



MEMORIAL HALL LIBRARY

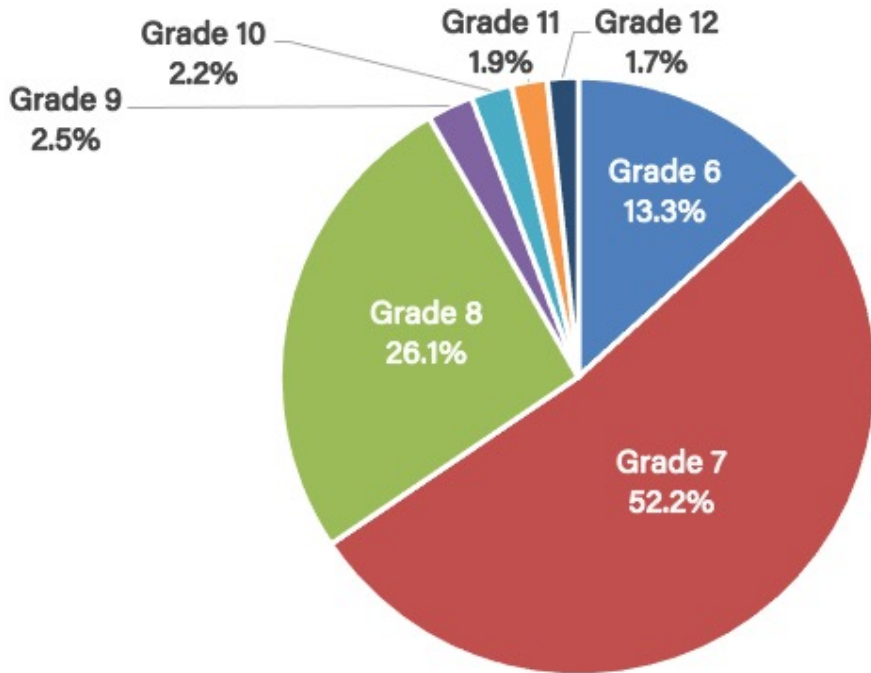
YOUTH SURVEY 2022 - RESULTS REPORT

Conducted 1/25/22 – 2/8/22 for Grades 6-12

YOUTH SURVEY 2022 - RESULTS OVERVIEW

- **Response Goal: 50 || Stretch Goal: 100 || # Responses Received: 360**
 - **+/- Goal: +310 (+620%) || +/- Stretch Goal: +260 (+260%)**
- **Estimated Completion Rate: 80% || Completion Rate: 88%**
 - **+/- Completion Rate: +8%**
- **Estimated Time to Complete: 4 mins || Average Time to Complete: 4 mins 14 secs**
 - **+/- Estimated Time to Complete: +14 secs**
- **186 Respondents Who Completed the Survey Provided Contact Information to be Eligible to Win a \$5.00 Dunkin' Gift Card (Survey Question 14)**

Q1: What grade are you in? (R360)



CHOICES	%	#
Grade 6	13.3%	48
Grade 7	52.2%	188
Grade 8	26.1%	94
Grade 9	2.5%	9
Grade 10	2.2%	8
Grade 11	1.9%	7
Grade 12	1.7%	6

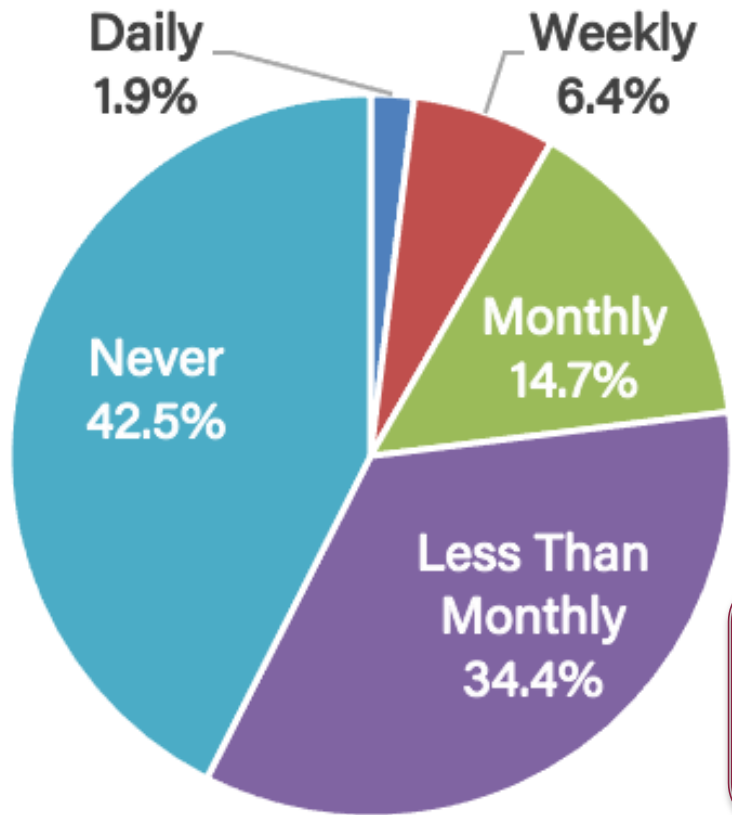
92% ←

8% ←

OBSERVATIONS:

- 92% of respondents are Grades 6-8 (R330)
- 8% of respondents are Grades 9-12 (R30)
- 52% of respondents are in Grade 7, the largest single grade group (R188)

Q2: On average, how often do you visit the Teen Room? (R360)



CHOICES	%	#
Daily	1.9%	7
Weekly	6.4%	23
Monthly	14.7%	53
Less Than Monthly	34.4%	124
Never	42.5%	153

23%

OBSERVATIONS:

- 23% of respondents visit the Teen Room at least Monthly (R83)
- 77% of respondents visit the Teen Room **Less Than Monthly** or **Never** (R277)

Q3: Why don't you visit the Teen Room? Please check all that apply. (Page 1 of 2) (R154)

CHOICES	%	#
I'm Too Busy	53.3%	82
OTHER (please be specific)	50.0%	77
I Buy/Borrow My Own Books, Movies, and Music	18.8%	29
Doesn't Have What I Want/Need	10.4%	16
I Use Another Public Library	7.8%	12
Not Enough Social/Hangout Space	3.9%	6
Too Noisy/Crowded	2.6%	4
Too Quiet/Too Many Rules	2.6%	4
Not a Comfortable Space	2.0%	3
Not Enough Meeting Room Space	0.0%	0

"OTHER" REASONS	%	#
Doesn't Go to the Library	31.6%	25
Misc. (unique personal reasons)	17.7%	14
Unaware of Teen Room	15.2%	12
Doesn't Read/Like Books	10.1%	8
Use School Library	7.6%	6
Doesn't Need/Want to	5.1%	4
Pandemic-Related Concerns	5.1%	4
No Transportation	3.8%	3
Not Local/New Resident	3.8%	3

OBSERVATIONS:

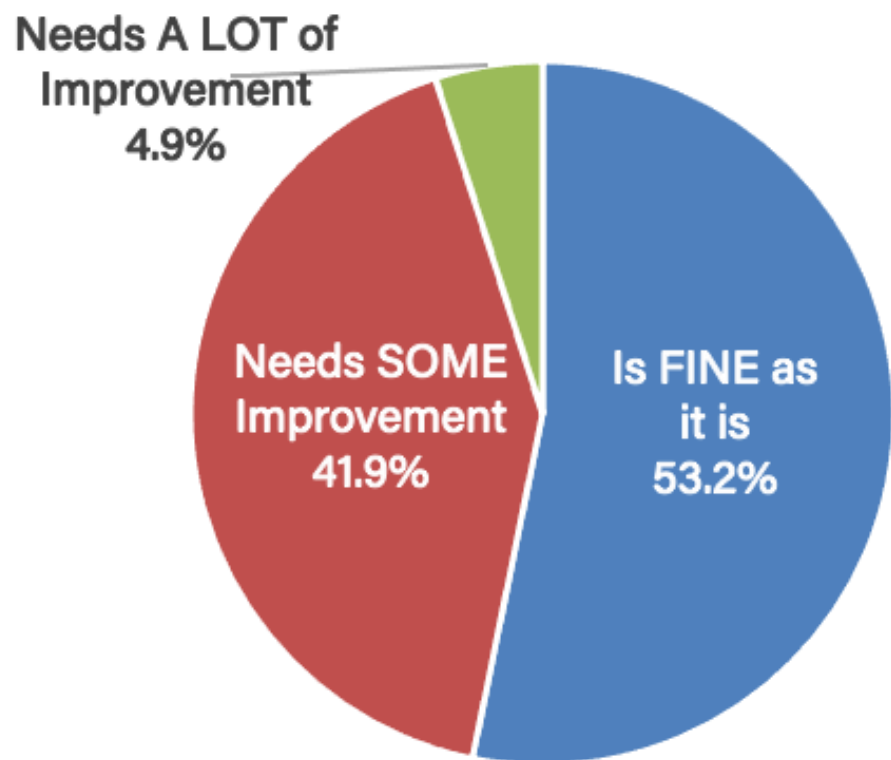
- 50% of the reasons selected are **OTHER**, non-listed reasons (R77)
- **I'm Too Busy** is the dominant reason selected 53% (R82)
- **Doesn't Go to the Library** (no specific reason stated) is the most frequently cited "OTHER" reason - 32% (R25)

Q3: Why don't you visit the Teen Room? Please check all that apply. (Page 2 of 2) (R154)

"OTHER" Reasons - Miscellaneous Unique Reasons Provided

- *"I am only 11"*
 - *"I buy a lot of my music and books over borrowing them"*
 - *"I check out from the Children's section"*
 - *"I do not hang out at the library. I go to collect resources, and then I leave."*
 - *"I don't want to, and I don't like to be in public anyway. I barely leave my house."*
 - *"I don't go out much"*
 - *"I just have never really thought about it"*
 - *"I rarely go to the library I am busy with school and during the summer my camp."*
 - *"I read books on my Kindle, so I never go to the actual library, I go on the website."*
 - *"I usually go and spend my time in the kid's area where it has the books I like to read."*
 - *"I usually go to other places"*
 - *"Parents"*
 - *"There are other people there and I don't like people"*
-

Q4: If you had to describe the Library's Teen Room (e.g., decor, layout, furniture), would you say it... (R203)



OBSERVATION

Most respondents (53%) indicated the Teen Room is **FINE as it is** (R108)

CHOICES

	%	#
Is FINE as it is	53.2%	108
Needs SOME improvement	41.9%	85
Needs A LOT of improvement	4.9%	10

Q5: You indicated that the Teen Room needs SOME or A LOT of improvement. Please select up to three (3) Teen Room issues that are most important to you. (R89)

CHOICES	%	#
Comfortable Furniture	70.8%	63
Social/Hang out Space	56.2%	50
Charging Stations/More Plugs	37.1%	33
Quiet Study/Reading Space	34.8%	31
Meeting/Study Room Availability	23.6%	21
Cleanliness	19.1%	17
Temperature	11.2%	10
Acoustics/Noise Level	10.1%	9
OTHER (please be specific):	10.1%	9

OBSERVATION

The top 2 teen room issues in need of improvement were selected by >55% of respondents

- **Comfortable Furniture - 71%** (R63)
- **Social/Hang out Space - 32%** (R50)

"OTHER" IMPROVEMENTS

- *"I just think that it would be nice if there were some armchairs or some other comfortable furniture like in the other parts of the library. :)"*
- *"Games (board game)"*
- *"I feel as though there should be more variety in the books, and it needs to be rearranged because the manga section is in the computer area and that seems somewhat random to me?"*
- *"Second Monitors in Game Room"*
- *"Organization of Books"*
- *"There isn't a large selection of books I feel like, but I also don't go there often enough to provide spot-on feedback. Sorry! But studying spots are a MUST."*
- *"I think that the layout of the teen room could be improved, with distinct sections for different activities and different types of books."*
 - *"It is very cramped"*
 - *"Layout"*

Q6: How welcome do you feel when you... Please select a choice for each row. (R343)

LOCATION	Very Unwelcome		Unwelcome		Somewhat Welcome		Welcome		Very Welcome		Weighted Average
	%	#	%	#	%	#	%	#	%	#	
In the Teen Room	3.1%	7	1.3%	3	13.3%	30	51.8%	117	30.5%	69	4.05
Elsewhere in the Library	3.4%	9	1.9%	5	18.0%	48	42.7%	114	34.1%	91	4.02

LOCATION	Very Unwelcome		Unwelcome		Somewhat Welcome		Welcome		Very Welcome		Don't Know		Weighted Average
	%	#	%	#	%	#	%	#	%	#	%	#	
In the Teen Room	2.0%	7	0.9%	3	8.8%	30	34.1%	117	20.1%	69	34.1%	117	4.05
Elsewhere in the Library	2.6%	9	1.5%	5	14.0%	48	33.2%	114	26.5%	91	22.2%	76	4.02

OBSERVATIONS*

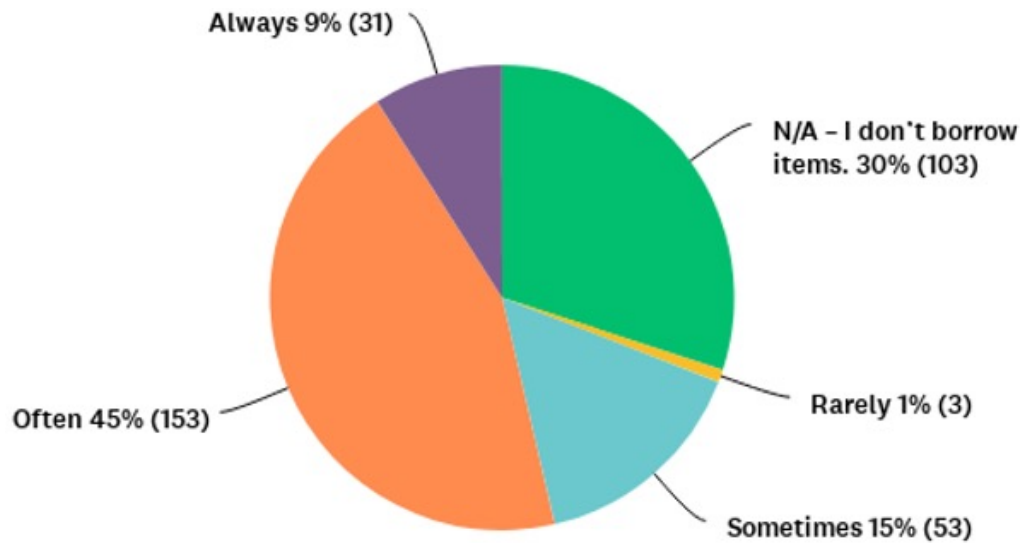
- 95% of respondents feel at least Somewhat Welcome
- 3% of respondents feel Very Unwelcome in the Teen Room and Elsewhere in the Library

* Excludes Don't Know responses

Q7: Does the Library usually have the books, audiobooks, and/or magazines you're looking for?
(R343)

OBSERVATION

54% of respondents indicated the Library **Often** or **Always** has the books, audiobooks, and/or magazines they seek (R184)



CHOICES

	%	#
N/A - I don't borrow items.	30.0%	103
Never	0.0%	0
Rarely	0.9%	3
Sometimes	15.5%	53
Often	44.6%	153
Always	9.0%	31

Q8: How frequently do you use the following ONLINE SERVICES? Please select a choice for each row. (R406)

ONLINE SERVICES	Daily		Weekly		Monthly		Less Than Monthly		Never		Weighted Average
	%	#	%	#	%	#	%	#	%	#	
Downloading/Streaming free music	1.9%	3	3.2%	5	1.9%	3	13.5%	21	79.5%	124	4.65
Downloading/Streaming Movies	1.1%	2	4.4%	8	3.3%	6	17.6%	32	73.6%	134	4.58
eBooks or eAudiobooks	1.3%	3	5.3%	12	10.2%	23	22.7%	51	60.4%	136	4.36
Lendable Wi-Fi Hotspots	3.6%	7	5.1%	10	7.2%	14	20.0%	39	64.1%	125	4.36
Research Databases for School or Personal Pursuits	1.8%	4	1.8%	4	11.1%	24	30.0%	65	55.3%	120	4.35

The MOST Frequently Used Online Service is Rarely or Never Used by 85% of Respondents

ONLINE SERVICES	Daily		Weekly		Monthly		Less Than Monthly		Never		N/A - Unaware of Service		Weighted Average
	%	#	%	#	%	#	%	#	%	#	%	#	
Downloading/Streaming free music	0.9%	3	1.5%	5	0.9%	3	6.2%	21	36.5%	124	54.1%	184	4.65
Downloading/Streaming Movies	0.6%	2	2.4%	8	1.8%	6	9.4%	32	39.4%	134	46.5%	158	4.58
eBooks or eAudiobooks	0.9%	3	3.5%	12	6.8%	23	15.0%	51	40.0%	136	33.8%	115	4.36
Lendable Wi-Fi Hotspots	2.1%	7	2.9%	10	4.1%	14	11.5%	39	36.8%	125	42.7%	145	4.36
Research Databases for School or Personal Pursuits	1.2%	4	1.2%	4	7.1%	24	19.1%	65	35.3%	120	36.2%	123	4.35

Respondents are Most Aware of eBooks or eAudiobooks (66%)

OBSERVATIONS:

- 17% of respondents use the eBooks or eAudiobooks at least monthly* (R38)
- 15-54% of respondents are unaware of the online services listed

* Excludes N/A - Unaware of Service responses

Q9: How likely are you to attend the following new or returning programs? Please select up to five (5) programs you are likely to attend. (R334)

CHOICES	%	#
Cooking (demos, nutrition, baking competitions)	37.4%	125
Video Game Programs (Smash Bros. tournaments and free play)	36.8%	123
N/A - I am not likely to attend any of these programs	32.0%	107
Art Contests	30.2%	101
Sports-Themed Events (tailgate party, trivia)	26.4%	88
Tabletop Gaming (D&D, board games)	26.1%	87
Photography	24.9%	83
Life Skills Workshops (time management, how to change a tire, financial literacy)	20.1%	67
Transitional/Career Workshops (leaving for college, exploring careers, job/volunteer fair)	18.0%	60
Book Groups (book-to-film discussion group)	13.5%	45
Fandom Programs	11.1%	37

→ Tier 1

→ Tier 2

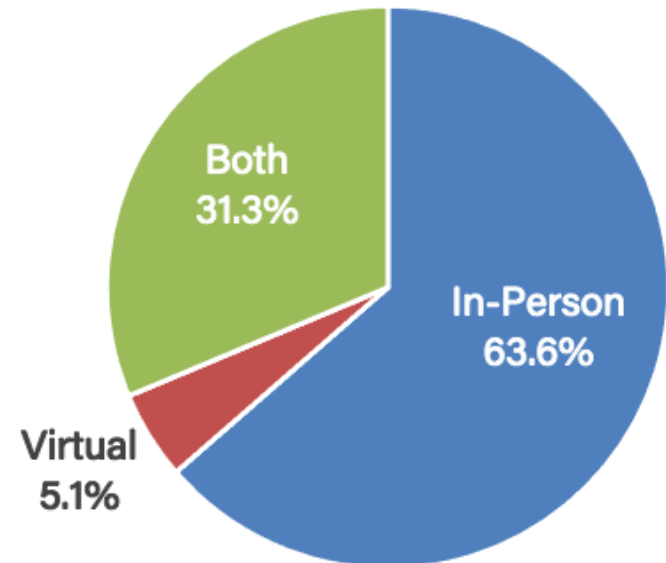
→ Tier 3

OBSERVATIONS

- The top choice, **Cooking**, is **3.4x more** popular than the least popular choice, **Fandom Programs**
- No single new or returning program listed appealed to a majority of respondents

Q10: How do you prefer to attend the Library's teen programs? (R334)

CHOICES	%	#
N/A – Uninterested in Attending Library Programs	41.6%	139
In-Person	37.1%	124
Virtual	3.0%	10
Both (in-person & virtual)	18.3%	61



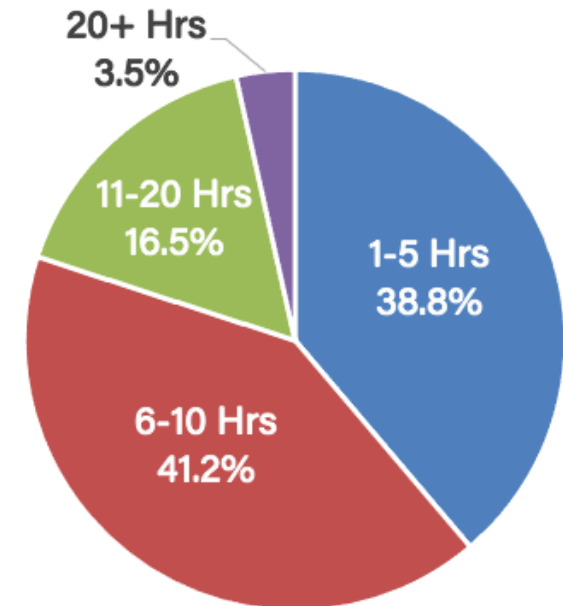
OBSERVATIONS

- 42% of respondents aren't interested in attending teen programs (R139)
- Excluding uninterested respondents, 64% of respondents indicated they want to attend teen programs In-Person (R124)

CHOICES	%	#
In-Person	63.6%	124
Virtual	5.1%	10
Both (in-person & virtual)	31.3%	61

Q11: How many volunteer hours do you need? For example, for school, to put on college applications, for your personal enrichment, etc.? (R334)

CHOICES	%	#
N/A - I don't need volunteer hours.	74.6%	249
1-5 hours per semester	9.9%	33
6-10 hours per semester	10.5%	35
11-20 hours per semester	4.2%	14
20+ hours per semester	0.9%	3



OBSERVATIONS

- A significant majority (75%) of respondents selected N/A – I don't need volunteer hours (R249)
- 41% of respondents indicated they need 6-10 hours per semester, the most popular choice* (R35)

CHOICES	%	#
1-5 hours per semester	38.8%	33
6-10 hours per semester	41.2%	35
11-20 hours per semester	16.5%	14
20+ hours per semester	3.5%	3

* Excludes N/A – I don't need volunteer hours responses

Q12: What kind of community volunteer opportunities interest you? Please select up to three (3) of your top interests. (R84)

CHOICES	%	#
Working with Animals (ex: cleaning cages at MSPCA shelter)	48.8%	41
Working with Young Children (ex: reading aloud)	48.8%	41
Working Outdoors (ex: clearing trails with AVIS)	36.9%	31
Working with Books (ex: organizing books at the library)	33.3%	28
Food Service (ex: serving at a soup kitchen)	32.1%	27
Craft Activities (ex: making cheerful cards for senior citizens)	29.8%	25
Remote/At-Home Opportunities (ex: writing book reviews for the Library's blog)	17.9%	15
OTHER (please be specific)	4.8%	4

OTHER VOLUNTEER IDEAS

1	I would love to do anything on this list other than remote :)
2	Navy stuff
3	I like to help at the nursing home or working with homeless people.
4	None

OBSERVATIONS:

- Working with Animals and Working with Young Children tied for being the most popular volunteer opportunities (49%)
- The top 2 most popular volunteer opportunities are almost 3x more popular than the least popular choice, Remote/At-Home Opportunities

Q13: Please provide any additional ideas or suggestions you may have regarding how we can improve the Library's offerings for teens (program ideas, new services, etc.). (Page 1 of 3) (R172)

IDEA FOCUS AREAS*

1. Facility Improvement Ideas (x30)

- **Misc.:** Add more comfortable furniture (x11); Expand and improve book organization/shelving and browsing space (x6); Enhance appearance/atmosphere (x4); Add hangout and comfortable reading space (x4); Organize and modernize Teen Room (x3); etc.

2. Program Ideas (x23)

- **Misc.:** Life skills and topical classes (e.g., cooking, cleaning, finance, gardening) (x5); Art and arts and crafts (x4); Gaming club (e.g., Minecraft) (x4); Book clubs/activities (x2); Music classes, concerts, and activities (e.g., dancing) (x2); etc.

3. Collections Ideas (x11)

- **Misc.:** Add more, newer books (romance, LGBTQ, Manga, nonfiction, foreign language, audiobooks, video game guides) (x9); etc.

4. Management and Operations Ideas (x8)

- **Misc.:** Policy/procedure changes (e.g., allow more noise, allow eating) (x3); Nice, friendly staff (x2); etc.

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

Q13: 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) (R172)

IDEA FOCUS AREAS* (cont.)

5. Services Ideas (x3)

- **Misc.:** Homework/study help (x2); Maybe add a service where teens can go to elderly or nursing homes and read stories and entertain them and give them gift bags.

6. Marketing Ideas (x2)

- **Misc.:** Promote Library offerings and Talk to your readers; etc.

7. Technology Ideas (x2)

- **Misc.:** Newer, better gaming computers (x2)

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

Q13: Please provide any additional ideas or suggestions you may have regarding how we can improve the Library's offerings for teens (program ideas, new services, etc.). (Page 3 of 3) (R172)

COMMENTS/FEEDBACK (x17)

- **General Positive Feedback** (x13)

- **Facility Feedback** (x3)
 - *"I like the fish when I go."*
 - *"I think it would be nice if the teen room was organized a little better but other than that I think it's great :D"*
 - *"I think that the library is cool from the times I've been. I like the fish."*

- **Programs Feedback** (not actionable) (x1)
 - *"The programs look fun in the library!"*

NOTE: 172 responses yielded 79 ideas, 17 feedback-related comments, and 91 null responses. See the supplemental raw data SurveyMonkey exports for details.
