BIGELOW FREE PUBLIC LIBRARY

# COMMUNITY SURVEY 2022

RESULTS HIGHLIGHTS REPORT – PART 1

QUESTIONS #1 - 13

Conducted 11/1/22 – 12/5/22

COMMUNITY SURVEY 2022 – PERFORMANCE OVERVIEW

- **Response Goal:** 200 || **# Responses Received:** 190
  - **+/- Goal:** -10 (-5%) || **% Population:** 1.2% (15,381 in 2020; **NOTE:** Includes < 18 years old)

- **Web-Based Responses:** 189 (99.5%) || **Hardcopy Responses:** 1 (.5%)

- **Foreign Language Versions:** 2 (Hardcopy in Portuguese and Spanish)
  - **Foreign Language Responses Received:** Spanish = 1 (.5%)

- **Estimated Completion Rate:** 74% || **Actual Completion Rate:** 76%
  - **+/- Completion Rate:** +2%

- **Estimated Time to Complete:** 7 mins || **Average Time to Complete:** 7 mins 45 secs
  - **+/- Estimated Time to Complete:** +0 mins 45 secs

Q1 and Q2: Respondent Age and Teen Advisory Board Interest

Q1: What is your age? (R190)
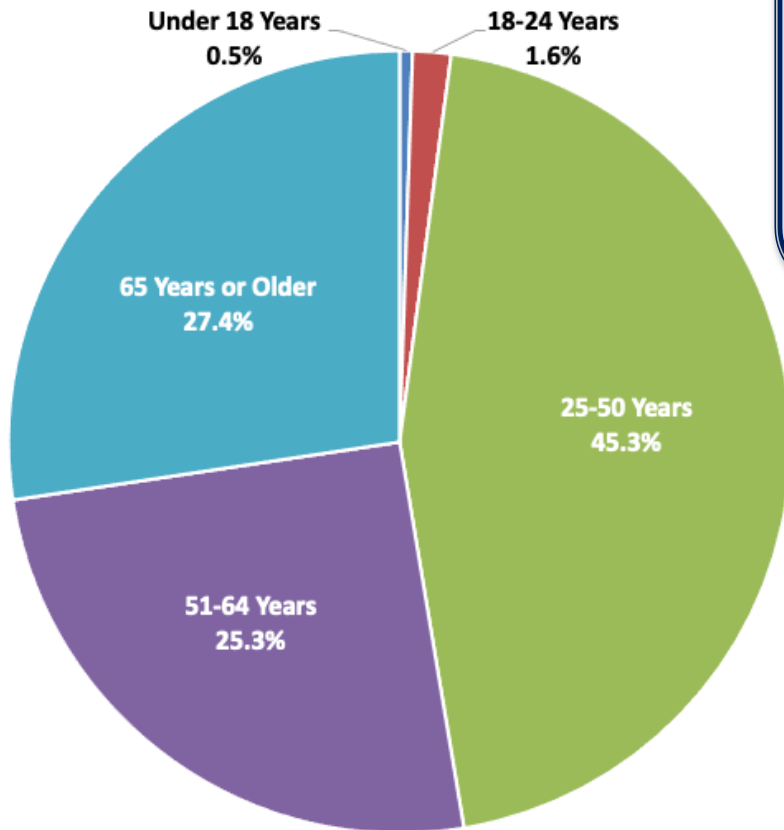
OBSERVATIONS

- **53%** are ≥51 years old. (R100)
- **45%** are 25-50 years old, the largest single age group in the # of years covered (**25**) and # of respondents (**86**).

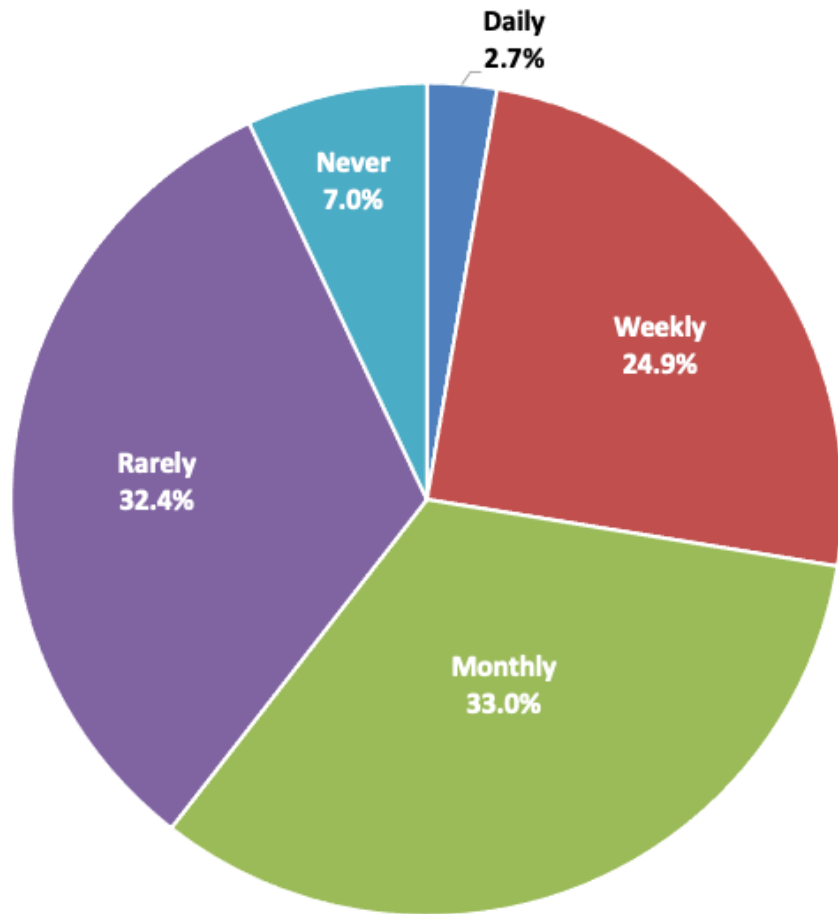| CHOICES	%	#
Under 18 Years	0.5%	1
18-24 Years	1.6%	3
25-50 Years	45.3%	86
51-64 Years	25.3%	48
65 Years or Older	27.4%	52

53% ←

Q2: The Library plans to establish a Teen Advisory Board (TAB) to provide input regarding ways it can better serve local teens. If you are interested in learning more about this opportunity, please provide your name, email address, and phone number below. (R1)

1 respondent provided their contact information

NOTE: Q2 was presented to the Q1 respondent who is under 18 years old. After completing Q2, they exited the survey.

Q3: On average, how often do you visit the Library or use its services? (R185)

CHOICES	%	#
Daily	2.7%	5
Weekly	24.9%	46
Monthly	33.0%	61
Rarely	32.4%	60
Never	7.0%	13

61% ←

OBSERVATIONS

- **61%** visit BFPL or use its services **at least** **MONTHLY**. (R112)
- **7% NEVER** visit BFPL or use its services. (R13)

Q4: I don't visit the Library or use its services because... Please select all that apply. (R11)

CHOICES	%	#	
Don't Need It – I Access the Internet Elsewhere and/or Use e-Readers	63.6%	7	→ Tier 1
Don't Need It – I Buy My Books, Movies, and Music	36.4%	4	
Materials/Services/Programs Don't Interest Me	36.4%	4	→ Tier 2
OTHER	27.3%	3	
I Use Another Public Library	9.1%	1	→ Tier 3
Inconvenient Hours	9.1%	1	
I Don't Feel Welcome	0.0%	0	
Insufficient Parking	0.0%	0	

OBSERVATIONS

- **Don't Need It** and **…Don't Interest Me** reasons are the top 3 reasons they don't visit the Library or use its services.

- While Parking is cited as the #1 desired facility space enhancement in Q17, Insufficient Parking is not cited as a reason respondents never visit or use BFPL.

OTHER REASONS (3)

- Lack of Time/Too Busy to Read

- Inadequate Onsite and Consortium Collections ("…academic research often requires out-of-system monographs")

- Previously Inconvenient Location ("Never had a library convenient for me; now I can walk there!")

NOTE: This question was presented to Q3 respondents who indicated they **NEVER** visit the Library or use its services.

Q5: Which days and times are most convenient for you to visit the Library? Please select all that apply. (R172)

| DAY	Morning (9 am-1 pm) %	Morning (9 am-1 pm) #	Afternoon (1-5 pm) %	Afternoon (1-5 pm) #	Evening (5-8 pm) %	Evening (5-8 pm) #	Total
Sunday	47.9%	46	75.0%	72	33.3%	32	96
Monday	28.0%	35	51.2%	64	52.0%	65	125
Tuesday	33.8%	47	50.4%	70	46.0%	64	139
Wednesday	31.2%	44	51.8%	73	49.7%	70	141
Thursday	31.0%	44	51.4%	73	50.7%	72	142
Friday	37.0%	51	56.5%	78	42.8%	59	138
Saturday	73.7%	101	59.9%	82	26.3%	36	137

3 MOST CONVENIENT DAYS AND TIMES

1. Saturday Mornings - **101**
2. Saturday Afternoons - **82**
3. Friday Afternoons - **78**

3 LEAST CONVENIENT DAYS AND TIMES

1. Sunday Evenings - **32**
2. Monday Mornings - **35**
3. Saturday Evenings - **36**

Q6: Please indicate if children currently reside in your household OR if you bring children to visit the Library (e.g., grandchildren). Please check all that apply. (R172)
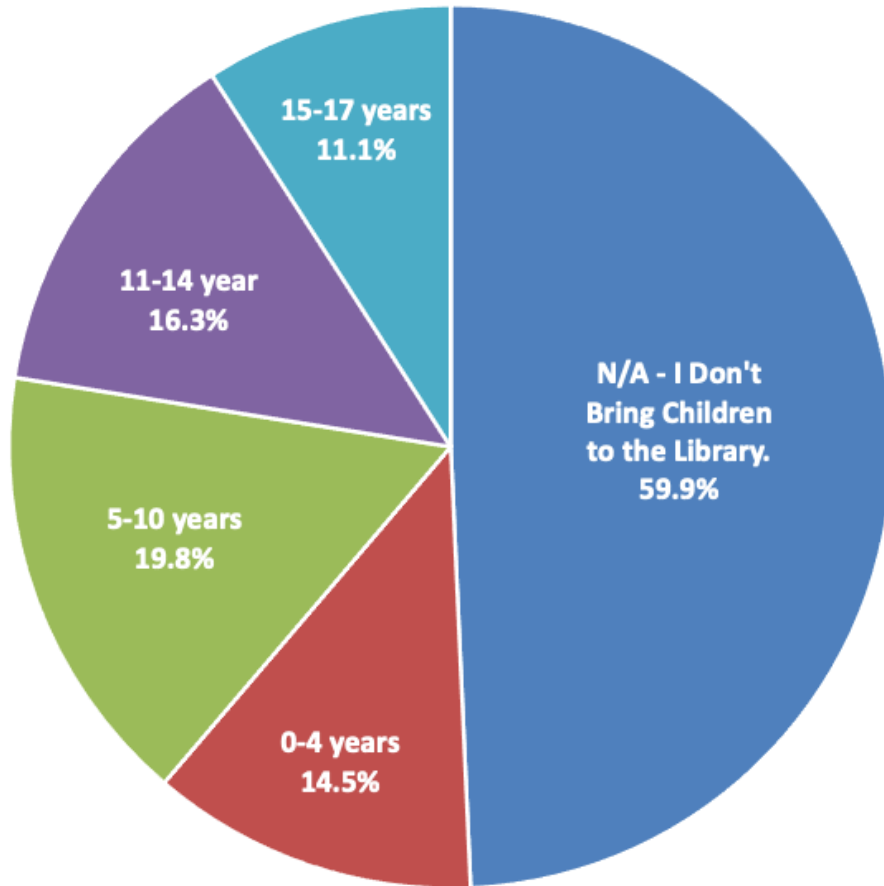
CHOICES	%	#
N/A - I Don't Bring Children to the Library.	59.9%	103
0-4 years	14.5%	25
5-10 years	19.8%	34
11-14 year	16.3%	28
15-17 years	11.1%	19

OBSERVATIONS

- **40%** have **at least** 1 child either residing in their household or who they bring to visit the Library. (R369)
- **20%** of the children are **5-10 years old**—the largest children's age group. (R34)
- **27%** of the children are **11-17 years old** (tweens/teens). (R47)

Q7: Please select up to five (5) of the following current and potential new Library PROGRAMS for young children and teens that are most interesting or important to you and your family. (R69)

CHOICES	%	#
Lifelong Learning Skills	55.1%	38
STEM/STEAM	55.1%	38
Grab & Go Kits	53.6%	37
Summer Reading	50.7%	35
Storytelling/Story Time Programs	43.5%	30
Musical Programming	42.0%	29
Passive Programming (coloring, activity sheets, etc.)	31.9%	22
Multicultural Programs for All Ages	30.4%	21
Anime/Manga	15.9%	11
N/A - Not Interested in Library Programs for Young Children/Teens	2.9%	2

→ Tier 1
→ Tier 2
→ Tier 3

3 MOST POPULAR CHILDREN'S PROGRAMS

1. **TIE:** Lifelong Learning Skills **AND** STEM/STEAM - **55%**
2. Grab & Go Kits - **54%**
3. Summer Reading - **51%**

3 LEAST POPULAR CHILDREN'S PROGRAMS

1. Anime/Manga - **16%**
2. Multicultural Programs for All Ages - **30%**
3. Passive Programming - **32%**

NOTE: This question was presented to Q6 respondents who indicated they have a child in their household or that they bring a child to visit the BFPL.

Q8: Please select up to three (3) of the following current and potential new Library PROGRAMS for adults that interest you the most. (R169)

CHOICES	%	#
Arts & Entertainment (arts & crafts, concerts/music, movies, trivia)	63.3%	107
Literature (author visits, book talks)	39.6%	67
Health (yoga, dance instruction, meditation, cooking demo)	37.9%	64
Environment & Nature (farming, homesteading, gardening, sustainability)	33.7%	57
Life Skills (business, career, & finance)	23.7%	40
History Portrayals/Drama Performances	21.3%	36
Current Events (local, domestic, foreign, social issues)	19.5%	33
Technology Instruction	15.4%	26
N/A – Not Interested in Library Programs for Adults	6.5%	11

→ Tier 1
→ Tier 2
→ Tier 3

3 MOST POPULAR ADULT PROGRAMS

1. Arts and Entertainment - **63%**
2. Literature - **40%**
3. Health - **38%**

3 LEAST POPULAR ADULT PROGRAMS

1. Technology Instruction - **15%**
2. Current Events - **20%**
3. History Portrayals/Drama Performances - **21%**

Q9: How do you and your family prefer to participate in Library programs for the following age groups? (R168)

AGE GROUPS	In-Person %	#	Virtual %	#	Both (in-person & virtual) %	#	Self-Directed at Home (e.g., Grab & Go Kits) %	#	N/A - We Don't Attend %	#	Weighted Average
Children 0-2 years	19.1%	32	0.6%	1	5.4%	9	2.4%	4	72.6%	122	1.67
Children 3-7 years	19.1%	32	1.2%	2	6.0%	10	3.6%	6	70.2%	118	1.80
Children 8-11 years	19.6%	33	0.6%	1	9.5%	16	1.2%	2	69.1%	116	1.75
Children 12-16 years	16.7%	28	1.2%	2	10.7%	18	2.4%	4	69.1%	116	1.96
Adults (16+ years)	33.3%	56	4.2%	7	33.9%	57	8.3%	14	20.2%	34	2.22

OBSERVATION

>69% responded **N/A-We Don't Attend** Children's Programs the staff's **Child-Friendliness**, which is consistent with **60%** of Q6 respondents indicating they don't bring a child to BFPL.

OBSERVATIONS
(Excludes **N/A** responses)

- **>54%** prefer **In-Person** programs for **ALL** children's age groups.
- The younger the child, the more the **In-Person** format is preferred.
- **43%** (57) prefer **Both** formats for adults' programs, which is slightly more than the **42%** (56) who prefer **In-Person** programs for adults.

AGE GROUPS	In-Person %	#	Virtual %	#	Both (in-person & virtual) %	#	Self-Directed at Home (e.g., Grab & Go Kits) %	#	Weighted Average
Children 0-2 years	69.6%	32	2.2%	1	19.6%	9	8.7%	4	1.67
Children 3-7 years	64.0%	32	4.0%	2	20.0%	10	12.0%	6	1.80
Children 8-11 years	63.5%	33	1.9%	1	30.8%	16	3.8%	2	1.75
Children 12-16 years	53.8%	28	3.8%	2	34.6%	18	7.7%	4	1.96
Adults (16+ years)	41.8%	56	5.2%	7	42.5%	57	10.4%	14	2.22

Q10: Please select up to three (3) of the following Library SERVICES that interest you and your family the most. (R166)

CHOICES	%	#	
Discounted Museum Passes	66.3%	110	
Online Access to Your Account, Library Catalog	60.2%	100	→ Tier 1
Help From a Librarian (email, in-person, telephone)	39.8%	66	
Digital Resources (language/online learning, genealogy)	32.5%	54	→ Tier 2
Business Services (printer, scanner, fax machine, copier, computer)	27.1%	45	
Access to Public Wi-Fi	15.1%	25	
Offsite Library Services (in community)	10.2%	17	→ Tier 3
N/A – Not Interested in Library Services	3.0%	5	

3 MOST INTERESTING SERVICES

1. Discounted Museum Passes - **66%**
2. Online Access to Your Account, Library Catalog - **60%**
3. Help From a Librarian - **38%**

3 LEAST INTERESTING SERVICES

1. Offsite Library Services - **10%**
2. Access to Public Wi-Fi - **15%**
3. Business Services - **27%**

Q11: Please select up to three (3) of the following current Library PHYSICAL COLLECTIONS that are the most interesting or important to you and your family. (R164)

CHOICES	%	#	
Fiction/Nonfiction Books	85.4%	140	→ Tier 1
Movies (Blu-Rays, DVDs)	34.2%	56	
Non-Traditional Items (hotspots, launchpads, musical instruments, etc.)	29.9%	49	→ Tier 2
Audiobooks (CDs, MP3s)	25.0%	41	
Microfilm of Past Issues of the Item Newspaper	18.3%	30	→ Tier 3
Video Games	6.7%	11	
N/A – Not Interested in Library Collections	6.1%	10	

3 MOST INTERESTING PHYSICAL COLLECTIONS

1. Fiction/Nonfiction Books - **85%**
2. Movies - **34%**
3. Non-Traditional Items - **30%**

3 LEAST INTERESTING PHYSICAL COLLECTIONS

1. Video Games – **7%**
2. Microfilm of Past Issues of the Item Newspaper - **18%**
3. Audiobooks - **25%**

Q12: Please select up to three (3) of the following current Library DIGITAL COLLECTIONS that interest you and your family the most. (R160)

CHOICES	%	#	
eBooks & Audiobooks (OverDrive, Libby, Odilo Spanish titles, Hoopla)	47.5%	76	→ Tier 1
Genealogy Resources (Ancestry, HeritageQuest)	28.8%	46	
Streaming Movies (Kanopy, Hoopla, IndieFlix)	23.1%	37	→ Tier 2
Educational (Universal Class, Great Courses)	20.6%	33	
Local History Database (i.e., yearbooks)	20.0%	32	
N/A – Not Interested in Library Digital Collections	20.0%	32	
Cooking & Food (AtoZ World Food)	19.4%	31	
Language Learning (Mango, Transparent Language)	18.1%	29	→ Tier 3
Streaming Music (Freegal)	9.4%	15	→ Tier 4
Databases (Gale, Career Prep)	3.8%	6	

3 MOST INTERESTING DIGITAL COLLECTIONS

1. eBooks & Audiobooks - **48%**
2. Genealogy Resources - **29%**
3. Streaming Movies - **23%**

3 LEAST INTERESTING DIGITAL COLLECTIONS

1. Databases – **4%**
2. Streaming Music – **19%**
3. Language Learning - **18%**

Q13: How often do you use the Library's online services? (R155)

ONLINE SERVICES	Daily %	Daily #	Weekly %	Weekly #	Monthly %	Monthly #	Rarely %	Rarely #	Never %	Never #	Weighted Average
Library Website	3.9%	6	18.7%	29	27.7%	43	27.7%	43	21.9%	34	3.45
OverDrive/Libby (eBooks, audiobooks)	14.8%	23	12.9%	20	11.0%	17	14.8%	23	46.5%	72	3.65
CW MARS Mobile App	11.0%	17	14.2%	22	13.6%	21	20.0%	31	41.3%	64	3.66
Databases	0.0%	0	4.5%	7	6.5%	10	32.3%	50	56.8%	88	4.41
Streaming Video/Music	1.3%	2	5.2%	8	3.9%	6	23.9%	37	65.8%	102	4.48
Language Resources	0.0%	0	2.6%	4	2.6%	4	24.5%	38	70.3%	109	4.63

OBSERVATIONS

- **≥50%** use BFPL's **Website at least Monthly**.
- **11-15%** use **OverDrive/Libby** or the **CW MARS Mobile App Daily**. (R40)
- **57-70% Never** use BFPL's online **Databases, Streaming Video/Music**, or **Language Resources**.