

**The Wisconsin Library User (and Non-User).
Summary of the 2007 statewide survey**

Earlier this year a survey was conducted for the Wisconsin Public Library Consortium measuring attitudes towards and use of public libraries by Wisconsin residents. This survey repeated one that was conducted four years ago, in 2003.

For this survey a random sample of 615 persons were contacted by phone and agreed to be surveyed. The geographic and demographic distribution of those surveyed was statistically comparable to the state as a whole. Half of the respondents identified themselves as library users and half as non-users.

Many of the findings of the 2003 survey were confirmed by this one. In general libraries command wide support among both library users and non-users.

About half of survey respondents say they use a library very or somewhat regularly.

Over 90% of library users reported they used the library at least once in the past 4 months and over a third use the library more than twice a month.

74.3% of all respondents “Strongly agree” that public libraries to be a vital municipal service. 87.3% of all respondents view public libraries as an essential service for children; 69.3% of all respondents view public libraries as an essential service for adults.

Over 54.3% of all respondents strongly agreed that they would support a referendum that would increase library funding.

Over half of all library users and over a quarter of library non-users believe the library deserves more financial support.

If we had to create a profile of the Wisconsin library user, using the demographic information that this research collected, the Wisconsin library user is more likely to be female, use the Internet daily, and be very comfortable using computers than Wisconsin public library non-users.

Wisconsin library users are also most likely to use a library to find materials for personal enjoyment, and most likely to use the library that is nearest their home.

Links to both the 2003 and 2007 reports can be found at <http://www.wplc.info/reports/welcome.html>