/can't easily get to it	2	2	2	1	2	2	4
Not enough information on what is available	1	0	3	0	3	1	0
Fines/charges too high	0	0	0	0	0	0	0
Poor book stock	2	2	2	1	3	1	1
Buy or get all books needed	23	11	21	22	24	26	25
No tradition of use	11	8	7	11	13	10	16
Inconvenient locations	2	2	1	1	1	3	1
Inconvenient opening hours	1	2	1	3	1	1	0
Use other sources of information	12	20	14	14	14	12	4
Don't know	7	7	10	9	8	4	5
Other	2	2	2	2	3	2	3
Base	2314	203	345	408	400	391	567

Table 5Reasons for not using public librariesb)Five main reasons by age

Base: all respondents who attend a library less frequently than every 12 months

Percentages may not sum to 100 due to multiple responses

Table 5	Reasons for not using public libraries
c)	Five main reasons by religion

Reason	All respondents	Catholic	Protestant	Other/none
Difficult to find the time	9	7	11	9
Costs too much	0	0	0	0
Feel uncomfortable or out of place	1	1	1	0
Never occurred to use	7	8	7	4
Not really interested	32	34	31	20
Would not enjoy it	3	4	3	0
No need to go	19	19	19	17
Health isn't good enough	6	5	6	5
Lack of transport/can't easily get to it	2	2	3	1
Not enough information on what is available	1	1	1	2
Fines/charges too high	0	0	0	0
Poor book stock	2	2	1	4
Buy or get all books needed	23	22	23	27
No tradition of use	11	10	13	14
Inconvenient locations	2	2	1	0
Inconvenient opening hours	1	1	1	3
Use other sources of information	12	10	12	21
Don't know	7	9	5	4
Other	2	3	2	5
		-		-
Base	2314	908	1277	113

Base: all respondents who attend a library less frequently than every 12 months

Reason	Percentage of respondents	mentioning each fa	ctor
	All respondents	Has Limiting Longstanding Illness	No Limiting Longstanding Illness
Difficult to find the time	9	4	11
Costs too much	0	0	0
Feel uncomfortable or out of place	1	1	1
Never occurred to use	7	6	8
Not really interested	32	36	30
Would not enjoy it	3	4	3
No need to go	19	13	21
Health isn't good enough	6	19	1
Lack of transport/can't easily get to it	2	5	2
Not enough information on what is available	1	1	1
Fines/charges too high	0	0	0
Poor book stock	2	1	2
Buy or get all books needed	23	20	24
No tradition of use	11	11	12
Inconvenient locations	2	2	2
Inconvenient opening hours	1	0	2
Use other sources of information	12	6	14
Don't know	7	5	8
Other	2	3	2
Base	2314	621	1693

Table 5Reasons for not using public librariesd)Five main reasons by health status

Base: all respondents who attend a library less frequently than every 12 months

Percentages may not sum to 100 due to multiple responses

Encouraging library use

Table 6Factors which would encourage more public library usea)Five main factors by gender

Factor	Percentage of respondents	mentioning each fa	ctor
	All respondents	Male	Female
Better selection of books	10	9	11
Longer opening hours	9	8	9
Easier access in/around building	1	1	1
More large print/alternative format material	1	1	1
Better selection of DVDs/CDs/CD ROMS/Videos	4	4	3
More free time	11	10	12
More activities for children/young people	4	3	6
Better public transport links/access to transport	2	1	2
Better computer/internet facilities	2	3	2
If there were fewer people there	1	0	1
Better facilities such as toilets/shops/parking	3	2	4
Safer neighbourhood	0	0	0
More welcoming staff	1	1	1
Less expensive fines	1	1	1
Other factor	2	2	2
Nothing	69	73	67
Base	3134	1289	1845

Base: all respondents

Reason	Percenta	ige of resp	ondents m	nentioning	each facto	or	
	All	16-24	25-34	35-44	45-54	55-64	65+
Better selection of books	10	12	14	10	11	10	7
Longer opening hours	9	13	12	15	8	6	2
Easier access in/around building	1	1	1	1	1	1	2
More large print/alternative format material	1	1	0	1	1	2	1
Better selection of DVDs/CDs/CD ROMS/Videos	4	7	5	5	4	4	0
More free time	11	13	16	17	14	8	4
More activities for children/young people	4	5	10	9	3	0	1
Better public transport links/access to transport	2	3	2	1	1	2	2
Better computer/internet facilities	2	6	3	2	2	2	1
If there were fewer people there	1	3	1	0	0	0	0
Better facilities such as toilets/shops/parking	3	3	3	5	3	2	3
Safer neighbourhood	0	0	0	0	0	0	0
More welcoming staff	1	3	1	1	1	1	1
Less expensive fines	1	3	1	0	1	0	0
Other factor	2	1	2	1	2	2	2
Nothing	69	63	59	62	68	74	82
Dees	2424	070	470	010	500	500	707
Base	3134	276	479	612	528	502	737

Table 6Factors which would encourage more public library useb)Five main factors by age

Base: all respondents

Percentages may not sum to 100 due to multiple responses

Table 6Factors which would encourage more public library usec)Five main factors by religion

Reason	All respondents	Catholic	Protestant	Other/none
Better selection of books	10	10	10	16
Longer opening hours	9	9	8	14
Easier access in/around building	1	2	0	0
More large print/alternative format material	1	1	1	1
Better selection of DVDs/CDs/CD	4	4	3	6
ROMS/Videos				
More free time	11	11	12	11
More activities for children/young people	4	5	4	4
Better public transport links/access to	2	2	1	2
transport				
Better computer/internet facilities	2	2	2	4
If there were fewer people there	1	1	0	0
Better facilities such as	3	3	3	4
toilets/shops/parking				
Safer neighbourhood	0	0	0	0
More welcoming staff	1	1	1	3
Less expensive fines	1	1	0	1
Other factor	2	1	2	2
Nothing	69	69	70	64
Base	3134	1245	1697	168

Base: all respondents

Reason	Percentage of respondents	mentioning each fa	ctor
	All respondents	Has Limiting Longstanding Illness	No Limiting Longstanding Illness
Better selection of books	10	8	11
Longer opening hours	9	5	10
Easier access in/around building	1	3	1
More large print/alternative format material	1	1	1
Better selection of DVDs/CDs/CD ROMS/Videos	4	2	4
More free time	11	6	13
More activities for children/young people	4	2	5
Better public transport links/access to transport	2	3	1
Better computer/internet facilities	2	1	2
If there were fewer people there	1	0	1
Better facilities such as toilets/shops/parking	3	4	3
Safer neighbourhood	0	0	0
More welcoming staff	1	0	1
Less expensive fines	1	1	0
Other factor	2	2	1
Nothing	69	75	67
Base	3134	813	2320

Table 6
d)Factors which would encourage more public library use
Five main factors by health status

Base: all respondents

Percentages may not sum to 100 due to multiple responses

Views on extending opening hours

Table 7 Likelihood of using the public library service more if opening hours were extended

Profile of respondent	% of	% of	% of	Base
	respondents	respondents	respondents	
	stating they	stating use	stating they	
	would use it	would	wouldn't use	
	more	depend on	it more	
		what new		
		hours were		
	40	5		2420
All respondents	12	5	83	3136
Male	11	4	85	1290
Female	12	6	81	1846
Aged 16-24	17	7	75	276
Aged 25-34	15	7	78	482
Aged 35-44	19	6	75	611
Aged 45-54	11	5	84	528
Aged 55-64	9	5	86	502
Aged 65+	4	4	92	737
Catholic	12	6	82	1247
Protestant	11	5	84	1698
Other religion/none	21	4	75	168
Has limiting longstanding illness	9	4	88	813
Does not have limiting longstanding illness	13	6	81	2322

Base: all respondents

The public library service website

Table 8 Use of the public library website

Profile of respondent	% of	% of	% of	Base
	respondents	respondents	respondents	
	using website	not using	who hadn't	
	J	website	heard of	
			website	
All respondents	4	83	13	3138
Airrespondents	4	03	13	5150
Male	4	84	12	1290
Female	5	82	13	1848
Aged 16-24	5	84	12	276
Aged 25-34	6	83	11	483
Aged 35-44	6	82	12	612
Aged 45-54	6	82	12	528
Aged 55-64	4	84	13	502
Aged 65+	1	84	15	737
Catholic	3	85	12	1247
Protestant	5	82	13	1699
Other religion/none	9	80	11	168
Has limiting longstanding illness	2	83	15	813
Does not have limiting longstanding illness	5	83	12	2324

Base: all respondents

Satisfaction with library provision

Table 9 Satisfaction with public library provision in Northern Ireland

a) All respondents

Profile of respondent	Satisfaction w	ith provision				Base
·	Very	Fairly	Neither	Fairly	Very	
	satisfied	satisfied	satisfied nor	dissatisfied	dissatisfied	
			dissatisfied			
All reasondante	14	39	45	2	0	2941
All respondents	14		45	Z	0	2941
Male	12	34	52	2	0	1200
Female	15	41	41	2	0	1741
Aged 16-24	9	43	46	2	0	261
Aged 25-34	13	37	47	3	0	455
Aged 35-44	15	43	40	2	0	581
Aged 45-54	13	38	46	2	0	498
Aged 55-64	14	39	45	2	0	461
Aged 65+	16	34	49	1	0	685
Catholic	15	38	45	2	0	1190
Protestant	13	39	46	2	0	1575
Other religion/none	20	36	41	4	0	153
Has limiting longstanding illness	15	36	47	2	0	749
Does not have limiting longstanding illness	14	39	44	2	0	2191

Base: all respondents

Table excludes those who responded 'don't know'.

Table 9 Satisfaction with public library provision in Northern Ireland

b) Respondents who have used a public library

Profile of respondent	Satisfaction w	ith provision				Base
·	Very	Fairly	Neither	Fairly	Very	
	satisfied	satisfied	satisfied nor	dissatisfied	dissatisfied	
			dissatisfied			
All respondents who have used a library	33	51	13	2	0	966
Male	33	48	16	2	0	326
Female	34	52	12	2	0	640
Aged 16-24	23	58	15	3	0	91
Aged 25-34	32	52	14	1	1	153
Aged 35-44	34	51	14	2	0	233
Aged 45-54	33	54	9	4	1	149
Aged 55-64	32	49	16	2	1	136
Aged 65+	40	45	13	2	0	204
Catholic	35	50	13	2	0	392
Protestant	31	52	14	2	1	502
Other religion/none	42	48	6	3	0	62
Has limiting longstanding illness	35	50	12	3	0	219
Does not have limiting longstanding illness	33	51	14	2	0	746

Base: respondents who have used a public library

Table excludes those who responded 'don't know'.

c)

Table 9 Satisfaction with public library provision in Northern Ireland

Respondents who have never used a public library

Profile of respondent	Satisfaction w	ith provision				Base
	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	
All respondents who have used a library	5	33	61	2	0	1974
Male	4	29	65	2	0	874
Female	5	35	58	2	0	1100
Aged 16-24	2	35	62	2	0	170
Aged 25-34	3	29	63	4	0	302
Aged 35-44	3	38	57	2	0	348
Aged 45-54	5	31	62	2	0	348
Aged 55-64	6	35	57	2	0	325
Aged 65+	6	30	64	0	0	481
Catholic	5	33	61	2	0	797
Protestant	5	33	60	2	0	1073
Other religion/none	4	27	64	4	0	91
Has limiting longstanding illness	6	30	62	2	0	529
Does not have limiting longstanding illness	4	33	60	2	0	1445

Base: respondents who have never used a public library

Table excludes those who responded 'don't know'.