insync ™ surveys research consulting

Unitec Institute of Technology

Library Client Survey

September 2016

Key Findings Report

Contents

1. Introduction

Background

Insync ensures that libraries can measure performance against each other, which in turn enables libraries to develop the highest possible standards of service for library users. Consistent with this principle, Insync was retained by 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 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 2016 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 fourth 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 82.5%. 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 1.1% since the previous survey in 2014.

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, the Library being good place to study, and off campus access to Library resources and services.

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, access to wireless, the adequacy of self service and printing, scanning and photocopying facilities, and the Library being a good place to study.

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

- *Library staff treat me fairly and without discrimination*

- *Library staff are approachable and helpful*

- *Library staff are readily available to assist me*

- *Library staff provide accurate answers to my enquiries*

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

- *Printing, scanning and photocopying facilities in the Library meet my needs*

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

- *The Library is a good place to study*

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 89.1%. The lowest score was identified on *Communication* at 78.8%.

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

Communication, Service delivery, Facilities and Equipment and *Information resources* are all performing in the first quartile, with each recording improved performance scores since the previous survey. *Library staff* is performing just above the benchmark median, and has recorded a slightly lower score this year in comparison to 2014. 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 2016	78.8%	81.1%	80.9%	89.1%	81.9%	82.5%
September 2014	77.6%	80.0%	78.5%	89.9%	80.2%	81.4%
Current Highest	81.5%	83.5%	83.7%	92.5%	84.0%	84.8%
Median	76.5%	79.3%	76.2%	88.7%	80.8%	80.7%
Current Lowest	70.7%	72.2%	67.4%	85.0%	74.7%	74.4%

Note: Benchmark data relates to latest survey

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

- *A computer is available when I need one*

- *Course specific resources (e.g. Course Reserve, Exam Papers) meet my learning needs*

In conclusion, this year there has been overall improvement in the performance of the Library in many areas since the previous survey in 2014, a very pleasing result.

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 2128 responses. This number provides an excellent degree of confidence in the results obtained at the overall level. The number of responses received is substantially higher than the 2014 survey, in which 1231 responses were generated.

Unitec Library Client Survey, September 2016		
Response statistics		
Total		**2128**
Which facility do you use most?	**n**	**%**
Mt Albert, Hub Library	1112	52.3%
Mt Albert, Hub Learning Commons computing area	185	8.7%
Mt Albert, Building One Library	354	16.6%
Waitakere Library, level 3	407	19.1%
Unspecified	70	3.3%
What single category best describes you?		
Certificate student	371	17.4%
Diploma student	331	15.6%
Bachelors student	933	43.8%
Postgraduate student	297	14.0%
Academic/Research staff	66	3.1%
Allied/professional Staff	32	1.5%
Other	85	4.0%
Unspecified	13	0.6%
What is your major area of study, teaching or research?		
Applied Technology and Trades, including vehicle systems, automotive, plumbing	132	6.2%
Architecture and Landscape Architecture	175	8.2%
Bridgepoint	66	3.1%
Business Studies	249	11.7%
Communication Studies	40	1.9%
Community Development and Social Practice, including Sport	134	6.3%
Computing and Information Technology	237	11.1%
Construction and Civil Engineering	218	10.2%
Creative Industries and Design	58	2.7%
Education, including GDHE, Early Childhood Education and Mindlab courses	158	7.4%
Health	279	13.1%
Language Studies	82	3.9%
Natural Sciences / Environmental and Animal Sciences	111	5.2%
Performing and Screen Arts	53	2.5%
Other/not applicable	130	6.1%
Unspecified	6	0.3%

Unitec Library Client Survey, September 2016		
Response statistics		
Total		2128
Which ethnic/cultural group do you most identify with?	**n**	**%**
New Zealand European	765	35.9%
Maori	160	7.5%
Chinese	255	12.0%
Other Asian	165	7.8%
Indian	252	11.8%
Pasifika	254	11.9%
Other	269	12.6%
Unspecified	8	0.4%
In what year did you first start Unitec?		
Before 2010	126	5.9%
2010	31	1.5%
2011	49	2.3%
2012	98	4.6%
2013	146	6.9%
2014	275	12.9%
2015	444	20.9%
2016	953	44.8%
Unspecified	6	0.3%
How often do you need to be on campus?		
Daily	566	26.6%
2-4 days a week	891	41.9%
Weekly	177	8.3%
Fortnightly	16	0.8%
Monthly	25	1.2%
Rarely (i.e. a few times a year)	81	3.8%
Never	70	3.3%
Unspecified	302	14.2%

<table>
<tr><td colspan="3">**Unitec**
Library Client Survey, September 2016</td></tr>
<tr><td colspan="3">**Response statistics**</td></tr>
<tr><td colspan="2">Total</td><td>2128</td></tr>
</table>

How often do you come into the Library/ Commons?	n	%
Daily	241	11.3%
2–4 days a week	633	29.7%
Weekly	422	19.8%
Fortnightly	146	6.9%
Monthly	133	6.3%
Rarely (ie. A few times a year)	164	7.7%
Never	64	3.0%
Unspecified	325	15.3%
How often do you access the Library online?		
Daily	236	11.1%
2-4 days a week	538	25.3%
Weekly	448	21.1%
Fortnightly	190	8.9%
Monthly	144	6.8%
Rarely (i.e. a few times a year)	191	9.0%
Never	66	3.1%
Unspecified	315	14.8%

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			2128
	Importance			
	Mean	Rank	#	%
Library staff are approachable and helpful	5.82	1	147	6.91%
Library staff provide accurate answers to my enquiries	5.80	2	164	7.71%
Library staff are readily available to assist me	5.80	3	155	7.28%
Library staff treat me fairly and without discrimination	5.73	4	152	7.14%
I can get wireless access in the Library when I need to	5.62	5	153	7.19%
Printing, scanning and photocopying facilities in the Library meet my needs	5.57	6	157	7.38%
Library services (including staff, resources, spaces) contribute to success in my study and/or research	5.54	7	194	9.12%
The Library is a good place to study	5.50	8	160	7.52%
The Library web site provides useful information	5.47	9	199	9.35%
Online resources (eg ejournals, databases, ebooks) meet my learning and research needs	5.46	10	166	7.80%
Face-to-face enquiry services meet my needs	5.41	11	198	9.30%
Library online tools (e.g. subject guides, tutorials, videos etc) are clear and useful	5.41	12	214	10.06%
Laptop facilities (e.g. desks, power) in the Library meet my needs	5.39	13	162	7.61%
The items I'm looking for on the library shelves are usually there	5.35	14	200	9.40%
Self Service (e.g. self check loans, auto-renewals requests) meets my needs	5.33	15	226	10.62%
I can find a place in the Library to work in a group when I need to	5.33	16	172	8.08%
I can find a quiet place in the Library to study when I need to	5.32	17	157	7.38%
Books and articles I have requested from other Unitec libraries and Unitec campuses are delivered promptly	5.32	18	258	12.12%
Online enquiry services (e.g. Live Help online chat) meet my needs	5.27	19	244	11.47%
Library signage is clear	5.26	20	205	9.63%
A computer is available when I need one	5.26	21	166	7.80%
Online assistance and training for finding information is adequate	5.22	22	223	10.48%
When I am away from campus I can access the Library resources and services I need	5.21	23	166	7.80%
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	5.21	24	177	8.32%
The library catalogue/LibrarySearch is easy to use	5.19	25	157	7.38%
Course specific resources (e.g. Course Reserve, Exam Papers) meet my learning needs	5.18	26	194	9.12%
The library web site is easy to use	5.18	27	150	7.05%
Opening hours meet my needs	5.17	28	184	8.65%
The Library anticipates my learning and research needs	5.12	29	233	10.95%
I am kept informed about Library services	4.78	30	224	10.53%
Library workshops and classes help me with my learning and research needs	4.76	31	294	13.82%

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 2016 Top 10 importance	Mean (1 = low, 7 = high)	September 2014 Top 10 importance	Mean (1 = low, 7 = high)
Library staff are approachable and helpful	6.46	I can get wireless access in the Library when I need to	6.51
Library staff treat me fairly and without discrimination	6.44	Library staff are approachable and helpful	6.50
Library staff provide accurate answers to my enquiries	6.43	Library staff provide accurate answers to my enquiries	6.46
I can get wireless access in the Library when I need to	6.43	Library staff treat me fairly and without discrimination	6.46
Library staff are readily available to assist me	6.40	Library staff are readily available to assist me	6.42
The library web site is easy to use	6.36	Printing, scanning and photocopying facilities in the Library meet my needs	6.40
The Library is a good place to study	6.35	The library web site is easy to use	6.29
The library catalogue/LibrarySearch is easy to use	6.33	The Library is a good place to study	6.28
Printing, scanning and photocopying facilities in the Library meet my needs	6.31	The library catalogue/LibrarySearch is easy to use	6.28
When I am away from campus I can access the Library resources and services I need	6.30	I can find a quiet place in the Library to study when I need to	6.28

■ Common to 2016 and 2014

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, the Library being good place to study, and off campus access to Library resources and services.

How clients believe the Library is performing

The table below reports, in descending order, the 10 factors ranked highest in performance by users in 2016 as compared with those ranked highest in 2014.

September 2016 Top 10 performance	Mean (1 = low, 7 = high)	September 2014 Top 10 performance	Mean (1 = low, 7 = high)
Library staff treat me fairly and without discrimination*2	6.35	Library staff treat me fairly and without discrimination	6.40
Library staff are approachable and helpful*1	6.24	Library staff are approachable and helpful	6.33
Library staff are readily available to assist me*5	6.19	Library staff provide accurate answers to my enquiries	6.23
Library staff provide accurate answers to my enquiries*3	6.18	Library staff are readily available to assist me	6.21
I can get wireless access in the Library when I need to*4	6.01	Face-to-face enquiry services meet my needs	6.02
Face-to-face enquiry services meet my needs	5.99	Printing, scanning and photocopying facilities in the Library meet my needs	5.94
Self Service (e.g. self check loans, auto-renewals requests) meets my needs	5.95	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*9	5.91	I can get wireless access in the Library when I need to	5.86
When I am away from campus I can access the Library resources and services I need*10	5.90	When I am away from campus I can access the Library resources and services I need	5.81
The Library is a good place to study*7	5.83	Books and articles I have requested from other Unitec libraries and Unitec campuses are delivered promptly	5.73

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

■ Common to 2016 and 2014

The survey identified 31 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, access to wireless, the adequacy of self service and printing, scanning and photocopying facilities, and the Library being a good place to study.

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

- *Library staff treat me fairly and without discrimination*

- *Library staff are approachable and helpful*

- *Library staff are readily available to assist me*

- *Library staff provide accurate answers to my enquiries*

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

- *Printing, scanning and photocopying facilities in the Library meet my needs*

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

- *The Library is a good place to study*

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 2016 as compared with those ranked lowest in 2014. Please note that the lowest performing variable appears first on the list.

September 2016 Lowest 10 performance	Mean (1 = low, 7 = high)	September 2014 Lowest 10 performance	Mean (1 = low, 7 = high)
I am kept informed about Library services	5.20	A computer is available when I need one	4.98
A computer is available when I need one	5.24	I am kept informed about Library services	5.10
The Library anticipates my learning and research needs	5.39	I can find a quiet place in the Library to study when I need to	5.27
Library workshops and classes help me with my learning and research needs	5.50	The Library anticipates my learning and research needs	5.30
Online assistance and training for finding information is adequate	5.52	Library workshops and classes help me with my learning and research needs	5.30
The items I'm looking for on the library shelves are usually there	5.54	Online assistance and training for finding information is adequate	5.34
I can find a quiet place in the Library to study when I need to	5.54	The items I'm looking for on the library shelves are usually there	5.36
I can find a place in the Library to work in a group when I need to	5.55	Laptop facilities (e.g. desks, power) in the Library meet my needs	5.38
Laptop facilities (e.g. desks, power) in the Library meet my needs	5.55	I can find a place in the Library to work in a group when I need to	5.42
Library signage is clear	5.56	Library signage is clear	5.48

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

■ Common to 2016 and 2014

Where clients believe the Library can improve

In identifying factors for improvement, Insync 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 2016 and 2014 surveys.

September 2016 Top 10 gaps	Mean (1 = low, 7 = high)	September 2014 Top 10 gaps	Mean (1 = low, 7 = high)
I can find a quiet place in the Library to study when I need to	0.75	A computer is available when I need one	1.03
A computer is available when I need one	0.74	I can find a quiet place in the Library to study when I need to	1.01
The library web site is easy to use*6	0.65	The library catalogue/LibrarySearch is easy to use	0.74
The library catalogue/LibrarySearch is easy to use*8	0.64	Laptop facilities (e.g. desks, power) in the Library meet my needs	0.73
Course specific resources (e.g. Course Reserve, Exam Papers) meet my learning needs	0.60	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	0.58	The library web site is easy to use	0.70
Online resources (eg ejournals, databases, ebooks) meet my learning and research needs	0.56	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	0.56	Online resources (eg ejournals, databases, ebooks) meet my learning and research needs	0.68
Opening hours meet my needs	0.54	Course specific resources (e.g. Course Reserve, Exam Papers) meet my learning needs	0.66
The Library is a good place to study*7	0.52	The Library is a good place to study	0.65

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

■ Common to 2016 and 2014

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

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

- *The library web site is easy to use*
  (a top 25% benchmark performer)

- *The library catalogue/LibrarySearch is easy to use*
  (a top 25% benchmark performer)

- *The Library is a good place to study*
  (also a top 25% benchmark performer)

The gap grid analysis

Analysis of the gap sores 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.
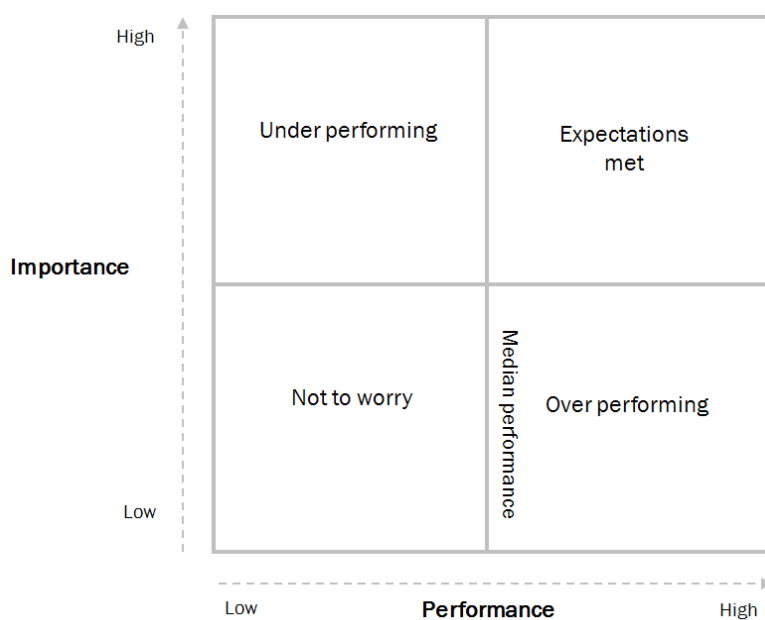
## Prioritising potential improvement opportunities

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

- *A computer is available when I need one*

- *Course specific resources (e.g. Course Reserve, Exam Papers) meet my learning needs*

Comparison with other libraries

Weighted performance index

The Library recorded an overall score of 82.5%. 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 1.1% since the previous survey in 2014.

Weighted performance index
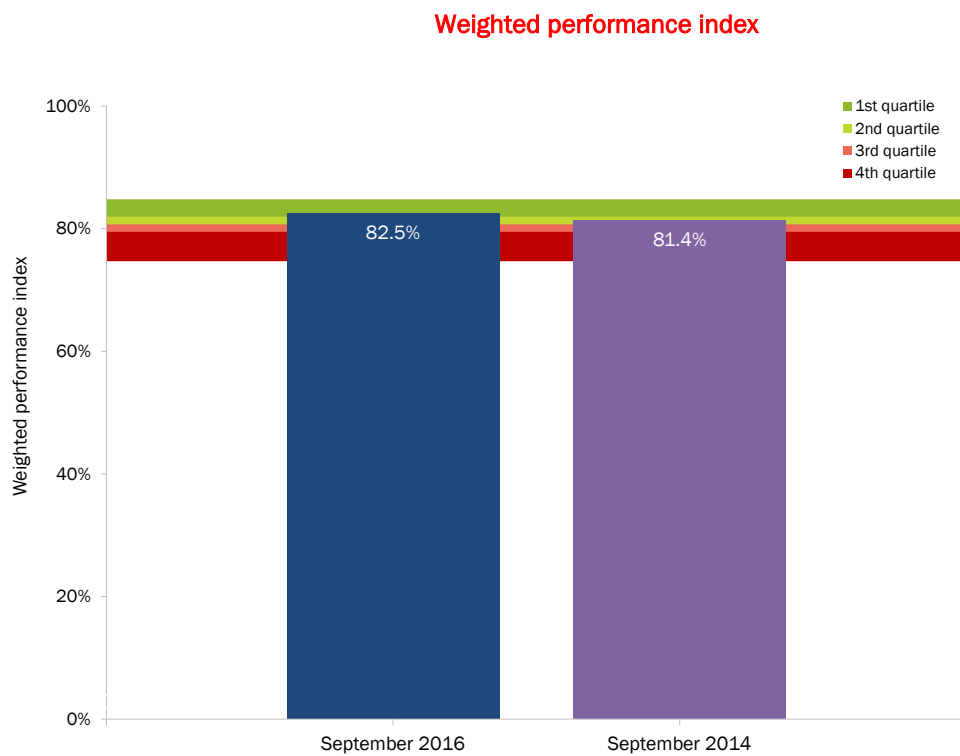
Note: Benchmark data relates to latest survey

Best practice categories

The following graph shows the performance scores of the Library, within the range of other library scores, across the five best practice categories. At the time the survey was administered, 30 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).

Communication, Service delivery, Facilities and Equipment and *Information resources* are all performing in the first quartile, with each recording improved performance scores since the previous survey. *Library staff* is performing just above the benchmark median, and has recorded a slightly lower score this year in comparison to 2014.

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 89.1%. The lowest score was identified on *Communication* at 78.8%.

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

Scorecard

	Communication	Service delivery	Facilities & equipment	Library staff	Information resources	Weighted total
Weighting	15%	22%	18%	20%	25%	100%
September 2016	78.8%	81.1%	80.9%	89.1%	81.9%	82.5%
September 2014	77.6%	80.0%	78.5%	89.9%	80.2%	81.4%
Current Highest	81.5%	83.5%	83.7%	92.5%	84.0%	84.8%
Median	76.5%	79.3%	76.2%	88.7%	80.8%	80.7%
Current Lowest	70.7%	72.2%	67.4%	85.0%	74.7%	74.4%

Note: Benchmark data relates to latest survey

Overall satisfaction

Users were asked to provide a general assessment of their satisfaction with the Library (see graph below). In this case, the overall average of 5.78 places the Library in the second quartile (or top 50%) when compared with other libraries that have surveyed over the last two years.
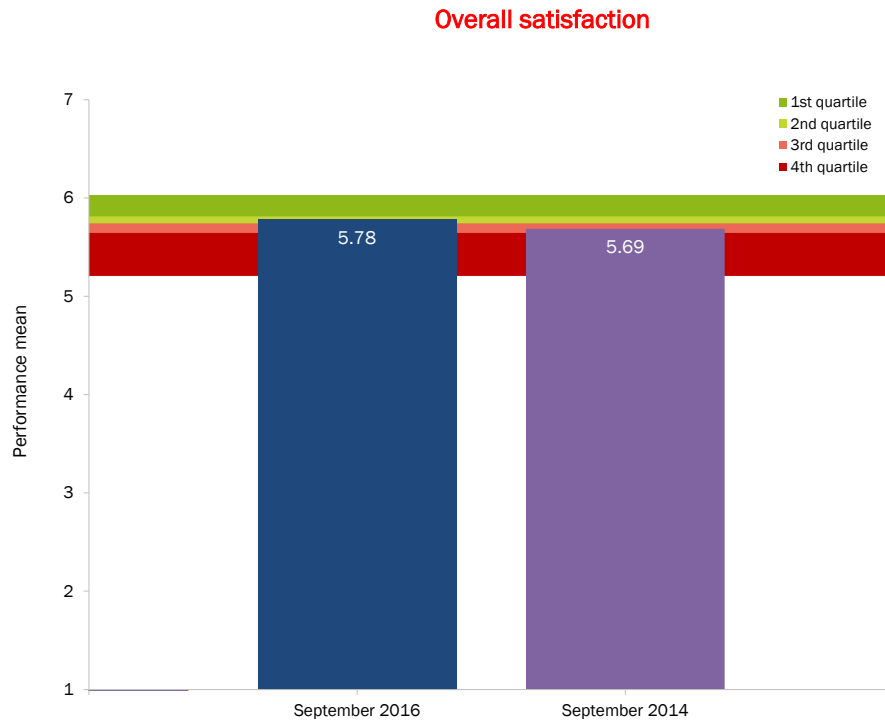
Note: Benchmark data relates to latest survey

Looking for Information

Respondents were queried about how they approach research, use of devices and access to the internet. The following graphs display the preferences of respondents for each statement.

Why do you usually come into the Library?
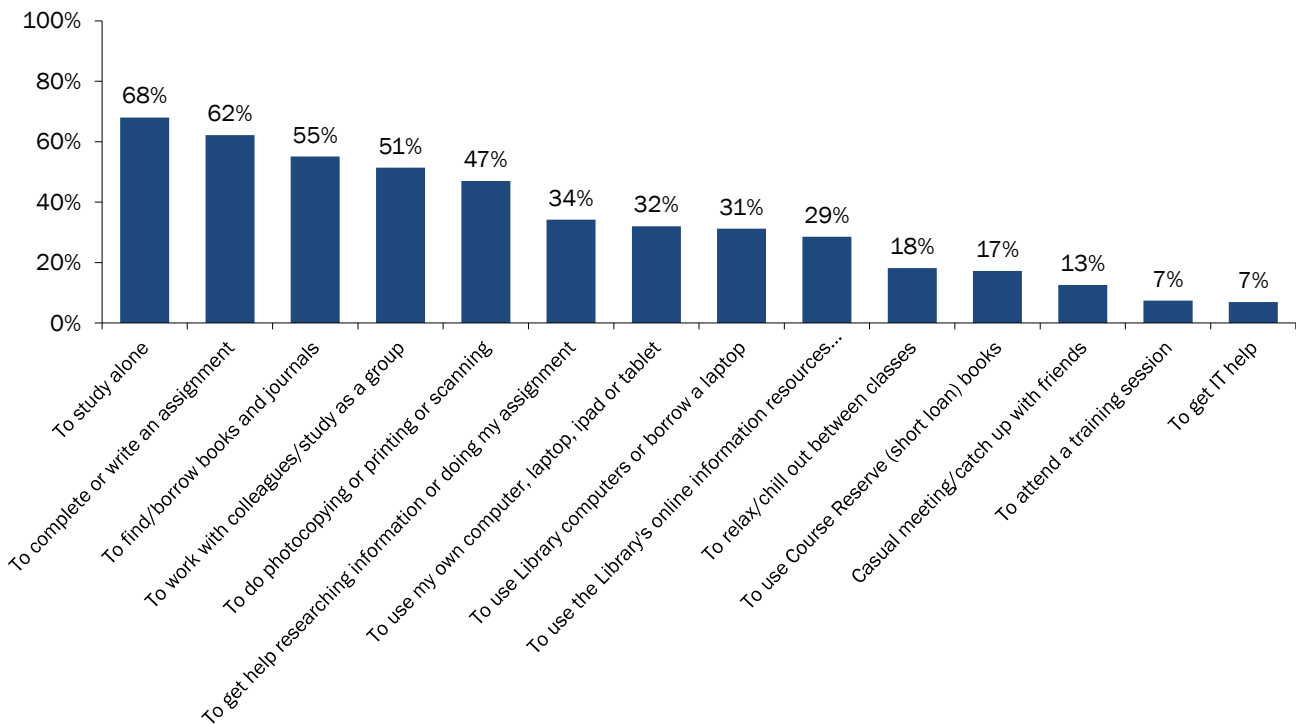
N=1924

When I research a topic, I:
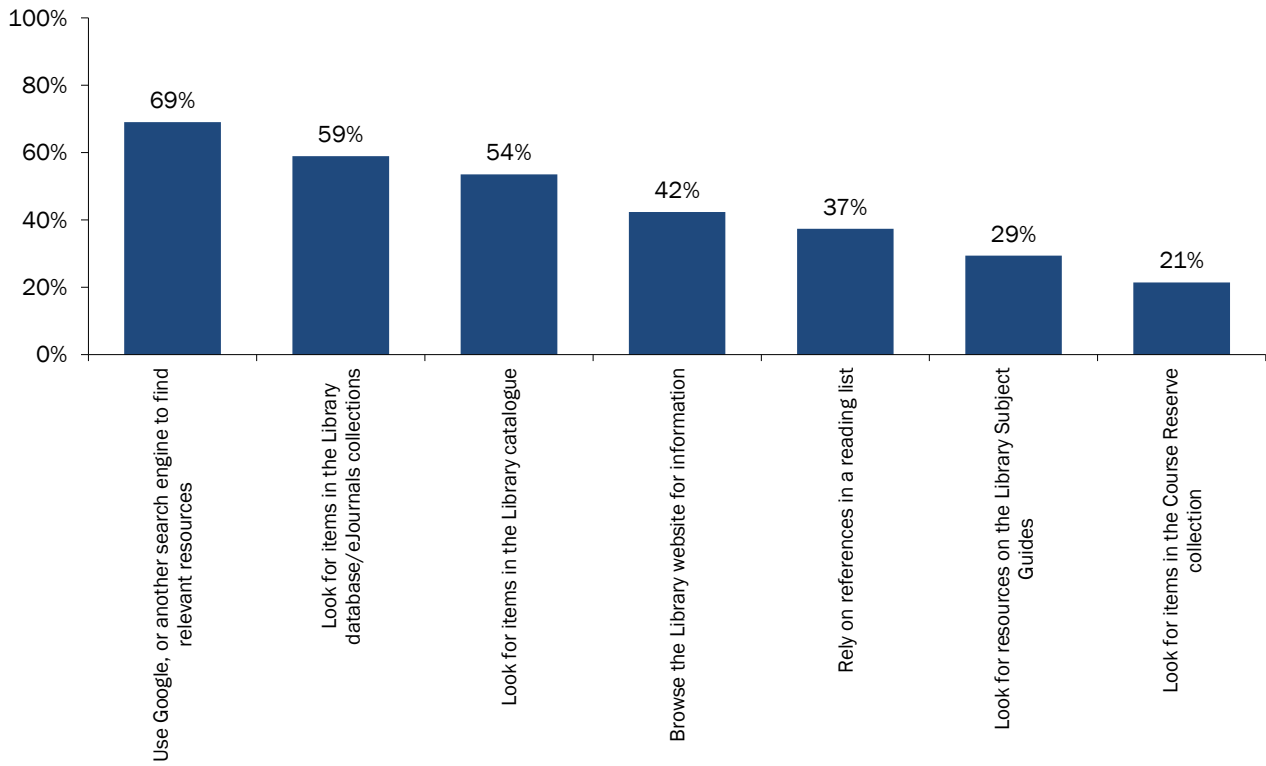
N=1916

Do you own a computer or laptop or ipad or tablet?

20%

80%

- Yes
- No
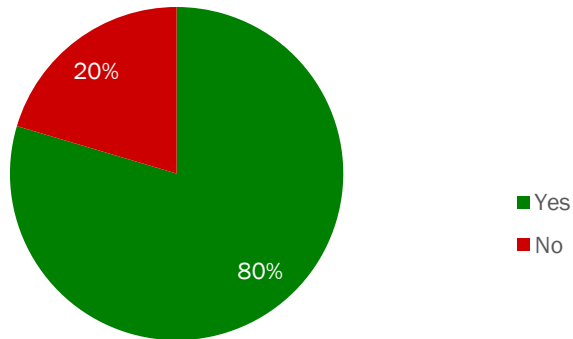
Total responses: 1951 respondents

N=1951

Do you have access to the internet at home?

4%

96%

- Yes
- No
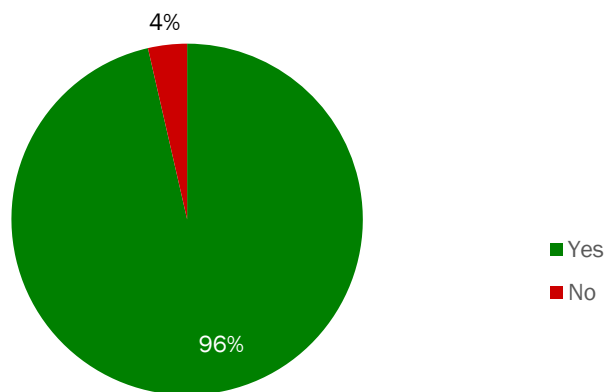
Total responses: 1953 respondents

N=1953

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/Commons?

Unitec Library Client Survey, September 2016 Top 5 gap scores by demographic How often do you come into the Library/ Commons?	Unique factor
Daily (241 responses)	**Gap score**
Opening hours meet my needs	0.80
A computer is available when I need one	0.76
I can find a quiet place in the Library to study when I need to	0.71
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.54
The Library is a good place to study	0.53
2–4 days a week (633 responses)	**Gap score**
I can find a quiet place in the Library to study when I need to	0.86
A computer is available when I need one	0.81
I can find a place in the Library to work in a group when I need to	0.74
Course specific resources (e.g. Course Reserve, Exam Papers) meet my learning needs	0.71
Opening hours meet my needs	0.69
Weekly (422 responses)	**Gap score**
I can find a quiet place in the Library to study when I need to	0.74
A computer is available when I need one	0.73
The library catalogue/LibrarySearch is easy to use	0.62
Online resources (eg ejournals, databases, ebooks) meet my learning and research needs	0.62
The library web site is easy to use	0.59
Fortnightly (146 responses)	**Gap score**
The library web site is easy to use	0.71
I can find a quiet place in the Library to study when I need to	0.66
A computer is available when I need one	0.61
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.59
The library catalogue/LibrarySearch is easy to use	0.57
Monthly (133 responses)	**Gap score**
A computer is available when I need one	1.05
I can find a quiet place in the Library to study when I need to	0.95
The library web site is easy to use	0.92
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.87
The library catalogue/LibrarySearch is easy to use	0.80
Rarely (ie. A few times a year) (164 responses)	**Gap score**
The library web site is easy to use	0.86
A computer is available when I need one	0.79
The library catalogue/LibrarySearch is easy to use	0.77
Online resources (eg ejournals, databases, ebooks) meet my learning and research needs	0.69
The items I'm looking for on the library shelves are usually there	0.67
Never (64 responses)	**Gap score**
The library catalogue/LibrarySearch is easy to use	1.31
Online resources (eg ejournals, databases, ebooks) meet my learning and research needs	1.30
The library web site is easy to use	1.30
Course specific resources (e.g. Course Reserve, Exam Papers) meet my learning needs	0.96
Library staff are approachable and helpful	0.95

How often do you access the Library online?

Unitec Library Client Survey, September 2016 Top 5 gap scores by demographic How often do you access the Library online?	Unique factor
Daily (236 responses)	**Gap score**
I can find a quiet place in the Library to study when I need to	0.77
A computer is available when I need one	0.53
The library catalogue/LibrarySearch is easy to use	0.51
The Library is a good place to study	0.51
Opening hours meet my needs	0.49
2-4 days a week (538 responses)	**Gap score**
A computer is available when I need one	0.74
I can find a quiet place in the Library to study when I need to	0.73
Course specific resources (e.g. Course Reserve, Exam Papers) meet my learning needs	0.66
Opening hours meet my needs	0.63
The Library is a good place to study	0.62
Weekly (448 responses)	**Gap score**
I can find a quiet place in the Library to study when I need to	0.75
A computer is available when I need one	0.67
I can find a place in the Library to work in a group when I need to	0.64
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.64
The library web site is easy to use	0.61
Fortnightly (190 responses)	**Gap score**
A computer is available when I need one	1.02
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	0.81
Online resources (eg ejournals, databases, ebooks) meet my learning and research needs	0.78
The library web site is easy to use	0.74
Monthly (144 responses)	**Gap score**
A computer is available when I need one	1.11
The library catalogue/LibrarySearch is easy to use	0.93
The library web site is easy to use	0.89
The items I'm looking for on the library shelves are usually there	0.80
Course specific resources (e.g. Course Reserve, Exam Papers) meet my learning needs	0.74
Rarely (i.e. a few times a year) (191 responses)	**Gap score**
A computer is available when I need one	1.05
The library catalogue/LibrarySearch is easy to use	0.95
I can find a quiet place in the Library to study when I need to	0.93
The library web site is easy to use	0.91
I can find a place in the Library to work in a group when I need to	0.76
Never (66 responses)	**Gap score**
The library web site is easy to use	1.10
I can find a quiet place in the Library to study when I need to	0.92
Books and articles I have requested from other Unitec libraries and Unitec campuses are delivered promptly	0.70
Opening hours meet my needs	0.69
The Library is a good place to study	0.65

How often do you need to be on campus?

Unitec Library Client Survey, September 2016 Top 5 gap scores by demographic How often do you need to be on campus?	Unique factor
Daily (566 responses)	**Gap score**
I can find a quiet place in the Library to study when I need to	0.92
A computer is available when I need one	0.89
Opening hours meet my needs	0.73
The items I'm looking for on the library shelves are usually there	0.73
Course specific resources (e.g. Course Reserve, Exam Papers) meet my learning needs	0.69
2-4 days a week (891 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	0.77
Course specific resources (e.g. Course Reserve, Exam Papers) meet my learning needs	0.62
The library web site is easy to use	0.62
I can find a place in the Library to work in a group when I need to	0.61
Weekly (177 responses)	**Gap score**
The library catalogue/LibrarySearch is easy to use	0.57
The library web site is easy to use	0.51
The Library anticipates my learning and research needs	0.47
Library services (including staff, resources, spaces) contribute to success in my study and/or research	0.47
I can find a place in the Library to work in a group when I need to	0.46
Fortnightly (16 responses)	**Gap score**
Laptop facilities (e.g. desks, power) in the Library meet my needs	1.58
A computer is available when I need one	1.37
Library signage is clear	1.27
The library web site is easy to use	1.23
I can find a place in the Library to work in a group when I need to	1.00
Monthly (25 responses)	**Gap score**
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.95
Opening hours meet my needs	0.82
The items I'm looking for on the library shelves are usually there	0.81
The Library anticipates my learning and research needs	0.64
A computer is available when I need one	0.62
Rarely (i.e. a few times a year) (81 responses)	**Gap score**
Opening hours meet my needs	0.89
I can find a quiet place in the Library to study when I need to	0.79
The library catalogue/LibrarySearch is easy to use	0.78
The library web site is easy to use	0.77
Online resources (eg ejournals, databases, ebooks) meet my learning and research needs	0.65
Never (70 responses)	**Gap score**
The library web site is easy to use	1.10
The library catalogue/LibrarySearch is easy to use	1.01
Online resources (eg ejournals, databases, ebooks) meet my learning and research needs	0.87
Library online tools (e.g. subject guides, tutorials, videos etc) are clear and useful	0.69
Library staff are approachable and helpful	0.59

What facility do you use most?

Unitec Library Client Survey, September 2016 Top 5 gap scores by demographic Which facility do you use most?	Unique factor
Mt Albert, Hub Library (1112 responses)	**Gap score**
I can find a quiet place in the Library to study when I need to	0.75
A computer is available when I need one	0.73
The library web site is easy to use	0.67
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.63
The library catalogue/LibrarySearch is easy to use	0.60
Mt Albert, Hub Learning Commons computing area (185 responses)	**Gap score**
A computer is available when I need one	1.00
Laptop facilities (e.g. desks, power) in the Library meet my needs	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	0.44
The library catalogue/LibrarySearch is easy to use	0.42
Mt Albert, Building One Library (354 responses)	**Gap score**
A computer is available when I need one	1.09
Opening hours meet my needs	0.81
I can find a quiet place in the Library to study when I need to	0.80
The library catalogue/LibrarySearch is easy to use	0.78
I can find a place in the Library to work in a group when I need to	0.73
Waitakere Library, level 3 (407 responses)	**Gap score**
I can find a quiet place in the Library to study when I need to	0.80
Course specific resources (e.g. Course Reserve, Exam Papers) meet my learning needs	0.71
The items I'm looking for on the library shelves are usually there	0.70
Opening hours meet my needs	0.66
I can find a place in the Library to work in a group when I need to	0.65

What single category best describes you?

Unitec Library Client Survey, September 2016
Top 5 gap scores by demographic
What single category best describes you?

	Unique factor
Certificate student (371 responses)	**Gap score**
A computer is available when I need one	0.64
I can find a place in the Library to work in a group when I need to	0.46
The library web site is easy to use	0.45
I can find a quiet place in the Library to study when I need to	0.45
The library catalogue/LibrarySearch is easy to use	0.43
Diploma student (331 responses)	**Gap score**
A computer is available when I need one	0.92
I can find a quiet place in the Library to study when I need to	0.78
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.76
The library web site is easy to use	0.69
Course specific resources (e.g. Course Reserve, Exam Papers) meet my learning needs	0.68
Bachelors student (933 responses)	**Gap score**
I can find a quiet place in the Library to study when I need to	0.84
Opening hours meet my needs	0.71
A computer is available when I need one	0.70
Course specific resources (e.g. Course Reserve, Exam Papers) meet my learning needs	0.67
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.63
Postgraduate student (297 responses)	**Gap score**
Online resources (eg ejournals, databases, ebooks) meet my learning and research needs	0.95
The library catalogue/LibrarySearch is easy to use	0.86
I can find a quiet place in the Library to study when I need to	0.84
A computer is available when I need one	0.80
The library web site is easy to use	0.80
Academic/Research staff (66 responses)	**Gap score**
The Library is a good place to study	1.41
I can find a place in the Library to work in a group when I need to	1.11
I can find a quiet place in the Library to study when I need to	1.08
The library catalogue/LibrarySearch is easy to use	1.00
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	0.95
Allied/professional Staff (32 responses)	**Gap score**
Library online tools (e.g. subject guides, tutorials, videos etc) are clear and useful	0.78
The library web site is easy to use	0.58
I can find a quiet place in the Library to study when I need to	0.57
Library signage is clear	0.56
The items I'm looking for on the library shelves are usually there	0.48
Other (85 responses)	**Gap score**
The library web site is easy to use	0.79
A computer is available when I need one	0.77
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	0.59
The library catalogue/LibrarySearch is easy to use	0.58
I can find a place in the Library to work in a group when I need to	0.54

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

Unitec Library Client Survey, September 2016
Top 5 gap scores by demographic
What is your major area of study, teaching or research?

| Unique factor |

Applied Technology and Trades, including vehicle systems, automotive, plumbing (132 responses)	Gap score
I can find a quiet place in the Library to study when I need to	0.45
I can find a place in the Library to work in a group when I need to	0.43
The library web site is easy to use	0.41
I can get wireless access in the Library when I need to	0.34
The library catalogue/LibrarySearch is easy to use	0.32
Architecture and Landscape Architecture (175 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	0.93
The items I'm looking for on the library shelves are usually there	0.88
Opening hours meet my needs	0.87
I can find a place in the Library to work in a group when I need to	0.85
Bridgepoint (66 responses)	**Gap score**
A computer is available when I need one	0.81
I can find a quiet place in the Library to study when I need to	0.65
Printing, scanning and photocopying facilities in the Library meet my needs	0.59
The library web site is easy to use	0.56
I can find a place in the Library to work in a group when I need to	0.54
Business Studies (249 responses)	**Gap score**
A computer is available when I need one	0.87
Opening hours meet my needs	0.61
I can find a quiet place in the Library to study when I need to	0.58
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.57
Course specific resources (e.g. Course Reserve, Exam Papers) meet my learning needs	0.50
Communication Studies (40 responses)	**Gap score**
Printing, scanning and photocopying facilities in the Library meet my needs	0.76
The Library web site provides useful information	0.75
I can get wireless access in the Library when I need to	0.68
When I am away from campus I can access the Library resources and services I need	0.65
I can find a quiet place in the Library to study when I need to	0.64
Community Development and Social Practice, including Sport (134 responses)	**Gap score**
I can find a quiet place in the Library to study when I need to	0.93
I can find a place in the Library to work in a group when I need to	0.92
The library catalogue/LibrarySearch is easy to use	0.75
The items I'm looking for on the library shelves are usually there	0.73
Opening hours meet my needs	0.73
Computing and Information Technology (237 responses)	**Gap score**
A computer is available when I need one	0.85
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.79
The library web site is easy to use	0.77
I can find a quiet place in the Library to study when I need to	0.73
The library catalogue/LibrarySearch is easy to use	0.62

Unitec Library Client Survey, September 2016
Top 5 gap scores by demographic
What is your major area of study, teaching or research?

Unique factor

Construction and Civil Engineering (218 responses)	Gap score
A computer is available when I need one	1.07
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.85
I can find a quiet place in the Library to study when I need to	0.85
Opening hours meet my needs	0.70
The library web site is easy to use	0.68
Creative Industries and Design (58 responses)	**Gap score**
A computer is available when I need one	0.97
The Library is a good place to study	0.84
I can find a quiet place in the Library to study when I need to	0.72
I can find a place in the Library to work in a group when I need to	0.72
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.72
Education, including GDHE, Early Childhood Education and Mindlab courses (158 responses)	**Gap score**
The library catalogue/LibrarySearch is easy to use	1.01
The library web site is easy to use	0.88
Course specific resources (e.g. Course Reserve, Exam Papers) meet my learning needs	0.85
Online resources (eg ejournals, databases, ebooks) meet my learning and research needs	0.77
When I am away from campus I can access the Library resources and services I need	0.65
Health (279 responses)	**Gap score**
Course specific resources (e.g. Course Reserve, Exam Papers) meet my learning needs	1.00
I can find a quiet place in the Library to study when I need to	0.93
Online resources (eg ejournals, databases, ebooks) meet my learning and research needs	0.86
Opening hours meet my needs	0.81
The items I'm looking for on the library shelves are usually there	0.70
Language Studies (82 responses)	**Gap score**
I can find a place in the Library to work in a group when I need to	0.64
The items I'm looking for on the library shelves are usually there	0.59
A computer is available when I need one	0.58
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	0.56
The library catalogue/LibrarySearch is easy to use	0.56
Natural Sciences / Environmental and Animal Sciences (111 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	1.22
I can find a place in the Library to work in a group when I need to	0.84
Online resources (eg ejournals, databases, ebooks) meet my learning and research needs	0.84
The library web site is easy to use	0.79
Performing and Screen Arts (53 responses)	**Gap score**
A computer is available when I need one	1.19
The library catalogue/LibrarySearch is easy to use	1.03
The Library web site provides useful information	0.96
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	0.84

Unitec Library Client Survey, September 2016
Top 5 gap scores by demographic
What is your major area of study, teaching or research?

Unique factor

Other/not applicable (130 responses)	Gap score
The library web site is easy to use	0.62
Library online tools (e.g. subject guides, tutorials, videos etc) are clear and useful	0.50
Online enquiry services (e.g. Live Help online chat) meet my needs	0.49
Face-to-face enquiry services meet my needs	0.47
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.42

Which ethnic/cultural group do you most identify with?

Unitec Library Client Survey, September 2016 Top 5 gap scores by demographic Which ethnic/cultural group do you most identify with?	Unique factor
New Zealand European (765 responses)	**Gap score**
I can find a quiet place in the Library to study when I need to	0.93
The library web site is easy to use	0.77
The library catalogue/LibrarySearch is easy to use	0.75
A computer is available when I need one	0.74
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.73
Maori (160 responses)	**Gap score**
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.75
A computer is available when I need one	0.74
Course specific resources (e.g. Course Reserve, Exam Papers) meet my learning needs	0.73
Opening hours meet my needs	0.69
I can find a quiet place in the Library to study when I need to	0.69
Chinese (255 responses)	**Gap score**
A computer is available when I need one	0.74
Opening hours meet my needs	0.69
I can find a quiet place in the Library to study when I need to	0.68
The items I'm looking for on the library shelves are usually there	0.66
The library web site is easy to use	0.63
Other Asian (165 responses)	**Gap score**
A computer is available when I need one	0.87
I can find a quiet place in the Library to study when I need to	0.86
Course specific resources (e.g. Course Reserve, Exam Papers) meet my learning needs	0.75
The library catalogue/LibrarySearch is easy to use	0.70
The library web site is easy to use	0.70
Indian (252 responses)	**Gap score**
A computer is available when I need one	0.65
The library web site is easy to use	0.55
The items I'm looking for on the library shelves are usually there	0.51
The library catalogue/LibrarySearch is easy to use	0.48
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.45
Pasifika (254 responses)	**Gap score**
A computer is available when I need one	0.60
I can find a quiet place in the Library to study when I need to	0.55
Opening hours meet my needs	0.48
I can get wireless access in the Library when I need to	0.46
The library catalogue/LibrarySearch is easy to use	0.40
Other (269 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	0.87
Course specific resources (e.g. Course Reserve, Exam Papers) meet my learning needs	0.82
The library catalogue/LibrarySearch is easy to use	0.80
The items I'm looking for on the library shelves are usually there	0.74

In what year did you first start Unitec?

Unitec Library Client Survey, September 2016
Top 5 gap scores by demographic
In what year did you first start Unitec?

Unique factor

Before 2010 (126 responses)	Gap score
A computer is available when I need one	0.73
I can find a quiet place in the Library to study when I need to	0.71
The library catalogue/LibrarySearch is easy to use	0.63
The Library is a good place to study	0.59
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.57
2010 (31 responses)	**Gap score**
I can find a quiet place in the Library to study when I need to	1.42
Laptop facilities (e.g. desks, power) in the Library meet my needs	1.07
The items I'm looking for on the library shelves are usually there	1.01
Opening hours meet my needs	1.00
The Library is a good place to study	0.96
2011 (49 responses)	**Gap score**
I can find a place in the Library to work in a group when I need to	1.40
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	1.14
Online resources (eg ejournals, databases, ebooks) meet my learning and research needs	1.12
The library catalogue/LibrarySearch is easy to use	1.08
2012 (98 responses)	**Gap score**
A computer is available when I need one	0.98
Online resources (eg ejournals, databases, ebooks) meet my learning and research needs	0.87
The library web site is easy to use	0.81
I can find a quiet place in the Library to study when I need to	0.77
Course specific resources (e.g. Course Reserve, Exam Papers) meet my learning needs	0.74
2013 (146 responses)	**Gap score**
I can find a quiet place in the Library to study when I need to	0.93
Online resources (eg ejournals, databases, ebooks) meet my learning and research needs	0.88
The library catalogue/LibrarySearch is easy to use	0.85
Opening hours meet my needs	0.80
I can find a place in the Library to work in a group when I need to	0.77
2014 (275 responses)	**Gap score**
I can find a quiet place in the Library to study when I need to	0.96
Course specific resources (e.g. Course Reserve, Exam Papers) meet my learning needs	0.85
A computer is available when I need one	0.80
I can find a place in the Library to work in a group when I need to	0.76
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.70
2015 (444 responses)	**Gap score**
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	0.81
The library catalogue/LibrarySearch is easy to use	0.66
The library web site is easy to use	0.64
Opening hours meet my needs	0.58

Unitec Library Client Survey, September 2016	
Top 5 gap scores by demographic	
In what year did you first start Unitec?	Unique factor

2016 (953 responses)	Gap score
A computer is available when I need one	0.65
The library web site is easy to use	0.63
I can find a quiet place in the Library to study when I need to	0.56
The library catalogue/LibrarySearch is easy to use	0.56
Course specific resources (e.g. Course Reserve, Exam Papers) meet my learning needs	0.51

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.

Plan

Do

Check

Act

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