



THE UNIVERSITY OF
NEWCASTLE
AUSTRALIA

Library Customer Satisfaction
Survey
August 2014

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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 customers so that their views, ideas, and suggestions may be considered as part of its commitment to improvement. The results of the survey are compared with other libraries in the Insync Surveys database, which has been built over 12 years.

Survey objectives

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

- identify, prioritise and manage the key issues affecting customers
- allow the Library's performance to be measured and monitored over time
- provide customers with the opportunity to communicate openly and honestly with the management team of the Library
- compare results with other university libraries so that performance can be measured in a benchmark context

Survey process

The survey required all customers to provide some demographic information. It then displayed 28 statements considered critical to the success of the Library. Customers 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.

Customers of the Library were given the opportunity to participate in the survey in August 2014 by completing the questionnaire anonymously. This confidentiality helps ensure that the true concerns of the customers are identified. The survey could be completed online only.

This is the eight 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 customers of the Library. Where customers do not indicate their demographic information, forms are classified as 'Unspecified'. This year the survey generated 5641 responses. This number provides an excellent degree of confidence in the results obtained at the overall level. The number of responses received is lower than the 2012 survey, in which 7233 responses were generated.

University of Newcastle Library Customer Satisfaction Survey, August 2014		
Response statistics		
Total	5641	
Which Campus Library do you use most?	n	%
Auchmuty	2630	46.6%
City Precinct	155	2.7%
Huxley	1157	20.5%
Ourimbah	1400	24.8%
Port Macquarie	44	0.8%
Singapore	29	0.5%
Sydney	122	2.2%
Online only	101	1.8%
Unspecified	3	0.1%
What is your major area of study, research or teaching?		
Business and Law	782	13.9%
Education and Arts	1345	23.8%
Engineering and Built Environment	682	12.1%
Health and Medicine	1260	22.3%
Science and Information Technology	978	17.3%
Foundation Studies	279	4.9%
Other	293	5.2%
Unspecified	22	0.4%
What single category best describes you?		
Undergraduate	4263	75.6%
Postgraduate	631	11.2%
Academic/Research Staff	136	2.4%
General Staff	163	2.9%
Foundation Studies	306	5.4%
TAFE	99	1.8%
Other	30	0.5%
Unspecified	13	0.2%

University of Newcastle Library Customer Satisfaction Survey, August 2014		
Response statistics		
Total	5641	
Which category describes you?	n	%
International Student	776	13.8%
Domestic Student	4649	82.4%
Unspecified	216	3.8%
How often do you come into the Library?		
Daily	908	16.1%
2-4 days a week	3403	60.3%
Fortnightly	547	9.7%
Monthly	222	3.9%
Rarely (ie. A few times a year)	213	3.8%
Never	43	0.8%
Unspecified	305	5.4%
How often do you access the Library online?		
Daily	929	16.5%
2-4 days a week	2372	42.0%
Fortnightly	982	17.4%
Monthly	444	7.9%
Rarely (i.e. a few times a year)	486	8.6%
Never	121	2.1%
Unspecified	307	5.4%
How often are you required to be on campus?		
Daily	1404	24.9%
2-4 days a week	3669	65.0%
Fortnightly	88	1.6%
Monthly	29	0.5%
Rarely (i.e. a few times a year)	77	1.4%
Never	73	1.3%
Unspecified	301	5.3%

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.

Variable	Total			5641
	Importance			
	Mean	Rank	#	%
Library staff provide accurate answers to my enquiries	6.10	1	195	3.46%
Library staff are approachable and helpful	6.02	2	141	2.50%
Library staff are readily available to assist me	5.98	3	165	2.93%
Library staff treat me fairly and without discrimination	5.97	4	152	2.69%
I can find a quiet place in the Library to study when I need to	5.83	5	142	2.52%
Opening hours meet my needs	5.80	6	188	3.33%
The Library is a good place to study	5.67	7	134	2.38%
Information resources located in the Library (eg books, journals, DVDs) meet my learning and research needs	5.64	8	234	4.15%
Online resources (eg ejournals, databases, ebooks) meet my learning and research needs	5.58	9	155	2.75%
The items I'm looking for on the Library shelves are usually there	5.57	10	225	3.99%
I can get wireless access in the Library when I need to	5.57	11	158	2.80%
Face-to-face enquiry services meet my needs	5.54	12	275	4.88%
Course specific resources (including Course Reserves/Short Loans) meet my learning needs	5.51	13	212	3.76%
Printing, scanning and photocopying facilities in the Library meet my needs	5.49	14	185	3.28%
When I am away from campus I can access the Library resources and services I need	5.48	15	191	3.39%
The Library web site is easy to use	5.48	16	126	2.23%
The Library catalogue is easy to use	5.48	16	168	2.98%
Books and articles I have requested from other libraries and campuses are delivered promptly	5.45	18	612	10.85%
Self Service (e.g. self check loans, requests, renewals, holds) meets my needs	5.39	19	323	5.73%
I can find a place in the Library to work in a group when I need to	5.38	20	193	3.42%
The Library web site provides useful information	5.34	21	169	3.00%
Laptop facilities (e.g. desks, power) in the Library meet my needs	5.31	22	268	4.75%
A computer is available when I need one	5.27	23	153	2.71%
Online enquiry services (e.g. ASAP, Ask a Question) meet my needs	5.24	24	498	8.83%
Library signage is clear	4.99	25	183	3.24%
I am informed about Library services	4.96	26	167	2.96%
The Library anticipates my learning and research needs	4.94	27	289	5.12%
Library workshops, classes and tutorials help me with my learning and research needs	4.36	28	563	9.98%

2. Executive Summary

This year the Library recorded an overall score of 82.7%. This places the Library in the first quartile (top 25%) of libraries that have surveyed with us over the last two years and reflects a score increase of 1.3% since the previous survey in 2012.

The areas of highest importance to Library customers include Library staff providing accurate answers to enquiries, being approachable and helpful, readily available to assist, and fair and non-discriminatory. Other themes include access to wireless, online resources and printing, scanning and photocopying facilities meeting the needs of customers, the Library providing a good and quiet place to study, and opening hours meeting customers' 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 the adequacy of opening hours, access to wireless, self-service and printing, scanning and photocopying facilities meeting the needs of customers, and the Library providing a good place to study.

The top 10 performance list contains eight 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*
- *I can get wireless access in the Library when I need to*
- *The Library is a good place to study*
- *Printing, scanning and photocopying facilities in the Library meet my needs*

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

The Library performed highest on the category of *Library Staff*, with a score of 90.8%, an improvement of 1.5% since the previous survey. The lowest score was identified on *Communication* at 78.0%.

The three highest priority categories for the users of the Library are *Library staff, Facilities and Equipment* and *Information resources*.

All categories (except *Communication* and *Information Resources*) are performing in the first quartile (top 25%) when benchmarked externally, a very positive result for the Library. Performance scores for all categories have increased in comparison to the previous survey. The following table identifies performance of the Library across the best practice categories in the current benchmarking context:

	Communication	Service delivery	Facilities & equipment	Library staff	Information resources	Weighted total
Weighting	15%	22%	18%	20%	25%	100%
August 2014	78.0%	81.4%	81.2%	90.8%	81.3%	82.7%
July 2012	77.0%	80.2%	78.2%	89.3%	81.0%	81.4%
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	84.3%	84.3%	83.7%	94.5%	84.3%	86.2%
Median	76.1%	79.3%	73.6%	88.4%	79.9%	79.7%
Lowest performer in database	70.3%	71.5%	67.4%	85.6%	75.2%	74.4%

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.*

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*.

In conclusion, there was substantial improvement in performance by the Library both in the benchmark and internal context since the previous survey in 2012. A very positive result all round.

3. Detailed results interpretation

What customers believe is important for the Library

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

August 2014 Top 10 importance	Mean (1 = low, 7 = high)	July 2012 Top 10 importance	Mean (1 = low, 7 = high)
I can get wireless access in the Library when I need to	6.54	Library staff provide accurate answers to my enquiries	6.47
Library staff provide accurate answers to my enquiries	6.50	Library staff are approachable and helpful	6.45
Library staff are approachable and helpful	6.49	Online resources (eg ejournals, databases, ebooks) meet my learning and research needs	6.45
The Library is a good place to study	6.47	Printing, scanning and photocopying facilities in the Library meet my needs	6.43
Library staff treat me fairly and without discrimination	6.46	I can find a quiet place in the Library to study when I need to	6.42
I can find a quiet place in the Library to study when I need to	6.46	The Library is a good place to study	6.41
Online resources (eg ejournals, databases, ebooks) meet my learning and research needs	6.45	Library staff are readily available to assist me	6.41
Library staff are readily available to assist me	6.42	Library staff treat me fairly and without discrimination	6.40
Printing, scanning and photocopying facilities in the Library meet my needs	6.42	Opening hours meet my needs	6.37
Opening hours meet my needs	6.38	I can get wireless access in the Library when I need to	6.36

■ Common to 2014 and 2012

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 customers.

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 access to wireless, online resources and printing, scanning and photocopying facilities meeting the needs of customers, the Library providing a good and quiet place to study, and opening hours meeting customers' needs.

How customers believe the Library is performing

The table below reports, in descending order, the 10 factors ranked highest in performance by customers in 2014 as compared with those ranked highest in 2012.

August 2014 Top 10 performance	Mean (1 = low, 7 = high)	July 2012 Top 10 performance	Mean (1 = low, 7 = high)
Library staff treat me fairly and without discrimination*5	6.52	Library staff treat me fairly and without discrimination	6.43
Library staff are approachable and helpful*3	6.38	Library staff are approachable and helpful	6.27
Library staff provide accurate answers to my enquiries*2	6.30	Library staff provide accurate answers to my enquiries	6.18
Library staff are readily available to assist me*8	6.22	Library staff are readily available to assist me	6.11
Opening hours meet my needs*10	6.07	Opening hours meet my needs	5.98
Face-to-face enquiry services meet my needs	6.07	Face-to-face enquiry services meet my needs	5.96
I can get wireless access in the Library when I need to*1	6.04	Self Service (e.g. self check loans, requests, renewals, holds) meets my needs	5.89
The Library is a good place to study*4	6.03	The Library is a good place to study	5.86
Printing, scanning and photocopying facilities in the Library meet my needs*9	5.90	Printing, scanning and photocopying facilities in the Library meet my needs	5.85
Self Service (e.g. self check loans, requests, renewals, holds) meets my needs	5.89	When I am away from campus I can access the Library resources and services I need	5.80

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

- Common to 2014 and 2012

The survey identified 28 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 the adequacy of opening hours, access to wireless, self-service and printing, scanning and photocopying facilities meeting the needs of customers, and the Library providing a good place to study.

The top 10 performance list contains eight 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*
- *I can get wireless access in the Library when I need to*
- *The Library is a good place to study*
- *Printing, scanning and photocopying facilities in the Library meet my needs*

This is a positive result for the Library. Not only are these factors among the most important to customers 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 customers in 2014 as compared with those ranked lowest in 2012. Please note that the lowest performing variable appears first on the list.

August 2014 Lowest 10 performance	Mean (1 = low, 7 = high)	July 2012 Lowest 10 performance	Mean (1 = low, 7 = high)
A computer is available when I need one	5.18	A computer is available when I need one	4.71
I am informed about Library services	5.25	I am informed about Library services	5.18
The Library catalogue is easy to use	5.32	Library workshops, classes and tutorials help me with my learning and research needs	5.24
Library workshops, classes and tutorials help me with my learning and research needs	5.34	The Library anticipates my learning and research needs	5.27
The Library anticipates my learning and research needs	5.38	I can find a place in the Library to work in a group when I need to	5.30
I can find a place in the Library to work in a group when I need to	5.40	The Library catalogue is easy to use	5.42
The Library web site is easy to use	5.45	The items I'm looking for on the Library shelves are usually there	5.42
The items I'm looking for on the Library shelves are usually there	5.52	Online enquiry services (e.g. ASAP, Ask a Question) meet my needs	5.43
Online enquiry services (e.g. ASAP, Ask a Question) meet my needs	5.53	Library signage is clear	5.46
The Library web site provides useful information	5.54	Laptop facilities (e.g. desks, power) in the Library meet my needs	5.47

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

- Common to 2014 and 2012

Where customers 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 2014 and 2012 surveys.

August 2014 Top 10 gaps	Mean (1 = low, 7 = high)	July 2012 Top 10 gaps	Mean (1 = low, 7 = high)
A computer is available when I need one	1.13	A computer is available when I need one	1.61
The Library catalogue is easy to use	0.97	I can find a place in the Library to work in a group when I need to	0.90
I can find a place in the Library to work in a group when I need to	0.83	The Library catalogue is easy to use	0.89
The Library web site is easy to use	0.83	I can find a quiet place in the Library to study when I need to	0.87
I can find a quiet place in the Library to study when I need to* 6	0.76	The items I’m looking for on the Library shelves are usually there	0.87
The items I’m looking for on the Library shelves are usually there	0.72	I can get wireless access in the Library when I need to	0.78
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.60	The Library web site is easy to use	0.71
Online resources (eg ejournals, databases, ebooks) meet my learning and research needs* 7	0.57	Online resources (eg ejournals, databases, ebooks) meet my learning and research needs	0.69
Printing, scanning and photocopying facilities in the Library meet my needs* 9	0.53	Laptop facilities (e.g. desks, power) in the Library meet my needs	0.60
Course specific resources (including Course Reserves/Short Loans) meet my learning needs	0.51	Course specific resources (including Short Loans) meet my learning needs	0.60

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

- Common to 2014 and 2012

Of all the 28 variables, none recorded a gap score in the critical range.

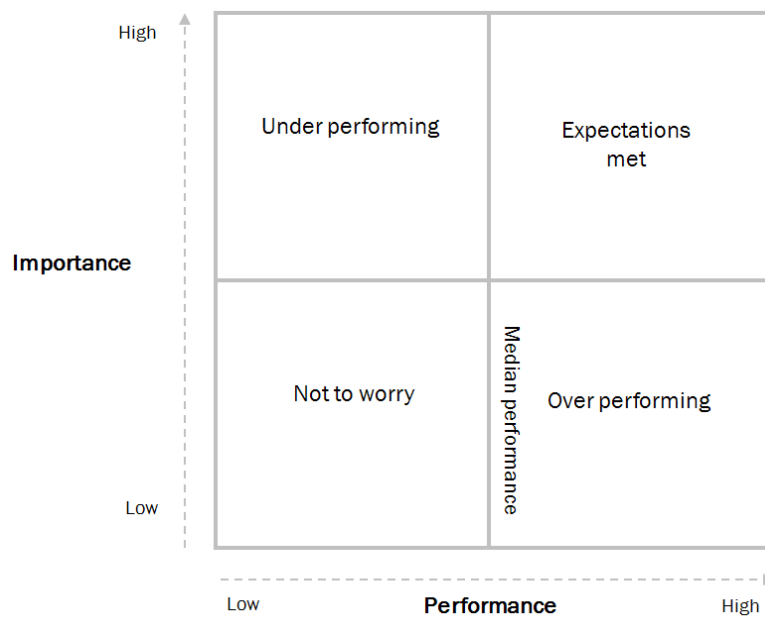
The top 10 gap list contains three factors from the top 10 importance list:

- *I can find a quiet place in the Library to study when I need to*
(a top 25% benchmark performer)
- *Online resources (e.g. ejournals, databases, ebooks) meet my learning and research needs*
(also a top 25% benchmark performer)
- *Printing, scanning and photocopying facilities in the Library meet my 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 customers. This information is reported in the gap grid (see *detailed data report*). 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 opportunity for the Library:

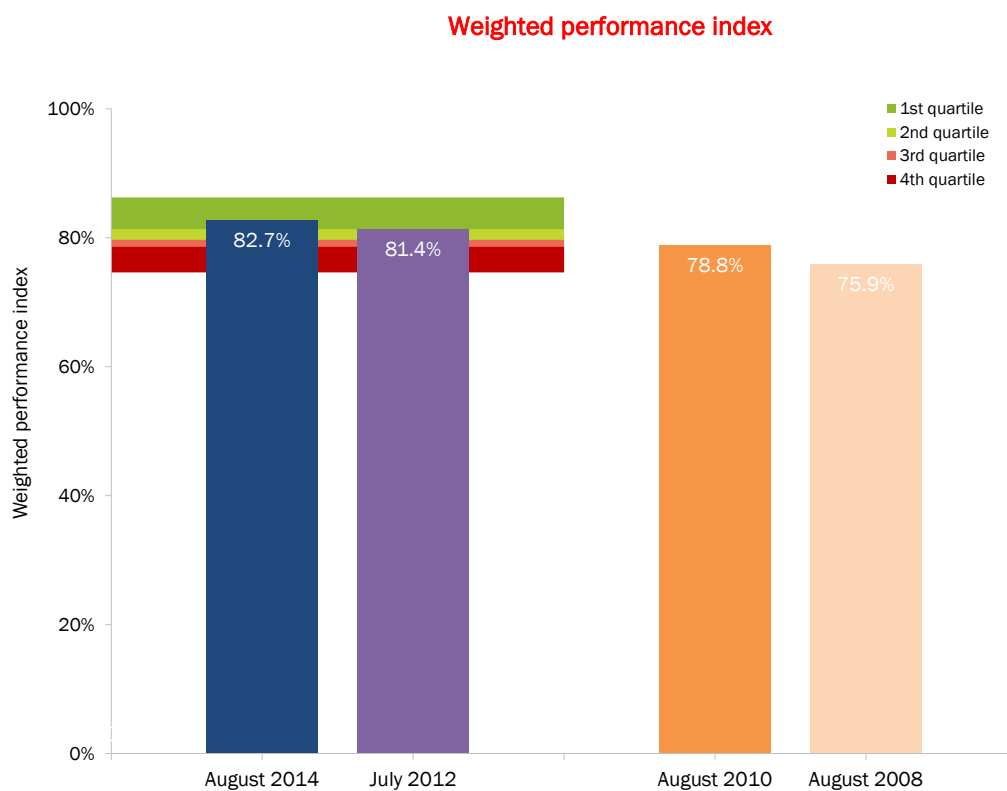
- *A computer is available when I need one*

Although this factor recorded a gap score of 1.13, it is still a top 25% benchmark performer and the gap has decreased from 1.61 since 2012.

Comparison with other libraries

Weighted performance index

This year, the Library recorded an overall score of 82.7%. This places the Library in the first quartile (top 25%) of libraries that have surveyed with us over the last two years and reflects a score increase of 1.3% since the previous survey in 2012.



Note: * Benchmark data relates to latest two surveys

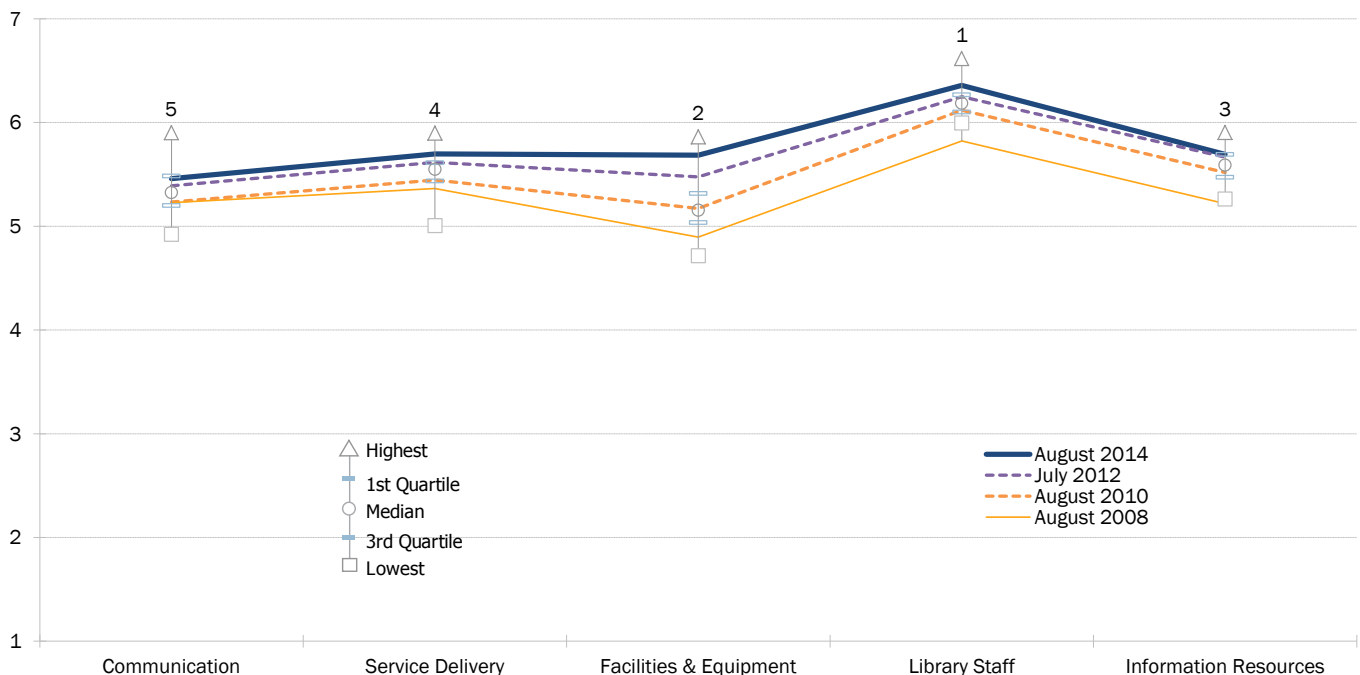
Best practice categories

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 Customer 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 customers of the University of Newcastle Library are **Library Staff**, **Facilities and Equipment** and **Information Resources** (as indicated by the bold numbers in the following graph).

All categories (except *Communication* and *Information Resources*) are performing in the first quartile (top 25%) when benchmarked externally, a very positive result for the Library. Performance scores for all categories have increased in comparison to the previous survey. A more specific view of results on each variable within the categories can be found in the detailed data analysis.

Best practice categories



Note: * Benchmark data relates to latest two surveys

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 90.8%. The lowest score was identified on *Communication* at 78.0%.

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

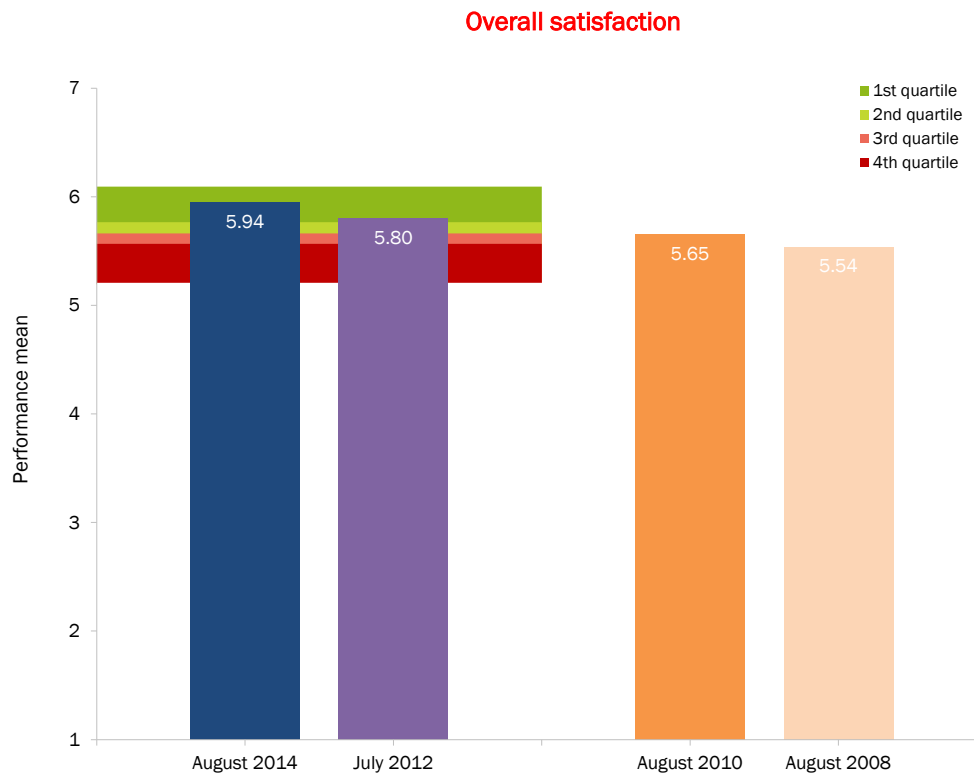
Scorecard

	Communication	Service delivery	Facilities & equipment	Library staff	Information resources	Weighted total
Weighting	15%	22%	18%	20%	25%	100%
August 2014	78.0%	81.4%	81.2%	90.8%	81.3%	82.7%
July 2012	77.0%	80.2%	78.2%	89.3%	81.0%	81.4%
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	84.3%	84.3%	83.7%	94.5%	84.3%	86.2%
Median	76.1%	79.3%	73.6%	88.4%	79.9%	79.7%
Lowest performer in database	70.3%	71.5%	67.4%	85.6%	75.2%	74.4%

Note: * Benchmark data relates to latest two surveys

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 5.94 again places the Library in the first quartile (or top 25%) when compared with other libraries that have surveyed over the last two years. This is a substantial improvement on the result from 2012.

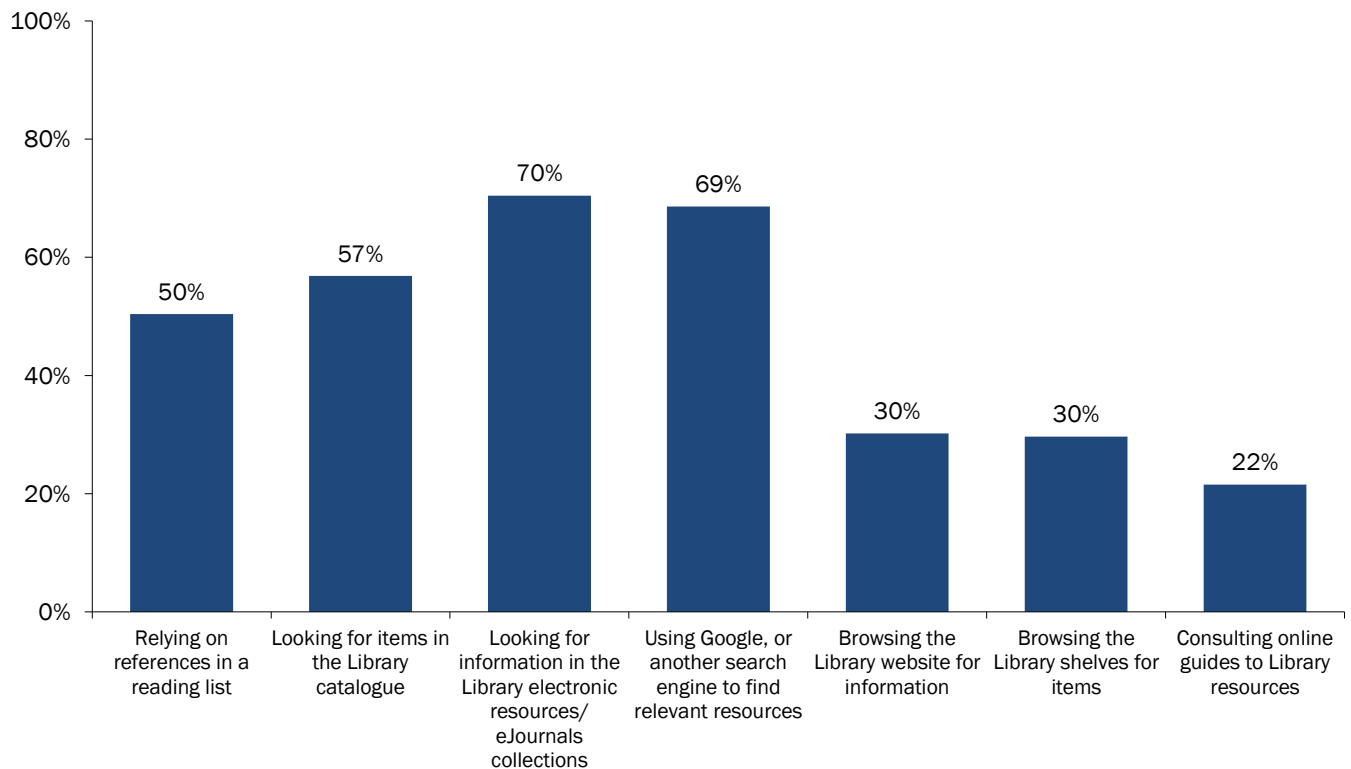


Note: * Benchmark data relates to latest two surveys

Looking for Information

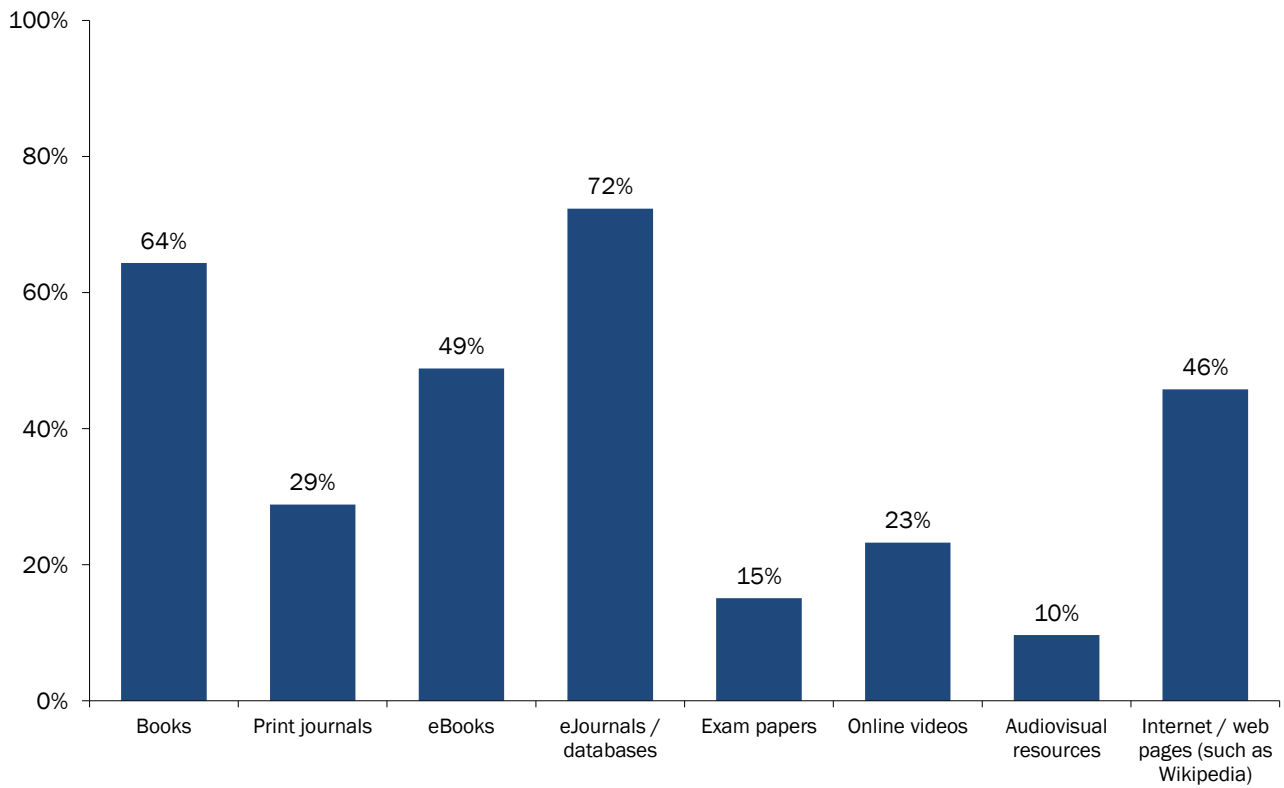
Respondents were asked about their information seeking experiences, and were presented with four multiple choice statements. The following bar charts display in percentage terms the preferences of respondents for these statements.

My researching a topic usually involves:



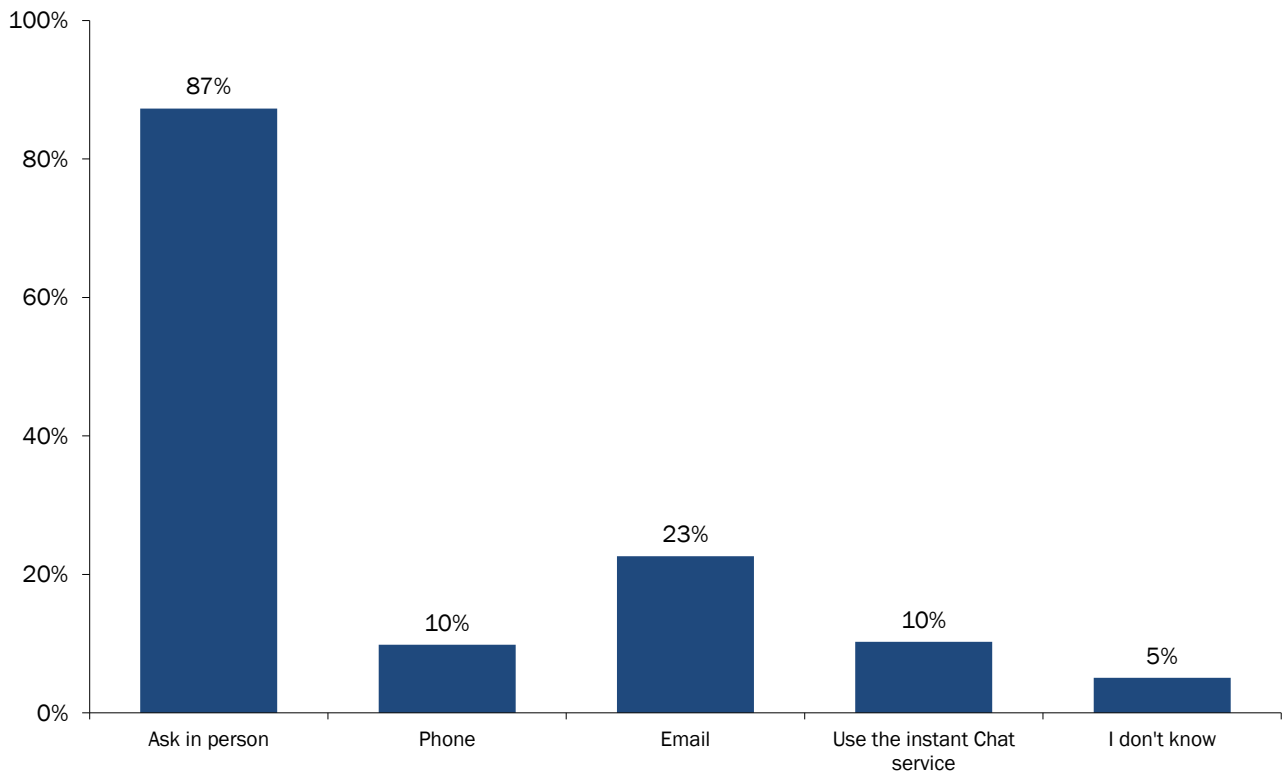
N=5334

I prefer to find the information I need in:



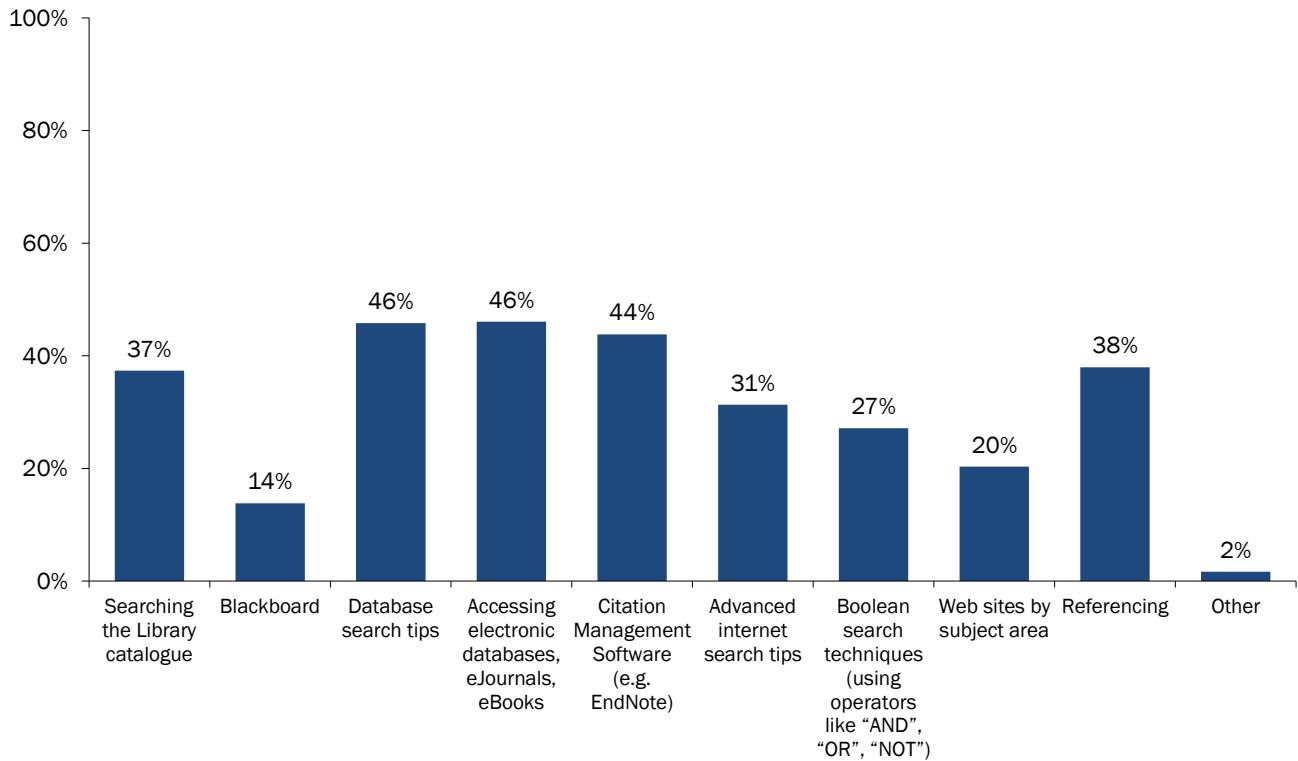
N=5346

If I need to ask Library staff for help, I prefer to:



N=5343

I want to learn more about:



N=4728

4. 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, August 2014	
Top 5 gap scores by demographic	
Which Campus Library do you use most?	Unique factor
Auchmuty (2630 responses)	Gap score
A computer is available when I need one	1.39
The Library catalogue is easy to use	0.97
The Library web site is easy to use	0.86
I can find a place in the Library to work in a group when I need to	0.84
I can find a quiet place in the Library to study when I need to	0.71
City Precinct (155 responses)	Gap score
The Library catalogue is easy to use	0.93
The items I'm looking for on the Library shelves are usually there	0.88
A computer is available when I need one	0.76
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.73
The Library web site is easy to use	0.69
Huxley (1157 responses)	Gap score
A computer is available when I need one	1.55
I can find a place in the Library to work in a group when I need to	1.21
The Library catalogue is easy to use	1.04
I can find a quiet place in the Library to study when I need to	0.96
The Library web site is easy to use	0.90
Ourimbah (1400 responses)	Gap score
The Library catalogue is easy to use	0.94
The Library web site is easy to use	0.74
I can find a quiet place in the Library to study when I need to	0.67
The items I'm looking for on the Library shelves are usually there	0.61
I can find a place in the Library to work in a group when I need to	0.57
Port Macquarie (44 responses)	Gap score
I can find a quiet place in the Library to study when I need to	0.96
Books and articles I have requested from other libraries and campuses are delivered promptly	0.84
The Library catalogue is easy to use	0.68
Opening hours meet my needs	0.67
The Library web site is easy to use	0.65
Singapore (29 responses)	Gap score
I can find a place in the Library to work in a group when I need to	1.00
The items I'm looking for on the Library shelves are usually there	0.89
The Library anticipates my learning and research needs	0.85
Library staff are readily available to assist me	0.75
Opening hours meet my needs	0.70
Sydney (122 responses)	Gap score
I can find a quiet place in the Library to study when I need to	1.17
The items I'm looking for on the Library shelves are usually there	1.02
The Library is a good place to study	0.81
Information resources located in the Library (eg books, journals, DVDs) meet my learning and research needs	0.59
The Library anticipates my learning and research needs	0.59

Which campus library do you use most?

University of Newcastle Library Customer Satisfaction Survey, August 2014	
Top 5 gap scores by demographic	
Which Campus Library do you use most?	
	Unique factor
Online only (101 responses)	Gap score
The Library catalogue is easy to use	1.61
The Library web site is easy to use	1.31
I can find a quiet place in the Library to study when I need to	1.03
A computer is available when I need one	1.00
Course specific resources (including Course Reserves/Short Loans) meet my learning needs	1.00

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

University of Newcastle Library Customer Satisfaction Survey, August 2014	
Top 5 gap scores by demographic	
What is your major area of study, research or teaching?	Unique factor
Business and Law (782 responses)	Gap score
A computer is available when I need one	1.11
The Library catalogue is easy to use	0.89
I can find a place in the Library to work in a group when I need to	0.87
The items I'm looking for on the Library shelves are usually there	0.82
I can find a quiet place in the Library to study when I need to	0.79
Education and Arts (1345 responses)	Gap score
A computer is available when I need one	1.19
The Library catalogue is easy to use	1.15
The Library web site is easy to use	0.95
I can find a place in the Library to work in a group when I need to	0.92
The items I'm looking for on the Library shelves are usually there	0.91
Engineering and Built Environment (682 responses)	Gap score
A computer is available when I need one	1.35
I can find a place in the Library to work in a group when I need to	0.92
The Library catalogue is easy to use	0.81
The Library web site is easy to use	0.79
I can find a quiet place in the Library to study when I need to	0.60
Health and Medicine (1260 responses)	Gap score
A computer is available when I need one	1.17
The Library catalogue is easy to use	0.97
I can find a place in the Library to work in a group when I need to	0.95
I can find a quiet place in the Library to study when I need to	0.87
The Library web site is easy to use	0.82
Science and Information Technology (978 responses)	Gap score
A computer is available when I need one	1.10
The Library catalogue is easy to use	0.96
The Library web site is easy to use	0.87
I can find a quiet place in the Library to study when I need to	0.78
I can find a place in the Library to work in a group when I need to	0.71
Foundation Studies (279 responses)	Gap score
The Library catalogue is easy to use	0.76
A computer is available when I need one	0.73
I can find a quiet place in the Library to study when I need to	0.59
The Library web site is easy to use	0.58
Online resources (eg e journals, databases, ebooks) meet my learning and research needs	0.51
Other (293 responses)	Gap score
The Library catalogue is easy to use	0.84
The Library web site is easy to use	0.71
The items I'm looking for on the Library shelves are usually there	0.69
A computer is available when I need one	0.67
I can find a quiet place in the Library to study when I need to	0.60

What single category best describes you?

University of Newcastle Library Customer Satisfaction Survey, August 2014	
Top 5 gap scores by demographic	
What single category best describes you?	Unique factor
Undergraduate (4263 responses)	Gap score
A computer is available when I need one	1.25
The Library catalogue is easy to use	0.97
I can find a place in the Library to work in a group when I need to	0.95
The Library web site is easy to use	0.83
I can find a quiet place in the Library to study when I need to	0.79
Postgraduate (631 responses)	Gap score
The Library catalogue is easy to use	1.01
The Library web site is easy to use	0.94
A computer is available when I need one	0.89
I can find a quiet place in the Library to study when I need to	0.88
The items I'm looking for on the Library shelves are usually there	0.80
Academic/Research Staff (136 responses)	Gap score
The Library catalogue is easy to use	1.65
The Library web site is easy to use	1.31
When I am away from campus I can access the Library resources and services I need	0.84
Online resources (eg ejournals, databases, ebooks) meet my learning and research needs	0.84
The Library web site provides useful information	0.76
General Staff (163 responses)	Gap score
The Library catalogue is easy to use	0.94
The Library web site is easy to use	0.75
The items I'm looking for on the Library shelves are usually there	0.63
The Library web site provides useful information	0.55
A computer is available when I need one	0.52
Foundation Studies (306 responses)	Gap score
The Library catalogue is easy to use	0.75
A computer is available when I need one	0.74
The Library web site is easy to use	0.63
I can find a quiet place in the Library to study when I need to	0.58
Online resources (eg ejournals, databases, ebooks) meet my learning and research needs	0.52
TAFE (99 responses)	Gap score
I can find a quiet place in the Library to study when I need to	0.53
I can get wireless access in the Library when I need to	0.40
A computer is available when I need one	0.38
The items I'm looking for on the Library shelves are usually there	0.38
Library staff are readily available to assist me	0.34
Other (30 responses)	Gap score
The Library catalogue is easy to use	1.37
The Library web site is easy to use	1.00
A computer is available when I need one	0.52
The Library web site provides useful information	0.50
The items I'm looking for on the Library shelves are usually there	0.37

Which category describes you?

University of Newcastle Library Customer Satisfaction Survey, August 2014	
Top 5 gap scores by demographic	
Which category describes you?	Unique factor
International Student (776 responses)	Gap score
A computer is available when I need one	0.84
The items I'm looking for on the Library shelves are usually there	0.75
I can find a quiet place in the Library to study when I need to	0.72
The Library catalogue is easy to use	0.65
I can find a place in the Library to work in a group when I need to	0.64
Domestic Student (4649 responses)	Gap score
A computer is available when I need one	1.21
The Library catalogue is easy to use	1.01
I can find a place in the Library to work in a group when I need to	0.89
The Library web site is easy to use	0.86
I can find a quiet place in the Library to study when I need to	0.79

How often do you come into the Library?

University of Newcastle Library Customer Satisfaction Survey, August 2014	
Top 5 gap scores by demographic	
How often do you come into the Library?	Unique factor
Daily (908 responses)	Gap score
A computer is available when I need one	1.26
I can find a place in the Library to work in a group when I need to	0.89
I can find a quiet place in the Library to study when I need to	0.89
The Library catalogue is easy to use	0.89
The Library web site is easy to use	0.78
2-4 days a week (3403 responses)	Gap score
A computer is available when I need one	1.15
The Library catalogue is easy to use	0.96
I can find a place in the Library to work in a group when I need to	0.89
The Library web site is easy to use	0.82
I can find a quiet place in the Library to study when I need to	0.77
Fortnightly (547 responses)	Gap score
The Library catalogue is easy to use	1.09
A computer is available when I need one	1.08
The Library web site is easy to use	0.96
I can find a quiet place in the Library to study when I need to	0.76
The items I'm looking for on the Library shelves are usually there	0.72
Monthly (222 responses)	Gap score
The Library catalogue is easy to use	1.10
The Library web site is easy to use	0.87
A computer is available when I need one	0.77
Online resources (eg e-journals, databases, ebooks) meet my learning and research needs	0.66
The Library web site provides useful information	0.61
Rarely (ie. A few times a year) (213 responses)	Gap score
The Library catalogue is easy to use	1.15
The Library web site is easy to use	0.96
A computer is available when I need one	0.89
Online resources (eg e-journals, databases, ebooks) meet my learning and research needs	0.72
When I am away from campus I can access the Library resources and services I need	0.69
Never (43 responses)	Gap score
The items I'm looking for on the Library shelves are usually there	1.63
The Library catalogue is easy to use	1.48
The Library web site is easy to use	1.22
Library workshops, classes and tutorials help me with my learning and research needs	1.20
Self Service (e.g. self check loans, requests, renewals, holds) meets my needs	1.18

How often do you access the Library online?

University of Newcastle Library Customer Satisfaction Survey, August 2014	
Top 5 gap scores by demographic	
How often do you access the Library online?	Unique factor
Daily (929 responses)	Gap score
A computer is available when I need one	1.14
The Library catalogue is easy to use	1.05
The Library web site is easy to use	0.91
I can find a quiet place in the Library to study when I need to	0.84
I can find a place in the Library to work in a group when I need to	0.83
2-4 days a week (2372 responses)	Gap score
A computer is available when I need one	1.15
The Library catalogue is easy to use	0.99
The Library web site is easy to use	0.86
I can find a place in the Library to work in a group when I need to	0.84
I can find a quiet place in the Library to study when I need to	0.79
Fortnightly (982 responses)	Gap score
A computer is available when I need one	1.13
The Library catalogue is easy to use	0.98
I can find a place in the Library to work in a group when I need to	0.89
The Library web site is easy to use	0.83
The items I'm looking for on the Library shelves are usually there	0.76
Monthly (444 responses)	Gap score
A computer is available when I need one	1.12
The Library catalogue is easy to use	1.03
The Library web site is easy to use	0.87
I can find a place in the Library to work in a group when I need to	0.79
I can find a quiet place in the Library to study when I need to	0.65
Rarely (i.e. a few times a year) (486 responses)	Gap score
A computer is available when I need one	1.09
I can find a place in the Library to work in a group when I need to	0.84
The Library catalogue is easy to use	0.69
I can find a quiet place in the Library to study when I need to	0.68
The Library web site is easy to use	0.56
Never (121 responses)	Gap score
A computer is available when I need one	1.07
The Library web site is easy to use	0.73
Printing, scanning and photocopying facilities in the Library meet my needs	0.71
Information resources located in the Library (eg books, journals, DVDs) meet my learning and research needs	0.71
I can get wireless access in the Library when I need to	0.69

How often are you required to be on campus?

University of Newcastle Library Customer Satisfaction Survey, August 2014	
Top 5 gap scores by demographic	
How often are you required to be on campus?	Unique factor
Daily (1404 responses)	Gap score
A computer is available when I need one	1.19
The Library catalogue is easy to use	0.92
The Library web site is easy to use	0.84
I can find a place in the Library to work in a group when I need to	0.83
I can find a quiet place in the Library to study when I need to	0.75
2-4 days a week (3669 responses)	Gap score
A computer is available when I need one	1.14
The Library catalogue is easy to use	0.98
I can find a place in the Library to work in a group when I need to	0.86
The Library web site is easy to use	0.82
I can find a quiet place in the Library to study when I need to	0.77
Fortnightly (88 responses)	Gap score
The Library catalogue is easy to use	1.16
The Library web site is easy to use	1.12
The items I'm looking for on the Library shelves are usually there	0.88
A computer is available when I need one	0.80
I can find a quiet place in the Library to study when I need to	0.68
Monthly (29 responses)	Gap score
The Library catalogue is easy to use	1.20
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.92
The items I'm looking for on the Library shelves are usually there	0.89
I can find a place in the Library to work in a group when I need to	0.78
A computer is available when I need one	0.78
Rarely (i.e. a few times a year) (77 responses)	Gap score
The Library catalogue is easy to use	1.10
I can find a quiet place in the Library to study when I need to	0.89
The Library web site is easy to use	0.87
A computer is available when I need one	0.84
The items I'm looking for on the Library shelves are usually there	0.82
Never (73 responses)	Gap score
The Library catalogue is easy to use	1.28
The Library web site is easy to use	1.09
Online resources (eg e-journals, databases, ebooks) meet my learning and research needs	0.94
The items I'm looking for on the Library shelves are usually there	0.89
Course specific resources (including Course Reserves/Short Loans) meet my learning needs	0.87