

Colorado Talking Book Library Patron Satisfaction Survey Report, 2014

May 2015

Melissa Higgins



A CLOSER LOOK

Colorado Talking Book Library Patron Satisfaction Survey Report, 2014

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By

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Survey Designed and Administered by
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COLORADO
Department of Education
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MORGRIDGE COLLEGE OF EDUCATION



**Colorado Talking
Book Library**

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Introduction

The Colorado Talking Book Library (CTBL) provides free library services to Coloradans of all ages who are unable to read standard print materials because of physical, visual, or learning disabilities. CTBL provides recorded books and magazines, Braille materials, large print books, and a small collection of descriptive videos. CTBL serves more than 6,400 active individual patrons and 475 organizations.

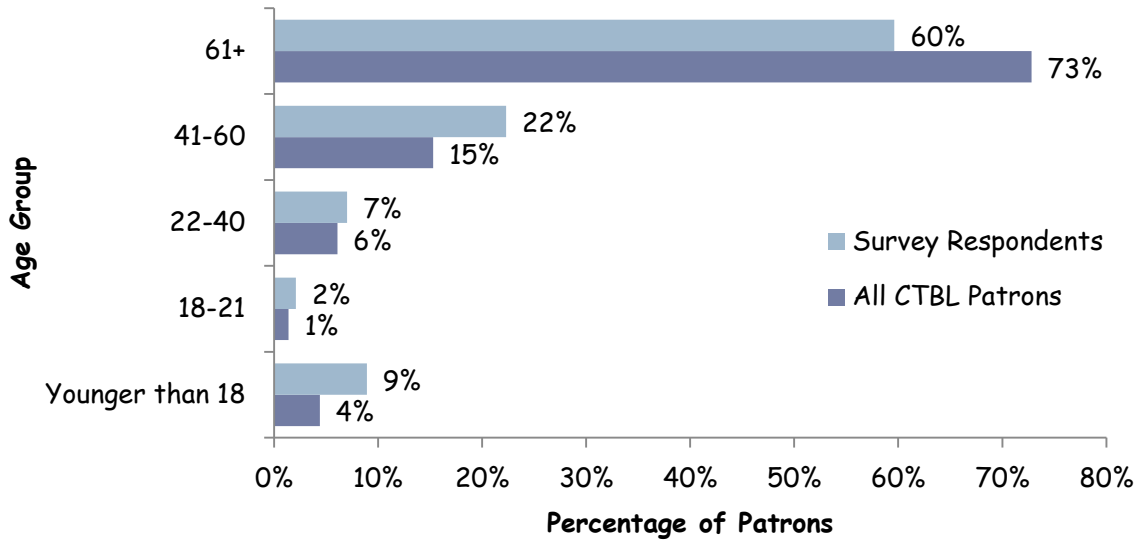
As part of an ongoing effort by CTBL to evaluate its services, the Library Research Service (LRS) developed and administered a patron survey in the fall of 2014. The survey was designed to help CTBL identify possible strengths and weaknesses and to plan for future services. LRS has conducted 6 surveys over the last 10 years for CTBL. The survey was a combination of an outcome-based evaluation and a customer satisfaction questionnaire (see Appendix A).

As in 2012, the 2014 survey was distributed to CTBL patrons in Braille and audio formats in addition to the traditional paper-based, large-print format. Patrons also had the option of completing the survey online. In a further effort to ensure the sample was representative of CTBL's patrons, administrators again used a sample stratified by age group. This proved to be effective as the responses received by each age group fairly closely reflected the CTBL patron population (see Chart 1).

Of the 1,733 patrons in the sample, 983 received the survey on paper. In addition, 388 received audio notification of the survey, either on audio cassette or through the digital playback format, and 37 received survey notification in Braille, asking them to complete the survey online or by phone. The remaining patrons in the sample received the survey electronically. Assistance filling out the survey was available at CTBL or by telephone for any patron who requested it.

Surveys were completed by 454 patrons, representing a response rate of 26%. This is a decrease of just 4% from the 2012 survey, which had a response rate of 27%.

Chart 1
Age Distribution of Survey Respondents
Compared to All CTBL Patrons



Survey Respondent Demographics

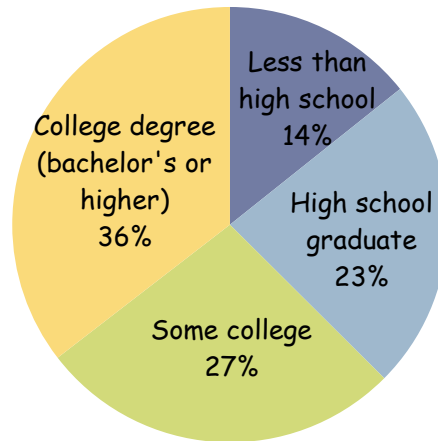
Respondents were asked to provide basic information about their age, education level and, where applicable, student status.

More than half of the respondents (60%) were 61 years old or older. About 1 in 5 (22%) were 41-60 years old, 7% were 22-40 years old, 2% were 18-21 years old, and 9% were younger than 18 (see Chart 1). The survey was sent to an age-stratified sample of patrons so that the results would be representative of the CTBL patron population as a whole. The percentage of respondents in each age group was very similar to the response rates from 2012, with small exceptions. The percentage of patrons older than 60 grew by 12% since 2012, but the percentage of survey respondents in that age group also grew by 18%, so that the percentage of respondents was still nearly representative of that population group. The percentage of survey respondents who were 22-40 years old dropped the most compared to 2012, with a 56% decrease of survey respondents, but this drop brings the percentage of respondents in this age group closer to the actual representative portion of the total CTBL population.

Respondents were asked about the highest level of education they had completed. Slightly more than a third (36%) of respondents had a college degree or higher. Approximately 1 in 4 (27%) had some college education, while almost another

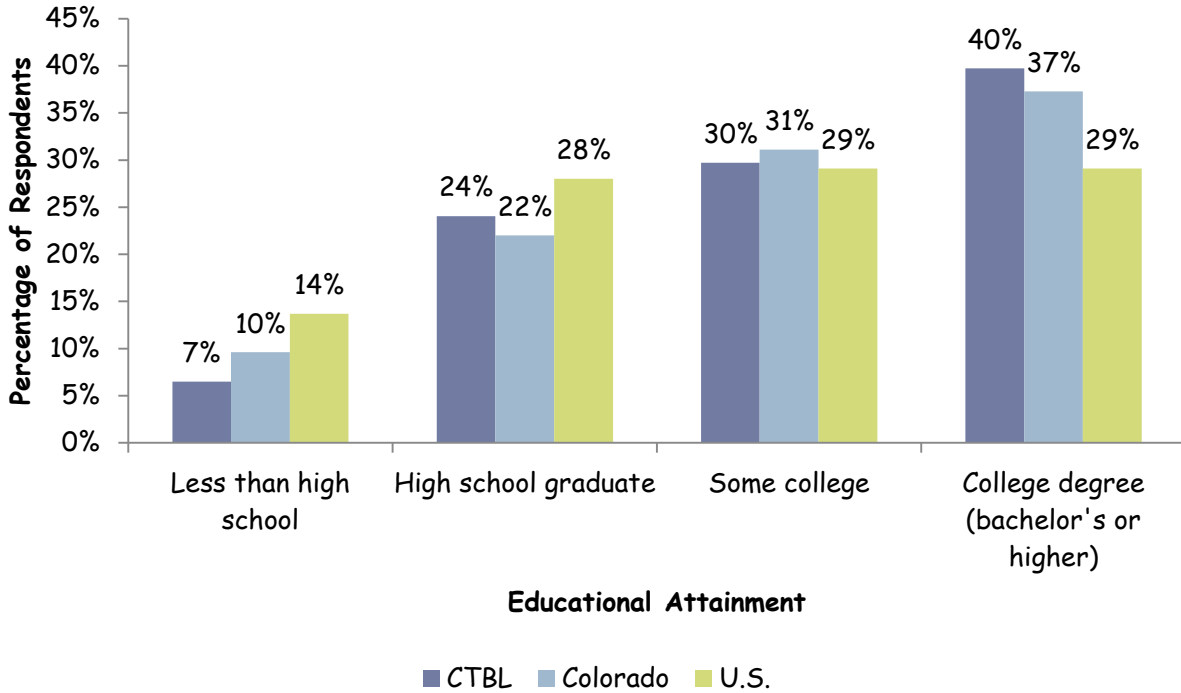
quarter (23%) were high school graduates. Fourteen percent had less than a high school education (see Chart 2). These numbers are similar to the 2012 survey.

Chart 2
All Respondents by Highest Education Completed



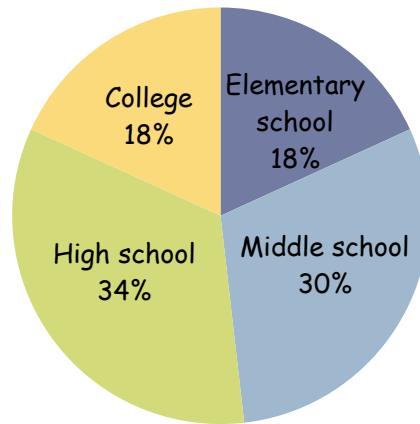
The CTBL respondents' educational attainment was compared to the 2011-2013 American Community Survey 3-Year Estimate data of the educational attainment of Colorado and U.S. residents 25 or older. The CTBL data represents respondents 22 or older, the closest comparable dataset available with the survey (see survey instrument in Appendix A and Chart 3). These data reveal how respondents' educational attainment compares to these broader communities. The number of CTBL patrons with some college as their highest educational attainment was comparable to the larger Colorado and U.S. populations, but at the extremes respondents older than 22 were more highly educated than the general population older than 25. The percent of CTBL respondents that have achieved less than a high school education was half that of the overall U.S. population. On the other end of the spectrum, CTBL respondents were more likely than Colorado and U.S. populations to have achieved a bachelor's degree or higher. In fact, the CTBL respondents were 3% more likely than the general Colorado population and 11% more likely than the overall U.S. population to have completed a bachelor's degree or higher.

Chart 3
CTBL Respondents Highest Education Completed Compared to Overall Colorado and U.S. Population



Of the CTBL survey respondents who answered the question about student status, 17% identified themselves as current students, a 23% decrease from the 2012 survey (22%) and a 48% drop from the 2010 survey (33%). Of the student respondents, 18% were currently enrolled in college, which is slightly lower than in 2012 (25%) (see Chart 4). Just over one-third (34%) were enrolled in high school, compared to 30% in 2012. The percentage of middle school students increased from 22% in 2012 to 30% in 2014, while the percentage of respondents in elementary school fell from 23% in 2012 to 18% in 2014. None of the respondents in 2014 indicated an enrollment in preschool.

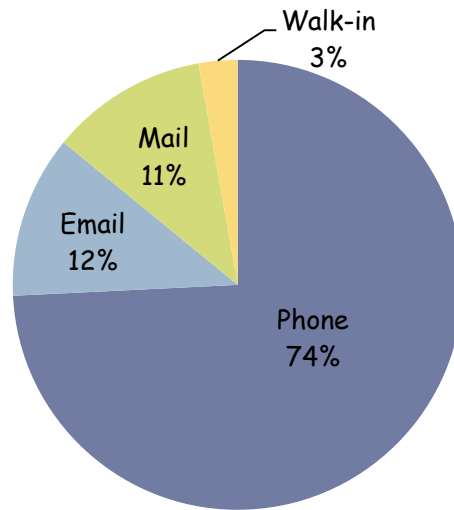
Chart 4
Student Respondents' Current Level of Education



Communicating with CTBL

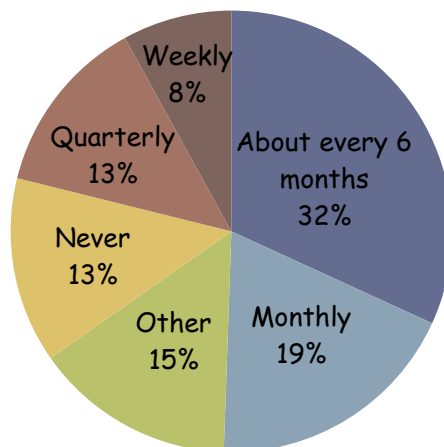
Respondents were asked how frequently and by what means they communicated with CTBL (see Chart 5). CTBL patrons overwhelmingly used the telephone to contact library staff (74%), a finding that has remained constant over the past several years of CTBL patron satisfaction surveys. For respondents who did not primarily use the phone to communicate with CTBL, mail and email were roughly equal methods of communication: 12% preferred to contact CTBL by email, and 11% preferred mail. Just 3% of respondents' primary form of communication was via visiting CTBL in person. The prevalence of each of these methods of communication has remained steady throughout the surveys from year to year. Although the percentage of patrons using email to communicate rose somewhat between 2010 and 2012—from 8% to 11%—this percentage only saw a marginal increase in the 2014 survey (from 11% to 12%).

Chart 5
Most-Used Method of Communication with CTBL



In the 10 years since CTBL began surveying its patrons, respondents' frequency of communication with CTBL has changed only slightly. In 2014, about 1 out of 3 respondents (32%) communicated with CTBL about every 6 months (see Chart 6). One in 5 (19%) respondents communicated on a monthly basis, and an equal percentage of respondents (13%) communicated with CTBL either quarterly or never communicated with CTBL. Less than 1 in 10 (8%) contacted the library on a weekly basis, and 15% reported communicating with CTBL in some other frequency.

Chart 6
Frequency of Communication with CTBL

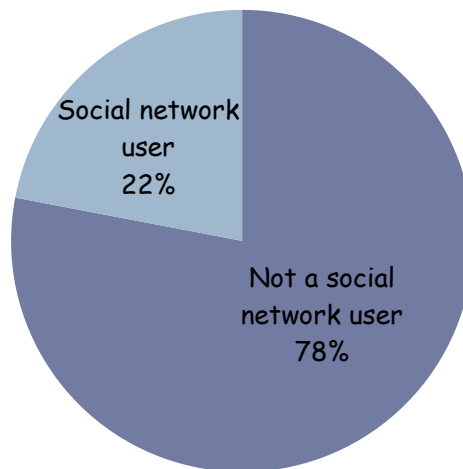


Respondents who chose "other" had the option to write specifically how often they contacted CTBL. The most common responses in this category were rarely, about once a year, and as needed. Several respondents also indicated that other people communicate with the library on their behalf. Interactions with patrons at CTBL outreach events have revealed that some patrons never contact the library because everything works fine or they "don't want to be a bother."

Social Media Usage

Respondents were asked about their social network use. Almost a quarter of respondents (22%) answered that they use social networking sites (see Chart 7). Curiously, this percentage represents a 24% decrease from 2012 (29%), and a 4% decrease from 2010 (23%).

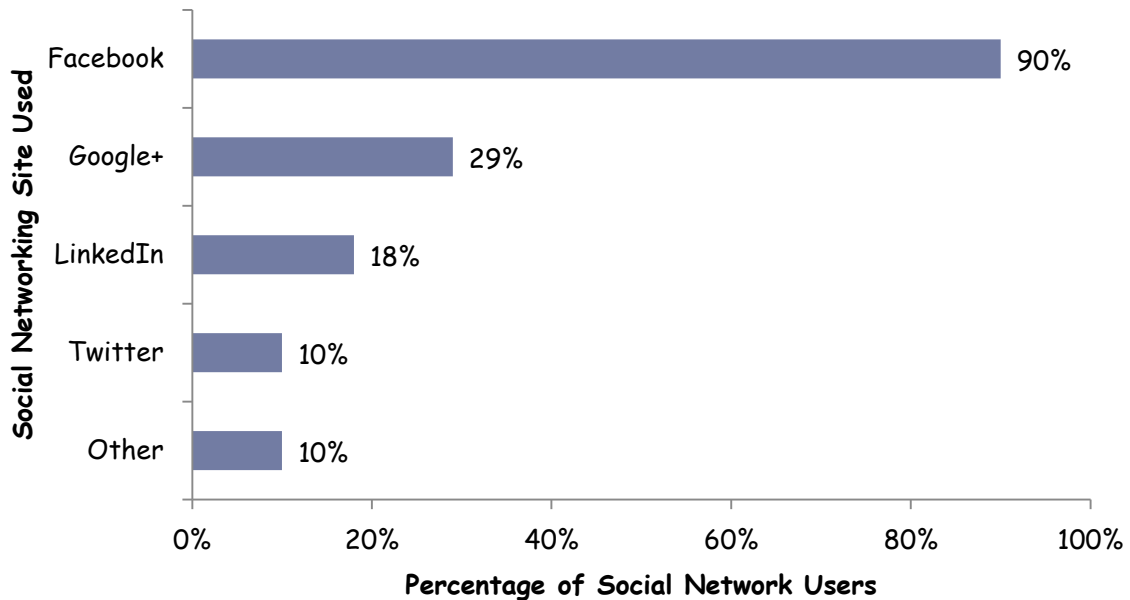
Chart 7
Overall Social Network Use



Of the respondents who indicated they use social networking sites, the majority (90%) used Facebook (see Chart 8). The percentage of respondents indicating that they used Google+ increased remarkably, from 16% in 2012 to 29% in 2014. There is the possibility, however, that this percentage has been skewed upward by respondents interpreting this option as the search engine Google rather than as the social networking site Google+. There was little change from 2012 in the percentage of respondents who used LinkedIn (18%) and Twitter (10%) in 2014.

Additional social networking sites mentioned by respondents in the "Other" category included Instagram, Vine, Pinterest, and Snapchat.

Chart 8
Social Networking Sites Visited by Respondents Who Use Social Networking Sites



The 41-60 age group had the highest percentage (32%) of social media users in 2014, followed closely by the 61+ age group (30%). As Table 1 shows, these data diverge somewhat from the findings in 2010 and 2012, when the 22-40 age group generally had the most social media users among the respondents. Also, the use of social networking sites has been steadily decreasing among CTBL respondents who are 21 or younger. In 2014, 15% of those younger than 18 and just 5% of those 18-21 responded that they use social networking sites. Nearly 1 in 5 (17%) of respondents aged 22-40 used social networking sites. This trend of growing social network use among older age groups and declining use among younger respondents was first spotted in the 2012 report, but the 2014 data corroborates this continuing shift in usage.

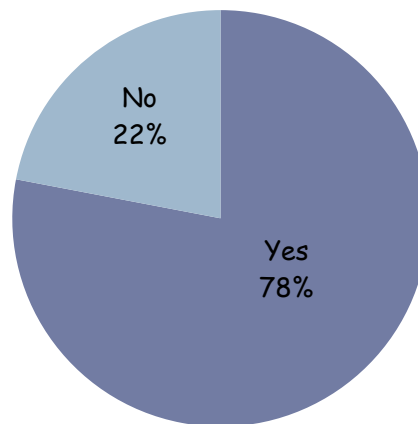
Table 1
Percentage of Social Network Users by Age Group, 2010-2014

	Younger than 18	18-21	22-40	41-60	61+
2010	27%	10%	27%	25%	11%
2012	20%	7%	30%	27%	16%
2014	15%	5%	17%	32%	30%

Book Club Participation and Interest

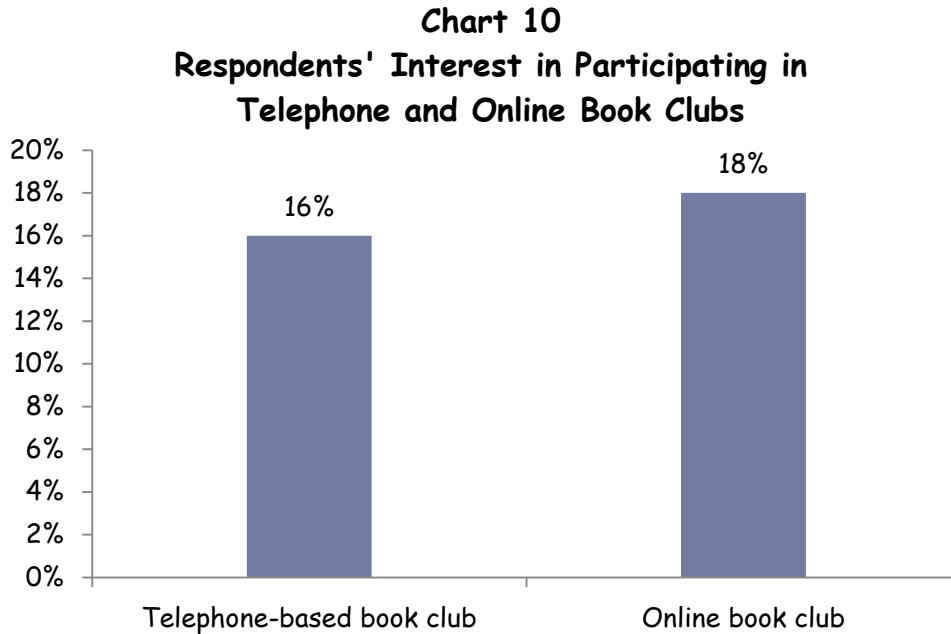
A new set of questions on the 2014 patron satisfaction survey asked respondents to indicate their participation in book clubs, how they find books for their book club, and whether or not they are interested in a telephone-based or online book club. One in 10 respondents replied that they were currently a member of a book club. Of those respondents who said they already participated in a book club, more than 3 out of 4 (78%) get their books for book club from CTBL (see Chart 9).

Chart 9
Respondents' Use of CTBL for Book Club Books



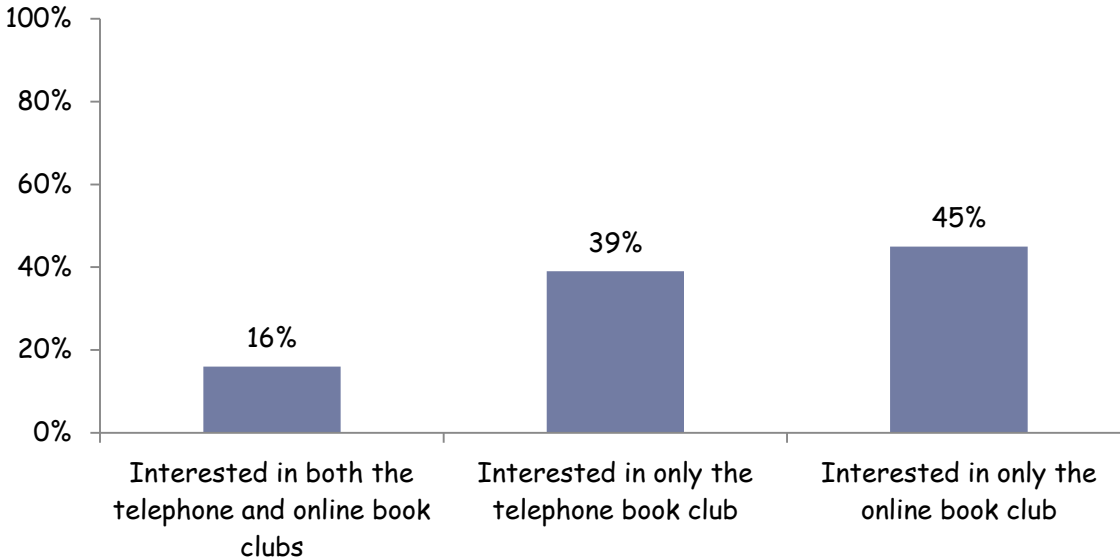
The survey also asked all respondents (including those who were not currently a member of a book club) whether or not they would be interested in participating in a book club that is telephone-based or online. Responses to each of these queries

were roughly the same: 16% of respondents were interested in a telephone-based book club, and 18% were interested in an online book club (see Chart 10).



Just over a quarter (27%) of all respondents indicated that they would be interested in participating in either a telephone or online book club, or both. Of respondents who showed interest in the book clubs, 16% indicated that they were interested in both the telephone and online versions (see Chart 11). 84% of those that showed interest in these services were interested in either one or the other, or responded that they were interested in one of the book clubs but recorded no response for the other. 39% of those interested were interested only in the telephone book club, while 45% were only interested in the online book club, meaning that those interested in only one or the other kind of book club prefer each in roughly equal amounts.

Chart 11
Breakdown of Respondents Interest in Telephone or Online Book Clubs



BARD and Refreshable Braille Display

A service from the National Library Service in Washington, D.C., Braille and Audio Reading Downloads (BARD¹) provides access and makes available for download more than 40,000 digital titles and more than 12,000 Braille titles.² In 2012, the survey asked about general use and knowledge of BARD, and 24% of respondents indicated that they had used it. In the 2014 survey, respondents were asked more specifically whether or not they download web braille materials from BARD, with just 4% of respondents indicating in the affirmative.

Respondents were also asked whether or not they have refreshable braille display, and just 2% of respondents indicated that they did.

Benefits of Using CTBL

Respondents were asked to indicate how CTBL is valuable to them by selecting all that applied from a list of categories including: read books for pleasure, learned

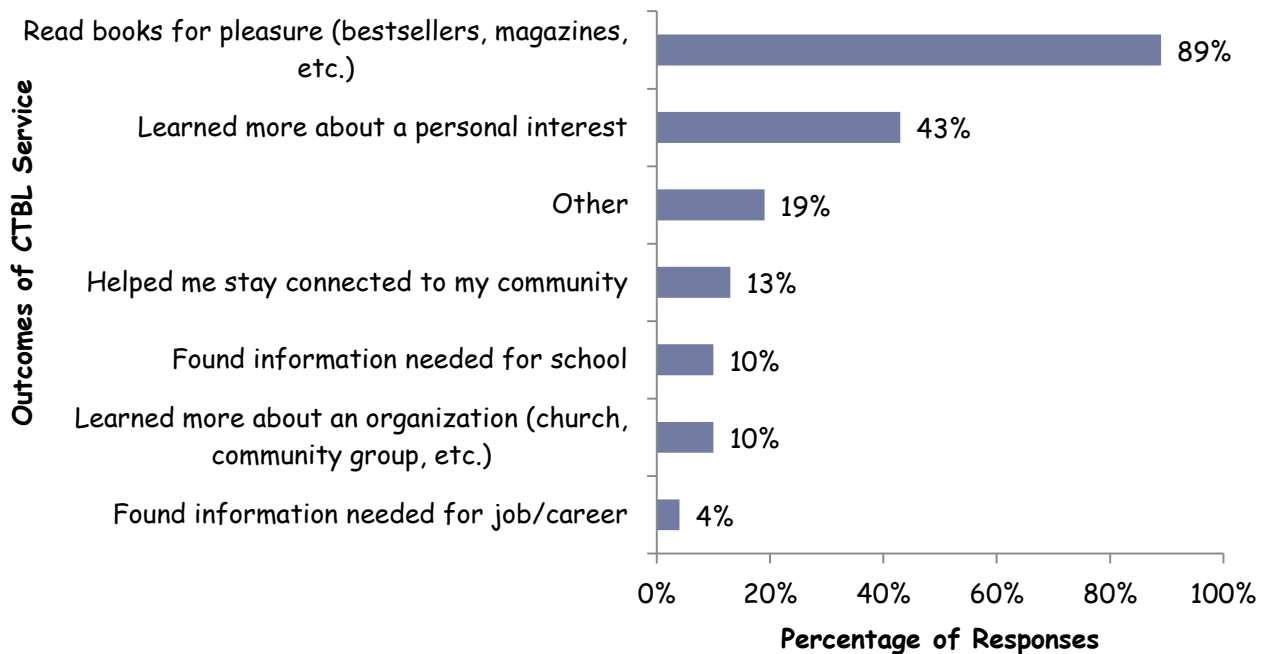
¹ <https://nlsbard.loc.gov>

² <http://www2.cde.state.co.us/ctbl/bard.htm>

more about a personal interest, found information needed for school, found information needed for job/career, learned more about an organization (church, community group, etc.), and helped me stay connected to my community.

Similar to previous surveys, a large majority of the survey respondents (89%) cited reading for pleasure as a valuable outcome of CTBL services (see Chart 12). As reinforcement for this outcome, many respondents also left comments expressing gratitude for the CTBL services that allowed them to continue or rediscover their enjoyment of reading. Also consistent with the 2012 survey, learning more about a personal interest (43%) was the second-most selected value of CTBL service. Overall, responses remained consistent with those from the 2010 and 2012 surveys.

Chart 12
Percentage of Respondents Indicating Selected Outcomes of CTBL Services



The "Other" category was primarily used by patrons in order to comment about additional values of CTBL services. Frequent remarks included appreciation of materials for students and children with special needs, the ease of access through delivery services, and praise for the overall selection. Here is sample of the comments given by respondents:

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- *"It is a wonderful resource for my students."*
- *"The staff always listens and helps me tremendously! Good people!!!"*
- *"Helps thinking and memory."*
- *"Continuing my life-long love of 'reading' with your service."*

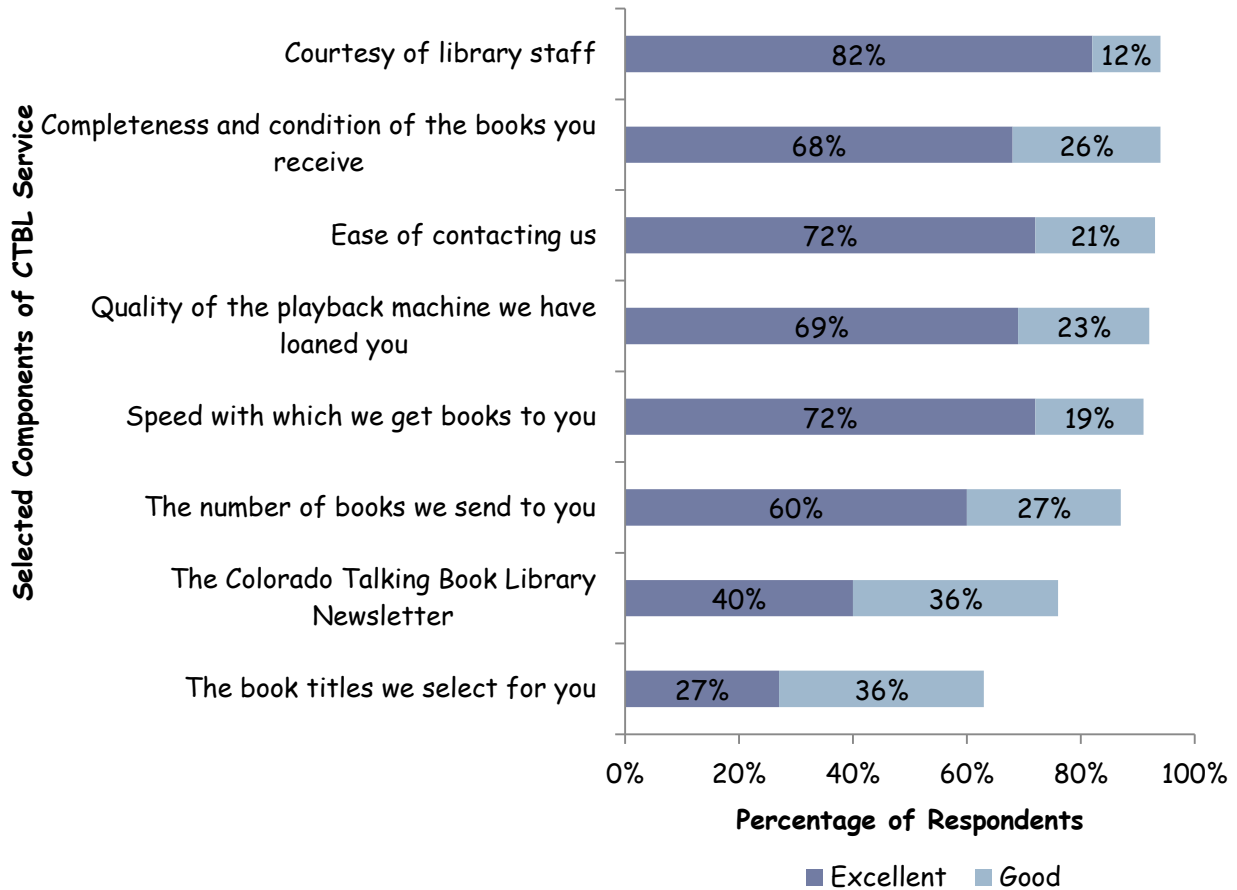
Satisfaction Levels

Respondents were asked to rate their satisfaction with multiple features of CTBL services (see Chart 13).

At least 63% of respondents rated each service category "excellent" or "good." Consistent with the 2012 survey, the courtesy of library staff received the highest excellence rating (82%). Speed with which we get books to you and the ease of contacting us tied for the second-highest excellence rating (72%). The categories with lowest ratings of "excellent" were the titles selected (27%) and the CTBL newsletter (40%).

Across all of the service components, ratings of "excellent" and "good" remained largely the same from 2012 to 2014. Ratings of "excellent" for the courtesy of library staff declined only slightly, from 86% to 82% in 2014. Compared to 2012, other service components also showed minor declines in the percentage of "excellent" ratings. "Excellent" ratings for the number of books we send to you declined marginally from 61% in 2012 to 60% in 2014, the speed with which we get books to you declined from 75% to 72%, and the ease of contacting us declined from 74% to 72%. A rating of excellent satisfaction with the quality of the playback machine decreased from 73% in 2012 to 69% in 2014, and the excellent rating for the completeness and condition of books we send to you declined from 70% in 2012 to 68% in 2014. The book titles we select for you had the lowest satisfaction rating, and the rating of "excellent" for this category fell from 35% in 2012 to 27% in 2014. The Colorado Talking Book Library Newsletter had the second-lowest satisfaction rating, and the percentage of respondents indicating excellent for this category fell from 52% in 2012 to 40% in 2014.

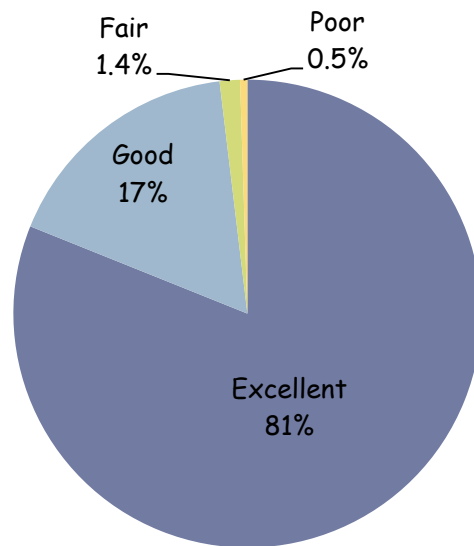
Chart 13
Percentage of Respondents Rating Selected CTBL Service Components as Excellent or Good



Overall Satisfaction

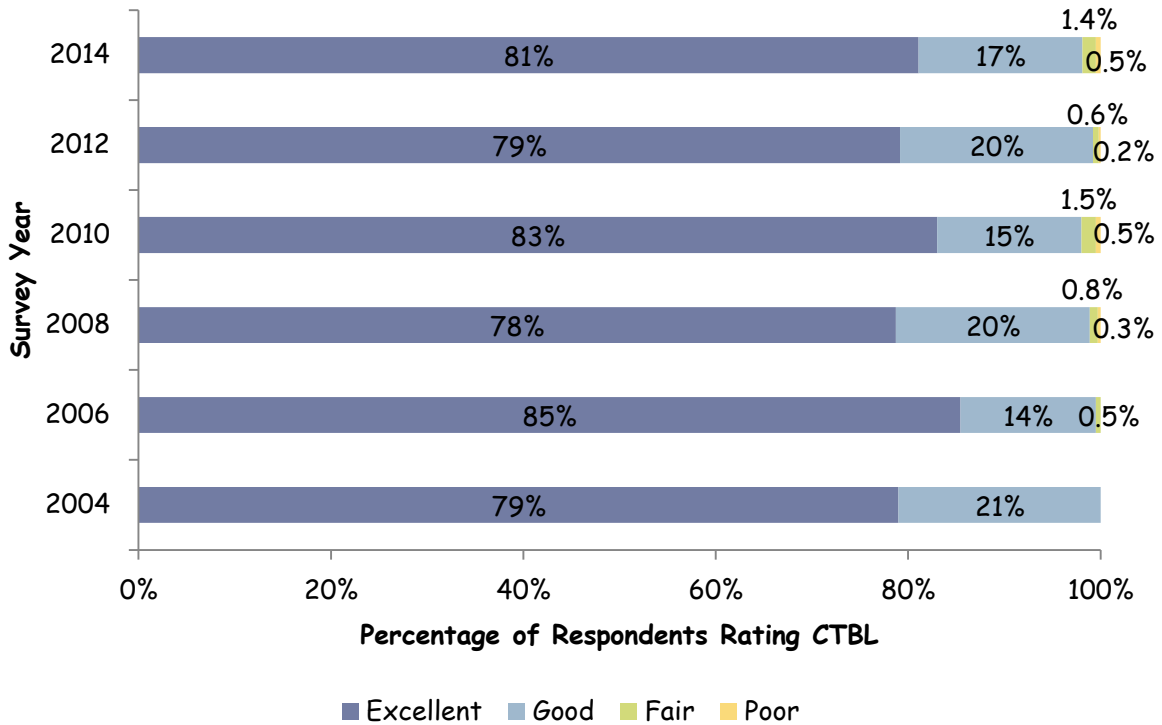
Survey respondents were also asked about their overall satisfaction level with CTBL services. Just over four-fifths of respondents (81%) rated their overall satisfaction with CTBL services as "excellent" and nearly another one-fifth (17%) described their overall satisfaction as "good" (see Chart 14). Together, those who indicated that their overall satisfaction was "fair" or "poor" represented less than 2% of respondents.

Chart 14
Overall Satisfaction with CTBL Services



Overall, the satisfaction levels of CTBL patrons have remained steady over the years that the survey has been conducted. Although respondents' rating of CTBL services as "excellent" has fluctuated slightly over time, the average rating of "excellent" over the 6 times the survey has been administered is 81%, and the average rating of "good" is 18%. Respondents' overall satisfaction levels in 2014 were thus squarely within the average for all survey years (see Chart 15). Although ratings of "fair" and "poor" have fluctuated slightly throughout previous surveys, at no point has the combination of these ratings surpassed 2% of all respondents.

Chart 15
Respondents Overall Satisfaction with CTBL Services Over Time



What's Trending? Service Components and Satisfaction 2004-2014

Comparing the selected CTBL service components to all past survey ratings of these same service components reveals trends in how CTBL respondents rate the quality of services over time. The following are several ways of visualizing the same trend data for CTBL service components, which indicates the percentage of respondents rating each service as "excellent" or "good" every year the survey has been administered since 2004. For all tables and charts, the percentage of respondents that answered "Not Applicable" was removed since this option was not on the survey prior to 2012. The first table also shows the average and median ratings and how these ratings have changed over time (see Table 2).

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Table 2
CTBL Customer Satisfaction Comparison, 2004 - 2014

Percentage of Respondents Indicating Level of Satisfaction Excellent or Good, 2004-2014

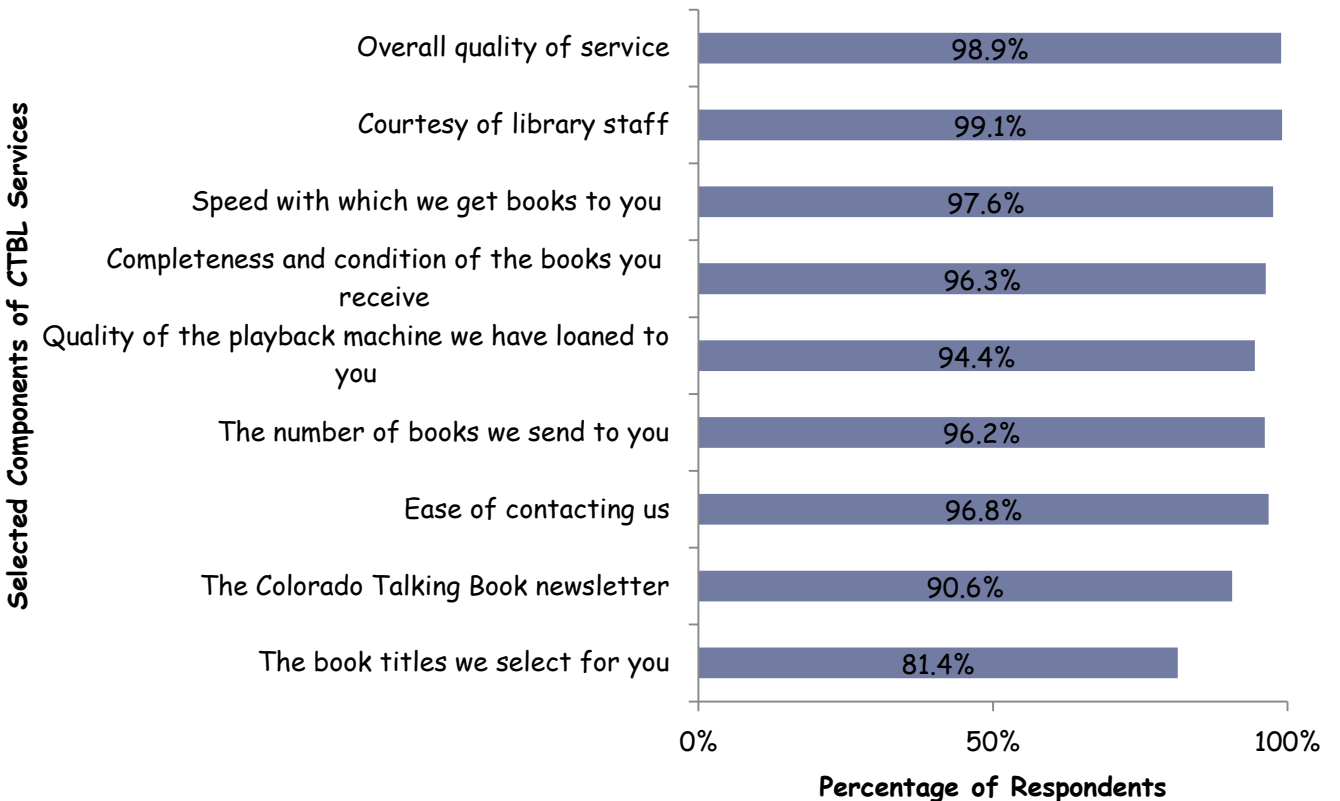
	2014	2012	2010	2008	2006	2004	Average	Median	Difference Between 2014 & Highest Percentage	Difference Between 2014 & 6-Year Average
The book titles we select for you	77.2%	77.9%	78.7%	85.0%	85.1%	84.4%	81.4%	81.6%	-7.89%	-4.16%
The Colorado Talking Book newsletter	93.4%	94.0%	92.6%	95.2%	94.2%	74.2%	90.6%	93.7%	-1.83%	+2.78%
Ease of contacting us	96.4%	96.8%	96.0%	96.6%	97.9%	97.2%	96.8%	96.7%	-1.49%	-0.44%
The number of books we send to you	92.8%	94.7%	95.6%	96.9%	98.6%	98.3%	96.2%	96.2%	-5.71%	-3.31%
Quality of the playback machine we have loaned to you	96.6%	96.1%	96.1%	87.6%	94.2%	96.1%	94.4%	96.1%	2014 is the highest percent	+2.10%
Completeness and condition of the books you receive	97.1%	98.0%	96.9%	95.2%	96.0%	94.5%	96.3%	96.5%	-0.90%	+0.84%
Speed with which we get books to you	95.2%	98.2%	96.9%	97.7%	98.8%	98.6%	97.6%	98.0%	-3.62%	-2.38%
Courtesy of library staff	99.0%	99.4%	99.0%	98.4%	99.0%	99.8%	99.1%	99.0%	-0.79%	-0.09%
Overall quality of service	98.1%	99.2%	98.0%	99.0%	99.6%	99.8%	98.9%	99.1%	-1.70%	-0.84%

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It is evident that patron respondents' satisfaction with these service components has remained high over the course of the survey. CTBL survey respondents have been especially satisfied with the courtesy of library staff and the overall experience of the service. The book titles selected is consistently the lowest-rated service, but even so, at least three-quarters of respondents have rated this service as "excellent" or "good" for every survey since 2004. Although satisfaction with the CTBL newsletter was rated lower than the other service components in 2004, every survey year since then it has been rated nearly as high as the other top-rated service components.

The average percentage of respondents who have indicated satisfaction as "excellent" or "good" from 2004 through 2014 reveals similar trends (see Chart 16). On average, about 8 out of 10 respondents (81%) have been satisfied with the titles that are selected for them. About 9 out of 10 (91%) were satisfied with the CTBL newsletter, and between 94% and 99% of the respondents, on average rated the other service components as "excellent" or "good."

Chart 16
Percentage of Respondents Indicating Level of Satisfaction
Excellent or Good, Average from 2004-2014



Comments

Respondents were also asked several open-ended questions concerning their perceptions about and hopes for CTBL services. First, respondents were asked to provide input about their aspirations for the CTBL community, what services they were glad CTBL provided, and what they wish CTBL offered. Out of 454 respondents in 2014, 106 commented on what their aspirations would be for the CTBL community. By far, the most frequent comment was for CTBL to be able to continue its services. Many respondents also said that they aspire for CTBL to continue expanding services through outreach and growing materials offered. The following is a sample of responses to the question, "What are your aspirations for the CTBL community?":

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- *"That [our] volunteers know how important they are in the joy they provide."*
- *"To educate and expand the minds of individuals."*
- *"Keep on keeping on! You have been a tremendous support for my getting exposed to books of all sorts I would ever have read in paper form due to my reading and vision situation."*

Next, respondents were asked to comment on what services they were glad that CTBL offers. Out of the 454 respondents, 291 responded to this question, for a response rate of 64%. This was the highest response rate out of all of the open-ended questions. Frequent responses included an appreciation for the variety of materials and formats offered, as well as the quality of customer service provided by the CTBL staff and volunteers. Many respondents were very glad to have mail delivery service of materials as well. The following is a sample of responses to the prompt, "I'm glad CTBL offers":

- *"I am glad that CTBL has the books that high schools and colleges use in literature classes."*
- *"Various books and appreciated the spring reading program. Sending out the cartridges of Shelf Books helped me to be exposed to other books that I would not have known about."*
- *"Such courteous people to take the order and help me with my selections."*

The survey then prompted respondents to make comments or suggestions about services that they wish CTBL provided. Out of 454 respondents, 215 responded to this open-ended question. Many responses were materials requests, such as specific titles or authors they would like to see more of, but most respondents were satisfied overall with current services and materials. The following is a sample of responses from the survey to the prompt, "I wish CTBL offered":

- *"A book club to help push me to read more."*

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- *"Training in accessing digital materials online; basic training for parents in braille and helping the blind child navigate the Internet."*
- *"More books about business and how to succeed as an employee"*
- *"Elementary books [and] newsletter articles in Spanish - so I can learn conversational Spanish to stimulate my brain & meet new people."*

At the end of the survey, respondents were invited to share any additional comments. Of the 454 respondents, 222 of them submitted a response in the final comment section. Prominent themes from these comments included gratitude for CTBL services and staff, a desire that they continue to be able to offer their services, anecdotes about how CTBL services have improved their lives, and the superiority of the Colorado Talking Book Library over other talking book libraries they have experienced. The following is a sample of comments submitted by respondents:

- *"Since joining CTBL, I've been able to read more books than I had in a lifetime, since becoming handicapped, it opened up a whole new world for me."*
- *"I LOVE how simple you make the process of becoming a member, and obtaining your services. Your staff is always so professional and helpful, kind and courteous."*
- *Ever since my wife and I started listening to book[s] together it's become our special time together. Since I can't read it keeps me in touch with the written word."*

Conclusion

Overall, CTBL patrons were very satisfied with the services the library provides, and 98% of respondents rated their overall satisfaction with CTBL service as "excellent" (81%) or "good" (17%) in 2014. Across the 6 CTBL patron satisfaction surveys that have been administered from 2004 to the present, respondents have been consistent in their satisfaction, indicating a sustained level of excellence in library services.

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The demographics of survey respondents in terms of age, gender, education level, and student status have not changed much over the 10 years of this survey, nor have the ways in which patrons communicate with the library. More than 4 out of 5 (82%) CTBL patrons are older than 40, and most patrons prefer communicating with CTBL over the phone.

Overall social network use has seen a slight decline since the 2012 survey, and CTBL social network users are increasingly over the age of 40. While patrons in the 41-60 year old age group are now the most likely to be using social networks, the percentage of patrons over the age of 60 who are using social networks has increased by 172% since 2010, which is the most prominent change over time in social media use of all age groups. Using social networking sites may now help CTBL communicate and keep in touch with the oldest members of the community as well as the youngest.

Survey respondents did identify a few potential areas for library improvement in their comments, which could help to increase ratings of "good" and "excellent" in future years. Several patrons expressed a need for more assistance with technologies and digital media, as well as more information about the process of requesting and receiving titles from the library. Instructional information about new and existing technologies provided through the website and/or newsletter may be of assistance to those patrons who have difficulty accessing resources or using devices.

Also, based on the survey's finding that social network users among the CTBL community are increasingly part of an older population group, an active Facebook page hosted by the Friends of CTBL may help the library with outreach to the wider community and provide channels for continued communication. The majority of CTBL patrons do not use social media, however, so implementing a variety of communication methods will continue to be most effective.

**Colorado Talking Book Library
2014 Biennial Evaluation Survey**

Please help us evaluate the services you receive from the Colorado Talking Book Library by filling out this survey and returning it to the Library Research Service before December 5, 2014. If you would like to fill out the survey via the Internet, go to <http://www.LRS.org/ctbl>. If you would like assistance filling out the survey, please call the library directly at (303) 727-9277, or long distance (toll free) at 1-800-685-2136.

1. How frequently do you communicate with staff at the library, including by phone, e-mail, mail, or walk-in? Mark one (X).

- Daily Weekly Monthly Quarterly
 About every 6 months Never
 Other - Please specify _____

2. What is your regular/most used method of communicating with the library? Mark one.

- Phone E-mail Mail Walk-in

3. Are you a member of a book club? Mark one.

- Yes → go to Question #4 No → go to Question #5

4. If you answered yes to Question #3, do you get your books for your book club from CTBL? Mark one.

- Yes No

5. Would you be interested in participating in the following if offered from CTBL? Mark one per line.

- a) telephone-based book club Yes No

b) online book club

Yes

No

6. Do you download web braille materials from BARD? Mark one.

Yes

No

7. Do you have a refreshable braille display? Mark one.

Yes

No

8. Do you use social networking sites (for example: Facebook or Twitter)?
Mark one.

Yes → Go to Question #9

No → Go to Question #10

9. If you answered yes to Question #8, which social networking sites do you use? Mark all that apply.

Facebook

Twitter

LinkedIn

Google+

Other - Please specify _____

10. How has the library service been valuable to you? Mark all that apply.

Read for pleasure (bestsellers, magazine, etc.)

Learned more about a personal interest

Found information needed for school

Found information needed for job/career

Learned more about an organization (church, community group, etc.)

Helped me stay connected to my community

Other - Please specify _____

11. Please rate your satisfaction with each of the following aspects of our service. Mark one per line.

Speed with which we get books to you

Excellent Good Fair Poor Not Applicable

Completeness and condition of the books you receive

Excellent Good Fair Poor Not Applicable

The number of books we send to you

Excellent Good Fair Poor Not Applicable

The book titles we select for you

Excellent Good Fair Poor Not Applicable

Ease of contacting us

Excellent Good Fair Poor Not Applicable

Courtesy of library staff

Excellent Good Fair Poor Not Applicable

The Colorado Talking Book Library newsletter

Excellent Good Fair Poor Not Applicable

Quality of the playback machine we have loaned you

Excellent Good Fair Poor Not Applicable

12. Overall, how would you describe the quality of service you receive from the Colorado Talking Book Library? Mark one.

Excellent Good Fair Poor

13. What are your aspirations for the CTBL community? _____

14. I'm glad CTBL offers: _____

15. I wish CTBL offered: _____

Demographics

The following information will help us to better understand who uses our library, so that we can improve the quality of our services to everyone. All information is confidential.

16. What is your zip code? _____

17. What is your gender?

- Female Male

18. What is your age group?

- 1-5 6-12 13-17 18-21
 22-40 41-60 61+

19. What is the highest level of education you have completed?

- Less than high school High school graduate
 Some college College degree (bachelor's or higher)

20. If you are currently a student, what level are you in?

- Preschool Elementary School Middle School
 High School College Not applicable
 Other - Please specify _____

Optional Information:

21. Name: _____

22. Phone number: _____

23. May we call you? Yes No

24. Please feel free to share your comments about the Colorado Talking Book Library and the services we provide.

Please use the enclosed envelope to return via mail to Library Research Service.

Thank you for participating in this survey. We appreciate your comments.