

# Overview of Results of WPLC Digital Collections Magazine Survey

*Prepared on March 15, 2016*

The WPLC Digital Collections Magazine Survey was open from February 24th to March 9th.

728 patrons responded to the survey. The survey was sent to a patron focus group of 1500 volunteers responding to previous WPLC annual digital collections surveys. The survey was also available to patrons of libraries and systems that provide other magazine products in addition to OverDrive to their communities.

This survey also included general digital collection usage questions that were skipped as a result of a glitch with the 2016 WPLC Digital Collection Patron Survey.

Percentages are rounded to the nearest whole number.

## General

- Most survey respondents were over 60 years old (36%), followed by 40-49 (21%), 50-59 (20%), and 30-39 (17%). Only 7% of respondents were under 20.
- The majority of respondents use the digital library (97%).
- Of those who do not use the digital library, the most common reason selected was that they prefer hard/print copies of library materials (50%). 36% were unaware that Wisconsin's Digital Library existed.

## Ebooks

- 7% of respondents who do use the library do not checkout ebooks.

Of those that do checkout ebooks:

- 31% have checked out more than 20 books in the last six months, followed by 26% who have checked out 6-10, 24% have checked out fewer than five, and 20% have checked out 11-20.
- Most have either checked out fewer than five (49%) or more than 20 (25%) from their physical library in the last six months.
- Most have purchased fewer than 5 books (73%) in the last six months.
- The three most popular genres are Bestselling Fiction (447 respondents), Mystery/Thriller (360), and Bestselling Nonfiction (205); the least popular are Information Technology (25), Business (32), Christian Fiction (51).
- Most have not recommended any books in the last six months (61%), while 4% have recommended more than 10.
- 64% were either satisfied or very satisfied with full series availability
- 49% were either satisfied or very satisfied with holds/wait time for checkout, while 39% were dissatisfied or very dissatisfied.

## 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 (36%) or more than 20 (24%) in the last six months.
- The majority have checked out fewer than five audiobooks from the physical library (83%)
- Even fewer are purchasing audiobooks: 90% have purchased fewer than five audiobooks in the last six months.
- The most popular genres are Bestselling Fiction (239 respondents), Mystery/Thriller (178), and Bestselling Nonfiction (119).
- The least popular genres are Travel (4 respondents), Erotica (18).
- The majority have not recommended any audiobooks to the library in the last six months (75%)
- 60% are either satisfied or very satisfied with full series availability in the collection, while 21% are either dissatisfied or very dissatisfied.
- 56% are either satisfied or very satisfied with holds/wait time while 24% are either dissatisfied or very dissatisfied.

## Digital Magazines

- 71% of respondents do not read digital magazines through their library.
- When asked why they haven't read digital magazines through their library, None of the Above was the most selected response (31%), followed by they were unaware that their library offered digital magazines (23%), and they prefer hard / print magazines (23%).
- Of those that selected they don't read digital magazines because the titles they want are not available (22 respondents), 82% said they would use digital magazines if the titles they wanted were available.
- Of those that do read digital magazines, most have checked out 1-5 from their library in the last six months (49%).
- Most people who read digital magazines do so on an iOS device (109 respondents), followed by Windows 8 or 10 laptop / desktop (44 respondents), and Android tablet that is not a Kindle (43 respondents).
- When asked which devices they would prefer to read digital magazines on, most said an iOS device (107), followed by Windows 8 or 10 laptop / desktop (41 respondents), and Android tablet that is not a Kindle (37 respondents).
- 63% of respondents have used OverDrive Magazines, and of those, they ranked their satisfaction as follows:

Very unsatisfied	Unsatisfied	Satisfied	Very Satisfied	Total	Weighted Average
10.77% 14	12.31% 16	57.69% 75	19.23% 25	130	0.62

- Of the known issues with OverDrive Magazines, respondents on average felt that back issue availability and next issue information were the most important.
- 52% of respondents have used Zinio for digital magazines, and 83% of them are either satisfied or very satisfied with Zinio.
- 13% of respondents have used Flipster for digital magazines, and 92% of them are either satisfied or very satisfied with Flipster.
- For both Flipster and Zinio, the most important issues according to respondents is that the digital magazines they want are not in the collection.
- 71 respondents had used more than one of the digital magazine platforms (OverDrive, Zinio, and Flipster), and the table below indicates their responses when asked which platform they prefer:

<b>Answer Choice</b>	<b>Responses</b>	<b>Percent</b>
Zinio	34	47.89%
OverDrive	19	26.76%
Flipster	11	15.49%
I like them equally	5	7.04%
<b>Total</b>	<b>71</b>	

- When asked why they preferred these platforms, most respondents selected it because it's compatible with their device (136 respondents). 102 respondents felt the interface was clear and easy to understand and 83 felt they could easily find what they were looking for.
- Most respondents never read physical magazines through their library (56%), and 24% read them very rarely.