

Of North Branford people, 89% use Northford "never or almost never", or no answer

Of Northford people, 86% use N. Branford "never or almost never" or no answer. (16% N.A.)

(N)th Branford people use another town's library, 19% do so because of better subjects/materials, 10% convenience, 9% location, 7% hours, 4% programs, 21% NA

(N)th Branford people use another town's library, 53% for better selection, 32% convenience, 27% hours, 9% locat, 2% programs,

Reasons given by North Branford people for using another library:

Better materials selection:	62%
Convenience:	13%
Location:	11%
Hours:	9%
Programs:	5%

Reasons given by Northford people for using another library:

Better materials selection:	43%
Convenience:	26%
Hours:	22%
Location:	8%
Programs:	2%

MATERIALS -	105*	* - things we can control (somewhat)
CONVENIENCE -	39	
HOURS -	31*	
LOCATION -	19	
PROGRAMS -	7*	

TRANSPORTATION

North Branford

car	84%
walk	9%
car + walk	6%
bike	less than 1%

Northford

car	94%
car + walk	4%
no answer	2%

USE ANOTHER LIBRARY

<u>North Branford</u>	- 71%
<u>Northford</u>	- 74%

OPINIONS ON CENTRALIZED LIBRARY + ITS USE :

North Branford

Regular library users (once a month or more) :

Centralize : YES NO UND.
43% 38% 16%

NO OP. N.A.
1% 1%

Use if centralized : MORE LESS SAME
27% 27% 45%
N.A.
1%

Others (less than once/month) :

Centralize : YES NO UND.
44% 25% 23%

NO OP. N.A.
6% 2%

Use if centralized : MORE LESS SAME
34% 10% 46%
N.A.
9%

WHAT PEOPLE WOULD LIKE TO SEE IN A NEW LIBRARY (i.e., what is lacking in ours)

North Branford - ^{once/month or more} regular users

- More reference + research - 73
- Better parking — 60
- Expanded children's area + programs - 47
- More recreational books - 39
- Private reading areas — 29
- Meeting facilities — 27
- More records + films - 24
- More magazines + newspapers - 23
- Better interior atmosphere, physical surroundings - 14
- Other 7

North Branford - ^{less than} once/month

- More reference + research - 43
- Expanded children's area + programs - 36
- Better parking — 26
- Private reading areas — 17
- Meeting facilities — 15
- More recreational books — 13
- More records + films — 10
- More magazines + newspapers - 5
- Better interior atmosphere, physical surroundings - 3
- Other — 3

North Branford - once/month or more

- More reference + research - 43
- Expanded children's area + programs - 40
- Better parking — 34
- Private reading areas — 22
- Meeting facilities — 21
- More recreational books — 15
- More records + films — 8
- More magazines + newspapers — 6
- Better interior atmosphere + physical surroundings - 5
- Other — 4

YES	NO	VND	WGR	N.A.
20	27	17	3	2
29%	39%	25%	4%	3%
<hr/>				
MORE	LESS	SAME	NA	
18	11	35	1	6
27%	17%	53%	3%	

ATWATER

Reference + research	197	23%	116
Parking	146	1%	86
Children's	134	10%	83
Recreational books	81	10%	52
Private reading areas	84	9%	46
Meeting facilities	75	2%	42
Records + films	44	7%	34
Magazines + newspapers	41	5%	28
Atmosphere + surroundings	26	3%	17
Other	16	2%	10
			<hr/> 514

Northford - less than once/mo.

More reference + research	38
Better parking	26
Private reading areas	16
MORE RECREATIONAL BOOKS	14
Meeting facilities	12
Expanded children's area and programs	11
More magazines + newspapers	7
Better interior atmosphere + physical surroundings	4
More records + films	2
Other	2

SMITH

Reference + research	81	25%
Parking	60	18%
Children's	51	15%
Private reading areas	38	12%
Meeting facilities	33	10%
Recreational books	29	9%
Magazines + newspapers	13	4%
Records + films	10	3%
Atmosphere + surroundings	9	3%
Other	6	2%
	<hr/> 330	

Northford

Regular Library users (once a month or more):

Centralize: $\frac{\text{YES}}{22\%}$ $\frac{\text{NO}}{57\%}$ $\frac{\text{UND.}}{21\%}$
 $\frac{\text{NO OP.}}{1\%}$

Use if centralized: $\frac{\text{MORE}}{17\%}$ $\frac{\text{LESS}}{41\%}$ $\frac{\text{SAME}}{37\%}$
 $\frac{\text{N.A.}}{6\%}$

Others (less than once/month):

Centralize: $\frac{\text{YES}}{29\%}$ $\frac{\text{NO}}{39\%}$ $\frac{\text{UND.}}{25\%}$
 $\frac{\text{NO OP.}}{4\%}$ $\frac{\text{N.A.}}{3\%}$

Use if centralized: $\frac{\text{MORE}}{27\%}$ $\frac{\text{LESS}}{17\%}$ $\frac{\text{SAME}}{53\%}$
 $\frac{\text{N.A.}}{3\%}$

YES	NO	UND	NOOP	N.A.
20	27	17	3	2
29%	39%	25%	4%	3%
				69

MORE	LESS	SAME	NA
18	11	35	2
27%	17%	53%	3%
			66

2-160
1-

1976 SURVEY

All questions
except as
noted 9 = NO ANS

North Branford Library Survey

- Col 1 1. AGE - () ¹ 16-20 () ² 21-29 () ³ 30-39 () ⁴ 40-49 () ⁵ 50-59
() ⁶ 60 and over
- Col 2 2. SEX (¹) Female (²) Male
- Col 3 3. OCCUPATION (¹) Professional technical (²) Managers, proprietors,
foremen (³) Clerical (⁴) Sales workers (⁵) Craftsmen
NO ANS =
(⁶) Operators (⁷) Service workers (⁶) Student
L
(⁹) Housewife (⁰) Retired.
- Col 4 4. EDUCATION (¹) eighth grade (²) some high school (³) high school
(⁴) some college (⁵) college graduate (⁶) post
graduate.
- Col 5 5. RESIDENCE (¹) North Branford (²) Northford.
- Col 6 6. How often do you use the North Branford Library?
(¹) once a week or more (²) 2-3 times a month
(³) once a month (⁴) 3 - 10 times a year
(⁵) once or twice a year (⁶) almost never (⁷) never.
- Col 7 7. How often do you use the Northford Library?
(¹) once a week or more (²) 2 - 3 times a month
(³) once a month (⁴) 3 10 times a year
(⁵) once or twice a year (⁶) almost never (⁷) never.
- Col 8 8. How do you get to the Library ?
(¹) car (²) public transportation (³) walk.
- Col 9 9. What do you use the library for? Check as many as apply in the following.
13
(¹) to borrow books (²) to borrow records (³) to
ask for information (⁴) to find information (⁵) to
read newspapers and magazines.

Cal 14
15
Cal 16
20
Cal 20
Cal 22
Cal 23
Cal 24
25
26
Cal 27-36
Cal 38

10. What other library do you use?

- (1) Branford (2) Wallingford (3) East Haven
(4) North Haven (5) Other _____

11. Why do you use another library?

- (1) Location (2) Convenience (near shopping etc.)
(3) Better selection or availability of materials (4) Hours
(5) Special programs - adult or children (underline one).

12. Do you feel that North Branford should expand the two present libraries?

- (1) yes (2) No (3) Undecided (4) No opinion.

If yes, Why? _____

13. Do you feel that North Branford needs a centralized library?

- (1) Yes (2) No (3) Undecided (4) No opinion.

14. If a centralized library were built, where should it be located?

- (1) Route 80. (2) Totoket Valley Park area.
(3) Other _____

15. What is your major objection to a centralized library?

- (1) Cost (2) Location (to far to travel)
(3) Existing libraries adequate (4) Other _____

16. If a centralized library were built, what would you like to see included?

- (1) More recreational books (2) More reference and research material
(3) More records and films (4) More magazines and newspapers
(5) Private reading areas (6) Expanded children's area and programs
(7) Meeting facilities (8) Better parking
(9) Interior atmosphere or physical surroundings (10) Other

17. If a centralized library were built would you use it?

- (1) more (2) less (3) the same.

Sex

Readiness

F M NC

174

125 42 = 167 7

Use 1st library = 45

100

1	2	3	4	5	6	7
4	10	6	9	16	28	8

24 no

Use 2nd library = 158

1	2	3	4	5	6	7
18	50	25	44	11	7	9

2 no answers

car

walk + car

4 no answers

171

7

other library

= 128

1	2	3	4	5
14	16	0	48	50
$\frac{67}{81}$	$\frac{2}{18}$	$\frac{5}{5}$	$\frac{6}{54}$	$\frac{84}{134}$

no 5 answers

$\frac{78}{125}$

why

159

1	2	3	4	5	NA
12	41	68	35	3	70
14	17	81	12	7	105
26	58	149	47	10	175

Northford

expand

6/24/11

1	2	3	4	NA
55	81	59	12	7
$\frac{51}{86}$	$\frac{90}{171}$	$\frac{62}{101}$	$\frac{16}{28}$	$\frac{17}{24}$

centralize

1	2	3	4	NA
43	87	39	4	2
$\frac{103}{146}$	$\frac{76}{163}$	$\frac{44}{83}$	$\frac{8}{12}$	$\frac{4}{6}$

white

1	2	3	no answer
12	92	22	49
$\frac{86}{98}$	$\frac{87}{179}$	$\frac{28}{50}$	$\frac{44}{93}$

obj

1	2	3	4	no answer
95	85	59	9	29
$\frac{94}{169}$	$\frac{76}{161}$	$\frac{47}{106}$	$\frac{25}{34}$	$\frac{82}{111}$

use it

1	2	3	NA
36	54	74	8
$\frac{70}{106}$	$\frac{47}{101}$	$\frac{107}{181}$	$\frac{11}{19}$

North Byfield

Set Residence

F M NC

230

178 55 = 233 4

Use NB Library Col. 6 = 201

1	2	3	4	5	6	7	NA
38	59	37	50	17	22	11	1

= 27

1	2	3	4	5	6	7	NA
1	4	5	3	14	18	187	7

Car	walk + car	walk	NA	bike
198.	15	21	0	1

Other Library = 164

1	2	3	4	5	NA
67	2	5	6	84	78

Why - 131 -

1	2	3	4	5	NA
14	17	81	12	7	105

Expansion

1	2	3	4	NA
51	90	62	16	17

Composed by

NO.

No. answers

1/1/12

1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31	32	33	34	35	36
37	38	39	40	41	42	43	44	45	46	47	48
49	50	51	52	53	54	55	56	57	58	59	60
61	62	63	64	65	66	67	68	69	70	71	72
73	74	75	76	77	78	79	80	81	82	83	84
85	86	87	88	89	90	91	92	93	94	95	96
97	98	99	100	101	102	103	104	105	106	107	108
109	110	111	112	113	114	115	116	117	118	119	120

North Branford

Central

1	2	3	4	NA
103	76	44	8	4

Location

1	2	3	NA
86	87	28	44

Central

1	2	3	4	NA
94	76	47	25	82

use it

1	2	3	NA
86	47	103	XX
70	47	107	11

① What libraries used

② Reasons

③ Be careful of question 14

④ Talk to those who never use libraries + if use others

⑤

174
236?
410

North Branford Library Survey

The North Branford Library system at present, consists of two libraries, the Charles Atwater Library in North Branford and the Edward Smith Library in Northford. At present there are 34,864 volumes in the system as well as 105 magazines and newspapers. 20,352 of these books and sixty of the magazines and newspapers are at Atwater and 14,512 books and 45 magazines are at Smith. As a result, only half of the circulation is available at any given time to the townspeople at one location.

The Board of Library Directors and the Library Associates - Friends of the Library, are in favor of one centralized library, rather than expansion of existing libraries. Expansion possibilities are limited and would be expensive. The cost of maintaining and running one library would be less than the cost of operating two libraries with duplication and transfer of materials and personnel. There is a fact sheet available explaining these differences. Ask for a copy from the librarian.

The survey attached is to determine what the people of North Branford want from their library system and how best to meet their needs.

Thank you for your cooperation.

North Branford Library Associates-
Friends of Library

NB 15 ya + exp. tend
1978

WHY A CENTRAL LIBRARY?

Format of presentation by
 Library Board March 21, 1977
 North Branford Hall 8 p.m.
 Duration approximately 1½ hours

about 20 minutes
 I. Status of North Branford Library System
 Background on two libraries, kind of collection, capacity of buildings, budget, personnel, bookmobile, advantages and disadvantages in present library service.
Leanne

6 minutes a piece
3 wrap 20 minutes
 II. Future of library service in North Branford as viewed by Library Board

gone A. Reasons for planning to build a central library
Lindsay B. Fate of existing libraries and bookmobile
gone? C. Improvements anticipated in library service
pink

20 minutes *10 Building Com.* *10 Library Associates*
 III. Report of Building Committee

- A. Sites being considered as possible locations of central library
- B. Design--style in general, capacity, number of rooms or description of areas to be included, architects being considered or the plan chosen
- C. Costs of construction and operation and effect on tax rate

IV. 20 minutes
 Audience questions

LIKE TO SEE IN NEW LIB.

North Branford - regular users (1-3)

1	2	3	4	5	6	7	8	9	10
 39	 73	 24	 23	 29	 47	 27	 60	 14	 7 11 23

North Branford - others (4-7)

1	2	3	4	5	6	7	8	9	10
 13	 43	 10	 5	 17	 36	 15	 26	 3	 3 11 19

NORTH BRANFORD
REGULAR LIBRARY USERS (once/month or more)

138

Centralized lib?

1 YES	2 NO	3 UNDECIDED	4 NO OP.
 	 	 	 1%
60	52	22	2
43%	38%	16%	NA
			2 1%

Use?

1 MORE	2 LESS	3 SAME	NA
37	37	62	2
27%	27%	45%	1%

NORTHFORD
REGULAR LIBRARY USERS

106

Centralize?

1 YES	2 NO	3 UNDECIDED	4 NO OP.	NA
23	60	22	1	
22%	57%	21%	1%	

Use?

1 MORE	2 LESS	3 SAME	NA
18	43	39	6
17%	41%	37%	6%

244 TOTALS

Centralize:	YES 34%	NO 46%	UND. 18%	NO OP. 1%	N.A. 1%
Use:	MORE 23%	LESS 33%	SAME 41%	N.A. 3%	

NORTH BRANFORD LIBRARY SYSTEM

ROBERT A. MARTIN • director - head librarian

LIKE TO SEE IN NEW LIBRARY:

Northford — regular users (1-3)

1	2	3	4	5	6	7	8	9	10
15	43	8	6	22	40	21	34	5	4
									23

Northford others (4-7)

1	2	3	4	5	6	7	8	9	10
14	38	2	7	16	11	12	26	4	2
									20