

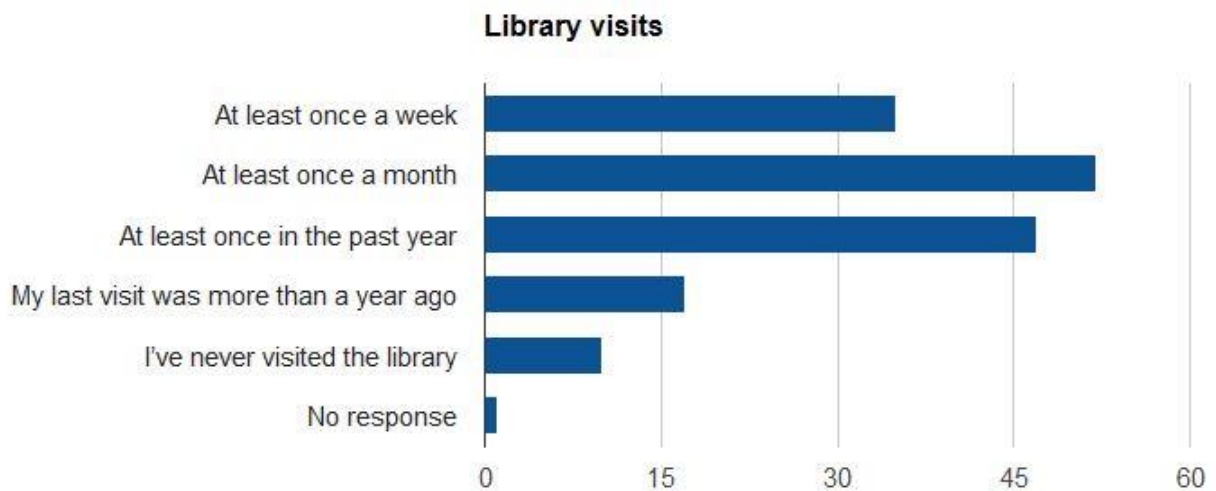
Madison Library Community Survey results

Survey time period: June 12, 2014 – August 10, 2014

Surveys were distributed in paper form at the library, in the library's meeting room, at the town office, Silver Lake Landing, at SLAM annual meeting on July 12, at several Old Home Week events. Online survey was linked from Madison Library website, Facebook and Twitter pages, Town of Madison website, July and August Madison Library e-newsletters. Survey was publicized in the Madison column in the Conway Daily Sun.

of surveys returned: 162

Note: Graphs are followed by a list of the count and percent of responses for each set of questions; same data, two different ways of looking at it.

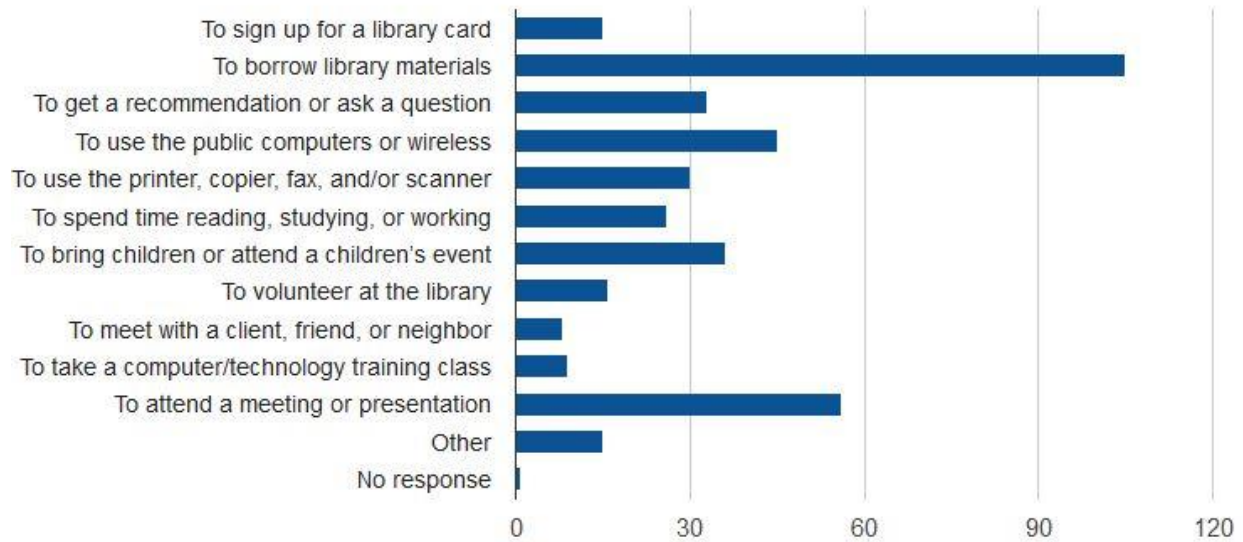


162 respondents

1. How often did you visit the Madison Library in the past year? (Your best guess.)

At least once a week	35	22%
At least once a month	52	32%
At least once in the past year	47	29%
My last visit was more than a year ago	17	10%
I've never visited the library	10	6%
No response	1	1%

Library Users- reasons for visiting

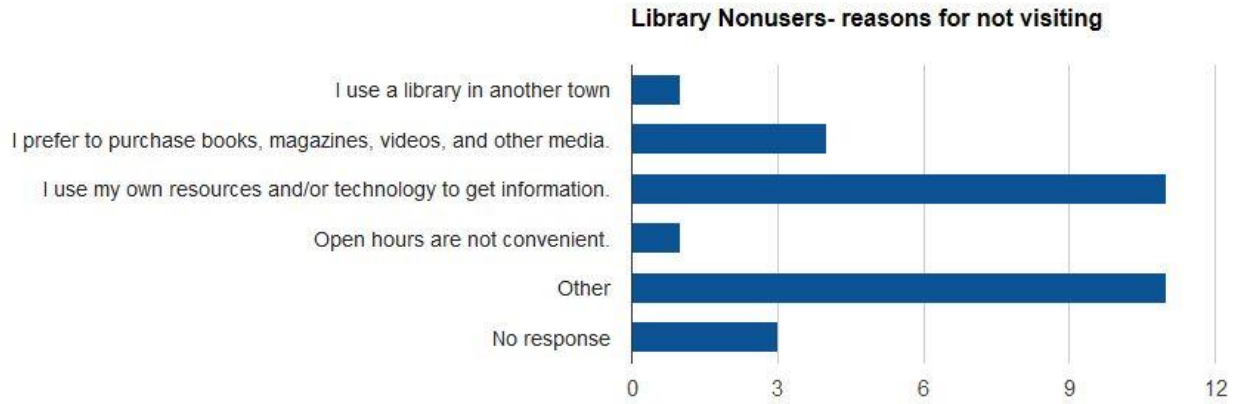


134 responders - visited at least once in past year

2a. Why did you visit the Madison Library in the past year? (Please check all that apply.)

134 responses 83%

To sign up for a library card	15	11%
To borrow library materials	105	78%
To get a recommendation or ask a question	33	25%
To use the public computers or wireless internet connection	45	34%
To use the printer, copier, fax, and/or scanner	30	22%
To spend time reading, studying, or working	26	19%
To bring children to use the library or attend a children's event	36	27%
To volunteer at the library	16	12%
To meet with a client, friend, or neighbor	8	6%
To take a computer/technology training class (one-on-one or workshop)	9	7%
To attend a meeting or presentation	56	42%
Other	15	11%
No response	1	1%



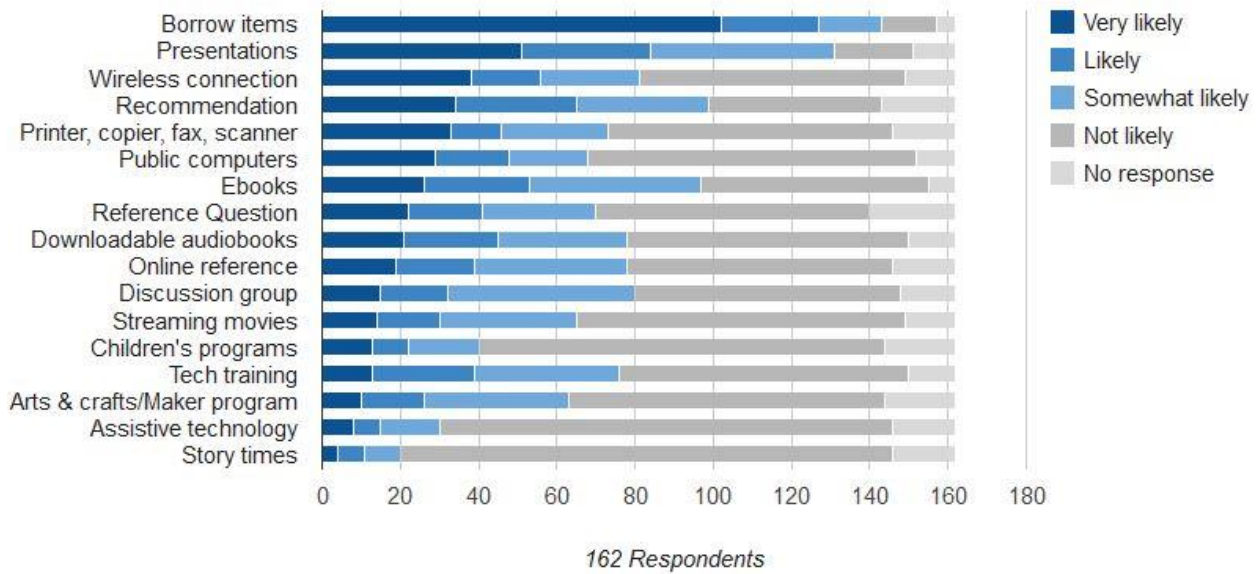
28 Responders - never visited or last visit over one year ago

2b. Why didn't you visit the Madison Library in the past year? (Please check all that apply.)

28 responses 17%

I use a library in another town	1	4%
I prefer to purchase books, magazines, videos, and other media.	4	14%
I use my own resources and/or technology to get information.	11	39%
Open hours are not convenient.	1	4%
Other	11	39%
No response	3	11%

How likely to use library collections and services in the next year



3. In the next year, how likely is it that you or your family will use the following library collection and reference services?

Borrow items				Somewhat likely	34	21%
Very likely	102	63%	Not likely	44	27%	
Likely	25	15%	No response	19	12%	
Somewhat likely	16	10%	Ask reference question			
Not likely	14	9%	Very likely	22	14%	
No response	5	3%	Likely	19	12%	
Recommendation				Somewhat likely	29	18%
Very likely	34	21%	Not likely	70	43%	
Likely	31	19%	No response	22	14%	

4. In the next year, how likely is it that you or your family will use the following technology services offered by the library?

Public computers			Printer, copier, fax, scanner		
Very likely	29	18%	Very likely	33	20%
Likely	19	12%	Likely	13	8%
Somewhat likely	20	12%	Somewhat likely	27	17%
Not likely	84	52%	Not likely	73	45%
No response	10	6%	No response	16	10%
Wireless connection			Assistive technology		
Very likely	38	23%	Very likely	8	5%
Likely	18	11%	Likely	7	4%
Somewhat likely	25	15%	Somewhat likely	15	9%
Not likely	68	42%	Not likely	116	72%
No response	13	8%	No response	16	10%

5. In the next year, how likely is it that you or your family will take part in the following library programs?

Story times

Very likely	4	2%
Likely	7	4%
Somewhat likely	9	6%
Not likely	126	78%
No response	16	10%

Children's programs

Very likely	13	8%
Likely	9	6%
Somewhat likely	18	11%
Not likely	104	64%
No response	18	11%

Discussion group

Very likely	15	9%
Likely	17	10%
Somewhat likely	48	30%
Not likely	68	42%
No response	14	9%

Tech training

Very likely	13	8%
Likely	26	16%
Somewhat likely	37	23%
Not likely	74	46%
No response	12	7%

Arts & crafts/Maker workshops

Very likely	10	6%
Likely	16	10%
Somewhat likely	37	23%
Not likely	81	50%
No response	18	11%

Presentations

Very likely	51	31%
Likely	33	20%
Somewhat likely	47	29%
Not likely	20	12%
No response	11	7%

6. In the next year, how likely is it that you or your family will use the following online services offered by the library?

Ebooks

Very likely	26	16%
Likely	27	17%
Somewhat likely	44	27%
Not likely	58	36%
No response	7	4%

Downloadable audiobooks

Very likely	21	13%
Likely	24	15%
Somewhat likely	33	20%
Not likely	72	44%
No response	12	7%

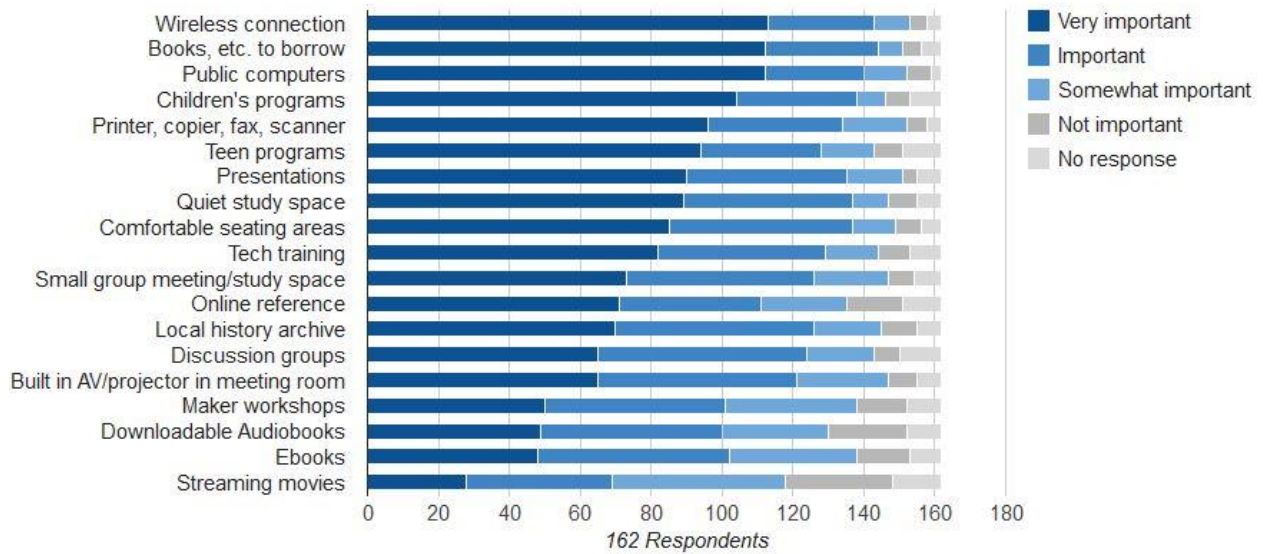
Online reference

Very likely	19	12%
Likely	20	12%
Somewhat likely	39	24%
Not likely	68	42%
No response	16	10%

Streaming movies

Very likely	14	9%
Likely	16	10%
Somewhat likely	35	22%
Not likely	84	52%
No response	13	8%

Importance of library services and collections to community



7. Please rate the importance of the following library collections to the Madison community.

Books, etc. to borrow

Very important	112	69%
Important	32	20%
Somewhat important	7	4%
Not important	5	3%
No response	6	4%

Ebooks

Very important	48	30%
Important	54	33%
Somewhat important	36	22%
Not important	15	9%
No response	9	6%

Online reference

Very important	71	44%
Important	40	25%
Somewhat important	24	15%
Not important	16	10%
No response	11	7%

Downloadable Audiobooks

Very important	49	30%
Important	51	31%
Somewhat important	30	19%
Not important	22	14%
No response	10	6%

Local history archive

Very important	70	43%
Important	56	35%
Somewhat important	19	12%
Not important	10	6%
No response	7	4%

Streaming movies

Very important	28	17%
Important	41	25%
Somewhat important	49	30%
Not important	30	19%
No response	14	9%

8. Please rate the importance of the following library programs to the Madison community.

Children's programs

Very important	104	64%
Important	34	21%
Somewhat important	8	5%
Not important	7	4%
No response	9	6%

Teen programs

Very important	94	58%
Important	34	21%
Somewhat important	15	9%
Not important	8	5%
No response	11	7%

Discussion groups		
Very important	65	40%
Important	59	36%
Somewhat important	19	12%
Not important	7	4%
No response	12	7%
Presentations		
Very important	90	56%
Important	45	28%
Somewhat important	16	10%
Not important	4	2%
No response	7	4%

Tech training		
Very important	82	51%
Important	47	29%
Somewhat important	15	9%
Not important	9	6%
No response	9	6%
Arts & Crafts/Maker workshops		
Very important	50	31%
Important	51	31%
Somewhat important	37	23%
Not important	14	9%
No response	10	6%

9. Please rate the importance of the following library technology to the Madison community.

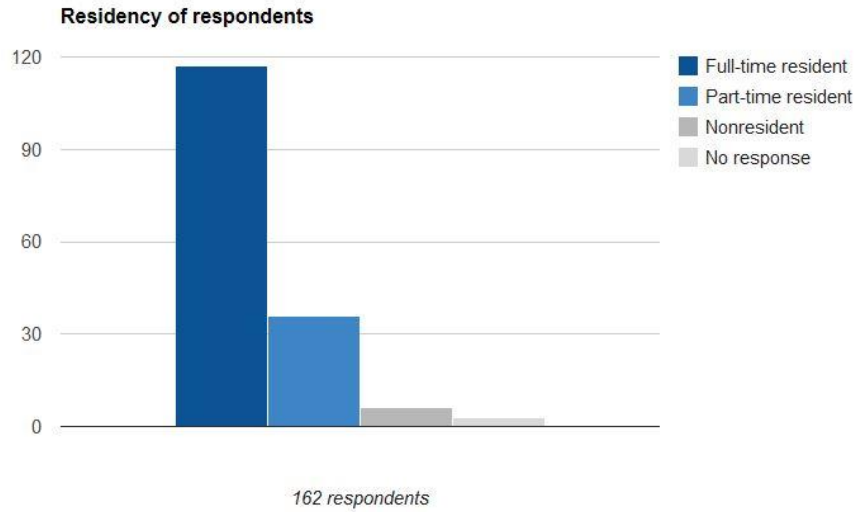
Wireless connection		
Very important	113	70%
Important	30	19%
Somewhat important	10	6%
Not important	5	3%
No response	4	2%
Public computers		
Very important	112	69%
Important	28	17%
Somewhat important	12	7%
Not important	7	4%
No response	3	2%

Printer, copier, fax, scanner		
Very important	96	59%
Important	38	23%
Somewhat important	18	11%
Not important	6	4%
No response	4	2%

10. Please rate the importance of the following library facilities to the Madison community.

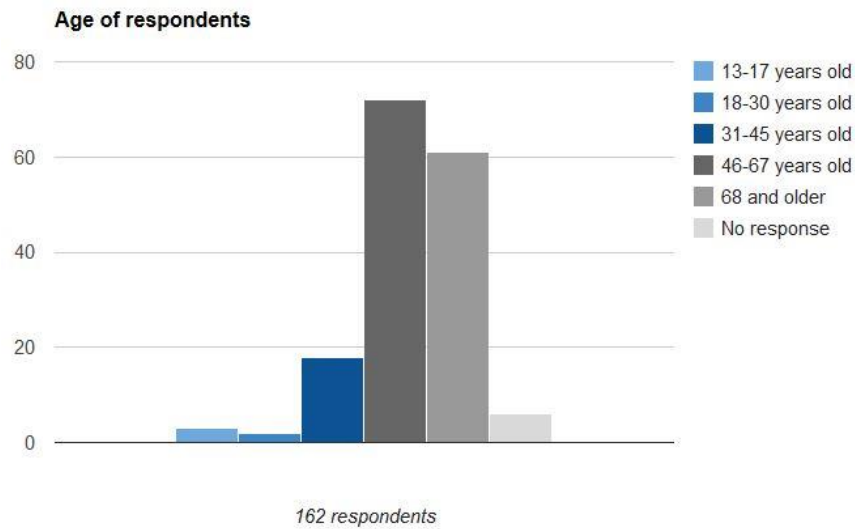
Built in AV/projector in meeting room		
Very important	65	40%
Important	56	35%
Somewhat important	26	16%
Not important	8	5%
No response	7	4%
Small group meeting/study space		
Very important	73	45%
Important	53	33%
Somewhat important	21	13%
Not important	7	4%
No response	8	5%

Quiet study space		
Very important	89	55%
Important	48	30%
Somewhat important	10	6%
Not important	8	5%
No response	7	4%
Comfortable seating areas		
Very important	85	52%
Important	52	32%
Somewhat important	12	7%
Not important	7	4%
No response	6	4%



Residency

Full-time resident	117	72%
Part-time resident	36	22%
Nonresident	6	4%
No response	3	2%



Age group

13-17 years old	3	2%
18-30 years old	2	1%
31-45 years old	18	11%
46-67 years old	72	44%
68 and older	61	38%
No response	6	4%

Feedback, suggestions for improving services

- Continue to staff friendly helpful knowledgeable people! :)
- Follow through with renovations and continue with the great programs and services already offered.....
- Having a true quiet spot for reading would be awesome.
- Having the downstairs available for meetings and other work in helpful to me.
- Host open house to show all services library offers. It's a great library with lots to offer
- I think the Madison Library has done a super job...we have a great Director at our Library

- I think the Madison Library is the best resource we have in the town of Madison. Mary Cronin does an excellent job!!! We are also fortunate to have dedicated citizens who give their time to volunteer including the Trustees. My only request is to have a longer time period than 2 weeks to borrow books.
- In the tech age with everyone connected it is difficult to sustain library media services. However we should continue to provide a broad, based library service system to encourage literacy, support comm. education, keep an informed public, and sustain our access to all points of view on all matters...A question, library media specialist can help to preserve our library quality. Library can be source of shared services as well.
- It seems like you are doing a fine job.
- Keep the wonderful employees
- Longer hours would be nice, of course, but certainly not essential. Because books are so readily available on inter-library loan, it is not necessary to have a larger collection.
- Mary is awesome!
- To help raise money for the library, have a bake sale at the same time as one or more of the book sales."
- More hours of operation.
- My children and I love the Madison library.
- Not mentioned above: I appreciate the occasional book sales and art exhibits. Also the adult book reading group.
- Nothing comes to mind. Mary and her staff are very helpful. Always a nice experience to come into the library.
- Nothing. You all do a great job! Thank you.
- Only here mid July thru mid October, but think the library is one the best things in Madison! Love it!
- Open at 9am Tuesday & Friday.
- open more hours
- service provided is wonderful and thoughtful and proactive...
- this library is the life force of our town of Madison...
- Provide/host an on line vehicle for community information exchange similar to the Tamworth Exchange. So many folks get questions answered, sell stuff, and publish community happenings via the Tamworth Exchange.
- Stay open more hours during the summer.

- The library is a tremendous asset to the elderly as well as the younger generations. Mary Cronin helped me acquire State of N.H. Tax forms, saving me a long drive to Concord. It provides us with quality reading and listening material plus other services. Recognition by name when we walk in, personal attention when needed. Where else but in a small town library can we have this. Our library is exceptional, most valuable on our fixed income.
- The Madison Library offers much to the community. I work full time and have all the technology needed at my finger tips .. plus more at home. Story hour for my grandchildren a big plus... so my answers and needs of the Library are different; however, this does not negate the need for valuable services offered. Technology will continue and we need to keep up.
- There needs to be more computers maybe 2 for non-residents that doesn't take away from the residents. Better hours.
- Unfortunately I do not regularly use the library services so I am not able to comment on improvement of services. But, I strongly feel that the services, especially in the technology arena, are vital to the benefit and improvement of Madison residents who do not have access to such things in their homes. And, from what I do know about the library, I feel that the library is doing an outstanding job of providing these services AND trying to improve and maintain the services. What I think would be important to know is how much the services are used and how well the residents find the availability and accessibility.
- We have an excellent library. My husband was blinded in 2007 and had been an avid reader all his life. The library staff helped find audiobooks for him. They really got to know his taste in books and often recommended a book I did not know but which my husband very much enjoyed. He died a little over a year ago but the last six years of his life were greatly improved by our library staff.
- We need more books for adults and more room for the shelving of the books. Could we expand to downstairs like in the Freedom Library?