



University of
New Hampshire

The Survey Center

MOULTONBOROUGH PUBLIC LIBRARY

Moultonborough Public Library Survey - 2024

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The University of New Hampshire Survey Center
The UNH Survey Center is an independent, non-partisan
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Our senior staff have over 50 years experience in
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Executive Summary

The University of New Hampshire Survey Center conducted a survey of Moultonborough residents on behalf of the Moultonborough Public Library to better understand needs of the local community. Survey invitations were sent via a postcard to all Moultonborough households containing a URL link as well as a QR code to complete the survey online.

Overall, four hundred forty-four (444) participants completed the survey between June 30 and August 30, 2024. The following figures display survey results including any demographic differences. Detailed tabular results may be found in Appendix A, Appendix B contains open-ended responses, and Appendix C contains the survey instrument. Due to rounding, percentages may not sum to 100%.

Key Findings

Demographics

Seven in ten respondents are full-time residents of Moultonborough, while about a quarter are seasonal residents. Most respondents are women, have at least a college degree, are aged 65 or older, and are retired or not working.

Leisure Activities & Community Events

When asked what they do for fun, more than two-thirds of respondents indicate that they enjoy reading, lake activities, family time, and miscellaneous outdoor activities. Less than a quarter say that they participate in art, music, writing, or gaming activities for fun. More than a third of respondents wish that there were more community events or learning activities in Moultonborough centered around education or lifelong learning, nature and gardening, health and wellness, authors and books, and arts and crafts.

Nearly half of respondents say that they participate in community groups in the Lakes Region, particularly those aged 75 and older. Space, participation, and attendance are most often mentioned by these respondents as challenges their community groups face. Among all respondents, conflicting priorities, a lack of time, a lack of available activities, and a lack of relevant topics are cited most often as barriers to their participation in activities and community events. Respondents most often report finding out about Moultonborough services, events, and local news through the town or library newsletter, word of mouth, town websites, and Facebook.

Access

Two-thirds of respondents say that they always have access to quality, high-speed internet while only a very small number say that they sometimes or rarely do. Most also say they have access to a private, free space for calls or meetings in their home or elsewhere.

Values & Feelings Towards Moultonborough

The vast majority of respondents feel it is important for the Moultonborough Public Library to model literacy and learning in all forms, curiosity and innovation, intellectual freedom, unfettered access to a broad range of information, preservation of Moultonborough history, privacy and confidentiality, building community, and sustainability, while a slightly smaller proportion feel it is important for the library to model diversity, equity, and inclusion. When asked what they like best about Moultonborough, respondents most often cite it being quiet or rural, the weather or environment, and the beauty of the town.

Overdevelopment and gentrification, housing or affordable housing, taxes and spending, and a lack of community center or downtown are most often mentioned by respondents as what they feel is the most important problem facing the town.

Moultonborough Public Library Card

Nine in ten respondents have a current Moultonborough Public Library card while one in twenty have never had one. Those without a current card most often say this is because they don't feel that they need the library's services, they are not familiar with the library, or do not have enough time. Among respondents who are not residents of Moultonborough, nearly half say that they would be unwilling to pay any amount for membership to the library if the library were to start charging an annual fee for non-residents.

Use of Moultonborough Public Library

Among those who have a current Moultonborough Public Library card, three in ten say they attend the library once a week or more while one-third say they attend a few times a year or less often. Respondents aged 75 and older are more likely than others to report using the library once a week or more often. A quarter of respondents use digital resources from the Moultonborough Public Library once a week or more often, but three in eight say that they never do so. Among services offered by the Moultonborough Public Library, three-quarters of respondents have borrowed books, movies, or other media at some point, while majorities have also used library programs, Interlibrary loan, museum passes, online access to ebooks and audiobooks, and printing, public computers, or wifi. Few have used Little Free Libraries around Moultonborough, notary services, special collections rooms and genealogy resources, or have borrowed unique items from the Moultonborough Public Library. Majorities of those who have never heard of museum passes, notary service, online access to media, and library programs at Moultonborough Public Library say they would be interested in using these services if they were more familiar with them.

New Initiatives at Moultonborough Public Library

Respondents most often mention literary groups or events, artistic or music events or programs, and crafting classes as things they have heard about or seen at other libraries that they would like to see done at Moultonborough Public Library. When presented with various possible new services, initiatives, or programs that could be enacted by the Moultonborough Public Library, a majority of respondents ranked opportunities to attend live music, theater, or other arts events among their top three choices, followed by a homebound delivery service, outdoor group activities for adults, a Seed Library or Community Garden, and access to emerging technologies. More than half of residents would not be interested in books or programs in languages other than English.

Overall Assessment of Moultonborough Public Library

Respondents are overwhelmingly positive in their assessment of the Moultonborough Public Library; three-quarters rate the library as very good while nearly all the rest rate it as good. When asked to rate individual elements of the library, respondents were most positive about the library's children's programming, printing, copying, scanning, and faxing services, facilities and grounds, customer care, accessibility, Interlibrary loan services, reference services, public computers and wifi access, and museum passes. When asked what they value most about the library, respondents most often mention the staff or customer service, the books or catalog, and the children's programs or services. When asked what they think could improve the library, respondents most often mention new or more programs or events, longer hours, or an improved digital services or website.