



ABC PUBLIC LIBRARY 202x CUSTOMER SERVICE QUALITY SURVEY

Please help us to improve our library service by completing this questionnaire. It should take about 10 minutes to complete. Your answers will be treated confidentially, and you can choose to withdraw from this research at any time.

Complete the questionnaire to reflect your opinions, not those of any child or other person that may be in your care.

This research is being conducted for ABC library service in conjunction with CERM PI, University of South Australia Business School. For general enquiries please contact cermpi@unisa.edu.au.

This project has been approved by the UniSA's Human Research Ethics Committee.

ABOUT YOU AND HOW YOU USE THE LIBRARY...

1. Please outline the reasons you use the Library?

Please list **THREE MAIN ACTIVITIES** by placing the numbers **1, 2 & 3** in the relevant boxes below (1 is the main activity, 2 is the second main activity etc.)

- | | | | | | |
|---|--------------------------|---|----|--------------------------|------------------------------|
| 1 | <input type="checkbox"/> | Borrowing books | 7 | <input type="checkbox"/> | To use the WiFi |
| 2 | <input type="checkbox"/> | Borrowing DVDs or audio books | 8 | <input type="checkbox"/> | To entertain my children |
| 3 | <input type="checkbox"/> | To participate in library activities/events | 9 | <input type="checkbox"/> | To study |
| 4 | <input type="checkbox"/> | To socialise with friends/family or meet people | 10 | <input type="checkbox"/> | Research |
| 5 | <input type="checkbox"/> | To use the computers | 11 | <input type="checkbox"/> | Relax/environment |
| 6 | <input type="checkbox"/> | To receive help for computer tasks/online applications (e.g. Centrelink, MyGov, passports etc.) | 12 | <input type="checkbox"/> | Other (please specify) _____ |

2. Are you aware of the following services? Please tick **ALL RELEVANT** boxes

- | | | | | | |
|---|--------------------------|------------------------------|---|--------------------------|------------------------------|
| 1 | <input type="checkbox"/> | eBooks | 3 | <input type="checkbox"/> | Digital magazines |
| 2 | <input type="checkbox"/> | Digital music/digital movies | 4 | <input type="checkbox"/> | Other (please specify) _____ |

3. Have you used the following services? Please tick **ALL RELEVANT** boxes

- | | | | | | |
|---|--------------------------|------------------------------|---|--------------------------|------------------------------|
| 1 | <input type="checkbox"/> | eBooks | 2 | <input type="checkbox"/> | Digital magazines |
| 2 | <input type="checkbox"/> | Digital music/digital movies | 4 | <input type="checkbox"/> | Other (please specify) _____ |

4. Where do you normally find out what's happening at the Library? Please tick **ALL RELEVANT** boxes

- | | | | | | |
|---|--------------------------|-------------------|----|--------------------------|------------------------------|
| 1 | <input type="checkbox"/> | In the library | 6 | <input type="checkbox"/> | Facebook |
| 2 | <input type="checkbox"/> | Library's website | 7 | <input type="checkbox"/> | Twitter |
| 3 | <input type="checkbox"/> | Council's website | 8 | <input type="checkbox"/> | Newspaper |
| 4 | <input type="checkbox"/> | Email | 9 | <input type="checkbox"/> | Friends/family |
| 5 | <input type="checkbox"/> | Libraries SA app | 10 | <input type="checkbox"/> | Other (please specify) _____ |

ABOUT YOU AND HOW YOU USE THIS LIBRARY...

Please tick **ONE BOX** only for each question and provide information where requested

5. Do you *usually* attend this library?

- 1 Alone (if so, please go to Q 7)
2 With others (family, friend, partner, etc)

6. Does your visiting group *usually* include?

- 1 Children under 5 years of age
2 Children 5 to 15 years of age
3 No children

7. How far do you normally travel to attend this library?

- 1 5km or less
2 Over 5, to 10 kms
3 Over 10, to 25 kms
4 Over 25 kms

8. How do you usually get to the library?

- 1 Private car / motorbike
2 Walk
3 Bicycle
4 Public transport (including Community Bus)

9. *On average*, how many times do you visit the library?

- 1 Daily
2 A few times per week
3 Once per month
4 A few times per month
5 A few times per year
6 Once per year

10. *On average*, how long do you spend at the library each visit?

- 1 Less than 30 minutes
2 About 30-60 minutes
3 About 60-90 minutes
4 Over 90 minutes

11. At which time do you *most often* use the library?

- 1 Between 9am and noon
2 Between noon and 3pm
3 Between 3pm and 6pm

12. What day of the week do you *usually* visit the Library?

- 1 Weekdays
2 Saturday
3 Sunday

13. What is your employment status?

- 1 Unemployed
2 Employed part time
3 Employed full time
4 Student
5 Retired
6 Full time parent
7 Home duties without children

14. My age group is:

- 1 15-19 years
2 20-29 years
3 30-39 years
4 40-49 years
5 50-59 years
6 60-69 years
7 70 years and over
8 Prefer not to answer

15. I am:

- 1 Male
2 Female
3 Other
4 Prefer not to answer

16. Do you have a chronic illness/permanent disability?

- 1 No
2 Yes
3 Prefer not to answer

17. I was born in:

- 1 Australia
2 Overseas English speaking country
3 Non-English speaking country

18. Do you identify as being Aboriginal and/or Torres Strait Islander origin?

- 1 No
2 Yes

19. My postcode is:

YOUR THOUGHTS ON SERVICE QUALITY AT THIS LIBRARY...

20. Please evaluate each item in terms of:

Expectations - What you expect

Performance - How well we are doing

The library should...	Expectations						Performance						
	Disagree	Neither Agree nor Disagree	Slightly Agree	Agree	Strongly Agree	Very Strongly Agree	Disagree	Neither Agree nor Disagree	Slightly Agree	Agree	Strongly Agree	Very Strongly Agree	Don't Know
1 always be clean	1	2	3	4	5	6	1	2	3	4	5	6	*
2 be well maintained	1	2	3	4	5	6	1	2	3	4	5	6	*
3 always have clean amenities	1	2	3	4	5	6	1	2	3	4	5	6	*
4 provide enough space (nooks) for research, study & reading	1	2	3	4	5	6	1	2	3	4	5	6	*
5 provide a suitable number of computers	1	2	3	4	5	6	1	2	3	4	5	6	*
6 provide a broad selection of books and resources	1	2	3	4	5	6	1	2	3	4	5	6	*
7 provide fast and reliable WiFi	1	2	3	4	5	6	1	2	3	4	5	6	*
8 provide enough digital content (i.e. eBooks, music, family history)	1	2	3	4	5	6	1	2	3	4	5	6	*
9 be well organised & well run (i.e. be well staffed, open on time)	1	2	3	4	5	6	1	2	3	4	5	6	*
10 have up-to-date information (i.e. activities, results, events)	1	2	3	4	5	6	1	2	3	4	5	6	*
11 have programs / activities that are relevant to your needs	1	2	3	4	5	6	1	2	3	4	5	6	*
12 have good lighting	1	2	3	4	5	6	1	2	3	4	5	6	*
13 be well orientated and easy to navigate around	1	2	3	4	5	6	1	2	3	4	5	6	*
14 ensure behaviour of others does not detract from your	1	2	3	4	5	6	1	2	3	4	5	6	*
15 provide suitable technology devices (ie. printers, charging portals)	1	2	3	4	5	6	1	2	3	4	5	6	*
16 have clear and useful signage	1	2	3	4	5	6	1	2	3	4	5	6	*
17 provide assistance with computer tasks (e.g. online applications)	1	2	3	4	5	6	1	2	3	4	5	6	*
18 have suitable parking (i.e. number of spaces, drop off zones)	1	2	3	4	5	6	1	2	3	4	5	6	*
19 provide food and drink facilities	1	2	3	4	5	6	1	2	3	4	5	6	*
20 provide quality children's services & facilities	1	2	3	4	5	6	1	2	3	4	5	6	*
The library's staff should...													
21 be friendly	1	2	3	4	5	6	1	2	3	4	5	6	*
22 be eager to help	1	2	3	4	5	6	1	2	3	4	5	6	*
23 be well presented (e.g. neat dress, well groomed)	1	2	3	4	5	6	1	2	3	4	5	6	*
24 be identifiable (e.g. wears a nametag)	1	2	3	4	5	6	1	2	3	4	5	6	*
25 be competent with the <u>physical</u> collection	1	2	3	4	5	6	1	2	3	4	5	6	*
26 be competent with the <u>digital</u> collection	1	2	3	4	5	6	1	2	3	4	5	6	*

YOUR THOUGHTS ON BENEFITS AT THIS LIBRARY ...

21. Please evaluate each item in regard to:

Importance - How important they are to you

Achievement - Were they achieved at this Library

	Importance					Achievement				
	Not at all	Low	Neutral	High	Very High	Not at all	Low	Neutral	High	Very High
1 improved education	1	2	3	4	5	1	2	3	4	5
2 enjoyment	1	2	3	4	5	1	2	3	4	5
3 relaxation	1	2	3	4	5	1	2	3	4	5
4 socialising with family &/or friends	1	2	3	4	5	1	2	3	4	5
5 improved well-being	1	2	3	4	5	1	2	3	4	5
6 improved feeling of connection with my community	1	2	3	4	5	1	2	3	4	5
7 improved confidence in myself and my abilities with technology	1	2	3	4	5	1	2	3	4	5
8 helps financially	1	2	3	4	5	1	2	3	4	5

ABOUT THE LIBRARY...

22. Please tell us how likely you would be to recommend this library to others
- | | | | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Very unlikely | Unlikely | Maybe not | Neutral | Maybe | Likely | Very likely |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
23. Overall, how satisfied are you as a customer of this library?
- | | | | | | | |
|--------------------------|--------------------------|------------------------------|--------------------------|---------------------------|--------------------------|--------------------------|
| Very dissatisfied | Dissatisfied | Somewhat dissatisfied | Neutral | Somewhat satisfied | Satisfied | Very satisfied |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

24. What are the best aspects of the Library? _____

23. What could the Library improve? _____

24. Do you have any other comments? _____

Thank you for your time and consideration given to this questionnaire

In accordance with University ethics requirements, your response will be managed in a confidential manner, with only the combined responses of all participants in this survey being reported back to management. However, the researcher cannot always guarantee the confidentiality of material sent via email/ internet.

Aggregated outcomes of research efforts may be reported in professional forums, and will be available to respondents of this survey on request. Summaries of the findings will be provided to management to promote to respondents of the survey. This data will provide information to help management understand customer's benefits of using services at this facility. In addition, some questions will be used primarily to advance research.

The questionnaire data will be stored according to UniSA's confidentiality and ethics protocols at the UniSA Business School; accessible only to members of the research team for 5 years.

If you have any ethical concerns about the project or questions about your rights as a participant, please contact UniSA Human Research Ethics Committee, Executive Officer (phone +61 8 8302 3118; email vicki.allen@unisa.edu.au).