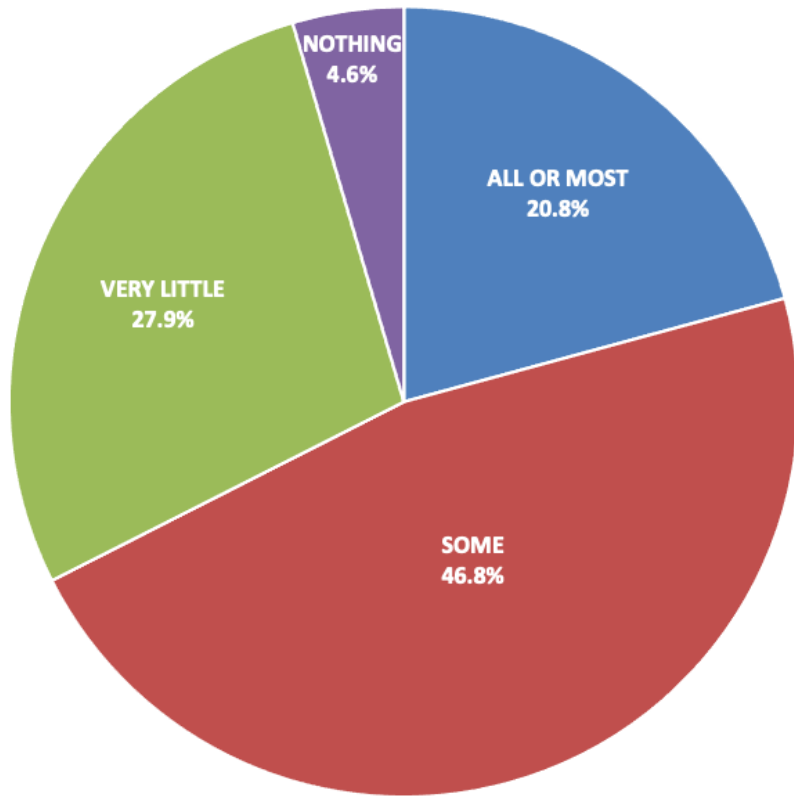




COMMUNITY SURVEY 2022
RESULTS HIGHLIGHTS REPORT – PART 2
QUESTIONS #14 - 28
Conducted 11/1/22 – 12/5/22

Q14: Overall, how well-informed do you feel you are about the Library's different programs and services? I know... (R154)



CHOICES

	%	#
About ALL or MOST of the Library's Programs/Services	20.8%	32
About SOME of the Library's Programs/Services	46.8%	72
VERY LITTLE about the Library's Programs/Services	27.9%	43
NOTHING about the Library's Programs/Services	4.6%	7

68% ←

OBSERVATIONS

- **68%** are informed about **ALL** or **MOST** Library programs and services. (R104)
- **33%** know **VERY LITTLE** or **NOTHING** about Library programs/services. (R50)

Q15: How do you prefer to hear about Library programs, collections, and services?

Please select up to three (3) choices. (R151)

CHOICES	%	#	
Social Media (Facebook & Instagram)	62.9%	95	
Monthly e-Newsletter	57.6%	87	→ Tier 1
Library Website	56.3%	85	
Online Calendars	20.5%	31	
Flyers/Brochures	15.2%	23	→ Tier 2
Word-of-Mouth (family, friends)	13.9%	21	
Newspaper	13.3%	20	
Flyers Posted Around Town	8.6%	13	
OTHER	2.0%	3	→ Tier 3

3 MOST PREFERRED LIBRARY NEWS SOURCES

1. Social Media - 63%
2. Monthly e-Newsletter - 58%
3. Library Website - 56%

3 LEAST PREFERRED LIBRARY NEWS SOURCES

1. Flyers Posted Around Town – 9%
2. Newspaper – 13%
3. Word-of-Mouth - 14%

OTHER PREFERRED NEWS SOURCES

- CW MARS app. Library info
- Email

NOTE: This question received 1 NULL OTHER response.

Q16: Please rate the Library staff on the following qualities: (R151)

QUALITY	Poor		Fair		Good		Excellent		Don't Know		Weighted Average
	%	#	%	#	%	#	%	#	%	#	
Helpfulness	0.0%	0	2.7%	4	11.3%	17	75.5%	114	10.6%	16	3.81
Child-Friendliness	0.7%	1	0.7%	1	8.0%	12	45.0%	68	45.7%	69	3.79
Friendliness	0.0%	0	2.0%	3	15.2%	23	73.5%	111	9.3%	14	3.79
Knowledge	0.0%	0	2.0%	3	14.6%	22	66.9%	101	16.6%	25	3.78
Availability	1.3%	2	0.0%	0	17.2%	26	68.2%	103	13.3%	20	3.76

OBSERVATION
 46% responded **Don't Know** about the staff's **Child-Friendliness**.

OBSERVATIONS
 (Excluding **Don't Know** responses)

- $\geq 97\%$ rated **ALL** staff qualities **Good** or **Excellent**.
- The **highest-rated** staff quality is **Helpfulness**. The **lowest** is **Availability**.
- Each quality has a small number of **Fair** or **Poor** ratings ($\leq 3\%$).

QUALITY	Poor		Fair		Good		Excellent		Weighted Average
	%	#	%	#	%	#	%	#	
Helpfulness	0.0%	0	3.0%	4	12.6%	17	84.4%	114	3.81
Child-Friendliness	1.2%	1	1.2%	1	14.6%	12	82.9%	68	3.79
Friendliness	0.0%	0	2.2%	3	16.8%	23	81.0%	111	3.79
Knowledge	0.0%	0	2.4%	3	17.5%	22	80.2%	101	3.78
Availability	1.5%	2	0.0%	0	19.8%	26	78.6%	103	3.76

Q17: To assist the Library in improving its space to meet current and future needs, please select up to three (3) potential enhancements that are most important to you. (R151)

CHOICES	%	#	
Parking	51.7%	78	→ Tier 1
Private Study/Meeting Room	25.2%	38	
Cleanliness	24.5%	37	→ Tier 2
Quiet Space to Work	23.2%	35	
Building Climate/Temperature	18.5%	28	
Acoustics/Noise Level	15.9%	24	→ Tier 3
Accessibility (ADA, organization/layout)	10.6%	16	
Family Restroom	9.9%	15	
Lighting	9.9%	15	
OTHER:	9.3%	14	
Directional Signage	6.6%	10	→ Tier 4
Landscaping/Grounds	6.0%	9	
N/A – I haven't visited the Library.	4.0%	6	

OTHER ENHANCEMENT IDEAS

- **Add/Improve Seating (2):** Additional seating like comfy club chairs || Better seating for programs to see performers like elevated stage
- Bigger children's space for story time
- Emotional support animal access
- Mold remediation and humidity control
- PARKING
- Update needed. Children's area needs improvements.
- Would love a meeting room to potentially sign up for a period of time for group/work meetings. That would be cool.

COMMENT

“I love the library. I am sure you would like more space, but you use what you have very well.”

COMMENT

“I wouldn't change or add anything. It's perfect.”

COMMENT

“Not sure what can be done with the existing facility, but I find it crowded and not very inviting as a space to spend time. I just get the books I want to check out and leave.”

NOTE: This question received 3 NULL OTHER responses.

Q18, Q19, and Q20: Focus Group Volunteers and Additional Questions

Q18: 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 80% (R120)
- Volunteers 20% (R31)
- 10-21 Volunteers per Focus Group Date

Q19: 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 early December.

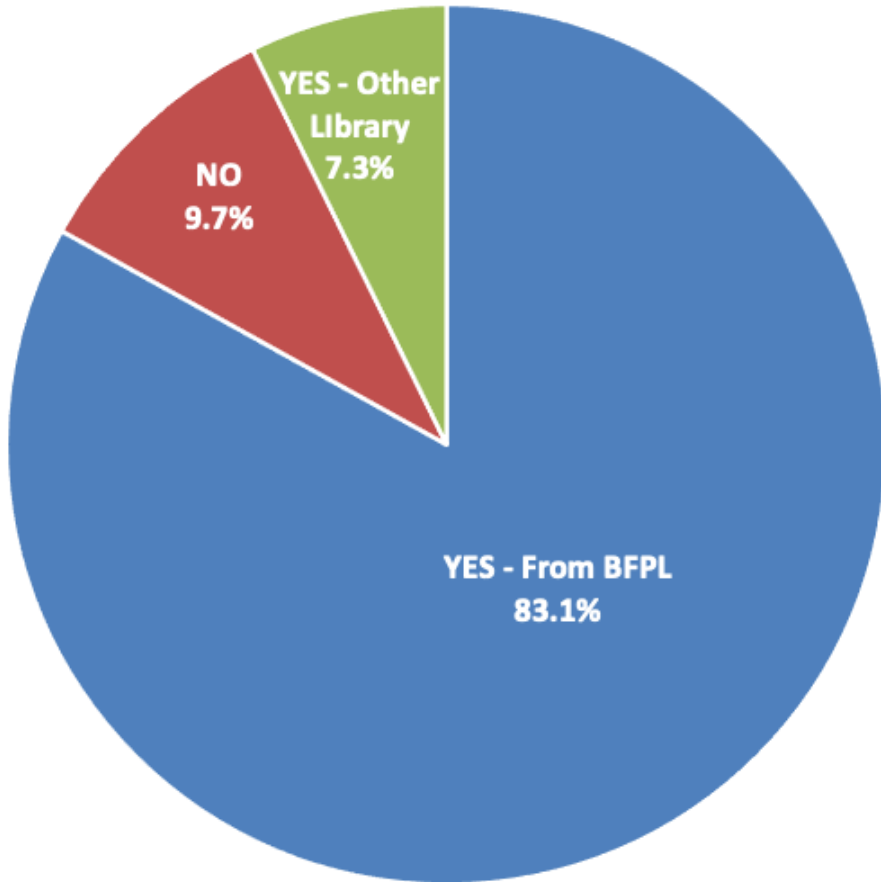
- Contact Information provided by 31 Respondents

CHOICES	%	#
N/A – I'm not interested in participating in a Focus Group.	79.5%	120
12/14 (Wed) @ 7 pm	13.9%	21
1/11 (Wed) @ 2 pm	6.6%	10
1/14 (Sat) @ 10 am	8.6%	13
1/19 (Thu) @ 7 pm	11.9%	18

Q20: Are you willing to answer a few additional questions for the Library?

CHOICES	%	#
YES	82.1%	124
NO	17.9%	27

Q21: Do you have a library card? (R124)



CHOICES	%	#
YES. I have a library card from the Bigelow Free Public Library.	83.1%	103
NO. I don't have a library card.	9.7%	12
YES. My library card is from:	7.3%	9

OTHER LIBRARIES

- Thayer Memorial Library-Lancaster (3)
- BFPL-Clinton (2)
- Acton Memorial Library (1)
- Hudson Public Library (1)
- Levi Heywood Memorial Library-Gardner (1)
- Marlborough Public Library (1)
- Worcester Public Library (1)

Q22 and Q23: Primary Language Non-English Language Programs

Q22: What is the primary language you and your family speak at home? ^(R124)

CHOICES	%	#
English	96.0%	119
OTHER	1.6%	2
Spanish	1.6%	2
French	0.8%	1
Arabic	0.0%	0
ASL	0.0%	0
Haitian/Creole	0.0%	0
Hindi	0.0%	0
Mandarin	0.0%	0
Portuguese	0.0%	0

NOTE: Q22 received 1 NULL OTHER response.

OTHER PRIMARY LANGUAGE

1 Respondent Speaks
Ukrainian as Their
Primary Language at
Home

Q23: How likely would you be to attend programs presented in your primary language? ^(R5)

CHOICES	%	#
Very Unlikely	0.0%	0
Unlikely	0.0%	0
Likely	20.0%	1
Very Likely	80.0%	4

ATTEND PROGRAMS IN THEIR PRIMARY LANGUAGE*

- **VERY LIKELY (3):** French, Spanish, and Ukrainian
- **LIKELY (1):** Spanish

* 1 Respondent per Language

NOTE: Q23 was presented to Q22 respondents who indicated they primarily speak a non-English language at home.

Q24: Please rate the following features and resources on the Library's website: (R123)

FEATURES & RESOURCES	Very Poor		Average		Above Average		Excellent		Don't Know		Weighted Average
	%	#	%	#	%	#	%	#	%	#	
Museum Passes	0.8%	1	17.1%	21	21.1%	26	28.5%	35	32.5%	40	3.14
Online Resources	0.8%	1	17.9%	22	15.5%	19	23.6%	29	42.3%	52	3.07
Adult Resources	0.0%	0	26.8%	33	13.0%	16	26.8%	33	33.3%	41	3.00
Library Calendar	2.4%	3	17.9%	22	17.1%	21	22.8%	28	39.8%	49	3.00
Library Catalog Search	0.8%	1	27.6%	34	6.5%	8	26.8%	33	38.2%	47	2.96
Children's Resources	1.6%	2	14.6%	18	6.5%	8	15.5%	19	61.8%	76	2.94
Teen Resources	0.0%	0	17.1%	21	6.5%	8	4.9%	6	71.5%	88	2.57

OBSERVATION

- $\geq 33\%$ responded **Don't Know** about each website feature and resource listed.
- **Teen Resources** is the lowest-ranked **AND** least-known Library website feature or resource.

OBSERVATION
 (Excludes **Don't Know** responses)
 $\geq 54\%$ rated all Library Website Features and Resources **Above Average** or **Excellent**, **except** for **Teen Resources (40%)**.

FEATURES & RESOURCES	Very Poor		Average		Above Average		Excellent		Weighted Average
	%	#	%	#	%	#	%	#	
Museum Passes	1.2%	1	25.3%	21	31.3%	26	42.2%	35	3.14
Online Resources	1.4%	1	31.0%	22	26.8%	19	40.8%	29	3.07
Adult Resources	0.0%	0	40.2%	33	19.5%	16	40.2%	33	3.00
Library Calendar	4.1%	3	29.7%	22	28.4%	21	37.8%	28	3.00
Library Catalog Search	1.3%	1	44.7%	34	10.5%	8	43.4%	33	2.96
Children's Resources	4.3%	2	38.3%	18	17.0%	8	40.4%	19	2.94
Teen Resources	0.0%	0	60.0%	21	22.9%	8	17.1%	6	2.57

Q25: Please share any additional feedback or suggestions you have for the Bigelow Free Public Library and how it can improve over the next five years. (Page 1 of 4) (R32)

IDEA FOCUS AREAS

1. Facility Ideas (11/34%)

- **Update/Refresh Appearance (4):** Cosmetic upgrade to appear more inviting to kids and teens. || Make the children 's section more appealing. || There are a few areas of the library that I feel do need some help. Most notably, the area near the elevator in your basement. It's just unsightly! The walls look like they're moldy and dirty, and it doesn't even look like a place that we're supposed to be in, except it's how we need to get to your community room for programs and to use the restrooms (we have a stroller and can't use the stairs). Maybe a fresh coat of paint? || Update the facility.
 - **Add Space - Increase Size (2):** A modern addition would be amazing. || Just wondering if there is any effort to start a capital campaign to raise funds for a new library. The current one does not seem adequate in terms of location, space, light, etc.
 - **Declutter/Organize (2):** In the area near the elevator in your basement...the hallway itself seems to be a junk pile—I've seen trash bags, tables, stacked chairs, water jugs, and many other things piled up, and it just doesn't seem like the place they should be stored. I imagine that there's got to be a better place to keep all that stuff...My other issue in the building is your area for kids. It's a mess up there! Don't get me wrong, the people that work there are lovely, but the whole area is just so cramped and crowded. It's overwhelming! There's just so much stuff everywhere! || Though I haven't been to the library in a couple of years, when I think of it from the past cluttered is what comes to mind. Perhaps a good overhaul and more organization would make it more appealing.
 - **Misc. Unique Ideas (3):** Better space for programs they are always excellent, and the little room downstairs is distracting with no doors and people wandering around || I would love to see the beautiful architecture restored and preserved. || Only really visited the children's area and would love to see more options for the younger kids (infant/toddler). Maybe even an activity area to help entertain while parents look at library materials
-

Q25: Please share any additional feedback or suggestions you have for the Bigelow Free Public Library and how it can improve over the next five years. (Page 2 of 4) (R32)

IDEA FOCUS AREAS (cont.)

2. Program Ideas (5/16%)

- **Children's Program Ideas (3):** I would love to see more focus on the young generation, especially the young children 0-5 years old, for story time and interaction. || Just check out other libraries in the area and look at what they offer children and teens. || Weekly classes for kids or monthly events would bring me in more often.
- **Misc. Unique Ideas (2):** Host classes focused on areas of potential need such as babysitter classes, nutrition, health, wellness, exercise, beginners' computer, etc. || Multicultural programs, especially Spanish and Portuguese.

3. Collections Ideas (4/13%)

- **Add Books (3):** I still love real books and hope they stay and are replenished as often as possible || I would really like to see an investment into the expansion of eBooks and kindle audiobooks. Especially mysteries! || It would also be nice to see more wholesome and classic books for teens.
- **Misc. Unique Idea (1):** I'd love to see more home/garden/lawn games for the unusual collection.

4. Management and Operations Ideas (4/13%)

- **Increase Hours (2):** Just stay open as many hours as possible. || Wish the library was open on Mondays.
 - **Misc. Unique Ideas (2):** Allow emotional support animals. || New director. Someone with people skills.
-

Q25: Please share any additional feedback or suggestions you have for the Bigelow Free Public Library and how it can improve over the next five years. (Page 3 of 4) (R32)

IDEA FOCUS AREAS (cont.)

5. Marketing Ideas (3/9%)

- **Increase Collaborations/Partnerships (2):** Encourage local schools to have field trips there. Local kids need to see all that is available to them, especially through their devices which they love. Getting a good book sent to your phone in a matter of minutes is amazing! || You should partner more with Community TV.
- **Misc. Unique Idea (1):** Wish more people knew how many cool resources you have.

6. Technology Ideas (3/9%)

- **Improve Website (2):** I'm not even sure if I'm on the correct website when I'm trying to look at the Bigelow library online. That would be a good place to start. To have a clear image on your homepage with a picture of the library and the address. || Website more user-friendly.
- **Misc. Unique Idea (1):** Would love to have access to Ancestry online outside of the library and Acorn again.

7. Services Ideas (2/6%)

- **Misc. Unique Ideas (2):** If we were able to sign up for a time slot to use the downstairs as a meeting room for potential groups/work in town, that would be useful. || Museum passes that are available even when the library is closed i.e. online
-

Q25: Please share any additional feedback or suggestions you have for the Bigelow Free Public Library and how it can improve over the next five years. (Page 4 of 4) (R32)

POSITIVE COMMENTS (8)

- “All in all, we love the library. My kids enjoy playing computer games and using train table and we all enjoy the programs you have. It's a great place for all! Thanks for all you do!”
- “Although small, I enjoy the atmosphere and very much appreciate the comfortable chairs for reading pleasure!”
- “Good”
- “I was unaware so many services were offered, but taking this survey made me realize there is a lot that interests me.”
- “The library staff is doing an excellent job.”
- “You do a wonderful job.”
- “Your children’s programs and the children’s area in the library are great! Our children are older and busier now, but we were at the library several times a week when they were young. The D&D games offered this fall were awesome. I know the woman who offered this did not get paid, but we would be willing to pay for a program like that. Thank you for all that you do.”
- “Your newly renovated community room came out great! I like the tables and chairs and the room just feels bigger and cleaner. Well done!”

MISC. COMMENTS (2)

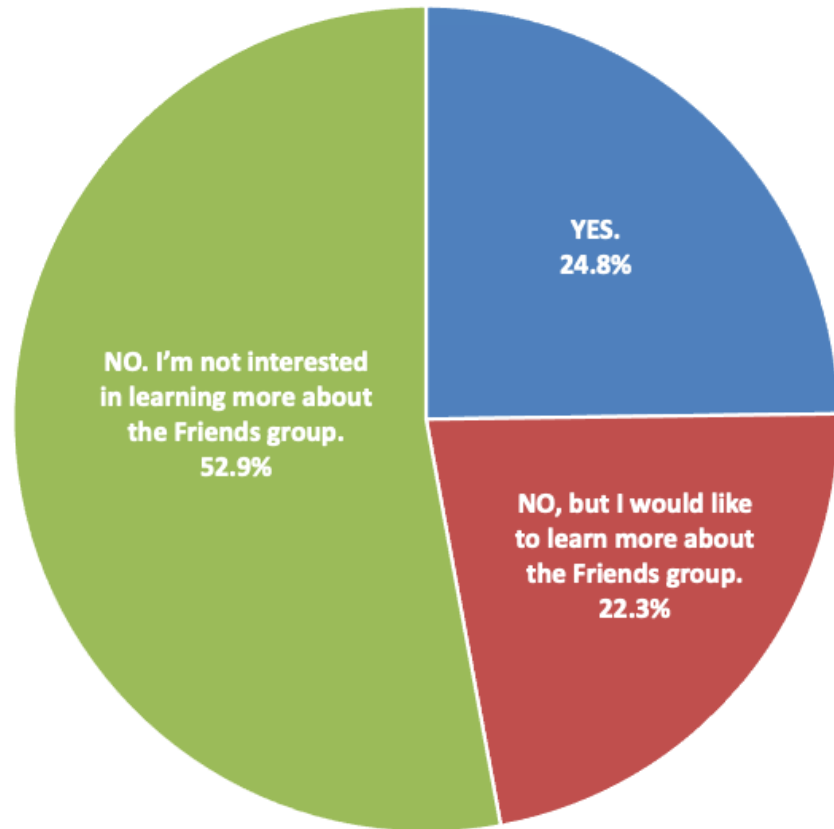
- “Clinton resident for 10 years but continued to use Acton library because I was so familiar with it after residing in Acton for 30 years.”
- “I don't use electronic resources because I don't know how. Streaming music? streaming books? 60 + years old. I wanted to add movies to the resources I use, but my choices were limited.”

NOTE: 32 responses yielded 32 ideas, 10 comments (positive and misc.), and 1 NULL response.

Q26, Q27, and Q28: Friends of the Bigelow Free Public Library Questions and Incentive Entries

Q26: Are you currently a member of the Friends?

(R121)



Q27: To learn more about the Friends or to join the group, please provide your name, email address, and phone number below.

15 respondents provided their contact information.

Q28: To be eligible to win, you must 1) complete the survey and 2) provide your name and email address below.

102 respondents provided their contact information to be eligible to win an incentive for submitting a completed survey.