

Colorado Talking Book Library Patron Satisfaction Survey Report, 2016

March 2017

Katie Fox & Miranda Doran-Myers



A CLOSER LOOK

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By

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COLORADO
Department of Education
Colorado State Library



**Colorado Talking
Book Library**

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INTRODUCTION

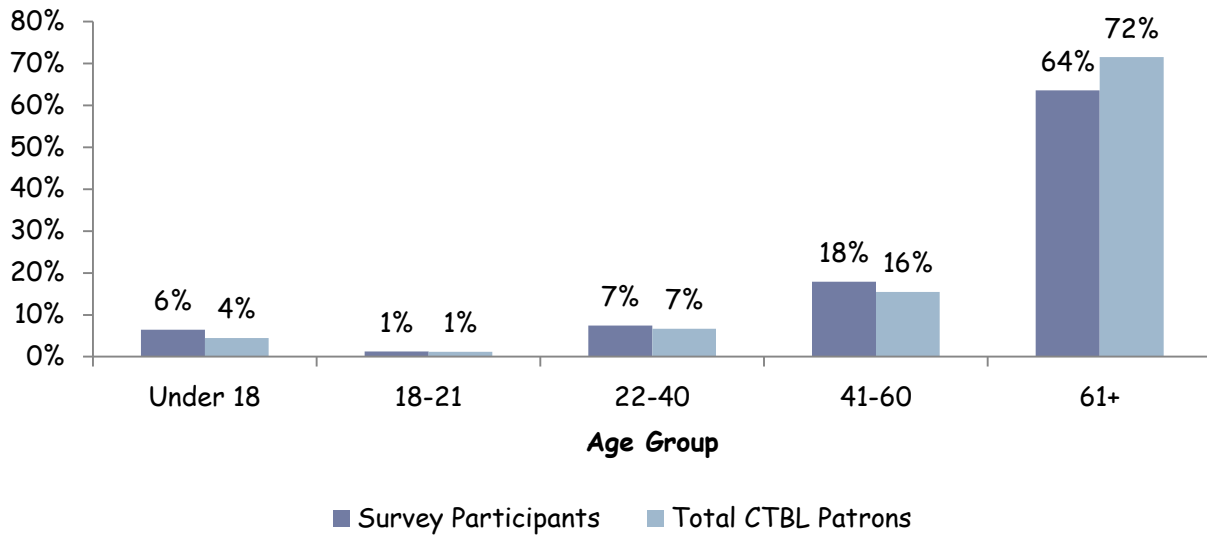
The Colorado Talking Book Library (CTBL) provides free library services to Coloradans who are unable to read standard print materials because of physical, visual, or learning disabilities. CTBL provides recorded books and magazines, Braille materials, large print books, and a collection of descriptive videos. In October 2016, CTBL had 6,202 active individual patrons and worked with 529 organizations.

In an ongoing effort by CTBL to evaluate its services, the Library Research Service (LRS) developed and administered a patron survey in the fall of 2016. The survey was designed to help CTBL identify strengths and weaknesses and to plan for future services. LRS has conducted 7 surveys over the last 12 years for CTBL. The survey combined an outcome-based evaluation and a customer satisfaction questionnaire (see Appendix B).

The 2016 survey was available to CTBL patrons online, in Braille, in audio format, and paper-based (large-print format). Assistance filling out the survey was available at CTBL or by telephone.

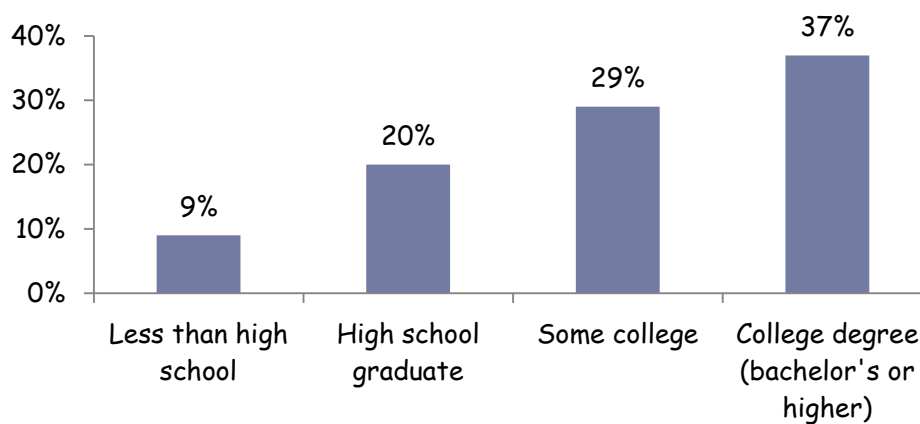
SECTION 1 - Representation & Demographics

Chart 1
Age of Survey Participants
Compared to All CTBL Patrons



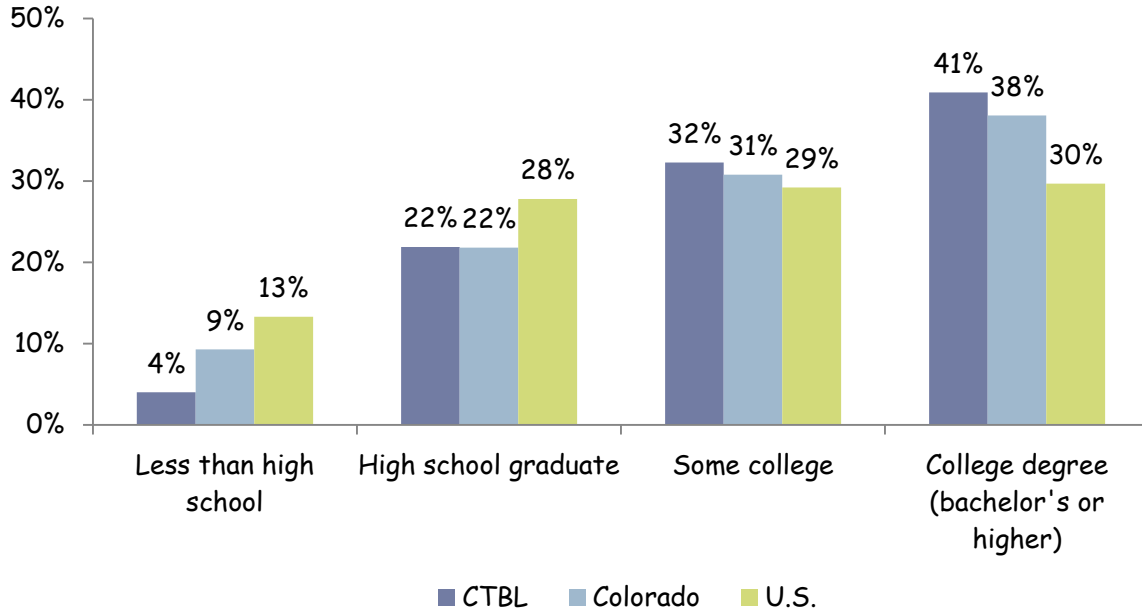
For any survey, it is vital to have a sample of respondents who accurately represent the total group. In the case of the CTBL survey, age is an important area to have a representative sample. The largest age group of CTBL patrons is the 61+ group. About 7 out of 10 CTBL patrons are 61+. This group was slightly under-represented in survey responses, since it makes up 72% of CTBL patrons, but only 64% of the survey respondents. While the other age groups were not perfectly represented in the survey responses, they were within two percentage points. Overall, the survey sample is acceptably representative of CTBL patrons.

Chart 2
What is the highest level of education
you have completed?



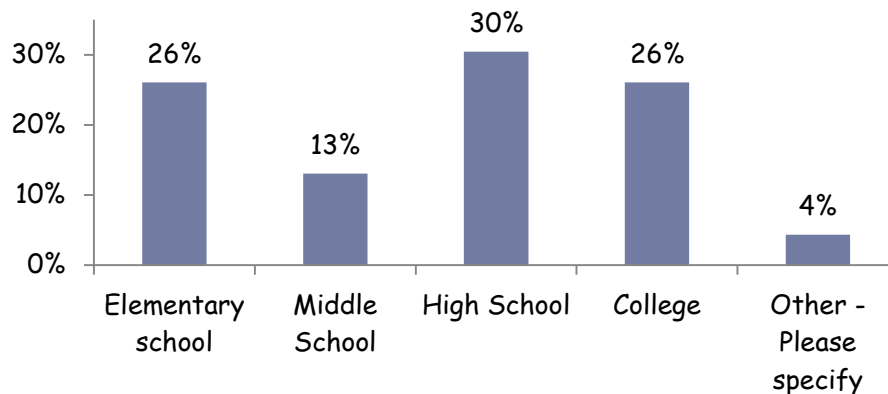
The largest portion of survey participants, or about 2 out of 5 people, have a college degree (bachelor's or higher).

Chart 3
Highest Education Completed
CTBL Respondents Compared to Colorado & U.S.



CTBL respondents' education levels were compared to Colorado and National education data from the American Community Survey 5-Year Estimate. The American Community Survey groups people ages 25 and older, while the CTBL data groups people ages 22 and older, so they do not match precisely. The pattern in the U.S. and Colorado is similar to the CBTL respondents: the largest portion of the group has a college degree. The percentage of people with a college degree, however, is higher for CTBL respondents than both Colorado and the U.S.

Chart 4
If you are currently a student, where are you enrolled?

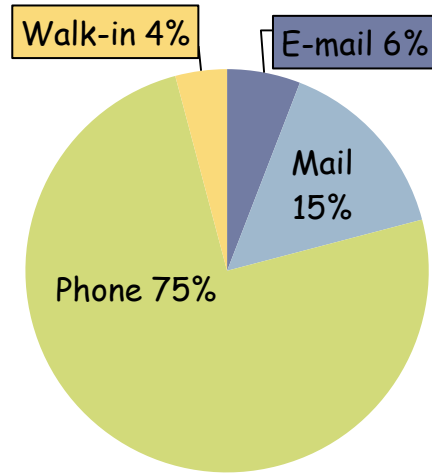


N = 46

Forty-six respondents, or 9.5% of total respondents, reported that they are currently enrolled in school. The largest portion of current students, about 3 out of 10 respondents, is in high school.

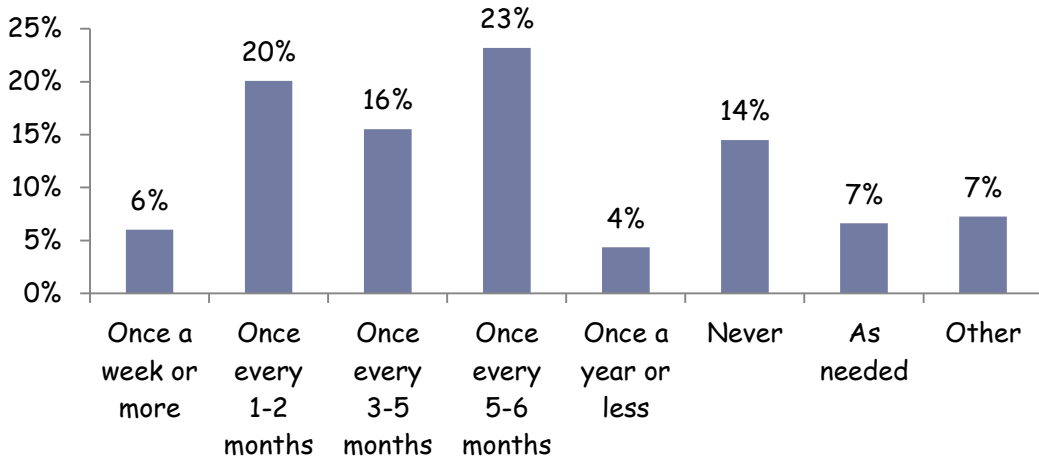
SECTION 2 - Interactions with the Colorado Talking Book Library

Chart 5
Most-used method of communicating with the library?



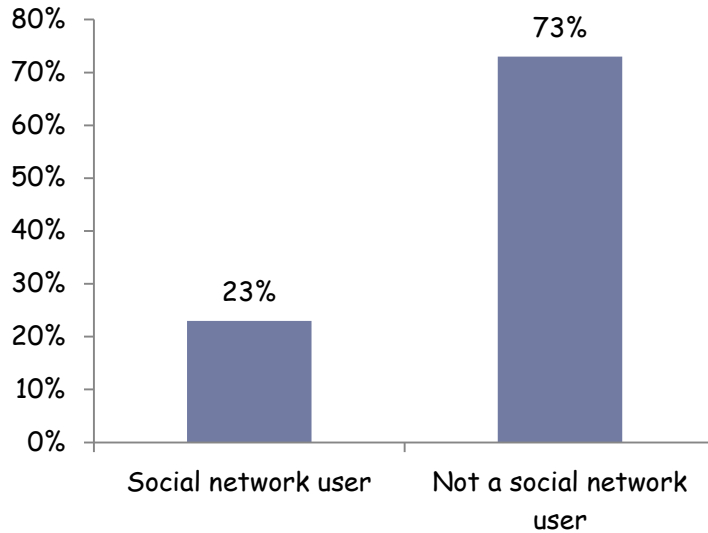
The majority of respondents (75%) most often use the phone to communicate with CTBL.

Chart 6
How frequently do you communicate with staff at the library?



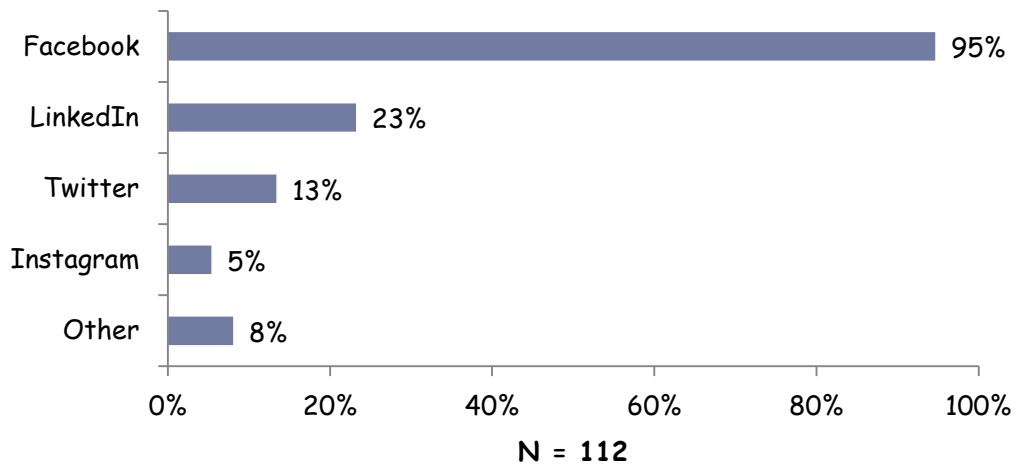
Overall, most respondents communicate with CTBL between once a month to once every six months. Added together, these groups account for about 6 out of 10 respondents (59%). A fairly substantial group of 14% report that they never communicate with CTBL.

Chart 7
Do you use social networking sites?



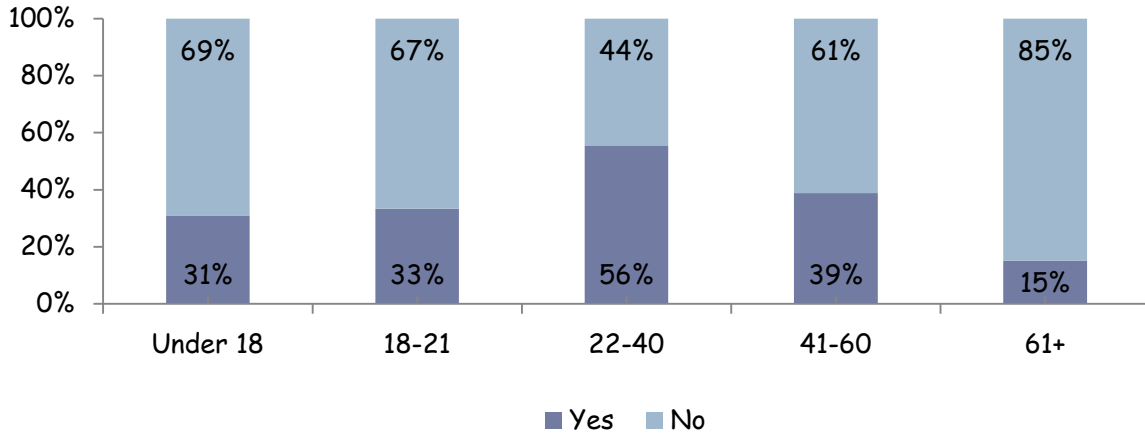
The majority of respondents do not use social networking; only about 1 out of 4 (23%) CTBL users are on social media.

Chart 8
Which social networking sites do you use?



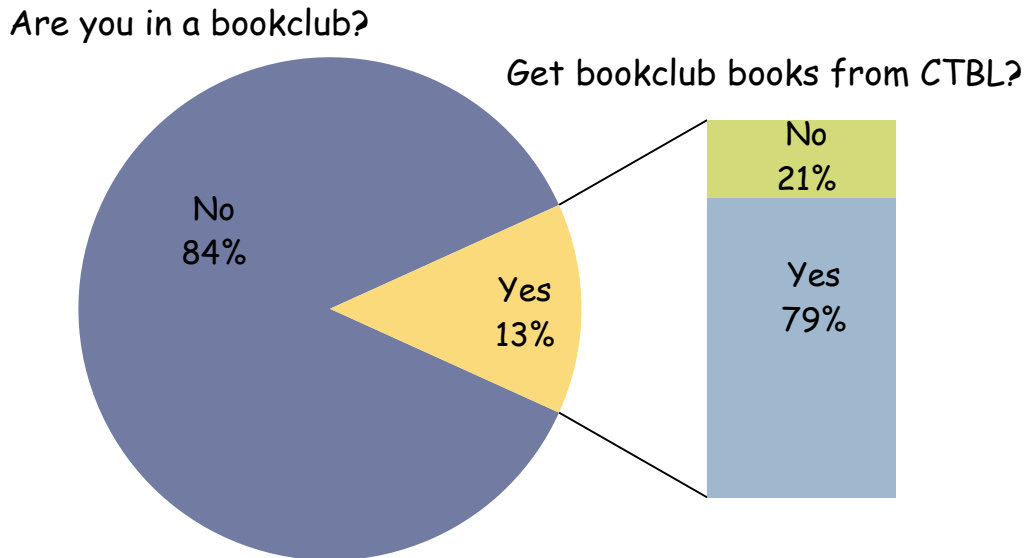
Out of the respondents who do use social networking (112), the vast majority use Facebook.

Chart 9
Do you use social media?
Responses by Age Group



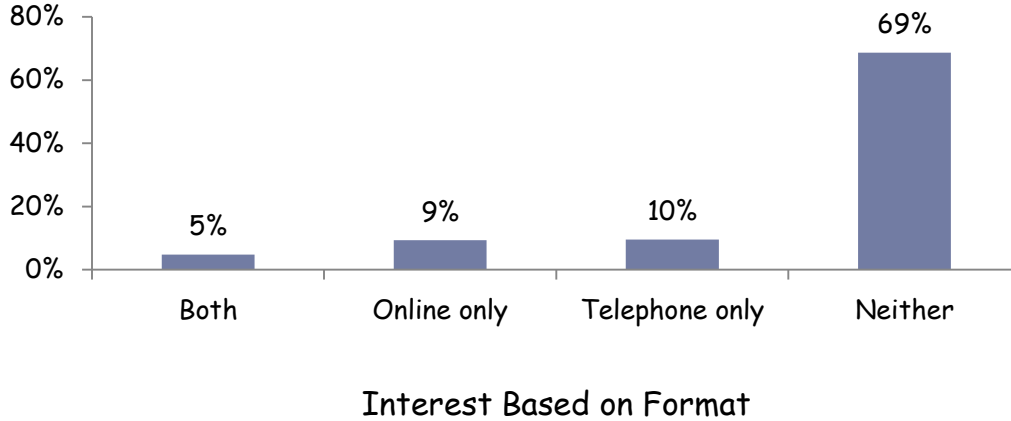
Among this year’s respondents, 22-40 year olds have the largest percentage of people who use social media, with slightly more than half (56%). The smallest percentage is the 61+ age group, with 15% of respondents who use social media.

Chart 10
Bookclub Membership & Book Usage



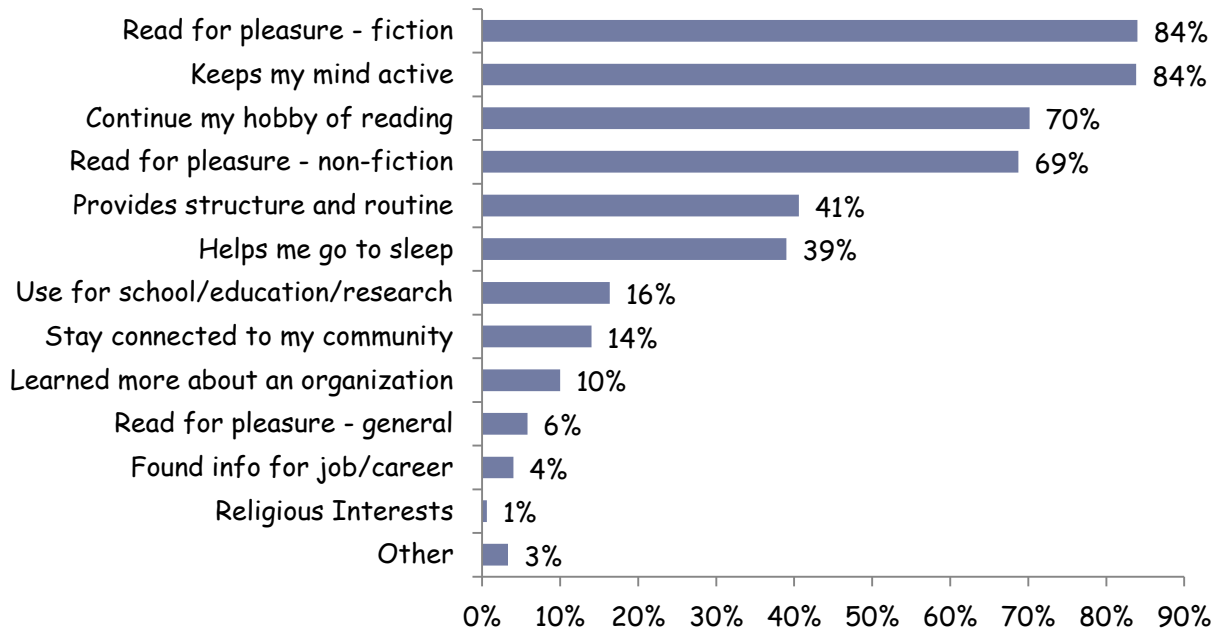
Most respondents are not in a book club, but for those who are, most get their books from CTBL. Three percent of the respondents did not answer if they were in a book club.

Chart 11
Would you be interested in participating in a bookclub if offered from CTBL?



The majority of respondents were not interested in a telephone or online book club. Eight percent of respondents did not answer this question.

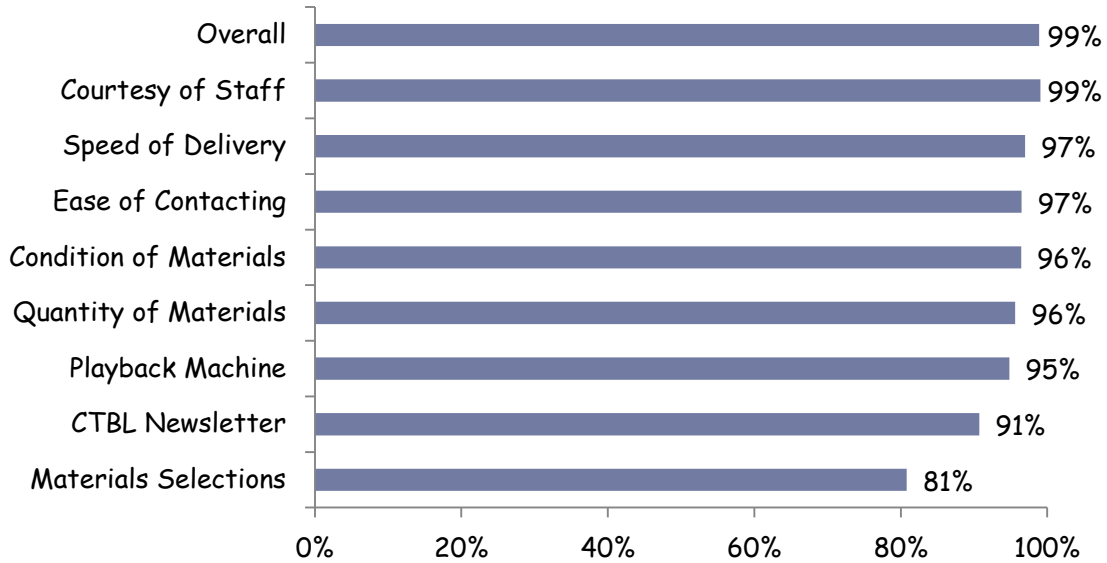
Chart 12
How has the library service been valuable to you?



The majority of respondents reported that CTBL has been valuable to them for reading for pleasure (fiction) (84%) and for keeping their mind active (84%). About 7 out of 10 respondents (70%) also reported that CTBL helps them continue their hobby of reading. A very similar portion (69%) reported that they value CTBL's services so they can read for pleasure (non-fiction).

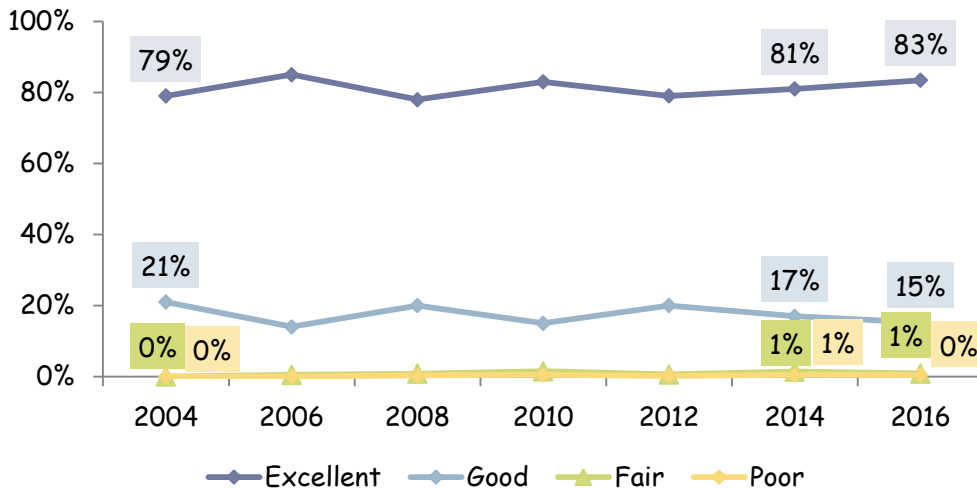
SECTION 3 - Satisfaction Ratings

Chart 13
Service Satisfaction 2004-2016
Good + Excellent Average



The percentage of respondents answering "good" or "excellent" were totaled and averaged across the years 2004 to 2016. This information allows us to see how different service areas tend to be rated over time. The areas with the highest average rating are "overall satisfaction" at 99% and "courtesy of staff" at 99%. All of the other averages are 90% or higher, except "materials selections" at 81%.

Chart 14
Overall Satisfaction 2004-2016



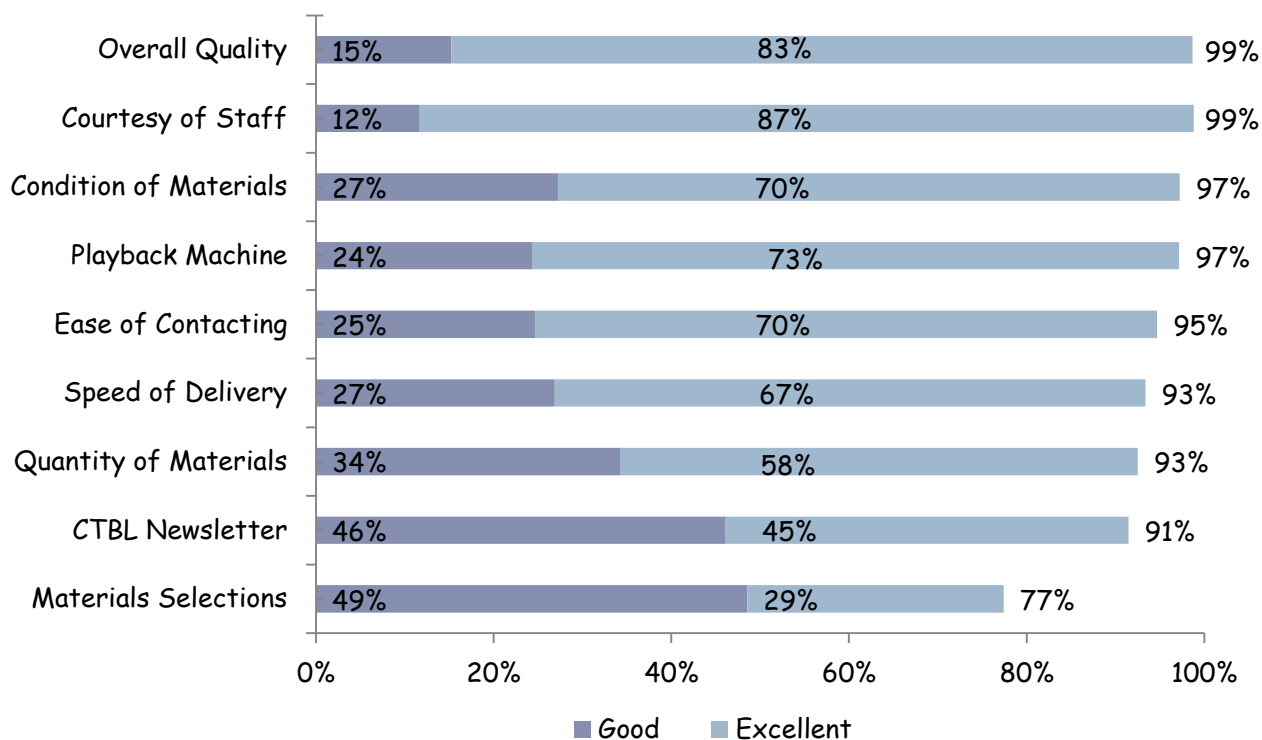
Every year since 2004, the majority of respondents rated their overall satisfaction as "excellent." "Good" has been the second most common response, with "fair" and "poor" representing a small proportion of responses.

Table 1: Service Satisfaction 2004-2016
Percentage of Responses Good or Excellent
(excluding N/A in 2012, 2014, 2016)

	2004	2006	2008	2010	2012	2014	2016	Average	Median	Highest % - 2016	Average - 2016
Materials Selections	84.4%	85.1%	85.0%	78.7%	77.9%	77.2%	77.4%	80.83%	81.57%	-7.7%	-3.4%
CTBL Newsletter	74.2%	94.2%	95.2%	92.6%	94.0%	93.4%	91.5%	90.72%	93.69%	-3.7%	0.8%
Ease of Contacting	97.2%	97.9%	96.6%	96.0%	96.8%	96.4%	94.7%	96.51%	96.71%	-3.2%	-1.8%
Quantity of Materials	98.3%	98.6%	96.9%	95.6%	94.7%	92.8%	92.5%	95.63%	96.25%	-6.0%	-3.1%
Playback Machine	96.1%	94.2%	87.6%	96.1%	96.1%	96.6%	97.2%	94.84%	96.11%	0.6%	2.3%
Condition of Materials	94.5%	96.0%	95.2%	96.9%	98.0%	97.1%	97.2%	96.43%	96.45%	-0.8%	0.8%
Speed of Delivery	98.6%	98.8%	97.7%	96.9%	98.2%	95.2%	93.4%	96.99%	97.97%	-5.4%	-3.6%
Courtesy of Staff	99.8%	99.0%	98.4%	99.0%	99.4%	99.0%	98.8%	99.07%	99.03%	-1.0%	-0.2%
Overall quality	99.8%	99.6%	99.0%	98.0%	99.2%	98.1%	98.7%	98.91%	99.12%	-1.1%	-0.2%

This table summarizes historical information about satisfaction with services. The 2016 results are similar to other years in that satisfaction with the overall quality of service and the courtesy of staff are very high, and satisfaction with materials selections is lower. In three areas, the 2016 scores were below the average across time by about three percentage points: materials selections, quantity of materials, and speed of delivery. In several areas, the 2016 scores were above the average across time: playback machine, CTBL newsletter, and condition of materials.

Chart 15
Satisfaction Ratings 2016



The portion of respondents that rated a service "good" or "excellent" were added together to calculate a total percentage of participants who were satisfied with each service area. The highest percentage of satisfied patrons was in the "overall quality" area, which 99% of respondents rated as "good" or "excellent." The only total percentage below 90% was for the service area of "materials selections" at 77% satisfaction.

Some of the positive comments about the service areas with higher ratings were:

CTBL Newsletter

I really like having the CTBL newsletter read to me, informative and interesting. I do enjoy "Talking Books Topics" newsletters & do read Debbi's emails.

Playback Machine

Absolutely wonderful--everyone extremely helpful when I call--if problem with machine-repair/replacement very timely.

The speed adjustment on the playback machine is a great help. I also like the battery features.

Some of the negative comments about the service areas with lower ratings were:

Materials Selections

I would prefer to receive only books I order. I have been receiving books I have not ordered and in which I have no interest.

When sending a series of novels, e.g. Stephen King's "The Dark Tower" series, it would be nice to send them in chronologic order. I just return them, as I don't want to listen to part 4 before I've read parts 1, 2, and 3.

Quantity of Materials

I never seem to get the books that I mark and send back to you.

The "Under 18" age group seemed to be slightly more dissatisfied with some service areas. In particular, this age group rated "materials selections" and "speed of delivery" lower than other patrons. Many of the respondents in the "Under 18" category were parents responding on behalf of a child who is a member of CTBL. Spelling and grammar have been corrected in comments.

Some of the negative comments about service from the "Under 18" group were:

Materials Selections

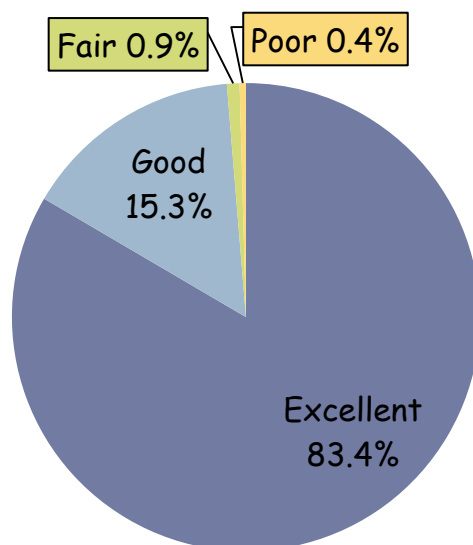
The books that were randomly selected and sent to our daughter were not useful to her age bracket.

I love this service for my son, however, the books we want are only offered in the downloadable book and not digital. We did find some on cassette and ordered those with a player, but most of the tapes would not work.

Speed of Delivery

Books I ordered for my daughter were never received.

Chart 16
Overall Satisfaction with Services 2016



In 2016, more than 8 out of 10 respondents rated their overall satisfaction with CTBL services as "excellent." The ratings of "poor" and "fair" were each less than 1%. In concrete terms, two survey respondents rated overall service as "poor," and four rated it "fair" out of 481 respondents. Spelling and grammar have been corrected in comments, except for the last comment. Names have been changed to protect privacy.

Some of the positive comments about CTBL service were:

Thank you for helping me be able to read again. I missed it so much! Thought I had lost a big part of what makes me, me.

On migraine days I'm too weak to sit upright & hold a book, my vision & thinking are too befuddled to process print, I can't tolerate the light needed to read a book, and I HATE the isolation needed to recover. Now I can lie in bed & listen to someone (on disc). I can set the tone of voice so it doesn't irritate my brain, I can set the speed of speech so my slow-functioning brain can process it, I can lie down in a dark room, and I no longer feel so isolated from the rest of the world.

I feel blessed to have Talking Books. At the end of a day I can hardly wait to turn on the "book." I do not have TV or a computer—the Talking Books are such a joy. Thank you, thank you, thank you for all you do.

Your staff are kind, considerate and very helpful.

Amanda went blind in childhood and was diagnosed with a terminal brain disease. She enjoys listening to the books with her preteen siblings, especially now that she is bedbound.

I have been listening to Colorado Talking Books for 19 yrs. I read a lot, before my strokes then after the strokes I couldn't read a printed book. Talking books kept me sane. That is my main entertainment. I can go places, go back in time.

Your services are fantastic. I have left my home in the winter time and went south to get out of the snow, called the CTBL staff and ask them if they could possibly send me the books to me at my new location, they did not miss a beat getting my books to me. I really like having the CTBL newsletter read to me, informative and interesting. Thank you CTBL staff.

This has been a God sent for me becuse I am vision disabled and I can not read and I am trying for my GED. I am truening 60 soon I am finding schooling a lot of fun becuse, if you look at it that way you learn more, agin thank you for your program. before this I couldn't spell at all. This is after 1 y

APPENDIX A - Methods

The survey sample was a random sample of active CTBL patrons stratified by age in order to achieve accurate representation. The goal was to have 500 completed surveys. The age groups were: under 18, 18-21, 22-40, 41-60, and 61 and up. The number of invitations sent to each age group was based on that group's average response rate for previous years.

Surveys were completed by 481 patrons, representing a response rate of 28%. This is a proportional increase of 8% from the 2014 survey, which had a response rate of 26%. Response rate is calculated as Actual Completion/Survey Invitations. The table below summarizes the sample and responses.

Age Group	Target Completions	Survey Invitations	Response Rate	Actual Completions
Under 18	22	179	17%	31
18-21	6	73	8%	6
22-40	34	216	17%	36
41-60	78	339	25%	86
61+	360	895	34%	306
Unknown age				16
Total	500	1702	28%	481

APPENDIX B - 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 1, 2016. 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. How do you decide what books to read?

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

Yes → Go to Question #8 No → Go to Question #9

8. If you answered yes to Question #7, which social networking sites do you use? Mark all that apply.

Facebook

Twitter

LinkedIn

Other - Please specify _____

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

Read for pleasure - fiction (novels, bestsellers, etc.)

Read for pleasure - non-fiction (history, biography, etc.)

Allows me to continue my hobby of reading

- Keeps my mind active
- Provides structure and routine
- Reading/listening to books helps me go to sleep
- Found information needed for school, education or research.
- 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 _____

10. 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

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

Excellent Good Fair Poor

12. This past year we offered the year-long program "Leaving on My Own Terms." What topics would interest you for future year-long programs?

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.

13. What is your zip code? _____

14. What is your gender?

- Female Male

15. What is your age group?

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

16. 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)

17. 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

If you have shared any questions or concerns about CTBL services, we would like to follow up with you to help resolve them. Please include your contact information so we can follow up with you and provide the best service possible.

18. Name: _____

19. Phone number: _____

20. 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.