

User Satisfaction Survey Report

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The library staff conducted our Library User Satisfaction Survey during April 14-27, trying to reach a broad spectrum of library users. To this end surveys were (aggressively) handed out at each of the service desks (circulation, information, periodicals and reference) often including a piece of candy as an incentive. Importantly, several reference librarians went over to the MSC during lunch time and passed out (and collected) surveys from students- having students fill them out while they were not necessarily in the library both made for perhaps more honest answers, as well as input from non-regulars. There was a link on the library home page for the survey, but the vast majority of respondents chose the paper version. All paper entries had to be manually entered, and this again was done mostly by the reference staff.

Our weeklong survey was more than successful. Last year, we had 611 take the survey during our canvas period. This year we managed to have 633; a close to 4% increase from last year.

As an executive summary statement, there was remarkable consistency across the data demographically, with a few interesting exceptions:

Class Rank

We had an almost 50% increase in the number of freshman respondents, a 21% increase in the number of sophomores, and a 61% decrease in the number of Graduate Students.

Age

We saw two other major changes here; a 50% decrease in the 31-45 age group, and a 22% increase in the 18-22 age range.

Gender

We also saw a 6% decrease in the number of female respondents, and a 19% increase in the number of males.

School affiliation

While most distributions stayed constant, there were two obvious differences: we had a 66% decrease from the College of Education, and a 196% increase from the School of Architecture.

Where and when for research

There was consistency for preferred days of the week for library usage; Monday through Thursday continue to be peak days, the PV campus (67%) and remote access (25%)

continue to be how patrons access us. We had a 50% drop in users saying they choose another campus to access our services.

We continue to show the data from last year that “weekdays 5-9 PM continues to be the preferred time for research, which does not match the data for reference headcount or for activity at the reference desk. This might lead to the conclusion that for many students, ‘research’ has become an online activity.”

Circulation and reference were the most utilized areas (22% and 31% respectively); ‘using a computer’ and ‘research’ tied for reasons why people came into the library (21%). There was also a 26% increase in the number who said they came to the library for group study.

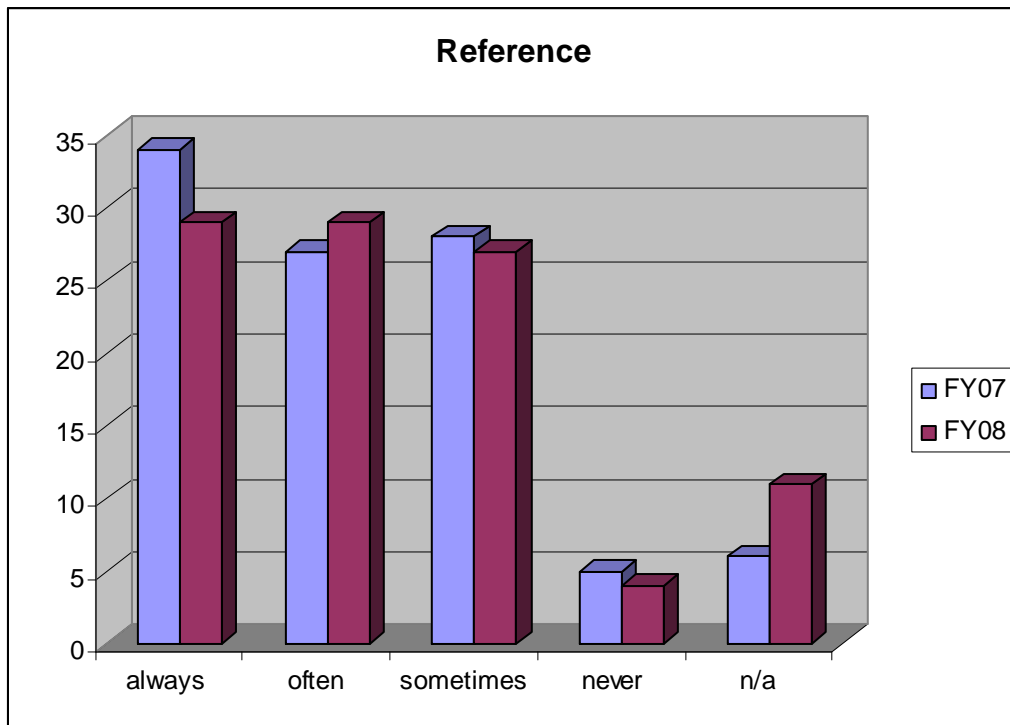
Collections

There was a sharp drop from 62% to 46% saying there were ‘always’ or ‘often’ satisfied with book collections, and 54% to 40% saying there were ‘always’ or ‘often’ satisfied with print collections. There was an increase from 30% to 39% stating that the A/V material is ‘not applicable.’

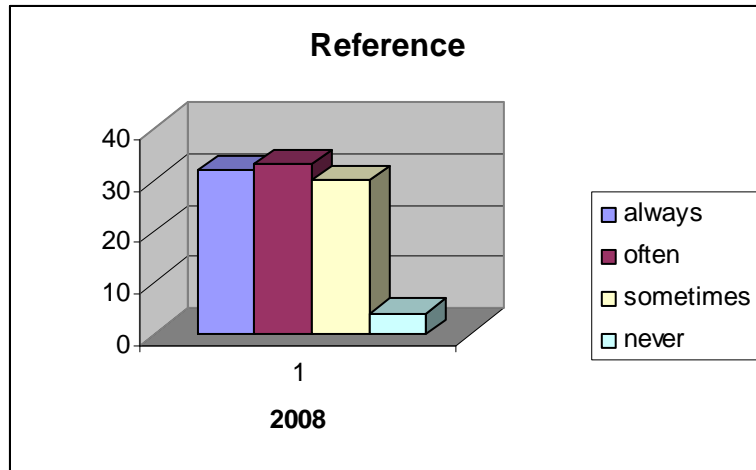
Satisfaction with services

This is where most of the change occurred. If we take Reference, Circulation and Reserves as prototypical examples, we can extrapolate to the rest of the responses:

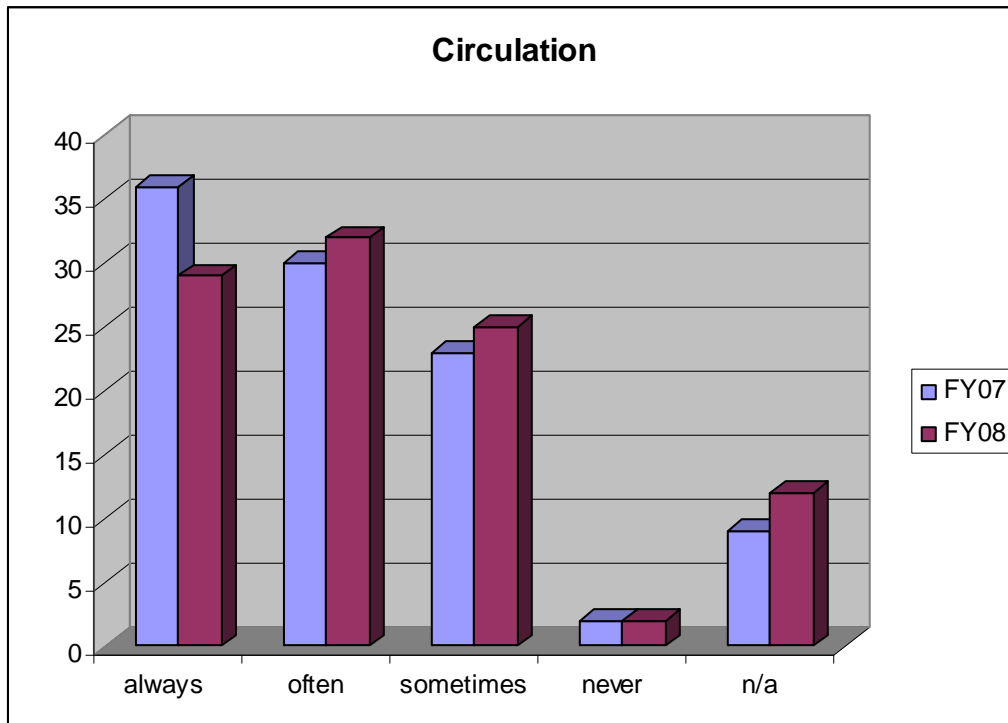
Are you satisfied with the Reference hours, staff and resources?



Reference: our patrons continue to be satisfied with our services. If we allow that the responses for 'n/a' indicate that our services really do not apply, than of those that truly had an opinion, our numbers for the year look more like this:



Are you satisfied with the Circulation hours, staff and resources?



Circulation again is perceived very well; several written comments indicate this also.

Are you satisfied with the Reserves hours, staff and resources?



We implemented our new E-Reserves system this year. Librarians took the show on the road to various departments, and thus the increase in 'n/a' might be in reference to the fact that less students are using the physical Reserve Desk; it would be interesting to cross-reference this assumption with traffic data from the Reserve Department.

All of the 'satisfaction' question showed the same pattern: a slight drop in 'always satisfied,' slight bump up being 'often satisfied', and a general trend upward for 'not applicable.' Some can see this as a 'leveling off' of interest in both services and the survey instrument itself; as last year saw the first User Survey for a few years, the novelty could have sparked interest. It is true that the levels of 'never satisfied' remain consistently low, overall satisfaction levels remain high and these slight fluctuations are quite small.

We continued to have the same 8% report being 'never' satisfied with the computers. This issue showed up in the written responses enclosed.

Hours and instruction

The percentages for instruction remain the same: 43% reported not having had an instruction class, an encouraging 22% plan to in the future.

The percent of those satisfied with our hours and those wanting more night hours are both 36%. 4% would want us open earlier on the weekday, and 20% want longer weekend hours.

Students tend to research using the Internet first (23%), followed by the OPAC, which replaced last year's second place choice, reference librarians: 23% and 19% respectively.