



MEMORIAL HALL LIBRARY

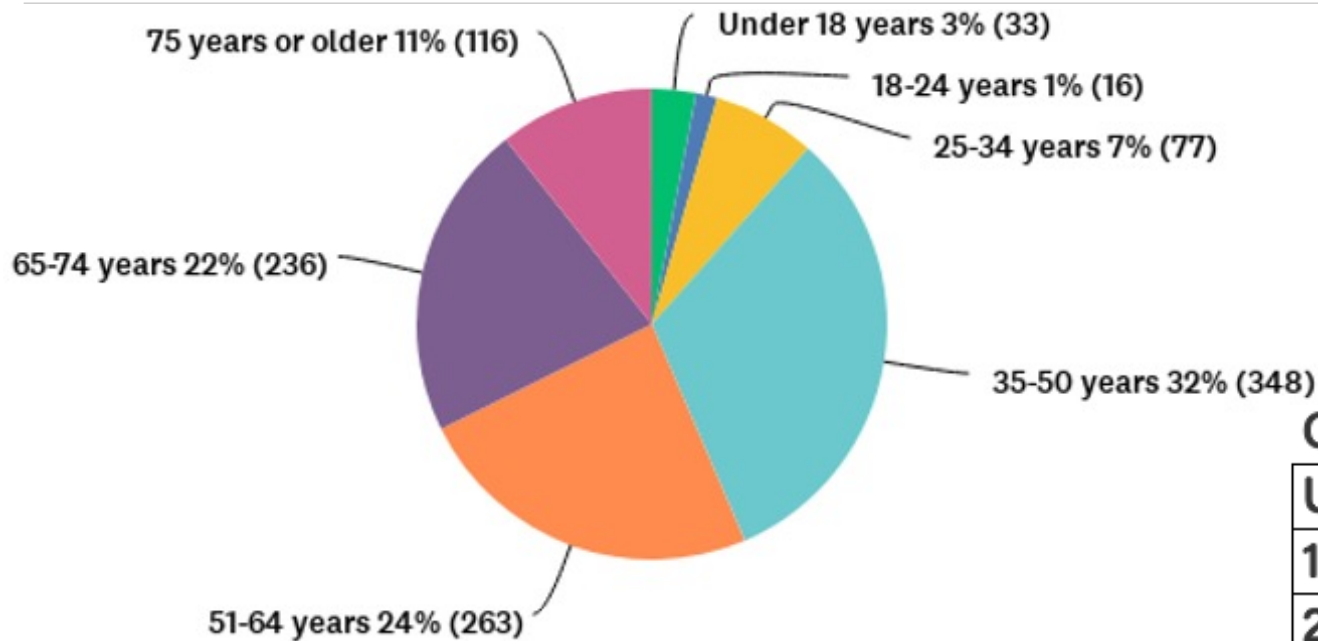
COMMUNITY SURVEY 2021 - RESULTS REPORT

Conducted 12/6/21 – 12/20/21

COMMUNITY SURVEY 2021 - RESULTS OVERVIEW

- **Response Goal: 600 || Stretch Goal: 1,000 || # Responses Received: 1,089**
 - **+/- Goal: +489 (+82%) || +/- Stretch Goal: +140 (+13%)**
- **Estimated Completion Rate: 69% || Completion Rate: 78%**
 - **+/- Completion Rate: +9%**
- **Estimated Time to Complete: 10 mins || Average Time to Complete: 6 mins 56 secs**
 - **+/- Estimated Time to Complete: -3 mins 4 secs**

Q1: What is your age? (R1,089)



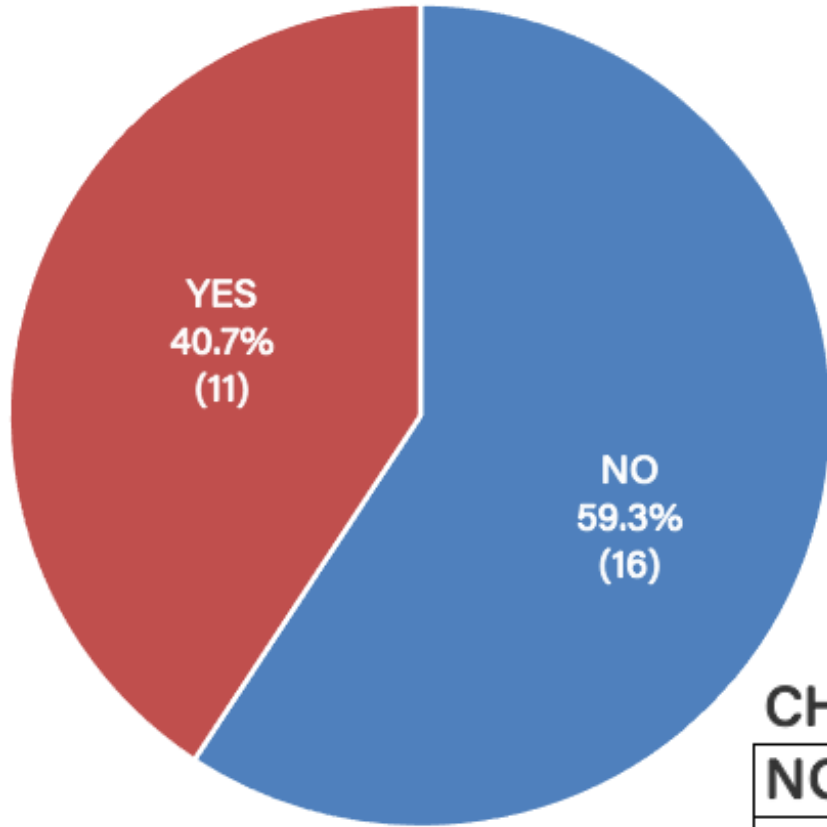
OBSERVATIONS

- 57% of respondents are 51+ years. (R615)
- 32% of respondents are 35-50 years old, the largest single age group. (R348)

CHOICES	%	#
Under 18 years	3.0%	33
18-24 years	1.5%	16
25-34 years	7.1%	77
35-50 years	32.0%	348
51-64 years	24.2%	263
65-74 years	21.7%	236
75 years or older	10.7%	116

57%

Q2: Would you like to receive the Library's Youth Survey when it is launched in January? (R27)



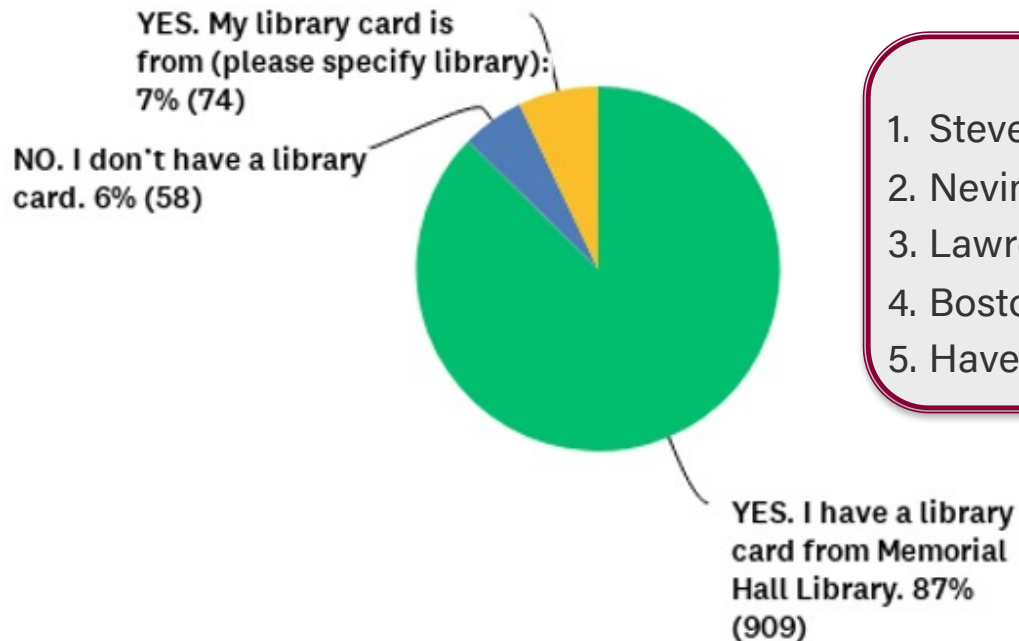
OBSERVATIONS

- Respondents Under 18 Years Old = **33** (3% Total Respondents)
- **82%** answered this question. (R27)
- **67%** provided their email address so they could receive the Youth Survey. (R18)

CHOICES

	%	#
NO	59.3%	16
YES (please provide your email address.)	40.7%	11

Q3: Do you have a library card? (Page 1 of 2) (R1,041)



TOP 5 OTHER LIBRARY CARD SOURCES

1. Stevens Memorial Library, N. Andover 28% (R22)
2. Nevins Memorial Library, Methuen 12% (R9)
3. Lawrence Public Library 10% (R8)
4. Boston Public Library 5% (R4)
5. Haverhill Public Library || Tewksbury Public Library 5% (R4)

See next page for the full list of **My Library Card is From** responses.

CHOICES

CHOICES	%	#
YES. I have a library card from Memorial Hall Library.	87.3%	909
NO. I don't have a library card.	5.6%	58
YES. My library card is from (please specify library):	7.1%	74

94% of respondents have a library card. (R983)

Q3: Do you have a library card? "YES. My library card is from" Responses (Page 2 of 2) (R74)

	LIBRARY	%	#
1	Stevens Memorial Library (North Andover)	28.2%	22
2	Memorial Hall Library (Andover)	12.8%	10
3	Nevins Memorial Library (Methuen)	11.5%	9
4	Lawrence Public Library	10.3%	8
5	Boston Public Library	5.1%	4
6	Haverhill Public Library	5.1%	4
7	Tewksbury Public Library	5.1%	4
8	Lucius Beebe Memorial Library (Wakefield)	2.6%	2
9	Minuteman Library Network	2.6%	2
10	Alexandria, VA	1.3%	1
11	Another town	1.3%	1

	LIBRARY	%	#
12	Medford Public Library	1.3%	1
13	Flint Memorial Library (North Reading)	1.3%	1
14	Harvard Public Library (Harvard)	1.3%	1
15	Lawrence Free Public Library	1.3%	1
16	Leach Library (Londonderry, NH)	1.3%	1
17	Newburyport Public Library	1.3%	1
18	Online from Libby	1.3%	1
19	Peabody Institute Library (Danvers)	1.3%	1
20	Pollard Memorial Library (Lowell)	1.3%	1
21	Ridgefield Library (Ridgefield, CT)	1.3%	1
22	Rodgers Memorial Library (Hudson, NH)	1.3%	1

OBSERVATION
 7% of respondents with library cards have a library card from 21 other libraries. (R64) *

* 10 people selected *YES. My library card is from...* but listed Memorial Hall Library instead of another library

Q4: Why don't you currently have a Library card? Please select all that apply. (R47)

CHOICES	%	#
OTHER (please be specific)	38.3%	18
I prefer to buy the materials I want or need	23.4%	11
I don't need a library card to visit the Library and use its resources	17.0%	8
I can get everything I need from Google & Facebook	14.9%	7
Library is too far from my home	6.4%	3
I'm not comfortable at the Library	4.3%	2
It's difficult to find parking	4.3%	2

→ 55% of the reasons selected relate to respondents not needing the Library (R26)

OBSERVATIONS

- 38% of the reasons selected are OTHER, non-listed reasons (R18)
- The top "OTHER" reason listed is **Non-Resident (recently moved here)**, which is the 4th most popular reason overall (R6)

"OTHER" REASONS	%	#
Non-Resident (recently moved here)	33%	6
Plan to Get a Card, But Haven't Yet	22%	4
Too Busy	11%	2
Misc. (Don't know Haven't been to library in a while I can get everything I want from the internet (Wikipedia, Google, ...) I have a card in the Town I live in I use my license and my town looks me up I use my PA ID to access digital books)	33%	6

TOTAL 18

Q5: Please rate the Library's staff on their... (Please select a choice for each row.) (R994)

QUALITIES	Poor		Good		Excellent		Weighted Average
	%	#	%	#	%	#	
Helpfulness	0.5%	5	15.0%	0.8	84.4%	776	2.84
Knowledge	0.3%	3	16.5%	143	83.2%	721	2.83
Child-Friendliness	1.6%	9	16.9%	96	81.5%	463	2.80
Friendliness	1.0%	9	21.1%	197	77.9%	727	2.77
Availability	0.4%	4	22.4%	202	77.1%	695	2.77

The two highest rated staff service categories were **Helpfulness** and **Knowledge**.

The lowest rated staff quality category was **Availability**.

QUALITIES	Poor		Good		Excellent		Don't Know		Weighted Average
	%	#	%	#	%	#	%	#	
Helpfulness	0.5%	5	13.9%	138	78.2%	776	7.4%	73	2.84
Knowledge	0.3%	3	14.4%	143	72.7%	721	12.6%	125	2.83
Child-Friendliness	0.9%	9	9.7%	96	46.6%	463	42.8%	425	2.80
Friendliness	0.9%	9	19.8%	197	73.2%	727	6.0%	60	2.77
Availability	0.4%	4	20.4%	202	70.1%	695	9.2%	91	2.77

OBSERVATIONS:*

- ALL staff service qualities are rated **Good** or **Excellent** by ≥99% of respondents.
- The lowest rated staff service category is **Availability**.
- Each category has a small number of **Poor** ratings. They represent <2% of all ratings.

* Excludes Don't Know Responses

Q6: Which of the following current Library physical collections interest you or your family the most? Please select up to three (3). (R966)

CHOICES	%	#
Fiction/Nonfiction pleasure reading	88.3%	853
Movies (Blu-Ray, DVDs)	29.5%	285
Audiobooks (CD, Playaway)	26.8%	259
Periodicals (newspapers, magazines)	23.2%	224
Non-Traditional Items/Library of Things (hotspots, gaming consoles, craft kits, tools)	18.5%	179
Music (CDs, vinyl)	11.1%	107
World language materials	4.6%	44
N/A - Not interested in physical collections	4.0%	39
Video Games	3.6%	35
ESOL/ESL materials	1.0%	10

3 MOST POPULAR PHYSICAL COLLECTIONS

1. Fiction/Nonfiction Pleasure Reading 88%
2. Movies 30%
3. Audiobooks 27%

3 LEAST POPULAR PHYSICAL COLLECTIONS

1. ESOL/ESL materials 1%
2. Video Games 4%
3. World Language Materials 5%

**Q7: Which of the following current Library digital collections interest you or your family the most?
Please select up to three (3).** (R957)

CHOICES	%	#	
Downloadable Books & Audiobooks (Overdrive/Libby, Hoopla)	60.8%	582	→ Tier 1
Digital National Newspapers (New York Times, Wall Street Journal, Washington Post)	32.8%	314	→ Tier 2
Streaming Movies & Music (Freegal, Hoopla, Kanopy, NAXOS)	28.3%	271	
N/A - Not interested in digital collections	21.3%	204	
Learning Databases (CreativeBug, LinkedIn Learning, Mango Languages)	20.7%	198	→ Tier 3
Genealogy Databases (American Ancestors, Ancestry, HeritageQuest)	20.6%	197	
Business Databases (AtoZdatabases, Morningstar, Value Line)	6.6%	63	→ Tier 4

3 MOST POPULAR DIGITAL COLLECTIONS

1. Downloadable Books & Audiobooks 61%
2. Digital Nat'l Newspapers 33%
3. Streaming Movies & Music 28%

3 LEAST POPULAR DIGITAL COLLECTIONS

1. Business Databases 7%
2. Genealogy Databases 21%
3. Learning Databases 21%

Q8: Which of the following current Library programs interest you or your family the most? Please select up to three (3). (R940)

CHOICES	%	#
Lectures on timely topics (finances, gardening, health, sustainability, social justice)	44.9%	422
Concerts & Art	34.8%	327
Author talks & Book clubs	33.5%	315
Summer reading	25.9%	243
Craft programs	20.9%	196
Story times	17.5%	164
Genealogy & local history	17.0%	160
N/A - Not interested in Library programs	11.1%	104
Makerspace	9.8%	92
Small group discussions (dementia, creative writing, job seekers)	9.4%	88
ESOL/ESL classes	0.7%	7

→ Tier 1

→ Tier 2

→ Tier 3

→ Tier 4

3 MOST POPULAR PROGRAMS

1. Lectures on timely topics 45%
2. Concerts & Art 35%
3. Author talks & Book clubs 34%

3 LEAST POPULAR PROGRAMS

1. ESOL/ESL classes 1%
2. Small group discussions 9%
3. Makerspace 9%

Q9: Which of the following current Library services interest you or your family the most? Please select up to three (3). (R924)

CHOICES	%	#
Online access to your account and library catalog	67.0%	619
Discounted museum passes	65.8%	608
Help from a librarian (email, online chat, in-person, telephone)	43.4%	401
Notary	18.2%	168
Curbside pickup/Grab-and-Go pickup	17.6%	163
Access to public Wi-Fi/Library computers	13.4%	124
Business services (printing, copying, digitization, faxing, scanning)	11.3%	104
Technology training (classes, one-on-one help)	9.1%	84
Genealogy services	8.9%	82
Home delivery	3.7%	34
N/A – Not interested in Library services	3.3%	30

→ Tier 1

→ Tier 2

→ Tier 3

→ Tier 4

3 MOST POPULAR SERVICES

1. Online access to your acct. & library catalog 67%
2. Discounted Museum Passes 66%
3. Help from a librarian 43%

3 LEAST POPULAR SERVICES

1. Home delivery 4%
2. Genealogy services 9%
3. Technology training 9%

Q10: If you are interested in using non-English language materials or attending non-English language programs, which of the following languages interest you the most? Please select up to three (3). (R919)

CHOICES	%	#
N/A - Not interested in non-English language materials/programs	70.0%	643
Spanish	17.7%	163
OTHER (please be specific)	11.5%	106
Chinese	6.1%	56
Hindi	3.4%	31
Arabic	2.5%	23
Portuguese	1.9%	17
Russian	1.3%	12
Korean	0.8%	7

**MOST POPULAR
"OTHER"
LANGUAGES**

1. French 42.9% (R54)
2. Italian 19% (R24)
3. German 7.9% (R10)
4. Hebrew 4.0% (R5)
5. Polish 4.0% (R5)
6. Japanese 3.2% (R4)
7. Greek 2.4% (R3)
8. ASL 1.6% (R2)
9. Norwegian 1.6% (R2)
10. Swedish 1.6% (R2)
11. Vietnamese 1.6% (R2)

**ADDITIONAL
LANGUAGES**

(1 respondent each)

- Dutch
- Farsi
- Gujarati (Indian Lang.)
- Hungarian
- Khmer
- Latin
- Punjabi
- Romanian
- Tagalog (Filipino)
- Tamil
- Telugu
- Turkish

**Q11: How do you prefer to find out about Library collections, programs, and services?
Please select up to three (3).** (R913)

CHOICES	%	#
Library emails	76.3%	697
Library website	65.3%	596
Library social media (Facebook, Instagram, Twitter)	31.1%	284
Local newspapers (Andover Townsman, Eagle Tribune)	22.1%	202
Flyers in the Library	15.1%	138
Town website	10.0%	91
Word-of-mouth	6.1%	56
Digital displays	4.9%	45
OTHER (please be specific):	1.6%	15
Local cable TV	0.8%	7

OBSERVATIONS

- The top 2 choices (**Library emails** and **Library website**) are ≥2x more popular than the next most popular choice.
- **Email** is the most popular "OTHER" response, but it represents a very small # of respondents. (R4)

"OTHER" RESPONSES	%	#
Email	26.7%	4
Senior Center	13.3%	2
US Mail	13.3%	2
Misc. (Andover mums I call reference and ask Newsletter Texts Through public school)	33.3%	5

NOTE: Null "OTHER" responses = 2

Questions 12 and 13 – Facility Status and Improvement Needs

Q12: If you had to describe the Library's facility (building and grounds), would you say it... (R912)

CHOICES	%	#
Is FINE as it is	68.3%	623
Needs SOME improvement	26.9%	245
Needs A LOT of improvement	1.8%	16
I haven't visited the Library	3.1%	28

OBSERVATIONS

- A majority (68%) of respondents indicated the Library's facility **Is FINE as it is**.
- 60% of respondents who indicated the Library facility needs **SOME** or **A LOT** of improvement selected **Parking** as the top issue. It was 3x more popular than the the 2nd most popular issue (**Meeting room availability**).

Q13: You indicated that the Library facility needs **SOME** or **A LOT** of improvement. 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 1 of 4) (R263)

CHOICES	%	#
Parking	60.1%	158
OTHER (please be specific)	26.6%	70
Meeting room availability	19.8%	52
Accessing the building	17.1%	45
Landscaping/Grounds	16.0%	42
Lighting	15.6%	41
Acoustics/Noise level	13.3%	35
Cleanliness	11.8%	31
Directional signage	9.9%	26
Building temperature	3.8%	10

Q13: You indicated that the Library facility needs SOME or A LOT of improvement. 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 4)

OTHER FACILITY IMPROVEMENT IDEAS (R70)*

1. Children's Room/Area (x23)

- **Increase Space (x7):** Bigger meeting spaces for story times || Children's room is very "tight" || Children's room and small story time room || Children's room facility - bigger space || Kids section is not spacious || More family/child-friendly space || More space for children programming
- **More/New Toys (x7):** More toys (x2) || Children's toys could be added || Please bring back the toys in the Children's Room || Some other children's libraries have toys available || Update toys in children's section || Would love more fun things in children's section
- **Enhance Atmosphere/Appearance (x5):** Children's Room could be updated || Children's room could display Children's work or projects || It just seems super outdated. The children's room has had the same carpet and toys for over a decade. The furniture hasn't changed in the 15 years I've been here. || Took our children to the children's room 30 years ago and we have been taking our grandchildren for 4 years now and in all those years I dare say the town has done nothing to improve the children's room. The kids are the backbone of our future and the town needs to step up and improve the facility now. Look at other towns and see what they are doing. We have plenty of staff but not enough rooms and activities for the young kids. I think it is a disgrace the lack of investment in the building. Hire a consultant like the schools do and see how we make the facilities world-class. || Update the children's room
- **Misc. Ideas (x4):** Comfort in children's room -chairs || COVID-friendly resources in children's room || Just want to be sure kids' needs are accommodated to meet demand going forward (I am not saying they are not being met now) || Bean bag chairs. More child-friendly tables for families

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

Q13: You indicated that the Library facility needs SOME or A LOT of improvement. 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 3 of 4)

OTHER FACILITY IMPROVEMENT IDEAS (cont.) (R70)*

2. Misc. Exterior Improvement Ideas (x14)

- **Parking (x3):** Free parking for library patrons || FREE parking for library patrons and ONLY available to library patrons! I know - dream on - how would keep non-library patrons out. || More free parking
- **Misc. (x11):** Drop off box in front of library for walkers (x2) || Outdoor meeting & program space (x2) || Additional outdoor sitting areas || Outdoor space with umbrellas || Bike rack also at front building || Access to the garden || Outdoor art/child friendly space || Additional outdoor sitting areas || Outdoor space with umbrellas

3. Interior Niches, Rooms, & Spaces (x13)

- **Comfortable, Quiet Spaces (x5):** Bigger quiet space || Comfortable seating areas for reading || Comfortable sitting places || More comfortable spaces || Reading room with magazines and coffee
- **Meeting, Study & Work Spaces (x4):** Digital meeting space for zoom or other virtual meetings || More space for people to use their own laptops or tablets with available power || Need small meeting/quiet spaces (1-2 people) || Small group study room
- **Misc. (x6):** Designated Senior Area || Indoor lounge type area that matches the feel of the balcony space || More Maker Space || More space for teens || Needs a café || Number of bathrooms

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

Q13: You indicated that the Library facility needs SOME or A LOT of improvement. 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 4 of 4)

OTHER FACILITY IMPROVEMENT IDEAS (cont.) (R70)*

4. Repair, Update, or Modernize Facility (x10)

- **Modernize & Update (x6):** Building needs updating || I have not been in the building in a while but I'm sure it could just use some sprucing up in terms of making it look a little more modern and also some rethinking of the layout. || It's outdated || Make more modern || Modernize structure || Updates - especially to upstairs bathrooms.
- **Maintenance/Repairs (x3):** Bathrooms - toilets never flush properly. Lights on timers. || Self-checkout actually working || Some basic repairs
- **Misc.:** COVID precautions

5. Misc. Interior Improvement Ideas (x6)

- **Appearance & Atmosphere (x4):** This building looks dated, colors—a good coat of new paint || Paint the front room another color and carpet the library all in one color || Updated murals and interior || Welcoming nature to all atmosphere
- **Misc. (x2):** Library book space || More comfortable seating

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

Q14: Please rank the following Library facility features (building and grounds) from the MOST (1) to LEAST (10) important to you. (R857)

FACILITY FEATURES	1	2	3	4	5	6	7	8	9	10	Score
Ample, convenient parking	23.9%	21.4%	14.8%	8.5%	8.0%	5.8%	5.9%	4.5%	3.5%	3.9%	7.34
Easy-to-access materials	22.1%	15.7%	14.3%	12.1%	7.6%	8.3%	5.3%	6.6%	4.4%	3.7%	7.01
Comfortable seating areas for reading & relaxing	7.1%	13.9%	13.7%	17.8%	15.0%	10.5%	7.8%	5.7%	5.6%	2.9%	6.35
Space for quiet study & focused work	8.5%	10.6%	10.6%	11.1%	14.2%	12.8%	11.7%	8.9%	7.1%	4.6%	5.84
Accessible customer service desks	6.7%	11.0%	15.8%	12.3%	10.7%	9.7%	9.5%	7.6%	10.2%	6.5%	5.79
Children's room	18.5%	9.1%	6.6%	9.1%	8.5%	7.5%	8.8%	8.1%	11.4%	12.4%	5.66
Outdoor seating areas	4.2%	5.2%	6.7%	10.0%	10.0%	12.2%	11.6%	12.9%	12.3%	14.8%	4.58
Space for public use computers	2.5%	4.2%	7.0%	5.3%	8.8%	14.5%	14.5%	15.9%	12.8%	14.5%	4.27
Teen room	3.2%	6.0%	5.1%	7.2%	9.6%	9.1%	11.6%	12.5%	17.7%	18.2%	4.17
Meeting rooms	3.9%	3.5%	6.0%	6.7%	7.4%	9.3%	13.1%	17.0%	14.6%	18.4%	4.08

OBSERVATION

A majority of respondents selected **Ample, convenient parking** (60%) or **Easy-to-access materials** (52%) as one of their top 3 most important facility features.

Q15-16: Focus Group Volunteers

- Q15: If you are 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. (R847)
 - N/A – I'm not interested in participating in a Focus Group 85% (R719)
 - Volunteers 15% (R128)
 - 36-48 Volunteers per Focus Group Date

CHOICES	%	#
N/A – I am not interested in participating in a Focus Group	84.9%	719
1/12/22 (Weds) at 10:00 am	5.2%	44
1/22/22 (Sat) at 10:00 am	4.3%	36
1/26/22 (Weds) at 6:30 pm	6.0%	51
2/1/22 (Tues) at 2:00 pm	4.6%	39
2/10/22 (Thurs) at 6:30 pm	5.7%	48
2/14/22 (Mon) at 10:00 am	4.5%	38

- Q16: 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 January.
 - Contact Information provided by 126 Respondents

Q17: Please share any additional comments or suggestions you have for Memorial Hall Library and how it can improve over the next five years. (Page 1 of 3) (R329)

IDEA FOCUS AREAS*

1. Facility Improvement Ideas (x76)

- **Misc.:** Improve parking (x23); children's room enhancements (x9); more meeting/study rooms (x7); add quiet reading/study/work spaces (x5); improve atmosphere and appearance (x5); interior furniture and fixtures (x5); etc.

2. Program Ideas (x46)

- **Misc.:** Offer classes/instruction/support (x9); add digital/online resources (x9); Increase ILL offerings (more eBooks) (x5); add/improve self-checkout (x4); improve website; grow technology resources; etc.

3. Technology Ideas (x39)

- **Misc.:** Offer classes/instruction/support (x9); add digital/online resources (x9); Increase ILL offerings (more eBooks) (x5); add/improve self-checkout (x4); improve website; grow technology resources; etc.

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

Q17: Please share any additional comments or suggestions you have for Memorial Hall Library and how it can improve over the next five years. (Page 2 of 3) (R329)

IDEA FOCUS AREAS* (cont.)

4. Collections Ideas (x33)

- **Misc.:** Add more new releases/popular books (x6); add specific genre/topic books (x6); increase the non-traditional/Library of Things collection (x6); offer more digital books (x4); expand children's collection (x3); add more periodicals (x2); etc.

5. Management and Operations Ideas (x32)

- **Misc.:** Policy/procedure changes, including several re: COVID mask policy (x10); mission/purpose input (x6); add staff/volunteers (x6); expand hours (summers, weekends, etc.) (x3); etc.

6. Marketing Ideas (x17)

- **Misc.:** Expand/improve promotion/communications (x10); increase targeted outreach/collaboration (x4); new communication channels (x3); etc.

7. Services Ideas (x9)

- **Misc.:** Book sales ideas (x2); improve accessibility via delivery services (x2); meeting room rentals/use; museum passes; friendlier copy machine; multilingual signs; etc.

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

Q17: Please share any additional comments or suggestions you have for Memorial Hall Library and how it can improve over the next five years. (Page 3 of 3) (R329)

COMMENTS/FEEDBACK

By Focus Area (x93)

- **Management and Operations Feedback (x29)**
 - Positive (x21); Critical (x6); & Mixed (x2)
- **Programs Feedback (x19)**
- **Facility Feedback (x14)**
- **Technology Feedback (x13)**
- **Collections Feedback (x11)**
- **Services Feedback (x4)**
- **Marketing (x3)**

Misc. Comments/Feedback (x99)

- **Misc. Additional Feedback (x94)**
 - Positive (x92) & Critical (x2)
- **Misc. Personal Comments (x5)**

NOTE: 329 responses yielded 252 ideas and 192 comments. See the supplemental raw data SurveyMonkey exports for details.

Questions 18 and 19

Q18: Are you willing to answer a few additional questions for the Library? (R842)

CHOICES	%	#
YES	83.6%	704
NO	16.4%	138

Q19: How do you and your family prefer to attend programs for the following age groups? Please select a choice for each program type. (R700)

PROGRAM AGE GROUPS	In-Person		Virtual		Both (in-person & virtual)	
	%	#	%	#	%	#
Children's programs	66.0%	208	3.2%	10	30.8%	97
Tween programs(grades 5-7)	51.4%	112	6.4%	14	42.2%	92
Teen programs	42.5%	93	6.8%	15	50.7%	111
Adult programs	25.0%	157	9.4%	59	65.7%	413

OBSERVATIONS

- For **Children** and **Tweens**, most respondents prefer **In-Person** programs.
- For **Teens** and **Adults**, most respondents prefer to have **Both in-person & virtual** programs.

PROGRAM AGE GROUPS

PROGRAM AGE GROUPS	In-Person		Virtual		Both (in-person & virtual)		N/A - Uninterested	
	%	#	%	#	%	#	%	#
Children's programs	29.9%	208	1.4%	10	13.9%	97	54.7%	381
Tween programs(grades 5-7)	16.1%	112	2.0%	14	13.2%	92	68.6%	477
Teen programs	13.4%	93	2.2%	15	16.0%	111	68.5%	476
Adult programs	22.5%	157	8.4%	59	59.1%	413	10.0%	70

Q20: When do you and your family prefer to attend programs for the following age groups?
Please select all that apply. (R697)

PROGRAM AGE GROUPS	Weekday						Weekend				N/A - Uninterested	
	Mornings		Afternoons		Evenings		Mornings		Afternoons		% #	% #
	%	#	%	#	%	#	%	#	%	#		
Children's programs	15.0%	104	11.2%	78	9.7%	67	21.6%	150	18.7%	130	59.9%	416
Tween programs (grades 5-7)	0.9%	6	11.7%	81	9.7%	67	11.0%	76	14.6%	101	73.7%	511
Teen programs	0.3%	2	12.4%	86	14.4%	100	9.0%	62	14.4%	100	73.0%	506
Adult programs	23.7%	165	28.2%	196	56.6%	393	25.8%	179	33.4%	232	13.1%	91

MOST POPULAR TIMES

- Children's programs => Weekend morning **22%**
- Tween programs => Weekend afternoons **15%**
- Teen programs => Weekday evenings and Weekend afternoons **14%** (R100 each)
- Adult programs => Weekday evenings **57%**

LEAST POPULAR TIMES

- Children's programs => Weekday Evenings **10%**
- Tween programs => Weekday Mornings **1%**
- Teen programs => Weekday Mornings **.3%**
- Adult programs => Weekday Mornings **24%**

Q21: On average, how often do you... Please select a frequency for each row. (R697)

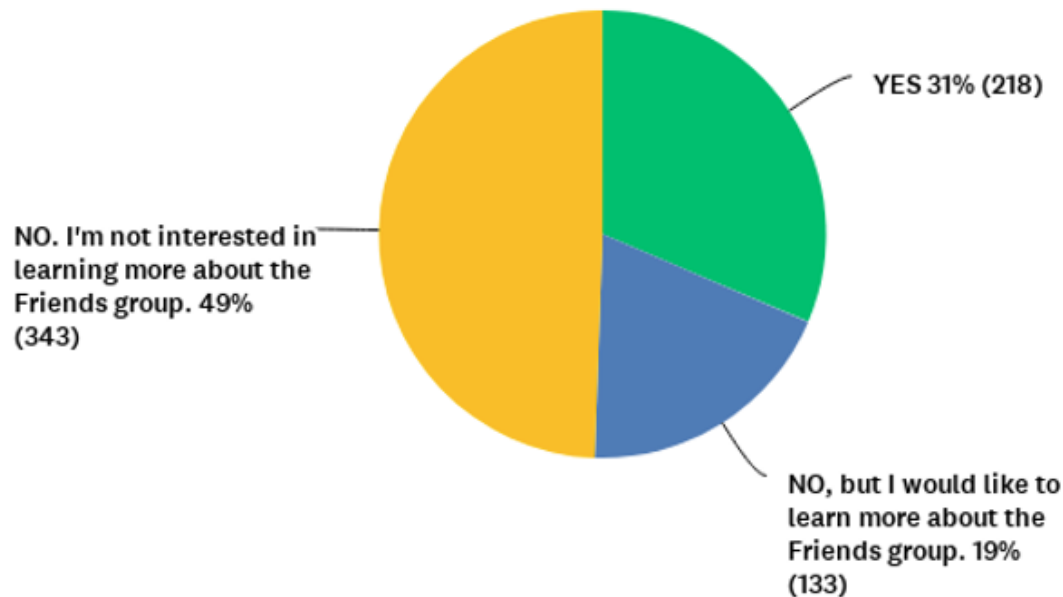
VISIT/ACCESS	Daily		Weekly		Monthly		Less than Monthly		Never	
	%	#	%	#	%	#	%	#	%	#
Visit the Library	0.4%	3	38.6%	269	37.3%	260	22.0%	153	1.7%	12
Access Digital Library Materials (e.g., audiobooks, e-books, movies, music, newspapers)	8.6%	60	20.3%	141	22.7%	158	31.9%	222	16.5%	115
Access Virtual Library Programs	0.6%	4	5.6%	39	14.8%	103	46.0%	320	33.1%	230

OBSERVATIONS

- 76% of respondents **Visit the Library** at least **Monthly**. (R532)
- 52% of respondents **Access Digital Library Materials** at least **Monthly** (R359)
- 79% of respondents **Rarely or Never Access Virtual Library Programs** (R550)

Q22 and Q23: Friends of Memorial Hall Library Questions

Q22: Are you currently a member of the Friends?? (R694)



CHOICES	%	#
YES	31.4%	218
NO, but I would like to learn more about the Friends group.	19.2%	133
NO. I'm not interested in learning more about the Friends group.	49.4%	343

Q23: To learn more about the Friends or to join the group, please provide your name, email address, and phone number below. (R122)

122 respondents provided their contact information.