



Whitinsville Social Library
Northbridge's Public Library

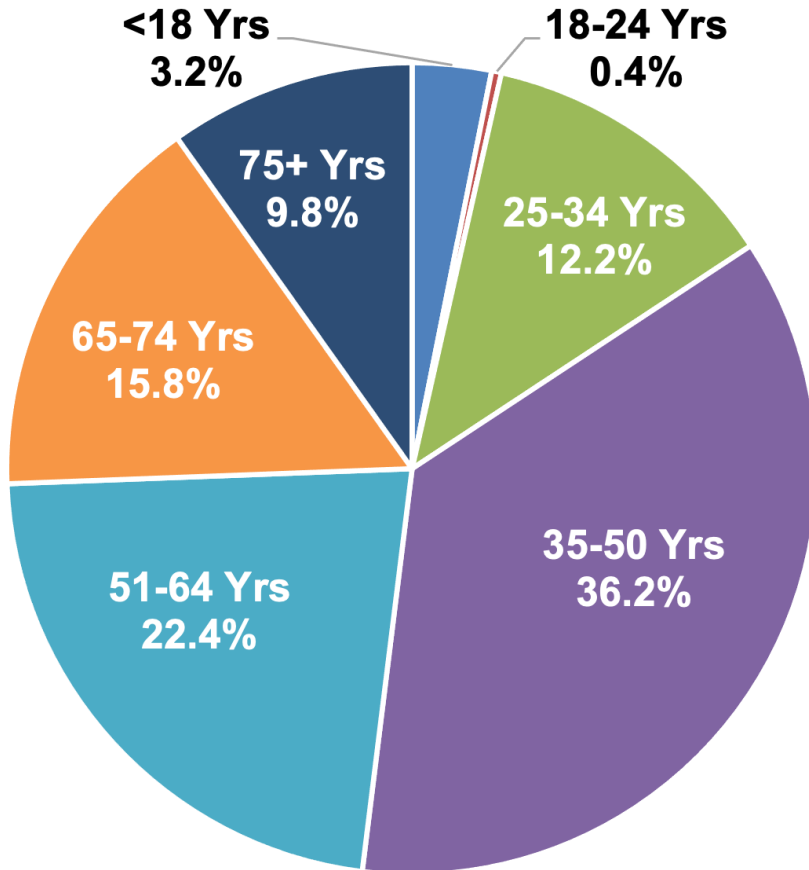
**WHITINSVILLE SOCIAL LIBRARY
COMMUNITY SURVEY 2022 - RESULTS REPORT**

Conducted 3/1/22 – 3/15/22

COMMUNITY SURVEY 2022 - RESULTS OVERVIEW

- **Response Goal: 154 || Stretch Goal: 200 || # Responses Received: 254**
 - **+/- Goal: +100 (+65%) || +/- Stretch Goal: +54 (+27%)**
 - **% Population: 3.1% (8,190 in 2018 inc. <18 years old)**
- **Hardcopies Received: <10**
- **Estimated Completion Rate: 74% || Actual Completion Rate: 80%**
 - **+/- Estimated Completion Rate: +6%**
- **Estimated Time to Complete: 8 mins || Actual Average Time to Complete: 7 mins 0 secs**
 - **+/- Estimated Time to Complete: -1 mins 0 secs**

Q1: What is your age? (R254)



CHOICES

CHOICES	%	#
Under 18 years	3.2%	8
18-24 years	0.4%	1
25-34 years	12.2%	31
35-50 years	36.2%	92
51-64 years	22.4%	57
65-74 years	15.8%	40
75 years or older	9.8%	25

26% ←

OBSERVATIONS

- 26% are 65+ years. (R65)
- 36% are 35-50 years old, the largest single age group in the years covered and # of respondents. (R92)

Q2: Do you have a library card? (R254)

CHOICES	%	#
YES. I have one from the Whitinsville Social Library.	79.1%	201
NO. I don't have a library card or account.	6.3%	16
YES. My library card/account is from (please specify library):	14.6%	37

OBSERVATIONS

- **94%** have a library card. (R238)
- **79%** have a library card from Whitinsville Social Library.
- **15%** have a library card from **17** other libraries.

17 OTHER LIBRARIES

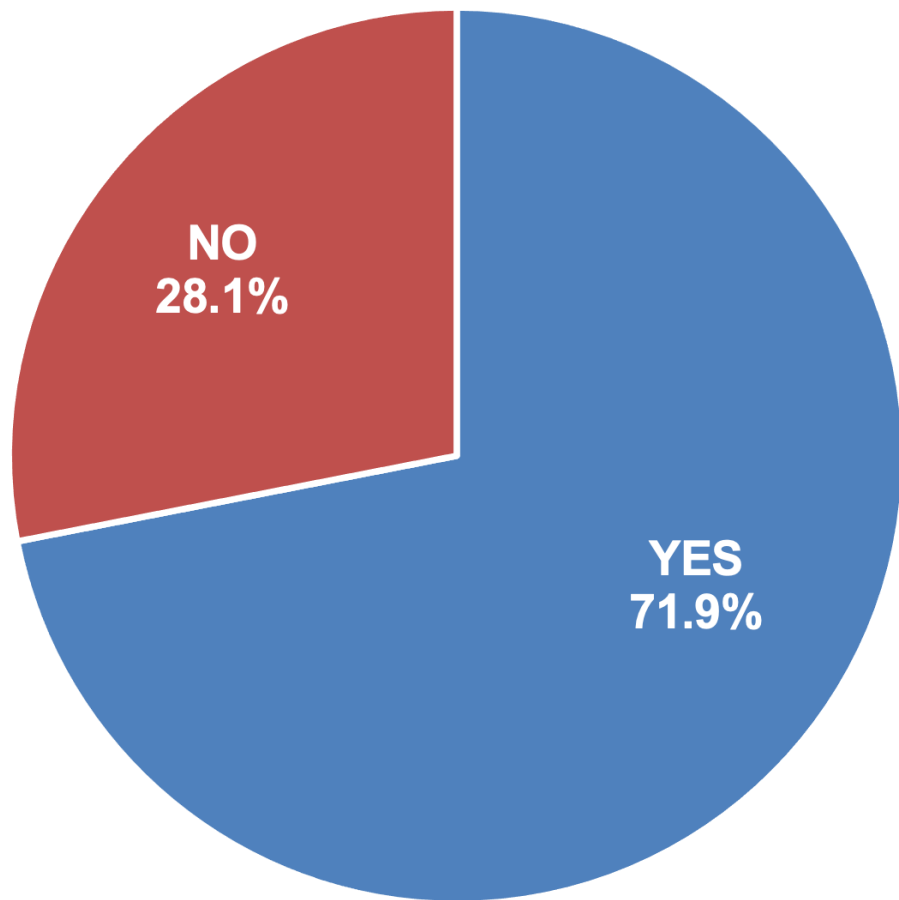
		%	#
1	Simon Fairfield Public Library (Douglas)	17.1%	6
2	Worcester Public Library	14.3%	5
3	Millbury Public Library	8.6%	3
4	Uxbridge Free Public Library	8.6%	3
5	Whitinsville Social Library	8.6%	3
6	Blackstone Public Library	5.7%	2
7	Grafton Public Library	5.7%	2
8	Oxford Free Public Library	5.7%	2

9 Additional Libraries (1 respondent per library):

Auburn Public Library || Boston Public Library || CWMARS || Fall River Public Library || Gale Free Library (Holden) || Gladys E. Kelly Public Library (Webster) || Portland, Oregon || Richards Memorial Library (Paxton) || Southborough Library

Q3: The Whitinsville Social Library closed temporarily during the COVID-19 pandemic. Have you visited the Whitinsville Social Library since it reopened in September 2020?

(R253)



CHOICES	%	#
YES	71.9%	182
NO	28.1%	71

OBSERVATION

A significant majority (72%) have visited WSL since it reopened in September 2020. (R182)

Q4: Why haven't you visited the Library since September 2020? Please select all that apply. (R65)

CHOICES	%	#
OTHER (please be specific):	44.6%	29
I have Internet access at home/work/school	40.0%	26
I visit another public library	20.0%	13
I didn't know it was open	16.9%	11
Its programs and events don't interest me	16.9%	11
I prefer to own materials instead of borrowing	12.3%	8
Its collections are inadequate (can't find books/materials that interest me)	9.2%	6
Its hours are inconvenient	6.2%	4
Parking is too challenging	6.2%	4
I don't have transportation	3.1%	2
I didn't know Northbridge has a public library	1.5%	1
I don't feel welcome, comfortable, or safe at the Library	1.5%	1
It's too small or too loud	1.5%	1

→ Tier 1

→ Tier 2

→ Tier 3

→ Tier 4

TOP 3 OTHER REASONS

	%	#
Use Digital Collections (Libby, OverDrive, CWMARS, etc.)	38%	10
Moved/No Longer Local	15%	4
Too Busy	8%	2

Misc. Additional Reasons (x10): Books ordered not available || Haven't seen a listing for programs of interest. Although I have in the past so I'll keep looking. || I always forget to renew my card || I haven't been reading lately || I'm lazy! I keep meaning to go! || It need update || Keeping isolated || Looking for non virtual || My book club does the visiting for me || Haven't had a need to go back yet

OBSERVATION

The #1 reason (**I have internet access at home/work/school**) is 2x more popular than the #2 most popular reason (**I visit another public library**). (R26)

NOTE: This question was only presented to Q3 respondents who indicated they have not visited the WSL since it reopened in September 2019.

Q5: Which days and times are most convenient for you to visit the Library?

Please check all that apply. (R58)

DAYS	Morning		Afternoon		Evening		Total
	%	#	%	#	%	#	
Sunday	52.9%	18	70.6%	24	38.2%	13	34
Monday	42.9%	21	51.0%	25	61.2%	30	49
Tuesday	42.6%	20	51.1%	24	63.8%	30	47
Wednesday	37.5%	18	50.0%	24	64.6%	31	48
Thursday	43.5%	20	54.4%	25	65.2%	30	46
Friday	37.8%	17	55.6%	25	57.8%	26	45
Saturday	76.7%	33	69.8%	30	34.9%	15	43

3 MOST CONVENIENT DAYS AND TIMES

1. Saturday Mornings **78%** (R33)
2. Sunday Afternoons **71%** (R71)
3. Saturday Afternoon **70%** (R30)

3 LEAST CONVENIENT DAYS AND TIMES

1. Wednesday Mornings **38%** (R18)
2. Friday Mornings **32%** (R17)
3. Sunday Evenings **38%** (R13)

NOTE: This question was only presented to Q3 respondents who indicated they have not visited the WSL since it reopened in September 2019.

Q6: Please rank the following current and potential new spaces in order of the MOST (1) to LEAST (8) important to you. (R220)

SPACES	1		2		3		4		5		6		7		8		Score
	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	
Comfortable areas for reading & relaxing	26.9%	59	18.7%	41	18.7%	41	13.2%	29	6.9%	15	7.8%	17	5.5%	12	2.3%	5	5.9
Children's room	33.0%	72	12.8%	28	8.7%	19	10.1%	22	7.8%	17	7.8%	17	10.6%	23	9.2%	20	5.4
Space for quiet study & focused work	10.6%	23	15.1%	33	13.8%	30	17.9%	39	16.1%	35	12.4%	27	8.7%	19	5.5%	12	4.9
Teen space/room	5.1%	11	14.2%	31	14.7%	32	11.0%	24	14.2%	31	13.3%	29	16.1%	35	11.5%	25	4.2
Space for using personal laptops & tablets	4.6%	10	11.4%	25	15.5%	34	12.3%	27	15.1%	33	11.4%	25	13.2%	29	16.4%	36	4.1
Adult gathering space	7.8%	17	9.2%	20	11.5%	25	14.2%	31	9.2%	20	16.5%	36	15.6%	34	16.1%	35	4.0
Family gathering space	3.7%	8	12.4%	27	8.3%	18	11.5%	25	14.7%	32	16.1%	35	17.4%	38	16.1%	35	3.8
Dedicated meeting space	8.7%	19	6.0%	13	8.7%	19	9.6%	21	16.1%	35	14.7%	32	13.3%	29	22.9%	50	3.7

OBSERVATIONS

- A majority selected **Comfortable areas for reading & relaxing (64%)** and **Children's Room (55%)** as one of their 3 **most** important spaces.
- **48-51%** selected the bottom 3 spaces as **least** important.

Q7: We are considering ways to improve the interior and exterior space of the Library. Name one change—the single most important change—you think we should make the Library’s premises. (Page 1 of 5) (R139)

INTERIOR ENHANCEMENT IDEAS (x90)*

- 1. Improve and Grow Children’s Space (x27):** Update/Modernize Children's Room (8) || Add Comfortable Furniture for Children and Adults to Read to Children (5) || Create Dedicated, Closed Off Children’s Reading and Play Space (4) || Brighten Up Children’s Space—Make It More Inviting (4) || Increase Size of Children’s Space (3) || Reduce Children's Room Noise (3)
- 2. Create Comfortable Spaces/Niches (x14):** Add Comfortable, Quiet Spaces to Browse, Read, Study and Work (9) || Add More Functional Space (3) || An area that homeschool groups could meet would be extremely useful || Comfy places for parents to sit and read with kids
- 3. Improve Furniture and Fixtures (x13):** Add and Update Seating, Tables, Study Carrels/Desks (6) || Increase Availability of Comfortable Seating (5) || Enhance Lighting (2)
- 4. Update and Enhance Interior Decor (x9):** Brighten Up Colors (3) || Fresh up Paint (2) || Clean up/organize welcome desk area || New carpet || The backroom where the adult books are is slightly less inviting and cold compared to the rest of the building if there was some way to make it warmer. || Make the back (indoor) of the library more inviting. Metal shelving looks terrible.

* # of items listed may exceed the # of responses because some people provided multiple ideas.

Q7: We are considering ways to improve the interior and exterior space of the Library. Name one change—the single most important change—you think we should make the Library’s premises. (Page 2 of 5) (R139)

INTERIOR ENHANCEMENT IDEAS (x90) (cont.)*

- 5. Add Meeting Space (x6):** A room for functions/activities || Dedicated community meeting room (not a tiny, Covid-filled room like the historical room!). || Dedicated meeting room with a projector screen for presentations that works with all new technology. || Dedicated private meeting space || Expanded meeting space || It would be lovely to have a comfortable meeting space that has adequate ventilation.
- 6. Create Dedicated Comfortable Teen Space (x5)**
- 7. Improve Accessibility and Safety (x5):** Become ADA compliant || Easier access for wheelchairs and strollers || Easy accessibility for physically challenged individuals || Front steps need better spacing, some steps too high, better railings. || Handicap accessible entrance in front of library, accessible for wheelchairs and/or strollers for people with families
- 8. Update Building HVAC (x3):** Update HVAC || Better ventilation || Heating system needs to be updated and efficiency improved
- 9. Enhance Configuration/Flow (x2):** Easier Flow || Make all adult book racks more accessible, with non-fiction as easy to find as fiction.

* # of items listed may exceed the # of responses because some people provided multiple ideas.

Q7: We are considering ways to improve the interior and exterior space of the Library. Name one change—the single most important change—you think we should make the Library’s premises. (Page 3 of 5) (R139)

INTERIOR ENHANCEMENT IDEAS (x90) (cont.)*

- 9. Improve Signage (x2):** A little better labeled for the sections, more colorful, attention-grabbing || Open/Close signage closer to the street
- 10. Misc. Unique Ideas (x4):** Coffee station || Dedicated computer area || Front entry || Having a kids' and/or teens' area that keeps noise contained there and not spreading to the rest of the library.

EXTERIOR ENHANCEMENT IDEAS (x27)*

- 1. Add Outdoor Furniture (x8):** Outdoor Seating for Reading in Nice/Warm Weather (2) || Lawn spaces with benches including children-sized seating under trees for people to gather and read || Maybe another outdoor bench? || Outside patio/seating area || Picnic table || Places to comfortably sit outside || Table and chairs so people can read outside
- 2. Add and Improve Parking (x8):** More Parking/Larger Parking Lot (5) || Additional handicap parking spots in the front parking lot || Better parking || Maybe redoing the parking area

* # of items listed may exceed the # of responses because some people provided multiple ideas.

Q7: We are considering ways to improve the interior and exterior space of the Library. Name one change—the single most important change—you think we should make the Library’s premises. (Page 4 of 5) (R139)

EXTERIOR ENHANCEMENT IDEAS (x27) (cont.)*

- 3. Enhance Grounds/Landscaping (x5):** Flower or vegetable garden or a secret garden. || Gardens out front would be nice || More plants and flowers || Possibly more plants around the library. Plants are very joyful and happy. || Remove half dead tree at the end of the walkway

- 4. Misc. Unique Ideas (x6):** Area outside that would be conducive for classes when things go virtual || Exterior wood facia and trim needs to be repaired and painted || Outdoor space for reading || Outside space || Put a book return drop in the front (by the front steps) as well as keeping the one in the back || The statues on the front lawn/front walk could be moved to make the front lawn space more open as opposed to creating a closed off space along the main walkway

GENERAL COMMENTS/FEEDBACK (x20)

- **Library Space is Fine As It Is / No Changes Are Needed (x10)**

- **Library is Beautiful – I Love the Library (x4):** *“I love the historic features of the library please don’t change too much”* || *“Love the library’s charm”* || *“The building is beautiful”* || *“The library has a beautiful structure”*

* # of items listed may exceed the # of responses because some people provided multiple ideas.

Q7: We are considering ways to improve the interior and exterior space of the Library. Name one change—the single most important change—you think we should make the Library’s premises. (Page 5 of 5) (R139)

GENERAL COMMENTS/FEEDBACK (x20) (cont.)

- **Misc. Unique Comments (x6)**

- *“I don't feel strongly about this matter. You know better because you're in touch with the building and with the patrons.”*
- *“I quit going a long time ago. Cannot answer this”*
- *“It's small and cramped: parking overall, and the rear entrance is a maze of twisty little passages.”*
- *“Keep handicap entrance easy and continue backdoor book pick up”*
- *“Maintain the heritage of our dedicated library from its founders, please :)”*
- *“Reimagine the library; storing and handing out books is old-fashioned and obsolete. What kind of facility is needed to promote reading in this day and age?”*

NOTE: 139 responses yielded 117 facility change ideas, 20 facility-related comments/feedback, and 2 Null responses. See the supplemental raw data SurveyMonkey exports for details.

Q8 and Q9: Awareness and Preferred Information Sources

Q8: Overall, how well informed do you feel you are about the different programs and services the Library offers? I know...? (R211)

CHOICES	%	#
About ALL or MOST of the Library's programs/services	27.5%	58
About SOME of the Library's programs/services	53.6%	113
VERY LITTLE about the Library's programs/services	16.6%	35
NOTHING about the Library's programs/services	2.4%	5

Q9: How do you prefer to hear about Library and community news and events? Please select up to three (3) choices. (R211)

CHOICES	%	#	
Social media (Facebook, Instagram, Twitter)	61.1%	129	→ Tier 1
Email newsletters	58.8%	124	
Library website/Town website	38.9%	82	
Local newspapers (Blackstone Valley Tribune, Uxbridge Times, etc.)	33.7%	71	→ Tier 2
Signs in Library	29.4%	62	
Directly from Library staff	11.4%	24	→ Tier 3
Hardcopy newsletters	7.6%	16	
Word-of-mouth	5.7%	12	→ Tier 4
OTHER (please be specific):	2.4%	5	
Local Cable Access TV	1.9%	4	

OBSERVATION AND OTHER NEWS SOURCES

- 81% feel they know about at **least SOME** of the Library's Programs/Services. (R171)
- **Other News Sources (x5):** Digital Sign (x3) || Friends || Through the schools for children's programs

Q10: Please review the following Library resources and select all the ones you used in the past year.

(R209)

CHOICES	%	#	
CW MARS library account online or via the app	66.0%	138	→ Tier 1
Overdrive or Libby app to access ebooks/emagazines	38.8%	81	→ Tier 2
Library's online event calendar to register for an event	27.3%	57	
Library's online museum pass reservation service	26.8%	56	→ Tier 3
N/A – I haven't used any of the Library resources listed in the past year	24.9%	52	
MeeScan	12.9%	27	
Kanopy to stream movies	6.7%	14	
Tumblebooks to read children's books	3.4%	7	
NovelistPlus for book recommendations	2.9%	6	→ Tier 4
Online research databases (ex. Gale OneFile, Proquest HeritageQuest, Opposing Viewpoints)	2.4%	5	
Mango to learn a language	1.4%	3	

OBSERVATIONS

- The resource used by the most respondents in the past year—**CW MARS library account online or via the app**—was used by **27%** more respondents than the 2nd most used resource.
- **Reading-related** resources were the most used resources:
 - CW MARS library account online or via the app - **66%**
 - Overdrive or Libby app to access ebooks/emagazines - **39%**
- The bottom 3 choices were used by **<10** people within the past year.

Q11: Please indicate if children currently reside in your household OR if you bring children to visit the Library (e.g., parent, grandparent, caregiver). Please check all that apply. (R207)

CHOICES	%	#
N/A - I don't bring children to the Library	47.3%	98
0-4 years	24.6%	51
5-10 years	25.1%	52
11-14 year	23.2%	48
15-17 years	11.6%	24

OBSERVATIONS

- **53%** have **at least** 1 child either residing in their household or who they bring to visit the Library. (R109)
- **25%** of the children are **5-10 years old**—the largest children’s age group. (R138)
- **35%** of children being brought to WSL are **11-17 years old** (“Tweens”/Teens). (R72)

Q12: Please review the following list of Library PROGRAMS for children and select up to three (3) that you and your family find the most interesting and are the most likely to attend. (R108)

CHOICES	%	#	
Arts & crafts	62.0%	67	→ Tier 1
Storytime in-person	40.7%	44	→ Tier 2
Summer reading program	36.1%	39	→ Tier 3
Makerspace/STEAM	25.0%	27	→ Tier 3
Concerts	23.2%	25	
Gaming	13.9%	15	
Homeschool programs	13.0%	14	
Book clubs	12.0%	13	
Drama	9.3%	10	→ Tier 4
Creative writing	7.4%	8	
N/A – I'm not interested in children's programs	7.4%	8	
Storytime via Zoom	6.5%	7	

3 MOST POPULAR CHILDREN'S PROGRAMS

1. Arts & Crafts 62%
2. Storytime in-person 41%
3. Summer reading program 36%

3 LEAST POPULAR CHILDREN'S PROGRAMS

1. Storytime via Zoom 7%
2. Creative Writing 7%
3. Drama 9%

NOTE: This question was presented to Q11 respondents who indicated they have a child in their household or they bring a child to visit the Library. All other respondents skipped this question.

Q13: Please review the following list of Library PROGRAMS and select up to three (3) that you find the most interesting and are the most likely to attend.. (R206)

CHOICES	%	#
Family-friendly activities (caters to families with children of all ages)	36.4%	75
Nontraditional clubs (crafting, crochet, gaming)	32.5%	67
Book clubs	30.1%	62
Health and wellness (ex. mediation, yoga)	30.1%	62
Lectures on current events or timely topics	25.2%	52
Local author visits	24.3%	50
Live music	23.8%	49
Genealogy or local history groups	23.3%	48
Computer/technology classes	12.6%	26
N/A – I'm not interested in Library programs	6.8%	14
English language learning groups	2.4%	5

→ Tier 1

→ Tier 2

→ Tier 3

3 MOST POPULAR PROGRAMS

1. Family-friendly activities **37%**
2. Nontraditional clubs **33%**
3. Book clubs **AND** Health and wellness **30%**

3 LEAST POPULAR PROGRAMS

1. English language learning groups **2%**
2. Computer/technology classes **13%**
3. Live music **24%**

Q14: What items in the Library's physical collections interest you or your family the most? Please select up to three (3). (R206)

CHOICES	%	#	
Fiction/Nonfiction books	84.0%	173	→ Tier 1
Movies and TV shows on DVD	35.4%	73	→ Tier 2
Audiobooks (CD, playaways, Wonderbook)	22.8%	47	
Other non-traditional Library items (hotspots, telescope, craft kits, cake pans, etc.)	21.8%	45	→ Tier 3
Board games and puzzles	20.4%	42	
Periodicals (magazines and newspapers)	18.9%	39	
Music (CD & vinyl)	6.3%	13	
N/A – I'm not interested in the Library's physical collections	6.3%	13	
World language/English language learning materials	5.8%	12	→ Tier 4
Video games	4.4%	9	

3 MOST POPULAR PHYSICAL COLLECTIONS

1. Fiction/Nonfiction books **84%**
2. Movies and TV shows on DVD **35%**
3. Audiobooks **23%**

3 LEAST POPULAR PHYSICAL COLLECTIONS

1. Video games **4%**
2. World language/English language learning materials **AND** Music **6%**
3. Periodicals **19%**

Q15: Which of the following Library offerings are most important to you and your family?

Please select up to three (3). (R206)

CHOICES	%	#	
Physical items to borrow (books, DVDs, Library of Things, etc.)	72.8%	150	→ Tier 1
Library programs/events	41.3%	85	→ Tier 2
Safe, comfortable space to relax or socialize	38.8%	80	
Building's architecture/history	24.8%	51	
Electronic collections materials (ebooks, eResources like Mango et al)	22.3%	46	→ Tier 3
The restroom	14.6%	30	
Local history collection	12.6%	26	
Access to computers/Wi-Fi network/copier	10.7%	22	
Current space configuration/layout	8.3%	17	
Newspapers	3.9%	8	→ Tier 4
N/A – I'm not interested in these Library offerings	1.9%	4	

3 MOST POPULAR OFFERINGS

1. Physical items to borrow **73%**
2. Library programs/events **41%**
3. Safe, comfortable space to relax or socialize **39%**

3 LEAST POPULAR OFFERINGS

1. Newspapers **4%**
2. Current space configuration/layout **8%**
3. Access to computers/Wi-Fi network/copier **11%**

Q16: Please rate the Library staff on the following qualities: (R206)

QUALITIES	Very Poor		Below Average		Average		Above Average		Excellent		Weighted Average
	%	#	%	#	%	#	%	#	%	#	
Helpfulness	0.0%	0	1.0%	1	9.0%	17	15.0%	28	75.0%	140	4.65
Knowledge	0.0%	0	1.0%	1	10.0%	18	19.0%	34	70.0%	123	4.59
Friendliness	1.0%	1	2.0%	3	9.0%	17	17.0%	32	72.0%	136	4.58
Child-Friendliness	1.0%	1	2.0%	3	10.0%	13	14.0%	17	73.0%	90	4.55
Availability	1.0%	1	1.0%	1	13.0%	23	19.0%	34	68.0%	124	4.52

QUALITIES	Very Poor		Below Average		Average		Above Average		Excellent		Don't Know		Weighted Average
	%	#	%	#	%	#	%	#	%	#	%	#	
Helpfulness	0.0%	0	0.5%	1	8.3%	17	13.6%	28	68.0%	140	9.7%	20	4.65
Knowledge	0.0%	0	0.5%	1	8.7%	18	16.5%	34	59.7%	123	14.6%	30	4.59
Friendliness	0.5%	1	1.5%	3	8.3%	17	15.5%	32	66.0%	136	8.3%	17	4.58
Child-Friendliness	0.5%	1	1.5%	3	6.3%	13	8.3%	17	43.7%	90	39.8%	82	4.55
Availability	0.5%	1	0.5%	1	11.2%	23	16.5%	34	60.2%	124	11.2%	23	4.52

OBSERVATION

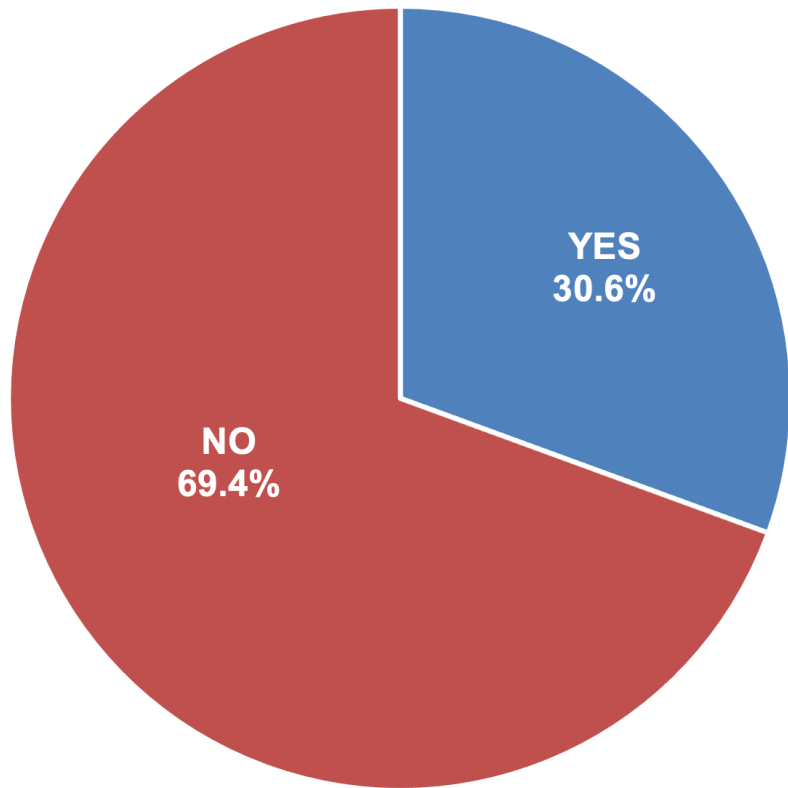
40% responded **Don't Know** about the staff's **Child-Friendliness**, which is approximately consistent with 47% of Q11 respondents indicating they don't bring a child to WSL.

OBSERVATIONS:

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

- **ALL** staff qualities are rated **Above Average** or **Excellent** by **at least 87%** of respondents.
- The **highest** rated staff quality is **Helpfulness**. The **lowest** is **Availability**.

Q17: Do you believe that the potential for incurring late fees for overdue items impacts people's use of the Library? (R206)



CHOICES

	%	#
YES. I think people use the Library less frequently to avoid late fees.	30.6%	63
NO. I don't think people's Library usage is impacted by potential late fees.	69.4%	143

OBSERVATION

A significant majority (**69%**) do **NOT** think people's Library usage is impacted by potential late fees. (R143)

Q18-19: Focus Group Volunteers

- **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.** (R206)

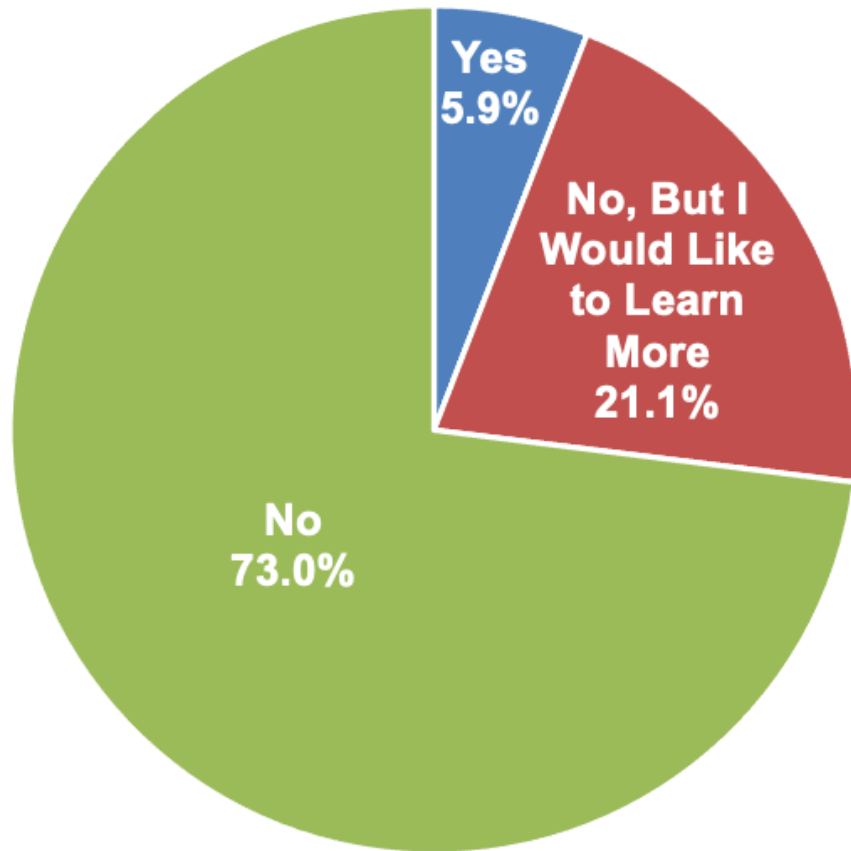
- **N/A – I'm not interested in participating in a Focus Group 85%** (R176)
- **Volunteers 15%** (R30)
- **9-17 Volunteers per Focus Group Date**

CHOICES	%	#
N/A – I'm not interested in participating in a Focus Group	85.4%	176
4/12/22 (Tue) at 10:00am	5.8%	12
4/13/22 (Wed) at 6:00pm	8.3%	17
4/14/22 (Thu) at 1:00pm	4.4%	9

- **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 late March.**
 - Contact Information provided by **29** Respondents
-

Q20 and Q21: Friends of Whitinsville Social Library Questions

Q20: Are you currently a member of the Friends? (R204)



CHOICES

	%	#
YES	5.9%	12
NO , but I would like to learn more about the Friends group.	21.1%	43
NO . I'm not interested in learning more about the Friends group.	73.0%	149

Q21: To learn more about the Friends or to join the group, please provide your name, email address, and phone number below. (R41)

41 respondents provided their contact information.