



Library Client Survey Report

May 2006

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1 Introduction

Background

The Council of Australian University Librarians (CAUL) has set up a relationship with Ambit Insights (incorporating Rodski Survey Research) to assist CAUL members to develop, administer and analyse client satisfaction surveys. Ambit Insights acts to ensure that libraries can measure performance against each other, which, in turn, enables libraries to develop the highest possible standards of service for library users. Consistent with this agreement, Ambit Insights was retained by the University of Canberra Library to conduct a survey of its clients so that their views, ideas, and suggestions can be fully considered as an integral part of its commitment to improvement. The results of the University of Canberra Library's client survey are compared with other university libraries in the Ambit Insights database.

Survey Objectives

The primary objective of the client survey is to provide the University of Canberra Library with a means to identify key client concerns. More specifically, the objectives of the survey are:

- To identify, prioritise and manage the key issues affecting clients
- To allow the University of Canberra Library's performance to be measured and monitored over time
- To provide clients with the opportunity to communicate openly and honestly with the management team of the Library
- To compare results with other university libraries in the database so that performance can be measured against external standards

1.1 Survey Process

The survey required all clients to provide some demographic information, such as which library they frequent and their faculty. It then displayed 40 statements (called 'variables') considered critical to the continuing success of the University of Canberra Library. Clients were asked to rate each statement twice – firstly to measure the importance of each of the statements to them and secondly to measure their impression of the library's performance on each statement.

Clients of the University of Canberra Library were given the opportunity to participate in the survey in May 2006 by completing the questionnaire anonymously. This anonymity helps to ensure that the true concerns of the clients are identified. The survey could only be completed online.

This is the first Ambit Insights survey of its kind to be undertaken by the University of Canberra Library.

Response Statistics

The following table details the number of usable survey forms received from clients of the various libraries, categories and faculties at the University of Canberra Library. A minority of clients did not indicate their demographic information, and these forms have consequently been classified as 'unspecified'.

In total, 1479 responses were received. This is an above-average number in the CAUL library survey context where the current average across libraries is 1100. This number of responses provides a high degree of confidence in the results obtained at the overall university level (confidence level based on university population is 99% +/- 3%). The vast majority of respondents are undergraduates, with 1207 respondents (81.6%). The most common area of study is Business and Government with 259 respondents (17.5%).

University of Canberra May 2006 Response Statistics	
Total	1479
Category	
UC Undergraduate	1207
UC Postgraduate	191
UC Academic/Research Staff	32
UC General Staff	22
Canberra College	16
UC Flexible Delivery	2
Other	8
<i>Unspecified</i>	1

Area of Study	
Education & Community Studies	237
Languages, International Studies & Tourism	100
Business & Government	259
Health Sciences	310
Law	99
Creative Communication	79
Indigenous Studies	2
Professional Communication	130
Design & Architecture	113
Information Sciences & Engineering	108
Resource, Environment and Heritage Sciences	32
<i>Unspecified</i>	10
Library Visits Frequencies	
Daily	158
2–4 days a week	629
Fortnightly	322
Monthly	132
Rarely (i.e. a few times a year)	99
Never	7
<i>Unspecified</i>	132
Remote Access Frequencies	
Daily	180
2–4 days a week	619
Fortnightly	313
Monthly	143
Rarely (i.e. a few times a year)	87
Never	12
<i>Unspecified</i>	125
Campus Visits Frequencies	
Daily	349
2–4 days a week	946
Fortnightly	35
Monthly	6
Rarely (i.e. a few times a year)	11
Never	8
<i>Unspecified</i>	124

Detailed Results Interpretation

What Clients Feel is Important for the Library

The 10 highest ranked importance variables for the University of Canberra Library's clients (listed in descending priority order) are reported in the table below.

May 2006 Top 10 Importance	Mean
Information resources (books, electronic, etc) are easily accessed	6.37
Databases and electronic resources are adequate for my needs	6.36
Library staff are friendly and helpful	6.36
The Library collection is adequate for my needs	6.34
Access to electronic resources is easily available	6.32
Sufficient copies of high-demand resources are available when I need them	6.32
Library catalogue provides clear and useful information	6.29
Course-specific resources are easy to find and access	6.28
Library staff treat me fairly and without discrimination	6.28
Library's web site is easy to use	6.27

Of the 40 statements on the survey, 22 were identified with importance means of 6.00 or higher. On a seven point scale, these statements are all therefore of relatively high importance to clients. The themes of the variables in the top 10 importance list include ease of access to information and course specific resources; adequacy of databases and electronic resources and friendliness, helpfulness and fairness of staff. Other factors in the top ten are readily available access to electronic resources and high demand resources as well as ease of use of the library's website.

How Client Feel the Library is Performing

The table below reports, in descending order, the 10 variables ranked highest in performance by the University of Canberra Library's clients in 2006.

May 2006 Top 10 Performance	Mean
Library staff treat me fairly and without discrimination *	6.15
Library staff are friendly and helpful *	6.01
Library staff display professionalism	6.00
Service desk staff respond in a timely manner	5.54
Library staff provide quality service	5.47
Library staff are readily available to assist me	5.41
Library staff provide clear and accurate feedback to my queries	5.37
Opening hours meet my needs	5.33
Library web pages provide clear and useful information	5.24
Library's web site is easy to use *	5.21

(N.B. Factors marked * have also been identified as top 10 importance issues)

Seven variables in the top 10 performance relate to library staff – more specifically, their fairness, friendliness, helpfulness, professionalism, responsiveness, quality of service, being readily able to assist and clear and accurate feedback on queries. The remaining three variables relate to opening hours, clear and useful web pages and ease of use of the website.

The top 10 performance list contains three factors from the top 10 importance list, (as indicated by the red asterisks), namely *library staff treat me fairly and without discrimination*, *library staff are friendly and helpful* and *the library's website is easy to use*. This is a pleasing result for the University of Canberra Library. Not only are these factors among the most important issues to clients of the library, they are also being performed well.

When analysing the performance results, it is important to keep in mind that we are dealing with clients' **perceptions** of the University of Canberra Library's performance. When benchmarked against other organisations, mixed results are evident.

Six of the variables show results on the median (mid-point). Three are bottom 50% performers, namely *library staff provide quality service*, *library staff provide clear and accurate feedback to my queries* and *the library website is easy to use*.

One variable is unique to the University of Canberra Library and therefore cannot be benchmarked, namely *library web pages provide clear and useful information*.

Finally, the survey identified 21 questions that attracted performance scores greater than 5.00. This is a pleasing result as all of these variables are considered strong performers, with 5.00 representing a relatively strong average rating on a seven-point scale.

At the other end of the scale are the lowest performing variables. This table shows the 10 variables given the lowest rankings by University of Canberra Library clients in 2006. Please note that the lowest performing variable appears first on the list.

May 2006 10 Lowest Performance	Mean
Number of computer workstations is adequate	3.73
Sufficient copies of high-demand resources are available when I need them	4.05
The Library collection is adequate for my needs	4.34
Library staff keep me informed about new services, resources and collections	4.36
Computer facilities/electronic equipment are adequate	4.42
Library staff act on my suggestions and ideas	4.43
Prompt corrective action is taken regarding missing books and journals	4.61
Facilities for using personal laptops are adequate	4.63
Wireless facilities are adequate	4.67
Databases and electronic resources are adequate for my need	4.77

(N.B. Factors marked * have also been identified as top 10 importance issues)

The lowest 10 performance list has three factors in common with the top 10 importance list, namely *sufficient copies of high-demand resources are available when I need them*, *the library collection is adequate for my needs* and *Databases and electronic resources are adequate for my need*.

In addition, the list includes two variables regarding staff and three regarding computer facilities. The remaining variable concerns corrective action taken on missing books and journals.

2.2 Where Clients Feel Library Can Potentially Improve

In identifying factors for improvement, Ambit Insights analyses the perceived difference – or 'gap' – between the importance and performance score for each variable. These gaps indicate areas of frustration or dissatisfaction for clients and thus represent **potential** improvement opportunities. Based on our research, gaps of or above 2.00 are considered significant. It is important to note that a larger gap does not indicate a larger problem. It rather indicates an increase in certainty that the variable is indeed of some level of concern. The table below reports the 10 variables with the highest gap scores for the 2006.

May 2006 Top 10 Gaps	Score
Number of computer workstations is adequate	2.47
Sufficient copies of high-demand resources are available when I need them *	2.26
The Library collection is adequate for my needs	2.00
Computer facilities/electronic equipment are adequate	1.77
Databases and electronic resources are adequate for my needs	1.59
Course-specific resources are easy to find and access *	1.43
Access to electronic resources is easily available *	1.37
Information resources (books, electronic, etc) are easily accessed	1.36
Library catalogue provides clear and useful information	1.33
Remote access to electronic information resources and services is adequate	1.27

(N.B. Factors marked * have also been identified as top 10 importance issues)

The top 10 gaps list contains seven factors from the top 10 importance list, as indicated by the red asterisks. This highlights an improvement opportunity as library clients perceive these variables to be of high importance but performing poorly.

There are three significant concerns in this list, (i.e. variables that attract a score of 2.00 or greater). These concern the number of available computer workstations, having sufficient copies of high demand resources and adequacy of the library collection. When considered in an external benchmarking context, these variables are below the mean.

3.3.1 **Prioritising Potential Improvement Opportunities**

Analysis of these gaps enables the University of Canberra Library to prioritise strategies for improvement in terms of those factors considered most pressing by clients. For an issue to be considered in need of attention, it must have both a gap score above 2.00 **and** be of high importance. A significant gap score together with a low importance score is indicative of a non-issue for clients. Conversely, a significant gap score together with a high importance score suggests an area of concern. It is important to note that a larger gap does not indicate a larger problem. It rather indicates an increase in certainty that the variable is indeed of some level of concern.

This information is calculated by and reported in the gap grid. It is a unique visual tool that allows you to see several key pieces of information within the one diagram (see extract below and Appendix A for more detail). For each survey variable it shows the performance score (horizontal axis), the importance score (vertical axis) and the gap score (colour coded). Using this information, the factors that should be prioritised as improvement opportunities can be identified. The gap grid is a highly effective tool at an aggregate level and also at a specific demographic level.

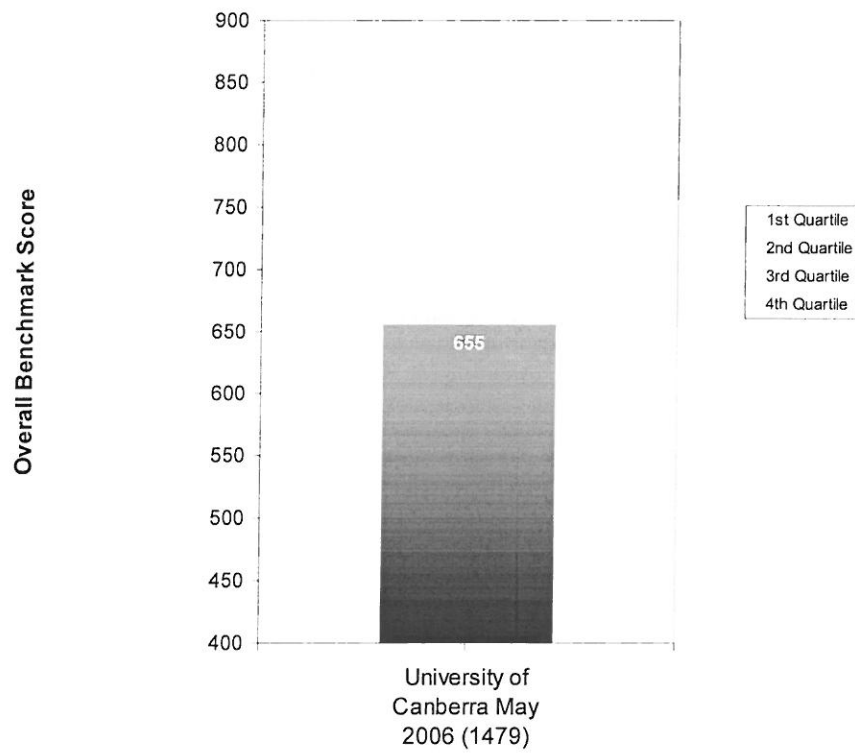
With this in mind, a review of the library-wide gap grid has identified the following improvement opportunities for the University of Canberra Library:

- Number of computer workstations is adequate
- Sufficient copies of high demand resources are available when I need them (unique variable, cannot be benchmarked).
- The library collection is adequate for my needs

It should be noted that performance for two of the variables above is in the bottom 50% when benchmarked externally and the, therefore, presents an improvement opportunity.

Comparison With Other University Libraries

The University of Canberra Library has recorded an overall score of 655 points indicating a score in the second quartile (top 50%) when compared with other libraries in the database.

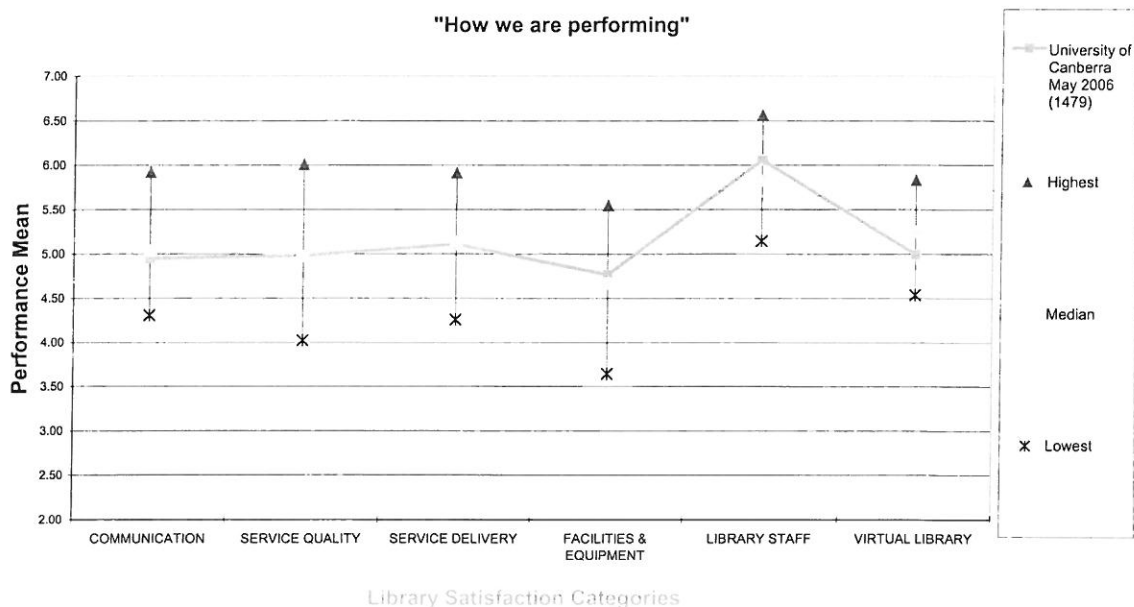


The following graph shows the performance scores of the University of Canberra Library, within the range of other library scores, across the five Library survey categories.

At the time the University of Canberra Library survey was administered, 34 other university libraries had completed benchmarking surveys. It is this group that makes up the comparison group.

The highest performing category is 'Library Staff' which is sitting in the top 50% when benchmarked externally. The next highest performing category is Service Delivery (which sits on the mean), as does Service Quality. Communication and Virtual Library are below the mean.

A more specific view of results on each variable within each of these categories can be found in the detailed data analysis.



The following scorecard presents similar information to the previous graph, however the emphasis here is on the numerical scores of the University of Canberra Library in each category.

The University of Canberra Library performed highest on the category of Library Staff, with a score of 87%. The lowest score was identified for Facilities and Equipment at 66%. These results are derived using an equal weighting system across the five survey categories.

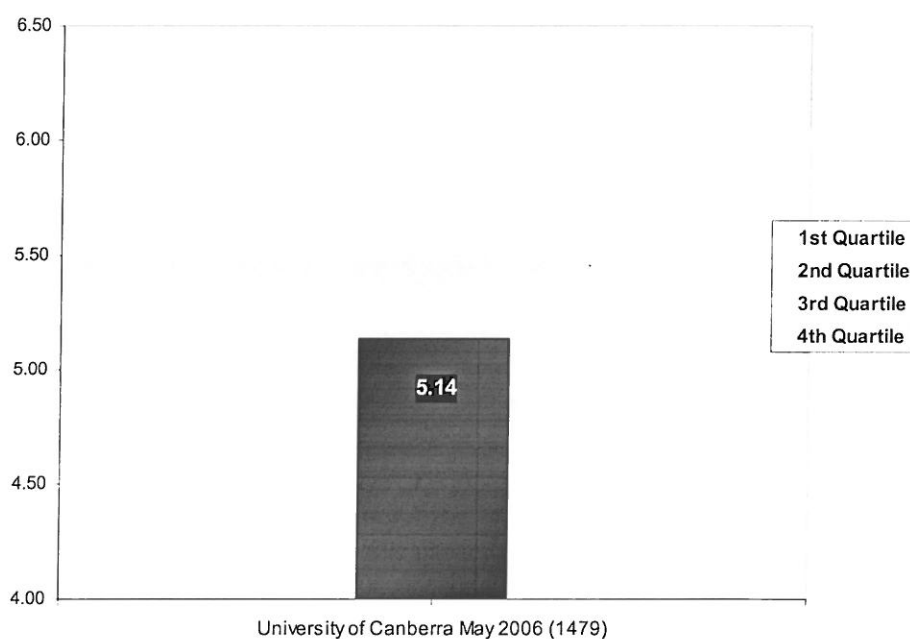
The information in the above table also enables a comparison of your results with the highest, lowest and median performers in the Ambit Insights Library Client database.

Library Categories	Weighting	University of Canberra May 2006 (1479)	%	Highest Performer in Database	%	Median	%	Lowest Performer in Database	%
COMMUNICATION	150	106	71	127	85	108	72	92	62
SERVICE QUALITY	180	128	71	154	86	128	71	103	57
SERVICE DELIVERY	200	146	73	169	84	147	73	122	61
FACILITIES & EQUIPMENT	150	102	68	119	79	100	67	78	52
LIBRARY STAFF	200	173	87	187	94	166	83	147	73
VIRTUAL LIBRARY	120	86	71	100	83	90	75	78	65
Total	1000	655	66	757	76	649	65	542	54

Overall Satisfaction

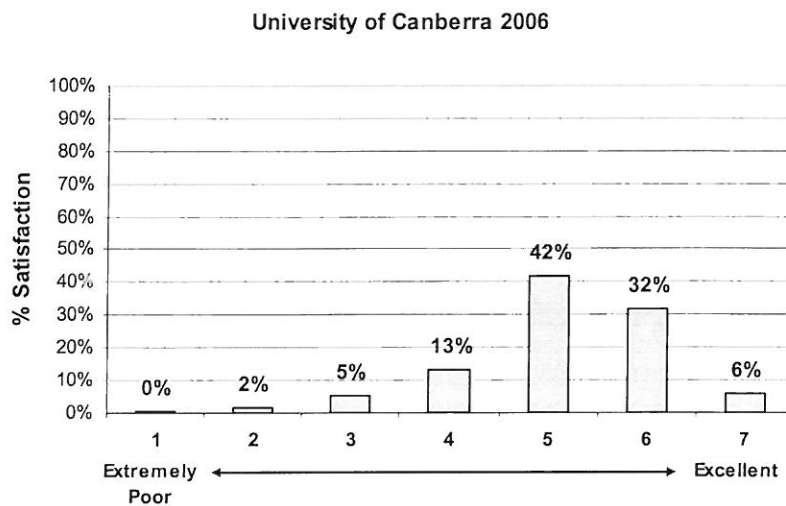
Respondents were asked to provide an assessment of the overall quality of the library they used most often (see graph below). The overall average of 5.14, (out of a possible high of seven), places the University of Canberra Library in the fourth quartile (bottom 25%) when compared with other libraries that have been surveyed over the last two years.

Please give your general assessment of the overall quality of the Library you use the most



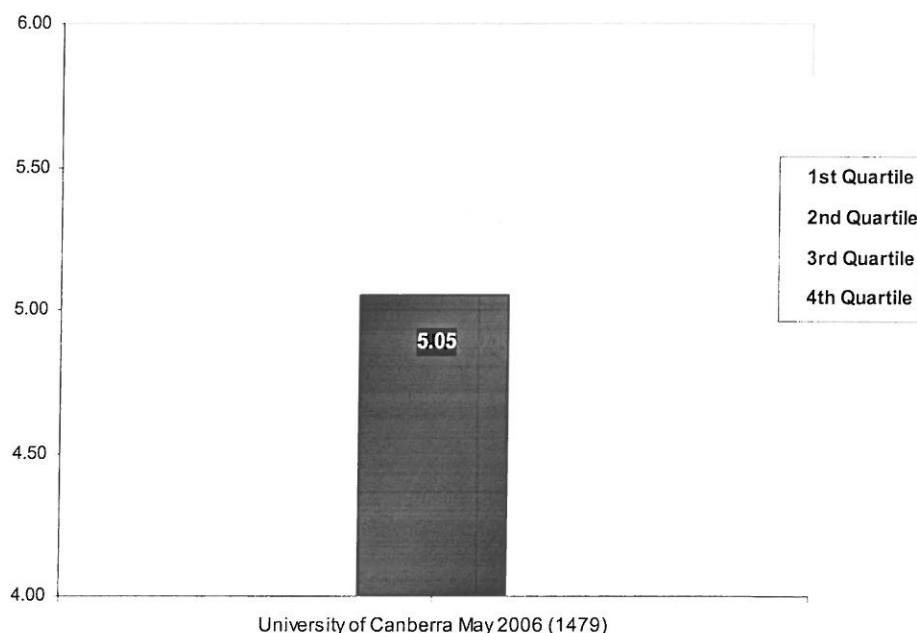
The majority of clients reported overall quality of the library they use most often as high. More specifically, 42% of respondents identified the quality as high (a rating of 5), with a further 32% giving a rating of very high (see graph below).

Only 2% indicated the quality as very low (a rating of 2).



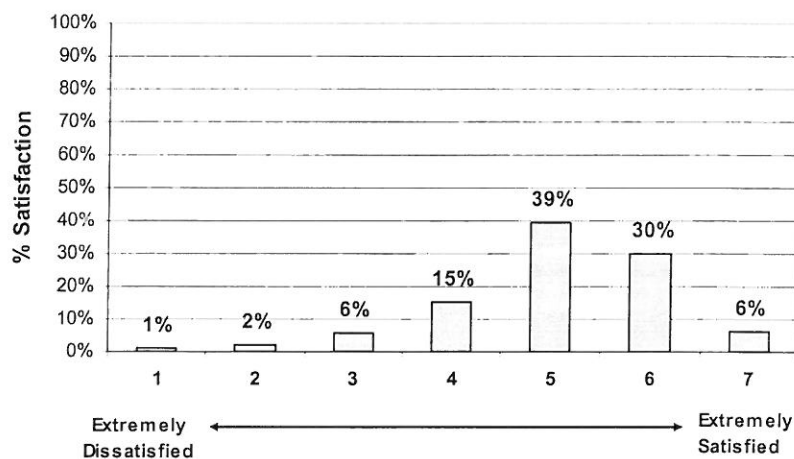
Respondents were also asked to provide a general assessment of their satisfaction with the Library (see graph below). In this case, the overall average of 5.05 places the University of Canberra Library in the fourth quartile (or bottom 50%) when compared with other libraries.

Please give your general assessment of how satisfied you are with the Library



In relation to the overall ratings of satisfaction, the majority of clients also reported relatively high levels of satisfaction. Thirty-nine percent of respondents identified their level of satisfaction as high, with a further 30% giving a rating of 6. Only 1% indicated their level of satisfaction as extremely low (rating of 1).

University of Canberra 2006



Summary of Results: Grouped By Demographics

Frequency of Use

Section 3 of the University of Canberra Library Client Survey allowed the collection of further information regarding usage of the library. Respondents were asked to indicate how often visit the library (physically), how often they access the online library services, and how often they visit the campus. The number of responses across the options within each of these questions can be seen below.

The most common visit type for the categories of library visits and online visits is 2-4 days a week. 629 respondents (43%) gave this response for library visit frequencies, and 629 respondents (43%) gave this response for online visit frequencies. The most common answer for campus visit frequency is 2-4 days, with 946 people (64%).

Very few respondents indicated their visits at rarely or monthly. Therefore, the survey respondents are more likely to be high-end (regular) users of library services and as such are more likely to have a comprehensive view of the services provided. A comparison of the top 5 gaps across each of these user groups is also provided in this section of the report.

University of Canberra May 2006 Response Statistics	
Library Visits Frequencies	
Daily	158
2-4 days a week	629
Fortnightly	322
Monthly	132
Rarely (i.e. a few times a year)	99
Never	7
Unspecified	132
Remote Access Frequencies	
Daily	180
2-4 days a week	619
Fortnightly	313
Monthly	143
Rarely (i.e. a few times a year)	87
Never	12
Unspecified	125
Campus Visits Frequencies	
Daily	349
2-4 days a week	946
Fortnightly	35
Monthly	6
Rarely (i.e. a few times a year)	11
Never	8
Unspecified	124

The following tables show the top 5 improvement opportunities for each of the demographic groups in the survey. To analyse the gap tables, review the mean scores for each group and identify if the scores are similar or different. Also identify if any unique (blue) variables have been identified by clients who are part of that library, category or faculty.

Library Visit Frequency

When the results are considered across the library visit frequencies, three unique gaps are evident, namely *opening hours meet my needs*, identified by the 'Daily', 'Monthly' and 'Rarely' groupings (see the shaded variables).

Regardless of library visit frequencies, there are a number of common variables. Adequacy of computer workstations, adequacy of the library collection and having sufficient copies of high demand resources are common to all groupings.

Other variables, such as adequacy of computer facilities/electronic equipment are common to three of the groupings, (all except 'Monthly' and 'Rarely'). Each grouping displays significant gap scores (i.e. greater than 2.00). The 'Monthly' grouping is the least dissatisfied and the highest gap scores occur in the 'Daily' grouping.

TOP 5 GAP - Library Visits Frequencies University of Canberra May 2006					Unique Factors
Daily (158)		2–4 days a week (629)		Fortnightly (322)	
[Q26] Number of computer workstations is adequate	2.76	[Q26] Number of computer workstations is adequate	2.67	[Q26] Number of computer workstations is adequate	2.34
[Q25] Computer facilities/electronic equipment are adequate	2.27	[Q12] Sufficient copies of high-demand resources are available when I need them	2.40	[Q12] Sufficient copies of high-demand resources are available when I need them	2.23
[Q12] Sufficient copies of high-demand resources are available when I need them	2.18	[Q25] Computer facilities/electronic equipment are adequate	1.95	[Q18] The Library collection is adequate for my needs	2.12
[Q18] The Library collection is adequate for my needs	2.05	[Q18] The Library collection is adequate for my needs	1.90	[Q25] Computer facilities/electronic equipment are adequate	1.62
[Q37] Access to electronic resources is easily available	1.50	[Q36] Databases and electronic resources are adequate for my needs	1.54	[Q36] Databases and electronic resources are adequate for my needs	1.59
Monthly (132)		Rarely (i.e. a few times a year) (99)			
[Q18] The Library collection is adequate for my needs	2.20	[Q12] Sufficient copies of high-demand resources are available when I need them	2.31		
[Q12] Sufficient copies of high-demand resources are available when I need them	2.18	[Q18] The Library collection is adequate for my needs	2.25		
[Q26] Number of computer workstations is adequate	1.94	[Q26] Number of computer workstations is adequate	2.07		
[Q36] Databases and electronic resources are adequate for my needs	1.61	[Q36] Databases and electronic resources are adequate for my needs	1.94		
[Q35] Course-specific resources are easy to find and access	1.44	[Q20] Information resources (books, electronic, etc) are easily accessed	1.57		

Online Visit Frequency

In terms of online visit frequencies, three of the lower frequency groupings display unique concerns (shaded).

Regardless of the frequency of remote access visits, library clients have similar concerns. Three variables are common to all groupings, namely *number of computer workstations is adequate*, *sufficient copies of high demand resources* and *the library collection is adequate for my needs*.

Adequacy of computer facilities/electronic equipment is the second most frequently occurring variable, common to all groups, except 'Monthly'.

Each grouping displayed significant gap scores, with the 'Never' grouping displaying very high gap scores for the first two variables in their top five list.

TOP 5 GAP - Remote Access Frequencies					Unique Factors
Daily (180)		2-4 days a week (619)		Fortnightly (313)	
[Q26] Number of computer workstations is adequate	2.54	[Q26] Number of computer workstations is adequate	2.59	[Q26] Number of computer workstations is adequate	2.49
[Q12] Sufficient copies of high-demand resources are available when I need them	2.28	[Q12] Sufficient copies of high-demand resources are available when I need them	2.32	[Q12] Sufficient copies of high-demand resources are available when I need them	2.39
[Q18] The Library collection is adequate for my needs	2.10	[Q18] The Library collection is adequate for my needs	2.16	[Q18] The Library collection is adequate for my needs	1.88
[Q25] Computer facilities/electronic equipment are adequate	2.08	[Q25] Computer facilities/electronic equipment are adequate	1.88	[Q25] Computer facilities/electronic equipment are adequate	1.61
[Q36] Databases and electronic resources are adequate for my needs	1.76	[Q36] Databases and electronic resources are adequate for my needs	1.63	[Q36] Databases and electronic resources are adequate for my needs	1.51
Monthly (143)		Rarely (i.e. a few times a year) (87)		Never (12)	
[Q26] Number of computer workstations is adequate	2.02	[Q12] Sufficient copies of high-demand resources are available when I need them	2.36	[Q12] Sufficient copies of high-demand resources are available when I need them	2.92
[Q12] Sufficient copies of high-demand resources are available when I need them	1.93	[Q26] Number of computer workstations is adequate	2.32	[Q26] Number of computer workstations is adequate	2.83
[Q18] The Library collection is adequate for my needs	1.69	[Q18] The Library collection is adequate for my needs	1.91	[Q25] Computer facilities/electronic equipment are adequate	2.08
[Q35] Course-specific resources are easy to find and access	1.47	[Q20] Information resources (books, electronic, etc) are easily accessed	1.77	[Q18] The Library collection is adequate for my needs	2.00
[Q36] Databases and electronic resources are adequate for my needs	1.42	[Q25] Computer facilities/electronic equipment are adequate	1.63	[Q38] Remote access to electronic information resources and services is adequate	1.87

Campus Visit Frequency

Regardless of Campus Visit Frequency, all library clients are concerned with having sufficient copies of high demand resources, a library collection that is adequate to their needs, and adequate databases and electronic resources.

The 'Fortnightly' grouping has one unique concern and the 'Rarely' grouping has two.

Once again, each grouping displays significant gap scores, the highest occurring in the 'Rarely' grouping. Interestingly, every gap score in their top five list is significant and in the case of two variables, very high. Whilst scores of 3.00 indicate certainty that there is widespread dissatisfaction, it is important to note that this grouping only consists of eleven clients.

TOP 5 GAP - Campus Visits Frequencies

University of Canberra May 2006

Unique Factors

Daily (349)		2-4 days a week (946)		Fortnightly (35)	
[Q12] Sufficient copies of high-demand resources are available when I need them	2.32	[Q26] Number of computer workstations is adequate	2.59	[Q12] Sufficient copies of high-demand resources are available when I need them	2.55
[Q26] Number of computer workstations is adequate	2.25	[Q12] Sufficient copies of high-demand resources are available when I need them	2.28	[Q18] The Library collection is adequate for my needs	2.49
[Q18] The Library collection is adequate for my needs	2.02	[Q18] The Library collection is adequate for my needs	1.99	[Q26] Number of computer workstations is adequate	2.29
[Q25] Computer facilities/electronic equipment are adequate	1.76	[Q25] Computer facilities/electronic equipment are adequate	1.81	[Q36] Databases and electronic resources are adequate for my needs	2.07
[Q36] Databases and electronic resources are adequate for my needs	1.72	[Q36] Databases and electronic resources are adequate for my needs	1.50	[Q9] Prompt corrective action is taken regarding missing books and journals	1.91
Rarely (i.e. a few times a year) (11)					
[Q18] The Library collection is adequate for my needs	3.10				
[Q36] Databases and electronic resources are adequate for my needs	3.00				
[Q12] Sufficient copies of high-demand resources are available when I need them	2.79				
[Q4] Library catalogue provides clear and useful information	2.55				
[Q38] Remote access to electronic information resources and services is adequate	2.39				

1.12 Other Demographic Breakdowns

Please note that for a small number of groupings, fewer than 10 responses have been received. In these cases, no data will be provided. Caution should be exercised when interpreting the data for groups with fewer than 30 responses, as a small response number can lead to variable and unstable mean scores.

Although there are some unique areas of frustration or dissatisfaction in the specific demographics categories collected, there is only a considerable degree of similarity in the issues identified across the different libraries, categories and faculties (see Appendices for detailed analyses). In other words, many of the same issues appear consistently across the demographic groups.

Top 5 Gaps: Category

Regardless of 'Category', the most commonly shared concerns are:

- *The library collection is adequate for my needs* (all except Canberra College)
- *Number of computer workstations is adequate* (all except US Academic/Research)
- *Databases and electronic resources are adequate* (all except UC General staff)

Three groupings have unique concerns, as indicated by the shaded areas. All groupings, with the exception of Canberra College, display significant gap scores.

TOP 5 GAP - Category University of Canberra May 2006				Unique Factors	
UC Undergraduate (1207)		UC Postgraduate (191)		UC Academic/Research Staff (32)	
[Q26] Number of computer workstations is adequate	2.61	[Q18] The Library collection is adequate for my needs	2.34	[Q18] The Library collection is adequate for my needs	2.48
[Q12] Sufficient copies of high-demand resources are available when I need them	2.35	[Q12] Sufficient copies of high-demand resources are available when I need them	2.22	[Q36] Databases and electronic resources are adequate for my needs	2.30
[Q18] The Library collection is adequate for my needs	1.96	[Q26] Number of computer workstations is adequate	2.09	[Q37] Access to electronic resources is easily available	2.10
[Q25] Computer facilities/electronic equipment are adequate	1.85	[Q36] Databases and electronic resources are adequate for my needs	2.03	[Q38] Remote access to electronic information resources and services is adequate	1.96
[Q36] Databases and electronic resources are adequate for my needs	1.51	[Q37] Access to electronic resources is easily available	1.72	[Q4] Library catalogue provides clear and useful information	1.94
UC General Staff (22)		Canberra College (16)			
[Q26] Number of computer workstations is adequate	2.00	[Q26] Number of computer workstations is adequate	1.92		
[Q21] Photocopying & printing facilities are adequate for my needs	1.85	[Q36] Databases and electronic resources are adequate for my needs	1.38		
[Q25] Computer facilities/electronic equipment are adequate	1.73	[Q12] Sufficient copies of high-demand resources are available when I need them	1.38		
[Q18] The Library collection is adequate for my needs	1.67	[Q35] Course-specific resources are easy to find and access	1.21		
[Q24] Adequate signage exists within the Library	1.45	[Q25] Computer facilities/electronic equipment are adequate	1.15		

Top 5 Gaps: Area of Study

Regardless of area of study, there is a high degree of commonality in the top gaps identified by the groupings. The most frequently occurring issues are common to nine of the ten groups as follows:

- *Number of computer workstations is adequate* and
- *Sufficient copies of high demand resources are available* (all groupings except Resource, Environment and Heritage Services)

Two other variables occur in eight of the nine groupings:

- *Computer facilities/electronic equipment are adequate* (all except 'Design and Architecture and 'Resource, Environment and Heritage Services')
- *The library collection is adequate for my needs* (all except 'Education and Community Studies' and 'Information Sciences and Engineering')

'Resource, Environment and Heritage Sciences' have three unique concerns and 'Information, Sciences and Engineering' have two.

All areas of study record significant gap scores. The highest is recorded by 'Law' for *the library collection is adequate for my needs*, (gap score of 2.69). This is followed by 'Resource, Environment and Heritage Services' for the same variable (gap score of 2.98).

The least dissatisfied grouping is 'Information Services and Engineering' and the most dissatisfied appears to be 'Law'.

Review Summary and Discussion

When compared with other University Libraries, the University of Canberra Library's score of 655 places it in the top 50% when benchmarked externally.

Overall, clients appear to be generally satisfied with the University of Canberra Library. In particular, 32% percent of respondents identified their level of satisfaction as very high, with a further 42% giving a rating of 5. No respondents gave a rating of extremely low and only 2% indicated their level of satisfaction as very low (rating 2). However, these overall quality and satisfaction ratings only place the University of Canberra Library in the fourth quartile (or bottom 25%) when compared to other libraries in the database at this time, thereby presenting an improvement opportunity for the library.

The areas of highest importance to University of Canberra Library clients include ease of access to information and course specific resources; adequacy of databases and electronic resources and friendliness, helpfulness and fairness of staff. Other factors in the top ten are readily available access to electronic resources and high demand resources as well as ease of use of the library's website.

Seven variables in the top 10 performance relate to library staff. The remaining three variables relate to opening hours, clear and useful web pages and ease of use of the website.

The top 10 performance list contains three factors from the top 10 importance list, namely *library staff treat me fairly and without discrimination*, *library staff are friendly and helpful* and *the library's website is easy to use*. This is a pleasing result for the University of Canberra Library.

The highest performing category is Library staff which is placed in the top 50% when benchmarked externally. The next highest performing category is Service Delivery (which sits on the mean), as does Service Quality. Areas for improvement are Communication, Service Quality and Service Delivery which are all currently are all sitting in the bottom 50%.

As mentioned previously, from the gap grid analysis, a hierarchy of improvement opportunities can be developed, based on both the gap size and importance score for each issue. On this basis, the issues to address for clients are:

- Number of computer workstations is adequate
- Sufficient copies of high demand resources are available when I need them
- The library collection is adequate for my needs

Although there are some areas of frustration or dissatisfaction in the specific demographic categories, (indicated by gaps greater than 2.00), there is a high degree of similarity in issues across the categories of library users.

Also of note are the groups who identified three or more significant gaps. These are:

- Professional Communication (four)
- Languages, International Studies and Tourism (four)
- Health Sciences (three)
- Law (three)
- Resource, Environment and Heritage Sciences (three)



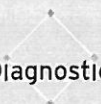
Library Client Survey Detailed Data Report

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