MARLBORO FREE LIBRARY

2024 COMMUNITY SURVEY RESULTS

Marlboro Free Library

SURVEY HIGHLIGHTS

In the spring of 2024, the Library conducted a community survey to gather input to help shape our *Long Range Plan*.

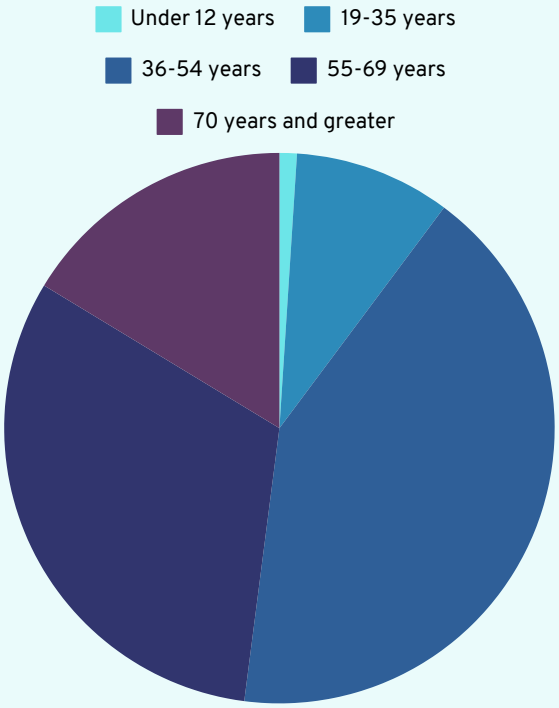
The feedback received from this survey is essential for guiding improvements to our services and ensuring that we effectively address the needs of our community. We invite you to review the results of this survey, which are featured in this document.

Thank you to everyone who participated in our community survey!

Library Usage & Access

Our survey captured a diverse range of ages, from young adults to seniors. Understanding the demographic distribution helps us tailor our programs and resources to better suit the needs of each age group.

Age Distribution of Respondents



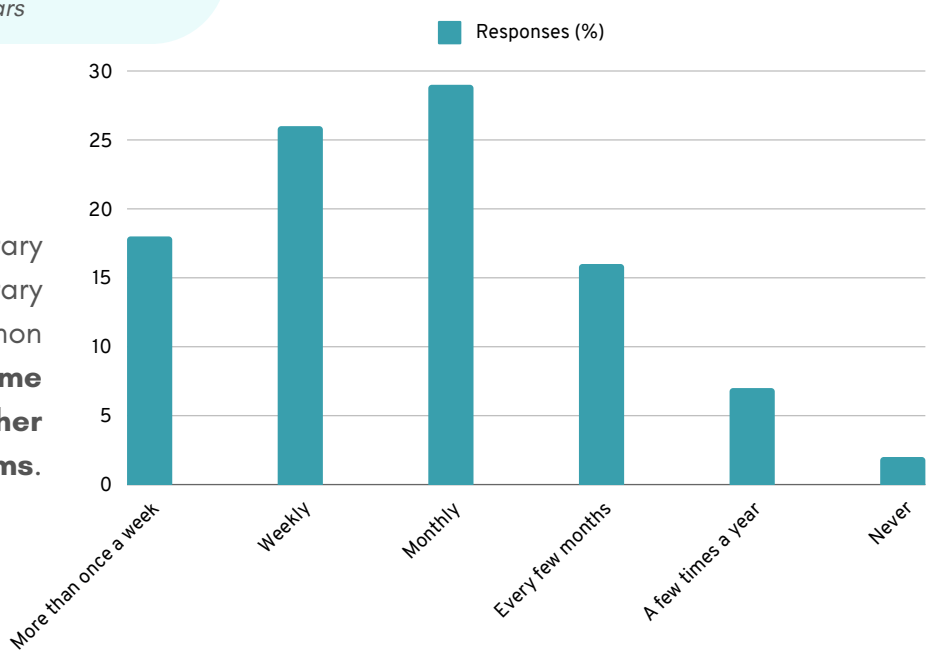
- *No survey responses were received from ages 12-18 years*

89% of survey takers possessed a Marlboro Free Library card, while **7%** held a card from another library. **3%** of survey takers indicated that they did not have a library card.

Frequency of Use

Survey responses showed the Library is used frequently among respondents, with many engaging with the Library's physical location and website regularly.

For those who visit the Library infrequently or do not have a Library card, the top three common challenges included **time constraints**, the **use of another library**, and **purchasing own items**.

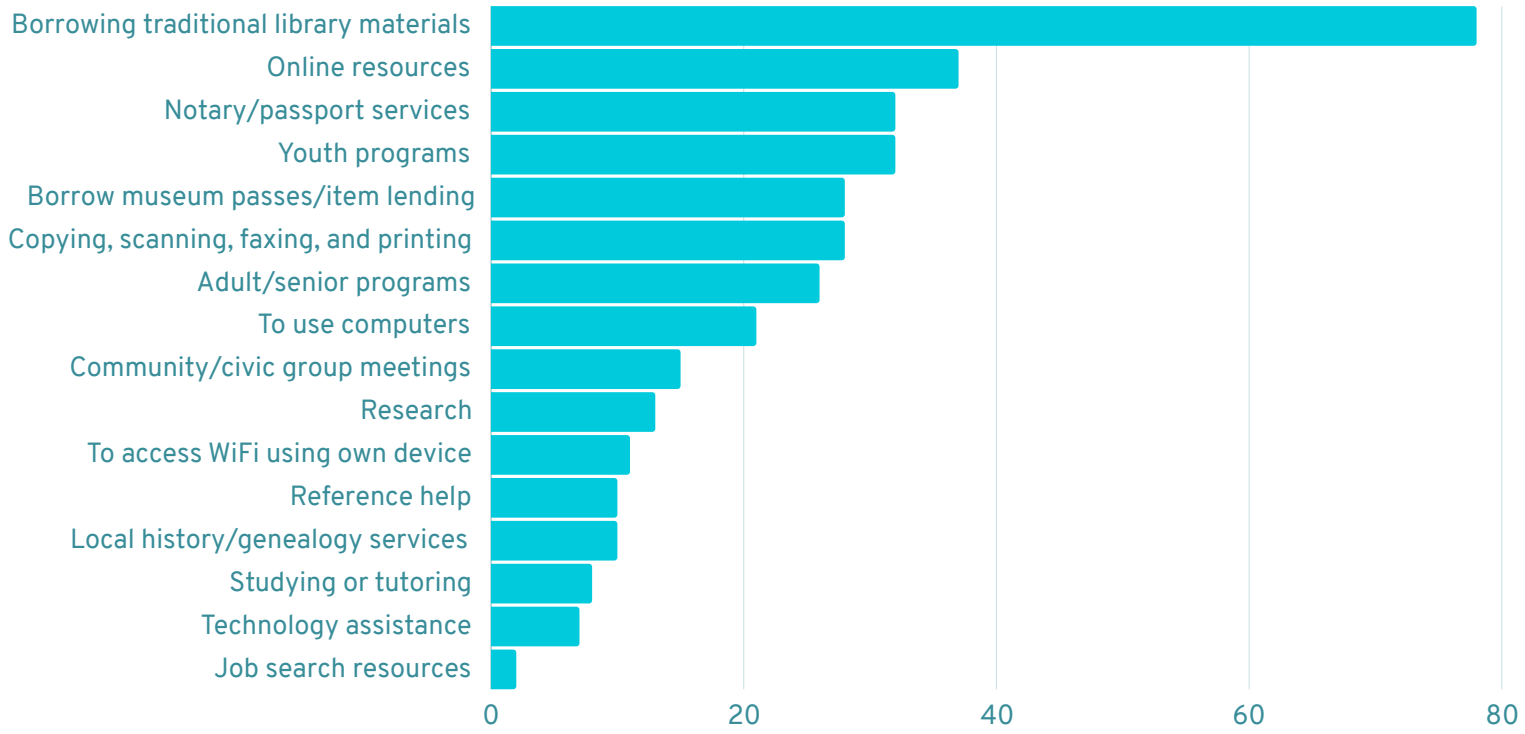


"Our family loves this library! Your dedication to preserving local history is unmatched by other organizations in the area. Your staff is friendly and helpful. We are very lucky to have this resource in Marlborough."

Library Services & Resources

Survey results indicate the Library is used for a wide range of purposes, including **educational support**, **leisure reading**, and **research**. This diverse usage underscores the Library's role as a multifaceted resource for the community.

Purpose of Library Use



Finding Materials and Services

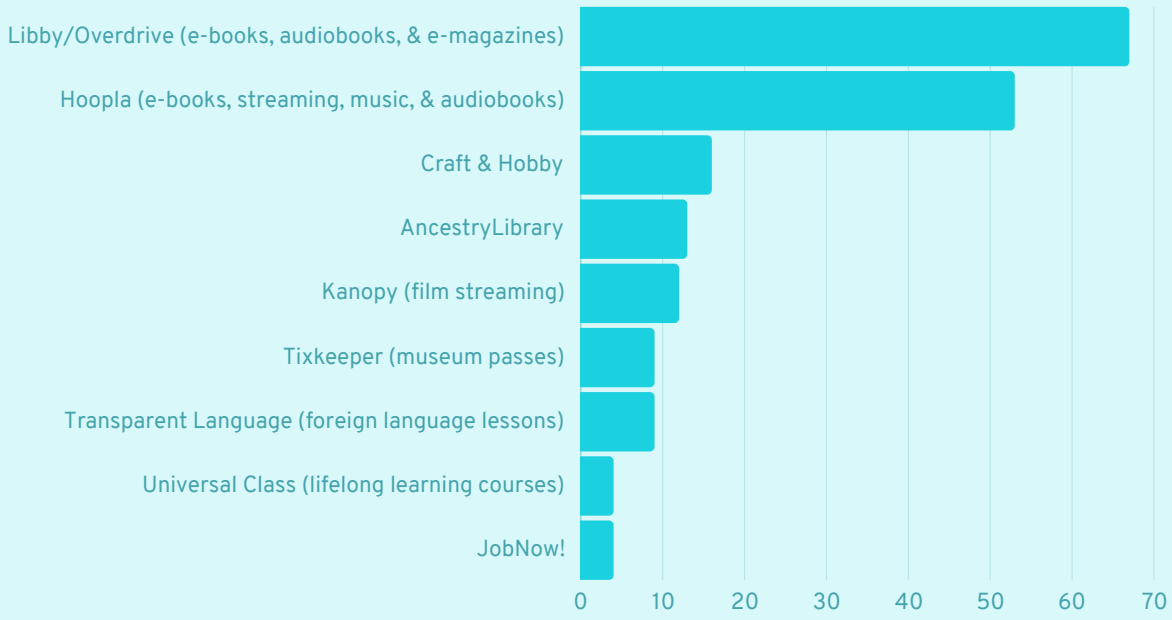
87% of survey takers stated they are able to find the materials, information, or services they need or want at the Library with minimal effort. However, there are areas where we can improve to ensure that everyone has a seamless experience.

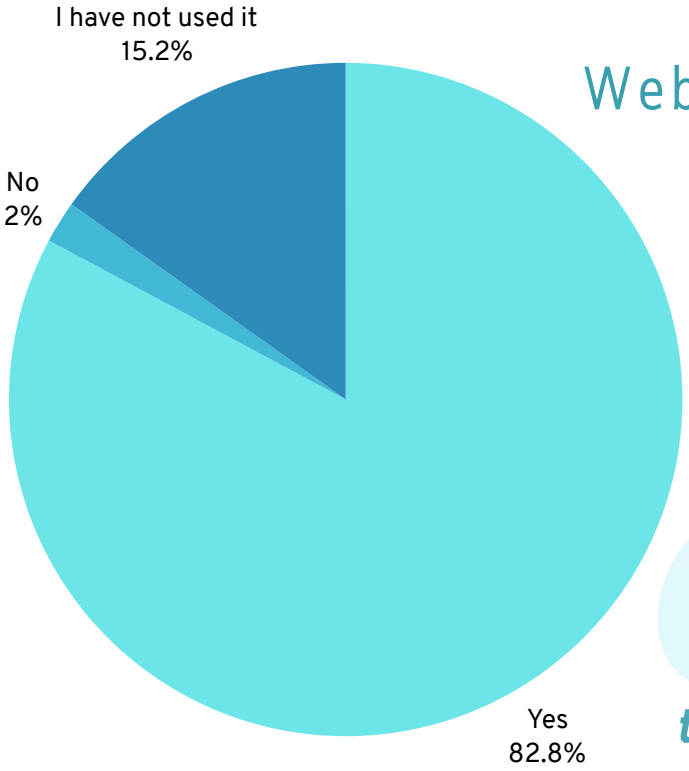
"The Library does an amazing job of providing a wide variety of offerings for our community. The biggest asset the library has is professional and well-trained staff. They are helpful in every interaction."

Online Resources & Website

E-books, **audiobooks**, **e-magazines** & **streaming** are the most popular used online resources. This feedback supports the importance of continuing to expand and enhance our digital offerings.

Use of Online Resources





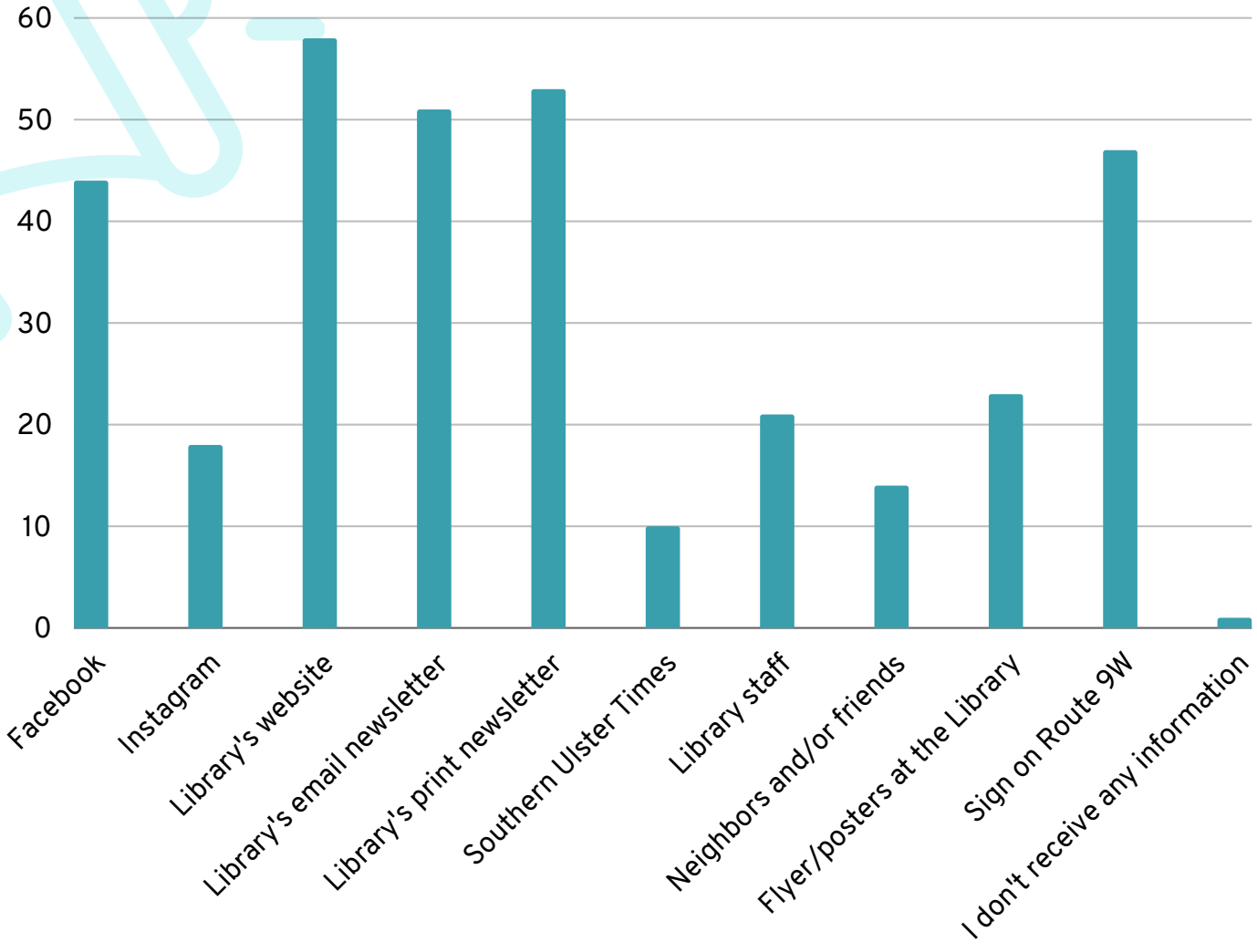
Website helpfulness

The majority of respondents find our website helpful. However, survey results indicate the website could be used more widely. The Library is committed to improving the user experience and accessibility, and will explore ways to enhance these aspects.

"I use e-resources extensively; the majority of books I read are through Hoopla and Libby. The staff is wonderfully friendly and helpful."

Awareness & Communication

Community members primarily learn about Library events through our website, newsletters, and the Library's electronic outdoor sign along Route 9W. This feedback will guide us in optimizing our communication strategies.



The Library has been a wonderful resource for over 30 years for my family and continues to be a fun and innovative place to visit."

Suggested Improvements

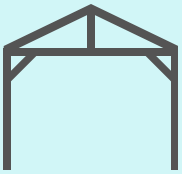
Respondents shared valuable suggestions for enhancing the Library, including providing self-service kiosks for printing, faxing, and scanning, creating an interactive children's play area featuring learning computers, manipulatives, etc, and an outdoor programming area for events and activities. Below are the top five improvements respondents would like to see offered at the Library. This feedback will help shape future offerings at the Library.

1

Self-service kiosks for printing, faxing, and scanning

2

Interactive children's play area, featuring early learning computers, manipulatives, art lab, etc.

3 

Outdoor programming area for events and activities

4

Display and exhibit space for art installations and local history

5

Maker space for DIY projects

"Whenever I stop at the Library, I am pleasantly surprised at the many changes I see!"

Future Initiatives

Featured below are the top 5 initiatives survey responders felt are the most important for the Library to focus on over the next 5 years.

64%

Providing a safe, adequate, accessible, and inviting library facility that meets the needs of the community

50%

Offering diverse programming and lifelong learning experiences both within the Library and throughout the community

39%

Upholding the freedom to read for all individuals

34%

Promoting early literacy initiatives for children and families

29%

Preserving the history of Marlborough

"This is one of the best libraries that I have ever visited! The staff are all great and always very helpful. The physical environment is meticulous and inviting. Thank you!

Dream Library Features

Our community shared imaginative and inspiring visions for the future of the Library. Desired features include advanced technology, dedicated spaces for collaboration, and a broad range of multimedia resources. These ideas reflect the aspirations of our community and will be considered in our long-term planning.

"I love all the children's programming, activities, and resources! We visit the Library regularly…I'm very happy with everything you offer and have utilized many of your resources."

Conclusion

Thank you to all who participated in our 2024 Community Survey. Your feedback is essential in helping us enhance our Library services and make meaningful improvements.

Get involved! Look for more future surveys in 2025.