

COLORADO TALKING BOOK LIBRARY SURVEY RESULTS: 2005

**Prepared by
M. Claire Williamson
Library Research Service**

**June
2005**

Colorado Talking Book Library Survey Results: 2005

Introduction

The Colorado Talking Book Library (CTBL) provides services, at no cost, to Coloradans of all ages who are unable to read standard print material due to visual, physical or learning disabilities. CTBL provides recorded, Braille and large-print books and magazines, as well as a small collection of descriptive videos.

As part of the larger effort of the Colorado State Library to evaluate its services, in April 2005, a patron survey was developed by the Library Research Service, in conjunction with CTBL, in order to evaluate the current services of CTBL and to plan for future services. The survey, a combination of an outcome-based and customer satisfaction questionnaire, was mailed out to a random sampling of 3000 patrons of CTBL. (See Appendix A). The survey was also accessible online. Assistance with filling out the survey was available by telephone or at CTBL, for any patron requesting such assistance.

There were 540 surveys returned (or completed with assistance from CTBL), which represents a return rate of approximately 18%.

General Demographics of CTBL Patrons

Among other factors, CTBL tracks its patron base by age and disability. As of June 2004, just over 53 percent of the patrons of CTBL were over the age of 61. The next largest category, at nearly 15 percent, is those patrons between the ages of 41 and 60, followed by 22-40 year-olds (13%), 18-21 year-olds (8%), and 13-17 year olds (7 %). Those patrons under 12 years of age constitute less than 4 percent of CTBL's patron base. As of June, 2004, CTBL had a total of 10,504 active patrons. (See Table 1).

In terms of disability, patrons who are blind or have some type of visual impairment make up the largest percentage of CTBL's patron base. Of the 10,504 active patrons, 4,378 patrons have identified that they have a visual disability. An additional 3,184 patrons are blind. A small number of patrons (15) are both blind and deaf. The next largest category of disability is those patrons (2,098) with a reading disability, with the age group of 22-40 year-olds having the largest percentage of patrons with this disability. The number of patrons with a physical disability is substantially lower, with a total of 829 patrons. (See Table 1).

Table 1
CTBL Patrons by Age and Disability

Age	Blind	Deaf & Blind	Visual Disability	Reading Disability	Physical Disability	Total
0-5	18	0	11	1	1	31
6-12	104	1	92	140	21	358
13-17	88	2	173	486	67	816
18-21	81	2	196	501	61	841
22-40	292	1	285	619	129	1,326
41-60	577	5	564	191	205	1,542
61+	2024	4	3057	160	345	5,590
Total	3184	15	4378	2098	829	10,504

June 2004

Survey Results Regarding Patron Demographics

Respondents were asked to provide basic demographic information about their gender, age, and education level. Of the respondents:

- Almost two-thirds were female (63%) and one-third were male (37%). (See Chart 1).
- Nearly three-fourths were over the age of 61 (73.6%), with the next highest category of those between the ages of 41 and 60 (12.9%). (See Chart 2).
- Nearly two-thirds (62%) have at least some college or a college degree, and an additional 26% have graduated from high school. (See Chart 3).
- A small percentage are currently students (5 %).

The survey results indicate that those patrons over the age of 61 were most likely to fill out the survey. As this age group only represents 53 percent of CTBL’s active patron base, the results of the survey may be somewhat biased toward this age group. The results also suggest that CTBL has an educated patron base, with a large majority of respondents having either some college or a college degree.

Colorado Talking Book Library Survey Results: 2005

Chart 1
Gender of Respondents

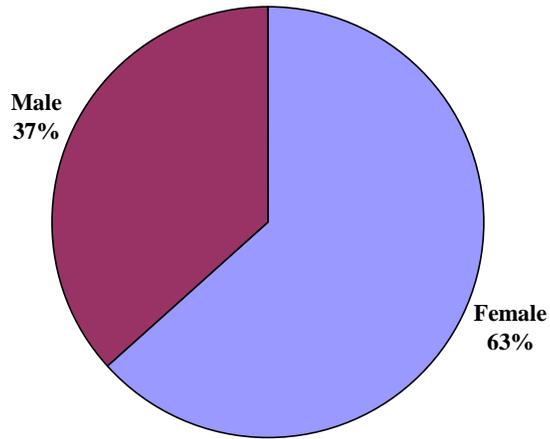


Chart 2
Age of Respondents

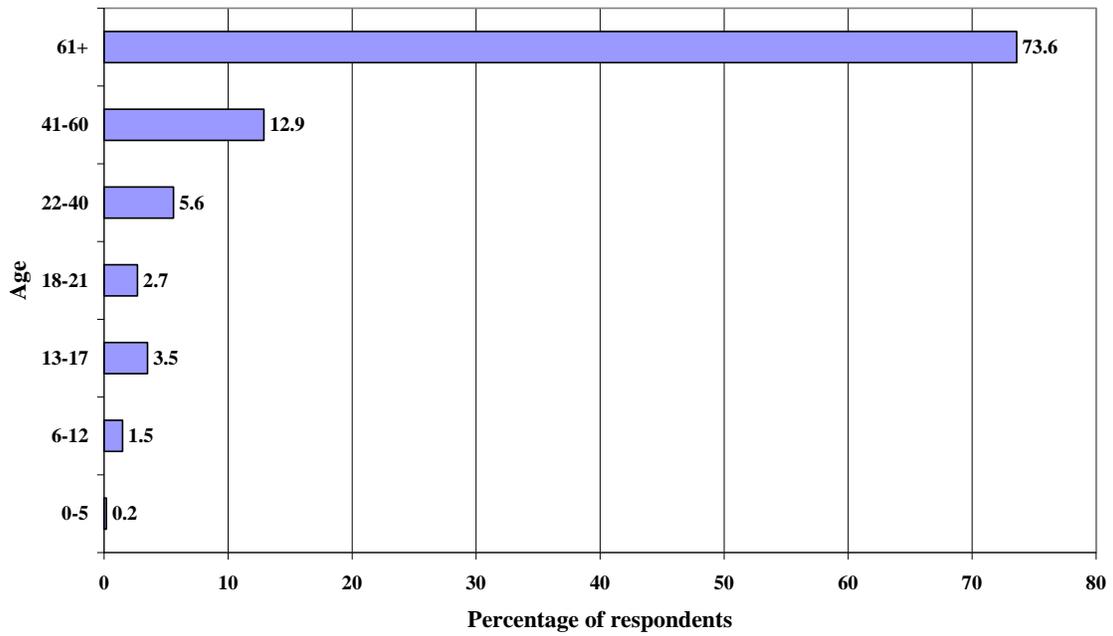
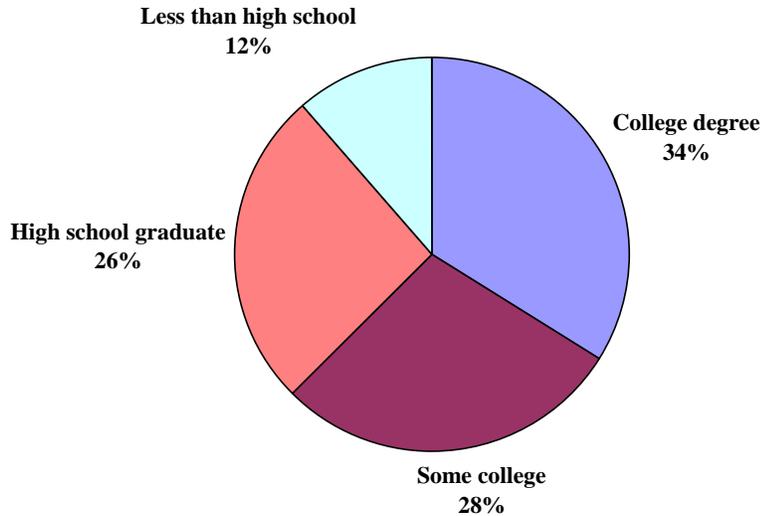


Chart 3
Respondents' Highest Level of Education



Communicating with CTBL

Respondents were asked two questions regarding how they communicate with CTBL. They were asked how frequently they communicate with the library and to identify their regular/most-used method of communicating with CTBL. Of the respondents:

- Nearly one-third communicated with CTBL monthly (30%), followed by quarterly (20%), and about every 6 months (15%). (See Chart 4).
- Nearly three-fourths said their regular/most-used method of communicating with the library was by phone (72%), followed by mail (15%), e-mail (8%), and walk-in (5%). (See Chart 5).

Colorado Talking Book Library Survey Results: 2005

Chart 4
How Frequently Do You Communicate With the Library?

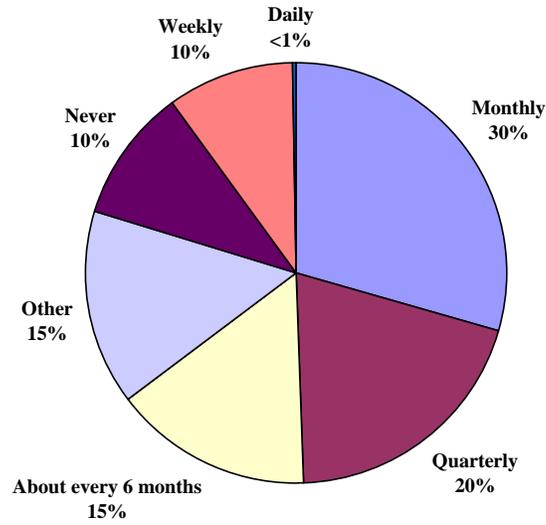
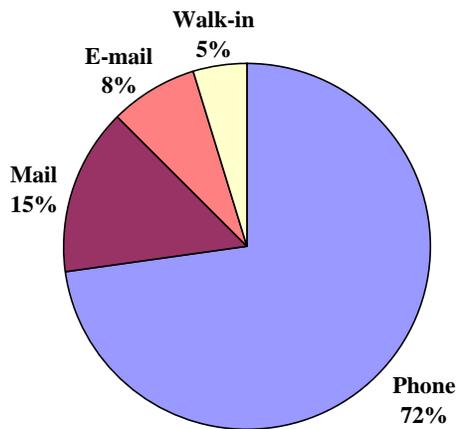


Chart 5
What is Your Regular/most Used Method of Communicating With the Library?



Use of CTBL Resources for School

Respondents were asked to identify whether they were current students and at what level. Of the 30 respondents who were students, 10 were in college, 12 were in high school, 6 were in middle school, and 2 were in elementary school.

Students were also asked whether the materials provided by CTBL were received in a timely manner and whether the audio format was a barrier to using the materials in the classroom. Of the students:

- An overwhelming percentage (93%) said the items requested for school use were received in a timely manner. (See Chart 6).
- A majority (56%) responded that the audio format was a barrier to using the materials in the classroom. The highest number of “yes” responses came from high school students. (See Chart 7).

Chart 6
If Library Items Are Requested for School Use, Are they Received in a Timely Manner?

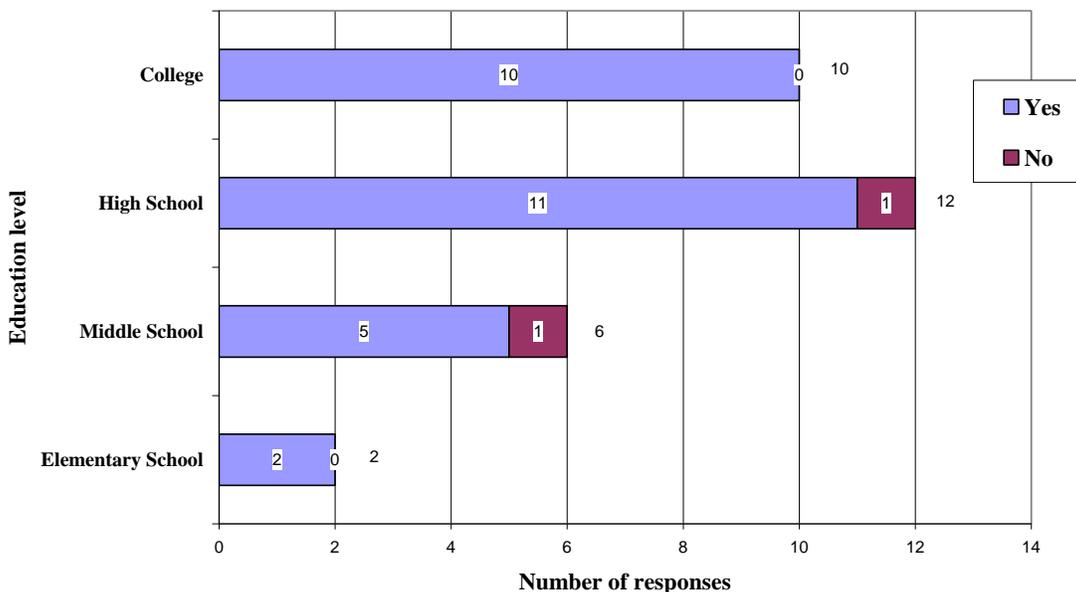
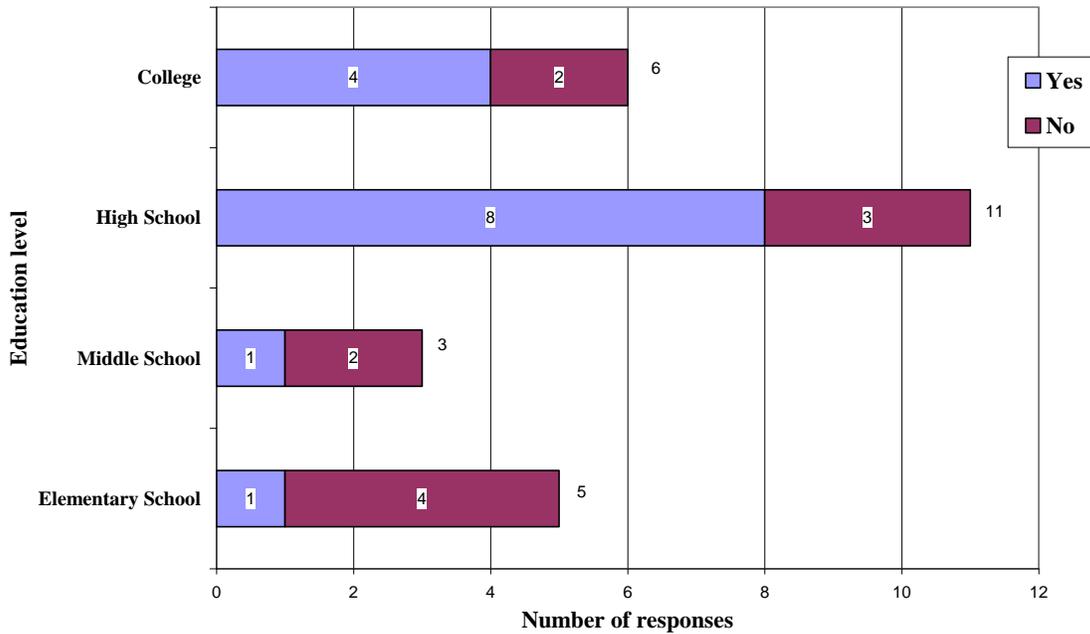


Chart 7
If the Library's Materials are Used at School, is the Audio Format a Barrier to Using Them in the Classroom?



Computer Use

The next set of questions addressed the respondents' use of computers. Over half of the respondents (63%) said they did not use a computer. (See Chart 8). Cross tabulations were done to examine the relationship between the use of computers and age. (See Chart 9). Results indicate that:

- Less than one-quarter of respondents age 61 and over use a computer.
- Almost one-third of respondents age 41-60 use a computer.
- Nearly two-thirds of respondents age 22-40 use a computer.
- Of the 18-21 year-olds, 92 % use a computer. Of the 13-17 year-olds, 94% use a computer and 71 % of 6-12 year-olds use a computer.

Chart 8
Do You Use a Computer?

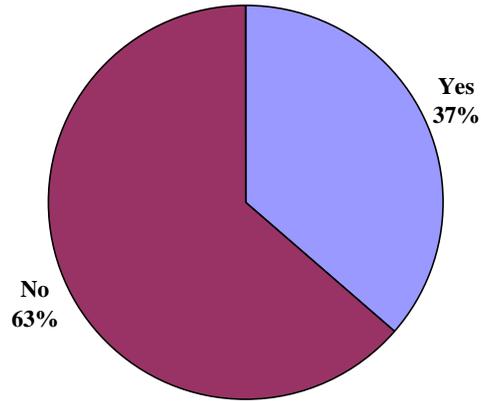
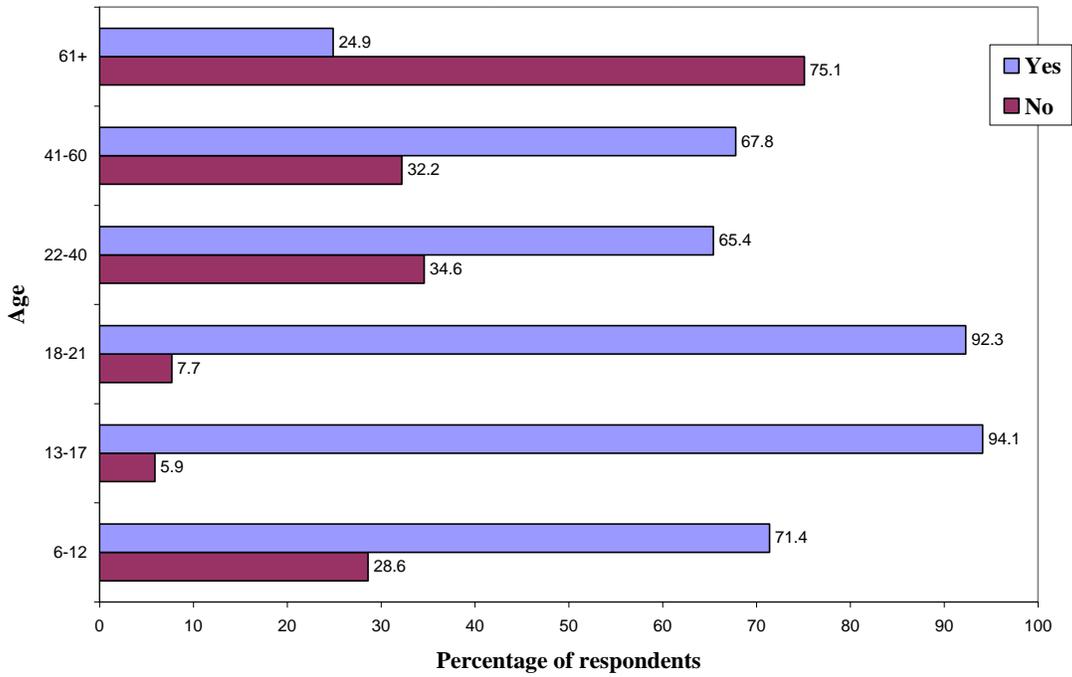


Chart 9
Computer Use and Age

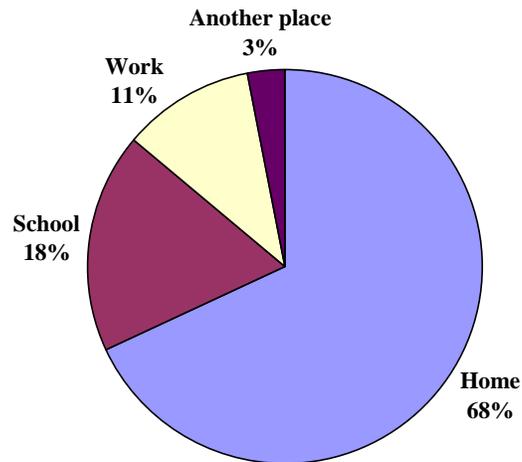


Colorado Talking Book Library Survey Results: 2005

Respondents who indicated that they use a computer were also asked to state where they use a computer and identify what activities they do on the computer.

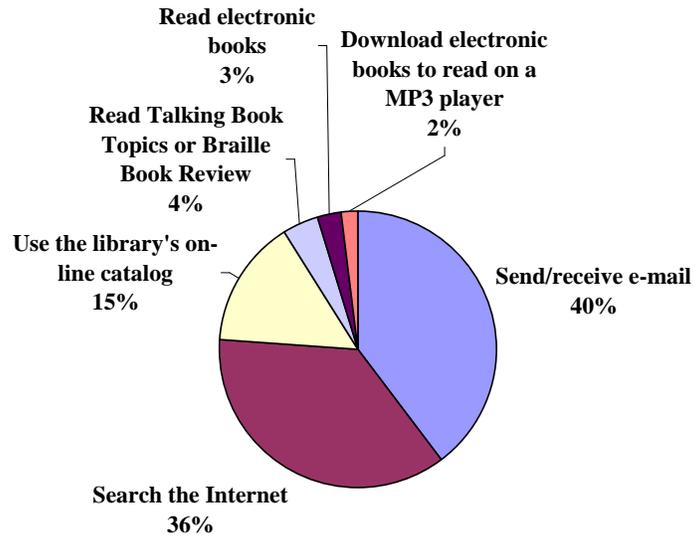
- More than two-thirds of respondents (68%) said they use a computer at home, followed by at school (18%), work (11%) and other places (3%). (See Chart 10).
- Other places included: library, assisted living facility, occupational laptop, friend's house, and on the desk at the art museum.
- The most common activities on the computer were send/receive e-mail (40%), search the internet (36%), and use CTBL's online catalog (15%). (See Chart 11).

Chart 10
Where Do You Use a Computer?



Those respondents who indicated they used a computer were also asked whether they had a device to listen to digital/electronic books away from their computer. Just over 70 percent of respondents stated they did not have such a device. For those respondents who indicated they did have a device, an MP3 player was the most frequent response, followed by a PDA, CD player, and DVD player. Finally, respondents were asked whether they would be interested in having CTBL provide audio books to be listened to on a computer. Of those respondents who indicated they used a computer, a majority (58%) said they would not be interested.

Chart 11
What Things Do You Do on Your Computer at Least Once a Month?



Descriptive Videos

CTBL has a small collection of descriptive videos. Respondents were surveyed whether they or a family member had ever used the descriptive video collection. Less than 8 percent of respondents said they had used the collection. Respondents could also request more information about this service and only 23 percent of respondents were interested in receiving such information.

Alternative Audio Services

Although not a service of CTBL, respondents were also asked whether they had purchased a membership with a commercial producer of electronic or CD books. Less than 2 percent of respondents had purchased a membership with a commercial producer. Comments provided by respondents as to why they had not purchased a membership ranged from not having enough information about the services to not being interested in the services because they were satisfied with the services of CTBL.

Outcome Survey Results

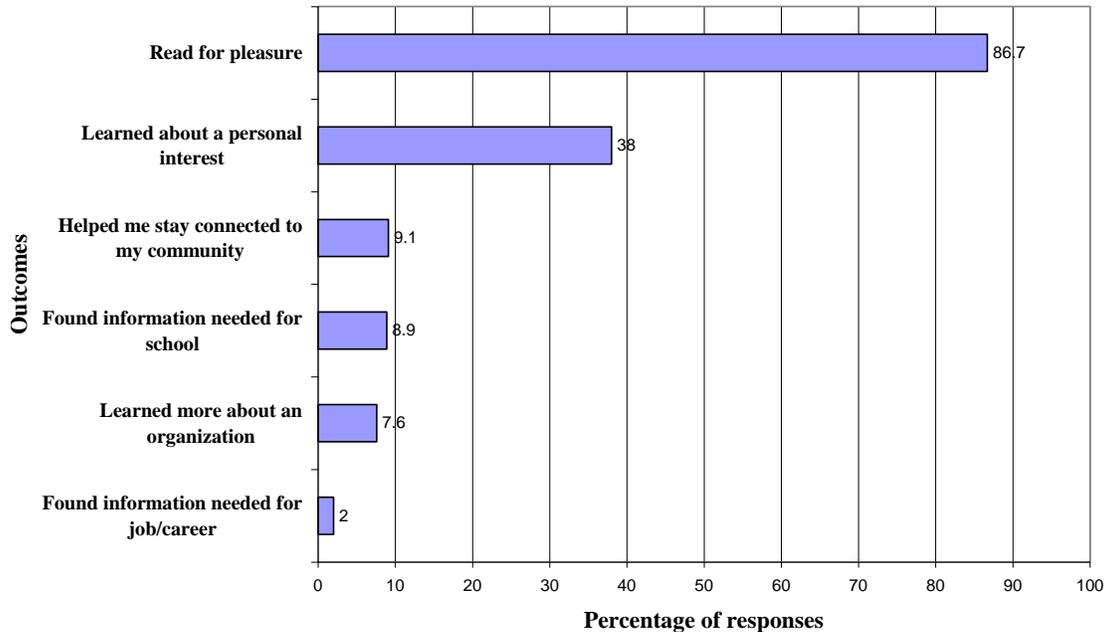
Respondents were surveyed regarding in what ways CTBL services have been of value to them. Respondents could select more than one outcome. (See Chart 12).

- Overwhelmingly, respondents chose reading for pleasure (86.7%) over other suggested outcomes.

Colorado Talking Book Library Survey Results: 2005

- Learning about a personal interest accounted for over one-third of the responses.
- Staying connected to my community accounted for 9 percent of the responses, as did finding information needed for school.

Chart 12
How Has the Library Service Been Valuable to You?



Numerous respondents (63) took the opportunity to comment on how CTBL had been valuable to them. Some respondents identified specific subject areas of interest, such as “found information for my adult church school class” or “learned more about Mexico.” Others commented on how valuable CTBL has been to them from a personal perspective. Comments such as, “saved my sanity” or “opens doors normally closed for me” were typical.

Customer Satisfaction Survey Results

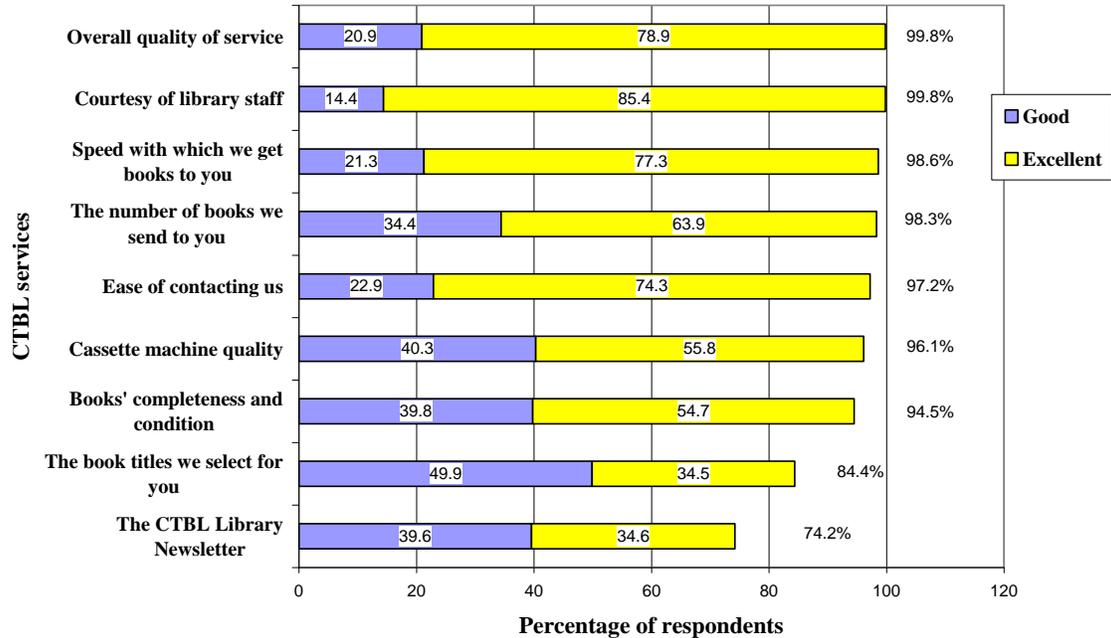
Respondents were asked to rate how satisfied they were with a number of different CTBL services, ranging from the overall quality of services to CTBL’s newsletter. Respondents could choose among excellent, good, fair, or poor, to rate each service. (See Chart 13).

- Overwhelmingly, respondents rated the overall quality of service as either excellent (78.9%) or good (20.9%).
- Respondents (99.8%) rated the courtesy of library staff as either excellent or good.

Colorado Talking Book Library Survey Results: 2005

- CTBL’s Library Newsletter received the lowest marks, though still positive, with over 74 percent of respondents rating the newsletter as either excellent or good.

Chart 13
Satisfaction Ratings for CTBL Services



Survey Comments

Respondents were given the opportunity to provide additional comments about CTBL and the services it provides. There were 242 comments. Selected, representative comments appear in Appendix B.

“I am so grateful for the CTBL. It is a wonderful program. The people and services are all excellent.”
-Longmont Patron

Conclusion

Responding patrons overwhelmingly indicated that they receive valuable services from CTBL. Although the most popular use of CTBL services is reading for pleasure, numerous patrons described how crucial the services are from a very personal perspective. Of the services offered by CTBL, respondents appear to be most unfamiliar with the descriptive video service.

Respondents also indicated high levels of customer satisfaction with CTBL services. Nearly 100 percent of respondents rated the overall quality of CTBL as either excellent or good and the library staff received equally high marks. Of the services selected for

Colorado Talking Book Library Survey Results: 2005

rating, the two that may warrant further review are the way in which book titles are selected for patrons and the CTBL Library Newsletter.

Finally, the results of the survey indicate that the younger patrons are much more likely to be using a computer. This may have ramifications for planning how future services will be provided by CTBL.

Appendix A

**COLORADO TALKING BOOK LIBRARY
2004 ANNUAL EVALUATION SURVEY**

Please help us evaluate the services you receive from the Colorado Talking Book Library by filling out this form and returning it to the Library Research Service before March 15, 2005. If you would like to fill out the survey via the Internet, go to <http://www.lrs.org/ctbl/survey.asp>. 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 (by phone, e-mail, mail, or walk-in) with someone at the library? Mark (X) one.

- 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 (X) one.

- Phone E-mail Mail Walk-in

3. Have you or a family member ever used the descriptive video collection?

- Yes No
 Please send me more information about this service.

4. If library items are requested for school use, are they received in a timely manner?

- Yes No Not applicable

5. If the library's materials are used at school, is the audio format a barrier to using them in the classroom?

- Yes No Not applicable

6. Do you use a computer?

- Yes No

If your answer to #6 is "No," please skip to question #14.

7. Where do you use a computer? Mark (X) all of the following that apply:

- Home School Work
 Another place (Please specify): _____

8. Please mark (X) all the things you do on your computer at least once a month.

- Send/receive e-mail
 Search the Internet
 Use the library's on-line catalog
 Read Talking Book Topics or Braille Book Review
 Read electronic books
 Download electronic books to read on a MP3 player

9. Have you purchased a membership with a commercial producer of electronic or CD books?

- Audible.com
 Bookshare.com
 Another source (Please specify): _____
 No, I have not purchased a membership.

10. If you have not purchased a membership with a commercial producer of electronic or CD books, why haven't you?

- Membership is too expensive
 Selection is too limited
 Do not have enough information about these services
 Other reason (Please specify): _____

11. Do you have a device to listen to digital/electronic books away from your computer?

- Yes No

12. If your answer to #11 is "Yes", what device(s) do you use?

- MP3 player PDA
 Other (Please specify): _____

13. If the library made audio books available to be listened to on your computer, would you be interested in using them?

- Yes No

14. How has the library service been valuable to you? Please mark (X) all of the following that apply.

- Read for pleasure (bestsellers, magazines, 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): _____

15. Please rate your satisfaction with the following aspects of our service:

Speed with which we get books to you

- Excellent Good Fair Poor

Completeness and condition of the books you receive

- Excellent Good Fair Poor

The number of books we send to you

- Excellent Good Fair Poor

The book titles we select for you

- Excellent Good Fair Poor

Quality of the cassette machine we have loaned you

- Excellent Good Fair Poor

Ease of contacting us

- Excellent Good Fair Poor

Courtesy of library staff

- Excellent Good Fair Poor

The Colorado Talking Book Library newsletter

- Excellent Good Fair Poor

16. **Overall**, how would you describe the quality of service you receive from the Colorado Talking Book Library?

- Excellent Good Fair Poor

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.

Gender

- Female Male

Age

- 0-5 6-12 13-17 18-21 22-40
 41-60 61+

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)

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

- Preschool Elementary School Middle School
 High School College Other: _____

Optional Information:

Name: _____

What city do you live in? _____

Phone #: _____

Can we call you? Yes No

Please feel free to provide any additional comments about the Colorado Talking Book Library and the services we provide.

Please fold and tape shut the evaluation so that the Library Research Service address is visible, and return via mail.

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