

Unitec Institute of Technology

Library Client Survey

September 2014

Key Findings Report



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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 latest results of other libraries in the Insync Surveys database.

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 31 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 2014 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 third 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 Library recorded an overall score of 81.4%. 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 0.8% since the previous survey in 2012.

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, access to wireless, and the adequacy of self service and printing, scanning and photocopying facilities.

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

- *Library staff treat me fairly and without discrimination*
- *Library staff are approachable and helpful*
- *Library staff provide accurate answers to my enquiries*
- *Library staff are readily available to assist me*
- *Printing, scanning and photocopying facilities in the Library meet my needs*
- *I can get wireless access in the Library when I need to*

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 89.9%. The lowest score was identified on *Communication* at 77.6%.

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

Library Staff and *Facilities and Equipment* are performing in the first quartile, with both recording marked improvement since the previous survey. *Communication* and *Service Delivery* are second quartile benchmark performers, while *Information Resources* is a median benchmark performer. 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 2014	77.6%	80.0%	78.5%	89.9%	80.2%	81.4%
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%
Current Highest Performer in Database	84.3%	84.3%	83.7%	94.5%	84.3%	86.2%
Median	76.1%	79.3%	73.6%	88.4%	79.9%	79.7%
Current Lowest Performer in Database	70.3%	71.5%	67.4%	85.6%	75.2%	74.4%

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

- *A computer is available when I need one*
(gap score = 1.03)
- *I can find a quiet place in the Library to study when I need to*
(gap score = 1.01)

In conclusion, there has been overall improvement in the performance of the Library since the previous survey in 2012, particularly in the areas of *Library Staff* and *Facilities and Equipment*.

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 1231 responses. This number provides a good degree of confidence in the results obtained at the overall level. The number of responses received is substantially lower than the 2012 survey, in which 2046 responses were generated.

Unitec Institute of Technology Library Client Survey, September 2014		
Response statistics		
Total	1231	
Which facility do you use most?	n	%
Mt Albert, Main Library	649	52.7%
Mt Albert, Student Computer Centre	103	8.4%
Mt Albert, Building One Library	137	11.1%
Northern Campus Library and Learning Commons	45	3.7%
Waitakere Library, level 3	274	22.3%
Waitakere, Te Puna Ora	14	1.1%
Unspecified	9	0.7%
What single category best describes you?		
Certificate student	195	15.8%
Diploma student	198	16.1%
Bachelors student	623	50.6%
Postgraduate student	115	9.3%
Academic/Research staff	40	3.2%
Allied/professional Staff	25	2.0%
Other	33	2.7%
Unspecified	2	0.2%
Which ethnic/cultural group do you most identify with?		
New Zealand European	486	39.5%
Maori	86	7.0%
Chinese	110	8.9%
Other Asian	105	8.5%
Indian	127	10.3%
Pasifika	158	12.8%
Other	158	12.8%
Unspecified	1	0.1%

Unitec Institute of Technology Library Client Survey, September 2014		
Response statistics		
Total	1231	
What is your major area of study, teaching or research?	n	%
Applied Technology and Trades	65	5.3%
Architecture and Landscape	74	6.0%
Bridgepoint	30	2.4%
Business Studies	152	12.3%
Communication Studies	29	2.4%
Community and Social Practice	89	7.2%
Computing and Information Technology	130	10.6%
Construction and Civil Engineering	113	9.2%
Design and Creative Arts	55	4.5%
Education	64	5.2%
Health	210	17.1%
Language Studies	32	2.6%
Maori Education	3	0.2%
Natural Sciences	72	5.8%
Performing and Screen Arts	34	2.8%
Sport	33	2.7%
Other/not applicable	45	3.7%
Unspecified	1	0.1%
In what year did you first start Unitec?		
Before 2010	115	9.3%
2010	51	4.1%
2011	86	7.0%
2012	174	14.1%
2013	267	21.7%
2014	538	43.7%
Unspecified	0	0.0%

Unitec Institute of Technology Library Client Survey, September 2014		
Response statistics		
Total	1231	
How often do you come into the Library/Computer Centre/Learning Commons?		
	n	%
Daily	166	13.5%
2-4 days a week	417	33.9%
Weekly	263	21.4%
Fortnightly	108	8.8%
Monthly	75	6.1%
Rarely (ie. A few times a year)	80	6.5%
Never	12	1.0%
Unspecified	110	8.9%
How often do you access the Library online?		
Daily	124	10.1%
2-4 days a week	330	26.8%
Weekly	265	21.5%
Fortnightly	146	11.9%
Monthly	103	8.4%
Rarely (i.e. a few times a year)	125	10.2%
Never	23	1.9%
Unspecified	115	9.3%
How often do you need to be on campus?		
Daily	378	30.7%
2-4 days a week	555	45.1%
Weekly	114	9.3%
Fortnightly	12	1.0%
Monthly	20	1.6%
Rarely (i.e. a few times a year)	35	2.8%
Never	4	0.3%
Unspecified	113	9.2%

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	1231		
	Importance			
	Mean	Rank	#	%
I can get wireless access in the Library when I need to	5.98	1	54	4.39%
Library staff provide accurate answers to my enquiries	5.91	2	53	4.31%
Library staff treat me fairly and without discrimination	5.89	3	45	3.66%
Library staff are readily available to assist me	5.85	4	54	4.39%
Library staff are approachable and helpful	5.84	5	45	3.66%
The library catalogue/LibrarySearch is easy to use	5.81	6	36	2.92%
When I am away from campus I can access the Library resources and services I need	5.73	7	52	4.22%
The library web site is easy to use	5.68	8	34	2.76%
Printing, scanning and photocopying facilities in the Library meet my needs	5.66	9	67	5.44%
I can find a quiet place in the Library to study when I need to	5.62	10	60	4.87%
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	5.58	11	59	4.79%
The Library is a good place to study	5.56	12	54	4.39%
Online resources (eg ejournals, databases, ebooks) meet my learning and research needs	5.50	13	46	3.74%
Books and articles I have requested from other Unitec libraries and Unitec campuses are delivered promptly	5.50	13	120	9.75%
The Library web site provides useful information	5.47	15	57	4.63%
Laptop facilities (e.g. desks, power) in the Library meet my needs	5.39	16	82	6.66%
Course specific resources (e.g. Course Reserve, Exam Papers) meet my learning needs	5.37	17	75	6.09%
Face-to-face enquiry services meet my needs	5.26	18	69	5.61%
The items I'm looking for on the library shelves are usually there	5.24	19	63	5.12%
Self Service (e.g. self check loans, renewals, requests) meets my needs	5.20	20	74	6.01%
I can find a place in the Library to work in a group when I need to	5.19	21	73	5.93%
Online assistance and training for finding information is adequate	5.07	22	88	7.15%
A computer is available when I need one	5.06	23	68	5.52%
Library online tools (e.g. subject guides, tutorials, videos etc) are clear and useful	5.03	24	76	6.17%
Library services (including staff, resources, spaces) contribute to success in my study and/or research	4.96	25	53	4.31%
Opening hours meet my needs	4.93	26	55	4.47%
Library signage is clear	4.91	27	55	4.47%
The Library anticipates my learning and research needs	4.74	28	81	6.58%
Online enquiry services (e.g. Chat Live, IM, Text a Librarian) meet my needs	4.60	29	119	9.67%
I am kept informed about Library services	4.57	30	63	5.12%
Library workshops and classes help me with my learning and research needs	4.53	31	130	10.56%

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 2014 Top 10 importance	Mean (1 = low, 7 = high)	September 2012 Top 10 importance	Mean (1 = low, 7 = high)
I can get wireless access in the Library when I need to	6.51	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	6.46	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	6.42	I can get wireless access in the Library when I need to	6.37
Printing, scanning and photocopying facilities in the Library meet my needs	6.40	Printing, scanning and photocopying facilities in the Library meet my needs	6.33
The library web site is easy to use	6.29	The library catalogue/LibrarySearch is easy to use	6.30
The Library is a good place to study	6.28	The library web site is easy to use	6.27
The library catalogue/LibrarySearch is easy to use	6.28	I can find a quiet place in the Library to study when I need to	6.26
I can find a quiet place in the Library to study when I need to	6.28	The Library is a good place to study	6.26

■ Common to 2014 and 2012

Of the 31 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 2014 as compared with those ranked highest in 2012.

September 2014 Top 10 performance	Mean (1 = low, 7 = high)	September 2012 Top 10 performance	Mean (1 = low, 7 = high)
Library staff treat me fairly and without discrimination* 4	6.40	Library staff treat me fairly and without discrimination	6.31
Library staff are approachable and helpful* 2	6.33	Library staff are approachable and helpful	6.20
Library staff provide accurate answers to my enquiries* 3	6.23	Library staff provide accurate answers to my enquiries	6.13
Library staff are readily available to assist me* 5	6.21	Library staff are readily available to assist me	6.12
Face-to-face enquiry services meet my needs	6.02	Face-to-face enquiry services meet my needs	5.96
Printing, scanning and photocopying facilities in the Library meet my needs* 6	5.94	When I am away from campus I can access the Library resources and services I need	5.80
Self Service (e.g. self check loans, renewals, requests) meets my needs	5.89	Printing, scanning and photocopying facilities in the Library meet my needs	5.78
I can get wireless access in the Library when I need to* 1	5.86	Self Service (e.g. self check loans, renewals, requests) meets my needs	5.75
When I am away from campus I can access the Library resources and services I need	5.81	Books and articles I have requested from other Unitec libraries and Unitec campuses are delivered promptly	5.72
Books and articles I have requested from other Unitec libraries and Unitec campuses are delivered promptly	5.73	The Library web site provides useful information	5.72

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

- Common to 2014 and 2012

The survey identified 30 out of 31 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, access to wireless, and the adequacy of self service and printing, scanning and photocopying facilities.

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

- *Library staff treat me fairly and without discrimination*
- *Library staff are approachable and helpful*
- *Library staff provide accurate answers to my enquiries*
- *Library staff are readily available to assist me*
- *Printing, scanning and photocopying facilities in the Library meet my needs*
- *I can get wireless access in the Library when I need to*

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 2014 as compared with those ranked lowest in 2012. Please note that the lowest performing variable appears first on the list.

September 2014 Lowest 10 performance	Mean (1 = low, 7 = high)	September 2012 Lowest 10 performance	Mean (1 = low, 7 = high)
A computer is available when I need one	4.98	A computer is available when I need one	4.74
I am kept informed about Library services	5.10	I can find a quiet place in the Library to study when I need to	5.07
I can find a quiet place in the Library to study when I need to* 10	5.27	I am kept informed about Library services	5.11
The Library anticipates my learning and research needs	5.30	I can find a place in the Library to work in a group when I need to	5.25
Library workshops and classes help me with my learning and research needs	5.30	The Library anticipates my learning and research needs	5.29
Online assistance and training for finding information is adequate	5.34	Laptop facilities (e.g. desks, power) in the Library meet my needs	5.30
The items I'm looking for on the library shelves are usually there	5.36	The items I'm looking for on the library shelves are usually there	5.31
Laptop facilities (e.g. desks, power) in the Library meet my needs	5.38	Library workshops and classes help me with my learning and research needs	5.34
I can find a place in the Library to work in a group when I need to	5.42	Online assistance and training for finding information is adequate	5.35
Library signage is clear	5.48	Library signage is clear	5.47

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

- Common to 2014 and 2012

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 2014 and 2012 surveys.

September 2014 Top 10 gaps	Mean (1 = low, 7 = high)	September 2012 Top 10 gaps	Mean (1 = low, 7 = high)
A computer is available when I need one	1.03	A computer is available when I need one	1.28
I can find a quiet place in the Library to study when I need to *10	1.01	I can find a quiet place in the Library to study when I need to	1.19
The library catalogue/LibrarySearch is easy to use *9	0.74	Laptop facilities (e.g. desks, power) in the Library meet my needs	0.79
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.73	The items I'm looking for on the library shelves are usually there	0.77
I can find a place in the Library to work in a group when I need to	0.71	I can find a place in the Library to work in a group when I need to	0.77
The library web site is easy to use *7	0.70	The Library is a good place to study	0.75
The items I'm looking for on the library shelves are usually there	0.68	Online resources (eg ejournals, databases, ebooks) meet my learning and research needs	0.71
Online resources (eg ejournals, databases, ebooks) meet my learning and research needs	0.68	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	0.66	The library catalogue/LibrarySearch is easy to use	0.67
The Library is a good place to study *8	0.65	I can get wireless access in the Library when I need to	0.67

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

- Common to 2014 and 2012

Of all the 31 variables, none recorded a gap score in the critical range.

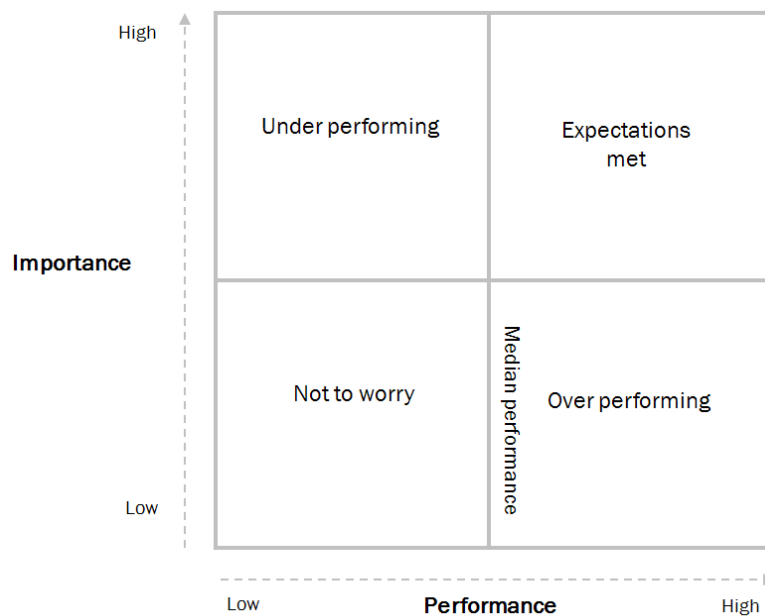
The top 10 gap list contains four factors from the top 10 importance list:

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

The gap grid analysis

Analysis of the gap scores enable the Library to prioritise strategies for improvement in terms of those factors considered most pressing by 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

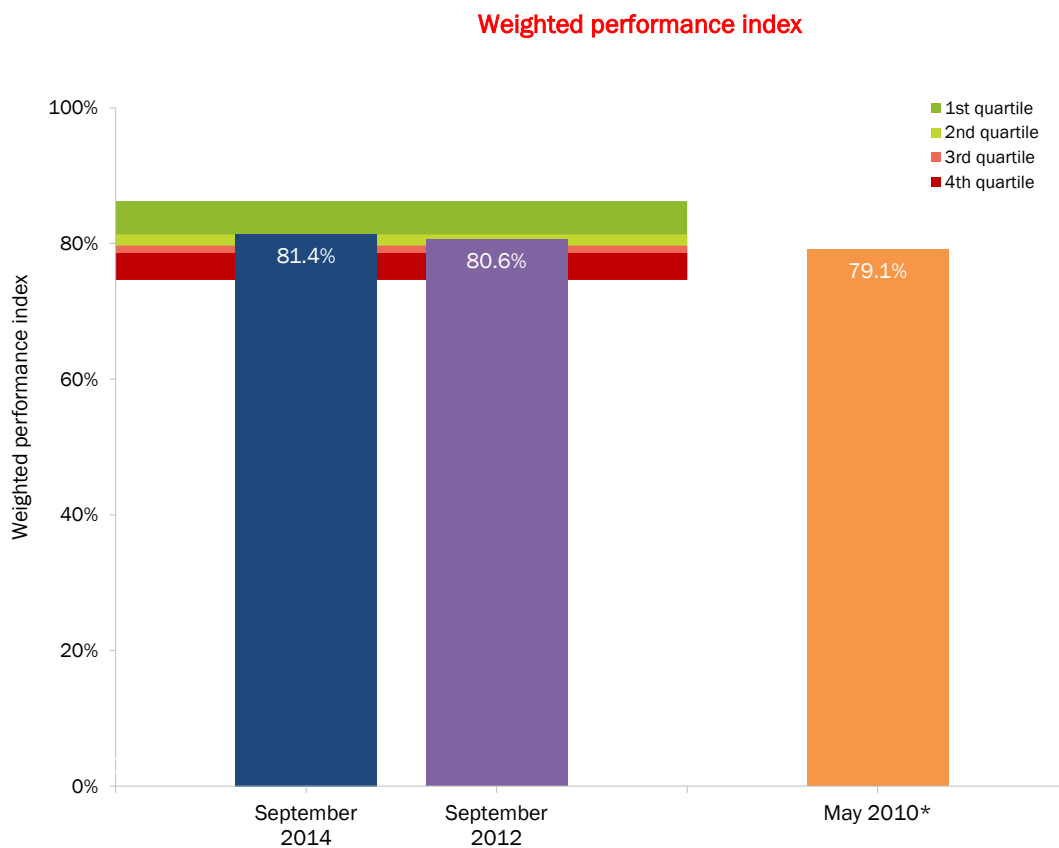
A review of the library-wide gap grid has identified the following improvement opportunities for the Library:

- *A computer is available when I need one*
(gap score = 1.03)
- *I can find a quiet place in the Library to study when I need to*
(gap score = 1.01)

Comparison with other libraries

Weighted performance index

The Library recorded an overall score of 81.4%. 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 0.8% since the previous survey in 2012, a pleasing result.



Note: * Benchmark data relates to latest survey

Best practice categories

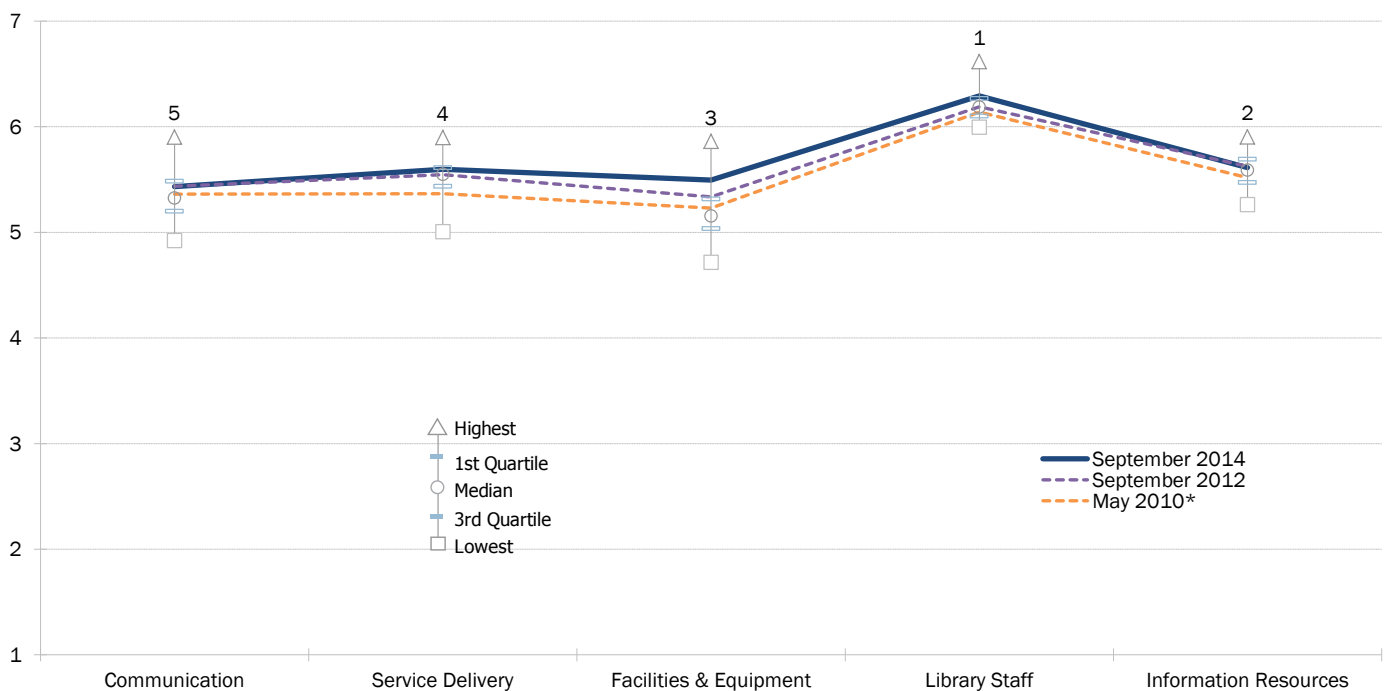
The following graph shows the performance scores of the Library, within the range of other library scores, across the five best practice categories. At the time the survey was administered, 38 other libraries had completed benchmark surveys. It is this group that makes up the comparison group.

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

Library Staff and *Facilities and Equipment* are performing in the first quartile, with both recording marked improvement since the previous survey. *Communication* and *Service Delivery* are second quartile benchmark performers, while *Information Resources* is a median benchmark performer.

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

Best practice categories



Note: * Benchmark data relates to latest survey

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 89.9%. The lowest score was identified on *Communication* at 77.6%.

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

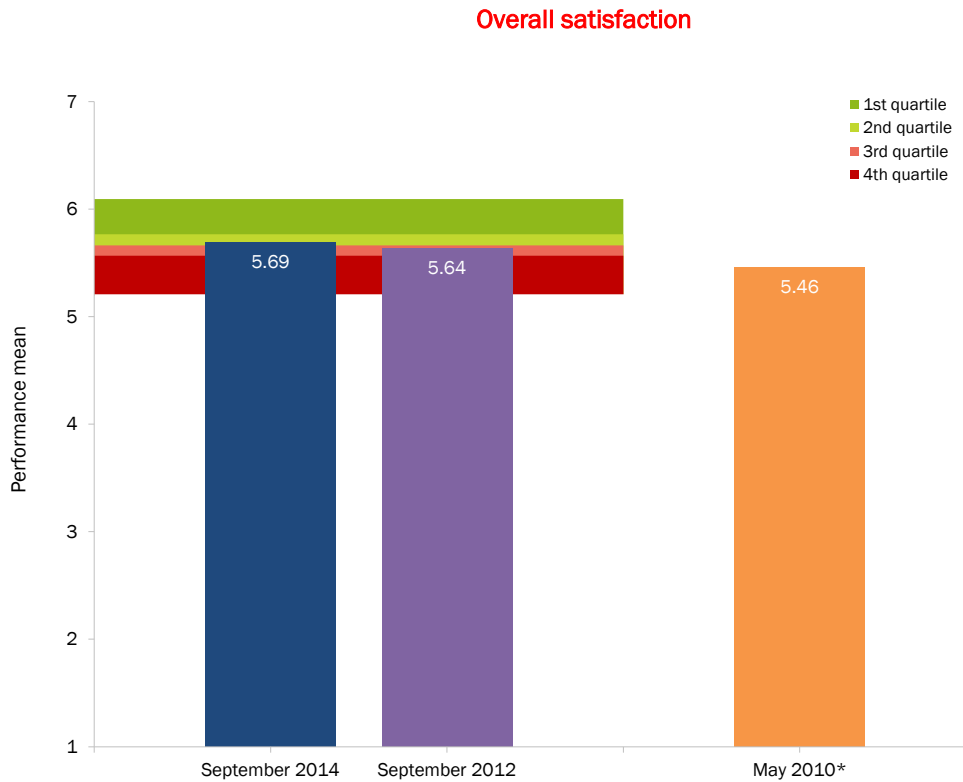
Scorecard

	Communication	Service delivery	Facilities & equipment	Library staff	Information resources	Weighted total
Weighting	15%	22%	18%	20%	25%	100%
September 2014	77.6%	80.0%	78.5%	89.9%	80.2%	81.4%
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%
Current Highest Performer in Database	84.3%	84.3%	83.7%	94.5%	84.3%	86.2%
Median	76.1%	79.3%	73.6%	88.4%	79.9%	79.7%
Current Lowest Performer in Database	70.3%	71.5%	67.4%	85.6%	75.2%	74.4%

Note: * Benchmark data relates to latest survey

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 5.69 places the Library in the second quartile (or top 50%) when compared with other libraries that have surveyed over the last two years.

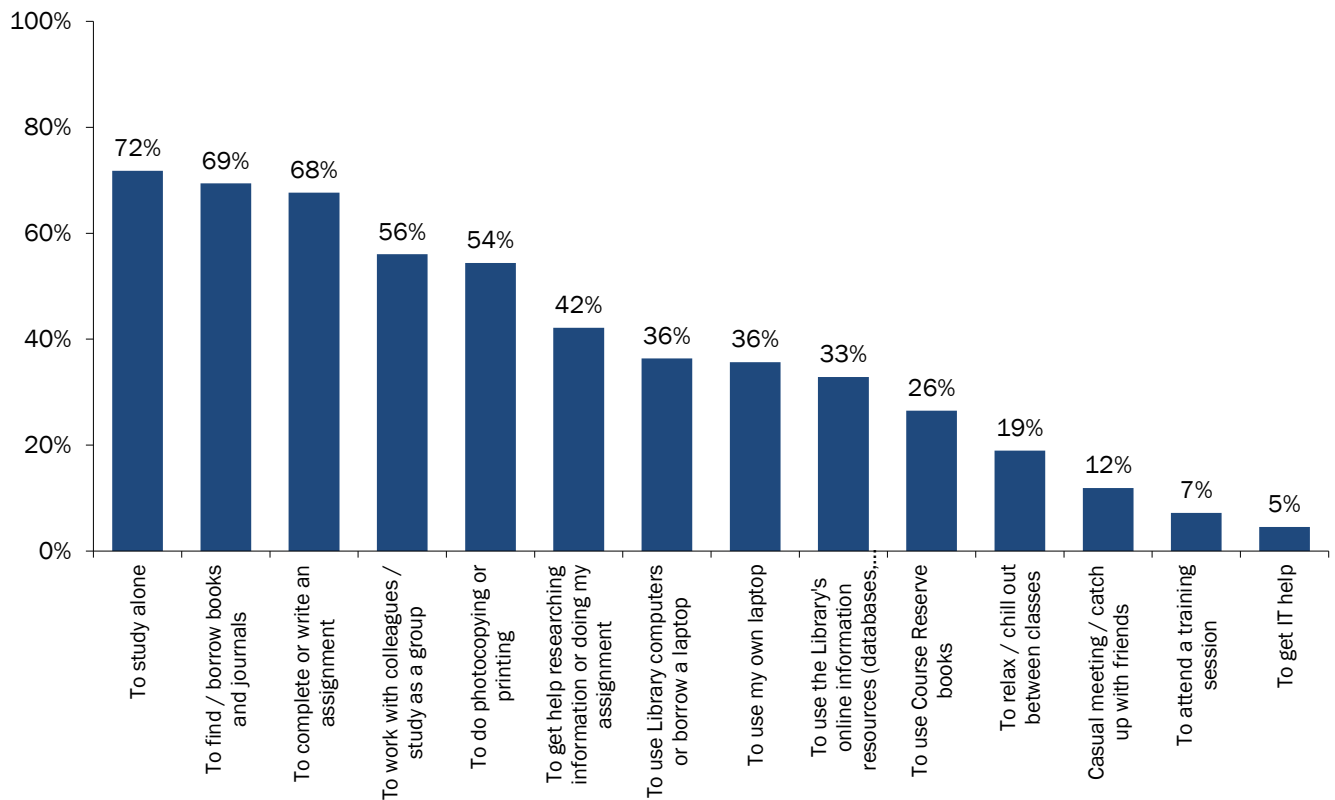


Note: * Benchmark data relates to latest survey

Looking for Information

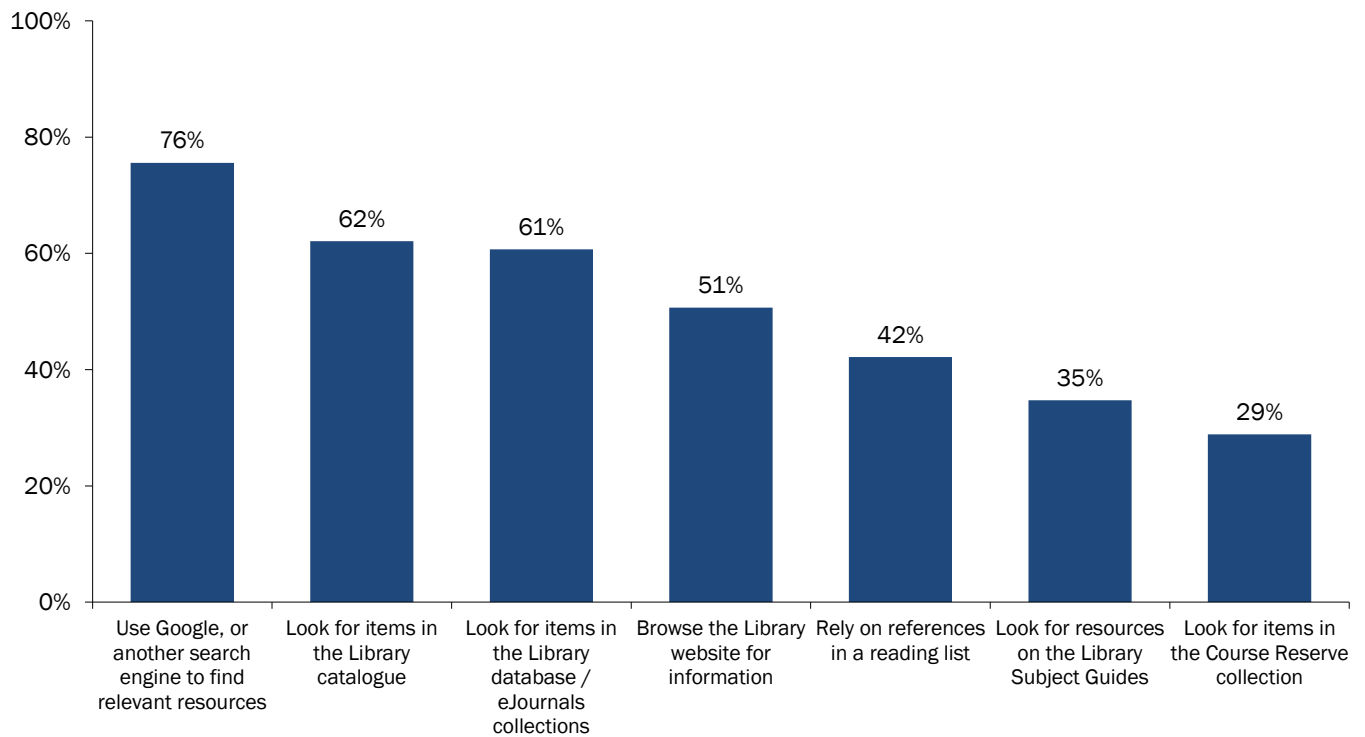
Respondents were presented with two multiple choice statements about how they approach research. The following bar charts display in percentage terms the preferences of respondents for each statement.

Why do you usually come into the Library?



N=1144

When I research a topic, I:



N=1143

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 Unitec.

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 Institute of Technology Library Client Survey, September 2014	
Top 5 gap scores by demographic	
How often do you come into the Library/Computer Centre/Learning Commons?	Unique factor
Daily (166 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	1.20
I can find a place in the Library to work in a group when I need to	1.02
Opening hours meet my needs	1.00
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.84
2-4 days a week (417 responses)	Gap score
I can find a quiet place in the Library to study when I need to	1.00
A computer is available when I need one	1.00
The library catalogue/LibrarySearch is easy to use	0.76
Opening hours meet my needs	0.75
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.74
Weekly (263 responses)	Gap score
A computer is available when I need one	1.27
I can find a quiet place in the Library to study when I need to	1.13
Course specific resources (e.g. Course Reserve, Exam Papers) meet my learning needs	0.83
The items I'm looking for on the library shelves are usually there	0.83
I can find a place in the Library to work in a group when I need to	0.79
Fortnightly (108 responses)	Gap score
I can find a quiet place in the Library to study when I need to	0.72
The library web site is easy to use	0.70
Online resources (eg ejournals, databases, ebooks) meet my learning and research needs	0.68
The library catalogue/LibrarySearch is easy to use	0.61
Opening hours meet my needs	0.61
Monthly (75 responses)	Gap score
I can find a quiet place in the Library to study when I need to	1.16
A computer is available when I need one	1.09
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	0.96
The Library is a good place to study	0.93
The items I'm looking for on the library shelves are usually there	0.90
Rarely (ie. A few times a year) (80 responses)	Gap score
The library catalogue/LibrarySearch is easy to use	1.11
The library web site is easy to use	1.02
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	0.80
Online resources (eg ejournals, databases, ebooks) meet my learning and research needs	0.77
The items I'm looking for on the library shelves are usually there	0.66
Never (12 responses)	Gap score
Online resources (eg ejournals, databases, ebooks) meet my learning and research needs	1.80
The library catalogue/LibrarySearch is easy to use	1.73
The library web site is easy to use	1.73
I can get wireless access in the Library when I need to	1.60
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	1.57

How often do you access the Library online?

Unitec Institute of Technology Library Client Survey, September 2014	
Top 5 gap scores by demographic	
How often do you access the Library online?	Unique factor
Daily (124 responses)	Gap score
I can find a quiet place in the Library to study when I need to	1.15
A computer is available when I need one	1.06
I can find a place in the Library to work in a group when I need to	0.97
Opening hours meet my needs	0.86
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.85
2-4 days a week (330 responses)	Gap score
A computer is available when I need one	1.12
I can find a quiet place in the Library to study when I need to	1.10
Online resources (eg e-journals, databases, ebooks) meet my learning and research needs	0.75
I can find a place in the Library to work in a group when I need to	0.75
The library catalogue/LibrarySearch is easy to use	0.75
Weekly (265 responses)	Gap score
I can find a quiet place in the Library to study when I need to	1.06
A computer is available when I need one	0.95
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.84
The items I'm looking for on the library shelves are usually there	0.83
The Library is a good place to study	0.81
Fortnightly (146 responses)	Gap score
A computer is available when I need one	1.18
I can find a quiet place in the Library to study when I need to	1.08
Course specific resources (e.g. Course Reserve, Exam Papers) meet my learning needs	0.97
The library catalogue/LibrarySearch is easy to use	0.96
Opening hours meet my needs	0.95
Monthly (103 responses)	Gap score
A computer is available when I need one	1.11
I can find a quiet place in the Library to study when I need to	0.79
The items I'm looking for on the library shelves are usually there	0.77
The library catalogue/LibrarySearch is easy to use	0.72
The Library is a good place to study	0.69
Rarely (i.e. a few times a year) (125 responses)	Gap score
A computer is available when I need one	0.90
I can find a quiet place in the Library to study when I need to	0.82
The library web site is easy to use	0.72
The items I'm looking for on the library shelves are usually there	0.65
The library catalogue/LibrarySearch is easy to use	0.58
Never (23 responses)	Gap score
The items I'm looking for on the library shelves are usually there	1.13
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	1.07
The library catalogue/LibrarySearch is easy to use	1.00
Printing, scanning and photocopying facilities in the Library meet my needs	0.53
Library online tools (e.g. subject guides, tutorials, videos etc) are clear and useful	0.36

How often do you need to be on campus?

Unitec Institute of Technology Library Client Survey, September 2014	
Top 5 gap scores by demographic	
How often do you need to be on campus?	Unique factor
Daily (378 responses)	Gap score
I can find a quiet place in the Library to study when I need to	1.05
A computer is available when I need one	0.92
Opening hours meet my needs	0.79
I can find a place in the Library to work in a group when I need to	0.73
I can get wireless access in the Library when I need to	0.71
2-4 days a week (555 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	1.09
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.89
The library catalogue/LibrarySearch is easy to use	0.81
I can find a place in the Library to work in a group when I need to	0.80
Weekly (114 responses)	Gap score
A computer is available when I need one	0.61
The library catalogue/LibrarySearch is easy to use	0.61
I can find a quiet place in the Library to study when I need to	0.59
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	0.51
The items I'm looking for on the library shelves are usually there	0.49
Fortnightly (12 responses)	Gap score
I can find a place in the Library to work in a group when I need to	1.30
A computer is available when I need one	1.17
The library catalogue/LibrarySearch is easy to use	1.12
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	1.00
I can find a quiet place in the Library to study when I need to	0.92
Monthly (20 responses)	Gap score
Opening hours meet my needs	1.22
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.93
Online resources (eg ejournals, databases, ebooks) meet my learning and research needs	0.78
The library web site is easy to use	0.68
I can find a quiet place in the Library to study when I need to	0.62
Rarely (i.e. a few times a year) (35 responses)	Gap score
The library catalogue/LibrarySearch is easy to use	1.44
I can find a quiet place in the Library to study when I need to	1.44
A computer is available when I need one	1.39
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	1.31
Online resources (eg ejournals, databases, ebooks) meet my learning and research needs	1.26

What facility do you use most?

Unitec Institute of Technology Library Client Survey, September 2014	
Top 5 gap scores by demographic	
Which facility do you use most?	
	Unique factor
Mt Albert, Main Library (649 responses)	Gap score
A computer is available when I need one	1.19
I can find a quiet place in the Library to study when I need to	0.99
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.88
The library catalogue/LibrarySearch is easy to use	0.73
I can find a place in the Library to work in a group when I need to	0.71
Mt Albert, Student Computer Centre (103 responses)	Gap score
A computer is available when I need one	0.96
The library catalogue/LibrarySearch is easy to use	0.73
The library web site is easy to use	0.61
Course specific resources (e.g. Course Reserve, Exam Papers) meet my learning needs	0.58
The items I'm looking for on the library shelves are usually there	0.57
Mt Albert, Building One Library (137 responses)	Gap score
A computer is available when I need one	1.49
The library catalogue/LibrarySearch is easy to use	0.80
I can find a quiet place in the Library to study when I need to	0.80
The items I'm looking for on the library shelves are usually there	0.75
The library web site is easy to use	0.75
Northern Campus Library and Learning Commons (45 responses)	Gap score
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	0.71
Opening hours meet my needs	0.65
The items I'm looking for on the library shelves are usually there	0.63
I can find a place in the Library to work in a group when I need to	0.55
Course specific resources (e.g. Course Reserve, Exam Papers) meet my learning needs	0.52
Waitakere Library, level 3 (274 responses)	Gap score
I can find a quiet place in the Library to study when I need to	1.43
I can find a place in the Library to work in a group when I need to	1.06
The items I'm looking for on the library shelves are usually there	0.91
I can get wireless access in the Library when I need to	0.89
Course specific resources (e.g. Course Reserve, Exam Papers) meet my learning needs	0.87
Waitakere, Te Puna Ora (14 responses)	Gap score
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	1.09
When I am away from campus I can access the Library resources and services I need	1.09
The items I'm looking for on the library shelves are usually there	1.08
I can find a quiet place in the Library to study when I need to	1.00
The Library is a good place to study	0.85

What single category best describes you?

Unitec Institute of Technology Library Client Survey, September 2014	
Top 5 gap scores by demographic	
What single category best describes you?	Unique factor
Certificate student (195 responses)	Gap score
A computer is available when I need one	0.68
I can find a quiet place in the Library to study when I need to	0.61
I can find a place in the Library to work in a group when I need to	0.49
The items I'm looking for on the library shelves are usually there	0.45
The library web site is easy to use	0.43
Diploma student (198 responses)	Gap score
A computer is available when I need one	1.22
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.89
I can find a quiet place in the Library to study when I need to	0.87
The library catalogue/LibrarySearch is easy to use	0.80
The items I'm looking for on the library shelves are usually there	0.71
Bachelors student (623 responses)	Gap score
I can find a quiet place in the Library to study when I need to	1.18
A computer is available when I need one	1.17
I can find a place in the Library to work in a group when I need to	0.88
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.88
I can get wireless access in the Library when I need to	0.84
Postgraduate student (115 responses)	Gap score
Online resources (eg ejournals, databases, ebooks) meet my learning and research needs	1.20
I can find a quiet place in the Library to study when I need to	1.10
The library catalogue/LibrarySearch is easy to use	1.10
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	0.97
Opening hours meet my needs	0.96
Academic/Research staff (40 responses)	Gap score
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	1.01
Online resources (eg ejournals, databases, ebooks) meet my learning and research needs	0.87
The library catalogue/LibrarySearch is easy to use	0.82
The items I'm looking for on the library shelves are usually there	0.59
The library web site is easy to use	0.57
Allied/professional Staff (25 responses)	Gap score
The library web site is easy to use	1.07
I can find a quiet place in the Library to study when I need to	1.00
Online resources (eg ejournals, databases, ebooks) meet my learning and research needs	0.85
I can find a place in the Library to work in a group when I need to	0.80
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	0.75
Other (33 responses)	Gap score
I can find a quiet place in the Library to study when I need to	1.17
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	0.71
I can get wireless access in the Library when I need to	0.68
The Library is a good place to study	0.57
Library services (including staff, resources, spaces) contribute to success in my study and/or research	0.51

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

Unitec Institute of Technology Library Client Survey, September 2014	
Top 5 gap scores by demographic	
What is your major area of study, teaching or research?	Unique factor
Applied Technology and Trades (65 responses)	Gap score
A computer is available when I need one	1.00
Opening hours meet my needs	0.53
The library web site is easy to use	0.51
Library online tools (e.g. subject guides, tutorials, videos etc) are clear and useful	0.50
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.49
Architecture and Landscape (74 responses)	Gap score
A computer is available when I need one	1.45
I can find a quiet place in the Library to study when I need to	0.83
Online resources (eg ejournals, databases, ebooks) meet my learning and research needs	0.80
The items I'm looking for on the library shelves are usually there	0.74
Printing, scanning and photocopying facilities in the Library meet my needs	0.65
Bridgepoint (30 responses)	Gap score
I can find a place in the Library to work in a group when I need to	0.71
The Library is a good place to study	0.54
I can find a quiet place in the Library to study when I need to	0.39
A computer is available when I need one	0.32
The library web site is easy to use	0.27
Business Studies (152 responses)	Gap score
A computer is available when I need one	1.24
I can find a quiet place in the Library to study when I need to	1.04
The library catalogue/LibrarySearch is easy to use	0.92
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.79
The library web site is easy to use	0.77
Communication Studies (29 responses)	Gap score
I can find a quiet place in the Library to study when I need to	1.54
The Library is a good place to study	1.42
A computer is available when I need one	1.26
Online resources (eg ejournals, databases, ebooks) meet my learning and research needs	1.16
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	1.09
Community and Social Practice (89 responses)	Gap score
The items I'm looking for on the library shelves are usually there	1.05
I can find a quiet place in the Library to study when I need to	1.01
I can find a place in the Library to work in a group when I need to	1.00
Course specific resources (e.g. Course Reserve, Exam Papers) meet my learning needs	0.91
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	0.80
Computing and Information Technology (130 responses)	Gap score
A computer is available when I need one	1.01
I can find a quiet place in the Library to study when I need to	0.89
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	0.74
Course specific resources (e.g. Course Reserve, Exam Papers) meet my learning needs	0.70

Unitec Institute of Technology Library Client Survey, September 2014	
Top 5 gap scores by demographic	
What is your major area of study, teaching or research?	Unique factor
Construction and Civil Engineering (113 responses)	Gap score
A computer is available when I need one	1.44
Laptop facilities (e.g. desks, power) in the Library meet my needs	1.27
I can find a quiet place in the Library to study when I need to	0.94
Opening hours meet my needs	0.85
I can find a place in the Library to work in a group when I need to	0.79
Design and Creative Arts (55 responses)	Gap score
A computer is available when I need one	0.93
Library signage is clear	0.82
The library web site is easy to use	0.81
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	0.78
The library catalogue/LibrarySearch is easy to use	0.70
Education (64 responses)	Gap score
The library catalogue/LibrarySearch is easy to use	1.21
A computer is available when I need one	0.95
The library web site is easy to use	0.94
I can find a quiet place in the Library to study when I need to	0.79
The items I'm looking for on the library shelves are usually there	0.72
Health (210 responses)	Gap score
I can find a quiet place in the Library to study when I need to	1.70
I can get wireless access in the Library when I need to	1.17
The Library is a good place to study	1.09
I can find a place in the Library to work in a group when I need to	1.03
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.97
Language Studies (32 responses)	Gap score
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	0.64
Library signage is clear	0.57
The Library web site provides useful information	0.49
I can get wireless access in the Library when I need to	0.47
Self Service (e.g. self check loans, renewals, requests) meets my needs	0.46
Natural Sciences (72 responses)	Gap score
A computer is available when I need one	1.48
The library catalogue/LibrarySearch is easy to use	1.07
I can find a quiet place in the Library to study when I need to	1.02
Online resources (eg e-journals, databases, ebooks) meet my learning and research needs	0.99
The library web site is easy to use	0.97
Performing and Screen Arts (34 responses)	Gap score
A computer is available when I need one	1.96
The Library is a good place to study	1.28
The library catalogue/LibrarySearch is easy to use	1.20
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	1.13
The items I'm looking for on the library shelves are usually there	1.12

Unitec Institute of Technology Library Client Survey, September 2014	
Top 5 gap scores by demographic	
What is your major area of study, teaching or research?	Unique factor
Sport (33 responses)	Gap score
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.93
A computer is available when I need one	0.68
The library web site is easy to use	0.66
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	0.63
I can get wireless access in the Library when I need to	0.61
Other/not applicable (45 responses)	Gap score
The Library anticipates my learning and research needs	1.12
I can find a quiet place in the Library to study when I need to	0.99
Opening hours meet my needs	0.88
Online resources (eg ejournals, databases, ebooks) meet my learning and research needs	0.73
I can get wireless access in the Library when I need to	0.71

Which ethnic/cultural group do you most identify with?

Unitec Institute of Technology Library Client Survey, September 2014	
Top 5 gap scores by demographic	
Which ethnic/cultural group do you most identify with?	Unique factor
New Zealand European (486 responses)	Gap score
I can find a quiet place in the Library to study when I need to	1.17
A computer is available when I need one	1.13
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.88
The library catalogue/LibrarySearch is easy to use	0.85
The library web site is easy to use	0.84
Maori (86 responses)	Gap score
I can find a quiet place in the Library to study when I need to	0.89
A computer is available when I need one	0.79
The Library is a good place to study	0.75
The items I'm looking for on the library shelves are usually there	0.66
Opening hours meet my needs	0.64
Chinese (110 responses)	Gap score
I can find a quiet place in the Library to study when I need to	0.91
A computer is available when I need one	0.68
I can find a place in the Library to work in a group when I need to	0.52
Opening hours meet my needs	0.47
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.46
Other Asian (105 responses)	Gap score
A computer is available when I need one	1.17
I can find a quiet place in the Library to study when I need to	1.01
The library catalogue/LibrarySearch is easy to use	0.88
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.88
The library web site is easy to use	0.85
Indian (127 responses)	Gap score
A computer is available when I need one	0.77
Course specific resources (e.g. Course Reserve, Exam Papers) meet my learning needs	0.64
I can find a quiet place in the Library to study when I need to	0.64
Online resources (eg ejournals, databases, ebooks) meet my learning and research needs	0.62
The items I'm looking for on the library shelves are usually there	0.57
Pasifika (158 responses)	Gap score
A computer is available when I need one	1.02
I can find a quiet place in the Library to study when I need to	0.82
I can get wireless access in the Library when I need to	0.74
Opening hours meet my needs	0.74
The Library is a good place to study	0.69
Other (158 responses)	Gap score
A computer is available when I need one	1.30
I can find a quiet place in the Library to study when I need to	1.20
The library catalogue/LibrarySearch is easy to use	1.12
I can find a place in the Library to work in a group when I need to	1.05
The items I'm looking for on the library shelves are usually there	1.05

In what year did you first start Unitec?

Unitec Institute of Technology Library Client Survey, September 2014	
Top 5 gap scores by demographic	
In what year did you first start Unitec?	Unique factor
Before 2010 (115 responses)	Gap score
A computer is available when I need one	1.02
Online resources (eg ejournals, databases, ebooks) meet my learning and research needs	0.80
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	0.78
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.73
The library catalogue/LibrarySearch is easy to use	0.66
2010 (51 responses)	Gap score
I can find a quiet place in the Library to study when I need to	1.53
A computer is available when I need one	1.42
Online resources (eg ejournals, databases, ebooks) meet my learning and research needs	1.18
I can find a place in the Library to work in a group when I need to	1.15
The library catalogue/LibrarySearch is easy to use	1.10
2011 (86 responses)	Gap score
I can find a quiet place in the Library to study when I need to	1.32
A computer is available when I need one	1.23
Laptop facilities (e.g. desks, power) in the Library meet my needs	1.18
The Library is a good place to study	1.16
I can get wireless access in the Library when I need to	1.06
2012 (174 responses)	Gap score
A computer is available when I need one	1.41
I can find a quiet place in the Library to study when I need to	1.38
I can find a place in the Library to work in a group when I need to	1.10
The Library is a good place to study	1.08
Opening hours meet my needs	1.04
2013 (267 responses)	Gap score
I can find a quiet place in the Library to study when I need to	1.25
A computer is available when I need one	1.09
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.95
The library catalogue/LibrarySearch is easy to use	0.88
I can find a place in the Library to work in a group when I need to	0.79
2014 (538 responses)	Gap score
A computer is available when I need one	0.80
I can find a quiet place in the Library to study when I need to	0.72
The library web site is easy to use	0.68
The items I'm looking for on the library shelves are usually there	0.63
The library catalogue/LibrarySearch is easy to use	0.60

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.

