

Sample Library Survey Data

3.5 Improving library facilities - considering satisfaction and importance together

Overall results

Notes on the presentation of data

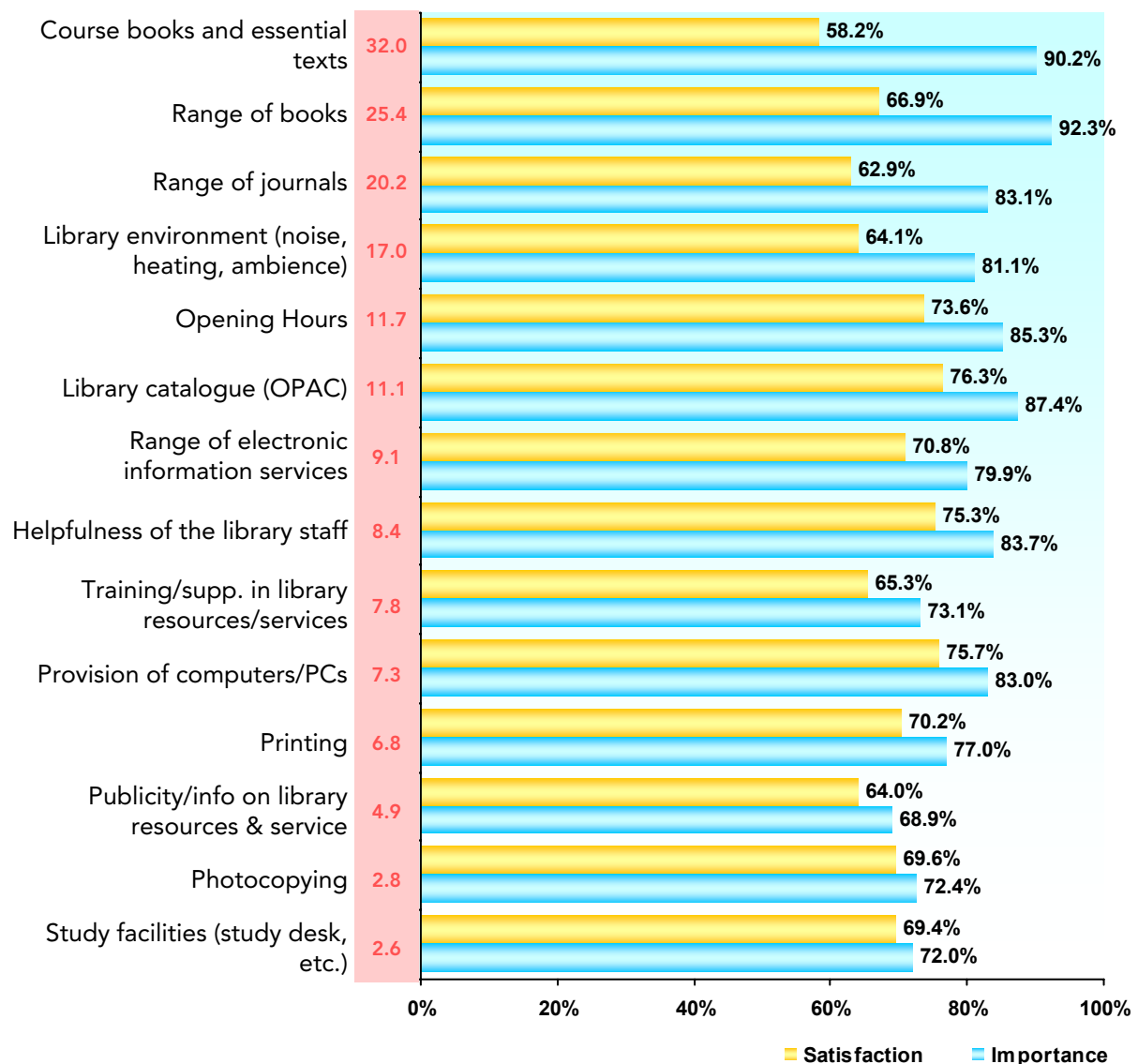
The chart below summarises the level of satisfaction and the importance rating for each area of service.

The satisfaction and importance questions were both asked on a five-point scale. The data here has been weighted for each of the points on the scale as follows: Very satisfied/important (100); Fairly satisfied/important (75); Neither/nor (50); Fairly dissatisfied/unimportant (25); Very dissatisfied/unimportant (0).

The figures at the right of the bar charts show the weighted score for satisfaction and importance. The chart has been ranked in order of the difference between the importance and satisfaction scores i.e. where service provision is most in arrears of perceived service importance. This difference is shown in red in the second column.

Please note these scores are **not** the same as the overall satisfaction and importance figures in previous sections due to the weighting employed.

3.5.1 Prioritising improvements to library facilities - overall results



3.5 Improving library facilities - considering satisfaction and importance together

xxxxxxx Campus

Notes on the presentation of data

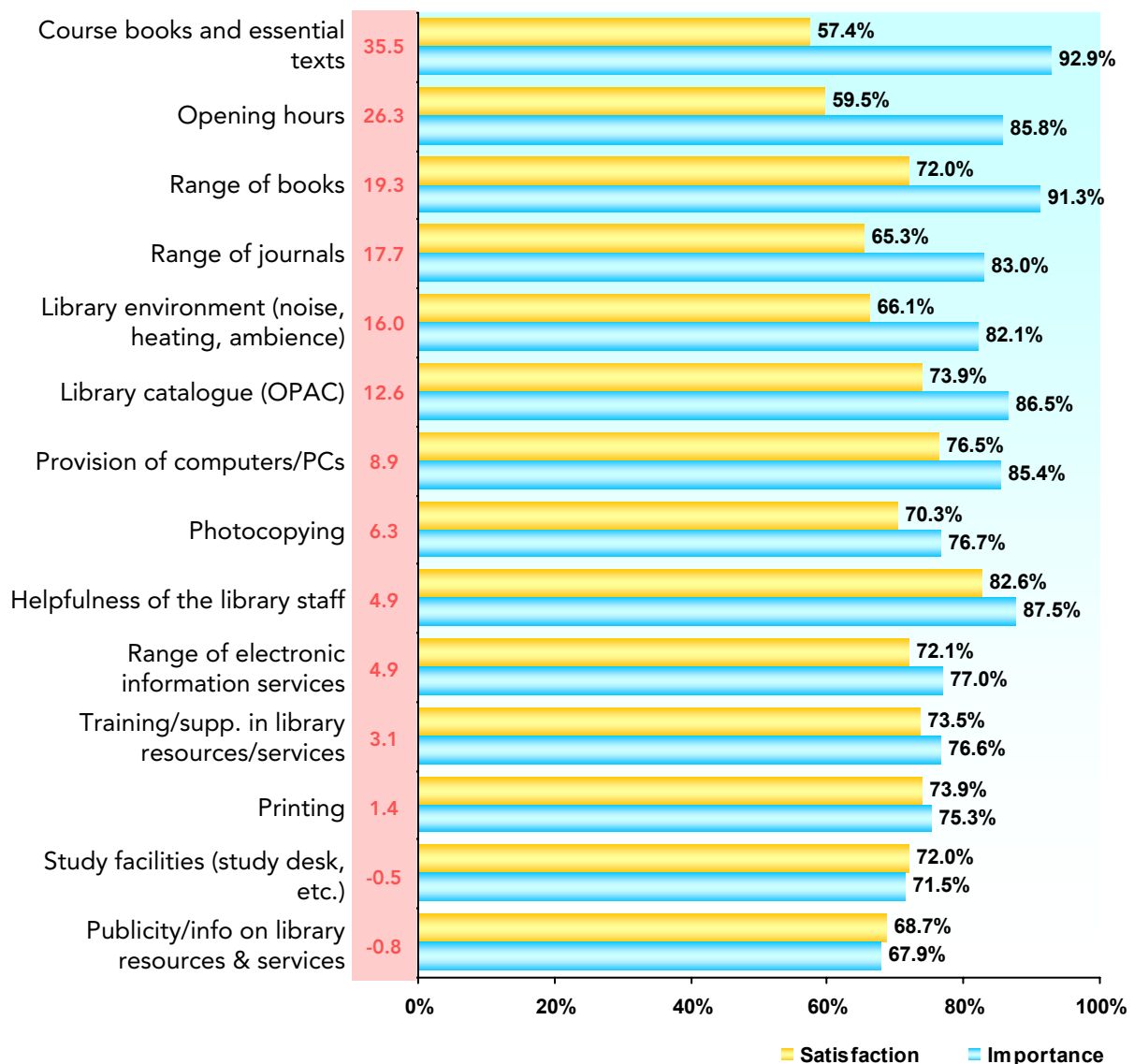
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3.5.2 Prioritising improvements to library facilities - xxxxxx Campus



3.5 Improving library facilities - considering satisfaction and importance together

xxxxxxx Campus

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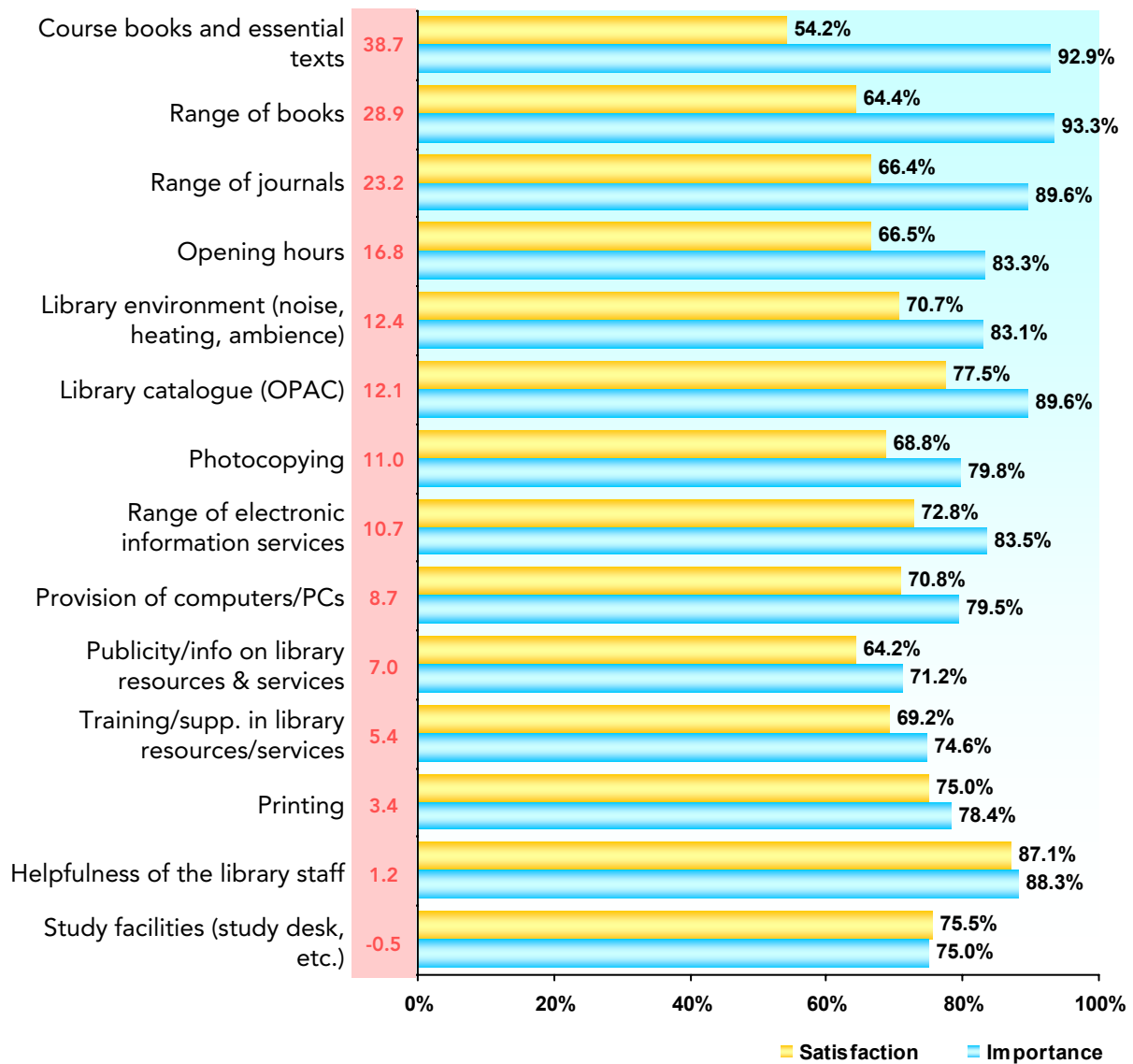
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3.5.3 Prioritising improvements to library facilities - xxxxxx Campus



3.5 Opinion ratings

Interpreting the relationship charts

The chart on the opposite page shows factors which are related to overall satisfaction with the services provided by the library.

The information displayed is calculated for respondents who *Strongly agree* or *Tend to agree* that *Overall, the library provides me with a good service*. As shown on page 24, 79.2% of respondents agreed with this statement and this is shown as a yellow bar. Those groups which agree more strongly to a statistically significant extent are shown in green, while those who agree less are shown in red.

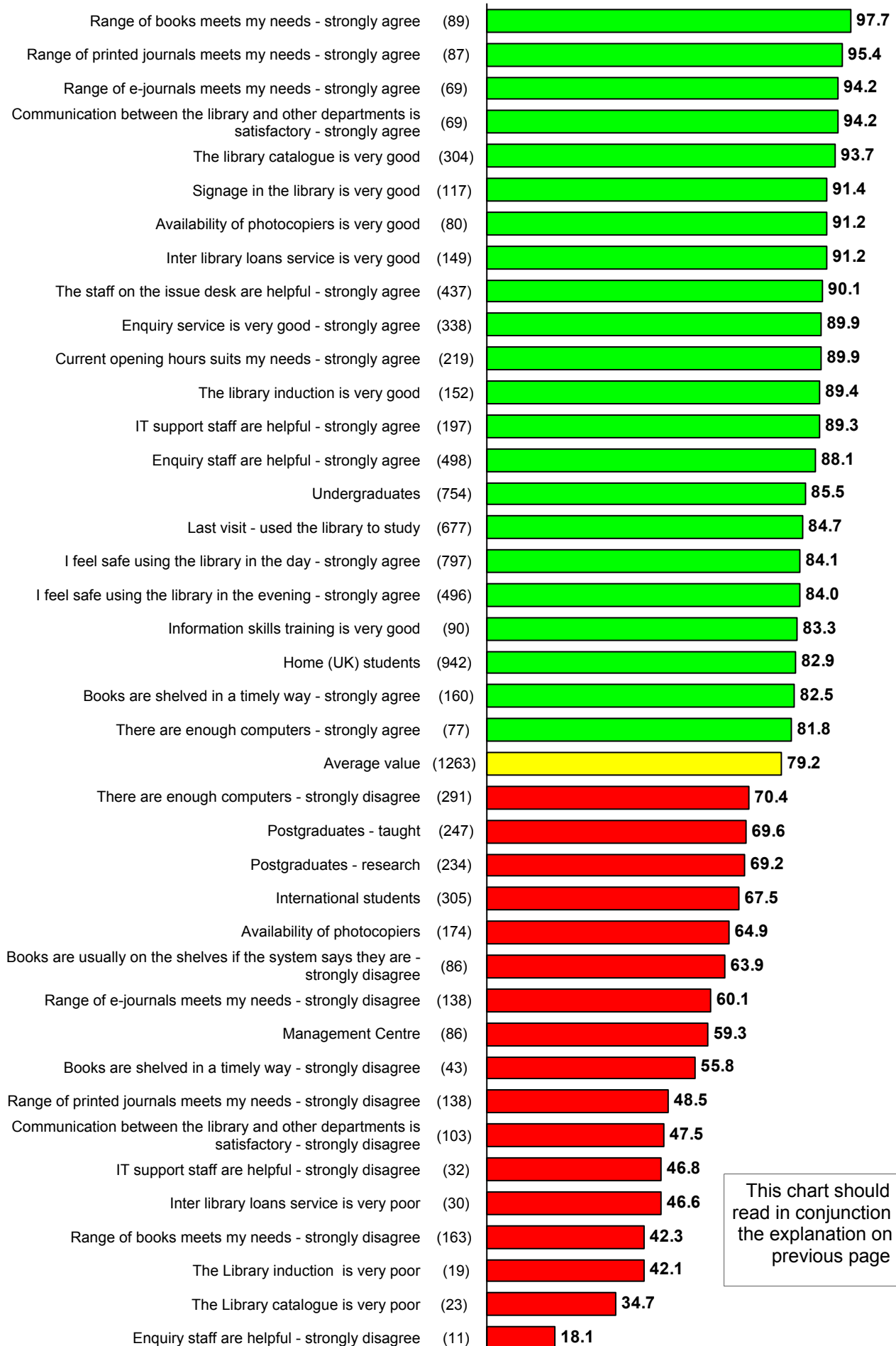
For example, take the top line relating to the 89 respondents who strongly agreed that the range of books meets their needs. Almost all of these (97.7%) agreed that the library provides them with a good service. The chart shows, as would be expected, that satisfaction with various aspects of the service correlates strongly with overall satisfaction. Less obvious relationships also appear, for example that undergraduates are generally more satisfied than postgraduates, and that those based in the Management Centre (who elsewhere are shown to be very high users of the library services) are the only departmental group to differ significantly from average in overall satisfaction.

Notes:

- 1) The charts display differences which are *statistically significant*. If a group does not appear in a chart (those with a disability, or students in a particular department, for example) it is because their satisfaction with library services did not differ significantly from average.
- 2) Figures in parentheses represent the total number of respondents who both gave each particular answer *and* answered the question about overall satisfaction (e.g. at the top, the 89 who strongly agreed that the range of books meets their needs). This is often slightly less than total in each group, since not everybody answered the question about overall satisfaction (12, or 1% of the total did not do so). So for example, while there were 90 Management Centre respondents in all, the figure in the chart opposite is 86, because four of them did not answer the question about overall satisfaction.

3.5 Opinion ratings

Overall, the library provides a good service



This chart should be read in conjunction with the explanation on the previous page

3.5 Overall priorities

COMMENTARY

The top item, “Appropriate heating and ventilation”, is top by a highly significant margin in all groups, reflecting the wide-spread dissatisfaction with this aspect of the present library which emerged at the qualitative stage of the study.

Although there are some differences between subgroups in the population surveyed, there is nevertheless a high degree of consensus about the overall priorities regarding the general ambience of the new provision.

Interpreting the bipolar chart:

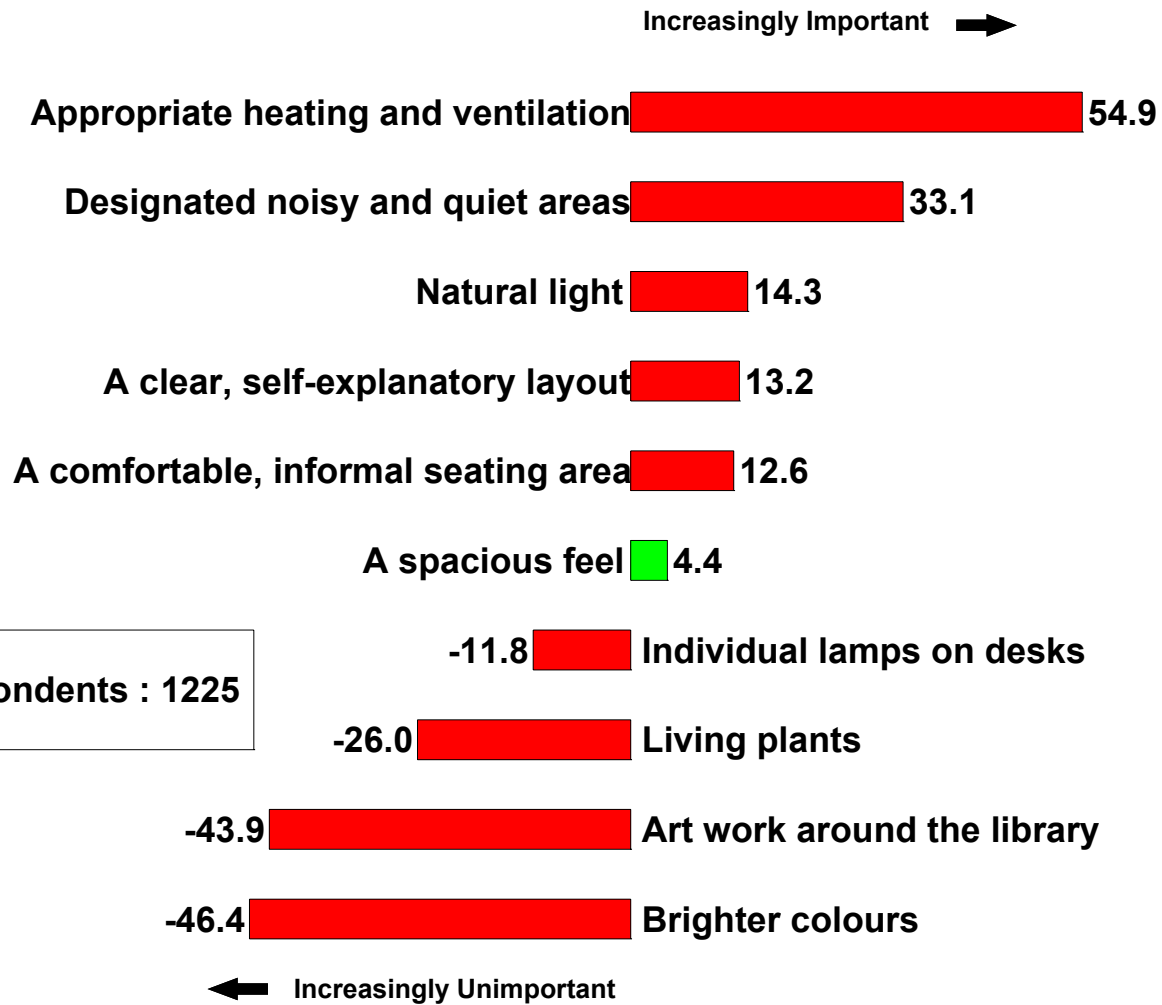
The chart on the opposite page represents the prioritised agenda of all 1225 respondents who correctly completed the first paired comparison section of the questionnaire. It shows the relative importance that they as a whole placed on each of the 10 issues contained in the questionnaire, which relate to the ambience of the new library.

The numbers at the end of each bar show the percentage of respondents who placed that item in the top third of their preferences, minus the percentage who placed it in their bottom third. The top item “Appropriate heating and ventilation” scored 54.9.

For example, if 85% of respondents placed an item in their top third, while 7% placed it in their bottom third, the figure shown will be 78. The remaining 8% of respondents who have placed it in their middle third are considered to be neutral about the item. The result is that if a bar projects to the right, the respondent group illustrated favours that item. If the bar projects to the left, the item is regarded as unimportant by that group.

The “least significant differences” (LSDs) quoted give the minimum figure by which any two values must differ in order for the difference to be statistically significant at the 99.9%, 99% and 95% confidence levels. For example, the top issue “Appropriate heating and ventilation” (54.9) is a significantly higher priority than “Designated noisy and quiet areas” (33.1) at the 99.9% (0.1%) confidence level, because the difference between 54.9 and 33.1 is greater than 7.2. Similarly, differences which are smaller than plus or minus 3.8 are regarded as having no statistical significance because their level of significance falls below the 95% confidence level.

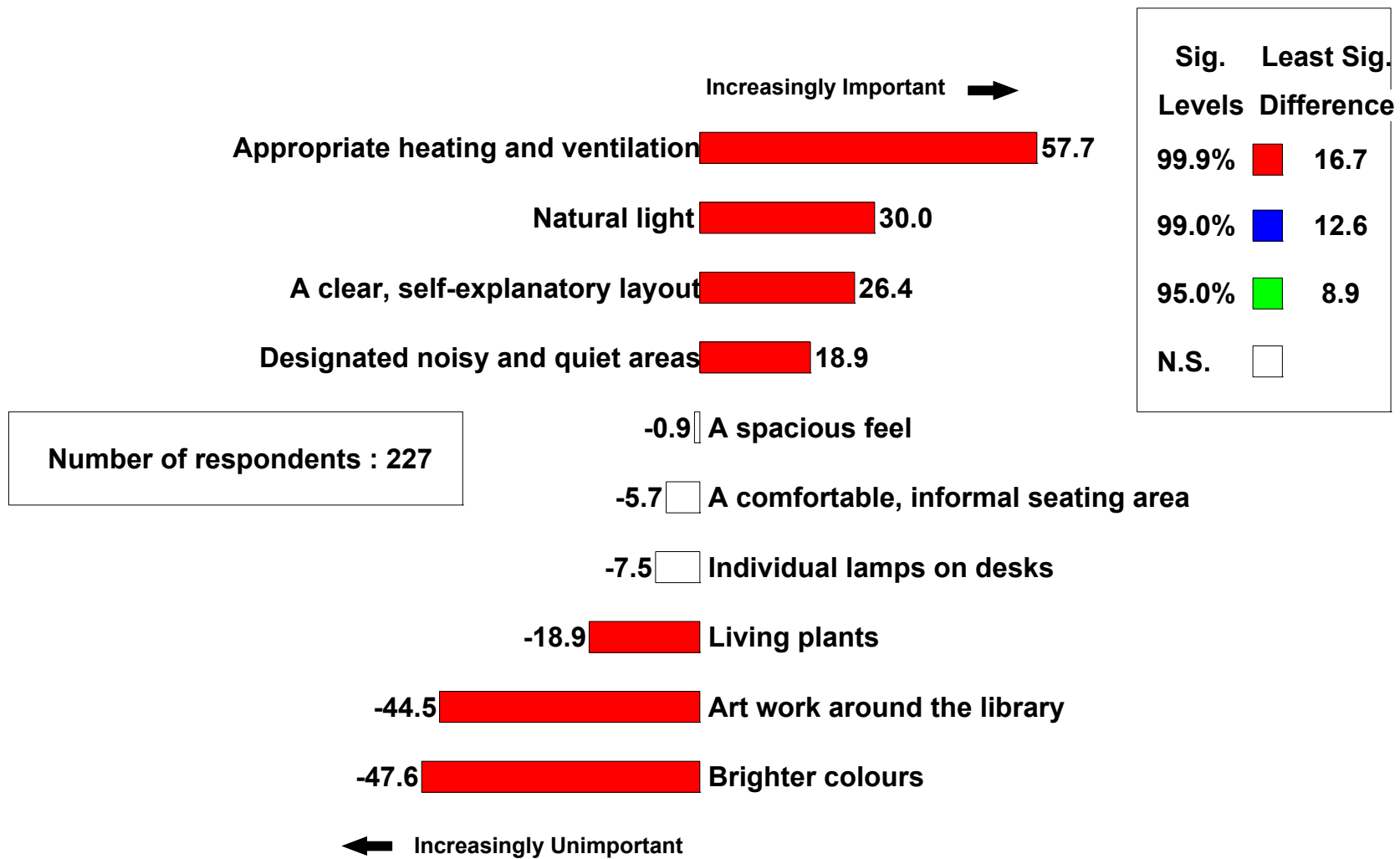
3.5 Overall priorities



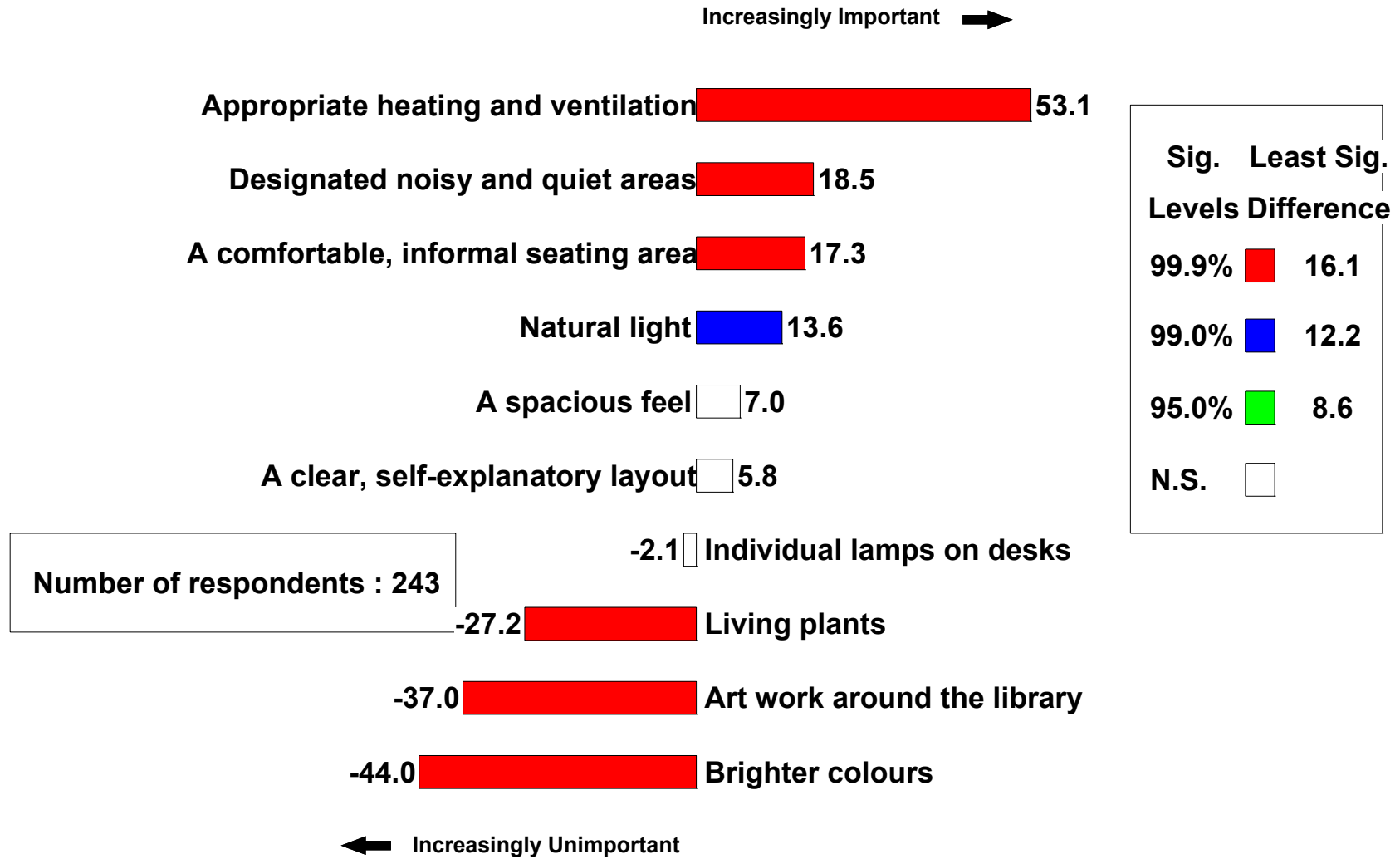
Sig. Levels	Least Sig. Difference
99.9%	7.2
99.0%	5.4
95.0%	3.8
N.S.	

Number of respondents : 1225

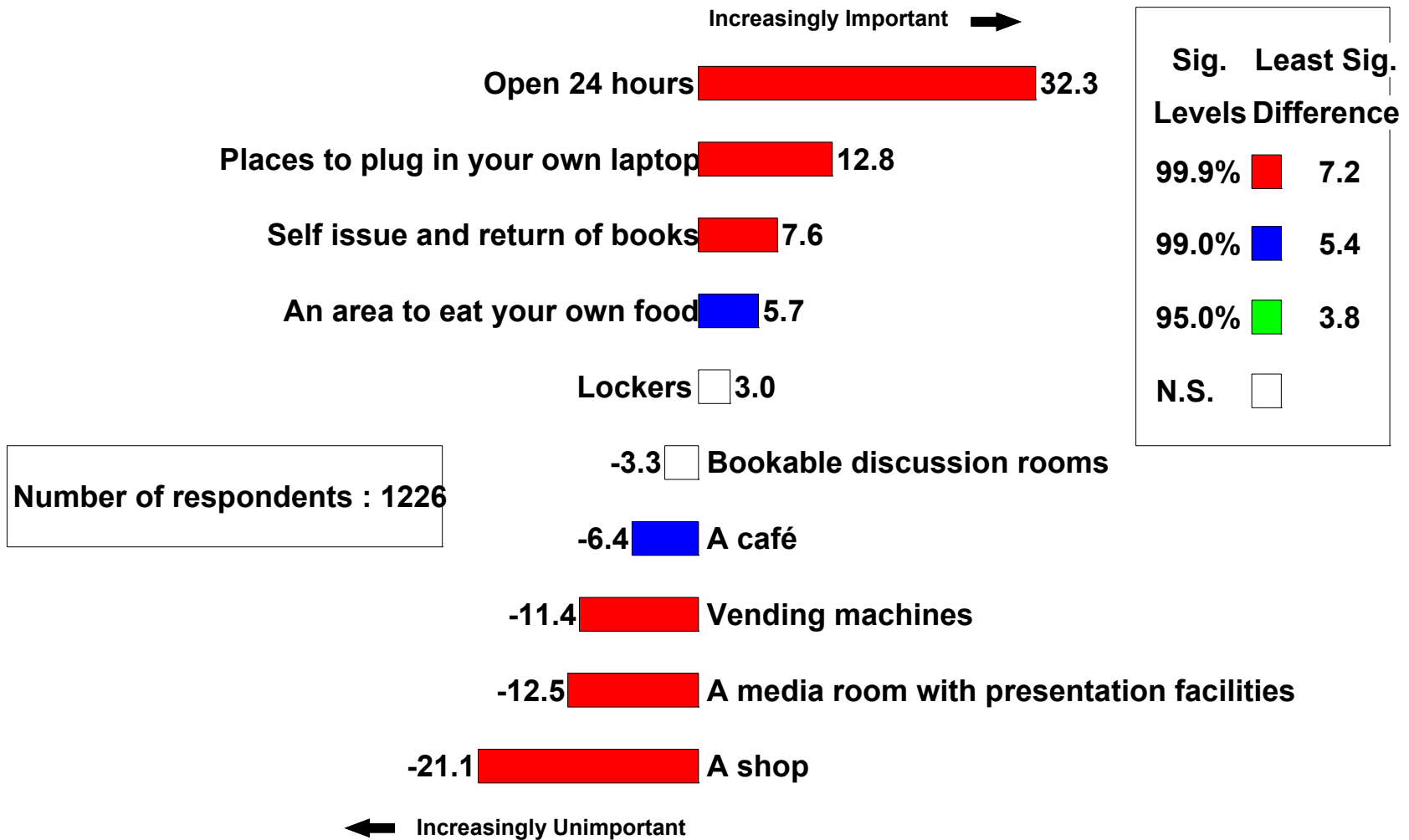
3.5 Overall priorities - Postgraduate (research)



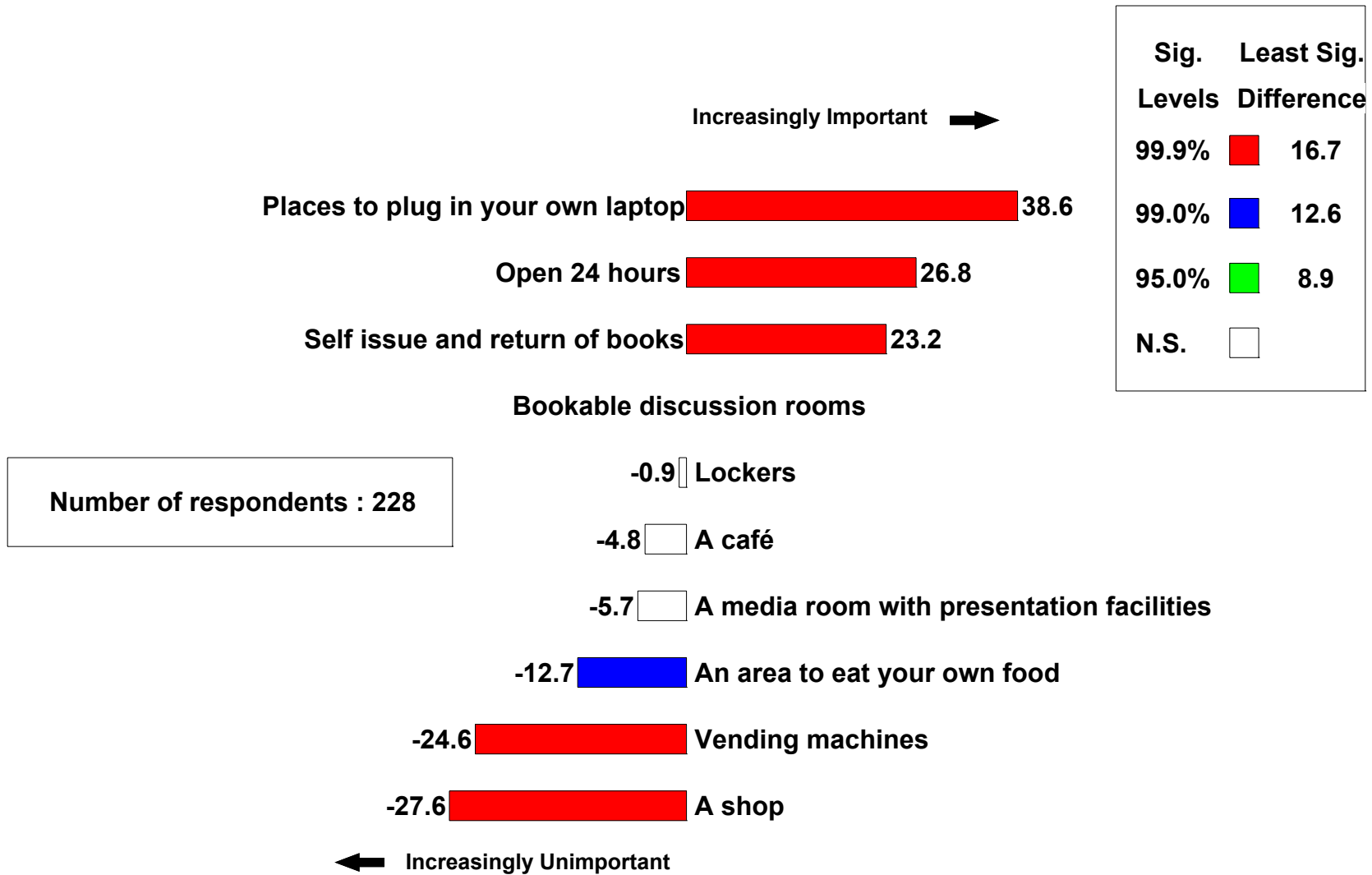
3.5 Overall priorities - Postgraduate (taught)



3.5 Overall priorities



3.5 Overall priorities- Site one



3.5 Overall priorities- Site two

