

NORTH BRANFORD LIBRARY BOARD SURVEY
Preliminary Report on Results

August 8, 1991

The North Branford Library Board Survey has been completed. As of Monday August 6, all survey forms had been collected and tallied, and I instructed library staff not to accept any more. The original deadline was July 19, so we had given people more than two extra weeks.

I will write a more complete report for you, including comments on all survey questions and my recommendations for action. However, I think you might find this summary of the results to be informative.

The libraries received 382 completed survey forms. 355 resulted from a town-wide mailing to homeowners. Another 26 were submitted by people who did not receive the above mailing, and instead picked up a form at the library. Since about 3,800 forms were sent out, the return rate was 10%. This is actually a fair rate of return for a voluntary survey. I'm satisfied that the results will be a valid planning tool for the Board.

Here are the survey results, with questions in order as they appeared on our form. In some cases, I have rearranged the choices under a question, so that they now appear in order by the number of responses. The numbers on each question don't always add up to 382, because of the following: on some questions we invited multiple responses; people skipped some questions; a few people checked more than one response when one was called for; and a few added their own categories.

1. How many people are in your household?

This survey was done on a "one per household" basis, because of the type of town-wide mailing we had to do. I have not yet added up the total number of people represented by the 382 households who completed the survey. I estimate 800-1,100 people may be represented. Each major choice in the survey attracted support from both large and small households.

2. Where do you live?

213 Northford

167 North Branford

2 no answer

3&4 - Summary of questions 3 and 4:

255 respondents use either the Atwater or the Smith Library once a month or more.

90 respondents use one of our libraries one to ten times a year.

37 respondents never or almost never use either of our libraries.

5. How do you get to the library?

360 Car

40 Walk or bike

6. What other libraries do you use?

132 "None" or no answer	28 New Haven
122 North Haven	27 Hamden
80 Branford	14 Yale
50 Wallingford	11 East Haven
36 Guilford	41 others

7. Why do you use another library?

195 Better selection or availability of materials
82 Convenient location
73 Better hours
20 Special children's programs
6 Special adult programs
3 Other

8. What do you use the library for?

338 To borrow books
232 To find information or do research
171 To borrow videos, tapes, or records
132 To seek help in research or finding books
131 To borrow magazines
68 To read newspapers, magazines, or books
58 To attend programs
52 To do work for college

9. How do you feel about North Branford's present library buildings?

143 They are undersized and there is need for expansion or new construction
119 The library buildings are fine as they are now
96 Undecided / No opinion
15 Other

10. If North Branford were to expand its library facilities in some way, which of the following options would you prefer?

- 179 Renovate and expand the two present buildings at their current locations
- 101 Build a new and larger library, centrally located, and close the Atwater and Smith buildings
- 62 Expand the library, or build a new one, at one end of town, and keep the other library open as a branch
- 44 No answer, or rejected all of the above, or made a different suggestion

Because of the importance of this question for the Board's planning, I counted the responses both according to the section of town where people live and according to the frequency of library use.

North Branford residents

- 70 Renovate and expand the two present buildings at their current locations
- 47 Build a new and larger library, centrally located, and close the Atwater and Smith buildings
- 27 Expand the library, or build a new one, at one end of town, and keep the other library open as a branch
- 23 No answer, etc.

Northford residents

- 108 Renovate and expand the two present buildings . . .
- 53 Build a new and larger library, centrally located . . .
- 33 Expand . . . or build . . . at one end of town . . .
- 21 No answer, etc.

People who use either of our libraries once a month or more

- 126 Renovate and expand the two present buildings . . .
- 65 Build a new and larger library, centrally located . . .
- 43 Expand . . . or build . . . at one end of town . . .
- 21 No answer, etc.

People who use either of our libraries 1 - 10 times a year

- 36 Renovate and expand the two present buildings . . .
- 28 Build a new and larger library, centrally located . . .
- 14 Expand . . . or build . . . at one end of town . . .
- 12 No answer, etc.

People who never or almost never use our libraries

- 16 Renovate and expand the two present buildings . . .
- 7 Build a new and larger library, centrally located . . .
- 3 Expand . . . or build . . . at one end of town . . .
- 11 No answer, etc.

11. What would you like to see included with new or expanded library facilities?

- 181 More reference and research material
- 151 Computers for public use
- 143 More videos, CD's, books on cassette
- 139 Better parking
- 110 Expanded children's area and programs
- 88 Meeting facilities
- 87 More recreational books 70 Better interior atmosphere
- 84 Quiet reading areas 64 More magazines and newspapers
- 77 Individual study cubicles 23 Other (7 wrote in "better hours")

12. If a centralized library were built, would you use it...

- 194 The same as now
- 114 More
- 65 Less

(Compiled by Robert V. Hull, Library Director)