# Bedford Free Public Library - Strategic Planning Survey Results

Survey Details:
554 total responses (543 online (9 responded directly through social media site) and 11 paper copies)
Based on number of people in the population that were eligible for this survey (10,336 out of 13,788), the sample size is statistically significant with a 99% confidence level and a 5 ½ % +/- margin of error.

Question 1: Age
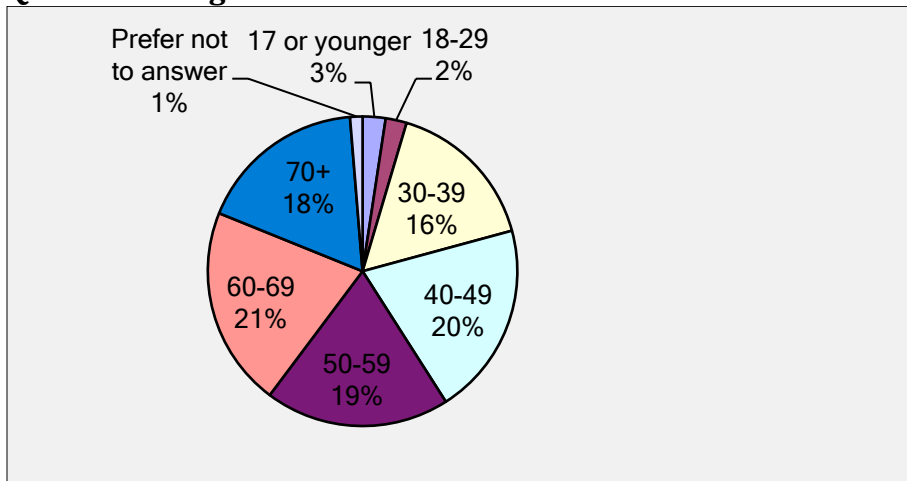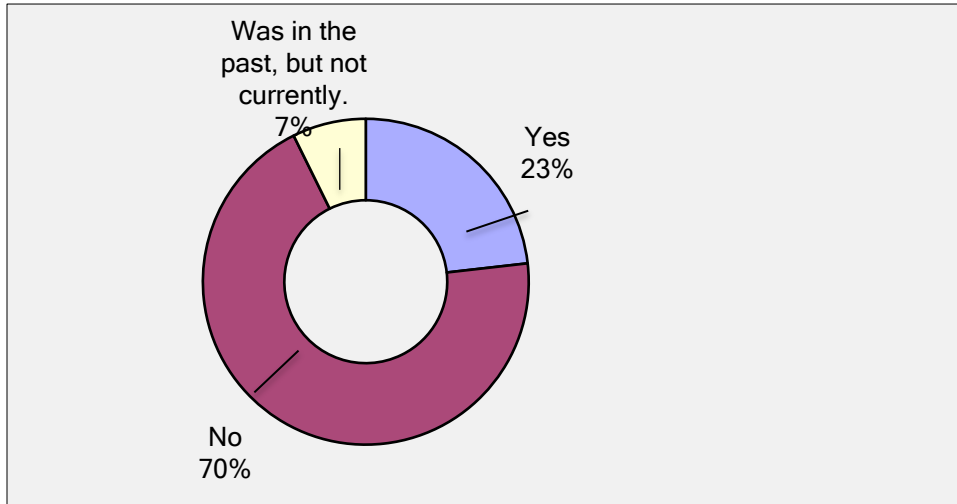

Question 2: How many children are you the parent of or guardian for?
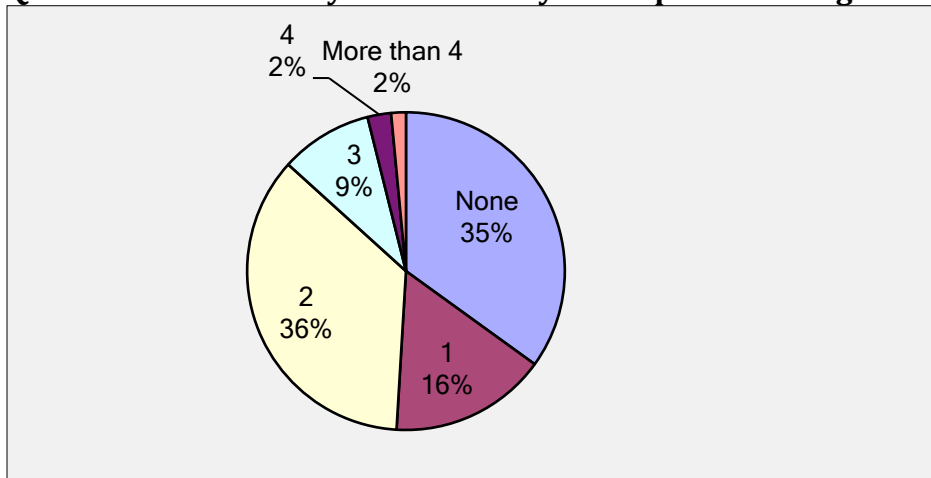
Question 3: How long have you lived in Bedford?

Answer Options	Response Percent	Response Count
20 years or more	43.6%	241
10-19 years	19.2%	106
4-9 years	19.0%	105
1-3 years	11.4%	63
Less than one year	2.7%	15
I do not live in Bedford	4.2%	23

Question 4: Are you a member of the Friends?

- Was in the past, but not currently. 7%
- Yes 23%
- No 70%

Question 5: Which of the following electronic devices do you use?

Device	Percent
Laptop Computer	80.3%
Smartphone (e.g. iPhone, Android)	78.1%
Desktop Computer	64.9%
Blu-ray/DVD Player	64.6%
Tablet computer (e.g. iPad, Samsung	59.7%
E-book Reader (e.g. Kindle, Nook)	42.9%
Streaming Media Device (e.g. Roku, AppleTV,	32.2%
Video game System (e.g. Wii, PlayStation)	19.7%
I don't use any of these electronic devices	0.9%
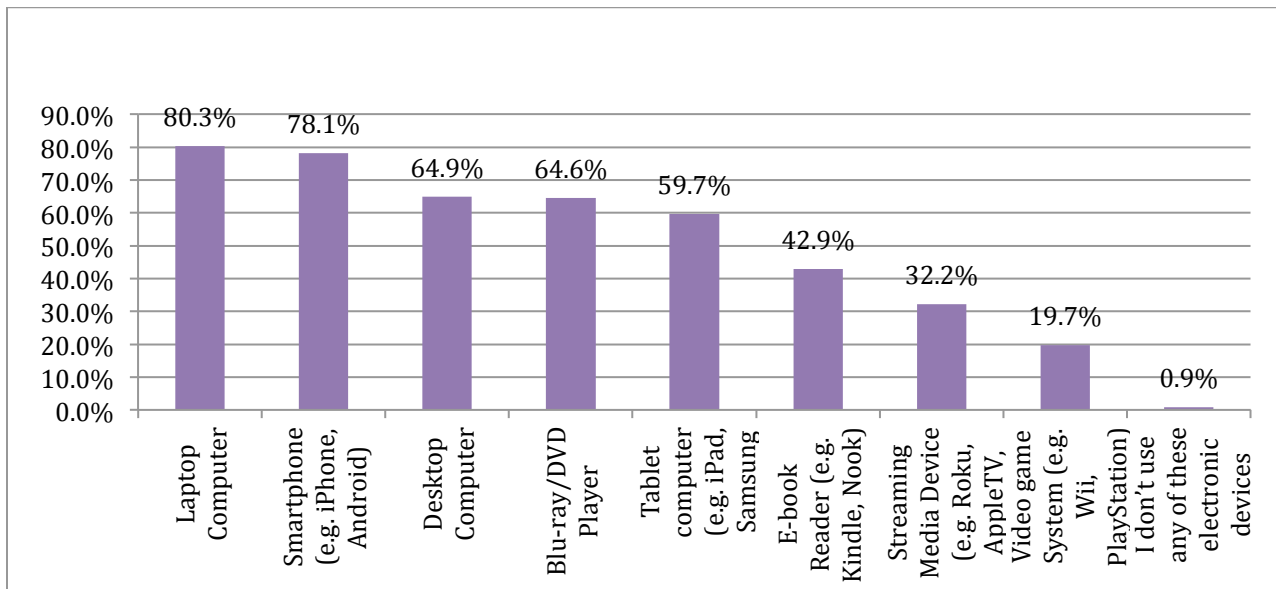
Question 6: Do you currently have a Bedford Free Public Library Card?

| Answer Options	Response Percent
Yes	90.4%
No	2.7%
I have a card from another library in the Minuteman Library Network (MLN)	8.3%
I have a card from another library outside the Minuteman Library Network (MLN)	5.4%
I do not have a card from any library	0.5%

Question 7: In the last 12 months, how often did you visit the Bedford Free Public Library?
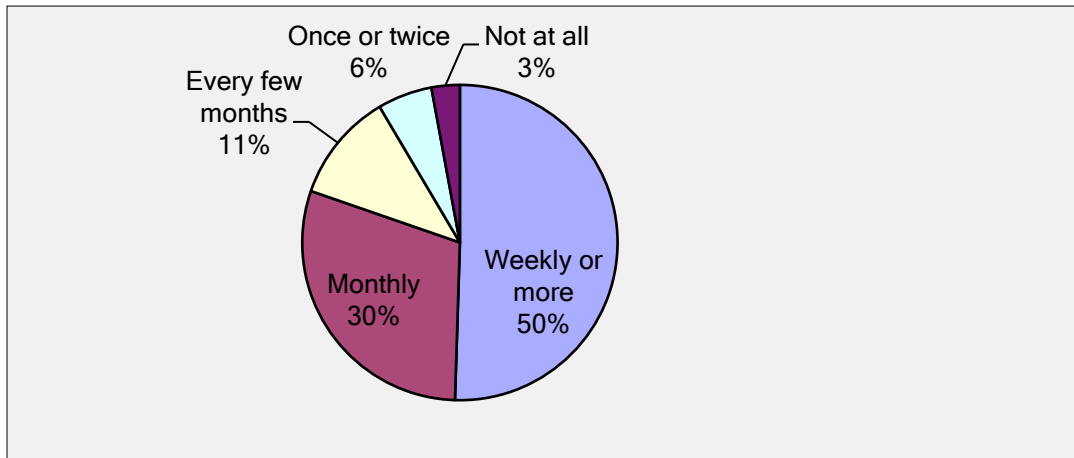

Question 8: If you used the library in the past 12 months, what did you or your family do?

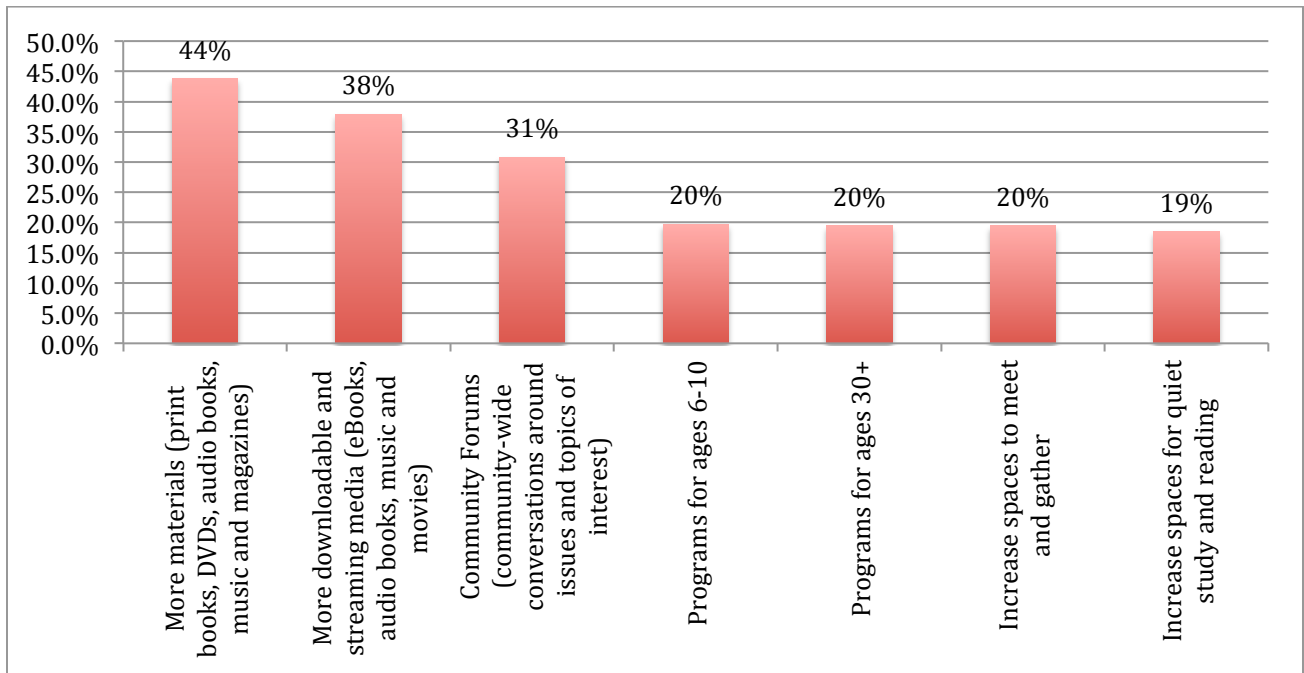| Answer Options	Response Percent	Response Count
Borrow books or other materials (DVDs, audio books, magazines, etc.)	91.9%	500
Borrow a museum pass	46.5%	253
Shop the Friends of the Library Book Sales (ongoing and annual sales twice a year)	41.9%	228
View an exhibit and/or display	33.3%	181
Find a place to work, study or read	32.4%	176
Use the library's Wi-Fi	28.3%	154
Use the copier, printer, scanner, fax or microfilm	25.4%	138
Play in the Children's Room	23.5%	128
Use a public computer	21.0%	114
Use online databases and resources, such as Lynda.com, hoopla, Freegal, Tumble Books, Indieflix, and Zinio	17.5%	95
Attend a program for ages 18+ (such as movies, lectures, author talks)	14.2%	77
Attend a program for ages 0 to 5	13.1%	71
Attend a program for ages 6-10	12.5%	68
Attend a meeting not sponsored by the library (outside organization)	12.1%	66
Ask for research or homework help	10.7%	58
Visit the Bedford Flag	9.2%	50
Use the library for social connections	8.8%	48
Borrow materials from the Chinese Collection	8.5%	46
Volunteer	6.4%	35
Visit and research information in the Bedford Collection Room	3.9%	21
Book a Librarian service	2.6%	14
Borrow a laptop, mobile hotspot, or Roku	2.4%	13
Attend a program for ages 11-17	2.2%	12
Borrow materials from the Spanish Collection	1.1%	6
Other (please specify)	10.8%	59

Question 9: How would you rate the library's...
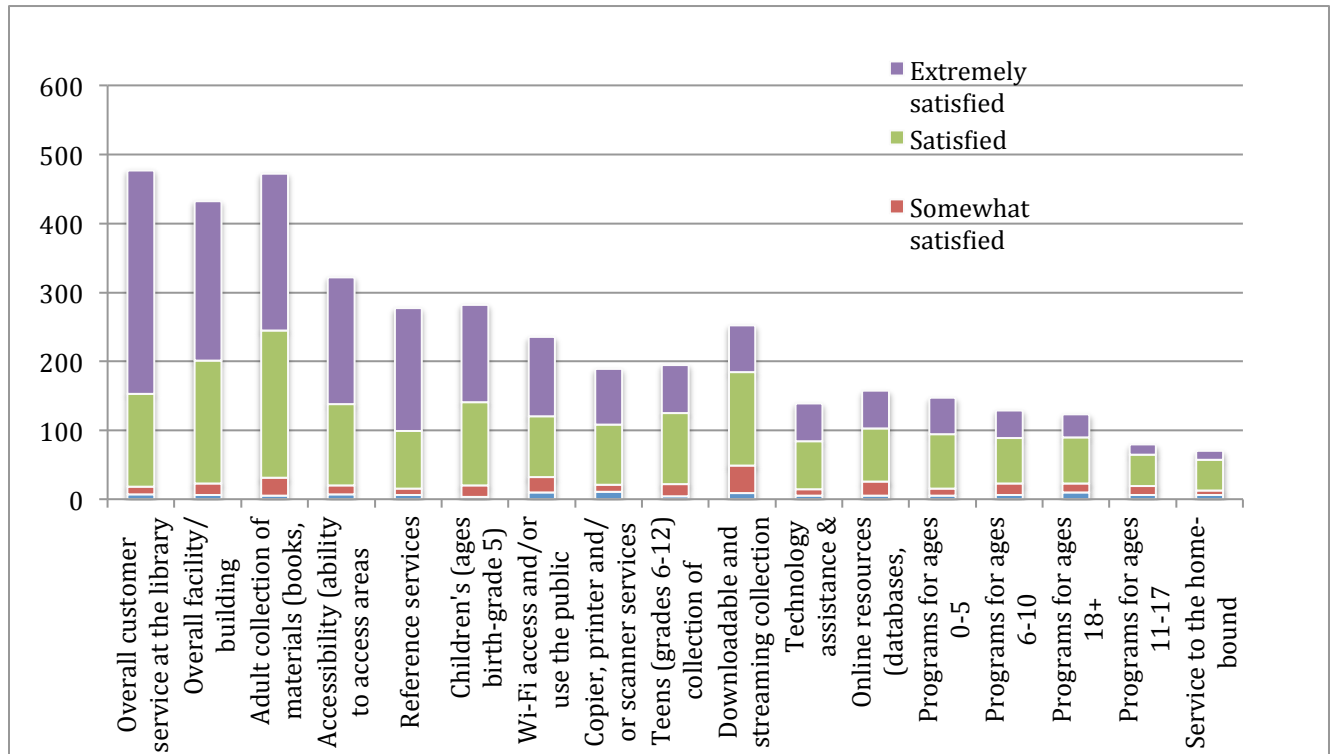
Question 10: Do you use the library's downloadable and/or streaming eBooks, audiobooks, movies and music?
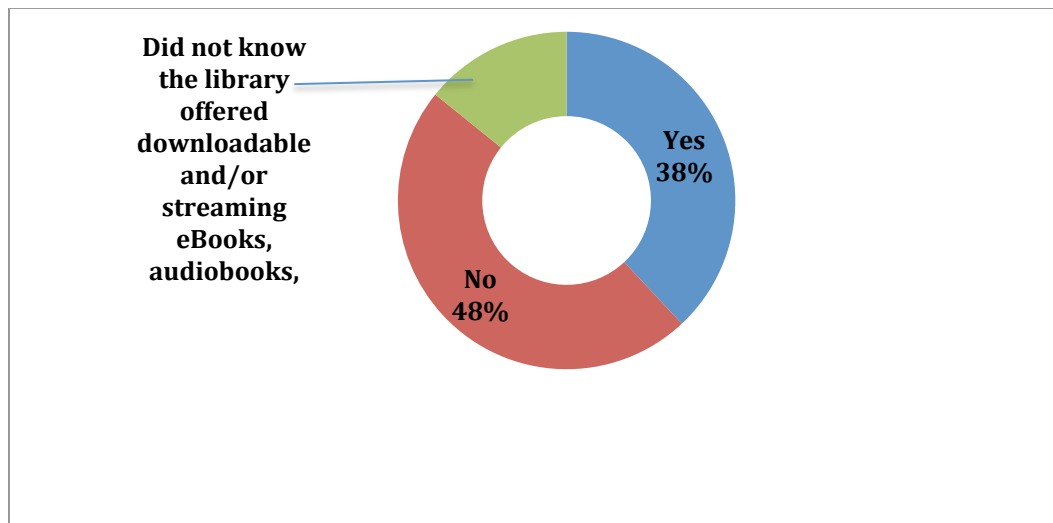
Question 11: To improve your library experience, what would you like the library to focus on? (These are the top 7 choices)

Category	Percentage
More materials (print books, DVDs, audio books, music and magazines)	44%
More downloadable and streaming media (eBooks, audio books, music and movies)	38%
Community Forums (community-wide conversations around issues and topics of interest)	31%
Programs for ages 6-10	20%
Programs for ages 30+	20%
Increase spaces to meet and gather	20%
Increase spaces for quiet study and reading	19%

Question 12: The library is working on a new website expected to debut in 2017. Would you be interested in being part of a usability focus group?

123 people indicated they would like to be part of this group.

Question 13: The Library has identified some possible priorities and goals to focus on in the next five years. Here are the top 4 choices.

Priority	Percentage
Provide welcoming, inviting places (inside and outside the library) for people to work, study, read and gather with lots of space to meet in large and small groups, as well as individual, quiet spaces.	50.1%
Be the informational hub for library and community resources, materials, and information.	45.5%
Continue to build strong relationships and partnerships with town organizations, community groups, and the schools to create more integrated services and programs with the library.	39.8%
Support students through programs and services focused on the whole child (mental, academic, and social needs).	32.5%

Question 14: Libraries are taking on new roles. What would you like to be able to learn or do that the library could help you with?

The larger print words are the ones that appear more frequently in the responses to this question.

Question 15: Is there anything else you would like to share with us?

The larger print words are the ones that appear more frequently in the responses to this question.