

The University of New Hampshire Survey Center

The UNH Survey Center is an independent, non-partisan academic survey research organization and division of the UNH College of Liberal Arts.

The Survey Center conducts telephone, mail, web, and intercept surveys, as well as focus groups and other qualitative research for university researchers, government agencies, public non-profit organizations, private businesses and media clients.

Our senior staff have over 50 years experience in designing and conducting custom research on a broad range of political, social, health care, and other public policy issues.

Dr. Andrew E. Smith, Director UNH Survey Center 9 Madbury Road, Suite 402 Durham, New Hampshire 03824 603-862-2226 Andrew.Smith@unh.edu

Table of Contents

| Executive Summary | |
|---|-----|
| Key Findings | |
| Demographics | |
| | |
| Leisure Activities & Community Events | |
| Access | 16 |
| Values & Feelings Towards Moultonborough | 18 |
| Moultonborough Public Library Card | 21 |
| Use of Moultonborough Public Library | 23 |
| New Initiatives at Moultonborough Public Library | 30 |
| Overall Assessment of Moultonborough Public Library | 35 |
| Appendix A: Detailed Tabular Results | 41 |
| Appendix B: Open-ended Responses | 170 |
| Appendix C: Survey Instrument | 230 |

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.

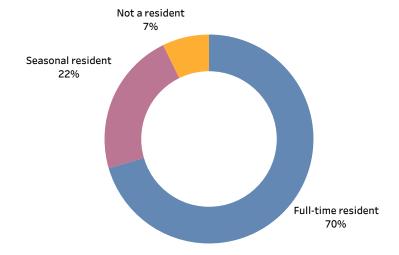
Overall Assessment of Moultonborough Public Library

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.

Demographics

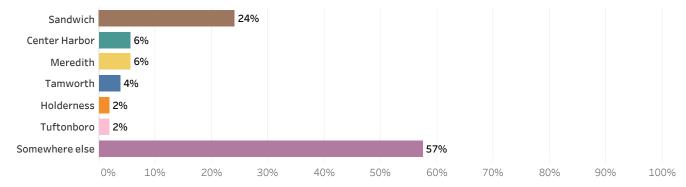
Seven in ten respondents (70%) describe themselves as full-time residents of Moultonborough, 22% say that they are seasonal residents, and 7% are not residents of Moultonborough.

Figure 1: Which of the following best describes you? - September 2024



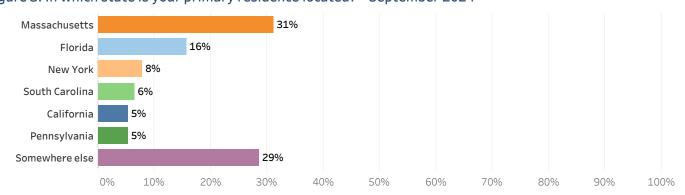
Among respondents who are seasonal residents of Moultonborough or are not residents (N=131), 41% live in New Hampshire. Of those, 24% live in Sandwich, while less than 10% each live in Center Harbor (6%), Meredith (6%), Tamworth (4%), Holderness (2%), or Tuftonboro (2%). More than half (57%) live elsewhere in New Hampshire.

Figure 2: In which town is your primary residence located? - September 2024



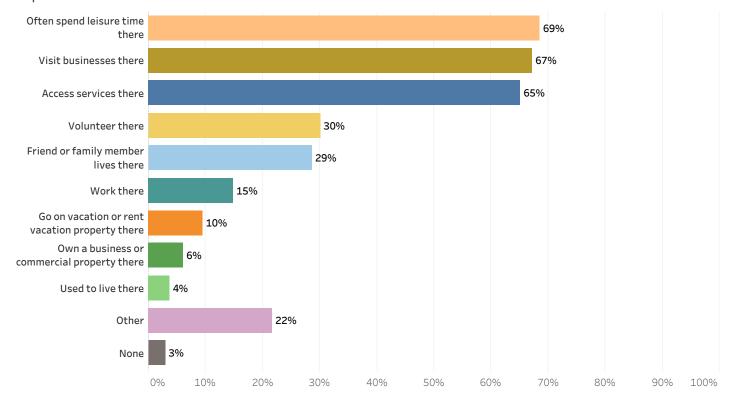
Fifty-nine percent of respondents who are seasonal residents of Moultonborough or are not residents live outside of New Hampshire. Of those, 31% live in Massachusetts, 16% live in Florida, 8% live in New York, 6% live in South Carolina, and 5% each live in California or Pennsylvania. Twenty-nine percent of these respondents live somewhere else outside of New Hampshire.

Figure 3: In which state is your primary residence located? - September 2024



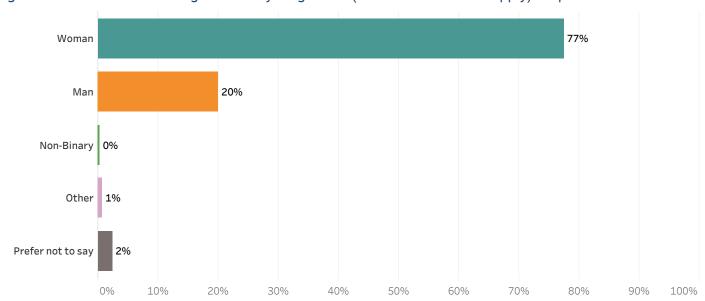
About two-thirds of respondents say that they often spend leisure time in Moultonborough (69%), visit businesses in Moultonborough (67%), or access services in Moultonborough (65%). Just under one-third volunteer in Moultonborough (30%) or say that a friend of family member lives there (29%), while fewer respondents say that they work in Moultonborough (15%), go on vacation or rent vacation property in Moultonborough (10%), own a business or commercial property in Moultonborough (6%), or used to live in Moultonborough (4%). Twenty-two percent of respondents say that they have another connection to Moultonborough while 3% say they have no connection.

Figure 4: Which of the following connections to Moultonborough apply to you? (Please select all that apply) - September 2024



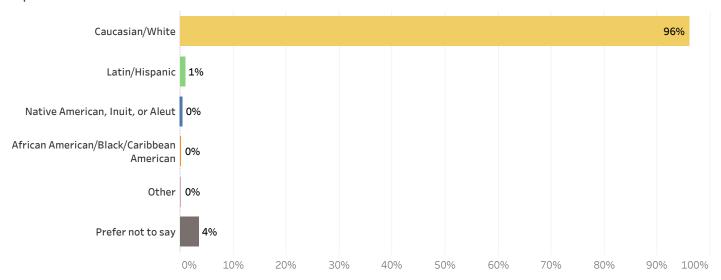
More than three-quarters (77%) of respondents describe themselves as a woman, 20% describe themselves as a man, less than 1% describe themselves as non-binary, 1% describe themselves in another way, and 2% prefer not to say.

Figure 5: Which of the following describes your gender? (Please select all that apply) - September 2024



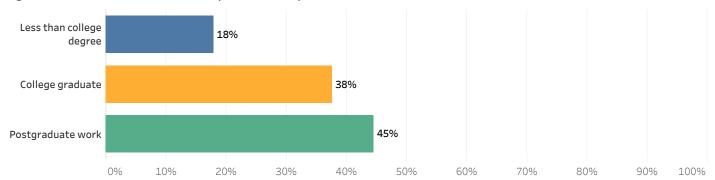
Ninety-six percent of respondents identify as Caucasian or White, 1% identify as Latin or Hispanic, less than 1% each identify as Native American, Inuit, or Aleut, African American, Black, or Caribbean American, or something else. Four percent of respondents prefer not to say with which ethnic or racial groups they identify.

Figure 6: With which of the following ethnic or racial groups do you identify? (Please select all that apply) - September 2024



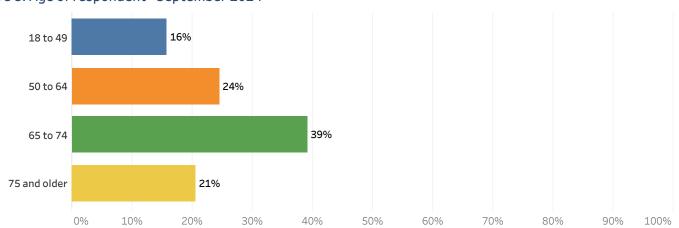
Eighteen percent of respondents do not have a college degree, 38% are college graduates, and 45% have completed postgraduate work.

Figure 7: Level of education of respondent - September 2024



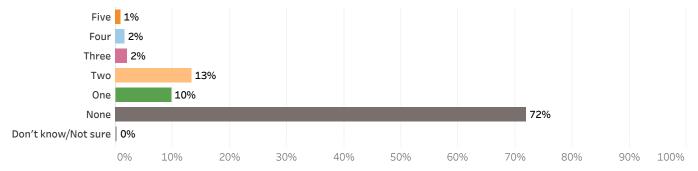
Sixteen percent of respondents are aged 18 to 49, 24% are aged 50 to 64, 39% are aged 65 to 74, and 21% are 75 or older.

Figure 8: Age of respondent - September 2024



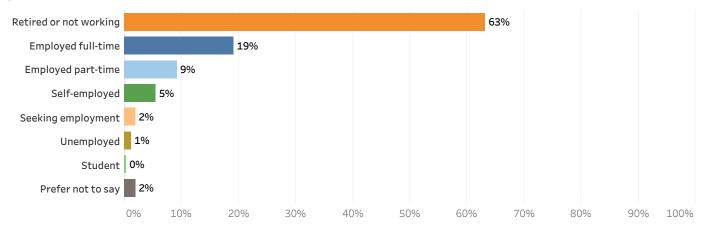
One percent of respondents say that there are five children in their household, 2% each have four or three children in their household, 13% have two children in their household, 10% have one child in their household, and 72% have no children in their household.

Figure 9: Including yourself, how many of the persons who currently live in your household are under 18 years of age, including babies and small children? - September 2024



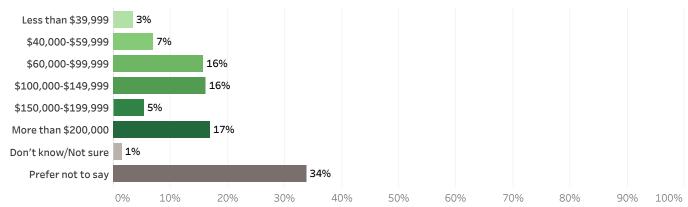
A majority (63%) of respondents are retired or not working, 19% are employed full-time, 9% are employed part-time, 5% are self-employed, 2% are seeking employment, 1% are unemployed, less than 1% are students, and 2% prefer not to say.

Figure 10: Which of the following describes your current employment status? (Please select all that apply) - September 2024



Only 3% of respondents have an annual household income of less than \$39,999, 7% have a household income between \$40,000 and \$59,999, 16% each have a household income between \$60,000 and \$99,999 or between \$100,000 and \$149,999, 5% have a household income between \$150,000 and \$199,999, and 17% have a household income of more than \$200,000. One percent of respondents don't know or are unsure of their household income while 34% prefer not to say.

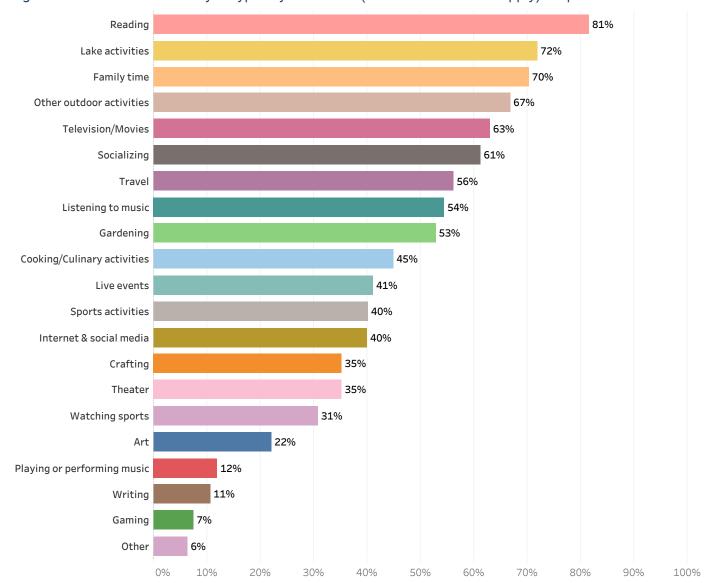
Figure 11: How much total income did you and your household receive in 2023, not just from wages or salaries but from all sources, that is, before taxes and other deductions were made? - September 2024



Leisure Activities & Community Events

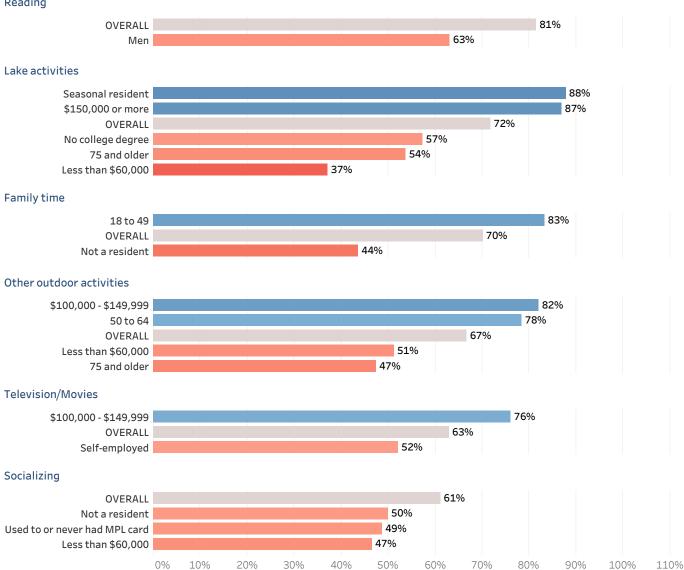
Eighty-one percent of respondents say that they typically read for fun, 72% participate in lake activities, 70% participate in family time, and 67% engage in miscellaneous outdoor activities. Smaller majorities of respondents say that they typically watch television or movies (63%), socialize (61%), travel (56%), listen to music (54%), or garden (53%) for fun. Less than half of respondents participate in cooking/culinary activities (45%), attend live events (41%), participate in sports activities (40%), use the internet or social media (40%), do crafting (35%), attend the theater (35%), watch sports (31%), or engage in art activities (22%) for fun, while less than 15% play or perform music (12%), write (11%), engage in gaming (7%), or do something else (6%) for fun.

Figure 12a: What activities do you typically do for fun? (Please select all that apply) - September 2024



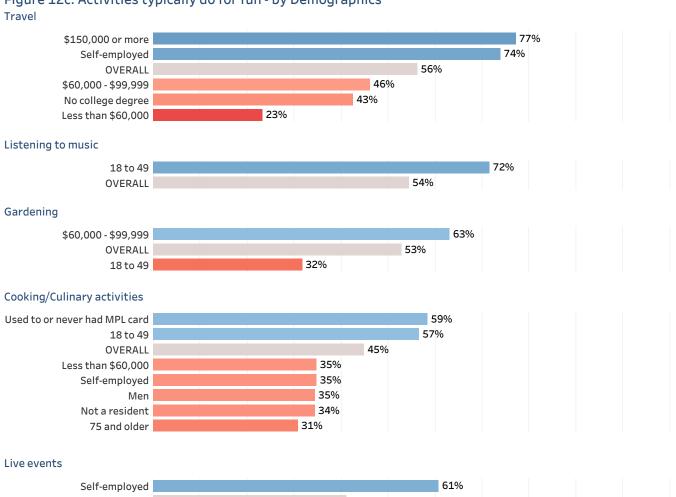
- Men are less likely than others to say that they read for fun.
- Seasonal residents and those with a household income of \$150,000 or more are more likely than others to say that they engage in lake activities for fun. Those with a household income below \$60,000, those aged 75 and older, and those without a college degree are less likely to do this for fun.
- Residents aged 18 to 49 are more likely than others to say that they participate in family time for fun. Those who are not Moultonborough residents are less likely to do this for fun.
- Respondents with a household income between \$100,000 and \$149,999 and those aged 50 to 64 are more likely than others to say that they participate in miscellaneous outdoor activities for fun. Those aged 75 and older and those with a household income below \$60,000 are less likely to do this for fun.
- Respondents with a household income between \$100,000 and \$149,999 are more likely than others to say that they watch television or movies for fun. Those who are self-employed are less likely to do this for fun.
- Respondents with a household income below \$60,000, those who used to or never have had a Moultonborough Public Library card, and those who are not Moultonborough residents are less likely to say that they socialize for fun.

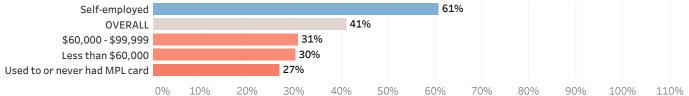
Figure 12b: Activities typically do for fun - by Demographics Reading



- Respondents with a household income of \$150,000 or more and those who are self-employed are more likely than others to say that they travel for fun. Those with a household income below \$100,000 and those without a college degree are less likely to do this for fun.
- Respondents aged 18 to 49 are more likely than others to say that they listen to music for fun.
- Respondents with a household income between \$60,000 and \$99,999 are more likely than others to say that they garden for fun. Those aged 18 to 49 are less likely to do this for fun.
- Respondents who used to or never have had a Moultonborough Public Library card and those aged 18 to 49 are more likely than others to engage in cooking or culinary activities for fun. Those aged 75 and older, those who are not a resident of Moultonborough, men, those who are self-employed, and those with a household income below \$60,000 are less likely to do this for fun.
- Respondents who are self-employed are more likely than others to attend live events for fun. Those who used to or never have had a Moultonborough Public Library card and those with a household income below \$100,000 are less likely to do this for fun.

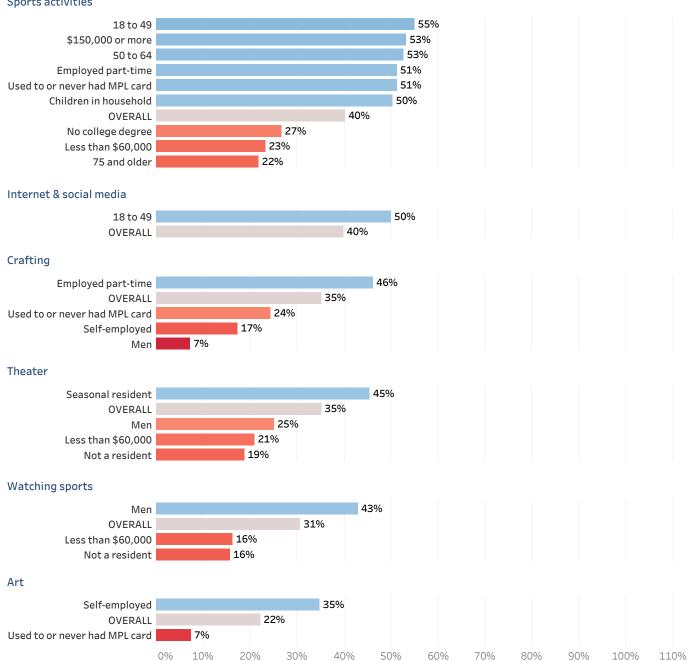
Figure 12c: Activities typically do for fun - by Demographics





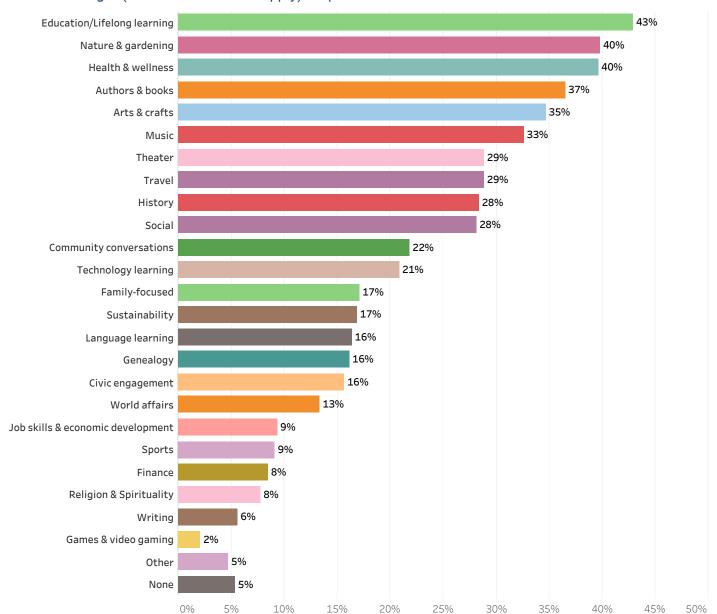
- Respondents aged 18 to 64, those with a household income of \$150,000 or more, those who are employed part-time, those who used to or never have had a Moultonborough Public Library card, and those with children in their household are more likely than others to engage in sports activities for fun. Those aged 75 and older, those with a household income below \$60,000, and those without a college degree are less likely to do this for fun.
- Respondents aged 18 to 49 are more likely than others to use the internet and social media for fun.
- Respondents who are employed part-time are more likely than others to craft for fun. Men, those who are self-employed, and those who used to or never have had a Moultonborough Public Library card are less likely to do this for fun.
- Seasonal residents are more likely than others to say that they attend the theater for fun. Those who are not a resident of Moultonborough, those with a household income below \$60,000 and men are less likely to do this for fun.
- Men are more likely than others to say that they watch sports for fun. Those who are not residents of Moultonborough and those with a household income below \$60,000 are less likely to do this for fun.
- Respondents who are self-employed are more likely than others to say that they engage in art activities for fun. Those who used to or have never had a Moultonborough Public Library card are less likely to do this for fun.

Figure 12d: Activities typically do for fun - by Demographics Sports activities



When asked what kind of community events or learning opportunities they wish happened more in Moultonborough, 43% of respondents mention education or lifelong learning, 40% each mention nature & gardening or health & wellness, 37% mention authors & books, 35% mention arts & crafts, and 33% mention music. Less than one-third of respondents would like to see more theater (29%), travel (29%), history (28%), or social (28%) events or learning opportunities, while less than a quarter would like to see more community conversations (22%), technology learning (21%), family-focused (17%), sustainability (17%), language learning (16%), genealogy (16%), civic engagement (16%), world affairs (13%), job skills & economic development (9%), sports (9%), finance (8%), religion & spirituality (8%), writing (6%), or games & video gaming (2%) events or learning activities. Five percent mention another type of event or learning activity which they would like to see, while 5% say they would not like any of these more often in Moultonborough.

Figure 13a: What kinds of community events or learning opportunities do you wish happened more often in Moultonborough? (Please select all that apply) - September 2024



Men

0%

10%

20%

30%

40%

50%

60%

70%

80%

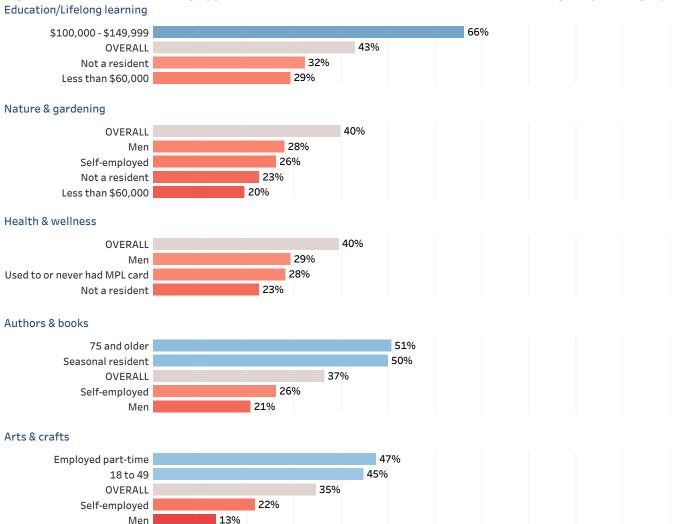
90%

100%

110%

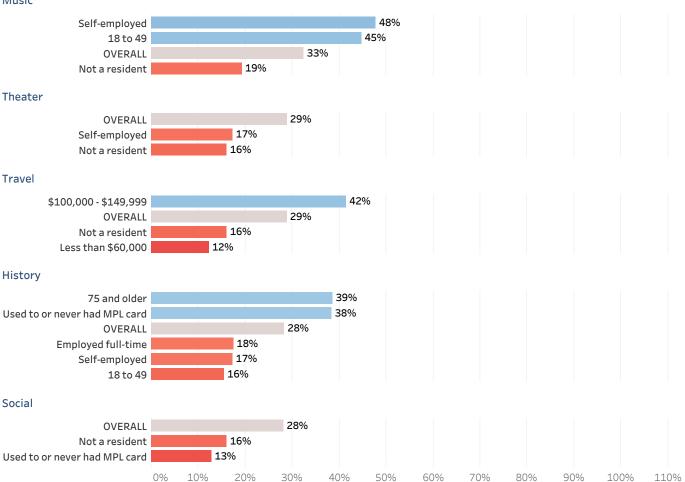
- Respondents with a household income between \$100,000 and \$149,999 are more likely than others to say they would like to see more education or learning events in Moultonborough. Those with a household income below \$60,000 and those who are not Moultonborough residents are less likely to want to see more events involving this.
- Respondents with a household income below \$60,000, those who are not Moultonborough residents, those who are self-employed, and men are less likely than others to say they would like to see more nature & gardening event in Moultonborough.
- Respondents who are not Moultonborough residents, those who used to or never have had a Moultonborough Public Library card, and men are less likely than others to say they would like to see more health & wellness events in Moultonborough.
- Respondents aged 75 and older and seasonal residents are more likely than others to say they would like to see more authors & books events in Moultonborough. Men and those who are self-employed are less likely to want to see more events involving this.
- Respondents who are employed part-time and those aged 18 to 49 are more likely than others to say they would like to see more arts & crafts events in Moultonborough. Men and those who are self-employed are less likely to want to see more events involving this.

Figure 13b: Events or learning opportunities would like to see more of in Moultonborough - by Demographics



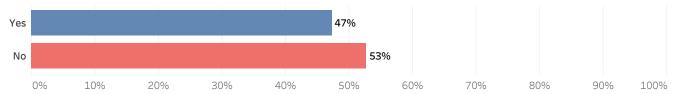
- Respondents who are self-employed and those aged 18 to 49 are more likely than others to say they would like to see more music events in Moultonborough. Those who are not Moultonborough residents are less likely to want to see more events involving this.
- Respondents who are not Moultonborough residents and those who are self-employed are less likely than others to say they would like to see more theater events in Moultonborough.
- Respondents with a household income between \$100,000 and \$149,999 are more likely than others to say they would like to see more travel events in Moultonborough. Those with a household income below \$60,000 and those who are not Moultonborough residents are less likely to want to see more events involving this.
- Respondents aged 75 and older and those who used to or never have had a Moultonborough Public Library card are more likely than others to say they would like to see more historical events in Moultonborough. Those aged 18 to 49, those who are self-employed, and those who are employed full-time are less likely to want to see more events involving this.
- Respondents who used to or never had a Moultonborough Public Library card and those who are not Moultonborough residents are less likely to say they would like to see more social events in Moultonborough.

Figure 13b: Events or learning opportunities would like to see more of in Moultonborough - by Demographics Music



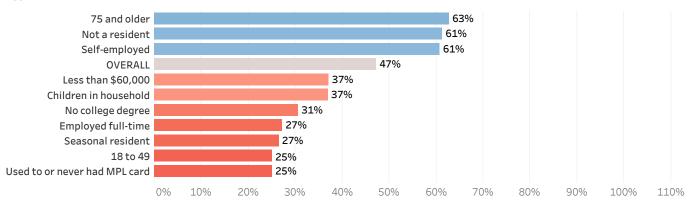
Forty-seven percent of respondents say that they currently participate in at least one community group in the Lakes Region while 53% do not.

Figure 14a: Do you currently participate in any community groups in the Lakes Region?



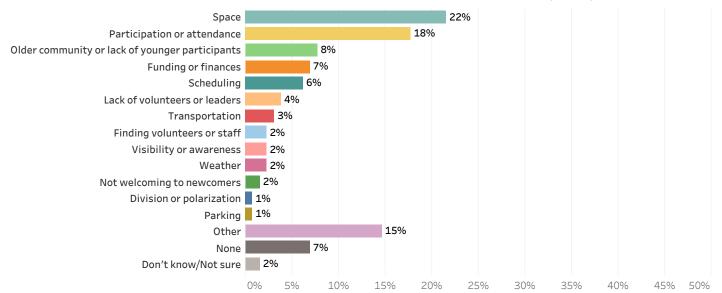
Respondents aged 75 and older, those who are not Moultonborough residents, and those who are self-employed are more likely than others to say that they currently participate in at least one community group in the Lakes Region. Those who used to or never have had a Moultonborough Public Library card, those aged 18 to 49, seasonal residents, those who are employed full-time, those without a college degree, those with children in their household, and those with a household income below \$60,000 are less likely to participate in at least one community group in the Lakes Region.

Figure 14a: Do you currently participate in any community groups in the Lakes Region? - by Demographics Yes



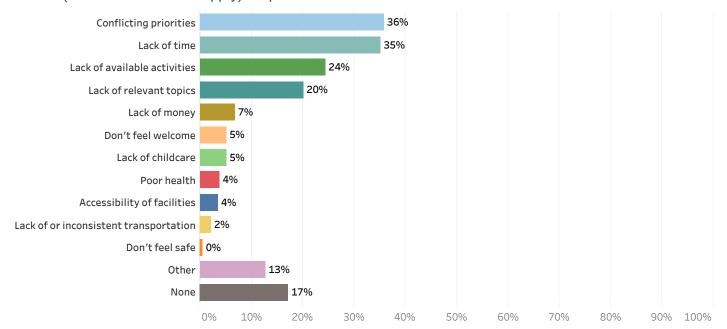
Among those who participate in at least one community group in the Lakes Region and responded to the question (N=130), 22% have challenges with space, and 18% face challenges with participation or attendance. Less than 10% say that they face challenges related to an older community or lack of younger participants (8%), funding or finances (7%), scheduling (6%), a lack of volunteers or leaders (4%), transportation (3%), finding volunteers or staff (2%), visibility or awareness (2%), weather (2%), not being welcoming to newcomers (2%), division or polarization (1%), or parking (1%). Fifteen percent mention another challenge with community groups, 7% have no challenges, and 2% don't know or are unsure.

Figure 15: What challenges, logistical or otherwise, do your community groups face? (coded)



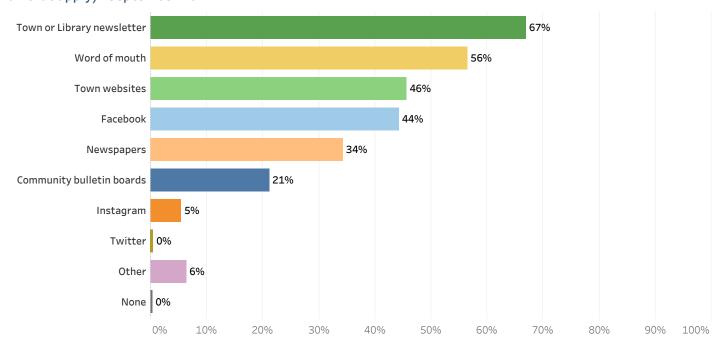
More than one-third of respondents say that conflicting priorities (36%) or a lack of time (35%) prevent them from participating in activities and community events, while 24% mention a lack of available activities and 20% cite a lack of relevant topics. Fewer respondents say that a lack of money (7%), not feeling welcome (5%), a lack of childcare (5%), poor health (4%), accessibility of facilities (4%), a lack of or inconsistent transportation (2%), or not feeling safe (<1%) are barriers to participating in activities and community events. Thirteen percent mention another barrier while 17% say that they do not have barriers to participation.

Figure 16: Which of the following barriers, if any, prevent you from participating in activities and community events? (Please select all that apply) - September 2024



Two-thirds (67%) of respondents say that they usually find out about Moultonborough services, events, and local news through the Town or Library newsletter, 56% find out about things through word of mouth, and just under half find out about things through town websites (46%) or through Facebook (44%). Fewer respondents find out about services, events, and local news through newspapers (34%), community bulletin boards (21%), Instagram (5%), Twitter (<1%), or another way (6%).

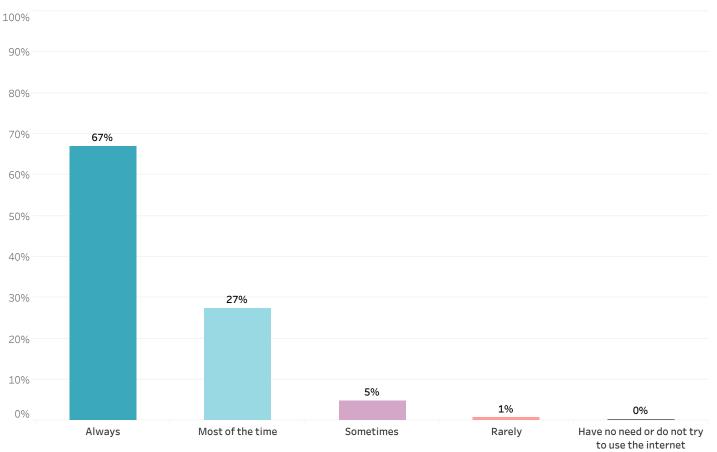
Figure 17: How do you usually find out about Moultonborough services, events, and local news? (Please select all that apply) - September 2024



Access

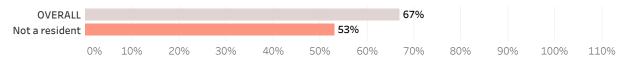
Two-thirds (67%) of respondents say that they always have access to quality, high-speed internet, 27% have access to quality, high-speed internet most of the time, 5% sometimes have access to this, 1% rarely do, and less than 1% say they have no need or do not try to use the internet.

Figure 18a: How often do you have access to quality, high-speed internet?



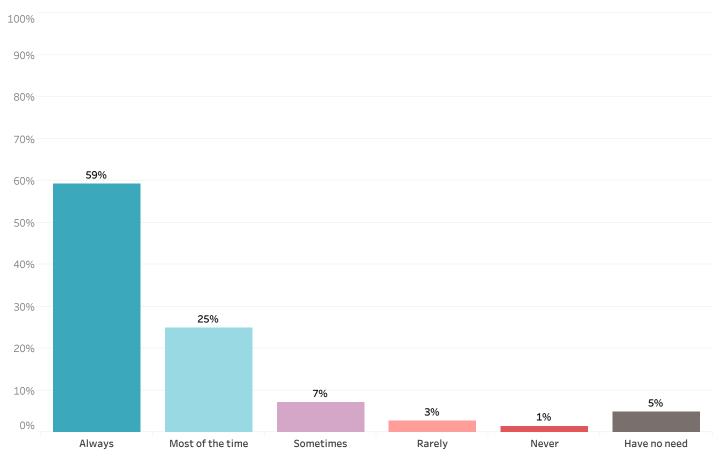
Respondents who are not Moultonborough residents are less likely than others to say that they always have access to quality, high-speed internet.

Figure 18a: How often do you have access to quality, high-speed internet? - by Demographics Always



Six in ten respondents (59%) say that they always have access to a private free space for calls or meeting in their home or elsewhere, 25% say they have access most of the time, 7% sometimes have access, 3% rarely have access, 1% never have access to a private, free space for call or meetings in their home or elsewhere, and 5% say they have no need for such space.

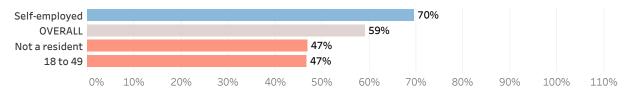
Figure 19a: How often do you have access to a private, free space for calls or meetings in your home or elsewhere?



Respondents who are self-employed are more likely than others to say that they always have access to a private, free space for calls or meetings in their home or elsewhere. Those aged 18 to 49 and those who are not Moultonborough residents are less likely to say that they always have access to this.

Figure 19a: How often do you have access to a private, free space for calls or meetings in your home or elsewhere? - by Demographics

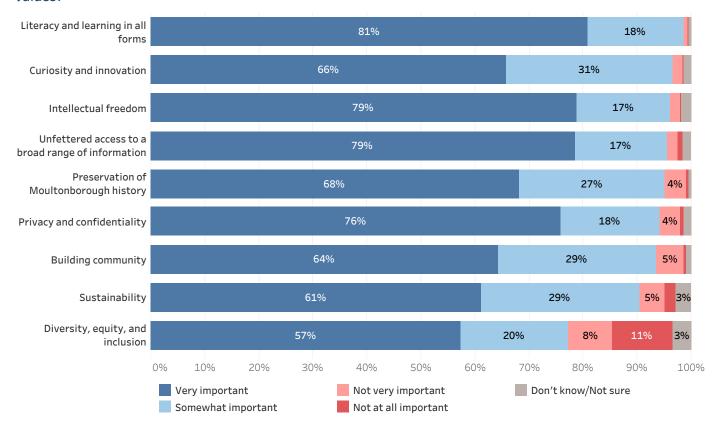
Always



Values & Feelings Towards Moultonborough

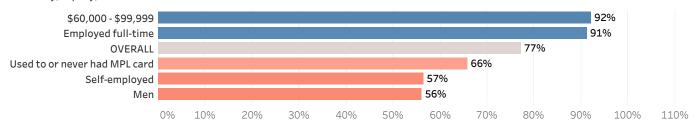
Nearly all respondents (99%) believe that literacy and learning in all forms is very or somewhat important for the Moultonborough Public Library to model, while a similar proportion believe it is very or somewhat important for the Moultonborough Public Library to model curiosity and innovation (97%), intellectual freedom (96%), unfettered access to a broad range of information (96%), preservation of Moultonborough history (95%), privacy and confidentiality (94%), building community (94%), and sustainability (90%). Fewer respondents think it is very or somewhat important for Moultonborough Public Library to model diversity, equity, and inclusion (77%).

Figure 20a: How important do you believe it is for the Moultonborough Public Library to model the following values?



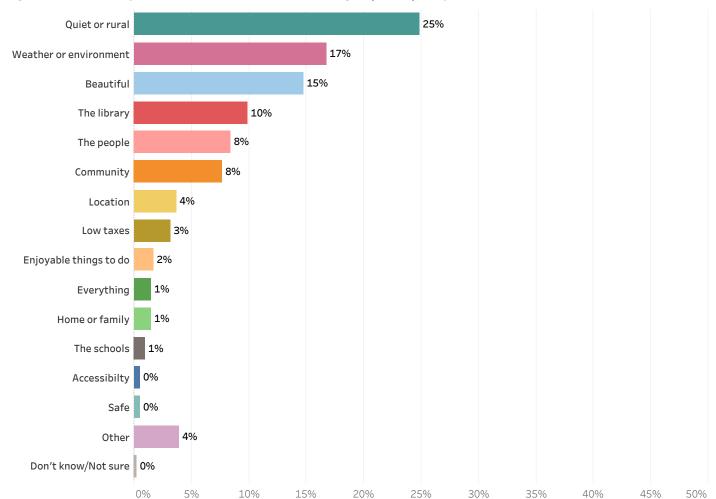
Respondents with a household income between \$60,000 and \$99,999 and those who are employed full-time are more likely than others to believe it is very or somewhat important for the Moultonborough Public Library to model diversity, equity, and inclusion. Men, those who are self-employed, and those who used to or have never had a Moultonborough Public Library card are less likely to believe it is important for Moultonborough Public Library to model this.

Figure 20b: Very or somewhat important for Moultonborough Public Library to model - by Demographics Diversity, equity, and inclusion



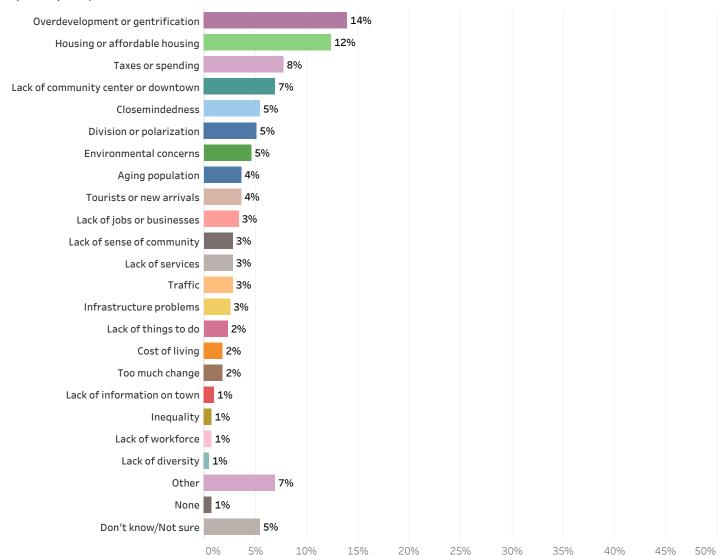
When asked what they like best about Moultonborough, 25% mention it being quiet or rural, 17% mention the weather or environment, 15% cite the beauty of the town, 10% mention the Moultonborough Public Library, and 8% each cite the people or the community. Less than 5% of respondents cite Moultonborough's location (4%), low taxes (3%), enjoyable things to do (2%), everything (1%), home or family (1%), the schools (1%), accessibility (<1%), or safety (<1%) as what they like best about Moultonborough. Four percent mention something else while less than 1% don't know or are unsure.

Figure 21: What do you like best about Moultonborough? (coded) - September 2024



When asked what they believe is the most important problem facing Moultonborough today, 14% mention overdevelopment or gentrification, 12% cite housing or affordable housing, 8% mention taxes or spending, 7% cite a lack of community center or downtown, and 5% each mention closemindedness, division or polarization, or environmental concerns. Fewer respondents mention an aging population (4%), tourists or new arrivals (4%), a lack of jobs or businesses (3%), a lack of sense of community (3%), a lack of services (3%), traffic (3%), infrastructure problems (3%), a lack of things to do (2%), the cost of living (2%), too much change (2%), a lack of information on the town (1%), inequality (1%), a lack of workforce (1%), or a lack of diversity (1%). Seven percent mention something else, 1% do not think there is a most important problem, and 5% don't know or are unsure.

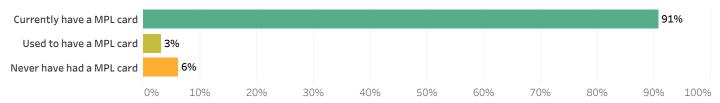
Figure 22: What do you think is the most important problem facing the town of Moultonborough today? (coded) - September 2024



Moultonborough Public Library Card

Ninety-one percent of respondents say that they currently have a Moultonborough Public Library card, 3% say they used to have a Moultonborough Public Library card, and 6% say they have never had a Moultonborough Public Library card.

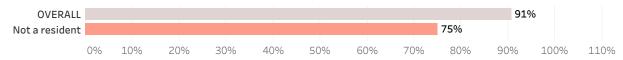
Figure 23a: Do you currently have a Moultonborough Public Library card, have you had one in the past, or have you never had one?



Respondents who are not Moultonborough residents are less likely than others to say that they currently have a Moultonborough Public Library card.

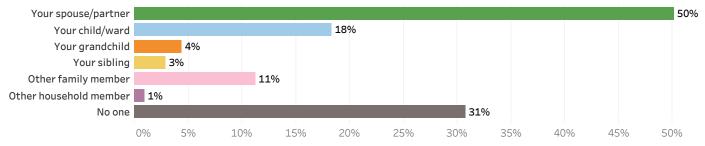
Figure 23a: Do you currently have a Moultonborough Public Library card, have you had one in the past, or have you never had one? - by Demographics

Currently have a MPL card



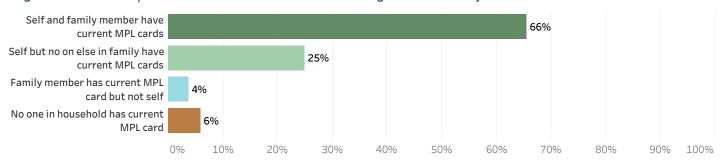
Half (50%) of respondents say that their spouse or partner has a current Moultonborough Public Library card, 18% say that their child or ward has a current card, 4% say their grandchild has a current card, 3% say their sibling has a current card, 11% say another family member has a current card, and 1% say that another household member has a current Moultonborough Public Library card. Nearly one-third (31%) of respondents say that no one in their household has a current card.

Figure 24a: Who in your household, if anyone, has a current Moultonborough Public Library card? (Please select all that apply)



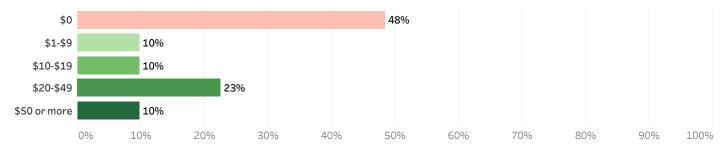
Overall, 66% of respondents say that both themselves and at least one family member currently have Moultonborough Public Library cards, 25% say that they themselves have a current Moultonborough Public Library card but no one else in their household currently has one, 4% say that a family member has a Moultonborough Public Library card but they do not have one themselves, and 6% say that neither themselves nor anyone in their household has a current Moultonborough Public Library card.

Figure 24b: Self and/or household member Moultonborough Public Library card status



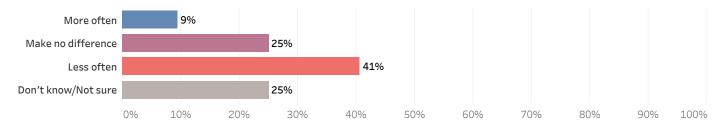
Among those who are not residents of Moultonborough (N=31), nearly half (48%) say that if Moultonborough Public Library were to start charging an annual fee for membership to the library, they would be unwilling to pay anything each year for a library card. Ten percent say that the maximum they would be willing to pay is \$1-\$9, another 10% would be willing to pay up to \$10-\$19, 23% would be willing to pay \$20-\$49, and 10% would be willing to pay \$50 or more each year if the library were to start charging an annual fee for membership to the library.

Figure 25: If the Moultonborough Public Library were to start charging an annual fee for membership to the library, what is the maximum fee you would be willing to pay each year for a library card? (coded)



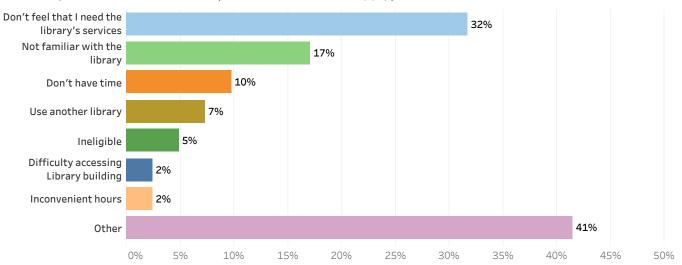
Among non-residents, 9% say they would use the Moultonborough Public Library more often if the library were to start charging an annual fee for membership to the library, 25% say this would make no difference to their usage of the library, and 41% say this would make them use the library less often.

Figure 26: If the Moultonborough Public Library were to start charging an annual fee for membership to the library, would this make you use the Moultonborough Public Library more often, less often, or would it make no difference?



Among those who do not have a current Moultonborough Library card (N=41), one-third (32%) say they don't have one because they don't feel that they need the library's services, 17% say that they are not familiar with the library, 10% say that they don't have time, 7% use another library, 5% say that they are ineligible, and 2% each say they have difficulty accessing the library building or that the hours are inconvenient. Forty-one percent mention another reason that they do not have a current Moultonborough Library card.

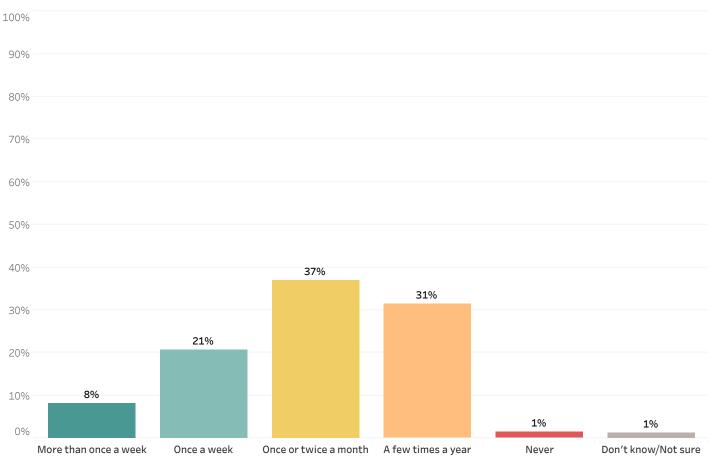
Figure 27: When you think about why you don't have a Moultonborough Public Library card, which of the following reasons come to mind? (Please select all that apply)



Use of Moultonborough Public Library

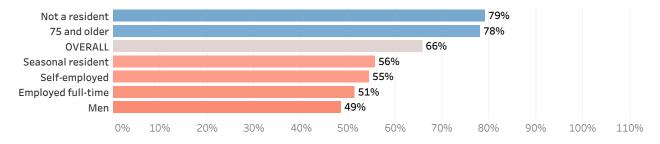
Among those who have a current Moultonborough Public Library card (N=401), 8% say that they visit the Moultonborough Public Library in person more than once a week, 21% say they visit about once a week, 37% visit once or twice a month, 31% visit a few times a year, 1% never visit, and 1% don't know or are unsure.

Figure 28a: About how often do you visit the Moultonborough Public Library in person?



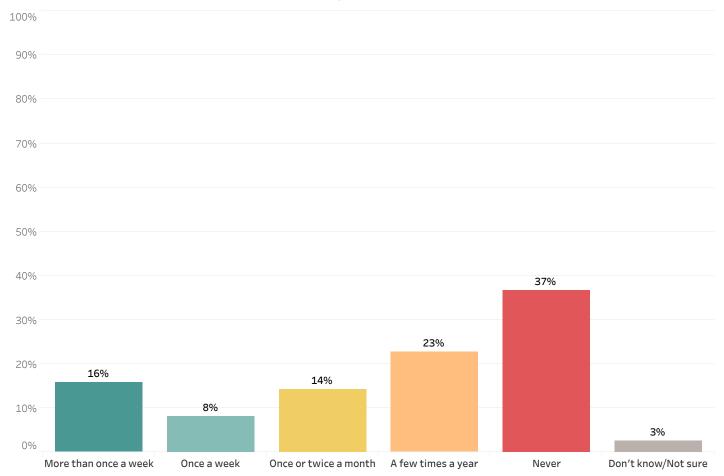
Respondents who are not residents of Moultonborough and those aged 75 and older are more likely than others to say that they visit the Moultonborough Public Library once or twice a month or more often. Men, those who are employed full-time or are self-employed, and seasonal residents are less likely to visit the Moultonborough Public Library this often.

Figure 28a: About how often do you visit the Moultonborough Public Library in person? - by Demographics Once or twice a month or more often



Among those who have a current Moultonborough Public Library card, 16% say that they use digital resources from the Moultonborough Public Library more than once a week, 8% say that they use them once a week, 14% use them once or twice a month, 23% use them a few times a year, 37% never use them, and 3% don't know or are unsure.

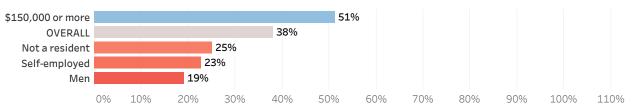
Figure 29a: How often do you use any digital resources (ebooks, downloadable audiobooks, streaming music, tv, music, genealogy databases, online classes, etc.) from the Moultonborough Public Library?



Respondents with a household income of \$150,000 or more are more likely than others to say that they use digital resources from the Moultonborough Public Library once or twice a month or more often. Men, those who are self-employed, and those who are not residents of Moultonborough are less likely to use digital resources from the Moultonborough Public Library that frequently.

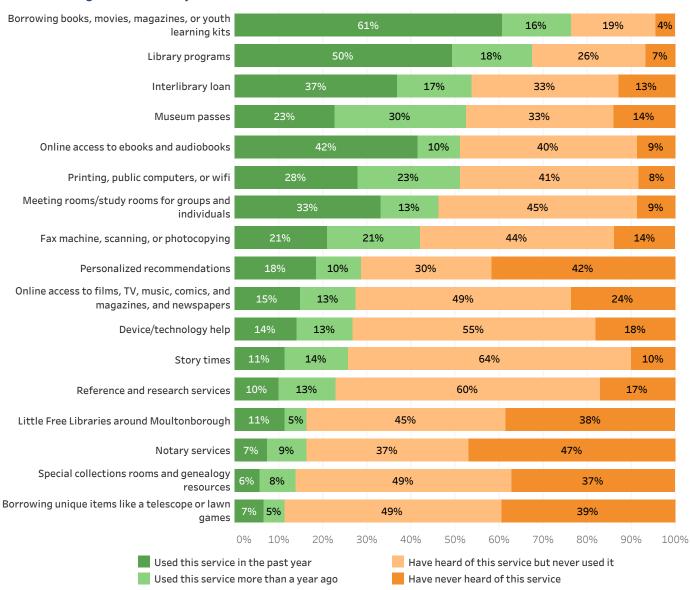
Figure 29a: How often do you use any digital resources (ebooks, downloadable audiobooks, streaming music, tv, music, genealogy databases, online classes, etc.) from the Moultonborough Public Library? - by Demographics

Once or twice a month or more often



Among respondents who currently have a Moultonborough Public Library card, used to have one, or someone in their household has a current Moultonborough Public Library card, three-quarters (76%) say that they borrowed books, movies, magazines, or youth learning kits in the past year (61%) or more than a year ago (16%), 19% have heard of this but never used it, and 4% have never heard of this service. Two-thirds (67%) have used library programs at some point in the past while just over half have used Interlibrary loan (54%), museum passes (52%), online access to ebooks and audiobooks (51%), or printing, public computers, or wifi (51%) at the Moultonborough Public Library. Just under half have used meeting rooms or study rooms (46%) or a fax machine, scanning, or photocopying (42%) at some point in the past at the Moultonborough Public Library, while less than one-third have ever used personalized recommendations (29%), online access to media (27%), device or technology help (27%), Story times (26%), reference and research services (23%), Little Free Libraries around Moultonborough (16%), notary services (16%), special collections rooms and genealogy resources (14%), or borrowed unique items like a telescope or lawn games (11%). Large numbers of respondents have never heard of notary services (47%) or personalized recommendations (42%) at Moultonborough Public Library.

Figure 30a: Which of the following best describes your interaction with the following services at the Moultonborough Public Library?



- Respondents who are not Moultonborough residents and those aged 75 and older are more likely than others to have previously borrowed books, movies, magazines, or youth learning kits. Men, those with a household income of \$150,000 or more, and those who are employed part-time are less likely to have ever used this service.
- Respondents with a household income below \$100,000 and those who are employed part-time are more likely than others to have previously used library programs. Those who are seasonal residents of Moultonborough, those who are employed full-time, and men are less likely to have ever used this service.
- Respondents aged 75 and older are more likely than others to have previously used Interlibrary loan. Men, seasonal
 residents, those aged 18 to 49, those who are employed full-time, those with a household income below \$60,000, and
 those with children in their household are less likely to have ever used this service.
- Respondents who are self-employed and those with a household income below \$60,000 or of \$150,000 or more are less likely than others to have previously used museum passes.

Figure 30b: Used service at some point in the past - by Demographics

Rorrowing books, movies, magazines, or youth learning kits

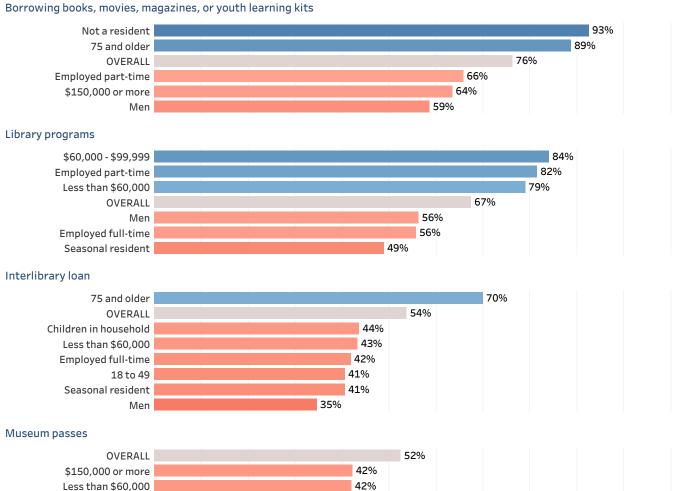
Self-employed

0%

10%

20%

30%



38%

40%

50%

70%

60%

80%

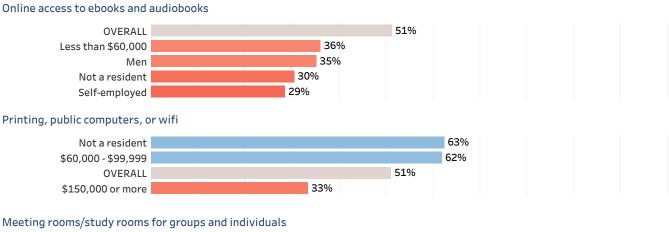
90%

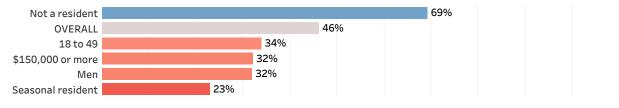
100%

110%

- Respondents who are self-employed, those who are not a resident of Moultonborough, men, and those with a household income below \$60,000 are less likely than others to have previously used online access to ebooks and audiobooks.
- Respondents who are not Moultonborough residents and those with a household income between \$60,000 and \$99,999 are more likely than others to have previously used printing, public computers, and wifi. Those with a household income of \$150,000 or more are less likely to have ever used this service.
- Respondents who are not a resident of Moultonborough are more likely than others to have previously used meeting rooms or student rooms for groups and individuals. Seasonal residents, men, those with a household income of \$150,000 or more, and those aged 18 to 49 are less likely to have ever used this service.
- Respondents with a household income of \$150,000 or more are less likely than others to have previously used a fax machine, scanning, or photocopying.
- Respondents who are employed part-time, those who are not Moultonborough residents, and those with a household income between \$60,000 and \$99,999 are more likely than others to have previously used personalized recommendations.

Figure 30c: Used service at some point in the past - by Demographics

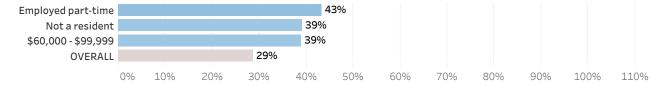




Fax machine, scanning, or photocopying



Personalized recommendations



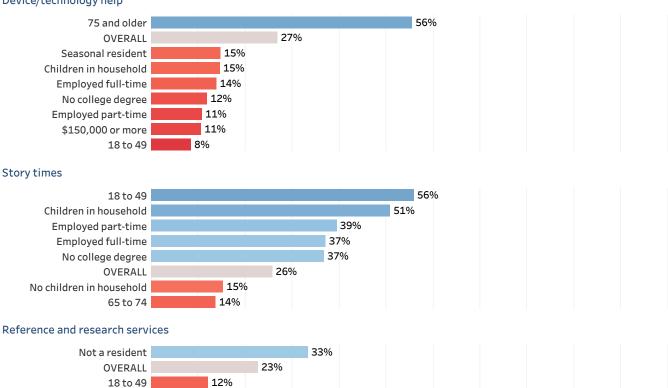
- Respondents aged 75 and older are more likely than others to have previously used device or technology help. Those aged 18 to 49, those with a household income of \$150,000 or more, those who are employed part-time or full-time, those without a college degree, those with children in their household, and seasonal residents are less likely to have ever used this service.
- Respondents aged 18 to 49, those with children in their household, those who are employed part-time or full-time, and those without a college degree are more likely than others to have previously used Story times. Those aged 65 to 74 and those with no children in their household are less likely to have ever used this service.
- Respondents who are not residents of Moultonborough are more likely than others to have previously used reference and research services. Those aged 18 to 49 are less likely to have ever used this service.
- Respondents who are not residents of Moultonborough are less likely than others to have previously used Little Free Libraries around Moultonborough.

Figure 30d: Used service at some point in the past - by Demographics Device/technology help

16%

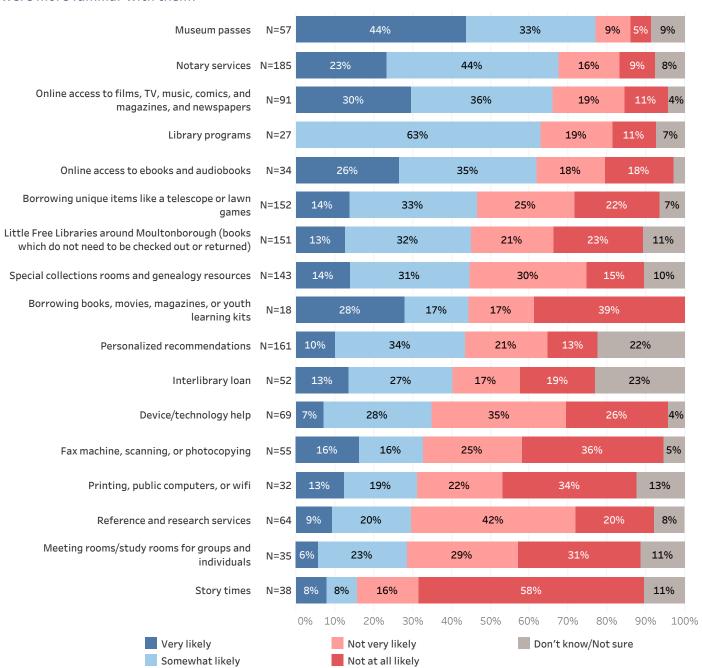
Little Free Libraries around Moultonborough

OVERALL Not a resident



Respondents who indicated that they have never heard of each service at the Moultonborough Public Library were asked how likely they would be to use each service if they were more familiar with it. Seventy-seven percent of those who have not heard of museum passes would be very (44%) or somewhat (33%) likely to use them if they knew more about them, 9% would be not very likely to do so, 5% would be not at all likely, and 9% don't know or are unsure. More than half of those who have not heard of notary services (68%), online access to media (66%), library programs (63%), and online access to ebooks and audiobooks (62%) at the Moultonborough Public Library would be very or somewhat likely to use them if they were more familiar. Less than half who are not familiar with borrowing unique items (47%), Little Free Libraries (45%), special collections rooms and genealogy resources (45%), borrowing books, movies, magazines, or youth learning kits (44%), personalized recommendations (43%), Interlibrary loan (40%), or device or technology help (35%) would be likely to use each of these services if they knew more about them, while one-third or less feel that way about using a fax machine, scanning, or photocopy (33%), printing, public computers, or wifi (31%), reference and research services (30%), meeting rooms or study rooms (29%), or Story times (16%).

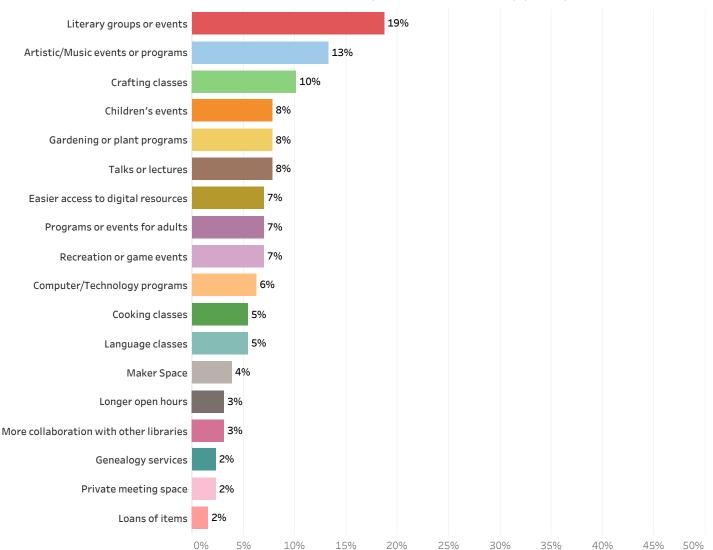
Figure 30a: How likely would you be to use the following services at the Moultonborough Public Library if you were more familiar with them?



New Initiatives at Moultonborough Public Library

Respondents were asked to list up to three services, initiatives, or programs they have heard about or seen at other libraries that they would like to see done at the Moultonborough Public Library. Nineteen percent of respondents mention literary groups or events, 13% suggest artistic or music events or programs, 10% mention crafting classes, 8% each would like children's events, gardening or plant programs, or talks or lectures, 7% each mention easier access to digital resources, programs or events for adults, or recreation or game events, and 6% would like computer or technology programs. Five percent or less would like to see cooking classes (5%), language classes (5%), Maker Space (4%), longer open hours (3%), more collaboration with other libraries (3%), genealogy services (2%), private meeting space (2%), or loans of items (2%) at the Moultonborough Public Library.

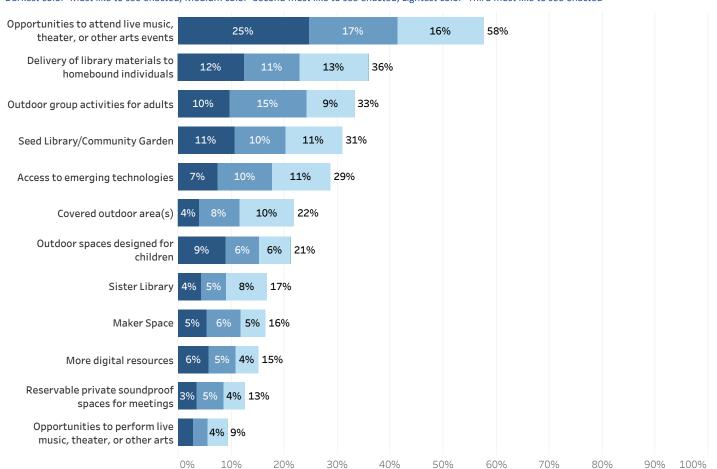
Figure 31: What services, initiatives, or programs have you heard about or seen at other libraries that you would like to see done at Moultonborough Public Library? (Please list up to three) (coded) - September 2024



Respondents were asked to rank the top three potential new services, initiatives, or programs in order of how much they would like to see them enacted by the Moultonborough Public Library. More than half (58%) say that opportunities to attend live music, theater, or other arts events is among the top three things they would like to see enacted, while about one-third would like delivery of library materials for homebound individuals (36%), outdoor group activities for adults (33%), a Seed Library or Community Garden (31%), or access to emerging technologies (29%). Less than a quarter say that a covered outdoor area (22%), outdoor spaces designed for children (21%), Sister Library (17%), Maker Space (16%), more digital resources (15%), reservable private soundproof spaces for meetings (13%), or opportunities to perform live music, theater, or other arts (9%) are among the top three potential new services, initiatives, or programs they would like to see enacted by the Moultonborough Public Library.

Figure 32a: Below, please rank the top three potential new services, initiatives, or programs in order of how much you would like to see them enacted by the Moultonborough Public Library - First choice

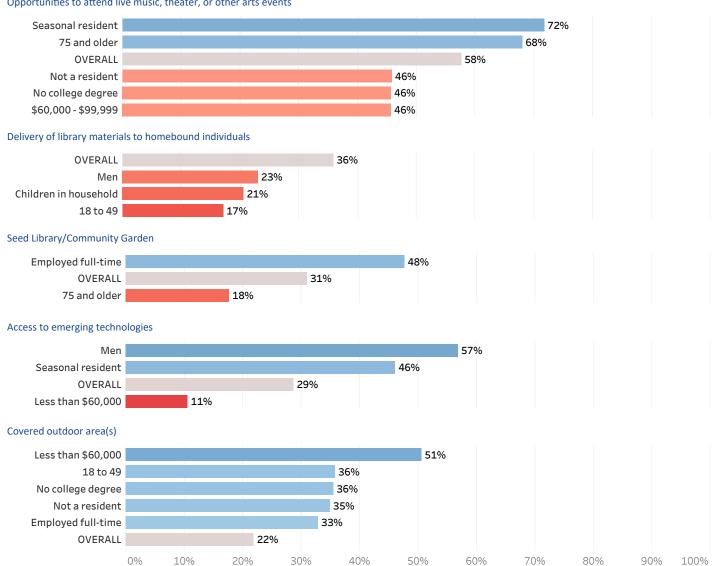
Darkest color=Most like to see enacted, Medium color=Second most like to see enacted, Lightest color=Third most like to see enacted



- Respondents who are seasonal residents and those aged 75 and older are more likely than others to say that opportunities to attend live music, theater, or other arts events is among the top three things they would like to see enacted. Those with a household income between \$60,000 and \$99,999, those without a college degree, and those who are not Moultonborough residents are less likely to say this is among their top three things they would like to see enacted.
- Respondents aged 18 to 49, those with children in their household, and men are less likely than others to say that delivery of library materials to homebound individuals is among the top three things they would like to see enacted.
- Respondents who are employed full-time are more likely than others to say that a Seed Library or Community Garden is among the top three things they would like to see enacted. Those aged 75 and older are less likely to say this is among their top three things they would like to see enacted.
- Men and seasonal residents are more likely than others to say that access to emerging technology is among the top three things they would like to see enacted. Those with a household income below \$60,000 are less likely to say this is among their top three things they would like to see enacted.
- Respondents with a household income below \$60,000, those aged 18 to 49, those without a college degree, those who are not Moultonborough residents, and those who are employed full-time are more likely than others to say that a covered outdoor area is among the top three things they would like to see enacted.

Figure 32b: Below, please rank the top three potential new services, initiatives, or programs in order of how much you would like to see them enacted by the Moultonborough Public Library - First choice

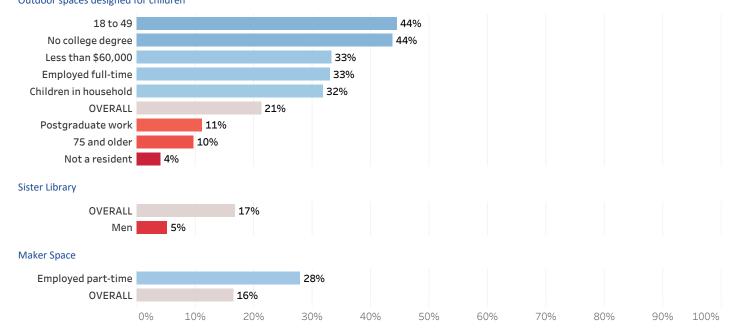
Opportunities to attend live music, theater, or other arts events



- Respondents aged 18 to 49, those without a college degree, those with a household income below \$60,000, those who are employed full-time, and those with children in their household are more likely than others to say that outdoor spaces designed for children is among the top three things they would like to see enacted.
- Respondents who are men are less likely than others to say that Sister Library is among the top three things they would like to see enacted.
- Respondents who are employed part-time are more likely than others to say that Maker Space is among the top three things they would like to see enacted.

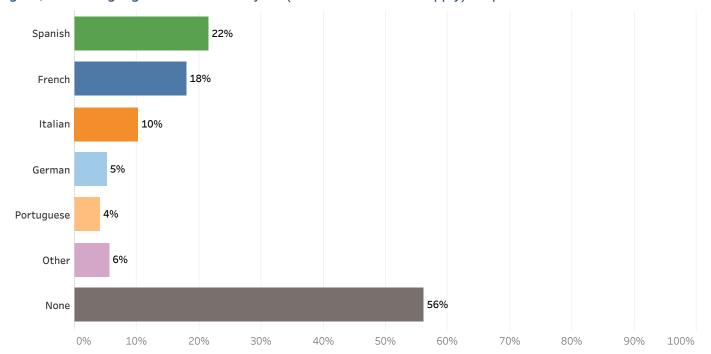
Figure 32c: Below, please rank the top three potential new services, initiatives, or programs in order of how much you would like to see them enacted by the Moultonborough Public Library - First choice

Outdoor spaces designed for children



If the Moultonborough Public Library were to offer books or programs in languages other than English, 22% of respondents say that they would be interested in books or programs in Spanish, 18% would be interested in French, 10% would be interested in Italian, 5% would be interested in German, 4% would be interested in Portuguese, and 6% would be interested in books or programs in another language. More than half (56%) of respondents say they would not be interested in books or programs in any language other than English.

Figure 33: If the Moultonborough Public Library were to offer books or programs in languages other than English, which languages would interest you? (Please select all that apply) - September 2024

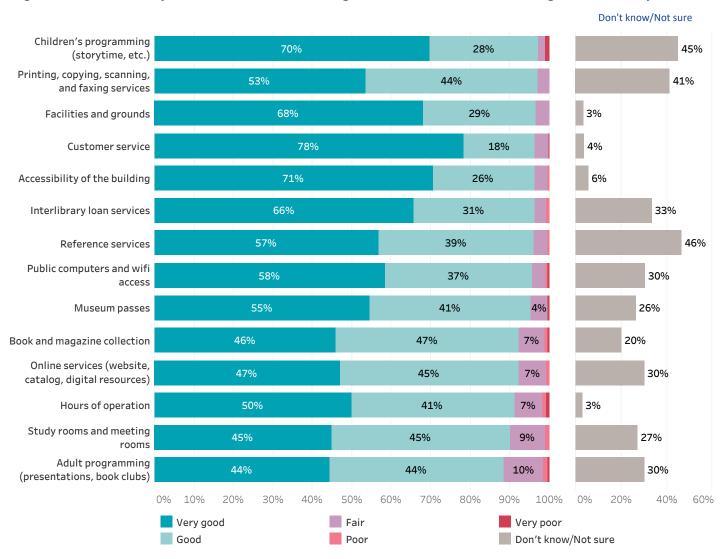


Overall Assessment of Moultonborough Public Library

Respondents are overwhelmingly positive about nearly all of the following elements of the Moultonborough Public Library. Among those who have an opinion, 70% rate the children's programming at the Moultonborough Public Library as very good, 28% rate it as good, 2% rate it as fair, and 1% rate it as very poor. Similar proportions of those with an opinion rate the Moultonborough Public Library's printing, copying, scanning, and faxing services (97%), facilities and grounds (97%), customer service (96%), accessibility of the building (96%), Interlibrary loan services (96%), reference services (96%), public computers and wifi access (96%), and museum passes (95%) as very good or good. Only slightly fewer rate the Moultonborough Public Library's book and magazine collection (92%), online services (92%), hours of operation (91%), study rooms and meeting rooms (90%), and adult programming (88%) as very good or good, though respondents are slightly less likely to rate these as very good.

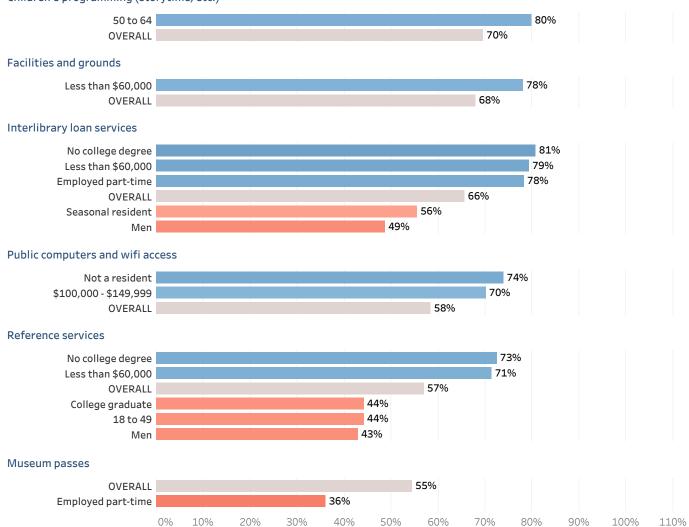
One-third or more of respondents don't know or are unsure how to rate Moultonborough Public Library's reference services (46%), children's programming (45%), printing, copying, scanning, and faxing services (41%), and Interlibrary loan services (33%).

Figure 34a: How would you rate each of the following elements of the Moultonborough Public Library?



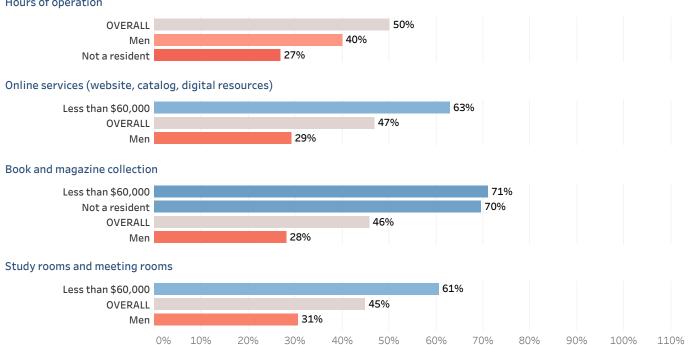
- Respondents aged 50 to 64 are more likely than others to rate children's programming at the Moultonborough Public Library as very good.
- Respondents with a household income below \$60,000 are more likely than others to rate the facilities and grounds at the Moultonborough Public Library as very good.
- Respondents without a college degree, those with a household income below \$60,000, and those who are employed part-time are more likely than others to rate Interlibrary loan services at the Moultonborough Public Library as very good. Men and seasonal residents are less likely to rate this as very good.
- Respondents who are not Moultonborough residents and those with a household income between \$100,000 and \$149,999 are more likely than others to rate public computers and wifi access at the Moultonborough Public Library as very good.
- Respondents without a college degree and those with a household income below \$60,000 are more likely than others to rate reference services at the Moultonborough Public Library as very good. Men, those aged 18 to 49, and college graduates are less likely to rate this as very good.
- Respondents who are employed part-time are less likely than others to rate museum passes at the Moultonborough Public Library as very good.

Figure 34b: Element of Moultonborough Public Library rated as very good - by Demographics Children's programming (storytime, etc.)



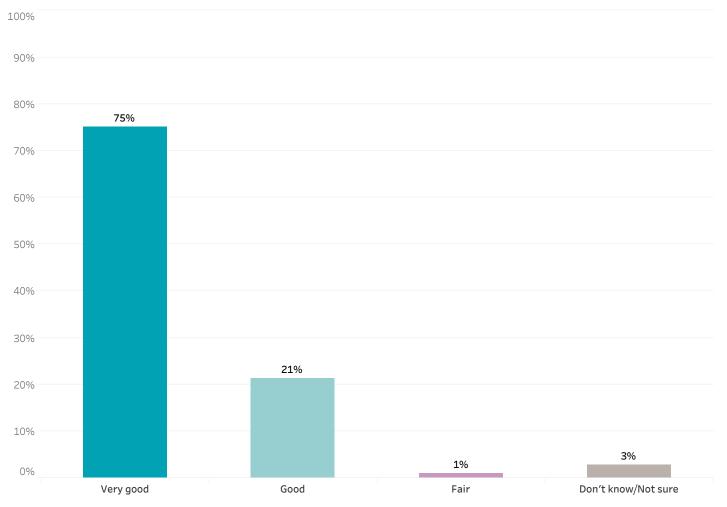
- Respondents who are not Moultonborough residents and men are less likely than others to rate the hours of operation at the Moultonborough Public Library as very good.
- Respondents with a household income below \$60,000 are more likely than others to rate online services at the Moultonborough Public Library as very good. Men are less likely to rate this as very good.
- Respondents with a household income below \$60,000 and those who are not residents of Moultonborough are more likely than others to rate the book and magazine collection at Moultonborough Public Library as very good. Men are less likely to rate this as very good.
- Respondents with a household income below \$60,000 are more likely than others to rate study rooms and meeting rooms at Moultonborough Public Library as very good. Men are less likely to rate this as very good.

Figure 34c: Element of Moultonborough Public Library rated as very good - by Demographics Hours of operation



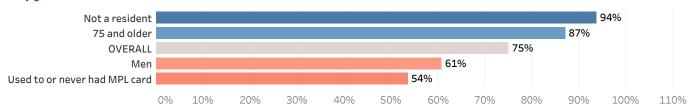
Overall, 75% of respondents rate the Moultonborough Public Library as very good, 21% rate it as good, 1% rate it as fair, none rate is as poor or very poor, and 3% don't know or are unsure.

Figure 35a: Overall, how would you rate Moultonborough Public Library?



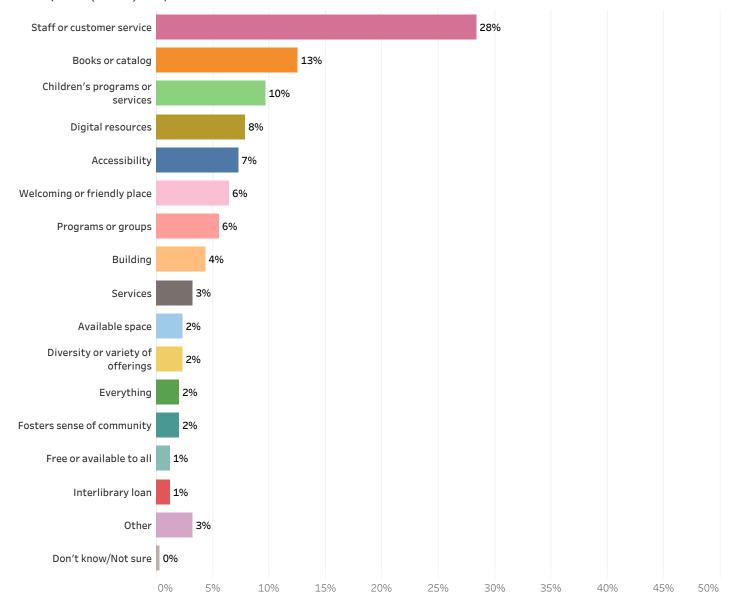
Respondents who are not Moultonborough residents and those aged 75 and older are more likely than others to rate the Moultonborough Public Library overall as very good. Those who used to or never have had a Moultonborough Public Library card and men are less likely to rate the library as very good overall.

Figure 35b: Overall, how would you rate Moultonborough Public Library? - by Demographics Very good



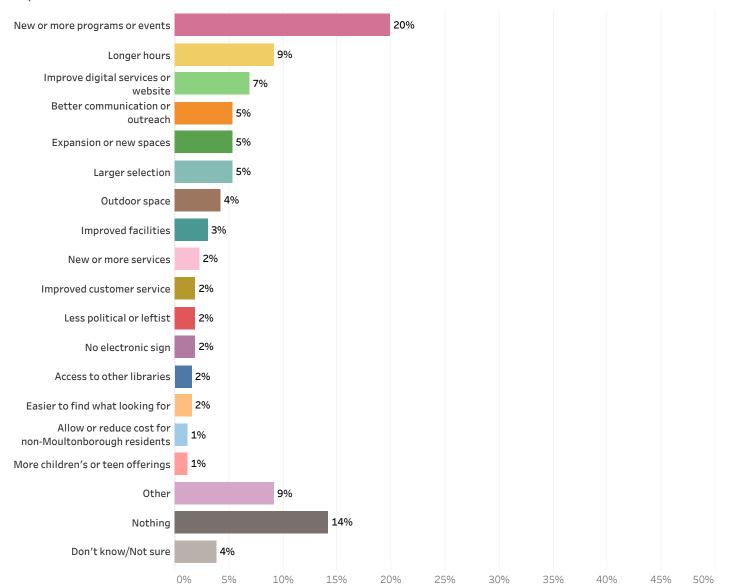
When asked what they value most about the Moultonborough Public Library, 28% of respondents mention the staff or customer service, while 13% mention the books or catalog, and 10% cite the children's programs or services. Less than 10% of respondents say that what they value most about the Moultonborough Public Library is the digital resources (8%), the accessibility (7%), it being a welcoming or friendly place (6%), or the programs or groups (6%), while less than 5% say they most value the building (4%), the services (3%), the available space (2%), the diversity or variety of offerings (2%), everything (2%), that it fosters a sense of community (2%), that it is free or available to all (1%), or its Interlibrary loan (1%). Three percent mention something else that they value most about Moultonborough Public Library while less than 1% don't know or are unsure.

Figure 36: What do you value most about the Moultonborough Public Library, including its services, programs, and space? (coded) - September 2024



When asked what they would suggest to improve the Moultonborough Public Library, 20% of respondents mention new or more programs or events, 9% would like longer hours, 7% would like improved digital services or website, and 5% each would like better communication or outreach, expansion or new spaces, or a larger selection. Less than 5% suggest outdoor space (4%), improved facilities (3%), new or more services (2%), improved customer service (2%), being less political or leftist (2%), not having an electronic sign (2%), access to other libraries (2%), making it easier for visitors to find what they are looking for (2%), allowing or reducing the cost for non-residents of Moultonborough (1%), or more children's or teen offerings (1%). Nine percent mention something else, 14% have no suggestions on how to improve, and 4% don't know or are unsure.

Figure 37: What one thing would you suggest to improve the Moultonborough Public Library? (coded) - September 2024



Appendix A

Q1: Which of the following best describes you?

| | | Full-time resident | Seasonal resident | Not a resident | <u>N</u> |
|--------------|-------------------------------|--------------------|-------------------|----------------|----------|
| OVERALL | September 2024 | 70% | 22% | 7% | 444 |
| Gender | Men | 69% | 29% | 2% | 84 |
| | Women | 70% | 21% | 9% | 328 |
| Age | 18 to 49 | 75% | 18% | 7% | 60 |
| | 50 to 64 | 68% | 27% | 5% | 93 |
| | 65 to 74 | 74% | 19% | 7% | 149 |
| | 75 and older | 60% | 29% | 10% | 78 |
| Education | Less than college degree | 84% | 15% | 1% | 75 |
| | College graduate | 72% | 21% | 7% | 158 |
| | Postgraduate work | 64% | 25% | 11% | 187 |
| Children in | Children in household | 67% | 26% | 8% | 117 |
| Household | No children in household | 72% | 20% | 8% | 303 |
| Household | Less than \$60,000 | 77% | 9% | 14% | 43 |
| Income | \$60,000 - \$99,999 | 75% | 12% | 12% | 65 |
| | \$100,000 - \$149,999 | 81% | 16% | 3% | 67 |
| | \$150,000 or more | 54% | 40% | 5% | 92 |
| Employment | Employed full-time | 69% | 20% | 11% | 81 |
| | Employed part-time | 77% | 18% | 5% | 39 |
| | Self-employed | 61% | 30% | 9% | 23 |
| | Retired or not working | 69% | 24% | 8% | 267 |
| Library Card | Currently have MPL card | 73% | 21% | 6% | 401 |
| Status | Used to or never had MPL card | 49% | 32% | 20% | 41 |

Q2: Where is your primary residence located?

| | | New Hampshire | Somewhere else | <u>N</u> |
|------------------|-------------------------------|---------------|----------------|----------|
| OVERALL | September 2024 | 41% | 59% | 131 |
| Gender | Men | 38% | 62% | 26 |
| | Women | 42% | 58% | 99 |
| Age | 50 to 64 | 33% | 67% | 30 |
| | 65 to 74 | 45% | 55% | 38 |
| | 75 and older | 42% | 58% | 31 |
| Education | College graduate | 36% | 64% | 44 |
| | Postgraduate work | 42% | 58% | 67 |
| Children in | Children in household | 38% | 62% | 39 |
| Household | No children in household | 42% | 58% | 85 |
| Residency Status | Seasonal resident | 30% | 70% | 99 |
| | Not a resident | 75% | 25% | 32 |
| Employment | Employed full-time | 32% | 68% | 25 |
| | Retired or not working | 48% | 52% | 84 |
| Library Card | Currently have MPL card | 43% | 57% | 110 |
| Status | Used to or never had MPL card | 33% | 67% | 21 |

Q3: In which town is your primary residence located?

| | | <u>Center</u> Harbor | Holderness | Meredith | Sandwich | <u>Tamworth</u> | <u>Tuftonboro</u> | Somewhere else | <u>N</u> |
|---------|----------------|-------------------------|------------|----------|----------|-----------------|-------------------|-------------------|----------|
| OVERALL | September 2024 | 6% | 2% | 6% | 24% | 4% | 2% | 57% | 54 |

Q4#: In which state is your primary residence located?

| | | <u>California</u> | Florida | <u>Massachusetts</u> | New York | Somewhere else |
|---------|----------------|-------------------|---------|----------------------|----------|----------------|
| OVERALL | September 2024 | 5% | 16% | 31% | 8% | 29% |

Q4#: In which state is your primary residence located?

| | | <u>Pennsylvania</u> | South Carolina | Somewhere else | <u>N</u> |
|---------|----------------|---------------------|----------------|----------------|----------|
| OVERALL | September 2024 | 5% | 6% | 29% | 77 |

Q5: Which of the following connections to Moultonborough apply to you? (Please select all that apply)

| | | Access services there | Friend or family member lives there | Go on vacation or rent vacation property there | Often spend leisure time there | Own a business or commercial property there |
|------------------|-------------------------------|--------------------------|---|--|--------------------------------------|---|
| OVERALL | September 2024 | 65% | 29% | 10% | 69% | 6% |
| Gender | Men | 65% | 25% | 12% | 64% | 7% |
| | Women | 66% | 30% | 9% | 69% | 5% |
| Age | 18 to 49 | 68% | 38% | 8% | 72% | 13% |
| | 50 to 64 | 65% | 27% | 13% | 76% | 11% |
| | 65 to 74 | 70% | 26% | 7% | 72% | 2% |
| | 75 and older | 61% | 22% | 13% | 53% | 1% |
| Education | Less than college degree | 71% | 31% | 4% | 65% | 9% |
| | College graduate | 63% | 32% | 10% | 70% | 5% |
| | Postgraduate work | 66% | 26% | 12% | 69% | 6% |
| Children in | Children in household | 68% | 33% | 10% | 68% | 9% |
| Household | No children in household | 64% | 26% | 9% | 69% | 5% |
| Residency Status | Full-time resident | 72% | 30% | 1% | 69% | 7% |
| | Seasonal resident | 52% | 21% | 35% | 79% | 4% |
| | Not a resident | 41% | 38% | 9% | 38% | 0% |
| Household | Less than \$60,000 | 60% | 35% | 5% | 53% | 7% |
| Income | \$60,000 - \$99,999 | 70% | 33% | 6% | 62% | 0% |
| | \$100,000 - \$149,999 | 70% | 31% | 7% | 78% | 7% |
| | \$150,000 or more | 71% | 23% | 17% | 77% | 10% |
| Employment | Employed full-time | 66% | 39% | 13% | 72% | 13% |
| | Employed part-time | 72% | 33% | 10% | 79% | 10% |
| | Self-employed | 65% | 22% | 13% | 65% | 43% |
| | Retired or not working | 64% | 26% | 9% | 66% | 2% |
| Library Card | Currently have MPL card | 68% | 29% | 10% | 69% | 6% |
| Status | Used to or never had MPL card | 41% | 22% | 10% | 68% | 7% |

Q5: Which of the following connections to Moultonborough apply to you? (Please select all that apply)

| | | <u>Used to live</u> <u>there</u> | <u>Visit</u> <u>businesses</u> <u>there</u> | <u>Volunteer</u> <u>there</u> | Work there | <u>Other</u> | <u>None</u> | N |
|------------------|-------------------------------|-------------------------------------|---|----------------------------------|------------|--------------|-------------|-----|
| OVERALL | September 2024 | 4% | 67% | 30% | 15% | 22% | 3% | 439 |
| Gender | Men | 4% | 64% | 27% | 15% | 21% | 2% | 84 |
| | Women | 4% | 68% | 31% | 14% | 22% | 2% | 324 |
| Age | 18 to 49 | 3% | 70% | 15% | 35% | 23% | 0% | 60 |
| | 50 to 64 | 7% | 74% | 31% | 20% | 15% | 2% | 91 |
| | 65 to 74 | 1% | 74% | 37% | 9% | 19% | 3% | 148 |
| | 75 and older | 3% | 56% | 32% | 0% | 31% | 3% | 77 |
| Education | Less than college degree | 5% | 72% | 19% | 21% | 20% | 0% | 75 |
| | College graduate | 3% | 68% | 33% | 16% | 23% | 1% | 156 |
| | Postgraduate work | 4% | 66% | 35% | 12% | 21% | 3% | 185 |
| Children in | Children in household | 2% | 68% | 26% | 22% | 26% | 0% | 117 |
| Household | No children in household | 5% | 68% | 32% | 12% | 20% | 3% | 299 |
| Residency Status | Full-time resident | 1% | 72% | 38% | 19% | 17% | 4% | 308 |
| | Seasonal resident | 6% | 55% | 14% | 5% | 36% | 2% | 99 |
| | Not a resident | 19% | 56% | 3% | 6% | 19% | 0% | 32 |
| Household | Less than \$60,000 | 14% | 63% | 30% | 21% | 19% | 0% | 43 |
| Income | \$60,000 - \$99,999 | 2% | 70% | 35% | 21% | 17% | 2% | 63 |
| | \$100,000 - \$149,999 | 1% | 69% | 40% | 12% | 18% | 1% | 67 |
| | \$150,000 or more | 3% | 66% | 20% | 14% | 24% | 7% | 92 |
| Employment | Employed full-time | 5% | 67% | 18% | 37% | 15% | 1% | 79 |
| | Employed part-time | 3% | 77% | 38% | 36% | 26% | 0% | 39 |
| | Self-employed | 9% | 65% | 26% | 39% | 26% | 4% | 23 |
| | Retired or not working | 4% | 66% | 35% | 1% | 22% | 3% | 265 |
| Library Card | Currently have MPL card | 4% | 69% | 32% | 15% | 23% | 3% | 397 |
| Status | Used to or never had MPL card | 5% | 56% | 7% | 12% | 12% | 5% | 41 |
| | | | | | | | | |

Q33: Which of the following describes your gender? (Please select all that apply)

| | | Man | Non-Binary | Woman | <u>Other</u> | <u>Prefer not to</u> <u>say</u> | <u>N</u> |
|------------------|-------------------------------|-----|------------|-------|--------------|------------------------------------|----------|
| OVERALL | September 2024 | 20% | 0% | 77% | 1% | 2% | 426 |
| Age | 18 to 49 | 20% | 2% | 77% | 0% | 2% | 60 |
| | 50 to 64 | 16% | 0% | 82% | 1% | 2% | 93 |
| | 65 to 74 | 21% | 0% | 78% | 0% | 1% | 149 |
| | 75 and older | 22% | 0% | 78% | 3% | 0% | 78 |
| Education | Less than college degree | 17% | 0% | 81% | 0% | 1% | 75 |
| | College graduate | 23% | 1% | 74% | 1% | 3% | 158 |
| | Postgraduate work | 19% | 0% | 80% | 1% | 2% | 186 |
| Children in | Children in household | 18% | 0% | 79% | 0% | 3% | 115 |
| Household | No children in household | 21% | 0% | 76% | 1% | 2% | 302 |
| Residency Status | Full-time resident | 20% | 0% | 77% | 1% | 3% | 299 |
| | Seasonal resident | 25% | 0% | 74% | 1% | 1% | 95 |
| | Not a resident | 6% | 0% | 94% | 0% | 0% | 32 |
| Household | Less than \$60,000 | 16% | 2% | 79% | 0% | 2% | 43 |
| Income | \$60,000 - \$99,999 | 18% | 0% | 82% | 2% | 0% | 65 |
| | \$100,000 - \$149,999 | 24% | 0% | 75% | 0% | 1% | 67 |
| | \$150,000 or more | 29% | 0% | 71% | 1% | 0% | 92 |
| Employment | Employed full-time | 17% | 1% | 79% | 0% | 2% | 81 |
| | Employed part-time | 10% | 0% | 90% | 0% | 0% | 39 |
| | Self-employed | 43% | 0% | 48% | 4% | 9% | 23 |
| | Retired or not working | 20% | 0% | 79% | 1% | 1% | 265 |
| Library Card | Currently have MPL card | 18% | 0% | 80% | 1% | 2% | 386 |
| Status | Used to or never had MPL card | 40% | 0% | 58% | 0% | 3% | 40 |

Q34: With which of the following ethnic or racial groups do you identify? (Please select all that apply)

| | | African American/ Black/ Caribbean American | Caucasian/ White | <u>Latin/</u> <u>Hispanic</u> | Native American, Inuit, or Aleut | <u>Other</u> | Prefer not to say | <u>N</u> |
|------------------|-------------------------------|---|---------------------|----------------------------------|---|--------------|----------------------|----------|
| OVERALL | September 2024 | 0% | 96% | 1% | 0% | 0% | 4% | 423 |
| Gender | Men | 0% | 98% | 1% | 0% | 0% | 2% | 84 |
| | Women | 0% | 98% | 1% | 1% | 0% | 1% | 325 |
| Age | 18 to 49 | 0% | 98% | 0% | 2% | 0% | 2% | 60 |
| | 50 to 64 | 1% | 96% | 2% | 1% | 1% | 3% | 92 |
| | 65 to 74 | 0% | 97% | 1% | 0% | 0% | 2% | 149 |
| | 75 and older | 0% | 99% | 1% | 0% | 0% | 1% | 76 |
| Education | Less than college degree | 0% | 97% | 1% | 0% | 0% | 1% | 75 |
| | College graduate | 0% | 97% | 0% | 1% | 0% | 3% | 156 |
| | Postgraduate work | 1% | 96% | 2% | 1% | 1% | 4% | 185 |
| Children in | Children in household | 1% | 97% | 0% | 1% | 1% | 3% | 114 |
| Household | No children in household | 0% | 96% | 1% | 0% | 0% | 4% | 300 |
| Residency Status | Full-time resident | 0% | 96% | 1% | 1% | 0% | 4% | 298 |
| | Seasonal resident | 1% | 98% | 1% | 0% | 1% | 2% | 94 |
| | Not a resident | 0% | 94% | 3% | 0% | 0% | 3% | 31 |
| Household | Less than \$60,000 | 0% | 100% | 0% | 0% | 0% | 0% | 43 |
| Income | \$60,000 - \$99,999 | 0% | 98% | 2% | 0% | 0% | 0% | 65 |
| | \$100,000 - \$149,999 | 0% | 97% | 0% | 1% | 0% | 3% | 67 |
| | \$150,000 or more | 1% | 99% | 0% | 1% | 1% | 1% | 91 |
| Employment | Employed full-time | 0% | 96% | 1% | 0% | 0% | 2% | 81 |
| | Employed part-time | 3% | 97% | 0% | 5% | 3% | 3% | 39 |
| | Self-employed | 4% | 87% | 0% | 0% | 4% | 13% | 23 |
| | Retired or not working | 0% | 98% | 1% | 0% | 0% | 2% | 262 |
| Library Card | Currently have MPL card | 0% | 96% | 1% | 1% | 0% | 3% | 383 |
| Status | Used to or never had MPL card | 0% | 95% | 0% | 0% | 0% | 5% | 40 |

Q35#: Level of education of respondent

| | | Less than college degree | College graduate | Postgraduate work | <u>N</u> |
|------------------|-------------------------------|--------------------------|------------------|-------------------|----------|
| OVERALL | September 2024 | 18% | 38% | 45% | 420 |
| Gender | Men | 16% | 42% | 42% | 83 |
| | Women | 19% | 36% | 45% | 324 |
| Age | 18 to 49 | 33% | 43% | 23% | 60 |
| | 50 to 64 | 15% | 38% | 47% | 93 |
| | 65 to 74 | 13% | 39% | 48% | 149 |
| | 75 and older | 22% | 26% | 52% | 77 |
| la u a a la d | Children in household | 20% | 39% | 41% | 116 |
| Household | No children in household | 17% | 37% | 46% | 298 |
| Residency Status | us Full-time resident | 21% | 38% | 40% | 297 |
| | Seasonal resident | 12% | 36% | 52% | 91 |
| | Not a resident | 3% | 34% | 63% | 32 |
| Household | Less than \$60,000 | 47% | 35% | 19% | 43 |
| Income | \$60,000 - \$99,999 | 18% | 40% | 42% | 65 |
| | \$100,000 - \$149,999 | 10% | 37% | 52% | 67 |
| | \$150,000 or more | 13% | 33% | 54% | 91 |
| Employment | Employed full-time | 15% | 45% | 40% | 80 |
| | Employed part-time | 15% | 33% | 51% | 39 |
| | Self-employed | 22% | 30% | 48% | 23 |
| | Retired or not working | 16% | 37% | 47% | 263 |
| Library Card | Currently have MPL card | 19% | 38% | 43% | 383 |
| Status | Used to or never had MPL card | 8% | 32% | 59% | 37 |

Q36#: Age of respondent

| | | <u>18 to 49</u> | 50 to 64 | <u>65 to 74</u> | 75 and older | <u>N</u> |
|------------------|-------------------------------|-----------------|----------|-----------------|--------------|----------|
| OVERALL | September 2024 | 16% | 24% | 39% | 21% | 380 |
| Gender | Men | 16% | 20% | 42% | 22% | 74 |
| | Women | 15% | 25% | 39% | 20% | 297 |
| Education | Less than college degree | 29% | 20% | 27% | 24% | 70 |
| | College graduate | 19% | 25% | 42% | 14% | 139 |
| | Postgraduate work | 8% | 26% | 42% | 24% | 170 |
| Children in | Children in household | 46% | 25% | 19% | 10% | 107 |
| Household | No children in household | 4% | 24% | 47% | 25% | 272 |
| Residency Status | s Full-time resident | 17% | 24% | 42% | 18% | 266 |
| | Seasonal resident | 13% | 29% | 32% | 26% | 87 |
| | Not a resident | 15% | 19% | 37% | 30% | 27 |
| Household | Less than \$60,000 | 23% | 18% | 25% | 35% | 40 |
| Income | \$60,000 - \$99,999 | 17% | 27% | 40% | 16% | 63 |
| | \$100,000 - \$149,999 | 27% | 16% | 37% | 21% | 63 |
| | \$150,000 or more | 17% | 35% | 33% | 15% | 88 |
| Employment | Employed full-time | 45% | 40% | 14% | 1% | 73 |
| | Employed part-time | 26% | 26% | 44% | 3% | 34 |
| | Retired or not working | 1% | 18% | 50% | 30% | 244 |
| Library Card | Currently have MPL card | 16% | 24% | 40% | 21% | 348 |
| Status | Used to or never had MPL card | 19% | 34% | 31% | 16% | 32 |

Q37: Including yourself, how many of the persons who currently live in your household are under 18 years of age, including babies and small children?

| | | <u>Five</u> | <u>Four</u> | <u>Three</u> | <u>Two</u> | <u>One</u> | <u>None</u> | <u>N</u> |
|------------------|-------------------------------|-------------|-------------|--------------|------------|------------|-------------|----------|
| OVERALL | September 2024 | 1% | 2% | 2% | 13% | 10% | 72% | 420 |
| Gender | Men | 0% | 1% | 1% | 13% | 10% | 75% | 84 |
| | Women | 1% | 2% | 2% | 14% | 10% | 72% | 320 |
| Age | 18 to 49 | 3% | 7% | 7% | 40% | 25% | 18% | 60 |
| | 50 to 64 | 0% | 2% | 3% | 12% | 12% | 71% | 93 |
| | 65 to 74 | 0% | 0% | 1% | 9% | 4% | 86% | 148 |
| | 75 and older | 1% | 1% | 0% | 4% | 8% | 86% | 78 |
| Education | Less than college degree | 0% | 1% | 4% | 11% | 15% | 69% | 74 |
| | College graduate | 2% | 1% | 1% | 15% | 10% | 71% | 154 |
| | Postgraduate work | 1% | 3% | 2% | 13% | 7% | 74% | 186 |
| Residency Status | s Full-time resident | 1% | 1% | 2% | 13% | 9% | 74% | 296 |
| | Seasonal resident | 2% | 4% | 3% | 12% | 11% | 67% | 92 |
| | Not a resident | 0% | 0% | 0% | 19% | 9% | 72% | 32 |
| Household | Less than \$60,000 | 0% | 2% | 2% | 7% | 16% | 72% | 43 |
| Income | \$60,000 - \$99,999 | 0% | 0% | 3% | 14% | 13% | 70% | 64 |
| | \$100,000 - \$149,999 | 0% | 0% | 3% | 27% | 7% | 63% | 67 |
| | \$150,000 or more | 3% | 4% | 3% | 15% | 15% | 59% | 92 |
| Employment | Employed full-time | 1% | 4% | 4% | 31% | 15% | 45% | 80 |
| | Employed part-time | 3% | 3% | 5% | 18% | 8% | 63% | 38 |
| | Self-employed | 0% | 0% | 4% | 17% | 17% | 61% | 23 |
| | Retired or not working | 0% | 1% | 0% | 6% | 6% | 86% | 265 |
| Library Card | Currently have MPL card | 1% | 2% | 2% | 13% | 9% | 73% | 382 |
| Status | Used to or never had MPL card | 3% | 0% | 3% | 16% | 16% | 63% | 38 |

Q38: Which of the following describes your current employment status? (Please select all that apply)

| | | Employed full-time | Employed part-time | Retired or not working | Seeking employment |
|------------------|-------------------------------|--------------------|--------------------|------------------------|--------------------|
| OVERALL | September 2024 | 19% | 9% | 63% | 2% |
| Gender | Men | 17% | 5% | 63% | 4% |
| | Women | 20% | 11% | 65% | 1% |
| Age | 18 to 49 | 56% | 15% | 5% | 8% |
| | 50 to 64 | 32% | 10% | 48% | 2% |
| | 65 to 74 | 7% | 10% | 83% | 0% |
| | 75 and older | 1% | 1% | 95% | 0% |
| Education | Less than college degree | 16% | 8% | 59% | 7% |
| | College graduate | 23% | 8% | 61% | 1% |
| | Postgraduate work | 17% | 11% | 67% | 1% |
| Children in | Children in household | 39% | 12% | 33% | 6% |
| Household | No children in household | 12% | 8% | 75% | 0% |
| Residency Status | Full-time resident | 19% | 10% | 62% | 2% |
| | Seasonal resident | 17% | 8% | 68% | 1% |
| | Not a resident | 28% | 6% | 66% | 0% |
| Household | Less than \$60,000 | 14% | 14% | 63% | 9% |
| Income | \$60,000 - \$99,999 | 16% | 11% | 64% | 3% |
| | \$100,000 - \$149,999 | 27% | 7% | 58% | 1% |
| | \$150,000 or more | 26% | 10% | 53% | 1% |
| Library Card | Currently have MPL card | 19% | 9% | 64% | 2% |
| Status | Used to or never had MPL card | 18% | 15% | 59% | 0% |

Q38: Which of the following describes your current employment status? (Please select all that apply)

| | | Self-employed | <u>Student</u> | <u>Unemployed</u> | <u>N</u> |
|------------------|-------------------------------|---------------|----------------|-------------------|----------|
| OVERALL | September 2024 | 5% | 0% | 1% | 422 |
| Gender | Men | 11% | 0% | 0% | 84 |
| | Women | 3% | 0% | 2% | 322 |
| Age | 18 to 49 | 3% | 2% | 7% | 59 |
| | 50 to 64 | 12% | 0% | 0% | 92 |
| | 65 to 74 | 1% | 0% | 1% | 149 |
| | 75 and older | 5% | 0% | 0% | 78 |
| Education | Less than college degree | 7% | 1% | 1% | 73 |
| | College graduate | 4% | 0% | 3% | 158 |
| | Postgraduate work | 6% | 0% | 0% | 185 |
| Children in | Children in household | 8% | 1% | 3% | 114 |
| Household | No children in household | 5% | 0% | 1% | 303 |
| Residency Status | Full-time resident | 5% | 0% | 1% | 297 |
| | Seasonal resident | 8% | 0% | 1% | 93 |
| | Not a resident | 6% | 0% | 0% | 32 |
| Household | Less than \$60,000 | 5% | 0% | 2% | 43 |
| Income | \$60,000 - \$99,999 | 5% | 2% | 2% | 64 |
| | \$100,000 - \$149,999 | 3% | 0% | 0% | 67 |
| | \$150,000 or more | 10% | 0% | 2% | 92 |
| Library Card | Currently have MPL card | 6% | 0% | 1% | 383 |
| Status | Used to or never had MPL card | 3% | 0% | 0% | 39 |

Q39: How much total income did you and your household receive in 2023, not just from wages or salaries but from all sources, that is, before taxes and other deductions were made?

| | | <u>Less than \$39,999</u> | \$40,000-\$59,999 | \$60,000-\$99,999 | \$100,000-\$149,999 |
|------------------|-------------------------------|---|-------------------|-------------------|---------------------|
| OVERALL | September 2024 | 3% | 7% | 16% | 16% |
| Gender | Men | 4% | 5% | 14% | 19% |
| | Women | 3% | 7% | 17% | 16% |
| Age | 18 to 49 | 5% | 10% | 19% | 29% |
| | 50 to 64 | 4% | 3% | 19% | 11% |
| | 65 to 74 | 2% | 5% | 17% | 16% |
| | 75 and older | 3% | 16% | 13% | 17% |
| Education | Less than college degree | 8% | 19% | 16% | 9% |
| | College graduate | 5% | 5% | 17% | 16% |
| | Postgraduate work | 1% | 4% | 15% | 19% |
| Children in | Children in household | 4% | 6% | 17% | 22% |
| Household | No children in household | 3% 16% 8% 19% 5% 5% 1% 4% 4% 6% 3% 7% 4% 7% | 15% | 14% | |
| Residency Status | Full-time resident | 4% | 7% | 17% | 18% |
| | Seasonal resident | 1% | 3% | 9% | 12% |
| | Not a resident | 3% | 16% | 26% | 6% |
| Employment | Employed full-time | 4% | 4% | 13% | 23% |
| | Employed part-time | 5% | 10% | 18% | 13% |
| | Self-employed | 5% | 5% | 14% | 9% |
| | Retired or not working | 3% | 7% | 16% | 15% |
| Library Card | Currently have MPL card | 3% | 7% | 16% | 17% |
| Status | Used to or never had MPL card | 3% | 8% | 11% | 13% |

Q39: How much total income did you and your household receive in 2023, not just from wages or salaries but from all sources, that is, before taxes and other deductions were made?

| | | <u>\$150,000-\$199,</u> <u>999</u> | More than \$200,000 | Don't know/Not sure | Prefer not to say | <u>N</u> |
|------------------|-------------------------------|---------------------------------------|------------------------|------------------------|-------------------|----------|
| OVERALL | September 2024 | 5% | 17% | 1% | 34% | 413 |
| Gender | Men | 7% | 24% | 0% | 27% | 83 |
| | Women | 5% | 16% | 2% | 34% | 315 |
| Age | 18 to 49 | 5% | 21% | 2% | 9% | 58 |
| | 50 to 64 | 8% | 26% | 2% | 26% | 91 |
| | 65 to 74 | 5% | 15% | 1% | 40% | 147 |
| | 75 and older | 5% | 12% | 3% | 32% | 77 |
| Education | Less than college degree | 7% | 9% | 1% | 30% | 74 |
| | College graduate | 2% | 18% | 0% | 37% | 152 |
| | Postgraduate work | 7% | 20% | 3% | 32% | 182 |
| Children in | Children in household | 5% | 29% | 0% | 16% | 112 |
| Household | No children in household | 5% | 13% | 2% | 40% | 297 |
| Residency Status | Full-time resident | 5% | 12% | 1% | 35% | 292 |
| | Seasonal resident | 6% | 36% | 2% | 31% | 90 |
| | Not a resident | 6% | 10% | 0% | 32% | 31 |
| Employment | Employed full-time | 10% | 21% | 0% | 26% | 78 |
| | Employed part-time | 0% | 23% | 3% | 28% | 39 |
| | Self-employed | 5% | 36% | 0% | 27% | 22 |
| | Retired or not working | 5% | 14% | 2% | 38% | 260 |
| Library Card | Currently have MPL card | 5% | 16% | 2% | 34% | 375 |
| Status | Used to or never had MPL card | 8% | 29% | 0% | 29% | 38 |

Q6: What activities do you typically do for fun? (Please select all that apply)

| | | <u>Art</u> | Cooking/ Culinary activities | Crafting | <u>Family</u> <u>time</u> | Gaming | Gardening | Internet & social media |
|------------------|-------------------------------|------------|------------------------------------|----------|------------------------------|--------|-----------|-------------------------------|
| OVERALL | September 2024 | 22% | 45% | 35% | 70% | 7% | 53% | 40% |
| Gender | Men | 13% | 35% | 7% | 70% | 13% | 46% | 40% |
| | Women | 24% | 48% | 43% | 72% | 6% | 55% | 42% |
| Age | 18 to 49 | 27% | 57% | 45% | 83% | 18% | 32% | 50% |
| | 50 to 64 | 26% | 52% | 33% | 72% | 8% | 61% | 42% |
| | 65 to 74 | 15% | 45% | 36% | 68% | 7% | 57% | 45% |
| | 75 and older | 19% | 31% | 29% | 67% | 3% | 47% | 32% |
| Education | Less than college degree | 23% | 44% | 44% | 75% | 15% | 49% | 48% |
| | College graduate | 20% | 49% | 34% | 73% | 6% | 49% | 42% |
| | Postgraduate work | 23% | 43% | 33% | 68% | 6% | 57% | 38% |
| Children in | Children in household | 26% | 52% | 39% | 78% | 11% | 46% | 46% |
| Household | No children in household | 20% | 41% | 34% | 67% | 6% | 54% | 39% |
| Residency Status | Full-time resident | 22% | 45% | 37% | 70% | 8% | 54% | 43% |
| | Seasonal resident | 21% | 49% | 33% | 79% | 7% | 52% | 34% |
| | Not a resident | 22% | 34% | 28% | 44% | 0% | 47% | 31% |
| Household | Less than \$60,000 | 26% | 35% | 42% | 65% | 7% | 47% | 47% |
| Income | \$60,000 - \$99,999 | 17% | 45% | 37% | 66% | 8% | 63% | 46% |
| | \$100,000 - \$149,999 | 19% | 48% | 30% | 76% | 13% | 52% | 39% |
| | \$150,000 or more | 24% | 49% | 32% | 75% | 5% | 47% | 40% |
| Employment | Employed full-time | 22% | 54% | 38% | 78% | 9% | 47% | 41% |
| | Employed part-time | 28% | 54% | 46% | 64% | 10% | 56% | 33% |
| | Self-employed | 35% | 35% | 17% | 65% | 4% | 61% | 35% |
| | Retired or not working | 19% | 41% | 33% | 69% | 5% | 54% | 43% |
| Library Card | Currently have MPL card | 24% | 43% | 36% | 70% | 7% | 52% | 40% |
| Status | Used to or never had MPL card | 7% | 59% | 24% | 76% | 12% | 59% | 39% |

Q6: What activities do you typically do for fun? (Please select all that apply)

| | | <u>Lake</u> activities | <u>Listening</u> to music | <u>Live events</u> | Playing or performing music | Reading | Socializing | <u>Sports</u> activities |
|------------------|-------------------------------|---------------------------|------------------------------|--------------------|-----------------------------------|---------|-------------|-----------------------------|
| OVERALL | September 2024 | 72% | 54% | 41% | 12% | 81% | 61% | 40% |
| Gender | Men | 68% | 55% | 45% | 14% | 63% | 55% | 44% |
| | Women | 74% | 56% | 40% | 11% | 87% | 64% | 40% |
| Age | 18 to 49 | 75% | 72% | 40% | 17% | 77% | 63% | 55% |
| | 50 to 64 | 81% | 54% | 47% | 11% | 81% | 62% | 53% |
| | 65 to 74 | 77% | 54% | 44% | 13% | 85% | 62% | 38% |
| | 75 and older | 54% | 50% | 32% | 6% | 85% | 63% | 22% |
| Education | Less than college degree | 57% | 56% | 41% | 16% | 77% | 55% | 27% |
| | College graduate | 76% | 50% | 39% | 13% | 77% | 61% | 47% |
| | Postgraduate work | 76% | 59% | 44% | 10% | 88% | 66% | 42% |
| U acceptadad | Children in household | 79% | 57% | 44% | 12% | 77% | 62% | 50% |
| | No children in household | 70% | 54% | 41% | 12% | 84% | 62% | 37% |
| Residency Status | Full-time resident | 68% | 56% | 42% | 13% | 81% | 63% | 38% |
| Residency Status | Seasonal resident | 88% | 48% | 40% | 7% | 82% | 61% | 47% |
| | Not a resident | 63% | 53% | 31% | 13% | 88% | 50% | 38% |
| Household | Less than \$60,000 | 37% | 53% | 30% | 16% | 84% | 47% | 23% |
| Income | \$60,000 - \$99,999 | 68% | 58% | 31% | 17% | 82% | 62% | 34% |
| | \$100,000 - \$149,999 | 81% | 63% | 46% | 9% | 84% | 64% | 40% |
| | \$150,000 or more | 87% | 55% | 48% | 10% | 82% | 70% | 53% |
| Employment | Employed full-time | 77% | 62% | 42% | 10% | 79% | 53% | 44% |
| | Employed part-time | 74% | 64% | 33% | 18% | 85% | 67% | 51% |
| | Self-employed | 65% | 57% | 61% | 13% | 78% | 61% | 43% |
| | Retired or not working | 72% | 51% | 42% | 11% | 84% | 64% | 37% |
| Library Card | Currently have MPL card | 71% | 54% | 43% | 12% | 82% | 62% | 39% |
| Status | Used to or never had MPL card | 78% | 63% | 27% | 12% | 80% | 49% | 51% |
| | | | | | | | | |

Q6: What activities do you typically do for fun? (Please select all that apply)

| | | Television/ Movies | <u>Theater</u> | <u>Travel</u> | Watching sports | Writing | Other outdoor activities | <u>Other</u> | <u>N</u> |
|------------------|-------------------------------|-----------------------|----------------|---------------|--------------------|---------|--------------------------------|--------------|----------|
| OVERALL | September 2024 | 63% | 35% | 56% | 31% | 11% | 67% | 6% | 443 |
| Gender | Men | 61% | 25% | 61% | 43% | 12% | 71% | 7% | 84 |
| | Women | 64% | 38% | 55% | 27% | 10% | 67% | 5% | 328 |
| Age | 18 to 49 | 72% | 30% | 48% | 33% | 13% | 72% | 5% | 60 |
| | 50 to 64 | 54% | 39% | 58% | 35% | 10% | 78% | 4% | 93 |
| | 65 to 74 | 70% | 38% | 60% | 32% | 9% | 72% | 6% | 149 |
| | 75 and older | 59% | 40% | 58% | 24% | 10% | 47% | 8% | 78 |
| Education | Less than college degree | 63% | 28% | 43% | 23% | 9% | 57% | 5% | 75 |
| | College graduate | 60% | 32% | 59% | 37% | 11% | 72% | 6% | 158 |
| | Postgraduate work | 65% | 43% | 61% | 29% | 11% | 70% | 7% | 187 |
| Children in | Children in household | 61% | 35% | 57% | 35% | 10% | 68% | 7% | 117 |
| Household | No children in household | 64% | 35% | 56% | 28% | 11% | 67% | 6% | 303 |
| Residency Status | Full-time resident | 64% | 34% | 55% | 31% | 10% | 67% | 6% | 312 |
| | Seasonal resident | 61% | 45% | 61% | 34% | 7% | 67% | 3% | 99 |
| | Not a resident | 56% | 19% | 50% | 16% | 31% | 63% | 19% | 32 |
| Household | Less than \$60,000 | 72% | 21% | 23% | 16% | 12% | 51% | 12% | 43 |
| Income | \$60,000 - \$99,999 | 65% | 32% | 46% | 34% | 9% | 63% | 9% | 65 |
| | \$100,000 - \$149,999 | 76% | 43% | 63% | 36% | 13% | 82% | 0% | 67 |
| | \$150,000 or more | 59% | 39% | 77% | 35% | 12% | 74% | 7% | 92 |
| Employment | Employed full-time | 60% | 26% | 52% | 35% | 12% | 74% | 4% | 81 |
| | Employed part-time | 67% | 36% | 51% | 23% | 8% | 69% | 8% | 39 |
| | Self-employed | 52% | 30% | 74% | 30% | 22% | 70% | 17% | 23 |
| | Retired or not working | 63% | 39% | 60% | 28% | 10% | 66% | 6% | 267 |
| Library Card | Currently have MPL card | 63% | 35% | 56% | 31% | 9% | 66% | 7% | 401 |
| Status | Used to or never had MPL card | 59% | 34% | 54% | 29% | 20% | 73% | 0% | 41 |
| | | | | | | | | | |

| | | Arts & crafts | Authors & books | <u>Civic</u> engagement | Community conversations | Education/ Lifelong learning | Family- focused |
|------------------|-------------------------------|---------------|-----------------|----------------------------|----------------------------|------------------------------------|--------------------|
| OVERALL | September 2024 | 35% | 37% | 16% | 22% | 43% | 17% |
| Age | 18 to 49 | 45% | 33% | 9% | 24% | 34% | 45% |
| | 50 to 64 | 35% | 33% | 20% | 23% | 43% | 19% |
| | 65 to 74 | 32% | 33% | 18% | 20% | 48% | 10% |
| | 75 and older | 27% | 51% | 15% | 24% | 40% | 8% |
| Education | Less than college degree | 41% | 34% | 7% | 20% | 35% | 23% |
| | College graduate | 30% | 33% | 17% | 24% | 40% | 16% |
| | Postgraduate work | 35% | 41% | 19% | 22% | 51% | 16% |
| Children in | Children in household | 39% | 34% | 19% | 27% | 46% | 37% |
| Household | No children in household | 33% | 37% | 15% | 20% | 42% | 8% |
| Residency Status | Full-time resident | 37% | 32% | 15% | 23% | 44% | 17% |
| | Seasonal resident | 28% | 50% | 17% | 19% | 41% | 19% |
| | Not a resident | 29% | 39% | 16% | 19% | 32% | 10% |
| Household | Less than \$60,000 | 29% | 29% | 12% | 17% | 29% | 20% |
| Income | \$60,000 - \$99,999 | 37% | 31% | 18% | 26% | 48% | 15% |
| | \$100,000 - \$149,999 | 34% | 45% | 17% | 25% | 66% | 22% |
| | \$150,000 or more | 29% | 42% | 16% | 29% | 38% | 22% |
| Employment | Employed full-time | 43% | 35% | 10% | 23% | 44% | 30% |
| | Employed part-time | 47% | 29% | 18% | 29% | 45% | 26% |
| | Self-employed | 22% | 26% | 13% | 22% | 52% | 22% |
| | Retired or not working | 31% | 39% | 18% | 22% | 44% | 10% |
| Library Card | Currently have MPL card | 35% | 36% | 14% | 23% | 43% | 17% |
| Status | Used to or never had MPL card | 31% | 38% | 31% | 13% | 38% | 18% |

| | | <u>Finance</u> | Games & video gaming | Genealogy | Health & wellness | <u>History</u> |
|------------------|-------------------------------|----------------|-------------------------|-----------|-------------------|----------------|
| OVERALL | September 2024 | 8% | 2% | 16% | 40% | 28% |
| Age | 18 to 49 | 7% | 7% | 16% | 41% | 16% |
| | 50 to 64 | 10% | 2% | 13% | 42% | 27% |
| | 65 to 74 | 7% | 0% | 19% | 39% | 29% |
| | 75 and older | 4% | 0% | 12% | 31% | 39% |
| Education | Less than college degree | 4% | 8% | 10% | 42% | 20% |
| | College graduate | 9% | 1% | 19% | 36% | 27% |
| | Postgraduate work | 9% | 1% | 16% | 40% | 33% |
| Children in | Children in household | 11% | 4% | 18% | 46% | 28% |
| Household | No children in household | 7% | 1% | 15% | 36% | 28% |
| Residency Status | Full-time resident | 8% | 3% | 16% | 41% | 26% |
| • | Seasonal resident | 11% | 1% | 17% | 39% | 35% |
| | Not a resident | 6% | 0% | 19% | 23% | 29% |
| Household | Less than \$60,000 | 5% | 5% | 20% | 34% | 27% |
| Income | \$60,000 - \$99,999 | 9% | 2% | 18% | 35% | 35% |
| | \$100,000 - \$149,999 | 12% | 2% | 17% | 49% | 37% |
| | \$150,000 or more | 6% | 2% | 17% | 37% | 28% |
| Employment | Employed full-time | 6% | 5% | 14% | 44% | 18% |
| | Employed part-time | 13% | 0% | 18% | 42% | 18% |
| | Self-employed | 13% | 4% | 9% | 39% | 17% |
| | Retired or not working | 7% | 0% | 18% | 37% | 33% |
| Library Card | Currently have MPL card | 8% | 2% | 16% | 41% | 27% |
| Status | Used to or never had MPL card | 10% | 3% | 18% | 28% | 38% |
| | | | | | | |

| | | Job skills & economic development | <u>Language</u> <u>learning</u> | <u>Music</u> | Nature & gardening | Religion & Spirituality |
|------------------|-------------------------------|---|------------------------------------|--------------|--------------------|-------------------------|
| OVERALL | September 2024 | 9% | 16% | 33% | 40% | 8% |
| Age | 18 to 49 | 31% | 16% | 45% | 36% | 5% |
| | 50 to 64 | 10% | 17% | 40% | 46% | 11% |
| | 65 to 74 | 5% | 18% | 29% | 40% | 7% |
| | 75 and older | 1% | 13% | 28% | 33% | 5% |
| Education | Less than college degree | 14% | 8% | 37% | 32% | 10% |
| | College graduate | 11% | 14% | 29% | 41% | 10% |
| | Postgraduate work | 7% | 23% | 35% | 42% | 6% |
| Children in | Children in household | 18% | 18% | 35% | 44% | 7% |
| Household | No children in household | 6% | 16% | 32% | 38% | 8% |
| Residency Status | Full-time resident | 11% | 17% | 37% | 42% | 8% |
| | Seasonal resident | 5% | 14% | 23% | 38% | 7% |
| | Not a resident | 3% | 23% | 19% | 23% | 3% |
| Household | Less than \$60,000 | 20% | 7% | 32% | 20% | 7% |
| Income | \$60,000 - \$99,999 | 12% | 17% | 37% | 43% | 9% |
| | \$100,000 - \$149,999 | 14% | 14% | 35% | 45% | 8% |
| | \$150,000 or more | 7% | 17% | 34% | 40% | 7% |
| Employment | Employed full-time | 18% | 15% | 35% | 38% | 5% |
| | Employed part-time | 13% | 29% | 37% | 45% | 18% |
| | Self-employed | 4% | 13% | 48% | 26% | 9% |
| | Retired or not working | 4% | 17% | 30% | 40% | 7% |
| Library Card | Currently have MPL card | 9% | 16% | 32% | 39% | 7% |
| Status | Used to or never had MPL card | 15% | 21% | 33% | 44% | 13% |
| | | | | | | |

| | | <u>Social</u> | Sports | Sustainability | <u>Technology</u> <u>learning</u> | <u>Theater</u> |
|------------------|-------------------------------|---------------|--------|----------------|--------------------------------------|----------------|
| OVERALL | September 2024 | 28% | 9% | 17% | 21% | 29% |
| Age | 18 to 49 | 34% | 28% | 10% | 19% | 28% |
| | 50 to 64 | 31% | 12% | 20% | 12% | 34% |
| | 65 to 74 | 27% | 7% | 18% | 23% | 31% |
| | 75 and older | 21% | 3% | 16% | 27% | 28% |
| Education | Less than college degree | 34% | 6% | 14% | 21% | 21% |
| | College graduate | 24% | 11% | 17% | 23% | 29% |
| | Postgraduate work | 30% | 10% | 19% | 18% | 32% |
| Children in | Children in household | 28% | 18% | 20% | 19% | 24% |
| Household | No children in household | 28% | 6% | 15% | 21% | 31% |
| Residency Status | Full-time resident | 30% | 8% | 18% | 23% | 28% |
| | Seasonal resident | 24% | 14% | 15% | 15% | 35% |
| | Not a resident | 16% | 3% | 16% | 23% | 16% |
| Household | Less than \$60,000 | 20% | 7% | 7% | 15% | 24% |
| Income | \$60,000 - \$99,999 | 29% | 9% | 22% | 34% | 31% |
| | \$100,000 - \$149,999 | 34% | 11% | 17% | 22% | 38% |
| | \$150,000 or more | 33% | 18% | 19% | 12% | 36% |
| Employment | Employed full-time | 31% | 15% | 20% | 13% | 26% |
| | Employed part-time | 26% | 18% | 18% | 16% | 32% |
| | Self-employed | 26% | 9% | 13% | 17% | 17% |
| | Retired or not working | 28% | 6% | 16% | 22% | 31% |
| Library Card | Currently have MPL card | 30% | 9% | 16% | 21% | 29% |
| Status | Used to or never had MPL card | 13% | 15% | 23% | 21% | 26% |

| | | Travel | World affairs | Writing | <u>Other</u> | <u>None</u> | <u>N</u> |
|--------------------------|-------------------------------|--------|---------------|---------|--------------|-------------|----------|
| OVERALL | September 2024 | 29% | 13% | 6% | 5% | 5% | 427 |
| Age | 18 to 49 | 33% | 10% | 14% | 3% | 2% | 58 |
| | 50 to 64 | 30% | 15% | 9% | 5% | 1% | 93 |
| | 65 to 74 | 31% | 8% | 3% | 3% | 7% | 147 |
| | 75 and older | 27% | 23% | 0% | 7% | 7% | 75 |
| Education | Less than college degree | 25% | 4% | 8% | 6% | 1% | 71 |
| | College graduate | 29% | 10% | 6% | 3% | 8% | 156 |
| | Postgraduate work | 31% | 21% | 5% | 5% | 4% | 183 |
| Children in Household | Children in household | 30% | 16% | 8% | 4% | 2% | 114 |
| | No children in household | 29% | 13% | 5% | 4% | 7% | 296 |
| Residency Status | Full-time resident | 28% | 13% | 6% | 6% | 4% | 302 |
| | Seasonal resident | 35% | 15% | 2% | 2% | 10% | 94 |
| | Not a resident | 16% | 16% | 16% | 3% | 10% | 31 |
| Household | Less than \$60,000 | 12% | 2% | 10% | 2% | 5% | 41 |
| Income | \$60,000 - \$99,999 | 31% | 15% | 5% | 6% | 5% | 65 |
| | \$100,000 - \$149,999 | 42% | 22% | 9% | 3% | 6% | 65 |
| | \$150,000 or more | 32% | 16% | 7% | 6% | 6% | 90 |
| Employment | Employed full-time | 26% | 14% | 15% | 3% | 4% | 80 |
| | Employed part-time | 21% | 11% | 3% | 8% | 8% | 38 |
| | Self-employed | 30% | 17% | 13% | 13% | 4% | 23 |
| | Retired or not working | 31% | 13% | 3% | 4% | 6% | 260 |
| Library Card | Currently have MPL card | 30% | 13% | 5% | 5% | 5% | 388 |
| Status | Used to or never had MPL card | 21% | 13% | 13% | 0% | 10% | 39 |

Q13: How do you usually find out about Moultonborough services, events, and local news? (Please select all that apply)

| | | Community bulletin boards | <u>Facebook</u> | <u>Instagram</u> | <u>Newspapers</u> | Town or Library newsletter | <u>Town</u> websites |
|------------------|-------------------------------|---------------------------------|-----------------|------------------|-------------------|----------------------------------|-------------------------|
| OVERALL | September 2024 | 21% | 44% | 5% | 34% | 67% | 46% |
| Age | 18 to 49 | 23% | 80% | 10% | 13% | 53% | 43% |
| | 50 to 64 | 19% | 53% | 9% | 32% | 62% | 42% |
| | 65 to 74 | 22% | 44% | 5% | 38% | 74% | 58% |
| | 75 and older | 26% | 18% | 0% | 41% | 71% | 28% |
| Education | Less than college degree | 20% | 59% | 12% | 36% | 63% | 49% |
| | College graduate | 20% | 46% | 3% | 34% | 65% | 43% |
| | Postgraduate work | 24% | 39% | 6% | 35% | 72% | 45% |
| Children in | Children in household | 27% | 62% | 9% | 28% | 61% | 44% |
| Household | No children in household | 19% | 38% | 4% | 37% | 70% | 46% |
| Residency Status | Full-time resident | 22% | 50% | 6% | 37% | 68% | 47% |
| | Seasonal resident | 20% | 36% | 2% | 27% | 63% | 52% |
| | Not a resident | 16% | 16% | 6% | 31% | 69% | 16% |
| Household | Less than \$60,000 | 21% | 35% | 9% | 30% | 67% | 53% |
| Income | \$60,000 - \$99,999 | 20% | 52% | 8% | 37% | 75% | 40% |
| | \$100,000 - \$149,999 | 25% | 55% | 9% | 28% | 78% | 36% |
| | \$150,000 or more | 23% | 42% | 5% | 26% | 65% | 47% |
| Employment | Employed full-time | 25% | 63% | 6% | 22% | 53% | 40% |
| | Employed part-time | 21% | 54% | 5% | 31% | 72% | 41% |
| | Self-employed | 17% | 39% | 0% | 30% | 65% | 57% |
| | Retired or not working | 21% | 37% | 5% | 38% | 72% | 47% |
| Library Card | Currently have MPL card | 22% | 46% | 5% | 36% | 70% | 45% |
| Status | Used to or never had MPL card | 17% | 32% | 10% | 22% | 37% | 49% |

Q13: How do you usually find out about Moultonborough services, events, and local news? (Please select all that apply)

| | | Town websites | <u>Twitter</u> | Word of mouth | <u>Other</u> | <u>None</u> | <u>N</u> |
|------------------|-------------------------------|---------------|----------------|---------------|--------------|-------------|----------|
| OVERALL | September 2024 | 46% | 0% | 56% | 6% | 0% | 441 |
| Age | 18 to 49 | 43% | 0% | 65% | 3% | 0% | 60 |
| | 50 to 64 | 42% | 1% | 51% | 8% | 0% | 93 |
| | 65 to 74 | 58% | 0% | 55% | 5% | 1% | 149 |
| | 75 and older | 28% | 0% | 59% | 10% | 0% | 78 |
| Education | Less than college degree | 49% | 0% | 63% | 8% | 0% | 75 |
| | College graduate | 43% | 1% | 58% | 5% | 0% | 158 |
| | Postgraduate work | 45% | 0% | 54% | 7% | 1% | 187 |
| Children in | Children in household | 44% | 0% | 55% | 3% | 0% | 117 |
| Household | No children in household | 46% | 0% | 58% | 7% | 0% | 302 |
| Residency Status | Full-time resident | 47% | 0% | 62% | 5% | 0% | 310 |
| | Seasonal resident | 52% | 1% | 41% | 6% | 0% | 99 |
| | Not a resident | 16% | 0% | 50% | 16% | 0% | 32 |
| Household | Less than \$60,000 | 53% | 0% | 58% | 9% | 0% | 43 |
| Income | \$60,000 - \$99,999 | 40% | 0% | 55% | 5% | 0% | 65 |
| | \$100,000 - \$149,999 | 36% | 1% | 57% | 6% | 1% | 67 |
| | \$150,000 or more | 47% | 0% | 55% | 7% | 0% | 92 |
| Employment | Employed full-time | 40% | 0% | 56% | 4% | 0% | 81 |
| | Employed part-time | 41% | 0% | 67% | 13% | 0% | 39 |
| | Self-employed | 57% | 0% | 61% | 9% | 0% | 23 |
| | Retired or not working | 47% | 0% | 55% | 6% | 0% | 267 |
| Library Card | Currently have MPL card | 45% | 0% | 56% | 6% | 0% | 400 |
| Status | Used to or never had MPL card | 49% | 2% | 59% | 10% | 2% | 41 |

Q8: Do you currently participate in any community groups in the Lakes Region?

| | | <u>Yes</u> | <u>No</u> | <u>N</u> |
|-------------------------------------|-------------------------------|------------|-----------|----------|
| OVERALL | September 2024 | 47% | 53% | 440 |
| Gender | Men | 42% | 58% | 83 |
| | Women | 47% | 53% | 325 |
| Age | 18 to 49 | 25% | 75% | 60 |
| | 50 to 64 | 39% | 61% | 93 |
| | 65 to 74 | 51% | 49% | 146 |
| | 75 and older | 63% | 37% | 78 |
| Education | Less than college degree | 31% | 69% | 75 |
| | College graduate | 50% | 50% | 155 |
| | Postgraduate work | 52% | 48% | 186 |
| Children in Household | Children in household | 37% | 63% | 116 |
| | No children in household | 51% | 49% | 301 |
| Residency Status Full-time resident | | 52% | 48% | 311 |
| | Seasonal resident | 27% | 73% | 98 |
| | Not a resident | 61% | 39% | 31 |
| Household | Less than \$60,000 | 37% | 63% | 43 |
| Income | \$60,000 - \$99,999 | 45% | 55% | 64 |
| | \$100,000 - \$149,999 | 47% | 53% | 66 |
| | \$150,000 or more | 47% | 53% | 92 |
| Employment | Employed full-time | 27% | 73% | 81 |
| | Employed part-time | 51% | 49% | 39 |
| | Self-employed | 61% | 39% | 23 |
| | Retired or not working | 52% | 48% | 263 |
| Library Card | Currently have MPL card | 49% | 51% | 398 |
| Status | Used to or never had MPL card | 25% | 75% | 40 |

Q9#: What challenges, logistical or otherwise, do your community groups face? (coded)

| | | <u>Division or</u> polarization | Finding volunteers or staff | Funding or finances | <u>Lack of</u> <u>volunteers or</u> <u>leaders</u> | Not welcoming to newcomers | Older community or lack of younger participants |
|---------------------|--------------------------|------------------------------------|-----------------------------------|---------------------|--|----------------------------------|---|
| OVERALL | September 2024 | 1% | 2% | 7% | 4% | 2% | 8% |
| Gender | Men | 4% | 4% | 7% | 11% | 4% | 7% |
| | Women | 0% | 2% | 7% | 2% | 1% | 8% |
| Age | 50 to 64 | 0% | 0% | 5% | 0% | 0% | 10% |
| | 65 to 74 | 0% | 0% | 6% | 4% | 2% | 10% |
| | 75 and older | 0% | 9% | 9% | 3% | 3% | 6% |
| Education | College graduate | 2% | 4% | 9% | 9% | 2% | 7% |
| | Postgraduate work | 0% | 2% | 6% | 2% | 0% | 9% |
| Children in | Children in household | 0% | 3% | 7% | 7% | 0% | 13% |
| Household | No children in household | 1% | 2% | 7% | 3% | 2% | 6% |
| Household Income | \$60,000 - \$99,999 | 0% | 4% | 0% | 8% | 0% | 13% |
| | \$100,000 - \$149,999 | 0% | 0% | 0% | 5% | 0% | 14% |
| | \$150,000 or more | 0% | 8% | 17% | 0% | 0% | 4% |

Q9#: What challenges, logistical or otherwise, do your community groups face? (coded)

| | | <u>Lack of</u> <u>volunteers or</u> <u>leaders</u> | <u>Parking</u> | Participation or attendance | Scheduling | <u>Space</u> | Transportation |
|---------------------|--------------------------|--|----------------|--------------------------------|------------|--------------|----------------|
| OVERALL | September 2024 | 4% | 1% | 18% | 6% | 22% | 3% |
| Gender | Men | 11% | 0% | 15% | 7% | 4% | 0% |
| | Women | 2% | 1% | 18% | 6% | 27% | 4% |
| Age | 50 to 64 | 0% | 0% | 14% | 5% | 38% | 0% |
| | 65 to 74 | 4% | 2% | 18% | 10% | 20% | 4% |
| | 75 and older | 3% | 0% | 17% | 3% | 23% | 3% |
| Education | College graduate | 9% | 0% | 7% | 9% | 22% | 2% |
| | Postgraduate work | 2% | 2% | 25% | 5% | 22% | 3% |
| Children in | Children in household | 7% | 0% | 20% | 7% | 27% | 0% |
| Household | No children in household | 3% | 1% | 17% | 6% | 20% | 3% |
| Household Income | \$60,000 - \$99,999 | 8% | 0% | 13% | 0% | 29% | 4% |
| | \$100,000 - \$149,999 | 5% | 0% | 24% | 10% | 19% | 0% |
| | \$150,000 or more | 0% | 0% | 13% | 13% | 17% | 0% |

Q9#: What challenges, logistical or otherwise, do your community groups face? (coded)

| | | Lack of volunteers or leaders | Visibility or awareness | Weather | <u>Other</u> | <u>None</u> | <u>Don't</u> <u>know/Not</u> <u>sure</u> | N |
|-------------|--------------------------|-------------------------------|-------------------------|---------|--------------|-------------|--|-----|
| OVERALL | September 2024 | 4% | 2% | 2% | 15% | 7% | 2% | 130 |
| Gender | Men | 11% | 4% | 4% | 19% | 11% | 0% | 27 |
| | Women | 2% | 1% | 2% | 13% | 5% | 2% | 97 |
| Age | 50 to 64 | 0% | 0% | 10% | 19% | 0% | 0% | 21 |
| | 65 to 74 | 4% | 4% | 2% | 8% | 12% | 0% | 51 |
| | 75 and older | 3% | 3% | 0% | 14% | 6% | 3% | 35 |
| Education | College graduate | 9% | 4% | 4% | 11% | 4% | 4% | 46 |
| | Postgraduate work | 2% | 0% | 2% | 18% | 6% | 0% | 65 |
| Children in | Children in household | 7% | 0% | 0% | 10% | 0% | 7% | 30 |
| Household | No children in household | 3% | 3% | 3% | 16% | 9% | 0% | 99 |
| Household | \$60,000 - \$99,999 | 8% | 4% | 8% | 4% | 13% | 0% | 24 |
| Income | \$100,000 - \$149,999 | 5% | 5% | 0% | 19% | 5% | 0% | 21 |
| | \$150,000 or more | 0% | 4% | 4% | 13% | 4% | 4% | 24 |

Q10: Which of the following barriers, if any, prevent you from participating in activities and community events? (Please select all that apply)

| | | Accessibility of facilities | Conflicting priorities | Don't feel safe | Don't feel welcome | <u>Lack of available</u> <u>activities</u> |
|------------------|-------------------------------|--------------------------------|------------------------|-----------------|-----------------------|---|
| OVERALL | September 2024 | 4% | 36% | 0% | 5% | 24% |
| Gender | Men | 6% | 46% | 0% | 9% | 37% |
| | Women | 3% | 33% | 1% | 4% | 22% |
| Age | 18 to 49 | 2% | 40% | 0% | 8% | 32% |
| | 50 to 64 | 1% | 34% | 1% | 8% | 22% |
| | 65 to 74 | 6% | 43% | 1% | 5% | 25% |
| | 75 and older | 3% | 29% | 0% | 0% | 23% |
| Education | Less than college degree | 3% | 28% | 0% | 5% | 22% |
| | College graduate | 3% | 38% | 1% | 5% | 27% |
| | Postgraduate work | 4% | 39% | 1% | 6% | 25% |
| Children in | Children in household | 5% | 37% | 1% | 11% | 29% |
| Household | No children in household | 3% | 36% | 0% | 3% | 23% |
| Residency Status | Full-time resident | 3% | 39% | 1% | 6% | 27% |
| | Seasonal resident | 4% | 27% | 0% | 5% | 22% |
| | Not a resident | 10% | 32% | 0% | 0% | 10% |
| Household | Less than \$60,000 | 7% | 26% | 0% | 5% | 19% |
| Income | \$60,000 - \$99,999 | 3% | 36% | 0% | 8% | 34% |
| | \$100,000 - \$149,999 | 5% | 48% | 2% | 5% | 26% |
| | \$150,000 or more | 4% | 32% | 1% | 7% | 25% |
| Employment | Employed full-time | 1% | 39% | 1% | 5% | 31% |
| | Employed part-time | 3% | 32% | 0% | 5% | 18% |
| | Self-employed | 0% | 30% | 0% | 4% | 22% |
| | Retired or not working | 5% | 36% | 0% | 5% | 23% |
| Library Card | Currently have MPL card | 4% | 36% | 0% | 5% | 25% |
| Status | Used to or never had MPL card | 3% | 35% | 3% | 10% | 20% |

Q10: Which of the following barriers, if any, prevent you from participating in activities and community events? (Please select all that apply)

| | | Lack of childcare | Lack of money | <u>Lack of or</u> inconsistent transportation | Lack of relevant topics |
|------------------|-------------------------------|-------------------|---------------|---|-------------------------|
| OVERALL | September 2024 | 5% | 7% | 2% | 20% |
| Gender | Men | 6% | 4% | 2% | 36% |
| | Women | 5% | 8% | 2% | 16% |
| Age | 18 to 49 | 30% | 20% | 2% | 20% |
| | 50 to 64 | 2% | 8% | 1% | 24% |
| | 65 to 74 | 0% | 4% | 2% | 24% |
| | 75 and older | 0% | 0% | 4% | 13% |
| Education | Less than college degree | 9% | 16% | 1% | 23% |
| | College graduate | 6% | 8% | 1% | 19% |
| | Postgraduate work | 2% | 3% | 3% | 22% |
| Children in | Children in household | 18% | 13% | 1% | 27% |
| Household | No children in household | 0% | 4% | 3% | 18% |
| Residency Status | Full-time resident | 6% | 9% | 1% | 22% |
| | Seasonal resident | 4% | 0% | 2% | 19% |
| | Not a resident | 3% | 6% | 10% | 10% |
| Household | Less than \$60,000 | 5% | 26% | 5% | 19% |
| Income | \$60,000 - \$99,999 | 8% | 13% | 2% | 20% |
| | \$100,000 - \$149,999 | 11% | 8% | 2% | 25% |
| | \$150,000 or more | 5% | 3% | 1% | 18% |
| Employment | Employed full-time | 13% | 14% | 1% | 21% |
| | Employed part-time | 8% | 13% | 3% | 18% |
| | Self-employed | 0% | 4% | 0% | 35% |
| | Retired or not working | 1% | 3% | 3% | 20% |
| Library Card | Currently have MPL card | 5% | 7% | 2% | 20% |
| Status | Used to or never had MPL card | 3% | 5% | 5% | 18% |

Q10: Which of the following barriers, if any, prevent you from participating in activities and community events? (Please select all that apply)

| | | <u>Lack of time</u> | Poor health | <u>Other</u> | <u>None</u> | <u>N</u> |
|------------------|-------------------------------|---------------------|-------------|--------------|-------------|----------|
| OVERALL | September 2024 | 35% | 4% | 13% | 17% | 427 |
| Gender | Men | 48% | 6% | 12% | 4% | 81 |
| | Women | 33% | 3% | 13% | 20% | 319 |
| Age | 18 to 49 | 65% | 0% | 5% | 7% | 60 |
| | 50 to 64 | 38% | 3% | 18% | 13% | 89 |
| | 65 to 74 | 30% | 3% | 13% | 17% | 144 |
| | 75 and older | 22% | 8% | 13% | 27% | 78 |
| Education | Less than college degree | 39% | 3% | 8% | 18% | 74 |
| | College graduate | 40% | 5% | 8% | 16% | 154 |
| | Postgraduate work | 31% | 4% | 18% | 16% | 180 |
| Harrada alal | Children in household | 54% | 2% | 13% | 10% | 114 |
| | No children in household | 28% | 5% | 13% | 19% | 295 |
| Residency Status | Full-time resident | 36% | 3% | 10% | 18% | 301 |
| | Seasonal resident | 38% | 6% | 16% | 14% | 95 |
| | Not a resident | 23% | 3% | 32% | 19% | 31 |
| Household | Less than \$60,000 | 36% | 10% | 5% | 29% | 42 |
| Income | \$60,000 - \$99,999 | 25% | 2% | 6% | 17% | 64 |
| | \$100,000 - \$149,999 | 43% | 3% | 12% | 12% | 65 |
| | \$150,000 or more | 46% | 4% | 20% | 12% | 91 |
| Employment | Employed full-time | 68% | 0% | 15% | 4% | 80 |
| | Employed part-time | 47% | 3% | 16% | 18% | 38 |
| | Self-employed | 35% | 0% | 26% | 13% | 23 |
| | Retired or not working | 23% | 5% | 12% | 21% | 257 |
| Library Card | Currently have MPL card | 35% | 4% | 12% | 18% | 387 |
| Status | Used to or never had MPL card | 40% | 5% | 20% | 13% | 40 |

Q11: How often do you have access to quality, high-speed internet?

| | | <u>Always</u> | Most of the time | Sometimes | Rarely | Have no need or do not try to use the internet | <u>N</u> |
|------------------|-------------------------------|---------------|------------------|-----------|--------|--|----------|
| OVERALL | September 2024 | 67% | 27% | 5% | 1% | 0% | 441 |
| Gender | Men | 65% | 29% | 6% | 0% | 0% | 84 |
| | Women | 68% | 27% | 5% | 1% | 0% | 327 |
| Age | 18 to 49 | 70% | 25% | 3% | 2% | 0% | 60 |
| | 50 to 64 | 63% | 32% | 4% | 0% | 1% | 92 |
| | 65 to 74 | 70% | 24% | 6% | 0% | 0% | 149 |
| | 75 and older | 63% | 35% | 3% | 0% | 0% | 78 |
| Education | Less than college degree | 69% | 25% | 4% | 0% | 1% | 75 |
| | College graduate | 66% | 26% | 6% | 1% | 0% | 158 |
| | Postgraduate work | 67% | 29% | 4% | 1% | 0% | 186 |
| Children in | Children in household | 69% | 24% | 5% | 1% | 1% | 117 |
| Household | No children in household | 67% | 28% | 4% | 1% | 0% | 302 |
| Residency Status | Full-time resident | 69% | 26% | 5% | 0% | 0% | 310 |
| | Seasonal resident | 65% | 29% | 5% | 1% | 0% | 99 |
| | Not a resident | 53% | 38% | 6% | 3% | 0% | 32 |
| Household | Less than \$60,000 | 70% | 23% | 5% | 0% | 2% | 43 |
| Income | \$60,000 - \$99,999 | 59% | 33% | 8% | 0% | 0% | 64 |
| | \$100,000 - \$149,999 | 75% | 24% | 1% | 0% | 0% | 67 |
| | \$150,000 or more | 73% | 25% | 2% | 0% | 0% | 92 |
| Employment | Employed full-time | 63% | 28% | 6% | 1% | 1% | 81 |
| | Employed part-time | 67% | 26% | 8% | 0% | 0% | 39 |
| | Self-employed | 61% | 26% | 13% | 0% | 0% | 23 |
| | Retired or not working | 68% | 27% | 4% | 1% | 0% | 266 |
| Library Card | Currently have MPL card | 67% | 27% | 5% | 1% | 0% | 400 |
| Status | Used to or never had MPL card | 63% | 34% | 2% | 0% | 0% | 41 |

Q12: How often do you have access to a private, free space for calls or meetings in your home or elsewhere?

| | | Always | Most of the time | Sometimes | Rarely | <u>Never</u> | <u>Have no</u> <u>need</u> | <u>N</u> |
|------------------|-------------------------------|--------|------------------|-----------|--------|--------------|-------------------------------|----------|
| OVERALL | September 2024 | 59% | 25% | 7% | 3% | 1% | 5% | 439 |
| Gender | Men | 63% | 25% | 6% | 2% | 1% | 2% | 83 |
| | Women | 58% | 25% | 8% | 3% | 1% | 6% | 327 |
| Age | 18 to 49 | 47% | 32% | 13% | 5% | 0% | 3% | 60 |
| | 50 to 64 | 56% | 31% | 6% | 0% | 2% | 4% | 93 |
| | 65 to 74 | 66% | 22% | 6% | 2% | 1% | 4% | 148 |
| | 75 and older | 64% | 19% | 1% | 5% | 1% | 9% | 77 |
| Education | Less than college degree | 66% | 20% | 4% | 0% | 1% | 8% | 74 |
| | College graduate | 57% | 25% | 9% | 4% | 3% | 2% | 157 |
| | Postgraduate work | 58% | 27% | 6% | 3% | 0% | 6% | 187 |
| Children in | Children in household | 50% | 31% | 10% | 4% | 2% | 3% | 116 |
| Household | No children in household | 63% | 23% | 5% | 2% | 1% | 6% | 302 |
| Residency Status | Full-time resident | 64% | 21% | 6% | 2% | 2% | 6% | 308 |
| | Seasonal resident | 49% | 36% | 6% | 4% | 1% | 3% | 99 |
| | Not a resident | 47% | 28% | 16% | 9% | 0% | 0% | 32 |
| Household | Less than \$60,000 | 56% | 24% | 5% | 2% | 2% | 10% | 41 |
| Income | \$60,000 - \$99,999 | 52% | 31% | 9% | 3% | 2% | 3% | 65 |
| | \$100,000 - \$149,999 | 61% | 25% | 4% | 1% | 3% | 4% | 67 |
| | \$150,000 or more | 63% | 26% | 8% | 2% | 0% | 1% | 92 |
| Employment | Employed full-time | 51% | 27% | 10% | 5% | 1% | 6% | 81 |
| | Employed part-time | 56% | 28% | 13% | 0% | 3% | 0% | 39 |
| | Self-employed | 70% | 22% | 4% | 0% | 4% | 0% | 23 |
| | Retired or not working | 62% | 23% | 5% | 3% | 1% | 6% | 265 |
| Library Card | Currently have MPL card | 59% | 24% | 8% | 3% | 2% | 5% | 398 |
| Status | Used to or never had MPL card | 59% | 37% | 0% | 2% | 0% | 2% | 41 |

Q14a: How important do you believe it is for the Moultonborough Public Library to model the following values? Building community

| | | <u>Very</u> important | Somewhat important | Not very important | Not at all important | <u>Don't</u> know/Not sure | <u>N</u> |
|------------------|-------------------------------|--------------------------|-----------------------|-----------------------|----------------------|-------------------------------|----------|
| OVERALL | September 2024 | 64% | 29% | 5% | 0% | 1% | 431 |
| Gender | Men | 44% | 39% | 13% | 2% | 1% | 82 |
| | Women | 69% | 27% | 3% | 0% | 1% | 324 |
| Age | 18 to 49 | 70% | 28% | 0% | 0% | 2% | 60 |
| | 50 to 64 | 66% | 26% | 7% | 1% | 0% | 91 |
| | 65 to 74 | 63% | 31% | 5% | 0% | 1% | 149 |
| | 75 and older | 65% | 27% | 7% | 0% | 1% | 74 |
| Education | Less than college degree | 70% | 22% | 4% | 0% | 4% | 73 |
| | College graduate | 61% | 34% | 5% | 1% | 0% | 157 |
| | Postgraduate work | 66% | 27% | 6% | 1% | 0% | 183 |
| Children in | Children in household | 70% | 29% | 0% | 0% | 1% | 115 |
| Household | No children in household | 62% | 29% | 7% | 1% | 1% | 298 |
| Residency Status | Full-time resident | 65% | 29% | 5% | 0% | 1% | 305 |
| | Seasonal resident | 66% | 28% | 5% | 1% | 0% | 94 |
| | Not a resident | 53% | 41% | 6% | 0% | 0% | 32 |
| Household | Less than \$60,000 | 72% | 23% | 2% | 0% | 2% | 43 |
| Income | \$60,000 - \$99,999 | 68% | 30% | 2% | 0% | 0% | 63 |
| | \$100,000 - \$149,999 | 65% | 32% | 3% | 0% | 0% | 66 |
| | \$150,000 or more | 63% | 30% | 6% | 1% | 0% | 90 |
| Employment | Employed full-time | 70% | 30% | 0% | 0% | 0% | 81 |
| | Employed part-time | 71% | 21% | 8% | 0% | 0% | 38 |
| | Self-employed | 52% | 35% | 13% | 0% | 0% | 23 |
| | Retired or not working | 63% | 30% | 6% | 1% | 1% | 262 |
| Library Card | Currently have MPL card | 65% | 29% | 5% | 0% | 1% | 393 |
| Status | Used to or never had MPL card | 58% | 34% | 5% | 3% | 0% | 38 |
| | | | | | | | |

Q14b: How important do you believe it is for the Moultonborough Public Library to model the following values? Curiosity and innovation

| | | <u>Very</u> important | Somewhat important | Not very important | Not at all important | <u>Don't</u> <u>know/Not sure</u> | <u>N</u> |
|------------------|-------------------------------|--------------------------|-----------------------|-----------------------|----------------------|--------------------------------------|----------|
| OVERALL | September 2024 | 66% | 31% | 2% | 0% | 1% | 434 |
| Gender | Men | 52% | 43% | 1% | 1% | 2% | 82 |
| | Women | 68% | 29% | 2% | 0% | 1% | 325 |
| Age | 18 to 49 | 75% | 22% | 3% | 0% | 0% | 60 |
| | 50 to 64 | 66% | 30% | 3% | 1% | 0% | 93 |
| | 65 to 74 | 66% | 31% | 1% | 0% | 2% | 149 |
| | 75 and older | 64% | 32% | 1% | 0% | 3% | 73 |
| Education | Less than college degree | 69% | 27% | 0% | 0% | 4% | 74 |
| | College graduate | 67% | 29% | 4% | 0% | 0% | 157 |
| | Postgraduate work | 64% | 34% | 1% | 1% | 1% | 184 |
| Children in | Children in household | 66% | 32% | 2% | 0% | 0% | 116 |
| Household | No children in household | 66% | 30% | 2% | 0% | 2% | 299 |
| Residency Status | Full-time resident | 66% | 30% | 2% | 0% | 2% | 306 |
| | Seasonal resident | 66% | 32% | 1% | 1% | 0% | 96 |
| | Not a resident | 63% | 31% | 6% | 0% | 0% | 32 |
| Household | Less than \$60,000 | 72% | 26% | 2% | 0% | 0% | 43 |
| Income | \$60,000 - \$99,999 | 69% | 31% | 0% | 0% | 0% | 64 |
| | \$100,000 - \$149,999 | 65% | 32% | 3% | 0% | 0% | 65 |
| | \$150,000 or more | 68% | 26% | 3% | 1% | 1% | 91 |
| Employment | Employed full-time | 70% | 27% | 2% | 0% | 0% | 81 |
| | Employed part-time | 72% | 26% | 3% | 0% | 0% | 39 |
| | Self-employed | 57% | 39% | 4% | 0% | 0% | 23 |
| | Retired or not working | 63% | 32% | 2% | 0% | 2% | 262 |
| Library Card | Currently have MPL card | 66% | 31% | 2% | 0% | 1% | 393 |
| Status | Used to or never had MPL card | 61% | 29% | 2% | 2% | 5% | 41 |

Q14c: How important do you believe it is for the Moultonborough Public Library to model the following values? Diversity, equity, and inclusion

| | | <u>Very</u> important | Somewhat important | Not very important | Not at all important | <u>Don't</u> know/Not sure | <u>N</u> |
|------------------|-------------------------------|--------------------------|-----------------------|-----------------------|----------------------|-------------------------------|----------|
| OVERALL | September 2024 | 57% | 20% | 8% | 11% | 3% | 434 |
| Gender | Men | 30% | 26% | 15% | 26% | 4% | 82 |
| | Women | 65% | 19% | 6% | 6% | 3% | 324 |
| Age | 18 to 49 | 61% | 25% | 5% | 2% | 7% | 59 |
| | 50 to 64 | 56% | 21% | 12% | 10% | 1% | 91 |
| | 65 to 74 | 60% | 18% | 7% | 12% | 3% | 149 |
| | 75 and older | 65% | 20% | 1% | 11% | 3% | 75 |
| Education | Less than college degree | 62% | 19% | 5% | 5% | 8% | 73 |
| | College graduate | 60% | 21% | 8% | 10% | 3% | 156 |
| | Postgraduate work | 57% | 19% | 10% | 13% | 2% | 185 |
| Children in | Children in household | 57% | 25% | 9% | 4% | 5% | 115 |
| Household | No children in household | 58% | 18% | 8% | 13% | 3% | 299 |
| Residency Status | Full-time resident | 60% | 17% | 9% | 11% | 3% | 305 |
| | Seasonal resident | 46% | 28% | 8% | 12% | 5% | 97 |
| | Not a resident | 66% | 19% | 6% | 3% | 6% | 32 |
| Household | Less than \$60,000 | 68% | 10% | 7% | 10% | 5% | 41 |
| Income | \$60,000 - \$99,999 | 72% | 20% | 6% | 2% | 0% | 64 |
| | \$100,000 - \$149,999 | 55% | 25% | 7% | 6% | 6% | 67 |
| | \$150,000 or more | 56% | 22% | 8% | 13% | 1% | 90 |
| Employment | Employed full-time | 65% | 26% | 4% | 2% | 2% | 81 |
| | Employed part-time | 63% | 18% | 13% | 3% | 3% | 38 |
| | Self-employed | 43% | 13% | 22% | 22% | 0% | 23 |
| | Retired or not working | 57% | 19% | 8% | 13% | 3% | 263 |
| Library Card | Currently have MPL card | 59% | 20% | 7% | 11% | 4% | 393 |
| Status | Used to or never had MPL card | 46% | 20% | 17% | 15% | 2% | 41 |

Q14d: How important do you believe it is for the Moultonborough Public Library to model the following values? Intellectual freedom

| | | <u>Very</u> important | Somewhat important | Not very important | Not at all important | <u>Don't</u> know/Not sure | <u>N</u> |
|------------------|-------------------------------|--------------------------|-----------------------|-----------------------|----------------------|-------------------------------|----------|
| OVERALL | September 2024 | 79% | 17% | 2% | 0% | 2% | 430 |
| Gender | Men | 64% | 30% | 4% | 1% | 1% | 83 |
| | Women | 82% | 14% | 2% | 0% | 2% | 321 |
| Age | 18 to 49 | 81% | 15% | 2% | 0% | 2% | 59 |
| | 50 to 64 | 75% | 20% | 3% | 1% | 0% | 93 |
| | 65 to 74 | 81% | 16% | 1% | 0% | 2% | 147 |
| | 75 and older | 84% | 13% | 1% | 0% | 1% | 75 |
| Education | Less than college degree | 74% | 18% | 4% | 0% | 4% | 72 |
| | College graduate | 78% | 19% | 2% | 0% | 1% | 155 |
| | Postgraduate work | 82% | 16% | 1% | 1% | 1% | 185 |
| Children in | Children in household | 78% | 19% | 1% | 0% | 2% | 113 |
| Household | No children in household | 79% | 17% | 2% | 0% | 2% | 299 |
| Residency Status | Full-time resident | 77% | 19% | 2% | 0% | 2% | 304 |
| | Seasonal resident | 81% | 15% | 2% | 1% | 1% | 96 |
| | Not a resident | 90% | 10% | 0% | 0% | 0% | 30 |
| Household | Less than \$60,000 | 79% | 19% | 0% | 0% | 2% | 43 |
| Income | \$60,000 - \$99,999 | 89% | 11% | 0% | 0% | 0% | 63 |
| | \$100,000 - \$149,999 | 82% | 15% | 3% | 0% | 0% | 67 |
| | \$150,000 or more | 74% | 21% | 4% | 1% | 0% | 91 |
| Employment | Employed full-time | 75% | 23% | 3% | 0% | 0% | 80 |
| | Employed part-time | 84% | 13% | 3% | 0% | 0% | 38 |
| | Self-employed | 78% | 17% | 4% | 0% | 0% | 23 |
| | Retired or not working | 79% | 17% | 2% | 0% | 2% | 262 |
| Library Card | Currently have MPL card | 79% | 17% | 2% | 0% | 2% | 391 |
| Status | Used to or never had MPL card | 74% | 23% | 0% | 3% | 0% | 39 |

Q14e: How important do you believe it is for the Moultonborough Public Library to model the following values? Literacy and learning in all forms

| | | <u>Very</u> important | Somewhat important | Not very important | Not at all important | <u>Don't</u> know/Not sure | <u>N</u> |
|------------------|-------------------------------|--------------------------|-----------------------|-----------------------|----------------------|-------------------------------|----------|
| OVERALL | September 2024 | 81% | 18% | 1% | 0% | 0% | 430 |
| Gender | Men | 55% | 40% | 2% | 1% | 1% | 82 |
| | Women | 87% | 12% | 0% | 0% | 0% | 322 |
| Age | 18 to 49 | 85% | 15% | 0% | 0% | 0% | 60 |
| | 50 to 64 | 79% | 17% | 2% | 1% | 0% | 92 |
| | 65 to 74 | 80% | 20% | 0% | 0% | 1% | 148 |
| | 75 and older | 84% | 15% | 0% | 0% | 1% | 75 |
| Education | Less than college degree | 86% | 12% | 0% | 0% | 1% | 73 |
| | College graduate | 79% | 20% | 0% | 0% | 1% | 155 |
| | Postgraduate work | 80% | 18% | 2% | 1% | 0% | 186 |
| Children in | Children in household | 80% | 19% | 0% | 0% | 1% | 116 |
| Household | No children in household | 81% | 18% | 1% | 0% | 0% | 298 |
| Residency Status | Full-time resident | 82% | 17% | 0% | 0% | 1% | 304 |
| | Seasonal resident | 77% | 21% | 2% | 0% | 0% | 95 |
| | Not a resident | 84% | 16% | 0% | 0% | 0% | 31 |
| Household | Less than \$60,000 | 86% | 12% | 0% | 0% | 2% | 42 |
| Income | \$60,000 - \$99,999 | 85% | 14% | 0% | 2% | 0% | 65 |
| | \$100,000 - \$149,999 | 82% | 18% | 0% | 0% | 0% | 67 |
| | \$150,000 or more | 74% | 24% | 2% | 0% | 0% | 92 |
| Employment | Employed full-time | 83% | 18% | 0% | 0% | 0% | 80 |
| | Employed part-time | 79% | 21% | 0% | 0% | 0% | 39 |
| | Self-employed | 61% | 35% | 4% | 0% | 0% | 23 |
| | Retired or not working | 81% | 17% | 0% | 0% | 1% | 262 |
| Library Card | Currently have MPL card | 81% | 17% | 1% | 0% | 1% | 392 |
| Status | Used to or never had MPL card | 76% | 24% | 0% | 0% | 0% | 38 |

Q14f: How important do you believe it is for the Moultonborough Public Library to model the following values? Preservation of Moultonborough history

| | | <u>Very</u> important | Somewhat important | Not very important | Not at all important | <u>Don't</u> know/Not sure | <u>N</u> |
|------------------|-------------------------------|--------------------------|-----------------------|-----------------------|----------------------|-------------------------------|----------|
| OVERALL | September 2024 | 68% | 27% | 4% | 0% | 0% | 433 |
| Gender | Men | 55% | 36% | 8% | 0% | 0% | 83 |
| | Women | 71% | 25% | 3% | 1% | 1% | 324 |
| Age | 18 to 49 | 69% | 20% | 7% | 2% | 2% | 59 |
| | 50 to 64 | 66% | 28% | 5% | 1% | 0% | 93 |
| | 65 to 74 | 68% | 28% | 3% | 0% | 1% | 148 |
| | 75 and older | 69% | 27% | 4% | 0% | 0% | 75 |
| Education | Less than college degree | 74% | 19% | 5% | 0% | 1% | 74 |
| | College graduate | 70% | 28% | 2% | 0% | 1% | 158 |
| | Postgraduate work | 63% | 31% | 5% | 1% | 0% | 183 |
| Children in | Children in household | 62% | 30% | 5% | 2% | 1% | 115 |
| Household | No children in household | 70% | 26% | 4% | 0% | 0% | 300 |
| Residency Status | Full-time resident | 69% | 26% | 5% | 1% | 0% | 307 |
| | Seasonal resident | 67% | 29% | 2% | 0% | 1% | 95 |
| | Not a resident | 65% | 32% | 3% | 0% | 0% | 31 |
| Household | Less than \$60,000 | 65% | 28% | 5% | 2% | 0% | 43 |
| Income | \$60,000 - \$99,999 | 69% | 28% | 3% | 0% | 0% | 65 |
| | \$100,000 - \$149,999 | 72% | 23% | 5% | 0% | 0% | 65 |
| | \$150,000 or more | 67% | 25% | 5% | 1% | 1% | 92 |
| Employment | Employed full-time | 71% | 24% | 4% | 1% | 0% | 79 |
| | Employed part-time | 69% | 26% | 3% | 3% | 0% | 39 |
| | Self-employed | 70% | 26% | 4% | 0% | 0% | 23 |
| | Retired or not working | 67% | 29% | 3% | 0% | 0% | 264 |
| Library Card | Currently have MPL card | 67% | 28% | 4% | 1% | 1% | 394 |
| Status | Used to or never had MPL card | 77% | 21% | 3% | 0% | 0% | 39 |

Q14g: How important do you believe it is for the Moultonborough Public Library to model the following values? Privacy and confidentiality

| | | <u>Very</u> important | Somewhat important | Not very important | Not at all important | <u>Don't</u> know/Not sure | <u>N</u> |
|------------------|-------------------------------|--------------------------|-----------------------|-----------------------|----------------------|---|----------|
| OVERALL | September 2024 | 76% | 18% | 4% | 1% | 1% | 431 |
| Gender | Men | 60% | 31% | 5% | 3% | 1% | 80 |
| | Women | 78% | 16% | 3% | 0% | 2% | 323 |
| Age | 18 to 49 | 71% | 19% | 5% | 0% | 5% | 59 |
| | 50 to 64 | 67% | 24% | 5% | 2% | 1% | 92 |
| | 65 to 74 | 78% | 16% | 4% | 1% | 1% | 148 |
| | 75 and older | 81% | 18% | 1% | 0% | 0% | 72 |
| Education | Less than college degree | 80% | 13% | 3% | 0% | 4% | 71 |
| | College graduate | 71% | 24% | 3% | 1% | 1% | 156 |
| | Postgraduate work | 76% | 18% | 5% | 1% | 1% | 184 |
| Children in | Children in household | 75% | 18% | 4% | 0% | 4% | 114 |
| Household | No children in household | 75% | 20% | 4% | 1% | 1% | 297 |
| Residency Status | Full-time resident | 77% | 18% | 3% | 1% | | 304 |
| | Seasonal resident | 70% | 22% | 5% | 1% | 2% | 96 |
| | Not a resident | 84% | 13% | 3% | 0% | 0% | 31 |
| Household | Less than \$60,000 | 81% | 14% | 2% | 0% | 1% 0% 4% 1% 1% 4% 1% 1% 2% 0% 2% 0% 3% 1% 1% 1% 3% 0% | 42 |
| Income | \$60,000 - \$99,999 | 89% | 10% | 0% | 2% | 0% | 62 |
| | \$100,000 - \$149,999 | 72% | 18% | 5% | 2% | 3% | 65 |
| | \$150,000 or more | 63% | 24% | 10% | 1% | 1% | 90 |
| Employment | Employed full-time | 78% | 18% | 4% | 0% | 1% | 80 |
| | Employed part-time | 72% | 21% | 5% | 0% | 3% | 39 |
| | Self-employed | 82% | 9% | 9% | 0% | 0% | 22 |
| | Retired or not working | 75% | 20% | 3% | 1% | 1% | 261 |
| Library Card | Currently have MPL card | 76% | 18% | 4% | 0% | 2% | 391 |
| Status | Used to or never had MPL card | 70% | 20% | 5% | 5% | 0% | 40 |

Q14h: How important do you believe it is for the Moultonborough Public Library to model the following values? Sustainability

| | | <u>Very</u> important | <u>Somewhat</u> <u>important</u> | Not very important | Not at all important | <u>Don't</u> know/Not sure | <u>N</u> |
|------------------|-------------------------------|--------------------------|-------------------------------------|-----------------------|----------------------|-------------------------------|----------|
| OVERALL | September 2024 | 61% | 29% | 5% | 2% | 3% | 430 |
| Gender | Men | 41% | 41% | 9% | 6% | 2% | 82 |
| | Women | 66% | 27% | 3% | 1% | 2% | 322 |
| Age | 18 to 49 | 66% | 29% | 2% | 2% | 2% | 59 |
| | 50 to 64 | 58% | 33% | 6% | 2% | 0% | 93 |
| | 65 to 74 | 60% | 29% | 6% | 2% | 3% | 147 |
| | 75 and older | 73% | 18% | 3% | 1% | 5% | 74 |
| Education | Less than college degree | 64% | 29% | 1% | 1% | 4% | 73 |
| | College graduate | 63% | 26% | 4% | 4% | 3% | 155 |
| | Postgraduate work | 58% | 33% | 7% | 1% | 2% | 184 |
| Children in | Children in household | 63% | 32% | 4% | 1% | 0% | 114 |
| Household | No children in household | 59% | 29% | 5% | 3% | 4% | 298 |
| Residency Status | s Full-time resident | 61% | 28% | 5% | 3% | 3% | 302 |
| | Seasonal resident | 63% | 31% | 4% | 1% | 1% | 96 |
| | Not a resident | 56% | 34% | 6% | 0% | 3% | 32 |
| Household | Less than \$60,000 | 79% | 19% | 2% | 0% | 0% | 42 |
| Income | \$60,000 - \$99,999 | 63% | 33% | 3% | 0% | 0% | 63 |
| | \$100,000 - \$149,999 | 60% | 36% | 4% | 0% | 0% | 67 |
| | \$150,000 or more | 56% | 31% | 8% | 3% | 2% | 91 |
| Employment | Employed full-time | 61% | 34% | 1% | 1% | 3% | 80 |
| | Employed part-time | 64% | 31% | 3% | 3% | 0% | 39 |
| | Self-employed | 52% | 35% | 4% | 4% | 4% | 23 |
| | Retired or not working | 61% | 28% | 6% | 2% | 3% | 261 |
| Library Card | Currently have MPL card | 62% | 29% | 4% | 2% | 3% | 390 |
| Status | Used to or never had MPL card | 58% | 30% | 8% | 3% | 3% | 40 |

Q14i: How important do you believe it is for the Moultonborough Public Library to model the following values? Unfettered access to a broad range of information

| | | <u>Very</u> important | Somewhat important | Not very important | Not at all important | <u>Don't</u> <u>know/Not sure</u> | <u>N</u> |
|------------------|-------------------------------|--------------------------|-----------------------|-----------------------|----------------------|--------------------------------------|----------|
| OVERALL | September 2024 | 79% | 17% | 2% | 1% | 2% | 433 |
| Gender | Men | 68% | 21% | 6% | 2% | 2% | 82 |
| | Women | 82% | 16% | 1% | 1% | 1% | 325 |
| Age | 18 to 49 | 75% | 20% | 2% | 0% | 3% | 59 |
| | 50 to 64 | 80% | 17% | 2% | 1% | 0% | 93 |
| | 65 to 74 | 79% | 15% | 2% | 2% | 2% | 149 |
| | 75 and older | 85% | 15% | 0% | 0% | 0% | 74 |
| Education | Less than college degree | 77% | 18% | 1% | 1% | 3% | 73 |
| | College graduate | 80% | 17% | 2% | 1% | 1% | 157 |
| | Postgraduate work | 78% | 17% | 2% | 1% | 1% | 186 |
| Children in | Children in household | 78% | 18% | 1% | 1% | 2% | 116 |
| Household | No children in household | 79% | 17% | 2% | 1% | 1% | 299 |
| Residency Status | Full-time resident | 77% | 17% | 3% | 1% | 2% | 305 |
| | Seasonal resident | 80% | 19% | 0% | 0% | 1% | 96 |
| | Not a resident | 84% | 16% | 0% | 0% | 0% | 32 |
| Household | Less than \$60,000 | 83% | 14% | 0% | 2% | 0% | 42 |
| Income | \$60,000 - \$99,999 | 84% | 13% | 2% | 2% | 0% | 64 |
| | \$100,000 - \$149,999 | 80% | 15% | 3% | 0% | 2% | 66 |
| | \$150,000 or more | 76% | 21% | 1% | 0% | 2% | 92 |
| Employment | Employed full-time | 74% | 25% | 0% | 0% | 1% | 81 |
| | Employed part-time | 82% | 13% | 0% | 3% | 3% | 39 |
| | Self-employed | 74% | 13% | 9% | 0% | 4% | 23 |
| | Retired or not working | 80% | 17% | 1% | 1% | 1% | 263 |
| Library Card | Currently have MPL card | 80% | 17% | 1% | 1% | 1% | 393 |
| Status | Used to or never had MPL card | 68% | 18% | 8% | 3% | 5% | 40 |

Q15#: What do you like best about Moultonborough? (coded)

| | | Accessibilty | <u>Beautiful</u> | Community | Enjoyable things to do | Everything | Home or family |
|------------------|-------------------------------|--------------|------------------|-----------|---------------------------|------------|----------------|
| OVERALL | September 2024 | 0% | 15% | 8% | 2% | 1% | 1% |
| Gender | Men | 0% | 14% | 5% | 0% | 0% | 3% |
| | Women | 1% | 14% | 9% | 2% | 2% | 1% |
| Age | 18 to 49 | 2% | 11% | 19% | 4% | 0% | 2% |
| | 50 to 64 | 0% | 19% | 5% | 1% | 2% | 2% |
| | 65 to 74 | 1% | 20% | 8% | 1% | 1% | 1% |
| | 75 and older | 0% | 5% | 3% | 3% | 3% | 0% |
| Education | Less than college degree | 0% | 14% | 16% | 0% | 1% | 4% |
| | College graduate | 1% | 12% | 9% | 1% | 1% | 1% |
| | Postgraduate work | 1% | 17% | 4% | 3% | 2% | 0% |
| Children in | Children in household | 1% | 12% | 11% | 2% | 0% | 3% |
| Household | No children in household | 0% | 15% | 7% | 2% | 2% | 1% |
| Residency Status | Full-time resident | 0% | 17% | 8% | 1% | 1% | 2% |
| | Seasonal resident | 1% | 12% | 7% | 2% | 4% | 1% |
| | Not a resident | 0% | 3% | 7% | 10% | 0% | 0% |
| Household | Less than \$60,000 | 0% | 8% | 13% | 3% | 3% | 5% |
| Income | \$60,000 - \$99,999 | 0% | 11% | 10% | 3% | 3% | 2% |
| | \$100,000 - \$149,999 | 0% | 16% | 8% | 3% | 0% | 0% |
| | \$150,000 or more | 2% | 17% | 6% | 0% | 1% | 0% |
| Employment | Employed full-time | 1% | 17% | 13% | 4% | 1% | 3% |
| | Employed part-time | 0% | 24% | 12% | 3% | 3% | 0% |
| | Self-employed | 0% | 14% | 5% | 0% | 0% | 5% |
| | Retired or not working | 0% | 12% | 6% | 1% | 2% | 1% |
| Library Card | Currently have MPL card | 1% | 15% | 8% | 2% | 2% | 2% |
| Status | Used to or never had MPL card | 0% | 14% | 8% | 0% | 0% | 0% |

Q15#: What do you like best about Moultonborough? (coded)

| | | <u>Location</u> | <u>Low taxes</u> | Quiet or rural | <u>Safe</u> | The library |
|------------------|-------------------------------|-----------------|------------------|----------------|-------------|-------------|
| OVERALL | September 2024 | 4% | 3% | 25% | 0% | 10% |
| Gender | Men | 0% | 6% | 16% | 1% | 12% |
| | Women | 5% | 3% | 25% | 0% | 10% |
| Age | 18 to 49 | 6% | 4% | 28% | 0% | 11% |
| | 50 to 64 | 2% | 1% | 17% | 0% | 8% |
| | 65 to 74 | 4% | 4% | 24% | 1% | 6% |
| | 75 and older | 4% | 4% | 28% | 0% | 20% |
| Education | Less than college degree | 3% | 3% | 26% | 0% | 1% |
| | College graduate | 3% | 4% | 25% | 0% | 12% |
| | Postgraduate work | 5% | 3% | 22% | 1% | 11% |
| Children in | Children in household | 4% | 2% | 24% | 1% | 11% |
| Household | No children in household | 4% | 4% | 25% | 0% | 10% |
| Residency Status | Full-time resident | 3% | 4% | 29% | 1% | 5% |
| | Seasonal resident | 4% | 1% | 16% | 0% | 11% |
| | Not a resident | 7% | 0% | 10% | 0% | 55% |
| Household | Less than \$60,000 | 0% | 3% | 30% | 0% | 10% |
| Income | \$60,000 - \$99,999 | 2% | 3% | 18% | 0% | 18% |
| | \$100,000 - \$149,999 | 8% | 5% | 30% | 0% | 10% |
| | \$150,000 or more | 3% | 2% | 24% | 2% | 10% |
| Employment | Employed full-time | 6% | 1% | 23% | 0% | 9% |
| | Employed part-time | 9% | 0% | 24% | 0% | 6% |
| | Self-employed | 5% | 0% | 29% | 0% | 5% |
| | Retired or not working | 3% | 4% | 24% | 1% | 11% |
| Library Card | Currently have MPL card | 4% | 3% | 25% | 1% | 10% |
| Status | Used to or never had MPL card | 3% | 3% | 22% | 0% | 11% |

Q15#: What do you like best about Moultonborough? (coded)

| | | The people | The schools | Weather or environment | <u>Other</u> | <u>Don't</u> know/Not sure | N |
|------------------|-------------------------------|------------|-------------|------------------------|--------------|-------------------------------|-----|
| OVERALL | September 2024 | 8% | 1% | 17% | 4% | 0% | 406 |
| Gender | Men | 9% | 1% | 25% | 8% | 0% | 77 |
| | Women | 8% | 1% | 15% | 3% | 0% | 306 |
| Age | 18 to 49 | 2% | 4% | 7% | 2% | 0% | 54 |
| | 50 to 64 | 12% | 1% | 23% | 5% | 1% | 86 |
| | 65 to 74 | 8% | 0% | 15% | 5% | 0% | 144 |
| | 75 and older | 9% | 0% | 19% | 1% | 0% | 74 |
| Education | Less than college degree | 6% | 1% | 19% | 4% | 0% | 69 |
| | College graduate | 10% | 1% | 15% | 4% | 1% | 146 |
| | Postgraduate work | 9% | 1% | 18% | 3% | 0% | 175 |
| Children in | Children in household | 8% | 3% | 13% | 7% | 0% | 104 |
| Household | No children in household | 8% | 0% | 19% | 3% | 0% | 288 |
| Residency Status | Full-time resident | 8% | 1% | 15% | 5% | 0% | 286 |
| | Seasonal resident | 10% | 0% | 25% | 3% | 1% | 91 |
| | Not a resident | 3% | 0% | 3% | 0% | 0% | 29 |
| Household | Less than \$60,000 | 13% | 0% | 15% | 0% | 0% | 40 |
| Income | \$60,000 - \$99,999 | 10% | 2% | 13% | 5% | 0% | 61 |
| | \$100,000 - \$149,999 | 3% | 3% | 14% | 0% | 0% | 63 |
| | \$150,000 or more | 8% | 0% | 17% | 6% | 1% | 88 |
| Employment | Employed full-time | 3% | 3% | 12% | 3% | 0% | 69 |
| | Employed part-time | 6% | 0% | 9% | 6% | 0% | 34 |
| | Self-employed | 10% | 0% | 24% | 5% | 0% | 21 |
| | Retired or not working | 10% | 0% | 20% | 4% | 0% | 256 |
| Library Card | Currently have MPL card | 8% | 1% | 17% | 3% | 0% | 370 |
| Status | Used to or never had MPL card | 11% | 0% | 14% | 14% | 0% | 36 |

| | | Aging population | Closemindedness | Cost of living | <u>Division or</u> polarization | Environmental concerns |
|------------------|-------------------------------|------------------|-----------------|----------------|------------------------------------|------------------------|
| OVERALL | September 2024 | 4% | 5% | 2% | 5% | 5% |
| Gender | Men | 5% | 5% | 3% | 6% | 4% |
| | Women | 3% | 5% | 2% | 5% | 5% |
| Age | 18 to 49 | 4% | 8% | 8% | 11% | 4% |
| | 50 to 64 | 5% | 4% | 0% | 4% | 8% |
| | 65 to 74 | 4% | 7% | 1% | 6% | 6% |
| | 75 and older | 4% | 6% | 1% | 4% | 1% |
| Education | Less than college degree | 4% | 0% | 4% | 3% | 7% |
| | College graduate | 3% | 4% | 2% | 8% | 5% |
| | Postgraduate work | 4% | 9% | 1% | 4% | 4% |
| Children in | Children in household | 5% | 10% | 6% | 8% | 2% |
| Household | No children in household | 3% | 4% | 0% | 4% | 6% |
| Residency Status | Full-time resident | 4% | 4% | 2% | 5% | 4% |
| | Seasonal resident | 2% | 9% | 1% | 4% | 7% |
| | Not a resident | 0% | 7% | 0% | 7% | 4% |
| Household | Less than \$60,000 | 3% | 0% | 6% | 3% | 0% |
| Income | \$60,000 - \$99,999 | 2% | 5% | 5% | 6% | 3% |
| | \$100,000 - \$149,999 | 8% | 10% | 3% | 11% | 3% |
| | \$150,000 or more | 5% | 11% | 0% | 8% | 5% |
| Employment | Employed full-time | 7% | 9% | 1% | 10% | 4% |
| | Employed part-time | 3% | 6% | 3% | 12% | 0% |
| | Self-employed | 0% | 5% | 0% | 0% | 5% |
| | Retired or not working | 3% | 5% | 1% | 4% | 6% |
| Library Card | Currently have MPL card | 4% | 5% | 2% | 5% | 4% |
| Status | Used to or never had MPL card | 3% | 6% | 0% | 9% | 12% |

| | | Housing or affordable housing | Inequality | <u>Infrastructure</u> <u>problems</u> | <u>Lack of community</u> <u>center or downtown</u> |
|------------------|-------------------------------|-------------------------------|------------|--|---|
| OVERALL | September 2024 | 12% | 1% | 3% | 7% |
| Gender | Men | 16% | 1% | 5% | 1% |
| | Women | 12% | 1% | 2% | 9% |
| Age | 18 to 49 | 15% | 2% | 6% | 8% |
| | 50 to 64 | 9% | 1% | 1% | 7% |
| | 65 to 74 | 15% | 0% | 3% | 7% |
| | 75 and older | 16% | 0% | 3% | 9% |
| Education | Less than college degree | 12% | 1% | 4% | 6% |
| | College graduate | 13% | 1% | 2% | 7% |
| | Postgraduate work | 12% | 1% | 2% | 7% |
| Children in | Children in household | 12% | 1% | 4% | 9% |
| Household | No children in household | 12% | 1% | 2% | 6% |
| Residency Status | Full-time resident | 15% | 1% | 2% | 7% |
| | Seasonal resident | 7% | 0% | 2% | 9% |
| | Not a resident | 4% | 4% | 11% | 4% |
| Household | Less than \$60,000 | 17% | 3% | 3% | 0% |
| Income | \$60,000 - \$99,999 | 19% | 2% | 2% | 11% |
| | \$100,000 - \$149,999 | 10% | 0% | 0% | 8% |
| | \$150,000 or more | 7% | 0% | 6% | 10% |
| Employment | Employed full-time | 14% | 0% | 4% | 4% |
| | Employed part-time | 6% | 0% | 6% | 0% |
| | Self-employed | 9% | 0% | 9% | 5% |
| | Retired or not working | 13% | 1% | 2% | 8% |
| Library Card | Currently have MPL card | 13% | 1% | 2% | 7% |
| Status | Used to or never had MPL card | 3% | 0% | 9% | 3% |

| | | Lack of diversity | <u>Lack of</u> <u>information on</u> <u>town</u> | <u>Lack of jobs or</u> <u>businesses</u> | Lack of sense of community | Lack of services |
|------------------|-------------------------------|-------------------|--|---|----------------------------|------------------|
| OVERALL | September 2024 | 1% | 1% | 3% | 3% | 3% |
| Gender | Men | 0% | 1% | 5% | 1% | 0% |
| | Women | 0% | 1% | 3% | 3% | 4% |
| Age | 18 to 49 | 2% | 0% | 4% | 4% | 2% |
| | 50 to 64 | 0% | 0% | 5% | 5% | 1% |
| | 65 to 74 | 0% | 1% | 3% | 1% | 4% |
| | 75 and older | 1% | 4% | 0% | 1% | 1% |
| Education | Less than college degree | 0% | 1% | 4% | 1% | 4% |
| | College graduate | 1% | 1% | 1% | 3% | 3% |
| | Postgraduate work | 1% | 1% | 5% | 4% | 2% |
| Children in | Children in household | 1% | 0% | 5% | 3% | 1% |
| Household | No children in household | 0% | 1% | 3% | 3% | 4% |
| Residency Status | Full-time resident | 0% | 1% | 3% | 4% | 3% |
| | Seasonal resident | 0% | 0% | 5% | 1% | 0% |
| | Not a resident | 4% | 0% | 0% | 0% | 11% |
| Household | Less than \$60,000 | 3% | 3% | 3% | 6% | 6% |
| Income | \$60,000 - \$99,999 | 0% | 0% | 3% | 2% | 3% |
| | \$100,000 - \$149,999 | 0% | 0% | 5% | 3% | 2% |
| | \$150,000 or more | 1% | 0% | 5% | 1% | 2% |
| Employment | Employed full-time | 1% | 0% | 3% | 9% | 3% |
| | Employed part-time | 0% | 0% | 0% | 3% | 6% |
| | Self-employed | 0% | 0% | 9% | 0% | 0% |
| | Retired or not working | 0% | 2% | 3% | 2% | 3% |
| Library Card | Currently have MPL card | 1% | 1% | 3% | 3% | 3% |
| Status | Used to or never had MPL card | 0% | 0% | 3% | 3% | 0% |

| | | Lack of things to do | Lack of workforce | Overdevelopment or gentrification | Taxes or spending |
|------------------|-------------------------------|----------------------|-------------------|--------------------------------------|-------------------|
| OVERALL | September 2024 | 2% | 1% | 14% | 8% |
| Gender | Men | 1% | 0% | 9% | 16% |
| | Women | 3% | 1% | 13% | 6% |
| Age | 18 to 49 | 8% | 0% | 4% | 2% |
| | 50 to 64 | 5% | 1% | 11% | 11% |
| | 65 to 74 | 1% | 1% | 14% | 7% |
| | 75 and older | 0% | 1% | 14% | 6% |
| Education | Less than college degree | 3% | 1% | 16% | 3% |
| | College graduate | 1% | 1% | 13% | 9% |
| | Postgraduate work | 3% | 1% | 12% | 8% |
| | Children in household | 5% | 1% | 11% | 7% |
| Household | No children in household | 1% | 1% | 14% | 8% |
| Residency Status | Full-time resident | 3% | 0% | 14% | 8% |
| | Seasonal resident | 1% | 2% | 19% | 7% |
| | Not a resident | 0% | 0% | 4% | 7% |
| Household | Less than \$60,000 | 6% | 0% | 17% | 0% |
| Income | \$60,000 - \$99,999 | 0% | 2% | 11% | 6% |
| | \$100,000 - \$149,999 | 3% | 0% | 6% | 11% |
| | \$150,000 or more | 5% | 0% | 10% | 6% |
| Employment | Employed full-time | 3% | 0% | 13% | 6% |
| | Employed part-time | 6% | 0% | 21% | 3% |
| | Self-employed | 5% | 0% | 18% | 9% |
| | Retired or not working | 1% | 1% | 13% | 9% |
| Library Card | Currently have MPL card | 2% | 1% | 14% | 7% |
| Status | Used to or never had MPL card | 3% | 0% | 9% | 12% |

| | | Too much change | Tourists or new arrivals | <u>Traffic</u> | <u>Other</u> | <u>None</u> | <u>Don't</u> <u>know/Not</u> <u>sure</u> | N |
|------------------|-------------------------------|--------------------|--------------------------------|----------------|--------------|-------------|--|-----|
| OVERALL | September 2024 | 2% | 4% | 3% | 7% | 1% | 5% | 388 |
| Gender | Men | 3% | 4% | 3% | 6% | 1% | 3% | 77 |
| | Women | 2% | 4% | 3% | 7% | 1% | 6% | 290 |
| Age | 18 to 49 | 0% | 4% | 0% | 2% | 0% | 6% | 53 |
| | 50 to 64 | 4% | 6% | 5% | 5% | 1% | 4% | 85 |
| | 65 to 74 | 2% | 1% | 2% | 7% | 1% | 5% | 135 |
| | 75 and older | 1% | 4% | 4% | 7% | 0% | 9% | 70 |
| Education | Less than college degree | 4% | 4% | 1% | 3% | 0% | 7% | 67 |
| | College graduate | 1% | 5% | 4% | 9% | 0% | 1% | 135 |
| | Postgraduate work | 2% | 2% | 2% | 6% | 2% | 7% | 171 |
| Children in | Children in household | 1% | 1% | 0% | 4% | 0% | 4% | 106 |
| Household | No children in household | 2% | 5% | 4% | 8% | 1% | 6% | 269 |
| Residency Status | Full-time resident | 3% | 4% | 2% | 7% | 0% | 4% | 280 |
| | Seasonal resident | 0% | 0% | 6% | 5% | 4% | 7% | 81 |
| | Not a resident | 0% | 7% | 4% | 11% | 0% | 11% | 27 |
| Household | Less than \$60,000 | 0% | 6% | 6% | 3% | 0% | 11% | 36 |
| Income | \$60,000 - \$99,999 | 5% | 3% | 3% | 5% | 0% | 2% | 62 |
| | \$100,000 - \$149,999 | 3% | 5% | 3% | 2% | 0% | 5% | 63 |
| | \$150,000 or more | 0% | 1% | 1% | 4% | 1% | 11% | 83 |
| Employment | Employed full-time | 0% | 7% | 0% | 0% | 0% | 0% | 69 |
| | Employed part-time | 3% | 3% | 3% | 9% | 0% | 9% | 34 |
| | Self-employed | 5% | 5% | 5% | 5% | 0% | 9% | 22 |
| | Retired or not working | 2% | 3% | 3% | 8% | 1% | 6% | 238 |
| Library Card | Currently have MPL card | 2% | 3% | 3% | 7% | 1% | 5% | 354 |
| Status | Used to or never had MPL card | 0% | 9% | 3% | 3% | 3% | 9% | 34 |

Q17: Do you currently have a Moultonborough Public Library card, have you had one in the past, or have you never had one?

| | | <u>Currently have a MPL</u> <u>card</u> | Used to have a MPL card | Never have had a MPL card | <u>N</u> |
|------------------|--------------------------|--|-------------------------|------------------------------|----------|
| OVERALL | September 2024 | 91% | 3% | 6% | 442 |
| Gender | Men | 81% | 2% | 17% | 84 |
| | Women | 93% | 3% | 4% | 328 |
| Age | 18 to 49 | 90% | 7% | 3% | 60 |
| | 50 to 64 | 88% | 5% | 6% | 93 |
| | 65 to 74 | 93% | 2% | 5% | 149 |
| | 75 and older | 94% | 0% | 6% | 78 |
| Education | Less than college degree | 96% | 1% | 3% | 75 |
| | College graduate | 92% | 4% | 4% | 158 |
| | Postgraduate work | 88% | 3% | 9% | 187 |
| Children in | Children in household | 88% | 5% | 7% | 117 |
| Household | No children in household | 92% | 2% | 6% | 303 |
| Residency Status | Full-time resident | 94% | 2% | 4% | 311 |
| | Seasonal resident | 87% | 6% | 7% | 99 |
| | Not a resident | 75% | 3% | 22% | 32 |
| Household | Less than \$60,000 | 91% | 5% | 5% | 43 |
| Income | \$60,000 - \$99,999 | 94% | 5% | 2% | 65 |
| | \$100,000 - \$149,999 | 93% | 3% | 4% | 67 |
| | \$150,000 or more | 85% | 5% | 10% | 92 |
| Employment | Employed full-time | 91% | 2% | 6% | 81 |
| | Employed part-time | 85% | 13% | 3% | 39 |
| | Self-employed | 96% | 0% | 4% | 23 |
| | Retired or not working | 91% | 3% | 6% | 267 |

Q18: Who in your household, if anyone, has a current Moultonborough Public Library card? (Please select all that apply)

| | | <u>Your</u> <u>child/ward</u> | <u>Your</u> grandchild | <u>Your</u> sibling | <u>Your</u> spouse/ partner | Other family member | Other household member | <u>No one</u> | <u>N</u> |
|------------------|-------------------------------|----------------------------------|---------------------------|------------------------|-----------------------------------|---------------------------|------------------------------|---------------|----------|
| OVERALL | September 2024 | 18% | 4% | 3% | 50% | 11% | 1% | 31% | 409 |
| Gender | Men | 9% | 1% | 3% | 65% | 9% | 0% | 25% | 79 |
| | Women | 21% | 5% | 3% | 45% | 12% | 1% | 33% | 307 |
| Age | 18 to 49 | 44% | 0% | 7% | 34% | 24% | 0% | 27% | 59 |
| | 50 to 64 | 31% | 3% | 6% | 44% | 9% | 2% | 32% | 87 |
| | 65 to 74 | 8% | 8% | 1% | 64% | 10% | 1% | 26% | 141 |
| | 75 and older | 6% | 4% | 0% | 50% | 7% | 0% | 39% | 70 |
| Education | Less than college degree | 17% | 10% | 6% | 43% | 23% | 3% | 27% | 70 |
| | College graduate | 21% | 4% | 3% | 55% | 10% | 1% | 27% | 146 |
| | Postgraduate work | 19% | 2% | 2% | 49% | 8% | 1% | 35% | 177 |
| Children in | Children in household | 37% | 4% | 4% | 41% | 16% | 1% | 28% | 113 |
| Household | No children in household | 11% | 4% | 3% | 54% | 10% | 1% | 32% | 280 |
| Residency Status | Full-time resident | 18% | 6% | 1% | 55% | 9% | 1% | 27% | 288 |
| | Seasonal resident | 22% | 2% | 7% | 41% | 21% | 1% | 35% | 92 |
| | Not a resident | 10% | 0% | 7% | 31% | 3% | 3% | 55% | 29 |
| Household | Less than \$60,000 | 13% | 8% | 3% | 25% | 13% | 3% | 50% | 40 |
| Income | \$60,000 - \$99,999 | 23% | 5% | 5% | 49% | 11% | 0% | 25% | 61 |
| | \$100,000 - \$149,999 | 31% | 2% | 2% | 64% | 5% | 2% | 20% | 64 |
| | \$150,000 or more | 20% | 6% | 2% | 54% | 13% | 1% | 33% | 85 |
| Employment | Employed full-time | 42% | 1% | 4% | 39% | 16% | 0% | 27% | 77 |
| | Employed part-time | 22% | 8% | 0% | 39% | 14% | 0% | 36% | 36 |
| | Self-employed | 26% | 4% | 4% | 39% | 9% | 4% | 39% | 23 |
| | Retired or not working | 11% | 4% | 2% | 57% | 8% | 1% | 31% | 247 |
| Library Card | Currently have MPL card | 20% | 5% | 2% | 54% | 11% | 1% | 28% | 370 |
| Status | Used to or never had MPL card | 3% | 0% | 8% | 18% | 13% | 0% | 62% | 39 |

Q19#: If the Moultonborough Public Library were to start charging an annual fee for membership to the library, what is the maximum fee you would be willing to pay each year for a library card? (coded)

| | | <u>\$0</u> | <u>\$1-\$9</u> | \$10-\$19 | \$20-\$49 | \$50 or more | <u>N</u> |
|---------|----------------|------------|----------------|-----------|-----------|--------------|----------|
| OVERALL | September 2024 | 48% | 10% | 10% | 23% | 10% | 31 |

Q20: If the Moultonborough Public Library were to start charging an annual fee for membership to the library, would this make you use the Moultonborough Public Library more often, less often, or would it make no difference?

| | | More often | <u>Make no</u> <u>difference</u> | <u>Less often</u> | <u>Don't know/Not</u> <u>sure</u> | <u>N</u> |
|---------|----------------|------------|-------------------------------------|-------------------|--------------------------------------|----------|
| OVERALL | September 2024 | 9% | 25% | 41% | 25% | 32 |

Q21: When you think about why you don't have a Moultonborough Public Library card, which of the following reasons come to mind? (Please select all that apply)

| | | | Don't feel that I need the library's services | <u>Don't have time</u> | Inconvenient hours |
|---------|----------------|----|---|------------------------|--------------------|
| OVERALL | September 2024 | 2% | 32% | 10% | 2% |

Q21: When you think about why you don't have a Moultonborough Public Library card, which of the following reasons come to mind? (Please select all that apply)

| | | <u>Ineligible</u> | Not familiar with the library | <u>Use another</u> <u>library</u> | <u>Other</u> | N |
|---------|----------------|-------------------|-------------------------------|--------------------------------------|--------------|----|
| OVERALL | September 2024 | 5% | 17% | 7% | 41% | 41 |

Q22: About how often do you visit the Moultonborough Public Library in person?

| | | More than once a week | Once a week | Once or twice a month | A few times a year | Never | <u>Don't</u> <u>know/Not</u> <u>sure</u> | <u>N</u> |
|------------------|--------------------------|-----------------------|----------------|-----------------------|-----------------------|-------|--|----------|
| OVERALL | September 2024 | 8% | 21% | 37% | 31% | 1% | 1% | 401 |
| Gender | Men | 6% | 18% | 25% | 47% | 3% | 1% | 68 |
| | Women | 9% | 21% | 40% | 28% | 1% | 1% | 305 |
| Age | 18 to 49 | 9% | 26% | 26% | 37% | 2% | 0% | 54 |
| | 50 to 64 | 11% | 22% | 35% | 29% | 1% | 1% | 82 |
| | 65 to 74 | 7% | 17% | 42% | 32% | 2% | 1% | 139 |
| | 75 and older | 10% | 23% | 45% | 21% | 0% | 1% | 73 |
| Education | Less than college degree | 7% | 28% | 36% | 25% | 3% | 1% | 72 |
| | College graduate | 9% | 20% | 37% | 32% | 1% | 1% | 146 |
| | Postgraduate work | 8% | 19% | 38% | 33% | 1% | 2% | 165 |
| Children in | Children in household | 9% | 23% | 30% | 35% | 2% | 1% | 103 |
| Household | No children in household | 8% | 20% | 40% | 30% | 1% | 1% | 279 |
| Residency Status | Full-time resident | 9% | 20% | 39% | 30% | 1% | 2% | 291 |
| | Seasonal resident | 6% | 22% | 28% | 41% | 3% | 0% | 86 |
| | Not a resident | 8% | 25% | 46% | 21% | 0% | 0% | 24 |
| Household | Less than \$60,000 | 8% | 28% | 38% | 26% | 0% | 0% | 39 |
| Income | \$60,000 - \$99,999 | 13% | 25% | 36% | 26% | 0% | 0% | 61 |
| | \$100,000 - \$149,999 | 10% | 23% | 32% | 35% | 0% | 0% | 62 |
| | \$150,000 or more | 8% | 21% | 35% | 33% | 4% | 0% | 78 |
| Employment | Employed full-time | 11% | 15% | 26% | 47% | 1% | 0% | 74 |
| | Employed part-time | 9% | 24% | 42% | 21% | 3% | 0% | 33 |
| | Self-employed | 5% | 32% | 18% | 41% | 0% | 5% | 22 |
| | Retired or not working | 7% | 20% | 43% | 27% | 1% | 1% | 244 |
| | | | | | | | | |

Q23: How often do you use any digital resources (ebooks, downloadable audiobooks, streaming music, tv, music, genealogy databases, online classes, etc.) from the Moultonborough Public Library?

| | | More than once a week | Once a week | Once or twice a month | A few times a year | Never | <u>Don't</u> <u>know/Not</u> <u>sure</u> | <u>N</u> |
|------------------|--------------------------|-----------------------|----------------|-----------------------|-----------------------|-------|--|----------|
| OVERALL | September 2024 | 16% | 8% | 14% | 23% | 37% | 3% | 400 |
| Gender | Men | 6% | 4% | 9% | 28% | 51% | 1% | 68 |
| | Women | 19% | 8% | 15% | 22% | 33% | 3% | 305 |
| Age | 18 to 49 | 15% | 11% | 19% | 22% | 31% | 2% | 54 |
| | 50 to 64 | 17% | 4% | 17% | 23% | 33% | 6% | 82 |
| | 65 to 74 | 17% | 11% | 12% | 22% | 37% | 1% | 139 |
| | 75 and older | 12% | 7% | 15% | 23% | 41% | 1% | 73 |
| Education | Less than college degree | 14% | 6% | 10% | 21% | 50% | 0% | 72 |
| | College graduate | 15% | 7% | 17% | 25% | 33% | 3% | 146 |
| | Postgraduate work | 18% | 10% | 14% | 22% | 34% | 3% | 165 |
| Children in | Children in household | 18% | 6% | 17% | 18% | 37% | 4% | 103 |
| Household | No children in household | 15% | 9% | 13% | 24% | 36% | 2% | 279 |
| Residency Status | Full-time resident | 17% | 9% | 14% | 23% | 36% | 2% | 290 |
| | Seasonal resident | 14% | 8% | 16% | 22% | 36% | 3% | 86 |
| | Not a resident | 13% | 0% | 13% | 21% | 54% | 0% | 24 |
| Household | Less than \$60,000 | 21% | 5% | 10% | 13% | 46% | 5% | 39 |
| Income | \$60,000 - \$99,999 | 15% | 7% | 13% | 31% | 34% | 0% | 61 |
| | \$100,000 - \$149,999 | 19% | 8% | 10% | 23% | 39% | 2% | 62 |
| | \$150,000 or more | 19% | 5% | 27% | 14% | 31% | 4% | 78 |
| Employment | Employed full-time | 15% | 9% | 16% | 24% | 31% | 4% | 74 |
| | Employed part-time | 30% | 0% | 15% | 15% | 33% | 6% | 33 |
| | Self-employed | 9% | 9% | 5% | 27% | 41% | 9% | 22 |
| | Retired or not working | 14% | 9% | 14% | 23% | 39% | 1% | 244 |

Q24a: Which of the following best describes your interaction with the following services at the Moultonborough Public Library? Borrowing books, movies, magazines, or youth learning kits

| | | Used this service in the past year | Used this service more than a year ago | Have heard of this service but never used it | Have never heard of this service | <u>N</u> |
|------------------|--------------------------|------------------------------------|--|--|----------------------------------|----------|
| OVERALL | September 2024 | 61% | 16% | 19% | 4% | 411 |
| Gender | Men | 39% | 20% | 33% | 9% | 70 |
| | Women | 66% | 15% | 16% | 3% | 316 |
| Age | 18 to 49 | 58% | 15% | 20% | 7% | 59 |
| | 50 to 64 | 53% | 21% | 20% | 6% | 89 |
| | 65 to 74 | 60% | 13% | 23% | 3% | 143 |
| | 75 and older | 77% | 11% | 11% | 0% | 71 |
| | Less than college degree | 66% | 13% | 14% | 7% | 71 |
| | College graduate | 61% | 14% | 21% | 4% | 153 |
| | Postgraduate work | 58% | 17% | 21% | 3% | 172 |
| Children in | Children in household | 57% | 16% | 21% | 6% | 111 |
| Household | No children in household | 62% | 15% | 19% | 4% | 284 |
| Residency Status | Full-time resident | 62% | 14% | 21% | 3% | 292 |
| | Seasonal resident | 52% | 22% | 16% | 10% | 92 |
| | Not a resident | 78% | 15% | 7% | 0% | 27 |
| Household | Less than \$60,000 | 71% | 12% | 17% | 0% | 41 |
| Income | \$60,000 - \$99,999 | 66% | 11% | 22% | 2% | 65 |
| | \$100,000 - \$149,999 | 57% | 22% | 16% | 5% | 63 |
| | \$150,000 or more | 46% | 18% | 27% | 9% | 85 |
| Employment | Employed full-time | 44% | 27% | 20% | 9% | 79 |
| | Employed part-time | 61% | 5% | 34% | 0% | 38 |
| | Self-employed | 48% | 19% | 29% | 5% | 21 |
| | Retired or not working | 66% | 14% | 17% | 3% | 249 |

Q24b: Which of the following best describes your interaction with the following services at the Moultonborough Public Library? Borrowing unique items like a telescope or lawn games

| | | <u>Used this service</u> <u>in the past year</u> | Used this service more than a year ago | Have heard of this service but never used it | Have never heard of this service | <u>N</u> |
|------------------|--------------------------|---|--|--|----------------------------------|----------|
| OVERALL | September 2024 | 7% | 5% | 49% | 39% | 395 |
| Gender | Men | 5% | 1% | 42% | 51% | 73 |
| | Women | 6% | 6% | 53% | 35% | 300 |
| Age | 18 to 49 | 14% | 7% | 49% | 31% | 59 |
| | 50 to 64 | 7% | 7% | 51% | 35% | 88 |
| | 65 to 74 | 4% | 4% | 48% | 45% | 137 |
| 7 | 75 and older | 5% | 5% | 50% | 41% | 64 |
| C | Less than college degree | 11% | 6% | 50% | 33% | 66 |
| | College graduate | 6% | 2% | 53% | 39% | 148 |
| | Postgraduate work | 5% | 7% | 48% | 40% | 168 |
| Children in | Children in household | 8% | 5% | 49% | 38% | 108 |
| Household | No children in household | 5% | 5% | 50% | 40% | 273 |
| Residency Status | Full-time resident | 7% | 5% | 51% | 37% | 281 |
| | Seasonal resident | 2% | 3% | 43% | 51% | 90 |
| | Not a resident | 13% | 8% | 50% | 29% | 24 |
| Household | Less than \$60,000 | 8% | 3% | 61% | 28% | 36 |
| Income | \$60,000 - \$99,999 | 8% | 5% | 52% | 35% | 60 |
| | \$100,000 - \$149,999 | 9% | 9% | 44% | 38% | 64 |
| | \$150,000 or more | 10% | 4% | 42% | 45% | 83 |
| Employment | Employed full-time | 14% | 4% | 53% | 29% | 79 |
| | Employed part-time | 3% | 3% | 65% | 30% | 37 |
| | Self-employed | 5% | 0% | 24% | 71% | 21 |
| | Retired or not working | 4% | 5% | 50% | 41% | 236 |

Q24c: Which of the following best describes your interaction with the following services at the Moultonborough Public Library? Device/technology help

| | | Used this service in the past year | Used this service more than a year ago | Have heard of this service but never used it | Have never heard of this service | <u>N</u> |
|------------------|--------------------------|------------------------------------|--|--|----------------------------------|----------|
| OVERALL | September 2024 | 14% | 13% | 55% | 18% | 399 |
| Gender | Men | 11% | 14% | 44% | 31% | 72 |
| | Women | 15% | 11% | 58% | 15% | 305 |
| Age | 18 to 49 | 7% | 2% | 80% | 12% | 59 |
| | 50 to 64 | 13% | 11% | 53% | 23% | 88 |
| | 65 to 74 | 13% | 12% | 56% | 20% | 142 |
| | 75 and older | 27% | 29% | 37% | 8% | 63 |
| | Less than college degree | 6% | 6% | 67% | 21% | 67 |
| | College graduate | 16% | 14% | 50% | 21% | 151 |
| | Postgraduate work | 15% | 14% | 56% | 15% | 169 |
| Children in | Children in household | 9% | 6% | 70% | 16% | 109 |
| Household | No children in household | 16% | 16% | 49% | 19% | 277 |
| Residency Status | Full-time resident | 15% | 15% | 55% | 15% | 286 |
| | Seasonal resident | 9% | 6% | 53% | 32% | 88 |
| | Not a resident | 20% | 12% | 64% | 4% | 25 |
| Household | Less than \$60,000 | 16% | 11% | 71% | 3% | 38 |
| Income | \$60,000 - \$99,999 | 23% | 13% | 56% | 8% | 61 |
| | \$100,000 - \$149,999 | 21% | 11% | 54% | 14% | 63 |
| | \$150,000 or more | 6% | 5% | 60% | 30% | 84 |
| Employment | Employed full-time | 11% | 3% | 67% | 19% | 79 |
| | Employed part-time | 0% | 11% | 76% | 14% | 37 |
| | Self-employed | 10% | 10% | 48% | 33% | 21 |
| | Retired or not working | 18% | 17% | 48% | 17% | 241 |

Q24d: Which of the following best describes your interaction with the following services at the Moultonborough Public Library? Fax machine, scanning, or photocopying

| | | Used this service in the past year | Used this service more than a year ago | Have heard of this service but never used it | Have never heard of this service | <u>N</u> |
|------------------|--------------------------|------------------------------------|--|--|----------------------------------|----------|
| OVERALL | September 2024 | 21% | 21% | 44% | 14% | 402 |
| Gender | Men | 22% | 15% | 47% | 15% | 72 |
| | Women | 21% | 23% | 43% | 14% | 307 |
| Age | 18 to 49 | 12% | 22% | 54% | 12% | 59 |
| | 50 to 64 | 22% | 18% | 45% | 15% | 88 |
| | 65 to 74 | 21% | 23% | 42% | 14% | 141 |
| | 75 and older | 23% | 22% | 42% | 14% | 65 |
| | Less than college degree | 14% | 19% | 51% | 16% | 69 |
| | College graduate | 19% | 24% | 42% | 14% | 149 |
| | Postgraduate work | 25% | 20% | 43% | 12% | 170 |
| Children in | Children in household | 15% | 23% | 47% | 15% | 108 |
| Household | No children in household | 23% | 20% | 44% | 13% | 280 |
| Residency Status | Full-time resident | 22% | 20% | 45% | 13% | 286 |
| | Seasonal resident | 14% | 25% | 42% | 18% | 92 |
| | Not a resident | 33% | 17% | 38% | 13% | 24 |
| Household | Less than \$60,000 | 24% | 22% | 43% | 11% | 37 |
| Income | \$60,000 - \$99,999 | 29% | 18% | 42% | 11% | 62 |
| | \$100,000 - \$149,999 | 25% | 21% | 44% | 10% | 63 |
| | \$150,000 or more | 8% | 18% | 54% | 20% | 84 |
| Employment | Employed full-time | 21% | 19% | 45% | 15% | 78 |
| | Employed part-time | 14% | 19% | 54% | 14% | 37 |
| | Self-employed | 24% | 19% | 52% | 5% | 21 |
| | Retired or not working | 23% | 22% | 42% | 14% | 243 |

Q24e: Which of the following best describes your interaction with the following services at the Moultonborough Public Library? Interlibrary loan

| | | Used this service in the past year | Used this service more than a year ago | Have heard of this service but never used it | Have never heard of this service | <u>N</u> |
|------------------|--------------------------|---------------------------------------|--|--|----------------------------------|----------|
| OVERALL | September 2024 | 37% | 17% | 33% | 13% | 403 |
| Gender | Men | 22% | 13% | 43% | 22% | 72 |
| | Women | 41% | 18% | 30% | 11% | 308 |
| Age | 18 to 49 | 36% | 5% | 31% | 29% | 59 |
| | 50 to 64 | 32% | 22% | 34% | 13% | 88 |
| | 65 to 74 | 35% | 17% | 39% | 10% | 139 |
| | 75 and older | 54% | 16% | 26% | 4% | 70 |
| Education | Less than college degree | 44% | 9% | 30% | 17% | 70 |
| | College graduate | 33% | 17% | 33% | 17% | 150 |
| | Postgraduate work | 38% | 20% | 35% | 7% | 170 |
| Children in | Children in household | 35% | 9% | 38% | 18% | 110 |
| Household | No children in household | 38% | 19% | 32% | 10% | 277 |
| Residency Status | Full-time resident | 41% | 18% | 31% | 10% | 288 |
| | Seasonal resident | 24% | 16% | 36% | 23% | 91 |
| | Not a resident | 38% | 8% | 50% | 4% | 24 |
| Household | Less than \$60,000 | 32% | 11% | 38% | 19% | 37 |
| Income | \$60,000 - \$99,999 | 44% | 15% | 31% | 11% | 62 |
| | \$100,000 - \$149,999 | 40% | 17% | 37% | 6% | 65 |
| | \$150,000 or more | 36% | 13% | 36% | 15% | 84 |
| Employment | Employed full-time | 28% | 14% | 37% | 22% | 79 |
| | Employed part-time | 26% | 24% | 39% | 11% | 38 |
| | Self-employed | 29% | 33% | 29% | 10% | 21 |
| | Retired or not working | 43% | 16% | 31% | 10% | 242 |

Q24f: Which of the following best describes your interaction with the following services at the Moultonborough Public Library? Library programs

| | | Used this service in the past year | Used this service more than a year ago | Have heard of this service but never used it | Have never heard of this service | <u>N</u> |
|------------------|--------------------------|---------------------------------------|--|--|----------------------------------|----------|
| OVERALL | September 2024 | 50% | 18% | 26% | 7% | 406 |
| Gender | Men | 32% | 24% | 31% | 13% | 71 |
| | Women | 53% | 16% | 25% | 5% | 311 |
| Age | 18 to 49 | 53% | 17% | 24% | 7% | 59 |
| | 50 to 64 | 46% | 18% | 29% | 7% | 89 |
| | 65 to 74 | 49% | 15% | 30% | 7% | 142 |
| | 75 and older | 50% | 26% | 18% | 6% | 66 |
| Education | Less than college degree | 48% | 18% | 23% | 11% | 71 |
| | College graduate | 48% | 17% | 28% | 6% | 151 |
| | Postgraduate work | 52% | 18% | 25% | 5% | 170 |
| Children in | Children in household | 56% | 19% | 18% | 6% | 109 |
| Household | No children in household | 47% | 17% | 29% | 7% | 281 |
| Residency Status | Full-time resident | 56% | 16% | 23% | 4% | 291 |
| | Seasonal resident | 24% | 24% | 36% | 16% | 90 |
| | Not a resident | 64% | 12% | 24% | 0% | 25 |
| Household | Less than \$60,000 | 55% | 24% | 16% | 5% | 38 |
| Income | \$60,000 - \$99,999 | 68% | 16% | 13% | 3% | 63 |
| | \$100,000 - \$149,999 | 56% | 16% | 27% | 2% | 64 |
| | \$150,000 or more | 39% | 19% | 31% | 11% | 84 |
| Employment | Employed full-time | 43% | 13% | 34% | 10% | 79 |
| | Employed part-time | 53% | 29% | 13% | 5% | 38 |
| | Self-employed | 38% | 38% | 24% | 0% | 21 |
| | Retired or not working | 51% | 17% | 25% | 6% | 244 |

Q24g: Which of the following best describes your interaction with the following services at the Moultonborough Public Library? Little Free Libraries around Moultonborough

| | | Used this service in the past year | Used this service more than a year ago | Have heard of this service but never used it | Have never heard of this service | <u>N</u> |
|------------------|--------------------------|------------------------------------|--|--|----------------------------------|----------|
| OVERALL | September 2024 | 11% | 5% | 45% | 38% | 396 |
| Gender | Men | 4% | 3% | 45% | 48% | 71 |
| | Women | 13% | 6% | 46% | 35% | 302 |
| Age | 18 to 49 | 14% | 7% | 44% | 36% | 59 |
| | 50 to 64 | 9% | 6% | 50% | 35% | 88 |
| | 65 to 74 | 12% | 4% | 41% | 43% | 138 |
| | 75 and older | 6% | 5% | 60% | 29% | 63 |
| Education | Less than college degree | 15% | 9% | 43% | 34% | 68 |
| | College graduate | 13% | 5% | 42% | 39% | 147 |
| | Postgraduate work | 9% | 4% | 50% | 37% | 167 |
| Children in | Children in household | 15% | 5% | 43% | 38% | 108 |
| Household | No children in household | 10% | 5% | 47% | 38% | 274 |
| Residency Status | Full-time resident | 13% | 6% | 46% | 35% | 283 |
| | Seasonal resident | 8% | 4% | 42% | 46% | 90 |
| | Not a resident | 4% | 0% | 43% | 52% | 23 |
| Household | Less than \$60,000 | 11% | 0% | 68% | 22% | 37 |
| Income | \$60,000 - \$99,999 | 12% | 2% | 53% | 33% | 58 |
| | \$100,000 - \$149,999 | 14% | 6% | 45% | 34% | 64 |
| | \$150,000 or more | 8% | 7% | 42% | 42% | 83 |
| Employment | Employed full-time | 5% | 5% | 50% | 40% | 78 |
| | Employed part-time | 5% | 8% | 54% | 32% | 37 |
| | Self-employed | 10% | 5% | 48% | 38% | 21 |
| | Retired or not working | 13% | 5% | 44% | 38% | 237 |

Q24h: Which of the following best describes your interaction with the following services at the Moultonborough Public Library? Meeting rooms/study rooms for groups and individuals

| | | Used this service in the past year | Used this service more than a year ago | Have heard of this service but never used it | Have never heard of this service | N |
|------------------|--------------------------|------------------------------------|--|--|----------------------------------|-----|
| OVERALL | September 2024 | 33% | 13% | 45% | 9% | 402 |
| Gender | Men | 25% | 7% | 56% | 13% | 72 |
| | Women | 35% | 14% | 42% | 8% | 306 |
| Age | 18 to 49 | 22% | 12% | 59% | 7% | 59 |
| | 50 to 64 | 27% | 15% | 46% | 12% | 89 |
| | 65 to 74 | 34% | 13% | 46% | 7% | 142 |
| | 75 and older | 43% | 12% | 32% | 12% | 65 |
| Education | Less than college degree | 24% | 13% | 51% | 12% | 68 |
| | College graduate | 35% | 10% | 48% | 7% | 147 |
| | Postgraduate work | 37% | 15% | 39% | 9% | 172 |
| Children in | Children in household | 27% | 14% | 47% | 12% | 110 |
| Household | No children in household | 36% | 13% | 44% | 7% | 278 |
| Residency Status | Full-time resident | 39% | 13% | 42% | 7% | 284 |
| | Seasonal resident | 11% | 12% | 60% | 17% | 92 |
| | Not a resident | 46% | 23% | 31% | 0% | 26 |
| Household | Less than \$60,000 | 32% | 16% | 46% | 5% | 37 |
| Income | \$60,000 - \$99,999 | 46% | 8% | 38% | 8% | 63 |
| | \$100,000 - \$149,999 | 36% | 19% | 44% | 2% | 64 |
| | \$150,000 or more | 26% | 6% | 54% | 14% | 84 |
| Employment | Employed full-time | 27% | 15% | 49% | 9% | 78 |
| | Employed part-time | 30% | 8% | 54% | 8% | 37 |
| | Self-employed | 29% | 19% | 48% | 5% | 21 |
| | Retired or not working | 37% | 14% | 40% | 9% | 243 |

Q24i: Which of the following best describes your interaction with the following services at the Moultonborough Public Library? Museum passes

| Gender Men 19% 25% 32% 25% 77 | | | <u>Used this service</u> <u>in the past year</u> | Used this service more than a year ago | Have heard of this service but never used it | Have never heard of this service | <u>N</u> |
|--|------------------|--------------------------|--|--|--|----------------------------------|----------|
| Women 23% 31% 34% 11% 30 Age 18 to 49 29% 32% 22% 17% 55 50 to 64 20% 33% 33% 15% 88 65 to 74 18% 26% 43% 14% 14 75 and older 27% 32% 30% 11% 66 Education Less than college degree 19% 33% 34% 14% 76 College graduate 25% 27% 33% 14% 14 76 College graduate work 22% 30% 34% 14% 15 Postgraduate work 22% 30% 34% 14% 17 Children in Children in household 26% 34% 23% 16% 11 Household No children in household 21% 28% 38% 13% 27 Residency Status Full-time resident 23% 30% 35% 11% 28 | OVERALL | September 2024 | 23% | 30% | 33% | 14% | 404 |
| Age 18 to 49 29% 32% 22% 17% 55 50 to 64 20% 33% 33% 15% 88 65 to 74 18% 26% 43% 14% 14 75 and older 27% 32% 30% 11% 66 Education Less than college degree 19% 33% 34% 14% 7 College graduate 25% 27% 33% 14% 15 Postgraduate work 22% 30% 34% 14% 17 Children in Children in household 26% 34% 23% 16% 11 Household No children in household 21% 28% 38% 13% 27 Residency Status Full-time resident 23% 30% 35% 11% 28 Seasonal resident 29% 25% 38% 8% 2 Household Less than \$60,000 8% 34% 39% 18% 3 | Gender | Men | 19% | 25% | 32% | 25% | 73 |
| Solid 64 20% 33% 33% 15% 88 15% 65 to 74 18% 26% 43% 14% 14% 14 14 14 15 15 15 15 15 | | Women | 23% | 31% | 34% | 11% | 307 |
| Both First First | Age | 18 to 49 | 29% | 32% | 22% | 17% | 59 |
| T5 and older 27% 32% 30% 11% 60 60 60 60 60 60 60 6 | | 50 to 64 | 20% | 33% | 33% | 15% | 89 |
| Education Less than college degree 19% 33% 34% 14% 70 | | 65 to 74 | 18% | 26% | 43% | 14% | 141 |
| College graduate 25% 27% 33% 14% 15% | | 75 and older | 27% | 32% | 30% | 11% | 66 |
| Postgraduate work 22% 30% 34% 14% 17 | | Less than college degree | 19% | 33% | 34% | 14% | 70 |
| Children in Household Children in household 26% 34% 23% 16% 11 Household No children in household 21% 28% 38% 13% 27 Residency Status Full-time resident 23% 30% 35% 11% 28 Seasonal resident 20% 29% 26% 25% 93 Household Income Less than \$60,000 8% 34% 39% 18% 36 \$60,000 - \$99,999 23% 30% 43% 5% 63 \$100,000 - \$149,999 31% 25% 25% 19% 64 \$150,000 or more 19% 23% 36% 22% 83 Employment Employed full-time 20% 37% 25% 18% 7% Employed part-time 13% 32% 47% 8% 36 Self-employed 19% 19% 19% 38% 24% 24% | | College graduate | 25% | 27% | 33% | 14% | 150 |
| Household No children in household 21% 28% 38% 13% 27 | | Postgraduate work | 22% | 30% | 34% | 14% | 170 |
| Residency Status Full-time resident 23% 30% 35% 11% 28 | Children in | Children in household | 26% | 34% | 23% | 16% | 111 |
| Seasonal resident 20% 29% 26% 25% 92 Not a resident 29% 25% 38% 8% 24 Household Income Less than \$60,000 8% 34% 39% 18% 38 \$60,000 - \$99,999 23% 30% 43% 5% 66 \$100,000 - \$149,999 31% 25% 25% 19% 64 \$150,000 or more 19% 23% 36% 22% 83 Employment Employed full-time 20% 37% 25% 18% 7% Employed part-time 13% 32% 47% 8% 38 Self-employed 19% 19% 38% 24% 25% | Household | No children in household | 21% | 28% | 38% | 13% | 278 |
| Not a resident 29% 25% 38% 8% 24 | Residency Status | Full-time resident | 20% 33% 33% 15% 18% 26% 43% 14% 27% 32% 30% 11% 19% 33% 34% 14% 25% 27% 33% 14% 3 22% 30% 34% 14% 3 26% 34% 23% 16% 3 21% 28% 38% 13% 3 23% 30% 35% 11% 3 20% 29% 26% 25% 3 8% 29% 25% 38% 8% 8% 8% 34% 39% 18% 23% 30% 43% 5% | 289 | | | |
| Household Income \$60,000 - \$99,999 | | Seasonal resident | 20% | 29% | 26% | 25% | 91 |
| Self-employed Self-employe | | Not a resident | 29% | 25% | 38% | 8% | 24 |
| \$100,000 - \$149,999 | Household | Less than \$60,000 | 8% | 34% | 39% | 18% | 38 |
| \$150,000 or more 19% 23% 36% 22% 83 Employment Employed full-time 20% 37% 25% 18% 75 Employed part-time 13% 32% 47% 8% 38 Self-employed 19% 19% 19% 38% 24% 25% | Income | \$60,000 - \$99,999 | 23% | 30% | 43% | 5% | 61 |
| Employment Employed full-time 20% 37% 25% 18% 75% Employed part-time 13% 32% 47% 8% 38% Self-employed 19% 19% 38% 24% 25% | | \$100,000 - \$149,999 | 31% | 25% | 25% | 19% | 64 |
| Employed part-time 13% 32% 47% 8% 38 Self-employed 19% 19% 38% 24% 23 | | \$150,000 or more | 19% | 23% | 36% | 22% | 83 |
| Self-employed 19% 19% 38% 24% 2: | Employment | Employed full-time | 20% | 37% | 25% | 18% | 79 |
| | | Employed part-time | 13% | 32% | 47% | 8% | 38 |
| Retired or not working 24% 30% 34% 13% 24 | | Self-employed | 19% | 19% | 38% | 24% | 21 |
| · · · · · · · · · · · · · · · · · · · | | Retired or not working | 24% | 30% | 34% | 13% | 243 |

Q24j: Which of the following best describes your interaction with the following services at the Moultonborough Public Library? Notary services

| | | Used this service in the past year | Used this service more than a year ago | Have heard of this service but never used it | Have never heard of this service | <u>N</u> |
|------------------|--------------------------|------------------------------------|--|--|----------------------------------|----------|
| OVERALL | September 2024 | 7% | 9% | 37% | 47% | 396 |
| Gender | Men | 6% | 10% | 35% | 50% | 72 |
| | Women | 8% | 9% | 37% | 47% | 301 |
| Age | 18 to 49 | 5% | 5% | 56% | 34% | 59 |
| | 50 to 64 | 9% | 9% | 31% | 51% | 88 |
| | 65 to 74 | 8% | 9% | 30% | 53% | 138 |
| | 75 and older | 6% | 10% | 40% | 44% | 63 |
| | Less than college degree | 3% | 7% | 46% | 43% | 67 |
| | College graduate | 9% | 11% | 35% | 45% | 148 |
| | Postgraduate work | 8% | 8% | 34% | 50% | 167 |
| Children in | Children in household | 5% | 8% | 44% | 43% | 107 |
| Household | No children in household | 8% | 10% | 33% | 48% | 275 |
| Residency Status | Full-time resident | 9% | 9% | 40% | 42% | 283 |
| | Seasonal resident | 1% | 9% | 29% | 61% | 90 |
| | Not a resident | 9% | 9% | 30% | 52% | 23 |
| Household | Less than \$60,000 | 3% | 8% | 47% | 42% | 36 |
| Income | \$60,000 - \$99,999 | 12% | 8% | 40% | 40% | 60 |
| | \$100,000 - \$149,999 | 13% | 8% | 27% | 52% | 63 |
| | \$150,000 or more | 5% | 7% | 37% | 51% | 82 |
| Employment | Employed full-time | 8% | 6% | 39% | 47% | 77 |
| | Employed part-time | 0% | 11% | 39% | 50% | 36 |
| | Self-employed | 0% | 14% | 48% | 38% | 21 |
| | Retired or not working | 8% | 10% | 35% | 48% | 239 |

Q24k: Which of the following best describes your interaction with the following services at the Moultonborough Public Library? Online access to ebooks and audiobooks

| | | Used this service in the past year | Used this service more than a year ago | Have heard of this service but never used it | Have never heard of this service | <u>N</u> |
|------------------|--------------------------|------------------------------------|--|--|----------------------------------|----------|
| OVERALL | September 2024 | 42% | 10% | 40% | 9% | 402 |
| Gender | Men | 23% | 13% | 49% | 15% | 71 |
| | Women | 46% | 9% | 37% | 7% | 307 |
| Age | 18 to 49 | 44% | 15% | 32% | 8% | 59 |
| | 50 to 64 | 41% | 8% | 45% | 6% | 87 |
| | 65 to 74 | 43% | 9% | 39% | 9% | 141 |
| | 75 and older | 42% | 12% | 38% | 8% | 66 |
| Education | Less than college degree | 38% | 7% | 44% | 10% | 68 |
| | College graduate | 41% | 9% | 41% | 9% | 153 |
| | Postgraduate work | 44% | 11% | 37% | 8% | 167 |
| Children in | Children in household | 42% | 11% | 39% | 7% | 107 |
| Household | No children in household | 41% | 10% | 40% | 9% | 280 |
| Residency Status | Full-time resident | 44% | 10% | 38% | 8% | 289 |
| | Seasonal resident | 37% | 10% | 42% | 11% | 90 |
| | Not a resident | 30% | 0% | 61% | 9% | 23 |
| Household | Less than \$60,000 | 33% | 3% | 56% | 8% | 36 |
| Income | \$60,000 - \$99,999 | 41% | 11% | 46% | 2% | 61 |
| | \$100,000 - \$149,999 | 41% | 13% | 42% | 5% | 64 |
| | \$150,000 or more | 51% | 8% | 33% | 8% | 83 |
| Employment | Employed full-time | 44% | 12% | 37% | 8% | 78 |
| | Employed part-time | 42% | 11% | 42% | 6% | 36 |
| | Self-employed | 24% | 5% | 52% | 19% | 21 |
| | Retired or not working | 41% | 10% | 41% | 8% | 242 |

| | | <u>Used this service</u> <u>in the past year</u> | Used this service more than a year ago | Have heard of this service but never used it | Have never heard of this service | <u>N</u> |
|------------------|--------------------------|---|--|--|----------------------------------|----------|
| OVERALL | September 2024 | 15% | 13% | 49% | 24% | 393 |
| Gender | Men | 7% | 20% | 48% | 25% | 71 |
| | Women | 16% | 12% | 49% | 23% | 298 |
| Age | 18 to 49 | 19% | 20% | 51% | 10% | 59 |
| | 50 to 64 | 13% | 8% | 44% | 36% | 87 |
| | 65 to 74 | 14% | 13% | 48% | 25% | 138 |
| | 75 and older | 18% | 15% | 48% | 18% | 60 |
| Education | Less than college degree | 19% | 13% | 49% | 18% | 67 |
| | College graduate | 10% | 14% | 49% | 27% | 147 |
| | Postgraduate work | 17% | 12% | 48% | 24% | 164 |
| Children in | Children in household | 17% | 13% | 52% | 19% | 108 |
| Household | No children in household | 14% | 13% | 47% | 26% | 271 |
| Residency Status | Full-time resident | 16% | 14% | 47% | 23% | 280 |
| | Seasonal resident | 9% | 10% | 53% | 28% | 90 |
| | Not a resident | 22% | 9% | 57% | 13% | 23 |
| Household | Less than \$60,000 | 24% | 13% | 50% | 13% | 38 |
| Income | \$60,000 - \$99,999 | 17% | 17% | 46% | 20% | 59 |
| | \$100,000 - \$149,999 | 15% | 15% | 45% | 26% | 62 |
| | \$150,000 or more | 13% | 9% | 51% | 27% | 82 |
| Employment | Employed full-time | 14% | 15% | 49% | 22% | 79 |
| | Employed part-time | 11% | 16% | 43% | 30% | 37 |
| | Self-employed | 5% | 0% | 52% | 43% | 21 |
| | Retired or not working | 15% | 13% | 49% | 22% | 233 |

Q24m: Which of the following best describes your interaction with the following services at the Moultonborough Public Library? Personalized recommendations

| | | <u>Used this service</u> <u>in the past year</u> | Used this service more than a year ago | Have heard of this service but never used it | Have never heard of this service | <u>N</u> |
|------------------|--------------------------|---|--|--|----------------------------------|----------|
| OVERALL | September 2024 | 18% | 10% | 30% | 42% | 391 |
| Gender | Men | 11% | 13% | 28% | 48% | 71 |
| | Women | 21% | 10% | 30% | 39% | 300 |
| Age | 18 to 49 | 24% | 12% | 29% | 36% | 59 |
| | 50 to 64 | 22% | 11% | 29% | 38% | 87 |
| | 65 to 74 | 15% | 8% | 33% | 44% | 139 |
| | 75 and older | 20% | 10% | 33% | 38% | 61 |
| Education | Less than college degree | 23% | 5% | 35% | 37% | 65 |
| | College graduate | 18% | 10% | 31% | 41% | 147 |
| | Postgraduate work | 18% | 13% | 28% | 41% | 168 |
| Children in | Children in household | 17% | 16% | 31% | 36% | 108 |
| Household | No children in household | 20% | 8% | 30% | 43% | 271 |
| Residency Status | Full-time resident | 18% | 11% | 30% | 42% | 280 |
| | Seasonal resident | 17% | 9% | 30% | 44% | 88 |
| | Not a resident | 35% | 4% | 30% | 30% | 23 |
| Household | Less than \$60,000 | 28% | 8% | 39% | 25% | 36 |
| Income | \$60,000 - \$99,999 | 29% | 10% | 20% | 41% | 59 |
| | \$100,000 - \$149,999 | 15% | 6% | 32% | 47% | 62 |
| | \$150,000 or more | 16% | 13% | 33% | 39% | 83 |
| Employment | Employed full-time | 26% | 8% | 22% | 45% | 78 |
| | Employed part-time | 19% | 24% | 27% | 30% | 37 |
| | Self-employed | 19% | 10% | 29% | 43% | 21 |
| | Retired or not working | 17% | 9% | 33% | 41% | 235 |

Q24n: Which of the following best describes your interaction with the following services at the Moultonborough Public Library? Printing, public computers, or wifi

| | | Used this service in the past year | Used this service more than a year ago | Have heard of this service but never used it | Have never heard of this service | <u>N</u> |
|------------------|--------------------------|------------------------------------|--|--|----------------------------------|----------|
| OVERALL | September 2024 | 28% | 23% | 41% | 8% | 403 |
| Gender | Men | 26% | 22% | 42% | 10% | 72 |
| | Women | 28% | 24% | 40% | 8% | 308 |
| Age | 18 to 49 | 22% | 34% | 39% | 5% | 59 |
| | 50 to 64 | 29% | 21% | 40% | 9% | 89 |
| | 65 to 74 | 30% | 18% | 43% | 10% | 141 |
| | 75 and older | 26% | 27% | 38% | 9% | 66 |
| Education | Less than college degree | 24% | 24% | 39% | 14% | 72 |
| | College graduate | 25% | 28% | 42% | 5% | 150 |
| | Postgraduate work | 32% | 20% | 40% | 8% | 168 |
| Children in | Children in household | 23% | 30% | 39% | 8% | 108 |
| Household | No children in household | 30% | 21% | 42% | 8% | 281 |
| Residency Status | Full-time resident | 29% | 22% | 41% | 7% | 288 |
| | Seasonal resident | 22% | 25% | 40% | 13% | 91 |
| | Not a resident | 33% | 29% | 38% | 0% | 24 |
| Household | Less than \$60,000 | 26% | 29% | 39% | 5% | 38 |
| Income | \$60,000 - \$99,999 | 38% | 24% | 33% | 5% | 63 |
| | \$100,000 - \$149,999 | 33% | 25% | 38% | 5% | 64 |
| | \$150,000 or more | 19% | 14% | 51% | 15% | 84 |
| Employment | Employed full-time | 26% | 28% | 40% | 6% | 78 |
| | Employed part-time | 18% | 29% | 47% | 5% | 38 |
| | Self-employed | 33% | 19% | 43% | 5% | 21 |
| | Retired or not working | 30% | 21% | 40% | 9% | 244 |

Q24o: Which of the following best describes your interaction with the following services at the Moultonborough Public Library? Reference and research services

| | | Used this service in the past year | Used this service more than a year ago | Have heard of this service but never used it | Have never heard of this service | <u>N</u> |
|------------------|--------------------------|---------------------------------------|--|--|----------------------------------|----------|
| OVERALL | September 2024 | 10% | 13% | 60% | 17% | 390 |
| Gender | Men | 6% | 15% | 65% | 14% | 71 |
| | Women | 11% | 12% | 60% | 18% | 297 |
| Age | 18 to 49 | 3% | 9% | 74% | 14% | 58 |
| | 50 to 64 | 7% | 17% | 59% | 16% | 86 |
| | 65 to 74 | 13% | 11% | 58% | 18% | 139 |
| | 75 and older | 13% | 10% | 58% | 19% | 62 |
| Education | Less than college degree | 7% | 10% | 66% | 16% | 67 |
| | College graduate | 9% | 13% | 58% | 20% | 146 |
| | Postgraduate work | 12% | 13% | 60% | 15% | 164 |
| Children in | Children in household | 6% | 9% | 69% | 15% | 108 |
| Household | No children in household | 11% | 14% | 57% | 18% | 268 |
| Residency Status | Full-time resident | 11% | 13% | 60% | 17% | 278 |
| | Seasonal resident | 7% | 11% | 62% | 21% | 91 |
| | Not a resident | 14% | 19% | 57% | 10% | 21 |
| Household | Less than \$60,000 | 11% | 11% | 69% | 8% | 36 |
| Income | \$60,000 - \$99,999 | 12% | 10% | 64% | 14% | 58 |
| | \$100,000 - \$149,999 | 6% | 14% | 60% | 19% | 63 |
| | \$150,000 or more | 6% | 11% | 63% | 20% | 82 |
| Employment | Employed full-time | 8% | 13% | 54% | 25% | 76 |
| | Employed part-time | 13% | 13% | 66% | 8% | 38 |
| | Self-employed | 10% | 19% | 62% | 10% | 21 |
| | Retired or not working | 11% | 13% | 59% | 17% | 234 |

Q24p: Which of the following best describes your interaction with the following services at the Moultonborough Public Library? Special collections rooms and genealogy resources

| | | Used this service in the past year | Used this service more than a year ago | Have heard of this service but never used it | Have never heard of this service | <u>N</u> |
|------------------|--------------------------|------------------------------------|--|--|----------------------------------|----------|
| OVERALL | September 2024 | 6% | 8% | 49% | 37% | 390 |
| Gender | Men | 3% | 10% | 44% | 44% | 71 |
| | Women | 6% | 8% | 51% | 35% | 298 |
| Age | 18 to 49 | 5% | 5% | 56% | 34% | 59 |
| | 50 to 64 | 7% | 9% | 47% | 37% | 87 |
| | 65 to 74 | 5% | 9% | 43% | 43% | 138 |
| | 75 and older | 5% | 10% | 59% | 26% | 61 |
| Education | Less than college degree | 2% | 11% | 52% | 36% | 66 |
| | College graduate | 8% | 7% | 47% | 39% | 146 |
| | Postgraduate work | 5% | 8% | 51% | 36% | 166 |
| Children in | Children in household | 4% | 9% | 50% | 37% | 108 |
| Household | No children in household | 6% | 7% | 49% | 37% | 269 |
| Residency Status | Full-time resident | 5% | 8% | 51% | 36% | 278 |
| | Seasonal resident | 2% | 7% | 46% | 45% | 89 |
| | Not a resident | 22% | 13% | 39% | 26% | 23 |
| Household | Less than \$60,000 | 3% | 11% | 60% | 26% | 35 |
| Income | \$60,000 - \$99,999 | 9% | 12% | 47% | 33% | 58 |
| | \$100,000 - \$149,999 | 5% | 5% | 52% | 38% | 63 |
| | \$150,000 or more | 4% | 7% | 52% | 37% | 83 |
| Employment | Employed full-time | 5% | 8% | 47% | 41% | 79 |
| | Employed part-time | 14% | 0% | 65% | 22% | 37 |
| | Self-employed | 0% | 5% | 62% | 33% | 21 |
| | Retired or not working | 6% | 9% | 47% | 38% | 232 |

Q24q: Which of the following best describes your interaction with the following services at the Moultonborough Public Library? Story times

| | | Used this service in the past year | Used this service more than a year ago | Have heard of this service but never used it | Have never heard of this service | N |
|------------------|--------------------------|---------------------------------------|--|--|----------------------------------|-----|
| OVERALL | September 2024 | 11% | 14% | 64% | 10% | 388 |
| Gender | Men | 4% | 16% | 66% | 13% | 68 |
| | Women | 13% | 14% | 64% | 9% | 299 |
| Age | 18 to 49 | 31% | 25% | 42% | 2% | 59 |
| | 50 to 64 | 9% | 22% | 61% | 8% | 87 |
| | 65 to 74 | 6% | 7% | 74% | 12% | 139 |
| | 75 and older | 5% | 14% | 71% | 10% | 59 |
| Education | Less than college degree | 18% | 19% | 51% | 12% | 68 |
| | College graduate | 11% | 10% | 72% | 7% | 144 |
| | Postgraduate work | 9% | 16% | 64% | 11% | 164 |
| Children in | Children in household | 26% | 25% | 43% | 6% | 108 |
| Household | No children in household | 5% | 10% | 74% | 11% | 266 |
| Residency Status | Full-time resident | 13% | 13% | 65% | 9% | 276 |
| | Seasonal resident | 8% | 19% | 58% | 15% | 89 |
| | Not a resident | 4% | 17% | 74% | 4% | 23 |
| Household | Less than \$60,000 | 17% | 11% | 67% | 6% | 36 |
| Income | \$60,000 - \$99,999 | 12% | 9% | 78% | 2% | 58 |
| | \$100,000 - \$149,999 | 11% | 17% | 62% | 10% | 63 |
| | \$150,000 or more | 13% | 20% | 55% | 12% | 82 |
| Employment | Employed full-time | 13% | 24% | 55% | 8% | 78 |
| | Employed part-time | 13% | 26% | 61% | 0% | 38 |
| | Self-employed | 10% | 14% | 71% | 5% | 21 |
| | Retired or not working | 8% | 10% | 70% | 12% | 230 |

Q25a: How likely would you be to use the following services at the Moultonborough Public Library if you were more familiar with them? Borrowing books, movies, magazines, or youth learning kits

| | | <u>Very likely</u> | Somewhat likely | Not very likely | Not at all likely | <u>N</u> |
|---------|----------------|--------------------|-----------------|-----------------|-------------------|----------|
| OVERALL | September 2024 | 28% | 17% | 17% | 39% | 18 |

Q25b: How likely would you be to use the following services at the Moultonborough Public Library if you were more familiar with them? Borrowing unique items like a telescope or lawn games

| | | <u>Very likely</u> | Somewhat likely | Not very likely | Not at all likely | <u>Don't</u> know/Not sure | <u>N</u> |
|------------------|--------------------------|--------------------|--------------------|-----------------|----------------------|-------------------------------|----------|
| OVERALL | September 2024 | 14% | 33% | 25% | 22% | 7% | 152 |
| Gender | Men | 8% | 30% | 35% | 19% | 8% | 37 |
| | Women | 16% | 34% | 22% | 23% | 6% | 102 |
| Age | 50 to 64 | 19% | 42% | 10% | 23% | 6% | 31 |
| | 65 to 74 | 7% | 41% | 24% | 24% | 5% | 59 |
| | 75 and older | 8% | 20% | 48% | 20% | 4% | 25 |
| Education | Less than college degree | 14% | 19% | 24% | 29% | 14% | 21 |
| | College graduate | 16% | 25% | 32% | 27% | 0% | 56 |
| | Postgraduate work | 12% | 45% | 19% | 15% | 9% | 67 |
| Children in | Children in household | 28% | 43% | 10% | 15% | 5% | 40 |
| Household | No children in household | 9% | 29% | 31% | 24% | 8% | 105 |
| Residency Status | Full-time resident | 16% | 32% | 24% | 22% | 7% | 102 |
| | Seasonal resident | 11% | 34% | 25% | 25% | 5% | 44 |
| Household | \$60,000 - \$99,999 | 14% | 57% | 24% | 5% | 0% | 21 |
| Income | \$100,000 - \$149,999 | 14% | 14% | 36% | 18% | 18% | 22 |
| | \$150,000 or more | 19% | 36% | 19% | 19% | 6% | 36 |
| Employment | Employed full-time | 33% | 33% | 14% | 10% | 10% | 21 |
| | Retired or not working | 12% | 31% | 31% | 22% | 5% | 95 |

Q25c: How likely would you be to use the following services at the Moultonborough Public Library if you were more familiar with them? Device/technology help

| | | <u>Very likely</u> | Somewhat likely | Not very likely | Not at all likely | <u>Don't</u> know/Not sure | <u>N</u> |
|---------|----------------|--------------------|--------------------|-----------------|----------------------|-------------------------------|----------|
| OVERALL | September 2024 | 7% | 28% | 35% | 26% | 4% | 69 |

Q25d: How likely would you be to use the following services at the Moultonborough Public Library if you were more familiar with them? Fax machine, scanning, or photocopying

| | | <u>Very likely</u> | Somewhat likely | Not very likely | Not at all likely | <u>Don't</u> <u>know/Not sure</u> | <u>N</u> |
|---------|----------------|--------------------|--------------------|-----------------|----------------------|--------------------------------------|----------|
| OVERALL | September 2024 | 16% | 16% | 25% | 36% | 5% | 55 |

Q25e: How likely would you be to use the following services at the Moultonborough Public Library if you were more familiar with them? Interlibrary loan

| | | <u>Very likely</u> | Somewhat likely | Not very likely | Not at all likely | <u>Don't</u> know/Not sure | <u>N</u> |
|---------|----------------|--------------------|--------------------|-----------------|----------------------|-------------------------------|----------|
| OVERALL | September 2024 | 13% | 27% | 17% | 19% | 23% | 52 |

123

Q25f: How likely would you be to use the following services at the Moultonborough Public Library if you were more familiar with them? Library programs

| | | <u>Somewhat likely</u> | Not very likely | Not at all likely | <u>Don't know/Not</u> <u>sure</u> | <u>N</u> |
|---------|----------------|------------------------|-----------------|-------------------|--------------------------------------|----------|
| OVERALL | September 2024 | 63% | 19% | 11% | 7% | 27 |

Q25g: How likely would you be to use the following services at the Moultonborough Public Library if you were more familiar with them? Little Free Libraries around Moultonborough

| | | Very likely | Somewhat likely | Not very likely | Not at all likely | <u>Don't</u> know/Not sure | <u>N</u> |
|------------------|--------------------------|-------------|--------------------|-----------------|----------------------|-------------------------------|----------|
| OVERALL | September 2024 | 13% | 32% | 21% | 23% | 11% | 151 |
| Gender | Men | 3% | 9% | 35% | 38% | 15% | 34 |
| | Women | 17% | 37% | 16% | 21% | 9% | 105 |
| Age | 18 to 49 | 0% | 57% | 5% | 29% | 10% | 21 |
| | 50 to 64 | 23% | 35% | 23% | 13% | 6% | 31 |
| | 65 to 74 | 14% | 25% | 25% | 32% | 3% | 59 |
| Education | Less than college degree | 13% | 35% | 13% | 30% | 9% | 23 |
| | College graduate | 14% | 33% | 16% | 28% | 10% | 58 |
| | Postgraduate work | 13% | 31% | 26% | 18% | 11% | 61 |
| Children in | Children in household | 15% | 41% | 12% | 22% | 10% | 41 |
| Household | No children in household | 12% | 28% | 23% | 25% | 12% | 103 |
| Residency Status | Full-time resident | 15% | 32% | 18% | 25% | 9% | 99 |
| | Seasonal resident | 3% | 38% | 25% | 23% | 13% | 40 |
| Household | \$100,000 - \$149,999 | 9% | 32% | 18% | 27% | 14% | 22 |
| lu aguag | \$150,000 or more | 9% | 32% | 24% | 24% | 12% | 34 |
| Employment | Employed full-time | 13% | 45% | 19% | 13% | 10% | 31 |
| | Retired or not working | 14% | 25% | 20% | 30% | 11% | 88 |

Q25h: How likely would you be to use the following services at the Moultonborough Public Library if you were more familiar with them? Meeting rooms/study rooms for groups and individuals

| | | <u>Very likely</u> | Somewhat likely | Not very likely | Not at all likely | <u>Don't</u> know/Not sure | <u>N</u> |
|---------|----------------|--------------------|--------------------|-----------------|----------------------|-------------------------------|----------|
| OVERALL | September 2024 | 6% | 23% | 29% | 31% | 11% | 35 |

Q25i: How likely would you be to use the following services at the Moultonborough Public Library if you were more familiar with them? Museum passes

| | | <u>Very likely</u> | Somewhat likely | Not very likely | Not at all likely | <u>Don't</u> know/Not sure | <u>N</u> |
|---------|----------------|--------------------|--------------------|-----------------|----------------------|-------------------------------|----------|
| OVERALL | September 2024 | 44% | 33% | 9% | 5% | 9% | 57 |

Q25j: How likely would you be to use the following services at the Moultonborough Public Library if you were more familiar with them? Notary services

| | | <u>Very likely</u> | Somewhat likely | Not very likely | Not at all likely | <u>Don't</u> know/Not sure | <u>N</u> |
|------------------|--------------------------|--------------------|--------------------|-----------------|----------------------|-------------------------------|----------|
| OVERALL | September 2024 | 23% | 44% | 16% | 9% | 8% | 185 |
| Gender | Men | 14% | 42% | 28% | 8% | 8% | 36 |
| | Women | 24% | 45% | 13% | 10% | 7% | 139 |
| Age | 50 to 64 | 24% | 47% | 16% | 11% | 2% | 45 |
| | 65 to 74 | 26% | 40% | 19% | 8% | 6% | 72 |
| | 75 and older | 18% | 39% | 11% | 7% | 25% | 28 |
| Education | Less than college degree | 7% | 34% | 28% | 17% | 14% | 29 |
| | College graduate | 27% | 50% | 12% | 8% | 3% | 66 |
| | Postgraduate work | 24% | 43% | 16% | 8% | 8% | 83 |
| Children in | Children in household | 26% | 41% | 13% | 15% | 4% | 46 |
| Household | No children in household | 20% | 46% | 17% | 8% | 8% | 132 |
| Residency Status | Full-time resident | 24% | 45% | 14% | 7% | 10% | 119 |
| | Seasonal resident | 22% | 43% | 17% | 15% | 4% | 54 |
| Household | \$60,000 - \$99,999 | 17% | 54% | 17% | 4% | 8% | 24 |
| Income | \$100,000 - \$149,999 | 24% | 45% | 9% | 9% | 12% | 33 |
| | \$150,000 or more | 32% | 32% | 15% | 20% | 2% | 41 |
| Employment | Employed full-time | 19% | 50% | 19% | 8% | 3% | 36 |
| | Retired or not working | 26% | 41% | 15% | 9% | 10% | 113 |

Q25k: How likely would you be to use the following services at the Moultonborough Public Library if you were more familiar with them? Online access to ebooks and audiobooks

| | | <u>Very likely</u> | Somewhat likely | Not very likely | Not at all likely | <u>Don't</u> know/Not sure | <u>N</u> |
|---------|----------------|--------------------|--------------------|-----------------|----------------------|-------------------------------|----------|
| OVERALL | September 2024 | 26% | 35% | 18% | 18% | 3% | 34 |

Q251: How likely would you be to use the following services at the Moultonborough Public Library if you were more familiar with them? Online access to films, TV, music, comics, and magazines, and newspapers

| | | Very likely | Somewhat likely | Not very likely | Not at all likely | <u>Don't</u> know/Not sure | <u>N</u> |
|------------------|--------------------------|-------------|--------------------|-----------------|----------------------|-------------------------------|----------|
| OVERALL | September 2024 | 30% | 36% | 19% | 11% | 4% | 91 |
| Gender | Women | 37% | 31% | 16% | 10% | 4% | 67 |
| Age | 50 to 64 | 39% | 39% | 19% | 3% | 0% | 31 |
| | 65 to 74 | 21% | 35% | 21% | 15% | 9% | 34 |
| Education | College graduate | 39% | 32% | 24% | 5% | 0% | 38 |
| | Postgraduate work | 29% | 37% | 18% | 11% | 5% | 38 |
| Children in Hou | No children in household | 28% | 36% | 20% | 10% | 6% | 69 |
| Residency Status | Full-time resident | 33% | 32% | 17% | 11% | 6% | 63 |
| | Seasonal resident | 24% | 40% | 24% | 12% | 0% | 25 |
| Household Inco | \$150,000 or more | 23% | 59% | 14% | 5% | 0% | 22 |
| Employment | Retired or not working | 29% | 33% | 19% | 13% | 6% | 52 |

Q25m: How likely would you be to use the following services at the Moultonborough Public Library if you were more familiar with them? Personalized recommendations

| | | <u>Very likely</u> | Somewhat likely | Not very likely | Not at all likely | <u>Don't</u> know/Not sure | <u>N</u> |
|------------------|--------------------------|--------------------|--------------------|-----------------|----------------------|-------------------------------|----------|
| OVERALL | September 2024 | 10% | 34% | 21% | 13% | 22% | 161 |
| Gender | Men | 9% | 24% | 15% | 24% | 29% | 34 |
| | Women | 10% | 39% | 21% | 10% | 19% | 115 |
| Age | 18 to 49 | 19% | 38% | 14% | 19% | 10% | 21 |
| | 50 to 64 | 12% | 42% | 24% | 15% | 6% | 33 |
| | 65 to 74 | 5% | 33% | 18% | 15% | 28% | 60 |
| | 75 and older | 9% | 39% | 17% | 9% | 26% | 23 |
| Education | Less than college degree | 13% | 42% | 13% | 8% | 25% | 24 |
| | College graduate | 8% | 28% | 25% | 20% | 18% | 60 |
| | Postgraduate work | 12% | 38% | 18% | 10% | 22% | 68 |
| Children in | Children in household | 13% | 33% | 21% | 10% | 23% | 39 |
| Household | No children in household | 9% | 35% | 20% | 15% | 22% | 115 |
| Residency Status | Full-time resident | 11% | 29% | 20% | 13% | 27% | 115 |
| | Seasonal resident | 8% | 49% | 21% | 13% | 10% | 39 |
| Household | \$60,000 - \$99,999 | 0% | 38% | 33% | 4% | 25% | 24 |
| Income | \$100,000 - \$149,999 | 19% | 30% | 15% | 11% | 26% | 27 |
| | \$150,000 or more | 16% | 34% | 16% | 22% | 13% | 32 |
| Employment | Employed full-time | 15% | 32% | 24% | 12% | 18% | 34 |
| | Retired or not working | 8% | 35% | 20% | 13% | 24% | 96 |

Q25n: How likely would you be to use the following services at the Moultonborough Public Library if you were more familiar with them? Printing, public computers, or wifi

| | | Very likely | Somewhat likely | Not very likely | Not at all likely | <u>Don't</u> know/Not sure | <u>N</u> |
|---------|----------------|-------------|--------------------|-----------------|----------------------|-------------------------------|----------|
| OVERALL | September 2024 | 13% | 19% | 22% | 34% | 13% | 32 |

Q25o: How likely would you be to use the following services at the Moultonborough Public Library if you were more familiar with them? Reference and research services

| | | <u>Very likely</u> | Somewhat likely | Not very likely | Not at all likely | <u>Don't</u> know/Not sure | <u>N</u> |
|---------|----------------|--------------------|--------------------|-----------------|----------------------|-------------------------------|----------|
| OVERALL | September 2024 | 9% | 20% | 42% | 20% | 8% | 64 |

Q25p: How likely would you be to use the following services at the Moultonborough Public Library if you were more familiar with them? Special collections rooms and genealogy resources

| | | <u>Very likely</u> | Somewhat likely | Not very likely | Not at all likely | <u>Don't</u> know/Not sure | <u>N</u> |
|-----------------|--------------------------|--------------------|--------------------|-----------------|----------------------|-------------------------------|----------|
| OVERALL | September 2024 | 14% | 31% | 30% | 15% | 10% | 143 |
| Gender | Men | 0% | 26% | 52% | 10% | 13% | 31 |
| | Women | 18% | 31% | 25% | 16% | 10% | 103 |
| Age | 50 to 64 | 9% | 28% | 41% | 9% | 13% | 32 |
| | 65 to 74 | 14% | 36% | 26% | 19% | 5% | 58 |
| Education | Less than college degree | 17% | 21% | 33% | 17% | 13% | 24 |
| | College graduate | 9% | 36% | 38% | 13% | 5% | 56 |
| | Postgraduate work | 17% | 31% | 22% | 17% | 14% | 59 |
| Children in | Children in household | 15% | 35% | 25% | 10% | 15% | 40 |
| Household | No children in household | 12% | 30% | 33% | 17% | 8% | 98 |
| Residency Statu | s Full-time resident | 15% | 32% | 30% | 14% | 9% | 98 |
| | Seasonal resident | 10% | 33% | 31% | 13% | 13% | 39 |
| Household | \$100,000 - \$149,999 | 13% | 26% | 26% | 26% | 9% | 23 |
| Income | \$150,000 or more | 17% | 30% | 33% | 13% | 7% | 30 |
| Employment | Employed full-time | 10% | 26% | 35% | 13% | 16% | 31 |
| | Retired or not working | 15% | 32% | 31% | 14% | 8% | 87 |

Q25q: How likely would you be to use the following services at the Moultonborough Public Library if you were more familiar with them? Story times

| | | <u>Very likely</u> | Somewhat likely | Not very likely | Not at all likely | <u>Don't</u> know/Not sure | <u>N</u> |
|---------|----------------|--------------------|--------------------|-----------------|----------------------|-------------------------------|----------|
| OVERALL | September 2024 | 8% | 8% | 16% | 58% | 11% | 38 |

Q26#: What services, initiatives, or programs have you heard about or seen at other libraries that you would like to see done at Moultonborough Public Library? (Please list up to three) (coded)

| | | Artistic/ Music events or programs | Children's events | Computer/ Technology programs | Cooking classes | <u>Crafting</u> <u>classes</u> | Easier access to digital resources | Gardening or plant programs |
|------------------|--------------------------|--|----------------------|-------------------------------------|--------------------|-----------------------------------|--|-----------------------------------|
| OVERALL | September 2024 | 13% | 8% | 6% | 5% | 10% | 7% | 8% |
| Gender | Men | 0% | 9% | 9% | 4% | 4% | 13% | 4% |
| | Women | 15% | 7% | 6% | 6% | 10% | 6% | 9% |
| Age | 50 to 64 | 11% | 4% | 0% | 7% | 15% | 0% | 15% |
| | 65 to 74 | 9% | 4% | 6% | 4% | 8% | 11% | 8% |
| Education | Less than college degree | 14% | 24% | 14% | 5% | 24% | 5% | 10% |
| | College graduate | 14% | 5% | 7% | 9% | 2% | 9% | 9% |
| | Postgraduate work | 13% | 5% | 3% | 3% | 11% | 6% | 6% |
| Children in | Children in household | 13% | 21% | 10% | 8% | 8% | 5% | 13% |
| Household | No children in household | 13% | 1% | 5% | 5% | 12% | 8% | 6% |
| Residency Status | Full-time resident | 18% | 8% | 7% | 4% | 10% | 7% | 8% |
| | Seasonal resident | 0% | 8% | 8% | 12% | 12% | 8% | 8% |
| Household | \$100,000 - \$149,999 | 7% | 11% | 7% | 7% | 4% | 11% | 7% |
| Income | \$150,000 or more | 19% | 4% | 7% | 7% | 15% | 4% | 11% |
| Employment | Employed full-time | 19% | 23% | 4% | 15% | 12% | 0% | 15% |
| | Retired or not working | 13% | 1% | 7% | 3% | 11% | 10% | 4% |

Q26#: What services, initiatives, or programs have you heard about or seen at other libraries that you would like to see done at Moultonborough Public Library? (Please list up to three) (coded)

| | | Genealogy services | <u>Language</u> <u>classes</u> | <u>Literary groups</u> <u>or events</u> | <u>Loans of items</u> | Longer open hours | <u>Maker Space</u> |
|------------------|--------------------------|-----------------------|-----------------------------------|--|-----------------------|----------------------|--------------------|
| OVERALL | September 2024 | 2% | 5% | 19% | 2% | 3% | 4% |
| Gender | Men | 0% | 4% | 4% | 0% | 4% | 4% |
| | Women | 3% | 4% | 22% | 2% | 3% | 4% |
| Age | 50 to 64 | 0% | 7% | 22% | 4% | 4% | 7% |
| | 65 to 74 | 4% | 6% | 17% | 2% | 4% | 6% |
| Education | Less than college degree | 5% | 5% | 5% | 0% | 5% | 10% |
| | College graduate | 5% | 7% | 9% | 0% | 0% | 5% |
| | Postgraduate work | 0% | 5% | 29% | 3% | 5% | 2% |
| Children in | Children in household | 3% | 8% | 18% | 3% | 5% | 0% |
| Household | No children in household | 2% | 5% | 19% | 1% | 2% | 6% |
| Residency Status | Full-time resident | 3% | 4% | 13% | 2% | 3% | 4% |
| | Seasonal resident | 0% | 12% | 42% | 0% | 0% | 4% |
| Household | \$100,000 - \$149,999 | 0% | 7% | 26% | 0% | 4% | 4% |
| Income | \$150,000 or more | 4% | 0% | 22% | 4% | 4% | 0% |
| Employment | Employed full-time | 0% | 8% | 15% | 4% | 4% | 8% |
| | Retired or not working | 4% | 6% | 23% | 1% | 1% | 4% |

Q26#: What services, initiatives, or programs have you heard about or seen at other libraries that you would like to see done at Moultonborough Public Library? (Please list up to three) (coded)

| | | More collaboration with other libraries | Private meeting space | Programs or events for adults | Recreation or game events | Talks or lectures | N |
|------------------|--------------------------|--|-----------------------|-------------------------------------|---------------------------|-------------------|-----|
| OVERALL | September 2024 | 3% | 2% | 7% | 7% | 8% | 128 |
| Gender | Men | 4% | 0% | 0% | 0% | 9% | 23 |
| | Women | 3% | 3% | 9% | 9% | 8% | 98 |
| Age | 50 to 64 | 0% | 4% | 7% | 7% | 4% | 27 |
| | 65 to 74 | 6% | 2% | 9% | 6% | 9% | 53 |
| Education | Less than college degree | 5% | 5% | 5% | 5% | 10% | 21 |
| | College graduate | 2% | 0% | 2% | 5% | 5% | 43 |
| | Postgraduate work | 3% | 3% | 11% | 10% | 8% | 63 |
| Children in | Children in household | 8% | 5% | 10% | 3% | 8% | 39 |
| Household | No children in household | 1% | 1% | 6% | 9% | 7% | 86 |
| Residency Status | Full-time resident | 3% | 0% | 8% | 9% | 7% | 91 |
| | Seasonal resident | 0% | 12% | 0% | 4% | 12% | 26 |
| Household | \$100,000 - \$149,999 | 4% | 0% | 4% | 15% | 7% | 27 |
| Income | \$150,000 or more | 7% | 4% | 7% | 4% | 7% | 27 |
| Employment | Employed full-time | 8% | 0% | 4% | 4% | 8% | 26 |
| | Retired or not working | 1% | 1% | 6% | 9% | 9% | 70 |

Q27_1#: Below, please rank the top three potential new services, initiatives, or programs in order of how much you would like to see them enacted by the Moultonborough Public Library - First choice

| | | Access to emerging technologies | Covered outdoor area(s) | Delivery of library materials to homebound individuals | Maker Space |
|------------------|-------------------------------|---------------------------------|----------------------------|---|-------------|
| OVERALL | September 2024 | 7% | 4% | 12% | 5% |
| Gender | Men | 15% | 8% | 8% | 3% |
| | Women | 6% | 3% | 13% | 6% |
| Age | 18 to 49 | 11% | 9% | 5% | 4% |
| | 50 to 64 | 5% | 7% | 10% | 7% |
| | 65 to 74 | 6% | 2% | 17% | 6% |
| | 75 and older | 9% | 2% | 13% | 5% |
| | Less than college degree | 9% | 3% | 9% | 9% |
| | College graduate | 7% | 4% | 13% | 4% |
| | Postgraduate work | 8% | 4% | 13% | 6% |
| | Children in household | 12% | 6% | 8% | 6% |
| Household | No children in household | 5% | 3% | 14% | 6% |
| Residency Status | Full-time resident | 8% | 4% | 13% | 5% |
| | Seasonal resident | 4% | 6% | 7% | 7% |
| | Not a resident | 8% | 4% | 24% | 4% |
| Household | Less than \$60,000 | 3% | 3% | 14% | 3% |
| Income | \$60,000 - \$99,999 | 8% | 3% | 15% | 10% |
| | \$100,000 - \$149,999 | 11% | 6% | 16% | 3% |
| | \$150,000 or more | 11% | 5% | 4% | 8% |
| Employment | Employed full-time | 8% | 8% | 11% | 4% |
| | Employed part-time | 3% | 0% | 15% | 9% |
| | Retired or not working | 8% | 2% | 13% | 5% |
| Library Card | Currently have MPL card | 8% | 4% | 13% | 5% |
| Status | Used to or never had MPL card | 7% | 7% | 11% | 7% |

Q27_1#: Below, please rank the top three potential new services, initiatives, or programs in order of how much you would like to see them enacted by the Moultonborough Public Library - First choice

| | | More digital resources | Opportunities to attend live music, theater, or other arts events | Opportunities to perform live music, theater, or other arts | Outdoor group activities for adults |
|------------------|-------------------------------|------------------------|---|---|--|
| OVERALL | September 2024 | 6% | 25% | 3% | 10% |
| Gender | Men | 9% | 20% | 2% | 9% |
| | Women | 5% | 26% | 3% | 10% |
| Age | 18 to 49 | 7% | 16% | 0% | 5% |
| | 50 to 64 | 4% | 21% | 2% | 15% |
| | 65 to 74 | 5% | 28% | 2% | 11% |
| | 75 and older | 9% | 38% | 5% | 2% |
| Education | Less than college degree | 2% | 19% | 3% | 10% |
| | College graduate | 6% | 21% | 4% | 9% |
| | Postgraduate work | 7% | 29% | 2% | 10% |
| | Children in household | 5% | 16% | 5% | 7% |
| Household | No children in household | 6% | 29% | 2% | 11% |
| Residency Status | Full-time resident | 6% | 21% | 3% | 12% |
| | Seasonal resident | 7% | 38% | 3% | 4% |
| | Not a resident | 0% | 28% | 4% | 8% |
| Household | Less than \$60,000 | 10% | 24% | 0% | 10% |
| Income | \$60,000 - \$99,999 | 5% | 20% | 5% | 8% |
| | \$100,000 - \$149,999 | 8% | 23% | 3% | 8% |
| | \$150,000 or more | 3% | 30% | 1% | 8% |
| Employment | Employed full-time | 3% | 14% | 1% | 8% |
| | Employed part-time | 9% | 18% | 3% | 15% |
| | Retired or not working | 6% | 30% | 3% | 9% |
| Library Card | Currently have MPL card | 6% | 25% | 3% | 11% |
| Status | Used to or never had MPL card | 7% | 25% | 4% | 0% |

Q27_1#: Below, please rank the top three potential new services, initiatives, or programs in order of how much you would like to see them enacted by the Moultonborough Public Library - First choice

| OVERALL September 2024 9% 3% 11% 4% Gender Men 11% 0% 14% 2% Women 9% 4% 10% 5% Age 18 to 49 27% 0% 9% 5% 50 to 64 7% 5% 11% 6% 65 to 74 4% 2% 14% 3% 75 and older 4% 5% 4% 4% Education Less than college degree 24% 2% 3% 7% College graduate 8% 6% 13% 5% Postgraduate work 4% 3% 12% 3% | N |
|---|-----|
| Women 9% 4% 10% 5% Age 18 to 49 27% 0% 9% 5% 50 to 64 7% 5% 11% 6% 65 to 74 4% 2% 14% 3% 75 and older 4% 5% 4% 4% Education Less than college degree 24% 2% 3% 7% College graduate 8% 6% 13% 5% | 347 |
| Age 18 to 49 27% 0% 9% 5% 50 to 64 7% 5% 11% 6% 65 to 74 4% 2% 14% 3% 75 and older 4% 5% 4% 4% Education Less than college degree 24% 2% 3% 7% College graduate 8% 6% 13% 5% | 65 |
| 50 to 64 7% 5% 11% 6% 65 to 74 4% 2% 14% 3% 75 and older 4% 5% 4% 4% 4% Education Less than college degree 24% 2% 3% 7% College graduate 8% 6% 13% 5% | 268 |
| 65 to 74 4% 2% 14% 3% 75 and older 4% 5% 4% 4% Education Less than college degree 24% 2% 3% 7% College graduate 8% 6% 13% 5% | 55 |
| 75 and older 4% 5% 4% 4% Education Less than college degree 24% 2% 3% 7% College graduate 8% 6% 13% 5% | 82 |
| Education Less than college degree 24% 2% 3% 7% College graduate 8% 6% 13% 5% | 122 |
| College graduate 8% 6% 13% 5% | 55 |
| | 58 |
| Postgraduate work 4% 3% 12% 3% | 126 |
| ▽ | 160 |
| Children inChildren in household19%4%8%7% | 106 |
| Household No children in household 5% 3% 12% 3% | 234 |
| Residency Status Full-time resident 10% 3% 12% 4% | 250 |
| Seasonal resident 7% 3% 10% 6% | 72 |
| Not a resident 4% 12% 4% 0% | 25 |
| Household Less than \$60,000 21% 0% 7% 3% | 29 |
| Income \$60,000 - \$99,999 7% 2% 10% 8% | 61 |
| \$100,000 - \$149,999 8% 2% 8% 3% | 62 |
| \$150,000 or more 12% 4% 12% 3% | 76 |
| EmploymentEmployed full-time21%1%14%4% | 71 |
| Employed part-time 3% 3% 15% 6% | 33 |
| Retired or not working 5% 3% 11% 4% | 211 |
| Library CardCurrently have MPL card9%3%10%4% | 319 |
| Status Used to or never had MPL card 7% 4% 14% 7% | 28 |

Q27_2#: Below, please rank the top three potential new services, initiatives, or programs in order of how much you would like to see them enacted by the Moultonborough Public Library - Second choice

| | | Access to emerging technologies | Covered outdoor area(s) | Delivery of library materials to homebound individuals | Maker Space |
|------------------|-------------------------------|---------------------------------|----------------------------|---|-------------|
| OVERALL | September 2024 | 10% | 8% | 11% | 6% |
| Gender | Men | 18% | 5% | 8% | 3% |
| | Women | 9% | 8% | 11% | 7% |
| Age | 18 to 49 | 9% | 13% | 2% | 9% |
| | 50 to 64 | 9% | 5% | 15% | 9% |
| | 65 to 74 | 10% | 8% | 12% | 3% |
| | 75 and older | 17% | 4% | 12% | 4% |
| Education | Less than college degree | 9% | 13% | 13% | 13% |
| | College graduate | 6% | 7% | 10% | 3% |
| | Postgraduate work | 14% | 7% | 10% | 7% |
| Children in | Children in household | 8% | 12% | 4% | 8% |
| Household | No children in household | 12% | 5% | 13% | 6% |
| Residency Status | Full-time resident | 7% | 8% | 13% | 6% |
| | Seasonal resident | 24% | 1% | 4% | 4% |
| | Not a resident | 8% | 17% | 0% | 13% |
| Household | Less than \$60,000 | 7% | 11% | 7% | 4% |
| Income | \$60,000 - \$99,999 | 8% | 8% | 8% | 5% |
| | \$100,000 - \$149,999 | 13% | 10% | 7% | 8% |
| | \$150,000 or more | 13% | 6% | 14% | 3% |
| Employment | Employed full-time | 3% | 10% | 9% | 6% |
| | Employed part-time | 16% | 3% | 6% | 13% |
| | Retired or not working | 12% | 6% | 13% | 4% |
| Library Card | Currently have MPL card | 10% | 8% | 11% | 6% |
| Status | Used to or never had MPL card | 15% | 7% | 4% | 7% |

Q27_2#: Below, please rank the top three potential new services, initiatives, or programs in order of how much you would like to see them enacted by the Moultonborough Public Library - Second choice

| | | More digital resources | Opportunities to attend live music, theater, or other arts events | Opportunities to perform live music, theater, or other arts | Outdoor group activities for adults |
|------------------|-------------------------------|------------------------|---|---|--|
| OVERALL | September 2024 | 5% | 17% | 3% | 15% |
| Gender | Men | 6% | 15% | 3% | 23% |
| | Women | 4% | 18% | 3% | 12% |
| Age | 18 to 49 | 0% | 19% | 2% | 15% |
| | 50 to 64 | 1% | 16% | 5% | 13% |
| | 65 to 74 | 8% | 18% | 2% | 17% |
| | 75 and older | 10% | 17% | 4% | 13% |
| Education | Less than college degree | 0% | 20% | 0% | 11% |
| | College graduate | 7% | 18% | 5% | 12% |
| | Postgraduate work | 5% | 15% | 2% | 18% |
| Children in | Children in household | 4% | 20% | 0% | 13% |
| Household | No children in household | 6% | 15% | 4% | 16% |
| Residency Status | Full-time resident | 5% | 17% | 3% | 15% |
| | Seasonal resident | 6% | 18% | 1% | 13% |
| | Not a resident | 8% | 8% | 0% | 13% |
| Household | Less than \$60,000 | 4% | 14% | 11% | 18% |
| Income | \$60,000 - \$99,999 | 7% | 17% | 3% | 12% |
| | \$100,000 - \$149,999 | 2% | 18% | 0% | 22% |
| | \$150,000 or more | 6% | 24% | 3% | 13% |
| Employment | Employed full-time | 3% | 21% | 3% | 13% |
| | Employed part-time | 3% | 9% | 6% | 9% |
| | Retired or not working | 7% | 18% | 3% | 16% |
| Library Card | Currently have MPL card | 5% | 17% | 3% | 14% |
| Status | Used to or never had MPL card | 7% | 15% | 4% | 26% |

Q27_2#: Below, please rank the top three potential new services, initiatives, or programs in order of how much you would like to see them enacted by the Moultonborough Public Library - Second choice

| | | Outdoor spaces designed for children | Reservable private soundproof spaces for meetings | <u>Seed</u> <u>Library/Community</u> <u>Garden</u> | <u>Sister Library</u> | <u>N</u> |
|------------------|-------------------------------|--|---|--|-----------------------|----------|
| OVERALL | September 2024 | 6% | 5% | 10% | 5% | 330 |
| Gender | Men | 3% | 10% | 6% | 0% | 62 |
| | Women | 7% | 4% | 11% | 6% | 255 |
| Age | 18 to 49 | 7% | 4% | 17% | 4% | 54 |
| | 50 to 64 | 6% | 6% | 9% | 5% | 79 |
| | 65 to 74 | 6% | 3% | 9% | 3% | 115 |
| | 75 and older | 2% | 6% | 6% | 6% | 52 |
| Education | Less than college degree | 11% | 0% | 9% | 0% | 54 |
| | College graduate | 8% | 7% | 13% | 8% | 120 |
| Po | Postgraduate work | 3% | 6% | 8% | 5% | 153 |
| Children in | Children in household | 6% | 3% | 17% | 6% | 103 |
| Household | No children in household | 6% | 6% | 6% | 5% | 220 |
| Residency Status | Full-time resident | 7% | 4% | 9% | 5% | 239 |
| | Seasonal resident | 7% | 6% | 12% | 1% | 67 |
| | Not a resident | 0% | 13% | 13% | 8% | 24 |
| Household | Less than \$60,000 | 4% | 0% | 18% | 4% | 28 |
| Income | \$60,000 - \$99,999 | 5% | 10% | 10% | 5% | 59 |
| | \$100,000 - \$149,999 | 8% | 2% | 8% | 2% | 60 |
| | \$150,000 or more | 4% | 4% | 8% | 4% | 72 |
| Employment | Employed full-time | 7% | 7% | 14% | 4% | 70 |
| | Employed part-time | 13% | 6% | 13% | 3% | 32 |
| | Retired or not working | 5% | 4% | 8% | 5% | 198 |
| Library Card | Currently have MPL card | 7% | 6% | 10% | 4% | 303 |
| Status | Used to or never had MPL card | 0% | 0% | 4% | 11% | 27 |

Q27_3#: Below, please rank the top three potential new services, initiatives, or programs in order of how much you would like to see them enacted by the Moultonborough Public Library - Third choice

| | | Access to emerging technologies | Covered outdoor area(s) | Delivery of library materials to homebound individuals | Maker Space |
|------------------|-------------------------------|---------------------------------|----------------------------|---|-------------|
| OVERALL | September 2024 | 11% | 10% | 13% | 5% |
| Gender | Men | 24% | 5% | 7% | 5% |
| | Women | 8% | 12% | 15% | 5% |
| Age | 18 to 49 | 10% | 14% | 10% | 4% |
| | 50 to 64 | 10% | 10% | 20% | 4% |
| | 65 to 74 | 15% | 8% | 11% | 6% |
| | 75 and older | 8% | 15% | 15% | 2% |
| Education | Less than college degree | 6% | 19% | 11% | 2% |
| | College graduate | 8% | 13% | 13% | 2% |
| | Postgraduate work | 14% | 6% | 14% | 8% |
| Children in | Children in household | 11% | 11% | 9% | 4% |
| Household | No children in household | 11% | 10% | 15% | 5% |
| Residency Status | Full-time resident | 10% | 11% | 12% | 4% |
| | Seasonal resident | 18% | 7% | 16% | 5% |
| | Not a resident | 5% | 14% | 10% | 10% |
| Household | Less than \$60,000 | 0% | 36% | 14% | 0% |
| Income | \$60,000 - \$99,999 | 15% | 11% | 15% | 4% |
| | \$100,000 - \$149,999 | 11% | 11% | 5% | 7% |
| | \$150,000 or more | 9% | 9% | 22% | 4% |
| Employment | Employed full-time | 11% | 15% | 8% | 5% |
| | Employed part-time | 3% | 6% | 19% | 6% |
| | Retired or not working | 13% | 10% | 13% | 5% |
| Library Card | Currently have MPL card | 11% | 11% | 13% | 4% |
| Status | Used to or never had MPL card | 12% | 8% | 15% | 8% |

Q27_3#: Below, please rank the top three potential new services, initiatives, or programs in order of how much you would like to see them enacted by the Moultonborough Public Library - Third choice

| | | More digital resources | Opportunities to attend live music, theater, or other arts events | Opportunities to perform live music, theater, or other arts | Outdoor group activities for adults |
|------------------|-------------------------------|------------------------|---|---|-------------------------------------|
| OVERALL | September 2024 | 4% | 16% | 4% | 9% |
| Gender | Men | 5% | 15% | 4% | 5% |
| | Women | 4% | 16% | 3% | 10% |
| Age | 18 to 49 | 0% | 14% | 4% | 12% |
| | 50 to 64 | 1% | 19% | 9% | 7% |
| | 65 to 74 | 6% | 15% | 1% | 8% |
| | 75 and older | 4% | 13% | 2% | 8% |
| Education | Less than college degree | 6% | 6% | 2% | 4% |
| | College graduate | 2% | 19% | 3% | 10% |
| | Postgraduate work | 5% | 17% | 4% | 10% |
| Children in | Children in household | 1% | 18% | 5% | 7% |
| Household | No children in household | 6% | 15% | 3% | 10% |
| Residency Status | Full-time resident | 5% | 17% | 3% | 10% |
| | Seasonal resident | 0% | 16% | 5% | 7% |
| | Not a resident | 5% | 10% | 5% | 10% |
| Household | Less than \$60,000 | 0% | 18% | 0% | 9% |
| Income | \$60,000 - \$99,999 | 4% | 9% | 2% | 7% |
| | \$100,000 - \$149,999 | 7% | 18% | 5% | 9% |
| | \$150,000 or more | 4% | 7% | 4% | 6% |
| Employment | Employed full-time | 0% | 16% | 6% | 10% |
| | Employed part-time | 3% | 23% | 0% | 10% |
| | Retired or not working | 6% | 15% | 2% | 9% |
| Library Card | Currently have MPL card | 4% | 16% | 4% | 9% |
| Status | Used to or never had MPL card | 4% | 15% | 4% | 8% |

Q27_3#: Below, please rank the top three potential new services, initiatives, or programs in order of how much you would like to see them enacted by the Moultonborough Public Library - Third choice

| | | Outdoor spaces designed for children | Reservable private soundproof spaces for meetings | <u>Seed</u> Library/Community <u>Garden</u> | <u>Sister Library</u> | N |
|------------------|-------------------------------|--|---|---|-----------------------|-----|
| OVERALL | September 2024 | 6% | 4% | 11% | 8% | 302 |
| Gender | Men | 4% | 15% | 7% | 4% | 55 |
| | Women | 6% | 2% | 12% | 8% | 235 |
| Age | 18 to 49 | 10% | 4% | 12% | 8% | 51 |
| | 50 to 64 | 6% | 0% | 10% | 4% | 70 |
| | 65 to 74 | 6% | 6% | 11% | 7% | 108 |
| | 75 and older | 4% | 6% | 8% | 15% | 48 |
| Education | Less than college degree | 9% | 6% | 15% | 13% | 47 |
| | College graduate | 8% | 5% | 9% | 7% | 107 |
| | Postgraduate work | 3% | 3% | 10% | 6% | 145 |
| Children in | Children in household | 7% | 5% | 15% | 5% | 98 |
| Household | No children in household | 5% | 4% | 9% | 9% | 198 |
| Residency Status | Full-time resident | 6% | 4% | 11% | 7% | 220 |
| | Seasonal resident | 8% | 5% | 7% | 7% | 61 |
| | Not a resident | 0% | 0% | 14% | 19% | 21 |
| Household | Less than \$60,000 | 9% | 0% | 5% | 9% | 22 |
| Income | \$60,000 - \$99,999 | 7% | 4% | 16% | 7% | 55 |
| | \$100,000 - \$149,999 | 4% | 5% | 11% | 9% | 57 |
| | \$150,000 or more | 9% | 6% | 9% | 9% | 67 |
| Employment | Employed full-time | 5% | 0% | 19% | 5% | 62 |
| | Employed part-time | 3% | 0% | 10% | 16% | 31 |
| | Retired or not working | 6% | 4% | 8% | 7% | 181 |
| Library Card | Currently have MPL card | 6% | 4% | 11% | 8% | 276 |
| Status | Used to or never had MPL card | 8% | 4% | 12% | 4% | 26 |

Q29: If the Moultonborough Public Library were to offer books or programs in languages other than English, which languages would interest you? (Please select all that apply)

| | | <u>French</u> | <u>German</u> | <u>Italian</u> | <u>Portuguese</u> | <u>Spanish</u> | <u>Other</u> | <u>None</u> | <u>N</u> |
|--------------|-------------------------------|---------------|---------------|----------------|-------------------|----------------|--------------|-------------|----------|
| OVERALL | September 2024 | 18% | 5% | 10% | 4% | 22% | 6% | 56% | 390 |
| Gender | Men | 19% | 5% | 6% | 5% | 21% | 5% | 56% | 78 |
| | Women | 18% | 5% | 11% | 3% | 22% | 5% | 56% | 295 |
| Age | 18 to 49 | 17% | 4% | 9% | 6% | 35% | 11% | 48% | 54 |
| | 50 to 64 | 21% | 9% | 15% | 5% | 17% | 5% | 55% | 87 |
| | 65 to 74 | 19% | 3% | 9% | 4% | 19% | 1% | 63% | 136 |
| | 75 and older | 13% | 6% | 7% | 3% | 22% | 12% | 52% | 69 |
| Education | Less than college degree | 12% | 7% | 7% | 1% | 18% | 3% | 61% | 67 |
| | College graduate | 18% | 4% | 10% | 5% | 19% | 5% | 61% | 140 |
| | Postgraduate work | 21% | 5% | 12% | 3% | 25% | 8% | 49% | 172 |
| Children in | Children in household | 17% | 5% | 8% | 4% | 26% | 6% | 53% | 105 |
| Household | No children in household | 18% | 5% | 11% | 4% | 21% | 5% | 57% | 277 |
| Residency | Full-time resident | 16% | 4% | 11% | 4% | 22% | 7% | 57% | 275 |
| Status | Seasonal resident | 23% | 6% | 8% | 6% | 17% | 2% | 56% | 88 |
| | Not a resident | 26% | 15% | 11% | 0% | 33% | 0% | 44% | 27 |
| Household | Less than \$60,000 | 6% | 9% | 11% | 3% | 14% | 11% | 63% | 35 |
| Income | \$60,000 - \$99,999 | 17% | 3% | 8% | 6% | 23% | 8% | 55% | 64 |
| | \$100,000 - \$149,999 | 17% | 6% | 8% | 3% | 21% | 8% | 54% | 63 |
| | \$150,000 or more | 20% | 6% | 9% | 1% | 21% | 4% | 57% | 81 |
| Employment | Employed full-time | 14% | 4% | 10% | 7% | 23% | 4% | 63% | 70 |
| | Employed part-time | 21% | 6% | 12% | 6% | 29% | 9% | 47% | 34 |
| | Self-employed | 24% | 5% | 14% | 10% | 10% | 10% | 43% | 21 |
| | Retired or not working | 19% | 4% | 10% | 2% | 22% | 4% | 57% | 245 |
| Library Card | Currently have MPL card | 17% | 5% | 9% | 4% | 21% | 5% | 58% | 350 |
| Status | Used to or never had MPL card | 25% | 10% | 18% | 5% | 28% | 10% | 43% | 40 |

Q28a: How would you rate each of the following elements of the Moultonborough Public Library? Adult programming

| | | Very good | Good | <u>Fair</u> | <u>Poor</u> | <u>Very poor</u> | <u>Don't</u> <u>know/Not</u> <u>sure</u> | N |
|-----------------|-------------------------------|-----------|------|-------------|-------------|------------------|--|-----|
| OVERALL | September 2024 | 31% | 31% | 7% | 1% | 0% | 30% | 406 |
| Gender | Men | 25% | 22% | 10% | 1% | 0% | 42% | 73 |
| | Women | 33% | 33% | 6% | 0% | 0% | 27% | 313 |
| Age | 18 to 49 | 25% | 31% | 7% | 2% | 0% | 36% | 59 |
| | 50 to 64 | 30% | 28% | 8% | 1% | 0% | 33% | 89 |
| | 65 to 74 | 29% | 32% | 7% | 0% | 1% | 32% | 145 |
| | 75 and older | 44% | 33% | 6% | 0% | 0% | 17% | 70 |
| Education | Less than college degree | 31% | 30% | 7% | 0% | 0% | 31% | 70 |
| | College graduate | 28% | 29% | 7% | 2% | 0% | 34% | 151 |
| | Postgraduate work | 33% | 34% | 8% | 0% | 1% | 25% | 175 |
| Children in | Children in household | 26% | 33% | 7% | 3% | 0% | 31% | 108 |
| Household | No children in household | 33% | 30% | 7% | 0% | 0% | 30% | 286 |
| Residency Statu | s Full-time resident | 34% | 34% | 7% | 1% | 0% | 24% | 289 |
| | Seasonal resident | 22% | 21% | 7% | 1% | 0% | 49% | 91 |
| | Not a resident | 35% | 27% | 8% | 0% | 0% | 31% | 26 |
| Household | Less than \$60,000 | 38% | 20% | 13% | 0% | 0% | 30% | 40 |
| Income | \$60,000 - \$99,999 | 33% | 39% | 5% | 0% | 2% | 22% | 64 |
| | \$100,000 - \$149,999 | 41% | 30% | 6% | 2% | 0% | 21% | 63 |
| | \$150,000 or more | 27% | 25% | 9% | 0% | 0% | 39% | 85 |
| Employment | Employed full-time | 29% | 26% | 6% | 4% | 0% | 35% | 77 |
| | Employed part-time | 34% | 26% | 8% | 0% | 0% | 32% | 38 |
| | Self-employed | 18% | 27% | 14% | 0% | 0% | 41% | 22 |
| | Retired or not working | 32% | 33% | 7% | 0% | 0% | 28% | 249 |
| Library Card | Currently have MPL card | 32% | 31% | 7% | 1% | 0% | 29% | 385 |
| Status | Used to or never had MPL card | 14% | 33% | 5% | 0% | 0% | 48% | 21 |

Q28b: How would you rate each of the following elements of the Moultonborough Public Library? Accessibility of the building

| | | Very good | Good | <u>Fair</u> | <u>Poor</u> | <u>Don't know/Not</u> <u>sure</u> | <u>N</u> |
|------------------|-------------------------------|-----------|------|-------------|-------------|--------------------------------------|----------|
| OVERALL | September 2024 | 67% | 24% | 3% | 0% | 6% | 405 |
| Gender | Men | 60% | 23% | 8% | 0% | 8% | 73 |
| | Women | 70% | 23% | 2% | 0% | 5% | 312 |
| Age | 18 to 49 | 71% | 18% | 5% | 0% | 5% | 56 |
| | 50 to 64 | 60% | 29% | 0% | 0% | 11% | 89 |
| | 65 to 74 | 67% | 24% | 3% | 1% | 6% | 144 |
| | 75 and older | 70% | 25% | 5% | 0% | 0% | 73 |
| Education | Less than college degree | 72% | 19% | 0% | 0% | 8% | 72 |
| | College graduate | 64% | 27% | 4% | 1% | 5% | 150 |
| | Postgraduate work | 66% | 24% | 4% | 0% | 5% | 173 |
| | Children in household | 60% | 30% | 3% | 0% | 7% | 107 |
| Household | No children in household | 69% | 22% | 3% | 0% | 5% | 286 |
| Residency Status | Full-time resident | 66% | 25% | 4% | 0% | 5% | 287 |
| | Seasonal resident | 70% | 24% | 0% | 0% | 6% | 93 |
| | Not a resident | 64% | 20% | 8% | 0% | 8% | 25 |
| Household | Less than \$60,000 | 68% | 22% | 7% | 0% | 2% | 41 |
| Income | \$60,000 - \$99,999 | 69% | 27% | 0% | 0% | 3% | 62 |
| | \$100,000 - \$149,999 | 73% | 19% | 2% | 2% | 5% | 62 |
| | \$150,000 or more | 59% | 29% | 2% | 0% | 9% | 86 |
| Employment | Employed full-time | 65% | 23% | 4% | 0% | 8% | 74 |
| | Employed part-time | 58% | 29% | 3% | 0% | 11% | 38 |
| | Self-employed | 68% | 23% | 0% | 0% | 9% | 22 |
| | Retired or not working | 69% | 24% | 4% | 0% | 4% | 251 |
| Library Card | Currently have MPL card | 67% | 24% | 3% | 0% | 6% | 384 |
| Status | Used to or never had MPL card | 57% | 33% | 5% | 0% | 5% | 21 |
| | | | | | | | |

Q28c: How would you rate each of the following elements of the Moultonborough Public Library? Book and magazine collection

| | | Very good | Good | <u>Fair</u> | <u>Poor</u> | Very poor | <u>Don't</u> <u>know/Not</u> <u>sure</u> | <u>N</u> |
|------------------|-------------------------------|-----------|------|-------------|-------------|-----------|--|----------|
| OVERALL | September 2024 | 37% | 37% | 5% | 0% | 0% | 20% | 411 |
| Gender | Men | 22% | 45% | 10% | 1% | 0% | 22% | 73 |
| | Women | 41% | 35% | 4% | 0% | 0% | 19% | 318 |
| Age | 18 to 49 | 37% | 36% | 8% | 0% | 0% | 19% | 59 |
| | 50 to 64 | 39% | 33% | 3% | 1% | 0% | 24% | 89 |
| | 65 to 74 | 33% | 38% | 6% | 1% | 0% | 22% | 146 |
| | 75 and older | 45% | 37% | 7% | 0% | 0% | 11% | 73 |
| Education | Less than college degree | 43% | 26% | 8% | 1% | 0% | 21% | 72 |
| | College graduate | 38% | 37% | 4% | 0% | 1% | 21% | 153 |
| | Postgraduate work | 32% | 42% | 6% | 1% | 0% | 19% | 176 |
| Children in | Children in household | 36% | 35% | 6% | 0% | 0% | 22% | 110 |
| Household | No children in household | 37% | 38% | 5% | 1% | 0% | 20% | 289 |
| Residency Status | Full-time resident | 36% | 39% | 7% | 0% | 0% | 18% | 291 |
| | Seasonal resident | 32% | 37% | 1% | 1% | 1% | 28% | 92 |
| | Not a resident | 57% | 21% | 4% | 0% | 0% | 18% | 28 |
| Household | Less than \$60,000 | 66% | 17% | 10% | 0% | 0% | 7% | 41 |
| Income | \$60,000 - \$99,999 | 35% | 49% | 3% | 0% | 0% | 12% | 65 |
| | \$100,000 - \$149,999 | 38% | 45% | 3% | 0% | 0% | 14% | 64 |
| | \$150,000 or more | 27% | 33% | 6% | 2% | 0% | 33% | 86 |
| Employment | Employed full-time | 38% | 32% | 8% | 0% | 0% | 22% | 78 |
| | Employed part-time | 39% | 39% | 0% | 0% | 0% | 21% | 38 |
| | Self-employed | 50% | 36% | 0% | 0% | 0% | 14% | 22 |
| | Retired or not working | 36% | 38% | 6% | 0% | 0% | 20% | 253 |
| Library Card | Currently have MPL card | 37% | 38% | 5% | 1% | 0% | 20% | 389 |
| Status | Used to or never had MPL card | 32% | 32% | 5% | 0% | 5% | 27% | 22 |

Q28d: How would you rate each of the following elements of the Moultonborough Public Library? Children's programming (storytime, etc.)

| | | Very good | Good | <u>Fair</u> | Very poor | Don't know/Not sure | <u>N</u> |
|------------------|-------------------------------|-----------|------|-------------|-----------|------------------------|----------|
| OVERALL | September 2024 | 38% | 15% | 1% | 0% | 45% | 402 |
| Gender | Men | 30% | 17% | 0% | 1% | 52% | 71 |
| | Women | 41% | 14% | 1% | 0% | 43% | 311 |
| Age | 18 to 49 | 53% | 16% | 5% | 0% | 26% | 57 |
| | 50 to 64 | 36% | 9% | 0% | 0% | 55% | 89 |
| | 65 to 74 | 33% | 18% | 0% | 0% | 49% | 146 |
| | 75 and older | 41% | 13% | 0% | 3% | 43% | 68 |
| Education | Less than college degree | 48% | 11% | 1% | 0% | 39% | 71 |
| | College graduate | 36% | 17% | 2% | 1% | 44% | 151 |
| | Postgraduate work | 36% | 15% | 0% | 0% | 49% | 170 |
| Children in | Children in household | 46% | 15% | 2% | 0% | 38% | 109 |
| Household | No children in household | 35% | 15% | 0% | 1% | 49% | 281 |
| Residency Status | Full-time resident | 43% | 15% | 1% | 1% | 40% | 286 |
| | Seasonal resident | 30% | 13% | 1% | 0% | 56% | 90 |
| | Not a resident | 19% | 19% | 0% | 0% | 62% | 26 |
| Household | Less than \$60,000 | 50% | 13% | 3% | 3% | 33% | 40 |
| Income | \$60,000 - \$99,999 | 42% | 13% | 0% | 0% | 45% | 62 |
| | \$100,000 - \$149,999 | 48% | 14% | 0% | 0% | 38% | 63 |
| | \$150,000 or more | 38% | 12% | 1% | 1% | 48% | 85 |
| Employment | Employed full-time | 43% | 17% | 3% | 0% | 37% | 76 |
| | Employed part-time | 37% | 11% | 3% | 0% | 50% | 38 |
| | Self-employed | 32% | 18% | 0% | 5% | 45% | 22 |
| | Retired or not working | 35% | 15% | 0% | 0% | 49% | 246 |
| Library Card | Currently have MPL card | 39% | 16% | 1% | 1% | 44% | 380 |
| Status | Used to or never had MPL card | 27% | 9% | 9% | 0% | 55% | 22 |

Q28e: How would you rate each of the following elements of the Moultonborough Public Library? Customer service

| | | Very good | Good | <u>Fair</u> | Very poor | <u>Don't know/Not</u> <u>sure</u> | <u>N</u> |
|------------------|-------------------------------|-----------|------|-------------|-----------|--------------------------------------|----------|
| OVERALL | September 2024 | 75% | 17% | 3% | 0% | 4% | 408 |
| Gender | Men | 71% | 15% | 4% | 0% | 10% | 73 |
| | Women | 78% | 17% | 2% | 0% | 2% | 315 |
| Age | 18 to 49 | 83% | 14% | 2% | 0% | 2% | 59 |
| | 50 to 64 | 72% | 19% | 6% | 0% | 3% | 89 |
| | 65 to 74 | 79% | 14% | 2% | 0% | 4% | 145 |
| | 75 and older | 75% | 16% | 1% | 1% | 5% | 73 |
| Education | Less than college degree | 81% | 14% | 1% | 0% | 4% | 72 |
| | College graduate | 75% | 17% | 4% | 1% | 3% | 150 |
| | Postgraduate work | 76% | 18% | 3% | 0% | 3% | 176 |
| Children in | Children in household | 74% | 18% | 5% | 0% | 3% | 109 |
| Household | No children in household | 76% | 17% | 3% | 0% | 4% | 287 |
| Residency Status | Full-time resident | 75% | 18% | 4% | 0% | 3% | 289 |
| | Seasonal resident | 76% | 17% | 2% | 0% | 4% | 93 |
| | Not a resident | 81% | 15% | 0% | 0% | 4% | 26 |
| Household | Less than \$60,000 | 76% | 15% | 5% | 0% | 5% | 41 |
| Income | \$60,000 - \$99,999 | 81% | 17% | 0% | 0% | 2% | 64 |
| | \$100,000 - \$149,999 | 79% | 11% | 6% | 0% | 3% | 63 |
| | \$150,000 or more | 77% | 17% | 2% | 0% | 3% | 86 |
| Employment | Employed full-time | 75% | 18% | 4% | 0% | 3% | 77 |
| | Employed part-time | 76% | 18% | 3% | 0% | 3% | 38 |
| | Self-employed | 77% | 18% | 5% | 0% | 0% | 22 |
| | Retired or not working | 76% | 17% | 2% | 0% | 4% | 251 |
| Library Card | Currently have MPL card | 77% | 17% | 3% | 0% | 3% | 387 |
| Status | Used to or never had MPL card | 52% | 24% | 10% | 0% | 14% | 21 |

Q28f: How would you rate each of the following elements of the Moultonborough Public Library? Facilities and grounds

| | | Very good | Good | <u>Fair</u> | <u>Don't know/Not</u> <u>sure</u> | N |
|------------------|-------------------------------|-----------|------|-------------|--------------------------------------|-----|
| OVERALL | September 2024 | 66% | 28% | 3% | 3% | 408 |
| Gender | Men | 59% | 30% | 3% | 8% | 73 |
| | Women | 69% | 26% | 3% | 2% | 316 |
| Age | 18 to 49 | 71% | 22% | 0% | 7% | 58 |
| | 50 to 64 | 63% | 27% | 7% | 3% | 89 |
| | 65 to 74 | 66% | 30% | 2% | 2% | 146 |
| | 75 and older | 71% | 22% | 4% | 3% | 73 |
| Education | Less than college degree | 73% | 21% | 1% | 4% | 71 |
| | College graduate | 63% | 30% | 3% | 4% | 153 |
| | Postgraduate work | 65% | 28% | 5% | 2% | 175 |
| Children in | Children in household | 65% | 25% | 5% | 4% | 110 |
| Household | No children in household | 66% | 28% | 2% | 3% | 287 |
| Residency Status | Full-time resident | 65% | 30% | 2% | 3% | 290 |
| | Seasonal resident | 67% | 19% | 8% | 7% | 91 |
| | Not a resident | 70% | 30% | 0% | 0% | 27 |
| Household | Less than \$60,000 | 78% | 20% | 2% | 0% | 41 |
| Income | \$60,000 - \$99,999 | 75% | 25% | 0% | 0% | 64 |
| | \$100,000 - \$149,999 | 77% | 19% | 3% | 2% | 64 |
| | \$150,000 or more | 57% | 29% | 9% | 5% | 86 |
| Employment | Employed full-time | 68% | 26% | 3% | 4% | 77 |
| | Employed part-time | 66% | 29% | 3% | 3% | 38 |
| | Self-employed | 73% | 18% | 5% | 5% | 22 |
| | Retired or not working | 64% | 30% | 3% | 3% | 252 |
| Library Card | Currently have MPL card | 66% | 28% | 3% | 3% | 386 |
| Status | Used to or never had MPL card | 64% | 23% | 5% | 9% | 22 |

Q28g: How would you rate each of the following elements of the Moultonborough Public Library? Hours of operation

| | | Very good | Good | <u>Fair</u> | <u>Poor</u> | <u>Very poor</u> | <u>Don't</u> <u>know/Not</u> <u>sure</u> | <u>N</u> |
|------------------|-------------------------------|-----------|------|-------------|-------------|------------------|--|----------|
| OVERALL | September 2024 | 49% | 40% | 7% | 1% | 1% | 3% | 409 |
| Gender | Men | 38% | 42% | 11% | 3% | 1% | 4% | 73 |
| | Women | 52% | 39% | 6% | 1% | 1% | 3% | 316 |
| Age | 18 to 49 | 49% | 37% | 10% | 0% | 2% | 2% | 59 |
| | 50 to 64 | 45% | 37% | 9% | 1% | 0% | 8% | 89 |
| | 65 to 74 | 49% | 43% | 4% | 1% | 1% | 2% | 144 |
| | 75 and older | 53% | 37% | 7% | 1% | 1% | 0% | 73 |
| Education | Less than college degree | 58% | 34% | 4% | 0% | 1% | 3% | 73 |
| | College graduate | 48% | 42% | 7% | 1% | 1% | 1% | 151 |
| | Postgraduate work | 46% | 40% | 9% | 1% | 1% | 4% | 175 |
| Children in | Children in household | 42% | 41% | 11% | 0% | 1% | 5% | 109 |
| Household | No children in household | 51% | 39% | 6% | 1% | 1% | 2% | 288 |
| Residency Status | Full-time resident | 48% | 40% | 7% | 1% | 1% | 3% | 290 |
| | Seasonal resident | 58% | 32% | 6% | 0% | 0% | 3% | 93 |
| | Not a resident | 27% | 69% | 4% | 0% | 0% | 0% | 26 |
| Household | Less than \$60,000 | 59% | 32% | 7% | 0% | 0% | 2% | 41 |
| Income | \$60,000 - \$99,999 | 48% | 50% | 0% | 2% | 0% | 0% | 64 |
| | \$100,000 - \$149,999 | 52% | 37% | 6% | 2% | 2% | 2% | 63 |
| | \$150,000 or more | 43% | 40% | 9% | 0% | 1% | 7% | 86 |
| Employment | Employed full-time | 44% | 44% | 5% | 1% | 0% | 5% | 77 |
| | Employed part-time | 39% | 42% | 13% | 0% | 0% | 5% | 38 |
| | Self-employed | 59% | 27% | 14% | 0% | 0% | 0% | 22 |
| | Retired or not working | 50% | 40% | 6% | 1% | 1% | 2% | 252 |
| Library Card | Currently have MPL card | 50% | 39% | 7% | 1% | 1% | 3% | 388 |
| Status | Used to or never had MPL card | 29% | 52% | 10% | 0% | 0% | 10% | 21 |

Q28h: How would you rate each of the following elements of the Moultonborough Public Library? Interlibrary loan services

| | | Very good | Good | <u>Fair</u> | <u>Poor</u> | <u>Don't know/Not</u> <u>sure</u> | N |
|------------------|-------------------------------|-----------|------|-------------|-------------|--------------------------------------|-----|
| OVERALL | September 2024 | 44% | 20% | 2% | 0% | 33% | 407 |
| Gender | Men | 25% | 25% | 0% | 1% | 49% | 72 |
| | Women | 48% | 19% | 2% | 0% | 30% | 315 |
| Age | 18 to 49 | 41% | 19% | 2% | 0% | 39% | 59 |
| | 50 to 64 | 43% | 18% | 0% | 0% | 39% | 88 |
| | 65 to 74 | 41% | 19% | 4% | 1% | 34% | 145 |
| | 75 and older | 51% | 25% | 1% | 0% | 23% | 73 |
| Education | Less than college degree | 54% | 10% | 3% | 0% | 33% | 70 |
| | College graduate | 38% | 23% | 1% | 1% | 36% | 151 |
| | Postgraduate work | 44% | 22% | 2% | 0% | 31% | 176 |
| Children in | Children in household | 39% | 17% | 3% | 0% | 41% | 110 |
| U a considerat d | No children in household | 45% | 21% | 2% | 1% | 31% | 285 |
| Residency Status | Full-time resident | 48% | 21% | 2% | 0% | 28% | 287 |
| | Seasonal resident | 27% | 20% | 1% | 1% | 51% | 92 |
| | Not a resident | 50% | 14% | 0% | 0% | 36% | 28 |
| Household | Less than \$60,000 | 56% | 15% | 0% | 0% | 29% | 41 |
| Income | \$60,000 - \$99,999 | 43% | 23% | 3% | 0% | 31% | 65 |
| | \$100,000 - \$149,999 | 52% | 16% | 0% | 2% | 31% | 64 |
| | \$150,000 or more | 40% | 20% | 5% | 0% | 36% | 86 |
| Employment | Employed full-time | 38% | 26% | 0% | 0% | 36% | 77 |
| | Employed part-time | 47% | 13% | 0% | 0% | 39% | 38 |
| | Self-employed | 55% | 18% | 5% | 0% | 23% | 22 |
| | Retired or not working | 44% | 21% | 2% | 1% | 32% | 250 |
| Library Card | Currently have MPL card | 44% | 20% | 2% | 1% | 33% | 385 |
| Status | Used to or never had MPL card | 32% | 23% | 0% | 0% | 45% | 22 |

Q28i: How would you rate each of the following elements of the Moultonborough Public Library? Museum passes

| | | Very good | Good | <u>Fair</u> | Very poor | Don't know/Not sure | <u>N</u> |
|------------------|-------------------------------|-----------|------|-------------|-----------|------------------------|----------|
| OVERALL | September 2024 | 40% | 30% | 3% | 0% | 26% | 406 |
| Gender | Men | 33% | 23% | 7% | 1% | 36% | 73 |
| | Women | 42% | 32% | 2% | 0% | 24% | 313 |
| Age | 18 to 49 | 33% | 37% | 4% | 0% | 26% | 57 |
| | 50 to 64 | 39% | 29% | 3% | 0% | 28% | 89 |
| | 65 to 74 | 39% | 27% | 1% | 0% | 32% | 145 |
| | 75 and older | 43% | 36% | 4% | 1% | 15% | 72 |
| Education | Less than college degree | 38% | 35% | 4% | 0% | 23% | 71 |
| | College graduate | 39% | 29% | 3% | 0% | 29% | 153 |
| | Postgraduate work | 41% | 30% | 3% | 1% | 26% | 172 |
| Children in | Children in household | 39% | 33% | 5% | 0% | 24% | 109 |
| Household | No children in household | 40% | 29% | 3% | 0% | 27% | 285 |
| Residency Status | Full-time resident | 40% | 32% | 4% | 0% | 24% | 288 |
| | Seasonal resident | 38% | 25% | 2% | 1% | 33% | 91 |
| | Not a resident | 44% | 22% | 0% | 0% | 33% | 27 |
| Household | Less than \$60,000 | 44% | 22% | 7% | 0% | 27% | 41 |
| Income | \$60,000 - \$99,999 | 41% | 37% | 2% | 0% | 21% | 63 |
| | \$100,000 - \$149,999 | 39% | 34% | 3% | 2% | 22% | 64 |
| | \$150,000 or more | 32% | 22% | 4% | 0% | 42% | 85 |
| Employment | Employed full-time | 39% | 26% | 4% | 0% | 30% | 76 |
| | Employed part-time | 24% | 37% | 5% | 0% | 34% | 38 |
| | Self-employed | 41% | 23% | 0% | 0% | 36% | 22 |
| | Retired or not working | 42% | 30% | 3% | 0% | 24% | 250 |
| Library Card | Currently have MPL card | 40% | 31% | 3% | 0% | 26% | 384 |
| Status | Used to or never had MPL card | 41% | 9% | 9% | 0% | 41% | 22 |

Q28j: How would you rate each of the following elements of the Moultonborough Public Library? Online services (website, catalog, digital resources)

| | | Very good | Good | <u>Fair</u> | <u>Poor</u> | <u>Don't know/Not</u> <u>sure</u> | N |
|------------------|-------------------------------|-----------|------|-------------|-------------|--------------------------------------|-----|
| OVERALL | September 2024 | 33% | 32% | 5% | 0% | 30% | 404 |
| Gender | Men | 16% | 29% | 8% | 3% | 44% | 73 |
| | Women | 37% | 32% | 4% | 0% | 26% | 311 |
| Age | 18 to 49 | 31% | 41% | 5% | 0% | 24% | 59 |
| | 50 to 64 | 28% | 33% | 3% | 0% | 36% | 89 |
| | 65 to 74 | 36% | 30% | 6% | 1% | 27% | 144 |
| | 75 and older | 38% | 25% | 6% | 1% | 30% | 69 |
| Education | Less than college degree | 36% | 33% | 3% | 0% | 28% | 69 |
| | College graduate | 28% | 30% | 6% | 1% | 35% | 152 |
| | Postgraduate work | 36% | 32% | 5% | 1% | 26% | 173 |
| Children in | Children in household | 31% | 34% | 3% | 0% | 32% | 108 |
| Household | No children in household | 33% | 32% | 6% | 1% | 28% | 285 |
| Residency Status | Full-time resident | 34% | 34% | 5% | 0% | 26% | 287 |
| | Seasonal resident | 30% | 24% | 3% | 1% | 41% | 90 |
| | Not a resident | 26% | 33% | 7% | 0% | 33% | 27 |
| Household | Less than \$60,000 | 43% | 23% | 3% | 0% | 33% | 40 |
| Income | \$60,000 - \$99,999 | 35% | 46% | 3% | 0% | 15% | 65 |
| | \$100,000 - \$149,999 | 38% | 27% | 6% | 2% | 27% | 63 |
| | \$150,000 or more | 26% | 31% | 4% | 0% | 40% | 85 |
| Employment | Employed full-time | 31% | 34% | 6% | 0% | 29% | 77 |
| | Employed part-time | 27% | 43% | 3% | 0% | 27% | 37 |
| | Self-employed | 32% | 18% | 0% | 0% | 50% | 22 |
| | Retired or not working | 33% | 31% | 6% | 1% | 29% | 248 |
| Library Card | Currently have MPL card | 34% | 31% | 5% | 1% | 29% | 383 |
| Status | Used to or never had MPL card | 14% | 38% | 0% | 0% | 48% | 21 |

Q28k: How would you rate each of the following elements of the Moultonborough Public Library? Printing, copying, scanning, and faxing services

| | | Very good | Good | <u>Fair</u> | <u>Don't know/Not</u> <u>sure</u> | <u>N</u> |
|------------------|-------------------------------|-----------|------|-------------|--------------------------------------|----------|
| OVERALL | September 2024 | 31% | 26% | 2% | 41% | 406 |
| Gender | Men | 26% | 26% | 4% | 44% | 73 |
| | Women | 32% | 25% | 1% | 41% | 314 |
| Age | 18 to 49 | 34% | 25% | 2% | 39% | 59 |
| | 50 to 64 | 28% | 22% | 0% | 50% | 88 |
| | 65 to 74 | 31% | 23% | 2% | 44% | 144 |
| | 75 and older | 32% | 31% | 4% | 33% | 72 |
| Education | Less than college degree | 35% | 24% | 3% | 39% | 72 |
| | College graduate | 30% | 26% | 2% | 42% | 151 |
| | Postgraduate work | 30% | 26% | 1% | 43% | 174 |
| Children in | Children in household | 30% | 27% | 0% | 43% | 109 |
| Household | No children in household | 32% | 24% | 2% | 41% | 287 |
| Residency Status | Full-time resident | 31% | 27% | 2% | 40% | 289 |
| | Seasonal resident | 31% | 22% | 1% | 46% | 91 |
| | Not a resident | 31% | 27% | 4% | 38% | 26 |
| Household | Less than \$60,000 | 39% | 27% | 2% | 32% | 41 |
| Income | \$60,000 - \$99,999 | 38% | 28% | 2% | 33% | 64 |
| | \$100,000 - \$149,999 | 40% | 25% | 0% | 35% | 63 |
| | \$150,000 or more | 19% | 18% | 0% | 63% | 84 |
| Employment | Employed full-time | 31% | 27% | 1% | 40% | 77 |
| | Employed part-time | 22% | 25% | 0% | 53% | 36 |
| | Self-employed | 36% | 23% | 0% | 41% | 22 |
| | Retired or not working | 32% | 25% | 2% | 41% | 252 |
| Library Card | Currently have MPL card | 32% | 25% | 2% | 41% | 385 |
| Status | Used to or never had MPL card | 14% | 33% | 0% | 52% | 21 |

Q281: How would you rate each of the following elements of the Moultonborough Public Library? Public computers and wifi access

| | | Very good | Good | <u>Fair</u> | <u>Poor</u> | <u>Very poor</u> | <u>Don't</u> <u>know/Not</u> <u>sure</u> | <u>N</u> |
|------------------|-------------------------------|-----------|------|-------------|-------------|------------------|--|----------|
| OVERALL | September 2024 | 41% | 26% | 2% | 0% | 0% | 30% | 408 |
| Gender | Men | 36% | 30% | 4% | 1% | 0% | 29% | 73 |
| | Women | 42% | 25% | 2% | 0% | 0% | 30% | 315 |
| Age | 18 to 49 | 36% | 29% | 2% | 0% | 0% | 33% | 58 |
| | 50 to 64 | 35% | 21% | 2% | 0% | 0% | 42% | 89 |
| | 65 to 74 | 48% | 23% | 1% | 1% | 0% | 28% | 146 |
| | 75 and older | 42% | 36% | 3% | 0% | 1% | 18% | 72 |
| Education | Less than college degree | 39% | 32% | 1% | 1% | 0% | 26% | 72 |
| | College graduate | 37% | 27% | 4% | 0% | 0% | 31% | 153 |
| | Postgraduate work | 45% | 23% | 2% | 0% | 1% | 31% | 173 |
| Children in | Children in household | 39% | 27% | 3% | 0% | 0% | 32% | 109 |
| University | No children in household | 42% | 26% | 2% | 0% | 0% | 29% | 287 |
| Residency Status | Full-time resident | 40% | 28% | 2% | 0% | 0% | 29% | 289 |
| | Seasonal resident | 36% | 24% | 1% | 0% | 0% | 38% | 91 |
| | Not a resident | 61% | 14% | 7% | 0% | 0% | 18% | 28 |
| Household | Less than \$60,000 | 44% | 29% | 2% | 0% | 2% | 22% | 41 |
| Income | \$60,000 - \$99,999 | 45% | 34% | 0% | 0% | 0% | 20% | 64 |
| | \$100,000 - \$149,999 | 52% | 20% | 2% | 0% | 0% | 27% | 64 |
| | \$150,000 or more | 28% | 22% | 1% | 1% | 0% | 47% | 85 |
| Employment | Employed full-time | 39% | 22% | 4% | 0% | 0% | 35% | 77 |
| | Employed part-time | 34% | 32% | 3% | 0% | 0% | 32% | 38 |
| | Self-employed | 50% | 23% | 0% | 0% | 0% | 27% | 22 |
| | Retired or not working | 43% | 26% | 2% | 0% | 0% | 28% | 251 |
| Library Card | Currently have MPL card | 42% | 26% | 2% | 0% | 0% | 29% | 386 |
| Status | Used to or never had MPL card | 23% | 23% | 5% | 0% | 0% | 50% | 22 |
| | | | | | | | | |

Q28m: How would you rate each of the following elements of the Moultonborough Public Library? Reference services

| | | Very good | Good | <u>Fair</u> | <u>Poor</u> | <u>Don't know/Not</u> <u>sure</u> | <u>N</u> |
|------------------|-------------------------------|-----------|------|-------------|-------------|--------------------------------------|----------|
| OVERALL | September 2024 | 31% | 21% | 2% | 0% | 46% | 403 |
| Gender | Men | 21% | 22% | 5% | 0% | 52% | 73 |
| | Women | 33% | 22% | 1% | 0% | 45% | 310 |
| Age | 18 to 49 | 25% | 31% | 2% | 0% | 42% | 59 |
| | 50 to 64 | 29% | 17% | 0% | 0% | 54% | 87 |
| | 65 to 74 | 31% | 19% | 1% | 0% | 48% | 144 |
| | 75 and older | 39% | 20% | 4% | 0% | 37% | 70 |
| Education | Less than college degree | 42% | 14% | 1% | 0% | 42% | 69 |
| | College graduate | 23% | 26% | 2% | 1% | 49% | 151 |
| | Postgraduate work | 34% | 20% | 2% | 0% | 44% | 173 |
| Children in | Children in household | 25% | 23% | 1% | 1% | 50% | 107 |
| Household | No children in household | 33% | 20% | 2% | 0% | 46% | 285 |
| Residency Status | Full-time resident | 32% | 22% | 2% | 0% | 44% | 286 |
| | Seasonal resident | 26% | 16% | 1% | 0% | 56% | 91 |
| | Not a resident | 27% | 31% | 0% | 0% | 42% | 26 |
| Household | Less than \$60,000 | 50% | 18% | 3% | 0% | 30% | 40 |
| Income | \$60,000 - \$99,999 | 31% | 31% | 2% | 0% | 36% | 64 |
| | \$100,000 - \$149,999 | 27% | 24% | 3% | 0% | 46% | 63 |
| | \$150,000 or more | 21% | 16% | 0% | 0% | 62% | 85 |
| Employment | Employed full-time | 28% | 26% | 0% | 1% | 45% | 76 |
| | Employed part-time | 24% | 24% | 0% | 0% | 51% | 37 |
| | Self-employed | 32% | 9% | 0% | 0% | 59% | 22 |
| | Retired or not working | 33% | 20% | 2% | 0% | 44% | 248 |
| Library Card | Currently have MPL card | 31% | 21% | 1% | 0% | 46% | 382 |
| Status | Used to or never had MPL card | 24% | 19% | 10% | 0% | 48% | 21 |

Q28n: How would you rate each of the following elements of the Moultonborough Public Library? Study rooms and meeting rooms

| | | Very good | Good | <u>Fair</u> | <u>Poor</u> | <u>Don't know/Not</u> <u>sure</u> | N |
|------------------|-------------------------------|-----------|------|-------------|-------------|--------------------------------------|-----|
| OVERALL | September 2024 | 33% | 33% | 6% | 1% | 27% | 404 |
| Gender | Men | 21% | 36% | 8% | 3% | 32% | 72 |
| | Women | 36% | 32% | 6% | 0% | 26% | 312 |
| Age | 18 to 49 | 33% | 34% | 5% | 0% | 28% | 58 |
| | 50 to 64 | 24% | 25% | 9% | 1% | 41% | 88 |
| | 65 to 74 | 34% | 34% | 5% | 1% | 27% | 145 |
| | 75 and older | 38% | 37% | 7% | 1% | 17% | 71 |
| Education | Less than college degree | 39% | 28% | 6% | 1% | 25% | 71 |
| | College graduate | 30% | 31% | 7% | 1% | 32% | 151 |
| | Postgraduate work | 32% | 37% | 7% | 1% | 24% | 172 |
| Children in | Children in household | 29% | 31% | 8% | 0% | 32% | 107 |
| Ususalald | No children in household | 34% | 34% | 6% | 1% | 25% | 285 |
| Residency Status | Full-time resident | 36% | 34% | 7% | 1% | 23% | 286 |
| | Seasonal resident | 21% | 28% | 6% | 0% | 46% | 90 |
| | Not a resident | 39% | 39% | 7% | 0% | 14% | 28 |
| Household | Less than \$60,000 | 49% | 22% | 10% | 0% | 20% | 41 |
| Income | \$60,000 - \$99,999 | 33% | 38% | 5% | 2% | 22% | 63 |
| | \$100,000 - \$149,999 | 35% | 43% | 5% | 0% | 17% | 63 |
| | \$150,000 or more | 22% | 26% | 11% | 1% | 40% | 85 |
| Employment | Employed full-time | 34% | 30% | 3% | 1% | 32% | 77 |
| | Employed part-time | 34% | 29% | 8% | 0% | 29% | 38 |
| | Self-employed | 41% | 41% | 9% | 0% | 9% | 22 |
| | Retired or not working | 33% | 33% | 7% | 1% | 26% | 247 |
| Library Card | Currently have MPL card | 33% | 34% | 7% | 1% | 26% | 382 |
| Status | Used to or never had MPL card | 27% | 18% | 5% | 0% | 50% | 22 |

Q30: Overall, how would you rate Moultonborough Public Library?

| | | Very good | Good | <u>Fair</u> | <u>Don't know/Not</u> <u>sure</u> | <u>N</u> |
|------------------|-------------------------------|-----------|------|-------------|--------------------------------------|----------|
| OVERALL | September 2024 | 75% | 21% | 1% | 3% | 433 |
| Gender | Men | 61% | 26% | 2% | 11% | 84 |
| | Women | 80% | 19% | 0% | 1% | 328 |
| Age | 18 to 49 | 82% | 18% | 0% | 0% | 60 |
| | 50 to 64 | 70% | 25% | 1% | 4% | 93 |
| | 65 to 74 | 75% | 21% | 1% | 3% | 149 |
| | 75 and older | 87% | 13% | 0% | 0% | 78 |
| Education | Less than college degree | 84% | 13% | 1% | 1% | 75 |
| | College graduate | 73% | 26% | 0% | 1% | 158 |
| | Postgraduate work | 75% | 20% | 2% | 4% | 187 |
| Children in | Children in household | 76% | 21% | 2% | 2% | 117 |
| Household No | No children in household | 75% | 21% | 1% | 3% | 303 |
| Residency Status | Full-time resident | 73% | 22% | 1% | 3% | 303 |
| | Seasonal resident | 74% | 22% | 0% | 3% | 98 |
| | Not a resident | 94% | 6% | 0% | 0% | 32 |
| Household | Less than \$60,000 | 79% | 16% | 2% | 2% | 43 |
| Income | \$60,000 - \$99,999 | 85% | 15% | 0% | 0% | 65 |
| | \$100,000 - \$149,999 | 79% | 16% | 1% | 3% | 67 |
| | \$150,000 or more | 70% | 24% | 1% | 5% | 92 |
| Employment | Employed full-time | 77% | 22% | 0% | 1% | 81 |
| | Employed part-time | 69% | 26% | 3% | 3% | 39 |
| | Self-employed | 70% | 30% | 0% | 0% | 23 |
| | Retired or not working | 77% | 19% | 1% | 3% | 267 |
| Library Card | Currently have MPL card | 77% | 22% | 1% | 0% | 392 |
| Status | Used to or never had MPL card | 54% | 17% | 2% | 27% | 41 |

Q31#: What do you value most about the Moultonborough Public Library, including its services, programs, and space? (coded)

| | | Accessibility | <u>Available</u> <u>space</u> | Books or catalog | Building | Children's programs or services | <u>Digital</u> <u>resources</u> | Diversity or variety of offerings |
|------------------|--------------------------|---------------|----------------------------------|------------------|----------|---------------------------------------|------------------------------------|---|
| OVERALL | September 2024 | 7% | 2% | 13% | 4% | 10% | 8% | 2% |
| Gender | Men | 9% | 5% | 13% | 5% | 9% | 4% | 0% |
| | Women | 7% | 2% | 13% | 4% | 10% | 8% | 3% |
| Age | 18 to 49 | 9% | 2% | 2% | 4% | 28% | 2% | 4% |
| | 50 to 64 | 6% | 1% | 20% | 7% | 6% | 7% | 1% |
| | 65 to 74 | 8% | 3% | 11% | 5% | 7% | 10% | 4% |
| | 75 and older | 10% | 1% | 12% | 1% | 4% | 9% | 0% |
| Education | Less than college degree | 9% | 2% | 14% | 3% | 14% | 7% | 2% |
| | College graduate | 6% | 2% | 16% | 1% | 12% | 10% | 3% |
| | Postgraduate work | 8% | 3% | 9% | 7% | 6% | 6% | 2% |
| Children in | Children in household | 6% | 2% | 8% | 2% | 19% | 7% | 2% |
| Household | No children in household | 8% | 2% | 13% | 5% | 6% | 9% | 2% |
| Residency Status | Full-time resident | 7% | 3% | 13% | 4% | 10% | 8% | 3% |
| | Seasonal resident | 12% | 0% | 11% | 4% | 11% | 8% | 1% |
| | Not a resident | 0% | 7% | 15% | 7% | 7% | 7% | 0% |
| Household | Less than \$60,000 | 10% | 3% | 29% | 0% | 10% | 3% | 0% |
| Income | \$60,000 - \$99,999 | 7% | 5% | 16% | 2% | 13% | 0% | 2% |
| | \$100,000 - \$149,999 | 5% | 2% | 9% | 5% | 13% | 7% | 5% |
| | \$150,000 or more | 4% | 1% | 7% | 8% | 12% | 15% | 3% |
| Employment | Employed full-time | 7% | 2% | 8% | 5% | 14% | 5% | 3% |
| | Employed part-time | 4% | 4% | 11% | 4% | 18% | 14% | 4% |
| | Retired or not working | 8% | 2% | 14% | 4% | 6% | 8% | 2% |

Q31#: What do you value most about the Moultonborough Public Library, including its services, programs, and space? (coded)

| | | <u>Everything</u> | Fosters sense of community | Free or available to all | Interlibrary loan | <u>Programs or</u> <u>groups</u> |
|------------------|--------------------------|-------------------|----------------------------|-----------------------------|-------------------|-------------------------------------|
| OVERALL | September 2024 | 2% | 2% | 1% | 1% | 6% |
| Gender | Men | 0% | 0% | 0% | 0% | 5% |
| | Women | 3% | 3% | 1% | 1% | 5% |
| Age | 18 to 49 | 0% | 0% | 0% | 2% | 4% |
| | 50 to 64 | 0% | 1% | 4% | 3% | 7% |
| | 65 to 74 | 5% | 3% | 1% | 0% | 4% |
| | 75 and older | 0% | 3% | 0% | 1% | 7% |
| Education | Less than college degree | 3% | 0% | 2% | 2% | 0% |
| | College graduate | 0% | 4% | 2% | 2% | 6% |
| | Postgraduate work | 3% | 1% | 1% | 1% | 8% |
| Children in | Children in household | 1% | 1% | 1% | 2% | 4% |
| Household | No children in household | 2% | 2% | 1% | 1% | 6% |
| Residency Status | Full-time resident | 3% | 3% | 1% | 1% | 5% |
| | Seasonal resident | 1% | 1% | 1% | 0% | 7% |
| | Not a resident | 0% | 0% | 0% | 4% | 4% |
| Household | Less than \$60,000 | 3% | 0% | 0% | 0% | 10% |
| Income | \$60,000 - \$99,999 | 4% | 2% | 0% | 2% | 5% |
| | \$100,000 - \$149,999 | 2% | 4% | 2% | 4% | 5% |
| | \$150,000 or more | 1% | 1% | 1% | 0% | 5% |
| Employment | Employed full-time | 0% | 0% | 2% | 2% | 3% |
| | Employed part-time | 0% | 0% | 0% | 0% | 14% |
| | Retired or not working | 3% | 3% | 1% | 1% | 6% |

Q31#: What do you value most about the Moultonborough Public Library, including its services, programs, and space? (coded)

| | | Services | <u>Staff or</u> <u>customer service</u> | Welcoming or friendly place | Other | <u>Don't know/Not</u> <u>sure</u> | <u>N</u> |
|------------------|--------------------------|----------|--|-----------------------------|-------|--------------------------------------|----------|
| OVERALL | September 2024 | 3% | 28% | 6% | 3% | 0% | 342 |
| Gender | Men | 13% | 20% | 9% | 7% | 2% | 56 |
| | Women | 1% | 30% | 6% | 2% | 0% | 275 |
| Age | 18 to 49 | 2% | 28% | 11% | 0% | 0% | 46 |
| | 50 to 64 | 6% | 21% | 7% | 3% | 0% | 71 |
| | 65 to 74 | 3% | 26% | 7% | 4% | 0% | 129 |
| | 75 and older | 1% | 43% | 4% | 1% | 0% | 69 |
| Education | Less than college degree | 0% | 34% | 9% | 0% | 0% | 58 |
| | College graduate | 4% | 25% | 5% | 2% | 0% | 122 |
| | Postgraduate work | 4% | 29% | 7% | 6% | 1% | 157 |
| Children in | Children in household | 1% | 29% | 9% | 4% | 0% | 89 |
| Household | No children in household | 4% | 28% | 5% | 3% | 0% | 246 |
| Residency Status | Full-time resident | 2% | 29% | 6% | 3% | 0% | 239 |
| | Seasonal resident | 7% | 25% | 9% | 3% | 0% | 76 |
| | Not a resident | 4% | 33% | 4% | 7% | 0% | 27 |
| Household | Less than \$60,000 | 3% | 26% | 3% | 0% | 0% | 31 |
| Income | \$60,000 - \$99,999 | 4% | 29% | 5% | 4% | 0% | 55 |
| | \$100,000 - \$149,999 | 0% | 30% | 5% | 2% | 0% | 56 |
| | \$150,000 or more | 5% | 22% | 8% | 5% | 0% | 74 |
| Employment | Employed full-time | 0% | 34% | 12% | 3% | 0% | 59 |
| | Employed part-time | 0% | 18% | 11% | 0% | 0% | 28 |
| | Retired or not working | 4% | 30% | 5% | 3% | 0% | 223 |

| | | Access to other libraries | Allow or reduce cost for non- Moultonborou | Better communication or outreach | Easier to find what looking for | Expansion or new spaces | Improve digital services or website |
|------------------|--------------------------|---------------------------|--|--|---------------------------------------|-------------------------|---|
| OVERALL | September 2024 | 2% | 1% | 5% | 2% | 5% | 7% |
| Gender | Men | 2% | 0% | 6% | 0% | 4% | 4% |
| | Women | 1% | 1% | 5% | 2% | 6% | 7% |
| Age | 18 to 49 | 3% | 0% | 6% | 3% | 6% | 3% |
| | 50 to 64 | 0% | 4% | 7% | 0% | 5% | 7% |
| | 65 to 74 | 1% | 1% | 6% | 1% | 4% | 9% |
| | 75 and older | 4% | 0% | 4% | 4% | 7% | 6% |
| Education | Less than college degree | 2% | 2% | 4% | 8% | 8% | 2% |
| | College graduate | 0% | 0% | 9% | 0% | 3% | 9% |
| | Postgraduate work | 2% | 2% | 3% | 0% | 6% | 6% |
| Children in | Children in household | 3% | 1% | 4% | 0% | 6% | 4% |
| Household | No children in household | 1% | 1% | 6% | 2% | 5% | 8% |
| Residency Status | Full-time resident | 2% | 1% | 5% | 1% | 6% | 6% |
| | Seasonal resident | 0% | 2% | 7% | 4% | 6% | 7% |
| Household | Less than \$60,000 | 0% | 4% | 0% | 0% | 4% | 9% |
| Income | \$60,000 - \$99,999 | 5% | 0% | 5% | 2% | 10% | 2% |
| | \$100,000 - \$149,999 | 0% | 0% | 4% | 0% | 11% | 11% |
| | \$150,000 or more | 2% | 2% | 4% | 2% | 4% | 8% |
| Employment | Employed full-time | 2% | 0% | 7% | 0% | 7% | 5% |
| | Employed part-time | 0% | 5% | 5% | 0% | 5% | 5% |
| | Retired or not working | 1% | 1% | 6% | 2% | 5% | 8% |

| | | Improve digital services or website | Improved customer service | Improved facilities | <u>Larger selection</u> | <u>Less political or</u> <u>leftist</u> |
|---------------------|--------------------------|---|------------------------------|---------------------|-------------------------|--|
| OVERALL | September 2024 | 7% | 2% | 3% | 5% | 2% |
| Gender | Men | 4% | 2% | 2% | 8% | 4% |
| | Women | 7% | 2% | 2% | 5% | 1% |
| Age | 18 to 49 | 3% | 0% | 3% | 8% | 0% |
| | 50 to 64 | 7% | 2% | 5% | 5% | 2% |
| | 65 to 74 | 9% | 3% | 2% | 4% | 1% |
| | 75 and older | 6% | 0% | 4% | 7% | 2% |
| Education | Less than college degree | 2% | 2% | 4% | 2% | 2% |
| | College graduate | 9% | 2% | 6% | 6% | 2% |
| | Postgraduate work | 6% | 2% | 1% | 6% | 2% |
| Children in | Children in household | 4% | 0% | 3% | 6% | 0% |
| Household | No children in household | 8% | 2% | 3% | 5% | 3% |
| Residency Status | Full-time resident | 6% | 3% | 3% | 5% | 2% |
| | Seasonal resident | 7% | 0% | 4% | 6% | 2% |
| Household Income | Less than \$60,000 | 9% | 0% | 9% | 9% | 0% |
| | \$60,000 - \$99,999 | 2% | 2% | 5% | 7% | 0% |
| | \$100,000 - \$149,999 | 11% | 2% | 0% | 4% | 0% |
| | \$150,000 or more | 8% | 2% | 2% | 6% | 2% |
| Employment | Employed full-time | 5% | 2% | 0% | 2% | 0% |
| | Employed part-time | 5% | 0% | 0% | 0% | 5% |
| | Retired or not working | 8% | 2% | 4% | 6% | 1% |

| | | Improve digital services or website | Longer hours | More children's or teen offerings | New or more programs or events | New or more services | No electronic sign |
|------------------|--------------------------|---|--------------|---|--------------------------------|----------------------|-----------------------|
| OVERALL | September 2024 | 7% | 9% | 1% | 20% | 2% | 2% |
| Gender | Men | 4% | 15% | 2% | 13% | 0% | 4% |
| | Women | 7% | 8% | 1% | 22% | 3% | 1% |
| Age | 18 to 49 | 3% | 8% | 8% | 33% | 3% | 0% |
| | 50 to 64 | 7% | 5% | 0% | 18% | 0% | 2% |
| | 65 to 74 | 9% | 7% | 0% | 15% | 1% | 3% |
| | 75 and older | 6% | 13% | 0% | 19% | 6% | 2% |
| Education | Less than college degree | 2% | 8% | 4% | 29% | 4% | 0% |
| | College graduate | 9% | 7% | 1% | 20% | 2% | 0% |
| | Postgraduate work | 6% | 11% | 0% | 17% | 2% | 4% |
| Children in | Children in household | 4% | 11% | 4% | 27% | 4% | 0% |
| Household | No children in household | 8% | 8% | 0% | 17% | 2% | 3% |
| Residency Status | Full-time resident | 6% | 9% | 2% | 25% | 1% | 3% |
| | Seasonal resident | 7% | 11% | 0% | 7% | 6% | 0% |
| Household | Less than \$60,000 | 9% | 4% | 0% | 35% | 4% | 0% |
| Income | \$60,000 - \$99,999 | 2% | 2% | 2% | 24% | 0% | 0% |
| | \$100,000 - \$149,999 | 11% | 17% | 4% | 24% | 4% | 2% |
| | \$150,000 or more | 8% | 6% | 0% | 19% | 2% | 0% |
| Employment | Employed full-time | 5% | 11% | 5% | 27% | 5% | 0% |
| | Employed part-time | 5% | 10% | 5% | 19% | 0% | 5% |
| | Retired or not working | 8% | 8% | 0% | 19% | 2% | 2% |

| | | Improve digital services or website | Outdoor space | <u>Other</u> | Nothing | <u>Don't know/Not</u> <u>sure</u> | <u>N</u> |
|---------------------|--------------------------|---|---------------|--------------|---------|--------------------------------------|----------|
| OVERALL | September 2024 | 7% | 4% | 9% | 14% | 4% | 261 |
| Gender | Men | 4% | 2% | 8% | 15% | 8% | 48 |
| | Women | 7% | 5% | 10% | 14% | 3% | 203 |
| Age | 18 to 49 | 3% | 3% | 6% | 6% | 3% | 36 |
| | 50 to 64 | 7% | 7% | 9% | 13% | 7% | 55 |
| | 65 to 74 | 9% | 6% | 13% | 18% | 3% | 97 |
| | 75 and older | 6% | 0% | 2% | 20% | 2% | 54 |
| Education | Less than college degree | 2% | 2% | 6% | 8% | 0% | 48 |
| | College graduate | 9% | 3% | 15% | 11% | 2% | 87 |
| | Postgraduate work | 6% | 6% | 6% | 18% | 6% | 124 |
| Children in | Children in household | 4% | 7% | 11% | 6% | 3% | 71 |
| Household | No children in household | 8% | 3% | 8% | 17% | 4% | 189 |
| Residency Status | Full-time resident | 6% | 3% | 9% | 13% | 3% | 187 |
| | Seasonal resident | 7% | 7% | 9% | 17% | 6% | 54 |
| Household Income | Less than \$60,000 | 9% | 4% | 9% | 4% | 4% | 23 |
| | \$60,000 - \$99,999 | 2% | 10% | 12% | 10% | 2% | 42 |
| | \$100,000 - \$149,999 | 11% | 4% | 4% | 7% | 0% | 46 |
| | \$150,000 or more | 8% | 2% | 15% | 13% | 10% | 52 |
| Employment | Employed full-time | 5% | 7% | 11% | 5% | 5% | 44 |
| | Employed part-time | 5% | 0% | 14% | 14% | 10% | 21 |
| | Retired or not working | 8% | 5% | 9% | 17% | 2% | 168 |

Appendix B

Q3_97_TEXT: "In which town is your primary residence located?" - Somewhere else in NH (Please specify) - Text

- Amherst
- Bow
- Bow
- Concord
- Concord
- Concord
- Exeter
- Merrimack
- Merrimack
- Merrimack nh
- Newmarket
- Ossipee
- Pembroke, NH
- Plaistow NH
- Portsmouth
- Waterville Valley

Q5_97_TEXT: "Which of the following connections to Moultonborough apply to you? (Please select all that apply)" - Other (Please specify) - Text

- 2nd property
- attend meetings that concern Center Harbor
- Co-own property in Moultonborough
- Currently own a home in Moultonborough
- Enjoy the beaches
- Family home in moultonborough
- full time resident
- Full time resident
- Full time resident
- Full time resident in Moultonborough
- Full time tax paying resident
- Have a house
- Have a house in Moultonborough
- Have a seasonal home nearby
- have vacation home in Moultonborough
- Home owner
- Homeowner
- I live her full time

- I live here
- I live here.
- I live in Moultonboro, how is this not an option
- I live in Moultonborough, and the Library is my favorite place to go and spend time
- I live in Moultonborough.
- I live there
- Library has better hours & resources & programs than other area libraries.
- library patron/donor
- Live and play in Moultonborough
- Live full time
- Live full time here
- Live full time in Moultonborough
- live here
- live here full time
- Live here year round
- Live here.
- live in M'boro half the year
- Live in Moultonboro
- live in Moultonborough
- Live in Moultonborough!
- Live in next town, use their library
- Live on Moultonborough
- Lived and raised 4 kids for 44 years
- long term resident
- Moultonboro Beleagered Taxpayer
- Moved back to Moultonboro
- My residence

- Own a home
- Own a home
- own a home and live in Moultonborough
- own a home and live seasonally
- Own a home in moultonboro
- Own a home in Moultonboro
- Own a home in Moultonboro and live there from Mid June until Mid October
- own a home in Moultonborough
- Own a house in Moultonboro and live here 5 months
- Own a second home in Moultonboro
- own home
- Own home here
- Own home in Moultonboro
- own home in Moultonborough
- own home in Moultonborough
- Own house in M'boro
- Own island property
- Own property here
- own property in Moultonborough
- Own property in Moultonborough
- own vacation home in Moultonborough
- Pass through Moultonboro enroute to work and back again. Used to work in Moultonboro. Enjoy and use the library.
- Reside here
- Residence
- resident
- Resident
- Resident
- Resident
- Retired Builder
- seasonal resident
- Seasonal resident
- Snow birds
- Still live in Moultonborough
- Summer resident

Q6_97_TEXT: "What activities do you typically do for fun?(Please select all that apply) (Please select all that apply)" - Other (Please specify) - Text

- Access online academic materials
- ALL
- attending club functions

- Bingo at the lions club
- birdwatching from indoors
- church
- Computer and internet, no social media activity
- Dance/work out
- Follow world events for survival.
- genealogy
- Lakeside sports and boating
- Landscaping
- listening to audio books
- pets
- Photography
- play duplicate bridge
- Quilting
- Quilting
- Researching history & genealogy
- Spend time with pets.
- Spiritual Connection/Development
- Use of study rooms for continuing education
- Visiting historic houses and historic sites
- Walking
- Weight Training
- woodworking
- Yard work, house maintenance

Q7_97_TEXT: "What kinds of community events or learning opportunities do you wish happened more often in Moultonborough? (Please select all that apply)" - Other (Please specify) - Text

- Activities for kids
- all available here or nearby
- Audiobooks
- charity plant sale
- Choral
- Coding for Kids/Teens. Robotics Club for Kids/Teens independent of public school
- Cooking classes
- Cooking classes or groups
- Craft
- Exercise classes
- Folk singing or sea shanties where people can get together and sing for fun
- health/fitness/yoga
- How to use Apple's Final Cut Pro editing software
- Knowledgeable speakers from all walks of life
- Local newspaper reporting town issues

- music jams including jazz horns rather than just fiddles
- Protecting natural resources, over building, lake health,
- teaching someone older how to video game
- These are all good!
- Village green and gardening workshops, farmers market

Q14: "What challenges, logistical or otherwise, do your community groups face?" - Text

- 1) adequate funding 2) political correctness
- affordable housing, traffic congestion
- Aging community, affordable housing, fewer kids/young families, outdated facilities
 including the former lions club ADA non compliant bathrooms which discourages inclusive
 activities and having to travel to other towns to participate in recreational civic activities.
- Aging population, lack of volunteers
- attendance
- Attendance
- Attendance
- attendance at community events, engaged members
- Attracting anyone below retirement age
- Attracting new members everybody seems to be 'busy'
- Attracting people under retirement age
- Attracting younger members. The change in population during the winter months
- Attracting younger participants than the over 60 residents.
- Attracting younger volunteers
- Attrition
- availability
- Car maintenance Road conditions Limits of available time Competing interests (lack of coordination and master plans)
- Community support
- Consistent engagement
- Disability rights issues, especially accessibility.
- Don't know
- Drawing in new members
- Driving
- engaging members in activities and assuming leadership roles
- Existing groups control the agenda. Newer members drop out quickly
- Far left liberals, Woke, and CRT teachings in our schools.
- financial
- Finding a space big enough to hold our meetings in Moultonborough.
- Finding a time to meet
- Finding meeting room for growing MWC
- Finding room for gravesites in the Rural Cemetery, the maintenance of Democracy, keeping members...

- Finding younger members. Getting people to step up to be leaders.
- Fund raising
- funding
- Funding and volunteers / staff
- Funding, lack of public transportation, younger members
- Fundraising
- Fundraising
- Getting everyone to agree on something
- Getting members
- Getting people to join.
- Getting the community involved and distance to events.
- Getting the word out about events. Recruiting new volunteers.
- Global warming and the increase of cyanobacteria blooms in our lakes.
- Group consensus and physical distance of members
- Hard to find volunteers
- Having a community center
- Keeping group growing with helping members
- Lack of a central focal point for Moultonborough village we need a public square!
- Lack of a nice place to meet
- lack of adequate space to meet the needs of a rapidly growing group
- Lack of financial support. Competition for the attention of residents. Lack of shared town spaces for recreation and learning.
- Lack of funds
- Lack of Meeting space
- Lack of new members in service organizations.
- Lack of people
- lack of volunteers
- Lack of volunteers
- Lake health
- Lake health, protecting natural resources, over crowding of land, education of visitors to engage in protection of our lake/land
- large meeting spaces
- Location. No swimming pool or gym
- Logistics
- Low participant turnout
- Meeting space Seasonal aspects of members
- meeting space
- meeting space
- Meeting space
- Meeting space

- Meeting space large enough for 140 women at lunchtime!! Sometimes meeting space for board meetings and activities. The library is very good but only has the one room big enough.
- Meeting space with tech capabilities and parking and AC for over 100 people
- Members aging out of being active.
- Moultonborough doesn't offer anything for older adults. A community center is a MUST
- Moultonborough is becoming too expensive for many young adults to afford to live here. It
 is a low tax town, but the cost of housing is quite high.
- Moultonborough Women's Club needs a place to meet. Church needs a minister.
- Moultonborough Womens Club has grown so much that there are very limited spaces for us to meet as a group.
- N/A
- Need bigger meeting spaces
- need more and younger members
- · Need more people involved
- No A/C
- No soap box. No local newspaper, or website reporting local issues. Also public apathy, and town officials distain for public input.
- none
- none
- none
- None
- None
- None that are a major concern
- None. The taxes are higher than Hunter Biden
- None. We have plenty of meeting areas
- Not sure
- Number of volunteers year round
- Number of volunteers. Distances.
- Often cliquish.
- Our group is aging and our new members are mostly retired people who will soon age out too.
- Outreach
- over-emphasis on sports, both school and youth; over reliance on electronics
- Overdevelopment, ruining the natural resources that people come here for. Over crowding.
 Natives being pushed out by money
- Parking
- Pickleball but the groups have gotten very large.
- place to meet
- Places to meet that can accommodate big groups.
- Quality speakers
- Schedules

- scheduling
- Senior Community Center. The need to drive to surrounding towns for indoor Pickleball facility.
- Shrinking membership. Apathy. Getting information out.
- Socioeconomic, families that have parents that work in food service don't always have the
 ability to allow their kids to participate in activities. Some families also struggle to be able to
 afford activities outside of the school due to the high cost of housing. Space for various
 activities is limited especially during the winter months.
- Sometimes finding meeting spaces.
- Sometimes folks who aren't athletic do t see the value in improving roads to provide safety
 for families cycling together or support adding a community pool for the winter months or
 times when Cyanobacteria prevents us from swimming in clean safe waters.
- Sometimes it is difficult to find a suitable location for our groups to meet that is accessible to all members
- Space
- Space
- · Space to gather
- Sustaining an income to continue. Dealing with town regulations to improve property.
- Time
- Time constraints and family obligations
- transportation to site
- Transportation/commute times across the region. Aging community.
- Turnover of volunteers
- Varying degrees of technology savvy.
- Venue issues the old Lions Club on 109 is terrible acoustics are horrible and the building is outdated
- Volunteers
- Volunteers needed
- We can not livestream event or have good opportunities to participate on line
- We have a very vibrant, volunteer-rich Friends and Women's Club here in Moultonborough
- We need adult daycare for those who are suffering from age related dementia or other diseases which mean they can't be left alone. Caregivers need some breaks.
- Weather dependent
- Weather in the winter
- Weather, aging members
- Young adult participation

Q10_97_TEXT: "Which of the following barriers, if any, prevent you from participating in activities and community events? (Please select all that apply)" - Other (Please specify) - Text

- age (getting worn out), fear of driving
- Awareness
- Caring for dementia parent

- Difficulty with enough Covid precautions
- Don't hear about them
- Don't know what is available
- Don't know where to find information on what's going on
- Due to husband's health, time is sometimes limited.
- events fill up too fast
- Fair health not poor health
- Far away
- Feel like most groups are for older people or families
- Feeling that it is impossible to make a difference
- Friends to go places with.
- Hard to find places where the elderly can walk safely.
- Having a puppy
- I also like solitude
- I can only participate in 1-time events bc I'm not in Moultonborough for very long
- Just moved into town as permanent residents, anticipate becoming much more involved soon.
- Just moved there full time. Previously seasonal.
- Lack of awareness
- Lack of knowledge of no or low cost events
- Lack of knowledge of options
- lack of knowledge that the events or activities are happening
- Lack of meeting spaces
- Learning about options
- limited time spent in Moultonborough
- Live elsewhere most of the year
- Many community activities are scheduled during work hours (9-5)
- Mixed race family some concerns won't be welcome
- Mobility issues
- more adult rec programs
- Most activities are during the weekday, I am mostly up here on weekends
- Need a better outreach for all things Moultonborough
- New to the area
- not here full time
- Not here often enough. Only 8-12 weeks per year
- not inclined
- not sure how to get started
- Not sure what is available to be a part of
- Other towns provide greater options
- poor advertising/marketing
- Programs such as arts and crafts can not attend at dinner hour or night. would be able to attend morning or early afternoon

- Searching for the best fit
- sometimes community events and activities are double scheduled
- The activities are unknown to me
- This is not our primary residence
- Time , I prefer not to go out at night
- Time is short with company and activities
- Too many house guests
- We have a dog
- Work
- Work full time
- Work schedule activities are often scheduled in the morning, middle of the day, or late afternoon. It is difficult for me to attend working a full time job.

Q13_97_TEXT: "How do you usually find out about Moultonborough services, events, and local news? (Please select all that apply)" - Other (Please specify) - Text

- A "one site" is needed for all events and PSA for Moultonborough residents
- Attend meetings, keep Friend's board meeting minutes Minutes
- Being at the library
- email
- email
- Email
- Friends
- Friends who are residents
- From the library itself
- Informal member of a group of 12 long time residents, who share emails about the current liberal bright ideas
- Internet
- Laker
- Library boards
- Library website
- LKWA Facebook Page
- local papers
- MWC
- My gym
- News apps
- Newspaper
- Physical bulletin boards, and GoogleGroups
- Recreation Center
- Sandwich Board
- Sandwich Board
- Sandwich Board (online listserve)
- School

- TV
- Usually don't find out about things until they're done

Q15: "What do you like best about Moultonborough?" - Text

- 9 months of quiet country living.
- A quiet and safe community. A community for retirees
- Access to Lake Winnipesaukee, close to many family activities, town offers nice facilities
- Access to lake Winnipesaukee. Used to be the library before it became a place where they
 do not know your name anymore.
- access to many larger town benefits w/o larger town crowding
- Access to the outdoors and our quality of life.
- Accessibility
- Affordable to live
- As a seasonal resident, I make most use of the library and the transfer center. Both are well run
- Availability of books, both physical and online
- Availability to nature
- basiclly a quiet towm, scenery, Lake Winni
- Beautiful and relaxing
- beautiful area
- Beautiful area with low taxes.
- beautiful area with so many things to do year round
- Beautiful area with space to raise a family on the importance of history, nature, and community strength.
- Beautiful community, and environment, low taxes, well run transfer station, well run library
- Beautiful inviting library, knowledgeable and inviting librarians
- Beautiful location near mountains and lake
- BEAUTIFUL NATURE WITH MANY PLACES TO WALK AND HIKE
- beautiful scenery, small town atmosphere, friendly people, lots to do, great library!
- Beautiful setting
- Beautiful setting, abundant wildlife, peaceful surroundings when tourists leave, low taxes
- Beautiful sunrises and sunsets, feels safe to live here, sitting at the beach with friends, low tax rate, slower pace of life
- Beautiful waterfront properties. Small town feel of community.
- Beautiful, natural surroundings, reasonable tax rate
- beauty of the lake
- Beauty, hometown feeling.
- beauty, quiet and a great library!
- Beauty, serenity, size, location, history
- Being in a small town
- Clean water, air, forests. Nature. Lack od strip malls, billboards, etc.
- Close knit community atmosphere

- Close to nature
- community
- Community
- Community services, low taxes and peacefulness.
- Community support for natural resources.
- Community.
- Community. Outdoor activities
- Country living
- Diversity
- Diversity
- Diversity
- Divine beauty, small town values, affordable taxes
- Easy access, friendly helpful staff
- environment, low property taxes ,available activities, well governed
- everything
- Everything but especially the tax rate as compared to other lake towns
- Everything! Love that there is not commercial growth and still has a small town feel
- Everything! Love the library and opportunities to volunteer.
- Everything!! Except the traffic and difficulty accessing restaurants, etc in the busy season!
- Feeling of peace and presence of history, despite being on busy highway; Obvious pride, well-maintained public buildings, good bakery and welcoming gathering place.
- Four seasons of beauty & activities
- Friendliness, small population, natural beauty safety
- Friendly people
- Friendly people, low taxes, beautiful environment, small town
- Friendly, safe community Lake and Mountains Easy access to public lands
- Friendly, small, pleasant, excellent library and medical facility
- Fun
- Generally friendly people, good community and rec programs
- good clean environment, low taxes, good community
- Good town services such as library and schools, beautiful nature.
- Great and friendly place to live!!
- Great place to live...natural beauty and access to the things I enjoy.
- Great place to raise a family
- Great school system even though I'm retired
- Green space provided by Castle in the Clouds, lovely interactive library, access to the lake and friendly folks.
- History, without being old fashioned
- hmmmmm not sure
- Honestly not much
- How beautiful and safe it is here

- How I've been treated in my 73 years here in town. Lived here my whole life & now live only a mile from my parent's house.
- How much more peaceful it is here versus where we came from
- How nice all the people are and the small hometown feel
- I actually can't say I when talking to people I love Moultonborough. I love Sandwich.
- I like how easy it is to get around, and its natural beauty.
- I like that Moultonboro is a recreational town
- I like the local people that live here.
- I like the location and its beauty.
- I like the people who live here and I like the easy access to the library and the town offices
- I like the small-town mentality.
- I love living in a small town with a sense of community.
- I love the setting- lakes, mountains, forest
- I love the welcoming feeling of the library and appreciate the breadth of all that they offer to the community.
- I've lived here off and on for a large chunk of my life. It's a beautiful town
- Is beautiful and residents help each other
- It has a small town charm even though it's a big town it has a small town feel with the people and town its self.
- It has been my home for over 40 years The Lakes, mountains clear air.
- It has wonderful services, but has a small town feel.
- It is a beautiful town with lots of access to nature. I like the people who are friendly and that it maintains it small town feel.
- It is a beautiful town with numerous lakes and activities. The library is a welcoming place for reading and educational programs. We have restaurants, a grocery store and numerous small businesses that are enjoyable to visit. Our property taxes are low compared to most towns in the state. I wish we had a community center and was saddened when The Hub was defeated at Town Meeting a year ago. The existing former Lions Club building is not ADA compliant and not a community center in any sense.
- It is convenient.
- It is not Massachusetts. It is free and natural and God's artwork
- It is visually beautiful.
- It's a town in a beautiful setting that is close enough to everything without feeling crowded
- It's beauty. And it's tax rate!
- It's general natural beauty, low tax base, relaxed feeling relative to other neighboring towns.
- It's people
- It's quiet
- it's a beautiful place to live
- It's a beautiful place with a community of nice neighbors
- It's a welcoming community
- It's beautiful, people are kind, great library, school, fire and police and town hall.

- It's location
- It's peacefulness, beauty and Lake Winnipesaukee.
- It's pretty
- It's quaint charm and lake access
- It's quiet and peaceful
- Its beauty.
- Its beauty...the combination of lakes and mountains. I love that Moultonborough is still a quaint, charming New England town
- Its proximity to beaches, walking/hiking trails and close to good shopping
- Its rural character and tranquility
- Its small town feel
- Kindness of people
- lake
- Lake
- Lake
- Lake
- Lake access
- Lake access and small town friendliness.
- Lake life
- Lake proximity
- Lake Winnipesaukee
- Lake Winnipesaukee
- Lake Winnipesaukee
- Lake Winnipesaukee
- Lake Winnipesaukee, the library
- Lake Winnipesaukee. Low tax rate. Friendliness.
- Lake, country feel, beauty, low taxes
- Lakes
- Lakes
- Lakes & Mountains. Away from most traffic
- Lakes and mountains, musicians, Buckeys
- Lakes and natural beauty
- Lakes and oeople
- Lakes, mountains and straightforward and diverse population
- Lectures at the library
- Library
- Library
- Library
- Library as community centered organization run by volunteers (Trustees) who care about the library & community.
- Library is the best
- Library programs/offerings, lake, small businesses

- Library services.
- Library services.
- Library, Country store, friends who live there
- Library, restaurants, services
- Lived here all my life
- Living on beautiful Lake Winnipesaukee for 71 years
- Living on Lees Pond & Lake Winni close to the Loon Center
- location
- Location
- Location
- Location
- Location around lake
- Location for access to the lakes and white mountains
- location of our house and the library
- Location on Lake Winnipesaukee
- Location, great library, good public services
- Location, people, opportunities
- Low crime. DEI has never been important to NH.
- Low property tax rate
- low taxes
- Low taxes and close to everything. Great library.
- Low taxes, being uncommercialised
- Low Taxes, Friendly spirit
- Low Taxes, Natural Beauty, Respect for personal freedom
- Low taxes, small community
- Low taxes. Small town feel
- Many small businesses
- Most of the time it's quiet town.
- Moultonborough there is "No Place Like Home", wonderful Moultonborough Public Library with amazing staff, most of the people, beautiful area and natural resources.
- Moultonborough Bay! Lake Winni, the library and country store, Jojos, and the people.
- Moultonborough community is friendly, supportive and provides me with a beautiful and peaceful easy way of living.
- My home town
- Natural beauty
- Natural beauty
- Natural beauty
- Natural beauty and small town values

- Natural beauty and the wonderful access to out door activities.
- natural beauty like mountains and lakes
- natural beauty of the area
- Natural beauty, not over crowded, nice services and people
- Natural beauty, year-round activities, space for living
- Natural beauty; history; community; wildlife, town rink
- Natural environment, rural character, historical buildings and sites
- Natural Resources; excellent municipal services
- Natural setting, friendliness
- Nature
- Nature, community, rural area
- Nature.
- Not very commercial or urban
- Of all the libraries I have visited, this is my favorite. Wonderful building and staff--extremely helpful to me and my grandkids!
- Our church, school, clean air/water, people, town staff and etc. we have a great town lots to be grateful
- Our Library
- Peace and quiet
- Peacefulness
- Peacefulness
- people
- People and natural environment
- People are very friendly and town is quiet but has access to everything you need.
- People, environment, small town feel, the lake
- People. Atmosphere of community
- Places like the library and the Country store
- Preservation of ecosystems and natural habitats that are integrated into my daily life.
 Though I technically "own" property, I am but a temporary visitor on this planet which needs all the care it can get -- and more. I strongly support keeping our lakes, forests and wild areas sustainably healthy.
- Pretty with low crime
- Privacy at home
- Quaint
- Quaint charm
- quiet
- Quiet
- Quiet
- Quiet
- quiet and peaceful nice people
- quiet and peaceful.
- Quiet country life

- Quiet in the non tourist season
- Quiet lifestyle
- Quiet living most of the year
- Quiet outside of summer
- Quiet town with a beautiful lake!
- Quiet, rural, beautiful and a lake
- Relaxing
- Rural
- Rural character, although it is constantly being challenged.
- Rural charm, beauty and character, outdoor activities, good internet, friendly people
- Rural environment
- safety, beauty of natural resources,
- Scenery and small town atmosphere.
- Scenery, small town where people know each other
- Scenic beauty (natural assets) and rural character (built environment), with unique and character-defining historic buildings, especially in the village/downtown area - the historic Moultonboro Corner crossroads with Library, Church, Old Country Store. This desirable small-town charm now at risk because of the Library's plan to ruin it with an electronic sign
- Scenic vistas/mountains &lakes.....small town
- Schools, location and tax rate.
- Sense of calmness and the lake
- Sense of community
- Sense of community
- Sense of community
- Sense of community and was a wonderful environment for raising children
- Small close knit community
- Small community
- Small community feel
- Small community feel of the town
- Small community. Sharon Gulla is wonderful at heading the children's department. My kids love her!
- Small population
- Small town
- Small town "know your neighbor "Friendliness
- Small town appeal and friendliness of community.
- Small town atmoshere
- Small town atmosphere
- Small town atmosphere
- Small town atmosphere
- small town atmosphere and privacy
- Small town charm, quietness
- Small town community feel.....good people.

- Small town feel
- Small town feel
- Small town feel, at least when I moved here in 2010
- Small town feel, beautiful scenery
- Small town feel, diversity of ideas, accessibility, volunteerism.
- Small town feel, the lake, less busy than other lake towns like Laconia and Gilford.
- Small town feel.
- Small town feel. Nice town beach. Schools are excellent.
- Small town feel. Very welcoming
- Small town feeling except in the summer, opportunities afforded by Lake Winnipesaukee
- Small town focus; quality of library
- Small town living with a great community feel.
- Small town vibes but accessible
- Small town with friendly people and access to services.
- Small town with optional access to 'outside' world.
- Small town, beautiful area, friendly people
- Small town, country area; love the library!
- Small Town, low tax rate
- Small town, quiet location
- Small town, quiet.
- small town; quiet most of the year
- Sort of Just living here in general. It's a good small town.
- squam lake
- Still a small time feel, except in the summer
- tax base more affordable than many communities
- That people know each other and even though it's a big town it has the small town charm and feel about it with the town its self and the people.
- The ability to be outside in nature and enjoy so many activities.
- The amazing variety of books, movies, kids programs, activities! All around perfect library
- The availability of public works and businesses in reference to a small town in New Hampshire
- The beautiful area
- The beautiful outdoors scenery and all that it offers for outside activities.
- The beautiful outdoors.
- The beautiful scenery
- The beauty
- The beauty of the lakes and mountains
- the beauty!
- The community
- The community feel and engagement
- The community from October thru May
- The community is safe, has many activities for all age ranges, local services

- The community seems to come together when people need it
- the environment
- The fact that it is a small, rural town with beautiful natural resources.
- the feeling of community one gets living here
- The friendliness of its residents.
- The friends I have made here people The friends I have made here
- The history and preservation of historical buildings.
- The kids section is amazing. My son loves it and the hobbit hut is great. The huge selection of DVDs is pretty cool too.
- The lake
- The lake
- The lake
- The lake and nature.
- The lake and the friendliness
- The lake and the library need some theater events and swimming pool indoors
- The lake and the location
- The lake and the services the town offers
- The lake and wildlife
- The Lake, low crime rate, and low taxes.
- the lake, quietness and the ability of the Dept. of Public Works to maintain the Town properly.
- The lake.
- The lake.
- The Lake. And the natural beauty.
- the lakes
- The lakes
- The lakes
- The lakes and natural beauty
- The landscape and the people
- the library
- The Library and its staff! I also like the Transfer Station and its staff and the staff at Town Hall!
- the library and low taxes
- The library and rec department; lower taxes
- The Library and staff
- The library is welcoming and hosts community activities
- The library is wonderful.
- The Library, of course!

- The Library, of course. Location & business services.
- The library! Also, Moultonborough Academy
- The library! It is one of the nicest and most helpful small town libraries I have visited across the country. I especially value my ability to access materials thru HOOPLA! I use this service weekly.
- The location, atmosphere, and environment
- The many opportunities it provides for its residents.
- The natural beauty
- the natural beauty and most of the year peace
- The natural environment here between lakes and mountains has created a desirable place for people to live and recreate. This has attracted many accomplished and interesting people who, combined with those native to this area, have created a wonderful community to retire in. It doesn't hurt that our tax base is so low yet that we can afford the top notch services that we have here.
- The Old Country Store, public services, comparatively low taxes, access to amenities (grocery store, hardware store, gas station, restaurants, etc.)
- The peace and quit outside tourist season.
- the peaceful community, it's my happy place
- The people
- The people
- The people
- The people
- the people and our library
- The people and scenery
- The people are friendly. Taxes are low.
- The people are very friendly and down to earth
- The people I encounter, the beauty of where we live and The Library and staff
- The people I have met and friends I have made who are overwhelmingly active in the community, well educated, well traveled, and interested in sharing life experiences.
- the people in the town
- The people who work there
- the people, the area
- The people, the schools.
- The privacy and quiet provided by my 10 acre waterfront lot.
- The quiet rural setting I live in and the community members who strive to preserve our core values and small town lifestyle
- The quiet times of the year are best but Summer has many more activities, events and opportunities to get out of the house.
- The rural environment. Access to the lake & nature.
- The rural nature of the town and its lakes and ponds.
- The rural setting and lifestyle
- The rural setting.

- The scenery, especially the lakes and mountains. It's so beautiful!
- the scenic beauty and the multitude and diversity of free/low cost recreational activities
- The school
- The schools:)
- The services offered by the town.
- The size
- The small community atmosphere without the trappings of "city" life
- The small community that offers many different things for people.
- The small population, lack of crime and graffiti and really nice people.
- The small size and beautiful location and many of it's caring people. Plus I think we have the best library in the State.
- The small town atmosphere and all the major businesses close together.
- The small town atmosphere, the availability to the scenic lake, and the welcoming people.
- The small town atmosphere.
- The small town feel and I do love the library and that you can borrow games and puzzles and just hang out and work there. I think it is a very welcoming space
- The small town feel with so many things to do in the surrounding areas
- The small town feeling, the lake and other outdoor areas
- The small town, friendliness and localness of decision-making
- The staff is wonderful, very helpful and knowledgeable.
- The staff! They are great!! And the array of DVDs & CDs available.
- The Thrift Shop
- The weather love all 4 season
- The winter when the tourist are not here.
- There are ways for those who want to do more available.
- Tight knit community.
- Township
- trees civicwater
- Truly love most everything..nice people, beautiful scenery, lovely homes, fine events offered, upscale restaurants and world-class library!
- Very close knit community
- village atmosphere, off the beaten path, lower property taxes,
- we are a caring community
- We have the best library!! Also enjoy the easy access to outdoor activities such as hiking and water activities such as swimming and kayaking
- We love the library and activities offered for children there and through the township.
- We love the peace and guiet and slower pace of the community.
- Welcoming, familiar used to move to our cabin down Fox Hollow Road each summer (we lived in Sandwich). Loved going to Ellen's store, The Old Country Store, the library
- When I moved to Mboro, it was a quaint, quiet little town and everyone knew their neighbors. Now, as a result of COVID and the rush to move to a less crowded space, that has

all disappeared.traffic congestion, shortages of supplies...has DRAMATICALLY changed this town, and unfortunately, not for the better

- Wonderful people, beautiful mountains and lakes
- year round activities and friendliness of people

Q16: "What do you think is the most important problem facing the town of Moultonborough today?" - Text

- ?
- ?
- "Old boy network "
- \$\$
- 1. Many electrical power interruptions and poor voltage stability damages appliances and disrupts internet connectivity. Summer traffic flow on rt. 25.
- A all purpose senior center
- a designated and walkable town center, I also very much disagree with the plans for the
 district along Bean Road and Rte 25. That area is already heavily trafficked and can be
 dangerous. What is being suggested will make the congestion worse and impact the water
 quality of Lake Winni.
- A indoor facility for everyone to use year round with multipurpose areas
- a need to focus on the future care for the environment, thoughtful development
- Accommodation for low income earners
- affordable housing
- Affordable housing, long term rentals
- Affordable housing and good paying jobs
- Affordable housing for workers and young families
- Affordable housing for working class folks.
- Affordable housing for working people
- Affordable housing so that we can keep our young families here.
- Affordable housing,
- affordable nice middle class housing
- An inability to see things from other's perspectives and kindness
- Anti-government factions that provide headwinds to progress.
- Apathy
- Apathy
- As I stated earlier in this survey, the most important problem is finding a way to attract and keep young adults in Moultonborough. The town is aging, due to the high cost of housing.

- As with a lot of places, not enough people in the workplace
- Attracting young full time residents
- Attracting younger families with affordable housing.
- Attracting younger residents Building a modern community center with pool
- Balancing the needs of the younger population with that of the older population.
- better food options
- Building community
- Building community with so many seasonal residents
- Building zoning and being pedestrian friendly
- Business/ retail growth
- Can't think of anything
- care and assistance to elderly
- civic communication
- Clean water, the need for more stringent septic regulations
- Climate change
- Climate change
- Closed minded people. Land preservation.
- Communication from town offices is poor even between town departments
- community building
- conservation
- Continued use of town meeting to decide town issues. Information on issues is always
 available via many sites, and town meeting excludes those citizens who are unable to
 attend, for any number of reasons. This is very discriminatory, and keeps control of the
 town in the hands of those who are not interested in any views but their own. And this issue
 is just the tip of the "Moultonborough problems" iceberg.
- control of land development, particularly regarding water quality of our lakes and ground waters, and the scenic beauty of our town
- Control spending
- Controlled planning and management of growth
- Controlling expenses, avoiding unnecessary over the top expenses for both the community and schools. The town does not need the best of the best in all areas. Lowering taxes
- Controlling taxes
- Cost of housing.
- Cost of housing.
- Cost of living
- Cost of town services
- Could use a bike path or walking path along bean road....not currently walkable
- Crowded highway through town
- Curb spending at both the School and Highway Department
- Cyanobacteria, affordable housing
- Dealing with an aging population.
- Declining student population and an increase in Education budget, year over year.

- DEI in our schools and every increasing school budgets for a ever declining student population
- Despite numerous attempts to build a community center or make the town center more
 walkable, there is an unwillingness to compromise and find a solution that may fit the needs
 of residents and visitors, retirees and families that provides for community events,
 socialization, sports and recreation beyond what the library, function hall and recreation
 center can provide.
- Deterioration of the lake water quality especially in the coves
- development
- Development versus keeping the small town New England feel
- Disrespect and poor decisions: the Library's plan to inflict an illegal electronic sign on the
 community shows a total lack of respect and is a major insult to residents, volunteers, and
 visitors. Why would the Library ignore the community's wishes? Just because you can,
 doesn't mean you should. The Library should heed the Zoning Ordinance like everyone else.
 We can only hope that the Library will reconsider this extremely poor and insensitive
 decision that will certainly impact the Library's reputation and support in the community.
- Diversity.
- Division
- Divisive attitudes, angry people expressing themselves through social media
- divisive groups that don't want improvements
- Divisive politics, lack of good meeting space for groups of all sizes w tech, audio, internet, video and good parking
- Do not know
- Doesn't feel like a cohesive or centralized main part of town.
- Don't know
- Economics
- Education on important issues both local and how global issues may impact locally. Conserving for future generations is important.
- electing individuals because of their social network and not because they qualify to do the job. Making decisions that hinder voter participation at the polls.
- Entry priced housing
- Environmental issues taking care of lakes and not overbuilding
- Everything being priced so high is hard on the people. Housing is a big problem and how
 expensive housing is. Finding help for local businesses is huring everyone. Hard times
 unfortunately.
- Evolving to a town that can attract year round businesses who can employ people so they can live here full time
- Excessive building of monster homes that replace traditional cottages
- Exclusivity
- Extreme growth
- finances
- Finances
- Financial health of town

- Forward thinking
- Funding new projects
- Getting information out to the community
- Government overreach
- Growing too fast
- Growing too fast
- Growing very fast.
- Growth but reluctance of voters to increase services and plan for the future
- Growth, spending, housing costs and taxes
- Have not had time to assess.
- Health of our lakes
- High cost of housing inhibits new families ability to move to Moultonborough
- High cost of housing.
- High taxes, No community center and cleaning up the lake
- Housing
- Housing for young people that is affordable so they will stay in town and not move elsewhere.
- Housing so young people can afford to work and live here.
- How do we stay up to date on important issues of our state and country without giving up our traditional Christian values .
- how to bring in visitors/businesses while not having lake access from the town center
- How to keep the small home town sense of community and security in tact.
- I am a young person of low means living in my parents' borrowed house. I see no long term future in Moultonborough as I am priced out of life here.
- I do not know.
- I have no complaints
- I have no idea
- I have no idea. I don't see how to learn abt the town politics or what is happening. How do I find that information. The town's website?
- I think the most important problem facing the town of Moultonborough is a lack of community events throughout the year.
- I wish "downtown" had more businesses such as shops and dining.
- I would like Moultonborough to be more green -- more recycling receptacles, etc. MOST IMPORTANT: We would like to see the Town of Moultonborough put electric car charging stations at Town Hall or at the Library. There is plenty of space for this. Electric cars are coming. The Town has not made enough of an effort to put in a car charging stations. How lovely it would be to go to the Library or the Country Store and charge a car while doing so. It would be a public service and generate business for the local stores. Also, it would be an environmental step forward.
- I would like to see a more cohesive town center and continued growth of the Library as a community hub.

- I'm not a year round resident so it's hard to know. I do think it would be good to pay attention to business locations and how new / existing businesses fit into the community in terms of asthetics and need.
- Ignorance of municipal regulations intended to preserve the small-town history
- Inaccessible community information. Lack of reliable public transportation. Lack of a community center for all ages.
- Increased population
- Incredibly high cost of housing. Built my first house here in 1972. It cost about \$19000 with 3 acres of land.
- Influx of immigrants from MA. But in all seriousness, having a large part of the homeowners not being full time residents. Also the large increase in taxes literally doubled for us
- Influx of people whose first priority is not preserving traditional moultonborough values and laws that preserve beauty of our town
- Internet connectivity
- Intolerance
- It is much too conservative, and a lack of affordable housing is turning it into a community of mainly older people. There are not enough young families moving here.
- It's quiet
- It's almost too small that it doesn't offer enough for the people that do live here, and with more and more people coming each year, it's not enough.
- Job opportunities
- Keeping costs down
- Keeping its small town values
- Keeping lake clean
- Keeping small town NH feel while operating in 2024. Growth. Planned growth to keep the small town, community feel.
- Keeping that small town feel and not allowing big businesses to come in. Keeping new building to a minimum.
- Keeping the taxes down, They also moved the annual meeting back to March so not everyone has a vote
- Lack of a community center
- Lack of a Community Center
- Lack of a place for the community as a whole to gather. Very disjointed.
- Lack of a sense of community.
- Lack of a village feel physically and the need of "community "activities
- Lack of adequate recreational options and space in the winter and colder months.
- lack of affordable housing
- lack of affordable housing
- · Lack of affordable housing for families
- Lack of affordable housing for young people
- lack of affordable housing, shortage of workers, also the summer traffic on Rt 25,
- Lack of affordable housing!

- Lack of affordable housing.
- Lack of affordable housing.
- lack of business development. Lack of opportunities for activities for the retirement community. There are many educated retirees here. We are not necessarily interested in Crafts and sewing.
- Lack of change, opportunity, and enrichment for our younger generation in our schools due to older generation (without school aged kids / only part time residents) controlling decisions being made.
- Lack of community center for activities for all ages
- Lack of community involvement and cohesion
- Lack of community involvement. Lack of communication to important town information.
- Lack of community space
- Lack of community, to many out of staters moving in, the community is becoming all retired people and no young families. If there are no young families who is going to run the bank, plow the roads, deliver mail, run the gas station????
- Lack of diversity, especially when it comes to the lgbtq+ community
- Lack of family friendly activities, lack of community activities, beach amenities, concern over limited emergency services and local medical resources, intrusion of intolerance
- Lack of full year rental housing for local in-person workers.
- Lack of good recreational center
- lack of health services for new patients (Medicare), lack of pharmacy
- Lack of housing for people that work here. Do to the out of state people buying up all the housing inventory.
- Lack of housing for young workers
- Lack of important stores like grocery stores in town
- Lack of indoor recreation facilities for Seniors during the winter months
- Lack of jobs and housing (that middle class can afford)
- Lack of jobs for young people. We are becoming an old town with lots of elderly people.
- Lack of larger Community center
- lack of low income housing
- Lack of sidewalks
- Lack of space for large groups to meet and gather. The library has provided and stepped in as a community center of sorts.
- Lack of things to do
- Lack of unity. Need for a community center and sidewalks in center of town to Blake road
- Lack of viable small businesses
- Lack of work force housing for both the young and the aging
- Lack of younger people
- Lacking a "one site" to gather information on the happenings in Moultonborough
- lake of a community center
- Lake pollution and animal habitat loss
- Lake preservation

- Lake water quality
- Large division between rich and poor
- Less and less young families to participate in many of the activities year round
- Libertarians/Free-Staters wishing to defund schools and other government institutions.
- Like everywhere else, affordable housing for folks who want to live in Moultonborough or neighboring towns
- Limited workforce to fill jobs
- Losing the quaintness of a small town and becoming over crowded.
- Low income housing
- Maybe not the most important, but I think the services of the post office need to improve. I know it's not for the library to fix the USPS, but carriers should not be leaving packages in the open in front of rural mailboxes that are at a distance from the intended residence.
- medical care and support for an aging population
- Mental Heath
- More money then brains. Apathy. Property owners not allowed to vote. I E taxation
 without representation.. No local news outlet reporting town issues.. School Board and
 Board of Selectmen have ZERO exchange or cooperation. Town website now run by
 outside vender a total loss.
- more people means more services needed and more tax dollars needed
- N/A
- Need more stores in center of town.
- need to keep the town from becoming commercial and losing the small town, friendly community
- Needing better roads.
- New to town, not sure
- No affordable housing!
- No community center that offers exercise and a clean modern space. There is not enough emphasis on community that is here year round. Emphasis is on summer residence.
- No connected downtown
- No indoor activities for people like swimming pools, bowling or basketball courts.
- No jobs, housing
- No Main Street Limited restaurants
- No opinion
- No sidewalks available or many walking paths that are stroller friendly
- NO vision at all! People are content keeping things the way they've always been! It's completely discouraging.
- None
- Not being progressive and thinking forward to the future
- Not enough community spaces that can hold everyone at same time. Need more theater
- Not enough gym space for kids sports and activities
- NOT ENOUGH HOUSING FOR YOUNG ADULTS OR JOBS
- not enough restaurant choices; no ideal walking paths in the town

- Not having a Community Center. We need a new building to hold large meetings.
- not much going on!
- Not sure
- Not sure
- Not sure but it would nice to have more full time people living here including myself!
- Not sure.
- Not sure.
- Not sure.
- Not sure. I don't spend enough time there to get a feel for the culture and challenges.
- Not sure. Passing/getting enough funding for a community center has been really hard. But that may be because people think they're are other things more important.
- Off season boredom. Folks need to also learn how to care for and advocate for the health
 of our lake. It should not matter if you were born here or decided to move here. All should
 feel welcome.
- Often community members block projects that would enhance the community. People can get ugly.
- Older population
- Older population being selfish and not thinking of the younger families in the community by constantly voting down the community center and complaining about money for the schools.
- Older population does not take into consideration the young families that are trying to start out and raise their families.
- Out of control school spending
- Out of state people moving here
- outmigration, lack of affordable housing
- Over building
- Over building which has led to congestion, significant tax increases, etc...we have lost our small town feel
- Over crowding, lack of protecting natural resources, lake polution.
- Over crowding, overpriced homes
- Over development and loss of good water quality in our lakes
- Over development and poor planning, not enough attention to environmental protection.
- over population
- Over population
- Over population. Lack of controlled growth.
- Over spending in schools and town.
- over-development
- Overbuilding the waterfront and polluting the lake, with limited access for boat docking.
- Overcrowding in peak summer season, more so if one needs to travel through Meredith
- overdevelopment
- Overdevelopment and sprawl where more trees are cut down when there are empty buildings for sale

- Overdevelopment, increase in home prices and pollution of lake Winnipesaukee.
- Overdevelopment, lack of attention and dedication to maintaining historical character and to being creative in how to preserve and maintain historic buildings while still offering critical community needs. We do not need a massive community center.
- overdevelopment, wrecking the lakes.
- Overly landscaped properties with possibility of ruining lake.
- Overpopulation especially in summer
- Overspending in both Town and Schools. Property assessments and takes are taking more and more of our available income. Elected governing bodies do nothing to control costs.
 Spend, spend, spend.
- parking, too much traffic
- People are afraid of change.
- People leaving because of difficulty finding jobs
- People moving here and thinking they need need all the things they left behind in MA & CT, etc.
- People thinking we need to build a rec center We don't.
- People wanting to change it to what they left in Massachusetts and New Jersey, etc. People who want to spend other people's money.
- People wanting to change the town
- People who oppose change
- People who want to ban books and narrow intellectual pursuits
- Polarization
- Polarizing politics
- political animosity
- Political divide
- Political divide
- Politics
- Politics of conservatism!
- Population growing at a rapid rate
- Population growth and the problems that are the result of which.
- Population increase- too many people building every where.
- possibly too few tax dollars to run the town
- Preservation of our beautiful Lake Winnipesaukee.
- Prices are to high. People can't find affordable housing. Very hard times.
- Prices of living
- probably housing,
- Probably lack of affordable housing for those who work in the area
- Professionalism on town boards.
- Property taxes are pricing us out of our homes. How can we expect/hope for increased
 participation on various committees if the pool of "permanent residents" able to stay
 permanently diminishes? (Or is the threat of bad water quality in our lakes most important?
 Hard to choose.)

- Property values on the lake forcing long time families to have to sell can't afford the property taxes.
- Radical thinking
- Raising the school averages for reading, writing, and arithmetic vs DEI/CRT. For the \$ spent in comparison to the student population, I would expect the averages to be much higher. We are doing a disservice to these children.
- rapid growth
- Rapid growth
- Reasonable healthcare, and affordable internet services
- Recruiting younger participation on Town committees.
- Regular locals not being able to afford housing. Locals, who care about the lake, loosing lake frontage due to high costs to keep it in the family. Lake quality continues to get poorer and overcrowded with motorboats.
- Republicans
- Resources for aging residents
- Retaining the above list
- Retaining young people. Needs to create more opportunities...
- Rich people buying up the property
- Right now- do not want electronic library sign
- Rising fundamentalism creeping into politics and schools with legislated control of women, misinformation, bigotry, censorship, lack of inclusion, lack of social program support, anger with science, and climate change denialism.
- Rising property taxes
- Route 25: Having a road slice through town is a curious problem. Moultonborough seems to handle it well (it seems more detrimental to community in Chocorua, for example) although traffic lights would be nice in the high traffic seasons because getting back on the road from the gas station, the bank, the PO or side roads is tricky.
- Ruled to death, business unfriendly, no common sense in application of rules ordinances, too much government interference, too many liberals moving into formerly conservative area, overspending in a huge way, taxes too high for seniors, water pollution, too much growth, taxation without participation for 2nd home owners is totally wrong......
- safety features such as sidewalks and accessibility
- school system needs change
- Seasonal residents who vote against the interests of full-time residents.
- Selfish and inconsiderate tourism. Lack of anything to do.
- Services for people over 60 are extremely limited
- Services keeping up with massive population increase in summer months.
- So spread out, no clear town center with shops and restaurants
- Some people want to change the town to more like a city environment.
- sorry, I don't know
- State adequate funding for schools impacting local (low) tax rate.
- Staying small while thinking big to address future trends

- Strategic growth while preserving its natural beauty. Limited grocery store choices.
- Stubborn unathletic neighbors who want to keep Moultonborough small and not advanced. Politically over passionate neighbors who use fear mongering and bully behavior and overstep boundaries pushing their agenda on their neughbors.
- Summer crowds
- summer traffic
- summer traffic (and the line crews aren't helping!)
- support for businesses that rely on summer tourism alone
- Sustaining environment and community
- tax changes to make us a paying donor town
- Taxes
- Taxes are becoming prohibitive.
- Taxes too high
- Taxes, especially for retired people
- Taxes.
- that neon sign you want to put up at the library. it does NOT belong here.
- That we sometimes just want to do things the old way and not move forward
- The aging demographic-- no social opportunities for young people, nothing to attract young people.
- The aging population.
- The amount of over population on the lake
- The biggest problem facing the town of Moultonboro today would be too many big city ideas coming into a small town without anybody to hold them back. Small and friendly is very nice.
- The community has grown rapidly, the town is not built for the substantial increase of residents that now resided in Moultonborough. The taxes and property value has risen, and the blue color workers can no longer afford to live in this town. I feel like I'm being pushed out of my own town. I have to wait too long to read a new release at the library because there is always a longer waiting list and I believe we are not keeping up with the demand.
- The dishonest of our selectmen and THE SCHOOL BOARD not being truthful with parents about their children. The horrible books allowed at the School Library and not removing them
- The divide between younger families and "seasoned" citizens.
- The divisiveness among people who should be neighborly and the lack of forward thinking about climate change.
- The growth of outside influence wanting to change individual freedoms and the small town cohesiveness.
- The health of Lake Winnipesauke
- The housing prices. Families who have lived here for generations are being forced to move because they can't afford the houses here.
- The increase in cost of living. All over New Hampshire lifelong New Hampshire residents aren't able to afford rent or a mortgage either due to rising costs as a result of inflation, high mortgage rates, no affordable housing, and out of staters moving in.

- the influx of tourist who don't care about the town as they use and leave the town to go home
- The march towards overpopulation where properties get subdivided more and more, waivers are given without taking into account of the longterm effect on ecosystems with over-crowding. I appreciate the Conservation Commission, the Milfoil Committee, the Lakes Region Conservation Trust, NH Lakes (and even the Lee's Pond Association), the Loon Preservation Committee, and others who are working hard to protect large areas throughout the Lakes Region for their longterm viability.
- The people! Just kidding
- The possibility of a community center. We don't need one here. Much too costly
- The rapid growth in the town. Moultonborough seems to lack a true sense of "community". It sure isn't the small town we used to enjoy. It's feeling more like the haves and the have nots
- The scarcity of lower and middle class housing is an issue for our general area.
- The tourist population is being catered to by most businesses and government in Moultonboro. The year round residents get lost in the shuffle.
- The traffic during the high season is a problem.
- the traffic in the summer
- The traffic of route 25
- The voting process and rising taxes
- there's a large age gap Between younger families and older folks. People don't seem to see eye to eye on how to spend the towns resources
- This trying to get rid of public education. Lack of lake access for those of us who can't afford to live on the lake.. and states landing is not swimmable...
- To many demands for excess spending. For example the HUB
- to many summer home only and high end rentals
- Too many new homes being built and too many people moving in.
- Too many penny pinchers
- Too many people can't see the benefit off providing services for older and younger citizens of the town and surrounding communities.
- Too many people escaping from other states driving the cost of housing out of reach of local people and trying to change here into what they were escaping.
- Too many people especially summer / part-time residents
- too many people move here for the peace and quiet, low taxes and then try to turn it into the area they left behind.
- Too much 'political correctness' in the government.
- Too much building
- Too much building on the lakes with no regard to how it affects the environment
- Too much development, traffic and noise. Used to love walking on my road but it's
 ridiculous now. People driving too fast and littering. Losing that small comfy feel. I know we
 depend on tourism but it's out of control
- Too: many people
- Tourists not respecting the town

- Town budget
- town center aesthetics. adult rec limitations school enrollment grocery store
- Town Meeting, Voting and a more organized approach to submitting warrant articles. Town
 hall should blitz advertise that those warrant articles are due by a deadline. Lots of
 controversy about this.
- Traffic
- Traffic
- Traffic in the summer
- traffic passing through town on a daily basis
- traffic, lack of businesses open after 6pm or 8pm (restaurants in particular) or open consistently, price of real estate
- Traffic, water quality
- Trying to balance what we need to what we want and keeping it within the range of what people an afford.
- uncertainty of the future
- unknown; I am not a resident
- Unsure
- USPS inconsistent delivery, the town needs to get pharmacy in town
- Very expensive place to live for young and old.
- We are losing our community & neighborhood connections and becoming too "touristy".
- We need a larger, more updated community center.
- We need a real community/ senior center that provides at least a walking track indoors. The controversy over this is the town's biggest issue.
- We seem to be more focused in keeping our taxes the lowest in the state versus moving forward with innovative ways to improve our community. I believe we sorely lack a facility that promotes wellness, inclusion for people of old ages, we lack sports/gym space that hinders kids and adults healthy activities
- We think Moultonborough is a delightful town and that is why so many people are coming to Moultonborough. We see no problems in Moultonborough
- Wealth inequality
- While keeping a small town feel, keeping up the infrastructure providing needed services-EMS, fire department...plenty of police
- workers to fill available jobs
- Younger families unable to get into the community bc of home pricing.
- Youth center, senior center
- Zoning and town planning

Q21_97_TEXT: "When you think about why you don't have a Moultonborough Public Library card, which of the following reasons come to mind?" - Other (Please specify) - Text

- Didn't see one in my wallet. Maybe I do have one
- Didn't feel welcome
- Distance from down the neck

- Expired
- Haven't had opportunity to pick one up yet.
- I am a visitor; I live in Texas
- I get my spouse to check out books.
- I have a Center Harbor library card because I live closer to it than Moultonborough.
- i have been meaning to update my card for years, but it has not been a top priority
- I live in Center Harbor. Not sure what services I could use in Moultonborough
- Immunocompromised.
- Library cancelled my card and I haven't picked up a new one yet
- Never applied for one
- No need, can enjoy what the library has to offer without one
- No offerings that are of interest
- use internet for any research, etc.

Q26: "What services, initiatives, or programs have you heard about or seen at other libraries that you would like to see done at Moultonborough Public Library? (Please list up to 3)" - Text

- (Spanish)
- 12-step meetings
- A variety of at least monthly music events especially in fall/winter: free or for a small donation
- Access to newest technologies like 3d printers
- Adult Book Groups (monthly)
- Adult crafts
- Adult crafts
- adult lecture series...You used to provide many in the evenings. You have stopped in the last 3-4 years
- Adult programming
- Ancestry.com access
- are not familiar with any
- are not familiar with any
- are not familiar with any
- Art
- Art classes
- Art demos
- art lessons
- Art presentations
- Artist teaching
- ASL program
- author lectures
- Author readings
- Author visits
- Author visits open to the public

- Authors
- Authors and book signing
- Be open all weekend with long hours
- Better speakers
- Book "Tasting"
- Book clubs
- Book clubs
- Book clubs
- Book clubs for various ages and interests
- book discussions
- Book group variety of genre
- Book recommendations on line
- Books for sale
- Bridge
- Bus trips to non local events
- Business Classes
- Calligraphy & craft classes
- charge non taxpying residents
- Children's programs
- Classes
- Cloud library
- Coding Club (Kids-Teens)
- Collaboratory space with programs
- Community events
- Community focus groups on a particular topic
- Community garden
- Computer education
- computer fix
- Cookbook club
- Cookbook Club
- Cooking
- Cooking
- Cooking and craft demos
- Cooking class
- Coordinate with local womens club on an "Introduction to canidates night and website
- Cost control
- Country Line Dancing
- Craft instruction
- Craft night once a month (e.g., black light painting, felt pumpkins etc.
- craft/sewing programs
- Crafting classes
- Crafts

- Cribbage
- Crochet and knit club (help teaching) at night
- Dedicated, climate controlled History Room (Tamworth, Conway)
- dewey dec system charts displayed
- different times for knitting projects
- Digital media
- Dont know
- Easier access & better selection e-books
- Easier access to digital resources
- Educational Classes
- eight week long courses-ex: learning Latin
- Elder drop in time
- Electric car charging station
- Escape rooms night event (Chelmsford Public library did this)
- Evening options of 1&2
- event notifications by e-mail (I have tried a few times to get this)
- Explainer talks
- Extended hours
- Focus on being a Library, not trying to be a Community Center
- Foreign language classes
- Free link to Consumer Reports
- free link to New York Times
- Friends of the library book sale not just once per year.
- Game Night
- Game truck
- Gardening classes
- Genealogy services and classes
- genealogy study groups
- Google chrome rental
- greater regional interlibrary cooperation between towns, not state level
- group educational trips for adults to nearby cities.
- Group entertainment trips for adults to nearby cities.
- Guest speakers new tech
- Hands on programs
- hands on workshops like Prescott farm in Laconia
- Hav no kowledge about this
- Have a day where people could see available pets for adoption
- Have prom dresses that students could have access to
- Hiking group meetup
- History of buildings besides the Castle in the Clouds
- Hobby group meetings
- How to classes (on all kinds of thing outdoor and indoors)

- How to crafting lessons
- How to games ie cribbage or bridge
- I don't know
- I don't know
- I don't know
- I'm
- Increase availability/reduce wait time of ebooks, please
- increased adult programs
- Information about upcoming elections
- intellectual gatherings. author talks and speakers, e.g. English professor talking about classic literature
- Interesting lecturers
- Kid Author Visits & Integrated Activities An Author's Day
- Kids classes
- Language classes
- Language classes
- Language Classes
- Language classes
- Lectures
- lectures on Family History Research
- Library after dark events cocktails, music, raffles, gala
- Library Game Night
- LinkedIn Learning
- Live animal talks
- Live music
- Local art showcase
- Local history lectures
- Local personalities
- mah jong
- Mahjongg
- Maker space
- Maker space
- Maker space
- Maker Space
- Meet and greet (different age groups)
- Meet the Artists
- meetings
- Mending for the elderly
- Meredith's Maker Space
- Merrimack Libray had free seed packets and a website to use for growing tips.
- Monthly events- gardening tips, bee keeping, collecting etc
- more access to online books from Libby

- More activities for seniors
- More adult crafts
- More adult talks
- More adult themed movies
- More art projects
- More arts and class classes
- more book clubs
- More community groups/clubs
- More craft classes
- More crafting activities run by guest artists/experts
- more creative classes
- more e books for kindle
- More lectures
- More online books/movies
- More parent and baby/toddler activities
- more private spaces for quiet study or call sound proofing
- More programs offered in the evenings
- more programs to engage 10-13 year old kids
- more special author or subject displays
- More things for parents and babies/toddlers
- More visiting authors
- more wellness programs
- Music
- Music programs for kids
- n/a
- n/a
- n/a
- n/a
- N/A MPL only library I frequent
- N/A MPL only library I frequent
- N/A MPL only library I frequent
- Native American/Indigenous teachings
- Newsletter
- None
- None
- None
- Not
- Not sure
- Nutrition / health classes
- Nutrition/ wellness workshops/ films
- NYTimes online
- Odyssey of the mind

- Offer children's activities and programs in late afternoon and/or weekends soparents who work full time can include their kids.
- Online book clubs
- Online interlibrary loan system that allows individuals to reserve their own materials from other libraries.
- Open hours when people are not working
- Organization of photos
- Outdoor for adults-live music associated with books. Etc
- Outreach for digital equity issues
- Outreach to homebound individuals
- Partner with a local herbalist to educate on local plants, plants as medicine
- plant sale
- Please give access to out of town residents to Hoopla
- presentations for adults
- Printers for color printing
- Programs and activities for children offered in late afternoon and/or on weekends, so
 children of parents who work full time can have access as well. It seems many pf the
 programs are held during the day on weekdays.
- Quilting
- Radon checker loan
- Reading clubs
- Reference desk
- repeat
- repeat
- Resource library access
- Restoration of historic Library space (Meredith, Center Harbor)
- Robotics Club (Kids-Teens)
- Rooms where you could have zoom calls, or the like
- Samsung phone help
- Seed exchange
- Seed libraries
- Seed library
- Self-checkout of materials
- Sharing with other libraries (like Minuteman Network in MA)
- silent book club
- Sing and dance along for kids
- Speakers on travel
- Spring Seed Library
- State-wide borrowing program
- STEM Club Kids (weekly)
- Summer social events
- Sunday hours

- Sure
- Tax information
- Tax prep help
- technology instruction- more!!!
- The children's department is fantastic
- The library does a terrific job currently
- Themed month activities
- Tiny "Take and Go" Art Projects
- TMAD (teens making a difference) teen asvisory board.
- Trivia night
- Tutoring
- walking programs
- Website bulletin board of local service providers
- Website posting of local bulletin board
- Wine and cheese night for socializing
- Women's circles/spirituality
- Writers community
- Writing groups
- Writing workshop for amateurs
- Yoga
- Zoom conversations with authors

Q29_97_TEXT: "If the Moultonborough Public Library were to offer books or programs in languages other than English, which languages would interest you? (Please select all that apply)" - Other (Please specify) - Text

- All of the above
- American Sign Language
- Asl
- ASL
- Braille
- English
- Gaelic
- How about availability of language learning systems like Babel
- Japanese
- Learn Spanish class
- modern Greek
- Modern Greek
- Not sure!
- Offer a unique opportunity to speak english, in a porn free atmosphere
- russian
- Russian
- Sign language

- Swedish
- Swedish
- Swedish
- Teacher of Spanish

Q31: "What do you value most about the Moultonborough Public Library, including its services, programs, and space?" - Text

- Ability to access books and media via online as well as physical
- ability to check out books, magazines and dvds; attend interesting free programs, use the meeting rooms and copier, friendly staff
- Ability to use their computers or print services if I can't do it at home
- Access to books
- Access to digital cont
- Access to ebooks
- Access to ebooks via Libby
- Access to other town services, adult programming.
- Accessability
- Accessibility
- Accessibility
- Accessibility
- Accessibility
- Accessibility
- Accessibility & friendly helpful service
- accessibility and range of service
- Accessibility to video, dvds, etc.
- Accessibility, selection of books, book sale
- Accessible and reliable
- Accessible and wonderful staff
- All if the above
- Always had very good interactions with desk staff
- always very helpful
- Art display
- Audio Book access
- audio books
- Audiobooks
- Automatic renewal of books
- Availability
- Availability (hours, location)
- Availability of a wide range of new books and helpful staff!
- Availability of books and other resources
- Availability of meeting rooms.
- Availability of new DVDs

- Availability of rooms to meet with others and the staff.
- Baby story time
- Baby story time and the hobbit house
- Bathrooms
- Beautiful comfortable space, nice and helpful staff
- Being a place I can bring my child for a change of scenery & activities
- Being able to browse and borrow audio books at ant time
- Book clubs
- Book clubs and programs/events
- Book clubs, customer service, children's librarian
- book selection
- Book selection
- Book, but not messages and ideologies pushed on us and our children.
- books
- Books
- Books
- Books and Hoopla
- Books to check out, gracious and helpful librarians
- books without fines and fine puzzle collection
- Books you can buy and photo copy/fax
- Borrowing books without a late fee:)
- Breadth of collection Astonishing amount of shelf area Fresh flowers Accessible bathrooms
 Programming Book sales Displays Celebration of local history and citizens Obvious
 commitment to leading community in growth, inclusivity, forward-thinking
- Breadth of collection and always something new on the shelf.
- Central access
- Children services
- Children's area
- Children's groups, activities and Mrs. Gulla
- Children's offerings
- Children's programming and online audio books
- Children's programs
- Children's room
- Children's area
- Children's Librarian (Gulla) makes my family feel known, welcomed, and part of the library community every time we enter the building. This makes a huge difference with our commitment to the library and our love for its programs and the time we spend there.
- Children's library is directed so well and with love
- Children's Programing is amazing. These programs served as our family's gateway into the community prior to our children growing in to school aged programs.
- Children's programs
- Children's room

- Children's services are fantastic and access to digital adult books is great too.
- Children/youth programs.
- Clean, quiet and inviting
- Collection of Books
- Community atmosphere
- Comprehensive book collection
- Computer services
- Convenient location
- creative and up to date book collection; large, diverse collection of DVDs (tv programs and movies.)
- Currently the ability to borrow e and audio books.
- Customer service
- customer service, books that are offered DVD TV Series collections
- Customer service!
- Digital ebook loans
- Dowloading ebooks
- E books
- ease
- Ease of getting in and out of the library and resident area to donate books and magazines
- Easy access and professional service
- Easy access to new books
- Electronic device assistance
- Eservices
- Evening educational adult program
- Everyone at MPL is very welcoming and makes it easy to access all aspects of the library.
 One of the few community spaces where I can go.
- Everything
- Everything excellent service for the town. Kids area looks great.
- everything!
- Excellent book collection, excellent service
- Excellent inclusive space providing all of the above.
- Excellent interlibrary loan program
- Excellent nonfiction book selection, love having all the jigsaw puzzles to choose from
- Excellent.
- facilities are well kept. Staff is friendly
- Facility and staff are welcoming. Access to current books and materials.
- Feeling welcome. Any services for children! My children love the library!
- Friendliness
- Friendly and accommodating staff.
- friendly and helpful staff
- Friendly and helpful staff
- Friendly and helpful staff.

- Friendly atmosphere
- Friendly atmosphere, engaging staff, cleanliness of environment.
- Friendly comfortable space and love help with technology. Also programs offered for kids are great and classes like art or crafts or hands on projects
- Friendly greetings from the front desk, engaging children's room.
- Friendly helpful service
- Friendly staff
- Friendly staff
- Friendly staff, cozy space, newsletter outlining monthly programs
- Friendly staff, excellent programs, love the exhibits
- Friendly Staff, my Mother's legacy here. The Moultonborough Library is an important part of my life, mental health & overall well being. The Staff so very helpful to me when my Mom returned to Spirit, after as I went through my grief journey and ongoing as I continue my Spiritual Development. I receive a lot of inspiration when I spend a few hours here.
- Friendly, helpful staff & volunteers. They ARE the library to the public who use the services.
- Friendly, helpful staff, welcoming, comfortable environment
- Friendly, helpful staff; wide variety of services & programs; bright spacious spaces
- Friends organization and programs to adults and kids--Children's Librarian is wonderful!!
- Good book selection
- Good communication with the staff
- Good facility
- Great collection of books. Very helpful staff
- great selection, great customer service
- Great staff and books
- Have not used the library
- Having a helpful, knowledgeable staff
- help with iPhones
- Helpful and friendly staff, being able to do inter-library loans and using it as a meeting space. The children's section is fabulous.
- Helpful employees
- helpful staff
- HELPFUL STAFF
- Helpfulness of personnel
- Hoopla audio books Adult programs
- Hoping the ability to accept all residents even those that are only here for a few months without them feeling unwelcomed.
- hours
- hours and availability, kind, professional people working there
- I absolutely LOVE the Moultonborough Library!!!! Mrs Gulla is the best kids librarian ever and has made the library a fun experience for my kids growing up and loving to visit the library with story times, activities and summer reading programs. The space is beautiful! I

- enjoy when they have speakers come in. I also love the no fine system so I feel free to take out books without stress. The library is one of the things I like best about Moultonborough.
- I appreciate how the library is always adding new books to the collection. Especially off of the best sellers lists that are posted
- I appreciate the friendly helpful staff who have always been able to help me. I also enjoy the programs and several of the book groups. My wife and I participate in the Granite VNA foot care clinic and some of the wellness programs.
- I cannot pick one. Great staff lovely and welcoming building. Great online access
- I do value the availability of books, whether on the shelf or through online services.
- I look forward to every visit, I bring my kids, and I often hang out longer than planned.
- I love being able to search for books online, get information about them, and reserve them all online. (including new books)
- I love our library and all of its friendly faces. Everyone is so accommodating and helpful.
- I love that it is so easy to find good books and materials there. Love the people who work there they are always helpful
- I love the atmosphere
- I love the entire space! It's fun, clean, great selection
- I love the place and don't get there often enough. The librarians are great, the rooms quiet, help is offered when needed, it's airy and light and the books & films beckon to be explored. It's my bad, not theirs, that I don't take advantage of all they currently offer.
- I love the space, and often tell people that I could live in the library!
- I most value how welcoming it is. The staff is friendly, helpful, courteous, and always smiling!
- I really appreciate being able to reserve new book titles before they go on the shelf. The staff is also very helpful.
- I think it is an exceptional library for a relatively small town. The services are significant and the people who staff it are friendly and helpful. It is an asset that should be supported and nurtured.
- I value everything about the library. It is the hidden gem in our town and I couldn't function without it
- I value library board members who will watch services provided, versus cost to taxpayers. I
 value board members who boost the primary function, instead the "all things to all people
 approach "
- I value the immense resources, kind and caring employees and volunteers, clean space, and various programs
- I value the library as a community service; to enhance the lives of our fellow residents.
- I value the resourceful, friendly staff along with special programs offered.
- I've really enjoyed the speaker programs I have attended (Coyote, Eclipse, How to download books).
- Inter library loan
- Interlibrary loan
- It is a beacon of learning a great facility for kids and for everyone
- It is a beautiful library. I am hoping to enjoy it more.

- It is a nice space with an enjoyable outdoor area. The staff is helpful and the services and programs are great. Story time was great when my daughter was little.
- It is a place to go and just sit and read in a quiet spot. Love the children's area and how hard Sharon works to reach out to young people
- It is a wonderful community based library that offers may programs and services.
- It is all valuable!
- It is the heart and brain of the town
- It provides a great community service.
- It's fine people who work there
- It's location in the center of town and easy access.
- It's proximity
- It's friendly community atmosphere
- It's welcoming ambience!! There has never been a time during the current administration that I have not been greeted warmly.
- It's well stocked with current books ,easily accessible and staff is very knowledgeable and helpful.
- Its staff and facility
- Its varied programs for a variety of ages and interests, including interesting speakers. And the library staff are wonderful!
- Just about perfect for our town the way it is
- Kids area
- Kind staff in open building with good selection of books
- Kind staff.
- Large parking lot
- Large space, generous operating hours
- Level of support by community
- Libby
- Libby audio books
- Librarians are always friendly and helpful.
- Librarians are courtesy and helpful, space is well maintained and welcoming
- Librarians/staff
- Library staff is friendly and kind, children's library is great!
- Library staff very accommodating. Great book selection. If they don't have a book you want, they will either get from another library or purchase it!
- loaning movies and books
- Local and friendly people, nice and updated building
- Local author programs Craft classes
- Love the building, feels so good inside Also like that anyone can sit outside and use the WiFi.
- Magazine Subscriptions
- Meeting rooms
- Meeting rooms

- Meeting rooms.
- Movies
- Museum passes
- New books constantly and friendly people
- Newsletter
- Nice atmosphere and space inside
- Online access to books
- Online book borrowing (Libby, Hoopla)
- Online books via Libby. Adult programs / presentations.
- Online digital library
- Online services & books
- Operating hours, knowledge & helpfulness of staff, DVD collection, book collection
- Our grandchildren love the story times. The staff are very friendly and thoughtful.
- Our library provides some truly wonderful programming to the entire community, from the youngest among us to the young at heart. It truly is a fantastic library that provides so much for our town.
- Personnell
- Physical books--new, in-between, classic
- Pleasant & helpful staff, cleanliness, good displays, good variety of books.
- Pleasant employees and classes/activities for adults
- Pleasant staff
- Presentations
- printing and copying services
- Professional staff
- Programs
- Programs
- Programs
- Programs
- Programs, friendly staff, ability to put books on hold then pick them up.
- Quality, variety, friendliness
- quiet, I can think there
- Really appreciate the access to computers and printers.
- Seems like an attractive facility
- Service
- Service of employees
- Services, workers helpfulness, space
- Space
- Space
- Space availability
- Space for kids is very nice. Museum passes are good.
- speaker programs participation in interlibrary loan
- Staff

- Staff and programs
- Staff and Programs
- Staff are always helpful in finding books, if they don't have it they get from another library.
- Staff are excellent.
- Staff helpful and friendly, good new book offerings.
- Staff provide excellent customer service, are friendly and accommodating. Enjoy attending adult programs when i have the time and don't have conflicting responsibilities.
- Staff very helpful and friendly
- That it continues to be a safe place, a no judgement zone dedicated to encouraging freedom of thought and expression
- That it's open to everyone
- That it's welcoming to young people and encourage them to learn.
- That our town has an active library
- That we have a local library at all!
- The availability of books. The staff
- The availability of online books and ebook and Children programs.
- the book collection
- The books and Libby
- The children section and programs are always excellent
- The children's library is phenomenal! Great selection of books and kits to borrow.
- The children's programs
- The Children's resources book collection, summer reading programs, DVDs, puzzles
- The children's section
- The children's space it's what initially drew us. I would love to see that to continue to be built upon as my son grows.
- The comfortable space and support from staff.
- The community it builds
- The computers in the adult section of the library (the original library)
- The current library books
- The employees
- The employees are exceptional
- the employees who are the best and appear to enjoy their work of helping others.
- The feeling of a small town library with first class offerings.
- The helpful and well informed staff
- the helpful staff
- The helpful staff.
- The helpfulness of the people who work there.
- The hobbit house and garden.
- The inventory, the staff and building
- The kind staff.
- The knowledge and assistance of the staff
- The large inventory and services

- the Librarians and assistants
- The librarians are so welcoming and helpful
- The library does a great job with a limited budget. Regionalizing resources would allow all collaborating libraries to provide more streaming resources and better services.
- The Library is a major asset for the Town of Moultonborough, housed in a beautiful historic building constructed with funds bequeathed by early trustee James E. French. I and many members of the community have supported the Library and its growth over the years, valuing the Library as important place for continuing education, study, and research.
- The library is an inviting place to be. I like the set up of the space and all the services provided.
- The library staff
- The marvelous children's section and help from librarians for when my grandchildren visit every summer for a month, and, also, I can borrow books online.
- The Moultonborough Library is the main Connector for the community services, programs and space. We couldn't do without it!
- The MPL has a more extensive book collection than I expected for a small town library and I appreciate this resource.
- The nice people that work there
- The old time feeling of the rooms and shelving.
- The online access.
- the people
- The people are so helpful and kind.
- The people who work there
- The people who work there
- The people who work there are wonderful and friendly!
- The People Who Work There.
- The personal!!
- The room with all the books about Moultonboro and NH history...
- The selection of books
- The staff
- The staff
- The staff are tremendous.
- The staff at the library is fantastic! Our library is something we as residents have bragging rights about! Very well run, great diversity of materials, staff always willing to help in any way
- The staff at the Moultonborough Library are welcoming, friendly, and ready to assist anyone and everyone. Thank you!
- The staff is always very helpful and welcoming
- the staff is consistently wonderful
- The staff is fabulous in helping and being so friendly and kind
- The staff is so nice and helpful
- the staff is very informative and personable

- The staff is wonderful..
- The staff, accessibility to books for my book club, programs for adults and children!
- The staff!
- the variety of books available; the great staff that is always very welcoming and helpful; educational lectures
- The variety of resources and work to bring books to kids
- The variety of services
- The vast and updated books they offer.
- The wonderful people that work there.
- There is incredible programming for kids at the Moultonborough Public Library. Mrs. Gulla, the children's librarian, always has a great selection of new books in rotation and is a wealth of knowledge when helping children choose books tailored to their interests and reading level
- They are always very open and accepting of book purchase suggestions, which is a really great way to help it's patrons continue to be able to borrow books they want from the library
- they are extremely helpful in many way, not just lending books.
- Using zoom to attend lectures
- Variety of jigsaw puzzles and outdoor games for kids
- Variety of media
- Very kind and helpful personnel. If we ever want to see a book brought it they've never disappointed us. Several of the staff are very welcoming.
- Warm, welcoming space with outgoing staff members. Always willing to get a book for me that is not in our collection.
- We coming employees and customer service
- Welcoming
- Welcoming atmosphere
- Welcoming environment
- Welcoming space, access to books and other resources.
- well run, great resources for size of town
- When my grandsons were little I would bring them to the children's room. I use the digital ebooks/audio books which is great. Sometimes easier and more available to borrow than my library in MA.
- Wide array of options in Collection
- Wide variety of books and other media available online
- Wide variety of programs for kids and adults. I like the diversity of things available such as learning skills and also learning about various topics such as history, health, etc
- wide variety of resources
- Wonderful space and a great staff.
- Wonderful staff

Q32: "What one thing would you suggest to improve the Moultonborough Public Library?" - Text

- ?
- ?
- ?
- ??
- A big sign on route 25 creatively designed please less New Hampshire modesty
- Access to more digital or audio books
- Add some more non fiction books I've looked for certain books and they are not at the library for example books by Dan Flores, The War of Art, Break'em Up, Lawrence Lessig, and Ghengis Khan and the Making of the Modern World.
- Adult physical book selection.
- All is good
- Allow card holders to use access to ebooks and audiobooks online as you used to do.
- Allow nonresidents that are volunteering in Moultonborough MWC to reserve meeting room space.
- An outdoor space!
- Another large room for a maker space.
- As a year round user of a second home and Moultonborough taxpayer make it easy for me to have a library card even though I am legally not a "resident"
- Author presentations
- Availability of newer releases on ebook
- Barn quilts on the wide open white spaces to help match the iconic New England street side of the building and to make it look less like a nursing home
- Become part of a network like Minuteman
- Better communication about what's available
- Better communication with events! We no longer see anything in the laconia daily sun either.
- Better open hours for working people.
- Better time slots for programs that aren't just during the work day
- Book group reading variety of choices
- Bring back some more art programs from Art Escape or other artists
- Bring in public speakers on relevant topics
- Can't suggest one.
- Can't think of anything
- Can't think of anything. I love this library.
- Cant think of a thing.
- Cleaner bathrooms
- Close earlier during the week and be available all weekend (that is when families have time together to visit library)
- community outreach
- Concentrate on being a library instead of trying to be everything to everyone

- Continue having print books available and adding to collection
- Continue offering a wide variety of programs
- Covered outdoor patio
- Create a green outdoor space away from the cars
- Definitely different activities and useful crafts for adults especially during the winter.
- Develop programs to interest and engage adults.
- Different museum passes
- Ditch Hoopla and get another digital library loan system. They never have the books I want to read and end up going to Libby.
- Do NOT install an electronic sign. Observe the regulations voted by citizens to not allow these signs in the Village District.
- DO NOT install electronic sign.
- Don't go away from the physical too much (books, movies, etc.)
- Don't change
- Don't know
- Don't know
- Easier access, better supply e-books
- easier copy machine
- Easier/better audiobook borrowing
- Electronic sign of activies
- Enhancing a bulletin for all lakes region events (like a calendar) accessible in one place
 online on the website (including the town events and library events and as far as Squam
 lake and Wolfboro).
- Evening adult programs; 7:00 start; at least in Summer
- Evening hours.
- Evening programs should start later (maybe 7:00 p.m.). Six o'clock is too early for adult programs.
- expand outdoor access
- Expanded selection/variety of magazines
- Extra hours
- Flexible hours of operation or having access to meeting rooms on off hours
- For the limited use I avail myself of think it's pretty good as is
- Front counter so open . Lacks privacy. Others hear your business
- Get a helpful, knowledgeable staff
- Greet people as they come in. Get to know the regulars
- Handicapped restrooms
- Have heard this comment from several long-time patrons, that the staff is not as
 friendly/outgoing as in previous years. People do appreciate a friendly greeting and a short
 "how are you" moment when they enter the library. This is part of the sense of community
 which makes Moultonborough a pleasant place to live, and the perception that this is
 somewhat lacking is why I only gave the customer service question a fair rating. I know that

the staff will help when asked, but being a bit more forthcoming with greetings and patron interaction would make the library again the friendly place it has long been known for.

- Have not used the library
- Have the librarians know the services they provide if assistance is needed. How the online ebooks are loaned out. Especially for Kindle users, the current Libby Quick Start Guide is incomplete. I have taught myself how to use the service as the librarians don't seem to know how the service works, they transfer you to the NH State Library and they can't answer simple questions either. It very frustrating, as I ONLY read books on my Kindle.
- Having an adult book club at night with newer books
- hours
- I always like more opportunities-bigger children's events on the weekends?
- I cannot think of a thing. I think it is a marvelous library just as it is!
- I cannot think of one thing!
- I didn't list this as my top three choices for additional offerings because right now we have no need, but if it is not currently offered, I think delivery of library materials to those that are homebound would be a very important addition. I would volunteer to perform that service.
- I do not have .
- I find the computer system a little difficult to navigate when looking for specific books.
- I have no complaints
- I know you have a crafting group, but I would really love more Craft Classes (crochet especially but jewelry or other)- like a mini-Makers-Mill in Moultonborough.
- I like it just the way it is.
- I wish there were a wider range of books available through Libby. So many titles are unavailable.
- I would like advance tech workshops. For example how to use Excel or word for Mac but not the basics. Also are there every any classes to teach English as a second language offered to the public?
- I would like to see a monthly list of books recommended by the different librarians and staff
- I would like to see the library open one night to 8:00pm
- I would like to see them alphabetize book titles within the author's collection in the adult section.
- I'd like to see the library venture into have more maker space/collaboratory space activities.
- I'm not positive, but there appears to be a turn over in administration. Be diligent about conducting exit interviews. They will be invaluable going forward.
- I'm satisfying for my seasonal purposes.
- I'm so curious about the water not being potable and sometimes I wonder if we are keeping the facility maintained well enough bathrooms in particular.
- If possible, an interlibrary loan program where we can search things and reserve them on our own. When we lived in Massachusetts 12 years ago, this was incredibly easy and felt more private. We could reserve materials from our own library and other libraries on the same system. We did need to have more dedicated space behind the desk. We had one

person who received, checked in, and made phone calls that probably took between 10-20 hours a week.

- If the Library needs more money to improve services, the town can certainly afford to give them more.
- Improve WiFi
- In person language classes
- increase collection of books
- Increase hours
- Increase the amount of programs/groups for adults in the area who are in their 20s-30s
- Increase the hours. Not to install an electronic billboard. It doesn't give the village a quintessential small town feeling.
- Increase the number of new releases to have available. I believe the wait is too long.
- Intellectual programing for adults. The library has moved to become kid centric lately. The schools provide wonderful programs for the kids. Let the schools focus on the kids.
- Interlibrary loan could be improved.
- Is there a running list of past book club books?
- It is important that the library expand its role as a community center where knowledge and information is exchanged.
- It's all good
- It's difficult to locate what you're looking for.
- It's all good.
- keep the feling of the library "Old Town Small/Welcoming" with the current sign. We don't need it to be in your face electronic.
- Keep the library a welcoming place And don't ban books!
- Keep the same
- Keep wokeness and brainwashing children out and reduce costs.
- Lecture series
- Less influence from government (even though it is part of the government)
- Local and/or historical programs
- Longer borrowing times, no fees
- Longer hours
- Longer hours
- Longer Hours
- Longer hours on Saturdays
- Longer rental times for audiobooks
- Love it! Like the book sale too!
- Low vision and braille material
- make it bigger
- Maker space
- Marketing of its services and resources
- Maybe longer hours
- Meeting space

- More guest speakers during the morning hours in the fall and spring. Older people do not like to go out at night.
- more access to E books for kindle,
- More activities/events geared towards 30-40 year olds
- More adult crafts at night
- More adult educational activites
- more adult programs
- More adult programs
- More adult programs, larger adult book selection.
- More areas for adults to sit and read
- more attention to music CDs so that there are new, quality, diverse music offerings as well as standards and classics
- more audio books. It seems that more ebooks are being added but audio books are being left behind.
- More book choices
- more book displays
- More books
- More books from best seller lists like NYT
- more books!
- More communications to members
- More community events offered at different times. Right now there are events I'm interested in, but can't attend because it takes place during my work day.
- More community themed events
- More computer stations for adults. Better arrangement of adult computer space.
- More computers
- More connections to the adult (not senior) and teen community
- More cozy spaces to read
- More cultural programs and tech classes
- More current travel and cookbooks
- More digital book availablity
- More DVDs (recent releases).
- More ebooks , audiobooks and longer loans.
- more educational adult programs
- More evening programs
- More events for ft residents year round
- More events in the evening for older children.
- More frequent communication. Is there a newsletter that can be emailed?
- more hours open on the weekends
- More info for seasonal residents I am here for 4 months/year
- More involvement/interactions for card holders
- More latest reading club book available digitally
- More licenses and breadth of digital books

- More light and space in the stacks
- more magazines, broader selection
- more meeting spaces and quiet work spaces difficult I know!
- More money from the town to keep up with infrastructure improvements.
- More museum passes
- More music opportunities
- More new titles on Hoopla or ebook platform.
- More older kids/teen programming
- More open hours
- More opened
- More passes to other places
- More places to sit and read, maybe having access to local papers.
- more presentations on a variety of topics. I loved the Cat Zoom a few months ago.
- More private seating to work
- More programs
- MORE PROGRAMS
- more publicity for all the wonderful services and programs
- More reading incentive programs for adults to build socialization and love of literature
 within the adult community. Maybe thematic months and reading groups, so people can
 meet and have an outlet for their love of reading.
- More space for meetings
- more speaker programs in summer. Why does everything STOP in summer?
- More technology used for staff convenience
- More titles available via Linby
- n/a
- N/A
- Native plants
- Need to advertise their services much more
- New director. Since the new director started we no longer go. It has a terrible atmosphere!!! Terrible. It is not warm and welcoming at all. It's sad.
- Newer digital library books
- Newsletter
- No DEI initiatives necessary
- No suggestion
- No suggestions great place
- no suggestions I think they are doing a great job
- No suggestions—you're doing a great job.
- non resident card fees to increase spending while limiting tax increases
- Non resident library card at low yearly price. Residents pat through taxes.
- None
- None
- None needed!

- Not a suggestion but a reminder of the importance of libraries, not only in Moultonborough but everywhere
- not a thing
- Not a thing. I'm so grateful to them for the work they are doing, along with the Friends of the Moultonborough Library. Kudos to everyone involved.
- Not sure
- Not sure
- Not sure great the way it is.
- Not sure, I think it's pretty excellent
- Not sure. I should probably use it more.
- Not using illegal signage
- nothing
- Nothing
- Nothing
- Nothing it's great
- nothing!
- Nothing!
- Of course: be open every time I drive by
- Offer more areas to read & relax, perhaps opening a cafe
- Offer programs and events for working individuals and families
- Offer some children's programs and activities in later afternoon and/or Saturday so working parents can include their kids as well.
- Offer some children's programs and activities in the later afternoon or on a Saturday so
 parents who work full time can include their children as well. Its extremely hard carrying the
 guilt of needing to be a working parent and seeing all the wonderful programs, activities,
 crafts, zoos, etc. that are offered through the library but most, if not all, are offered during
 the work day, therefore we are not able to include our children. It would be great to
 consider the schedules of different families, when scheduling these fun activities.
- Offering programs/services at later times in the day. Working full time does not allow me to participate in as many things as I'd like to.
- Online movie access as I don't have dvd capabilities.
- Online sharing of information, links
- Open later
- Open later in the evening
- Open the event room and put coffee in there. Do more art shows in that space.
 Incorporate the high school into the facility. (Do voter registration for them)Ask a high schooler or several to work there. Show some age diversity by engaging the high school students. Pay a student to work an event you host. Ask the student to introduce the guest. Stay open later on Saturday- you close too early.
- Outdoor area for kids and adults. A pavilion or gazebo
- Outdoor gatherings that include the Cup & Crumb where people can play backgammon, chess or read in a covered open pavillion.

- outdoor group activities if possible
- Outdoor space would be nice
- Perfect as it si
- Plan for sustainable future
- Please give access to Hoopla to out of town residents. We were issued a library card, but are denied access to hoopla. How does this make any sense? Please charge us if necessary.
- Please immediately reconsider the installation of an electronic message board sign in front
 of the Library at the most historic location in town Moultonboro Corner. An electronic sign
 would be a major affront to the community, and would surely damage the Library's
 reputation and erode support for the Library. Please play by the rules like everyone else.
- Possibly enhanced hours of operation-
- Potable water.
- Pretty happy with it
- Remove inappropriate sexual material and books that students have available to see or read.
- remove the curb stops for parking (tripping hazard)
- Saturday hours from 9 -2
- See above
- Self- checkout of materials releases staff to interact more with patrons and work on collection development.
- sometimes i find the layout of books confusing
- Soundproofing study rooms.
- Soundproofing the meeting rooms better.
- Starting programs at 7PM instead of dinner time.
- Stay in step with our traditional views against pornography in libraries. Facilitate efforts to
 isolate pornographic books from general library content. Do not be swayed by a loud, small
 minority.
- Stop giving paper receipts -waste of paper and often find the scraps of others in books taken out so possible id theft issues. Much better stamped
- Stop moving stuff everytime we come in something is amiss. We like the old school library. Why so many changes? It's fine
- Sunday hours
- Sunday hours
- Teaching kits; joint programs, materials with museums
- The car charging!
- The hours are very convenient for the library employees but not for taxpayers. The library should be open evenings, weekends, holidays, snow days when schools are closed. The hours are not user friendly but fun for the employees.
- The program could use a raised podium for presentations. It is difficult to see presenters and picture screen.
- Too much wasted over head room space when a second floor or balcony could have been added. A lower ceiling would save in the cost of heating the building. Poor design in my opinion.

- Updated seating/private areas
- Utilize "all" community members in communicating to the community at large all information related to the library's operation and offerings.
- Very pleased with MPL. Magazine room could use a little more attention as some subscriptions seem to be spotty.
- Weekend options for children's story time/craft
- When I have gone to the library to renew my library card (required annually why??), to drop off donations, or to research something, I feel like I am intruding on the staff when I seek assistance - what they are doing is more importain then assisting me.
- When our book club is going to read a specific book, access for members to the book.
- work with other libraries in the area to do complementary programs and let residents of other towns know about these programs
- Would love to have more parent and baby/toddler activities
- Yoga classes

Q33_97_TEXT: "Which of the following describes your gender? (Please select all that apply)" - Other (Please specify) - Text

- I appreciate you offering all these options
- Taxpayer

Q34_97_TEXT: "With which of the following ethnic or racial groups do you identify? (Please select all that apply)" - Other (Please specify) - Text

Lebanese

Appendix C

Moultonborough Public Library Survey - 2024

Start of Block: INTRO Block

INTRO Moultonborough Public Library is planning for the future—and we need your input to better understand how to serve the needs of our community! Even if you are not a library user, or you don't visit often, we would like to hear from you. Results of the survey will be presented to the public after the survey has closed.

All survey respondents can choose to enter a prize drawing, with a chance to win a raffle basket with gift cards, books, and other prizes from our community and library.

The library is an integral part of the Lakes Region community, and we grow and change in response to its needs. So we'll start by asking you some general questions about Moultonborough and about your life. Then you'll have a chance to share your thoughts about our library.

The survey should take between 10 and 15 minutes to complete.

This survey is being administered by the University of New Hampshire Survey Center on behalf of the Moultonborough Public Library. The UNH Survey Center will keep your responses confidential and you may refuse to answer any questions or stop taking the survey at any time. If you choose to enter the drawing at the end of the survey, your contact information will be entered in a different system than your survey answers.

If you have any questions or concerns, please contact the library at 603-476-8895 or email library@moultonboroughlibrary.org. If you have any technical difficulties accessing the survey, please contact Sean McKinley (sean.mckinley@unh.edu) at the UNH Survey Center.

Please select "Begin" below to begin the survey.

End of Block: INTRO Block

Start of Block: INTRO2 Block

| Q1 Which of the following best describes you? |
|---|
| Full-time resident of Moultonborough, NH (1) |
| Seasonal resident of Moultonborough, NH (2) |
| O Not a resident of Moultonborough, NH (3) |
| Page Break |
| |
| Display This Question: If $Q1 = 2$ Or $Q1 = 3$ |
| $X \rightarrow$ |
| Q2 Where is your primary residence located? |
| O New Hampshire (1) |
| O Somewhere else (2) |
| |
| Display This Question: |
| If $Q2 = 1$ $X_{+}^{+} X_{+} X_{+}$ |

| Q3 In which town is your primary residence located? |
|---|
| ○ Sandwich (1) |
| Center Harbor (2) |
| O Meredith (3) |
| ○ Melvin Village (4) |
| ○ Tuftonboro (5) |
| ○ Wolfeboro (6) |
| O Holderness (7) |
| ○ Tamworth (8) |
| O Somewhere else in NH (Please specify) (97) |
| |
| Display This Question: |
| If Q2 = 2 |
| $X \rightarrow$ |
| Q4 In which state is your primary residence located? |
| ▼ Alabama (1) Outside the United States (57) |
| |
| Page Break |
| X^* $X \rightarrow X \rightarrow$ |
| |
| Q5 Which of the following connections to Moultonborough apply to you? |

| (Please select all that apply) | | | |
|--------------------------------|--|--|--|
| | Often spend leisure time in Moultonborough (1) | | |
| | Visit businesses in Moultonborough (2) | | |
| | Access services in Moultonborough (3) | | |
| | Work in Moultonborough (4) | | |
| | Volunteer in Moultonborough (5) | | |
| | Go on vacation or rent vacation property in Moultonborough (6) | | |
| | Own a business or commercial property in Moultonborough (7) | | |
| | Friend or family member lives in Moultonborough (8) | | |
| | Used to live in Moultonborough (9) | | |
| | Other (Please specify) (97) | | |

End of Block: INTRO2 Block

Start of Block: Block 1



Q6

What activities do you typically do for fun?

None (96)

| (Please select all that apply) | | | |
|--------------------------------|--|--|--|
| | Art (1) | | |
| | Cooking/Culinary activities (2) | | |
| | Crafting (3) | | |
| | Family time (4) | | |
| | Gaming (5) | | |
| | Gardening (6) | | |
| | Internet & social media (7) | | |
| | Lake activities (boating, kayaking, canoeing, sailing, swimming) (8) | | |
| | Live events (9) | | |
| | Listening to music (10) | | |
| | Outdoor activities (Hiking, birdwatching, etc.) (11) | | |
| | Playing or performing music (12) | | |
| | Reading (13) | | |
| | Socializing (14) | | |
| | Sports activities (running, biking, swimming, tennis, pickleball, etc.) (15) | | |
| | Television/Movies (16) | | |
| | Theater (17) | | |

| | Watching sports (18) |
|------------|-----------------------------|
| | Writing (19) |
| | Travel (20) |
| | Other (Please specify) (97) |
| | |
| Page Break | |
| 'X, X→ X→ | |



What kinds of community events or learning opportunities do you wish happened more often in Moultonborough?

(Please select all that apply)

| Arts & crafts (1) |
|--|
| Authors & books (2) |
| Civic engagement (3) |
| Community conversations (4) |
| Education/Lifelong learning (5) |
| Family-focused (6) |
| Finance (7) |
| Games & video gaming (8) |
| Genealogy (9) |
| Health & wellness (10) |
| History (11) |
| Job skills & economic development (12) |
| Language learning (13) |
| Music (14) |
| Nature & gardening (15) |
| Religion & Spirituality (16) |
| Socializing (17) |

| | Sports (18) | | |
|--|-----------------------------|--|--|
| | Sustainability (19) | | |
| | Technology learning (20) | | |
| | Theater (21) | | |
| | Travel (22) | | |
| | World affairs (23) | | |
| | Writing (24) | | |
| | Other (Please specify) (97) | | |
| | None (96) | | |
| Page Break | | | |
| χ_{\rightarrow} | | | |
| Q8 Do you currently participate in any community groups in the Lakes Region? | | | |
| O Voc. (1) | | | |
| ○ Yes (1) | | | |
| O No (2 | | | |
| District This | | | |
| Display This Q | uestion: | | |
| If Q8 = 1 | | | |

| Q9 V | What challenges, logistical or otherwise, do your community groups face? | | | | | |
|--------------|---|-------------|--|--|--|--|
| | | | | | | |
| - | | | | | | |
| - | | | | | | |
| _ | | | | | | |
| _ | | _ | | | | |
| | | | | | | |
| - | | | | | | |
| Page | Break ———————————————————————————————————— | | | | | |
| . 0.9 | | | | | | |
| $[\times]$ | $X \rightarrow X \rightarrow$ | | | | | |

Q10

Which of the following barriers, if any, prevent you from participating in activities and community events?

| (Please select all that apply) | | | |
|--------------------------------|--|--|--|
| | Lack of or inconsistent transportation (1) | | |
| | Lack of money (2) | | |
| | Lack of time (3) | | |
| | Conflicting priorities (4) | | |
| | Poor health (5) | | |
| | Lack of available activities (6) | | |
| | Don't feel welcome (7) | | |
| | Don't feel safe (8) | | |
| | Lack of childcare (9) | | |
| | Accessibility of facilities (10) | | |
| | Lack of relevant topics (11) | | |
| | Other (Please specify) (97) | | |
| | None (96) | | |
| Page Break | | | |

| Q11 How often do you have access to quality, high-speed internet? | | | | |
|--|--|--|--|--|
| O Always (1) | | | | |
| O Most of the time (2) | | | | |
| O Sometimes (3) | | | | |
| O Rarely (4) | | | | |
| O Never (5) | | | | |
| O Have no need or do not try to use the internet (96) | | | | |
| X | | | | |
| Q12 How often do you have access to a private, free space for calls or meetings in your home or elsewhere? | | | | |
| O Always (1) | | | | |
| O Most of the time (2) | | | | |
| O Sometimes (3) | | | | |
| O Rarely (4) | | | | |
| O Never (5) | | | | |
| O Have no need (96) | | | | |
| Page Break ———————————————————————————————————— | | | | |

| ave. | | | | |
|------|---|--|----|---|
| | - | | л. | - |
| | | | | |

Q13

How do you usually find out about Moultonborough services, events, and local news? (Please select all that apply)

| | Town of Moultonborough websites (1) |
|------------|--|
| | Community bulletin boards (2) |
| | Facebook (3) |
| | Instagram (4) |
| | Town of Moultonborough or Library newsletter (5) |
| | Newspapers (6) |
| | X (formerly known as Twitter) (7) |
| | Word of mouth (8) |
| | Other (Please specify) (97) |
| | None (96) |
| Page Break | |

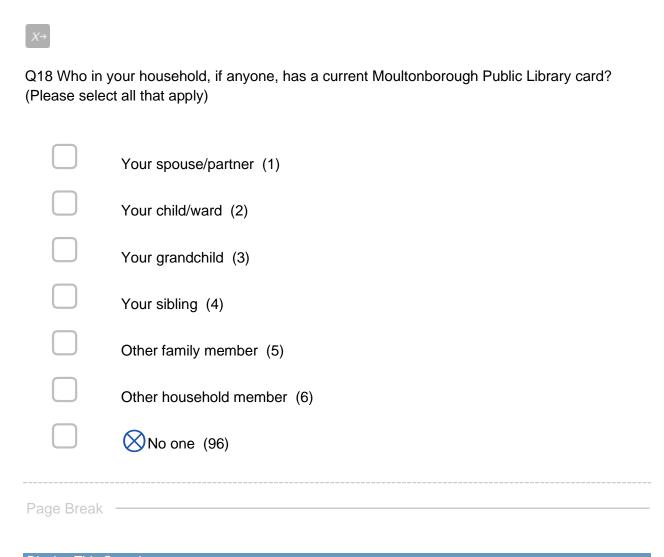


Q14 How important do you believe it is for the Moultonborough Public Library to model the following values?

| | Very important (1) | Somewhat important (2) | Not very important (3) | Not at all important (4) | Don't know/Not sure (98) |
|--|--------------------|------------------------|------------------------|--------------------------|--------------------------------|
| Building community (Q14a) | 0 | 0 | 0 | 0 | 0 |
| Curiosity and innovation (Q14b) | 0 | 0 | 0 | 0 | \circ |
| Diversity, equity, and inclusion (Q14c) | 0 | \circ | \circ | 0 | \circ |
| Intellectual freedom (Q14d) | 0 | \circ | \circ | \circ | \circ |
| Literacy and learning in all forms (Q14e) | 0 | \circ | 0 | 0 | \circ |
| Preservation of Moultonborough history (Q14f) | 0 | \circ | \circ | \circ | \circ |
| Privacy and confidentiality (Q14g) | 0 | \circ | \circ | \circ | \circ |
| Sustainability (Q14h) | 0 | \circ | \circ | \circ | \circ |
| Unfettered access to a broad range of information (Q14i) | 0 | 0 | 0 | | \circ |
| | | | | | |

Page Break

| Q15 What do you like best about Moultonborough? | |
|--|-----------|
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| Q16 What do you think is the most important problem facing the town of Moultonboroug | jh today? |
| | |
| | |
| | |
| | |
| | |
| End of Block: Block 1 | |
| Start of Block: Block 2 | |
| $X \rightarrow$ | |
| Q17 Do you currently have a Moultonborough Public Library card, have you had one in or have you never had one? | the past, |
| Currently have a Moultonborough Public Library card (1) | |
| Used to have a Moultonborough Public Library card (2) | |
| O Never have had a Moultonborough Public Library card (3) | |



Display This Question:

If Q1 = 3



Q19 If the Moultonborough Public Library were to start charging an annual fee for membership to the library, what is the maximum fee you would be willing to pay each year for a library card?

Please enter \$0 if you if you were be unwilling to pay a fee at all. (Omit \$ sign. Please enter whole dollars only)

| Display This Question: |
|--|
| If $Q1 = 3$ $X \rightarrow$ |
| Q20 If the Moultonborough Public Library were to start charging an annual fee for membership to the library, would this make you use the Moultonborough Public Library more often, less often, or would it make no difference? |
| O More often (1) |
| O Less often (2) |
| ○ Make no difference (3) |
| O Don't know/Not sure (98) |
| |
| Display This Question: If Q17 != 1 |
| X X X X X Y |

Q21

When you think about why you don't have a Moultonborough Public Library card, which of the following reasons come to mind?

| (Please select all that apply) | | | |
|--------------------------------|--|--|--|
| | Prefer to use another library (1) | | |
| | Don't feel that I need the library's services/Not top of mind (2) | | |
| | Not familiar with the library (3) | | |
| | Don't have time (4) | | |
| | Don't feel welcome or safe (5) | | |
| | Difficulty accessing library building (6) | | |
| | Inconvenient hours (7) | | |
| residence | Ineligible to have Moultonborough Public Library card based on primary (8) | | |
| | Other (Please specify) (97) | | |
| | Not applicable (99) | | |
| Page Break | | | |

| Display This Question: | | | |
|---|--|--|--|
| If Q17 = 1 | | | |
| $X \rightarrow$ | | | |
| Q22 About how often do you visit the Moultonborough Public Library in person? | | | |
| O More than once a week (1) | | | |
| Once a week (2) | | | |
| Once or twice a month (3) | | | |
| O A few times a year (4) | | | |
| O Never (5) | | | |
| O Don't know/Not sure (98) | | | |
| Display This Question: | | | |
| If Q17 = 1 | | | |
| $X \rightarrow$ | | | |
| Q23 How often do you use any digital resources (ebooks, downloadable audiobooks, streaming music, tv, music, genealogy databases, online classes, etc.) from the Moultonborough Public Library? | | | |
| O More than once a week (1) | | | |
| Once a week (2) | | | |
| Once or twice a month (3) | | | |
| O A few times a year (4) | | | |
| O Never (5) | | | |
| O Don't know/Not sure (98) | | | |

Page Break

```
Display This Question:

If Q17 = 1

Or Q17 = 2

Or Q18 = 1

Or Q18 = 2

Or Q18 = 3

Or Q18 = 4

Or Q18 = 5

Or Q18 = 6
```



Q24 Which of the following **best** describes your interaction with the following services at the Moultonborough Public Library?

| | Used this service in the past year (1) | Used this service more than a year ago (2) | Have heard of this service but never used it (3) | Have never heard of this service (4) |
|--|--|---|--|--|
| Borrowing books, movies, magazines, or youth learning kits (Q24a) | 0 | 0 | 0 | 0 |
| Borrowing unique items like a telescope or lawn games (Q24b) | 0 | 0 | | 0 |
| Device/technology help (Q24c) | \circ | \circ | \circ | \circ |
| Fax machine, scanning, or photocopying (Q24d) | 0 | 0 | 0 | 0 |
| Interlibrary loan (Q24e) | \circ | 0 | 0 | \circ |
| Library programs (Q24f) | \circ | \circ | \circ | \circ |
| Little Free Libraries around Moultonborough (books which do not need to be checked out or returned) (Q24g) | 0 | 0 | | 0 |
| Meeting rooms/study rooms for groups and individuals (Q24h) | 0 | 0 | 0 | 0 |
| Museum passes (Q24i) | \circ | \circ | \circ | \circ |
| Notary services (Q24j) | 0 | \circ | \circ | \circ |

| Online access to ebooks and audiobooks (Q24k) | 0 | \circ | \circ | \circ |
|--|---|---------|---------|---------|
| Online access to films, TV, music, comics, and magazines, and newspapers (Q24I) | | 0 | \circ | 0 |
| Personalized recommendations (Q24m) | 0 | \circ | 0 | \circ |
| Printing, public computers, or wifi (Q24n) | 0 | \circ | 0 | \circ |
| Reference and research services (Q24o) | 0 | \circ | 0 | \circ |
| Special collections rooms and genealogy resources (Q24p) | 0 | \circ | 0 | 0 |
| Story times (Q24q) | 0 | \circ | 0 | \circ |
| | | | | |

Display This Question:

If Q24 [4] (Count) >= 1



Q25 How likely would you be to use the following services at the Moultonborough Public Library if you were more familiar with them?

```
Display This Choice:
    If Q24 = 26 [4]
Display This Choice:
    If Q24 = 5 [ 4 ]
Display This Choice:
    If Q24 = 2 [ 4 ]
Display This Choice:
    If Q24 = 4 [ 4 ]
Display This Choice:
    If Q24 = 6 [ 4 ]
Display This Choice:
    If Q24 = 9 [ 4 ]
Display This Choice:
    If Q24 = 8 [4]
Display This Choice:
    If Q24 = 10 [4]
Display This Choice:
Display This Choice:
    If Q24 = 25 [4]
Display This Choice:
    If Q24 = 14 [4]
Display This Choice:
    If Q24 = 15 [4]
Display This Choice:
    If Q24 = 17 [4]
Display This Choice:
    If Q24 = 24 [ 4 ]
Display This Choice:
    If Q24 = 19 [4]
Display This Choice:
    If Q24 = 20 [4]
Display This Choice:
    If Q24 = 21 [4]
```

| | Very likely (1) | Somewhat likely (2) | Not very likely (3) | Not at all likely (4) | Don't know/Not sure (5) |
|--|--------------------|---------------------|------------------------|--------------------------|-------------------------------|
| Display This Choice: If Q24 = 26 [4] Borrowing books, movies, magazines, or youth learning kits (Q25a) | 0 | 0 | 0 | 0 | |
| Display This Choice: If Q24 = 5 [4] Borrowing unique items like a telescope or lawn games (Q25b) | 0 | | 0 | 0 | 0 |
| Display This Choice: If Q24 = 2 [4] Device/technology help (Q25c) | 0 | | 0 | 0 | |
| Display This Choice: If Q24 = 4 [4] Fax machine, scanning, or photocopying (Q25d) | 0 | 0 | 0 | 0 | |
| Display This Choice: If Q24 = 6 [4] Interlibrary loan (Q25e) | 0 | 0 | 0 | 0 | 0 |

| Display This Choice: If Q24 = 9 [4] Library programs (Q25f) | | 0 | 0 | 0 | 0 |
|--|---|---|---|---|---|
| Display This Choice: If Q24 = 8 [4] Little Free Libraries around Moultonborough (books which do not need to be checked out or returned) (Q25g) | | | 0 | 0 | 0 |
| Display This Choice: If Q24 = 10 [4] Meeting rooms/study rooms for groups and individuals (Q25h) | | | 0 | 0 | 0 |
| Display This Choice: If Q24 = 11 [4] Museum passes (Q25i) | 0 | 0 | 0 | 0 | 0 |
| Display This Choice: If Q24 = 25 [4] Notary services (Q25j) | 0 | 0 | 0 | 0 | 0 |
| Display This Choice: If Q24 = 14 [4] Online access to ebooks and audiobooks (Q25k) | | 0 | 0 | 0 | 0 |

| Display This Choice: If Q24 = 15 [4] Online access to films, TV, music, comics, and magazines, and newspapers (Q25I) | 0 | 0 | 0 | 0 | 0 |
|--|---|---|---|---|---|
| Display This Choice: If Q24 = 17 [4] Personalized recommendations (Q25m) | 0 | 0 | 0 | 0 | 0 |
| Display This Choice: If Q24 = 24 [4] Printing, public computers, or wifi (Q25n) | 0 | 0 | 0 | 0 | 0 |
| Display This Choice: If Q24 = 19 [4] Reference and research services (Q250) | 0 | 0 | 0 | 0 | 0 |
| Display This Choice: If Q24 = 20 [4] Special collections rooms and genealogy resources (Q25p) | 0 | 0 | 0 | 0 | 0 |
| Display This Choice: If Q24 = 21 [4] Story times (Q25q) | 0 | 0 | 0 | 0 | 0 |

| Page Break ———————————————————————————————————— | |
|---|----------------------------------|
| rage bleak | |
| Q26 What services, initiatives, or programs have you heard about or seen at o you would like to see done at Moultonborough Public Library? | ther libraries that |
| (Please list up to 3) | |
| O #1 (1) | |
| O #2 (2) | |
| O #3 (3) | |
| Q27 Below, please rank the top three potential new services, initiatives, or prohow much you would like to see them enacted by the Moultonborough Public I being the project you would most like to see enacted, "2" being the project you most like to see, and "3" being the project you would third most like to see). Delivery of library materials to homebound individuals (1) Reservable private soundproof spaces for meetings (2) Opportunities to perform live music, theater, or other arts (3) Opportunities to attend live music, theater, or other arts events (4) Outdoor group activities for adults (5) Outdoor spaces designed for children (6) Seed Library/Community Garden (7) Maker Space (8) Access to emerging technologies (3D printing, virtual reality, AI) (9) Sister Library (partnership with a library abroad, sharing programs, bor recommendations, etc.) (10) Covered outdoor area(s) (11) More digital resources (e.g. online indie films and children's videos via | Library (with "1" I would second |
| Page Break ———————————————————————————————————— | |
| | |

```
Display This Question:

If Q17 = 1

Or Q17 = 2

Or Q18 = 1

Or Q18 = 2

Or Q18 = 3

Or Q18 = 4

Or Q18 = 5

Or Q18 = 6
```



Q28 How would you rate each of the following elements of the Moultonborough Public Library?

| | Very good (1) | Good (2) | Fair (3) | Poor (4) | Very poor (5) | Don't know/Not sure (98) |
|---|---------------|------------|----------|----------|------------------|--------------------------------|
| Adult programming (presentations, book clubs) (Q28a) | 0 | 0 | 0 | 0 | 0 | 0 |
| Accessibility of the building (Q28b) | 0 | \circ | \circ | \circ | \circ | \circ |
| Book and magazine collection (Q28c) | 0 | 0 | 0 | \circ | 0 | 0 |
| Children's programming (storytime, etc.) (Q28d) | 0 | \circ | 0 | \circ | 0 | 0 |
| Customer service (Q28e) | 0 | \circ | \circ | \circ | \circ | \circ |
| Facilities and grounds (Q28f) | 0 | \circ | 0 | \circ | 0 | \circ |
| Hours of operation (Q28g) | 0 | \circ | \circ | \circ | 0 | \circ |
| Interlibrary loan services (Q28h) | 0 | \circ | 0 | 0 | \circ | \circ |
| Museum passes (Q28i) | 0 | \bigcirc | \circ | \circ | \circ | \circ |
| Online services (website, catalog, digital resources) (Q28j) | 0 | 0 | 0 | 0 | 0 | 0 |

| Printing, copying, scanning, and faxing services (Q28k) | 0 | \circ | 0 | 0 | \circ | 0 |
|---|---|---------|---------|---------|---------|---------|
| Public computers and wifi access (Q28I) | 0 | 0 | 0 | 0 | 0 | 0 |
| Reference services (Q28m) | 0 | \circ | \circ | \circ | \circ | \circ |
| Study rooms and meeting rooms (Q28n) | 0 | \circ | \circ | \circ | \circ | 0 |
| Page Break — | | | | | | |
| | | | | | | |



Q29

If the Moultonborough Public Library were to offer books or programs in languages other than English, which languages would interest you?

| (P | ease selec | t all that apply) | | | |
|----|-----------------|---|--|--|--|
| | | Spanish (1) | | | |
| | | French (2) | | | |
| | | Portuguese (3) | | | |
| | | German (4) | | | |
| | | Italian (5) | | | |
| | | Other (Please specify) (97) | | | |
| | | ⊗ None (96) | | | |
| Pa | ige Break | | | | |
| X | → | | | | |
| Q3 | 80 Overall, I | now would you rate Moultonborough Public Library? | | | |
| | O Very g | good (1) | | | |
| | O Good | (2) | | | |
| | O Fair (| 3) | | | |
| | O Poor (4) | | | | |
| | O Very poor (5) | | | | |
| | O Don't l | know/Not sure (99) | | | |
| | | | | | |

| 31 What do y ograms, and | ou value most space? | about the Mou | ultonborough | Public Librar | y, including i | ts services |
|-----------------------------|--------------------------------|-----------------|--------------|---------------|----------------|-------------|
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | thing would yo | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| 32 What one | thing would yo | | | | | |
| nd of Block: | thing would yo | u suggest to ir | | | | |

Q33

Which of the following describes your gender?

| (Please selec | t all that apply) |
|---------------|--|
| | Woman (1) |
| | Man (2) |
| | Transgender (3) |
| | Non-Binary (4) |
| | Agender/I don't identify with any gender (5) |
| | Other (Please specify) (97) |
| | |
| 54 2 2 | |

| Q34 With whi apply) | ch of the following ethnic or racial groups do you identify? (Please select all that |
|------------------------|--|
| | Native American, Inuit, or Aleut (1) |
| | Asian American/Pacific Islander (2) |
| | African American/Black/Caribbean American (3) |
| | Caucasian/White (4) |
| | Latin/Hispanic (5) |
| | Other (Please specify) (97) |
| | Prefer not to say (99) |
| Page Break | |
| | |

| Q35 What is the highest grade in school or level of education that you've completed or gotten credit for? |
|---|
| ○ Eighth grade or less (1) |
| O Some high school (2) |
| ○ High school graduate (includes G.E.D.) (3) |
| O Technical school (4) |
| O Some college (5) |
| College graduate (6) |
| O Postgraduate work (7) |
| O Don't know/Not sure (98) |
| O Prefer not to say (99) |
| * |
| Q36 And what is your current age? (Please enter a number only) |
| |

χ⇒

| Q37 Including yourself, how many of the persons who currently live in your household are under 18 years of age, including babies and small children? |
|--|
| O None (0) |
| One (1) |
| ○ Two (2) |
| O Three (3) |
| O Four (4) |
| O Five (5) |
| O Six (6) |
| O Seven or more (7) |
| O Don't know/Not sure (98) |
| Page Break ———————————————————————————————————— |
| χ_{\Rightarrow} |
| Q38 Which of the following describes your current employment status? |

| Please selec | t all that apply) |
|--------------|----------------------------|
| | Employed full-time (1) |
| | Employed part-time (2) |
| | Self-employed (3) |
| | Seeking employment (4) |
| | Retired or not working (5) |
| | Unemployed (6) |
| | Student (7) |
| | Prefer not to say (99) |
| | |

Page 38 of 39

| Q39 How much total income did you and your household receive in 2023, not just from wages or salaries but from all sources, that is, before taxes and other deductions were made? | | |
|---|--|--|
| O Less than \$39,999 (1) | | |
| \$40,000-\$59,999 (2) | | |
| \$60,000-\$99,999 (3) | | |
| \$100,000-\$149,999 (4) | | |
| \$150,000-\$199,999 (5) | | |
| O More than \$200,000 (6) | | |
| O Don't know/Not sure (98) | | |
| O Prefer not to say (99) | | |
| End of Block: Demos Block | | |
| Start of Block: END Block | | |
| END Thank you for completing this important survey. Your answers have been very helpful. Please click "submit" below to submit your responses. | | |

After clicking "submit," you will be redirected to a separate page where you may enter your information if you would like to be entered into our drawing to win one of many prizes generously donated by local businesses and restaurants! If you would prefer not to be entered into the drawing, you may simply close out of that page. Your responses to the survey will be collected entirely separately from any information you provide to enter the drawing.

End of Block: END Block