

OVERVIEW OF RESULTS OF 2016 WPLC DIGITAL COLLECTIONS PATRON SURVEY

PREPARED ON FEBRUARY 18, 2016

The 2016 WPLC Digital Collections Patron Survey was open to patrons from January 28 to February 11.

There were 2047 respondents, and of those, 619 gave us an email address to allow us to contact them with future questions. This gives us an opportunity to add to our existing focus group established with the 2015 survey to ask further questions of specific respondents to clarify information or ask follow-up questions.

Percentages below are rounded to the nearest whole number. If no percentage sign follows the number, it indicates number of respondents. This is 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 3.3% who do not.
- When confronted with a title in the digital library with 150 holds, most people would place the hold (42%) but 21.5% said they would look to see how many copies the library had before deciding and an additional 26% said that they might place the hold depending on the other options available to them. Here is a full comparison from last year to this year regarding respondents' tolerance for holds:

<i>Imagine you are looking for a specific title in Wisconsin's Digital Library, and you see there are 150 holds for it. Assuming you don't need it immediately, what would you do?</i>	2015 Response Percent	2016 Response Percent
I would place a hold.	48.1%	42.1%
I may place a hold, depending on how many copies are in the library.	21.0%	21.5%
I may place a hold, depending on the other options available to me.	22.4%	26.1%
I would never place a hold.	6.5%	8.1%
None of the above.	1.9%	2.3%

- When asked to rank the importance of the different formats, most respondents ranked ebooks as most important (66.5%), followed by audiobooks (28.9%), streaming video (2.3%), and digital magazines (2.7%). When you calculate the average score of each format, the order flips slightly to ebooks, audiobooks, digital magazines, and streaming video.
- When asked how they discover ebooks and digital audiobooks, 82.3% of respondents say they often or always find ebooks and digital audiobooks directly through the Wisconsin Digital Library compared to 38.3% who often or always use their local catalogs.
- When asked how they use ebooks, 41.5% responded that they rarely or never use multiple platforms while 33.9% say they often or always use multiple platforms.
- When asked how they use digital audiobooks, 58.2% say they rarely or never use multiple platforms while 18.9% say they often or always use multiple platforms.

STREAMING VIDEO

- 69.7% of respondents said they were likely or very likely to use streaming video from their library. 20.7% responded they were unlikely to use streaming video, and 9.6% were not at all likely to use streaming video.
- When asked which barriers would prevent them from using streaming video from their library, the most common responses were that the streaming videos they want are often checked out and they have to wait to get them (564), they can't watch videos on the device that they want to watch them on (511), the collection doesn't include new theater releases from major studios (467). and that other streaming videos they want are not in the library's collection (460). 464 respondents said that none of the barriers listed would prevent them from using streaming video from their library.
- When asked to select which kinds of movies, excluding major studio releases, they would like to have in a collection of streaming video, the most common responses were Comedy (895), Documentary (788), and Classic Film (730).
- Over 75% of respondents hadn't used any of the common library products for streaming video: OverDrive, Indieflix, Freegal Movies, or Hoopla. Of those who had used them, the most common was OverDrive, and most of those respondents were neither satisfied nor dissatisfied with the product (47.2%) or were either satisfied or very satisfied (42.1%).

DIGITAL MAGAZINES

- 21% of respondents had used OverDrive Magazines while 79% had not.
- Of those that had used OverDrive Magazines, 84.2% were either satisfied or very satisfied.
- Of issues that caused users to be dissatisfied with OverDrive Magazines, most selected that problems with their NOOK account caused dissatisfaction (25), that they wish digital magazine issues previous to the current one were available (19), that OverDrive digital magazines are not usable on the desktop / laptop / device that they would like to read them on (18), and that there were other reasons they were dissatisfied (18).

DIGITAL COMIC BOOKS / GRAPHIC NOVELS

- 70% of users responded that they would be unlikely or very unlikely to read digital comic books or graphic novels from Wisconsin's Digital Library.
- Of those that were likely or very likely to read digital comic books or graphic novels from Wisconsin's Digital Library, Marvel (76), DC (52), and Dark Horse (46) were the most common publishers that produce comics and graphic novels they would borrow.

Due to a glitch in the survey, responses on use of ebooks and audiobooks were not recorded. Those questions will go out to the focus group and to systems and libraries that provide Flipster and Zinio as part of the WPLC Digital Collections Magazine Survey. That survey will run from February 25th through March 9th.