



UNIVERSITY
OF TASMANIA

Library Client
Survey Report
September 2008

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1 Introduction

1.1 Background

The Council of Australian University Librarians (CAUL) has a longstanding relationship with Insync Surveys (incorporating Rodski Survey Research) to assist CAUL members to develop, administer and analyse client satisfaction surveys. 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 agreement, Insync Surveys was retained by the University of Tasmania 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 University of Tasmania Library's client survey are compared with other university libraries in the Insync Surveys database, which has been built over 10 years.

1.2 Survey Objectives

The primary objective of the survey is to provide the University of Tasmania Library with a way 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 Tasmania 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

1.3 Survey Process

The survey required all clients to provide some demographic information. It then displayed 36 statements – called 'variables' – considered critical to the continued 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 impression of the library's **performance** on each statement.

Clients of the Library were given the opportunity to participate in the survey in September 2008 by completing the questionnaire anonymously. This confidentiality helps ensure that the true concerns of the clients are identified. The survey could be completed online. This is the fourth Insync Surveys survey of its kind to be undertaken by the Library.

1.4 Response Statistics

The following table details the number of usable survey forms received from clients of the Library. Where a minority of clients do not indicate their demographic information, these forms are consequently classified as '*Unspecified*'.

University of Tasmania Library Survey Results, September 2008 Response Statistics	
Total	2422
Which Library do you use most?	
Morris Miller	906
Launceston Campus	602
Science	381
Clinical	158
Cradle Coast Campus	113
Law	109
AMC (Australian Maritime College)	65
Art	59
Music	17
<i>Unspecified</i>	12
What single category best describes you?	
Undergraduate	1881
Postgraduate	411
Academic/Research Staff	64
General Staff	53
From another University	4
TAFE	4
<i>Unspecified</i>	5

In total, 2422 responses were received – an above-average number in the context of CAUL library surveys. This number of responses provides a high degree of confidence in the results obtained at the overall university level. The number of responses received was higher than the 1271 responses for the 2006 survey.

The response statistics table shows:

- The most frequently visited Library was Morris Miller with 906 responses (37.4%), followed by Launceston Campus Library with 602 responses (24.8%)
- A majority of the respondents were Undergraduate students, with 1881 responses (77.6%), followed by Postgraduate students with 411 responses (16.9%)

University of Tasmania Library Survey Results, September 2008 Response Statistics	
Total	2422
What is your major area of study, research or teaching?	
Science, Engineering and Technology	549
Health Sciences	520
Arts	487
Business	399
Education	259
Law	133
AMC (Australian Maritime College)	64
<i>Unspecified</i>	<i>11</i>

- The best represented faculty is Science, Engineering and Technology with 549 responses (22.6%), followed by Health Sciences with 520 responses (21.4%)

2 Detailed Results Interpretation

2.1 What Clients Believe is Important for the Library

The 10 highest ranked importance variables for University of Tasmania Library's clients are listed in descending priority order in the table below. The 2006 results are also reported to enable a comparison.

September 2008 Top 10 Importance	Mean	September 2006 Top 10 Importance	Mean
Library staff are friendly and helpful	6.50	The library collection is adequate for my needs	6.53
Access to electronic resources is easily available	6.46	Library staff are friendly and helpful	6.50
The Library collection is adequate for my needs	6.45	The library catalogue is easy to use	6.49
Opening hours meet my needs	6.45	Library catalogue provides clear and useful information	6.46
The Library catalogue is easy to use	6.43	Access to electronic resources is easily available	6.45
Library staff treat me fairly and without discrimination	6.42	The library web site is easy to use	6.43
The Library web site is easy to use	6.38	Library staff provide clear and accurate answers/responses to my queries	6.40
Library staff provide clear and accurate answers/responses to my queries	6.36	Library staff treat me fairly and without discrimination	6.39
The Library catalogue provides clear and useful information	6.35	Opening hours meet my needs	6.37
Course-specific resources are easy to find and access	6.35	Library staff display professionalism	6.31

- Common to 2008 and 2006
- Unique

Of the 36 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 of the variables in the top 10 importance list include staff being friendly, helpful, fair and non discriminatory, and providing clear and accurate responses, ease of access to electronic resources, ease of using the library website and catalogue, adequacy of opening hours, clarity and usefulness of information in the Library catalogue, and the ease of accessing and finding course specific resources.

Nine of the ten variables overlap with the 2006 result. There has been an increase in importance scores since the last survey for three of the ten variables, meaning that clients now see them as slightly more important.

2.2 How Clients Believe the Library is Performing

The table below reports, in descending order, the 10 variables ranked highest in performance by Library clients in 2008 as compared with those ranked highest in 2006.

September 2008 Top 10 Performance	Mean	September 2006 Top 10 Performance	Mean
Library staff treat me fairly and without discrimination *	6.36	Library staff treat me fairly and without discrimination *	6.38
Library staff display professionalism	6.23	Library staff are friendly and helpful *	6.23
Library staff are friendly and helpful *	6.22	Library staff display professionalism *	6.22
Library staff provide quality service	5.77	Requesting and renewing books online is effective	5.88
Library staff are readily available to assist me	5.75	Library staff are readily available to assist me	5.77
Requesting and renewing books online is effective	5.73	Library staff provide quality service	5.76
Library staff provide clear and accurate answers/responses to my queries *	5.71	Library staff provide clear and accurate answers/responses to my queries *	5.76
Service staff respond in a timely manner	5.69	The library web site is easy to use *	5.64
The Library web site is easy to use *	5.53	Service staff respond in a timely manner	5.64
Inter-library loan requests are filled promptly	5.49	Inter-library loan requests are filled promptly	5.55

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

- Common to 2008 and 2006
- Unique

The survey identified 27 out of 36 variables with scores greater than 5.00. All of these variables are considered strong performers, with 5.00 representing a relatively strong average rating on a seven-point scale.

Seven variables in the top 10 performance list relate to library staff – more specifically: their fairness, professionalism, friendliness and helpfulness, quality service, availability to assist, clear and accurate feedback and timely responses. The three remaining variables relate to the ease of use of the library website, prompt handling of inter-library loan requests and the effectiveness of online requests and renewals of books.

The top 10 performance list contains four factors from the top 10 importance list, as indicated by the red asterisks. This is a positive result for the 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 Library's performance. A review of the 'Best Practice Categories' graphs are also recommended for individual variables. This allows for a comparison of scores for individual variables with the performance of other libraries in the Insync Surveys database. In considering how the top 10 performing variables compare when benchmarked against other libraries, it was found that their placement is distributed between the first and second quartiles.

More specifically, the following variables are first quartile performers (top 25%):

- *Library staff treat me fairly and without discrimination*
- *Library staff display professionalism*
- *Library staff are friendly and helpful*
- *Library staff provide quality service*
- *Library staff are readily available to assist me*
- *Library staff provide clear and accurate answers/responses to my queries*
- *Service staff respond in a timely manner*

Two variables are second quartile performers (top 50%):

- *Library website is easy to use*
- *Inter-library loan requests are filled promptly*

One variable is unique to this survey and thus could not be benchmarked:

- *Requesting and renewing books online is effective*

All of the top 10 performance variables for 2008 are common with the list from the 2006 survey. In general, the performance scores have decreased over the two year period.

At the other end of the scale are the lowest performing variables. This table shows the 10 variables given the lowest rankings by Library clients in 2008 as compared with those ranked lowest in 2006. Please note that the lowest performing variable appears first on the list.

September 2008 10 Lowest Performance	Mean	September 2006 10 Lowest Performance	Mean
Access to computers to support study/research is adequate	4.16	Access to computers to support study/research is adequate	4.30
Library staff keep me informed about new services, resources and collections	4.49	Library staff keep me informed about new services, resources and collections	4.58
Group study facilities are adequate	4.66	Prompt corrective action is taken regarding missing books and journals	4.78
Individual seating is adequate	4.75	The library collection is adequate for my needs *	4.79
Facilities for using personal laptops are adequate	4.88	Individual seating is adequate	4.86
Prompt corrective action is taken regarding missing books and journals	4.92	Group study facilities are adequate	4.86
The Library collection is adequate for my needs *	4.92	Facilities for using personal laptops are adequate	4.88
Library staff respond to my suggestions and ideas	4.96	Library staff respond to my suggestions and ideas	4.90
Course-specific resources are easy to find and access *	4.97	Wireless facilities are adequate	4.96
Quiet study facilities are adequate	5.03	Quiet study facilities are adequate	5.00

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

- Common to 2008 and 2006
- Unique

The lowest 10 performance list has two variables in common with the top 10 importance list, namely, the *library collection is adequate for my needs* and *Course-specific resources are easy to find and access* – an indication that in these instances, clients' expectations are not being met. Nine variables from the current lowest performing list are common with those identified in the previous survey.

2.3 Where Clients Believe the Library Can Potentially Improve

In identifying factors for improvement, Insync Surveys analyses the perceived difference – or ‘gap’ – between the importance and performance scores for each variable. These gaps indicate areas of frustration or dissatisfaction for clients and therefore 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. Instead, it indicates an increase in certainty that the variable is of some level of concern.

The table below reports the 10 variables with the highest gap scores for the 2008 and 2006 surveys.

September 2008 Top 10 Gaps	Mean	September 2006 Top 10 Gaps	Mean
Access to computers to support study/research is adequate	2.06	The library collection is adequate for my needs *	1.74
The Library collection is adequate for my needs *	2.01	Access to computers to support study/research is adequate	1.73
Individual seating is adequate	1.94	Opening hours meet my needs *	1.32
Course-specific resources are easy to find and access *	1.44	Access to electronic resources is easily available *	1.21
Access to electronic resources is easily available *	1.43	Library catalogue provides clear and useful information *	1.21
Off-campus access to electronic information resources and services is adequate	1.39	Course-specific resources are easy to find and access	1.13
The Library catalogue is easy to use *	1.29	The library catalogue is easy to use *	1.07
Group study facilities are adequate	1.28	Prompt corrective action is taken regarding missing books and journals	1.04
The Library catalogue provides clear and useful information *	1.21	Individual seating is adequate	1.04
Quiet study facilities are adequate	1.19	Off-campus access to electronic information resources & services is adequate	1.01

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

- Common to 2008 and 2006
- Unique

From all 36 variables, one recorded a gap score in the significant range. The variable, *Access to computers to support study/research is adequate*, can be considered a potential improvement opportunity since it has a gap score of 2.09.

The top 10 gap list contains five variables from the top 10 importance list, as indicated by the red asterisks. These are:

- *The library collection is adequate for my needs* – a second quartile performer (top 50%)
- *Course-specific resources are easy to find and access* – a third quartile performer (bottom 50%)
- *Access to electronic resources is easily available* – a second quartile performer (top 50%)
- *The library catalogue is easy to use* – a third quartile performer (bottom 50%)
- *The library catalogue provides clear and useful information* – a third quartile performer (bottom 50%)

Eight factors that were of concern to clients in 2006 appear on the list again in 2008, and importantly, some of the gap scores have increased since the previous year.

2.4 Prioritising Potential Improvement Opportunities

Analysis of these gaps enables the University of Tasmania Library to prioritise strategies for improvement around 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. Instead, it indicates an increase in certainty that the variable is of some level of concern.

This information is calculated by and reported in the gap grid (refer to the attached data). It is a unique visual tool that allows you to see several key pieces of information within the one diagram. 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 potential improvement opportunities for University of Tasmania Library given the relatively high gap scores:

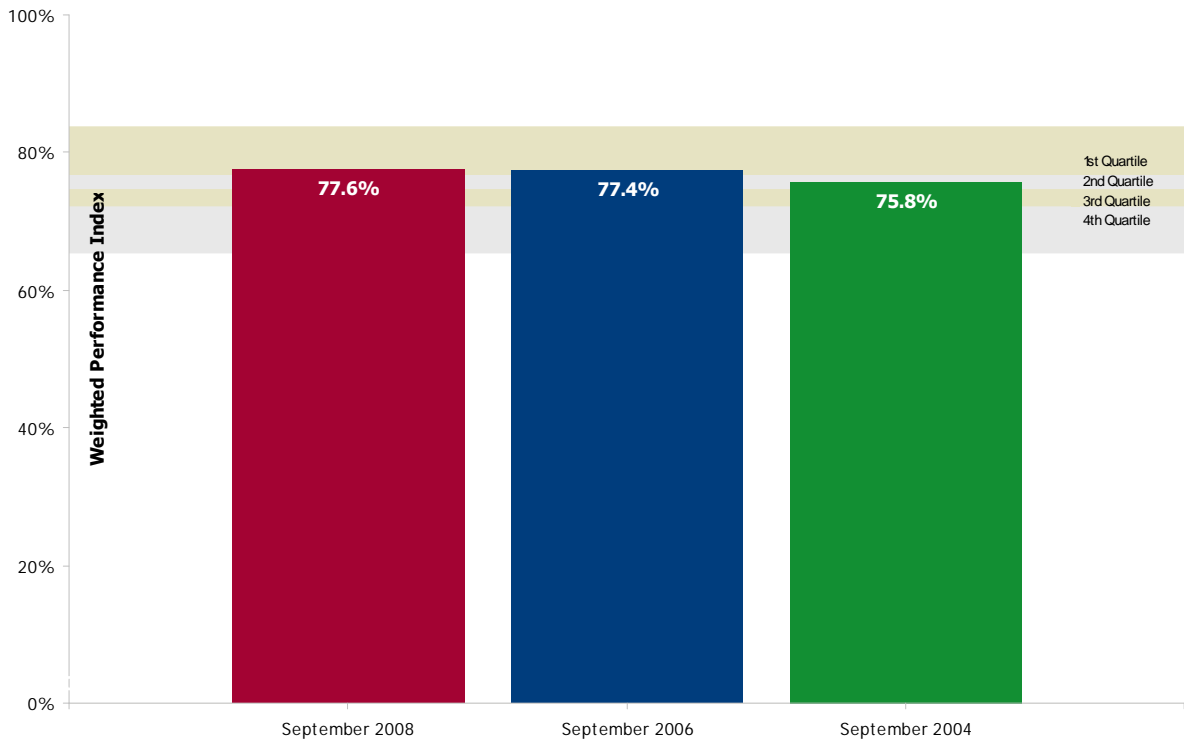
- *Access to computers to support research/study is adequate*
- *The library collection is adequate for my needs*

Although only one of these statements recorded a gap score in the “significant” range, it is important to explore how these issues could be addressed before they become critical.

2.5 Comparison With Other University Libraries

University of Tasmania Library has recorded an overall score of 77.6%, indicating a result in the first quartile (top 25%) when compared with other libraries in the Insync Surveys database. This reflects an increase of 0.2% since the previous survey in 2006.

University of Tasmania Library Client Survey Results, September 2008
Weighted Performance Index

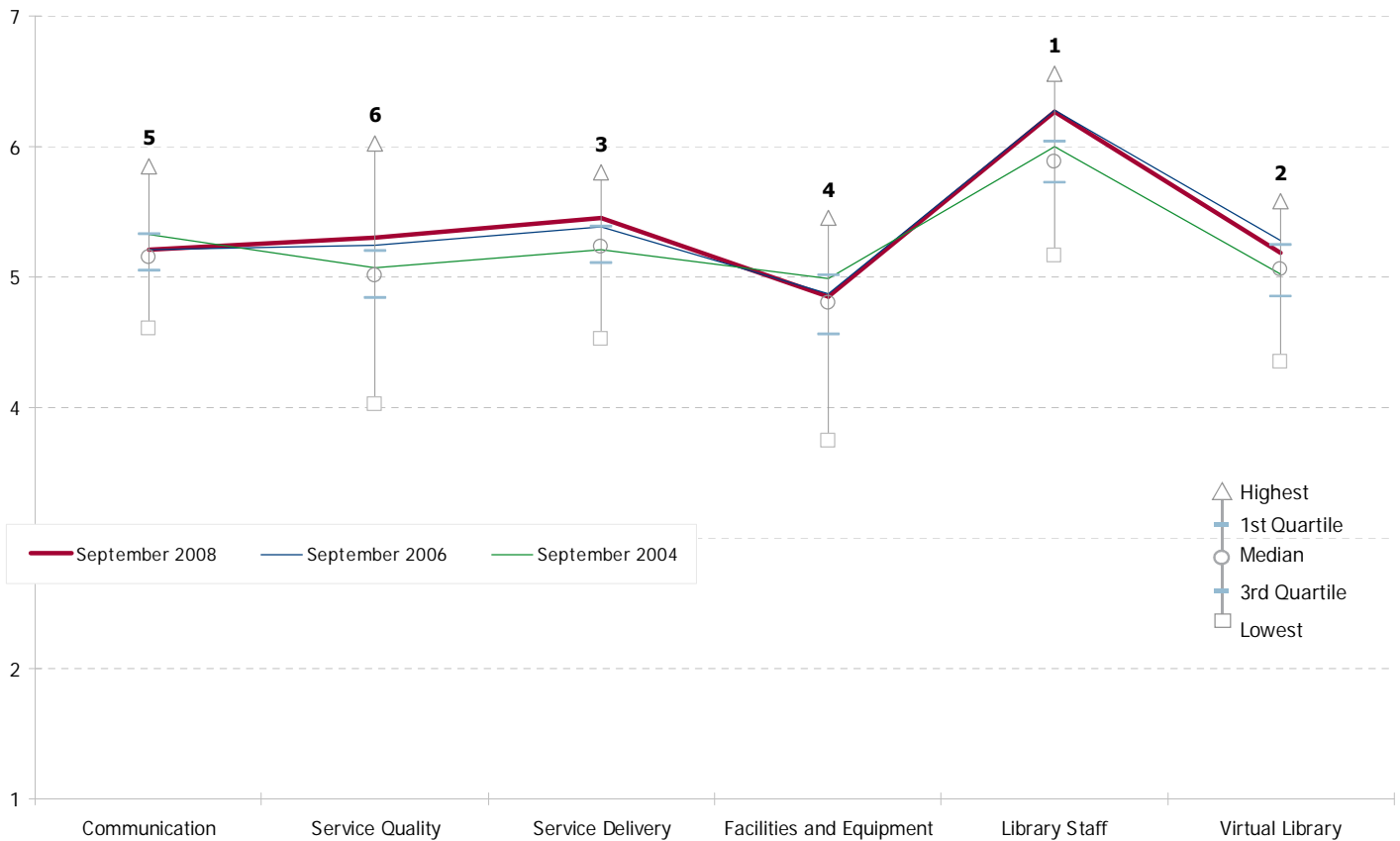


The following graph shows the performance scores of the Library, within the range of other library scores, across the six survey categories. At the time the University of Tasmania Library survey was administered, 40 other university libraries had completed benchmarking surveys. It is this group that makes up the comparison group.

The three highest priority categories for the clients of University of Tasmania Library are Library Staff, Virtual Library and Service Delivery (as indicated by the bold numbers in the following graph).

All the categories are performing in the top 50%, between the first and second quartiles, when benchmarked externally. However, for two of the six categories the performance scores have increased in comparison to the previous survey in 2006. A more specific view of results on each variable within the categories can be found in the detailed data analysis.

University of Tasmania Library Client Survey Results, September 2008
Best Practice Categories Graph



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 89.5%. The lowest score was identified on Facilities and Equipment at 69.3%.

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

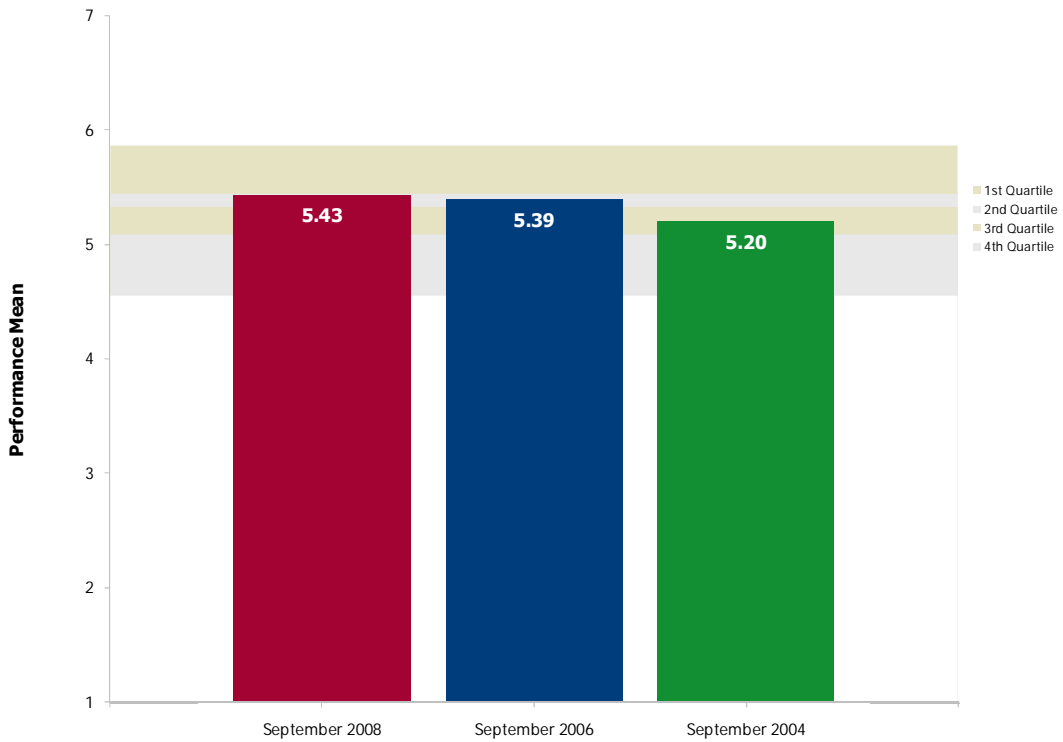
University of Tasmania Library Client Survey Results, September 2008 Weighted Performance Index

	Communication	Service Quality	Service Delivery	Facilities And Equipment	Library Staff	Virtual Library	Weighted Total
Weighting	15%	18%	20%	15%	20%	12%	100%
September 2008	74.4%	75.8%	77.9%	69.3%	89.5%	74.0%	77.6%
September 2006	74.5%	74.9%	76.9%	69.5%	89.7%	75.4%	77.4%
September 2004	76.1%	72.5%	74.3%	71.3%	85.7%	71.8%	75.8%
Highest Performer in Database	83.5%	86.0%	82.9%	78.0%	93.7%	79.7%	83.9%
Median	73.6%	71.6%	74.8%	68.7%	84.0%	72.2%	74.7%
Lowest Performer in Database	65.8%	57.5%	64.6%	53.4%	73.8%	62.1%	65.3%

2.6 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 5.43 (77.5%) places University of Tasmania Library at the top of the second quartile (or top 50%) when compared with other libraries that have surveyed over the last two years. This is an increase of 0.04 (0.5%) since the previous survey in 2006.

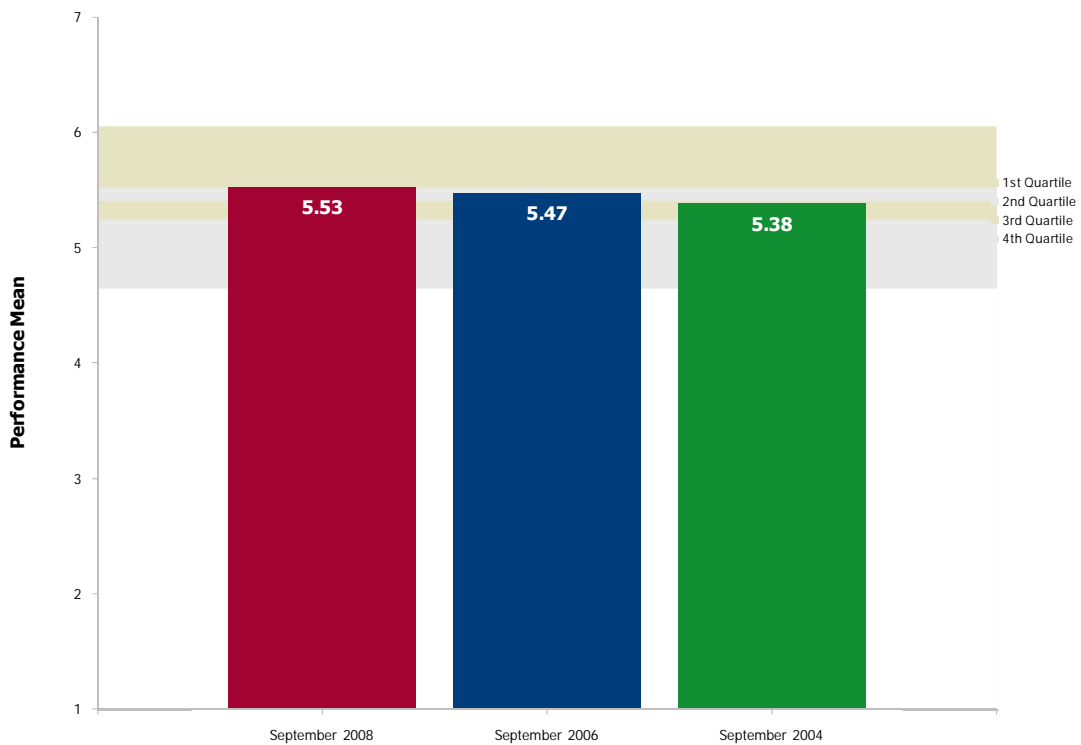
University of Tasmania Library Client Survey Results, September 2008
Please give your general assessment of how satisfied you are with the Library



2.7 Overall Quality

Respondents were also asked to provide a personal assessment of the overall quality of the Library they most used. In this case, the overall average of 5.53 (77.0%) places University of Tasmania Library at the top of the second quartile (or top 50%) when compared with other libraries that have surveyed over the last two years.

University of Tasmania Library Client Survey Results, September 2008
Please give your personal assessment of the overall quality of the Library you use most



3 Summary of Results

3.1 Frequency of Use

This section of the report examines information corresponding to the usage of the libraries at the University of Tasmania. Respondents were asked to indicate how often they physically visit the library, 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 in the table below.

University of Tasmania Library Survey Results, September 2008 Response Statistics	
Total	2422
How often do you physically visit the Library?	
Daily	457
2-4 days a week	974
Weekly	396
Fortnightly	150
Monthly	135
Rarely (i.e. a few times a year)	151
<i>Unspecified</i>	<i>159</i>
How often do you access the online Library services (i.e. not on Library premises)?	
Daily	516
2-4 days a week	886
Weekly	498
Fortnightly	193
Monthly	97
Rarely (i.e. a few times a year)	85
<i>Unspecified</i>	<i>147</i>
How often are you required to be on campus?	
Daily	896
2-4 days a week	1101
Weekly	110
Fortnightly	28
Monthly	15
Rarely (i.e. a few times a year)	129
<i>Unspecified</i>	<i>143</i>

The most common visit type for library visits, online library visits, and campus visits is '2-4 days a week' with response rates of 40.2%, 36.5% and 45.4%, respectively. Between 1% and 6% of respondents indicated their visits at 'Rarely' or 'Monthly'. The survey respondents are therefore 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.

3.2 Frequency of Use: Demographic Breakdowns

The following tables show the top 5 improvement opportunities for each of the demographic groups in the survey.

When considering the following tables, there are a few things to keep in mind. Firstly, for a small number of groupings, fewer than 10 responses have been received. In these cases, no data will be provided. Secondly, if a variable is highlighted in orange, it means that it is unique – that is, not shared by any other group in that demographic breakdown.

The other things to look out for are:

- Similarities and differences in gap scores within the different demographic groups
- Gap scores of 2.00 or greater

Library Visit Frequency

University of Tasmania Library Survey Results, September 2008

Top 5 Gap Scores by Demographic

How often do you physically visit the Library?

Daily (457 Responses)		2-4 days a week (974 Responses)		Weekly (396 Responses)	
Access to computers to support study/research is adequate	2.49	Access to computers to support study/research is adequate	2.37	Access to computers to support study/research is adequate	1.96
Individual seating is adequate	1.86	Individual seating is adequate	1.62	The Library collection is adequate for my needs	1.55
Group study facilities are adequate	1.64	The Library collection is adequate for my needs	1.53	Course-specific resources are easy to find and access	1.35
Quiet study facilities are adequate	1.63	Course-specific resources are easy to find and access	1.43	Individual seating is adequate	1.34
The Library collection is adequate for my needs	1.57	Group study facilities are adequate	1.35	Access to electronic resources is easily available	1.31
Fortnightly (150 Responses)		Monthly (135 Responses)		Rarely (i.e. a few times a year) (151 Responses)	
Access to computers to support study/research is adequate	1.65	The Library collection is adequate for my needs	1.65	The Library collection is adequate for my needs	1.45
The Library collection is adequate for my needs	1.49	The Library catalogue is easy to use	1.32	Off-campus access to electronic information resources and services is adequate	1.28
Course-specific resources are easy to find and access	1.45	Access to electronic resources is easily available	1.32	Access to electronic resources is easily available	1.24
Access to electronic resources is easily available	1.36	The Library catalogue provides clear and useful information	1.28	The Library catalogue is easy to use	1.22
The Library catalogue is easy to use	1.33	Course-specific resources are easy to find and access	1.18	Course-specific resources are easy to find and access	1.20

In terms of library visit frequencies, there is a moderate degree of commonality among the groupings. The most commonly occurring concerns are:

- *The library collection is adequate for my needs* – identified by all the groupings
- *Course-specific resources are easy to find and access* – identified by all except **'Daily'** users
- *Access to electronic resources is easily available* – identified by all except **'Daily'** and **'2-4 days a week'** users

Three of the five groupings identified unique concerns, as indicated by the shaded areas:

- **'Daily'** users are uniquely concerned with the adequacy of quiet study facilities
- **'Monthly'** users identified the clarity and usefulness of information provided by the library catalogue
- **'Rarely'** users identified the adequacy of off-campus access to electronic information

Two of the groupings recorded gap scores in the significant range.

Online Visit Frequency

University of Tasmania Library Survey Results, September 2008

Top 5 Gap Scores by Demographic

How often do you access the online Library services (i.e. not on Library premises)?

Daily (516 Responses)		2-4 days a week (886 Responses)		Weekly (498 Responses)	
Access to computers to support study/research is adequate	2.05	Access to computers to support study/research is adequate	2.20	Access to computers to support study/research is adequate	1.98
The Library collection is adequate for my needs	1.66	The Library collection is adequate for my needs	1.63	Course-specific resources are easy to find and access	1.39
Individual seating is adequate	1.54	Individual seating is adequate	1.50	Access to electronic resources is easily available	1.36
Access to electronic resources is easily available	1.29	Course-specific resources are easy to find and access	1.41	The Library collection is adequate for my needs	1.35
Course-specific resources are easy to find and access	1.24	Access to electronic resources is easily available	1.33	The Library catalogue is easy to use	1.31
Fortnightly (193 Responses)		Monthly (97 Responses)		Rarely (i.e. a few times a year) (85 Responses)	
Access to computers to support study/research is adequate	1.95	Access to computers to support study/research is adequate	1.94	Access to computers to support study/research is adequate	2.17
The Library collection is adequate for my needs	1.43	The Library collection is adequate for my needs	1.53	Course-specific resources are easy to find and access	1.50
Course-specific resources are easy to find and access	1.38	Course-specific resources are easy to find and access	1.52	The Library collection is adequate for my needs	1.36
Individual seating is adequate	1.23	Access to electronic resources is easily available	1.49	The Library catalogue provides clear and useful information	1.33
Group study facilities are adequate	1.07	The Library catalogue is easy to use	1.20	The Library catalogue is easy to use	1.22

In terms of online access frequencies, there is a high degree of commonality among the groupings. All the groups identified the following concerns:

- *Access to computers to support study/research is adequate*
- *The library collection is adequate for my needs*
- *Course-specific resources are easy to find and access*

Other most commonly occurring concerns were:

- *Access to electronic resources is easily available* – identified by all except **'Fortnightly'** and **'Rarely'** users

Three of the groups recorded gap scores in the significant range.

Campus Visit Frequency

University of Tasmania Library Survey Results, September 2008

Top 5 Gap Scores by Demographic

How often are you required to be on campus?

Daily (896 Responses)		2–4 days a week (1101 Responses)		Weekly (110 Responses)	
Access to computers to support study/research is adequate	2.16	Access to computers to support study/research is adequate	2.20	Access to computers to support study/research is adequate	1.78
The Library collection is adequate for my needs	1.55	Individual seating is adequate	1.55	Course-specific resources are easy to find and access	1.73
Individual seating is adequate	1.37	The Library collection is adequate for my needs	1.51	The Library collection is adequate for my needs	1.73
Off-campus access to electronic information resources and services is adequate	1.31	Course-specific resources are easy to find and access	1.49	Access to electronic resources is easily available	1.57
Group study facilities are adequate	1.29	Access to electronic resources is easily available	1.32	Individual seating is adequate	1.51
Fortnightly (28 Responses)		Monthly (15 Responses)		Rarely (i.e. a few times a year) (129 Responses)	
The Library collection is adequate for my needs	2.05	The Library collection is adequate for my needs	3.07	The Library collection is adequate for my needs	1.26
Access to computers to support study/research is adequate	1.62	Access to computers to support study/research is adequate	2.80	Course-specific resources are easy to find and access	1.16
Off-campus access to electronic information resources and services is adequate	1.53	Quiet study facilities are adequate	2.00	Off-campus access to electronic information resources and services is adequate	1.08
Access to electronic resources is easily available	1.34	Course-specific resources are easy to find and access	1.93	Access to electronic resources is easily available	1.05
The Library catalogue is easy to use	1.31	Online help services are adequate	1.87	The Library catalogue is easy to use	0.94

Again, there is a high degree of commonality among the groupings. The most commonly occurring concerns are:

- *The library collection is adequate for my needs* – identified by all groups
- *Access to computers to support study/research is adequate* – identified by all except **'Rarely'** users
- *Course specific resources are easy to find and access* – identified by all except **'Daily'** and **'Fortnightly'** users
- *Access to electronic resources is easily available* – identified by all except **'Daily'** and **'Monthly'** users

With regards to gap scores, four of the groups identified a significant concern (a gap score of 2.00 or greater), with **'Monthly'** users recording the highest scores.

3.3 Other Demographic Breakdowns

Top 5 Gaps: Library

University of Tasmania Library Survey Results, September 2008					
Top 5 Gap Scores by Demographic					
Which Library do you use most?					
AMC (Australian Maritime College) (65 Responses)		Art (59 Responses)		Clinical (158 Responses)	
Wireless facilities are adequate	1.95	Access to computers to support study/research is adequate	1.95	Access to computers to support study/research is adequate	2.41
Course-specific resources are easy to find and access	1.60	Quiet study facilities are adequate	1.61	Group study facilities are adequate	2.08
Access to computers to support study/research is adequate	1.43	Course-specific resources are easy to find and access	1.49	Quiet study facilities are adequate	1.76
The Library collection is adequate for my needs	1.40	Access to electronic resources is easily available	1.48	Off-campus access to electronic information resources and services is adequate	1.69
Access to electronic resources is easily available	1.39	The Library collection is adequate for my needs	1.38	Individual seating is adequate	1.69
Cradle Coast Campus (113 Responses)		Launceston Campus (602 Responses)		Law (109 Responses)	
The Library collection is adequate for my needs	2.72	Access to computers to support study/research is adequate	2.08	Access to computers to support study/research is adequate	2.17
Quiet study facilities are adequate	2.12	The Library collection is adequate for my needs	1.46	Facilities for using personal laptops are adequate	2.15
Course-specific resources are easy to find and access	1.81	Course-specific resources are easy to find and access	1.43	Group study facilities are adequate	2.05
Access to electronic resources is easily available	1.68	Access to electronic resources is easily available	1.26	Opening hours meet my needs	2.03
The Library catalogue is easy to use	1.65	The Library catalogue is easy to use	1.18	Individual seating is adequate	1.70
Morris Miller (906 Responses)		Music (17 Responses)		Science (381 Responses)	
Access to computers to support study/research is adequate	2.37	The Library collection is adequate for my needs	2.44	Access to computers to support study/research is adequate	1.88
Individual seating is adequate	1.94	The Library catalogue provides clear and useful information	2.00	The Library collection is adequate for my needs	1.57
The Library collection is adequate for my needs	1.42	Wireless facilities are adequate	1.73	Access to electronic resources is easily available	1.48
Course-specific resources are easy to find and access	1.39	Off-campus access to electronic information resources and services is adequate	1.60	Off-campus access to electronic information resources and services is adequate	1.30
Quiet study facilities are adequate	1.26	Access to computers to support study/research is adequate	1.60	The Library catalogue provides clear and useful information	1.24

As can be seen, there is a moderate degree of commonality among the groupings. The most commonly occurring variables are:

- *Access to computers to support study/research is adequate* – Identified by all except '**Cradle Coast Campus**' group
- *The library collection is adequate for my needs* – identified by all except '**Clinical**' and '**Law**' groups

One group identified areas of unique concern:

- **'Law'** library users were uniquely concerned with adequacy of facilities for using personal laptops, and opening hours meeting their needs

Six of the nine groups recorded significant gap scores.

Top 5 Gaps: Category

University of Tasmania Library Survey Results, September 2008					
Top 5 Gap Scores by Demographic					
What single category best describes you?					
Undergraduate (1881 Responses)		Postgraduate (411 Responses)		Academic/Research Staff (64 Responses)	
Access to computers to support study/research is adequate	2.33	The Library collection is adequate for my needs	1.70	The Library collection is adequate for my needs	2.88
Individual seating is adequate	1.52	Access to computers to support study/research is adequate	1.44	The Library catalogue is easy to use	1.70
The Library collection is adequate for my needs	1.46	Access to electronic resources is easily available	1.32	Access to electronic resources is easily available	1.43
Course-specific resources are easy to find and access	1.41	Individual seating is adequate	1.30	The Library catalogue provides clear and useful information	1.39
Group study facilities are adequate	1.35	The Library catalogue is easy to use	1.24	Prompt corrective action is taken regarding missing books and journals	1.34
General Staff (53 Responses)					
The Library catalogue provides clear and useful information	1.77				
The Library catalogue is easy to use	1.64				
Access to electronic resources is easily available	1.60				
Prompt corrective action is taken regarding missing books and journals	1.57				
The Library web site is easy to use	1.49				

As can be seen, there is a moderate degree of commonality among the groupings. The most commonly occurring variables are:

- *The library collection is adequate for my needs* – identified by all except '**General Staff**'
- *Access to electronic resources is easily available* – identified by all except '**Undergraduate**' group
- *Access to electronic resources is easily available* – identified by all except '**Undergraduate**' group

Two of the four groups identified unique areas of concerns:

- '**Undergraduate**' users are uniquely concerned with the adequacy of group and individual study facilities, and course specific resources being easy to find and access
- '**General Staff**' are uniquely concerned with the ease of use of the library website

Two groups identified significant concerns.

Top 5 Gaps: Area of Study

University of Tasmania Library Survey Results, September 2008					
Top 5 Gap Scores by Demographic					
What is your major area of study, research or teaching?					
AMC (Australian Maritime College) (64 Responses)		Arts (487 Responses)		Business (399 Responses)	
Wireless facilities are adequate	2.02	Access to computers to support study/research is adequate	2.24	Access to computers to support study/research is adequate	2.08
Course-specific resources are easy to find and access	1.75	Individual seating is adequate	1.76	Individual seating is adequate	1.65
The Library collection is adequate for my needs	1.54	The Library collection is adequate for my needs	1.75	Group study facilities are adequate	1.49
Access to electronic resources is easily available	1.52	Prompt corrective action is taken regarding missing books and journals	1.51	Course-specific resources are easy to find and access	1.40
Access to computers to support study/research is adequate	1.52	Course-specific resources are easy to find and access	1.43	Quiet study facilities are adequate	1.18
Education (259 Responses)		Health Sciences (520 Responses)		Law (133 Responses)	
The Library collection is adequate for my needs	1.79	Access to computers to support study/research is adequate	2.64	Access to computers to support study/research is adequate	2.29
Course-specific resources are easy to find and access	1.53	Group study facilities are adequate	1.68	Facilities for using personal laptops are adequate	2.20
Access to computers to support study/research is adequate	1.37	Individual seating is adequate	1.58	Group study facilities are adequate	1.97
Access to electronic resources is easily available	1.31	The Library collection is adequate for my needs	1.51	Opening hours meet my needs	1.92
The Library catalogue is easy to use	1.26	Off-campus access to electronic information resources and services is adequate	1.45	Individual seating is adequate	1.83
Science, Engineering and Technology (549 Responses)					
Access to computers to support study/research is adequate	1.77				
The Library collection is adequate for my needs	1.46				
Access to electronic resources is easily available	1.38				
Course-specific resources are easy to find and access	1.37				
The Library catalogue is easy to use	1.29				

There is a high degree of commonality among the groupings. The most commonly occurring variables are:

- *Access to computers to support study/research is adequate* – identified by all groups
- *Course-specific resources are easy to find and access* – identified by all except '**Health Sciences**' and '**Law**' groups
- *The Library collection is adequate for my needs* – identified by all except '**Business**' and '**Law**' groups

Five of the seven groups identified unique areas of concerns:

- Clients in the faculty of '**Australian Maritime College**' are uniquely concerned with adequacy of wireless facilities
- Clients of the faculty of '**Arts**' are uniquely concerned with prompt corrective action being taken regarding missing books and journals
- Library users from the faculty of '**Business**' are uniquely concerned with the adequacy of quiet study facilities
- '**Health Sciences**' users are uniquely concerned with the adequacy of off-campus access to electronic information
- '**Law**' users are uniquely concerned with opening hours meeting their needs and the adequacy of the facilities for using personal laptops

Five groups identified significant gap scores.

4 Review Summary and Discussion

This year's survey showed that University of Tasmania Library performed well in comparison to the previous surveys. The Library is now a first quartile (top 25%) performer. The overall quality and satisfaction ratings place University of Tasmania Library at the top of the second quartile (top 25%) when compared to other libraries in the Insync Surveys database.

The areas of highest importance to Library clients include staff being friendly, helpful, fair and non discriminatory, and providing clear and accurate responses, ease of access to electronic resources, ease of using the library website and catalogue, adequacy of opening hours, clarity and usefulness of information on the library catalogue, and ease of accessing and finding course specific resources.

Seven variables in the top 10 performance list relate to library staff – more specifically: their fairness, professionalism, friendliness and helpfulness, quality service, availability to assist, clear and accurate feedback and timely responses. The three remaining variables relate to the ease of use of the library website, prompt handling of inter-library loan requests and the effectiveness of online requests and renewals of books.

The top 10 performance list contains four factors from the top 10 importance list. This is a positive result for the Library. Not only are these factors among the most important issues to clients of the library, they are also being performed well:

- *Library staff treat me fairly and without discrimination*
- *Library staff are friendly and helpful*
- *Library staff provide clear and accurate answers/responses to my queries*
- *Library website is easy to use*

These variables highlight areas of strengths for University of Tasmania Library, with clients identifying them as both important and performing better than the remaining variables.

When benchmarked against other libraries in the Insync Surveys database, all of the variables in the top 10 performance list are distributed between the first and the second quartiles (top 50%).

With regard to Best Practice Categories, the Library performed highest on the category of Library Staff, with a score of 89.5%. The lowest score was identified on Facilities and Equipment at 69.3%. Of the remaining categories –Service Quality and Service Delivery– are first quartile (top 25%) performers, and the Communication and Virtual Library are second quartile performers. This is a very positive result for the Library.

A review of the library-wide gap grid has identified the following potential improvement opportunities for University of Tasmania Library given the relatively high gap scores:

- *Access to computers to support research/study is adequate*
- *The Library collection is adequate for my needs*

In terms of frequency of use, the most common visit type for physical library visits, online library visits, and campus visits is '2 – 4 days a week'. A minority of respondents indicated their visits at 'Rarely' or 'Monthly'. The survey respondents are therefore 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.

In terms of concerns expressed across the demographic groups, there is a moderate to high degree of similarity in issues across the different libraries and categories of users. The most common concerns identified by clients across demographic categories are:

- *Access to computers to support research/study is adequate*
- *The library collection is adequate for my needs*
- *Course-specific resources are easy to find and access*
- *Access to electronic resources is easily available*

In summary, University of Tasmania Library's overall results are very positive and encouraging.

It is important that the leadership team becomes involved in discussing the results with staff. Furthermore, they should use these discussions to help identify and understand the key issues and develop improvement plans. A number of other areas also require consideration. For instance, there may be areas that clients have identified as low in importance but are high priority in management strategy. These should be reviewed. As well as examining the overall organisational results, it is also important to consider issues unique to different demographics. When prioritising issues for action, it is recommended that a combination of the provided analyses, analysis of verbatim comments and focus groups be used to gain a more in-depth understanding around what drives clients' concerns.