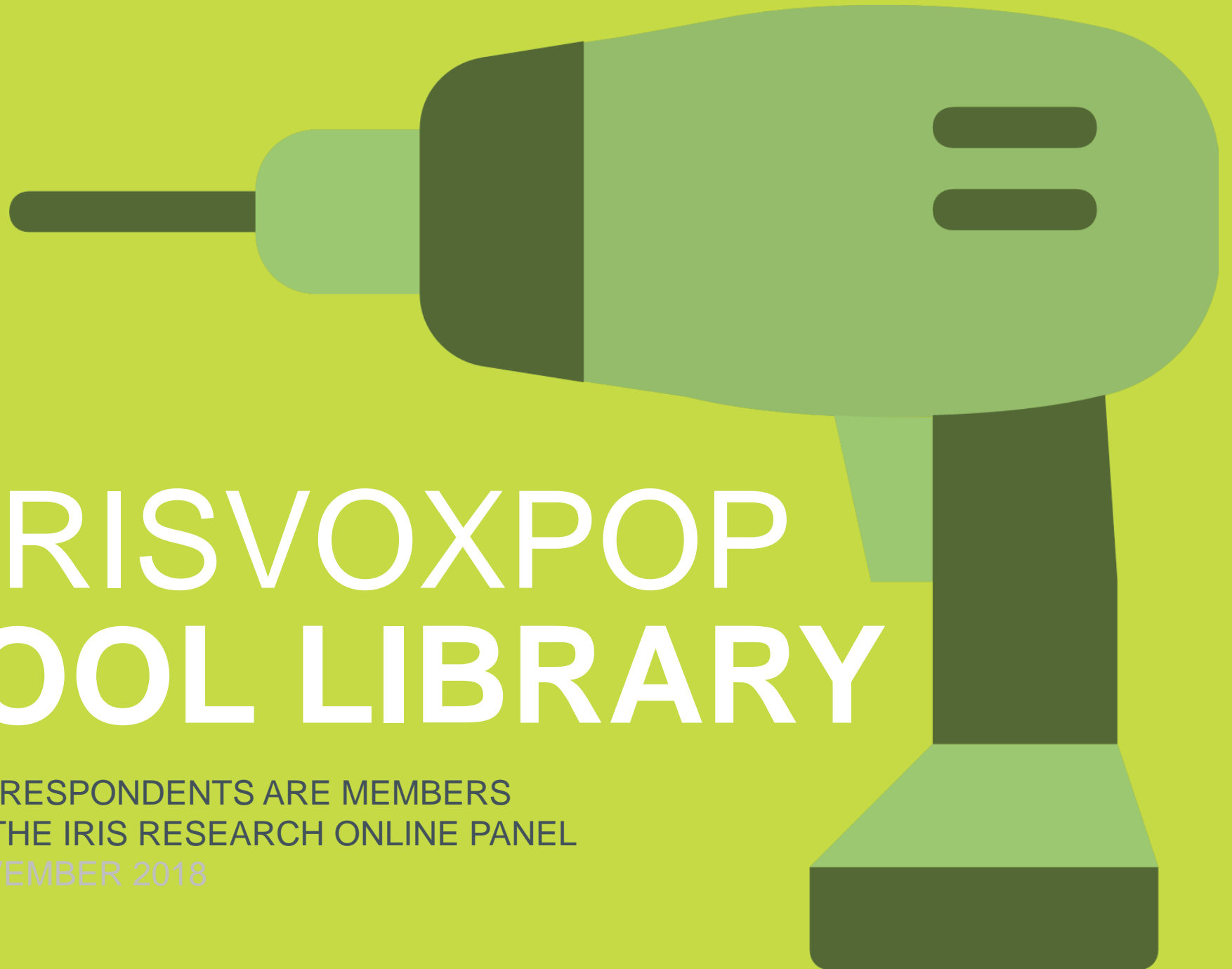




#IRISVOXPOP TOOL LIBRARY

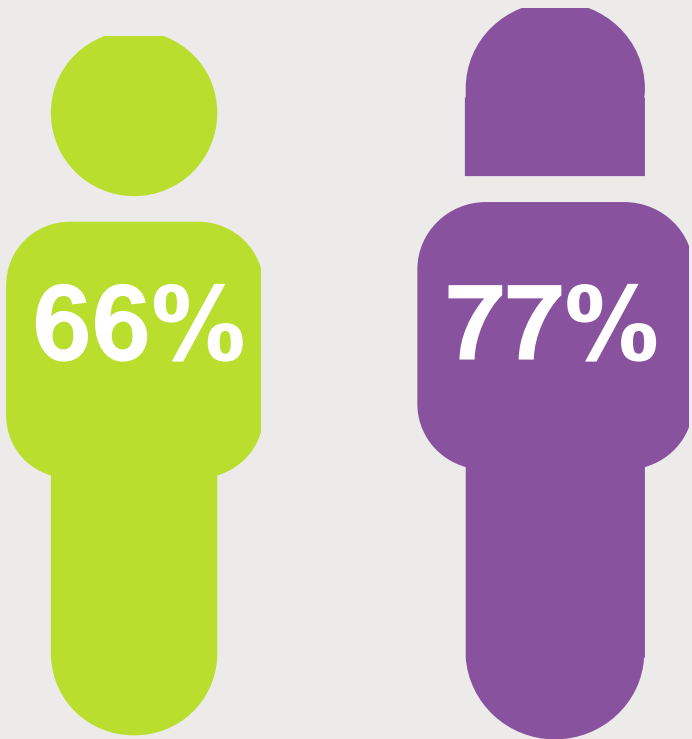
ALL RESPONDENTS ARE MEMBERS
OF THE IRIS RESEARCH ONLINE PANEL
NOVEMBER 2018



72% OF RESPONDENTS WOULD CONSIDER USING A TOOL LIBRARY



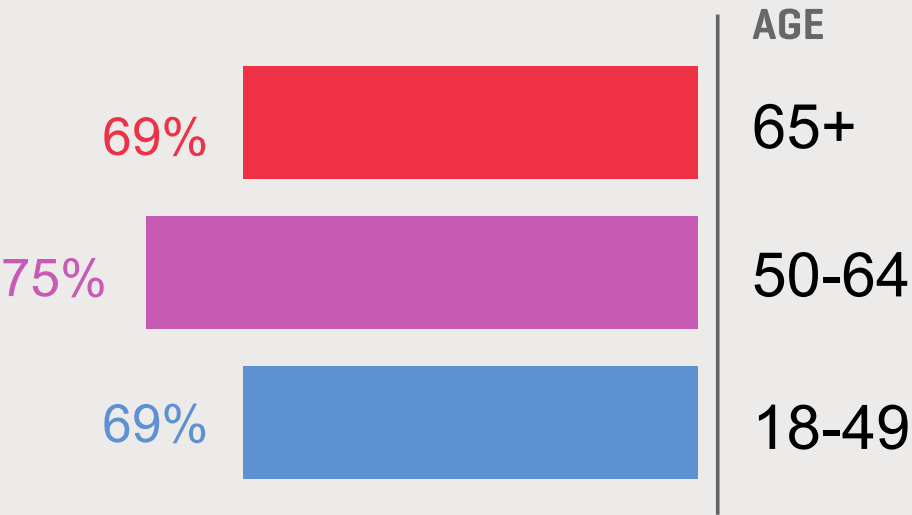
SUPPORT BY GENDER



There is strong support for a Tool Library across all genders and age groups. Support is strongest among female respondents and those in the 50 to 64 years age group.

IRIS RESEARCH

SUPPORT BY AGE GROUP



Base: All respondents (n=166)

POTENTIAL USAGE IS HIGH AMONG ALL LOCAL GOVERNMENT AREAS IN THE ILLAWARRA.



83%

WINGECARRIBEE

SHOALHAVEN

60%

KIAMA

60%

SHELLHARBOUR

85%

WOLLONGONG

71%

Potential usage is highest in Shellharbour (85%) and Wingecarribee (83%).

Base: All respondents (n=166)

HOW WOULD YOU USE THIS SERVICE?



BORROW



F

84%

M

82%

LEARN



F

70%

M

64%

DONATE



F

45%

M

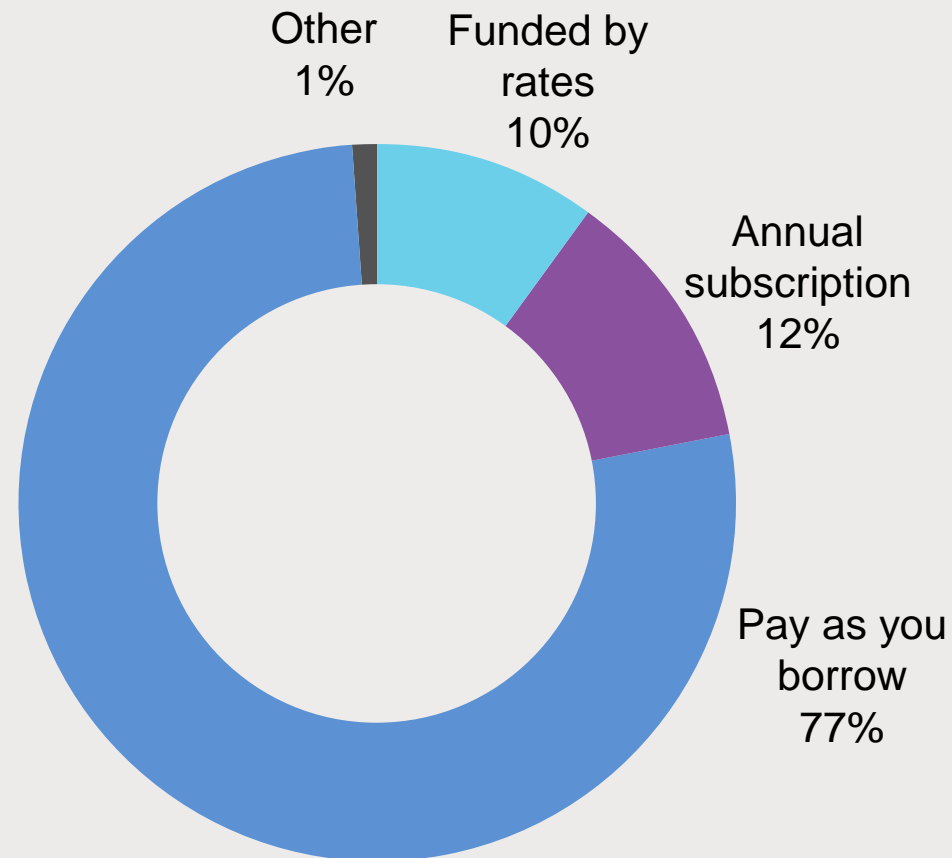
52%

The main potential use of the Tool Library among both male and female respondents is to borrow tools (83%). Potential users would also use the Tool Library as an opportunity to learn how to use tools (67%) and donate tools (48%). Several residents also indicated they would be willing to volunteer as a tool user and maintenance instructor.

OF THOSE WHO WOULD USE A TOOL LIBRARY, 69% WOULD PAY FOR THE SERVICE.



WHAT WOULD BE YOUR PREFERRED METHOD OF PAYING FOR THIS SERVICE?

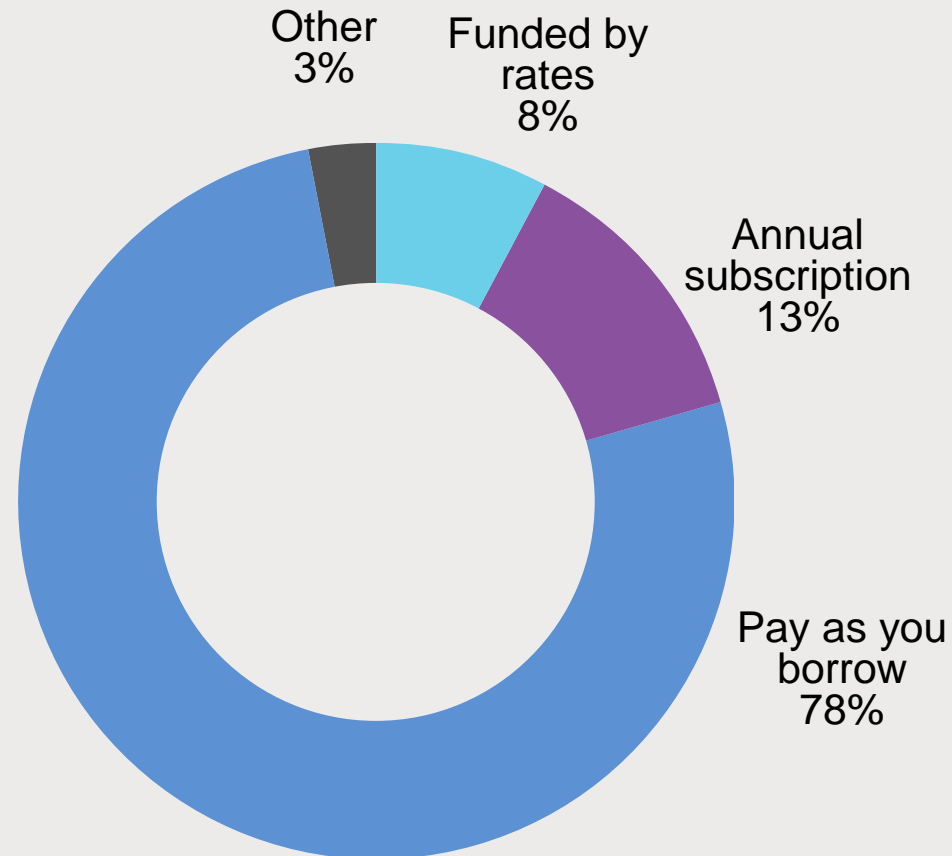


The most preferred method of paying for the Tool Library is paying as you borrow (77%).

OF THOSE WHO WOULD NOT USE A TOOL LIBRARY, 85% SUPPORT THE IDEA OF ONE OPERATING IN THE ILLAWARRA.



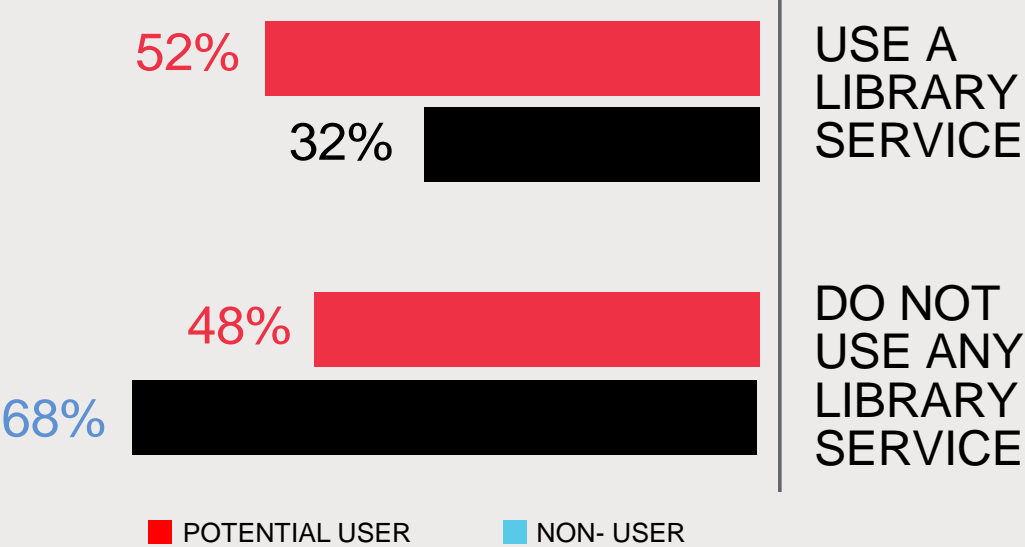
HOW SHOULD THIS SERVICE BE FUNDED?



Of the respondents who would not use the service but support the idea, 78% believe it should be funded on a pay as you borrow basis.

Base: Would not use but support the idea (n=40)

48% OF RESPONDENTS WHO WOULD USE A TOOL LIBRARY DO NOT CURRENTLY USE ANY SERVICE PROVIDED BY A PUBLIC LIBRARY IN THE ILLAWARRA

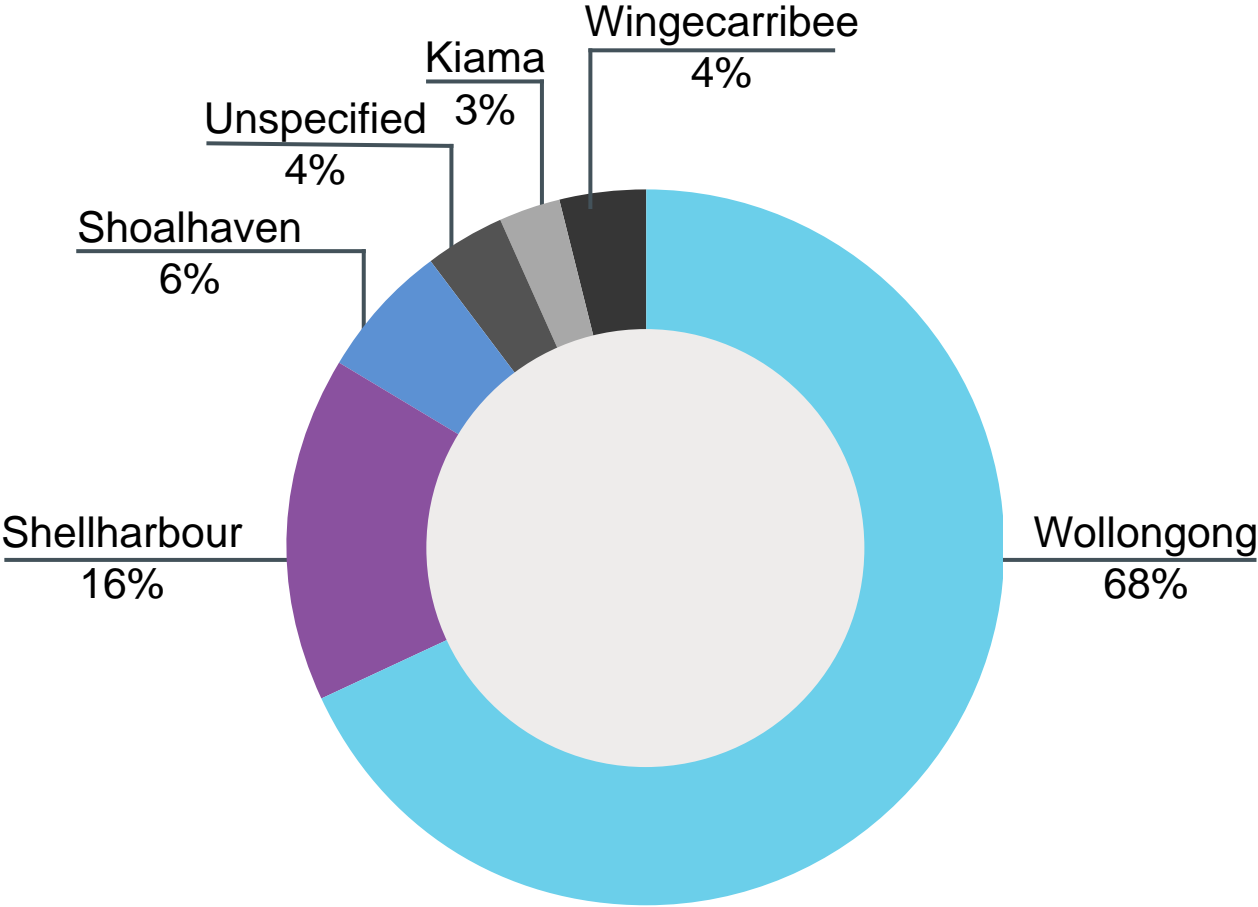


Almost half of those who would use a Tool Library do not currently use any library service in the Illawarra. A Tool Library is a potential method of engaging these residents with their local library.

| GENDER | % | # |
|-------------------|------|----|
| Male | 46% | 76 |
| Female | 54% | 90 |
| Age | % | # |
| 18 to 49 | 22% | 36 |
| 50 to 64 | 39% | 65 |
| 65 plus | 39% | 64 |
| EMPLOYMENT STATUS | % | # |
| Working full time | 36% | 59 |
| Working part time | 11% | 19 |
| Working casually | 4% | 6 |
| Self-employed | 2% | 4 |
| Unemployed | 2% | 3 |
| Retired | 42% | 69 |
| Student | 0.6% | 1 |
| Home duties | 2% | 3 |
| Other | 1% | 2 |

RESPONDENT
DEMOGRAPHICS

RESPONDENTS
BY LGA



Base: All respondents (n=166)



**BETTER
BUSINESS
INTELLIGENCE**