

2019 SDL Needs Assessment Survey

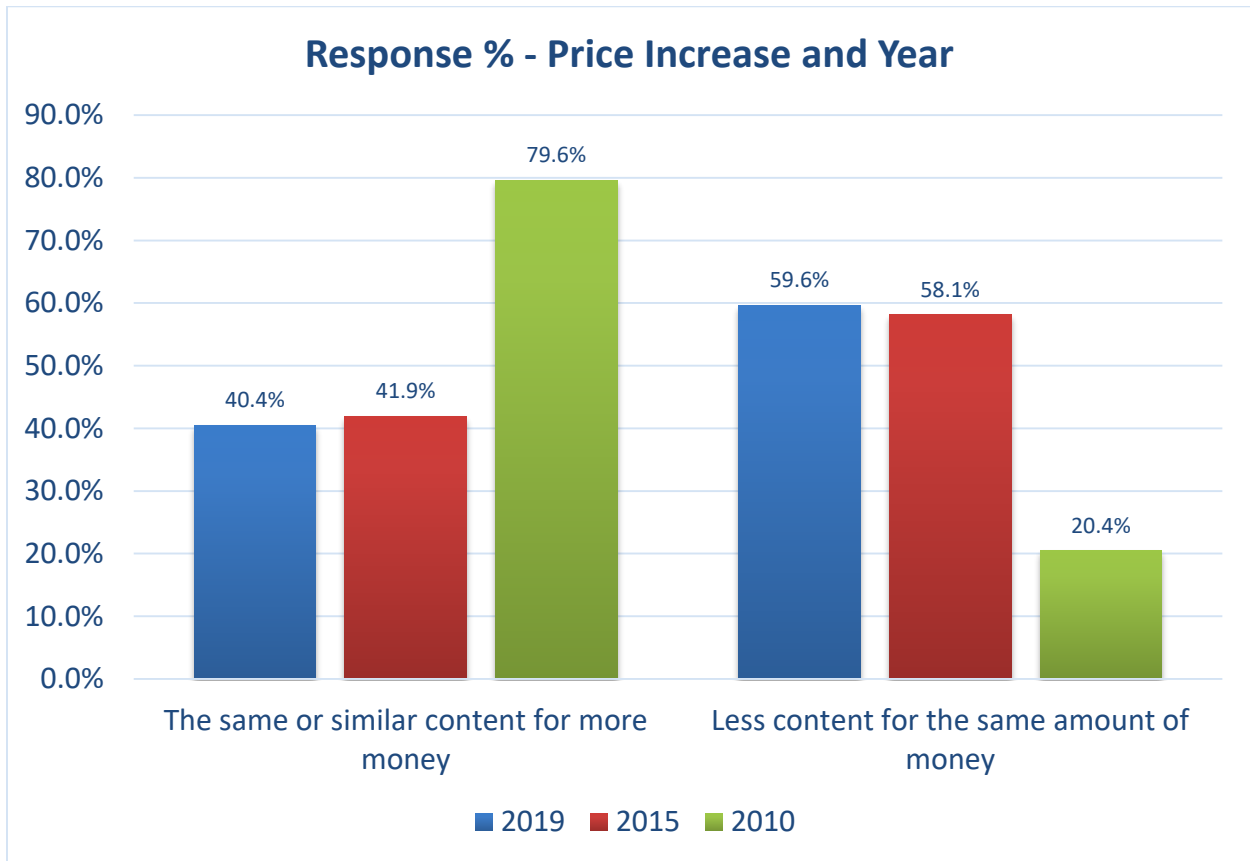
Cost Issues

The SDL Needs Assessment surveys have traditionally asked some preference questions about money; the first question was phrased like this:

Hypothetically, compared to the current package, if prices went up and you HAD to choose between the following two options moving forward, which would you prefer:

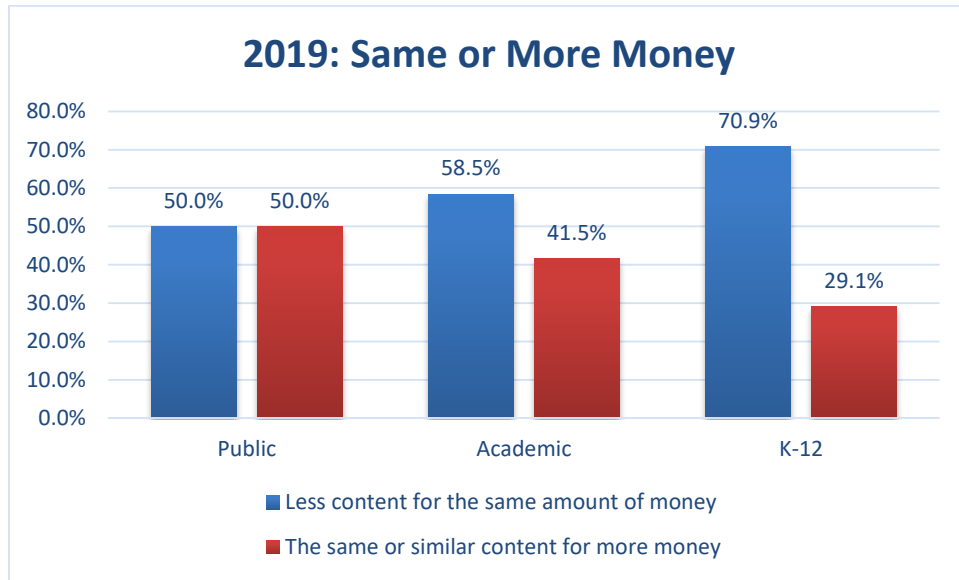
- a. The same or similar content for more money
- b. Less content for the same amount of money

In the most recent survey, held in the fall of 2019, well before any hint of the current pandemic, respondents overall were nonetheless quite adamant in their preference for option b (60% vs. 40%). In fact, this response was consistent with the 2015 survey as well. There seems to have been a significant shift between the results in 2010 and 2015, but they remain relatively unchanged since as shown:



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Interestingly, the 2019 results were not quite as clear-cut when compared by type of library:

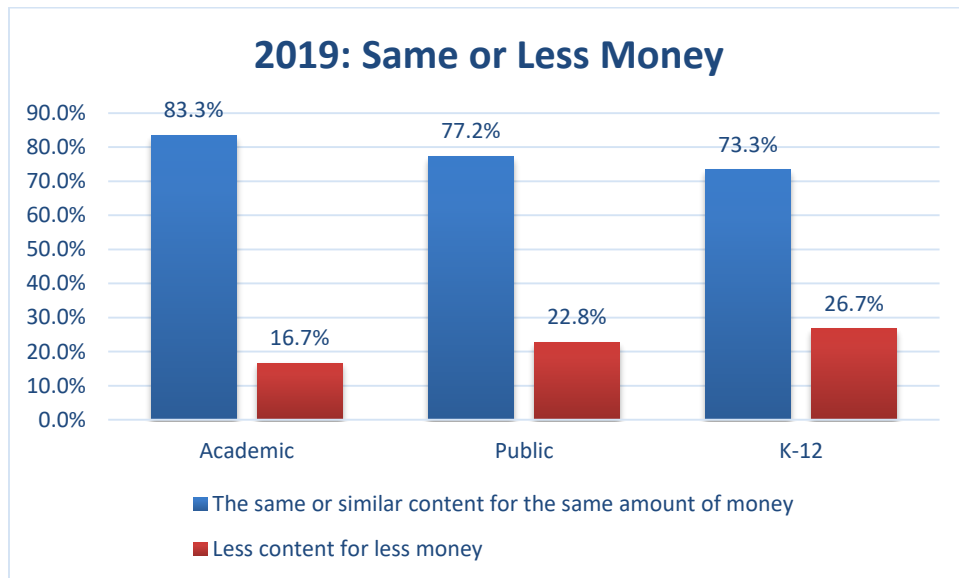


We also asked THIS question:

Hypothetically, compared to the current package, if prices remain about the same and you HAD to choose between the following two options moving forward, which would you prefer:

- a. The same or similar content for the same amount of money
- b. Less content for less money

The combined response was reassuring in that 77% went for option a. and only 23% for option b. Here's the breakdown by library type, which varies somewhat, but not dramatically:



In retrospect, I wish we had thought to ask whether libraries were willing to pay more to have more choices, or customized packages, rather than one size fits all.