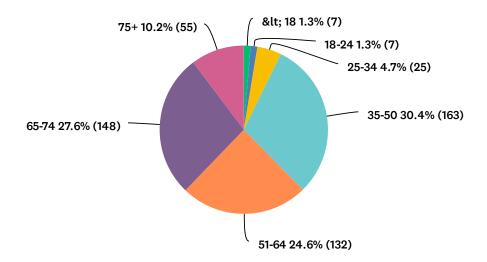
Q1 How old are you?

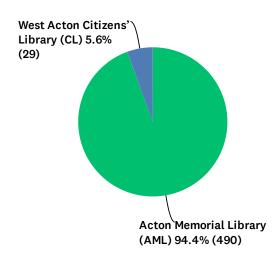
Answered: 537 Skipped: 0



ANSWER CHOICES	RESPONSES
< 18	1.3%
18-24	1.3%
25-34	4.7% 25
35-50	30.4% 163
51-64	24.6% 132
65-74	27.6% 148
75+	10.2% 55
TOTAL	537

Q3 Which library location do you use the most?

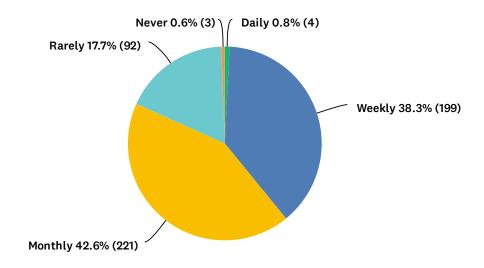
Answered: 519 Skipped: 18



ANSWER CHOICES	RESPONSES
Acton Memorial Library (AML)	94.4% 49
West Acton Citizens' Library (CL)	5.6%
TOTAL	51

Q4 How often do you visit your preferred library location?

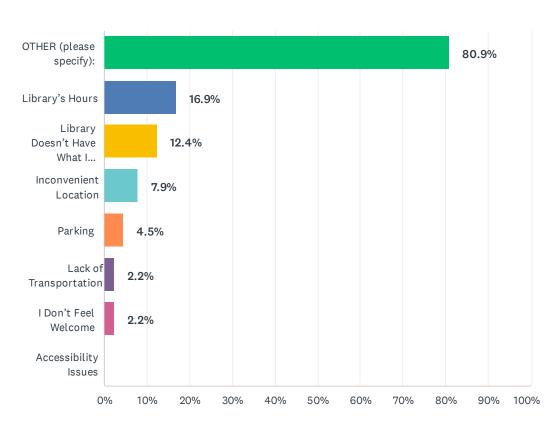
Answered: 519 Skipped: 18



ANSWER CHOICES	RESPONSES	
Daily	0.8%	4
Weekly	38.3%	199
Monthly	42.6%	221
Rarely	17.7%	92
Never	0.6%	3
TOTAL	5	519

Q5 What are the top 3 reasons you don't visit your preferred library location?





ANSWER CHOICES	RESPONSES	
OTHER (please specify):	80.9%	72
Library's Hours	16.9%	15
Library Doesn't Have What I Need/Want	12.4%	11
Inconvenient Location	7.9%	7
Parking	4.5%	4
Lack of Transportation	2.2%	2
I Don't Feel Welcome	2.2%	2
Accessibility Issues	0.0%	0
Total Respondents: 89		

#	OTHER (PLEASE SPECIFY):	DATE
1	I work a lot and don't have time	1/15/2024 7:23 PM
2	Little time to read	1/14/2024 9:57 AM
3	I read digital books	1/12/2024 9:47 PM

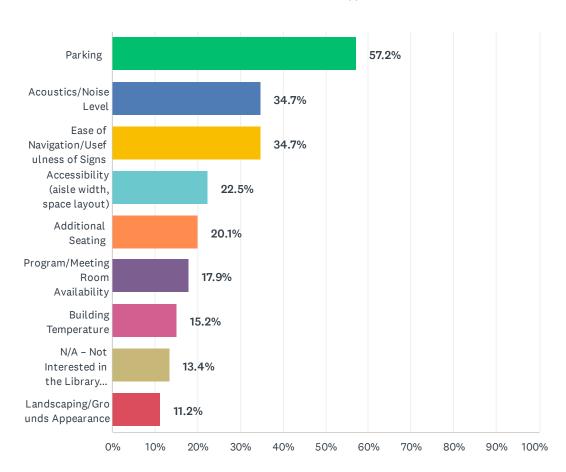
4	Lack of time	1/12/2024 12:14 PM
5	Slow reader	1/12/2024 11:34 AM
6	Not seeking reading material	1/11/2024 9:58 PM
7	Cold, not comfortable.	1/11/2024 9:55 PM
8	My needs are met by the main library and the town meeting votes were annoying and dumb	1/11/2024 4:49 PM
9	i live in Westborough	1/11/2024 3:09 PM
10	No need for the services offered.	1/11/2024 3:02 PM
11	I get what I need through online services such as Libby	1/11/2024 9:14 AM
12	Use kindle, audiobooks	1/11/2024 7:12 AM
13	Busy and when I've brought my kids they get bored fast	1/10/2024 10:17 PM
14	I am just not in the habit. And some of it is Covid.	1/10/2024 8:01 PM
15	When I've visited, it's felt overwhelming and I couldn't find where to get information and directions. I go to the Concord main library often (even though I live in Acton) because it feels more welcoming and help is readily available.	1/10/2024 5:32 PM
16	N/A	1/10/2024 3:49 PM
17	Busy schedules	1/10/2024 3:35 PM
18	Lack of good, relevant, and timely materials.	1/10/2024 3:01 PM
19	Difficult to find what I want, e.g., novels. I get overwhelmed looking in the stacks.	1/10/2024 2:48 PM
20	I have too many books.	1/10/2024 2:36 PM
21	Habit	1/10/2024 2:15 PM
22	I use other libraries as well.	1/10/2024 1:16 PM
23	Use of audible app	1/10/2024 1:02 PM
24	Primarily use Libby	1/10/2024 12:21 PM
25	I read books on Libby. Would welcome more special programs such as concerts on second floor by the piano.	1/10/2024 12:14 PM
26	I live in Canada! I keep regular contact with you via your emails and, previously, re archiving, with Ms. Paju.	1/10/2024 11:17 AM
27	get my books through Libby	1/10/2024 10:53 AM
28	no needdo what i need online	1/10/2024 10:49 AM
29	i download a lot of books on Hoopla. My favorite library is the Citizen's Library	1/10/2024 10:23 AM
30	visit based on needs	1/4/2024 5:38 PM
31	too many things going on	1/4/2024 3:47 PM
32	I live in Boston most of the time now	1/2/2024 9:11 AM
33	Lack of time	1/2/2024 8:19 AM
34	Use online services	1/1/2024 10:20 PM
35	Not sure, because I LOVE being there! It's just I AM A SLOW READER. And home is comfy.	1/1/2024 9:35 PM
36	I like to buy books (wasteful, I know). The AML's embrace of a progressive social agenda is also very off-putting.	1/1/2024 12:10 PM
37	Tttt	12/31/2023 6:51 PM
38	usually go to find a book for a book group	12/29/2023 8:46 PM

39	I tend to listen to audio books via on line connection	12/29/2023 12:50 PM
40	Events happen at times that are inconvenient for those who work.	12/29/2023 11:45 AM
41	Just not a habit	12/28/2023 10:40 PM
42	I download books thru libby	12/27/2023 5:22 PM
43	Personal issues	12/27/2023 3:01 PM
44	I live in another town but that's not your problem. I am thankful I can still be welcomed in Acton!	12/27/2023 2:24 PM
45	I have kids	12/27/2023 2:18 PM
46	I don't need to. I get what I need digitally. I go in only for events.	12/20/2023 7:55 PM
47	You offer a weak selection of children's programming compared to other libraries in the area. Staff also used to be incredibly unfriendly. I've heard it's gotten better, but now I'm in the habit of going to other libraries so I haven't bothered giving AML another try.	12/20/2023 12:54 PM
48	The library's website answers a lot of the questions I have and I don't have to visit.	12/19/2023 5:54 PM
49	I love the main library branch in Acton and use it when I need it, but it's just not that often I need it.	12/18/2023 1:04 PM
50	I go to your booksales	12/16/2023 4:31 PM
51	Like to take my time reading, don't like the 2 week deadline to return books	12/16/2023 10:07 AM
52	I only visit to return or pick up items I put a hold on, which I don't do on any schedule.	12/16/2023 9:07 AM
53	I read via Libby Kindle books	12/16/2023 7:27 AM
54	Time constraints	12/15/2023 3:23 PM
55	I read books on my Kindle through Libby	12/15/2023 1:53 PM
56	I visit infrequently	12/15/2023 1:37 PM
57	Covid	12/15/2023 1:18 PM
58	Movies are very old. Kids activities are outdated! The price for the overdue items is extremely high. After paying some ridiculous prices for the overdue items, I switched to the Boxborough library!insetad to The Boxborough Library	12/15/2023 1:10 PM
59	Mainly borrow books electronically for my kindle	12/15/2023 1:05 PM
60	A lot of my use is web based.	12/15/2023 11:49 AM
61	I take out books on Libby now	12/15/2023 10:01 AM
62	I'm a Boxborough resident, but I also have an Acton library card.	12/15/2023 8:39 AM
63	Too many other hobbies and stuff at home. I do often use other town libraries to do remote work when I'm camping in NH and western MA during the fall/summer	12/15/2023 3:53 AM
64	Have not been reading as much	12/15/2023 12:25 AM
65	Busy	12/14/2023 8:58 PM
66	Just busy!	12/14/2023 8:45 PM
67	I'm not aware of what the library offers (aside from books :)	12/14/2023 8:31 PM
68	Only that I don't make the time to come!!	12/14/2023 6:51 PM
69	I just forget to go there!	12/14/2023 4:47 PM
70	I forget it's there. We have a general lack of third spaces in Town, so I forget we do have at least one. Also, would come to work but would need more easily accessible and reliable placas to take a Zoom meeting for one person (don't need a large meeting room).	12/14/2023 3:43 PM
71	Use online resources	12/14/2023 3:36 PM

72 Political craziness 12/14/2023 2:09 PM

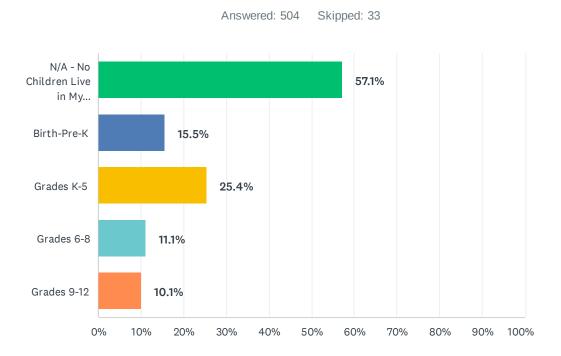
Q6 Please select up to three (3) of the following library facility features that are most important to you and your family.





ANSWER CHOICES	RESPONSES	
Parking	57.2%	290
Acoustics/Noise Level	34.7%	176
Ease of Navigation/Usefulness of Signs	34.7%	176
Accessibility (aisle width, space layout)	22.5%	114
Additional Seating	20.1%	102
Program/Meeting Room Availability	17.9%	91
Building Temperature	15.2%	77
N/A – Not Interested in the Library Features Listed	13.4%	68
Landscaping/Grounds Appearance	11.2%	57
Total Respondents: 507		

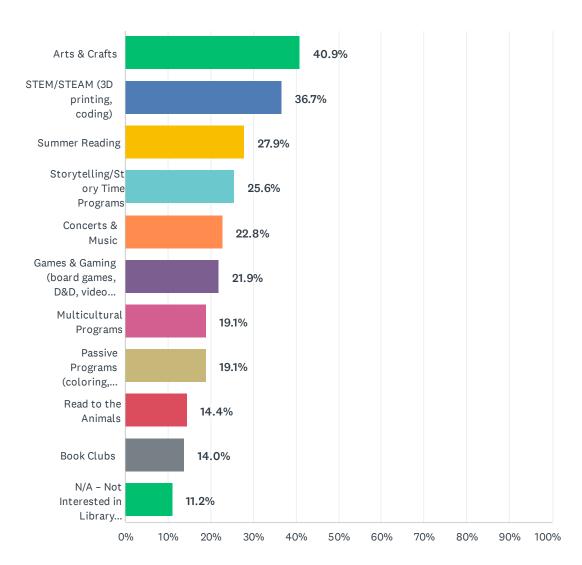
Q7 Please indicate if children currently live in your household OR if you bring children to visit the library (e.g., grandchildren). Please check all ages that apply.



ANSWER CHOICES	RESPONSES	
N/A - No Children Live in My Household/I Don't Bring Children to the Library	57.1%	288
Birth-Pre-K	15.5%	78
Grades K-5	25.4%	128
Grades 6-8	11.1%	56
Grades 9-12	10.1%	51
Total Respondents: 504		

Q8 Please select up to three (3) of the following children's programs that are most interesting or important to you and your family.

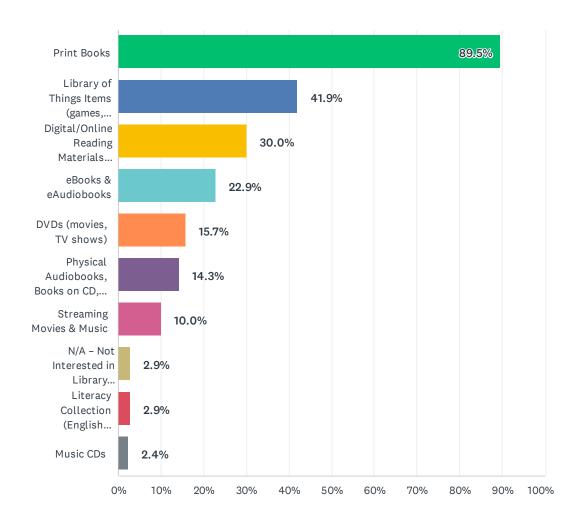




ANSWER CHOICES	RESPONSES	
Arts & Crafts	40.9%	88
STEM/STEAM (3D printing, coding)	36.7%	79
Summer Reading	27.9%	60
Storytelling/Story Time Programs	25.6%	55
Concerts & Music	22.8%	49
Games & Gaming (board games, D&D, video games)	21.9%	47
Multicultural Programs	19.1%	41
Passive Programs (coloring, activity sheets)	19.1%	41
Read to the Animals	14.4%	31
Book Clubs	14.0%	30
N/A – Not Interested in Library Programs for Children	11.2%	24
Total Respondents: 215		

Q9 Please select up to three (3) of the following children's materials that are most interesting or important to you and your family.

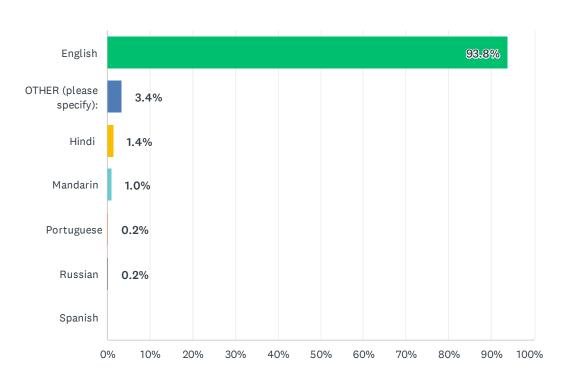




ANSWER CHOICES	RESPONSES	
Print Books	89.5%	188
Library of Things Items (games, hotspots, telescopes)	41.9%	88
Digital/Online Reading Materials (eBooks, audiobooks)	30.0%	63
eBooks & eAudiobooks	22.9%	48
DVDs (movies, TV shows)	15.7%	33
Physical Audiobooks, Books on CD, Playaways	14.3%	30
Streaming Movies & Music	10.0%	21
N/A – Not Interested in Library Materials for Children	2.9%	6
Literacy Collection (English Language Learners collection)	2.9%	6
Music CDs	2.4%	5
Total Respondents: 210		

Q10 What is the primary language you and your family speak at home?



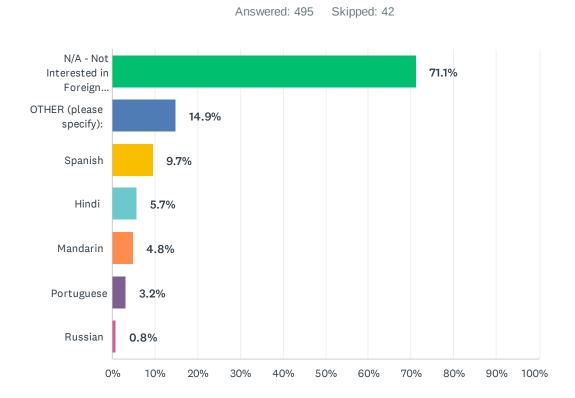


ANSWER CHOICES	RESPONSES
English	93.8% 466
OTHER (please specify):	3.4% 17
Hindi	1.4% 7
Mandarin	1.0% 5
Portuguese	0.2%
Russian	0.2% 1
Spanish	0.0%
TOTAL	497

#	OTHER (PLEASE SPECIFY):	DATE
1	Aribic	1/14/2024 8:56 PM
2	Ukrainian	1/10/2024 2:08 PM
3	Polish, Hungarian	1/10/2024 1:17 PM
4	both English and French	1/10/2024 11:18 AM
5	Tamil	1/4/2024 5:41 PM
6	Hindi	12/31/2023 6:00 AM
7	Marathi	12/25/2023 10:08 AM

8	Marathi	12/17/2023 6:35 AM
9	Indonesian	12/16/2023 6:54 PM
10	Turkish	12/15/2023 9:04 PM
11	Malayalam	12/15/2023 3:02 PM
12	Malayalam, tamil	12/15/2023 2:56 PM
13	Greek	12/15/2023 2:54 PM
14	Kannada	12/15/2023 1:15 PM
15	Gujarati	12/15/2023 8:29 AM
16	Cantonese	12/15/2023 12:15 AM
17	French	12/14/2023 7:53 PM

Q11 If you're interested in non-English language materials or attending non-English language programs, which of the following languages interest you and your family the most? Please select up to three (3).



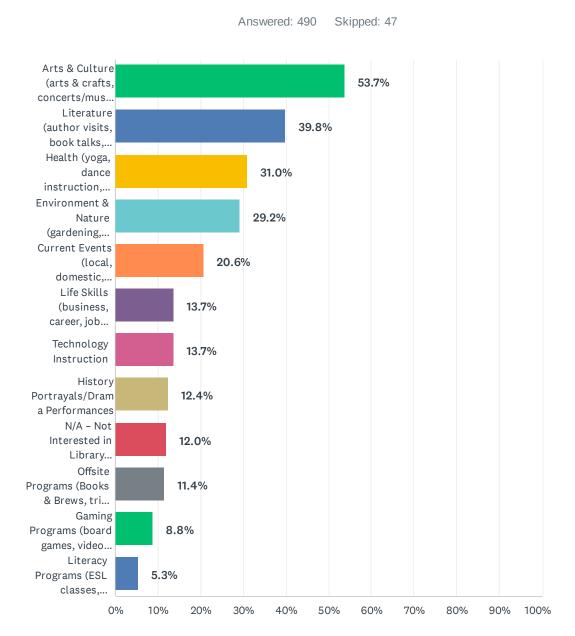
ANSWER CHOICES	RESPONSES	
N/A - Not Interested in Foreign Language Materials/Programs	71.1%	352
OTHER (please specify):	14.9%	74
Spanish	9.7%	48
Hindi	5.7%	28
Mandarin	4.8%	24
Portuguese	3.2%	16
Russian	0.8%	4
Total Respondents: 495		

#	OTHER (PLEASE SPECIFY):	DATE
1	Thai, French	1/15/2024 7:25 PM
2	Arabic	1/14/2024 8:56 PM
3	We didn't currently speak these languages but would be interested in learning.	1/14/2024 1:45 PM
4	French, Greek	1/13/2024 7:09 PM
5	German	1/13/2024 5:13 PM

6	Greek	1/13/2024 4:40 AM
7	French	1/12/2024 7:39 AM
8	French	1/11/2024 11:34 PM
9	Korean	1/11/2024 5:44 PM
10	Greek	1/11/2024 8:47 AM
11	Korean	1/11/2024 7:56 AM
12	German	1/11/2024 6:37 AM
13	Gujarati	1/10/2024 10:56 PM
14	Italian	1/10/2024 8:27 PM
15	French, Italian	1/10/2024 5:36 PM
16	Arabic	1/10/2024 3:37 PM
17	German	1/10/2024 3:14 PM
18	French	1/10/2024 2:49 PM
19	Japanese	1/10/2024 2:26 PM
20	Hungarian	1/10/2024 1:18 PM
21	French	1/10/2024 11:13 AM
22	Italian	1/10/2024 11:04 AM
23	Gujarati	1/10/2024 10:31 AM
24	french	1/10/2024 10:22 AM
25	French	1/10/2024 10:12 AM
26	Kannada, sanskrit	1/10/2024 10:09 AM
27	All languages	1/10/2024 10:06 AM
28	Arabic	1/10/2024 8:43 AM
29	Ukrainian	1/8/2024 10:52 AM
30	French	1/7/2024 1:52 PM
31	French and German	1/3/2024 9:35 AM
32	Korean	1/2/2024 8:21 AM
33	American Sign Language	1/2/2024 8:10 AM
34	French	1/1/2024 9:31 PM
35	Hebrew	1/1/2024 5:58 AM
36	Italian	12/28/2023 10:41 PM
37	Korean/ Japanese	12/26/2023 11:41 AM
38	American Sign Language	12/23/2023 11:53 AM
39	German	12/21/2023 7:18 AM
40	Haitian Creole	12/20/2023 10:35 PM
41	American Sign Language	12/20/2023 12:56 PM
42	French	12/18/2023 6:32 PM
43	Cantonese, German	12/18/2023 12:32 PM

44	Taiwanese	12/18/2023 10:33 AM
45	Tamil	12/18/2023 10:24 AM
46	French, German	12/17/2023 10:59 PM
47	German	12/17/2023 9:09 PM
48	french	12/17/2023 4:58 PM
49	Marathi	12/17/2023 6:36 AM
50	Indonesian	12/16/2023 6:54 PM
51	French	12/16/2023 6:31 PM
52	italian	12/16/2023 4:11 PM
53	French	12/16/2023 1:23 PM
54	Japanese	12/16/2023 10:40 AM
55	Arabic	12/15/2023 9:37 PM
56	German and Cantonese	12/15/2023 7:03 PM
57	ASL	12/15/2023 5:27 PM
58	French	12/15/2023 5:09 PM
59	Malayalam	12/15/2023 2:56 PM
60	French and German	12/15/2023 1:36 PM
61	French	12/15/2023 1:35 PM
62	Korean	12/15/2023 1:25 PM
63	French	12/15/2023 1:22 PM
64	Kannada	12/15/2023 1:15 PM
65	Korean	12/15/2023 1:15 PM
66	French	12/15/2023 1:12 PM
67	This is America- all programs should be in English.	12/15/2023 1:09 PM
68	Turkish	12/15/2023 10:03 AM
69	french	12/15/2023 8:54 AM
70	Gujarati	12/15/2023 8:30 AM
71	Cantonese	12/15/2023 12:15 AM
72	German	12/14/2023 8:19 PM
73	French	12/14/2023 7:08 PM
74	Urdu	12/14/2023 3:29 PM

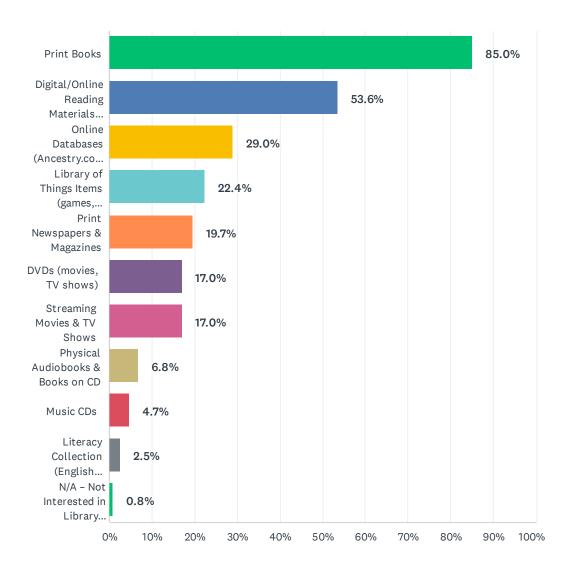
Q12 Please select up to three (3) of the following current and potential new adult programs that are most interesting or important to you and your family.



ANSWER CHOICES	RESPONSES	
Arts & Culture (arts & crafts, concerts/music, Pine Hawk)	53.7%	263
Literature (author visits, book talks, book clubs)	39.8%	195
Health (yoga, dance instruction, meditation, cooking demo)	31.0%	152
Environment & Nature (gardening, sustainability)	29.2%	143
Current Events (local, domestic, foreign, social issues)	20.6%	101
Life Skills (business, career, job search, home buying & finance)	13.7%	67
Technology Instruction	13.7%	67
History Portrayals/Drama Performances	12.4%	61
N/A – Not Interested in Library Programs for Adults	12.0%	59
Offsite Programs (Books & Brews, trivia night)	11.4%	56
Gaming Programs (board games, video game tournaments)	8.8%	43
Literacy Programs (ESL classes, English conversation classes, citizenship classes)	5.3%	26
Total Respondents: 490		

Q13 Please select up to three (3) of the following materials for adults that are most interesting or important to you and your family.

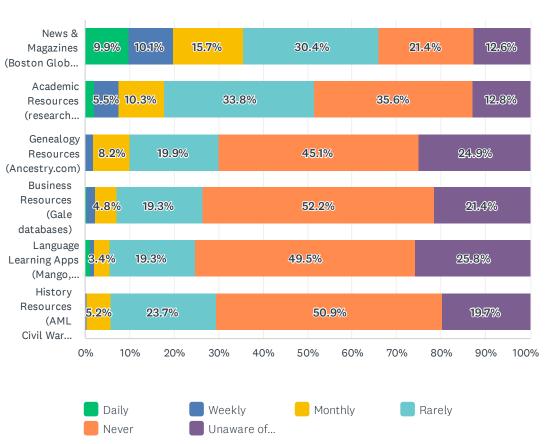




ANSWER CHOICES	RESPONSES	
Print Books	85.0%	414
Digital/Online Reading Materials (eBooks, audiobooks, magazines)	53.6%	261
Online Databases (Ancestry.com, Valueline.com, Consumer Reports)	29.0%	141
Library of Things Items (games, hotspots, telescopes, induction burner)	22.4%	109
Print Newspapers & Magazines	19.7%	96
DVDs (movies, TV shows)	17.0%	83
Streaming Movies & TV Shows	17.0%	83
Physical Audiobooks & Books on CD	6.8%	33
Music CDs	4.7%	23
Literacy Collection (English Language Learners' collection)	2.5%	12
N/A – Not Interested in Library Materials	0.8%	4
Total Respondents: 487		

Q14 How frequently do you use the following online resources? Please select a choice for each row.

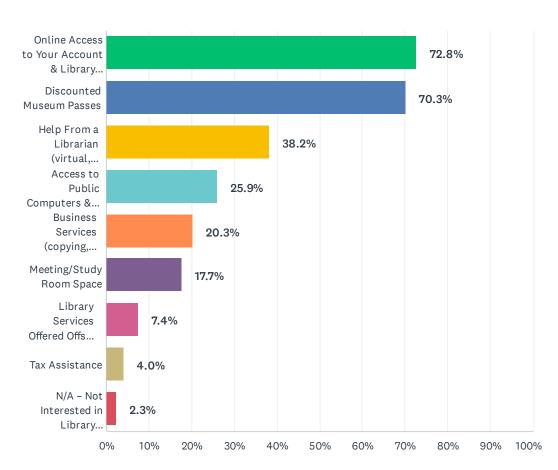




	DAILY	WEEKLY	MONTHLY	RARELY	NEVER	UNAWARE OF SERVICE	TOTAL	WEIGHTED AVERAGE
News & Magazines (Boston Globe, NYT, Consumer Reports)	9.9% 47	10.1% 48	15.7% 75	30.4% 145	21.4% 102	12.6% 60	477	2.50
Academic Resources (research databases, academic journals)	2.1%	5.5% 26	10.3% 49	33.8% 161	35.6% 170	12.8% 61	477	1.91
Genealogy Resources (Ancestry.com)	0.2%	1.7%	8.2% 39	19.9% 95	45.1% 215	24.9% 119	477	1.56
Business Resources (Gale databases)	0.4%	1.9%	4.8% 23	19.3% 92	52.2% 249	21.4% 102	477	1.46
Language Learning Apps (Mango, Transparent Language)	1.3%	0.8%	3.4% 16	19.3% 92	49.5% 236	25.8% 123	477	1.45
History Resources (AML Civil War archives)	0.0%	0.4%	5.2% 25	23.7% 113	50.9% 243	19.7% 94	477	1.44

Q15 Please select up to three (3) of the following current and potential new services that are most interesting or important to you and your family.

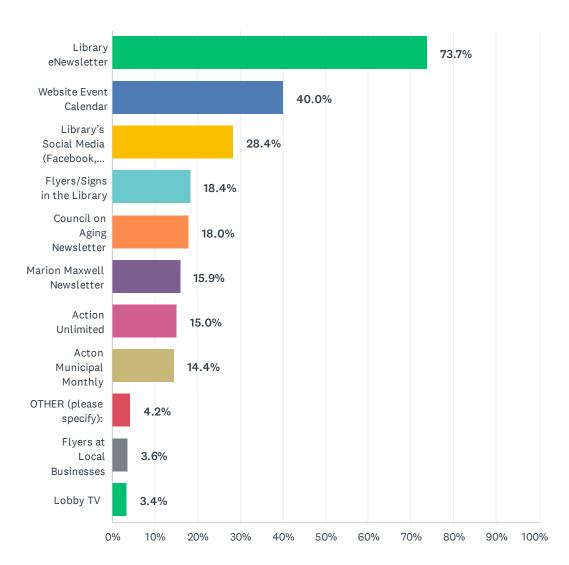




ANSWER CHOICES	RESPONSES	
Online Access to Your Account & Library Catalog	72.8%	345
Discounted Museum Passes	70.3%	333
Help From a Librarian (virtual, in-person, telephone)	38.2%	181
Access to Public Computers & Wi-Fi	25.9%	123
Business Services (copying, printing, scanning, faxing)	20.3%	96
Meeting/Study Room Space	17.7%	84
Library Services Offered Offsite (in community)	7.4%	35
Tax Assistance	4.0%	19
N/A – Not Interested in Library Services	2.3%	11
Total Respondents: 474		

Q16 How do you prefer to hear about what's happening at the library? Please select up to three (3).





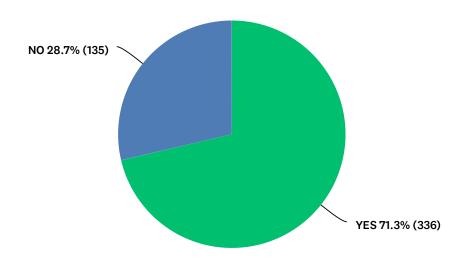
ANSWER CHOICES	RESPONSES	
Library eNewsletter	73.7%	348
Website Event Calendar	40.0%	189
Library's Social Media (Facebook, Instagram, X/Twitter)	28.4%	134
Flyers/Signs in the Library	18.4%	87
Council on Aging Newsletter	18.0%	85
Marion Maxwell Newsletter	15.9%	75
Action Unlimited	15.0%	71
Acton Municipal Monthly	14.4%	68
OTHER (please specify):	4.2%	20
Flyers at Local Businesses	3.6%	17
Lobby TV	3.4%	16
Total Respondents: 472		

#	OTHER (PLEASE SPECIFY):	DATE
1	General emails about local events	1/11/2024 3:07 PM
2	I'm not really aware of what's going on. Generally not interested in attending events at the library. Except when Citizens Library was going to have a book club on "Dark Tide"/the Great Molasses Flood in Boston. But it was scheduled for early 2020 and got cancelled due to the pandemic.	1/11/2024 12:26 PM
3	Email events	1/11/2024 8:59 AM
4	Good question & probably why I don't know whats going on, but library website would be my go to	1/10/2024 10:24 PM
5	I don't	1/10/2024 3:07 PM
6	Town of Acton eNewsletter	1/10/2024 11:18 AM
7	email	1/10/2024 10:40 AM
8	need a local newspaper or local non-government news and information web site. Library site is too constrained.	1/9/2024 11:45 AM
9	email	1/7/2024 10:58 AM
10	Acton Exchange	1/2/2024 9:39 PM
11	Acton Exchange	1/1/2024 9:41 PM
12	email and library website	12/17/2023 3:51 PM
13	Without the Beacon it is very difficult to know what is going on in Acton. would love a really good current and easily accessible source of Acton news.	12/16/2023 1:37 PM
14	Word of mouth	12/15/2023 4:58 PM
15	Email	12/15/2023 3:51 PM
16	Fb	12/15/2023 2:55 PM
17	Email	12/15/2023 1:41 PM
18	stop by to get or return a book	12/15/2023 10:56 AM

19	Instagram	12/14/2023 9:02 PM
20	Social media	12/14/2023 6:05 PM

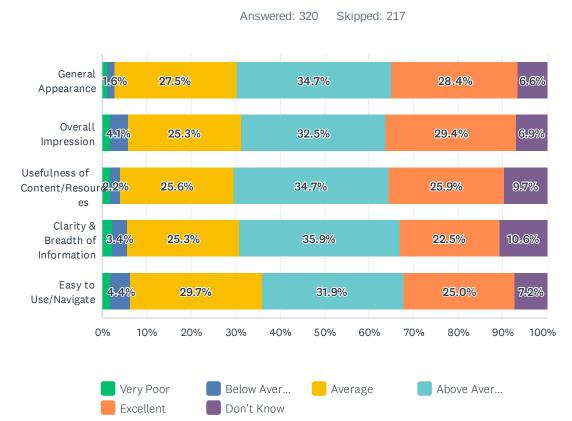
Q17 Have you used the new Acton Memorial Library website?

Answered: 471 Skipped: 66



ANSWER CHOICES	RESPONSES	
YES	71.3%	336
NO	28.7%	135
TOTAL		471

Q18 Please rate the Acton Memorial Library's new website on the following characteristics. Please select a choice for each row.



	VERY POOR	BELOW AVERAGE	AVERAGE	ABOVE AVERAGE	EXCELLENT	DON'T KNOW	TOTAL	WEIGHTED AVERAGE
General Appearance	1.3% 4	1.6% 5	27.5% 88	34.7% 111	28.4% 91	6.6% 21	320	3.94
Overall Impression	1.9% 6	4.1% 13	25.3% 81	32.5% 104	29.4% 94	6.9% 22	320	3.90
Usefulness of Content/Resources	1.9% 6	2.2%	25.6% 82	34.7% 111	25.9% 83	9.7% 31	320	3.89
Clarity & Breadth of Information	2.2%	3.4%	25.3% 81	35.9% 115	22.5% 72	10.6% 34	320	3.82
Easy to Use/Navigate	1.9% 6	4.4% 14	29.7% 95	31.9% 102	25.0% 80	7.2% 23	320	3.79

Q19 Please rate the library staff at your preferred location on the following qualities:



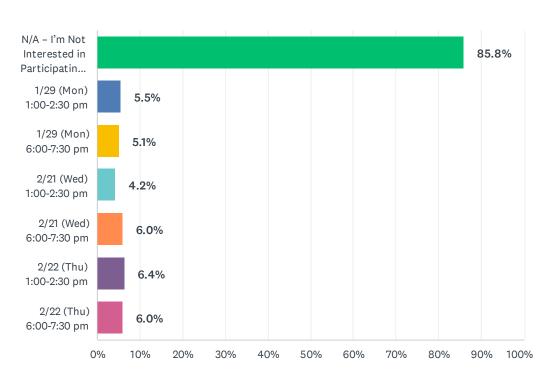


Very Poor	Below Aver	Average	Above Aver
Excellent	Don't Know		

	VERY POOR	BELOW AVERAGE	AVERAGE	ABOVE AVERAGE	EXCELLENT	DON'T KNOW	TOTAL	WEIGHTED AVERAGE
Helpfulness	0.2%	1.1% 5	8.6% 39	22.1% 100	62.2% 281	5.8% 26	452	4.54
Knowledge	0.0%	0.2%	10.0% 45	22.6% 102	53.5% 242	13.7% 62	452	4.50
Friendliness	0.4%	0.9%	11.7% 53	21.5% 97	60.6% 274	4.9% 22	452	4.48
Child- Friendliness	0.7%	0.9%	6.4% 29	11.9% 54	36.1% 163	44.0% 199	452	4.46
Availability	0.2%	2.2% 10	13.3% 60	25.0% 113	51.8% 234	7.5% 34	452	4.36

Q20 If you're interested in participating in a virtual library Focus Group, please indicate all the dates you are available. If you're not interested, please select N/A.

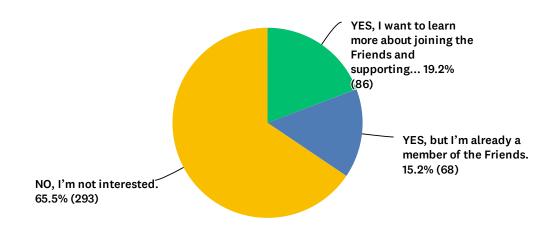




ANSWER CHOICES	RESPONSES	
N/A – I'm Not Interested in Participating in a Focus Group	85.8%	388
1/29 (Mon) 1:00-2:30 pm	5.5%	25
1/29 (Mon) 6:00-7:30 pm	5.1%	23
2/21 (Wed) 1:00-2:30 pm	4.2%	19
2/21 (Wed) 6:00-7:30 pm	6.0%	27
2/22 (Thu) 1:00-2:30 pm	6.4%	29
2/22 (Thu) 6:00-7:30 pm	6.0%	27
Total Respondents: 452		

Q23 The Friends of the Acton Libraries is working to expand its membership base. Are you interested in learning more about the Friends or becoming a member?

Answered: 447 Skipped: 90



ANSWER CHOICES	RESPONSES	
YES, I want to learn more about joining the Friends and supporting their activities.	19.2%	86
YES, but I'm already a member of the Friends.	15.2%	68
NO, I'm not interested.	65.5%	293
TOTAL		447