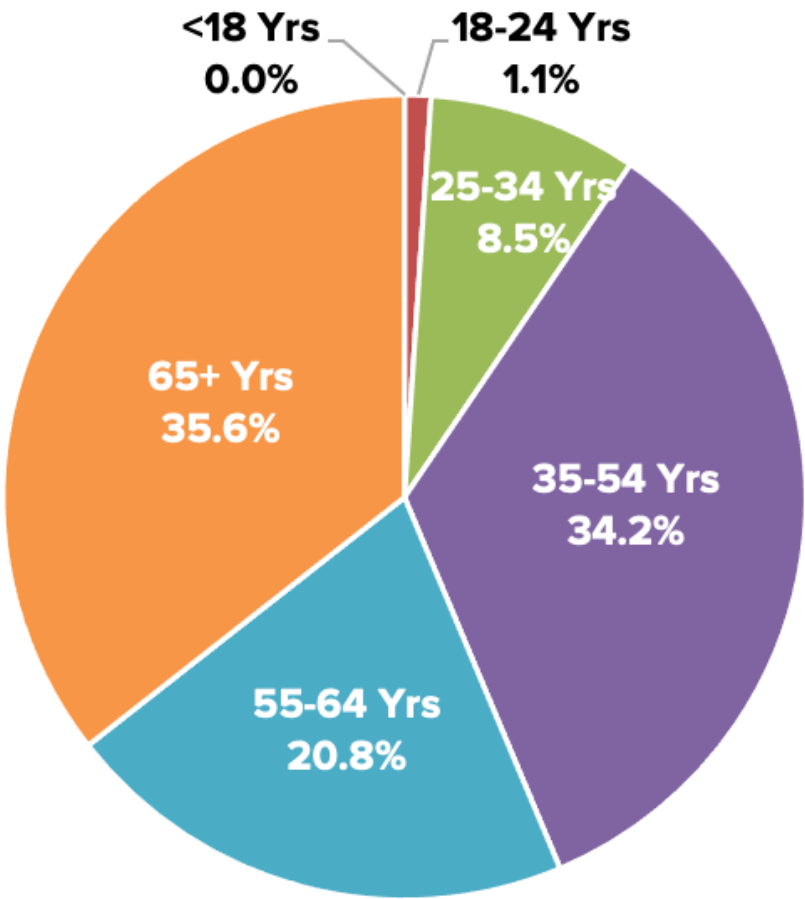


**AMESBURY PUBLIC LIBRARY**  
**COMMUNITY SURVEY 2022 - RESULTS REPORT**  
Conducted 5/10/22 – 5/27/22

## COMMUNITY SURVEY 2022 - RESULTS OVERVIEW

- **2022 Survey Response Goal: 300 || Last Strategic Plan's Community Survey # Responses: 142**
  - **# Responses Received: 284 || +/- Goal: -16 (-5.3%) || +/- Last Survey: +142 (+100%)**
  - **% Population: 1.6%** (17,366 in 2020 inc. < 18 years old)
- **Web-Based Responses: 280 (98.6%) || Hardcopy Responses: 4 (1.4%)**
- **Estimated Completion Rate: 71% || Actual Completion Rate: 81%**
  - **+/- Completion Rate: +10%**
- **Estimated Time to Complete: 6 mins || Average Time to Complete: 7 mins 9 secs**
  - **+/- Estimated Time to Complete: +1 mins 9 secs**

Q1: What is your age? (R284)



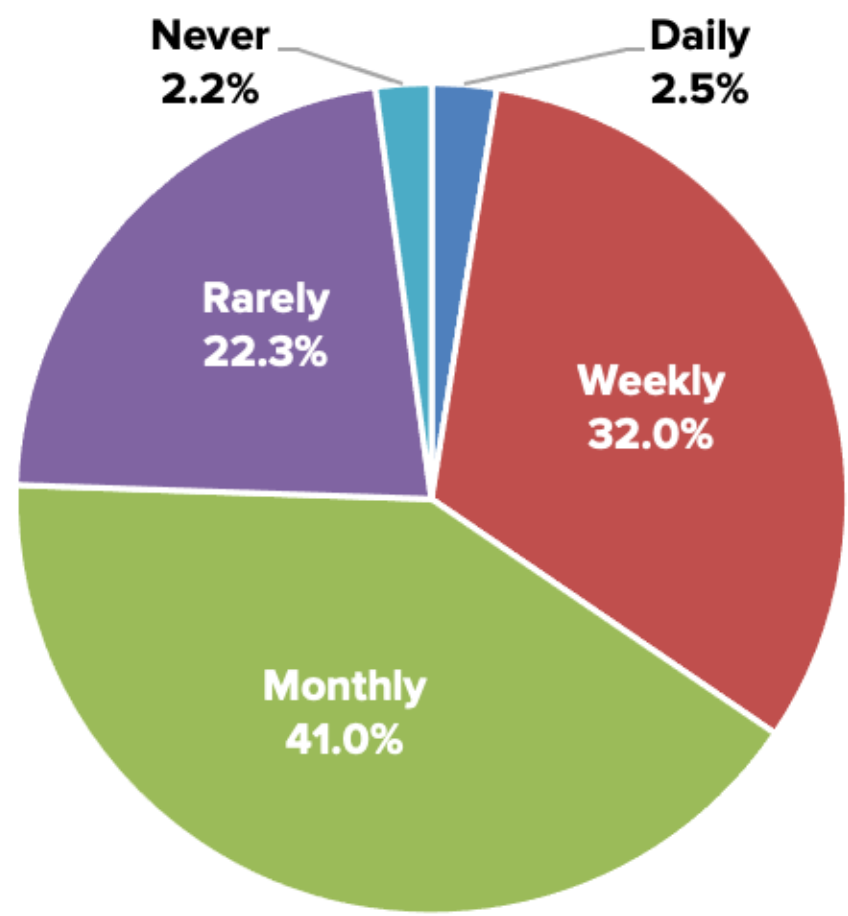
CHOICES

	%	#
Under 18 Years	0.0%	0
18-24 Years	1.1%	3
25-34 Years	8.5%	24
35-54 Years	34.2%	97
55-64 Years	20.8%	59
65 Years or Older	35.6%	101

OBSERVATIONS

- 36% are ≥65 years old, the largest single age group in the years covered and # of respondents. (R101)
- 9.5% are <35 years old. (R27)

Q2: On average, how often do you visit the Library or use its services? (R278)



CHOICES	%	#
Daily	2.5%	7
Weekly	32.0%	89
Monthly	41.0%	114
Rarely	22.3%	62
Never	2.2%	6

76% ←

**OBSERVATIONS**

- 76% visit APL or use its services at **least Monthly**. (R210)
- 2% of respondents **NEVER** visit or use APL’s services. (R6)

**Q3: I don't visit the Library or use its services because...** Please select all that apply. (R6)

CHOICES	%	#	
<b>Don't Need It</b> – I Access the Internet Elsewhere and/or Use e-Readers	66.7%	4	→ Tier 1
<b>Programs/Services Don't Interest Me</b>	50.0%	3	
<b>Don't Need It</b> – I Buy My Books, Movies, and Music	33.3%	2	→ Tier 2
<b>I Use Another Public Library</b>	33.3%	2	
<b>OTHER</b> (please be specific)	33.3%	2	→ Tier 3
<b>I Don't Feel Welcome</b>	16.7%	1	
<b>COVID Concerns</b>	0.0%	0	
<b>Don't Have Transportation</b>	0.0%	0	
<b>Inadequate Collection</b> (can't find books/materials that interest me)	0.0%	0	
<b>Inconvenient Hours</b>	0.0%	0	

### OBSERVATIONS

A majority of those who don't visit the Library or use its services selected **Don't Need it (67%)** or **Programs/services Don't Interest Me (50%)** as one of their reason(s).

### OTHER REASONS SUBMITTED (x2)

- "Never think of it"
- "Neither my husband nor I like the building. We use the Salisbury public library instead. I go there at least two to three times per month. I have never felt welcome at the Amesbury Library. I have been treated rudely there and have no intentions of returning."

**Q4: Which days and times are most convenient for you to visit the Library?** Please select all that apply. (R259)

DAY	Morning (9:30 am-12 pm)		Lunchtime (12-2 pm)		Afternoon (2-5 pm)		Evening (5-8 pm)		Total
	%	#	%	#	%	#	%	#	
<b>Sunday</b>	52.9%	91	45.4%	78	<b>69.8%</b>	<b>120</b>	25.6%	44	172
<b>Monday</b>	38.9%	91	28.2%	66	57.3%	134	48.7%	114	234
<b>Tuesday</b>	39.1%	90	29.6%	68	57.8%	133	52.2%	120	230
<b>Wednesday</b>	38.6%	91	28.4%	67	58.1%	137	50.9%	120	236
<b>Thursday</b>	37.0%	85	29.1%	67	57.8%	133	54.8%	126	230
<b>Friday</b>	38.5%	85	29.0%	64	58.8%	130	48.4%	107	221
<b>Saturday</b>	<b>68.5%</b>	<b>148</b>	55.6%	120	<b>65.3%</b>	<b>141</b>	26.9%	58	216

### **3 MOST POPULAR TIMES**

1. Sunday Afternoons **70%**
2. Saturday Mornings **69%**
3. Saturday Afternoons **65%**

### **3 LEAST POPULAR TIMES**

1. Sunday Evenings **26%**
2. Saturday Evenings **27%**
3. Monday Lunchtimes **28%**

**Q5: Please indicate if children in the following age groups currently reside in your household \*OR\* if you bring children in any of the following age groups to visit the Library (e.g., grandchildren). Please check all that apply. (R260)**

## CHOICES

	%	#
<b>N/A</b> - I Don't Bring Children to the Library	58.1%	151
<b>0-4 years</b>	16.5%	43
<b>5-10 years</b>	24.2%	63
<b>11-14 years</b>	13.5%	35
<b>15-17 years</b>	6.9%	18

→ 20%

## OBSERVATIONS

- **42%** have at least 1 child either residing in their household or who they bring to visit the Library. (R109)
- **24%** of children are **5-10 years old**—the largest children's age group. (R63)
- **20%** of children being brought to APL are **11-17 years old** ("Tweens"/Teens). (R53)

**Q6: Please select up to five (5) of the following current and potential new Library PROGRAMS for children and teens that are the most interesting or important to you and your family. (R107)**

CHOICES	%	#	
<b>Make-and-Take Craft Kits to Pick Up</b>	63.6%	68	
<b>STEM Programming for All Ages</b>	63.6%	68	→ Tier 1
<b>Summer Reading and Winter Reading</b>	60.8%	65	
<b>In-Person Craft or Art Programs</b>	53.3%	57	→ Tier 2
<b>Music Concerts</b>	51.4%	55	
<b>Book Groups</b>	26.2%	28	→ Tier 3
<b>Local History Programs</b>	26.2%	28	
<b>In-Person Baby Programs</b>	15.0%	16	→ Tier 4
<b>Current Event Discussion Groups</b>	14.0%	15	
<b>N/A</b> - Not Interested in Library Programs for Children/Teens	1.9%	2	

### **3 MOST POPULAR CHILDREN'S PROGRAMS**

1. Make-and-Take Craft Kits to Pick Up AND STEM Programming for All Ages **64%**
2. Summer Reading and Winter Reading **61%**
3. In-Person Craft or Art Programs **53%**

### **3 LEAST POPULAR CHILDREN'S PROGRAMS**

1. Current Event Discussion Groups **14%**
2. In-Person Baby Programs **15%**
3. Local History Programs AND Book Groups **26%**

**NOTE:** This question was only presented to Q5 respondents who indicated they have a child in their household, or they bring a child to visit the Library.



**Q7: Please select up to three (3) of the following current and potential new Library PROGRAMS for adults that interest you the most.** (R255)

<b>CHOICES</b>	<b>%</b>	<b>#</b>	
<b>Author Talks &amp; Book Clubs</b>	48.6%	124	→ <b>Tier 1</b>
<b>Lectures on Seasonal Topics</b> (finances, gardening, health)	38.8%	99	
<b>Music Concerts</b>	36.5%	93	
<b>Craft Programs</b>	33.3%	85	→ <b>Tier 2</b>
<b>Lectures on Current Events</b> (sustainability, social justice)	32.6%	83	
<b>Genealogy &amp; Local History</b>	31.8%	81	
<b>Summer Reading</b>	21.2%	54	
<b>Technology Programs</b>	12.9%	33	→ <b>Tier 3</b>
<b>N/A – Not Interested in Library Programs for Adults</b>	6.7%	17	
<b>ESOL/ESL Classes</b>	2.8%	7	→ <b>Tier 4</b>

### **3 MOST POPULAR ADULT PROGRAMS**

1. Author Talks & Book Clubs **49%**
2. Lectures on Seasonal Topics **39%**
3. Music Concerts **37%**

### **3 LEAST POPULAR ADULT PROGRAMS**

1. ESOL/ESL Classes **3%**
2. Technology Programs **13%**
3. Summer Reading **21%**

## Q8: How do you and your family prefer to participate in Library programs? (R249)

PROGRAMS	In-Person		Virtual		Both (in-person & virtual)		Self-Directed at Home (e.g., Storytime Takeout)		Weighted Average
	%	#	%	#	%	#	%	#	
High School Age Programs	44.1%	15	0.0%	0	32.4%	11	23.5%	8	2.35
Middle School Age Programs	47.7%	75	2.3%	9	27.3%	115	22.7%	6	2.25
Adult (18+) Programs	36.6%	21	4.4%	1	56.1%	12	2.9%	10	2.25
Pre-K Age Programs	52.0%	26	4.0%	2	26.0%	13	18.0%	9	2.10
Children's (0-2 years old) Programs	53.7%	29	0.0%	0	31.5%	17	14.8%	8	2.07
Elementary Age Programs	57.6%	38	1.5%	1	28.8%	19	12.1%	8	1.95

### OBSERVATION

73-86% of respondents don't attend children's programs.

### OBSERVATIONS

(Excludes N/A responses)

- Participating **In-Person** is the top preference for **Children's Programs** (all ages).
- Participating **Both** (in-person & virtual) is the preference for **Adult Programs**.

PROGRAMS	In-Person		Virtual		Both (in-person & virtual)		Self-Directed at Home (e.g., Storytime Takeout)		N/A - I Don't Attend This Type of Program		Weighted Average
	%	#	%	#	%	#	%	#	%	#	
High School Age Programs	6.1%	15	0.0%	0	4.5%	11	3.3%	8	86.2%	212	2.35
Middle School Age Programs	8.5%	21	0.4%	1	4.9%	12	4.1%	10	82.1%	202	2.25
Adult (18+) Programs	30.1%	75	3.6%	9	46.2%	115	2.4%	6	17.7%	44	2.25
Pre-K Age Programs	10.6%	26	0.8%	2	5.3%	13	3.7%	9	79.7%	196	2.10
Children's (0-2 years old) Programs	11.8%	29	0.0%	0	6.9%	17	3.3%	8	78.1%	192	2.07
Elementary Age Programs	15.5%	38	0.4%	1	7.7%	19	3.3%	8	73.2%	180	1.95

**Q9: Please select up to three (3) of the following Library SERVICES that interest you and your family the most.** (R247)

CHOICES	%	#	
<b>Discounted Museum Passes</b>	77.3%	191	
<b>Online Access to Your Account &amp; Library Catalog</b>	77.3%	191	→ Tier 1
<b>Help From a Librarian</b> (email, in-person, telephone)	52.2%	129	→ Tier 2
<b>Curbside Pickup &amp; Curated Curbside</b>	23.1%	57	
<b>Business Services</b> (printer, scanner, fax machine, photocopier)	22.3%	55	→ Tier 3
<b>Access to Public Wi-Fi</b>	8.5%	21	
<b>Public Computers</b>	4.9%	12	→ Tier 4
<b>N/A</b> – Not Interested in Library Services	0.8%	2	

### **3 MOST POPULAR SERVICES**

1. Discounted Museum Passes **AND** Online Access to Your Account & Library Catalog **77%**
2. Help From a Librarian **52%**
3. Curbside Pickup & Curated Curbside **23%**

### **3 LEAST POPULAR SERVICES**

1. Public Computers **5%**
2. Access to Public Wi-Fi **9%**
3. Business Services **22%**

**Q10: Please select up to three (3) of the following current Library PHYSICAL COLLECTIONS that are the most interesting or important to you and your family.** (R247)

CHOICES	%	#	
<b>Fiction/Nonfiction Books</b>	91.5%	226	→ Tier 1
<b>Audiobooks</b> (CDs, Playaways)	36.0%	89	
<b>Movies</b> (Blu-Rays, DVDs)	33.6%	83	→ Tier 2
<b>Non-Traditional Items/Library of Things</b> (hotspots, launchpads, lawn games, etc.)	31.6%	78	
<b>Periodicals</b> (newspapers, magazines)	25.9%	64	→ Tier 3
<b>Video Games</b>	6.9%	17	
<b>Music CDs</b>	6.1%	15	
<b>N/A</b> – Not Interested in Library Physical Collections	2.0%	5	

### 3 MOST POPULAR PHYSICAL COLLECTIONS

1. Fiction/Nonfiction Books **92%**
2. Audiobooks **36%**
3. Movies **34%**

### 3 LEAST POPULAR PHYSICAL COLLECTIONS

1. Music CDs **6%**
2. Video Games **7%**
3. Periodicals **26%**

**Q11: Please select up to three (3) of the following current Library DIGITAL COLLECTIONS that interest you and your family the most.** (R246)

CHOICES	%	#	
<b>eBooks &amp; Audiobooks</b> (OverDrive/Libby)	67.9%	167	→ Tier 1
<b>Digital National Newspapers</b> (New York Times, Wall Street Journal, Washington Post)	39.4%	97	
<b>Local History Database</b> (Advantage Preservation – newspapers, yearbooks, etc.)	34.2%	84	→ Tier 2
<b>Databases</b> (Creativebug, Mango Languages, Pebble Go)	22.8%	56	→ Tier 3
<b>N/A</b> – Not Interested in Library Digital Collections	18.7%	46	
<b>Streaming Music</b> (Freegal)	11.0%	27	→ Tier 4

### 3 MOST POPULAR DIGITAL COLLECTIONS

1. eBooks & Audiobooks **70%**
2. Digital National Newspapers **39%**
3. Local History Database **34%**

### 2 LEAST POPULAR DIGITAL COLLECTIONS

1. Streaming Music **11%**
2. Databases **7%**

## Q12: How often do you use the Library's online services? (R242)

ONLINE SERVICES	Daily		Weekly		Monthly		Rarely		Never		Weighted Average
	%	#	%	#	%	#	%	#	%	#	
<b>Library Website</b>	4.6%	11	19.0%	46	<b>40.5%</b>	<b>98</b>	28.1%	68	7.9%	19	<b>3.16</b>
<b>OverDrive/Libby</b> (eBooks, audiobooks)	11.3%	27	13.3%	32	15.0%	36	26.3%	63	34.2%	82	<b>3.59</b>
<b>MVLC Mobile App</b>	4.2%	10	15.8%	38	22.1%	53	19.6%	47	38.3%	92	<b>3.72</b>
<b>Databases</b>	0.8%	2	3.7%	9	14.5%	35	29.9%	72	<b>51.0%</b>	<b>123</b>	<b>4.27</b>
<b>Local History Database</b>	0.8%	2	2.5%	6	6.2%	15	32.0%	77	<b>58.5%</b>	<b>141</b>	<b>4.45</b>

### OBSERVATIONS

- **64%** use the **Library Website** at least **Monthly**. (R155)
- **≥10%** use **ALL** the online services at least Monthly
- A majority **Never** use the **Databases** (**51%**) and **Library History Database** (**59%**).

## Q13 and Q14: Awareness and Preferred Information Sources

**Q13: Overall, how well informed do you feel you are about the different programs and services the Library offers? I know...?** (R241)

CHOICES	%	#
About ALL or MOST of the Library's Programs/Services	23.2%	56
About SOME of the Library's Programs/Services	59.3%	143
VERY LITTLE about the Library's Programs/Services	16.6%	40
NOTHING about the Library's Programs/Services	0.8%	2

**Q14: How do you prefer to hear about Library programs, collections, and services? Please select up to three (3) choices.** (R682)

CHOICES	%	#	
Monthly e-Newsletter	74.6%	179	
Library Website	66.3%	159	→ Tier 1
Social Media (Facebook & Instagram)	52.9%	127	
Online Calendars (e.g., Macaroni Kid, Chamber of Commerce)	15.8%	38	→ Tier 2
Newspaper	9.6%	23	
Flyers/Brochures	8.3%	20	→ Tier 3
Word-of-Mouth (family, friends)	8.3%	20	
Flyers Posted Around Town	6.7%	16	

### OBSERVATIONS

- 83% feel they know about at least SOME of the Library's Programs/Services. (R199)
- 75% selected **Monthly e-Newsletter** as their most preferred information source. (R179)
- The top 4 preferred news sources are digital information sources. (R511)

**Q15: If you are interested in non-English language materials or attending non-English language programs, please select the languages that interest you the most. (R240)**

<b>CHOICES</b>	<b>%</b>	<b>#</b>
<b>N/A</b> - Uninterested in Non-English Language Materials/Programs	67.1%	161
<b>Spanish</b>	22.9%	55
<b>French</b>	15.8%	38
<b>Italian</b>	7.5%	18
<b>German</b>	4.2%	10
<b>Portuguese</b>	4.2%	10
<b>Hebrew</b>	1.3%	3
<b>Hindi</b>	0.4%	1
<b>Tagalog</b>	0.4%	1

→ Tier 1

→ Tier 2

→ Tier 3

→ Tier 4

### **OBSERVATIONS**

- A majority (**67%**) are uninterested in **Non-English Language Materials/Programs**. (R161)
- **≤10** Respondents were interested in 5 of the 8 languages listed.



**Q16: Please rate the Library staff on the following qualities:** (R240)

STAFF QUALITY	Poor % #		Adequate % #		Good % #		Very Good % #		Excellent % #		Weighted Average
Knowledge	0.0%	0	2.0%	4	8.5%	17	22.5%	45	67.0%	134	<b>4.54</b>
Helpfulness	1.4%	3	2.8%	6	6.9%	15	19.3%	42	69.7%	152	<b>4.53</b>
Child-Friendliness	0.9%	1	5.4%	6	8.0%	9	13.4%	15	72.3%	81	<b>4.51</b>
Friendliness	1.4%	1	4.5%	10	8.2%	15	16.4%	44	69.5%	138	<b>4.48</b>
Availability	0.5%	3	4.8%	10	7.2%	18	21.2%	36	66.3%	153	<b>4.48</b>
Teen-Friendliness	1.6%	1	4.8%	3	14.5%	9	19.4%	12	59.7%	37	<b>4.31</b>

**OBSERVATIONS:**

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

- **94-98%** of respondents rate **ALL** staff qualities at least **Good**.
- **ALL** staff qualities are rated **Very Good** or **Excellent** by **≥79%** of respondents.

STAFF QUALITY	Poor % #		Adequate % #		Good % #		Very Good % #		Excellent % #		Don't Know % #		Weighted Average
Knowledge	0.0%	0	1.7%	4	7.1%	17	18.8%	45	56.1%	134	16.3%	39	<b>4.54</b>
Helpfulness	1.3%	3	2.5%	6	6.3%	15	17.5%	42	63.3%	152	9.2%	22	<b>4.53</b>
Child-Friendliness	0.4%	1	2.5%	6	3.8%	9	6.3%	15	33.9%	81	53.1%	127	<b>4.51</b>
Friendliness	1.3%	3	4.2%	10	7.5%	18	15.0%	36	63.8%	153	8.3%	20	<b>4.48</b>
Availability	0.4%	1	4.2%	10	6.3%	15	18.3%	44	57.5%	138	13.3%	32	<b>4.48</b>
Teen-Friendliness	0.4%	1	1.3%	3	3.8%	9	5.0%	12	15.5%	37	74.1%	177	<b>4.31</b>

**Q17: To assist the Library in improving its space to meet current and future needs, please select up to five (5) potential enhancements that are most important to you.** (Page 1 of 5) (R237)

CHOICES	%	#	
Accessing Spaces Within the Building	40.1%	95	
Parking	38.8%	92	→ Tier 1
Quiet Space to Work	34.6%	82	
Cleanliness	31.7%	75	
Lighting	30.0%	71	
Acoustics/Noise Level	27.4%	65	
OTHER (please be specific):	22.8%	54	→ Tier 2
Landscaping/Grounds	21.1%	50	
Building Temperature	18.1%	43	
Directional Signage	16.5%	39	→ Tier 3

### 3 MOST POPULAR ENHANCEMENTS

1. Accessing Spaces Within the Building **40%**
2. Parking **39%**
3. Quiet Space to Work **35%**

### 3 LEAST POPULAR ENHANCEMENTS

1. Directional Signage **17%**
2. Building Temperature **18%**
3. Landscaping/Grounds **21%**

**Q17: To assist the Library in improving its space to meet current and future needs, please select up to five (5) potential enhancements that are most important to you.** (Page 2 of 5) (R237)

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### **ENHANCEMENT IDEAS (x43)\***

- 1. Improve General Accessibility and Safety (x10):** Handicap access (4) || Better ramps for people with disabilities (2) || An easily accessible elevator (2) || Better accessibility inside and outside for people with short- and long-term physical/visual/aural issues. Wheelchair access to all library resources for children and adults is presently inconceivable in building let alone the provision of other accommodations for disabled folks. I know the building is not suited architecturally nor did town/city vote for such improvements in the past. A shame. || Having the bathroom downstairs is a problem, the stairs are not great.
- 2. Build a New Facility (x7):** New Building (3) || The existing library should have been torn down or completely gutted years ago. || Build a new modern building. || We need a new building facility! Would so much like to see this happen, built out from the current location! || Without a comprehensive plan with funding to renovate and enlarge the existing facility many things on this list are cannot be done. Another option would be to build a new library, although the current location is great.
- 3. Expand/Add Space (x5):** Creation of additional space for special programs and collaborations. || A larger space! || Make it bigger. Compare to libraries in Newburyport and Wakefield MA || Space! || The library is great. More space is the only improvement I can think of. Don't ask me how.

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

**Q17: To assist the Library in improving its space to meet current and future needs, please select up to five (5) potential enhancements that are most important to you.** (Page 3 of 5) (R237)

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### **ENHANCEMENT IDEAS (x43) (cont.)\***

- 4. Improve Children's Room Accessibility and Safety (x5):** The children's room is not handicapped accessible. That's shameful. | | The location of the children's room is incredibly dangerous with the stairway and open stairs at the top. For parents with multiple children, its difficult to navigate upstairs while safely monitoring more than one child. I feel it would be more appropriate for the children's room to be on the main level, or, if that's not possible, there should be a gate at the top of the stairs. | | When my girls were (young) toddlers/ early walkers -- carrying them up and down the stairs to the children's area was a BIG challenge. So accessibility is definitely a potential area for enhancement. | | No stairs near children's room | | Accessibility to everything particularly children's material and toilets. I usually go to Salisbury library when I'm with my grandchildren.
- 5. Offer More Study/Meeting/Work Spaces (x5):** Group work/meeting spaces (3) | | Spaces for group work and conversation, so not library quiet | | Rooms to work in
- 6. Improve Interior Design (x3):** New carpeting (2) | | A brighter, more lively interior design
- 7. Add Friends Book Shop Space (x2):** Book shop | | Friends used bookstore

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

**Q17: To assist the Library in improving its space to meet current and future needs, please select up to five (5) potential enhancements that are most important to you.** (Page 4 of 5) (R237)

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### **ENHANCEMENT IDEAS (x43) (cont.)\***

- 8. Enhance Children's Spaces (x2):** Additional seating areas for toddlers | | Move teen space upstairs
- 9. Add Comfortable Seating (x2):** Comfortable seating | | Comfy chairs to sit and read
- 10. Misc. Unique Ideas (x2):** Maybe a small quiet room that could be rented hourly (with desk, internet)? | | Nice periodical, newspaper, book browsing, area upstairs as before the pandemic.

### **FACILITY COMMENTS/FEEDBACK (x5)\***

- *"I'm still mad the library addition got voted down :("*
- *"It's historic and perfect as is. Don't change it!"*
- *"It's perfect the way it is."*
- *"Nothing, I love the classic library-ness of the Amesbury Public Library and wouldn't change a thing!!"*
- *"Pleased with status quo"*

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

**Q17: To assist the Library in improving its space to meet current and future needs, please select up to five (5) potential enhancements that are most important to you.** (Page 5 of 5) (R237)

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### **UNRELATED (Non-Facility) IDEAS (x5)**

- 1. Collections:** Add more books
- 2. Management and Operations:** Create later evening hours as an option for community members to gather to socialize in an environment without having to spend money and where drugs, and alcohol aren't present.
- 3. Management and Operations:** Having the used book shop up and running during Library hours. Great place to discover older books and support the Library
- 4. Programs:** More in-person programming for adults!
- 5. Technology:** Computer, scanning, printing, technology

### **UNRELATED (Non-Facility) COMMENTS/FEEDBACK (x2)**

- *"No perfumes or fragrances"*
- *"I am homebound. My son picks up the books I request. The Librarians are very helpful if I run into a problem."*

**NOTE:** 54 responses yielded 43 enhancement ideas, 5 general comments/feedback, 5 unrelated ideas, 2 unrelated general comments/feedback, and 4 Null responses. See the supplemental raw data SurveyMonkey exports for details.

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

## Q18-19: Focus Group Volunteers

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- **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 86%** (R203)
- **Volunteers 14%** (R34)
- **9-24** Volunteers per Focus Group Date

CHOICES	%	#
<b>N/A</b> – I'm not interested in participating in a Focus Group	85.7%	203
<b>5/23/22</b> (Mon) <b>at 3:00 pm</b>	4.6%	11
<b>5/25/22</b> (Wed) <b>at 6:00 pm</b>	10.1%	24
<b>6/2/22</b> (Thu) <b>at 9:00 am</b>	4.6%	11
<b>6/7/22</b> (Tue) <b>at 12:00 pm</b>	3.8%	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 May.**
    - Contact Information provided by **34** Respondents
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## Q20 and Q21: Friends of Amesbury Public Library Questions

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**Q20: Are you currently a member of the Friends?** (R235)

CHOICES	%	#
<b>YES</b>	21.3%	50
<b>NO</b> , but I would like to learn more about the Friends group.	26.0%	61
<b>NO</b> . I'm not interested in learning more about the Friends group.	52.8%	124

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

**58** respondents provided their contact information.

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**Q22: Please share any additional feedback or suggestions you have for the Amesbury Public Library and how it can improve over the next three years.** (Page 1 of 4) (R56)

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### **IDEA FOCUS AREAS**

#### **1. Facility Ideas (x12)**

- **Build an Addition or New Building (4):** What are the plans for an addition or new building? Are trustees actively working towards fundraising or planning for new space? || The biggest improvement would be a new building which most likely won't happen. When the town historical commission prevented the building of a new wing on the library because they wanted the building to stay as it is now the library lost a million-dollar grant from The Provident Bank. As much as this is ancient history, it also reflected what was considered more important. Preserving the building was more important than the future of the children of Amesbury. || I wish we had a better building. || We need an addition with handicapped accessibility and a Friends bookstore.
- **Improve Atmosphere and Interior Design (3):** Please remove all notices and stickers from the beautiful front doors. Some libraries use a notice board on either side of the doors. I'm sure photographers would appreciate it. || The atmosphere and ambiance feel tired. || Nothing to do with staff, but our library needs an upgrade re its physical space. I've visited 3 other (newer) local libraries in the area, and the differences are glaring. Other libraries have bright spaces and are on one level. Went to a lecture on beekeeping in the library a few years ago and the speaker was put in a small dark room in the basement; it was embarrassing. Amesbury needs a space worthy of the outstanding staff we have.

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

**Q22: Please share any additional feedback or suggestions you have for the Amesbury Public Library and how it can improve over the next three years.** (Page 2 of 4) (R56)

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### **IDEA FOCUS AREAS (cont.)**

#### **1. Facility Ideas (x12) (cont.)**

- **Misc. Unique Ideas (5):** As I run a homeschool group and will be a 4H leader in the future having a space to meet within the library would be wonderful | | Handicapped accessibility | | I would enjoy a space to write | | If it could be possible to have the children's room in a contained area on the first floor, that would be sooooo much easier, especially for younger children | | The front is nice, but the rear entrance could be cleaned up and better landscaping

#### **2. Program Ideas (x10)**

- **Adult Program Ideas (5):** More in-person adult programming | | More adult reading programs | | I believe there used to be a writing group—it would be cool to bring that back! | | Bring back the virtual cooking | | In-person Art Talks
- **Non-Age Specific Program Ideas (3):** Having a painting class | | It would be nice if the library offered more craft-type classes even if a fee was involved | | I would like to see more outdoor exercise classes on the library lawn
- **Misc. Unique Ideas (2):** As a parent, I would love more regular in-person storytimes. Reading in a community heightens the experience and love of literature | | I would like to see an emphasis on teenagers. Providing a safe place for them to gather, creating events that are of interest to teens, and getting them involved in their community.

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

**Q22: Please share any additional feedback or suggestions you have for the Amesbury Public Library and how it can improve over the next three years.** (Page 3 of 4) (R56)

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### **IDEA FOCUS AREAS (cont.)**

- 3. Collections Ideas (x3):** Prior to the pandemic there were story hours for kids, and the children's room had a nice selection of toys. It's time to bring them back. It's been shown that Covid doesn't have high surface transmissibility. || The stacks of nonfiction books, especially in regard to gardening, pets/animals, natural sciences, and non-traditional religions/spirituality are sorely depleted. I've been asking for books about specific types of plants for years. Since the great giveaway, I have been waiting for additions especially on the subject of gardening and more specifically books that are not so general in the subject matter. || Would love to see the library of things expand
- 4. Marketing Ideas (x3):** I volunteer at the Step-Up Thrift Shoppe right across the parking lot from the library and would be happy to share info about programs the library has/ have brochures/flyers available || Promote more events for kids and adults on social media! Particularly Instagram || Sometimes it's difficult to find items on your website
- 5. Technology Ideas (x3):** Keeping Seniors abreast of new technologies || I depend on the library to assist me with technology not available in my home due to limited resources || I am a former adjunct psychology professor and a patient with severe neurological health issues who did/does a lot of research but on disability, have minimal access to some of the greatest research databases now. Would be amazing to be able to access the newest research and not have to pay \$30+ to simply read a single article. Not sure if that's even an option at the library, but if it is, that would be amazing to know!

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

**Q22: Please share any additional feedback or suggestions you have for the Amesbury Public Library and how it can improve over the next three years.** (Page 4 of 4) (R56)

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### **IDEA FOCUS AREAS (cont.)**

- 6. Services Ideas (x2):** Improve Book Sales (2): Prices charged for used books are too high. I used to buy a bag of books, browse them, and then donate them back to the library. At your last booksale I would have done the same, but left buying none as the prices were too high. I would always find interesting and unusual books in the "old" book stacks but your current selection in the online Bookstack is limited and too pricey. || Return to the book shop with reasonable prices for the used books
- 7. Management Idea (x1):** Growing with the modern image of a library

### **COMMENTS/FEEDBACK**

#### **By Focus Area (x15)**

- **Management and Operations Feedback (x8)**
- **Programs Feedback (x3)**
- **Facility Feedback (x2)**
- **Technology Feedback (x2)**

#### **Misc. Comments/Feedback (x11)**

- **Misc. Additional Feedback - Positive (x9)**
- **Misc. Personal Comments (x2)**

**NOTE:** 56 responses yielded **34** ideas, **26** comments, and **2** Null responses. See the supplemental raw data SurveyMonkey exports for details.

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