



Colorado Talking Book Library

Patron Satisfaction Survey Report 2020

May 2021
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Colorado Talking Book Library Patron Satisfaction Survey Report 2020

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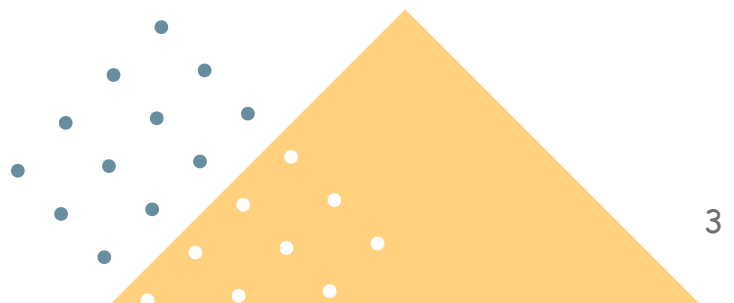
INTRODUCTION

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 audio books and magazines, Braille books, large print books, and a collection of descriptive videos. In October 2020, CTBL had 6,190 active individual patrons and maintained 605 organizational accounts.

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 2020. This year's survey presented distinct challenges as it was administered during the COVID-19 pandemic. During the pandemic, CTBL's building closed to walk-in service, but the library continued to operate and provide services for CTBL patrons despite the extraordinary circumstances.

Invitations to the 2020 survey were sent in Braille, audio, and print. CTBL patrons could take the survey online, over the phone, and on paper. Assistance filling out the survey was also available by telephone. In total, 485 patrons completed the survey this year. For more information about the survey sample, see Appendix A.

The survey was designed to help CTBL identify strengths and weaknesses and to plan for future services. This year's survey also provided unique insight into how the pandemic impacted CTBL patrons. LRS has conducted nine surveys over the last 16 years for CTBL. The survey consists of an outcome-based evaluation and a customer satisfaction questionnaire (see Appendix B for full survey).





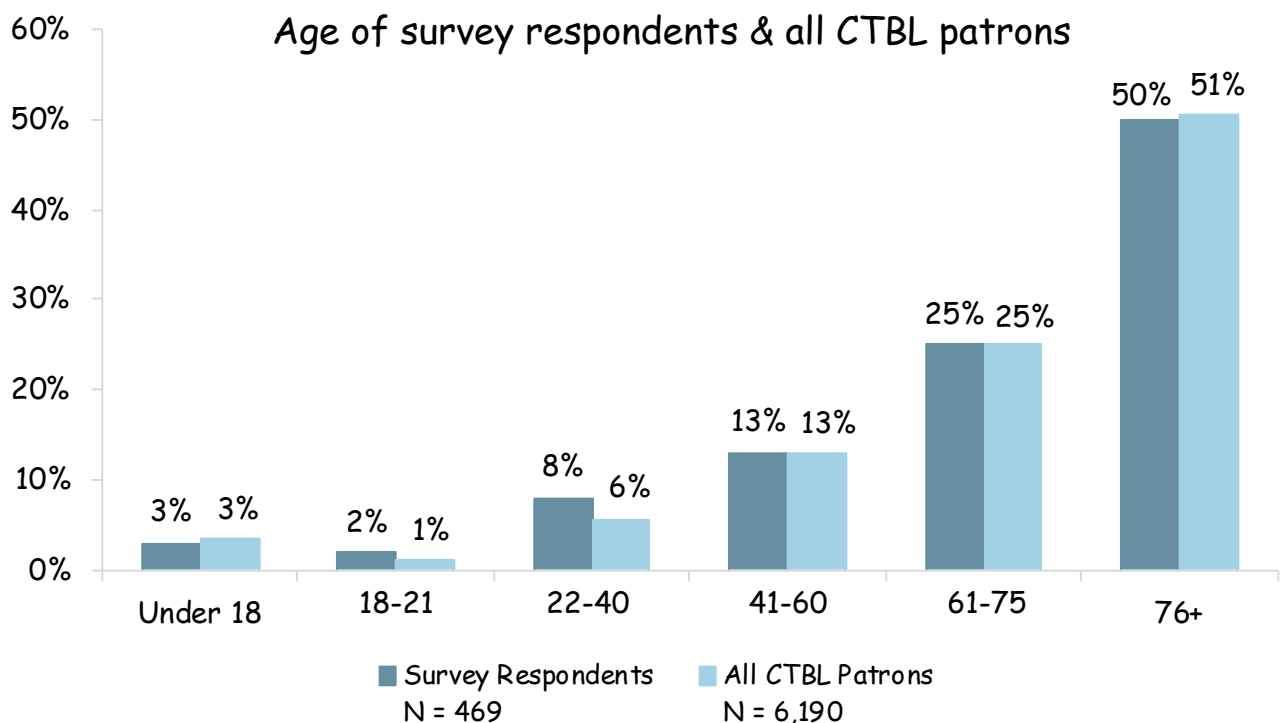
Section 1 -

Representation & Demographics

"My son Chris has a brain injury. He is able to understand everything but what he is able to do is very limited. These audio books just add something extra in his life to enjoy. We love the Duplication on Demand as some books he doesn't have interest in + this gives him so many new choices. It adds extra life to his days (+mine too) especially during COVID. Thank you."

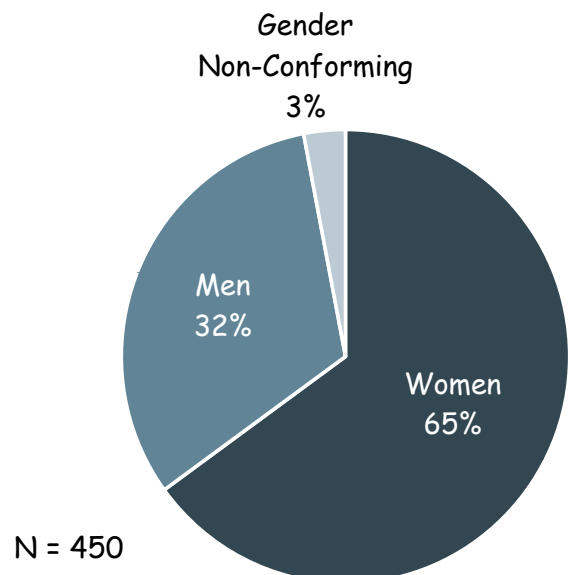
75% of Respondents are 60 or Older

For any survey, it is important to have a sample of respondents who accurately represent the population. 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 and older group. About half of CTBL patrons are 76 and older. This group is accurately represented in survey responses: it makes up 51% of CTBL patrons and 50% of the survey respondents. The patrons aged 22 to 40 were slightly overrepresented in the survey with 6% of this age group in the total CTBL population and 8% in the sample. Overall, the survey sample is acceptably representative of CTBL patrons.



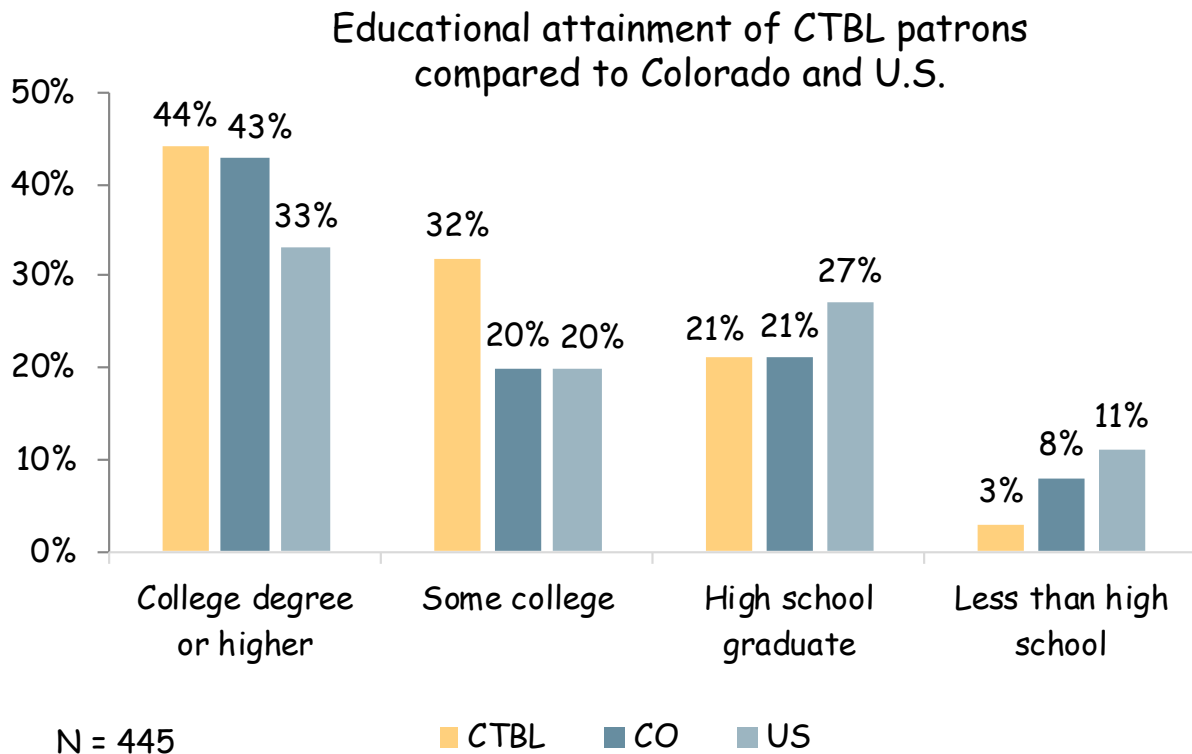
Gender Breakdown

Individuals identifying as women represented about two-thirds of the sample, while men represented less than one-third. Our sample included 3% of individuals who identify as gender non-conforming.



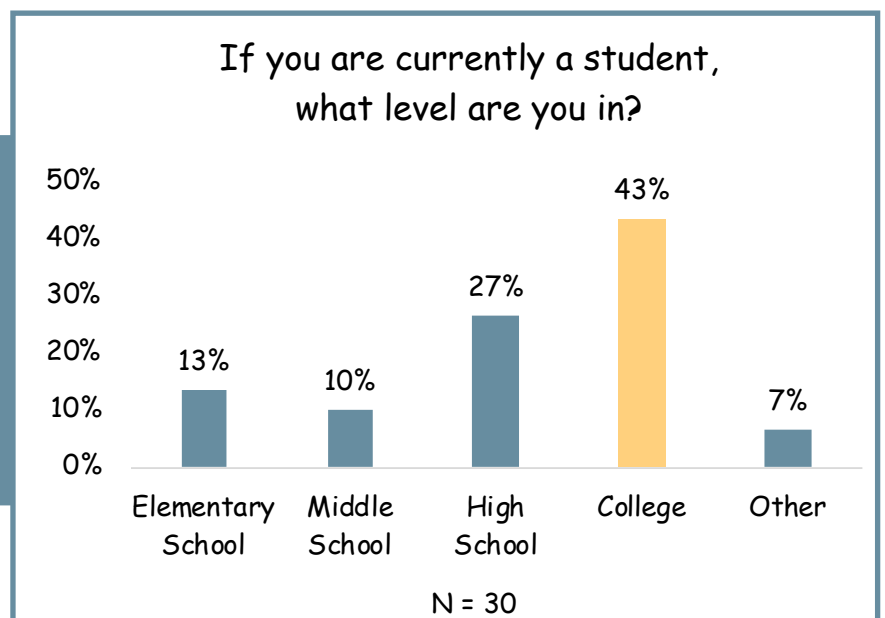
Educational Attainment Remains High

Nearly half of survey respondents (44%) have a college degree or higher, with 93% holding a high school diploma. As shown in the chart below, CTBL survey respondents have higher levels of educational attainment than the general population. They are 11% more likely to have a college diploma than the US population and 12% more likely to have attended some college.



* CTBL data includes respondents 22 years and older. Both Colorado and US data includes individuals 25 and older (source: US Census Data 2019).

The survey included a small sample of individuals who are currently students. Of the 30 student respondents, 13 were in college or university.



Engagement with CTBL

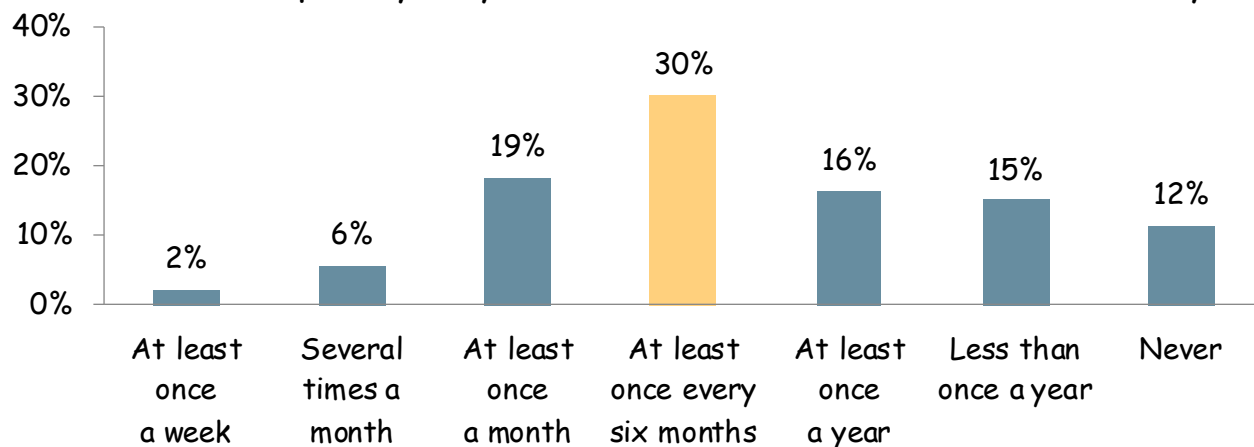
"I am very pleased with the whole service of the library. For example, I wanted books on horses, and they sent me the 'Black Stallion' series. Everyone I talk to on the phone is professional, kind, willing to take the time and listen. I got to visit the library and meet the readers [advisors] at an open house. We are so blessed to have this talking book library in Denver!"



Most Communication Infrequent & Over the Phone

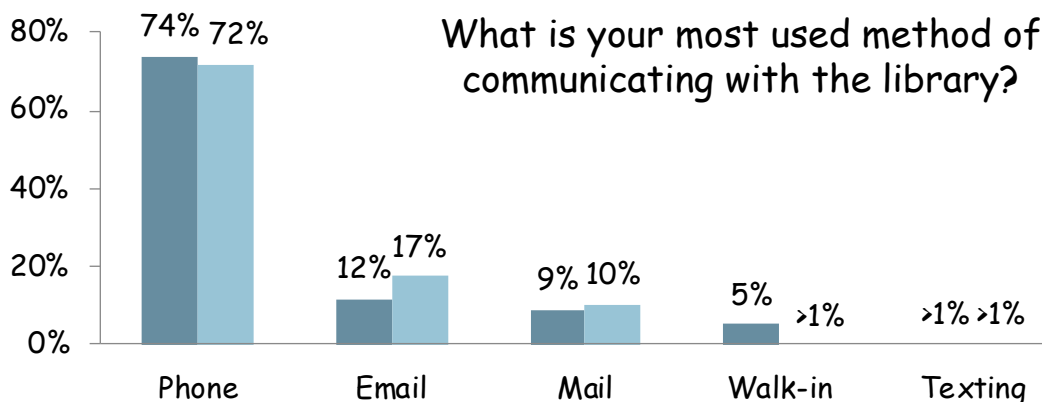
Most respondents reported contacting CTBL infrequently: 30% contacted CTBL at least once every six months, and 43% contacted CTBL once a year or less. Of those respondents who contacted CTBL more frequently, 19% did so at least once a month, and just 8% did so more frequently than this.

How frequently do you communicate with staff at the library?



N = 474

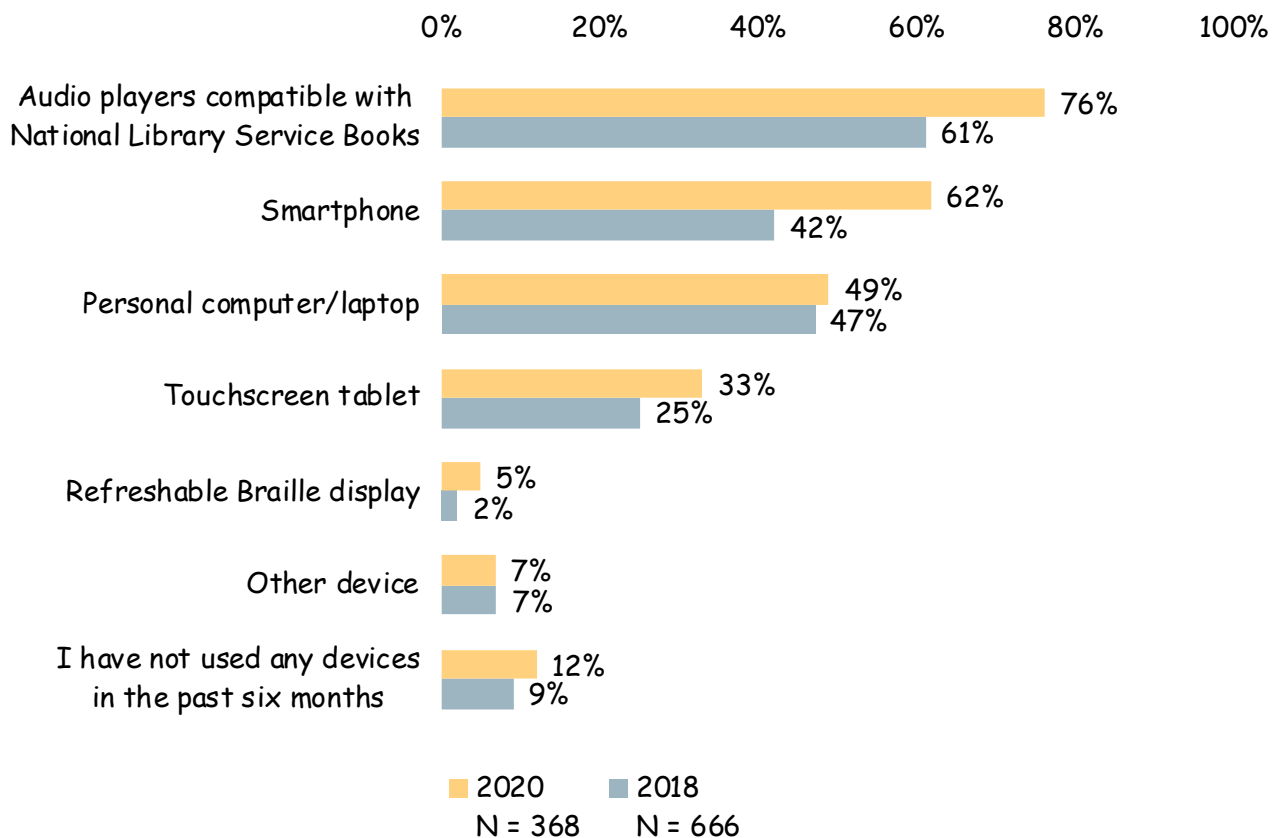
Patrons are able to communicate with CTBL through a number of different modalities: texting, email, phone, mail, and walk-in service. On March 20, 2020, CTBL closed to walk-in service due to the COVID-19 pandemic. As expected, respondents reported a decrease in "walk-in" as their most frequent way of communicating after the CTBL building closed to the public. Interestingly, respondents reporting email as their most common way of communicating with the library went up 5 percentage points after the closure—the same percentage that the "walk-in" category dropped. Otherwise, respondents' most used way of communicating with the library did not change much when the building closed. About 7 out of 10 respondents reported calling as their most used method of communication before and after the building closure.



Before March 20, 2020
N = 450

After March 20, 2020
N=420

What devices have you used in the last six months?



Since 2018, a higher percentage of respondents are using every type of device named on the survey, except for "other devices" which stayed the same.

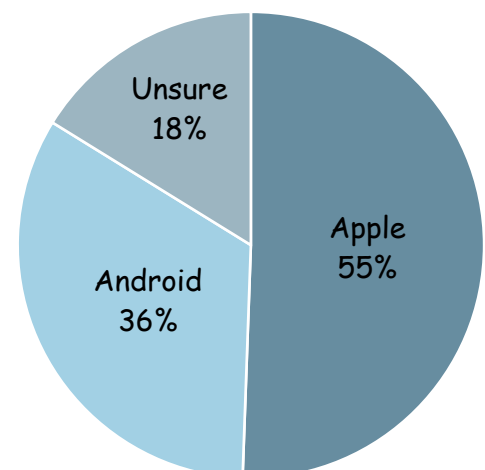
More than 3 out of 4 respondents said they used an audio player compatible with National Library Service books in the last six months, an increase of 15 percentage points from 2018. Reported smartphone usage also increased, from about 4 out of 10 respondents in 2018 to about 6 out of 10 in 2020.

We cannot say whether these increases in reported usage are part of a larger trend of devices becoming part of every day life or if these increases are also because of the pandemic.

The number of respondents who say they have not used any devices in the last six months also increased. This question was not asked on surveys prior to 2018, so it is unclear whether the increase is a trend.

The majority of respondents use an Apple device, but 18% of respondents do not know what type of device they use.

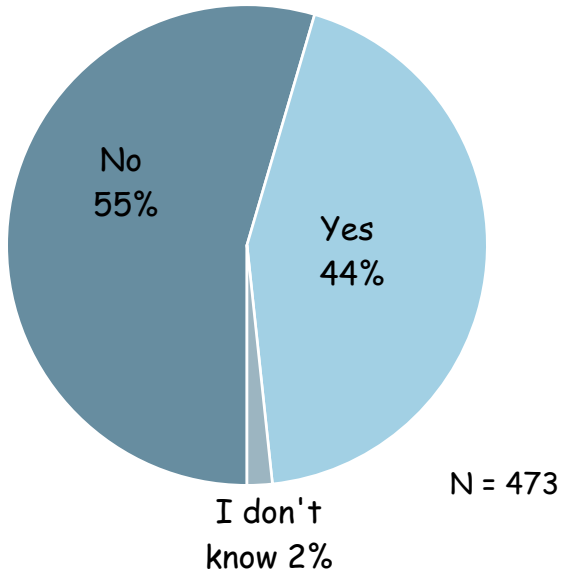
What type of smart or mobile device do you use?



N = 323

Survey Respondents Split on Texting

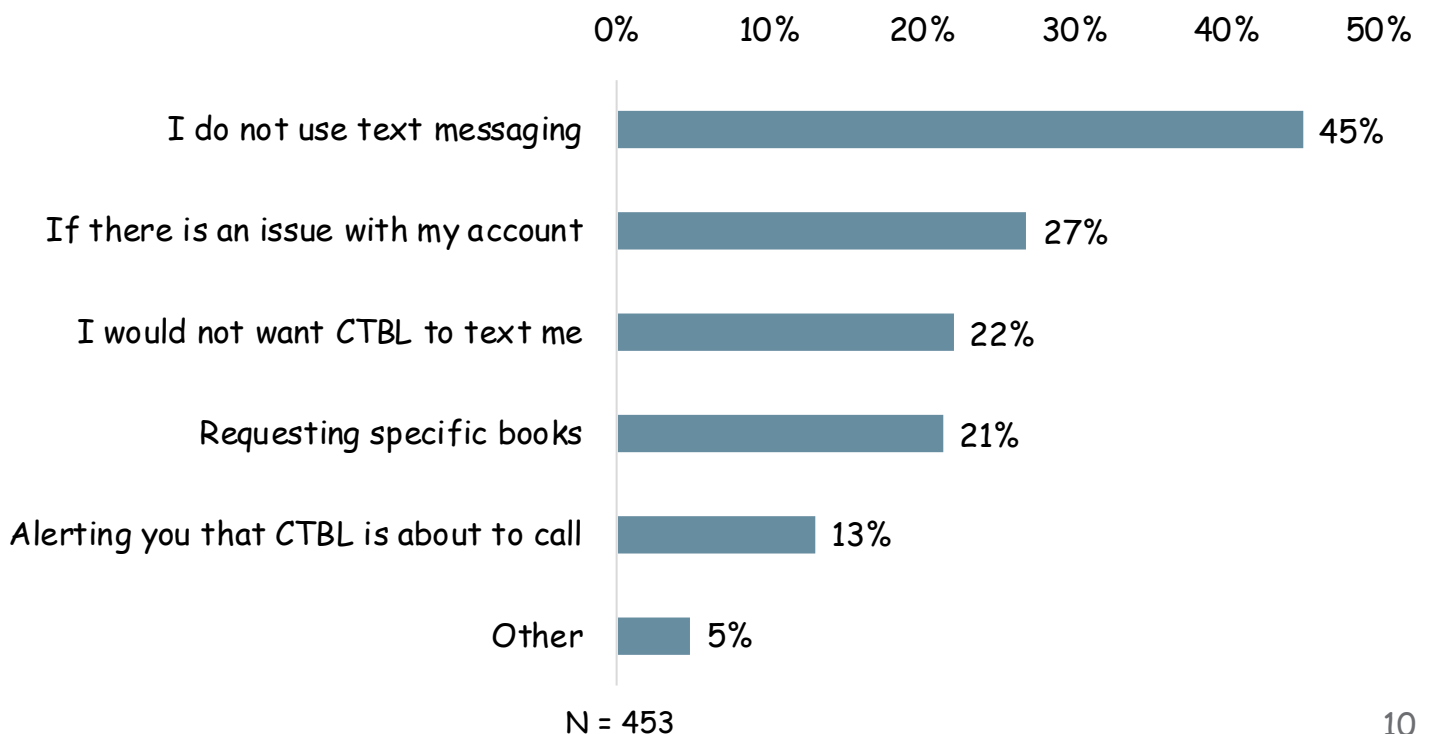
Do you use texting?



Just over half of respondents (55%) do not use text messaging. Slightly less than half of respondents (44%) do use text messaging.

Of the respondents who use text messaging, the most common reason they would want CTBL to text them is if there is an issue with their account (27%). Close to half of respondents (45%) reported that they do not use text messaging. While this percentage is slightly different than what was reported for the previous question, 20 fewer respondents answered this question.

When would you want CTBL to contact you using texting?



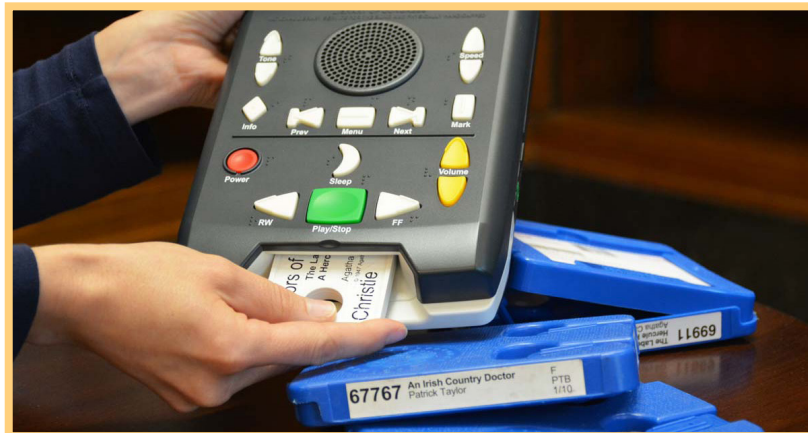


Section 3 -

CTBL Services

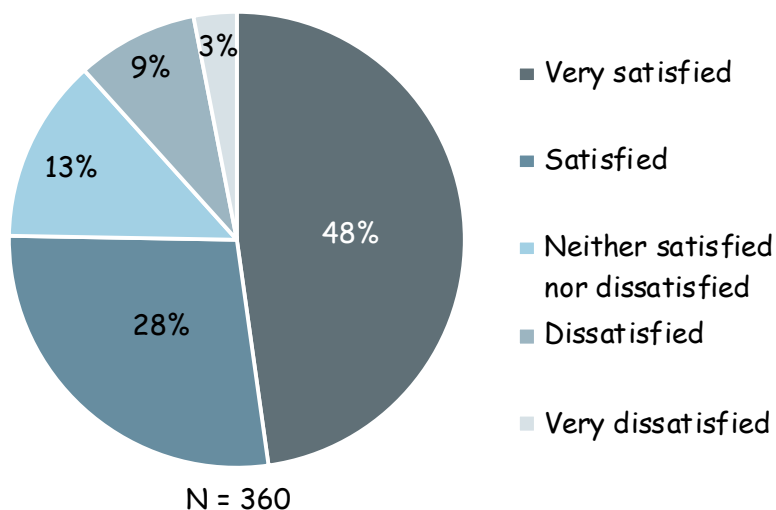
*"I do enjoy the books so much.
I am unable to read without
my machine and the books
bring me so much information
and enjoyment."*

Majority of Respondents Satisfied with Duplication on Demand

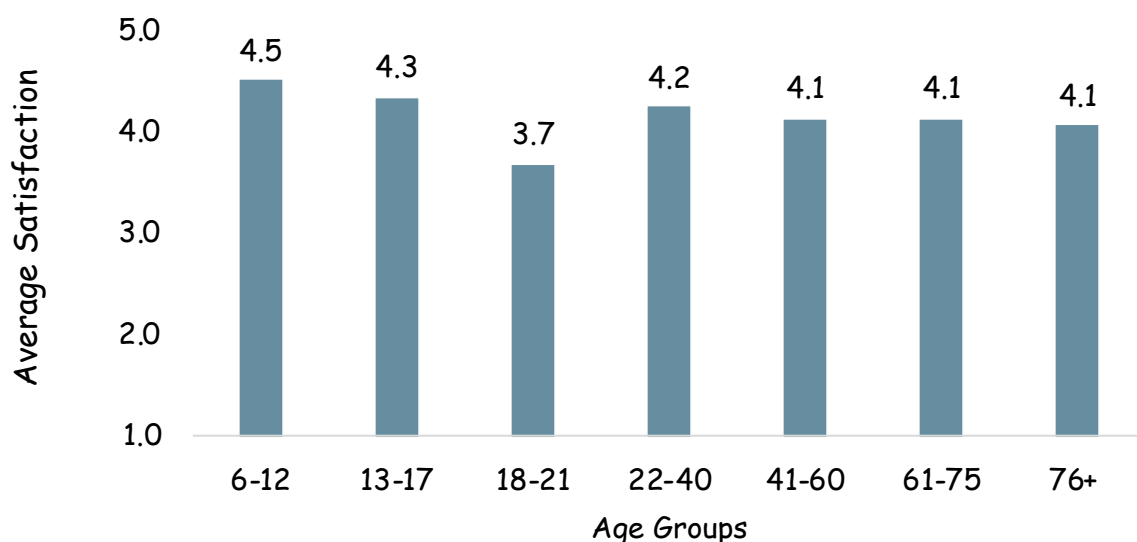


Duplication on Demand is a newer service where CTBL patrons receive multiple books on the same cartridge. About half (48%) of respondents are very satisfied with Duplication on Demand. About another quarter of respondents (28%) are satisfied with the service. Together, more than 3 out of 4 respondents (76%) are satisfied or very satisfied.

Satisfaction with Duplication on Demand



Different age groups similarly satisfied with Duplication on Demand

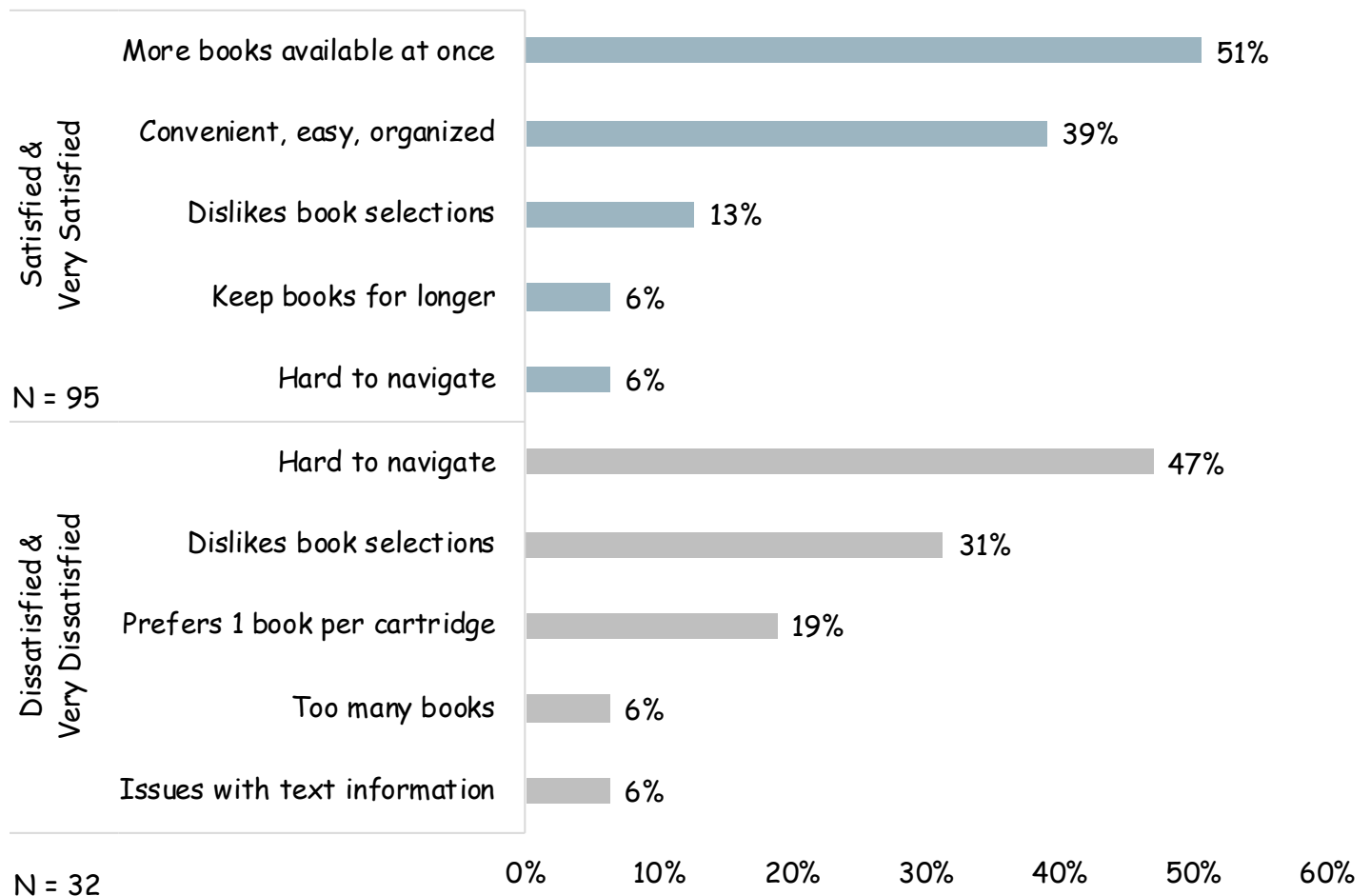


A one-way ANOVA analysis showed that there was no relationship between a respondent's age and their satisfaction with Duplication on Demand. In this chart, 5.0 represents "Very satisfied" with Duplication on Demand and 1.0 represents "Very dissatisfied." The average satisfaction level is between "Satisfied" (4.0) and "Very Satisfied" (5.0) for all but one age group.

What Do Respondents Like and Dislike About Duplication on Demand?

About half of respondents (51%) who are satisfied or very satisfied with the service cited having access to more books at once as a reason why. More than one-third of these respondents (39%) also said the service was convenient, easier to stay organized, and easier for working with the Postal Service. Some respondents who were satisfied with services still mentioned a couple of areas where they were dissatisfied: disliking some of the books they received (13%) and finding the cartridge difficult to navigate (6%).

Top Reasons Behind Ratings for Duplication on Demand

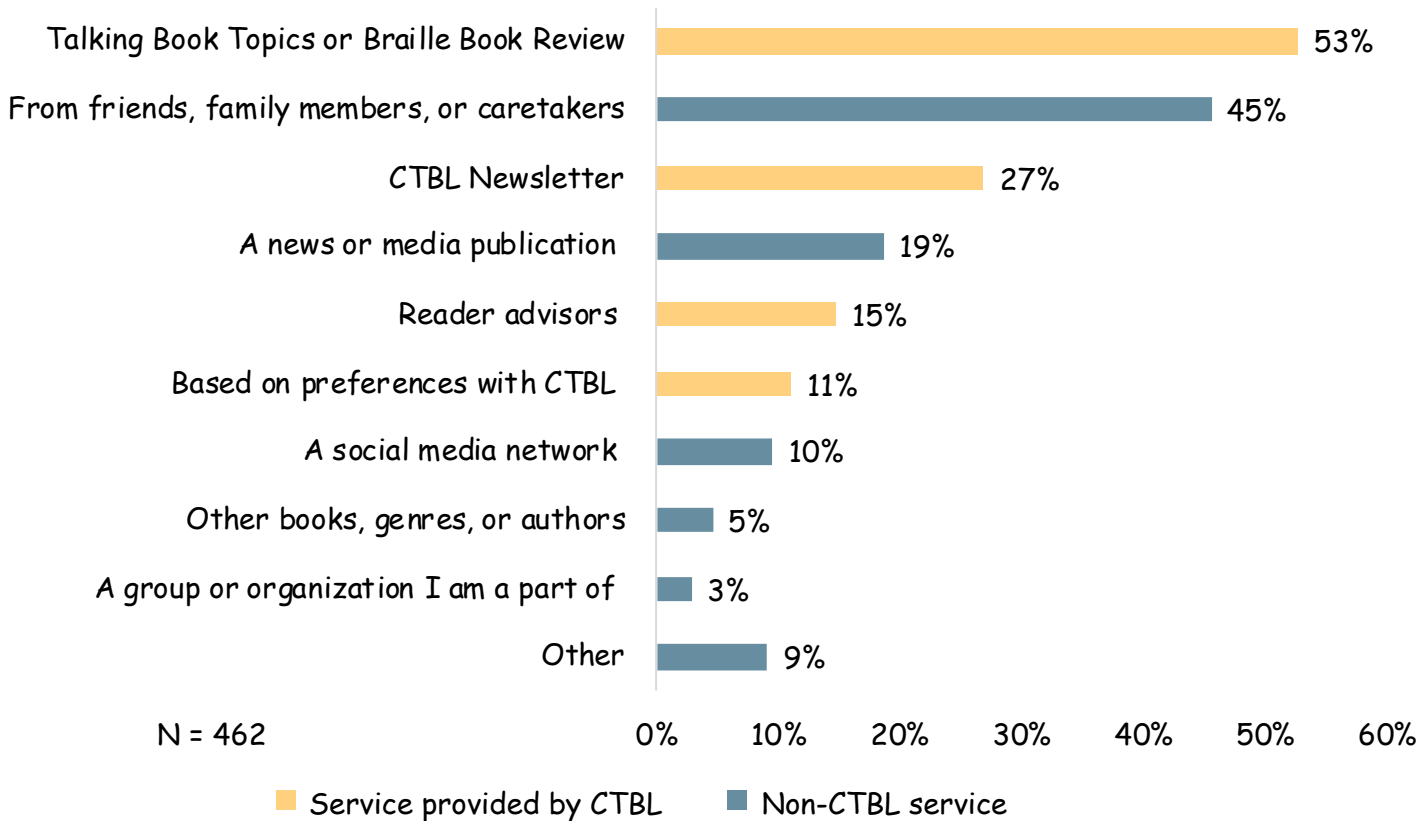


Almost half of respondents (47%) who are dissatisfied or very dissatisfied with the service said it was because it was hard to navigate the cartridge. Close to one-third (31%) of these respondents reported that disliking the book selections they received was a reason why they were dissatisfied with the service.

While book selections are really a separate service area from the Duplication on Demand delivery format, more than 10% of both respondents who were satisfied and those who were dissatisfied mentioned that they disliked the book selections. This seems to indicate that many respondents see the format of the books being delivered and the books themselves as one and the same.

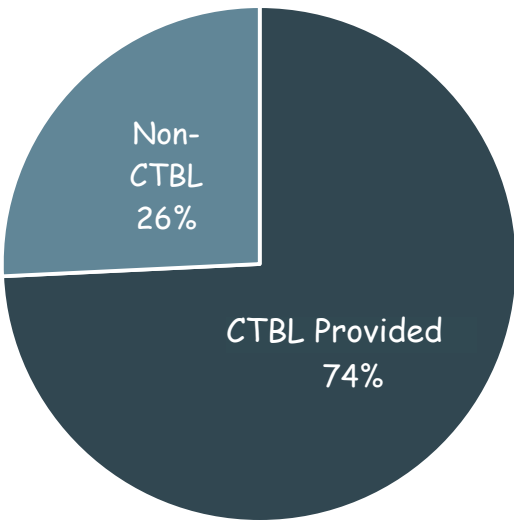
CTBL Services Popular for Helping Respondents Choose What to Read

How do you choose what to read next?



Choosing a new book can be an onerous task. The most common way respondents find new books is the Talking Book Topics or Braille Book Review magazines (53%). Almost half of respondents said family, friends, or caretakers help them learn about what to read next. Only 19% use a news or media source that discusses books, while 10% of respondents use a social media network like Good Reads.

Nearly 3 in 4 respondents use at least one service provided by CTBL to help them learn what to read next



CTBL provides multiple services to help patrons choose their next books. These include sending patrons the Talking Book Topics or Braille Book Review magazines, providing a CTBL newsletter with book lists, having reader advisors available, and an automatic selection process that is done based on a list of preferences patrons submit. Close to 3 out of 4 respondents (74%) said they use at least one of these CTBL services to help them learn about what to read next.

Respondent Ideas for Finding New Titles

When asked, "What other services or tools could help you learn about what books to read next," a total of 87 respondents provided additional comments, including:

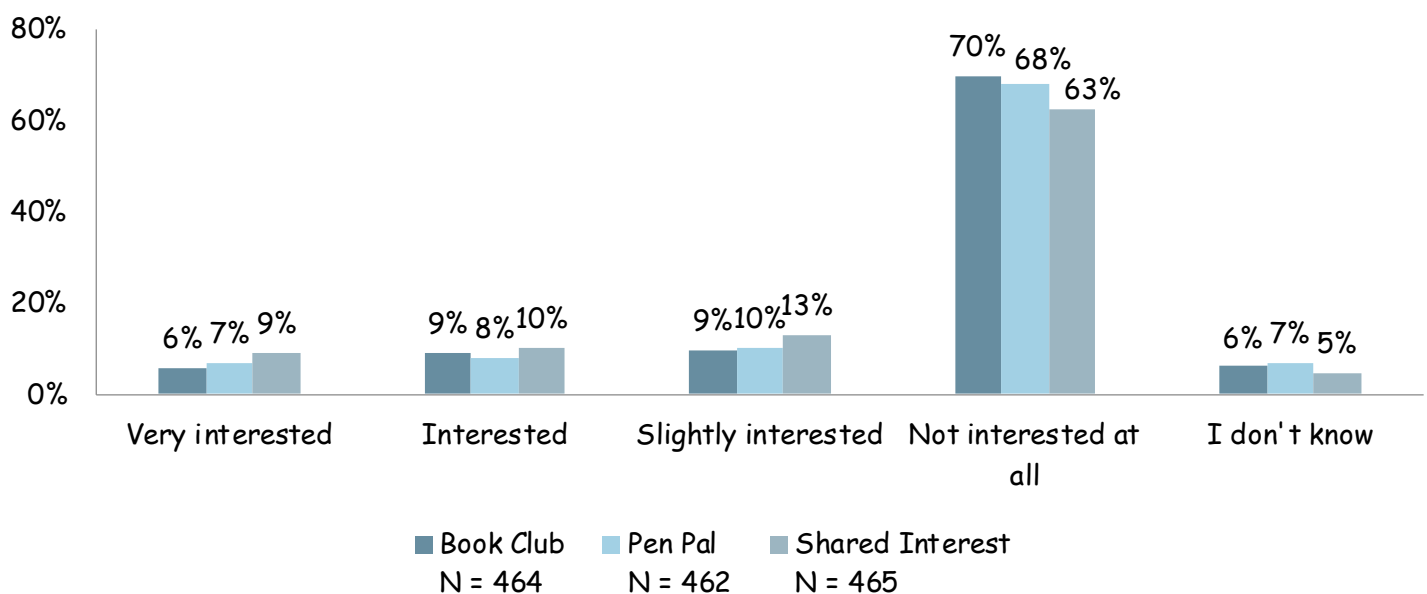
- » Several people suggested adding lists of top books by genre or author, or lists of recently released titles.
- » Some people requested more young adult, teen, or tween lists of books and videos.
- » Many people wanted to be able to find books by their favorite authors, including being notified when an author releases a new title.
- » The most popular suggestion was for a best seller list, whether in the newsletter or catalog.
- » Several respondents wanted to receive emails with a list of books and their descriptions. An equal number wanted to receive these suggestions over the phone. Only a couple of respondents wanted to be texted these suggestions.
- » A few respondents requested a list or booklet of books that come in a large-print format.
- » A few respondents also wanted to be notified when a new book in a series is available.
- » Somewhat tangential to the original question, a couple of respondents said they were not sure if the service they were suggesting already existed. They wanted to learn more about what CTBL offers.

Most Respondents Not Interested in New Services

The survey asked patrons about their interest in three potential new services that CTBL could offer. The "book club" service would consist of a volunteer reading the same book as patrons before discussing it together over the phone, like a two-person book club. The "pen pal" service would match patrons and volunteers to be pen, email, or "check-in" pals. For the "shared interest" service, the patron would be matched with a volunteer who shares an interest, like gardening or history, and periodically they would talk on the phone about that topic.

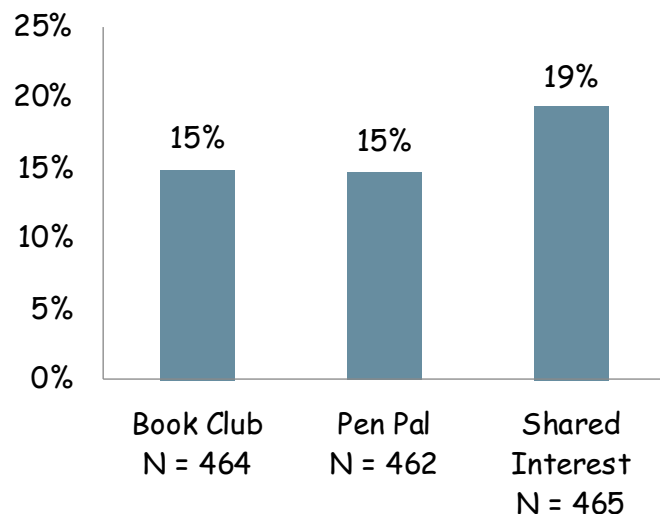
Overall, the majority of respondents were not interested at all in any of these new services.

Interest in new services



While many respondents were not interested, about 1 in 5 (19%) were interested or very interested in the "shared interest" service idea.

Very interested and interested responses totaled for each new service



Respondent Ideas for Connecting

A small subgroup of 37 respondents provided additional comments about new services to help patrons connect. Some key ideas shared were:

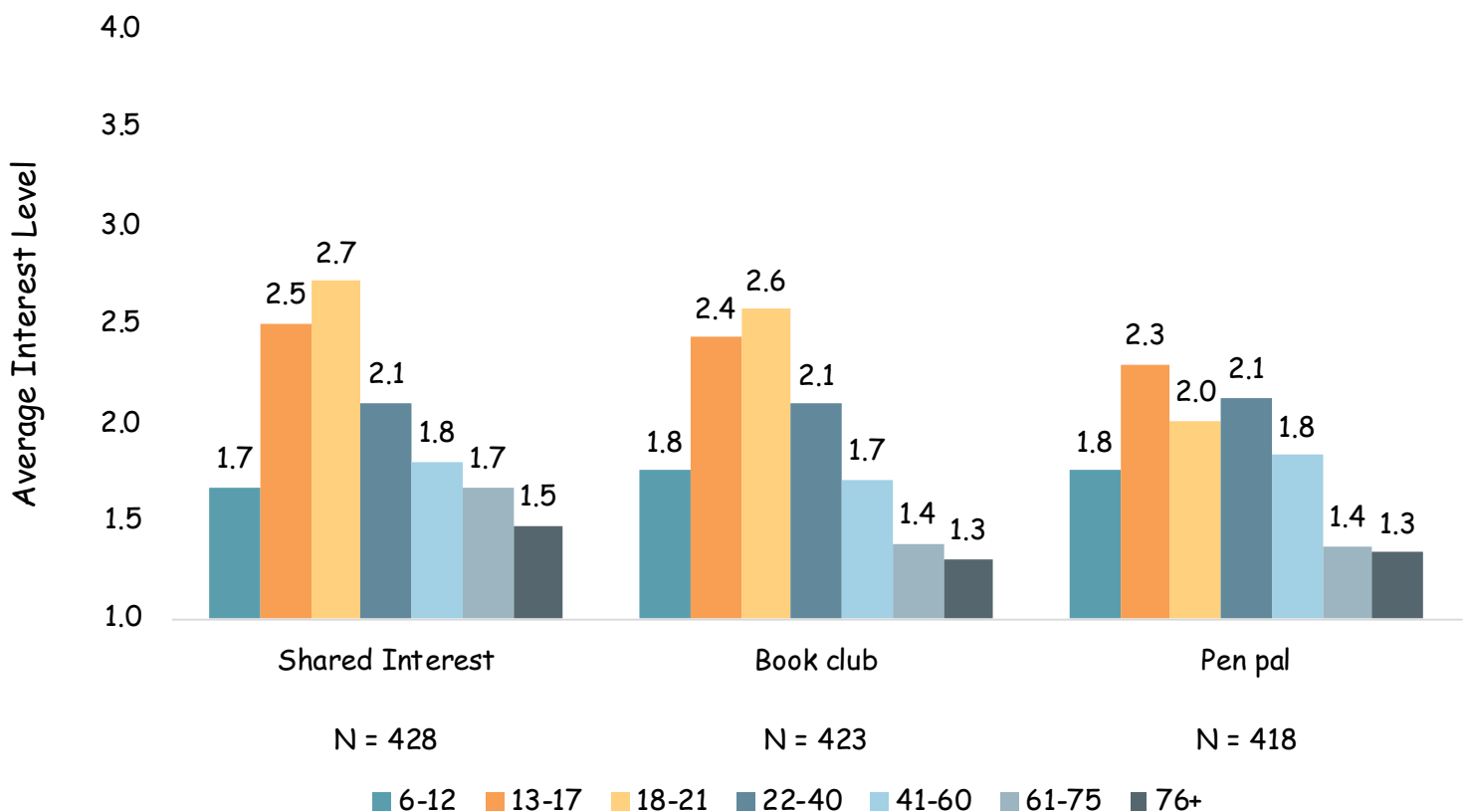
- » Several expressed interest in a book club and some said they would rather have a small group than a one-on-one book club.
- » Several people also suggested the book club take place on video chat.
- » Some respondents were also interested in the "check-in" concept and said they would prefer to use the phone.
- » A few respondents were interested in doing the "check-in," but felt like they had barriers to doing so, like having trouble using the phone or being non-verbal.
- » One respondent said they do not have a strong desire to socialize.
- » Several respondents said they were enthusiastic about all three concepts.
- » A few respondents expressed that they thought these were good ideas, but they did not personally have time or a need for them right now.
- » Several respondents expressed a desire to volunteer to be a check-in pal or otherwise connect with and support other patrons.
- » Several respondents suggested connecting to other patrons based around some shared interest or way of helping each other, such as learning about doing research together, or being connected with other patrons interested in topics such as technology or physics.
- » One respondent was interested in connecting with someone who had strong expertise in their topic of interest, like a professor.
- » Several respondents also expressed that talking with the Reader Advisors is an important social connection for them and noted that it has been more challenging during the pandemic.

Young Adults More Interested in New Services Than Other Age Groups

The chart below shows how interested different age groups were in new services. The number 1.0 represents "Not interested at all" and 4.0 represents "Very interested." A one-way ANOVA analysis showed significant differences between the interest levels across age groups for all three service ideas. Even though no age group was close to "Very interested" (a level 4.0), the data shows that young adults ages 18-21 were generally the most interested in these service ideas, with 13 to 17-year-olds also more interested than most other age groups.

Alpha = 0.05 for all three tests
 Significance for all three tests = 0.000

Interest in new services by age group



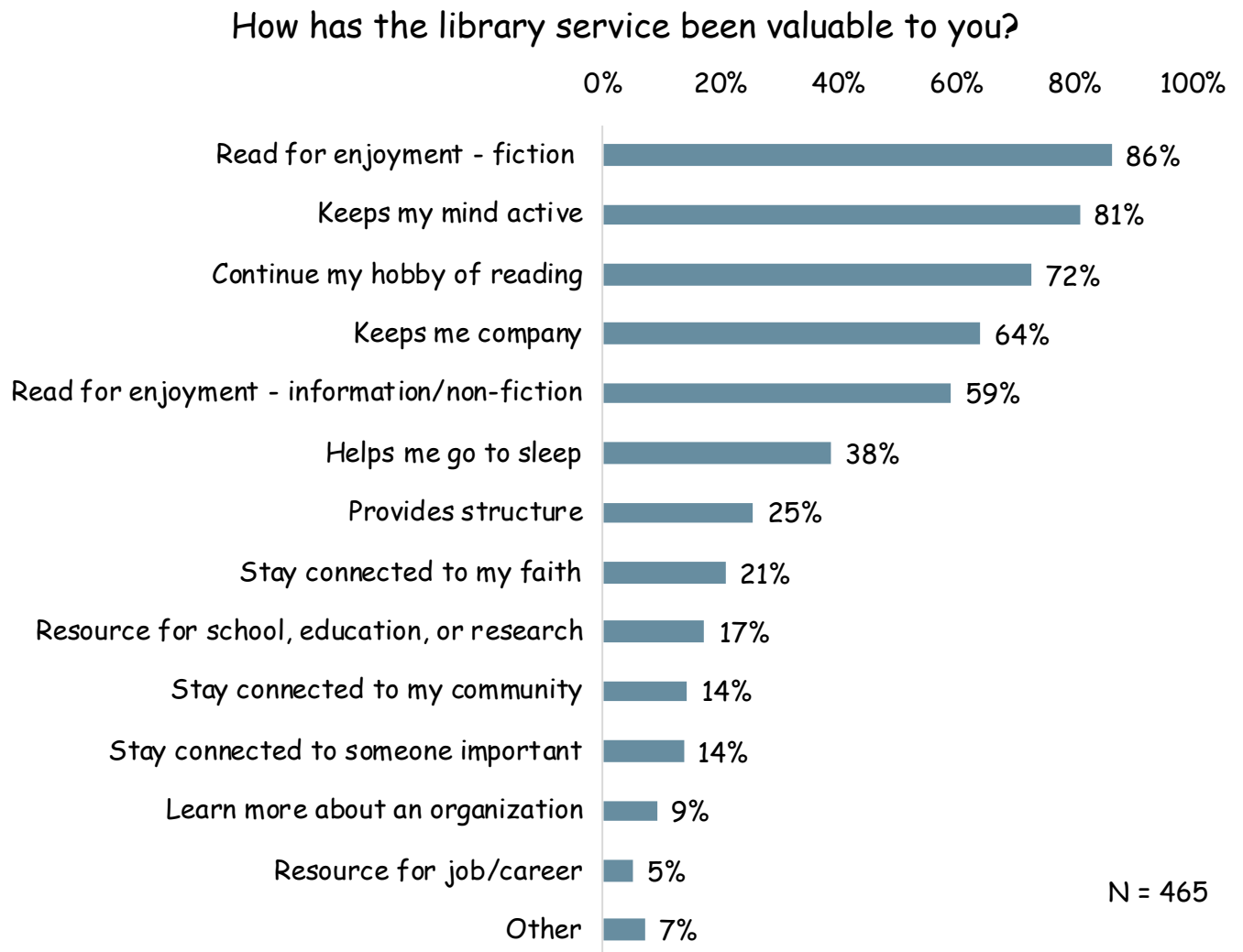
Section 4 -

Value & Satisfaction

"Patrick is a resident of a nursing home. His mom comes three times a week to read him a book. It's his favorite part of his weeks, especially during Covid. Thank you for what you do."



Respondents Find Value in Reading for Pleasure



Respondents had the option to select multiple answers on this question. Nearly 9 out of 10 people said that the library service has been valuable to them because it allows them to read for enjoyment, followed closely by 8 out of 10 people reporting that it helps keep their mind active. Of the top five choices, three of them suggest that reading is a source of pleasure for respondents.

Few people reported that CTBL is valuable as a resource for a job or career. This could be reflective of the fact that more than half of respondents are of retirement age.

On the next page, we'll look at the five most common reasons people value CTBL broken down by age group.

Not all Ages Value Library the Same

The top five elements that respondents value overall were different between age groups, giving us insight into how different age groups of respondents engage with CTBL.

Read for enjoyment - fiction

While the vast majority of respondents in all age groups reported that they read fiction for enjoyment, every respondent between the ages of 13 to 21 values CTBL for this reason.

Keeps my mind active

At least half of every age group reported that they value CTBL for this reason. Even larger percentages of older respondents value that CTBL helps keep their mind active: among respondents over the age of 60, more than 8 out of 10 respondents reported this value.

Continue my hobby of reading

This value has a big contrast between respondents who are 17 and younger and those who are 18 and older. Among respondents ages 18 and older, at least 7 out of 10 respondents reported they valued this. Among respondents 17 and younger, 1 out of 4 or fewer reported this value.

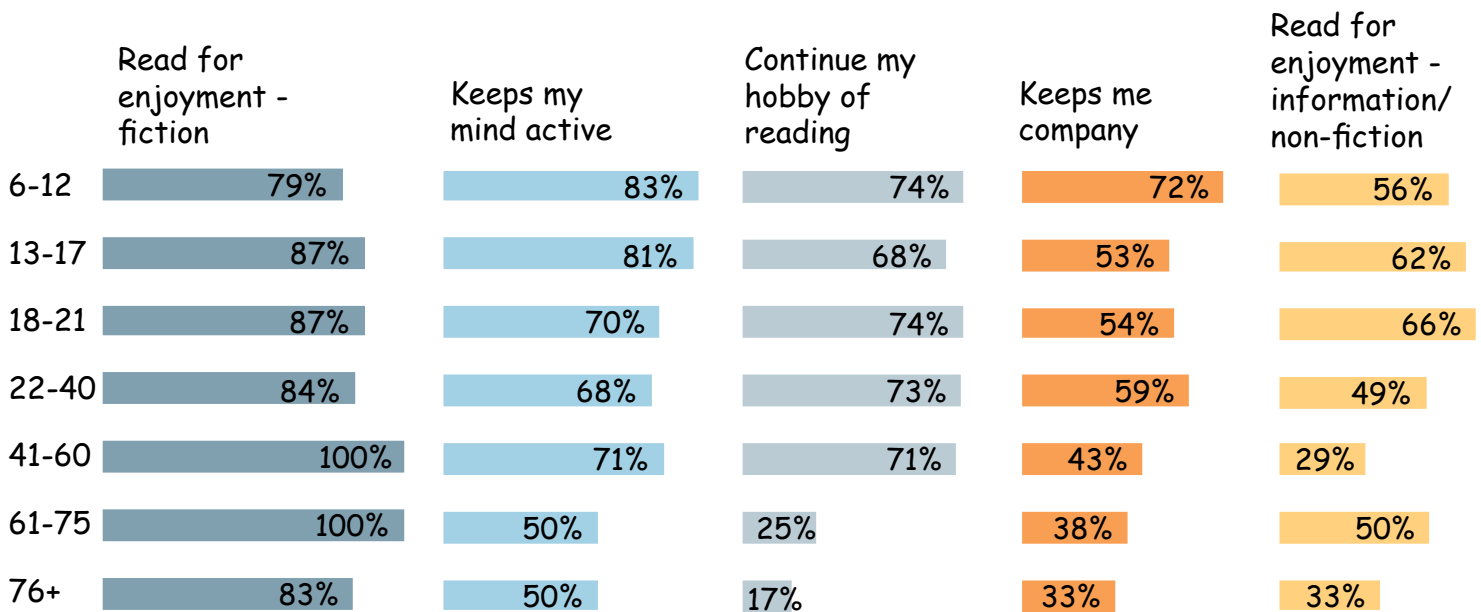
Keeps me company

This value varies quite a bit across age groups. It was reported by a particularly high percentage of respondents who are 76 and older: more than 7 out of 10 respondents in that age group value that CTBL services keep them company.

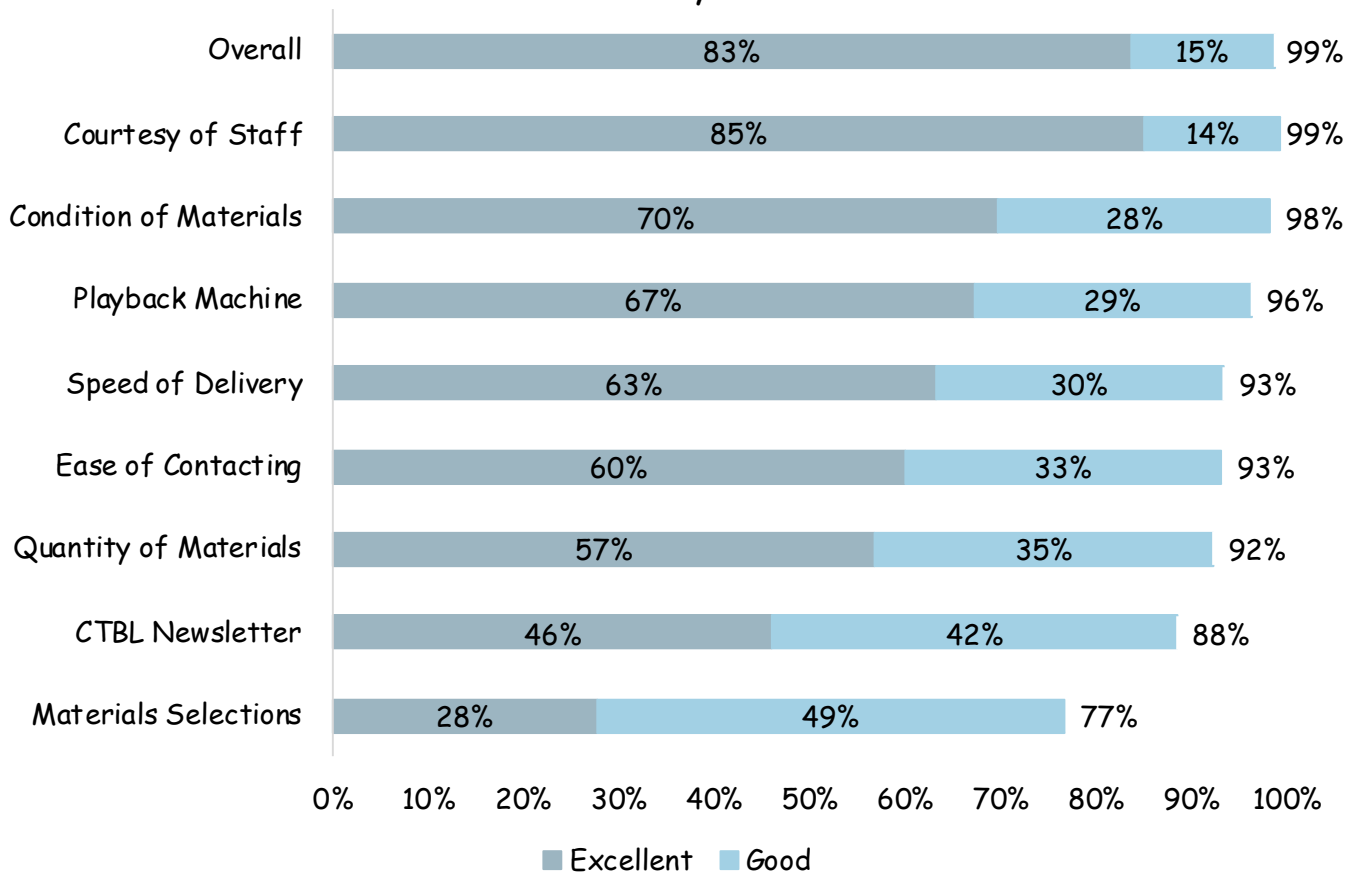
Read for enjoyment - nonfiction

This value also varies quite a bit between age groups. The largest portion of respondents ages 41 to 60 valued reading non-fiction for enjoyment: more than 6 out of 10 respondents in that age group value this about CTBL.

Value Top Five by Age Group



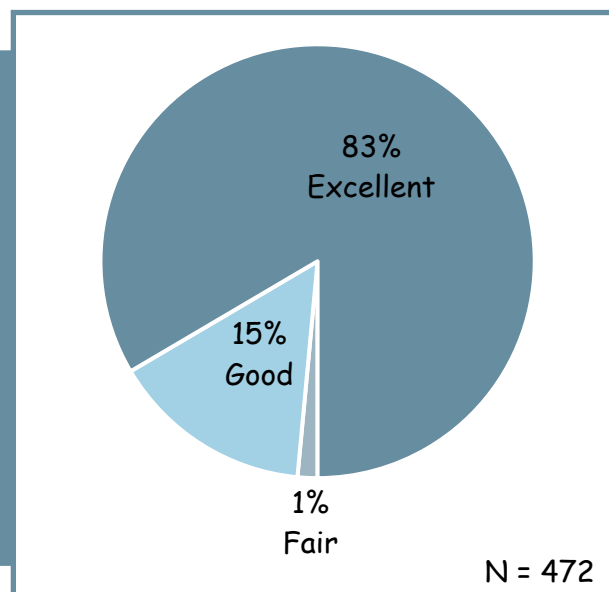
Satisfaction by Service Area



Overall satisfaction, courtesy of staff, condition of materials, and the quality of the playback machines provided are all rated very high, with more than 95% of respondents rating each of these services as good or excellent. Sample size varies by service area (all areas have at least 369 respondents).

Overall Satisfaction with Services in 2020

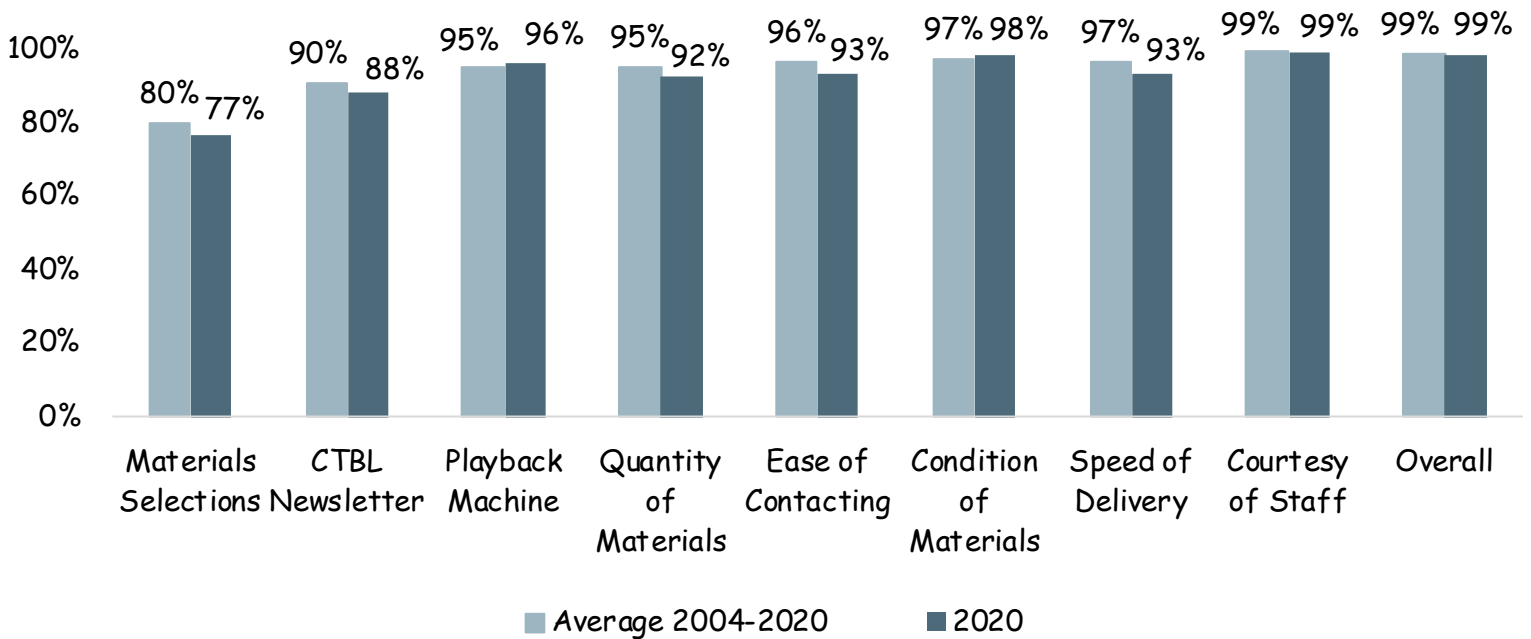
Overall satisfaction is very high, with 99% of respondents rating service as good or excellent, only 1% rating as fair and no respondents rating as poor.



* These data exclude respondents who did not answer the question and those who marked "N/A" on this question.

2020 Satisfaction Similar to Historical Average

2020 Compared to Average Percentage of Good + Excellent Ratings 2004-2020



On average, overall service and courtesy of staff are rated extremely high, with close to 100% of respondents rating them as good or excellent. Most other areas of service average ratings of 95% or higher. Materials selections and the CTBL newsletter are areas where respondents historically have reported lower levels of satisfaction.

Results for 2020 are similar to the averages for 2004-2020. Respondent satisfaction with the overall quality of service and courtesy of staff remained high, which is important considering the challenges that 2020 presented to delivering service. Compared to the historical average, satisfaction ratings for both the playback machine and condition of materials increased by 1% in 2020.

There were some service areas where satisfaction was slightly lower than average in 2020. While we cannot say for sure why, it is possible that satisfaction ratings for ease of contacting and speed of delivery were both lower than average due to COVID, which impacted the Postal Service and the process for contacting the library.

Service Area	2004	2006	2008	2010	2012	2014	2016	2018	2020	Average	Median
Materials Selections	84%	85%	85%	79%	78%	77%	77%	76%	77%	80%	78%
CTBL Newsletter	74%	94%	95%	93%	94%	93%	91%	90%	88%	90%	93%
Ease of Contacting	97%	98%	97%	96%	97%	96%	95%	97%	93%	96%	97%
Quantity of Materials	98%	99%	97%	96%	95%	93%	93%	94%	92%	95%	95%
Playback Machine	96%	94%	88%	96%	96%	97%	97%	97%	96%	95%	96%
Condition of Materials	95%	96%	95%	97%	98%	97%	97%	99%	98%	97%	97%
Speed of Delivery	99%	99%	98%	97%	98%	95%	93%	97%	93%	97%	97%
Courtesy of Staff	100%	99%	98%	99%	99%	99%	99%	99%	99%	99%	99%
Overall	100%	100%	99%	98%	99%	98%	99%	98%	99%	99%	99%



Appendices



APPENDIX A - Methods

We used stratified random sampling to select participants. The random sample consisted of active CTBL patrons stratified by age to ensure accurate representation. Our 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.

In 2020, surveys were completed by 485 patrons, with an overall response rate of 23% (response rate is calculated as Total Completed Surveys/Survey Invitations).

Since 2012, the overall survey response rate has been between 22-28%. In 2020, we had one of the highest response rates for the 22 to 40 age group in recent years.

2020 Sampling

Age Group	Target Completions	Survey Invitations	Total Completions	Response Rate
Under 18	17	136	14	10%
18-21	6	71	7	10%
22-40	28	235	37	16%
41-60	64	287	61	21%
61-75	126	448	116	26%
76+	253	902	234	26%
Unknown	8	21	16	78%
Total	500	2100	485	23%

Historical Survey Responses

Category	2004	2006	2008	2010	2012	2014	2016	2018	2020
Under 18	5%	6%	13%	13%	9%	9%	6%	3%	10%
18-21	3%	1%	5%	5%	3%	2%	1%	22%	10%
22-40	6%	4%	10%	11%	16%	7%	7%	6%	16%
41-60	13%	12%	19%	23%	21%	22%	18%	19%	21%
61+	74%	77%	53%	49%	51%	60%	64%	73%	52%
Overall response rate	18%	15%	28%	33%	27%	26%	28%	22%	23%
Total completed surveys	540	438	1067	805	549	454	481	682	485

APPENDIX B - Survey

COLORADO TALKING BOOK LIBRARY
2020 PATRON SURVEY
Conducted by Library Research Service

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 4, 2020. 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 at 1-800-685-2136 and leave a message. A Reader Advisor will call you back to complete the survey.

1. How frequently do you communicate with staff at the library, including by phone, texting, email, 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 was your most used method of communicating with the library BEFORE the library closed to the public on March 20, 2020?

- Phone Texting Email Mail Walk-in

3. What was your most used method of communicating with the library AFTER the library closed to the public on March 20, 2020?

- Phone Texting Email Mail Walk-in

4. 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: _____
- I have not used any devices in the past six months
- I don't know which devices I have used

5. 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.)
- I don't know what type of device I have

6. How satisfied are you currently with "Duplication on Demand" (receiving multiple books on one cartridge)? (Mark one)

- Very satisfied
- Satisfied
- Neither satisfied nor dissatisfied
- Dissatisfied
- Very dissatisfied
- Does not apply

7. Can you share more details about why you are or are not satisfied with "Duplication on Demand?"

(You can skip this question if it doesn't apply to you)

8. 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: _____

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

10. Do you use text messaging? (Mark one)

- Yes
- No

11. When or for what reasons would you like CTBL to use text messaging to contact you? (Mark all that apply)

Note: this information will not be associated with your patron account. If you want to update the communication preferences specified in your account, please contact CTBL.

- Texting to alert you that CTBL is about to call you
- If there is an issue with your account
- Requesting specific books
- Other—please specify: _____
- I would not want CTBL to contact me using text messaging
- Not applicable—I do not use text messaging

12. How much do each of the following ideas for new library services interest you? (Mark all that apply)

A. A volunteer reads the same book as you and then you discuss it together over the phone, like a two-person book club

- Very interested
- Interested
- Slightly interested
- Not interested at all
- I don't know

B. Being matched with a volunteer who shares an interest, like gardening or history, and periodically talking together on the phone about that topic

- Very interested
- Interested
- Slightly interested
- Not interested at all
- I don't know

C. Being matched with a volunteer as a pen, email, or "check-in" pal

- Very interested
- Interested
- Slightly interested
- Not interested at all
- I don't know

13. If you have any additional comments about ideas for additional services to help you stay connected, please share them below:

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

(Mark all that apply)

- Read for enjoyment - fiction (novels, mysteries, etc.)
- Read for enjoyment - information/non-fiction (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: _____

15. 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

16. 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 percent of CTBL users are age 60 or older."

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 the CTBL user and not yourself.

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

- Yes ➡ go to Question #18
- No ➡ go to Question #19

18. 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: _____

19. Which gender do you most identify with?

- Woman
- Man
- Gender non-conforming

20. What is your age group?

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

21. 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)

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

23. Name: _____

24. Phone number: _____

25. Email address: _____

26. Would you like a Reader Advisor to contact you to resolve an issue with "Duplication on Demand?" (Mark one)

- Yes
- No

27. 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.



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Museum and Library
SERVICES



COLORADO
Department of Education