

NEWS RELEASE

Portland Public Library
5 Monument Square
Portland, Maine 04101
Contact: Sarah Campbell, Systems Librarian
campbell@portland.lib.me.us or (207) 871-1700 ext. 736

For Release: 9/28/2011

PORTLAND PUBLIC LIBRARY TO HOLD PUBLIC COMMUNITY SURVEY RESULTS PRESENTATION

Portland, ME - Portland Public Library partnered with the Portland Research Group (PRG) to conduct a broad community survey of Portland residents April 27 - May 13, 2011. The survey was a random-dial phone survey (including some cell-only households), as well as a self-selecting online survey on the Library's website and a paper survey available at all library locations. The paper surveys were offered in English, Arabic, French, Somali, and Spanish, while the web and phone surveys were in English only. 695 completed surveys were received (400 by phone, 227 online, and 68 on paper), resulting in a +/- 3.7% level margin of confidence.

The primary objective of the study was to gain understanding about the current and future information needs of the residents of Portland by assessing why people use or don't use the library, measuring awareness and usage of various collections, services, programs, and resources, gauging satisfaction, understanding perceptions, and gathering insights from the community for future enhancements.

The survey process, funded by a grant from the Davis Family Foundation also sought feedback about the Portland Public Library's "Portable Library," an initiative designed to directly deliver services to unserved and underserved neighborhoods throughout the city.

"Our ability to meet 'real' and relevant community needs depends on data and a deeper understanding of these needs; these survey results will help us design better programs and services and spend our resources more wisely," said Stephen Podgajny, Portland Public Library executive director.

The Library and PRG will be presenting the survey results and answering questions on Wednesday, October 5, Noon - 1pm in the Rines Auditorium. This community presentation is free and open to the public; guests are welcomed to bring a bag lunch for this event.

Portland Public Library is the largest public library in Maine, providing service from four physical locations (Main Library on Monument Square, Burbank Branch, Riverton Branch, and Peaks Island Branch), via an outreach service targeted at low-mobility populations, and through a growing digital presence. Annually, Portland Public Library lends over 1,000,000 digital and print items and is visited more than 630,000 times. There are also many thousands of virtual visits to various online services provided by or hosted by the library through its website (www.portlandlibrary.com).

###

Portland Public Library

The Library's mission is to serve the Greater Portland Community by providing a diverse collection of books and other resources, with access to information resources worldwide. The Library's services support the educational, informational, and recreational interests of all community members. Main Library hours are Monday/Tuesday/Wednesday/Thursday 10 a.m. - 7 p.m.; Friday 10 a.m. - 6 p.m.; Saturday 10 a.m. - 5 p.m. For events and programming please visit www.portlandlibrary.com