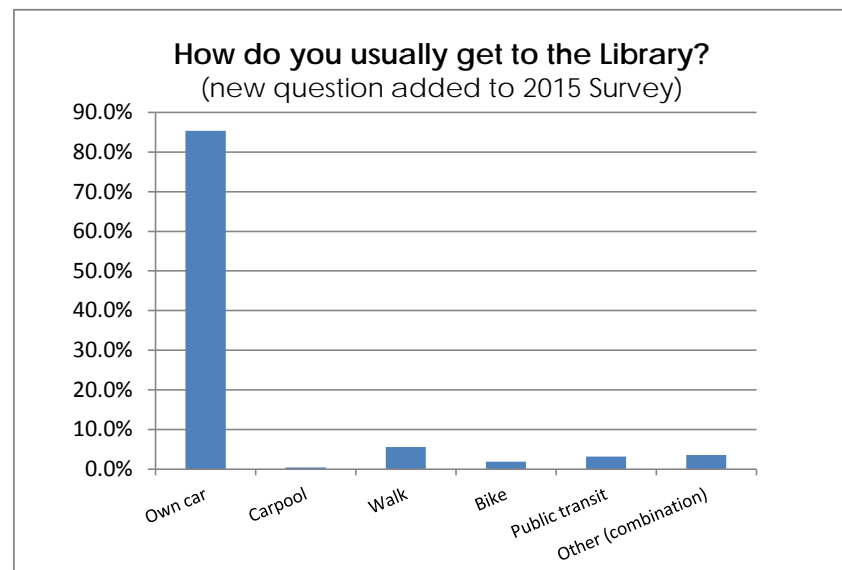
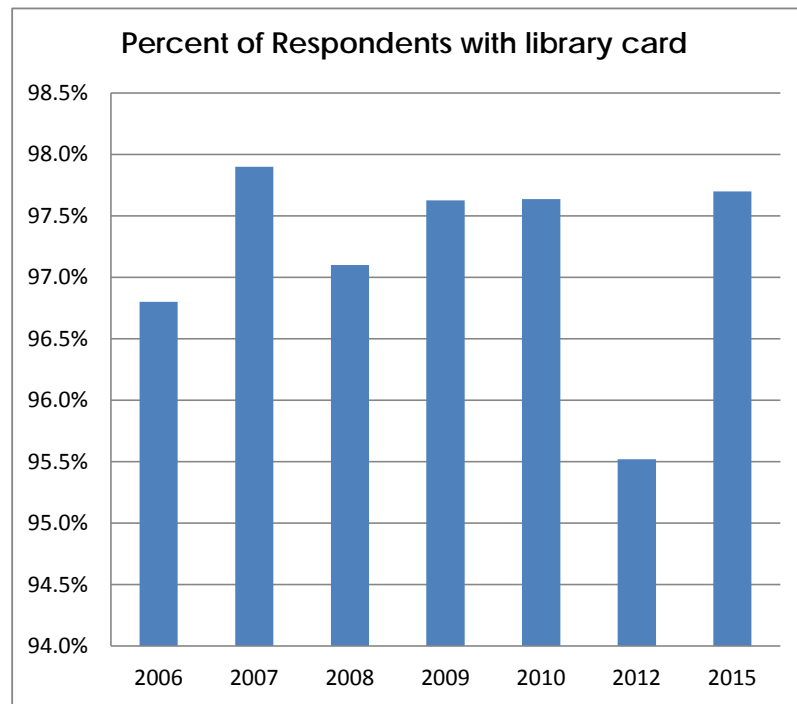
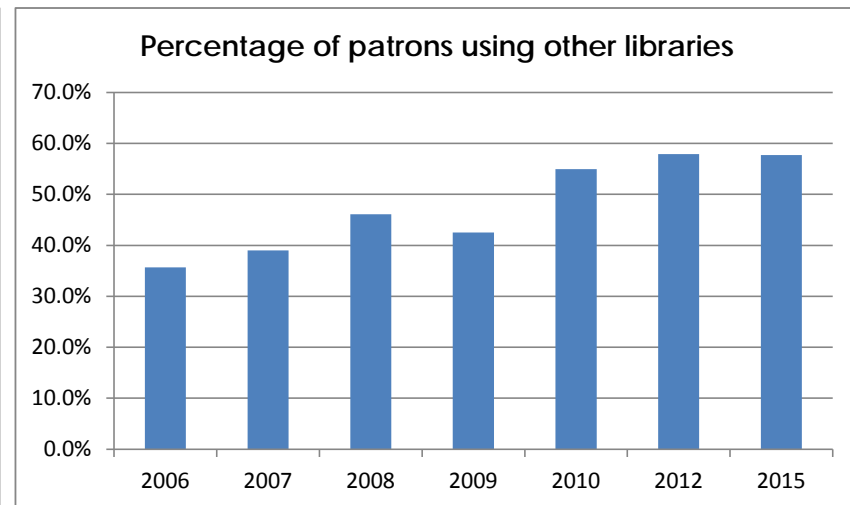
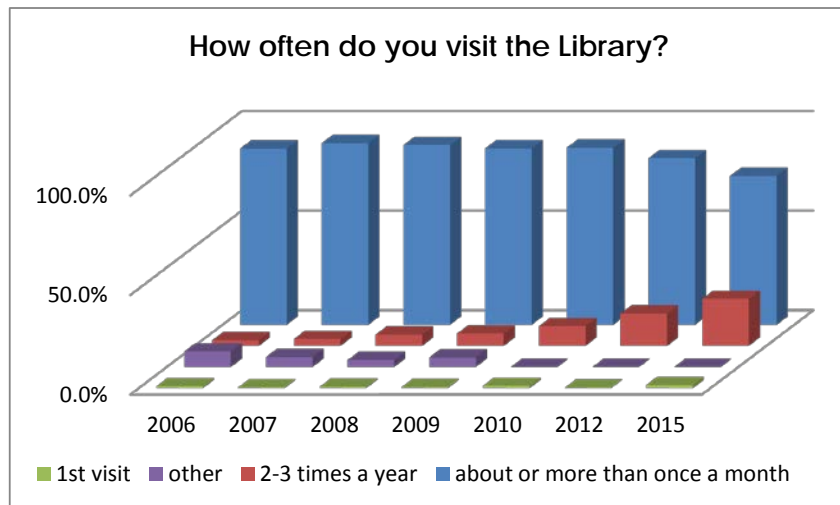
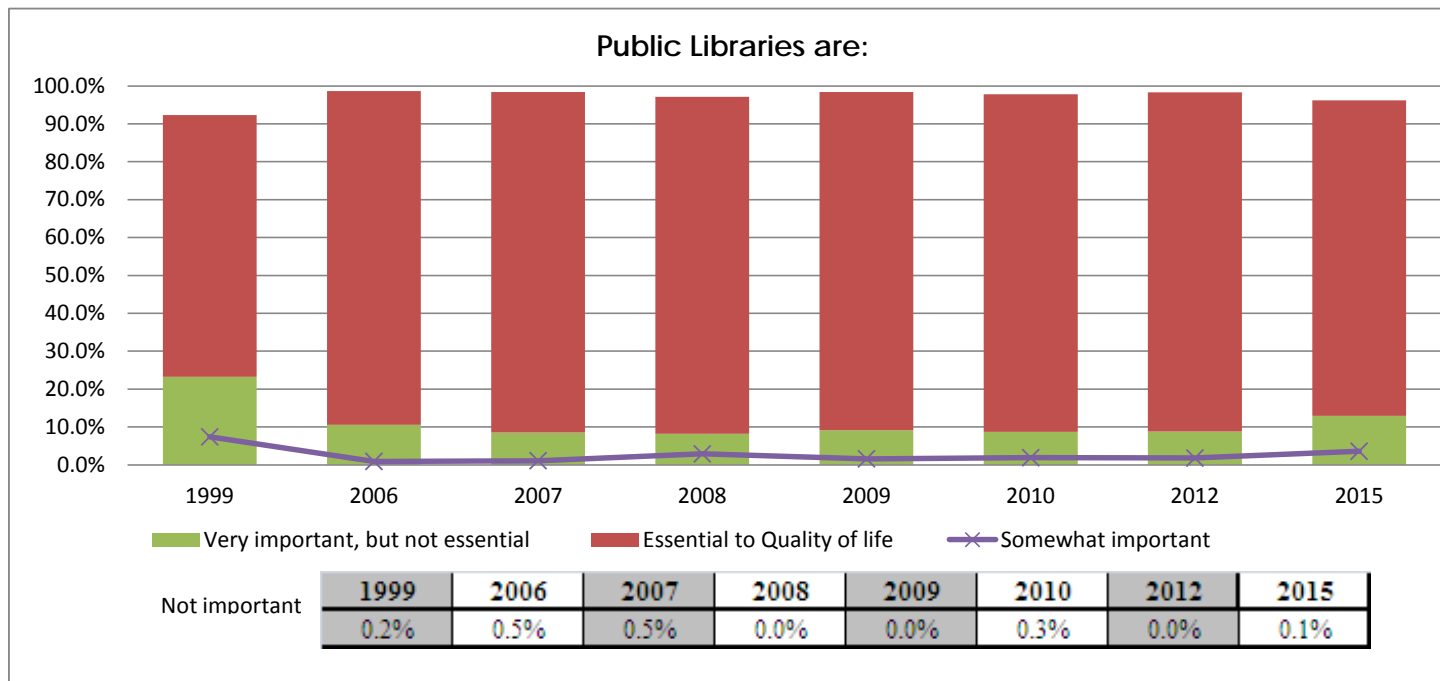


# 2015 APL Public Survey

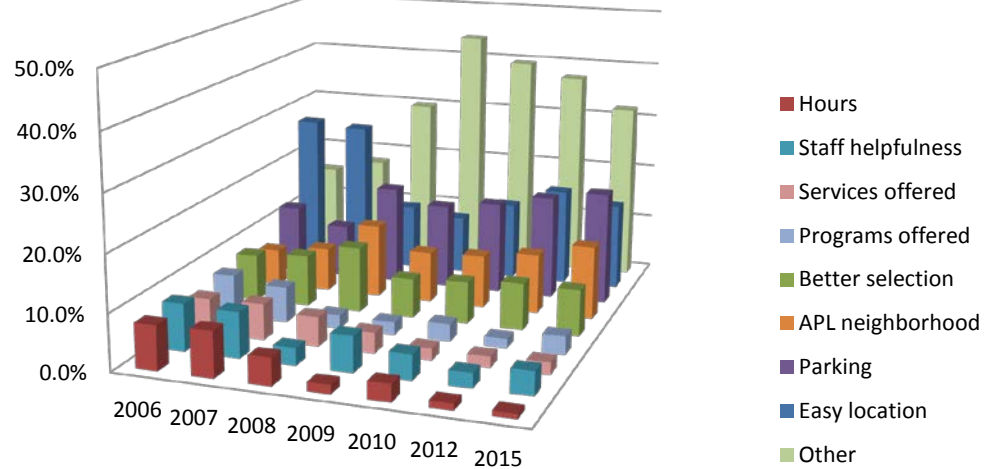
Year	Total number of Respondents	% paper survey	% online survey
2007	385	64%	36%
2009	693	54%	46%
2010	697	31%	69%
2012	637	18%	82%
2015	707	7%	93%

Demographic Data	
Area	Response Percent
Appleton	83.0%
Menasha	4.10%
Kaukauna, Kimberly, Little Chute, Combined Locks	3.40%
Greenville, Hortonville	2.40%
Neenah	2.20%
Sherwood	1.30%
Oshkosh	0.50%
New London	0.30%
Other	2.80%



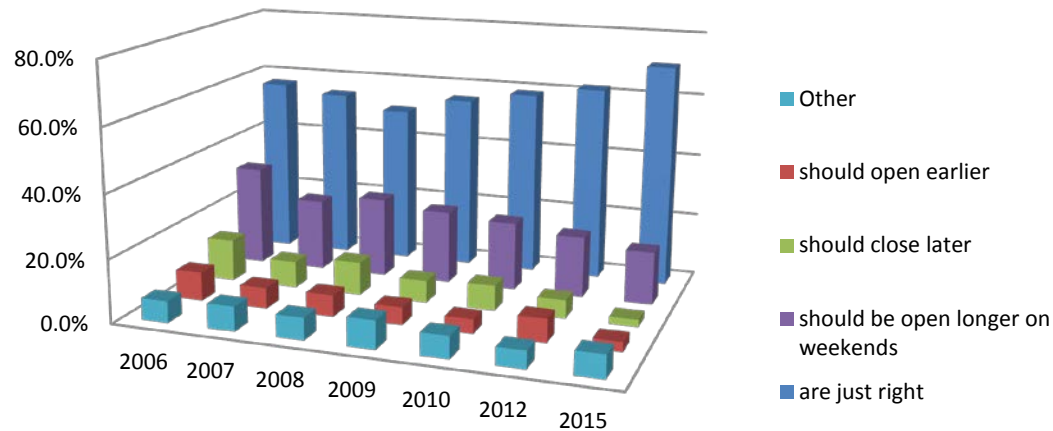


### What are your reasons for using other libraries?



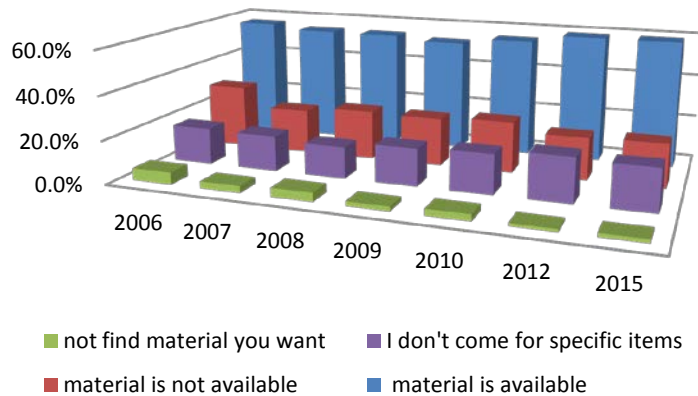
Other reasons: use online libraries, live out of town part of the year, use academic libraries, attend special events, meeting friends.

### APL hours ...

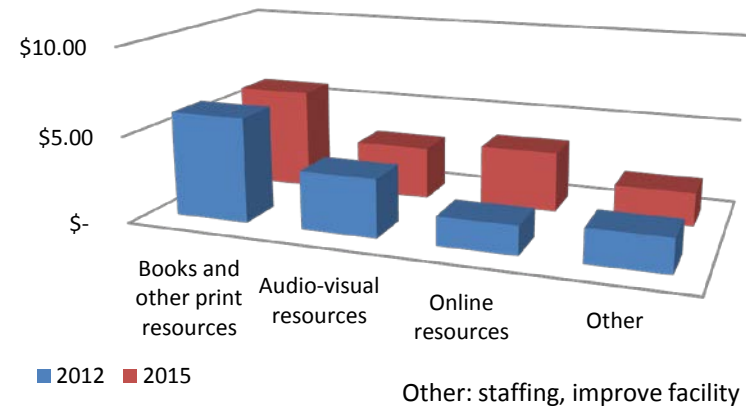


Other: keep the same hours year round, longer summer weekend hours, open on Sundays in the summer, open earlier at least once a week.

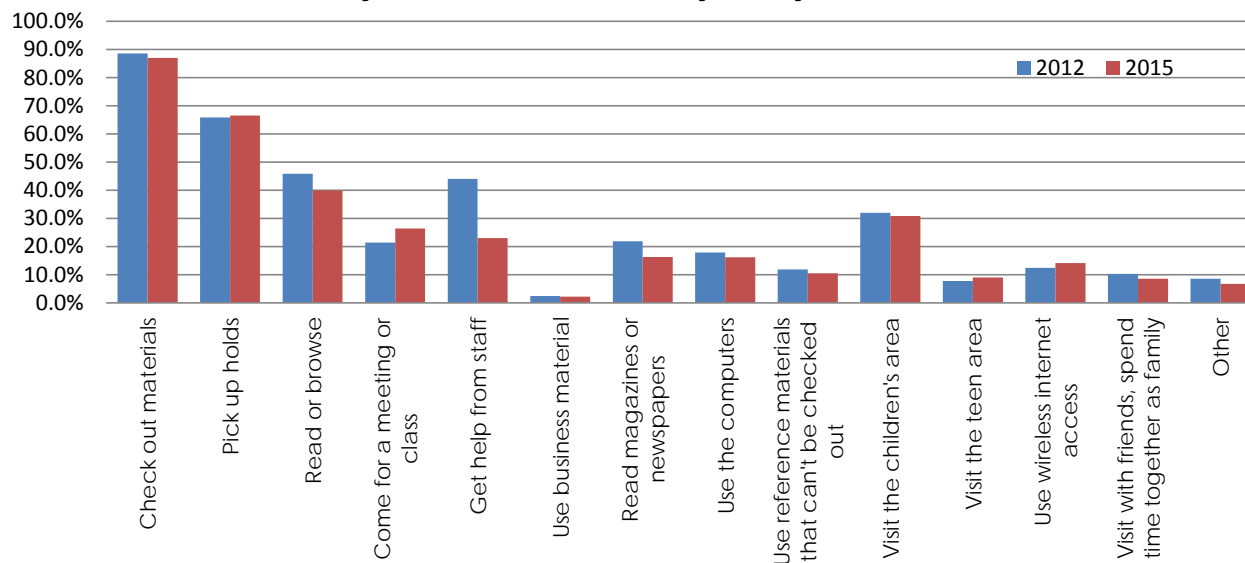
### When visiting APL, do you most often find...



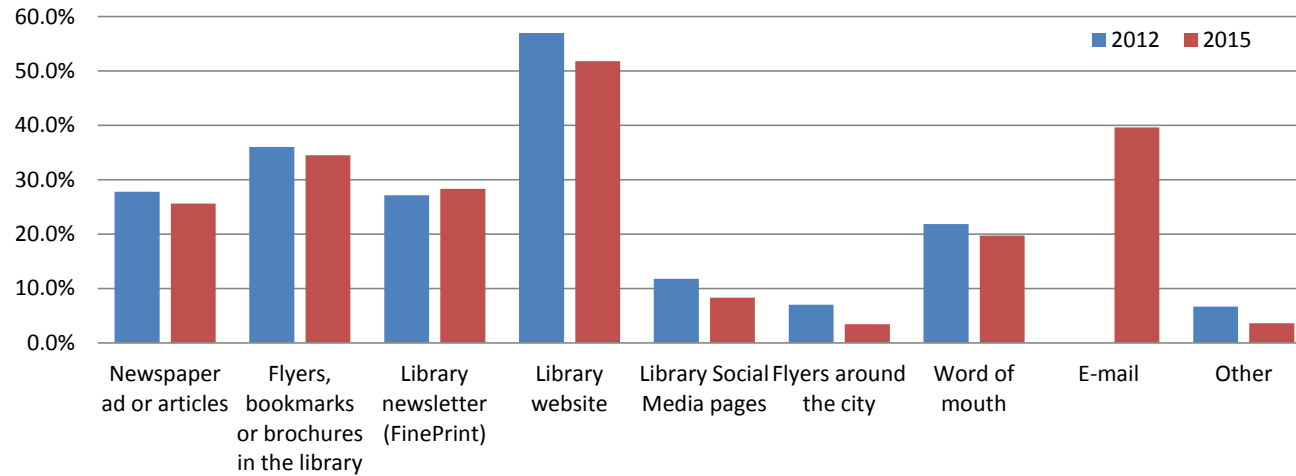
### If you had \$10 to invest in Library Resources, how much would you spend on each of the following?



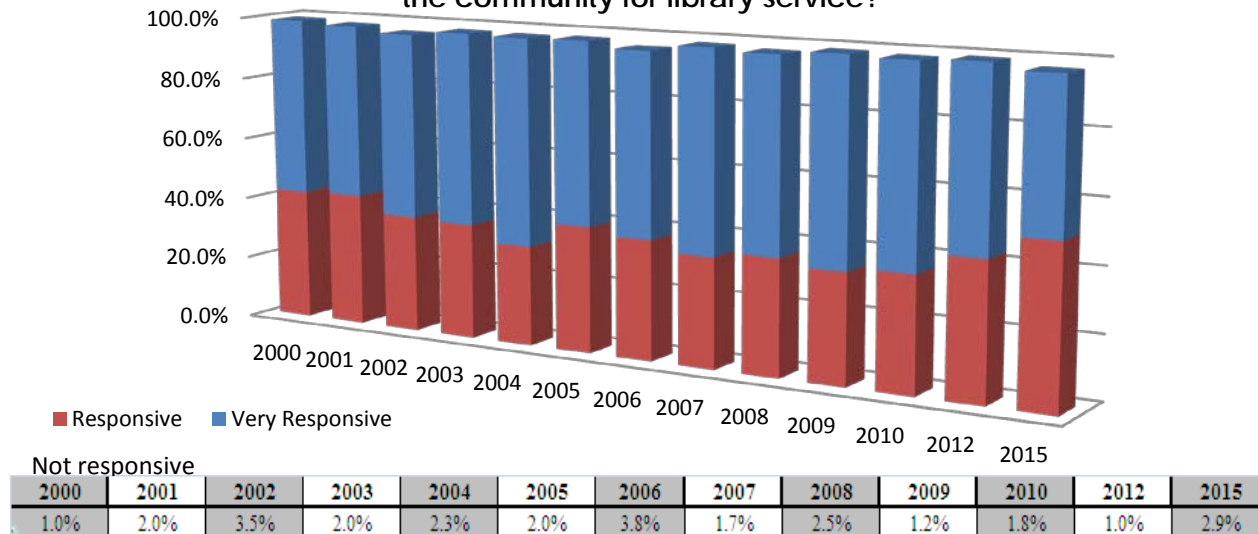
### When you visit the Library, do you often...



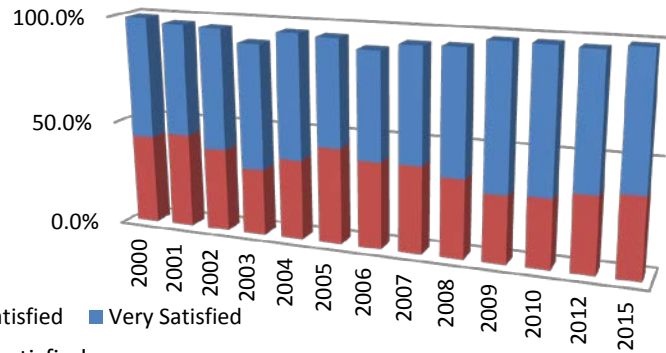
### How do you learn about programs and services at APL?



### How would you rate the APL in terms of its responsiveness to the needs of the community for library service?



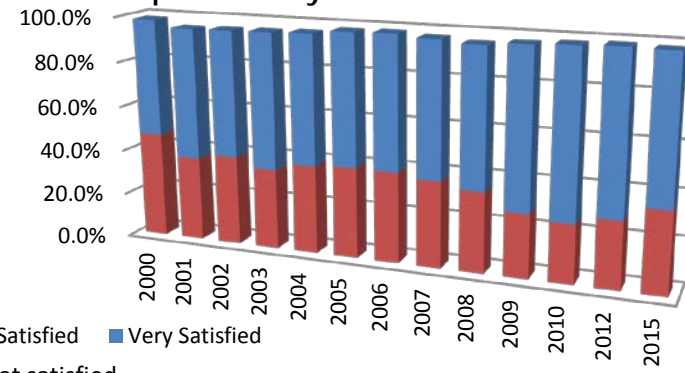
How satisfied are you with the service provided by Circulation Desk?



Not satisfied

2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2012	2015
0.9%	3.1%	3.9%	3.1%	3.9%	4.0%	9.4%	6.0%	5.6%	2.2%	2.4%	3.1%	1.2%

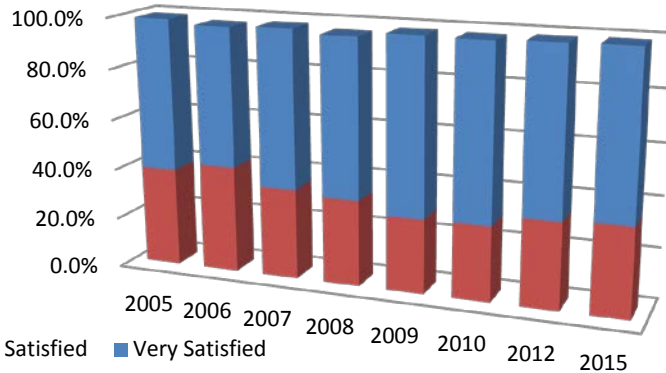
How satisfied are you with the service provided by Reference Desk?



Not satisfied

2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2012	2015
1.6%	4.7%	4.4%	4.1%	3.6%	3.0%	1.6%	2.8%	4.2%	2.8%	2.1%	1.5%	1.9%

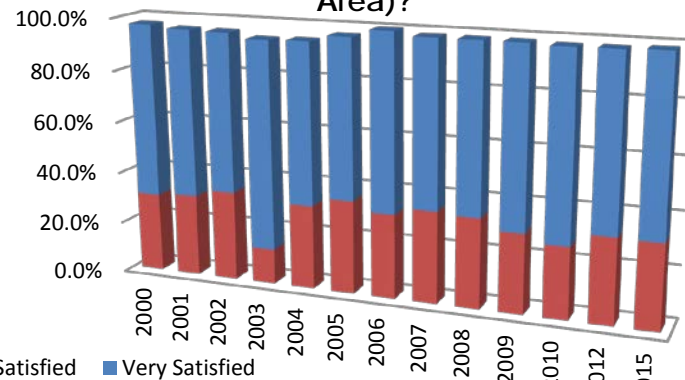
How satisfied are you with the service provided by Information Desk?



Not satisfied

2005	2006	2007	2008	2009	2010	2012	2015
1.0%	2.7%	1.9%	3.5%	1.7%	2.0%	1.4%	1.1%

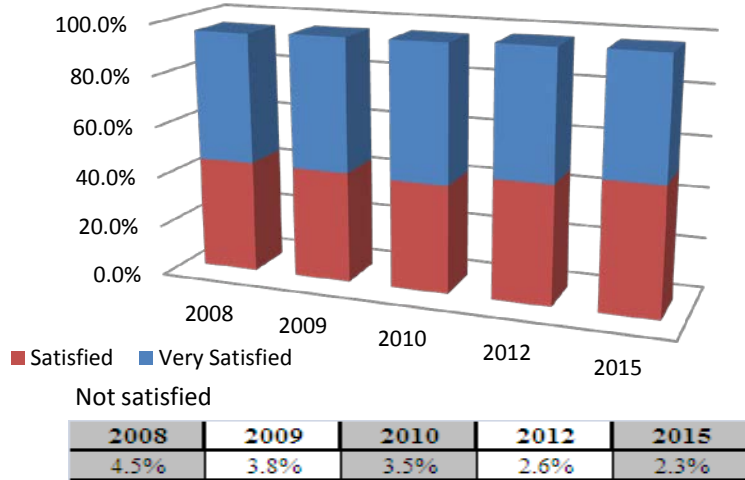
How satisfied are you with the service provided by Family Advisory Desk (Children's Area)?



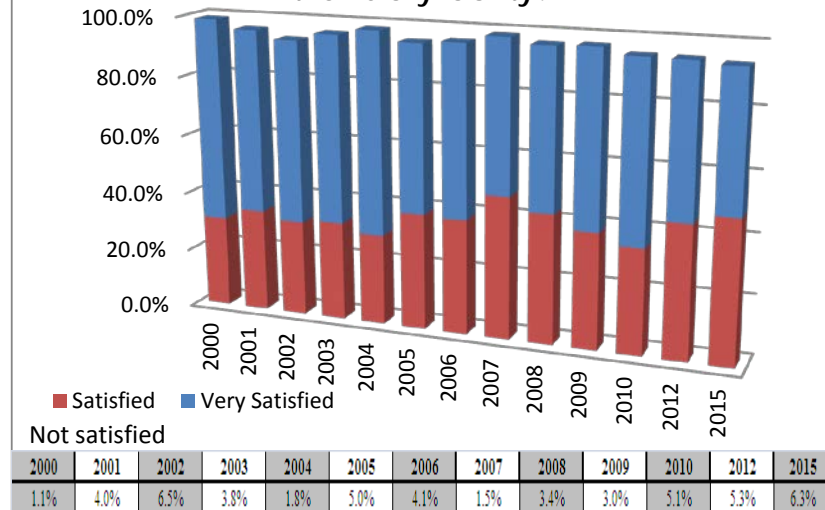
Not satisfied

2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2012	2015
2.7%	3.8%	4.0%	5.9%	5.5%	3.0%	0.0%	1.5%	1.5%	1.5%	2.1%	1.9%	1.4%

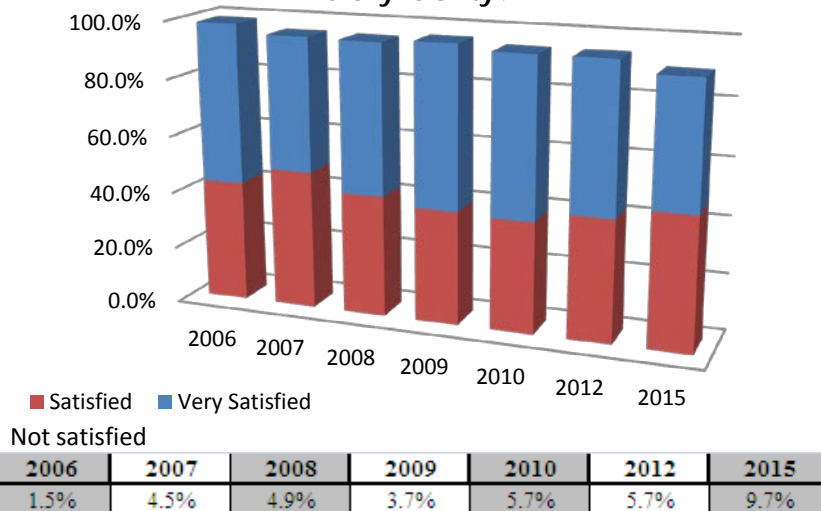
How satisfied are you with the Public Meeting Rooms?



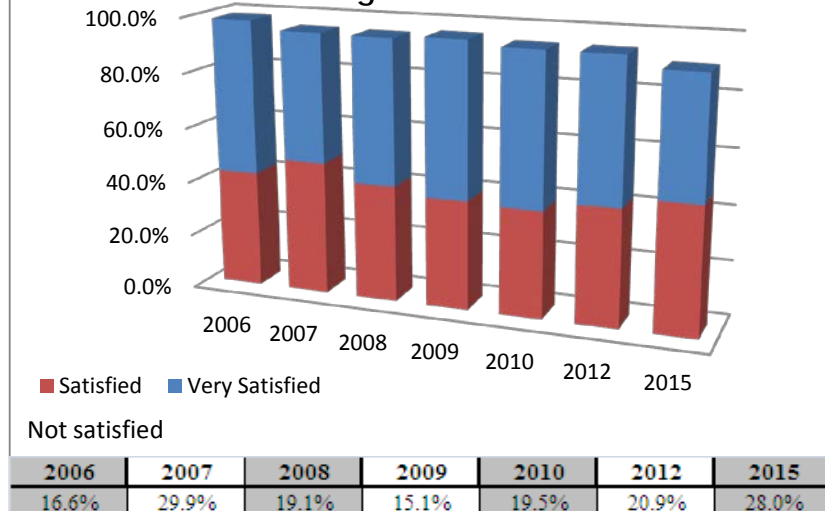
How satisfied are you with the cleanliness of the library facility?



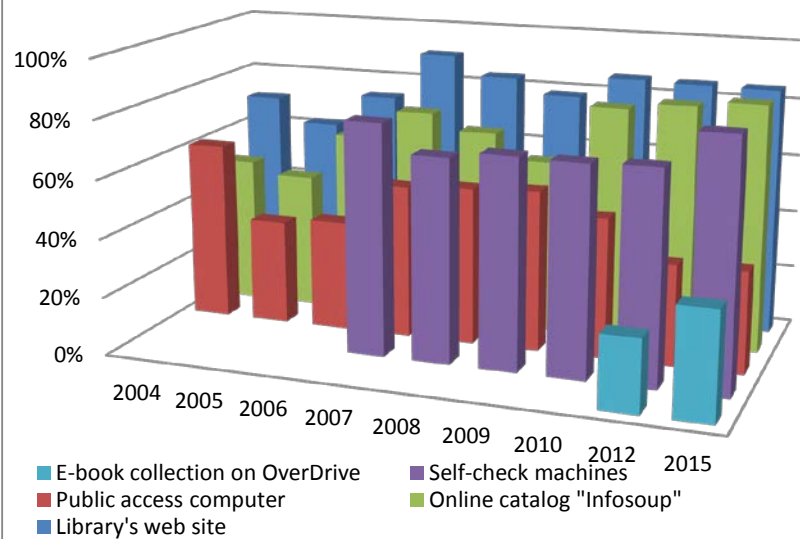
How satisfied are you with the safety in the library facility?



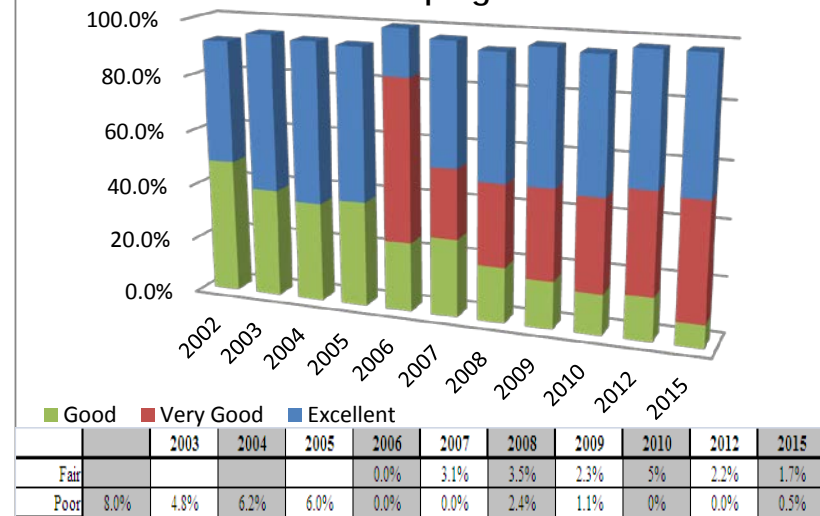
How satisfied are with the safety in the library neighborhood?



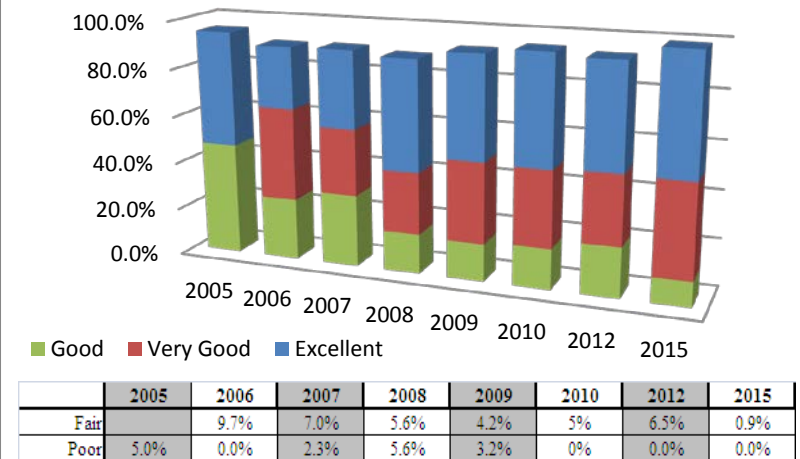
### Have you ever used...?



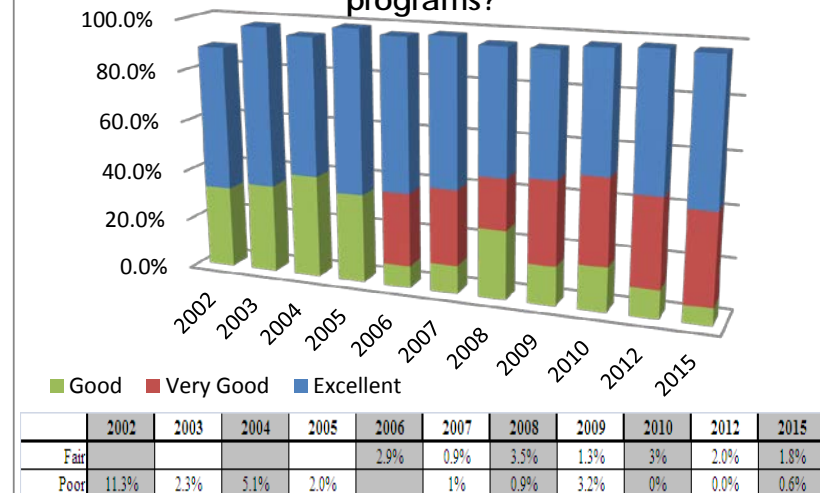
### How would you rate the Adult Cultural or Enrichment programs?



### How would you rate the Adult Instructional programs?

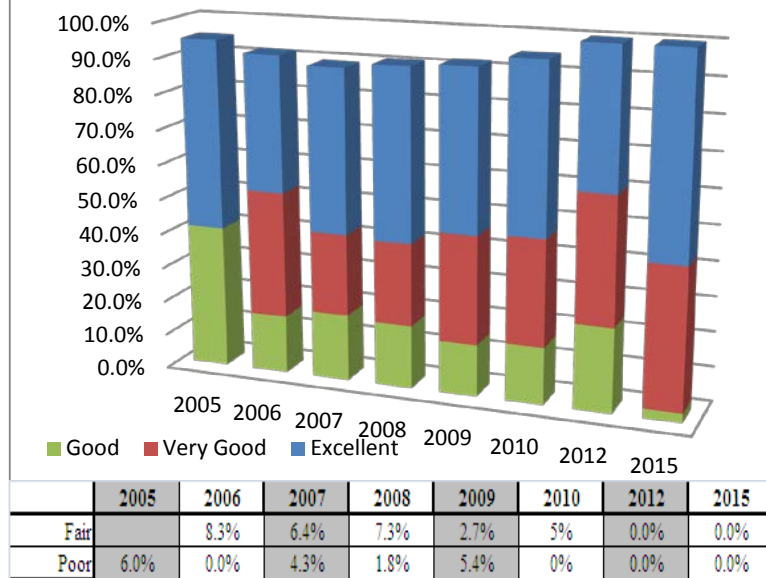


### How would you rate the Children's programs?





### How would you rate the Teen's program?



### Did you do any other business in downtown Appleton today?

385 responses are recorded. 184 patrons did not visit downtown

201 patrons visited downtown. The purpose of their visit:

	% Response
Dining, Retail, Banking, Attractions, Services	62.2%
Business in City Hall	4.5%
Post Office	5.5%
YMCA	10.4%
Work, Volunteer	16.4%
Valley Transit	1.0%

### How can we improve your satisfaction with library service?

372 response are recorded

	% Response
Satisfied	20%
Improve collection and programming	18%
Offer free parking	11%
Improve online service	10%
Improve e-books and e-audio collection and availability	9%
Oppose new building	8%
In favor of new building	4%
Improve safety in the library facility and in the library neighborhood	6%
Improve facility	5%
Improve staff friendliness	4%
Need quieter, no food area	2%
Need better hours	1%