

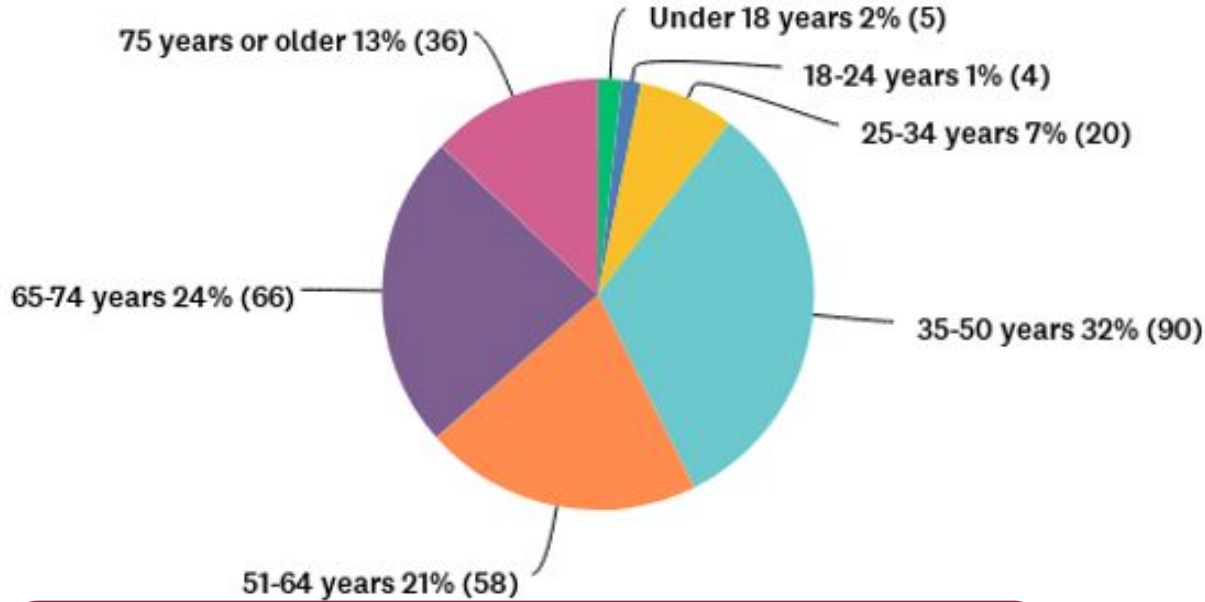


CONANT PUBLIC LIBRARY
COMMUNITY SURVEY 2022 - RESULTS REPORT
Conducted 2/8/22 – 2/22/22

COMMUNITY SURVEY 2022 - RESULTS OVERVIEW

- **Response Goal: 200 || Stretch Goal: 250 || # Responses Received: 282**
 - **+/- Goal: +82 (+41%) || +/- Stretch Goal: +32 (+15%)**
- **Web-Based Responses: 198 (70%) || Hardcopy Responses: 84 (30%)**
- **Estimated Completion Rate: 74% || Actual Completion Rate: 89%**
 - **+/- Completion Rate: +15%**
- **Estimated Time to Complete: 8 mins || Average Time to Complete: 5 mins 15 secs**
 - **+/- Estimated Time to Complete: -2 mins 45 secs**

Q1: What is your age? (R279)



OBSERVATIONS

- 57% of respondents are 51+ years. (R160)
- 32% of respondents are 35-50 years old, the largest single age group. (R90)

CHOICES

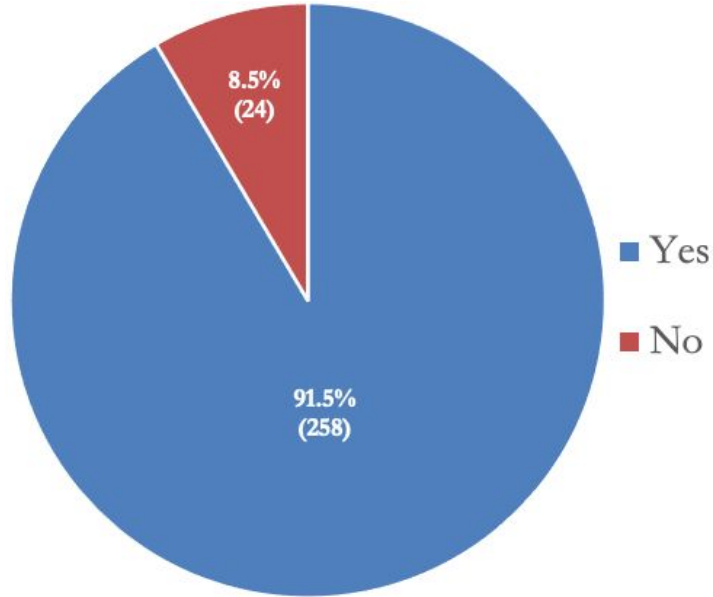
	%	#
Under 18 years	1.8%	5
18-24 years	1.4%	4
25-34 years	7.2%	20
35-50 years	32.3%	90
51-64 years	20.8%	58
65-74 years	23.7%	66
75 years or older	12.9%	36

57%

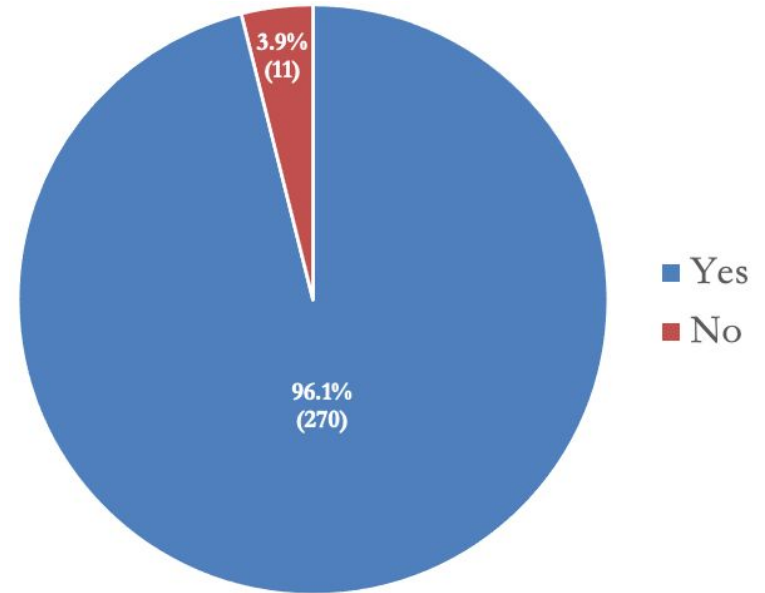


Questions 2 and 3: About the Respondents

Q2: Are you a Sterling resident? (R282)



Q3: Do you have a library card? (R281)



OBSERVATIONS

- A significant majority (**92%**) of respondents are Sterling residents. (R258)
- A significant majority (**96%**) of respondents have a library card. (R270)

Q4: Please indicate if children currently reside in your household OR if you bring children to visit the Library (e.g., grandchildren). Please check all ages that apply. Please check all that apply. (R276)

CHOICES	%	#
N/A - I Don't Bring Children to the Library.	52.5%	145
0-4 years	15.2%	42
5-10 years	25.7%	71
11-14 years	19.9%	55
15-17 years	11.2%	31

→ 31%

OBSERVATIONS

- **47.5%** of respondents have at least one (1) child either residing in their household or who visit the Library with them. (R131)
- **26%** of children are **5-10 years old**—the largest children’s age group. (R71)
- **31%** of children being brought to CPL are **11-17 years old** (“Tweens”/Teens). (R86)

Q5: Please select up to three (3) of the following current and potential new Library CHILDREN'S PROGRAMS that are most interesting and/or important to you and your family. (R128)

CHOICES	%	#
STEM Programs (science, technology, engineering, & math)	54.7%	70
Arts & Crafts	50.8%	65
Nature & Environment	27.3%	35
Book Clubs	26.6%	34
Storytimes & Kindergarten Readiness	26.6%	34
Music	25.0%	32
Creative Writing/Drama	19.5%	25
Gaming	16.4%	21
Body & Mind (yoga/movement, wellness)	9.4%	12
Homeschool Programs	7.8%	10
N/A – Not Interested in Library Programs for Children	7.0%	9

OBSERVATIONS

- >50% of respondents rate **STEM Programs (55%) and Arts & Crafts (51%)** as the **MOST** interesting/important children's programs.
- **Homeschool Programs (8%) and Body & Mind Programs (9%)** are the **LEAST** interesting/important children's programs.

Q6: Please select up to three (3) of the following current and potential new Library ADULT PROGRAMS that are most interesting and/or important to you and your family. (R277)

CHOICES	%	#
Lectures/Classes	44.4%	123
Community Events	36.5%	101
Craft Classes	34.3%	95
Body & Mind (yoga/movement, wellness)	34.3%	95
Cooking/Food Programs	32.9%	91
Book Clubs	27.1%	75
N/A – Not Interested in Library Programs for Adults	18.1%	50

OBSERVATION

Lectures/Classes are 7.9% more interesting/important than the next most popular choice (**Community Events**) and 17% more interesting/important than the least popular choice (**Book Clubs**). (R123)

Q7: Please select up to three (3) of the following current Library COLLECTIONS that are most interesting and/or important to you and your family. (R275)

CHOICES	%	#	
Fiction/Nonfiction Reading	83.3%	229	→ Tier 1 – Most Popular
Downloadable Books & Audiobooks (Overdrive/Libby)	40.7%	112	→ Tier 2
Movies & TV Series (Blu-Ray, DVDs)	40.4%	111	
Audiobooks	22.2%	61	→ Tier 3
Genealogy Databases (Ancestry)	22.2%	61	
Non-Traditional Items (telescope)	15.6%	43	→ Tier 4 – Least Popular
Periodicals (newspapers, magazines)	14.9%	41	
N/A – Not Interested in Library Collections	1.5%	4	

OBSERVATIONS

- **Fiction/Nonfiction Reading** materials are **2x** more interesting/important than the next most interesting/important collections materials. (R229)
- **Periodicals (15%) and Non-Traditional Items (16%)** are the **LEAST** interesting/important Library collections materials.

Q8: Please select up to three (3) of the following current Library SERVICES that are most interesting and/or important to you and your family. (R275)

CHOICES	%	#	
Discounted Museum Passes	69.8%	192	→ Tier 1 – Most Popular
Online Access to Your Account & Library Catalog	65.5%	180	
Help From a Librarian (email, in-person, telephone)	48.0%	132	→ Tier 2
Programs	36.7%	101	
Business Services (printing, copying, digitization, faxing, scanning)	17.8%	49	→ Tier 3 – Least Popular
Access to Public Wi-Fi/Library Computers	13.8%	38	
N/A – Not Interested in Library Services	2.6%	7	

2 MOST POPULAR SERVICES

1. Museum Passes 70%
2. Online Access to Your Account & Library Catalog 66%

2 LEAST POPULAR SERVICES

1. Access to Public Wi-Fi/Computers 14%
2. Business Services 18%

Q9: Please rate the Library staff on the following qualities:. (R273)

	Very Poor		Below Average		Average		Above Average		Excellent		Weighted Average
	%	#	%	#	%	#	%	#	%	#	
Helpfulness	0.0%	0	0.4%	1	2.4%	6	12.2%	31	85.0%	216	4.82
Friendliness	0.0%	0	0.0%	0	2.7%	7	15.4%	40	81.9%	213	4.79
Availability	0.0%	0	0.4%	1	4.7%	12	13.8%	35	81.1%	206	4.76
Child-Friendliness	0.0%	0	0.0%	0	4.1%	7	16.4%	28	79.5%	136	4.75
Knowledge	0.0%	0	0.0%	0	3.6%	9	18.1%	45	78.3%	195	4.75

The two **highest** rated staff qualities were **Helpfulness** and **Friendliness**.

OBSERVATIONS

- Excluding **Don't Know** responses, **ALL** staff qualities are rated **Above Average** or **Excellent** by **at least 95%** of respondents.
- None of the staff's qualities received **Poor** ratings.
- Only **Helpfulness** and **Availability** received **Below Average** ratings, but each received only 1.

	Very Poor		Below Average		Average		Above Average		Excellent		Don't Know		Weighted Average
	%	#	%	#	%	#	%	#	%	#	%	#	
Helpfulness	0.0%	0	0.4%	1	2.2%	6	11.4%	31	79.4%	216	6.6%	18	4.82
Friendliness	0.0%	0	0.0%	0	2.6%	7	14.7%	40	78.0%	213	4.8%	13	4.79
Availability	0.0%	0	0.4%	1	4.4%	12	12.9%	35	75.7%	206	6.6%	18	4.76
Child-Friendliness	0.0%	0	0.0%	0	2.7%	7	10.7%	28	51.7%	136	35.0%	92	4.75
Knowledge	0.0%	0	0.0%	0	3.3%	9	16.5%	45	71.4%	195	8.8%	24	4.75

Questions 10 and 11: Library Visits

Q10: How often do you visit the Conant Library? (R270)

CHOICES	%	#
Daily	1.1%	3
Weekly	52.6%	142
Monthly	30.7%	83
Rarely	14.1%	38
Never	1.5%	4

OBSERVATIONS

- 84% Visit the Library **at least Monthly**. (R228)
- Most respondents (53%) visit **Weekly**. (R142)

Q11: Why don't you visit the Library? Please select all the reason(s) why. (R4)

CHOICES	%	#
OTHER (please be specific)	75.0%	3
Programs/Services Don't Interest Me	25.0%	1
Library is Too Far from My Home	0.0%	0
I'm Not Comfortable at the Library	0.0%	0
Inadequate Collections (can't find books/materials that interest me)	0.0%	0
I have Mobility Challenges (difficulty walking/driving, vision problems)	0.0%	0
I Prefer to Buy the Materials I Want or Need	0.0%	0
It's Difficult to Find Parking	0.0%	0

“OTHER” RESPONSES

- *“Get books online via Kindle”*
- *“I am new to town and plan on visiting soon.”*
- *“Scientific research is my day job, most needed materials are online journals I get through school or work.”*

Questions 12 and 13: Facility Status and Space Improvements (Page 1 of 2)

Q12: If you had to describe the Library's facility (building and grounds), would you say it...? (R272)

CHOICES	%	#
Is FINE as It Is	67.7%	184
Needs SOME Improvement	27.6%	75
Needs A LOT of Improvement	3.3%	9
I Have Never Visited the Library	1.5%	4

OBSERVATIONS

- A majority of respondents (68%) believe the Library is fine as it is. (R184)
- **Parking** is the **MOST** popular issue in need of improvement. It is rated almost **3x** higher than the 2nd most popular improvement choice, **Accessing the Building**. (R142)

Q13: To assist the Library in improving its space to meet current and future needs, please select up to three (3) issues that are most important to you. (R262)

CHOICES	%	#
Parking	67.2%	176
Accessing the Building	24.8%	65
Cleanliness	24.8%	65
OTHER (please be specific):	16.4%	43
Meeting Room Availability	15.7%	41
Acoustics/Noise Level	11.8%	31
Landscaping/Grounds	11.8%	31
Directional Signage	11.1%	29
Lighting	10.3%	27
Building Temperature	9.5%	25

Q13: To assist the Library in improving its space to meet current and future needs, please select up to three (3) issues that are most important to you. (Page 2 of 2) (R262)

“OTHER” SPACE IMPROVEMENT IDEAS

- **Interior (x12)**

- **Accessibility & Safety Enhancements (x3):** Easier access to lower shelves (holding DVDs & books) for Senior Citizens. | | Lift and elevator need work for people with disabilities | | Safety
- **Atmosphere Improvements (x3):** Making it a nice physical space to be in | | Sensory Safe Environments for Neurodiverse Children | | Becoming a sensory-sensitive space by removing all florescent lighting.
- **New/More Space (x2):** Greater capacity for music collections | | Study space for adults
- **Misc. (x4):** More children's toys | | Humidity ? Sometimes clammy 🙄 | | General Upkeep | | Wifi in the basement

- **Exterior (x3)**

- **Add Furniture (x2):** Benches outside | | ...a place to sit and read outside with kids
- **Misc. (x1):** Definitely parking!!!

- **General Feedback (x18)**

- **Misc.:** No improvements needed (x14) | | the Building is small to serve the need | | In my opinion, having people be forced to use the green-painted section of the road, and relying upon the use of temporary barriers to make it more "safe" is ill-advised and dangerous! | | I miss the old driveway | | As a patron the building is fine. I would defer to the employees. What do they think should be improved

NOTE:

- # of items listed may exceed the # of responses because some people provided multiple ideas.
- N/A – Unrelated Comments (x11)

Q14: Please rank the following Library facility features (building and grounds) from the MOST (1) to LEAST (10) important to you. (R248)

FACILITY FEATURES	1 %	2 %	3 %	4 %	5 %	6 %	7 %	8 %	9 %	10 %	Score
Easy-to-Access Materials	28.1%	18.3%	14.0%	7.7%	6.8%	6.4%	8.1%	4.3%	3.8%	2.6%	7.4
Ample, Convenient Parking	28.1%	19.2%	14.5%	9.8%	4.3%	6.4%	3.4%	6.8%	3.8%	3.8%	7.4
Comfortable Seating Areas for Reading & Relaxing	5.6%	13.0%	12.6%	22.5%	11.7%	10.0%	11.3%	6.5%	3.5%	3.5%	6.3
Accessible Customer Service Desks	9.1%	13.4%	16.0%	8.6%	11.2%	14.2%	7.3%	9.1%	5.6%	5.6%	6.1
Children's Room	20.1%	11.2%	6.7%	10.7%	8.5%	7.6%	7.6%	8.9%	8.9%	9.8%	6.0
Space for Quiet Study & Focused Work	5.3%	6.2%	10.6%	11.1%	15.0%	18.1%	13.3%	4.4%	11.5%	4.4%	5.5
Teen Space	2.7%	8.2%	9.6%	8.2%	11.4%	5.9%	7.3%	15.9%	20.5%	10.5%	4.6
Space for Public Use Computers	2.2%	6.3%	4.9%	7.6%	8.9%	11.2%	13.4%	15.6%	16.5%	13.4%	4.3
Meeting Room	1.8%	4.5%	5.4%	7.2%	10.3%	9.9%	16.1%	12.1%	17.9%	14.8%	4.1
Outdoor Seating Areas	2.7%	4.5%	7.6%	5.8%	10.3%	8.5%	8.9%	14.3%	6.7%	30.8%	4.0

- **Easy-to-Access Materials** and **Ample, Convenient Parking** tied for being the **MOST** important facility features.

OBSERVATIONS

- **62%** of respondents ranked **Parking** in their top 3 vs. **60%** ranking **Easy-to-Access Materials** in their top 3.
- **Outdoor Seating Areas** was ranked **LEAST** important, but **15%** of respondents ranked it in their top 3.

Q15 How do you prefer to hear about Library collections, programs, and services? Please select up to three (3). (R252)

CHOICES	%	#
Library Website	59.1%	149
Library Emails	52.8%	133
Library Social Media (Facebook)	38.1%	96
Flyers in the Library	32.5%	82
Library Newsletter	28.6%	72
Local Newspapers	13.9%	35
Town Website	13.5%	34
Word-of-Mouth	10.3%	26
OTHER (please be specific):	4.4%	11
Digital Displays	4.0%	10
Local Cable TV	1.6%	4

“OTHER” RESPONSES

School Communications (x3): Elementary school emails || School newsletters (digital) || Houghton. Weekly emails are great reminders of upcoming activities

Misc. Other News Sources/Ideas

- "Bulletin Board" outside entrance to Library so it's up-to-date + available 24/7
- When I come to the library
- Nextdoor
- Email direct
- Social media may be helpful. It's how I found this survey.
- Senior newspaper
- Text message

NOTE: 1 “Unsure” comment

OBSERVATION

Library **digital** communication platforms (website, emails, social media) are the top 3 choices.

Q16-17: Focus Group Volunteers

- **Q16: If you're interested in participating in a virtual Library Focus Group, please indicate all the dates you are available. If you're not interested, please select N/A.**

- N/A – I'm not interested in participating in a Focus Group 89% (R219)
- Volunteers 11% (R27)
- 8-15 Volunteers per Focus Group Date

CHOICES

	%	#
N/A – I'm not interested in participating in a Focus Group	89.0%	219
3/7/22 (Monday) at 6:00 pm	6.1%	15
3/10/22 (Thursday) at 1:00 pm	3.3%	8
3/16/22 (Wednesday) at 6:00 pm	5.7%	14

- **Q17: You indicated you want to participate in a virtual Library Focus Group. Please provide your name, email address, and phone number below. We will confirm all participants and provide additional details by late February.**

- Contact Information provided by 28 Respondents
-

Q18: Please share any additional comments or suggestions you have for Conant Public Library and how it can improve over the next five years. (Page 1 of 4) (R96)

IDEA FOCUS AREAS

1. Program Ideas (x14)

- **Misc.:** Offer more children's programs (x5); school field trip to Library; program presenter volunteer; knitting; town history; local recreational lands; more adult programs; programs for neurodiverse community members; musical events; and more Lego club programs.

2. Facility Ideas (x10)

- **Misc.:** Inadequate/insufficient parking (x6); quiet work/study space; drive-thru drop off; improve Baker Room with whiteboard; and soundproof children's room.

3. Collections Ideas (x8)

- **Misc.:** Expand periodical offerings (e.g., New Yorker) (x3); board games for children (x2); increase non-fiction; more mysteries; and more adult hobby books.

4. Management and Operations Ideas (x7)

- **Misc.:** Expand hours (x4); reduce printing costs; second floor staff coverage; and have a suggestion box.
-

Q18: Please share any additional comments or suggestions you have for Conant Public Library and how it can improve over the next five years. (Page 2 of 4) (R96)

IDEA FOCUS AREAS (cont.)

5. Technology Ideas (x6)

- **Misc.:** Increase ILL offerings/accessibility (x3); subscribe to Kanopy and hoopla; offer classes/instruction/support; and get into metaverse.

6. Marketing Ideas (x5)

- **Misc.:** Offer a community bulletin board; offer/promote an email newsletter; promote old/classic books; conduct a children's survey; expand social media presence (e.g., Instagram)

7. Services Ideas (x3)

- **Misc.:** Expand Museum Pass program (x2) and offer a Mini Free Library outside the Library.
-

Q18: Please share any additional comments or suggestions you have for Conant Public Library and how it can improve over the next five years. (Page 3 of 4) (R96)

COMMENTS/FEEDBACK BY FOCUS AREA

- **Staff Feedback (x23):** Numerous compliments regarding service provided during pandemic

 - **Programs Feedback (x5):**
 - Positive children's programs (x4)
 - "I like it when you hold evening classes/lectures at the senior center facilities."

 - **Technology Feedback (x3)**
 - "No one has a crystal ball- As the town grows and evolves there is always room for improvement. The Conant is a vital community asset to all- especially reaching out to children and young adults with various techno change. Keeping current is a must."
 - "Using a lot of e-books because of Covid. I'm not that old and I am familiar with computers- but I found Libby a bit confusing to start with. Guess I'm old enough to hate change!"
 - "Being able to order books from other libraries using the library website has been a great convenience"

 - **Collections Feedback (x2)**
 - "I like the new releases section hoping my favorite authors have a new book. I also take advantage of movies = old TV shows."
 - "On current affairs I've noticed the collection of books leans toward a liberal view and other views are less visible or available from other libraries"
-

Q18: Please share any additional comments or suggestions you have for Conant Public Library and how it can improve over the next five years. (Page 4 of 4) (R96)

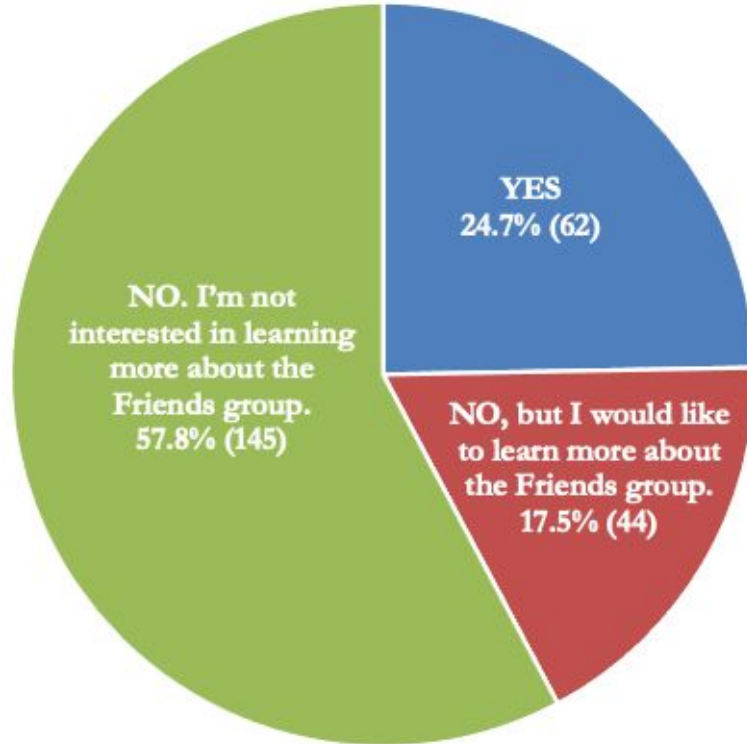
COMMENTS/FEEDBACK BY FOCUS AREA (cont.)

- **Facility Feedback:** “The Library is always clean, neat and orderly. One can see that it is kept up.”
- **Marketing Feedback:** “I frequently come in for say only a movie but the book displays are always inviting so almost always end up with a book I hadn't counted on.”
- **Misc. Positive Feedback (x25)**
 - EX: I love the library, Keep up the good work, etc.
- **Misc. Comments (x5)**
 - **Misc.:** Anti-mask feedback (x3), political neutrality, COVID concerns impacting library visits

NOTE: 96 responses yielded 53 ideas and 66 comments. See the supplemental raw data SurveyMonkey exports for details.

Q19 and Q20: Friends of Conant Public Library Questions

Q19: Are you currently a member of the Friends? (R251)



Q20: To learn more about the Friends or to join the group, please provide your name, email address, and phone number below.

42 respondents provided their contact information.