MARKETING RESEARCH REPORT

Making Christchurch City Libraries a Welcoming Place for People of All Ethnic and Cultural Backgrounds

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TABLE OF CONTENTS

EXECUTIVE SUMMARY

Christchurch City Libraries are interested in investigating whether they are meeting their objective of making Christchurch City Libraries a welcoming place for people of all ethnic and cultural backgrounds. The aim of this report is to gain insight into Christchurch residents' perception of library staff, library services, physical library space, what they use a library for, what they believe constitutes a welcoming place, and whether they view Christchurch City Libraries in this way. We aim to determine what the libraries are currently doing well, as well as gaining ideas as to where they can improve.

Three ethnicities have been focused on in this research, namely Maori, Pacifica and Chinese. We have previously conducted two focus groups with these groups, for which results can be referred to in the Focus Group Report. A questionnaire was then developed, collaborating suggestions from the focus groups and the research objectives.

Through a range of analysis techniques, it was concluded that Christchurch City Libraries are a welcoming place for people of all ethnic and cultural backgrounds. A number of recommendations have been made to help them both maintain this, and improve even further.

Primary Recommendations
- Continue stock of up-to-date resources
- Implement designated quiet zones
- More extensive promotion of library services
- Continued development of friendly staff
- More library organised activities
- Improved car-parking and food facilities at all Christchurch City Libraries

The results from this report must be considered in context with its limitations Due to restraints on time and resources, and difficulty in obtaining large number of responses, further, more extensive and specific research may be necessary into this topic, or any of the topics within it.

INTRODUCTION

BACKGROUND

Christchurch City Libraries comprise a network of 19 library locations, a mobile library service, a telephone service, a 24/7 digital library an outreach service and an offsite store. The library's primary customers are Christchurch City Council rate-payers, Christchurch City Council residents, or corporate members, who are Christchurch companies and organisations requiring library services for business purposes. Library membership varies over time, with total current membership of 236,000 people. The population base they serve is 348,435 from the 2006 Census.

Christchurch City Libraries have many services and policies in place to make the libraries a welcoming place for all those of differing ethnic backgrounds. The libraries aim to ensure a diverse range of library services are delivered city-wide, and that they evolve with changing community needs. The libraries are interested in discovering whether they are still achieving this. They aim to future-proof facilities and/or services to accommodate not just technological, but also demographic change. The purpose of this research is to provide Christchurch City Libraries with information that will enable them to ensure that Christchurch City Libraries are a welcoming place for people of all ethnicities. More than just providing services, Christchurch City Libraries have also established opportunities to receive feedback, discover levels of current customer satisfaction, and have some libraries themed around the needs of local communities. 'Strong communities' is one of four strategic directions set by the Christchurch City Council to achieve the Christchurch City's Community Outcomes. Other customer research projects have been completed by the libraries in the past. In their previous planning processes, they have comparatively researched other libraries. However, no formal research has been done in-house on the theme of whether the libraries are seen as a "welcoming place" before, so Christchurch City Libraries currently have a need for this information. This is to ensure that any new developments of their services and library spaces take the best account of the needs of all our current customer groups, and aid in attracting new customers.

The research findings can also be used for future improvement, such as increasing membership numbers and looking to encouraging those of different ethnical backgrounds, especially Maori, to apply for positions in the library.

RESEARCH OBJECTIVES

The objectives of our research are to ascertain whether Christchurch City Libraries are meeting their target of making the libraries a welcoming place for people of different ethnic and cultural backgrounds. Our aim is to gain information on people's perceptions of the library staff, library services, physical library space, any differences between the libraries, what a library is, and what they consider a welcoming place to look and feel like. We are focusing on three ethnicities: Maori, Pacifica and Chinese. We are also interested in the opinions of people who identify themselves as New Zealand / Europeans in order to investigate potential variances between ethnic groups in perception and experience. We want to gain information in these areas so we can get a better understanding of people's perspectives of them, information on what the library is currently doing well, as well as gaining suggestions for improvement.

METHODOLOGY

FOCUS GROUPS

We conducted two focus groups in our market research for Christchurch City Libraries. These were an important tool in our research as a structured focus group has not previously been conducted on this topic. We used focus groups to obtain opinions, ideas and solutions to the marketing problem of whether the libraries are a welcoming place to people of all ethnicities. Focus groups are a form of exploratory research from which we can obtain information on people's opinions, attitudes, expectations and experiences at the library. Our focus group selection criterion was based on ethnicity. Participants for the focus groups were obtained through key library contacts. 15 people in total participated in our focus groups, seven in the Maori and Pacifica focus group and eight in the Chinese focus group. Our first focus group was comprised of Maori and Pacifica participants, and the second of Chinese participants. These are the three ethnicities at the focus of our research. Both focus groups were conducted before the questionnaire was developed, and assisted in this as they were used to gain insight into our main objectives. The focus groups connected people of the same ethnicity and a number made new friends through this and even swapped contact details. The majority of participants went away from the focus groups feeling like they had learnt something new from the discussion, and had made their views heard. The outcomes from the focus groups will not be discussed in full in this report. For more information on these refer to the focus group report.

QUESTIONNAIRES

A questionnaire was developed with the purpose of gaining further insight into a variety of aspects of Christchurch City Libraries. The questionnaire meets our research objectives by including a section on each of the main research areas; library usage, library services, library space, library staff, and welcoming place. The questionnaire was available in both a written form, and online. The online questionnaire was created using Survey Monkey, and was publicised through the home page of the Christchurch City Libraries website, and by emailing the link to the survey to people recognised by library staff to be key influential contacts.

The Library Usage section was designed to identify members and non-members of Christchurch City Libraries, how often they use a library, which libraries they frequent, what they use a library for, how they perceive Christchurch City Libraries overall, and to establish why they do or do not use the library. This will be a key section as the library has previously identified that a significant proportion of those that are not members of the library are members of our targeted ethnicities, namely Maori, Pacifica and Chinese.

The library offers many services, including a large range for bi-lingual users. Results from focus groups conducted identified that many people did not know of, or use many of these services. Therefore, the library services section in the questionnaire will be used to help identify what services are most often used by a large number of people from a wide range of ethnic groups.

There were two questions in our survey dedicated to library space. The purpose of these questions was to investigate how people feel about Christchurch City Library space, and what factors are important to them in making the library space comfortable and welcoming.

We also included a question on library staff in order to ascertain whether respondents are happy with the service received by staff at Christchurch City Libraries.

The final section on welcoming place is one of our key areas. This section is designed to identify overall if the library is a welcoming place, to follow up suggestions from the focus group and other libraries research of how to make the library more welcoming, to find out the

most important factors that make a welcoming place, and provided a space for suggesting improvements we had not included that may make Christchurch City Libraries more welcoming for respondents.

The classification / demographic section was at the end of the questionnaire. This covered gender, age, ethnicity, household type, and suburb information. This will be used to classify responses and for comparative analysis.

The majority of the questions in our questionnaire were measured on a Strongly Agree to Strongly Disagree six-point likert scale. A six-point scale was chosen so participants have to at least slightly agree or slightly disagree with each statement rather than having a neutral response. A likert scale has also been used for analysis purposes.

The written questionnaire includes two open ended questions. These will assist in identifying factors that the questionnaire has not covered that the participants consider to be of importance, as well as giving them an opportunity to add extra comments. The online version of the questionnaire included a space for comments at the end of each section.

The incentive used for people to fill in our questionnaire was entry into a prize draw. The main prize was an iPod, and other prizes were a 1 GB memory stick, CD store music vouchers, Pulse beanies & t-shirts, a selection of books, spa foot gel and lotion packs, Drive Thru beanies & T-shirts and some magic writer pens.

We have attached a copy of our questionnaire in the Appendix of this research report.

SAMPLING PROCEDURE

As mentioned previously, the questionnaire was available both online and in written form. We targeted both users and non-users of Christchurch City Libraries, a range of different ethnic and cultural groups, both males and females, and a wide variety of ages in order to get the best possible range of responses. Christchurch City Libraries do not have a specific target market, it is important they appeal to all people within the region they serve, so it was important to get the widest possible range of responses, while still focusing on our three main ethnicities of Maori, Pacifica and Chinese. The questionnaire was distributed to users via the Christchurch City Libraries website, emailed to key and influential library contacts, approaching participants within the libraries, to university students, and a wide range of personal contacts. These varied approaches enabled us to get not just library users, but also potential non-users by going to libraries other than Christchurch City Libraries, such as students at the University of Canterbury, through library and cultural group contacts, personal contacts and businesses. We targeted different ethnic groups by going through cultural groups such as a community youth centre in Riccarton, a Chinese group, and local churches.

Our questionnaire was pre-tested on family and friends of varying ages and ethnicities. We also pre-tested with staff members at Christchurch City Libraries, who suggested putting different ethnic welcomes at the beginning, simplifying some questions so that all ethnicities could understand the content, adding extra comment sections on the online version, and a number of irrelevant questions and sections were removed. As a result, the questionnaire was edited and a final questionnaire was produced in both a written and online version.

Our aim was to collect 200 completed surveys, with a minimum of 30 participants in each of our three ethnicities of focus; Maori, Pacifica and Chinese. When it came to collecting the surveys we had difficulty in getting groups to participate. As the research got underway it soon became apparent that these ethnicities were less willing to participate than expected. As mentioned in the Research Proposal, we intended to approach a number of Christchurch High Schools in order to get large numbers of various ethnicities. Unfortunately after several phone calls and emails we were unsuccessful in gaining the cooperation of five key high schools in Christchurch

Our final response numbers were 32 Maori Participants, 32 Chinese participants and 30 Pacifica participants, the majority of which were of Samoan background. 105 participants were New Zealand/European, 27 from other Asian countries, and 12 other ethnicities. This makes a total of 238 completed surveys for analysis.

PARTICIPANT CLASSIFICATION

The purpose of our research is to identify whether the library is a welcoming place for people of all ethnic and cultural backgrounds. Due to the time and resource limitations of this research certain ethnic groups were targeted. This research focuses on three main ethnicities; Maori, Pacifica and Chinese. These groups were targeted as they are either high users of the library or are assumed to proportionally make up a significant amount of those who do not use the library. New Zealand/Europeans were also included in the analysis as a significant number completed the survey. As the survey was available online through the Christchurch City Library website, many New Zealand/Europeans completed it this way. This enables us to use New Zealand/European participants as a control group and for comparison. A question was asked on what ethnicity responds identified with and the results were used to identify variances in responses. Other ethnicities also responded however for analysis purposes these respondents were grouped into 'Other' as there was not significant representation of each ethnicity (for analysis purposes, 30 respondents within each ethnicity was ideal).
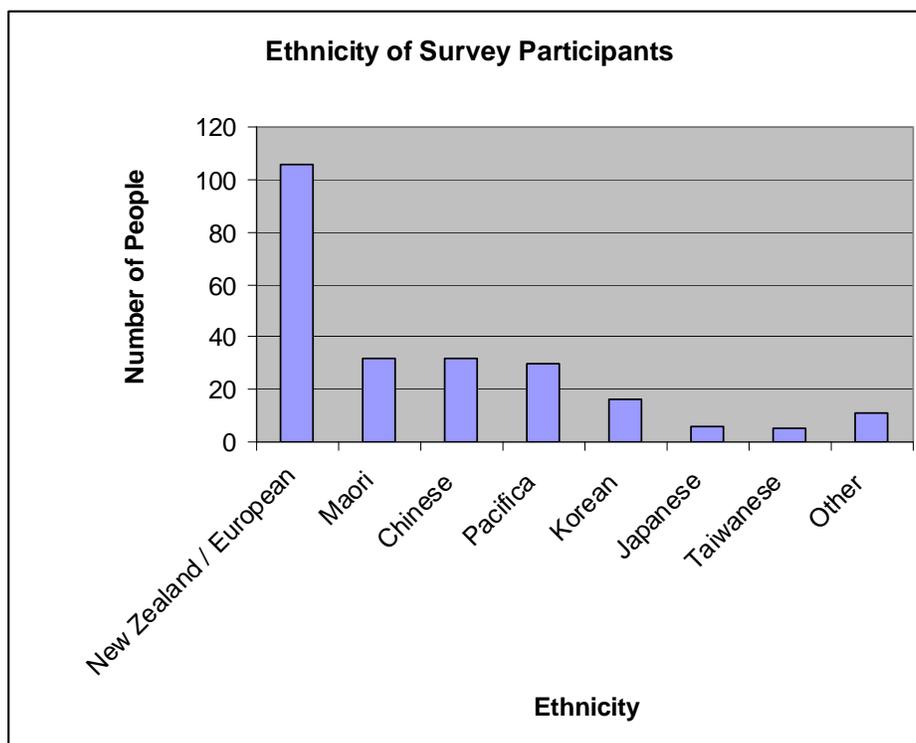
Identification of Christchurch City Library Members and Non-Members

The respondents were also asked in the library usage section of the survey, whether or not they have a Christchurch City Library Card. This was used to identify Christchurch City Library members and non-members. Of the total sample pool (238), 195 participates (82%) had a Christchurch City Library Card, compared to 43 who did not (18%). These results are used to compare perceptions depending on whether the participants were Members or Non-members of the Christchurch City Libraries.
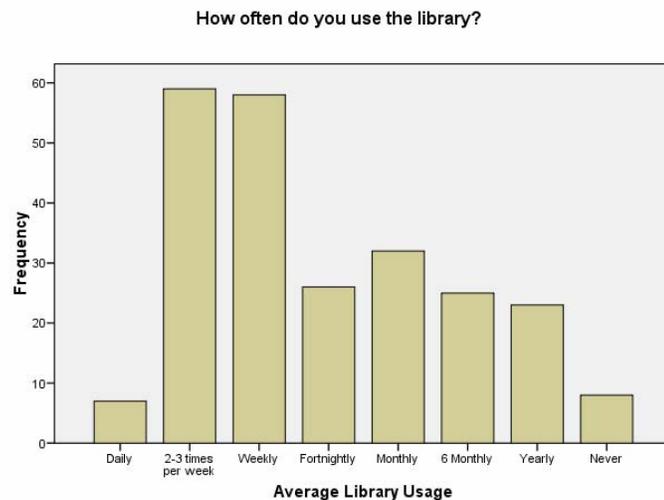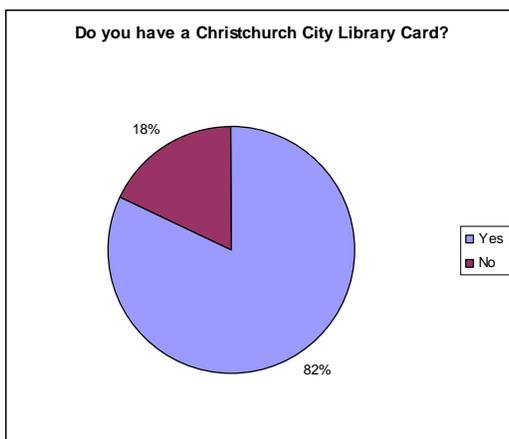
Identification of Light versus Heavy Users for Christchurch City Libraries

Respondents were asked how often they use the library. For analysis purposes respondents were grouped into light versus heavy users. By doing so, perceptions of the library were able to be compared based on usage. Light users were respondents who indicated that they used the library monthly, 6 monthly, yearly or never. Heavy users were respondents who indicated that they use the library daily, 2-3 times a week, weekly or fortnightly. As indicated by the following graph the number of participants who use the library 2-3 times a week or weekly was significantly higher. Heavy users made up 62.61% of the total sample pool, compared to 37.39% of Light users.
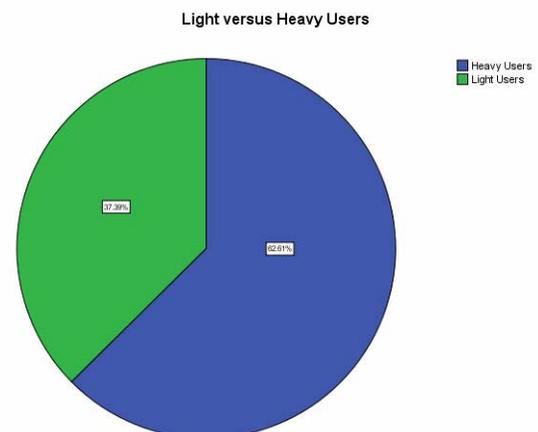
Identification of libraries mostly used

For identification purposes in the library usage section, participants were also asked which library(s) they mostly use. All Christchurch City Libraries were listed including the Mobile Library, and an option 'I do not use any of these libraries' to identify those that may use other libraries or no libraries at all. This showed that Central is by far the most used library. Please refer to Appendix 1 for further comments on how respondents viewed individual libraries.
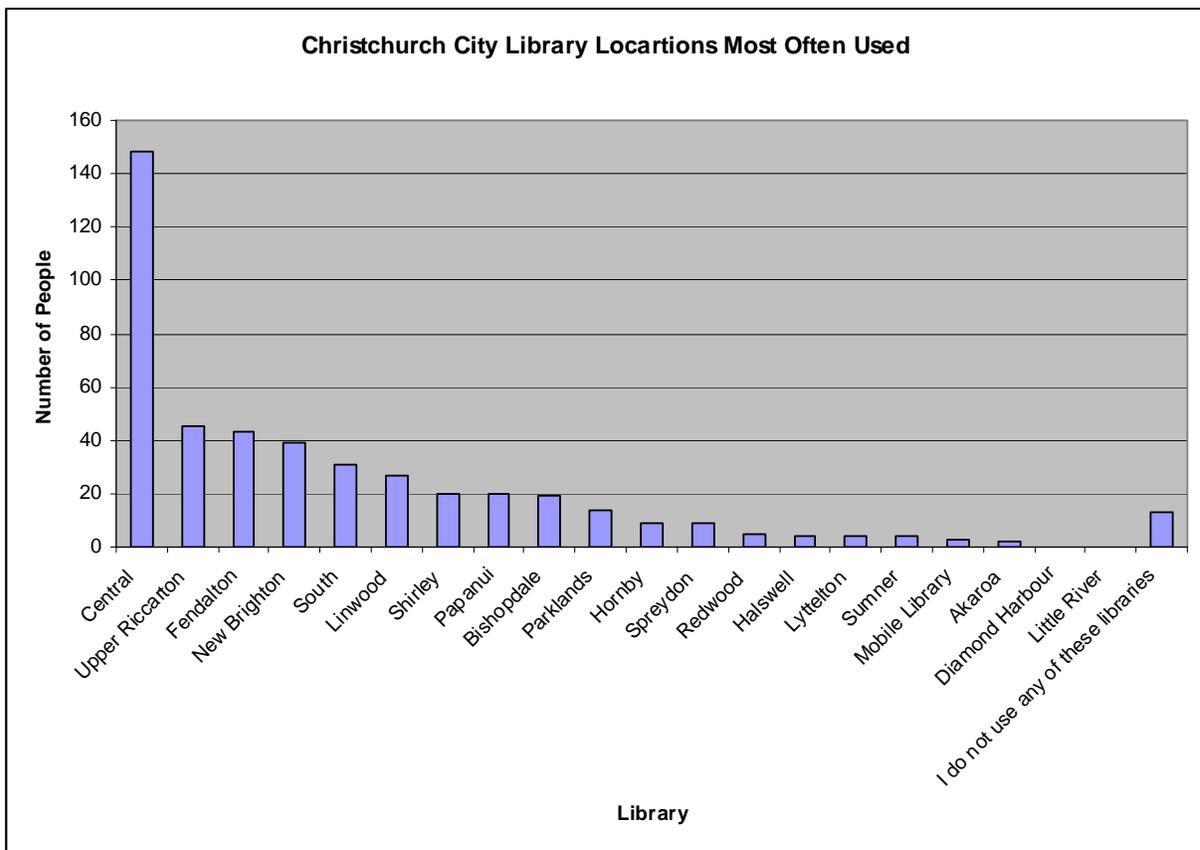
For classification purposes respondents were also asked their age, gender, suburb and household status. These results could be used in analysis, however for the purpose of this research, classification by ethnicity, library membership and usage were used.

RESULTS

LIBRARY USAGE

The first research objective was to identify respondents' overall perception of the library and identify what a library is. Of the five questions asked in the library usage section, two questions specifically answered this first objective by respondents indicating their reasons for library usage and their perception of Christchurch City Libraries. Questions on whether they had a Christchurch City Library card, how often they used the library and what libraries they mostly use was for classification purposes.

Question 4 identified participants' reasons for using or not using the libraries in general. A mixture of 13 positive and negative questions were asked to highlight to what extent participants agreed or disagreed with the statements on library usage. All questions were asked on a 6 point likert scale, where 1 represents "Strongly Agree" and 6 represents "Strongly Disagree". No neutral value option was given so participants had to indicate a view. Within Question 4 questions b, d, f, g, i, k, and l, were negatively worded to identify possible reasons some respondents may not use the library. For analysis purposes these negative questions were recoded into positive variables.

A one-sample t-test with a neutral value of 3.5 concluded that the majority of suggested reasons for using the library were good predictors of respondents' perception. 12 out of the 13 questions asked showed to be significant predictors of why people use the library. The only question that was not a significant reason for using the library was 'to help others i.e. children or students'.

Overall, the reasons for using the library were positive. Respondents strongly agreed that they like the libraries (Mean 1.54), are interested in the libraries (1.76) and have positive experiences at the library (1.98). Respondents also agreed that they use the library for research (2.40), prefer to use CCL than other libraries (2.64), the libraries' resources are up to date (2.45) and they used the library for school work/study (2.70). Comments left by participants echoed this positive view. Many respondents commented that "libraries are a fantastic resource and we are lucky to have them", that the library is fine the way it is, and that it makes people feel relaxed.

Table: One-Sample Statistics and Test for Reasons for library usage

	Variable	Mean
A	I like to do personal reading in the library	3.26*
B	I like libraries**	1.54*
C	I like to meet friends at the library	3.82*
D	I have time to use the library**	2.32*
E	I use the library for research	2.40*
F	I prefer to use Christchurch city libraries than other libraries**	2.64*
G	I think the library is cool**	2.18*
H	I use the library to help others	3.37
I	The libraries' resources are up to date**	2.45*
J	I use the library so I do not have to buy books	2.69*
K	I am interested in libraries**	1.76*
L	I have had a positive experience at the library**	1.98*
M	I use the library for schoolwork/study	2.70*

* Significant variables as Sig (2-tailed) is above .05 significance level.

** Questions that were negatively worded and reverse coded. See Appendix 3 for exact questions asked.

When the results were segmented further by member or non-member of the library, and light versus heavy users, similar results appeared. Library members and heavy users both had similar means to the overall means. The mean was slightly lower than the overall means indicating a more positive result. Non-members and light users both had similar means to the overall mean, but were slightly higher, indicating a slightly more negative response. Non-library members and light users both indicated that they do not like to meet friends at the library. Both means, 4.09 for non-library members and 4.03 for light users, indicated that they slightly disagree that they like to meet friends at the library.

Question 5 identified participants' perception of Christchurch City Libraries. A mixture of seven positive and negative questions were asked to highlight to which extent they agreed or disagreed with statements concerning Christchurch City Libraries. All questions were asked on a 6-point likert scale, where 1 represented "Strongly Agree" and 6 represented "Strongly Disagree".

The one-sample t-tests with a neutral value of 3.5 showed that all statements significantly represent respondents perception of the Christchurch City Libraries. This question focused on two main topic areas with regards to respondents perception of the library resources and library noise level.

As the focus group conducted identified variances in responses with reference to resources this was investigated further. Respondents strongly agreed that the library offers a wide variety of resources (Mean 1.95) and believed that the library contains a good variety of books (1.92). Participants agreed that the library keeps resources up to date (2.39) and respondents find it more economical to use the library than to buy their own books (2.23). Overall the one-sample t-test concluded that respondents have a positive perception of Christchurch City Libraries. Christchurch City Libraries are successfully providing a variety of up to date resources.

The focus group also highlighted a variance in whether the library should be a quiet place or more interactive where noise is acceptable. This is an on going issue in the libraries. Many participants left comments stating that many libraries, particularly those with attached learning centres such as South and Upper Riccarton are too noisy. It was suggested that this was because of the video / TV areas, as well as the large groups of school students unsupervised. The result of this is that members of the public find it difficult to read or study in the libraries. However, it was mentioned in the focus groups by library staff that they recommend that library users take responsibility in this situation, and if someone is being too noisy then to politely ask them to be quiet. To test these perceptions, participants were asked whether they viewed the library as too noisy and whether if someone was too noisy in the library, they would ask them to be quiet. The means of both responses (3.08 and 3.75 respectively) showed a neutral response where participants on average slightly agreed or slightly

disagreed with this statement. Libraries are often too noisy was a reverse coded question so the mean of 3.08 indicated that on average participants slightly disagreed with this statement.

No significant variances occurred when respondents were segmented by ethnicity. Even though overall the statement 'I would travel further to go to my favourite location' is significant (.003) when segmented on ethnicity, Maori, Chinese and Pacifica all showed that this question is not significant. This perception was therefore not investigated further.

Table: One-Sample Statistics and Test for Perception of CCL

	Variable	Mean
A	The library offers a wide variety of resources	1.95*
B	I believe the library contains a good variety of books	1.92*
C	Libraries are not often too noisy**	3.08*
D	If someone is too noisy in the library I would ask them to be quiet	3.75*
E	I would travel further to go to my favourite library location	3.19*
F	I find it more economical to use the library than to buy my own books	2.23*
G	The library keeps up to date with new resources	2.39*

* Significant variables as Sig (2-tailed) is above .05 significance level.

** Questions that were negatively worded and reverse coded. See appendices for exact questions asked.

LIBRARY SERVICES

Another of our research objectives was identifying respondents' perception of the library services. The library offers a variety of services, however the focus group identified that users of the library have little knowledge of all the services available and only used a few services. The purpose of the library services section and Question 6 was to identify which services are being utilised and whether there was a variance between ethnic groups.

Assumed Groupings of Services	Service	Number of users of this service (out of 238)	Percentage of total sample using this service (%)
Main library service	Borrowing Books	191	80.25
Book related services	Fiction Collections	139	58.40
	Non-Fiction Collections	134	56.30
	Magazines	126	52.94
	Self-Checkout	116	48.74
Internet related services	Library Catalogue	106	44.54
	CCL Website	106	44.54
	Internet	105	44.12
	Music CDs	102	42.86
Other services	Photocopying	89	37.39
	DVDs	88	36.97
	Computers	79	33.19
	Newspapers	76	31.93
Cultural and community services	Dictionaries	37	15.55
	Wireless Internet	32	13.44
	Events	28	11.76
	CINCH	26	10.92
	World Language Collection	24	10.08
	ESOL Resources	23	9.66
	Library Learning Centres	23	9.66
	Play station 2	18	7.56
	Meeting Rooms	15	6.30

The frequency table on the pervious page, and the graph below, identify the number of respondents using each service. Both highlight five tiers of services starting with the main library service (borrowing books), book related services, internet related services, other services and cultural and community services. The key groups to note are borrowing books and cultural and community services.

As seen by the graph below, borrowing books is the main service participants' use at the library. 191 respondents (80.25% of our sample) borrow books from the library. This shows that the libraries main service of supplying books for borrowing is being utilised. One respondent commented "the references to friendly librarians, facilities for children, and ethnic displays are utterly irrelevant – a library's raison d'etre is to stock books".

Cultural and community services are services especially targeted at those of diverse ethnic and cultural backgrounds. These services such as CINCH, World Language Collection and ESOL resources are under utilised. Only around 10% of participants use these services. This highlights the findings from the focus groups, that many of the services the library provides are not used, especially cultural resources. This could be due to lack of knowledge of the services.
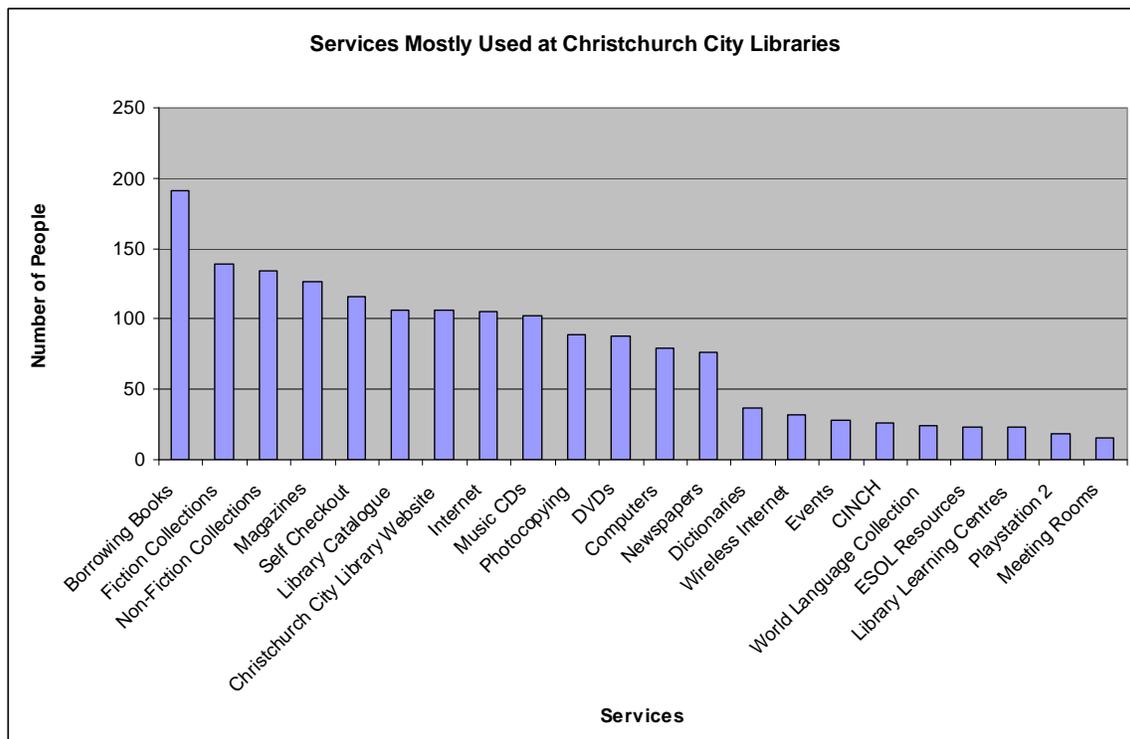
To identify further trends in the usage of the libraries services, the data was segmented by ethnicity. The chi-square test was used to identify any associations between respondents' ethnicity and library services used.

Of the 238 respondents, New Zealand/Europeans respondents made up 105 of those. This is significantly higher than the 32 Chinese, 32 Maori and 30 Pacifica participants. Therefore, New Zealand/Europeans had a higher percentage of use of services over all other ethnic groups (unless stated otherwise). For this reason, the following analysis will focus on Maori, Chinese and Pacifica responses.

Firstly, several services showed no association between the service used and ethnicity. There is no association between ethnicity and ESOL resources (Sig .081), World Language Collection (.107), Library Learning Centres (.081), wireless internet (.071), meeting rooms (.174) and newspapers (.541). Even though 52.94% of total respondents use the magazines, there is no significant association between magazine use and ethnicity.

There is a significant association between the use of the internet and ethnicity (Likelihood Ratio 37.590, Sig .000). 90% of Pacifica respondents use the internet at the library (27 out of 30). This is 11.3% out of 44.1% of the total sample population that use the internet. This is comparatively higher than only 31% of Chinese respondents who use the internet.

There is a significant association between borrowing books and ethnicity (Likelihood Ratio 10.217, Sig .037). The majority of all ethnic groups use this service. Chinese respondents had a higher count (26 out of 32) compared to Maori and Pacifica respondents.

There is a significant association between the use of CINCH and ethnicity (Likelihood Ratio 10.013, Sig .04). The number of respondents who use CINCH is very low, with 26 users in total (17 which are New Zealand/Europeans). Five Maori respondents use CINCH, which is comparatively higher than the one Chinese and one Pacifica respondents who use this service.

Library events are also associated with ethnicity (Likelihood Ratio 10.690, Sig .030) and have a low number of users. The significant finding here is that zero Chinese respondents

participate in library events, yet the Chinese focus group requested more activities and events be organised by the library. This highlights a possible variance between library events provided and awareness of these events.

There is a significant association between the use of the Christchurch City Libraries website and ethnicity (Likelihood Ratio 53.585, Sig .000). New Zealand/Europeans and Maori use this service significantly more than Chinese and Pacifica respondents. 50% of Maori respondents use the Christchurch City Library website, compared to 16% of Chinese, and 17% of Pacifica participants.

There is a significant association between ethnicity and use of the Library Catalogue (Likelihood Ratio 52.455, Sig .000) and Music CDs (Likelihood Ratio 15.605, Sig .004). Maori respondents used the Library Catalogue and Music CDs more so than Pacifica and Chinese respondents. Of the total sample, 5.9% of Maori respondents use Music CDs compared to 2.9% of Chinese participants. 15 Maori respondents use the Library Catalogue, which is significantly more than the 6 Chinese and 5 Pacifica respondents.

There is a significant association between ethnicity and computers (Likelihood Ratio 21.859, Sig .000) and PlayStation 2 (Likelihood Ratio 17.539, Sig .002). Pacifica and Maori respondents use the computers and PlayStation 2 more than Chinese and New Zealand/Europeans. 63% of Pacifica respondents and 50% of Maori respondents use computers, compared to 31% of Chinese, and 25% of New Zealand/Europeans. Of the 7.6% of total respondents that use the PlayStation 2 in the library, 5% of those are Maori and Pacifica respondents.

LIBRARY SPACE

Another of our research objectives was to identify respondents' perception of Christchurch City Library space. Question 8 assessed a number of qualities of Christchurch City Libraries on a 6-point likert scale, ranging from Strongly Agree (1) to Strongly Disagree (6).

First, a one-sample t-test was conducted with a neutral value of 3.5 in order to obtain the mean scores of all respondents on each of the questions asked. The results are in the table below.

	Variable	Mean
A	CCL are well located	2.07*
B	CCL are visually appealing	2.39*
C	CCL locations are easy to get to	2.18*
D	CCL are family friendly	2.02*
E	CCL are comfortable	2.06*
F	CCL layout makes it easy to find what you need	2.50*
G	CCL are interactive	2.39*
H	CCL layout makes it easy to move around	2.26*
I	CCL should be a quiet place	2.37*
J	CCL make it comfortable for me to bring children into the library	2.19*

* Significant variables as Sig (2-tailed) is above .05 significance level.

Overall, respondent's perception of Christchurch City Libraries space was positive. Respondents agreed that Christchurch City Libraries are well-located, easy to get to, visually appealing, comfortable, layout makes it easy to find what you need and move around, are interactive, are family friendly, and make it comfortable to bring children into the library. They also agree that despite the fact libraries are becoming more interactive places, they still should be quiet places, or at least have designated quiet areas. The average scores for each of these attributes ranged from Slightly Agree to Strongly Agree.

One respondent commented that "the layout, feel and seating options of a library makes a difference to my enjoyment of the experience and to my desire to spend more leisure time at a library".

The sample was then segmented by whether the respondent holds a Christchurch City Library card. The results are as follows:

	Variable	Member of CCL Mean	Non-Member of CCL Mean
A	CCL are well located	1.98*	2.47*
B	CCL are visually appealing	2.36*	2.53*
C	CCL locations are easy to get to	2.08*	2.65*
D	CCL are family friendly	1.93*	2.40*
E	CCL are comfortable	1.99*	2.37*
F	CCL layout makes it easy to find what you need	2.44*	2.74*
G	CCL are interactive	2.35*	2.56*
H	CCL layout makes it easy to move around	2.23*	2.42*
I	CCL should be a quiet place	2.32*	2.58*
J	CCL make it comfortable for me to bring children into the library	2.17*	2.30*

* Significant variables as Sig (2-tailed) is above .05 significance level.

Although library card holders agreed more strongly with each of the statements, non-card holders still had a positive overall view of the library space.

The sample was then segmented by ethnicity to see if there were any variances in how they perceived the library space.

	Variable	NZ/European Mean	Maori Mean	Pacifica Mean	Chinese Mean
A	CCL are well located	1.95*	2.03*	2.30*	2.22*
B	CCL are visually appealing	2.31*	2.47*	2.70*	2.34*
C	CCL locations are easy to get to	1.97*	2.28*	2.57*	2.41*
D	CCL are family friendly	1.88*	1.91*	2.23*	2.13*
E	CCL are comfortable	1.93*	2.09*	2.33*	2.09*
F	CCL layout makes it easy to find what you need	2.39*	2.72*	2.40*	2.56*
G	CCL are interactive	2.29*	2.31*	2.43*	2.66*
H	CCL layout makes it easy to move around	2.16*	2.19*	2.33*	2.34*
I	CCL should be a quiet place	2.50*	2.38*	2.30*	2.00*
J	CCL make it comfortable for me to bring children into the library	2.07*	2.06*	2.27*	2.44*

* Significant variables as Sig (2-tailed) is above .05 significance level.

No significant variances occurred when this question was segmented by ethnicity. Respondents from all ethnicities view the library space as positive.

LIBRARY STAFF

Another of our research objectives was to identify perception of Christchurch City Library staff. Question 9 assessed respondents' opinions of library staff on a 6-point likert scale, ranging from Strongly Agree (1) to Strongly Disagree (6). Twelve questions were asked relating to how respondents viewed staff, and all returned significant results.

First, a one-sample t-test was conducted with a neutral value of 3.5 in order to obtain the mean scores of all respondents on each of the questions asked.

Overall, staff at Christchurch City Libraries were perceived very positively. Respondents agreed that staff are friendly (Mean 1.97), helpful (1.97), courteous (2.22), easy to relate to (2.40), happy to explain how to use the library services (2.04), have the knowledge to answer questions (2.08), willing to help solve a problem (2.11), and give individual attention when required (2.31). We also had three reverse coded questions in this section. Respondents believed that staff were well trained (2.91), did are not intimidating to ask for help when they are behind a desk (2.78), and did not feel that staff are too busy to respond to their requests (2.76).

The results were then segmented by ethnicity. Those who identified themselves as New Zealand / European achieved average scores slightly lower than the overall results, meaning that they agreed with each of the statements listed above more strongly than people of other ethnicities. However, all ethnicities responded very positively to staff at Christchurch City Libraries.

Comments left by respondents agreed with this. Many spoke of positive experiences with staff, and overall find them very approachable and cheerful. One respondent questioned where the Maori staff are in the Central Library Nga Pounamu Maori section. They described an empty desk as most unwelcoming. A number of other respondents also said that more Maori staff are needed at all libraries. It was suggested that this could be done through better promotion of jobs in the library to Maori, and to make positions relevant to Maori. It was said that non-Maori staff who cannot pronounce kupu Maori are "not easy to relate to", and their lack of knowledge of Maori history makes it "extremely frustrating to engage with".

	CCL Staff…	NZ/European Mean	Maori Mean	Pacifica Mean	Chinese Mean
A	Have the knowledge to answer my questions	1.94*	2.22*	2.10*	2.16*
B	Give me individual attention	2.10*	2.09*	2.60*	2.63*
C	Are happy to explain how to use the library services	1.92*	1.94*	2.20*	2.22*
D	Are not too busy to respond to my requests**	2.59*	2.75*	3.00*	3.06*
E	Are always courteous to me	1.96*	2.22*	2.50*	2.56*
F	Are always willing to help solve a problem	2.03*	2.00*	2.13*	2.25*
G	Are friendly	1.87*	1.94*	2.07*	2.09*
H	Are helpful	1.85*	1.97*	2.00*	2.19*
I	Do not require more training**	2.69*	2.69*	3.37	3.31
J	Are more approachable when they are in the aisles	3.58	3.41	2.50*	2.78*
K	Are not intimidating to ask for help when they are behind the desk**	2.27*	2.53*	3.23	3.59
	Are easy for me to relate to	2.27*	2.47*	2.73*	2.44*

* Significant variables as Sig (2-tailed) is above .05 significance level.

** Questions that were negatively worded and reverse coded. See appendices for exact questions asked.

CHRISTCHURCH CITY LIBRARIES AS A WELCOMING PLACE

In order to assess whether participants viewed Christchurch City Libraries as a welcoming place, three questions in the survey were dedicated to this topic. This is the core focus of our research.

Question 10 identified participants overall experience at the library. Seven questions were asked, and measured on a six-point likert scale, ranging from Strongly Agree (1) to Strongly Disagree (6). Within question 10, questions b, d, e, g were negatively worded to identify any negative library experiences. For analysis purposes these negative questions were recoded into positive variables.

First, a one-sample t-test with a neutral value of 3.5 was conducted in order to obtain the mean scores of all respondents on each of the questions asked. Overall, participants agreed that most of the time their visits to the library are a pleasant experience (Mean 1.93 = Agree). They also agreed that they feel at home at the library (Mean 2.50), and feel welcomed there (2.18). Negatively worded questions once recoded all achieved positive responses, reinforcing that the library is a welcoming place (2.00) and that they have not had negative experiences at the library (1.89). These results must be generalised with caution because the vast majority of our respondents were users of the library, so are likely to both care about, and enjoy visiting the library. This question was then segmented to focus on the results of each individual ethnicity. After doing an ethnic split, we discovered that people, on average, still found the library welcoming and there were only very small differences between ethnicities. Respondents were segmented into groups based on whether or not they held a Christchurch City Library card. All factors were still significant. Non-users response means were lower than those who held Christchurch City Library cards. Those with library cards leaned towards Agree to Strongly Agree for each factor, whereas those without library cards had average scores more between Slightly Agree to Agree. The question was then segmented by light versus heavy library users. Again, there was not much change in responses, therefore there is not much difference between how light and heavy users perceive Christchurch City Libraries as a welcoming place.

Question 11 asked respondents what would make them feel more welcome at Christchurch City Libraries. Twelve questions were asked, and again measured on a six-point likert scale ranging from Strongly Agree (1) to Strongly Disagree (6). This question was asked in order to ascertain what makes a place welcoming to our respondents, and what changes or improvements at Christchurch City Libraries could make it more welcoming. We asked twelve questions under the heading of "I would feel more welcomed if…" We conducted a one sample t-test with a neutral value of 3.5 in order to get the mean rating for each question, and then split this information by ethnicity. We also conducted an analysis of variance (One Way ANOVA) in order to see which ethnicities had the same opinion as people of other ethnicities. The results are as follows.

I would feel more welcomed if I was served by someone of the same ethnicity as me

Overall, respondents disagreed that they would feel more welcomed at Christchurch City Libraries if they were served by someone of the same ethnicity as them (Mean 4.26). When this question was segmented by ethnic group, New Zealand / Europeans had an even stronger opinion than the average that the ethnicity of the staff member serving them does not contribute to making a place more welcoming (5.03). There was not a significant association between this question and people of Maori, Pacifica or Chinese ethnicities. The analysis of variance was significant for this question. It showed that there was a difference in responses between New Zealand / Europeans, and our three ethnicities of focus, namely Maori, Pacifica and Chinese. Maori, Pacifica and Chinese respondents do not differ much between each other, but they do compared to New Zealand / Europeans, as seen by the following graph.

I would feel more welcomed if I was served by someone of the same ethnicity as me

31
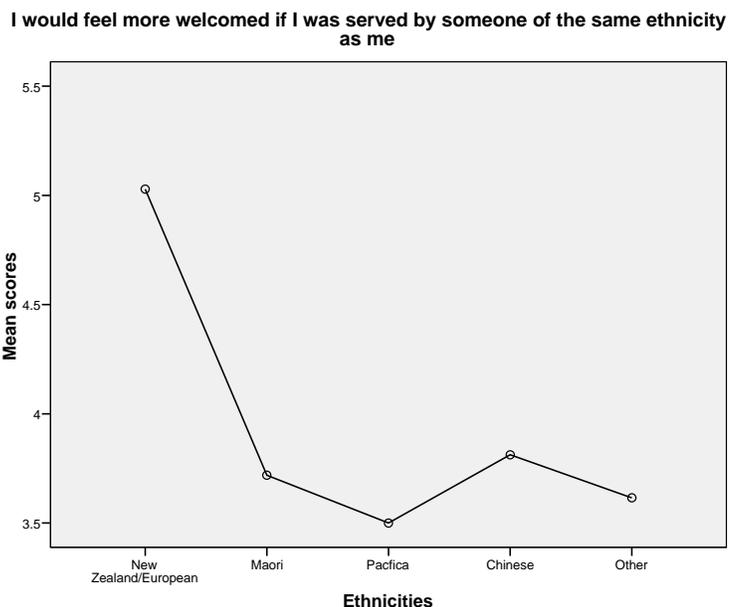
**I would feel more welcomed if I was served by a friendly staff member**

Overall, participants agreed that they would feel more welcomed if they were served by a friendly staff member (Mean 2.01). This aligns with a discussion during our focus groups that a person's ethnicity does not matter as much as a friendly, smiling face. Again, New Zealand / Europeans agreed even stronger than average on this question (1.91), however it was Pacifica respondents who agreed the strongest on this issue (1.73). Maori and Chinese also agreed (2.25 and 2.41 respectively). The analysis of variance was not significant for this question. It illustrated that in some form, all of the ethnicities agreed.

I would feel more welcomed if I was approached to see if I needed help

Overall, respondents were quite neutral concerning whether they would feel more welcomed if they were approached to see if they needed help (Mean 3.10). There was no significant association between this and New Zealand / Europeans or Maori. Chinese and Pacifica respondents both slightly agreed (2.63 and 2.37 respectively) that this would make the library more welcoming for them.

I would feel more welcomed if I saw more cultural displays

There was no significant association between a respondent seeing more cultural displays, and feeling more welcome at the library. This question was included in the questionnaire as it was raised as an issue in the focus groups but did not appear to be something of importance to our questionnaire participants. The individual ethnicities for whom this was a significant factor were New Zealand / Europeans who slightly disagreed (Mean 4.15), Maori who slightly agreed (2.94) and Pacifica who also slightly agreed (2.47) that this would make Christchurch City Libraries more welcoming for them.

I would feel more welcomed if I saw more cultural displays
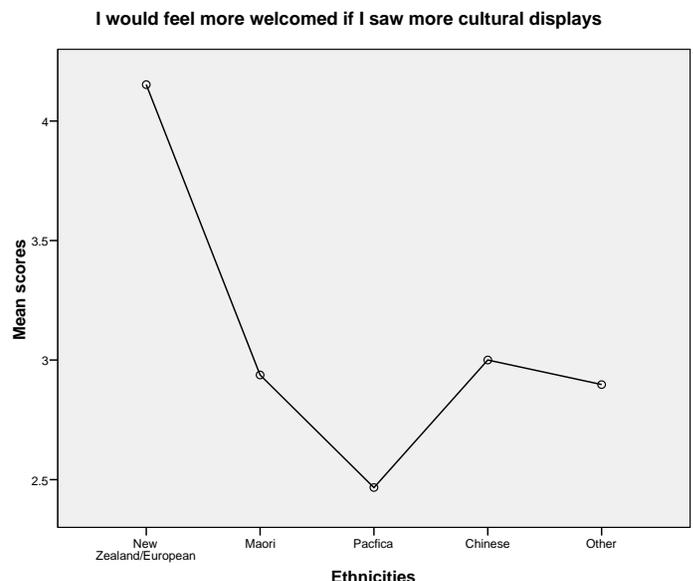
I would feel more welcomed if I saw art work on display that reflects my culture

Overall, there was not a significant association between more art work on display reflecting individual cultures, and feeling more welcome at the library. It was a significant factor for New Zealand / Europeans, who slightly disagreed with this statement (Mean 4.17), and Maori and Pacifica who agreed (2.84 and 2.37 respectively). This aligns with information gained in our focus group as it was brought up as an issue in the Maori and Pacifica focus group, and was not discussed in the Chinese one, for whom this is not significant in the survey either.

I would feel more welcomed if I saw my country of origins' flag up in the library

Overall people slightly disagreed (Mean 3.87) that they would feel more welcomed at Christchurch City Libraries if they saw their country of origin's flag up. The only individual ethnicity for whom this factor was significant was New Zealand / Europeans, who also disagreed (4.50). This was a suggestion from our Maori and Pacifica focus group, however it was not perceived as a way of making Christchurch City Libraries more welcoming by survey participants.

I would feel more welcomed if there were more resources in my language of origin

New Zealand / Europeans were neutral (Mean 3.36) to the suggestion that they would feel more welcome if there were more resources in their own language of origin. This is logical as the majority of resources in Christchurch City Libraries are in English. Maori and Chinese respondents slightly agreed with this statement (2.88 and 2.84 respectively), and Pacifica respondents most strongly agreed (2.64). This is possibly because there are not a lot of resources available in many Pacific Island languages, whereas there is a dedicated Nga Pounamu Centre in the Central library for Maori resources, and a range of Chinese resources in the World Language Collection. A lady from Niue who was a participant in our focus group also raised the issue that there were not many Pacific Island resources available. Our three ethnicities of interest all held the similar view that there should be more resources in their language of origin, which differed to the view of New Zealand / European participants, as seen by the following graph.

I would feel more welcomed if there were more resources in my language of origin
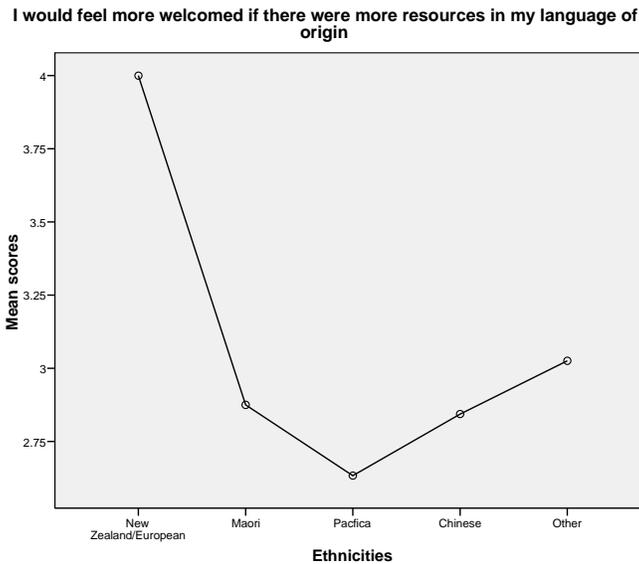
I would feel more welcomed if I was greeted at the door / reception

Overall, participants disagreed that they would feel more welcome if they were greeted at the door / reception (Mean 4.14). There was no significant association with this factor and feeling more welcomed for Maori and Chinese participants. New Zealand / Europeans disagreed more strongly than the overall mean (4.70), and Pacifica respondents also slightly disagreed (4.13).

I would feel more welcomed if the library facilitated activities relating to my ethnicity

Overall, respondents were neutral for this (Mean 3.73), and it was not significant for Maori and Chinese respondents. New Zealand / Europeans slightly disagreed (4.39), however Pacifica respondents agreed that they would feel more welcome if the library facilitated more activities relating to their ethnicity (2.87).

I would feel more welcomed if there was a quiet place to study

Overall, respondents agreed that they would feel more welcomed at Christchurch City Libraries if there was a quiet place for them to study (Mean 2.51). Pacifica respondents agreed most strongly with this statement (1.97), followed by Chinese (2.19), Maori (2.38) and New Zealand / Europeans (2.92).

I would feel more welcomed if the library organised more cultural events

Overall, there was not a significant association between the library organising more cultural events, and participants feeling more welcome at Christchurch City Libraries. The results for Maori were not significant on this topic. New Zealand / Europeans disagreed with the statement (Mean 4.23). Pacifica and Chinese both agreed, with means of 2.57 and 2.84 respectively. This echoes the focus group where Chinese participants asked for more organised cultural events.

I would feel more welcomed if more activities were organised by the library

Overall, participants were neutral towards whether more activities organised by the library would make them feel more welcome (Mean 3.22). New Zealand / Europeans slightly disagreed (3.81), Maori and Pacifica both slightly agreed (2.91 and 2.60 respectively), and Chinese agreed most strongly (2.50). This follows the focus group results as it was raised as an issue in the Chinese focus group. Maori have events aimed at them already through the library, such as Maori Language Week and Maori New Year celebrations, however events are not organised to the same extent for Chinese or Pacifica peoples. This may be why they agree that more events may be necessary. For example, in the focus groups a Chinese participant suggested implementation of a book club. Please see Focus Group Report for more information on this.

I would feel more welcomed if more activities were organised by the library
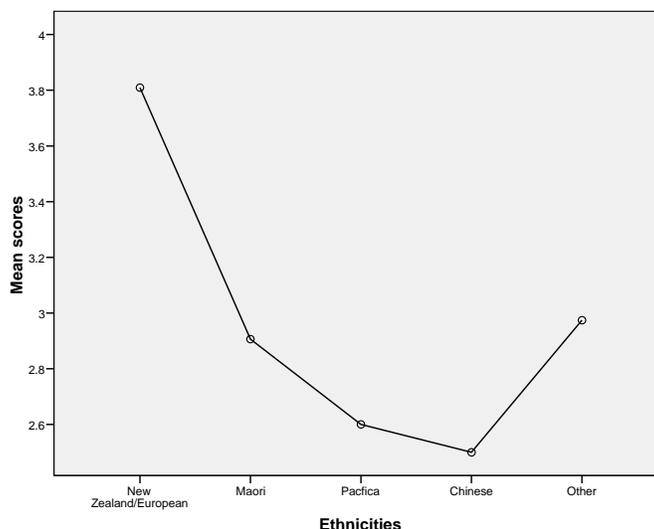
The final question in this section asked participants to rank from a list of twelve options, the top three most important factors to them when visiting the library.

Question 12 asked respondents to rank the top three factors that were most important when visiting the library. Out of the 12 factors, three questions were marked, "1" equalled the most important factor, "2" the second most important factor and "3" as the third most important factor.

Overall 187 out of 238 respondents (79%) ranked 'Range of Resources' as the most important factor when visiting the library. This was followed by 'Staff friendliness', where 135 respondents agreed this was an important factor when visiting the library. The third most important reason was the 'Location of the Library'. A total of 124 respondents ranked the location of the library in their top three important factors when visiting the library. The following table shows how other factors were ranked. The table also highlights that when focusing on the most important factor, range of resources got the highest ranking of 128. Then when focusing on the second most important factor, staff friendliness was the highest ranked factor with 58. Location of the library at 47 was the highest third most important factor when visiting the library.

Table: Ranking of factors that are important when visiting the library

Factor	Most Important	Second Most Important	Third Most Important	Total
Range of resources	**128**	44	15	**187**
Staff friendliness	33	**58**	44	**135**
Location of the library	33	44	**47**	**124**
Easy parking	9	18	31	**58**
A variety of seating	7	17	28	**52**
Facilities for young children	8	19	12	**39**
Library appearance	1	7	20	**28**
Food facilities	5	12	10	**27**
Personalised service	2	9	15	**26**
Services for bi-lingual users	4	3	14	**21**
The ethnicity of the staff	5	3	2	**10**
Cultural decorations	3	4	7	**7**

The segmentation of factors by ethnicity showed a similar result. As seen by the table below, overall all ethnicities agreed that the range of resources was the most important factor when visiting the library. New Zealand / European and Chinese respondents both ranked location as the second highest factor, followed by staff friendliness. This was reversed for Maori and Pacifica respondents who ranked staff friendliness before location. Of interest, Pacifica overall did rank both resources and staff in the top three a total of 22 times. However looking at the most important factor, Pacifica did rank range of resources first 13 times, compared to 7 respondents who thought staff friendliness was the most important. For further clarification on these findings see Appendix 2. These results reinforce findings from the focus group that indicated that Chinese participants said the library resources were very important to them and their improvements for the library were based around resource suggestions.

Table: Overall ranking of factors that are important when visiting the library segmented by ethnicity

Ethnicity	1	2	3
ALL ethnicities	Range of Resources	Staff Friendliness	Library Location
NZ/European	Range of Resources	Library Location	Staff Friendliness
Maori	Range of Resources	Staff friendliness	Library Location
Chinese	Range of Resources	Library Location	Staff Friendliness
Pacifica	Range of Resources	Staff Friendliness	Library Location

CONCLUSIONS

CONCLUSIONS

The objective of this research was to ascertain whether or not Christchurch City Libraries are meeting their target of making the libraries a welcoming place for people of different ethnic and cultural backgrounds. This report has investigated and highlighted important information to help Christchurch City Libraries create and maintain the library as a welcoming place. This research draws the conclusion that the Christchurch City Libraries are a welcoming place for people of all ethnic and cultural backgrounds.

Another aim of this research was to gain information on people's perception of the library staff, library services, physically library space, what a library is and what makes a library welcoming. Across the board, Christchurch City Libraries were rated positively on all these factors. The majority of respondents agreed that the range of resources, staff friendliness and location of libraries are the three most important factors when visiting the library.

Library Usage and Perception of Christchurch City Libraries

In conclusion, the main reason for using the library is for school work/study and research. Meeting friends at the library is not a main reason to go to the library. Overall respondents had a positive view of the library. Heavy users and library members have a slightly more positive view of the library than light users and non-library members. The assumption that non-library members and those who never use the library do not use the library due to perceptions relating to a bad experience or dislike for the library proved untrue. These respondents indicated a positive view of the library and its uses.

Research into the libraries resources concluded that the library offers a wide variety of up-to-date resources. Promoted by the focus group, research was conducted on whether the library should be a quiet place or more interactive where noise is acceptable. This research concluded that having a quiet place to study would make the library more welcoming. However the library was still identified as an interactive space that is not too noisy.

Library Services

Thought out this research, the lack of knowledge of the wide range of services the library offers has been apparent. This research concluded that many services the library offers are under utilised especially cultural and community services. These services are especially provided for those of diverse ethnic and cultural backgrounds, such as ESOL resources, World Language Collection and CINCH, yet on average only 10% of respondents use these services.

There was an association between ethnicity and services used. Pacifica and Maori respondents use the interactive services such as PlayStation 2, computer and the internet at the libraries, more so than Chinese respondents. 90% of Pacifica respondents use the internet at the library compared to only 31% of Chinese. These results were consistent with the focus groups findings were Pacifica and Maori participants identified that they mostly use the interactive services the library offers such as computers and PlayStation 2.

The library services section also identified that zero Chinese go to library events, yet the Chinese participants in the focus group requested the library organised more activities and events. Chinese respondents also agreed that the library would be more welcoming if the library organised more activities and cultural events. This concludes a variance between library events provided and awareness of and attendance to these events.

Library Space

All respondents had a positive perception of the library space. No variances between ethnicities or frequency of library usage arose. Christchurch City Libraries are well-located, interactive, family friendly, comfortable, and visually appealing with layouts that make it easy to move around and find resources.

Library Staff

All respondents had a positive perception of library staff. No significant variances occurred between ethnic groups and their view of library staff. Christchurch City Library Staff are friendly, helpful, courteous, easy to relate to, happy to explain how to use the library services, have knowledge to answer questions, are willing to help solve problems, and give individual attention when required. Respondents agreed that they would feel more welcomed if they were served by a friendly staff member. This conclusion is in line with the result that Staff friendliness is one of the top three most important factors when visiting the library. Therefore staff have the ability to make the library more welcoming by being friendly and are an important factor that influences people to visit to the library.

Welcoming Place

Overall the library is a welcoming place. All respondents agreed that they feel welcomed, feel at home at the library and have positive experiences at the library. However due to the high percentage of those who have a library card (82%) and use the library regularly (63%) this perception may be distorted. Even with this in mind, when segmented, those without library cards still had a positive view of the library and concluded the library was a welcoming place

How Christchurch City Libraries can be more welcoming

The focus groups suggested having people of many different ethnicities working in the libraries would make them more welcoming. However, overall respondents disagreed that they would feel more welcomed at Christchurch City Libraries if they were served by someone of the same ethnicity as themselves. Our analysis indicated an insignificant association however individuals did mention in the comment section that they would like to see more ethnic staff. "We need to have more Maori staff (promotion jobs in libraries to Maori and make positions relevant to Maori), and make them more visible". Therefore having more ethnic staff would make some individuals feel more welcomed, and others did not disagree that there should not be more ethnic staff just that this would not make them feel more welcomed.

The focus group also identified that individuals felt welcomed when they were greeted by staff at the door/reception. Our analysis concluded that overall respondents disagreed that this would not make them feel more welcomed. Overall, respondents neither agreed non disagreed that they would feel more welcomed if they were approached to see if they needed help. Chinese and Pacifica respondents both slightly agreed that this would make them feel more welcomed.

The focus group recommended that cultural decorations would make the library feel welcoming and as if it was "everyone's place". However, the analysis showed no significant relationship between more cultural displays and artwork and making the library more welcoming. Pacifica respondents did overall agree that more cultural displays and artwork on display that reflected their cultural would make the library more welcoming. Another suggestion was to display flags of differing countries in the windows however overall respondents slightly disagreed that this would make the library more welcoming.

The focus group indicated that the library could be more welcoming if there were more resources in participants' language of origin (particularly Chinese). When asked if the library would be more welcoming if there were more resources in my language of origin, an ethnic variance arose. New Zealand / Europeans slightly disagreed with this statement, which makes sense as the majority of the resources available in the library are in English. Maori and Chinese respondents slightly agreed and Pacifica respondents agreed even more so. In conclusion Maori, Chinese and Pacifica people would feel more welcomed if there were more resources in their language or origin.

The focus group recommended the library should organise more activities. Questions relating to this question in the survey obtained a mixed response. Overall, Pacifica respondents agreed that they would feel more welcomed if the library facilitated more activities relating to their ethnicity and organised more cultural events. Maori respondents slightly agreed that they would feel more welcomed if the library organised more activities. Chinese respondents also agreed that they would feel more welcomed if the library organised more cultural events and activities.

RECOMMENDATIONS

RECOMMENDATIONS

The recommendations we made in our focus group report were cultural decoration, promotion of library services, library organised activities, reading clubs, book return, resource circulation, book recommendations, library staff of different ethnicities, and designated library spaces for quiet study or reading.

Based on the previous conclusions and analysis, several recommendations are stated below.

Resources

The analysis concluded that the library keeps up to date resources and that the libraries range of resources is the most important factor when visiting the library. Maori, Pacifica and Chinese respondents all agreed that they would feel more welcomed if there were more resources in their language or origin. The library currently uses avenues for users to suggest resources they may like, such as the suggestion box in the World Language Collection section of Central library. These efforts should continue to ensure the library keeps a wide variety of resources especially resources in multiple languages.

Designated Quiet Zones

Respondents agreed having a quiet place to study would make the library more welcoming. One respondent commented that their top wish for Christchurch City Libraries would be to be able to have peace and quiet so as to be able to read and research. We recommend creating a designated area within each library for quiet study. As some of the libraries are smaller than others that may not always be possible. Creating a quiet space away from the children's area and computers, which are interactive and often nosier areas, is recommended. This way the library can maintain a balance of providing an interactive place as well as a quiet place to do work or read.

Library Services

As recommended in the focus group report, there are many services available at Christchurch City Libraries that people are unaware of. We recommend internal promotion of the libraries services, as well as external promotion of resources and events. This is recommended to increase the usage of library services, as well as attract new customers. Further research should be conducted to investigate the most appropriate from of promotion/advertising to encourage usage and awareness of these services.

Library Staff

Our research identified that friendly staff make the library more welcoming and is one of the three most important factors when visiting the library. As staff are currently positive perceived, we recommend that staff be made aware of this finding and library management continue to motivate staff to maintain their high standard of service they are currently providing.

Having staff of differing ethnic backgrounds is not going to make the library less welcoming but will make some individuals feel more welcomed. The questionnaire identified that to have more ethnic staff the library needs to promote the positions and make the positions relevant to the individuals for whom they are targeted. Further research could be conducted to identify the best way to promote library jobs to people of differing ethnic and cultural backgrounds.

Library Organised Activities

Both the focus group and the questionnaire concluded that the library would be more welcoming if the library organised activities. These activities and events can be relating to specific cultures, but also activities in general. Library organised activities and events should not be designed to segregate ethnicities and cultures but more so to celebrate the diverse cultures in New Zealand and learn more about other cultures. Events that are targeted at specific ethnic or cultural groups need to promoted to these groups so they are aware of them.

Further Research

We recommend that further research could be conducted to address the research problem of welcoming place to a larger sample size. Due to our time and resource constraints, 32 Chinese, 32 Maori and 30 Pacifica participants were included in this research. Research could be conducted primarily focusing on welcoming place and look at this issue from multiple perspectives. As this research also included perceptions of library staff, space, services and what a library is, a variety of questions had to be asked to cover all topics.

The comments section of the questionnaire highlighted some suggestions that several participants agreed would improve the library.

- There appeared to be high demand for more cafés in libraries. Having areas where people can bring their own food and eat it in the libraries was also suggested.
- Car parking was an issue for many respondents. It was suggested that Central library either have their own car parking facilities, or have a deal with Farmers Carpark Building for cheaper rates for library users.
- Longer opening hours for all libraries, especially on weekends
- Drop boxes around the city for easy return of books
- More computers, or closer monitoring of computer use, and perhaps implementing time limits.
- Computers for children in a room where they don't disturb members of the public and their noise can be contained.
- Support wireless internet service in all Christchurch City Libraries
- Blocking social networking websites such as www.bebo.com, www.facebook.com and www.myspace.com
- More power outlets at all libraries for personal computer use
- Larger ethnic language collections
- More rotation of books around different libraries
- Order more magazines and books in Asian languages
- More services for bi-lingual users
- Comfortable seating

- Events including readings by local writers, performances by local musicians, singers, writers workshops, workshops on a variety of things, bookbinding, papermaking, song-writing etc.
- Put a library map somewhere
- Provide learning services such as help with essay writing and referencing
- A bridge between baby and pre-school times as these are much valued services

Finally, some quotes from survey participants:

"(Libraries) are diverse places in all respects and they celebrate diversity. They would be one of the few places left that completely accept people. There is a real sense of freedom and celebration of difference".

"Our libraries are not for little groups, ethnic or otherwise, but for our whole community and should reflect this as part of our biculturalism"

LIMITATIONS

LIMITATIONS

Because of time and resource constraints, and difficulty in obtaining large numbers of completed surveys from our ethnicities of focus, there were a number of limitations to our research.

- People who didn't use the library could not answer some questions, so they did not complete them, making their surveys invalid. For example, a non-user of Christchurch City Libraries could not answer Question 8 on Library Space because they do not use Christchurch City Libraries, so either do not know, or do not care about these factors.
- Because we were dealing with people of different ethnicities, many found it difficult to read and understand the questionnaire
- It was time consuming for participants to complete the survey, which deterred many people from participating or completing the survey in full
- Due to the difficulty of getting participants, there were limitations on our analysis and results due to the sampling process not being random and all-inclusive
- There were many people who did not fully complete the survey. Many of these were in our targeted ethnic groups.
- Our research was based on Christchurch City Libraries as a whole. For more specific research, would need to look at individual libraries in more depth.
- We had a deadline for when he had to get all surveys completed by. A longer time period for collection may have attained more responses.

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Christchurch City

Christchurch City Council

August 2007

APPENDICES

Other Comments

- Central Library has the best selection
- Beckenham Library has the best "feel" and is the most enjoyable for a leisure experience
- New Brighton Library has the most amazing view of the sea from very comfortable armchairs
- Central Library tends to be quiet enough to work in, but Bishopdale, Papanui and Upper Riccarton are noisy especially when there are children's events like story time going on, and after school from 3pm
- Upper Riccarton Library is hardly ever quiet and you can't use a computer because the kids stay on it forever.
- New Brighton Library is very welcoming and relaxing but can be a little noisy when the children's activities are held
- I particularly like the new and modern libraries such as South, Upper Riccarton and New Brighton facilities
- Central Library has music scores on Level 1, and Music CDs on the ground floor. This is not a good combination as many people borrow CDs and scores together.

APPENDIX 2

Table: Ranking of factors that are important when visiting the library

Factor	Most Important	Second Most Important	Third Most Important	Total
Range of resources	**128**	44	15	**187**
Staff friendliness	33	**58**	44	**135**
Location of the library	33	44	**47**	**124**
Easy parking	9	18	31	**58**
A variety of seating	7	17	28	**52**
Facilities for young children	8	19	12	**39**
Library appearance	1	7	20	**28**
Food facilities	5	12	10	**27**
Personalised service	2	9	15	**26**
The services available for bi-lingual users	4	3	14	**21**
The ethnicity of the staff	5	3	2	**10**
Cultural decorations	3	4	7	**7**

Table: Ranking of factors that are important when visiting the library
New Zealand/European

Factor	Most Important	Second Most Important	Third Most Important	Total
Range of resources	**67**	13	9	**89**
Location of the library	12	22	**28**	**62**
Staff friendliness	13	**34**	14	**61**
Easy parking	4	9	15	**28**
A variety of seating	2	6	13	**21**
Facilities for young children	3	7	4	**14**
Personalised service	0	4	7	**11**
Food facilities	2	2	6	**10**
Library appearance	0	2	8	**10**
The services available for bi-lingual users	0	3	1	**4**
The ethnicity of the staff	1	2	0	**3**
Cultural decorations	1	1	0	**2**

Table: Ranking of factors that are important when visiting the library
Maori

Factor	Most Important	Second Most Important	Third Most Important	Total
Range of resources	**14**	9	0	**23**
Staff friendliness	3	7	**9**	**19**
Location of the library	5	2	4	**11**
Facilities for young children	0	7	3	**10**
The services available for bi-lingual users	3	0	4	**7**
A variety of seating	0	2	2	**6**
Food facilities	1	3	1	**5**
Easy parking	1	0	4	**5**
Library appearance	0	2	2	**4**
Cultural decorations	2	1	0	**3**
Personalised service	1	0	1	**2**
The ethnicity of the staff	1	0	0	**1**

Table: Ranking of factors that are important when visiting the library
Chinese

Factor	Most Important	Second Most Important	Third Most Important	Total
Range of resources	**19**	3	1	**23**
Location of the library	6	**8**	4	**18**
Staff friendliness	3	5	**8**	**16**
Easy parking	2	6	4	**12**
Library appearance	0	1	6	**7**
A variety of seating	1	3	2	**6**
Personalised service	0	1	4	**5**
Food facilities	0	3	1	**4**
Facilities for young children	1	1	1	**3**
The ethnicity of the staff	0	1	0	**1**
The services available for bi-lingual users	0	0	1	**1**
Cultural decorations	0	0	0	**0**

Table: Ranking of factors that are important when visiting the library Pacifica

Factor	Most Important	Second Most Important	Third Most Important	Total
Range of resources	**13**	**9**	0	**22**
Staff friendliness	7	7	**8**	**22**
Location of the library	3	3	4	**10**
A variety of seating	1	3	3	**7**
The ethnicity of the staff	3	0	2	**5**
Facilities for young children	0	3	2	**5**
Easy parking	1	0	4	**5**
The services available for bi-lingual users	1	0	3	**4**
Personalised service	0	3	1	**4**
Food facilities	1	1	1	**3**
Library appearance	0	0	2	**2**
Cultural decorations	0	1	0	**1**