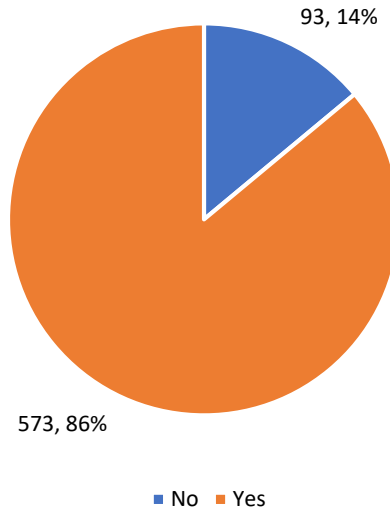


Huron Public Library
2023 Community Survey

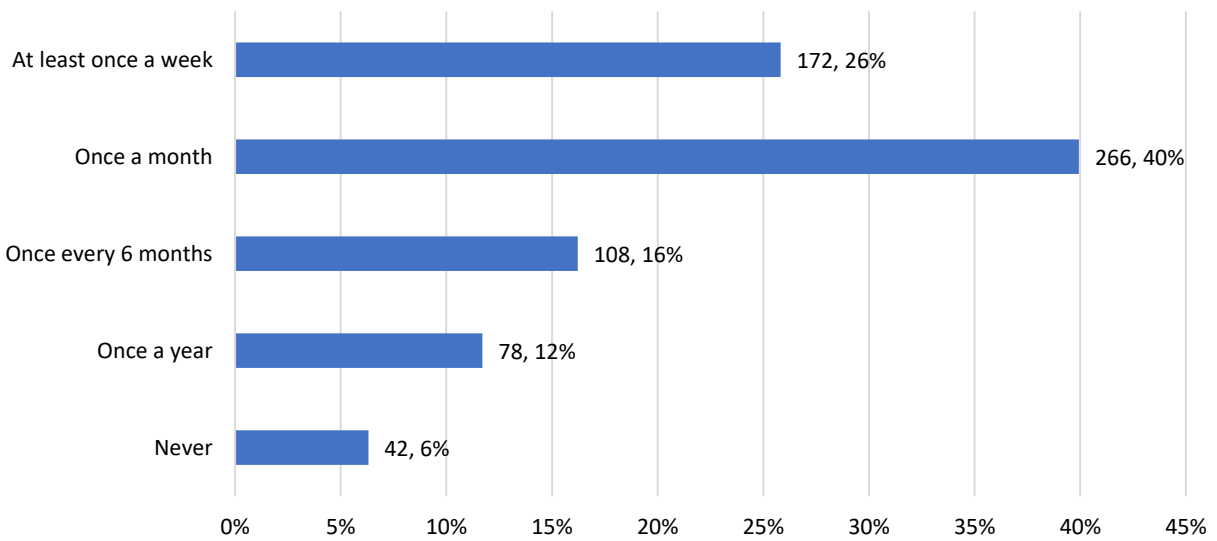
Do you have a library card? (n = 666)

Figure 1



How often do you visit the library? (n = 666)

Figure 2



If you don't visit the library, what would draw you there? (n = 235)

Activities and programming

- More activities. (x44)
 - Children's activities. (x14)
 - Tween/teen activities. (x5)
 - Activities for adults. (x5)
 - Summer activities. (x4)
 - Evening activities for all ages. (x3)
 - Adult game night. (x3)
 - Winter activities. (x2)
 - Storytime.
 - Video game tournaments.
 - Laser tag.
 - Activities during the day.
 - Children's literacy activities.
- Educational programs. (x19)
 - Craft/painting classes. (x10)
 - Spanish classes.
 - Business classes.
 - Coding classes.
 - Kindle information.
 - Cooking classes.
- Clubs. (x6)
 - Book clubs. (x3)
 - Book club not during working hours.
 - Children's book club.
 - Mahjong club.
- Live music events. (x4)
- Community gatherings. (x4)
- Meeting with friends. (x3)
- Reading. (x3)
- Taking the kids. (x3)
- Art events. (x2)
- Author visits. (x2)
- Reading programs and summer competitions.
- A "celebrity" reading hour.
- Movie of the month.

Materials and resources

- More books. (x28)
 - Manga. (x2)
 - Audiobooks.
 - Children's books.

- Large print books.
- Spiritual books.
- Cozy mysteries.
- Genealogy.
- Conservative Christian books.
- I primarily use online resources and SD Titles to Go. (x16)
- Movies. (x9)
- Games. (x7)
- Research. (x4)
 - Historical research on Huron.
 - Local history.
 - Local family history.
- Computers. (x2)
- Magazines. (x2)
- Newspapers. (x2)
- Book sale. (x2)
- Sensory kits and educational kits (totes) to check out for a week at a time.
- Bikes and musical instruments available for checkout to families.
- IRS forms and instruction pamphlets.
- Free Wi-Fi.
- Public records.

External factors

- I don't have time to visit the library and/or read right now. (x25)
- I don't enjoy reading. (x4)
- I think we'd visit more often if we lived in town. (x2)
- Nicer weather. (x2)
- Renew my library card.

Building and facilities

- Better weekend hours, including being open on Sundays. (x5)
- Food. (x3)
 - Kool beans coffee.
- Music. (x2)
- Later hours.
- More cozy reading nooks.
- Study space.
- Having an area for kids to play freely.
- Flowers.
- A remodel.

Marketing and awareness

- A calendar or newsletter of activities available in advance. (x4)

- Knowledge of what is offered at the library. (x4)

Library atmosphere

- Friendly, respectful, and staff. (x4)
- The peaceful quiet atmosphere where you can happily enjoy reading a book. (x2)

Fees, fines, and other costs

- No late fees. (x2)
- Free library card for out-of-town residents. (x2)

If you visit the library often, what keeps you coming back? (n = 496)

Materials and resources

- Books. (x226)
 - Children's books. (x12)
 - Large print books. (x5)
 - E-books. (x2)
- Movies and DVDs. (x31)
- Newspapers. (x24)
- Quality selection and variety of materials. (x22)
- Computers. (x20)
- New materials. (x19)
- Magazines. (x18)
- Games, including video games. (x14)
- Audiobooks. (x12)
- Printing and copying services. (x11)
- Wi-Fi. (x11)
- Interlibrary loan. (x7)
- Hot spot. (x4)
- Jigsaw puzzles. (x3)
- Browsing the collection. (x2)
- South Dakota Archive. (x2)
- Art collection.
- Photos and history of Huron.
- Tax forms.
- Coin machine.
- To get the list of new e-books.
- The community information is helpful.
- Databases.

Activities and programming

- Activities. (x101)

- Children’s activities. (x49)
- Tween and teen activities. (x6)
- Holiday/special event activities.
- Video game tournaments.
- Events. (x19)
 - Live music. (x4)
 - Speakers. (x2)
 - Children’s events. (x2)
 - Murder Mystery event.
 - Movies.
- Crafts. (x18)
 - Take-home projects.
- Clubs. (x17)
 - Book club. (x10)
 - Children’s clubs. (x4)
- Classes. (x11)
 - Craft classes. (x10)
- Summer reading program. (x8)
- Contests and challenges. (x3)
- Early release program. (x3)
- 1,000 Books Before Kindergarten.

Building and facilities

- Quiet, welcoming atmosphere. (x44)
 - “The atmosphere of the library is like a warm, cozy home.”
- Used bookstore. (x40)
- Children’s section. (x37)
 - “Our toddler loves the toys and activities.”
- Good workspace and places to read. (x11)
 - “I like that there are lots of spaces where I can work on homework.”
- Meeting space. (x5)
- Displays. (x3)
- Very clean. (x2)
- Teen area. (x2)
- Public bathrooms. (x2)
- Well organized and maintained. (x2)
- The decorations and aesthetic. (x2)
- Open space.
- The building.
- Self-checkout.
- Place to take a lunch break.

External factors

- I enjoy reading. (x23)
- My children/grandchildren. (x13)
 - “My son loves it!”
 - “My kids love the library.”
- Time alone.
- Convenient.

Staff and community

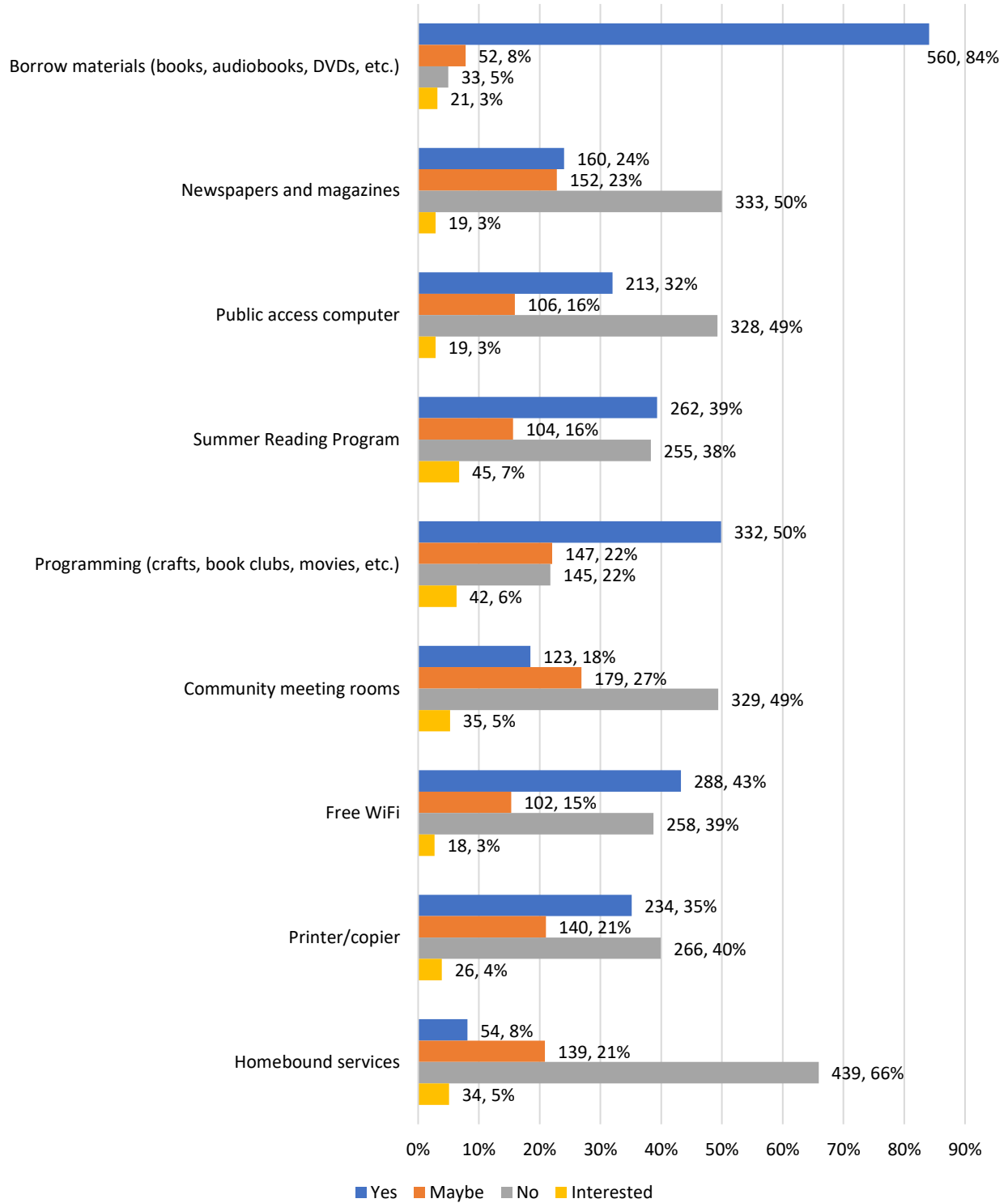
- Friendly, helpful staff and good service. (x73)
 - “Nobody has better librarians than Huron.”
- Meeting new people. (x9)
- Book recommendations from staff. (x4)
- Reference help.

Other

- Everything. (x4)
- Always free. (x3)
- Coffee. (x2)

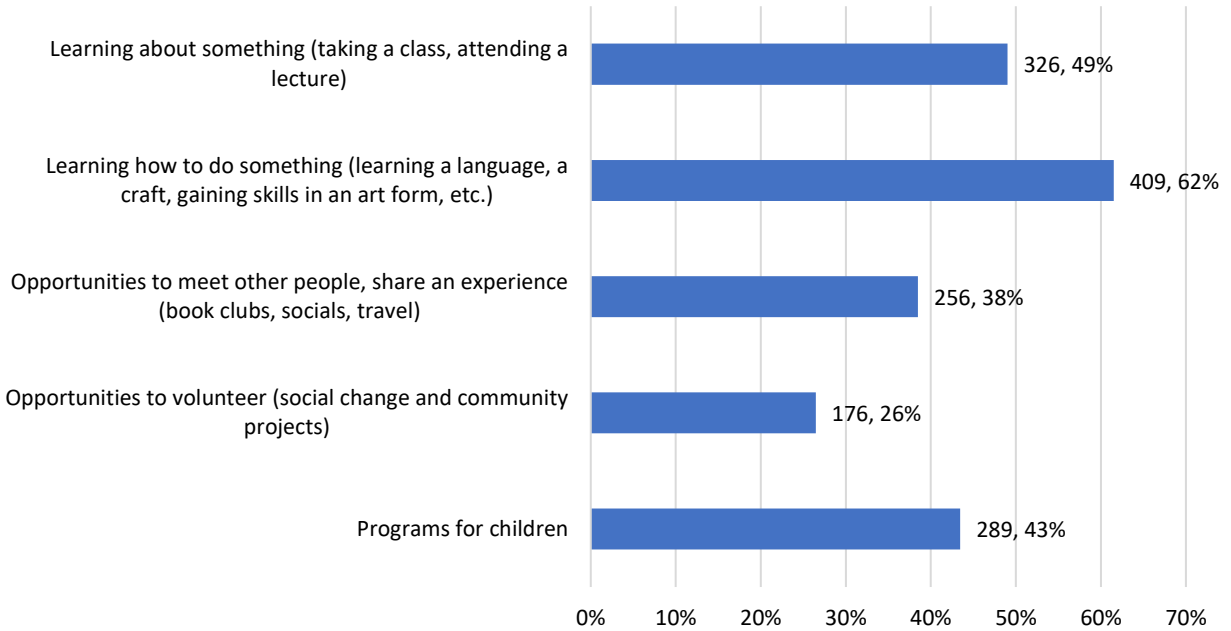
Please indicate whether you have used or are interested in using the following library services: (n = 666)

Figure 3



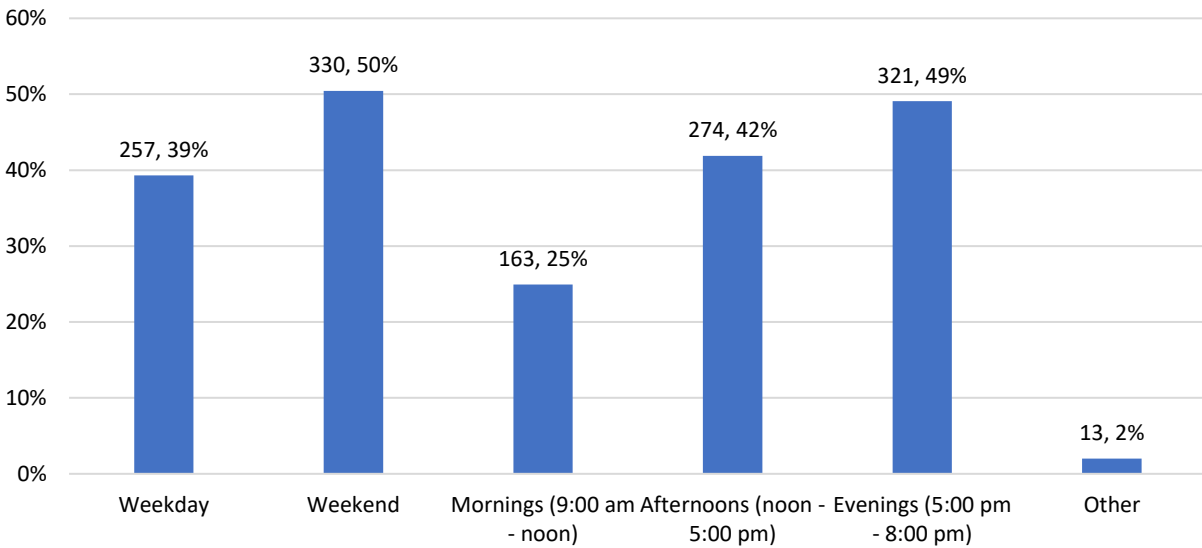
I am most interested in... (select all that apply) (n = 665)

Figure 4



What is the best time for you to visit the library? (select all that apply) (n = 654)

Figure 5

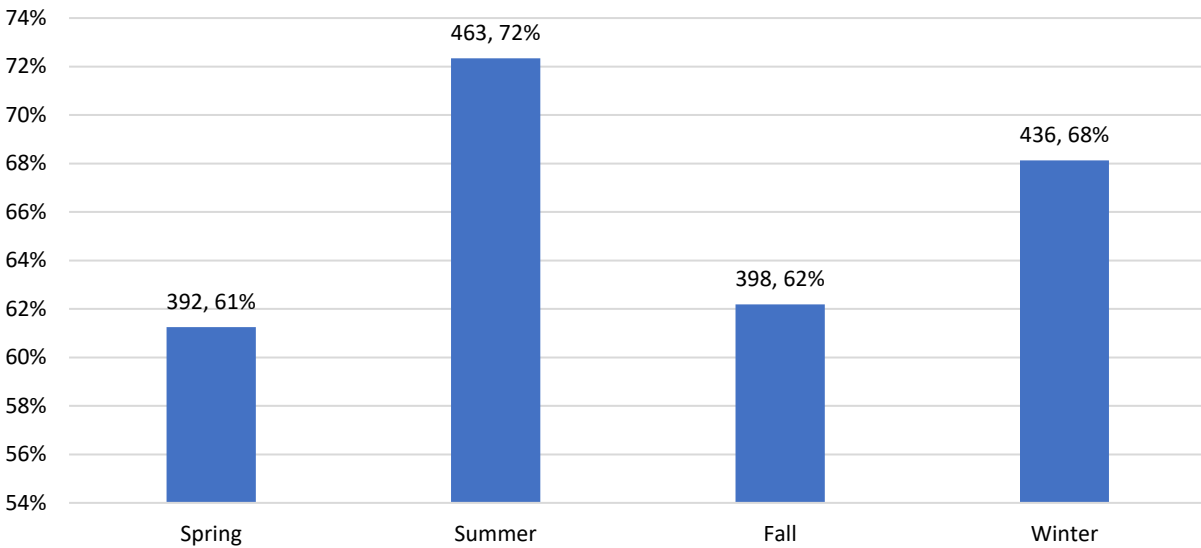


Other:

- Various times. (x7)
- When I am in town. (x2)
- As my needs arise. (x2)
- When my grandchildren visit.
- Rainy days.

In which season are you most likely to visit the library? (select all that apply) (n = 640)

Figure 6



What do you value most about the library? (x = 644)

Materials and resources

- Books. (x227)
 - E-books. (x28)
 - Audiobooks. (x12)
 - Children's books. (x8)
 - Large print. (x6)
 - Books in other languages.
- Selection of materials and resources. (x49)
 - Materials in languages other than English.
- Easy access to information. (x31)
- DVDs and movies. (x19)
- Computers. (x15)
- New materials. (x9)
- Games. (x9)

- Access to Wi-Fi. (x8)
- Newspapers. (x6)
- Magazines. (x5)
- Databases. (x4)
- CDs.
- Game, Fish, and Parks State Pass.
- Hotspots.
- Tax forms.
- Puzzles.

Programs and activities

- Activities and programming. (x97)
 - Children’s activities. (x47)
 - Tween and teen activities. (x8)
 - Activities for adults. (x4)
- Crafts. (x13)
 - Take-and-make crafts.
- Events. (x9)
 - Lectures.
 - Performances. (x2)
 - Easter egg hunt.
 - Author visits.
- Summer Reading Program. (x6)
- Classes. (x6)
 - Craft classes. (x3)
 - Children’s classes. (x2)
- Clubs. (x4)
 - Book clubs. (x2)
- Video game tournaments.
- Early release.

Staff and community

- Friendly, welcoming staff and great service. (x109)
 - “The employees are the absolute best! I enjoy their greetings, our little chats about a book and their generosity assisting me locate a book or sending a request to get a book from another library.”
 - “I’m especially impressed by the Reference Librarian and the expertise Jennifer Littlefield has brought to the library.”
- Acts as a community hub and overall asset to the community. (x25)
- Meeting new people. (x4)

Building and facilities

- Quiet, inviting environment. (x32)

- Family friendly and a great place for children. (x23)
 - “I really appreciate the effort that they put into helping in the development of young children. It is a very important role that I think gets overlooked by a lot of people, but I know my child absolutely LOVES the atmosphere and the learning that he receives. Interactions with peers outside of his classroom at school has done a lot for his personality development and made him much more sociable.”
- Used bookstore. (x18)
- Quiet, comfortable areas to work and read. (x17)
- Well maintained and clean. (x11)
- Children’s area. (x11)
- Location. (x9)
- The building and facilities. (x7)
- Accessibility. (7)
- The hours are good. (x5)
- It’s a safe place. (x4)
- Historical displays and information. (x4)
- Provides meeting space. (x3)
- Coffee bar. (x3)
- Moms’ area.

Services

- Free access for the public to materials and activities. (x40)
- Wide array of services. (x23)
 - Online services. (x2)
- Interlibrary loan. (x6)
- Printing and copying services. (x5)
- Notarization service.
- Book promotions.
- Self-checkout.

External factors

- I enjoy browsing.

Other

- Everything. (x6)

How could our services be improved? (n = 260)

Materials and resources

- More books. (x48)
 - E-books. (x8)
 - Audiobooks. (x5)

- Books and audiobooks in languages other than English. (x4)
- Books for students. (x3)
- Children's books. (x3)
- More conservative book choices. (x2)
- Access to Hoopla. (x2)
- Newer and more computers. (x13)
 - Newer computers and system. (x3)
 - More time on the computers. (x2)
 - More children's computers. (x2)
 - More teen computers.
 - More distance between computers.
- More games, including video games. (x7)
- Offer food and hot drinks. (x5)
- More magazines. (x4)
- More materials and resources. (x4)
 - More local history resources. (x2)
- More hotspots for checkout. (x3)
 - Allowing longer hotspot rental.
- New toys and activities in the children's area. (x3)
 - Toys and sensory materials available for checkout. (x2)
- More DVDs and movies. (x3)
- Updated, more user-friendly website.
- Adding a Library of Things (ex: bikes, tools, etc.).
- Escape room bags available for check-out.
- More books in the used bookstore.
- Add the Reader Guide to Periodical Literature.
- More CDs.
- Make the online catalogue more user-friendly.
- Bigger pictures on children's DVDs.

Programs and activities

- More activities. (x28)
 - Children's activities. (x13)
 - Preschool and kindergarten story time. (x4)
 - Reading programs.
 - Tween/teen activities. (x5)
 - Activities for adults. (x4)
 - Activities for seniors.
 - Escape rooms.
 - Chess tournaments.
 - Cultural programs.
- More classes. (x11)
 - Craft classes. (x5)

- “How to” classes. (x2)
- English classes or conversation practice.
- Roblox programming.
- Writing classes.
- Language classes.
- More crafts. (x6)
 - Crafts for adults. (x2)
- More clubs. (x6)
 - Adding more children’s “clubs” with different themes. (x2)
 - Sci-fi book club.
 - Homeschool group.
 - History book club.
 - Bring your own book club.
- More events. (x4)
 - Kid and parent craft night.
 - Movie-on-the-ceiling days.
 - Events in Spanish.
 - Speakers.
- Adjusted summer programs. (x2)
 - Less reading for the teen/tween summer programs.
 - Make the reading program more flexible.

Building and facilities

- Adjusted and expanded hours. (x32)
 - More weekend hours, including being open on Sundays. (x17)
 - More evening activities and events for all ages. (x8)
 - More weekend activities.
 - Open 24/7.
- Quieter environment. (x4)
- Better maintenance of facility and materials. (x4)
- More meeting rooms. (x2)
- Larger building. (x2)
- Add more desks and chairs. (x2)
- More accessible for people to reach materials.
- Change the filing system.
- Adding a coffee or smoothie shop.
- More parking.
- Location.
- Offer signs or pamphlets letting patrons know where they can get books on sensitive topics, such as mental health, rights, etc.
- Use the garden space.
- Become a more visibly safe and affirming place for our LGBTQIA+ community.

Services

- More services. (x5)
 - Bilingual services. (x2)
- Better self-checkout. (x4)
 - Not needing library card for self-checkout.
 - Having a “how to sign” for people new to using the self-checkout.
 - Add authors’ names to the self-checkout “receipts.”
- Requesting materials. (x2)
 - An online request form for interlibrary loan.
 - Make it easier to request e-books.
- Offer supervision in the children’s area. (x2)
- A way to pay fees online.
- A way to look up past newspapers.
- More accessible services for disabled and homebound people to partake in the library and at home.

Communication

- More marketing and public awareness of library resources, programming, etc. (x24)
 - Emailing event/programming calendar to patrons. (x3)
 - Monthly newsletter. (x2)
 - Advertise library highlights.
 - Advertise events/programs on the local radio and paper. (x4)
 - Emails through the Chamber to advertise events and happenings.
 - Emails highlighting new or great books.
- Notice email or text before a book or material is due. (x2)
- More parental notification on what type of information is in children’s materials.

Staff and community

- Better customer service/interactions with employees. (x12)
 - Ensure books are checked in properly. (x3)
- Assistance with finding materials and utilizing services. (x6)
- Continued outreach to all populations in the community, especially Karen and Hispanic/Latino communities. (x3)
- Add more staff.
- Book giveaways or sales at the Farmer’s Market.

Other

- Late fee forgiveness or eliminating late fines. (x4)
- Continue to push back on censorship and book banning. (x2)
- Low-cost library cards for people who live out-of-town.
- More prizes for challenges.
- Extend check-out period for out-of-town patrons.

If there is one thing you would change about the library, what would it be? (n = 349)

Materials and resources

- More books. (x56)
 - More books on Libby. (x9)
 - More audiobooks. (x6)
 - More nonfiction. (x4)
 - More books in languages other than English. (x4)
 - More large print books. (x2)
 - More conservative books. (x2)
 - More non-religious books.
 - More tween/teen books.
- More movies and DVDs. (x8)
- Remove or label controversial subject matter for children and adults. (x7)
- More user-friendly website. (x6)
- More and newer computers. (x6)
 - Add Internet filters to the computers.
- More games, including video games. (x6)
- Longer checkout period for books and materials. (x4)
- More magazines. (x3)
- Make it easier to find materials. (x2)
- Add new bookmarks.
- Have SD State Park Passes available for checkout.
- Re-subscribe to the value line investment survey.
- Ability to check out more materials at a time.
- Educational toys and STEM materials available for checkout.
- No video games.
- A more user-friendly catalogue system.
- Put all books by one author together.
- Books with sensitive materials to be labeled.
- Go back to Overdrive.
- Fight against censorship and book banning.

Building and facilities

- Adjust hours. (x56)
 - Stay open later in the evenings. (x27)
 - Be open on Sundays. (x22)
 - Open 24/7. (x4)
 - Have more consistent hours. (x3)
 - Open earlier.
- Add more parking. (x11)
- More comfortable seating and desk options. (x10)
- Bigger building. (x10)

- Adjusting children’s area. (x9)
 - More secure or enclosed children’s area. (x3)
 - Add more imaginative play items. (x2)
 - More supervision in the children’s area.
 - Better seating in the children’s area for adults.
 - Move section toward the front of the library.
 - Organize books in a different way.
- More study or meeting rooms. (x8)
- Quieter environment. (x4)
- Make the library more accessible. (x3)
 - Move books lower so they are easier to reach. (x2)
- Offer free snacks or a vending machine option. (x4)
- Add a coffee area or coffee shop. (x2)
- Offer a variety of hot drinks. (x2)
- Improving the location of the computers. (x2)
- Add a drive-up book return. (x2)
- Improved interior design. (x2)
- Improved landscaping. (x2)
- Improve and to the tween/teen area.
- Better location.
- Improving the checkout desk.
- Wider doors.

Activities and programming

- More activities. (x23)
 - Children’s activities. (x7)
 - Activities for adults. (x3)
 - More activities in the fall and winter. (x3)
 - Tween/teen activities. (x2)
 - Activities with children and parents. (x2)
 - Add a winter reading program. (x2)
 - More summer activities.
 - Activities for special needs adults.
- More events. (x11)
 - Movie nights. (x3)
 - Speakers and presentations. (x2)
 - Historical events. (x2)
 - Author readings.
 - Social meet-ups.
 - Art showings.
- More classes. (x9)
 - Craft classes. (x3)
 - Classes for homeschooled students. (x3)

- Classes to learn other languages.
- Adjust programming schedule. (x9)
 - More children’s activities in the evenings or weekends. (x6)
 - More activities in the evenings. (x2)
 - More children’s activities Monday – Wednesday.
- More crafts. (x8)
 - Take home crafts. (x2)
 - Crafts for younger children.
- More storytimes. (x5)
 - Have a preschool storytime. (x2)
 - Offer a storytime with the Huron Athlete of the Week.
- More clubs. (x3)
 - Book clubs for adults.
 - RC Hobby Club.
 - Skate club.
- Hold special speaking events for summer reading at the Event Center.
- Children’s activities divided by age groups.
- No registration required for activities, events, or programs.
- Not allow Nerf wars/programs.

Staff and community

- Improved staff interactions and customer service. (x9)
 - Assistance with learning how to use resources. (x2)
 - Ensuring books are checked in properly.
 - More assistance with computers.
- Reaching patrons from different cultures and backgrounds. (x4)
 - Bilingual services.
- That more people in the community utilized it. (x2)
- Add more staff.
- More volunteering opportunities.

Communication

- Increased marketing and awareness of what the library offers. (x10)
 - Promote on Facebook.
 - Emails about what’s going on in the library.
 - Make the event and programming calendars easier to locate.
- More notifications. (x4)
 - More notifications to return books. (x2)
 - More notifications for books on a waiting list.
- Share a list of the top 10 books of the year.

Services

- More online services. (x6)

- Ability to renew library card online.
- Being able to request audiobooks on the Libby app.
- Add a movie streaming service.
- Adjust interlibrary loan. (x2)
 - Be able to interlibrary loan movies.
 - Easier interlibrary loan process.
- Offer tutoring sessions.
- Accept book donations.

Fines, fees, and other costs

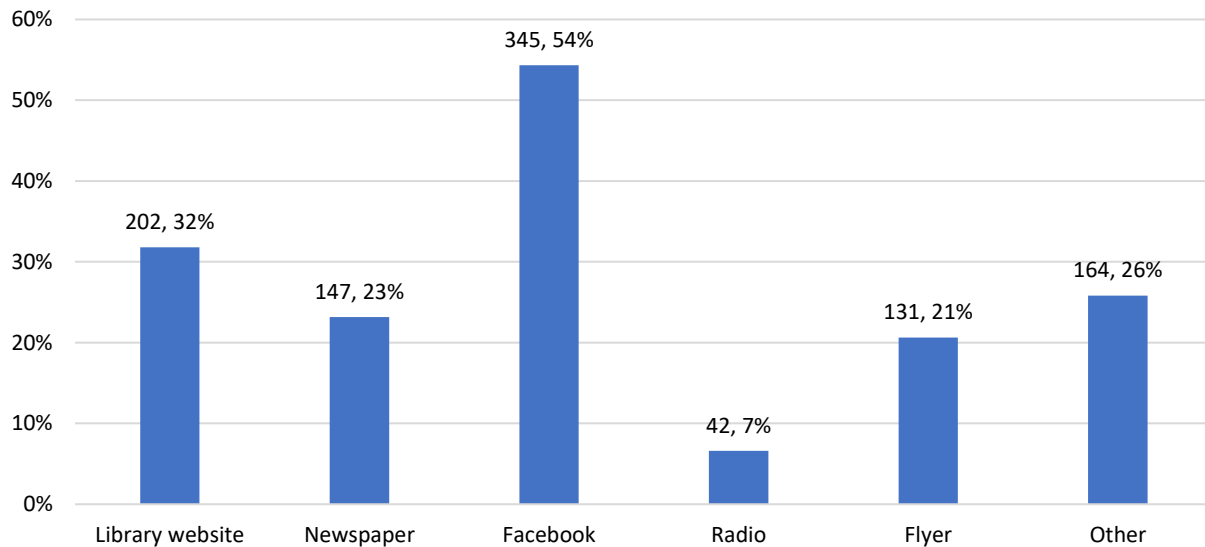
- More fine forgiveness or eliminating late fees. (x4)
- Free library cards for patrons who live outside of city limits. (x3)
- Cheaper printing cost.

Other

- More prizes. (x2)
- More options for library cards.
- Create a partnership for a transportation option for patrons.
- Requiring parental supervision for children in the library.

How do you learn about library programs? (select all that apply) (n = 635)

Figure 7



Other:

- Word of mouth (x72)
- Visiting the library / library staff (x35)

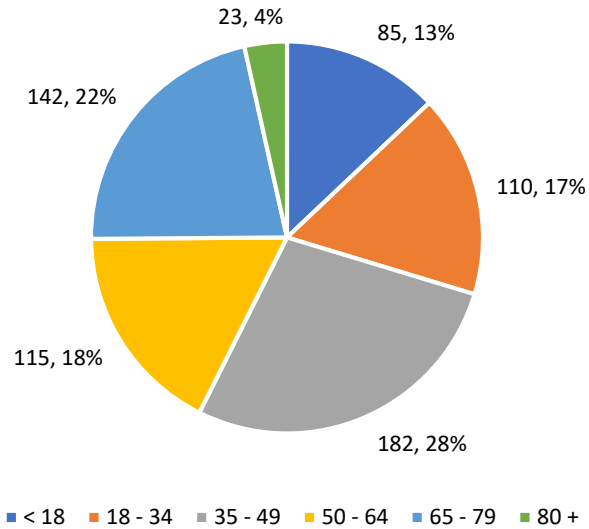
- Living in/around Huron (x18)
- Email (x7)
- School (x7)
- Text (x5)
- Local businesses, organizations, and/or agencies (x5)
- Library calendar (x4)
- Signs (x3)
- Mail (x2)
- MOPS (x2)
- Leadership Huron (x2)
- Huron Area Senior Center (x2)

Where did you hear about this community survey? (n = 646)

- Facebook (x154)
- Email (x127)
- Mail (x124)
- Library / library staff (x108)
- Word of mouth (x76)
- Local business, organization, and/or agency (x38)
- School / daycare (x21)
- Prairie Tracks (x15)
- Newspaper (x14)
- Library website (x13)
- Huron Chamber (x9)
- Tumble Track (x7)
- Flyer (x5)
- Signs (x5)
- Text (x4)
- MOPS (x3)
- Radio (x2)

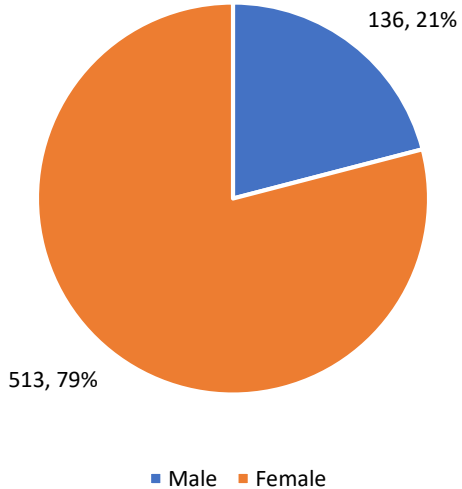
How old are you? (n = 657)

Figure 8



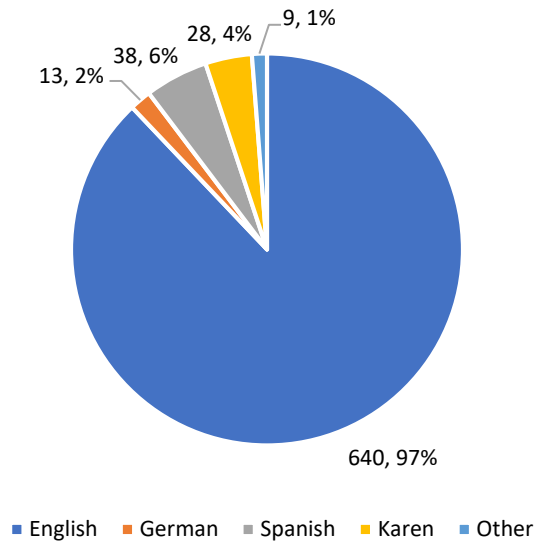
Please indicate your gender: (n = 649)

Figure 9



What language is spoken at your home? (check all that apply) (n = 654)

Figure 10

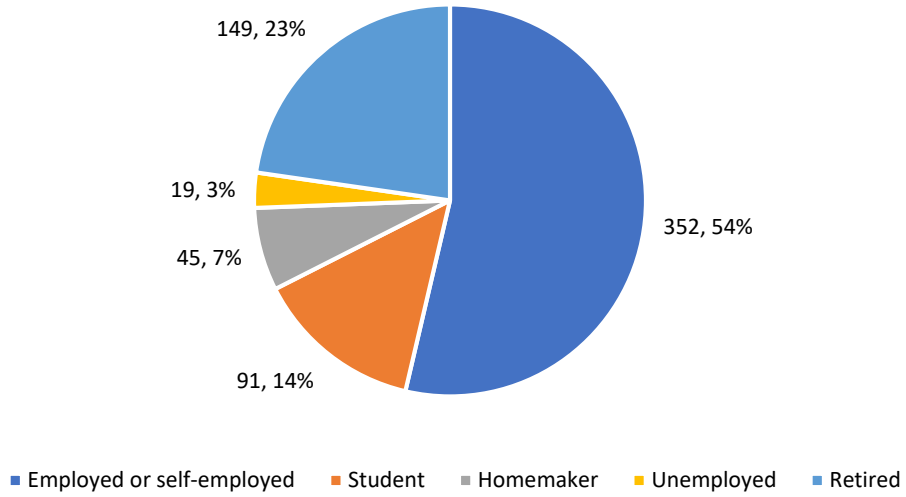


Other:

- Vietnamese (x2)
- Turkish
- Hutterish
- Tagalog
- Italian
- Thai
- Hebrew
- Portuguese

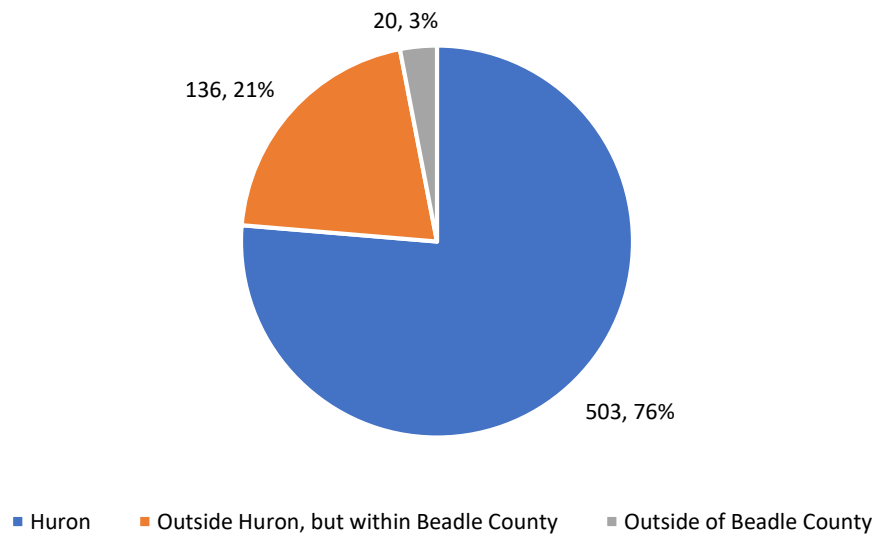
What is your employment status? (n = 656)

Figure 11



Please indicate where you reside: (n = 659)

Figure 12



Do you have children under 18? (n = 657)

Figure 13

