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Marketing a public library service: an investigation, based on the proposed Manchester Higher Education Precinct Centre Library, to discover the needs of the resident and transient populations of the library's hinterland in order to make optimum use of resources to satisfy demands

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PUBLISHER

Loughborough University of Technology

LICENCE

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REPOSITORY RECORD

Pybus, Ronald L.. 2021. "Marketing a Public Library Service: An Investigation, Based on the Proposed Manchester Higher Education Precinct Centre Library, to Discover the Needs of the Resident and Transient Populations of the Library's Hinterland in Order to Make Optimum Use of Resources to Satisfy Demands". Loughborough University. <https://doi.org/10.26174/thesis.lboro.15052179.v1>.

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Marketing a public-library service: an investigation,
based on the proposed Manchester Higher Education
Precinct Centre Library, to discover the needs of the
resident and transient populations of the library's
hinterland, in order to make optimum use of resources
to satisfy demands.

by

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A Master's Thesis

Submitted in partial fulfilment of the requirements
for the award of
Master of Arts of the Loughbrough University of Technology
July 1976

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INTRODUCTION

In operational libraries it is possible to measure the use being made of the services provided in several ways, but establishing a new library service point, where no library has existed before, is considerably more difficult. To discover and measure the possible demands that can be made on such a service point needs the use of market research techniques.

In previous years, librarians have tended to establish a library on a site, and provide selected services, without any real knowledge of the public's requirements. Only when the library has opened has it been the usual practice to measure the service and adjust accordingly, perhaps wasting several thousand pounds on a service that is not well used. Today, using market research techniques, it is possible to reduce expenditure to the minimum, yet still provide a better quality service to the public. In doing so, probably the greatest ever policy change in library circles will take place. Since libraries began, they have been product oriented rather than consumer oriented, with librarians giving the public what they feel they should have, rather than discovering the public's requirements and fulfilling their needs.

In order to undertake this research, detailed information concerning the area to be served is needed. It is necessary to know the limitations and objectives of the service, the

size of the area to be served and details of the heterogeneous elements of the population. The objective of the research is to prepare a marketing plan for the service, and the object of such a plan is to get the right product, to the right place, at the right time, to offer it to the consumer who requires it. Analysis of the results of this research should provide concrete information on which to plan the future services and either their expansion or contraction compared with the projected plans.

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CHAPTER ONE

**THE HISTORY AND DEVELOPMENT
OF THE
MANCHESTER EDUCATION PRECINCT**



THE HISTORY AND DEVELOPMENT OF THE MANCHESTER

EDUCATION PRECINCT

The Manchester Education Precinct represents one of the great challenges of urban redevelopment in a major city. The Precinct began its life as early as November 1963, when a joint committee representing the Manchester City Council, Manchester University, U.M.I.S.T. and the United Manchester Hospitals appointed Messrs. Wilson and Womersley to prepare an overall plan for the Higher Education Precinct. The decision was taken to comprehensively develop a large area of land close to the City Centre for educational purposes. This presented opportunities for the creation of an environment for both University and College life which could be quite unique. It was felt important, in this location, that the University and Colleges should enrich the life of Manchester and should in turn be influenced by the contribution which a city can make to University life. The benefits that could be derived from a concentration of this magnitude would be the ability to provide a great variety of facilities and a really worthwhile centre for the whole area.

An interim planning report was issued in 1964,⁽¹⁾ giving suggestions for further research and discussion, a final report was issued in 1967.⁽²⁾

(1) WILSON, Hugh and WOMERSLEY, Lewis. Manchester Education Precinct: Interim Report of the Planning Consultants. Sept. 1964 Manchester University Press 1964.

(2) WILSON, Hugh and WOMERSLEY, Lewis. Manchester Education Precinct: The final report of the Planning Consultants 1967. Manchester University Press 1967.

At the focal point of the Precinct is the Precinct Centre complex, whose entrances all lead to walkway (03) level from Oxford Road, Hulme, and Brunswick. The shops and the library are all to be situated at this level. The centre, with its open courtyards, covered arcades and squares, provides what could be a lively and interesting environment. Being centrally positioned and varied in use, it has proved attractive to shopkeepers, staff, students and to the public, in addition to playing an important role in the integration of 'Town and Gown'. The total cost of the Precinct is to be over £100,000,000.

At present the Precinct is only partly developed, and the whole project is not expected to be completed before 1984. Much of the area has been cleared of the older properties that had to be demolished and at the present time there are vast open spaces. These spaces, thanks to the foresight of the planners have been grassed over and landscaped. The first major development was the new Mathematics Building, on which construction commenced in 1966. This was followed in 1967 by the Architecture and Town Planning Building and the Business School. The Computer Centre was started in 1968, as was the main part of the Precinct Centre Building. The massive Medical Building was commenced in 1969 and completed in 1973. The most recent building to open was the Royal Northern College of Music, which faces onto Oxford Road. This was opened in the Summer of 1973.

Car parking facilities have been reduced in accordance with the City Council's overall plan to reduce the traffic flow in and out of Manchester.

There have been many changes to the report of 1967, the main one being that Oxford Road has remained as the main north/south axis, effectively splitting the Precinct in half. The closure of Oxford Road was one of the main suggestions of Professor Colin Buchanan's report ⁽³⁾ on traffic flow in the Precinct area. The original plans have been altered as far as the structure of the Precinct flats are concerned and the proposed 80 residential family flats have been turned into 240 student flatlets. At the present time there is a great danger of the whole area becoming a student enclave, a fact which was quoted by the planners in their report.

The whole project will be dominated by the idea of the separation of the pedestrian and vehicular traffic, with high level walkways offering alternative pedestrian ways from the pavements along the spine of Oxford Road and across between Hulme and Brunswick. Most of these walkways have not yet been connected between the buildings, except in the areas adjacent to the Precinct Centre Building, but this stage of the development is now beginning.

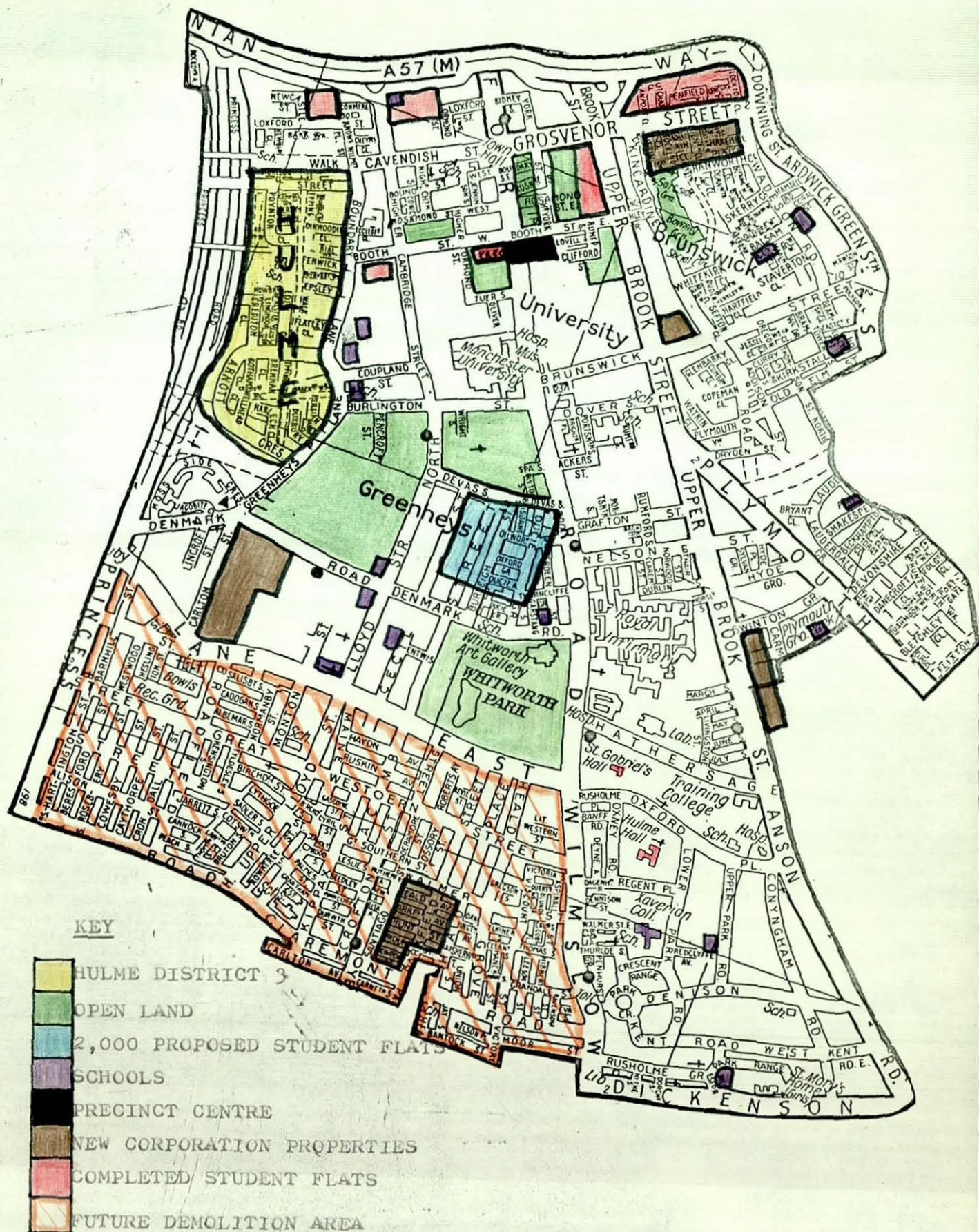
(3) WILSON, Hugh and WOMERSLEY, Lewis. Manchester Education Precinct: Interim report of the Planning Consultants. Sept. 1964. Manchester University Press 1964. Appendix B pp.39-55. Buchanan, Colin and Partners. Report on traffic in the Precinct.

At the present time shops are being let rapidly. The shops that are in existence have found a booming trade, with one trader claiming a 500% increase in turnover between his new shop and his old one in the same locality. The whole project should be complete by 1984 when it is expected to become a thriving shopping and recreational area. It is well used at the present time and with an ever increasing student population, trade can do little except expand. There is a great danger of the whole area becoming academically oriented. Neither the City nor the University are helping greatly to bring together 'Town and Gown', although both are paying lip service to the idea. Unless drastic steps are taken in the near future the area will certainly become an academic enclave. It can only be hoped that when the City Library is established in the area, there will be a great influx of general public, as it would appear that this is the main thread on which the 'Town and Gown' idea will hang. It is therefore vital for this library to be a success and to give the public what they need rather than what we as librarians think they need. Because of the delays in the purchase of the building, the scheduled opening date has now been put back from July 1973 to June 1975. This allows some breathing space to discover the exact requirements of the public before opening and a little time to tailor the services accordingly.

In the immediate future, work will commence on the five-story, Law and Geography Building, linking with the Joint Matriculation Board to form a ground level entrance.

Work has also commenced on 400 residential places for students on the southern end of the Precinct site. The third major project is the extension to the University Arts Library, which will straddle Burlington Street and link with the present Arts Library. Future plans include extensions to the Students Union Building, the Manchester Museum, and the third stage of the Precinct Centre. The Sports Centre should be started in 1975/6 near the U.M.I.S.T. residences in Grosvenor Place.

RECENT AND FUTURE DEVELOPMENTS



CHAPTER TWO

THE ROLE OF THE PUBLIC LIBRARY IN THE COMMUNITY

THE ROLE OF THE PUBLIC LIBRARY IN THE COMMUNITY

Since the formation of the first public library, many librarians have been discussing the role of the public library in the community, without really achieving much success. It has become obvious that the library can no longer be all things to all men, somewhere there must be limitations. Perhaps the first thing to consider is the fact that at present the public library opens its door to all, but only a small proportion actually make use of the facilities and services offered. One definition that has been put forward is that, "The public library should make freely available the records of man's experiences in the form of books and related materials to all who may ask, and thus promote and foster the free flow of information and ideas". It has also been held to be one of the principal centres of cultural life, whose role is to promote a keener participation, enjoyment and appreciation of the arts. At this stage it should be stated that the Precinct Centre Library, because of its location, will not achieve one of the commonest definitions of the role of a public library, that of being the intellectual centre of the area which it serves. Being in the middle of the educational campus, it would be foolish to think otherwise. However, the library can play an important part in encouraging the positive use of leisure, providing material for change and relaxation and to encourage pursuits which contribute to the development of individual and family life and to

voluntary participation in the life of the community.

The public library usually starts with an advantage which could enable it to become the natural focus of community life - its location. The Precinct Centre Library is well endowed in this respect, being at the centre of a shopping precinct and at the intersection of the two main walkways and the access to the walkway level, as well as being situated on the main north/south route to and from Manchester, yet still close to the City Centre.

It can be said that the Precinct Centre Library is one of the few public libraries that have a definite objective for its services and indeed for its very existence. Unlike most public library service points the Precinct Centre Library has a somewhat limited public in that the majority of its population will have connections with the University or Colleges on the educational campus. The objects of the Precinct as a whole have a helpful limiting factor. These state that, "Because of its size and the central position of the precinct, it is important that it should generate the closest possible ties with the life of the City and that it can offer a variety of local town-centre functions, which should serve as wide a population and range of interests as possible. In addition to shops and offices the Precinct Centre will become the focus of a variety of

activities catering for both 'Town and Gown'". (4)

The fact that the public library is open to all and makes its contents freely available, yet is only used by a minority of the population is a thought at the back of most librarians minds, but few do anything about it. They provide a library, open the doors and expect the public to come flocking in. In the present consumer oriented world, the public's needs, tastes and demands should be tested, the services provided and then publicised to the right degree. It is useless to provide a new service and not find out whether there is a need, how large that need is, and how far it needs publicising. This is what librarians are doing all year round and it is time that attitudes changed from the product oriented idea of the past to the consumer oriented approach of the present.

In 1972 the Library Advisory Council (5) judged that in the light of local government reorganisation, the public library should develop as cultural centres. Each library is part of the community and should respond to those cultural needs.

- (4) WILSON, Hugh and WOMERSLEY, Lewis. Manchester Education Precinct: The final report of the Planning Consultants. 1967. Manchester University Press. 1967. p.43 section 7:1
- (5) DEPARTMENT OF EDUCATION AND SCIENCE. Public Libraries and Cultural Activities. H.M.S.O. 1975. p.9

CHAPTER THREE

**THE PATTERN OF PUBLIC LIBRARY
DEVELOPMENT IN MANCHESTER**

THE PATTERN OF PUBLIC LIBRARY DEVELOPMENT
IN MANCHESTER

The City of Manchester with its 530,580 population (1973 estimate) was served up to 1960 by a central library and a multitude of small branches scattered throughout the City. In January 1960 a major change to library provision in Manchester took place. A report on branch library provision by the City Librarian was approved. This recommended that the proliferation of small branches should be replaced with fewer, more efficient and more comprehensive District Libraries. The aim was to provide every citizen of Manchester with reasonable access to a full library service, including the widest possible range of material for home reading, reference and study facilities, plus accommodation for cultural activities related to library materials. Recognition was given to the fact that older and more infirm persons would have further to travel and it was considered that this would prove an insurmountable barrier to some. To help alleviate the problems caused by this action, the mobile library services have been improved and expanded. This report set the scene for the development of a new and exciting library service with sixteen main groupings of libraries and plans to extensively develop the library service in several areas. The Crumpsall area of Manchester was the first to be reorganised, where two libraries were amalgamated to form the new Crumpsall major district library.

This was soon followed in many other areas. The second stage of the development plan came into operation with the establishment of a new major district library and mobile depot at Hulme. This library was the first to be constructed to fill the needs of the community as planned in the 1960 report and it contained reference and children's libraries, as well as an adult lending library and a meeting room. The third stage was the new cultural complex at Wythenshawe, which serves a population of over 1,000,000 and has a theatre, sports stadium, two halls, and a library with its own meeting room. This opened in October 1971 and in the year 1972/3 issued 572,804 books. The original bookstock of the library was 75,308.

In July 1974, the new Cheetham/Crumpsall major district library replaced the existing Crumpsall library, which had been cramped since it assumed its added responsibilities in 1960.

In 1975 the Precinct Centre Library is scheduled to open, the services offered will be greater than in any other library in Manchester. There will be a large gramophone record collection, 35mm slide sets, framed prints, cassettes, wall charts and books for loan. A reference service will be provided as will a children's library service and a service to schools. It is also planned, subject to demand, to form various local societies, based at the library. The exact size of these services will be varied according to demands shown by the survey. The present target figures are based on the expected demand, if the public's needs are similar to those in other areas of the City.

CHAPTER FOUR

THE HISTORY AND DEVELOPMENT
OF THE
PRECINCT CENTRE LIBRARY

THE HISTORY AND DEVELOPMENT OF THE
PRECINCT CENTRE LIBRARY

The library, which is situated in the Manchester Higher Education Precinct Centre, was initially known as 'The Higher Education Precinct Centre Library'. It was to be staffed by a Librarian, Sub-librarian, Lending, Reference, Audio-visual and Children's Librarians', a supervisor, a trainee librarian, and eight library assistants. Its original purpose was to provide facilities and reading material to support the University of Manchester, the Institute of Science and Technology, the Manchester Polytechnic and other colleges in the area. Additionally, it was to afford facilities to the residential areas adjacent to the precinct. The original plans were changed at an early stage, due mainly to the cost and an over-estimate of the amount of space that would be required. The library was initially planned on three floors, but this was reduced to two part floors, which has produced a more viable unit, but has meant a change in the planned role of the library. The shell of the building has been purchased by the Manchester City Council from the University at a cost of £175,650. Furniture and fittings are to cost in excess of £50,000, the bookstock and Audio-visual materials are expected to cost over £106,000. The greatest constraint will be in the building itself. The design is such that the floor loadings are insufficient for

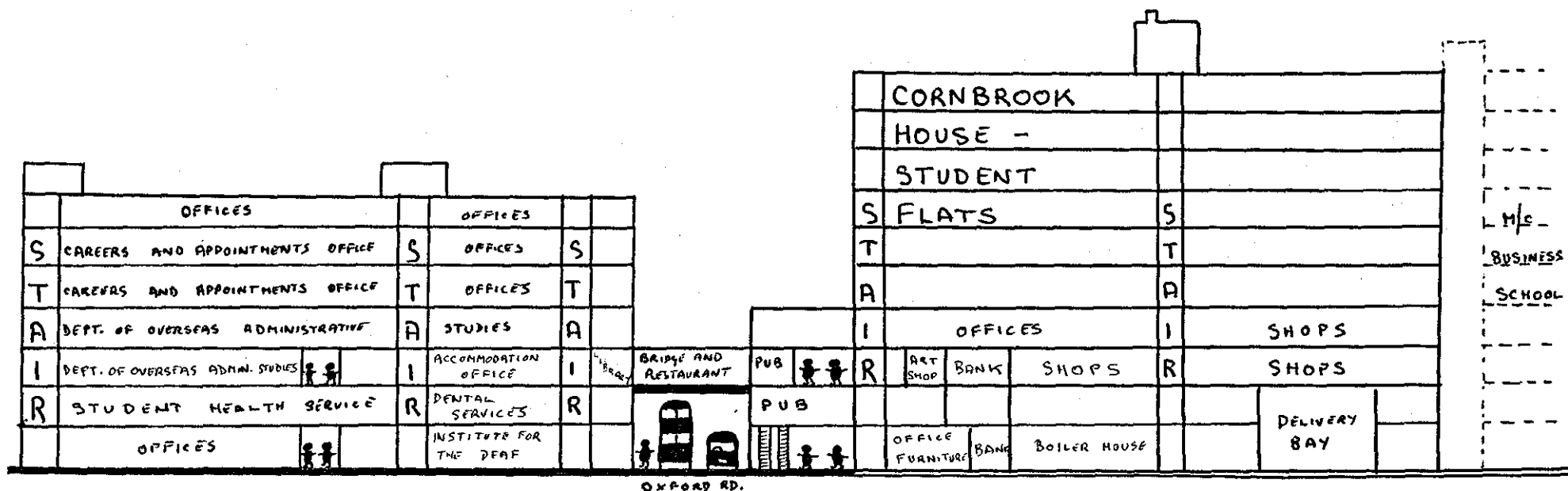
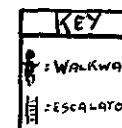
roller stack shelving except for an area next to the entrance, which is hardly the place for stack shelving. The library has access for the disabled to one floor only. The new floor area (15,000 square feet) is insufficient for the inclusion of meeting rooms, but facilities have been made available by the possible duplication of use of office accommodation.

The maximum capacity of the library shell, (assuming that one third of the lending stock will be on loan at any one time), is:-

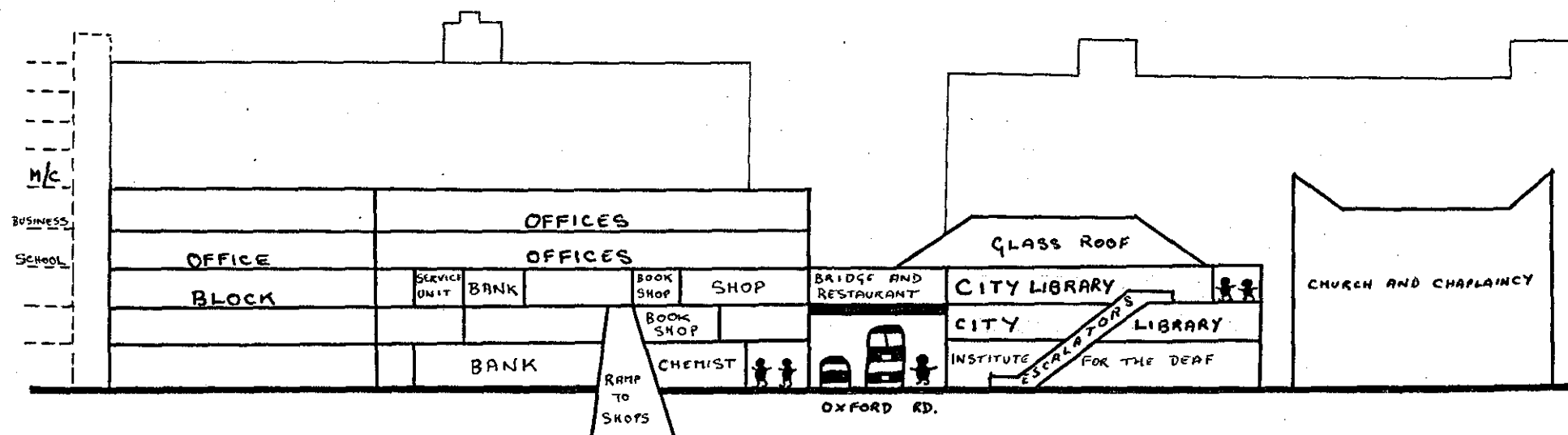
Reference Stock	4,000
Children's Stock	12,000
Adult Stock	46,000
Gramophone Records	5,000
Cassette Tapes	1,500
Prints	200
35mm Slides	10,000

It was soon discovered that with the funds available, the bookstock could not hope to support the academic colleges in the area, for they have their own libraries which are excellent in most cases.

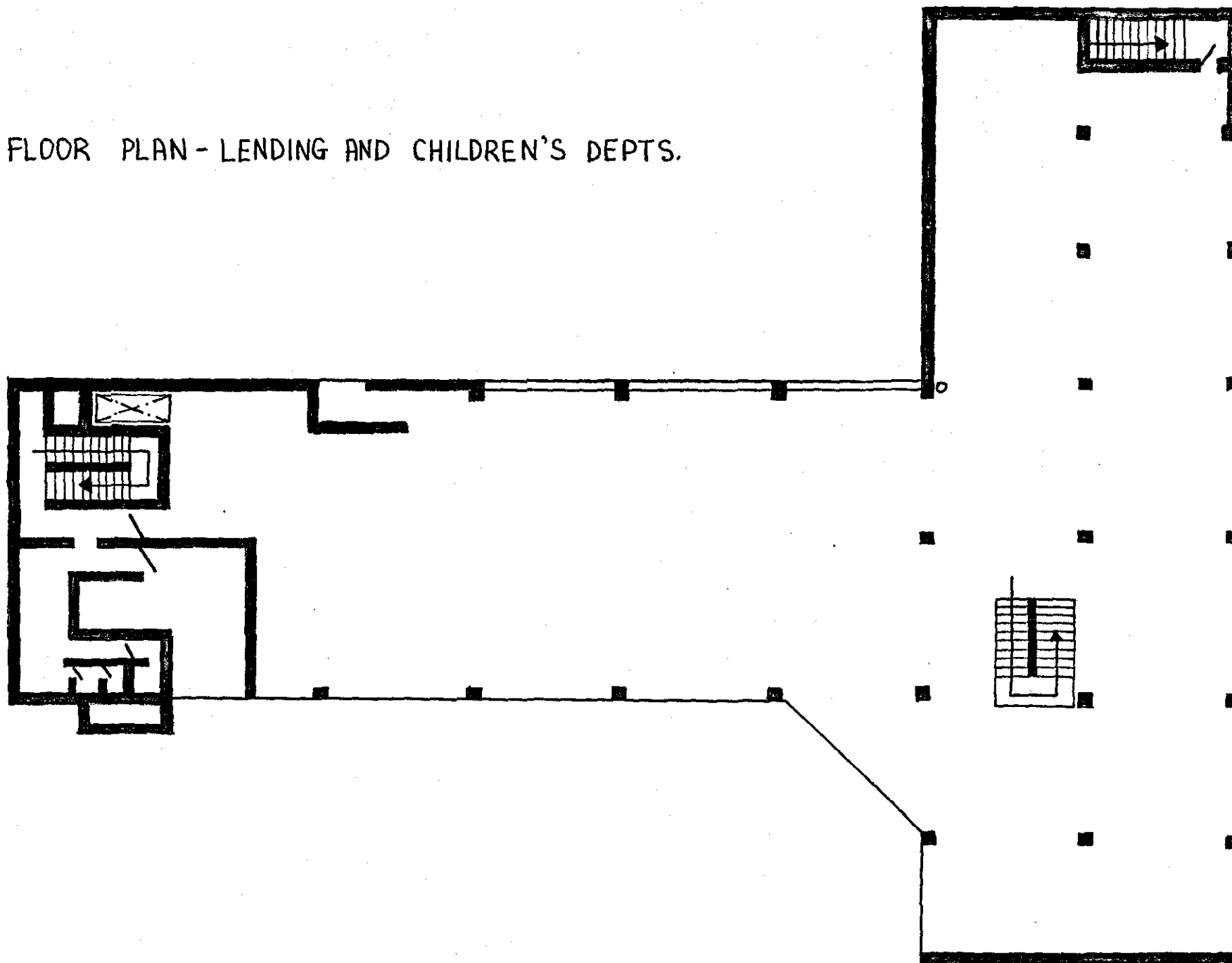
Space for study was obviously likely to be in demand, but after much debate it was considered pointless to attempt to relieve the shortage of seating both in the college and in the central libraries. To have any effect at all there would need to be seating for about 200 persons. This was impractical with the total area of the library already

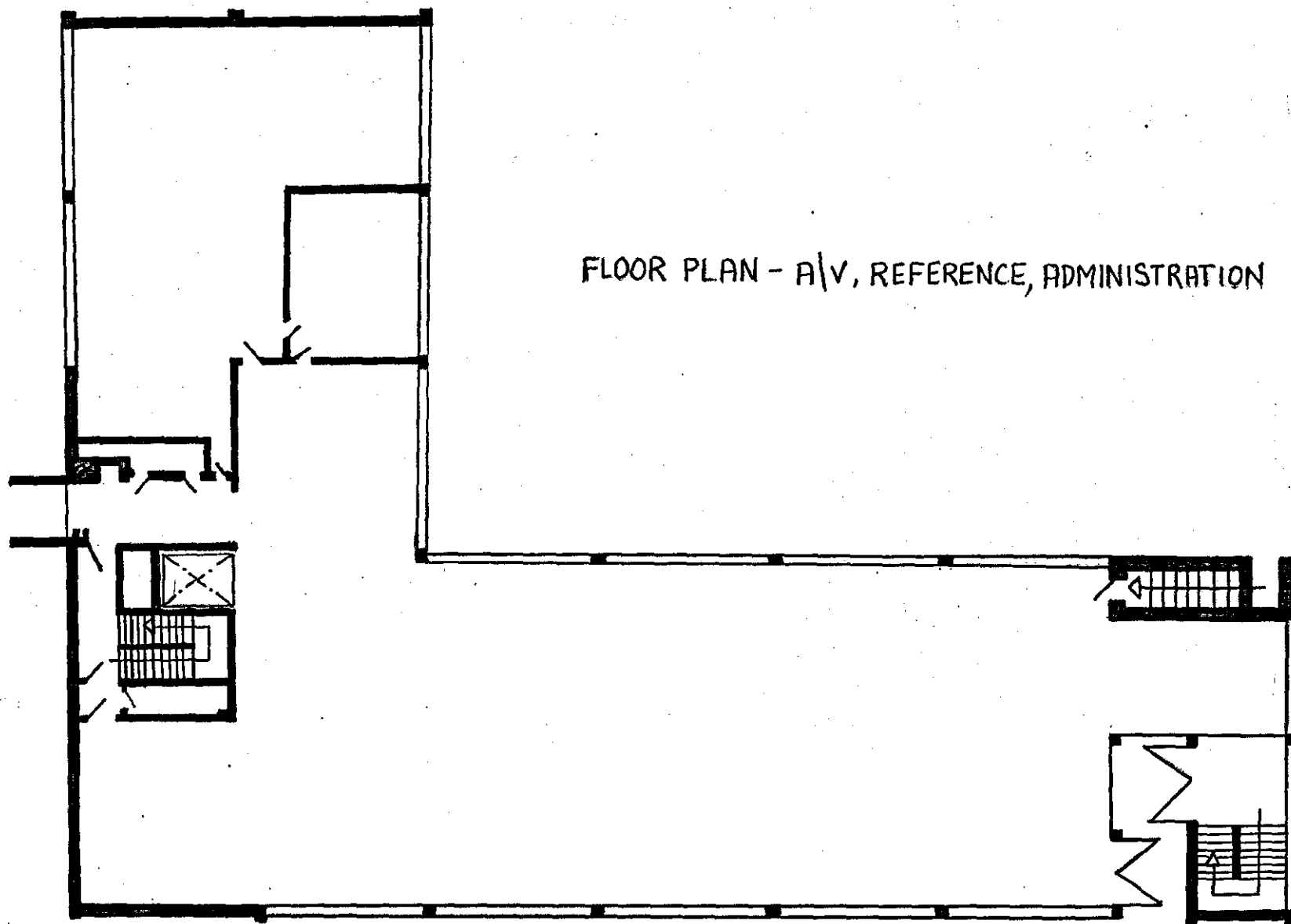


THE PRECINCT CENTRE, NORTH FACE



FLOOR PLAN - LENDING AND CHILDREN'S DEPTS.





FLOOR PLAN - A/V, REFERENCE, ADMINISTRATION DEPTS.

having been set. Consideration was also paid to appendix 'J' of the report on the Manchester Education Precinct, (6) which states that although there is an expected shortage of 1,051 reader spaces, an undergraduate reading room is planned with 1,000 spaces. Other surveys in the report show that only 46.6 per cent of students use the Central Library for studying books on the shelves, and that 42.3 per cent use the library for private study. Students spend a total of 3,703 half hours in the Central Library out of a total of 15,683 half hours spent in libraries. With the limited budget and with the undergraduate reading room being planned by the University, it was decided to provide only a nominal 30 spaces in the reference library, giving a total of 4,080 half hours of possible use per week. To supplement this a further 20 easy-chairs are being provided for use in the reference library, plus six easy-chairs in the audio-visual library on the same floor, giving a maximum possible seating use of 8,976 half hours per week. The greatest problem was the selection of £100,000 worth of stock. No public library had existed in the area for many years. It was considered the responsibility of the University or College libraries to provide text books for its students, and as has been stated previously, with the limitations of funds and floor space, it would be pointless to compete with them in their provision of course textbooks. In the selection of stock and in the

(6) WILSON, Hugh and WOMERSLEY, Lewis. Manchester Education Precinct: The final report of the Planning Consultants. 1967. Manchester University Press. 1967. Appendix J pp.112-114.

planning of the role and contents of the Precinct Centre Library, consideration has had to be given to the fact that one of the largest central libraries in England is situated one mile distant.

The City of Manchester has a population of 530,580 (1973 estimates) and the total bookstock of the Central Library was 1,282,662 (1972/3 figures) of which 733,909 volumes are for reference only. Issues in the Central Library totalled 548,432 in 1972/3 and there were 26,516 vouchers in force plus 83,532 extra tickets, giving a total of 110,048 tickets in force. Of these it is estimated that 27.7 per cent belong to students being educated in the City. It is not possible to subdivide these into the various colleges but the majority of students are at colleges in the vicinity of the Precinct Centre Library.

The main reason for the planned small stock of the Reference Library was the possibility of using the telephone to tap the vast resources and staff knowledge of the Central Library and also the close proximity of the University and College Libraries. As far as lending material was concerned the stock of 56-60,000 volumes for a district library was considered ample, especially when readers are within 15 minutes walking distance of the central collections. In fact the library will be the second largest branch in the City, with only the Wythenshawe Central Library (some twelve miles from the City Centre) having a larger stock.

In the field of Audio-visual materials, the roles are reversed, the Precinct Centre will act as the central repository and loans department for records, slides, tapes and wall charts. These will only be available in the Precinct Centre Library and not in either the Central Library nor in any of the other district libraries except for a selection of 3,000 records at Wythenshawe.

In the above provision, notice has been paid to the Public Libraries and Permanent Education Symposium Report (7) which states that "Libraries should provide materials in all media of communication together with equipment for using them".

There is no Children's Department in the Central Library and it is likely that there will be a substantial demand from parents working in Central Manchester, as well as residents and workers in the precinct area.

It was at this point, after a vague idea had been drawn up, that elementary market research was undertaken. A selection of people were gathered together and an 'In-depth' group discussion was held to determine the objects of the library. Amongst the group were a college librarian, a lecturer, postgraduate students, undergraduate students, administrative staff and technical staff from the University and Polytechnic.

(7) COUNCIL OF EUROPE: Committee for Out-of-School Education and Cultural Development. Symposium on public libraries and permanent education: report. Strasbourg. 1972.

The object of this and other exercises was to discover, in a very non-scientific way, what people read, and also the possible likely demands on the service.

The overall book selection policy of Manchester Public Libraries had to be considered, but this was not found to be a limiting factor in stock selection for the Precinct Centre Library. The book selection policy states that, "Librarians should ensure that within accepted standards, the widest range of contemporary publications are made available in such quantities as will meet the sustained demand for each individual title. Stock selected at district libraries should reflect current demand and be purchased in such quantity as will result in copies ultimately being discarded in a worn out condition". An order of priority has been laid down and this is as follows:-

1. Purposive adult non-fiction and literary fiction.
2. Children's books.
3. Recreational adult fiction.

With these factors in mind, a book and materials selection policy began to emerge for the Precinct Centre Library. The basic policy evolved was to exclude all materials that were available in the college and University libraries, unless they were considered vital to complete part of the library stock. To place emphasis on recreational topics such as gardening, photography, D.I.Y., travel and biography, but to have a selection of books of general interest on all Topics. General periodicals, including various popular

foreign titles should be taken. Books on Vocational subjects should be provided via the internal interlending scheme. The reference stock would be reduced to 3,000 volumes instead of the planned 12,000 volumes, in order to maintain the recreational aspect of the library, and to match the estimated demands on the service. The reference stock is to contain all quick reference books, but exclude most textbooks, which would be available in the University and College Libraries, the nearest major district library at Hulme, and the Central Library, both of which are approximately one mile distant. It has also been planned to enlarge the Audio-visual library to include 5,000 records covering classical, folk, jazz and popular music, spoken word and language courses, 1,000 cassette tapes, 4,000 35mm colour slides in sets, wall charts and a picture loan collection of 200 prints. After the initial research, the above changes took place, and as there was a change of emphasis towards the Audio-visual library, it was considered necessary to change the salary structure accordingly. The post of Reference Librarian was vacant at the time and a decision was taken to upgrade the post of Audio-visual Librarian, due to the increase in responsibility, and to downgrade the post of Reference Librarian. This change in the structure effectively made the Audio-visual Librarian the more senior of the two, and reflected the change in emphasis from the original plans.

The Children's Library will provide a service for the schools in the area, who educate a total of 3,500 children, as well as providing a service for the 8,318 children who reside in the area.

A comprehensive stock of both fiction and non-fiction will be provided together with a small selection of ITA books, as one school in the area uses this method of reading. High parental use is also expected, as many book-conscious parents, working or studying at the University or Colleges, will probably make use of the library and will take books out for their children. A further important factor in the provision of good children's services is that there is no children's department at the Central Library. The Precinct Centre Library will probably draw parents who work in the centre of Manchester and who wish to obtain books for their children. A fair amount of research was undertaken into the provision of children's services when the librarian and the children's librarian spent one week holding 'In-depth' discussions with head teachers and staffs about the use they would make of the planned services. A good response was received from all schools and it was obvious that project loans, children's storytimes, library visits and quiz times would all be heavily used. Probably the most important task in the early stages was to change the name of the library from its original title of Higher Education Precinct Centre Library. The first name

chosen was Education Precinct Centre Library, but this still caused confusion with the Manchester Education Committee's Teachers' Library at Didsbury, it also gave the wrong impression of the proposed stock of the library. The name finally chosen was simply, 'Precinct Centre Library'. This name eliminates the educational aspect which would have no doubt discouraged both students and the general public, and also gives its location in the title, for the Precinct Centre is now well known, not just in the locality, but throughout Manchester.

The original library project was commenced in July 1972 and the original opening date was scheduled to be June 1973 giving only eleven months from the commencement of the project to the opening of the Library. It was therefore necessary, with this scanty, unscientific information about reader requirements, to commence book selection. Subject requirements were known and priorities were given to the more popular topics which would not date so quickly.

In the stocks of the various libraries in Manchester were many thousands of books each of which contained information on its date label which would be of great value in book selection. To save as much money as possible, an early decision was made to add to stock only those books which were within the subjects required and which were well used. This meant that even a popular subject like gardening had several books rejected because they were not well used in

other library systems. Four issues per book per annum was taken as the least acceptable figure of use and every book was checked before it was ordered. Obviously now books could not be treated in this way, we had to rely on staff knowledge and the information obtained about categories of books that were not popular, but with retrospective book selection, this method proved quite successful, especially as it demonstrated to staff, (who came from as far away as Newcastle), the type of book read by Manchester people, and a guide as to the possible demand in the new library.

The capital of £106,000 for the stock was sufficient to purchase the quantity of books required, without having to pay too much attention to the cost of books, although consideration was given to this rising figure all the time. After the initial purchase of stock the library was allowed an estimated £6,000 for records and £14,000 for books during its first full year of operation.

CHAPTER FIVE

**THE SURVEY OF POSSIBLE USERS
OF THE
PRECINCT CENTRE LIBRARY**

THE SURVEY OF POSSIBLE USERS OF THE PRECINCT

CENTRE LIBRARY

(a) Background

The idea and the value of this research programme became obvious from the courses concerned with market research held by Manchester Public Libraries over the past few years. In these courses the planning of the stock of a small branch library was based on the results of a scientific survey, whose aim was to discover the library needs of the community and to fulfil these needs with as little expenditure as possible. (8)

The result, when the library was opened, was an outstanding demand for books and other services, and a knowledgeable group of demanding readers. The results show that a high density of use can be obtained with a small building and little expenditure on materials. It was clear that this was only the beginning and that the use of market research techniques could be taken much further. Facts discovered could help in planning the layout and size of the various departments within a new, but much larger branch library complex, having funds and space to offer a far wider range of services than had previously been planned by any library authority in the United Kingdom.

(8) D.A. YORKE and D.I. COLLEY. Meet the Public:

Public Libraries and Marketing Research. Library Association Record 75(10) October 1973. 203-204.

The Precinct Centre Library is, as far as I am aware, the first public library to be specifically designed to include audio-visual materials as part of the normal services, rather than to offer these services at a later date.

With so many new services being offered in an area where there is such an academic population, it is impossible to forecast the likely demand on the services without some guidance. This guidance will be obtained from the results of the market research surveys.

(b) Market Research In Libraries

Market Research is the "Systematic collection of data concerning libraries, their activities, operations, staff and users at a given time or over a given period, and the recording, analysing and reporting of this information". If surveys are to be used sensibly, their limitations and potentials must be clearly appreciated. The need for Market Research is advocated by the Department of Education and Science,⁽⁹⁾ when it states that, "It might be possible to use social survey or market research methods, given adequate resources of expertise and money, but there seem to be few if any good examples of this having been done, either in this country or abroad".

(9) DEPARTMENT OF EDUCATION AND SCIENCE. Public Libraries and Cultural Activities. (Library Information Series. No.5.) H.M.S.O. 1975.

In the past there have been many surveys of readers, the use of libraries etc., but very little action has been taken, using the results of the surveys.

Maurice Line in his book on library surveys (10) states:

"Too often the results of surveys are an indigestible mass of badly interpreted data, collected from poorly chosen and inadequate samples by unreliable and invalid methods, according to an ill-conceived design".

Market Research is part of the whole project of marketing which has been interpreted by McCarthy (11) as follows:

"Marketing is the performance of business activities that direct the flow of goods and services from the producer to the consumer or user in order to best satisfy consumers and accomplish the firm's objectives".

One of the bases of market research is sampling, which is judging the concept of the whole on the basis of a sample taken to represent the whole. It is not exclusive to market research, nor indeed to any research conducted on scientific principles. Samples of a meal taken by a chef are an example of everyday practical steps taken to ascertain the quality of the whole. In sampling research it is

(10) LINE, Maurice B. Library Surveys: An introduction to their use, planning, procedure and presentation. London. Bingley. 1967.

(11) MCCARTHY, Edmund Jerome, Basic Marketing: A managerial approach. Irwin. 1960.

practiced with greater precision than in everyday life for, through the application of statistical principles it is possible to estimate the number, composition and size of the samples necessary to represent the whole.

It is accepted in sampling that errors do arise. Such errors arise from the fact that the sample is only part of the whole. Many of these errors can be estimated, and the results of the studies adjusted accordingly.

The size of the sample plays an important part in the research and its accuracy. The optimum size depends upon the size of the sampling error which can be tolerated without seriously impairing the results. A very high degree of precision is often unnecessary for particular studies, depending on the intended use of the survey results. The main problem is not the size of the total sample, but the size of the smallest sub-group relevant to the aim of the study. There should be a sufficient number of cases in it to make the results meaningful.

Market research is not just the presentation of a questionnaire and its analysis, it is far more. To construct the sampling frame it is vital for a full information search to be undertaken on the area. Much desk research is needed before any field work can be undertaken.

Like other stages in surveys, the physical design of the questionnaire should never be decided until it is known exactly what results are required and how they are to be analysed.

Much time can be wasted by neglect of relatively small details. To put out a questionnaire and hope to obtain answers on which action can be taken, even though great care has been taken over well phrased and intelligent questions, is to ask for trouble.

In Market Research the initial, and possibly the richest source of information usually lies in the records of the organisation, but in the case of a new library there are no records, except for the pattern of use of bookstocks in other parts of the City. As will be seen, these records have been used to the fullest.

(c) The Need For Market Research

In today's world the cost of mistakes is much higher than previously. Libraries have to fight an ever increasing competition for their share of public money and leisure time. To do this effectively they must make use of modern methods of management. The unit cost of books, staff and buildings have increased to such an amount that it is vital to make the best use of finances available, by the ultimate use of staff and equipment.

As a librarian expanding into a completely new territory, it will be vital to have facts relevant to the area and its requirements, rather than to have many theoretical arguments. Before one can recommend change, one must know the existing facts, and sound decision making requires more facts. A new library service

must be so organised and provided for, that it can meet all the legitimate requirements of the Community for material and information.

Whilst one cannot expect even the keenest library member to be omniscient, at least his contact should enable him to minimise serious errors in his knowledge of the library service. The non-member, however, is less likely to be aware of the full benefit available to him and so the extent of his ignorance is of importance when planning any advertising campaign. If it is possible to discover his requirements and then inform him of the availability of the service he requires, one stands to gain a new member to the library service. If the library service is to have more specific objectives in its service to its clientele, greater priority may have to be given to certain aspects of the service or groups of the population. Before any action is taken, it is vital to know what effect this will have on members of the public joining and using the library.

It is hoped that in undertaking this market research, objective facts might supplement the subjective hypotheses upon which judgements on these matters have already been taken. It will aid long-term policy making decisions involving the specialised needs of the particular area and the special needs of sections of the public who have been identified. The agreed purpose of the library, like

that of any other social institution, may change over a period of time, so as well as the initial market research, there will be a need for monitoring the results of the surveys and the action taken.

In any method of book selection, especially in the selection of £100,000 of material in a short space of time, there is bound to be a wastage of a small proportion of the stock. Initially market research will help to reduce this to a minimum and, it is hoped, will bring the stock of the library as near as possible to the declared intention of the book selection policy in Manchester Public Libraries, which is that "Stock selected for District Libraries, should reflect current demand and be purchased in such quantity as will result in copies ultimately being discarded, having justified their purchase by the use that they have received". It should be possible to provide a service to the area (within the terms of reference of the Cultural Services Committee) which makes the optimum use of human and material resources to the maximum satisfaction of the needs of the users.

CHAPTER SIX

RESEARCH METHODOLOGY

RESEARCH METHODOLOGY

Market research differs from most disciplines as it tends to follow many avenues to achieve its goal and in this research it was necessary to extract a multitude of varied information in order to undertake a survey, which would be accurate in its findings. The library was originally planned to open eleven months after the appointment of a librarian and as this left insufficient time for a full scale research programme, it was necessary to form the basis on which immediate action could be taken.

The Initial Research and Desk Research

(a) The In-depth Interviews

The first stage was to hold in-depth interviews with representatives of the colleges in the area along with headmasters and the staffs of the local schools. The result of the series of interviews was that a broad outline of reading habits was drawn up.

(b) The Area

Secondly, the limits of the area had to be defined, as it would be useless to survey only part of the area, just as it would be pointless to go beyond the limits that could be assumed to be the normal maximum area that the library might serve.

(c) Transport

In planning the area, consideration had to be given to transport facilities in the area, for the two are inter-linked. Research was undertaken by

the use of Selnece route planning maps and timetables, which enabled the full transport pattern of the area to be seen. The "Report on the Precinct"⁽¹²⁾, commented on the pedestrian access which was consulted and taken into account in the light of known changes since the publication of the report.

(d) The Populations

(i) Academic

It was initially estimated that over 50 per cent of the daytime population would be college oriented. Because of the large percentage of academics in the area, it was considered necessary to include them in the survey.

Figures published by the colleges in their annual reports were at least twelve months out of date. It was therefore necessary to write to each college asking for details of the population.

The sample had to be an accurate breakdown of the population and to do this it was decided to group the total academic population into staff, graduate students, undergraduate arts students, undergraduate science students within each college. It was felt that this

(12) WILSON, Hugh and WOMERSLEY, Lewis. Manchester Education Precinct: Interim report of the Planning Consultants. Sept 1964. Manchester University Press 1964. Appendix B pp.39-55. Buchanan, Colin and Partners. Report on traffic in the Precinct.

breakdown would be sufficient to have enough members in each of the sub-groups to be statistically significant, in order that the survey would provide accurate results.

(ii) The Resident Population

It was more difficult to obtain a breakdown of the resident population. The latest figures available were from the electoral roll, and these had proved to be of some use in previous surveys, to give guidance as to population movements between the last census and the current date. At the time of undertaking the survey, the 1971 10 per cent sample of the main Census was just being published. For a time it was necessary to wait for the publication of this sample before work could commence on the detailed analysis of the published figures. I wanted to break the population down by age, sex, area and socio-economic groups. This division into four sub-groups was felt to be sufficient to reproduce an accurate sample of the population. Unlike previous 10 per cent samples the 1971 census did not follow ward boundaries but was divided into the newly planned Census Enumeration Districts. It is

hoped that subsequent editions of the Census follow the same boundaries as, unless they do, it will make impossible the task of further research to monitor the effect of the service on the area.

(e) The Effect on the Hulme District Library

The Hulme District Library lies approximately $1\frac{1}{4}$ miles to the west of the Precinct Centre Library and only offers a limited service at present.

There are large lending, reference and children's libraries, a coffee bar and a small selection of foreign language tapes, although it is planned to fade out this service when the Precinct Centre Library opens. The closure of this service is due to economic grounds, as the majority of the machines and tapes are now in need of replacement and it was considered better to concentrate the service on one library which could offer a more comprehensive service.

As it was felt that Hulme Library had failed as a general library, it was passing through a period of change in emphasis, and I considered it would be an advantage to both myself and the Librarian at Hulme District Library, to be aware of the effect that the Precinct Centre Library would have.

It was necessary to discover two things. The number of people who were at present living in Hulme District 3 and the number who were members of Hulme Library. It was agreed with the Librarian of Hulme that this district (to the Precinct side of the lowered urban motorway) would be the main catchment area for the Precinct. Any people from other parts of Hulme who did transfer to the Precinct Centre were expected to be few in number and therefore not a statistically significant sector of the population. The analysis of the membership of the Hulme Library from Hulme District 3 was achieved by checking the electoral roll for the streets in the area and then by consulting all the vouchers currently in force of people living in the listed streets. This, of course, meant that the whole voucher file had to be consulted, and the relevant vouchers extracted.

The second task, which was undertaken as part of the main survey, was to analyse the population and the results of the interviews in this area and present the results separately. These results, although they would be used in the planning of the Precinct Centre, would also be passed to the Librarian of Hulme, in order that he would have certain facts about part of the area he served. No recommendations would be made to him as it was considered to be beyond the bounds of this research and not the province of the author to advise other librarians on the action that should be taken in their own particular area.

CHAPTER SEVEN

THE RESULTS OF THE INITIAL RESEARCH

THE RESULTS OF THE INITIAL RESEARCH

(a) The In-depth Interviews

A selection of people were gathered together and an in-depth discussion was held to determine the objects of the library. Amongst the group were a college librarian, a lecturer, post graduate students, undergraduate students, administrative staff and technical staff from both the University and Polytechnic. The object of the discussion was to discover, in a non-scientific way, what people read. The results can be broadly described as follows:-

(i) Academic and Postgraduate Staff and Students

Books, periodicals and other publications relevant to their own disciplines, similar material on peripheral subjects, standard and current fiction of repute and fiction for entertainment. Non fiction with an emphasis on travel, biography, D.I.Y., and works of general interest on most subjects, together with general periodicals.

(ii) University and College Undergraduate Students

Set readings related to their disciplines, a little fiction for entertainment in term time, general reading during vacations (when they are not in the vicinity of the Precinct Centre Library). The WEA have no library and some supportive material may be required, especially current periodicals and foreign language material.

(iii) Administrative and Technical Staff

Standard and current fiction, fiction for entertainment, non fiction with an emphasis on travel, biography and D.I.Y., plus works of general interest and periodicals. There was also the possibility of a demand for individual requirements for works on vocational subjects.

(b) The Area

The first step was that all the known schools were visited in a progressively widening circle until comments were received that either the school was nearer to, or had better access to another library, or that they felt that they were too far away from the precinct centre to make use of the services offered. This gave an initial boundary on which decisions could be based. Secondly, a large scale map of the area was consulted and natural boundaries such as motorways, underpasses, railways and canals were noted.

In constructing each boundary, care was taken to ensure that the area had been correctly defined. Fortunately, there were certain facts on which the size of the area could be based. The distance between the Central Library and the Precinct Centre Library is $7/8$'s of a mile. It was considered that after a

distance of $\frac{1}{3}$ of a mile towards the city centre, the public would tend to use the Central Library. At this point the A57(M) Mancunian Way (a raised urban motorway) effectively breaks up the north/south communications except for Oxford Road, Upper Brook Street, and Princess Road.

The public situated to the south of the motorway, would certainly find it easier to reach the Precinct Centre Library, than they would to reach the Central Library.

The western boundary was similarly easy to define, with Princess Road, a six-lane lowered dual carriageway with few pedestrian crossing places, situated about half way between Hulme Library and the Precinct Centre Library.

Towards the southern end of the area, Princess Road rises from its underpass level and reduces to four lanes, but this was maintained as the boundary, as by this point, distance and transport were considered important influencing factors. The junction of Princess Road and Claremont Road is approximately $1\frac{1}{4}$ miles from the library, and public transport tends to proceed on the Expressway to central Manchester, rather than passing near the library. About 1 mile to the south of this point lies Wilbraham District Library, with its own catchment area extending northwards. The southern boundary was therefore established as being along Claremont Road and Dickenson Road as $1\frac{1}{4}$ miles was felt to be the maximum distance that people would travel to the library.

To the east, at the junction of Plymouth Grove and Stockport Road is Longsight Library and to the south-east, Levenshulme Library. It was considered reasonable to approach fairly close to Longsight Library as it is a part time branch. With this in mind a route along Anson Street, Lincoln Grove and Plymouth Grove was followed, taking into consideration the census enumeration district boundaries. These tend to be midway between Plymouth Grove, with its easy access to the Precinct Centre Library and Stockport Road with its access to Longsight and Levenshulme Libraries. Again, because of distance and especially transport, it was considered easier for people west of Ardwick Green to travel to the centre of Manchester rather than to travel to the Precinct Centre. Before a final decision on the area was made, a survey, on foot, was made, to discover any problems that were not evident from the map, as well as to gain a good knowledge of the area. This visual survey took about one week to complete as an effort was made to locate schools, halls of residence, bus services and other shopping areas.

At the present time all areas have reasonable access to the Precinct Centre and should tend to use the area for out-of-town shopping, although there is a tendency for residents of the area to shop in the large chain stores of Manchester, especially as many of them work in the city centre. For this research it was necessary to define a strict boundary, but this does not mean that readers from beyond

the boundary will not use the library. In constructing these boundaries, a calculation has been made that people using the library from outside the area will not form a statistically significant section of the members. This hypothesis will have to be checked when the library is operational, by checking the readers' vouchers.

The area also tends to follow the already proven pattern that $\frac{2}{3}$'s of the library's catchment area is on the side farthest from the city centre, as many previous population surveys have shown that readers tend to live in an ellipse around the library, with the library situated about $\frac{2}{3}$'s of the way towards the city centre.

(c) Transport

At the present time in Manchester there is an active movement to exclude as much traffic as possible from the city centre. This has meant that car parking facilities have been kept to a minimum. Car transport to the precinct is extremely limited as on-street parking in the area is being almost eliminated.

However, public transport is a little different. On Oxford Road itself there are seven bus routes, each providing a twenty minute service. This means that a wait of less than five minutes is necessary to catch a bus to the precinct. There are in addition five rush hour services as well as increased services on all the other routes. During the morning rush hour

Oxford Road has "Bus Only" lanes to cope with the flow of public transport into the city.

On both Lloyd and Cambridge Streets there are three normal services and one rush hour service which provide a ten minute service on Lloyd Street and a seven minute service on Cambridge Street, as there are five normal and one rush hour services which turn off along Greenheys Lane.

Along Greenheys Lane, four services are at twenty minute intervals and one is a fifteen minute service. The services along Princess Road, of which there are seven, vary from ten to thirty minutes. These make a maximum waiting time of ten minutes. There is one extra rush hour service.

Upper Brook Street is less well served until it joins Plymouth Grove. At its southern end, the service is provided by two bus routes, one every fifteen minutes and one every thirty minutes, plus three rush hour services.

Plymouth Grove has four services throughout the day varying from twelve to thirty minute intervals. After Plymouth Grove has joined Upper Brook Street the combined services provide a bus every ten minutes. From Moss Lane East and Dickenson Road it would be necessary to change buses at Oxford Road to reach the Precinct Library, but this service does go across the Precinct hinterland and passes within a few yards of Hulme Library. It is therefore unlikely that public transport will be used from this

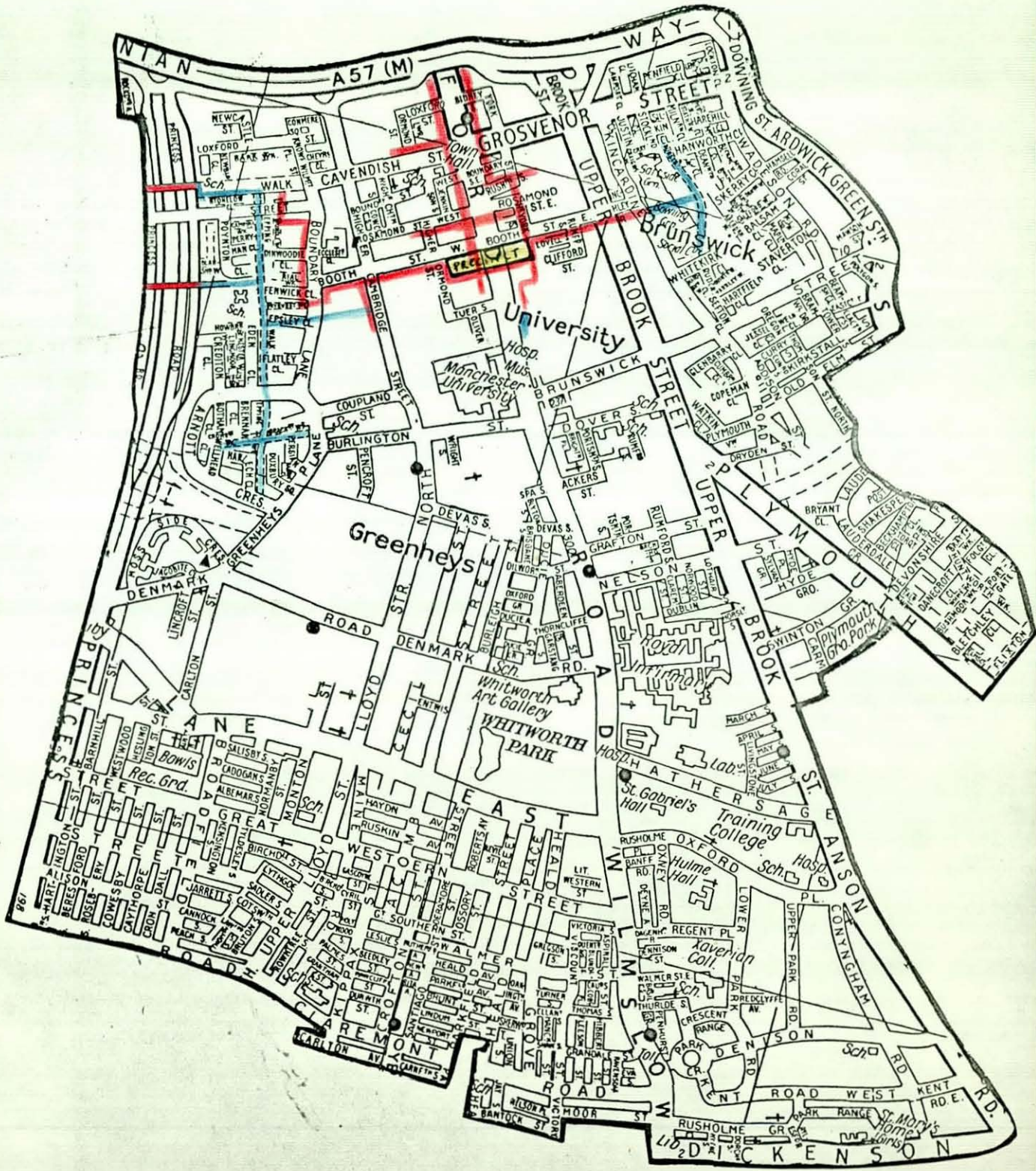
area to the Precinct Centre, unless the reader has further business in the area. This service is every six minutes, with extra buses at rush hour periods.

The best served route is along Stockport Road, which is served by twenty-seven different services, four of which are rush hour services and three are limited stop services. The remaining twenty vary from six minute to hourly services. Maximum time between buses is likely to be less than three minutes. Unfortunately, this route will only bring people near the library, and although it is within walking distance, it is not actually outside the door. This problem exists with all services to a greater or lesser degree except for the buses passing along Oxford Road. However, this may change in the future as alterations are made to existing road and transport systems.

The other method of reaching the library will be on foot. At the present time and for the next three or four years, the pedestrian walkway at O3 level will not be completed as far as Hulme or Brunswick although links have been made to the main access ramps from the Precinct Centre. The first link is across Booth Street West from the Precinct Centre to the Royal Northern College of Music. Later stages will eventually go as far as the College of Adult Education on Grosvenor Street.

The maximum distance from the furthest corner of the precinct hinterland (as defined above) is between $1\frac{1}{2}$ and

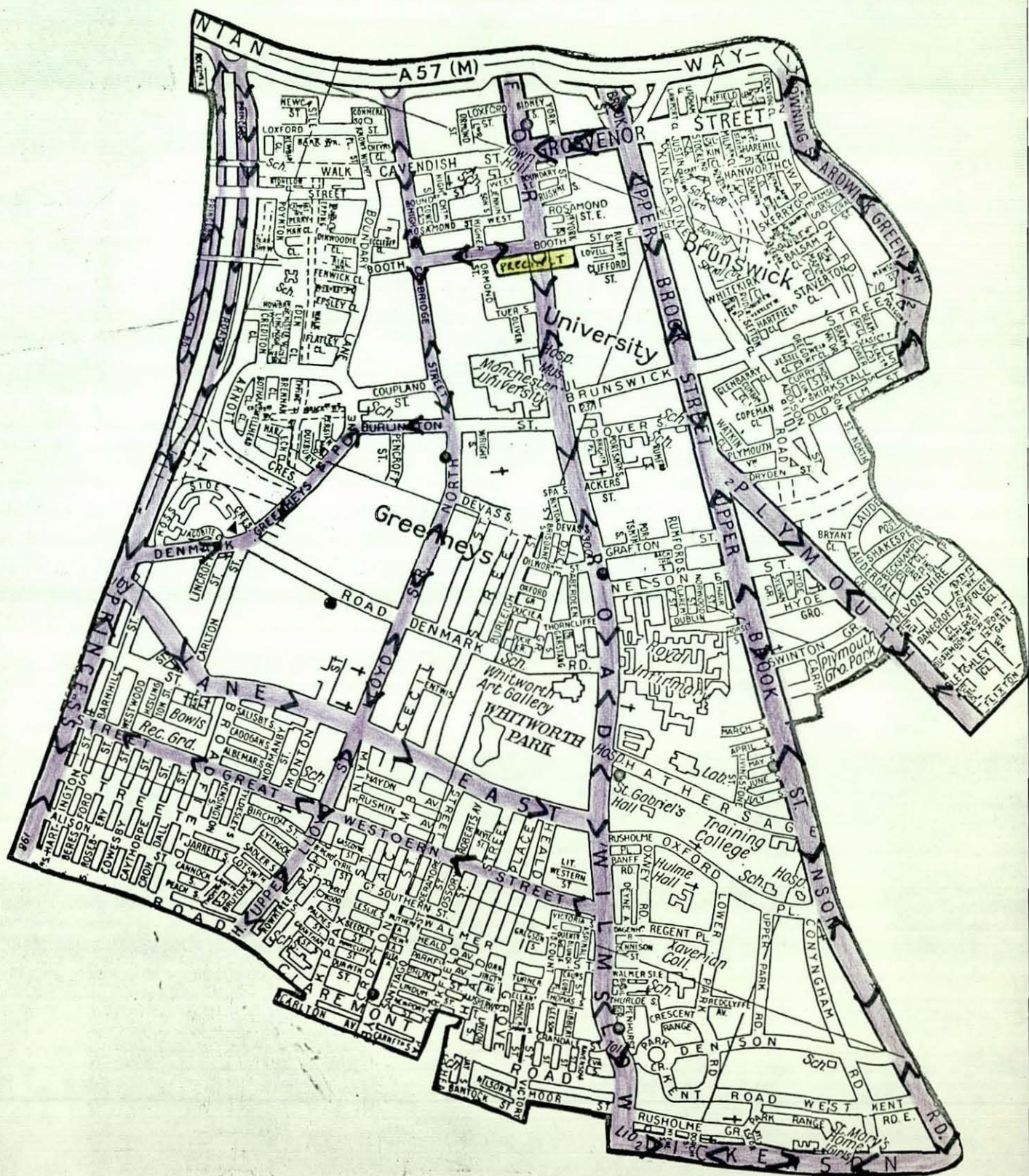
PEDESTRIAN ROUTES



KEY

- PRECINCT CENTRE
- GROUND LEVEL WALKWAYS
- UPPER LEVEL WALKWAYS

BUS ROUTES



<u>NAME OF SCHOOL</u>	<u>PUPILS</u>	<u>TYPE OF SCHOOL</u>
The Birches	120	Subnormal Children
Bernard Vaughan	67	Infants
Bernard Vaughan	98	Junior
Ducie High	550	Senior (11-14)
Ducie High	550	Senior (14-18)
Holy Name	214	Junior
Medlock	180	Infants
Medlock	180	Junior
St. Augustines	210	Primary (Infants and Junior)
St. Augustines	30	Nursery
St. Chrysostom's	200	Infants and Junior
Shakespeare St.	80	Nursery
Webster	180	Infants and Junior
Whitworth	190	Subnormal Children (3-16)
Xavarian College	670	Secondary Senior (11-20)
TOTAL	3,519	

1½ miles. The majority of the population live in either Brunswick or Hulme, both of which are under ½ a mile away. Footpaths and access to the area are provided at many points throughout the educational campus, with direction signs to guide the public.

Problems for children are mainly to be found at the crossing of Upper Brook Street and Cambridge Street which are busy, multi-lane commuter routes. Oxford Road presents few problems due to the bridge spanning the road with access from both sides. During the later stages of development, bridges will also be built over both Upper Brook Street and Cambridge Street as part of the walkway complex.

(d) The Populations

(1) The Academic and Associated Population

The academic population totals 20,655 according to figures issued by the colleges in the area in November 1973. By far the majority of these (11,013) are based at the University, with the second largest group (4,684) being based in the various Polytechnic buildings. U.M.I.S.T. comes a close third with a population of 4,111 and the remaining colleges have relatively small numbers of students and staff. The College of Adult Education has only a population of 64 full time persons, but many part-time staff and students.

ACADEMIC INSTITUTION	ACADEMIC STAFF	GRADUATE STUDENTS	UNDERGRADUATE		ADMINISTRATIVE		TOTAL
			ARTS	SCIENCE	MALE	FEMALE	
University	1230	2048	3644	4091	769	216	11998
U.M.I.S.T.	559	1164	-	2388	532	205	4848
Manchester Business School	41	147	-	-	24	85	297
Polytechnic	649	22	3439	574	150	183	5017
Royal Northern College of Music	140	-	455	-	-	-	595
College of Adult Education	9	-	55	-	2	6	72
TOTALS	2628	3381	7593	7053	1477	695	22827

THE ACADEMIC AND ASSOCIATED POPULATIONS

For the purposes of this survey the part-time students were not taken into account as they were considered much too transient. They tended to arrive in time for lectures and depart again as soon as the lectures had finished. The Royal Northern College of Music has 140 staff and 455 students.

The colleges, as can be seen from the chart below, have a total of 2,628 academic staff, 3,381 graduate students, 7,593 arts undergraduates and 7,053 science undergraduates.

To support this academic population there are also 2,172 administrative and technical staff at the various colleges. Of these 1,477 are male and 695 female. The total academic and associated population of the area is 22,827.

(ii) The Resident Population

The resident population living within the defined limits totals 28,019 (1971 census figures). There are three main concentrations as can be seen from the map, Hulme, Brunswick and Rusholme/Moss Side, all have large populations. Throughout the length of the Precinct area, the population close to Oxford Road tends to be light. Both Brunswick and Hulme are urban housing areas. Hulme is a mixture of medium and low rise flats. Whilst Brunswick has some low rise flats, it consists mainly of new terraced houses. The bulk of the population is centred in the Rusholme/Moss Side area. Here, the property is mainly older

POPULATION TOTALS

terraced houses. The majority of this area will be demolished within the next ten years. In some parts demolition has already taken place and new terraced properties have been built. In other places, land has been cleared and is open at present, but the majority of the property is still in existence.

The bulk of the population is contained, as one would expect, within the 25-64 age group, with 12,103 people between these ages. However, there are 8,052 children under the age of 15 living in the area, but only 3,519 children attend schools in the area. It is also quite likely that the children attending these schools contain a proportion of children who do not live in the area covered by the survey.

Approximately 10 per cent (2,981) are old age pensioners and the remaining one sixth (4,883) are between 15 and 24 years of age. Approximately 50 per cent of the population is male.

The breakdown of the population, having been obtained from the 10 per cent sample of the main Census is not 100 per cent accurate, as some area figures were suppressed due to the lack of numbers within the Census Enumeration Districts. For the purposes of this research these figures can be considered as sufficiently accurate to have no effect on the results. Where there have been discrepancies between the Sample Census and the full census, statistics have been rounded up or down to match the full Census figures.

At the time of the survey (1974) the 1971 Census figures would be inaccurate because of several factors. Firstly, it was approximately three years after the official Census that figures were published and used in this research. Secondly, several areas had already had property demolished or left unoccupied. Thirdly, much of the property being constructed at the time of the Census was complete and occupied. It is estimated that one figure will balance the other in that as far as can be established, demolished and new properties are roughly equal in number.

(e) The Effect On Hulme District Library

It could be that people in certain areas may use other library services in the city and more than any other area Hulme district 3 could prove to be an area of joint loyalties. As it is part of Hulme, the public will probably have certain loyalties to the area, as its various shops, library and other amenities have been established for many years.

The main question is how many people will transfer their interests to the new shopping area and library complex in the Precinct Centre.

The total population of Hulme district 3 is 2,601 with 32 per cent (832) of the population under the age of 15, 43 per cent (1,129) between 25 and 64 years of age, and 12 per cent (314) are people of pensionable age. The remaining 13 per cent (326)

are aged between 15 and 24. With this very high proportion of children in the area, travelling distance and ease of access is of great importance. Attraction to the library is also a problem. The majority of children in this particular area attend schools in other parts of Hulme not covered by the Precinct Centre Library service. The demands of this area were completely unknown, as was the use made of existing library services at Hulme. It was therefore necessary to inspect the 12,000 registration vouchers in the Hulme Library and to extract information as to the numbers of library members who reside in the area covered by Hulme district 3.

The results have shown that 174 children (20.9% of the child population) and 235 adults (13.2% of the adult population) are members of Hulme Library. This appears to be a low figure compared with the national averages. It would therefore seem that even if the total readership of the area did not transfer to the Precinct Centre Library, the loss would be only slight. This area does offer hope and it may be possible to attract a greater membership due to the added services that will be offered in the Precinct Centre Library. It also reveals that there is a large potential readership in the area which has not been tapped by Hulme Library. As stated previously, it is possible that this survey could give some guidance to the staff of Hulme Library as to why their service has failed in Hulme district 3 area. With this in mind I intend to cooperate

the results of the survey for this area in order to give some guidance to the staff of Hulme Library in its objectives of increasing the local population's use of the library.

WARD	0 - 14		15 - 24		25 - 64		65 +		TOTAL
	MALE/FEMALE		MALE/FEMALE		MALE/FEMALE		MALE/FEMALE		
R53 St. Peters	50	59	33	34	97	106	20	48	447
P41 All Saints	126	120	56	40	131	156	24	31	684
P42 All Saints	53	36	07	15	63	63	14	38	289
P43 All Saints	41	48	29	25	109	134	48	59	493
N63 Moss Side E.	152	147	34	53	124	146	11	21	688
TOTAL	422	410	159	167	524	605	117	197	2601
	832		326		1129		314		2601

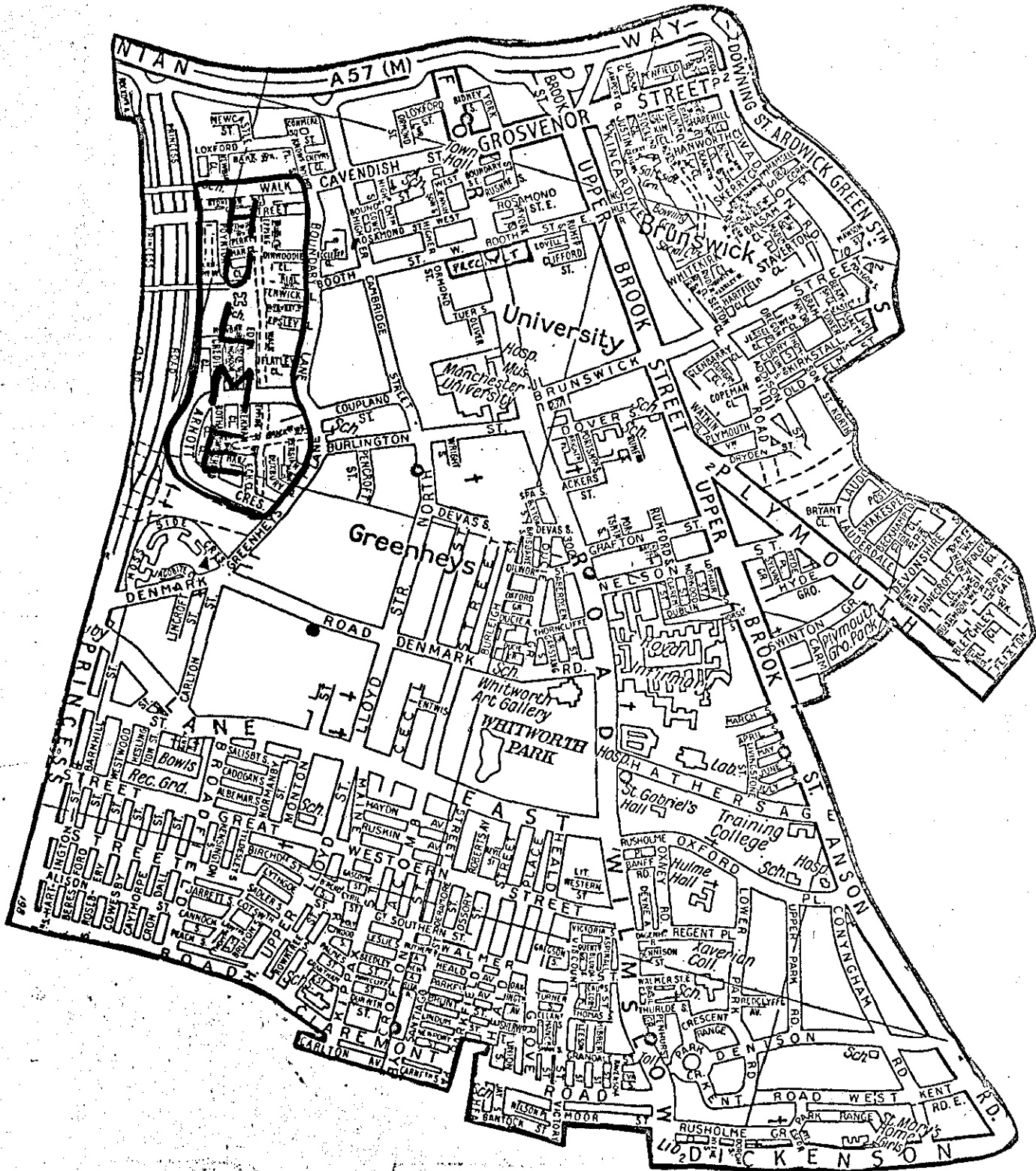
HULME DISTRICT THREE

POPULATION FIGURES EXTRACTED FROM THE 1971 CENSUS

LIST OF STREETS CONTAINING READERS AT HULME LIBRARY

	<u>JUNIOR</u>	<u>ADULT</u>
ARNOTT CRESCENT	02	01
BANK WALK	17	35
BONSALL STREET (PART)	17	13
BOTHAM CLOSE	12	04
BOUNDARY LANE	08	14
CONNIERE STREET	00	05
CREDITON CLOSE	01	00
DENMARK ROAD	01	00
DINWOODIE CLOSE	02	09
DUXBURY SQUARE	19	14
EPPING WALK	31	60
ESLEY CLOSE	06	02
FENWICK CLOSE	03	01
FLATLEY CLOSE	01	04
HESTER WALK	07	04
JACOBITE CLOSE	01	03
LINMOOR WALK	10	04
LOXFORD STREET	00	02
NEWCASTLE STREET	00	01
PERRYMAN CLOSE	03	18
PRUSIAN CLOSE	09	10
POYNTON CLOSE	17	18
RIAL WALK	00	07
STONELOW CLOSE	01	01
WASNIDGE WALK	<u>06</u>	<u>05</u>
	<u>174</u>	<u>235</u>

Other streets in the area do not contain any people who are members of Hulme Library.

HULME DISTRICT THREE AND THE PRECINCT

CHAPTER EIGHT

THE DESIGN AND STRUCTURE OF THE SAMPLE

THE DESIGN AND STRUCTURE OF THE SAMPLE

Having previously taken part in several surveys for Manchester Public Libraries, I felt that the best results were achieved in the research undertaken for Burnage District Library. This was the first statistically accurate full research programme, although it was the last in a series of smaller surveys. (13)

At Burnage the research was undertaken by means of a personal face-to-face survey. This, it was hoped, would eliminate the high failure rate of postal surveys, and the errors incurred by the interviewee not understanding the questionnaire, as the interviewer would actually ask the questions and the respondent would not handle the questionnaire at all. This, of course did raise the question of interviewer bias, but again, as I had undertaken several surveys and the sample was a fully structured one, I did not feel that this would cause any problems, especially as I was aware of the dangers of a biased interviewer. Face-to-face contact also helped in the promotion of the library and its services. After each interview was completed, time was allowed for the interviewee to ask questions, or they were given brief details about the planned library. Using the questionnaire was vital, firstly to help eliminate any bias and secondly to allow the results to be coded and analysed statistically. The greatest problem came in the production of the population frame. From this frame it was a relatively

(13) COLEMAN, Pat and YORKE, David. A public library experiments with market research. Library Association Record.77(5) May 1975. 107-109.

simple task to produce a 2 per cent sample frame, as will be seen.

In the first instance, the previously selected boundaries were divided into the respective Census Enumeration Districts. It was then possible from the 1971 10 per cent sample Census to produce population figures, as required, for each area. It was also possible to divide the population by age groups and sex and to stratify the population even further by obtaining a breakdown of the socio-economic groupings for each area. The census defines socio-economic groups as follows:-

Group One

Employers, Managers, and Professional Workers.

Group Two

Other non-manual workers (other than those employed in personal service industries).

Group Three

Foremen, supervisors, skilled manual workers and self-employed workers.

Group Four

Semi skilled manual workers and those employed in the personal service industries.

Group Five

Unskilled manual workers, members of the armed forces, and unemployed persons.

As the census figures were used to provide the segmentation of the population, these definitions were adhered to in the actual survey.

It was decided to limit the age groupings to four and the Census figures were amalgamated as necessary to form the group totals. The first group (0-14 years) was considered to cover the population of the area who would mainly use the children's library. The second group (15-24 years) were thought to be young adults who, more than likely, would have few, if any, family ties. The bulk of the population would come in the 25-64 age group and the final group of 65 years or over would, in general, cover the retired population, who again would probably have different attitudes to library use and different patterns of living.

Having compiled the initial frame, it was obvious that the samples in each segment were too small. To reduce the age range to give larger groups would have destroyed the whole plan of the age groupings. It was also vital to keep the breakdown between males and females in order that an accurate sample of the population could be maintained. The only way open was to combine the Census Enumeration Districts into larger groups, thus giving each section of the frame a larger starting figure. The area was finally divided into thirteen groups and the 2 per cent sample produced as in the chart below. The sample of staffs and students at the University and various colleges was similarly divided into segments, but on this occasion it was segmented into the following six groups: academic staff, graduate students,

undergraduate arts students, undergraduate science students, male administrative and technical staff and female administrative and technical staff. This breakdown, it was hoped, would produce sufficient numbers in each group to satisfy the needs of the survey.

Because of the delay in the publication of the college populations, it was necessary to obtain the most current figures available by contacting the colleges direct. The above breakdown of the populations of the colleges had therefore to be planned before the populations were known.

The segmentation of the populations did, in fact, produce sufficient numbers in the majority of segments. The major exceptions were mainly in the College of Adult Education, the Manchester Business School and the administrative staffs of the Royal Northern College of Music. As these were only a minor section of the total population, I considered that any inaccuracies that might occur because of the small numbers, would not affect the final results of the research. The total daytime population of the area is in excess of 52,521.

ACADEMIC INSTITUTION	ACADEMIC STAFF	GRADUATE STUDENTS	UNDERGRADUATE STUDENTS		TOTAL	ADMINISTRATIVE AND TECHNICAL STAFF		TOTAL
			ARTS	SCIENCES		MALE	FEMALE	
University	25	41	73	82	221	14	4	18
U.M.I.S.T.	11	23	-	48	82	11	4	15
Manchester Business School	1	3	-	-	4	-	2	2
Polytechnic	13	-	69	11	93	3	3	6
Royal Northern College of Music	3	-	9	-	12	-	-	-
College of Adult Education	-	-	1	-	1	-	-	-
TOTAL	53	67	152	141	413	28	13	41

BREAKDOWN OF ACADEMIC AND ASSOCIATED POPULATIONS - 2% SAMPLE

SURVEY AREAS



	TOTAL	0 - 14		15 - 24		25 - 64		65 +		T O T A L	
		M	F	M	F	M	F	M	F	M	F
A	1263	114	138	74	78	286	305	105	163	579	684
B	1466	220	204	92	80	303	353	86	128	701	765
C	1383	134	111	148	61	349	275	110	195	741	642
D	2545	375	359	175	174	623	554	94	191	1267	1278
E	3116	306	275	235	580	689	696	149	186	1379	1737
F	1478	262	252	108	110	328	310	44	64	742	736
G	1691	312	321	121	119	341	352	42	83	816	875
H	1997	335	304	215	143	466	388	73	73	1089	908
I	2269	197	189	420	297	483	431	96	156	1196	1073
J	2165	363	353	184	198	476	457	52	82	1075	1090
K	3419	569	560	224	236	758	715	118	239	1669	1750
L	2744	483	473	242	232	559	531	95	129	1379	1365
M	2483	423	420	178	159	549	526	77	151	1227	1256
TOTAL	28019	4093	3959	2416	2467	6210	5893	1141	1840	13860	14159

POPULATION BY SEX, AREA, AND AGE GROUP

	<u>ONE</u>	<u>TWO</u>	<u>THREE</u>	<u>FOUR</u>	<u>FIVE</u>
A	-	-	65	20	40
B	-	-	70	45	30
C	5	5	65	15	50
D	10	5	120	35	75
E	5	25	180	45	60
F	-	15	50	35	50
G	-	5	85	30	55
H	5	5	85	40	65
I	10	50	110	20	30
J	-	15	130	30	40
K	-	10	180	45	105
L	10	15	120	50	120
M	10	5	90	55	90
TOTAL	55	155	1350	465	810

10% SOCIO-ECONOMIC GROUP SAMPLE POPULATION

AREA	0 - 14		15 - 24		25 - 64		65 +		TOTAL
	MALE/FEMALE		MALE/FEMALE		MALE/FEMALE		MALE/FEMALE		
A	2.28	2.76	1.48	1.56	5.72	6.10	2.10	3.26	25.26
B	4.40	4.08	1.84	1.60	6.06	7.06	1.72	2.56	29.32
C	2.68	2.22	2.96	1.22	6.98	5.50	2.20	3.90	27.66
D	7.50	7.18	3.50	3.48	12.46	11.08	1.88	3.82	50.90
E	6.10	5.50	4.70	11.60	13.78	13.92	2.98	3.72	62.30
F	5.24	5.04	2.16	2.20	6.56	6.20	0.88	1.28	29.56
G	6.24	6.42	2.42	2.38	6.82	7.04	0.84	1.66	33.82
H	6.70	6.08	4.20	2.86	9.32	7.76	1.46	1.46	39.84
I	3.94	3.78	8.40	5.94	9.66	8.62	1.92	2.12	44.38
J	7.26	7.06	3.68	3.96	9.52	9.14	1.04	1.64	43.30
K	11.38	11.20	4.48	4.72	15.16	14.30	2.36	4.78	68.38
L	11.04	10.82	5.46	5.12	13.02	12.40	2.18	3.08	63.12
M	8.46	8.40	3.56	3.18	10.98	10.52	1.54	3.02	49.66
TOTAL	83.22	80.54	48.84	49.82	126.04	119.64	23.10	36.30	567.50

POPULATION BREAKDOWN BY SEX, AREA, AGE, 2% SAMPLE

AREA	0 - 14		15 - 24		25 - 64		65 +		APPROX.
	MALE/FEMALE		MALE/FEMALE		MALE/FEMALE		MALE/FEMALE		TOTAL
A	2	3	1	2	6	6	2	3	25
B	4	4	2	2	6	7	2	3	29
C	3	2	3	1	7	6	2	4	28
D	8	7	4	3	12	11	2	4	51
E	6	6	5	12	14	14	3	4	62
F	5	5	2	2	7	6	1	1	30
G	6	6	2	2	7	7	1	2	34
H	7	6	4	3	9	8	1	1	40
I	4	4	8	6	10	9	2	2	44
J	7	7	4	4	10	9	1	2	43
K	11	11	4	5	15	14	2	5	68
L	11	11	5	5	13	12	2	3	63
M	8	8	4	3	11	11	2	3	50
TOTAL	82	80	48	50	127	120	23	37	567

2% SAMPLE BREAKDOWN BY SEX, AREA, AGE (ROUNDED FIGURES)

AREA	ONE	TWO	THREE	FOUR	FIVE
A	-	-	13	4	8
B	-	-	14	9	6
C	1	1	13	3	10
D	2	1	24	7	15
E	1	5	36	9	12
F	-	3	10	7	10
G	-	1	17	6	11
H	1	1	17	8	13
I	2	10	22	4	6
J	-	3	26	6	8
K	-	2	36	9	21
L	2	3	24	10	24
M	2	1	18	11	18
TOTAL	11	31	270	93	162

2% SAMPLE POPULATION DIVIDED

BY

SOCIO-ECONOMIC GROUP

CHAPTER NINE

THE DESIGN AND STRUCTURE
OF THE
QUESTIONNAIRE AND ITS OBJECTIVES

THE DESIGN AND STRUCTURE OF THE QUESTIONNAIRE AND
ITS OBJECTIVES

For the design and structure of the majority of the questionnaire I must thank the late Mr. D.I. Colley, M.A., F.L.A., M.B.I.M., and Mr.D.A.Yorke, B. Comm.

The basis of this questionnaire was formed for the Burnage survey by the above and a group of librarians working on the project of the new Burnage Library.

Because of the academic population in the Precinct area it was necessary to amend the initial section of the survey. The design of the Burnage questionnaire was followed closely, firstly, because it aimed to cover the same objectives as in the survey of the Precinct area, secondly, it had been designed over a period and had taken into consideration the failures of the previous surveys undertaken by Manchester Public Libraries and finally, it had been tested in a survey containing over one thousand interviews. Minor alterations were made for this survey and the new questionnaire was field-tested on fifty people before it was actually used in the survey.

Before the questionnaire was even considered, a list of objectives was established. The design of the questionnaire followed from these objectives and questions were included to cover all relevant points. As often happens in such research, other results of use can be obtained from the results of the initial questionnaire. It was considered

that the prime objectives were as listed and that any other results would be a bonus. The questionnaire was designed specifically to answer the questions set and no more, but from the results it has been possible to produce a set of figures for the reading habits within each socio-economic group. Whilst not part of the objectives, the results have been analysed and brief notes made.

At the commencement of any interview it was thought imperative to inform the interviewee, whom the interviewer represented together with the objectives of the research. They were then given the chance to refuse to answer the questionnaire. It was also planned that the interviewer would estimate the interviewee's age and sex without direct questions being asked. The above, along with questions one to four were necessary in order to reproduce the sampling frame.

It was necessary to know the occupation of the interviewee (or the head of the household) in order to match the interview to the sampling frame and the correct socio-economic group. This, together with the age and sex of a person would satisfy the needs of the sampling frame of both the resident and academic populations.

Questions two to four were aimed at students in order to produce the breakdown into graduate or undergraduate, arts or science students, segmented by college.

Question five was aimed at discovering how many new members the library would attract and the effect (if any) that could be expected on the membership of Hulme District Library. This question, combined with the results of question six, would also give the present membership pattern of residents and students throughout the City. Apart from the effect on Hulme District Library, the other surrounding libraries, especially the smaller ones could easily feel the effect of the new library. It would also be valuable to be aware of the numbers using the Central Library. Any posters designed for the opening or to publicise the services offered, could be placed in the most popular libraries, in an attempt to capture a greater segment of the market. One of the basic ideas of the Precinct Centre Library was that it would contain a great number of periodicals on recreational topics. It was therefore necessary to be aware of the populations recreational interests in order to select periodicals in the correct quantities. The answers from question seven would also provide a guide in the future as to which of the many possible outreach activities could be operated satisfactorily within the confines of the Precinct Centre Library and which activities if tried, would need premises outside the library, in the University buildings. The dual use of either the Librarian's office or the workroom could provide a meeting room for a

maximum of about twenty people and the reference/audio-visual library could be easily adapted to hold fifty people. Therefore in many cases, the question to be asked before any activity is planned is, what is the expected demand and would it be too large, if so, what activity could be operated effectively in the library?

The stock holdings of the library are to be planned according to the results of the survey. The information needed is contained in the results of questions nine to eleven, but the contents of question eight were matched to those of the question nine in order that the results of the two questions could be co-ordinated in conjunction with questions twelve to sixteen, to produce advertising plans. After extensive field testing, question eight was made up to be a negative question, mainly because the majority of those tested replied in the negative, saying, "I have not heard of libraries providing that before", or words to this effect. A negative answer also suited the purpose of the question, which was basically to discover the lack of awareness of the public. In several of the previous Manchester Public Library surveys, it was obvious that the public were not aware of many of the services offered. As many of the services to be offered at the Precinct Centre Library were new, members of the public who were aware of the services were expected to be few.

Whilst it would be interesting to be fully conversant with the public's lack of awareness, it would not be sufficient justification for including the question in the survey.

It would also be pointless to act on this information alone and to advertise all the services, without knowledge of reader requirements.

To produce an advertising plan it will be necessary to discover, firstly, which services the population require, secondly, of which services they had no knowledge, and thirdly, which advertising media could produce the best results for the minimum outlay. Advertising a service, yet not being conversant with the potential use, is just as bad as being acquainted with the potential use, yet not knowing the public's awareness of the availability of the service. Although questions eight and nine are interrelated, they are asked as entirely separate questions. Asking the questions themselves tended to act as an advertising stimulus as many people, who were not aware of the services, were obviously interested, and tended to ask for further information. As the whole project was to discover their needs and their knowledge at the time of the interview, any information requested, was imparted only after the completion of the interview.

As has been stated above, question nine was constructed to discover the needs of the population at the time of the survey. When analysing the results it is important to bear this in mind, because user needs change over a period.

In the twelve months between the survey and the opening of the library, a person's circumstances can change drastically. Within such a period, a person can have married and have family responsibilities. He could now wish to borrow books on do-it-yourself and baby care as opposed to books on his previous interests of motor racing and football.

It has been suggested that the Precinct Centre Library should offer as wide a range of services as possible, if there is a proven need for them in the area.

It was finally decided that within the confines of both costs and the area available, it would be possible to offer, in varying degrees of depth, the twenty services or activities listed. The degree to which these services would be offered and publicised depends on the results of the survey. The analysis of the results of this question would provide data showing which services would be popular and which would have limited appeal. If, at some future date, it was possible to increase or necessary to decrease the range or extent of the services, then statistical evidence would be available to guide the librarian in his decision.

The results of the survey would also have to be weighed against outside factors, especially for example, in the field of photo-copying, where locally based, cheaper services are available. If the results produce only a

limited need, it may be possible to use external services rather than to have the trouble and expense of an internal service, especially as the non-loanable reference stock is limited. Should any item from stock be required to be photo-copied it should be possible to take the item to one of the three instant print firms on the Precinct Centre complex or to have the item copied at the Central Library and despatched on the following day's van.

The intention behind question ten was to help in the selection of music, and the results should enable the staff, in comparison with questions nine (c) and (d) to discover the quantity and type of record cassettes required. The results should also be of assistance in the detailed planning of record recitals in the library, if the service is offered.

The results of question eleven are intended to give a breakdown of the bookstock requirements. An analysis of the number of 'mentions' compared with the total holdings, should produce a statistical breakdown of the basic stock.

It was considered vital that the remainder of the stock i.e. the percentage of stock mentioned as 'general', should be selected by the library staff, mainly because the survey gave only the readers' needs at a particular time and not over a period. The results would therefore be used as guidelines to stock selection, with any gaps filled by the library senior staff, in their selection of stock. The majority of the previous questions are aimed at

uncovering the population's needs and their knowledge of the planned library in the area.

Having established their needs and their lack of awareness of various services, it is then necessary to plan which services should be advertised, to what extent, and by which media. The aim of questions twelve to sixteen is to discover the media habits of the population in order to make use of the most effective media sources.

Question twelve aims to discover the readership, in the area, of the Manchester Evening News, which is the local daily paper. This newspaper has a very large circulation and is not limited to the precinct area or even to Greater Manchester. Copy space is usually difficult to obtain and advertising, to be successful would have to be large. Cost would rule this out unless it is discovered to be the only publicity vehicle.

There are several free advertising sheets e.g. 'Mancunian Way', 'Market Place', etc. which could be used if they have effective coverage of the area. Mancunian Way's coverage is of particular importance, as it is published and distributed by Manchester City Council and copy space should be freely available.

Local radio is always a source of local publicity and at the time of planning the questionnaire there was only B.B.C. Radio Manchester in operation. However at the time of the actual survey, Manchester's Independent Piccadilly Radio 261 was on the air. This was added to question fourteen by the interviewer.

It would of course be valuable to discover the listening habits and the more popular listening times of the population. Advertising or editorial coverage would have very little impact if the interested population were not listening at the time of the broadcast.

There had been some initial publicity in the form of an article in 'Mancunian Way', a letter in the Manchester University publication 'Communication', and a notice in the library window. There had also been much discussion over the years in Manchester Public Libraries and it was felt that friends of staff may be aware of the new library. Finally in interviewing over 1,000 people it would be of value to discover what, if any, impact had been made by the actual information imparted by the interviewer and whether any interviewees had been interested enough to discuss the library afterwards. It was appreciated from the start that this latter point could not be analysed statistically, but merely seen as an indication. The object of the question was to discover which of these sources, so far, had been the most effective, thus adding to the information on the media habits of the population. The penultimate question was included in the survey, not with the aims of any analysis, but with the object of using the questionnaire itself as a vehicle from which information on local societies could be obtained.

Finally, as it was planned to offer a housebound readers' service, it was considered a reasonable way of discovering the needs of any such persons and the numbers of housebound people in the area.

PRECINCT CENTRE SURVEY QUESTIONNAIRE

Good morning/afternoon/evening. I am from Manchester Public Libraries.

I am interested in knowing your views about the new library which is being built in the Precinct Centre on Oxford Road. In order that we can offer a good service we need to have a clear idea of what you would like us to provide there and we think the best way of finding out is to come and ask you.

Would you mind answering a few questions please?

Yes	<input type="checkbox"/>
No	<input type="checkbox"/>

Age groups. Is the person interviewed 5-14, 15-24, 25-64, over 65. Male, female.

QUESTIONS

1. Would you mind telling me what your occupation is?

.....

If retired or unemployed - what was your occupation, or if the housewife, what is the occupation of the present head of the household.

IF THE RESPONSE IS 'STUDENT' ASK QUESTIONS 2-4, IF NOT PASS ON TO QUESTION 5.

2. If you are a full time student, which college or university do you attend?

.....

3. Are you taking an Arts or Science Course?

Arts	<input type="checkbox"/>
Science	<input type="checkbox"/>

4. Is this post-graduate research.

Yes	<input type="checkbox"/>
No	<input type="checkbox"/>

5. Are you a member of a Public Library now?

Yes	<input type="checkbox"/>
No	<input type="checkbox"/>

6. If so, which one, please state

7. Would you also mind telling me what your interests are?

.....

8. I am going to give you some cards to look at (show cards).

Have you not heard of any of these being provided by libraries?

a) books

(i) to borrow

(ii) to use in the library

b) magazines / journals

(i) to borrow

(ii) to use in the library

c) gramophone records

(i) to borrow (a charge may be made)

(ii) to listen to in the library

d) cassette tapes

(i) to borrow (a charge may be made)

(ii) to listen to in the library

e) picture slides

(i) to borrow

(ii) to look at in the library

f) foreign language courses on tape to follow
in the library

--

g) newspapers to read in the library

--

h) pictures to borrow

--

i) photocopying (a charge may be made)

--

j) local information service

--

k) business information service

--

l) space in which to study

--

m) lectures, film shows, plays, exhibitions

--

n) childrens' storytime

--

o) something to eat and drink

--

- p) other - please specify
-
-
-

9. Now can you tell me which of these you are likely to use when the library opens? (show cards again).

a) books

- (i) to borrow
- (ii) to use in the library

b) magazines / journals

- (i) to borrow
- (ii) to use in the library

c) gramophone records

- (i) to borrow (a charge may be made)
- (ii) to listen to in the library

d) cassette tapes

- (i) to borrow (a charge may be made)
- (ii) to listen to in the library

e) picture slides

- (i) to borrow
- (ii) to look at in the library

f) foreign language courses on tape to follow in the library

--

g) newspapers to read in the library

--

h) pictures to borrow

--

i) photocopying (a charge may be made)

--

j) local information service

--

k) business information service

--

l) space in which to study

--

m) lectures, film shows, plays, exhibitions

--

n) childrens' storytime

--

-

.....

.....

10. What type of Music would you like to be able to borrow from the library?

-

-

-

-

-

.....

.....

- (interviewer tick appropriate boxes)

- (interviewer tick appropriate boxes)

[illegible]

--	--

[illegible][illegible]

--	--

--	--

--	--

--	--

[illegible]

10

8

Travel

[illegible]

General

[illegible]

Other
.....
.....

12. Do you receive the Manchester Evening News?

Yes ☐
No ☐

13. Do you receive free advertising newspapers.
If so, which?

Yes ☐
No ☐

14. Do you listen to Radio Manchester?

Yes ☐
No ☐

15. What time of the day to you listen?

Before 9am	9-12am	12-3pm	3-6pm	after 6pm
Weekdays				
Weekend				

16. Had you heard anything about the Precinct Centre Library before
I spoke to you?

Yes ☐
No ☐

If yes, where did you hear or read about it?

Friend	Library Staff	Communication	Mancunian Way	Other (Specify)

17. Are you a member of a society or club in the area?

Name of Society

Contact address

.....

18. Do you know of any housebound reader who may wish to use the
services of the library?

Name

Address

.....

CHAPTER TEN

THE MAIN INTERVIEW PROGRAMME

THE MAIN INTERVIEW PROGRAMME - STAGE ONE

THE ACADEMIC AND ASSOCIATED POPULATION

The first stage of the main research project entailed the interviewing of the academic student and associated populations of the area. It was vital to undertake the survey at the beginning of the summer term in order that the survey could be completed whilst the greatest intensity of students and staff were in the area and before they became too deeply involved with examinations. In planning the timing of the interviews heed was taken of Coggins⁽¹⁴⁾ who highlighted the point of timing in such a survey. The actual interviews took place in April and May 1974, when a total of 413 interviews were completed. The sampling frame was strictly adhered to. On occasions, interviewees were refused as it was discovered that the quota for a specific group had been completed. Refusal was not outright, as this may have offended members of the public. If, after the initial few questions an interviewee was not needed to fill the quota, a much abbreviated set of questions were asked and the results were not noted. This saved the problem of direct refusal and tended to tell the interviewee a little about the library. Sources of interviewees were found to be a little easier than expected, except in the latter stages when the majority of the quotas had been filled.

(14) COGGINS, Andrew. A Study of the public library users in the City of Bath. Library Association Record. 74(7) July 1972 115-117.

Refusal by prospective interviewees to answer the questionnaire, which took about six minutes to complete, was virtually non-existent. Interview times were spread between 10 a.m. on Mondays and 9 p.m. on Fridays. Initially these were on a roughly equal basis, but times were altered as the population pattern became better known. Friday afternoon and evening was found to be a very poor time for interviewing, as were mornings between 10 a.m. and 11.30 a.m. Many students either go home for the weekend or else go out on Friday evenings. This of course is an obvious pointer to the fact that Fridays and in the early mornings, the library is likely to be fairly quiet. The lack of people between 10 a.m. and 11.30 a.m. was probably due to the fact that either they had not arrived in the area or that they were already attending lectures. The afternoons were found to be a good time for interviews. It appeared that people (particularly students) had finished lectures and were free, or they were just arriving for afternoon lectures. Interviews were held in a multitude of locations. The questioning of University staffs and students was the first to be undertaken. Academic staff were usually located on their passage to and from their respective lecture halls, or on Oxford Road. Graduate students were generally interviewed outside the graduate rest rooms and the undergraduates were mainly interviewed near the Refectory or the Students Union Building. Administrative and technical staff were usually

questioned outside their main meeting point within the complex, the William Kay House, which is a club, rest-room and refectory for this level of staff. The entrances to the main departmental buildings were also covered in order to obtain a complete spread of the population. For the interviews of staff and students of U.M.I.S.T., two places were used. The main area used was next to one of the main entrances to the Institute and the other area used was outside the students union.

The interviews for the Manchester Business School were conducted, in the majority of cases, outside the main entrance to the school and also inside the concourse of the Precinct Centre.

Both the Royal Northern College of Music and the College of Adult Education interviews were held outside their respective front entrances, but the Polytechnic, with its vast spread of colleges all over the centre of Manchester, provided greater problems.

The administrative staff of the Polytechnic were interviewed, in the majority of cases, outside the main administration block in Cavendish Street and occasionally outside individual faculty buildings. Arts staff and students were interviewed near the Arts building in Cavendish Street and also outside Brocol House, whilst science students were interviewed outside the main Chester Street building and

one or two of the annexes. With this coverage and the time spread of the interviews, and the basic sampling frame, together with the structured interview, an accurate sample of the academic population of the area should have been achieved. A total of forty-one hours of actual interviews took place, but often there could be delays of as long as ten to fifteen minutes between interviews during the quieter parts of the day, especially on Fridays.

THE MAIN INTERVIEW PROGRAMME - STAGE TWOTHE RESIDENT POPULATION

Each of the thirteen areas were taken in turn. The interviewing was commenced in late July, with the object of reducing to a minimum the numbers of academic staff and students who were likely to be interviewed. The period chosen was vacation time when the population living in the area consisted mainly of residents.

As a starting point the voters list covering each area was taken and matched to a set of random numbers. The first number selected in each area was the starting point for the interviews in that particular area.

The address was noted and the remainder of the work was undertaken 'In the field'. The appropriate house was located in each case and the person who answered the door interviewed. Towards the latter stages, it was necessary to ask to speak to the head of the household rather than interview the person coming to the door, as I discovered that in general, men tended not to answer the door themselves. Once the interview had been completed, the next stage was to continue down the road and either turning left or right at the end. Again to ensure pure randomness, the decision of which way to turn was usually made by the toss of a coin. Interviewing continued in this way until a boundary was reached, in which case the nearest possible street was selected until the quotas for the area had been filled.

It was impossible to break each socio-economic group down by age and sex in order to produce an exact number in each sub-group. It was therefore necessary for the interviewer to be aware that in area A, for example, two males and three females over 65 had to be interviewed, but that over the area as a whole, 7 people had to be from socio-economic group three. This breakdown was achieved by keeping two separate tables for each area. It then became a simple task to delete each interview from the age/sex table and also from the appropriate socio-economic group table.

Towards the end, as interviewees within the correct age/sex/socio-economic groups became more difficult to isolate, it became necessary to refuse interviews. This was done in the same way as with the stage one interviews where a much abbreviated interview was held and the results not recorded. Refusals by prospective interviewees were few, and people usually had good reason for refusal. In many cases an appointment for a later time was made. This was accepted. As only the author was undertaking the interviews, it was decided that it would be possible to use the questionnaire for the interview, but instead of completing the questionnaire, the results would be placed directly on to the coding sheet. As there was one coding sheet per interview, it would still be possible to analyse the results

of a single interview if necessary.

This would reduce the amount of paper and the printing costs by five-sixths, as the questionnaire is five pages long and the coding sheet is a single sheet. This would also cut down the time involved in transferring the results of each interview on to a coding sheet for subsequent analysis. It would also reduce the chance of error in the transfer.

The coding sheets were then used in the analysis of the results.

CHAPTER ELEVEN

THE ANALYSIS OF THE RESULTS

THE ANALYSIS OF THE RESULTS

Careful consideration was given to the analysis of the results before work on the survey began. Analysis by computer had been used by the Burnage team, but the production of the coding sheets took approximately two weeks by two members of the staff. Cards then had to be punched from the coding sheets, checked and corrected. The last stage was to run them on the U.M.I.S.T. computer. After having to wait some considerable time, computer time was made available and the results finally were available about two months after the end of the survey.

I was even more remote from computer access and both speed and cost had to be considered. I also considered that it was just as easy to use a purely manual method of analysis. Each section was grouped by area or by college and it was found to be quite simple to count 'mentions' by hand, in fact the initial analysis of the academic population took about a fortnight, and the same amount of time was spent on the analysis of the results of the resident population. Further analysis, especially the interrelations between questions eight and nine took longer, but greater speed was achieved by sorting first by the mentions in one question and then by the mentions in the second. The work, although tedious and purely routine at this stage, was more interesting than the preparation of the coding sheets for the Burnage survey.

In the end, with further results, especially the breakdown by socio-economic group, it would possibly have been quicker and easier by computer, but the manual method had the advantage that work could be picked up and put down at will, and was fully under my control at all times.

SURVEY RESULTS

	<u>FREQUENCY</u>	<u>PERCENTAGE</u>
<u>QUESTION FIVE</u>	528	51.7
<u>QUESTION SIX</u>		
CENTRAL	236	23.1
WILBRAHAM	72	7.1
HULME	53	5.2
WITHINGTON	21	2.1
LONGSIGHT	10	1.0
DIDSBURY	7	0.7
OTHERS	110	10.8
BURNAGE	1	0.1
CHORLTON	10	1.0
CRUMPSALL	3	0.3
GORTON	1	0.1
WYTHENSHAW	4	0.4
<u>QUESTION SEVEN</u>		
AIRCRAFT SPOTTING	1	
AMERICA	2	
ANIMALS	3	
ANTIQUES	3	
ARCHAEOLOGY	3	
ARCHITECTURE	13	
ARMY	2	
ART APPRECIATION	40	

	<u>FREQUENCY</u>
ASTRONOMY	4
ATHLETICS	9
BADMINTON	17
BALLET	2
BASKETBALL	2
BELL RINGING	1
BINGO	10
BIOLOGY	2
BOATING	1
BOWLING	2
BOXING	2
BRASS BANDS	1
BRIDGE	14
BROWNIES	1
CAMPING	8
CARAVANNING	1
CAVING	1
CERAMICS	2
CHESS	13
CHILDREN	6
CINEMA	30
CLIMBING	8
CLOTHES	1
COIN COLLECTING	3

	<u>FREQUENCY</u>
COLLECTING TEDDY-BEARS	1
COOKERY	28
COUNTRYSIDE	2
CRAFTS	1
CRICKET	24
CROCHET	3
CYCLING	9
DANCING	28
DARTS	4
DEBATING	1
DESIGNING	1
DO IT YOURSELF	27
DOG RACING	3
DOGS (PETS)	7
DOLLS	3
DRAMA	51
DRAWING AND SKETCHING	18
DRESSMAKING	16
DRINKING	13
ECOLOGY	1
ELECTRICITY	1
ELECTRONICS	17
EMBROIDERY	1
ENGINEERING	2
FAMILY	1
FASHION	3

	<u>FREQUENCY</u>
FENCING	1
FINANCE	1
FIRE ENGINES	1
FISHING	31
FISH KEEPING	1
FLOWER ARRANGING	1
FLYING	1
FOLK MUSIC	3
FOOTBALL	153
GARDENING	44
GENERAL HOBBIES	2
GEOGRAPHY	1
GEOLOGY	3
GLIDING	2
GOLF	7
GUITAR	8
HANDICRAFTS	2
HI FI	12
HISTORY	7
HOCKEY	1
HORSE RACING	4
HORSE RIDING	23
ICE SKATING	2
JUDO	4
KARATE	12

	<u>FREQUENCY</u>
KEEP FIT	1
KNITTING	40
KUNG FU	1
LANGUAGES	3
LETTER WRITING	1
LITERATURE	14
LOCAL HISTORY	1
MAGAZINE COLLECTING	1
MATHEMATICAL PUZZLES	1
MECHANICS	1
MILITARY HISTORY	1
MODEL ENGINEERING	1
MODEL MAKING	5
MODEL RAILWAYS	4
MOTOR BIKES	2
MOTORING	38
MOTOR RACING	1
MUSIC	163
NATURE	1
NEEDLEWORK	10
NETBALL	3
NO HOBBIES OR INTERESTS	89
NOVEL WRITING	5
OCCULT	2
OPERA	2
ORNITHOLOGY	1

	<u>FREQUENCY</u>
OUTDOOR PURSUITS	3
PAINTING	11
PARACHUTING	1
PHILOSOPHY	1
PHOTOGRAPHY	41
PHYSICS	1
PIANO	2
PIGEONS	7
PLANTS	3
PLAYING HOUSE	1
POETRY	2
POLITICS	9
POTTERY	2
PROPERTY	1
PSYCHOLOGY	2
RADIO	1
RADIO HAM	1
RADIO CONTROLLED MODEL AIRCRAFT	1
RAILWAYS	1
READING	306
READING MAGAZINES	3
RECORDS	11
RELIGION	10

	<u>FREQUENCY</u>
RIFLE SHOOTING	3
ROUNDERS	2
ROWING	2
RUGBY	17
SAILING	18
SCIENCE	2
SCOUTS	1
SCULPTURE	1
SEWING	28
SINGING	2
SKIING	5
SLIMMING	1
SNOOKER	8
SOCIAL WORK	5
SOCIOLOGY	1
SPORT IN GENERAL	99
SQUASH	24
STAMP COLLECTING	6
STUDYING	3
SUB AQUA	2
SWIMMING	72
TABLE TENNIS	3
TELEVISION	45
TENNIS	28

	<u>FREQUENCY</u>
TEN PIN BOWLING	1
TRAMPOLINE WORK	2
TRAVEL	22
WALKING	61
WATER SKIING	1
WEIGHTLIFTING	3
WINE MAKING	1
WOODWORK	1
YOGA	7
YOUTH HOSTELLING	3
YOUTH WORK	4
<u>TOTAL MENTIONS</u>	<u>2106</u>

QUESTION EIGHT

	<u>FREQUENCY</u>	<u>NON AWARENESS PERCENTAGES</u>
A	1	0.1
B	431	42.2
C	386	37.8
D	954	93.4
E	953	93.3
F	455	44.6
G	112	11.0
H	236	23.1
I	368	36.0
J	712	69.7

	<u>FREQUENCY</u>	<u>NON AWARENESS PERCENTAGES</u>
K	744	72.9
L	63	6.2
M	66	6.5
N	112	11.0
O	98	9.6
A(11)	4	0.4
B(11)	45	4.4
C(11)	504	49.4
D(11)	897	87.9
E(11)	825	80.8
NIL	1	0.1

QUESTION NINE

A	692	67.8
B	259	25.4
C	454	44.5
D	241	23.6
E	134	13.1
F	137	13.4
G	240	23.5
H	105	10.3
I	273	26.7
J	266	26.0
K	40	3.9
L	241	23.6

	<u>FREQUENCY</u>	<u>NON AWARENESS PERCENTAGES</u>
M	222	21.7
N	51	5.0
O	244	23.9
A(11)	215	21.1
B(11)	174	17.0
C(11)	80	7.8
D(11)	62	6.1
E(11)	69	6.8
NIL	168	16.5

QUESTION TEN

	<u>FREQUENCY</u>	<u>PERCENT</u>	<u>PERCENT OF MUSIC READERS</u>
CLASSICAL RECORDS	362	35.5	27.2
LIGHT CLASSICAL	197	19.3	14.8
JAZZ	172	16.8	12.9
POP	354	34.7	26.6
FOLK	247	<u>24.2</u>	<u>18.5</u>
		<u>140.5%</u>	<u>100.0%</u>

QUESTION ELEVEN

	<u>FREQUENCY</u>	<u>PERCENTAGE OF TOTAL MENTIONS</u>
ROMANCE	127	5.9
WESTERN	22	1.0
CRIME	217	10.1
ADVENTURE	122	5.7
SCIENCE FICTION	165	7.7

	<u>FREQUENCY</u>	<u>PERCENTAGE OF TOTAL MENTIONS</u>
HISTORICAL	103	4.8
CLASSICAL	61	2.8
MODERN NOVELS	142	6.6
FANTASY STORIES	26	1.2
SCHOOL STORIES	31	1.4
COMEDY STORIES	21	1.0
GENERAL FICTION	146	6.8
PHILOSOPHY	7	0.33
PSYCHOLOGY	30	1.40
RELIGION	18	0.84
SOCIOLOGY	44	2.05
POLITICS	28	1.30
ECONOMICS	20	0.93
EDUCATION	23	1.07
TRANSPORT	6	0.28
LANGUAGES	22	1.02
SCIENCE	129	6.0
ENGINEERING	19	0.88
ANIMALS	7	0.32
GARDENING	29	1.35
TRAVEL	73	3.40
HOME	24	1.11
BUSINESS	14	0.65
BUILDING	7	0.33
ART	64	2.98

	<u>FREQUENCY</u>	<u>PERCENTAGE OF TOTAL MENTIONS</u>
CRAFT	20	0.93
PHOTOGRAPHY	35	1.63
MUSIC	19	0.88
SPORT	31	1.44
LITERATURE	73	3.40
GEOGRAPHY	12	0.56
BIOGRAPHY	75	3.49
HISTORY	81	3.77
GENERAL	54	2.51
NIL	160	-

QUESTION TWELVE

<u>FREQUENCY</u>	<u>PERCENTAGE</u>
534	52.3

QUESTION THIRTEEN

	3	0.3
MANCUNIAN WAY	3	0.3

QUESTION FOURTEEN

RADIO MANCHESTER	422	41.3
PICCADILLY RADIO	111	10.9
BOTH STATIONS (INC. IN ABOVE TOTALS)	24	2.4
TOTAL LISTENING TO RADIO	509	49.8

QUESTION FIFTEEN

<u>WEEKDAY</u>	<u>FREQUENCY</u>	<u>PERCENT OF LISTENING PUBLIC</u>	<u>TOTAL PERCENT</u>
BEFORE 0900 HRS	248	48.9	24.3
0900 HRS-1200 HRS	86	16.9	8.4
1200 HRS-1500 HRS	86	16.9	8.4
1500 HRS-1800 HRS	175	34.4	17.1
AFTER 1800 HRS	319	62.7	31.2

WEEKEND

BEFORE 0900 HRS	108	21.2	10.6
0900 HRS-1200 HRS	49	9.6	4.8
1200 HRS-1500 HRS	52	10.2	5.1
1500 HRS-1800 HRS	74	14.5	7.2
AFTER 1800 HRS	142	27.9	13.9

QUESTION SIXTEEN

	<u>FREQUENCY</u>	<u>PERCENT</u>
KNOWLEDGE OF LIBRARY	35	3.4
<u>SOURCE OF KNOWLEDGE</u>		
FRIEND	8	0.8
STAFF	6	0.6
COMMUNICATION	6	0.6
MANCUNIAN WAY	4	0.4
NOTICE IN LIBRARY WINDOW	11	1.1

QUESTION SEVENTEEN

NIL

QUESTION EIGHTEEN

NIL

QUESTION SEVEN FURTHER ANALYSIS - CLASSIFIED SEQUENCE(DEWEY D.C. ORDER)

MAGAZINE COLLECTING	1
NOVEL AND SHORT STORY WRITING	5
PHILOSOPHY	1
OCCULT	2
PSYCHOLOGY	3
RELIGION	18
FAMILY	1
SOCIOLOGY	1
POLITICS	9
PROPERTY	1
FINANCE	1
ARMY	2
SOCIAL WORK	10
YOUTH WORK	4
SCOUTS	1
BROWNIES	1
STUDYING	3
LANGUAGES	3
NATURE	1
MATHEMATICAL PUZZLES	1
ASTRONOMY	4
PHYSICS	1
MECHANICS	1
ELECTRICITY	1

GEOLOGY	3
ECOLOGY	1
BIOLOGY	2
ORNITHOLOGY	1
SCIENCE	2
SLIMMING	1
YOGA	7
ENGINEERING	2
HIFI	12 (SEE ALSO RECORDS 11, MUSIC 163)
RADIO	1
RADIO HAM	1
SUB AQUA	2
ELECTRONICS	17
MODEL RAILWAYS	4
RAILWAYS	1
CYCLING	9
FIRE ENGINES	1
FLYING	1
MODEL ENGINEERING	6
MODEL MAKING	5
MOTOR BIKES	2
MOTORING	38
MOTOR RACING	1
RADIO CONTROLLED MODEL AIRCRAFT	1
PLANTS	4

ANIMALS	3
DOGS	7
FISH KEEPING	1
DO IT YOURSELF	27
COOKERY	28
DRINKING	13
WINE MAKING	1
CLOTHES	1
DRESSMAKING	17 (SEE ALSO SEWING 28)
SEWING	28
CHILDREN	8
ART APPRECIATION	40
COUNTRYSIDE	2
GARDENING	44
ARCHITECTURE	13
SCULPTURE	1
COIN COLLECTING	3
STAMP COLLECTING	6
CERAMICS	2
POTTERY	4
DRAWING	18
ANTIQUES	3
COLLECTING TEDDY-BEARS	1
CRAFTS	1
DOLLS	3

DESIGNING	1
FLOWER ARRANGING	1
HANDICRAFTS	3
WOODWORK	1
CROCHET	3
EMBROIDERY	1
FASHION	3
KNITTING	40
NEEDLEWORK	10
PAINTING	11
PHOTOGRAPHY	41
MUSIC	163
OPERA	2
FOLK MUSIC	3
SINGING	2
BRASS BANDS	1
PIANO	2
GUITAR	8
BELL RINGING	1
RECORDS	11 (SEE ALSO HI FI 12)
GENERAL HOBBIES	2
CINEMA	30
TELEVISION	45
BALLET	2
DANCING	28
PLAYING HOUSE	1
CHESS	13

SNOOKER	8
TEN PIN BOWLING	1
BINGO	10
BRIDGE	14
ATHLETICS	9
BADMINTON	17
BASKETBALL	2
BOWLING	2
BOXING	2
CAMPING	8
CARAVANNING	1
CAVING	1
CLIMBING	8
CRICKET	24
DARTS	4
DOG RACING	3
FENCING	1
FOOTBALL	153
GOLF	7
HOCKEY	1
ICE SKATING	2
JUDO	4
KARATE	12
KEEP FIT	1
KUNG FU	1
NETBALL	3

OUTDOOR PURSUITS IN GENERAL	3
ROUNDERS	2
RUGBY	17
SKIING	5
SPORT IN GENERAL	99
SQUASH	24
TABLE TENNIS	3
TENNIS	28
TRAMPOLINE	2
WALKING	61 (SEE ALSO YOUTH HOSTELLING 3, FELL WALKING 2)
WEIGHTLIFTING	3
YOUTH HOSTELLING	3
AIRCRAFT SPOTTING	1
BOATING	1
GLIDING	2
PARACHUTING	1
PIGEONS	7
ROWING	2
SAILING	18
SWIMMING	72
WATER SKIING	1
HORSE RACING	4
HORSE RIDING	23
FISHING	31
RIFLE SHOOTING	3
LITERATURE	14

READING	306
READING MAGAZINES	3
DEBATING	1
DRAMA	51 (SEE ALSO THEATRE 36)
POETRY	2
LETTER WRITING	1
HISTORY	7
GEOGRAPHY	1
TRAVEL	22
ARCHAEOLOGY	3
LOCAL HISTORY	1
AMERICA	2
MILITARY HISTORY	1
NO INTERESTS AT ALL	89

QUESTION SEVEN ARRANGED IN ORDER OF FREQUENCY

<u>INTEREST</u>	<u>FREQUENCY</u>	<u>PERCENTAGE</u>
READING	306	13.63
MUSIC	163 (SEE ALSO OPERA, BRASS BANDS, PIANO, GUITAR, CAMPA NOLOGY, SINGING)	7.26
FOOTBALL	153	6.80
SPORT IN GENERAL	99	4.40
NO HOBBY OR INTEREST	89	-
SWIMMING	72	3.20
WALKING	61 (SEE ALSO YOUTH HOSTELLING)	2.71
DRAMA	51	2.27
TELEVISION	45	2.00
GARDENING	44	1.96
PHOTOGRAPHY	41	1.83
ART APPRECIATION	40	1.78
KNITTING	40	1.78
MOTORING	38	1.69
FISHING	31	1.38
CINEMA	30	1.34
COOKERY	28	1.25
DANCING	28	1.25
SEWING	28	1.25
TENNIS	28	1.25
DO IT YOURSELF	27	1.20
CRICKET	24	1.07

<u>INTEREST</u>	<u>FREQUENCY</u>	<u>PERCENTAGE</u>
SQUASH	24	1.07
HORSE RIDING	23	1.03
TRAVEL	22	0.98
DRAWING	18	0.80
RELIGION	18	0.80
SAILING	18	0.80
BADMINTON	17	0.76
DRESSMAKING	17 (SEE ALSO SEWING)	0.76
ELECTRONICS	17	0.76
RUGBY	17	0.76
BRIDGE	14	0.62
LITERATURE	14	0.62
ARCHITECTURE	13	0.58
CHESS	13	0.58
DRINKING	13	0.58
HI FI	12 (SEE ALSO RECORDS, MUSIC)	0.53
KARATE	12	0.53
RECORDS	11 (SEE ALSO HI FI)	0.49
PAINTING	11	0.49
BINGO	10	0.45
NEEDLEWORK	10	0.45
ATHLETICS	9	0.40
CYCLING	9	0.40
POLITICS	9	0.40
CAMPING	8	0.36

<u>INTEREST</u>	<u>FREQUENCY</u>	<u>PERCENTAGE</u>
CHILDREN	8	0.36
CLIMBING	8	0.36
GUITAR	8	0.36
SNOOKER	8	0.36
DOGS	7	0.31
GOLF	7	0.31
HISTORY	7	0.31
PIGEONS	7	0.31
YOGA	7	0.31
MODEL ENGINEERING	6	0.27
SOCIAL WORK	6	0.27
STAMP COLLECTING	6	0.27
MODEL MAKING	5	0.22
NOVEL AND SHORT STORY WRITING	5	0.22
SKIING	5	0.22
VOLUNTARY WORK	5	0.22
ASTRONOMY	4	0.18
DARTS	4	0.18
HORSE RACING	4	0.18
JUDO	4	0.18
MODEL RAILWAYS	4	0.18
PLANTS	4	0.18
POTTERY	4	0.18
YOUTH WORK	4	0.18
ANIMALS	3	0.13

<u>INTEREST</u>	<u>FREQUENCY</u>	<u>PERCENTAGE</u>
ANTIQUES	3	0.13
ARCHAEOLOGY	3	0.13
COIN COLLECTING	3	0.13
CROCHET	3	0.13
DOG RACING	3	0.13
DOLLS	3	0.13
FASHION	3	0.13
FOLK MUSIC	3	0.13
GEOLOGY	3	0.13
HANDICRAFTS	3	0.13
LANGUAGES	3	0.13
NETBALL	3	0.13
OUTDOOR PURSUITS	3	0.13
PSYCHOLOGY	3	0.13
READING MAGAZINES	3	0.13
RIFLE SHOOTING	3	0.13
STUDYING	3	0.13
TABLE TENNIS	3	0.13
WEIGHTLIFTING	3	0.13
YOUTH HOSTELLING	3	0.13
AMERICA	2	0.9
ARMY	2	0.9
BALLET	2	0.9
BASKETBALL	2	0.9
BIOLOGY	2	0.9

<u>INTEREST</u>	<u>FREQUENCY</u>	<u>PERCENTAGE</u>
BOWLING	2	0.9
BOXING	2	0.9
CERAMICS	2	0.9
COUNTRYSIDE	2	0.9
ENGINEERING	2	0.9
GENERAL INTERESTS	2	0.9
GLIDING	2	0.9
ICE SKATING	2	0.9
MOTOR BIKES	2	0.9
OCCULT	2	0.9
OPERA	2	0.9
PIANO	2	0.9
POETRY	2	0.9
ROUNDERS	2	0.9
ROWING	2	0.9
SCIENCE	2	0.9
SINGING	2	0.9
SUB AQUA	2	0.9
TRAMPOLINE	2	0.9
AIRCRAFT SPOTTING	1	0.5
BELL RINGING	1	0.5
BOATING	1	0.5
BRASS BANDS	1	0.5
BROWNIES	1	0.5
CARAVANNING	1	0.5

<u>INTEREST</u>	<u>FREQUENCY</u>	<u>PERCENTAGE</u>
CARVING	1	0.5
CLOTHES	1	0.5
COLLECTING TEDDY-BEARS	1	0.5
CRAFTS	1	0.5
DEBATING	1	0.5
DESIGNING	1	0.5
ECOLOGY	1	0.5
ELECTRICITY	1	0.5
EMBROIDERY	1	0.5
FAMILY	1	0.5
FENCING	1	0.5
FINANCE	1	0.5
FIRE ENGINES	1	0.5
FISH KEEPING	1	0.5
FLOWER ARRANGING	1	0.5
FLYING	1	0.5
GEOGRAPHY	1	0.5
HOCKEY	1	0.5
KEEP FIT	1	0.5
KUNG FU	1	0.5
LETTER WRITING	1	0.5
LOCAL HISTORY	1	0.5
MAGAZINE COLLECTING	1	0.5
MATHEMATICS PUZZLES	1	0.5
MECHANICS	1	0.5
MILITARY HISTORY	1	0.5
MOTOR RACING	1	0.5

<u>INTEREST</u>	<u>FREQUENCY</u>	<u>PERCENTAGE</u>
NATURE	1	0.5
ORNITHOLOGY	1	0.5
PARACHUTING	1	0.5
PHILOSOPHY	1	0.5
PHYSICS	1	0.5
PLAYING HOUSE	1	0.5
PROPERTY	1	0.5
RADIO	1	0.5
RADIO CONTROLLED MODEL AIRCRAFT	1	0.5
RADIO HAM	1	0.5
RAILWAYS	1	0.5
SCOUTS	1	0.5
SCULPTURE	1	0.5
SLIMMING	1	0.5
SOCIOLOGY	1	0.5
TEN PIN BOWLING	1	0.5
WATER SKIING	1	0.5
WINE MAKING	1	0.5
WOODWORK	1	0.5

CHAPTER TWELVE

THE EVALUATION OF THE RESULTS AND THEIR UTILISATION
IN THE OPERATION OF THE PRECINCT CENTRE LIBRARY

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Having collected the mass of data and analysed the results, it is vital that they are used to the utmost. The practical use of the results is the whole *raison d'être* for the research. However, they should not be used in isolation, but in conjunction with staff knowledge and awareness of change.

At the time of the initial planning of the research, I was Librarian of the Precinct Centre Library, but at the time of the analysis of the results, I no longer hold that post. I now have to rely on the enthusiasm and interest of the present librarian, Miss Carol Lister, A.L.A., and the Director of Libraries, Mr. K.D. King, B.A., A.L.A.

Fortunately, having been part of the team involved in the Burnage and other Manchester Public Libraries surveys, Miss Lister has been enthusiastic about the results and has been prepared, in many cases, to act on the information supplied to her.

The first piece of evidence is non-statistical but it should prove of use in planning timetables for staff. The interviewing of both residents and students before 10 a.m. proved difficult during the week. Both Friday evening and Saturday also proved to be quiet periods. This pattern will probably emerge as the use pattern of the library.

It is a long standing policy that major district libraries remain open from 9 a.m. to 9 p.m. during the week and between 9 a.m. and 5 p.m. on Saturdays. It should thus be possible to have the minimum staff on duty both on the Friday evening and on the Saturday.

In quoting any results it is assumed that there will be an extensive advertising campaign to attract members from other libraries in the City as well as non-members.

There is a strong possibility in the present economic climate that advertising will be cut to a minimum and that staff will also be reduced. This obviously means that there will be a lessening of the utilisation of the facilities available and a reduction in the range of services offered. Cuts in services will probably be made by not starting the library-based societies or activities in the immediate future.

The effects that this reduction could cause is discussed later. The delay in opening the library, the use of the Precinct Centre as a shopping area, the establishment of other shopping and entertainment facilities and the demolition of property in the area will all have an effect on the utilisation of resources.

The comments made below rely on the maximum use of advertising, a well-used precinct centre, and a static population. It is highly likely that maximum use of the services will not be achieved until the completion of the

precinct in 1984, when there will be a stable population and the University and colleges will have had several years to become acquainted with the library and its services. It is as well to quote these maximum figures in order that services can be planned for the future. This will allow equipment and stock to be purchased, either at the beginning or during the build-up period.

I expect that there will be a low initial demand which should increase annually.

According to the results of the survey, it is possible that a maximum 51.7% of the total population may eventually make use of the new Precinct Centre Library. Of the general public some 39% stated that they were already members of a library. This appears to be an extremely high figure as the area tends to have a high population of people who are in the lower socio-economic groups. Initially, I would have expected that a low figure would have been recorded.

The close proximity of the Central Library with 12.9% of the population as members, Wilbraham District Library with 12.7% and Hulme with 9.1% may have helped to contribute to this high figure, but I consider that the greatest possible error is caused by a 'Halo effect'. The fictitious claim of respondents to library membership is of some importance in assessing the validity of the survey.

This phenomena has occurred before, and Luckham (15) puts forward the thesis that respondents tend to answer in ways which they think, either consciously or subconsciously, the interviewer would like them to respond, or in a way which would see themselves placed in a better light.

Therefore it appears that this is not an unusual figure, but a predictable result of such a survey.

The figure of 65.2% of academic population could be quite a realistic figure, although it is impossible to say whether there is a 'halo effect' incorporated in the results of this section of the survey. Generally there seems to be a higher rate of probable membership amongst academic staff and students as opposed to the administrative and technical staff. 52% of the academic reading population use the Central Library and the majority of the remainder use libraries that are outside the City of Manchester. Only 6% are members of other libraries in the City. Due to the system of reader-registration in Manchester Public Libraries it can be assumed that in future years, students and staff will register at the Precinct Centre Library, although they will probably continue to make full use of the Central Library.

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- (15) LUCKHAM, Brian The Library in Society: a study of the public library in an urban setting. London. Library Association. (Research publications N.4.).1971.

This will have to be borne in mind during the September/October period, when it may be necessary to draft extra staff to the library to cope with the expected demand for registration. Staff are at present drafted to the registration desk at Central from all departments to cope with the demand during this period. Forms have to be signed by the Registrar of the College and by the student. As the Precinct Centre Library is closer to the colleges than the Central Library, it is probable that forms will be returned to the new library.

As can be seen from the results, 24% of the staff and students are non-members of Manchester Public Libraries. It can be assumed that in the majority of cases they live too far away to commute to the colleges. Manchester insists on students not using their home library tickets, therefore these students must either not use books, buy books themselves, or obtain them from the college library. Several stated that they used the College or University library extensively, but that they had no time for leisure reading, while others admitted to not using a library at all. It is doubtful whether this latter category can be attracted to the library unless it is by the provision of the audio visual materials.

The general public tend to limit their library membership to libraries near their homes, whilst staff and students also use libraries near their place of study or employment.

Of the 67.8% of the academic population wishing to use the new library, 51.7% are already members of a library in some part of the country. Many are not members in Manchester for numerous reasons. The main factor quoted, was distance from a library. The new library should attract 16.1% of the population who are not members of any library service. It can be estimated that approximately one fifth of the total users would not visit the library if it were situated in a different location.

Its location plays a vital role in its possible use. Fortunately the library is in a good place in the Precinct Centre, and although it is becoming known because of the delays which are occurring, once it opens it will be able to provide a first class service to the community.

The library, with its aim of servicing the target population given previously, could not have been better located.

Further north would have brought it too near the Central Library, further south would have taken it away from the immediate college areas and only a little nearer some of the population in Moss Side. To the west it would have been near to Hulme Library and away from the colleges. To the east, although serving Brunswick, it would have reduced the potential use from the residents of Hulme and the University, whilst probably increasing the use from U.M.I.S.T.

Hulme District Library was originally planned to serve the student population, but it was soon found that they

had no inclination to travel the one mile to use the library. Location is therefore vital, and although 67.8% say that they wish to use the library, I estimate that some of the population living on the perimeter of the area will probably not be frequent users of the services.

The results of question seven, giving people's hobbies and interests will prove to be of great value in the planning of the proposed outreach activities and in the provision of periodicals for the library.

The results also bring forward several interesting facts, showing that 306 people (30%) have an interest in reading; this, of course, approximates to the 33% of average use of public libraries. Could it be that libraries are catering well for their public and that they are attracting the majority of the reading public? It is often said that libraries are only serving one third of the population, but the results show that there is approximately only one third who wish to be served. The results indicate that the only way to attract extra members to the library is to extend the services to include other items than books, and to have an extensive programme of outreach activities. Further analysis of later questions tends to add to this hypothesis.

Lectures, talks, demonstrations and the formation of library-based societies could be undertaken. The results show that there are several fields where the library should

be able to attract members and non-members.

The main question lies in what services should be provided in the new library. It was initially planned to offer every service listed, and even with possible cutbacks in expenditure, this should still be possible, if the demand is sufficient.

The results show that there should be a little variety reduction in order to improve or tailor the services to the needs of the community. By far the largest demand was, of course, for books.

The total adult book stock was planned to be about 45,000 volumes. The results of the survey show that 55.1% of this should be fiction and 44.9% non-fiction. In further analysis the fiction stock of 24,795 volumes should be allocated in the following ways:-

CRIME STORIES	4545
SCIENCE FICTION	3465
GENERAL FICTION	3105
MODERN NOVELS	2970
ROMANCES	2655
ADVENTURE STORIES	2565
HISTORICAL NOVELS	2160
CLASSICAL NOVELS	1260
SCHOOL STORIES	630
FANTASY STORIES	540
COMEDY STORIES	450
WESTERNS	450

The popularity of crime stories, amongst all age groups, is a pointer that must be considered in stock selection, but there is an appreciable difference between the high general public demand (8.66% of the total) and the demand of the academic population (1.44% of the total).

Science fiction has a high popularity throughout both populations but the striking factor is the 6.8% demand for general fiction. This indicates a demand for general browsing and the possibility that this group, at least, would probably enter a library with no pre-conceived idea of their fiction requirements.

Good modern novels are always in demand as is shown in the survey, but the demand is greater from the academic population than from the general public.

Romances are extremely popular with the general public, but few of the academic population take an interest in them. In fact 4.84% of the 5.9% total demand comes from the general public.

Historical novels are equally popular with both groups, although their popularity is not as high as might have been expected. Classical novels are read more by the academic population, but the difference in demand is not significant.

School stories are almost exclusively requested by children, as are fantasy novels.

Comedy stories, though not particularly popular, are in demand more from the general public rather than the academic population. Westerns, again are almost exclusively in demand by the general public.

The non-fiction stock of 20,205 volumes should, according to the survey, be allocated as shown in the table below.

It is gratifying to see the results of the survey, especially the figures concerned with reading habits, as they tend to be reasonably close to the actual stock figures that were originally proposed. In the table below can be seen the actual stock figures on the left and the survey projections on the right.

<u>SUBJECT</u>	<u>ACTUAL STOCK</u>	<u>SURVEY PROJECTION</u>
PHILOSOPHY	45	149
PSYCHOLOGY	400	630
RELIGION	312	378
SOCIOLOGY	362	923
POLITICS	292	585
ECONOMICS	402	419
EDUCATION	269	482
TRANSPORT	230	126
LANGUAGES	345	459
SCIENCE	1310	2700
ENGINEERING	800	396
ANIMALS	292	144
GARDENING	240	608

<u>SUBJECT</u>	<u>ACTUAL STOCK</u>	<u>SURVEY PROJECTION</u>
TRAVEL	879	1530
DO-IT-YOURSELF AND THE HOME	649	500
BUSINESS AND MANAGEMENT	68	293
BUILDING	76	149
ART	120	1341
CRAFT	480	419
PHOTOGRAPHY	200	734
MUSIC	120	396
SPORT	2000	648
LITERATURE	1206	1530
GEOGRAPHY	63	252
BIOGRAPHY	978	1571
HISTORY	1000	1697
GENERAL NON- FICTION	-	1146

In sociology, politics, education, science, business and management, building, geography and history the projections are much higher than the actual stock, but as will be seen from the original aims of the library, one of the prime objectives was not to provide a textbook service for students. With this policy having been laid down there is no intention of building up the stock in these sections to the projections shown by the survey.

Books on sport have been over ordered, but at this stage there is little that can be done.

Action has already been taken with the sections on gardening, travel, art, photography, music, literature and biography to approximate the stock figures nearer to the survey results. Further books on these subjects, which fall within the recreational objectives of the service, have been selected and will be added to stock. It will take some time before the totals are achieved, but the survey results are being used as guide-lines for the stock additions. The loan of gramophone records and cassettes in Manchester Public Libraries is still a somewhat new venture and it is perhaps in this field, more than any other where guidance will be needed in the selection of the music and spoken word stock. The Precinct Centre Library is also the first library in Manchester planned to have cassettes for loan, and interest by all other libraries in the City will be concentrated on these results. For some initial guidance we contacted various record dealers in Manchester who informed us that the sales of records and cassettes were generally in the ratio of five to one, but that this figure was gradually decreasing. As this was an experiment and the present research had not been planned, the figure of five to one was used as a guide-line. Results of the survey show that 68.1% of the population are interested in borrowing or listening to records and cassettes, with 44.5% wanting gramophone records and 23.6% wanting cassettes. Only 7.8% require records for use in the library and 6.1%

cassettes. It will be possible to offer this service in conjunction with the loan of records and cassettes. The six remote listening points in the library should provide sufficient scope to give an efficient service. The extra cost of providing such a service is negligible as the records, cassettes, staff and equipment will have to be provided for the loan service, and I therefore strongly recommend that although the demand will probably be fairly small, the cost is so minimal that the service should be provided.

Classical music was the most popular with 27.2% of the interested population wishing to borrow or listen to this kind of music. 26.6% favoured 'pop' music, folk music interested 18.5% and light classical music interested 14.8% of the musically minded population. Jazz was the least popular with only 12.9% wishing to have jazz records or cassettes in the library.

Based on these figures and the total stock of 6,500 records and cassettes as planned the stocks should be held in the following proportions:-

	<u>RECORDS</u>	<u>CASSETTES</u>
CLASSICAL	1155	605
'POP'	1129	592
FOLK	785	412
LIGHT CLASSICAL	628	329
JAZZ	<u>548</u>	<u>287</u>
TOTAL	<u><u>4245</u></u>	<u><u>2225</u></u>

These figures are somewhat at variance with the initial selection and the results justify an alteration in the allocation of the stocks. This should be undertaken as soon as possible, but due to financial problems and storage space, the change in emphasis may have to wait until later. The local record dealers also find these results at variance with their sales figures, but consider that although the figures could be correct, (in that the people have equipment for both and may on occasions wish to use either one or the other) many members of the public with cassette recorders and audio equipment will tend to borrow records and, although illegal, will record the material on to cassettes.

This service is considered to be a vital part of the new library and the publicity will probably be heavily slanted to the provision of this new service. One non-member of the Manchester Libraries when asked about the provision of books in libraries replied, "Everyone knows they have books!" This is also borne out by the results of question eight where only 0.09% of the population was recorded as not knowing that libraries contained books, and even this small percentage did not want to borrow books when told about the service. With 68.1% wishing to use the record and cassette service, but only 49.5% of the whole population being aware that the service existed, it would appear to be a ripe area for publicity.

The second largest demand, 26.7%, (almost wholly from students) was for space to study. Although there are good facilities available in all the colleges in the City, it appears that students have an insatiable demand for space to study. However, as it is considered the responsibility of the colleges to provide seating for their students, the demand will not be fully satisfied and seating will be limited as outlined previously.

This demand is closely followed, (26%) by a need for a local information service. Apart from staff time, which tends to be a hidden cost, the cost is minimal. It is in this area that libraries are able to excel. Staff have the training and knowledge over most other people, to be able to make use of published and unpublished information, to provide a service that could be second to none. With low costs and a relatively high demand this service should do well in the new library. It will be the province of the Reference Librarian to institute, develop, and extend this service to the maximum. It was with this type of result in mind that a Reference Librarian was appointed, especially as the library has a very small reference stock and is not aiming to provide a full scale reference service to students. In the very early stages of planning the library, the Reference Librarian began to accumulate an information file and a list of sources of local information. The survey itself

contained a question concerning local societies, solely with the purpose of discovering more information about societies in the area. The results, show that very few members of the public were members of societies actually based in the area. This service, based at the Precinct Centre Library, will be able to make full use of the vast information file of the Commercial Department of the Central Library.

Much of the enthusiasm for undertaking these projects would have to come from the library staff and especially from the Librarian herself. I strongly recommend that she should have little contact with the day-to-day running of the library, and should act as a public relations officer for the service, spending the greater part of her time away from the premises, actually meeting the public, attending local organisations, and helping with the formation of societies connected with the library.

At an early stage in the planning of the library a decision was taken by the Director of Libraries and the Librarian of the Precinct Centre Library concerning the role that the library would play. This was based on a sample survey. Part of this decision was that the library would play a recreational rather than educational role and that drastic cuts would be made in the reference library stock, but that the provision of periodicals would be increased accordingly. This was taken into account in the initial estimates and

provision should be made in future annual budgets for this size of stock to be maintained. It was considered that the effective stock, subject to research, should be 300 periodicals.

There will be a demand from 25.4% of the population who wish to borrow periodicals and 17% who wish to use them in the library. This great demand is probably due to the high cost of periodicals and the proliferation of journals in all subject fields. The provision of a comprehensive range of periodicals is a fairly costly operation, but as plans were made in the initial stages to provide approximately 300 periodicals and the survey has shown a potential demand, it is obvious that the original idea should be continued and extended to the loan of journals, as this will make the service more cost-effective. The increase in the cost of providing journals for loan as well as for use in the library is only slight, the periodicals are already in stock, the staff are available to issue and discharge them, and in fact the only cost is the provision of a date label and book card. This is therefore a small cost which will provide a service for over 25% of the population.

As has been shown previously, the demand does exist, and the only decision now is to select the subject content of the stock. With the recreational bias having been agreed and proved necessary in the survey, the results of question

seven play a vital role in the provision of periodicals. There was a total of 2,245 mentions and I suggest that based upon this result, periodical funds should be allocated to the following topics:-

PERIODICALS

<u>SUBJECT</u>	<u>NUMBER TO BE PURCHASED</u>
READING AND BOOKS	41
MUSIC	22
FOOTBALL	20
SPORT	13
SWIMMING	10
WALKING	8
TELEVISION	6
GARDENING	6
PHOTOGRAPHY	5
ART	5
KNITTING	5
MOTORING	5
THEATRE	5
FISHING	4
CINEMA	4
COOKERY	4
TENNIS	4
DANCING	4
DO-IT-YOURSELF	4
CRICKET	3

<u>SUBJECT</u>	<u>NUMBER TO BE PURCHASED</u>
SQUASH	3
TRAVEL	3
HORSE RIDING	3
DRAWING	2
SAILING	2
BADMINTON	2
DRESSMAKING	2
ELECTRONICS	2
RUGBY	2
DRAMA	2
BRIDGE	2
ARCHITECTURE	2
CHESS	2
DRINKING AND WINE MAKING	2
HI-FI	2
KARATE	2
RECORDS	1
PAINTING	1
BINGO	1
NEEDLEWORK	1
RELIGION	1
ATHLETICS	1
CYCLING	1
POLITICS	1
CAMPING	1

<u>SUBJECT</u>	<u>NUMBER TO BE PURCHASED</u>
CLIMBING	1
SNOOKER	1
DOGS	1
GOLF	1
HISTORY	1
PIGEONS (RACING)	1
YOGA	1
MODEL ENGINEERING	1
STAMP COLLECTING	1
NOVEL AND SHORT STORY WRITING	1
SKIING	1
VOLUNTARY WORK	1
ASTRONOMY	1
CHILDREN	1
DARTS	1
HORSE RACING	1
JUDO	1
MODEL RAILWAYS	1
POTTERY	1
SOCIAL WORK	1
YOUTH WORK	<u>1</u>
TOTAL RECREATIONAL PERIODICALS	<u><u>243</u></u>

Basing the maximum demand on the planned 300 periodicals, the frequency pattern of question seven shows a need for 243 periodicals on recreational subjects in the proportions shown.

To this total should be added periodicals on highly rated subject interests as shown in question nine, which were not covered by the results of question seven. They should be added in the same ratio as the quota of periodicals on hobbies. Therefore, science with a frequency of 129 should have 17, history with a frequency of 81 should have 11, sociology, with its frequency of 44 should have 6, and psychology with a frequency of 30 should have 4. This brings the total of periodicals to 281.

A selection of foreign language newspapers, periodicals, and current affairs journals needs adding to this total. These were specifically requested by the Workers' Educational Association and the University Extra Mural Department, and the provision of these publications was agreed with the then Director of Cultural Services.

Publications by the University, especially "Communication", should be taken as should a collection of daily newspapers. In the survey only 52% were shown to take the "Manchester Evening News". The University publications will be of interest to approximately 50% of the population, who are apt, on occasions to have difficulty in seeing them. They will also inform the general public of the activities and life style in and around the University campus, as well as contributing to the linking of "Town and Gown".

These items should bring the total number of periodicals and newspapers taken, close to the estimated target of 300.

Any reduction in these figures, I feel, will have a detrimental effect on the service. However, if cutbacks are necessary, these numbers should be reduced proportionately.

The demand for slides, both for use in the library (6.8%) and to borrow (13.1%) was low compared with other services offered. With such a small demand, the service could be somewhat limited in scope, and as the initial target was 10,000 slides, I would suggest that the results of the survey indicate that only about 5,000 should now be purchased.

23.9% of the population, made up mostly of students, want libraries to provide something to eat and drink. This tends to show a demand for a total environment, especially when studying.

In fact lack of study space will probably have a great effect on this potential demand, but space will also limit the possibility of providing something to eat and drink.

It has been previously proved in Hulme Library that coffee/snack bar facilities in a District Library are not really a profitable proposition. It involves a great deal of staff time, effort, and space. Even with a maximum possible demand by 23.9% of the population, it would not be an economically viable proposition, as outside factors have to be taken into account. There is a public house in the Precinct Centre which not only serves drinks, but also provides full meals, sandwiches and a lunchtime disco. The local greengrocer, opposite the library also has an excellent

trade in a variety of sandwiches, and thirdly a large restaurant is planned in the Precinct Centre. Although there is a demand, I feel that the above factors, plus the previous experiences at Hulme, have to be considered, and the decision taken not to provide any sort of coffee or snack bar.

The main service that I feel is not worth providing, is a photocopying service. Although there are 26.7% of the population who wish to use the service, I feel that if all the facts are considered, it would not prove worthwhile to install a machine.

The stock of the library is not oriented towards reference work and will probably contain little that will need photocopying. Any items that do, can be obtained quickly by either asking the Central Library to copy the item, or by taking the book to one of the several copying firms in the Precinct Centre. There are at least three firms, each of whom operate a cheaper service than the library could offer, and all are within a few yards of the library.

The majority of the requests for a photocopying service came from students who have access to college photocopying services at a much lower charge than the library can offer. These facts, added to the cost of the equipment and the staff time involved, I feel, make the provision of a photocopying service not a viable proposition. The service can still be offered in an indirect way either via one of

the agencies in the Precinct Centre or via the Central Library.

One or two services have a limited demand, as follows:-
business information service 3.9%, children's storytime 5%,
(this figure is actually higher than it may seem, as it is 31.48% of the child population of the area).

Although limited to a sector of the population, the business information service should be provided, as great use can be made of the resources at the Central Library, with little cost added to the existing costs of the Precinct Centre Library in order to provide the service. The children's storytime, again is only aimed at a sector of the population, but with one third of the target population in need of the service, it should certainly be provided, as it should encourage children to use the library and also act as publicity both to other children and to adults.

Having carefully considered the results, I would therefore aim to provide all the services listed with the exception of a photocopying service and something to eat and drink, although I would reduce the number of slides to be purchased.

Libraries have done much in the last few years to change their image. In particular, Manchester Public Libraries have tried in many ways to inform the public of the services that they are prepared to offer. However, judging by the

results of question eight, very few people are aware of the full range of services offered. In considering these results it must be taken into account that there is no other library in the area and that approximately 50% of the population are students who, on average, have only a 3 year stay in the area.

Nearly all the population, as one might expect, are familiar with the fact that books are available for loan and also available for reference, but their knowledge of peripheral services deteriorated up to the point where 93.4% of the population were not aware of a particular service.

42.2% of the population were not cognizant with the fact that magazines and journals could be borrowed, but only 4.4% were unaware that they could be used in the library. In general this can be accounted for by the fact that few branches do loan periodicals, whilst all branches do have copies for use in the library.

Over one third (37.8%) of the population did not know that gramophone records were available for loan, whilst an even greater percentage (49.4%) were not aware that they could be listened to in the library. Both of these services have so far only been offered at Wythenshawe Central Library and although the service has been publicised in the locality, it has not been given a great deal of widespread publicity, mainly due to the lack of resources.

Few people knew of the availability of cassette tapes. In fact 93.4% were not acquainted with the cassette loan service at all and 87.9% were not aware that you could listen to them in the library. This is a completely new service which has not been undertaken in Manchester before and therefore this lack of awareness was to be expected as there had been little publicity at the time of the survey. It is obvious that knowledge of the service follows the expected pattern, i.e. the longer a service has been in existence, the more well known it will be.

Foreign language courses on tape are available in several libraries in the City, but because of the lack of hard and software the service is not regularly publicised.

In the Precinct area 44.6% had not heard of the service. The newspapers and the newspaper reading-room have long been a tradition of the library service, which is reflected in the fact that only 11% of the population did not know that newspapers were available in the library.

One surprising feature in the results, was the fact that although a picture loan service had only been in existence at two service points for less than two years, only 23.1% of the population were not aware of the service. The initial publicity and the regular notices, together with the popularity of the service have probably contributed to the successful promotion of this particular service. The service also tends to be its own advertisement for pictures

that have been borrowed are usually displayed on the borrower's walls rather than stored in cupboards etc. as would be the case with gramophone records.

Only about one third (36%) did not appreciate that a photocopying service was available in Manchester Public Libraries. This service is immediately available at the Central Library and Wythenshawe Central Library, and on an agency basis at all the other service points throughout the City.

As part of their regular service for many years, libraries have offered a local information service, but as 69.7% of the population did not know of the existence of the service this area is certainly in need of publicity, if the service is to be offered at all. Obtaining information for such a service is expensive in staff time. Although this survey is aimed at only one particular area, it does raise the question of whether the service being offered in other libraries is being used to the fullest extent, as so few people know of its existence.

It is extremely dangerous to take action in one area on the facts that have been obtained in another, and although it is really outside the scope of this particular survey, the results do lead one to question the cost-effectiveness of the provision of the service in other areas, without better publicity. In this way the results point to the fact that research should be undertaken into this particular area by all branch librarians.

72.9% of the population were not acquainted with the business information service, but it could be argued that although there is only a small proportion of the population aware of the service it may be the relevant proportion. Most people will probably not require such a service and their awareness of it would be of little value to the librarian.

The main use of the results of this question is to discover the present awareness of the population to library services. Moreover, in conjunction with question nine, it will assist in the production of advertising policy. It is pointless to discover either knowledge of services, or need for services without comparing the results to discover the actual awareness of readers to the services that they may wish to use. This will give the librarian knowledge of which services are most popular and which need the most publicity, thus indicating an advertising plan which is the most cost-effective.

The majority of the population have, at some time or other, used the public library for study purposes and this is reflected by the fact that only 6.2% of the sample did not know that people could study in the library.

Libraries in the past few years in Manchester have acted as agents for societies or initiated lectures, film shows etc. and it is gratifying to see that only 6.5% of the population are not aware that such activities are undertaken.

11% of the population had no idea that libraries could offer a children's storytime. Again, this figure is of little use on its own as the 11% could all be children, or adults with children who might make use of the service. Alternatively, they could be adults without children who would, have no need for such a service. In fact, of the 112 persons who were not aware of the service, only 30 were under 15 years old. The remainder were scattered evenly throughout the age and sex groupings.

Hulme, Wythenshawe and Central Library all offer coffee bar facilities, which probably accounts for the fact that only 9.6% of the population were not familiar with the service.

The obvious choice of extension services would be in the musical field with 163 (16%) having an interest in music and 11 (1.07%) specifically interested in records. This service fits in with the object of maximising the use of space and equipment. The Precinct Centre Library will have the largest stock of records and cassettes of any of the Manchester Libraries. It will also have a full range of tape and record playing equipment, backed by a good book stock on music, records and equipment. The library has been planned to allow records to be played in the audio-visual library and to be heard in the lending library on the floor below. To use this equipment to the maximum and to make the public aware of the record and cassette

services, it was planned to hold lunchtime record recitals. This would allow people in the library to select books and listen to a selection of music. In the evenings, it should be possible to use the librarian's office as a quiet study room in order that records could be played during opening hours in the audio-visual and reference library. Evening record recitals would also be possible after the normal closing time. It is a great pity that, because of the fixed shape and size of the building, the lending and audio-visual libraries could not be combined, rather than the reference and audio-visual libraries, as this would have allowed more flexibility without disturbing students in the reference area.

After music, the obvious choice of subject would really be the next most popular but whilst football (15%) and sport in general (9.7%) should be considered, they are not usually associated with library outreach programmes. Lecture areas for groups of more than about twenty are severely limited, as it was planned that the library would make use of vacant University rooms. Initial exploration in this field has proved that the planners idealistic world and the integration of 'Town and Gown', is just not compatible with the realistic world. It has proved impractical to book a room even when giving three months notice, and many library functions will require much less planning time. It may still be possible for the library,

when operational, to build up contacts within the Precinct Centre and perhaps make arrangements to hire rooms from the Business School or the Theological College. As the library has better facilities to cater for small groups rather than large gatherings it should prove possible, within the confines of the library, to provide space and equipment for minority groups such as a writer's circle, where demand can be expected from 0.5% of the population, or a chess club where 1.3% of the population showed an interest. Also, an artists' club with a 1.77% frequency is a possibility, but facilities would be limited just as they would for a photographic society with a 4% interest frequency or a gardening club with 4.3% interest. These would attract sufficient numbers to make their formation worthwhile, yet the numbers should not prove an embarrassment in the small space available. It may also be possible, for example, to use the staff room and cooking facilities to the maximum by the formation of a cookery club, or to have cookery demonstrations which would probably be popular with the 1.25% of the population who have an interest in cookery, and should have a ready public amongst first year students who are having to prepare meals for themselves, perhaps for the first time. Many other activities or library based societies could be established at a much later date, depending mainly on the staff time available.

Taking into consideration all the facts, I feel that due to the limitations of the building and lecture space, the area which can best be developed is the formation of various societies based at the library as has been undertaken at Wythenshawe Central Library.

In times when libraries have to be cost-effective, it is imperative that full use is made of the two most costly items; the building, with its heating, lighting and loan charge costs, and the staff.

Each of these services must be considered in turn and the increase in cost weighed against the increase in demand, both from people using the library for books, and others who only require non-book materials.

The high percentage demand for non-book materials shows that it is quite possible that many libraries are not fully satisfying the needs of the community and their potential users. The 33% normally quoted as the library user population could really be in the region of 49% if a full range of services were offered at this and other libraries. Of course, it is not possible to use the results of this survey with any library other than the Precinct Centre Library, (as previously stated), but the results can hint at what the public may require in other areas.

Of the potential users of the library, 15.7% who wish to use some of the services, do not wish to borrow books. In other words, by providing facilities other than books

for loan, the possible membership of the library could be increased by nearly 16%. The actual use would be increased by 44%. This figure is certainly worth taking into account when planning the services offered by the library. The demand, amongst the above percentage figure is broken down in the following way:-

SERVICE	PERCENTAGE OF TOTAL POPULATION (NON-BOOK BORROWERS)	PERCENTAGE OF TOTAL USE (INCLUDING ALL SERVICES)
MAGAZINES TO BORROW	2.45%	25.4%
RECORDS TO BORROW	6.37%	44.5%
CASSETTE TAPES TO BORROW	4.30%	23.6%
SLIDES TO BORROW	1.86%	13.1%
LANGUAGE COURSES	1.57%	13.4%
NEWSPAPERS	2.84%	23.5%
PICTURES TO BORROW	1.67%	10.3%
PHOTOCOPYING SERVICE	2.45%	26.7%
LOCAL INFORMATION SERVICE	3.72%	26.0%
BUSINESS INFORMATION SERVICE	0.3%	3.9%
SPACE TO STUDY	2.35%	23.6%
LECTURES ETC.	2.45%	21.7%
CHILDREN'S STORYTIME	0.69%	5.0%
SOMETHING TO EAT AND DRINK	2.74%	23.9%
REFERENCE BOOKS	1.86%	21.1%

SERVICE	PERCENTAGE OF TOTAL POPULATION (NON-BOOK BORROWERS)	PERCENTAGE OF TOTAL USE (INCLUDING ALL SERVICES)
MAGAZINES TO READ IN THE LIBRARY	1.96%	17.0%
RECORDS TO LISTEN TO IN THE LIBRARY	0.78%	7.8%
CASSETTES TO LISTEN TO IN THE LIBRARY	0.39%	6.1%
SLIDES TO VIEW IN THE LIBRARY	0.69%	6.8%

Despite the publicity that Manchester Public Libraries have given to the services that it offers, the general level of public awareness is low. Because of the apparent ineffectiveness of previous publicity, it can only be assumed that it was either poor in quality or that it was aimed at the wrong segments of the population. In either case, a great deal of attention will have to be paid to the results in publicising the new library and its services. In many ways advertisements and leaflets have tended to follow a stereotyped pattern of poor quality. What is needed is publicity material that has a greater flair and more imagination aimed at the correct population segments which has not been fully achieved in previous advertising campaigns.

For advertising purposes it is necessary to analyse the needs of the population and their awareness of the services offered.

POTENTIAL USERS WHO HAD NO KNOWLEDGE
OF THE PROVISION OF THE SERVICE

ACADEMIC		PUBLIC	TOTAL	PERCENTAGE
A	-	-	-	-
B	79	12	91	8.9
C	201	106	307	30.1
D	113	96	209	20.5
E	101	28	129	12.6
F	27	26	53	5.2
G	9	1	10	1.0
H	35	12	47	4.6
I	45	5	50	4.9
J	53	39	92	9.0
K	9	12	21	2.1
L	1	-	1	0.1
M	4	1	5	0.5
N	2	5	7	0.7
O	4	-	4	0.4
A(11)	-	-	-	-
B(11)	3	-	3	0.3
C(11)	33	14	47	4.6
D(11)	38	15	53	5.2
E(11)	38	52	90	8.8

This can be achieved by re-analysing the results of questions eight and nine together, taking only the percentage with positive answers in question nine and analysing their awareness in section eight.

The figures in the table (below) indicate the numbers wishing to make use of a service, who did not know that the service existed. The percentages are from the whole population. It would appear that in the majority of cases, the population know their requirements and whether or not they are provided.

Everyone wishing to use books in a library or borrow books from it realised that the library would offer this type of service. Only 0.3% had no idea that periodicals were not available for use in the library, hence any increase in awareness would be so slight as to have no significant effect. However, 8.9% who wished to borrow periodicals were not aware that they were available for loan.

Only 4.6% of those who wished to use records in the library were not aware that such a service would be available, however, a massive 30.1% wished to borrow records but had no knowledge of the availability of the service. A smaller proportion, 20.5% wished to borrow cassettes and were not aware of the service, whilst 5.2% wished to listen to them in the library.

The demand for slides by people unaware of the service was 12.6% whilst 8.8% wished to view slides in the library.

53 people, (5.2%) would like to use foreign language courses, but were not aware that they were available in the library. The picture loan service was fairly well known as only 4.6% who wished to use the service did not know of its existence.

4.9% comprising mostly of the academic population, required a photocopying service, but were not aware that the service was offered in a library. All the other services had an awareness/demand frequency of less than 1%. In cases such as these there would be little point in advertising as the results would provide little or no increase in use.

In advertising any service or product, care has to be taken in the selection of the correct media and the timing of material transmitted by that media.

In the case in question, the "Manchester Evening News", is the evening paper published and issued locally. Unfortunately, it covers a wide area and has a circulation of 381,519. (16)

Being a regional paper rather than a local paper it will be difficult to obtain editorial space. Advertisements are really of little value as they would have to be large to have any effect and the cost of large advertisements in this newspaper are prohibitive.

(16) BRITISH RATE AND DATA. January - June 1974.

Being a large circulation paper has its advantages, in that anyone who is likely to use the Precinct Centre Library will be within the catchment area of the paper. 52.3% of the probable users regularly (i.e. more than twice a week), read or take the "Manchester Evening News". However, attractive publicity material should promote the possibility of editorial comment on the new library. Other publicity vehicles available are the 'Give-away' advertisement sheets or the Corporation's publicity bulletin, "Mancunian Way". Advertisement sheets are not received on a regular basis by anyone who was interviewed and only 0.3% received "Mancunian Way". Space in the latter is freely available, but it does not appear to be distributed in the area, making publicity ineffective. I recommend that this vehicle could be used as a means of publicity because of the amount of space that could be made available, at no cost to the Cultural Services Department. Any single edition containing publicity could be distributed in the area by library or other staff.

Manchester has two local radio stations, "Radio Manchester", and "Piccadilly Radio". 49.8% of the population listen to one or both on a regular basis.

With half of the population listening to the two radio stations it should also be worthwhile to try for editorial time on both stations. This could possibly be achieved by inviting the stations to send reporters to view the new

library and also by asking disc jockeys to play records for the people of the area from the library staff. Such an unusual 'angle' should attract attention and obtain coverage.

Of the 49.8% radio listeners, 82% listen to "Radio Manchester", and 21.8% listen to "Piccadilly Radio", with 4.7% of these listening to both stations. One factor which must be taken into consideration when analysing these results is that the survey was mainly undertaken within three months of "Piccadilly", going on the air. Later figures tended to show a constant "Radio Manchester" listening public, with a rising number listening to "Piccadilly Radio". The majority (62.7%) of the listening population have the radio on after 1800 hrs. 48.9% reported that they listened before 0900 hrs. (usually over breakfast or in the car on their way to work). Between 1500 hrs. and 1800 hrs. the radio attracts an average of 34.4% of the listening population. It is therefore obvious that the most suitable time for publicising the library over the radio is after 1800 hrs. or before 0900 hrs. on "Radio Manchester". The same pattern occurs at weekends with a maximum of 11.4% listening on Saturday or Sunday evenings. This smaller figure is probably accounted for by the fact that many students go home at weekends away from the Manchester area and are therefore unable to listen to the local Manchester radio stations.

There has been a little initial publicity in the form of a letter in the Manchester University periodical "Communication", and a notice in the library window. Only 3.4% of the population knew of the library and it appears that the notice was the most effective, with 1.1% reading it.

The second best method was verbal communication (0.8%) where the person in question had been told by a friend about the library. Out of 35 persons interviewed who knew of the library, 8 had been told by one of the other 27. The survey certainly helped in this way as one or two of the interviewees' friends had also been interviewed and had passed on information concerning the new library.

It should therefore be possible to inform a small percentage of the population about the new library and its services by obtaining space in "Communication". The editor, on the initial approach, seemed quite keen to promote the library service and has so far printed all the copy that he has been offered.

The main need in publicising the library is a professional approach to advertising. The usual publicity brochure issued by many libraries would not stimulate the most avid library user. What are needed are modern progressive ideas. In general the population is young and is also interested in the library. What is necessary is the stimulus to attract them to the building.

It is planned to issue an initial brochure describing the library and the services offered. This will be issued in the form of a direct mailing shot covering the same area as was covered by the survey. It will also be distributed throughout the colleges. The numbers of brochures, the costing of the mailing and the planning of the whole project will be based on the information gathered either for the survey, or from the results of the survey.

The same areas are being used in order that the staff are aware of the numbers of letters that will need to be delivered, and the area to be covered.

The services that need 'pushing' in the brochure are periodicals for loan, records, cassettes and slides, both for loan and for use in the library, the local information service, the language courses available in the library and the picture loan service. These services have been selected because of the projected combined heavy use pattern and the lack of awareness of the services.

The remainder of the services are either not required by sufficient numbers, or the possible patrons are aware of the services offered.

One-off publicity has an initial stimulus, but for a library to be successful, it will be necessary for this to be an on-going process, with regular items appearing in a variety of media.

Just the same applies to publicity in one source. The best method is publicity as regularly as possible in as many media as money will allow, with the proviso that the advertising is first of all effective and secondly, reaching the desired market.

In suggesting the marketing mix that should be employed I must stress that the decisions I have taken refer or suggest one combination of variables necessary for the efficient successful marketing of the library service.

This does not imply that there is only one correct combination, but that this is an efficient combination based on the results taken at one particular time.

Much further work is needed to analyse the results of the research over a period of several years. One field that is in need of research is that of motivation research into the public's use of libraries.

CHAPTER THIRTEEN

THE ANALYSIS OF THE VARIANCE OF THE RESULTS
ACCORDING TO THE SOCIO-ECONOMIC GROUPING

THE ANALYSIS OF THE VARIANCE OF THE RESULTS

ACCORDING TO SOCIO-ECONOMIC GROUPING

The results of the survey show, as expected, a reduction in membership which varies according to socio-economic groupings. The greatest interest in libraries comes from group one with 81.8% membership. This figure gradually diminishes with group two having 77.4% and group three having 42.6% of their totals as members of the library. Group four has only 33.3%, whilst group five has the lowest membership level of 27.8%.

The decline in membership above can really be attributed to the main aims of the public library, which can be broadly described as 'middle class oriented', in both outlook and provision of facilities.

As has been described earlier, the halo effect of these results tends to make the resultant figures high, but it can be assumed that this effect is fairly constant throughout the groups. The results show a great need to attract the lower socio-economic groups to libraries.

The results should help in outlining the demands and needs of the people in the lower groups and ways of attracting them to use the library service.

All groups knew of the availability of books for loan from libraries, but groups three, four and five were less knowledgeable regarding the loan of periodicals than the other groups.

The population was reasonably well informed as to the availability of periodicals in libraries, apart from group four with only 48.4% having any knowledge of the service. The gramophone record loan service had a maximum awareness factor of 51.6% in group two and a minimum of 23.7% in group four, but slightly more people had knowledge of the record listening service in the library. In each of the five groups there was no significant variance on the average of 10% increase in awareness of the service in the library compared with the loan of records from the library. This 10% difference factor also occurred in the population's knowledge of the cassette service, except that the maximum percentage was down to 18.1% in group one for the use of cassettes in the library and nil for the cassette loan service. All the four remaining groups gave results with no significant variance between them.

There was little variance in the response factor between slides for use in the library and slides for loan. The most knowledgeable were in group two, of whom 6.5% knew about slides for loan and 22.6% knew of the service of providing slides for use in the library.

On average less than 55% of the population were well informed about the language courses being available in the library. However, the group two population were again the most aware, with 64.5% knowing of this service. Most groups recognised that newspapers were available for consultation in the library, but of the lower income

groups, (who would probaby make more use of the papers), over 22% did not know of their existence in public libraries. The availability of pictures for loan follows a similar pattern, but fewer people were acquainted with the service. 48.4% from group two and only 18.5% from group five were aware of the existence of the service.

Throughout question eight the response frequency varied from 0% to 100%, but in general the pattern of response was similar to all parts of the question, with group two being the most knowledgeable, and group five being the least enlightened about the services offered.

The results of this question cannot really have any practical value if they are taken in isolation. It is of little significance to find that only a small percentage are aware of a certain service, unless we also discover their needs in this field.

The possible interest that will be displayed in the services to be offered at the Precinct Centre Library is shown in the results of question nine.

The interest in the loan of books varies from a maximum of 90.9% in group one to a minimum of around 50% in groups four and five. Interest in reference books also varies in a similar manner, but with a maximum of 27.3% in class one and with a minimum of 3.2% and 3.7% in class four and five respectively.

Whilst more interest is shown by all groups in periodicals for loan rather than for use in the library, they have a maximum possible demand of 27.3% in group one and a minimum demand in group four of 7.5%.

It would appear, as expected, that interest in reading material in libraries comes mainly from groups one to three and that groups four and five have little interest in reading either books or periodicals.

It was therefore hoped that the other services offered by the Precinct Centre Library might attract these groups to a greater extent. However, it is disappointing to have to say these groups have little interest in any of the services offered. Compared with most service points the Precinct Centre Library is offering a great variety of services, but little interest is shown by the public.

The one spark of interest shown by all groups is in the record loan service. The demand varies from 54.5% in group one, to 17.3% in group five. The use of records in the library appears to be of little interest to groups three, four and five, with the maximum interest of 27.3% being shown from group one.

As predicted, there is slightly less demand for cassettes than records, but the difference in group five is not as great as in the remainder of the groups. Group four is also different in that there is a 19% differential between cassettes and records. One discrepancy which does occur

and cannot be accounted for in the results of the survey, is between the potential demand for the use of records and cassettes in the library. With no equipment problems I would have expected the results to be fairly similar, and although groups three, four and five are similar, groups one and two have little interest in listening to cassettes in the library compared with their demand for records.

Demand for slides in the library varies between 18.2% for group one and about 4% from groups four and five.

As expected, the demand for foreign language courses comes mainly from groups two and three, although slight interest is shown in groups four and five. I suspect that the reason for the demand from groups two and three is that these courses are used as a means of learning helpful phrases or revising previously learned languages for foreign holidays. People in groups four and five will generally tend not to want to learn languages for holidays.

It is difficult to give reasons for the complete lack of interest in persons from group one except for the fact that they are usually of a higher intellect and will probably have a command of one or two foreign languages. Newspapers create no significant difference in demand between the groups. What may vary, and what is not shown by the survey is the type of newspaper required.

The demand for pictures for loan comes mainly from group one with 27.3% of this group wishing to borrow pictures. The other four groups have little interest in the service.

The need for a photocopying service produced a fairly even demand with the exception of group two which showed a 20% demand. This group will probably contain many people such as teachers or students, who will need photocopies, but who do not have access to copying equipment. The small demand from the other groups would seem to indicate that either they do not generally find it necessary to make use of a photocopying service, or that they have access to equipment.

The local information service created an interest from all groups of the population, especially group one with 45.5% showing an interest in the service. The surprise was the lack of interest displayed by group two with only 9.7% demand. Just from the results and the impression formulated during the survey, it is difficult to suggest any reasons for this low rating.

Of the group one population, 18.2% will be interested in the Business Information Service. The lack of interest by other groups was to be expected because of the nature of the service. The target population of this type of service is the businessmen of groups one and two.

27.3% of group one have an interest in lectures etc., compared with an average of only 5% in other groups.

All members of group one wish to make some use of the library and although 90.9% of this use can be attributed to book borrowing, the other 9.1% wish to make use of the other services offered.

The Precinct Centre Library will attract 96.8% of the group two population, of whom 3.5% are attracted by services other than the loan of books.

In group three some 24.8% are not attracted by any of the services offered, whilst 63.3% are attracted by the loan of books, leaving 12% of the total who are only interested in services, other than the loan of books.

In group four, one third of the population do not wish to make use of any service offered by the library, and only 49.5% wish to borrow books. The remaining 17.2% being attracted solely by the other services offered.

In group five with 51.2% being interested in borrowing books and 40.1% having no interest at all in the services offered, only 8.7% are attracted by services other than the loan of books.

The above results are significant in the context of this survey in that they do show that by offering a wider range of services, it is possible to attract an increasing proportion of the population to the library. It might be worth while expanding the service even more, to attract other members of the society, but in expanding any service, consideration has to be given to user/cost figures as well

as the objectives of the service itself. It is certainly true that the service could be expanded to attract all members of the population to some degree, but the cost and the use of such an operation has to be weighed against the value it will offer to the community.

The library service in the past has suffered by being too formal and by having no specific aims, but it could just as easily suffer by trying to be all things to all men, and spreading its umbrella too wide.

Having seen the services people are aware of in the different groups and the services they will use, the next logical step is to combine the two results to discover what percentage of people who are unaware of a service, will make use of it, if it is offered.

In surveying the results of the comparison of the combined questions, the only group that stands out as being somewhat different is group one, in its demand for a cassette service. The results show that of the 18.2% of people wishing to make use of the service, none were aware that the service would be available, before they were interviewed.

Throughout the remainder of the questions, the responses were of a similar nature with no significant differences between the groups.

Again in question ten the main interest and demand will be created from within group one as 45.5% of this group have an interest in classical music as compared with a

9.3% interest rate in group five. Light classical music follows the same pattern with 54.5% of group one being interested but only 8% of group five.

Jazz music has a lower response rate throughout the groups again with a maximum in group one of 18.2% and a minimum of 3.2% in group five. Pop music tends to have a more even distribution with 36.4% demand in group one and 18.5% demand in group five. Group two with 16.1% has the smallest demand of any group for pop music. The popularity of folk music tends to follow the other results in the survey, with the greatest demand of 36.4% from group one, tailing off to 4.3% demand in group five. It is therefore obvious that the demand for music and records will come mainly from groups one and two although there is a small demand from the other groups.

In comparing the types of books that people read there appears to be little significant difference between the groups throughout the whole spectrum of printed materials, with the exception of crime stories, which have a high popularity rate in groups one and two with a gradual decline towards group five. In both classical novels and science fiction there is little demand from any of the groups except group one, where demand is shown to come from approximately one third of the population in each case. There is little variation between the numbers reading the "Manchester Evening News", as percentages range from 83.9% in group two to 53.7% in group four.

The one question in the whole series which does show a reversal of the regular pattern of interest is the numbers listening to local radio. Most people in group five listen to Piccadilly Radio or Radio Manchester, this gradually declines towards group one where 54.5% do not listen to local radio. Listening times vary with the most popular listening time for all groups being after 1800 hrs. during the week, but people in group five tend to listen throughout the day.

Awareness of the new library by each group is so minimal that any variations in the groups cannot be accurately analysed.

ANALYSIS BY SOCIO-ECONOMIC GROUP

GROUP TOTAL POPULATIONS (2% SAMPLE)

GROUP 1	GROUP 2	GROUP 3	GROUP 4	GROUP 5
11	31	270	93	162

In the following analysis tables F = frequency and % = percentage of the total population unless otherwise stated.

QUESTION 5

GROUP 1		GROUP 2		GROUP 3		GROUP 4		GROUP 5	
F	%	F	%	F	%	F	%	F	%
9	81.8	24	77.4	115	42.6	31	33.3	45	27.8

QUESTION 6

	GROUP 1		GROUP 2		GROUP 3		GROUP 4		GROUP 5	
LIBRARY	F	%	F	%	F	%	F	%	F	%
CENTRAL	3	27.3	12	38.7	42	15.6	9	9.7	6	3.7
WILERAHAM	3	27.3	3	9.7	33	12.2	12	12.9	19	11.7
WITHINGTON	1	9.0	2	6.5	7	2.6	2	2.1	3	1.9
HULME	2	18.2	4	12.9	26	9.6	8	8.6	15	9.3
DIDSEURY	-	-	2	6.5	-	-	-	-	-	-
LONGSIGHT	-	-	1	3.2	6	2.2	-	-	2	1.2
CHORLTON	-	-	-	-	1	0.4	-	-	-	-

QUESTION 7

INTEREST	GROUP ONE	GROUP TWO	GROUP THREE	GROUP FOUR	GROUP FIVE
AIRCRAFT SPOTTING	-	-	-	-	1
AMERICA	-	-	-	-	1
ANIMALS	-	1	-	-	-
ARCHAEOLOGY	-	-	1	-	-
ART APPRECIATION	-	-	2	-	-
ASTRONOMY	-	-	1	-	-
ATHLETICS	-	-	-	1	1
BADMINTON	-	1	3	-	-
BALLET	-	-	-	-	1
BASKETBALL	-	-	2	-	-
BINGO	-	-	2	2	6
BIOLOGY	-	-	1	-	-
BOXING	-	-	1	1	-
BRIDGE	-	1	-	-	-
BROWNIES	-	-	1	-	-
CAMPING	-	-	1	1	-
CHESS	-	-	1	-	2
CHILDREN	-	1	-	-	1
CINEMA	-	-	2	1	-
CLOTHES	-	-	-	-	1
COOKERY	-	1	10	5	5
CRICKET	-	1	9	3	3
CROCHET	-	-	2	1	-

QUESTION 7 (CONTINUED)

INTEREST	GROUP ONE	GROUP TWO	GROUP THREE	GROUP FOUR	GROUP FIVE
CYCLING	-	-	1	2	2
DANCING	-	1	4	-	2
DARTS	-	-	1	-	1
DO-IT-YOURSELF	-	-	4	-	4
DOG RACING	-	-	-	-	2
DOGS (PETS)	-	-	-	3	1
DOLLS	-	-	1	-	2
DRAMA	-	1	5	-	-
DRAWING AND SKETCHING	-	1	3	1	-
DRESSMAKING	-	-	5	-	1
DRINKING	-	-	2	-	5
ELECTRICITY	-	-	-	-	1
ELECTRONICS	-	-	-	1	-
EMBROIDERY	-	-	-	-	1
FIRE ENGINES	-	-	1	-	-
FISHING	-	-	3	6	7
FOLK MUSIC	-	-	1	-	-
FOOTBALL	1	6	49	23	34
GARDENING	-	1	11	2	3
GEOLOGY	-	1	-	-	-
GOLF	-	1	-	-	-
HI-FI	-	-	3	-	-
HISTORY	-	1	2	1	1

QUESTION 7 (CONTINUED)

INTEREST	GROUP ONE	GROUP TWO	GROUP THREE	GROUP FOUR	GROUP FIVE
HORSE RACING	-	-	2	-	2
HORSE RIDING AND RIDING	-	1	9	1	-
JUDO	-	-	1	-	-
KARATE	-	-	5	-	1
KNITTING	-	-	19	2	8
KUNG FU	-	-	1	-	-
LETTER WRITING	-	-	1	-	-
LITERATURE	-	-	1	-	-
MODEL MAKING	-	-	1	2	-
MODEL RAILWAYS	-	-	3	-	-
MOTORING	-	-	9	2	3
MUSIC	-	6	20	2	3
NATURE	-	-	-	-	1
NETBALL	-	-	-	-	3
NO HOBBIES OR INTERESTS	1	1	31	9	24
NOVEL WRITING	1	1	1	-	-
PAINTING	-	-	1	-	-
PHOTOGRAPHY	1	1	6	1	2
PIGEONS	-	-	6	1	-
PLANTS	-	-	1	-	-
RADIO	-	-	-	1	-
READING	6	18	69	15	28
READING MAGAZINES	-	-	-	1	2

QUESTION 7 (CONTINUED)

INTEREST	GROUP ONE	GROUP TWO	GROUP THREE	GROUP FOUR	GROUP FIVE
RECORDS	-	-	2	1	-
RELIGION	3	1	-	-	-
ROUNDERS	-	-	-	2	-
RUGBY	-	-	3	-	1
SCULPTURE	-	-	1	-	-
SEWING	-	1	7	5	4
SINGING	-	-	1	-	-
SNOOKER	-	-	-	-	1
SOCIAL WORK	1	-	1	-	-
SPORTS IN GENERAL	1	2	7	2	6
SQUASH	-	-	1	-	-
STAMP COLLECTING	-	-	-	-	1
STUDYING	-	-	1	-	-
SUB-AQUA	-	-	1	-	-
SWIMMING	-	1	17	5	12
TELEVISION	-	-	17	8	16
TENNIS	-	1	3	-	-
TRAVEL	-	2	2	-	1
WALKING	-	1	5	-	1
WEIGHTLIFTING	-	-	1	-	-
WINE MAKING	-	-	1	-	-
YOGA	-	1	1	-	-

QUESTION 8

	GROUP 1		GROUP 2		GROUP 3		GROUP 4		GROUP 5	
	F	%	F	%	F	%	F	%	F	%
A	-	-	-	-	1	0.4	-	-	-	-
B	1	9.0	5	16.1	90	33.3	43	46.2	62	38.3
C	6	54.5	15	48.4	171	63.3	71	76.3	116	71.6
D	11	100	30	96.8	264	97.8	90	96.8	156	96.3
E	11	100	29	93.5	262	97.0	90	96.8	158	97.5
F	6	54.5	11	35.5	136	50.4	58	62.4	103	63.6
G	1	9.0	1	3.2	37	13.7	21	22.6	38	23.5
H	7	63.6	16	51.6	160	59.3	73	78.5	132	81.5
I	4	36.4	9	29.0	117	43.3	50	53.8	98	60.5
J	8	72.7	13	41.9	169	62.6	71	76.3	122	75.3
K	9	81.9	17	54.8	214	79.3	85	91.4	147	90.7
L	-	-	-	-	22	8.1	12	12.9	20	12.3
M	2	18.2	-	-	21	7.8	14	15.1	18	11.1
N	-	-	3	9.7	38	14.1	18	19.4	28	17.3
O	-	-	4	12.9	37	13.7	14	15.1	23	14.2
A(11)	-	-	-	-	2	0.7	-	-	-	-
B(11)	-	-	1	3.2	16	5.9	45	48.4	11	6.8
C(11)	5	45.4	12	38.7	137	50.7	61	65.6	101	62.3
D(11)	9	81.9	26	83.9	241	89.3	87	93.5	149	92.0
E(11)	10	91.0	24	77.4	229	84.8	87	93.5	148	91.4
NIL	-	-	-	-	1	0.4	1	1.1	3	1.9

QUESTION 9

	GROUP 1		GROUP 2		GROUP 3		GROUP 4		GROUP 5	
	F	%	F	%	F	%	F	%	F	%
A	10	90.9	28	90.3	171	63.3	46	49.5	83	51.2
B	3	27.3	6	19.4	27	10.0	7	7.5	11	11.8
C	6	54.5	14	45.2	85	31.8	23	24.7	28	17.3
D	4	36.4	11	35.5	47	17.4	5	5.4	24	14.8
E	2	18.2	3	9.7	11	4.1	2	2.2	8	4.9
F	-	-	5	16.1	31	11.5	6	6.5	8	4.9
G	1	9.1	3	9.7	17	6.3	7	7.5	10	6.2
H	3	27.3	1	3.2	11	4.1	5	5.4	2	1.2
I	1	9.1	6	19.4	11	4.1	3	3.2	4	2.5
J	5	45.5	3	9.7	39	14.4	17	18.3	25	15.4
K	2	18.2	2	6.5	10	3.7	-	-	2	1.2
L	2	18.2	3	9.7	17	6.3	5	5.4	9	5.6
M	3	27.3	2	6.5	20	7.4	4	4.3	5	3.1
N	-	-	2	6.5	16	5.9	6	6.5	9	5.6
O	-	-	-	-	5	1.9	-	-	1	0.6
A(11)	3	27.3	5	16.1	19	7.0	3	3.2	6	3.7
B(11)	3	27.3	4	12.9	9	3.3	2	2.2	2	1.2
C(11)	3	27.3	4	12.9	11	4.1	2	2.2	4	2.5
D(11)	2	18.2	1	3.2	9	3.3	2	2.2	3	1.9
E(11)	2	18.2	1	3.2	5	1.9	4	4.3	7	4.3
NIL	-	-	1	3.2	67	24.8	31	33.3	65	40.1

COMPARISON OF QUESTIONS 8 AND 9

	GROUP 1		GROUP 2		GROUP 3		GROUP 4		GROUP 5	
	F	%	F	%	F	%	F	%	F	%
A	-	-	-	-	-	-	-	-	-	-
B	-	-	1	3.2	4	1.5	3	3.2	4	2.5
C	3	27.3	10	32.2	50	18.5	18	19.4	22	13.6
D	4	36.4	11	35.5	47	17.4	6	6.5	24	14.8
E	2	18.2	3	9.7	9	3.3	2	2.2	8	4.9
F	-	-	3	9.7	15	5.5	4	4.3	4	2.5
G	-	-	-	-	-	-	-	-	1	0.6
H	2	18.2	-	-	5	1.9	4	4.3	1	0.6
I	-	-	1	3.2	2	0.7	1	1.1	1	0.6
J	3	27.3	2	6.5	13	4.8	11	11.8	13	8.0
K	1	9.1	2	6.5	9	3.3	-	-	2	1.2
L	-	-	-	-	-	-	-	-	-	-
M	1	9.1	-	-	-	-	-	-	-	-
N	-	-	-	-	4	1.5	-	-	1	0.6
O	-	-	-	-	-	-	-	-	-	-
A(11)	-	-	-	-	-	-	-	-	-	-
B(11)	-	-	-	-	-	-	-	-	-	-
C(11)	1	9.1	2	6.5	6	2.2	2	2.2	3	1.9
D(11)	2	18.2	1	3.2	9	3.3	1	1.1	3	1.9
E(11)	-	-	1	3.2	2	0.7	4	4.3	6	3.7
NIL	3	27.3	13	41.9	164	60.7	59	63.4	117	72.2

QUESTION 10

MUSIC	GROUP 1		GROUP 2		GROUP 3		GROUP 4		GROUP 5	
	F	%	F	%	F	%	F	%	F	%
CLASSICAL	5	45.5	8	25.8	53	19.6	6	6.5	15	9.3
LIGHT CLASSICAL	6	54.5	7	22.6	29	10.7	7	7.5	13	8.0
JAZZ	2	18.2	1	3.2	10	3.7	4	4.3	5	3.1
POP	4	36.4	5	16.1	63	23.3	16	17.2	30	18.5
FOLK	4	36.4	4	12.9	28	10.4	7	7.5	7	4.3
NIL	4	36.4	15	48.4	171	63.3	70	75.3	121	74.7

QUESTION 11

FICTION	GROUP 1 F	GROUP 2 F	GROUP 3 F	GROUP 4 F	GROUP 5 F
ROMANCE	2	3	44	12	32
WESTERN	-	1	2	1	5
CRIME	5	12	42	16	23
ADVENTURE	3	12	57	16	28
SCIENCE FICTION	4	6	38	10	14
HISTORICAL NOVELS	-	4	28	2	2
CLASSICS	3	1	7	1	5
MODERN NOVELS	2	8	22	6	6
FANTASY	1	-	10	1	3

QUESTION 11 (CONTINUED)

FICTION	GROUP 1 F	GROUP 2 F	GROUP 3 F	GROUP 4 F	GROUP 5 F
SCHOOL STORY	-	2	8	3	6
COMEDY	-	-	2	-	3
GENERAL FICTION	-	2	20	3	2
NON-FICTION					
PHILOSOPHY	-	1	1	-	-
PSYCHOLOGY	-	-	2	-	1
RELIGION	2	1	2	-	3
SOCIOLOGY	1	-	2	-	-
POLITICS	-	-	1	-	1
ECONOMICS	-	-	1	-	-
EDUCATION	2	-	2	-	-
TRANSPORT	1	-	1	-	-
LANGUAGES	-	1	1	-	1
SCIENCE	-	2	8	2	3
ENGINEERING	-	-	2	1	2
ANIMALS	-	-	1	-	1
GARDENING	2	2	12	2	1
TRAVEL	3	9	31	3	7
HOME	1	2	11	1	6
BUSINESS	-	-	1	-	-
BUILDING	-	-	-	-	-
ART	-	2	2	-	1

QUESTION 11 (CONTINUED)

NON-FICTION	GROUP 1	GROUP 2	GROUP 3	GROUP 4	GROUP 5
	F	F	F	F	F
CRAFTS	2	9	8	1	1
PHOTOGRAPHY	4	4	6	-	4
MUSIC	-	4	1	-	1
SPORT	-	1	10	4	6
LITERATURE	-	2	3	-	2
GEOGRAPHY	-	2	2	-	-
BIOGRAPHY	3	3	23	4	89
HISTORY	-	2	8	4	9
GENERAL	-	1	6	1	1
OTHER	-	1	1	-	2
NIL	-	1	-	31	55

QUESTION 12

ANSWER	GROUP 1		GROUP 2		GROUP 3		GROUP 4		GROUP 5	
	F	%	F	%	F	%	F	%	F	%
YES	7	63.6	26	83.9	175	64.8	50	53.7	92	56.8
NO	4	36.4	5	16.1	95	35.2	43	46.3	70	43.2

QUESTION 13

ANSWER	GROUP 1		GROUP 2		GROUP 3		GROUP 4		GROUP 5	
	F	%	F	%	F	%	F	%	F	%
YES	-	-	-	-	-	-	1	1.1	1	0.6
NO	11	100	31	100	270	100	92	98.9	161	99.4
MANCUNIAN WAY	-	-	-	-	-	-	1	1.1	1	0.6

QUESTION 14

	GROUP 1		GROUP 2		GROUP 3		GROUP 4		GROUP 5	
	F	%	F	%	F	%	F	%	F	%
RADIO MANCHESTER	5	45.5	12	38.7	125	46.3	36	38.7	88	54.3
PICCADILLY RADIO	1	9.1	2	6.5	30	11.1	13	14.0	18	11.1
BOTH (INCLUDED IN ABOVE)	1	9.1	-	-	12	4.4	4	4.3	7	4.3
NIL	6	54.5	17	54.8	127	47.0	40	43.0	49	30.2

QUESTION 15

WEEKDAYS	GROUP 1		GROUP 2		GROUP 3		GROUP 4		GROUP 5	
	F	%	F	%	F	%	F	%	F	%
BEFORE 0900 HRS	1	9.1	6	19.4	78	28.9	24	25.8	50	30.9
0900-1200 HRS	1	9.1	1	3.2	35	13.0	9	9.7	20	12.3
1200-1500 HRS	1	9.1	-	-	32	11.8	8	1.1	22	13.6
1500-1800 HRS	1	9.1	2	6.5	40	14.8	12	12.9	26	16.0
AFTER 1800 HRS	4	45.5	11	35.5	79	29.3	31	33.3	52	32.1
WEEKENDS										
BEFORE 0900 HRS	2	18.2	1	3.2	11	4.1	3	3.2	13	20.9
0900-1200 HRS	2	18.2	2	6.5	12	4.4	4	4.3	13	20.9
1200-1500 HRS	2	18.2	1	3.2	11	4.1	4	4.3	12	19.4
1500-1800 HRS	3	27.3	1	3.2	16	5.9	5	5.4	13	20.9
AFTER 1800 HRS	3	27.3	1	3.2	12	4.4	4	4.3	12	19.4
NIL	6	54.5	17	54.8	127	47.0	40	43.0	49	30.2

QUESTION 16

	GROUP 1		GROUP 2		GROUP 3		GROUP 4		GROUP 5	
	F	%	F	%	F	%	F	%	F	%
YES	1	9.1	4	12.9	10	3.7	4	4.3	4	2.5
NO	10	90.9	27	87.1	260	96.3	89	95.7	158	97.5

	GROUP 1		GROUP 2		GROUP 3		GROUP 4		GROUP 5	
	F	%	F	%	F	%	F	%	F	%
FRIEND	1	9.1	-	-	3	1.1	1	1.1	2	1.2
STAFF	-	-	-	-	1	0.4	-	-	-	-
COMMUNICATION	-	-	1	3.2	1	0.4	-	-	-	-
MANCUNIAN WAY	-	-	2	6.5	1	0.4	-	-	-	-
NOTICE	-	-	1	3.2	4	1.5	4	4.3	2	1.2

QUESTIONS 17 AND 18

NIL RESPONSE

CHAPTER FOURTEEN

THE ANALYSIS OF THE RESULTS
OF THE
HULME DISTRICT THREE SEGMENT OF THE SURVEY

THE ANALYSIS OF THE RESULTS OF THE HULME DISTRICT THREE
SEGMENT OF THE SURVEY

THE SURVEY RESULTS:- TOTAL POPULATION INTERVIEWED - 63

	<u>FREQUENCY</u>	<u>PERCENTAGE</u>
<u>QUESTION 5</u>		
	25	39.7
<u>QUESTION 6</u>		
CENTRAL	6	9.5
HULME	19	30.0
<u>QUESTION 7</u>		
BINGO	6	9.5
CHURCH	1	1.6
COOKERY	4	6.3
DANCING	2	3.2
DOGS	2	3.2
DO-IT-YOURSELF	1	1.6
DRINKING	1	1.6
ELECTRONICS	2	3.2
EMBROIDERY	1	1.6
FOOTBALL	15	23.8
GARDENING	3	4.8
HORSES	2	3.2
KNITTING	4	6.3
MODEL MAKING	1	1.6
MOTORING	3	4.8

QUESTION 7 (CONTINUED)

	<u>FREQUENCY</u>	<u>PERCENTAGE</u>
MUSIC	2	3.2
NETBALL	1	1.6
NO INTERESTS	4	6.3
PHOTOGRAPHY	1	1.6
RADIO	1	1.6
READING	10	15.9
SEWING	2	3.2
SWIMMING	5	7.9
TELEVISION	7	11.1

<u>FREQUENCY</u>	<u>NON-AWARENESS PERCENTAGE</u>
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QUESTION 8

A	-	-
B	27	42.9
C	47	74.6
D	63	100.0
E	61	96.8
F	41	65.1
G	9	14.3
H	46	73.0
I	39	61.9
J	48	76.2
K	61	96.8
L	4	6.3
M	4	6.3

QUESTION 8 (CONTINUED)

	<u>FREQUENCY</u>	<u>NON-AWARENESS PERCENTAGE</u>
N	5	7.9
O	3	4.8
A(11)	-	-
B(11)	4	6.3
C(11)	41	65.1
D(11)	60	95.2
E(11)	54	85.7

QUESTION 9

	<u>FREQUENCY</u>	<u>DEMAND PERCENTAGE</u>
A	32	50.8
B	4	6.3
C	16	25.4
D	13	20.6
E	-	-
F	4	6.3
G	4	6.3
H	1	1.6
I	-	-
J	13	20.6
K	-	-
L	5	7.9
M	4	6.3
N	5	7.9
O	-	-

QUESTION 9 (CONTINUED)

	<u>FREQUENCY</u>	<u>DEMAND PERCENTAGE</u>
A(11)	4	6.3
B(11)	3	4.8
C(11)	1	1.6
D(11)	1	1.6
E(11)	1	1.6

Twelve people (19%) did not require books for loan but did wish to use one or more of the other services offered.

QUESTIONS 8 AND 9 (COMPARATIVE ANALYSIS)

	<u>FREQUENCY</u>	<u>DEMAND/NON-AWARENESS PERCENTAGE</u>
A	-	-
B	-	-
C	12	19.0
D	13	20.6
E	-	-
F	3	4.8
G	-	-
H	1	1.6
I	-	-
J	8	12.7
K	-	-
L	-	-
M	-	-

QUESTIONS 8 AND 9 (CONTINUED)

	<u>FREQUENCY</u>	<u>DEMAND/NON-AWARENESS PERCENTAGE</u>
N	-	-
O	-	-
A(11)	-	-
B(11)	-	-
C(11)	1	1.6
D(11)	-	-
E(11)	1	1.6

QUESTION 10

	<u>FREQUENCY</u>	<u>TOTAL PERCENTAGE</u>	<u>PERCENTAGE OF MUSIC LISTENERS (29)</u>
CLASSICAL RECORDS	11	17.5	37.9
LIGHT CLASSICAL	12	19.0	41.4
JAZZ	9	14.3	31.0
POP	22	34.9	75.9
FOLK	11	17.5	37.9

QUESTION 11

	<u>FREQUENCY</u>	<u>PERCENTAGE OF TOTAL MENTIONS (96)</u>
ROMANCE	8	8.3
WESTERN	2	2.1
CRIME	13	13.5
ADVENTURE	12	12.5
SCIENCE FICTION	7	7.3
HISTORICAL	4	4.2

QUESTION 11 (CONTINUED)

	<u>FREQUENCY</u>	<u>PERCENTAGE OF TOTAL MENTIONS (96)</u>
CLASSICAL NOVELS	3	3.1
MODERN NOVELS	2	2.1
FANTASY	7	7.3
SCHOOL STORIES	7	7.3
COMEDY	3	3.1
GENERAL FICTION	3	3.1
PHILOSOPHY	-	-
PSYCHOLOGY	-	-
RELIGION	1	1.0
SOCIOLOGY	-	-
POLITICS	-	-
ECONOMICS	-	-
EDUCATION	1	1.0
TRANSPORT	-	-
LANGUAGES	-	-
SCIENCE	1	1.0
ENGINEERING	1	1.0
ANIMALS	-	-
GARDENING	2	2.1
TRAVEL	2	2.1
HOME AND DO-IT-YOURSELF	5	5.2
BUSINESS	-	-
BUILDING	-	-

QUESTION 11 (CONTINUED)

	<u>FREQUENCY</u>	<u>PERCENTAGE OF TOTAL MENTIONS (96)</u>
ART	-	-
CRAFT	3	3.1
PHOTOGRAPHY	1	1.0
MUSIC	-	-
SPORT	2	2.1
LITERATURE	-	-
GEOGRAPHY	-	-
BIOGRAPHY	1	1.0
HISTORY	4	4.2
GENERAL	1	1.0
NIL	21	21.9

QUESTION 12

	<u>PERCENTAGE</u>
46	73

QUESTION 13

NIL

QUESTION 14

	<u>FREQUENCY</u>	<u>PERCENTAGE</u>
PICCADILLY RADIO	3	4.8
RADIO MANCHESTER	28	44.4

QUESTION 15

	<u>FREQUENCY</u>	<u>% OF LISTENING PUBLIC</u>	<u>TOTAL PERCENTAGE</u>
<u>WEEKDAY</u>			
BEFORE 0900 HRS	12	38.7	19.0
0900-1200 HRS	5	16.1	7.9
1200-1500 HRS	6	19.4	9.5
1500-1800 HRS	6	19.4	9.5
AFTER 1800 HRS	19	61.3	30.2
<u>WEEKEND</u>			
BEFORE 0900 HRS	3	9.7	4.8
0900-1200 HRS	3	9.7	4.8
1200-1500 HRS	3	9.7	4.8
1500-1800 HRS	5	16.1	7.9
AFTER 1800 HRS	4	12.9	6.3

QUESTION 16

NIL

QUESTION 17

NIL

QUESTION 18

NIL

HULME DISTRICT LIBRARY

The results of the survey concerning Hulme District Library have been obtained by combining the results of survey areas B and G.

It seems as though a "halo effect" has occurred, as 39.7% of the area's population stated that they were members of the library service in Manchester, including 30% who said they were members of Hulme District Library. In fact the percentage who were listed in the voucher file at Hulme District Library was only 15.7%. The discrepancy could be firstly because survey areas B and G do not correspond exactly with the Hulme District three area checked in the voucher file, and secondly because of the previously mentioned "halo effect".

There were a limited number of hobbies (24) compared with the overall survey figure of 166. Football (23.8%) was the most popular, followed by reading (15.9%), television (11.1%) and bingo (9.5%). 6.3% of the population had no hobby or interest at all.

The 15.9% interested in reading, ties in with the 15.7% membership of Hulme District Library. The population were less knowledgeable of the services offered by libraries than the remainder of the population in the survey. The most probable reason being that Hulme has offered a somewhat limited service in the past.

74.6% did not know that cassette tapes could be borrowed

and few had been informed that they could listen to them in the library. The results of their requirements show that 50.8% of the population will want to borrow books from the Precinct Centre Library and that only a quarter will wish to borrow records. One-fifth of the population would prefer cassette tapes to be available for loan. There was no interest in slides, photocopying, business information, or something to eat and drink although 20.6% required a local information service to be based at the Precinct Centre Library. The figure of 50.8% wishing to borrow books from the Precinct Centre Library does in the light of all the evidence, seem to contain a "halo effect", although, over the years, the population may make use of the library.

If a full range of services is to be offered at the Precinct Centre Library, there are only three or four which show a need for advertising in order to attract the population of Hulme.

The loan of cassette tapes, required by 20.6% of the population, was completely unknown and the loan of gramophone records, required by 25.4% was a little better with 19% of the potential market not being enlightened as to the existence of the service.

The local information service, although popular, was only known by 7.9% of the interviewees. Finally, two-thirds of the potential users of foreign language courses were not aware of their existence in libraries.

The population's tastes in music are similar to the tastes of the population as a whole, except for classical music where only 17.5% have an interest, compared with the overall figure of 35.5%.

Of the 96 "mentions" of types of books, 71 are fiction, with the main interests being shown in crime, adventure and romance, followed by a high demand for school and fantasy stories for children. 33% of the population have no interest in reading at all, and many people consider that magazines are "books", and refer to them as such. 73% of the population in this area are readers of the Manchester Evening News and 49.2% listen to either Piccadilly Radio, or Radio Manchester. By far the largest majority (44.4%) listen to the latter. Most people (30.2%) listen during the week after 1800 hrs. or before 0900 hrs. (19%). 19% of the population wish to make use of the non-book services only. These services, with the exception of the coffee-bar (potential demand nil), and the language courses (potential demand 6.3%) are not provided at Hulme. With careful and selected advertising, it should be possible to attract approximately 12.7% of this population to use the Precinct Centre Library. The lack of interest in the coffee-bar is confirmed by the general lack of use which the service has received at Hulme, where it tends to be used only by the few students who use the library. If these students find the Precinct more convenient, the use of the coffee-bar at Hulme could diminish further.

It is not the prime objective of this research to give guidance to the staff of Hulme District Library. The results of this survey provide information which could be of use to them. I cannot suggest that the services of Hulme District Library should be tailored to the results of this survey, because the catchment area of the library is far greater than the area surveyed. All that these results do, is give guidance as to the services required by a segment of the population of Hulme. From these results, the only comments that can be made, concern this particular sector of the Hulme District Library hinterland. In commenting on the requirements of this sector, it must be remembered that the results may not be similar to other areas served.

When considering what action should be taken to attract the population of the Hulme area, to either Hulme District Library, or the Precinct Centre Library, consideration will have to be given to the above results. The task will certainly be formidable. There is no unified interest shown in question seven and not one of the hobbies offers scope for forming a library-based society or club.

With 25.4% interested in records and 20.6% interested in cassettes, these two services could be considered suitable for Hulme. However, the high cost of the provision of such services and the proximity of the new Precinct Centre Library, rule out the possibility. The only other service with a worthwhile demand is the provision of a local information service. This is provided at present, but with

only 7.9% being aware that the service is available, I feel that it should be expanded at Hulme and also publicised in the area.

Publicity on local radio and in the Manchester Evening News should prove reasonably effective. This, coupled with notices inside and outside the library, should make the population aware that the service is available. The majority of the local population listen to one or other of the local radio stations, mainly after 1800 hrs. and before 0900 hrs. on weekdays. If it is possible to obtain a 'plug' on local radio, these would obviously be the best times.

It is difficult, beyond these few services, to offer advice as to what action should be taken at Hulme to motivate the population. The results show that no matter what method is attempted, it will not be possible to attract more people to read library books. The fact, will have to be accepted, that the majority of the population have little wish to read and that the interested segment of the population is already making full use of the services that are offered. One point that must be remembered when considering future services, is that these are by no means a passport to increasing the reading population. They may increase the population that are using the building, but they will not automatically induce people to read.

CHAPTER FIFTEEN

THE POTENTIAL USE OF THE LIBRARY
DURING THE FIRST SIX MONTHS

THE POTENTIAL USE OF THE LIBRARY DURING THE
FIRST SIX MONTHS

Due to the continuing development of the Precinct and the delay of two years in opening the Precinct Centre Library, there have been drastic changes in the population. The majority of the houses in the survey areas J, K, L, and M have been purchased by Compulsory Purchase Order. The properties have been evacuated and either demolished or boarded up. This area contained 38.95% of the total population at the time of the survey. It can be assumed that this population was as library-minded as elsewhere and thus the potential use of the library must also be reduced. There are other small areas where demolition has taken place.

I would estimate that the total resident population has been reduced by about 40%. However, several blocks of student flats have been completed to the south of Whitworth Park. This will produce a demand for library services from a maximum of 34.78% of the original population. From this figure must be taken the percentages of the population not wishing to use any service, except those which are not being offered.

2.45% wished only to use the photocopying service, while 2.74% required "something to eat and drink". With cutbacks in expenditure and possible cutbacks in staff it has not been possible to consider offering any lectures,

talks, etc. during the first few weeks. This will also have the effect of reducing the potential demand by a further 2.45%.

Space to study is also limited to an estimated 50% of the potential demand, which will further limit the use by 1.18%. In the original survey, it was assumed that, with 300 periodicals being purchased, every need could be satisfied. As indicated briefly in an earlier chapter, it has been necessary to reduce the number of periodicals being purchased by two-thirds. Logically, demand for the service will also be cut by two-thirds of those who only wished to either read periodicals in the library, or borrow them. This will reduce the potential use of the library by a further 1.5%, to only 24.46% of the population.

The shopping hall of the precinct centre has not been a great success with only 26 of the 46 units having been let. I suspect that there are two main reasons for this. Firstly over 50% of the potential demand comes from the University or college populations who are only in the vicinity for a small part of the year. Secondly, just to the south-west of the survey area has been established a massive urban shopping centre with car parks, several supermarkets and a multitude of small shops, thus taking much of the trade away from the Precinct.

It is, of course, impossible to say what effect this will have on the potential demand from members of the public. I expect a significant reduction in the use of the precinct centre, especially from the 2.5% of the total population living in Hulme District Three, who implied they might use the Precinct Centre Library. Of these people, only 1.2% are likely to visit the Precinct Centre Library for services which are not available at Hulme. This will reduce demand at the new library by a further 1.3%. As the library will open in July, there will be little demand from the University or college populations during the first few weeks. This will allow the library staff to settle into a routine before the students return. The administrative and technical staff will still be working in the area, but the academic staff will only be present in small numbers. Without this segment of the academic population, the initial demand can be expected to come from only 16.5% of the total population. This figure should gradually increase from 18% in September/October to just over 20% by the end of 1975. I suspect that this percentage will be maintained until the rebuilding programme in the precinct is completed. Because of the lack of non-book services in other libraries in the City I expect that demand for these services will come closer to the target figures than will the demand for books.

Several attempts have been made to advertise the library in order to obtain maximum usage. Before the opening of the library a brochure entitled "Want a New Interest?" was distributed as a one-shot direct mailing campaign to houses in the area. About 5,000 brochures were issued in this way. Secondly, several senior staff spent part of the summer touring the district talking to local residents in an endeavour to inform them of the library and encourage them to make use of the facilities.

Local schools were contacted and invited to send classes to the library on a regular basis, as had been discussed some twelve months earlier. The Manchester University publication "This Week" carried an article on the new library in its issue of the 23rd June 1975.

On the 24th June 1975 the "Manchester Evening News" carried a photograph and a short article describing the opening of the library by the Arts Minister, Hugh Jenkins. For the more technically minded, and for librarians, a single duplicated sheet containing statistical information describing the new library, was made available at the opening.

A six page duplicated list of prints in the picture loan collection is available on the audio-visual library counter, as is an impressive two page printed leaflet giving full details of the services offered in the department.

The only source of publicity not used in the opening period was local radio. However, I feel that a good attempt has been made to advertise the library.

Advertising is practically useless as a one-off activity, and it will be necessary to continue advertising over the whole life of the library. To this end the information discovered, regarding the public's media habits should be as valuable in the next few years, as it was during the planning of the basic advertising policy.

APPENDIX ONE**LIST OF PERIODICALS PURCHASED**

LIST OF PERIODICALS PURCHASED

ACCOUNTANT

AERO MODELLER

AMATEUR GARDENING

AMATEUR PHOTOGRAPHER

ARCHITECTURAL REVIEW

ARTIST

AUTOCAR

BOOKS AND BOOKMEN

BRIDGE MAGAZINE

BROWNIE

CAMPAIGN

CARS AND CAR CONVERSIONS

CHESHIRE LIFE

CHILD EDUCATION

CHURCH TIMES

COMMUNICATION

CONNOISSEUR

COOK'S CONTINENTAL TIMETABLE

COUNTRYMAN

CYCLING

DAILY TELEGRAPH

DEPARTMENT OF EMPLOYMENT GAZZETTE

DESIGN

DO-IT-YOURSELF

ECOLOGIST

ECONOMIST

EDUCATION

ELLE

ENCOUNTER

ENGLISH DANCE AND SONG

ENVIRONMENT

EXCHANGE AND MART

FILMS AND FILMING

FINANCIAL TIMES

FLIGHT INTERNATIONAL

GEOGRAPHICAL MAGAZINE

GOOD HOUSEKEEPING

GRAPHIS

GROWING POINT

GUARDIAN

GUIDER

GUITAR

HALLÉ MAGAZINE

HI

HISTORY TODAY

HOUSE AND GARDEN

IDEAL HOME

ILLUSTRATED LONDON NEWS

IN BRITAIN

INVESTORS CHRONICLE

KEESINGS' CONTEMPORARY ARCHIVES

JAZZ JOURNAL

LANCASHIRE LIFE

LINEA ITALIANA

LISTENER

MANCHESTER EVENING NEWS

MELODY MAKER

MODEL BOATS

MODEL ENGINEER

MODEL RAILWAYS

MOLE EXPRESS

MOTHER

MOTOR BOAT AND YACHTING

MOTOR CYCLE

MUSIC AND MUSICIANS

NATO REVIEW

NEW SCIENTIST

NEW SOCIETY

NEW STATESMAN

NEWSWEEK

NURSING MIRROR

OBSERVER

PARIS MATCH

PLAYS AND PLAYERS

PRACTICAL ELECTRONICS

PRACTICAL GARDENING

PRACTICAL HOUSEHOLDER

PRACTICAL MOTORIST

PRACTICAL WIRELESS

PRIVATE EYE

PUNCH

RADIO TIMES

RAILWAY MAGAZINE

RECORDS AND RECORDING

ROLLING STONE

SATURDAY REVIEW

SIGHT AND SOUND

SOCIALIST STANDARD

SPARE RIB

SPECTATOR

STAGE AND T.V. TODAY

STAMP MAGAZINE

STAMP MONTHLY

STAND

SUN TIMES

T.V. TIMES

THIS WEEK

TIME

TIMES

TIME AND TIDE

TIMES EDUCATION SUPPLEMENT

TIMES LITERARY SUPPLEMENT

UNIVERSE

VOGUE

WATERWAYS WORLD

WHERE

WHICH

WIRELESS WORLD

WOODWORKER

YOGA AND HEALTH

APPENDIX TWO**LIST OF PRINTS IN THE AUDIO-VISUAL LIBRARY**

PRECINCT CENTRE LIBRARYPICTURE LOAN COLLECTION

The following framed reproductions may be borrowed by any holder of a Manchester Public Libraries ticket, an extra ticket being issued for the purpose.

To help in making reservations colour slides are available for consultation.

Size is in centimetres with vertical measurement first.

Alt, O.	Die Fablen in Osterland	37 x 51
Appel, K.	Composition in Red	46 x 63
Aziz, P.	Life cycle of a pine tree	91 x 60
Baboulene, E.	Bouquet Hivernal	53 x 43
Baboulene, E.	The Harbour Entrance, Honfleur	63 x 80
Bosch, H.	Garden of Delights	60 x 106
Botticelli, S.	La Primavera	36 x 56
Boucher	The Mill at Charenton	61 x 80
Braque, G.	Still Life; the Table 1923	44 x 70
Brueghel, P.	The corn harvest	55 x 76
Brueghel, P.	Hunters in the snow	56 x 77
Brueghel, P.	Winter landscape with skaters	38 x 57
Buffet, B.	Le Bouquet	55 x 46
Buffet, B.	Canal de Saint Quentin	66 x 88
Buffet, B.	The Castle and the training ship	89 x 130
Buffet, B.	Still life with Lobster	52 x 70
Buffet, B.	The yacht	80 x 61
Canaletto, A.	The Bacino di San Marco	44 x 66
Canaletto, A.	City of London from Somerset House	44 x 75
Canaletto, A.	Ruins of a courtyard	28 x 19
Canaletto, A.	The stonemason's yard	55 x 71
Carzou, J.	Fishing Boats	47 x 61
Cezanne, P.	The card players	44 x 54
Cezanne, P.	Still life with chair, bottle and apples	45 x 60
Cezanne, P.	The valley of the arc	56 x 44
Chagall, M.	Le coq	57 x 41
Chagall, M.	Still life with flowers	48 x 59
Chagall, M.	Synagogue in Jerusalem	48 x 60
Chapin, J.	The picture book 1945-6	68 x 45
Children's Measure		119 x 28

Constable, J.	The cornfield	61 x 51
Constable J.	Dedham Mill	61 x 86
Constable J.	Glebe Farm	57 x 78
Constable J.	Hampstead Heath	53 x 69
Corot, J.B.C.	Houses at Honfleur, 1830	47 x 67
Corot, J.B.C.	The pond at Ville d'Avray	46 x 92
Corot, J.B.C.	St. Nicolas Lez Arras	53 x 65
Courbet, G.	Still life with apples and pomegranate	44 x 60
Crippa, R.	Aurora Borealis	50 x 59
Dali, S.	Basket of Bread	32 x 32
Dali, S.	Christ of St. John of the Cross	71 x 39
Dali, S.	The Supreme Moment	60 x 47
Daumier, H.	Don Quixote and the dead mule	93 x 37
Degas, E.	A ballet dancer:(fourth position)	48 x 61
Degas, E.	Dancers in Blue	54 x 47
Derain, A.	The Old Bridge	63 x 78
Duchamp, M.	Chocolate grinder, No. 2	60 x 50
Duchamp, M.	Nude descending a staircase, Number 2	76 x 45
Dufy, R.	Casino de Nice	50 x 60
Durer, A.	The praying hands	29 x 20
Durer, A.	The Squirrels	23 x 24
Eisenmayer, E.	Study for Sculpture	53 x 34
El Greco	View of Toledo	71 x 62
Ellis, D.	Evening Spain	51 x 76
Engel, N.	Lancers	50 x 76
Engel, N.	Mystical city	60 x 91
Ernst, M.	Pink and blue doves	55 x 71
Fautrier, J.	Les Poissons	46 x 56
Feininger, L.	Church at Halle	76 x 60
Feininger, L.	Gelmeroda, 1926	56 x 45
Fragonard, J.H.	A young girl reading	57 x 45
Frankl, F.	Alder Trees	64 x 84
Fresnaye, R. de la	Livres et cartons	45 x 55
Gabriel, P.J.C.	In July	80 x 51
Gainsborough, T.	View of Dedham	47 x 59
Gauguin, P.	Bouquet de fleurs	63 x 74
Gauguin, P.	Breton village in the snow	40 x 56
Gauguin, P.	Nafea	57 x 43
Goeneutte, N.	The Boulevard de Clichy under the snow	53 x 66

Gogh, V. Van	Bridge at Arles	46 x 50
Gogh, V. Van	The chair and the pipe	38 x 30
Gogh, V. Van	Field of flowers in Holland	48 x 67
Gogh, V. Van	The starry night	46 x 58
Gogh, V. Van	Sunflowers	76 x 59
Gothic City	(Poster)	89 x 63
Goya y Lucientes	Gossiping Women	41 x 100
Gromaire	Brooklyn Bridge	47 x 57
Grossman, Sydney	Circus Family	43 x 29
Guardi, F.	Santa Maria della Salute	49 x 67
Hartung, H.	T1963 - E45	61 x 48
Hicks, E.	Noah's Ark	61 x 71
Hillier, T.	January landscape	51 x 61
Hitchens, I.	Boathouse, early morning	69 x 41
Hitchens, I.	Woodland vertical and horizontal	32 x 74
Hobbema, M.	The Avenue at Middelharnis	84 x 61
Homer, W.	Gloucester Schooners and Sloop	33 x 48
Hooch, P. de	Interior of a Dutch House	39 x 44
Horsepower	(Poster)	58 x 89
Hsuan, C.	Early autumn	29 x 120
Hugo, V.	Town on a Hillside	23 x 33
Hundertwasser, F.	Waters of Venice	57 x 41
Kandinsky, W.	Calm 1928	52 x 78
Kandinsky, W.	Escaping Lines	62 x 89
Kandinsky, W.	Improvisation; XIV, 1910	45 x 75
Kemeny, L.	The Red Chair	45 x 30
Klee, P.	Dispute	40 x 40
Klee, P.	Fish Magic	59 x 76
Klee, P.	Tomcat	27 x 33
Kline, F.	Black, White and Gray	76 x 56
Kokoschka, O.	Amsterdam	59 x 84
Kokoschka, O.	A view of the Thames	44 x 64
(Korean)	Puppy carrying a pheasant feather	35 x 43
Leonardo Da Vinci	Virgin and Child with St. Anne and John the Baptist	54 x 39
Liao, Shiou-Ping,	Gate of Peace	76 x 61
Lowry, L.S.	At the Seaside	51 x 61
Lowry, L.S.	Canal and Factories	78 x 64
Lowry, L.S.	A Lancashire Village	36 x 51
Lowry, L.S.	Old Church and Steps	61 x 51

Lowry, L.S.	Waiting For The Tide	45 x 69
Lowry, L.S.	Yachts at Lytham	51 x 61
Lutes, J.	Jerry Jimmy	60 x 76
Magic Roundabout	(Poster)	58 x 89
Magritte, R.	Treasure Island	52 x 67
Manet, E.	River at Argenteuil	25 x 44
Manet, E.	The Roadmenders of the Rue de Berne	55 x 67
Marc, F.	Doë in the Flower Garden	54 x 76
Mathieu, G.	Paris - Capitale des Arts	30 x 92
Mathieu, G.	The Victory of Denain	36 x 93
Matisse, H.	La Danse	45 x 60
Matisse, H.	Still Life with Goldfish	61 x 38
Mercker, E.	Industry	64 x 85
Millais, J.	Cherry Ripe	38 x 25
Miro, J.	Composition	80 x 32
Modigliani, A.	Girl With a Black Tie	56 x 43
Modigliani, A.	Seated Nude	57 x 36
Moll, P.	Outing in the Park	40 x 50
Mondrian, P.	Blue Rose	27 x 19
Mondrian, P.	Large Chrysanthemum	40 x 24
Monet, C.	Chasse Maree a l'Ancre	48 x 76
Monet, C.	The Houses of Parliament, Sunset	74 x 84
Monet, C.	L'Inondation	43 x 56
Monet, C.	Sailing Boats	42 x 57
Monet, C.	The Seine Bridge at Argenteuil	52 x 71
Moore, H.	Ideas for metal sculpture	39 x 56
Munch, E.	Madonna	48 x 30
Munch, E.	Standing Blue Nude	46 x 30
Murillo, B.	Peasant boy leaning on a sill	35 x 26
Nicholson, B.	Argolis, 1959	59 x 115
Nicholson, B.	March 14 - 47 (Still life on table)	54 x 57
Pang, T-Y	Coral and blue	40 x 30
Parsley	(Children's Poster)	58 x 89
Pellei, I.	The Leopards	61 x 76
Picasso, P.	Corrida	31 x 81
Picasso, P.	Jeune homme et cheval	49 x 32
Picasso, P.	Mother and Child	71 x 57
Picasso, P.	Portrait of Dora Moor	57 x 46
Picasso, P.	Portrait of a Young Woman	57 x 45

Piper, J.	The Cottages	40 x 50
Pissarro, C.	Lower Norwood, Londres: Effet de Neige	33 x 43
Poliakoff, S.	Composition 1956	56 x 45
Pollock, J.	Number 27: 1950	34 x 75
Quandt, S.	Visit to Monet terrace	50 x 42
Redpath, A.	Houses on the Lagoon, Murano	51 x 76
Rembrandt	A Man in Armour	63 x 47
Rembrandt	The Mill	63 x 76
Rembrandt	Stormy Landscape	70 x 51
Renoir, P.A.	Girls by the Seaside	57 x 47
Renoir, P.A.	Jean Renoir Drawing	45 x 54
Renoir, P.A.	La Première Sortie	65 x 52
Renoir, P.A.	Two Girls in a Meadow	71 x 56
Reynolds, Sir J.	The Infant Samuel at Prayer	61 x 50
Riley, B.	The Fall	62 x 61
Rohlf, C.	Sunflowers	62 x 53
Roloff, D.	Horses in the Storm	61 x 76
Rouault, G.	Afterglow, Galilee	48 x 63
Rubens, P.P.	Ruben's Son "Niklas"	25 x 20
Scott, W.	Reclining Nude (Red Nude)	38 x 66
Seurat, G.	A Sunday Afternoon on the Island of La Grande Jatte	61 x 90
Shuptrine, H.	Apple plenty	
Shuptrine, H.	Sea of Snow	50 x 69
Signac, P.	The Harbour, 1907	45 x 61
Signac, P.	La Rochelle	29 x 42
Sir Prancelot	(Children's Poster)	58 x 89
Soulages, P.	Painting, 16 July 1961	80 x 63
Stella, J.	The voice of the Nightingale	50 x 48
Stubbs, G.	Mares and Foals	36 x 62
Sutherland, G.	Entrance to a Lane	56 x 47
Sutherland, G.	Thorn Tree	76 x 34
Thoma, H.	The Wanderer	63 x 76
Thompson, R.	Fox Alert	37 x 54
Thompson, R.	Tiger Cub and Bumble Bee	39 x 60
Thon, W.	Coastal Autumn	52 x 68
Thon, W.	Twilight in Rome	73 x 119
Toulouse-Lautrec	Divan Japonais	79 x 61
Toulouse-Lautrec	La Goulue	81 x 48
Toulouse-Lautrec	Jane Avril	81 x 61
Toulouse-Lautrec	Maxime Dethomas	35 x 28

Turner, J.M.W.	The Dogana and Santa Maria delle Salute Venice	58 x 91
Turner, J.M.W.	Rain, steam and speed	45 x 60
Unesco	U.S.S.R. No. 5 - St. George	37 x 26
Utrillo, M.	Maison Mimi	50 x 60
Utrillo, M.	Notre Dame	62 x 48
Utrillo, M.	Rue de Village	53 x 66
Vermeer, J.	The Artist's Studio	80 x 66
Vermeer, J.	Little Street in Delft	53 x 43
Vlaminck, M. de	Le Carouge	51 x 65
Vlaminck, M. de	St. Maurice les Charency	46 x 56
Walled Town	(Poster)	53 x 89
Whistler, J.M.	Battersea Reach	30 x 76
Wyeth, A.	Wind from the Sea	46 x 69
Yeats, J.B.	The two travellers	48 x 59
Zurbaran, F. de	Still life with apples and lemons	41 x 76

APPENDIX THREE

PUBLICITY MATERIAL FOR THE LIBRARY

WANT A
NEW
INTEREST ?

RECORDS

CASSETTES

SLIDES

PICTURES

BOOKS

LANGUAGE COURSES

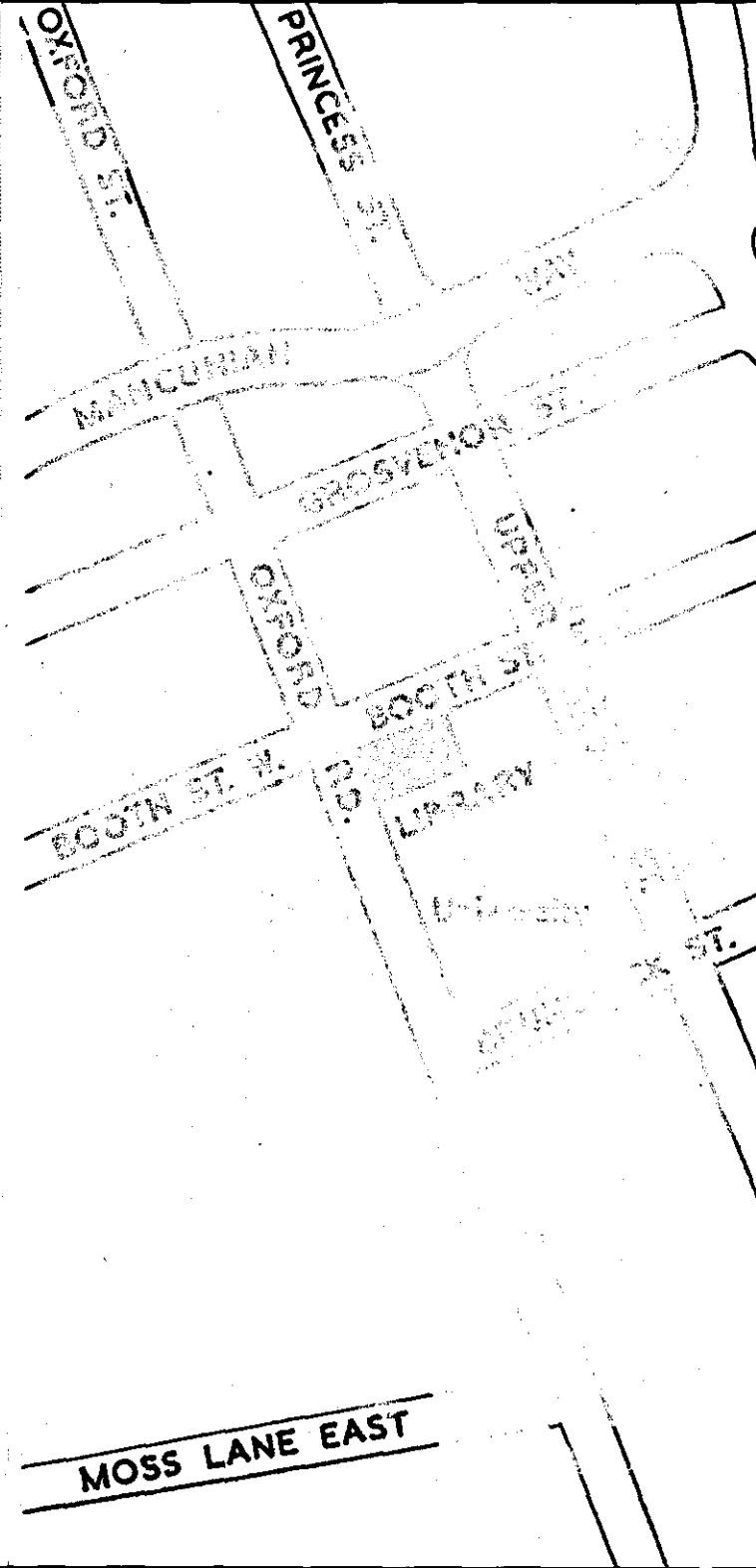
THEN START HERE !

HOURS OF OPENING

MONDAY TO FRIDAY: 9.00a.m. - 9.00p.m.

SATURDAY: 9.00a.m. - 5.00p.m.

THE LIBRARY STAFF WILL BE
PLEASED TO ASSIST YOU AT
ALL TIMES. PLEASE DO NOT
HESITATE TO ASK IF YOU ARE
UNABLE TO FIND WHAT YOU
WANT.



WANT A
NEW
INTEREST ?

RECORDS
CASSETTES
SLIDES
PICTURES
BOOKS
LANGUAGE COURSES

THEN START HERE !

PRECINCT CENTRE LIBRARY

The Precinct Centre Library is the latest of Manchester's large district libraries. It is situated on the second and third floors of the Precinct Centre on Oxford Road close to the University. The main entrance to the library is on the walkway level and access can be gained by escalator from either side of Oxford Road. The Library will serve the local population and provide recreational reading for both staff and students of the various colleges and university departments in the area.

OPENING DATE: 23rd JUNE 1975

AUDIO-VISUAL LIBRARY

The Audio-Visual Library has a large stock of Audio-Visual aids with 5,000 records and 1,000 cassettes for loan. These range from classical to popular covering folk music, children's records, jazz, spoken word and language courses. Private listening facilities are available so that members of the public can listen to the record of their choice in the library. There is a picture loan collection with a stock of 200 prints and also sets of 35mm slides on different topics which are available for loan.

INFORMATION LIBRARY

The Information Library, on the same floor as the Audio-Visual Library, has a stock of 3,000 volumes of quick reference material and a local information service. There are newspapers and a large collection of recreational periodicals. Back numbers of some of these may be borrowed.

LENDING LIBRARY

The Lending Library which is situated on the second level of the building has a large stock of 40,000 volumes, 22,000 of which are fiction and 18,000 non fiction. The stock does not include college text books because the aim is to provide students and staff with their 'out of college' reading and not to duplicate the stock of the University and College libraries. It is hoped that record recitals will be held in the Lending Library at selected times so that readers can choose books and listen to music at the same time.

CHILDREN'S LIBRARY

The Children's Library which is also on the second level, has a stock of 12,000 volumes. It is planned to hold various activities in the library as well as to provide a comprehensive service to some 23 schools in the area.

SERVICES

MEMBERSHIP

You may become a member of the library free of charge if you live, work or study in Manchester. All you need to obtain library tickets is satisfactory identification. Otherwise you may use current tickets of other library authorities or pay a subscription. Adults may have up to 8 tickets, children (up to the age of 13) 2 tickets. The loan period for books is 4 weeks.

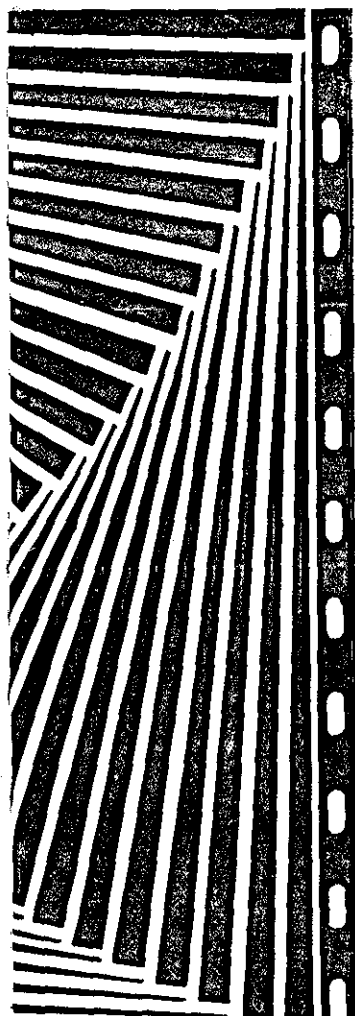
OVERDUE BOOKS AND RECORDS

There is a fine of 1p per day for books kept beyond the due date. For children the fine is 1p per day to a maximum of 5p. Senior Citizens who live in Manchester are exempt from fines and reservation charges.

SPECIAL SERVICES

If you are over 18 you may borrow 2 records or cassettes for a 4 week period on payment of an annual subscription of £1.00 for residents of Manchester and £3.00 for non-residents. Sets of colour slides may be borrowed free of charge.

Framed prints from the Picture Loan Collection may be borrowed for a period of 3 months by anyone who has current Manchester tickets. This service is free of charge.



audio



visual





Youngsters tune in to the big time

THESE two youngsters tuned into a big event yesterday.

They listened with Arts Minister Hugh Jenkins to a record at the new Precinct Centre Library in Oxford Road, Manchester.

And five-year-olds Joanna Roscoe and Siobahn from Hulme, look as if they were impressed.

Mr Jenkins joined the children after he officially opened the "town and gown" library.

The library, which cost more than £260,000, is designed to serve both the local population, including 23 schools in the area, and

staff and students at the university.

It has £100,000 worth of stock, not just books, but records, cassettes, slides and pictures, which can all be borrowed.

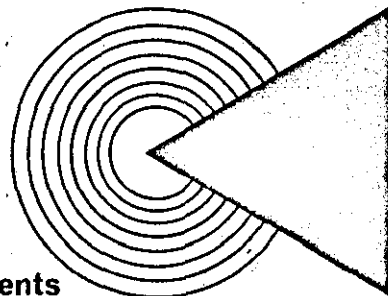
Opening the library, Mr Jenkins praised the city for its contribution to the arts.

"Manchester has always been a leading library authority, and quite clearly intends to stay that way," he said after inspecting the new building.

The Lord Mayor, Dame Kathleen Ollerenshaw said the library was the culmination of a dream of many far-seeing people devoted to the cause of culture and education and learning in the city. And she paid special tribute to Mr David Colley, the director of cultural services in the city, who died earlier this year, before seeing the completion of the scheme in which he had been keenly interested.

UNIVERSITY OF MANCHESTER this week

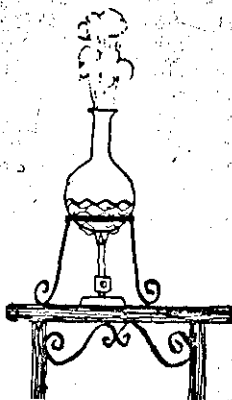
views/news/events



3:30
Monday, 23rd June 1975

Great Gas

The University's gas supply is being changed from Town to Natural gas. In University buildings in Fallowfield and Victoria Park the gas supply will be cut off between 8.00 a.m. and 12 noon on Monday 7th July, and on the Main Campus during the same period on Monday 21st July. All gas appliances in University buildings which cannot be converted will be replaced by the North West Gas Board by appliances which will burn natural gas. The magnitude of this operation can be gauged by the fact that some 5,000 Bunsen burners will have to be exchanged by the N.W.G.B.



The refectory will be affected in the week beginning 21st July, and there may be some restriction in services or a larger variety of cold meals until the work is completed. Daily information will be posted on the Concourse noticeboard.

PRECINCT CENTRE LIBRARY

The latest of the City's large district libraries is to open on the 23rd June. The main entrance will be on the walkway level and opening hours will be 9.00 a.m. - 9.00 p.m. Monday to Friday and until 5.00 p.m. on Saturday.

Amongst the services are to be an audio-visual stock of some 5,000 records and 1,000 cassettes, a picture loan collection and an information

library containing newspapers, periodicals and some 3,000 volumes of quick reference material. The lending library will have 40,000 volumes, although text books will not be included. Membership is free if you live, work or study in Manchester, and tickets (maximum eight) can be obtained with "satisfactory identification". Current tickets of other library authorities are also valid.

OUT SOON

.... "Manchester University-a Prospectus by Students". This is the second edition of the alternative prospectus and has been expanded to include UMIST. Available from the Education Office at the Union, it costs 60p. (25p. to students).

The prospectus is circulated to every Secondary school and College in Britain, and contains general information on the University, student life, accommodation etc., as well as a department by department assessment of teaching facilities and staff/student relationships.

WOVEN GARDENS

Joan Allgrove, Keeper of Textiles at the Whitworth Gallery, was carpet advisor for the programme "The Woven Garden", one of David Attenborough's "Tribal Eye" T.V. series, which will be broadcast on B.B.C. 2. on Tuesday evening June 24th, and repeated on Saturday, June 28th.

She travelled with the unit which filmed the Autumn migration of the Qashqai tribe of Iran in 1974, and the filming of old carpets for the programme was carried out at the Gallery, using items from the Whitworth's collections.

Plans for an exhibition next spring showing carpets and other aspects of the life of this tribe are being made at the Gallery.

APPENDIX FOUR**THE CODING SHEET**

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	crime	fant	relig	lang	home	music
	adven	school	socio	scien	busin.	sport
	s.f.	comedy	polit	engin	drag.	lit.
	hist	gen.	econ	anim.	art	other.

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