

OVERVIEW OF RESULTS OF 2019 WPLC DIGITAL COLLECTIONS PATRON SURVEY

UPDATED ON MARCH 7, 2019

The 2019 WPLC Digital Collections Patron Survey was open to patrons from February 1st through the 28th. During that time period, a link to the survey was available on the desktop site for the Wisconsin Digital Library OverDrive site, on the OverDrive app, and on <http://widigitallibrary.org/>. In addition, an email with the survey link was sent directly to the patron focus group of 2600 volunteers gathered from previous WPLC Digital Collections Patron Surveys.

There were 8792 respondents, and of those, 3410 (39%) 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 previous rounds of this survey to ask further questions of specific respondents to clarify information or ask follow-up questions.

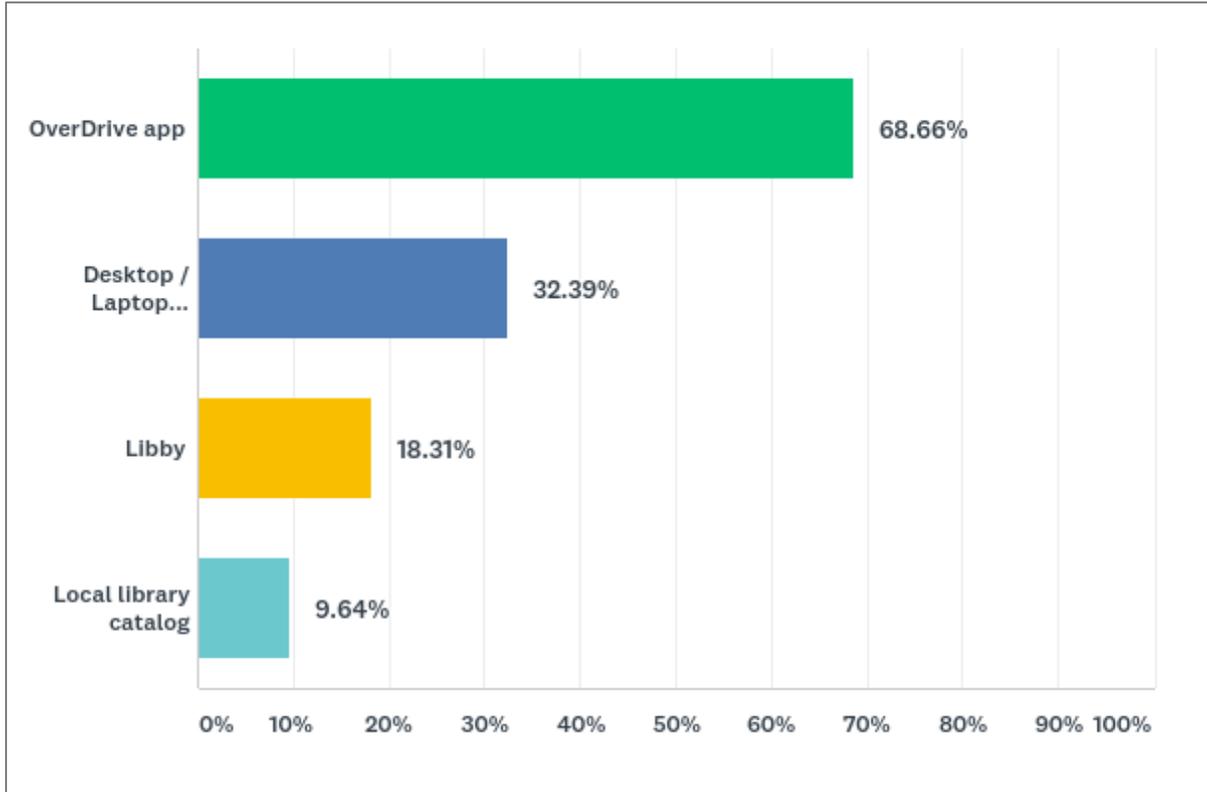
Percentages below are rounded to the nearest whole number. If no percentage sign follows the number, it indicates number of respondents. This is used primarily for questions in which respondents could select more than one answer.

GENERAL

- 96% respondents have used the digital library in the last year; 4% have not.
- Of those who do not use the digital library, the most common reason selected was that they were unaware of Wisconsin's Digital Library (37%). 23% preferred hard/print copy materials over eBooks. 16% have used Wisconsin's Digital Library but have stopped using it.
- Overall, 93% of respondents are satisfied or very satisfied with their experience using Wisconsin's Digital Library.
- When asked about agreement with certain statements about OverDrive, respondents agreed or strongly agreed that the website is easy to use (91%), they can get help with problems using Wisconsin's Digital Library from OverDrive and Libby Help articles if they need it (86%), and titles they want are usually in the collection to check out or place a hold on (78%).
- When asked about agreement with certain statements about OverDrive, respondents disagreed or strongly disagreed that they are able to get the ebooks and audiobooks they want in a timely manner (45%) and titles they want are usually in the collection to check out or place a hold on (21%).
- When confronted with a title in the digital library with 150 holds, most people would place the hold (52%) but 20% said they would look to see what other options are available to them before deciding and an additional 19% said they might place the hold depending how many copies are in the library.
- 13% of respondents used the library for the first time in the last year; of those new users, most found out about Wisconsin's Digital Library through emails from their local library or their local library's website (45%) or through word of mouth (41%).

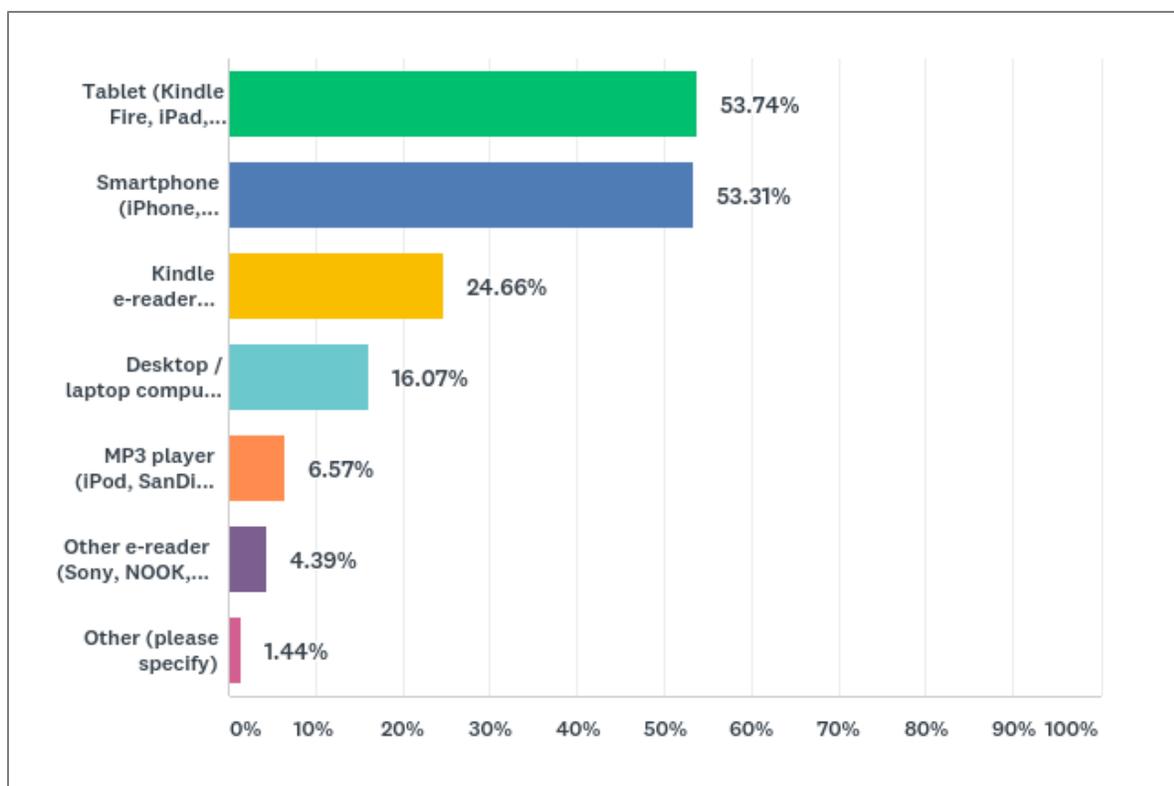
- 69% of respondents primarily use the OverDrive app to search, find, place holds on, and check out titles from Wisconsin's Digital Library. 32% use the desktop site, 18% use Libby, and 10% use their local library catalog. (Note: this survey was not visible to users on the Libby platform.)

Thinking about how you search, find, place holds on, and check out titles from Wisconsin's Digital Library, what platform do you primarily use? Select all that apply.

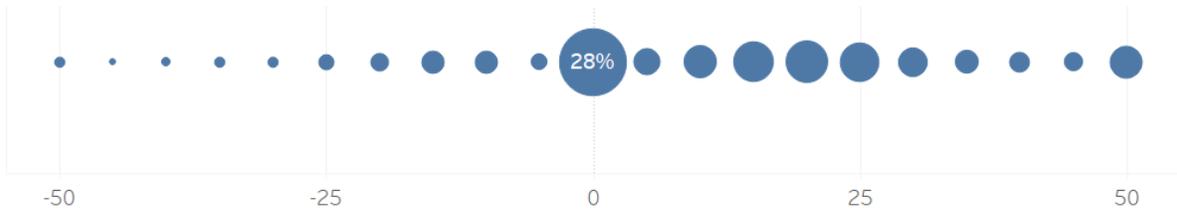


- Of users who primarily use Wisconsin's Digital Library on the OverDrive app, 90% felt it was easy or very easy to use. Of users who primarily use Wisconsin's Digital Library on Libby, 92% felt it was easy or very easy to use. Of users who primarily use Wisconsin's Digital Library via desktop or laptop browsers, 94% felt it was easy or very easy to use. Of users who primarily use Wisconsin's Digital Library via their local library catalog, 89% felt it was easy or very easy to use.
- 54% of respondents read or listen to books from Wisconsin's Digital Library on a tablet (Kindle Fire, iPad, etc.), 53% on a smartphone (Galaxy, iPhone, etc.), 25% on an e-reader (Kindle Paperwhite, Oasis, etc.), and 16% on desktop or laptop computers.

Which device(s) do you use to read or listen to titles checked out from Wisconsin's Digital Library? Select all that apply.



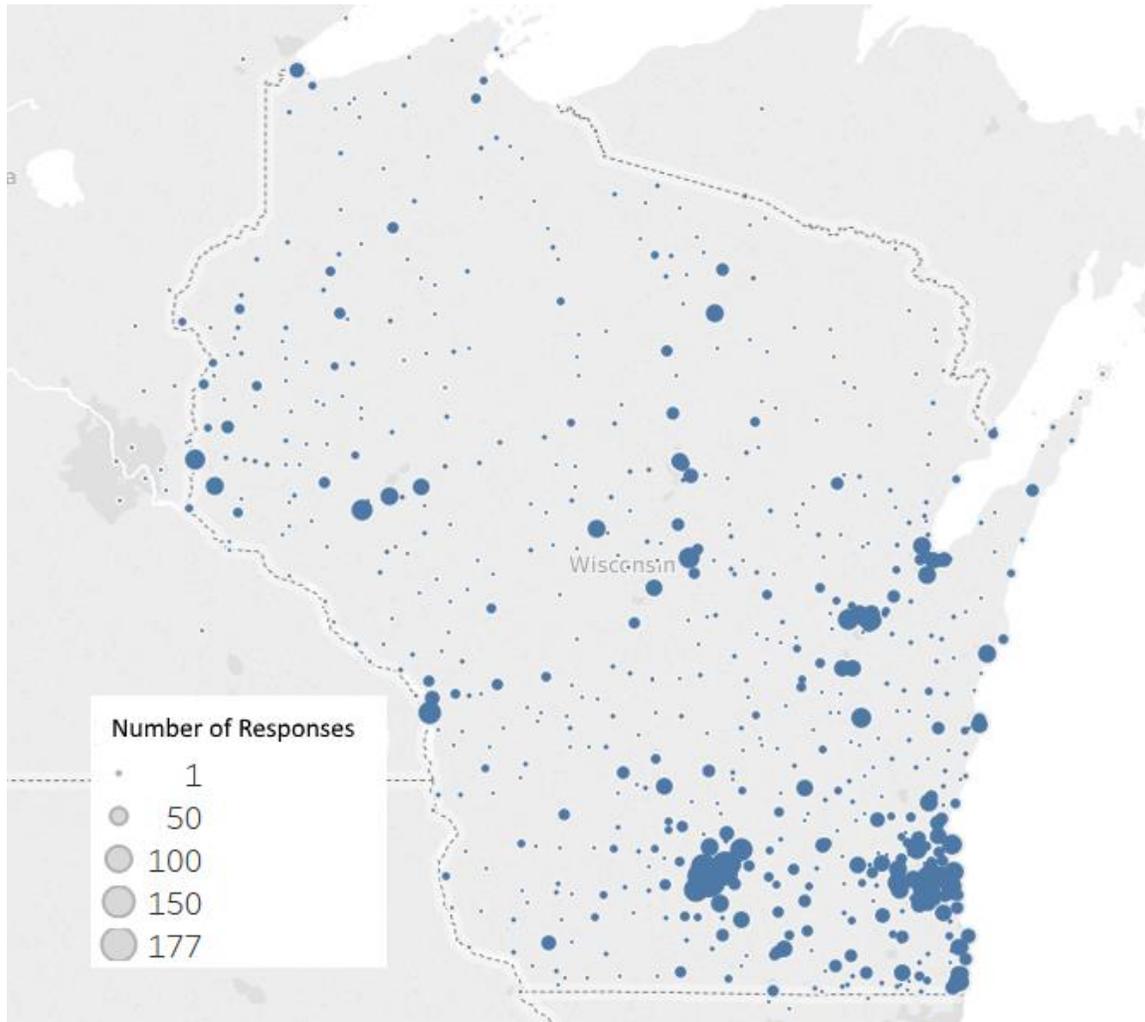
- 92% of respondents are most often connected to the internet via wireless or wired networks, 6% are connected via cellular data networks.
- If there were a collection in Wisconsin's Digital Library supporting business and entrepreneurship, 16% of respondents said they would be likely or very likely to use it.
- If there were a collection in Wisconsin's Digital Library supporting language learning, 30% of respondents said they would be likely or very likely to use it.
- 71% have never participated in an OverDrive Big Read, while 19% had.
- Of those who participated in an OverDrive Big Read, 95% were satisfied or very satisfied with the experience.
- Respondents were asked to use a slider to show how they would spend the collection budget of Wisconsin's Digital Library where one side of the spectrum was "Spend all the money on copies of titles already in the collection to fill holds and reduce wait time" and the other was "Spend all the money on new titles that are not yet in the collection to increase its scope." The middle represented "Spend equal amounts of money on both." The response average among the 6215 responses leaned slightly toward spending money on new titles that are not yet in the collection increase its scope. On a scale from -50 (all money on copies) to +50 (all money on new titles), the average response was +12 and the full responses are indicated in the image below. 28% of respondents said they would spend equal amounts of money on both.



< Spend more on filling holds | Spend more on unique titles >

DEMOGRAPHICS

- 82% of respondents are female and 16% are male.
- Most respondents were between the ages of 55-64 (22%). 21% of respondents were between the ages of 65-74 and another 17% were between 35-44.
- This map below indicates respondent zip codes. See the full map [here](#).

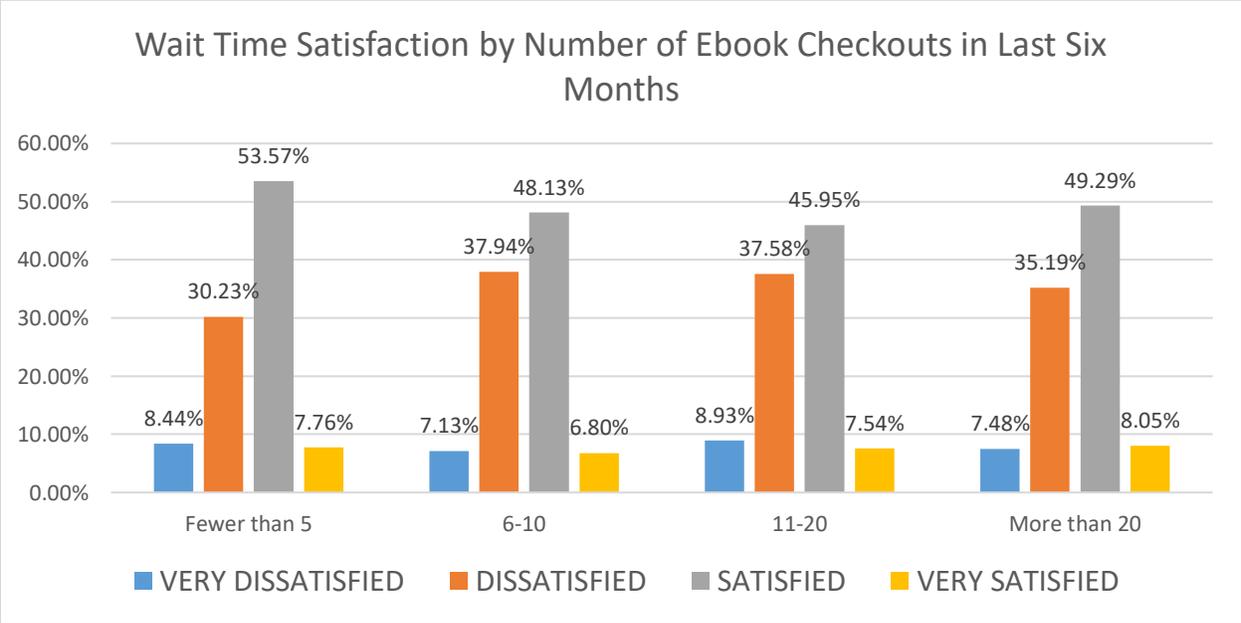


EBOOKS

- 85% of respondents who do use the library check out ebooks.

Of those who checkout ebooks:

- The quantity of checkouts is fairly evenly distributed between the four options, though those that checked out more than 20 is the largest response set: fewer than 5 (23%), 6-10 (26%), 11-20 (21%), and more than 20 (30%).
- Most have either checked out fewer than five (59%) or more than 20 (18%) 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 (4662 respondents), Mystery/Thriller (4026), and Historical Fiction (2466); the least popular are Information Technology (122), Business (124), and Erotica (249).
- Most have recommended 1-3 books in the last six months (38%), 30% have recommended none, and 7% have recommended more than 10.
- 58% were either satisfied or very satisfied with holds/wait time for checkout, while 42% were dissatisfied or very dissatisfied.
- Below is a chart of respondent reported satisfaction with wait time by the number of ebooks they have checked out in the last six months.

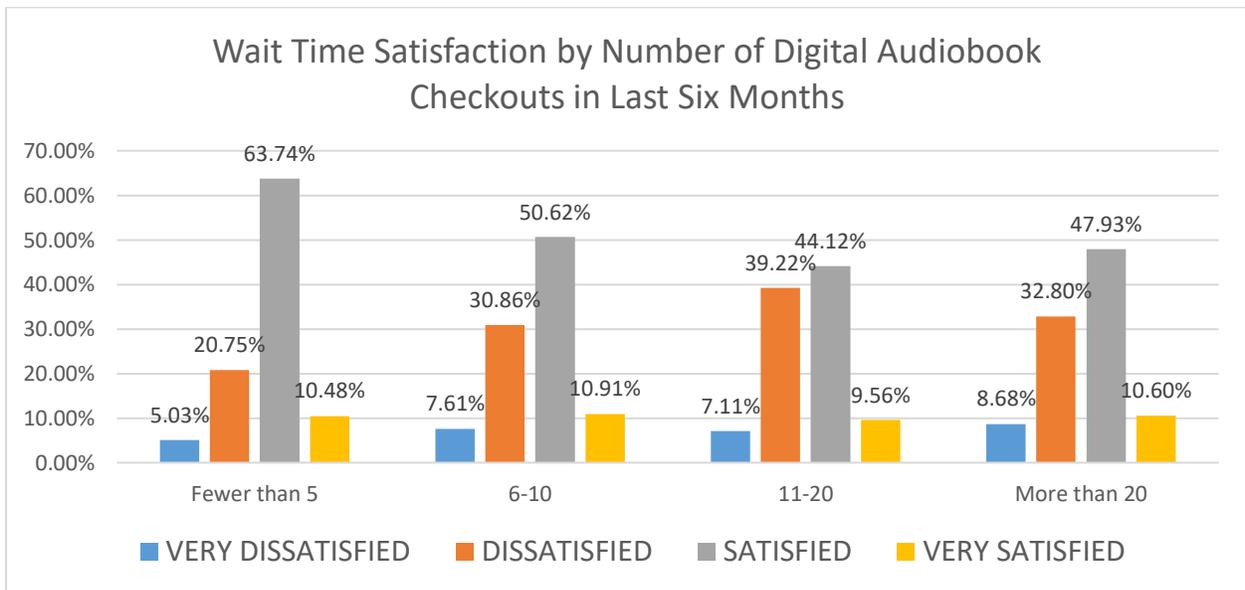


AUDIOBOOKS

- 57% of respondents who use the digital library check out audiobooks.

Of those who check out audiobooks:

- Most have checked out either fewer than 5 (31%) or more than 20 (29%) in the last six months.
- The majority have checked out fewer than five audiobooks from the physical library (87%).
- 89% have purchased fewer than five audiobooks in the last six months.
- The most popular genres are Bestselling Fiction (2994 respondents), Mystery/Thriller (2551), and Bestselling Nonfiction (1690).
- The least popular genres are Travel (188 respondents), Erotica (235), and Business (249).
- The majority have not recommended any audiobooks to the library in the last six months (49%). 27% have recommended 1-3 titles.
- 63% are either satisfied or very satisfied with holds/wait time while 37% are either dissatisfied or very dissatisfied.
- Below is a chart of respondent reported satisfaction with wait time by the number of digital audiobooks they have checked out in the last six months.



BIBLIOBOARD

- For all BiblioBoard products (Pressbooks, SELF-e, the Wisconsin Author Project, and BiblioBoard Library), between 2-5% of respondents were aware they existed and fewer than 1% have used any one BiblioBoard product.