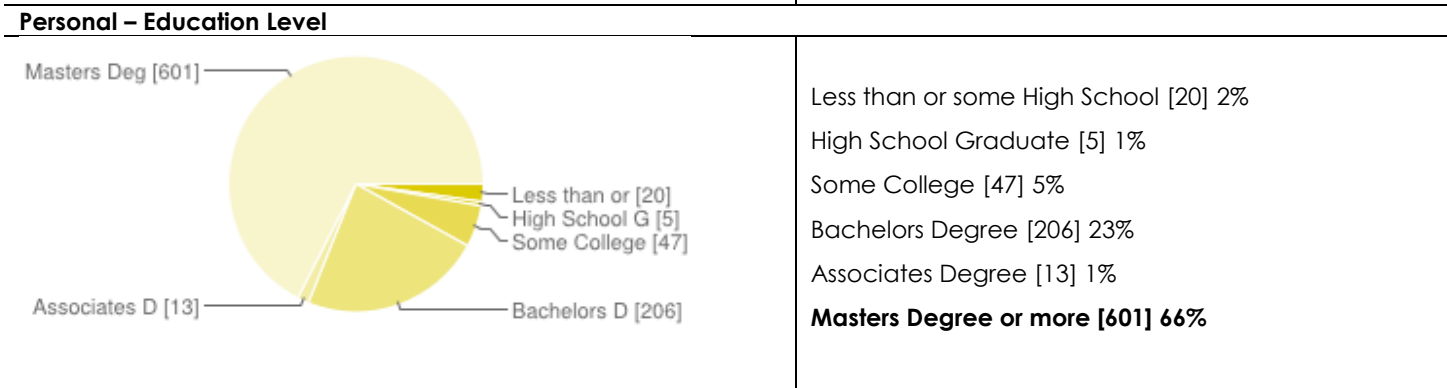
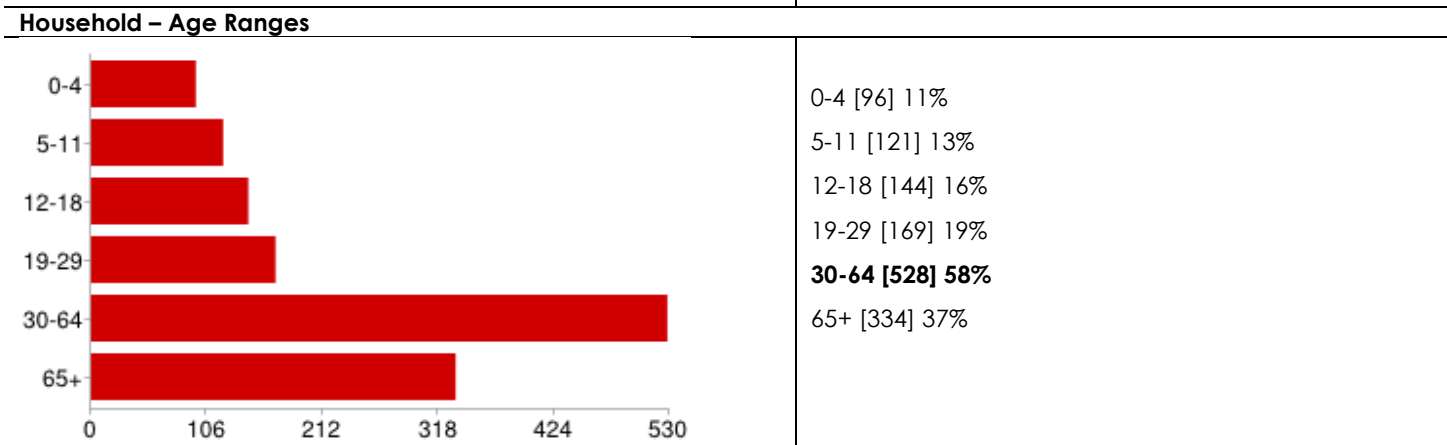
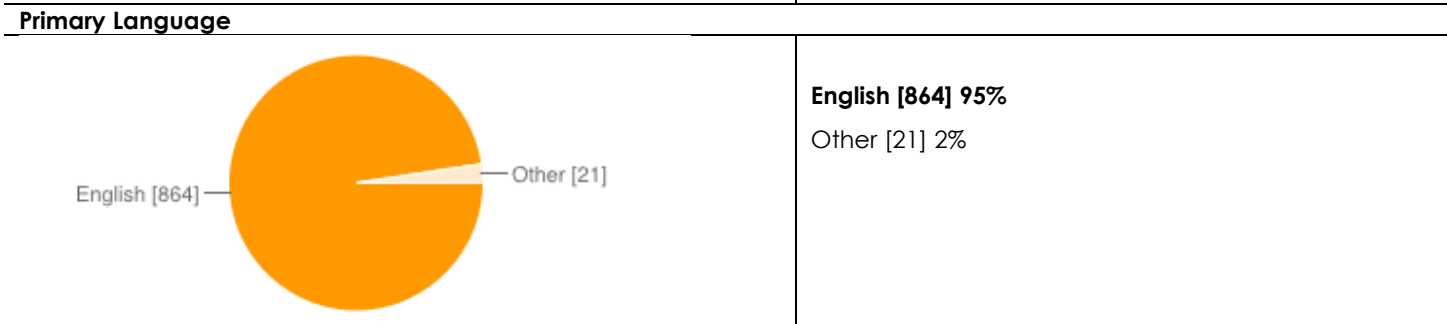
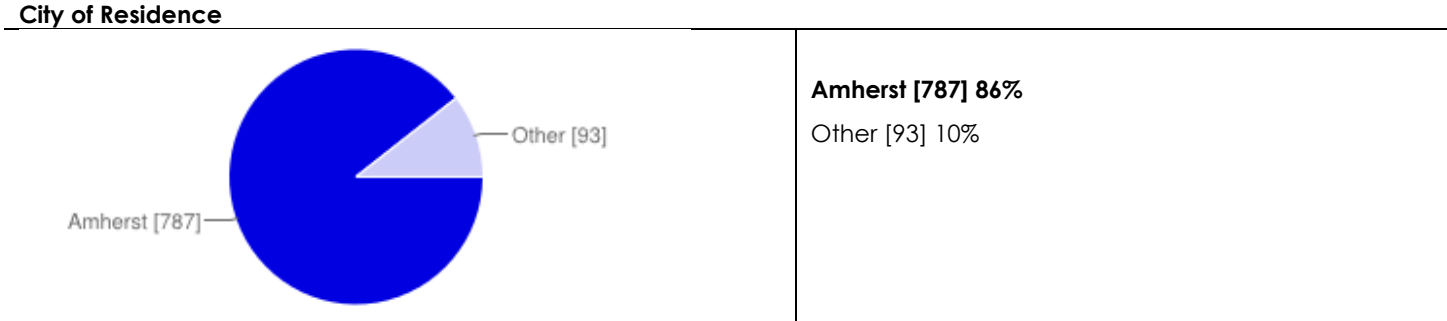


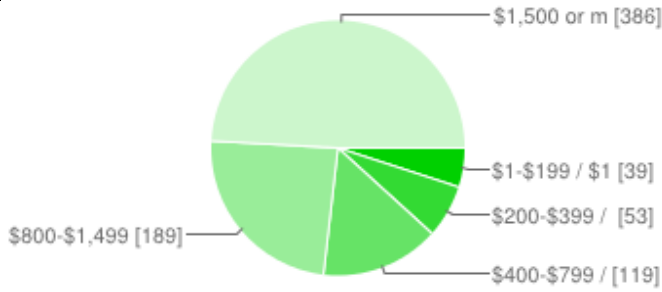
Strategic Planning Process - Jones Library
 Survey Results – Summary of Responses

910 Responses from 2/12/2015 – 3/5/2015

Please tell us about yourself & your household



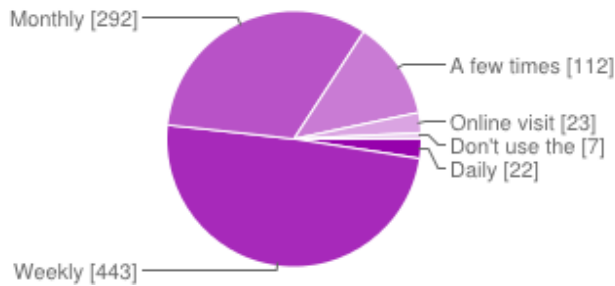
Household - Income Level (Weekly Income / Annual Income)



\$1-\$199 / \$1-\$10,399 [39] 4%
 \$200-\$399 / \$10,400-\$20,799 [53] 6%
 \$400-\$799 / \$20,800-\$41,599 [119] 13%
 \$800-\$1,499 / \$41,600-\$77,999 [189] 21%
\$1,500 or more / \$78,000 or more [386] 42%

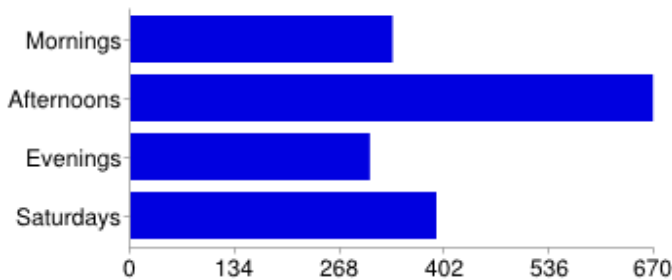
Amherst Libraries

In the past year, how often have you or members of your household visited the library?



Daily [22] 2%
Weekly [443] 49%
 Monthly [292] 32%
 A few times a year [112] 12%
 Online visit [23] 3%
 Don't use the library [7] 1%

What time of day do you usually visit the library?



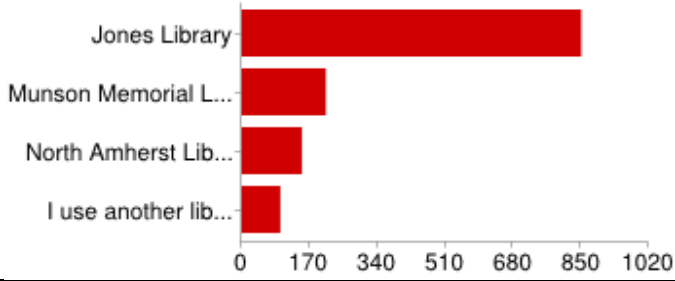
Mornings [335] 37%
Afternoons [668] 73%
 Evenings [306] 34%
 Saturdays [391] 43%

If you do not use the library, what reasons prevent you from using it?



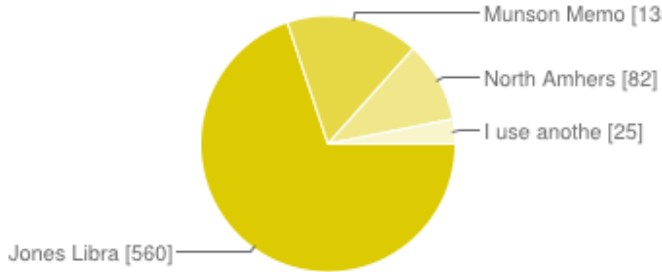
Inconvenient location [6] 1%
 Inconvenient hours [61] 7%
 Inadequate collection [14] 2%
Lack of parking [138] 15%
 Buy my own books [40] 4%
 Unpleasant past experience [8] 1%
 Not in the habit of using the library [44] 5%
 Use another library [44] 5%
 I can't get to the library [14] 2%
 Other [44] 5%

Which of Amherst's Public Library branches do you use?



Jones Library [851] 94%
 Munson Memorial Library [211] 23%
 North Amherst Library [151] 17%
 I use another library outside of Amherst [97] 11%

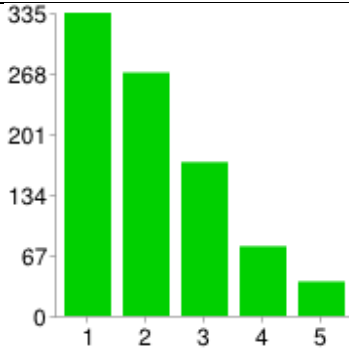
Which library branch is the most convenient for you to use?



Jones Library [560] 62%
 Munson Memorial Library [135] 15%
 North Amherst Library [82] 9%
 I use another library outside of Amherst [25] 3%

Accessibility

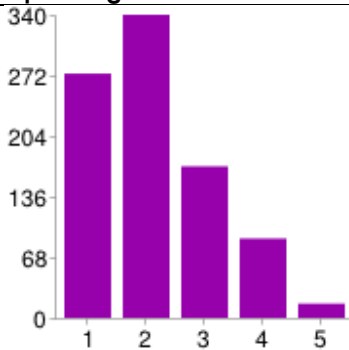
How convenient is JL to use?



1 Extremely convenient — 5 Not convenient at all
1 [335] 37%
2 [269] 30%
 3 [170] 19%
 4 [77] 8%
 5 [38] 4%

If JL is not convenient, why? (See Supplement.)

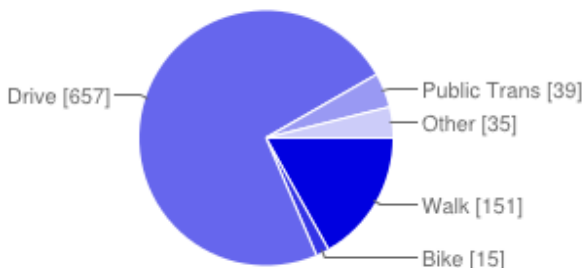
Operating Hours



1 Extremely satisfied — 5 Not satisfied at all
1 [274] 30%
2 [340] 37%
 3 [170] 19%
 4 [89] 10%
 5 [16] 2%

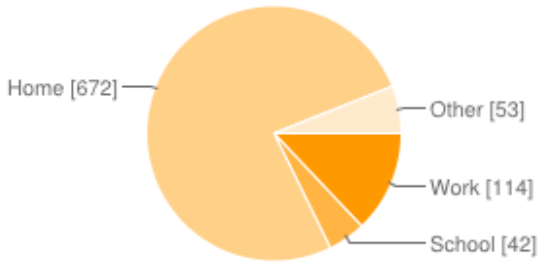
If you are dissatisfied with operating hours at JL, why? (See Supplement.)

How do you usually get to JL?



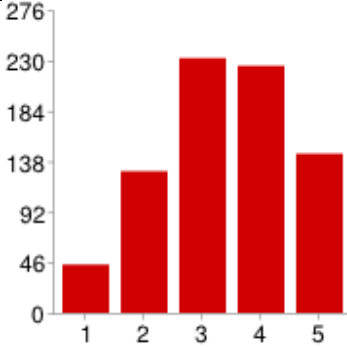
Walk [151] 17%
 Bike [15] 2%
Drive [657] 72%
 Public Transportation [39] 4%
 Other [35] 4%

Where are you usually coming from?



Work [114] 13%
 School [42] 5%
Home [672] 74%
 Other [53] 6%

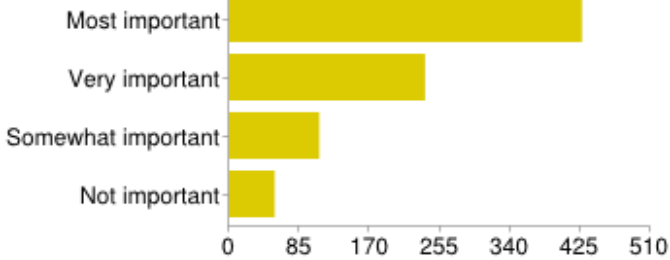
If you drive to JL, how easy is it to find parking?



1 Extremely easy — 5 Not at all easy
 1 [44] 5%
 2 [129] 14%
3 [232] 25%
4 [225] 25%
 5 [145] 16%

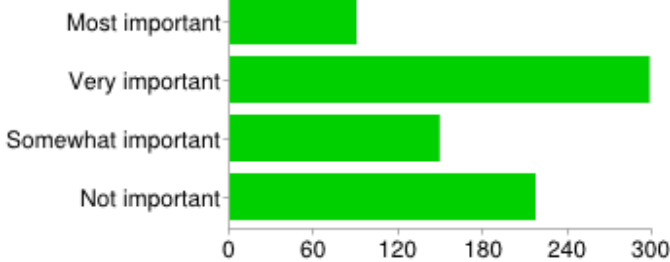
Access to the Building (Rank the following topics.)

Downtown location



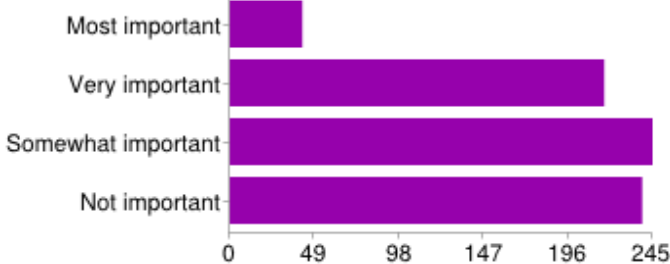
Most important [427] 47%
 Very important [237] 26%
 Somewhat important [109] 12%
 Not important [55] 6%

Proximity to public transportation

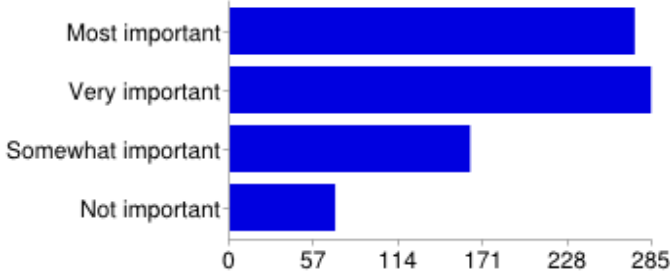
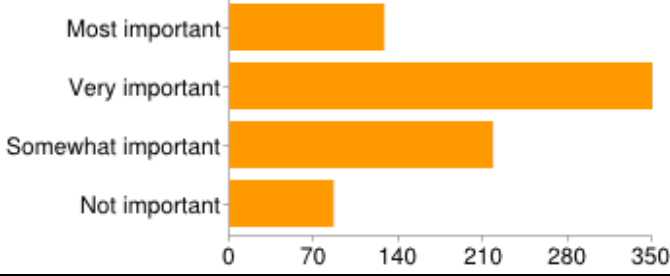
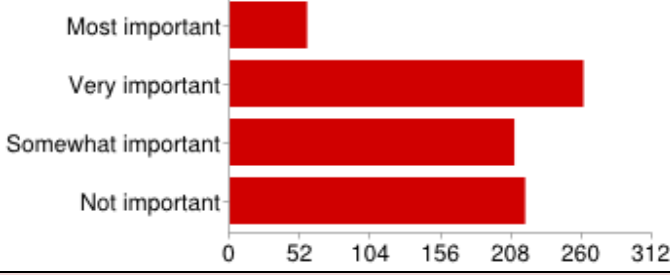
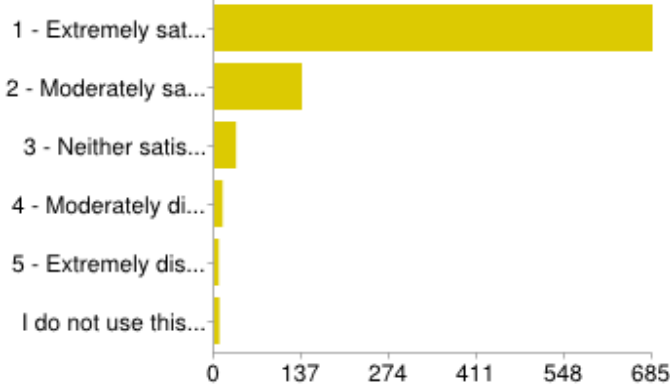


Most important [90] 10%
Very important [298] 33%
 Somewhat important [149] 16%
 Not important [217] 24%

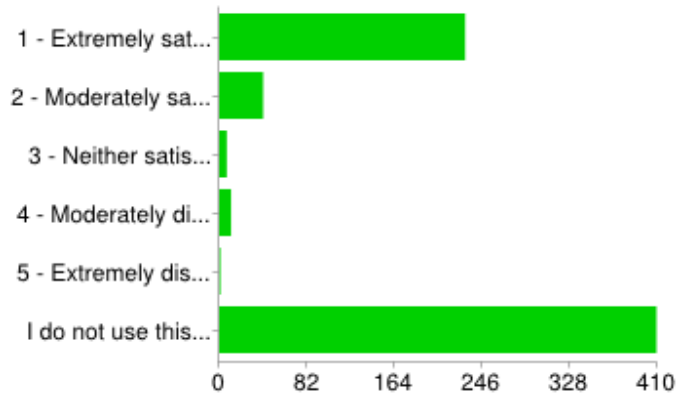
Easy passenger drop-off from cars



Most important [42] 5%
Very important [217] 24%
Somewhat important [245] 27%
 Not important [239] 26%

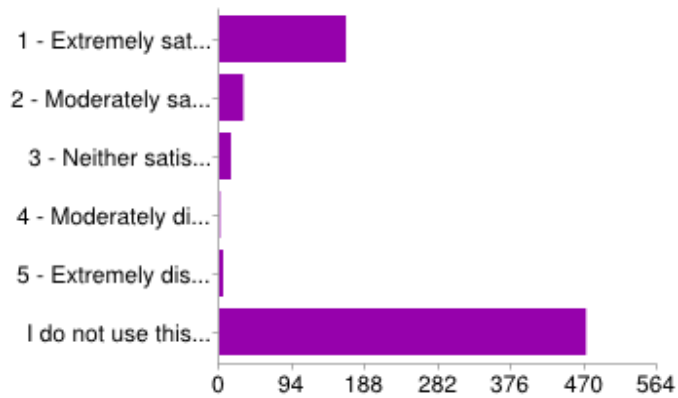
<p>Library parking</p>  <table border="1"> <thead> <tr> <th>Importance Level</th> <th>Count</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Most important</td> <td>273</td> <td>30%</td> </tr> <tr> <td>Very important</td> <td>284</td> <td>31%</td> </tr> <tr> <td>Somewhat important</td> <td>162</td> <td>18%</td> </tr> <tr> <td>Not important</td> <td>71</td> <td>8%</td> </tr> </tbody> </table>	Importance Level	Count	Percentage	Most important	273	30%	Very important	284	31%	Somewhat important	162	18%	Not important	71	8%	<p>Most important [273] 30% Very important [284] 31% Somewhat important [162] 18% Not important [71] 8%</p>						
Importance Level	Count	Percentage																				
Most important	273	30%																				
Very important	284	31%																				
Somewhat important	162	18%																				
Not important	71	8%																				
<p>Curb-side book return</p>  <table border="1"> <thead> <tr> <th>Importance Level</th> <th>Count</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Most important</td> <td>128</td> <td>14%</td> </tr> <tr> <td>Very important</td> <td>350</td> <td>38%</td> </tr> <tr> <td>Somewhat important</td> <td>218</td> <td>24%</td> </tr> <tr> <td>Not important</td> <td>86</td> <td>9%</td> </tr> </tbody> </table>	Importance Level	Count	Percentage	Most important	128	14%	Very important	350	38%	Somewhat important	218	24%	Not important	86	9%	<p>Most important [128] 14% Very important [350] 38% Somewhat important [218] 24% Not important [86] 9%</p>						
Importance Level	Count	Percentage																				
Most important	128	14%																				
Very important	350	38%																				
Somewhat important	218	24%																				
Not important	86	9%																				
<p>Bike racks</p>  <table border="1"> <thead> <tr> <th>Importance Level</th> <th>Count</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Most important</td> <td>57</td> <td>6%</td> </tr> <tr> <td>Very important</td> <td>261</td> <td>29%</td> </tr> <tr> <td>Somewhat important</td> <td>210</td> <td>23%</td> </tr> <tr> <td>Not important</td> <td>218</td> <td>24%</td> </tr> </tbody> </table>	Importance Level	Count	Percentage	Most important	57	6%	Very important	261	29%	Somewhat important	210	23%	Not important	218	24%	<p>Most important [57] 6% Very important [261] 29% Somewhat important [210] 23% Not important [218] 24%</p>						
Importance Level	Count	Percentage																				
Most important	57	6%																				
Very important	261	29%																				
Somewhat important	210	23%																				
Not important	218	24%																				
<p>Customer Service</p>																						
<p>Overall, how would you rate the customer service you receive at the library branches?</p>																						
<p>Jones Library</p>  <table border="1"> <thead> <tr> <th>Satisfaction Level</th> <th>Count</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>1 - Extremely satisfied</td> <td>685</td> <td>75%</td> </tr> <tr> <td>2 - Moderately satisfied</td> <td>137</td> <td>15%</td> </tr> <tr> <td>3 - Neither satisfied nor dissatisfied</td> <td>34</td> <td>4%</td> </tr> <tr> <td>4 - Moderately dissatisfied</td> <td>13</td> <td>1%</td> </tr> <tr> <td>5 - Extremely dissatisfied</td> <td>7</td> <td>1%</td> </tr> <tr> <td>I do not use this branch</td> <td>8</td> <td>1%</td> </tr> </tbody> </table>	Satisfaction Level	Count	Percentage	1 - Extremely satisfied	685	75%	2 - Moderately satisfied	137	15%	3 - Neither satisfied nor dissatisfied	34	4%	4 - Moderately dissatisfied	13	1%	5 - Extremely dissatisfied	7	1%	I do not use this branch	8	1%	<p>1 - Extremely satisfied [685] 75% 2 - Moderately satisfied [137] 15% 3 - Neither satisfied nor dissatisfied [34] 4% 4 - Moderately dissatisfied [13] 1% 5 - Extremely dissatisfied [7] 1% I do not use this branch [8] 1%</p>
Satisfaction Level	Count	Percentage																				
1 - Extremely satisfied	685	75%																				
2 - Moderately satisfied	137	15%																				
3 - Neither satisfied nor dissatisfied	34	4%																				
4 - Moderately dissatisfied	13	1%																				
5 - Extremely dissatisfied	7	1%																				
I do not use this branch	8	1%																				

Munson Memorial Library



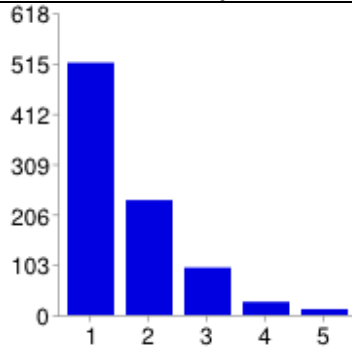
1 - Extremely satisfied [230] 25%
 2 - Moderately satisfied [41] 5%
 3 - Neither satisfied nor dissatisfied [7] 1%
 4 - Moderately dissatisfied [11] 1%
 5 - Extremely dissatisfied [1] 0%
I do not use this branch [409] 45%

North Amherst Library



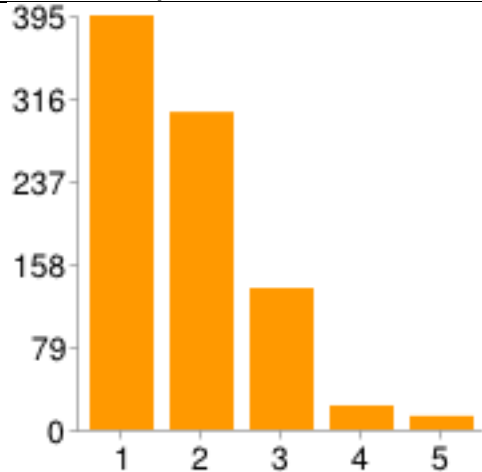
1 - Extremely satisfied [163] 18%
 2 - Moderately satisfied [31] 3%
 3 - Neither satisfied nor dissatisfied [15] 2%
 4 - Moderately dissatisfied [1] 0%
 5 - Extremely dissatisfied [5] 1%
I do not use this branch [472] 52%

How welcome do you feel when you visit JL?



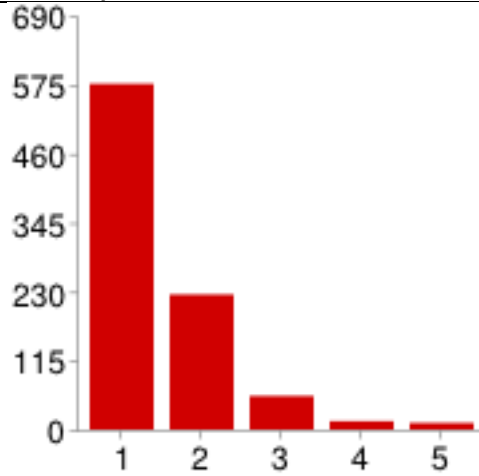
1 Extremely welcome — 5 Not welcome at all
1 [516] 57%
 2 [235] 26%
 3 [97] 11%
 4 [27] 3%
 5 [12] 1%

How well do you feel that JL understands your needs?



1 Extremely well — 5 Not at all well
1 [395] 43%
 2 [303] 33%
 3 [135] 15%
 4 [23] 3%
 5 [13] 1%

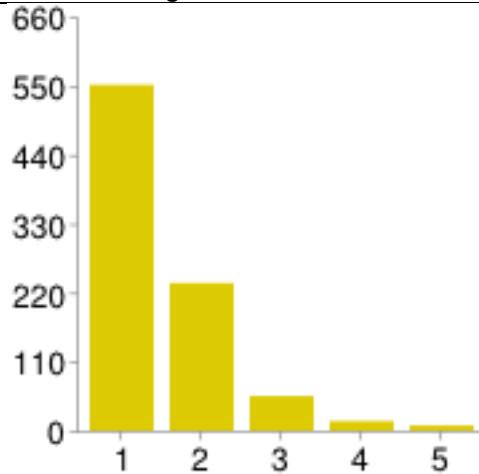
How helpful was our staff?



1 Extremely helpful — 5 Not at all helpful

- 1 [576] 63%**
- 2 [225] 25%
- 3 [56] 6%
- 4 [14] 2%
- 5 [11] 1%

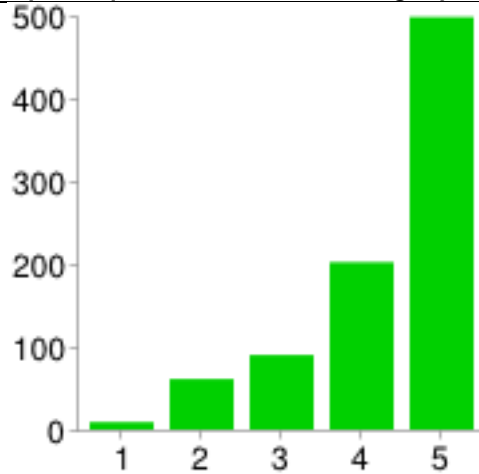
How knowledgeable was our staff?



1 Extremely knowledgeable — 5 Not at all knowledgeable

- 1 [551] 61%**
- 2 [235] 26%
- 3 [55] 6%
- 4 [15] 2%
- 5 [8] 1%

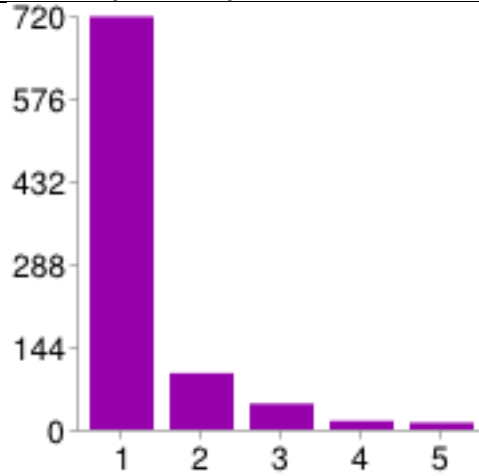
If you require assistance, how long is your average wait to speak with a member of the staff?



1 Extremely long — 5 Not at all long

- 1 [9] 1%
- 2 [61] 7%
- 3 [90] 10%
- 4 [202] 22%
- 5 [498] 55%**

How likely is it that you would recommend JL?

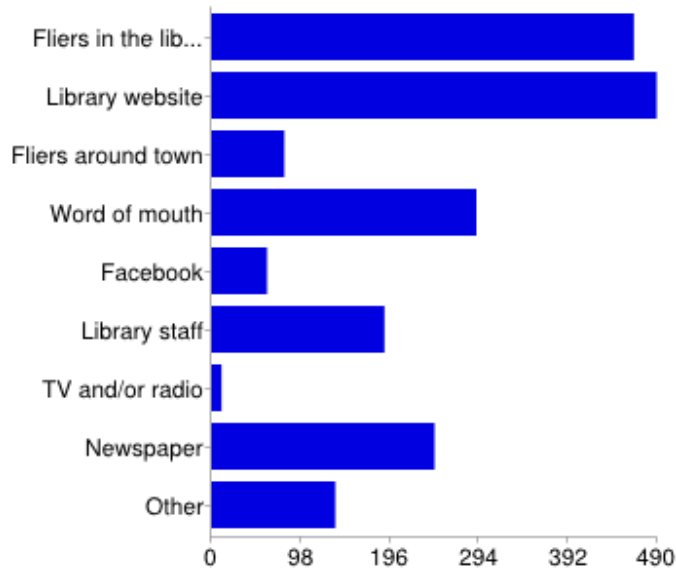


1 Extremely likely — 5 Not at all likely

- 1 [718] 79%**
- 2 [98] 11%
- 3 [45] 5%
- 4 [15] 2%
- 5 [12] 1%

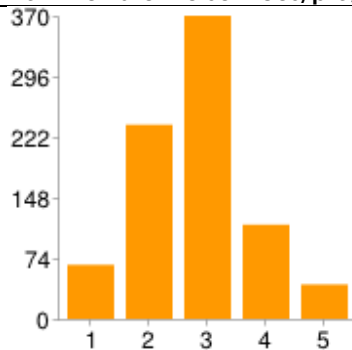
Library Services

How do you learn about library services/programs?



- Fliers in the library [464] 51%**
- Library website [489] 54%**
- Fliers around town [80] 9%
- Word of mouth [291] 32%
- Facebook [61] 7%
- Library staff [190] 21%
- TV and/or radio [11] 1%
- Newspaper [245] 27%
- Other [136] 15%

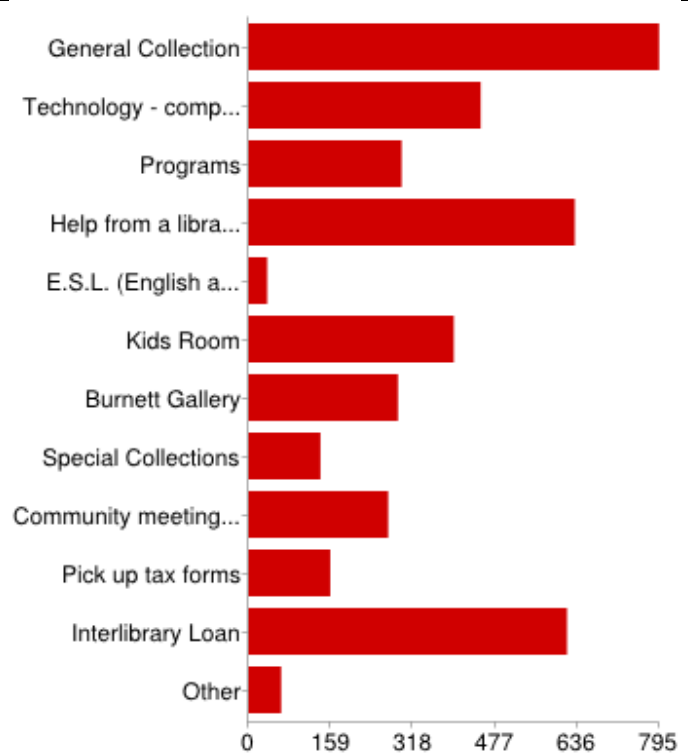
How well are the services/programs at JL publicized/marketed?



1 Extremely well — 5 Not at all well

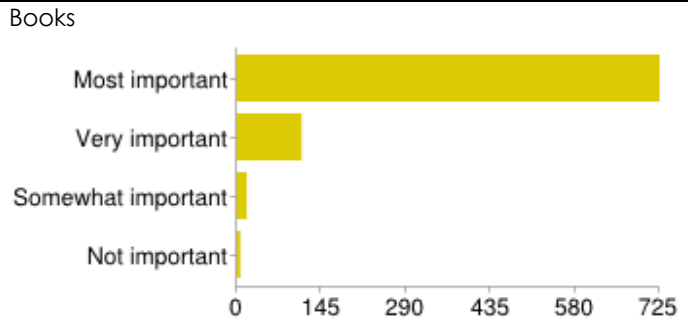
- 1 [66] 7%
- 2 [237] 26%
- 3 [370] 41%**
- 4 [115] 13%
- 5 [42] 5%

Which of the following services have you used? (Top 3 Bolded)

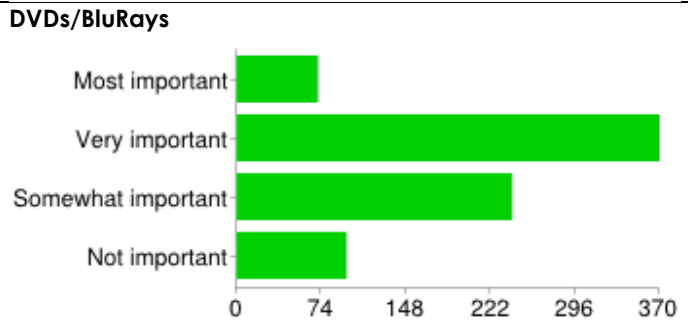


General Collection [794] 87%
 Technology - computers, WiFi, etc. [449] 49%
 Programs [296] 33%
Help from a librarian [631] 69%
 E.S.L. (English as a Second Language) [36] 4%
 Kids Room [397] 44%
 Burnett Gallery [289] 32%
 Special Collections [139] 15%
 Community meeting space [270] 30%
 Pick up tax forms [158] 17%
Interlibrary Loan [616] 68%
 Other [63] 7%

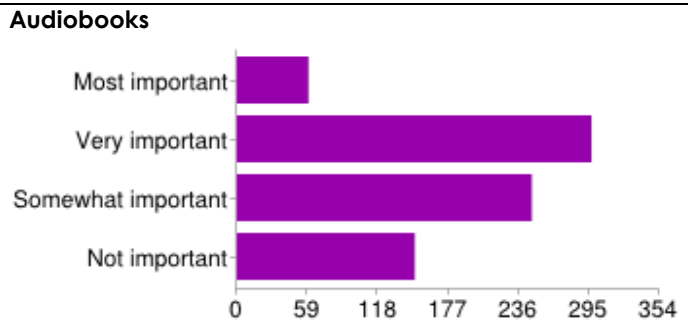
General Collection (Rank the following topics.)



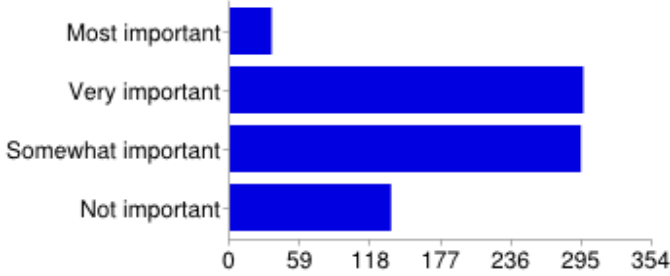
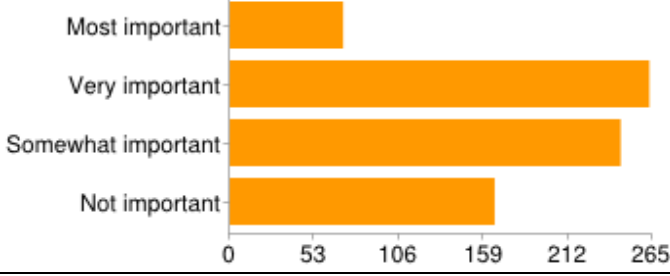
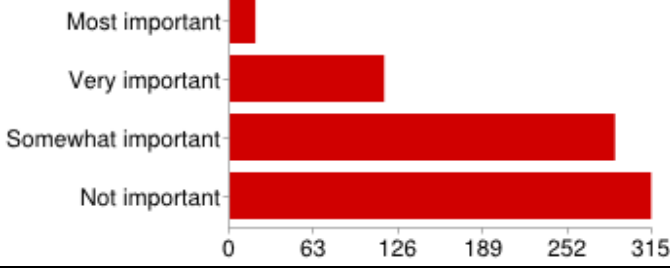
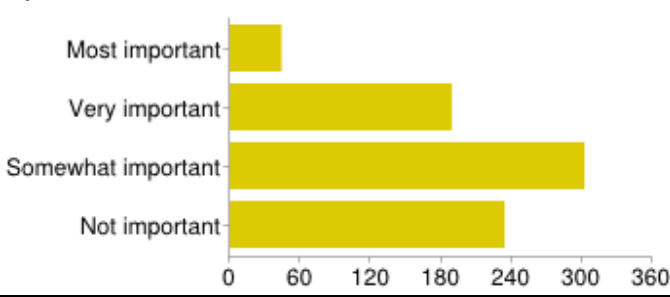
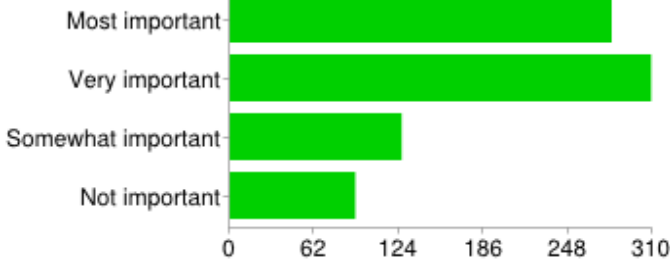
Most important [725] 80%
 Very important [111] 12%
 Somewhat important [17] 2%
 Not important [6] 1%



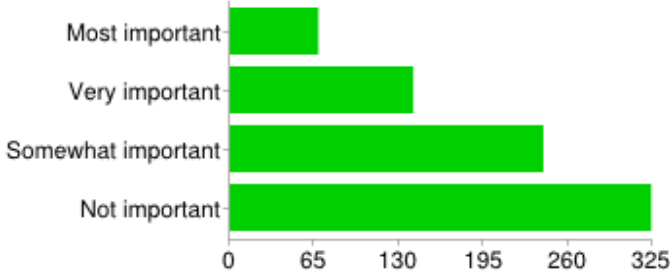
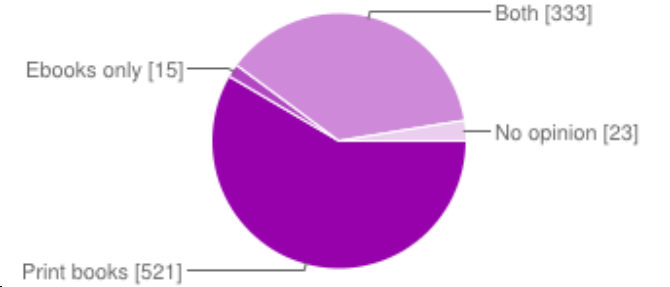
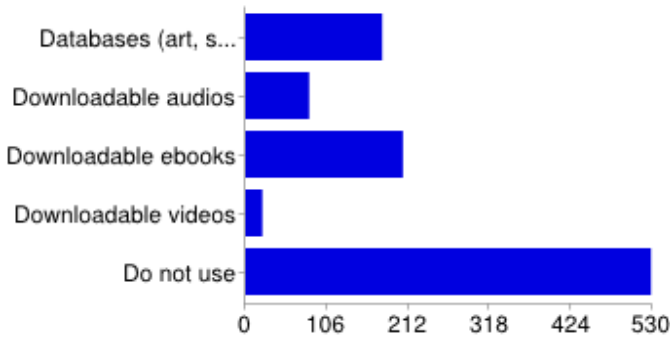
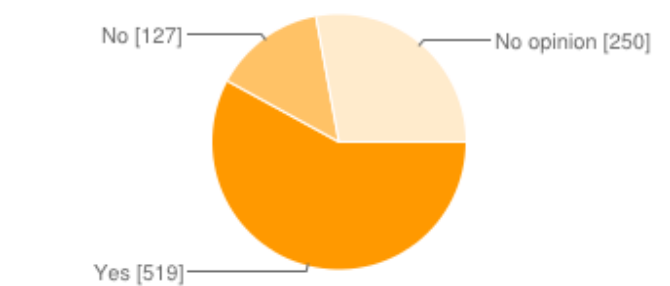
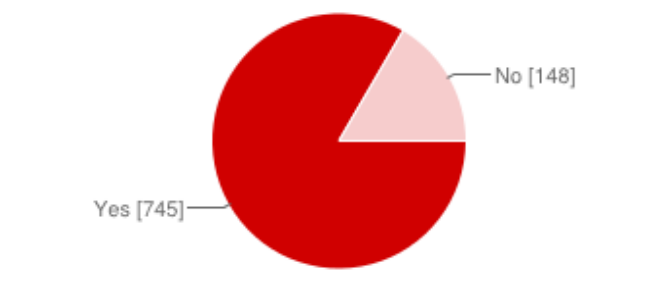
Most important [71] 8%
Very important [370] 41%
 Somewhat important [241] 26%
 Not important [96] 11%



Most important [60] 7%
Very important [297] 33%
Somewhat important [247] 27%
 Not important [149] 16%

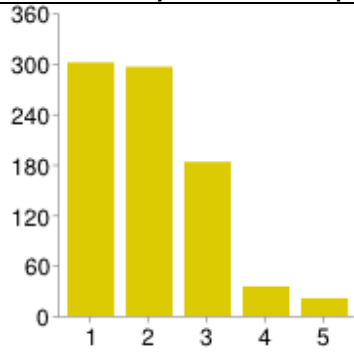
<p>Magazines & newspapers</p>  <p>Most important [35] 4% Very important [296] 33% Somewhat important [294] 32% Not important [135] 15%</p>	<p>Most important [35] 4% Very important [296] 33% Somewhat important [294] 32% Not important [135] 15%</p>
<p>Ebooks/audiobooks</p>  <p>Most important [71] 8% Very important [263] 29% Somewhat important [245] 27% Not important [166] 18%</p>	<p>Most important [71] 8% Very important [263] 29% Somewhat important [245] 27% Not important [166] 18%</p>
<p>Electronic and digital devices to borrow</p>  <p>Most important [19] 2% Very important [115] 13% Somewhat important [287] 32% Not important [314] 35%</p>	<p>Most important [19] 2% Very important [115] 13% Somewhat important [287] 32% Not important [314] 35%</p>
<p>More room to display bestsellers, biographies, seasonal topics, etc.</p>  <p>Most important [44] 5% Very important [189] 21% Somewhat important [302] 33% Not important [234] 26%</p>	<p>Most important [44] 5% Very important [189] 21% Somewhat important [302] 33% Not important [234] 26%</p>
<p>Technology (Rank the following topics.)</p>	
<p>Public computers</p>  <p>Most important [280] 31% Very important [309] 34% Somewhat important [126] 14% Not important [92] 10%</p>	<p>Most important [280] 31% Very important [309] 34% Somewhat important [126] 14% Not important [92] 10%</p>

<p>Copier, printer, fax, scanner, etc.</p> <table border="1"> <thead> <tr> <th>Importance Level</th> <th>Count</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Most important</td> <td>50</td> <td>5%</td> </tr> <tr> <td>Very important</td> <td>349</td> <td>38%</td> </tr> <tr> <td>Somewhat important</td> <td>260</td> <td>29%</td> </tr> <tr> <td>Not important</td> <td>118</td> <td>13%</td> </tr> </tbody> </table>	Importance Level	Count	Percentage	Most important	50	5%	Very important	349	38%	Somewhat important	260	29%	Not important	118	13%	<p>Most important [50] 5%</p> <p>Very important [349] 38%</p> <p>Somewhat important [260] 29%</p> <p>Not important [118] 13%</p>
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<p>Do you prefer to read ebooks or print books?</p>  <table border="1"> <thead> <tr> <th>Preference</th> <th>Count</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Print books</td> <td>521</td> <td>57%</td> </tr> <tr> <td>Both</td> <td>333</td> <td>37%</td> </tr> <tr> <td>No opinion</td> <td>23</td> <td>3%</td> </tr> <tr> <td>Ebooks only</td> <td>15</td> <td>2%</td> </tr> </tbody> </table>	Preference	Count	Percentage	Print books	521	57%	Both	333	37%	No opinion	23	3%	Ebooks only	15	2%	<p>Print books only [521] 57%</p> <p>Ebooks only [15] 2%</p> <p>Both [333] 37%</p> <p>No opinion [23] 3%</p>			
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Response	Count	Percentage																	
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Programs

How well do you feel that JL programs meet your needs?



1 Extremely well — 5 Not at all well

1 [301] 33%

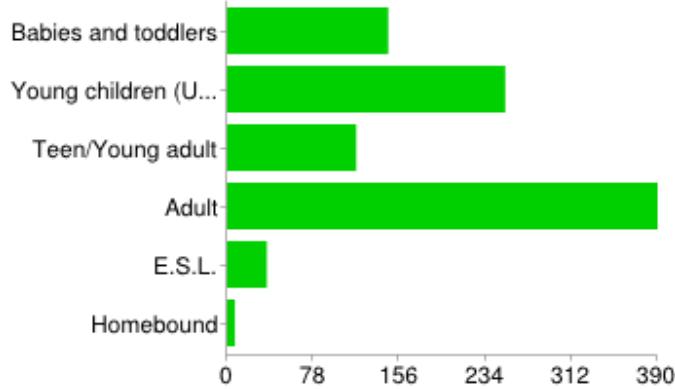
2 [296] 33%

3 [183] 20%

4 [35] 4%

5 [21] 2%

Which of the following types of programs have you used?



Babies and toddlers [146] 16%

Young children (Under 12) [252] 28%

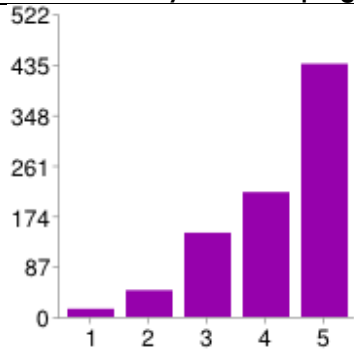
Teen/Young adult [117] 13%

Adult [390] 43%

E.S.L. [36] 4%

Homebound [7] 1%

How often do you attend programs at JL?



1 Extremely often — 5 Not at all often

1 [14] 2%

2 [46] 5%

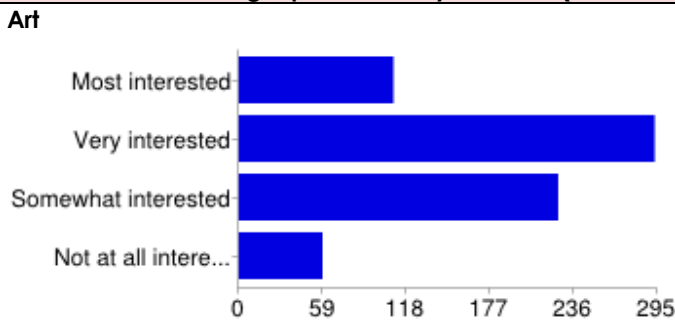
3 [145] 16%

4 [215] 24%

5 [436] 48%

If you do not attend programs at JL, why? (See Supplement.)

Which of the following topics interest you most? (Rank the following topics.)



Most interested [109] 12%

Very interested [293] 32%

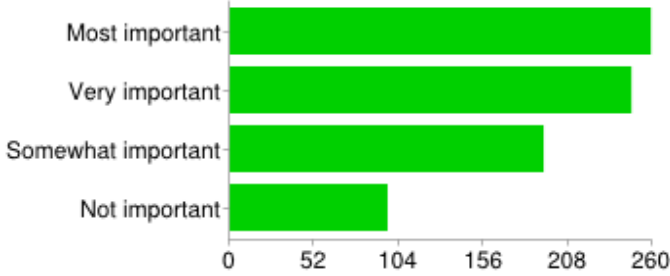
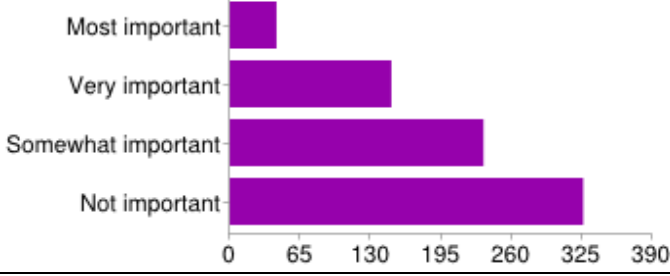
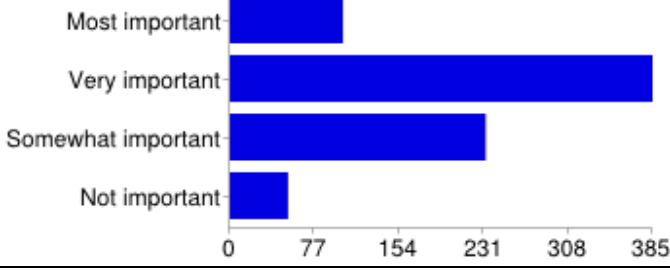
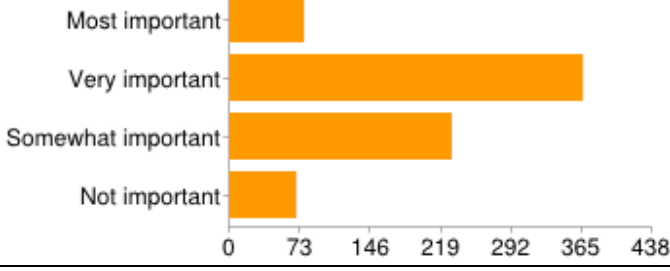
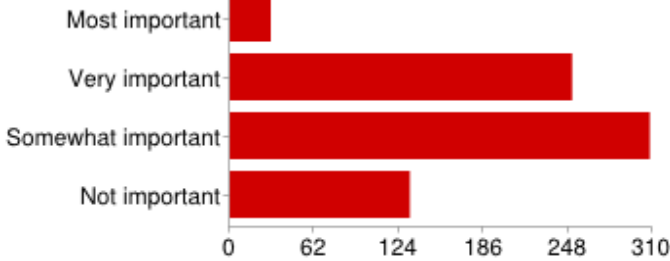
Somewhat interested [225] 25%

Not at all interested [59] 6%

<p>Environment</p> <p>A horizontal bar chart for the 'Environment' category. The y-axis lists four interest levels: 'Most interested', 'Very interested', 'Somewhat interested', and 'Not at all interested'. The x-axis represents the number of respondents, ranging from 0 to 348 in increments of 58. The bars are orange. The data points are: Most interested (63, 7%), Very interested (292, 32%), Somewhat interested (246, 27%), and Not at all interested (59, 6%).</p>	<p>Most interested [63] 7%</p> <p>Very interested [292] 32%</p> <p>Somewhat interested [246] 27%</p> <p>Not at all interested [59] 6%</p>
<p>Finance</p> <p>A horizontal bar chart for the 'Finance' category. The y-axis lists four interest levels: 'Most interested', 'Very interested', 'Somewhat interested', and 'Not at all interested'. The x-axis represents the number of respondents, ranging from 0 to 280 in increments of 56. The bars are red. The data points are: Most interested (19, 2%), Very interested (143, 16%), Somewhat interested (278, 31%), and Not at all interested (199, 22%).</p>	<p>Most interested [19] 2%</p> <p>Very interested [143] 16%</p> <p>Somewhat interested [278] 31%</p> <p>Not at all interested [199] 22%</p>
<p>Fitness/health</p> <p>A horizontal bar chart for the 'Fitness/health' category. The y-axis lists four interest levels: 'Most interested', 'Very interested', 'Somewhat interested', and 'Not at all interested'. The x-axis represents the number of respondents, ranging from 0 to 290 in increments of 58. The bars are yellow. The data points are: Most interested (40, 4%), Very interested (182, 20%), Somewhat interested (290, 32%), and Not at all interested (139, 15%).</p>	<p>Most interested [40] 4%</p> <p>Very interested [182] 20%</p> <p>Somewhat interested [290] 32%</p> <p>Not at all interested [139] 15%</p>
<p>Food prep</p> <p>A horizontal bar chart for the 'Food prep' category. The y-axis lists four interest levels: 'Most interested', 'Very interested', 'Somewhat interested', and 'Not at all interested'. The x-axis represents the number of respondents, ranging from 0 to 245 in increments of 49. The bars are green. The data points are: Most interested (27, 3%), Very interested (197, 22%), Somewhat interested (243, 27%), and Not at all interested (180, 20%).</p>	<p>Most interested [27] 3%</p> <p>Very interested [197] 22%</p> <p>Somewhat interested [243] 27%</p> <p>Not at all interested [180] 20%</p>
<p>Gardening/nature</p> <p>A horizontal bar chart for the 'Gardening/nature' category. The y-axis lists four interest levels: 'Most interested', 'Very interested', 'Somewhat interested', and 'Not at all interested'. The x-axis represents the number of respondents, ranging from 0 to 280 in increments of 56. The bars are purple. The data points are: Most interested (49, 5%), Very interested (279, 31%), Somewhat interested (238, 26%), and Not at all interested (94, 10%).</p>	<p>Most interested [49] 5%</p> <p>Very interested [279] 31%</p> <p>Somewhat interested [238] 26%</p> <p>Not at all interested [94] 10%</p>

<p>History</p> <p>Most interested [75] 8% Very interested [314] 35% Somewhat interested [216] 24% Not at all interested [80] 9%</p>	<p>Most interested [75] 8% Very interested [314] 35% Somewhat interested [216] 24% Not at all interested [80] 9%</p>
<p>Author visits</p> <p>Most interested [177] 19% Very interested [239] 26% Somewhat interested [209] 23% Not at all interested [72] 8%</p>	<p>Most interested [177] 19% Very interested [239] 26% Somewhat interested [209] 23% Not at all interested [72] 8%</p>
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<p>Crafts</p> <p>Most interested [24] 3% Very interested [160] 18% Somewhat interested [240] 26% Not at all interested [224] 25%</p>	<p>Most interested [24] 3% Very interested [160] 18% Somewhat interested [240] 26% Not at all interested [224] 25%</p>
<p>Current events</p> <p>Most interested [69] 8% Very interested [316] 35% Somewhat interested [219] 24% Not at all interested [70] 8%</p>	<p>Most interested [69] 8% Very interested [316] 35% Somewhat interested [219] 24% Not at all interested [70] 8%</p>

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<p>Tell us what's important to you! (Rank the following topics.)</p>	
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<p>Better parking</p>  <p>A horizontal bar chart with four categories: Most important, Very important, Somewhat important, and Not important. The x-axis represents the number of responses, ranging from 0 to 260 in increments of 52. The bars are green. The values are: Most important (259), Very important (247), Somewhat important (193), and Not important (97).</p>	<p>Most important [259] 28% Very important [247] 27% Somewhat important [193] 21% Not important [97] 11%</p>
<p>Spaces where food/drink are allowed</p>  <p>A horizontal bar chart with four categories: Most important, Very important, Somewhat important, and Not important. The x-axis represents the number of responses, ranging from 0 to 390 in increments of 65. The bars are purple. The values are: Most important (43), Very important (149), Somewhat important (234), and Not important (326).</p>	<p>Most important [43] 5% Very important [149] 16% Somewhat important [234] 26% Not important [326] 36%</p>
<p>Seating throughout the library</p>  <p>A horizontal bar chart with four categories: Most important, Very important, Somewhat important, and Not important. The x-axis represents the number of responses, ranging from 0 to 385 in increments of 77. The bars are blue. The values are: Most important (103), Very important (385), Somewhat important (233), and Not important (53).</p>	<p>Most important [103] 11% Very important [385] 42% Somewhat important [233] 26% Not important [53] 6%</p>
<p>Reduced energy consumption</p>  <p>A horizontal bar chart with four categories: Most important, Very important, Somewhat important, and Not important. The x-axis represents the number of responses, ranging from 0 to 438 in increments of 73. The bars are orange. The values are: Most important (77), Very important (366), Somewhat important (230), and Not important (69).</p>	<p>Most important [77] 8% Very important [366] 40% Somewhat important [230] 25% Not important [69] 8%</p>
<p>Better lighting</p>  <p>A horizontal bar chart with four categories: Most important, Very important, Somewhat important, and Not important. The x-axis represents the number of responses, ranging from 0 to 310 in increments of 62. The bars are red. The values are: Most important (30), Very important (251), Somewhat important (308), and Not important (132).</p>	<p>Most important [30] 3% Very important [251] 28% Somewhat important [308] 34% Not important [132] 15%</p>

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Not important	123	14%														
<p>If there were space to consume food/drink within the library: How would your experience be impacted?</p>																
<table border="1"> <thead> <tr> <th>Impact</th> <th>Count</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Improved</td> <td>264</td> <td>29%</td> </tr> <tr> <td>Neither imp</td> <td>316</td> <td>35%</td> </tr> <tr> <td>Worsened</td> <td>181</td> <td>20%</td> </tr> </tbody> </table>	Impact	Count	Percentage	Improved	264	29%	Neither imp	316	35%	Worsened	181	20%	<p>Improved [264] 29% Neither improved nor worsened [316] 35% Worsened [181] 20% No opinion [132] 15%</p>			
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<p>Now it's YOUR turn to think outside the box! What would you like to be able to do at JL that you can't do now? (See Supplement.)</p>																