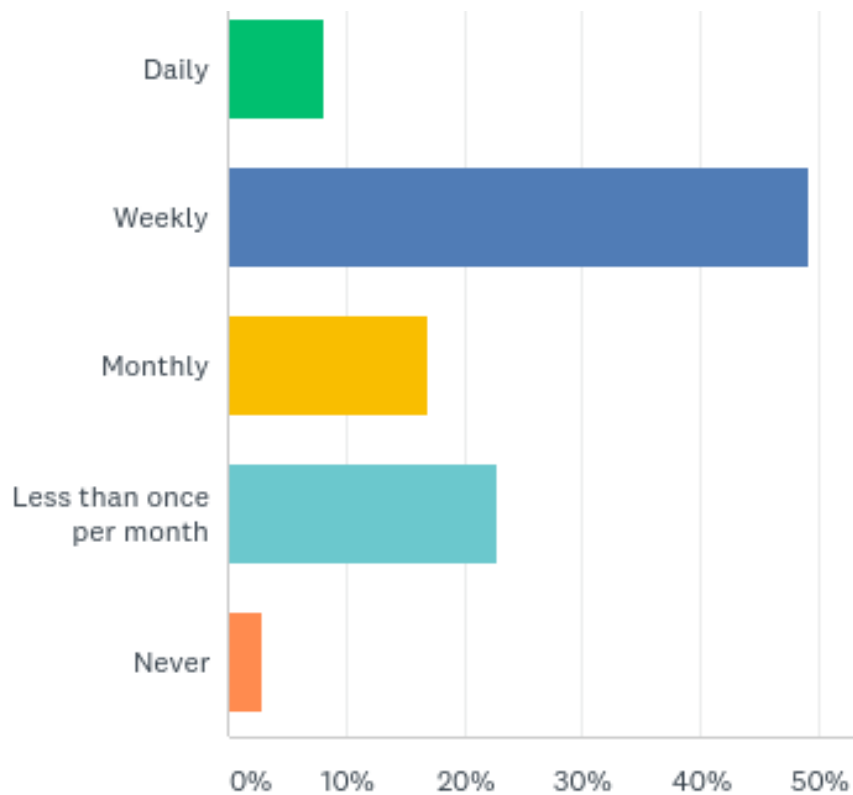


# SAUGUS PUBLIC LIBRARY COMMUNITY SURVEY 2019

**TOTAL RESPONSES = 136**  
Completed 117 || Completion Rate 86%

## OVERVIEW: Library Visits and Usage

Q1: On average, how often do you visit or remotely use Library services?



ANSWER CHOICES	RESPONSES	
Daily	8.09%	11
Weekly	49.26%	67
Monthly	16.91%	23
Less than once per month	22.79%	31
Never	2.94%	4
TOTAL		136

Q2: I don't use the Library because... (check all that apply):

ANSWER CHOICES	RESPONSES	
I don't know what the Library has to offer me	50.00%	2
I don't need to use it	25.00%	1
The location is inconvenient	25.00%	1

### Q3: Please rate each of the following Library services/resources

	EXCELLENT	GOOD	FAIR	POOR	N/A
Customer Service	66.39% 79	22.69% 27	6.72% 8	1.68% 2	2.52% 3
ILL (interlibrary loan items from other libraries)	47.90% 57	24.37% 29	4.20% 5	0.00% 0	23.53% 28
Online Services (website, catalog, research databases, etc.)	39.50% 47	31.09% 37	9.24% 11	0.00% 0	20.17% 24
Programs (Story Hours, classes, concerts, lectures, parties, etc.)	39.50% 47	22.69% 27	9.24% 11	1.68% 2	26.89% 32
Internet access or Wi-Fi	27.73% 33	28.57% 34	4.20% 5	0.84% 1	38.66% 46

	EXCELLENT	GOOD	FAIR	POOR	N/A
Circulating Collection (books, DVDs, music, magazines, newspapers, video games, eBooks, audiobooks, Wifi Hotspots, Playaway Launchpads)	45.38% 54	39.50% 47	8.40% 10	1.68% 2	5.04% 6
Discount Museum Passes	37.82% 45	30.25% 36	10.92% 13	1.68% 2	19.33% 23
Public computers, printing, fax, email	27.73% 33	29.41% 35	5.88% 7	2.52% 3	34.45% 41
Historical/Genealogical materials	15.13% 18	16.81% 20	5.04% 6	0.84% 1	62.18% 74
Homebound Services	9.24% 11	5.88% 7	4.20% 5	1.68% 2	78.99% 94
Parking	12.61% 15	32.77% 39	35.29% 42	11.76% 14	7.56% 9

#### OBSERVATIONS:

The following services/resources received a combined Good + Excellent rating of less than 50%, but had high N/A scores:

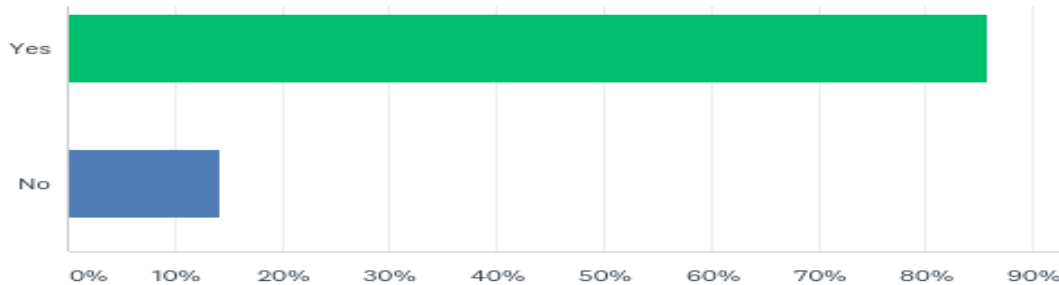
- Historical/Genealogical Materials (32% Good + Excellent; 62% N/A)
- Homebound Services (15% Good + Excellent; 79% N/A)

- **Parking** is the lowest rated service/resource

## Q4: From the following list of Library services, please select up to five that are most important to you.

Programs (Story Hours, classes, musical performances, lectures, workshops, parties, etc.)	58.82%	70	Public Printing, Copying, Fax, Email	15.13%	18
Discount Museum Passes	47.06%	56	Internet Access or WiFi	14.29%	17
Online Services (website, catalog, research databases, etc.)	36.97%	44	Historical Materials	11.76%	14
ILL (interlibrary loan items from other libraries)	36.97%	44	Art Classes (painting, drawing, coloring)	10.92%	13
Borrowing movies (DVDs)	36.13%	43	Genealogy Resources	8.40%	10
Borrowing eBooks/Audiobooks, etc. (via OverDrive© or Hoopla©)	26.05%	31	Reference/Research Assistance	8.40%	10
Study Rooms, Study Tables, Reading Areas	19.33%	23	Copying/Fax/Email	7.56%	9
Borrowing Large Print Books	18.49%	22	Borrowing music CDs	5.88%	7
Public Computers	17.65%	21	Homebound Services	5.04%	6
Community Meeting Room	16.81%	20	Basic Computer Classes	3.36%	4
			Technology (WiFi hotspots, Playaway Launchpads, etc.)	3.36%	4

## Q5: Does the Library usually have the books/movies/music/etc. you are looking for?



Yes	85.71%	102
No	14.29%	17

## Facility Ratings and Potential New/Expanded Services/Offerings

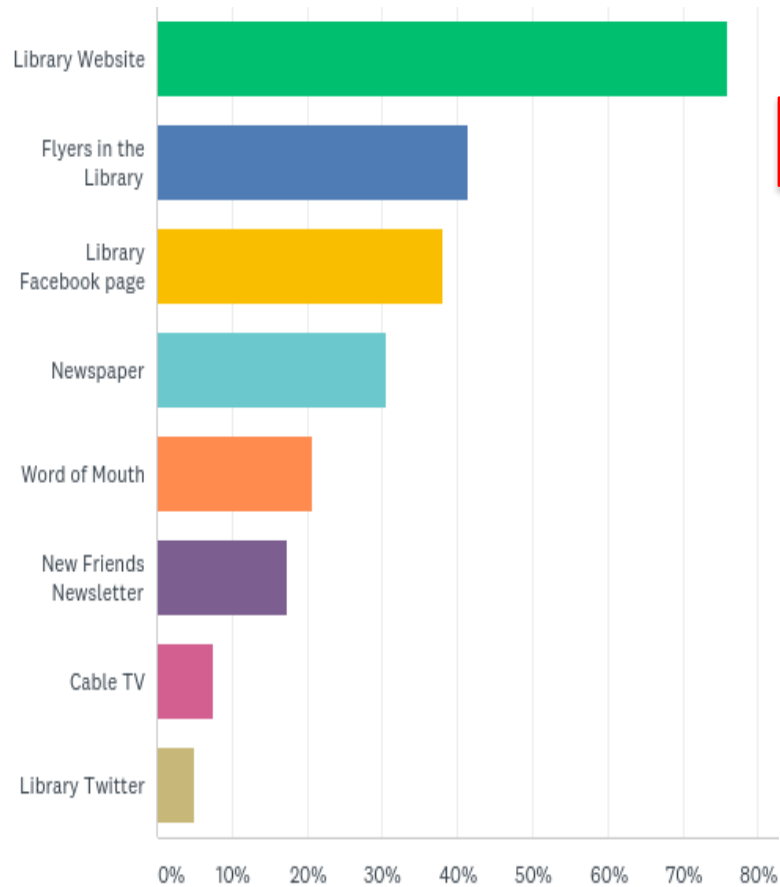
**Q6: Please rate the facility (our building and grounds) on:**

	EXCELLENT	GOOD	FAIR	POOR	DON'T KNOW
Ease of access entering the building	56.56% 69	32.79% 40	5.74% 7	1.64% 2	3.28% 4
Lighting	48.36% 59	42.62% 52	5.74% 7	0.82% 1	2.46% 3
Cleanliness	50.00% 61	39.34% 48	4.92% 6	3.28% 4	2.46% 3
Inside condition/appearance	44.26% 54	43.44% 53	8.20% 10	1.64% 2	2.46% 3
Signs and signage	45.90% 56	41.80% 51	5.74% 7	4.10% 5	2.46% 3
Outside condition/appearance	40.16% 49	48.36% 59	9.02% 11	0.00% 0	2.46% 3
Seating and tables	39.34% 48	46.72% 57	10.66% 13	0.82% 1	2.46% 3
Layout and arrangement	40.98% 50	41.80% 51	11.48% 14	3.28% 4	2.46% 3
Heat and Cooling	34.43% 42	48.36% 59	8.20% 10	0.82% 1	8.20% 10
Restrooms	29.51% 36	46.72% 57	7.38% 9	4.10% 5	12.30% 15
Acoustics	27.05% 33	41.80% 51	10.66% 13	5.74% 7	14.75% 18

**Q7: Which of the following potential new or expanded services/offerings would you like to see at the Library? (please choose no more than five)**

Wellness programs (yoga, meditation classes, etc.)	45.45%	55
Café service	36.36%	44
Additional parking	34.71%	42
More adult performing arts (music, theater, etc.)	31.40%	38
Public movie showings	31.40%	38
Fix-it classes/clinics	31.40%	38
New materials for lending (tools, musical instruments, telescopes, cake pans, etc.)	19.83%	24
Job finding/career resources	19.01%	23
More quiet reading/study areas	17.36%	21
Technology Lab	17.36%	21
"Maker" resources (sewing, 3-D printing/design, etc.)	16.53%	20
More seating	15.70%	19
Other (please specify)	12.40%	15
Expanded art displays	9.92%	12
Gaming consoles	7.44%	9

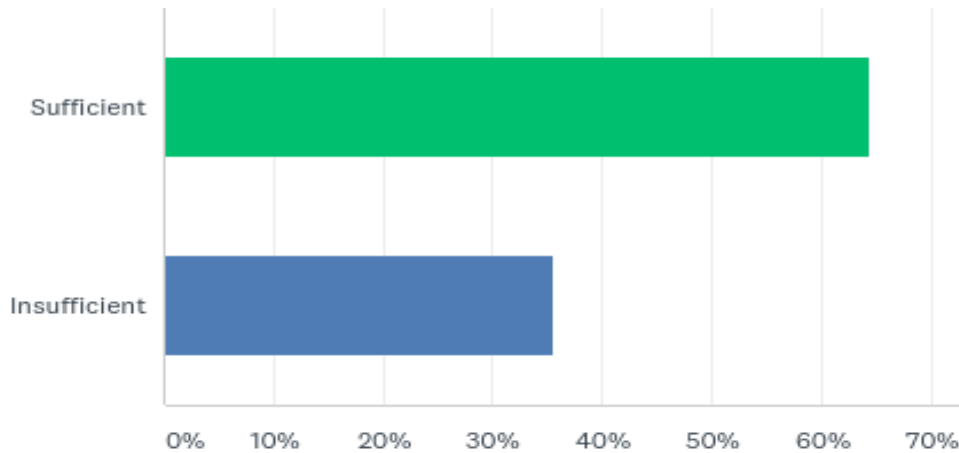
## Q8: How do you prefer to find out about Library programs and events? (check all that apply)



ANSWER CHOICES	RESPONSES	
Library Website	76.03%	92
Flyers in the Library	41.32%	50
Library Facebook page	38.02%	46
Newspaper	30.58%	37
Word of Mouth	20.66%	25
New Friends Newsletter	17.36%	21
Cable TV	7.44%	9
Library Twitter	4.96%	6

## Library Operating Hours

**Q9: The Library is open Monday-Thursday, 9 am to 8 pm, and Friday-Saturday, 9 am to 4:30 pm. In the summer, the Library closes at 2 pm on Friday and is closed on Saturday. Do you find these hours...**



ANSWER CHOICES	RESPONSES
Sufficient	64.46%
Insufficient	35.54%

**Q10: What time of day is most convenient for you to visit the Library or attend a program or event? (Check as many days/timeframes as apply)**

	MORNING (9 AM - 11:59 AM)	AFTERNOON (12 PM - 5:59 PM)	EVENING (6 PM-8 PM)	TOTAL RESPONDENTS
Sunday	46.34% 38	73.17% 60	31.71% 26	82
Monday	46.30% 50	41.67% 45	54.63% 59	108
Tuesday	44.95% 49	40.37% 44	55.96% 61	109
Wednesday	45.10% 46	44.12% 45	59.80% 61	102
Thursday	44.55% 45	44.55% 45	58.42% 59	101
Friday	42.72% 44	42.72% 44	53.40% 55	103
Saturday	66.33% 65	67.35% 66	30.61% 30	98

## Q11. Please share the one thing you like MOST about the Library. (1/2)

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- **EXCELLENT STAFF (x36)**
    - *“The librarians are fantastic.”*
    - *“Miss Amy does a wonderful job coordinating everything.”*
    - *“Staff is always very friendly and helpful.”*
  
  - **GOOD FACILITY (x28)**
    - Children’s Room (x16)
    - Convenient Location (x7)
  
  - **SIZE AND DIVERSITY OF COLLECTIONS MATERIALS (x24)**
    - Books (x11) and Movies (x7)
    - Computers and MiFi Rental
-



## Q11. Please share the one thing you like MOST about the Library. (2/2)

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- **POPULAR PROGRAMS (x20)**
  - Children's Programs (x15)
  
- **VALUABLE SERVICES (x16)**
  - ILL and Noblenet lending services (x12)
  - Homebound Services (x2)
  
- **MISC. POSITIVE FEEDBACK**
  - Enjoy seeing friends there (x2)
  - *"I love so much about the library and use it all the time!"*
  - *"We always feel welcome!"*

Responses = 130

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## Q12. Please share the one thing you like LEAST about the Library. (1/2)

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- **FACILITY ISSUES (x37)**

- Insufficient Parking (x17)
- Too Noisy (x7)
- *"Its often too hot in both the winter and summer and the temp often makes me feel uncomfortable."*
- *"I wish there were some cozy spots to sit and read in comfy chairs."*

- **OPERATIONAL CHALLENGES (x22)**

- Too Few Hours (x13)
- Unpopular Policies (fines, eating/drinking)

- **INSUFFICIENT PROGRAM OFFERINGS (x9)**

- Adults (x3), Children's (x2), and Teens (x1)
-

## Q12. Please share the one thing you like LEAST about the Library. (2/2)

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- **LIMITED COLLECTION (x7)**

- *“Saugus library has a long history of not putting sufficient funds into their budget to buy books. If it wasn't for the Noble Network I would not have the books I want. Please increase this line item in your budget.”*
- *“Need someone to be on top of new author's books when they come out. Saugus is behind on new orders. Why? This should be monitored.”*

- **MISC**

- *“Perhaps more advertisement of them would help drum up attendance...”*
- *“Lack of technology to enhance learning”*

- **MISC. POSITIVE FEEDBACK**

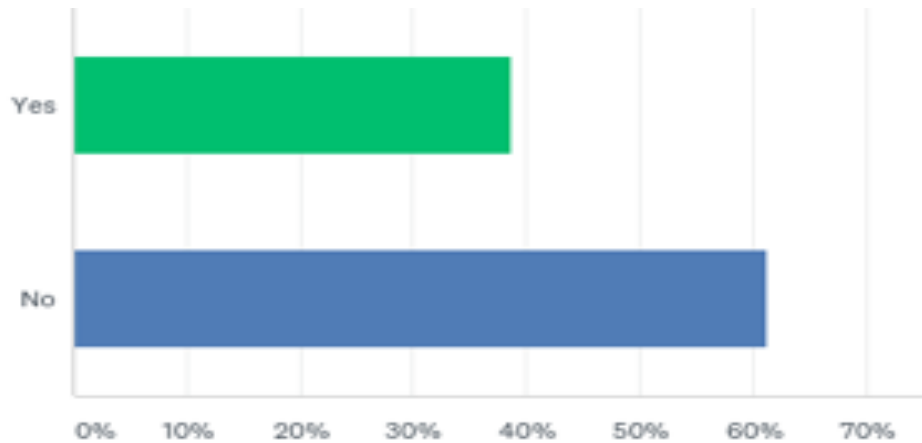
- *“Delighted to have a library with full accreditation--thank you Library Trustees”*
- *“I love the library”*

NULL Responses = 9

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## Parents and Children

**Q13: Are there any children under 18 living in your home?**



ANSWER CHOICES	RESPONSES
Yes	38.66%
No	61.34%

**NOTE: 45 Respondents indicated that they have children under 18 living in their homes.**

**Q14: How many children in your household are in the following age groups? (Please specify for each age group.)**

	1	2	3	4+	N/A
0-4 years	33.33% 15	13.33% 6	2.22% 1	2.22% 1	48.89% 22
5-10 years	33.33% 15	15.56% 7	0.00% 0	0.00% 0	51.11% 23
11-14 years	26.67% 12	2.22% 1	0.00% 0	0.00% 0	71.11% 32
15-17 years	11.11% 5	2.22% 1	0.00% 0	0.00% 0	86.67% 39

## Q15. How can the Library to better serve you and the community? (1/2)

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- **INCREASE #, CONVENIENCE, AND VARIETY OF PROGRAMS (x30)**

- Add Adult (x11) and Children's (x8)
- Schedule More During Non-Working Hours (evenings and weekends)

- **EXPAND AND IMPROVE COLLECTION (x11)**

- Offer More Current Bestsellers (x4)
- Expand Collection of DVDs (x3), Music, and Children's Toys

- **ENHANCE FACILITY (x11)**

- Add Parking (x3)
  - Increase Availability of Community Meeting Space
  - Misc: Decrease Noise and Clutter,/Messiness, Add Café and Cozy Furniture/Reading Spaces
-

## Q15. How can the Library to better serve you and the community? (2/2)

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- **OPERATIONAL IMPROVEMENTS (x14)**

- Increase Hours of Operation (x8), including Maintaining Saturday Hours Year-Round (x4)
- Add Staff and Volunteers (x2)

- **MISC. POSITIVE FEEDBACK**

- *“...such a focal point of our community. There are very few places in Saugus where all members of the community come together. I would like to see the library continue its mission to provide a common place of education and community activities.”*
- *“Continue to offer the same amount of community wide activities that it does now. It's an excellent place to be!”*
- *“...I have loved watching my children look forward to Library time. They have learned how to be quiet, play well with others, listen (while being read to), and clean up. They also have a love of books which is priceless.”*

**See supplemental [SPL Ideas List](#) document**

NULL Responses = 6

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