

Rockport Library Survey Results

Emily Lusher

Market Research Consulting

Rockport, ME

Library Survey Results

Basic demographics

- 223 surveys completed as of 3/1/11, online and on paper
- 69% of respondents are Rockport residents, 31% are not
- 97% of residents responding have library cards
 - 2 do not, 2 not sure
 - Of these 2 “just do not use the library”, 1 “keeps forgetting to stop in”, and 1 said “kids were grown”
- 97% of non-residents responding have library cards
 - 2 do not

(Throughout this report, all data reported as a percentage of those answering the question.)

Library Survey Results

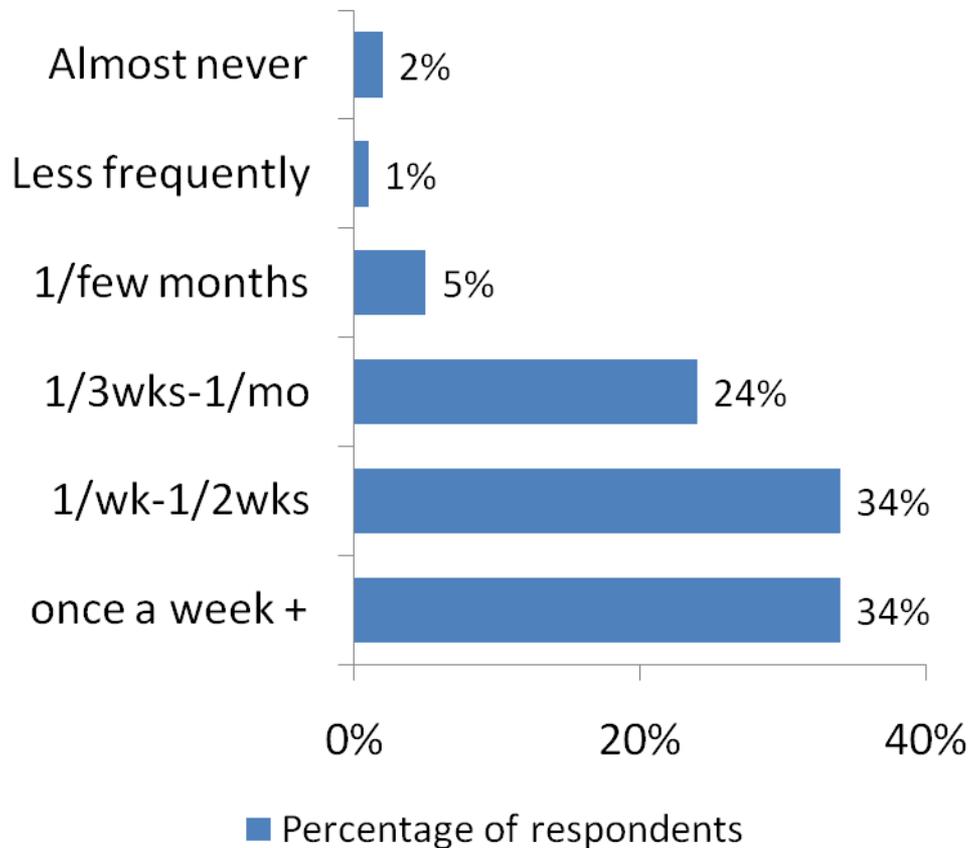
Library Description

- One word descriptions covered a large range—see graphic
 - Most frequent words were “friendly” 14%, “wonderful” 10%, “great” 9%, “welcoming” 6% and “excellent” 5%
 - There were virtually no negatives
- Similarly, when asked about the service at the library all the comments ranged from positive to extraordinary—
Appendix
- Average rating on the overall quality of the service received at the library was **4.93**.
(5 point scale where 5 is excellent and 1 is poor.)
There was only one rating of 3 and none below that.

Library Survey Results

Use of Library

How often respondents go to the library

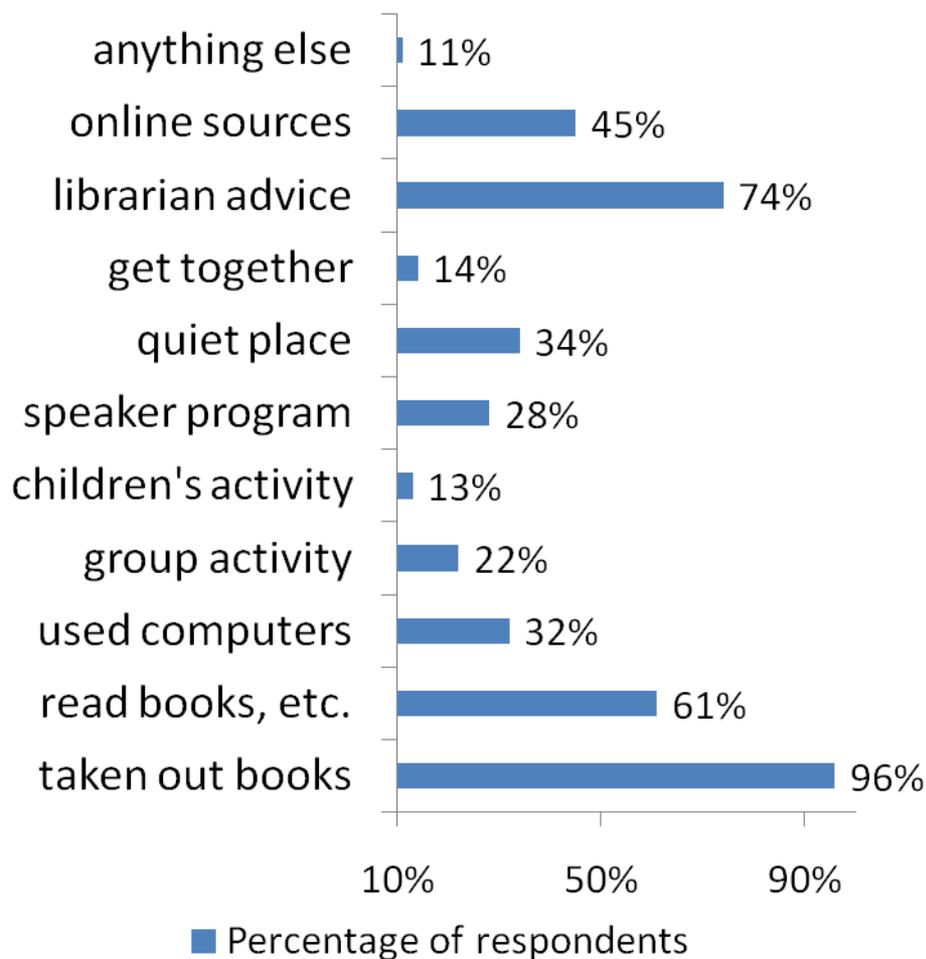


- Clearly, survey respondents are regular library users.
- Non-residents are equally likely as residents to go once a week or more and even more likely to go once a week to once every two weeks.
- A small group of residents tend to go less often.

Library Survey Results

Use of Library

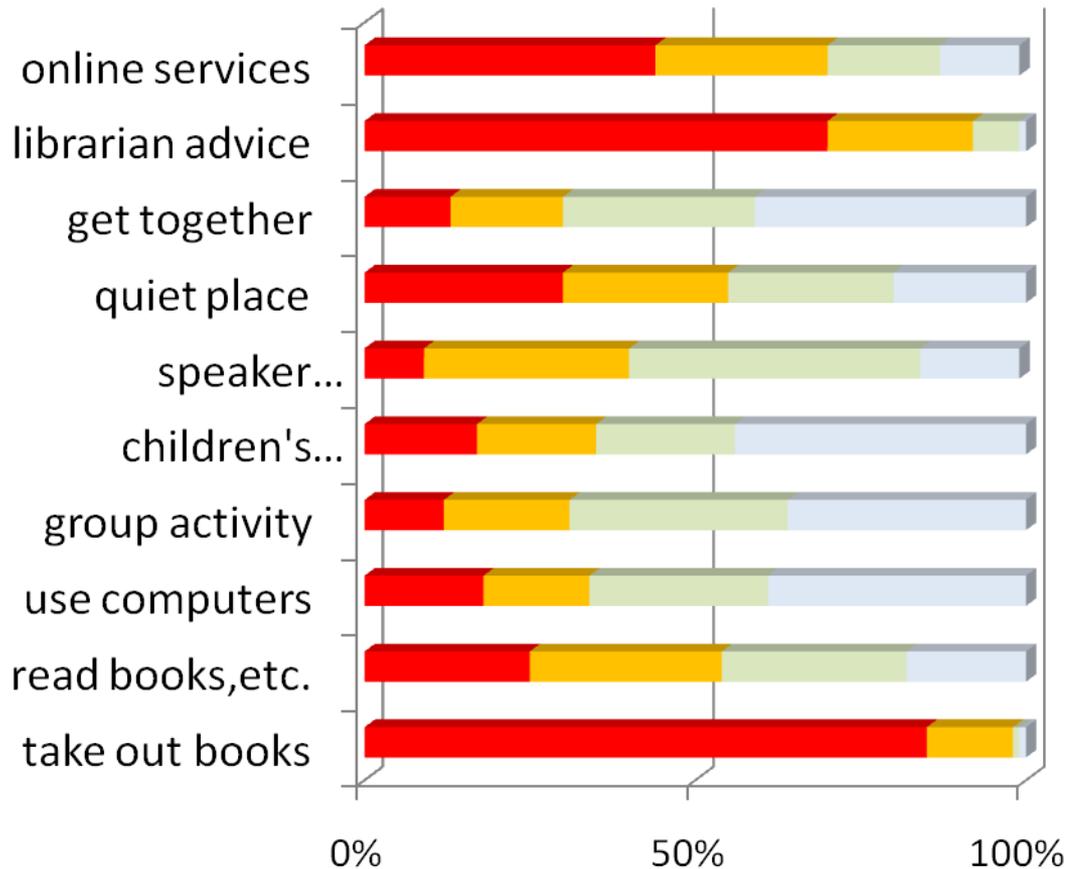
Library activities



- "Anything else" was to see the altered books, visit with librarians and other idiosyncratic responses
- Most frequent uses were taking out books, getting librarian advice and reading in the library.
- Least frequent were as a get together spot and for children's activities.

Library Survey Results

Importance of Library Offerings



- The traditional library uses of taking out books and getting librarian advice are still paramount.
- Online services are fairly important as is having a quiet place and reading in the library.
- The least important appear to be getting together with others, group activities, using computers and children's activities.

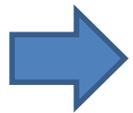
■ Essential
 ■ Very important
 ■ Somewhat important
 ■ Not particularly important

Library Survey Results

Use and Importance of Library Offerings

Residents vs. Non-residents

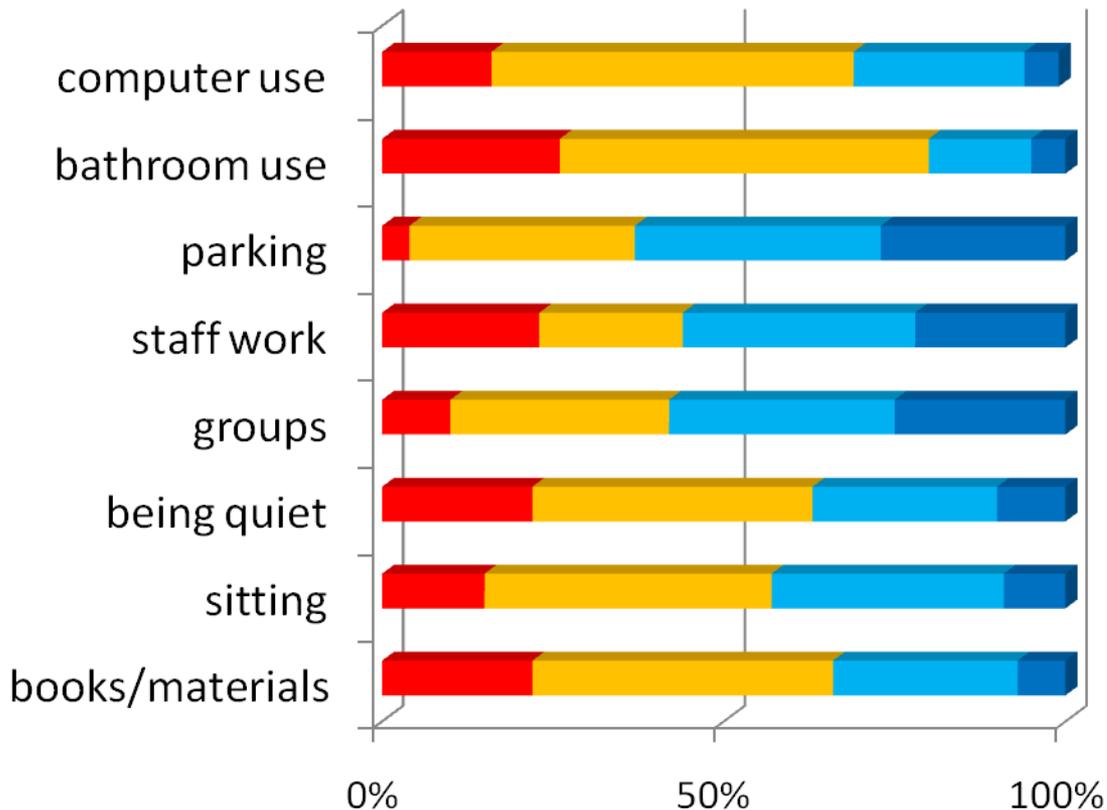
- Non-residents were less likely than residents to attend speaker programs
 - BUT considered them as important as did residents (although overall importance was low)
- Non-residents were less likely than residents to seek the advice of library staff
 - BUT considered that opportunity more often essential than did residents
- Non-residents were more likely than residents to participate in group activities
 - AND considered them more important than did residents
- Non-residents were more likely than residents to use online sources
- Non-residents considered using the library as a gathering place as less important than did residents
 - BUT overall importance of this was low



Taken together and reading between the lines, it would appear that non-residents come to the Rockport Library for the librarians and the services such as group activities and online sources

Library Survey Results

Perception of Space Available



- Not surprisingly, the space issues are primarily parking, groups and staff work.
- Residents tend to see parking, computer use and sitting space as more problematic than do non-residents.
- Residents tend to view staff space as better than do non-residents.

■ Excellent

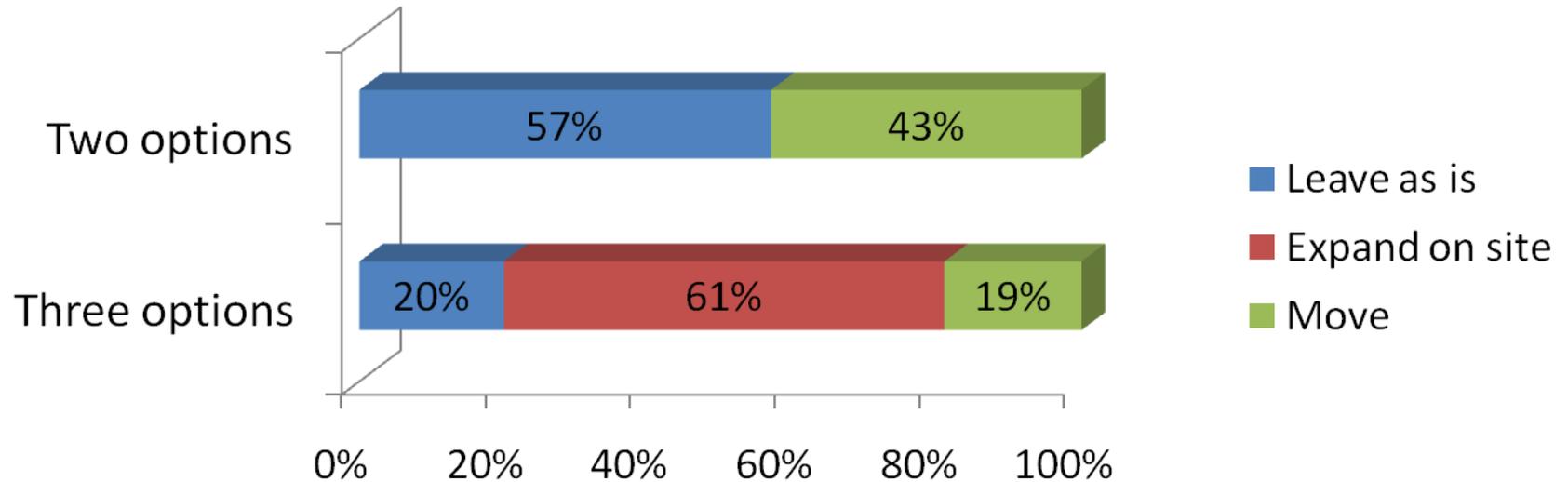
■ Adequate

■ Limited

■ Very limited

Library Survey Results

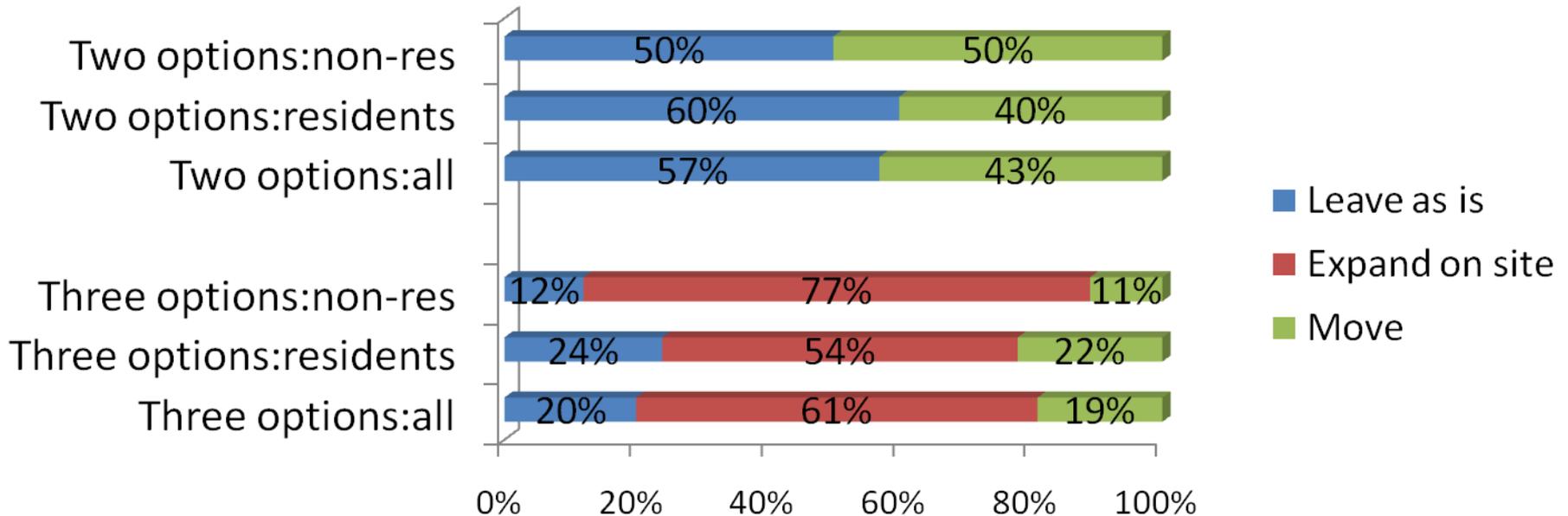
Preferences for library future



- When offered three options, the majority of those answering preferred that the library expand on the current site.
- When that option is eliminated, the majority prefer to leave the library as is, but more would favor moving if expansion on site is not possible.
- Perception of limited space for library activities is related to preference for a move, but no one space issue is a key driver.
- Ten people declined to respond to the three option choice and 18 to the two option choice. This questions was hard for respondents to be definitive on.

Library Survey Results

Preferences for library future: residents/non-residents



- When offered three options, non-residents are much more likely to prefer expanding on site; a quarter of residents want no change and almost a quarter want a move, but comments suggest that the desire for a move is qualified.
- When the on site expansion option is eliminated, non-residents are more in favor of a move than residents.
- It would seem that non-residents are more likely to see a need for expansion than are residents.

Library Survey Results

Comments

- Respondents wrote a great deal in answer to the question about their use of the library and its future—Appendix.
- Recognize that each is an individual opinion.
- The most frequent comments are in favor of staying given the special quality of the library. Many were not sure or said it depends on where the library goes. Keeping it in the village or within walking distance was frequently mentioned. If a new library is built, quite a few said it was important to keep the current ambience, intimacy, service and librarians. A few said the RES site was an opportunity but the same number said not the RES site.
- Parking was mentioned as a reason to move by about ten respondents, but some proposed alternative solutions.
- Answers to questions about additional services ran the gamut from do less to none, to the useful, amusing and extreme—Appendix.

Library Survey Results

Summary and Conclusions

- Quality of service at the library is praised and highly valued. This is important in that any changes need to consider maintaining the service that draws patrons to the library – residents and non-residents alike.
- Traditional library activities are still the most frequently used and considered the most important. Group activities and gatherings are lower in importance.
- Most patrons recognize that space is limited, but with the exception of a few activities the space constraints are not overwhelming nor considered alone as a reason to move.
- The most popular option is to expand on the site. When that is eliminated there is a stronger preference for staying than moving.