



An Amazing Treasury of Adventure and Whimsy

memories and motivations of library patrons

Hingham Public Library vs. topline results

Susie Wilkening
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Hingham Public Library vs. Topline Averages

The following slides list some of the more relevant deviations from the topline average

- South Shore Public Libraries Survey
 - Sample size = 133
 - Enough to determine the bigger differences with confidence
 - Response rate = 12.2%



Demographics

Hingham Public Library vs. Topline Averages



- Generally older
 - 23% <50 vs. 44% topline average
- Equal number parents, grandparents responding
- Age of children: generally older
 - 65% have child/grandchild in middle or high school vs. 57% topline average
- 98% of respondents are white

The Good News

Hingham Public Library vs. Topline Averages



- Visit more often
 - 41% weekly vs. 33% topline average
- Significantly more likely to say good selection of:
 - Books for adults, tweens/teens
 - Movies/media for adults, tweens/teens, children
- Generally more positive
 - 68% say needs met vs. 53% topline average
 - Significantly more likely to say good programs for adults, 67% vs. 40% topline average
 - 64% say staff cares vs. 47% topline average
 - 53% say help bring community together vs. 43% topline average
 - Net Promoter Score = 87 vs. 75 topline average

What They Borrow

Hingham Public Library vs. Topline Averages

- Books for adults, 92%
- Movies/media for adults, 52%
- All others <30%



Library Usage

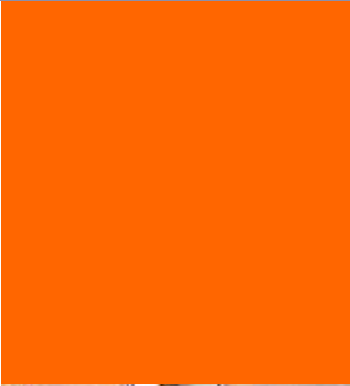
Hingham Public Library vs. Topline Averages



- Significantly more likely to:
 - Participate in programs for adults, 52% vs. 34%
 - Use periodicals, 40% vs. 32% topline average
- Significantly less likely to:
 - Participate in programs for children, 11% vs. 17%
 - Use computers/Wi-Fi, 20% vs. 27% topline average

Why They Visit

Hingham Public Library vs. Topline Averages



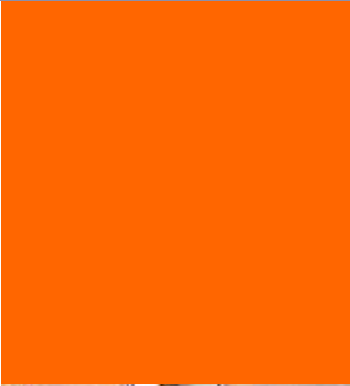
- Significantly more likely to say:
 - Feed curiosity/love of learning, 76% vs. 64% topline average
 - Subject interest, 28% vs. 21% topline average

- Significantly less likely to say:
 - Learning opportunities for children, 20% vs. 30% topline average

Why Libraries Are Important

Hingham Public Library vs. Topline Averages

- Significantly more likely to say:
 - Provide public with free access to information, 52% vs. 46% topline average



Museum Passes

Hingham Public Library
vs. Topline Averages

- 26% borrow museum passes
- Top museums to visit:
 - Art, 84%
 - Historic sites, 74%
 - History, 68%
 - Botanical gardens and arboretums, 62%
 - Zoos and Aquariums, 60%
 - Natural History, 58%
 - Science Centers, 58%



Suggested Follow-Ups

Hingham Public Library vs. Topline Averages



- “The children's dept is WONDERFUL!!”
- “An underfunded library with limited resources and limited hours is one of the worst things that could happen to Hingham.”
- “To me a library is as important a learning tool as our school systems. Regardless of one's age we must all have a place to continue our education, expand our horizons and find our dreams between the pages of a beautiful book. Reading is a good thing.”
- “I think the library staff does a great job and are helpful and friendly. I also enjoy the artwork in the lobby.”
- “I love the library. A friend of mine was having a Star Wars party for her son. I asked if we could borrow the big Star Wars cutouts. They checked and said yes. Her son was so thrilled! It was so generous. I find the librarians are kind and friendly; this makes all the difference!”

Questions or copies of presentation slides?

Contact:

Susie Wilkening

617.489.6180 x 4

susie@reachadvisors.com

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Life Stages of the Museum Visitor

Building Engagement Over a Lifetime

By Susie Wilkening and James Chung



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James Chung, james@reachadvisors.com, (617) 489-6180 x 1
Susie Wilkening, susie@reachadvisors.com, (617) 489-6180 x.4