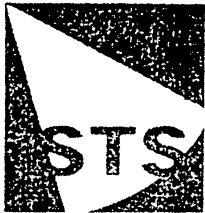


Cambridge Public Library

Survey for CRLS Students -- July 2000



STS MARKET RESEARCH
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Q.1, Have you used the Main Library next door to CRLS during this school year?

	CLASS		
	Total	Sophomore	Junior
Total	239 100.0%	133 100.0%	76 100.0%
Yes	149 62.3%	85 63.9%	46 60.5%
No	90 37.7%	48 36.1%	30 39.5%
No Response	1	1	

Q.2, If you did not use the Main Library, did you use another library?

Base: Respondents who did not use the Main Library during the school year.

CLASS

	Total	Sophomore	Junior
Total	88 100.0%	47 100.0%	29 100.0%
Yes	59 67.0%	31 66.0%	18 62.1%
No	29 33.0%	16 34.0%	11 37.9%
No Response	2	1	1

Q.3, What library did you use?

Base: Respondents who did not use the Main Library during the school year.

	CLASS		
	Total	Sophomore	Junior
Total	60 100.0%	31 100.0%	19 100.0%
CRLS/Pearl K. Wise	38 63.3%	19 61.3%	12 63.2%
Fitzgerald	6 10.0%	4 12.9%	2 10.5%
Cambridge	5 8.3%	3 9.7%	1 5.3%
Central Square	4 6.7%	1 3.2%	2 10.5%
City libraries outside Cambridge	4 6.7%	2 6.5%	1 5.3%
Collins	1 1.7%	1 3.2%	
Valente	1 1.7%		1 5.3%
Other	1 1.7%	1 3.2%	
No Response	30	17	11

Q.4, If you did use the Main Library, how often did you use it?

Base: Respondents who used the Main Library during the school year.

	CLASS		
	Total	Sophomore	Junior
Total	148 100.0%	84 100.0%	46 100.0%
Once a week or more	22 14.9%	14 16.7%	6 13.0%
Once every two weeks	18 12.2%	11 13.1%	6 13.0%
Once a month	30 20.3%	17 20.2%	8 17.4%
Four times a year	43 29.1%	23 27.4%	15 32.6%
Once a year	35 23.6%	19 22.6%	11 23.9%
No Response	1	1	

Q.5, What do you use the library for?

Base: Respondents who used the Main Library during the school year.

	CLASS		
	Total	Sophomore	Junior
Total	149 100.0%	85 100.0%	46 100.0%
School assignments	121 81.2%	72 84.7%	35 76.1%
Use computer	62 41.6%	41 48.2%	18 39.1%
Quiet place to work	50 33.6%	33 38.8%	13 28.3%
Personal reading interests	44 29.5%	22 25.9%	20 43.5%
Came with a class	42 28.2%	32 37.6%	7 15.2%
Meet friends	27 18.1%	18 21.2%	5 10.9%
Videos, CD's, etc.	16 10.7%	10 11.8%	4 8.7%
Attend a program	6 4.0%	4 4.7%	1 2.2%
Came with a family member	2 1.3%	2 2.4%	
Community service	2 1.3%		1 2.2%
Research	1 0.7%	1 1.2%	
Work	1 0.7%	1 1.2%	
Hangout	1 0.7%		

Note: Sum of responses may exceed 100% due to multiple responses.

Q.6, If you did not use the library, what is the reason?

Base: Respondents who did not use the Main Library during the school year.

	CLASS		
	Total	Sophomore	Junior
Total	26 100.0%	12 100.0%	7 100.0%
Never had a reason to go	10 38.5%	4 33.3%	3 42.9%
Didn't feel like going	6 23.1%	1 8.3%	3 42.9%
Didn't have time	5 19.2%	4 33.3%	1 14.3%
Prefer the School Library	4 15.4%	2 16.7%	
It is too big	1 3.8%		1 14.3%
It doesn't have what I want	1 3.8%	1 8.3%	
It is too far from home	1 3.8%	1 8.3%	
Don't like staying after school	1 3.8%		1 14.3%
No Response	64	36	23

Note: Sum of responses may exceed 100% due to multiple responses.

Q.7, What would get you to use the library more?

	CLASS		
	Total	Sophomore	Junior
Total	210 100.0%	117 100.0%	65 100.0%
More computers/computer equipment	140 66.7%	78 66.7%	42 64.6%
More popular books	100 47.6%	60 51.3%	30 46.2%
Special room or area for high school students	92 43.8%	55 47.0%	26 40.0%
More materials to help me do my homework	88 41.9%	56 47.9%	23 35.4%
More CD's	71 33.8%	37 31.6%	25 38.5%
More videos	56 26.7%	30 25.6%	18 27.7%
Quiet room to study	49 23.3%	29 24.8%	16 24.6%
Small conference rooms for groups	47 22.4%	32 27.4%	10 15.4%
Newer, more spacious building	39 18.6%	26 22.2%	10 15.4%
Better programs	30 14.3%	18 15.4%	8 12.3%
Specific types of books	3 1.4%	1 0.9%	2 3.1%
More books	2 1.0%		1 1.5%
More helpful/nicer librarians	2 1.0%	1 0.9%	1 1.5%
Specific types of CD's/videos	1 0.5%		

Note: Sum of responses may exceed 100% due to multiple responses.

Q.7, What would get you to use the library more?

	CLASS		
	Total	Sophomore	Junior
Other	9 4.3%	8 6.8%	1 1.5%
No Response	30	17	11

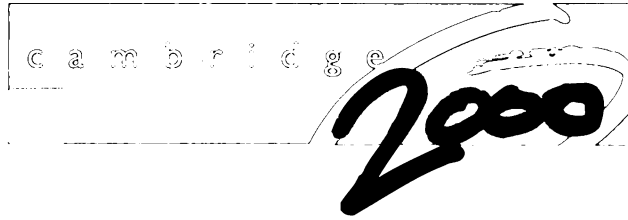
Note: Sum of responses may exceed 100% due to multiple responses.

NEIGHBORHOOD CIRCULATION: JANUARY 1996

BRANCH CIRCULATION WITH PERCENTAGE OF BRANCH LOANS BY NEIGHBORHOOD

what percentage of each locations' transactions were made from each neighborhood.

Neighborhood	Main	Boudreau	C.Sq	Collins	O'Connell	O'Neill	Valente	TOTAL
1	594 1.5%	76 1.5%	95 2.1%	0 0.0%	815 69.0%	64 1.1%	374 16.4%	2,018 3.4%
2	599 1.5%	4 0.1%	86 1.9%	7 0.3%	25 2.1%	45 0.8%	48 2.1%	814 1.4%
3	1,228 3.2%	79 1.6%	43 1.0%	0 0.0%	43 3.6%	10 0.2%	1,407 61.7%	2,810 4.7%
4	2,160 5.6%	41 0.8%	791 17.6%	4 0.2%	16 1.4%	122 2.1%	120 5.3%	3,254 5.4%
5	3,608 9.3%	60 1.2%	2,147 47.9%	19 0.8%	7 0.6%	102 1.8%	128 5.6%	6,071 10.2%
6	11,489 29.6%	136 2.8%	359 8.0%	163 7.2%	64 5.4%	157 2.7%	86 3.8%	12,454 20.8%
7	4,136 10.7%	202 4.1%	543 12.1%	60 2.6%	15 1.3%	24 0.4%	25 1.1%	5,005 8.4%
8	3,442 8.9%	171 3.5%	47 1.0%	38 1.7%	4 0.3%	104 1.8%	3 0.1%	3,809 6.4%
9	3,946 10.2%	2,131 43.2%	153 3.4%	16 0.7%	16 1.4%	551 9.5%	23 1.0%	6,836 11.4%
10	3,796 9.8%	1,691 34.2%	68 1.5%	1,223 53.8%	1 0.1%	360 6.2%	5 0.2%	7,144 12.0%
11	3,037 7.8%	207 4.2%	142 3.2%	68 3.0%	144 12.2%	4,172 72.2%	61 2.7%	7,831 13.1%
12	84 0.2%	19 0.4%	0 0.0%	57 2.5%	32 2.7%	21 0.4%	1 0.0%	214 0.4%
13	695 1.8%	121 2.5%	11 0.2%	619 27.2%	0 0.0%	48 0.8%	0 0.0%	1,494 2.5%
TOTAL	38,814 100.0%	4,938 100.0%	4,485 100.0%	2,274 100.0%	1,182 100.0%	5,780 100.0%	2,281 100.0%	59,754 100.0%



CITY OF CAMBRIDGE • EXECUTIVE DEPARTMENT

Robert W. Healy, City Manager

Richard C. Rossi, Deputy City Manager

November 6, 2000

To The Honorable City Council:

I am enclosing for your information copies of the surveys on the Cambridge Public Library, as requested at the Special City Council Meeting of October 30, 2000.

Very truly yours,

A handwritten signature in black ink, appearing to read "Robert W. Healy".

Robert W. Healy
City Manager

RWH/dls
enclosures



2000 Things 2 Do in 2000

S 358
Surveys on the Cambridge Public
Library as requested at the
Special City Council Meeting
on October 30, 2000.

In City Council October 30, 2000