

# Overview of Results of WPLC Digital Collections Patron Survey

*Prepared on March 3, 2015*

The WPLC Digital Collections Patron Survey was open from February 2nd to February 16th.

There were 3117 respondents, and of those, 966 gave us an email address to allow us to contact them with future questions. This gives us an opportunity to ask further questions of specific respondents to clarify information or ask follow-up questions. A list of follow-up questions we believe would be helpful to ask is included at the end of this document. We would welcome other suggestions that come to mind as you review this summary or the survey results.

Percentages were rounded to the nearest whole number. If no percentage sign follows the number, it indicates number of respondents (used primarily for questions in which respondents could select more than one answer).

## General

- The majority of respondents use the digital library, but we did reach 9.4% who do not.
- Of those who do not use the digital library, the most common reason selected was that they didn't know the library existed (44%)
- When confronted with a title in the digital library with 150 holds, most people would place the hold (48%) but 21% said they would look to see how many copies the library had before deciding.
- When asked to rank the importance of the different formats, most respondents ranked ebooks as most important, followed by audiobooks, streaming video, digital magazines, and streaming music. When you calculate the average score of each format, the order flips slightly to audiobooks, digital magazines, streaming video, and streaming music.

## Ebooks

- 13% of respondents who do use the library do not checkout ebooks.

Of those that do checkout ebooks:

- The quantity of checkouts is fairly evenly distributed between the four options: fewer than 5, 6-10, 11-20, and more than 20.
- Most have either checked out fewer than five (45%) or more than 20 (29%) from their physical library in the last six months.
- Most have purchased fewer than 5 books (71%) in the last six months.
- The three most popular genres are Bestselling Fiction (1410 respondents), Mystery/Thriller (1117), and Romance (659); the least popular are Travel (139), Business (97), Information Technology (59).
- Most have not recommended any books in the last six months (79%), while 1.4% have recommended more than 10.
- 61% were either satisfied or very satisfied with full series availability

- 51% were either satisfied or very satisfied with holds/wait time for checkout, while 31% were dissatisfied or very dissatisfied.
- 41% felt there were too few Bestselling Fiction titles in the collection, while 10% felt there were too many Romance titles.
- Of those that opted to see the larger list of genres to rate the collection (339 respondents), the most popular selections for “too few” were Fiction (80), Mystery (73), and Action/Adventure (71). Of that same group, the most popular selection for “too many” were Romance (41), Erotic Literature (33), and Christian Fiction (33).

## Audiobooks

- Respondents were split evenly on whether or not they check out audiobooks (50% each)

Of those that do checkout audiobooks:

- Most have checked out either fewer than 5 (43%) or more than 20 (20%) in the last six months.
- The majority have checked out fewer than five audiobooks from the physical library (77%)
- Even fewer are purchasing audiobooks: 91 % have purchased fewer than five audiobooks in the last six months.
- The most popular genres are Bestselling Fiction (711 respondents), Mystery/Thriller (561), and Best Selling Nonfiction (354).
- The least popular genres are Travel (38 respondents), Erotica (53).
- The majority have not recommended any audiobooks to the library in the last six months (84%)
- 53% are either satisfied or very satisfied with full series availability in the collection, while 25% are either dissatisfied or very dissatisfied.
- 51% are either satisfied or very satisfied with holds/wait time while 25% are either dissatisfied or very dissatisfied.
- The three most selected genres that respondents felt there were too few audiobooks of are Bestselling Fiction (384 respondents), Mystery/Thriller (302), and Bestselling Nonfiction (253).
- The three most selected genres that respondents felt there were too many audiobooks of are Romance (71 respondents), Erotica (60), and Christian Fiction (42).
- Of those that opted to go on to the longer list of genres (128 respondents), the three most selected genres that respondents felt there were too few audiobooks of are Fiction (32), Humor (31), Mystery (31).
- Of those that opted to go on to the longer list of genres (128 respondents), the three most selected genres that respondents felt there were too many audiobooks of are Christian Fiction (12), Romance (11), Christian Nonfiction (9).

## Streaming Video

- 56% of respondents would use the digital library’s streaming video collection if it were the same size and composition of their physical library’s DVD collection. 12% would not use it and 32% didn’t know if they would use it.

- Of those that would use the digital library's streaming video collection:
  - The most popular genres selected by respondents are Comedy (1513), Action (1364), and TV Series (1354)
  - The majority of respondents have never used any of the streaming video services from their local library: OverDrive (84%), Indieflix (92%), and Freegal (92%)

## Streaming Music

- 36% would use a digital streaming music service if it were the same size and composition of their local library's CD/cassette collection. 31% would not and 33% didn't know.
- Of those that would use the streaming music collection:
  - Rock (914), Pop (870), and Soundtrack (798) were the most selected genre preferences, while Ballet (79), Opera & Operetta (137), and Choral (138) were the least selected.
  - The majority of respondents have never used any of the streaming music services from their local library: Freegal (88%), Hoopla (93%), Alexander Street Press (93%), and Naxos (93%).

## Digital Magazines

- 49% of respondents would read digital magazines through Wisconsin's Digital Library. 29% would not and 22% didn't know.
- Of those that would read digital magazines:
  - Consumer Reports (969), People (718), and Cooking Light (717) were the most popularly selected titles by respondents, while Seventeen (90), Car & Driver (130), and Men's Health (173) were the least popularly selected.
  - The majority of respondents have never used any of the digital magazine services from their local library: Zinio (79%), Flipster (89%), OverDrive (91%), and PressReader (94%)

## Next steps

We plan to do some further analysis with the data that we have:

--Looking at physical and ebook users to see if there is any relationship.

--Looking at dissatisfaction with wait times compared to willingness to place holds.

We also plan to follow up with specific individuals based on their responses:

--Those who said "none of the above" to the question about why they don't use the digital library to find out the additional reasons.

--Those who said that they would place holds depending on the number of copies to get a better sense of the ideal and tolerable holds to copy ratio.

--Those who said that they checked out fewer than 5 ebooks and audiobooks to determine the percentage of those respondents who checked out 0.

--Those who said they have recommended more than 10 titles to determine what genres they are recommending.

--Those who said that they are dissatisfied with wait times to determine preferred genres

--Those who said that they are dissatisfied with series availability to determine preferred genres

--Those who said they would read Consumer Reports to see if they know about and would use Consumer Reports through BadgerLink

--RTL stats from our buy -- what genres?