Groton Public Library 2015 Community Survey

Ten Minutes to a Better Library

We need your help! We are working on a long-range plan to establish library priorities for the next 3-5 years, and we cannot do this properly without you.

Please assist us in planning Groton Public Library’s future by taking 10 minutes to fill out our survey. And, if you submit a completed survey by **July 1, 2015**, you will be entered in our raffle to win a $100 gift certificate to Filho’s.

We would love to hear from EVERY member of your household. Go to gpl.org to take the survey online or to print out additional copies. Surveys will also be available at the Library, Town Hall, and Senior Center. Once we have collected and analyzed the results, we will present our findings to the Town and use this information to guide library planning for the next 5 years.

We appreciate your time and feedback very much. Thank you!

Sincerely yours,

The Groton Public Library Staff & Board of Trustees

Let’s begin…

1a. **On average**, how often have you visited the Groton Public Library (GPL) and/or used GPL services in the PAST 12 MONTHS?
   - [ ] Daily
   - [ ] Weekly
   - [ ] Monthly
   - [ ] Several times
   - [ ] Once or twice
   - [ ] I have not visited GPL or used GPL services in the past 12 months

1b. In the past 12 months has your use of GPL or GPL services **increased** or **decreased** compared to recent years?
   - [ ] Increased
   - [ ] Decreased
   - [ ] Stayed about the same
   - [ ] N/A (not applicable)
If you use the Groton Public Library, please tell us why.

2. Why **DO** you use GPL and/or GPL services? (Check all that apply)

- [ ] Quiet space to work, read, or study
- [ ] Place to meet and/or attend meetings
- [ ] Borrow print materials (books, large print, magazines, etc)
- [ ] Borrow non-print materials (DVDs, audiobooks, music, etc)
- [ ] Browse collections for something to read, view, or listen to (for me or my child)
- [ ] Attend a library program (me or my child)
- [ ] Help with finding books or other materials (for me or my child)
- [ ] Help with research, school assignments, or finding information (for me or my child)
- [ ] Participate in the Summer Reading Program (me or my child)
- [ ] Enjoy friendly, welcoming staff
- [ ] Use computers and/or wireless Internet
- [ ] Use local history or genealogy resources
- [ ] Download eContent (eBooks, etc) and/or access resources online through gpl.org
- [ ] Borrow museum passes
- [ ] Use office services (print, copy, scan, fax)
- [ ] Other (please specify):
If you don’t use GPL or GPL services, or use them regularly, please tell us why.

3. Why DON’T you use GPL and/or GPL services, or use them often? (Check all that apply)

☐ Too busy / no time

☐ I buy what materials I need (or get them as gifts)

☐ My children are grown and I mainly went to the library for them

☐ I use another library

☐ Programs not of interest and/or I attend programs elsewhere

☐ Wait times too long for popular materials

☐ Loan periods not long enough

☐ It’s too hard to find materials I want to borrow

☐ Hours not convenient

☐ Location / parking not convenient

☐ Staff not friendly, welcoming

☐ Blocked account / owe money for late or lost materials

☐ Had a bad experience

☐ Disability or physical limitation

☐ Rooms / spaces not available when I want them

☐ Other (please specify):
Since our last survey in 2010, we have implemented several service changes and new collections. Please tell us the value and importance of each to you.

4. Please rate the **level of importance** you assign to each of the recent changes listed below.

<table>
<thead>
<tr>
<th>Change</th>
<th>Very Important</th>
<th>Moderately Important</th>
<th>Slightly Important</th>
<th>Not at all Important</th>
<th>N/A / No opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Joined a Network of 35 Libraries (MVLC)</td>
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<tr>
<td>Expanded Hours: Wednesday 5-9, Friday 5-6, and Saturday 3-5</td>
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<tr>
<td>Sunday Hours 1-5, Sept-Dec, 2013-2015</td>
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<td>Lifelong Learning Courses for Adults</td>
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<td>Adult Summer Reading Program</td>
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<td>Winter Reading Programs for Kids and Teens</td>
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<tr>
<td>Reduced Fines &amp; Fees</td>
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<tr>
<td>Removed All Borrowing Limits by Subject, Author, Title, and Format</td>
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<tr>
<td>Downloadable eBooks</td>
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<tr>
<td>Downloadable eAudiobooks</td>
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<td>Downloadable Music</td>
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<td>Blu-Ray DVDs</td>
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<td>MP3-CD Audiobooks (for newer MP3-CD players)</td>
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<tr>
<td>Divided Adult Non-Fiction into 12 Browsing Areas Before the Call #</td>
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<tr>
<td>Changed Policy to Allow Covered Beverages (and added a coffee station)</td>
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</table>
Which new services would you most like GPL to offer in the next few years?

5. Of the following potential new services, which would you MOST like to see at GPL? (Choose up to **FIVE**)

- Additional Copies of Bestselling, “Hot” Titles
- “Bookstore-like” Popular Materials Browsing Area for Adults
- Create a New Teen Area / More Space for Teens
- Creative Space and/or Crafting Area for Adults
- Curbside Pick-up on Weekday Afternoons (2-4 pm)
- Devote More Floor Space to Activity and/or Reading Areas in Children’s
- Digital Media Lab (sound and video recording, editing, etc)
- Digitize Groton Historical Materials & Post Online
- Downloadable or Streaming Video Service
- Drive-up Book Return
- Expand STEM Programming for Kids & Teens
- More Study Rooms / Space
- Outdoor Lockboxes for After Hours Pick-up
- Personalized Reading Recommendations via Email
- Playaway Collection (audiobook and player in one small, portable device)
- Other (please specify):
Groton Public Library 2015 Community Survey

Rate the Groton Public Library

Please tell us how we are doing.

6a. How would you rate the Groton Public Library overall?

Excellent ☐ Good ☐ Fair ☐ Poor ☐ N/A ☐

6b. How would you rate the following services at the Groton Public Library?

<table>
<thead>
<tr>
<th>Service</th>
<th>Excellent</th>
<th>Good</th>
<th>Fair</th>
<th>Poor</th>
<th>N/A</th>
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<tbody>
<tr>
<td>Adult Collections</td>
<td>☐</td>
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<td>Adult Programs</td>
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<td>Art Exhibits</td>
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<tr>
<td>Children's Collections</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
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<tr>
<td>Children's Programs</td>
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<tr>
<td>Computers / Internet</td>
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<td>Customer Service</td>
<td>☐</td>
<td>☐</td>
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<td>Digital Collections (eBooks, etc)</td>
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<td>Ease of Use</td>
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<td>Facility</td>
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<td>Facility Cleanliness</td>
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<td>Hours</td>
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<td>Parking</td>
<td>☐</td>
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<tr>
<td>Teen Collections</td>
<td>☐</td>
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<td>Teen Programs</td>
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<td>Website gpl.org</td>
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</table>
7a. In your opinion / experience, where does GPL excel?

7b. In your opinion / experience, where does GPL need improvement?

7c. If GPL was ever able to increase hours permanently, which days & times would you most want to see? (Rank your top five choices in priority order)

<table>
<thead>
<tr>
<th></th>
<th>First Choice</th>
<th>Second Choice</th>
<th>Third Choice</th>
<th>Fourth Choice</th>
<th>Fifth Choice</th>
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</thead>
<tbody>
<tr>
<td>Monday 1-5 pm</td>
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<td>Monday 5-9 pm</td>
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<td>Tuesday-Friday 9-10 am</td>
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<td>Friday 6-9 pm</td>
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<td>Saturday 9-10 am</td>
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<td>Sunday 1-5 pm (May-Aug)</td>
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<td>Sunday 1-5 pm (Sept-Dec)</td>
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<td>Other (please specify):</td>
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</table>

*The Library has been open Sundays Sept-Dec in 2013, 2014, and 2015 with state aid funding. Funding for fall Sunday hours in 2016 and beyond is uncertain.
Final comments, questions about Groton, and questions about you.

8a. If you have any other thoughts or comments about GPL, please tell us:

8b. How do you find out about events going on in Groton? (Check all that apply)
   - Signs / Banners on Main Street
   - Print / Traditional Media (newspapers, cable TV, etc)
   - Social Media (Facebook, Twitter, etc)
   - Friend or Family Member
   - Local Organization mailing lists, websites, or online calendars
   - Flyers / Posters around Groton
   Other (please specify):

8c. Last question! What do you wish you could do in Groton but can’t?

THANK YOU FOR FILLING OUT GROTON PUBLIC LIBRARY’S 2015 COMMUNITY SURVEY!

Now, please tell us a little bit about you.

8d. What is your gender?
   - Female
   - Male

8e. What is your age?
   - 9 or younger
   - 10-19
   - 20-29
   - 30-39
   - 40-49
   - 50-59
   - 60-69
   - 70-79
   - 80+
### Groton Public Library 2015 Community Survey

#### Zip Code, Raffle Ticket, & Contact Information

**9a. What is your zip code?**

- [ ] 01450
- [ ] 01472
- [ ] Other (please specify): ___________

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To be entered into our raffle to win a $100 gift certificate to Filho’s, please fill in your information below and submit your completed survey by **July 1, 2015**.

All survey answers are confidential and will be kept completely separate from any identifying information (unless you answer ‘Yes’ to Question 9c below.)

**GPL 2015 Community Survey Raffle Ticket to Win $100 to Filho’s**

- Name: ____________________________________________________________
- Address: ___________________________________________________________
- Zip Code: ___________  Email: ________________________________________
- Phone: ___________________________________________________________

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**9b. Would you like to be added to our email list to receive GPL’s event newsletter every other week?**

- [ ] Yes
- [ ] No
- [ ] I am already on your email list

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**9c. Would you like a GPL staff member or library trustee to contact you regarding one or more of your survey answers?**

- [ ] Yes, I would like to talk to a library staff member or trustee about one or more of my survey answers. (Please tell us your name, phone #, and the best time(s) to call below.)
  - Name: ____________________________________________  Phone: ____________________________________________
  - Best Time(s) to Call: ____________________________________________

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Thank you for taking the time to fill out this survey! As Groton residents and/or Groton Library users, your feedback is most important to us and will provide the Groton Public Library with valuable information to help us serve you better.

Please return completed surveys to: Groton Public Library, 99 Main Street, Groton, MA 01450.

Surveys may be dropped off at GPL (24/7 in our book return), at the Town Clerk’s office in Town Hall, or at the Senior Center, or mailed to the address above. The survey may also be taken online at gpl.org.

We will collect and analyze the results of this survey and will provide a summary report to the Town this fall. This information will be used to guide GPL planning for the next 5 years.

Thank you again!
The Groton Public Library Staff & Board of Trustees

Questions? Comments? Please contact us at the address above, call us at 978-448-1167, or email us at info@gpl.org. You can email the Library Trustees directly at gpltrustees@gpl.org.

Help us plan your library’s future! Fill out our survey TODAY!

GROTON PUBLIC LIBRARY’S 2015 COMMUNITY SURVEY