

An Analysis of Space Needs

Prepared for
The Baraboo Public Library
Baraboo, Wisconsin



Milton, Wisconsin
April 6, 2004

INTRODUCTION

In the summer and early Autumn of 2001, Himmel & Wilson, Library Consultants conducted a space needs analysis for the Baraboo Public Library. The process included a significant amount of public input including focus groups with library users and a community-wide telephone survey as well as staff input in the form of staff interviews.

That analysis conducted in 2001 demonstrated that the residents of the Baraboo area are justly proud of the high level of public library service that they have come to expect and that they love their “classic” Carnegie Library. However, the analysis also revealed that, based on the Library’s service population, the Library was attempting to offer a program of services that would ideally occupy approximately 20,000 square feet of space from a facility that actually contains just over 15,000 square feet of space. Furthermore, the analysis concluded that this space deficit would grow to approximately 11,000 square feet by the year 2021.

Late in 2003, the Library contacted Himmel & Wilson and asked the consultants to update their findings and to determine whether the situation had changed significantly in the intervening 30 months. The consultants agreed to recalculate space needs based on more recent population projections and to test changes in public opinion and attitudes through a series of focus groups. Because the Library had encountered some significant turnover in staff due primarily to retirements, the consultants also felt that it made sense to again interview the Library staff members to ascertain their opinions and to hear their concerns regarding the current facility.

Overall, the consultants found very little change in public or staff perceptions and opinions. Most of the adjustments that have been made to the space needs analysis are due to somewhat higher projections for population growth rather than on any shift in the way that residents of the community or library workers perceive the Library and its needs.

While the 2001 analysis said the community needed a total of 26,374 sq. ft. of library space in 2021, the 2004 analysis recommends a building of 26,982 gross square feet for the year 2023. The increase of 608 square feet reflects the fact that the consultants estimate that the Baraboo Public Library will be serving approximately 25,000 people by the year 2023 as opposed to an estimate of roughly 23,000 people in 2021 that was the basis for the 2001 study.

The consultants also continue to recommend that the Library gain the needed space through the construction of an architecturally-sympathetic addition to the current structure rather than by abandoning the current structure in favor of a totally new building. This judgment is based on a number of factors. Among them is the fact that, in spite of its age, the current structure is in very good condition. Furthermore, and even more importantly, many residents continue to voice strong opinions that they believe that the current Library is well-located and that its historic nature is very appealing and highly appropriate for the Baraboo community.

THE ANALYSIS

Determining the Service Population

The size of the population to be served by a library is, of course, one of the critical factors in determining the appropriate size of a facility. However, accurately determining the Baraboo Public Library's service population is not as simple as it might seem at first blush. While the Library is organized as a "municipal" library under Chapter 43 of the Wisconsin State Statutes, it also serves an extended area that consists mostly of surrounding portions of Sauk County.

Although the current Baraboo Public Library structure would be adequate to serve the City population of roughly 11,000 people, the Library derives approximately one-third of its operational budget from Sauk County and it is obligated to serve residents of an extended area. For statistical and planning purposes, the Department of Public

Instruction's (DPI) Division of Libraries, Technology, and Community Learning apportions the population of parts of Sauk County that lie beyond the corporate limits of communities that maintain libraries to each of the nine public libraries in the County. Using this method, DPI's service population estimate for the Baraboo Public Library has hovered between 20,300 and 20,600 in recent years.

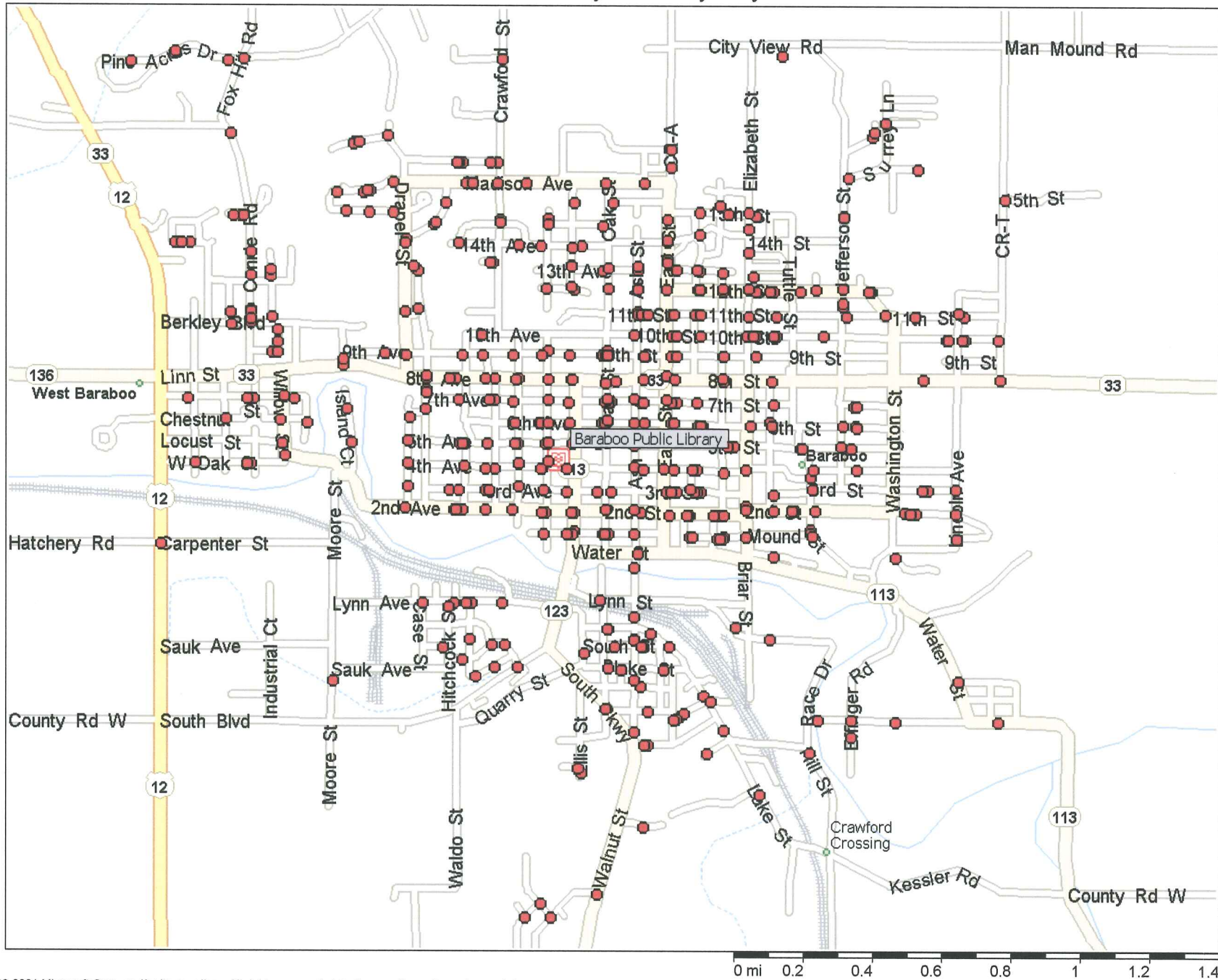
With the cooperation of the Library and the South Central Library System, the consultants attempted to validate this figure by plotting actual library use for a sample period using the power of geographic information systems software. A sample of households showing circulation activity during the two-week period between March 18 and March 31, 2004 was drawn. The addresses from this sample were then run through a "geo-coding" process that generated the maps that appear on the next two pages.

The first map shows the distribution of City households that were active (someone from the household checked out something during the sample period) during the March 18 through March 31 sample period. The second map displays a broader view that includes the Library's extended service area.

The consultants offer two observations on the Library's distribution of usership. First, the Baraboo Public Library is doing a remarkable job of reaching into all parts of its core community. In creating similar maps for scores of libraries, we have rarely seen such an even distribution of use.

The second observation relates to the map showing the extended service area. It is obvious that the Baraboo Public Library serves in a regional capacity and that it draws a significant number of people into the community. This "drawing power" is important to note from an economic development perspective. High quality library service should be seen as an asset to other businesses located nearby. Because of its drawing power, a strong public library in the City of Baraboo enhances the viability of other business establishments in the downtown area.

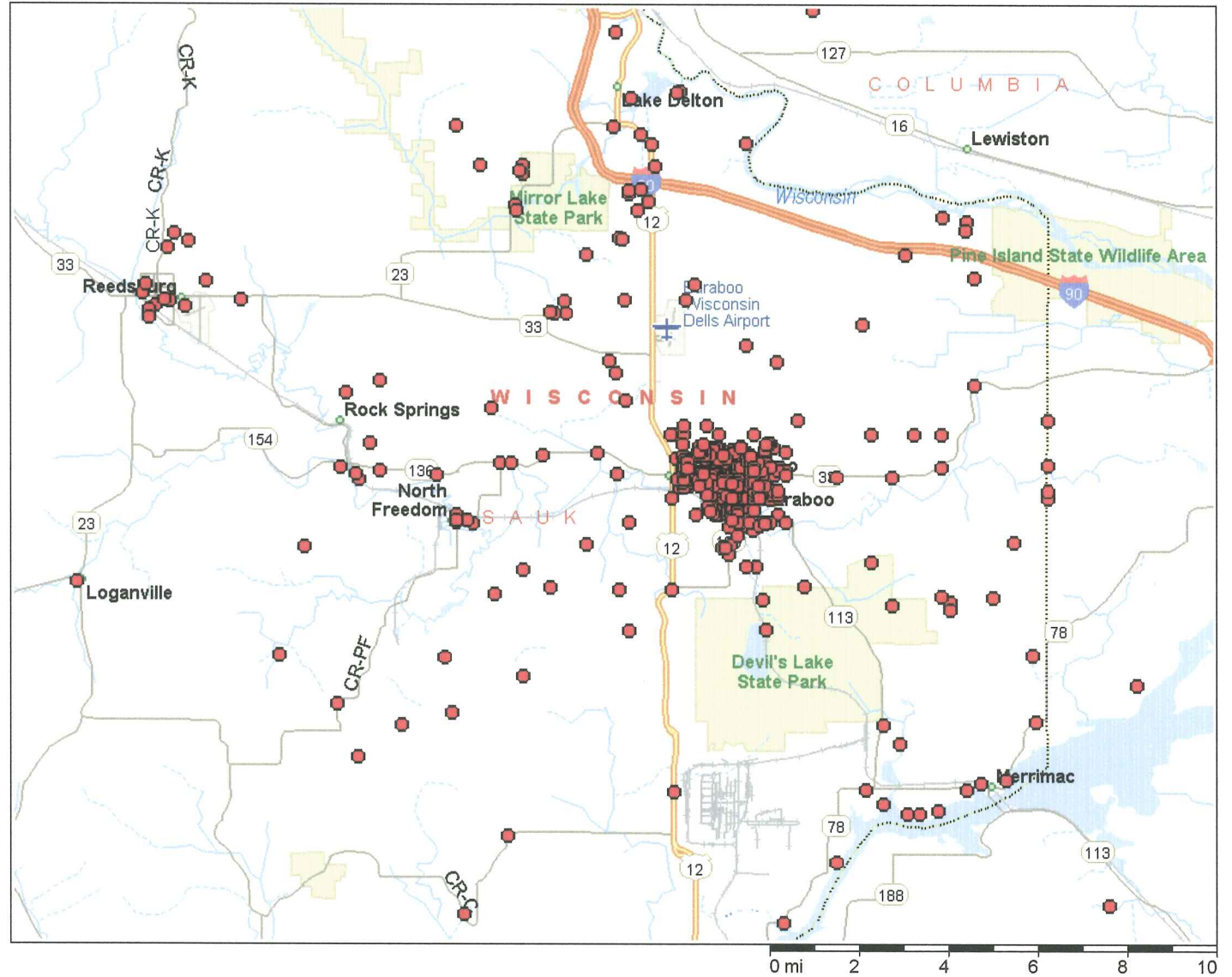
Baraboo Public Library - Use by City Residents



Sample of Baraboo Use

Pushpins

- Sample of Baraboo Use - 3/18/04 - 3/31/04



Maps such as these almost always contain “outliers;” i.e., some distribution on the far edges that are unlikely to be part of a library’s primary service area. For example, the extended map shows some use in Wisconsin Dells and in Reedsburg; however, since these communities have libraries of their own, these areas are clearly NOT part of Baraboo’s primary area. Maps showing usage of those libraries would likely display a few dots for Baraboo residents as well.

However, the situation is a bit different in regard to smaller communities such as North Freedom. Because the Baraboo Library is considerably larger and is open more hours than the North Freedom Library, it is likely that a fair number of people supplement their local resources by using both their “home” library and the larger Baraboo facility. The reverse (Baraboo resident using North Freedom) is far less likely.

A third map that appears on the next page shows the area within 18 minutes “drive time” of the Baraboo Public Library’s location. (Demographic reports regarding this population can be found in Appendix D) This map correlates very well with the distribution shown on the extended usage map. Approximately 21,500 people live within 18 minutes drive time of the Library. However, this map probably overstates the population of the service area slightly because it does encompass areas very close to a few other libraries, in particular, close to the North Freedom Library.

In the opinion of the consultants, the DPI estimate of the Baraboo Public Library’s service population is relatively accurate, albeit slightly dated. We have therefore used the population figure of 20,900 to reflect the Library’s 2003 service area. This is slightly larger than the DPI figure and a bit smaller than the figure generated using the geo-coding and drive time map method.

Population growth in the Baraboo area has been relatively strong in recent years. Claritas Inc., a commercial provider of demographic information to the retail sector, estimates that the population in the City of Baraboo will increase by approximately 4.3%

Area Map

Prepared For: Baraboo Public Library - 18 Min. Drive Time

Project Code:

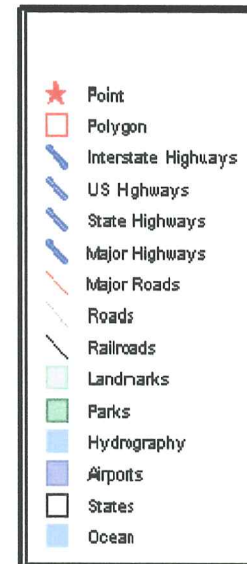
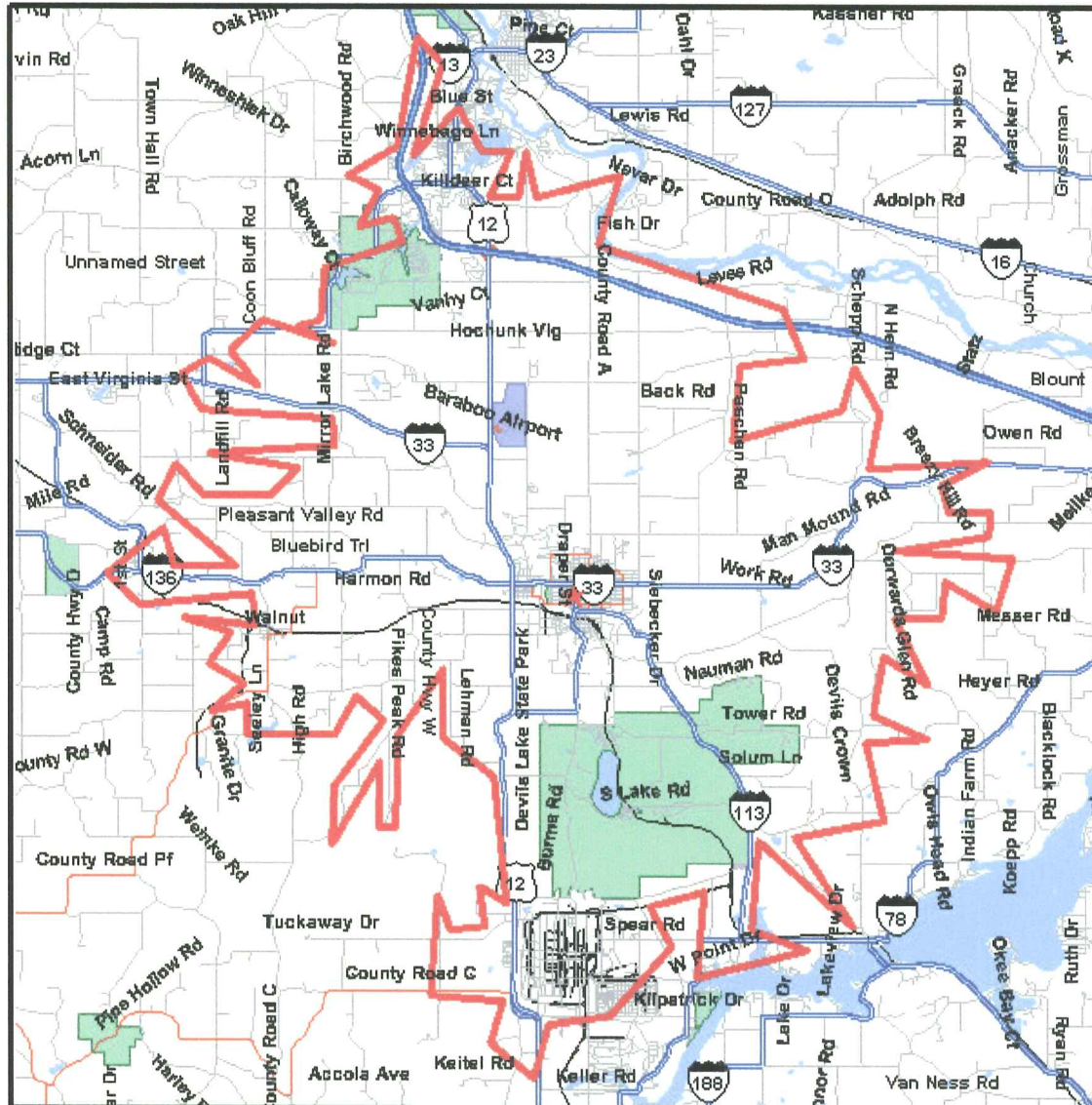
Order #: 962880026

Site: 01

230 4TH AVE
BARABOO, WI 53913-2118

Polygon

Coord: 43.471037 -89.744890



Prepared on: April 3, 2004
© 2004 CLARITAS INC. All rights reserved.
1 800 866 6511



in the next five years and that the Sauk County population will increase by 4.5% during the same period. Furthermore, there is considerable speculation that the upgrading of State Highway 12 between Madison/Middleton and Baraboo will further stimulate population growth.

We have applied a growth factor of approximately 5% for each five-year period between 2003 and 2023 in arriving at space needs estimates. This results in an ultimate design population estimate of 25,000 for the year 2023. The estimates for the years 2008, 2013, 2018 and 2023 calculated as explained above have been applied in the “Staff and Space Needs Projections” chart that is included as Appendix A.

Focus Group Findings

The findings from the focus groups conducted in February 2004 are very consistent with those that came out of the 2001 study. People love and cherish the Carnegie building; however, they also feel the need for specific enhancements and improvements. Most of the public is uncertain as to whether an addition would be required to accommodate their desires. Many think that a reworking of current space would be sufficient to accomplish their end(s). Appendix B provides a detailed summary of the views of focus group participants.

Common requests for additional space include: more quiet spaces for reading and studying, group study spaces, tutoring rooms, a computer lab, dedicated children’s programming space, and attractive meeting facilities for adults. One change from the 2001 sessions was an increased interest in providing expanded space for young adults/teens.

The public perception that some space might be gained through a re-design of some of the existing space, although a bit short-sighted, is well founded. While finding space for anything more on the upper level is unlikely, the consultants continue to believe that a reworking of space in the children’s department and in the current meeting room facility would yield some positive results.

To their credit, the Library staff has acted on some of the suggestions made in the 2001 Himmel & Wilson report. Nevertheless, the consultants are of the opinion that significant progress in repurposing existing space will require the involvement of a professional library design consultant.

That said, the public's perception that existing space can be reworked to accommodate the long-term space needs of the Library fails to recognize that anticipated population growth will also require expanded collections. As was noted earlier, adult collection space is already at a premium as is space for pre-school materials. Furthermore, a reworking of the primary and intermediate area of the Children's Youth Services Department is likely to yield relief for at most five years time.

Staff Interview Findings

For the most part, our findings from the staff interviews are consistent both with the 2001 round of interviews and with what we heard from the public. (A summary of the staff interviews is provided in Appendix C) Given the public's observations that the staff is highly responsive to the needs of the public, it is not surprising to find that the staff have a "good read" on what the public wants and needs.

Staff would agree that a quiet area, tutoring spaces, and additional programming space are needed. However, the staff is also able to add some insights that are missed by the casual observer. The public sees the result of a lack of storage space in the corners of the meeting room.



What the public fails to recognize is that little other space is available for this purpose. The public sings the praises of the availability and the rapid delivery of materials from other libraries; however, they fail to appreciate the difficulty of making this service happen in a library that lacks a receiving and sorting area for this purpose. The staff rightly point out that employee workspace is limited throughout the building.

A few other staff observations are important to note. As a few of the smaller libraries such as North Freedom have joined the LINK automation system, people in those communities are now somewhat more likely to pick up requests from other libraries at their “home” library rather than traveling to Baraboo (which they had to do in the past). This has provided a slight bit of relief in regard to the delivery/sorting situation.

Several staff members noted some changes in use patterns. Several mentioned that the meeting room is being used more heavily. Another noted that there used to be “dead times” during the daytime in the winter in the Children’s area. In part because of an increase in the number of home-schooling families using the Library, these “dead times” have all but evaporated.

Space Need Recommendations

A summary of the consultants’ calculation of long-term (20 year) space needs for the Library can be found on the chart in Appendix A. The chart shows that the Library’s current space deficit is approximately four-thousand square feet (4,126 sq. ft.) and that this deficit grows to over six thousand square feet (6,810 sq. ft.) when some specific areas that are well below standard are addressed.

Looking out roughly twenty years (2023) and using a service population projection of 25,000, the consultants estimate that the space deficit will have reached over 11,500 square feet (11,582 sq. ft.).

In the 2001 report, the consultants described the fact that the Department of Public Instruction has traditionally reported public library statistics broken

down by community size and, within community size, by quartiles representing the actual performance of Wisconsin libraries.

Libraries in the lowest 25% (quartile) of any measure are described as being at the “Basic” level. Libraries falling in the next higher quartile (26% to 50%) are referred to as being at the “Moderate” level. The third quartile (51% - 75%) is considered an “Enhanced” level of service and the top quartile is called “Excellent.”

The projections we have provided should not be seen as being at a “Cadillac” level of service. In fact, in calculating estimated collection size, the consultants used DPI’s “Moderate” collection ratios and staffing was calculated at the “Enhanced” level. These categories mirror the level at which the Baraboo Public Library is currently operating. Collections are already a bit small given the Library’s population base. Staffing also falls short of the “Excellent” level. The consultants’ calculations are based on allowing Baraboo to maintain its current level of services.

It is logical to conclude that if the population continues to increase at its current rate and if the Library stays at its current levels in terms of collection and staffing, the quality of services offered will decline over time. By labeling the chart in Appendix A “Staff and Space Needs Projections,” we fully intended to stress that additional space alone will not ensure that residents of the Baraboo area continue to receive high quality library and information services.

The Staff and Space Needs Projections add space in each of four categories:

- space for personnel,
- space for collections (books and other materials),
- space for customer/patron seating, and,
- support spaces.

In each case, some of the additional space that is recommended is remedial; that is, it makes up for

the fact that existing furniture, equipment, and services are squeezed into less than the ideal amount of space. An example is additional staff workspace.

However, the recommendations also call for the addition of spaces that are not currently in place. Examples include a group study room, a conference room, two tutoring rooms, and a dedicated children's programming/craft area. In fact, additional space to provide more seating and specialized seating areas accounts for much of the expanded space.

CONCLUSIONS

The Baraboo Public Library is reaching a critical point in its long history. It is not unlike a point the Library reached in the early 1980s. At that time, a decision was made to double the size of a building that had served the community well for nearly eighty years. The foresight of those involved in the 1982 addition has paid off handsomely in a continuance of the Baraboo Public Library's tradition of fine service.

Once again, the community finds itself coming to an important decision point. The assessment that we provided in our 2001 report remains the same. At that time, we said,

"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 current and anticipated growth in the population in the Baraboo area and the rising expectations of the public require a careful consideration of expansion of the Baraboo Public Library facility. The building is already stretched near capacity and the need for additional space will reach the critical stage in less than five years time.



APPENDIX A

Space Needs Chart

Staff and Space Needs Projections for Library Service in Baraboo, Wisconsin - 2004

Projected Space Requirements per Planning Guidelines			Building: Baraboo Public Library							space needed for existing services		space needed for projected to guidelines services				
line no.	functional component	personnel/space designation	space code	square feet	existing 2003	needed 2003	projected needs 2008	2013	2018	2023	2004	2004	2008	2013	2018	2023
			Population Served: 20,900, 20,900, 22,008, 23,108, 24,263, 25,000													
			CIRCULATION: unit area x number of personnel							= net square footage						
3	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/Circ Librarian	PO-B	175	1,000	1,000	1,250	1,500	1,750	2,000	175	175	219	263	306	350
7		Circulation/Acquisitions	PO-C	150	1,000	1,000	1,000	1,000	1,000	1,000	150	150	150	150	150	150
8		Circulation Asst.	SPO-B	96	0,750	1,000	1,000	1,000	1,000	1,000	72	96	96	96	96	96
9		Ad. Technical Services Asst.	SPO-A	120	0,000	0,000	0,000	0,000	0,000	0,000	0	0	0	0	0	0
10		Interlibrary Loan/Delivery Asst.	SPO-A	120	0,750	0,750	0,750	0,750	0,750	0,750	90	90	90	90	90	90
11		Circ./Adult Services Asst.	SPO-B	96	2,000	2,750	2,750	2,750	2,750	2,800	192	264	264	264	264	269
12		Youth Services Asst.	SPO-B	96	3,000	3,000	3,000	3,200	3,350	3,500	288	288	288	307	322	336
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 Adult 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 Lab/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	0,500	0,500	0,500	0,750	0,750	8	12	12	12	18	18
19		Cleaner	SPO-M	48	0,300	0,500	0,500	0,600	0,750	1,000	14	24	24	29	36	48
20	TOTAL FTE PERSONNEL:				11.150	12.500	13.250	13.800	14.600	15.300						
21		Volunteers	SPO-G	24	0,200	0,200	1,000	2,000	3,000	4,000	5	5	24	48	72	96
22				SUBTOTAL SQUARE FOOTAGE:							1,420	1,529	1,652	1,744	1,839	1,938
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	28,500	32,250	34,500	36,000	37,500	38,500	1,900	1,900	2,300	2,400	2,500	2,567
28		Adult audiovisual	SHLV-D	0.04	3,000	4,750	5,000	5,200	5,500	5,650	120	120	200	208	220	226
29		Large print	SHLV-R	0.10	1,600	1,800	2,000	2,100	2,350	2,500	160	160	200	210	235	250
30		Young adult	SHLV-R	0.10	600	1,200	1,250	1,300	1,450	1,600	60	60	125	130	145	160
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	5,500	6,200	6,400	7,500	8,000	8,250	165	165	192	225	240	248
33		Youth fiction/non-fiction	SHLV-E	0.05	15,500	18,250	18,800	20,000	21,500	22,250	775	775	940	1,000	1,075	1,113
34		Youth audiovisual	SHLV-D	0.04	3,000	3,750	4,150	4,300	4,500	4,650	120	120	166	172	180	186
35		Paperback (adult and youth)	SHLV-A	0.07	6,000	6,600	7,000	7,000	7,250	7,500	400	400	467	467	483	500
36		Adult current periodicals	SHLV-P	1.50	150	200	208	218	227	233	225	225	312	327	341	350
37		Children's/Youth current periodical	SHLV-P	1.50	35	40	45	48	52	55	53	53	68	72	78	83
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:				71,893	82,144	84,908	88,046	92,034	94,218						
43				SUBTOTAL SQUARE FOOTAGE:							4,966	4,966	5,680	5,809	6,033	6,154
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:				734	587	566	579	590	604						
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 spaces	Service desk stations	SVDSK-A	120	8	10	10	10	10	10	960	1,200	1,200	1,200	1,200	1,200
75		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	25	20										

APPENDIX B
Public Focus Groups

Baraboo Public Library Focus Group Report

Six focus group discussions were held at the Baraboo Public Library during the week of February 17th. A total of forty-eight people participated.

Executive Summary:

Focus group participants left no doubt that they love both the Baraboo Public Library's building and its program of services. When asked to describe their "perfect" library, nearly everyone started with the current structure and indicated what they might add to it rather than "starting from scratch." Library users believe that the Library's location is ideal and describe their Library as historic, architecturally beautiful, and well maintained.

Users find the staff "phenomenal:" helpful, welcoming, and knowledgeable. People enjoy being able to borrow materials from other libraries through the South Central Library System. Most agreed that the majority of items requested arrive quickly.

The lack of quiet spaces in the library was the biggest criticism leveled. Participants stressed the need for small group study rooms as well as quiet areas throughout the library. "There are no quiet areas upstairs." "There should be some areas for people who really need quiet... study rooms." Participants believe the library function as a community center, with people of all ages coming to socialize as well as conduct quiet study and reflection. While this was seen by most as being very positive, there was also general consensus that quiet space is also essential. "It (the Library) needs spaces for literacy tutoring. Kids having problems need a bit more privacy. When you see somebody being tutored (in the open reading room), you don't go into that area—you try to give them some privacy and try not to distract them." "There needs to be a place for private interaction."

The teenagers, who are actively involved with the Library, want more space for teen materials and programs in an area that is not in the middle of other traffic flows. They, as well as other participants, suggested updating the interior of the library with better colors and more comfortable chairs. Participants also wanted more tables so that they could spread out their materials.

The participants were somewhat divided on whether the library needed to build an addition or whether they could simply reorganize the current space, particularly space on the lower level. The majority of the participants seemed to think that a tastefully done addition was the solution. However, a good number also thought reorganizing the current space would be sufficient. Specifically, they believed that the current meeting/storage space room is poorly laid out and an inefficient use of space. The partially empty shelves in the children's room appear to be wasted space. Several offered the opinion that, "The layout of the children's room needs work."

Other suggestions for additional materials and services were for an employment search area and adult programming, specifically concerts and programs by authors.

Notes from each of the focus group sessions follow.

Baraboo FG 1: Parents of young children

There were seven participants in this group; one had been in Baraboo for only eight months; at the other extreme, one had been in the City for 38 years. Six of the seven had two children; one had three children. Two were, or had been, home schooling mothers. While the group was identified as parents of young children, two had children who were teenaged or older.

What's really good about the Baraboo Public Library? What are its strengths?

It's the way this library is run. I feel it's a model for any public agency. They try to serve their clients; they don't let you go too easily. They keep looking for that book or searching for that answer.

We love the story time; it meets my son's needs. I recently took a trip to Brazil and the library helped me get information. They've helped us get books to learn Spanish. The South Central (Library System) trucks are wonderful. (deliveries make it possible to get materials from other system libraries) The computer system is wonderful in getting things and you can order things from home.

Staff is phenomenal—my kids love the children's staff. They knew the kids' names immediately, even when we see them outside the library.

The children's staff is respectful to parents and children alike. It's hard to find wholesome resources like this.

They try to incorporate high school kids helping with story hours.

Also activities—singing, flannel board; it's more than just sitting and listening.

The programs are offered a lot of times—different days, different age groups.

When my kids were little we bought some slides at a yard sale and then borrowed the Library's equipment to view those from the library.

The summer reading programs are really cool!

What improvements are needed?

The library could be more proactive in working with home schoolers. The library wants to be a resource capital, but not necessarily a home schooling capital.

They could do more to let people know they won't do it for us, but that they'll help.

As a part time worker and mom—I can't make it to story times. (they're on the days she works)

They close at 1 on Saturday—it's hard to get here.
(The group was mixed on whether Sunday hours would be appropriate)
The location is convenient, but parking is too limited. If there is a jury trial, they park in the lot behind the library too. It also seems like it's a problem when there are story times.

Staff is good in getting things for you, when you can't find what you need here. Staff has had their eye out for resources on specific topics I needed for home schooling.
The kids find different things with their dad than they're with me—it would be helpful if there were more handouts on what's here for kids (so she could be sure neither she nor her husband were missing things).
Maybe give a tour of the library from time to time—do for elementary kids too.

We've seen libraries elsewhere— Boston, Wausau, Madison, Chicago, Rochester MN. We just visited Madison, Vermont, recently and noticed how open it felt—the kids could walk around and sit on the floor. There was lots of space and you didn't have to worry about stepping on the children sitting on the floor.

I have a belated complaint...a couple of times in past year I was looking for something innocent and they recommended books that had a Christian focus. Maybe they could notice I'm Jewish.

I have a friend who's developmentally disabled—don't know whether there's special help there.

I don't know how to access things upstairs. It's confusing. I don't have time to explore. If I had a folder I could take home that said, "this is what we offer, this is what you can get through South Central."

Are the collections up to date?

For children's things I like things that are classics—those are here.
They have a nice selection of magazines for kids.
Librarians are always very helpful in getting us what we need.
Also have packets on themes that are really neat. I never checked out the toys.
Learning to read series...the early learning to read books here are very boring...now that my daughter's up in the chapter books, she can find things.
But for about a year, the books were just dull.

A lot of the humor books upstairs are kinda' old. We need more current humor books, but without outrageous content.
I'd like to see more materials for parents with low reading skills. I have a lot of parents that won't even look at picture books with their babies...I need to help break that cycle.

Talk about the spaces here. Is there enough? Is it the right kind of space?

Some may say it's small, but I think of it as cozy.

Only time it's crowded is when St. Joseph brings kids over for story time. I just avoid that time. Otherwise it's not bad.

You could look at it from other angle—here are these kids that wouldn't get here otherwise (if they weren't coming with their school class). It's fun to watch these children grow up. Teachers were putting books on their own cards when their students didn't have their own cards. (she thought that was good...helpful)

I think the library is perfect size...any larger and I'd lose my kids. I like that there are different levels—it's okay for kids to be noisy downstairs. But, it was hard to find a quiet space upstairs with teens there. There's no quiet, comfortable space for adults.

Children's area still is hard to use with the current layout. I can lose both of my kids very quickly. That wall means kids can run around and be out of my sight. I learned to use Internet here. I was panicky—but that was okay. They were kind to me. My kids used the computer downstairs; they also use book tapes a lot.

It's really important to have computers for kids here for those that don't have a computer at home. Also with the budget crunch, kids have less time on computers at school.

Are there ways programs could be improved?

No—they're really good.

I thought Wausau was good, but these are even better. I have a teaching degree so I have some sense of what's good.

They have 3 time slots on Tuesday and Thursday for kids' programs, but not Wednesday when we could attend.

Also used to have some on Saturdays for any age...

If you could design the perfect library for Baraboo, what features or spaces would you add?

Décor here is 1970s—orange! Could we update the aesthetics? Murals on walls; maybe chalkboard area. Arts and crafts area that would be easier on the teachers. Maybe adult area with comfortable chairs.

I'd like to see an area just for toddlers—simple puzzles and board books—with bags on the floor (tables are all too high for toddlers)

I totally agree—some toddler friendly space.

Really fun character toys, even if they're just for decorations, because they help you remember ideas for what small kids would like to read. Makes kids feel comfortable. Clifford toy was above the Clifford books; etc.

Kids come to see the fish and the puzzles, but they do need to get new puzzles! My kids hang out in the box in the children's room.

My son used the really good educational videos here, but my daughter likes the princess type things and there aren't really many videos like that.
My kids get a video a week—and they've gone through all their options here.
And they aren't readers yet. Would be nice to see more children's videos.

Would be nice if there was a list—know you can order videos through South Central. I know I could do on the computer, but I'd like to see that in print so I could sort through things.

Add comfy chairs.

I've seen some people who are large and can't sit on the plastic chairs---I feel sorry for them.

It would be good to have a listening area—like in bookstores—where kids could park and listen to the CDs.

Do they have foreign language book tapes?

Arts and crafts—there are lots of things here, but I wish I had known about those things here.

Describe the perfect children's room?

Bigger

Painting on walls or velcro walls for putting things up.

How do you find the balance between touching and not touching... don't want library to lose its focus.

I don't think my kids should come here to run around. Kids don't need to be tearing around the library.

Parenting books—that would be helpful—ideal library would have a section that started with pregnancy books, what to expect, series of books, videos, etc. (not sure if library has this already. If it does, then they could be better displayed.)

Space for teens?

You'll hear from the teens how much the library staff is really trying. They've created a space upstairs...it's in the midst of everything else. I like that it's not off in a separate corner. Like that it's a part of everything.

Any specialty areas you'd put in library?

Massachusetts library I visited had a group meeting room, study room—could hold 8 people. Called them group study rooms.

There were times when I would have liked to tutor here. There's nowhere you can do that with adults.

It's kinda' noisy upstairs.

Librarians upstairs are good at modeling quieter voices. It's quiet, but not silent.

Is there a need for parent, children programs here—reading to your baby?

There was one, but it didn't fly...

Final words? Anything else you'd like to add?

Lack of violence etc. in materials is translated as Christian materials—but that's too limited. But the staff is wonderful here.

My family is extremely pleased; this is the best library experience I've had. I'm sensitive about the South Central system—access to the broader system is more important to me than the comfortable chairs and orange color.

I've seen it grow as my children grew up. It has modernized as much as possible in keeping with the historic building. The staff has been wonderful. I don't know how they could rearrange the wall, but it is a problem.

The library has been a great resource for me, my family and the kids I work with. The staff just goes beyond—above and beyond.

We moved here on a Saturday and came to the library on Monday. The staff gave me a card without anything with my address on it! They were very helpful. Got my kids really fired up.

Staff is phenomenal here. I moved here, came to the library. Some of my best friends today are people I've met at the library.

Baraboo FG 2: Teens

Eight teens took part in the session. Two had lived in Baraboo all their lives. Three were freshmen, two were sophomores, and two were in seventh grade. One was home schooled. All were part of the Library's Teen Advisory Board.

What's really good about the Baraboo Public Library?

Friendly staff, good kids programs

Teen programs

Nice environment, it's clean and organized.

It's fairly easy to find stuff.

Pretty up to date—get new books regularly.

They take recommendations, help you find what you like.

If they don't buy it, they'll at least get it for you from another library.

Library offers a lot of good resources—good number of computers, machines useful for school projects.

The staff's friendly.

They have good ways to keep you involved in coming back to the library. They have programs for all ages.

What improvements are needed?

I don't like the new interface for LinkCat.

They should expand the teen section a little—when I was in middle school, I thought there was a lot to choose from, but now there's not much. Upstairs needs to have more for teens.

They have a lot of children's and middle school books.

We need more space to put things in.

Need new furniture up there too.

Maybe more kids would be interested if the library had some DVDs or videos on topics, things like mammals, informational movies, or just movies in general for teens and informative stuff for reports. Movies kids our age like—releases in the last five years. Funny movies; freaky Friday. Some might be kids or adults, but put them in a separate section for teens. (idea was that the materials might be appropriate for others, but make an organized teen area that included those materials)

Is this the best location for a library?

Library location is in center of town—this is easy to get to.

I like that library is on a side street, central, but not exactly in the middle.

Here you might walk from school or ride your bike.

I live in the country.

(Most of them had to get a ride to the library) But in summer you can ride your bike here.

I just walk.

Parking is a problem only when there's a fair on the square.

Talk about seating you'd want in the teen area.

We discussed this at TAB meeting—banana chairs, beanbag chairs, a couch, throw rugs, chairs with arms, some tie dye stuff to put over other chairs.

Maybe it's the location, but adults come and sit in the teen area. (participants didn't want them sitting in our area...)

I almost prefer to get my books and come downstairs in children's area than in the adult area. The teen area is right in the middle and it's right in the open—so it's so noisy...

Adults walk through a lot.

How big would you make the teen area?

Not a lot bigger, maybe a couple more seats.

(like a bay—300 or 400 SF)

We need more shelves too.

How's the technology here?

I don't use computers here because I have one at home.

I think they're pretty up to date and fast.

Kids I know who don't have Internet (at home) come down here. That's really nice.

There should be a few computers not for the Internet. When you just need to look up a book.

I use microfilm sometimes, that is okay and a good resource.

Tell us about some of the programs that you put together.

Until a couple of years ago there wasn't a summer reading program for teens so we organized a point system reading program for teens; have had several activities—winter break and spring break book clubs—pick a couple of books,

one for younger and one for older teens—come to a theme party and talk about the book.

It's a fun way for teens to get together. Artemis Fowl and Martin Pig for winter. Have to decide spring choices soon. There are 6 or 7 teens who come to all of them. We put up board games here. We do it all day—on a day with no school.

Last year we decided to do skits (a “Whose Line Is It Anyway” kind of thing)
We don't always have high attendance, but we always have fun.
Close to Halloween we had a movie night; scary movie trivia.
We try to have something whenever we have school breaks.

If you were able to design the perfect library building for Baraboo, what features would you add?

It would be a bit more modern, better colors; a comfy library with comfortable chairs, a fun place where you can go.

Kinda like a living room.

I kinda like the feeling of this—not everything needs to be new, but it would be nice to have updated furniture. My ideal would be that you could always find exactly what you want.

Sometimes I think the shelves should be wooden rather than metal, that would be more homey.

I'd like music, piano books, music instruction books for beginners to advanced. I wish the categories were easier to find...teens books are alphabetic by author, wish it were categorized. (science fiction for example)

You can't find stuff now because of how it's filed.

How do you decide what to read?

Choose a day when you have time and you browse.

I ask other people

I live on the Internet for books; Amazon has feature...if you liked, you'll like...

Also on Amazon they have you go through questions, then they recommend books for you.

There's a message board upstairs for recommendations...we'd like that board to be bigger.

Describe a good study space.

In Oregon (the state) library, we had a place in the back that had desks (carrels) with lamps that made you feel like you had your own space.

Also like an area to study in groups—for 4 or 5 people around a round table

When you need to study, it's to your advantage to have space where you aren't distracted.

We should have a couple of round tables and then carrels.

They should be in separate parts of the library.

Mini conference rooms so you could listen to videos, and smaller ones where you could work.

There should be space for 7-9 people to do things together like play practice. — maybe you could reserve those in some way.

You're describing various meeting spaces. Are there things this room isn't very good for?

It would be nice if they had a raised platform that could be moved. (could be used for performers too)

You also do storytelling? Is there space for that in the perfect library?

Like a semicircle, then a raised place that's carpeted.

Kids get distracted in here...

What about the colors and light in the perfect library?

There's lots of orange in this library. Maybe there should be a couple of other colors!

Maybe soft colors, not so bright.

Don't like this carpet—it's more '70s!

It would be nice if the carpet were softer and thicker.

Maybe if we did repaint it would be cool to have someone paint murals—adventures, books, people. Especially in the kids' area. There isn't space for that in the adult area.

Portage HS has murals in stairwells, etc. really cool!

Make it into a townwide activity—get people to come in to take part. That would make people feel more connected to the library.

What else would you put in the perfect library?

Computers are pretty good as they are, except for LINKCat; I liked the old version better.

There could be better music CDs for our age. There aren't very many—those you get on ILL. And, if they're very old, they're in bad shape.

We could also have headphones so you could listen to CDs in the library. (It would be great to be able to listen to music—as long as it was a matter of choice and you could be quiet if you needed to be.)

I'm into instruments, in my perfect library—I'd like to borrow them to learn how to play them on your own.

Maybe we could offer music lessons, get people who can play to come in and offer to teach.

Maybe have constructions –like boats, space ships, etc., story room features. Maybe encourage dress up programs and activities—dress up like a pirate, sit on the ship during story time.

What kinds of programs would attract your friends?

I think the programs we do are programs that kids would come to if they knew what we were doing. The schools won't let us advertise the programs, so it's hard to promote. There's no one place where people go (and would see posters or signs advertising programs).

Whenever I see someone new come to a program, I see those people again. People think it can't be that cool if it's at the library.

Final comments you'd like to make?

More graphic novels would be okay; put up neon signage.

My strongest points—teen area needs to be more secluded and bigger; programs we need to keep doing to get people to come. Keep getting new materials.

I agree with the teen area—make it a little bigger, comfortable and more inviting.

I also think study areas would be nice. I don't think there's any way we could expand the library, but... Also keep doing children's programs.

More secluded area for teens; expand the music selection.

I agree--more space and more secluded; but also need to categorize the books.

Need to remodel the teen section—make it bigger, something other than orange.

Programs are good.

The teen area needs to be expanded, make it look more teen—so you can tell!

Maybe we could do a fundraiser. And add more books.

Baraboo FG 3: General Users

There were seven participants in this group. One had lived in Baraboo only three years, two had been in the community thirteen years, the others said things like "50 years," "lifelong resident," and "since I was 3." All the participants were men.

What's good about this Library?

Library has good hours – very accessible

Good building.

Good location in the community.

Layout of the children's section is inviting and appropriate.

The library leadership has a good perspective of its clientele. They don't leave anybody behind, but they have an eye to the future to make sure that they don't miss anything important.

I use LINK Cat a lot. I find the new interface helpful because you don't have to reenter your code multiple times.

ILL is really good.

The help is great... pretty much a complete change in staff recently, but they got some good ones.

I've come to love this library. I give the librarians lists of books and they do a great job getting them for me.

I like the carpets on the floors... Libraries didn't used to have carpets!

The library is a vital part of the community. The staff do a great job with user or customer services.

Are there areas that could be improved?

I would like to see a little more parking – diagonal on Birch St. Parking behind – you might as well be parked on the square. (not convenient)
The file cabinet of local history is overflowing.

The only thing that I can think of for improvement is something that was done back in the 1980s – book discussion groups and other discussion groups... film discussions...

We did the book discussions in the 1980s. My overall point is that I don't know of anywhere in the community that I can go and talk about books... (the lack of that conversation) stifles community.

One challenge I see is that the Library isn't insulated from the vagaries of the tax base. The City did as good a job as they could under the circumstances, but perhaps there could be endowments or grants. I worry about the diminishment of services like membership in South Central Library System.
Alternatives to tax support should be explored.

Do the collections need to be improved in any way?

The library satisfies my needs although my needs are not extensive.
I think the library is very strong in printed materials, but not so much in electronic materials... but its an expensive proposition to go into.
Funding has gone down.

One of my early complaints is how loud this library is. It used to be hushed whispers.

I have a bad back and I have to look around for chairs that support my back. It seems to me that some good "back-congenial seats would be good"

If you could design the perfect Library... what would it be like?

My utopian library could be a cultural magnet for the entire community – alternative films, listening room to listen to CDs to see if they like it... place where people could spend the whole day if they wanted to.

In one town in Europe, I saw an old factory they converted into a library and it had wonderful thing.... Coffee bars!

I question coffee bars in libraries!

I wonder if this room is being used effectively?

It depends on the time of the day for seating and parking... as far as the materials and spaces go there may be some conflict.

If a grade school or middle school teacher brought a whole class in, there wouldn't be enough space.

There needs to be a broader study of the spaces here.
The Library caters to everybody... a family can come here and everyone can do something.
The Library challenge is how can we provide a service where a family can come in and all use the same footprint.
The space upstairs is used well. This building is over 100 years old.
It doesn't look seedy though it is well maintained.
I'm not a big fan of fluorescent lighting

When I think of the library, I don't know if we have a Friends Group, I'm not sure that the public is aware of what they have here. We need to raise the awareness before going for expansion. This is a great location within walking distance of cafes and stores.
I know people who have coffee downtown and walk to the library.
It's downtown but not really downtown... on a tree lined street.

The staff here is supportive. I have a son who isn't a big reader, but they get him reading here.
I don't know how you lay a library out, but you can have a pack of kids here and it still works. That's incredible!
I used to try to sneak away to do work here. It was quiet; you used to be able to find a quiet nook, but you can't do that anymore.

The average of the previous three years (state requirement of maintenance of effort) doesn't serve a growing community. (the point was that support should be increasing faster than that) The finances are going to need some fixing.
Who would pay for a new or expanded library? The City??? Or residents of the rest of the County?
I think a lot of it would be donations.
The library does have an endowment of about \$ 1,000,000
And they handle it well!

Final comments you'd like to make?

The Friends of the Library organization would be a good thing.... But I don't want to be the organizer!

I would like to emphasize the need for discussion groups. Learning is really stimulated when people challenge their beliefs.
Doesn't the Booksmith downtown have something like that? A women's group... but I don't think even its happening it anymore.

My kitchen is in an uproar right now and I work in Madison, so the one touchstone I have is the library. (He escapes to the library.)

Every thing points to the library's needing more money and more spaces... smaller meeting rooms.

Only comment I can make is that this is hardly the time to add facilities because of the tight money situation.

There are groups right now who are looking to put together a senior center/cultural center. (competition for dollars)

Baraboo FG 4: General Users

Thirteen people took part in this session. All except one who had retired to Baraboo seven years ago were long term residents of the City. The participants included, among others, elected and appointed city officials, a retired library board member, retired library staff, and people who worked at Circus World Museum, the school district, and the hospital.

What are the strengths of the library? What does it do really well?

Interlibrary loan

Staff is outstanding

Summer programs

Until the schools are open at night, the fact that the library is open provides youth with access to the Internet. Library is good for Internet access

Librarians are helpful, especially related to genealogy.

There was overwhelming financial support for enlarging the library last time.

That's a good indication of how the community feels about the library.

When you come in you see people doing quiet reading, looking at their stocks and newspapers. People are comfortable here. People of all ages use the library.

The staff is amazing

Excellent children's department—big and bright.

This place is friendly and heavily used.

Wonderful architecture.

Great children's department downstairs.

What areas could be improved?

I've been frustrated when my kids needed a book now and it wasn't here. I know ILL is good, but this was classics that kids have to read and the books weren't in the collection.

When the dollars are short, you cut collection moneys and the old books get weeded.

Parking is a problem, especially in the summer when programs are going on.

Library needs space for meeting rooms. This room is occupied by GED program twice a week. Lots of organizations are looking for meeting space. (Others agreed.)

I would wish for more tutoring space.

I was in here and loved it that there was a group of women talking about their stocks!

It's too noisy; yet that's a part of its being friendly.

There are too many youth congregating here after school...it's a problem of crowd control. They tend to be loud and disrespectful; they're not occupied with something to do.

Skateboards out front are intimidating.

This is a busy library.

Need to have carrels for people to work and study.

I'd like to have a linkage between the South Central System and the University again. There's a fee for borrowing from the UW Library now.

(There was discussion, but not agreement, about spreading fees out or having to buy a card upfront.)

Library should be open Sunday afternoons.

If you were designing the perfect library for Baraboo, what features would you add to this library?

Work with the building; add on toward the office building next door. Be sure to use the same materials. (outer bricks)

The location here is good.

This building is a blessing because of its location, history, and the community feels the library in its heart. But it's a curse too because it needs to be larger and I think it's going to be expensive.

Maybe combine the library with another use—senior center like in the Dells for example.

I would hate to see this move (to another location) because many people walk here from the high school. A lot of things have moved away from downtown; I'd hope not the library too!

Keep it in the downtown area!

Put active things on the first floor and quieter things upstairs, like in Richland Center.

I think we should add a floor—go up.

It needs to be larger. The price will be high, but it needs to be done!!

We even had a price for buying the property next door, but the owner wouldn't sell. Maybe now it would be okay.

Maybe put up a multilevel parking ramp in back, with a drive through underneath for a book drop.

The location and architecture are great now.

Use moveable stacks to save space.

Be sure there are lots of windows and light.

Weed the collection...because ILL is available, I can wait. Our collection is really all of the South Central libraries.

We need space for the collection. I don't like having to use the bottom shelves. Leave the bottom shelves empty.

Add more chairs.

This room seems huge, but we use only part of it most of the time.

We should divide this space, although the noise might be a problem.

There are school libraries. This can't be a school library and it can't be open all the time. People just have to rearrange their schedules to come when it's open.

I like the Dells' meeting room because it includes a kitchenette that's handicapped accessible.

The library is a quiet place to sit and read. It shouldn't be a community center. Go to the coffee shop if you want coffee, not the public library. This isn't a place for people to visit with each other!

Do we need more seating? Barnes and Noble has a very different type of seating, but that may not be the type that's needed here.

A perfect library would have a waterfall and sculpture, and quiet and noisy area. It should be inspirational. It should have Sunday afternoon concerts.

I like the McMillan Library in Wisconsin Rapids—theater, gallery, and meeting rooms.

I would like the space to be more spread out, but not multi-level. Be sure to have natural light.

I like a separate children's area and add or enlarge the teen area.

I like the idea of spokes—all going out from a center. It's hard (for a family to use the library) when the kids are on a separate floor.

Maybe a viewing room so you could let kids listen or view things while you read.

I remember that the old home in Portage was very quiet!

Final say? Final comments you'd like to share?

I love what we have, but there is room for improvement. The community will grow and it's important to meet as many needs as possible.

You can't be everything to everybody. What we have is great, just make it bigger and quieter.

The challenge is that it is a community center. So we are combining things already. Kids are coming here to be somewhere, not to study. Library needs to work with schools on that. Extend the building east or north, maybe put noisy things across the street.

If we created the perfect library, it would be a place where I can work with my students and watch videos together.

The location is great; we're coping now. The library could be expanded. There are lots of ways to handle parking. Take a look at other large libraries where space is at a premium. I don't need for it to expand for me.

It has to stay here, but there is room to expand, and there is money to do that. I wouldn't like to add a floor. It should stay a library. Senior citizen needs are different; they want rooms for activities that they can leave spread out.

I have a different opinion. The city has many needs. I think we should build an attractive municipal building; a community center and library to fit in with the downtown architecture. Parks and recreation needs to be somewhere else than where they currently are. (His point was to bring all of these together in a single building.)

The place works fine for me. You should bring in experts to determine what's possible.

I've grown up with this library. I would like being able to see children and teens where I can watch them from the adult area. Teens do need a much larger teen section for books and materials. There also needs to be an area for children where they can be louder and that doesn't interrupt others. Also need more meeting spaces.

I agree with the others, but I would want a community room attached to the library, like the Dells library set up. You don't hear the people in the community room. We need that type of thing here too.

The City doesn't have a good large meeting space for itself...for when the Planning Committee is holding a public hearing, for example.

This is the spot for the library to stay. We used to call the campus (Boo U.?, Madison?) and send people over to get things. Now we need funding to set up those ILL connections again.

I like the location. Maybe need to make better use inside the facility. I don't think we need expansion.

It suits me. It astonishes me that in just 20 years (since the last addition), we're bursting at the seams again.

Is there interest in forming a foundation for the library as a way for citizens to donate and provide the library with funds for specific things?

Baraboo FG 5: General Users

There were seven participants in the group. Four had lived in Baraboo for less than five years. Two were "life-long" residents of the City.

What's good about this Library? What does it do really well?

When I began researching genealogy 20 yrs ago, there were few resources here. Now there's lots, we have a space of our own with 2 microform readers, great files, old newspapers on film; lots of reference books; also helpful in getting ILL. I commend the staff; I didn't want to use LINK, but gentle persuasion got me there. I asked about a subject recently and Ginny helped me find what I needed. I second that. This is one of the few libraries I know that recognizes you by face. It's okay if you forget your card. Often they suggest books to me.

I think the LINK system is marvelous and all the staff is familiar with it and can find what you want.

Fact that it's connected to other libraries means you can get things from elsewhere. (She has 24 books on hold right now.)

Staff is great. They're not just reactive, but also proactive in thinking of ways to help.

They used to do lots of displays on different subject matters.

They keep general topics—aviation, renewable energy, etc. on display to get people interested.

They used to do more proctoring of tests, but this room is so heavily used now--GED, children's programs, etc.

We have tool exhibit (circus world) upstairs right now. From the perspective of someone who puts those together, the librarians have said people are enjoying the exhibits. The exhibits let people share their interests.

Glass case is very popular. You have to sign up about a year in advance.

What improvements are needed?

Hours—need more evening hours; Saturday afternoon back; Sundays (Several agreed)—don't like having lost Saturday afternoons. You have to adjust.

There are serious budget constraints. But if they could, I wish they could get 2 copies of the local newspapers (two said they didn't get it at home) It's okay if you read yesterday's paper!

I could see Sunday afternoon hours, especially in the winter, would be good.

I always wondered if they could use volunteers to keep open on Saturday afternoons. I think people would volunteer to shelve books.

Location?

It's a landmark, here one hundred years!

I like that it's an old Carnegie.

Great architecture—I've done many papers on structures....this is fabulous.

Location is great because I can come directly from work.

It's a central location

Parking?

It's better since they took down house in back.

I've never had a problem.

I don't think people know there's parking in back; didn't know you could come in from back...maybe that needs more publicity.
The alley in back is treacherous in winter.

Are the materials up to date?

This is a nice browsing library; you can get things from elsewhere easily.
This library houses lots of government and environmental information.
My kids were dismayed (we used to live in a larger city), but they've learned to access LINK.
I use ILL a lot (came here from St. Louis); this is the heaviest use I've made of a public library since my childhood, so I use ILL a lot—access it from work.
Even if it's not in the system, the librarians will get it for you from outside the system.

Is there enough seating? The right kinds of seating?

As a handicapped person I'd like to see a couple more sit downs where the computers are.
I think it's nicely arranged.
The tables are large and original (solid).
I think we need more quiet areas—people needing to study, etc. Don't really have that.
I agree...quiet doesn't always apply here. It's a community center!
There should be some areas for people who really need quiet...study rooms, etc.

What about signage? Can you find what you're looking for?

I've been frustrated a few times, because when I'm looking for a certain type of fiction, it's not always right there...there are spinners in the way...it's hard to go in a sequence that way.
The numbering system; I'd like to investigate the 100-900 more if they gave the topics on the ends of the shelves. I don't browse much—so it would help to have a verbal subject listings. (subjects rather than just numbers)

Are there enough computers?

Don't use...
We haven't had big problem getting on.
I miss the card catalog.

What do you think of the programs?

I don't know what they do.
Looks like a good variety of children's programs, but I don't have children. I don't know about any programs for adults.
I don't think they have a lot of adult programs because the meeting room is filled up.
We don't know what we're missing....
I'd love to see book talks...people sharing what they've been reading.

Describe the perfect library. What would it be like?

Springfield MO has a brand new library with a gift shop and café; great kids area; genealogy area. What made it fun was that you could take your beverages into periodical area and read...

Sun Prairie does too.

It would be open 24 hours.

Have optional “self checkout.”

It would have every book of a series. It’s kinda’ hard to wait for the book in the series that they don’t have to be borrowed from elsewhere.

I’d like more new books, more up to date. Since I’m looking for a job, things on job searching, etc.

A well funded library.

It would be nice to have a great variety of periodicals, including Smithsonian.

Keep on getting the Milwaukee Journal on Sunday.

More storage space so this room could be used for meetings.

A drive up window to pick up your holds.

I’m satisfied with status quo. When I came here it was very small. I’ve watched it evolve. Back then we had one librarian...it was adequate back then. It has grown—is superb.

(discussion—how did genealogy collection improve---because people asked for it. Do people ask for library to buy things? If you find it on the computer from elsewhere, you don’t ask for them to buy it here.)

This library receives many memorials—those \$\$ are spent on the special requests.

We used to have a receipt—a list they printed out when you checked out. That was helpful when it was time to take books back. Now—do they still do that? Some libraries have a newsletter that lists new books, etc.

What special spaces are needed?

An employment search area.

More tables so you can spread out.

Are there areas in the library where a small group could meet? Usually that happens only in here. The library needs a group study area.

Like a university library—study rooms as well as round tables in an open area.

It needs spaces for literacy tutoring. Kids having problems need a bit more privacy. When you see somebody being tutored, you don’t go into that area—you try to give them some privacy. Also try not to distract them.

Yes, there needs to be a place for private interaction.

You’ve seen those small rooms that line a library.

What final words or comments would you like to make?

Thank you for this opportunity. I like it as it is; there’s always room for growth, but I’m pleased.

It's great, but we need more space, more room for study, shelves, and programs. I like it too, but I can feel the space crunch too. I love LINK...I can check what's being held for me.

Coming to a small town was an adjustment so I've made a lot of use of this library. The staff is so personable. I wish there were more new things. More up to date.

Great ideas here, but we're dealing with budget constraints.

Staff is the #1 good thing about this library; they are extraordinary. I'm sure there are things at this library that I'm not aware of. I'd like to see a little book or a demonstration to show what's here.

Maybe the newspaper could do a series on the library.

The staff are the shining part here. I'd like them to make a greater use of volunteers, especially youth volunteers.

I'd second that too.

Maybe there aren't more adult programs because of Bo U. and the Village Booksmith. Both of them have programs.

Whatever they do, mount it on the webpage. That's how I find out about what's going on here.

Why not put out something so that people could donate when they come in...historical society and circus museum both have donation boxes out.

Baraboo FG 6: General Users

Six people took part in this session. Three were retired. Three were or had been librarians (none were currently on the Baraboo staff).

What are the strengths of this Library? What does it do really well?

The extensive automation boggles the mind after years of typing catalog cards.

The idea that we can find all of these resources so easily – boggles the mind!

Being part of the network (South Central) and having access to all the other libraries, that's the greatest gift.

Jo's (Director Josephine Zipsie) first concern is service. It doesn't matter how good librarians and staff are technically; at this library you get good service.

I agree; the service this library gives is great. I'm in here reserving books; I can check and find out where I am on the list. That's so great to get things from other places.

I agree about the access to materials that are a little obscure is good. I hadn't thought about it before, but every time you come in, you're greeted warmly.

I reserve a lot of books... the anticipation of having things on reserve is wonderful, like Christmas!

What's not so good? What could be improved?

The speed with which things like the *DaVinci Code* get to you!

I used to come to the library more often for non-library events (music performances). They were free.

It would be great to have authors here to speak.

But I was thinking more of a string group or a brass quintet

One of the problems is that they don't get a big audience.

You worry about bringing somebody in when you won't get a good audience.

Space is a problem. There are times that this place is so full that there's no place to sit down. Having 15 literacy tutors makes it hard to tutor. We need some private little rooms. You have to be visible so you're not with the person alone, but there needs to be some privacy too.

When the library was set up we didn't have the computers. The computers take room

The behind the scenes stuff is really cramped. (staff workspace)

We need more space both for the public and the staff.

They need to empty it out and reconfigure the whole thing. We have one of the most beautiful places in the state, but we need to reconfigure the library.

Yes, space reorganization.

Even this room needs work; they've talked about a divider. Even a few people in the room means the whole space is occupied.

A room that could be accessible without going into the library would be good.

We're limited to library hours (for using the meeting room) with the current arrangement.

It gets noisy and it's embarrassing for the person being tutored to be out in the open. There should be a room with glass windows and a door with glass so you can see into the tutoring room.

When there are programs and kids are here, it's a very lively place.

But it's a wonderful place, just the groovy feel of being in the library – it's like a cup of cocoa!

Wouldn't it be nice if there was a coffee shop in here!

Sometimes when you come in the front door there are kids hanging around outside, shoving and yelling ... I wish that those kids were better behaved

Sometimes old men shout at each other... I believe in lively discussions, but whatever happened to SHHHHHH?

If you SHHHHHHed today, you'd hear about it.

There should be quiet study areas and other places for group study areas where you can talk.

Is the signage adequate?

I can't find anything in the children's area; I don't know why.

I look for 392 (Dewey number) and there's no sign that shows me where that is. It would nice if they had signs hanging from the ceiling with topics and numbers on them.

The Dewey number is on the end of each stack.

The children's area is all sectioned off with special interest things.

How is the computer availability?

I think it's good.

I don't use for Internet here because I don't like to sign up or to have people looking over my shoulder.

The online catalogs are pretty adequate.

I haven't had problems getting a catalog computer, but there is a need for more Internet terminals.

Wasn't there a notice out about cutting back on time 30 minutes now?

They got a lot of Gates computers and one was to check your e-mail really fast.

There is a need for kids who don't have a computer at home.

It would be nice to have a quiet little place.

We want to encourage the kids to come to the library.

This is just me and its not meant to single anybody out, but there is someone whose English is so limited. When she answers the phone, the conversation is very slow and the communication is poor. She shouldn't answer the phone.

If you were starting from scratch to create the perfect library, what would it be like?

The easy answer is recreate what we have. Every time I go to another town I go to libraries. None have the beauty or character of this library.

I really think we have the best of both worlds; the small town feel but all of the technology as well.

There's some history to the library (it's old), but the services here are just as good. For a perfect library, we'd just recreate this.

If only we had more space.

But I wouldn't want the building to take up the whole block (not be huge).

I like the way that Reedsburg has the little study rooms.

It would be nice to have a separate room for genealogy/local history. Some places have separate computer labs. I don't know that you need a separate room for computers, but you do need more space than we have.

We have outstanding personal service here. My perfect library would have the same thing. I think the idea of a space utilization study would be good. Take a peak to see what kinds of resources and funding might be available to expand.

I'm assuming that there is some kind of program to update the computers on a regular basis, a schedule to update the computers on a regular basis.

I'd have a glassed off area with the workstations in it. Everybody would have to sign in for times on the computers, but if it wasn't busy you could have more time.

We've almost come to the stage where we have to think about fees.

We want to keep these services.

We're very much against that – but if we're going to keep the services we may have to consider it.

You'd lose a huge percentage of patrons if there were fees.

But do you do that or do you start cutting back?
If I had to pay above and beyond my taxes, I might not pay.
You don't want to chase away the people who don't pay.
For high demand items like the Da Vinci Code and videos and DVDs have a fee for that.
I've been waiting for Bend 'em like Beckum for months.

The teens wanted more space but not in the middle of things...What about teen space?

Should that be a top priority when youngsters have school libraries? Is the school district willing to pay to have people after school hours? What's more important... the library or sports?

The school Board's are not willing to pay for the staff.

We have limited space here... we're using it to 150%

The teens that use the library positively are wonderful.

I agree, they need a separate space.

I don't think that the children's area has to be as big as it is.

I agree, half of the children's shelves are empty.

The school libraries are more work/curriculum oriented as they should be. (not the same as a public library)

The kids need a space that's a good space for them to unwind

Kids spaces should be on a separate level.

Who is responsible for the empty shelves, the children's librarian? Why do they think that they need their space?

Final Words you'd like to share?

One thing that occurred to me is that there is room to the north to expand... you could build an annex connected with a bridge.

That was talked about, but you'd have to add staff.

I'd repeat that the extra tutoring rooms would be good.

I would agree that we need some private space for tutoring. But maybe look at downstairs to find some youth space for pre-teens/teens who are avid supporters.

Ditto for that... my daughter has read everything that there is up there in the teen section.

The library is the greatest asset that Baraboo has... I loved it before I worked here; I loved when I worked here and I love it now that I've retired.

Maybe more advertising to make everyone aware would be good.

More programming.

We've had an extremely good interaction in this session; we've covered a lot of territory. I agree we need more spaces for teens.

I'd like to put a question to the consultants: Will you be presenting some kind of recommendations that could be used to get some money?

APPENDIX C

Staff Interviews

Baraboo Staff Interviews

Brief interviews were conducted with eleven of the fourteen staff members. A few were unavailable for interviews due to vacation or declined the opportunity to participate. The comments of those who were interviewed are provided below, grouped by the question areas being explored.

Changes since 2001?

All the little libraries (North Freedom, et al.) are on the computer so people can pick things up there. Consequently, the holds here have gone down. Our circulation is about the same. People from those libraries used to come here, but now they pick up holds at their home library.

Circulation of materials has leveled off. Baraboo isn't growing that much and the small libraries in the county are online now. They're working hard to bring up their own services—so we'll be leveling off a bit. We do get lots of traffic for tax forms and use of Internet. The library is being used in different ways than before; people come to do other community business—read the newspapers, etc. They can walk in, check their email express, and walk out. Sometimes people are standing in line to use the express (computer) terminal.

Books on CDs have really increased in demand. We just ordered another 25 or so. We are getting more DVDs too, but people still have VHS players so tapes are still going strong.

It seems busier. I think it is because of the videos and cassettes—lots of people don't read, they just use AV stuff. Those folks didn't use library before. Word has gotten around that this is a place to go for entertainment. Plus the Internet...that wasn't around years ago either.

There have been a lot of changes in staff and jobs, several retirements. That has meant some disruptions because of the learning curve. It takes a while to learn where things are located and how to operate the computer system. The computer system itself has been changing.

Use of this meeting room has increased. We get a lot of requests, but sometimes we can't fill the request because the room is already booked.

This room is a big space—maybe there could be some sub division—story space plus some other use. Only occasionally do we use the whole thing.

Interlibrary loan has been increasing as more people become aware that they can go out of the system. However, through the delivery system and LINK Cat they've done some things to cut down on transfer of books. They wait for our copy now instead of borrowing it from another library. We average 12 – 15 red

boxes on Mondays and between 11 and 14 boxes on the other days. Some of the ILL comes by mail or by UPS.

I would say that there is a change in Young Adult/Teen usage. We moved the space, but they've outgrown it. We have an active TAB board and they'll talk to us. I'd like to see them have some more space.

In the winter daytimes, the children's room used to be dead, but that has disappeared. More and more home schoolers bring their kids in during the day. People come in to use the Internet and bring their kids with them. People taking the ABE (Adult Basic Education) program here bring their kids to the library while they're in class.

We see mostly kids age ten and under. The numbers are probably about the same as in 2001, although we get 80 kids a week in story times. We see lots of babies too; maybe we need a "baby's" story time. Not sure that there are more home schoolers, but there do seem to be lots of them.

We've got more computers than we had in 2001. Almost all the time all the computers upstairs are full. Also there are more AV materials. They don't take up lots of space, but you do have to house them.

What do you see as the two areas of greatest need in terms of additional space for the library?

What we need is small study or group meeting space and storage space. This is a big room, I'd break it into pieces—possibly include quiet study space in here. Libraries tend to be getting noisier. The computers are noisy, etc.

Program room—we could use more space for programs. We can have a book sale only twice a year because space is limited. We could use more large print books; but that would require more space. We could use more materials, but there's no space for more.

There needs to be more room for collections upstairs; all the collections, nonfiction and fiction. We need a separate and larger space for young adults and maybe a separate area for computers.

The increase in the number of items being delivered really cramps the ILL area and the circulation desk. There isn't enough workspace for the ILL function. Maybe the delivery area and the circulation desk need to be rearranged to be more efficient. Delivery should be closer to, or better able to see, the circulation desk. Right now there are obstacles in between if you're trying to cover both.

The delivery space is very cramped. We have to share the computer. I come in later in the day because I can't get at my computer in the morning. Sometimes I

come in earlier if I have genealogies to do because I can do those in the microform area.

There's a lot of lifting required in the delivery area because there's no room to process things; that's not good.

The other area that needs more space is the local history section. They don't have enough space. The microfilm cabinets are full. It's very cramped in that area.

That area needs to be more secure as well. Some things walk out, like the DVDs. Videos used to disappear but they usually came back... DVDs don't.

I wonder if nonfiction shelving arranged differently would give us more space. We want to move our large print and get more room for the young adults.

During the day the tables in the adult area are at capacity. The computer area is high traffic and in a couple of years we'll need more computers.

We need additional meeting space for public use and a public computer lab for classes.

Children's services needs lots of usable storage space; a space at least as large as this meeting room. Often we use the whole room: summer reading program had 1,300 plus participants and when there were performers, attendance was over 100. When we do crafts, games, etc., it's very crowded. We've had as many as 32 teens in here at a time.

We have absolutely no area away from work for break. We have our little microwave upstairs but that's in the middle of a work area. You take dinner but you feel like you've never left.

Space is a problem downstairs. When new materials come in, we don't know where to put them. We did move the beginning readers to expand the picture book area. but there was no way to gain any seating area. We lack display space... Audio, video, kits are all scrunched.

We need a larger teen area. They'd like to change the furniture and add CDs, more magazines, board games, etc. to the teen area. There's no room where they are now. They'd like a computer as well. Teen area doesn't really have an identity of its own right now.

Children's space needs all fit together. The area needs to be roomier. The preschool area needs more shelving. It's hard for them to sit and look at the books. The parents would like a "cuddler" space. There also need to be places for the parents to go while the children are in programs.

The lack of organization of children's stuff in the program room is frustrating.

The children's staff needs workspace. If three of us are working at the same time, we get under each other's feet. That happens mostly in connection with story time.

The library needs study space, quiet space, and tutoring space. There are no private areas for tutoring now, and it's a big need. I know that other libraries have started homework programs. I'd like this library to have something similar.

The 2001 Himmel & Wilson report made a number of recommendations to relieve some of the crowding that existed then. What has been done to minimize crowding since 2001?

There has been some weeding; probably could happen again. Often our pick lists include the older things and you don't know if they're used or not. Some of the stuff has been thinned out; we had a silent auction. We have trouble getting rid of old computers because there's a charge.

They have done a lot of weeding and they got rid of a lot of old equipment. The non-fiction is a little better but it's still cramped.

There has been some weeding of nonfiction—with varying degrees of ruthlessness. We could work harder to narrow to just popular things. In terms of the equipment, we haven't been good at getting rid of that.

We talk about making things more usable but we haven't had the time.

We have moved the picture books, but didn't do the circulation desk move because of cost. We didn't know where we were at that point. Thought that there might be some expansion but then the economy went down.

We've recently done some shifting downstairs; we have enough room for books, but you're constantly shifting things.

It would be nice if we could redo the children's desk. There's not enough work space. We've talked about redoing this room (meeting room), there's money for it; we just haven't done it. We could use a folding room divider so we can get two things going here at once—meeting and setting up for another program at the same time.

We did talk about how to use the meeting room, talked about installing a divider. Miriam has the wall/room for storage on her list of things that we never get to. I don't know what happened to the reorganization. The picture books have been expanded and restructured.

Other changes you'd make? Other comments you'd like to add?

The big desk in circulation takes up a lot of room, but we put stuff on it. It gets used as a "holding place." We need some storage space; the circulation area does get messy.

Where the newspapers and magazines are tend to be noisy...people chatting. You do like that they're comfortable in doing that.

There's noise and commotion generated in the computer area. People also need a quiet study area or study room for quiet study.

We have 6 computers; some days we could use more, but that would probably increase the licensing fees too.

A lot of our training now is online but we don't have an area to do that.

Maybe try cordless phones?

I don't want to see this building disappear. Build over the alley or use the parking lot area... a bridge or a tunnel... so you could expand... go up or bump it out on the sides.

I really think we could make better use of the space we got. People love this building. The addition was well done; there's a real attachment to this structure and setting. And population here isn't changing that much. Collection size is probably about right, with what we can get through system. AV probably needs more space. I really do think we have enough space, but need to make better use of what we have.

Programming for the teens is really important. The teen advisory board put together their own summer reading program, teen read programs, book clubs (spring break) game day (board games). They volunteer to do SOS (Stories on Saturdays). The teens are doing a big Dr. Seuss program.

A patron mentioned the Reedsburg library layout and thought that the circulation desk could be moved and the shelving could be rearranged, like at Reedsburg. Perhaps that kind of a move would free up more space for the older kids

What the City is looking at is funding for new projects from new tax base. To me, that's not something you can put a definite time frame to.

The meeting room is pretty heavily used. Teens hold their board meeting in here. The library board meets here and adult basic education is here twice a week.

We have a lot of story time people who are having babies. Want to do a baby program... would like to be able to do both preschool and baby program at the same time.

Kathy did an early release program and she had 50 kids...

Additional dedicated programming space would be nice. We could use more seating space upstairs. It would be nice too not to have things on such low shelves. The vast majority of people using large print aren't going to take anything off the bottom shelves.

If this room were dedicated just to children's, we could have one area just set up for programs and crafts and provide better organization for all this stuff. We lose things because we can't find it in the piles of things.

I'd like to do some new decorating...make it more welcoming. I like having children on a separate floor. Problem with that, of course, is there's no continuity between the floors for the kids. If this is going to be children's area, why not make it more fun—decorating, kids friendly shelving, etc. Stop making do—create some new spaces.

People love the location. Parking isn't too bad most of the time. Some people just aren't aware that there's parking behind the library (also unaware there's a book drop there) We probably need for the back entrance to be more attractive too.

APPENDIX D

Demographic Profiles

EXECUTIVE SUMMARY

Prepared For: Baraboo Public Library - 18 Min. Drive Time

Project Code:

Order #: 962880026

Type: Polygon
See Appendix: Polygon List

230 4TH AVE
BARABOO, WI 53913-2118

Site: 01

Polygon Totals



- * The population in this area is estimated to change from 20,935 to 21,583, resulting in a growth of 3.1% between 2000 and the current year. Over the next five years, the population is projected to grow by 5.3%.

The population in the United States is estimated to change from 281,421,906 to 290,647,163, resulting in a growth of 3.3% between 2000 and the current year. Over the next five years, the population is projected to grow by 5.3%.

- * The current year median age for this population is 37.7, while the average age is 38.4. Five years from now, the median age is projected to be 39.0.
The current year median age for the United States is 36.1, while the average age is 37.0. Five years from now, the median age is projected to be 37.3.
- * Of this area's current year estimated population:
96.3% are White Alone, 0.5% are Black or African Am. Alone, 1.3% are Am. Indian and Alaska Nat. Alone, 0.4% are Asian Alone, 0.0% are Nat. Hawaiian and Other Pacific Isl. Alone, 0.7% are Some Other Race, and 0.7% are Two or More Races.
For the entire United States:
74.5% are White Alone, 12.4% are Black or African Am. Alone, 0.9% are Am. Indian and Alaska Nat. Alone, 3.8% are Asian Alone, 0.1% are Nat. Hawaiian and Other Pacific Isl. Alone, 5.8% are Some Other Race, and 2.5% are Two or More Races.
- * This area's current estimated Hispanic or Latino population is 2.1%, while the United States current estimated Hispanic or Latino population is 13.2%.



- * The number of households in this area is estimated to change from 8,437 to 8,816, resulting in an increase of 4.5% between 2000 and the current year. Over the next five years, the number of households is projected to increase by 7.7%.

The number of households in the United States is estimated to change from 105,480,101 to 109,440,059, resulting in an increase of 3.8% between 2000 and the current year. Over the next five years, the number is projected to increase by 6.0%.



- * The average household income is estimated to be \$55,789 for the current year, while the average household income for the United States is estimated to be \$63,207 for the same time frame.

The average household income in this area is projected to increase 17.8% over the next five years, from \$55,789 to \$65,747. The United States is projected to have a 14.2% increase in average household income.

- * The current year estimated per capita income for this area is \$22,997, compared to an estimate of \$24,078 for the United States as a whole.



EXECUTIVE SUMMARY

Prepared For: Baraboo Public Library - 18 Min. Drive Time

Project Code:

Order #: 962880026

Type: Polygon
See Appendix: Polygon List

230 4TH AVE
BARABOO, WI 53913-2118

Site: 01

Polygon Totals



- For this area, 78.4% of the population is estimated to be age 16 and over for the current year. Of this labor force: 0.1% are in the Armed Forces, 68.0% are employed civilians, 3.4% are unemployed civilians, and 28.4% are not in the labor force.

For the United States, 77.6% of the population is estimated to be age 16 and over for the current year. Of this labor force: 0.5% are in the Armed Forces, 59.9% are employed civilians, 3.6% are unemployed civilians, and 35.9% are not in the labor force.



- For the employed population age 16 and over in this area, it is estimated that they are employed in the following occupational categories: 11.5% are in "Management, Business, and Financial Operations", 15.4% are in "Professional and Related Occupations", 20.3% are in "Service", and 24.3% are in "Sales and Office".

0.9% are in "Farming, Fishing, and Forestry", 10.1% are in "Construction, Extraction, and Maintenance", and 17.4% are in "Production, Transportation, and Material Moving".

For the employed population age 16 and over in the United States, it is estimated that they are employed in the following occupational categories:

13.6% are in "Management, Business, and Financial Operations", 20.2% are in "Professional and Related Occupations", 14.8% are in "Service", and 26.7% are in "Sales and Office".

0.7% are in "Farming, Fishing, and Forestry", 9.5% are in "Construction, Extraction, and Maintenance", and 14.5% are in "Production, Transportation, and Material Moving".



- Currently, it is estimated that 5.5% of the population age 25 and over in this area had earned a Master's, Professional, or Doctorate Degree and 13.9% had earned a Bachelor's Degree.

In comparison, for the United States, it is estimated that for the population over age 25, 8.9% had earned a Master's, Professional, or Doctorate Degree, while 15.6% had earned a Bachelor's Degree.

- Most of the dwellings in this area (70.8%) are estimated to be Owner-Occupied for the current year. For the entire country the majority of the housing units are Owner-Occupied (66.5%).

- The majority of dwellings in this area are estimated to be structures of 1 Unit Detached (63.1%) for the current year. In the United States, the majority of dwellings are estimated to be structures of 1 Unit Detached (60.4%) for the same year.

- The majority of housing units in this area (26.2%) are estimated to have been Housing Unit Built 1939 or Earlier for the current year.

Most of the housing units in the United States (17.8%) are estimated to have been Housing Unit Built 1970 to 1979 for the current year.



EXECUTIVE SUMMARY

Prepared For: Baraboo Public Library - 18 Min. Drive Time

Project Code:

Order #: 962880026

Type: Polygon
See Appendix: Polygon List

230 4TH AVE
BARABOO, WI 53913-2118

Site: 01

Appendix: Polygon List

Coordinate	Point	Coordinate	Point
Latitude	43.333328	Longitude	-89.760529
Latitude	43.343136	Longitude	-89.778183
Latitude	43.354904	Longitude	-89.773277
Latitude	43.356865	Longitude	-89.801720
Latitude	43.385307	Longitude	-89.798782
Latitude	43.375500	Longitude	-89.793877
Latitude	43.376480	Longitude	-89.780144
Latitude	43.388248	Longitude	-89.782104
Latitude	43.383347	Longitude	-89.771317
Latitude	43.419632	Longitude	-89.776222
Latitude	43.430420	Longitude	-89.796814
Latitude	43.450035	Longitude	-89.796814
Latitude	43.431400	Longitude	-89.814468
Latitude	43.404922	Longitude	-89.815453
Latitude	43.404922	Longitude	-89.822319
Latitude	43.423557	Longitude	-89.822319
Latitude	43.400017	Longitude	-89.840950
Latitude	43.416691	Longitude	-89.839966
Latitude	43.435796	Longitude	-89.820181
Latitude	43.435796	Longitude	-89.820181
Latitude	43.442188	Longitude	-89.831146
Latitude	43.431400	Longitude	-89.839966
Latitude	43.431400	Longitude	-89.874298
Latitude	43.440228	Longitude	-89.874298
Latitude	43.438267	Longitude	-89.889008
Latitude	43.446114	Longitude	-89.876259
Latitude	43.451996	Longitude	-89.889984
Latitude	43.460823	Longitude	-89.881157
Latitude	43.464745	Longitude	-89.899796
Latitude	43.462784	Longitude	-89.871353
Latitude	43.471611	Longitude	-89.872337
Latitude	43.468670	Longitude	-89.917450
Latitude	43.477497	Longitude	-89.930199
Latitude	43.490246	Longitude	-89.907639
Latitude	43.479458	Longitude	-89.903717



EXECUTIVE SUMMARY

Prepared For: Baraboo Public Library - 18 Min. Drive Time

Project Code:

Order #: 962880026

Type: Polygon
See Appendix: Polygon List

230 4TH AVE
BARABOO, WI 53913-2118

Site: 01

Appendix: Polygon List

Coordinate	Point	Coordinate	Point
Latitude	43.479458	Longitude	-89.879196
Latitude	43.498093	Longitude	-89.909599
Latitude	43.508881	Longitude	-89.902733
Latitude	43.500053	Longitude	-89.891945
Latitude	43.500053	Longitude	-89.865471
Latitude	43.507900	Longitude	-89.854683
Latitude	43.511822	Longitude	-89.889984
Latitude	43.513783	Longitude	-89.839966
Latitude	43.521629	Longitude	-89.840950
Latitude	43.524570	Longitude	-89.892929
Latitude	43.534378	Longitude	-89.900772
Latitude	43.539280	Longitude	-89.889984
Latitude	43.531437	Longitude	-89.870369
Latitude	43.541245	Longitude	-89.881157
Latitude	43.550072	Longitude	-89.868408
Latitude	43.543205	Longitude	-89.839966
Latitude	43.548107	Longitude	-89.854683
Latitude	43.550072	Longitude	-89.844872
Latitude	43.564781	Longitude	-89.843895
Latitude	43.572628	Longitude	-89.812508
Latitude	43.579491	Longitude	-89.816429
Latitude	43.576550	Longitude	-89.830162
Latitude	43.587337	Longitude	-89.822319
Latitude	43.591259	Longitude	-89.834084
Latitude	43.600086	Longitude	-89.814468
Latitude	43.631470	Longitude	-89.806625
Latitude	43.623623	Longitude	-89.796814
Latitude	43.597145	Longitude	-89.808586
Latitude	43.610874	Longitude	-89.789955
Latitude	43.598125	Longitude	-89.781128
Latitude	43.598125	Longitude	-89.769356
Latitude	43.585377	Longitude	-89.778183
Latitude	43.585377	Longitude	-89.766418
Latitude	43.598125	Longitude	-89.763474
Latitude	43.585377	Longitude	-89.759552



EXECUTIVE SUMMARY

Prepared For: Baraboo Public Library - 18 Min. Drive Time

Project Code:

Order #: 962880026

Type: Polygon
See Appendix: Polygon List

230 4TH AVE
BARABOO, WI 53913-2118

Site: 01

Appendix: Polygon List

Coordinate	Point	Coordinate	Point
Latitude	43.591259	Longitude	-89.726204
Latitude	43.571648	Longitude	-89.735031
Latitude	43.553013	Longitude	-89.661476
Latitude	43.539280	Longitude	-89.653633
Latitude	43.537319	Longitude	-89.678146
Latitude	43.515743	Longitude	-89.681091
Latitude	43.524570	Longitude	-89.637939
Latitude	43.536339	Longitude	-89.633034
Latitude	43.523590	Longitude	-89.623230
Latitude	43.507900	Longitude	-89.627151
Latitude	43.509861	Longitude	-89.580078
Latitude	43.502995	Longitude	-89.598709
Latitude	43.495148	Longitude	-89.595764
Latitude	43.495148	Longitude	-89.579094
Latitude	43.488285	Longitude	-89.580078
Latitude	43.484360	Longitude	-89.616364
Latitude	43.482399	Longitude	-89.570267
Latitude	43.466709	Longitude	-89.577133
Latitude	43.475533	Longitude	-89.596748
Latitude	43.464745	Longitude	-89.598709
Latitude	43.464745	Longitude	-89.617340
Latitude	43.446114	Longitude	-89.604591
Latitude	43.453957	Longitude	-89.621269
Latitude	43.437286	Longitude	-89.626167
Latitude	43.430420	Longitude	-89.604591
Latitude	43.429440	Longitude	-89.629112
Latitude	43.406883	Longitude	-89.621269
Latitude	43.401981	Longitude	-89.656570
Latitude	43.376480	Longitude	-89.634018
Latitude	43.400997	Longitude	-89.671288
Latitude	43.375500	Longitude	-89.674225
Latitude	43.369614	Longitude	-89.651672
Latitude	43.361771	Longitude	-89.695801
Latitude	43.386288	Longitude	-89.692863
Latitude	43.382366	Longitude	-89.714439



EXECUTIVE SUMMARY

Prepared For: Baraboo Public Library - 18 Min. Drive Time

Project Code:

Order #: 962880026

Type: Polygon
See Appendix: Polygon List

230 4TH AVE
BARABOO, WI 53913-2118

Site: 01

Appendix: Polygon List

<u>Coordinate</u>	<u>Point</u>	<u>Coordinate</u>	<u>Point</u>
Latitude	43.370598	Longitude	-89.705612
Latitude	43.350983	Longitude	-89.730125
Latitude	43.348038	Longitude	-89.754646
Latitude	43.333328	Longitude	-89.760529



Prepared on: April 3, 2004

Page 6 of 6

© 2004 CLARITAS INC. All rights reserved. 1 800 866 6511



POP-FACTS: DEMOGRAPHIC SNAPSHOT

Prepared For: Baraboo Public Library - 18 Min. Drive Time

Project Code:

Order #: 962880026

Type: Polygon
See Appendix: Polygon List

230 4TH AVE
BARABOO, WI 53913-2118

Site: 01

Description	Polygon Totals	Pct.
Population		
2008 Projection	22,727	
2003 Estimate	21,583	
2000 Census	20,935	
1990 Census	17,491	
Growth 2003-2008	5.30%	
Growth 2000-2003	3.10%	
Growth 1990-2000	19.69%	
2003 Est. Population by Single Race Classification		
2003 Est. Population by Single Race Classification	21,583	
White Alone	20,784	96.30%
Black or African American Alone	107	0.50%
American Indian and Alaska Native Alone	285	1.32%
Asian Alone	89	0.41%
Native Hawaiian and Other Pacific Islander Alone	7	0.03%
Some Other Race Alone	155	0.72%
Two or More Races	155	0.72%
2003 Est. Population Hispanic or Latino by Origin*		
2003 Est. Population Hispanic or Latino by Origin*	21,583	
Not Hispanic or Latino	21,129	97.90%
Hispanic or Latino:	454	2.10%
Mexican	316	69.60%
Puerto Rican	49	10.79%
Cuban	11	2.42%
All Other Hispanic or Latino	78	17.18%
2003 Est. Hispanic or Latino by Single Race Class.		
2003 Est. Hispanic or Latino by Single Race Class.	454	
White Alone	267	58.81%
Black or African American Alone	1	0.22%
American Indian and Alaska Native Alone	13	2.86%
Asian Alone	1	0.22%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	145	31.94%
Two or More Races	27	5.95%



POP-FACTS: DEMOGRAPHIC SNAPSHOT

Prepared For: Baraboo Public Library - 18 Min. Drive Time

Project Code:

Order #: 962880026

Type: Polygon
See Appendix: Polygon List

230 4TH AVE
BARABOO, WI 53913-2118

Site: 01

Description	Polygon Totals	Pct.
2003 Est. Pop. Asian Alone Race by Category*	89	
Chinese, except Taiwanese	21	23.60%
Filipino	13	14.61%
Japanese	5	5.62%
Asian Indian	8	8.99%
Korean	30	33.71%
Vietnamese	10	11.24%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	2	2.25%
Other Asian	0	0.00%
Two or more Asian categories	1	1.12%
2003 Est. Population by Sex	21,583	
Male	10,560	48.93%
Female	11,023	51.07%
Male/Female Ratio	0.96	
2003 Est. Population by Age	21,583	
Age 0 - 4	1,377	6.38%
Age 5 - 9	1,453	6.73%
Age 10 - 14	1,521	7.05%
Age 15 - 17	942	4.36%
Age 18 - 20	837	3.88%
Age 21 - 24	1,039	4.81%
Age 25 - 34	2,723	12.62%
Age 35 - 44	3,301	15.29%
Age 45 - 49	1,620	7.51%
Age 50 - 54	1,494	6.92%
Age 55 - 59	1,241	5.75%
Age 60 - 64	906	4.20%
Age 65 - 74	1,389	6.44%
Age 75 - 84	1,137	5.27%
Age 85 and over	604	2.80%
Age 16 and over	16,911	78.35%
Age 18 and over	16,291	75.48%
Age 21 and over	15,454	71.60%
Age 65 and over	3,130	14.50%
2003 Est. Median Age	37.73	
2003 Est. Average Age	38.39	



POP-FACTS: DEMOGRAPHIC SNAPSHOT

Prepared For: Baraboo Public Library - 18 Min. Drive Time

Project Code:

Order #: 962880026

Type: Polygon
See Appendix: Polygon List

230 4TH AVE
BARABOO, WI 53913-2118

Site: 01

Description	Polygon Totals	Pct.
2003 Est. Male Population by Age	10,560	
Age 0 - 4	682	6.46%
Age 5 - 9	721	6.83%
Age 10 - 14	800	7.58%
Age 15 - 17	444	4.20%
Age 18 - 20	475	4.50%
Age 21 - 24	569	5.39%
Age 25 - 34	1,366	12.94%
Age 35 - 44	1,654	15.66%
Age 45 - 49	821	7.77%
Age 50 - 54	742	7.03%
Age 55 - 59	609	5.77%
Age 60 - 64	452	4.28%
Age 65 - 74	624	5.91%
Age 75 - 84	434	4.11%
Age 85 and over	168	1.59%
2003 Est. Median Age, Male	36.35	
2003 Est. Average Age, Male	36.78	
2003 Est. Female Population by Age	11,023	
Age 0 - 4	695	6.30%
Age 5 - 9	732	6.64%
Age 10 - 14	720	6.53%
Age 15 - 17	498	4.52%
Age 18 - 20	362	3.28%
Age 21 - 24	470	4.26%
Age 25 - 34	1,357	12.31%
Age 35 - 44	1,646	14.93%
Age 45 - 49	799	7.25%
Age 50 - 54	753	6.83%
Age 55 - 59	632	5.73%
Age 60 - 64	454	4.12%
Age 65 - 74	764	6.93%
Age 75 - 84	704	6.39%
Age 85 and over	436	3.96%
2003 Est. Median Age, Female	39.11	
2003 Est. Average Age, Female	39.94	



POP-FACTS: DEMOGRAPHIC SNAPSHOT

Prepared For: Baraboo Public Library - 18 Min. Drive Time

Project Code:

Order #: 962880026

Type: Polygon
See Appendix: Polygon List

230 4TH AVE
BARABOO, WI 53913-2118

Site: 01

Description	Polygon Totals	Pct.
2003 Est. Population Age 15+ by Marital Status*	17,233	
Total, Never Married	4,140	24.02%
Married, Spouse present	9,519	55.24%
Married, Spouse absent	522	3.03%
Widowed	1,181	6.85%
Divorced	1,871	10.86%
Males, Never Married	2,391	13.87%
Previously Married	1,156	6.71%
Females, Never Married	1,749	10.15%
Previously Married	2,098	12.17%
2003 Est. Pop. Age 25+ by Educational Attainment*	14,415	
Less than 9th grade	750	5.20%
Some High School, no diploma	1,641	11.38%
High School Graduate (or GED)	5,088	35.30%
Some College, no degree	3,126	21.69%
Associate Degree	1,010	7.01%
Bachelor's Degree	2,004	13.90%
Master's Degree	547	3.79%
Professional School Degree	182	1.26%
Doctorate Degree	68	0.47%
Households		
2008 Projection	9,498	
2003 Estimate	8,816	
2000 Census	8,437	
1990 Census	6,845	
Growth 2003-2008	7.74%	
Growth 2000-2003	4.49%	
Growth 1990-2000	23.26%	
2003 Est. Households by Household Type*	8,816	
Family Households	5,735	65.05%
Nonfamily Households	3,081	34.95%
2003 Est. Group Quarters Population*	380	



POP-FACTS: DEMOGRAPHIC SNAPSHOT

Prepared For: Baraboo Public Library - 18 Min. Drive Time

Project Code:

Order #: 962880026

Type: Polygon
See Appendix: Polygon List

230 4TH AVE
BARABOO, WI 53913-2118

Site: 01

Description	Polygon Totals	Pct.
2003 Est. Households by Household Income	8,816	
Income Less than \$15,000	967	10.97%
Income \$15,000 - \$24,999	1,028	11.66%
Income \$25,000 - \$34,999	1,149	13.03%
Income \$35,000 - \$49,999	1,658	18.81%
Income \$50,000 - \$74,999	2,167	24.58%
Income \$75,000 - \$99,999	961	10.90%
Income \$100,000 - \$149,999	644	7.30%
Income \$150,000 - \$249,999	162	1.84%
Income \$250,000 - \$499,999	62	0.70%
Income \$500,000 and more	17	0.19%
2003 Est. Average Household Income	\$55,789	
2003 Est. Median Household Income	\$46,429	
2003 Est. Per Capita Income	\$22,997	
2003 Est. Household Type, Presence Own Children*	8,816	
Single Male Householder	1,080	12.25%
Single Female Householder	1,425	16.16%
Married-Couple Family, own children	2,009	22.79%
Married-Couple Family, no own children	2,598	29.47%
Male Householder, own children	203	2.30%
Male Householder, no own children	125	1.42%
Female Householder, own children	527	5.98%
Female Householder, no own children	273	3.10%
Nonfamily, Male Householder	345	3.91%
Nonfamily, Female Householder	230	2.61%
2003 Est. Households by Household Size*	8,816	
1-person household	2,505	28.41%
2-person household	3,097	35.13%
3-person household	1,362	15.45%
4-person household	1,147	13.01%
5-person household	495	5.61%
6-person household	154	1.75%
7 or more person household	56	0.64%
2003 Est. Average Household Size*	2.41	



POP-FACTS: DEMOGRAPHIC SNAPSHOT

Prepared For: Baraboo Public Library - 18 Min. Drive Time

Project Code:

Order #: 962880026

Type: Polygon
See Appendix: Polygon List

230 4TH AVE
BARABOO, WI 53913-2118

Site: 01

Description	Polygon Totals	Pct.
2003 Est. Households by Presence of People*	8,816	
Households with 1 or more People Age 18 or under:		
Married-Couple Family	2,073	23.51%
Other Family, Male Householder	226	2.56%
Other Family, Female Householder	568	6.44%
Nonfamily, Male Householder	40	0.45%
Nonfamily, Female Householder	10	0.11%
Households no People Age 18 or under:		
Married-Couple Family	2,533	28.73%
Other Family, Male Householder	102	1.16%
Other Family, Female Householder	232	2.63%
Nonfamily, Male Householder	1,386	15.72%
Nonfamily, Female Householder	1,645	18.66%
2003 Est. Households by Number of Vehicles*	8,816	
No Vehicles	529	6.00%
1 Vehicle	3,119	35.38%
2 Vehicles	3,669	41.62%
3 Vehicles	1,127	12.78%
4 Vehicles	268	3.04%
5 or more Vehicles	104	1.18%
2003 Est. Average Number of Vehicles*	1.76	
Family Households		
2008 Projection	6,069	
2003 Estimate	5,735	
2000 Census	5,547	
1990 Census	4,771	
Growth 2003-2008	5.82%	
Growth 2000-2003	3.39%	
Growth 1990-2000	16.26%	



POP-FACTS: DEMOGRAPHIC SNAPSHOT

Prepared For: Baraboo Public Library - 18 Min. Drive Time

Project Code:

Order #: 962880026

Type: Polygon
See Appendix: Polygon List

230 4TH AVE
BARABOO, WI 53913-2118

Site: 01

Description	Polygon Totals	Pct.
2003 Est. Family Households by Household Income	5,735	
Income Less than \$15,000	215	3.75%
Income \$15,000 - \$24,999	372	6.49%
Income \$25,000 - \$34,999	524	9.14%
Income \$35,000 - \$49,999	1,119	19.51%
Income \$50,000 - \$74,999	1,825	31.82%
Income \$75,000 - \$99,999	863	15.05%
Income \$100,000 - \$149,999	598	10.43%
Income \$150,000 - \$249,999	151	2.63%
Income \$250,000 - \$499,999	52	0.91%
Income \$500,000 and more	15	0.26%
2003 Est. Average Family Household Income	\$67,887	
2003 Est. Median Family Household Income	\$58,728	
2003 Est. Families by Poverty Status*	5,735	
Income At or Above Poverty Level:		
Married-Couple Family, own children	2,053	35.80%
Married-Couple Family, no own children	2,468	43.03%
Male Householder, own children	175	3.05%
Male Householder, no own children	103	1.80%
Female Householder, own children	454	7.92%
Female Householder, no own children	179	3.12%
Income Below Poverty Level:		
Married-Couple Family, own children	51	0.89%
Married-Couple Family, no own children	35	0.61%
Male Householder, own children	30	0.52%
Male Householder, no own children	19	0.33%
Female Householder, own children	146	2.55%
Female Householder, no own children	20	0.35%
2003 Est. Population Age 16+ by Employment*	16,911	
In Armed Forces	19	0.11%
Civilian - Employed	11,505	68.03%
Civilian - Unemployed	582	3.44%
Not in Labor Force	4,805	28.41%



POP-FACTS: DEMOGRAPHIC SNAPSHOT

Prepared For: Baraboo Public Library - 18 Min. Drive Time

Project Code:

Order #: 962880026

Type: Polygon
See Appendix: Polygon List

230 4TH AVE
BARABOO, WI 53913-2118

Site: 01

Description	Polygon Totals	Pct.
2003 Est. Employed Pop. Age 16+ by Occupation*	11,505	
Management, Business, and Financial Operations	1,321	11.48%
Professional and Related Occupations	1,773	15.41%
Service	2,335	20.30%
Sales and Office	2,801	24.35%
Farming, Fishing, and Forestry	107	0.93%
Construction, Extraction and Maintenance	1,166	10.13%
Production, Transportation and Material Moving	2,001	17.39%
2003 Est. Workers Age 16+, Transportation To Work*	11,335	
Drove Alone	8,955	79.00%
Car Pooled	1,250	11.03%
Public Transportation	73	0.64%
Walked	449	3.96%
Motorcycle	5	0.04%
Bicycle	31	0.27%
Other Means	29	0.26%
Worked at Home	543	4.79%
2003 Est. Workers Age 16+ by Travel Time to Work*	10,793	
Less than 15 Minutes	5,846	54.16%
15 - 29 Minutes	2,923	27.08%
30 - 44 Minutes	883	8.18%
45 - 59 Minutes	565	5.23%
60 or more Minutes	577	5.35%
2003 Est. Average Travel Time to Work in Minutes*	20.08	
2003 Est. Tenure of Occupied Housing Units*	8,816	
Owner Occupied	6,239	70.77%
Renter Occupied	2,577	29.23%



POP-FACTS: DEMOGRAPHIC SNAPSHOT

Prepared For: Baraboo Public Library - 18 Min. Drive Time

Project Code:

Order #: 962880026

Type: Polygon
See Appendix: Polygon List

230 4TH AVE
BARABOO, WI 53913-2118

Site: 01

Description	Polygon Totals	Pct.
2003 Est. All Owner-Occupied Housing Values	6,239	
Value Less than \$20,000	233	3.73%
Value \$20,000 - \$39,999	397	6.36%
Value \$40,000 - \$59,999	358	5.74%
Value \$60,000 - \$79,999	510	8.17%
Value \$80,000 - \$99,999	964	15.45%
Value \$100,000 - \$149,999	1,791	28.71%
Value \$150,000 - \$199,999	955	15.31%
Value \$200,000 - \$299,999	658	10.55%
Value \$300,000 - \$399,999	205	3.29%
Value \$400,000 - \$499,999	75	1.20%
Value \$500,000 - \$749,999	44	0.71%
Value \$750,000 - \$999,999	21	0.34%
Value \$1,000,000 or more	28	0.45%
2003 Est. Median All Owner-Occupied Housing Value	\$118,359	
2003 Est. Housing Units by Units in Structure*	9,828	
1 Unit Attached	236	2.40%
1 Unit Detached	6,204	63.13%
2 Units	756	7.69%
3 to 19 Units	1,177	11.98%
20 to 49 Units	154	1.57%
50 or More Units	64	0.65%
Mobile Home or Trailer	1,209	12.30%
Boat, RV, Van, etc.	28	0.28%
2003 Est. Housing Units by Year Structure Built*	9,828	
Housing Unit Built 1999 to present	601	6.12%
Housing Unit Built 1995 to 1998	1,099	11.18%
Housing Unit Built 1990 to 1994	1,076	10.95%
Housing Unit Built 1980 to 1989	1,114	11.33%
Housing Unit Built 1970 to 1979	1,395	14.19%
Housing Unit Built 1960 to 1969	740	7.53%
Housing Unit Built 1950 to 1959	632	6.43%
Housing Unit Built 1940 to 1949	598	6.08%
Housing Unit Built 1939 or Earlier	2,573	26.18%
2003 Est. Median Year Structure Built*	1973	

*In contrast to Claritas Demographic Estimates, "smoothed" data items are Census 2000 tables made consistent with current year estimated and 5 year projected base counts.



POP-FACTS: DEMOGRAPHIC SNAPSHOT

Prepared For: Baraboo Public Library - 18 Min. Drive Time

Project Code:

Order #: 962880026

Type: Polygon
See Appendix: Polygon List

230 4TH AVE
BARABOO, WI 53913-2118

Site: 01

Appendix: Polygon List

<u>Coordinate</u>	<u>Point</u>	<u>Coordinate</u>	<u>Point</u>
Latitude	43.333328	Longitude	-89.760529
Latitude	43.343136	Longitude	-89.778183
Latitude	43.354904	Longitude	-89.773277
Latitude	43.356865	Longitude	-89.801720
Latitude	43.385307	Longitude	-89.798782
Latitude	43.375500	Longitude	-89.793877
Latitude	43.376480	Longitude	-89.780144
Latitude	43.388248	Longitude	-89.782104
Latitude	43.383347	Longitude	-89.771317
Latitude	43.419632	Longitude	-89.776222
Latitude	43.430420	Longitude	-89.796814
Latitude	43.450035	Longitude	-89.796814
Latitude	43.431400	Longitude	-89.814468
Latitude	43.404922	Longitude	-89.815453
Latitude	43.404922	Longitude	-89.822319
Latitude	43.423557	Longitude	-89.822319
Latitude	43.400017	Longitude	-89.840950
Latitude	43.416691	Longitude	-89.839966
Latitude	43.435796	Longitude	-89.820181
Latitude	43.435796	Longitude	-89.820181
Latitude	43.442188	Longitude	-89.831146
Latitude	43.431400	Longitude	-89.839966
Latitude	43.431400	Longitude	-89.874298
Latitude	43.440228	Longitude	-89.874298
Latitude	43.438267	Longitude	-89.889008
Latitude	43.446114	Longitude	-89.876259
Latitude	43.451996	Longitude	-89.889984
Latitude	43.460823	Longitude	-89.881157
Latitude	43.464745	Longitude	-89.899796
Latitude	43.462784	Longitude	-89.871353
Latitude	43.471611	Longitude	-89.872337
Latitude	43.468670	Longitude	-89.917450
Latitude	43.477497	Longitude	-89.930199



POP-FACTS: DEMOGRAPHIC SNAPSHOT

Prepared For: Baraboo Public Library - 18 Min. Drive Time

Project Code:

Order #: 962880026

Type: Polygon
See Appendix: Polygon List

230 4TH AVE
BARABOO, WI 53913-2118

Site: 01

Appendix: Polygon List

<u>Coordinate</u>	<u>Point</u>	<u>Coordinate</u>	<u>Point</u>
Latitude	43.490246	Longitude	-89.907639
Latitude	43.479458	Longitude	-89.903717
Latitude	43.479458	Longitude	-89.879196
Latitude	43.498093	Longitude	-89.909599
Latitude	43.508881	Longitude	-89.902733
Latitude	43.500053	Longitude	-89.891945
Latitude	43.500053	Longitude	-89.865471
Latitude	43.507900	Longitude	-89.854683
Latitude	43.511822	Longitude	-89.889984
Latitude	43.513783	Longitude	-89.839966
Latitude	43.521629	Longitude	-89.840950
Latitude	43.524570	Longitude	-89.892929
Latitude	43.534378	Longitude	-89.900772
Latitude	43.539280	Longitude	-89.889984
Latitude	43.531437	Longitude	-89.870369
Latitude	43.541245	Longitude	-89.881157
Latitude	43.550072	Longitude	-89.868408
Latitude	43.543205	Longitude	-89.839966
Latitude	43.548107	Longitude	-89.854683
Latitude	43.550072	Longitude	-89.844872
Latitude	43.564781	Longitude	-89.843895
Latitude	43.572628	Longitude	-89.812508
Latitude	43.579491	Longitude	-89.816429
Latitude	43.576550	Longitude	-89.830162
Latitude	43.587337	Longitude	-89.822319
Latitude	43.591259	Longitude	-89.834084
Latitude	43.600086	Longitude	-89.814468
Latitude	43.631470	Longitude	-89.806625
Latitude	43.623623	Longitude	-89.796814
Latitude	43.597145	Longitude	-89.808586
Latitude	43.610874	Longitude	-89.789955
Latitude	43.598125	Longitude	-89.781128
Latitude	43.598125	Longitude	-89.769356



POP-FACTS: DEMOGRAPHIC SNAPSHOT
 Prepared For: Baraboo Public Library - 18 Min. Drive Time

Project Code:

Order #: 962880026

Type: Polygon
 See Appendix: Polygon List

230 4TH AVE
 BARABOO, WI 53913-2118

Site: 01

Appendix: Polygon List

Coordinate	Point	Coordinate	Point
Latitude	43.585377	Longitude	-89.778183
Latitude	43.585377	Longitude	-89.766418
Latitude	43.598125	Longitude	-89.763474
Latitude	43.585377	Longitude	-89.759552
Latitude	43.591259	Longitude	-89.726204
Latitude	43.571648	Longitude	-89.735031
Latitude	43.553013	Longitude	-89.661476
Latitude	43.539280	Longitude	-89.653633
Latitude	43.537319	Longitude	-89.678146
Latitude	43.515743	Longitude	-89.681091
Latitude	43.524570	Longitude	-89.637939
Latitude	43.536339	Longitude	-89.633034
Latitude	43.523590	Longitude	-89.623230
Latitude	43.507900	Longitude	-89.627151
Latitude	43.509861	Longitude	-89.580078
Latitude	43.502995	Longitude	-89.598709
Latitude	43.495148	Longitude	-89.595764
Latitude	43.495148	Longitude	-89.579094
Latitude	43.488285	Longitude	-89.580078
Latitude	43.484360	Longitude	-89.616364
Latitude	43.482399	Longitude	-89.570267
Latitude	43.466709	Longitude	-89.577133
Latitude	43.475533	Longitude	-89.596748
Latitude	43.464745	Longitude	-89.598709
Latitude	43.464745	Longitude	-89.617340
Latitude	43.446114	Longitude	-89.604591
Latitude	43.453957	Longitude	-89.621269
Latitude	43.437286	Longitude	-89.626167
Latitude	43.430420	Longitude	-89.604591
Latitude	43.429440	Longitude	-89.629112
Latitude	43.406883	Longitude	-89.621269
Latitude	43.401981	Longitude	-89.656570
Latitude	43.376480	Longitude	-89.634018



POP-FACTS: DEMOGRAPHIC SNAPSHOT

Prepared For: Baraboo Public Library - 18 Min. Drive Time

Project Code:

Order #: 962880026

Type: Polygon
See Appendix: Polygon List

230 4TH AVE
BARABOO, WI 53913-2118

Site: 01

Appendix: Polygon List

<u>Coordinate</u>	<u>Point</u>	<u>Coordinate</u>	<u>Point</u>
Latitude	43.400997	Longitude	-89.671288
Latitude	43.375500	Longitude	-89.674225
Latitude	43.369614	Longitude	-89.651672
Latitude	43.361771	Longitude	-89.695801
Latitude	43.386288	Longitude	-89.692863
Latitude	43.382366	Longitude	-89.714439
Latitude	43.370598	Longitude	-89.705612
Latitude	43.350983	Longitude	-89.730125
Latitude	43.348038	Longitude	-89.754646
Latitude	43.333328	Longitude	-89.760529



POP-FACTS: DEMOGRAPHIC TREND

Prepared For: Baraboo Public Library - 18 Min. Drive Time

Project Code:

Order #: 962880026

Type: Polygon
See Appendix: Polygon List

230 4TH AVE
BARABOO, WI 53913-2118

Site: 01

Polygon Totals

Description	2000		2003		2008	
	Census	Pct.	Estimate	Pct.	Projection	Pct.
Population by Age	20,935		21,583		22,727	
Age 0 - 4	1,347	6.43%	1,377	6.38%	1,446	6.36%
Age 5 - 9	1,443	6.89%	1,453	6.73%	1,433	6.31%
Age 10 - 14	1,540	7.36%	1,521	7.05%	1,536	6.76%
Age 15 - 17	939	4.49%	942	4.36%	879	3.87%
Age 18 - 20	793	3.79%	837	3.88%	912	4.01%
Age 21 - 24	889	4.25%	1,039	4.81%	1,181	5.20%
Age 25 - 34	2,870	13.71%	2,723	12.62%	2,697	11.87%
Age 35 - 44	3,341	15.96%	3,301	15.29%	3,187	14.02%
Age 45 - 49	1,546	7.38%	1,620	7.51%	1,768	7.78%
Age 50 - 54	1,370	6.54%	1,494	6.92%	1,654	7.28%
Age 55 - 59	1,051	5.02%	1,241	5.75%	1,514	6.66%
Age 60 - 64	816	3.90%	906	4.20%	1,224	5.39%
Age 65 - 74	1,423	6.80%	1,389	6.44%	1,524	6.71%
Age 75 - 84	1,100	5.25%	1,137	5.27%	1,097	4.83%
Age 85 and over	467	2.23%	604	2.80%	676	2.97%
Age 16 and over	16,281	77.77%	16,911	78.35%	18,015	79.27%
Age 18 and over	15,666	74.83%	16,291	75.48%	17,433	76.71%
Age 21 and over	14,873	71.04%	15,454	71.60%	16,521	72.69%
Age 65 and over	2,990	14.28%	3,130	14.50%	3,296	14.50%
Median Age	36.94		37.73		39.02	
Average Age	37.76		38.39		39.11	
Population by Sex	20,935		21,583		22,727	
Male	10,258	49.00%	10,560	48.93%	11,123	48.94%
Female	10,677	51.00%	11,023	51.07%	11,604	51.06%
Male/Female Ratio	0.96		0.96		0.96	



POP-FACTS: DEMOGRAPHIC TREND

Prepared For: Baraboo Public Library - 18 Min. Drive Time

Project Code:

Order #: 962880026

Type: Polygon
See Appendix: Polygon List

230 4TH AVE
BARABOO, WI 53913-2118

Site: 01

Polygon Totals

Description	2000		2003		2008	
	Census	Pct.	Estimate	Pct.	Projection	Pct.
Pop. by Single Race Class. and Hispanic or Latino						
Hispanic or Latino:	402		454		566	
White Alone	235	58.46%	267	58.81%	330	58.30%
Black or African American Alone	1	0.25%	1	0.22%	1	0.18%
American Indian and Alaska Native Alone	13	3.23%	13	2.86%	17	3.00%
Asian Alone	1	0.25%	1	0.22%	1	0.18%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%	0	0.00%	0	0.00%
Some Other Race Alone	125	31.09%	145	31.94%	180	31.80%
Two or More Races	27	6.72%	27	5.95%	37	6.54%
Not Hispanic or Latino:	20,533		21,129		22,161	
White Alone	19,996	97.38%	20,517	97.10%	21,486	96.95%
Black or African American Alone	83	0.40%	106	0.50%	121	0.55%
American Indian and Alaska Native Alone	244	1.19%	273	1.29%	294	1.33%
Asian Alone	76	0.37%	88	0.42%	102	0.46%
Native Hawaiian and Other Pacific Islander Alone	6	0.03%	7	0.03%	7	0.03%
Some Other Race Alone	8	0.04%	9	0.04%	10	0.05%
Two or More Races	119	0.58%	128	0.61%	142	0.64%
Households by Age of Householder	8,437		8,816		9,498	
Householder Under 25 Years	437	5.18%	494	5.60%	564	5.94%
Householder 25 to 34 Years	1,422	16.85%	1,355	15.37%	1,352	14.23%
Householder 35 to 44 Years	1,855	21.99%	1,842	20.89%	1,787	18.81%
Householder 45 to 54 Years	1,680	19.91%	1,805	20.47%	1,997	21.03%
Householder 55 to 64 Years	1,124	13.32%	1,299	14.73%	1,665	17.53%
Householder 65 to 74 Years	889	10.54%	876	9.94%	965	10.16%
Householder 75 Years and over	1,029	12.20%	1,145	12.99%	1,168	12.30%
Median Age of Householder	48.00		48.97		50.24	



POP-FACTS: DEMOGRAPHIC TREND

Prepared For: Baraboo Public Library - 18 Min. Drive Time

Project Code:

Order #: 962880026

Type: Polygon
See Appendix: Polygon List230 4TH AVE
BARABOO, WI 53913-2118

Site: 01

Polygon Totals

Description	2000		2003		2008	
	Census	Pct.	Estimate	Pct.	Projection	Pct.
Households by Household Income	8,418		8,816		9,498	
Income Less than \$15,000	1,110	13.19%	967	10.97%	865	9.11%
Income \$15,000 - \$24,999	1,198	14.23%	1,028	11.66%	892	9.39%
Income \$25,000 - \$34,999	1,202	14.28%	1,149	13.03%	1,055	11.11%
Income \$35,000 - \$49,999	1,756	20.86%	1,658	18.81%	1,547	16.29%
Income \$50,000 - \$74,999	1,993	23.68%	2,167	24.58%	2,261	23.81%
Income \$75,000 - \$99,999	633	7.52%	961	10.90%	1,331	14.01%
Income \$100,000 - \$149,999	362	4.30%	644	7.30%	1,101	11.59%
Income \$150,000 - \$249,999	117	1.39%	162	1.84%	316	3.33%
Income \$250,000 - \$499,999	39	0.46%	62	0.70%	92	0.97%
Income \$500,000 or more	7	0.08%	17	0.19%	37	0.39%
Average Household Income	\$48,217		\$55,789		\$65,747	
Median Household Income	\$40,968		\$46,429		\$54,310	
Per Capita Income	\$19,702		\$22,997		\$27,675	



POP-FACTS: DEMOGRAPHIC TREND

Prepared For: Baraboo Public Library - 18 Min. Drive Time

Project Code:

Order #: 962880026

Type: Polygon
See Appendix: Polygon List

230 4TH AVE
BARABOO, WI 53913-2118

Site: 01

Appendix: Polygon List

<u>Coordinate</u>	<u>Point</u>	<u>Coordinate</u>	<u>Point</u>
Latitude	43.333328	Longitude	-89.760529
Latitude	43.343136	Longitude	-89.778183
Latitude	43.354904	Longitude	-89.773277
Latitude	43.356865	Longitude	-89.801720
Latitude	43.385307	Longitude	-89.798782
Latitude	43.375500	Longitude	-89.793877
Latitude	43.376480	Longitude	-89.780144
Latitude	43.388248	Longitude	-89.782104
Latitude	43.383347	Longitude	-89.771317
Latitude	43.419632	Longitude	-89.776222
Latitude	43.430420	Longitude	-89.796814
Latitude	43.450035	Longitude	-89.796814
Latitude	43.431400	Longitude	-89.814468
Latitude	43.404922	Longitude	-89.815453
Latitude	43.404922	Longitude	-89.822319
Latitude	43.423557	Longitude	-89.822319
Latitude	43.400017	Longitude	-89.840950
Latitude	43.416691	Longitude	-89.839966
Latitude	43.435796	Longitude	-89.820181
Latitude	43.435796	Longitude	-89.820181
Latitude	43.442188	Longitude	-89.831146
Latitude	43.431400	Longitude	-89.839966
Latitude	43.431400	Longitude	-89.874298
Latitude	43.440228	Longitude	-89.874298
Latitude	43.438267	Longitude	-89.889008
Latitude	43.446114	Longitude	-89.876259
Latitude	43.451996	Longitude	-89.889984
Latitude	43.460823	Longitude	-89.881157
Latitude	43.464745	Longitude	-89.899796
Latitude	43.462784	Longitude	-89.871353
Latitude	43.471611	Longitude	-89.872337



POP-FACTS: DEMOGRAPHIC TREND

Prepared For: Baraboo Public Library - 18 Min. Drive Time

Project Code:

Order #: 962880026

Type: Polygon
See Appendix: Polygon List

230 4TH AVE
BARABOO, WI 53913-2118

Site: 01

Appendix: Polygon List

Coordinate	Point	Coordinate	Point
Latitude	43.468670	Longitude	-89.917450
Latitude	43.477497	Longitude	-89.930199
Latitude	43.490246	Longitude	-89.907639
Latitude	43.479458	Longitude	-89.903717
Latitude	43.479458	Longitude	-89.879196
Latitude	43.498093	Longitude	-89.909599
Latitude	43.508881	Longitude	-89.902733
Latitude	43.500053	Longitude	-89.891945
Latitude	43.500053	Longitude	-89.865471
Latitude	43.507900	Longitude	-89.854683
Latitude	43.511822	Longitude	-89.889984
Latitude	43.513783	Longitude	-89.839966
Latitude	43.521629	Longitude	-89.840950
Latitude	43.524570	Longitude	-89.892929
Latitude	43.534378	Longitude	-89.900772
Latitude	43.539280	Longitude	-89.889984
Latitude	43.531437	Longitude	-89.870369
Latitude	43.541245	Longitude	-89.881157
Latitude	43.550072	Longitude	-89.868408
Latitude	43.543205	Longitude	-89.839966
Latitude	43.548107	Longitude	-89.854683
Latitude	43.550072	Longitude	-89.844872
Latitude	43.564781	Longitude	-89.843895
Latitude	43.572628	Longitude	-89.812508
Latitude	43.579491	Longitude	-89.816429
Latitude	43.576550	Longitude	-89.830162
Latitude	43.587337	Longitude	-89.822319
Latitude	43.591259	Longitude	-89.834084
Latitude	43.600086	Longitude	-89.814468
Latitude	43.631470	Longitude	-89.806625
Latitude	43.623623	Longitude	-89.796814



POP-FACTS: DEMOGRAPHIC TREND

Prepared For: Baraboo Public Library - 18 Min. Drive Time

Project Code:

Order #: 962880026

Type: Polygon
See Appendix: Polygon List

230 4TH AVE
BARABOO, WI 53913-2118

Site: 01

Appendix: Polygon List

<u>Coordinate</u>	<u>Point</u>	<u>Coordinate</u>	<u>Point</u>
Latitude	43.597145	Longitude	-89.808586
Latitude	43.610874	Longitude	-89.789955
Latitude	43.598125	Longitude	-89.781128
Latitude	43.598125	Longitude	-89.769356
Latitude	43.585377	Longitude	-89.778183
Latitude	43.585377	Longitude	-89.766418
Latitude	43.598125	Longitude	-89.763474
Latitude	43.585377	Longitude	-89.759552
Latitude	43.591259	Longitude	-89.726204
Latitude	43.571648	Longitude	-89.735031
Latitude	43.553013	Longitude	-89.661476
Latitude	43.539280	Longitude	-89.653633
Latitude	43.537319	Longitude	-89.678146
Latitude	43.515743	Longitude	-89.681091
Latitude	43.524570	Longitude	-89.637939
Latitude	43.536339	Longitude	-89.633034
Latitude	43.523590	Longitude	-89.623230
Latitude	43.507900	Longitude	-89.627151
Latitude	43.509861	Longitude	-89.580078
Latitude	43.502995	Longitude	-89.598709
Latitude	43.495148	Longitude	-89.595764
Latitude	43.495148	Longitude	-89.579094
Latitude	43.488285	Longitude	-89.580078
Latitude	43.484360	Longitude	-89.616364
Latitude	43.482399	Longitude	-89.570267
Latitude	43.466709	Longitude	-89.577133
Latitude	43.475533	Longitude	-89.596748
Latitude	43.464745	Longitude	-89.598709
Latitude	43.464745	Longitude	-89.617340
Latitude	43.446114	Longitude	-89.604591
Latitude	43.453957	Longitude	-89.621269



POP-FACTS: DEMOGRAPHIC TREND

Prepared For: Baraboo Public Library - 18 Min. Drive Time

Project Code:

Order #: 962880026

Type: Polygon
See Appendix: Polygon List

230 4TH AVE
BARABOO, WI 53913-2118

Site: 01

Appendix: Polygon List

Coordinate	Point	Coordinate	Point
Latitude	43.437286	Longitude	-89.626167
Latitude	43.430420	Longitude	-89.604591
Latitude	43.429440	Longitude	-89.629112
Latitude	43.406883	Longitude	-89.621269
Latitude	43.401981	Longitude	-89.656570
Latitude	43.376480	Longitude	-89.634018
Latitude	43.400997	Longitude	-89.671288
Latitude	43.375500	Longitude	-89.674225
Latitude	43.369614	Longitude	-89.651672
Latitude	43.361771	Longitude	-89.695801
Latitude	43.386288	Longitude	-89.692863
Latitude	43.382366	Longitude	-89.714439
Latitude	43.370598	Longitude	-89.705612
Latitude	43.350983	Longitude	-89.730125
Latitude	43.348038	Longitude	-89.754646
Latitude	43.333328	Longitude	-89.760529

