

Colorado Talking Book Library Patron Satisfaction Survey Report, 2018

May 2019

Katie Fox & Miranda Doran-Myers



A CLOSER LOOK

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By

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Survey Designed and Administered by
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COLORADO
Department of Education
Colorado State Library



**Colorado Talking
Book Library**

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INTRODUCTION

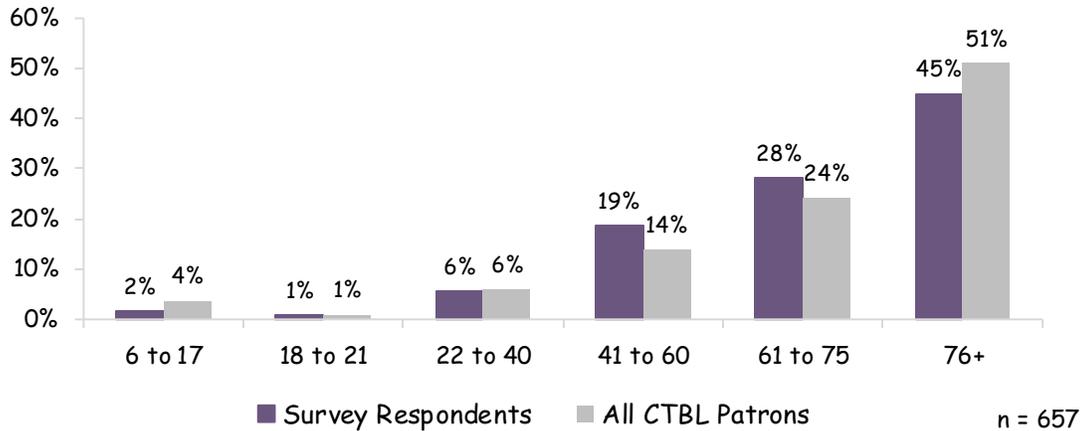
The Colorado Talking Book Library (CTBL) provides free library services to Coloradans who are unable to read standard print materials because of physical, visual, or learning disabilities. CTBL provides recorded books and magazines, Braille materials, large print books, and a collection of descriptive videos. In October 2018, CTBL had 6,164 active individual patrons and worked with 571 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 2018. The survey was designed to help CTBL identify strengths and weaknesses and to plan for future services. LRS has conducted 8 surveys over the last 14 years for CTBL. The survey combined an outcome-based evaluation and a customer satisfaction questionnaire (see Appendix B for full survey).

The 2018 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. In total, 682 patrons completed the survey this year. For more information about the survey sample, see Appendix A.

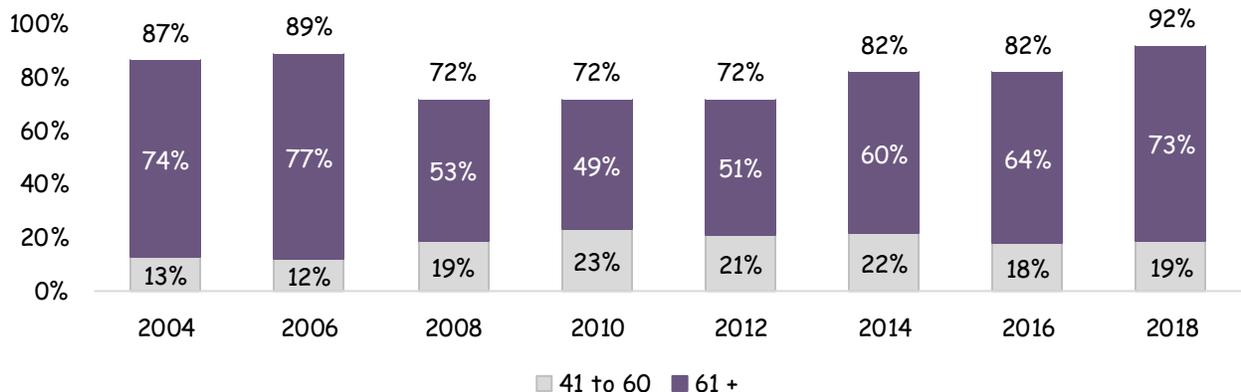
SECTION 1 - Representation & Demographics

Chart 1
Age of Survey Participants
Compared to All CTBL Patrons



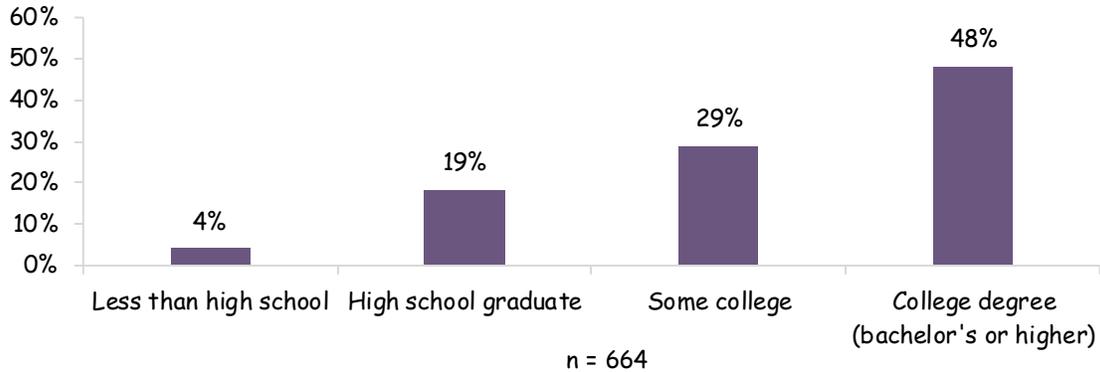
For any survey, it is important to have a sample of respondents who accurately represent the total group. In the case of the CTBL survey, age is a key area to have a representative sample. The largest age group of CTBL patrons is the 76+ group. About half of CTBL patrons are 76+. This group was just slightly under-represented in survey responses, as it makes up 51% of CTBL patrons and 45% of the survey respondents. The patrons aged 41 to 60 and 61 to 75 were slightly over-represented in the survey. Overall, the survey sample is acceptably representative of CTBL patrons.

Chart 2
Percentage of respondents 41 and older
by survey year



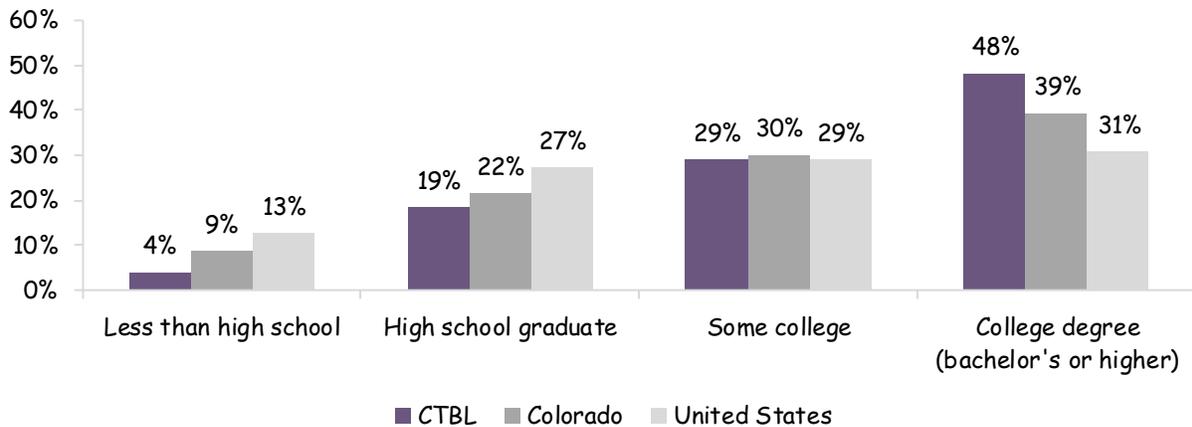
The age groups 41 to 60 and 61+ are the two oldest age categories that the survey has tracked since 2004. The years with the largest percentage of 61+ respondents are 2004, 2006, and 2018. The highest percentage of 41+ respondents was in 2018, at 92%. For the data on all age groups for every survey year, see Appendix B.

Chart 3
What is the highest level of education you have completed?



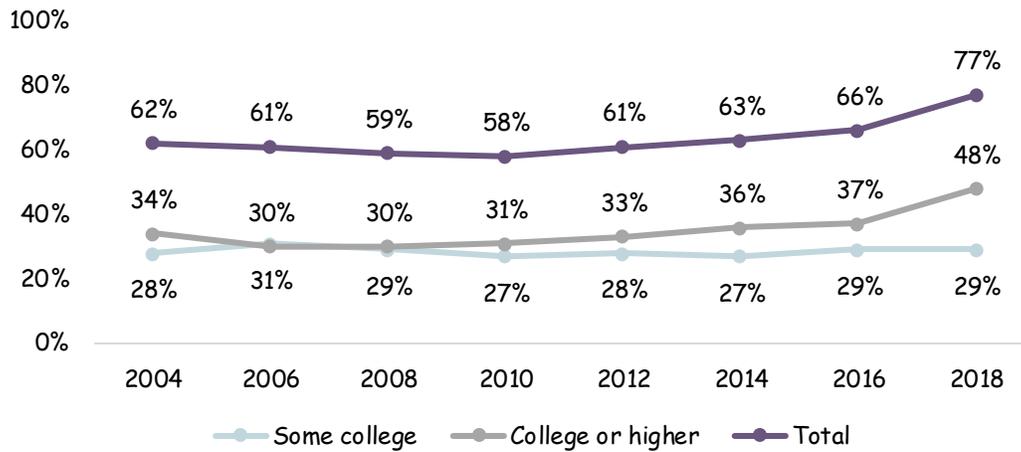
The largest portion of survey respondents (almost half) have a college degree (bachelor's or higher).

Chart 4
Educational attainment of CTBL patrons compared to Colorado and U.S. populations



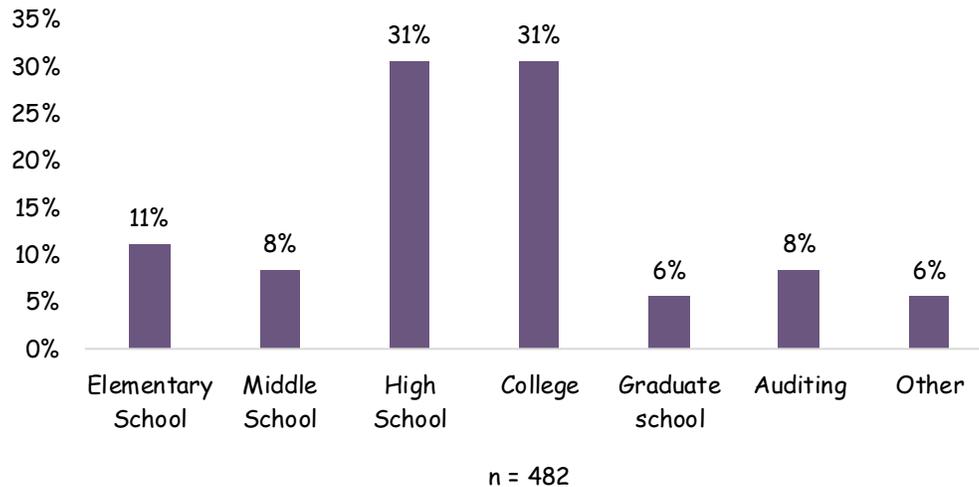
Colorado and CTBL respondents show a similar pattern in terms of education: the largest portion of the group has a college degree. Survey respondents tend to have a higher level of education than the general Colorado and U.S. adult populations, based on national education data from the 2017 American Community Survey 5-Year Estimate. Nearly half (48%) of survey respondents have a college degree or higher, which is a larger percentage than both Colorado (39%) and the U.S. (31%). The American Community Survey groups people ages 25 and older, while the CTBL data groups people ages 22 and older, so the two datasets do not match precisely.

Chart 5
Education over time



Since 2012, the portion of survey respondents who have a college degree or higher has been growing. In 2018, more than 3 out of 4 respondents at least some college education.

Chart 6
If you are currently a student,
what level are you in?

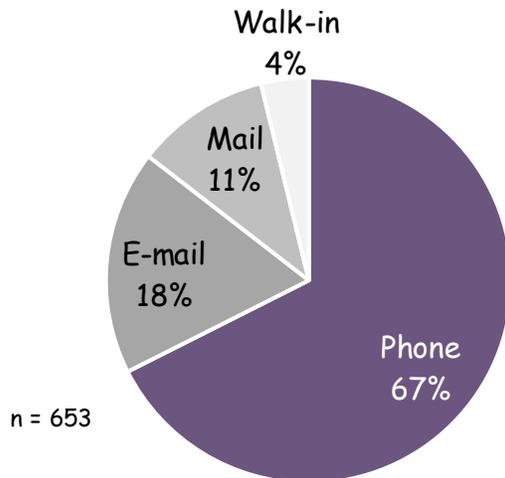


Thirty-six respondents, 5% of total respondents, reported that they are currently enrolled in school. Over half are in either high school (31%) or college (31%).

SECTION 2 - Interactions with the Colorado Talking Book Library

Chart 7

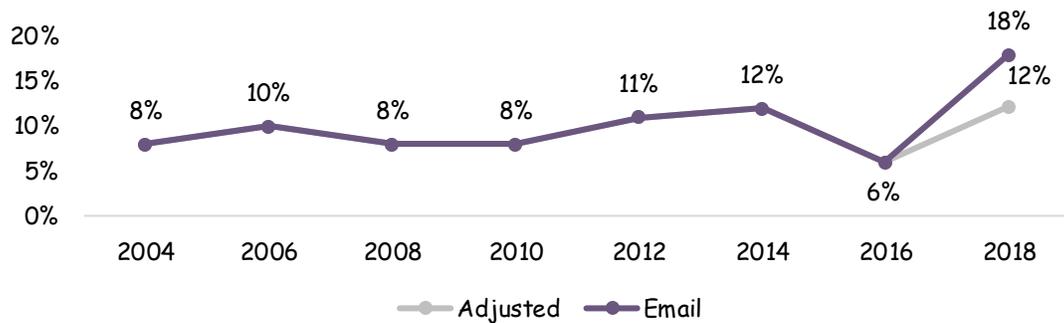
What is your regular/most used method of communicating with the library?



Two-thirds (67%) of the survey respondents primarily contact CTBL by phone. The next most common method of communication is email (18%).

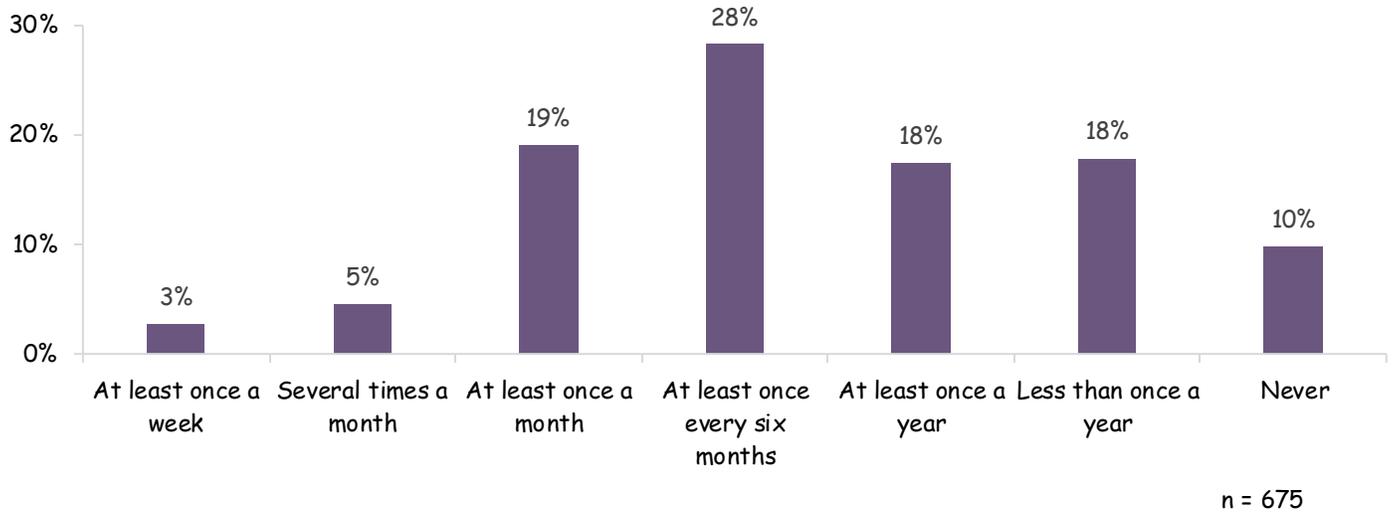
Chart 8

Respondents communicating with CTBL using email over time



The percentage of respondents who mainly using email to communicate with CTBL has been increasing slightly over time. In 2018, that number jumped up to 18%. This is probably because after the initial survey invitation was sent, an additional invitation was emailed to all CTBL patrons signed up to receive the newsletter. When the percentage of patrons who primarily use email is recalculated for only those who completed the survey before the email invitation, it is 12%, the same as in 2016. The value 12% is probably more accurate for the overall CTBL population. A Pearson's Chi-square test for independence also indicated a significant difference in the responses to this question before and after the additional email invitation ($p < .001$).

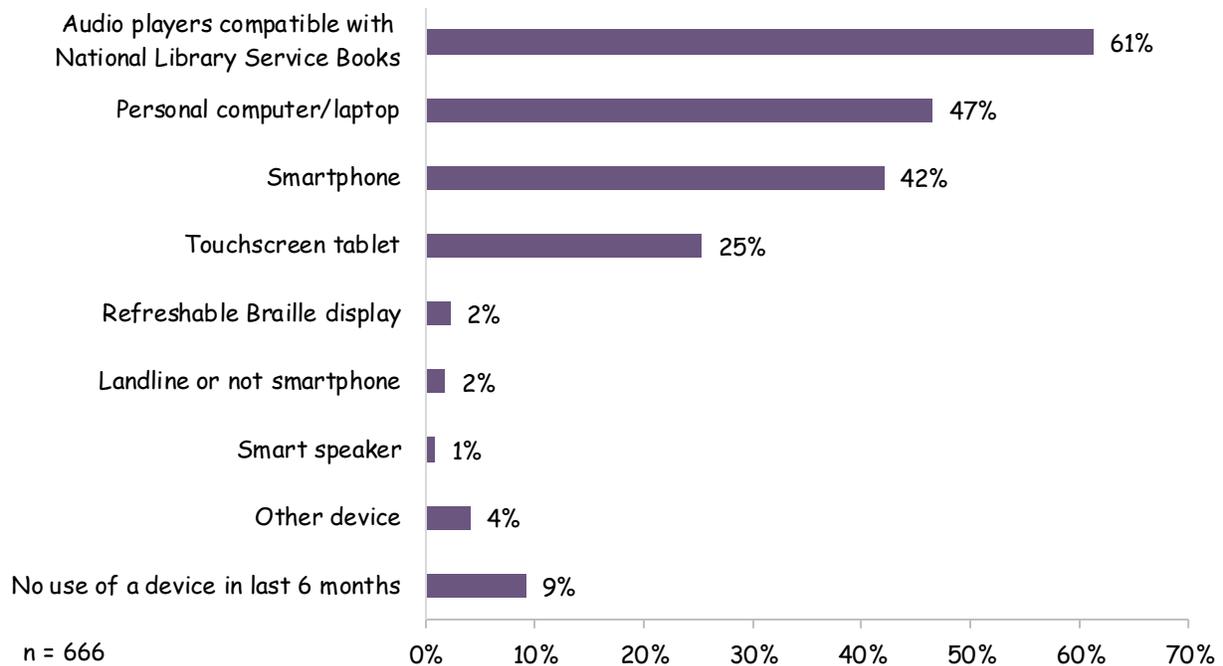
Chart 9
How frequently do you communicate
with staff at the library?



Overall, most respondents communicate with the library at least once a month, at least once every six months, or at least once a year. Added together, these groups account for about 6 out of 10 respondents (65%). A smaller portion of respondents contact the library more than once a month or less than once every six months.

Chart 10

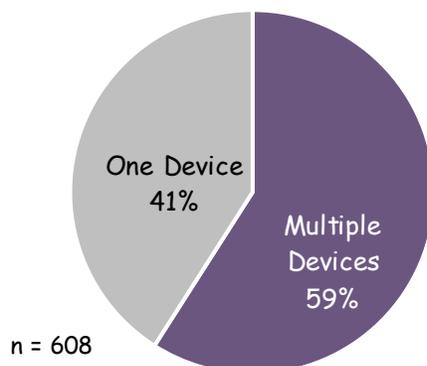
What devices have you used in the past 6 months?



Most survey respondents used audio players in the last 6 months (61%). Other popular devices among respondents include personal computers/laptops (47%) and smartphones (42%). Respondents could select multiple responses, so items do not sum to 100%.

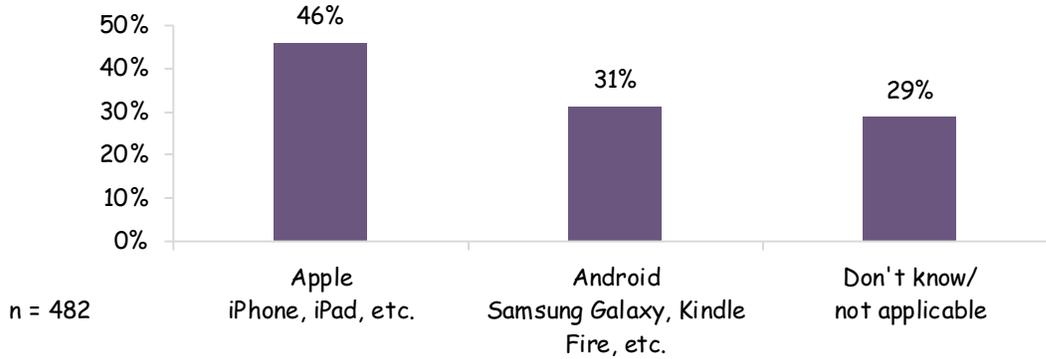
Chart 11

Portion of respondents using 1 or multiple devices



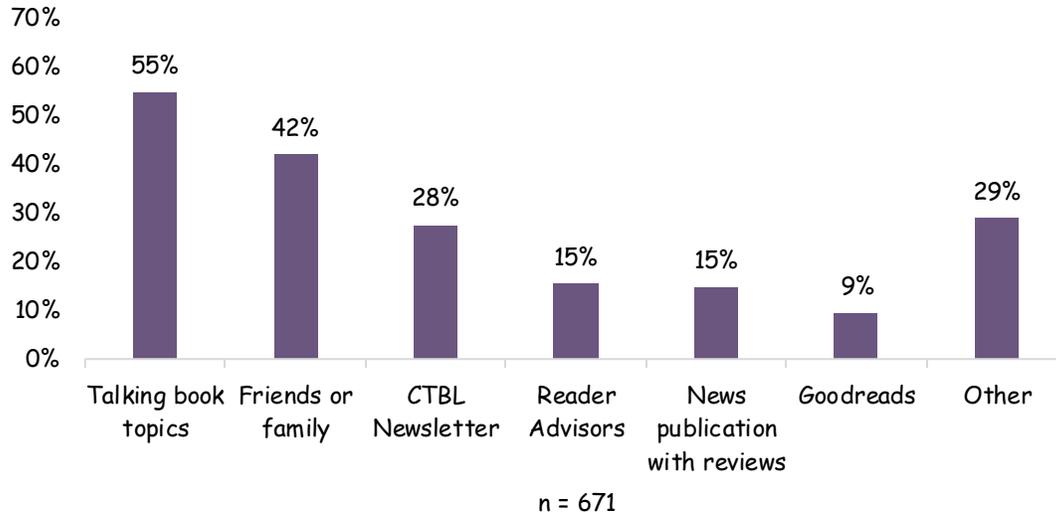
Of the respondents who reported that they used a device in the past six months, a little more than half (59%) used more than one device, while a little less than half (41%) used only one device.

Chart 12
What type of smart or mobile device
do you use?



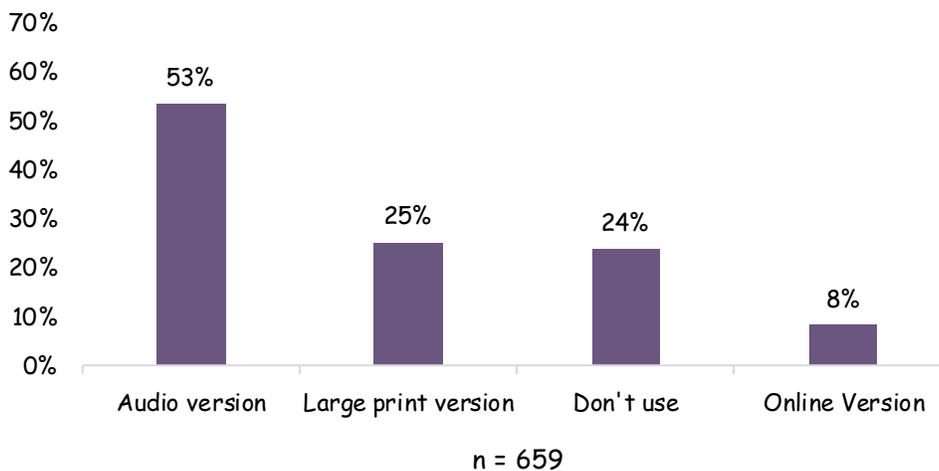
Survey respondents most commonly use Apple devices to access CTBL materials (46%). About 3 in 10 (31%) use Android devices and 3 in 10 (29%) either don't know what brand their device is or don't use a smart/mobile device. Respondents could select multiple responses, so items do not sum to 100%.

Chart 13
How do you learn about
what books to read next?



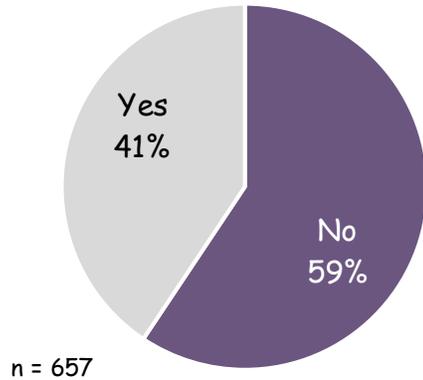
More than half of respondents (55%) use the Talking Books Topics to learn about what to read next (Talking Book Topics is a newsletter that lists items recently added to the collection). About 4 out of 10 respondents (42%) learn about books from friends or family. Respondents could select multiple responses, so items do not sum to 100%.

Chart 14
Tell us about your use
of the Talking Book Topics



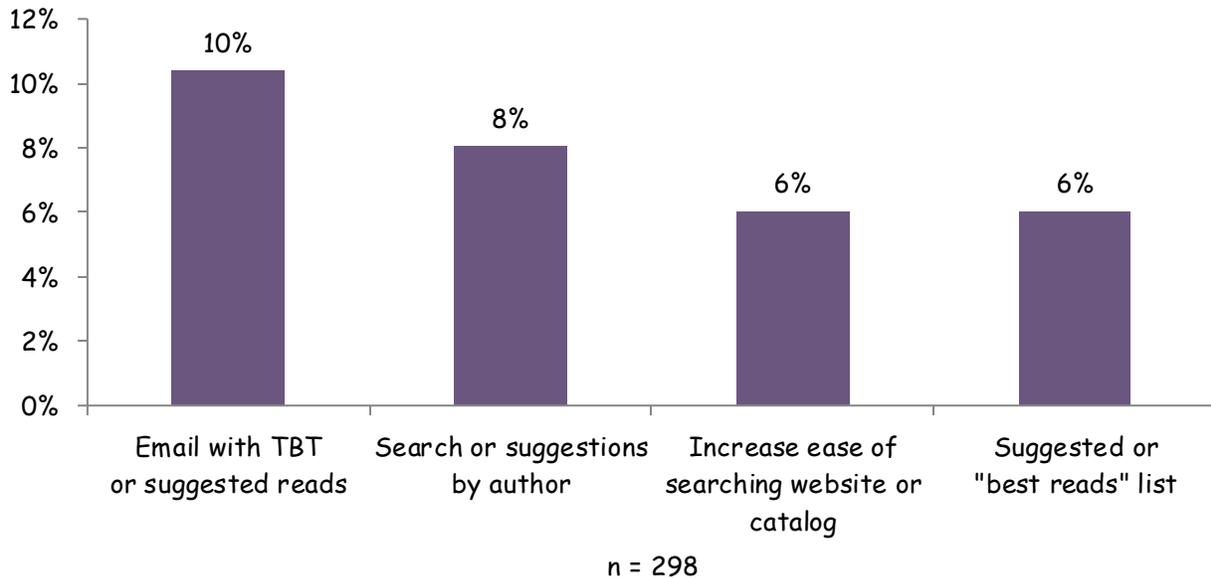
Over half of respondents (53%) use the audio version of the Talking Book Topics, while about 1 out of 4 respondents use the large print version (25%), or don't use Talking Book Topics (24%). Respondents could select multiple responses, so items do not sum to 100%.

Chart 15
Would you use an online version of Talking Book Topics?



More than half (59%) of respondents reported they would not use an online version of Talking Book Topics.

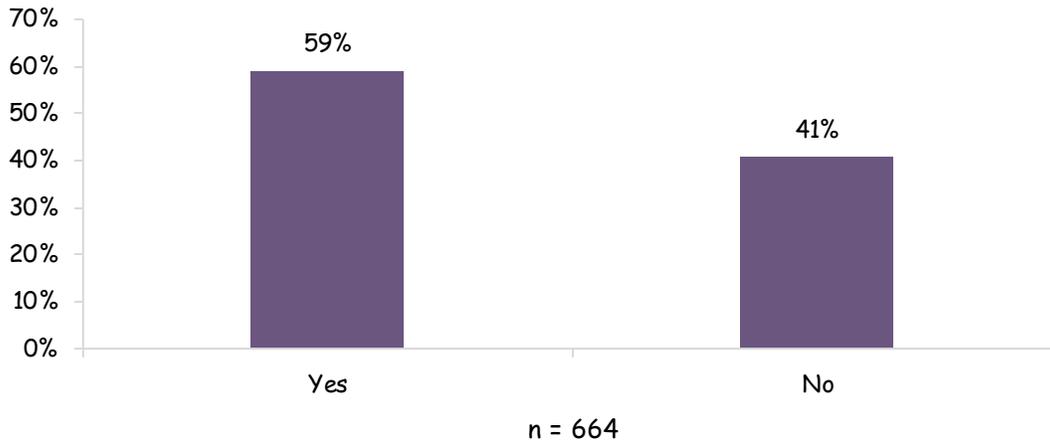
Chart 16
What other services or tools could help you learn about what books to read next?



Respondents had a variety of suggestions, and even the largest groups of specific suggestions were small. The largest proportion (10%) thought it would be helpful if they received an email with the Talking Book Topics or another kind of suggested reads list, and another 6% of respondents requested a suggested or "best reads" list of some kind, though not necessarily via email. This was an open-ended question and themes were identified through textual analysis. An individual response may have contained multiple concepts, so items do not sum to 100%.

Chart 17

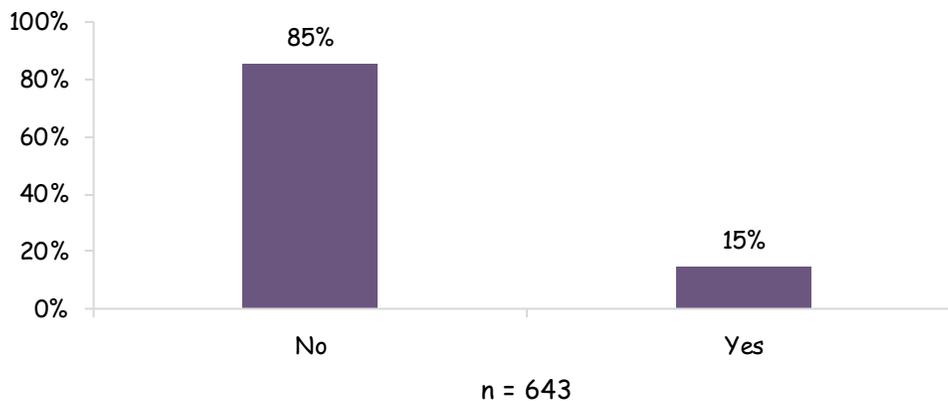
If CTBL offered a monthly call-in program about a specific topic, do you have a speaker phone or smart phone that you can use to participate?



About 6 out of 10 (59%) respondents reported that they have a speaker or smart phone they could use to participate in a monthly call-in program.

Chart 18

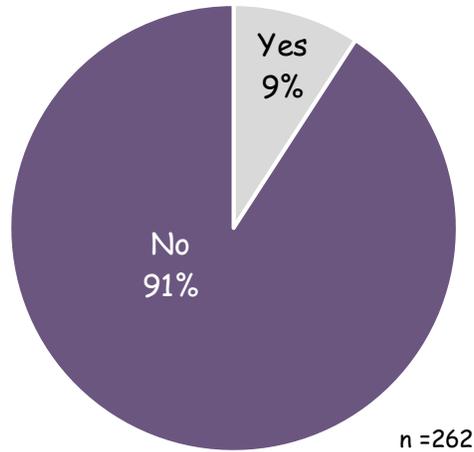
Would you be interested in borrowing a speaker device from the library to participate in a monthly call-in program?



The majority of respondents (85%) said they would not be interested in borrowing a speaker device from the library to participate in a monthly call-in program.

Chart 19

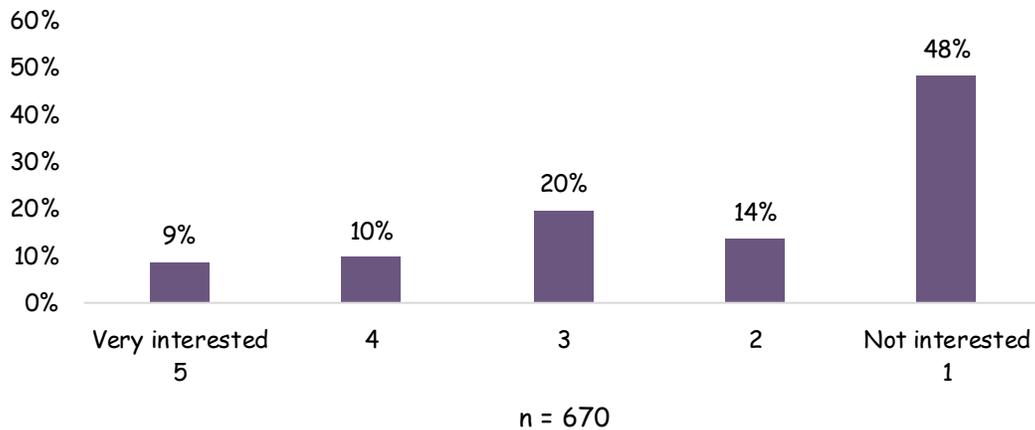
For respondents who do not have a speaker device, would they like to borrow one?



More than 9 out of 10 respondents (91%) who do not have a speaker device are also not interested in borrowing one.

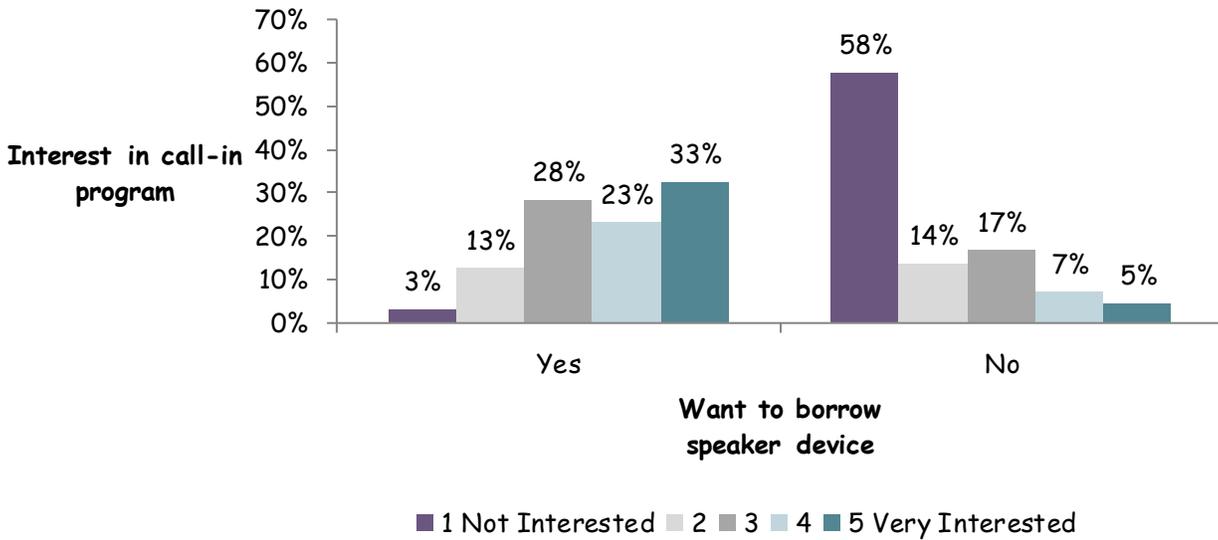
Chart 20

On a scale of 1-5, how interested are you in a monthly call-in program about a specific topic?
(5 = very interested and 1 = not interested)



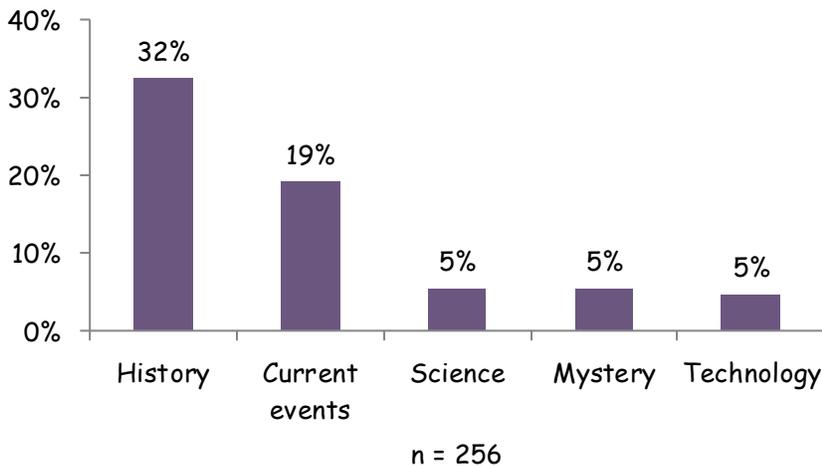
Almost half of respondents (48%) reported that they would not be interested in a monthly call-in program. About 2 out of 10 respondents (19%) are interested or very interested.

Chart 21
Interest in call-in program and borrowing speaker device



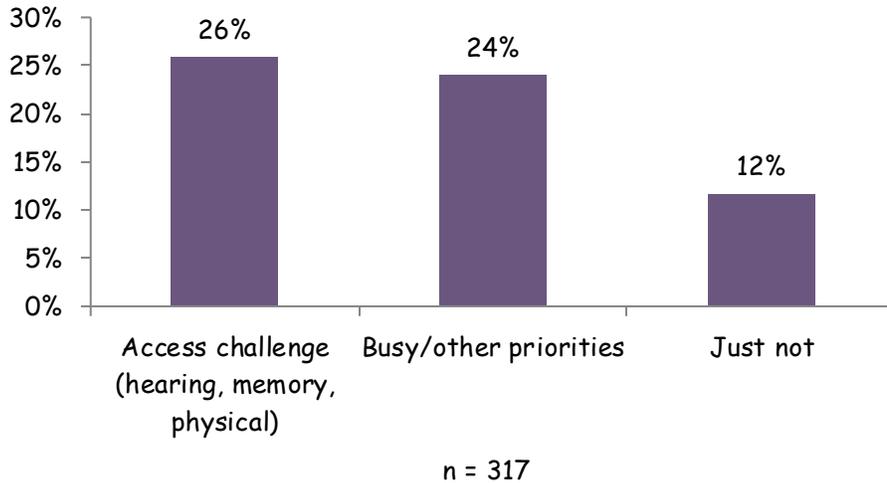
Most of the respondents who are interested in borrowing a speaker device are also the individuals who are the most interested in a call-in program. Of those who would like to borrow a device (n = 95), more than half (58%) were interested or very interested in a call-in program.

Chart 22
What topics would interest you for a monthly call-in program?



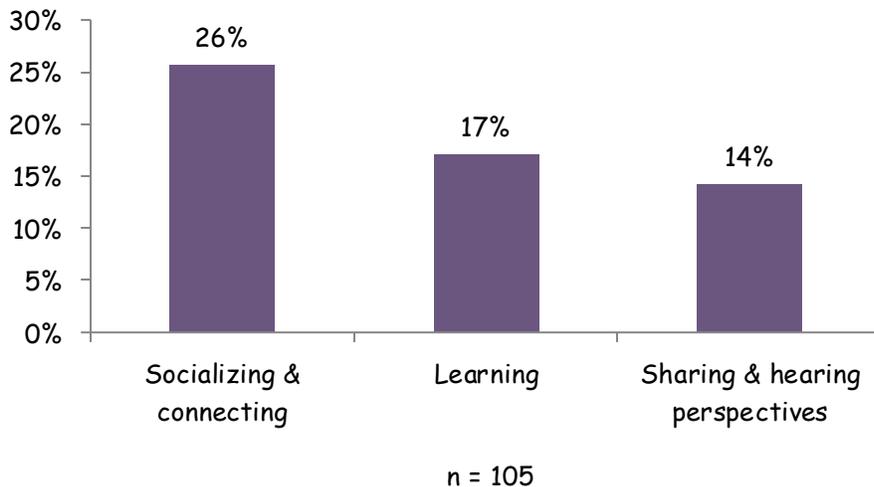
This chart shows the preferred call-in topics for respondents who expressed interest in a call-in program (responded 3, 4 or 5 in Chart 19). Respondents are primarily interested in history and current events. This was an open-ended question and themes were identified through textual analysis. An individual response may have contained multiple concepts, so items do not sum to 100%.

Chart 23
Why are you not interested in call-in program?



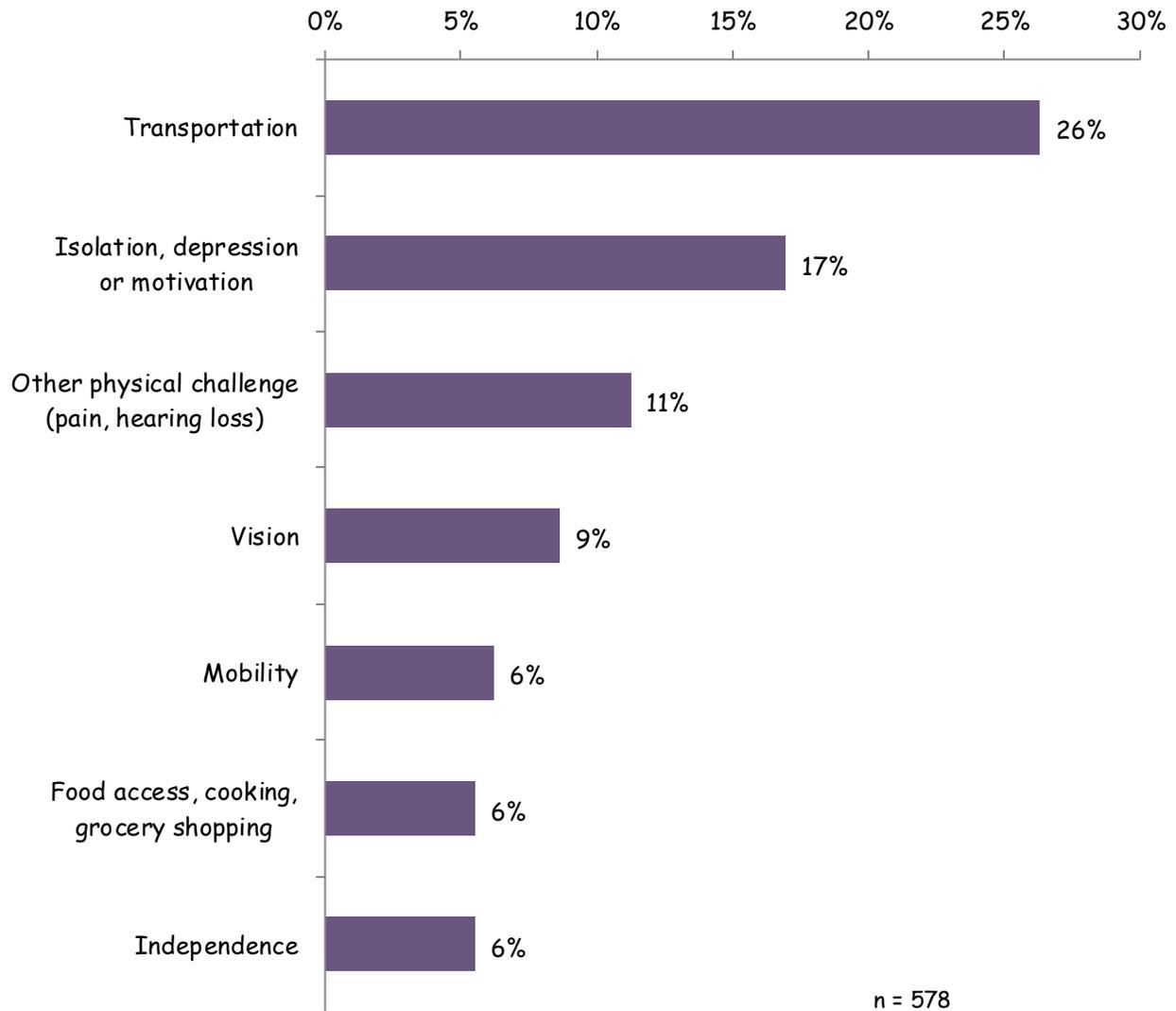
Of the respondents who are not interested or have low interest in a call-in program (selected 1 or 2 on Chart 19), about 1 out of 4 (26%) are not interested because they have an access challenge like a hearing, memory, cognitive, or other physical challenge to participating in a call-in program. A similar proportion (24%) are not interested because they are busy or have other priorities. This was an open-ended question and themes were identified through textual analysis. An individual response may have contained multiple concepts, so items do not sum to 100%.

Chart 24
Why are you interested in a call-in program?



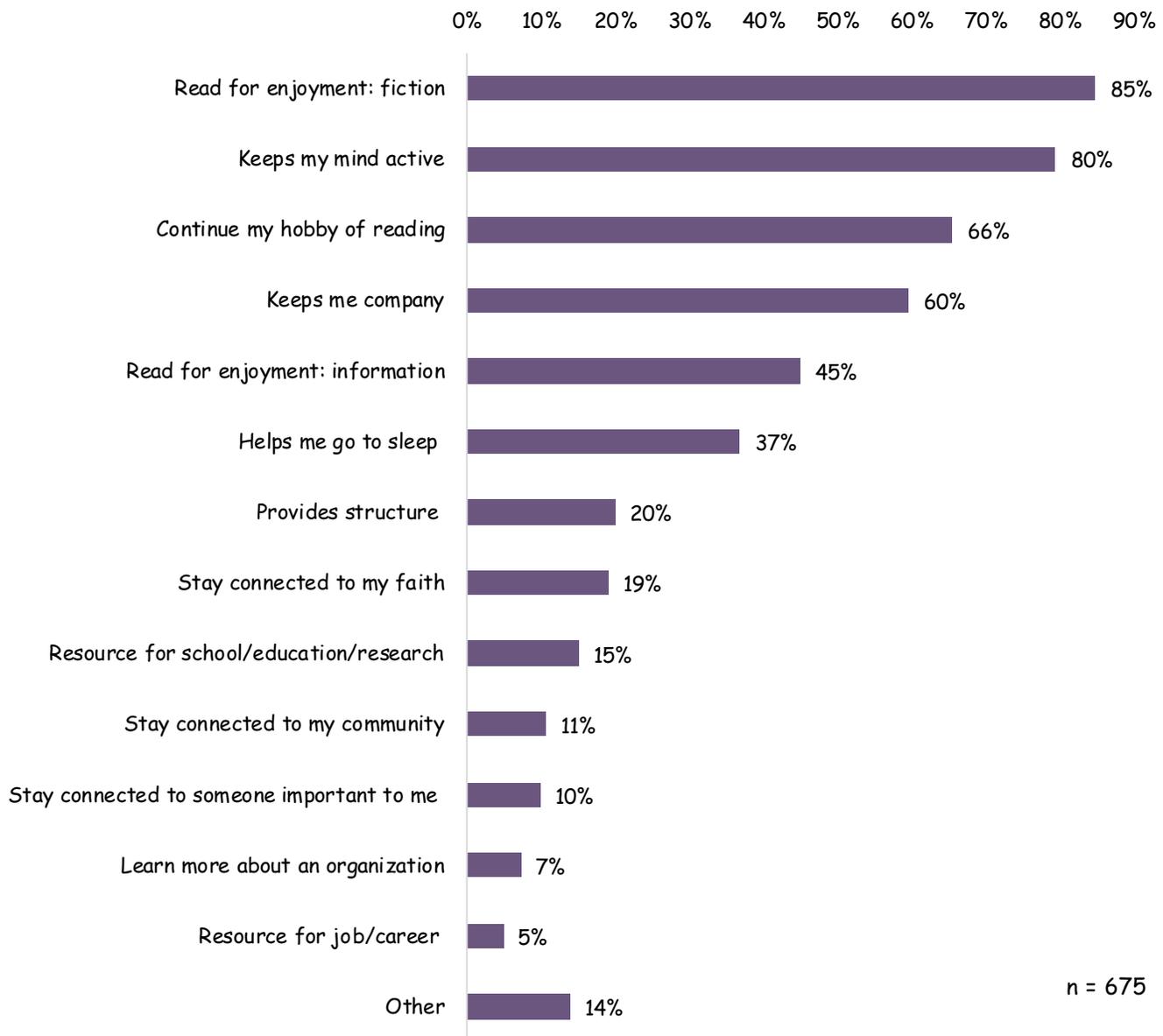
Respondents who are interested or very interested in a call-in program (selected 4 or 5 in Chart 19), are primarily interested in connecting and socializing. This was an open-ended question and themes were identified through textual analysis. An individual response may have contained multiple concepts, so items do not sum to 100%.

Chart 25
What's the hardest thing about your day?



About a quarter of respondents (26%) reported that transportation is the hardest thing about their day. More than 1 out of 10 respondents (17%) said they face challenges with isolation, depression, or motivation. This was an open-ended question and themes were identified through textual analysis. An individual response may have contained multiple concepts, so items do not sum to 100%.

Chart 26
How has the library service been valuable to you?

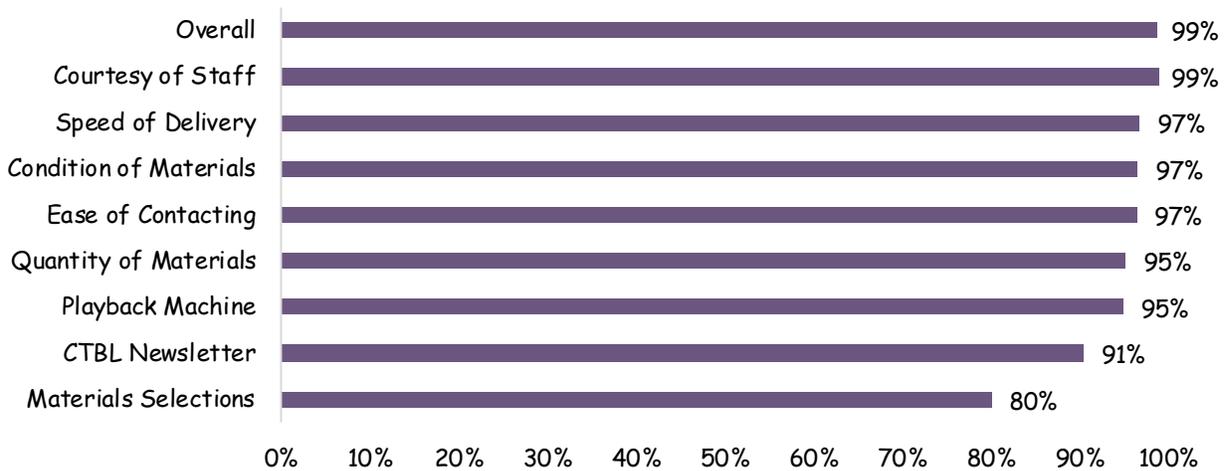


The majority of respondents reported that CTBL has been valuable to them for reading for enjoyment (fiction) (85%) and for keeping their mind active (80%). More than 6 out of 10 respondents (66%) also reported that CTBL helps them continue their hobby of reading. More than half of respondents (60%) reported that they value CTBL's services because it keeps them company. Respondents could select multiple responses, so items do not sum to 100%.

SECTION 7 - Satisfaction Ratings Over Time

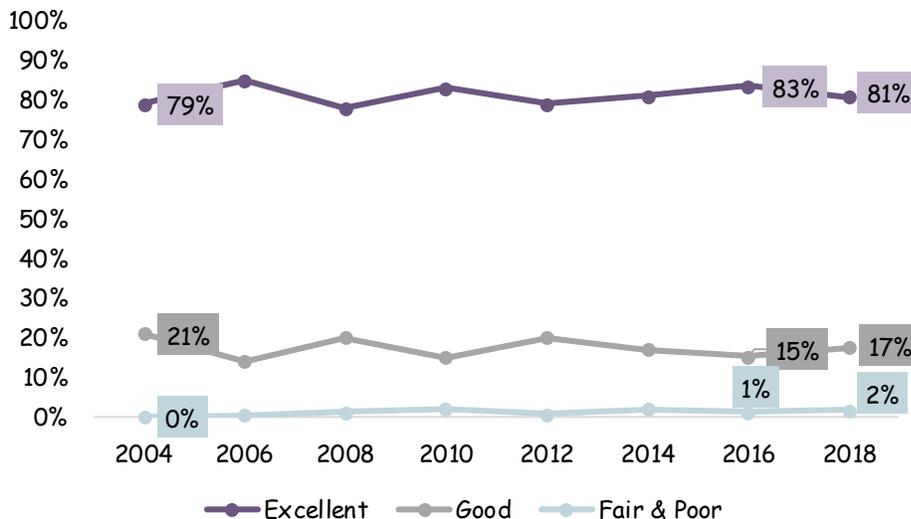
This section reports results from multiple survey years. For sample size information, please see Appendix A.

Chart 27
Service Satisfaction, 2004-2018
Average % of Good + Excellent Responses



The percentage of respondents who answered "good" or "excellent" to the question "Please rate your satisfaction with each of the following aspects of our service" were totaled and averaged across the years 2004 to 2018. The areas with the highest average rating are "overall satisfaction" and "courtesy of staff," both with a 99% satisfaction rate. All of the other averages are 90% or higher, except "materials selections" at 80%.

Chart 28
Overall Satisfaction 2014-2018



Since 2004, most 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.

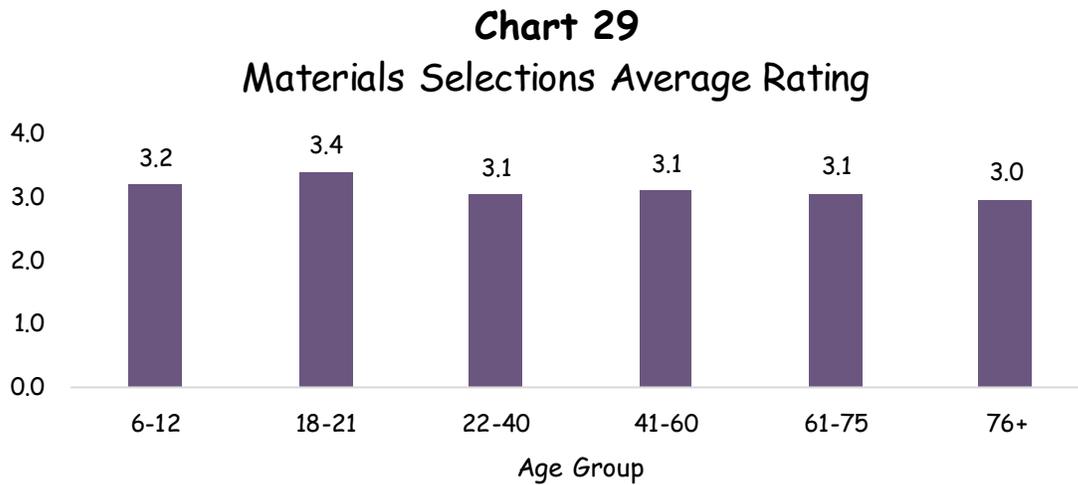
Table 1: Service Satisfaction 2004-2018
Percentage of Responses Good or Excellent
 (excluding N/A in 2012, 2014, 2016, 2018)

| | 2004 | 2006 | 2008 | 2010 | 2012 | 2014 | 2016 | 2018 | Average | Median | Highest % - 2018 % | Average % 2014-2018 - 2018% |
|------------------------|--------------|--------------|--------------|--------------|--------------|---------------|--------------|--------------|--------------|--------------|-----------------------|-----------------------------------|
| Materials Selections | 84.4% | 85.1% | 85.0% | 78.7% | 77.9% | 77.2% | 77.4% | 76.1% | 80.2% | 78.3% | -9.0% | -4.1% |
| CTBL Newsletter | 74.2% | 94.2% | 95.2% | 92.6% | 94.0% | 93.4% | 91.5% | 89.9% | 90.6% | 93.0% | -5.3% | -0.7% |
| Ease of Contacting | 97.2% | 97.9% | 96.6% | 96.0% | 96.8% | 96.4% | 94.7% | 97.0% | 96.6% | 96.7% | -0.8% | 0.4% |
| Quantity of Materials | 98.3% | 98.6% | 96.9% | 95.6% | 94.7% | 92.8% | 92.5% | 93.6% | 95.4% | 95.2% | -4.9% | -1.8% |
| Playback Machine | 96.1% | 94.2% | 87.6% | 96.1% | 96.1% | 96.6% | 97.2% | 96.7% | 95.1% | 96.1% | 0.4% | 1.6% |
| Condition of Materials | 94.5% | 96.0% | 95.2% | 96.9% | 98.0% | 97.1% | 97.2% | 98.6% | 96.7% | 97.0% | 0.0% | 1.9% |
| Speed of Delivery | 98.6% | 98.8% | 97.7% | 96.9% | 98.2% | 95.2% | 93.4% | 96.5% | 96.9% | 97.3% | -2.3% | -0.4% |
| Courtesy of Staff | 99.8% | 99.0% | 98.4% | 99.0% | 99.4% | 99.0% | 98.8% | 99.2% | 99.1% | 99.0% | -0.6% | 0.1% |
| Overall quality | 99.8% | 99.6% | 99.0% | 98.0% | 99.2% | 98.10% | 98.7% | 98.2% | 98.8% | 98.8% | -1.6% | -0.6% |

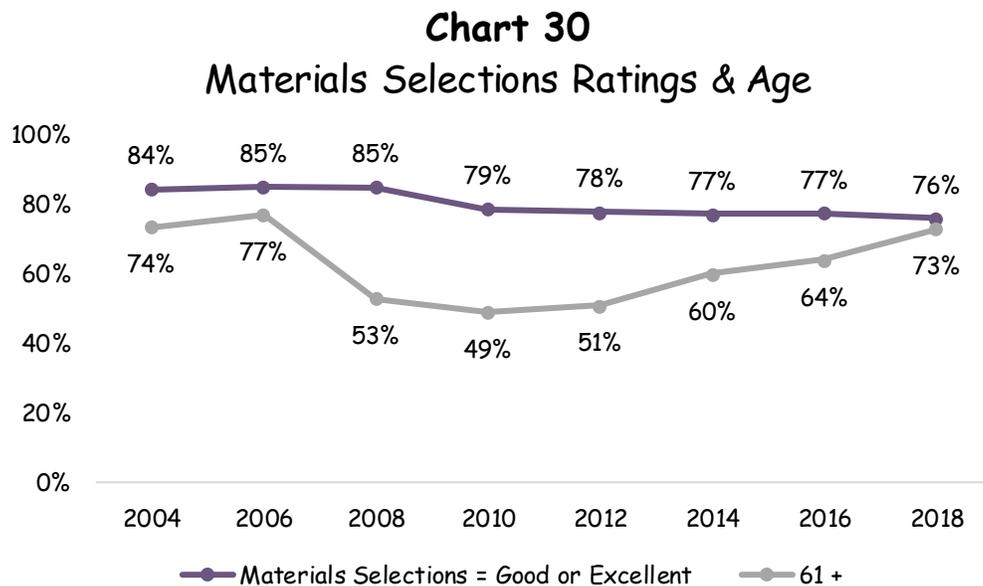
This table summarizes historical information about satisfaction with services. The 2018 results are similar to other years in that satisfaction with the overall quality of service, courtesy of staff, and the condition of materials are rated very high, and satisfaction with materials selections is rated lower.

In 2018, materials selections and quantity of materials had satisfaction scores that were 1% or more below the average across time. The playback machine and condition of materials had satisfaction scores that were 1% or more above the average across time.

We thought that lower satisfaction ratings with materials selections could be related to age, so we compared the average rating for this category across the different age groups.



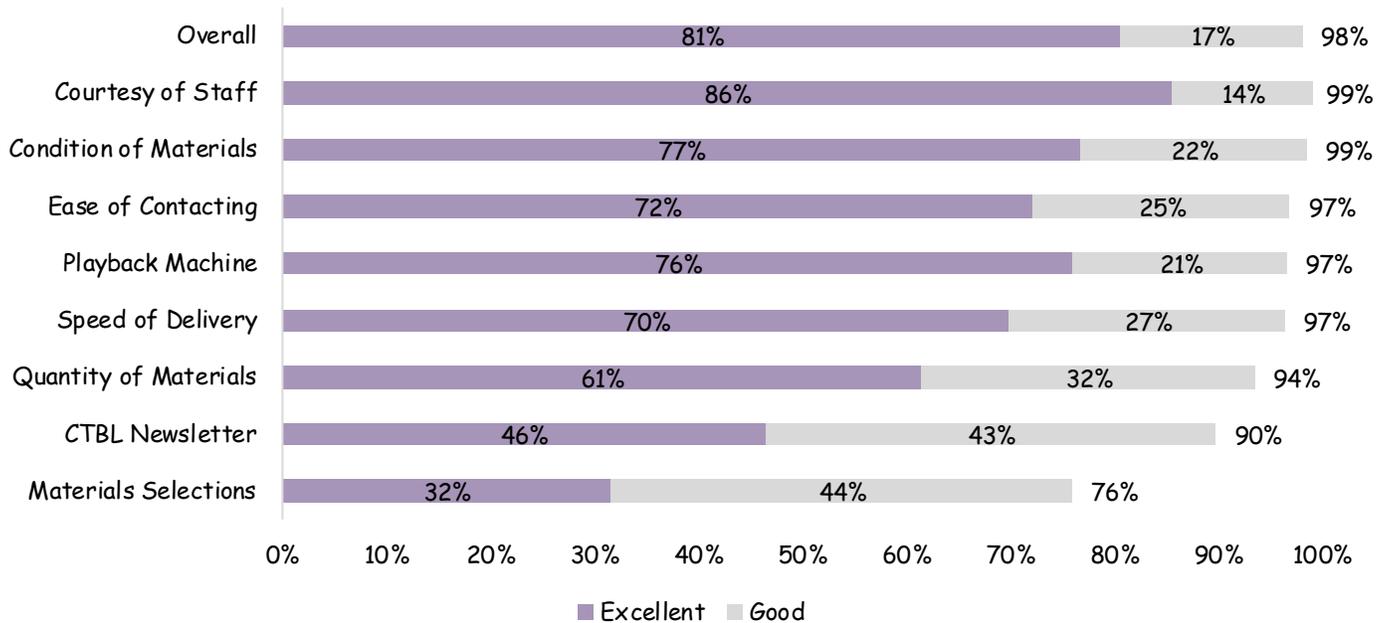
As the chart above shows, respondents' rating of materials selections were similar across age groups. A one-way ANOVA analysis showed no significant difference between the ratings across age groups. The age group of 13-17 year olds were not included in this analysis because there was only one response in this age group.



The percentage of respondents rating materials selection as good or excellent has decreased a little between 2004 and 2018. When examining the percentage of respondents in the oldest age group, 61 and older, the changes in the ratings do not appear connected to age of respondents.

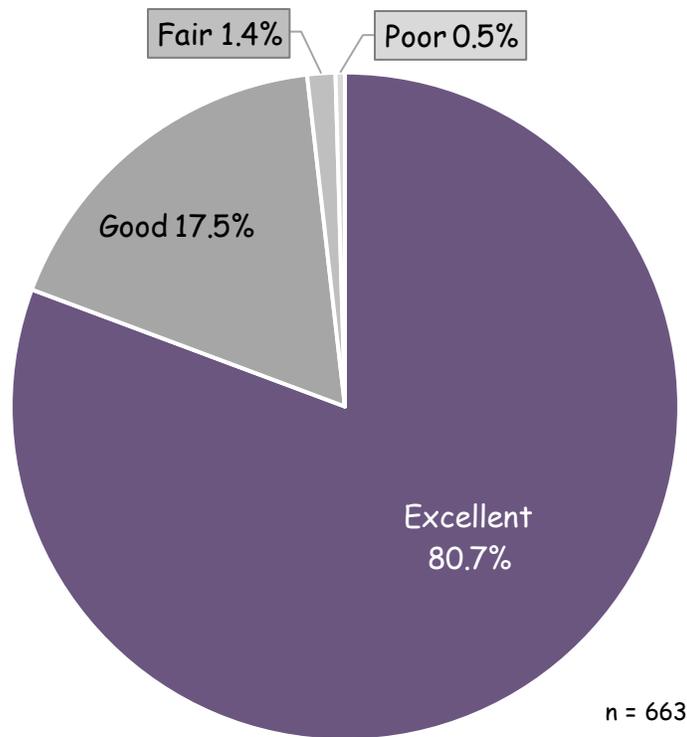
SECTION 8 - 2018 Satisfaction Ratings

Chart 31
Satisfaction Ratings 2018



The portion of respondents that rated a service "excellent" or "good" were added together to calculate a total percentage of participants who were satisfied with each service area. The highest percentage of patrons were satisfied with "courtesy of staff" and "condition of materials," which 99% of respondents rated as "excellent" or "good." The only total percentage below 90% was for the service area of "materials selections" at 76% satisfaction, which is comparable to other years.

Chart 32
Overall Satisfaction with Services 2018



In 2018, about 8 out of 10 respondents rated their overall satisfaction with CTBL services as "excellent." The ratings of "poor" and "fair" were each less than 2%. In concrete terms, three survey respondents rated overall service as "poor," and nine rated it "fair" out of 663 respondents.

APPENDIX A - Methods

We used both random and convenience methods to compile the sample. The random sample consisted 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, 61-75, and 76 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 initially completed by 375 patrons, representing a response rate of 22% (response rate is calculated as Actual Completion/Survey Invitations). The initial number of responses was below the goal of 500 responses, so we then employed a convenience sampling method - sending an electronic invitation to participate to all patrons signed up for the CTBL newsletter. After this additional invitation, we received an additional 307 responses, for a total of 682 responses, which met or exceeded our goal for all but one age group; under 18. The table below summarizes the sample and responses.

| Age Group | Target Completions | Initial Survey Invitations | Initial Completions | Initial Response Rate | Second set of completions | Total Completions |
|--------------|--------------------|----------------------------|---------------------|-----------------------|---------------------------|-------------------|
| Under 18 | 19 | 149 | 9 | 6% | 2 | 11 |
| 18-21 | 5 | 59 | 5 | 8% | 1 | 6 |
| 22-40 | 30 | 253 | 27 | 11% | 10 | 37 |
| 41-60 | 69 | 321 | 75 | 23% | 48 | 123 |
| 61-75 | 120 | 286 | 79 | 28% | 106 | 185 |
| 76+ | 252 | 597 | 169 | 28% | 126 | 295 |
| Unknown | 6 | 28 | 11 | 39% | 14 | 25 |
| Total | 500 | 1693 | 375 | 22% | 307 | 682 |

The sample size for each year is shown below.

| Year | 2004 | 2006 | 2008 | 2010 | 2012 | 2014 | 2016 | 2018 |
|--------|------|------|------|------|------|------|------|------|
| Sample | 540 | 438 | 1067 | 805 | 549 | 454 | 481 | 682 |

APPENDIX B - Respondent Age Groups

The table below shows the percentage of respondents in each age group for every survey year. In 2018, the survey had the largest number of respondents yet in the 18-21 age group.

| | 2004 | 2006 | 2008 | 2010 | 2012 | 2014 | 2016 | 2018 |
|-----------------|------|------|------|------|------|------|------|------|
| Under 18 | 5% | 6% | 13% | 13% | 9% | 9% | 6% | 3% |
| 18 to 21 | 3% | 1% | 5% | 5% | 3% | 2% | 1% | 22% |
| 22 to 40 | 6% | 4% | 10% | 11% | 16% | 7% | 7% | 6% |
| 41 to 60 | 13% | 12% | 19% | 23% | 21% | 22% | 18% | 19% |
| 61 + | 74% | 77% | 53% | 49% | 51% | 60% | 64% | 73% |

APPENDIX C - 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, 2018. 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)

- At least once a week
- Several times a month
- At least once a month
- At least once every six months
- At least once a year
- Less than once a year
- Never

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

- Phone
- E-mail
- Mail
- Walk-in

3. What devices have you used in the past six months?

(Mark all that apply)

- Smartphone (ex. iPhone, Samsung Galaxy, etc.)
- Personal computer/laptop (ex. MacBook, Chromebook, etc.)
- Touchscreen tablet (ex. iPad, Kindle Fire, etc.)
- Refreshable Braille display
- Audio players compatible with National Library Service books (ex. Victor Stream, Bookport, etc.)
- Other device—please specify: _____
- Have not used any devices in the past six months

4. If you use a device, what type of smart or mobile device do you use?

(Mark all that apply)

- Apple (iPhone, iPad, etc.)
- Android (Samsung Galaxy, Kindle Fire, etc.)

5. How do you learn about what books to read next?

(Mark all that apply)

- Talking Book Topics (book catalog from CTBL)
- Reader Advisors
- A news publication with reviews (NPR, New York Times, Denver Post, etc.)
- Goodreads (social media network for book recommendations)
- From friends or family members
- CTBL Newsletter
- Other—please specify: _____

6. Tell us about your use of the Talking Book Topics:

(Mark all that apply)

- I use the large print version
- I use the audio version
- I use the online version
- I don't use the Talking Book Topics

7. Would you use an online version of Talking Book Topics? (Mark one)

- Yes
- No

8. What other services or tools could help you learn about what books to read next?

9. What is the hardest thing about your day?

*This can be anything from transportation, to getting a meal, to feeling isolated.
Does not need to relate to reading.*

10. If CTBL offered a monthly call-in program about a specific topic, do you have a speaker phone or smart phone that you can use to participate? (Mark one)

Call-in program topic examples: book club, art, current events, Colorado history, etc.

Yes

No

11. Would you be interested in borrowing a speaker device from the library to participate in a monthly call-in program? (Mark one)

Yes

No

12. On a scale of 1-5, how interested are you in a monthly call-in program about a specific topic? (Mark one)

5 = very interested and 1 = not interested

Call-in program topic examples: book club, art, current events, Colorado history, etc.

Not interested

Very interested

1

2

3

4

5

13. What topics would interest you for a monthly call-in program?

Call-in program topic examples: Book club, art, current events, Colorado history, etc.

14. Please share why you are or are not interested in a call-in program:

15. How has the library service been valuable to you?

(Mark all that apply)

- Read for enjoyment - fiction (novels, mysteries, etc.)
- Read for enjoyment - information (news, crafting, history, etc.)
- Allows me to continue my hobby of reading
- Keeps me company
- Keeps my mind active
- Helps me stay connected to my faith
- Provides structure
- Reading/listening to books helps me go to sleep
- Resource for school, education, or research
- Resource for job/career
- Learn more about an organization (church, community group, etc.)
- Helps me stay connected to someone important to me
- Helps me stay connected to my community
- Other - Please specify: _____

16. 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

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

Excellent Good Fair Poor

Demographics

The following information will help us to better understand who uses our library, so that we can improve the quality of our services. CTBL never shares your individual information. **Library Research Service** completes the analysis of this information and combines data into larger groups to gain insight. For example, "70% of CTBL users are currently retired."

If you feel uncomfortable answering, please leave the question blank. If you are taking the survey on behalf of someone else, answer the demographics questions based on their information.

18. I am taking this survey on behalf of someone else.

- Yes ➡ go to Question #19
- No ➡ go to Question #20

19. What is your relationship to the person you are taking the survey for?

- Parent/guardian of a minor CTBL member
- Adult family member/friend of an adult CTBL member
- Staff member at a residential community or nursing facility
- Other - please specify: _____

20. What is your zip code? _____

21. Which gender do you most identify with?

- Woman
- Man
- Gender non-conforming

22. What is your age group?

- 1-5 6-12 13-17 18-21
- 22-40 41-60 61-75 76+

23. 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)

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

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

25. What is your current employment status?

- Employed full time (40+ hours per week)
- Employed part time (39 or fewer hours per week)
- Unemployed and currently looking for work
- Unemployed and **not** currently looking for work
- Retired
- Unable to work
- Other - Please specify: _____

26. Which category best describes your annual household income (from all sources, before tax)?

- Less than \$25,000
- \$25,000 to \$49,999
- \$50,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 or more

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. To maintain your privacy, this information will not be connected with the rest of your survey.

27. Name: _____

28. Phone number: _____

29. 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