Cos Cob Survey Summary

Greenwich Library | June 26, 2023

Survey Overview

This document summarizes findings from a survey of Greenwich community members to understand their current use of Cos Cob Library and priorities for its spaces.

The survey was open for three weeks from Monday, April 17 through Sunday, May 7. A total of 2,006 respondents participated in the survey, including 1,990 in English, 10 in Japanese, and 6 in Spanish.

Community members could participate in the survey online, at a dedicated computer station in Library locations, or using paper versions of the survey at Library locations. Both the online and paper versions were available in English, Spanish, and Japanese.

Greenwich Library staff and Friends groups conducted outreach via a broad range of channels, including:

- Press release and media outreach.

- Emails, including the weekly newsletter and a targeted email to Cos Cob Library cardholders.

- Greenwich website.

- Social media, including cross-postings in community Facebook groups.

- Print materials in the library, including a flyer and bookmark with a QR code.

- Content for partners and community members to share with their networks.

- Exterior lawn signs at Cos Cob Library.

- Flyers in area businesses.

- Targeted postcard mailing to reach Cos Cob residents.

- Collaboration with community partners.

Survey participation was incentivized by a raffle for an Amazon kindle.

Methodology and Definitions

This analysis typically disaggregates respondents in the following ways:

- **Cos Cob Primary Users** are survey respondents who indicated that their primary in-person location for public library services is Cos Cob Library.

- **All Cos Cob Users** are survey respondents who primarily access public library services at an in-person location and report having visited Cos Cob Library at least once in the past 12 months. This includes Cos Cob Primary Users and respondents who indicated that their primary in-person location for accessing public library services is another location, such as Byram Shubert Library, Greenwich Library (Main Library), Perrot Library, or another library.

- **Cos Cob Nonusers** are survey respondents who did not visit Cos Cob at least once in the past 12 months.

- **Primarily Online Users and Library Nonusers** are survey respondents who primarily access public library services online ("Primarily Online Users") and respondents who do not use public library services ("Library Nonusers.")

In some cases, we collectively analyze Cos Cob Nonusers with Primarily Online Users and Library Nonusers because they are groups who never or infrequently use Cos Cob Library.

This analysis also sometimes disaggregates some questions by respondents' age.

We also use the term "In-Person Library Users" to refer to all survey respondents who primarily access public library services at any of the following in-person locations: Greenwich Library (Main Library), Cos Cob Library, Perrot Library, Byram Shubert Library, or a library outside the Town of Greenwich.

If survey respondents noted that they primarily use online library services or that they do not use library services, they answered a different set of questions than In-Person Library Users. See the Appendix for the full set of survey questions.

Key Takeaways

Current Use of Cos Cob Library

Activities at Cos Cob. When visiting Cos Cob Library in the past 12 months, the largest proportions of Cos Cob Primary Users and Cos Cob Users typically checked out materials or holds, browsed collections, and/or attended programming (see Exhibit 6)

Current use of spaces. In the past 12 months, Cos Cob Library's area for collections and books displays is the space that the highest proportions of Cos Cob Primary Users and Cos Cob Users used. In the past 12 months, roughly half of all Cos Cob Primary Users and Cos Cob Users used the children's area, community room, and computer desks/adult area at least a few times, though a smaller proportion of respondents used these areas more frequently (see Exhibit 9).

Suitability of current size of spaces. Between two-thirds and three-quarters of Cos Cob Primary Users and Cos Cob Users reported that the children's area and community room had too little space. More than one-half of both user groups reported that the collections and book display area and computer desks and adult area had too little space (see Exhibit 10).

Priorities for Cos Cob Spaces if the Library were to Expand

Top community priorities for Cos Cob Library differ by whether respondents consider Cos Cob to be their primary location for accessing public library services. **We generally find that Cos Cob Primary Users seek enhancements to the existing features of Cos Cob Library** – the programming space, children's area, and collections – while respondents who do not consider Cos Cob their primary library seek new features for Cos Cob Library, primarily dedicated quiet spaces to study, read, or work.

▪ **Disaggregated by Respondents' Primary Public Library.** The differences in findings described below between Cos Cob Primary Users and respondents whose primary library is Greenwich aligns with the differences seen in the open-ended comments.

    ▫ **Cos Cob Primary Users** fairly evenly prioritize five potential spaces as their first or second priorities for Cos Cob Library. Considering only respondents' first priorities, the largest proportions of respondents selected three options: a larger community room (22%), a more open children's area (21%), and more space for collections (21%). When considering these

respondents' first and second priorities together, respondents also prioritize two other options: dedicated quiet spaces to study, read, or work and improved outdoor space for programs or events (see Exhibit 11).

  ▪ Respondents whose primary public library is Perrot Library, Byram Shubert Library, or a library outside the Town of Greenwich prioritize the same five spaces at similar levels.

  ▫ **Respondents whose primary library is Greenwich Library** most frequently selected dedicated quiet spaces (47%), improved outdoor space for programs or events (35%), and more space for collections (29%) as their first or second priority. When only considering these respondents' top priorities, the largest proportion respondents (26%) selected dedicated quiet spaces as their top priority (see Exhibit 11).

▪ **Disaggregated by Cos Cob Users and Cos Cob Library Nonusers.** The most commonly selected first or second priority for both groups is dedicated quiet spaces: 37% of Cos Cob Users and 50% of Cos Cob Nonusers identified this as their first or second priority for space in an expanded Cos Cob Library. The lowest proportion of both groups of respondents would prioritize a dedicated teen area (see Exhibit 13).

  ▫ **Cos Cob Users** most frequently selected four options as their first priority: more space for collections (20%), a larger community room (20%), a more open children's area (18%), and dedicated quiet spaces to study, read, or work (18%).

  ▫ **Cos Cob Nonusers'** most commonly selected first priorities are dedicated quiet spaces to study, read, or work (29%), an improved outdoor space for programs or events (18%), and a more open children's area (18%).

▪ **Primarily Online Library Users and Library Nonusers.** Between 10% and 23% of Primarily Online Library Users and Library Nonusers reported that they would visit Cos Cob Library more often to use any given potential future spaces (see Exhibit 14). The largest proportions of these respondents said they would visit at least one- to three times per month to use additional tables to work or study (23%) and dedicated quiet spaces to study, read, or work (22%). More than seven out of ten Primarily Online Library Users and Library Nonusers reported that they would not visit Cos Cob Library to use a dedicated teen area (82%) or more open children's area (71%).
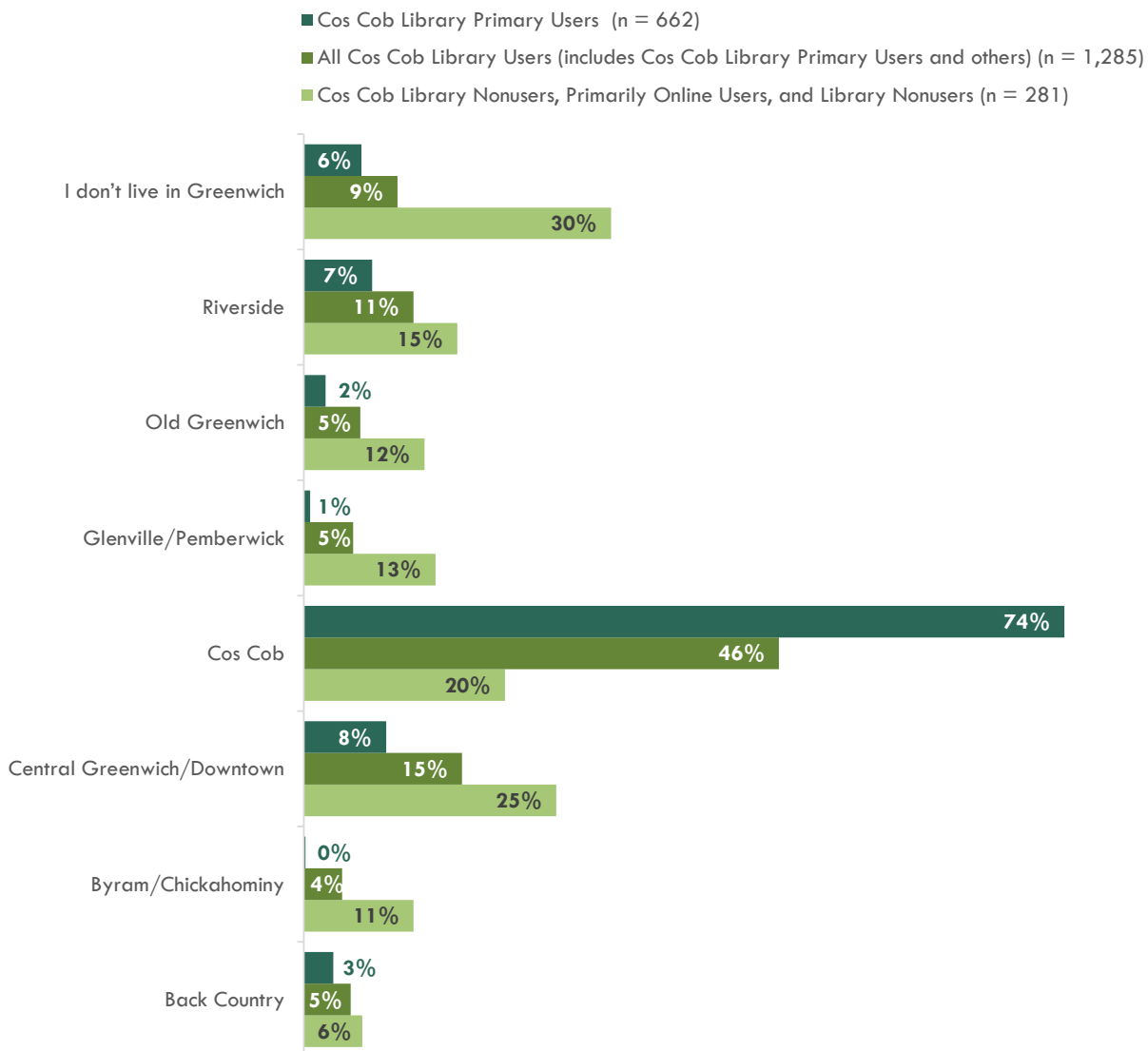
About the Respondents

All respondents self-selected to participate in the survey after learning about the survey through one of the outreach methods noted in the Survey Overview section, so this survey is not statistically valid by design. This sample of the community is not necessarily representative of all community demographics. We have disaggregated findings by respondent attributes in some cases to allow for a more nuanced understanding of input.

Demographics

Exhibit 1 shows the neighborhood that respondents are affiliated with, disaggregated by respondents' library usage. The largest proportions of Cos Cob Primary Users (74%) and all Cos Cob Users (46%) live in Cos Cob, while respondents who are Cos Cob Nonusers, Primarily Online Users, or Library Nonusers are fairly evenly dispersed throughout the Town of Greenwich and other communities.

Exhibit 1. Neighborhood of Respondents, Disaggregated by Library Usage

■ Cos Cob Library Primary Users (n = 662)
■ All Cos Cob Library Users (includes Cos Cob Library Primary Users and others) (n = 1,285)
■ Cos Cob Library Nonusers, Primarily Online Users, and Library Nonusers (n = 281)

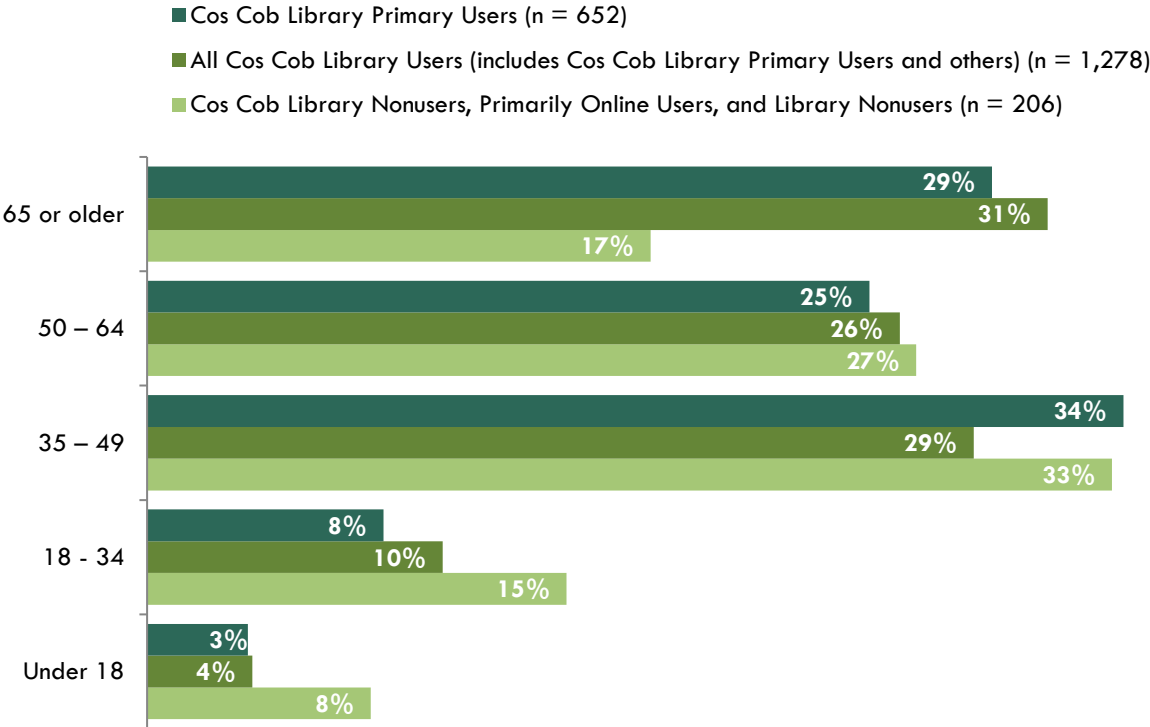| Neighborhood	Primary Users	All Users	Nonusers
I don't live in Greenwich	6%	9%	30%
Riverside	7%	11%	15%
Old Greenwich	2%	5%	12%
Glenville/Pemberwick	1%	5%	13%
Cos Cob	74%	46%	20%
Central Greenwich/Downtown	8%	15%	25%
Byram/Chickahominy	0%	4%	11%
Back Country	3%	5%	6%

Source: BERK, 2023.

Exhibit 2 shows the age of survey respondents, disaggregated by respondents' library usage. Cos Cob Primary Users are fairly evenly distributed among the age brackets of 35-49, 50-64, and 65 or older (34%, 25%, and 29% of respondents respectively). One in 12 (8%) of Cos Cob Primary Library Users are aged 18-34 and 3% of these respondents are under the age of 18. All Cos Cob Users follow a similar trend.

Respondents who are Cos Cob Nonusers, Primarily Online Users, or Library Nonusers are younger than Cos Cob Users, with nearly one-quarter (23%) of these respondents under the age of 35.

Exhibit 2. Age of Respondents, Disaggregated by Library Usage

■ Cos Cob Library Primary Users (n = 652)

■ All Cos Cob Library Users (includes Cos Cob Library Primary Users and others) (n = 1,278)

■ Cos Cob Library Nonusers, Primarily Online Users, and Library Nonusers (n = 206)

Age	Cos Cob Primary Users	All Cos Cob Users	Nonusers/Online/Library Nonusers
65 or older	29%	31%	17%
50 – 64	25%	26%	27%
35 – 49	34%	29%	33%
18 - 34	8%	10%	15%
Under 18	3%	4%	8%

Source: BERK, 2023.

Exhibit 3 shows the parent or caregiver status of respondents, disaggregated by respondents' library usage. About half of Cos Cob Primary Users (52%) and all Cos Cob Users (45%) are a parent or caregiver of a child or teen ages 18 or younger. Fewer respondents who are Cos Cob Nonusers, Primarily Online Users, or Library Nonusers (30%) are parents or caregivers of a child or teen ages 18 or younger.

Exhibit 3. Parent or Caregiver Status of Respondents, Disaggregated by Library Usage

■ Cos Cob Library Primary Users (n = 648)
■ All Cos Cob Library Users (includes Cos Cob Library Primary Users and others) (n = 1,254)
■ Cos Cob Library Nonusers, Primarily Online Users, and Library Nonusers (n = 357)

Parent of caregiver of a teen/teens aged 12 – 18
- 19%
- 16%
- 16%

Parent of caregiver of a child/children aged 7 – 11
- 22%
- 18%
- 9%

Parent or caregiver of a child/children aged 0 – 6
- 27%
- 24%
- 13%

Not a parent or caregiver to a child or teen
- 48%
- 55%
- 70%
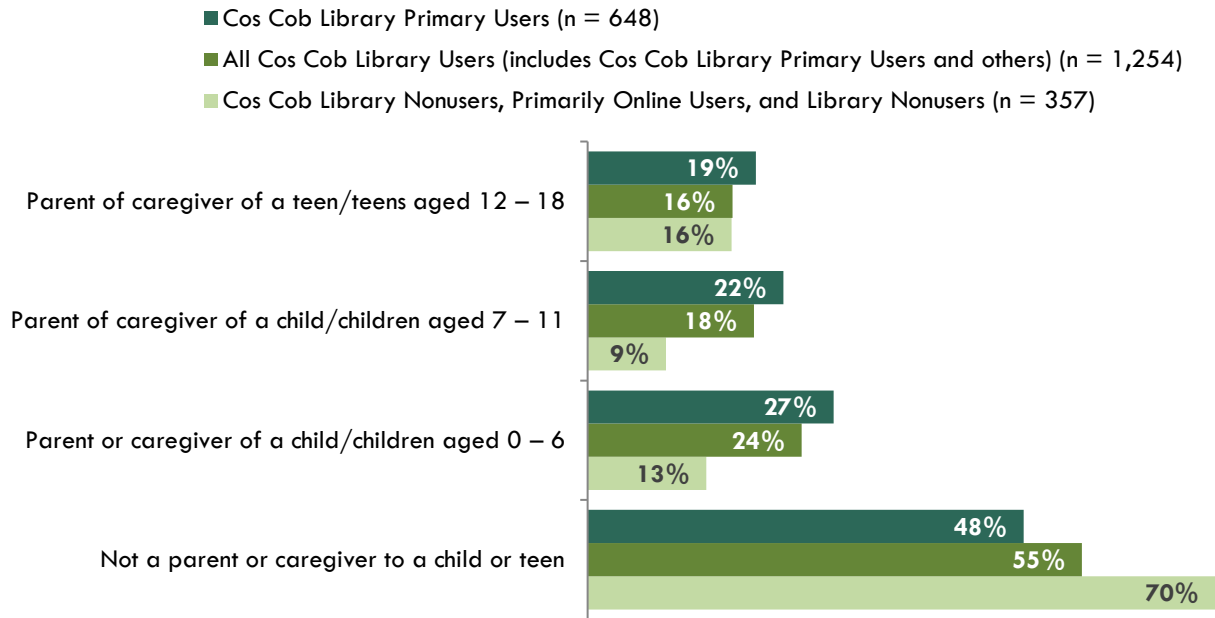
Note: Percentages for each group do not sum to 100% because respondents could select multiple options.
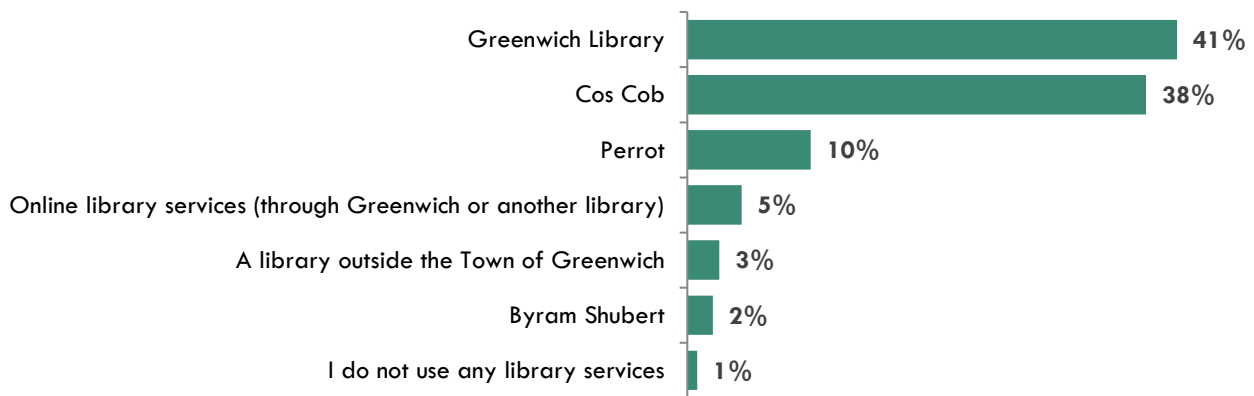
Source: BERK, 2023.

Primary Public Library Location

Exhibit 4 shows the libraries that respondents consider as their primary public library. Most respondents' primary libraries are either Greenwich Library (41%) or Cos Cob Library (38%). For respondents who reported that they primarily use online library services or do not use any library services (Primarily Online Library User or Library Nonuser), the survey only asked the questions shown in the Primarily Online Library Users and Library Nonusers section.

Exhibit 4. Respondents' Primary Public Library Location (n = 2,000)

Survey Question: "If you use a library in Greenwich for in-person services, what do you consider as your primary public library location?"

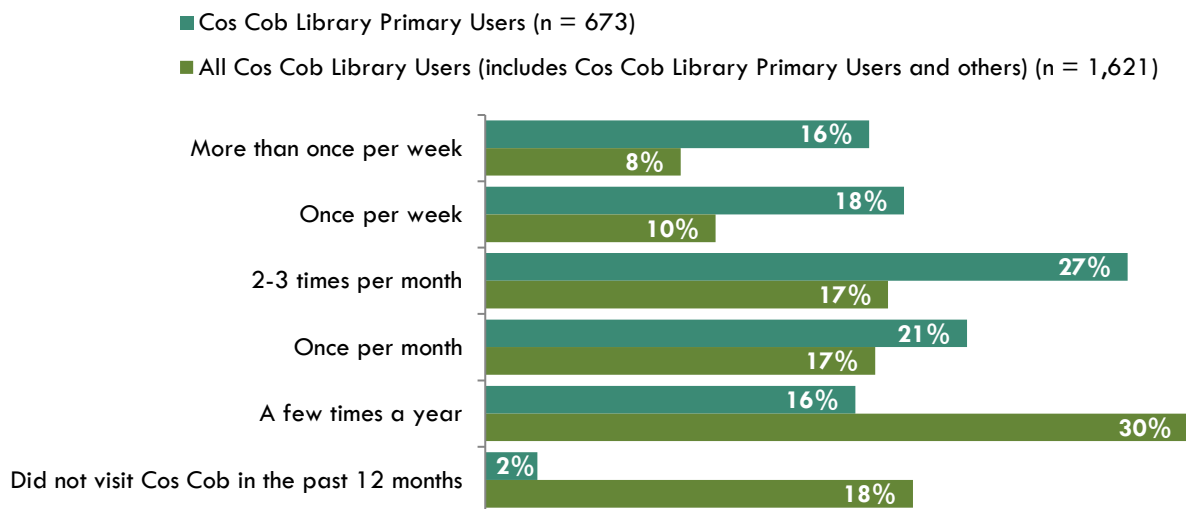| Location	Percentage
Greenwich Library	41%
Cos Cob	38%
Perrot	10%
Online library services (through Greenwich or another library)	5%
A library outside the Town of Greenwich	3%
Byram Shubert	2%
I do not use any library services	1%

Source: BERK, 2023.

Detailed Findings

Usage of Cos Cob Library

Exhibit 5 shows how often Cos Cob Primary Users and all Cos Cob Users report having visited Cos Cob Library in the past 12 months. Most Cos Cob Primary Users (82%) and Cos Cob Users (52%) visited Cos Cob Library at least once per month. One in three Cos Cob Primary Users (34%) and one in five (18%) Cos Cob Users visited the Library at least once per week. Few Cos Cob Primary Users (2%) did not visit in the past 12 months, compared to one in five Cos Cob Users (18%).

Exhibit 5. Frequency of Cob Library Primary User Respondents' and All Cos Cob Library User Respondents' Visits to Cos Cob Library

Survey question: "In the last 12 months, approximately how often have you visited Cos Cob Library?"

■ Cos Cob Library Primary Users (n = 673)
■ All Cos Cob Library Users (includes Cos Cob Library Primary Users and others) (n = 1,621)

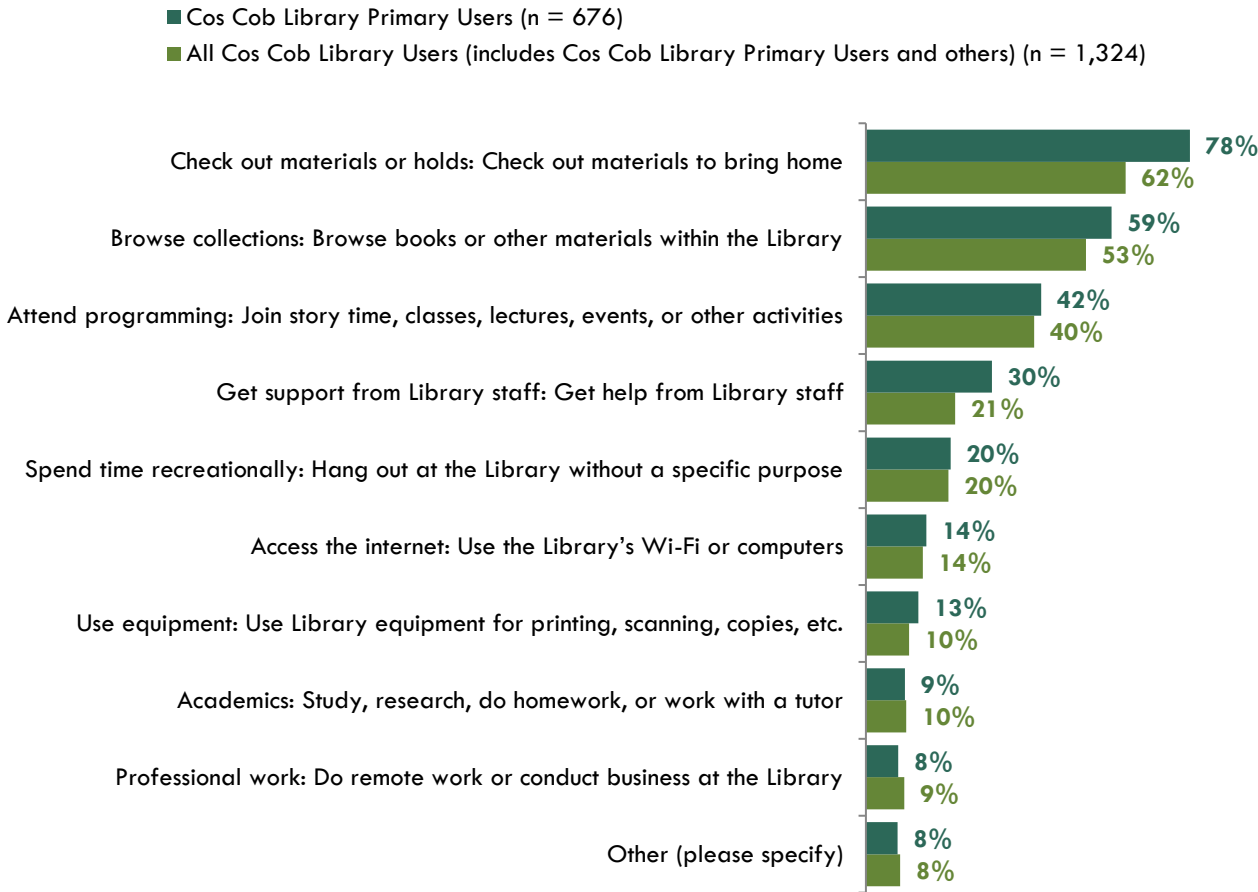| Category	Primary Users	All Users
More than once per week	16%	8%
Once per week	18%	10%
2-3 times per month	27%	17%
Once per month	21%	17%
A few times a year	16%	30%
Did not visit Cos Cob in the past 12 months	2%	18%

Source: BERK, 2023.

Exhibit 6 shows the typical activities of Cos Cob Primary Users and all Cos Cob Users when they have visited Cos Cob Library in the past 12 months. Patterns of usage are similar for both groups. The largest proportions of both groups have typically checked out materials or holds (78% and 62% respectively), browsed collections (59% and 53% respectively), and/or attended programming (42% and 40% respectively). Fewer respondents typically accessed the internet (14% for both), used equipment (13% and 10% respectively), or did academic (9% and 10% respectively) or professional work (8% and 9% respectively).

Exhibit 6. Typical Activities of Cos Cob Library Primary User Respondents and All Cos Cob Library User Respondents when Visiting Cos Cob Library in the Past 12 Months

Survey question: "In the last 12 months, what have you typically done when you've visited the Cos Cob branch? Please check all that apply."

■ Cos Cob Library Primary Users (n = 676)
■ All Cos Cob Library Users (includes Cos Cob Library Primary Users and others) (n = 1,324)

Activity	Primary Users	All Users
Check out materials or holds: Check out materials to bring home	78%	62%
Browse collections: Browse books or other materials within the Library	59%	53%
Attend programming: Join story time, classes, lectures, events, or other activities	42%	40%
Get support from Library staff: Get help from Library staff	30%	21%
Spend time recreationally: Hang out at the Library without a specific purpose	20%	20%
Access the internet: Use the Library's Wi-Fi or computers	14%	14%
Use equipment: Use Library equipment for printing, scanning, copies, etc.	13%	10%
Academics: Study, research, do homework, or work with a tutor	9%	10%
Professional work: Do remote work or conduct business at the Library	8%	9%
Other (please specify)	8%	8%

Source: BERK, 2023.

As Exhibit 6 shows, some respondents indicated that they've visited Cos Cob Library for "other" reasons. Many of these responses reiterated ideas already included in Exhibit 6. Additional reasons included:

- To return books.

- To meet neighbors or friends or to participate in a book club or engagement with another community group.

- To enjoy the art exhibits.
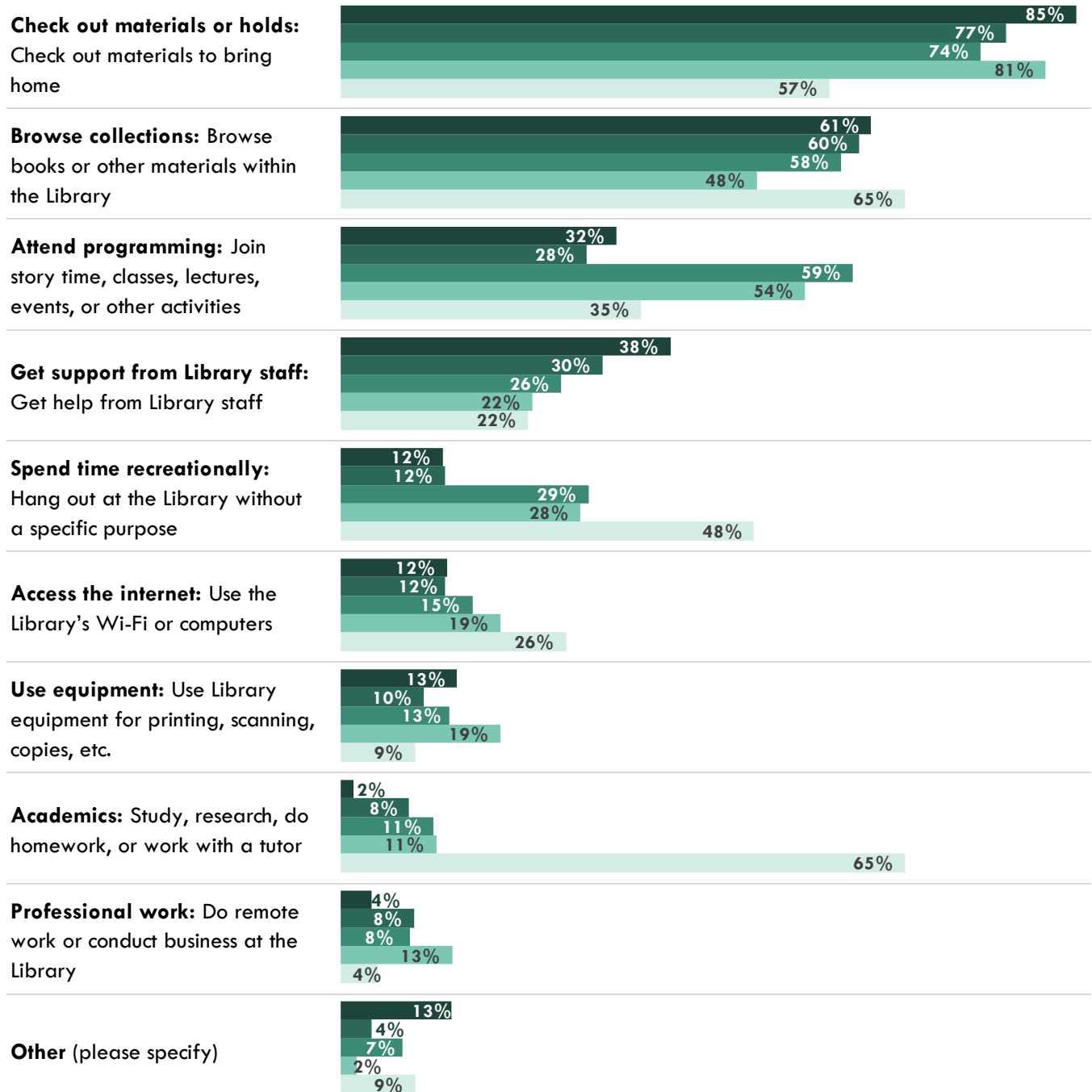
- To use the bathroom facility.

Exhibit 7 shows the proportion of Cos Cob Primary Users in each age group (see Exhibit 2) that typically engaged in each activity shown in Exhibit 6 when they have visited Cos Cob Library in the past 12 months, and Exhibit 8 shows the same information for all Cos Cob Users. Age-specific patterns of usage are similar for both user groups. Notable differences in both user groups by age group include:

- A higher proportion of respondents in these user groups between ages 18 to 34 and ages 35 to 49 attend programming than respondents in other age groups.

- A higher proportion of respondents in these user groups spend time recreationally at the Library than older respondents.

- A higher proportion of respondents in these user groups under the age of 18 do academics at the Library than respondents in all other age groups.

Exhibit 7. Typical Activities of Cos Cob Library Primary User Respondents when Visiting Cos Cob Library in the Past 12 Months, Disaggregated by Respondents' Age Group

Survey question: "In the last 12 months, what have you typically done when you've visited the Cos Cob branch? Please check all that apply."

- Cos Cob Library Primary Users Ages 65+ (n = 194)
- Cos Cob Library Primary Users Ages 50 to 64 (n = 165)
- Cos Cob Library Primary Users Ages 35 to 49 (n = 223)
- Cos Cob Library Primary Users Ages 18 to 34 (n = 54)
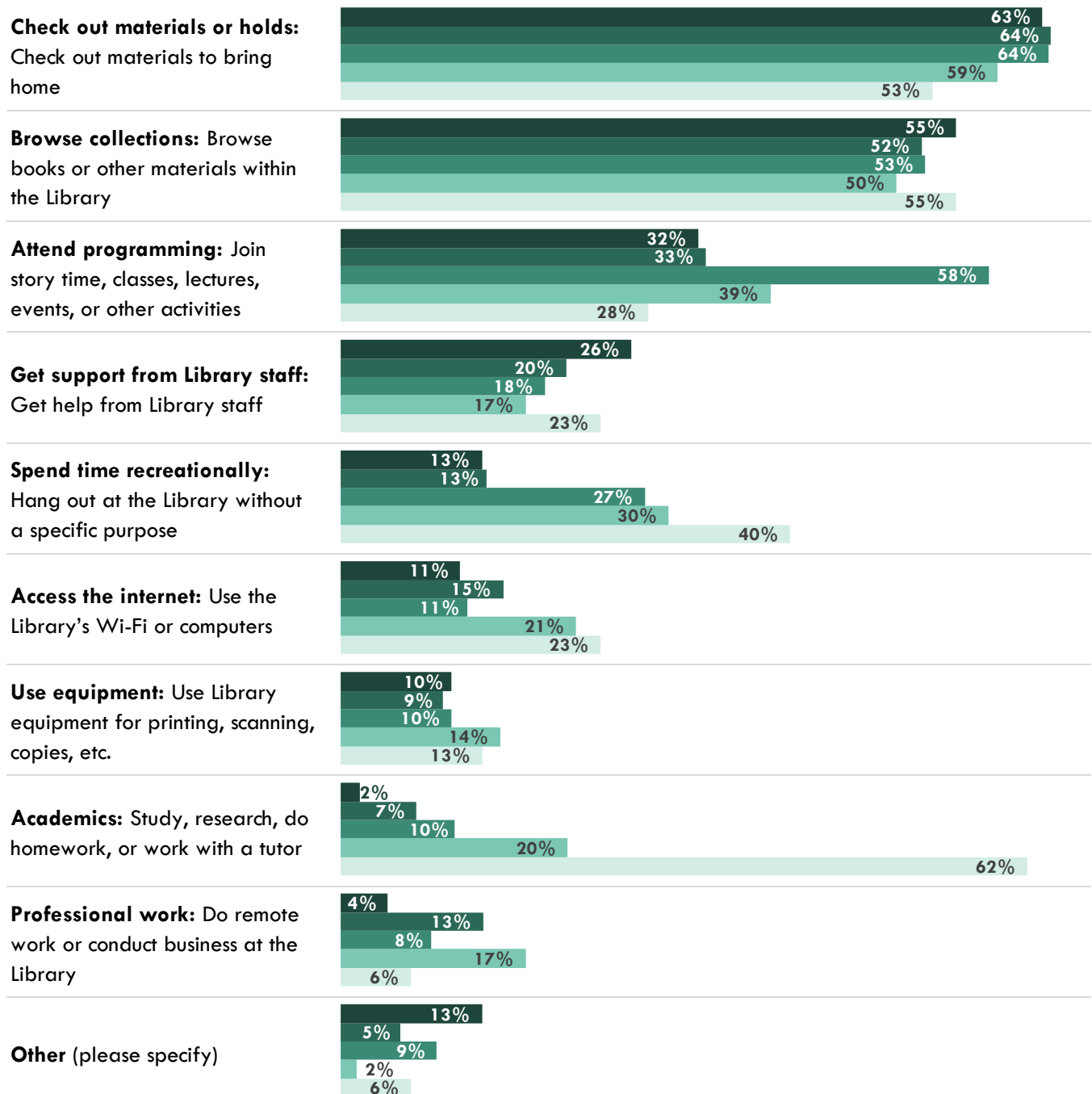- Cos Cob Library Primary Users Under 18 (n = 23)

Check out materials or holds: Check out materials to bring home
- 85%
- 77%
- 74%
- 81%
- 57%

Browse collections: Browse books or other materials within the Library
- 61%
- 60%
- 58%
- 48%
- 65%

Attend programming: Join story time, classes, lectures, events, or other activities
- 32%
- 28%
- 59%
- 54%
- 35%

Get support from Library staff: Get help from Library staff
- 38%
- 30%
- 26%
- 22%
- 22%

Spend time recreationally: Hang out at the Library without a specific purpose
- 12%
- 12%
- 29%
- 28%
- 48%

Access the internet: Use the Library's Wi-Fi or computers
- 12%
- 12%
- 15%
- 19%
- 26%

Use equipment: Use Library equipment for printing, scanning, copies, etc.
- 13%
- 10%
- 13%
- 19%
- 9%

Academics: Study, research, do homework, or work with a tutor
- 2%
- 8%
- 11%
- 11%
- 65%

Professional work: Do remote work or conduct business at the Library
- 4%
- 8%
- 8%
- 13%
- 4%

Other (please specify)
- 13%
- 4%
- 7%
- 2%
- 9%

Source: BERK, 2023.

Exhibit 8. Typical Activities of All Cos Cob Library User Respondents when Visiting Cos Cob Library in the Past 12 Months, Disaggregated by Respondents' Age Group

Survey question: "In the last 12 months, what have you typically done when you've visited the Cos Cob branch? Please check all that apply."

- Cos Cob Users Ages 65+ (n = 401)
- Cos Cob Users Ages 50 to 64 (n = 335)
- Cos Cob Users Ages 35 to 49 (n = 369)
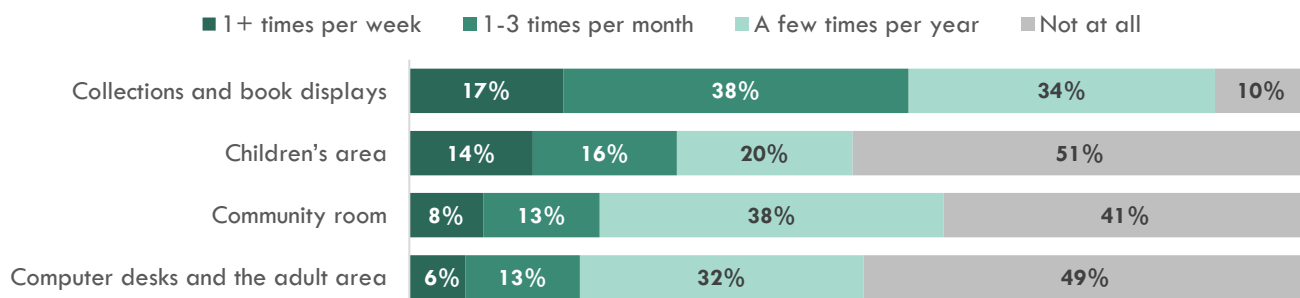- Cos Cob Users Ages 18 to 34 (n = 132)
- Cos Cob Users Under 18 (n = 47)

Check out materials or holds: Check out materials to bring home
- 63%
- 64%
- 64%
- 59%
- 53%

Browse collections: Browse books or other materials within the Library
- 55%
- 52%
- 53%
- 50%
- 55%

Attend programming: Join story time, classes, lectures, events, or other activities
- 32%
- 33%
- 58%
- 39%
- 28%

Get support from Library staff: Get help from Library staff
- 26%
- 20%
- 18%
- 17%
- 23%

Spend time recreationally: Hang out at the Library without a specific purpose
- 13%
- 13%
- 27%
- 30%
- 40%

Access the internet: Use the Library's Wi-Fi or computers
- 11%
- 15%
- 11%
- 21%
- 23%

Use equipment: Use Library equipment for printing, scanning, copies, etc.
- 10%
- 9%
- 10%
- 14%
- 13%

Academics: Study, research, do homework, or work with a tutor
- 2%
- 7%
- 10%
- 20%
- 62%

Professional work: Do remote work or conduct business at the Library
- 4%
- 13%
- 8%
- 17%
- 6%

Other (please specify)
- 13%
- 5%
- 9%
- 2%
- 6%

Source: BERK, 2023.

Exhibit 9 shows how frequently Cos Cob Primary Users and all Cos Cob Users have used the spaces at Cos Cob Library in the past 12 months. Most respondents in both user groups (90% and 85% respectively) used collections and book displays at least a few times in the past 12 months. More than half of Cos Cob Primary Users (55%) and four in ten Cos Cob Users (39%) used this space at least one- to three times per month. In the past 12 months, about half of all respondents in both user groups used the children's area, community room, and computer desks/adult area at least a few times, though a smaller proportion of respondents used these areas more frequently.

Exhibit 9. Space Use of Cos Cob Library Primary User Respondents and All Cos Cob Library User Respondents in the Past 12 Months

Survey question: "In the last 12 months, how much did you use each of the following spaces at Cos Cob, whether for community events or personal use?"

Cos Cob Primary Users (n = 660)

■ 1+ times per week ■ 1-3 times per month ■ A few times per year ■ Not at all

Space	1+ times per week	1-3 times per month	A few times per year	Not at all
Collections and book displays	17%	38%	34%	10%
Children's area	14%	16%	20%	51%
Community room	8%	13%	38%	41%
Computer desks and the adult area	6%	13%	32%	49%

All Cos Cob Users (includes Cos Cob Primary Users and others) (n = 1,275)

■ 1+ times per week ■ 1-3 times per month ■ A few times per year ■ Not at all

Space	1+ times per week	1-3 times per month	A few times per year	Not at all
Collections and book displays	10%	29%	46%	15%
Children's area	9%	12%	21%	57%
Community room	7%	10%	37%	46%
Computer desks and the adult area	4%	10%	31%	54%

Source: BERK, 2023.

Suitability of Space Sizes at Cos Cob Library

Exhibit 10 shows Cos Cob Primary User's and all Cos Cob User's opinions of whether the size of spaces in Cos Cob Library has met their needs in the past 12 months. Patterns are similar between the two user groups. For all four spaces listed, between approximately one-half and three-quarters of respondents reported that there was slightly or far too little space. The largest proportion of both user groups of respondents felt that the children's area and community room had too little space, with a slightly higher proportion of Cos Cob Primary Users reporting this concern than all Cos Cob Users. Few respondents (between 5% and 7%) in both user groups reported that areas in Cos Cob Library had more than enough space.

Exhibit 10. Suitability of Space Sizes at Cos Cob Library for Cos Cob Library Primary User Respondents and All Cos Cob Library User Respondents in the Past 12 Months

Survey question: "How has the size of each of the following spaces at Cos Cob met or not met your personal needs over the past 12 months? Please evaluate each space independently of the other spaces."

Cos Cob Primary Users

■ More than enough space ■ The right amount of space ■ Slightly too little space ■ Far too little space

Space	More than enough	Right amount	Slightly too little	Far too little	n
Computer desks and the adult area	6%	40%	37%	17%	(n = 401)
Collections and book displays	5%	35%	42%	18%	(n = 600)
Community room	5%	24%	34%	37%	(n = 446)
Children's area	5%	23%	39%	33%	(n = 392)

All Cos Cob Users (includes Cos Cob Primary Users and others)

■ More than enough space ■ The right amount of space ■ Slightly too little space ■ Far too little space

Space	More than enough	Right amount	Slightly too little	Far too little	n
Computer desks and the adult area	7%	40%	37%	16%	(n = 720)
Collections and book displays	6%	38%	40%	17%	(n = 1113)
Community room	5%	31%	35%	29%	(n = 817)
Children's area	6%	27%	38%	29%	(n = 678)

Source: BERK, 2023.

Priorities for Space at Cos Cob Library

Exhibit 11 shows respondents' first and second priorities for space in Cos Cob Library if the Library were able to expand, disaggregated by respondents' primary public library.

- **Cos Cob Primary Users** fairly evenly prioritize five spaces as their first or second priorities for Cos Cob Library. Considering only respondents' first priorities, the largest proportions of respondents selected three options: a larger community room (22%), a more open children's area (21%), and more space for collections (21%). When considering these respondents' first and second priorities together, respondents also prioritize two other options: dedicated quiet spaces to study, read, or work and improved outdoor space for programs or events – however, fewer of these respondents selected these as their first priority. The smallest proportions of these respondents prioritize additional tables to work or study (17%) or a dedicated teen area (16%) as either their first or second priority.

- **Respondents whose primary library is Greenwich Library** highly prioritize dedicated quiet spaces (47%), improved outdoor space for programs or events (35%), and more space for collections (29%) as their first or second priorities. When only considering these respondents' top priorities, the largest proportion of these respondents (26%) selected dedicated quiet spaces as their top priority. Four other options were selected by a similar proportion of these respondents (between 13% and 17%) as their top priority: more space for collections (17%), a more open children's area (15%), improved outdoor space for programs or events (14%), and a larger community room (13%). Fewer of these respondents prioritize additional tables to work or study (9%) or a dedicated teen area (6%) as their first priority.

- **Respondents whose primary library is not Cos Cob or Greenwich** prioritize the same five spaces as their first or second priority as Cos Cob Primary Users.

Exhibit 11. In-Person Library User Respondents' Priorities for Cos Cob Library Space, Disaggregated by Respondents' Primary Public Library
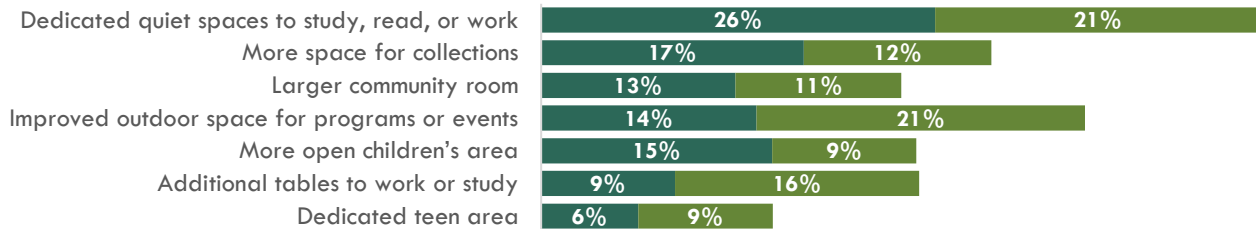
Survey question: "If Cos Cob is able to expand, which would be your first and second priorities for space?"
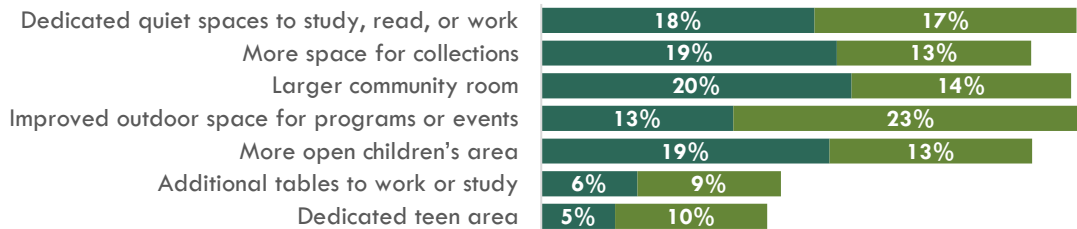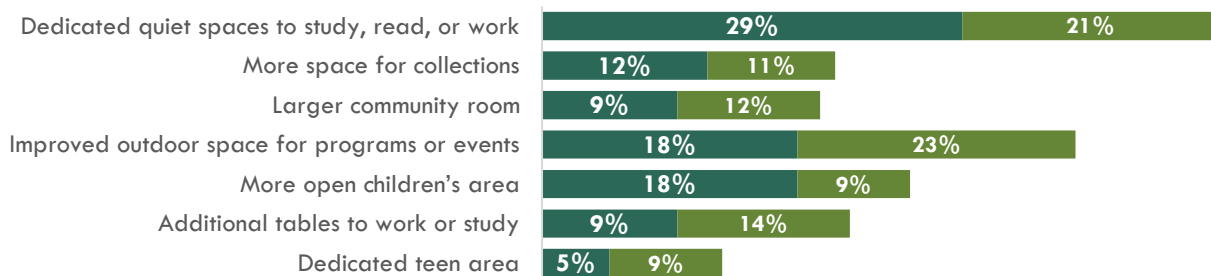
■ First Priority   ■ Second Priority

Cos Cob Primary Users (n = 651)

	First Priority	Second Priority
Dedicated quiet spaces to study, read, or work	14%	19%
More space for collections	21%	13%
Larger community room	22%	14%
Improved outdoor space for programs or events	10%	21%
More open children's area	21%	13%
Additional tables to work or study	6%	11%
Dedicated teen area	6%	10%

Respondents whose Primary Library is Greenwich Library (n = 582)

	First Priority	Second Priority
Dedicated quiet spaces to study, read, or work	26%	21%
More space for collections	17%	12%
Larger community room	13%	11%
Improved outdoor space for programs or events	14%	21%
More open children's area	15%	9%
Additional tables to work or study	9%	16%
Dedicated teen area	6%	9%

Respondents whose Primary Library is Perrot Library, Byram Shubert Library, or a library outside the Town of Greenwich (n = 207)

	First Priority	Second Priority
Dedicated quiet spaces to study, read, or work	18%	17%
More space for collections	19%	13%
Larger community room	20%	14%
Improved outdoor space for programs or events	13%	23%
More open children's area	19%	13%
Additional tables to work or study	6%	9%
Dedicated teen area	5%	10%

Note: Percentages for each chart sum to 200% because respondents selected both their first and second priorities.

Source: BERK, 2023.

Exhibit 12 shows In-Person Library Users' first and second priorities for space if Cos Cob Library were able to expand, disaggregated by Cos Cob Users and Cos Cob Nonusers. The option that the largest proportion of respondents in both groups selected as either their first or second priority is dedicated quiet spaces: 37% of Cos Cob Users and 50% of Cos Cob Nonusers identified this as their first or second priority for space in an expanded Cos Cob Library.

▪ **Cos Cob Users'** first and second priorities for space are split fairly evenly among five potential uses: dedicated quiet spaces (37%), more space for collections (33%), a larger community room (33%), improved outdoor space for programs or events (32%), and a more open children's area (30%). A similar proportion of respondents (between 18% and 20%) selected four of these options as their first priority: more space for collections (20%), a larger community room (20%), a more open children's area (18%), and dedicated quiet spaces to study, read, or work (18%). The fifth priority – improved outdoor space for programs or events – was selected as first priority by a smaller proportion (11%) of Cos Cob Users. The smallest proportions of these respondents prioritize additional tables to work or study (19%) or a dedicated teen area (16%) as either their first or second priority.

▪ **Cos Cob Nonusers'** most frequently selected first and second priorities for an expanded Cos Cob Library are dedicated quiet spaces to study, read, or work (50%) and improved outdoor space for programs or events (41%). Considering only respondents' first priorities, the largest proportions of respondents selected three options: once again, dedicated quiet spaces to study, read, or work (29%) and an improved outdoor space for programs or events (18%), and also a more open children's area (18%). The lowest proportion of these respondents would prioritize a dedicated teen area.

Exhibit 12. In-Person Library User Respondents' Priorities for Cos Cob Library Space, Disaggregated by Cos Cob Users and Cos Cob Nonusers

Survey question: "If Cos Cob is able to expand, which would be your first and second priorities for space?"

■ First Priority ■ Second Priority

Cos Cob Library User Respondents (n = 1,246)

Priority	First Priority	Second Priority
Dedicated quiet spaces to study, read, or work	18%	19%
More space for collections	20%	13%
Larger community room	20%	13%
Improved outdoor space for programs or events	11%	21%
More open children's area	18%	12%
Additional tables to work or study	7%	12%
Dedicated teen area	6%	10%
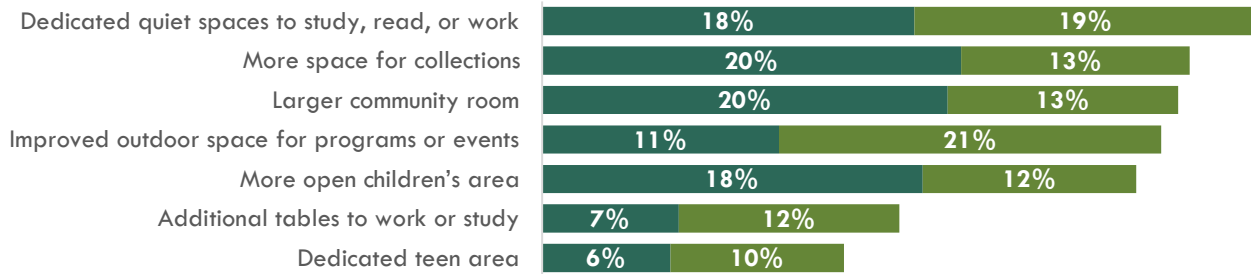
Cos Cob Library Nonuser Respondents (n = 191)

Priority	First Priority	Second Priority
Dedicated quiet spaces to study, read, or work	29%	21%
More space for collections	12%	11%
Larger community room	9%	12%
Improved outdoor space for programs or events	18%	23%
More open children's area	18%	9%
Additional tables to work or study	9%	14%
Dedicated teen area	5%	9%

Note: Percentages for each chart sum to 200% because respondents selected both their first and second priorities.

Source: BERK, 2023.

Exhibit 13 shows respondents' first and second priorities for space in Cos Cob Library if the Library were able to expand, disaggregated by respondents' age. Priorities differ significantly by age group. The following bullets summarize all options that at least one-third (33%) of each age group selected as their first or second priority.

▪ **Respondents under age 18** prioritize dedicated quiet spaces to study, read, or work (45%) and a dedicated teen area (45%).

▪ **Respondents ages 18 to 34** prioritize dedicated quiet spaces to study, read, or work (46%), improved outdoor space for programs or events (40%), and a more open children's area (37%). However, while slightly more of these respondents selected an improved outdoor space as their first or second priority than those who selected a more open children's area, the ordering reverses when only considering respondents' first priorities: a greater proportion selected a more open children's area as their first priority (27%) than those who selected improved outdoor space (16%).

▪ **Respondents ages 35 to 49** prioritize a more open children's area (54%).

▪ **Respondents ages 50 to 64** prioritize dedicated quiet spaces to study, read, or work (48%), more space for collections (35%), and improved outdoor space for programs or events (35%). When only considering these respondents' top priorities, an equal proportion of respondents selected dedicated quiet spaces as their top priority (25% each), while fewer (14%) selected an improved outdoor space as their top priority.

▪ **Respondents ages 65 and older** prioritize more space for collections (44%), dedicated quiet spaces to study, read, or work (40%), a larger community room (37%), and improved outdoor space for programs or events (35%). When only considering these respondents' top priorities, a notably higher proportion of these respondents selected more space for collections (27%) or a larger community room (26%) as their top priority, while fewer selected dedicated quiet spaces (18%) or an improved outdoor space (13%).

All age groups except respondents ages 35 to 49 prioritize dedicated quiet spaces to study, read, or work in their first or second priorities. The only option that was not prioritized by at least one-third of any age group is additional tables to work or study: between 16% and 26% of each age group prioritized this option as a first or second priority.

Exhibit 13. In-Person Library User Respondents' Priorities for Cos Cob Library Space, Disaggregated by Respondents' Age
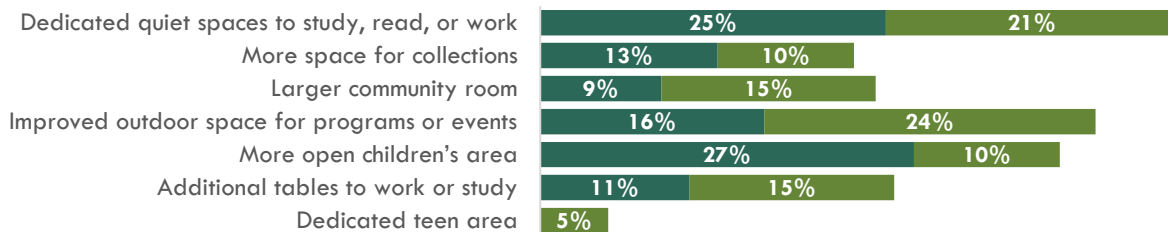
Survey question: "If Cos Cob is able to expand, which would be your first and second priorities for space?"
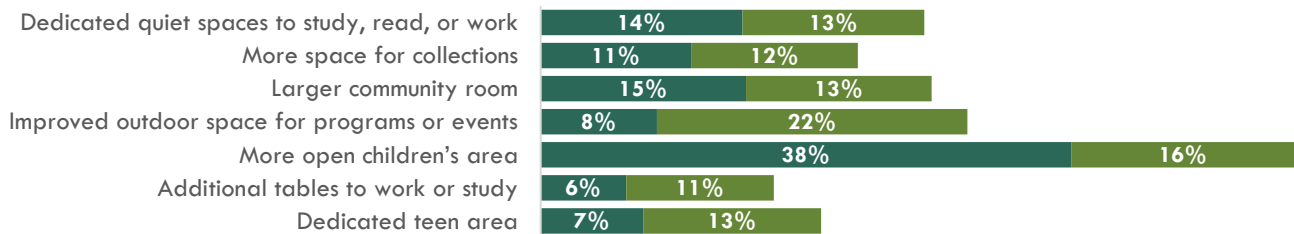
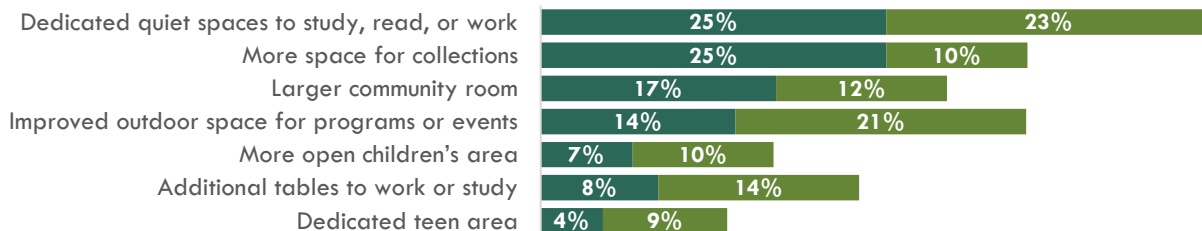■ First Priority ■ Second Priority

Respondents Under Age 18 (n = 50)

Priority	First	Second
Dedicated quiet spaces to study, read, or work	24%	21%
More space for collections	6%	2%
Larger community room	12%	12%
Improved outdoor space for programs or events	12%	10%
More open children's area	16%	15%
Additional tables to work or study	12%	13%
Dedicated teen area	18%	27%

Respondents Ages 18 to 34 (n = 149)

Priority	First	Second
Dedicated quiet spaces to study, read, or work	25%	21%
More space for collections	13%	10%
Larger community room	9%	15%
Improved outdoor space for programs or events	16%	24%
More open children's area	27%	10%
Additional tables to work or study	11%	15%
Dedicated teen area	5%	

Respondents Ages 35 to 49 (n = 407)

Priority	First	Second
Dedicated quiet spaces to study, read, or work	14%	13%
More space for collections	11%	12%
Larger community room	15%	13%
Improved outdoor space for programs or events	8%	22%
More open children's area	38%	16%
Additional tables to work or study	6%	11%
Dedicated teen area	7%	13%

Respondents Ages 50 to 64 (n = 379)

Priority	First	Second
Dedicated quiet spaces to study, read, or work	25%	23%
More space for collections	25%	10%
Larger community room	17%	12%
Improved outdoor space for programs or events	14%	21%
More open children's area	7%	10%
Additional tables to work or study	8%	14%
Dedicated teen area	4%	9%

Respondents Ages 65 and older (n = 407)

Priority	First	Second
Dedicated quiet spaces to study, read, or work	18%	22%
More space for collections	27%	17%
Larger community room	26%	11%
Improved outdoor space for programs or events	13%	22%
More open children's area	8%	9%
Additional tables to work or study	4%	12%
Dedicated teen area	5%	7%

Note: Percentages for each chart sum to 200% because respondents selected both their first and second priorities.

Source: BERK, 2023.

Primarily Online Library Users and Library Nonusers

Exhibit 14 shows Primarily Online Library Users' and Library Nonusers' anticipated frequency of visitation to Cos Cob Library to use potential future spaces. Between 10% and 23% of Primarily Online Library Users and Library Nonusers reported that they would visit Cos Cob Library at least one- to three times per month to use any given potential future spaces. The largest proportions of these respondents said they would visit at least one- to three times per month to use additional tables to work or study (23%) and dedicated quiet spaces to study, read, or work (22%). The largest proportions of Primarily Online Library Users or Library Nonusers reported that they would not visit Cos Cob Library to use a more open children's area (71%) or dedicated teen area (82%).

Exhibit 14. Primarily Online Library Users' and Library Nonusers' Anticipated Frequency of Visitation to Cos Cob Library to Use Potential Future Cos Cob Library Spaces (n = 82)

Survey question: "If the following were offered at Cos Cob in the future, how frequently would you visit Cos Cob to use each?"
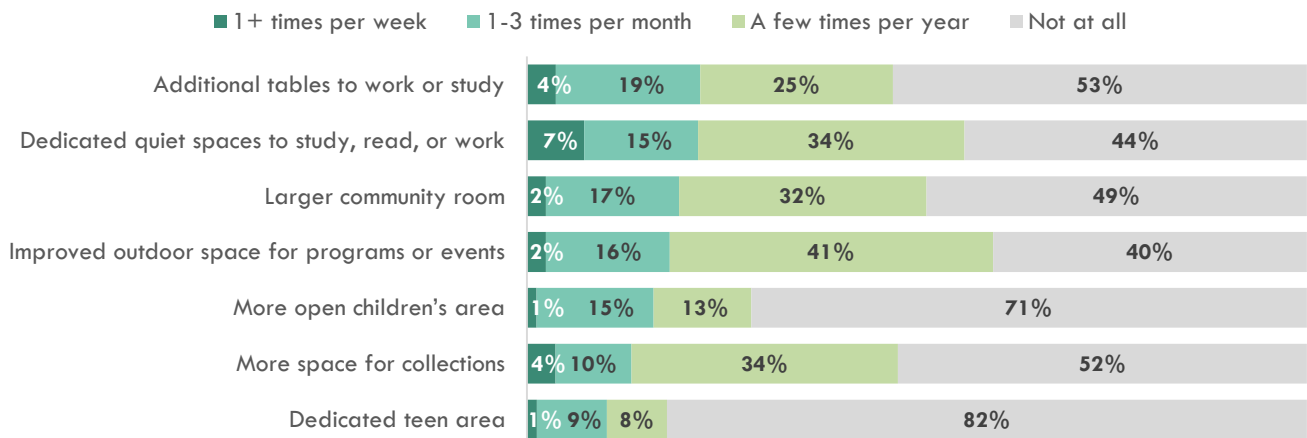
Source: BERK, 2023.

Open-Ended Comment Feedback

The survey asked all respondents to share any other feedback they have about Cos Cob Library. To analyze this input, we separately analyzed Cos Cob Users Cos Cob Nonusers. We further disaggregated Cos Cob Users by primary public library.

In our analysis, we present "common themes" that were reflected in a notable number of respondents' comments alongside "other responses," which include notable ideas that a fewer number of respondents discussed. We present notable quotes alongside themes to provide further illustration of the ideas shared. We have lightly edited some comments for typos and readability.

Cos Cob Users

493 Cos Cob Users provided input. Some themes were the same, regardless of the respondent's primary public library:

Common themes

- **Staff are attentive, helpful, and the star of Cos Cob Library.** The top response was the quality of staff and a call to keep up the good work. Respondents praised the wonderful staff for their helpfulness and for creating a welcoming atmosphere. Common words used to describe staff included "professional," "efficient," "polite," and "friendly." Cos Cob Users whose primary public library is Cos Cob Library generally spoke more passionately about staff than Cos Cob User respondents whose primary public library is not Cos Cob Library.

    "They are the heart of the community and have created a space where people feel confident, comfortable, and able to approach them with any issues query."

    "The staff are always on hand to help or answer any questions or look up things for me. Very friendly & accommodating & it's a pleasure to see them, when I walk in the door."

    "I am so thankful the librarians welcome our kids with open arms, let them roam around freely, and check out multiple books at a time."

    "I love the Cos Cob library for its wonderful and helpful staff. They do a wonderful job with the displays and if there was an expansion, I feel it would benefit the community."

    "The most important aspect of the library is the always helpful and gracious staff. I would listen to their input most of all."

    "I love the library, the events and the staff at Cos Cob!"

- **Love for Cos Cob Library and its overall "feel."** Many comments focused on a love for the Cos Cob Library and its programming, especially children's programming. Respondents love the neighborhood feel of the Library and noted that it is a great addition to the community. Cos Cob Library was described as a "family home," a "Cheers bar where everyone knows your name", and a "gem" of the neighborhood. Others expressed enjoying the energy at Cos Cob Library or how it feels cozy.

    "Great community library that really ties Cos Cob together."

"Cos Cob Library is one of the best parts of Cos Cob! Love the library and all the offerings. It's so much more convenient to get to than the main branch or Perrot."

"Our library is a necessity and a treasure."

"Great little library - centrally located. Super convenient to run in and grab a book on hold. Would love to see expansion in size and adult programming."

Other themes differed by respondents' primary public library, detailed in the sections below.

Cos Cob Users who are Cos Cob Primary Users (n = 277)

Common themes

▪ **Cos Cob Library is too small for the needs and interests of the community.** Many respondents noted a need for more space. While respondents had different ideas about what spaces should be prioritized, many comments focused on wanting more of the Cos Cob Library that they already love, including a bigger community room, space to study, dedicated quiet spaces, and an expanded children's area. A few respondents noted times that they had been turned away from programming due to space constraints.

> *"Question 6 [the question on priorities for an expanded Cos Cob] is very difficult to answer because I think all areas should expand given the traffic I see and my own personal interests for how I would use the space more."*

> *"Cos Cob Library is a huge part of life in the neighborhood, and one of the reasons we bought our house in Cos Cob is because the library is nearby and children-friendly. We would love to see a larger community room for events/children's activities, and a dedicated teen area would be amazing!"*

> *"Seems like a lot of kids go after school. It would be nice to have more space and activities for them to do as this is a safe space for kids to choose to be in!"*

Other responses

▪ **Desire for more programming and interest in outdoor space.** Some respondents requested more of the great programming that Cos Cob Library already provides and expressed interest and excitement about the idea of expanding options outside.

▪ **Desire for longer hours.** A few respondents asked for longer hours at Cos Cob Library so they could visit after work.

▪ **Requests for specific improvements.** A few respondents had specific requests for improved spaces including moving the computers out of the children's area, more bathrooms, electric car charging stations, and a stroller parking area.

▪ **Satisfaction with the current size of Cos Cob Library.** A few respondents noted that they felt that the size of Cos Cob Library is adequate and meets their needs.

▪ **Love for Perrot Library's space for children:** A few respondents said specifically that they love the children's space at Perrot Library.

Common themes

- **Cos Cob Library lacks quiet space for reading or studying.** Respondents said that Cos Cob Library can be loud at times, and they sometimes choose another branch because of the noise. Many specifically noted that the loudness comes from many children visiting the Library and the open nature of the floorplan. Others called for dedicated quiet spaces in a future Cos Cob Library.

  "Sometimes do not feel like a library as too many children and adults talking as the space is limited and no quiet area for reading and work."

  "When I visit it's mainly Elementary school kids or people tutoring which makes it hard to study. I enjoyed the space a lot growing up but now 99/100 I go to the main library."

  "Can be very noisy in reading area for adults."

- **Cos Cob Library feels cramped.** Many respondents noted how small the Library is and saw a need for more space. A few noted that the Library feels crowded, especially during children's programming.

  "I don't use Cos Cob Library frequently because it's too small. The collection isn't big enough and the children's area feels cramped. I fully support investing in this library to make it more welcoming and accessible."

  "This is a nice community Library, but I get claustrophobic when I visit, as it is so cluttered and small."

  "Cos Cob Library is well located and an asset to the library system and our local community. It is also grossly undersized relative to both the neighborhood it serves and its fellow library branches, Byram Shubert and Perrot."

  "I would love to see the Library updated. It does feel too crowded."

- **Cos Cob Library is seen as a great place for children, but some did not see options for older kids or adults.** While many respondents praised the programming for children, others noted that there are not as many options for older children or adults. Related to the comments on noise levels at Cos Cob Library, respondents recognized there aren't many spaces in the Library for adults and young adults to study, read, or do work, and that the noise of children can be disruptive.

  "Cos Cob Library has always had the reputation of being a children's library, where families can go to bring their children to learn. My hope is that the plan will emphasize the needs of children and teens that live in Cos Cob."

  "Preteens and young teens need to have programs and space devoted to them."

  "I live near to the library and used to come quite often when I was younger! Now that I'm in my teens, there isn't really any programming for my age group. If there were more

unique offerings for older kids, plus an outdoor events space, I would definitely visit the library much more often!"

Other responses

▪ **Support for outdoor spaces for programming or reading.** Some respondents expressed support for the idea of expanding Cos Cob Library beyond the physical walls, into the outdoor garden space.

Cos Cob Nonusers

54 Cos Cob Nonusers provided input.

Top responses

▪ **Use other libraries or do not use Cos Cob Library.** The top response was that respondents did not use Cos Cob Library, using other libraries instead. Many named Greenwich Library specifically, either because they live closer to Greenwich Library or it meets their needs. A few respondents said that they did not know Cos Cob Library existed.

Other responses

▪ **Desire for more programming.** A few respondents mentioned the value of community programming and a desire to see more.

▪ **Cos Cob Library is small.** A few respondents noted that Cos Cob Library feels too small to be useful or that they found the space to be tight when they visited.

Appendix: Survey Instrument

Welcome! Greenwich Library is evaluating potential improvements to the Cos Cob Branch Library and wants to know more about your relationship to and experiences with the facility. **If you complete this survey, you can opt into a raffle for a chance to win an Amazon Kindle!** This survey should take 5 minutes to complete. We invite multiple family members and children ages 12+ to participate. Please submit your responses by end of the day on Sunday, May 7. Thank you for your participation!

About the Potential Improvements to the Cos Cob Library

Greenwich Library is evaluating potential improvements to the Cos Cob Branch Library. Improvements may include changes within the existing structure and/or an expansion to the building. Your responses to this survey will help the Library understand an appropriate path forward. Funding for this renovation is expected to come from a combination of public and private funding. For more information, see our FAQ: https://bit.ly/3UGwXm3

1. **If you use a library in Greenwich for in-person services, what do you consider your primary public library location?** *Please select one option.*

    ☐ **Cos Cob:** 5 Sinawoy Rd, Cos Cob

    ☐ **Greenwich Library (Main Library):** 101 West Putnam Avenue, Greenwich

    ☐ **Byram Shubert:** 21 Mead Ave, Greenwich

    ☐ **Perrot:** 90 Sound Beach Ave, Old Greenwich

    ☐ **A library outside of the Town of Greenwich**

    ☐ **I primarily use online library services** through the Greenwich Library System or another library **[if you select this option, please SKIP questions 2 through 7]**

    ☐ **I do not use any library services [if you select this option, please SKIP questions 2 through 7]**

2. **In the last 12 months, approximately how often have you visited Cos Cob Library?** *Please select one option.*

    ☐ More than once per week
    ☐ Once per week
    ☐ 2-3 times per month
    ☐ Once per month
    ☐ A few times a year
    ☐ Did not visit Cos Cob in the past 12 months

3. **In the last 12 months, what have you typically done when you've visited the Cos Cob branch?** *Please check all that apply.*

    ☐ **Access the internet:** Use the Library's Wi-Fi or computers
    ☐ **Academics:** Study, research, do homework, or work with a tutor
    ☐ **Professional work:** Do remote work or conduct business at the Library
    ☐ **Get support from Library staff:** Get help from Library staff
    ☐ **Use equipment:** Use Library equipment for printing, scanning, copies, etc.
    ☐ **Spend time recreationally:** Hang out at the Library without a specific purpose
    ☐ **Browse collections:** Browse books or other materials within the Library
    ☐ **Check out materials or holds:** Check out materials to bring home
    ☐ **Attend programming:** Join story time, classes, lectures, events, or other activities
    ☐ **Other** (please describe) _____
    ☐ Did not visit Cos Cob in the past 12 months

4. **In the last 12 months, how much did you use each of the following spaces at Cos Cob, whether for community events or personal use?** *Please select one option per row.*

	Not at all	A few times per year	1-3 times per month	1+ times per week
Collections and book displays	☐	☐	☐	☐
Community room	☐	☐	☐	☐
Children's area	☐	☐	☐	☐
Computer desks and the adult area	☐	☐	☐	☐

5. **How has the size of each of the following spaces at Cos Cob has met or not met your personal needs over the past 12 months? Please evaluate each space independently of the other spaces.** *Please select one option per row.*

	Far too little space	Slightly too little space	The right amount of space	More than enough space	N/A – Do not use
Collections and book displays	☐	☐	☐	☐	☐
Community room	☐	☐	☐	☐	☐
Children's area	☐	☐	☐	☐	☐
Computer desks and the adult area	☐	☐	☐	☐	☐

6. **If Cos Cob is able to expand, which would be your first and second priorities for space?**

First priority: *Please select one option*	**Second priority:** *Please select one option*
☐ Larger community room	☐ Larger community room
☐ More open children's area	☐ More open children's area
☐ Additional tables to work or study	☐ Additional tables to work or study
☐ More space for collections	☐ More space for collections
☐ Dedicated teen area	☐ Dedicated teen area
☐ Dedicated quiet spaces to study, read, or work	☐ Dedicated quiet spaces to study, read, or work
☐ Improved outdoor space for programs or events	☐ Improved outdoor space for programs or events

7. **Please share any other feedback you have about Cos Cob Library.**

8. **Please answer this question if you skipped here from question 1. If you answered questions 2 through 7, please SKIP this question and go to question 9. If the following were offered at Cos Cob in the future, how frequently would you visit Cos Cob to use each?** *Please select one option per row.*

	Not at all	A few times per year	1-3 times per month	1+ times per week
Larger community room	☐	☐	☐	☐
More open children's area	☐	☐	☐	☐
Additional tables to work or study	☐	☐	☐	☐
More space for collections	☐	☐	☐	☐
Dedicated teen area	☐	☐	☐	☐
Dedicated quiet spaces to study, read, or work	☐	☐	☐	☐
Improved outdoor space for programs or events	☐	☐	☐	☐

Raffle Entry and Demographics

9. Your neighborhood: *Please select one option*

☐ Back Country

☐ Byram/Chickahominy

☐ Central Greenwich/Downtown

☐ Cos Cob

☐ Glenville/Pemberwick

☐ Old Greenwich

☐ Riverside

☐ I don't live in Greenwich

10. Your age: *Please select one option*

☐ Under 18

☐ 18 - 34

☐ 35 – 49

☐ 50 – 64

☐ 65 or older

11. Are you the parent or caregiver to a child or teen? *Select all that apply*

☐ Parent or caregiver of a child/children aged 0 – 6

☐ Parent of caregiver of a child/children aged 7 – 11

☐ Parent of caregiver of a teen/teens aged 12 – 18

☐ I am not the parent or caregiver to a child or teen.

12. Please share your email address if you'd like to enter the raffle for the Amazon Kindle! We will <u>not</u> share your email address or use it for any other purpose than for the raffle, unless you indicate in the next question that you would like to receive email updates from us. Add <u>news@greenwichlibrary.org</u> to your contacts to ensure the email won't go to your spam folder if you win!

Email Address _____

13. Would you like to receive email updates and announcements from Greenwich Library?

☐ Yes

☐ No