



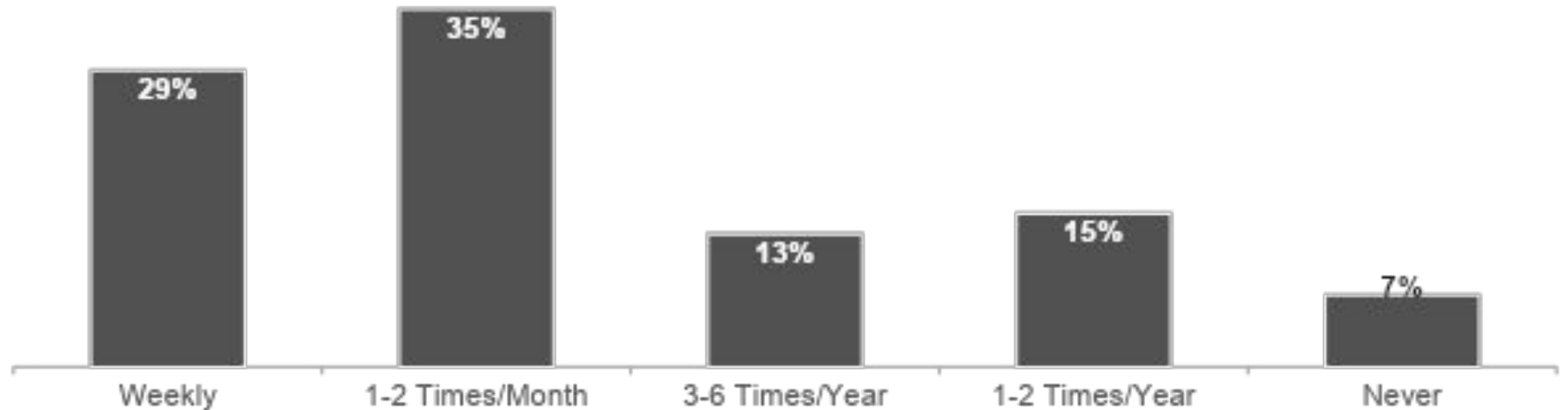
Strategic Planning Community Survey

Hustisford Community Library

2024

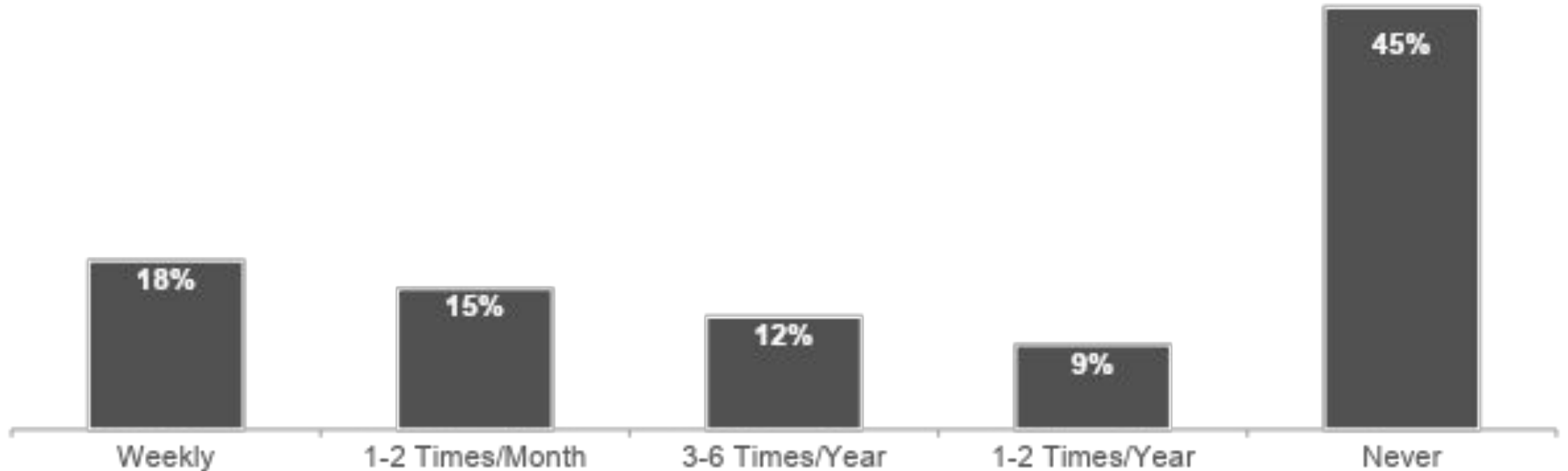
In 2024, Hustisford Community Library conducted a survey in support of strategic planning efforts at their library. The survey was designed in collaboration with WiLS, before being disseminated to the broader community. The survey was advertised through a variety of channels and gathered responses from over 150 community members, including both users and non-users of the library itself.

How regularly do you use the Hustisford Community Library?



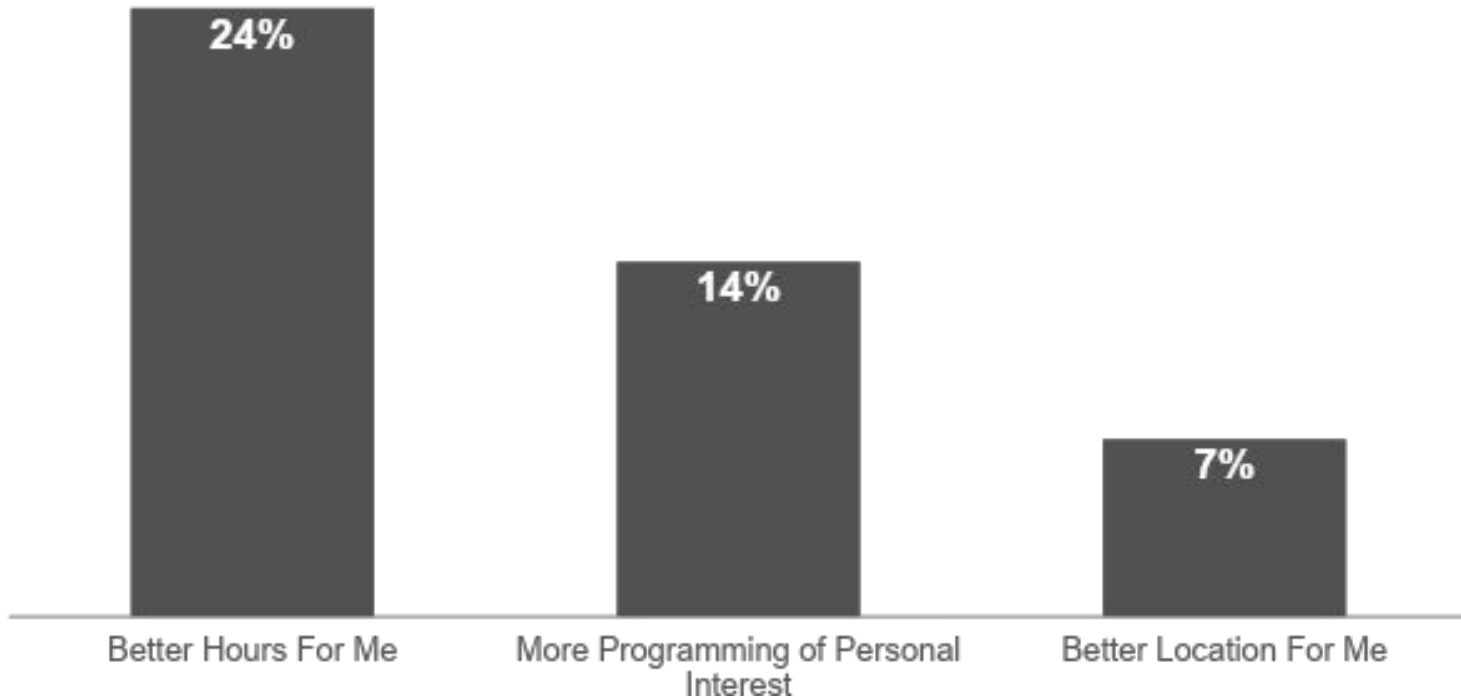
Over 50% of community members indicated that they access digital items such as eBooks and audiobooks through platforms such as Overdrive, Libby, Hoopla, or the library's catalog.

How often do you access digital content through a platform such as Overdrive, Libby, Hoopla, or your library's catalog?



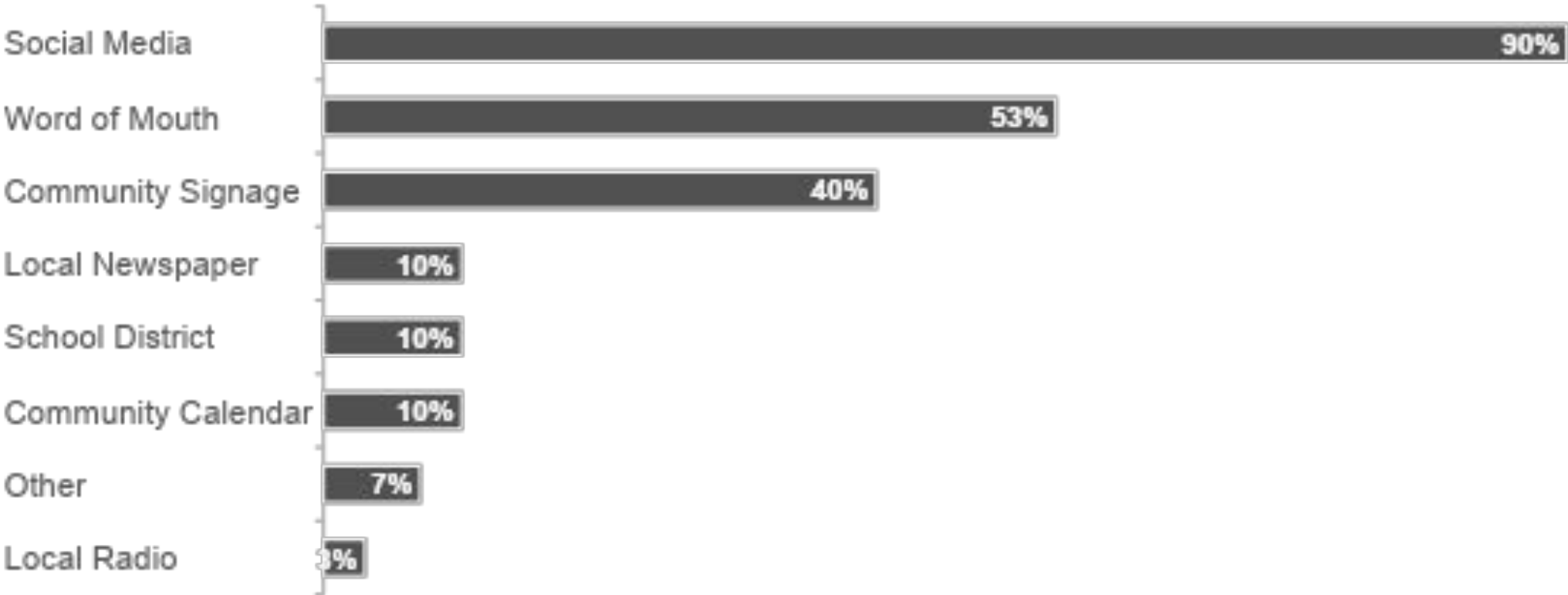
*Infrequent and
Never Library
Users*

Both infrequent library visitors and people who have never visited reported that better hours for them and more programming of personal interest might motivate them to visit the library.



Infrequent and Never Library Users find out about community events and activities through a variety of channels, with social media being the most common.

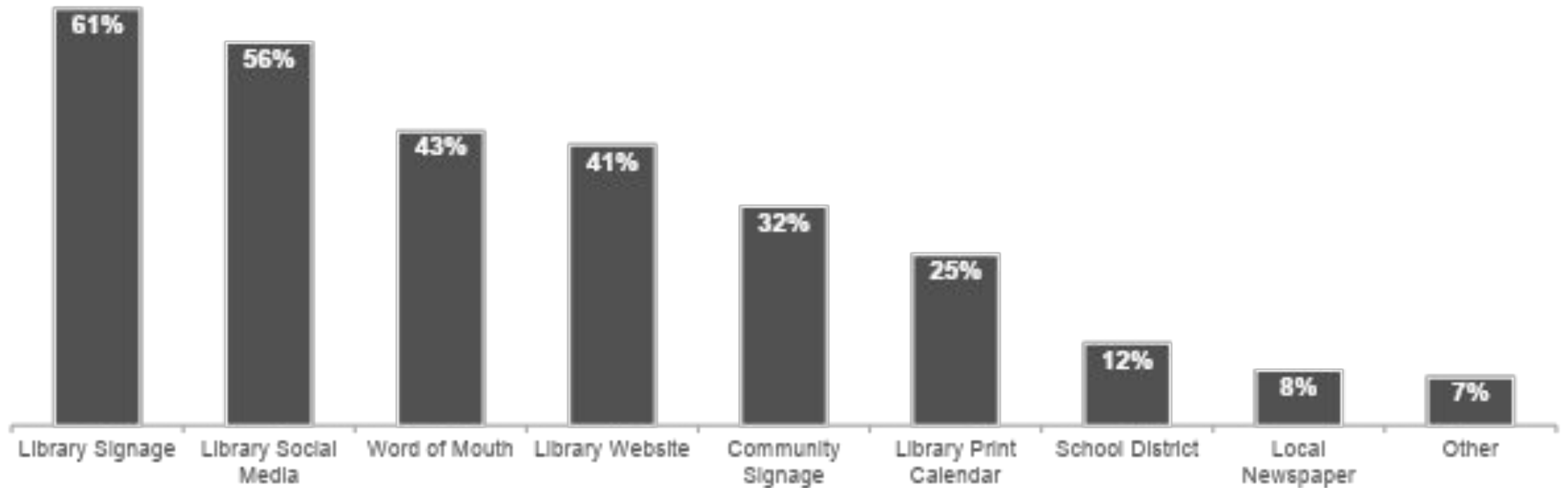
How do you learn about events and activities happening in and around the community? (Check all that apply.)



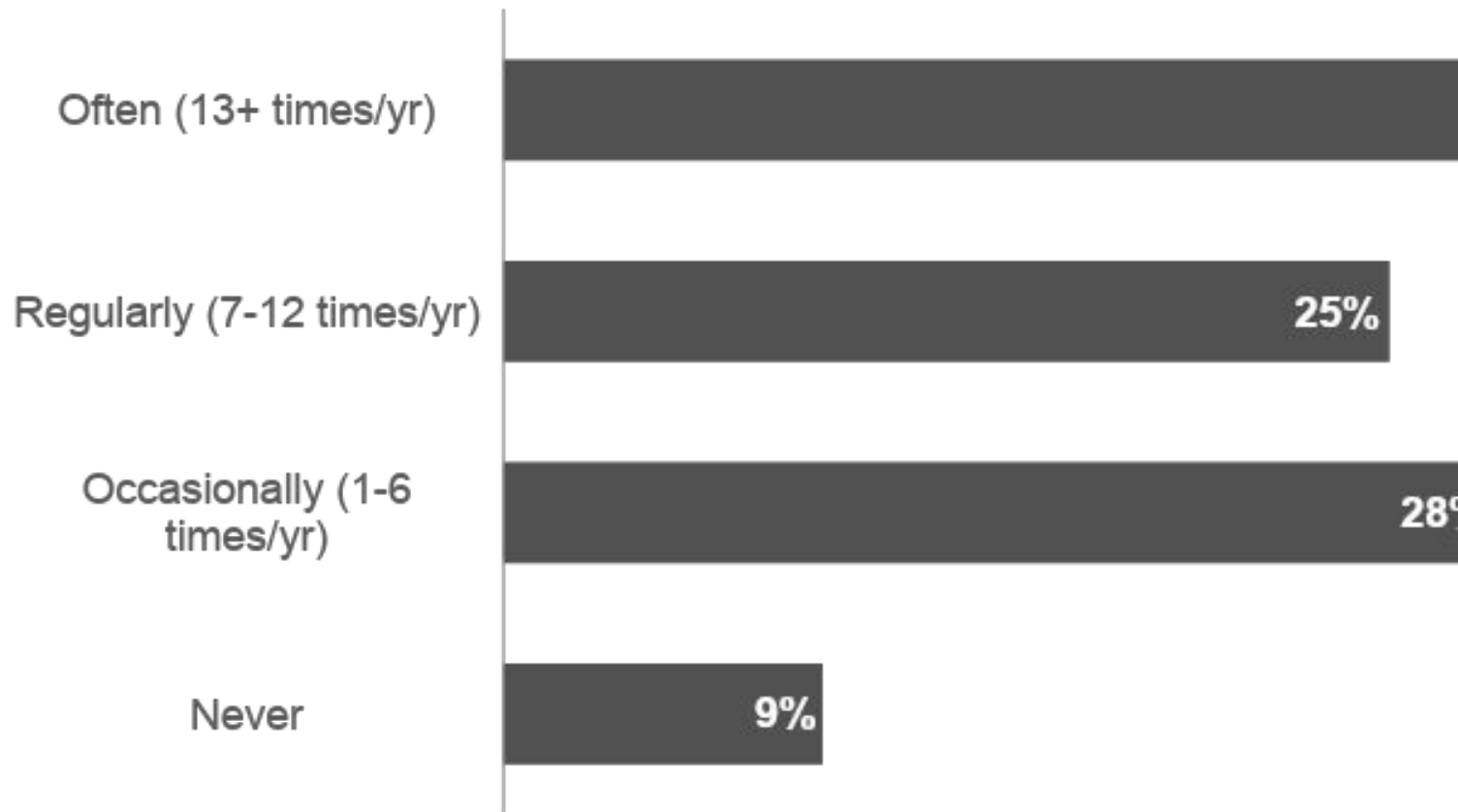
*Regular Library
Users*

Regular Users of Hustisford Community Library find out about events and activities at the library most frequently through the library's signage and social media.

Which of the following are ways that you learn about activities, programs, or news about the HCL? (Check all that apply.)

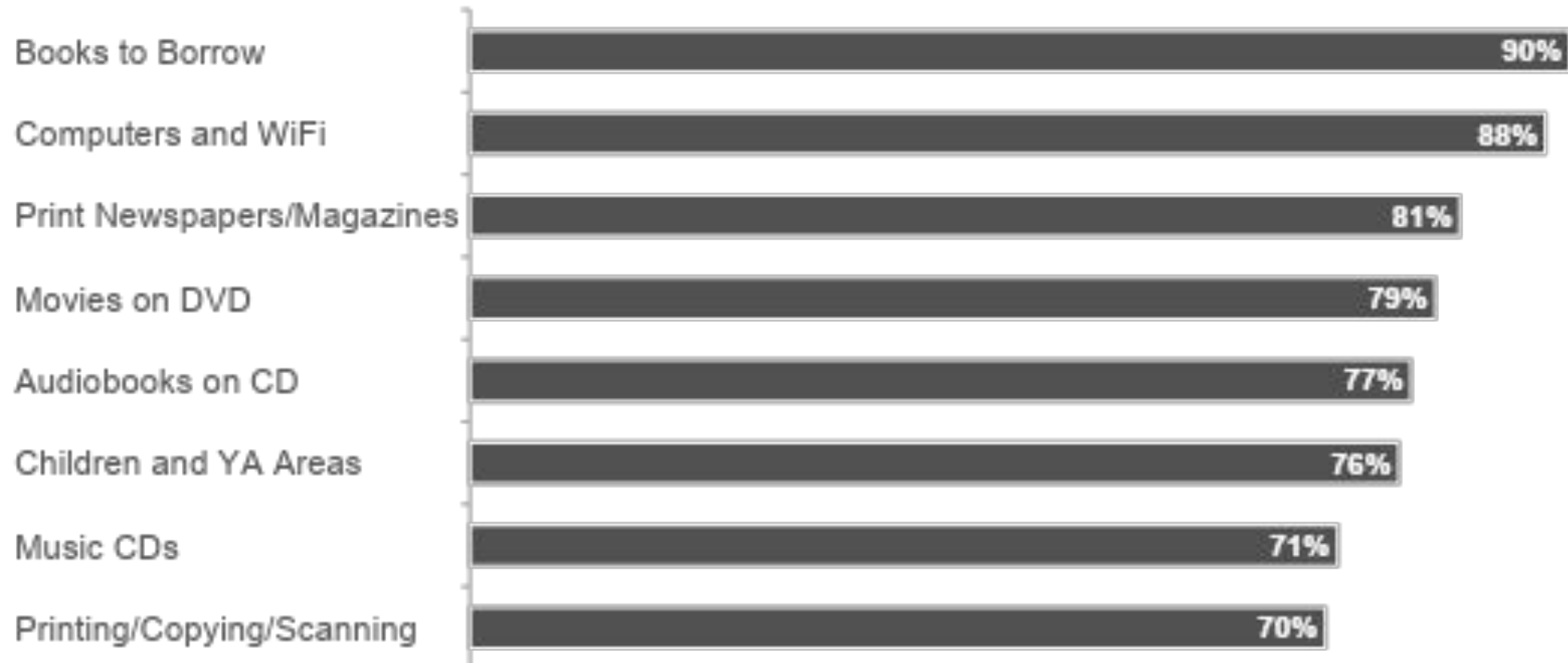


Over 90% of Regular Library Users indicated they hear about Hustisford Community Library at least occasionally.

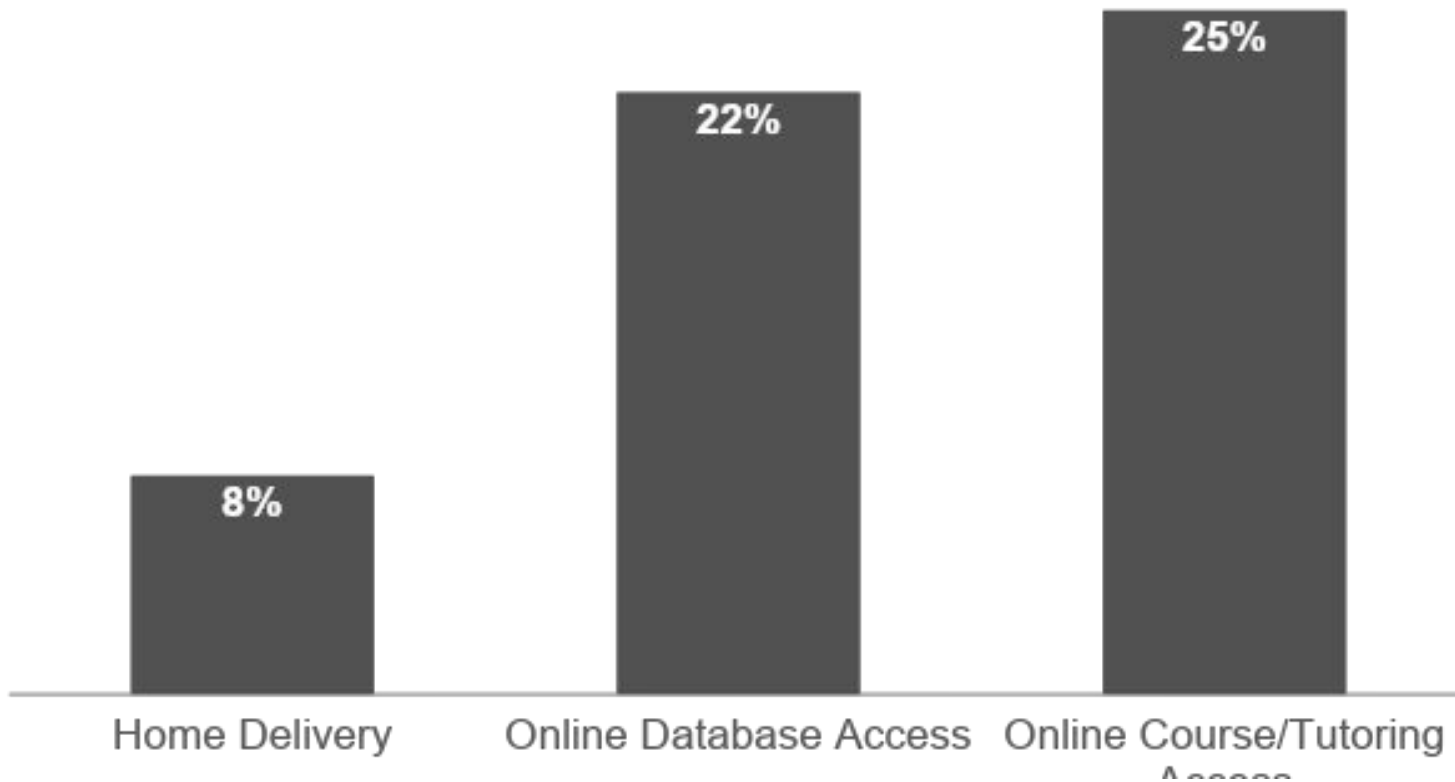


Over 70% of Regular Users of Hustisford Community Library indicated awareness of the following services, with books to borrow and public computer and WiFi access being the most familiar items/services.

Which of the following services are you aware that the HCL offers? (Check all that apply.)



Regular Library Users indicated the least awareness of home delivery and online database access.

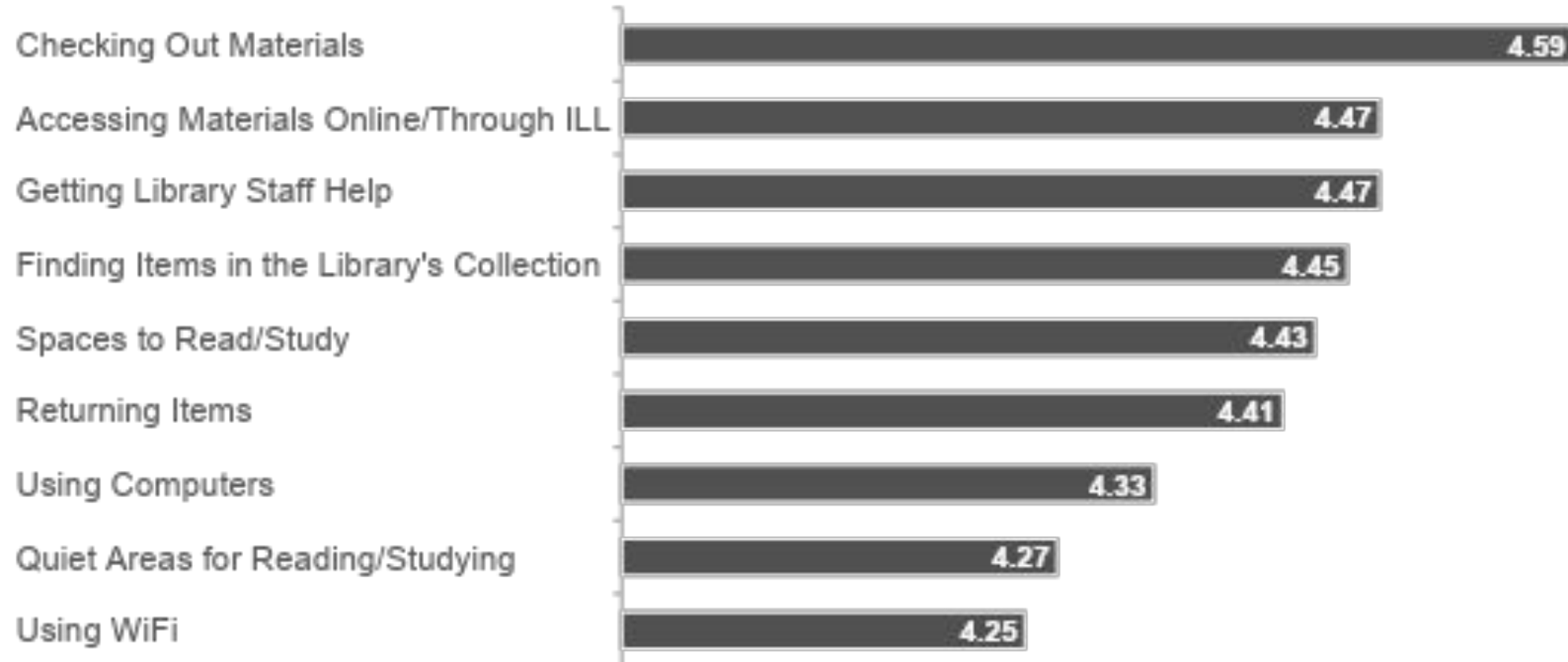


Regular Users of Hustisford Community Library were most likely to report they had experience with finding materials in the library's collection and checking out items at the circulation desk.

Percent of Library Users Who Indicated Utilizing a Library Service



Satisfaction with Hustisford Community Library's services was high across the board, with checking out library materials being the highest rated service.



Scale: Very Dissatisfied (1) to Very Satisfied (5)

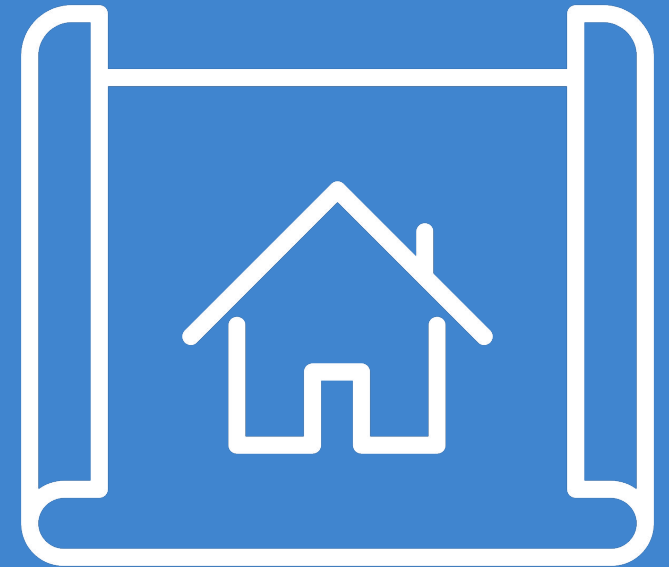
Community members' perception of the value of the library and its services was highly favorable with almost 90% strongly agreeing that the library is important for the community.

| Library Perception Statement | Weighted Average |
|--|------------------|
| The library is important for the community. | 4.80 |
| The library is important to me and/or my family. | 4.68 |
| The library creates learning opportunities for people of all ages. | 4.63 |
| The library is effective at promoting literacy. | 4.58 |
| The library provides a safe place for people to spend time. | 4.56 |
| The library exposes people to new things. | 4.38 |

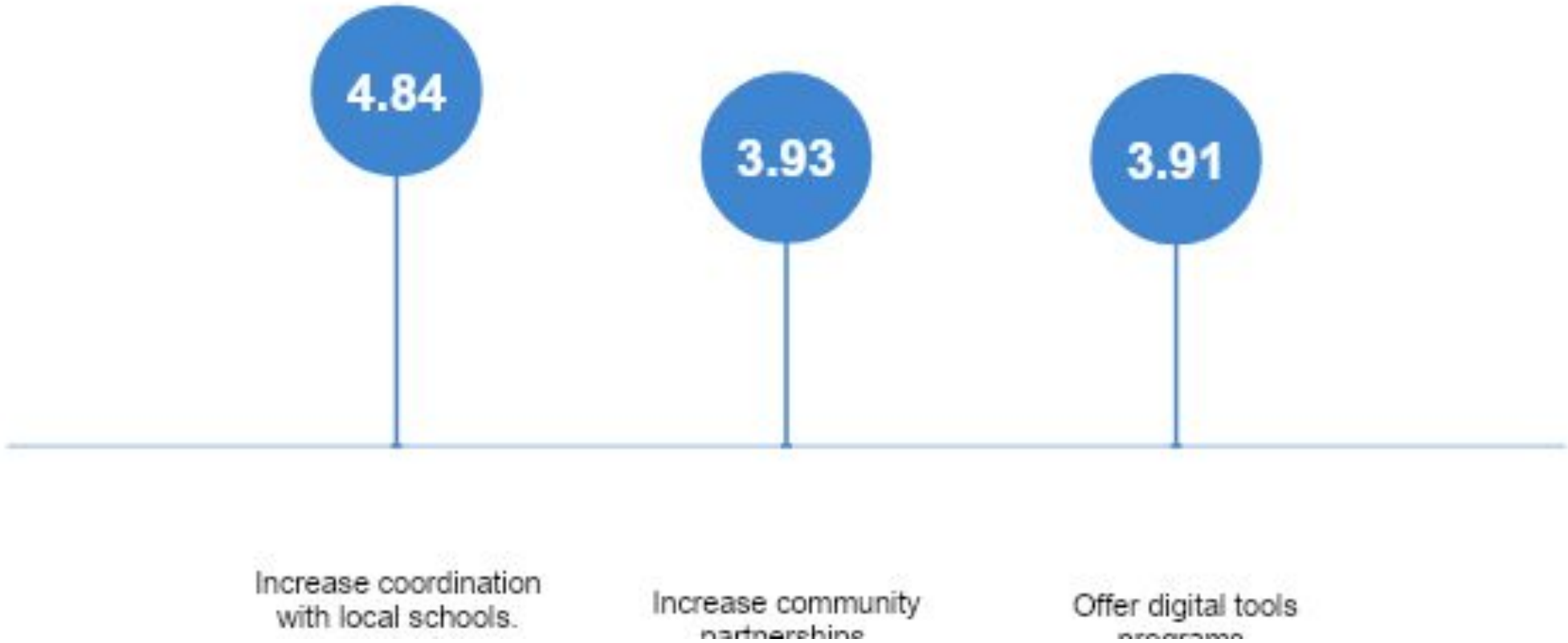
Scale: Strongly Disagree (1) to Strongly Agree (5)

Community members' top priority for potential space changes at Hustisford is for more private work/study rooms or areas.

| Ranking | Potential Space Change |
|---------|---|
| #1 | More private work/study rooms or areas. |
| #2 | Provide a dedicated teen space. |
| #3 | Have more comfortable space(s) for reading, working, and relaxing at the library. |
| #4 | Provide a dedicated collaborative work space. |
| #5 | Consider a library expansion or new building to meet community needs. |

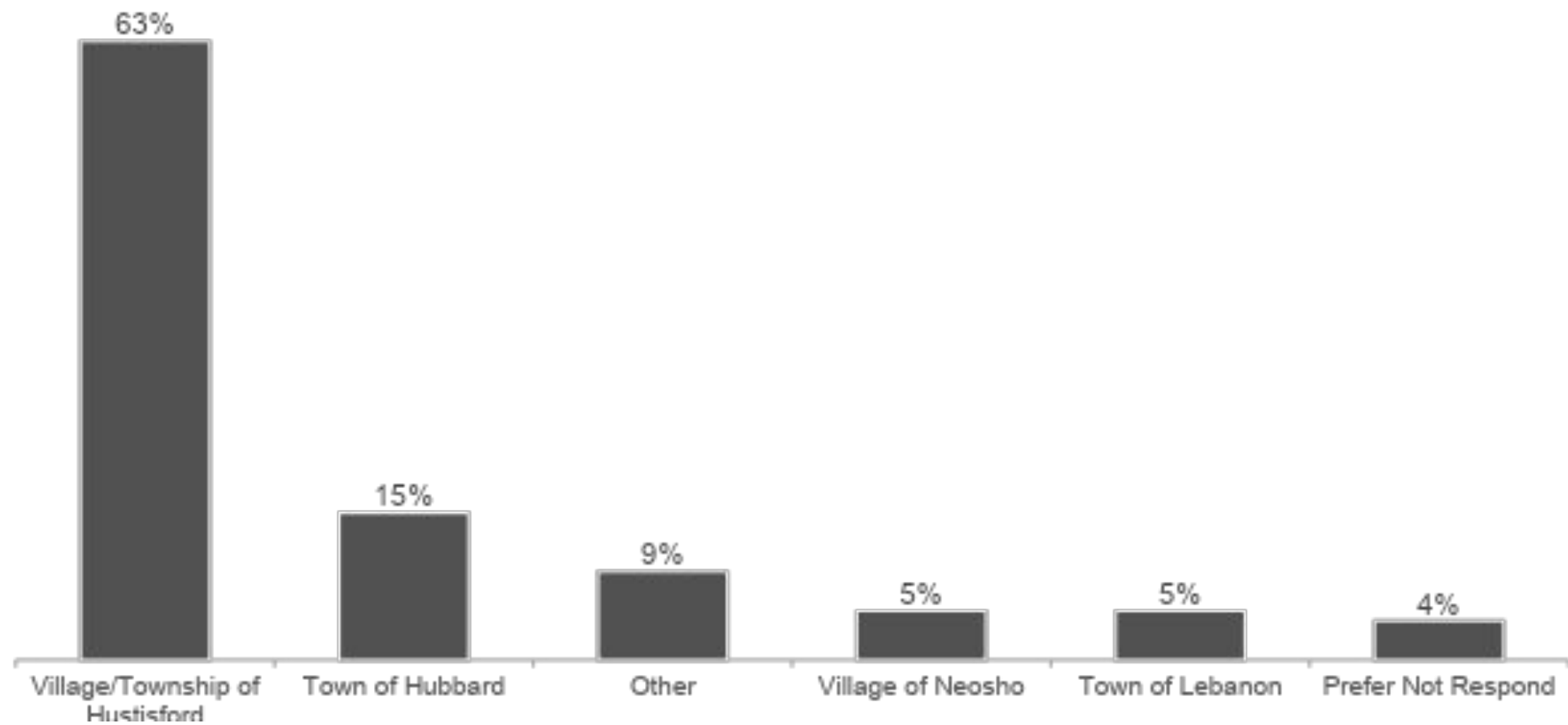


Community members' top priority for changes to library services is more coordination with local schools in providing resources to children of all ages.

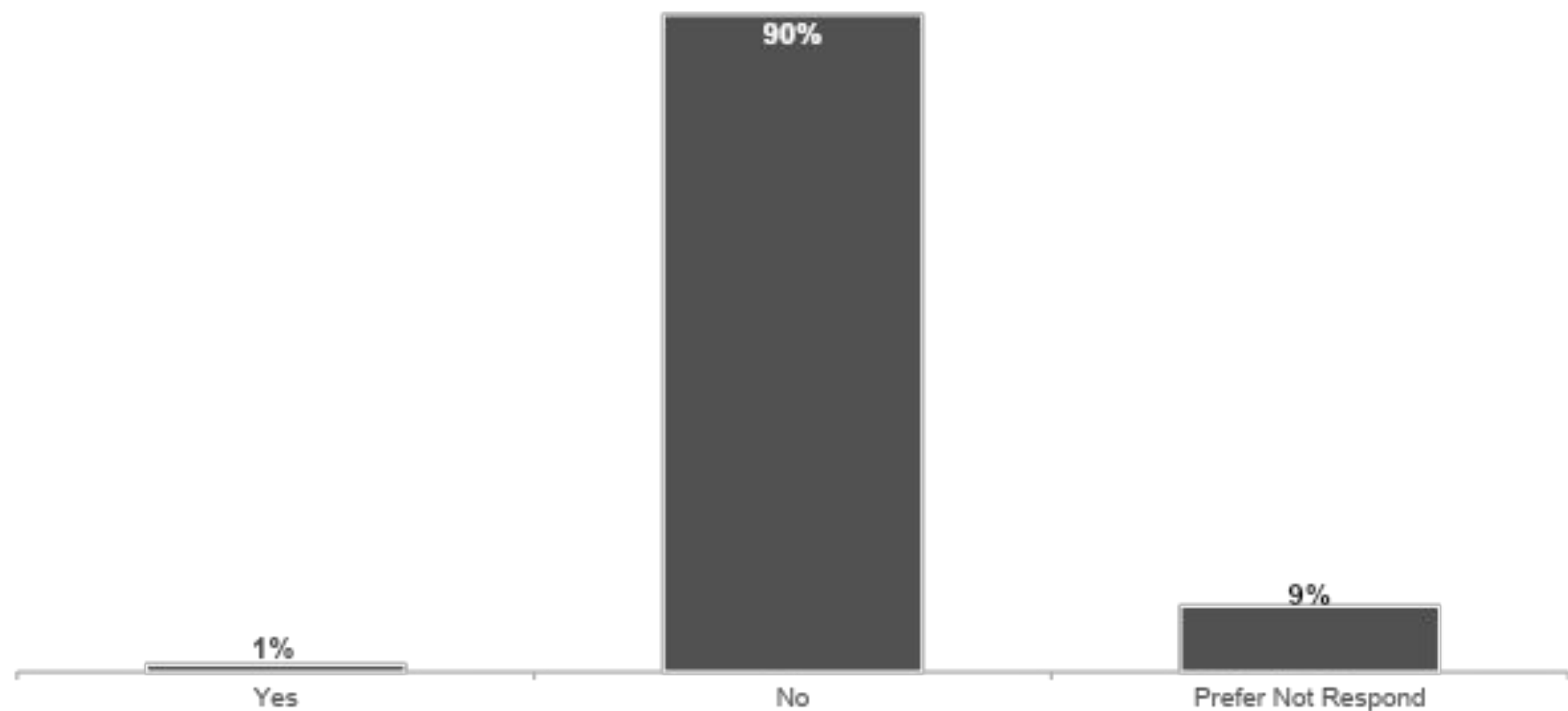


Survey
Demographics

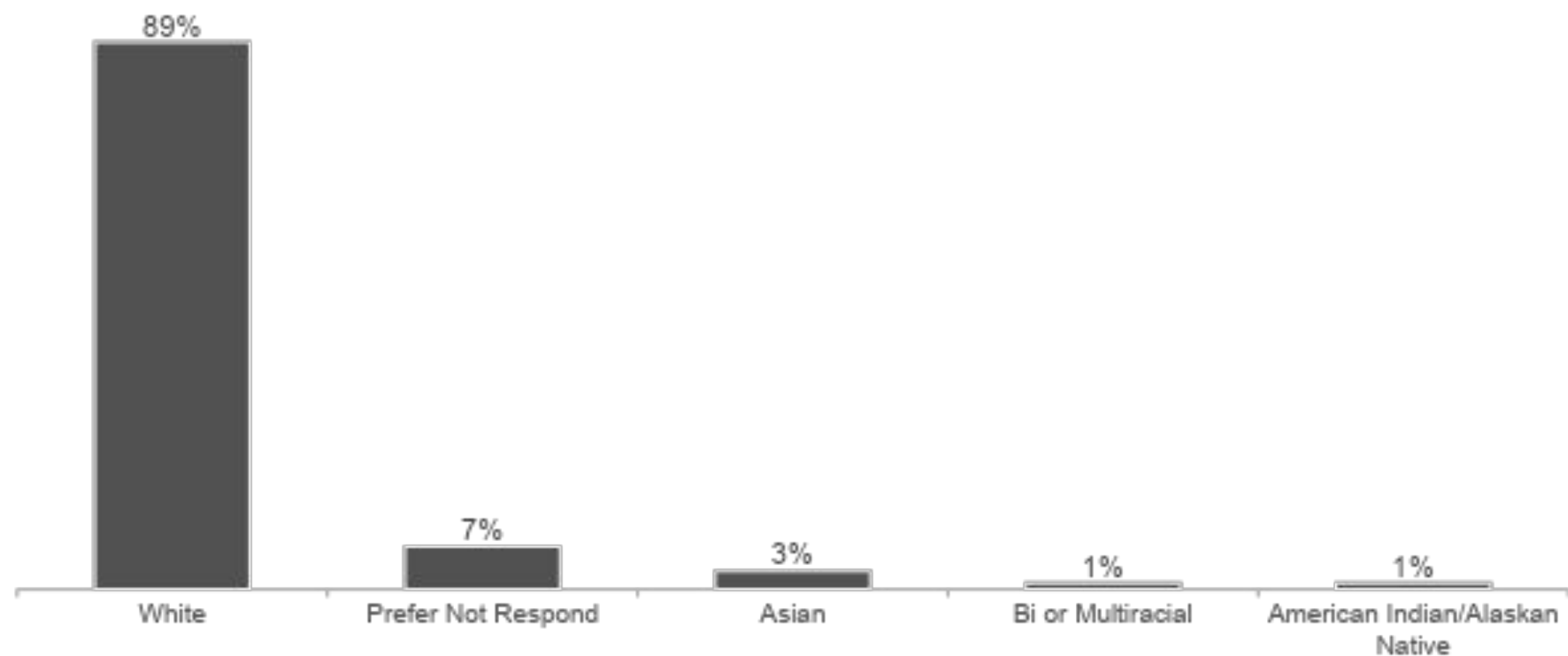
Where do you live?



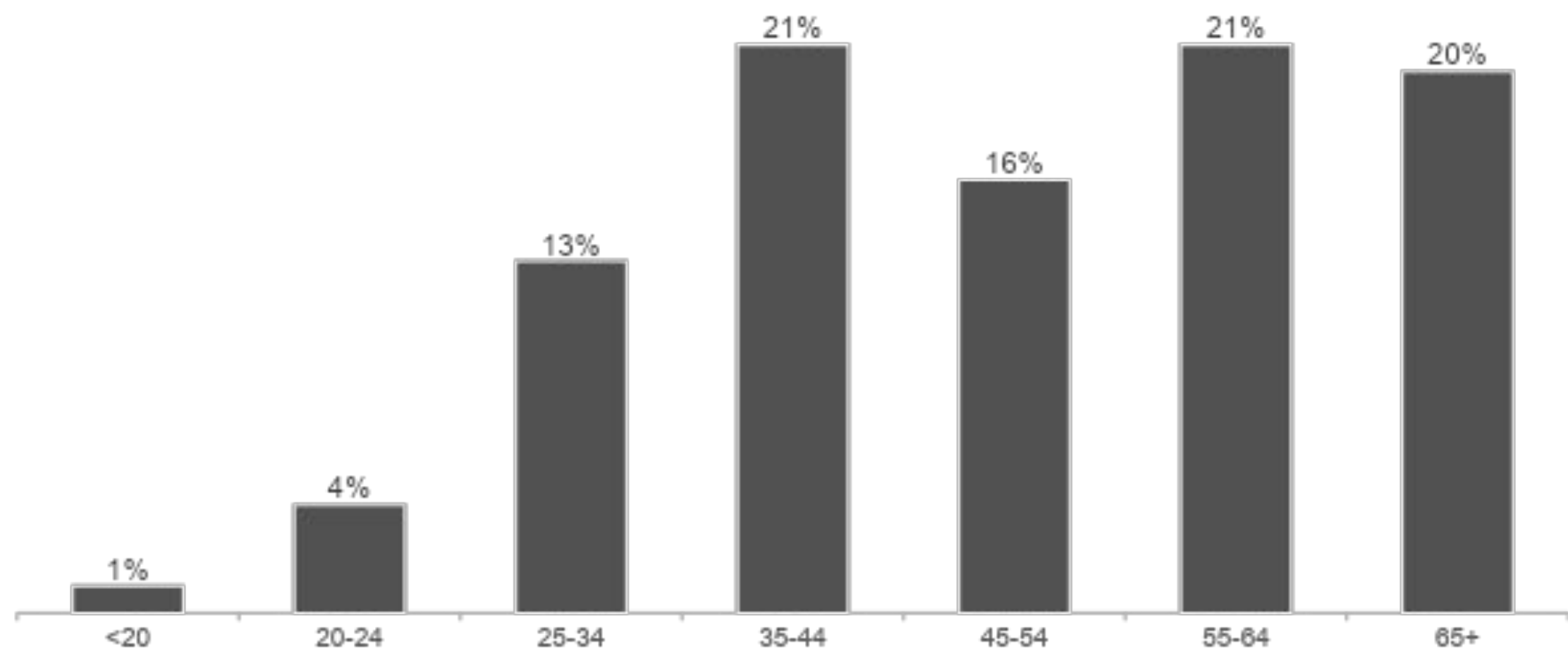
Are you of Hispanic, Latino, or Spanish origin?



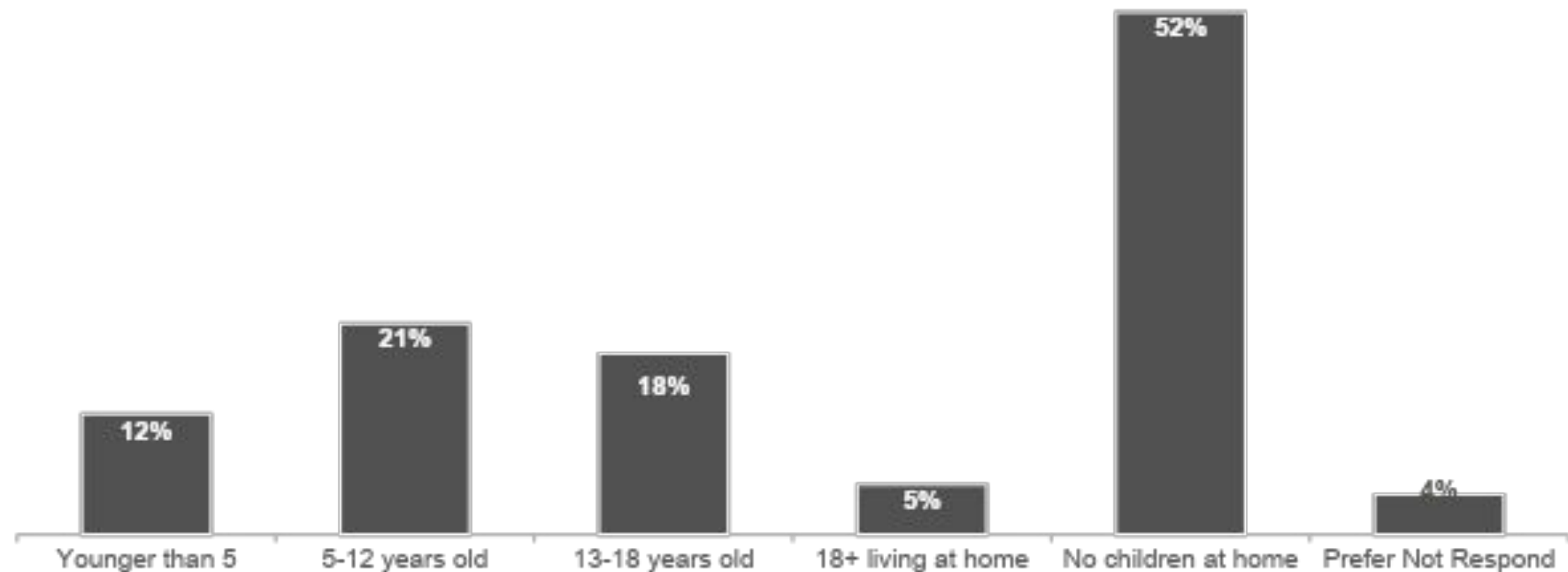
How would you describe your race and/or ethnicity? (Check all that apply.)



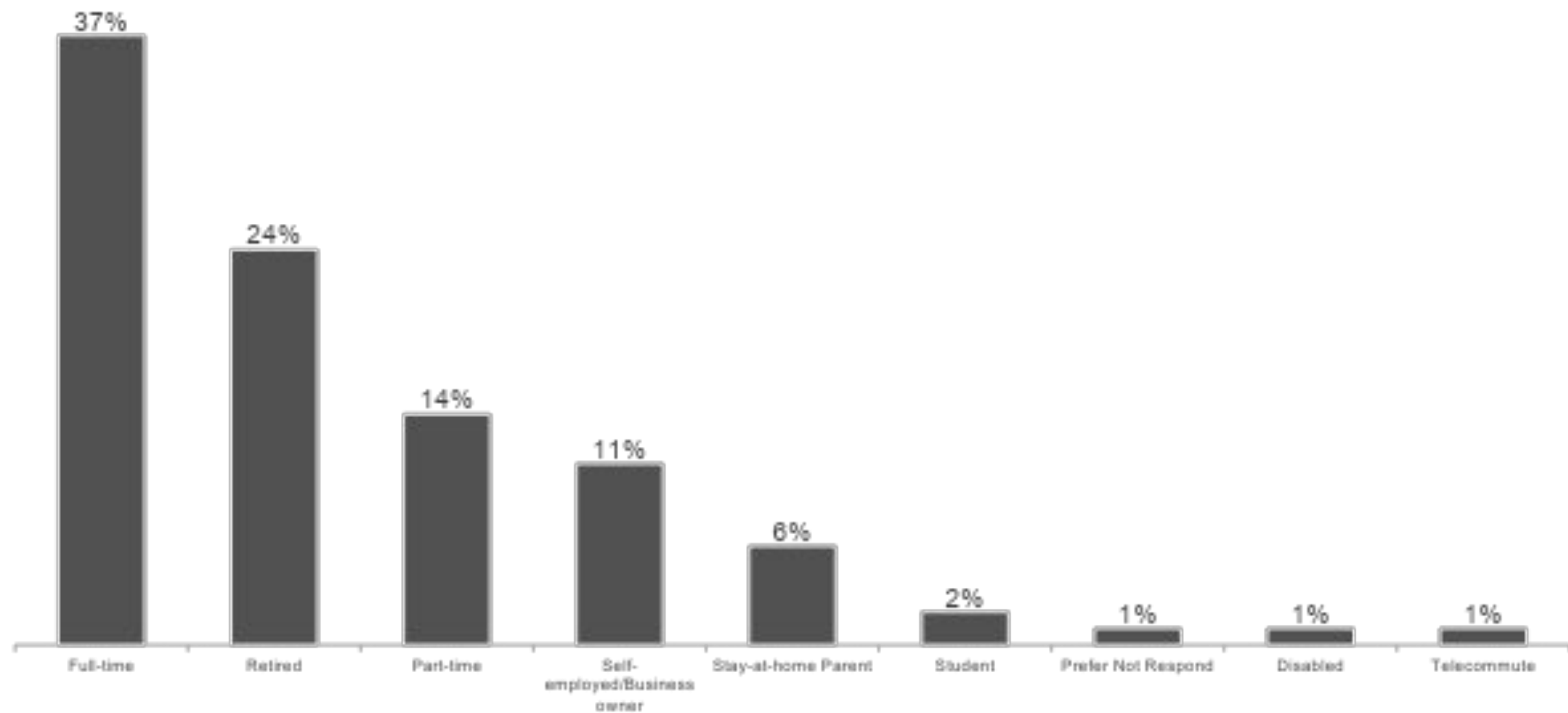
In what grouping does your age fall?



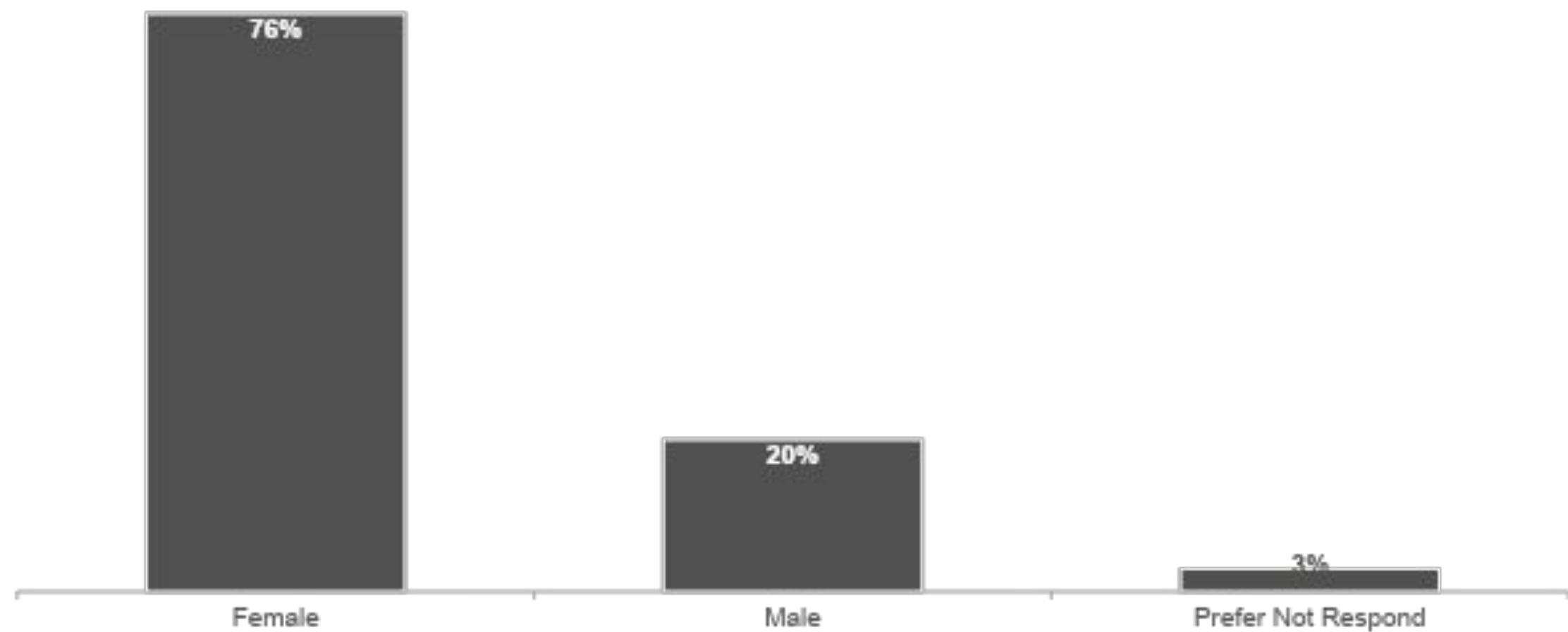
Do you have any dependent children in any of the following age categories living at home? (Check all that apply.)



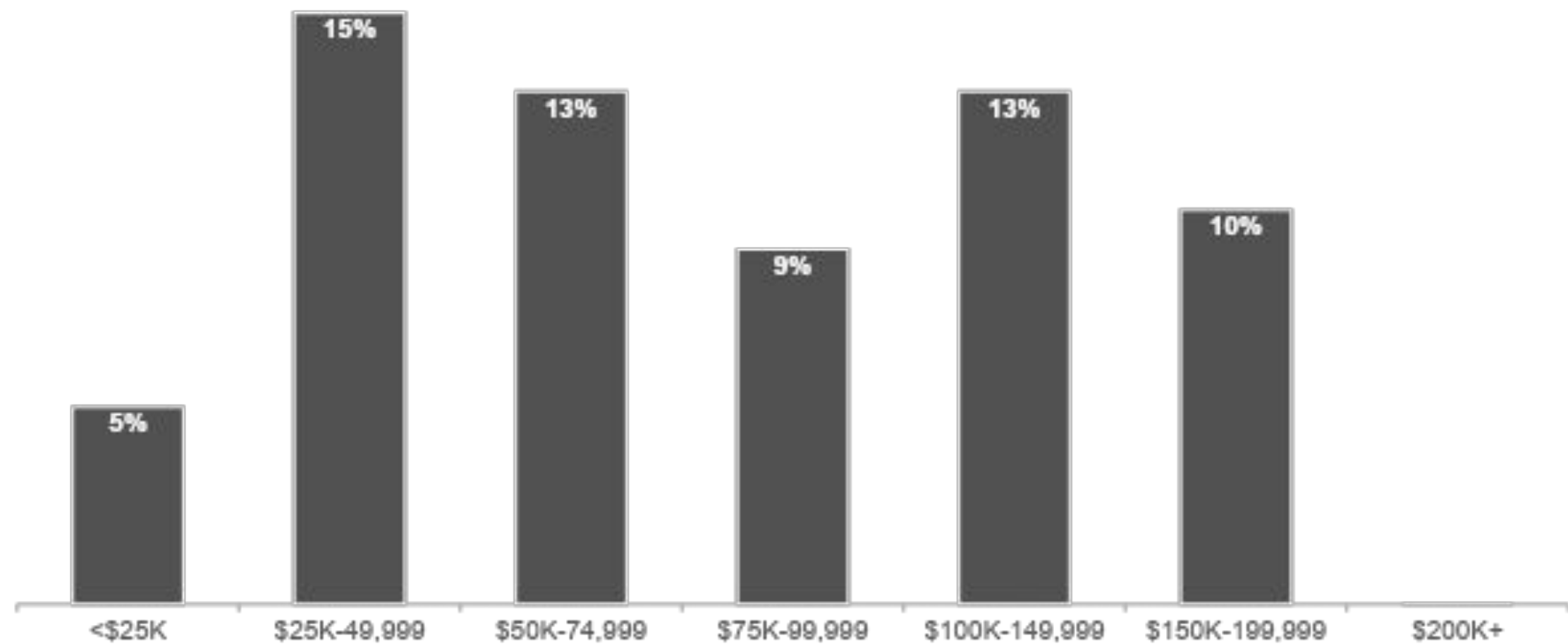
Which best describes your current employment status?



Which gender identity best describes you?



What is your approximate average annual household income?



This presentation was created in partnership with WiLS. To learn more about WiLS' consulting services, visit us on the web at www.wils.org.