

**East Brunswick Public Library
Senior Center Survey**

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Table Of Contents

Subject	Page
I. Methodology and Sample Characteristics	2
II. Executive Summary	4
III. Narrative Analysis	6

Tables

1. Top Two Issues Facing Adults 55 and Older	6
2. Top Two Issues Programs and Services Not Addressing	7
3. Reasons For Unfavorable Opinion of Senior Center	9
4. Senior Center Programs Familiar With	10
5. Senior Center Programs Attended or Services Used Last Six Months	11
6. Sources Where Learned About Senior Programs	12
7. Reasons Not Participated in Senior Programs or Services	13
8. Fee Willing to Pay	15
9. Reasons For Unfavorable Opinion of Public Library	18

I. Methodology and Sample Characteristics

Methodology

Zogby International was commissioned by the East Brunswick Public Library to conduct a telephone survey of adults aged 55+ in East Brunswick, NJ from 6/22/09 through 6/24/09.

The sample is 351 interviews with approximately 33 questions asked. Samples are randomly drawn from telephone CDs of national listed sample. Zogby International surveys employ sampling strategies in which selection probabilities are proportional to population size within area codes and exchanges. Up to six calls are made to reach a sampled phone number. Cooperation rates are calculated using one of AAPOR's approved methodologies¹ and are comparable to other professional public-opinion surveys conducted using similar sampling strategies.² Weighting by race, age, education, and gender is used to adjust for non-response. The margin of error is +/- 5.3 percentage points. Margins of error are higher in sub-groups.

Sample Characteristics	Frequency	Valid Percent*
Sample size	351	100
Ages 55-64	152	43
Ages 65 and older	199	57
No college degree	264	75
College degree+	88	25
White	302	87
African American	7	2
Asian	20	6
Russian	4	1
Philippine	1	0
Other/mixed	12	4
<i>Did not answer race</i>	6	--
Hispanic/Latino	17	5
Not Hispanic/Latino	333	95
<i>Did not answer Hispanic/Latino</i>	2	--
Employed full-time	80	23
Employed part-time	28	8

¹ See COOP4 (p.38) in *Standard Definitions: Final Dispositions of Case Codes and Outcome Rates of Surveys*. The American Association for Public Opinion Research, (2000).

² *Cooperation Tracking Study: April 2003 Update*, Jane M. Sheppard and Shelly Haas. The Council for Marketing & Opinion Research (CMOR). Cincinnati, Ohio (2003).

Self-employed	15	4
Unemployed	20	6
Retired	207	59
Other/Not sure	1	0
Married	230	66
Single, never married	15	4
Divorced/separated/widowed	106	30
Civil Union	0	0
Less than \$25,000	47	17
\$25,000-\$34,999	53	19
\$35,000-\$49,999	40	15
\$50,000-\$74,999	47	17
\$75,000-\$99,999	36	13
\$100,000 or more	52	19
<i>Did not answer income</i>	76	--
Male	147	42
Female	204	58

* Numbers have been rounded to the nearest percent and might not total 100.

II. Executive Summary

Three out of four adults ages 55 and older surveyed in East Brunswick, New Jersey have not attended programs or used services offered by the East Brunswick Senior Center within the past six months, and two-thirds are not registered members of the Senior Center.

Overall, six in ten adults ages 55 and older surveyed have a favorable opinion of the East Brunswick Senior Center, with most saying they are familiar with several programs or services offered, including help with tax questions; senior meals on wheels; lunch at the Center; day or long distance trips; health screenings, such as blood pressure or the visiting nurse for health assessments; multiple exercise classes; the lecture and speakers; and trips to local supermarkets, shopping malls, and banks.

Some respondents have taken advantage of the help with tax questions and forms; various health screenings; multiple exercise classes; and the various speakers and lectures being offered at the East Brunswick Senior Center, with most citing a family member or friend as a source of information about the programs and activities. The Voice of Experience, the Senior Center's newsletter; EBTv, the East Brunswick Public Library's local public access channel; and The Library at East Brunswick, the Library's newsletter are other informational sources that were used by respondents.

Four out of five have an East Brunswick Public Library Card, with the majority saying they visit the once a week or more, a few times a month, or a few times a month. Almost all have a favorable opinion of the East Brunswick Public Library, with a large majority saying *very* favorable. About half say they primarily visit the Library for recreational reading, but most are familiar with the concerts or lectures hosted there, the computer classes it offers, and the children's programming.

The East Brunswick Public Library may be another option for those who say the programs or services at the East Brunswick Senior Center are not offered at a time that is convenient for them because they are still working or they are too busy with other things going on in their lives, as seven in ten would be more likely to participate if they knew that some of the Senior Center programs and activities were offered at night or during the weekend at the Library.

It may also benefit the East Brunswick Senior Center to examine the atmosphere and environment found within the East Brunswick Public Library, as most who have an unfavorable opinion about the Senior Center say it is because they do not feel welcome among the other members or they do not find the environment surrounding the Center very accommodating to their needs. Communicating with others in a social setting does not appear to be a problem, as three out of five would agree they would be willing to participate in activities with other age or cultural groups.

The East Brunswick Senior Center should evaluate the programs and services it currently offers to make sure they are addressing the rising cost of living, including economic, financial, social security, and tax concerns; chronic illnesses, such as arthritis, diabetes, and high blood pressure; healthcare concerns in general; and transportation, as these are the top issues currently facing adults ages 55 and older in East Brunswick, New Jersey, according to survey respondents.

The East Brunswick Senior Center should take a closer look at the current members it has and the people who are currently registered for classes and activities within the Center. Program and activity offerings should address the rising cost of living, including economic, financial, social security, and tax concerns; chronic illnesses, such as arthritis, diabetes, and high blood pressure; healthcare concerns in general; and transportation, as these are the top issues currently facing adults age 55 and older that local public programs or services in East Brunswick are not properly addressing.

When it comes to taking classes or attending programs and activities, transportation does not appear to be an issue as four out of five who have not attended programs or activities at the East Brunswick Senior Center would not likely use the transportation provided by the Center to attend.

A large majority would not be willing to volunteer to share a special talent or skill with others at the Senior Center, even if they knew they would be paid for their time. Most do not plan on taking classes at the Senior Center or are not willing to pay a per class fee to help fund the programs and activities offered at the East Brunswick Senior Center.

III. Narrative Analysis

2. In your opinion, what are the top two issues currently facing adults ages 55 and older in East Brunswick? (Do not read choices. Choose up to TWO.)

Table 1. Top Two Issues Facing Adults 55 and Older

	%
Rising cost of living, including economy/financial/social security/tax concerns	76
Chronic illnesses, such as arthritis, diabetes, and high blood pressure	10
Transportation	10
Affordable housing	7
Daily household maintenance, including grocery/food shopping, cooking, cleaning, yard work, etc.	4
Nutrition/healthy eating	3
Retirement planning	1
Depression/Loneliness	0
Death/Dying	--
Memory Loss/Alzheimer's/Dementia	--
Stress management	--
Other*	22
Not sure	11

***Other responses: (Number in parenthesis denotes frequency of response)** Healthcare, in general (46); Traffic (6); No problems/Nothing (4); Things/activities to keep busy (4); Congestion/too much building (4); Loneliness/companionship (3); Library needs more funding (3); World affairs/peace (3); Community accepting the disabled (2); The way government is run (2); Unemployment (2)

One each: Job security; Education for children; Long term care issues; Maintaining house value; Garbage pickup; Need for sewers; Paying extra taxes and roads not plowed, etc.; Not enough development

According to survey respondents, the rising cost of living, including economic, financial, social security, and tax concerns (76%); chronic illnesses, such as arthritis, diabetes, and high blood pressure (10%); and transportation (10%) are the top issues facing adults ages 55 and older in East Brunswick, New Jersey. A fifth (22%) have another issue in mind, with most citing healthcare, in general, and eleven percent are not sure.

Respondents ages 55-64 (13%) are more likely than those ages 65 and older (7%) to agree transportation is one of the top issues currently facing adults age 55 and older, and women (12%) are about twice as likely as men (7%) to agree.

3. *Would you strongly agree, somewhat agree, somewhat disagree, or strongly disagree that there is enough information provided through local public programs or services to address the issues currently facing adults ages 55 and older?*

Strongly agree	23%	Agree	63%*
Somewhat agree	41		
Somewhat disagree	15	Disagree	28
Strongly disagree	14		
Not sure	8		

***Differences in totals reflect rounding**

Six in ten (63%) agree that there is enough information provided through local public programs or services to address the issues currently facing adults ages 55 and older, with four in ten saying they (41%) somewhat agree. Three in ten (28%) disagree.

Women (69%) and those ages 65 and older (67%) are more likely than those 55-64 (59%) and men (56%) to agree that there is enough information provided through local public programs or services to address the issues facing adults age 55 and older.

4. *What issues currently facing adults ages 55 and older do you think local public programs and services are not properly addressing? (Do not read choices. Choose up to TWO)*

Table 2. Top Two Issues Programs and Services Not Addressing

	%
Rising cost of living, including economy/financial/social security/tax concerns	49
Transportation	14
Chronic Illnesses, such as arthritis, diabetes, and high blood pressure	12
Daily household maintenance, including grocery/food shopping, cooking, cleaning, yard work, etc.	8
Nutrition/healthy eating	7
Affordable housing	6
Depression/Loneliness	4
Retirement planning	3
Memory Loss/Alzheimer's/Dementia	1
Stress management	0
Death/Dying	--
Other*	20
Not sure	18

***Other responses:** Healthcare issues, in general (7); Availability of information (4); Cut back on property taxes (2)

One each: Prescription plans; Preventative healthcare; Escalating healthcare costs; Have cut services; Doctor does not accept Medicare; Garbage collection; Not many social services for age

group; Issues surrounding those who are incapacitated; Iron deficiency anemia; Sent out of town for flu shots; Over information not needed

The rising cost of living, including economic, financial, social security, and tax concerns (49%) and transportation (14%) are the top two issues currently facing adults ages 55 and older that respondents think local public programs and services are not addressing. A fifth (20%) think other issues are not being properly addressed, and about a fifth (18%) are not sure which issues are not being properly addressed.

It appears women are more likely than men to think nutrition and healthy eating is one issue local public programs and services are not properly addressing, according to demographic subgroup data. It also appears that those ages 55-64 are more likely than those age 65 and older to think chronic illnesses, such as arthritis, diabetes, and high blood pressure are not being properly addressed, and those age 65 and older are more likely than those ages 55-64 to think daily household maintenance, including grocery/food shopping, cooking, cleaning, and yard work is not being properly addressed.

5. Overall, would you say you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable opinion of the East Brunswick Senior Center?

Very favorable	31%	Favorable	58%
Somewhat favorable	27		
Somewhat unfavorable	3	Unfavorable	3
Very unfavorable	0		
Not familiar	38		
Not sure	2		

Overall, six in ten (58%) have a favorable opinion of the East Brunswick Senior Center, while 3% have an unfavorable opinion. Four in ten (38%) are not familiar with the East Brunswick Senior Center.

Respondents ages 65 and older (64%); those divorced, widowed, or separated (64%); and women (63%) are more likely than those married (54%), men (51%) and those ages 55-64 (50%) to have a favorable opinion of the East Brunswick Senior.

Those ages 55-64 (45%), men (43%), and those who are married (42%) are the most likely to say they are not familiar with the East Brunswick Senior Center.

6. Why do you have an unfavorable opinion about the East Brunswick Senior Center?
(Do not read choices. Choose all that apply)

Table 3. Reasons For Unfavorable Opinion of Senior Center

	%
I do not feel welcome among other members of the center	34
The environment is not very accommodating to my needs	13
I do not like the types of programs they offer	10
The location is not very accessible for me	7
The staff is not very helpful/friendly	2
I am too young to be considered a senior	--
The times programs are offered is not convenient for me	--
Other*	44
Not sure	--

***Other responses:** Charging too much for a cup of coffee (1); Depressing, unwelcoming atmosphere (1); Parking is bad (1); Does not hear many good things about it (1); No equal service in general (1); The way they conduct forums for political candidates and taxpayers are left out (1)

A third (34%) of those who have an unfavorable opinion of the East Brunswick Senior Center do not feel welcome among other members of the Center, while 13% do not find the environment surrounding the Center very accommodating to their needs. More than two-fifths (44%) have another reason why they have an unfavorable opinion about the Senior Center, with some saying they do not hear many good things about it and some saying the atmosphere is depressing and unwelcoming.

7. Which of the following Senior Center programs or services are you familiar with?
(Choose all that apply)

Table 4. Senior Center Programs Familiar With

	%
Help with tax questions and forms	32
Senior meals on wheels	31
Day/long distance trips	30
Health screenings, such as blood pressure or visiting nurse for health assessments	28
Multiple exercise classes	28
Lunch at the Center	27
Lectures/Speakers	27
Trips to local supermarkets, shopping malls, banks, etc.	27
Arts and Crafts	23
Volunteer opportunities	21
Social Service information and referral	18
Entitlement program assistance	16
Specialty Groups, such as Caregivers, Memory Matters, or Let's Talk	13
ESL/Citizenship classes	12
Intergenerational programs	10
None of these/Other	42
Not sure	5

Help with tax questions and forms (32%); senior meals on wheels (31%); day or long distance trips (30%); health screenings, such as blood pressure or visiting nurse for health assessments (28%); multiple exercise classes (28%); lunch at the Center (27%); lectures or speakers (27%) and trips to local supermarkets, shopping malls, banks, etc. (27%) are the Senior Center programs or services most are familiar with, while two-fifths (42%) are familiar with other programs or services.

Those ages 65 and older (34%) are more likely than those ages 55-64 (24%) to be familiar with health screenings, such as blood pressure or a visiting nurse for health assessments.

Women are twice as likely as men to be familiar with day or long distance trips (37% vs. 19%) or multiple exercise classes (36% vs. 17%) and three times as men likely to be familiar with specialty groups, such as Caregivers, Memory Matters, or Let's Talk (18% vs. 6%).

Respondents who are divorced, widowed, or separated are more likely than those who are married to be familiar with most of the Senior Center programs or services.

8. Which Senior Center programs or services have you attended or used within the last 6 months? (Do not read choices. Choose all that apply)

Table 5. Senior Center Programs Attended or Services Used Last Six Months

	%
Help with tax questions and forms	7
Health screenings, such as blood pressure or visiting nurse for health assessments	6
Lectures/Speakers	6
Multiple exercise class	6
Arts and Crafts	3
Day/long distance trips	3
Lunch at the Center	3
Senior meals on wheels	3
Specialty Groups, such as Caregivers, Memory Matters, or Let's Talk	2
Trips to local supermarkets, shopping malls, banks, etc.	2
Volunteer opportunities	2
Social service information and referral	1
Entitlement program assistance	0
Intergenerational programs	0
ESL/Citizenship classes	--
Other*	4
None	73
Not sure	1

***Other responses:** Flu shots (3); Barbershop/haircut (3); Taxi service (2); Dancing (2); Library/reading (2); Coupon program (2)

One each: Co-sponsorship; Run program fit for life; Congressman meeting; Vote there; MS support group; Transportation to doctors

A large majority (73%) has not attended programs or used services within the last six months at the Senior Center. Seven percent has used help with tax questions and forms, and six percent each have used health screenings, such as blood pressure or visiting nurse for health assessments or attended lectures or speeches or multiple exercise classes.

Respondents ages 55-64 (80%), men (79%), and those who are married (79%) are the most likely to agree they have not attended or used any programs or services at the Senior Center within the last six months.

Help with tax questions and forms is more likely to be used by those age 65 and older (10%) than those ages 55-64 (3%).

9. Through which of the following sources did you find out about these programs or services? (Choose all that apply)

Table 6. Sources Where Learned About Senior Programs

	%
Through a family member or friend	44
Voice of Experience, the Senior Center's Newsletter	36
EBTV, East Brunswick Public Library's local public access channel	30
The Library at East Brunswick, the Library's newsletter	24
Newspapers	23
Web site	3
Other*	11
Not sure	2

***Other responses:** By going there/being a member (5); Word of mouth (4); Congressman's e-mail/mail (2); None (1)

More than two-fifths (44%) of those who have attended programs or used services at the East Brunswick Senior Center within the last six months found out about them through a family member or friend, while more than a third (36%) learned about them through the Voice of Experience, the Senior Center's newsletter. EBTV, the East Brunswick Public Library's local public access channel, is how three in ten (30%) found about the programs and services, and a quarter (24%) found out through the Library at East Brunswick, the Library's newsletter.

It appears those ages 65 and older and women are more likely than those ages 55-64 and men to agree EBTV, the East Brunswick Public Library's local public access channel and the Voice of Experience, the East Brunswick Senior Center's newsletter are the sources of information they used to find out about the programs and services.

Women and those ages 55-64 are more likely to name the Library at East Brunswick, the Library's newsletter, as the source they used to find out about Senior Center services or programs.

10. Which of the following reasons best describes why you have not participated in programs or services at the Senior Center within the last 6 months? (Choose only ONE)

Table 7. Reasons Not Participated in Senior Programs or Services

	%
None of the programs or services really interest me	27
I am not aware of the programs or services it offers	14
Programs and services are not offered at a convenient time for me	5
Illness or other health-related issue	5
I do not have transportation	3
I am a "snowbird"/Visiting family	1
Other*	42
Not sure	4

***Other responses:** Working/still working (24); Too busy with other things (22); Do not need services offered (14); I am too young to be considered a senior (13); Involved in other activities (11); Caring for/visiting with family (6); Just do not go - no specific reason (5); Not interested (4); Friends are a lot younger (3); Not a member (2); Personal issues (2)

One each: Cannot bring grandchildren; Difficult getting mother certain places because of age; Out of state

More than a quarter (27%) have not participated in the programs or services offered at the Senior Center within the last six months because none of the programs or services really interest them, while 14% are not aware of the programs or services it offers. Two-fifths (42%) have another reason why they have not participated, with most citing they are still working or too busy with other things.

Respondents ages 55-64 are more likely than those age 65 and older to agree they have not participated in programs or services offered at the Senior Center within the past six months because none of the programs or services really interest them (33% vs. 21%) or they are not aware of what is being offered (17% vs. 10%).

Men are three times as likely as women to agree they have not participated in Senior Center activities because they are not aware of the programs or services being offered (21% vs. 7%). Men (31%) are also more likely than women (23%) to agree none of the programs or services offered really interest them.

11. *If you knew that some of the Senior Center programs and activities were offered at night or during the weekend at the East Brunswick Public Library, would you be much more likely, somewhat more likely, somewhat less likely, or much less likely to attend or use the services, or would knowing this make no difference?*

Much more likely	37%	More Likely	70%
Somewhat more likely	33		
Somewhat less likely	--	Less Likely	--
Much less likely	--		
No difference	30		
Not sure	--		

Seven in ten (70%) of those who have not participated in programs or services offered by the East Brunswick Senior Center because the activities are not offered at a convenient time for them would be more likely to participate if they knew that some of the Senior Center programs and activities were offered at night or during the weekend at the East Brunswick Public Library. Three in ten (30%) say knowing this would make no difference in their likelihood to participate.

12. *Would you be willing to volunteer to share a special talent or skill with others?*

Yes	31%
No	65
Not sure	3

A large majority (65%) would not be willing to volunteer to share a special talent or skill with others, while about a third (31%) would be willing.

Those ages 55-64 (40%) and men (36%) are more likely than women (28%) and those ages 65 and older (24%) to agree they would be willing to share a special talent or skill with others.

13. *If you knew that you would be paid, would you be much more likely, somewhat more likely, somewhat less likely, or much less likely to be willing to share a special talent or skill with others, or would knowing this make no difference?*

Much more likely	3%	More Likely	9%
Somewhat more likely	6		
Somewhat less likely	1	Less Likely	7
Much less likely	6		
No difference	81		
Not sure	3		

A large majority (81%) of those who are not willing or not sure they are willing to share a special talent or skill with others say knowing that they would be paid would

make no difference in their decision. Nine percent would be more likely to be willing to share a special talent or skill with others if they knew that they would be paid.

Large majorities across most demographic subgroups agree knowing that they would be paid would make no difference in their likelihood to be willing to share a special talent or skill with others.

Respondents ages 55-64 (14%) are about twice as likely as those age 65 and older (6%) to agree they would be more likely to be willing to share a special talent or skill with others if they knew they would be paid.

14. How much of a fee, if any, would you be willing to pay, per class, to help fund the programs and activities the East Brunswick Senior Center provides? (Choose only ONE)

Table 8. Fee Willing to Pay

	%
\$1	1
\$2	4
\$3	4
\$4	1
\$5	12
\$6	--
\$7	0
\$8	0
\$9	--
\$10	10
Other*	7
None	19
I do not plan on taking classes at the Senior Center	31
Not sure	11

***Other responses:** Depends on the class/service (11); \$25.00 (6); \$20.00 (2)

One each: \$11.00; \$15.00; A fair amount; Donates \$5.00 per year; Up to \$25.00; In the \$20 range

A fifth (19%) would not be willing to pay a per class fee to help fund the programs and activities the East Brunswick Senior Center provides, while 12% would be willing to pay \$5 per class. About a third (31%) do not plan on taking classes at the Senior Center, and 11% are not sure how much of a per class fee they would be willing to pay.

Respondents age 65 and older (38%) and men (36%) are more likely than women (27%) and those ages 55-64 (21%) to agree they do not plan on taking classes at the Senior Center.

15. *Would you strongly agree, somewhat agree, somewhat disagree, or strongly disagree that you would be willing to participate in activities with other age or cultural groups?*

Strongly agree	33%	Agree	62%
Somewhat agree	29		
Somewhat disagree	11	Disagree	31
Strongly disagree	20		
Not sure	7		

About three out of five (62%) agree they would be willing to participate in activities with other age or cultural groups, while three in ten (31%) would not.

Respondents ages 55-64 (72%) are more likely than those age 65 and older (54%) to agree they would be willing to participate in activities with other age or cultural groups.

16. *The East Brunswick Senior Center provides bus transportation to and from the Center. Would you very likely, somewhat likely, not very likely, or not at all likely to use the transportation provided to attend programs and activities at the Center?*

Very likely	8%	Likely	17%
Somewhat likely	9		
Not very likely	13	Not Likely	82
Not at all likely	69		
Not sure	1		

About four out of five (82%) who have not attended programs or used services at the East Brunswick Senior Center within the past six months would not likely use the transportation provided by the Center to attend programs and activities there, while a sixth (17%) would likely use the transportation provided to attend.

Large majorities across most demographic subgroups agree they would not likely use the transportation provided to attend programs and activities at the East Brunswick Senior Center.

17. *Are you a member of the East Brunswick Senior Center?*

Yes	33%
No	66
Not sure	1

A third (33%) are members of the East Brunswick Senior Center, while two-thirds (66%) are not.

Respondents age 65 and older (46%) are about three times as likely as those ages 55-64 (16%) to agree they are members of the East Brunswick Senior Center, and women (37%) are more likely than men (28%) to agree they are members.

18. Do you have an East Brunswick Public Library Card?

Yes	82%
No	18
Not sure	0

About four out of five (82%) have an East Brunswick Public Library Card, while about a fifth (18%) do not.

Respondents age 65 and older (22%) are more likely than those ages 55-64 (12%) to agree they have an East Brunswick Public Library Card.

19. Which of the following best describes how regularly you visit the East Brunswick Public Library? (**Choose only ONE**)

Once a week or more	20%
A few times a month	28
A few times a year	22
Rarely	19
Never	11
Other/Not sure	--

Three in ten (28%) visit the East Brunswick Public Library a few times a month, while a fifth each visit a few times a year (22%), once a week or more (20%), or rarely (19%).

Most of those age 65 and older agree they visit the East Brunswick Public Library a few times a month (29%) or a few times a year (25%), while most of those ages 55-64 agree they visit the Library once a week or more (24%) or a few times a month (27%).

Women (30%) are most likely to visit the East Brunswick Public Library a few times a month, while men (29%) are most likely to visit a few times a year.

Questions 20-23 were asked of those who said they have visited the East Brunswick Public Library once a week or more, a few times a month, a few times a year, or rarely.

20. Overall, would you say you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable opinion of the East Brunswick Public Library?

Very favorable	82%	Favorable	99%
Somewhat favorable	17		
Somewhat unfavorable	0	Unfavorable	1*
Very unfavorable	0		
Not sure	0		

***Differences in totals reflect rounding**

Overall, nearly all (99%) who have visited the East Brunswick Public Library have a favorable opinion of it, with 82% saying very favorable. One percent have an unfavorable opinion.

Large majorities across most demographic subgroups agree they have a favorable opinion of the East Brunswick Public Library.

21. Why would you say you have an unfavorable opinion of the East Brunswick Public Library? (Do not read choices. Choose up to TWO.)

Table 9. Reasons For Unfavorable Opinion of Public Library

	%
The library does not have anything I need	--
I prefer to buy books or CDs	--
I do not have time to visit the library	--
I do not like returning materials	--
It is too difficult for me to access the library/things in the library	--
The late fees for materials are too high	--
It is much easier to access information from the Internet at home	--
I am not sure I would know how to access information in the library	--
Other*	100
Not sure	--

***Other responses:** Too noisy/disruptive (2); Do not think there should be food service in the library (1); Staff not very helpful when looking for something (1)

The library being too noisy or disruptive, the staff not being helpful when looking for something, or not supporting food service being in the library are all reasons why some have an unfavorable opinion of the East Brunswick Public Library.

22. Which of the following library programs or services are you familiar with? (**Choose all that apply**)

Concerts	47%
Computer classes	44
Lectures	39
Children's programming	35
Author events	28
Job search skills	19
Resume writing	16
Other	25
Not sure	15

Close to half each are familiar with the concerts (47%) or computer classes (44%) offered at the East Brunswick Public Library, while two-fifths (39%) are familiar with the lectures offered. More than a third (35%) is familiar with the children's programming at the East Brunswick Public Library.

Concerts (61% vs. 36%), lectures (50% vs. 31%), children's programming (50% vs. 23%), and author events (37% vs. 21%) are the library programs or services that are more likely to be familiar to those ages 55-64 than those ages 65 and older.

Women are about twice as likely as men to be familiar with computer classes (56% vs. 28%), author events (37% vs. 17%), and children's programming (46% vs. 22%). Women are also more likely than men to be familiar with lectures (53% vs. 22%).

23. Thinking about your visits to the East Brunswick Public Library, which of the following best describes your primary reason for visiting? (**Choose only ONE**)

Recreational reading	46%
Personal research	18
Programs and Events	10
Helping a child/Children's activities	6
It's a quiet place to study/read	5
Using the meeting rooms	3
Family recreational time	2
Work-related research	1
The café is a great place to meet folks/read	1
Other/Not sure	8

About half (46%) of those who have visited the East Brunswick Public Library cite recreational reading as the primary reason for their visit, while a fifth (18%) visit to conduct personal research. Ten percent primarily visit the Library for the programs and events.

Respondents ages 55-64 (52%) are more likely than those age 65 and older (42%) to agree their primary reason for visiting the East Brunswick Public Library is for recreational reading.