

# CTBL Patron Satisfaction and Status Report

Fast Facts: Recent statistics from Library Research Service, ED3/110.10/No.352

The Colorado Talking Book Library (CTBL) provides free library services to Coloradans of all ages who are unable to read standard print materials because of physical, visual, or learning disabilities. The CTBL patron satisfaction survey has been regularly distributed to an age-stratified sample of patrons since 2004. Below are highlights from the 2018 survey, as well as other ear-end statistics.

## Patron Satisfaction Survey, 2018

More than 9 in 10 CTBL survey respondents rated these services as “excellent” or “good.”

- Overall quality of service – 99%
- Courtesy of staff – 99%
- Speed of delivery – 97%
- Condition of materials – 97%
- Ease of contacting staff – 97%

## CTBL serves...

- Nearly 6,200 active individual patrons.
- Every county in Colorado.
- More than 570 organizations.

Most CTBL patrons said they use the library to read for enjoyment.

The top three personal outcomes include:

- Reading for enjoyment (fiction) – 85%
- Keeps my mind active – 80%
- Continue my hobby of reading – 66%

## The Average CTBL Patron

- Resides on the front range
- Social media site of choice – Facebook
- Means of contacting CTBL – Phone
- Level of Education – College Degree (bachelor’s or higher)

- Age – 76+
- Gender – Female

“Don’t know what I would do without [CTBL] since I have always loved to read and when I lost my sight I thought I would lose books too.”

“Your service brings SO much joy to my son. . . every time one of your blue packages arrives we are grateful.”

“The CTBL means the world to me. It enriches my life immeasurably.”

## The Collection

From July 2017 to June 2018 there were 357,019 physical items circulated and 79,815 digital (BARD) downloads. That’s 58 items circulated, and 13 BARD downloads, for every individual patron!

Total collection contains 176,191 unique titles.

### Top formats by circulation

- Digital books – 92%
- Large print – 4%
- Cassette – 3%
- Braille – 1%
- Other – 1%

## Staff & Volunteers

In 2018, CTBL handled circulating items 716,145 times, received and answered 20,295 phone calls, assisted 696 patron walk-ins, received and answered 1,897 emails, and repaired 2,750 playback machines.

CTBL has its own sound studio for recording audio books. . .

1. First volunteers are trained to be a reviewer. Later, they can become a sound board monitor or audition to be a narrator.
2. This three-person team works together to convey, record, and master an audio recording.
3. In 2018, CTBL volunteers created 54 new titles in the studio.

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