

Winter 2014-15 California Braille & Talking Book Library Survey Results

BTBL's biennial patron survey was conducted through [Survey Monkey](#) from January 13 through March 31, 2015. The Survey Monkey link was advertised on the [BTBL home page](#), [BTBL Facebook page](#), and in all versions of our newsletter (braille, audio, large-print, and electronic versions). The large-print edition of our Winter 2014/15 newsletter contained a detachable version of the survey that could be returned by mail. Mailed responses to the survey were manually entered by BTBL staff into Survey Monkey. Patrons also had the option to complete the survey over the phone with the live help of staff. The total number of responses we received was 681, and a detailed breakdown can be found below.

To summarize the results listed below: on average patrons find out about the library through word of mouth from friends and family members, read one -3 books per week, contact BTBL once every few months--mostly to order books, rate our overall customer service to be excellent, do read [BTBL News](#) (the library's newsletter), two-thirds utilize computers--although most are not comfortable with them, a small percentage use their computers to search our online catalog mostly to conduct author, title, and subject searches, and few of the survey respondents have utilized BARD to download electronic audio and braille books or magazines. Incidentally, close to 2400 BTBL patrons are subscribed to BARD (Braille and Audio Reading Download) or roughly 25% of our total individual patrons and institutions.

1. This is an anonymous survey, however you may elect to include your name and phone number in the spaces provided. Thank you for your input!

Answer Options	Response Percent	Response Count
Name:	99.8%	416
Email Address:	13.9%	58
Phone Number:	87.5%	365
answered question		417
skipped question		264

2. How did you learn about the Braille and Talking Book Library?

Answer Options	Response Percent	Response Count
Friend or family member	37.7%	228
Doctor's office	14.5%	88
Government agency (e.g. Veterans Affairs, Department of Rehabilitation)	9.6%	58

Consumer group (e.g. National Federation of the Blind, California Council of the Blind, Blinded Veterans Association)	3.1%	19
Blindness Center (e.g. Lighthouse, Vista, Orientation Center for the Blind, Society for the Blind)	17.2%	104
Social worker	3.8%	23
Librarian	6.1%	37
School	6.3%	38
Internet	1.7%	10
Comments		161
answered question		605
skipped question		76

3. On average, how many NLS books and/or magazines from our library do you read in a week?

Answer Options	Response Percent	Response Count
Less than One	24.1%	162
One (1)	21.9%	147
Two (2)	20.7%	139
Three (3)	15.6%	105
Four (4)	7.3%	49
Five (5)	3.9%	26
More than Five	6.4%	43
answered question		671
skipped question		10

4. How often do you contact BTBL by phone, email, or in person?

Answer Options	Response Percent	Response Count
Daily	0.0%	0
Several times each week	0.6%	4
Weekly	0.9%	6
Several times each month	7.0%	47
Monthly	9.7%	65
Every few months	38.1%	255
Annually	24.1%	161
Never	19.6%	131
answered question		669
skipped question		12

5. If you have contacted BTBL within the past 6 months, what was the purpose of your call, email, etc? (Check all that apply.)

Answer Options	Response Percent	Response Count
Have not contacted BTBL within the last 6 months	27.6%	145
Apply for service	6.5%	34
Order books, magazines, or descriptive videos	55.5%	292
Ask for recommendations on what to read or view next	5.5%	29
Ask about my account	10.6%	56
Report a problem with the service	14.3%	75
Inquire about new services	6.1%	32
Make a suggestion	3.6%	19
Comments		160
answered question		526
skipped question		155

6. How would you rate the service you received (by phone, email, or in-person)?

Answer Options	Response Percent	Response Count
Poor	1.8%	11
Fair	2.3%	14
Neutral	5.2%	31
Good	23.2%	139
Excellent	67.4%	403
answered question		598
skipped question		83

7. When you receive BTBL News (library newsletter in braille, audio, large print, or email), do you read it?

Answer Options	Response Percent	Response Count
Yes	76.4%	504
Sometimes	13.8%	91
No	6.2%	41
I have never received BTBL News	3.6%	24

answered question	660
skipped question	21

8. Do you own or have easy access to a computer, tablet or other device connected to the Internet either personally or through other means such as a local library, friend or relative?

Answer Options	Response Percent	Response Count
Yes	66.9%	444
No	33.1%	220
answered question		664
skipped question		17

9. How would you rate your comfort using the Internet?

Answer Options	Response Percent	Response Count
Not comfortable at all	38.7%	229
Not comfortable but can use it	12.5%	74
Somewhat comfortable	23.9%	141
Very comfortable	21.7%	128
Major tech-savvy "geek"	3.2%	19
answered question		591
skipped question		90

10. How often do you use BTBL's Online Catalog?

Answer Options	Response Percent	Response Count
Daily	1.9%	12
Weekly	8.5%	54
Monthly	14.6%	93
Annually	9.2%	59
Never	65.8%	420
answered question		638
skipped question		43

11. For what purpose do you use the BTBL Online Catalog? (Check all that apply.)

Answer Options	Response Percent	Response Count
Search for authors, titles, or subjects I want to	83.1%	206

read		
Search for books to fulfill school assignments	4.4%	11
Download books linked to BARD (Braille and Audio Reading Download) site from catalog search results	43.5%	108
Submit book requests and reserves	37.1%	92
Check my account for overdue books, lost items, etc.	10.9%	27
Check my reading history	17.3%	43
Comments		166
answered question		248
skipped question		433

12. Downloadable digital talking books are available from BARD (the Braille and Audio Reading Download website) and recently the BARD Mobile app (for iPhones, iPads and iPod Touch). Please read each option and choose the one response that best describes your experience with downloading digital talking books.

Answer Options	Response Percent	Response Count
I have not registered to use the BARD website, and I do not plan to do so	56.7%	356
I have not yet registered to use the BARD website, but I plan to in the future	17.5%	110
I have registered to use the BARD website, but I have not yet downloaded any books	4.8%	30
I have registered to use the BARD website, and I have successfully downloaded one or more books/magazines	15.4%	97
I have installed the BARD Mobile app on my iOS	5.6%	35

device(s), and I have successfully downloaded one or more books/magazines to the device		
answered question		628
skipped question		53

13. Optional:

Answer Options	Response Percent	Response Count
Zip Code	95.8%	543
Age	95.2%	540
Gender	94.7%	537
answered question		567
skipped question		114

14. Please share any comments or suggestions for how we can improve our service.

Answer Options	Response Count
	405
answered question	405
skipped question	276