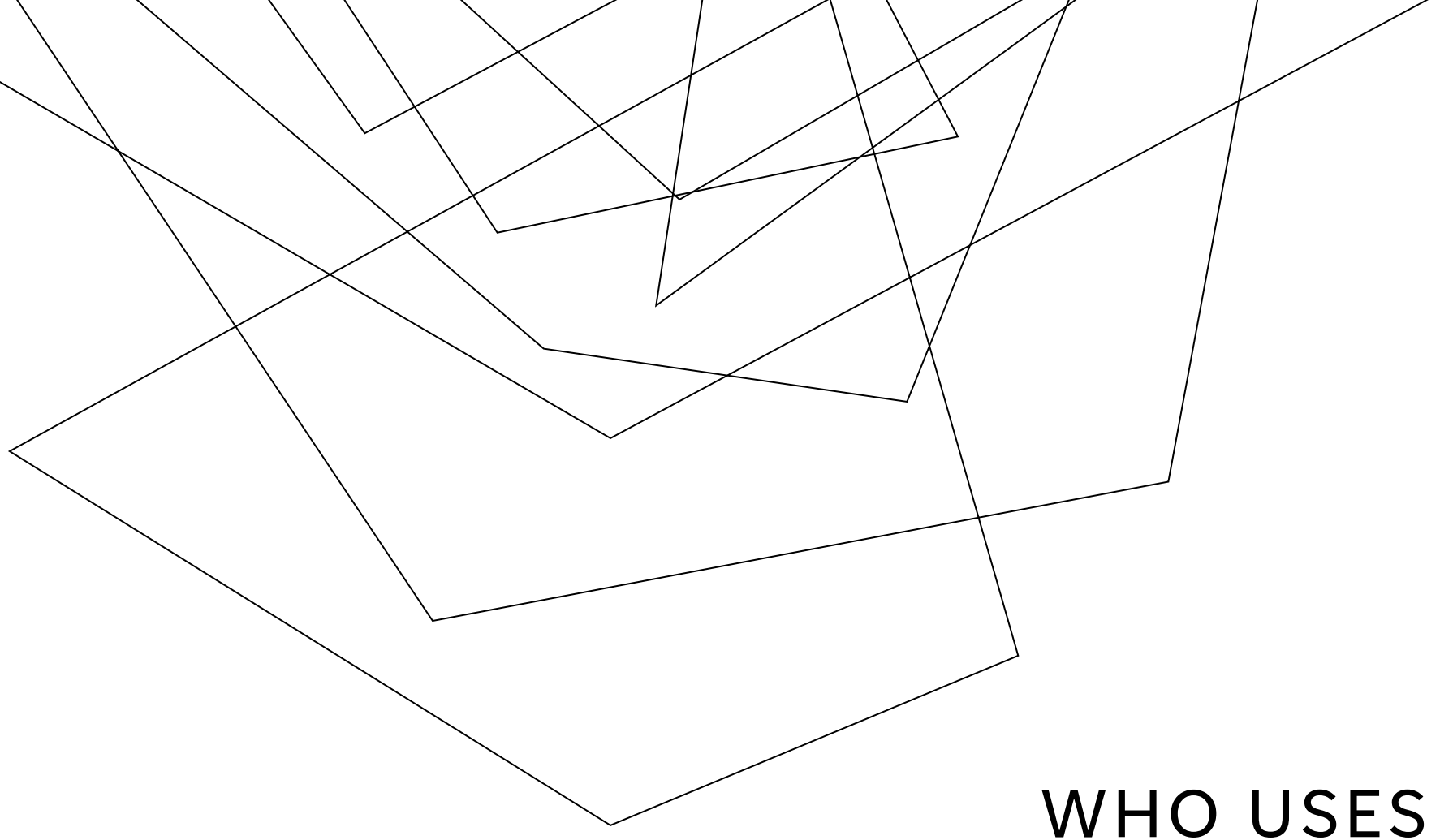


WHO USES THE LIBRARY (PART TWO)

SOME STATS

Extended service area population (municip+county): 111K

- 7th largest service population in state
- 2nd largest service population for a single-building library
- Largest service population for a single-building library with no bookmobile

76K Total APL Cardholders

- 46K Appleton resident (about 60% based on pop of 75K)
- 30K non-resident

DPI 2019 Preliminary; OWLS Cards Held by Municipality Jan 2022;

S'MORE STATS

TYPES OF CARDHOLDERS

- Total: 70K
- Adult: 50K
- Juvenile: 17K
- Community: 500
- Internet: 250
- Employee: 100
- Teacher: 30
- Walking Books: 30
- Institution: 20

CIRC STATS (OCT 2021)

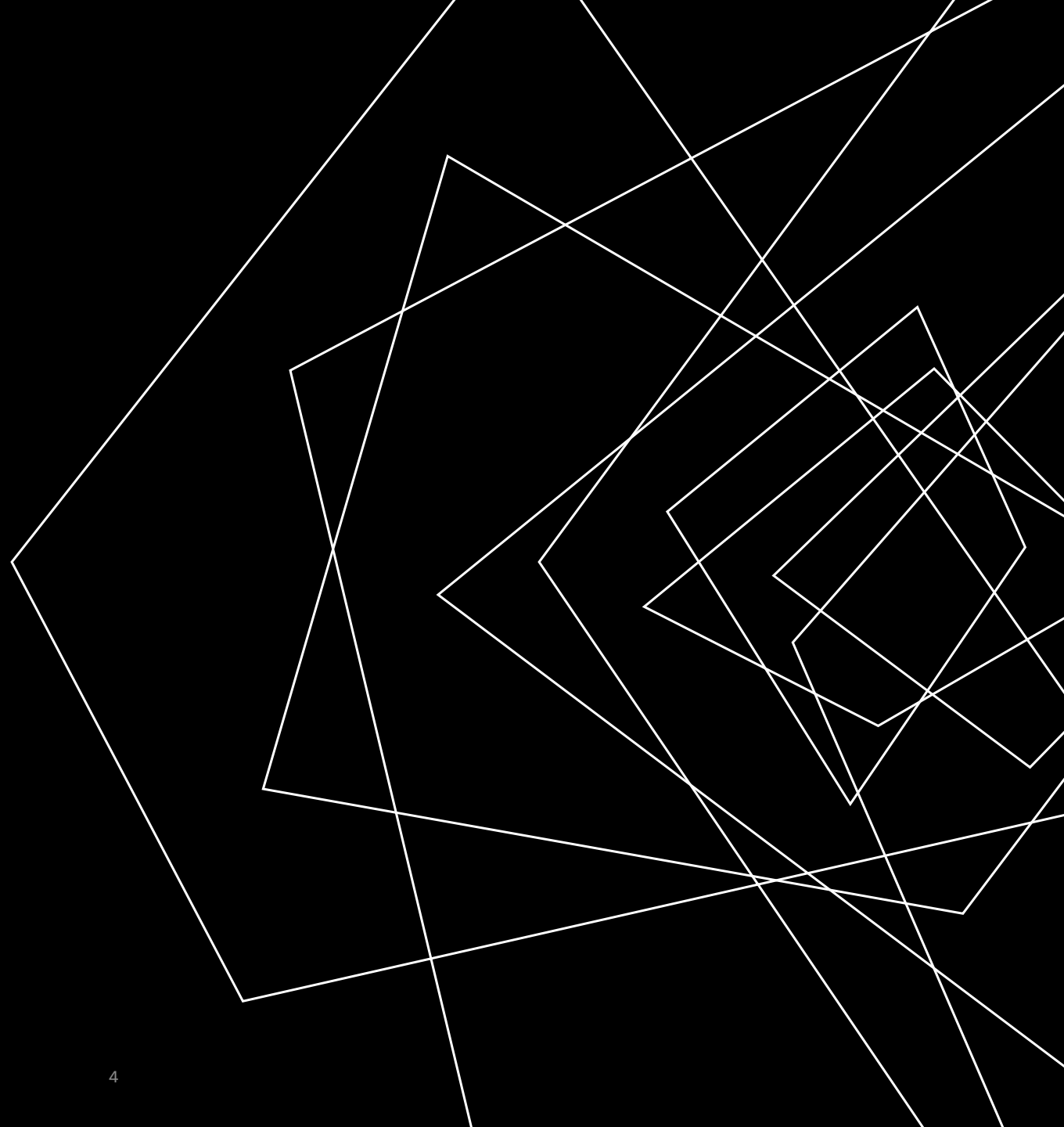
- Total: 50K
- Checkouts: 38K
- Renewals: 12K
- Adult collections: 28K
- Children's collections: 22K
- Books: 36K
- Not books: 13K

Cardholder data: ILS 3/15/22; Circ stats: October 2021 Circ & Visit Stats

CIRCULATION POLICY DETOUR

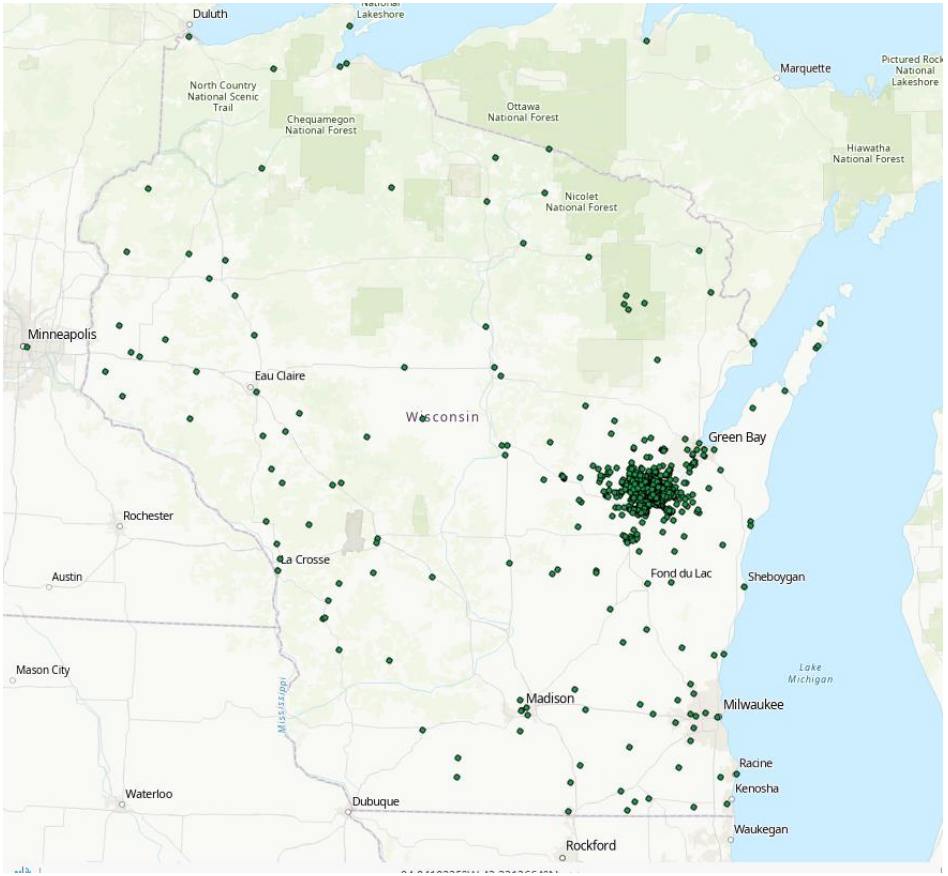
The Appleton Public Library is committed to the philosophy of a statewide borrowers' card. All residents of the state of Wisconsin are eligible for a library card.

Appleton Public Library Circulation Policy



USERS THROUGHOUT THE STATE

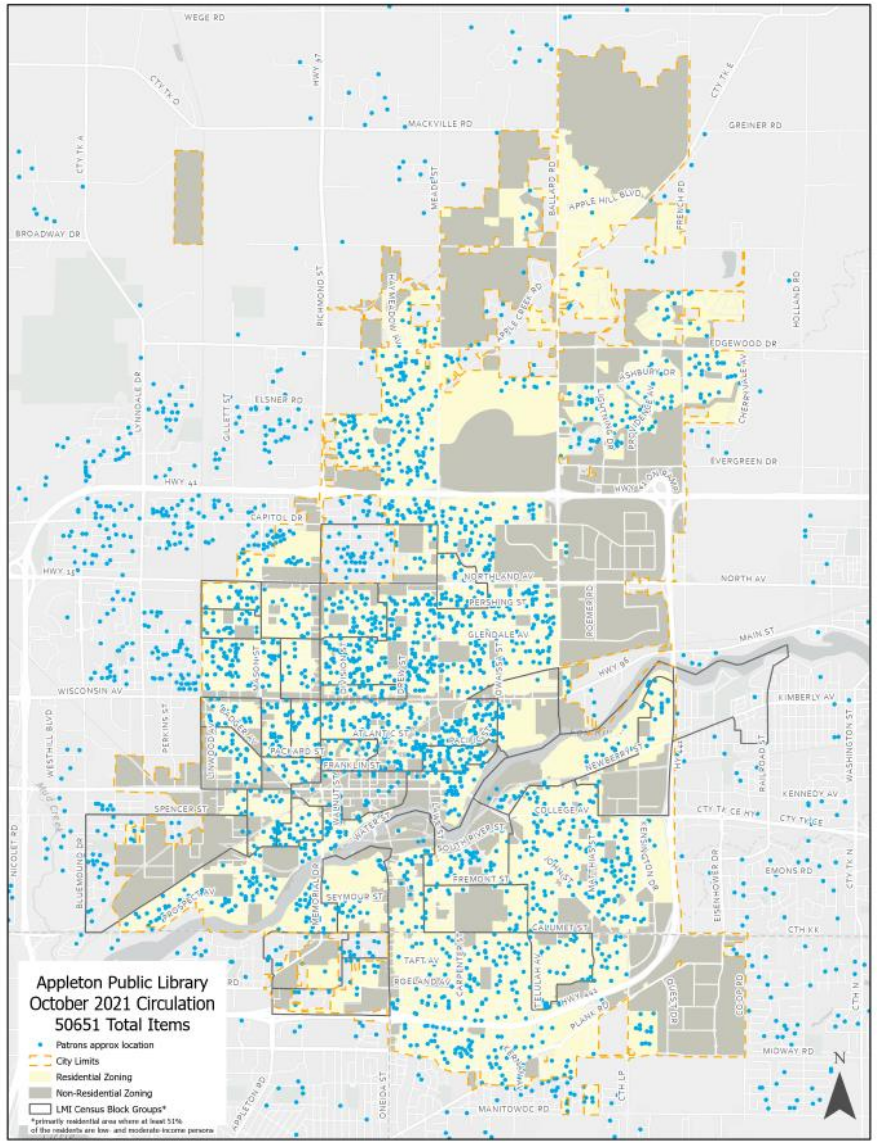
Patron residency of APL checkouts



October 2021 checkout and renewal data

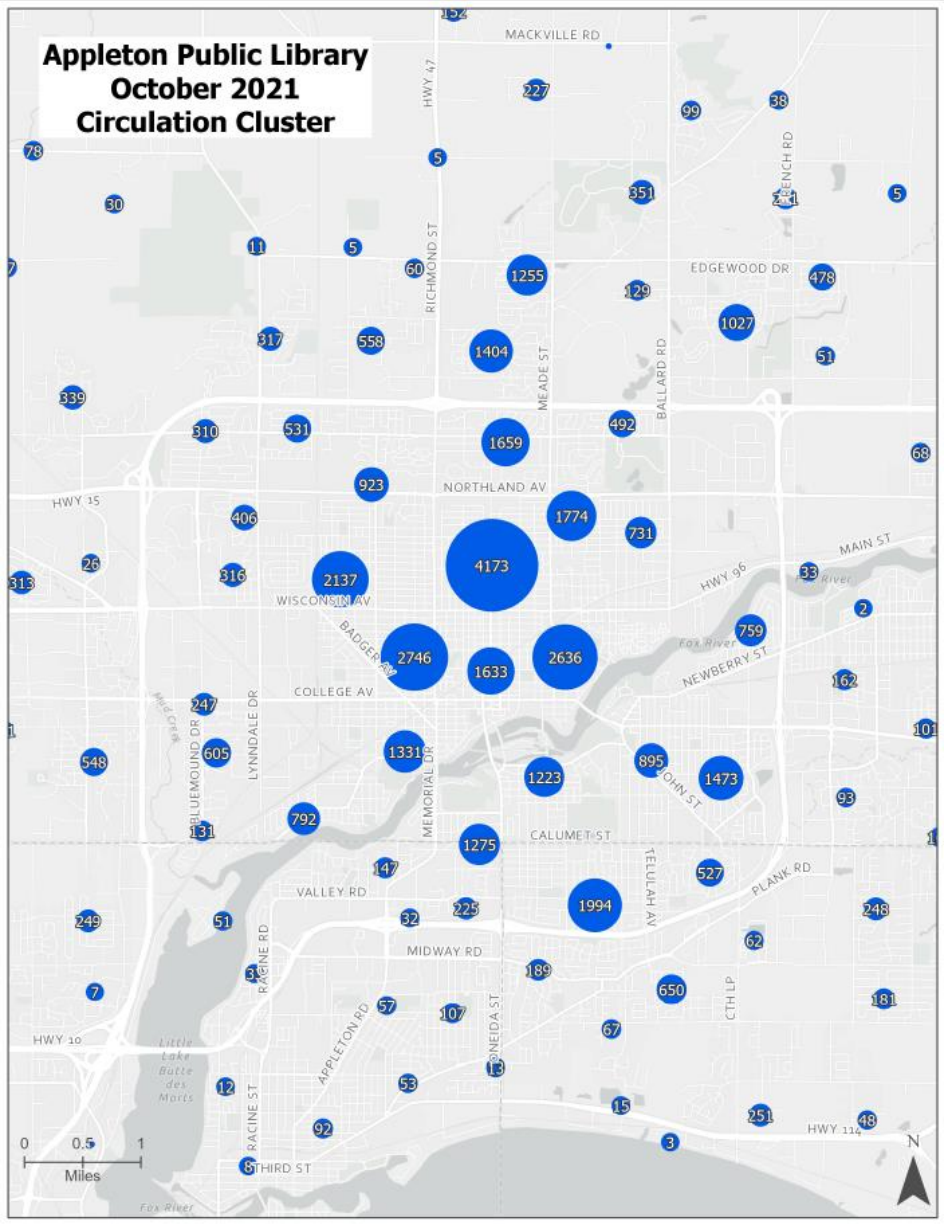
USERS IN APPLETON AREA

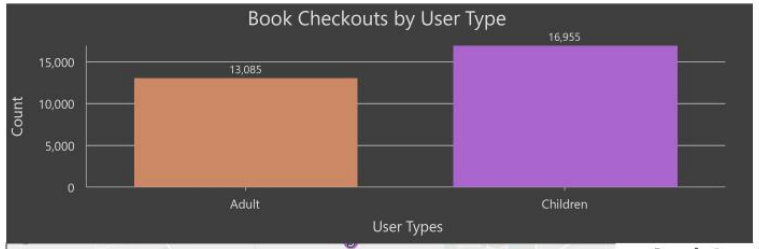
Patron residency of APL checkouts

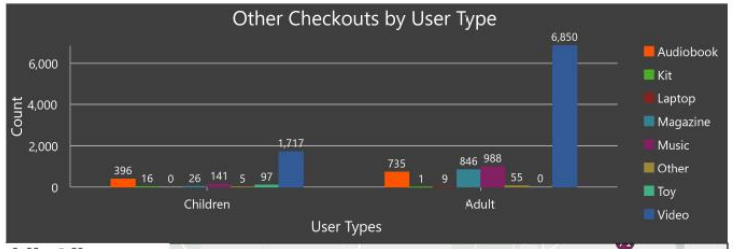


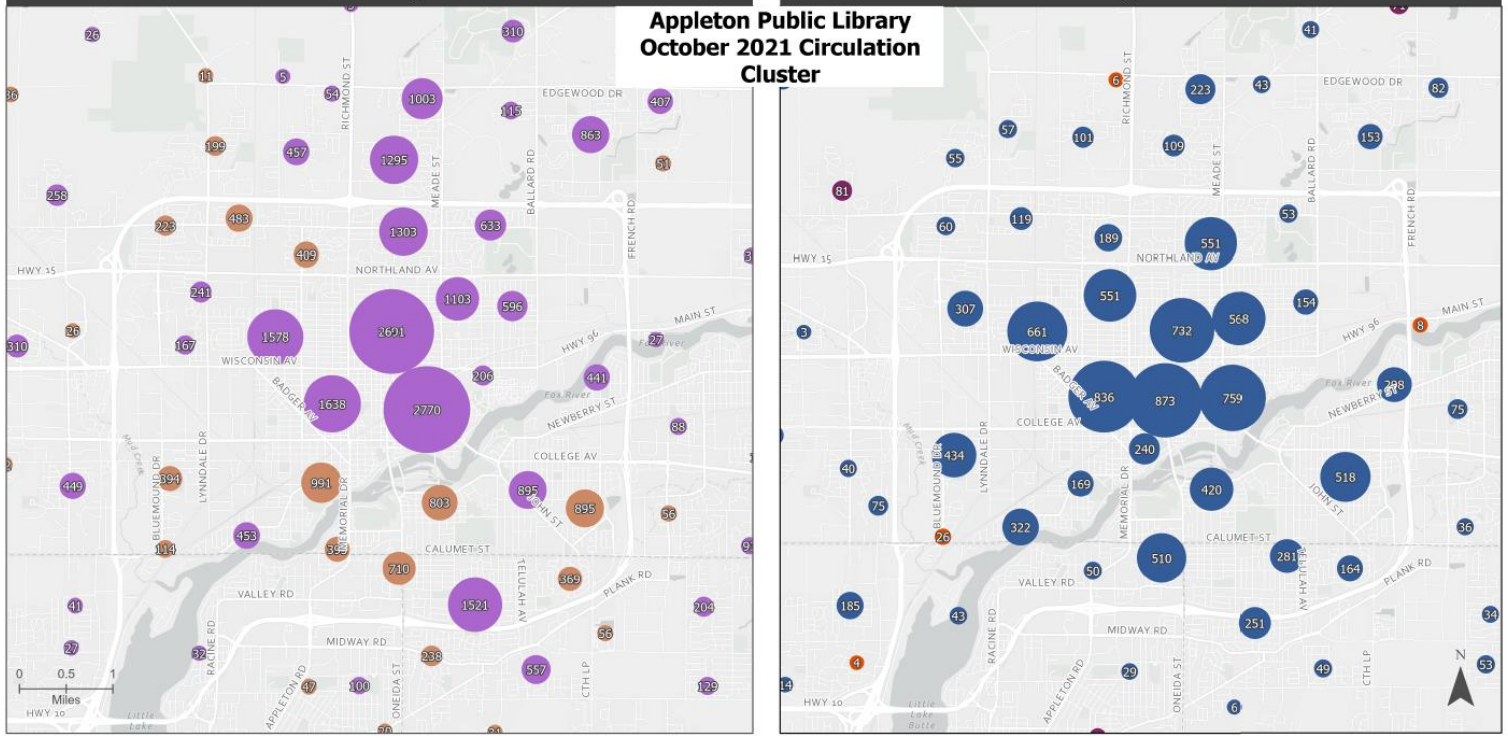
October 2021 checkout and renewal data

CIRC AMOUNTS IN APPLETON AREA









TRADITIONAL-ISH SERVICES THAT STATS DON'T SHOW

BOOMERANG BOOKS

Books for those without a library card

BOOK CLUB IN A BAG

End to end service for area book clubs

WALKING BOOKS

Volunteer-delivered books for the homebound

OTHER USAGE STUFF: APL IS...

Who I call to:

- Get today/tomorrow's weather
- Find an address or phone number for a business/person
- Find out about garbage and leaf collection dates
- Reach people at the City of Appleton
- Get help with research and accessing electronic resoures

Where I go to:

- Use a computer
- Print out stuff (taxes, shipping labels, pictures, resumes)
- People watch/hang out/wait for the bus/spend a lunch break
- Study (alone or w/group)
- Read the newspaper
- Research my house/family/local history
- Get help with my electronic device
- Learn how to access ebooks/eaudiobooks
- Get tax forms
- Scan/Fax/Copy a document
- Meet people
- Get help with a resume and finding a job
- Volunteer
- Play a game
- Experience Appleton's only tropical environment (unverified claim)