

COLORADO TALKING BOOK LIBRARY
2006 ANNUAL SURVEY REPORT

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Colorado Talking Book Library Survey Results: 2006

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 CTBL to evaluate its services, in August 2006, a patron survey was developed by the Library Research Service, 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 (see Appendix A), was mailed out to a random sampling of 2,902 patrons of CTBL. 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 438 surveys returned (or completed with assistance from CTBL), which represents a return rate of 15%.

General Demographics of CTBL Patrons

According to library records as of January 2006, CTBL had a total of 10,468 active patrons (see Table 1). The library has more female (60%) than male (40%) patrons. A majority of patrons (55%) are 61 years of age or older. Less than one-third (28%) of CTBL's patrons are between the ages of 22 and 60 years old. Only a small percentage of patrons (17%) are 21 years of age or younger.

In addition to gender and age, the library tracks its patrons by disability. The largest percentage of CTBL's patrons are blind or have some type of visual impairment (72%). Of the 10,468 patrons, 4,529 patrons have a visual disability and 3,039 are blind. Patrons with learning disabilities (19%) are the third largest group. A small number of patrons (8%) have a physical disability. Less than one percent of patrons are deaf and blind.

*"We just started.
This is great! We
love the service, the
staff is so helpful."*

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Table 1
CTBL Patrons by Age and Disability

Age	Blind	Deaf & Blind	Visual Disability	Learning Disability	Physical Disability	Total
0 - 5	11	0	11	0	0	22
6 - 12	79	2	131	102	17	331
13 - 17	103	2	183	390	55	733
18 - 21	69	2	136	399	56	662
22 - 40	298	2	293	744	144	1,481
41 - 60	569	7	552	175	211	1,514
61+	1,910	7	3,223	220	365	5,725
Total	3,039	22	4,529	2,030	848	10,468

Survey Respondent Demographics

Respondents were asked to provide basic demographic information about their gender, age, education level, and residence.

Of the respondents:

- Almost two-thirds were female (64%) and one third were male (36%). (see Chart 1.)
- More than three-fourths were 61 years of age or older (77%). Those between the ages of 41 and 60 were the next largest group (13%). (See Chart 2.)
- Nearly two-thirds (62%) have either a college degree or some college. One-quarter indicated their highest level of education was a high school diploma (26%). (See Chart 3.)
- Only a small percentage (8%) reported they are currently students in traditional school settings (i.e., middle school, high school, or college).
- A majority of respondents (68%) live in a metropolitan or a suburban county (see Chart 4).

The 2006 survey received more responses from female patrons than male patrons. The percentages of responses received from both gender groups mirrors with the library's active patron data. Approximately half of the active patrons are 61 years of age or older. However, more than three-quarters of the respondents of the survey were in this age group. Therefore, the results indicate that patrons 61 years of age or older were more

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likely to fill out the survey than any other age group. The responses to the question regarding the highest education level completed indicate CTBL has an educated patron base, with a majority of respondents (61%) having either some college or a college degree.

Chart 1
Respondent Distribution by Gender

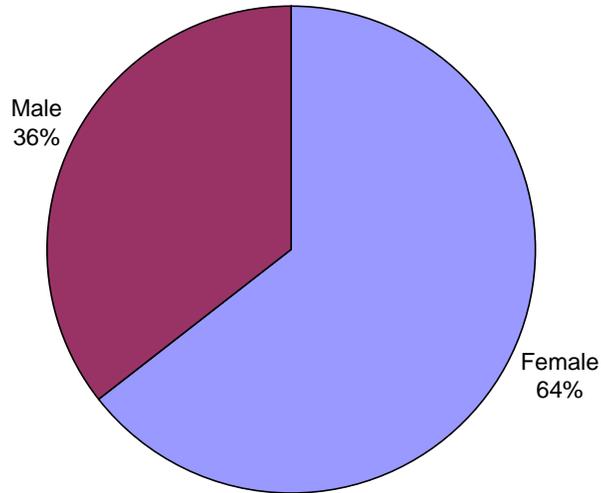
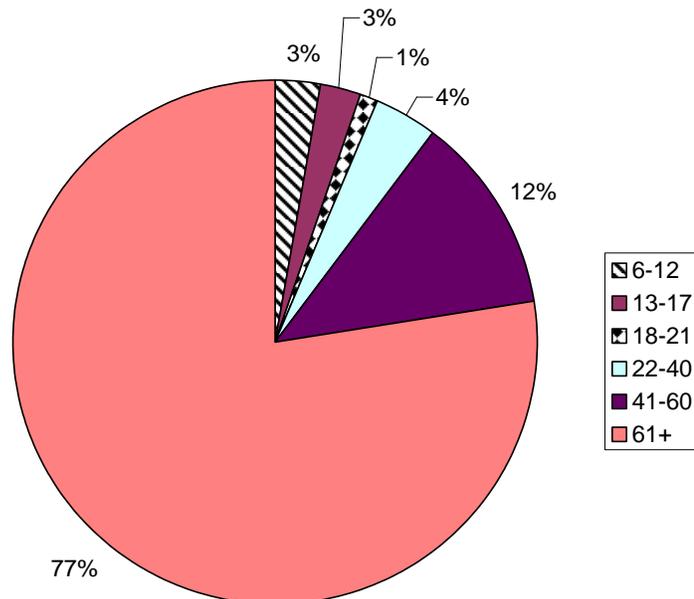


Chart 2
Respondent Distribution by Age



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Chart 3
Respondent Distribution by Highest Level of Education

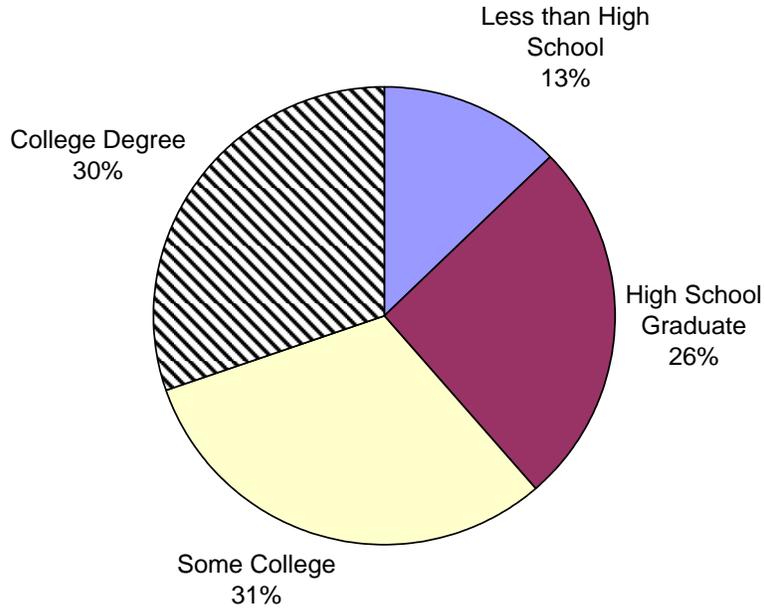
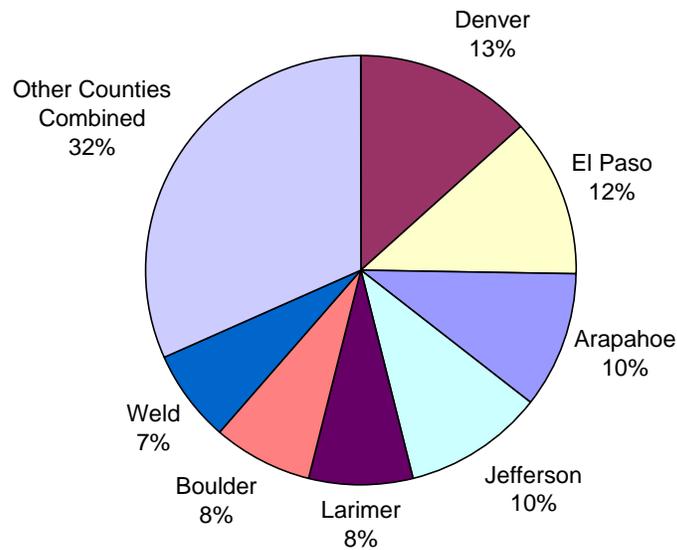


Chart 4
Respondent Distribution by Resident County



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:

- More than a quarter said they communicate with CTBL monthly (26%). Nearly the same percentage of patrons reported they communicate quarterly (17%), about every six months (18%), or other (18%). (See Chart 5.)
- Respondents that chose “other” had the option to write in specifically how often they communicate with CTBL. The two most frequently written responses were, “when I am looking for a specific book” (14%) and “every two months” (11%).
- Almost three-fourths said their regular/most-used method of communicating with the library was by phone (73%), followed by mail (13%), e-mail (10%), and walk-in (4%). (See Chart 6.)

“I greatly appreciate the availability of the ‘800’ phone number to the local CTBL. I hope this will continue in the future.”

Chart 5
Respondent Communication with CTBL Staff by Frequency

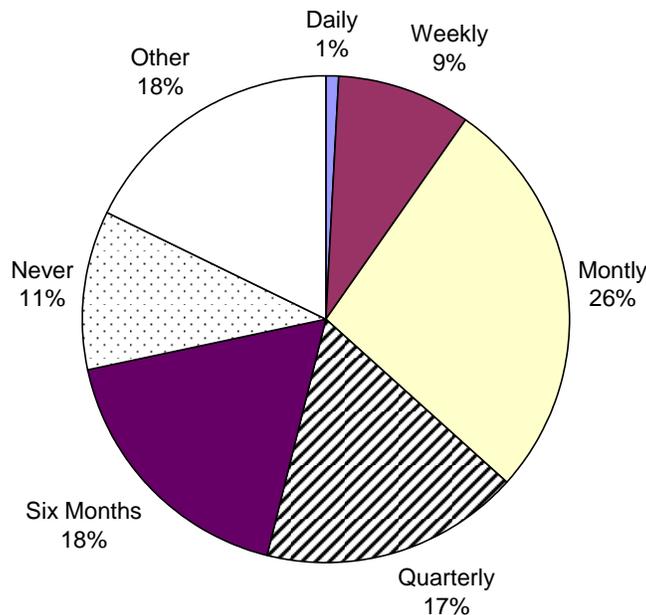
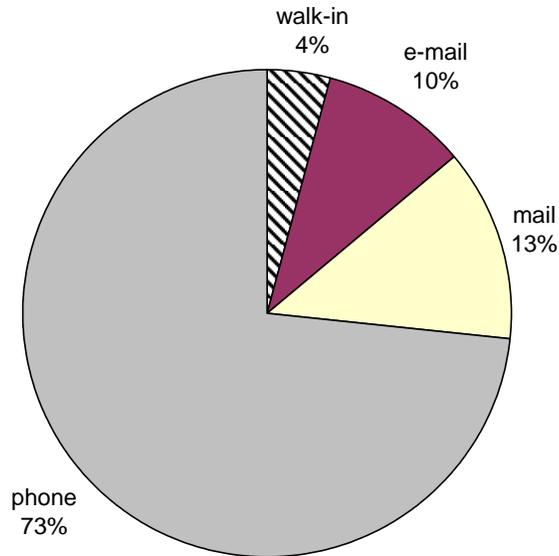


Chart 6
Respondent Communication with CTBL Staff by Method



Respondents were asked to identify whether they were currently students and at what level. Of the 44 respondents who were students, 9 were in college, 8 were in high school, 9 were in middle school, and 8 were in elementary school. The highest number (10) chose other and wrote in specific responses such as graduate school, Braille student, and adult education/night classes.

“We are very grateful for this service. Our son was very frustrated with learning to read prior to his membership. Thank you.”

Use of Digital Devices

The next set of questions addressed the respondents’ use of digital devices. A majority of the respondents (69%) said they did not have a device to listen to digital/electronic books away from their computers. Responses for each digital device were low; iPods (4%), other MP3 players (4%), and PDAs (1%). The results indicate several patrons may have not understood the definition of digital device in context of the question. For example, 41 percent of patrons that indicated “other” wrote in that the device they use to listen to digital/electronic books was a “tape recorder/player” (41%). A majority (76%) of these written answers also implied the respondents were specifically referring to the tape player provided by CTBL.

Respondents were also asked if they used several types of video devices; TV, DVD player, and video cassette (VHS) player. More than one answer could be selected. Over

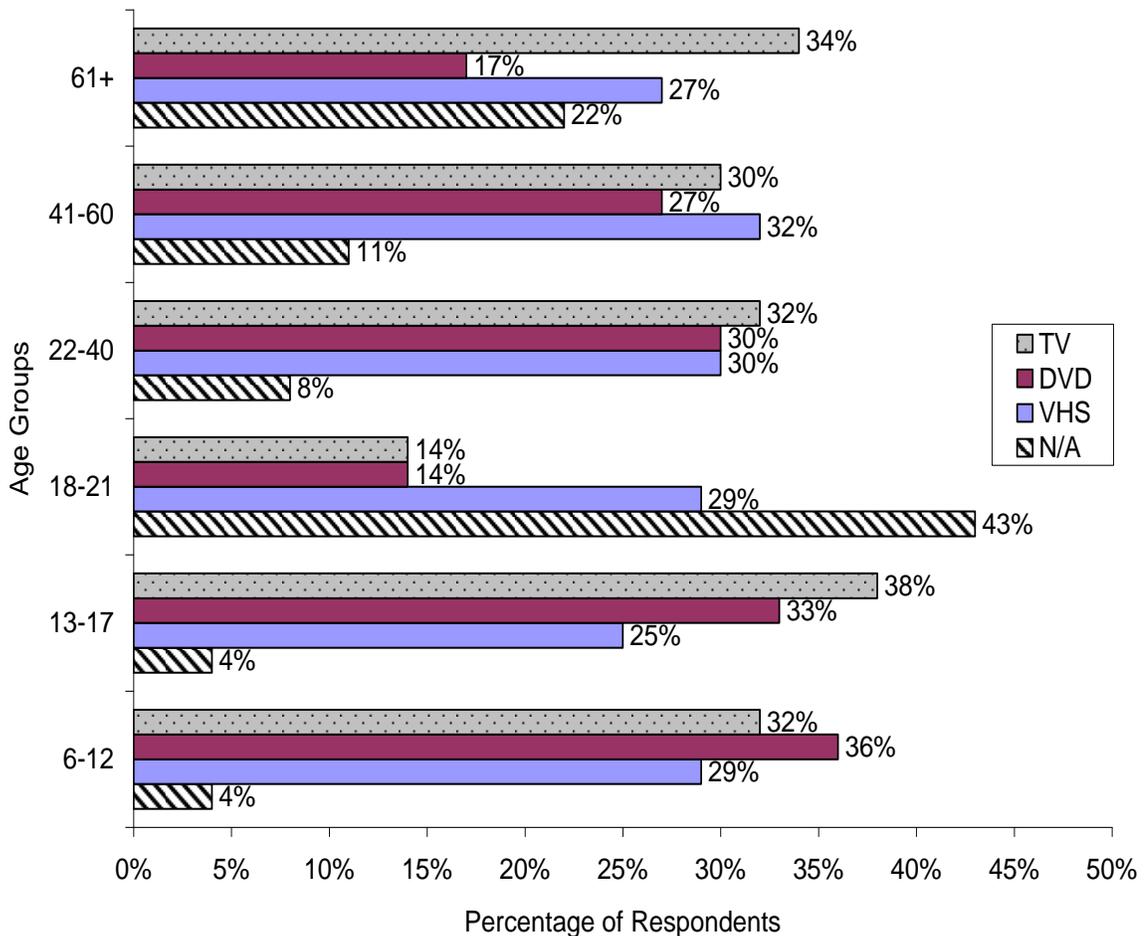
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half of the respondents (56%) said they use a TV, followed by those who use a video cassette player (46%), and those who use a DVD player (35%).

A cross tabulation was performed to determine the relationship between video devices used and age (see Chart 7).

- Of the respondents 61 years of age or older who indicate a video device, 34 percent reported using a TV. Fewer reported using a DVD player (17%) or a video cassette player (27%).
- DVD player usage typically decreased with the increase in the age of the respondents. For instance 27 percent of respondents ages 41 to 60 selected DVD player, while 33% of 13 to 17 year olds selected this device.
- Video cassette player usage varied among the different age groups.

Chart 7
Respondent Video Device Usage by Age



Descriptive Videos

Respondents were asked if they or a family member had ever used the descriptive video collection. Less than one in ten respondents said they had used this part of CTBL's collection. Respondents could also request more information about this service and 23 percent of respondents were interested in receiving such information.

Book Club and Reference Services

Although book clubs for adults are not currently a service of CTBL, respondents were asked if they would like to have them. Respondents could mark all that apply from the choices "yes, at CTBL", "yes, in my area", "yes, online", or "no, not interested".

- Three out of four respondents said they are not interested in having an adult book club (72%).
- Of those that did want book clubs, the option of adult book clubs in the respondent's geographic area received the most responses (15%).

Patrons were asked how often they would use help finding information or answering a question about something other than CTBL audio books. Patrons could mark one of the following responses: "at least weekly", "at least monthly", "at least quarterly", "at least annually", or "rarely or never".

- A majority of respondents (62%) said they would rarely or never use this service.
- Of the responses that indicate the service would be used, "at least quarterly" was chosen the most (13%).

"It's been a welcome addition to leisure pleasure. I recommend it to other visually handicapped friends."

Newsletter Advertising and Topics

Respondents were asked two questions that regarded the CTBL newsletter. Respondents were asked if they would find advertisements for products of interest to individuals with print disabilities useful if they appeared in the newsletter. The response choices ranged from very useful to no opinion. Almost one-third of respondents said they would find these types of advertisements useful (32%), followed in frequency by more than one-quarter who have no opinion (28%).

Respondents were also asked to comment on any topics they would like to see addressed in the CTBL newsletter. Some of the comments included being satisfied with the topics currently covered, discussing bestseller book lists, and upcoming titles. Several respondents replied they could not read the newsletter and would prefer it to be available in an audio format. These patrons will be notified that the CTBL

newsletter is currently available in an audio format. For a complete listing of responses see Appendix B.

Outcome Survey Results

Respondents were asked in what ways CTBL services have been of value to them. Respondents could select more than one outcome (see Chart 8).

- An overwhelming number of respondents chose reading for pleasure (88%) over the other suggested outcomes.
- Over one-third of respondents (37%) selected learning about a personal interest.
- Help respondent stay connected to the community was the third most frequently selected outcome (10%).

Chart 8
Respondent Value of Library by Type of Service

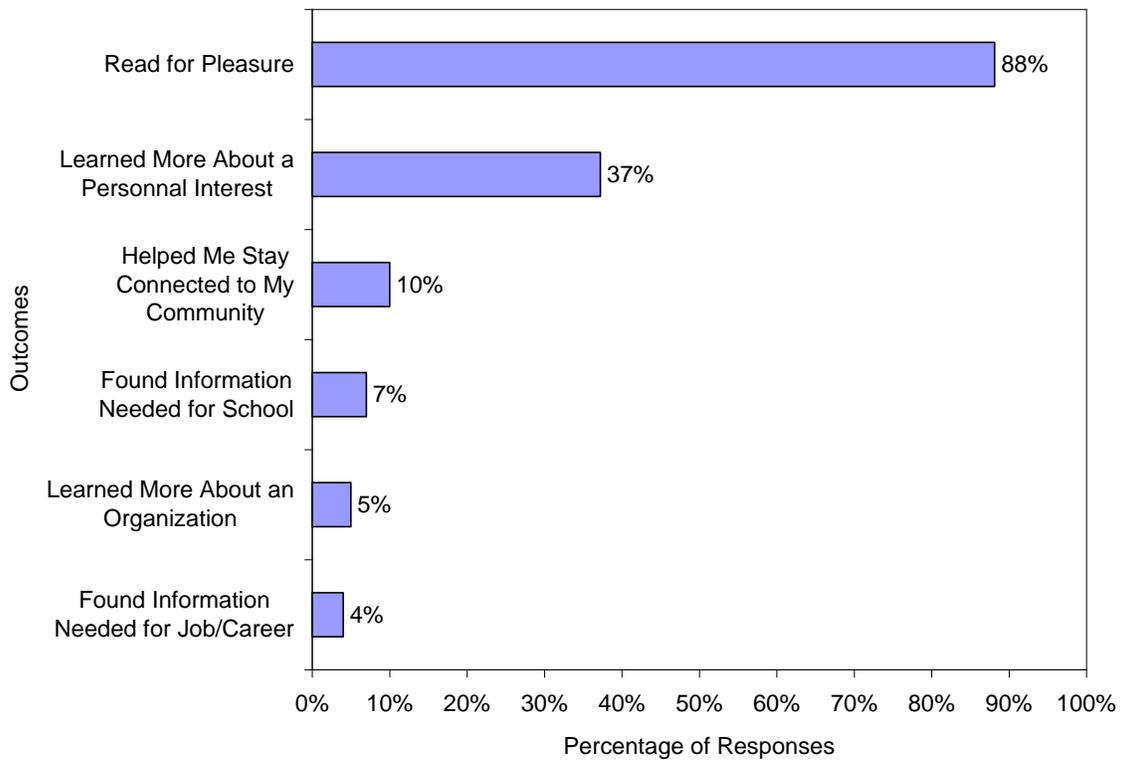
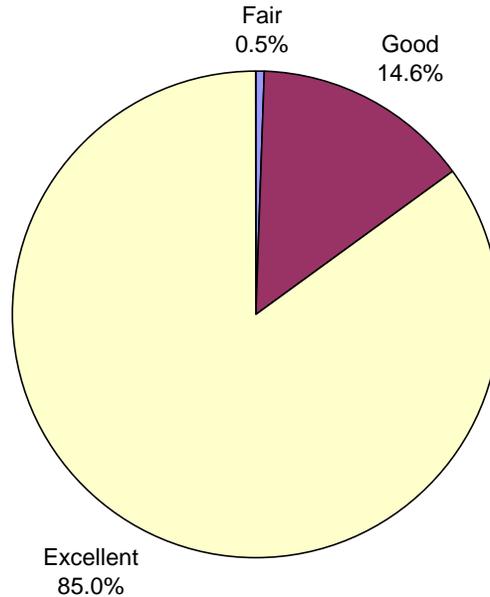


Chart 9
Respondents' Rating of Overall Quality of Service



Customer Satisfaction

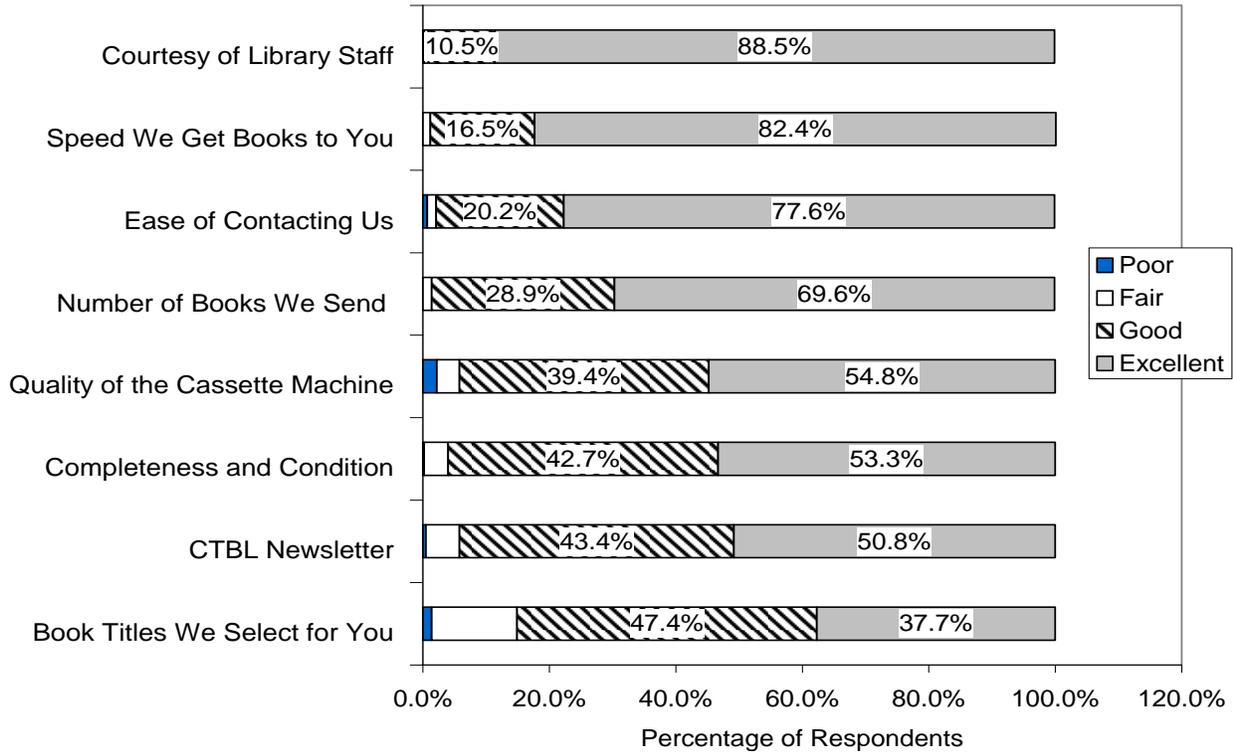
Respondents were asked to rate how satisfied they were with a number of different CTBL services, ranging from the overall quality of service to CTBL's newsletter. Respondents could choose among excellent, good, fair, or poor, to rate each service (see Chart 9 and Chart 10).

- A majority of patrons rated the overall quality of service as either excellent (85%); or good (15%). (See Chart 9.)
- Almost all respondents (99%) rated the courtesy of library staff as either excellent or good (see Chart 10).
- All respondents were satisfied at some level (excellent, good, or fair) with the speed with which books are sent to them and the number of books sent.
- Less than one percent rated the condition of the books they received as poor.
- Most respondents were satisfied at some level (excellent, good, or fair) with the quality of the cassette machine they borrowed from CTBL (98%) and the book titles selected for them (99%).

"Your agency gives outstanding service. You should all be very proud of yourselves. Thank you so much."

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Chart 10
Respondent Satisfaction Ratings by CTBL Services



Survey Comments

Respondents were given the opportunity to provide additional comments about CTBL and the services it provides. There were 199 comments. A complete list of respondent comments appears in Appendix C.

Conclusion

Most respondents indicated that they use CTBL services to read for pleasure, however a majority of respondents said they were not interested in having adult book clubs. Few respondents indicated they have a device to listen to digital/electronic books, while a majority was satisfied with the quality of the machines provided by CTBL. Although only 50 percent of CTBL’s active patrons are 61 years of age and older, this age group represented more than three-quarters of the respondents. Therefore, the age of the respondents may have affected the survey results regarding services related to technology and educational usage.

Respondents overwhelmingly indicated they consider the services CTBL provides to be valuable. More than three-fourths rated the overall quality of CTBL services as excellent.

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Clearly, CTBL is a highly valued resource in the community it serves. As one patron put it, "I find CTBL and [its] services very unique, wonderful, and quite rewarding. I can only say many thanks to each and everyone for this marvelous service without [it] I would feel lost."

Appendix A
Questionnaire

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2006 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 November 24, 2006. 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 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 (X).

- 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

Appendix A
Questionnaire

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 have a device to listen to digital/electronic books away from your computer?

- Yes No

7. If your answer to #6 is "Yes", what device(s) do you use?
Mark all that apply (X).

- iPod Other MP3 player PDA
 Other (Please specify): _____

8. Which, if any, of the following video device(s) do you use?
Mark all that apply (X).

- TV DVD player Video (VHS) cassette player
 Not applicable

9. Would you like to have book clubs for adults available at the Talking Book Library, in your area, and/or online via your computer? Mark all that apply (X).

- | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|
| Yes, at CTBL | Yes, in my | Yes, online | No, not |
| <input type="checkbox"/> | area | <input type="checkbox"/> | interested |
| | <input type="checkbox"/> | | <input type="checkbox"/> |

Appendix A
Questionnaire

10. If you need help finding information or answering a question about something other than CTBL audio books, how often would you use that kind of help? Mark one (X).

**At least
weekly**

**At least,
monthly**

**At least
quarterly**

**At least
annually**

**Rarely or
never**

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

- 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): _____

12. Please rate your satisfaction with each of 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

Appendix A
Questionnaire

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

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

- Excellent Good Fair Poor

14. If they appeared in the CTBL newsletter, how useful would you find advertisements for products of interest to individuals with print disabilities? Mark one (X).

- Very useful Useful Not useful
 Objectionable No opinion

15. What new topics would you like to see addressed in the CTBL newsletter?

Appendix A
Questionnaire

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.

What city do you live in? _____

What is your gender?

- Female Male

What is your age group?

- 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 Not Applicable
 Other: _____

Optional Information:

Name: _____

Phone number: _____

Can we call you? Yes No

Appendix A
Questionnaire

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.