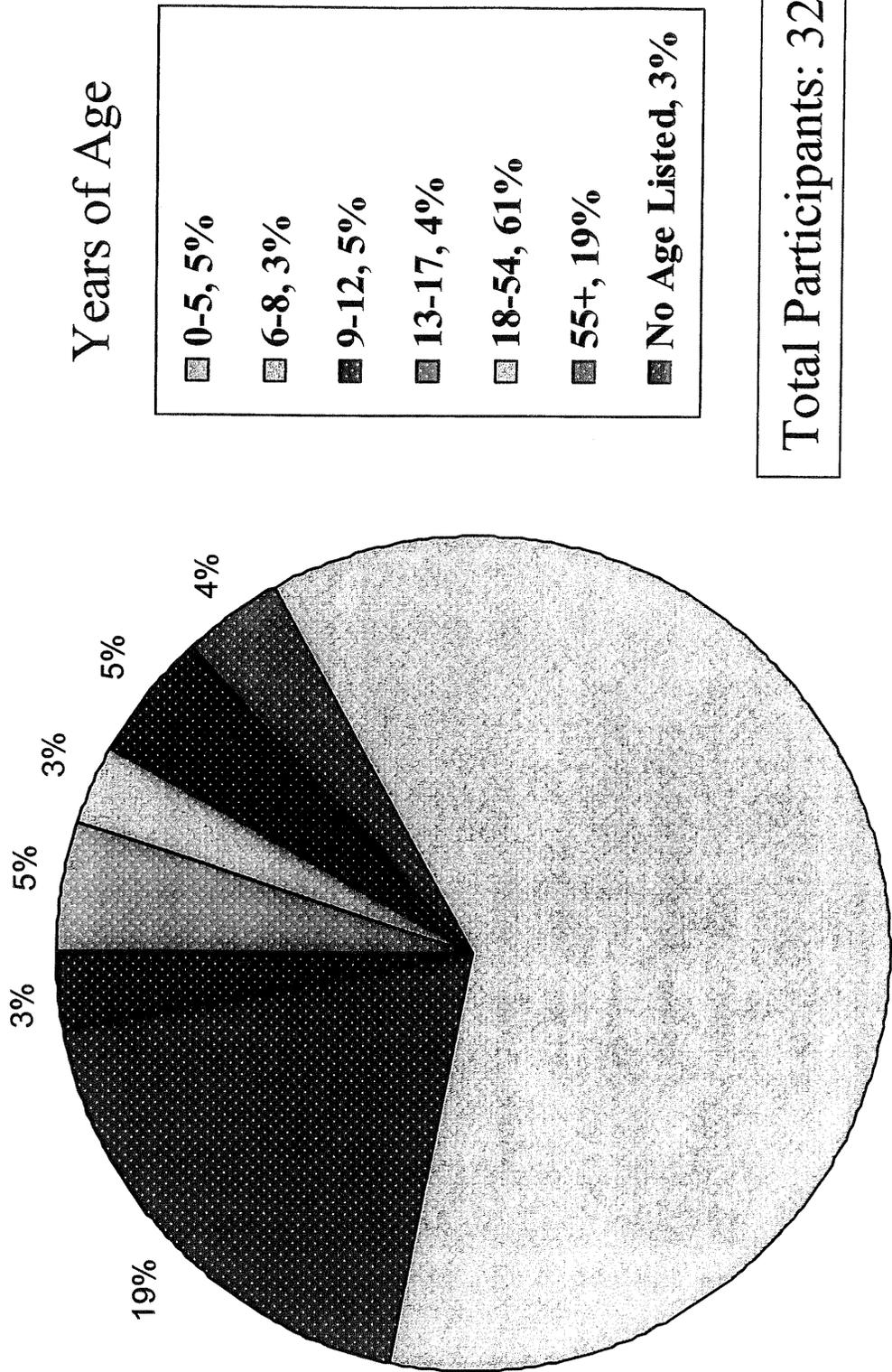


# Demographics of Survey Respondents:

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# Hamline Midway Library Survey

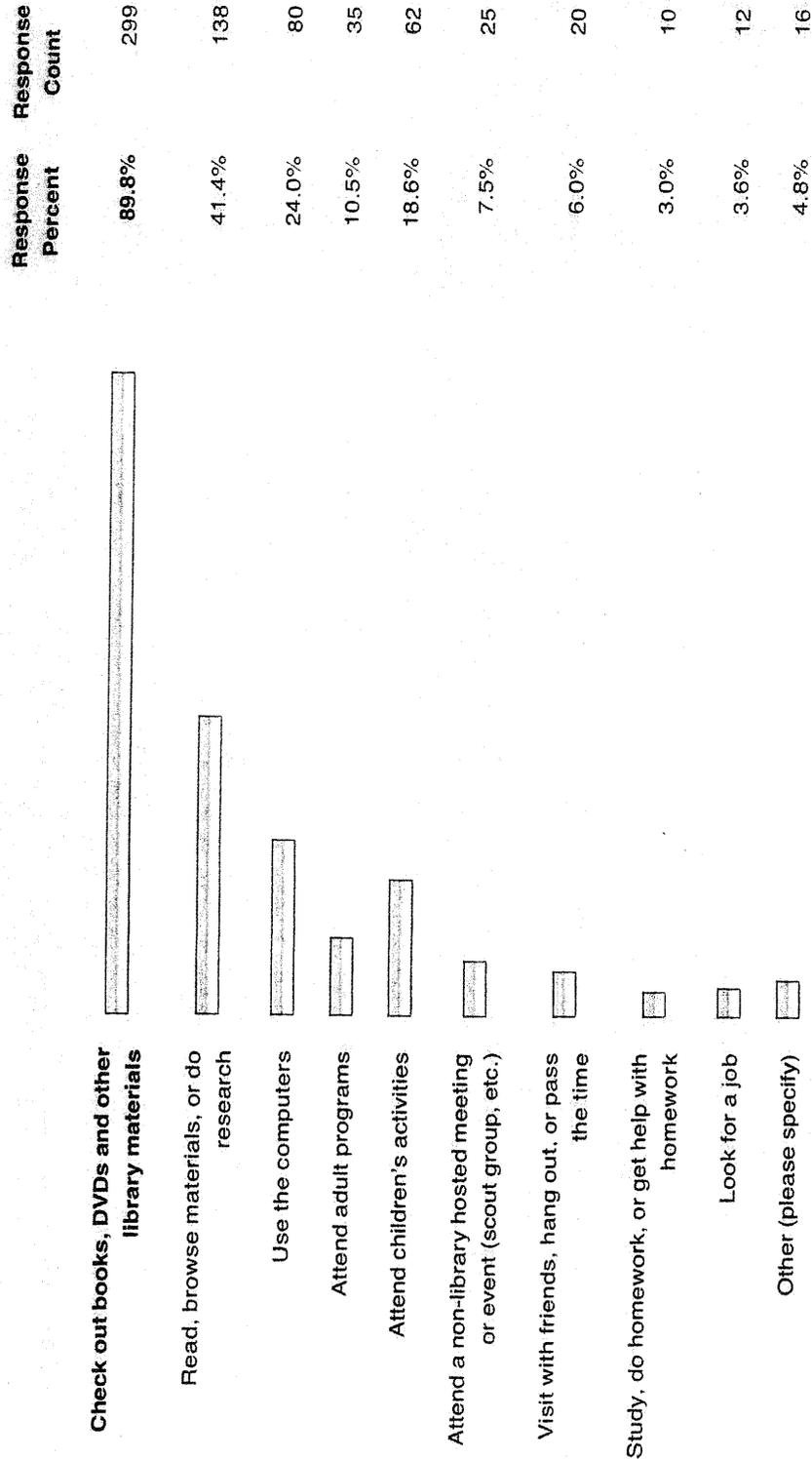
1. In a typical month, I visit the Hamline Midway Library (choose one):

	Response Percent	Response Count
Never	4.8%	16
1-2 times	30.8%	103
3-5 times	38.0%	127
6-9 times	13.5%	45
More than 10 times	12.9%	43
<i>answered question</i>		<b>334</b>
<i>skipped question</i>		<b>0</b>

2. To get to the Hamline Midway Library, I usually (choose one):

	Response Percent	Response Count
Drive	36.2%	121
Walk	52.1%	174
Ride a bike/skateboard	4.2%	14
Take the bus or use Metro Mobility	3.6%	12
Get a ride from someone	2.1%	7
Other (please specify)	1.8%	6
<i>answered question</i>		<b>334</b>
<i>skipped question</i>		<b>0</b>

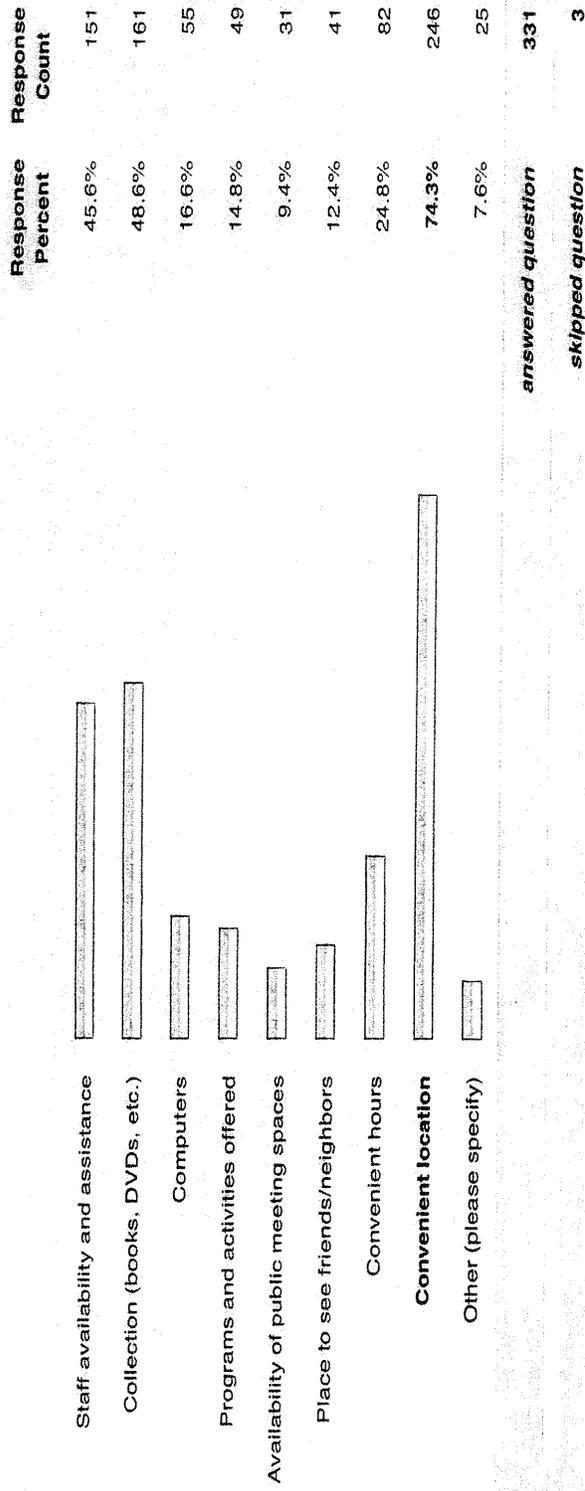
3. The main reasons I visit the Hamline Midway Library are to (choose up to three):



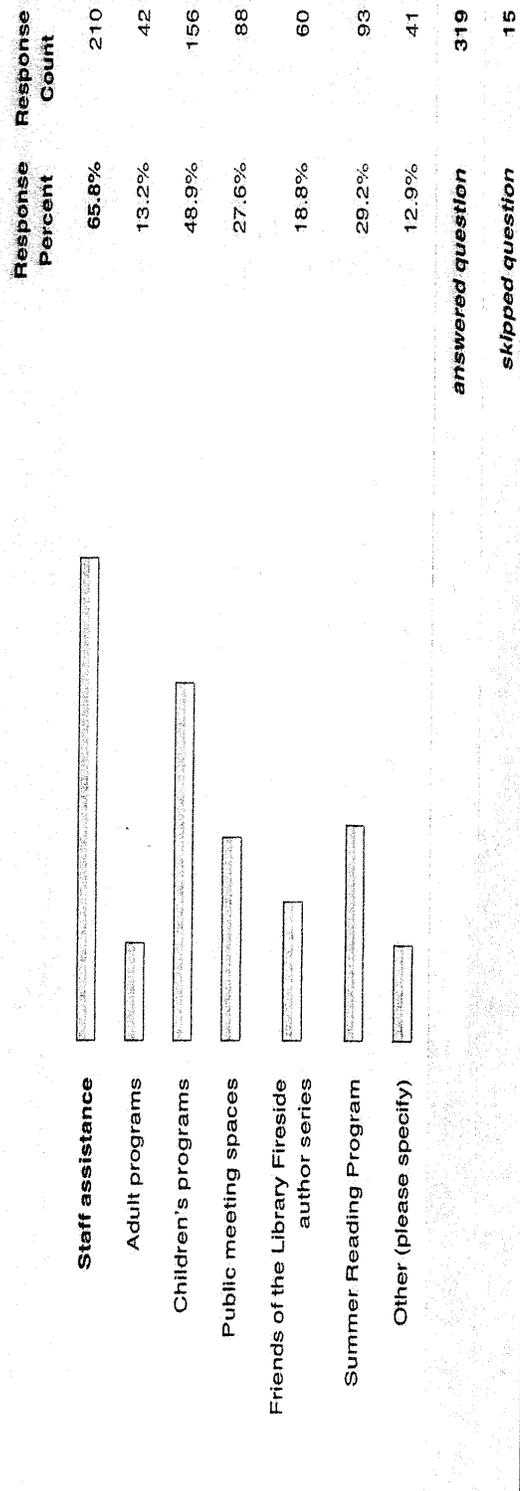
answered question 393

skipped question 1

4. What I like best about the Hamline Midway Library are (choose up to three):



5. The most important programs and services that the Hamline Midway Library offers are (choose up to three):



6. When I want to use a computer or access the internet, I usually (choose one):

	Response Percent	Response Count
Use a computer at home	59.0%	197
Use a computer at work or school	9.3%	31
Go to the library to use a computer	20.7%	69
Bring my own laptop to the library	0.9%	3
Go to some other place	1.2%	4
I don't use computers	9.0%	30
<i>answered question</i>		<b>334</b>
<i>skipped question</i>		<b>0</b>

7. What would most improve the Hamline Midway Library for me is (choose one):

	Response Percent	Response Count
Larger collection (books, DVDs, etc.)	37.1%	124
Easier to locate materials	0.9%	3
More staff assistance	2.1%	7
More programs and activities	4.8%	16
Better publicity so I know current activity/program offerings	8.1%	27
Better activity/meeting spaces	1.5%	5
Better children and teens spaces	8.4%	28
More computers	8.1%	27
Longer hours	17.7%	59
More parking	4.2%	14
Other (please specify)	7.2%	24
<i>answered question</i>		<b>334</b>
<i>skipped question</i>		<b>0</b>

8. If the Hamiline Midway Library could provide additional programs and services, I would most like (choose one):

	Response Percent	Response Count
Adult programs	15.9%	53
Teen programs	11.7%	39
<b>Children's programs</b>	<b>25.1%</b>	<b>84</b>
Job or business assistance and workshops	6.6%	22
Technology classes	10.5%	35
Help with adult literacy	2.7%	9
Arts/crafts programs	13.5%	45
Other (please specify)	14.1%	47
	<i>answered question</i>	<b>334</b>
	<i>skipped question</i>	<b>0</b>

9. If the Hamiline Midway Branch Library had a special collection, I would like it to focus on:

	Response Count
	162
<i>answered question</i>	<b>162</b>
<i>skipped question</i>	<b>172</b>

10. If the interior spaces of the Hamline Midway Library are improved, I would most like (choose one):

	Response Percent	Response Count
More friendly and colorful environment	27.3%	91
State-of-the-art auditorium/multipurpose room	13.2%	44
Improved small meeting room & meeting/gathering spaces	12.6%	42
<b>No changes</b>	<b>29.7%</b>	<b>99</b>
Other (please specify)	17.1%	57
	<i>answered question</i>	<b>333</b>
	<i>skipped question</i>	<b>1</b>

11. If the exterior grounds of the Hamline Midway Library are improved, I would most like (choose one):

	Response Percent	Response Count
More plants, shrubbery and/or trees	15.3%	51
More outdoor seating	14.4%	48
<b>A community plaza/patio</b>	<b>29.4%</b>	<b>98</b>
Public art	8.7%	29
Improved "Library" signage	5.4%	18
No changes	15.3%	51
Other (please specify)	11.4%	38
	<i>answered question</i>	<b>333</b>
	<i>skipped question</i>	<b>1</b>

# Respondents Ages 0-5 (15)

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- Number of Visits per Month: 3-9
- Main Reasons for Visits: Check out materials and attend children's activities
- Most Important Programs Are: Children's programs and Summer Reading Program
- Would like to see:
  - More children's programs
  - Better children's spaces
  - More friendly and colorful environment
  - Outdoor community plaza/patio

# Respondents Ages 6-8

(11)

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- Number of Visits per Month: 3-5
- Main Reasons for Visits: Check out materials and attend children's activities
- Most Important Programs Are: Children's programs and Summer Reading Program
- Would like to see:
  - More children's programs
  - Larger materials collection
  - More friendly and colorful environment/no changes to interior
  - More outdoor seating

# Respondents Ages 9-12 (15)

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- Number of Visits per Month: More than 10 times
- Main Reasons for Visits: Check out materials, read, browse, and do research
- Most Important Programs Are: Staff assistance and Summer Reading Programs
- Would like to see:
  - Larger materials collection
  - More arts/crafts programs
  - More friendly and colorful environment/no changes to interior
  - More plants, shrubbery, and/or trees

# Respondents Ages 13-17 (12)

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- Number of Visits per Month: 3-5 Times
- Main Reasons for Visits: Check out materials and use the computers
- Most Important Programs Are: Staff assistance and Summer Reading Programs
- Would like to see:
  - Better children's and teens spaces
  - More teen programs
  - More friendly and colorful environment
  - Outdoor community plaza/patio

# Respondents Ages 18-54 (201)

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- Number of Visits per Month: 1-5 Times
- Main Reasons for Visits: Check out materials, read, browse, and do research
- Most Important Programs Are: Staff assistance and children's programs
- Would like to see:
  - Larger materials collection
  - More children's programs
  - More friendly and colorful environment/no changes to interior
  - Outdoor community plaza/patio

# Respondents Age 55+ (63)

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- Number of Visits per Month: 1-5 Times
- Main Reasons for Visits: Check out materials, browse, do research, and use the computers
- Most Important Programs Are: Staff assistance
- Would like to see:
  - Adult Programming
  - No changes to interior of building
  - No changes to exterior of building/community plaza/patio



## Hamline Midway Library Survey Comments Section

The Hamline Midway Survey was set up so that respondents could also write in comments and suggestions regarding specific survey questions or individual concerns about the library not addressed in the survey. Below is a summary and recommendations of ideas expressed in the comments section.

### 1. Interior of the Library

As seen in the age group trends, it seems many people are torn between keeping the original feel and look of the building and brightening and updating the facilities. Here are some examples of respondent's opinions:

What I like Best About the Hamline Midway Library is: *"The library environment. Small and personal the style of the building and it's quaint charm."*

*"Please don't change the inherent architecture of the library. Please keep the wooden bookshelves in their original location, the plastered arches, the reading nook by the front bay window, and the fireplace and its current usability. Much more rotating art and historical exhibits would make the wall space lively and tastefully decorated. Please keep the lower level auditorium a vibrant place for community activities!"*

If the interior spaces of the Hamline Midway Library are improved, I would most like: *"More artwork - posters, paintings, photographs - all over upstairs and downstairs."*

*"Bring the library into the 21st century. Work with other public buildings to provide meeting spaces at hours people need them. Convert the small rooms downstairs to library/open space for collections."*

**Recommendations:** The library environment can be more friendly, art-full, and user-friendly without taking away from the original design of the building. Many people may be opposed to interior changes because they cannot imagine what improvements could look like or how they could be made to enhance the existing look and feel of the library. Once people see that plans to improve interior spaces will not destroy the original architecture or change the ambiance of the library, they will be more likely to have a positive outlook towards change.

### 2. Get To Know Your Library Services and Programs

Several respondents reported they would like more help learning about the services and programs the library offers, or do not know about existing services, such as the materials request option or the floating collection. A "Getting to Know Your Library" session or program would be an excellent way to guide people through the library system.

**Recommendations:** New library users should be given the appropriate orientation or resources to familiarize themselves with the library system. Current library users should be provided with continuing guidance as their understanding of the system grows and as the library adopts new programs and policies. Here are some ways these ideas could be implemented and addressed:



### New User Orientation

- Could be conducted one on one with a staff member, in a group session, or through a handout given when the new user receives his/her library card.
- Among other things, this orientation could include:
  - How to use interlibrary loan.
  - Volunteer opportunities at the library.
  - How to reserve rooms at the library for events and meetings.
  - Where to find out about community events.
  - Overview of library programs such as the Summer Reading Program, Arts and Crafts
  - How to suggest materials for the library to purchase.

### New Offerings or Improvements

- Post information on bulletin boards in the library

### 3. Self-Checkout

Many respondents reported they feel the self-checkouts are impersonal, do not promote a sense of community within the library, and actually affect the availability and helpfulness of staff. Here are some comments taken from the survey:

*"We have noticed that the librarians are less accessible now that the self-checkouts have been installed."*

*"I don't like the auto check out. One of the reasons my son and I loved the library was interaction with staff. I hate this new "self-service" society. The library should promote community."*

*"This library is important to our family. In fact, we like the fact that it is on the smaller size as far as libraries go. We use it more often than any other library. I'm not fond of the recent change to "self-check out." I find it very impersonal and detaches us from a face-to-face contact with a "real live librarian." I have fond memories of librarians giving their input on selections. I made as a child and teen. And them doling out new offerings that fell in line with what I was selecting at check out."*

**Recommendations:** Staff could encourage interaction by: welcoming all patrons when they enter the library, putting up a sign by the self-checkout reminding people, "Have a question? Ask a librarian!", addressing and helping people if they look overwhelmed or confused, etc.

### 4. Staff Assistance

The majority of respondents said they view staff assistance as something very important to their library experience. As seen in the comments regarding the self-checkouts, people view the library as a place that fosters community, which means the librarians need to be available to make people feel helped and welcomed. While there were several positive responses regarding staff, here are some suggestions from survey participants:

*"Enhanced staff selection shelf - favorites - novels, nonfiction, kids, etc."*

*"It would be nice if there were a librarian for kids - who got to know them and know what books they liked, that made the children's area an inviting and personable space. The staff is generally busy with circulation duties and more and more distant from the people using the library (-- Mom)"*

**Recommendations:** Patrons not only want to interact with staff, but look to librarians as valuable resources regarding the library. Staff should be available and prepared to answer questions varying from book or movie selection, volunteering, or events coming up at the library or surrounding community.

Staff could create lists of "Staff Favorites" or "Prizewinning Children's Books," collect the books on these lists, and put the collection on prominent display in the library.