

Strategic Plan 2026 – 2029

Appendix – Surveys



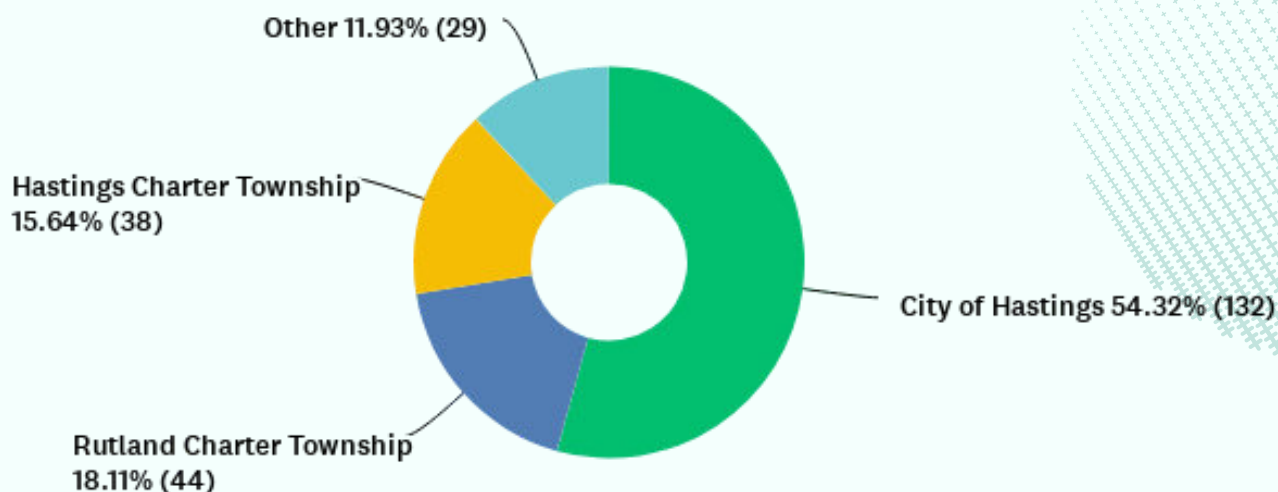
Overview

Two surveys were issued in the Summer of 2025: one for teens & tweens, and one for adults. These surveys gathered a wide range of feedback about how satisfied the community is with our resources, programming, customer service, and more. Respondents also told us if they were interested in participating in focus groups, which were scheduled after the surveys closed.

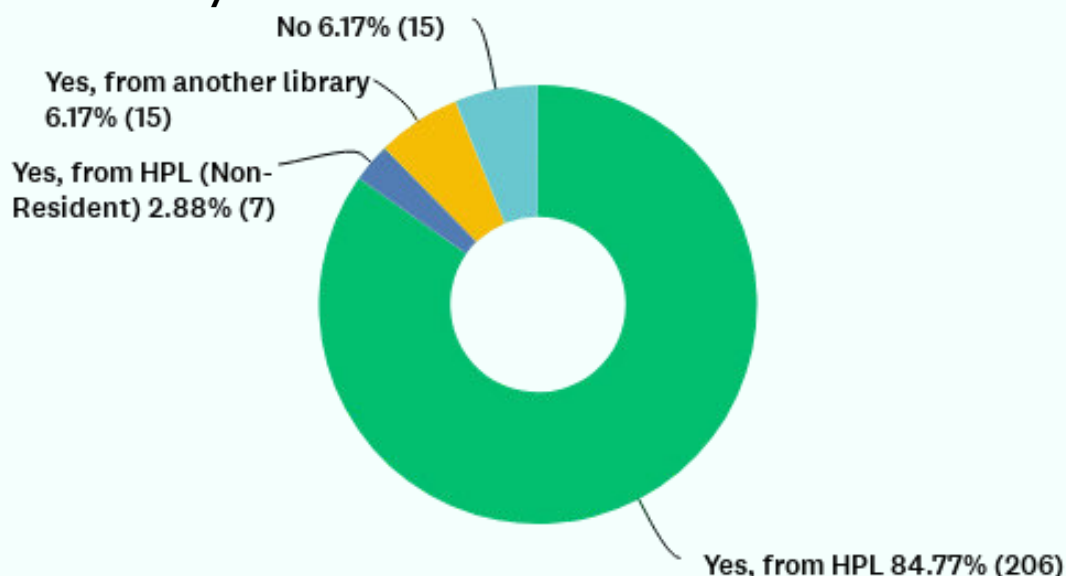
See the following pages for the survey questions and some details on answers.

Adult Survey – 18 questions – 243 responses

1. Where do you live?



2. Do you have a library card?

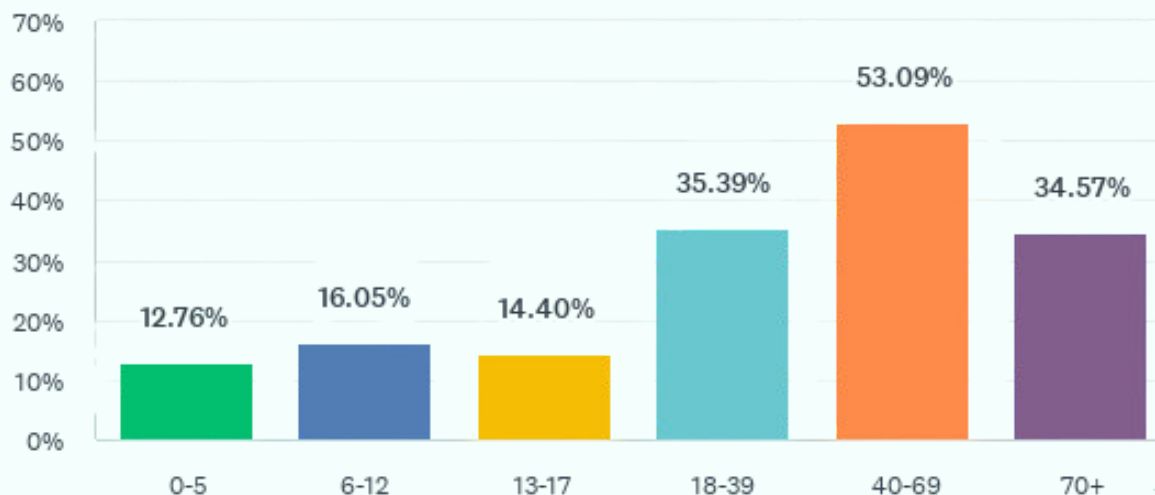


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Appendix – Adult Survey



3. Please tell us what age groups are in your household:



4. Please rate the importance of library resources to you and your household.

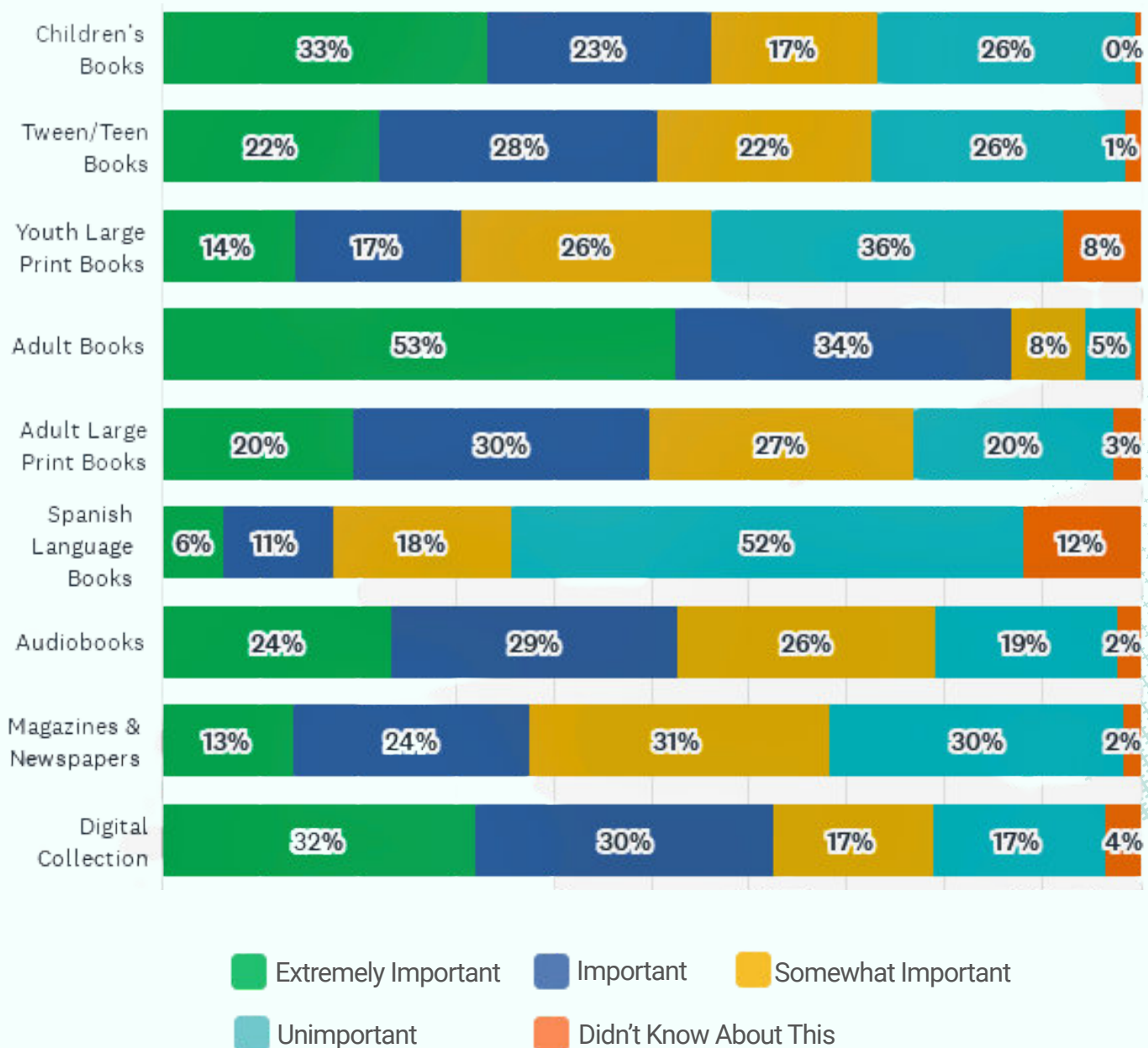
We learned some interesting things here:

- 30% of respondents did not know what MeLCat is and 19% did not know about interlibrary loan within our 42-member Cooperative. We need to do a better job of informing patrons about these services to obtain materials not available at HPL.
- 79% of respondents said Digital was at least somewhat important to them. We will be exploring ways to increase our digital collection options.
- Our new but growing Spanish language collection was deemed at least somewhat important by 35% of respondents. We will be growing this collection over time to meet the needs of that underserved population.

See all responses on the next page.

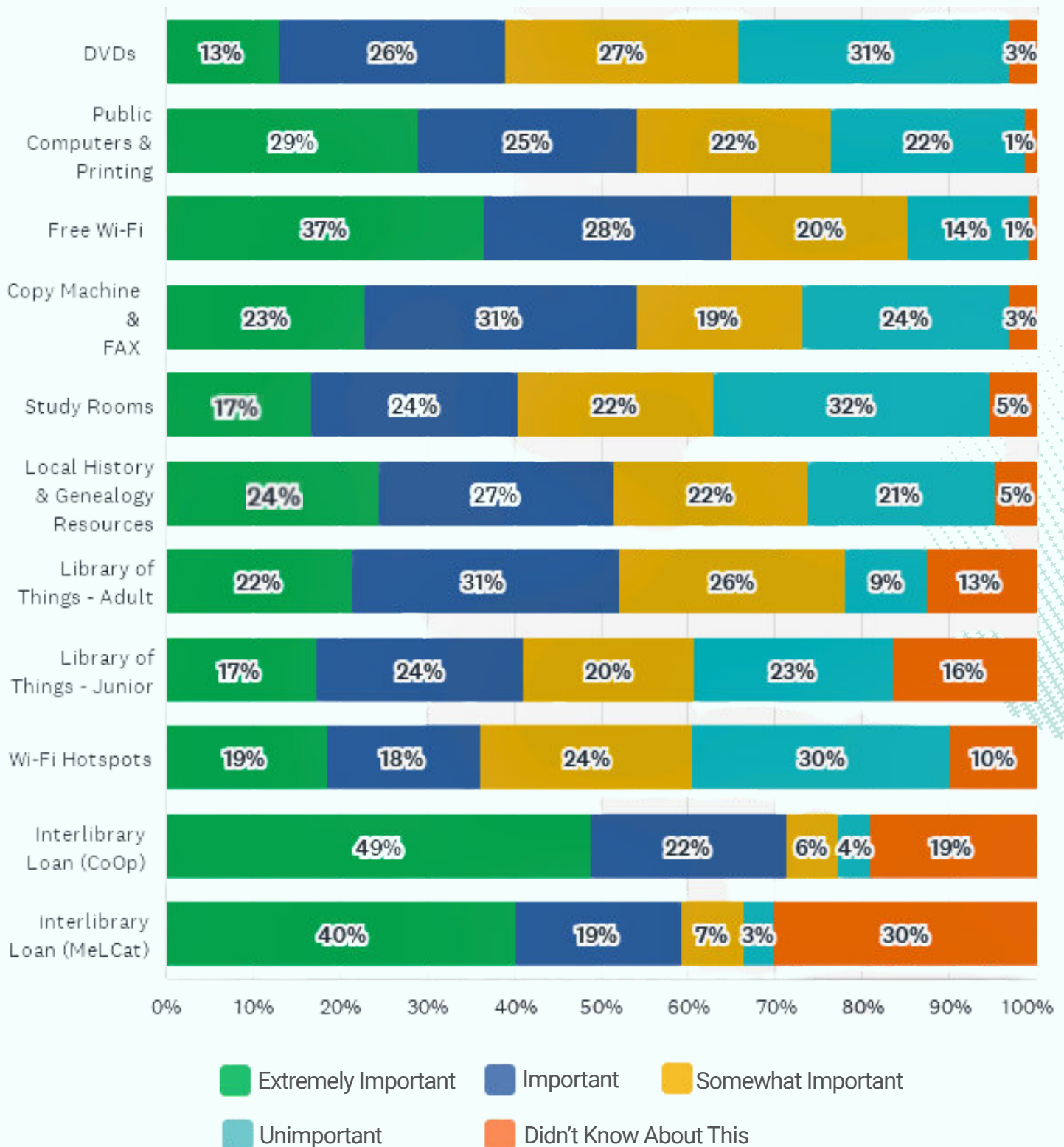
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Appendix – Adult Survey



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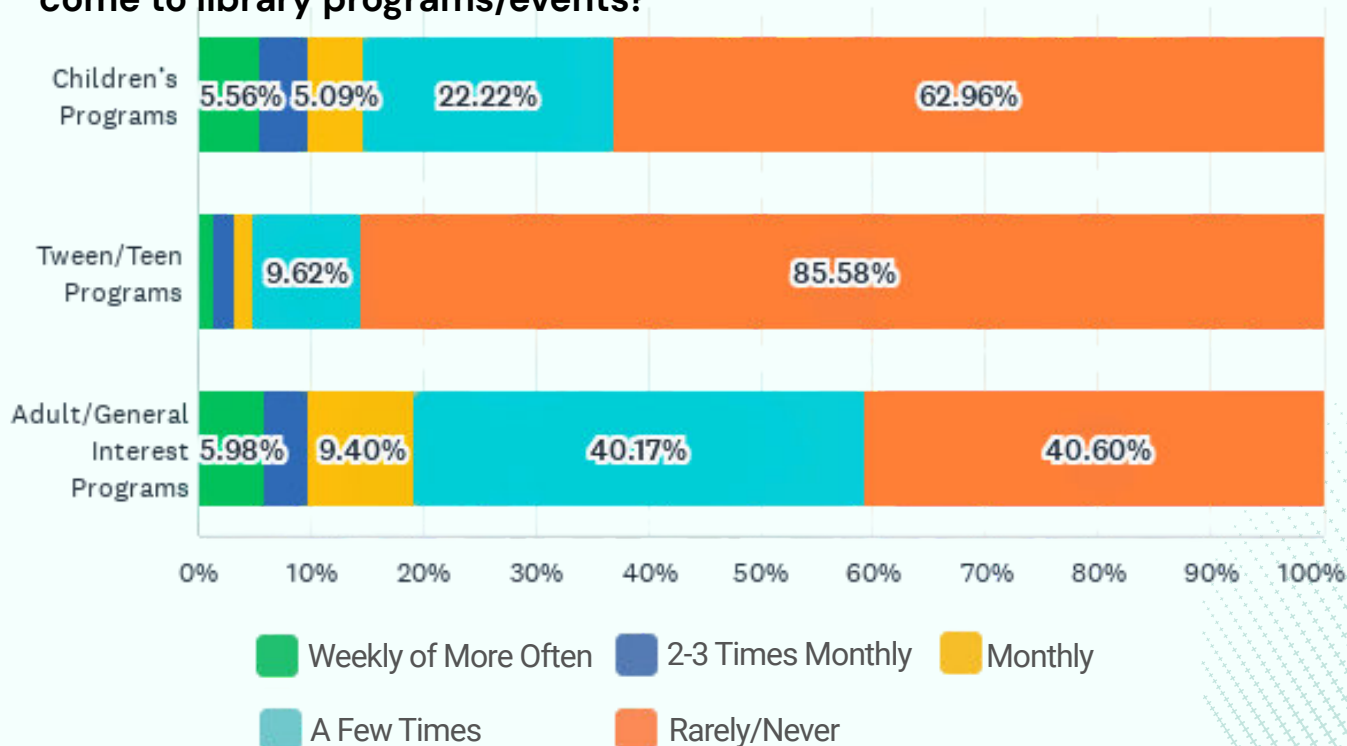


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Appendix - Adult Survey



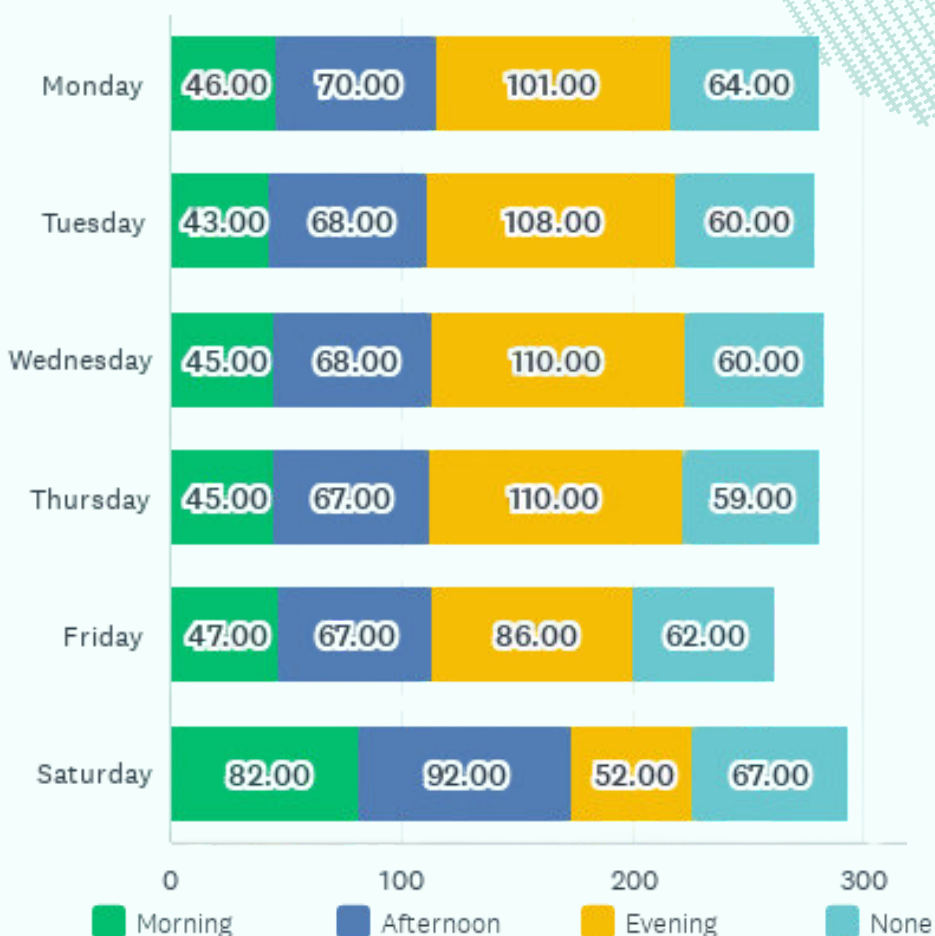
5. In the last 12 months, how often did you and/or others in your household come to library programs/events?



6. When are you and any children in your household most likely to come to programs/events?

It looks like we might need to find ways to have more events in the evening.

Note these numbers are counts of responses, not percentages.

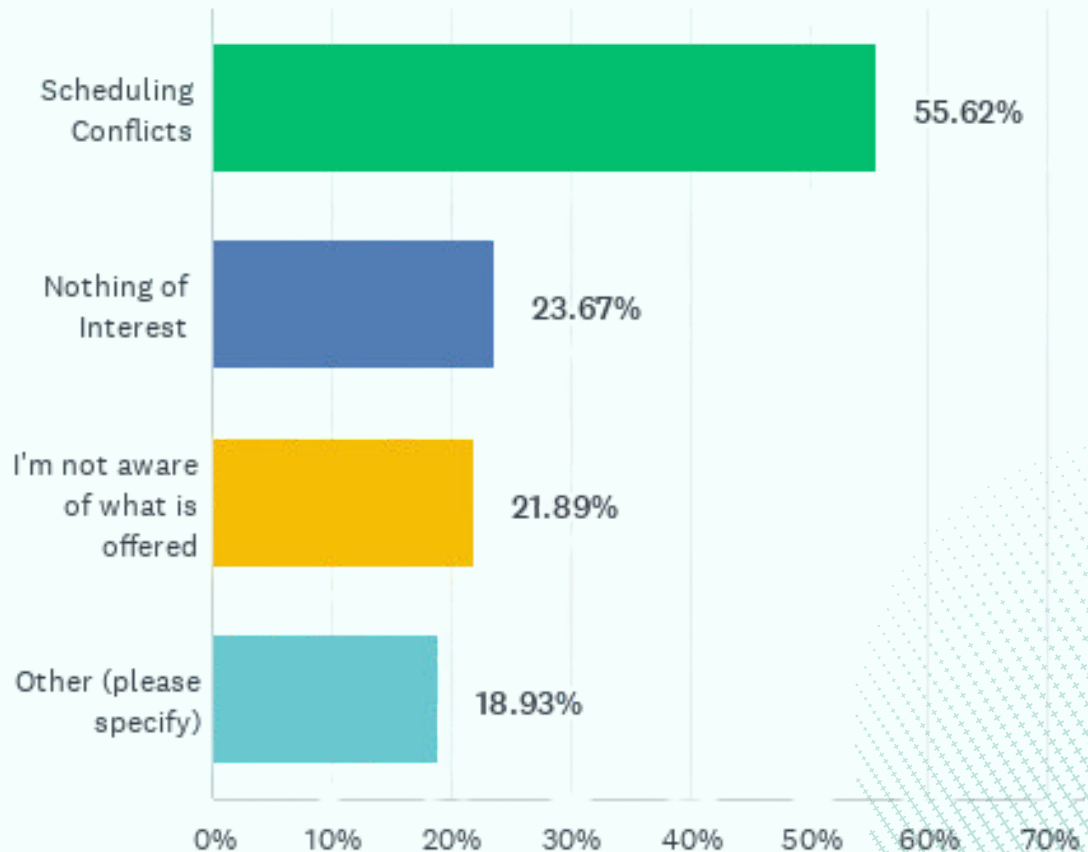


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Appendix – Adult Survey



7. If you and/or your household don't attend programs/events at the library, please tell us why



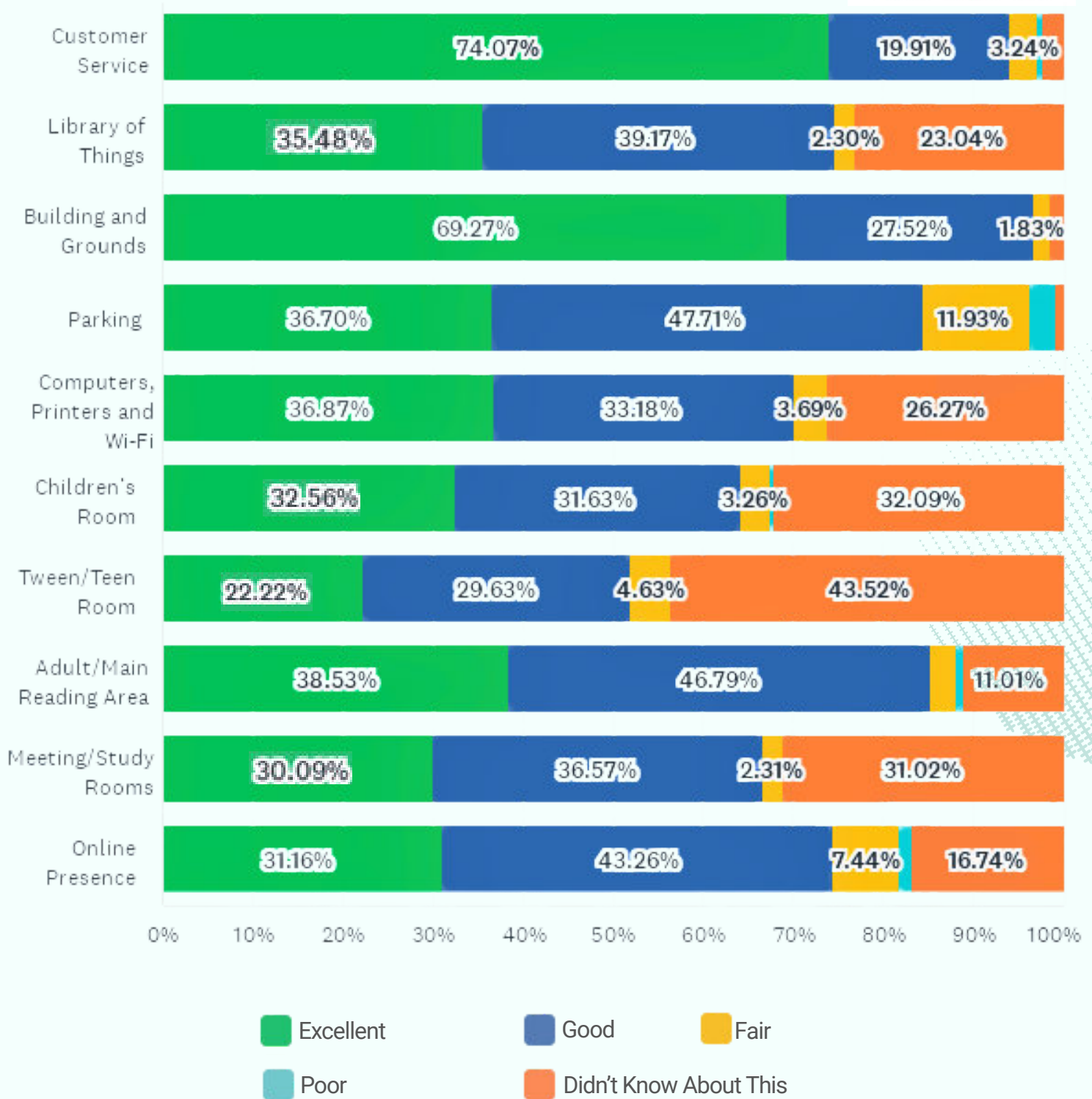
8. Please rate the library on services and resources.

No big surprises here, but some interesting observations:

- Parking was rated as Fair to Poor by about 14% of respondents. While there are few options to improve it, we will look at what is possible.
- Almost 17% of people were unaware of our online presence. This might be due to not using online resources or not knowing where we have an online presence. We will be looking at all of our online resources and social media accounts for improvements.
- 23% were unaware of the Library of Things.
- Almost 27% were unaware of our public computers, printing , and Wi-Fi.

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Appendix – Adult Survey



9. If you visit or use the library resources rarely or never, please tell us why.

- The largest response category here was just being too busy at almost 19%.

Most of the remaining questions were open-ended.

10. What could the library do to be a better partner in the community?

11. Is there anything different that you wish the library had?

12. What could the library do to improve your experience?

13. What do you like best about the library?

- Check out this word cloud of the responses. The bigger the word, the more frequently it was mentioned.



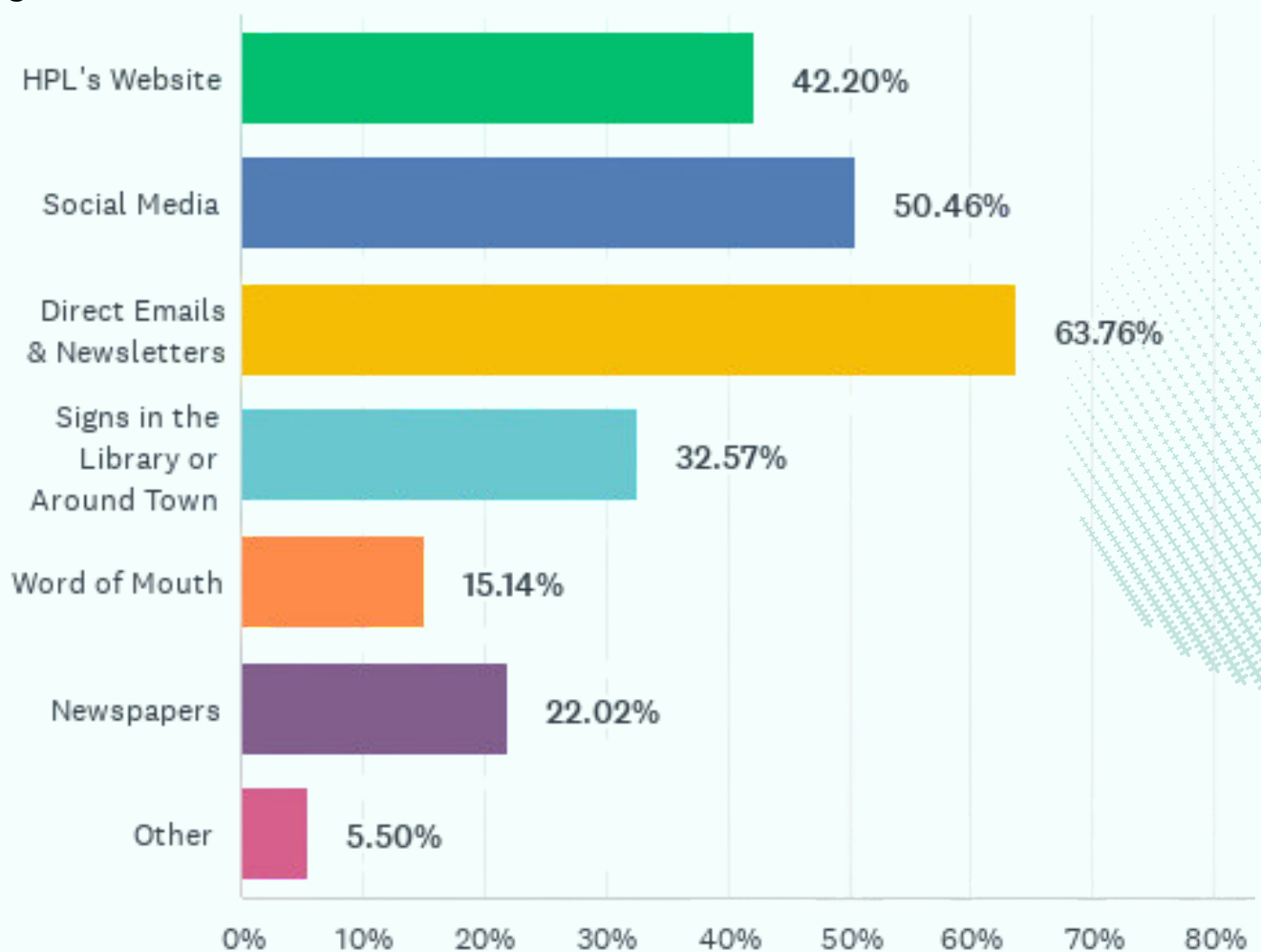
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Appendix – Adult Survey



14. How do you see the library contributing to the future of Hastings and the surrounding area?

15. How do you prefer to learn about library resources and programs/events?



Questions 16 and 17 asked about joining a focus group and question 18 was for any final comments.

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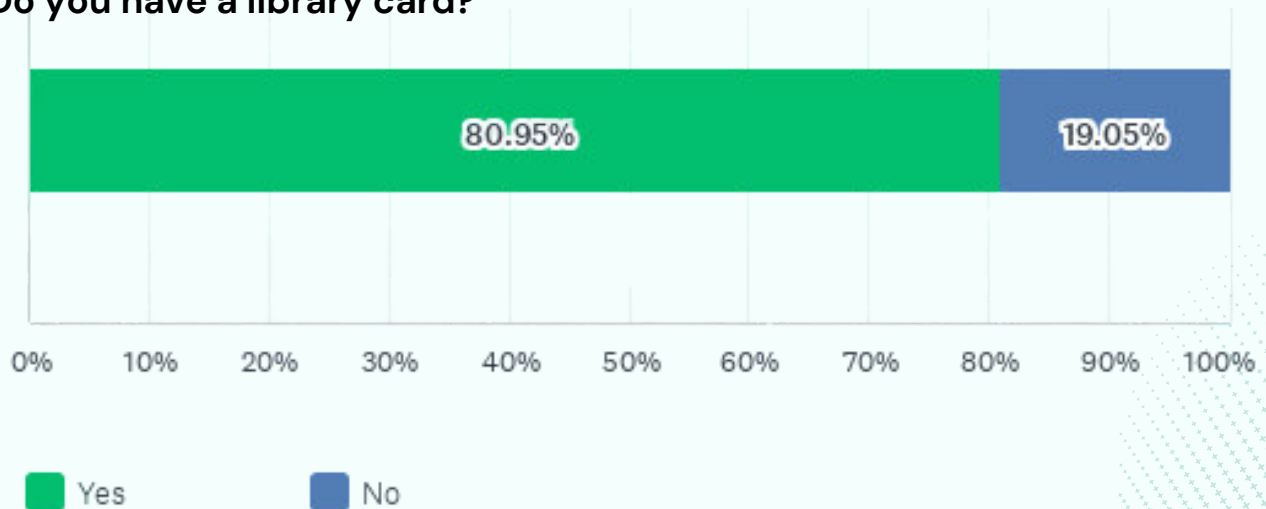
Appendix – Youth Survey



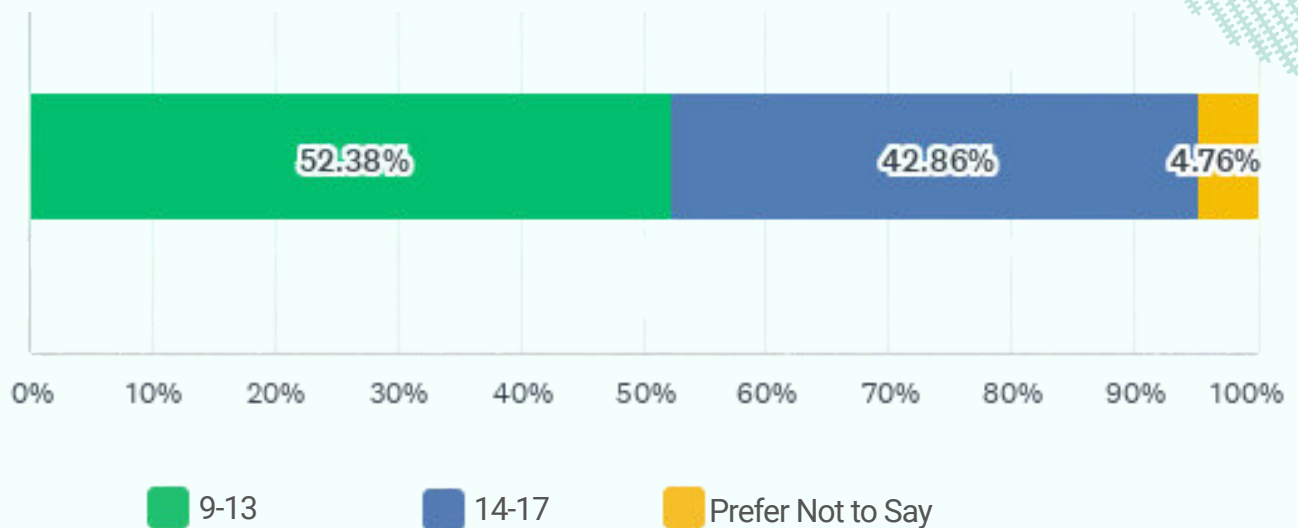
Youth (Teen & Tween) Survey – 15 questions

Only 21 responses were received on this survey, but it still helped provide the youth perspective on the library.

1. Do you have a library card?



2. Please tell us your age:



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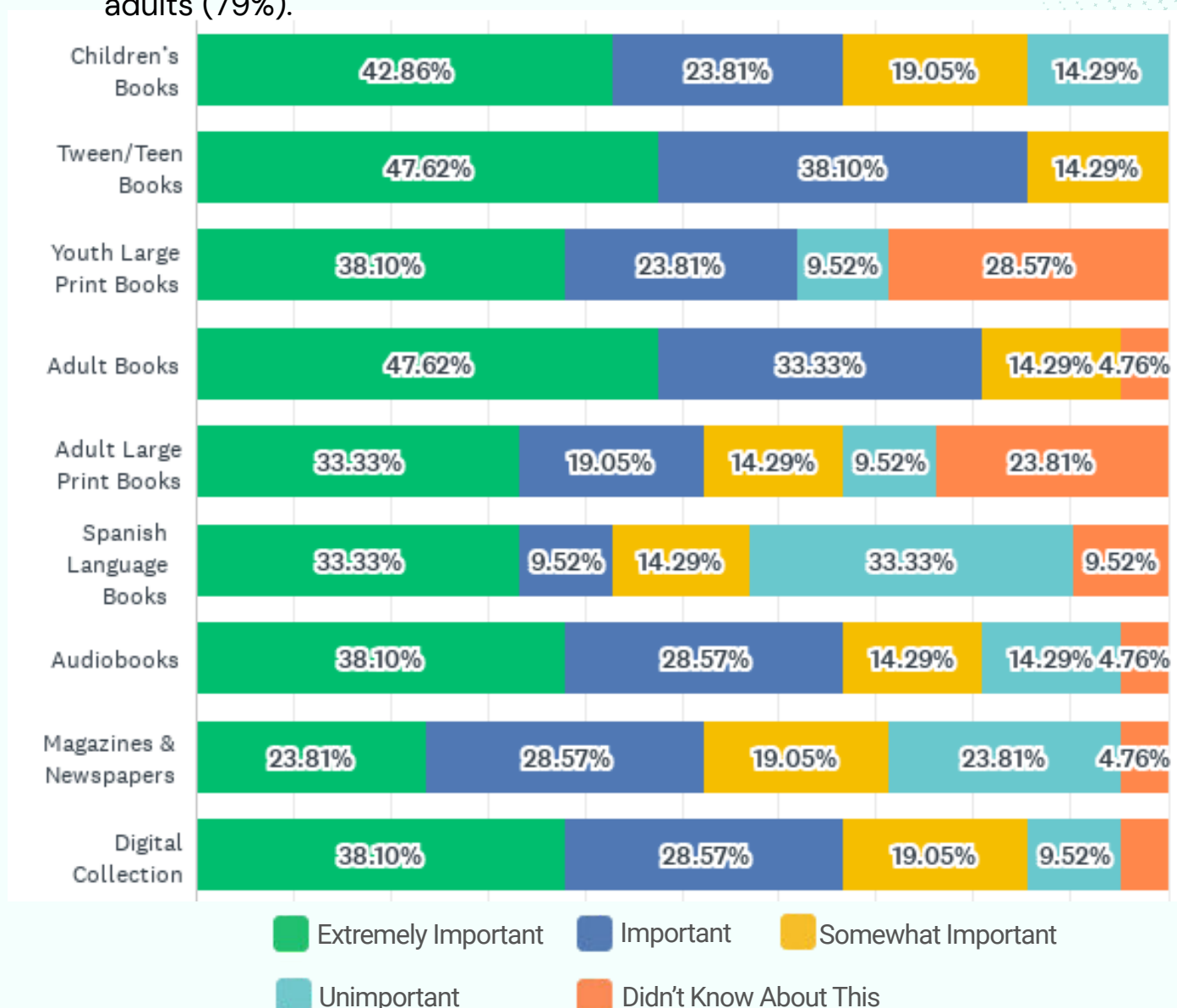
Appendix – Youth Survey



3. Please rate the importance of library resources to you:

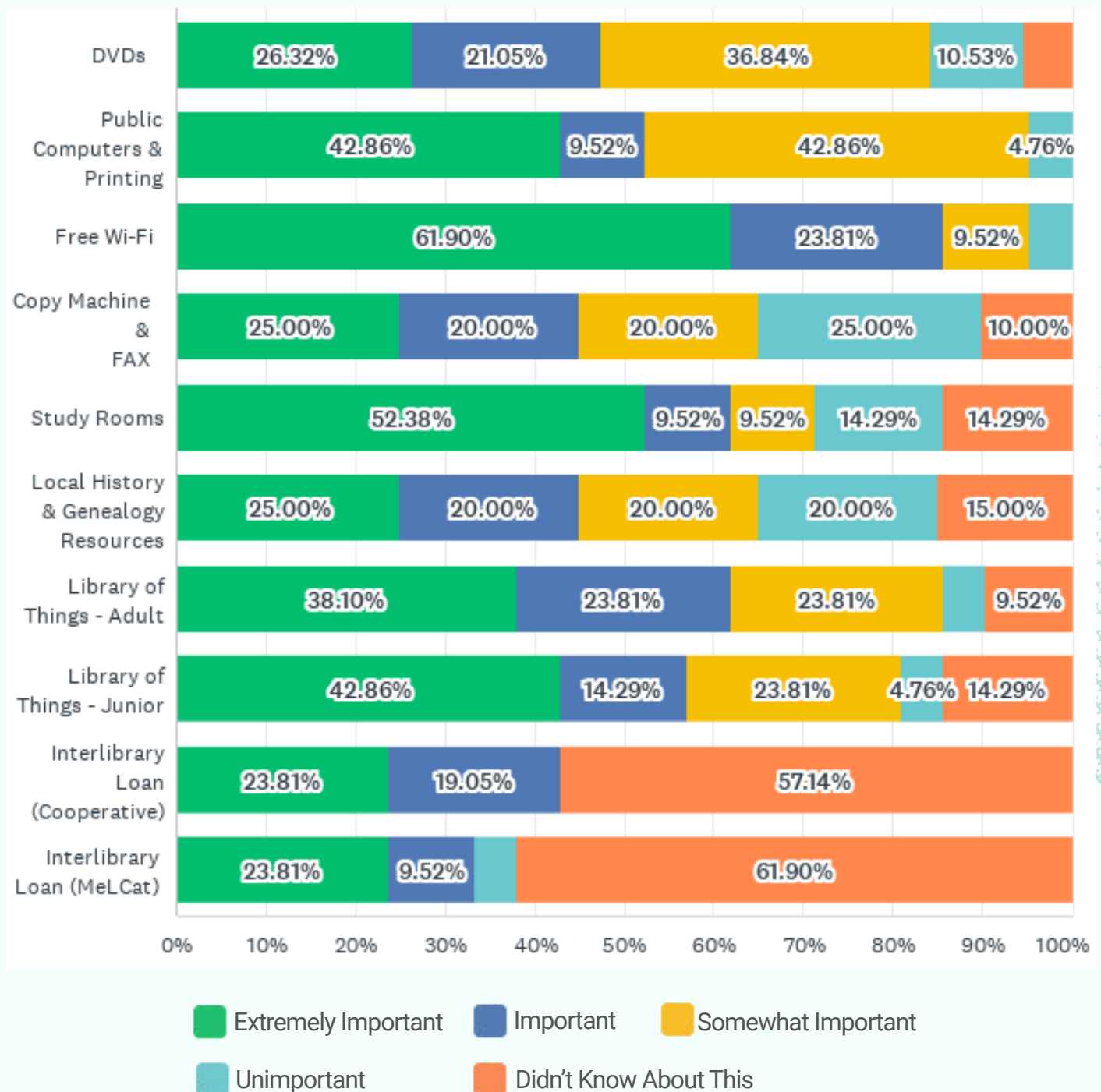
As with adults, there were some interesting learnings here:

- 62% did not know what MeLCat is and 57% were unaware of inter-library loan within the Cooperative. We need to understand if this is due to their not looking for many books, or assuming that if we don't have it, they cannot get it.
- A large percentage of respondents found books across children's, youth, and adult to be very important. It may indicate reading both up and down in difficulty and/or subject matter, regardless of age.
- The digital collection was more important to youth (85%) than it was to adults (79%).



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Appendix – Youth Survey



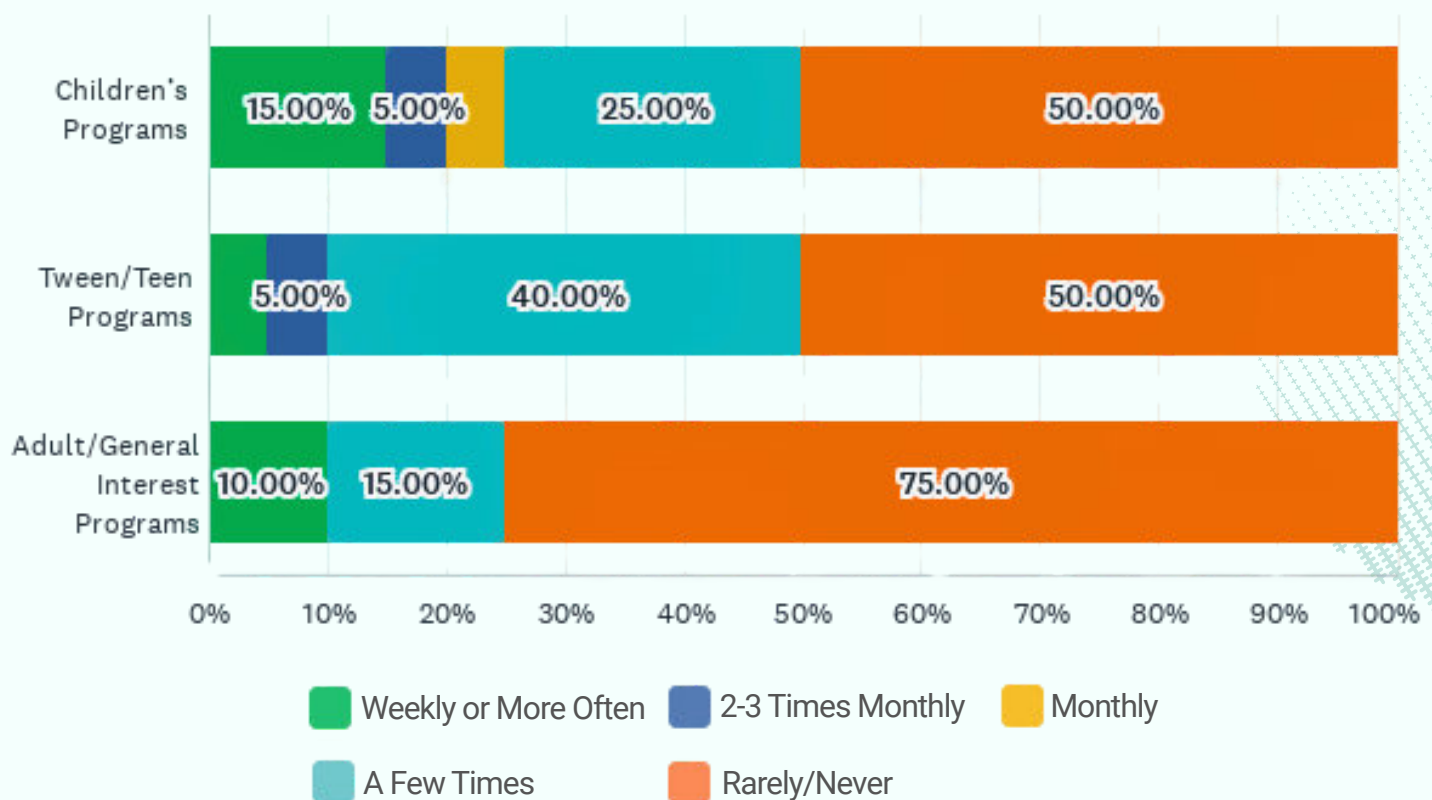
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Appendix – Youth Survey



4. In the last 12 months, how often did you and/or others in your household come to library programs/events?

We know we have an opportunity to engage more with youth regarding programming and events. While Summer Reading events are generally well attended, others fluctuate, especially with teens. This will be a focus going forward.



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Appendix – Youth Survey



5. When are you most likely to come to programs/events?

As with adults, we may have an opportunity to find more evening programs for youth.



Note these numbers are counts of responses, not percentages.

6. If you don't attend programs/events at the library, please tell us why.

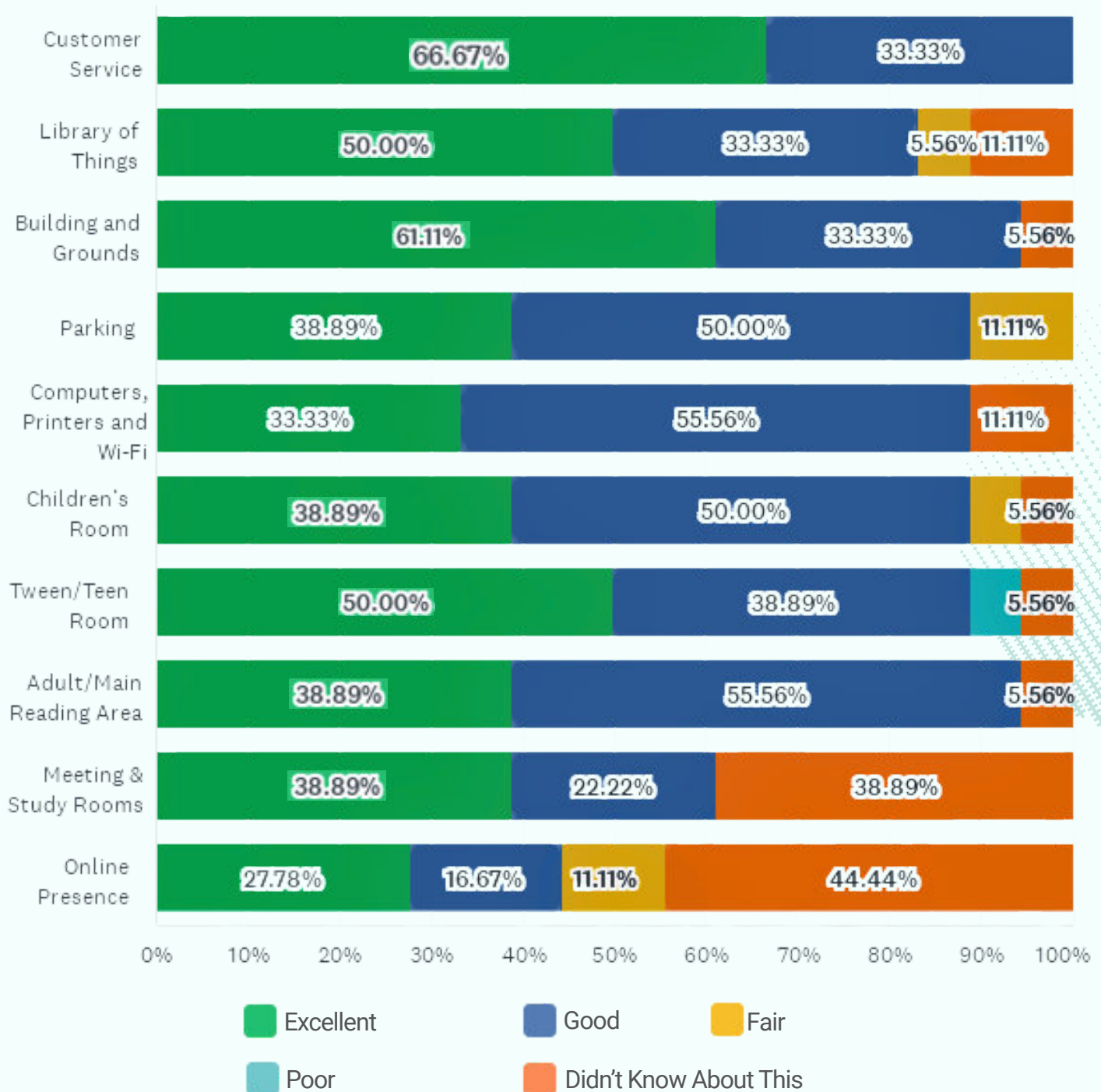
- The two predominant answers were scheduling conflicts (56%) and not being aware of what was offered (50%). Note multiple answers were possible, so the percentage can be more than 100% in total.

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Appendix – Youth Survey



7. Please rate the library on services and resources.



While overall these were very positive, the poor ratings and not being aware of our online presence reemphasizes our belief that we are not meeting the younger generations where they are: online.

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Appendix – Youth Survey



8. If you visit or use the library resources rarely or never, please tell us why.

Some interesting results on this one:

- 2 respondents (11%), thought they had to pay to use the library. This is a comment we've heard a few times and need to dispel, even though this is a very small sample. There are no costs to use the library other than for printing, faxing, 3D-printing, and to purchase a non-resident card if needed.
- 2 respondents (22%) were too busy
- Single respondents gave other reasons that we will need to research further to understand the true scope of any potential opportunities.

9. What could the library do to make it a better place for teens and tweens to be?

While some said they liked it as is, we did get some other thoughts:

“Bigger study areas”

“Have better / more graphic novels”

“more advertising for events”

Places ... to play dungeons and dragons or other games ... that we don't have to worry about disturbing others.

“I worry about being too loud.”

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Appendix – Youth Survey



10. Is there anything different that you wish the library had?

**“More large print youth books.
More audiobooks.”**

“More updated current material.”

“Better PCs.”

**“Gathering spaces that we don’t have to
worry about being too noisy.”**

11. What do you like best about the library?

Multiple responses said the books and the comfortable chairs. Others included:

“The quietness.”

**“I love the ease of getting books and
the young adult section .”**

“The inter library book exchange.”

**“The community events such as
cookies and complaining.”**

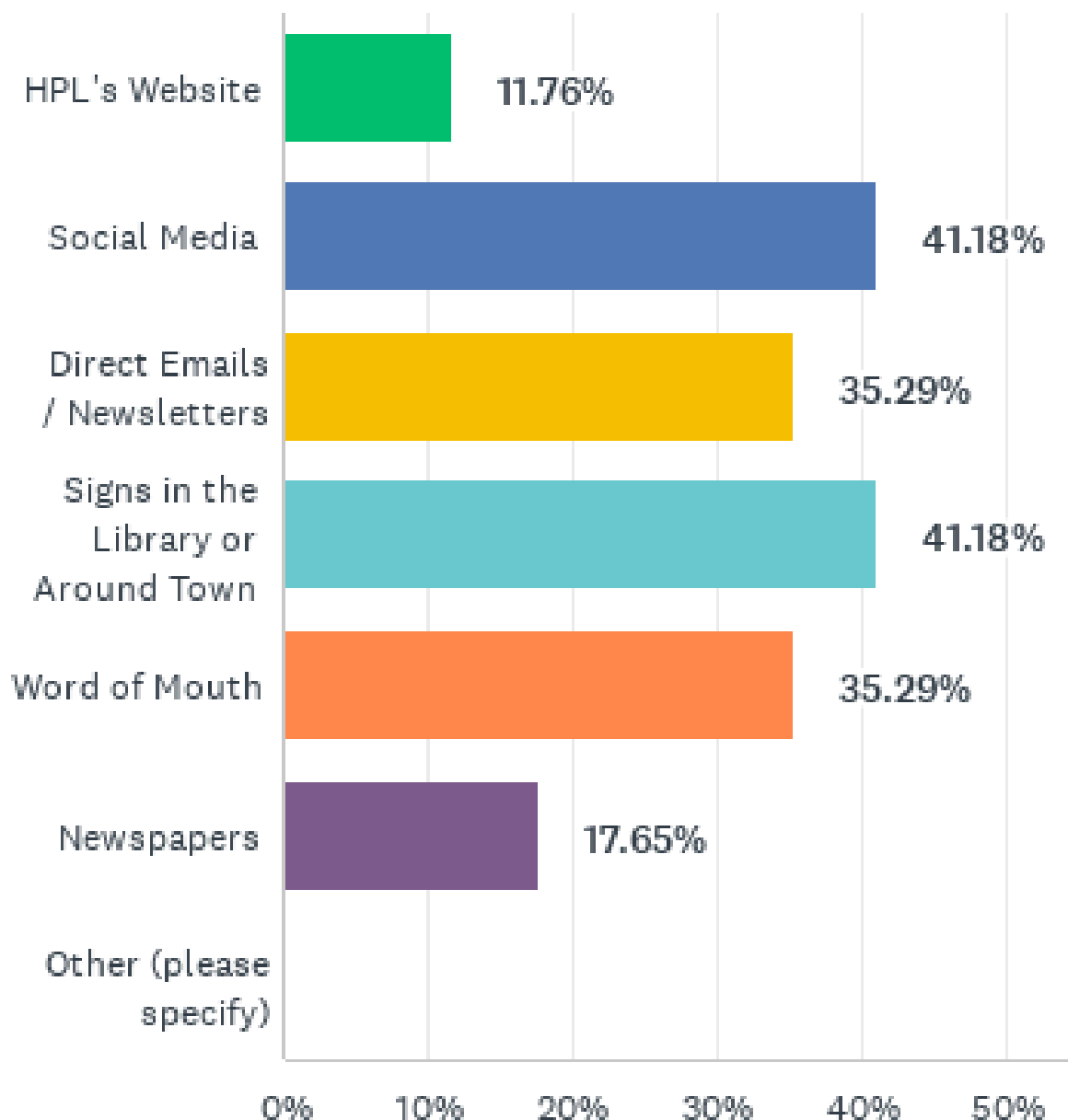
“Staff, private work spaces , lighting .”

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Appendix – Youth Survey



12. How do you prefer to learn about library resources and programs/events?



Our younger patrons obviously prefer social media over most other communication methods, although traditional signing also rated highly.

Questions 13 and 14 asked about joining a focus group and question 15 was for any final comments.

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Appendix – Focus Groups



Focus sessions were held with the staff, the Board, community partners, and community members.

All of the focus groups combined to tell us many things, some of which are incorporated into the Strategic Plan's Goals. We heard a lot of positive comments, which is gratifying, but we know there are opportunities.

Questions varied slightly across the different types of focus groups. The Community Groups were asked a few basic questions which led to great discussions that covered many topics:

1. Why did you volunteer today?
2. How often do you use the library?
3. Why do you use the library?
4. Is there anything that prevents you from using it more?
5. What do you like/dislike about the collections, programming and services the library provides?

Several of the common themes we heard were:

- Unhappiness with the wait times for physical & digital material
- A need for more study room space
- Reimagine the existing space
- More non-fiction titles across the board
- More collaboration is needed with the schools
- A desire to see more multi-generational programs & events
- Furniture needs updating
- "Better" hours
- More book clubs and literary forums
- More digital literacy
- More outreach initiatives