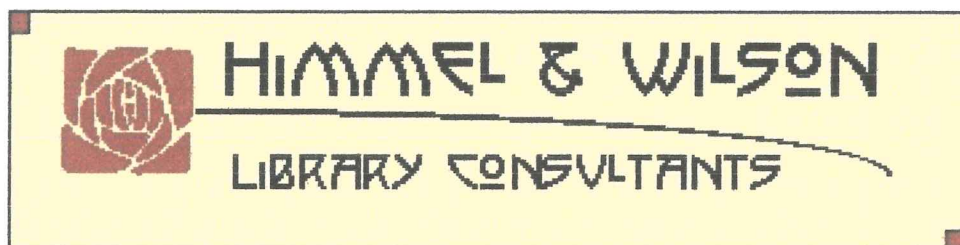


A Space Needs Analysis of the Baraboo Public Library

Prepared for
The Baraboo Public Library

by



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INTRODUCTION

The Baraboo Public Library has a long history of offering quality library service to residents of the Baraboo area. In fact, a portion of the current building was constructed in 1903 and has been in continuous use as a library for nearly a century! However, good library service in Baraboo is not only an historic fact; it is also a present day reality. The Library is more active today than it has been at any time in its history. It currently ranks in the top 25% of Wisconsin libraries in circulation per capita with 10.91 circulations per capita based on an extended service population of nearly 20,000 people. In other words, on average, every man, woman, and child in the greater Baraboo area checked out almost 11 items from the Baraboo Public Library during the past year.

Over time, the Baraboo Public Library has been expanded and improved to meet growing and changing library needs. A major, architecturally-sympathetic addition that more than doubled the library's usable space was built in 1982. While the addition "works" reasonably well, the challenge faced by the architects in working with the existing legacy building resulted in some inefficiencies in space utilization and in some fracturing of functional areas. The building is generally in excellent condition and has been maintained well. Nevertheless, the Baraboo Public Library's facility places some limitations on the services it is able to offer and on the ways in which services are offered.

One hundred years ago, public libraries were generally "built for the ages." That is, they were planned for the "long haul" with little thought of eventual expansion. However, for the last several decades, library facility planning has generally been conducted using a twenty year planning horizon. The fact that the Baraboo Public Library is experiencing some physical constraints today should not come as a surprise. The addition was designed almost exactly twenty years ago.

Baraboo is not alone in finding that it has outgrown its space. Many other cities in Wisconsin that added to Carnegie, or Carnegie style buildings in the 1980s are now actively considering expansion. Recent examples of which

the consultants are aware include the Tomah Public Library, the New London Public Library, and the Rhinelander Public Library.

The Baraboo Public Library finds itself at a crossroads of sorts. It has managed to offer high quality library service to the residents of the Baraboo area for a century. Nevertheless, neither the original building nor the more recent addition was originally designed to offer the array of services, especially the electronic services, expected from a contemporary public library. In the consultants' opinion, a failure to address the facility needs of the Baraboo Public Library will not result in a collapse in the quality of library service overnight. The Library's fine tradition of service and the public's love for their library will not allow that to happen. However, ignoring the need for expansion will, over time, result in a gradual decline in the quality of the Library's service and of its viability.

THE SPACE NEEDS ANALYSIS

The Board of Trustees of the Baraboo Public Library has many responsibilities. They have been entrusted with the tasks of safeguarding the community's investment in the Library while, at the same time, ensuring that the people they represent receive high-quality service. Balancing the wise management of taxpayers' dollars and the pursuit of service excellence is not an easy one. Library facilities are expensive to build, maintain, and to staff. Therefore, the Board decided to enlist professional assistance in looking at the Library's long-term facility needs.

After considering several consultants experienced in library building needs, the Board retained the services of Himmel & Wilson, Library Consultants of Milton, Wisconsin to conduct a space needs analysis. Himmel & Wilson has a national practice and has worked with libraries, regional library systems, and state library agencies in thirty-four states over the thirteen years of its existence.

The Board decided to pursue a study of the Library's space needs from several directions. They were interested not only in the application of contemporary library standards to the Baraboo Public Library, but also in what the public had to say. Consequently, the consultants designed a study that included a significant amount of public input as well as an

examination of the Library against prevailing professional opinions.

The public input portion of the study included an “in-library” survey to assess the opinions of adult library users, focus groups with children, and with parents, teachers, and other caregivers of children, and a telephone survey of Baraboo residents regardless of whether they are current users of the Library or not. A summary of the results of the in-library survey and of the focus groups can be found in APPENDIX A of this report. A summary of the findings from the telephone survey is included as APPENDIX B.

The consultants also applied contemporary standards and their professional judgment in carrying out the project. An important step was the determination of the Library’s service area and the characteristics of the population that the library serves. Demographic comparisons between and among the City, primary and secondary service populations, and national statistics are provided in APPENDIX C.

What follows then, is an analysis of the Baraboo Public Library’s space needs for the next twenty years. An assessment of current space deficiencies (2001) is provided as well as projections of the Library’s needs at five-year increments through the year 2021.

THE SERVICE POPULATION

The Baraboo Public Library receives the largest portion of its operating budget from the City of Baraboo (\$ 387,840 in 2000); however, it also receives a significant amount of support from Sauk County (\$ 128,254 in 2000). Although the Library clearly exists to serve all City residents, the portion of the County’s population it serves is a little harder to determine given the fact that a number of other municipal libraries in Sauk and adjoining counties also provide some library service to Sauk County residents.

The Wisconsin Department of Public Instruction’s (DPI) Division for Libraries, Technology, and Community Learning (DLTCL) makes some attempt to determine an extended service area. However, given the number of public libraries that they are dealing with (387), their approach simply applies a standard formula in all cases. In

arriving at an extended service population of 20,642 for the Baraboo Public Library, DLTCL assigns municipal populations of communities that maintain libraries to their respective libraries, and then divides the balance of Sauk County's population to libraries based on the circulation of materials to individuals living outside of the municipalities.

While this service population figure is certainly defensible, the consultants took another approach to determining service population to confirm the validity of this figure. A combination of statistics from the U.S. Census Bureau, the Wisconsin Department of Administration, and from a private market research/demographic firm (Claritas Inc.) were applied to calculate current and projected service populations for the Baraboo Public Library.

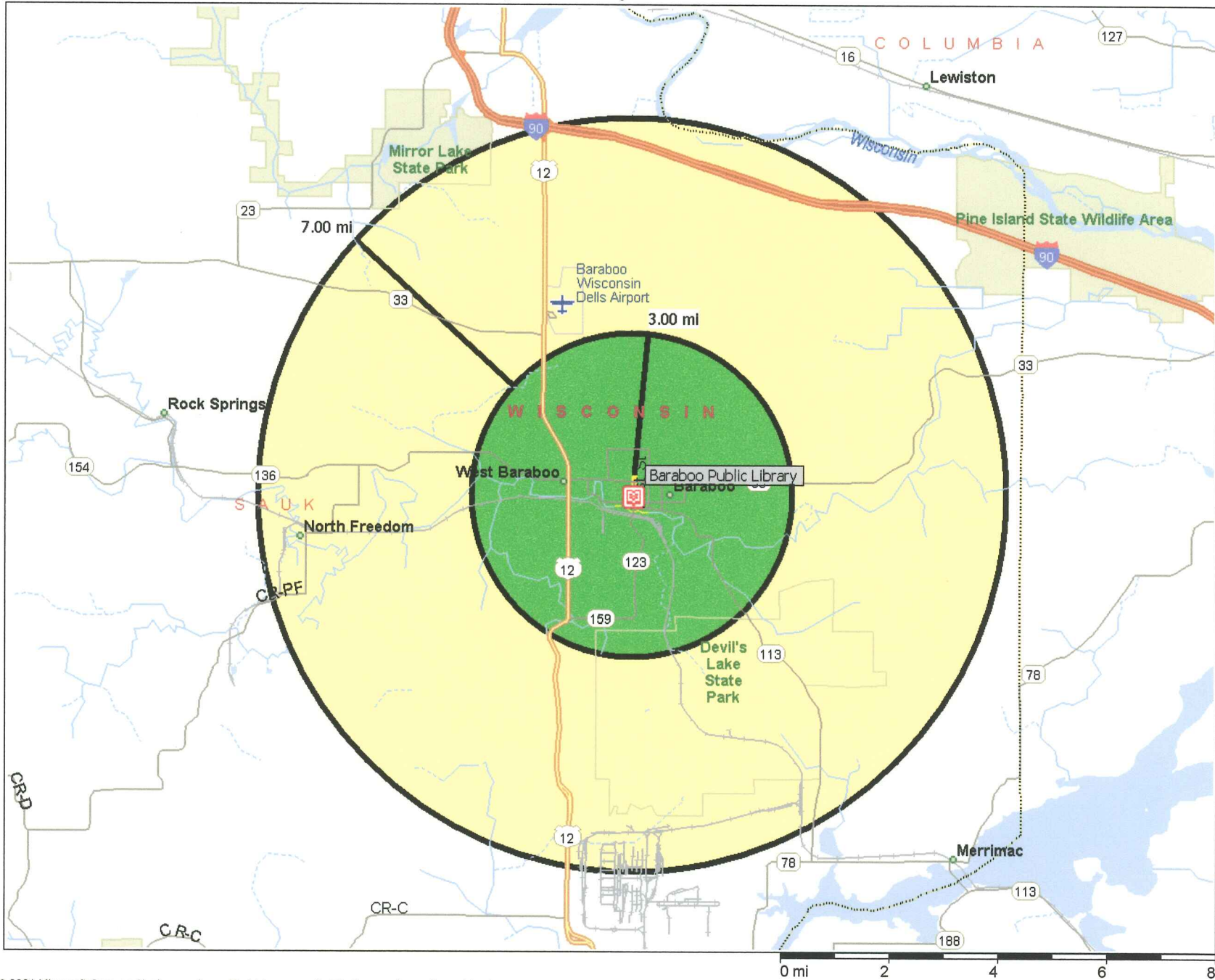
Consideration was given to the proximity of other libraries in Sauk County as well as the proximity of Wisconsin Dell's Kilbourn Library in Columbia County. All of the Baraboo and West Baraboo population was considered to be included in the service population. Large percentages of the populations of Baraboo, Fairfield, Greenfield, and Sumpter Townships were also included. Somewhat smaller percentages of Delton, Excelsior, and Merrimac Townships were included. A small percentage of Freedom Township and of the Village of Lake Delton were added to the service population. Finally, a very small percentage of the remaining Sauk County population was added to the mix to represent the Baraboo Public Library's role as a countywide resource library.

The result of this calculation (20,522) is very close to DLTCL's estimate of 20,642. The slightly more conservative figure of 20,522 was used in creating service population projections. These projections result in estimated service populations as follows:

2006	21,438
2011	21,909
2016	22,369
2021	22,885

The map on the next page provides a rough approximation of the Baraboo Public Library's primary and extended service areas. While the actual service area of the Baraboo Public Library is not neatly defined in terms of distance from the library, the primary service area roughly

Baraboo Public Library - Primary and Extended Service Areas



corresponds to a three-mile radius and the extended service area falls roughly within a seven-mile radius of the library.

As was mentioned earlier, APPENDIX C provides a snapshot of area demographics. A summary and separate charts provide population data for the City of Baraboo, the areas within one, three, and seven miles of the Library, and for the entire United States. A careful examination of these charts provides a good understanding of the characteristics of the population that the Library serves.

A few characteristics are of particular note. First, the Library's service area contains a slightly higher percentage of children than the national norm. The service population also includes a significantly higher percentage of individuals aged 75 and older than the national average.

The Baraboo area is also solidly middle-class. It is by no means a rich community and some households in the area do fall below the poverty level. However, while per capita and household incomes are somewhat below national norms, the cost of living is also quite reasonable compared to national averages.

Finally, educational attainment in the area is of interest. While the Baraboo area can boast of a higher than average percentage of individuals with a high school diploma, it is lower than national norms in college graduates and those who hold graduate degrees.

There are many service implications associated with this demographic make-up. For example, one might expect that a public library serving this population would place some emphasis on services to children, young adults, and senior citizens. In addition, efforts to support independent learning and to support technical and vocational educational pursuits might also be expected. Finally, the property tax base is somewhat limited. It is likely that any building initiative will need to involve a significant independent fund-raising effort in addition to tax support.

PUBLIC INPUT

There are many evidences that residents of the Baraboo area love the Baraboo Public Library. An unusually good response to the telephone survey, high ratings on most service factors, and general goodwill toward the library expressed by users and non-users alike lead the consultants to believe that the public would react positively to a reasonable long-term facilities development plan. However, the consultants also believe that there are some real limits on what the public would find acceptable.

First, in general terms, the public does *not* perceive the Baraboo Public Library to be inadequate. There is support for the improvement of specific areas or features; however, this is clearly not a case in which the populace believes the library needs to scrap the present facility and start over again. To the contrary, the people of the area treasure the classical look and feel of the library. It is the consultants' opinion that the public would be unlikely to accept any plan that called for an abandonment of the current facility. Furthermore, it appears that a majority of the public believes that any addition to the current facility should be highly compatible with the architectural style of the 1903 building and the 1982 addition.

These factors, coupled with a recognition that more parking is needed, translate into a need for property acquisition either to the rear or along 4th Avenue. A sensible expansion at the present site simply is not feasible without additional property.

Second, the public is likely to respond best to an addition that involves specific services (such as a computer lab, quiet room or conference rooms) or the improvement of facilities to provide better services to children and young adults (such as a dedicated storytime room or an expanded young adult area).

A careful review of the materials in APPENDIX A and APPENDIX B will provide a more thorough understanding of the public's opinions and attitudes. However, the point here is that in arriving at recommendations for meeting future service needs, the consultants have placed the greatest priority on improvements in the areas

recommended by the public. Furthermore, in keeping with the demographic information presented earlier, the recommendations are also based on maintaining the quality of service already provided rather than on attaining some unrealistic ideal.

It was noted at the beginning of this report that the Baraboo Public Library ranks in the first quartile (the top 25%) of Wisconsin libraries in circulation per capita. In fact, DPI offers a number of calculations based on input and output measures for Wisconsin libraries. Since significant variation exists based on the size of community served, these calculations are broken down by population. Both the Baraboo City population and the Baraboo Public Library's service population fall into the 10,000 to 24,999 category.

For each population grouping, measures are created for service factors such as items owned per capita, periodical titles per 1,000 population, and staffing per 1,000 population. Libraries falling into the fourth quartile (the bottom 25%) on a measure are said to be at the "Basic" level. Libraries in the third quartile (26% - 50%) on a specific measure are characterized as being at the moderate level. Those in the second quartile are said to offer an "Enhanced" level of service and those in the top 25% are referred to as "Excellent" in reference to the specific measure.

While the Baraboo Public Library places in the top quartile on a few measures such as circulation per capita, it falls into the "Enhanced" category on a majority of the measures including staffing, collection size, and hours open. Therefore, the consultants have structured their recommendations to maintain this "Enhanced" rating rather than to attain the "Excellent" ranking. Achieving the "Excellent" category would require higher staffing levels and larger collections. This, in turn, would increase the space needed in the future since the space calculations provided are primarily driven by these factors.

Implementing the recommendations offered in the next section will provide the Baraboo Public Library with the capacity it needs to maintain its relatively high level of service.

RECOMMENDATIONS

Overview

The large chart on the next page presents calculations for the space necessary to house staff, collections, and services in Baraboo at five-year increments from the present (2001) until the year 2021. The chart is broken down into space for personnel, collections, seating, and support functions and equipment. It does not present specific calculations for mechanical systems (heating, ventilation, air conditioning, etc.) or for restrooms; however, an allowance is provided for these non library-specific functions in the calculations presented as "Total Building Gross Square Feet."

The calculations reveal that the Baraboo Public Library is currently operating with less than optimal space for the services it is providing. The consultants estimate that the optimum sized building for providing current services to the present service population would be 20,236 gross square feet (sq. ft.). Since the present structure is only 15,400 sq. ft., the Library is already in a deficit position. In simple terms, the Baraboo Public Library is currently squeezing 20,000 sq. ft of service into a 15,000 sq. ft. building.

When a few deficiencies observed by the consultants are addressed, the current deficit increases to 7,378 sq. ft. When staffing and collection sizes needed to maintain the "Enhanced" level of service are calculated based on conservative population growth estimates, the deficit in the year 2021 grows to 10,974 sq. ft. The consultants conclude that the optimal size building to serve a population of 22,885 in 2021 is 26,374 sq. ft.

A short explanation of the various square foot notations that appear on the next page are in order. Each functional element (line 45 - Adult & Young Adult four-place seating for example) is assigned a unit area. The unit area in the case of the example is 25 sq. ft. A single four-place table would then generate a space need of 100 sq. ft. (4 seats x 25 sq. ft.). This calculation includes the space needed for the chairs, the table, and for basic space for movement around the table. The indication of "24" given for Adult & Young Adult four-place seating translates into 6 study

**Staff and Space Needs Projections
for Library Service in Baraboo, Wisconsin**

Projected Space Requirements per Planning Guidelines				Building: Baraboo Public Library							space needed for existing services		space needed for recommended services projected to guidelines			
line no.	functional component	personnel/space designation	space code	square feet	existing 2001	needed 2001	2006	2011	2016	2021	2001	2001	2006	2011	2016	2021
CIRCULATION:					225,000	225,000	236,000	241,000	246,000	252,000						
unit area x number of personnel					net square footage											
1	personnel	Director	PO-A	250	1,000	1,000	1,000	1,000	1,000	1,000	250	250	250	250	250	250
4		Asst. Director	PO-B	200	0.000	0.000	0.000	0.000	0.000	0.000	0	0	0	0	0	0
5		Youth Services Librarian	PO-B	175	1,000	1,000	1,000	1,000	1,000	1,000	175	175	175	175	175	175
6		Reference Librarian	PO-B	175	1,000	1,000	1,000	1,000	1,000	1,000	175	175	175	175	175	175
7		Circulation/ Automation	PO-C	150	1,000	1,000	1,000	1,000	1,000	1,000	150	150	150	150	150	150
8		Circulation Librarian	SPO-A	120	1,000	1,000	1,000	1,000	1,000	1,000	120	120	120	120	120	120
9		Ad. Technical Services Asst.	SPO-A	120	0.700	0.700	0.700	0.700	0.700	0.700	84	84	84	84	84	84
10		Interlibrary Loan Asst.	SPO-A	120	0.670	0.670	0.670	0.670	0.670	0.670	80	80	80	80	80	80
11		Adult Services Asst.	SPO-B	96	1.890	1.890	2.000	2.100	2.200	2.300	181	181	192	202	211	221
12		Youth Services Asst.	SPO-B	96	2.840	2.840	3.000	3.200	3.200	3.300	273	273	288	307	307	317
13		Other Librarians	SPO-B	96	0.000	0.000	0.000	0.000	0.000	0.000	0	0	0	0	0	0
14		Other Library Asst.	SPO-B	96	0.000	0.000	0.000	0.000	0.000	0.000	0	0	0	0	0	0
15		Library Asst. (Children's)	SPO-C	96	0.000	0.000	0.000	0.000	0.000	0.000	0	0	0	0	0	0
16		Computer Technician	PO-D	120	0.000	0.000	0.500	0.500	0.500	0.500	0	0	60	60	60	60
17		Other Library Asst.	SPO-C	96	0.000	0.000	0.000	0.000	0.000	0.000	0	0	0	0	0	0
18		Page (shelving)	SPO-G	24	0.350	0.350	0.500	0.500	0.750	0.750	8	8	12	12	18	18
19		Cleaner	SPO-M	48	0.320	0.320	0.500	0.500	0.500	0.500	15	15	24	24	24	24
20	TOTAL FTE PERSONNEL:				11.770	11.770	12.870	13.170	13.520	13.720	5	5	24	48	72	96
21		Volunteers	SPO-G	24	0.200	0.200	1.000	2.000	3.000	4.000						
22	SUBTOTAL SQUARE FOOTAGE:										1,517	1,517	1,634	1,687	1,727	1,770
23	unit area x number of volumes				net square footage											
24	collections	Reference	SHLV-R	0.10	1,800	1,800	1,600	1,400	1,200	1,000	180	180	160	140	120	100
25		Local History	SHLV-R	0.20	300	300	350	400	450	500	60	60	70	80	90	100
26		Current display	SHLV-R	0.20	200	300	400	400	400	400	40	40	80	80	80	80
27		Adult fiction/ non-fiction	SHLV-A	0.07	33,000	33,000	34,500	35,500	36,000	36,500	2,200	2,200	2,300	2,367	2,400	2,433
28		Adult audiovisual	SHLV-D	0.04	2,800	3,400	3,800	4,200	4,500	5,000	112	112	152	168	180	200
29		Large print	SHLV-R	0.10	1,650	1,800	2,000	2,100	2,300	2,500	165	165	200	210	230	250
30		Young adult	SHLV-R	0.10	600	1,200	1,250	1,300	1,400	1,500	60	60	125	130	140	150
31		Youth Reference	SHLV-R	0.10	200	200	200	175	150	125	20	20	20	18	15	13
32		Youth easy/ picture	SHLV-C	0.03	6,000	6,200	7,000	7,500	8,000	8,500	180	180	210	225	240	255
33		Youth fiction/ non-fiction	SHLV-E	0.05	18,000	18,000	19,250	20,000	20,750	21,000	900	900	963	1,000	1,038	1,050
34		Youth audiovisual	SHLV-D	0.04	2,400	2,770	2,900	3,100	3,400	3,700	96	96	116	124	136	148
35		Paperback (adult and youth)	SHLV-A	0.07	6,500	6,500	7,000	7,000	7,250	7,500	433	433	467	467	483	500
36		Adult current periodicals	SHLV-P	1.50	150	195	200	210	215	220	225	225	300	315	323	330
37		Youth current periodicals	SHLV-P	1.50	35	40	45	45	45	45	53	53	68	68	68	68
38		Backfile periodicals	SHLV-R	0.10	5,500	4,500	3,000	2,000	1,500	1,000	550	550	300	200	150	100
39		Pamphlet Files	FILE-V	18	6	2	2	2	2	2	108	108	36	36	36	36
40		Microform cabinet	FILE-M	15	2	2	3	3	3	3	30	30	45	45	45	45
41		Maps	CASE-M	40	0	0	0	0	0	0	0	0	0	0	0	0
42	TOTAL ITEMS:				79,143	80,209	83,500	85,335	87,565	89,495	5,412	5,412	5,611	5,671	5,773	5,857
43	SUBTOTAL SQUARE FOOTAGE:										5,412	5,412	5,611	5,671	5,773	5,857
44	unit area x number of seats				net square footage											
45	seating	Adult & Young Adult four-place	SEAT-E	25	20	24	24	24	24	24	500	600	600	600	600	600
46		Adult & Young Adult two-place	SEAT-D	30	8	8	8	8	8	8	240	240	240	240	240	240
47		Adult & Young Adult one-place	SEAT-C	35	3	4	4	4	4	4	105	140	140	140	140	140
48		Adult lounge	SEAT-B	40	15	16	18	18	20	20	600	640	720	720	800	800
49		Adult OPAC & Machine	SEAT-A	45	9	10	10	12	12	12	405	450	450	540	540	540
50		Adult bench	SEAT-K	5	0	2	2	2	2	2	0	10	10	10	10	10
51		Adult index	SEAT-F	20	0	4	4	4	4	4	0	80	80	80	80	80
52		Quiet room	SEAT-G	25	0	8	8	8	8	8	0	200	200	200	200	200
53		Group study room	SEAT-G	25	0	6	6	6	6	6	0	150	150	150	150	150
54		Tutoring room	SEAT-G	25	0	4	4	4	4	4	0	100	100	100	100	100
55		Internet/ Database Searching	SEAT-T	45	6	8	10	10	12	12	270	360	450	450	540	540
56		Primary four/ five-place	SEAT-E	25	15	15	15	15	15	15	375	375	375	375	375	375
57		Intermediate four-place	SEAT-F	20	0	8	8	8	8	8	0	160	160	160	160	160
58		Adult Study Table in Children's	SEAT-X	25	10	2	2	2	2	2	250	50	50	50	50	50
59		Adult Study Carrels in Children's	SEAT-X	35	3	2	2	2	2	2	105	70	70	70	70	70
60		Adult Seating in Children's Area	SEAT-B	40	3	3	3	3	3	3	120	120	120	120	120	120
61		Youth lounge	SEAT-B	30	0	4	6	6	6	6	0	120	180	180	180	180
62		Youth Internet & Machine	SEAT-A	36	6	6	8	8	8	8	216	216	288	288	288	288
63		Youth slope top	SEAT-K	15	0	0	0	0	0	0	0	0	0	0	0	0
64		Youth bench	SEAT-K	5	0	0	0	0	0	0	0	0	0	0	0	0
65		Youth floor	SEAT-K	10	0	6	8	8	8	8	0	60	80	80	80	80
66	TOTAL READER SEATS:				98	140	150	152	156	156	3,186	4,141	4,463	4,553	4,723	4,723
67	RATIO OF ITEMS PER SEAT:				808	573	557	561	561	574						
68		Multi-purpose meeting room	SEAT-H	15	100	100	60	60	60	60	1,500	1,500	900	900	900	900
69		Conference room	SEAT-E	25	0	0	15	15	15	15	0	0	375	375	375	375
70		Computer Lab/ Training space	SEAT-T	25	0	0	11	11	11	11	0	0	275	275	275	275
71		Youth program/ craft room	SEAT-K	10	0	0	100	100	100	100	0	0	1,000	1,000	1,000	1,000
72	SUBTOTAL SQUARE FOOTAGE:										4,686	5,641	7,013	7,103	7,273	7,273
73	unit area x number of units				net square footage											
74	support	Service desk stations	SVDSK-A	120	8	10	10	10	10	10	960	1,200	1,200	1,200	1,200	1,200
75	spaces	Computer Stations	SPO-H	24	13	15	15	15	15	15	312	360	360	360	360	360
76		Registration table	TBL-R	50	0	0	0	0	0	0	0	0	0	0	0	0
77		Self-check terminal	TERM-S	50	0	1	1	1	1	1	0	50	50	50	50	50
78		Atlas stand	SHLV-S	25	0	1	1	1	1	1	0	25	25	25	25	25
79		Globe	GLB-A	25	1	1	1	1	1	1	25	25	25	25	25	25
80		Dictionary stand	SHLV-S	25	1	1	1	1	1	1	25	25	25	25	25	25
81		Display case	DSPY-A	50	2	2	2	2	2	2	100	100	100	100	100	100
82		Literature rack	LIT-R	25	4	4	4	4	4	4	100	100	100	100	100	100
83		Work room shelving	SHLV-X	9												

tables (each of which would have four chairs – $6 \times 4 = 24$). The 24 seats multiplied by the 25 sq. ft. unit area yields the 600 sq. ft. shown on the right side of the chart.

At the bottom of the chart, you will note that there are several different square foot calculations. The first is “net square feet.” This calculation merely adds up each of the square footage calculations that appear for the components listed above. The second figure is “net assignable square feet.” This applies an efficiency factor to each of the components. We have used a relatively high efficiency factor of 90% to each element. The final set of calculations is referred to as “building gross square feet.” This calculation allows for the inclusion of non-assigned spaces including mechanical systems (heating, ventilation, air conditioning, etc.), restrooms, corridors, and so forth. Again, we have applied a relatively high efficiency figure of 85% to our calculations. These efficiency factors, while achievable, are challenging to an architect.

While the consultants did not specifically calculate the current facility’s efficiency, there are certainly some areas that point out the need for the application of efficiency factors such as these. For example, the corridor that extends from the elevator entrance through the entire length of the building to the rear exit would not appear in any list of functional areas.

Specific Recommendations

Staffing

Staffing recommendations, like most recommendations in this report are very conservative. They envision staff growth by less than two full-time equivalent positions over the twenty-year planning period. Staff growth is calculated to maintain the “Enhanced” level of service now enjoyed by Baraboo area residents. With one exception, staff growth is based on an estimated increase in the circulation of materials.

The exception comes in the area of the inclusion of a computer technician. The addition of a computer laboratory/training facility and of additional computer terminals is part of the rationale for this addition.

However, we also envision some re-purposing of staff. The position now identified as the Circulation/Automation position would serve as the supervisor for the computer technician. This Circulation/Automation person would then be relieved of some of the technician functions and would be able to devote a greater portion of time to “teaching” library users how to use technology resources including the online catalog as well as online databases and other Internet-based information resources. The computer lab would be used for some formal training sessions. It would be available for general public use for Internet searching and productivity computing (word processing, spreadsheets, etc.) during most open hours.

The consultants’ recommendation for increased cleaning assistance is very modest. If an addition of approximately 11,000 sq. ft. was added to the current building, it is likely that this position might need to be expanded to full-time or supplemented with contracted cleaning and maintenance services.

Collections

The current collection sizes provided are based on a combination of statistics provided by the library and estimates derived from counting shelves and multiplying by observed loads (the number of books per average shelf in an area). This method does not fully compensate for items in circulation; however, it is assumed that a similar percentage of the collection (with some minor seasonal variations) is always in circulation.

Again, collection sizes are basically driven by maintaining the “Enhanced” level of service. The consultants have made a few adjustments based on demographic realities and professional judgment. For example, we have chosen to increase audiovisual materials at a rate higher than is suggested by the DLTCL calculations. This is because we believe that alternate formats will continue to increase in importance over the next 20 years. We have also increased the sizes of the youth easy/picture book collection and the large print collections in response to the higher percentages of children and seniors in the Baraboo service area.

A note is in order concerning the calculations offered on reference materials. We have indicated a reduction in the

space needed for the housing of both adult and children's reference materials. This is due to the fact that reference materials (especially adult reference materials) are increasingly available only in electronic formats. We expect that this trend will continue and that paper-based reference resources will continue to decline in numbers.

The same rationale has been applied to back-issues of periodicals. We have gradually reduced the number of periodical backfiles to reflect the expectation that library users will increasingly depend on full-text databases rather than on hard copy for these items. However, we should also note that we expect that print versions of current periodicals will continue to be popular. Therefore, we anticipate that the space needed to house current periodicals will increase but that the library will not need to retain as many back issues.

Seating

Most of the increases in the seating categories are driven by the addition of specialty seating areas. We recommend the inclusion of a "quiet room," two tutoring rooms (each seating two persons), a group study room (seating six), a small conference room (seating 15), a small computer laboratory (9 user seats, 1 trainer seat, and 1 console), and a dedicated children's storytime room.

Most of these areas received good support from the public and would offer users a greater variety of types of reading and study spaces. We have also reduced the number of adult-sized tables in the children's area, and have replaced them with intermediate sized seating. Also added is additional seating for young adults and casual and floor seating areas for young children.

The number of added computer workstations is relatively small due mostly to the inclusion of the computer lab. If a computer lab is *not* provided, the Library will need to add more computer workstations to the general adult services area.

The consultants found little support for additional adult programming space. This may be, in part, a self-fulfilling prophecy. The Baraboo Public Library does almost no adult programming; consequently, the public might well

view the need for space to house such functions as a very low priority. Our approach to this situation is to suggest that the current meeting room might be refurbished to serve as a dedicated storytime/craft area.

The current meeting room facility has the aesthetic allure of a storeroom! The dedicated storytime room would be decorated to capture the attention and imagination of young children. Bright colors, a carpeted floor, graphics, realia, surfaces for displaying children's art and so forth would be incorporated in this area. The balance of the current meeting room would have a resilient, easy-to-clean surface (floor-tile), a sink area, and space for primary-sized tables and chairs. It would usually be used for craft events; however, it could be designed in such a way that it could be opened up to allow for larger children's events (performers, movies, etc.).

We would then recommend the inclusion of a separate, smaller adult programming area (large enough for approximately 60 people in the expanded facility). This would ensure that the dedicated children's storytime space was truly that – dedicated to children's activities. A location of a new high-tech, adult meeting room space near an entrance would encourage public use and would offer the Library greater opportunities for both library sponsored and independently sponsored adult programming.

Support Spaces

Our recommendations for additional support spaces are aimed primarily at improving staff workspaces and addressing deficiencies in the current facility. For example, the number of circulation workstations is increased, a formal loading area is added, the number of staff worktables is increased, staff lockers are provided, and a small, but formal staff lounge is added.

The Baraboo Public Library has a relatively small, hard-working, dedicated staff. Improvements in staff working conditions are focused on providing this staff with the most efficient space possible for completing their work.

Recommendations for Some Immediate Relief

The consultants recognize that it would likely take three or more years to see an addition through to completion even if the Baraboo Public Library Board of Trustees decided immediately to embark on such an effort. In that light, we offer the following suggestions for short-term efforts that will relieve some of the crowding.

In our opinion, much of the problem with the current children's area is due to the use of the space rather than the size of the space provided. The children's department already has more than enough shelving to meet its long-term needs. There is not enough shelving for picture books; however, shelving for juvenile fiction and non-fiction is ample. Our recommendations are as follows. Consider the consolidation of some children's specialty collections and reduce the number of shelving units in the large, back area of the children's department. Add intermediate table seating and children's casual and floor seating areas.

The Library might also consider a reconfiguration of the children's circulation desk. The area that now houses the children's computers would become the children's department desk and office area. The desk would then provide a view of the main portion of the children's room as well as the front portion. The front area would then be reconfigured to house more picture books and readers and the computers would be moved into the rear section relatively close to the new desk area.

Work could also begin in the short-term on a renovation of the meeting room into a children's storytime area as described earlier in the report.

Short-term solutions are more difficult in the adult area. However, our recommendation would be to reduce the size of the adult non-fiction collection substantially through a major weeding project and to slightly reduce the number of shelving units. The non-fiction collection is currently exceptionally large for a library serving a population of less than 25,000 and appears to have some outdated materials in it. However, it must be noted that the consultants *did not* perform a collection analysis and the Board should depend

on the Director's recommendation as to whether a significant weeding is feasible.

If a weeding is possible, the effort would be to reduce the stack density. That is, to break up the solidly packed stack ranges with some seating. Part of the reason that the adult area feels so crowded is that it is so completely full of shelving and materials. The consultants suggest that this may be a situation where "less is more." That is, users may find more usable materials if there is somewhat less on the shelves. Another approach may be to move some materials (second copies of some older items, some less used materials, etc. into storage. A portion of the current meeting room might be used for this purpose in the short-run.

Finally, the library should undertake a house-cleaning to reduce the inventory of little used and/or surplus equipment. The consultants have seen many libraries that have much more in the way of obsolete and surplus equipment. We do not mean to suggest that the Library has not made a reasonable attempt to control excess equipment. However, given the current crowded situation, the Library needs to do an exceptional job at reducing clutter.

Baraboo Public Library In-Library Survey

During the week of June 4th, 2001, the staff and volunteers of the Baraboo Public Library administered a survey to library users. The surveys were distributed on both the adult and children's levels of the library and in timeframes that roughly matched the usage of the library, i.e., more surveys were administered at times when earlier circulation data indicated heavier use. Three hundred and twenty-one usable surveys were completed.

Who participated in the survey?

Of the people who participated over sixty-five percent (65.4%) were women. Nearly eighty-three percent (82.8%) lived in the City of Baraboo with the zip code of 53913. Over thirty-six percent (36.1%) were aged 35 to 49 years. (In the experience of the consultants this is a high percent for this age group. We have not compared the figures with census data to determine if this represents City of Baraboo distribution.) They were also frequent users of the library. Over sixty-two percent (62.3%) said they had used the library more than twelve times in the last six months.

What did they say?

Seventy-three percent (72.9%) said they had checked out books and/or other materials on the day they completed the survey. Less than one percent (0.93%) said they had used a computer for word processing.

Activity	Percent Who Did This
Checked out books or other items	72.9%
Returned books or other materials	58.6%
Asked a librarian for help	37.4%
Used the computer catalog	30.8%
Used magazines, books, or newspapers in library	29.9%
Brought a child to the library	28.4%
Checked the bulletin boards	24.6%
Placed a hold on library materials on the Computer catalog	24.3%
Used the Internet	13.7%
Used a reference source in the library	10.3%
Used the copy machine	9.7%
Brought a child to a children's program	2.2%
Used a computer for word processing	0.9%

Fourteen percent also gave some other specific activity they did such as looked for a specific item or met a friend.

Users of the Baraboo Public Library are satisfied with the library. Nearly fifty-seven percent (56.7%) said they were Extremely Satisfied; another thirty-two percent (32.4%) said they were Very Satisfied.

They were asked to rate a number of current service factors of the library on a scale of one to five, with five being high or very good. In the compilation of responses the “don’t know” responses are not included in the rankings. The table below gives the rank order, highest first, of the factors. Note that “average” would be a score of 3.0.

Factor	Mean Score
Helpfulness of staff	4.87
Friendliness of staff	4.87
Convenient location	4.70
Programs and events for youth	4.56
Adequate seating space	4.55
Convenient hours	4.44
General level of quiet	4.41
Signage for finding things	4.42
Up-to-date materials	4.34
Up-to-date technologies	4.30
Computer availability	4.26
Quality of collections	4.21
Adequate parking	3.74

One hundred and forty-eight people did not rate Programs and events for youth. They said they “didn’t know.” Presumably this means they do not bring children or youth to the library and consequently felt unqualified to respond to rating that factor. Similarly 113 said “don’t know” to the question of Computer availability and 79 didn’t know about Up-to-date technologies.

However, seventy-three percent (72.6%) said they had a computer at home. Of all the respondents sixty-one percent (60.8%) said they had Internet access at home, but only thirty-two percent (31.8%) said they accessed LINKcat from home.

The survey also asked which of the following improvements should be made at the Baraboo Public Library. The following table gives the improvements in order of the percent of participants who said the improvement should be made.

Improvement	Percent Favoring
Provide a separate computer lab or Instruction room	26.2%
Provide small conference or study rooms	22.1%
Provide more shelving to alleviate overcrowded shelves	22.1%
Provide a young adult area	21.2%
Provide a larger local history and genealogy area	16.8%
Provide quiet areas within the library	15.9%
Provide a better arranged/larger magazine area	13.4%
Provide a business resources area	13.1%
Provide more seating	10.0%
Provide a story-time room	10.0%
Provide a large community room	9.4%

Nearly seventeen percent (16.5%) added some comment about other improvements they would like such as parking, hours, more materials, etc. A few simply shared positive comments about the library and its staff.

Baraboo Public Library In-House Survey Summary

	All Responses	% of All Responses	14 - 19 Years of Age	% 14 - 19 Years of Age	20 - 34 Years of Age	% 20 - 34 Years of Age	35 - 49 Years of Age	% 35 - 49 Years of Age	50 - 64 Years of Age	% 50 - 64 Years of Age	65 - 74 Years of Age	% 65 - 74 Years of Age	75 Years and Over	% 75 Years and Over
What did you do during your visit today?														
Used the Internet	44	13.71%	4	25.00%	14	19.44%	11	9.48%	8	11.94%	5	15.15%	2	11.76%
Used the computer catalog	99	30.84%	9	56.25%	31	43.06%	31	26.72%	20	29.85%	7	21.21%	1	5.88%
Placed a "hold" using the computer catalog	78	24.30%	4	25.00%	20	27.78%	27	23.28%	17	25.37%	7	21.21%	3	17.65%
Used a computer for word processing	3	0.93%	1	6.25%	2	2.78%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Returned books or other materials	188	58.57%	8	50.00%	42	58.33%	69	59.48%	35	52.24%	20	60.61%	14	82.35%
Asked a librarian for help	120	37.38%	7	43.75%	32	44.44%	44	37.93%	19	28.36%	11	33.33%	7	41.18%
Checked out books or other items	234	72.90%	10	62.50%	52	72.22%	90	77.59%	48	71.64%	20	60.61%	14	82.35%
Used the copy machine	31	9.66%	2	12.50%	6	8.33%	9	7.76%	4	5.97%	6	18.18%	4	23.53%
Used magazines, newspapers of books in the library	96	29.91%	4	25.00%	17	23.61%	34	29.31%	23	34.33%	14	42.42%	4	23.53%
Used a reference source in the library	33	10.28%	3	18.75%	9	12.50%	5	4.31%	7	10.45%	8	24.24%	1	5.88%
Brought a child to use the library	91	28.35%	3	18.75%	32	44.44%	48	41.38%	6	8.96%	2	6.06%	0	0.00%
Brought a child to a children's program	7	2.18%	0	0.00%	3	4.17%	1	0.86%	1	1.49%	2	6.06%	0	0.00%
Checked the bulletin boards	79	24.61%	3	18.75%	18	25.00%	34	29.31%	12	17.91%	10	30.30%	2	11.76%
Something else	45	14.02%	2	12.50%	11	15.28%	15	12.93%	13	19.40%	2	6.06%	2	11.76%
General satisfaction with the library														
Extremely satisfied	182	56.70%	6	37.50%	37	51.39%	63	54.31%	39	58.21%	24	72.73%	13	76.47%
Very satisfied	104	32.40%	6	37.50%	22	30.56%	41	35.34%	25	37.31%	7	21.21%	3	17.65%
Satisfied	30	9.35%	4	25.00%	11	15.28%	10	8.62%	2	2.99%	2	6.06%	1	5.88%
Somewhat Satisfied	5	1.56%	0	0.00%	2	2.78%	2	1.72%	1	1.49%	0	0.00%	0	0.00%
Not at all satisfied	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Rating of current service factors														
Convenient location														
Don't know/No Opinion	6		1		1		2		2		0		0	
1 - Very Poor	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
2	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
3	18	5.71%	2	13.33%	7	9.86%	4	3.51%	3	4.62%	2	6.06%	0	0.00%
4	60	19.05%	9	60.00%	18	25.35%	22	19.30%	6	9.23%	4	12.12%	1	5.88%
5 - Very Good	237	75.24%	4	26.67%	46	64.79%	88	77.19%	56	86.15%	27	81.82%	16	94.12%
Mean =	4.70													
Median =	5.00													
Convenient hours														
Don't know/No Opinion	5		1		0		3		1		0		0	
1 - Very Poor	2	0.63%	0	0.00%	1	1.39%	0	0.00%	1	1.52%	0	0.00%	0	0.00%
2	7	2.22%	0	0.00%	3	4.17%	1	0.88%	2	3.03%	1	3.03%	0	0.00%
3	32	10.13%	1	6.67%	7	9.72%	17	15.04%	7	10.61%	0	0.00%	0	0.00%
4	83	26.27%	6	40.00%	26	36.11%	30	26.55%	13	19.70%	7	21.21%	1	5.88%
5 - Very Good	192	60.76%	8	53.33%	35	48.61%	65	57.52%	43	65.15%	25	75.76%	16	94.12%
Mean =	4.44													
Median =	5.00													

Baraboo Public Library In-House Survey Summary

	All Responses	% of All Responses	14 - 19 Years of Age	% 14 - 19 Years of Age	20 - 34 Years of Age	% 20 - 34 Years of Age	35 - 49 Years of Age	% 35 - 49 Years of Age	50 - 64 Years of Age	% 50 - 64 Years of Age	65 - 74 Years of Age	% 65 - 74 Years of Age	75 Years and Over	% 75 Years and Over
Adequate parking														
Don't know/No Opinion	14		2	0.00%	2	4.29%	7	0.92%	1	1.52%	1	3.13%	1	0.00%
1 - Very Poor	6	1.95%	0	0.00%	3	7.14%	1	14.68%	1	4.55%	4	12.50%	4	6.25%
2	31	10.10%	2	14.29%	5	27.38%	16	24.77%	3	31.82%	21	21.88%	4	25.00%
3	87	28.34%	4	28.57%	27	32.86%	27	34.86%	27	28.79%	19	21.88%	2	12.50%
4	95	30.94%	6	42.86%	23	32.86%	38	24.77%	19	28.79%	7	21.88%	2	12.50%
5 - Very Good	88	28.66%	2	14.29%	12	17.14%	27	24.77%	22	33.33%	16	50.00%	9	56.25%
Mean =	3.74													
Median =	4.00													
Helpfulness of staff														
Don't know/No Opinion	4		0	0.00%	0	0.00%	2	0.00%	1	0.00%	1	0.00%	0	0.00%
1 - Very Poor	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
2	1	0.32%	0	0.00%	1	1.39%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
3	3	0.95%	0	0.00%	1	1.39%	2	1.75%	0	0.00%	0	0.00%	0	0.00%
4	32	10.09%	2	12.50%	13	18.06%	10	8.77%	6	9.09%	1	3.13%	0	0.00%
5 - Very Good	281	88.64%	14	87.50%	57	79.17%	102	89.47%	60	90.91%	31	96.88%	17	100.00%
Mean =	4.87													
Median =	5.00													
Friendliness of staff														
Don't know/No Opinion	5		1	0.00%	0	0.00%	2	0.00%	1	0.00%	1	0.00%	0	0.00%
1 - Very Poor	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
2	1	0.32%	0	0.00%	1	1.39%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
3	5	1.58%	0	0.00%	4	5.56%	1	0.88%	0	0.00%	0	0.00%	0	0.00%
4	29	9.18%	2	13.33%	10	13.89%	13	11.40%	4	6.06%	0	0.00%	0	0.00%
5 - Very Good	281	88.92%	13	86.67%	57	79.17%	100	87.72%	62	93.94%	32	100.00%	17	100.00%
Mean =	4.87													
Median =	5.00													
Up-to-date materials														
Don't know/No Opinion	22		1	0.00%	5	0.00%	7	0.00%	7	1.67%	2	0.00%	0	0.00%
1 - Very Poor	1	0.33%	0	0.00%	0	0.00%	0	0.00%	1	3.33%	0	0.00%	0	0.00%
2	8	2.68%	2	13.33%	1	1.49%	3	2.75%	2	3.33%	0	0.00%	0	0.00%
3	33	11.04%	2	13.33%	10	14.93%	17	15.60%	2	3.33%	1	3.23%	1	5.88%
4	103	34.45%	7	46.67%	26	38.81%	39	35.78%	23	38.33%	7	22.58%	1	5.88%
5 - Very Good	154	51.51%	4	26.67%	30	44.78%	50	45.87%	32	53.33%	23	74.19%	15	88.24%
Mean =	4.34													
Median =	5.00													

Baraboo Public Library In-House Survey Summary

	All Responses	% of All Responses	14 - 19 Years of Age	% 14 - 19 Years of Age	20 - 34 Years of Age	% 20 - 34 Years of Age	35 - 49 Years of Age	% 35 - 49 Years of Age	50 - 64 Years of Age	% 50 - 64 Years of Age	65 - 74 Years of Age	% 65 - 74 Years of Age	75 Years and Over	% 75 Years and Over
Quality of collections														
Don't know/No Opinion														
1 - Very Poor	32	0	0	0.00%	0	0.00%	0	0.00%	10	0.00%	3	0.00%	4	0.00%
2	5	1.73%	0	0.00%	0	0.00%	4	3.77%	1	1.75%	0	0.00%	0	0.00%
3	52	17.99%	4	28.57%	13	18.84%	21	19.81%	7	12.28%	6	20.00%	1	7.69%
4	110	38.06%	8	57.14%	27	39.13%	44	41.51%	24	42.11%	5	16.67%	2	15.38%
5 - Very Good	122	42.21%	2	14.29%	29	42.03%	37	34.91%	25	43.86%	19	63.33%	10	76.92%
	Mean =	4.21												
	Median =	4.00												
Adequate seating space														
Don't know/No Opinion														
1 - Very Poor	10	0.32%	2	0.00%	1	0.00%	4	0.00%	1	1.52%	1	0.00%	1	0.00%
2	3	0.96%	0	0.00%	0	0.00%	3	2.68%	0	0.00%	0	0.00%	0	0.00%
3	24	7.72%	0	0.00%	7	9.86%	10	8.93%	2	3.03%	5	15.63%	0	0.00%
4	78	25.08%	2	14.29%	21	29.58%	28	25.00%	22	33.33%	4	12.50%	1	6.25%
5 - Very Good	205	65.92%	12	85.71%	43	60.56%	71	63.39%	41	62.12%	23	71.88%	15	93.75%
	Mean =	4.55												
	Median =	5.00												
Signage for finding things														
Don't know/No Opinion														
1 - Very Poor	30	0.00%	3	0.00%	5	0.00%	10	0.00%	7	0.00%	1	0.00%	4	0.00%
2	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
3	2	0.69%	0	0.00%	0	0.00%	2	1.89%	0	0.00%	0	0.00%	0	0.00%
4	26	8.93%	1	7.69%	7	10.45%	7	6.60%	6	10.00%	5	15.63%	0	0.00%
5 - Very Good	110	37.80%	7	53.85%	25	37.31%	42	39.62%	26	43.33%	7	21.88%	3	23.08%
	Mean =	4.42												
	Median =	5.00												
Computer availability														
Don't know/No Opinion														
1 - Very Poor	113	0.96%	1	0.00%	14	1.72%	42	1.35%	31	0.00%	16	0.00%	9	0.00%
2	2	0.00%	0	0.00%	1	1.72%	1	2.70%	0	0.00%	0	0.00%	0	0.00%
3	9	4.33%	0	0.00%	3	5.17%	2	2.70%	3	8.33%	1	5.88%	0	0.00%
4	24	11.54%	0	0.00%	4	6.90%	14	18.92%	3	8.33%	3	17.65%	0	0.00%
5 - Very Good	71	34.13%	8	53.33%	22	37.93%	20	27.03%	15	41.67%	5	29.41%	1	12.50%
	Mean =	4.26												
	Median =	4.00												

Baraboo Public Library In-House Survey Summary

	All Responses	% of All Responses	14 - 19 Years of Age	% 14 - 19 Years of Age	20 - 34 Years of Age	% 20 - 34 Years of Age	35 - 49 Years of Age	% 35 - 49 Years of Age	50 - 64 Years of Age	% 50 - 64 Years of Age	65 - 74 Years of Age	% 65 - 74 Years of Age	75 Years and Over	% 75 Years and Over
Up-to-date technologies														
Don't know/No Opinion	79	0.00%	2	0.00%	14	0.00%	23	0.00%	21	0.00%	11	0.00%	8	0.00%
1 - Very Poor	0	2.48%	0	0.00%	2	3.45%	2	2.15%	2	4.35%	0	0.00%	0	0.00%
2	6	13.22%	4	28.57%	6	10.34%	14	15.05%	5	10.87%	2	9.09%	1	11.11%
3	32	35.95%	5	35.71%	18	31.03%	38	40.86%	18	39.13%	8	36.36%	0	0.00%
4	87	48.35%	5	35.71%	32	55.17%	39	41.94%	21	45.65%	12	54.55%	8	88.89%
5 - Very Good	117													
Mean =	4.50													
Median =	4.00													
Programs and events for youth														
Don't know/No Opinion	148	0.00%	5	0.00%	25	0.00%	40	0.00%	44	0.00%	23	0.00%	11	0.00%
1 - Very Poor	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
2	0	5.78%	1	9.09%	3	6.38%	3	3.95%	3	13.04%	0	0.00%	0	0.00%
3	10	32.37%	4	36.36%	15	31.91%	26	34.21%	8	34.78%	3	30.00%	0	0.00%
4	56	61.85%	6	54.55%	29	61.70%	47	61.84%	12	52.17%	7	70.00%	6	100.00%
5 - Very Good	107													
Mean =	4.56													
Median =	5.00													
General level of quiet														
Don't know/No Opinion	8	0.96%	0	0.00%	0	0.00%	3	0.00%	3	1.56%	0	0.00%	2	0.00%
1 - Very Poor	3	2.56%	0	0.00%	2	2.78%	0	0.00%	1	1.56%	0	0.00%	0	0.00%
2	8	9.58%	2	12.50%	2	2.78%	3	2.65%	2	3.13%	1	3.03%	0	0.00%
3	30	28.43%	5	31.25%	5	6.94%	10	8.85%	9	14.06%	4	12.12%	0	0.00%
4	89	58.47%	9	56.25%	17	23.61%	40	35.40%	16	25.00%	8	24.24%	3	20.00%
5 - Very Good	183													
Mean =	4.41													
Median =	5.00													
Number of uses of library in last six months														
One to five times	53	16.77%	7	43.75%	18	25.00%	12	10.53%	13	19.70%	1	3.13%	2	12.50%
Six to twelve times	66	20.89%	2	12.50%	15	20.83%	29	25.44%	9	13.64%	9	28.13%	2	12.50%
More than twelve times	197	62.34%	7	43.75%	39	54.17%	73	64.04%	44	66.67%	22	68.75%	12	75.00%
Have computer at home?														
Yes	233	72.59%	12	75.00%	54	75.00%	89	76.72%	50	74.63%	19	57.58%	9	52.94%
No	88	27.41%	4	25.00%	18	25.00%	27	23.28%	17	25.37%	14	42.42%	8	47.06%
Internet access at home?														
Yes	195	60.75%	11	68.75%	42	58.33%	78	67.24%	42	62.69%	15	45.45%	7	41.18%
No	126	39.25%	5	31.25%	30	41.67%	38	32.76%	25	37.31%	18	54.55%	10	58.82%

Baraboo Public Library In-House Survey Summary

	All Responses	% of All Responses	14 - 19 Years of Age	% 14 - 19 Years of Age	20 - 34 Years of Age	% 20 - 34 Years of Age	35 - 49 Years of Age	% 35 - 49 Years of Age	50 - 64 Years of Age	% 50 - 64 Years of Age	65 - 74 Years of Age	% 65 - 74 Years of Age	75 Years and Over	% 75 Years and Over
Access LINK cat from home?														
Yes	102	31.78%	3	18.75%	18	25.00%	49	42.24%	19	28.36%	11	33.33%	2	11.76%
No	219	68.22%	13	81.25%	54	75.00%	67	57.76%	48	71.64%	22	66.67%	15	88.24%
Needed areas of improvement														
Provide a better arranged or larger magazine area	43	13.40%	4	25.00%	10	13.89%	10	8.62%	12	17.91%	7	21.21%	0	0.00%
Provide small conference or study rooms	71	22.12%	6	37.50%	24	33.33%	22	18.97%	11	16.42%	8	24.24%	0	0.00%
Provide separate computer lab or instruction room	84	26.17%	3	18.75%	33	45.83%	26	22.41%	15	22.39%	6	18.18%	1	5.88%
Provide quiet areas within the library	51	15.89%	1	6.25%	13	18.06%	16	13.79%	14	20.90%	7	21.21%	0	0.00%
Provide more shelving (to alleviate crowding)	71	22.12%	1	6.25%	17	23.61%	27	23.28%	18	26.87%	7	21.21%	1	5.88%
Provide more seating	32	9.97%	0	0.00%	3	4.17%	17	14.66%	5	7.46%	7	21.21%	0	0.00%
Provide a business resources area	42	13.08%	5	31.25%	16	22.22%	14	12.07%	3	4.48%	4	12.12%	0	0.00%
Provide a larger local history & genealogy area	54	16.82%	7	43.75%	10	13.89%	23	19.83%	7	10.45%	6	18.18%	1	5.88%
Provide a large community room	30	9.35%	0	0.00%	8	11.11%	12	10.34%	6	8.96%	3	9.09%	1	5.88%
Provide a story-time room	32	9.97%	1	6.25%	18	25.00%	10	8.62%	2	2.99%	1	3.03%	0	0.00%
Provide a young adult area	68	21.18%	6	37.50%	22	30.58%	32	27.59%	4	5.97%	4	12.12%	0	0.00%
Other	53	16.51%	0	0.00%	13	18.06%	26	22.41%	10	14.93%	3	9.09%	1	5.88%
Age Group														
14 - 19 years old	16	4.98%												
20 - 34 years old	72	22.43%												
35 - 49 years old	116	36.14%												
50 - 64 years old	67	20.87%												
65 - 74 years old	33	10.28%												
75 years old and over	17	5.30%												
Zip Code														
53561	5	1.60%	0	0.00%	0	0.00%	0	0.00%	3	4.62%	2	6.06%	0	0.00%
53913	259	82.75%	13	86.67%	57	80.28%	98	86.73%	49	75.38%	27	81.82%	15	93.75%
53951	13	4.15%	1	6.67%	3	4.23%	7	6.19%	2	3.08%	0	0.00%	0	0.00%
53959	8	2.56%	0	0.00%	3	4.23%	4	3.54%	1	1.54%	0	0.00%	0	0.00%
53961	7	2.24%	0	0.00%	2	2.82%	2	1.77%	2	3.08%	0	0.00%	1	6.25%
53965	5	1.60%	0	0.00%	2	2.82%	1	0.88%	1	1.54%	1	3.03%	0	0.00%
14 other zipcodes	16	5.11%	1	6.67%	4	5.63%	1	0.88%	7	10.77%	3	9.09%	0	0.00%
Gender														
Female	208	65.41%	9	56.25%	54	76.06%	83	72.81%	38	56.72%	16	48.48%	8	47.06%
Male	110	34.59%	7	43.75%	17	23.94%	31	27.19%	29	43.28%	17	51.52%	9	52.94%

Baraboo Telephone Survey and Focus Groups

The telephone survey was conducted on July 16, 17, and 18, 2001. While the consultants had planned to carry out the survey during the entire week, the response rate was very high and we had completed over three hundred surveys by midweek. We attribute the high response rate (43.3 percent) to both advance publicity by the library and to the general goodwill with which the library is held in the community. The consultant also conducted three focus groups with users during this time, one with nine children aged 10-13 years, another with eight children aged 6-9 years, and one with nine parents and caregivers.

Survey Methodology

A sample of 980 telephone numbers was drawn from the Baraboo Area Telephone Book. Only clearly residential numbers with the 355 and 356 prefixes were drawn. Of that sample, 90 numbers had been disconnected, were not in service, or turned out not to be residential, i.e., generally they were attached to a fax machine. The telephone book was dated August 2000, so its datedness may partially account for the high number of disconnected numbers.

At least three attempts were made to contact a person aged fourteen years or older at each number. If there was an answering machine, on the first attempt the surveyor left a brief message explaining the reason for the call and said she would call again later in the week. Of the 890 usable numbers, the surveyors were unable to reach someone to interview at 320.

At 185 numbers the surveyors were able to reach a person, but the person refused to be interviewed. Frequently the person answering the phone simply hung up without responding. The surveyors were unable to discern the reason for the refusal, but on 84 of recording sheets they added comments that are helpful in making guesses about the refusals. One person said his wife worked at the library and he didn't think he should answer the survey. Several people said they had completed the survey at the library; some said they had already done the survey. (The surveyors decided these were people at a number where the voice mail message had been left. It is also possible that people with different last names but sharing the same telephone, might generate more than one call to the same number.) Men sometimes said to call back when their wife was at home. Another frequent comment was they didn't have time to do the survey. Another category of refusals was related to age and disabilities—"I don't get out and I'm too old to care" and "I'm disabled and can't go to the library." A very few were relatively negative: "don't care about the library," "not interested," and "don't attend the library ever." One said he "didn't think his opinion would matter." At least one said she was moving soon and some others said they were too new to the community to have used the library. One of these had "only" been in Baraboo two years.

Sample size = 980
 - 90 Disconnected, not in service, not a residential #
 890 Usable numbers
 185 Refused
 320 Unable to complete
 385 Completed surveys
 385/890 = 43.3% response rate

A copy of the survey and a chart of the compiled results are included. The text that follows is based on the data given in the chart.

Who participated in the survey?

Given the selection of the 355 and 356 prefixes, it is not surprising to find that just over seventy-seven percent (77.4%) of the respondents were located in the City of Baraboo, nor that over ninety-six percent (96.4%) were from the 53913 zip code. The highest percent of those participating, nearly thirty-one percent (30.7%), in the survey were between the ages of 35 and 49, although the second highest group, twenty-two percent (22.3%) were between the ages of 20 and 34. Often the consultants encounter lower percents of participation from these age groups and higher percents from more elderly residents. Nearly 46 percent (45.97%) said they were working full-time. The second highest percent, nearly eighteen percent (17.9%), said they were retired. Over half (53.8%) were women. While a majority of participants are usually women, the high percent of men who participated is a bit unusual in the consultants' experience. This may be offset by the fifteen percent (15.05%) who were "undetermined." The surveyors were not required to ask participants their gender, only to record their (the surveyors') best guess whether the person was male or female. Unfortunately, one surveyor failed to record this information often.

Of the 385 completed surveys over seventy-two percent (72.5%) said they or a member of their immediate family had called or visited the Baraboo Public Library in the last six months. Having over twenty-seven percent (27.5%) non-users participate is unusual. (Non-users most often simply refuse to participate.)

What did they say?

The users were asked to rate a number of current service factors of the library on a scale of one to five, with five being high or very good. In the compilation of responses the "don't know" responses are not included in the rankings. The table below gives the rank order, highest first, of the factors. Note that "average" would be a 3.0.

Factor	Mean Score
Friendliness of Staff	4.76
Helpfulness of Staff	4.75
Convenient Location	4.72
General Level of Quiet	4.65
Adequate Seating Space	4.56
Programs and Events for Youth	4.47
Up-to-Date Materials	4.46
Convenient Hours	4.41
Signage	4.41
Up-to-Date Technologies	4.37
Quality of Collections	4.36
Computer Availability	4.08
Adequate Parking	3.49

Everything except parking is rated very highly! In the consultants' experience staff friendliness and helpfulness are usually rated quite highly (often not this high, but always near the top of the list). One argument that is sometimes made is that library users say they "don't know" rather than give a negative rating. The consultants believe "don't know" is a valid response since many library users do not have any sense of the children's programming, for example, if they do not have children. So, another way to look at the rankings is to see who is using what, i.e., where were there high numbers of "don't know" responses. The highest number of "don't know" (98) is for Programs and Events for Youth, followed by a very high number (96) who said they didn't know about Computer Availability. Baraboo Public Library must have many users who do not use the library's computers. Fitting with this is the high number (55) who said they didn't know about the library's Up-to-Date Technologies.

Two other things seem apparent. One is that the General Level of Quiet does not seem to be an issue, nor is the Adequate Seating Space. The consultants suspect the seating space rating is for general seating, and that adding specialty seating may be more important as shows up in the needed improvements discussed below.

Needless to say, users of the Baraboo Public Library are "Very Satisfied" with the Library. Over half (50.4 percent) said that they were "Very Satisfied." Another thirty-five percent (35.3%) said they were "Extremely Satisfied."

Participants who said neither they nor their family had called or visited the Baraboo Public Library in the last six months were asked for their reasons for not using the library. Their responses repeat what the consultants generally hear. The highest percent, nearly thirty-seven percent (36.8%) said "I have no need to use a library," followed by nearly thirty-four percent (33.96%) who said, "I don't have the time." Beyond those two high factors, parking came in third. Almost seventeen percent (16.98%) said, "Finding parking is a problem."

Library users are more likely than non-users to have a computer at home. Over seventy-five percent (75.6%) of the users and only thirty eight percent (37.74%) of the non-users said they had a computer at home. Of those with a computer over eighty-three percent (83.27%) said they had Internet access from their home computer. In this case the users and non-users are very similar. Nearly eighty-three percent (82.9%) of the library users and eighty-five percent (85.5%) of the non-users with home computers said they had Internet access from home.

The responses to the question of LINKcat access are a bit confounding. The yes and no answers to the question should total a figure equal to 209, the number of participants who have Internet access from home. Instead it totals 251, the number of people who said they had a computer at home. The surveyors should not have asked those without Internet access whether they accessed LINKcat from home. Nor is it logical that those who were identified as non-users are accessing LINKcat from home unless they are using libraries other than the Baraboo Public Library.

The major question asked of both users and non-users was about improvements they thought should be made at the Baraboo Public Library. The following table gives the improvements in order of the percent of participants who said the improvement should be made.

Improvement	Percent Favoring
Computer Lab	45.7%
Story-Time Room	41.3%
Young Adult Area	38.2%
Quiet Study Area	32.2%
More Shelving for Materials	31.7%
Small Conference or Study Rooms	31.2%
Larger Local History & Genealogy Area	31.2%
Business Resources Area	27.8%
More seating	25.2%
Large community room	23.4%
Better arranged/larger magazine area	13.3%

Ninety-eight people (25.5 percent) also made some comment in response to this question. Almost always the comments were related to responses that were possible in the earlier question about current services. Most often they were comments about the need to improve parking; however, the second most frequent response was letting the community know more about LINKcat. Other suggestions included longer hours, updating the materials (especially books), activities for 9-12 year olds, computer classes for older adults, multi-media projection, more quiet, add a Minneapolis newspaper, better flower arrangements and furnishings, a sign to say where the line starts at check out, more conference rooms, sell food, a larger library, and a larger “kids part.” There were also comments such as “is pretty good overall” and “last expansions were adequate.” Three people wanted the library to do more publicity—have a newsletter, get in the newspaper more.

A question the consultants often use in surveys asks the number of pre-school and school aged children in the household because public library use is often related to having children and wishing to provide them with educational and recreational experiences. Sixty-two percent (62.1%) of the participants in the survey had no children in their household. That represented nearly fifty-six percent (55.6%) of the users and over seventy-nine percent (79.3%) of the non-users.

Focus Groups

The nine children in the age 10-13 years group were going to be 5th-8th graders this fall; two said they were home schooled. What they like best about the library were “a lotta books,” videos, magazines, the librarians, using the computer, the after school programs, being able to do projects for research, and being able to put holds on books at other libraries. Most of them had been coming to the library since they were “really little” and couldn’t remember this first visit. All of them seemed to be pretty voracious readers and had lots of comments to share about their favorites.

Their ideas for improving the library included being able to check out kids’ computer games, having their own space (kids from say 6th grade through high school needed their own space), more places to sit, more computers downstairs, videos for kids in between (neither kids nor adults videos, but in-between), programs for little kids in the summer and for older kids in the winter, and more joke books! Their idea of the perfect library would be one that was “an addition on my house,” would have study rooms with no toddler allowed, would be sound proof, would have more bathrooms and another elevator, a slide instead of stairs, more CDs and cassettes for their age group, a separate computer room about half the size of the meeting room, a program room, a storage room, and enough copies so you don’t have to wait!

There were eight children in the 6-9 year olds focus group. They liked that you can ask librarians to help you find things, the Summer reading program, getting things from other libraries, the books they have on display, and “all the interesting books”—adventure stories, the horse section, lots of series books, and videos. All of them had a computer at home and used the computer at the library as well. The story times with the outside performers were the best! While only two could remember their first visit to the library, another said she could remember getting her library card. One said he was bored the first time he came because he didn’t know where things were.

Their ideas for improving the library were very thoughtful. They said make it easier to place holds, have computer games to check out, more and different movies (videos) and adventures. They wanted library programs for older kids because some things are too easy now. There should be more places to sit to read, taller tables, and less noise. Outside the perfect library would be “kinda big, tall, wide, three stories high, brick, and strong.” (At this point they started adding floors to accommodate what needed to happen in a library.) One would have five stories, one each for children, teens, adults, a place for everybody to check out, and the top floor for computers. Another would add a separate floor for videos. Another wanted to make the division one floor for little kids, up to

second grade, another floor for third to fifth graders, one for teens, and one for adults. There would be a deck outside where you could sit and read when it's beautiful. Another wanted just a reading room, with no books in it, just places to sit to read. They wanted a place where all the music was located and you could sit to listen to it and to check it out. One suggested connecting a bookstore to the library so you could buy a book if you really liked it.

They thought the current library was in a pretty good location, but one suggested it would be nice near the lake so you could look out while you were reading and look at the lake. Another wanted to put the library near his school because there was space there to spread out.

They also shared comments about several things they thought needed improvements: the computer games are all out of order on the shelves, but that wasn't as important as just getting more computers! There should be a series shelf so you could find each one. One said she didn't like it when pages were torn out, but another said she really didn't like it when her favorites in a series were missing. They all thought both littler and bigger kids were a problem!

The nine adults in the session of parents and caregivers were asked to focus on preschoolers and their needs because that was a "missing group" in the consultants' data gathering. They said the story hours provided a wide variety of programs that were well done and that their children looked forward to. The staff cares, and that's important. The programs are age appropriate and have great pacing. It's great that the older kids help in the summer. They wished that the Saturday drop in story times when older kids read to younger ones happened all year, but one person said that wasn't really well attended. Another suggested the school system people needed to be more aware of it.

They thought story times needed to be provided at a variety of times because lots of parents work and can't bring their children to the current programs. Maybe there should be sign ups for story time so that the numbers don't get so large that little kids get overwhelmed. The length of the children's video check out (2 days) is much too short even though you can renew via phone. You can't watch a whole video on a school night.

The board book selection is "hideous." The selection is too small and very old. "They're the same ones I checked out as a child." It would be nice if the sequential reading series were separated so parents could follow them. They're all mixed together now. The program selection on the kids' computer is very small. The variety of computer CDs needs to be expanded.

The location and hours of the library are fine. Parking is OK, but sometimes hard to deal with. The staff is approachable and very helpful—"they know your child's name."

The quality of the children's book collection seems suitable. "We've never had a problem getting enough books, a stack a week is about right." There need to be more

bilingual books, in Spanish especially. The transition age level books are color coded, but they seem all jumbled in that section.

Space is okay except during story times or programs. The children's room has three age groups in it and ought to be divided up more. Put the easy stuff and toys up near the desk. The wall there makes the area congested; maybe move the videos and keep the area up front for little kids. "I'd like the puzzles and toys in a pre-reading area you could bypass. The kids love them, but it's so congested there and you have to pull the kids through when you're ready to leave." The day care kids need their own story time; maybe the librarians could take the program to the day care rather than having everybody at the library at once.

The current library is perfect on the outside. It fits into downtown Baraboo and is beautiful. The Library Board should keep the style (not change the style of the library), just make the library bigger. The perfect library would have a section that was more inviting for pre-teens, couches in the pre-teen area and in the little kids area so you could sit and read to your child. Maybe they just need to open up the lower level more—get rid of some walls. You have to be able to see your kids when they're in their areas. There should be more low shelves.

This room (the meeting room) is "too full of stuff—it's distracting to the kids when they're in here for story time." There needs to be a specific story time room, separate from the children's department.

Home school kids do need quiet study space, just a table for four doesn't work. Maybe the library needs a "study room" with Plexiglas so kids could work together. Have them sign up for it.

Our kids will grow up—there aren't a lot of things for young adults, other than sports, in the City. And, they feel funny going to the children's department. The library needs to coordinate with the schools to do things like a book club for upper elementary grades. We need to continue the summer reading program into the school year and open it up to older kids.

As a teacher I like the kits/bags. There are lots of wonderful resources here. Overall it would be nice to have more computers. A lab is a good idea, but you'll need to monitor it. "I don't want them getting into some things." (Others in the group didn't want a separate lab—"put it out in the open where it can be monitored.") There should be programs for families at the library, like things on ethnic foods, puppets, etc.—whole family entertainment. The library should also try special programs, like visiting the dentist, programs that day care kids get, but those of us who are at home and don't put our kids in day care miss out on those things.

The participants in this session were very curious about plans for the library and want to hear what the Library Board plans to do.

Baraboo Public Library Telephone Survey Summary

	All Responses	% of All Responses	Library Users	% Library Users	Non-Users	% Non-Users
Place of Residence						
City of Baraboo	298	77.40%	220	78.85%	78	73.58%
Sauk County/Outside of Baraboo	74	19.22%	51	18.28%	23	21.70%
Outside of Sauk County	13	3.38%	8	2.87%	5	4.72%
Visited Library During Last Six Months?						
Yes	279	72.47%	279	100.00%	0	0.00%
No	106	27.53%	0	0.00%	106	100.00%
Evaluation of Current Service Factors (asked only users)						
Convenient Location						
0 - Don't Know			4			
1 - Very Poor			1	0.36%		
2			1	0.36%		
3			11	4.00%		
4			48	17.45%		
5 - Very Good			214	77.82%		
		Mean =	4.72			
		Median =	5.00			
Convenient Hours						
0 - Don't Know			17			
1 - Very Poor			1	0.38%		
2			6	2.29%		
3			32	12.21%		
4			68	25.95%		
5 - Very Good			155	59.16%		
		Mean =	4.41			
		Median =	5.00			
Adequate Parking						
0 - Don't Know			8			
1 - Very Poor			13	4.80%		
2			51	18.82%		
3			73	26.94%		
4			57	21.03%		
5 - Very Good			77	28.41%		
		Mean =	3.49			
		Median =	3.00			

Baraboo Public Library Telephone Survey Summary

	All Responses	% of All Responses	Library Users	% Library Users	Non-Users	% Non-Users
Evaluation of Current Service Factors						
(asked only users)						
Helpfulness of Staff						
0 - Don't Know			10			
1 - Very Poor			2	0.74%		
2			1	0.37%		
3			6	2.23%		
4			43	15.99%		
5 - Very Good			217	80.67%		
		Mean =	4.75			
		Median =	5.00			
Friendliness of Staff						
0 - Don't Know			8			
1 - Very Poor			2	0.74%		
2			1	0.37%		
3			9	3.32%		
4			35	12.92%		
5 - Very Good			224	82.66%		
		Mean =	4.76			
		Median =	5.00			
Up-to-Date Materials						
0 - Don't Know			25			
1 - Very Poor			0	0.00%		
2			5	1.97%		
3			21	8.27%		
4			81	31.89%		
5 - Very Good			147	57.87%		
		Mean =	4.46			
		Median =	5.00			
Quality of Collections						
0 - Don't Know			20			
1 - Very Poor			0	0.00%		
2			1	0.39%		
3			27	10.42%		
4			108	41.70%		
5 - Very Good			123	47.49%		
		Mean =	4.36			
		Median =	4.00			

Baraboo Public Library Telephone Survey Summary

	All Responses	% of All Responses	Library Users	% Library Users	Non-Users	% Non-Users
Evaluation of Current Service Factors						
(asked only users)						
Adequate Seating Space						
0 - Don't Know			17			
1 - Very Poor			1	0.38%		
2			3	1.15%		
3			18	6.87%		
4			66	25.19%		
5 - Very Good			174	66.41%		
		Mean =	4.56			
		Median =	5.00			
Signage						
0 - Don't Know			30			
1 - Very Poor			0	0.00%		
2			1	0.40%		
3			30	12.05%		
4			83	33.33%		
5 - Very Good			135	54.22%		
		Mean =	4.41			
		Median =	5.00			
Computer Availability						
0 - Don't Know			96			
1 - Very Poor			1	0.55%		
2			15	8.20%		
3			32	17.49%		
4			54	29.51%		
5 - Very Good			81	44.26%		
		Mean =	4.09			
		Median =	4.00			
Up-to-Date Technologies						
0 - Don't Know			55			
1 - Very Poor			2	0.89%		
2			6	2.68%		
3			24	10.71%		
4			68	30.36%		
5 - Very Good			124	55.36%		
		Mean =	4.37			
		Median =	5.00			

Baraboo Public Library Telephone Survey Summary

	All Responses	% of All Responses	Library Users	% Library Users	Non-Users	% Non-Users
Evaluation of Current Service Factors						
(asked only users)						
Programs and Events for Youth						
0 - Don't Know			98			
1 - Very Poor			1	0.55%		
2			3	1.66%		
3			16	8.84%		
4			51	28.18%		
5 - Very Good			110	60.77%		
		Mean =	4.47			
		Median =	5.00			
General Level of Quiet						
0 - Don't Know			10			
1 - Very Poor			0	0.00%		
2			5	1.86%		
3			6	2.23%		
4			66	24.54%		
5 - Very Good			192	71.38%		
		Mean =	4.65			
		Median =	5.00			
General Level of Satisfaction						
(asked only users)						
Extremely Satisfied			96	35.29%		
Very Satisfied			137	50.37%		
Satisfied			33	12.13%		
Somewhat Satisfied			6	2.21%		
Not at all Satisfied			0	0.00%		
Reasons for Not Using the Library						
(asked only non-users)						
Library isn't open when I'd use it					15	14.15%
Finding parking is a problem					18	16.98%
I have no need to use a library					39	36.79%
I don't have the time					36	33.96%
I don't have transportation					6	5.66%
I'm afraid I'll get a fine					8	7.55%
They don't have what I need					10	9.43%
I don't speak English very well					3	2.83%
Have Computer at Home?						
Yes	251	65.19%	211	75.63%	40	37.74%
No	134	34.81%	68	24.37%	66	62.26%

Baraboo Public Library Telephone Survey Summary

	All Responses	% of All Responses	Library Users	% Library Users	Non-Users	% Non-Users
Have Internet Access from Home?						
(asked only those with computers)						
Yes	209	83.27%	175	82.94%	34	85.00%
No	42	16.73%	36	17.06%	6	15.00%
Access LINKcat from Home?						
(asked only those with computers)						
Yes	60	23.90%	53	25.12%	7	17.50%
No	191	76.10%	158	74.88%	33	82.50%
Needed Improvements						
Better arranged/larger magazine area	51	13.25%	35	12.54%	16	15.09%
Small Conference or Study Rooms	120	31.17%	92	32.97%	28	26.42%
Computer Lab	176	45.71%	138	49.46%	38	35.85%
Quiet Study Area	124	32.21%	92	32.97%	32	30.19%
More Shelving/Less Crowding	122	31.69%	99	35.48%	23	21.70%
More Seating	97	25.19%	73	26.16%	24	22.64%
Business Resources Area	107	27.79%	80	28.67%	27	25.47%
Larger Local History & Genealogy Area	120	31.17%	91	32.62%	29	27.36%
Large Community Room	90	23.38%	70	25.09%	20	18.87%
Story-Time Room	159	41.30%	125	44.80%	34	32.08%
Young Adult Area	147	38.18%	111	39.78%	36	33.96%
Other	98	25.45%	73	26.16%	25	23.58%
Age						
14 - 19 Years	26	6.75%	20	7.17%	6	5.66%
20 - 34 Years	86	22.34%	61	21.86%	25	23.58%
35 - 49 Years	118	30.65%	94	33.69%	24	22.64%
50 - 64 Years	75	19.48%	53	19.00%	22	20.75%
65 - 74 Years	37	9.61%	26	9.32%	11	10.38%
75 Years of Age or Older	42	10.91%	25	8.96%	17	16.04%
Refused to Answer	1	0.26%	0	0.00%	1	0.94%
Employment Status						
Working full-time	177	45.97%	127	45.52%	50	47.17%
Working part-time	62	16.10%	53	19.00%	9	8.49%
Managing my home	34	8.83%	23	8.24%	11	10.38%
Attending School full-time	19	4.94%	15	5.38%	4	3.77%
Retired	69	17.92%	47	16.85%	22	20.75%
Laid Off/Unemployed	4	1.04%	0	0.00%	4	3.77%
Disabled	12	3.12%	9	3.23%	3	2.83%
Refused to answer	8	2.08%	5	1.79%	3	2.83%

Baraboo Public Library Telephone Survey Summary

	All Responses	% of All Responses	Library Users	% Library Users	Non-Users	% Non-Users
Number of School-Aged Children at Home						
0	239	62.08%	155	55.56%	84	79.25%
1	56	14.55%	48	17.20%	8	7.55%
2	48	12.47%	41	14.70%	7	6.60%
3	27	7.01%	23	8.24%	4	3.77%
4 or more	15	3.90%	12	4.30%	3	2.83%
Zip Code						
53913	371	96.36%	272	97.49%	99	93.40%
53959	4	1.04%	2	0.72%	2	1.89%
53912	2	0.52%	1	0.36%	1	0.94%
53560	1	0.26%	1	0.36%	0	0.00%
53901	1	0.26%	0	0.00%	1	0.94%
53951	1	0.26%	1	0.36%	0	0.00%
53956	1	0.26%	0	0.00%	1	0.94%
53961	1	0.26%	0	0.00%	1	0.94%
53968	1	0.26%	0	0.00%	1	0.94%
No response	2	0.52%	2	0.72%	0	0.00%
Gender						
Female	207	53.77%	145	51.97%	62	58.49%
Male	120	31.17%	84	30.11%	36	33.96%
Undetermined	58	15.06%	50	17.92%	8	7.55%

APPENDIX C

Demographic Information

Baraboo Demographics

Population growth in the Baraboo area has proceeded at a faster rate than growth nationally since the 1980s. In the 1980 to 1990 decade the City of Baraboo population grew at a rate more than double the national rate. In the 1990s the City's growth rate slowed even though it remained high; the primary service area (the area within a three mile radius of the Baraboo Public Library) grew faster than the City rate itself, and the national growth rate increased, but still did not match that of the City of Baraboo. Projections to 2006 show the growth rate of the City to have dropped to below one third of the 1990s growth, but still to be outpacing the national rate of growth for the five years.

	<i>City</i>	<i>Primary Service Area</i>	<i>National</i>
'80-'90	21.83%	18.19%	9.78%
'90-'01 est.	17.29%	18.48%	14.19%
'01-'06 est.	5.02%	5.35%	4.26%

Similarities

In many ways the City of Baraboo and the primary service area for the library mirror national demographics. Sixty-four percent (64.38%) of Baraboo housing units are occupied by their owners. The figure for the primary service area is nearly sixty-seven percent (66.69%), but nationally it is sixty-four percent (64.20%).

The City of Baraboo has a slightly higher percent of females (52.54%) than is true nationally (51.16%) and the percent of married people is also slightly higher (57.32% in Baraboo, 54.79% nationwide). Seventy-five percent (75.16%) of the Baraboo household with children are married couple households. Nationally this figure is seventy three percent (73.35%). The percent of female-headed households with children is nearly the same: twenty-one percent (20.69%) in Baraboo; twenty-one percent (20.80%) nationwide. However, seven percent (6.66%) of women aged 16 and over who have children under the age of 18 in the City of Baraboo are working compared with only four percent (3.56%) of these mothers nationwide.

Differences

There are some noticeable differences. Over ninety-seven percent (97.29%) of the City of Baraboo 2001 estimated population is white compared with seventy-six percent (76.39%) nationally. Nearly seventy percent (69.98%) of the Baraboo pre-primary and elementary and high school aged children are enrolled in public schools compared with sixty-three percent (63.18%) nationally. The City of Baraboo has higher percents of school-aged children and of people aged 75 years and older and lesser percents of people aged 18 to 69 years than nationally. The average age in the City of Baraboo is 37.15 years. Nationwide the average age in 36.30 years.

	<i>City</i>	<i>Primary Service Area</i>	<i>National</i>
Under 5	7.24%	7.20%	6.99%
5 to 17 years	20.12%	19.67%	18.43%
18 to 64 years	56.5%	57.54%	61.57%
65 to 74 years	6.66%	6.70%	7.73%
75 and older	9.48%	8.89%	6.09%

Economics

City of Baraboo residents have a lower median household income (\$34,678) than the service area residents (\$36,019). The national median is still higher at \$45,417. In the City of Baraboo forty-one percent (40.95%) of the households have an income of \$35,000 to \$74,999. In the primary service area forty-one percent (41.3%) of the households fall into this income range. The national data show only thirty-six percent (35.78%) in this income range.

	<i>City</i>	<i>Primary Service Area</i>	<i>National</i>
\$75,000 and over	8.58%	10.06%	25.21%
\$35,000 - \$74,999	40.95%	41.3%	35.78%
\$5,000 - \$34,999	48.03%	46.35%	35.51%
Under \$5,000	2.44%	2.29%	3.50%

Partially this is explained by the predominant occupations reported by City residents and nationally. The highest percents of occupations reported by City residents are:

Administrative support	13.59%
Professional specialty	13.26%
Sales	13.22%
Precision production and craft	13.17%
Machine operator	13.15%

Nationally the percents are:

Administrative support	16.27%
Professional specialty	14.10%
Executive and managerial	12.30%
Sales	11.79%
Precision production and craft	11.32%

It is interesting to note that while only two percent (2.40%) of City of Baraboo residents work at home, compared with three percent (2.96%) nationally, nearly half (48.87 percent) need to travel under ten minutes to get to work. Nationally only nineteen percent (18.83%) travel under ten minutes to get to work. Eighty-eight percent (88.17%) of City of Baraboo residents travel under thirty minutes to get to work. Nationally over seventy percent (70.47%) travel under thirty minutes to get to work. In Baraboo forty-two percent (42.02%) of the households have one vehicle. Nationally nearly thirty-four percent (33.76%) of the households have one vehicle. Another thirty-seven percent (37.37%) have two vehicles. This is true even though nearly forty-eight percent

(47.68%) of the families in Baraboo reported having two workers and nearly forty-six percent (45.56%) of the families nationally said they had two workers.

Another factor related to the income range is the level of educational attainment of the population age 25 and over. The City of Baraboo has a higher percent of residents with a high school degree and a lower percent of residents with advanced training/education than the nation as a whole.

	<i>City</i>	<i>Nationally</i>
High school graduate	34.73%	29.99%
Some college thru graduate Degree	39.31%	45.23%

The cost of living in the Baraboo area is also lower than national norms. For example, property values for owner occupied properties tend to be lower in Baraboo and in the service area than nationally; rent is also lower.

	<i>City</i>	<i>Primary Service Area</i>	<i>National</i>
Median property value	\$72,889	\$74,771	\$118,197
Median rent	\$277	\$282	\$374

The highest percent of housing units, forty-six percent (45.91%), in the City of Baraboo and forty-two percent (42.01%) in the primary service area were built in 1939 or earlier. Nationally the highest percent, twenty-two percent (21.69%) were built in 1970 to 1979. (However, the second highest percent nationally, eighteen percent, were built in 1939 or earlier.)

Finally, older City of Baraboo residents are less likely to be in poverty than senior citizens nationally.

	<i>City</i>	<i>Primary Service Area</i>	<i>National</i>
Above poverty Over age 65	25.78%	25.05%	18.50%

POP-FACTS: FULL DEMOGRAPHIC DATA

Prepared For: Himmel & Wilson

Project Code: Baraboo Public Library

Order #: 962137456

Type: Standard Geography (Aggregated)
See Appendix: Geography List

Site: 01

DESCRIPTION	GEOGRAPHY TOTALS
POPULATION	
2006 PROJECTION	11,336
2001 ESTIMATE	10,794
1990 CENSUS	9,203
1980 CENSUS	7,554
GROWTH 1980 - 1990	21.83%
HOUSEHOLDS	
2006 PROJECTION	4,720
2001 ESTIMATE	4,464
1990 CENSUS	3,755
1980 CENSUS	2,960
GROWTH 1980 - 1990	26.86%
2001 ESTIMATED POPULATION BY RACE	
WHITE	10,794
BLACK	97.29%
ASIAN AND PACIFIC ISLANDER	0.63%
OTHER RACES	0.57%
	1.50%
2001 ESTIMATED POPULATION	
HISPANIC ORIGIN	10,794
	1.70%
OCCUPIED UNITS	
OWNER OCCUPIED	3,751
RENTER OCCUPIED	64.38%
1990 AVERAGE PERSONS PER HH	35.62%
	2.40
2001 EST HOUSEHOLDS BY INCOME	
\$150,000 OR MORE	4,464
\$100,000 TO \$149,999	0.63%
\$ 75,000 TO \$ 99,999	2.51%
\$ 50,000 TO \$ 74,999	5.44%
\$ 35,000 TO \$ 49,999	20.39%
\$ 25,000 TO \$ 34,999	20.56%
\$ 15,000 TO \$ 24,999	14.94%
\$ 5,000 TO \$ 15,000	19.40%
UNDER \$ 5,000	13.69%
	2.44%
2001 EST. AVERAGE HOUSEHOLD INCOME	
	\$41,187
2001 EST. MEDIAN HOUSEHOLD INCOME	
	\$34,678
2001 EST. PER CAPITA INCOME	
	\$17,395



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Site: 01

DESCRIPTION	GEOGRAPHY TOTALS
2001 ESTIMATED POPULATION BY SEX	
MALE	10,794
FEMALE	47.46%
	52.54%
MARITAL STATUS	
SINGLE MALE	7,177
SINGLE FEMALE	11.48%
MARRIED	10.46%
PREVIOUSLY MARRIED MALE	57.32%
PREVIOUSLY MARRIED FEMALE	5.07%
	15.66%
HOUSEHOLDS WITH CHILDREN	
MARRIED COUPLE FAMILY	1,252
OTHER FAMILY-MALE HEAD	75.16%
OTHER FAMILY-FEMALE HEAD	2.96%
NON FAMILY	20.69%
	1.20%
2001 ESTIMATED POPULATION BY AGE	
UNDER 5 YEARS	10,794
5 TO 9 YEARS	7.24%
10 TO 14 YEARS	7.95%
15 TO 17 YEARS	7.77%
18 TO 20 YEARS	4.40%
21 TO 24 YEARS	3.62%
25 TO 29 YEARS	4.35%
30 TO 34 YEARS	5.36%
35 TO 39 YEARS	6.82%
40 TO 49 YEARS	7.51%
50 TO 59 YEARS	14.97%
60 TO 64 YEARS	10.34%
65 TO 69 YEARS	3.53%
70 TO 74 YEARS	3.24%
75 + YEARS	3.42%
	9.48%
MEDIAN AGE	
AVERAGE AGE	36.66
	37.15



POP-FACTS: FULL DEMOGRAPHIC DATA

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Site: 01

DESCRIPTION	GEOGRAPHY TOTALS
2001 ESTIMATED FEMALE POP. BY AGE	
UNDER 5 YEARS	5,671
5 TO 9 YEARS	6.56%
10 TO 14 YEARS	7.41%
15 TO 17 YEARS	7.35%
18 TO 20 YEARS	4.28%
21 TO 24 YEARS	3.56%
25 TO 29 YEARS	4.28%
30 TO 34 YEARS	5.17%
35 TO 39 YEARS	6.63%
40 TO 49 YEARS	7.04%
50 TO 59 YEARS	14.57%
60 TO 64 YEARS	10.21%
65 TO 69 YEARS	3.61%
70 TO 74 YEARS	3.26%
75 + YEARS	3.84%
FEMALE MEDIAN AGE	12.22%
FEMALE AVERAGE AGE	38.38
	39.09
POPULATION BY HOUSEHOLD TYPE	
FAMILY HOUSEHOLDS	9,203
NON-FAMILY HOUSEHOLDS	81.09%
GROUP QUARTERS	16.71%
	2.19%
HOUSEHOLDS BY TYPE	
SINGLE MALE	3,755
SINGLE FEMALE	9.21%
MARRIED COUPLE	20.21%
OTHER FAMILY-MALE HEAD	53.56%
OTHER FAMILY-FEMALE HEAD	2.08%
NON FAMILY-MALE HEAD	9.80%
NON FAMILY-FEMALE HEAD	3.22%
	1.92%
POPULATION BY URBAN VS. RURAL	
URBAN	9,212
RURAL	100.00%
	0.00%



POP-FACTS: FULL DEMOGRAPHIC DATA

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Order #: 962137456

Type: Standard Geography (Aggregated)
See Appendix: Geography List

Site: 01

DESCRIPTION	GEOGRAPHY TOTALS
FEMALES 16+ WITH CHILDREN 0 - 17: BAS	3,891
WORKING WITH CHILD 0 - 5	5.37%
NOT WORKING WITH CHILD 0 - 5	0.05%
NOT IN LABOR FORCE WITH CHILD 0 -5	2.72%
WORKING WITH CHILD 6 - 17	12.31%
NOT WORKING WITH CHILD 6 - 17	0.28%
NOT IN LAB. FORCE WITH CHILD 6 - 17	2.29%
WORKING WITH CHILD 0 - 5 and 6 - 18	6.66%
NOT WORKING WITH CHILD 0-5 and 6-18	0.10%
NOT IN LAB. FORCE W/CHILD 0-5 and 6-18	2.42%
WORKING WITH NO CHILDREN	31.28%
NOT WORKING WITH NO CHILDREN	3.86%
NOT IN LAB. FORCE WITH NO CHILD.	32.67%
HH BY AGE BY POVERTY STATUS	3,829
ABOVE POVERTY UNDER AGE 65	62.42%
ABOVE POVERTY AGE 65 +	25.78%
BELOW POVERTY UNDER AGE 65	8.28%
BELOW POVERTY AGE 65 +	3.53%
POPULATION 16+ BY EMPLOYMENT STATUS	7,091
EMPLOYED IN ARMED FORCES	0.08%
EMPLOYED CIVILIANS	61.13%
UNEMPLOYED CIVILIANS	5.25%
NOT IN LABOR FORCE	33.54%
POPULATION 16+ BY OCCUPATION	4,335
EXECUTIVE AND MANAGERIAL	6.92%
PROFESSIONAL SPECIALTY	13.26%
TECHNICAL SUPPORT	2.77%
SALES	13.22%
ADMINISTRATIVE SUPPORT	13.59%
SERVICE: PRIVATE HOUSEHOLD	0.18%
SERVICE: PROTECTIVE	0.25%
SERVICE: OTHER	12.00%
FARMING FORESTRY and FISHING	1.27%
PRECISION PRODUCTION and CRAFT	13.17%
MACHINE OPERATOR	13.15%
TRANS. AND MATERIAL MOVING	4.36%
LABORERS	5.86%



POP-FACTS: FULL DEMOGRAPHIC DATA

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Project Code: Baraboo Public Library

Order #: 962137456

Type: Standard Geography (Aggregated)
See Appendix: Geography List

Site: 01

DESCRIPTION	GEOGRAPHY TOTALS
FAMILIES BY NUMBER OF WORKERS	
NO WORKERS	2,540
ONE WORKER	14.96%
TWO WORKERS	25.75%
THREE + WORKERS	47.68%
	11.61%
HISPANIC POPULATION BY TYPE	
NOT HISPANIC	9,203
MEXICAN	99.46%
PUERTO RICAN	0.22%
CUBAN	0.07%
OTHER HISPANIC	0.04%
	0.22%
2001 HISPANICS BY RACE: BASE	
WHITE	183
BLACK	59.56%
ASIAN	0.00%
OTHER	0.00%
	40.44%
POPULATION BY TRANSPORTATION TO WORK	
DRIVE ALONE	4,293
CAR POOL	74.31%
PUBLIC TRANSPORTATION	13.25%
DRIVE MOTORCYCLE	0.58%
WALKED ONLY	0.05%
OTHER MEANS	8.60%
WORKED AT HOME	0.82%
	2.40%
POPULATION BY TRAVEL TIME TO WORK	
UNDER 10 MINUTES / WORK AT HOME	4,293
10 TO 29 MINUTES	48.87%
30 TO 59 MINUTES	39.30%
60 TO 89 MINUTES	7.22%
90+ MINUTES	3.49%
AVERAGE TRAVEL TIME IN MINUTES	1.12%
	13.52
HOUSEHOLDS BY NO. OF VEHICLES	
NO VEHICLES	3,751
1 VEHICLE	10.80%
2 VEHICLES	42.02%
3+ VEHICLES	37.03%
ESTIMATED TOTAL VEHICLES	10.16%
	5,565



POP-FACTS: FULL DEMOGRAPHIC DATA

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Project Code: Baraboo Public Library

Order #: 962137456

Type: Standard Geography (Aggregated)
See Appendix: Geography List

Site: 01

DESCRIPTION	GEOGRAPHY TOTALS
POPULATION 25+ BY EDUCATION LEVEL	
	6,024
ELEMENTARY (0-8)	10.91%
SOME HIGH SCHOOL (9-11)	15.06%
HIGH SCHOOL GRADUATE (12)	34.73%
SOME COLLEGE (13-15)	16.60%
ASSOCIATES DEGREE ONLY	5.91%
BACHELORS DEGREE ONLY	11.72%
GRADUATE DEGREE	5.08%
POPULATION ENROLLED IN SCHOOL	
	1,932
PUBLIC PRE- PRIMARY	6.52%
PRIVATE PRE- PRIMARY	4.87%
PUBLIC ELEM/HIGH	63.46%
PRIVATE ELEM/HIGH	9.06%
ENROLLED IN COLLEGE	16.10%
HOUSING UNITS BY OCCUPANCY STATUS	
	3,934
OCCUPIED	95.45%
VACANT	4.55%
VACANT UNITS	
	179
FOR RENT	41.90%
FOR SALE ONLY	15.08%
SEASONAL	6.70%
OTHER	36.31%
2001 OWNER OCCUPIED PROPERTY VALUES	
	2,350
UNDER \$25,000	1.62%
\$25,000 TO \$49,999	16.34%
\$50,000 TO \$74,999	34.98%
\$75,000 TO \$99,999	26.04%
\$100,000 TO \$149,999	17.53%
\$150,000 TO \$199,999	2.72%
\$200,000 TO \$299,999	0.64%
\$300,000 TO \$399,999	0.09%
\$400,000 TO \$499,999	0.04%
\$500,000 +	0.00%
MEDIAN PROPERTY VALUE	\$72,889
TOTAL RENTAL UNITS	1,271
MEDIAN RENT	\$277



POP-FACTS: FULL DEMOGRAPHIC DATA

Prepared For: Himmel & Wilson

Project Code: Baraboo Public Library

Order #: 962137456

Type: Standard Geography (Aggregated)
See Appendix: Geography List

Site: 01

DESCRIPTION	GEOGRAPHY TOTALS
PERSONS IN UNIT	3,755
1 PERSON UNITS	29.43%
2 PERSON UNITS	33.64%
3 PERSON UNITS	15.74%
4 PERSON UNITS	13.24%
5 PERSON UNITS	5.91%
6 PERSON UNITS	1.44%
7 + UNITS	0.61%
YEAR ROUND UNITS IN STRUCTURE	3,934
SINGLE UNITS DETACHED	60.75%
SINGLE UNITS ATTACHED	1.91%
DOUBLE UNITS	14.46%
3 TO 9 UNITS	10.52%
10 TO 19 UNITS	1.93%
20 TO 49 UNITS	4.22%
50 + UNITS	0.00%
MOBILE HOME OR TRAILER	5.26%
ALL OTHER	0.94%
SINGLE/MULTIPLE UNIT RATIO	2.01
HOUSING UNITS BY YEAR BUILT	3,751
BUILT 1989 TO MARCH 1990	2.80%
BUILT 1985 TO 1988	5.44%
BUILT 1980 TO 1984	6.74%
BUILT 1970 TO 1979	14.72%
BUILT 1960 TO 1969	7.12%
BUILT 1950 TO 1959	9.97%
BUILT 1940 TO 1949	7.30%
BUILT 1939 OR EARLIER	45.91%



POP-FACTS: FULL DEMOGRAPHIC DATA

Prepared For: Himmel & Wilson

Project Code: Baraboo Public Library

Order #: 962137456

Type: Standard Geography (Aggregated)
See Appendix: Geography List

Site: 01

APPENDIX: GEOGRAPHY LIST

Place

<u>GEOGRAPHY CODE</u>	<u>GEOGRAPHY NAME</u>	<u>GEOGRAPHY CODE</u>	<u>GEOGRAPHY NAME</u>
550150	Baraboo city		



POP-FACTS: FULL DEMOGRAPHIC DATA

Prepared For: Himmel & Wilson

Project Code: Baraboo Public Library

Order #: 962137625

Type: Radius
Coord: 43.471036 -89.744888

230 4TH AVE
BARABOO, WI 53913-2118

Site: 01

DESCRIPTION	1.00 MILE RADIUS	3.00 MILE RADIUS	7.00 MILE RADIUS
POPULATION			
2006 PROJECTION	9,662	14,540	19,622
2001 ESTIMATE	9,278	13,802	18,549
1990 CENSUS	8,110	11,649	15,445
1980 CENSUS	6,362	9,856	14,183
GROWTH 1980 - 1990	27.47%	18.19%	8.90%
HOUSEHOLDS			
2006 PROJECTION	4,006	5,922	7,789
2001 ESTIMATE	3,822	5,591	7,330
1990 CENSUS	3,295	4,667	6,044
1980 CENSUS	2,506	3,833	5,341
GROWTH 1980 - 1990	31.50%	21.74%	13.17%
2001 ESTIMATED POPULATION BY RACE			
2001 ESTIMATED POPULATION	9,278	13,802	18,549
WHITE	97.25%	97.31%	97.05%
BLACK	0.62%	0.58%	0.53%
ASIAN AND PACIFIC ISLANDER	0.58%	0.55%	0.48%
OTHER RACES	1.55%	1.57%	1.95%
2001 ESTIMATED POPULATION HISPANIC ORIGIN			
2001 ESTIMATED POPULATION	9,278	13,802	18,549
HISPANIC ORIGIN	1.53%	1.64%	1.79%
OCCUPIED UNITS			
2001 ESTIMATED POPULATION	3,294	4,676	6,042
OWNER OCCUPIED	64.15%	66.69%	69.82%
RENTER OCCUPIED	35.85%	33.31%	30.18%
1990 AVERAGE PERSONS PER HH	2.42	2.45	2.52
2001 EST HOUSEHOLDS BY INCOME			
2001 EST HOUSEHOLDS BY INCOME	3,822	5,591	7,330
\$150,000 OR MORE	0.98%	1.18%	1.38%
\$100,000 TO \$149,999	2.59%	2.88%	3.47%
\$ 75,000 TO \$ 99,999	5.41%	6.00%	7.12%
\$ 50,000 TO \$ 74,999	21.03%	21.06%	22.04%
\$ 35,000 TO \$ 49,999	20.45%	20.24%	20.00%
\$ 25,000 TO \$ 34,999	15.36%	14.77%	14.34%
\$ 15,000 TO \$ 24,999	19.15%	18.52%	17.14%
\$ 5,000 TO \$ 15,000	12.83%	13.06%	12.04%
UNDER \$ 5,000	2.20%	2.29%	2.47%
2001 EST. AVERAGE HOUSEHOLD INCOME			
2001 EST. AVERAGE HOUSEHOLD INCOME	\$42,256	\$43,377	\$45,521
2001 EST. MEDIAN HOUSEHOLD INCOME			
2001 EST. MEDIAN HOUSEHOLD INCOME	\$35,354	\$36,019	\$38,011
2001 EST. PER CAPITA INCOME			
2001 EST. PER CAPITA INCOME	\$17,722	\$17,860	\$18,213



POP-FACTS: FULL DEMOGRAPHIC DATA

Prepared For: Himmel & Wilson

Project Code: Baraboo Public Library

Order #: 962137625

Type: Radius
Coord: 43.471036 -89.744888

230 4TH AVE
BARABOO, WI 53913-2118

Site: 01

DESCRIPTION	1.00 MILE RADIUS	3.00 MILE RADIUS	7.00 MILE RADIUS
2001 ESTIMATED POPULATION BY SEX	9,278	13,802	18,549
MALE	47.54%	47.82%	48.69%
FEMALE	52.46%	52.18%	51.31%
MARITAL STATUS	6,306	9,069	11,996
SINGLE MALE	11.66%	11.73%	12.15%
SINGLE FEMALE	10.51%	10.10%	9.55%
MARRIED	58.16%	59.17%	60.59%
PREVIOUSLY MARRIED MALE	5.04%	4.96%	5.06%
PREVIOUSLY MARRIED FEMALE	14.63%	14.04%	12.66%
HOUSEHOLDS WITH CHILDREN	1,110	1,592	2,130
MARRIED COUPLE FAMILY	77.05%	77.88%	79.75%
OTHER FAMILY-MALE HEAD	2.79%	2.93%	3.20%
OTHER FAMILY-FEMALE HEAD	18.98%	18.08%	15.93%
NON FAMILY	1.19%	1.11%	1.12%
2001 ESTIMATED POPULATION BY AGE	9,278	13,802	18,549
UNDER 5 YEARS	7.26%	7.20%	7.02%
5 TO 9 YEARS	7.91%	7.74%	7.56%
10 TO 14 YEARS	7.83%	7.66%	7.58%
15 TO 17 YEARS	4.20%	4.27%	4.40%
18 TO 20 YEARS	3.56%	3.59%	3.63%
21 TO 24 YEARS	4.36%	4.42%	4.43%
25 TO 29 YEARS	5.41%	5.41%	5.70%
30 TO 34 YEARS	6.87%	6.65%	6.37%
35 TO 39 YEARS	7.28%	7.14%	6.95%
40 TO 49 YEARS	15.51%	15.53%	15.64%
50 TO 59 YEARS	10.68%	11.04%	11.64%
60 TO 64 YEARS	3.58%	3.76%	3.94%
65 TO 69 YEARS	3.23%	3.29%	3.49%
70 TO 74 YEARS	3.34%	3.41%	3.49%
75 + YEARS	8.98%	8.89%	8.15%
MEDIAN AGE	36.78	37.14	37.37
AVERAGE AGE	37.03	37.25	37.25



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230 4TH AVE
BARABOO, WI 53913-2118

Site: 01

DESCRIPTION	1.00 MILE RADIUS	3.00 MILE RADIUS	7.00 MILE RADIUS
2001 ESTIMATED FEMALE POP. BY AGE	4,867	7,201	9,517
UNDER 5 YEARS	6.58%	6.60%	6.58%
5 TO 9 YEARS	7.40%	7.30%	7.22%
10 TO 14 YEARS	7.24%	7.22%	7.27%
15 TO 17 YEARS	4.09%	4.17%	4.26%
18 TO 20 YEARS	3.45%	3.47%	3.52%
21 TO 24 YEARS	4.34%	4.41%	4.31%
25 TO 29 YEARS	5.21%	5.22%	5.46%
30 TO 34 YEARS	6.77%	6.49%	6.11%
35 TO 39 YEARS	6.84%	6.74%	6.77%
40 TO 49 YEARS	15.26%	15.29%	15.64%
50 TO 59 YEARS	10.71%	10.95%	11.50%
60 TO 64 YEARS	3.64%	3.75%	3.91%
65 TO 69 YEARS	3.24%	3.34%	3.47%
70 TO 74 YEARS	3.72%	3.76%	3.83%
75 + YEARS	11.49%	11.29%	10.14%
FEMALE MEDIAN AGE	38.59	38.80	38.90
FEMALE AVERAGE AGE	38.91	38.95	38.67
POPULATION BY HOUSEHOLD TYPE	8,110	11,649	15,445
FAMILY HOUSEHOLDS	81.71%	82.76%	84.41%
NON-FAMILY HOUSEHOLDS	16.45%	15.48%	14.23%
GROUP QUARTERS	1.84%	1.76%	1.36%
HOUSEHOLDS BY TYPE	3,295	4,667	6,044
SINGLE MALE	9.61%	9.33%	9.26%
SINGLE FEMALE	19.53%	18.30%	16.23%
MARRIED COUPLE	54.54%	56.33%	58.97%
OTHER FAMILY-MALE HEAD	1.98%	2.04%	2.23%
OTHER FAMILY-FEMALE HEAD	9.21%	9.02%	8.40%
NON FAMILY-MALE HEAD	3.23%	3.19%	3.24%
NON FAMILY-FEMALE HEAD	1.91%	1.78%	1.67%
POPULATION BY URBAN VS. RURAL	8,140	11,681	15,515
URBAN	85.75%	78.60%	59.37%
RURAL	14.25%	21.40%	40.63%



POP-FACTS: FULL DEMOGRAPHIC DATA

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230 4TH AVE
BARABOO, WI 53913-2118

Site: 01

DESCRIPTION	1.00 MILE RADIUS	3.00 MILE RADIUS	7.00 MILE RADIUS
FEMALES 16+ WITH CHILDREN 0 - 17: BAS	3,403	4,824	6,229
WORKING WITH CHILD 0 - 5	5.41%	5.27%	5.36%
NOT WORKING WITH CHILD 0 - 5	0.17%	0.18%	0.31%
NOT IN LABOR FORCE WITH CHILD 0 -5	2.65%	2.50%	2.46%
WORKING WITH CHILD 6 - 17	12.38%	12.87%	13.53%
NOT WORKING WITH CHILD 6 - 17	0.20%	0.33%	0.45%
NOT IN LAB. FORCE WITH CHILD 6 - 17	2.31%	2.55%	2.76%
WORKING WITH CHILD 0 - 5 and 6 - 18	6.55%	6.13%	5.80%
NOT WORKING WITH CHILD 0-5 and 6-18	0.06%	0.19%	0.24%
NOT IN LAB. FORCE W/CHILD 0-5 and 6-18	2.33%	2.47%	2.48%
WORKING WITH NO CHILDREN	32.19%	31.88%	32.38%
NOT WORKING WITH NO CHILDREN	3.83%	3.62%	3.27%
NOT IN LAB. FORCE WITH NO CHILD.	31.91%	32.01%	30.96%
HH BY AGE BY POVERTY STATUS	3,372	4,745	6,127
ABOVE POVERTY UNDER AGE 65	64.68%	64.04%	65.41%
ABOVE POVERTY AGE 65 +	24.74%	25.05%	23.59%
BELOW POVERTY UNDER AGE 65	7.20%	7.76%	7.76%
BELOW POVERTY AGE 65 +	3.38%	3.15%	3.24%
POPULATION 16+ BY EMPLOYMENT STATUS	6,263	8,965	11,858
EMPLOYED IN ARMED FORCES	0.08%	0.10%	0.11%
EMPLOYED CIVILIANS	62.69%	62.52%	63.60%
UNEMPLOYED CIVILIANS	5.05%	5.07%	5.13%
NOT IN LABOR FORCE	32.17%	32.31%	31.17%
POPULATION 16+ BY OCCUPATION	3,926	5,605	7,541
EXECUTIVE AND MANAGERIAL	7.16%	7.47%	7.70%
PROFESSIONAL SPECIALTY	13.17%	12.51%	11.08%
TECHNICAL SUPPORT	2.82%	2.81%	2.81%
SALES	13.05%	12.62%	11.87%
ADMINISTRATIVE SUPPORT	13.42%	13.86%	13.39%
SERVICE: PRIVATE HOUSEHOLD	0.11%	0.21%	0.22%
SERVICE: PROTECTIVE	0.77%	0.87%	0.86%
SERVICE: OTHER	12.54%	11.83%	12.23%
FARMING FORESTRY and FISHING	1.67%	2.68%	4.65%
PRECISION PRODUCTION and CRAFT	12.91%	12.82%	12.99%
MACHINE OPERATOR	12.65%	12.44%	12.00%
TRANS. AND MATERIAL MOVING	4.20%	4.34%	4.77%
LABORERS	5.52%	5.53%	5.42%



POP-FACTS: FULL DEMOGRAPHIC DATA

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Type: Radius
Coord: 43.471036 -89.744888

230 4TH AVE
BARABOO, WI 53913-2118

Site: 01

DESCRIPTION	1.00 MILE RADIUS	3.00 MILE RADIUS	7.00 MILE RADIUS
FAMILIES BY NUMBER OF WORKERS	2,233	3,232	4,294
NO WORKERS	14.17%	13.88%	12.62%
ONE WORKER	24.01%	24.10%	23.25%
TWO WORKERS	49.39%	48.48%	49.10%
THREE + WORKERS	12.43%	13.54%	15.03%
HISPANIC POPULATION BY TYPE	8,110	11,649	15,445
NOT HISPANIC	99.50%	99.49%	99.49%
MEXICAN	0.20%	0.21%	0.20%
PUERTO RICAN	0.05%	0.05%	0.08%
CUBAN	0.03%	0.03%	0.03%
OTHER HISPANIC	0.23%	0.22%	0.21%
2001 HISPANICS BY RACE: BASE	142	227	333
WHITE	58.57%	60.54%	57.75%
BLACK	0.00%	0.00%	0.00%
ASIAN	0.00%	0.00%	0.00%
OTHER	41.43%	39.46%	42.25%
POPULATION BY TRANSPORTATION TO WORK	3,885	5,537	7,446
DRIVE ALONE	74.14%	74.23%	73.59%
CAR POOL	13.15%	12.95%	13.24%
PUBLIC TRANSPORTATION	0.46%	0.51%	0.40%
DRIVE MOTORCYCLE	0.03%	0.04%	0.03%
WALKED ONLY	8.38%	7.94%	6.86%
OTHER MEANS	0.80%	0.72%	0.67%
WORKED AT HOME	3.03%	3.61%	5.22%
POPULATION BY TRAVEL TIME TO WORK	3,885	5,537	7,446
UNDER 10 MINUTES / WORK AT HOME	49.57%	47.97%	42.42%
10 TO 29 MINUTES	38.60%	40.10%	44.44%
30 TO 59 MINUTES	7.47%	7.33%	8.41%
60 TO 89 MINUTES	3.12%	3.38%	3.47%
90+ MINUTES	1.24%	1.22%	1.27%
AVERAGE TRAVEL TIME IN MINUTES	13.41	13.63	14.58
HOUSEHOLDS BY NO. OF VEHICLES	3,294	4,676	6,042
NO VEHICLES	10.30%	9.34%	8.26%
1 VEHICLE	40.96%	39.32%	36.08%
2 VEHICLES	37.92%	38.44%	38.85%
3+ VEHICLES	10.81%	12.91%	16.81%
ESTIMATED TOTAL VEHICLES	5,000	7,415	10,289



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230 4TH AVE
BARABOO, WI 53913-2118

Site: 01

DESCRIPTION	1.00 MILE RADIUS	3.00 MILE RADIUS	7.00 MILE RADIUS
POPULATION 25+ BY EDUCATION LEVEL	5,327	7,613	10,073
ELEMENTARY (0-8)	10.26%	10.73%	10.53%
SOME HIGH SCHOOL (9-11)	15.21%	14.73%	15.41%
HIGH SCHOOL GRADUATE (12)	35.19%	35.68%	36.59%
SOME COLLEGE (13-15)	16.24%	16.47%	16.25%
ASSOCIATES DEGREE ONLY	6.22%	6.18%	6.44%
BACHELORS DEGREE ONLY	11.76%	11.47%	10.34%
GRADUATE DEGREE	5.13%	4.73%	4.44%
POPULATION ENROLLED IN SCHOOL	1,707	2,526	3,461
PUBLIC PRE- PRIMARY	6.14%	6.04%	5.49%
PRIVATE PRE- PRIMARY	4.66%	4.47%	4.03%
PUBLIC ELEM/HIGH	64.40%	63.94%	65.85%
PRIVATE ELEM/HIGH	9.18%	9.81%	9.60%
ENROLLED IN COLLEGE	15.62%	15.74%	15.02%
HOUSING UNITS BY OCCUPANCY STATUS	3,445	4,923	6,553
OCCUPIED	95.65%	94.80%	92.23%
VACANT	4.35%	5.20%	7.77%
VACANT UNITS	150	256	509
FOR RENT	38.64%	32.67%	21.53%
FOR SALE ONLY	14.53%	13.09%	10.26%
SEASONAL	9.58%	23.55%	42.02%
OTHER	37.25%	30.69%	26.19%
2001 OWNER OCCUPIED PROPERTY VALUES	2,039	2,944	3,646
UNDER \$25,000	1.44%	1.59%	1.59%
\$25,000 TO \$49,999	15.44%	15.39%	15.09%
\$50,000 TO \$74,999	35.16%	33.30%	32.23%
\$75,000 TO \$99,999	26.47%	26.30%	25.94%
\$100,000 TO \$149,999	17.38%	18.79%	20.02%
\$150,000 TO \$199,999	2.68%	3.08%	3.39%
\$200,000 TO \$299,999	1.09%	1.19%	1.41%
\$300,000 TO \$399,999	0.31%	0.30%	0.28%
\$400,000 TO \$499,999	0.04%	0.03%	0.03%
\$500,000 +	0.00%	0.00%	0.03%
MEDIAN PROPERTY VALUE	\$73,538	\$74,771	\$76,069
TOTAL RENTAL UNITS	1,104	1,429	1,603
MEDIAN RENT	\$281	\$282	\$279



POP-FACTS: FULL DEMOGRAPHIC DATA

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Order #: 962137625

Type: Radius
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230 4TH AVE
BARABOO, WI 53913-2118

Site: 01

DESCRIPTION	1.00 MILE RADIUS	3.00 MILE RADIUS	7.00 MILE RADIUS
PERSONS IN UNIT	3,295	4,667	6,044
1 PERSON UNITS	29.14%	27.63%	25.49%
2 PERSON UNITS	33.44%	33.86%	34.10%
3 PERSON UNITS	15.61%	16.06%	16.52%
4 PERSON UNITS	13.49%	13.93%	14.71%
5 PERSON UNITS	6.13%	6.25%	6.42%
6 PERSON UNITS	1.61%	1.59%	1.89%
7 + UNITS	0.58%	0.68%	0.86%
YEAR ROUND UNITS IN STRUCTURE	3,445	4,923	6,553
SINGLE UNITS DETACHED	63.03%	64.29%	65.97%
SINGLE UNITS ATTACHED	1.83%	1.82%	1.55%
DOUBLE UNITS	15.32%	12.99%	10.31%
3 TO 9 UNITS	10.76%	9.24%	7.70%
10 TO 19 UNITS	1.43%	1.58%	1.77%
20 TO 49 UNITS	3.32%	3.30%	2.53%
50 + UNITS	0.00%	0.00%	0.00%
MOBILE HOME OR TRAILER	3.35%	5.78%	9.12%
ALL OTHER	0.96%	1.00%	1.05%
SINGLE/MULTIPLE UNIT RATIO	2.10	2.44	3.02
HOUSING UNITS BY YEAR BUILT	3,294	4,676	6,042
BUILT 1989 TO MARCH 1990	2.50%	2.74%	2.49%
BUILT 1985 TO 1988	6.16%	6.84%	6.98%
BUILT 1980 TO 1984	5.96%	6.83%	6.70%
BUILT 1970 TO 1979	14.43%	17.05%	19.97%
BUILT 1960 TO 1969	6.96%	7.65%	8.06%
BUILT 1950 TO 1959	9.77%	9.78%	8.75%
BUILT 1940 TO 1949	7.47%	7.08%	6.84%
BUILT 1939 OR EARLIER	46.75%	42.01%	40.20%



POP-FACTS: FULL DEMOGRAPHIC DATA

Prepared For: Himmel & Wilson

Project Code: Baraboo Public Library

Order #: 962137461

Type: Standard Geography (Aggregated)
See Appendix: Geography List

Site: 01

DESCRIPTION	GEOGRAPHY TOTALS
POPULATION	
2006 PROJECTION	296,112,283
2001 ESTIMATE	284,002,357
1990 CENSUS	248,709,873
1980 CENSUS	226,545,856
GROWTH 1980 - 1990	9.78%
HOUSEHOLDS	
2006 PROJECTION	112,316,656
2001 ESTIMATE	107,023,917
1990 CENSUS	91,947,410
1980 CENSUS	80,389,688
GROWTH 1980 - 1990	14.38%
2001 ESTIMATED POPULATION BY RACE	
	284,002,357
WHITE	76.39%
BLACK	12.63%
ASIAN AND PACIFIC ISLANDER	4.16%
OTHER RACES	6.82%
2001 ESTIMATED POPULATION	
HISPANIC ORIGIN	284,002,357
	12.74%
OCCUPIED UNITS	
	91,947,410
OWNER OCCUPIED	64.20%
RENTER OCCUPIED	35.80%
1990 AVERAGE PERSONS PER HH	2.63
2001 EST HOUSEHOLDS BY INCOME	
	107,023,917
\$150,000 OR MORE	5.69%
\$100,000 TO \$149,999	8.29%
\$ 75,000 TO \$ 99,999	11.23%
\$ 50,000 TO \$ 74,999	19.95%
\$ 35,000 TO \$ 49,999	15.83%
\$ 25,000 TO \$ 34,999	11.99%
\$ 15,000 TO \$ 24,999	12.59%
\$ 5,000 TO \$ 15,000	10.93%
UNDER \$ 5,000	3.50%
2001 EST. AVERAGE HOUSEHOLD INCOME	
	\$61,904
2001 EST. MEDIAN HOUSEHOLD INCOME	
	\$45,417
2001 EST. PER CAPITA INCOME	
	\$23,622



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Site: 01

DESCRIPTION	GEOGRAPHY TOTALS
2001 ESTIMATED POPULATION BY SEX	
MALE	284,002,357
FEMALE	48.84%
	51.16%
MARITAL STATUS	
SINGLE MALE	195,142,002
SINGLE FEMALE	14.76%
MARRIED	12.17%
PREVIOUSLY MARRIED MALE	54.79%
PREVIOUSLY MARRIED FEMALE	5.76%
	12.52%
HOUSEHOLDS WITH CHILDREN	
MARRIED COUPLE FAMILY	33,587,134
OTHER FAMILY-MALE HEAD	73.35%
OTHER FAMILY-FEMALE HEAD	4.82%
NON FAMILY	20.80%
	1.03%
2001 ESTIMATED POPULATION BY AGE	
UNDER 5 YEARS	284,002,357
5 TO 9 YEARS	6.99%
10 TO 14 YEARS	7.15%
15 TO 17 YEARS	7.17%
18 TO 20 YEARS	4.11%
21 TO 24 YEARS	4.16%
25 TO 29 YEARS	5.22%
30 TO 34 YEARS	6.50%
35 TO 39 YEARS	7.09%
40 TO 49 YEARS	7.46%
50 TO 59 YEARS	15.40%
60 TO 64 YEARS	11.61%
65 TO 69 YEARS	4.13%
70 TO 74 YEARS	3.60%
75 + YEARS	3.33%
	6.09%
MEDIAN AGE	36.08
AVERAGE AGE	36.30



POP-FACTS: FULL DEMOGRAPHIC DATA

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Site: 01

DESCRIPTION	GEOGRAPHY TOTALS
2001 ESTIMATED FEMALE POP. BY AGE	145,297,079
UNDER 5 YEARS	6.73%
5 TO 9 YEARS	6.88%
10 TO 14 YEARS	6.85%
15 TO 17 YEARS	3.91%
18 TO 20 YEARS	3.97%
21 TO 24 YEARS	4.94%
25 TO 29 YEARS	6.12%
30 TO 34 YEARS	6.82%
35 TO 39 YEARS	7.38%
40 TO 49 YEARS	15.39%
50 TO 59 YEARS	11.70%
60 TO 64 YEARS	4.26%
65 TO 69 YEARS	3.80%
70 TO 74 YEARS	3.64%
75 + YEARS	7.62%
FEMALE MEDIAN AGE	37.56
FEMALE AVERAGE AGE	37.62
POPULATION BY HOUSEHOLD TYPE	248,709,873
FAMILY HOUSEHOLDS	83.67%
NON-FAMILY HOUSEHOLDS	13.63%
GROUP QUARTERS	2.69%
HOUSEHOLDS BY TYPE	91,947,410
SINGLE MALE	10.01%
SINGLE FEMALE	14.54%
MARRIED COUPLE	55.15%
OTHER FAMILY-MALE HEAD	3.42%
OTHER FAMILY-FEMALE HEAD	11.60%
NON FAMILY-MALE HEAD	3.19%
NON FAMILY-FEMALE HEAD	2.08%
POPULATION BY URBAN VS. RURAL	248,709,875
URBAN	75.21%
RURAL	24.79%



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Site: 01

DESCRIPTION	GEOGRAPHY TOTALS
FEMALES 16+ WITH CHILDREN 0 - 17: BAS	99,803,358
WORKING WITH CHILD 0 - 5	4.77%
NOT WORKING WITH CHILD 0 - 5	0.46%
NOT IN LABOR FORCE WITH CHILD 0 - 5	3.31%
WORKING WITH CHILD 6 - 17	11.71%
NOT WORKING WITH CHILD 6 - 17	0.69%
NOT IN LAB. FORCE WITH CHILD 6 - 17	4.13%
WORKING WITH CHILD 0 - 5 and 6 - 18	3.56%
NOT WORKING WITH CHILD 0-5 and 6-18	0.33%
NOT IN LAB. FORCE W/CHILD 0-5 and 6-18	2.84%
WORKING WITH NO CHILDREN	33.23%
NOT WORKING WITH NO CHILDREN	2.04%
NOT IN LAB. FORCE WITH NO CHILD.	32.93%
HH BY AGE BY POVERTY STATUS	91,993,582
ABOVE POVERTY UNDER AGE 65	68.78%
ABOVE POVERTY AGE 65 +	18.50%
BELOW POVERTY UNDER AGE 65	9.38%
BELOW POVERTY AGE 65 +	3.33%
POPULATION 16+ BY EMPLOYMENT STATUS	191,829,271
EMPLOYED IN ARMED FORCES	0.89%
EMPLOYED CIVILIANS	60.30%
UNEMPLOYED CIVILIANS	4.06%
NOT IN LABOR FORCE	34.74%
POPULATION 16+ BY OCCUPATION	115,681,202
EXECUTIVE AND MANAGERIAL	12.30%
PROFESSIONAL SPECIALTY	14.10%
TECHNICAL SUPPORT	3.68%
SALES	11.79%
ADMINISTRATIVE SUPPORT	16.27%
SERVICE: PRIVATE HOUSEHOLD	0.45%
SERVICE: PROTECTIVE	1.72%
SERVICE: OTHER	11.05%
FARMING FORESTRY and FISHING	2.45%
PRECISION PRODUCTION and CRAFT	11.32%
MACHINE OPERATOR	6.83%
TRANS. AND MATERIAL MOVING	4.09%
LABORERS	3.94%



POP-FACTS: FULL DEMOGRAPHIC DATA

Prepared For: Himmel & Wilson

Project Code: Baraboo Public Library

Order #: 962137461

Type: Standard Geography (Aggregated)
See Appendix: Geography List

Site: 01

DESCRIPTION	GEOGRAPHY TOTALS
FAMILIES BY NUMBER OF WORKERS	65,049,428
NO WORKERS	13.03%
ONE WORKER	28.04%
TWO WORKERS	45.56%
THREE + WORKERS	13.36%
HISPANIC POPULATION BY TYPE	248,709,873
NOT HISPANIC	91.01%
MEXICAN	5.43%
PUERTO RICAN	1.10%
CUBAN	0.42%
OTHER HISPANIC	2.05%
2001 HISPANICS BY RACE: BASE	36,168,548
WHITE	52.45%
BLACK	2.30%
ASIAN	0.63%
OTHER	44.61%
POPULATION BY TRANSPORTATION TO WORK	115,070,274
DRIVE ALONE	73.19%
CAR POOL	13.36%
PUBLIC TRANSPORTATION	5.27%
DRIVE MOTORCYCLE	0.21%
WALKED ONLY	3.90%
OTHER MEANS	1.11%
WORKED AT HOME	2.96%
POPULATION BY TRAVEL TIME TO WORK	115,070,274
UNDER 10 MINUTES / WORK AT HOME	18.83%
10 TO 29 MINUTES	51.64%
30 TO 59 MINUTES	23.68%
60 TO 89 MINUTES	4.33%
90+ MINUTES	1.53%
AVERAGE TRAVEL TIME IN MINUTES	21.72
HOUSEHOLDS BY NO. OF VEHICLES	91,947,410
NO VEHICLES	11.53%
1 VEHICLE	33.76%
2 VEHICLES	37.37%
3+ VEHICLES	17.34%
ESTIMATED TOTAL VEHICLES	153,832,428



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Site: 01

DESCRIPTION	GEOGRAPHY TOTALS
POPULATION 25+ BY EDUCATION LEVEL	158,868,436
ELEMENTARY (0-8)	10.39%
SOME HIGH SCHOOL (9-11)	14.38%
HIGH SCHOOL GRADUATE (12)	29.99%
SOME COLLEGE (13-15)	18.74%
ASSOCIATES DEGREE ONLY	6.16%
BACHELORS DEGREE ONLY	13.11%
GRADUATE DEGREE	7.22%
POPULATION ENROLLED IN SCHOOL	64,987,101
PUBLIC PRE- PRIMARY	4.12%
PRIVATE PRE- PRIMARY	2.81%
PUBLIC ELEM/HIGH	59.06%
PRIVATE ELEM/HIGH	6.44%
ENROLLED IN COLLEGE	27.57%
HOUSING UNITS BY OCCUPANCY STATUS	102,263,678
OCCUPIED	89.91%
VACANT	10.09%
VACANT UNITS	10,316,268
FOR RENT	29.53%
FOR SALE ONLY	12.22%
SEASONAL	29.87%
OTHER	28.38%
2001 OWNER OCCUPIED PROPERTY VALUES	52,695,306
UNDER \$25,000	3.27%
\$25,000 TO \$49,999	8.98%
\$50,000 TO \$74,999	14.13%
\$75,000 TO \$99,999	15.36%
\$100,000 TO \$149,999	22.69%
\$150,000 TO \$199,999	12.36%
\$200,000 TO \$299,999	12.47%
\$300,000 TO \$399,999	4.92%
\$400,000 TO \$499,999	2.34%
\$500,000 +	3.48%
MEDIAN PROPERTY VALUE	\$118,197
TOTAL RENTAL UNITS	30,490,535
MEDIAN RENT	\$374



POP-FACTS: FULL DEMOGRAPHIC DATA

Prepared For: Himmel & Wilson

Project Code: Baraboo Public Library

Order #: 962137461

Type: Standard Geography (Aggregated)
See Appendix: Geography List

Site: 01

DESCRIPTION	GEOGRAPHY TOTALS
PERSONS IN UNIT	91,947,410
1 PERSON UNITS	24.56%
2 PERSON UNITS	32.03%
3 PERSON UNITS	17.37%
4 PERSON UNITS	15.07%
5 PERSON UNITS	6.73%
6 PERSON UNITS	2.50%
7 + UNITS	1.73%
YEAR ROUND UNITS IN STRUCTURE	102,263,678
SINGLE UNITS DETACHED	59.05%
SINGLE UNITS ATTACHED	5.26%
DOUBLE UNITS	4.84%
3 TO 9 UNITS	9.65%
10 TO 19 UNITS	4.80%
20 TO 49 UNITS	3.78%
50 + UNITS	4.30%
MOBILE HOME OR TRAILER	7.24%
ALL OTHER	1.10%
SINGLE/MULTIPLE UNIT RATIO	2.35
HOUSING UNITS BY YEAR BUILT	91,947,410
BUILT 1989 TO MARCH 1990	1.84%
BUILT 1985 TO 1988	8.64%
BUILT 1980 TO 1984	9.50%
BUILT 1970 TO 1979	21.69%
BUILT 1960 TO 1969	16.41%
BUILT 1950 TO 1959	14.96%
BUILT 1940 TO 1949	8.62%
BUILT 1939 OR EARLIER	18.33%



POP-FACTS: FULL DEMOGRAPHIC DATA

Prepared For: Himmel & Wilson

Project Code: Baraboo Public Library

Order #: 962137461

Type: Standard Geography (Aggregated)
See Appendix: Geography List

Site: 01

APPENDIX: GEOGRAPHY LIST

Country

<u>GEOGRAPHY</u> <u>CODE</u>	<u>GEOGRAPHY</u> <u>NAME</u>	<u>GEOGRAPHY</u> <u>CODE</u>	<u>GEOGRAPHY</u> <u>NAME</u>
1	United States		



RETAIL TRADE POTENTIAL

Prepared For: Himmel & Wilson

Project Code: Baraboo Public Library

Order #: 962137447

Type: Radius
Coord: 43.471036 -89.744888230 4TH AVE
BARABOO, WI 53913-2118

Site: 01

DESCRIPTION	1.00 MILE RADIUS	3.00 MILE RADIUS	5.00 MILE RADIUS
TOTAL RETAIL SALES	\$121	\$177	\$200
APPAREL AND ACCESSORY STORES	\$3	\$5	\$5
AUTOMOTIVE DEALERS	\$24	\$35	\$40
AUTOMOTIVE AND HOME SUPPLY STORES	\$1	\$1	\$2
DRUG AND PROPRIETARY STORES	\$4	\$6	\$7
EATING AND DRINKING PLACES	\$15	\$22	\$25
FOOD STORES	\$20	\$30	\$33
FURNITURE AND HOME FURNISHINGS STORES	\$2	\$2	\$3
HOME APPLIANCE, RADIO, AND T.V. STORES	\$1	\$1	\$2
GASOLINE SERVICE STATIONS	\$9	\$14	\$15
GENERAL MERCHANDISE	\$13	\$19	\$21
DEPARTMENT STORES (INCLUDING LEASED DEPTS.)	\$11	\$17	\$19
HARDWARE, LUMBER AND GARDEN STORES	\$9	\$13	\$15

(\$'S IN MILLIONS)

