

Executive Summary

The Hollis Social Library launched a strategic planning process in October 2022. As part of the process, the library devoted a significant amount of time listening to community needs and interests to inform and guide the process. This report represents a summary of the data gathered directly and indirectly using various tools and methods from the community, the library's Board of Trustees, and staff during this phase of the process. Sections in the report include:

- An introduction and context with library usage statistics and trends and community demographics,
- Summaries of an environmental scan exercise and SOAR analysis (strengths, opportunities, aspirations, and results) that Board and staff members participated in,
- Summary and analysis of findings from a community survey,
- Summary and analysis of findings from a Board and staff survey,
- Summary and analysis of a teen survey,
- Highlights from focus groups and interviews,
- A review of other community organizations and community plans, and
- An appendix with more complete community demographic data.

Library Statistics

Due to the effects of the COVID-19 pandemic, some library usage statistics decreased in 2020 but began to increase in 2021 and 2022. Circulation of physical materials dipped approximately 52% through 2020 from the 2019 high of 76,600. In 2022, physical circulation saw a rebound to 64,572 but did not yet surpass pre-pandemic levels. However, digital circulation increased 30% from 2018 through 2021 before decreasing some in 2022. Total circulation in 2022 was 12% lower than 2019 but showed year-over-year increases since 2020.

The number of library programs offered decreased 73% in 2020, but attendance increased over 140% in 2021 as a result of virtual programming and remained high in 2022. Library patron computer use decreased significantly in 2020 and showed small increases in 2021 and 2022, but usage remained 57% lower than 2019. Museum pass usage and meeting room use predictably fell during 2020 but increased in 2021 and 2022. Museum pass usage in 2022 was just 11% lower than 2019.

Community Demographics

Between 2010 and 2021, the population of Hollis increased 9.3%. Median household income increased 28%, and housing values increased 11.4%. The poverty rate in Hollis remains very low at 1.3%. Racial demographics in Hollis changed between 2010 and 2021, with the population reported as white alone decreasing by 6.9%. The largest single demographic increase (7%) occurred in the population of two or more races, and the Hispanic population decreased by 0.9%. Higher education attainment in Hollis remains high, with a total 79.3% of the population having attended college for an Associate's degree or higher. The percentage of those speaking a language other than English decreased by 1% between 2010

and 2021 with 94.5% of the population reporting they speak English only and 4.1% speaking other Indo-European languages.

Environmental Scan and SOAR Analyses

In January 2023, the library's staff and Board members identified numerous political, economic, social, technology, legal, and library sector issues that could potentially impact the future of the Hollis Social Library. Participants indicated concerns around political polarization and divisiveness both nationally and locally alongside economic factors of inflation and high housing costs. They noted the community has good civic engagement, a growing senior population, good outdoor recreation opportunities, and growing school enrollment. Technology factors of note included the frequently changing nature of technology needs and devices, the large influence of social media, and the need to balance digital and virtual opportunities with physical and personal connections. Participants voiced concerns about first amendment audits, privacy needs, and the overall feeling of being under scrutiny in regard to potential censorship and book challenges. In the library sector, they mentioned opportunities to grow collections to offer kits and non-traditional items of use as well as the need for increased library marketing and creative, community-focused programming.

The staff and Board members also identified strengths, opportunities, aspirations, and results (SOAR). Current strengths included: friendly, personalized, and responsive service from staff; high quality programs with strong participation; current collections; a comfortable facility; and a good community involvement and partnerships. Opportunities noted were varied and included, among other things, the need for more space and seating, increased marketing, expanded collections of "things," and added program sessions to accommodate more people. The possibility of adding staff to increase overall services was noted as an opportunity, as was consideration of increasing funding streams through grants and the Friends of the Library.

Participants shared aspirations that the library be "as accessible as possible" while increasing registered users and usage as a central meeting point in town. They hope people will care about the library while being aware of the library's many offerings. They hope the library will be safe and inclusive, have a good relationship with the town's middle school students, and provide avenues for social connections. Ultimately, participants want the community to value lifelong learning and rely on the library as a comfortable place that provides resources and enrichment.

Community Survey

A total of 170 individuals completed a community survey. The majority of respondents were very satisfied or satisfied with the library overall (89.94%), and respondents were most highly satisfied with customer service at the library. Some common facility needs mentioned in the survey included: additional library space to accommodate community gatherings, additional seating for adults, and updated outdoor space for activities and programs.

Respondents shared many suggestions regarding the library's future collections, services, programs, and facilities. They placed a high value on traditional services such as print materials, programming, and getting help from library staff, while requesting more selection in eBook titles and easier registration for programs. The majority of survey respondents (59.38%) reported not having children under age 18 at home, but only 48.44% of respondents were age 55 and older.

Board and Staff Survey

Five board members and six staff members participated in a survey to gather additional input. Respondents indicated they feel the library offers a good variety of programs and services, especially given the small size of the library. They noted enjoyment in serving the community and working as a team to create a welcoming environment and connect with patrons.

When considering the library's future, respondents felt the most important factors to address were: promoting early literacy and making the library family friendly, promoting the freedom to read/discouraging censorship, staff wages, and staff retention. Staff and Board members provided several ideas for how the library can accomplish these items, including, but not limited to: collaborating with the community for town-wide reading initiatives, increasing social media presence, eliminating fines, and budgeting for fair and competitive wages. Staff and Board members also noted the need to offer after-school programming for teens which requires space and staffing. If money were no object, respondents indicated they would also like to expand facilities for a variety of added spaces and services.

Teen Survey

Five teens completed a survey in February 2023. Teens indicated they most frequently use the library to have a comfortable space in which to hang out with friends and to use the library's computers or Wi-Fi. Teens reported finding the most value in working or studying in the library as well as using the library's free Wi-Fi. They were most interested in programs for teens, community partnerships and outreach, and improvement and updates to the library facility; they also indicated interest in a future Library of Things collection and language learning opportunities. Finally, teens noted most interest in program topics around green living and crafting/making.

Focus Group Summary

During the last week of February 2023, Hollis Social Library held community focus groups with 18 participants. Additionally, six community members were interviewed to gather their feedback. Discussions centered around the strengths and opportunities for the library as a central part of the community that offers resources and enrichment. Participants described the library as friendly, welcoming, and warm. They also praised the library's programming, staff, and overall services.

Suggestions for improvements to library services included added programming for families and teens, social gatherings, and volunteer opportunities. Participants recommended updates to the facility and grounds including, but not limited to: outdoor and patio space with seating, better seating overall, outdoor book drop, larger meeting/gathering space, and private study rooms. Participants also suggested updates to the online calendar of events and registration processes. Community members voiced concerns about the need for after-school programming for middle school students and noted that the library is welcoming to the students but more space and resources are needed to better serve their many needs.

Review of Community Organizations and Strategic Plans

Organizations in Hollis and the surrounding region provide opportunities for diversifying local partnerships and collaborations. Current and future partnerships with organizations such as schools, healthcare organizations, and recreational and cultural outlets strengthen the relationship between the library and the community. A review of the region's 2022 Community Health Improvement Plan shows

what health needs are greatest in the area and how the library might provide information and programs to address these needs. Census data shows how the local workforce habits have changed which may be reflected in new ways the public seeks to use the library and suggests ways the library can meet those needs. Recreational, environmental, and historical organizations are all important collaborative partners through which to grow library services for a variety of age ranges and new audiences in the community.

Overall Themes and Considerations

- The library is well-regarded in the community and patrons value the excellent customer service provided by library staff.
- The community appreciates the historic nature of the library building and also sees the need for additional library spaces, both indoor and outdoor, to expand services and provide community meeting/gathering space. Additional seating and café space were noted by both focus group participants and survey respondents.
- Expanded staffing is necessary for adding services and programs, particularly if the library continues to be the main host of after-school activities for local students.
- The community highly values library programming, appreciates the variety of current program topics, and also suggested many new topics through both the community survey and focus groups. Community members would like to see more available registrations for programs and an easier way to register.

Introduction

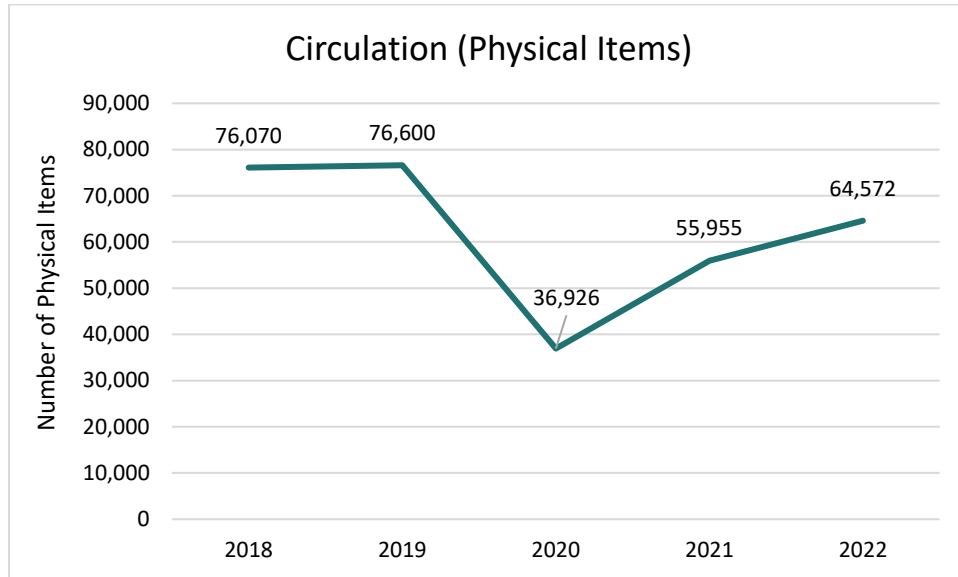
Hollis Social Library (HSL) serves over 8,000 residents in the town of Hollis, NH located in Hillsborough County. The library was founded in 1799, one of the first public libraries in New Hampshire, and has operated in its current building at 2 Monument Square since 1910.

The library currently provides both physical and digital resources to Hollis' residents, with an annual circulation of close to 80,000 total items in 2022. In addition to books and audiobooks, the library offers access to online databases, public computers, Wi-Fi, interlibrary loan, and homebound delivery. HSL also participates in interlibrary loan with over 275 New Hampshire libraries helping to bolster the library's collection offerings. The library hosts hundreds of programs annually serving thousands of participants. Programming covers a wide variety of topics, serving early literacy needs through weekly storytimes and offering a wealth of unique opportunities to learn and grow throughout the lifespan.

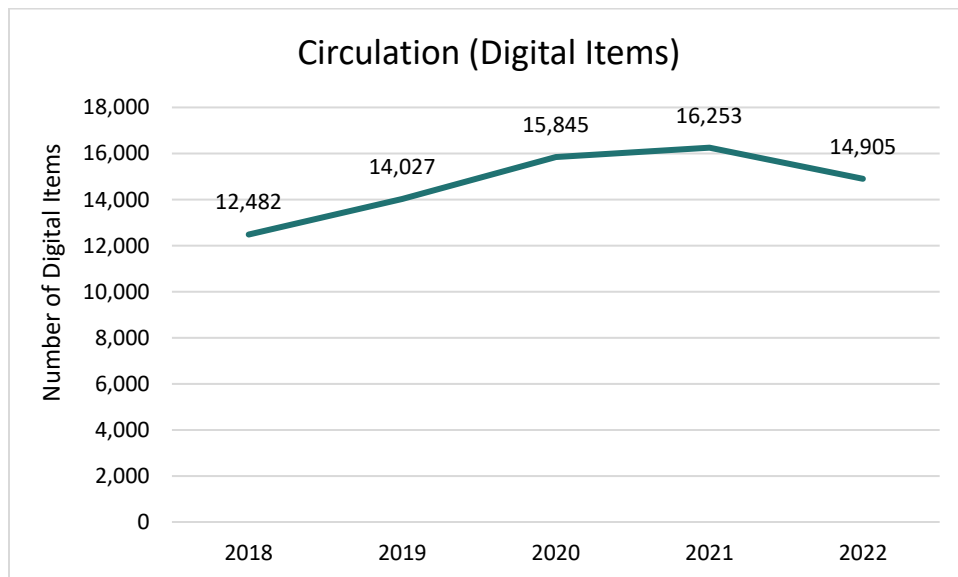
A Board of Trustees with 7 elected members meets monthly to oversee the library's governance and plan strategic operations. An active Friends of the Library group provides volunteer time to fundraise and advocate for the library.

Library and Community Data

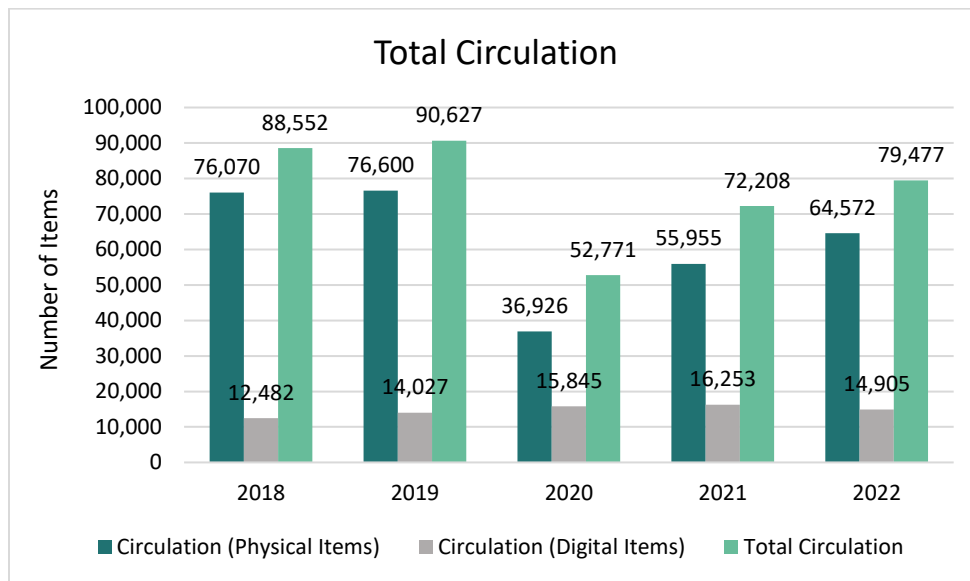
Like most public libraries, Hollis Social Library experienced a decrease in many statistics during the height of the COVID-19 pandemic. Circulation of physical items dipped significantly during 2020 but increased in 2021 and again in 2022. Physical item circulation has not yet reached pre-pandemic levels but shows good progress towards recovering.



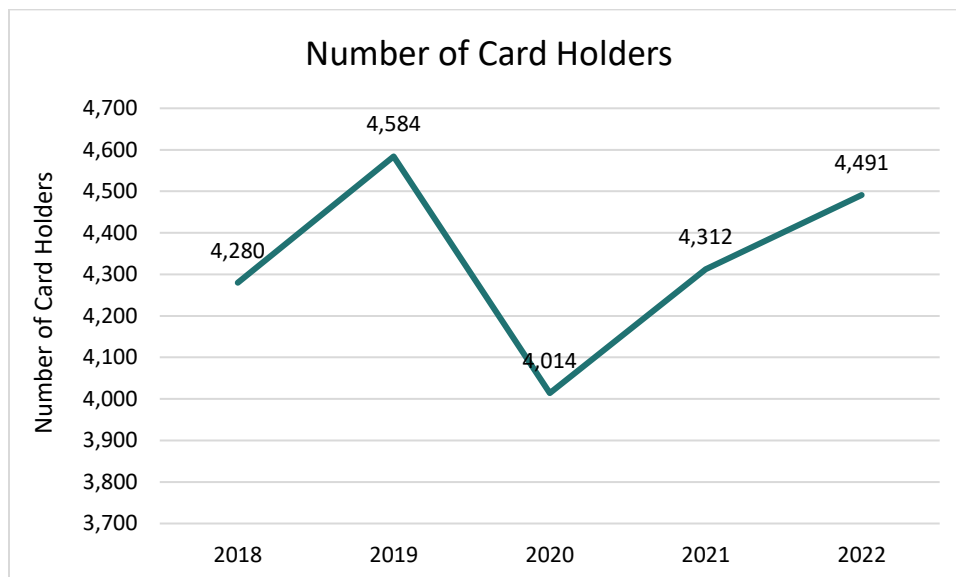
By contrast, digital circulation increased each year 2018-2021 before decreasing slightly in 2022.



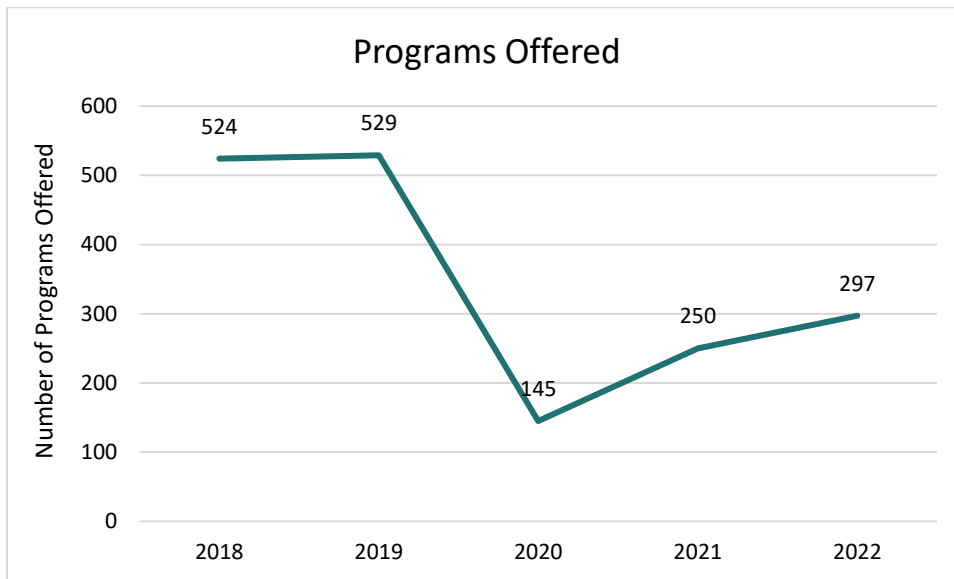
Predictably, total circulation decreased during the height of the pandemic. Although total circulation showed increases in 2021 and 2022, it has not yet returned to pre-pandemic levels.



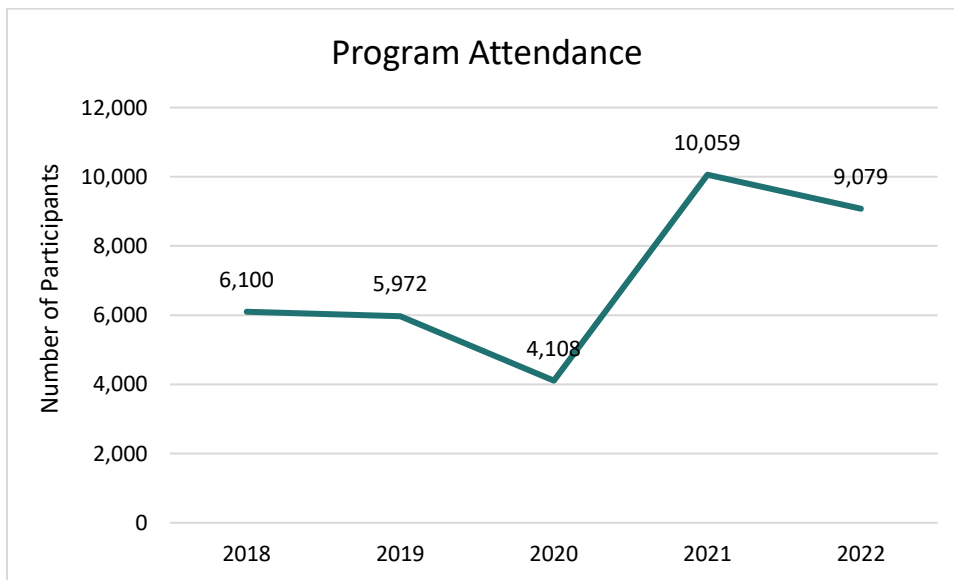
Card holder numbers varied by year over the past five years, with a dip to 4,014 in 2020 followed by increases in 2021 and 2022.



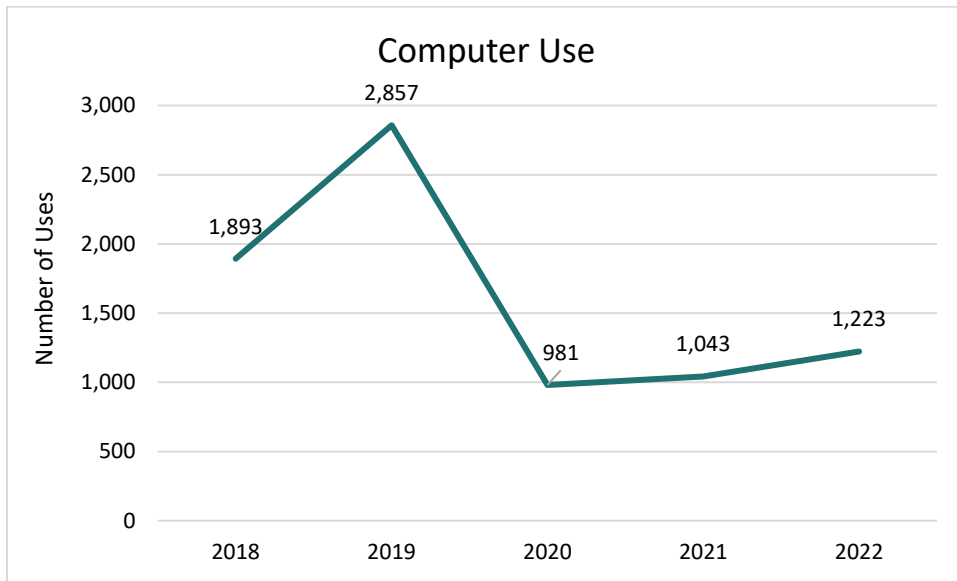
The number of library programs offered decreased significantly in 2020 during pandemic closures. The number of programs offered increased in 2021 and 2022 but have not yet returned to pre-pandemic levels.



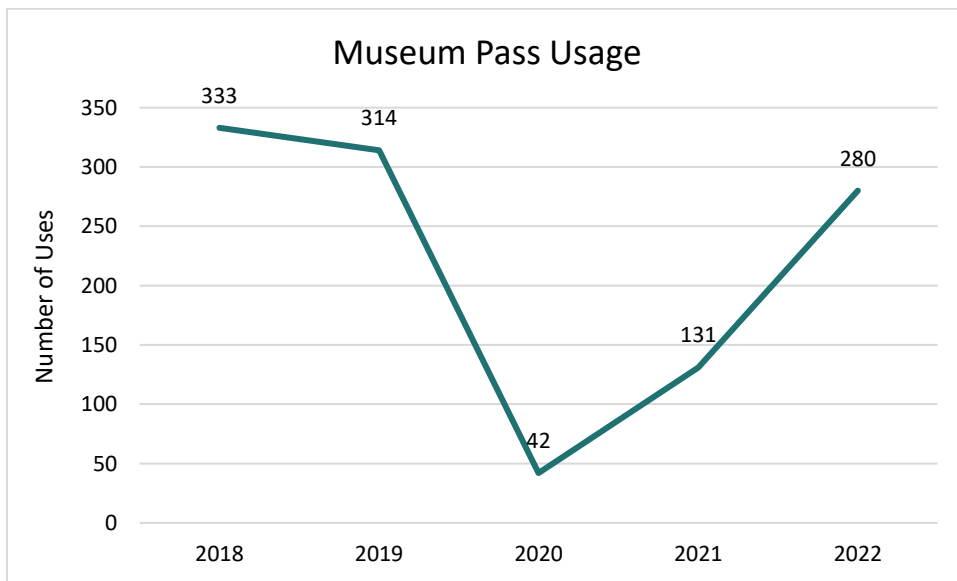
Despite the decrease in programs offered, program attendance increased significantly in 2021 as a result of virtual programming which allowed digital access to programs for more participants. Attendance remained high in 2022.



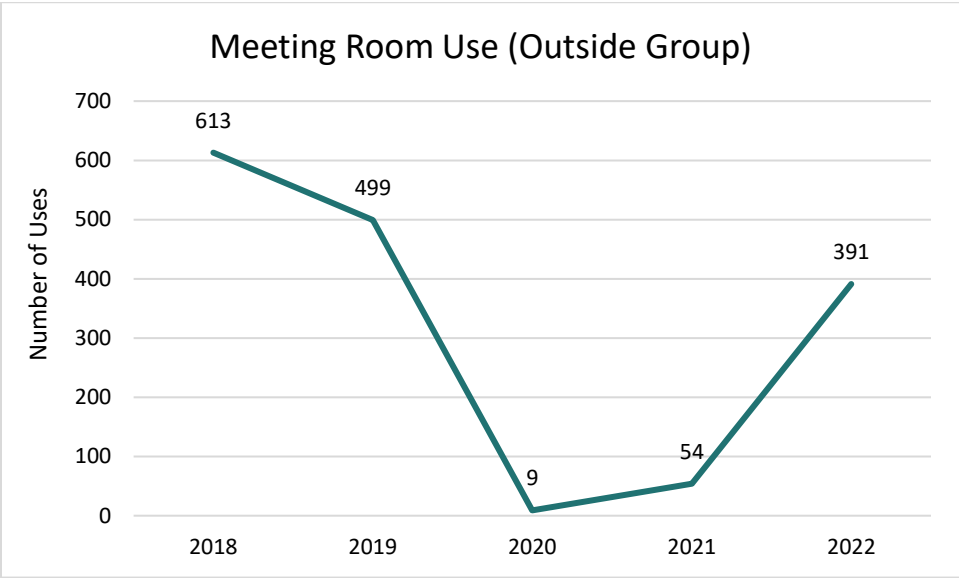
Computer use by library patrons decreased in 2020 and showed marginal increases in 2021 and 2022 remaining below pre-pandemic levels.



Museum pass usage decreased considerably in 2020 but recovered to near pre-pandemic levels by 2022.



Use of library meeting space by outside groups fell dramatically during 2020 and increased slightly in 2021 before increasing significantly in 2022. While usage is still below 2018 and 2019, the rapid increase in 2022 suggests a return to pre-pandemic levels is imminent.



The overall population in Hollis increased by 9.3% from 2010 to 2021, from 7,616 to 8,324. Median household income and housing values also increased during that time and are each above state and national averages, while average household and average family sizes decreased slightly. The poverty rate in Hollis is very low at just 1.3%.

| US CENSUS DATA | US 2021 | NH 2021 | Hollis 2010 | Hollis 2021 |
|---------------------------------------|-------------|-----------|-------------|-------------|
| Population | 329,725,481 | 1,372,175 | 7,616 | 8,324 |
| Median Age | 38.4 | 43.0 | 43.3 | 48.5 |
| Median Household Income (in \$) | 69,021 | 83,449 | 112,885 | 144,514 |
| Homeownership | 64.6% | 71.6% | 91.3% | 93.2% |
| Housing Value (Owner-occupied, in \$) | 244,900 | 288,700 | 444,000 | 494,600 |
| Below Poverty Level | 12.6% | 7.4% | 1.2%* | 1.3% |
| Average Household Size | 2.60% | 2.46% | 2.79% | 2.58% |
| Average Family Size | 3.20% | 2.98% | 3.24% | 3.06% |

The population of Hollis reported as “white alone” decreased from 2010 (94.5%) to 2021 (87.6%). The population of those reported as “two or more races” increased by 7% during this time to 7.6%, while other racial demographic groups increased or decreased only slightly.

| US CENSUS DATA | US 2021 | NH 2021 | Hollis 2010 | Hollis 2021 |
|--|-------------|-----------|-------------|-------------|
| Total Population | 329,725,481 | 1,372,175 | 7,616 | 8,324 |
| White alone | 68.2% | 91.0% | 94.5% | 87.6% |
| Black or African American alone | 12.6% | 1.6% | 0.1% | 1.5% |
| American Indian and Alaska Native alone | 0.8% | 0.1% | 0.0% | 0.1% |
| Asian alone | 5.7% | 2.7% | 2.5% | 2.6% |
| Native Hawaiian and Other Pacific Islander alone | 0.2% | 0.0% | 0.0% | 0.0% |
| Some Other Race alone | 5.6% | 0.8% | 2.3% | 0.5% |
| Two or More Races | 7.0% | 3.7% | 0.6% | 7.6% |

| US CENSUS DATA | US 2021 | NH 2021 | Hollis 2010 | Hollis 2021 |
|---------------------|-------------|-----------|-------------|-------------|
| Total Population | 329,725,481 | 1,372,175 | 7,616 | 8,324 |
| Hispanic Population | 18.4% | 4.1% | 3.2% | 2.3% |

2021 higher-education attainment levels in Hollis were above state and national levels, with 29.5% having completed a Bachelor’s degree and 26.9% having completed a graduate or professional degree. Only 1.5% of those 25 years and older in Hollis have less education than a high school diploma.

| US CENSUS DATA | US 2021 | NH 2021 | Hollis 2010 | Hollis 2021 |
|------------------------------------|----------------|----------------|--------------------|--------------------|
| Population 25 years and older | 225,152,317 | 986,106 | 5,000 | 6,110 |
| Less than High School graduate | 11.1% | 6.4% | 2.9% | 1.5% |
| HS or Equivalent | 26.5% | 27.3% | 12.5% | 19.2% |
| Some College or Associate's Degree | 28.7% | 28.1% | 20.4% | 22.9% |
| Bachelor’s Degree | 20.6% | 23.4% | 34.0% | 29.5% |
| Graduate or Professional Degree | 13.1% | 14.9% | 30.1% | 26.9% |

In 2021, the majority of Hollis' population spoke English only (94.5%). The population of Spanish speakers (0.2%) decreased from 2010 (1.0%), and the population of those speaking other Indo-European languages (4.1%) increased slightly from 3.7% in 2010.

| US CENSUS DATA | US 2021 | NH 2021 | Hollis 2010 | Hollis 2021 |
|--------------------------------------|----------------|----------------|--------------------|--------------------|
| Population 5 years and over | 283,833,852 | 1,241,642 | 8,006 | 7,141 |
| English Only | 79.9% | 92.0% | 93.5% | 94.5% |
| Spanish | 12.5% | 2.1% | 1.0% | 0.2% |
| Other Indo-European languages | 3.7% | 4.3% | 3.7% | 4.1% |
| Asian/Pacific Islander languages | 3.1% | 1.2% | 0.9% | 1.1% |
| Other languages | 0.8% | 0.4% | 0.8% | 0.0% |
| Speaks English less than "very well" | 8.2% | 2.4% | 0.7% | 1.4% |

Environmental Scan

An environmental scan considers the broader context in which an organization exists and identifies key issues that potentially impact the future of the organization. To kick off the library’s strategic planning process, elements of the environmental scan were identified during sessions with staff and library Board members in January 2023 and are summarized below.

| <u>Political</u> | <u>Economic</u> | <u>Social</u> |
|---|---|--|
| <ul style="list-style-type: none"> • Concerns over increasingly divisive and polarized politics at both local and national levels • Historically more conservative area but seeing shifts; people now say they are “fiscally conservative and socially liberal” • Some vocal conservatives locally • Concerns around upcoming elections • Concerns about future elected Trustees’ feelings toward the library • Concerns that there seems to be a lack of understanding between people with differing opinions • Good civic engagement and small-town vibe • Censorship and intellectual freedom challenges on the rise nationally • Continued COVID concerns and politicization of the pandemic response • Staff has to carefully navigate patron conversations and manage community expectations • People feel empowered to be involved in public spaces | <ul style="list-style-type: none"> • Overall, an affluent area but still some community members that are not as well-off • Housing costs and taxes prevent people from living in town • Inflation and other economic impacts from the pandemic • People more likely to purchase what they want/need for information and entertainment • Conservation-minded related to development • Possibly not as many stay-at-home parents as before • Many residents in town who grew up there • More families seeking financial help • Good time to invest in the library because we provide so much to the community • NH law stating the town needs to fund the library | <ul style="list-style-type: none"> • Bedroom community to Boston • Land conservation and farming are important • Growing senior population • Some outdoor recreation and dining opportunities • Education highly valued • MS and HS shared with Brookline, which is not as affluent • School enrollment highest since 2011 • Small population boom, new construction/housing • Many social organizations, many ways to get involved • Up-tick in theft and vandalism • Growing isolation for some who are still hesitant to get out • Easier for kids and seniors to get involved • Town festivals that bring people together such as Old Home Day • Community organizations struggling to get people into leadership and overall participation is down • Library book sale • Active Friends of the Library group • Large number of kids and young people involved with the library |

| <u>Technological</u> | <u>Legal</u> | <u>Library Sector</u> |
|--|---|--|
| <ul style="list-style-type: none"> • Most people have internet and devices, but some still come to the library to use tech including kids after school and seniors • Some “dead zones” due to hills • People don’t always know what to ask for or what is possible • Smartphone and/or computer necessary now • Frequently changing • Social media influence is huge • Balancing virtual world with physical connections (to books, people) • Ability to meet remotely via Zoom now • Provides easy access but also has limitations • Multiple apps needed to access resources, is sometimes a hassle • Influences how we interact with the world • Library has kept up with tech changes/needs • Online catalog is great | <ul style="list-style-type: none"> • Privacy concerns • Understanding copyright issues • First Amendment audits • Staff concerns that they might do something wrong and need to navigate various situations • Feeling of being under scrutiny • Right to Know requests • Updating library policies to comply with legal issues | <ul style="list-style-type: none"> • Library of Things and other non-traditional collections • Additional services beyond traditional (i.e., notary, passport) • Circulation of hotspots • Offering things people want access to but don’t want to spend money on • Kits for different ages • Dedicated marketing staff to manage social media presence • Creative programming • Larger, community-wide programs |

SOAR Analysis

A SOAR analysis (strengths, opportunities, aspirations, and results) narrows the focus from an environmental scan to consider the organization specifically. This exercise helps identify potential directions to explore during the strategic planning process. SOAR elements were identified during sessions with staff and library Board in January 2023 and are summarized below.

| <u>Strengths</u> | <u>Opportunities</u> |
|---|--|
| <ul style="list-style-type: none"> • Overall: open and responsive to patron suggestions; people meet and form friendships at the library; welcoming; serve as a community hub; central, walkable location; lots of community involvement and partners; after school opportunities for teens; overall strong usage; overall a comfortable facility the provides an intimate and personal experience; supportive Board that likes to try new things • Programming: high quality; waitlist for DIY programs; summer reading a huge success; great youth programming; programs help people interact; strong participation numbers • Collections/Access: robust budget for collections; kits and Library of Things; collections are current and comprehensive; ILL access; honor patron requests for materials; DVD collection very popular • Services: door-to-door drop-off service; provide tech help for patrons; local history information source • Staff: friendly, personalized customer service; approachable and cohesive staff; make people feel special; know patrons by name; knowledgeable; team members wear a lot of hats | <ul style="list-style-type: none"> • Spaces and Technology: need more spaces for collections and seating; could add maker technology; have new accessible doors – consider more accessibility and lighting needs; could improve energy efficiency of the building; consider how the library could serve as a community center • Communications and Marketing: getting the word out via various formats; provide clarity around where people can use the library; cross-publicize events, i.e., Hollis Historical Society; social media marketing – could hire someone with these skills; consider how to better collect and use data • Services: explore how best to serve Middle School students who come in after school; add Notary and/or Passport services • Collections: expand Library of Things; add Seed Library; expand kits • Programs: often full with a core group of patrons – could add sessions to accommodate more people, i.e. children’s programs and DIY programs; potential for dedicated programming staff; revamp sign-up process for programs; offer facilitated discussions about difficult topics • Partnerships and Outreach: expand relationships with schools and organizations in town, i.e., Hollis Women’s Club, Beaver Brook, Hollis Artspace, karate school, preschools, local farms, energy conservation groups, recreation department; deepen current partnerships and investigate new; Brookline Library • Funding: how to utilize Friends’ bequest; consider NH Humanities grant opportunities • Staff: training opportunities; staff are very busy – do we need more full-time staff? |

Aspirations

- **Overall, the library:** is as accessible as possible; meets the needs of the community at every age and stage; is a central meeting point in town; has more users and more people take advantage of all the library offers
- **The community:** feels less isolated, in general; feels the library is a communal resource; is encouraged to have a love of books and reading; sees the library as a resource for all forms of literacy
- **People:** care about the library; are aware of what the library offers; think of the library first when they have information needs; feel they belong and feel they are reflected in the library's collections and services; are comfortable with technology; feel connected; learn to be open-minded to ideas that they might not agree with; are open to conversations
- **Teens:** think the library is fun
- **The library:** has better relationships with Middle School students; provides judgement-free information; has a supportive collection; provides for connections and fosters a small-town feel; bridges knowledge gaps; is seen by partners as a strong community relationship
- **The library building:** is a safe and inclusive space for all where people can be themselves; is comfortable for all

Results

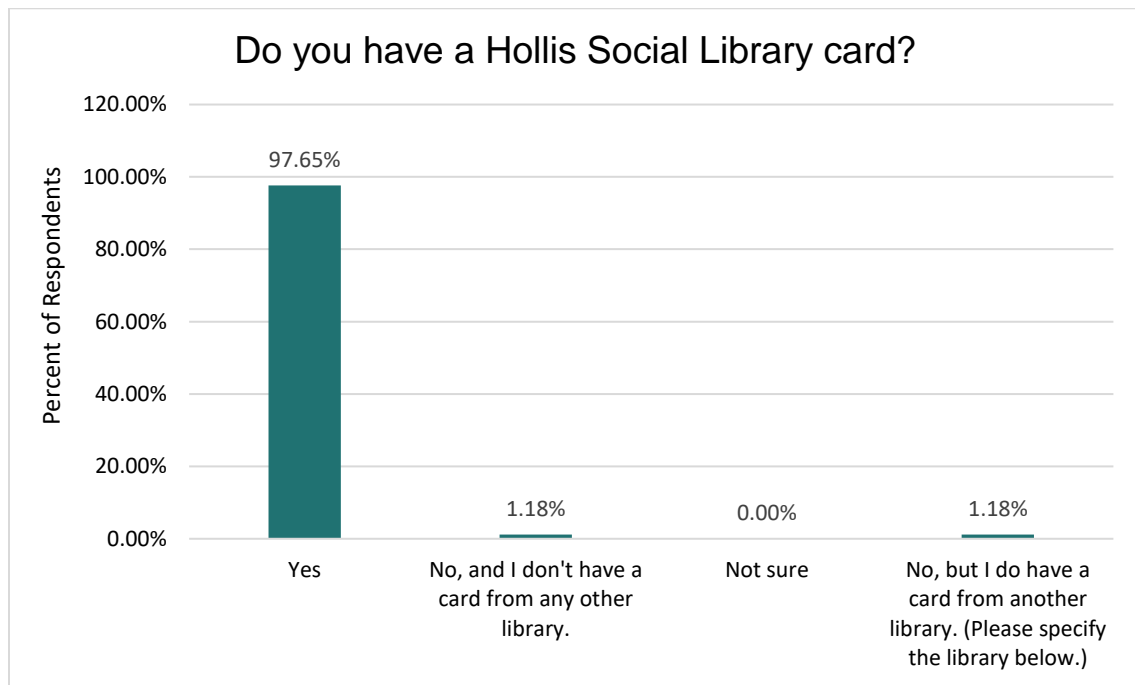
- **The community:** values lifelong learning; experiences a sense of belonging; relies on the library
- **The library:** provides a sense of belonging; offers a judgement-free space; has many volunteers; fosters closeness with patrons; is a comfortable, safe place; has more usage; provides enrichment
- **People:** feel positive about the library; feel their information needs are met and are confident they can come to the library about anything; feel they belong and are a part of the community; feel supported and less lonely; are exposed to new things and have an expanded world-view; are curious and try new things
- **Teens:** have a safe place to go after school

Community Survey Summary and Analysis

As part of their strategic planning process, the Hollis Social Library conducted a SurveyMonkey survey to learn more about their patrons' experience with library services, programs, staff, and facilities. A total of 170 individuals completed the survey, representing approximately 2% of the 2021 service area population of 8,342 residents.

Notes about the survey responses:

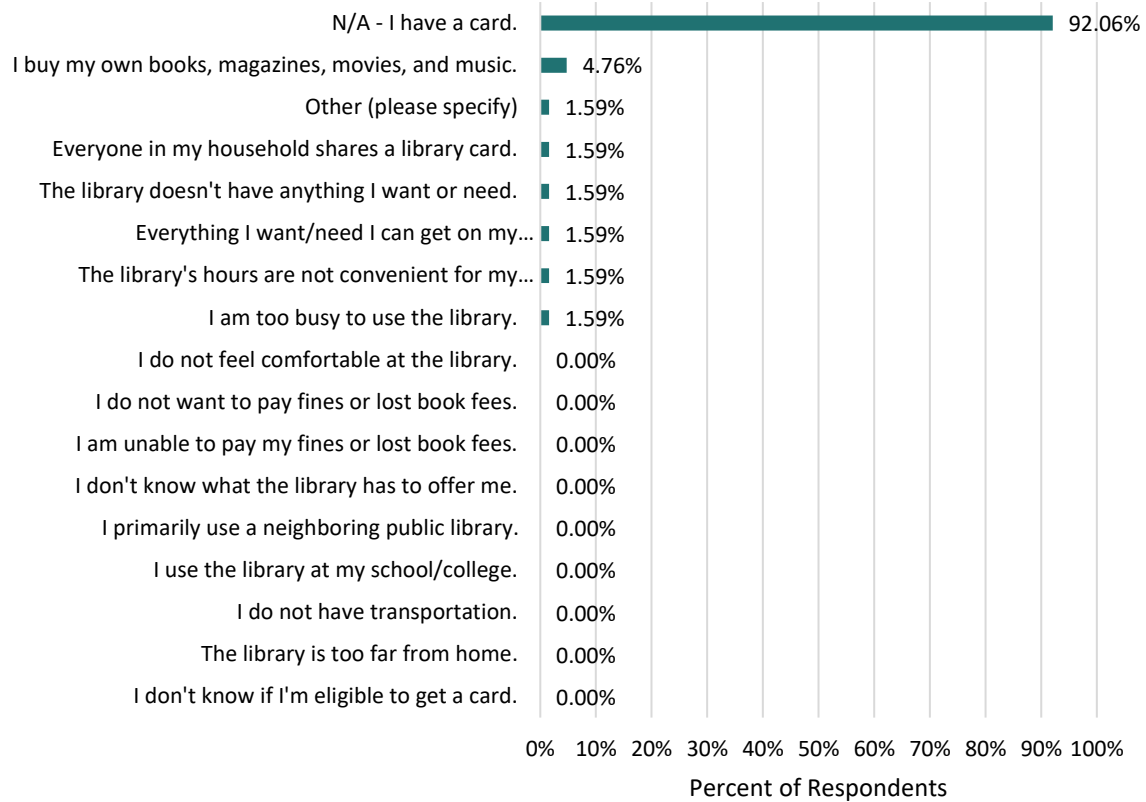
- Respondents sometimes note programs or services they want the library to have but are already offered by the library. We have left these comments in the responses. This indicates an opportunity to better communicate about all the library has to offer. In addition, respondents sometimes offer conflicting opinions about what the library should offer or feel strongly about the library offering something that is not feasible due to cost.
- For open-ended questions, responses are summarized and not in any particular order or with any particular weight. When analyzing this qualitative data, we hoped to show the breadth of responses provided by respondents.



FINDINGS:

- The majority of survey respondents (97.65%) have a Hollis Social Library card.
- One respondent noted they have a card from Cambridge Public Library; one additional respondent noted they use their grandchild's card.

If you do not have a Hollis Social Library card or do not use the library, please indicate the reason below. (Check all that apply.)

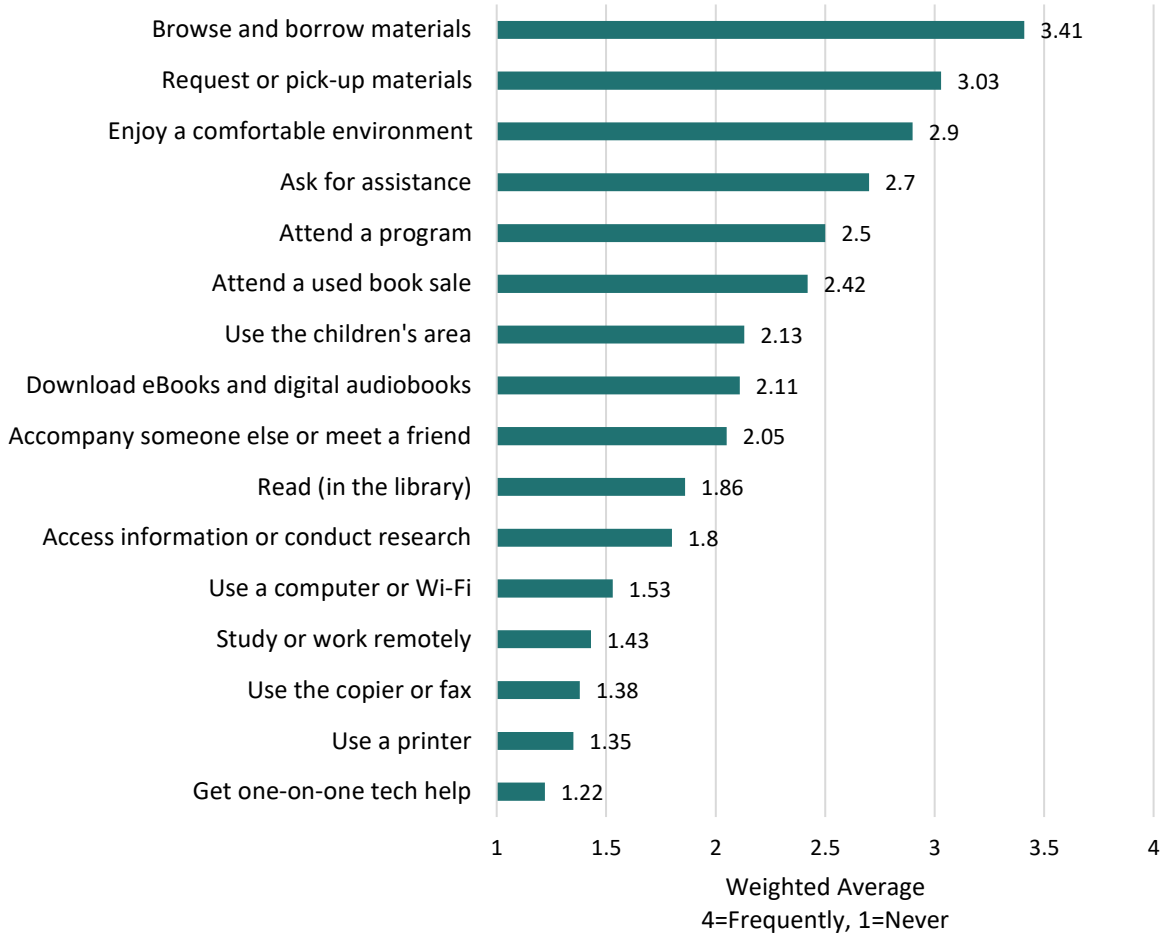


FINDINGS:

- Fewer than 5% of respondents noted buying their own books, magazines, movies, and music as a reason for not using the library.
- Even fewer respondents noted other reasons for not using the library.
- One respondent commented that the library sometimes has limited availability compared to their old library.

| |
|---|
| If you frequently use another public library in the area, please indicate which library and what you like about that library. |
| Brookline: free preschool yoga class; close to home; music programs and other programs for children |
| Townsend, MA: Libby has better selection in MA; great storytime with art; frequent children's classes with high energy; open-ended toys; larger selection of books and more games; no late fees/fines; |
| Nashua: history room; variety in program offerings; larger collection; music selection; music DVDs as well as printed music; children's area well-stocked and versatile; children's computers with educational programs; makerspace; diversity in children's collection; no fines/fees |
| Merrimack: access to digital audiobooks through hoopla; more museums and state park pass; non-book collections; show you how much money you have saved and keep a running total; |
| Hudson: Consumer Reports online; museum/state park pass |
| Pepperell: larger collection |
| Groton: great toy selection |
| Amherst: wonderful children's room as well as several classes for children; access to more web resources |
| Bedford: seeds program; museum/state park pass |
| Belmont: access to hoopla |
| Listed without reasons: Lawrence; Tewksbury, MA |
| <p>Other comments:</p> <ul style="list-style-type: none"> • "Libraries aren't all about toys, but toddlers are drawn to them and this allows [my child] to get accustomed to libraries and always have them as a constant in his life as he grows." • "...we brought our daughter to your library and we loved the kids' area! And everyone was so welcoming to us." • "I also use NH Downloadable Books Consortium." • "Kelley Library [Salem, NH] was part of GMILCS so even if they didn't have a book, it was easy to see if someone else did and request it." • "I also use a local library in my country of origin to be able to access content that isn't in English and by authors that don't get translated into English." |

Please indicate how frequently you use the following services offered by Hollis Social Library.



FINDINGS:

- Respondents reported most frequently using the library to browse and borrow materials (3.41/4), request or pick up materials (3.03), and enjoy a comfortable environment (2.9).
- Respondents least frequently use the library to utilize the copier or fax (1.38), use the printer (1.35) or get one-on-one tech help (1.22).
- Other activities/services not listed above included: using the children’s area; attending Friends of the Library programs; and gathering for book club.
- Other comments included: “Would like someone available to help with learning technology;” “Staff is friendly and helpful;” and “Loved the graveyard talk, gardening talk, etc.”

What would make it easier for you to use the library?

Respondents shared suggestions related to **programs**:

- Programs on how to use e-resources; knitting/crochet group

Respondents shared suggestions related to **collections**:

- More audiobooks; more collections of items other than books; more periodicals; more digital selection on Libby; more large-print books

Respondents shared suggestions related to **services**:

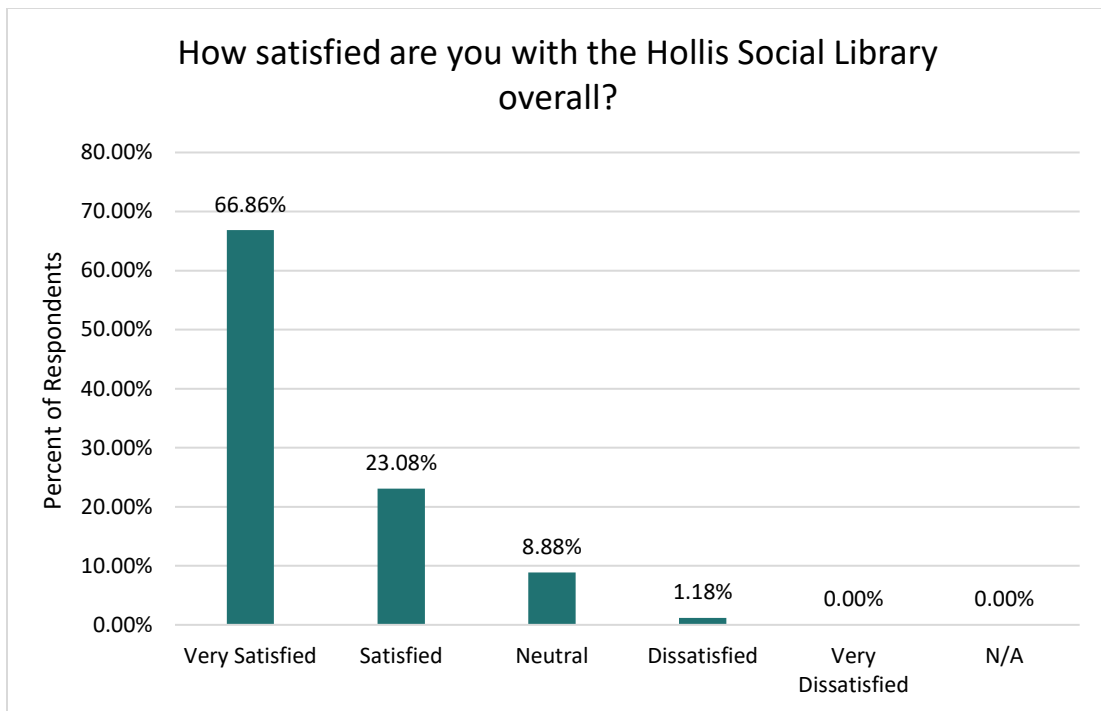
- Delivery service; after-hours pick up options; fee payment options besides cash and check; eliminate all late fines

Respondents shared suggestions related to **facilities, hours, and access**:

- Expanded operating hours; adult seating area (feels like a teen area); being able to check-out in the children's area instead of the front desk; used book sale space that is always open; earlier morning hours; coffee area; playground; Sunday hours; larger children's area; more private seating areas; more meeting spaces; concrete stairs are difficult for seniors in the winter; drive-up book return

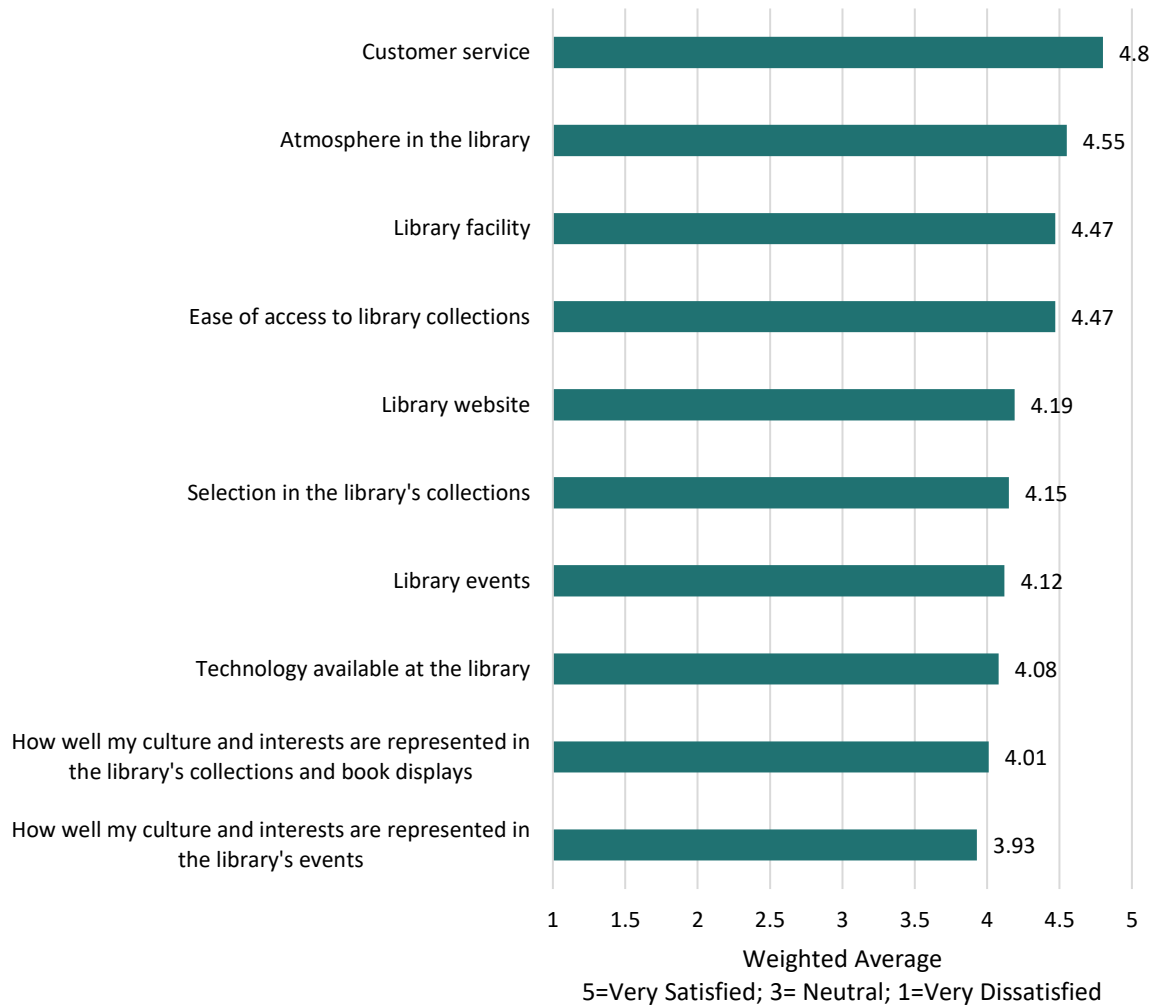
Respondents shared other **comments**:

- "It's very easy, always good help and assistance when I need it!"
- "We love the library and its services especially the kids' programs. I would work remotely more often if I could have a drink with me and if there was somewhere I could take a call without disturbing others."
- "Love the library and the librarians, but the library itself is not super welcoming or comfortable. I think more people would work or study or gather if they could have a drink with them."
- "I am not a huge reader and I often ask the librarians for book suggestions for my child based on their ages and it seems like a difficult question."
- "Staff is very helpful, pleasant, and I can usually get whatever books I want either at the library or through interlibrary loan."



- FINDINGS:**
- The majority of respondents (89.94%) are very satisfied or satisfied with the library overall.
 - 8.88% reported they are neutral and 1.18% are dissatisfied. No respondents reported being very dissatisfied.
 - 94.8% of respondents age 55 and over ($n=77$) reported they are very satisfied or satisfied with the library.
 - 86.67% of those age 34 and under ($n=15$) reported they are very satisfied or satisfied with the library.

Please rate how satisfied you are overall with the following aspects of the library.



| | |
|-----------|---|
| FINDINGS: | <ul style="list-style-type: none"> • Respondents reported being most satisfied with the library’s customer service (4.8), the atmosphere in the library (4.55), the library facility (4.47), and ease of access to library collections (4.47). • Respondents were less satisfied with how well their culture and interests are represented in the library’s collection and displays (4.01) and representation in the library events (3.93), however both of these rated near 4 (Satisfied). |
|-----------|---|

For any items that you clicked dissatisfied or very dissatisfied, what can the library do to increase your satisfaction?

Respondents shared ideas related to **programs**:

- Would like easier event sign-up; take-home crafts; more programs for elementary and middle school ages; collaborate with local libraries on Zoom programming; more registration seats at programs

Respondents shared ideas related to **collections**:

- Expanded children’s nonfiction; more historical fiction; more popular authors; larger selection of books with Christian values for children and teens; more large print books; larger eBook selection and more licenses for popular titles; access to a consortium for inter-library loan; more titles that represent conservative viewpoints; quicker access to new books; larger selection of magazines; more literary fiction; more classic literature for young people

Respondents shared ideas related to **services**:

- Streamline website to make it clearer how to register for programs and use other services; improve overall website navigability; access to Ancestry.com; access to a library app; solicit patron ideas and interests and follow-up on these

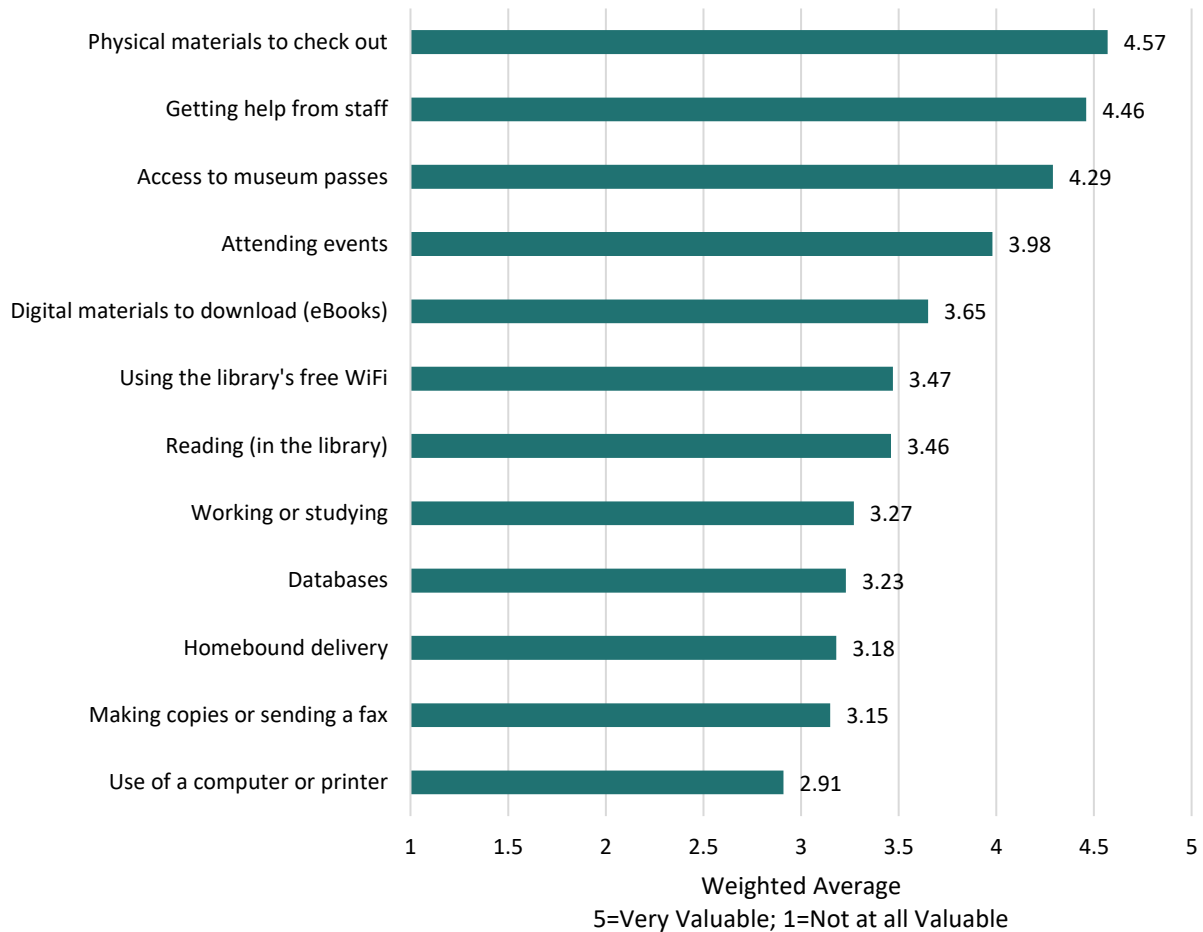
Respondents shared ideas related to **facilities, access, and hours**:

- More café-like atmosphere; areas for kids to do group work where it’s ok to talk; more trash cans throughout the building

Respondents shared other **comments**:

- “Diversify the book collection and opportunities for education (including technological).”
- “Give Director & Children's Librarian substantial raises to keep your top people here! (too much turnover in recent years!)”
- “Another reason I love this library is because this question was even asked.”
- “I do appreciate the new science related and history non-fiction books.”
- “I am disappointed in the Ebook selection from the New Hampshire State Library. It is very inferior to BPL (Boston) or CWMARS(Central Mass.)”
- “Would like more variety in programs for elementary and middle school that isn’t just crafts or a singing/puppeteer/magician presenter. More programs that provide learning experiences on new technologies or trends. A tween advisory would be amazing. A staff member present in the children’s area would also be nice instead of an empty staff desk.”
- “I’m not dissatisfied with library events, but I never seem to be able to sign up because they are full. Can’t really be dissatisfied with that! Programs must be awesome! ...but it seems REALLY hard to get a spot.”
- “Since COVID the children’s books sketch me out a bit and some seem like they have been through a rough life. Do you wipe them down? Not just for germs but for general sticky children?”
- “I'm not dissatisfied...but somehow the "HOLD" process on the website escapes me. I always think I have put books on hold only to find out that they aren't or that it was unavailable and I'm on the waitlist....and I find out when I get to circulation desk to get the book. Probably 'user error' but seems unnecessarily confusing if it keeps happening.”
- “Have staff up at front desk rather than in the back. It’s much more welcoming to see a live face rather than a bell to press for service.”
- “I feel many of the kids/teen books are very liberal and not something I am comfortable allowing my family to read. I also would like to see more Christian books (for kids and families as well as adult books) in the library.”

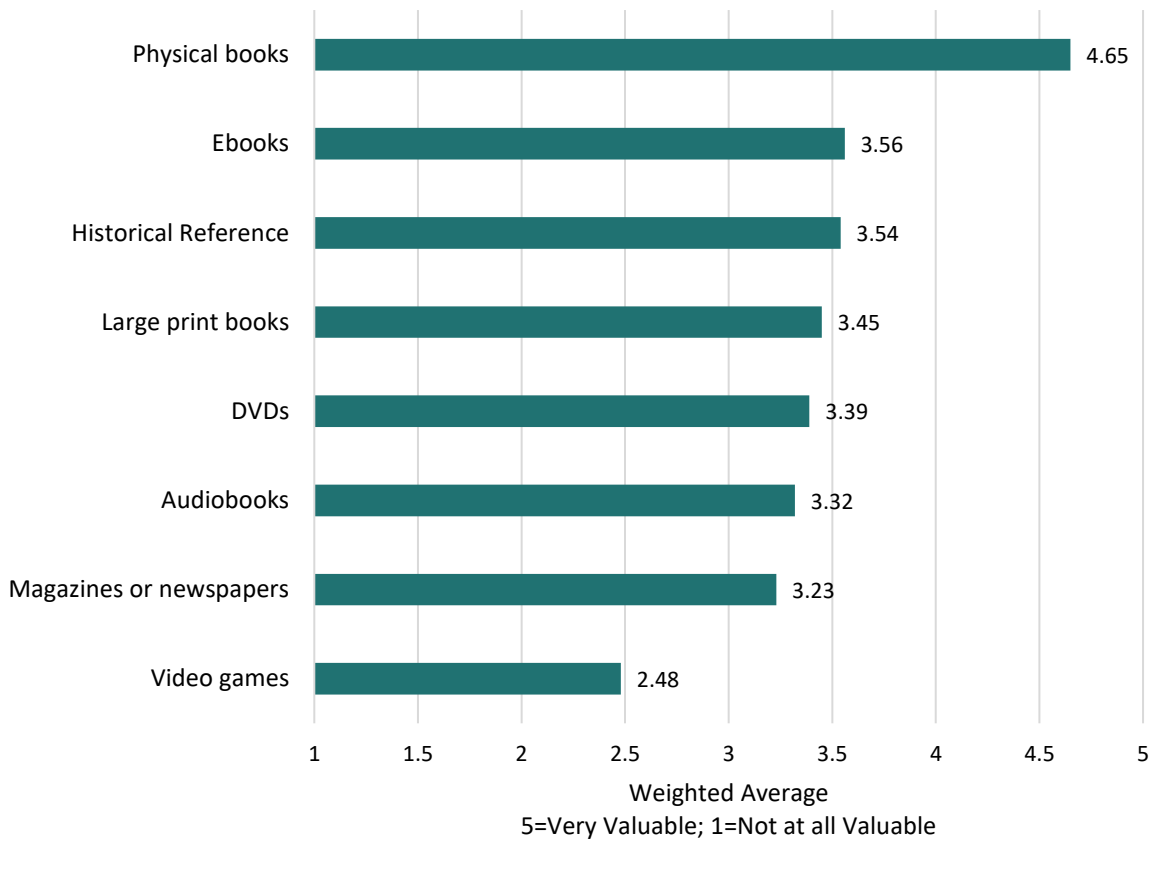
Please rate the following library services, collections, programs, and spaces in terms of their value to you and your family.



FINDINGS:

- Respondents rated physical materials to check out (4.57) as most valuable.
- Getting help from staff (4.46), access to museum passes (4.29), and attending events (3.98) also rated highly.
- Respondents rated homebound delivery (3.18), making copies or sending a fax (3.15), and use of a computer or printer (2.91) as least valuable.
- Respondents age 55 and over ($n=77$) rated getting help from staff most highly at 4.61 followed by physical materials to check out at 4.59.
- Respondents under age 34 and under ($n=15$) rated access to museum passes highest at 4.69 followed by physical materials (4.57), getting help from staff (4.33), and attending events (4.29).
- 44.85% of all respondents indicated they were not aware of homebound delivery services; 22.98% were not aware of database access, and 9.09% indicated they were not aware of digital materials to download.

Considering the library's specific collections, please rate the following collections in terms of their value to you or your family.



FINDINGS:

- Respondents rated physical books as the most valuable library collection (4.65).
- Video games (2.48) were rated as the least valuable collection overall, however respondents under age 24 ($n=6$) rated video games at 3.33.
- Respondents age 34 and under ($n=15$) rated ebooks (3.8) and audiobooks (3.73) more highly.
- Respondents age 55 and over rated large print books at 3.79, magazines and newspapers at 3.66, and DVDs at 3.56.

What do you value most about the library's spaces and the experiences you've had in the library?

Many respondents noted they value:

- **The library's welcoming, inviting, comfortable, and warm environment;**
- **The library's friendly, helpful staff;**
- **The library's support in creating a love of reading/learning in the community;**
- **The library as a community hub and source of events/classes/programming;**
- **Easy access to books and materials.**

Additional mentions and comments about library spaces and experiences are noted below.

Respondents find **value in library programs:**

- Summer programming is "brilliant;" appreciate day and evening program options for adults; book clubs;
- "There have been some really great programs for kids."

Respondents find **value in the library's services and collections:**

- Physical books; ILL access;
- "The Historic/Genealogy section is what I value the most. An improvement would be to have access to Ancestry.com like we used to have."

Respondents find **value in the overall library building and specific spaces:**

- Children's room; "quiet, clean, comfortable"; new books section; teen area; community room; reading area; historical atmosphere; windows; open space; reading/study nooks; tables in the back "are great work spaces;"
- "I also LOVE the little working blue rooms in the old part of the library. They are one of the best places I know for writing and really focusing."
- "I love the vibe and the accessibility of everything."

Respondents find **value in the library's staff:**

- Personal assistance from staff;
- "Great staff - the most friendly people ever work at our library! thank you HSL."
- "Often the staff is chatting in the office and I feel bad ringing the bell for service. In an ideal world, people would stay at the checkout counter or keep an eye on it. But the staff is lovely."
- "The people that work there are fantastic."
- "The staff is wonderful! I've always been able to get the answers I needed."
- "The staff are all extremely friendly, and helpful in every way they've been asked by our family."

What updates or improvements would make the library's building better?

Respondents shared ideas and comments related to **updates and improvements to the library's overall physical spaces:**

- More comfortable space for adults to sit and read; separate private computer area; a dedicated space for adults; an expansion to the building; larger event space; an area to snack; drive-up bookdrop; easier parking;
- "It's hard to look through the new location for the new non-fiction. The old location was much better. Too much space ceded to the teenagers."
- "Librarians are very helpful and welcoming. I'd like to see a larger area for people to sit and read. At the present time, there is not enough space to allow for social distancing. Also, attendees for events have to sit too close together. Wearing a mask should be mandatory for events."
- "Spaces seem a bit small for some functions."
- "Well, we all know we could do with more space :) I used to like the coziness of reading spaces, but again, there's only so much room and I'd rather have a larger selection of books than a huge couch."

Respondents shared ideas and comments related to the **library's children's spaces:**

- Bean bag chairs for kids; larger toy selection; "more cared for through the in-room offerings;" bigger children's area;
- "I am a bit sad about how limited you are by the building's size. The children's area is very small compared to other libraries. (But nothing you can do about that) We are regulars and love the library and appreciate how it looks taken care of."
- "I would like the children's room to be staffed. I also think decorations that are not specific to one culture is more welcoming (winter decorations instead of a Christmas tree for example)."

Respondents shared ideas related to the **library's programming:**

- More events: speakers, used book sales, preschool-age programming on Fridays (when Hollis Preschool does not have class); early literacy programming for early readers; more children's activities; genealogy research programs

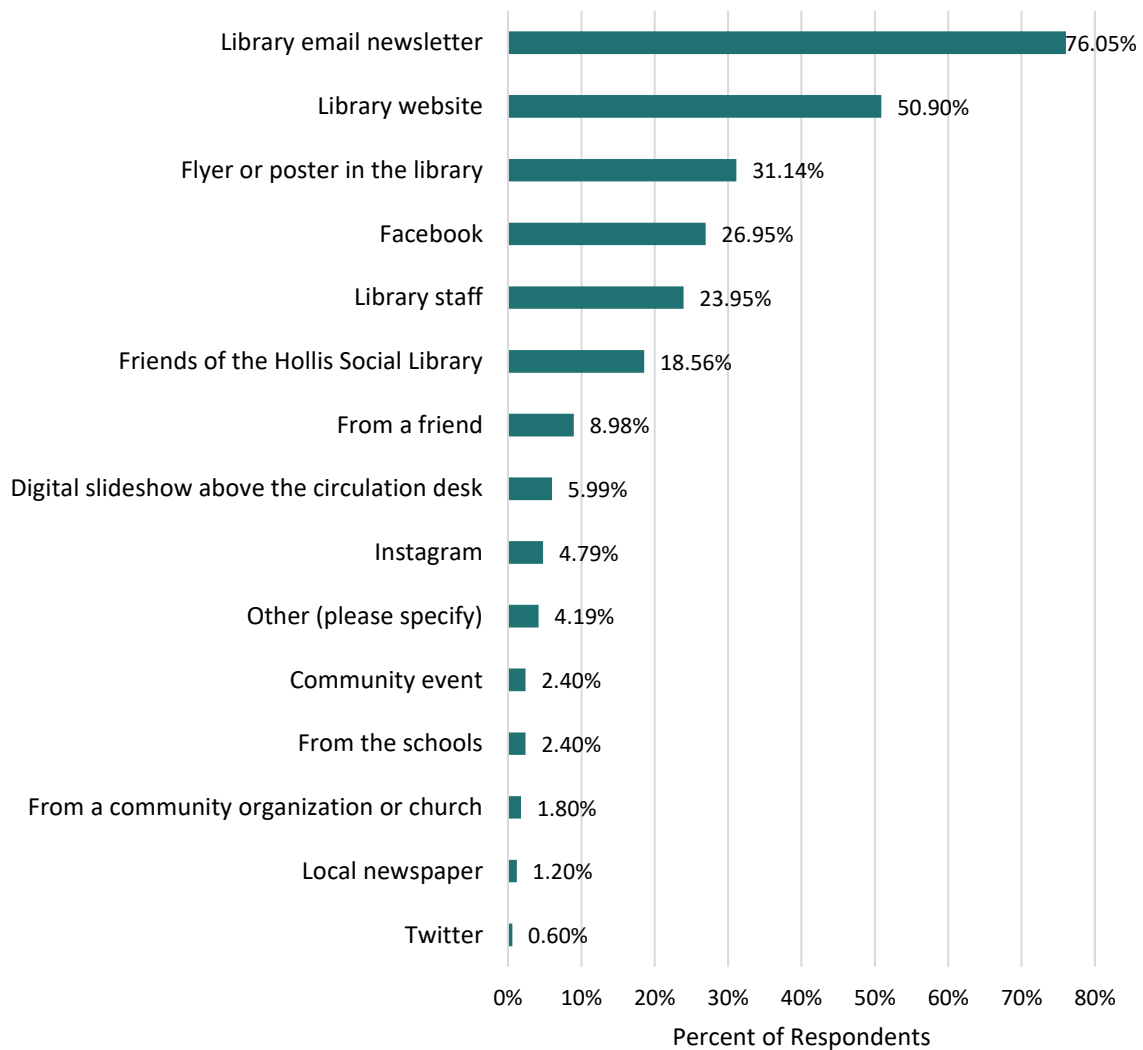
Respondents shared ideas related to **library collections:**

- Expanded selection of new releases; access to older magazines/articles; more Nintendo Switch games; continued expansion of large print collection; better selection of digital books

Respondents shared ideas related to **library services:**

- More explanations on the website of what is available and how to use resources; more communications across local organizations to coordinate calendars; go fine free (like Nashua)

Where do you learn about what is going on at the library?



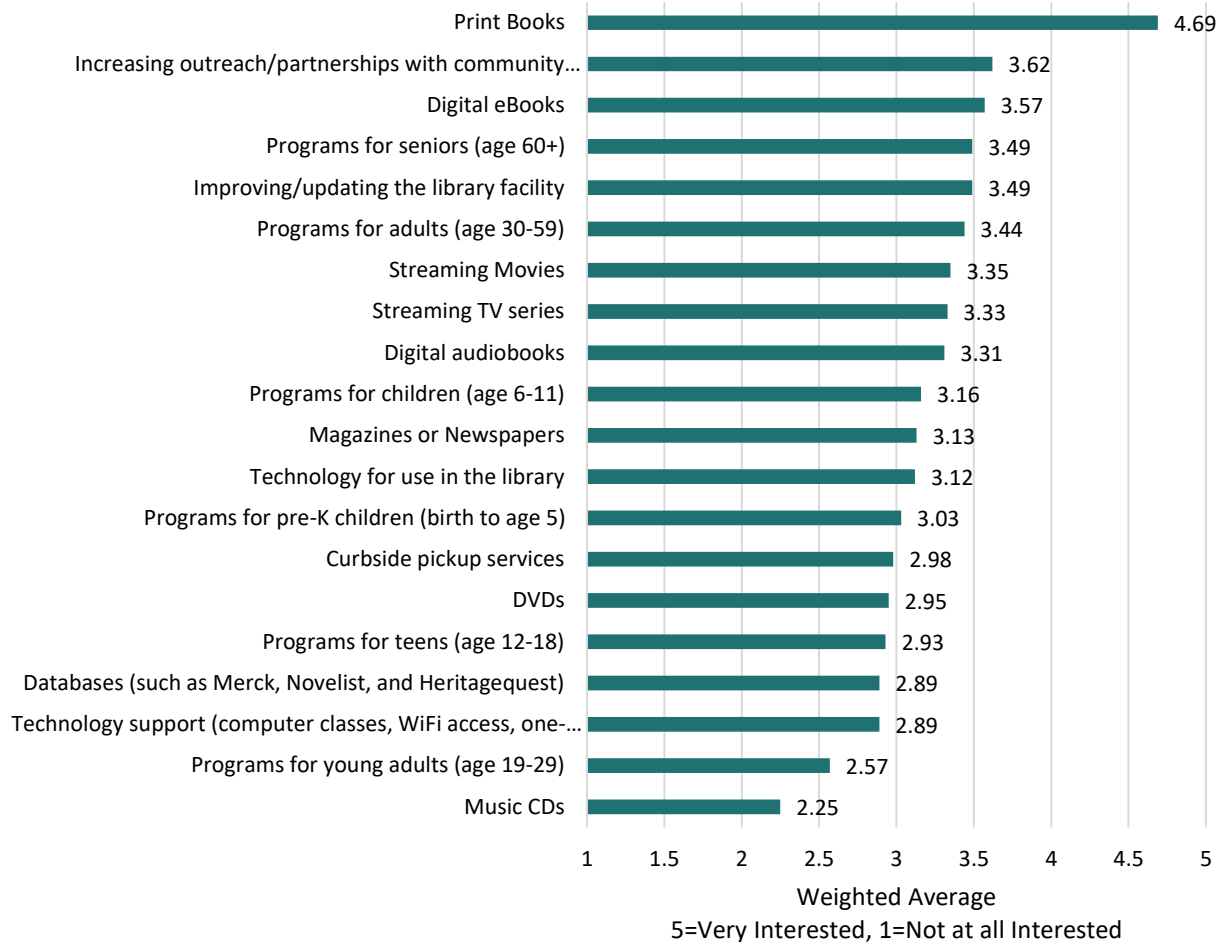
FINDINGS:

- The majority of respondents learn about what is going on at the library from the library email newsletter (76.05%).
- More than half of respondents (50.9%) learn about the library from the library website.
- The fewest number of respondents learn about the library from a community organization or church (1.8%), a local newspaper (1.2%), and Twitter (0.6%).
- A few respondents commented that they learn about the library from the signage in front of the library.
- 40.63% of respondents with children 18 or under at home ($n=64$) reported that they learn about the library from Facebook.

Where are other places that you get news about the Hollis community?

- Facebook community page and various Hollis groups
- Hollisbrooklineonline.com
- Nasua Telegraph
- Hollis Rotary newsletter
- Town Hall
- PTA parents
- Local clubs
- Word of mouth
- Schools/school emails
- Church
- Flyers in town
- Town emails
- HB Cucumber group
- Hollis Women's Club
- The library
- TV

We are thinking about where to focus our resources over the next several years. As you think about your next 4 years, please rate the items below based on your level of interest.

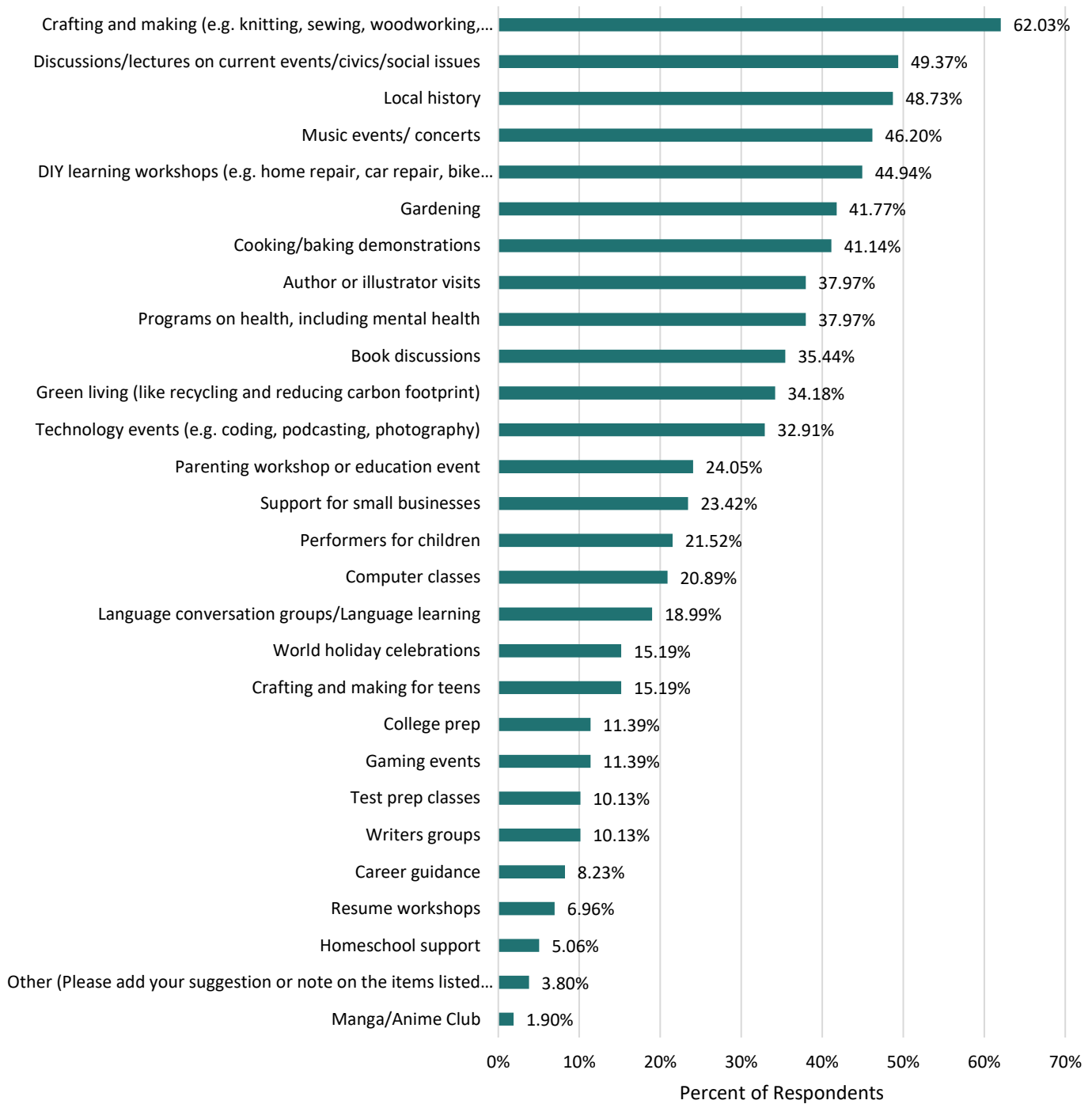


FINDINGS:

- Respondents rated print books (4.69) as their highest interest for future library services.
- Increasing outreach and partnerships with community organizations (3.62) and Digital eBooks (3.57) also rated highly.
- Respondents under age 24 (*n*=6) rated digital audiobooks and streaming TV series at 4.0, streaming movies at 3.83, and digital eBooks at 3.67.
- Respondents age 55 and over rated magazines or newspapers at 3.67, increasing outreach and partnerships at 3.54, and digital eBooks at 3.44
- Respondents age 30 to 54 (*n*=74) rated programs for adults (age 30-59) at 4.08, increasing outreach and partnerships at 3.72, digital eBooks at 3.68, and programs for children (age 6-11) at 3.65.
- Respondents with children age 18 and under at home rated programs for children (age 6 to 11) at 3.95 and programs for PreK children at 3.48.

| |
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| Other library services noted by respondents included: |
| <p>Respondents shared suggestions related to programs:</p> <ul style="list-style-type: none"> • ASL lessons/classes; programs and resources to try new arts and hobbies |
| <p>Respondents shared suggestions related to collections:</p> <ul style="list-style-type: none"> • Musical instruments and scores; seed library; improved collection of books; hoopla |
| <p>Respondents shared suggestions related to services:</p> <ul style="list-style-type: none"> • Print on demand museum passes; allow carry-in beverages or provide coffee; language learning opportunities for all ages |
| <p>Respondents shared suggestions related to facilities, access, and hours:</p> <ul style="list-style-type: none"> • Improved children’s space; larger community space |
| <p>Respondents shared other suggestions:</p> <ul style="list-style-type: none"> • “...more resources for elementary aged kiddos.” • “I don't think streaming services is a necessary use of funds, unless there is some strong, active interest/request from the community.” • “The lockers outside could/would be vandalized & no room inside for them.” • “The Milford library passport system is awesome! I am happy to go there, but if Hollis had it that would be cool.” |

Considering future events for library patrons, what topics of programming would you attend at the library? (Check all that apply.)



| | |
|-----------|---|
| FINDINGS: | <ul style="list-style-type: none"> • The majority of respondents (62.03%) indicated interest in crafting and making programs. • Discussions or lectures on current events/civics/social issues (49.37%), local history events (48.73%), music events/concerts (46.2%), and DIY events (44.94%) also rated highly. • Programs on resume writing (6.96%), homeschool support (5.06%), and manga/anime (1.9%) rated lowest. |
|-----------|---|

| |
|---|
| Other program suggestions: |
| <ul style="list-style-type: none"> • Fitness/yoga/meditation • Financial literacy • Chess club for high school students or adults • Technology classes for seniors • Tween advisory group • STEM programs for older elementary students |
| Other library service suggestions: |
| <ul style="list-style-type: none"> • Passport service • Book sales |

| |
|---|
| What spaces in the community make you feel the most welcome? What is it about this space that you find welcoming? |
| <p>Spaces with seating:</p> <ul style="list-style-type: none"> • Tables and chairs that “invite you to sit and stay awhile” |
| <p>Spaces with staff:</p> <ul style="list-style-type: none"> • Friendly staff; being greeted by staff; smiling staff; helpful staff; knowledgeable staff |
| <p>Spaces with specific atmosphere:</p> <ul style="list-style-type: none"> • Warm; open; smells clean; bright/light; quiet; homey |
| <p>Spaces where you can meet others:</p> <ul style="list-style-type: none"> • Restaurants; churches; Lawrence Barn – meeting space; Marketplace Diner; Nashua YMCA- encourages movement and connection; Senior Center in North Conway; spaces you can sit and have a drink and chat with friends – “would be nice to have more options” |
| <p>Spaces with outdoor access:</p> <ul style="list-style-type: none"> • Beaver Brook; Monument Square; library garden space; parks; playgrounds |
| <p>Respondents shared reasons that the library makes them feel welcome:</p> <ul style="list-style-type: none"> • Garden space out back and surrounding grounds; historic building; front desk is excellent; playground; surrounded by books; cozy; homey; feel that I “belong”; calm; positive; layout of bookshelves and also nooks and crannies to curl up and read in; “Librarians are top notch;” children’s section – “Wonderful space for young children to experience with books” • “Everyone at the library is always very nice, I don't think I've ever come across a grouchy staff member. I think the library is welcoming. Thank you.” |

Respondents shared other comments about spaces in the community:

- “We don’t have many spaces in the community; arguably the library is the best in that regard.”
- “Open playgrounds and parks because there are no fees and they are great places to gather with families.”
- “There are no community spaces. Hollis needs a community center (not a church) to have activities etc. this should be a town priority, and will also keep after school kids busy, too.”
- “It’s people that make me feel welcome (or not), and they are in all the spaces.”

Are there any needs that you believe are being unmet in the Hollis community. How could the library help address these needs?

Respondents shared suggestions related to programs:

- More social events for seniors; social groups for people new to the area; local experts and local news events; presentations; winter/cold-weather events not related to Christmas; more events for people with similar interests without having to belong to a club or association; groups/events for teens; reading challenges for all ages year-round; outdoor programs/events; more diversity in events/programming; global holiday programming; discussion groups with a moderator to host civil, political, and philosophical discourse

Respondents shared suggestions related to collections:

- Downloadable audiobooks; seed lending; bring back EBSCOHost (liked being able to read Harvard Business Review); access to hoopla; more Christian materials for families and adults

Respondents shared suggestions related to services:

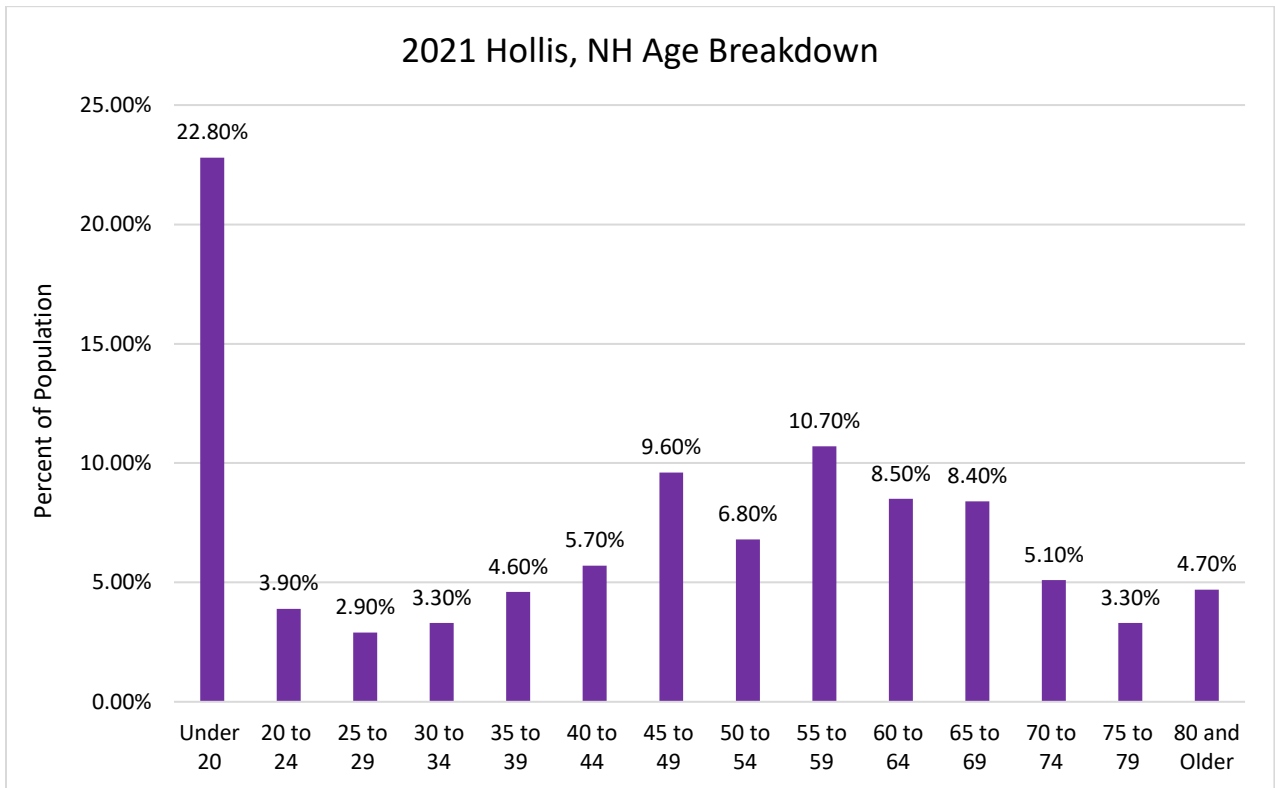
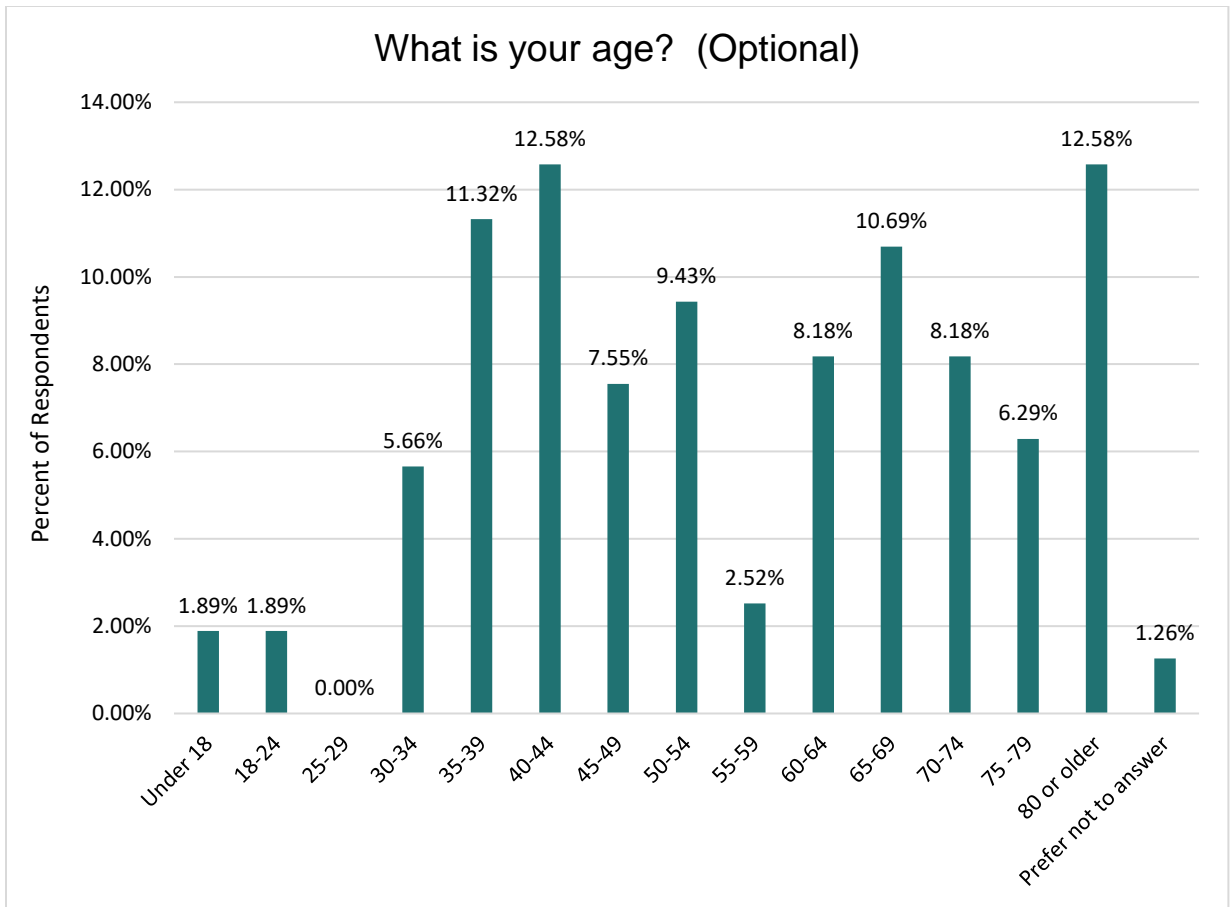
- Services/help for senior citizens; language learning (resources, events, etc.)

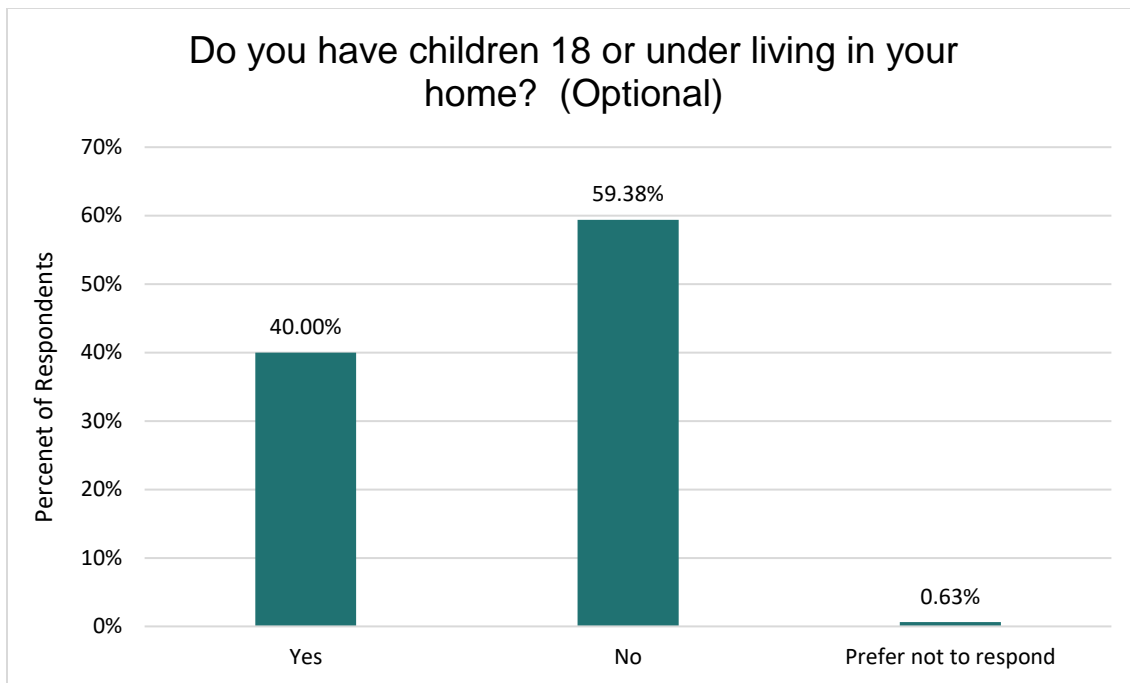
Respondents share suggestions related to facilities, access, and hours:

- Rebuild the playground beside the library; continued space for kids and teens to study and play; small meeting spaces where people can gather to talk and not disrupt others; shaded outdoor space with seating; prioritize outdoor spaces and programs; meeting spaces for local clubs/activities

Respondents provided other community needs, suggestions, and comments:

- “So...when the Lawrence Barn was in the planning stage, I had envisioned + hoped it would be more of an open, drop-in community center. Sadly, it is not very accessible, nor used as much as anticipated.”
- “I do miss the market that used to be in Hollis, not a big fan of the one on 122.”
- “Maybe easy to use public transport? Or a need for a bike path to get places without a car? I have no idea how the library could address this unfortunately, but these are the main needs that I have that are unmet here.”
- “More parks and recreation programming and outdoor events, particularly for ages 6 and under. The library could help by organizing outdoor events.”
- “I wish there was a place for kids after school where they could meet without restraint. It’s unfortunate the library has to pick this up.”
- “Perhaps a youth center. Library should not be a hangout for kids not interested in reading requiring a babysitter.”





- FINDINGS:**
- 48.44% of survey respondents were age 55 and over, whereas 40.7% of Hollis residents were age 55 and over in 2021.
 - 46.54% of survey respondents were ages 30-54, but only 30% of Hollis residents were age 30-54 in 2021.
 - Only 3.78% of survey respondents were under age 30. Nearly 30% of Hollis residents (29.6%) were under age 30 in 2021.
 - A majority of survey respondents (59.38%) reported not having children age 18 or under at home.

OVERALL
FINDINGS:

- The majority of survey respondents (97.65%) have a Hollis Social Library card.
- Respondents reported most frequently using the library to browse and borrow materials.
- Respondents shared suggestions for things that would make the library easier to use, including but not limited to: elimination of fines, expanded operating hours, and additional seating for adults.
- The majority of respondents (89.94%) were very satisfied or satisfied overall with the Hollis Social Library. They felt the library is easy to use and has friendly, helpful staff. The library's customer service was rated very highly (4.8/5).
- Respondents shared some ways the library could increase their satisfaction with services, including but not limited to: offering more registrations for programming and an easier way to register, a more café-like atmosphere in the library, and a larger selection of eBook titles.
- Respondents highly valued traditional library services such as physical books, getting help from staff, and programs. Access to museum passes also rated of high value to respondents.
- Throughout the survey, respondents noted the need for additional space within the library. They also noted they enjoy the historical atmosphere and welcoming, warm environment of the library overall. Respondents reported finding great value in several aspects of the library, including but not limited to: assistance from staff, children's and summer programming, and library work/study spaces.
- Collection interest varied by age group of respondents, but all age groups rated physical/print books as the most valuable of all materials and the highest interest for future library services. Outreach/partnerships with the community and digital books also rated highly for future services. Future programming topics of highest interest were crafting/making, discussion/lectures on current events, local history, and music/concerts.
- Respondents shared suggestions for updates and improvements to the building and services such as additional seating and new/larger selection of toys for children.
- Needs in the community that the library might help address include providing more space for a variety of community gatherings, space for outdoor programs and activities, and opportunities for social events and programming for adults and seniors.
- Most respondents (76.05%) indicated they learn about the library through the library's email newsletter.

Board and Staff Survey Summary

For the Learning Report, we conducted a survey of board and staff members to provide an opportunity for initial input into the process beyond the environmental scan and SOAR analysis. Five board members and six staff members participated. Below is a summary of their responses for each question.

What is your favorite thing about working at the library or serving on the Board?

- Working with the passionate and professional staff and Board members
- Interacting with and serving our patrons
- Experimenting with new offerings for our patrons
- Serving the community through the library's mission
- Helping to make reading accessible and interesting to everyone
- Learning the day-to-day library operations
- Cultivating a sense of community among staff, Board, and patrons

What's working well at the library? What are we good at?

- Offering a variety of programs, collections, and services, especially for the size of the library
- Developing a diverse and interesting collection
- Creating a welcoming environment in the library
- Connecting with individual patrons
- Going the extra mile for patrons when addressing their needs
- Engaging patrons through reading challenges, storytimes, art projects, and other programming
- Working as a team
- Caring about the work we do
- Paying attention to detail

When you consider the library's future, how important are each of the following items?



| | |
|------------------|---|
| FINDINGS: | <ul style="list-style-type: none"> ○ Promoting early literacy and making the library family friendly; promoting freedom to read/free access to information and ideas, discouraging censorship; staff wages; and staff retention were the four most important items when considering the library’s future. ○ Increasing children’s programming; building expansion; and expanding the collection of physical materials ranked as the least important items on average. ○ The Other section included a comment about the limitations of a building expansion: Library is in a historic district and there is no room for expansion |
|------------------|---|

Please share some ideas you have for how the library can work towards, implement, or expand the items that you indicated are important or very important in the list above.

Fundraising and community support

- Build relationships with fundraising groups
- Encourage advocacy from the town

Facilities

- Expand space

Services

- Gather patron feedback about their technology needs

Collections

- Reallocate funding away from items that are less used
- Continue to develop a diverse collection that caters to many interests

Programs

- Offer programs that support LGBT and minority groups
- Collaborate with the community for a town-wide reading initiative
- Develop more afterschool programming and activities for teens
- Accommodate a larger number of registrants (especially for adults)
- Continue to offer strong adult and children’s programming
- Develop more diverse programming to reach new audiences

Outreach

- Collaborate with community groups, local businesses, and schools

Communications & Promotions

- Increase social media presence

Staff and Operations

- Establish tactical committees
- Eliminate fines
- Retain staff
- Create a welcoming and inclusive environment
- Budget for fair and competitive wages
- Create and follow a strategic plan

How could the library help you better perform/succeed in your role at the library? What do you need to be a better Board/Staff member?

Staff

- Add an assistant children's librarian
- Offer more staff trainings and provide continuous professional development support
- Allocate more staff power to the circulation desk
- Ensure clarity around data analysis and success metrics

Board

- Continue to provide clear communication about policies and procedures
- Continue to share important information about global literacy issues

What community needs are you aware of? What could the library do to address these needs?

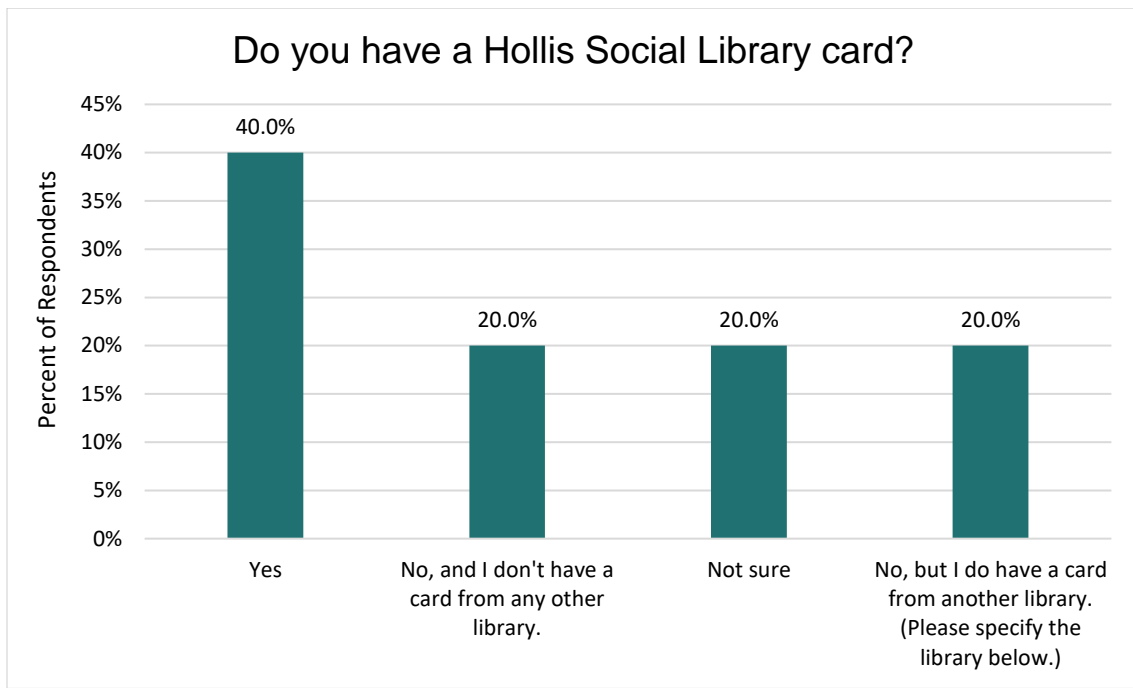
- Add a Library of Things
- Eliminate overdue fines
- Continue to stay politically balanced and provide space for a wide variety of opinions
- Offer afterschool programming for teens
- Provide technology services and programming for seniors
- Reduce size of circulation desk to offer more seating
- Provide space and programming for teens and middle schoolers

Assume for a moment that money and time were no object and you could change one thing at the library to improve things, what would that be?

- Add at least one additional staff member
 - Cataloging
 - Programming
 - Teen librarian
 - Part-time media person
- Install a new septic tank
- Develop a teen space with its own teen librarian
- Offer reservable study rooms
- Add more comfortable seating
- Expand facilities
 - Space for history exhibits
 - Additional seating
 - Second story
 - Basement under meeting room
- Allow more registrants for arts classes
- Host concerts, author lectures, and other cultural programming
- Add digital services like Hoopla and streaming services
- Reorganize collections to increase collection space
- Engage a space consultant

Teen Survey Summary

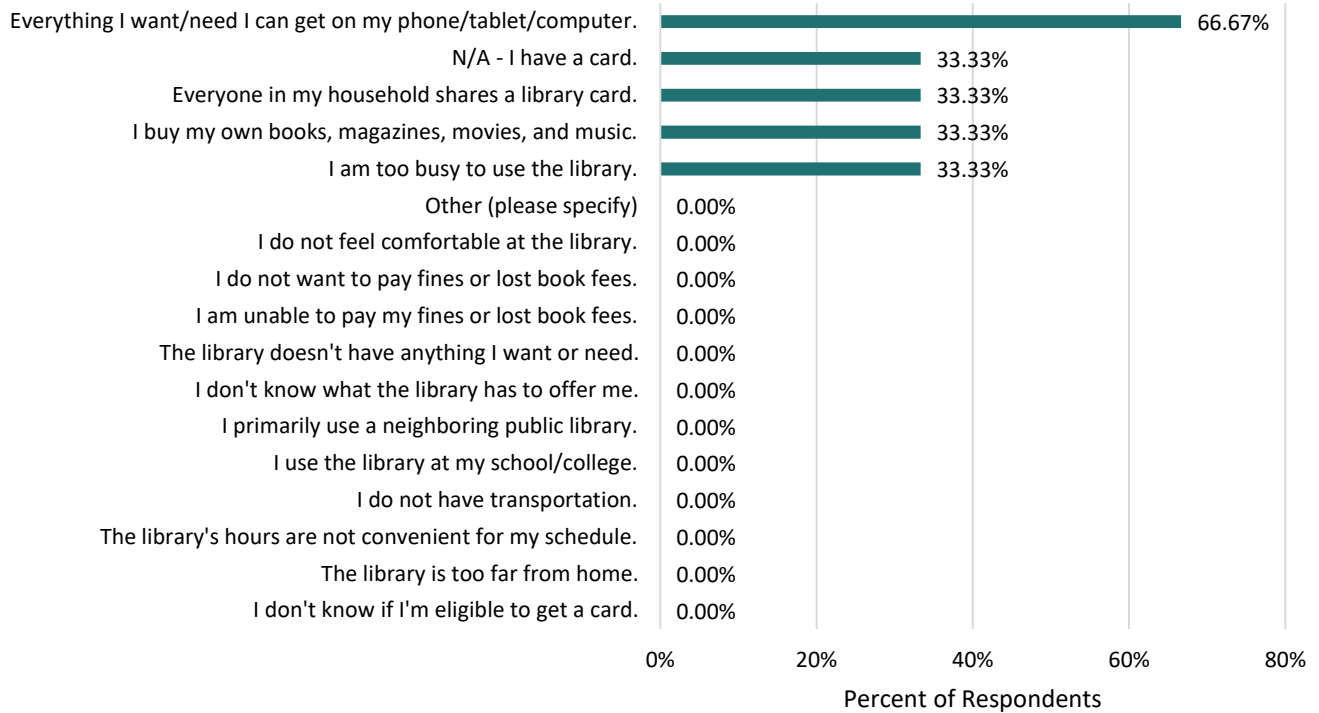
In February 2023 a survey was administered to teenagers at the Hollis Social Library. Five teens took the survey; their responses are summarized here.



FINDINGS:

- Of the 5 respondents, 2 reported they have library cards at HSL; 1 respondent was unsure if they have a card, one doesn't have a card anywhere, and one had a card at another library.
- The respondent with a card at another library noted they have a card at Brookline Public Library.

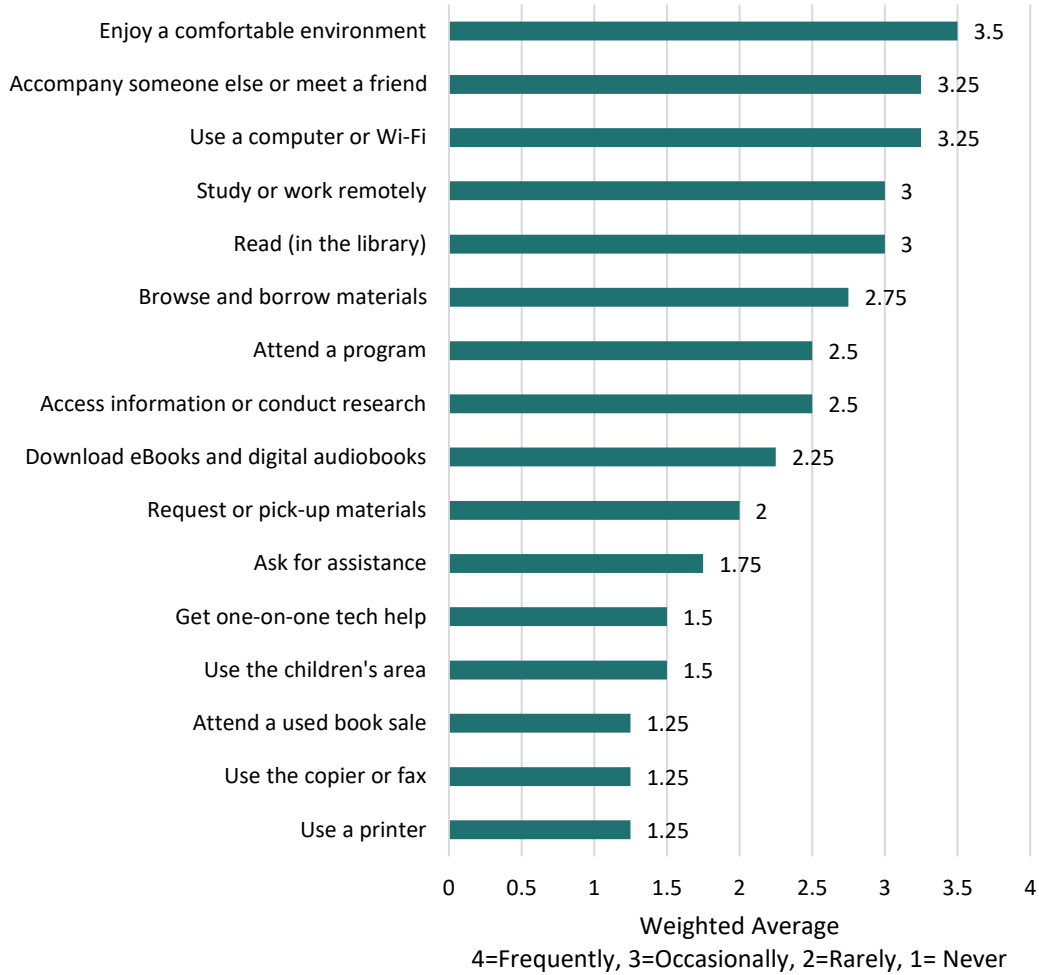
If you do not have a Hollis Social Library card or do not use the library, please indicate the reason below. (Check all that apply.)



FINDINGS:

- Three teens answered this question, and two skipped the question.
- 2 of 3 teens (66.67%) reported feeling they can get “everything they want/need on their phone/tablet/computer”.
- One respondent (33.33%) noted everyone in their household shares a card.
- One respondent noted they buy their own books and materials.
- One respondent noted they are too busy to use the library.

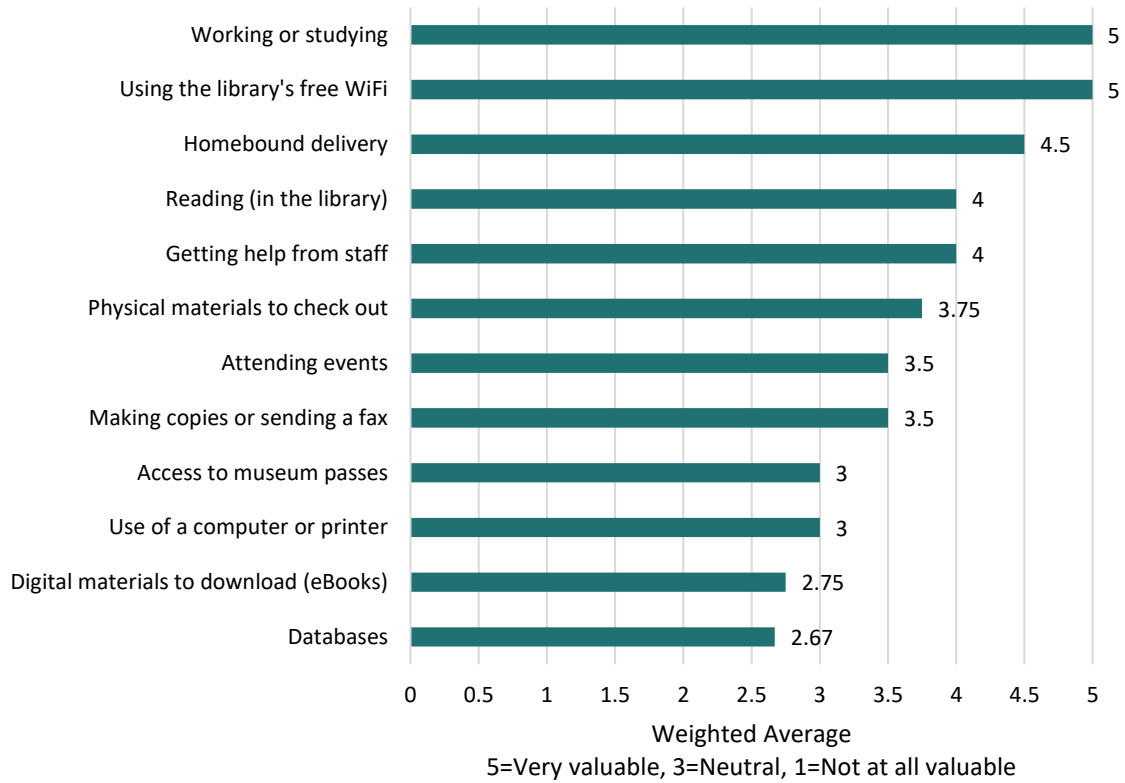
Please indicate how frequently you use the following services offered by Hollis Social Library.



FINDINGS:

- Teen respondents indicated they most frequently use the library to enjoy a comfortable environment, meet with friends, and use a computer or Wi-Fi.
- Respondents report occasionally studying and reading in the library.
- Teens report rarely or never getting tech help, using the children’s area, attending a books sale, nor using the copier/fax/printer.

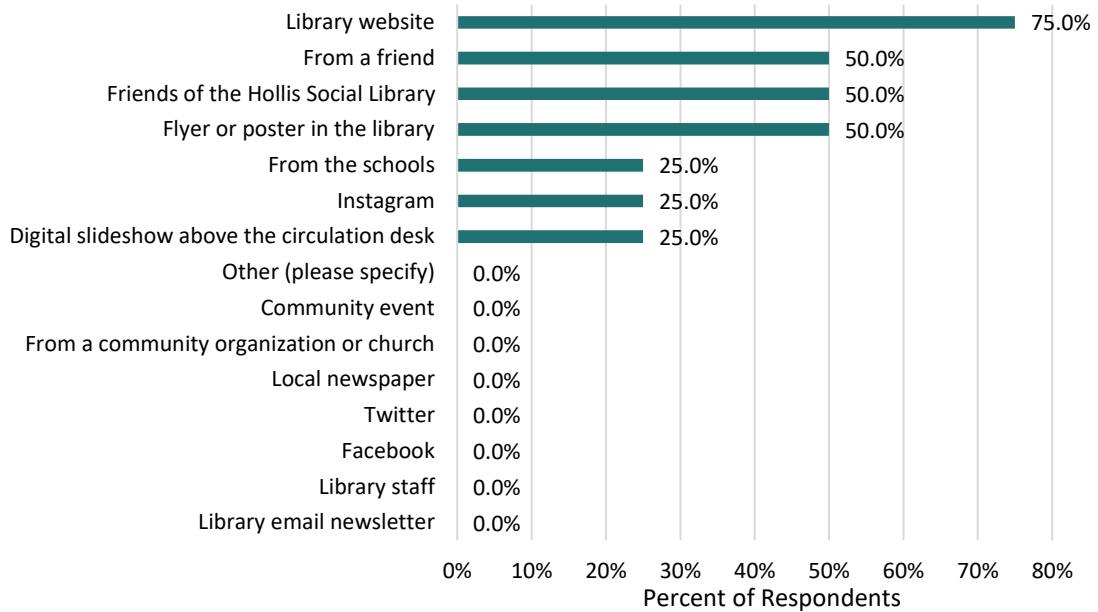
Please rate the following library services, collections, programs, and spaces in terms of their value to you.



FINDINGS:

- This question was answered by four teens and skipped by one.
- Teen respondents noted they find working/studying and using the Wi-Fi to be the most valuable aspects of the library.
- Homebound delivery rated a 4.5/5, however only one respondent rated it as very valuable. One respondent rated this as valuable (4), and two respondents indicated they were not aware the library offered this service.
- Teens rated physical materials to check out just below valuable at 3.75 and digital materials to download just below neutral (3) at 2.75.
- Other services the respondents indicated being unaware of included: making copies or sending faxes, access to museum passes, and databases.

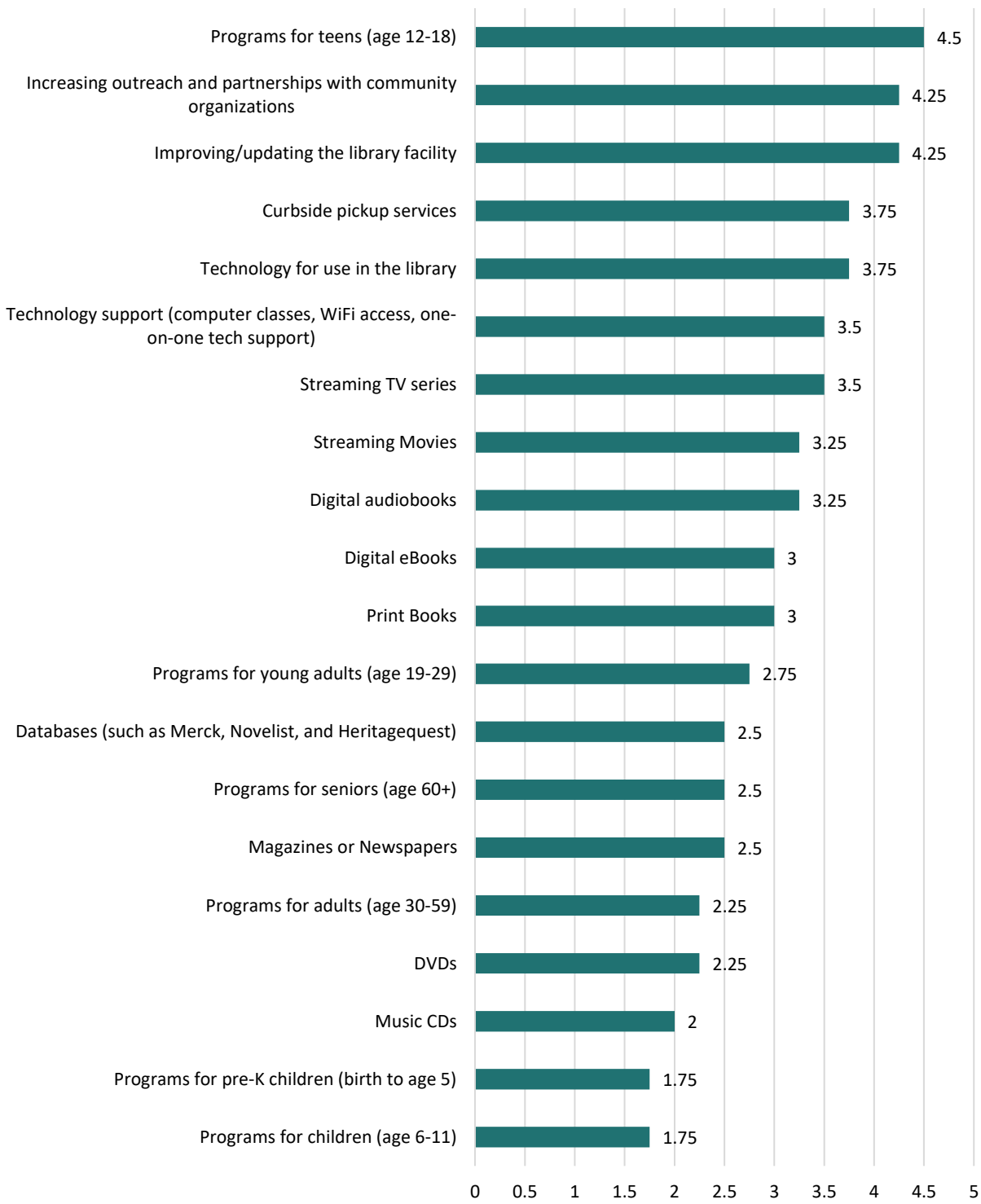
Where do you learn about what is going on at the library?



FINDINGS:

- Four respondents answered this question, and one respondent skipped the question.
- 3 of 4 teen respondents (75%) indicated they learn about the library from the library website.
- Teens also learn about the library from friends, flyers/posters in the library, schools, Instagram, and the digital slideshow.
- 2 teens indicated they learn about the library from the “Friends of the Hollis Social Library,” however it should be noted this could have been perceived by teens to mean “friends who are at the Hollis Social Library”.

We are thinking about where to focus our resources over the next several years. As you think about your next 4 years, please rate the items below based on your level of interest.

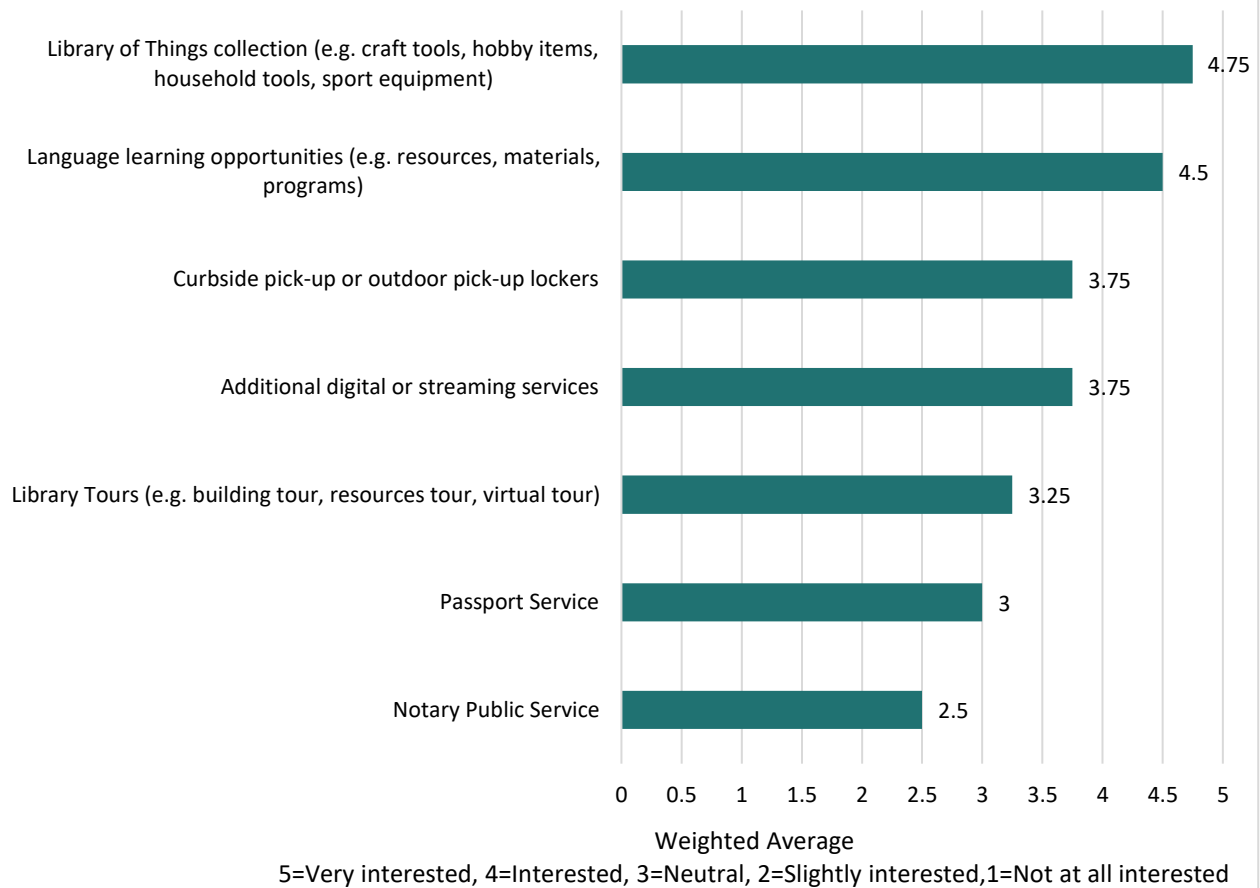


Weighted Average
 5=Very interested, 4=Interested, 3=Neutral, 2=Slightly interested, 1=Not at all interested

FINDINGS:

- Teen respondents indicated programs for ages 12-18 (4.5), increasing partnerships with community and improving/updating the library community (each 4.25) as the services of most interest to them.
- Curbside pick-up and technology in the library (each 3.75) rated near Interested, as well.
- Streaming TV series (3.5) and streaming movies (3.25) rated more highly than print books and eBooks (each rated 3).
- Of least interest were programs for adults, DVDs, CDs, and programs for younger children.

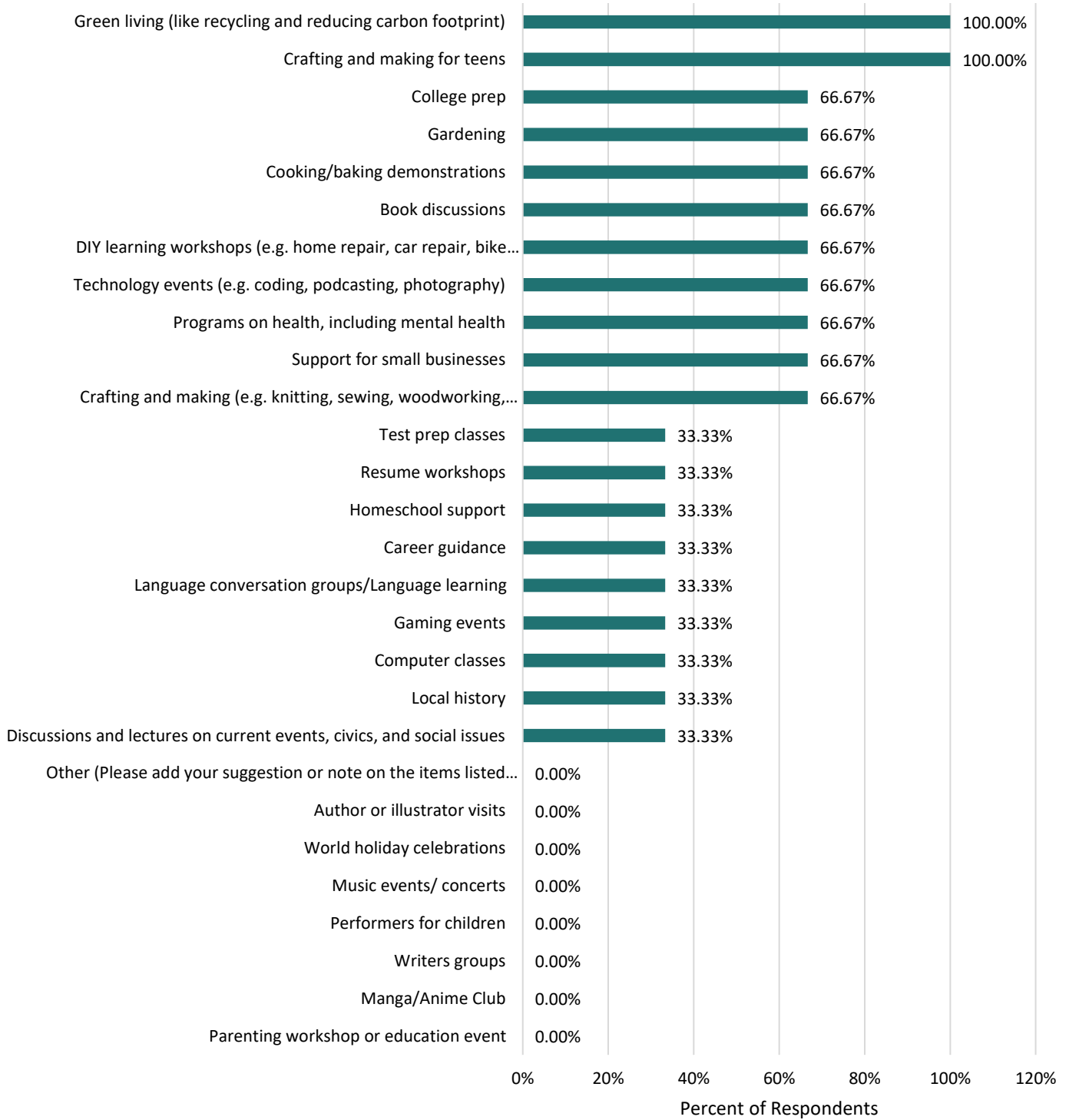
Please rate your interest in the following potential new library collections and services.



FINDINGS:

- Four respondents answered this question; one respondent skipped it.
- Teen respondents rated a Library of Things (4.75) and Language learning opportunities (4.5) as the new collections and services of most interest.
- Curbside pick-up or outdoor pick-up lockers (3.75) rated near Interested as did additional digital or streaming services (3.75).
- Notary service (2.5) rated of lowest interest.

Considering future events for library patrons, what topics of programming would you attend at the library?
(Check all that apply.)



FINDINGS:

- Three respondents answered this question; two skipped it.
- 100% indicated they would be interested in green living and crafting/making programs.
- 2 of 3 respondents indicated interest in programs on college prep, gardening, cooking/baking, book discussions, tech events, health, and support for small businesses.

Focus Group and Interview Summary

In February and March 2023, Hollis community members were invited to participate in focus groups and interviews. 10 people attended in-person focus groups, and 8 attended virtual focus groups. Another 6 participated in interviews, for a total of 24 participants providing input via focus groups and interviews.

Participants were asked to share what they feel are the most important things the library offers the community. Many participants noted the importance of the library as a gathering space for all ages. They felt the library serves as a community center for a variety of connections and is an additional space for learning and meeting people. One participant noted the library feels like “the community living room.” The historic nature of the building was noted, as was the importance of preserving the town’s history. Library programs were mentioned as important offerings for all ages, and several participants indicated they feel the library’s programs are well-planned and well-attended. Several participants also indicated access to books and information as the most important offering of the library, with one participant adding that getting staff help in finding the books she wants is an important aspect of the library.

Participants shared some community needs that the library could help address. Several participants noted the need for after-school activities and spaces for middle school students. Participants talked about the library’s central location and the “welcoming presence” that is provided for students. Students were described as a “captive audience” that could be served by structured and positive programs, and it was also noted that teens “are not a monolith” and have different interests and needs to consider. Participants discussed the need for funding, staffing, and resources for after-school services and also noted the library shouldn’t be looked to as the only manager of the solution. Participants asked if the Farley Building might be used as a community center space for this purpose.

Participants discussed other community needs and current and potential uses of the library spaces to meet these needs including for: community events, town meetings, rental of meeting spaces, social gatherings, internet access, and classes. One participant noted that traffic flow in and out of the library’s parking can be difficult, and the nearby playground/green space was discussed as a potential area for new development of useful library and community outdoor space.

Library collections and programs were noted as solutions to community needs that the library is already helping to fulfill. Participants noted the possibility of book delivery to seniors or homebound patrons, an increase in selection of digital resources, updates to the children’s collection to include more diversity, and the addition of a Library of Things as potential ways the library could expand collection services.

When asked how the library can encourage lifelong learning, many participants noted programming topics they would be interested in attending at the library:

- Small performances, i.e., music, student-based performances
- Art shows, programs, series
- Showcase local experts in the community
- DIY programs; Step-by-step/How-to series
- Book discussions/clubs for adults
- Computer classes for seniors
- Family game nights
- Teen game nights
- Mental health education and resources

- Intergenerational book clubs
- Teen volunteer programs – could teach older adults how to use tech, could be “role-reversal” mentoring for middle schoolers and senior and provide community service hours for teens
- Book buddies – middle school students reading with younger kids
- Life skills programming, i.e., taxes, wills, FAFSA, tech
- Social gatherings, i.e., speed-dating events
- Senior trips to museums, etc.
- Chess club
- Dungeons and Dragons
- Mentoring, i.e., career mentors
- Intergenerational groups, i.e., quilting, astronomy, other topics to impart knowledge across generations
- Lectures, presentations on topics of interest by community members
- Holidays and cultural celebrations
- Continue to support diversity and inclusion
- Historical resources – could utilize and display more or collaborate with the Historical Society

Several participants commented the library is doing a great job with children’s programming, and they provided other comments focused on the “how” of programming including: reconfiguring the physical space to allow for different types of gatherings, partnering more closely with the schools, offering children’s programs concurrently with adult programs, collaborating with other libraries to sponsor events.

When asked what the library can do to reach more people in the community, participants offered a wide variety of suggestions around marketing and communications:

- Marketing campaign with a “catchy hook”
- Updated outside signage (digital)
- More frequent email communication, i.e., “This week at the library”
- Print newsletters – could be mailed
- Vary communication platform based on audience
- More frequent program reminders
- Hollis-Brookline Online News site and calendar of events
- Offer incentives via a challenge or contest
- Send information home to parents through the schools
- Partner with more local organizations to coordinate overall community-wide communications and programming (to reduce overlap)
- Outreach to senior living centers
- Quick tab for the library on the town website
- One-time mailings
- Repeat/daily social media posts to “keep driving people to the same place”
- Open house event
- “Piggy-back” on things that are already happening in town, i.e., Coffee with a Cop, blood drives
- Rotary newsletter and speak at meetings
- Community Facebook pages, i.e., local moms’ group

- More signs around town, i.e., Monument Square
- Continue promoting museum passes – raise awareness of them

Some challenges in reaching people were noted, including: some people have stopped using social media; people without kids don't get information from the schools; some people don't email or text; some people work full time and cannot get to the library after work during the week.

Participants also noted a few services and partnerships the library could consider adding or expanding that could reach new audiences: volunteer programming; delivery service; collaborate with Hollis Art Space, garden club, women's club, senior center, Rotary, historical society, conversation committee, and local Scout groups.

When asked how the library can improve user experience, either in-person or virtually, participants shared several suggestions about updates to the library building, spaces, and services:

- Consider a digital sign in front of the library
- Add some after school and/or Saturday activities
- Update study nooks to be more inviting, more private options for remote worker workstations
- Add an outside book drop at the bottom of the ramp/steps to aid accessibility
- Consider expanded hours, i.e., earlier weekend hours
- Larger meeting room space/community room
- Coffee station/café space
- Better seating in the children's area
- Better seating overall
- Private study rooms for Zoom calls and proctored tests/exams
- Updates to outdoor spaces, i.e., green space and patio with seating
- Rearrange library spaces to allow for reading space under the dome
- Consider moving some collections to off-site storage to create more room and allow people to request items from storage
- Consider a remote drop-off/pick-up location elsewhere in town
- Little Free Libraries around town with donated books – partner with Friends of the Library
- Consider what fines are needed or could be done away with

Regarding virtual and online user experience, participants shared thoughts about the website, calendar, online resources, and promotions. A few participants felt the website could be updated to improve the mobile view, particularly in regard to accessing the event calendar from a mobile device. Other participants felt the website is good and "well-laid out." A few participants noted they would like the library to offer short videos to promote the library, perhaps via YouTube where virtual program recordings could also be shared for additional access to programs. Participants asked for increased selection in virtual genealogy resources and databases overall, and one participant asked for hoopla to be offered again.

Throughout the discussions participants mentioned challenges in registering for library programs that fill up quickly and suggested not opening registration for events until the newsletter is published. Funding

needs were also mentioned including the possibility of a capital campaign, the establishment of an endowment, the possibility of utilizing community expertise in grant writing and fundraising, and the consideration of increased tax funding to allow the library to provide more services. One participant mentioned the desire for the library to do away with fines, and another noted the importance of making sure people aren't ashamed about having fines.

Concern for the middle school students was a constant theme throughout the discussions, as well, and participants appeared hopeful that the schools and town, in general, can work together to find ways to involve youth in activities without the library needing to take on full responsibility for funding and staffing all after-school programming. One participant noted that performing community outreach requires enough staffing to organize and coordinate initiatives and that if the library hopes to grow this type of service, they will need a paid community liaison to work on these relationships and programs.

Participants also shared many positive comments about the library throughout the focus groups and interviews:

- Children's programming is great
- We already have a very positive experience at the library
- In-person they are wonderful
- Overall, a great experience and staff is very friendly
- They do a good job already with communications
- Good physical signage for special events and on social media
- They already have a presence at community events and are very welcoming
- Storytime and homeschool groups are great
- Birthday bags are great
- It's a great library overall
- A really positive place with a good reputation
- They do a phenomenal job with the resources they have
- The Friends of the Library do a great job with the book sales
- Trustees do a good job and manage the budget well, too

Finally, participants each shared three words that they feel best describe the Hollis Social Library.

Several people described the library as welcoming, friendly, and warm. The building was described as cozy, delightful, quaint, cute, clean, inviting, intimate, charming, a great location, and "a sweet spot" with an "excellent children's area." Participants felt the library is well-managed, engaged in the community, has a variety of programming, provides easy access to information, and lends community spirit. Staff was described as accommodating and helpful, while also providing good phone service. It was also noted that staff makes an effort to respond to community needs and interests. More than one participant described the library as a "quintessential small town, New Hampshire/New England library."

Community Scan

Overview

Located in southernmost New Hampshire in Hillsborough County, the town of Hollis is a growing community that boasted a 2021 population of 8,324 citizens. Hollis is positioned 7 miles west of Nashua, NH and 50 miles northwest of Boston, providing access to larger economic and cultural opportunities while maintaining the atmosphere and amenities of a small town.

Healthcare

Hollis is a part of the **Greater Nashua Public Health Region** and is included in the 2022 Greater Nashua Community Health Improvement Plan. The 2022 Plan focuses on five top health priorities:

- Behavioral Health (including Suicide, Mental Health, and Substance Use Disorder),
- Chronic Disease (including Diabetes, Depression and Hypertension),
- Communicable Disease,
- Maternal and Child Health,
- Public Health Emergency Preparedness.

The **City of Nashua's Division of Public Health and Community Services** has a Strategic Plan for 2021-2025 that includes a goal to *"Pursue and sustain diverse partnerships with community stakeholders to strengthen our programs, assure the provision of services, and improve the health of the GNPHR."* Area libraries, including Hollis Social Library, could be ready partners in providing educational health-related programming and resources for communities throughout the public health region. Additional partners in providing education around behavioral health, chronic disease management, and maternal/child health could include: Southern New Hampshire Health, New Hampshire Community Behavioral Health Association, and the New Hampshire Department of Health and Human Services.

Resident Workforce Trends

Mean commute time to work for the residents of Hollis was 27.8 minutes in 2021, and 74.4% of workers reported driving alone to work while only 4.9% carpoled. This could represent an opportunity to target commuters who might like to listen to digital audiobooks or other digital streaming materials. In 2021, almost 20% of Hollis workers reported working from home, a substantial increase from the 2010 Hollis rate of 6.7% and much higher than the 2020 U.S. rate of 7.3%. This illustrates the rapid increase in the work-from-home population and indicates the potential need for the library to consider what these workers could need or utilize in terms of quiet work spaces and available technology at the library.

Education

Families in Hollis are served by two public schools districts, **Hollis District 259 and Hollis-Brookline Cooperative District 260**; both districts are governed by SAU41. In 2022, District 259 served approximately 613 students from Hollis at 2 elementary schools, and District 260 served approximately 1,192 students from both Hollis and Brookline at a middle school and a high school. Racial demographics available from the NH Department of Education show that District 259 students were 83.9% white in 2022, and District 260 students were 88.8% white. All other racial demographics for both districts are noted as "<10%" for 2022. Both districts also report having "<10% economically disadvantaged" and "<10% English language learning" students.

Local Economy, Conservation, Recreation, and Culture

Hollis is included in the **Greater Merrimack Souhegan Valley (GMSV) Chamber of Commerce** which serves 12 communities in the region. GMSV could be a partner for marketing library services to new audiences including small business owners who might find library resources helpful.

The GMSV Community Guide notes that Hollis has a “conservation-minded community spirit” and nearly 2,000 acres in Hollis and Brookline are owned by **Beaver Brook Association (BBA)**. BBA is a non-profit organization in Hollis dedicated to conservation, land stewardship, and environmental education. As a current library collaborator, BBA is uniquely positioned as an organization with which to expand partnerships for programming and communications.

In addition to green space, nearby **Silver Lake State Park** offers swimming, boating, canoeing, and trails for hiking, biking, skiing, and horseback riding. The town of Hollis also boasts several miles of hiking trails on conservation land. These unique natural land amenities offer the opportunity for environmental education partnerships as well as the potential for story walks sponsored by the library in partnership with other local organizations.

The **Hollis Historical Society** maintains a local museum in the Wheeler House and provides educational programs and access to local historical resources and artifacts. The library could expand collaboration with the historical society to champion the preservation and education of Hollis’ rich local history.

Regional Opportunities

The **New Hampshire Charitable Foundation** awards grants to nonprofits throughout the state of NH, including the New Hampshire Library Technology Grant and two Community Grants that the library may qualify for.

Southern New Hampshire Services (SNHS) is a Community Action Partnership organization for Hillsborough and Rockingham Counties that works to help low-income and elderly residents access needed services and assistance. They are associated with a growing list of organizations that may be of use to Hollis residents and may also be excellent sources of information or shared programming for the library.

Sources

[2022 Greater Nashua Community Health Improvement Plan](#)

Census/ACS commuting and working data: [2021 S0801](#) , [2010 S0801](#)

[City of Nashua Division of Public Health and Community Services - Strategic Plan for 2021-2025](#)

[Greater Merrimack Souhegan Valley Chamber of Commerce](#) and [GMSV Community Guide](#)

[Greater Nashua Community Health Assessment](#)

[Hollis, NH 2022 Annual Report](#)

[Hollis, NH – Town Website](#)

[Hollis District Enrollment Projection Report – ‘21-‘22](#)

[Hollis Historical Society](#)

[New Hampshire Community Behavioral Health Association](#)

[New Hampshire Department of Health and Human Services](#)

[SAU41 School Districts](#)

[Southern New Hampshire Services](#)

Appendix: Community Data

| US CENSUS DATA | US 2021 | NH 2021 | Hollis 2010 | Hollis 2021 |
|---------------------------------------|-------------|-----------|-------------|-------------|
| Population | 329,725,481 | 1,372,175 | 7,616 | 8,324 |
| Median Age | 38.4 | 43.0 | 43.3 | 48.5 |
| Median Household Income (in \$) | 69,021 | 83,449 | 112,885 | 144,514 |
| Homeownership | 64.6% | 71.6% | 91.3% | 93.2% |
| Housing Value (Owner-occupied, in \$) | 244,900 | 288,700 | 444,000 | 494,600 |
| Below Poverty Level | 12.6% | 7.4% | 1.2%* | 1.3% |
| Average Household Size | 2.60% | 2.46% | 2.79% | 2.58% |
| Average Family Size | 3.20% | 2.98% | 3.24% | 3.06% |

Sources:

ACS 2021 5-Year Estimates for US, NH, and Hollis [DP04](#), [S0101](#), [S1101](#), [S1701](#), [S1901](#)

ACS 2010 5-Year Estimates for US, NH, and Hollis [DP04](#), [S0101](#), [S1101](#), [S1901](#)

*Poverty level data from 2012 [S1701](#)

Age Distributions

| US CENSUS DATA | US 2021 | NH 2021 | Hollis 2010 | Hollis 2021 |
|------------------|-------------|-----------|-------------|-------------|
| Total population | 329,725,481 | 1,372,175 | 7,616 | 8,324 |
| Under 5 years | 5.9% | 4.6% | 6.4% | 3.8% |
| 5 to 9 years | 6.1% | 5.0% | 6.4% | 4.7% |
| 10 to 14 years | 6.6% | 5.8% | 9.9% | 7.1% |
| 15 to 19 years | 6.6% | 6.4% | 7.6% | 7.2% |
| 20 to 24 years | 6.5% | 6.3% | 3.2% | 3.9% |
| 25 to 29 years | 6.9% | 6.2% | 0.0% | 2.9% |
| 30 to 34 years | 6.8% | 6.3% | 2.2% | 3.3% |
| 35 to 39 years | 6.6% | 5.9% | 7.4% | 4.6% |
| 40 to 44 years | 6.2% | 5.8% | 8.1% | 5.7% |
| 45 to 49 years | 6.2% | 6.4% | 12.8% | 9.6% |
| 50 to 54 years | 6.4% | 7.3% | 10.0% | 6.8% |
| 55 to 59 years | 6.7% | 8.2% | 8.4% | 10.7% |
| 60 to 64 years | 6.3% | 7.6% | 4.9% | 8.5% |
| 65 to 69 years | 5.3% | 6.2% | 5.0% | 8.4% |
| 70 to 74 years | 4.2% | 5.0% | 3.5% | 5.1% |
| 75 to 79 years | 2.7% | 3.0% | 2.1% | 3.3% |
| 80 to 84 years | 1.8% | 1.9% | 0.0% | 4.3% |
| 85 years and + | 1.9% | 2.1% | 2.0% | 0.4% |

Sources:

ACS 2021 5-Year Estimates for US, NH, and Hollis [S0101](#)

ACS 2010 5-Year Estimates for US, NH, and Hollis [S0101](#)

Diversity

| US CENSUS DATA | US 2021 | NH 2021 | Hollis 2010 | Hollis 2021 |
|--|-------------|-----------|-------------|-------------|
| Total Population | 329,725,481 | 1,372,175 | 7,616 | 8,324 |
| White alone | 68.2% | 91.0% | 94.5% | 87.6% |
| Black or African American alone | 12.6% | 1.6% | 0.1% | 1.5% |
| American Indian and Alaska Native alone | 0.8% | 0.1% | 0.0% | 0.1% |
| Asian alone | 5.7% | 2.7% | 2.5% | 2.6% |
| Native Hawaiian and Other Pacific Islander alone | 0.2% | 0.0% | 0.0% | 0.0% |
| Some Other Race alone | 5.6% | 0.8% | 2.3% | 0.5% |
| Two or More Races | 7.0% | 3.7% | 0.6% | 7.6% |

Sources:

ACS 2021 5-Year Estimates for US, NH, and Hollis [S0601](#)

ACS 2010 5-Year Estimates for US, NH, and Hollis [S0601](#)

| US CENSUS DATA | US 2021 | NH 2021 | Hollis 2010 | Hollis 2021 |
|---------------------|-------------|-----------|-------------|-------------|
| Total Population | 329,725,481 | 1,372,175 | 7,616 | 8,324 |
| Hispanic Population | 18.4% | 4.1% | 3.2% | 2.3% |

Sources:

ACS 2021 5-Year Estimates for US, NH, and Hollis [S0601](#)

ACS 2010 5-Year Estimates for US, NH, and Hollis [S0601](#)

Marital Status

| US CENSUS DATA | US 2021 | NH 2021 | Hollis 2010 | Hollis 2021 |
|-----------------------|-------------|-----------|-------------|-------------|
| Total (Ages 15+) | 268,381,105 | 1,160,907 | 5,868 | 7,028 |
| Never Married | 33.8% | 30.1% | 20.0% | 25.4% |
| Married | 48.0% | 51.3% | 68.7% | 61.8% |
| Divorced or Separated | 12.6% | 13.2% | 6.9% | 8.5% |
| Widowed | 5.6% | 5.4% | 4.3% | 4.4% |

Sources:
 ACS 2021 5-Year Estimates for US, NH, and Hollis [S0601](#)
 ACS 2010 5-Year Estimates for US, NH, and Hollis [S0601](#)

Income

| US CENSUS DATA | US 2021 | NH 2021 | Hollis 2010 | Hollis 2021 |
|-------------------------|-------------|---------|-------------|-------------|
| Total Households | 124,010,992 | 540,498 | 2,734 | 3,223 |
| Less than \$10,000 | 5.5% | 3.4% | 0.7% | 1.0% |
| \$10,000 to \$14,999 | 3.9% | 2.9% | 1.1% | 0.6% |
| \$15,000 to \$24,999 | 7.8% | 6.2% | 0.9% | 1.0% |
| \$25,000 to \$34,999 | 8.2% | 6.7% | 4.7% | 1.1% |
| \$35,000 to \$49,999 | 11.4% | 9.9% | 10.4% | 9.7% |
| \$50,000 to \$74,999 | 16.8% | 15.9% | 10.5% | 9.6% |
| \$75,000 to \$99,999 | 12.8% | 13.7% | 15.4% | 6.1% |
| \$100,000 to \$149,999 | 16.3% | 19.6% | 21.1% | 26.1% |
| \$150,000 to \$199,999 | 7.8% | 10.7% | 13.9% | 14.9% |
| \$200,000 or more | 9.5% | 11.0% | 21.4% | 29.8% |
| Median income (dollars) | 69,021 | 83,449 | 112,885 | 144,514 |
| Mean income (dollars) | 97,196 | 108,061 | 159,945 | 205,010 |

Sources:

ACS 2021 5-Year Estimates for US, NH, and Hollis [S1901](#)

ACS 2010 5-Year Estimates for US, NH, and Hollis [S1901](#)

Employment & Poverty

| US CENSUS DATA | US 2021 | NH 2021 | Hollis 2012 | Hollis 2021 |
|----------------------------|----------------|----------------|--------------------|--------------------|
| Civilian Labor Force (16+) | 166,672,597 | 767,453 | 4,084 | 4,588 |
| Employed | 59.6% | 64.5% | 65.0% | 64.8% |
| Unemployed | 3.5% | 2.5% | 4.6% | 2.5% |
| Armed Forces | 0.5% | 0.2% | 0.2% | 0.0% |
| Not in Labor Force | 36.4% | 32.8% | 30.3% | 32.7% |
| BELOW POVERTY LEVEL | US 2021 | NH 2021 | Hollis 2012 | Hollis 2021 |
| All People | 12.6% | 7.4% | 1.2% | 1.3% |
| Under 18 years | 17.0% | 9.3% | 0.0% | 0.0% |
| 18 to 64 years | 11.8% | 7.1% | 1.6% | 0.9% |
| 65+ Years | 9.6% | 6.5% | 1.4% | 3.7% |

Sources:

ACS 2021 5-Year Estimates for US, NH, and Hollis [DP03](#), [S1701](#)

ACS 2012 5-Year Estimates for US, NH, and Hollis [DP03](#), [S1701](#)

Housing

| US CENSUS DATA | US 2020 | NH 2021 | Hollis 2010 | Hollis 2021 |
|------------------------------|-------------|---------|-------------|-------------|
| Homeownership Rate | 64.6% | 71.6% | 91.3% | 93.2% |
| Housing Units | 140,498,736 | 638,795 | 2,929 | 3,184 |
| Total Households | 124,010,992 | 540,498 | 2,734 | 3,223 |
| Married Couple family | 6.7% | 8.7% | 73.2% | 66.0% |
| Cohabiting Couple | 18.0% | 16.7% | * | 8.1% |
| Male Householder | 27.4% | 22.4% | 1.2% | 9.6% |
| Female Householder | 47.8% | 52.2% | 2.6% | 16.3% |
| Householder Living Alone | 28.1% | 26.7% | 18.7% | 21.4% |
| 65+ Householder Living Alone | 11.2% | 11.5% | 9.3% | 10.6% |

Sources:

ACS 2021 5-Year Estimates for US, NH, and Hollis [DP02](#), [S1101](#)

ACS 2020 5-Year Estimates for US, NH, and Hollis [H1](#)

ACS 2010 5-Year Estimates for US, NH, and Hollis [H1](#), [DP02](#), [S1101](#)

*Cohabiting Couple information not recorded prior to 2019

Education

| US CENSUS DATA | US 2021 | NH 2021 | Hollis 2010 | Hollis 2021 |
|------------------------------------|-------------|---------|-------------|-------------|
| Population 25 years and older | 225,152,317 | 986,106 | 5,000 | 6,110 |
| Less than High School graduate | 11.1% | 6.4% | 2.9% | 1.5% |
| HS or Equivalent | 26.5% | 27.3% | 12.5% | 19.2% |
| Some College or Associate's Degree | 28.7% | 28.1% | 20.4% | 22.9% |
| Bachelor's Degree | 20.6% | 23.4% | 34.0% | 29.5% |
| Graduate or Professional Degree | 13.1% | 14.9% | 30.1% | 26.9% |

Sources:

ACS 2021 5-Year Estimates for US, NH, and Hollis [S0601](#)

ACS 2010 5-Year Estimates for US, NH, and Hollis [S0601](#)

Language

| US CENSUS DATA | US 2021 | NH 2021 | Hollis 2010 | Hollis 2021 |
|--------------------------------------|-------------|-----------|-------------|-------------|
| Population 5 years and over | 283,833,852 | 1,241,642 | 8,006 | 7,141 |
| English Only | 79.9% | 92.0% | 93.5% | 94.5% |
| Spanish | 12.5% | 2.1% | 1.0% | 0.2% |
| Other Indo-European languages | 3.7% | 4.3% | 3.7% | 4.1% |
| Asian/Pacific Islander languages | 3.1% | 1.2% | 0.9% | 1.1% |
| Other languages | 0.8% | 0.4% | 0.8% | 0.0% |
| Speaks English less than "very well" | 8.2% | 2.4% | 0.7% | 1.4% |

Sources:

ACS 2021 5-Year Estimates for US, NH, and Hollis [S0601, S1601](#)

ACS 2010 5-Year Estimates for US, NH, and Hollis [S0601, S1601](#)

Disabilities

| US CENSUS DATA | US 2021 | NH 2021 | Hollis 2012 | Hollis 2021 |
|--|-------------|-----------|-------------|-------------|
| Total Civilian Noninstitutionalized Population | 324,818,565 | 1,356,149 | 7,679 | 8,324 |
| Ambulatory Difficulty | 6.7% | 5.9% | 2.9% | 1.9% |
| Cognitive Difficulty | 5.1% | 5.3% | 2.8% | 2.1% |
| Hearing Difficulty | 3.5% | 3.9% | 2.7% | 2.1% |
| Independent Living Difficulty | 5.7% | 5.1% | 1.2% | 3.3% |
| Self-Care Difficulty | 2.6% | 2.1% | 1.2% | 1.8% |
| Vision Difficulty | 2.3% | 1.9% | 1.6% | 1.3% |

Sources:

ACS 2021 5-Year Estimates for US, NH, and Hollis [S1810](#)

ACS 2012 5-Year Estimates for US, NH, and Hollis [S1810](#)