

## THE UNIVERSITY OF LIVERPOOL LIBRARY

### **LibQUAL+™ Library Survey** **March 2003**

#### *Summary of Results*

#### **The Survey**

The LibQUAL+™ survey instrument consists of 25 core questions grouped into four areas: access to information (5 questions); affect of service (9 questions); library as place (5 questions) and personal control (6 questions). In addition there were five local questions selected by the SCONUL consortium of UK University Libraries. For each of the 30 statements respondents were asked to indicate their minimum, desired and perceived score on a scale of 1-10.

Respondents were also asked to answer 3 questions on general satisfaction and 5 on information literacy outcomes (rated 1-9), 6 demographics questions and 3 questions on frequency of library use. Respondents were also given the opportunity to add free text comments.

#### **Response Rate**

- 2,100 e mails were sent; 900 to undergraduates, 600 to academic/related staff and 600 to research postgraduate students
- there were 387 responses, an overall response rate of 18.4%; a response rate of 20% is considered good for this type of survey
- 102 respondents (26.4%) were undergraduate/taught postgraduate, a response rate of 11.3%
- 179 respondents (46.2%) were research postgraduates, a response rate of 29.8%
- 129 respondents (27.4%) were academic/related staff, a response rate of 21.5%
- 66.8 % of respondents were full-time students and 6.2% were part-time

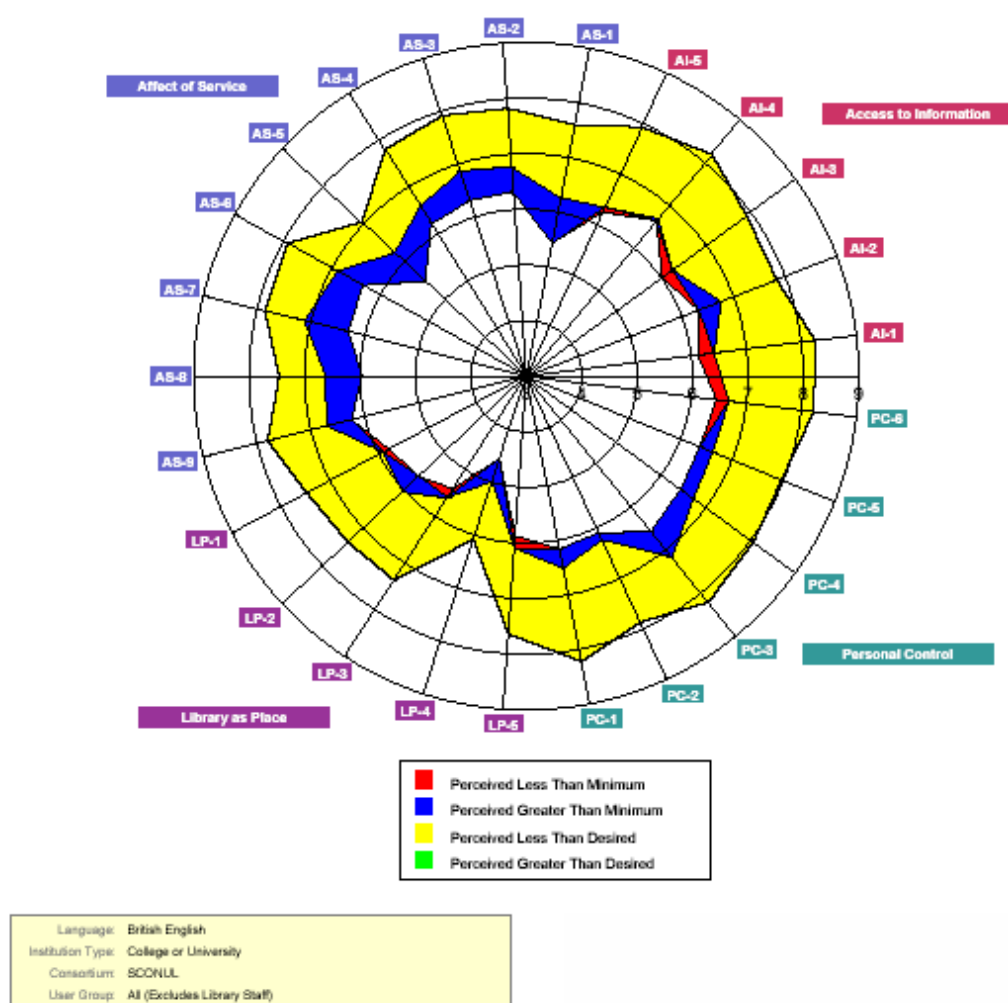
#### **Results**

The results are presented in the full report as a summary and also separately for each of the three groups surveyed. The minimum, desired and perceived means were calculated for each of the questions and the following scores calculated:

- **Service Adequacy Gap** = perceived service level minus minimum service level
- **Service Superiority Gap** = perceived service level minus desired service level

The results are presented in tabular form and also using radar charts as shown below. On each axis, respondents' minimum, desired and perceived levels of service quality are plotted and the resulting 'gaps' between the levels are shaded blue, yellow, green or red. A red score indicates that the service provided is perceived as being of a lower standard than the minimum acceptable.

The level of satisfaction varies slightly between the three groups of respondents, with undergraduates and taught postgraduates being less satisfied than staff or research postgraduates.



The main areas of concern, where respondents rated the service lower than the minimum acceptable, are shown below.

**NB.** The greater the deviation from zero then the greater the dissatisfaction (negative numbers) or satisfaction (positive numbers) of the respondents

Access to information	U/grad/Taught	Research	Staff
• Print and/or electronic journals I require for my work	-0.29	-0.26	-0.48
• Printed library materials I require for my work	-0.30	-0.32	0.01
• Electronic information resources I need	0.14	0.01	-0.07
• Timely document delivery/ILL services	-0.34	-0.22	0.27

<b>Library as place</b>	<b>U/grad/Taught</b>	<b>Research</b>	<b>Staff</b>
• Quiet space for individual work	<b>-0.53</b>	• <b>-0.18</b>	<b>0.63</b>
• Library space that inspires study and learning	<b>-0.52</b>	<b>-0.24</b>	<b>0.26</b>
• Space for group learning and group study	<b>-0.48</b>	<b>0.76</b>	<b>0.91</b>
• A haven for study, learning or research	<b>-0.52</b>	<b>-0.23</b>	<b>-0.07</b>
<b>Personal control</b>	<b>U/grad/Taught</b>	<b>Research</b>	<b>Staff</b>
• Convenient access to Library collections	<b>-0.05</b>	<b>0.13</b>	<b>0.25</b>
• Making electronic resources available from home/office	<b>-0.36</b>	<b>-0.33</b>	<b>0.05</b>

<b>Local SCONUL questions</b>	<b>U/grad/Taught</b>	<b>Research</b>	<b>Staff</b>
• Access to photocopying/printing facilities	<b>-0.39</b>	<b>-0.22</b>	<b>0.25</b>
• Main texts and readings I need for my work	<b>-1.09</b>	<b>-0.71</b>	<b>-0.30</b>
• Availability of subject specialist assistance	<b>-0.72</b>	<b>-0.42</b>	<b>0.65</b>

There were, however, some areas where the results were more positive. The Library scored relatively well on:

<b>Affect of Service</b>	<b>U/grad/Taught</b>	<b>Research</b>	<b>Staff</b>
• Library staff who instill confidence in users	<b>0.58</b>	<b>0.89</b>	<b>1.04</b>
• Readiness to respond to users' enquiries	<b>0.44</b>	<b>0.40</b>	<b>0.56</b>
• Willingness to help users	<b>0.42</b>	<b>0.53</b>	<b>0.75</b>
• Giving users individual attention	<b>0.67</b>	<b>0.61</b>	<b>1.09</b>
• Library staff who have the knowledge to answer user questions	<b>0.70</b>	<b>0.35</b>	<b>0.70</b>
• Library staff who are consistently courteous	<b>0.59</b>	<b>0.79</b>	<b>1.11</b>
• Library staff who deal with users in a caring fashion	<b>0.51</b>	<b>0.66</b>	<b>0.90</b>

<b>Personal Control</b>	<b>U/grad/Taught</b>	<b>Research</b>	<b>Staff</b>
• Easy-to-use access tools that allow me to find things on my own	<b>0.46</b>	<b>0.26</b>	<b>0.41</b>
• A library website enabling me to locate information on my own	<b>0.7</b>	<b>0.64</b>	<b>0.46</b>
• Modern equipment that lets me easily access information	<b>0.47</b>	<b>0.13</b>	<b>0.36</b>

<b>Local SCONUL questions</b>	<b>U/grad/Taught</b>	<b>Research</b>	<b>Staff</b>
• Provision of information skills training	<b>0.10</b>	<b>0.71</b>	<b>1.09</b>

### **Frequency of Use**

- 49.9% of respondents visited the Library webpages at least once a week with 29.7% using them on a daily basis
- 35.4% of respondents stated that they used Library resources weekly and 20.4% used them daily

- Worryingly, but not surprisingly, 63.6% of respondents used Google/Yahoo or other non-Library gateways on a daily basis and only 1.5% never used them

### **General Satisfaction and Information Literacy Outcomes**

The mean scores on a scale of 1-9 for these 8 questions were higher than 6 with three exceptions:

- The Library helps me to keep abreast of developments in my field(s) of interest: 5.68
- The Library helps me to distinguish between trustworthy and untrustworthy information: 4.69
- The Library provides me with the information skills I need in my work or study: 5.13

### **Free Text Comments**

194 respondents included free text comments and, as one would expect, most of these reflected the areas of concern outlined above. Many respondents cited specific examples of problems/complaints they had relating to the Library and several included praise and complements about the Library and its staff.

Staffing shortages have prevented us from analysing these free-text comments in detail but we hope to be able to do so following the 2004 survey.

### **What happens next?**

The results have been analysed by the Library's Senior Management Team and a response is being produced. The response will be made available on the Library website and highlighted in other relevant Library publications.

We have registered to participate in the survey again in March 2004 and we will significantly increase the number of undergraduate students surveyed this year. The number of UK libraries registered for 2004 is not yet known but more of our comparator institutions have registered (including Manchester/UMIST) and this should provide improved opportunities for benchmarking both regionally and nationally.

### **Link back to main survey page**

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