

Unitec

Library Client Survey

September 2012

Key Findings



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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 Unitec 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 client survey are compared with the results of other libraries in the Insync Surveys database, which has been built over 11 years.

Survey objectives

The primary objective of the survey is to provide the Library with a way to identify key user concerns.

More specifically, the survey aims to:

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

Survey process

The survey required all users to provide some demographic information. It then displayed 32 statements considered critical to the success of the Library. Users 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.

Users of the Library were given the opportunity to participate in the survey in September 2012 by completing the questionnaire anonymously. This confidentiality helps ensure that the true concerns of the users are identified. The survey could be completed online only.

This is the second 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”.

2. Executive summary

This year, the Unitec Library recorded an overall score of 80.6%. This places the Library in the first quartile (or top 25%) of libraries that have surveyed with us over the last 2 years and represents an overall performance score increase of 1.5% since the previous survey in 2010, a pleasing result.

The areas of highest importance to Library clients include Library staff providing accurate answers to enquiries, being approachable and helpful, fair and non-discriminatory and readily available to assist. Other themes include access to wireless, ease of use of the library web site and catalogue/LibrarySearch, adequacy of printing, scanning and photocopying facilities, and the Library being a quiet and good place to study

Five factors in the top 10 performance list relate to library staff – more specifically: their fairness, approachability and helpfulness, their availability to assist, their provision of accurate answers to enquiries, and the quality of face-to-face enquiry services. The remaining factors relate to off campus access to Library resources and services, promptness of delivery of items requested from other Unitec libraries and campuses, and the adequacy of self service and printing, scanning and photocopying facilities, and the usefulness of the web site.

The top 10 performance list contains five 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*
- *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 88.4%. The lowest score was identified on *Facilities and equipment* at 76.2%.

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

Four categories – *Information resources*, *Communication*, *Service delivery* and *Facilities and equipment* are performing in the first quartile, and there have been improvements in each since the previous survey. *Library staff* is performing just under the first quartile. The following table identifies performance of the Library across the best practice categories in the benchmarking context:

	Communication	Service delivery	Facilities & equipment	Library staff	Information resources	Weighted total
Weighting	15%	22%	18%	20%	25%	100%
September 2012	77.6%	79.2%	76.2%	88.4%	80.4%	80.6%
May 2010	76.6%	76.6%	74.7%	87.7%	78.8%	79.1%
Highest Performer in Database	80.4%	82.5%	81.9%	91.9%	82.6%	83.8%
Median	76.0%	78.0%	72.0%	87.4%	78.8%	78.7%
Lowest Performer in Database	70.9%	74.8%	64.3%	82.2%	75.3%	76.0%

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*
(gap score = 1.28)
- *I can find a quiet place in the Library to study when I need to*
(gap score = 1.19)

In conclusion, there has been general improvement in the performance of the Library since the previous survey in 2010. This is especially encouraging in a period that has seen dramatic and widespread sector improvements in performance across most areas.

3. 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 2046 responses. This number provides an excellent degree of confidence in the results obtained at the overall level. The number of responses received is substantially greater than the 2010 survey, in which 821 responses were generated.

Unitec Library Client Survey September 2012		
Response statistics		
Total	2046	
Which facility do you use most?	n	%
Mt Albert, Main Library	1121	54.8%
Mt Albert, Student Computer Centre	169	8.3%
Mt Albert, Building One Library	284	13.9%
Northern Campus Library and Learning Commons	66	3.2%
Waitakere Library, level 3	381	18.6%
Waitakere, Te Puna Ora	17	0.8%
Unspecified	8	0.4%
What single category best describes you?		
Certificate student	398	19.5%
Diploma student	364	17.8%
Bachelors student	961	47.0%
Postgraduate student	161	7.9%
Academic/Research staff	61	3.0%
Allied staff	40	2.0%
Other	48	2.3%
Unspecified	13	0.6%
Which ethnic/cultural group do you most identify with?		
New Zealand European	805	39.3%
Maori	137	6.7%
Chinese	217	10.6%
Other Asian	165	8.1%
Indian	152	7.4%
Pasifika	260	12.7%
Other	292	14.3%
Unspecified	18	0.9%

Unitec Library Client Survey September 2012		
Response statistics		
Total	2046	
What is your major area of study, teaching or research?	n	%
Applied Technology and Trades	170	8.3%
Architecture and Landscape	137	6.7%
Business Studies	301	14.7%
Communication Studies	68	3.3%
Community and Social Practice	113	5.5%
Computing and Information Technology	131	6.4%
Construction and Civil Engineering	187	9.1%
Design and Visual Arts	139	6.8%
Education	101	4.9%
Foundation Studies	112	5.5%
Health	245	12.0%
Language Studies	70	3.4%
Maori Education	5	0.2%
Natural Sciences	96	4.7%
Performing and Screen Arts	51	2.5%
Sport	57	2.8%
Other/not applicable	55	2.7%
Unspecified	8	0.4%
In what year did you first start Unitec?		
Before 2008	160	7.8%
2008	87	4.3%
2009	170	8.3%
2010	310	15.2%
2011	440	21.5%
2012	873	42.7%
Unspecified	6	0.3%

Unitec Library Client Survey September 2012		
Response statistics		
Total	2046	
How often do you come into the Library/Computer Centre/Learning Commons		
	n	%
Daily	362	17.7%
2-4 days a week	735	35.9%
Weekly	357	17.4%
Fortnightly	152	7.4%
Monthly	106	5.2%
Rarely (ie. A few times a year)	122	6.0%
Never	20	1.0%
Unspecified	192	9.4%
How often do you access the Library online?		
Daily	218	10.7%
2-4 days a week	555	27.1%
Weekly	466	22.8%
Fortnightly	202	9.9%
Monthly	165	8.1%
Rarely (i.e. a few times a year)	181	8.8%
Never	63	3.1%
Unspecified	196	9.6%
How often do you need to be on campus?		
Daily	783	38.3%
2-4 days a week	822	40.2%
Weekly	145	7.1%
Fortnightly	18	0.9%
Monthly	32	1.6%
Rarely (i.e. a few times a year)	40	2.0%
Never	8	0.4%
Unspecified	198	9.7%

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			2046
	Importance			
	Mean	Rank	#	%
Library staff are approachable and helpful	5.83	1	64	3.13%
Library staff treat me fairly and without discrimination	5.76	2	62	3.03%
Library staff provide accurate answers to my enquiries	5.71	3	77	3.76%
Library staff are readily available to assist me	5.65	4	78	3.81%
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	5.57	5	97	4.74%
Course specific resources (e.g. Course Reserve, Exam Papers) meet my learning needs	5.45	6	128	6.26%
Library services (including staff, resources, spaces) enhance my overall Unitec experience	5.45	7	84	4.11%
The items I'm looking for on the library shelves are usually there	5.44	8	96	4.69%
The Library is a good place to study	5.44	9	85	4.15%
Library services (including staff, resources, spaces) support my study and/or research	5.38	10	90	4.40%
The library catalogue/LibrarySearch is easy to use	5.37	11	68	3.32%
Online resources (eg ejournals, databases, ebooks) meet my learning and research needs	5.36	12	92	4.50%
The library web site is easy to use	5.35	13	74	3.62%
Self Service (e.g. self check loans, renewals, requests) meets my needs	5.35	14	118	5.77%
Face-to-face enquiry services meet my needs	5.34	15	85	4.15%
The Library web site provides useful information	5.30	16	82	4.01%
When I am away from campus I can access the Library resources and services I need	5.30	17	102	4.99%
Opening hours meet my needs	5.28	18	93	4.55%
Books and articles I have requested from other Unitec libraries and Unitec campuses are delivered promptly	5.27	19	181	8.85%
I can get wireless access in the Library when I need to	5.20	20	93	4.55%
Printing, scanning and photocopying facilities in the Library meet my needs	5.14	21	97	4.74%
The Library anticipates my learning and research needs	5.13	22	127	6.21%
I can find a quiet place in the Library to study when I need to	5.11	23	91	4.45%
Library online tools (e.g. subject guides, tutorials, videos etc) are clear and useful	5.02	24	127	6.21%
I can find a place in the Library to work in a group when I need to	4.92	25	112	5.47%
Laptop facilities (e.g. desks, power) in the Library meet my needs	4.91	26	112	5.47%
Online assistance and training for finding information is adequate	4.88	27	144	7.04%
A computer is available when I need one	4.72	28	106	5.18%
Library signage is clear	4.67	29	94	4.59%
Online enquiry services (e.g. Chat Live, IM, Text a Librarian) meet my needs	4.59	30	217	10.61%
Library workshops and classes help me with my learning and research needs	4.51	31	190	9.29%
I am kept informed about Library services	4.28	32	94	4.59%

4. Detailed results interpretation

What clients believe is important for the Library

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

September 2012 Top 10 importance	Mean (1 = low, 7 = high)	May 2010 Top 10 importance	Mean (1 = low, 7 = high)
Library staff are approachable and helpful	6.45	Library staff are approachable and helpful	6.50
Library staff provide accurate answers to my enquiries	6.42	Library staff provide accurate answers to my enquiries	6.48
Library staff treat me fairly and without discrimination	6.39	Library staff treat me fairly and without discrimination	6.46
Library staff are readily available to assist me	6.38	Library staff are readily available to assist me	6.45
I can get wireless access in the Library when I need to	6.37	Online resources (eg ejournals, databases, ebooks) meet my learning and research needs	6.40
Printing, scanning and photocopying facilities in the Library meet my needs	6.33	I can get wireless access in the Library when I need to	6.38
The library catalogue/LibrarySearch is easy to use	6.30	Printing, scanning and photocopying facilities in the Library meet my needs	6.37
The library web site is easy to use	6.27	The library catalogue is easy to use	6.35
I can find a quiet place in the Library to study when I need to	6.26	The library web site is easy to use	6.33
The Library is a good place to study	6.26	When I am away from campus I can access the Library resources and services I need	6.31

■ Common to 2012 and 2010

Of the 32 statements in the survey, 24 were identified with importance means of 6.00 or higher. These statements are all of relatively high importance to users.

The themes in the top 10 importance list include Library staff providing accurate answers to enquiries, being approachable and helpful, fair and non-discriminatory and readily available to assist. Other themes include access to wireless, ease of use of the library web site and catalogue/LibrarySearch, adequacy of printing, scanning and photocopying facilities, and the Library being a quiet and good place to study.

How clients believe the Library is performing

The table below reports, in descending order, the 10 factors ranked highest in performance by users in 2012 as compared with those ranked highest in 2010.

September 2012 Top 10 performance	Mean (1 = low, 7 = high)	May 2010 Top 10 performance	Mean (1 = low, 7 = high)
Library staff treat me fairly and without discrimination* 3	6.31	Library staff treat me fairly and without discrimination	6.30
Library staff are approachable and helpful* 1	6.20	Library staff are approachable and helpful	6.17
Library staff provide accurate answers to my enquiries* 2	6.13	Library staff provide accurate answers to my enquiries	6.07
Library staff are readily available to assist me* 4	6.12	Library staff are readily available to assist me	6.01
Face-to-face enquiry services meet my needs	5.96	I can get wireless access in the Library when I need to	6.01
When I am away from campus I can access the Library resources and services I need	5.80	Face-to-face enquiry services meet my needs	5.87
Printing, scanning and photocopying facilities in the Library meet my needs* 6	5.78	When I am away from campus I can access the Library resources and services I need	5.71
Self Service (e.g. self check loans, renewals, requests) meets my needs	5.75	The library web site is easy to use	5.67
Books and articles I have requested from other Unitec libraries and Unitec campuses are delivered promptly	5.72	The Library web site provides useful information	5.65
The Library web site provides useful information	5.72	Self Service (e.g. self check loans, renewals, holds) meets my needs	5.60

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

- Common to 2012 and 2010

The survey identified 31 out of 32 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 availability to assist, their provision of accurate answers to enquiries, and the quality of face-to-face enquiry services. The remaining factors relate to off campus access to Library resources and services, promptness of delivery of items requested from other Unitec libraries and campuses, and the adequacy of self service and printing, scanning and photocopying facilities, and the usefulness of the web site.

The top 10 performance list contains five 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*
- *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.

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 2012 as compared with those ranked lowest in 2010.

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

September 2012 Lowest 10 performance	Mean (1 = low, 7 = high)	May 2010 Lowest 10 performance	Mean (1 = low, 7 = high)
A computer is available when I need one	4.74	A computer is available when I need one	4.38
I can find a quiet place in the Library to study when I need to* 9	5.07	I can find a quiet place in the Library to study when I need to	4.90
I am kept informed about Library services	5.11	The Library anticipates my learning and research needs	5.05
I can find a place in the Library to work in a group when I need to	5.25	I am kept informed about Library services	5.07
The Library anticipates my learning and research needs	5.29	The items I'm looking for on the library shelves are usually there	5.09
Laptop facilities (e.g. desks, power) in the Library meet my needs	5.30	I can find a place in the Library to work in a group when I need to	5.11
The items I'm looking for on the library shelves are usually there	5.31	Online assistance and training for finding information is adequate	5.21
Library workshops and classes help me with my learning and research needs	5.34	Library workshops and classes help me with my learning and research needs	5.25
Online assistance and training for finding information is adequate	5.35	Opening hours meet my needs	5.25
Library signage is clear	5.47	The Library is a good place to study	5.29

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

- Common to 2012 and 2010

Where clients believe the Library can improve

In identifying factors for improvement, Insync Surveys analyzes 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 2012 and 2010 surveys.

September 2012 Top 10 gaps	Mean (1 = low, 7 = high)	May 2010 Top 10 gaps	Mean (1 = low, 7 = high)
A computer is available when I need one	1.28	A computer is available when I need one	1.74
I can find a quiet place in the Library to study when I need to *9	1.19	I can find a quiet place in the Library to study when I need to	1.38
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.79	The items I'm looking for on the library shelves are usually there	1.08
The items I'm looking for on the library shelves are usually there	0.77	Opening hours meet my needs	0.95
I can find a place in the Library to work in a group when I need to	0.77	The Library is a good place to study	0.93
The Library is a good place to study *10	0.75	Online resources (eg ejournals, databases, ebooks) meet my learning and research needs	0.93
Online resources (eg ejournals, databases, ebooks) meet my learning and research needs	0.71	I can find a place in the Library to work in a group when I need to	0.91
Course specific resources (e.g. Course Reserve, Exam Papers) meet my learning needs	0.68	Course specific resources (e.g. Course Reserve, Exam Papers) meet my learning needs	0.89
The library catalogue/LibrarySearch is easy to use *7	0.67	Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	0.88
I can get wireless access in the Library when I need to *5	0.67	Printing, scanning and photocopying facilities in the Library meet my needs	0.84

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

- Common to 2012 and 2010

Of all the 32 variables, none recorded a gap score in the critical range.

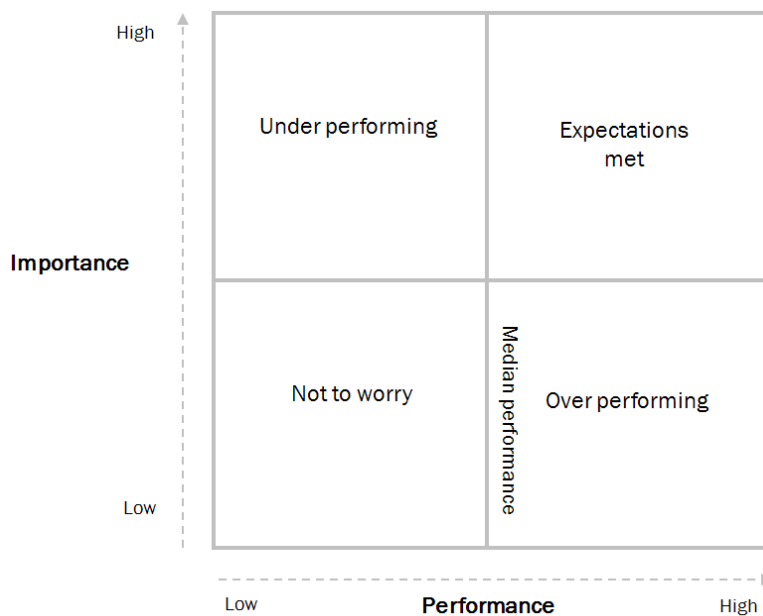
The top 10 gap list contains four factors from the top 10 importance list:

- *I can find a quiet place in the Library to study when I need to*
(a second quartile (top 50%) benchmark performer)
- *The Library is a good place to study*
(also a top 50% benchmark performer)
- *The library catalogue/LibrarySearch is easy to use*
(a top 25% benchmark performer)
- *I can get wireless access in the Library when I need to*
(a top 50% 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 users. 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

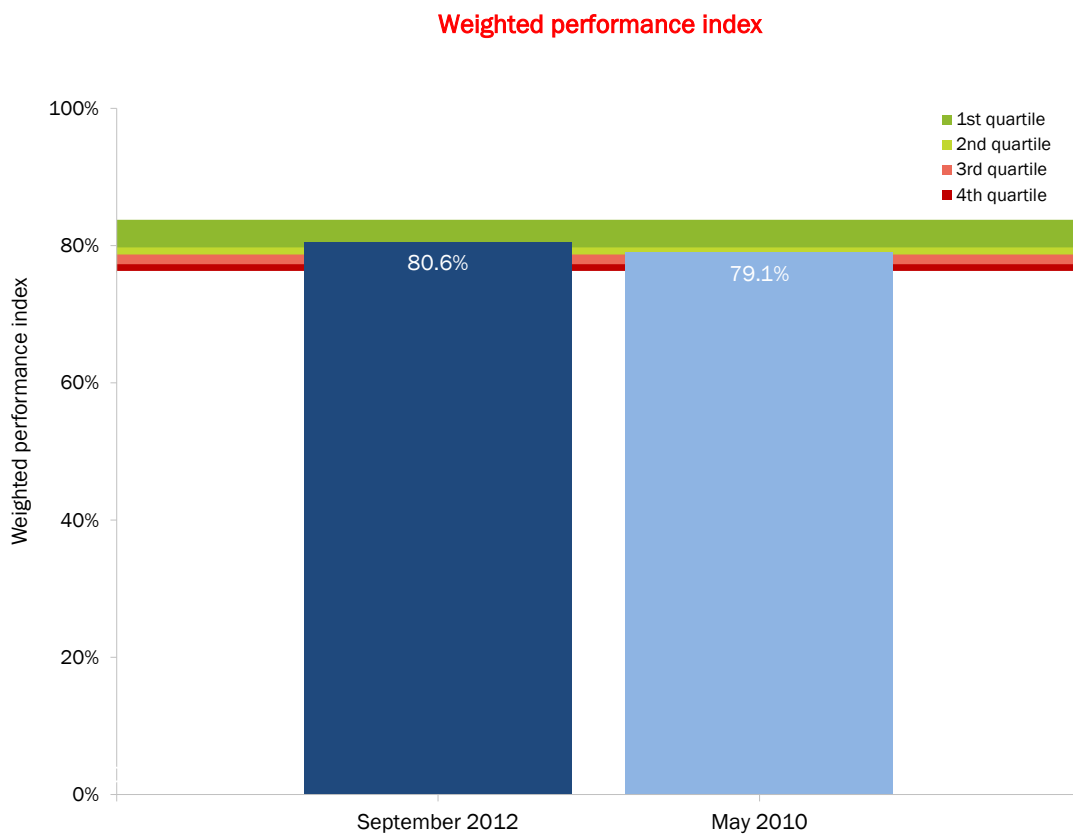
A review of the library-wide gap grid has identified the following improvement opportunities for the Library:

- *A computer is available when I need one*
(gap score = 1.28)
- *I can find a quiet place in the Library to study when I need to*
(gap score = 1.19)

Comparison with other libraries

Weighted performance index

The Library recorded an overall score of 80.6%. This places the Library in the first quartile (or top 25%) of libraries that have surveyed with us over the last 2 years and represents an overall performance score increase of 1.5% since the previous survey in 2010, a pleasing result.



Best practice categories

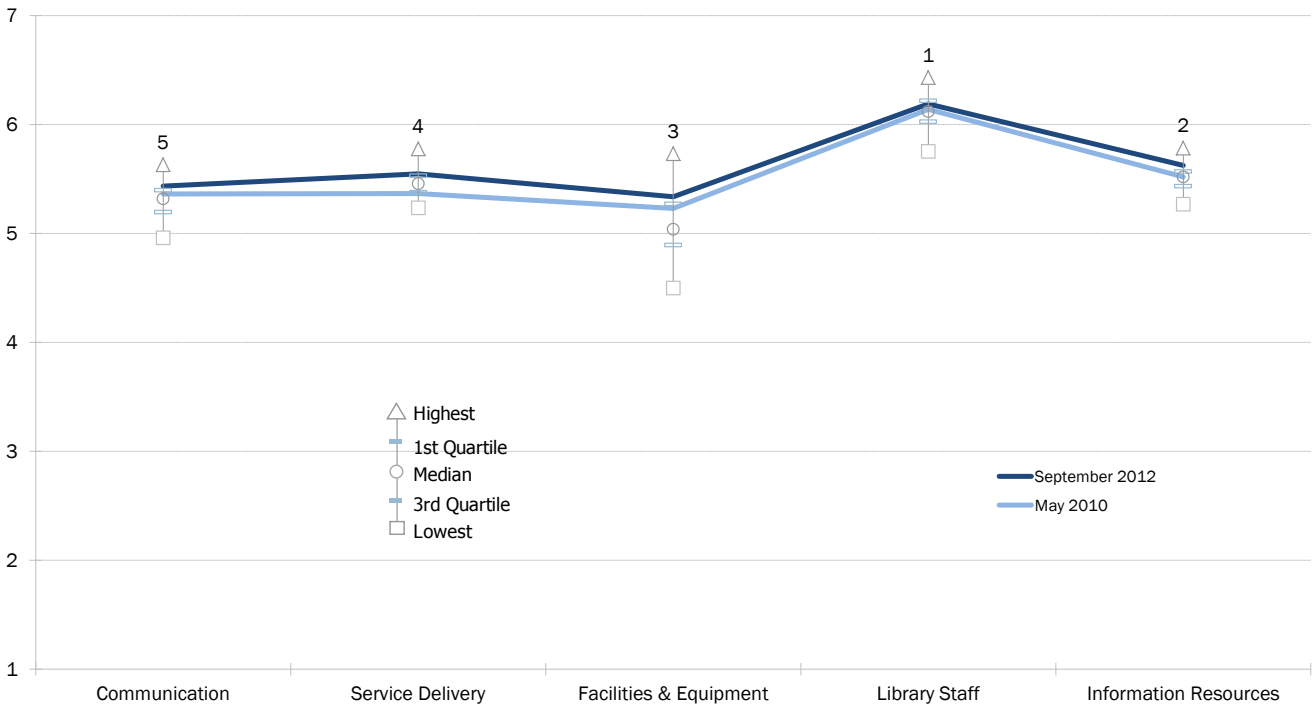
The following graph shows the performance scores of the Library, within the range of other library scores, across the five best practice categories. At the time the survey was administered, 40 other libraries had completed benchmark surveys. It is this group that makes up the comparison group.

The three highest priority categories for the users of the Library are *Library staff*, *Information resources* and *Facilities and equipment* (as indicated by the bold numbers in the following graph).

Four categories – *Information resources*, *Communication*, *Service delivery* and *Facilities and equipment* are performing in the first quartile, and there have been improvements in each since the previous survey. *Library staff* is performing just under the first quartile.

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

Best practice categories



Scorecard

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

The Library performed highest on the category of *Library Staff*, with a score of 88.4%. The lowest score was identified on *Facilities and equipment* at 76.2%.

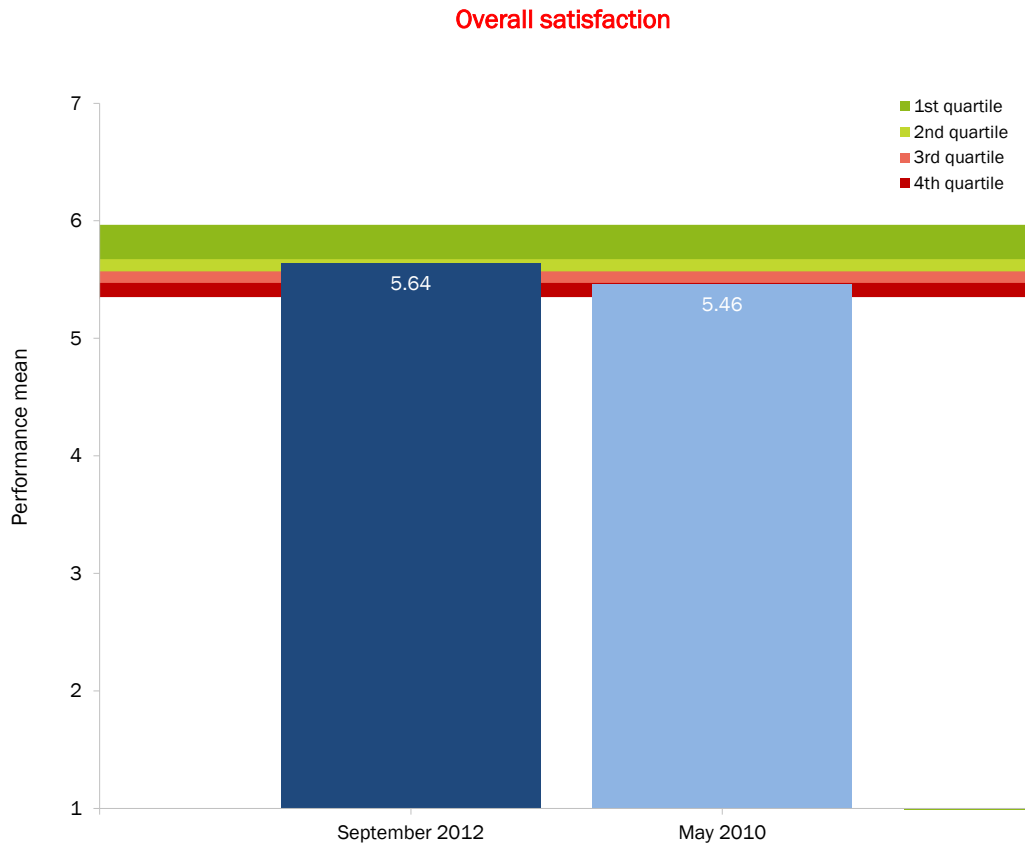
The information in the table also enables a comparison of the Library results with the highest, lowest and median performers in the Insync Surveys database.

Scorecard

	Communication	Service delivery	Facilities & equipment	Library staff	Information resources	Weighted total
Weighting	15%	22%	18%	20%	25%	100%
September 2012	77.6%	79.2%	76.2%	88.4%	80.4%	80.6%
May 2010	76.6%	76.6%	74.7%	87.7%	78.8%	79.1%
Highest Performer in Database	80.4%	82.5%	81.9%	91.9%	82.6%	83.8%
Median	76.0%	78.0%	72.0%	87.4%	78.8%	78.7%
Lowest Performer in Database	70.9%	74.8%	64.3%	82.2%	75.3%	76.0%

Overall satisfaction

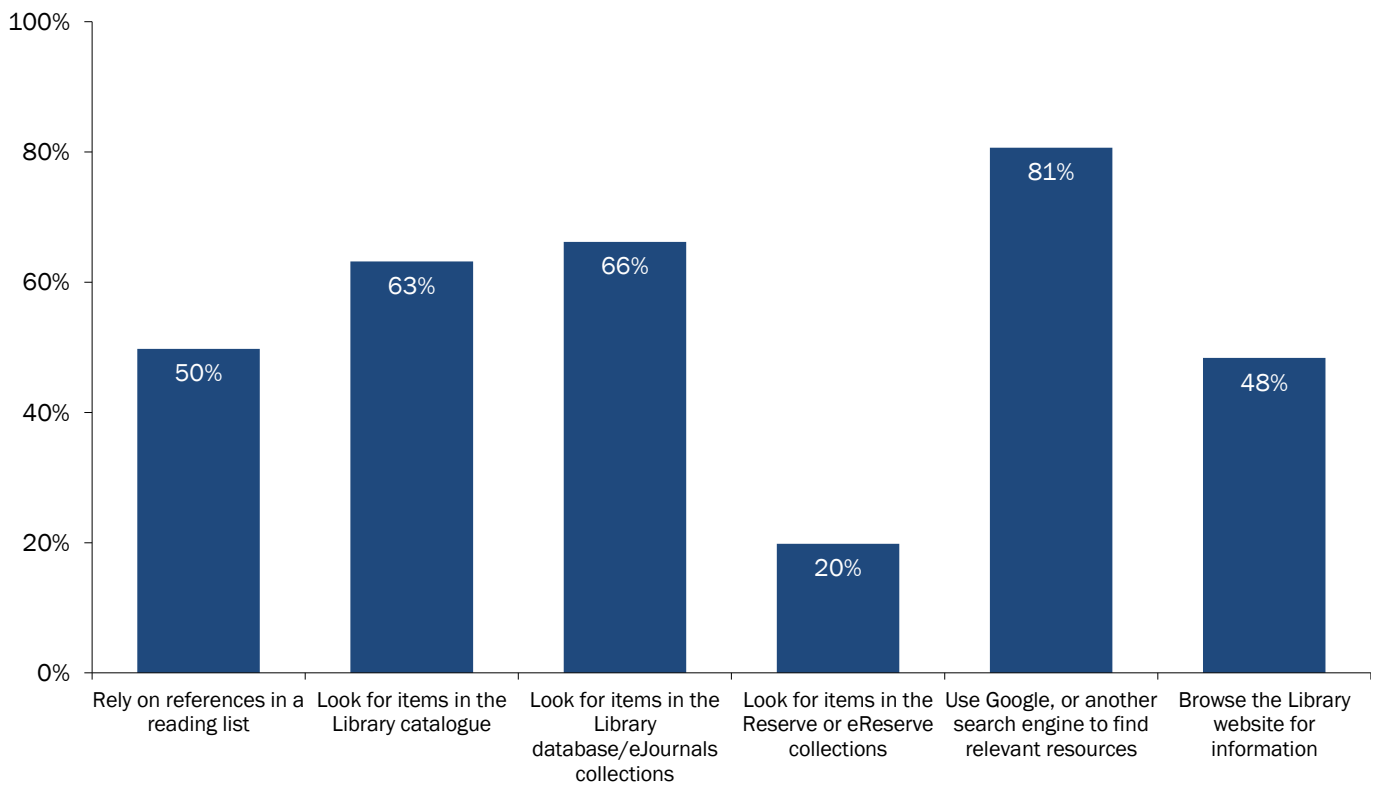
Library users were asked to provide a general assessment of their satisfaction with the Library (see graph below). In this case, the overall average of 5.64 places the Library in the second quartile (or top 50%) when compared with other libraries that have surveyed over the last two years.



Looking for Information

Respondents were presented with a multiple choice statement about how they approach research. The following bar chart displays in percentage terms the preferences of respondents for the statement.

When I research a topic I...



N=1917

5. 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.

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.

How often do you come into the Library/Computer Centre/Learning Commons?

Unitec Library Client Survey September 2012	
Top 5 gap scores by demographic	
How often do you come into the Library/Computer Centre/Learning Commons	Unique factor
Daily (362 responses)	Gap score
A computer is available when I need one	1.25
I can find a quiet place in the Library to study when I need to	1.09
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.92
I can find a place in the Library to work in a group when I need to	0.80
I can get wireless access in the Library when I need to	0.80
2-4 days a week (735 responses)	Gap score
I can find a quiet place in the Library to study when I need to	1.37
A computer is available when I need one	1.32
The Library is a good place to study	0.89
The items I'm looking for on the library shelves are usually there	0.85
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.83
Weekly (357 responses)	Gap score
A computer is available when I need one	1.36
I can find a quiet place in the Library to study when I need to	1.24
The items I'm looking for on the library shelves are usually there	0.87
Course specific resources (e.g. Course Reserve, Exam Papers) meet my learning needs	0.81
Online resources (eg e-journals, databases, ebooks) meet my learning and research needs	0.80
Fortnightly (152 responses)	Gap score
A computer is available when I need one	1.36
I can find a quiet place in the Library to study when I need to	1.03
Online resources (eg e-journals, databases, ebooks) meet my learning and research needs	0.88
The Library is a good place to study	0.74
The items I'm looking for on the library shelves are usually there	0.68
Monthly (106 responses)	Gap score
Laptop facilities (e.g. desks, power) in the Library meet my needs	1.10
I can find a quiet place in the Library to study when I need to	1.04
A computer is available when I need one	1.03
Course specific resources (e.g. Course Reserve, Exam Papers) meet my learning needs	0.91
I can find a place in the Library to work in a group when I need to	0.87
Rarely (ie. A few times a year) (122 responses)	Gap score
A computer is available when I need one	1.39
The library web site is easy to use	1.24
The library catalogue/LibrarySearch is easy to use	1.18
Online resources (eg e-journals, databases, ebooks) meet my learning and research needs	1.07
Laptop facilities (e.g. desks, power) in the Library meet my needs	1.02
Never (20 responses)	Gap score
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	1.23
Printing, scanning and photocopying facilities in the Library meet my needs	1.21
The library catalogue/LibrarySearch is easy to use	1.15
I can find a place in the Library to work in a group when I need to	1.05
A computer is available when I need one	1.05

How often do you access the Library online?

Unitec Library Client Survey September 2012	
Top 5 gap scores by demographic	
How often do you access the Library online?	Unique factor
Daily (218 responses)	Gap score
I can find a quiet place in the Library to study when I need to	0.90
A computer is available when I need one	0.85
I can get wireless access in the Library when I need to	0.67
The Library is a good place to study	0.65
Course specific resources (e.g. Course Reserve, Exam Papers) meet my learning needs	0.63
2-4 days a week (555 responses)	Gap score
I can find a quiet place in the Library to study when I need to	1.45
A computer is available when I need one	1.33
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.93
I can find a place in the Library to work in a group when I need to	0.84
The items I'm looking for on the library shelves are usually there	0.84
Weekly (466 responses)	Gap score
A computer is available when I need one	1.22
I can find a quiet place in the Library to study when I need to	1.16
I can find a place in the Library to work in a group when I need to	0.85
The items I'm looking for on the library shelves are usually there	0.84
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.81
Fortnightly (202 responses)	Gap score
A computer is available when I need one	1.42
I can find a quiet place in the Library to study when I need to	1.38
The Library is a good place to study	0.96
The items I'm looking for on the library shelves are usually there	0.95
Course specific resources (e.g. Course Reserve, Exam Papers) meet my learning needs	0.92
Monthly (165 responses)	Gap score
A computer is available when I need one	1.65
I can find a quiet place in the Library to study when I need to	1.17
I can find a place in the Library to work in a group when I need to	1.10
The library catalogue/LibrarySearch is easy to use	1.00
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.94
Rarely (i.e. a few times a year) (181 responses)	Gap score
A computer is available when I need one	1.51
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.92
I can find a quiet place in the Library to study when I need to	0.90
The library web site is easy to use	0.85
The library catalogue/LibrarySearch is easy to use	0.75
Never (63 responses)	Gap score
A computer is available when I need one	1.36
I can find a quiet place in the Library to study when I need to	0.86
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.86
Printing, scanning and photocopying facilities in the Library meet my needs	0.82
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	0.82

How often do you need to be on campus?

Unitec Library Client Survey September 2012	
Top 5 gap scores by demographic	
How often do you need to be on campus?	Unique factor
Daily (783 responses)	Gap score
A computer is available when I need one	1.33
I can find a quiet place in the Library to study when I need to	1.23
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.85
The Library is a good place to study	0.84
I can get wireless access in the Library when I need to	0.78
2-4 days a week (822 responses)	Gap score
A computer is available when I need one	1.29
I can find a quiet place in the Library to study when I need to	1.21
I can find a place in the Library to work in a group when I need to	0.85
The items I'm looking for on the library shelves are usually there	0.84
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.80
Weekly (145 responses)	Gap score
I can find a quiet place in the Library to study when I need to	1.12
A computer is available when I need one	1.00
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.87
Course specific resources (e.g. Course Reserve, Exam Papers) meet my learning needs	0.86
The library catalogue/LibrarySearch is easy to use	0.80
Fortnightly (18 responses)	Gap score
I can find a quiet place in the Library to study when I need to	1.71
A computer is available when I need one	1.44
Online resources (eg eJournals, databases, ebooks) meet my learning and research needs	1.18
The Library is a good place to study	1.06
The library web site is easy to use	0.95
Monthly (32 responses)	Gap score
A computer is available when I need one	1.91
I can find a quiet place in the Library to study when I need to	1.69
I can find a place in the Library to work in a group when I need to	1.43
Opening hours meet my needs	1.29
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	1.21
Rarely (i.e. a few times a year) (40 responses)	Gap score
Online resources (eg eJournals, databases, ebooks) meet my learning and research needs	1.17
A computer is available when I need one	1.14
The library catalogue/LibrarySearch is easy to use	1.10
The library web site is easy to use	1.03
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	1.00

What facility do you use most?

Unitec Library Client Survey September 2012	
Top 5 gap scores by demographic	
Which facility do you use most?	
	Unique factor
Mt Albert, Main Library (1121 responses)	Gap score
A computer is available when I need one	1.21
I can find a quiet place in the Library to study when I need to	1.10
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.93
Online resources (eg e-journals, databases, ebooks) meet my learning and research needs	0.73
The items I'm looking for on the library shelves are usually there	0.71
Mt Albert, Student Computer Centre (169 responses)	Gap score
A computer is available when I need one	1.22
I can find a quiet place in the Library to study when I need to	0.69
The library catalogue/LibrarySearch is easy to use	0.50
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.50
I can get wireless access in the Library when I need to	0.46
Mt Albert, Building One Library (284 responses)	Gap score
A computer is available when I need one	2.02
I can find a quiet place in the Library to study when I need to	1.47
The items I'm looking for on the library shelves are usually there	1.11
I can find a place in the Library to work in a group when I need to	0.98
The Library is a good place to study	0.95
Northern Campus Library and Learning Commons (66 responses)	Gap score
The items I'm looking for on the library shelves are usually there	0.61
Printing, scanning and photocopying facilities in the Library meet my needs	0.36
A computer is available when I need one	0.25
The library web site is easy to use	0.24
The library catalogue/LibrarySearch is easy to use	0.19
Waitakere Library, level 3 (381 responses)	Gap score
I can find a quiet place in the Library to study when I need to	1.73
I can find a place in the Library to work in a group when I need to	1.32
A computer is available when I need one	1.08
The Library is a good place to study	1.08
Opening hours meet my needs	0.99
Waitakere, Te Puna Ora (17 responses)	Gap score
A computer is available when I need one	1.00
Opening hours meet my needs	0.94
Library workshops and classes help me with my learning and research needs	0.82
The Library anticipates my learning and research needs	0.81
The items I'm looking for on the library shelves are usually there	0.80

What single category best describes you?

Unitec Library Client Survey September 2012	
Top 5 gap scores by demographic	
What single category best describes you?	Unique factor
Certificate student (398 responses)	Gap score
A computer is available when I need one	0.96
I can find a quiet place in the Library to study when I need to	0.63
The items I'm looking for on the library shelves are usually there	0.54
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.47
I can find a place in the Library to work in a group when I need to	0.43
Diploma student (364 responses)	Gap score
A computer is available when I need one	1.10
I can find a quiet place in the Library to study when I need to	0.97
The items I'm looking for on the library shelves are usually there	0.67
I can get wireless access in the Library when I need to	0.62
I can find a place in the Library to work in a group when I need to	0.62
Bachelors student (961 responses)	Gap score
A computer is available when I need one	1.53
I can find a quiet place in the Library to study when I need to	1.49
Laptop facilities (e.g. desks, power) in the Library meet my needs	1.04
The Library is a good place to study	0.98
I can find a place in the Library to work in a group when I need to	0.97
Postgraduate student (161 responses)	Gap score
I can find a quiet place in the Library to study when I need to	1.63
A computer is available when I need one	1.51
Online resources (eg e journals, databases, ebooks) meet my learning and research needs	1.23
The items I'm looking for on the library shelves are usually there	1.11
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	1.06
Academic/Research staff (61 responses)	Gap score
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	1.15
The library catalogue/LibrarySearch is easy to use	1.08
Online resources (eg e journals, databases, ebooks) meet my learning and research needs	1.02
The library web site is easy to use	0.79
The items I'm looking for on the library shelves are usually there	0.65
Allied staff (40 responses)	Gap score
The library catalogue/LibrarySearch is easy to use	0.68
Library services (including staff, resources, spaces) support my study and/or research	0.66
I can find a quiet place in the Library to study when I need to	0.57
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	0.52
I can find a place in the Library to work in a group when I need to	0.47
Other (48 responses)	Gap score
I can find a quiet place in the Library to study when I need to	0.51
Library staff are readily available to assist me	0.46
Printing, scanning and photocopying facilities in the Library meet my needs	0.45
Library online tools (e.g. subject guides, tutorials, videos etc) are clear and useful	0.45
I can find a place in the Library to work in a group when I need to	0.43

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

Unitec Library Client Survey September 2012	
Top 5 gap scores by demographic	
What is your major area of study, teaching or research?	Unique factor
Applied Technology and Trades (170 responses)	Gap score
A computer is available when I need one	0.81
The items I'm looking for on the library shelves are usually there	0.54
I can find a quiet place in the Library to study when I need to	0.52
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.52
Opening hours meet my needs	0.49
Architecture and Landscape (137 responses)	Gap score
A computer is available when I need one	1.92
I can find a quiet place in the Library to study when I need to	1.61
The Library is a good place to study	1.13
I can find a place in the Library to work in a group when I need to	1.11
The items I'm looking for on the library shelves are usually there	0.97
Business Studies (301 responses)	Gap score
A computer is available when I need one	1.10
I can find a quiet place in the Library to study when I need to	0.98
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.77
The items I'm looking for on the library shelves are usually there	0.68
I can find a place in the Library to work in a group when I need to	0.61
Communication Studies (68 responses)	Gap score
A computer is available when I need one	1.65
I can get wireless access in the Library when I need to	1.53
I can find a quiet place in the Library to study when I need to	1.43
The Library is a good place to study	1.21
Laptop facilities (e.g. desks, power) in the Library meet my needs	1.17
Community and Social Practice (113 responses)	Gap score
I can find a quiet place in the Library to study when I need to	1.15
I can find a place in the Library to work in a group when I need to	1.05
A computer is available when I need one	1.04
The items I'm looking for on the library shelves are usually there	0.86
The library catalogue/LibrarySearch is easy to use	0.80
Computing and Information Technology (131 responses)	Gap score
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.96
A computer is available when I need one	0.84
I can find a quiet place in the Library to study when I need to	0.79
I can get wireless access in the Library when I need to	0.60
Online resources (eg ejournals, databases, ebooks) meet my learning and research needs	0.52
Construction and Civil Engineering (187 responses)	Gap score
A computer is available when I need one	1.40
I can find a quiet place in the Library to study when I need to	1.34
Laptop facilities (e.g. desks, power) in the Library meet my needs	1.00
The Library is a good place to study	0.89
The items I'm looking for on the library shelves are usually there	0.76

Unitec Library Client Survey September 2012	
Top 5 gap scores by demographic	
What is your major area of study, teaching or research?	Unique factor
Design and Visual Arts (139 responses)	Gap score
A computer is available when I need one	1.73
I can find a quiet place in the Library to study when I need to	1.31
The items I'm looking for on the library shelves are usually there	1.08
Printing, scanning and photocopying facilities in the Library meet my needs	0.85
Online resources (eg ejournals, databases, ebooks) meet my learning and research needs	0.83
Education (101 responses)	Gap score
A computer is available when I need one	1.69
I can find a quiet place in the Library to study when I need to	1.08
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	0.87
The library catalogue/LibrarySearch is easy to use	0.83
Online resources (eg ejournals, databases, ebooks) meet my learning and research needs	0.82
Foundation Studies (112 responses)	Gap score
A computer is available when I need one	0.82
The items I'm looking for on the library shelves are usually there	0.56
I can find a quiet place in the Library to study when I need to	0.50
The library web site is easy to use	0.34
Course specific resources (e.g. Course Reserve, Exam Papers) meet my learning needs	0.34
Health (245 responses)	Gap score
I can find a quiet place in the Library to study when I need to	2.17
The Library is a good place to study	1.49
I can find a place in the Library to work in a group when I need to	1.37
Opening hours meet my needs	1.28
Course specific resources (e.g. Course Reserve, Exam Papers) meet my learning needs	1.26
Language Studies (70 responses)	Gap score
A computer is available when I need one	0.77
I can get wireless access in the Library when I need to	0.71
The library web site is easy to use	0.61
I can find a quiet place in the Library to study when I need to	0.57
Course specific resources (e.g. Course Reserve, Exam Papers) meet my learning needs	0.48
Natural Sciences (96 responses)	Gap score
A computer is available when I need one	1.80
I can find a quiet place in the Library to study when I need to	1.38
Laptop facilities (e.g. desks, power) in the Library meet my needs	1.35
Online resources (eg ejournals, databases, ebooks) meet my learning and research needs	1.22
Course specific resources (e.g. Course Reserve, Exam Papers) meet my learning needs	1.10
Performing and Screen Arts (51 responses)	Gap score
A computer is available when I need one	1.83
I can find a place in the Library to work in a group when I need to	1.16
I can find a quiet place in the Library to study when I need to	1.04
The items I'm looking for on the library shelves are usually there	0.96
The library catalogue/LibrarySearch is easy to use	0.82

Unitec Library Client Survey September 2012
Top 5 gap scores by demographic
What is your major area of study, teaching or research?
Unique factor

Sport (57 responses)	Gap score
I can find a quiet place in the Library to study when I need to	1.19
A computer is available when I need one	1.08
I can get wireless access in the Library when I need to	0.98
The items I'm looking for on the library shelves are usually there	0.79
I can find a place in the Library to work in a group when I need to	0.78
Other/not applicable (55 responses)	Gap score
A computer is available when I need one	1.21
Online resources (eg ejournals, databases, ebooks) meet my learning and research needs	0.96
Course specific resources (e.g. Course Reserve, Exam Papers) meet my learning needs	0.81
The library catalogue/LibrarySearch is easy to use	0.77
I can find a quiet place in the Library to study when I need to	0.73

Which ethnic/cultural group do you most identify with?

Unitec Library Client Survey September 2012	
Top 5 gap scores by demographic	
Which ethnic/cultural group do you most identify with?	Unique factor
New Zealand European (805 responses)	Gap score
A computer is available when I need one	1.63
I can find a quiet place in the Library to study when I need to	1.40
The items I'm looking for on the library shelves are usually there	0.95
I can find a place in the Library to work in a group when I need to	0.88
Online resources (eg e-journals, databases, ebooks) meet my learning and research needs	0.84
Maori (137 responses)	Gap score
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
I can find a place in the Library to work in a group when I need to	0.83
The Library is a good place to study	0.71
Opening hours meet my needs	0.57
Chinese (217 responses)	Gap score
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	1.03
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.81
I can get wireless access in the Library when I need to	0.71
The items I'm looking for on the library shelves are usually there	0.67
Other Asian (165 responses)	Gap score
A computer is available when I need one	1.34
I can find a quiet place in the Library to study when I need to	1.20
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.97
I can get wireless access in the Library when I need to	0.85
I can find a place in the Library to work in a group when I need to	0.84
Indian (152 responses)	Gap score
I can find a quiet place in the Library to study when I need to	0.88
A computer is available when I need one	0.78
Online resources (eg e-journals, databases, ebooks) meet my learning and research needs	0.56
Course specific resources (e.g. Course Reserve, Exam Papers) meet my learning needs	0.54
Opening hours meet my needs	0.53
Pasifika (260 responses)	Gap score
A computer is available when I need one	0.90
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.83
I can find a quiet place in the Library to study when I need to	0.77
I can find a place in the Library to work in a group when I need to	0.71
Course specific resources (e.g. Course Reserve, Exam Papers) meet my learning needs	0.63
Other (292 responses)	Gap score
I can find a quiet place in the Library to study when I need to	1.41
A computer is available when I need one	1.25
The Library is a good place to study	1.02
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.95
The items I'm looking for on the library shelves are usually there	0.93

In what year did you first start Unitec?

Unitec Library Client Survey September 2012	
Top 5 gap scores by demographic	
In what year did you first start Unitec?	Unique factor
Before 2008 (160 responses)	Gap score
A computer is available when I need one	1.47
I can find a quiet place in the Library to study when I need to	1.47
Laptop facilities (e.g. desks, power) in the Library meet my needs	1.03
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	0.93
The library catalogue/LibrarySearch is easy to use	0.93
2008 (87 responses)	Gap score
A computer is available when I need one	1.33
I can find a quiet place in the Library to study when I need to	1.30
I can find a place in the Library to work in a group when I need to	1.03
Online resources (eg ejournals, databases, ebooks) meet my learning and research needs	0.97
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.93
2009 (170 responses)	Gap score
A computer is available when I need one	1.60
I can find a quiet place in the Library to study when I need to	1.37
The items I'm looking for on the library shelves are usually there	1.03
The Library is a good place to study	1.02
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.98
2010 (310 responses)	Gap score
I can find a quiet place in the Library to study when I need to	1.51
A computer is available when I need one	1.30
The Library is a good place to study	1.10
Opening hours meet my needs	0.98
Online resources (eg ejournals, databases, ebooks) meet my learning and research needs	0.93
2011 (440 responses)	Gap score
A computer is available when I need one	1.43
I can find a quiet place in the Library to study when I need to	1.31
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.97
I can find a place in the Library to work in a group when I need to	0.95
I can get wireless access in the Library when I need to	0.85
2012 (873 responses)	Gap score
A computer is available when I need one	1.09
I can find a quiet place in the Library to study when I need to	0.92
The items I'm looking for on the library shelves are usually there	0.68
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.59
I can find a place in the Library to work in a group when I need to	0.56

6. Next Steps

Planning for the way forward is not limited to the findings in this report. A number of other areas may also require consideration. For instance, there may be areas that users 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 prioritizing issues for action, it is recommended that a combination of the quantitative analysis and comments, with the option of future focus groups, be used to gain a more in-depth understanding of Library users' concerns.

