

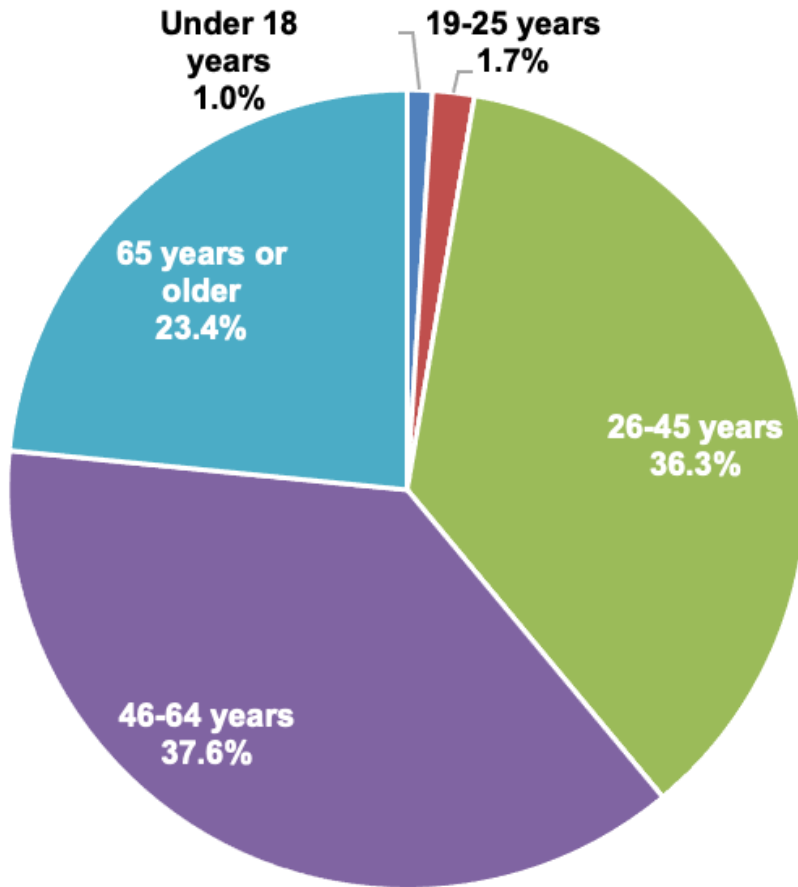


**MANSFIELD PUBLIC LIBRARY**  
**COMMUNITY SURVEY 2022 - RESULTS REPORT**  
**Conducted 12/1/22 – 12/20/22**

## COMMUNITY SURVEY 2022 - PERFORMANCE OVERVIEW

- **Response Goal: 365 || # Responses Received: 593**
  - **+/- Goal: +228 (+63%) || % Population: 2.5%** (23,823 in 2020, includes residents < 18 years old)
  - **Stretch Goal: 500 || +/- Stretch Goal: +93 (+19%)**
- **Web-Based Responses: 577 (97%) || Hardcopy Responses: 16 (3%)**
- **Estimated Completion Rate: 71% || Actual Completion Rate: 88%**
  - **+/- Completion Rate: +17%**
- **Estimated Time to Complete: 6 mins || Average Time to Complete: 6 mins 23 secs**
  - **+/- Estimated Time to Complete: +23 secs**

## Q1: What is your age? (R593)

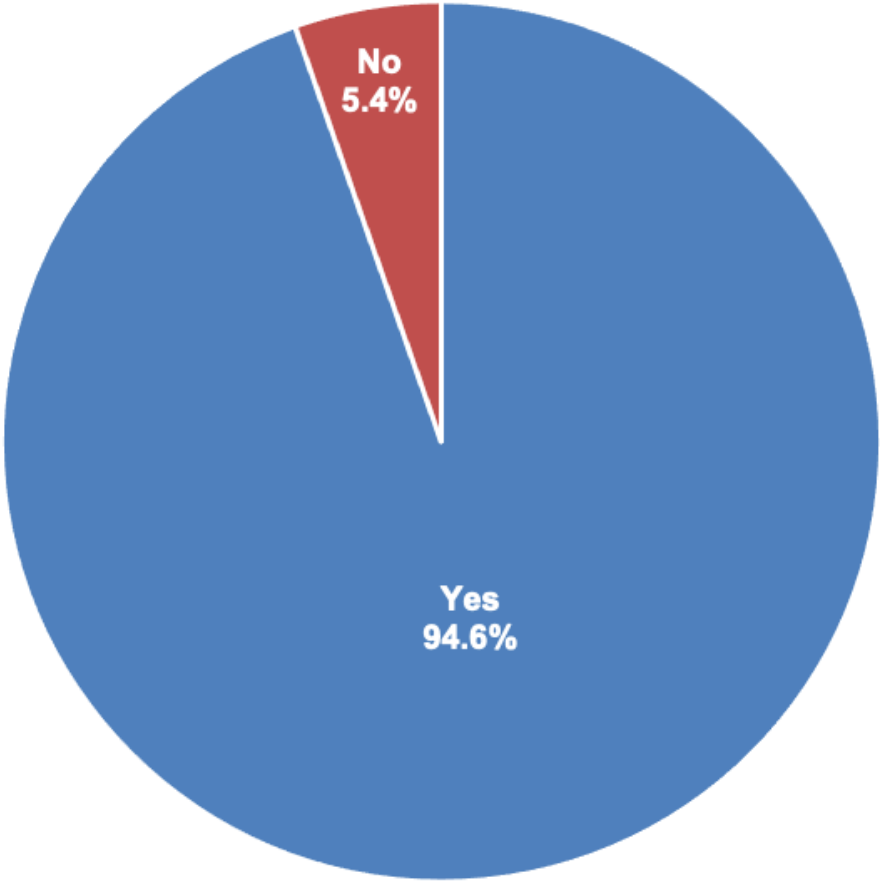


CHOICES	%	#
Under 18 years	1.0%	6
19-25 years	1.7%	10
26-45 years	36.3%	215
46-64 years	37.6%	223
65 years or older	23.4%	139

### OBSERVATIONS

- **38%** are **46-64 years** old, the largest single age group in the years covered and # of respondents. (R223)
- A significant majority (**74%**) of respondents were **26-64 years** old.
- **26%** are **25 years or younger** \*OR\* **65+ years** old.

Q2: Are you a Mansfield resident? (R593)



CHOICES	%	#
Yes	94.6%	561
No	5.4%	32

OBSERVATION

A significant majority (95%) are Mansfield residents.

### Q3: Do you have a library card? (R593)

CHOICES	%	#
<b>YES.</b> I have a library card from Mansfield Public Library.	89.4%	530
<b>YES.</b> My library card is from (please specify library):	6.6%	39
<b>NO.</b> I don't have a library card.	4.0%	24

#### NOTES & OBSERVATIONS

- **12** Respondents selected **YES. My library card is from...**, but input Mansfield as the “other” library. The table was adjusted to incorporate these additional Mansfield Public Library cardholders. The statistics were updated accordingly.
- **96%** have a library card.
- Of the **95%** who are residents, **90%** have a library card from Mansfield Public Library.

#### CARDS FROM 15 OTHER LIBRARIES

1. **Ames Free Library** - Easton (9)
2. **Boyden Library** - Foxborough (9)
3. **Attleboro Public Library** (4)
4. **Boston Public Library** (4)
5. **SAILS Library Network** (Ames Free, Boyden) (3)
6. **Norton Public Library** (2)

#### 1 Respondent Each for the Following Libraries

Canton Public Library  
East Bridgewater Public Library  
Franklin Public Library  
McArthur Public Library - Biddeford, ME  
Millicent Library - Fairhaven  
Newton Free Library  
Thomas Crane Public Library - Quincy  
Walpole Public Library  
Westwood Public Library

#### Q4: How often do you visit the Mansfield Public Library? (R585)

CHOICES	%	#
Daily	1.0%	6
Weekly	21.7%	127
Monthly	41.5%	243
Rarely	32.5%	190
Never	3.3%	19

64%

#### OBSERVATIONS

- **23%** visit MPL at least WEEKLY. (R133)
- **64%** visit MPL at least MONTHLY. (R376)
- **36%** visit MPL RARELY or NEVER visit. (R209)

## Q5: Why don't you visit the Library? Please select all the reasons why. (R17)

	CHOICES	%	#
1	<b>Don't Need It – I Buy My Books, Movies, and Music</b>	35.3%	6
2	<b>OTHER</b> (please be specific):	29.4%	5
3	<b>Programs/Services Don't Interest Me</b>	17.7%	3
4	<b>Inconvenient Hours</b>	11.8%	2
5	<b>Inadequate Collections</b> (can't find books/materials that interest me).	5.9%	1
6	<b>Library is Too Far from My Home</b>	5.9%	1
7	<b>Not Comfortable at the Library</b>	5.9%	1
8	<b>COVID Concerns</b>	0.0%	0
9	<b>I Have Mobility Challenges</b> (difficulty walking/driving, vision problems).	0.0%	0

### OTHER REASONS

- *"Haven't had the chance"*
- *"I need to get a library card, which I plan to do soon."*
- *"Just moved to the area, and I actually have no clue where it is."*
- *"Just never been there."*
- *"Not modern, not a lot of nice space"*

### OBSERVATION

**35%** selected **Don't Need It** as the reason they don't visit the Library, which is **2x** the second most popular response. However, no choice was selected by a majority of respondents. (R5)

**NOTE:** This question was presented to Q4 respondents who said they **NEVER** visit the Library.

**Q6: Please indicate if children currently reside in your household OR if you bring children to visit the Library (e.g., grandchildren).** Please check all ages that apply. (R574)

CHOICES	%	#
<b>N/A - I Don't Bring Children to the Library.</b>	<b>51.4%</b>	<b>295</b>
<b>0-5 years</b>	<b>22.5%</b>	<b>129</b>
<b>6-11 years</b>	<b>24.2%</b>	<b>139</b>
<b>12-14 years</b>	<b>13.2%</b>	<b>76</b>
<b>15-18 years</b>	<b>11.0%</b>	<b>63</b>

#### OBSERVATIONS

- A majority (**51%**) don't bring children to the library. (R295)
- **49%** have at least 1 child either residing in their household or who they bring to visit the Library. (R279)
- **24%** of children are **6-11 years old**—the largest children's age group. (R139)
- **24%** of children being brought to MPL are **12-18 years old** (Tweens/Teens). (R139)

**Q7: Please select up to three (3) of the following current and potential new Library CHILDREN'S PROGRAMS that are most interesting and/or important to you and your family.** (R275)

	CHOICES	%	#	
1	<b>STEAM Programs</b> (Science, Technology, Engineering, Art, & Math)	55.6%	153	→ Tier 1
2	<b>Arts &amp; Crafts</b>	55.3%	152	
3	<b>Family-Friendly Performances</b>	33.8%	93	
4	<b>Storytimes &amp; Kindergarten Readiness</b>	29.1%	80	→ Tier 2
5	<b>Book Clubs</b>	20.0%	55	
6	<b>Creative Writing/Drama</b>	14.6%	40	
7	<b>N/A</b> – Not Interested in Library Programs for Children	13.1%	36	→ Tier 3
8	<b>Sensory Storytime</b>	12.7%	35	
9	<b>Fitness</b> (Health and Wellness)	10.6%	29	
10	<b>Parenting Classes</b>	5.5%	15	→ Tier 4
11	<b>Homeschool Programs</b>	4.7%	13	

### 3 MOST POPULAR CHOICES

1. STEAM Programs **56%**
2. Arts & Crafts **55%**
3. Family-Friendly Performances **34%**

### 3 LEAST POPULAR CHOICES

1. Homeschool Programs **5%**
2. Parenting Classes **6%**
3. Fitness **11%**

**NOTE:** This question was only presented to Q6 respondents who indicated they have a child in their household, or they bring a child to visit the Library.

**Q8: Please select up to three (3) of the following current and potential new Library ADULT PROGRAMS that are most interesting and important to you and your family. (R563)**

	CHOICES	%	#	
1	<b>Lectures/Classes</b>	44.1%	248	→ Tier 1
2	<b>Body &amp; Mind</b> (yoga/movement, wellness)	43.0%	242	
3	<b>Cooking/Food Programs</b>	38.9%	219	→ Tier 2
4	<b>Craft Classes</b>	34.5%	194	
5	<b>Book Clubs</b>	32.0%	180	
6	<b>Historical/Genealogy Programs</b>	22.7%	128	→ Tier 3
7	<b>Multicultural/Intercultural Events</b>	19.2%	108	
8	<b>Intergenerational/Multigenerational Programs</b>	9.4%	53	→ Tier 4
9	<b>N/A – Not Interested in Library Programs for Adults</b>	8.2%	46	

### 3 MOST POPULAR CHOICES

1. Lectures/Classes **44%**
2. Body & Mind **43%**
3. Cooking/Food Programs **39%**

### 3 LEAST POPULAR CHOICES

1. Intergenerational/Multigenerational Programs **9%**
2. Multicultural/Intercultural Events **19%**
3. Historical/Genealogy Programs **23%**

## Q9: When do you and your family prefer to attend programs for the following age groups?

(R554)

AGE GROUPS	Weekday Mornings		Weekday Afternoons		Weekday Evenings		Saturday		N/A - Don't Attend These Programs	
	%	#	%	#	%	#	%	#	%	#
<b>Children's (0-5 years) Programs</b>	10.7%	58	4.4%	24	3.9%	21	9.6%	52	71.4%	387
<b>Children's (6-11 years) Programs</b>	0.9%	5	6.6%	36	9.2%	50	10.3%	56	72.9%	395
<b>Tween and Teen (12-18 years) Programs</b>	0.2%	1	4.2%	23	9.9%	54	6.4%	35	79.2%	431
<b>Adult (18+ years) Programs</b>	8.5%	47	8.0%	44	44.4%	245	16.5%	91	22.6%	125

### OBSERVATIONS

- **71-79%** indicated **N/A** – They Don't Attend **Children's Programs**.
- **77%** indicated a preferred time for **Adult Programs**.

AGE GROUPS	Weekday Mornings		Weekday Afternoons		Weekday Evenings		Saturday	
	%	#	%	#	%	#	%	#
<b>Children's (0-5 years) Programs</b>	37.4%	58	15.5%	24	13.5%	21	33.5%	52
<b>Children's (6-11 years) Programs</b>	3.4%	5	24.5%	36	34.0%	50	38.1%	56
<b>Tween and Teen (12-18 years) Programs</b>	0.9%	1	20.4%	23	47.8%	54	31.0%	35
<b>Adult (18+ years) Programs</b>	11.0%	47	10.3%	44	57.4%	245	21.3%	91

### OBSERVATIONS:

(Excluding N/A responses)

- **Weekday Mornings** are the most popular time for **young children aged 0-5**.
- **Saturday** is the most popular day for programs for **6-11-year-old children**.
- **Weekday Evenings** are the most popular time for **Tween, Teen, and Adult Programs**.

## Q10: How do you and your family prefer to participate in Library programs for the following age groups? (R551)

AGE GROUPS	In-Person		Virtual		Hybrid (in-person & virtual)		Self-Directed at Home (e.g., Take & Make Kits)		N/A - Don't Attend This Type of Program	
	%	#	%	#	%	#	%	#	%	#
<b>Children's (0-5 years) Programs</b>	23.5%	126	0.2%	1	3.2%	17	1.5%	8	71.7%	385
<b>Children's (6-11 years) Programs</b>	20.7%	111	0.2%	1	4.8%	26	2.8%	15	71.5%	384
<b>Tween and Teen (12-18 years) Programs</b>	13.9%	75	0.6%	3	4.6%	25	1.9%	10	79.0%	426
<b>Adult (18+ years) Programs</b>	45.6%	251	3.6%	20	25.8%	142	5.8%	32	19.1%	105

### OBSERVATION

71-79% indicated N/A – They Don't Attend Children's Programs.

AGE GROUPS	In-Person		Virtual		Hybrid (in-person & virtual)		Self-Directed at Home (e.g., Take & Make Kits)	
	%	#	%	#	%	#	%	#
<b>Children's (0-5 years) Programs</b>	82.9%	126	0.7%	1	11.2%	17	5.3%	8
<b>Children's (6-11 years) Programs</b>	72.5%	111	0.7%	1	17.0%	26	9.8%	15
<b>Tween and Teen (12-18 years) Programs</b>	66.4%	75	2.7%	3	22.1%	25	8.8%	10
<b>Adult (18+ years) Programs</b>	56.4%	251	4.5%	20	31.9%	142	7.2%	32

### OBSERVATIONS:

(Excluding N/A responses)

- 56-83% prefer **In-Person** programs for all ages.
- The younger the age group, the higher the preference for **In-Person** programs.
- The second most popular program format is **Hybrid** for all ages.

**Q11: Please select up to three (3) of the following Library SERVICES that interest you and your family the most.** (R549)

	CHOICES	%	#	
1	<b>Discounted Museum Passes</b>	79.4%	436	
2	<b>Help From a Librarian</b> (email, in-person, telephone)	57.7%	317	→ Tier 1
3	<b>Notary Services</b>	35.0%	192	
4	<b>Business Services</b> (printer, scanner, photocopier)	22.2%	122	→ Tier 2
5	<b>Access to Public Wi-Fi</b>	18.2%	100	
6	<b>Public Computers</b>	9.5%	52	
7	<b>Homebound Delivery</b>	6.9%	38	→ Tier 3
8	<b>N/A</b> – Not Interested in Library Services	4.7%	26	

### 3 MOST POPULAR CHOICES

1. Discounted Museum Passes **79%**
2. Help From a Librarian **58%**
3. Notary Services **35%**

### 3 LEAST POPULAR CHOICES

1. Homebound Delivery **7%**
2. Public Computers **10%**
3. Access to Public Wi-Fi **18%**

**Q12: How do you prefer to hear about Library collections, programs, and services?** Please select up to three (3). (R547)

	CHOICES	%	#	
1	Library eNewsletter	65.3%	357	
2	Library Website	64.2%	351	
3	Library Social Media (e.g., Facebook, Instagram)	58.1%	318	→ Tier 1
4	Printed Calendar of Events	20.1%	110	
5	Flyers in the Library	15.7%	86	→ Tier 2
6	Digital Sign Board	7.0%	38	
7	Local Newspapers	7.0%	38	
8	OTHER (please be specific):	3.5%	19	→ Tier 3
9	Local Cable TV	2.4%	13	

### OTHER PREFERRED NEWS SOURCES

- 1.Email (12)
- 2.Word-of-Mouth/Librarians (2)

#### 1 Respondent Each for the Following

School flyers for children's programs  
Text message  
Town Facebook groups

### OBSERVATION

A majority (**58-65%**) selected Library **digital** communication platforms (e-newsletter, social media, website) as their top choices. Plus, **Email** was listed as the most popular **Other News Source** by **12** respondents.

### Q13: Please rate the Library staff on the following qualities: (R546)

QUALITIES	Very Poor		Below Average		Average		Above Average		Excellent		Don't Know		Weighted Average
	%	#	%	#	%	#	%	#	%	#	%	#	
Helpfulness	0.4%	2	0.2%	1	5.0%	27	13.7%	75	72.2%	394	8.6%	47	4.72
Friendliness	0.2%	1	0.6%	3	5.3%	29	13.7%	75	72.5%	396	7.7%	42	4.71
Knowledge	0.0%	0	0.0%	0	5.1%	28	14.1%	77	65.8%	359	15.0%	82	4.71
Availability	0.2%	1	0.4%	2	7.9%	43	14.3%	78	67.8%	370	9.5%	52	4.65
Child-Friendliness	0.6%	3	0.4%	2	5.5%	30	9.7%	53	45.7%	249	38.2%	208	4.61

#### OBSERVATION

38% responded **Don't Know** about the staff's **Child-Friendliness**, which is realistic given that **51%** of Q6 respondents indicated they don't bring a child to MPL.

QUALITIES	Very Poor		Below Average		Average		Above Average		Excellent		Weighted Average
	%	#	%	#	%	#	%	#	%	#	
Helpfulness	0.4%	2	0.2%	1	5.4%	27	15.0%	75	79.0%	394	4.72
Friendliness	0.2%	1	0.6%	3	5.8%	29	14.9%	75	78.6%	396	4.71
Knowledge	0.0%	0	0.0%	0	6.0%	28	16.6%	77	77.4%	359	4.71
Availability	0.2%	1	0.4%	2	8.7%	43	15.8%	78	74.9%	370	4.65
Child-Friendliness	0.9%	3	0.6%	2	8.9%	30	15.7%	53	73.9%	249	4.61

#### OBSERVATIONS:

(Excluding **Don't Know** responses)

- **ALL** staff qualities are rated **Above Average** or **Excellent** by **at least 90%** of respondents.
- The **highest-rated** staff quality is **Helpfulness**. The **lowest** is **Child-Friendliness**.
- Each quality, except **Knowledge**, has a small # of **Below Average** or **Very Poor** ratings (**<1.5%**).

**Q14: Please select up to three (3) of the following current Library PHYSICAL COLLECTIONS that are most interesting and/or important to you and your family.** (R538)

	CHOICES	%	#	
1	<b>Books</b>	92.8%	499	→ Tier 1
2	<b>Library of Things</b> (e.g., telescope, memory care kits)	32.2%	173	→ Tier 2
3	<b>DVDs</b> (movies, TV series)	31.2%	168	
4	<b>Periodicals</b> (newspapers, magazines)	16.9%	91	
5	<b>Large Print Titles</b>	14.1%	76	→ Tier 3
6	<b>Historical Collection/Archives</b>	13.9%	75	
7	<b>Book Club Kits</b>	12.5%	67	
8	<b>Reference Collection</b>	8.7%	47	→ Tier 4
9	<b>Music CDs</b>	6.5%	35	
10	<b>N/A - Not Interested in Library Physical Collections</b>	2.6%	14	

### 3 MOST POPULAR CHOICES

1. Books **93%**
2. Library of Things **32%**
3. DVDs **31%**

### 3 LEAST POPULAR CHOICES

1. Music CDs **7%**
2. Reference Collection **9%**
3. Book Club Kits **13%**

**Q15: Please select up to three (3) of the following current Library **DIGITAL COLLECTIONS** that are most interesting and/or important to you and your family.** (R531)

	CHOICES	%	#	
1	<b>eBooks &amp; Audiobooks</b> (Libby, Hoopla)	76.1%	404	→ Tier 1
2	<b>Databases</b> (Ancestry, Consumer Reports, Universal Class)	32.8%	174	
3	<b>Streaming Movies</b> (Kanopy)	26.0%	138	→ Tier 2
4	<b>Local History Database</b> (newspapers, yearbooks, street listings)	24.3%	129	
5	<b>Downloadable Magazines</b> (Flipster)	16.2%	86	
6	<b>N/A - Not Interested in Library Digital Collections</b>	14.5%	77	→ Tier 3
7	<b>Streaming Music</b> (Freegal)	8.9%	47	

### 3 MOST POPULAR CHOICES

1. eBooks & Audiobooks **76%**
2. Databases **33%**
3. Streaming Movies **26%**

### 3 LEAST POPULAR CHOICES

1. Streaming Music **9%**
2. Downloadable Magazines **16%**
3. Local History Database **24%**

**Q16: Please choose up to three (3) current and potential new Library facility features (building and grounds) that are most important to you and your family.** (Page 1 of 3) (R53)

	CHOICES	%	#	
1	Comfortable Seating Areas for Reading & Relaxing	53.9%	287	→ Tier 1
2	Parking	42.6%	227	
3	Space for Quiet Study & Focused Work	37.0%	197	→ Tier 2
4	Children's Room	34.0%	181	
5	Physical Accessibility	20.1%	107	
6	Makerspace	17.6%	94	
7	Teen Space	16.5%	88	→ Tier 3
8	Tutoring Rooms	14.5%	77	
9	Tween Area	9.0%	48	
10	OTHER (please be specific):	6.4%	34	→ Tier 4

### 3 MOST POPULAR CHOICES

1. Comfortable Seating Areas for Reading & Relaxing **54%**
2. Parking **40%**
3. Space for Quiet Study & Focused Work **17%**

### 3 LEAST POPULAR CHOICES

1. Tween Area **9%**
2. Tutoring Rooms **15%**
3. Teen Space **17%**

**Q16: Please choose up to three (3) current and potential new Library facility features (building and grounds) that are most important to you and your family.** (Page 2 of 3) (R34)

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**INTERIOR IMPROVEMENT IDEAS\* (23/82%)**

- 1. Add Meeting/Program Rooms (10):** Meeting Rooms (2) || A large, comfortable community area for special functions (crafts, movies, games, performances, cooking debuts, etc.) || Community rooms for meeting || Group meeting area || Meeting space - not just for tutors but for any groups || More meeting room space || Need private rooms for zoom & meetings || One-on-one Meeting room || Rooms for small mtgs (free use)
- 2. Offer Publicly Accessible Meeting/Gathering Space (5):** A space that people can rent for small parties etc. || Rooms for small mtgs (free use) || Space for community organizations to meet || Space for non-profits or other agencies to offer services to those who can not make it to the offices due to lack of money, transportation, or even being homelessness. || Teen/tween/children space w tutoring
- 3. Add Beverage/Food Space (4):** Café (2) || Area to drink coffee, tea, hot chocolate while reading. || Coffee / snack availability would be awesome!
- 4. Misc. Unique Ideas (4):** A theater room to watch movies || Outlets || We desperately need more space and resources for our youth! || Work pods--a place to conduct a virtual meeting when using a home office isn't an option

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\* # of ideas/topics presented may exceed the # of responses tallied because some people contribute ideas/comments regarding multiple topics.

**Q16: Please choose up to three (3) current and potential new Library facility features (building and grounds) that are most important to you and your family.** (Page 3 of 3) (R34)

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**EXTERIOR IMPROVEMENT IDEAS\* (5/18%)**

- 1. Improve Parking (2):** 5 min parking to pick up books | | Parking is sometimes inadequate!
- 2. Add Functional Space (2):** Outdoor reading space | | Outdoor seating (table and chairs), rooms for small mtgs (free use), lending space for non-book items (cooking tools, craft tools, etc.)
- 3. Misc. Unique Idea (1):** The grounds could use more curb appeal to the main front entrance.

**UNRELATED (Non-Facility) IDEAS\* (3)**

- 1. Collections:** Additional audio selection
- 2. Programs:** Toddler activities
- 3. Technology:** More computers having access to genealogy sites.

**NOTE:** 34 responses yielded 28 facility ideas, 3 unrelated ideas, and 9 Null responses. See the COMMUNITY SURVEY 2022 RESULTS - SURVEYMONKEY MASTER REPORT for details.

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\* # of ideas/topics presented may exceed the # of responses tallied because some people contribute ideas/comments regarding multiple topics.

**Q17: Please tell us how strongly you AGREE or DISAGREE with each of the following statements about the Library. The Library is important because it... Please select a choice for each row. (R529)**

STATEMENTS	Strongly Disagree		Disagree		Agree		Strongly Agree		Weighted Average
	%	#	%	#	%	#	%	#	
<b>Provides All Citizens with Access to Informational Resources</b>	3.0%	16	0.8%	4	23.8%	126	72.4%	383	3.66
<b>Supports Literacy and Lifelong Learning</b>	3.0%	16	1.1%	6	25.0%	132	70.9%	375	3.64
<b>Enriches Community Members' Lives</b>	3.4%	18	1.0%	5	26.3%	139	69.4%	367	3.62

### OBSERVATIONS

- **70+% Strongly Agree** with **ALL** the statements.
- **96% Agree or Strongly Agree** with **ALL** the statements.
- **4% Disagree or Strongly Disagree** with **ALL** the statements.

## Q18: Please share any additional comments or suggestions you have for Mansfield Public Library and how it can improve over the next five years. (Page 1 of 11) (R175)

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### IDEA FOCUS AREAS

#### 1. Facility Ideas (52/31%)

- **Add Meeting/Work Rooms/Space (8):** Definitely, more workspaces where people can telecommute and have conference calls. || Have you considered offering soundproof Pods so people could work and have the occasional conference call from the library? || I would really appreciate a space where I can go to work on occasion. It's tough when a meeting is on my work schedule, and there isn't a place to conduct the meeting in a private space where one can talk anywhere in the building. || It would be nice if there was more space for programs and meetings. I know you share the big room with the senior center, but you don't really have other big rooms or even small group rooms for smaller things. || Maybe provide private rooms so people can do Zoom meetings with work or interviews || More working space and private rooms || Need rooms for meetings/phone calls, etc. || Would be nice if the library meeting room was also available as a meeting space for local town groups not affiliated with the library
  - **Improve Parking (7):** Better parking! || Dedicated parking spots close to the entry for families with young children would be great! || I know you touched on parking but parking is a very big problem for those who don't want to park on the street. || Improved parking would be great - walking with little kids can be a pain, and there seems to be a fair amount of free, usable space close to the building. || More parking spaces || The parking is definitely essential as is the ability to access the building so those young and old of all abilities and needs can access the library. || Wish there was more parking available
  - **Enhance/Expand Children's Room (6):** Although I don't live here anymore when my grandchildren were younger, I took them here a lot. A separate room for storytime would be great. I found too many distractions in the large area || Better children's area. || I wonder if the steps in the children's area can be remodeled to include storage underneath, freeing up some space for more accessible seating and/or an open area for the sensory play the library has been incorporating recently. I notice lots of grandparents bring their children to the library and there's only one couch to sit on to read stories to their children now that the new 3-sided structure has been brought in. (cont. on next page)
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**Q18: Please share any additional comments or suggestions you have for Mansfield Public Library and how it can improve over the next five years.** (Page 2 of 11) (R175)

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**IDEA FOCUS AREAS (cont.)**

**1. Facility Ideas (52/31%) (cont.)**

- **Enhance/Expand Children's Room (6) (cont.):** More separation between adult/children's rooms. Kids with disabilities don't have to worry about being too loud. || More space in the children's room. || We go to Foxborough as the children's center is new and has fun toys. We would love to go to Mansfield Library, but the children's area needs work.
  - **Improve/Enlarge Tweens/Teen Space (5):** Anticipating middle school and high school, it will be important for our children to have a place to study with friends or work on projects in a quiet focus area. || If there was more for my teen to do, a solid place for studying, etc.. where my 4- & 7-year-old could also be engaged without getting into too many things, it would be easier for us to come hang out and do more with our town's library. || Increase the tween/teen spaces. The tween/teen spaces serve a great community need. My kids feel safe and comfortable there || It would be great to have a teen area like Ames Free Library in Easton, but overall, we are happy with Mansfield. || More quiet places for students to study
  - **Modernize Interior (5):** Building could use some modernizing, especially in regards to ventilation and carpeting. Air is very musty in the library. || Facility changes (lighting, furniture, color schemes) that make the building more inviting and less like a cold library. || I recommend that the Mansfield Library upgrade its facilities, e.g., New Carpets, Tables, etc. || The space needs to be updated for the growing population in Mansfield || I'd like to see an updated library space that is even more welcoming to attract a greater visitor flow, with specialized areas that allow for increased community use.
  - **New/Expanded Building/Location (5):** I feel that the library needs to be physically in a different location from the senior center. || I would also like to see the library building expanded to include a community center that would offer classes in a variety of adult classes from dance, fitness, music, and language. (cont. on next page)
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**Q18: Please share any additional comments or suggestions you have for Mansfield Public Library and how it can improve over the next five years.** (Page 3 of 11) (R175)

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**IDEA FOCUS AREAS (cont.)**

**1. Facility Ideas (52/31%) (cont.)**

- **New/Expanded Building/Location (5) (cont.):** I'd like to see the library given the same treatment as the newer public service buildings. Updating the library building and facilities is a big project, but it ensures the Mansfield library is a place people want to be. My hometown built an entirely new building for its old library, and it was a huge positive force of change for the town. || I would love to see the space the library inhabits physically expand so they are able to do more with more space. || Several neighboring communities have made significant investments in the physical library building. I would love to see Mansfield emulate places like Foxboro and Walpole in making our Library look new and modern.
  - **Add Reading Space (3):** More space to sit and read! || More comfortable areas to read and better area to attend lectures, classes, etc. || Would love some comfy spaces to read
  - **Improve Furniture/Fixtures (3):** A charging station for cell phones and laptops etc. || More, better comfortable seats. The chairs at the right side of the library are not comfortable to sit at the library tables. || More seating to sit and read.
  - **Update Interior Design (3):** Consider a gallery area for small art shows || More colorful and modern look. || I think the display case in the entry could use an update. When you enter a space, you want to be drawn in visually. I understand you're serving the needs of the COA also. The threshold of 2 such engaging enterprises deserves a more enticing... pull, something befitting the sense of possibility, excitement, discovery... enrichment. Empowerment? (You get the idea.)
  - **Misc. Unique Ideas (7):** A spot to listen to music again. No one has been listening to music in the library for years. || Could use a movie theater room. The library doesn't have a place to watch a movie! || Definitely incorporating a makerspace (Lego/magnatiles building, coding, robots, steam activities || Have an Internet cafe! Because there's never been any food at the library, and it needs a place to hang out where snacks are allowed.
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## Q18: Please share any additional comments or suggestions you have for Mansfield Public Library and how it can improve over the next five years. (Page 4 of 11) (R175)

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### IDEA FOCUS AREAS (cont.)

#### 1. Facility Ideas (52/31%) (cont.)

- **Misc. Unique Ideas (7) (cont.):** Access to the outdoor space behind the library, and some benches or picnic tables would be lovely in the warmer months | | Developing an outdoor reading space and/or storytelling area in warmer weather. | | In my opinion, it has a modest future as a physical facility given informational technology changes. If and when the Senior Center leaves, I would support re-arranging space for vocational needs, tutoring, study rooms, listening spaces, etc.

#### 2. Program Ideas (39/24%)

- **Adult Program Ideas (11):** I am a sound practitioner. I would love to be able to provide sound baths to residents for free 1-2 times per year for residents who might otherwise not be able to afford to attend. | | I would also love to see more classes that people could attend to learn skills - like photography, sewing, etc. It would also be nice to invite a local businesses to teach people - ex) a local mechanic could talk about proper car maintenance, someone from the bank could introduce the concept of savings to teens, the bead cache could just have a fun craft event, etc. | | Presentations/programs focused on problems of malicious disinformation & well-intentioned misinformation that bombard us on a daily basis & how we can protect ourselves from being misled. Such a complex topic provides many opportunities for ongoing programming and could include presentations by journalists, librarians, psychologists, etc. As intentional & unintentional consumers of all sorts of info, it's important to be armed with strategies to avoid being manipulated or "bamboozled." | | Re-activate non-fiction weeknight monthly book discussions would be a service to the community if the library were able to provide adult literacy classes. | | It would be great to have library open houses to showcase the resources available. I had no idea they had so many digital resources. It would also be nice to show people | | It how to get set up with Libby, etc. (cont. on next page)
-

**Q18: Please share any additional comments or suggestions you have for Mansfield Public Library and how it can improve over the next five years.** (Page 5 of 11) (R175)

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**IDEA FOCUS AREAS (cont.)**

**2. Program Ideas (39/24%) (cont.)**

- **Adult Program Ideas (11) (cont.):** It would be nice to have more activities for adults. I liked the adult coloring club and the jigsaw puzzles. I think these programs are really helpful for adults and people like me on disability who are alone a lot. || More adult programs. || The library needs to have activities that attract seniors can attend with younger friends and family. || Night painting for adults || Social programs for adults. I believe is important for emotional and social health. || Would love to see language classes offered for adults
  - **Children's Program Ideas (9):** Connecting children with seniors in activities/communication || I have lived in different towns around NH and MA and I like the activities for kids like foreign language classes || I would like to see more programming for the 6-11 age group. || I would...like to see Book Bingo brought back. The kids love playing that and recognizing the books they know || I'd love to see more programs for toddlers – on Saturdays or weekday evenings due to work/preschool and daycare. || More homeschool related programs || Night painting for teen || Social programs for children. I believe is important for emotional and social health. || Would love 1000 books before the preschool program to return
  - **Program Schedule Requests (7):** Additional/flexible hours for toddler story times that working parents can make (I.e. 4pm or a PJ story time at 6pm) || Every x weekday STEM project for small and for older kids || I love the programs that are offered during school vacations and summer break. I do wish, however, they would bring back some of these events during the week versus at night and on Saturdays. || More availability for children's story times for working parents that can't make it during the week- I'm a M-F, 9-5 and can't go during the week and wish I could! Even a Saturday afternoon? Morning? || We would love to have toddler activities, especially in the mornings of Th-Sun. || Would love and appreciate more programming...for families who are unable to attend programming during the day. (cont. on next page)
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## Q18: Please share any additional comments or suggestions you have for Mansfield Public Library and how it can improve over the next five years. (Page 6 of 11) (R175)

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### IDEA FOCUS AREAS (cont.)

#### 2. Program Ideas (39/24%) (cont.)

- **Program Schedule Requests (7) (cont.):** The summer reading program needs a revamp- it's too confusing. Wish they would do something where you get a bead for your necklace for every day that you read or something like that- the kids love to earn stuff like that, and it's really motivating to get us to the library every week during the summer.
- **Desired Program Formats (4):** Continue virtual and in-person programs for all. || Don't want virtual-only programs. I want in-person programs. || Live and remote access to adult presenters. No worries about parking or exposure to winter illnesses 🤒 || Relatively new to town! Would love to see more in-person events post-pandemic to meet folks in the community!
- **Misc. Unique Ideas (8):** Add More Programs (2) || Book club || Classes: photography topic would be something I also would be interested in || Crafts and arts for everyone || ESOL conversation || I think as the population is changing it's important to offer classes and lectures as age appropriate || I would expect much more coordination and less duplication with town and school programs that can, do, and should offer the same.

#### 3. Collections Ideas (23/14%)

- **Improve Non-Fiction Collection (6):** Bolster the reference section. I was very surprised to see the DSM outright replaced from the library. I don't know, something sounds fishy about that. The section is very small to begin with, and to remove the most updated version of diagnostic and statistical manual is very odd. That doesn't go "out of style", so therefore someone removed it on purpose. || Continue to acquire a well-rounded collection of contemporary non-fiction books in hard copy || Genealogy resources would be amazing! || I would like to see more Non-Fiction books: History & Adventure (cont. on next page)
-

**Q18: Please share any additional comments or suggestions you have for Mansfield Public Library and how it can improve over the next five years.** (Page 7 of 11) (R175)

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**IDEA FOCUS AREAS (cont.)**

**3. Collections Ideas (23/14%) (cont.)**

- **Improve Non-Fiction Collection (6) (cont.):** I would like to see newer craft books brought in, especially those on embroidery, crochet, and sewing...the embroidery and crochet offerings are limited and dated, and the sewing books are almost non-existent. || More art and nature books would be great!
  - **Grow the Non-Traditional Items/Library of Things Collection (4):** Expand library of things || Increase the library of things || It would be great if the library participated in the telescope loaner project, e.g., <https://librarytelescope.org> | I would like to see a new selection of sheet music for piano, guitar, and ukulele in particular. The music currently available in the library is old, and the selection is very limited. I would like to see the library partner with an online options for sheet music like it has partnered with Creativebug for crafting.
  - **Grow New/Popular Books Collections (3):** Buy more new book titles. || Multiple copies of popular books would be nice || Need larger selection of new books.
  - **Reorganize Collections (2):** Organization of collections. Some libraries have separate sections for romance, sci-fiction/fantasy, mysteries, horror, historical, etc., which I find much easier for browsing. || Would like to see the collection organized by genre, not alphabetically.
  - **Misc. Unique Ideas (8):** Increase eBook Collection (2) || Offer Full Book Series (2) || Continue to expand the large print collection and eBooks and listening media. I am part of an aging Mansfield population. || I suggest to improve book section for other languages. Even if we can order book from other Boston public libraries through website of Mansfield public library. || Increase size of physical CD collection || It would be great to have an area for Play away audiobooks, even if it was a small selection, and perhaps a catalog of some other offerings available at other libraries within the sails network.
-

**Q18: Please share any additional comments or suggestions you have for Mansfield Public Library and how it can improve over the next five years.** (Page 8 of 11) (R175)

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### **IDEA FOCUS AREAS (cont.)**

#### **4. Management and Operations Ideas (18/11%)**

- **Expand Weekend Hours (5):** Expanded weekend hours. || I'd really love Sunday morning hours or even one day a week with earlier opening hours. || Open one night to 9:00. || Sunday hours || Sunday hours would be great
  - **Retain High-Quality, Well-Trained Staff (4):** Maintain the exceptional quality of staff and inclusion. || Maintain the high quality of staff and services || People who work there should know how to use all the machines, computers, copiers, etc. || The library staff are dedicated professionals, so please make sure that they have competitive salaries and benefits so that they don't leave.
  - **Grow Volunteer Opportunities (3):** I would like to see more volunteer opportunities for adults for tasks/activities related to the library or for those happening at the library. || More in-person volunteer opportunities for high school kids || Perhaps more engagement of the community and kids, in particular, thru volunteer opportunities, like shelving, , etc. not sure if you already offer this.
  - **Misc. Unique Ideas (5):** Increase Friends activities and fundraising for specific programs. || Longer time for new or popular books. || No mention of the memorial programs (i.e. giving books etc.) in loved one's memories. Great way to appreciate the loved one's interests, passing it on to the living. || Resist all book bans || Open and accessible to everyone in the community || We need true accessibility to all in the library, starting with our special needs kids and youth. We need to have more space and resources for our kids and youth.
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**Q18: Please share any additional comments or suggestions you have for Mansfield Public Library and how it can improve over the next five years.** (Page 9 of 11) (R175)

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**IDEA FOCUS AREAS (cont.)**

**5. Technology Ideas (16/10%)**

- **More Classes/Instruction (5):** Classes on borrowing digital books would be great! || Education for technology || Google docs, Google slides, any tech classes || I don't know how to use the digital components (eBooks, streaming, etc.) and would like to attend a workshop on how to access these. || I would like a presentation that discusses all the ways a patron can access movies, songs, books, etc., I use Libby, but I am not familiar with other options.
  - **Increase Access to Resources (4):** Access to digital resources, including Morningstar Investment Research, New York Times, and continued access to Consumer Reports online || More home online access to Ancestry, BPL collections, additional reference materials that currently can only be accessed on-site. || Online availability of materials || Subscriptions to test prep (SAT, LSAT, AP, MTEL, etc.) applications and to study.com.
  - **Add Devices (3):** Computers for people that are blind or officially impaired. Some people who come to the library can't really see because they're blind or visually impaired, and they need special equipment to see in the library. || Magnifier machines to help people read the small print to make it bigger. Some people can't really see the small print I couldn't read them, especially for visually impaired people. Sometimes people like that could use a little help with the magnifier machine. || Please bring back mobile hotspots
  - **Improve Applications/Services (3):** Applications and software tools teachers can access for lesson materials and preparation. || I'd like to see improvements to the App. It's pretty good right now but could be a little bit more modern. || Increase the monthly limit for the number of Kanopy movies
  - **Misc. Unique Idea (1):** Ability to read and transfer older technology (floppies, CD-ROMs, older hard drives).
-

**Q18: Please share any additional comments or suggestions you have for Mansfield Public Library and how it can improve over the next five years.** (Page 10 of 11) (R175)

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**IDEA FOCUS AREAS (cont.)**

**6. Services Ideas (12/7%)**

- **Add Book/Materials Sales (2):** Continue to offer the discounted recycled books and magazines shelf | | I think there should be more book sales and books should be 50 cents each
- **Grow/Maintain Museum Pass Program (2):** Continue the program of museum passes. | | Increase the variety of museum passes available
- **New Potential Services for Teens (2):** Math tutoring for kids and teens | | Offer help/resources for applying to colleges and scholarships.
- **Misc. Unique Ideas (6):** Being able to renew your library card online. | | Fax machine that allows credit card payment. Printer and copy machine should also allow credit card payments | | Return movie day/night | | Terracycle has free recycling programs in partnership with companies that often accept all brands of a certain type of product. It would be hard for one household to collect enough items to participate, but this could be good at a community site such as the library. Perhaps having a few different collection boxes in partnership with the town recycling center/public works? | | We loved the program during the pandemic, where we'd get a bag of mystery books selected by the librarian. We would absolutely do that again! It was nice to read things we wouldn't normally select. | | Would it be possible for the library to help people fill out forms - like passports?

**7. Marketing Ideas (6/4%)**

- **Improve/Increase Promotion (4):** Better promote programs well in advance. I often only hear of events the day of, which is too late. | | Improve communications of activities. We have missed some and found out after the fact. (cont. on next page)
-

**Q18: Please share any additional comments or suggestions you have for Mansfield Public Library and how it can improve over the next five years.** (Page 11 of 11) (R175)

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### **IDEA FOCUS AREAS (cont.)**

#### **7. Marketing Ideas (6/4%) (cont.)**

- **Improve/Increase Promotion (4):** Inform the community re: library offerings of materials and services thru direct mail flyers or thru the town email system. || It seems that many, maybe all, library events are missing from Community Kangaroo's website.
- **Grow Collaborations/Partnerships (2):** Partner with local educational institutions to provide classes, lectures and programs. || The library should also be used as a resource amongst the town with more collaboration with the schools and other town groups.

### **Misc. Comment and Feedback (78)**

- **Misc. Additional Feedback (70)**
  - Positive (61/87%), Critical (6/9%), and Mixed (3/4%)
- **Misc. Personal Comments (8)**

**NOTE:** 175 responses yielded 166 ideas, 78 general comments/feedback, and 3 Null responses. See the COMMUNITY SURVEY 2022 RESULTS - SURVEYMONKEY MASTER REPORT for details.

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## Q19-20: Focus Group Volunteers

- **Q19: 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.** (R522)
  - **N/A – I'm not interested in participating in a Focus Group = 448/86%** (R448)
  - **Volunteers = 66/14%** (R74)
  - **17-46** Volunteers per Focus Group Date

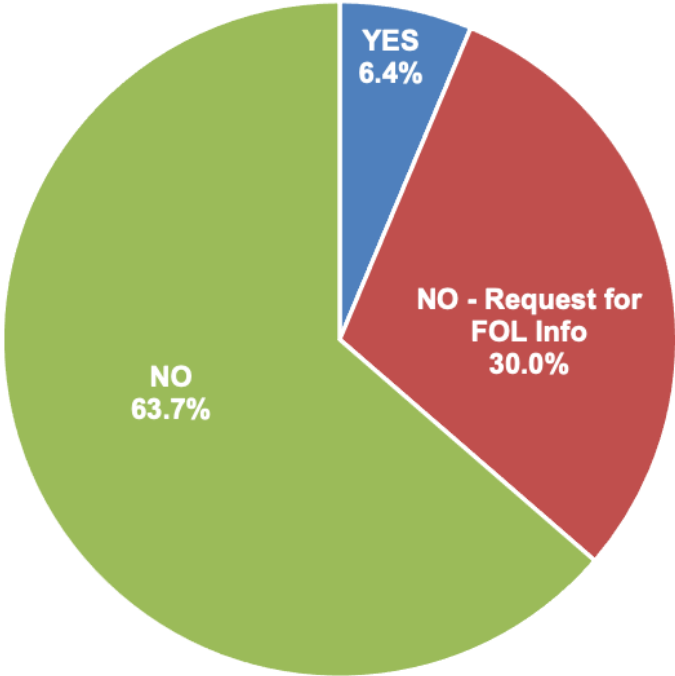
CHOICES	%	#
<b>N/A</b> – Not Interested in Participating in a Focus Group	85.8%	448
<b>2/1/23</b> (Wed) <b>10:00-11:30 am</b>	3.5%	18
<b>2/6/23</b> (Mon) <b>1:00-2:30 pm</b>	5.0%	26
<b>2/6/23</b> (Mon) <b>6:00-7:30 pm</b>	8.8%	46
<b>2/7/23</b> (Tue) <b>1:00-2:30 pm</b>	4.2%	22
<b>2/8/23</b> (Wed) <b>10:00-11:30 am</b>	3.3%	17
<b>2/9/23</b> (Thu) <b>1:00-2:30 pm</b>	4.6%	24
<b>2/15/23</b> (Wed) <b>10:00-11:30 am</b>	3.5%	18

- **Q20: You indicated you want to participate in a virtual Library Focus Group. Please provide your name, email address, and phone number below. We will confirm all participants and provide additional details by late January.**
  - Contact Information provided by **66** Respondents

## Q21 and Q22: Friends of the Mansfield Public Library Questions

Q21: Are you currently a member of the Friends? (R520)

CHOICES	%	#
YES	6.4%	33
NO, but I would like to learn more about the Friends group.	30.0%	156
NO. I'm not interested in learning more about the Friends group.	63.7%	331



Q22: To learn more about the Friends or to join the group, please provide your name, email address, and phone number below. (R122)

120 respondents provided their contact information.