

James Cook University

Library Client Survey

June 2015

Key Findings



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# 1. Introduction

## Background

Insync Surveys ensures that libraries can measure performance against each other, which in turn enables libraries to develop the highest possible standards of service for library users. Consistent with this principle, Insync Surveys was retained by James Cook University Library to conduct a survey of its clients so that their views, ideas, and suggestions can be considered as part of its commitment to improvement. The results of the Library's client survey are compared with the most current results of other libraries that have surveyed with Insync over the last two years.

## Survey objectives

The primary objective of the survey is to provide the Library with a way to identify key user concerns. More specifically, the survey aims to:

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

## Survey process

The survey required all users to provide some demographic information. It then displayed 29 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 impression of the Library's performance on each statement.

Users of the Library were given the opportunity to participate in the survey in May/June 2015 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 fifth 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 Library recorded an overall score of 79.5%. This places James Cook University Library on the benchmark median of libraries that have surveyed with us over the last 2 years. This reflects an overall performance score improvement of 1.8% since the previous survey in 2012.

The areas of highest importance to Library clients include access to wireless, online resources meeting the learning and research needs of users, Library staff providing accurate answers to enquiries, being approachable and helpful, fair and non-discriminatory, and readily available to assist. Other themes include off-campus access to resources and services, ease of use of One Search and the Library website, and users being able to find a quiet place in the Library 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 adequacy of face-to-face (Library InfoHelp) enquiry services. The remaining factors relate to off campus access to Library resources and services, adequacy of online resources, self service facilities, printing, scanning and photocopying facilities, and the service provided by InfoHelp Rovers.

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*
- *When I am away from campus I can access the Library resources and services I need*
- *Online resources (e.g. ejournals, databases, ebooks, streaming media) meet my learning and research needs*

This is a very 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 87.4%, an improvement of 1.0% since the previous survey. The lowest score was identified on *Facilities and equipment* at 74.9%.

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

Pleasingly, all areas have recorded improved internal performance scores since the previous survey. *Facilities and equipment* and *Communication* are now second quartile (or top 50%) benchmark performers. All other categories are ranked in the bottom 50% when benchmarked externally. A more specific view of results on each variable within the categories can be found in the detailed data report. 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
<b>Weighting</b>	<b>15%</b>	<b>22%</b>	<b>18%</b>	<b>20%</b>	<b>25%</b>	<b>100%</b>
June 2015	76.4%	78.3%	74.9%	87.4%	79.4%	79.5%
May 2012 *	74.2%	76.5%	72.7%	86.4%	77.3%	77.7%
June 2008 *	72.1%	76.8%	73.4%	82.5%	72.9%	75.7%
Highest**	81.5%	83.5%	81.7%	92.7%	84.0%	84.8%
Median**	76.1%	79.3%	73.8%	88.6%	80.1%	79.5%
Lowest**	71.2%	72.2%	67.7%	85.0%	74.7%	74.4%

Note: \* Benchmark data relates to latest survey

\*\* Scores recorded just prior to the JCU survey

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 = 1.27)
- *I can find a quiet place to study in the Library when I need to*  
(gap score = 1.19)
- *I can find a place in the Library to work in a group when I need to*  
(gap score = 1.14)
- *I can get wireless access in the Library when I need to*  
(gap score = 1.00)

Respondents were asked to indicate how often they come into the Library building, and how often they access the Library online. The most common frequency response to these questions was *2-4 days a week*. The most common response for visiting the campus was *Daily*.

In conclusion, this year, the Library recorded improved performance across many areas since the previous survey in 2012. While there are no critical issues to be resolved, there is scope for improvement in the benchmarking context.

### 3. Response statistics

The following tables detail the number of usable survey forms received. Where users do not indicate their demographic information, forms are classified as ‘*unspecified*’. This year the survey generated 3548 responses. This number provides an excellent degree of confidence in the results obtained at the overall level. By comparison, the previous survey in 2012 generated 3521 total responses.

James Cook University Library Client Survey, June 2015		
Response statistics		
<b>Total</b>	<b>3548</b>	
<b>Which campus or study centre do you use most?</b>	<b>n</b>	<b>%</b>
Townsville	2146	60.5%
Townsville City Campus	27	0.8%
Cairns	884	24.9%
Singapore	271	7.6%
Brisbane	135	3.8%
Mackay	25	0.7%
Mt Isa	5	0.1%
Thursday Island	3	0.1%
Other	43	1.2%
Unspecified	9	0.3%
<b>What single category best describes you?</b>		
JCU Undergraduate Student	2318	65.3%
JCU Postgraduate Coursework Student	479	13.5%
JCU Postgraduate Research Student (PhD or Masters by Research)	239	6.7%
JCU Pathways Student (Diploma of Higher Education Student, TAC, IHCAP, RATEP, etc)	44	1.2%
JCU Academic/Research Staff	257	7.2%
JCU Professional and Technical Staff	142	4.0%
Graduate of JCU (alumni)	18	0.5%
From another University	8	0.2%
TAFE	0	0.0%
Community User/Visitor	1	0.0%
Other	22	0.6%
Unspecified	20	0.6%
<b>Are you an International or Domestic Student?</b>		
International Student	655	18.5%
Domestic Student	2494	70.3%
Unspecified	399	11.2%

James Cook University Library Client Survey, June 2015		
Response statistics		
<b>Total</b>	<b>3548</b>	
In which JCU college; or research centre or institute; or service division is your major area of study, research, teaching or work?	n	%
Tropical Environments and Societies Division - College of Arts, Society and Education	711	20.0%
Tropical Environments and Societies Division - College of Business, Law and Governance	646	18.2%
Tropical Environments and Societies Division - College of Marine and Environmental Sciences	299	8.4%
Tropical Environments and Societies Division - College of Science, Technology and Engineering	327	9.2%
Tropical Health and Medicine Division - College of Healthcare Sciences	545	15.4%
Tropical Health and Medicine Division - College of Medicine and Dentistry	381	10.7%
Tropical Health and Medicine Division - College of Public Health, Medical and Veterinary Sciences	301	8.5%
Research Centre or Institute	40	1.1%
Division of Academic and Student Life	47	1.3%
Chancellery	3	0.1%
Division of Research and Innovation	15	0.4%
Division of Services and Resources	37	1.0%
Not applicable	156	4.4%
Unspecified	40	1.1%
Which Library do you use the most?		
Eddie Koiki Mabo Library, Townsville Campus	2196	61.9%
Cairns Campus Library	890	25.1%
Singapore Campus Library	269	7.6%
Brisbane Campus Library	136	3.8%
Unspecified	57	1.6%

James Cook University Library Client Survey, June 2015		
Response statistics		
<b>Total</b>	<b>3548</b>	
<b>How often do you come into the Library building?</b>		
	<b>n</b>	<b>%</b>
Daily	503	14.2%
2-4 days a week	1091	30.7%
Weekly	599	16.9%
Fortnightly	275	7.8%
Monthly	307	8.7%
Rarely (i.e. a few times a year)	630	17.8%
Never	127	3.6%
Unspecified	16	0.5%
<b>How often do you access the Library online?</b>		
Daily	622	17.5%
2-4 days a week	1099	31.0%
Weekly	680	19.2%
Fortnightly	345	9.7%
Monthly	352	9.9%
Rarely (i.e. a few times a year)	346	9.8%
Never	87	2.5%
Unspecified	17	0.5%
<b>How often do you come onto campus?</b>		
Daily	1672	47.1%
2-4 days a week	1222	34.4%
Weekly	203	5.7%
Fortnightly	53	1.5%
Monthly	80	2.3%
Rarely (i.e. a few times a year)	218	6.1%
Never	88	2.5%
Unspecified	12	0.3%

## 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.

June 2015 Top 10 importance	Mean (1 = low, 7 = high)	May 2012 Top 10 importance	Mean (1 = low, 7 = high)
I can get wireless access in the Library when I need to	6.52	Online resources (e.g. ejournals, databases, ebooks) meet my learning and research needs	6.54
Online resources (e.g. ejournals, databases, ebooks, streaming media) meet my learning and research needs	6.50	Library staff provide accurate answers to my enquiries	6.45
Library staff provide accurate answers to my enquiries	6.48	Library staff are approachable and helpful	6.45
Library staff are approachable and helpful	6.45	When I am away from campus I can access the Library resources and services I need	6.44
Library staff treat me fairly and without discrimination	6.41	I can get wireless access in the Library when I need to	6.44
When I am away from campus I can access the Library resources and services I need	6.40	Library staff are readily available to assist me	6.39
Library staff are readily available to assist me	6.39	Library staff treat me fairly and without discrimination	6.36
The Library website is easy to use	6.35	The Library website is easy to use	6.35
One Search is easy to use	6.35	Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	6.32
I can find a quiet place in the Library to study when I need to	6.33	I can find a quiet place in the Library to study when I need to	6.31

- Common to 2015 and 2012

Of the 29 statements in the survey, 20 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 access to wireless, online resources meeting the learning and research needs of users, Library staff providing accurate answers to enquiries, being approachable and helpful, fair and non-discriminatory, and readily available to assist. Other themes include off-campus access to resources and services, ease of use of One Search and the Library website, and users being able to find a quiet place in the Library 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 2015 as compared with those ranked highest in 2012.

June 2015 Top 10 performance	Mean (1 = low, 7 = high)	May 2012 Top 10 performance	Mean (1 = low, 7 = high)
Library staff treat me fairly and without discrimination* <b>5</b>	6.32	Library staff treat me fairly and without discrimination	6.27
Library staff are approachable and helpful* <b>4</b>	6.15	Library staff are approachable and helpful	6.08
Library staff provide accurate answers to my enquiries* <b>3</b>	6.05	Library staff provide accurate answers to my enquiries	6.00
Library staff are readily available to assist me* <b>7</b>	5.94	Library staff are readily available to assist me	5.86
When I am away from campus I can access the Library resources and services I need* <b>6</b>	5.82	Face-to-face (Library InfoHelp) enquiry services meet my needs	5.76
Face-to-face (Library InfoHelp) enquiry services meet my needs	5.80	When I am away from campus I can access the Library resources and services I need	5.74
Self Service (e.g. autoloans, requests, renewals, holds) meet my needs	5.79	Self Service (e.g. autoloans, requests, renewals, holds) meet my needs	5.67
Online resources (e.g. ejournals, databases, ebooks, streaming media) meet my learning and research needs* <b>2</b>	5.71	Online resources (e.g. ejournals, databases, ebooks) meet my learning and research needs	5.51
Service provided by InfoHelp Rovers meet my needs	5.62	The new service desk in the Mabo Library has improved service delivery	5.46
Printing, scanning and photocopying facilities in the Library meet my needs	5.62	Printing, scanning and photocopying facilities in the Library meet my needs	5.40

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

- Common to 2015 and 2012

The survey identified 27 out of 29 variables with scores equal to or 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 adequacy of face-to-face (Library InfoHelp) enquiry services. The remaining factors relate to off campus access to Library resources and services, adequacy of online resources, self service facilities, printing, scanning and photocopying facilities, and the service provided by InfoHelp Rovers.

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*
- *When I am away from campus I can access the Library resources and services I need*
- *Online resources (e.g. ejournals, databases, ebooks, streaming media) meet my learning and research needs*

This is a very 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 2015 as compared with those ranked lowest in 2012. Please note that the lowest performing variable appears first on the list.

June 2015 Lowest 10 performance	Mean (1 = low, 7 = high)	May 2012 Lowest 10 performance	Mean (1 = low, 7 = high)
A computer is available when I need one	4.77	A computer is available when I need one	4.66
I can find a place in the Library to work in a group when I need to* <b>10</b>	4.82	I can find a place in the Library to work in a group when I need to	4.79
I can find a quiet place in the Library to study when I need to	5.14	The Library anticipates my learning and research needs	4.95
The Library anticipates my learning and research needs	5.14	I can find a quiet place in the Library to study when I need to	4.97
I am informed about Library services	5.16	I am informed about Library services	5.00
After hours or 24 hour spaces in the Library meet my needs	5.28	Laptop facilities (e.g. desks, power) in the Library meet my needs	5.13
Library workshops, classes and tutorials help me with my learning and research needs	5.28	Library workshops and tutorials help me with my learning and research needs	5.15
Online enquiry services (e.g. Chat) meet my needs	5.28	The renovations to the Mabo Library meet my learning needs	5.19
Reserve Online (readings and past exams) meets my learning needs	5.34	Library signage is clear	5.19
Facilities (e.g. carrels, tables, power) are available for me to use my own mobile devices (e.g. laptops, ipads, mobile phones) in the Library	5.35	The Library catalogue is easy to use	5.23

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

- Common to 2015 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 2015 and 2012 surveys.

June 2015 Top 10 gaps	Mean (1 = low, 7 = high)	May 2012 Top 10 gaps	Mean (1 = low, 7 = high)
A computer is available when I need one	1.27	A computer is available when I need one	1.47
I can find a quiet place in the Library to study when I need to *10	1.19	I can find a quiet place in the Library to study when I need to	1.34
I can find a place in the Library to work in a group when I need to	1.14	I can find a place in the Library to work in a group when I need to	1.19
I can get wireless access in the Library when I need to *1	1.00	Laptop facilities (e.g. desks, power) in the Library meet my needs	1.10
Facilities (e.g. carrels, tables, power) are available for me to use my own mobile devices (e.g. laptops, ipads, mobile phones) in the Library	0.95	I can get wireless access in the Library when I need to	1.05
One Search is easy to use *9	0.89	Online resources (e.g. ejournals, databases, ebooks) meet my learning and research needs	1.04
The Library website is easy to use *8	0.88	The Library catalogue is easy to use	1.03
Reserve Online (readings and past exams) meets my learning needs	0.87	The Library website is easy to use	1.02
The Library is a good place to study	0.80	Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	1.00
Online resources (e.g. ejournals, databases, ebooks, streaming media) meet my learning and research needs *2	0.79	Reserve Online (readings and past exams) meets my learning needs	0.93

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

- Common to 2015 and 2012

Of all the 29 variables, none recorded a gap score in the serious range.

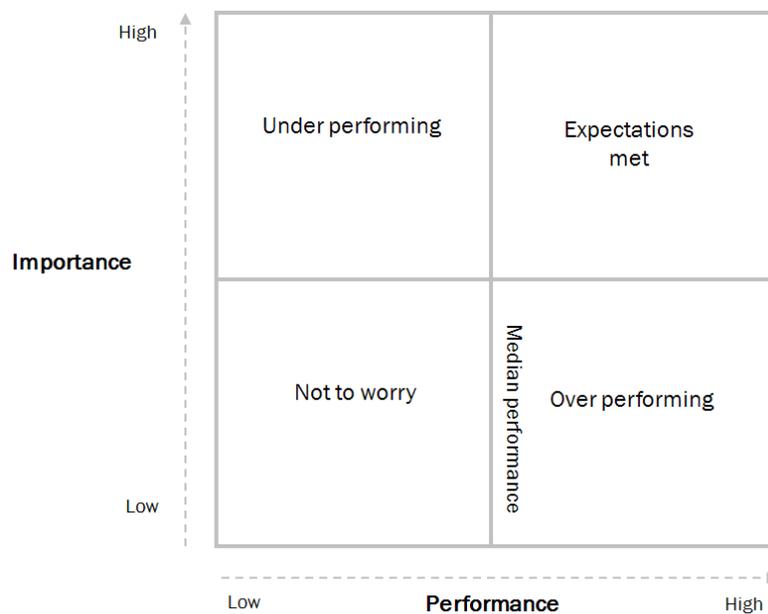
The top 10 gap list contains five factors from the top 10 importance list:

- *I can find a quiet place in the Library to study when I need to*  
(a second quartile benchmark performer)
- *I can get wireless access in the Library when I need to*  
(also a second quartile benchmark performer)
- *One Search is easy to use*  
(on the cusp of the second and first quartiles)
- *The library website is easy to use*  
(a median benchmark performer)
- *Online resources (e.g. ejournals, databases, ebooks, streaming media) meet my learning and research needs*  
(also a median 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

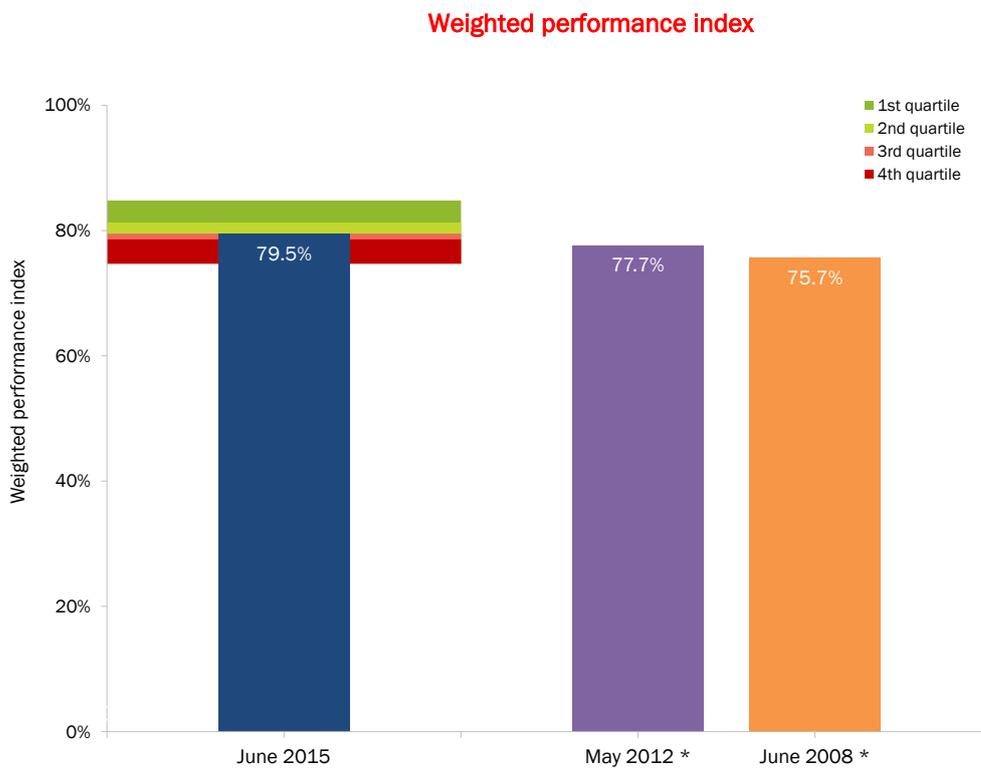
A review of the library-wide gap grid has identified the following improvement opportunities for the Library:

- *A computer is available when I need one*  
(gap score = 1.27)
- *I can find a quiet place to study in the Library when I need to*  
(gap score = 1.19)
- *I can find a place in the Library to work in a group when I need to*  
(gap score = 1.14)
- *I can get wireless access in the Library when I need to*  
(gap score = 1.00)

## Comparison with other libraries

### Weighted performance index

This year, the Library recorded an overall score of 79.5%. This places James Cook University Library on the benchmark median of libraries that have surveyed with us over the last 2 years. This reflects a performance score improvement of 1.8% since the previous survey in 2012.



Note: \* Benchmark data relates to latest survey

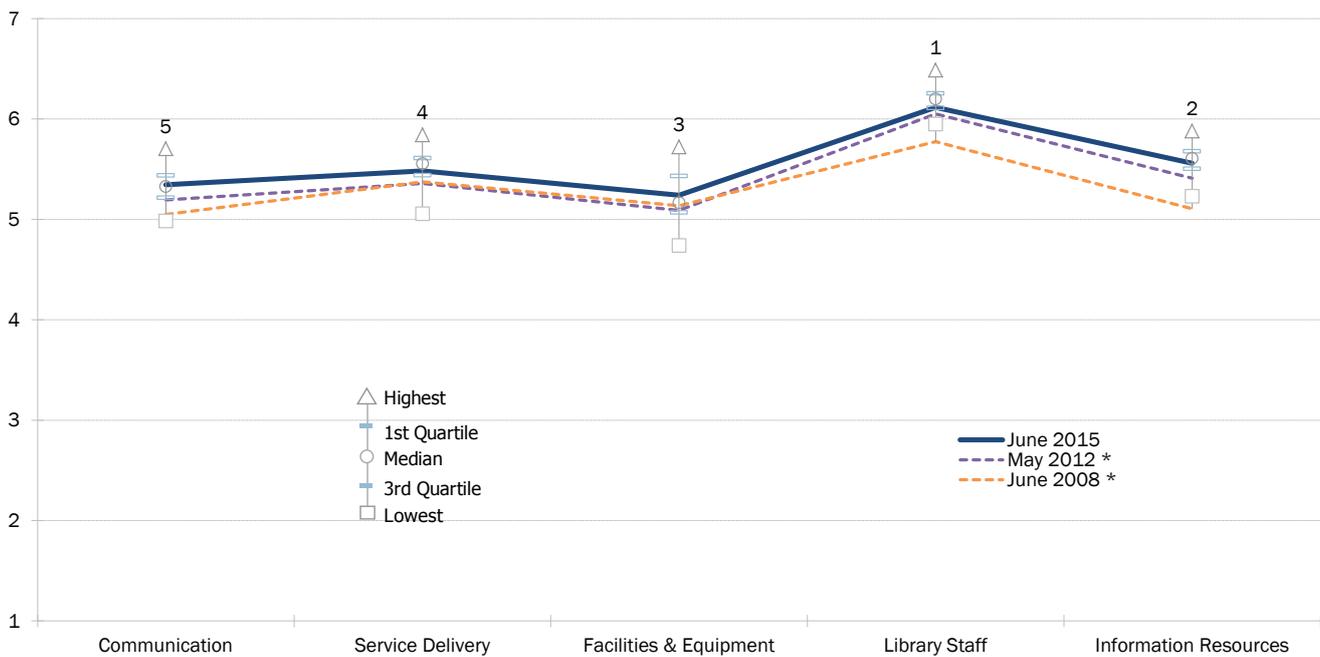
### Best practice categories

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).

Pleasingly, all areas have recorded improved internal performance scores since the previous survey. *Facilities and equipment* and *Communication* are now second quartile (or top 50%) benchmark performers. All other categories are ranked in the bottom 50% when benchmarked externally. A more specific view of results on each variable within the categories can be found in the detailed data report.

### 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 87.4%, an improvement of 1.0% since the previous survey. The lowest score was identified on *Facilities and equipment* at 74.9%.

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

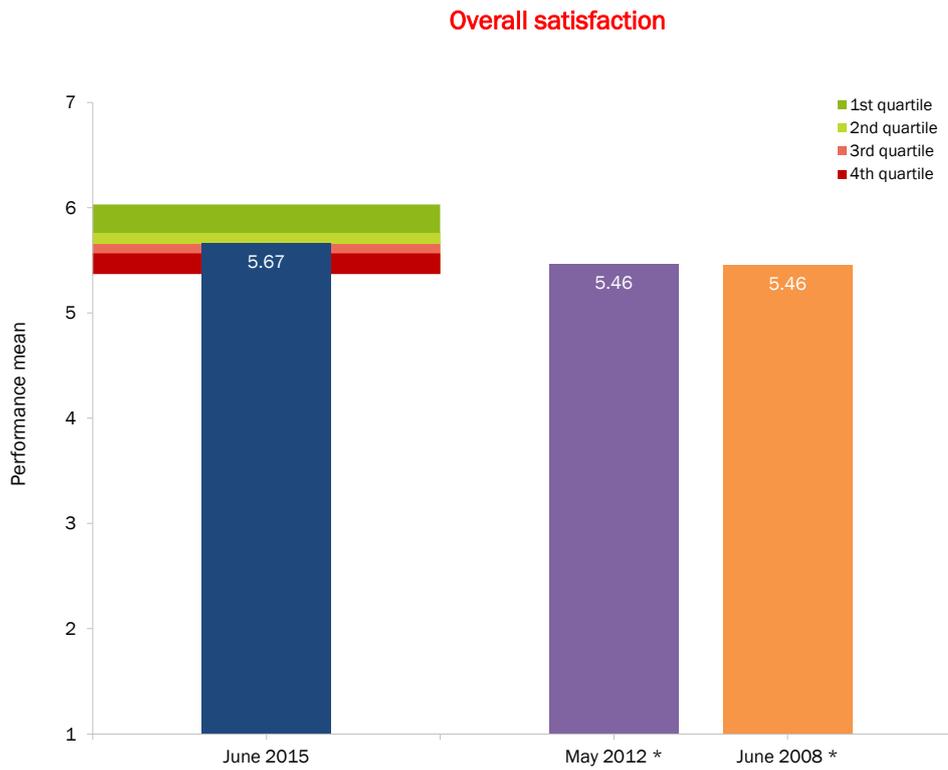
	Communication	Service delivery	Facilities & equipment	Library staff	Information resources	Weighted total
<b>Weighting</b>	<b>15%</b>	<b>22%</b>	<b>18%</b>	<b>20%</b>	<b>25%</b>	<b>100%</b>
June 2015	76.4%	78.3%	74.9%	87.4%	79.4%	79.5%
May 2012 *	74.2%	76.5%	72.7%	86.4%	77.3%	77.7%
June 2008 *	72.1%	76.8%	73.4%	82.5%	72.9%	75.7%
Highest**	81.5%	83.5%	81.7%	92.7%	84.0%	84.8%
Median**	76.1%	79.3%	73.8%	88.6%	80.1%	79.5%
Lowest**	71.2%	72.2%	67.7%	85.0%	74.7%	74.4%

Note: \* Benchmark data relates to latest survey

\*\* Scores recorded just prior to the JCU 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 5.67 places the Library just above the benchmark median.

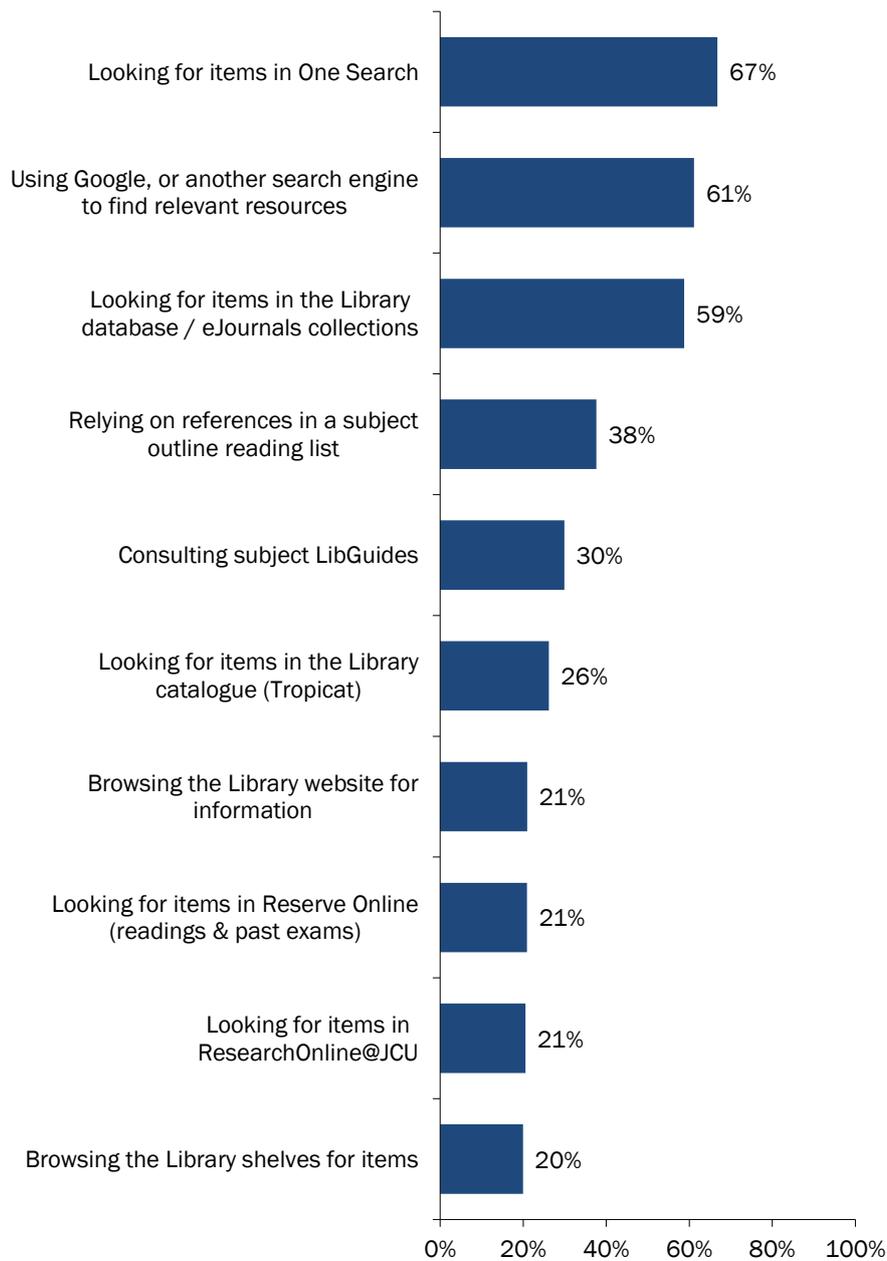


Note: \* Benchmark data relates to latest survey

## Looking for information

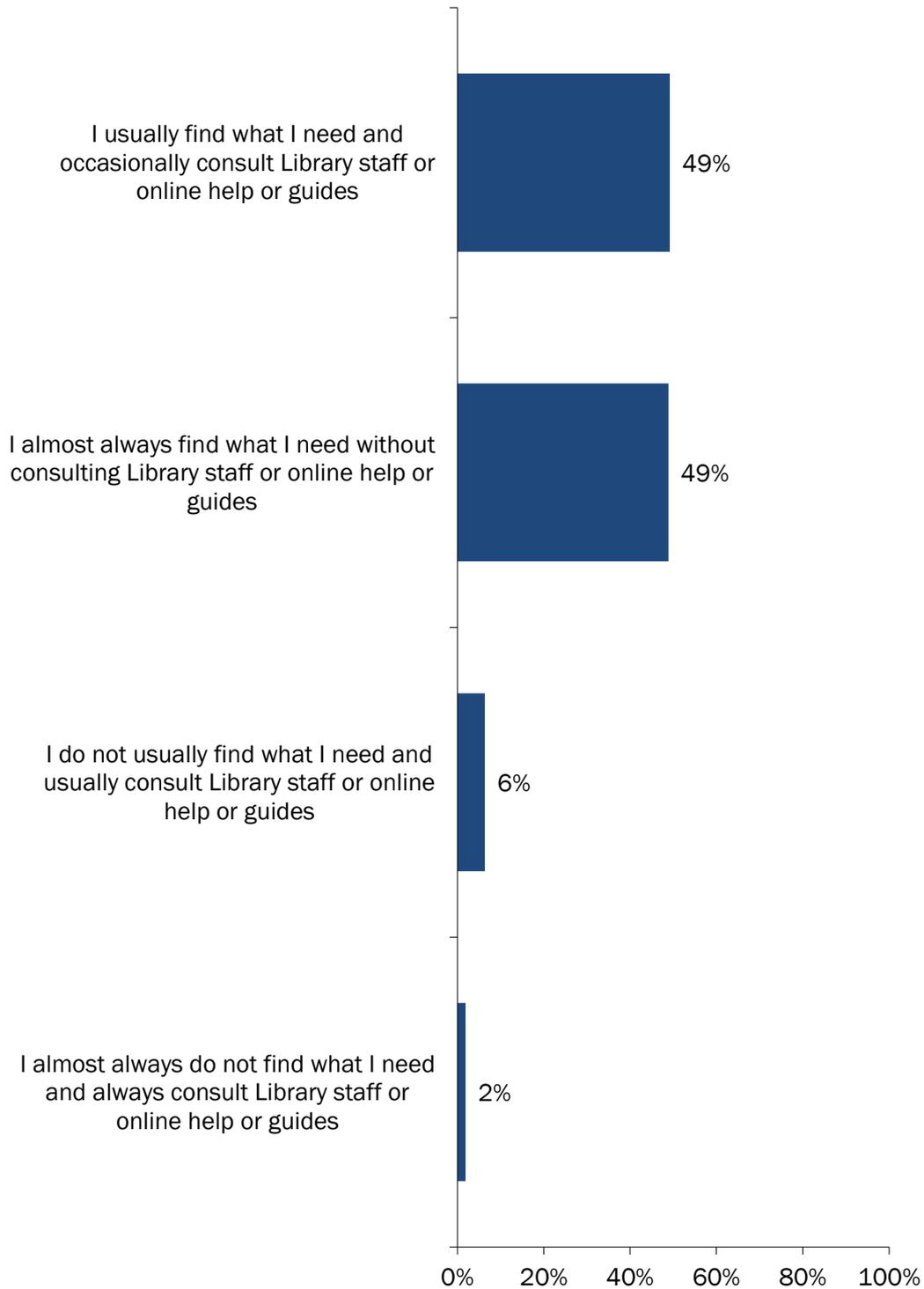
Respondents were asked about their research behaviours, and were presented with a number of multiple choice options. The following bar charts display in percentage terms the preferences of respondents for these options.

**My researching a topic usually involves:**



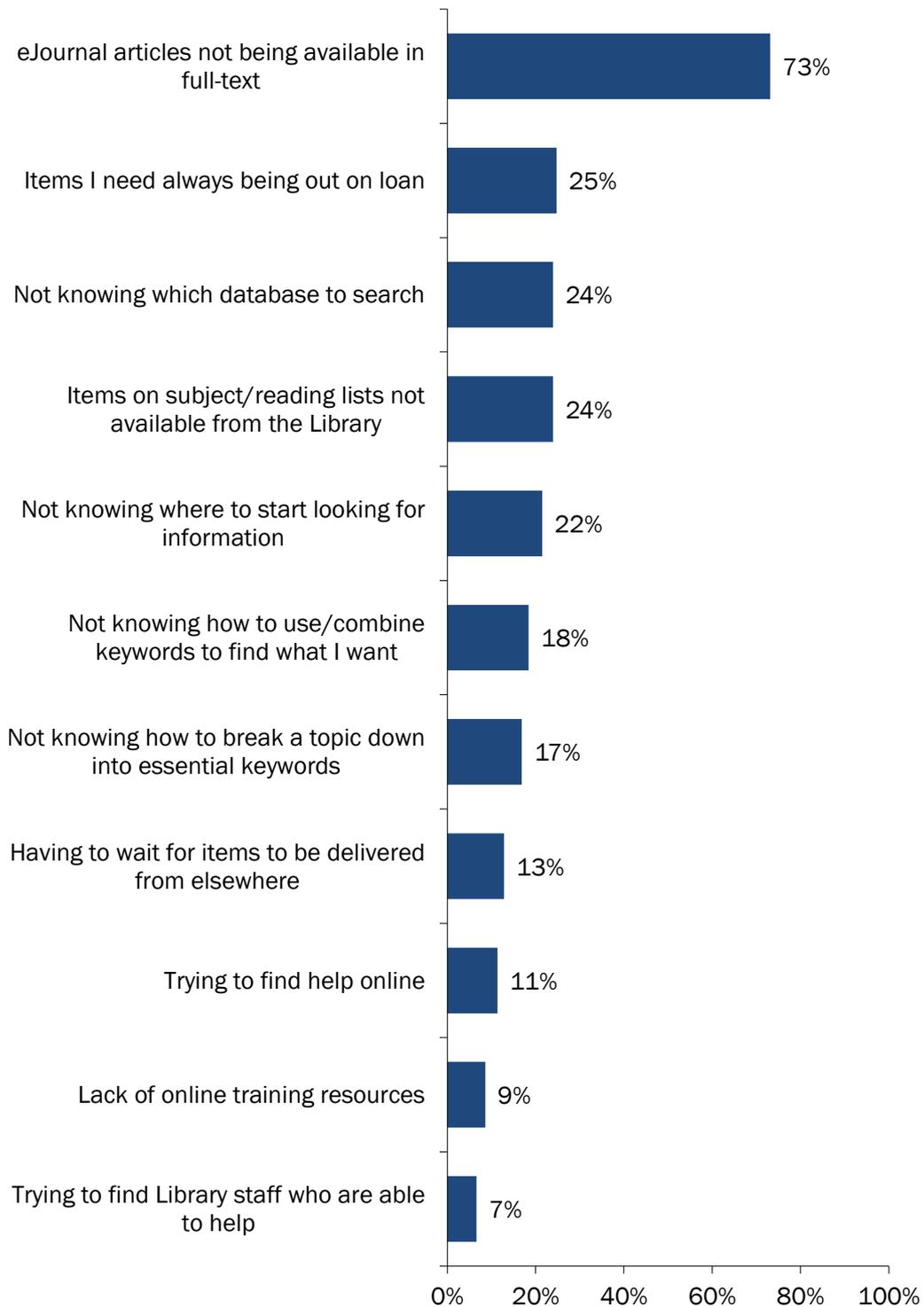
3203 responses

When using the Library resources:



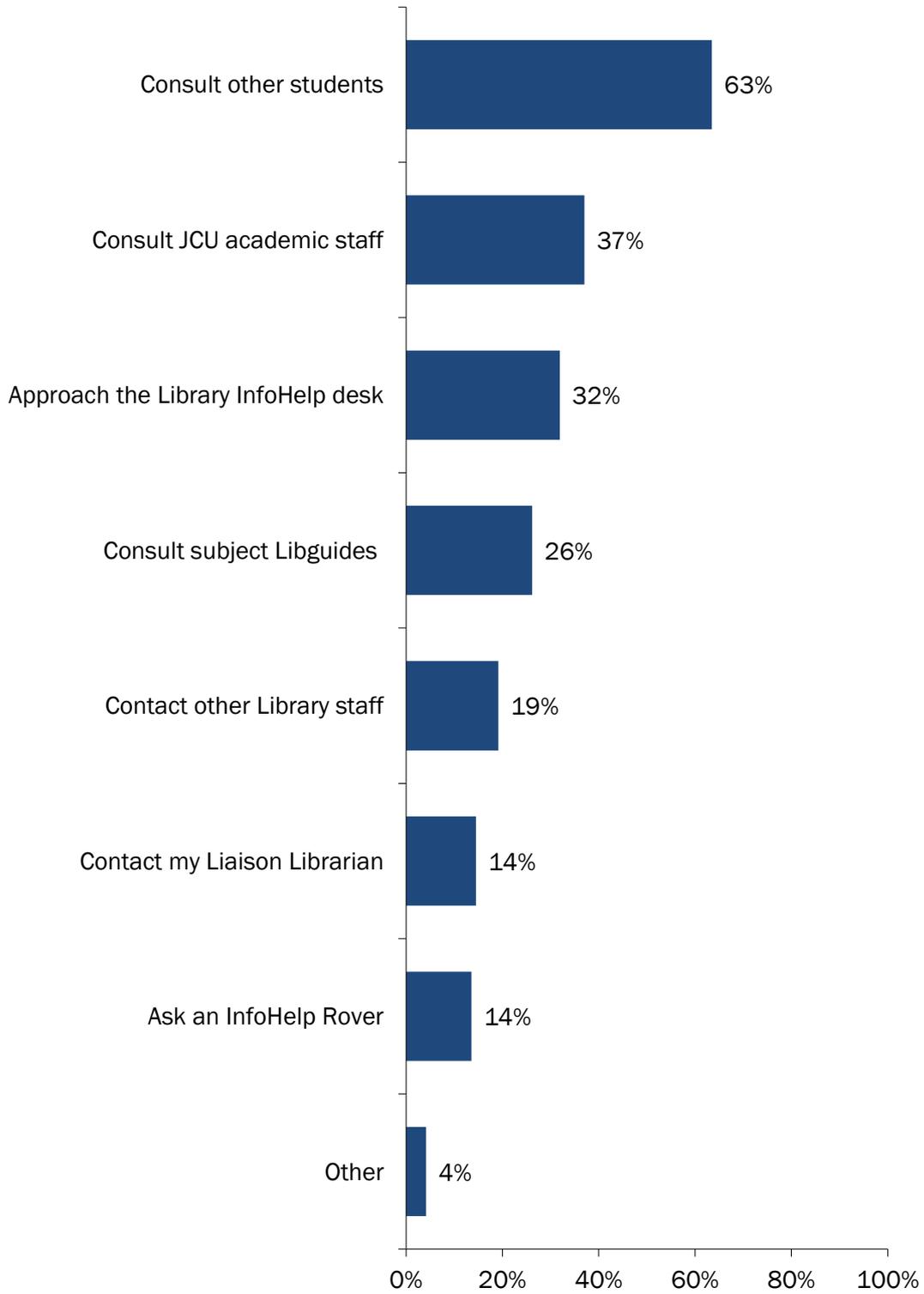
3171 responses

I am frustrated by:



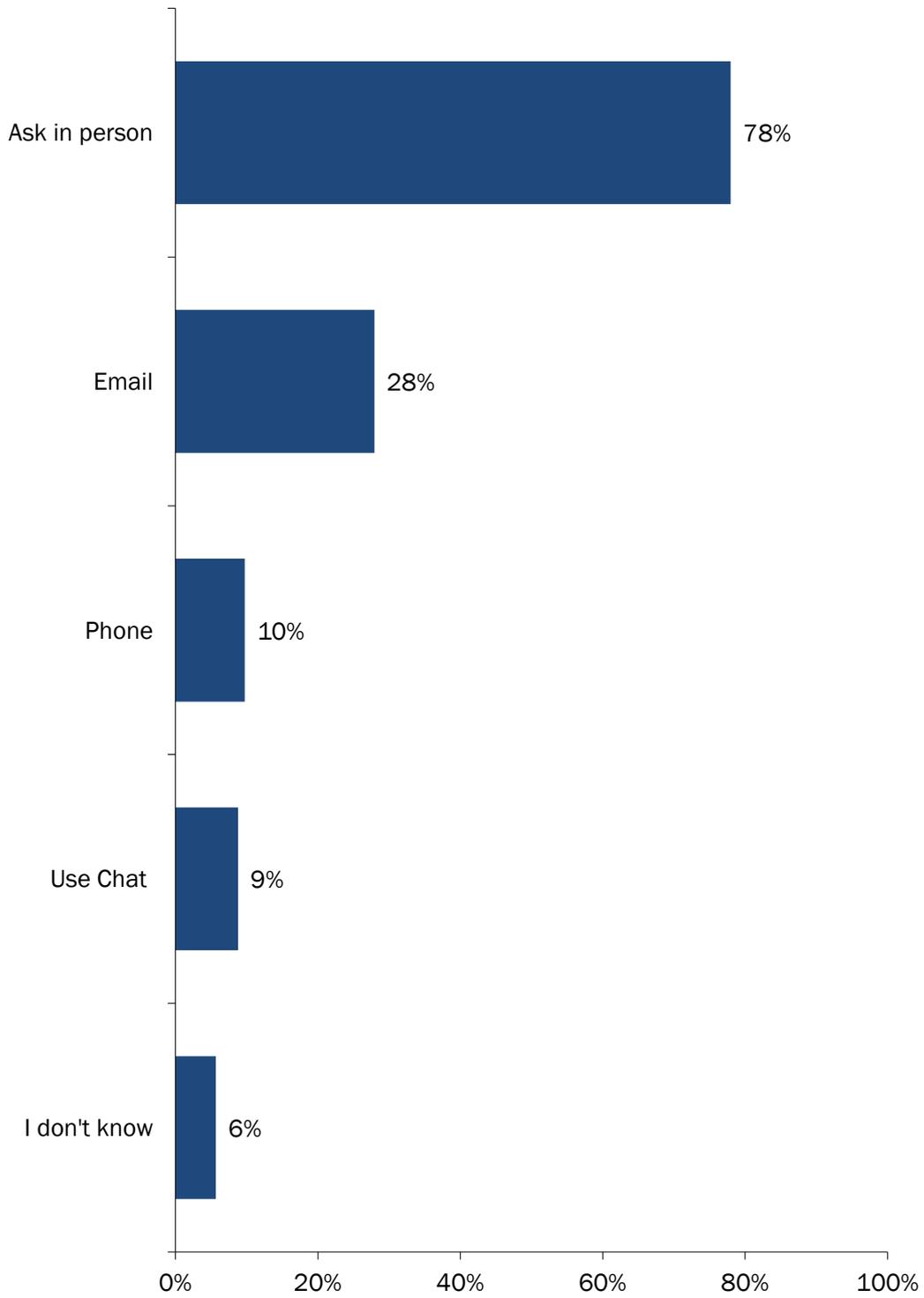
2916 responses

When I am stuck and need help, I usually:



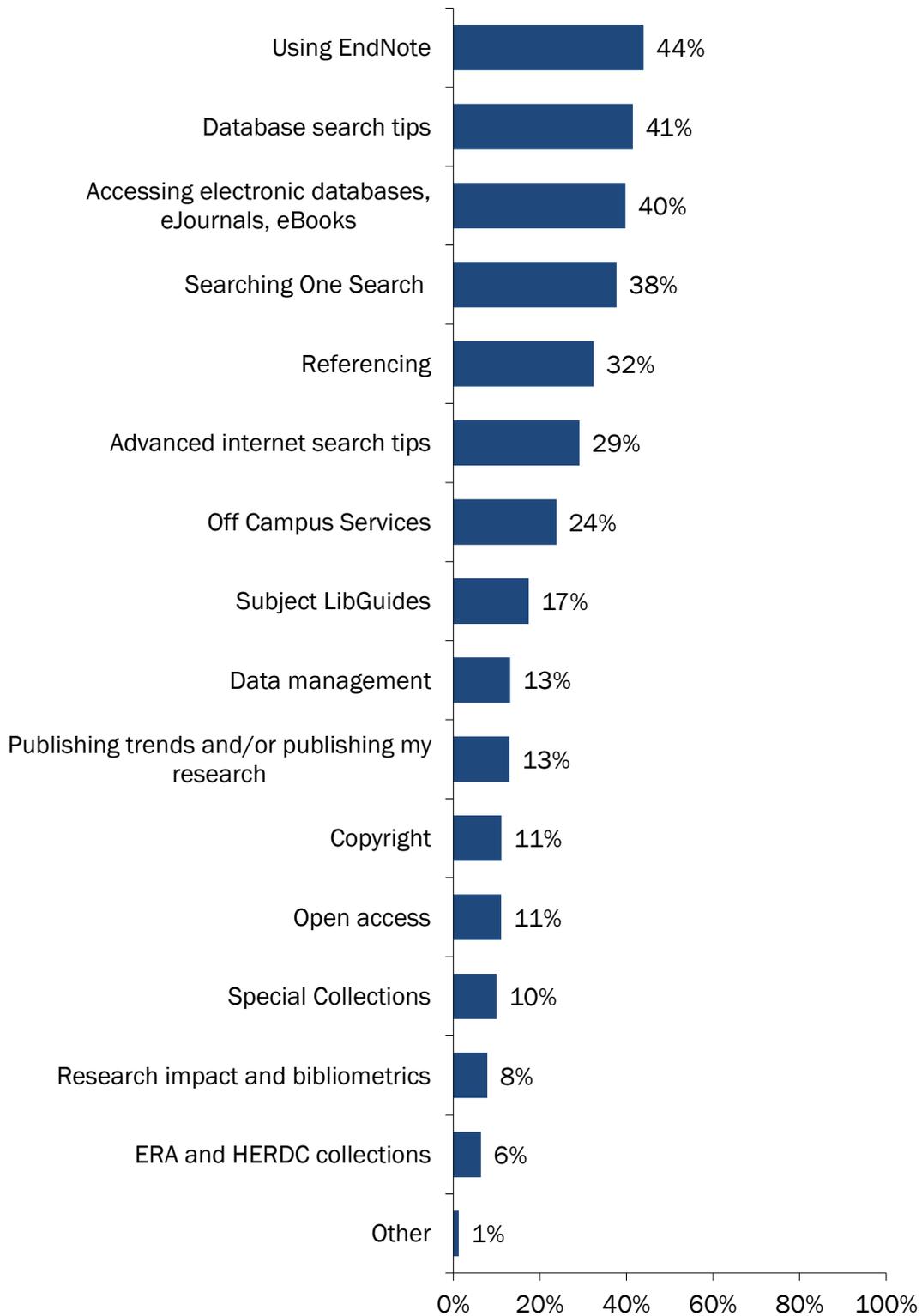
3126 responses

If I need to ask Library staff for help, I prefer to:



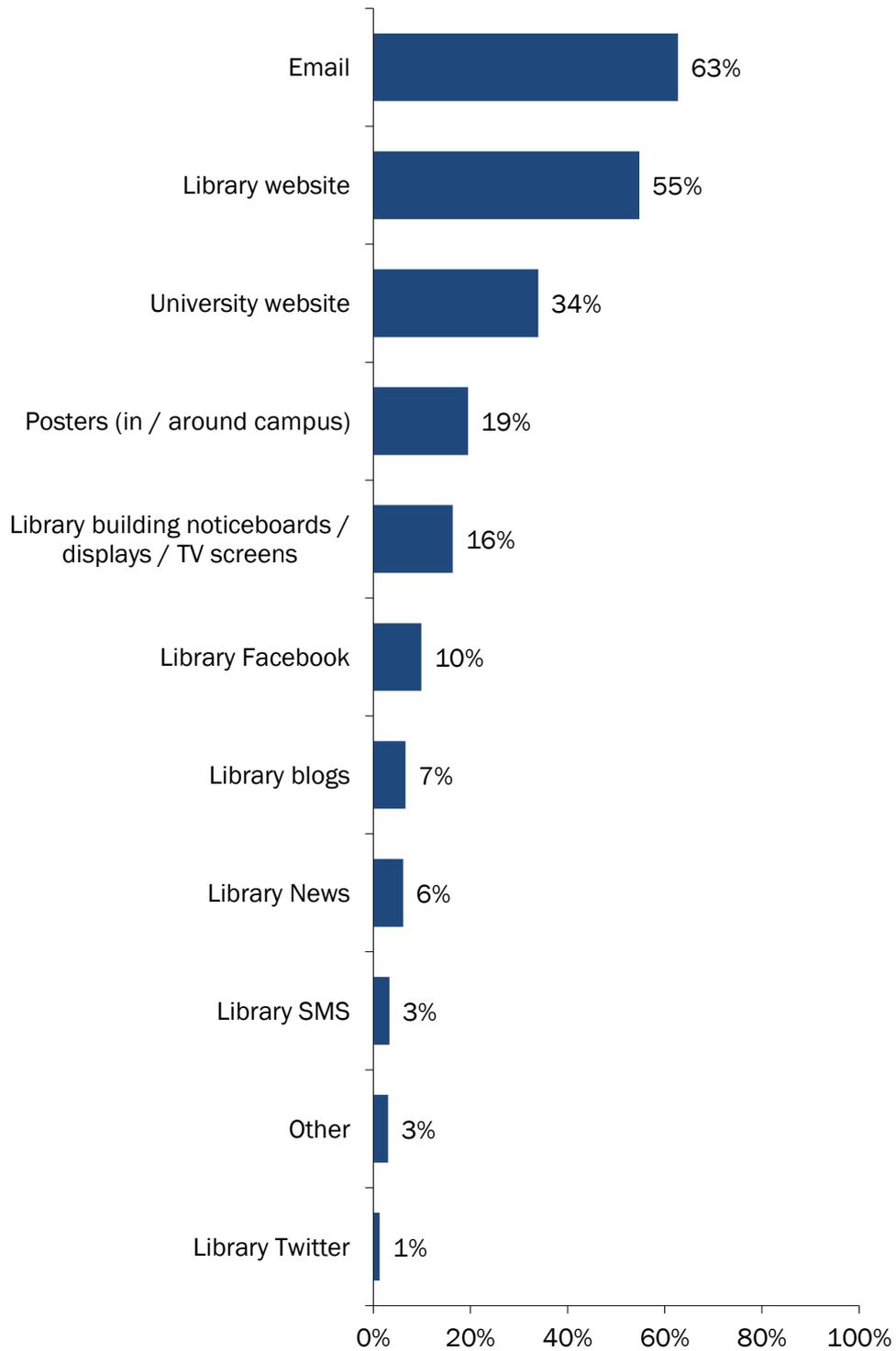
3208 responses

I want to learn more about:



2923 responses

I prefer to learn about Library services through:



3120 responses

## 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 James Cook University.

When considering the following tables, there are a few things to keep in mind. Caution should be exercised when interpreting the data for groups with fewer than 25 responses, as a small response number can lead to unstable mean scores.

Secondly, if a factor is highlighted, it means that it is unique – that is, not shared by any other group in that demographic breakdown.

Based on our experience, gaps between 1.0 and 1.99 are considered meaningful and should be investigated further. Gaps of or above 2.0 are serious and should be acted upon.

## How often do you come into the Library building?

James Cook University Library Client Survey, June 2015	
Top 5 gap scores by demographic	
How often do you come into the Library building?	Unique factor
<b>Daily (503 responses)</b>	<b>Gap score</b>
A computer is available when I need one	1.46
I can find a quiet place in the Library to study when I need to	1.34
I can get wireless access in the Library when I need to	1.27
I can find a place in the Library to work in a group when I need to	1.23
Facilities (e.g. carrels, tables, power) are available for me to use my own mobile devices (e.g. laptops, ipads, mobile phones) in the Library	1.17
<b>2-4 days a week (1091 responses)</b>	<b>Gap score</b>
A computer is available when I need one	1.47
I can find a place in the Library to work in a group when I need to	1.36
I can find a quiet place in the Library to study when I need to	1.33
I can get wireless access in the Library when I need to	1.11
Facilities (e.g. carrels, tables, power) are available for me to use my own mobile devices (e.g. laptops, ipads, mobile phones) in the Library	1.03
<b>Weekly (599 responses)</b>	<b>Gap score</b>
A computer is available when I need one	1.33
I can find a quiet place in the Library to study when I need to	1.24
I can find a place in the Library to work in a group when I need to	1.15
I can get wireless access in the Library when I need to	0.98
Facilities (e.g. carrels, tables, power) are available for me to use my own mobile devices (e.g. laptops, ipads, mobile phones) in the Library	0.97
<b>Fortnightly (275 responses)</b>	<b>Gap score</b>
Reserve Online (readings and past exams) meets my learning needs	1.09
A computer is available when I need one	0.96
One Search is easy to use	0.94
Online resources (e.g. ejournals, databases, ebooks, streaming media) meet my learning and research needs	0.91
I can get wireless access in the Library when I need to	0.87
<b>Monthly (307 responses)</b>	<b>Gap score</b>
One Search is easy to use	1.09
A computer is available when I need one	1.07
The Library website is easy to use	1.05
I can find a quiet place in the Library to study when I need to	1.04
I can find a place in the Library to work in a group when I need to	0.97
<b>Rarely (i.e. a few times a year) (630 responses)</b>	<b>Gap score</b>
The Library website is easy to use	1.02
I can find a quiet place in the Library to study when I need to	1.00
One Search is easy to use	0.96
Reserve Online (readings and past exams) meets my learning needs	0.92
I can find a place in the Library to work in a group when I need to	0.89
<b>Never (127 responses)</b>	<b>Gap score</b>
The Library website is easy to use	1.13
One Search is easy to use	1.02
Reserve Online (readings and past exams) meets my learning needs	0.88
Online resources (e.g. ejournals, databases, ebooks, streaming media) meet my learning and research needs	0.76
The Library website provides useful information	0.70

## How often do you access the Library online?

James Cook University Library Client Survey, June 2015	
Top 5 gap scores by demographic	
How often do you access the Library online?	Unique factor
<b>Daily (622 responses)</b>	<b>Gap score</b>
A computer is available when I need one	1.38
I can find a quiet place in the Library to study when I need to	1.21
I can find a place in the Library to work in a group when I need to	1.09
I can get wireless access in the Library when I need to	1.06
Facilities (e.g. carrels, tables, power) are available for me to use my own mobile devices (e.g. laptops, ipads, mobile phones) in the Library	0.87
<b>2-4 days a week (1099 responses)</b>	<b>Gap score</b>
A computer is available when I need one	1.36
I can find a quiet place in the Library to study when I need to	1.25
I can find a place in the Library to work in a group when I need to	1.21
Facilities (e.g. carrels, tables, power) are available for me to use my own mobile devices (e.g. laptops, ipads, mobile phones) in the Library	1.05
I can get wireless access in the Library when I need to	1.02
<b>Weekly (680 responses)</b>	<b>Gap score</b>
I can find a quiet place in the Library to study when I need to	1.23
A computer is available when I need one	1.16
I can find a place in the Library to work in a group when I need to	1.14
I can get wireless access in the Library when I need to	0.96
Reserve Online (readings and past exams) meets my learning needs	0.96
<b>Fortnightly (345 responses)</b>	<b>Gap score</b>
A computer is available when I need one	1.30
I can get wireless access in the Library when I need to	1.19
I can find a quiet place in the Library to study when I need to	1.06
I can find a place in the Library to work in a group when I need to	1.04
One Search is easy to use	1.03
<b>Monthly (352 responses)</b>	<b>Gap score</b>
I can find a place in the Library to work in a group when I need to	1.09
One Search is easy to use	1.08
I can find a quiet place in the Library to study when I need to	1.08
The Library website is easy to use	1.01
I can get wireless access in the Library when I need to	0.95
<b>Rarely (i.e. a few times a year) (346 responses)</b>	<b>Gap score</b>
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	1.11
I can find a place in the Library to work in a group when I need to	1.08
Facilities (e.g. carrels, tables, power) are available for me to use my own mobile devices (e.g. laptops, ipads, mobile phones) in the Library	0.97
The Library website is easy to use	0.83
<b>Never (87 responses)</b>	<b>Gap score</b>
I can find a place in the Library to work in a group when I need to	1.61
A computer is available when I need one	1.34
I can find a quiet place in the Library to study when I need to	1.27
The Library is a good place to study	0.99
Facilities (e.g. carrels, tables, power) are available for me to use my own mobile devices (e.g. laptops, ipads, mobile phones) in the Library	0.96

## How often do you come onto campus?

James Cook University Library Client Survey, June 2015	
Top 5 gap scores by demographic	
How often do you come onto campus?	Unique factor
<b>Daily (1672 responses)</b>	<b>Gap score</b>
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	1.16
I can find a place in the Library to work in a group when I need to	1.16
I can get wireless access in the Library when I need to	1.01
Facilities (e.g. carrels, tables, power) are available for me to use my own mobile devices (e.g. laptops, ipads, mobile phones) in the Library	0.97
<b>2-4 days a week (1222 responses)</b>	<b>Gap score</b>
A computer is available when I need one	1.43
I can find a quiet place in the Library to study when I need to	1.32
I can find a place in the Library to work in a group when I need to	1.29
I can get wireless access in the Library when I need to	1.09
Facilities (e.g. carrels, tables, power) are available for me to use my own mobile devices (e.g. laptops, ipads, mobile phones) in the Library	1.02
<b>Weekly (203 responses)</b>	<b>Gap score</b>
A computer is available when I need one	1.22
I can find a quiet place in the Library to study when I need to	1.19
I can get wireless access in the Library when I need to	1.04
The Library website is easy to use	1.03
One Search is easy to use	1.00
<b>Fortnightly (53 responses)</b>	<b>Gap score</b>
A computer is available when I need one	0.97
Opening hours meet my needs	0.91
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	0.90
I can find a quiet place in the Library to study when I need to	0.87
I can get wireless access in the Library when I need to	0.80
<b>Monthly (80 responses)</b>	<b>Gap score</b>
I can find a quiet place in the Library to study when I need to	1.02
I can find a place in the Library to work in a group when I need to	0.89
Reserve Online (readings and past exams) meets my learning needs	0.89
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	0.84
After hours or 24 hour spaces in the Library meet my needs	0.82
<b>Rarely (i.e. a few times a year) (218 responses)</b>	<b>Gap score</b>
The Library website is easy to use	1.13
One Search is easy to use	1.10
Reserve Online (readings and past exams) meets my learning needs	0.94
Online resources (e.g. ejournals, databases, ebooks, streaming media) meet my learning and research needs	0.80
I can find a quiet place in the Library to study when I need to	0.77
<b>Never (88 responses)</b>	<b>Gap score</b>
The Library website is easy to use	1.11
One Search is easy to use	1.08
Reserve Online (readings and past exams) meets my learning needs	0.91
Online resources (e.g. ejournals, databases, ebooks, streaming media) meet my learning and research needs	0.82
The Library website provides useful information	0.76

## What single category best describes you?

James Cook University Library Client Survey, June 2015	
Top 5 gap scores by demographic	
What single category best describes you?	Unique factor
<b>JCU Undergraduate Student (2318 responses)</b>	<b>Gap score</b>
A computer is available when I need one	1.45
I can find a place in the Library to work in a group when I need to	1.33
I can find a quiet place in the Library to study when I need to	1.28
I can get wireless access in the Library when I need to	1.15
Facilities (e.g. carrels, tables, power) are available for me to use my own mobile devices (e.g. laptops, ipads, mobile phones) in the Library	1.06
<b>JCU Postgraduate Coursework Student (479 responses)</b>	<b>Gap score</b>
I can find a quiet place in the Library to study when I need to	1.21
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	0.95
The Library is a good place to study	0.94
After hours or 24 hour spaces in the Library meet my needs	0.92
<b>JCU Postgraduate Research Student (PhD or Masters by Research) (239 responses)</b>	<b>Gap score</b>
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	1.04
The Library website is easy to use	0.95
Online resources (e.g. ejournals, databases, ebooks, streaming media) meet my learning and research needs	0.91
One Search is easy to use	0.89
The Library website provides useful information	0.82
<b>JCU Pathways Student (Diploma of Higher Education Student, TAC, IHCAP, RATEP, etc) (44 responses)</b>	<b>Gap score</b>
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	0.94
I can get wireless access in the Library when I need to	0.78
Facilities (e.g. carrels, tables, power) are available for me to use my own mobile devices (e.g. laptops, ipads, mobile phones) in the Library	0.69
One Search is easy to use	0.63
<b>JCU Academic/Research Staff (257 responses)</b>	<b>Gap score</b>
The Library website is easy to use	1.30
One Search is easy to use	1.22
Online resources (e.g. ejournals, databases, ebooks, streaming media) meet my learning and research needs	1.04
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	0.91
The Library website provides useful information	0.89
<b>JCU Professional and Technical Staff (142 responses)</b>	<b>Gap score</b>
The Library website is easy to use	0.90
One Search is easy to use	0.83
I can get wireless access in the Library when I need to	0.79
I can find a quiet place in the Library to study when I need to	0.73
The Library website provides useful information	0.71
<b>Graduate of JCU (alumni) (18 responses)</b>	<b>Gap score</b>
Facilities (e.g. carrels, tables, power) are available for me to use my own mobile devices (e.g. laptops, ipads, mobile phones) in the Library	1.40
I can find a place in the Library to work in a group when I need to	1.22
A computer is available when I need one	1.20
I can get wireless access in the Library when I need to	0.82
One Search is easy to use	0.71

James Cook University Library Client Survey, June 2015	
Top 5 gap scores by demographic	
What single category best describes you? <span style="float: right;">Unique factor</span>	
<b>Other (22 responses)</b>	<b>Gap score</b>
I can find a quiet place in the Library to study when I need to	1.22
The Library is a good place to study	0.77
A computer is available when I need one	0.60
The Library anticipates my learning and research needs	0.50
One Search is easy to use	0.47

### Are you an International or Domestic Student?

James Cook University Library Client Survey, June 2015	
Top 5 gap scores by demographic	
Are you an International or Domestic Student? <span style="float: right;">Unique factor</span>	
<b>International Student (655 responses)</b>	<b>Gap score</b>
I can find a quiet place in the Library to study when I need to	1.29
A computer is available when I need one	1.21
I can find a place in the Library to work in a group when I need to	1.08
After hours or 24 hour spaces in the Library meet my needs	1.07
The Library is a good place to study	1.03
<b>Domestic Student (2494 responses)</b>	<b>Gap score</b>
A computer is available when I need one	1.35
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	1.22
I can get wireless access in the Library when I need to	1.10
Facilities (e.g. carrels, tables, power) are available for me to use my own mobile devices (e.g. laptops, ipads, mobile phones) in the Library	0.98

## In which JCU college; or research centre or institute; or service division is your major area of study, research, teaching or work?

James Cook University Library Client Survey, June 2015	
Top 5 gap scores by demographic	
In which JCU college; or research centre or institute; or service division is your major area of study, research, teaching or work?	Unique factor
<b>Tropical Environments and Societies Division - College of Arts, Society and Education (711 responses)</b>	<b>Gap score</b>
A computer is available when I need one	1.22
I can find a quiet place in the Library to study when I need to	1.16
One Search is easy to use	1.12
I can get wireless access in the Library when I need to	1.07
The Library website is easy to use	0.98
<b>Tropical Environments and Societies Division - College of Business, Law and Governance (646 responses)</b>	<b>Gap score</b>
A computer is available when I need one	1.61
I can find a place in the Library to work in a group when I need to	1.60
I can find a quiet place in the Library to study when I need to	1.40
Facilities (e.g. carrels, tables, power) are available for me to use my own mobile devices (e.g. laptops, ipads, mobile phones) in the Library	1.21
<b>The Library is a good place to study</b>	<b>1.08</b>
<b>Tropical Environments and Societies Division - College of Marine and Environmental Sciences (299 responses)</b>	<b>Gap score</b>
I can find a quiet place in the Library to study when I need to	1.29
A computer is available when I need one	1.25
The Library website is easy to use	0.95
Facilities (e.g. carrels, tables, power) are available for me to use my own mobile devices (e.g. laptops, ipads, mobile phones) in the Library	0.93
I can find a place in the Library to work in a group when I need to	0.92
<b>Tropical Environments and Societies Division - College of Science, Technology and Engineering (327 responses)</b>	<b>Gap score</b>
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	1.17
I can find a place in the Library to work in a group when I need to	1.13
I can get wireless access in the Library when I need to	0.90
Facilities (e.g. carrels, tables, power) are available for me to use my own mobile devices (e.g. laptops, ipads, mobile phones) in the Library	0.82
<b>Tropical Health and Medicine Division - College of Healthcare Sciences (545 responses)</b>	<b>Gap score</b>
A computer is available when I need one	1.39
I can find a place in the Library to work in a group when I need to	1.22
I can get wireless access in the Library when I need to	1.09
I can find a quiet place in the Library to study when I need to	1.05
Reserve Online (readings and past exams) meets my learning needs	1.03
<b>Tropical Health and Medicine Division - College of Medicine and Dentistry (381 responses)</b>	<b>Gap score</b>
After hours or 24 hour spaces in the Library meet my needs	1.22
I can find a quiet place in the Library to study when I need to	1.19
<b>Opening hours meet my needs</b>	<b>1.16</b>
Reserve Online (readings and past exams) meets my learning needs	1.15
Facilities (e.g. carrels, tables, power) are available for me to use my own mobile devices (e.g. laptops, ipads, mobile phones) in the Library	1.12
<b>Tropical Health and Medicine Division - College of Public Health, Medical and Veterinary Sciences (301 responses)</b>	<b>Gap score</b>
I can find a quiet place in the Library to study when I need to	1.30
A computer is available when I need one	1.29
I can find a place in the Library to work in a group when I need to	1.06
I can get wireless access in the Library when I need to	1.04
Reserve Online (readings and past exams) meets my learning needs	1.01

James Cook University Library Client Survey, June 2015	
Top 5 gap scores by demographic	
In which JCU college; or research centre or institute; or service division is your major area of study, research, teaching or work?	Unique factor
<b>Research Centre or Institute (40 responses)</b>	<b>Gap score</b>
One Search is easy to use	1.48
The Library website provides useful information	1.25
The Library website is easy to use	1.11
When I am away from campus I can access the Library resources and services I need	0.89
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	0.67
<b>Division of Academic and Student Life (47 responses)</b>	<b>Gap score</b>
I can find a quiet place in the Library to study when I need to	1.54
A computer is available when I need one	1.42
I can get wireless access in the Library when I need to	1.33
Facilities (e.g. carrels, tables, power) are available for me to use my own mobile devices (e.g. laptops, ipads, mobile phones) in the Library	1.26
I can find a place in the Library to work in a group when I need to	1.11
<b>Division of Research and Innovation (15 responses)</b>	<b>Gap score</b>
One Search is easy to use	0.71
Reserve Online (readings and past exams) meets my learning needs	0.33
The Library website is easy to use	0.18
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	0.17
Online resources (e.g. ejournals, databases, ebooks, streaming media) meet my learning and research needs	0.13
<b>Division of Services and Resources (37 responses)</b>	<b>Gap score</b>
I can find a quiet place in the Library to study when I need to	1.41
The Library website is easy to use	1.04
I can get wireless access in the Library when I need to	0.92
Facilities (e.g. carrels, tables, power) are available for me to use my own mobile devices (e.g. laptops, ipads, mobile phones) in the Library	0.90
The Library anticipates my learning and research needs	0.80
<b>Not applicable (156 responses)</b>	<b>Gap score</b>
A computer is available when I need one	0.86
After hours or 24 hour spaces in the Library meet my needs	0.81
I can find a quiet place in the Library to study when I need to	0.79
I can find a place in the Library to work in a group when I need to	0.78
The Library website provides useful information	0.75

## Which campus or study centre do you use most?

James Cook University Library Client Survey, June 2015	
Top 5 gap scores by demographic	
Which campus or study centre do you use most?	Unique factor
<b>Townsville (2146 responses)</b>	<b>Gap score</b>
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	1.24
I can find a place in the Library to work in a group when I need to	1.18
I can get wireless access in the Library when I need to	1.05
Facilities (e.g. carrels, tables, power) are available for me to use my own mobile devices (e.g. laptops, ipads, mobile phones) in the Library	1.01
<b>Townsville City Campus (27 responses)</b>	<b>Gap score</b>
I can find a quiet place in the Library to study when I need to	1.31
The Library website provides useful information	1.22
After hours or 24 hour spaces in the Library meet my needs	1.07
I can find a place in the Library to work in a group when I need to	0.91
The Library anticipates my learning and research needs	0.87
<b>Cairns (884 responses)</b>	<b>Gap score</b>
A computer is available when I need one	1.32
I can get wireless access in the Library when I need to	1.16
One Search is easy to use	0.96
I can find a place in the Library to work in a group when I need to	0.94
The Library website is easy to use	0.94
<b>Singapore (271 responses)</b>	<b>Gap score</b>
After hours or 24 hour spaces in the Library meet my needs	1.58
I can find a place in the Library to work in a group when I need to	1.57
A computer is available when I need one	1.52
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	1.34
Reserve Online (readings and past exams) meets my learning needs	1.27
<b>Brisbane (135 responses)</b>	<b>Gap score</b>
After hours or 24 hour spaces in the Library meet my needs	1.71
I can find a quiet place in the Library to study when I need to	1.51
The Library is a good place to study	1.31
I can find a place in the Library to work in a group when I need to	1.27
A computer is available when I need one	1.10
<b>Mackay (25 responses)</b>	<b>Gap score</b>
A computer is available when I need one	1.18
Library workshops, classes and tutorials help me with my learning and research needs	1.00
The Library website provides useful information	0.95
One Search is easy to use	0.95
The Library anticipates my learning and research needs	0.89
<b>Other (43 responses)</b>	<b>Gap score</b>
The Library website is easy to use	1.44
One Search is easy to use	1.33
Reserve Online (readings and past exams) meets my learning needs	1.28
The Library anticipates my learning and research needs	1.18
Online resources (e.g. ejournals, databases, ebooks, streaming media) meet my learning and research needs	1.06

## Which Library do you use most?

James Cook University Library Client Survey, June 2015	
Top 5 gap scores by demographic	
Which Library do you use the most?	
	Unique factor
<b>Eddie Koiki Mabo Library, Townsville Campus (2196 responses)</b>	<b>Gap score</b>
I can find a quiet place in the Library to study when I need to	1.33
A computer is available when I need one	1.23
I can find a place in the Library to work in a group when I need to	1.17
I can get wireless access in the Library when I need to	1.04
Facilities (e.g. carrels, tables, power) are available for me to use my own mobile devices (e.g. laptops, ipads, mobile phones) in the Library	0.99
<b>Cairns Campus Library (890 responses)</b>	<b>Gap score</b>
A computer is available when I need one	1.31
I can get wireless access in the Library when I need to	1.16
One Search is easy to use	0.96
I can find a place in the Library to work in a group when I need to	0.95
The Library website is easy to use	0.94
<b>Singapore Campus Library (269 responses)</b>	<b>Gap score</b>
After hours or 24 hour spaces in the Library meet my needs	1.60
I can find a place in the Library to work in a group when I need to	1.56
A computer is available when I need one	1.53
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	1.36
Reserve Online (readings and past exams) meets my learning needs	1.24
<b>Brisbane Campus Library (136 responses)</b>	<b>Gap score</b>
After hours or 24 hour spaces in the Library meet my needs	1.57
I can find a quiet place in the Library to study when I need to	1.51
The Library is a good place to study	1.28
I can find a place in the Library to work in a group when I need to	1.27
A computer is available when I need one	1.05

## 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 user concerns.

