

Cook Memorial Library  
Board of Trustees Strategic Planning Committee  
May 7, 2018, updated August 29, 2018

## **Tamworth, NH Demographics, Community and Statistics Digest**

### Library specific

Number of resident (full and part time) cardholders: 1,064 unexpired cards as of 5/7/2018  
Number of nonresident cardholders: 111 unexpired cards as of 5/7/2018  
Patrons who checked at least one thing out between 1/1/2017 and 5/7/2018: 1,025 (does not include downloadable books)  
Average monthly visits in 2017: 1,423  
Busiest month in 2017: July with 1,912 visits, with proportionally higher stats for services  
Quietest month in 2017: December with 971 visits

### Town of Tamworth

Population: 2,851 (2015 estimate), little change since 2010 census  
Projected change in population: 7% growth through 2040  
Median age: 54.2 (Carroll County 50.9)  
Population projections through 2040: increase in 65 and older, decrease in younger (Carroll County)  
Median family income: \$60,125 (Carroll County \$64,692)  
Unemployment rate (2016): 3.4% (Carroll County 3.0%)  
Individuals below poverty level: 11.3% (Carroll County 10.1%)  
Commute out of town for work: 71.8%; 82.8% alone in car/truck/van; mean travel time 24.6 min  
Largest employer: K.A. Brett School, 47 employees  
Total tax rate: \$22.94/\$1000, highest in Carroll County  
Residential land/buildings: 83.7% (Carroll County 90.1%)  
Commercial land/buildings: 11.9% (Carroll County 8.4%)  
Public land/buildings: 4.4% (Carroll County 1.5%)

### Public School

# of enrolled students 2017-18, K-8: 194  
# of enrolled students 2017-18, 9-12: 94  
# of homeschooled students 2017-18: # of homeschooled students not recorded by NH Dept. of Education after 2014  
# of students enrolled at The Community School 2017-18: 25  
Free/reduced lunch 2017-18: K. A. Brett School 47.1% (Madison Elem. 45.3%, Moultonborough Central 32.7%, Conway Elem. 58.2%, Kennett Middle 31.5%, Ossipee Central 58.3%, state 26.4%) per NH Dept. of Education  
K. A. Brett School 2016-2017 test scores that show proficient or above in reading: 3rd grade 64% (state 54%), 6th grade 53% (state 57%), 8th grade 43% (state 58%)  
K. A. Brett School 2016-2017 test scores that show proficient or above in math: 3rd grade 45% (state 55%), 6th grade 32% (state 46%), 8th grade 29% (state 45%)

## Library Communication

Library monthly newsletter

- Email list of 146 addresses, newsletter sent as pdf attachment to Bcc email address list, no tracking of “opens”
- Print, posted at Tamworth Post Office, couple of dozen available for people to take at the library

Tamworth Exchange, Yahoo group with 1,263 members

- Weekly message “This week at Cook Library” plus occasional announcements about single events and messages

KA Brett School newsletter

- Used to announce events for school-age children, emailed to parents weekly

Newspapers

- Conway Daily Sun for press releases, calendar of events, and Tamworth Town column
- Carroll County Independent for press releases, calendar of events

Library website [www.tamworthlibrary.org](http://www.tamworthlibrary.org)

- average 1,300 hits monthly in 2017
- Find library news, events, services, policies, portal to online resources, links of local interest

Social media

- Facebook: posts and events, list of key services, 570 people “like” the library’s page
- Instagram: posts shared also on Facebook
- Twitter: duplicates posts from Facebook automatically, not actively used
- Flickr: photo sharing tool merging with Smug Mug in 2018, continued use depends on terms of service of new owner. We pay \$25 per year for Flickr

## Sources

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