



THE UNIVERSITY OF
NEWCASTLE
AUSTRALIA

Library Customer Satisfaction
Survey
August 2010

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Contents

1. Introduction	2
Background.....	2
Survey objectives.....	2
Survey process.....	2
Scaling.....	3
Response statistics	4
2. Detailed results interpretation.....	8
What clients believe is important for the Library	8
How clients believe the Library is performing	10
Prioritising potential improvement opportunities	16
Comparison with other libraries.....	17
Overall satisfaction	20
Looking for Information	21
3. Summary of results: grouped by demographics	23
4. Executive Summary	34
5. Next Steps	36

1. Introduction

Background

Insync Surveys ensures 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 principle, Insync Surveys was retained by the University of Newcastle Library to conduct a survey of its clients so that their views, ideas, and suggestions can be considered as part of its commitment to improvement. The results of the Library's client survey are compared with other libraries in the Insync Surveys database, which has been built over 10 years.

Survey objectives

The primary objective of the survey is to provide the Library with a way to identify key client concerns. More specifically, the survey aims to:

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

Survey process

The survey required all clients to provide some demographic information. It then displayed 28 statements considered critical to the success of the Library. Clients were asked to rate each statement twice – first to measure the importance of each of the statements to them and second to measure their impressions of the Library's performance on each statement. Clients were then asked two questions relating to their information seeking behaviour.

Clients of the Library were given the opportunity to participate in the survey in August 2010 by completing the questionnaire anonymously. This confidentiality helps ensure that the true concerns of the clients are identified. The survey could be completed online or in print.

This is the sixth survey of its kind to be undertaken by the Library.

Scaling

The adoption of a seven-point scale provides very valid discrimination of stakeholder attitudes across the questions that are asked in the survey instrument. We have also found through our research that a seven-point scale is sufficiently interval in nature to apply standard statistical tests of the means that are produced from such scales. Accordingly, the results we produce involve analysis of the mean responses to each of the questions asked, across all demographic categories.

Note that the middle option (4) in the seven point scale allows for respondents to “neither agree nor disagree”.

Response statistics

The following tables detail the number of usable survey forms received from clients of the Library. Where clients do not indicate their demographic information, forms are classified as 'Unspecified'.

This year the survey generated 6752 responses. This number provides an excellent degree of confidence in the results obtained at the overall level. The number of responses received is much higher than the 2008 survey, in which 3074 responses were generated.

6596 surveys were received online, with only 156 print surveys received.

University of Newcastle Library Customer Satisfaction Survey Results, August 2010 Response Statistics		
Total	6752	
Which Campus Library do you use most?	n	%
Auchmuty	3637	53.9%
City Precinct	270	4.0%
Huxley	1233	18.3%
Ourimbah	1209	17.9%
Port Macquarie	65	1.0%
Singapore	29	0.4%
Sydney	59	0.9%
Online only	232	3.4%
<i>Unspecified</i>	18	0.3%
What is your major area of study, research or teaching?		
Business and Law	1034	15.3%
Education and Arts	1618	24.0%
Engineering and Built Environment	822	12.2%
Health	1458	21.6%
Science and Information Technology	1182	17.5%
Foundation Studies	265	3.9%
Other	353	5.2%
<i>Unspecified</i>	20	0.3%

University of Newcastle Library Customer Satisfaction Survey Results, August 2010 Response Statistics		
Total	6752	
What single category best describes you?		
Undergraduate	4987	73.9%
Postgraduate	896	13.3%
Academic/Research Staff	269	4.0%
General Staff	195	2.9%
Foundation Studies	277	4.1%
TAFE	63	0.9%
Other	44	0.7%
<i>Unspecified</i>	21	0.3%
Which category describes you?		
International Student	967	14.3%
Domestic Student	5429	80.4%
<i>Unspecified</i>	356	5.3%

University of Newcastle Library Customer Satisfaction Survey Results, August 2010 Response Statistics		
Total	6752	
How often do you come into the Library?		
Daily	1027	15.2%
2-4 days a week	3772	55.9%
Fortnightly	800	11.8%
Monthly	351	5.2%
Rarely (i.e. a few times a year)	337	5.0%
Never	111	1.6%
<i>Unspecified</i>	354	5.2%
How often do you access the Library online?		
Daily	1118	16.6%
2-4 days a week	3084	45.7%
Fortnightly	1244	18.4%
Monthly	470	7.0%
Rarely (i.e. a few times a year)	421	6.2%
Never	85	1.3%
<i>Unspecified</i>	330	4.9%
How often are you required to be on campus?		
Daily	1664	24.6%
2-4 days a week	4324	64.0%
Fortnightly	108	1.6%
Monthly	51	0.8%
Rarely (i.e. a few times a year)	137	2.0%
Never	146	2.2%
<i>Unspecified</i>	322	4.8%

Rating importance but not performance

Respondents who had not used a service, and were therefore not able to rate its performance, were nevertheless able to rate importance. These importance rankings are tabled below. Note that this data is excluded from, and has no bearing on, the individual and aggregate benchmark scores contained in this report.

University of Newcastle Library Customer Satisfaction Survey Results, August 2010

Response Statistics: Importance (Performance N/A)

Variable	Total 6752			
	Importance			
	Mean	Rank	#	%
Library staff provide accurate answers to my enquiries	5.95	1	244	3.61%
Library staff are approachable and helpful	5.88	2	204	3.02%
Library staff are readily available to assist me	5.79	3	211	3.13%
Library staff treat me fairly and without discrimination	5.78	4	233	3.45%
Face-to-face enquiry services meet my needs	5.47	5	361	5.35%
The items I'm looking for on the Library shelves are usually there	5.45	6	270	4.00%
Books and articles I have requested from other libraries and campuses are delivered promptly	5.42	7	1036	15.34%
Opening hours meet my needs	5.42	8	200	2.96%
When I am away from campus I can access the Library resources and services I need	5.39	9	314	4.65%
Course specific resources (including Short Loans) meet my learning needs	5.37	10	361	5.35%
Online resources (eg ejournals, databases, ebooks) meet my learning and research needs	5.34	11	204	3.02%
Information resources located in the Library (eg books, journals, DVDs) meet my learning and research needs	5.32	12	324	4.80%
Printing, scanning and photocopying facilities in the Library meet my needs	5.31	13	290	4.30%
I can get wireless access in the Library when I need to	5.29	14	687	10.17%
The Library is a good place to study	5.29	15	235	3.48%
The Library web site is easy to use	5.29	16	153	2.27%
The Library catalogue is easy to use	5.28	17	189	2.80%
I can find a quiet place in the Library to study when I need to	5.24	18	246	3.64%
Self Service (e.g. self check loans, requests, renewals, holds) meets my needs	5.17	19	424	6.28%
Online enquiry services (e.g. ASAP, Ask a Question) meet my needs	5.08	20	953	14.11%
I can find a place in the Library to work in a group when I need to	5.08	21	399	5.91%
Laptop facilities (e.g. desks, power) in the Library meet my needs	5.00	22	707	10.47%
A computer is available when I need one	4.96	23	211	3.13%
The Library web site provides useful information	4.95	24	164	2.43%
Library signage is clear	4.86	25	194	2.87%
The Library anticipates my learning and research needs	4.74	26	390	5.78%
I am informed about Library services	4.48	27	172	2.55%
Library workshops, classes and tutorials help me with my learning and research needs	4.23	28	960	14.22%

2. Detailed results interpretation

What clients believe is important for the Library

The 10 highest ranked importance factors for Library clients are listed in descending priority order in the table below. The previous survey results are also reported to enable a comparison.

August 2010 Top 10 importance	Mean (1 = low, 7 = high)	August 2008 Top 10 importance	Mean (1 = low, 7 = high)
Online resources (eg ejournals, databases, ebooks) meet my learning and research needs	6.46	Library staff are friendly and helpful	6.41
Library staff provide accurate answers to my enquiries	6.45	Opening hours meet my needs	6.38
Library staff are approachable and helpful	6.42	Access to electronic resources is easily available	6.35
Library staff are readily available to assist me	6.39	Access to computers to support study/research is adequate	6.36
Printing, scanning and photocopying facilities in the Library meet my needs	6.39	The library catalogue is easy to use	6.33
Library staff treat me fairly and without discrimination	6.36	The library collection is adequate for my needs	6.29
I can find a quiet place in the Library to study when I need to	6.35	The library web site is easy to use	6.29
The items I'm looking for on the Library shelves are usually there	6.35	Library staff treat me fairly and without discrimination	6.36
A computer is available when I need one	6.35	Photocopying & printing facilities are adequate	6.29
Opening hours meet my needs	6.34	Course-specific resources are easy to find and access	6.27

■ Common to 2010 and 2008

Of the 28 statements in the survey, 22 were identified with importance means of 6.00 or higher. These statements are all of relatively high importance to clients.

The themes in the top 10 importance list include Library staff providing accurate answers to enquiries, being approachable and helpful, readily available to assist, and fair and non discriminatory. Other themes include online resources, printing and photocopying facilities meeting the needs of clients; being able to find a quiet place in the Library to study; items being on the Library shelves when clients are looking for them; computers being available when clients need one, and opening hours suiting clients' needs.

How clients believe the Library is performing

The table below reports, in descending order, the 10 factors ranked highest in performance by clients in 2010 as compared with those ranked highest in 2008.

August 2010 Top 10 performance	Mean (1 = low, 7 = high)	August 2008 Top 10 performance	Mean (1 = low, 7 = high)
Library staff treat me fairly and without discrimination *6	6.35	Library staff treat me fairly and without discrimination	6.18
Library staff are approachable and helpful *3	6.16	Library staff are friendly and helpful	6.02
Library staff provide accurate answers to my enquiries *2	6.05	Library staff display professionalism	6.01
Library staff are readily available to assist me *4	5.92	Opening hours meet my needs	5.82
Opening hours meet my needs *10	5.85	Service staff respond in a timely manner	5.59
Face-to-face enquiry services meet my needs	5.82	Library staff provide quality service	5.61
Self Service (e.g. self check loans, requests, renewals, holds) meets my needs	5.79	Library staff are readily available to assist me	5.60
When I am away from campus I can access the Library resources and services I need	5.69	Inter-library loan requests are filled promptly	5.48
Online resources (eg ejournals, databases, ebooks) meet my learning and research needs *1	5.60	Library staff provide clear and accurate answers/responses to my queries	5.49
The Library is a good place to study	5.59	Requests for inter-campus loans are filled promptly	5.41

(Factors marked * were also identified in the top ten importance list)

- Common to 2010 and 2008

The survey identified 26 out of 28 variables with scores greater than 5.00. All of these variables are considered strong performers, with 5.00 representing a relatively strong rating on a seven-point scale.

Five factors in the top 10 performance list relate to library staff – more specifically: their fairness, approachability and helpfulness, their provision of accurate answers to enquiries, their availability to assist, and the adequacy of the face-to-face enquiry service. The remaining factors relate to opening hours, self-service facilities and online resources meeting the needs of clients; off campus access to Library resources and services; and the Library being a good place to study.

The top 10 performance list contains six factors from the top 10 importance list:

- *Library staff treat me fairly and without discrimination*
- *Library staff are approachable and helpful*
- *Library staff provide accurate answers to my enquiries*
- *Library staff are readily available to assist me*
- *Opening hours meet my needs*
- *Online resources (e.g. ejournals, databases, ebooks) meet my learning and research needs*

This is a positive result for the Library. Not only are these factors among the most important to clients of the Library, they are also being performed well.

At the other end of the scale are the lowest performing factors. This table shows the ten factors given the lowest rankings by the Library clients in 2010 as compared with those ranked lowest in 2008.

Please note that the lowest performing variable appears first on the list.

August 2010 Lowest 10 performance	Mean (1 = low, 7 = high)	August 2008 Lowest 10 performance	Mean (1 = low, 7 = high)
A computer is available when I need one *9	4.25	Access to computers to support study/research is adequate	4.68
I can find a place in the Library to work in a group when I need to	4.98	Group study facilities are adequate	4.77
I am informed about Library services	5.02	Individual seating is adequate	4.86
The Library anticipates my learning and research needs	5.06	Prompt corrective action is taken regarding missing books and journals	4.97
Library workshops, classes and tutorials help me with my learning and research needs	5.09	Wireless facilities are adequate	4.90
The items I'm looking for on the Library shelves are usually there *8	5.14	Facilities for using personal laptops are adequate	4.92
I can find a quiet place in the Library to study when I need to *7	5.22	Quiet study facilities are adequate	4.99
Library signage is clear	5.23	Online help services are adequate	5.05
Laptop facilities (e.g. desks, power) in the Library meet my needs	5.24	Library staff describe clearly the services on offer	5.08
Online enquiry services (e.g. ASAP, Ask a Question) meet my needs	5.26	Course-specific resources are easy to find and access	5.07

(Factors marked * were also identified in the top ten importance list)

- Common to 2010 and 2008

The lowest 10 performance list has three factors in common with the top 10 importance list.

Where clients believe the Library can improve

In identifying factors for improvement, Insync Surveys analyses the perceived difference – or ‘gap’ – between the importance and performance scores for each variable. Based on our experience, gaps between 1.0 and 1.99 are considered meaningful and should be investigated further. Gaps of or above 2.0 are serious and should be acted upon.

This table reports the 10 variables with the highest gaps for the 2010 and 2008 surveys.

August 2010 Top 10 gaps	Mean (1 = low, 7 = high)	August 2008 Top 10 gaps	Mean (1 = low, 7 = high)
A computer is available when I need one *9	2.10	Access to computers to support study/research is adequate	1.68
The items I'm looking for on the Library shelves are usually there *8	1.21	Individual seating is adequate	1.37
I can find a quiet place in the Library to study when I need to *7	1.13	Course-specific resources are easy to find and access	1.20
I can find a place in the Library to work in a group when I need to	1.11	Quiet study facilities are adequate	1.15
The Library catalogue is easy to use	0.98	Access to electronic resources is easily available	1.13
Printing, scanning and photocopying facilities in the Library meet my needs *5	0.88	Group study facilities are adequate	1.06
Online resources (eg ejournals, databases, ebooks) meet my learning and research needs *1	0.86	Off-campus access to electronic information resources & services is adequate	1.06
The Library web site is easy to use	0.85	The library catalogue is easy to use	1.07
I can get wireless access in the Library when I need to	0.83	The library collection is adequate for my needs	1.08
Course specific resources (including Short Loans) meet my learning needs	0.80	Library catalogue provides clear and useful information	0.99

(Factors marked * were also identified in the top ten importance list)

- Common to 2010 and 2008

Of all the 28 variables, only one recorded a gap score in the critical range, namely *A computer is available when I need one*.

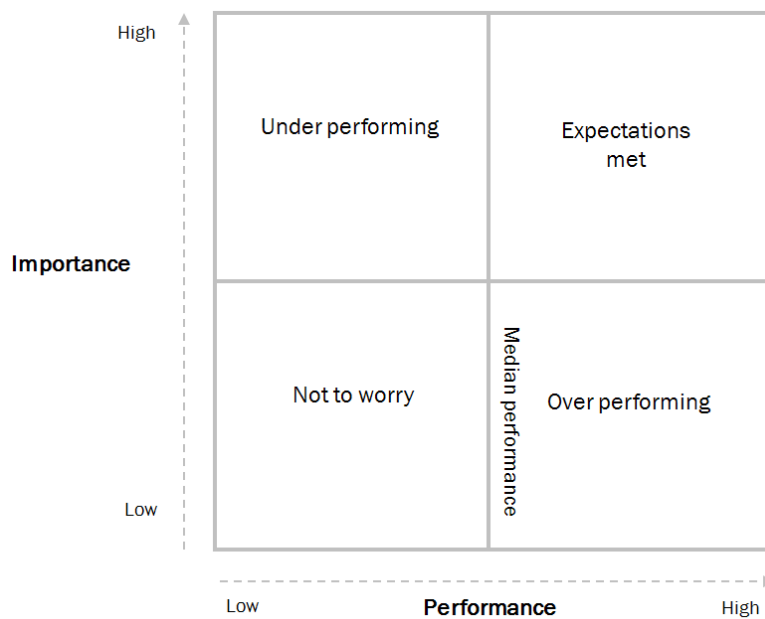
The top 10 gap list contains five factors from the top 10 importance list:

- *A computer is available when I need one*
(a bottom 50% benchmark performer)
- *The items I'm looking for on the Library shelves are usually there*
(a bottom 50% benchmark performer)
- *I can find a quiet place in the Library to study when I need to*
(a top 25% benchmark performer)
- *Printing, scanning and photocopying facilities in the Library meet my needs*
(a top 25% benchmark performer)
- *Online resources (e.g. ejournals, databases, ebooks) meet my learning and research needs*
(a top 25% benchmark performer)

The gap grid analysis

Analysis of the gap scores enable the Library to prioritise strategies for improvement in terms of those factors considered most pressing by clients. This information is reported in the gap grid (see *detailed data report, page 20*). The gap grid is a two dimensional visual tool that allows you to see the position of each factor in relation to both its importance and its performance.

For each survey variable it shows the weighted performance score (horizontal axis), the weighted importance score (vertical axis) and the gap score (colour coded). In addition, the median of overall performance and overall importance is highlighted on each of the axis. The two medians can be used to divide the gap grid into four quadrants, as displayed in the figure below.



Prioritising potential improvement opportunities

A review of the library-wide gap grid has identified the following improvement opportunities for the Library:

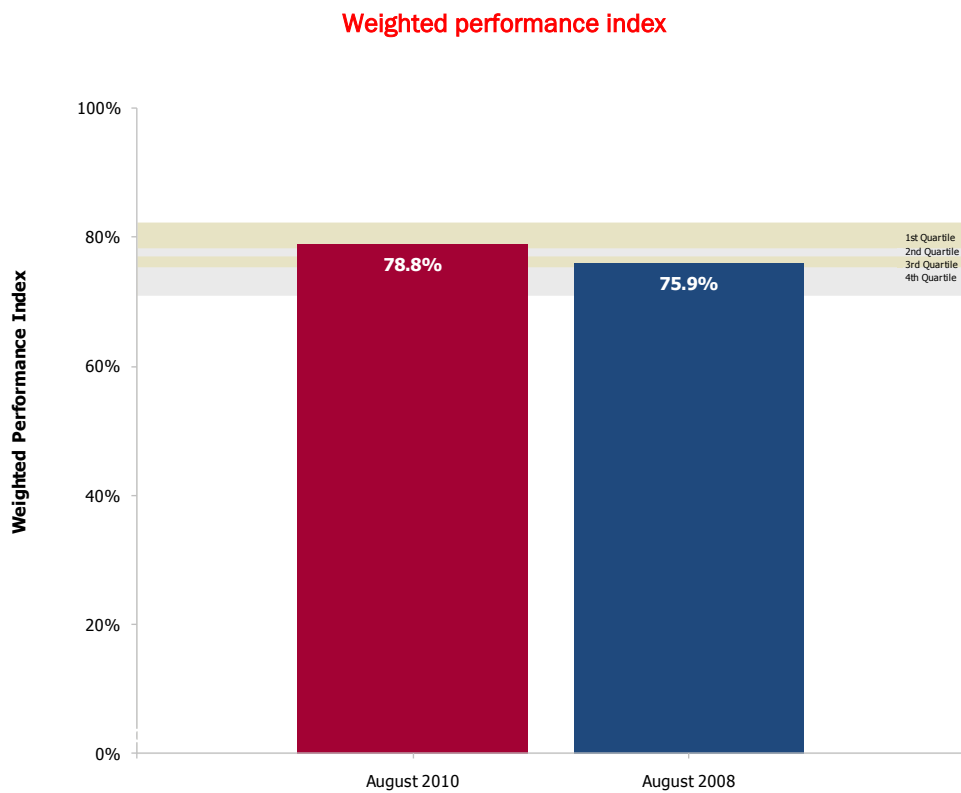
- *A computer is available when I need one*
- *The items I'm looking for on the Library shelves are usually there*

Although only one factor recorded a gap score greater than 2.00, it may be prudent to keep an eye on the other to ensure that it does not become problematic.

Comparison with other libraries

Weighted performance index

The Library recorded an overall score of 78.8%. This places the University of Newcastle Library in the top 25% of libraries that have surveyed with us over the last two years and reflects an impressive score increase of 2.9% since the previous survey in 2008 when the Library ranked in the bottom 50% of benchmark participants.



Best practice categories

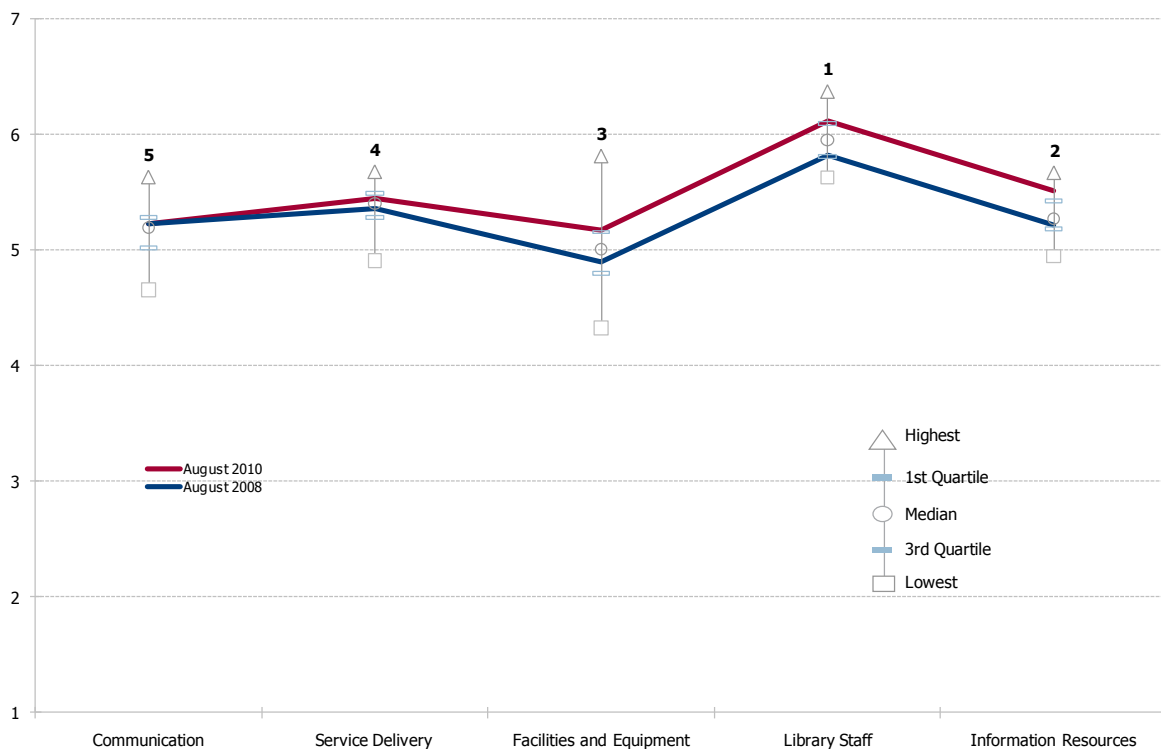
The following graph shows the performance scores of the Library, within the range of other library scores, across the five best practice categories. At the time the University of Newcastle Library Client Survey was administered, 38 other libraries had completed benchmark surveys. It is this group that makes up the comparison group.

The three highest priority categories for the clients of the University of Newcastle Library are *Library Staff*, *Information Resources* and *Facilities and Equipment* (as indicated by the bold numbers in the following graph).

Facilities and Equipment, *Library Staff* and *Information Resources* are performing in the first quartile (top 25%) when benchmarked externally, a positive result for the Library.

Performance scores for most categories have increased substantially in comparison to the previous survey – *Communication* is the only category where no substantial overall change has been seen. A more specific view of results on each variable within the categories can be found in the detailed data analysis.

Best practice categories



Scorecard

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

The Library performed highest on the category of *Library Staff*, with a score of 87.4%. The lowest score was identified on *Facilities and Equipment* at 73.9%.

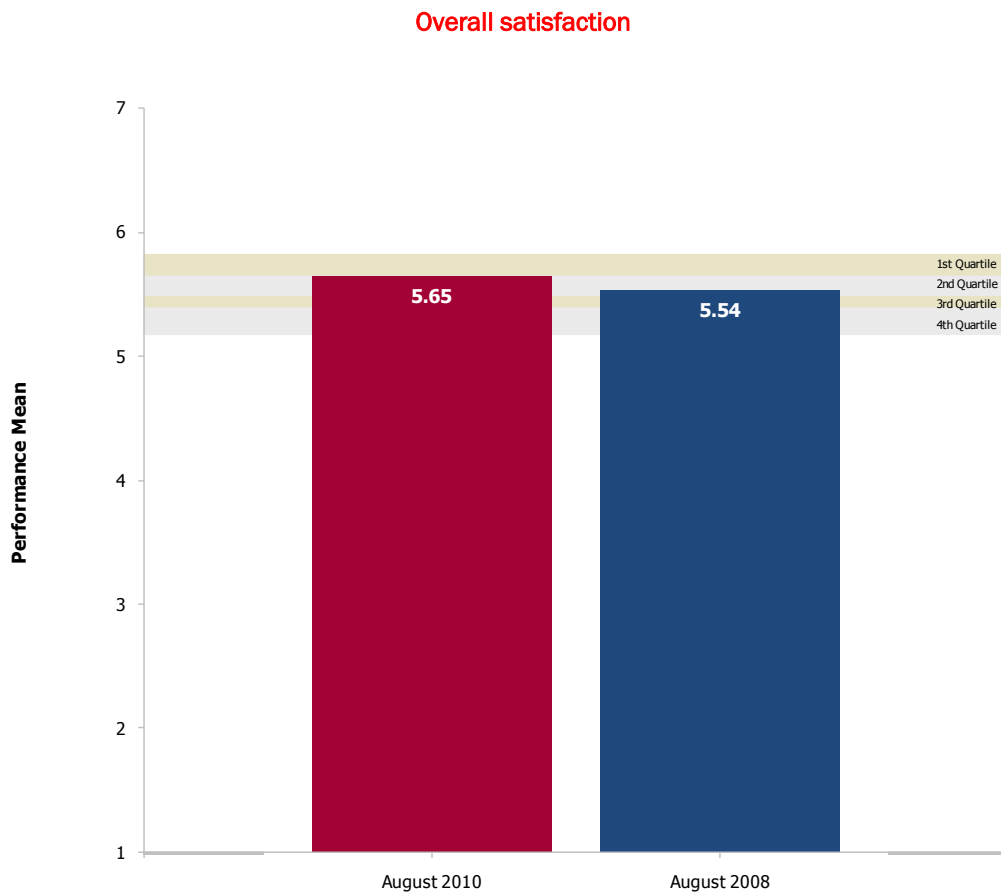
The information in the table also enables a comparison of the Library results with the highest, lowest and median performers in the Insync Surveys database.

Scorecard

	Communication	Service delivery	Facilities & equipment	Library staff	Information resources	Weighted total
Weighting	15%	22%	18%	20%	25%	100%
August 2010	74.8%	77.8%	73.9%	87.4%	78.8%	78.8%
August 2008	74.7%	76.6%	69.9%	83.2%	74.5%	75.9%
Highest Performer in Database	80.6%	81.2%	83.2%	91.1%	81.1%	82.2%
Median	74.3%	77.3%	71.6%	85.1%	75.3%	76.9%
Lowest Performer in Database	66.6%	70.2%	61.9%	80.5%	70.7%	71.0%

Overall satisfaction

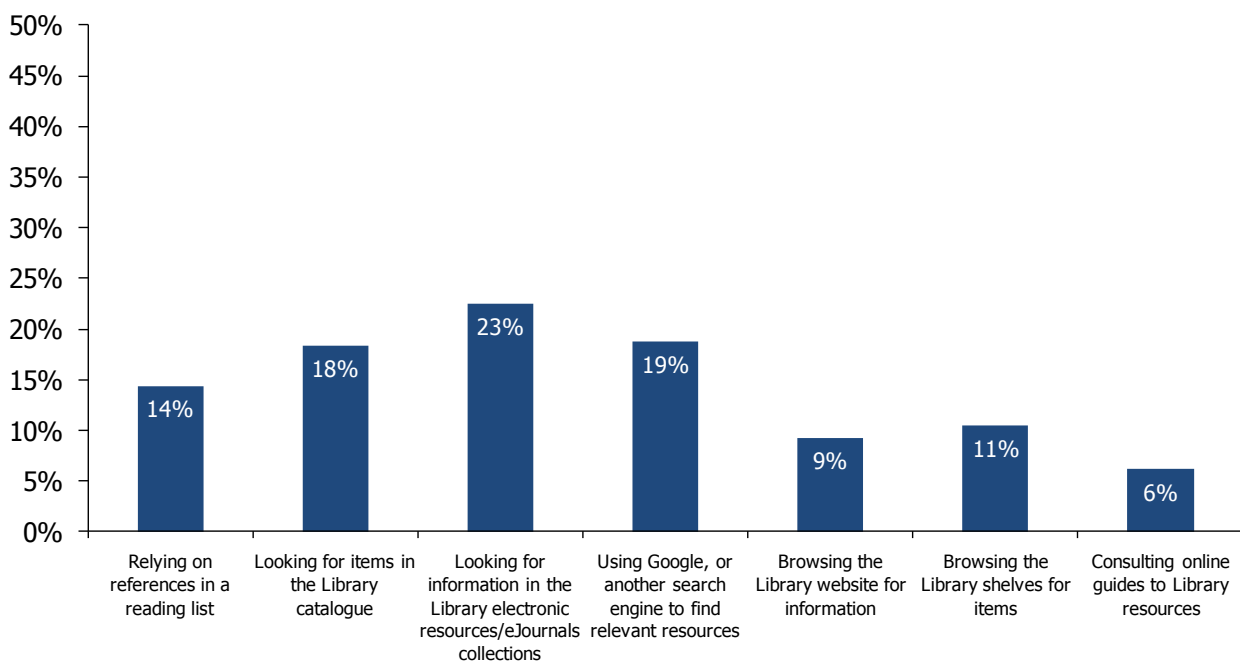
Respondents were asked to provide a general assessment of their satisfaction with the Library (see graph below). In this case, the overall average of 5.65 places the Library on the cusp of the first quartile (or top 25%) when compared with other libraries that have surveyed over the last two years. This is a good improvement on the results from 2008, where the Library was placed in the second quartile (or top 50%) compared to other libraries.



Looking for Information

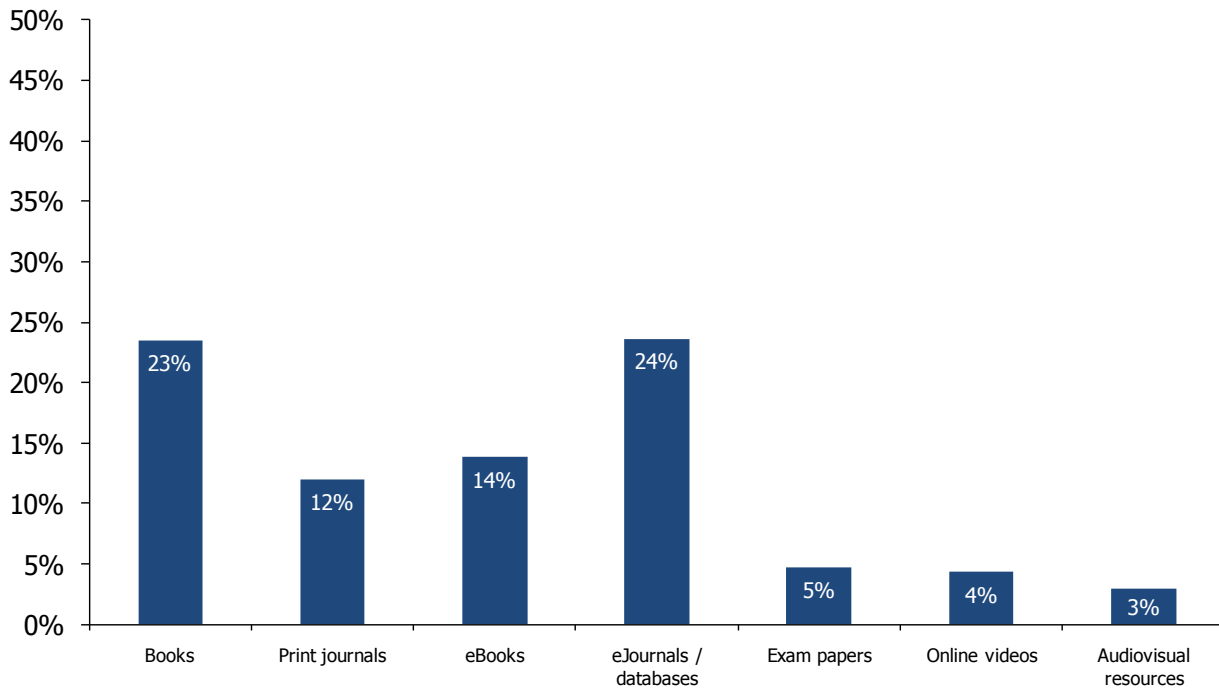
Respondents were asked about their information seeking experiences, and were presented with two multiple choice statements. The following bar charts display in percentage terms the preferences of respondents for these statements.

My researching a topic usually involves...



N=6287

I prefer to find the information I need in...



N=6306

3. Summary of results: grouped by demographics

The following tables show the top 5 improvement opportunities (gaps) across each of the major demographic breakdowns within the University of Newcastle Library.

When considering the following tables, there are a few things to keep in mind. Caution should be exercised when interpreting the data for groups with fewer than 25 responses, as a small response number can lead to unstable mean scores.

Secondly, if a factor is highlighted, it means that it is unique – that is, not shared by any other group in that demographic breakdown.

Based on our experience, gaps between 1.0 and 1.99 are considered meaningful and should be investigated further. Gaps of or above 2.0 are serious and should be acted upon.

Which Campus Library do you use most?

University of Newcastle Library Customer Satisfaction Survey Results, August 2010	
Top 5 Gap Scores by Demographic	
Which Campus Library do you use most?	
	Unique Factor
Auchmuty (3637 Responses)	Gap Score
A computer is available when I need one	2.28
The items I'm looking for on the Library shelves are usually there	1.23
I can find a quiet place in the Library to study when I need to	1.12
I can find a place in the Library to work in a group when I need to	1.07
The Library catalogue is easy to use	0.95
City Precinct (270 Responses)	Gap Score
A computer is available when I need one	1.34
The items I'm looking for on the Library shelves are usually there	1.24
The Library catalogue is easy to use	1.02
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.95
I can find a quiet place in the Library to study when I need to	0.92
Huxley (1233 Responses)	Gap Score
A computer is available when I need one	2.20
I can find a place in the Library to work in a group when I need to	1.48
I can find a quiet place in the Library to study when I need to	1.40
The items I'm looking for on the Library shelves are usually there	1.26
The Library catalogue is easy to use	1.02
Ourimbah (1209 Responses)	Gap Score
A computer is available when I need one	1.86
The items I'm looking for on the Library shelves are usually there	1.09
I can find a place in the Library to work in a group when I need to	1.05
I can find a quiet place in the Library to study when I need to	0.99
The Library catalogue is easy to use	0.98
Port Macquarie (65 Responses)	Gap Score
I can get wireless access in the Library when I need to	1.60
The items I'm looking for on the Library shelves are usually there	1.56
Information resources located in the Library (eg books, journals, DVDs) meet my learning and research needs	1.35
Course specific resources (including Short Loans) meet my learning needs	1.13
The Library catalogue is easy to use	0.97

Which Campus Library do you use most? (Continued)

University of Newcastle Library Customer Satisfaction Survey Results, August 2010	
Top 5 Gap Scores by Demographic	
Which Campus Library do you use most?	
	Unique Factor
Singapore (29 Responses)	Gap Score
I can get wireless access in the Library when I need to	1.40
Laptop facilities (e.g. desks, power) in the Library meet my needs	1.25
Printing, scanning and photocopying facilities in the Library meet my needs	1.18
The items I'm looking for on the Library shelves are usually there	1.10
I can find a place in the Library to work in a group when I need to	1.09
Sydney (59 Responses)	Gap Score
Opening hours meet my needs	1.46
The items I'm looking for on the Library shelves are usually there	1.08
Course specific resources (including Short Loans) meet my learning needs	1.08
I can find a quiet place in the Library to study when I need to	1.01
Printing, scanning and photocopying facilities in the Library meet my needs	0.97
Online only (232 Responses)	Gap Score
The Library catalogue is easy to use	1.37
A computer is available when I need one	1.29
The Library web site is easy to use	1.27
Online resources (eg ejournals, databases, ebooks) meet my learning and research needs	1.02
The items I'm looking for on the Library shelves are usually there	1.02

What is your major area of study, research or teaching?

University of Newcastle Library Customer Satisfaction Survey Results, August 2010	
Top 5 Gap Scores by Demographic	
What is your major area of study, research or teaching?	Unique Factor
Business and Law (1034 Responses)	Gap Score
A computer is available when I need one	1.98
The items I'm looking for on the Library shelves are usually there	1.22
I can find a quiet place in the Library to study when I need to	1.18
I can find a place in the Library to work in a group when I need to	1.07
The Library catalogue is easy to use	0.96
Education and Arts (1618 Responses)	Gap Score
A computer is available when I need one	2.22
The items I'm looking for on the Library shelves are usually there	1.34
I can find a quiet place in the Library to study when I need to	1.19
I can find a place in the Library to work in a group when I need to	1.16
The Library catalogue is easy to use	1.04
Engineering and Built Environment (822 Responses)	Gap Score
A computer is available when I need one	2.05
The items I'm looking for on the Library shelves are usually there	1.05
I can find a place in the Library to work in a group when I need to	0.94
The Library catalogue is easy to use	0.90
I can find a quiet place in the Library to study when I need to	0.90
Health (1458 Responses)	Gap Score
A computer is available when I need one	2.10
I can find a place in the Library to work in a group when I need to	1.36
I can find a quiet place in the Library to study when I need to	1.34
The items I'm looking for on the Library shelves are usually there	1.31
The Library catalogue is easy to use	1.08
Science and Information Technology (1182 Responses)	Gap Score
A computer is available when I need one	2.31
The items I'm looking for on the Library shelves are usually there	1.10
I can find a place in the Library to work in a group when I need to	1.05
I can find a quiet place in the Library to study when I need to	1.03
The Library catalogue is easy to use	0.93

What is your major area of study, research or teaching? (Continued)

University of Newcastle Library Customer Satisfaction Survey Results, August 2010 Top 5 Gap Scores by Demographic What is your major area of study, research or teaching? Unique Factor	
Foundation Studies (265 Responses)	Gap Score
A computer is available when I need one	1.31
The items I'm looking for on the Library shelves are usually there	0.79
The Library catalogue is easy to use	0.67
I can get wireless access in the Library when I need to	0.60
Printing, scanning and photocopying facilities in the Library meet my needs	0.56
Other (353 Responses)	Gap Score
A computer is available when I need one	1.83
I can find a quiet place in the Library to study when I need to	1.11
The items I'm looking for on the Library shelves are usually there	1.08
I can find a place in the Library to work in a group when I need to	1.00
The Library catalogue is easy to use	0.95

What single category best describes you?

University of Newcastle Library Customer Satisfaction Survey Results, August 2010	
Top 5 Gap Scores by Demographic	
What single category best describes you?	Unique Factor
Undergraduate (4987 Responses)	Gap Score
A computer is available when I need one	2.31
The items I'm looking for on the Library shelves are usually there	1.25
I can find a place in the Library to work in a group when I need to	1.23
I can find a quiet place in the Library to study when I need to	1.18
The Library catalogue is easy to use	1.01
Postgraduate (896 Responses)	Gap Score
A computer is available when I need one	1.59
The items I'm looking for on the Library shelves are usually there	1.28
I can find a quiet place in the Library to study when I need to	1.19
The Library catalogue is easy to use	1.02
Online resources (eg ejournals, databases, ebooks) meet my learning and research needs	1.02
Academic/Research Staff (269 Responses)	Gap Score
Online resources (eg ejournals, databases, ebooks) meet my learning and research needs	1.07
Information resources located in the Library (eg books, journals, DVDs) meet my learning and research needs	1.03
The items I'm looking for on the Library shelves are usually there	1.00
The Library web site is easy to use	0.91
The Library catalogue is easy to use	0.87
General Staff (195 Responses)	Gap Score
A computer is available when I need one	1.06
The Library web site is easy to use	0.88
Library signage is clear	0.80
The Library web site provides useful information	0.78
The items I'm looking for on the Library shelves are usually there	0.77
Foundation Studies (277 Responses)	Gap Score
A computer is available when I need one	1.28
The items I'm looking for on the Library shelves are usually there	0.86
The Library catalogue is easy to use	0.68
I can get wireless access in the Library when I need to	0.65
Printing, scanning and photocopying facilities in the Library meet my needs	0.60

What single category best describes you? (Continued)

University of Newcastle Library Customer Satisfaction Survey Results, August 2010	
Top 5 Gap Scores by Demographic	
What single category best describes you?	Unique Factor
TAFE (63 Responses)	Gap Score
A computer is available when I need one	0.66
I can find a quiet place in the Library to study when I need to	0.60
The items I'm looking for on the Library shelves are usually there	0.57
Printing, scanning and photocopying facilities in the Library meet my needs	0.56
The Library catalogue is easy to use	0.48
Other (44 Responses)	Gap Score
The Library catalogue is easy to use	1.32
A computer is available when I need one	1.06
The items I'm looking for on the Library shelves are usually there	1.00
The Library web site provides useful information	0.90
I am informed about Library services	0.89

Which category describes you?

University of Newcastle Library Customer Satisfaction Survey Results, August 2010	
Top 5 Gap Scores by Demographic	
Which category describes you?	Unique Factor
International Student (967 Responses)	Gap Score
A computer is available when I need one	1.60
The items I'm looking for on the Library shelves are usually there	1.33
I can find a quiet place in the Library to study when I need to	1.12
I can find a place in the Library to work in a group when I need to	0.98
Opening hours meet my needs	0.93
Domestic Student (5429 Responses)	Gap Score
A computer is available when I need one	2.23
The items I'm looking for on the Library shelves are usually there	1.20
I can find a place in the Library to work in a group when I need to	1.15
I can find a quiet place in the Library to study when I need to	1.14
The Library catalogue is easy to use	1.01

How often do you come into the Library?

University of Newcastle Library Customer Satisfaction Survey Results, August 2010	
Top 5 Gap Scores by Demographic	
How often do you come into the Library?	
	Unique Factor
Daily (1027 Responses)	Gap Score
A computer is available when I need one	2.14
I can find a place in the Library to work in a group when I need to	1.24
I can find a quiet place in the Library to study when I need to	1.23
The items I'm looking for on the Library shelves are usually there	1.22
Printing, scanning and photocopying facilities in the Library meet my needs	0.95
2-4 days a week (3772 Responses)	Gap Score
A computer is available when I need one	2.21
The items I'm looking for on the Library shelves are usually there	1.27
I can find a quiet place in the Library to study when I need to	1.22
I can find a place in the Library to work in a group when I need to	1.20
The Library catalogue is easy to use	0.99
Fortnightly (800 Responses)	Gap Score
A computer is available when I need one	1.84
The items I'm looking for on the Library shelves are usually there	1.11
I can find a quiet place in the Library to study when I need to	0.91
The Library catalogue is easy to use	0.91
I can find a place in the Library to work in a group when I need to	0.87
Monthly (351 Responses)	Gap Score
A computer is available when I need one	1.72
The Library catalogue is easy to use	1.10
The items I'm looking for on the Library shelves are usually there	0.99
Online resources (eg e-journals, databases, ebooks) meet my learning and research needs	0.97
The Library web site is easy to use	0.96
Rarely (ie. A few times a year) (337 Responses)	Gap Score
A computer is available when I need one	1.53
Online resources (eg e-journals, databases, ebooks) meet my learning and research needs	1.09
The Library catalogue is easy to use	1.00
The items I'm looking for on the Library shelves are usually there	0.98
The Library web site is easy to use	0.91
Never (111 Responses)	Gap Score
A computer is available when I need one	1.88
The Library catalogue is easy to use	1.65
The Library web site is easy to use	1.53
Laptop facilities (e.g. desks, power) in the Library meet my needs	1.31
The items I'm looking for on the Library shelves are usually there	1.29

How often do you access the Library online?

University of Newcastle Library Customer Satisfaction Survey Results, August 2010	
Top 5 Gap Scores by Demographic	
How often do you access the Library online?	Unique Factor
Daily (1118 Responses)	Gap Score
A computer is available when I need one	1.99
The items I'm looking for on the Library shelves are usually there	1.32
I can find a quiet place in the Library to study when I need to	1.20
I can find a place in the Library to work in a group when I need to	1.16
Printing, scanning and photocopying facilities in the Library meet my needs	0.94
2-4 days a week (3084 Responses)	Gap Score
A computer is available when I need one	2.20
The items I'm looking for on the Library shelves are usually there	1.29
I can find a quiet place in the Library to study when I need to	1.20
I can find a place in the Library to work in a group when I need to	1.20
The Library catalogue is easy to use	0.99
Fortnightly (1244 Responses)	Gap Score
A computer is available when I need one	2.07
The items I'm looking for on the Library shelves are usually there	1.11
The Library catalogue is easy to use	1.06
I can find a quiet place in the Library to study when I need to	1.04
I can find a place in the Library to work in a group when I need to	1.02
Monthly (470 Responses)	Gap Score
A computer is available when I need one	1.93
The Library catalogue is easy to use	1.07
The items I'm looking for on the Library shelves are usually there	1.03
The Library web site is easy to use	0.99
I can find a place in the Library to work in a group when I need to	0.90
Rarely (i.e. a few times a year) (421 Responses)	Gap Score
A computer is available when I need one	1.94
The Library catalogue is easy to use	0.96
The Library web site is easy to use	0.88
I can find a quiet place in the Library to study when I need to	0.83
I can find a place in the Library to work in a group when I need to	0.79
Never (85 Responses)	Gap Score
A computer is available when I need one	1.94
I can get wireless access in the Library when I need to	1.55
I can find a quiet place in the Library to study when I need to	1.31
Laptop facilities (e.g. desks, power) in the Library meet my needs	1.18
I can find a place in the Library to work in a group when I need to	1.15

How often are you required to be on campus?

University of Newcastle Library Customer Satisfaction Survey Results, August 2010	
Top 5 Gap Scores by Demographic	
How often are you required to be on campus?	Unique Factor
Daily (1664 Responses)	Gap Score
A computer is available when I need one	1.93
I can find a place in the Library to work in a group when I need to	1.12
I can find a quiet place in the Library to study when I need to	1.12
The items I'm looking for on the Library shelves are usually there	1.12
The Library catalogue is easy to use	0.93
2-4 days a week (4324 Responses)	Gap Score
A computer is available when I need one	2.20
The items I'm looking for on the Library shelves are usually there	1.24
I can find a quiet place in the Library to study when I need to	1.14
I can find a place in the Library to work in a group when I need to	1.14
The Library catalogue is easy to use	0.99
Fortnightly (108 Responses)	Gap Score
A computer is available when I need one	1.29
The items I'm looking for on the Library shelves are usually there	1.07
Online resources (eg ejournals, databases, ebooks) meet my learning and research needs	0.89
I can find a quiet place in the Library to study when I need to	0.86
Information resources located in the Library (eg books, journals, DVDs) meet my learning and research needs	0.86
Monthly (51 Responses)	Gap Score
I can find a quiet place in the Library to study when I need to	1.61
The items I'm looking for on the Library shelves are usually there	1.40
Printing, scanning and photocopying facilities in the Library meet my needs	1.36
I can get wireless access in the Library when I need to	1.35
A computer is available when I need one	1.34
Rarely (i.e. a few times a year) (137 Responses)	Gap Score
A computer is available when I need one	1.69
The items I'm looking for on the Library shelves are usually there	1.16
Online resources (eg ejournals, databases, ebooks) meet my learning and research needs	1.13
The Library catalogue is easy to use	1.12
I can find a quiet place in the Library to study when I need to	1.06
Never (146 Responses)	Gap Score
A computer is available when I need one	1.85
The Library catalogue is easy to use	1.52
The Library web site is easy to use	1.47
The items I'm looking for on the Library shelves are usually there	1.37
Printing, scanning and photocopying facilities in the Library meet my needs	1.23

4. Executive Summary

This year the University of Newcastle Library recorded an overall score of 78.8%. This places the University of Newcastle Library in the top 25% of libraries that have surveyed with us over the last two years and reflects an impressive score increase of 2.9% since the previous survey in 2008 when the Library ranked in the bottom 50% of benchmark participants.

The areas of highest importance to Library clients include Library staff providing accurate answers to enquiries, being approachable and helpful, readily available to assist, and fair and non discriminatory. Other themes include online resources and printing and photocopying facilities meeting the needs of clients; being able to find a quiet place in the Library to study; items being on the Library shelves when clients are looking for them; computers being available when clients need one, and opening hours suiting clients' needs.

Five factors in the top 10 performance list relate to Library staff – more specifically: their fairness, approachability and helpfulness, their provision of accurate answers to enquiries, their availability to assist, and the adequacy of the face-to-face enquiry service. The remaining factors relate to opening hours, self-service facilities and online resources meeting the needs of clients; off campus access to Library resources and services; and the Library being a good place to study.

The top 10 performance list contains six factors from the top 10 importance list:

- *Library staff treat me fairly and without discrimination*
- *Library staff are approachable and helpful*
- *Library staff provide accurate answers to my enquiries*
- *Library staff are readily available to assist me*
- *Opening hours meet my needs*
- *Online resources (e.g. ejournals, databases, ebooks) meet my learning and research needs*

This is a positive result for the Library. Not only are these factors among the most important to clients of the Library, they are also being performed well.

The Library performed highest on the category of *Library Staff*, with a score of 87.4%. The lowest score was identified on *Facilities and Equipment* at 73.9%.

The three highest priority categories for the clients of the University of Newcastle Library are *Library Staff*, *Information Resources* and *Facilities and Equipment* (as indicated by the bold numbers in the following graph).

Facilities and Equipment, *Library Staff* and *Information Resources* are performing in the first quartile (top 25%) when benchmarked externally, a positive result for the Library.

Facilities and Equipment, *Library Staff* and *Information Resources* are performing in the first quartile (top 25%) when benchmarked externally, a positive result for the Library. Performance scores for most categories have increased substantially in comparison to the previous survey – *Communication* is the only category where no substantial overall change has been seen.

A review of the library-wide gap grid has identified the following improvement opportunities for the Library:

- *A computer is available when I need one*
- *The items I'm looking for on the Library shelves are usually there*

Although only one factor recorded a gap score greater than 2.00, it may be prudent to keep an eye on the other to ensure that it does not become problematic.

Respondents were asked to indicate how often they come into the Library, how often they access the Library online, and how often they come onto campus. The most common frequency response for all was *2-4 days a week*, with response rates of 55.9%, 45.7% and 64% respectively.

In conclusion, the University of Newcastle Library achieved positive results for the Library Client Survey in 2010 and improved performance across all areas in comparison to the previous survey in 2008.

5. Next Steps

Planning for the way forward is not limited to the recommendations in this report. A number of other areas may also require consideration. For instance, there may be areas that clients have identified as low in importance but are high priority for the Library. These should be reviewed. It is also important to consider issues unique to different demographic groups and look beyond the overall results. When prioritising issues for action, it is recommended that a combination of the quantitative analyses and comments, with the option of future focus groups, be used to gain a more in-depth understanding of student concerns.

