insync™ surveys research consulting

The University of Tasmania
Library Client Survey

August 2023

Key Findings Report

UNIVERSITY *of*
TASMANIA

Contents

1. Introduction

Background

Insync 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 was retained by the University of Tasmania Library to conduct a survey of its clients so that their views, ideas, and suggestions may be considered as part of its commitment to improvement. The results of the Library's survey are compared with other libraries' recent results in the Insync database.

Survey objectives

The primary objective of the survey is to provide the Library with a way to identify key client concerns, and act on them. 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 academic libraries so that performance can be measured in a best practice context

Survey process

The survey required all clients to provide some demographic information. It then displayed 31 statements considered essential to the success of the Library. Clients were asked to rate each statement twice – first to indicate the importance of each of the statements to them, and second to indicate their impressions of the Library's performance on each statement.

Clients of the Library were given the opportunity to participate in the survey in August 2023 by completing the questionnaire anonymously. This confidentiality helps ensure that the true concerns of the clients are identified. The survey could only be completed online.

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 users of the Library. Where users do not indicate their demographic information, forms are classified as *'unspecified'*. This year the survey generated 1352 responses. This number provides good degree of confidence in the results obtained at the overall level. This year, the number of responses received is higher than the 2021 survey, in which 1237 responses were generated.

University of Tasmania Library Client Survey, August 2023 Response statistics		
Total	**1352**	
Which Library do you use most?	**n**	**%**
Carington Smith	46	3.4%
Clinical (Albert G Baikie)	53	3.9%
Cradle Coast Campus	45	3.3%
Inveresk	125	9.2%
Newnham	131	9.7%
Law	80	5.9%
Morris Miller	513	37.9%
Rozelle, Sydney	39	2.9%
Flexible	116	8.6%
Other	198	14.6%
Unspecified	6	0.4%
What is your major area of study, research or teaching?		
AMC (Australian Maritime College)	20	1.5%
Arts	169	12.5%
Business, Economics	76	5.6%
Education	108	8.0%
Health	418	30.9%
IMAS (Institute for Marine & Antarctic Studies)	37	2.7%
Law	80	5.9%
Menzies Institute for Medical Research	47	3.5%
Sciences, Engineering, Technology	265	19.6%
University College	14	1.0%
Other/None	101	7.5%
Unspecified	17	1.3%
Are you an International or Domestic Student?		
International Student	263	19.5%
Domestic Student	1004	74.3%
Not Applicable	83	6.1%
Unspecified	2	0.1%

University of Tasmania Library Client Survey, August 2023 Response statistics		
Total		1352
What single category best describes you?	n	%
Undergraduate	836	61.8%
Postgraduate – Higher Degree	218	16.1%
Postgraduate -Coursework	172	12.7%
Academic/Research Staff	49	3.6%
Professional Staff	38	2.8%
From another University	3	0.2%
College/TasTAFE	10	0.7%
Other	21	1.6%
Unspecified	5	0.4%
What is your primary study mode?		
On-campus	795	58.8%
Online	537	39.7%
Unspecified	20	1.5%
Which category describes you?		
First year of course	504	37.3%
Later-year Student	715	52.9%
Not Applicable	128	9.5%
Unspecified	5	0.4%

University of Tasmania Library Client Survey, August 2023 Response statistics		
Total		1352
How often do you come into the library?	**n**	**%**
Daily	96	7.1%
2–4 days a week	381	28.2%
Weekly	210	15.5%
Fortnightly	84	6.2%
Monthly	99	7.3%
Rarely (i.e. a few times a year)	223	16.5%
Never	253	18.7%
Unspecified	6	0.4%
How often do you access the Library online?		
Daily	148	10.9%
2–4 days a week	407	30.1%
Weekly	302	22.3%
Fortnightly	128	9.5%
Monthly	140	10.4%
Rarely (i.e. a few times a year)	172	12.7%
Never	54	4.0%
Unspecified	1	0.1%

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.

Variable	Total			1352
	Importance			
	Mean	Rank	#	%
I can get help from library staff when I need it	5.92	1	79	5.84%
Library staff provide accurate answers to my enquiries	5.90	2	91	6.73%
Information resources located in the Library (e.g. books, journals) meet my	5.85	3	109	8.06%
I can get wifi access in the Library when I need to	5.82	4	62	4.59%
Desks and tables provide the power I need for my personal devices	5.64	5	67	4.96%
The Library's spaces are comfortable and in good repair (e.g. furniture,	5.62	6	60	4.44%
Access to Library information resources has helped me to be successful at	5.56	7	54	3.99%
Online resources (e.g. ejournals, databases, ebooks) meet my learning and	5.55	8	44	3.25%
I can usually find items (e.g. Books) that are 'available' in my Library	5.54	9	96	7.10%
The Library supports my learning and research needs	5.47	10	55	4.07%
Printing, scanning and photocopying facilities in the Library meet my needs	5.42	11	89	6.58%
Self Service (e.g. self-check loans, requests, renewals, holds) meets my	5.37	12	107	7.91%
When I am away from campus I can access the Library resources and	5.36	13	59	4.36%
Online enquiry services (e.g. LibChat, Contact us) meet my needs	5.33	14	127	9.39%
Books and articles I have requested from other libraries and campuses	5.31	15	172	12.72%
I can easily locate information I need on the library website	5.27	16	37	2.74%
I can find a quiet place in the Library to study when I need to	5.27	17	63	4.66%
The Library search facilities enables me find relevant library resources	5.24	18	45	3.33%
Online Library guides help me with my assignments and research	5.23	19	79	5.84%
Reading list resources (Reserve books and online reading) meet my	5.15	20	72	5.33%
Library signage is clear	5.15	21	68	5.03%
I know how to find relevant information in the Library	5.14	22	57	4.22%
Face-to-face enquiry services meet my needs	5.14	23	88	6.51%
The Reading List service helps me access what I need for my study	5.04	24	79	5.84%
A computer is available when I need one	5.03	25	104	7.69%
I find it easy to use mobile devices (e.g. tablets and phones) to access	4.98	26	61	4.51%
The Library web site provides useful information	4.94	27	34	2.51%
I can find a place in the Library to work in a group when I need to	4.91	28	88	6.51%
Opening hours meet my needs	4.90	29	71	5.25%
I am informed about Library services	4.81	30	48	3.55%
Library workshops help me with my learning and research needs	4.69	31	155	11.46%

2. Executive summary

This year the Library recorded an overall score of 81.5% which places the Library in the top 50% of benchmark participants. There has been an overall performance score increase of 2.8% since the previous survey (when the Library was in the bottom 25% of benchmark performers), an exceptional result.

The themes in the top 10 importance list include access to wireless, online resources meeting clients' learning and research needs, the Library providing a quiet place to study, desks and tables providing power needed for personal devices, Library staff being helpful and providing accurate answers to questions, the Library supporting the learning and research needs of clients, reading list resources meeting clients' needs, the Library search facility enabling relevant library resources to be located quickly, and off-campus access to resources and services.

Three factors in the top 10 performance list relate to library staff – more specifically, their provision of accurate answers to enquiries, availability to help when needed, and the face-to-face enquiry services meeting clients' needs. The remaining factors relate to access to wireless, a computer being available when needed, off campus access to Library resources and services, self service facilities meeting clients' needs, access of Library information resources enabling students to be successful at university, printing, scanning and photocopying facilities meeting the needs of clients, and the Library providing a quiet place to study.

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

- *I can get wifi access in the Library when I need to*

- *Library staff provide accurate answers to my enquiries*

- *I can get help from library staff when I need it*

- *When I am away from campus I can access the Library resources and services I need*

- *Access to Library information resources has helped me to be successful at university*

- *I can find a quiet place in the Library to study when I need to*

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

This year, the Library performed highest on the category of *facilities and equipment*, with a score of 84.2%. The lowest score was identified for *communication* at 76.6%.

The following scorecard presents the numerical scores of the Library in each category and in the benchmark context:

	Communication	Service delivery	Facilities & equipment	Information resources	Weighted total
Weighting	18%	28%	24%	30%	100%
August 2023	76.6%	82.2%	84.2%	81.6%	81.5%
August 2021	74.6%	79.2%	81.6%	78.5%	78.7%
Highest	82.5%	86.2%	87.0%	85.9%	84.8%
Median	77.8%	82.2%	79.8%	82.2%	81.1%
Lowest	74.1%	77.4%	67.8%	78.5%	75.9%

Note: Benchmark data relates to latest survey

At the time the survey was administered, 16 other university libraries had completed recent benchmark surveys (see list of benchmark participants at the end of this report). It is this group that makes up the comparison group.

All four categories have recorded higher performance scores compared to the previous survey. *Facilities and equipment* registered a strong improvement score of 2.6% since 2022 and is performing well above the benchmark median.

There are no outstanding issues requiring immediate attention, and the gap scores for all services have shortened – a very encouraging result.

In conclusion, this year the Library achieved greatly improved results in comparison to the previous survey, particularly around *facilities and equipment* category. Advocacy among users remains high. There is still scope for improvements in the benchmark context.

3. 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 2023 Top 10 importance	Mean (1 = low, 7 = high)	August 2021 Top 10 importance	Mean (1 = low, 7 = high)
I can get wifi access in the Library when I need to	6.57	I can get wireless access in the Library when I need to	6.45
Online resources (e.g. ejournals, databases, ebooks) meet my learning and research needs	6.42	Online resources (e.g. ejournals, databases, ebooks) meet my learning and research needs	6.45
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	6.34
Desks and tables provide the power I need for my personal devices (eg.Laptops)	6.34	The Library search facilities enables me find relevant library resources quickly	6.29
I can get help from library staff when I need it	6.26	When I am away from campus I can access the Library resources and services I need	6.26
Library staff provide accurate answers to my enquiries	6.25	Laptop facilities (e.g. desks, power) in the Library meet my needs	6.25
The Library supports my learning and research needs	6.24	The Library supports my learning and research needs	6.24
When I am away from campus I can access the Library resources and services I need	6.23	Reading list resources (Reserve books and online reading) meet my learning needs	6.19
Reading list resources (Reserve books and online reading) meet my learning needs	6.23	Access to Library information resources has helped me to be successful at university	6.18
The Library search facilities enables me find relevant library resources quickly	6.22	Printing, scanning and photocopying facilities in the Library meet my needs	6.17

  Common to 2023 and 2021

Of the 31 statements in the survey, 23 were identified with importance means of 6.00 or higher. These statements are of relatively high importance to clients.

The themes in the top 10 importance list include access to wireless, online resources meeting clients' learning and research needs, the Library providing a quiet place to study, desks and tables providing power needed for personal devices, Library staff being helpful and providing accurate answers to questions, the Library supporting the learning and research needs of clients, reading list resources meeting clients' needs, the Library search facility enabling relevant library resources to be located quickly, and off-campus access to resources and services.

How clients believe the Library is performing

The table below reports, in descending order, the 10 factors ranked highest in performance by clients in 2023 as compared with those ranked highest in 2021.

August 2023 Top 10 performance	Mean (1 = low, 7 = high)	August 2021 Top 10 performance	Mean (1 = low, 7 = high)
I can get wifi access in the Library when I need to*1	6.44	I can get wireless access in the Library when I need to	6.25
Library staff provide accurate answers to my enquiries*6	6.10	Library staff provide accurate answers to my enquiries	5.91
I can get help from library staff when I need it*5	6.00	I can get help from library staff when I need it	5.87
A computer is available when I need one	5.94	Face-to-face enquiry services meet my needs	5.84
When I am away from campus I can access the Library resources and services I need*8	5.87	Self Service (e.g. self-check loans, requests, renewals, holds) meets my needs	5.74
Access to Library information resources has helped me to be successful at university	5.87	Access to Library information resources has helped me to be successful at university	5.72
Self Service (e.g. self-check loans, requests, renewals, holds) meets my needs	5.86	Printing, scanning and photocopying facilities in the Library meet my needs	5.69
Face-to-face enquiry services meet my needs	5.84	When I am away from campus I can access the Library resources and services I need	5.67
Printing, scanning and photocopying facilities in the Library meet my needs	5.80	A computer is available when I need one	5.66
I can find a quiet place in the Library to study when I need to*3	5.80	I can find a quiet place in the Library to study when I need to	5.64

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

Common to 2023 and 2021

The survey identified 31 out of 31 variables with scores greater than 5.00. All these variables are considered strong performers, with 5.00 representing a relatively strong rating on a seven-point scale.

Three factors in the top 10 performance list relate to library staff – more specifically, their provision of accurate answers to enquiries, availability to help when needed, and the face-to-face enquiry services meeting clients' needs. The remaining factors relate to access to wireless, a computer being available when needed, off campus access to Library resources and services, self service facilities meeting clients' needs, access of Library information resources enabling students to be successful at university, printing, scanning and photocopying facilities meeting the needs of clients, and the Library providing a quiet place to study.

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

- *I can get wifi access in the Library when I need to*

- *Library staff provide accurate answers to my enquiries*

- *I can get help from library staff when I need it*

- *When I am away from campus I can access the Library resources and services I need*

- *Access to Library information resources has helped me to be successful at university*

- *I can find a quiet place in the Library to study when I need to*

This is a positive result for the Library. Not only are these services 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 2023 as compared with those ranked lowest in 2021.

August 2023 Lowest 10 performance	Mean (1 = low, 7 = high)	August 2021 Lowest 10 performance	Mean (1 = low, 7 = high)
I am informed about Library services	5.16	I am informed about Library services	5.01
I can easily locate information I need on the library website	5.27	Opening hours meet my needs	5.12
Library workshops help me with my learning and research needs	5.38	Information and research skills workshops help me with my learning and research needs	5.19
I know how to find relevant information in the Library	5.44	I find it easy to use mobile devices (e.g. tablets and phones) to access online resources	5.27
I can usually find items (e.g. Books) that are 'available' in my Library location	5.45	I can usually find items that are 'available' in my Library location	5.31
The Library web site provides useful information	5.45	The Library web site provides useful information	5.31
Library signage is clear	5.47	Online Library guides help me develop information skills for my learning and research	5.33
I find it easy to use mobile devices (e.g. tablets and phones) to access online resources	5.48	Library signage is clear	5.34
The Library search facilities enables me find relevant library resources quickly*10	5.55	I can find a place in the Library to work in a group when I need to	5.41
Online Library guides help me with my assignments and research	5.63	Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	5.42

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

Common to 2023 and 2021

Where clients believe the Library can improve

In identifying factors for improvement, Insync 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 prioritised and acted upon. This table reports the 10 variables with the highest gaps for 2023 and 2021.

August 2023 Top 10 gaps	Mean (1 = low, 7 = high)	August 2021 Top 10 gaps	Mean (1 = low, 7 = high)
I can easily locate information I need on the library website	0.87	Online resources (e.g. ejournals, databases, ebooks) meet my learning and research needs	0.94
Online resources (e.g. ejournals, databases, ebooks) meet my learning and research needs *2	0.67	Opening hours meet my needs	0.92
The Library search facilities enables me find relevant library resources quickly *10	0.66	The Library search facilities enables me find relevant library resources quickly	0.86
I can find a quiet place in the Library to study when I need to *3	0.62	Reading list resources (Reserve books and online reading) meet my learning needs	0.75
The Library web site provides useful information	0.61	The Library supports my learning and research needs	0.75
I know how to find relevant information in the Library	0.61	The Library web site provides useful information	0.73
Desks and tables provide the power I need for my personal devices (eg.Laptops) *4	0.58	I can find a quiet place in the Library to study when I need to	0.69
I can usually find items (e.g. Books) that are 'available' in my Library location	0.57	The Library's spaces are comfortable and in good repair (e.g. furniture, lighting, heating)	0.68
The Library's spaces are comfortable and in good repair (e.g. furniture, lighting, heating)	0.53	Laptop facilities (e.g. desks, power) in the Library meet my needs	0.66
Reading list resources (Reserve books and online reading) meet my learning needs *9	0.50	I find it easy to use mobile devices (e.g. tablets and phones) to access online resources	0.63

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

Common to 2023 and 2021

Of all the 31 variables, none recorded a gap score in the critical range. The top 10 gap list contains five factors from the top 10 importance list:

- *Online resources (e.g. ejournals, databases, ebooks) meet my learning and research needs*

- *The Library search facilities enables me find relevant library resources quickly*

- *I can find a quiet place in the Library to study when I need to*

- *Desks and tables provide the power I need for my personal devices (eg.Laptops)*

- *Reading list resources (Reserve books and online reading) meet my learning needs*

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)*. 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.
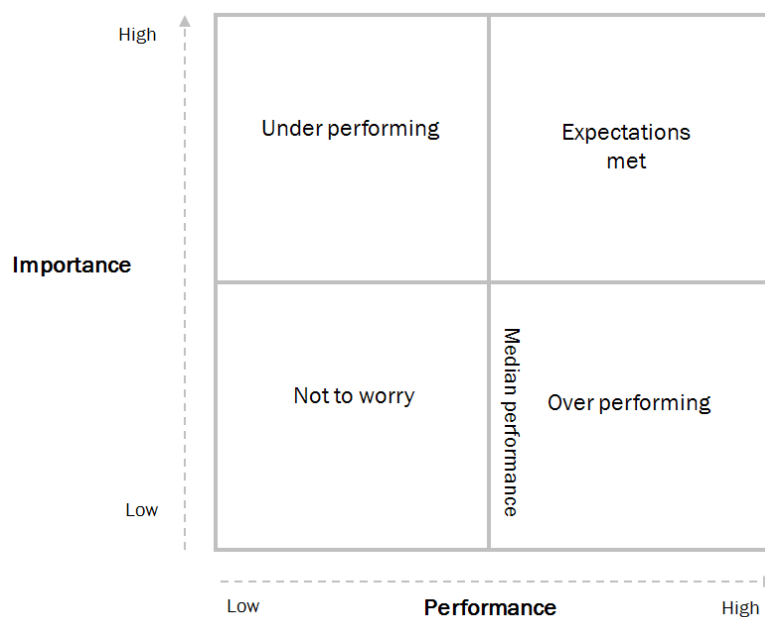
Prioritising potential improvement opportunities

There are no outstanding issues requiring immediate attention, and the gap scores for all services have shortened – a very encouraging result.

Comparison with other libraries

Weighted performance index

The Library recorded an overall score of 81.5% which places the Library in the top 50% of benchmark participants. There has been an overall performance score increase of 2.8% since the previous survey (when the Library was in the bottom 25% of benchmark performers), an exceptional result.

Weighted performance index
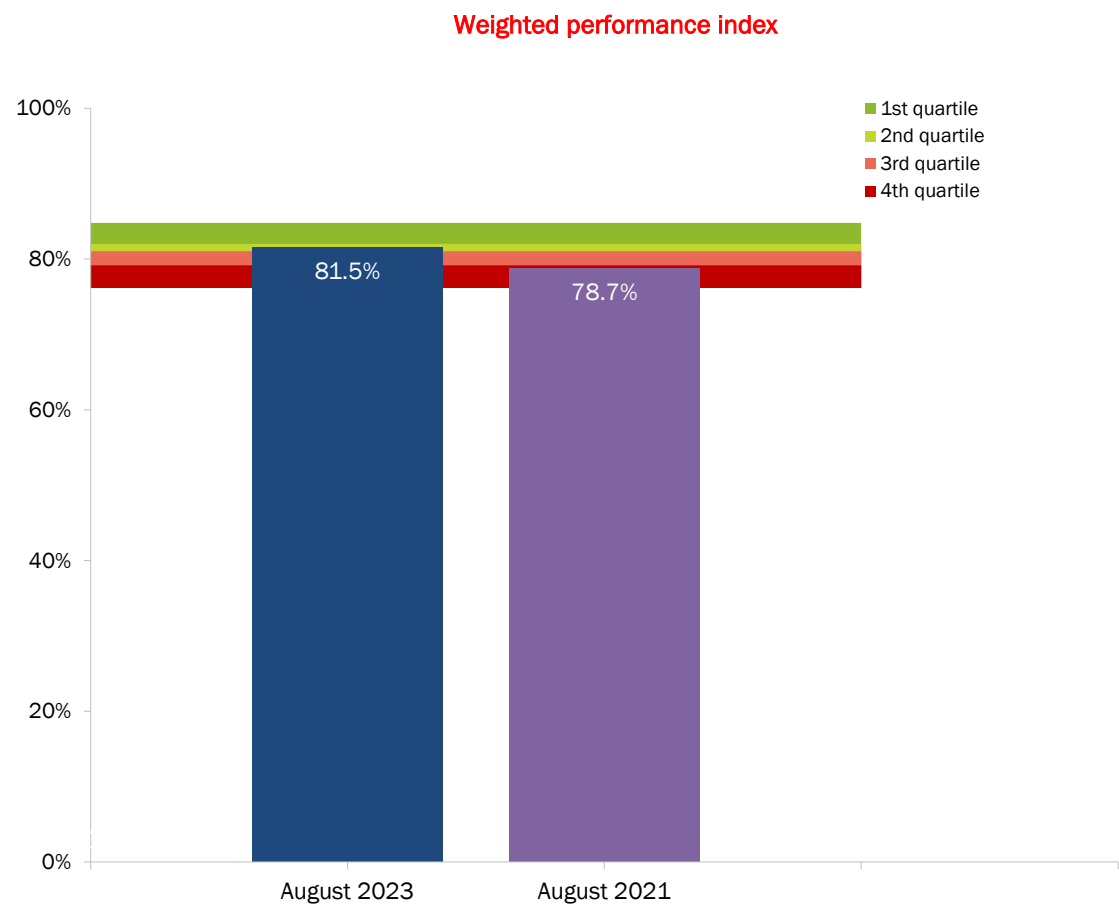
Note: Benchmark data relates to latest survey

Best practice categories

The following graph shows the performance scores of the Library, within the range of other library scores, across the four best practice categories. At the time the survey was administered, 16 other university libraries had completed benchmark surveys. It is this group that makes up the comparison group.

All four categories have recorded higher performance scores compared to the previous survey. *Facilities and equipment* registered a strong improvement score of 2.6% since 2022 and is performing well above the benchmark median.

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

Best practice categories
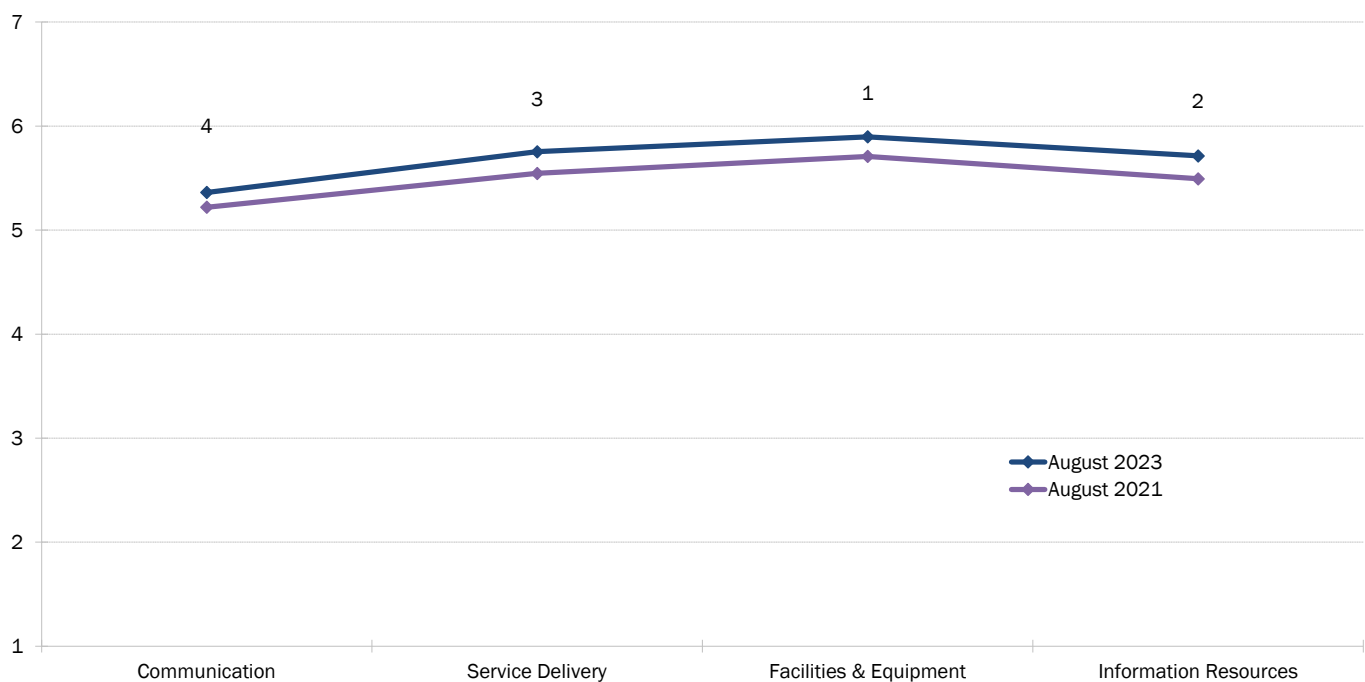
Scorecard

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 *facilities and equipment*, with a score of 84.2%. The lowest score was identified for *communication* at 76.6%.

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

Scorecard

	Communication	Service delivery	Facilities & equipment	Information resources	Weighted total
Weighting	18%	28%	24%	30%	100%
August 2023	76.6%	82.2%	84.2%	81.6%	81.5%
August 2021	74.6%	79.2%	81.6%	78.5%	78.7%
Highest	82.5%	86.2%	87.0%	85.9%	84.8%
Median	77.8%	82.2%	79.8%	82.2%	81.1%
Lowest	74.1%	77.4%	67.8%	78.5%	75.9%

Note: Benchmark data relates to latest survey

Overall satisfaction

Respondents were asked to provide a general assessment of their overall satisfaction with the Library. In this case, the overall average score of 5.82 places the Library in the top 50% when compared with other libraries that have surveyed recently.

Overall satisfaction
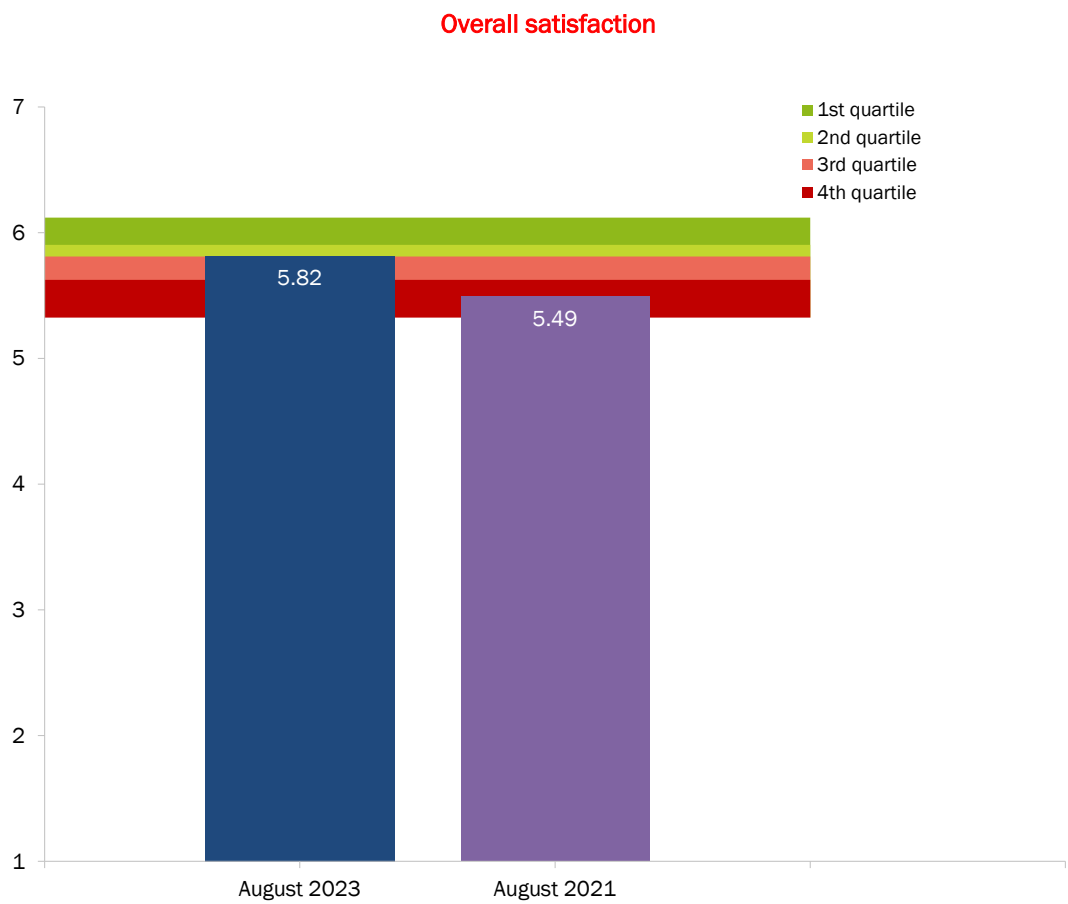

Note: Benchmark data relates to latest survey

Net Promoter Score (Advocacy)

Net Promoter Score (NPS)*represents a respondent's likelihood to recommend the Library service to other students. The NPS is simply the percentage of "promoters" minus the percentage of "detractors". This question is asked on a 10 point scale, where 0 = not at all likely and 10 = extremely likely. Respondents who score a 9 or a 10 are likely to promote your Library. A score of 7 or 8 means the respondent is likely to be passive on the topic, and anything below a 7 means the respondent is likely to speak negatively about your Library – a "detractor".

The Library service achieved a Net Promoter Score of 38, a good result, and demonstrates that student advocacy for the Library service is high.

How likely are you to recommend the library service to other students?

Total responses: 1256 respondents
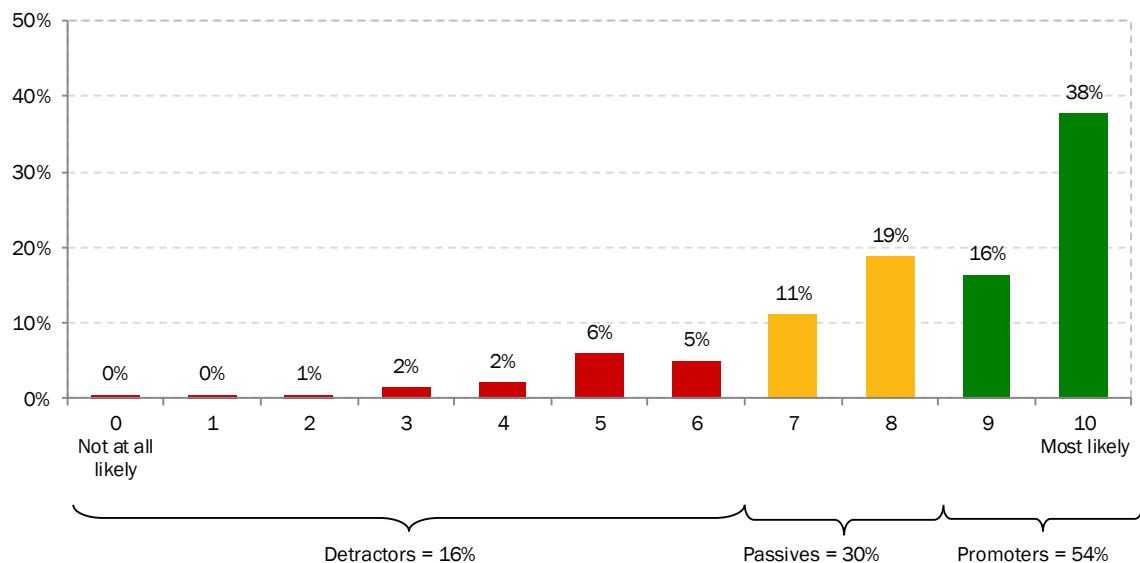
Likelihood of recommending

= 54% Promoters – 16% Detractors

= 38

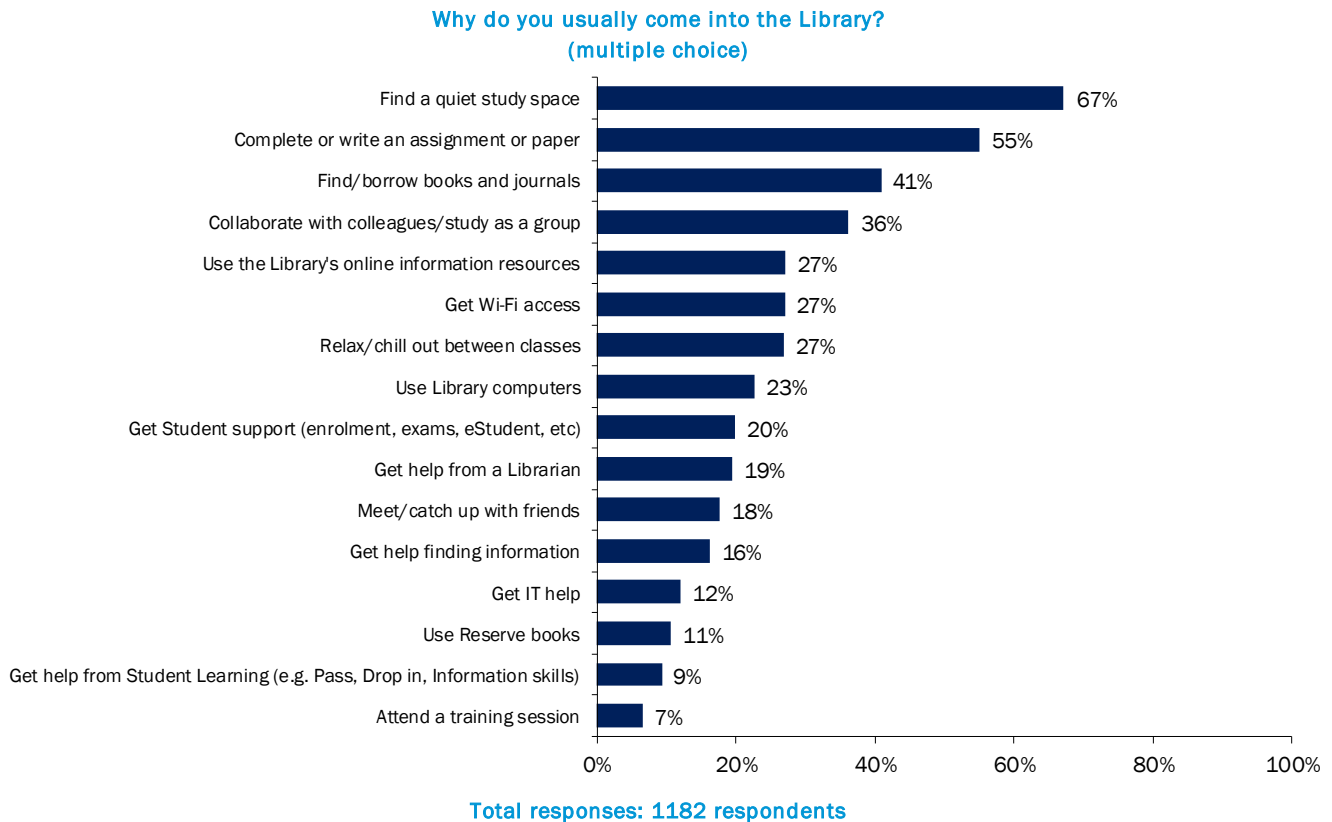Key:
>10		There are at least 11% more Promoters than Detractors.
-10 – 10		There are a similar number of Promoters and Detractors.
< -10		There are at least 11% less Promoters than Detractors.

Net Promoter is a registered trademark of Satmetrix Systems, inc., Bain & Company and Fred Reichheld

Looking for information

Following are responses to statements about user information seeking and research behaviours.

Why do you usually come into the Library?
(multiple choice)

Reason	Percentage
Find a quiet study space	67%
Complete or write an assignment or paper	55%
Find/borrow books and journals	41%
Collaborate with colleagues/study as a group	36%
Use the Library's online information resources	27%
Get Wi-Fi access	27%
Relax/chill out between classes	27%
Use Library computers	23%
Get Student support (enrolment, exams, eStudent, etc)	20%
Get help from a Librarian	19%
Meet/catch up with friends	18%
Get help finding information	16%
Get IT help	12%
Use Reserve books	11%
Get help from Student Learning (e.g. Pass, Drop in, Information skills)	9%
Attend a training session	7%

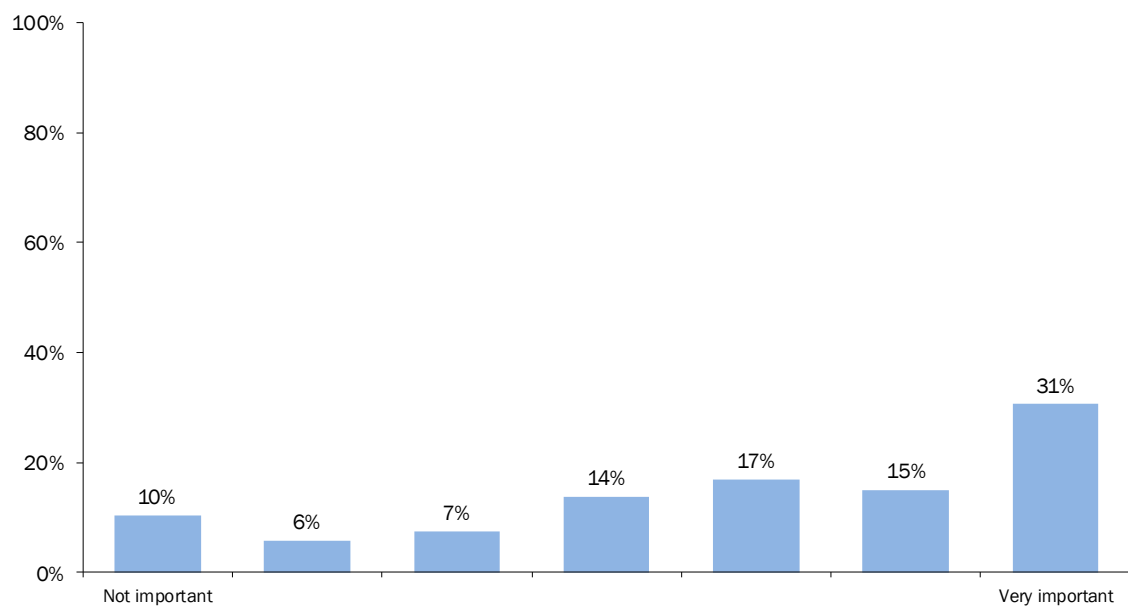**Total responses: 1182 respondents**

When using the Library, how important is it for study spaces to be collocated with the Library's print collections?
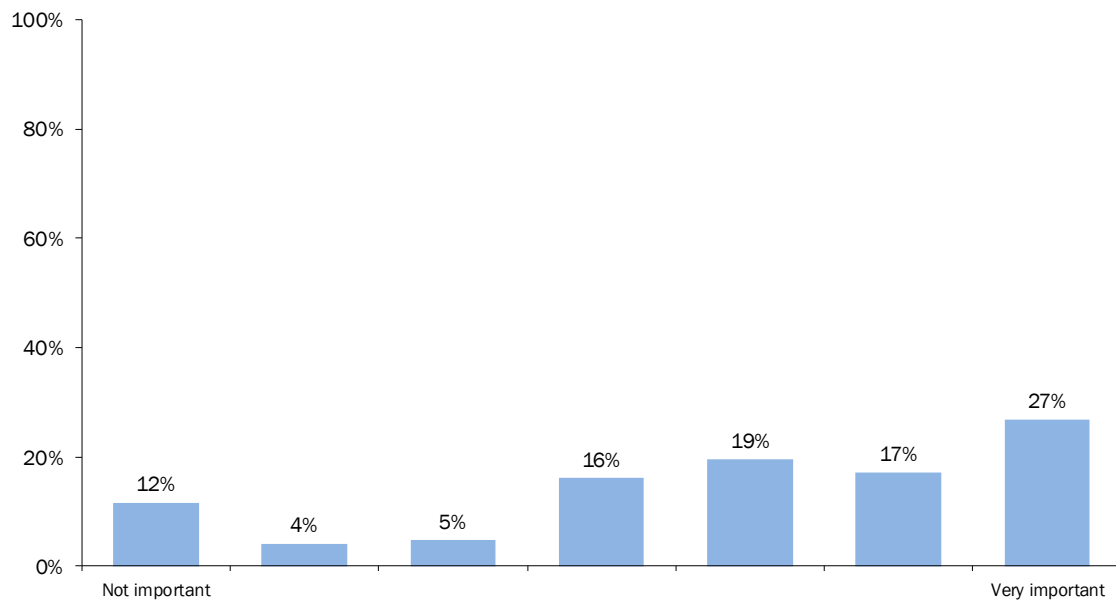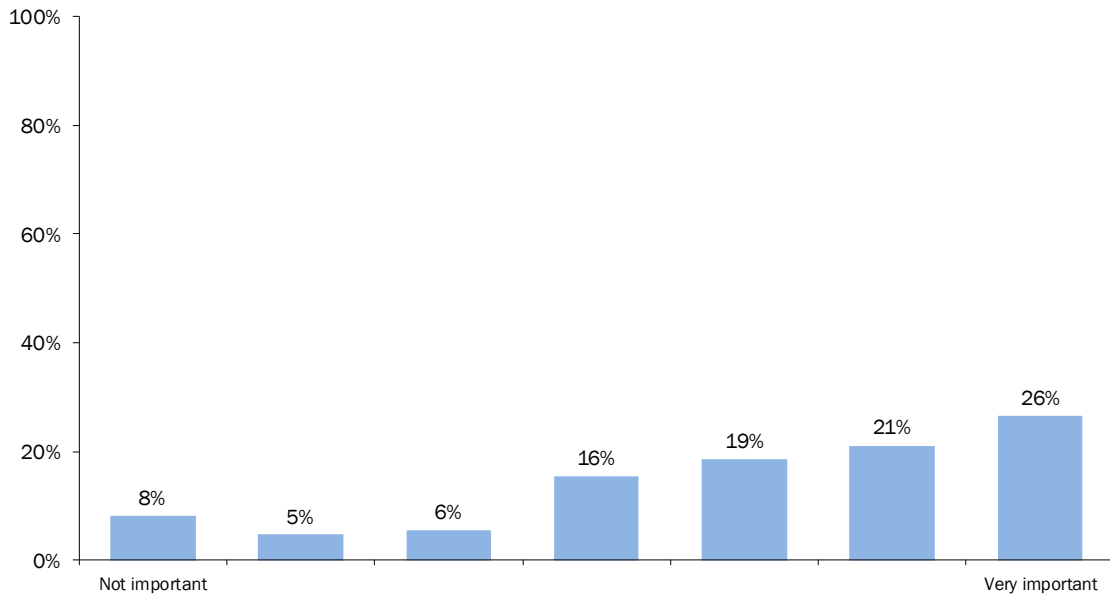

Total responses: 1232 respondents

**Do you feel that print books collections are important to your study?**

Total responses: 1230 respondents

How important is it to have a Reserve collection that has shorter loan periods for high demand books?

8%
5%
6%
16%
19%
21%
26%

Not important   Very important

Total responses: 1225 respondents

Is it important to have access to the print collections outside library opening hours?

11%
6%
5%
15%
16%
18%
29%

Not important   Very important
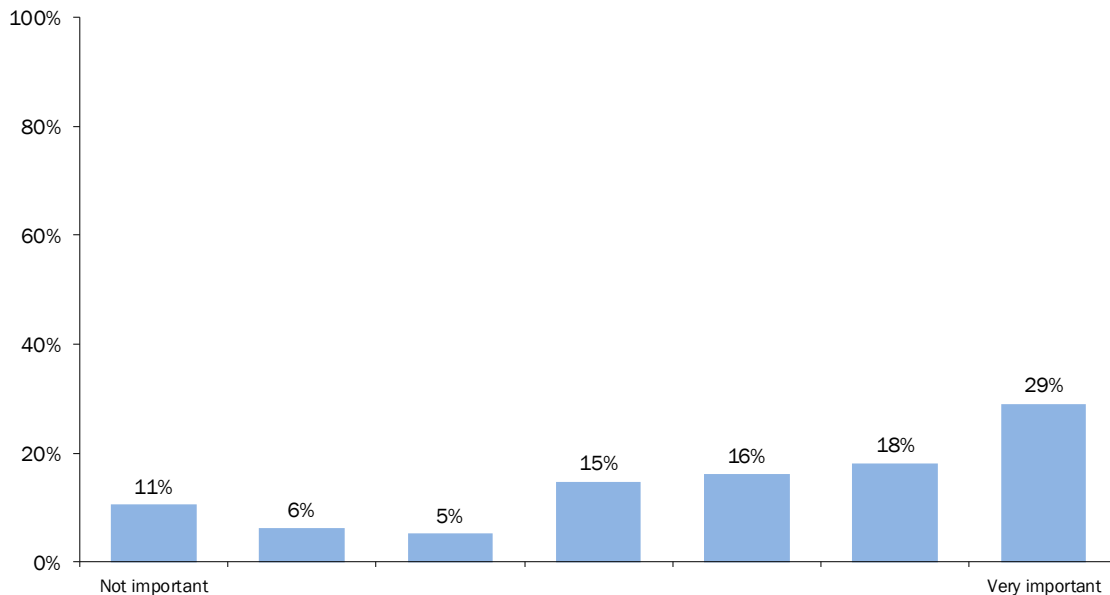
Total responses: 1225 respondents

List of benchmark participants (= 17)

Australian Catholic University

Charles Darwin University

Charles Sturt University

Federation University

Flinders University

James Cook University

La Trobe University

Massey University

Murdoch University

Queensland University of Technology

The University of Western Australia

University of Newcastle

University of Southern Queensland

University of Tasmania

University of Technology, Sydney

Victoria University

Western Sydney University

4. 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.

Phase	Step
Plan	**Survey completed**
	↓
	Communication of results to senior management
Do	↓
	Results delivered to respondents (e.g. presentations & communiqués)
Check	↓
	Results reviewed in teams. Factors for improvement identified and action plans developed
Act	↓
	Action taken to improve
	↓
	Ongoing measurement and review of progress and realignment of process (e.g. tracking surveys)