

GROTON PUBLIC LIBRARY SUMMARY OF 2015 COMMUNITY SURVEY RESULTS

600 people filled out the survey (which ran June 5 through July 27, 2015.)

98% of respondents rated GPL as 'Good' (26%) or 'Excellent' (72%), for a score of 3.71 out of 4.

Increasing use was reported three times more often (36%) than decreasing (12%).

Top Reasons Why Residents Use GPL:

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| 1. Borrow Print Materials (86%) | 4. Friendly, Welcoming Staff (56%) |
| 2. Borrow Non-print Materials (66%) | 5. Browse Collections (55%) |
| 3. Borrow Museum Passes (63%) | 6. Attend a Library Program (53%) |

Top Reasons Why Residents DON'T Use GPL:

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| 1. Too Busy / No Time (48%) | 4. My children are grown (13%) |
| 2. I buy what materials I need (21%) | 5. Hours not convenient (13%) |
| 3. I use another library (18%) | 6. Wait times too long for popular materials (11%) |

Most Important Services Added in the Past Few Years:

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| 1. Joined a Library Network (MVLC) (86%) | 4. Downloadable e-Books (71%) |
| 2. More Hours: Wed 5-9, Fri 5-6, Sat 3-5 (85%) | 5. Winter Reading Programs for Kids, Teens (70%) |
| 3. Sundays Hours, 1-5 (Sept-Dec) (84%) | 6. Lifelong Learning Courses for Adults (67%) |

Most Desired Potential Services:

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| 1. More Copies of Bestselling Titles (43%) | 4. New Teen Area / More Space for Teens (28%) |
| 2. Drive-up Book Return (39%) | 5. Downloadable / Streaming Video Service (26%) |
| 3. "Bookstore-like" Browsing Area (38%) | 6. Expand STEM Programming for Kids, Teens (25%) |

Top-Rated Service Areas:

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| 1. Facility Cleanliness (95%) | 3. Customer Service (92%) | 5. Ease of Use (87%) |
| 2. Facility (Overall) (93%) | 4. Children's Collections (88%) | 6. Children's Programs (86%) |

Service Area Most in Need of Improvement: **Digital Collections** (e-books, etc.)

Lowest Rated Change in Recent Years: **Divided Adult Non-Fiction** into 12 Browsing Areas before Call #

Additional Hours Most Wanted:

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| 1. Sundays, 1-5 pm (Sept-Dec) (76%) | 3. Mondays, 1-5 pm (71%) | 5. Fridays, 6-9 pm (55%) |
| 2. Sundays, 1-5 pm (May-Aug) (71%) | 4. Mondays, 5-9 pm (65%) | 6. Saturdays, 9-10 am (54%) |

Top Ways People Find Out About Events in Groton:

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| 1. Signs, Banners on Main St (65%) | 2. Org. mail. list, website (50%) | 3. Print, traditional media (45%) |
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Who Filled Out the Survey? Women (80%) in their 40's (24%), 50's (24%), and 60's (19%) who visit GPL monthly (31%) up to weekly (41%), whose use has stayed about the same over the past year (49%).

FAVORITE COMMENTS FROM THE GROTON PUBLIC LIBRARY 2015 SURVEY

- “The services and staff of the GPL add SO MUCH to the quality of my life in Groton.”
- “Overall, I think GPL is Groton’s best asset!”
- “Amazingly great resource to town. Keep doing what you’re doing.”
- “GPL is one of the “crown jewels” of Groton!”
- “We love GPL. Renovating/expanding the building was the best municipal project Groton has ever undertaken!”
- “It’s my favorite place in Groton.”
- “It is clear that there is a lot of time/thought put into all aspects of the library! THANK YOU for making this a community gem!”
- “You guys do a great job!! Like how you are evolving with the times!! GPL is a great asset to Groton.”
- “GPL is one of the best libraries I’ve been to over the years – the physical building is lovely – spacious and filled with light; and the staff, resource[s], and programs are superb.”
- “Thank you! You are a wonderful community resource.”
- “I really like the variety of programming that has been added....Keep them up! You guys do a great job!! Like how you are evolving with the times!! GPL is a great asset to Groton. We are very lucky!”
- “So very grateful for the library and the library staff. Love how it is a resource for all kinds of learning, information, entertainment, community gathering.”
- “Good use of my taxes - Best value in town - Best run dept. in town - Friendly helpful staff - Excellent facility – Joining MVLC major improvement”
- “I think our library is fantastic, and I’m proud we have this great resource in our town!”
- “Thank you for providing the wonderful programs that you do. I love going to the library with my children and they enjoy it very much.”
- “In being more than a place to find a good book, but being a hub where the entire family can explore and learn in many different ways.”
- “THANK YOU for providing such an outstanding resource! Just yesterday we were discussing how, for our tax dollars, our library is hands-down the best ‘bang for the buck’ of anything we get for our money. THANK YOU! – and please keep up the great work!”
- “I’m so thankful to live in a town with such a great library. Staff is wonderful”
- “You are one of the best things Groton has to offer”
- “GPL is a tremendous asset to Groton. It is an utter gem-the staff, the services, the programming. Thank you so much”
- “The library is the best thing about living in Groton”
- “We *do* use GPL a lot and are very grateful for this resource, including (especially) the great staff! The fact that they provide, in addition to their own resources, access to an immense set of resources via their network makes them one of the best “deals” anywhere!”
- “I have seen the library grow from a small building with poor collections (circa 1980s) to a lovely, spacious facility with ever-growing collections, expanded hours, excellent selection of museum passes, increased services, and 21st century technology – along with a far more conversant and upbeat staff. This is cause for celebration!”