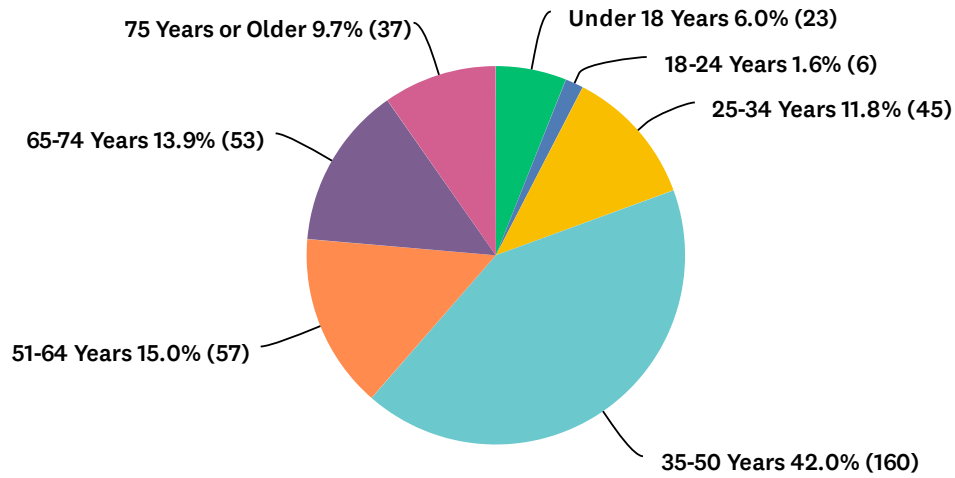


## Q1 What is your age?

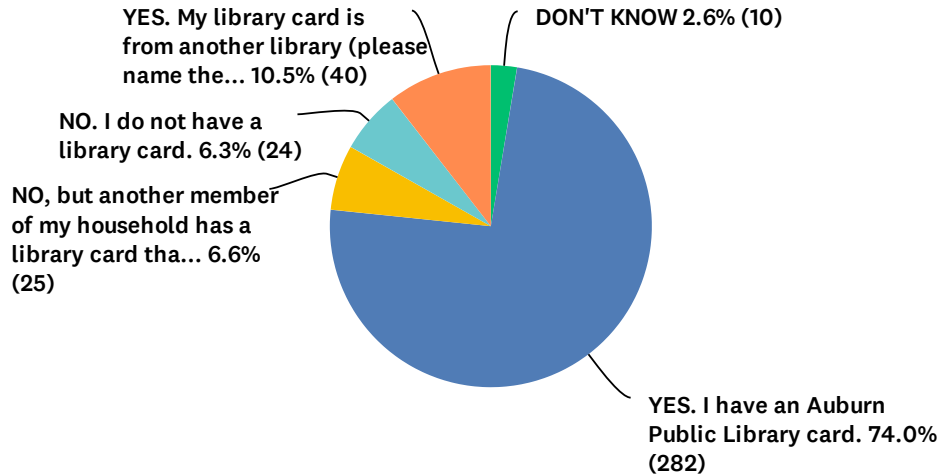
Answered: 381    Skipped: 0



ANSWER CHOICES	RESPONSES	
Under 18 Years	6.0%	23
18-24 Years	1.6%	6
25-34 Years	11.8%	45
35-50 Years	42.0%	160
51-64 Years	15.0%	57
65-74 Years	13.9%	53
75 Years or Older	9.7%	37
TOTAL		381

## Q2 Do you have a library card?

Answered: 381 Skipped: 0



ANSWER CHOICES	RESPONSES	
DON'T KNOW	2.6%	10
YES. I have an Auburn Public Library card.	74.0%	282
NO, but another member of my household has a library card that I use when visiting the Auburn Public Library.	6.6%	25
NO. I do not have a library card.	6.3%	24
YES. My library card is from another library (please name the library):	10.5%	40
TOTAL		381

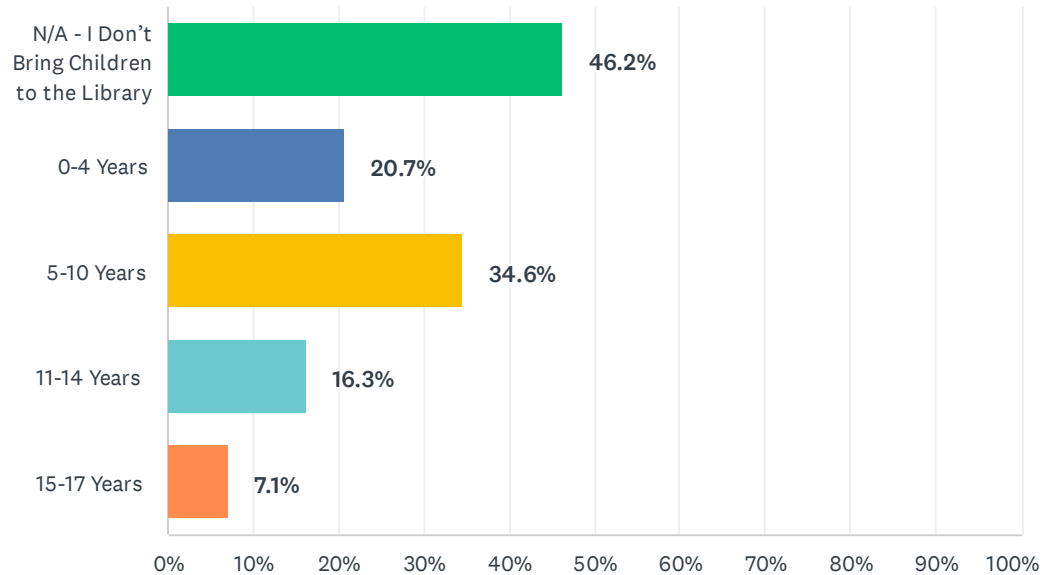
#	YES. MY LIBRARY CARD IS FROM ANOTHER LIBRARY (PLEASE NAME THE LIBRARY):	DATE
1	Leicester	6/30/2025 1:15 PM
2	Dudley	6/30/2025 12:57 PM
3	Worcester	6/30/2025 12:55 PM
4	Spencer	6/30/2025 12:37 PM
5	Shrewsbury	6/30/2025 12:20 PM
6	Millbury	6/27/2025 5:57 PM
7	Worcester	6/27/2025 12:01 PM
8	Grafton public library	6/27/2025 8:59 AM
9	Spencer public library	6/26/2025 5:22 PM
10	Worcester	6/26/2025 4:30 PM
11	Gladys memorial library	6/26/2025 11:39 AM
12	Worcester public library	6/25/2025 6:44 PM
13	Sutton FPL	6/25/2025 3:38 PM

# AUBURN PUBLIC LIBRARY COMMUNITY SURVEY 2025

14	Reading	6/24/2025 5:57 PM
15	CW MARS	6/23/2025 2:12 PM
16	Worcester	6/23/2025 12:19 PM
17	Sturbridge	6/21/2025 8:10 AM
18	Worcester Public Library	6/20/2025 2:18 PM
19	Boston Public Library	6/17/2025 4:26 PM
20	Shrewsbury	6/17/2025 10:08 AM
21	worcester main	6/16/2025 12:27 PM
22	Worcester	6/14/2025 8:28 AM
23	Worcester	6/14/2025 7:42 AM
24	Oxford	6/11/2025 8:56 PM
25	Worcester Public Library	6/10/2025 9:45 PM
26	Worcester	6/10/2025 9:28 PM
27	Shrewsbury Library	6/9/2025 10:33 AM
28	Auburn,mass	6/7/2025 8:54 PM
29	worcester	6/7/2025 7:37 PM
30	Millbury	6/5/2025 9:59 PM
31	Millbury	6/5/2025 9:20 PM
32	Grafton	6/5/2025 8:02 PM
33	Worcester	6/2/2025 10:30 PM
34	Worcester but I live in Auburn	6/2/2025 9:25 PM
35	Worcester Public Library	6/2/2025 7:36 PM
36	Worcester	6/2/2025 6:23 PM
37	Oxford	6/2/2025 4:11 PM
38	richards memorial library	6/2/2025 2:40 PM
39	Worcester	6/2/2025 11:59 AM
40	Worcester, MA	6/2/2025 11:36 AM

### Q3 Please indicate the age ranges of any children that you bring to visit the Library. Check all ages that apply.

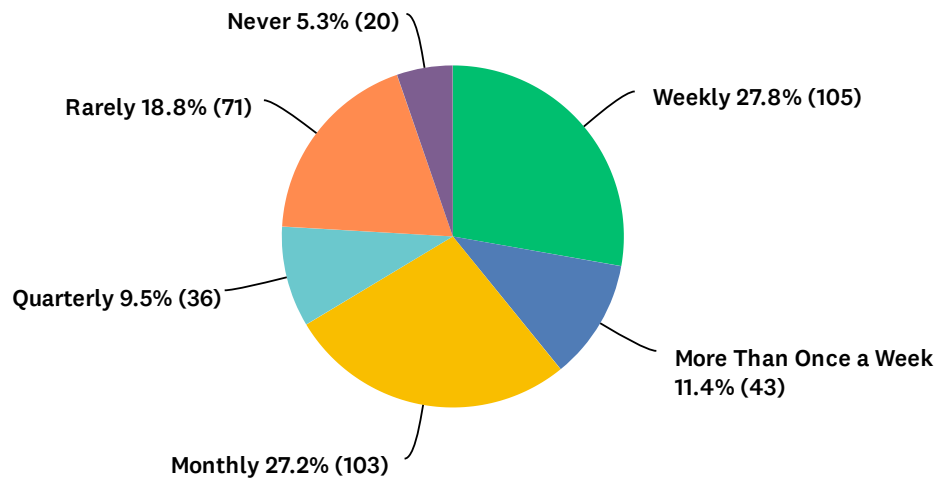
Answered: 381 Skipped: 0



ANSWER CHOICES	RESPONSES	
N/A - I Don't Bring Children to the Library	46.2%	176
0-4 Years	20.7%	79
5-10 Years	34.6%	132
11-14 Years	16.3%	62
15-17 Years	7.1%	27
Total Respondents: 381		

## Q4 How often do you visit or remotely use the Library?

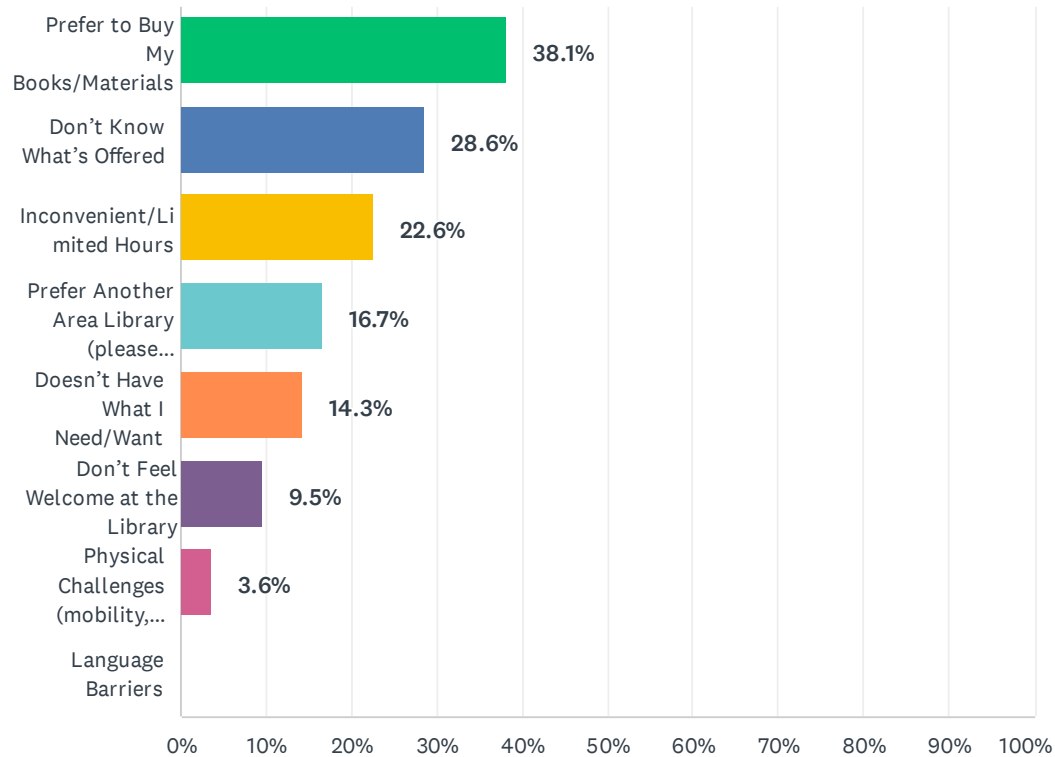
Answered: 378 Skipped: 3



ANSWER CHOICES	RESPONSES	
Weekly	27.8%	105
More Than Once a Week	11.4%	43
Monthly	27.2%	103
Quarterly	9.5%	36
Rarely	18.8%	71
Never	5.3%	20
TOTAL		378

## Q5 What are your main reasons for not visiting or remotely using the Library? Select up to three.

Answered: 84 Skipped: 297



ANSWER CHOICES	RESPONSES	
Prefer to Buy My Books/Materials	38.1%	32
Don't Know What's Offered	28.6%	24
Inconvenient/Limited Hours	22.6%	19
Prefer Another Area Library (please indicate which library):	16.7%	14
Doesn't Have What I Need/Want	14.3%	12
Don't Feel Welcome at the Library	9.5%	8
Physical Challenges (mobility, vision)	3.6%	3
Language Barriers	0.0%	0
Total Respondents: 84		

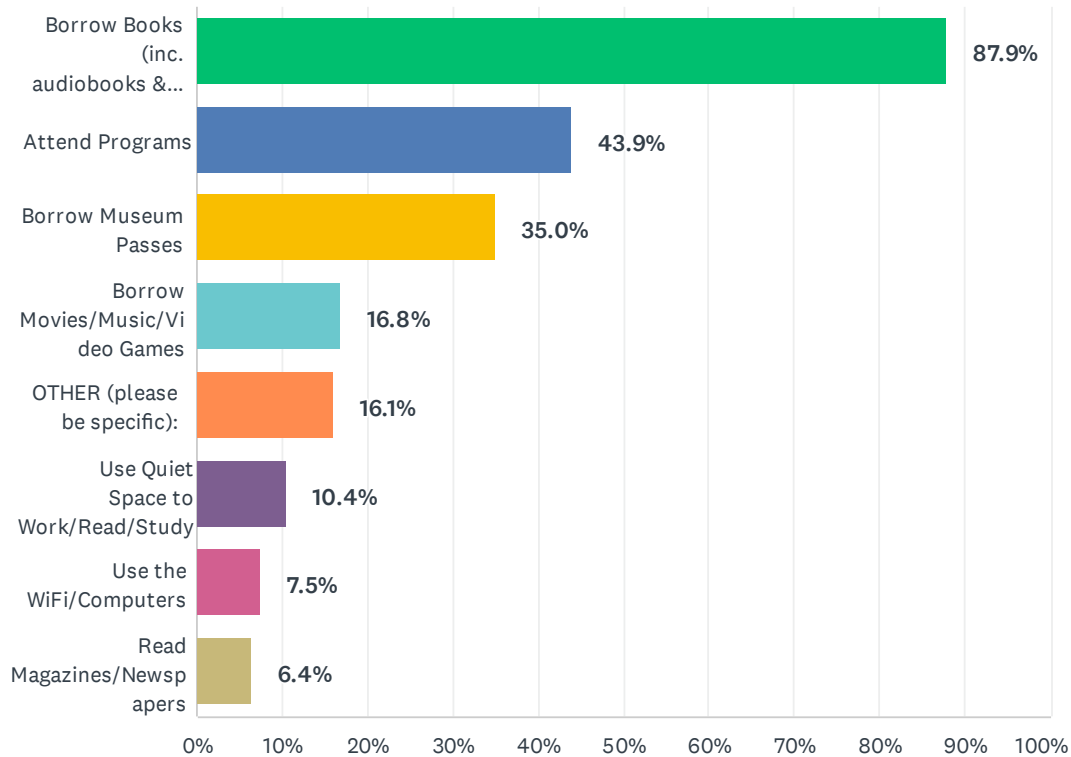
#	PREFER ANOTHER AREA LIBRARY (PLEASE INDICATE WHICH LIBRARY):	DATE
1	I but too many books at the library book sales	6/21/2025 9:59 PM
2	Boston	6/20/2025 9:51 AM
3	Everything is on line	6/17/2025 2:46 PM

# AUBURN PUBLIC LIBRARY COMMUNITY SURVEY 2025

4	Use Libby	6/17/2025 2:39 PM
5	I use Libby to borrow books	6/13/2025 6:40 PM
6	Feel it is out of date	6/8/2025 1:04 PM
7	I'm clicking this because there is no other option. I am just not much of a reader.	6/7/2025 10:49 PM
8	The internet	6/7/2025 6:15 PM
9	Everything i need is available online.	6/7/2025 5:19 PM
10	I also use the digital resources most often from the library	6/6/2025 3:32 PM
11	Order books on line through Libby and read on Kindle	6/5/2025 9:51 PM
12	No more kids	6/5/2025 6:42 PM
13	You can get entities on internet	6/3/2025 2:04 PM
14	Worcester public library	6/2/2025 1:26 PM

## Q6 What are your main reasons for visiting the Library? Select up to three.

Answered: 280 Skipped: 101



ANSWER CHOICES	RESPONSES	
Borrow Books (inc. audiobooks & eBooks)	87.9%	246
Attend Programs	43.9%	123
Borrow Museum Passes	35.0%	98
Borrow Movies/Music/Video Games	16.8%	47
OTHER (please be specific):	16.1%	45
Use Quiet Space to Work/Read/Study	10.4%	29
Use the WiFi/Computers	7.5%	21
Read Magazines/Newspapers	6.4%	18
Total Respondents: 280		

#	OTHER (PLEASE BE SPECIFIC):	DATE
1	A place to hang out with my little brother.	7/1/2025 11:25 AM
2	Knitting groups	6/30/2025 12:57 PM
3	air-conditioned	6/30/2025 12:48 PM
4	Using CCTV (scanner)	6/30/2025 12:21 PM



# AUBURN PUBLIC LIBRARY COMMUNITY SURVEY 2025

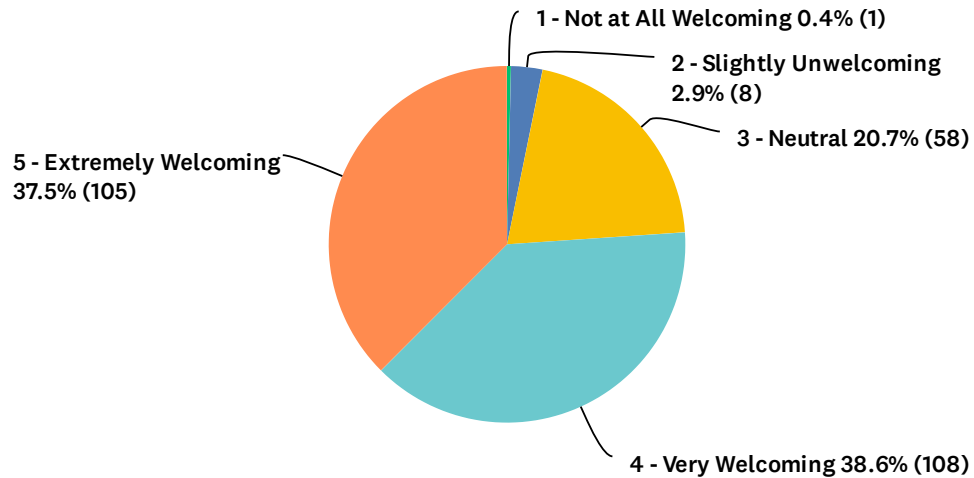
5	Play in the children's room	6/27/2025 12:03 PM
6	Play with other kids	6/26/2025 5:25 PM
7	Returns	6/25/2025 9:35 PM
8	Meetings	6/24/2025 5:58 PM
9	Bring granddaughter	6/21/2025 9:39 PM
10	Tutoring	6/21/2025 5:02 PM
11	Pick up holds	6/20/2025 2:19 PM
12	To do the summer reading stuff	6/20/2025 1:07 PM
13	Kids play in children's room	6/20/2025 11:08 AM
14	Play in the childrens' areas	6/19/2025 1:13 PM
15	For kids to play	6/18/2025 7:27 PM
16	Kids area	6/17/2025 4:47 PM
17	Printing	6/14/2025 1:46 PM
18	Tutoring	6/14/2025 12:59 AM
19	My kids like the programs and toys	6/13/2025 7:07 PM
20	Kids tutoring	6/13/2025 6:48 PM
21	Honestly... all of the above!	6/11/2025 5:26 PM
22	Children's room for social interactions for my children with autism	6/11/2025 6:24 AM
23	I work here!	6/9/2025 9:05 AM
24	Bringing my kid to the Children's room activities	6/6/2025 10:12 PM
25	Children's room for playing	6/6/2025 5:51 PM
26	pick up books that I order online	6/6/2025 10:11 AM
27	Play/social for kids	6/6/2025 12:54 AM
28	Kids play area	6/5/2025 10:33 PM
29	Childrens room with my kids	6/5/2025 9:35 PM
30	Kids play in children's room.	6/5/2025 8:03 PM
31	Look at events the library offers	6/5/2025 6:09 PM
32	Children's section	6/5/2025 2:13 PM
33	Kid section	6/5/2025 9:05 AM
34	Silly to only select 3, we borrow museum passes, use computer and printer and we meet friends with kids	6/4/2025 11:48 AM
35	Keep grandchildren engaged	6/4/2025 11:44 AM
36	For fishing	6/4/2025 10:27 AM
37	Playing in the children's room	6/3/2025 9:00 PM
38	Use the play room for my toddler - we love it!	6/3/2025 8:07 PM
39	Use children's space	6/3/2025 5:53 AM
40	Children's room	6/2/2025 9:26 PM
41	Check out book sale for childrens books	6/2/2025 8:40 PM
42	I enjoy the books in lobby + giving money	6/2/2025 7:29 PM

## AUBURN PUBLIC LIBRARY COMMUNITY SURVEY 2025

43	Use children's area	6/2/2025 2:20 PM
44	Let the kids play	6/2/2025 1:41 PM
45	Toddler plays, colors, looks at books	6/2/2025 11:38 AM

## Q7 On a scale of 1–5, how welcoming does the Library feel to you and your family?

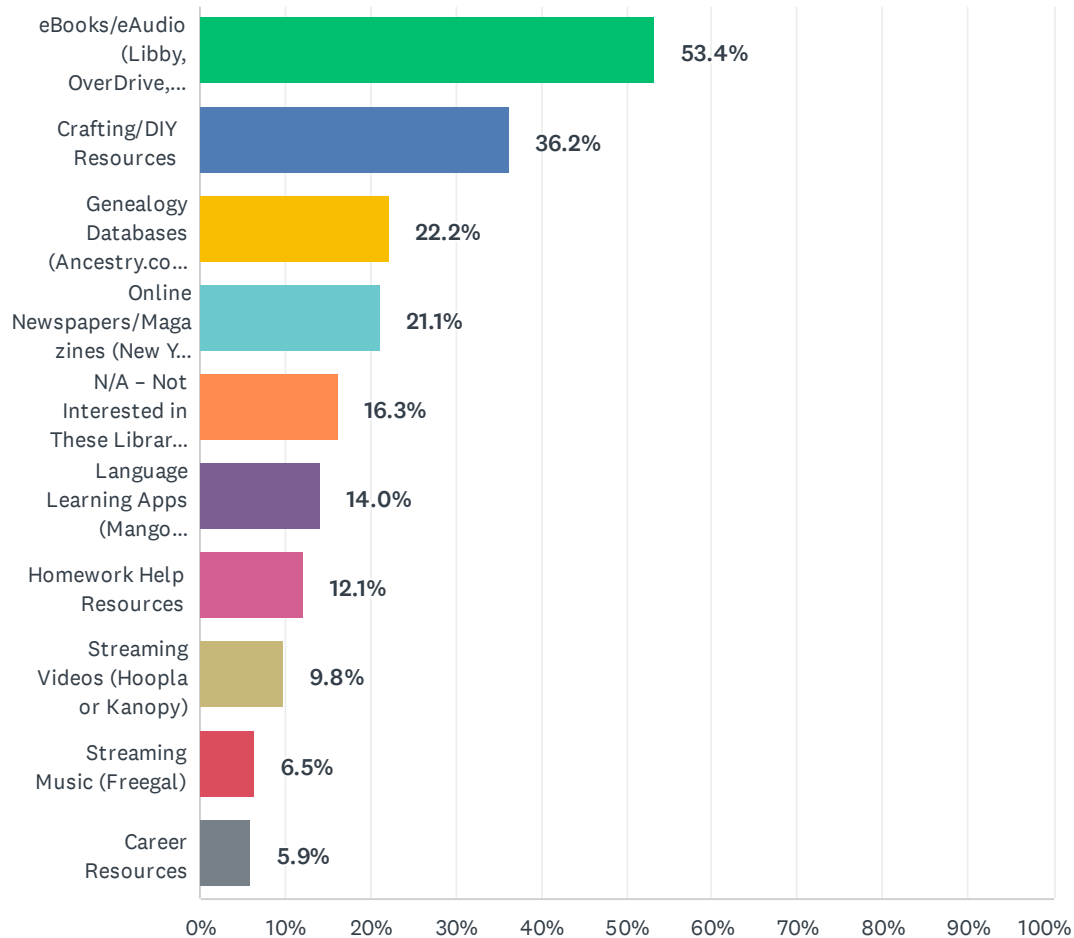
Answered: 280 Skipped: 101



ANSWER CHOICES	RESPONSES	
1 - Not at All Welcoming	0.4%	1
2 - Slightly Unwelcoming	2.9%	8
3 - Neutral	20.7%	58
4 - Very Welcoming	38.6%	108
5 - Extremely Welcoming	37.5%	105
TOTAL		280

**Q8 Please review the list of existing and potential Library resources and indicate those of most interest to you and your family. Select up to three.**

Answered: 356   Skipped: 25

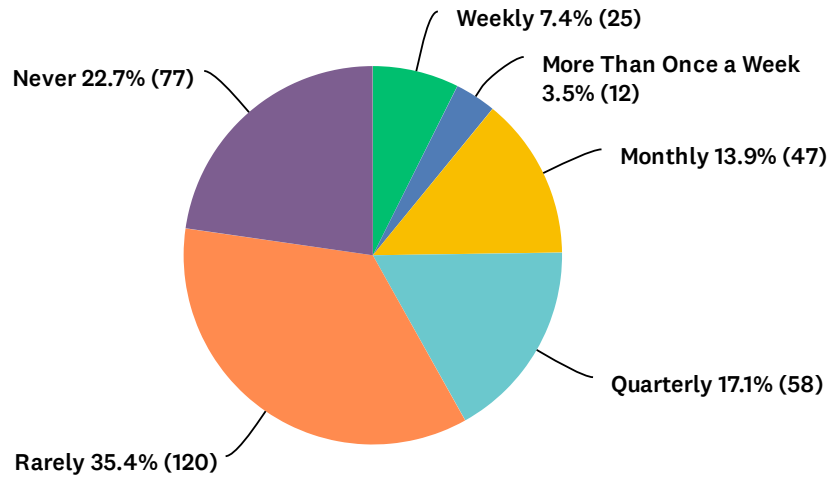


# AUBURN PUBLIC LIBRARY COMMUNITY SURVEY 2025

ANSWER CHOICES	RESPONSES	
eBooks/eAudio (Libby, OverDrive, Hoopla)	53.4%	190
Crafting/DIY Resources	36.2%	129
Genealogy Databases (Ancestry.com, Heritage Quest)	22.2%	79
Online Newspapers/Magazines (New York Times, Overdrive Magazines)	21.1%	75
N/A – Not Interested in These Library Resources	16.3%	58
Language Learning Apps (Mango Languages, Transparent Languages)	14.0%	50
Homework Help Resources	12.1%	43
Streaming Videos (Hoopla or Kanopy)	9.8%	35
Streaming Music (Freegal)	6.5%	23
Career Resources	5.9%	21
Total Respondents: 356		

## Q9 How often do you or your family attend Library programs?

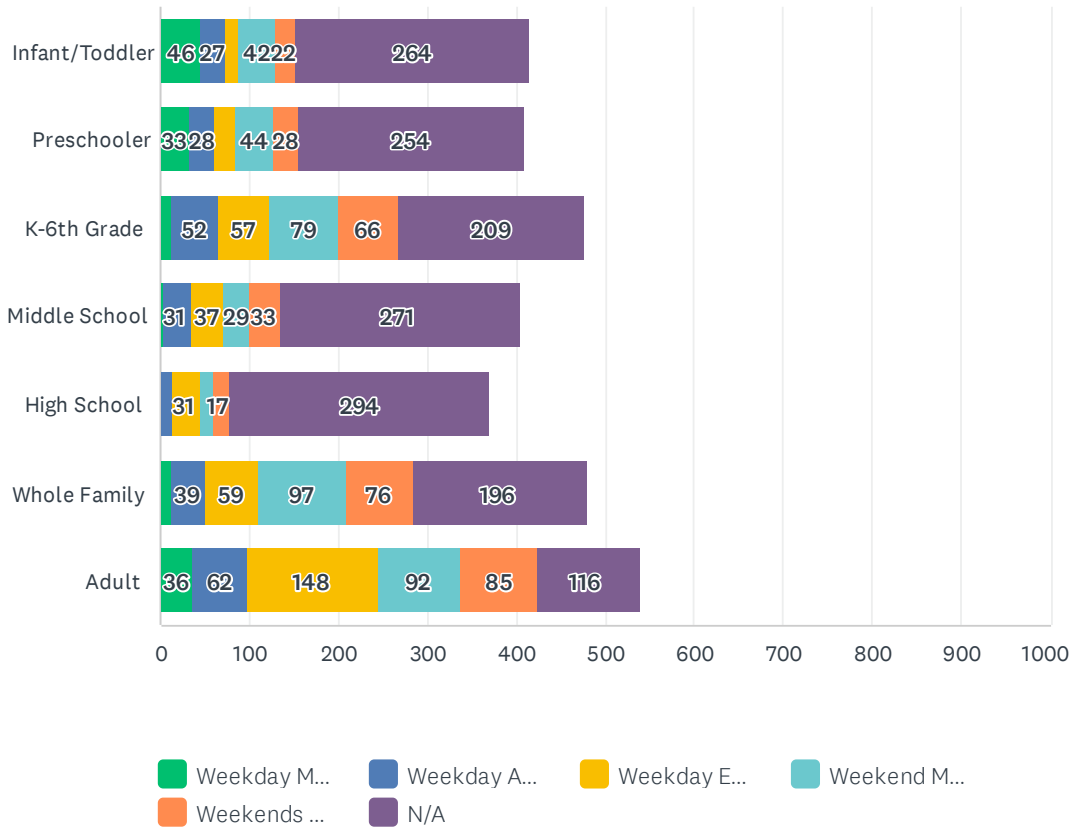
Answered: 339 Skipped: 42



ANSWER CHOICES	RESPONSES	
Weekly	7.4%	25
More Than Once a Week	3.5%	12
Monthly	13.9%	47
Quarterly	17.1%	58
Rarely	35.4%	120
Never	22.7%	77
TOTAL		339

## Q10 When do you or your family prefer to attend programs for the following age groups? Select all that apply.

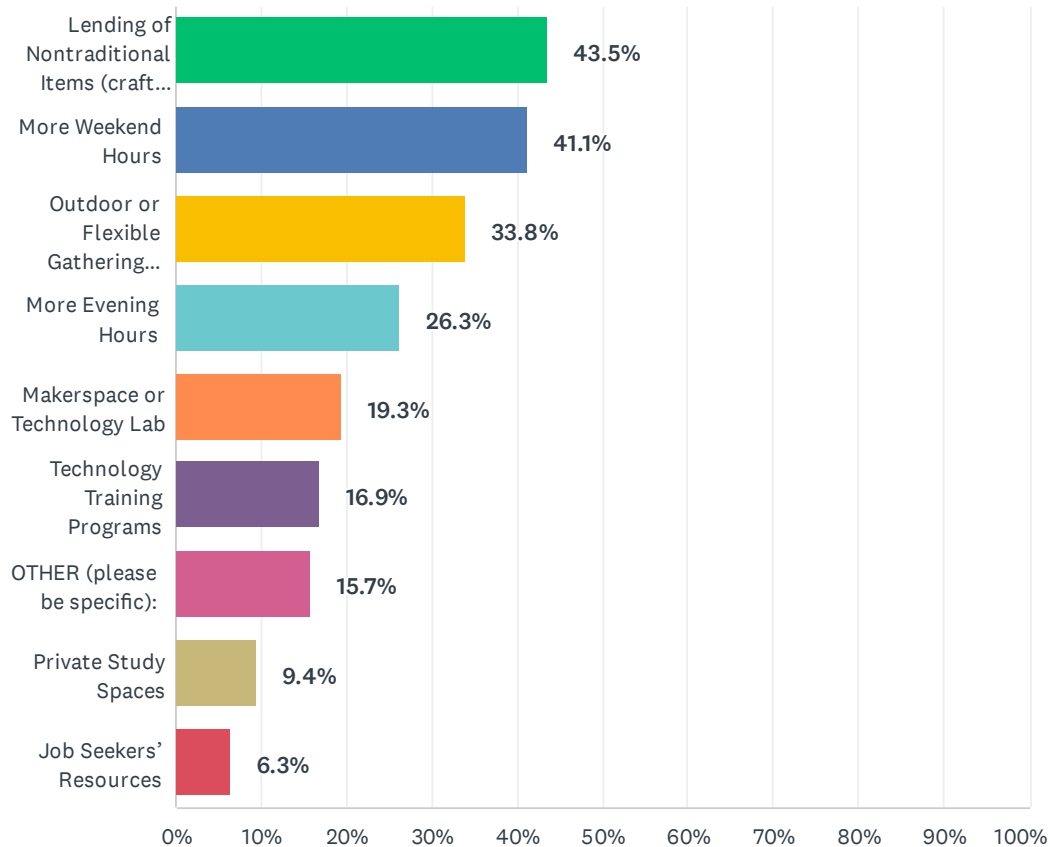
Answered: 339 Skipped: 42



	WEEKDAY MORNINGS	WEEKDAY AFTERNOONS	WEEKDAY EVENINGS	WEEKEND MORNINGS	WEEKENDS AFTERNOONS	N/A	TOTAL RESPONDENTS
Infant/Toddler	14% 46	8% 27	4% 14	12% 42	6% 22	78% 264	339
Preschooler	10% 33	8% 28	6% 22	13% 44	8% 28	75% 254	339
K-6th Grade	4% 13	15% 52	17% 57	23% 79	19% 66	62% 209	339
Middle School	1% 4	9% 31	11% 37	9% 29	10% 33	80% 271	339
High School	0% 1	4% 14	9% 31	4% 14	5% 17	87% 294	339
Whole Family	4% 13	12% 39	17% 59	29% 97	22% 76	58% 196	339
Adult	11% 36	18% 62	44% 148	27% 92	25% 85	34% 116	339

## Q11 What kinds of new or expanded services would be most valuable to you? Select up to three.

Answered: 331 Skipped: 50



ANSWER CHOICES	RESPONSES	
Lending of Nontraditional Items (crafting tools, musical instruments, board games, etc.)	43.5%	144
More Weekend Hours	41.1%	136
Outdoor or Flexible Gathering Spaces	33.8%	112
More Evening Hours	26.3%	87
Makerspace or Technology Lab	19.3%	64
Technology Training Programs	16.9%	56
OTHER (please be specific):	15.7%	52
Private Study Spaces	9.4%	31
Job Seekers' Resources	6.3%	21
Total Respondents: 331		

#	OTHER (PLEASE BE SPECIFIC):	DATE
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# AUBURN PUBLIC LIBRARY COMMUNITY SURVEY 2025

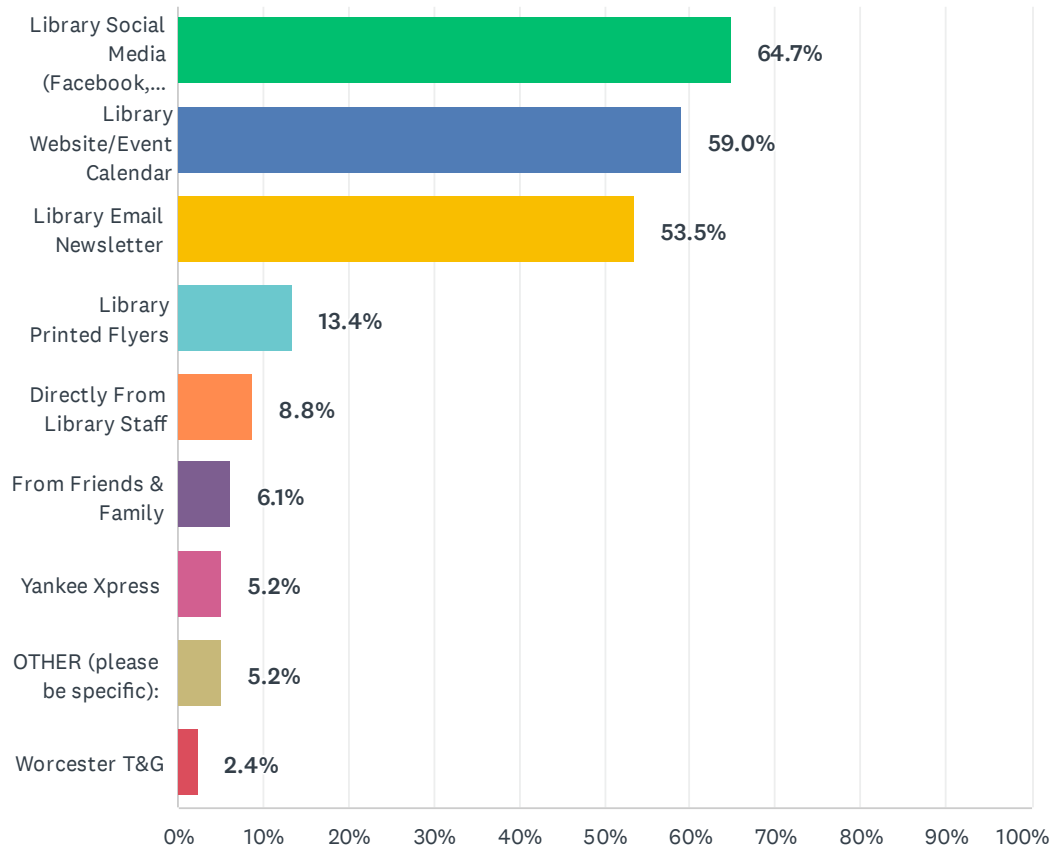
1	n/a	6/30/2025 1:16 PM
2	more evening events, adult crafts, exercise like yoga	6/30/2025 1:13 PM
3	excel/word training	6/30/2025 1:09 PM
4	N/A	6/30/2025 1:05 PM
5	N/A	6/30/2025 1:04 PM
6	(No answer was given)	6/30/2025 12:51 PM
7	Technology for seniors	6/30/2025 12:34 PM
8	Technology for seniors	6/30/2025 12:31 PM
9	iphone technology training	6/30/2025 12:22 PM
10	More weekend hours in Winter	6/30/2025 12:17 PM
11	Jean Collins had wonderful floral arranging programs! Bring her back!!	6/28/2025 12:40 PM
12	Cafe	6/27/2025 8:36 AM
13	simple computer training esp for senior citizens	6/26/2025 11:45 AM
14	Not sure	6/25/2025 3:43 PM
15	Longer Saturday hours.	6/22/2025 12:57 PM
16	Adult programs (like a craft class)	6/21/2025 11:49 PM
17	Anything to help community	6/21/2025 9:43 PM
18	Children's space	6/21/2025 5:04 PM
19	After school programs including games, high interest books, and activities to get kids off the streets, similar to a boys/girls club	6/21/2025 9:53 AM
20	Hot Spot Wireless "Things"; Embroidery Machine "Thing"	6/19/2025 2:16 PM
21	None	6/17/2025 6:08 PM
22	I'm happy with the current services.	6/16/2025 3:55 PM
23	More adult programs	6/14/2025 1:47 PM
24	Cafe	6/14/2025 1:01 AM
25	Kids programming	6/13/2025 3:59 PM
26	Adult arts, crafts and educational programs	6/13/2025 3:22 PM
27	Parent group while children play ( moms can make friends, it's so lonely being a mom)	6/11/2025 6:28 AM
28	Presentations (like Ted talk type things), community support workshops, local networking (mutual aid/not career based), craft/skill classes	6/10/2025 2:08 PM
29	Kid events have been very geared timing wise towards parents who don't work a typical 9-5. Which is understandable. But I would love to also bring my kids to some cool programs or clubs, but we work a traditional schedule.	6/9/2025 1:10 PM
30	Lexus Nexus and other paid databases. Free printing	6/7/2025 11:35 PM
31	I don't really have a need atm for the library however, I still appreciate that it's there and hope it always is. Every town should have a library as everyone should have access to learn and read!	6/7/2025 10:51 PM
32	Access to use a conf room	6/7/2025 9:15 PM
33	3d printing	6/7/2025 6:27 PM
34	Adult activities-crafts/painting etc	6/7/2025 5:58 PM
35	Highlighting non-fiction books every month	6/7/2025 7:56 AM

# AUBURN PUBLIC LIBRARY COMMUNITY SURVEY 2025

36	More used book sales	6/5/2025 9:49 PM
37	A really comfortable chair to sit and read. Perhaps with a cup of Oolong tea or coffee. I could put on my headphones and privately listen to my music. Perhaps a book club.	6/5/2025 5:49 PM
38	Better toddler area	6/5/2025 9:06 AM
39	Better adult book selection	6/4/2025 4:57 PM
40	More children's activities if possible. You folks do a great job as is.	6/4/2025 2:08 PM
41	Stock the pond with fish	6/4/2025 10:28 AM
42	None	6/3/2025 11:07 PM
43	I would love if the library was open more on the weekend!	6/3/2025 8:08 PM
44	more room for the children area	6/2/2025 9:00 PM
45	I really enjoyed the floral arrangements, scarf making and other adult activities that haven't been offered in a year or so.	6/2/2025 6:17 PM
46	Adult history book club	6/2/2025 4:43 PM
47	Activities for teens and adults	6/2/2025 1:40 PM
48	More spaces available in the baby/toddler programs. They're always full	6/2/2025 1:01 PM
49	Larger book collection	6/2/2025 12:01 PM
50	a mini snackbar / coffee area (for purchase)	6/2/2025 11:47 AM
51	Expanded toddler programming	6/2/2025 11:42 AM
52	None	6/2/2025 11:39 AM

## Q12 How do you prefer to hear about Library collections, programs, and services? Select up to three.

Answered: 329 Skipped: 52



ANSWER CHOICES	RESPONSES	
Library Social Media (Facebook, Instagram)	64.7%	213
Library Website/Event Calendar	59.0%	194
Library Email Newsletter	53.5%	176
Library Printed Flyers	13.4%	44
Directly From Library Staff	8.8%	29
From Friends & Family	6.1%	20
Yankee Xpress	5.2%	17
OTHER (please be specific):	5.2%	17
Worcester T&G	2.4%	8
Total Respondents: 329		

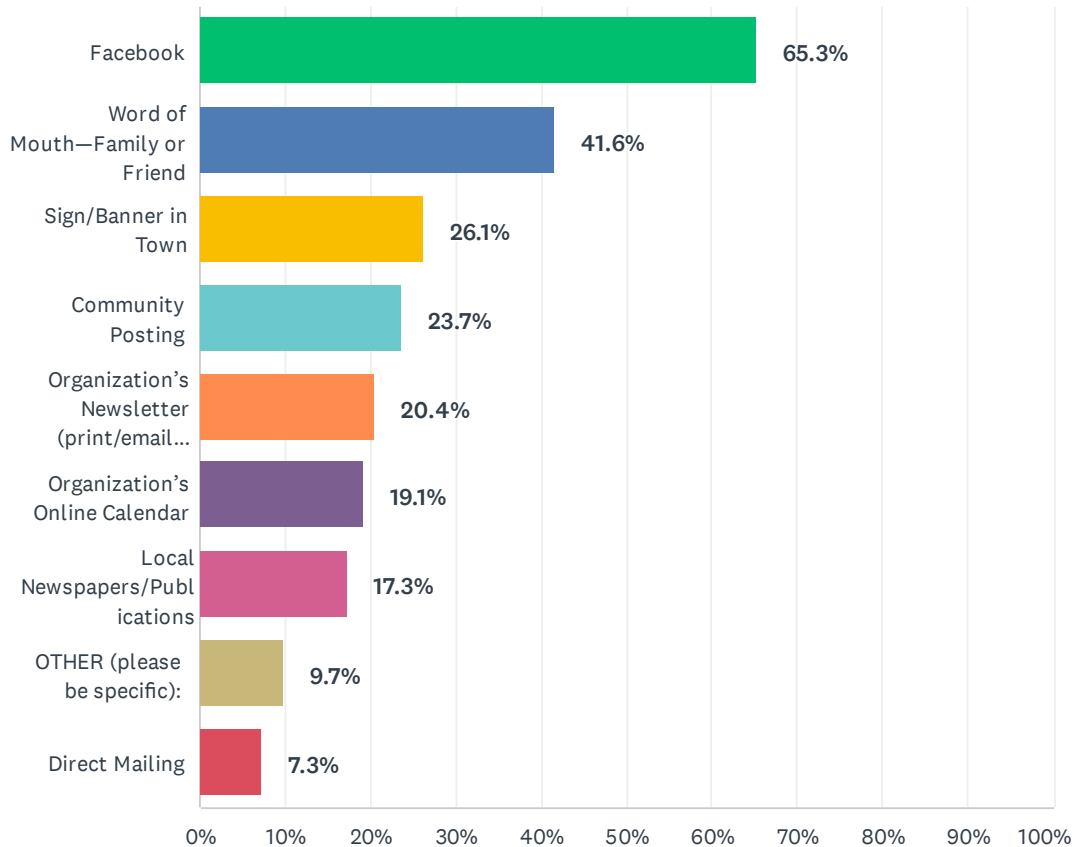
#	OTHER (PLEASE BE SPECIFIC):	DATE
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# AUBURN PUBLIC LIBRARY COMMUNITY SURVEY 2025

1	N/A	6/30/2025 1:04 PM
2	Email	6/30/2025 12:54 PM
3	Friends attended this Lisbrary	6/27/2025 2:58 PM
4	Email choice by category	6/27/2025 8:39 AM
5	communications from the Auburn Public Schools	6/23/2025 9:05 PM
6	Library Lobby or Entrance Boards/Stands	6/19/2025 2:18 PM
7	School	6/18/2025 2:28 PM
8	Email	6/17/2025 2:41 PM
9	Town website	6/14/2025 10:51 AM
10	Text messages are most preferred	6/14/2025 7:46 AM
11	Auburn News	6/7/2025 12:47 PM
12	school newsletters	6/6/2025 12:59 AM
13	Fishing	6/4/2025 10:28 AM
14	Text	6/2/2025 2:07 PM
15	On a website or FB page specifically and only for the Auburn Library.	6/2/2025 2:03 PM
16	Sometimes on the town FB pages, but honestly, I don't hear much about library activities	6/2/2025 1:41 PM
17	None	6/2/2025 11:40 AM

## Q13 How do you find out about Auburn community news and events? Check all that apply.

Answered: 329    Skipped: 52



ANSWER CHOICES	RESPONSES	
Facebook	65.3%	215
Word of Mouth—Family or Friend	41.6%	137
Sign/Banner in Town	26.1%	86
Community Posting	23.7%	78
Organization's Newsletter (print/email/online)	20.4%	67
Organization's Online Calendar	19.1%	63
Local Newspapers/Publications	17.3%	57
OTHER (please be specific):	9.7%	32
Direct Mailing	7.3%	24
Total Respondents: 329		

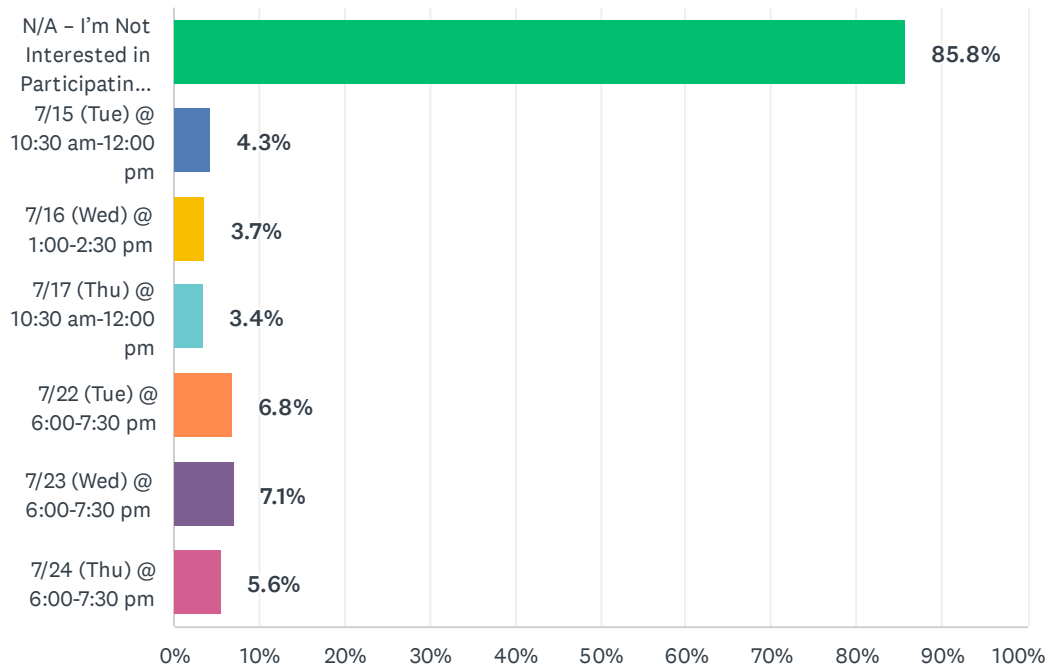
#	OTHER (PLEASE BE SPECIFIC):	DATE
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# AUBURN PUBLIC LIBRARY COMMUNITY SURVEY 2025

1	N/A	6/30/2025 1:04 PM
2	(Nothing selected on paper survey)	6/30/2025 12:58 PM
3	Not an Auburn resident	6/30/2025 12:39 PM
4	Firehouse marque/sign holder	6/30/2025 12:34 PM
5	Firehouse marquee/sign holder	6/30/2025 12:32 PM
6	TV	6/30/2025 12:22 PM
7	I don't live in Auburn, so I don't hear of community news	6/30/2025 12:14 PM
8	Na	6/27/2025 5:59 PM
9	communications from the Auburn Public Schools	6/23/2025 9:05 PM
10	Auburn push notifications, Auburn twitter (and I hope soon, BlueSky)	6/23/2025 8:53 PM
11	Go into the library	6/23/2025 1:03 PM
12	On site	6/21/2025 9:45 PM
13	School	6/18/2025 2:28 PM
14	Not on Facebook, so I miss a lot of news.	6/16/2025 3:57 PM
15	Auburn school newsletters	6/14/2025 7:39 AM
16	School newsletter	6/13/2025 11:41 PM
17	School email newsletter	6/13/2025 6:38 PM
18	Signs in library lobby	6/13/2025 3:25 PM
19	Email	6/11/2025 6:28 AM
20	Library website	6/10/2025 8:33 PM
21	Youtube	6/7/2025 11:36 PM
22	emails	6/7/2025 4:51 PM
23	Family	6/7/2025 10:32 AM
24	Auburnguide - <a href="https://www.auburnma.gov/">https://www.auburnma.gov/</a>	6/5/2025 5:49 PM
25	We have family in Auburn	6/4/2025 2:09 PM
26	Stock the pond	6/4/2025 10:28 AM
27	Instagram	6/2/2025 9:54 PM
28	Digital sign on library lawn	6/2/2025 8:28 PM
29	Email	6/2/2025 6:28 PM
30	Dont	6/2/2025 1:55 PM
31	Emails from auburn public school	6/2/2025 1:29 PM
32	Central Mass Kid's Calendar website	6/2/2025 11:44 AM

**Q15 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.**

Answered: 323 Skipped: 58



ANSWER CHOICES	RESPONSES	
N/A – I'm Not Interested in Participating in a Focus Group	85.8%	277
7/15 (Tue) @ 10:30 am-12:00 pm	4.3%	14
7/16 (Wed) @ 1:00-2:30 pm	3.7%	12
7/17 (Thu) @ 10:30 am-12:00 pm	3.4%	11
7/22 (Tue) @ 6:00-7:30 pm	6.8%	22
7/23 (Wed) @ 6:00-7:30 pm	7.1%	23
7/24 (Thu) @ 6:00-7:30 pm	5.6%	18
Total Respondents: 323		