

## Online Catalog Survey Results

925 people completed the survey from about 100 different zip codes spread throughout the shared system's service area. A quick review of individual responses confirmed that a majority of those responding use the online catalog in multiple locations with multiple devices.

92% of the respondents use the catalog at home, and for those that selected a single location "at home" was the most common response. 52% use the catalog at the library, and "at home" and "at the library" were the most common pairing of responses. 23% use the library at work and 12% selected other places. It was rare to see "at work" or "other places" as the only response. About 30% of the respondents use the catalog in a single location and 70% access it in multiple locations.

91% of the respondents use a laptop or PC to access the catalog, while 35% use a tablet, 30% use a smart phone, and 9% ask library staff. The vast majority of those who only use a laptop or PC are accessing the catalog from home. The respondents who use multiple devices are most likely to access the online catalog in multiple locations. "Ask library staff" was rarely selected as the only option. People ask library staff if they are unable to find what they are looking for on their own.

65% of the respondents use a tablet or smart phone to search the catalog at least some of the time, and 80% of the mobile device users are accessing the catalog through a web browser while only 20% use an app. The lack of responsive design in our current catalog has to be a concern for the mobile device users since such a large percentage are using a web browser to search the catalog. While the old eLibrary catalog is not too difficult to view on a smart phone, the detail title display in the Enterprise catalog is very hard to read. 43% of the mobile device users were not aware that an app was available, and another 10% had tried the app and didn't like it. The survey didn't ask which app the respondents were using or had tried, so it is difficult to draw any conclusions about the current versions of Bookmyne and Library Anywhere.

The majority of the respondents (91%) are looking for a specific title when they search the catalog, while 73% are looking for a specific author, 50% are looking for material on a specific subject, and 35% are browsing for new items. If they cannot find what they are looking for, 69% of the respondents will verify that the information is correct and try again, 58% will search another website, 38% will ask a library staff member for help, and a discouraging 14% will simply give up. The users in the library are most likely to ask a library staff member, while those searching from home are more likely to verify that the information is correct or search another website. When they are not in the library and find the item they are looking for, 92% of the respondents will place a hold on the item and 8% will call the library and ask to have the item held. Only 1% didn't know they could place a hold.

The majority of our online catalog users are using the catalog in multiple locations on many different devices. Most commonly they access the catalog from home using a laptop or PC, and if they are searching from home and they cannot find an item, they are most likely to either verify that the information is correct and try again or search another website. Accurate search results and the fuzzy logic employed by the Enterprise catalog are critical to customer satisfaction, but the results of the staff surveys indicate that these are the most problematic areas. A surprising 65% of the respondents use mobile devices at least some of the time to access the catalog (and this percentage will only grow in the coming years). In order to make the search experience easy, users need to be made aware of available apps and the issue of responsive design needs to be addressed. These survey results help us understand where our patrons use the catalog, what devices they use to access it, and what they do when their searches are successful or unsuccessful. This information can help us decide which public catalog is the best choice for our users.