

Surveying Our Users

The 2012 User Survey on the University of Virginia Library



Management Information Services

www.lib.virginia.edu/mis

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April 2012

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2012 Library User Survey

User Survey Highlights

Each spring, the University of Virginia Library emails a sample of our University users asking them to fill out a Web survey. This survey covers a broad range of library services, facilities, and resources.

NB: For items that are rated, we used a 1-5 scale, 5 being the highest.

HOT TOPICS:

- Faculty give uniformly high ratings to the Library's contributions to their academic work; their scores ranged from 4.67 (contributes to my scholarly research) to 4.54 (allows me to keep current) to 4.51 (allows me to be more productive) to 4.44 (enriches my teaching and/or learning). Graduate students gave a high rating (4.29) to "contributes to my scholarly research", but mediocre ratings to the other three items. Undergraduates said the library allows them to be more productive (4.06), but gave rather low scores to other three items. (3.17 to 3.65) [p.54-56]
- In general, users feel very safe in and around the libraries, scoring safety at 4.5 and above. Over 60% never feel unsafe. 2% feel unsafe during the day, 3% during the evening, and 14% after midnight. [p. 57]
- Paper books are preferred by all user categories (59% for faculty and undergrads, 53% for grads) over e-books, particularly for leisure reading (72% to 84%). E-books are strongly preferred for reference materials (60% to 61%).
- As places to study and do research, faculty prefer their departmental offices and labs, graduate students prefer their residences, and undergraduates prefer the Library. [p.46-48]

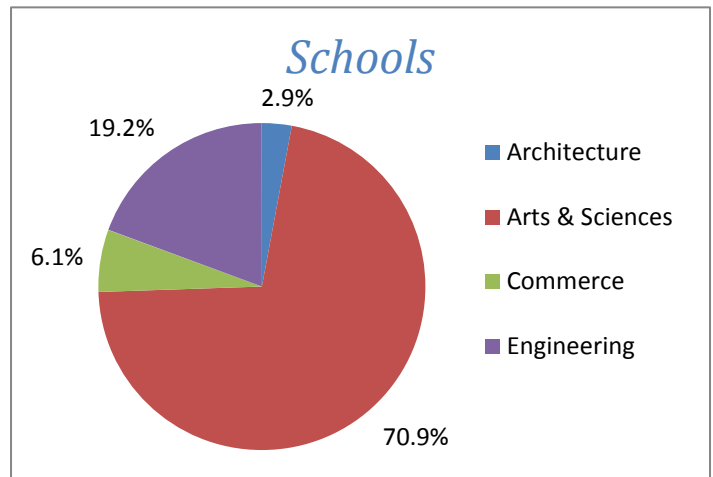
OTHER RESULTS:

- Overall satisfaction ratings for the Library system among undergraduates and faculty are the highest since the Library began surveying them. Undergrads have ranged from a low of 3.90 in 1998 to this new high of 4.26. The low point for faculty was 4.09 in 1993, but they set a record at 4.57 for 2012. For graduate students, the ratings began at 3.96 in 1993 and are at 4.25 for 2012. [p. 60]
- Customer service continues to be highly rated by all user groups. Undergraduates rated the three combined measures of competence, courtesy, and speed at 4.33, graduates at 4.44, and faculty at 4.67. [p. 58]
- Sixty-eight percent of undergraduates report physically visiting a library at least once a week, followed by 37% of graduate students and 25% of faculty. Only 16% of undergrads use electronic materials once a week, but 50% of graduate students and 74% of faculty do so. Between 22% and 25% of all groups never consult with Library staff making it the most "never used" service. Twenty-five percent of undergraduates never use Library electronic resources. [p. 10-12]
- The highest satisfaction ratings for resources among those rated very important (4.25+) were:
 - Undergraduates: collection content (4.25)
 - Graduates: online collections (4.05)
 - Faculty: ILL/LEO (4.78) [p.30-32]
- The lowest satisfaction ratings for resources among those rated very important (4.25+) were:
 - Undergraduates: equipment (3.78)
 - Graduates: Virgo (3.97)
 - Faculty: Virgo (3.97). [p. 30-32]
- Faculty and graduate students continue to choose Alderman as their most frequently used library by 48% and 37% respectively. Undergraduates put Clemons first (33%), closely followed by Alderman (28%) and Brown SEL (28%). [p. 27]
- The survey was sent to a random sample of 746 undergraduates, 482 graduate students, and 355 (one-third) teaching faculty in the Batten School and the schools of Arts & Sciences, Architecture, Commerce, Education, and Engineering. Response rates were 46% for undergraduates, 54% for graduate students, and 48% for faculty. [p. 8]

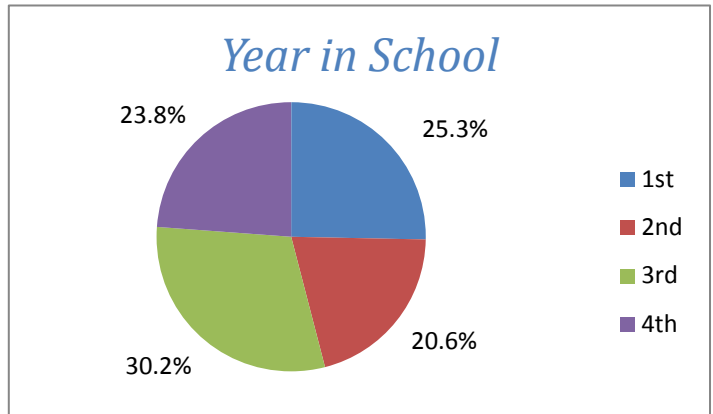
Analysis by Patron Status

Undergraduates

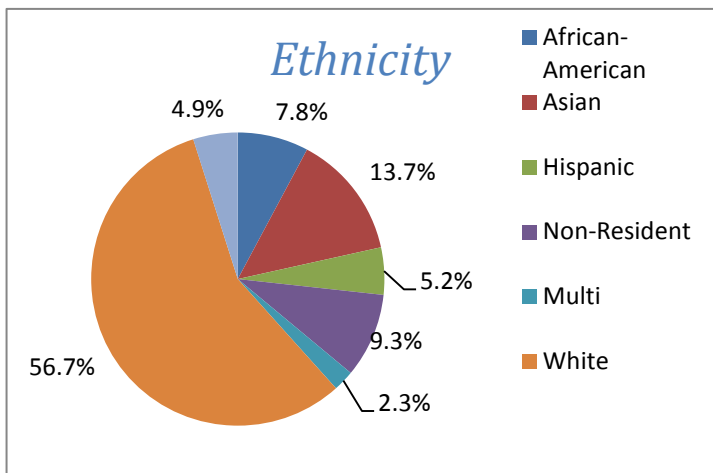
The typical undergraduate respondent is white (57%), female (61%), and in her 3rd year (30%) in the College of Arts and Sciences (71%). She visits a library in person at least once a week (68%) and accesses the online resources once a semester or more. She consults with library staff and uses physical materials about once a semester, but checks Virgo and the Library website about once a month. She mostly physically uses the Library (74%) and identifies with a primary library, typically Clemons (33%), Alderman (28%) or Brown SEL (28%).



She is satisfied with the library system (4.26 out of 5). She believes the staff is courteous (4.42), competent/knowledgeable (4.26), and speedy (4.31), but less so than her faculty and graduate student counterparts.



Of the sixteen library services/resources she rated, the biggest gaps between satisfaction and importance are with Library instruction, spaces, equipment, public programming, and comfort. Of highest importance is Library spaces with the lowest being instruction. Highest satisfaction is reference services and lowest is public programming.



Demographics

Response		
Sample	Respondents	Rate
746	344	46.1%

Gender	
Females	Males
61.0%	39.0%

Frequency/Mode of Use

	At least once a week	At least once a month	At least once a semester	Never
Physically visited a library	68.3%	22.1%	8.7%	0.9%
Consulted with Library staff	5.8%	25.3%	43.9%	25.0%
Used physical materials	15.4%	31.1%	35.8%	17.7%
Used electronic materials	16.0%	28.2%	30.5%	25.3%
Used Virgo	17.4%	35.5%	32.8%	14.2%
Used Library website	20.3%	37.8%	29.4%	12.5%

Satisfaction & Importance

	Satisfaction	Importance	Visibility
Overall Satisfaction			
Satisfaction with library	4.26		
Customer Service			
Competence	4.26	4.53	
Courtesy	4.42	4.51	
Speed	4.31	4.47	
Composite	4.33	4.50	
Services & Resources			
Library spaces	3.92	4.72	82.3%
Comfort	4.11	4.61	82.0%
Equipment	3.78	4.57	75.3%
Online catalog	4.13	4.48	75.6%
Online collections	4.10	4.43	65.4%
Collection content	4.25	4.39	67.2%
Physical collections	4.21	4.34	67.7%
Circulation and reserve services	4.12	4.29	73.3%
Library websites	4.17	4.24	75.0%
Information services/reference	4.31	4.22	67.4%
Digital project support	3.86	4.05	34.3%
Scanning	3.97	4.04	31.7%
Libra	4.14	4.02	36.6%
Interlibrary Loan & Document Delivery	4.04	3.71	38.4%
Public programming	3.76	3.17	30.8%
Instruction	3.99	3.12	40.7%

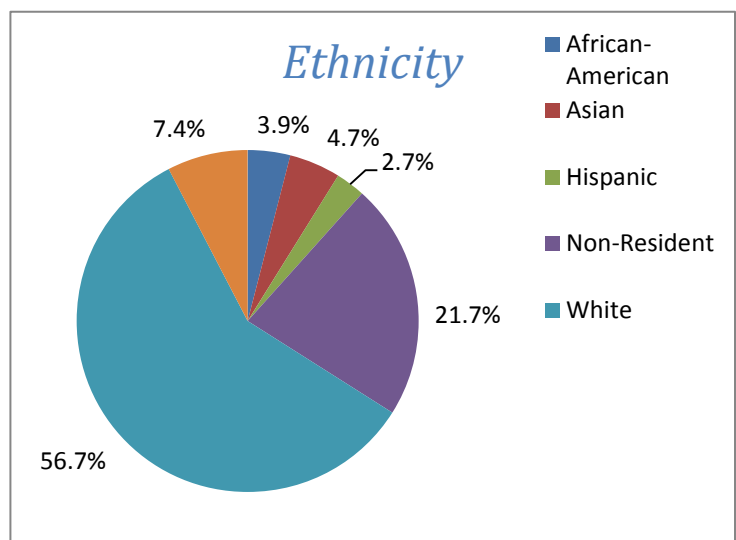
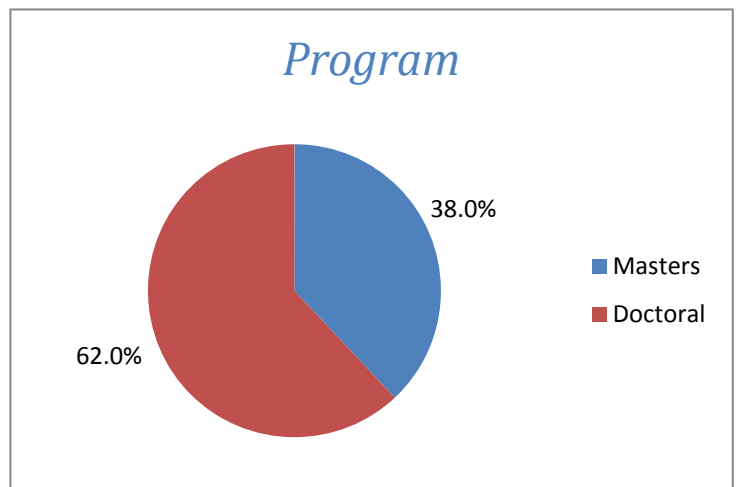
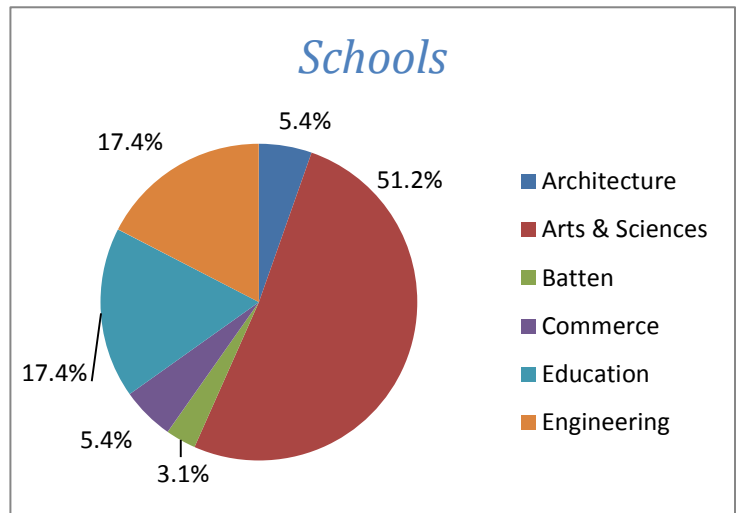
Analysis by Patron Status

Graduate Students

The typical graduate respondent is a white (60%), female (55%), doctoral (62%) student in the Graduate School of Arts and Sciences (51%). She visits a library in person at least once a month (64%). She consults with library staff only once a semester but uses physical and electronic materials weekly. She also checks Virgo and the Library website weekly. She mostly uses the online Library (61%) but still identifies with a primary library: Alderman (37%) or Brown SEL (19%).

She is satisfied with the library system (4.25 out of 5). She believes the staff is courteous (4.52), competent/knowledgeable (4.41) and speedy (4.38), but generally less so than her faculty counterparts.

Of the sixteen library services/resources she rated, the biggest gaps between satisfaction and importance are with Library instruction, Virgo, equipment, and collection content. Of highest importance is Virgo with the lowest being public programming. Highest satisfaction is with digital project support and lowest is with equipment.



Demographics

Response		
Sample	Respondents	Rate
482	258	53.5%

Gender	
Females	Males
55.4%	44.6%

Frequency/Mode of Use

	At least once a week	At least once a month	At least once a semester	Never
Physically visited a library	36.4%	27.5%	29.5%	6.6%
Consulted with Library staff	5.0%	24.0%	46.9%	24.0%
Used physical Library materials	32.9%	24.0%	29.5%	13.6%
Used electronic Library materials	50.4%	22.9%	15.9%	10.9%
Used Virgo	46.1%	28.7%	17.8%	7.4%
Used Library's website	46.9%	27.1%	19.8%	6.2%

Satisfaction & Importance

	Satisfaction	Importance	Visibility
Overall Satisfaction			
Satisfaction with library	4.25		
Customer Service			
Competence	4.41	4.68	
Courtesy	4.52	4.49	
Speed	4.38	4.54	
Composite	4.44	4.57	
Services & Resources			
Online catalog	3.97	4.77	84.9%
Online collections	4.05	4.75	80.6%
Collection content	4.15	4.65	81.4%
Circulation and reserve services	4.22	4.6	85.7%
Physical collections	4.15	4.53	79.1%
Interlibrary Loan & Document Delivery	4.35	4.47	66.7%
Comfort	4.12	4.47	79.1%
Equipment	3.71	4.42	64.7%
Information services/reference	4.28	4.38	77.5%
Library websites	4.12	4.38	86.0%
Library spaces	4.06	4.37	74.4%
Scanning	4.14	4.13	34.9%
Libra	3.96	4.09	37.6%
Digital project support	4.35	4.07	30.2%
Instruction	4.24	3.35	45.3%
Public programming	4.13	3.13	34.5%

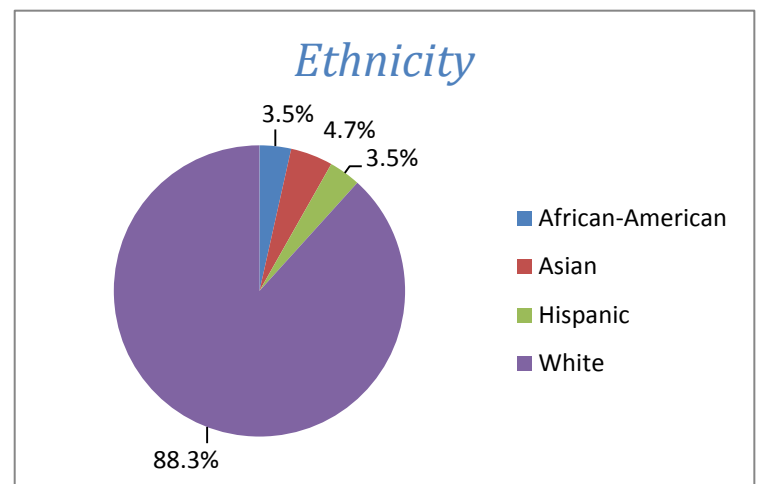
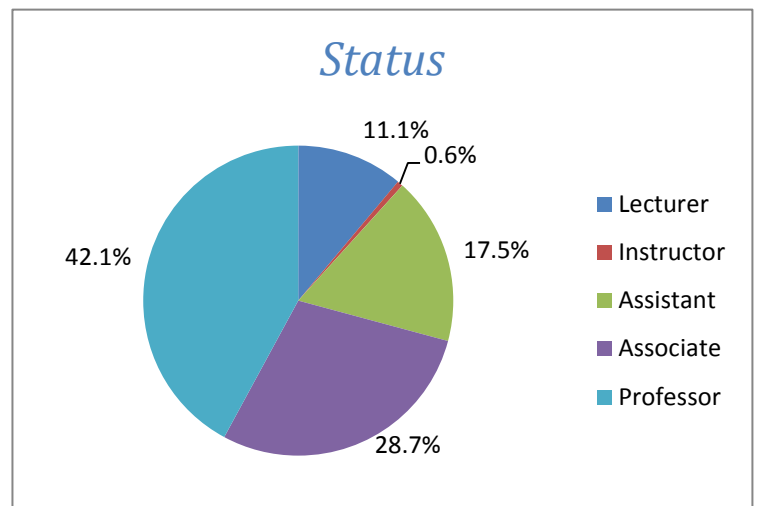
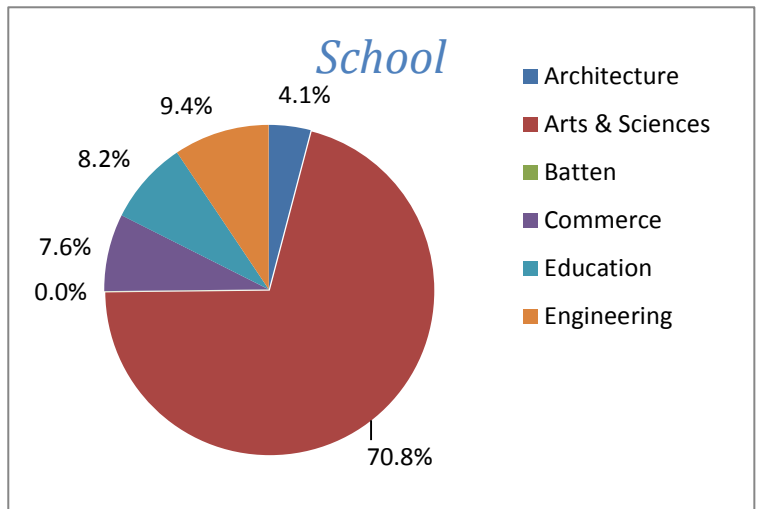
Analysis by Patron Status

Faculty

The typical faculty respondent is white (88%), male (68%), and is a full professor (42%) in the College of Arts and Sciences (71%). He visits a library in person at least once a month (60%). He consults with Library staff about once semester but uses physical and electronic materials at least once a week. He also uses Virgo and the Library website at least once a week. Despite heavy use of online resources (79%), he still identifies with a primary library, often Alderman (48%), with Brown as his second choice (10%).

He is very satisfied with the library system (4.57). He believes the staff is courteous (4.74) competent/knowledgeable (4.68), and speedy (4.65).

Of the sixteen library services/resources he rated, the biggest gaps between satisfaction and importance are with public programming, instruction, Virgo, and online collections. Of highest importance is Virgo with the lowest being public programming. Highest satisfaction is with ILL/LEO and lowest is with equipment.



Demographics

Response		
Sample	Respondents	Rate
355	171	48.2%

Gender	
Females	Males
31.6%	68.4%

Frequency/Mode of Use

	At least once a week	At least once a month	At least once a semester	Never
Physically visited a library	24.6%	35.7%	24.5%	15.2%
Consulted with Library staff	5.3%	33.3%	39.8%	21.6%
Used physical Library materials	44.4%	24.0%	17.5%	14.0%
Used electronic Library materials	73.7%	14.0%	6.4%	5.8%
Used Virgo	64.3%	21.1%	8.8%	5.8%
Used Library website	52.6%	27.5%	11.1%	8.8%

Satisfaction & Importance

	Satisfaction	Importance	Visibility
Overall Satisfaction			
Satisfaction with library	4.57		
Customer Service			
Competence	4.63	4.70	
Courtesy	4.74	4.49	
Speed	4.65	4.62	
Composite	4.67	4.60	
Services & Resources			
Online catalog	3.97	4.84	91.2%
Online collections	4.20	4.79	91.8%
Interlibrary Loan & Document Delivery	4.78	4.76	83.6%
Circulation and reserve services	4.60	4.59	84.8%
Collection content	4.16	4.57	85.4%
Library websites	4.03	4.51	87.1%
Physical collections	4.21	4.41	79.5%
Scanning	4.48	4.20	56.7%
Information services/reference	4.60	4.19	73.1%
Library spaces	4.08	4.01	57.9%
Comfort	4.19	3.95	67.8%
Digital project support	4.18	3.85	36.8%
Equipment	3.91	3.80	55.0%
Libra	3.98	3.78	32.2%
Instruction	4.41	3.17	31.6%
Public programming	4.15	2.88	31.0%

2012 Library User Survey Demographics

Sample	Sample Size	Respondents	Response Rate
Ugrads	746	344	46.1%
Grads	482	258	53.5%
Faculty	355	171	48.2%
Total	1,583	773	48.8%

Responses below are percents.

Gender	Ugrads: 344	Grads: 258	Faculty: 171
Female	61.0	55.4	31.6
Male	39.0	44.6	68.4
Total	100.0	100.0	100.0

Race/Ethnicity	Ugrads: 344	Grads: 258	Faculty: 171
African-American	7.8	3.9	3.5
Asian	13.7	4.7	4.7
Hispanic	5.2	2.7	3.5
Multi-race	2.3	0.0	0.0
Non-Resident Alien	9.3	21.7	0.0
Unclassified	4.9	7.4	0.0
White	56.7	59.7	88.3
Total	99.9	100.1	100.0

School	Ugrads: 344	Grads: 258	Faculty: 171
Architecture	2.9	5.4	4.1
Arts & Sciences	70.9	51.2	70.8
Batten	0.0	3.1	0.0
Commerce	6.1	5.4	7.6
Education	0.9	17.4	8.2
Engineering	19.2	17.4	9.4
Total	100.0	99.9	100.1

2012 Library User Survey

Demographics: Academic Year or Rank

Responses are percents.

Ugrads:	
1st year	25.3
2nd year	20.6
3rd year	30.2
4th year	23.8
Total	99.9

Grads:	
Masters	38.0
Doctoral	62.0
Total	100.0


Faculty:	
Lecturer	11.1
Instructor	0.6
Assistant	17.5
Associate	28.7
Professor	42.1
Total	100.0

2012 Library User Survey

Library Use

During the current academic year, how often have you:

Responses are percents.

 = highest percent

Physically visited a library	Ugrads	Grads	Faculty
At least once a week	68.3	36.4	24.6
At least once a month	22.1	27.5	35.7
At least once a semester	8.7	29.5	24.5
Never	0.9	6.6	15.2

Consulted with Library staff			
At least once a week	5.8	5.0	5.3
At least once a month	25.3	24.0	33.3
At least once a semester	43.9	46.9	39.8
Never	25.0	24.0	21.6

Used physical Library materials			
At least once a week	15.4	32.9	44.4
At least once a month	31.1	24.0	24.0
At least once a semester	35.8	29.5	17.5
Never	17.7	13.6	14.0

Used electronic Library materials			
At least once a week	16.0	50.4	73.7
At least once a month	28.2	22.9	14.0
At least once a semester	30.5	15.9	6.4
Never	25.3	10.9	5.8

Used VIRGO			
At least once a week	17.4	46.1	64.3
At least once a month	35.5	28.7	21.1
At least once a semester	32.8	17.8	8.8
Never	14.2	7.4	5.8

Used the Library's website			
At least once a week	20.3	46.9	52.6
At least once a month	37.8	27.1	27.5
At least once a semester	29.4	19.8	11.1
Never	12.5	6.2	8.8

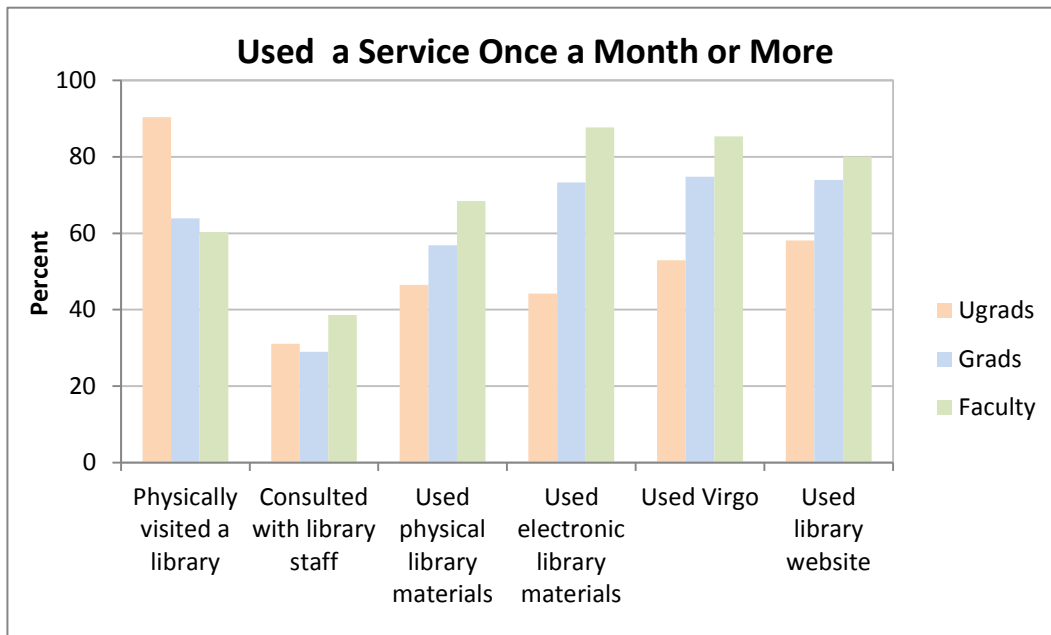
2012 Library User Survey

Library Use

During the current academic year, how often have you:
Responses are percents.

= highest percent

Used once a month or more	Ugrads	Grads	Faculty
Physically visited a library	90.4	63.9	60.3
Consulted with library staff	31.1	29.0	38.6
Used physical library materials	46.5	56.9	68.4
Used electronic library materials	44.2	73.3	87.7
Used Virgo	52.9	74.8	85.4
Used library website	58.1	74.0	80.1



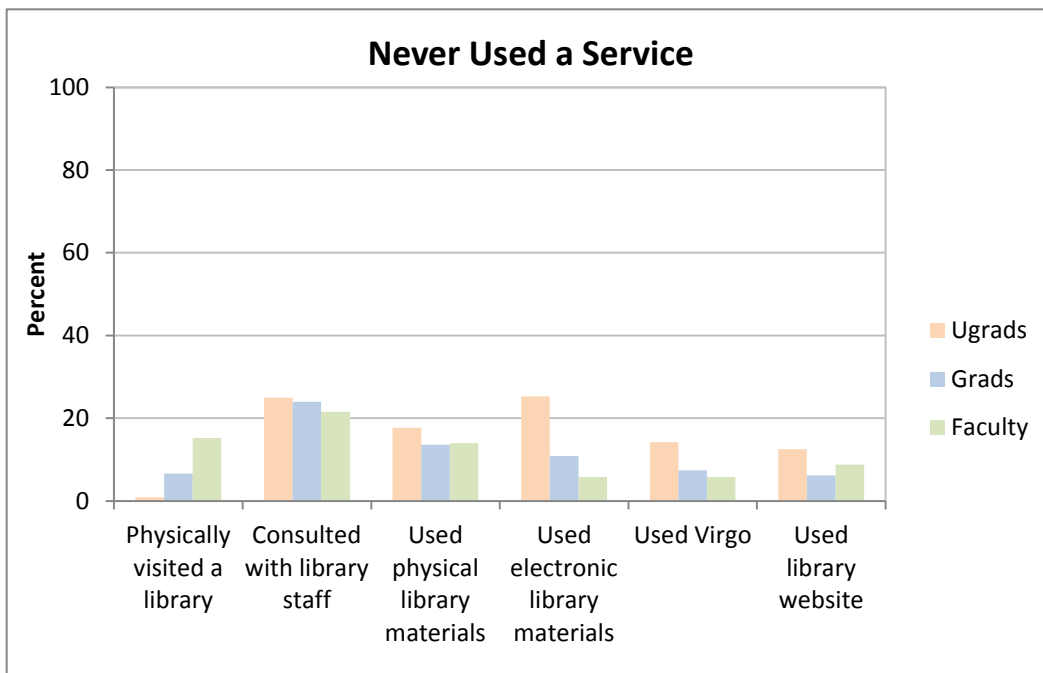
2012 Library User Survey

Library Use

During the current academic year, how often have you:
Responses are percents.

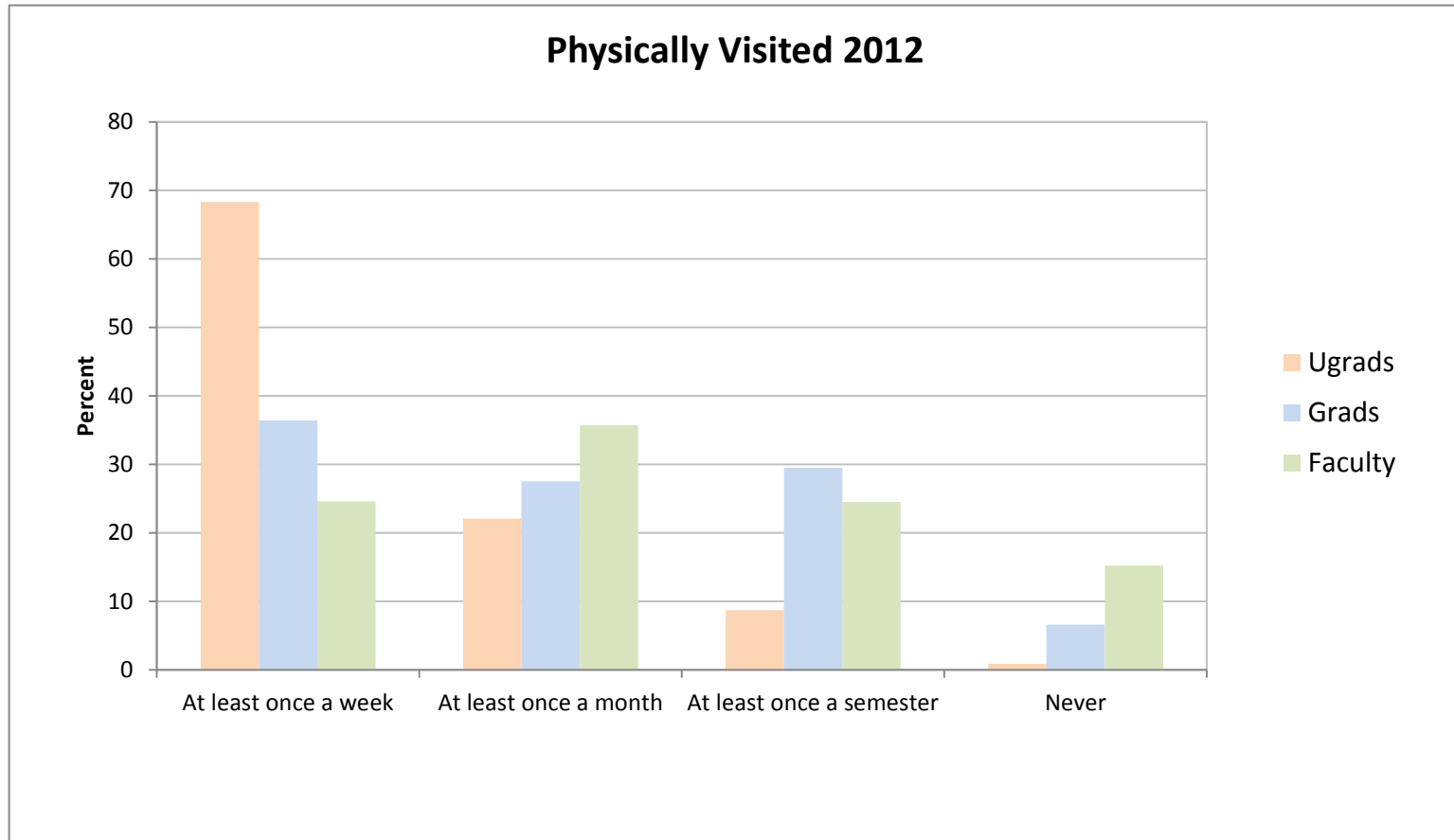
= highest percent

Used never	Ugrads	Grads	Faculty
Physically visited a library	0.9	6.6	15.2
Consulted with library staff	25.0	24.0	21.6
Used physical library materials	17.7	13.6	14.0
Used electronic library materials	25.3	10.9	5.8
Used Virgo	14.2	7.4	5.8
Used library website	12.5	6.2	8.8



2012 Library User Survey

Library Use: Physically Visited a Library



2012 Library User Survey

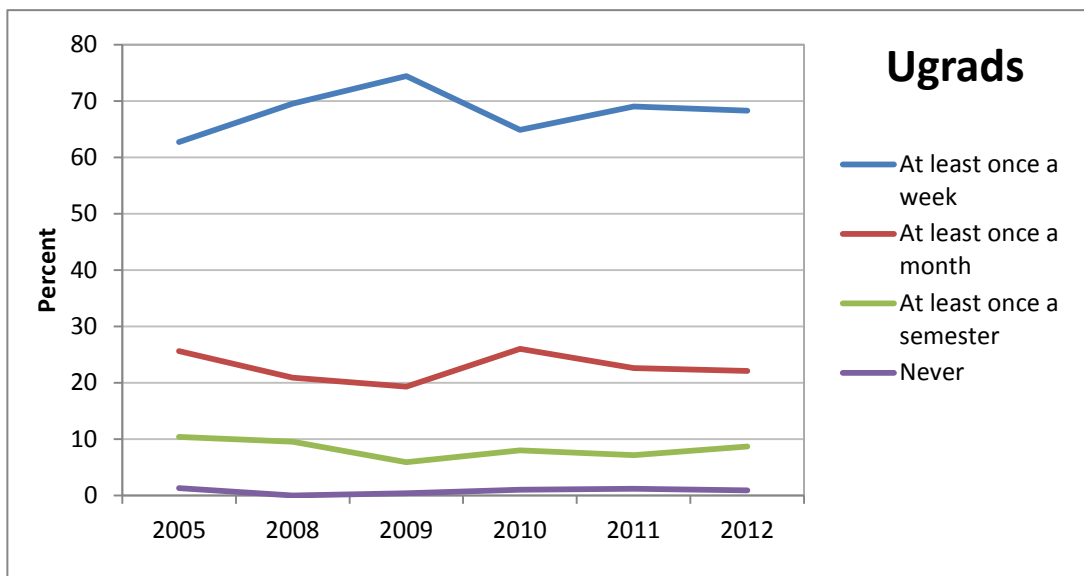
Library Use: Physically Visited a Library

During the current academic year, how often have you physically visited a Library?
Responses are percents.

= highest percent

Undergrads

	2005	2008	2009	2010	2011	2012
At least once a week	62.7	69.5	74.4	64.9	69.0	68.3
At least once a month	25.6	20.9	19.3	26.0	22.6	22.1
At least once a semester	10.4	9.5	5.9	8.0	7.1	8.7
Never	1.3	0.0	0.4	1.0	1.2	0.9
Total	100.0	100.0	100.0	99.9	100.0	100.0



2012 Library User Survey

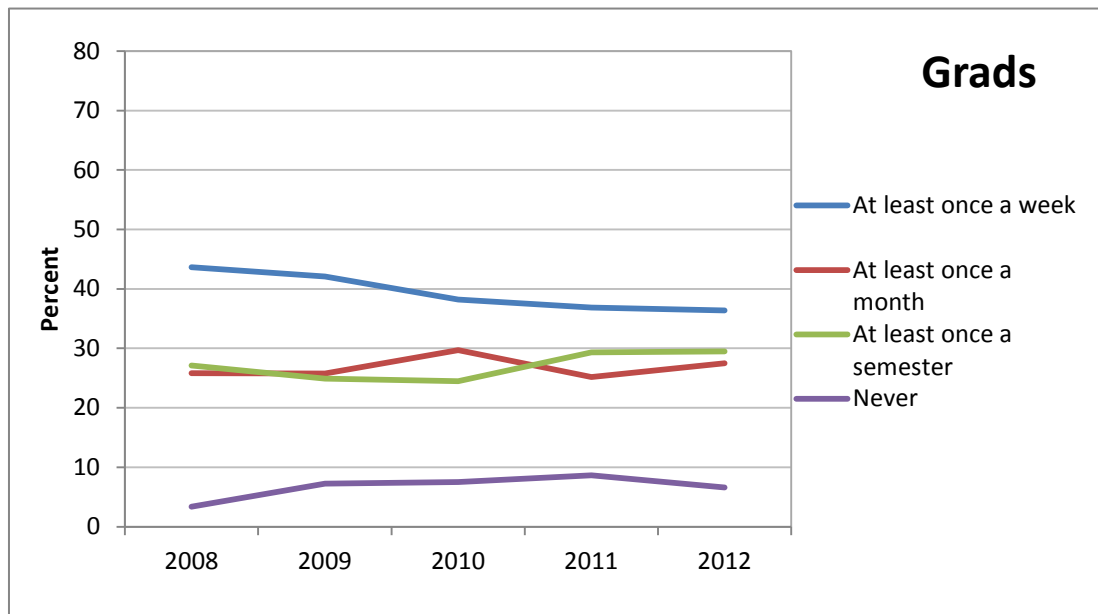
Library Use: Physically Visited a Library

During the current academic year, how often have you physically visited a Library?
Responses are percents.

= highest percent

Grads

	2005	2008	2009	2010	2011	2012
At least once a week	48.6	43.6	42.1	38.2	36.8	36.4
At least once a month	32.6	25.8	25.8	29.7	25.2	27.5
At least once a semester	15.1	27.1	24.9	24.5	29.3	29.5
Never	3.7	3.4	7.2	7.5	8.6	6.6
Total	100.0	100.0	100.0	99.9	100.0	100.0



2012 Library User Survey

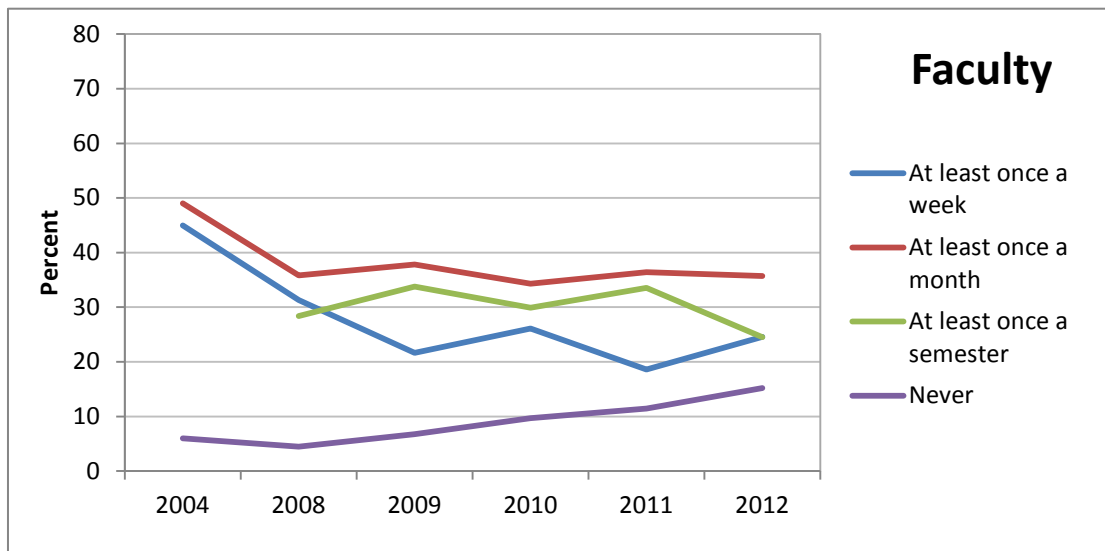
Library Use: Physically Visited a Library

During the current academic year, how often have you physically visited a Library?
Responses are percents.

= highest percent

Faculty

	2004	2008	2009	2010	2011	2012
At least once a week	45.0	31.3	21.6	26.1	18.6	24.6
At least once a month	49.0	35.8	37.8	34.3	36.4	35.7
At least once a semester		28.4	33.8	29.9	33.6	24.5
Never	6.0	4.5	6.8	9.7	11.4	15.2
Total	100.0	100.0	100.0	100.0	100.0	100.0



2012 Library User Survey

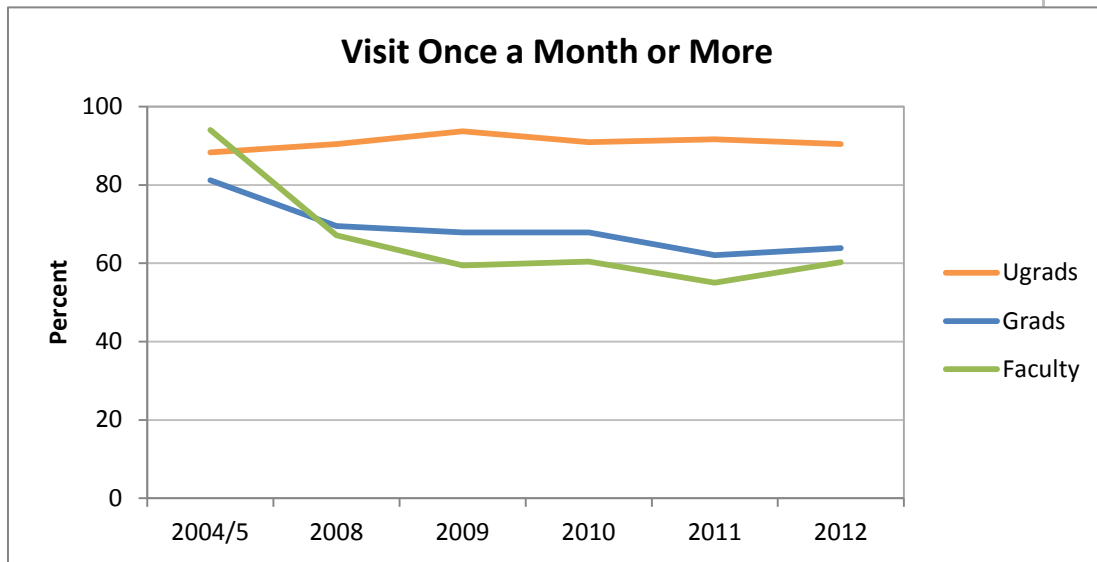
Library Use: Physically Visited a Library

During the current academic year, how often have you physically visited a Library?
Responses are percents.

= highest percent

Visit once a month or more

	2004/5	2008	2009	2010	2011	2012
Ugrads	88.3	90.5	93.7	90.9	91.7	90.4
Grads	81.2	69.5	67.9	67.9	62.0	63.9
Faculty	94.0	67.2	59.5	60.4	55.0	60.3

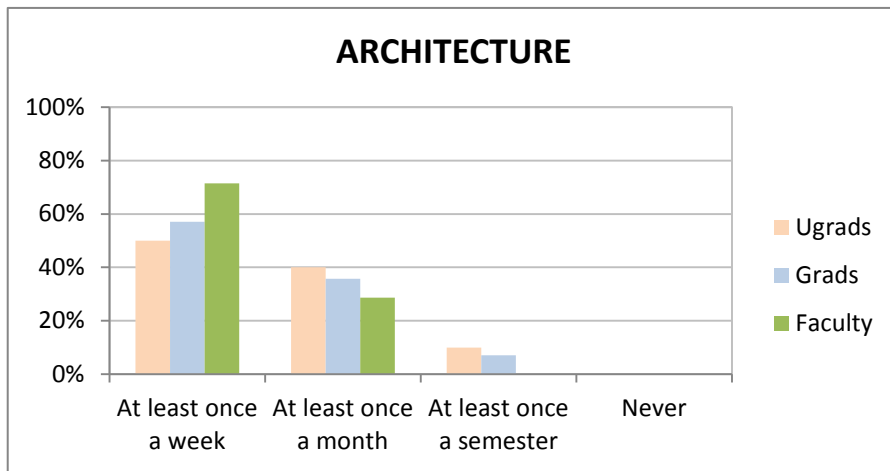


2012 Library User Survey

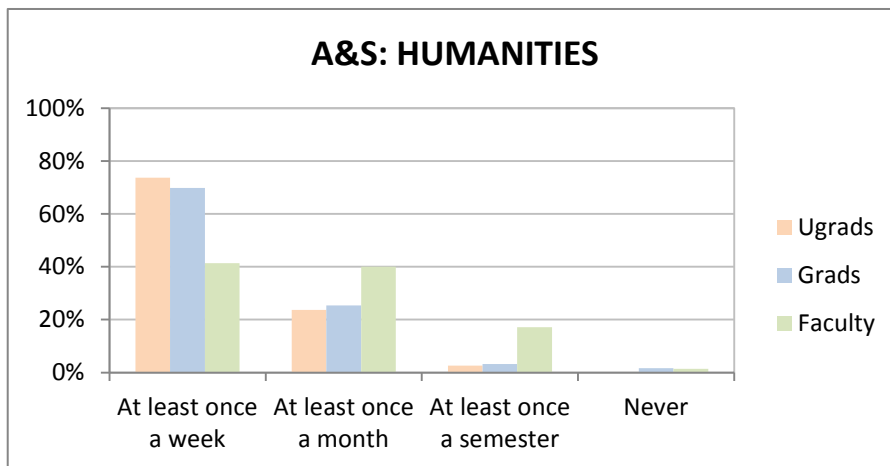
Library Use: Physically Visited a Library

By Discipline and Status

ARCHITECTURE	Ugrads	Grads	Faculty
At least once a week	50.0%	57.1%	71.4%
At least once a month	40.0%	35.7%	28.6%
At least once a semester	10.0%	7.1%	0.0%
Never	0.0%	0.0%	0.0%
Number Responding	10	14	7



HUMANITIES	Ugrads	Grads	Faculty
At least once a week	73.7%	69.8%	41.4%
At least once a month	23.7%	25.4%	40.0%
At least once a semester	2.6%	3.2%	17.1%
Never	0.0%	1.6%	1.4%
Number Responding	38	63	70

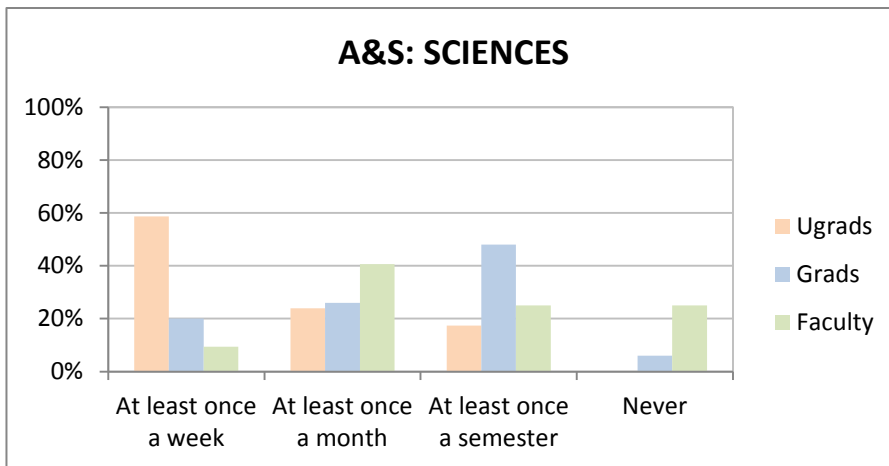


2012 Library User Survey

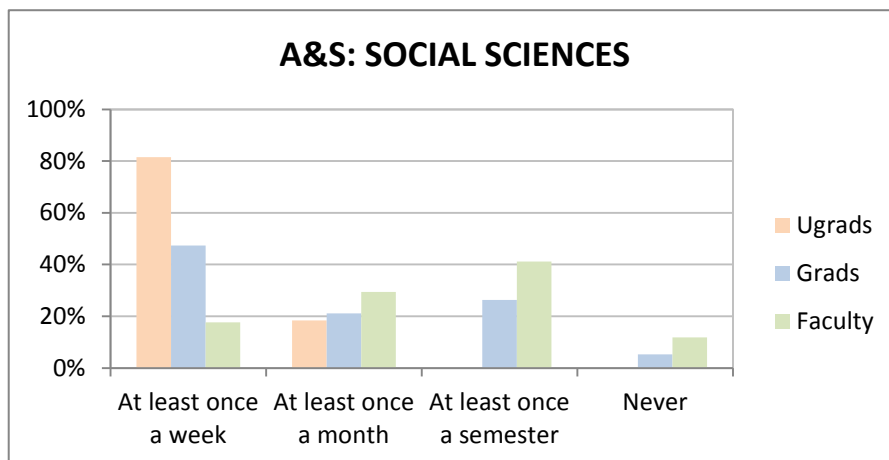
Library Use: Physically Visited a Library

By Discipline and Status

SCIENCES	Ugrads	Grads	Faculty
At least once a week	58.7%	20.0%	9.4%
At least once a month	23.9%	26.0%	40.6%
At least once a semester	17.4%	48.0%	25.0%
Never	0.0%	6.0%	25.0%
Number Responding	46	50	32



SOCIAL SCIENCES	Ugrads	Grads	Faculty
At least once a week	81.6%	47.4%	17.6%
At least once a month	18.4%	21.1%	29.4%
At least once a semester	0.0%	26.3%	41.2%
Never	0.0%	5.3%	11.8%
Number Responding	38	19	17

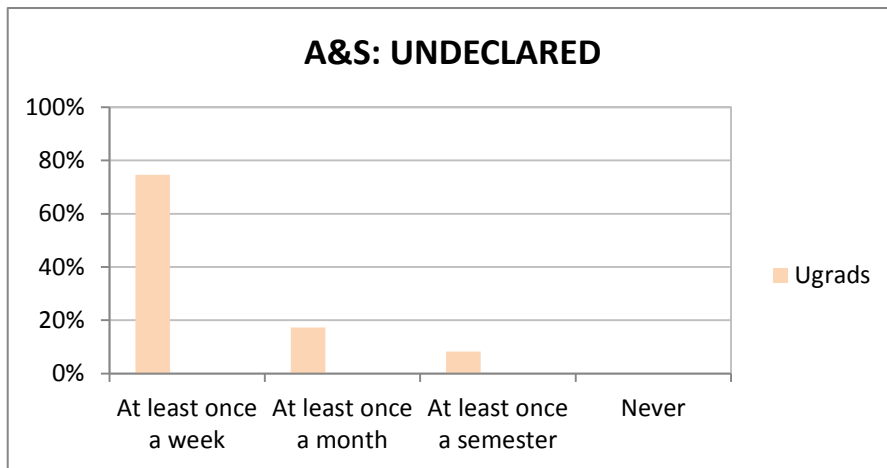


2012 Library User Survey

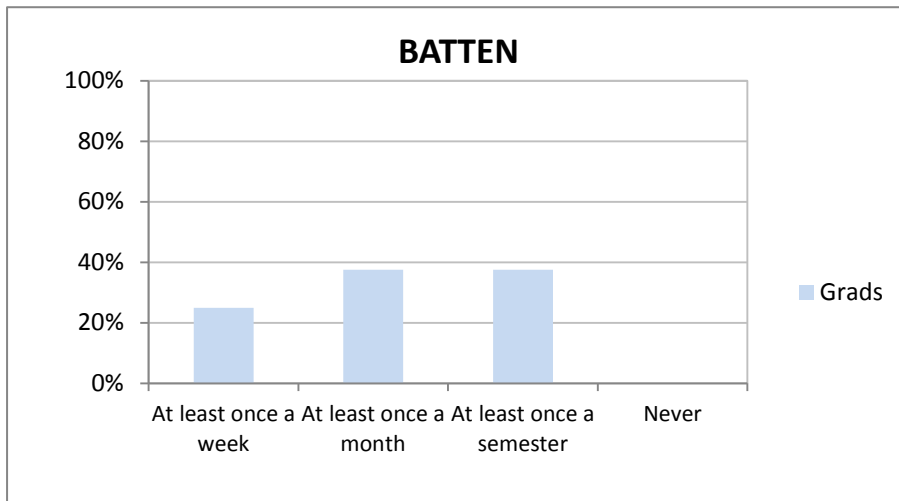
Library Use: Physically Visited a Library

By Discipline and Status

UNDECLARED	Ugrads	Grads	Faculty
At least once a week	74.6%	0.0%	NR*
At least once a month	17.2%	0.0%	NR
At least once a semester	8.2%	0.0%	NR
Never	0.0%	0.0%	NR
Number Responding	122	0	2



BATTEN	Ugrads	Grads	Faculty
At least once a week	0.0%	25.0%	0.0%
At least once a month	0.0%	37.5%	0.0%
At least once a semester	0.0%	37.5%	0.0%
Never	0.0%	0.0%	0.0%
Number Responding	0	8	0

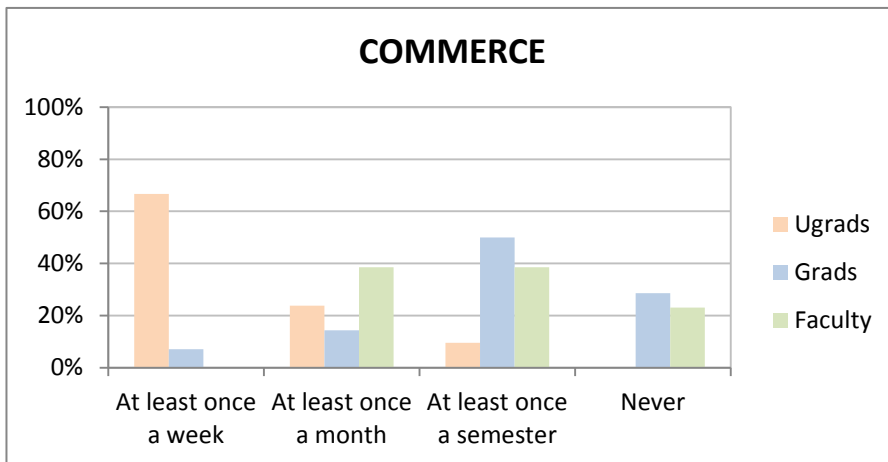


2012 Library User Survey

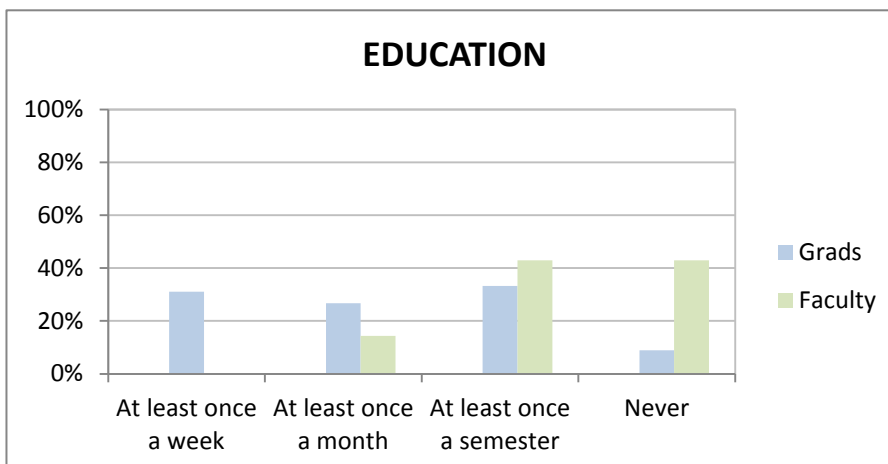
Library Use: Physically Visited a Library

By Discipline and Status

COMMERCE	Ugrads	Grads	Faculty
At least once a week	66.7%	7.1%	0.0%
At least once a month	23.8%	14.3%	38.5%
At least once a semester	9.5%	50.0%	38.5%
Never	0.0%	28.6%	23.1%
Number Responding	21	14	13



EDUCATION	Ugrads	Grads	Faculty
At least once a week	NR*	31.1%	0.0%
At least once a month	NR	26.7%	14.3%
At least once a semester	NR	33.3%	42.9%
Never	NR	8.9%	42.9%
Number Responding	3	45	14



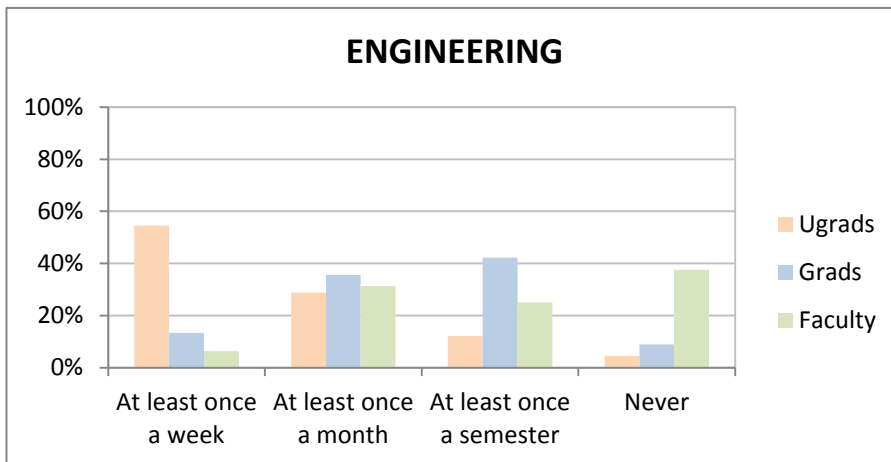
* Too few respondents to report results.

2012 Library User Survey

Library Use: Physically Visited a Library

By Discipline and Status

ENGINEERING	Ugrads	Grads	Faculty
At least once a week	54.5%	13.3%	6.3%
At least once a month	28.8%	35.6%	31.3%
At least once a semester	12.1%	42.2%	25.0%
Never	4.5%	8.9%	37.5%
Number Responding	66	45	16



2012 Library User Survey Primary Library

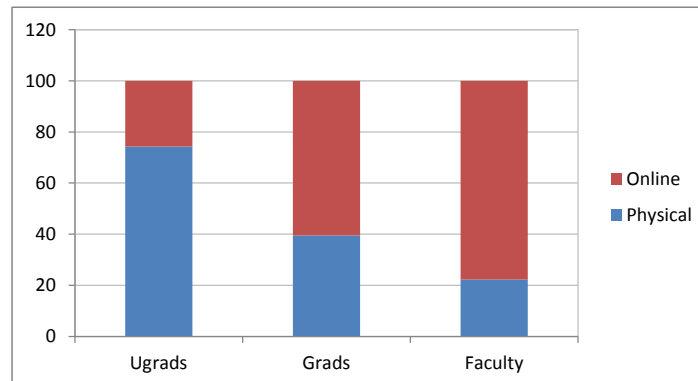
1st
2nd
3rd

Which [physical] Library do you use most often? Select only one.
Responses are percents.

Library	2012			2011			2010			2009			2008		
	Ugrads	Grads	Faculty	Ugrads	Grads	Faculty	Ugrads	Grads	Faculty	Ugrads	Grads	Faculty	Ugrads	Grads	Faculty
Alderman	28.2	36.9	48.2	24.6	32.2	48.9	27.1	34.1	43.3	24.1	21.1	40.3	29.9	24.8	31.6
Astronomy	0.0	2.0	1.2	0.0	3.1	0.0	1.1	1.0	2.2	0.4	0.0	2.0	0.5	0.4	0
Biology/Psychology	0.6	5.1	6.5	3.9	5.4	5.8	2.5	2.0	3.7	2.8	4.6	2.0	1.8	2.6	5.3
Brown Science/Engineering	27.9	18.8	10.1	25.2	18.0	14.4	27.5	19.0	11.9	21.3	19.3	10.1	22.6	21.4	12.8
Chemistry	0.9	2.7	1.2	1.5	1.9	2.2	0.7	4.9	0.7	2.0	0.9	2.0	1.4	2.6	3.0
Clemons	32.9	9.4	5.4	36.0	6.5	7.9	34.5	6.3	3.0	36.0	8.3	4.7	32.1	3.0	3.8
Darden	0.0	0.4	0.0	-	-	-	-	-	-	-	-	-	-	-	-
Education	0.6	7.8	4.2	0.9	7.3	2.9	-	-	-	0.8	15.1	7.4	0.9	16.7	8.3
Fiske Kimball Fine Arts	3.6	6.3	8.3	2.7	8.0	5.0	1.8	7.8	3.0	2.4	7.8	6.7	3.2	8.1	6.8
Health Sciences	1.5	1.6	0.6	1.2	5.4	1.4	1.1	5.4	0.7	0.8	5.0	2.0	2.3	2.1	1.5
Law	0.0	0.4	0.0	0.3	1.5	0.7	0.4	0.5	0.0	0.0	0.0	0.7	0	0.9	0
Math	0.0	1.2	0.6	0.0	1.1	2.9	0.0	2.0	2.2	0.0	1.8	2.0	0	0.4	2.3
Music	2.7	1.2	1.8	2.1	2.7	0.0	1.4	1.5	0.7	1.6	1.4	2.7	1.8	2.6	2.3
Online	n/a	n/a	n/a	0.9	4.6	4.3	1.1	14.1	20.9	7.5	12.8	14.8	3.6	13.2	20.3
Physics	0.0	2.0	3.6	0.6	1.9	3.6	0.7	1.5	6.7	0.4	1.8	2.7	0	1.3	0.8
Small Special Collections	0.3	0.4	0.0	0.0	0.4	0.0	0.4	0.0	0.7	0.0	0.0	0.0	0	0	1.5
Never use physical library	0.9	3.9	8.3												

Do you mostly use a physical Library or the online Library?

	Ugrads	Grads	Faculty
Mostly use physical library	74.3	39.5	22.2
Mostly use online library	25.7	60.5	77.8

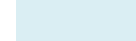


2012 Library User Survey

Primary Library by Discipline and Status

Which [physical] Library do you use most often? Select only one.

Responses are percents.

 = highest percent

Ugrads	School →								
Library ↓	Arch	Batten	Com	Educ*	Engr	A & S Hum	A & S Sci	A & S SocSci	Undeclared
Alderman	20.0	0.0	38.1	0.0	14.3	42.1	34.8	42.1	23.5
Astronomy	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Biology/Psychology	0.0	0.0	0.0	0.0	0.0	0.0	4.3	0.0	0.0
Brown Science/Engineering	10.0	0.0	14.3	0.0	41.3	18.4	23.9	13.2	32.8
Chemistry	0.0	0.0	0.0	0.0	3.2	0.0	0.0	0.0	0.8
Clemons	10.0	0.0	47.6	0.0	27.0	23.7	28.3	39.5	38.7
Education	0.0	0.0	0.0	0.0	0.0	2.6	2.2	0.0	0.0
Fiske Kimball Fine Arts	60.0	0.0	0.0	0.0	0.0	7.9	4.3	0.0	0.8
Health Sciences	0.0	0.0	0.0	0.0	7.9	0.0	0.0	0.0	0.0
Law	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Math	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Music	0.0	0.0	0.0	0.0	3.2	5.3	2.2	5.3	1.7
Physics	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Small Special Collections	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Never use physical library	0.0	0.0	0.0	0.0	3.2	0.0	0.0	0.0	0.8
# of Respondents	10	0	21	2	63	38	46	38	119

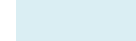
* Too few respondents to report results.

2012 Library User Survey

Primary Library by Discipline and Status

Which [physical] Library do you use most often? Select only one.

Responses are percents.

 = highest percent

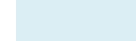
Grads	School →								
Library ↓	Arch	Batten	Com	Educ	Engr	A & S Hum	A & S Sci	A & S SocSci	Undeclared
Alderman	7.1	62.5	30.8	26.7	0.0	85.2	6	89.5	0.0
Astronomy	0.0	0.0	0.0	0.0	0.0	0.0	10.0	0.0	0.0
Biology/Psychology	0.0	0.0	0.0	0.0	0.0	0.0	26.0	0.0	0.0
Brown Science/Engineering	0.0	12.5	7.7	6.7	71.1	0.0	20.0	5.3	0.0
Chemistry	0.0	0.0	0.0	2.2	2.2	0.0	10.0	0.0	0.0
Clemons	0.0	25.0	38.5	11.1	13.3	4.9	4.0	5.3	0.0
Darden	0.0	0.0	0.0	2.2	0.0	0.0	0.0	0.0	0.0
Education	0.0	0.0	0.0	44.4	0.0	0.0	0.0	0.0	0.0
Fiske Kimball Fine Arts	85.7	0.0	0.0	0.0	0.0	6.6	0.0	0.0	0.0
Health Sciences	0.0	0.0	0.0	0.0	4.4	0.0	4.0	0.0	0.0
Law	7.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Math	0.0	0.0	0.0	0.0	0.0	0.0	6.0	0.0	0.0
Music	0.0	0.0	0.0	0.0	0.0	3.3	2.0	0.0	0.0
Physics	0.0	0.0	0.0	0.0	0.0	0.0	10.0	0.0	0.0
Small Special Collections	0.0	0.0	0.0	2.2	0.0	0.0	0.0	0.0	0.0
Never use physical library	0.0	0.0	23.1	4.4	8.9	0.0	2.0	0.0	0.0
# of Respondents	14	8	13	45	45	61	50	19	0

2012 Library User Survey

Primary Library by Discipline and Status

Which [physical] Library do you use most often? Select only one.

Responses are percents.

 = highest percent

Faculty	School →								
Library ↓	Arch	Batten	Com	Educ	Engr	A & S Hum	A & S Sci	A & S SocSci	Undeclared
Alderman	0.0	0.0	75.0	14.3	6.7	73.9	6.3	94.1	0.0
Astronomy	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Biology/Psychology	0.0	0.0	0.0	0.0	0.0	1.4	31.3	0.0	0.0
Brown Science/Engineering	14.3	0.0	0.0	0.0	73.3	0.0	15.6	0.0	0.0
Chemistry	0.0	0.0	0.0	0.0	0.0	0.0	6.3	0.0	0.0
Clemons	14.3	0.0	16.7	0.0	0.0	7.2	0.0	5.9	0.0
Education	0.0	0.0	0.0	50.0	0.0	0.0	0.0	0.0	0.0
Fiske Kimball Fine Arts	71.4	0.0	0.0	0.0	0.0	13.0	0.0	0.0	0.0
Health Sciences	0.0	0.0	0.0	7.1	0.0	0.0	0.0	0.0	0.0
Law	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Math	0.0	0.0	0.0	0.0	0.0	0.0	3.1	0.0	0.0
Music	0.0	0.0	0.0	0.0	0.0	4.3	0.0	0.0	0.0
Physics	0.0	0.0	0.0	0.0	0.0	0.0	18.8	0.0	0.0
Small Special Collections	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Never use physical library	0.0	0.0	8.3	28.6	20.0	0.0	18.8	0.0	0.0
# of Respondents	7	0	12	14	15	69	32	17	0

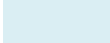
2012 Library User Survey

Regularly Used Libraries

Which *other* Libraries do you use on a regular basis? Select all that apply.

Responses are percents.

Library	Ugrads	Grads	Faculty
Alderman	51.2	34.9	24.6
Astronomy	0.0	1.2	0.0
Biology/Psychology	13.7	2.3	1.2
Brown Science/Engineering	45.3	19.0	14.0
Chemistry	7.3	3.1	2.3
Clemons	52.9	44.2	40.4
Darden	0.6	1.2	2.9
Education	1.2	4.7	1.2
Fiske Kimball Fine Arts	6.7	3.9	14.6
Health Sciences	4.9	2.3	1.2
Law	2.9	3.9	3.5
Math	0.3	1.2	2.3
Music	11.3	5.0	11.7
Online resources	21.2	24.8	33.3
Physics	2.0	4.7	2.3
Small Special Collections	2.9	8.1	14.0

 = highest percent

2012 Library User Survey

Service Questions

Below are the questions for which responses appear on the following pages--ratings of satisfaction, importance, and the visibility of each service. They are listed in alphabetical order by topic.

Please indicate your degree of satisfaction with, and the importance of, each of the following resources, facilities, or services that the Library provides. If you are unfamiliar with a service or don't use it, please select N/A. You may rate importance without rating satisfaction.

Respondents rated both satisfaction and importance on a 1-5 scale with 5 being most satisfied or most important.

Circulation and reserve services (*finding, borrowing, renewing, recalling, returning, books, videos, reserve items, cameras, etc.*)

Comfort and safety (*signage, climate control, lighting, seating, availability of food and drink, etc.*)

Content of the collections (*suitability of Library collections in all formats for your research, learning, and teaching needs; intellectual quality*)

Support for **digital** projects, assignments, and research (*Library staff assisting you with the creation, manipulation, analysis, or display, of digital content in a variety of media*)

Equipment (*printers, computer workstations, photocopiers, microform readers, etc.*)

Information services/reference (*Library staff answering your questions and helping you find and use resources*)

Library instruction (*class sessions, short courses, or tours taught by Library staff*)

Interlibrary Loan & LEO (*acquiring books, articles, etc. from non-UVa libraries; LEO delivery to faculty*)

Libra (*the University's electronic repository of open access work*)

Library spaces (*group study and collaborative spaces, individual study spaces, classrooms, power outlets, etc.*)

Library websites (*home pages, subject guides, online forms, etc.*)

Online collections (*electronic books, journals, maps, datasets, reference resources; digital images, video, music, etc.*)

Physical collections (*books, journals, microforms, DVDs, newspapers, etc.*)

Public programming (*speakers, seminars, exhibits, discussions, events sponsored by the Library*)

Scanning and digitizing by request (*Library staff scanning books, maps, images, etc. for courses or personal use*)

VIRGO (*searching for books and articles in the online catalog*)

2012 Library User Survey

Importance of Services

Please indicate your degree of satisfaction with, and the importance of, each of the following resources, facilities, or services that the Library provides. If you are unfamiliar with a service or don't use it, please select N/A. You may rate importance without rating satisfaction.

Sorted by the mean of importance. Mean = average of responses to a 1-5 rating scale.

↓

Ugrads (344)	#	Satis	N/A*	#	Import	N/A*
Library spaces	283	3.92	61	278	4.72	66
Comfort	282	4.11	62	277	4.61	67
Equipment	259	3.78	85	267	4.57	77
Virgo	260	4.13	84	266	4.48	78
Online collections	225	4.10	119	249	4.43	95
Collection content	231	4.25	113	241	4.39	103
Physical collections	233	4.21	111	251	4.34	93
Circulation and reserve services	252	4.12	92	262	4.29	82
Library websites	258	4.17	86	258	4.24	86
Information services/reference	232	4.31	112	252	4.22	92
Digital project support	118	3.86	226	174	4.05	170
Scanning	109	3.97	235	167	4.04	177
Libra	126	4.14	218	161	4.02	183
Interlibrary Loan & Document Delivery	132	4.04	212	198	3.71	146
Public programming	106	3.76	238	178	3.17	166
Instruction	140	3.99	204	199	3.12	145

*N/A column includes both respondents who clicked on N/A and those who did not answer the question.

2012 Library User Survey

Importance of Services

Please indicate your degree of satisfaction with, and the importance of, each of the following resources, facilities, or services that the Library provides. If you are unfamiliar with a service or don't use it, please select N/A. You may rate importance without rating satisfaction.

Sorted by the mean of importance. Mean = average of responses to a 1-5 rating scale.

↓

Grads (258)	#	Satis	N/A*	#	Import	N/A*
Virgo	219	3.97	39	213	4.77	45
Online collections	208	4.05	50	208	4.75	50
Collection content	210	4.15	48	206	4.65	52
Circulation and reserve services	221	4.22	37	219	4.60	39
Physical collections	204	4.15	54	209	4.53	49
Interlibrary Loan & Document Delivery	172	4.35	86	196	4.47	62
Library websites	222	4.12	36	215	4.47	43
Equipment	167	3.71	91	185	4.42	73
Information services/reference	200	4.28	58	208	4.38	50
Library spaces	192	4.06	66	193	4.37	65
Comfort	204	4.19	54	199	4.29	59
Scanning	90	4.14	168	141	4.13	117
Libra	97	3.96	161	115	4.09	143
Digital project support	78	4.35	180	131	4.07	127
Instruction	117	4.24	141	173	3.35	85
Public programming	89	4.13	169	154	3.13	104

*N/A column includes both respondents who clicked on N/A and those who did not answer the question.

2012 Library User Survey

Importance of Services

Please indicate your degree of satisfaction with, and the importance of, each of the following resources, facilities, or services that the Library provides. If you are unfamiliar with a service or don't use it, please select N/A. You may rate importance without rating satisfaction.

Sorted by the mean of importance. Mean = average of responses to a 1-5 rating scale.

↓

Faculty (171)	#	Satis	N/A*	#	Import	N/A*
Virgo	156	3.97	15	148	4.84	23
Online collections	157	4.20	14	146	4.79	25
Interlibrary Loan & Document Delivery	143	4.78	28	145	4.76	26
Circulation and reserve services	145	4.60	26	143	4.59	28
Collection content	146	4.16	25	143	4.57	28
Library websites	149	4.03	22	144	4.51	27
Physical collections	136	4.21	35	142	4.41	29
Scanning	97	4.48	74	118	4.20	53
Information services/reference	125	4.60	46	139	4.19	32
Library spaces	99	4.08	72	117	4.01	54
Comfort	116	4.19	55	128	3.95	43
Digital project support	66	4.18	105	97	3.85	74
Equipment	94	3.91	77	117	3.80	54
Libra	55	3.98	116	88	3.78	83
Instruction	54	4.41	117	112	3.17	59
Public programming	53	4.15	118	111	2.88	60

*N/A column includes both respondents who clicked on N/A and those who did not answer the question.

2012 Library User Survey

Satisfaction with Services

Please indicate your degree of satisfaction with, and the importance of, each of the following resources, facilities, or services that the Library provides. If you are unfamiliar with a service or don't use it, please select N/A. You may rate importance without rating satisfaction.

Sorted by the mean of satisfaction. Mean = average of responses to a 1-5 rating scale.

↓

Ugrads (344)	#	Satis	N/A*	#	Import	N/A*
Information services/reference	232	4.31	112	252	4.22	92
Collection content	231	4.25	113	241	4.39	103
Physical collections	233	4.21	111	251	4.34	93
Library websites	258	4.17	86	258	4.24	86
Libra	126	4.14	218	161	4.02	183
Virgo	260	4.13	84	266	4.48	78
Circulation and reserve services	252	4.12	92	262	4.29	82
Comfort	282	4.11	62	277	4.61	67
Online collections	225	4.10	119	249	4.43	95
Interlibrary Loan & Document Delivery	132	4.04	212	198	3.71	146
Instruction	140	3.99	204	199	3.12	145
Scanning	109	3.97	235	167	4.04	177
Library spaces	283	3.92	61	278	4.72	66
Digital project support	118	3.86	226	174	4.05	170
Equipment	259	3.78	85	267	4.57	77
Public programming	106	3.76	238	178	3.17	166

*N/A column includes both respondents who clicked on N/A and those who did not answer the question.

2012 Library User Survey

Satisfaction with Services

Please indicate your degree of satisfaction with, and the importance of, each of the following resources, facilities, or services that the Library provides. If you are unfamiliar with a service or don't use it, please select N/A. You may rate importance without rating satisfaction.

Sorted by the mean of satisfaction. Mean = average of responses to a 1-5 rating scale.

↓

Grads (258)	#	Satis	N/A*	#	Import	N/A*
Digital project support	78	4.35	180	131	4.07	127
Interlibrary Loan & Document Delivery	172	4.35	86	196	4.47	62
Information services/reference	200	4.28	58	208	4.38	50
Instruction	117	4.24	141	173	3.35	85
Circulation and reserve services	221	4.22	37	219	4.60	39
Comfort	204	4.19	54	199	4.29	59
Collection content	210	4.15	48	206	4.65	52
Physical collections	204	4.15	54	209	4.53	49
Scanning	90	4.14	168	141	4.13	117
Public programming	89	4.13	169	154	3.13	104
Library websites	222	4.12	36	215	4.47	43
Library spaces	192	4.06	66	193	4.37	65
Online collections	208	4.05	50	208	4.75	50
Virgo	219	3.97	39	213	4.77	45
Libra	97	3.96	161	115	4.09	143
Equipment	167	3.71	91	185	4.42	73

*N/A column includes both respondents who clicked on N/A and those who did not answer the question.

2012 Library User Survey

Satisfaction with Services

Please indicate your degree of satisfaction with, and the importance of, each of the following resources, facilities, or services that the Library provides. If you are unfamiliar with a service or don't use it, please select N/A. You may rate importance without rating satisfaction.

Sorted by the mean of satisfaction. Mean = average of responses to a 1-5 rating scale.

↓

Faculty (171)	#	Satis	N/A*	#	Import	N/A*
Interlibrary Loan & Document Delivery	143	4.78	28	145	4.76	26
Circulation and reserve services	145	4.60	26	143	4.59	28
Information services/reference	125	4.60	46	139	4.19	32
Scanning	97	4.48	74	118	4.20	53
Instruction	54	4.41	117	112	3.17	59
Physical collections	136	4.21	35	142	4.41	29
Online collections	157	4.20	14	146	4.79	25
Comfort	116	4.19	55	128	3.95	43
Digital project support	66	4.18	105	97	3.85	74
Collection content	146	4.16	25	143	4.57	28
Public programming	53	4.15	118	111	2.88	60
Library spaces	99	4.08	72	117	4.01	54
Library websites	149	4.03	22	144	4.51	27
Libra	55	3.98	116	88	3.78	83
Virgo	156	3.97	15	148	4.84	23
Equipment	94	3.91	77	117	3.80	54

*N/A column includes both respondents who clicked on N/A and those who did not answer the question.

2012 Library User Survey

Changes in Perceived Satisfaction and Importance 2009-2012

	Satisfaction			Importance		
	Ugrads	Grads	Faculty	Ugrads	Grads	Faculty
Circulation and reserve services	0.07	-0.07	0.20	-0.07	0.07	0.00
Collection content	N/A	N/A	N/A	N/A	N/A	N/A
Support for digital projects	-0.02	0.52	0.29	0.12	0.06	-0.08
Equipment	0.19	0.16	0.35	-0.06	0.08	0.35
Comfort/Facilities	0.37	0.63	0.44	0.31	0.36	0.74
Information services/reference	0.27	0.00	0.28	0.17	0.16	-0.12
Instruction	0.36	0.26	0.23	-0.60	-0.28	-0.75
Interlibrary Loan & LEO	0.12	0.09	0.21	-0.10	-0.07	0.05
Libra	N/A	N/A	N/A	N/A	N/A	N/A
Library spaces	0.30	0.72	0.73	0.15	0.27	0.60
Library websites	0.56	0.55	0.62	-0.18	-0.06	-0.06
Online collections	0.28	0.29	0.63	-0.14	0.05	0.03
Physical collections	0.08	0.07	0.21	-0.10	0.16	0.11
Public programming	0.08	0.49	0.47	-0.08	0.04	0.04
Scanning	0.42	0.38	0.35	0.21	0.21	0.03
Virgo	0.63	0.58	0.65	-0.07	0.05	0.06
Composite Index	0.21	0.29	0.34	-0.01	0.08	0.10

Changes in satisfaction and importance ratings between 2009 and 2012. Both are measured on the same scales, with increasing ratings indicated by green and decreasing ratings in red. Darker shading indicates greater changes. A list of the questions is available on page 29.

Continuing the trend from last year, 3-year trend average satisfaction scores showed significant gains in nearly all library services surveyed. Seven service areas (Comfort/Facilities, Instruction, Library Spaces, Library Websites, Virgo, Online Collections, and Scanning) showed substantial gains (≥ 0.2) in satisfaction in all three patron groups.

Meanwhile, the average importance scores exhibited a more complex dynamic. While some services rebounded from last year's low importance scores, all of those were < 0.2 , and other services showed little or no improvement. Instruction continues to show a significant decline in perceived importance in all user groups in 3-year trend data. Library Websites show a lesser degree of decline, but across all user groups. Strong gains in perceived importance were seen in two library-as-place service categories (Comfort/Facilities and Library Spaces) with gains in these areas strongest amongst the faculty, a group that has traditionally scored these services as lower in importance.

2012 Library User Survey

Changes in Perceived Satisfaction and Importance 2011-2012

	Satisfaction			Importance		
	Ugrads	Grads	Faculty	Ugrads	Grads	Faculty
Circulation and reserve services	-0.01	-0.06	0.08	-0.07	0.09	-0.14
Collection content	-0.02	-0.05	0.03	-0.15	-0.06	-0.15
Support for digital projects	-0.08	0.12	0.09	0.14	0.06	0.03
Equipment	0.00	-0.03	0.12	-0.06	0.12	-0.15
Comfort/Facilities	0.04	0.12	0.10	-0.03	0.02	-0.04
Information services/reference	-0.07	-0.14	0.00	-0.11	0.16	-0.14
Instruction	0.00	0.05	0.29	-0.26	-0.06	0.05
Interlibrary Loan & LEO	-0.05	-0.04	0.02	-0.24	0.06	-0.02
Libra	N/A	N/A	N/A	N/A	N/A	N/A
Library spaces	0.13	0.10	0.12	-0.02	0.06	0.08
Library websites	0.05	0.04	0.12	0.03	0.09	0.14
Online collections	0.00	-0.04	0.11	-0.08	-0.02	0.03
Physical collections	-0.08	-0.08	0.11	-0.05	0.06	-0.02
Public programming	-0.15	-0.03	0.01	-0.13	-0.08	-0.15
Scanning	0.16	-0.06	0.02	0.07	0.19	0.05
Virgo	0.09	0.09	0.19	-0.10	0.02	0.02
Composite Index	-0.01	0.01	0.09	-0.09	0.05	-0.05

Changes in satisfaction and importance ratings between 2011 and 2012. Both are measured on the same scales, with increasing ratings indicated by green and decreasing ratings in red. Darker shading indicates greater changes. A list of the questions is available on page 29.

Looking at the 2012 data compared to 2011 presents a much different picture than the 3 year trends. Here there are no significant (0.2) in satisfaction across all groups, although there are lesser gains in a number of areas: Comfort/Facilities, Library Spaces, Library Websites, and Virgo. There are also no significant (0.2) decreases, but there are slight decreases across all groups for Information Services/Reference. Variability among the groups is marked, with faculty showing the most increases in satisfaction.

The importance scales show even more variability among the groups, though there is a downward trend for most services among undergrads and an upward one for grads. Again, none show a significant increase or decrease among all groups. However, there are lesser gains for Support for Digital Projects, Library Websites, and Scanning, and lesser decreases for Collection Content and Public Programming.

2012 Library User Survey

Visibility of Services

Please indicate your degree of satisfaction with, and the importance of, each of the following resources, facilities, or services that the Library provides. If you are unfamiliar with a service or don't use it, please select N/A. You may rate importance without rating satisfaction.

Sorted by visibility.

Visibility is the percent of respondents who answered the question.

Ugrads (344)	#	Satisfaction	Visibility
Library spaces	283	3.92	82.3%
Comfort	282	4.11	82.0%
Virgo	260	4.13	75.6%
Equipment	259	3.78	75.3%
Library websites	258	4.17	75.0%
Circulation and reserve services	252	4.12	73.3%
Physical collections	233	4.21	67.7%
Information services/reference	232	4.31	67.4%
Collection content	231	4.25	67.2%
Online collections	225	4.10	65.4%
Instruction	140	3.99	40.7%
Interlibrary Loan & Document Delivery	132	4.04	38.4%
Libra	126	4.14	36.6%
Digital project support	118	3.86	34.3%
Scanning	109	3.97	31.7%
Public programming	106	3.76	30.8%

Grads (258)	#	Satisfaction	Visibility
Library websites	222	4.12	86.0%
Circulation and reserve services	221	4.22	85.7%
Virgo	219	3.97	84.9%
Collection content	210	4.15	81.4%
Online collections	208	4.05	80.6%
Comfort	204	4.19	79.1%
Physical collections	204	4.15	79.1%
Information services/reference	200	4.28	77.5%
Library spaces	192	4.06	74.4%
Interlibrary Loan & Document Delivery	172	4.35	66.7%
Equipment	167	3.71	64.7%
Instruction	117	4.24	45.3%
Libra	97	3.96	37.6%
Scanning	90	4.14	34.9%
Public programming	89	4.13	34.5%
Digital project support	78	4.35	30.2%

2012 Library User Survey

Visibility of Services

Please indicate your degree of satisfaction with, and the importance of, each of the following resources, facilities, or services that the Library provides. If you are unfamiliar with a service or don't use it, please select N/A. You may rate importance without rating satisfaction.

Sorted by visibility.

Visibility is the percent of respondents who answered the question.

Faculty (171)	#	Satisfaction	↓ Visibility
Online collections	157	4.20	91.8%
Virgo	156	3.97	91.2%
Library websites	149	4.03	87.1%
Collection content	146	4.16	85.4%
Circulation and reserve services	145	4.60	84.8%
Interlibrary Loan & Document Delivery	143	4.78	83.6%
Physical collections	136	4.21	79.5%
Information services/reference	125	4.60	73.1%
Comfort	116	4.19	67.8%
Library spaces	99	4.08	57.9%
Scanning	97	4.48	56.7%
Equipment	94	3.91	55.0%
Digital project support	66	4.18	38.6%
Libra	55	3.98	32.2%
Instruction	54	4.41	31.6%
Public programming	53	4.15	31.0%

2012 Library User Survey

Satisfaction with and Visibility of Library Services

The accompanying chart deals with the questions from the 2011 user survey on the various services and facilities the library offers. See page 52 for a list of the questions.

The responses are analyzed in terms of satisfaction (rated on a 1-5 scale) and visibility, which is the percent of respondents who answered that particular question.

There are four quadrants:

high satisfaction/high visibility

high satisfaction/low visibility

low satisfaction/high visibility

low satisfaction/low visibility

All of the items in high/high and low/high are also high in the importance rating, 4.0 and above on a 1-5 scale.

Hi = 4.0 and above satisfaction on 1-5 scale and 75% and above visibility

UGRADS	GRADS	FACULTY
<u><i>HiSatis/HiVis</i></u>		
Comfort	Comfort	
Virgo		
Library Websites	Library Websites	Library Websites
	Circulation/Reserve	Circulation/Reserve
	Collection Content	Collection Content
	Physical Collections	Physical Collections
	Information Services/Reference	ILL/Document Delivery
		Online Collections

2012 Library User Survey

Satisfaction with and Visibility of Library Services

UGRADS	GRADS	FACULTY
<u>HiSatis/LoVis</u> Circulation/Reserve Physical Collections Information Services/Reference Collection Content Online Collections ILL/Document Delivery Libra	ILL/Document Delivery Library Spaces Instruction Scanning Public Programming Digital Project Support	Information Services/Reference Library Spaces Instruction Scanning Public Programming Digital Project Support Comfort
<u>LoSatis/HiVis</u> Library Spaces Equipment	Virgo	Virgo
<u>LoSatis/LoVis</u> Instruction Digital Project Support Scanning Public Programming	Equipment Libra	Equipment Libra

2012 Library User Survey

Satisfaction with and Visibility of Virgo: 2009-2012

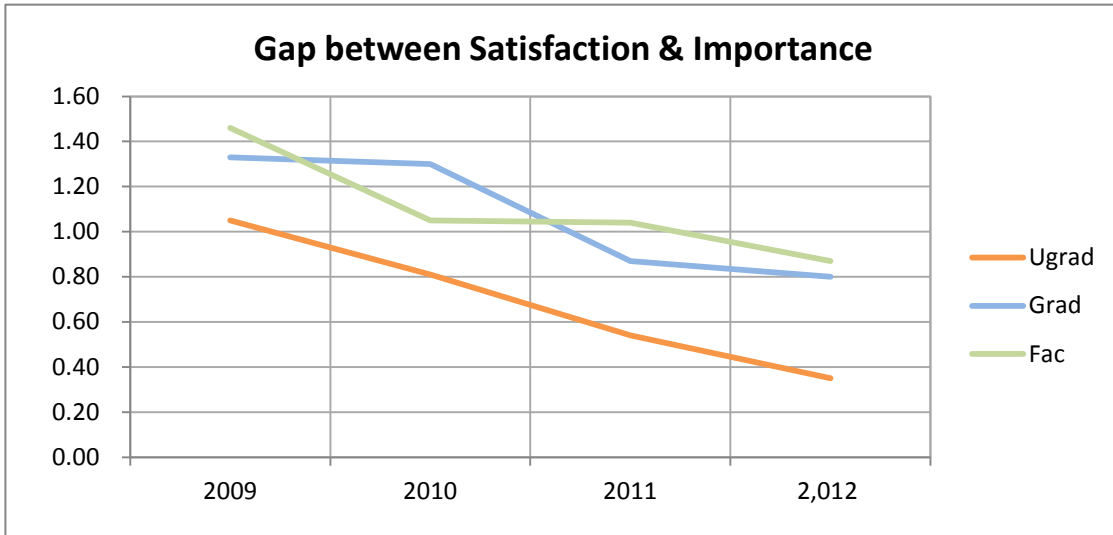
Please indicate your degree of satisfaction with, and the importance of, each of the following resources, facilities, or services that the Library provides. If you are unfamiliar with a service or don't use it, please select N/A. You may rate importance without rating satisfaction.

Analysis for [VIRGO \(online catalog\)](#):

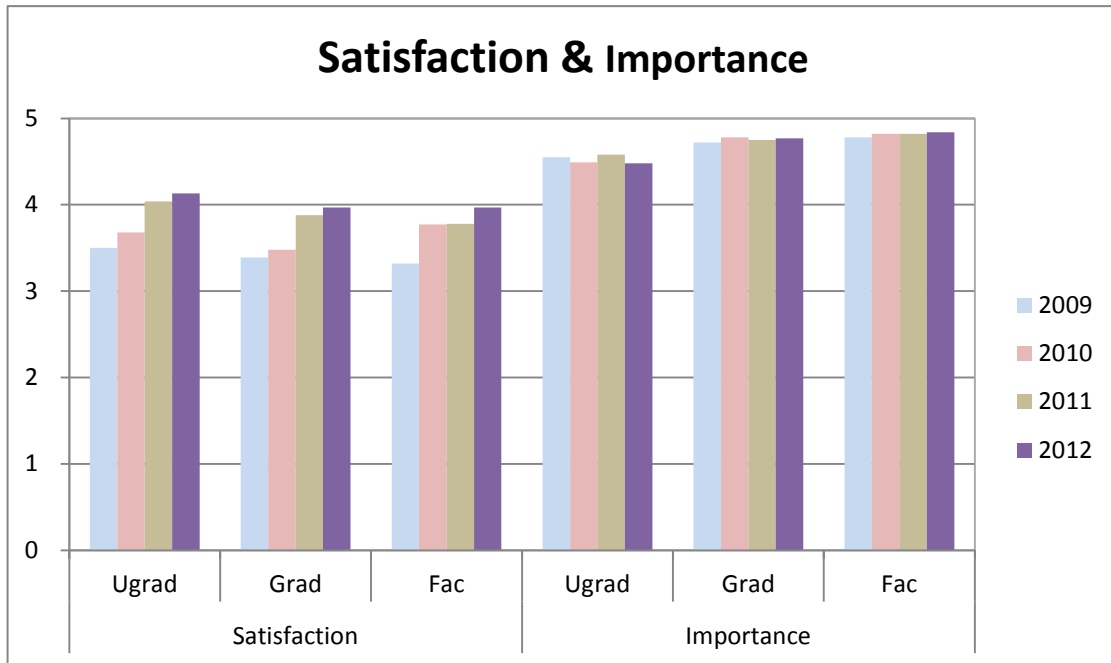
					Gap between satisfaction and importance	% of respondents who rated satisfaction with Virgo (visibility)
Good score = 4.0 or above						
2012	#	Satis	#	Import	Gap	Vis
All Ugrads (344)	260	4.13	266	4.48	-0.35	75.6%
All Grads (258)	219	3.97	213	4.77	-0.80	84.9%
All Faculty (171)	156	3.97	148	4.84	-0.87	91.2%
2011	#	Satis	#	Import	Gap	Vis
All Ugrads (366)	255	4.04	258	4.58	-0.54	69.7%
All Grads (284)	239	3.88	229	4.75	-0.87	84.2%
All Faculty (156)	135	3.78	130	4.82	-1.04	86.5%
2010	#	Satis	#	Import	Gap	Vis
All Ugrads (289)	244	3.68	250	4.49	-0.81	84.4%
All Grads (212)	197	3.48	196	4.78	-1.30	92.9%
All Faculty (138)	128	3.77	128	4.82	-1.05	92.8%
2009	#	Satis	#	Import	Gap	Vis
All Ugrads (254)	208	3.50	206	4.55	-1.05	81.9%
All Grads (221)	206	3.39	205	4.72	-1.33	93.2%
All Faculty (150)	145	3.32	137	4.78	-1.46	96.7%

2012 Library User Survey

Satisfaction with and Visibility of Virgo: 2009-2012



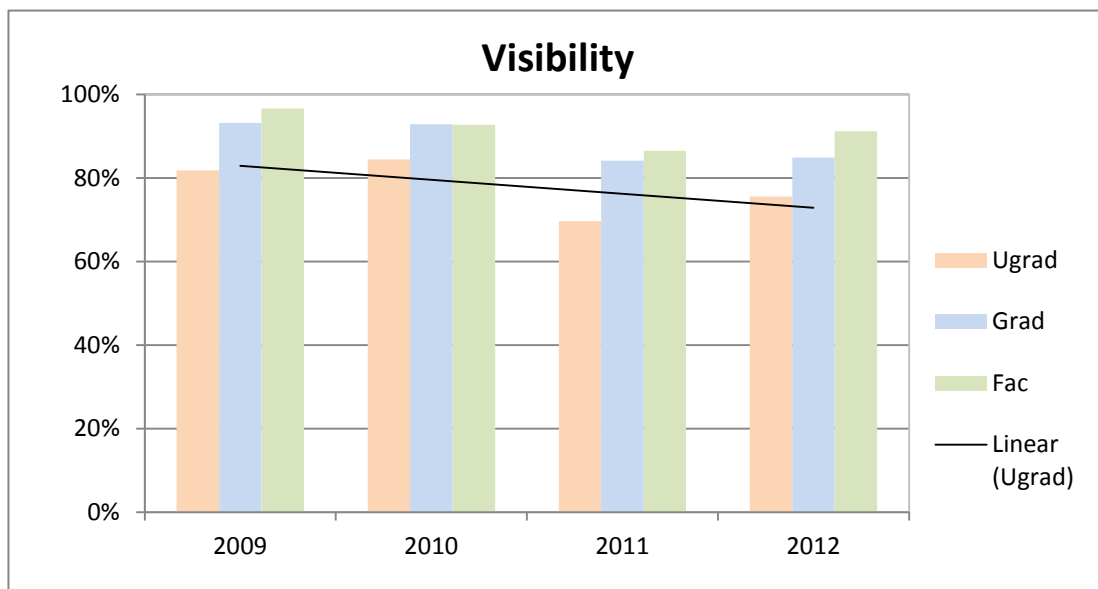
Grouped by Satisfaction and Importance



2012 Library User Survey

Satisfaction with and Visibility of Virgo: 2009-2012

Grouped by Status



2012 Library User Survey Satisfaction with and Visibility of Virgo: 1993-2012

Satisfaction	Ugrads	Grads	Faculty
1993/94	4.08	4.06	3.99
1996/98	3.81	3.88	4.03
2000/01	4.02	3.89	4.24
2004/05	3.60	3.76	4.10
2008	3.72	3.71	3.77
2009	3.50	3.39	3.32
2010	3.60	3.43	3.53
2011	4.04	3.88	3.78
2012	4.13	3.97	3.97

Timeline:

Spring 1996: Faculty survey administered

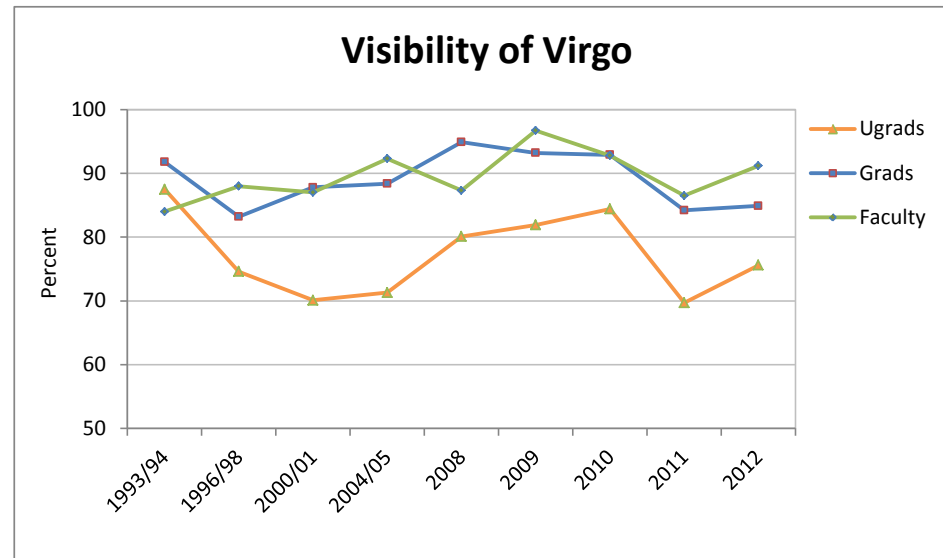
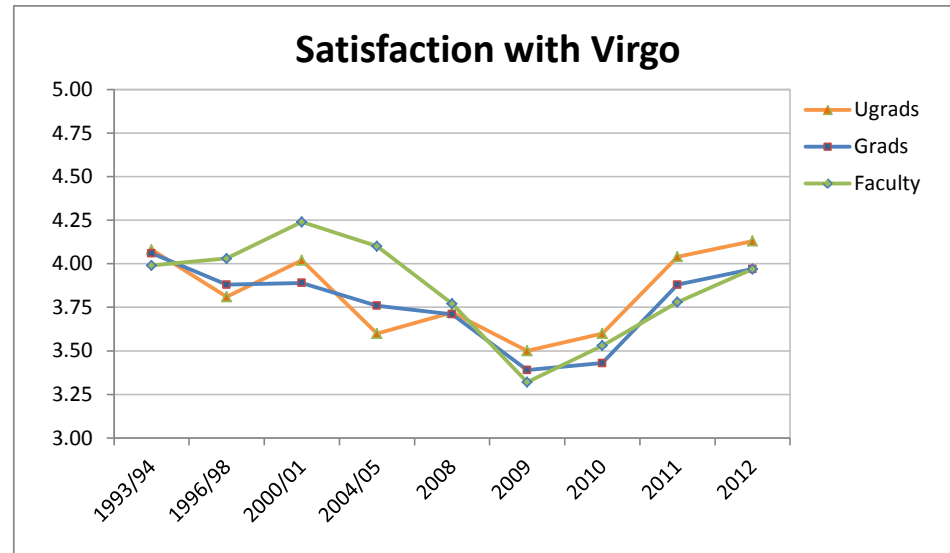
Fall 1996: Sirsi implemented

Spring 1998: Student survey administered

1998: Google named the top search engine by *PC Magazine*

2000: Google announced the first billion-URL index

Visibility	Ugrads	Grads	Faculty
1993/94	87.5	91.8	84.0
1996/98	74.6	83.2	88.0
2000/01	70.1	87.8	87.0
2004/05	71.3	88.4	92.3
2008	80.1	94.9	87.3
2009	81.9	93.2	96.7
2010	84.4	92.9	92.8
2011	69.7	84.2	86.5
2012	75.6	84.9	91.2



2012 Library User Survey

Website Scores: Satisfaction and Importance 2009-2012

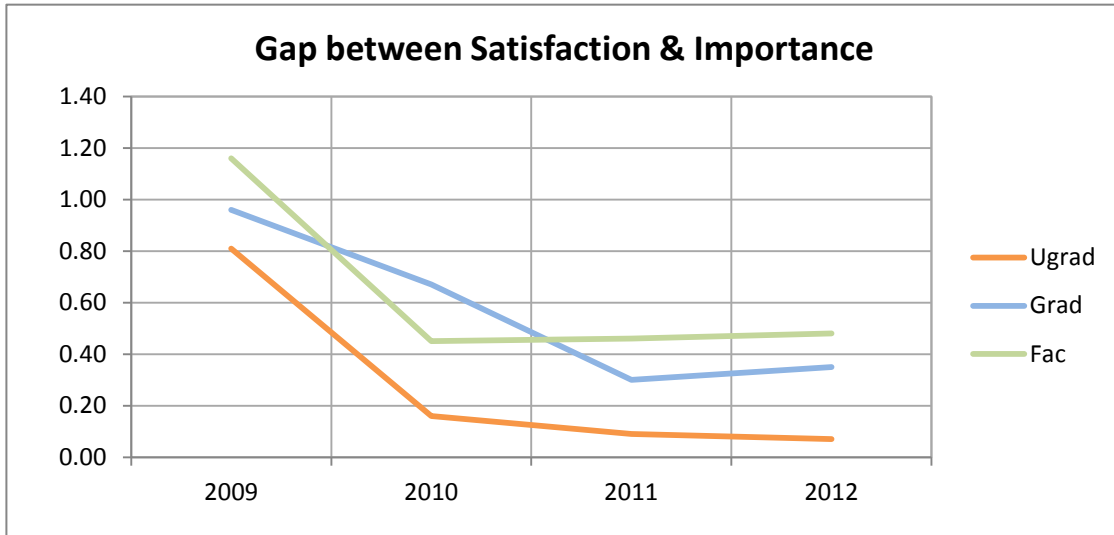
Please indicate your degree of satisfaction with, and the importance of, each of the following resources, facilities, or services that the Library provides. If you are unfamiliar with a service or don't use it, please select N/A. You may rate importance without rating satisfaction.

Analysis for the Library Website:

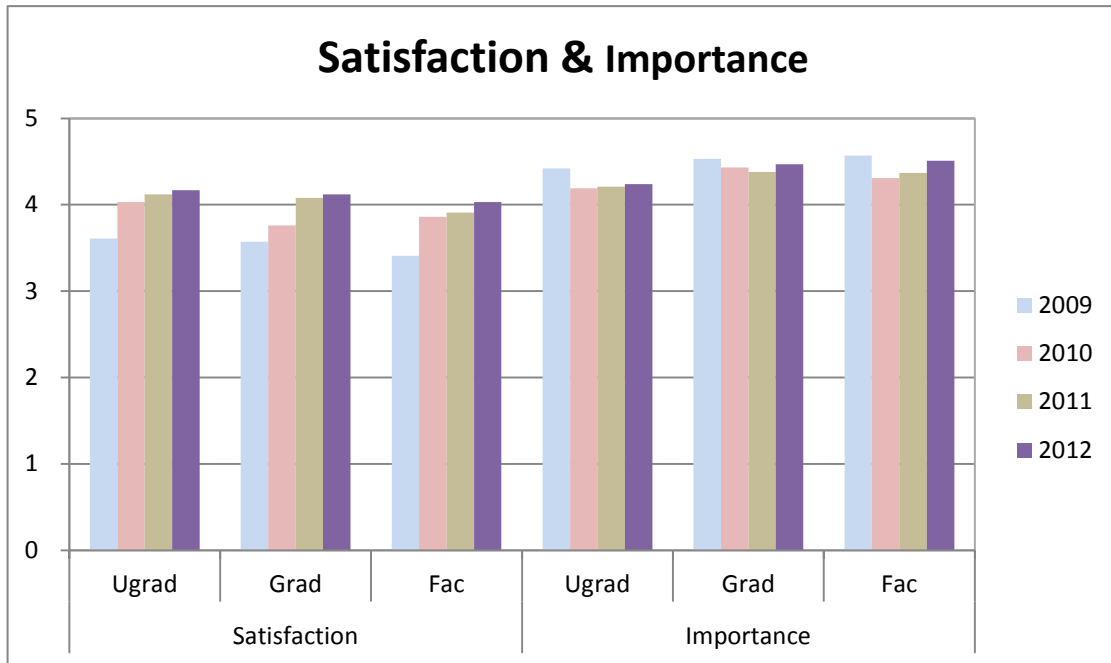
					Gap between satisfaction and importance	% of respondents who rated satisfaction with Website (visibility)
Good score = 4.0 or above						
2012	#	Satis	#	Import	Gap	Vis
All Ugrads (344)	258	4.17	258	4.24	-0.07	75.0%
All Grads (258)	222	4.12	215	4.47	-0.35	86.0%
All Faculty (171)	149	4.03	144	4.51	-0.48	87.1%
2011	#	Satis	#	Import	Gap	Vis
All Ugrads (366)	267	4.12	265	4.21	-0.09	73.0%
All Grads (284)	235	4.08	228	4.38	-0.30	82.7%
All Faculty (156)	134	3.91	125	4.37	-0.46	85.9%
2010	#	Satis	#	Import	Gap	Vis
All Ugrads (289)	249	4.03	253	4.19	-0.16	86.2%
All Grads (212)	197	3.76	196	4.43	-0.67	92.9%
All Faculty (138)	119	3.86	123	4.31	-0.45	86.2%
2009	#	Satis	#	Import	Gap	Vis
All Ugrads (254)	210	3.61	207	4.42	-0.81	82.7%
All Grads (221)	205	3.57	203	4.53	-0.96	92.8%
All Faculty (150)	143	3.41	135	4.57	-1.16	95.3%

2012 Library User Survey

Website Scores: Satisfaction and Importance 2009-2012



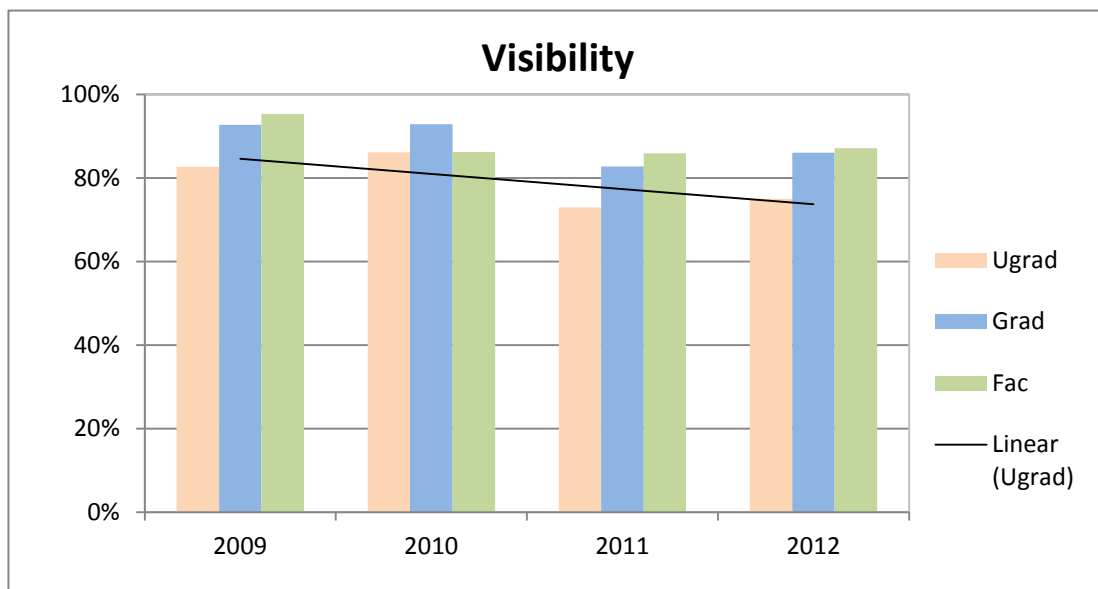
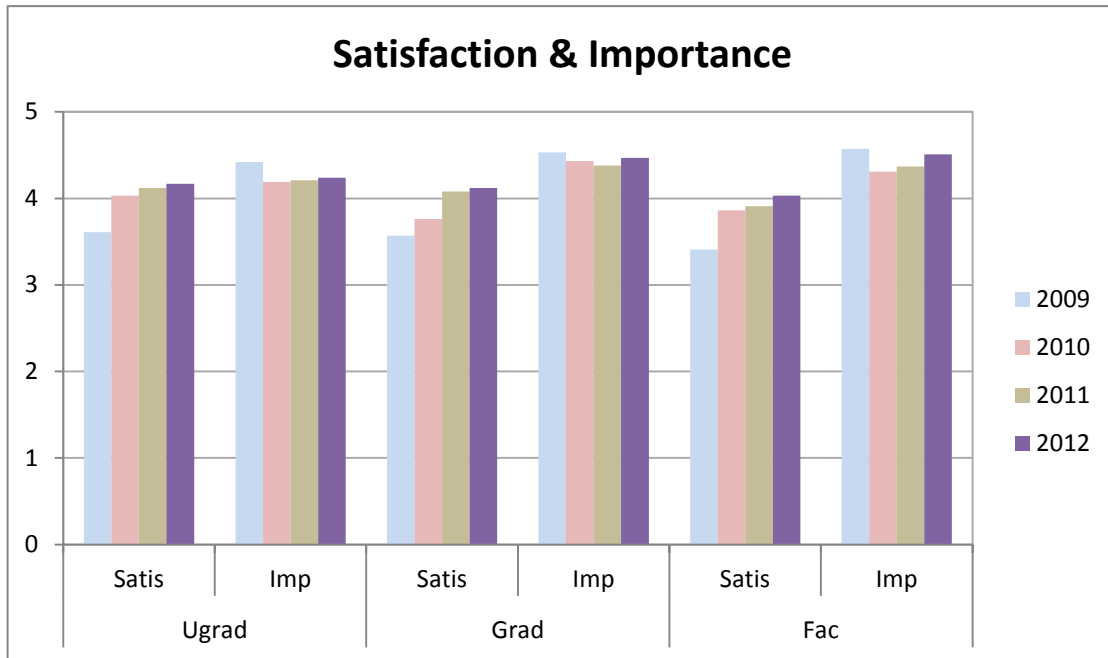
Grouped by Satisfaction and Importance



2012 Library User Survey

Website Scores: Satisfaction and Importance 2009-2012

Grouped by Status

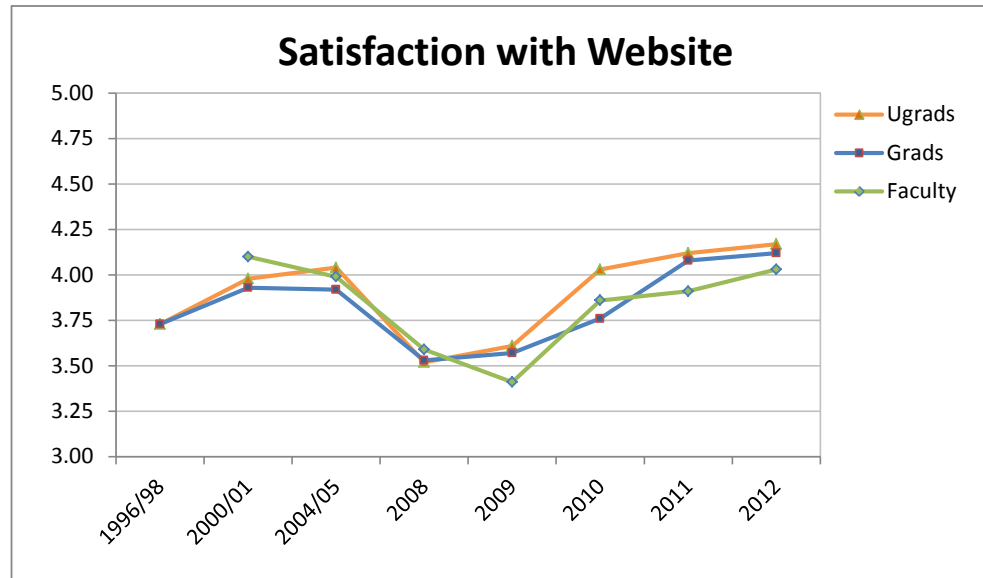


2012 Library User Survey

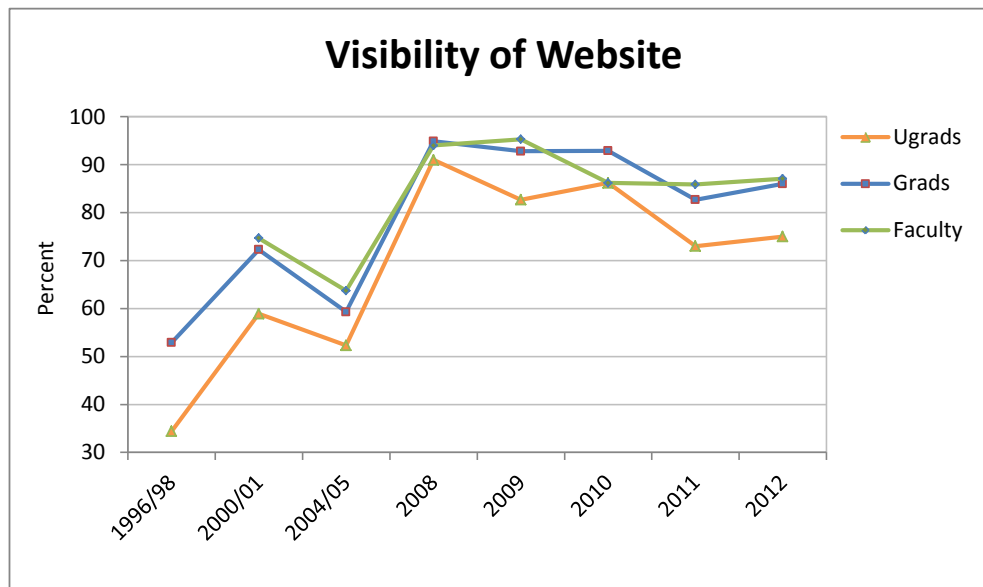
Satisfaction with and Visibility of Library Website: 1993-2012

There was no Library website for surveys prior to the 1998 user survey.

Satisfaction	Ugrads	Grads	Faculty
1996/98	3.73	3.73	
2000/01	3.98	3.93	4.10
2004/05	4.04	3.92	3.99
2008	3.52	3.53	3.59
2009	3.61	3.57	3.41
2010	4.03	3.76	3.86
2011	4.12	4.08	3.91
2012	4.17	4.12	4.03



Visibility	Ugrads	Grads	Faculty
1996/98	34.4	52.9	
2000/01	58.9	72.3	74.7
2004/05	52.3	59.3	63.7
2008	91.0	94.9	94.0
2009	82.7	92.8	95.3
2010	86.2	92.9	86.2
2011	73.0	82.7	85.9
2012	75.0	86.0	87.1

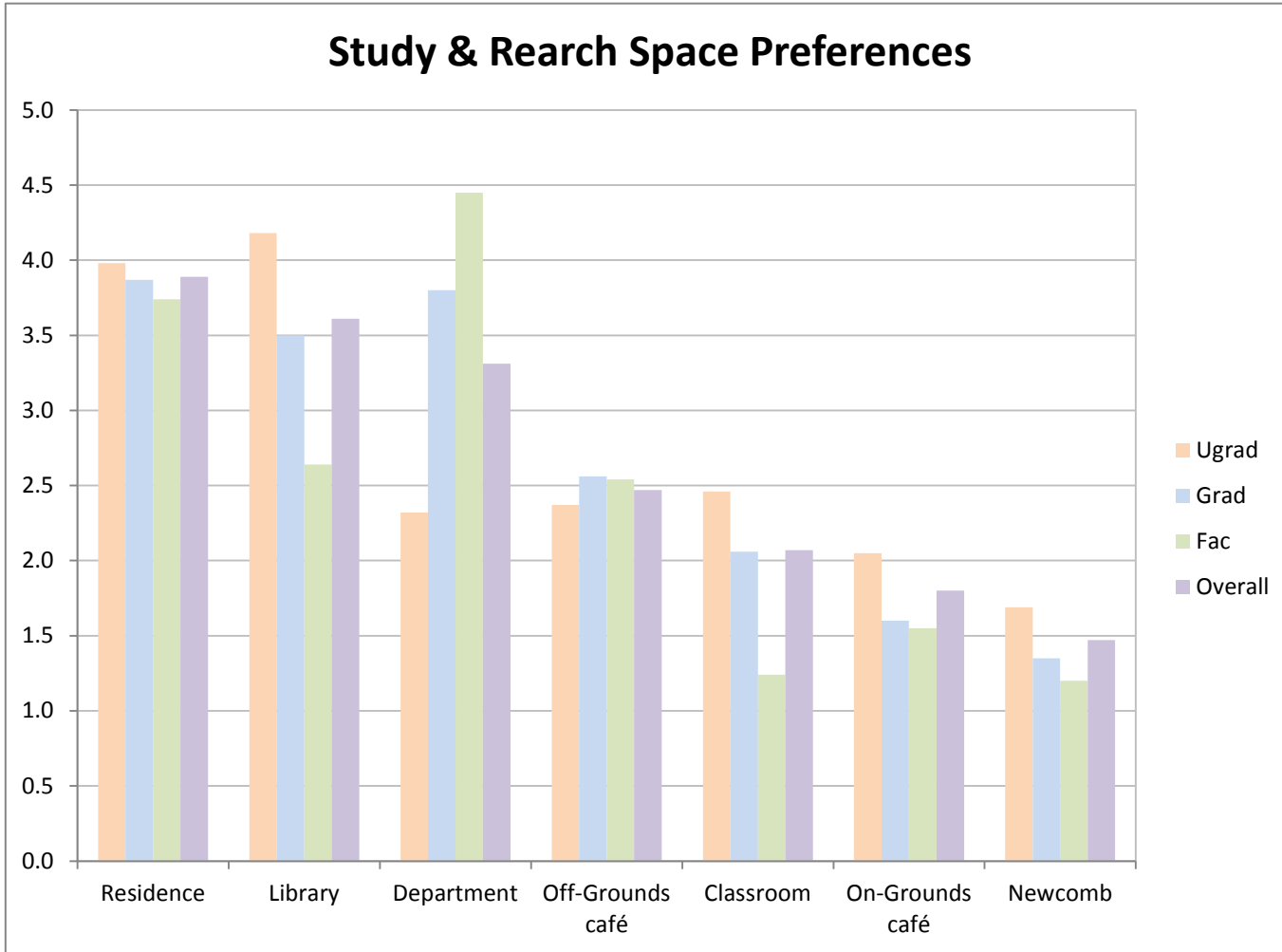


2012 Library User Survey

Study and Research Space Preferences

Please rate the places you prefer to study or do research.

	Ugrads		Grads		Faculty		Overall	
	#	Mean	#	Mean	#	Mean	#	Mean
Current residence (dorm room, dorm study area, apartment)	287	3.98	215	3.87	132	3.74	634	3.89
Departmental office or space	281	2.32	216	3.80	148	4.45	645	3.31
Empty classroom	280	2.46	207	2.06	127	1.24	614	2.07
Library	288	4.18	215	3.50	143	2.64	646	3.61
Newcomb Hall	277	1.69	201	1.35	128	1.20	606	1.47
Off-Grounds coffee shop	277	2.37	209	2.56	134	2.54	620	2.47
On-Grounds dining facility/cafe	280	2.05	205	1.60	127	1.55	612	1.80

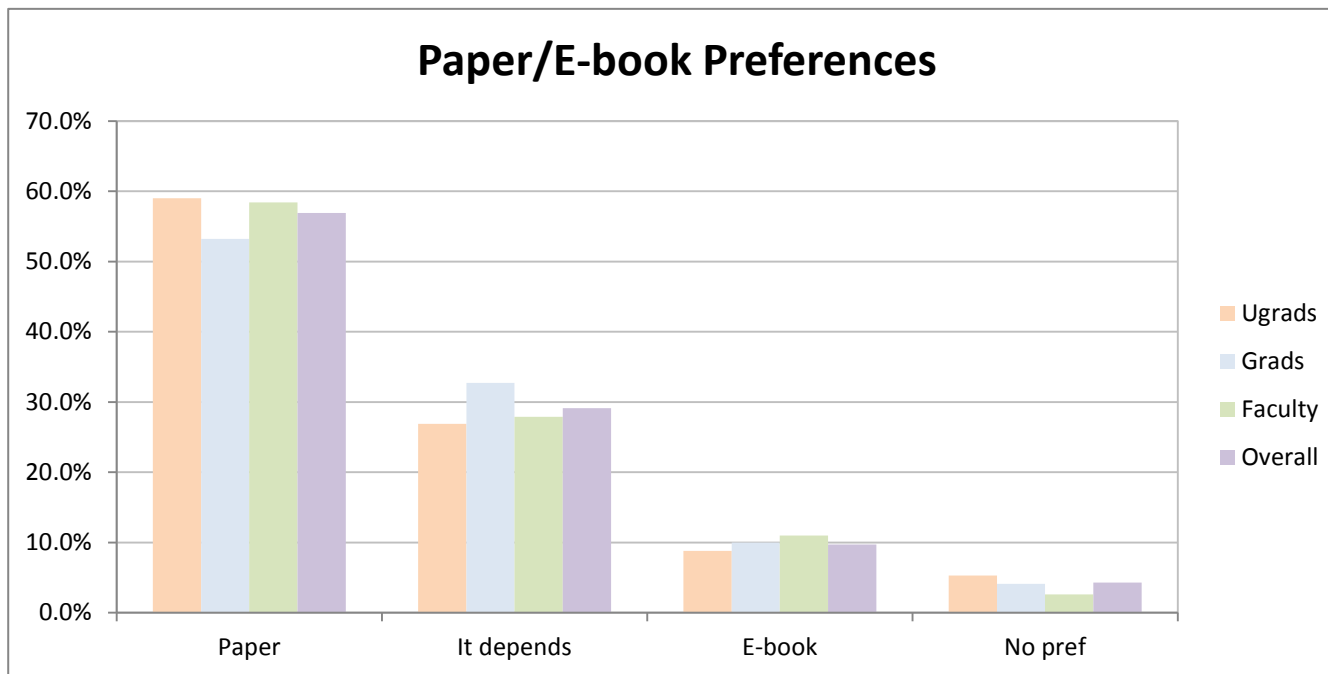


2012 Library User Survey

Preferences for Paper or Electronic Books

Do you prefer to use paper or electronic books (e-book is defined as a complete book available online)?

	Ugrads		Grads		Faculty		Overall	
	#	%	#	%	#	%	#	%
Paper	167	59.0%	117	53.2%	90	58.4%	374	56.9%
E-book	25	8.8%	22	10.0%	17	11.0%	64	9.7%
No preference	15	5.3%	9	4.1%	4	2.6%	28	4.3%
It depends	76	26.9%	72	32.7%	43	27.9%	191	29.1%

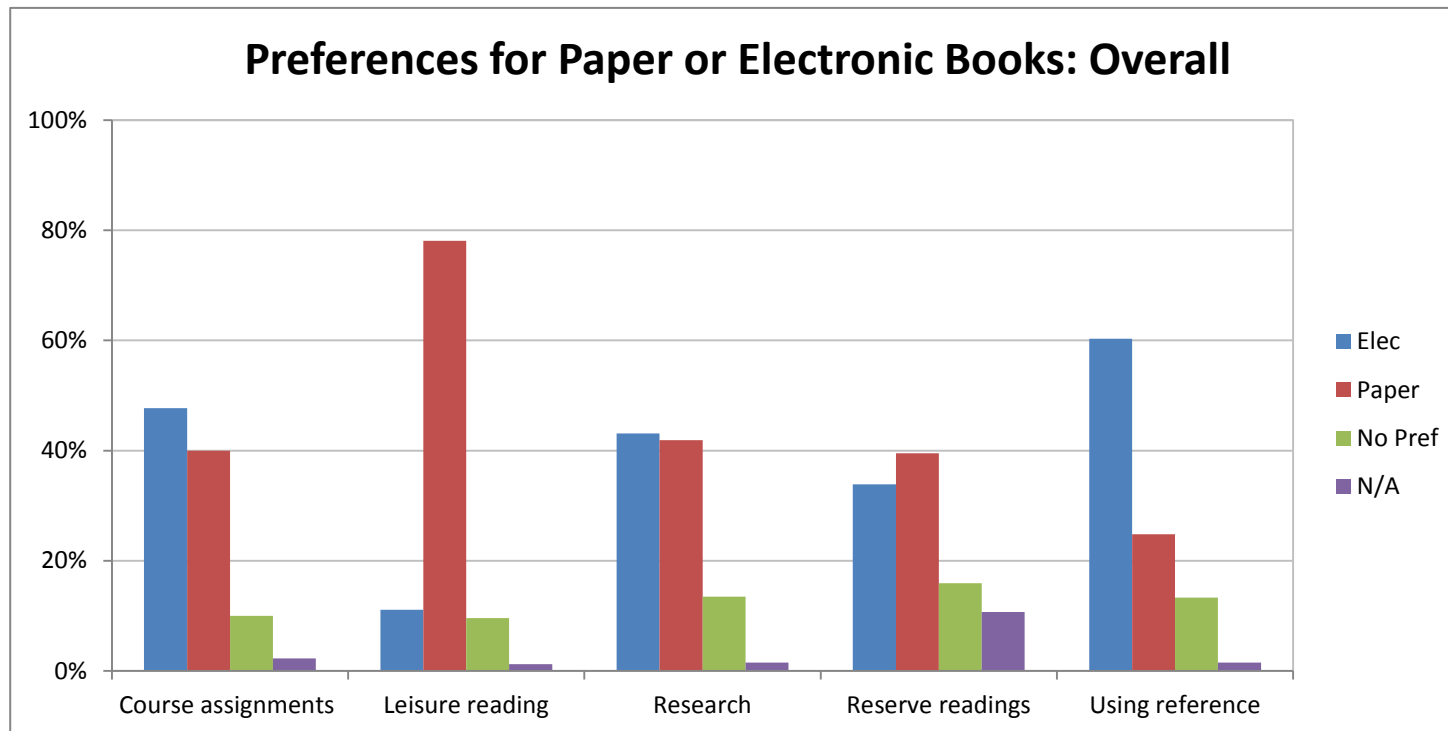


2012 Library User Survey

Preferences for Paper or Electronic Books

Which format do you prefer for the following activities?

ALL RESPONDENTS	Electronic	Paper	No Preference	N/A
Course assignments	47.7%	40.0%	10.0%	2.3%
Leisure reading	11.1%	78.1%	9.6%	1.2%
Research	43.1%	41.9%	13.5%	1.5%
Reserve readings	33.9%	39.5%	15.9%	10.7%
Using reference materials (dictionaries, encyclopedias, etc.)	60.3%	24.8%	13.3%	1.5%

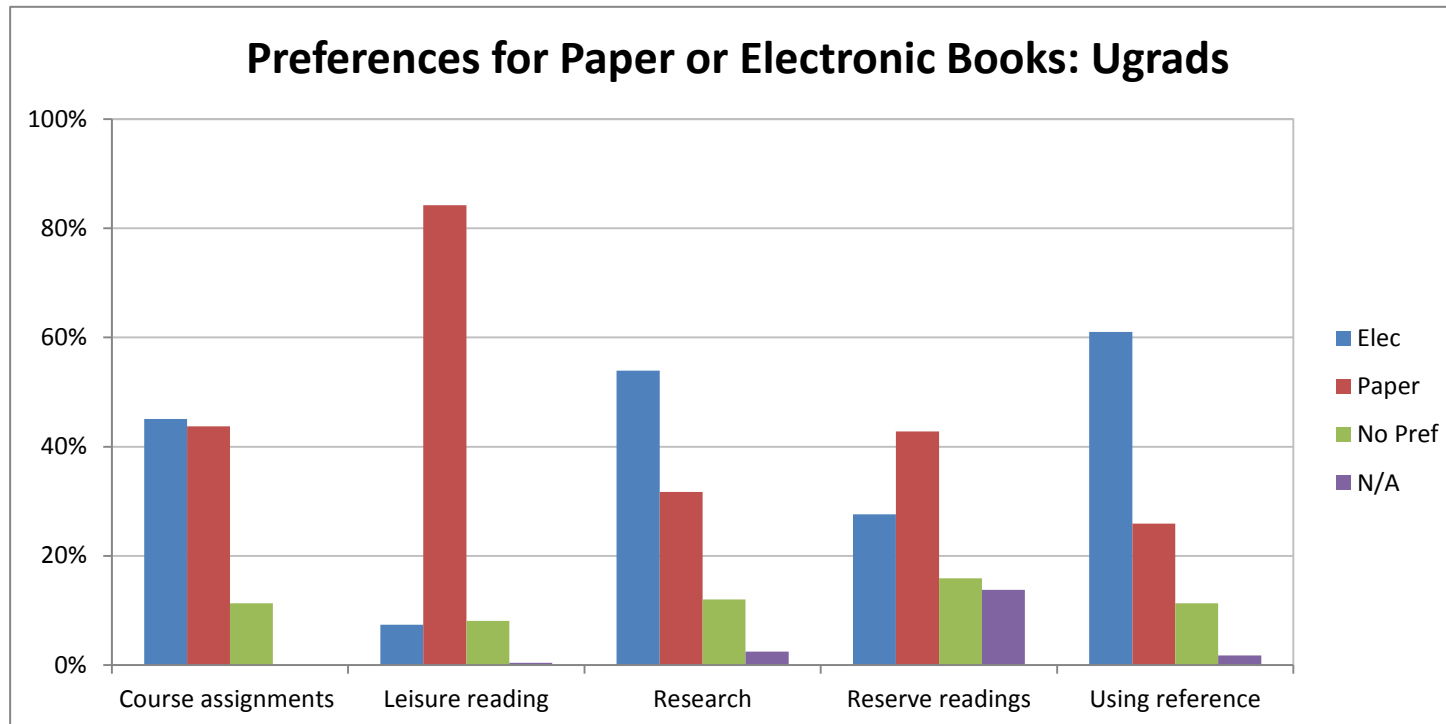


2012 Library User Survey

Preferences for Paper or Electronic Books

Which format do you prefer for the following activities?

UGRADS	Electronic	Paper	No Preference	N/A
Course assignments	45.1%	43.7%	11.3%	0.0%
Leisure reading	7.4%	84.2%	8.1%	0.4%
Research	53.9%	31.7%	12.0%	2.5%
Reserve readings	27.6%	42.8%	15.9%	13.8%
Using reference materials (dictionaries, encyclopedias, etc.)	61.0%	25.9%	11.3%	1.8%

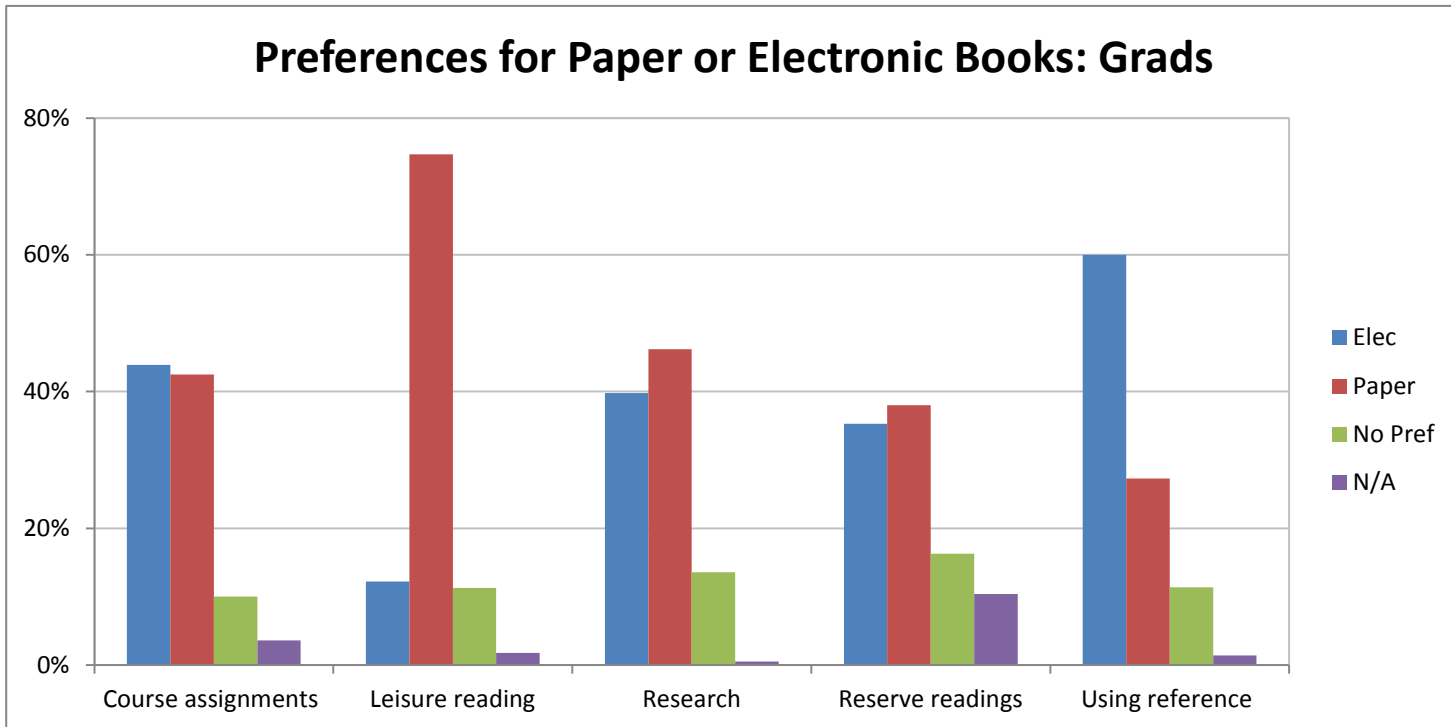


2012 Library User Survey

Preferences for Paper or Electronic Books

Which format do you prefer for the following activities?

GRADS	Electronic	Paper	No Preference	N/A
Course assignments	43.9%	42.5%	10.0%	3.6%
Leisure reading	12.2%	74.7%	11.3%	1.8%
Research	39.8%	46.2%	13.6%	0.5%
Reserve readings	35.3%	38.0%	16.3%	10.4%
Using reference materials (dictionaries, encyclopedias, etc.)	60.0%	27.3%	11.4%	1.4%

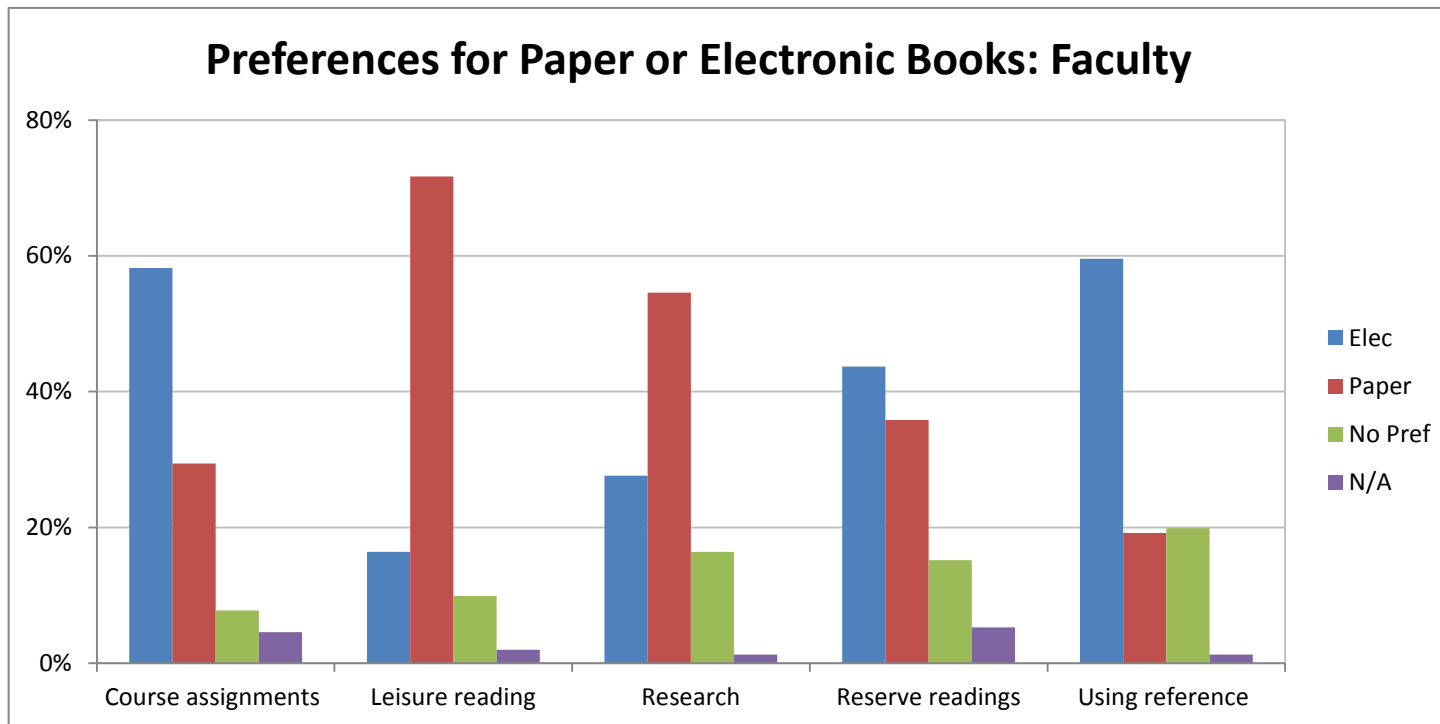


2012 Library User Survey

Preferences for Paper or Electronic Books

Which format do you prefer for the following activities?

FACULTY	Electronic	Paper	No Preference	N/A
Course assignments	58.2%	29.4%	7.8%	4.6%
Leisure reading	16.4%	71.7%	9.9%	2.0%
Research	27.6%	54.6%	16.4%	1.3%
Reserve readings	43.7%	35.8%	15.2%	5.3%
Using reference materials (dictionaries, encyclopedias, etc.)	59.6%	19.2%	19.9%	1.3%

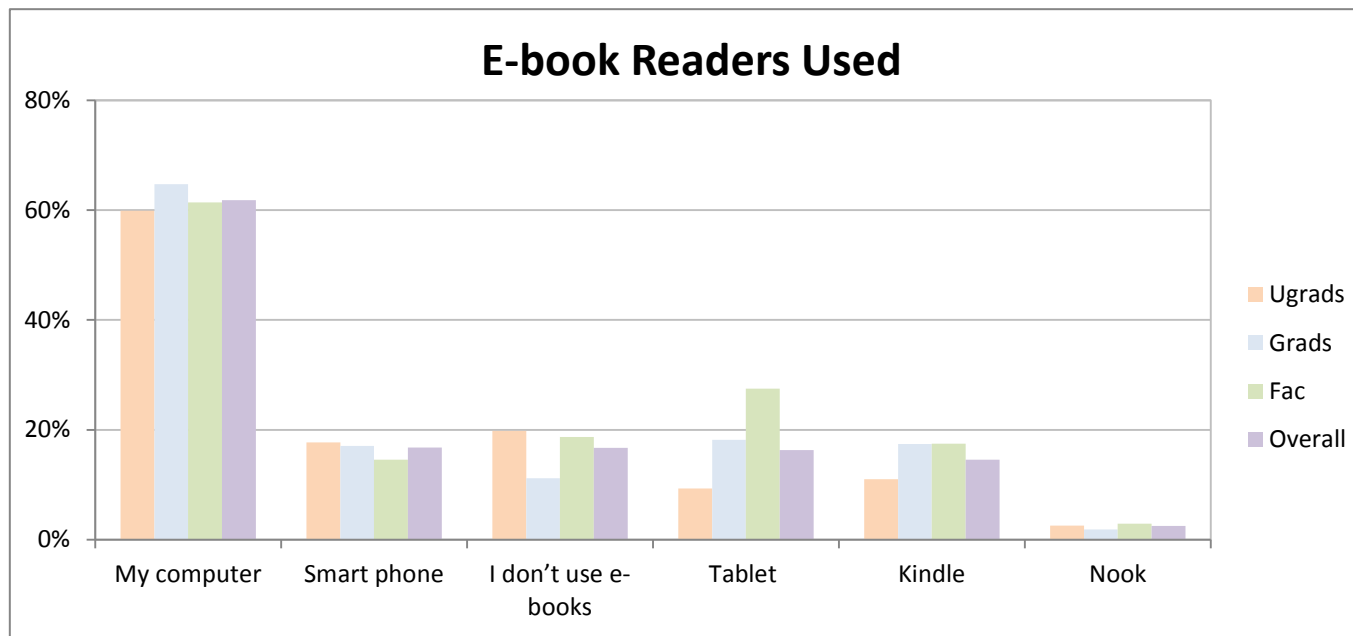


2012 Library User Survey

E-book Readers Used

What devices do you use to read e-books? Check all that apply.

	Ugrads		Grads		Faculty		Overall	
	#	%	#	%	#	%	#	%
Kindle	38	11.0%	45	17.4%	30	17.5%	113	14.6%
Nook	9	2.6%	5	1.9%	5	2.9%	19	2.5%
Smart phone (iPhone, Android, etc.)	61	17.7%	44	17.1%	25	14.6%	130	16.8%
Tablet (iPad, Android, etc.)	32	9.3%	47	18.2%	47	27.5%	126	16.3%
My computer (PC, laptop, notebook, etc.)	206	59.9%	167	64.7%	105	61.4%	478	61.8%
I don't use e-books	68	19.8%	29	11.2%	32	18.7%	129	16.7%

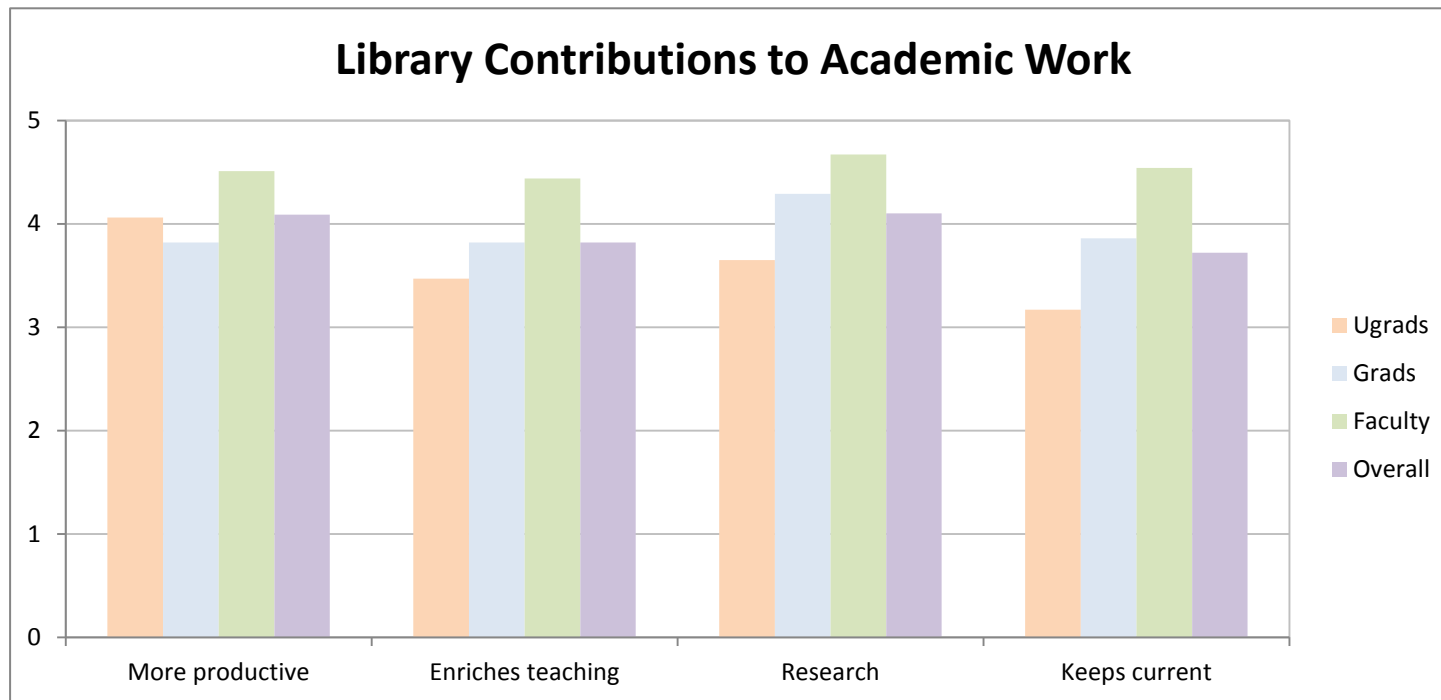


2012 Library User Survey

Library Contributions to Academic Work

Please rate how the University Library contributes to your academic work.

	Ugrads		Grads		Faculty		Overall	
	#	Mean	#	Mean	#	Mean	#	Mean
Allows me to be more productive.	282	4.06	217	3.82	153	4.51	652	4.09
Enriches my teaching and/or learning.	282	3.47	216	3.82	153	4.44	651	3.82
Contributes to my scholarly research.	281	3.65	216	4.29	153	4.67	650	4.10
Allows me to keep current in my field or area of study.	281	3.17	217	3.86	153	4.54	651	3.72



2012 Library User Survey

Library Contributions to Academic Work

Please rate how the University Library contributes to your academic work.

ARCHITECTURE	Ugrads: 9	Grads: 12	Faculty: 6
Allows me to be more productive.	4.00	4.00	4.67
Enriches my teaching and/or learning.	3.89	3.92	4.83
Contributes to my scholarly research.	4.22	4.25	4.83
Allows me to keep current in my field or area of study.	3.22	3.75	4.50

A&S: HUMANITIES	Ugrads: 31	Grads: 54	Faculty: 64
Allows me to be more productive.	4.39	4.06	4.59
Enriches my teaching and/or learning.	4.03	4.38	4.55
Contributes to my scholarly research.	4.19	4.76	4.69
Allows me to keep current in my field or area of study.	3.45	4.28	4.52

A&S: SCIENCES	Ugrads: 38	Grads: 42	Faculty: 29
Allows me to be more productive.	3.68	3.64	4.41
Enriches my teaching and/or learning.	3.24	3.43	4.31
Contributes to my scholarly research.	3.7	4.10	4.48
Allows me to keep current in my field or area of study.	3.41	3.88	4.59

A&S: SOCIAL SCIENCES	Ugrads: 34	Grads: 18	Faculty: 14
Allows me to be more productive.	4.21	3.78	4.64
Enriches my teaching and/or learning.	3.5	3.83	4.71
Contributes to my scholarly research.	3.74	4.22	5.00
Allows me to keep current in my field or area of study.	3.09	3.72	4.79

A&S: UNDECLARED	Ugrads: 100	Grads: 0	Faculty: 0
Allows me to be more productive.	4.26	--	--
Enriches my teaching and/or learning.	3.4	--	--
Contributes to my scholarly research.	3.57	--	--
Allows me to keep current in my field or area of study.	3.18	--	--

2012 Library User Survey

Library Contributions to Academic Work

Please rate how the University Library contributes to your academic work.

BATTEN	Ugrads: 0	Grads: 8	Faculty: 0
Allows me to be more productive.	--	4.00	--
Enriches my teaching and/or learning.	--	3.88	--
Contributes to my scholarly research.	--	4.13	--
Allows me to keep current in my field or area of study.	--	3.25	--

COMMERCE	Ugrads: 19	Grads: 10	Faculty: 10
Allows me to be more productive.	4	3.50	4.70
Enriches my teaching and/or learning.	3.58	3.50	4.50
Contributes to my scholarly research.	3.37	3.30	4.70
Allows me to keep current in my field or area of study.	3.16	3.30	4.50

EDUCATION	Ugrads: 2	Grads: 35	Faculty: 13
Allows me to be more productive.	--	3.94	4.46
Enriches my teaching and/or learning.	--	3.74	4.38
Contributes to my scholarly research.	--	4.37	4.77
Allows me to keep current in my field or area of study.	--	3.83	4.77

ENGINEERING	Ugrads: 49	Grads: 38	Faculty: 15
Allows me to be more productive.	3.65	3.58	4.00
Enriches my teaching and/or learning.	3.29	3.61	3.73
Contributes to my scholarly research.	3.41	4.11	4.40
Allows me to keep current in my field or area of study.	2.88	3.66	4.07

2012 Library User Survey

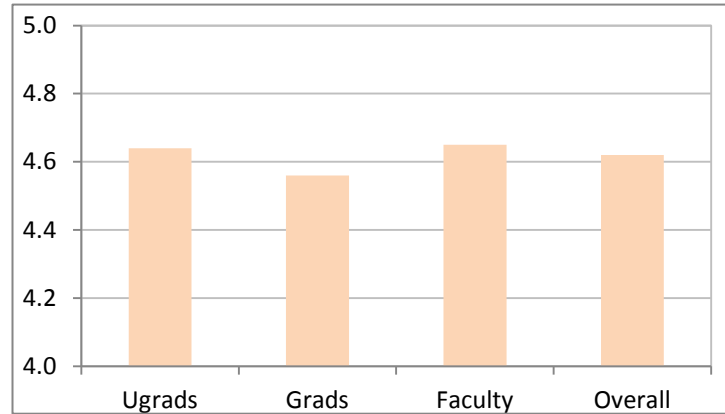
Safety in and around the Library

How safe do you feel inside of and around the Libraries?

1 = Not very safe

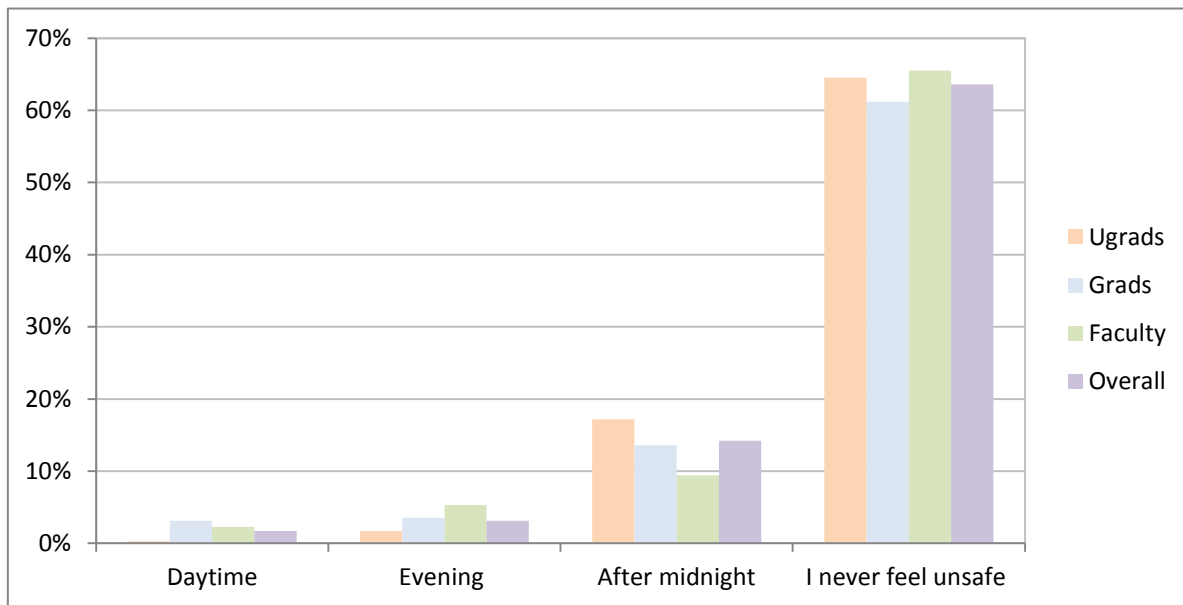
5 = Very safe

	#	Mean
Ugrads	259	4.64
Grads	201	4.56
Faculty	138	4.65
Overall	598	4.62



Please indicate the times of day you do NOT feel safe in and around the Library. Check all that apply.

	Ugrads	Grads	Faculty	Overall
Daytime	0.3%	3.1%	2.3%	1.7%
Evening	1.7%	3.5%	5.3%	3.1%
After midnight	17.2%	13.6%	9.4%	14.2%
I never feel unsafe	64.5%	61.2%	65.5%	63.6%



2012 Library User Survey

Customer Service

Please indicate your degree of satisfaction with, and the importance of, the service you receive from Library staff. You may rate importance without rating satisfaction.

Responses are means, or the average of responses to a 1-5 rating scale.

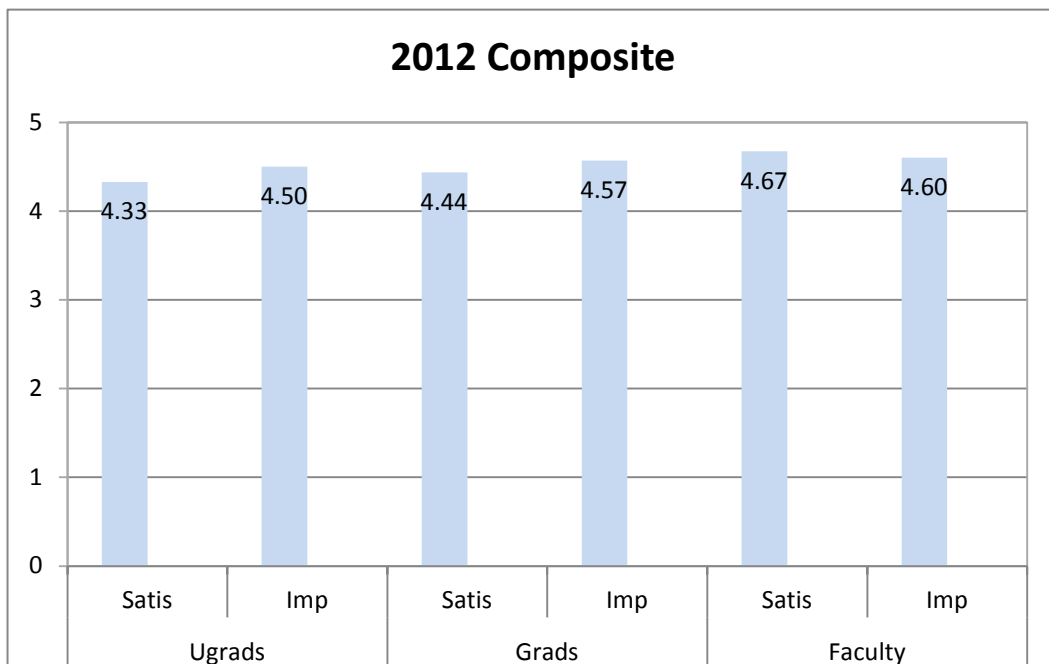
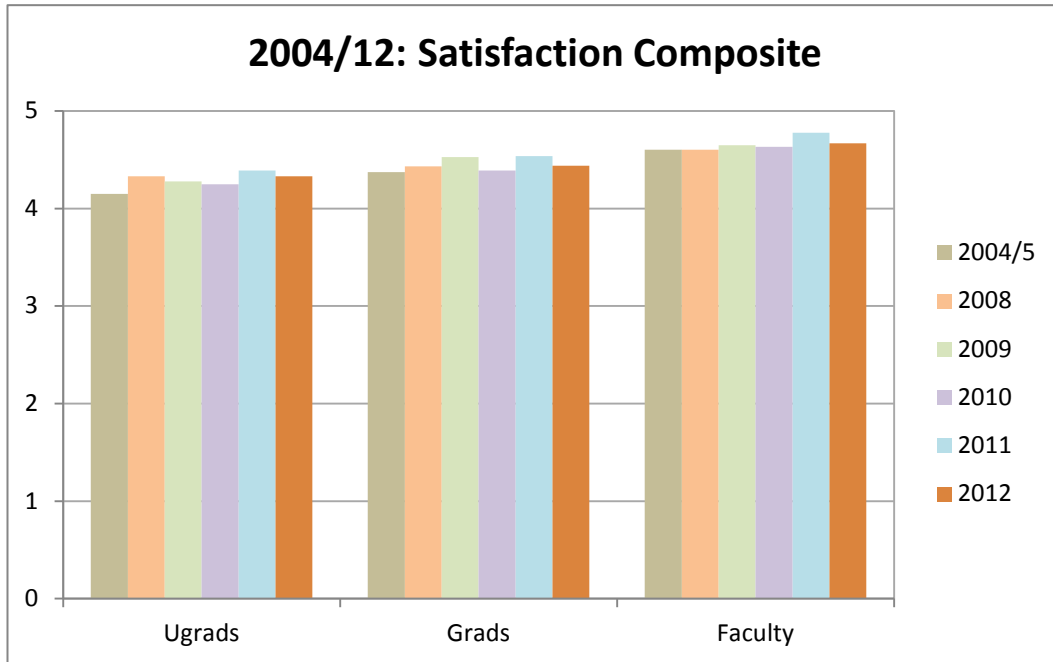
	2012						2011					
	Ugrads		Grads		Faculty		Ugrads		Grads		Faculty	
	<i>Satis</i>	<i>Imp</i>	<i>Satis</i>	<i>Imp</i>	<i>Satis</i>	<i>Imp</i>	<i>Satis</i>	<i>Imp</i>	<i>Satis</i>	<i>Imp</i>	<i>Satis</i>	<i>Imp</i>
Competence	4.26	4.53	4.41	4.68	4.63	4.70	4.37	4.64	4.49	4.63	4.76	4.80
Courtesy	4.42	4.51	4.52	4.49	4.74	4.49	4.48	4.53	4.62	4.45	4.82	4.62
Speed	4.31	4.47	4.38	4.54	4.65	4.62	4.33	4.53	4.50	4.44	4.75	4.71
Composite	4.33	4.50	4.44	4.57	4.67	4.60	4.39	4.57	4.54	4.51	4.78	4.71

	2010						2009					
	Ugrads		Grads		Faculty		Ugrads		Grads		Faculty	
	<i>Satis</i>	<i>Imp</i>	<i>Satis</i>	<i>Imp</i>	<i>Satis</i>	<i>Imp</i>	<i>Satis</i>	<i>Imp</i>	<i>Satis</i>	<i>Imp</i>	<i>Satis</i>	<i>Imp</i>
Competence	4.22	4.44	4.34	4.61	4.58	4.67	4.24	4.51	4.49	4.57	4.57	4.74
Courtesy	4.27	4.37	4.47	4.45	4.69	4.46	4.30	4.39	4.58	4.42	4.74	4.49
Speed	4.25	4.43	4.36	4.47	4.63	4.60	4.29	4.38	4.51	4.51	4.65	4.63
Composite	4.25	4.41	4.39	4.51	4.63	4.58	4.28	4.43	4.53	4.50	4.65	4.62

	2008						2005		2004
	Ugrads		Grads		Faculty		Ugrads	Grads	Faculty
	<i>Satis</i>	<i>Imp</i>	<i>Satis</i>	<i>Imp</i>	<i>Satis</i>	<i>Imp</i>	<i>Satis</i>	<i>Satis</i>	<i>Satis</i>
Competence	4.28	4.48	4.39	4.59	4.56	4.79	4.15	4.33	4.58
Courtesy	4.38	4.43	4.52	4.47	4.75	4.54	4.18	4.43	4.73
Speed	4.32	4.48	4.39	4.48	4.50	4.60	4.13	4.36	4.50
Composite	4.33	4.46	4.43	4.51	4.60	4.64	4.15	4.37	4.60

2012 Library User Survey

Customer Service



2012 Library User Survey

Overall Satisfaction

Please rate your overall satisfaction with the University Library system.

Responses are means, or the average of responses to a 1-5 rating scale.

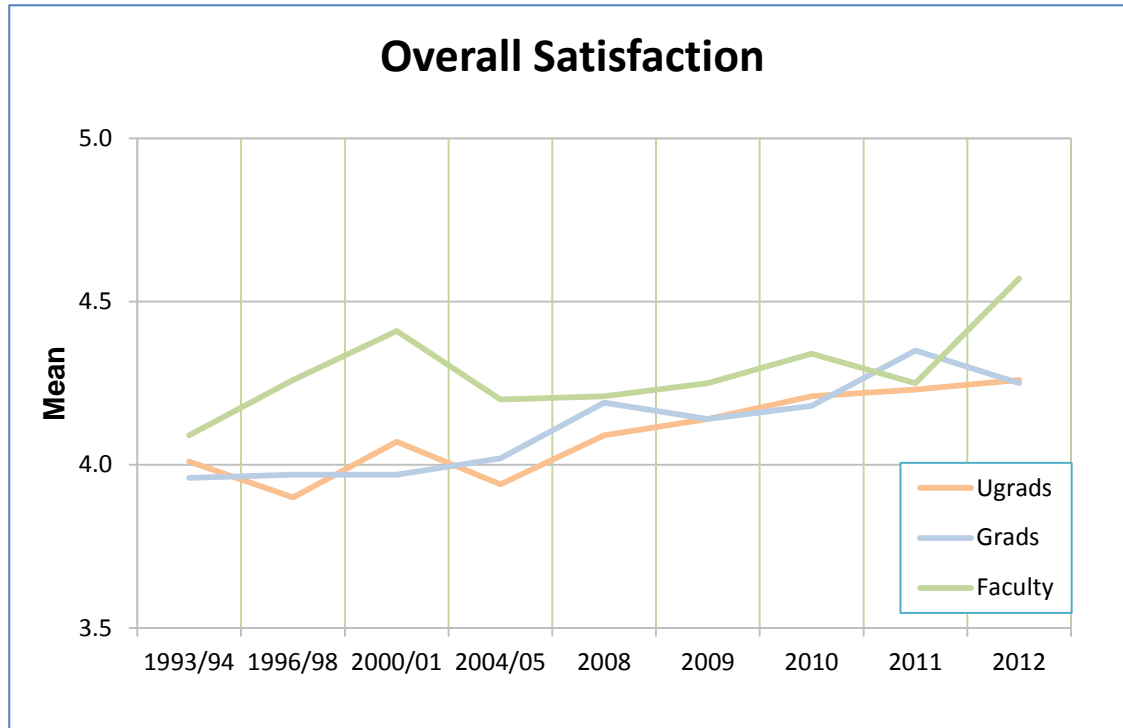
	2012			2011			2010		
	Ugrads	Grads	Faculty	Ugrads	Grads	Faculty	Ugrads	Grads	Faculty
Satisfaction (mean)	4.26	4.25	4.57	4.23	4.35	4.25	4.21	4.18	4.34
Respondent Pool (number)	278	212	152	277	247	136	282	205	130

	2009			2008			2005		2004
	Ugrads	Grads	Faculty	Ugrads	Grads	Faculty	Ugrads	Grads	Faculty
Satisfaction (mean)	4.14	4.14	4.25	4.09	4.19	4.21	3.94	4.02	4.20
Respondent Pool (number)	251	215	147	218	231	131	434	394	464

	2001		2000	1998		1996	1994		1993
	Ugrads	Grads	Faculty	Ugrads	Grads	Faculty	Ugrads	Grads	Faculty
Satisfaction (mean)	4.07	3.97	4.41	3.90	3.97	4.26	4.01	3.96	4.09
Respondent Pool (number)	430	352	307	327	379	328	334	450	335

2012 Library User Survey

Overall Satisfaction



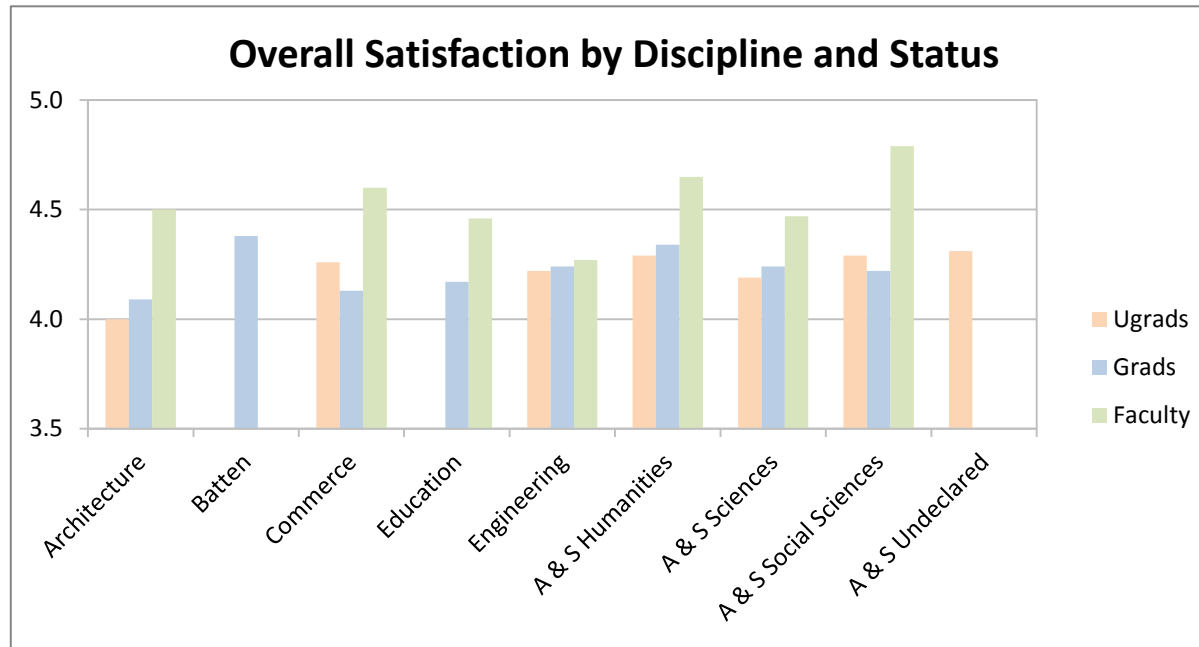
2012 Library User Survey

Overall Satisfaction by Discipline

Please rate your overall satisfaction with the University Library system.

Responses are means, or the average of responses to a 1-5 rating scale.

		School →																	
		Architecture		Batten		Commerce		Education		Engineering		A & S Humanities		A & S Sciences		A & S Social Sciences		A & S Undeclared	
Status ↓		Mean	#	Mean	#	Mean	#	Mean	#	Mean	#	Mean	#	Mean	#	Mean	#	Mean	#
Ugrads		4.00	9	NR*	NR*	4.26	19	NR*	2	4.22	49	4.29	31	4.19	36	4.29	34	4.31	98
Grads		4.09	11	4.38	8	4.13	8	4.17	35	4.24	38	4.34	53	4.24	41	4.22	18	NR*	NR*
Faculty		4.50	6	NR*	NR*	4.60	10	4.46	13	4.27	15	4.65	62	4.47	30	4.79	14	NR*	NR*



*Too few respondents to report results.