

# Survey Says: HTPL is the Best Kept Secret in Harrison Township

## Harrison Township Public Library

### Overview, Findings, and Key Conclusions

### Public Survey: Executive Summary and Report Card

Library Study – April 26-28, 2021

250 Sample – Margin of Error  $\pm$  5.7%

Target-Insyght conducted a public opinion survey among adult residents of Harrison Township to assess their attitudes toward library services and their attitudes towards the future of our township library. The survey was conducted through live interviews on both traditional phone lines and mobile phones (numbers may not add up to 100 due to rounding).

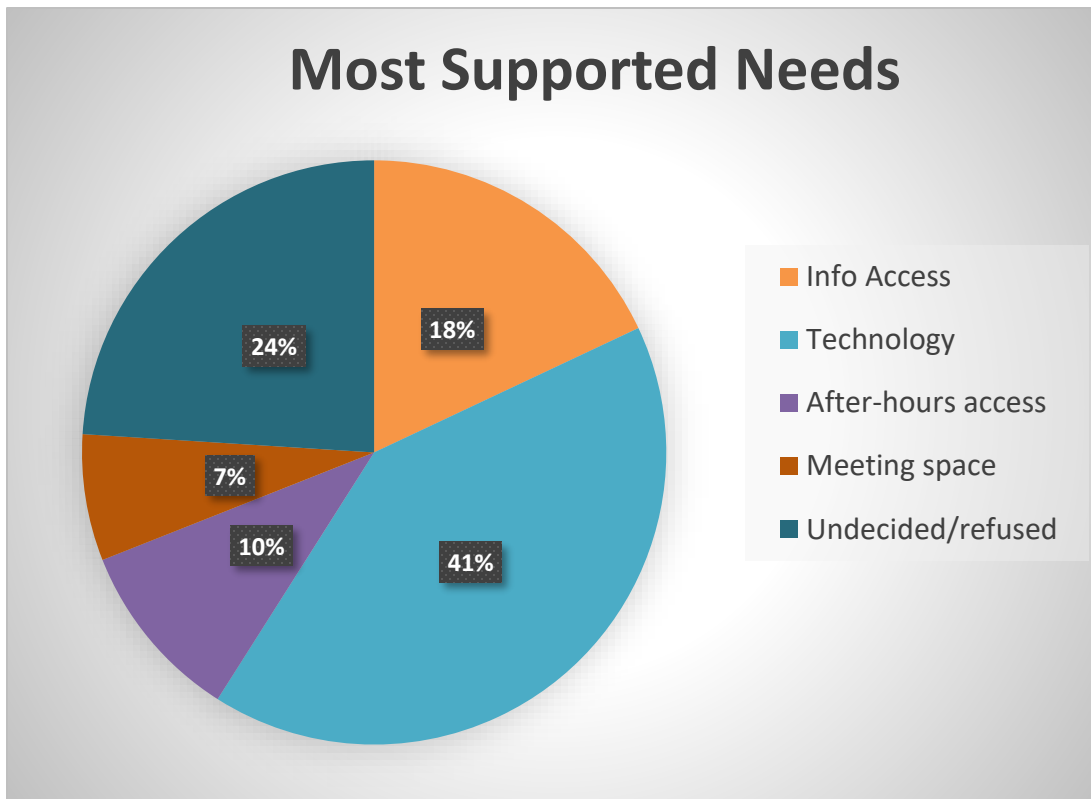
*“I think that a strong public library is essential to the community”*

~Anonymous Survey Quote

## Overview

The mission of the Harrison Township Public Library is to connect people to resources. In support of that mission, the Harrison Township Public Library conducted a public survey in order to assess library services and the community we serve. The following is an assessment and overview of our key findings.

Survey results identified qualities that are important to our community members. Harrison Township residents rated education highly. Respondents showed high support of L'Anse Creuse Public Schools as well as library services that advance technology and increase access to information. Residents expressed a strong desire for the library to keep up with current technology and community growth. Respondents said the library needs to provide resources that keep up with the population growth and the business growth in the township. The library's current facilities were rated negatively by more than half of respondents and the library's space and size were identified as current issues for the library.

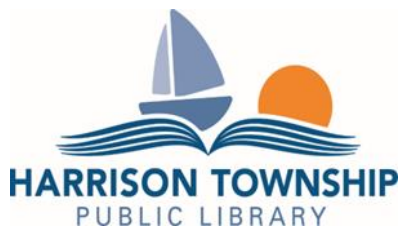


### Key Conclusions

The survey also serves as a kind of report card that the library can use to assess what we are doing well and areas where the library can grow. Survey respondents indicated satisfaction with library services and the general feeling that services were about right for the amount of taxes paid. However, some disconnects with the library and library services were also identified. About 1/3 of respondents were unaware of the current issues facing the library and almost as many were unaware of library services. The library needs to be more vocal about the issues we face and the problems that need to be addressed. While the community values education it may not be aware of the library's many educational offerings or does not recognize the library as an educational institution in the community. The library needs to increase community awareness about the library and library services as well as advance its image as an educational institution. The library may need to increase educational services in order to better meet the needs and desires of the community.

*“Everybody needs access to a library. Knowledge is power.”*

~Anonymous Survey Quote



### Our Mission

The mission of Harrison Township Public Library is to connect people to resources that inform, educate, entertain and inspire. We seek to offer our patrons access to a world of knowledge, personal enrichment, and cultural appreciation. We value our patrons, our community, quality of service, and lifelong learning.

### Our Vision

Our library is a community center for lifelong discovery - Gather, Learn, Share, Create!

## Education and the Fire Department are important to Harrison Township residents

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Residents rated the following services as “essential or critical.”

- 83% Fire Department
- 74% L’Anse Creuse Public Schools
- 53% Police
- 51% Parks and Rec
- 42% Library

-This is our challenge and our opportunity. The fact that Harrison Township residents highly support education yet did not reflect the same support of our library as an educational institution, indicates that the community may not be aware of the many educational services that the library offers.

## About 1/3 of respondents are disconnected from the library.

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About 30% of voters did not know about the services that the library has to offer and an additional 40% have not noticed an improvement in services over the last few years



28%	Improved
05%	Gotten worse
40%	Stayed about the same
27%	Undecided/refused

-This is an issue we need to address. We need to increase awareness of our services and better connect residents with the library.



## Harrison Township residents favor library services that educate and provide access to information.

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When asked about the library services that they support, respondents again favored education and access to information.

41% Computer technology, internet, and wi-fi upgrades

18% Increase in information access and resources

10% Afterhours access

-The library has a wide range of services and we have identified opportunities for growth.

## More than half of respondents rated our current facilities negatively or were unaware.

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Perception of Library facilities:

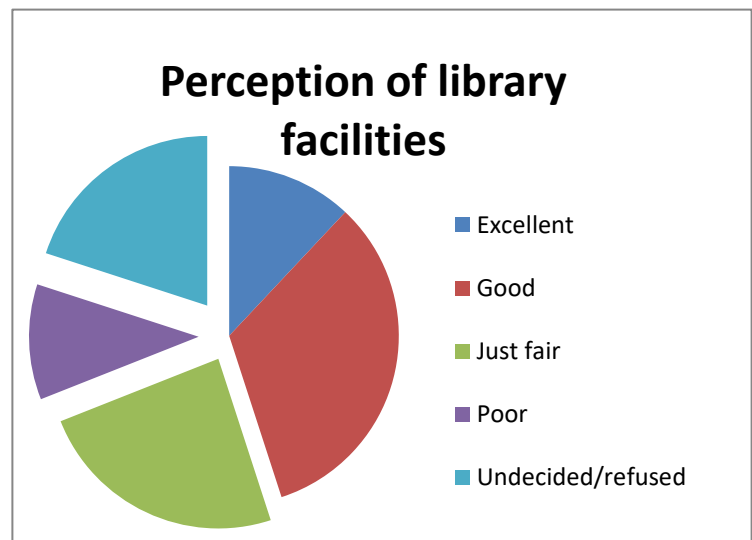
Only 12% rate our facilities as excellent

33% - Good

24% - Fair

11% - Poor

20% - Didn't know/undecided



-We are aware that our facilities need improvement and recently underwent a near complete renovation to upgrade our space. Unfortunately, we were unable to increase our square footage, leaving some residents' needs unmet. We look forward to future expansion and upgrade opportunities.

