Overview of Results of WPLC Digital Collections Library Survey

Prepared on March 28, 2016

The WPLC Digital Collections Library Survey was open from February 24th to March 9th. There were 219 respondents. Staff from 15 of the 17 systems responded, and of the 382 local libraries, staff from 85 participated in the survey. The following libraries and systems offered more than 5 responses:

- South Central Library System (22)
- Madison Public Library (15)
- Bridges Library System (14)
- Outagamie Waupaca Library System (9)
- Kenosha Public Library (7)
- La Crosse Public Library (7)
- Indianhead Federated Library System (7)
- Shawano City-County Library (6)

An additional 30 libraries and systems offered more than 1 response.

Percentages in the summary below are rounded to the nearest whole number.

- Respondents allocated an average of 49% to the $1 million buying pool for ebooks, followed by audiobooks (32%), Video (11%), Magazines (11%), and Other (7%). The table and graph below shows more details regarding the respondents' chosen allocation distribution.

% Allocated	Ebooks	Audiobooks	Magazines	Video
0%	0%	0%	**10%**	**21%**
1-10%	1%	3%	**55%**	**47%**
11-20%	1%	**16%**	**26%**	**20%**
21-30%	14%	**42%**	8%	8%
31-40%	**19%**	**26%**	1%	2%
41-50%	**28%**	10%	0%	1%
51-60%	**15%**	1%	0%	0%
61-70%	11%	1%	0%	1%
71-80%	8%	1%	0%	0%
81-90%	1%	0%	0%	0%
91-100%	0%	0%	0%	0%

Percentage to allocate by format
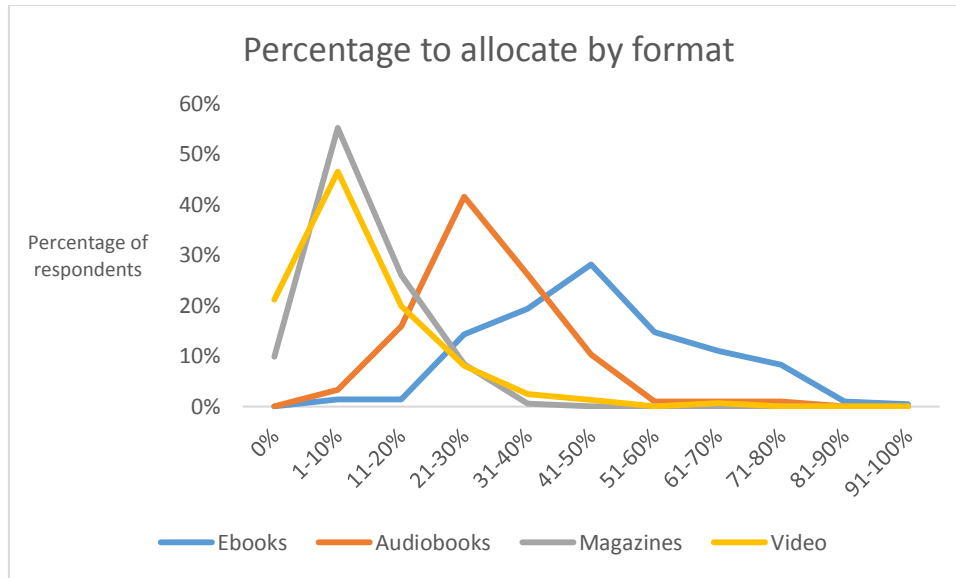
- When asked to what materials make up "Other" in the question above, most respondents indicated music.
- Respondents felt there were too few ebooks in Bestselling Fiction (54%), Bestselling Nonfiction (45%), Young Adult (30%), and Children's (27%).
- Respondents felt there were too many ebooks in Erotica (19%), Romance (17%), Christian Fiction (9%), and Cooking (7%).
- Respondents felt there were too few audiobooks in Bestselling Fiction (45%), Bestselling Nonfiction (37%), Young Adult (23%), and Mystery/Thriller (19%).
- Respondents felt there were too many audiobooks in Erotica (12%), Romance, (10%) Cooking (5%), and Business (5%).
- Respondents were asked to rate their interest in purchasing digital comic books or graphic novels for the digital library on a scale of 1 to 5, where 1 is "Not at all interested" and 5 is "Very interested." Responses were weighted on a scale from 0 (Not at all interested) to 4 (Very interested). The weighted average result was 1.57, with 50% of respondents indicating little or no interest.

1 - Not at all interested	2	2	4	5 - Very interested	Total	Weighted Average
26.90%	22.84%	26.90%	12.69%2	10.66%		
53	45	53	5	21	197	2.57

- Of those choosing a 3, 4, or 5 above, the three favored publishers of digital comics or graphic novels to add to the list were Marvel, DC, and Dark Horse.
- 62% of respondents are somewhat or very satisfied with OverDrive Magazines. 38% are somewhat or very dissatisfied with OverDrive Magazines.
- Respondents were asked to rate the importance of known issues with OverDrive Magazines on a scale from 1 to 5, where 1 is "Not at all important." This list below shows those responses, in order from most to least important:

- o Not usable on the desktop / laptop / device that patrons would like to read them on.
  - o Magazines that patrons want are not in the collection.
  - o Problems with NOOK accounts.
  - o Magazines that patrons want are often checked out.
  - o Back issues are not available.
  - o Lack of information about when the next issue will be published.
- When asked to select from a list which titles they would like to see added to the OverDrive Magazine collection, respondents most frequently chose People (62%), Cooking Light (56%), Real Simple (56%), Entertainment Weekly (54%), and Time (52%).
- When asked to select from a list of types of streaming video to add to Wisconsin's Digital Library's collection, respondents most frequently chose Documentary (63%), Classic Film (56%), and Children's (55%).
- Respondents were asked to rate the importance of streaming video options from "Not at all important" to "Very important." The list below shows those responses in order from most to least important:
  - o Users can watch videos on the device that they want to watch them on (smartphones, tablets, televisions, etc.).
  - o Patrons can put videos on hold.
  - o Streaming videos don't require users to download another app or software component.
  - o The collection has videos for children.
  - o The collection has videos for adults.
  - o Users are able to access the videos simultaneously and don't have to wait while another has it checked out.
  - o Most titles in the collection have closed captioning.
  - o Streaming videos can also be downloaded.
  - o Limits can be set on the number of videos patrons can have checked out at one time.
  - o The collection includes new theater releases from major studios.
  - o Push notifications are sent to users about new titles.
- Most respondents have not used the various streaming video platforms available from public libraries in the state. The follow table shows how many respondents have not used the platform and their satisfaction with platforms they have used:

	Very or somewhat satisfied	Neither satisfied nor dissatisfied	Very or somewhat dissatisfied	Have not used	Total
OverDrive Streaming Video	17.49% 32	18.58% 34	10.38% 19	53.55% 98	183
Hoopla	10.29% 18	5.14% 9	1.14% 2	83.43% 146	175
Freegal Movies	2.96% 5	5.92% 10	2.96% 5	88.17% 149	169
Indieflix	2.35% 4	5.88% 10	1.18% 2	90.59% 154	170