

City of Oshkosh Citizen Surveys: 2010 – 2014

Oshkosh Public Library Trends

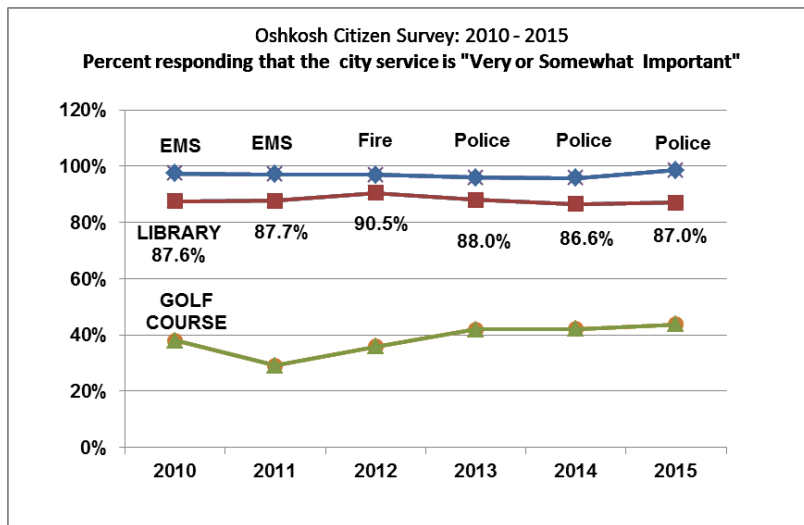
Starting in 2009, City Manager Mark Rohloff partnered with U.W.-Oshkosh professor Karl Nollenberger and his Public Policy Analysis class to conduct surveys of citizen opinions about life in Oshkosh and the services the city provides.

Questions about the importance and quality of city services have been asked every year from 2009 through 2014. With several years' worth of data, we can now examine some trends in the opinions of Oshkosh citizens about their public library's importance and the quality of the services it offers. Since the responses in 2009 – the first year of the survey – tended to diverge noticeably from the later multi-year trends, this report covers Oshkosh citizen attitudes towards service importance and quality since 2010.

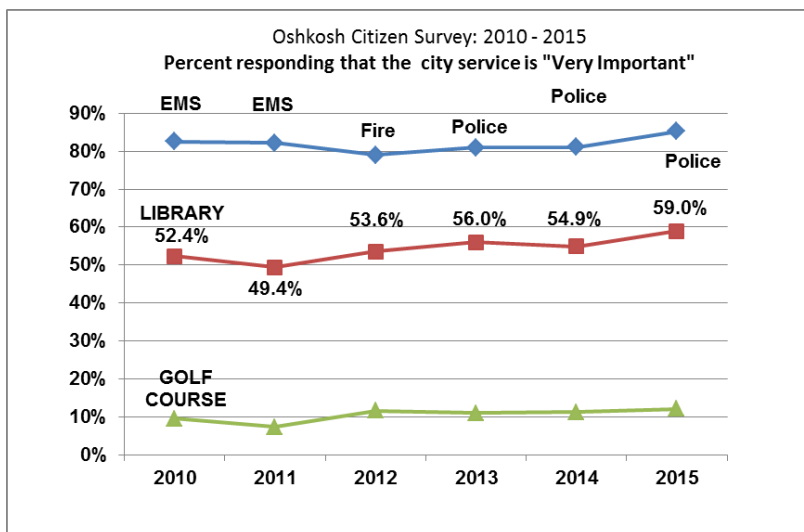
For the sake of comparison, I will present library data along with a trend line for the top-rated city service each year and a trend line for the lowest-rated city service.

Importance of Library Services

Since 2010, 87% - 91% of responding citizens have rated the importance of public library services in Oshkosh as either "Very Important" or "Somewhat Important."

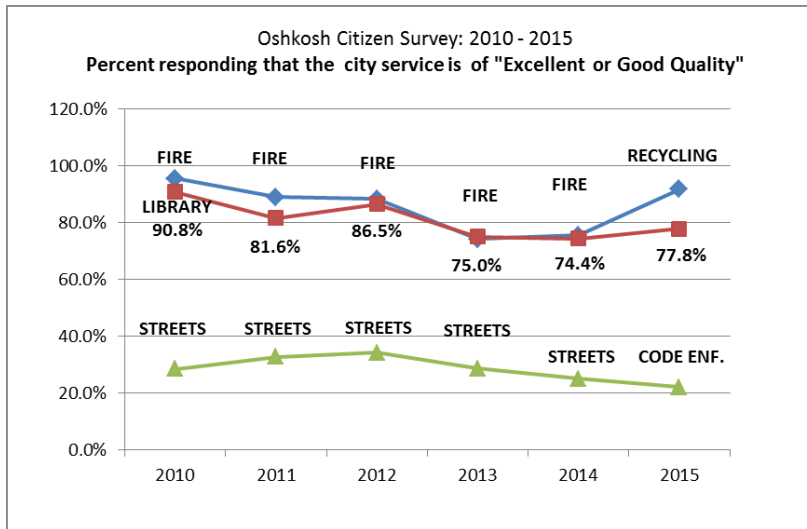


Further, the percentage of citizens responding that public library services are "Very Important" has varied between 49% and 59%.



Quality

Combined ratings of the quality of public library service as “Excellent” or “Good” mirrored the top-rated service (Fire Protection) through 2014. In 2015, the ratings of Recycling Services made a large jump with 91.8% of respondents assessing them as of either “Excellent” or “Good” quality.



Since 2010, citizens evaluating Public Library Services as being of “Excellent” quality have ranged from a low of 28.4% (2013) to a high of 41.5% (2012). The 2015 rating of 33.8% is near the center of that range.

