

## Tables for WPLC 2007 survey results

Do you or a spouse currently work for a public library?

	<b>Frequency</b>	<b>Percent</b>
No	621	99.0
Yes	6	1.0
Total	627	100.0

Note: These 6 cases were removed from further analysis.

Use of Wisconsin Libraries Among Wisconsin Library Users

	<b>Frequency</b>	<b>Percent</b>
Use a WI Library	308	98.4%
Live in WI, but use IL or MN Library	5	1.6%
Total	313	100.0

Note: These 5 cases were removed from further analysis.

In what Wisconsin County do you currently reside?

	<b>Pop Estimate</b>	<b>Population</b>	<b>Frequency</b>	<b>2007 Sample</b>
Adams	18643	0.35	7	1.13
Ashland	16866	0.31	1	0.16
Barron	44963	0.84	3	0.49
Bayfield	15013	0.28	1	0.16
Brown	226778	4.23	27	4.38
Buffalo	13804	0.26	2	0.32
Burnett	15674	0.29	2	0.32
Calumet	40631	0.76	9	1.46
Chippewa	55195	1.03	11	1.78
Clark	33557	0.63	1	0.16
Crawford	17243	0.32	4	0.65
Columbia	52468	0.98	4	0.65
Dane	426526	7.95	52	8.43
Dodge	85897	1.60	7	1.13
Door	27961	0.52	5	0.81
Douglas	43287	0.81	7	1.13
Dunn	39858	0.74	8	1.30
Eau Claire	93142	1.74	12	1.94
Fond Du Lac	97296	1.81	14	2.27
Forest	10024	0.19	1	0.16
Grant	49597	0.92	5	0.81
Green	33647	0.63	5	0.81
Green Lake	19105	0.36	5	0.81
Iowa	22780	0.42	4	0.65
Iron	6861	0.13	1	0.16
Jefferson	74021	1.38	11	1.78
Juneau	24316	0.45	1	0.16
Kenosha	149577	2.79	10	1.62
Kewaunee	20187	0.38	3	0.49
La Crosse	107120	2.00	13	2.11
Lafayette	16137	0.30	4	0.65
Langdale	20740	0.39	1	0.16
Lincoln	29641	0.55	4	0.65
Manitowoc	82887	1.55	5	0.81
Marathon	125834	2.35	16	2.59
Marinette	43384	0.81	10	1.62
Milwaukee	940164	17.53	65	10.53
Monroe	40899	0.76	1	0.16
Oconto	35634	0.66	5	0.81
Oneida	36776	0.69	4	0.65
Outagamie	160971	3.00	10	1.62
Ozaukee	82317	1.53	14	2.27
Pepin	7213	0.13	2	0.32
Pierce	36804	0.69	4	0.65
Polk	41319	0.77	8	1.30
Portage	67182	1.25	13	2.11
Racine	188831	3.52	16	2.59
Richland	17924	0.33	1	0.16
Rock	152307	2.84	21	3.40
Sauk	55225	1.03	7	1.13
Sawyer	16196	0.30	4	0.65
Shawango	40664	0.76	8	1.30
Sheboygan	112646	2.10	11	1.78
St. Croix	63155	1.18	11	1.78
Taylor	19680	0.37	3	0.49
Trempealeau	27010	0.50	4	0.65
Vernon	28056	0.52	7	1.13
Vilas	21033	0.39	6	0.97

Please answer some questions regarding your perception of public libraries

	<i>Strongly Agree</i> (2)	<i>Somewhat Agree</i> (1)	<i>Somewhat Disagree</i> (-1)	<i>Strongly Disagree</i> (-2)	<i>MEAN</i> (N)	<i>STANDARD DEVIATION</i>
Public libraries are important to me.	66.1%	28.3%	2.0%	3.6%	1.51 (608)	0.90
Public libraries enhance my quality of life.	55.8%	32.3%	5.3%	6.6%	1.25 (604)	1.14
Public libraries are a vital municipal service.	74.3%	21.9%	2.1%	1.6%	1.65 (611)	0.74
I consider public libraries an unnecessary expense.	2.2%	6.2%	10.2%	81.5%	-1.63 (600)	0.93
Public libraries are an essential service for children.	87.3%	10.6%	1.3%	0.8%	1.82 (614)	0.57
Public libraries are an essential service for adults.	69.3%	26.4%	2.6%	1.6%	1.59 (609)	0.77
I would support a referendum that would increase funding for my public library.	54.3%	31.5%	6.3%	8.0%	1.18 (575)	1.22
I enjoy my public library.	65.2%	25.0%	3.6%	6.2%	1.39 (563)	1.10

During the past 4 months, please estimate how many times you have ....

	<i>Never</i>	<i>1 to 10 times</i>	<i>11 to 20 times</i>	<i>More than 20 times</i>	<i>N</i>
...visited a public library in person to use materials or services.	41.0%	41.5%	9.4%	8.0%	614
...used a personal computer from your home, school, or office to access public library materials or services.	77.9%	16.9%	2.0%	3.3%	611
...used a telephone to access the services of public libraries.	81.3%	17.5%	0.5%	0.7%	610
...used Google or other Internet search engine to answer a research question.	35.8%	21.1%	9.4%	33.7%	615
	<b>Never</b>	<b>1 to 5 times</b>	<b>6 to 10 times</b>	<b>More than 10 times</b>	<b>N</b>
...purchased a book from either a physical or online bookstore.	37.2%	41.4%	12.6%	8.8%	613

OVERALL, which of the following terms best describes how regularly you - personally- use public libraries?

<i>Not at all (0)</i>	<i>Rarely (1)</i>	<i>Somewhat regularly (1)</i>	<i>Very Regularly (2)</i>	<i>MEAN (N)</i>	<i>STANDARD DEVIATION</i>
17.4%	32.5%	35.9%	14.1%	1.47 (615)	0.94

What is the primary reason for choosing the library (or libraries) you use?  
 [Prompts were not read, but checked by the interviewers if the items were mentioned]

	<i>Frequency</i>	<i>Percent</i>
It is near where I shop.	2	0.3%
It is near where I live.	244	39.5%
It is near where I work.	24	3.9%
It is near where I go to school.	2	0.3%
It has what I want.	19	3.1%
The staff is helpful.	0	0.0%
I like to go there.	11	1.8%

Wisconsin's public libraries provide many services to their communities. Please indicate whether you -personally- have used any of following library services IN THE LAST 4 MONTHS.

	<i>Yes (1)</i>	<i>No (0)</i>	<i>N</i>
Located materials that were used for my personal enjoyment.	84.7%	15.3%	308
Located materials that were used to read to a child.	44.3%	55.7%	307
Located materials that were used for schoolwork.	31.2%	68.8%	308
Located materials that were used for my work or business.	33.8%	66.2%	308
Located materials that were used for genealogical research.	9.7%	90.3%	308
Located materials I used to conduct a job search.	11.1%	88.9%	307
Used a personal computer in the library to use the Internet.	27.8%	72.2%	306

Used the library website to answer a research question.	20.5%	79.5%	307
Contacted a librarian to help me answer a question.	49.5%	50.5%	307
Contacted a librarian to get reading recommendations.	25.8%	74.2%	306
Attended an organization or community meeting at the library.	22.2%	77.8%	306
Attended story hours for children or other family programs.	20.6%	79.4%	306
Attended a library program or event for adults (book groups, training, speaker, etc.).	12.2%	87.8%	303

How interested are you in being able to do the following...

	<i>Very Interested (2)</i>	<i>Slightly Interested (1)</i>	<i>Slightly Disinterested (-1)</i>	<i>Not at all Interested (-2)</i>	<i>MEAN (N)</i>	<i>STANDARD DEVIATION</i>
Being able to download print books to your computer or electronic device.	14.8%	27.3%	5.3%	52.6%	-0.54 (601)	1.66
Being able to download audio books to your computer or electronic device.	17.8%	20.3%	5.2%	56.7%	-0.63 (601)	1.69
Being able to download feature-length video to your computer or electronic device.	14.6%	22.8%	5.2%	57.5%	-0.68 (597)	1.64
Being able to check out electronic devices (like MP3 players) from your local public library.	13.2%	16.9%	4.6%	65.4%	-0.92 (593)	1.59
Being able to contact a librarian to ask a question 24 hours a day/7 days a week.	17.4%	19.5%	6.0%	57.1%	-0.66 (599)	1.68
Being able to contact your local public library using instant messaging.	14.3%	18.7%	3.7%	63.2%	-0.83 (593)	1.63
Being able to pay library fines and fees with a credit card online.	22.3%	19.1%	3.0%	55.6%	-0.51 (592)	1.76
Being able to use wireless Internet at the library.	30.5%	19.1%	3.5%	46.9%	-0.17 (593)	1.82

Please indicate how much the following aspects would influence your library use.

	<i>Strongly Agree (2)</i>	<i>Somewhat Agree (1)</i>	<i>Somewhat Disagree (-1)</i>	<i>Strongly Disagree (-2)</i>	<i>MEAN (N)</i>	<i>STANDARD DEVIATION</i>
I would use my public library more if it were open more hours.	20.4%	27.7%	15.9%	36.1%	-0.20 (599)	1.63
I would use my public library more if the library had more of the books I want.	19.1%	22.1%	17.6%	41.2%	-0.40 (580)	1.63
I would use my public library more if the library had more of the CDs, DVDs, and videos that I want.	23.7%	22.8%	11.2%	42.2%	-0.26 (587)	1.71
I would use my public library more if the library had more materials I could access online.	22.6%	23.8%	10.5%	43.0%	-0.27 (579)	1.70
I would use my public library more if it were more convenient to get to.	14.5%	12.8%	11.9%	60.8%	-0.92 (586)	1.56
I would use my public library more if the library had more computer stations.	14.7%	12.8%	10.7%	61.8%	-0.92 (563)	1.57
I would use my public library more if the library building were more inviting.	9.3%	8.3%	12.9%	69.5%	-1.25 (581)	1.34
I would use the library's website more if it was easier to use.	14.8%	15.8%	12.5%	56.9%	-0.81 (513)	1.58



Which statement most closely resembles your opinion regarding the current funding for your public library?

"Public Libraries should receive MORE financial support." (1)	"Public libraries have AN ADEQUATE amount of financial support." (0)	"Public libraries should receive LESS financial support." (-1)	"Unsure"	MEAN* (N)	STANDARD DEVIATION
40.8%	38.3%	1.8%	19.1%	.48 (490)	0.54

\*"Unsure" responses were excluded when calculating the mean.

The following questions ask your overall perceptions of your public library.

	Strongly Agree (2)	Somewhat Agree (1)	Somewhat Disagree (-1)	Strongly Disagree (-2)	MEAN (N)	STANDARD DEVIATION
The staff at my public library are helpful.	81.6%	16.4%	1.4%	0.6%	1.77 (506)	0.58
The staff at my public library are friendly.	83.1%	15.3%	1.2%	0.4%	1.80 (498)	0.53
The staff at my public library are knowledgeable.	82.6%	16.6%	0.0%	0.8%	1.81 (495)	0.45
My public library has the materials I want.	59.4%	33.0%	5.0%	2.6%	1.42 (500)	0.93
My public library is open convenient hours.	52.5%	31.7%	9.9%	5.9%	1.15 (505)	1.20
My public library tries new things.	53.9%	38.8%	4.3%	3.0%	1.36 (397)	0.92

Overall, how satisfied are you with your public library?

<i>Very Satisfied (2)</i>	<i>Somewhat Satisfied (1)</i>	<i>Somewhat Dissatisfied (-1)</i>	<i>Very Dissatisfied (-2)</i>	<i>Unsure</i>	<i>MEAN* (N)</i>	<i>STANDARD DEVIATION</i>
58.1%	30.6%	2.3%	0.8%	8.2%	1.56 (558)	0.71

\*"Unsure" responses were excluded when calculating the mean.

How comfortable are you, personally, using computers?

	<i>Frequency</i>	<i>Percent</i>
Very comfortable	278	45.7%
A little comfortable	163	26.8%
A little uncomfortable	63	10.4%
Very uncomfortable	104	17.1%

In a typical week, how frequently do you use the Internet?

	<i>Frequency</i>	<i>Percent</i>
Never	131	21.6%
Less than once a week	30	5.0%
1-4 days a week	93	15.3%
5-7 days a week	46	7.6%
Every day	306	50.5%

What type of Internet access, if any, do you have at home?

	<i>Frequency</i>	<i>Percent</i>
A dial-up connection	139	22.7%
A broadband connection	292	47.7%
Have Internet (not sure of the type)	18	2.9%
<b>None (No home Internet)</b>	157	25.7%

If you do not have broadband access at home, do you have any plans to purchase broadband Internet access in the next year?

	<i>Frequency</i>	<i>Percent</i>
Yes	43	14.6%
No	232	78.6%
Unsure	20	6.8%

Including yourself, how many people live in your household?

	<i>Frequency</i>	<i>Percent</i>
1	120	20.0%
2	226	37.7%
3	103	17.2%
4	86	14.3%
5	49	8.2%
6	12	2.0%
7 or more	4	0.7%

In which grouping does your age fall?

	<i>Frequency</i>	<i>Percent</i>
17 years old or younger	1	0.2%
18 – 24	17	2.8%
25 – 31	23	3.8%
32 – 38	65	10.6%
39 – 44	72	11.8%
45 – 51	111	18.1%
52 – 58	111	18.1%
59 – 64	69	11.3%
65 – 70	49	8.0%
71 or older	85	13.9%
Refused	9	1.5%

Did you vote in the most recent gubernatorial election for Wisconsin?

	<i>Frequency</i>	<i>Percent</i>
Yes	494	80.7%
No	107	17.5%
Unsure	2	0.3%
Refused	9	1.5%

With which (if any) political party do you most closely identify?

	<i>Frequency</i>	<i>Percent</i>
The Democratic Party	197	32.5%
The Republican Party	179	29.5%
The Libertarian Party	4	0.7%
The Green Party	1	0.2%
I am not affiliated with any political party	184	30.3%
Unsure	11	1.8%
Refused	31	5.1%

For statistical purposes only, in what range does your total average household income fall?

	<i>Frequency</i>	<i>Percent</i>
Less than \$20,000	52	8.6%
More than \$20,000 to \$40,000	117	19.2%
More than \$40,000 to \$60,000	132	21.7%
More than \$60,000 to \$80,000	89	14.6%
More than \$80,000 to \$100,000	61	10.0%
More than \$100,000 to \$120,000	31	5.1%
More than \$120,000 to \$140,000	13	2.1%
More than \$140,000 to \$160,000	4	0.7%
More than \$160,000	17	2.8%
Refused	92	15.1%

For statistical purposes only, what is your race?

	<i>Frequency</i>	<i>Percent</i>
Caucasian	560	92.0%
African American	11	1.8%
Hispanic	7	1.1%
Asian American	2	0.3%
Native American (American Indian)	5	0.8%
Multi Racial	8	1.3%
Other	2	0.3%
Refused	14	2.3%

Survey respondent gender

	<i>Frequency</i>	<i>Percent</i>
Female	290	47.4%
Male	322	52.6%