

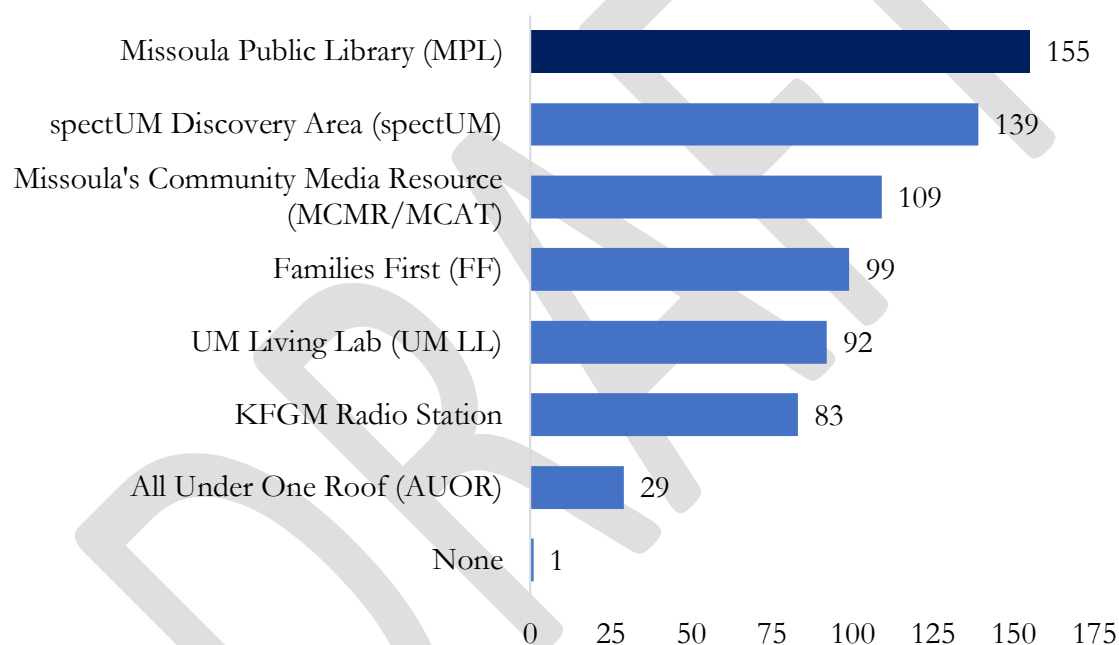
Results

This section presents key findings from the 158 community members who responded to the 2025 Community Member Survey.

Familiarity with MPL/AUOR

All 158 community members (100%) reported which partners they had heard of before completing this survey. Nearly all ($n = 155$, 98.1%) were familiar with the **Missoula Public Library**, followed by spectrUM Discovery Area ($n = 139$, 88%), and Missoula's Community Media Resource (MCMR/MCAT; $n = 109$, 69%). See *Chart X*.

Chart X. Familiarity with AUOR partners (N = 158)



Community Member Demographics

Next, community members shared their demographic information, such as their ZIP code, race, ethnicity, and age range.

Participant Zip Codes

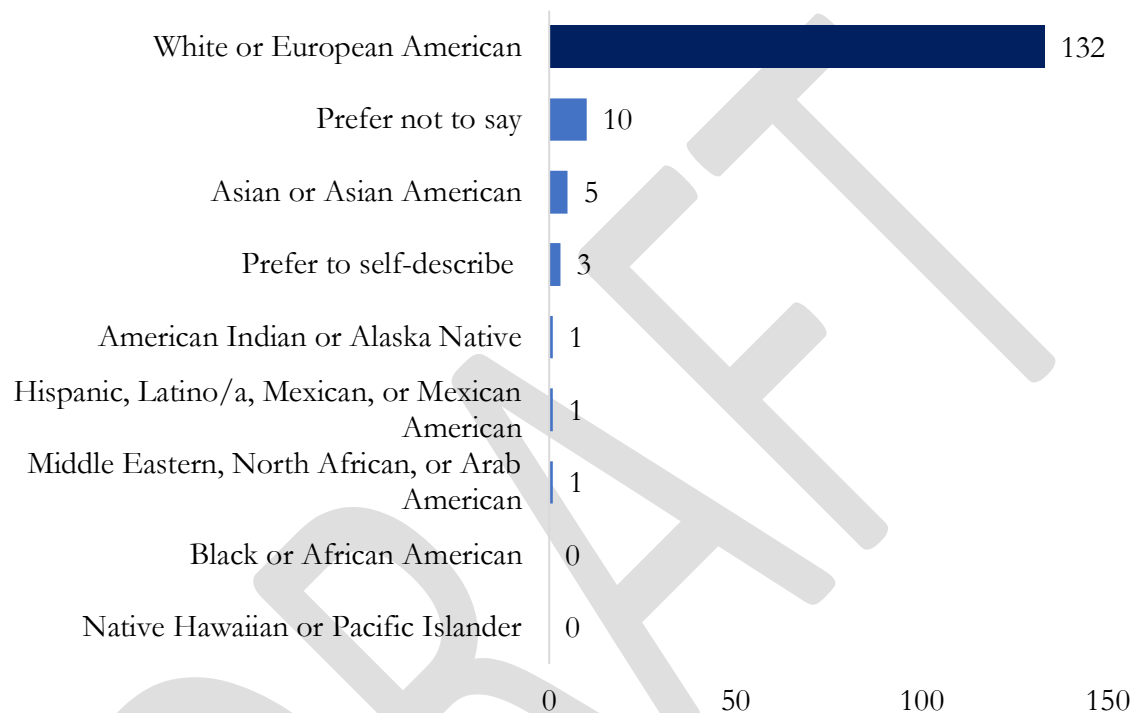
In total, 145 community members (91.8%) provided their zip code.¹ **Over 95% of community members lived in Missoula County ($n = 140$, 96.6%).** The remaining individuals lived in Ravalli County ($n = 3$, 2.1%), Granite County ($n = 1$, 0.7%), and Silver Bow County ($n = 1$, 0.7%).

¹ An additional two community members (1.3%) provided zip codes (59892 and 59894) that could not be verified and were excluded from this question.

Race and Ethnicity

Most community members ($n = 147$, 93%) also provided their racial or ethnic background.² **The majority identified as White or European American ($n = 132$, 89.8%), Preferred not to say ($n = 10$, 6.8%), or Asian or Asian American ($n = 5$, 3.4%).** See *Chart X*.³

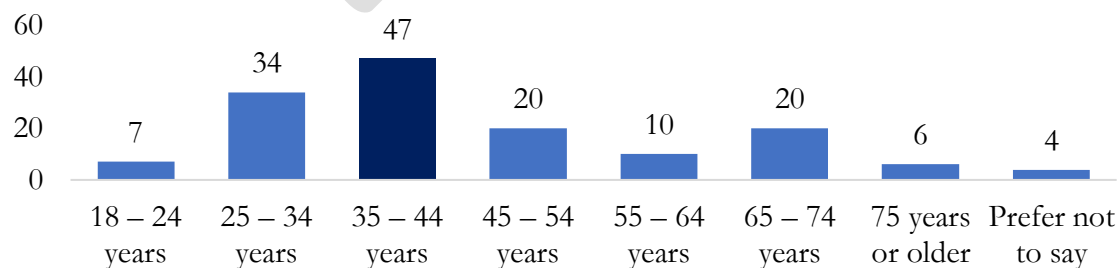
Chart X. Participant Race and Ethnicity ($n = 147$)



Age Range

Next, 148 community members (93.7%) provided their age range. **Most often, community members reported that they were 35 – 44 ($n = 47$, 31.8%), 25 – 34 ($n = 34$, 23%), 45 – 54 ($n = 20$, 14.1%), or 65 – 74 years old ($n = 20$, 14.1%).** See *Chart X*.

Chart X. Participant Ages ($n = 148$)



² Community members could select more than one race or ethnicity. Therefore, totals may exceed 100%.

³ The three community members (2%) who selected Prefer to self-describe were “Jewish”, “Human Race”, and “We have a lot going on.”

Household Composition and Characteristics

Community members also described their household composition and characteristics.

Household Composition

In particular, community members ($n = 147$, 93%) reported household sizes ranging from 1 to 8 people, with two-person households most common. On average, community members reported there was between one and two adults⁴ in their home, with **111 households (75.5%) including more than one adult**. See *Table X*.

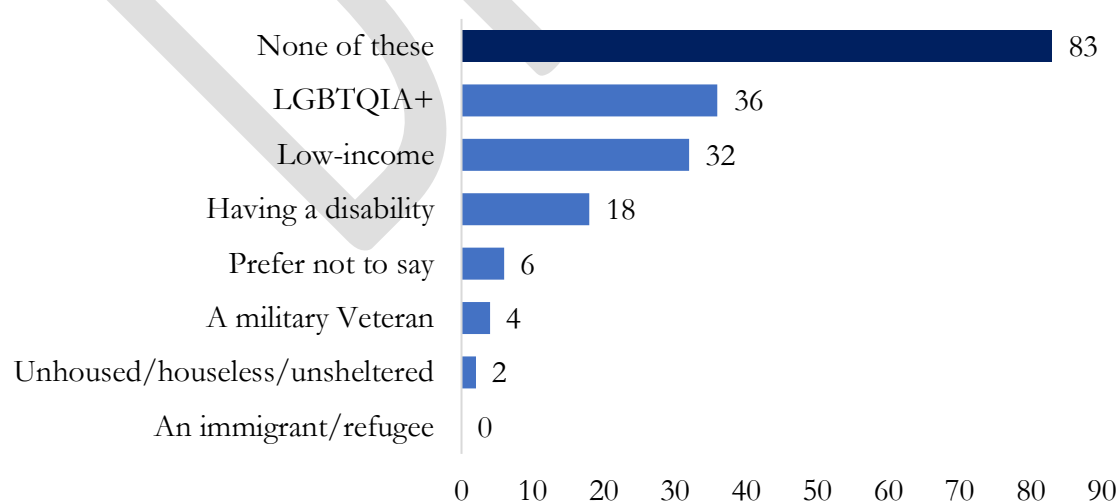
Table X. Household Composition ($n = 147$)

Number of People	n (%)
1	29 (19.7%)
2	49 (33.3%)
3	18 (12.2%)
4	32 (21.8%)
5	14 (9.5%)
6	2 (1.4%)
7	2 (1.4%)
8	1 (0.7%)

Household Characteristics

Community members ($n = 147$, 93%) also reported their household characteristics.⁵ Most often, community members described themselves as None of these ($n = 83$, 56.5%), LGBTQIA+ ($n = 36$, 24.5%), or Low-income ($n = 32$, 21.8%). See *Chart X*.

Chart X. Household Characteristics ($n = 147$)



⁴ The average was 1.7 people per household.

⁵ Community members could select multiple household characteristics; therefore, totals may exceed 100%.

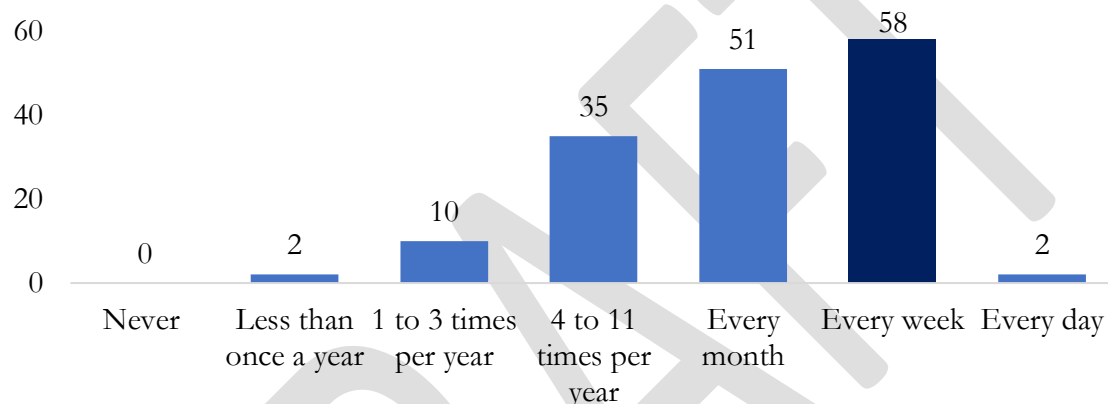
Engagement with MPL/AUOR Building

Next, community members reported how often they visited the MPL/AUOR building and why.

MPL/AUOR Building Visit Frequency

All 158 community members (100%) shared how often they visit the MPL/AUOR building. Most often, they visited Every week ($n = 58$, 36.7%), Every month ($n = 51$, 32.3%), or 4 to 11 times per year ($n = 35$, 22.2%). **These findings suggest that participants utilized the building frequently.** See *Chart X*.

Chart X. MPL/AUOR Building Visit Frequency (N = 158)

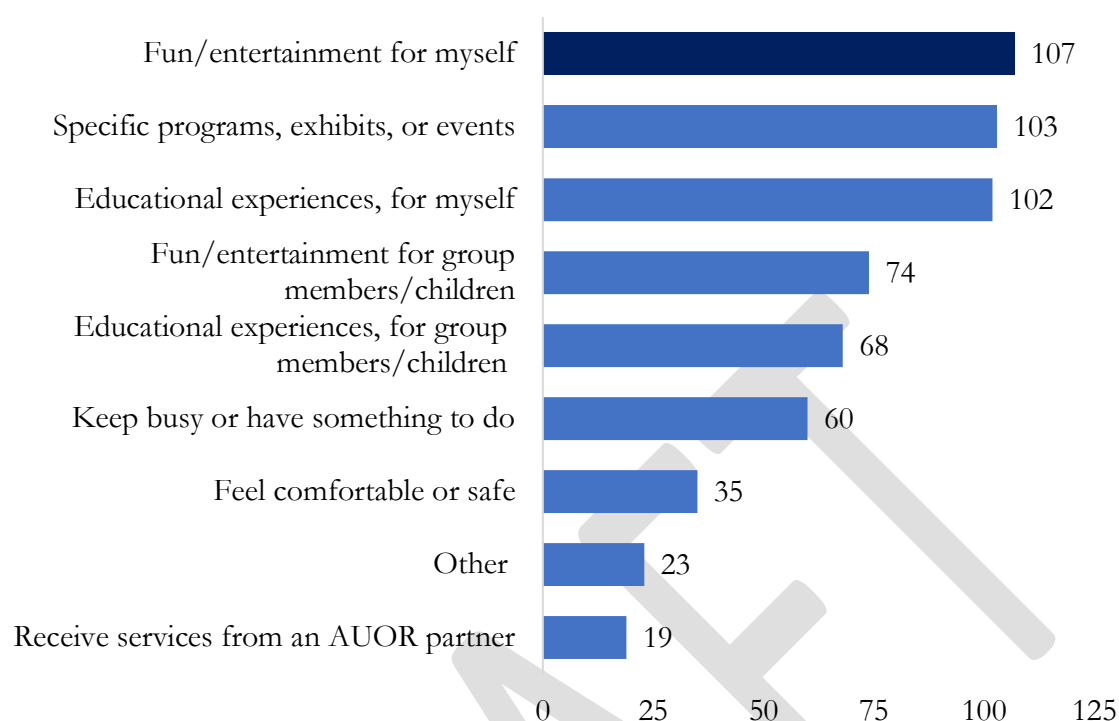


Reasons to Visit the MPL/AUOR Building

All 158 community members (100%) reported why they visited the MPL/AUOR building. Most often, community members visited for **Fun/entertainment for themselves ($n = 107$, 67.7%), Specific programs, exhibits, or events ($n = 103$, 65.2%), or Educational experiences for themselves ($n = 102$, 64.6%).** See *Chart X*.⁶

⁶ Of the 23 community members (14.6%) who chose Other, 12 used the building to check out books, 10 utilized the meeting spaces, and 4 worked in the building (e.g., online, copy machine)

Chart X. MPL/AUOR Building Visit Context (N = 158)



Service and Event Participation

Next, community members reported the services and events in which they engaged.

Engagement with Services

Between 151 and 155 community members (95.6% – 98.1%) shared what areas or services they or their family had engaged with during the past 12 months. Most often, they had engaged with the **Level 2 – spectrUM Discovery Area** ($n = 90, 59.2\%$), **Level 2 – Watershed Experience/Water Room** ($n = 78, 51.7\%$), and **Level 2 – Hands-on Play Features** ($n = 70, 46.4\%$). See *Table X*.

Table X. Engagement with Services (n = 151 – 155)

Services by Level	Yes	No	Unsure
Level 1 – MCMR/MCAT Media Services (audio-visual equipment check-out, studio/podcast rooms, KFGM radio station)	47 (30.7%)	99 (64.7%)	7 (4.6%)
Level 1 – Makerspace (equipment for DIY creators)	54 (34.8%)	96 (61.9%)	5 (3.2%)
Level 1 – UM Living Lab (science research, science activities, educational events)	57 (37.7%)	86 (57%)	8 (5.3%)
Level 2 – Children’s Programs in the Imaginarium, Art Box, or Families First classroom (drop-in or scheduled)	63 (42%)	83 (55.3%)	4 (2.7%)
Level 2 – Families First’s Programming (family/youth/parenting services, consultations, classes, etc.)	29 (19.3%)	115 (76.7%)	6 (4%)

Services by Level	Yes	No	Unsure
Level 2 – Hands-on Play Features (Tiny Town, Gnome House, etc.)	70 (46.4%)	78 (51.7%)	3 (2%)
Level 2 – spectrUM Discovery Area (science exhibits, Discovery Bench)	90 (59.2%)	61 (40.1%)	1 (0.7%)
Level 2 – Watershed Experience/Water Room	78 (51.7%)	70 (46.4%)	3 (2%)
Level 3 – Demonstration Kitchen	43 (28.3%)	106 (69.7%)	3 (2%)

Event Attendance

Between 151 and 155 community members (95.6%–98.1%) also reported whether they had attended Holiday Celebrations or Project Community Connect. In total, 72 community members (46.5%) participated in Holiday Celebrations, and 23 community members (15.2%) engaged with Project Community Connect. See *Table X*.

Table X. Event Attendance (n = 151 – 155)

Event	Yes	No	Unsure
Holiday Celebrations	72 (46.5%)	80 (51.6%)	3 (1.9%)
Project Community Connect	23 (15.2%)	112 (74.2%)	16 (10.6%)

Engagement of Children

Community members also shared if they had children in their home and why their children engaged with MPL/AUOR building and partners.

Children in the Home

In total, 143 community members (90.5%) reported whether they had children in the home.⁷ Of these, 65 individuals (45.5%) reported at least one child. The number of children ranged from 0 to 6, and on average, community members reported between none and one child.⁸ See *Table X*.

Table X. Children in the Home (n = 143)

Number of Children	n (%)
0	78 (54.5%)
1	21 (14.7%)
2	28 (19.6%)

⁷ Fifty-one participants (32.3%) left this item blank. Of these, 37 indicated elsewhere that there were no children in their immediate family and were therefore recoded as having 0 children in the home. For the remaining cases, REC could not determine whether the item was intentionally skipped or reflected no children. Future surveys should revise wording to clarify this distinction.

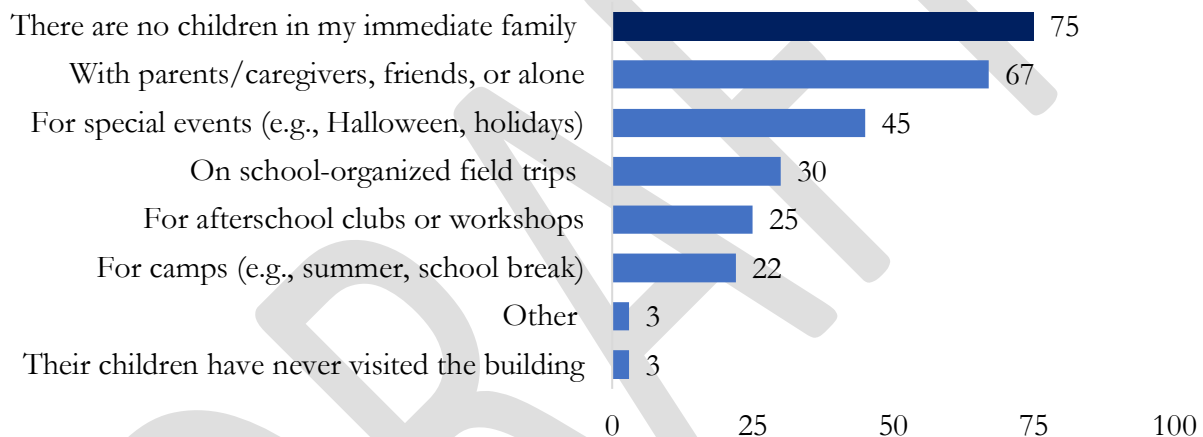
⁸ The average was 0.93.

Number of Children	<i>n</i> (%)
3	12 (8.4%)
4	1 (0.7%)
5	2 (1.4%)
6	1 (0.7%)

Reasons for Children Visiting the MPL/AUOR Building

Next, 155 community members (98.1%) shared whether their children had visited the MPL/AUOR building. Most community members reported there were **no children in their immediate family** (*n* = 75, 48.4%), that their children attended with **parents/caregivers, friends or alone** (*n* = 67, 43.2%), and for **special events** (*n* = 45, 29%). See *Chart X*.⁹

Chart X. Children MPL/AUOR Building Visit Reason (n = 155)



Overall Satisfaction with the MPL/AUOR Building, Services, and Activities

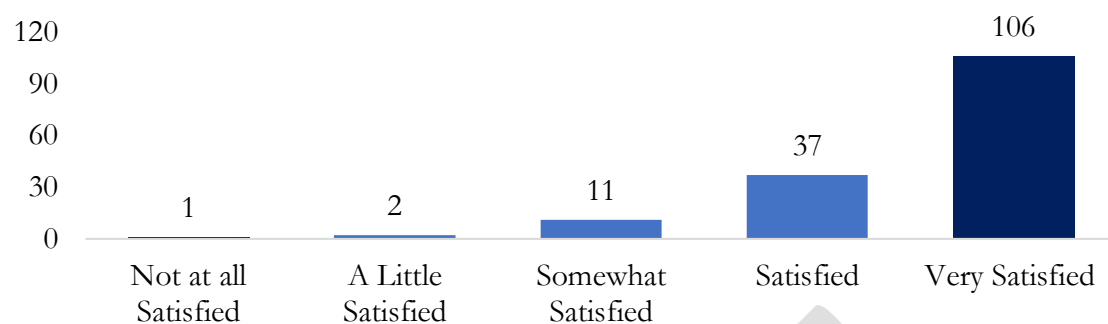
Community members also shared their overall satisfaction with MPL/AUOR services and activities.

Overall Satisfaction

In total, 157 community members (99.4%) rated their overall satisfaction with MPL/AUOR services, and activities on a scale from 1 (Not at All Satisfied) to 5 (Very Satisfied). **Most community members (*n* = 143, 91.1%) rated their satisfaction as Satisfied or Very Satisfied.** In fact, the average rating across all community members was 4.56, indicating high satisfaction with the MPL/AUOR services and activities! See *Chart X*.

⁹ The 3 community members (1.9%) who chose Other, specified, “First night. Teenage in household.”, “Just for something to do during the day,” and “Most of my grandsons visits were before the new library.”

Chart X. Overall Satisfaction (n = 157)



Explaining Satisfaction with MPL/AUOR

Next, 109 community members (69%) provided explanations for their overall satisfaction ratings. Most often, they reported **Library Benefits** (*n* = 63, 57.8%), **AUOR Benefits** (*n* = 32, 29.4%), or offered **Suggestions for Library Improvements** (*n* = 16, 14.7%). See *Table X*.

Table X. Explaining Satisfaction Ratings (n = 109)

Theme	<i>n</i> (%)	Definition	Representative Quotes
Library Benefits	63 (57.8%)	Sixty-three community members described the library as a welcoming, organized, and clean place. They highlighted the value of its offerings, including the makerspace, classes, and programs. Respondents also emphasized that staff were consistently helpful and that the library is a wonderful asset to the Missoula community.	<p>“The Missoula Public library is a safe and fun place to be at whenever they are open. And they have fun activities to do!”</p> <p>“We love our library!! It’s truly an incredible resource.”</p> <p>“The library is a great community resource.”</p> <p>“The free classes, especially the watercolor class, the Missoula Reads and Missoula Writes programs are so unique.”</p>
AUOR Benefits	32 (29.4%)	Thirty-two community members highlighted the range and value of AUOR’s programs and resources. They noted that events (e.g., Halloween celebration) and the range of partner organizations help ensure the offerings meet the diverse needs of the community.	<p>“Our kids participate and benefit from all of the amazing activities and events...”</p> <p>“I am very impressed by the variety of programs offered and use them frequently.”</p> <p>“There is such a wide array of programming and options! I love everything AUOR is doing for our community.”</p>

Theme	n (%)	Definition	Representative Quotes
Library Improvements	16 (14.7%)	Sixteen community members mentioned ways that the library could improve. Suggestions included more programs, such as a writing series, increased hours, adding satellite locations, additional parking, and improving health and safety by addressing lice concerns and the impact on individuals experiencing homelessness.	<p>“We also live an hour away, so it would be nice to see more programs/funding put into the smaller buildings.”</p> <p>“I have visited on numerous occasions where homeless folks were either acting erratically or dominating the public spaces...”</p> <p>“I’m too concerned with the lice/body lice rumors to go back.”</p>
spectrUM Benefits	9 (8.3%)	Nine community members described satisfaction with spectrUM offerings. These members felt the children’s area, specifically the children’s museum, water and science area, and discovery area, were all great offerings for children that they appreciate.	<p>“The children's museum is great as are the resource access days!”</p> <p>“We have spent a lot of time at the water area and in the science area.”</p> <p>“We really like the Missoula kids section and all the activities.”</p>
General Positive Comments	7 (6.4%)	Seven individuals provided general positive comments about their experiences. They reported they are satisfied, their needs are met, and that everyone is doing a good job.	<p>“Meets my needs and expectations.”</p> <p>“I think they are doing a fantastic job!”</p> <p>“Satisfied so I’d give it a 5 star”</p>
AUOR or Partner Organization Improvements	6 (5.5%)	Six respondents offered suggestions for AUOR as a whole or for partner organizations that could improve. Suggestions included adding new community partners, creating an indoor playground, and offering more programs and events, especially after 5 pm.	<p>“I can imagine other community partners that could make our library more rich and diverse.”</p> <p>“We were frustrated at the lack of the 10th shamrock on St. Patrick’s day. Many children were sad that there was no completion to the activity.”</p>
MCAT Benefits	4 (3.7%)	Four respondents were especially satisfied with the MCAT area at the MPL. They enjoyed the digital editing classes, renting equipment, and the MCAT area in general.	<p>“I have used...and MCAT to rent equipment for a movie shoot as well as to get help and support for various software programs.”</p> <p>“I love the library, the Makerspace, and MCAT.”</p>

Areas for Improvement

Next, 107 community members (67.7%) described what could be improved about MPL/AUOR building or services. **Most often, community members suggested Expanded Services and Programs at the Library ($n = 46$, 43%), had No Suggestions ($n = 26$, 24.3%), or offered ways to Improve Library Facilities and Maintenance ($n = 16$, 15%).** See *Table X*.

Table X. Areas for Improvement ($n = 107$)

Theme	n (%)	Definition	Representative Quotes
Expanded Services and Programs at the Library	46 (43%)	Forty-six respondents recommended expanding and enhancing library services. Suggestions included adding new programs, offering additional times for existing programs, extending operating hours, new technology and book rentals, new organization of books, and establishing satellite locations for members living further away.	<p>“I’d love to see more arts activities for adults and intergenerational connections!”</p> <p>“Keep adding more books.”</p> <p>“More hours open.”</p> <p>“It would be nice to have satellite (smaller) locations around Missoula so that you wouldn’t have to go downtown...”</p>
No Suggestions	26 (24.3%)	Twenty-six community members reported no suggestions for improvement, instead expressing appreciation for the MPL/AUOR building or its services, noting they would not change anything, or explaining that they had not yet experienced all the offerings.	<p>“I think it’s great the way it is...”</p> <p>“Hard to say because it’s so wonderful now!”</p> <p>“I am not even sure how it could serve us more. I love our library so much.”</p>
Improve Library Facilities and Maintenance	16 (15%)	Sixteen community members suggested improvements to the library’s facilities, including clearer signage, updates to the physical space, such as new desks and better seating, and expanded parking.	<p>“Wayfinding signs could help folks navigate the library more effectively...”</p> <p>“I would suggest sourcing more parking around the public library...”</p> <p>“I would like to see new desks at the first floor check out station.”</p>
Provide Additional Communication	10 (9.3%)	Ten community members recommended increasing communication for the programs and services offered.	<p>“Getting the word out on what you have going on.”</p> <p>“More education about the opportunities there.”</p>

Theme	n (%)	Definition	Representative Quotes
Implement Health and Safety Improvements	9 (8.4%)	Nine community members identified opportunities to strengthen health and safety. Suggestions included increasing cleaning efforts and addressing environmental factors, (e.g., loitering, disruptive behavior) that affect visitors' sense of safety.	<p>"Limit the size of bags/possessions people are allowed to bring in."</p> <p>"I just wish your budget was bigger to pay to keep the glass clean, etc."</p> <p>"Concerned about the lice."</p>
Improve Staffing Support	6 (5.6%)	Six community members highlighted the need for stronger staffing support. Their suggestions included increasing funding for staff, more training opportunities, and ensuring that all staff provide consistently friendly service.	<p>"More funding to support all those who work here."</p> <p>"More training for level 2 staff, to make interactions with children positive."</p>

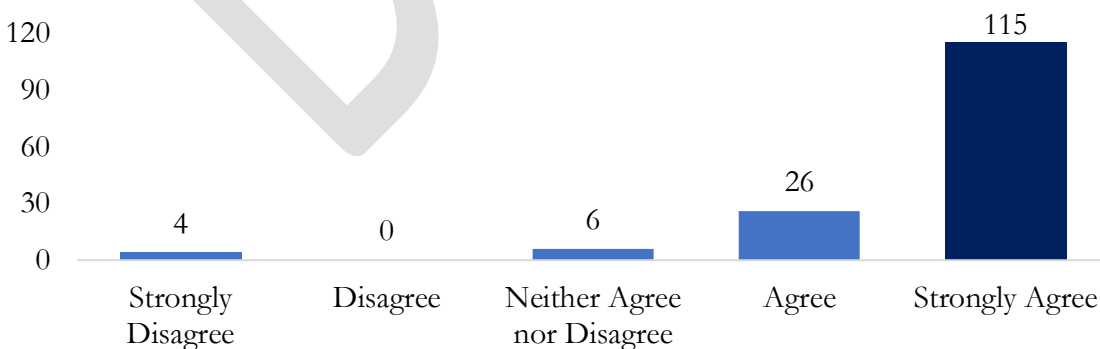
Perceived Value and Community Impact

Finally, community members shared how MPL/AUOR services and activities impacted their community and their or their families' lives.

MPL/AUOR's Perceived Value in Missoula

Using a scale from 1 (Strongly Disagree) to 5 (Strongly Agree), 151 community members (95.6%) rated their level of agreement with the following statement, "MPL/AUOR services and activities are a valuable part of living in or visiting Missoula." **Community members' average rating was 4.64, suggesting strong agreement that MPL/AUOR contributes meaningfully to the community.** See *Chart X*.

Chart X. MPL/AUOR's Perceived Value in Missoula (n = 151)



Explaining MPL/AUOR's Perceived Value in Missoula

Eighty-six community members (54.4%)¹⁰ explained how MPL/AUOR is a valuable part of living or visiting Missoula. Most often, community members highlighted the **Access to Resources** ($n = 34$, 38.6%), **Community Hub and Pride** ($n = 29$, 33%), and **Programs and Experiences** ($n = 20$, 22.7%). See *Table X*.¹¹

Table X. Explaining Perceived Value (n = 86)

Theme	n (%)	Definition	Representative Quotes
Access to Resources	34 (38.6%)	Thirty-four community members felt that the access to resources provided by MPL/AUOR was essential to Missoula. Respondents described the library as a place where people of all ages and backgrounds can access free information, services, and learning opportunities that support their education, enrichment, and overall well-being.	"Having access to these incredible and free resources are so important for the community..." "...the library has so many resources that I love to use when I'm in town." "MPL has made reading so much more accessible to me in my adult life!" "The resources are available to anyone..."
Community Hub and Pride	29 (33%)	Twenty-nine respondents emphasized that MPL/AUOR is a central gathering place for the community that many want to visit. They felt the library was a welcoming hub where people can connect with one another, share experiences, and it offers a sense of pride to the city of Missoula.	"A hub for our community." "Community spaces are important to me for community health, growth and connection." "I feel our public library is an integral part of our community and that we should cherish and protect these spaces that promote acceptance..."
Programs and Experiences	20 (22.7%)	Twenty respondents highlighted the wide range of programs, services, and experiences offered by MPL/AUOR. Respondents emphasized the diverse programs and events that meet the needs of all ages and interests of community members.	"Experiences are personally engaging." "I love that there is a diversity of programs." "Programs for all ages and interests."

¹⁰ Two community members (1.3%) left comments that did not answer the question and were excluded from analysis.

¹¹ One respondent (1.2%) left a comment that could not be categorized, stating, "I really have no knowledge of that."

Theme	n (%)	Definition	Representative Quotes
Family-Friendly Space	11 (12.5%)	Eleven respondents described MPL/AUOR as an essential family-friendly space, especially for kids. Members shared that the library offers safe, engaging, and accessible indoor activities for children and caregivers to learn, play, and spend time together.	<p>“Without our AUOR, Missoula would be a drearier place and kids would have so many fewer options and opportunities for education and play!”</p> <p>“MPL is one of the best family-friendly options for both Missoula residents and visitors.”</p>
Safe and Clean Environment	10 (11.4%)	Ten community members described the safe, welcoming, and well-maintained environment that meets visitors’ needs. They highlighted that the library is comfortable and the facilities are high-quality.	<p>“The building and amenities are amazing.”</p> <p>“...a wonderful design space and a comfortable and safe setting and this is truly a treasured resource for the community.”</p>
General Appreciation	6 (6.8%)	Six community members expressed appreciation for MPL/AUOR and its staff. Respondents highlighted the welcoming environment, the helpfulness of staff, and the enjoyment they feel when spending time at the library.	<p>“The staff are extremely accommodating...”</p> <p>“I love books and libraries!”</p> <p>“It’s invaluable.”</p>
Suggestions for Improvement	4 (4.5%)	Four community members suggested improvements, including improved staff knowledge of available resources, aesthetic updates to the facility, expanded parking options, and enhanced safety measures for serving patrons experiencing homelessness.	<p>“I tried to ask a couple of employees about subjects on the reading lists. Neither employee knew anything about it or offered to help.”</p> <p>“I think that if the Missoula public library decision makers could choose to use refurbished natural wood to go over the metal and concrete walls and floors...”</p>

Impacts of MPL/AUOR Use

Between 149 and 150 community members (94.3% – 94.9%) also rated 11 statements on how visiting the MPL/AUOR building or using its services helped them or their families. The overall average rating across all statements was 4.37 out of 5, **reflecting consistently high levels of perceived benefit**. Community members reported the greatest benefit with Experiencing enjoyment (M = 4.55), Learning something new and interesting (M= 4.53), and Improving their lives (M = 4.52). See *Table X*.

Table X. Impacts of MPL/AUOR Use (n = 149 – 150)

Visiting the MPL/AUOR building or using its services helps me and my family...	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Average Rating
...experience enjoyment	2 (1.3%)	1 (0.7%)	8 (5.3%)	40 (26.7%)	99 (66%)	4.55
...learn something new and interesting	2 (1.3%)	--	8 (5.3%)	46 (30.7%)	94 (62.7%)	4.53
...improve our lives	2 (1.3%)	--	10 (6.7%)	44 (29.5%)	93 (62.4%)	4.52
...build knowledge or understanding	2 (1.3%)	--	10 (6.7%)	45 (30.2%)	92 (61.7%)	4.51
...experience inspiration or creativity	2 (1.3%)	1 (0.7%)	13 (8.7%)	44 (29.5%)	89 (59.7%)	4.46
...connect with the community	2 (1.3%)	--	20 (13.3%)	46 (30.7%)	82 (54.7%)	4.37
...discover new hobbies and interests	1 (0.7%)	1 (0.7%)	25 (16.7%)	40 (26.7%)	83 (55.3%)	4.35
...develop skills or capabilities	1 (0.7%)	2 (1.3%)	26 (17.4%)	40 (26.8%)	80 (53.7%)	4.32
...access community resources and supports	2 (1.3%)	1 (0.7%)	28 (18.7%)	45 (30%)	74 (49.3%)	4.25
...express ourselves fully	1 (0.7%)	2 (1.3%)	43 (28.9%)	42 (28.2%)	61 (40.9%)	4.07
...feel valued and understood	3 (2%)	3 (2%)	35 (23.5%)	47 (31.5%)	61 (40.9%)	4.07