



LIBRARY

Visitor Survey: Report of Results

June 20, 2018

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Background and objectives

As part of the Library’s assessment activities, the decision was made to learn more about users of the library’s spaces (Webster Library, Vanier Library, and the Grey Nuns Readings Room and group study rooms). As in most Canadian universities, those entering Concordia libraries are not required to provide identification and as a result no information is regularly gathered about users. A one-day survey of all users entering the library’s spaces was therefore planned in order to provide a snapshot of a “typical” day. The results are intended to be used to inform decisions about library services and communicate to the university community about the library’s impact. The one-day survey was designed to meet three objectives:

1. To determine the proportion of Concordia Library visitors from various user groups, and their reasons for coming into the Library.
2. To inform the library about its users throughout a “typical” day in each of the three locations in order to inform future services and communications.
3. To provide baseline data against which future data may be compared.

A paper and pencil survey was run for one day, on January 31st for a 24-hour period, in order to capture information about Concordia Library users. During that time, the Library asked everyone entering one of the Library’s three spaces (Webster Library, Vanier Library, and Grey Nuns Reading and Group Study Rooms) to tell us: their status, their faculty, if applicable, and their reasons for coming to the library that day. This short survey provided us with a snapshot of Concordia Library users and their use of spaces, collections and resources.

Methodology

1. Questionnaire

A short paper and pencil questionnaire (Appendix A) was designed with three multiple choice questions in order to capture information about each library users’ status (i.e., student, faculty member, member of the general public), faculty affiliation, and reason for visiting the library. An additional question was

added to the survey administered at the Grey Nuns regarding the visitor’s residence. The questionnaire was designed to be very brief and anonymous, allowing users to answers in less than a minute upon entering the library.

For the faculty affiliation, the Faculty of Arts and Sciences (FAS) was subdivided into *Faculty of Arts & Science – Humanities and Social Sciences* and *Faculty of Arts & Science – Sciences* and respondents selected from these without further directions.

2. Promotion

Posters advertising the survey were displayed during the survey period at the entrances to the library. Library screens and information kiosks also displayed information about the survey during the same period, and a brief news item appeared on the library website. A copy of the promotional image from the library screens is available in Appendix B.

3. Data collection

Library staff distributed the questionnaire throughout the day from 9:00 a.m. to 9:00 p.m. at the entrance to each library, and completed questionnaires were sorted by hour and location for analysis. Between 9:00 p.m. and 9:00 a.m. the following day, questionnaires were left with the security guards at Webster and Vanier Libraries. The after-hours questionnaires were analyzed and are reported together.

4. Data analysis

Responses from all completed surveys were entered into an Access database for analysis. Data were exported to Tableau to allow for more nuanced analysis and visualization. Results are available on the [Library website](#) and can be visualized interactively.

Results and analysis

1. Snapshot of January 31, 2018

Concordia Library experienced over 10,000 entrances over the course of the 24-hour period. This included repeat visitors as well as 136 members of the library personnel. Some background information on library usage is provided here for context.

Table 1a: Library usage measures for January 31, 2018

Location	Webster	Vanier	Grey Nuns	Total
Attendance (number of library visits)	8,559	1,743	403	10,705
Group study room bookings *	138	52	62	252
Questions answered	225	34	17	276
Computer desktop logins	403	160	-	563

*Group study rooms and presentation practice rooms (15 + 4 at Webster Library, 9 at Vanier Library, and 14 at Grey Nuns) can be booked for durations of 30 minutes to 3 hours at a time.

Table 1b: Library loans for January 31, 2018*

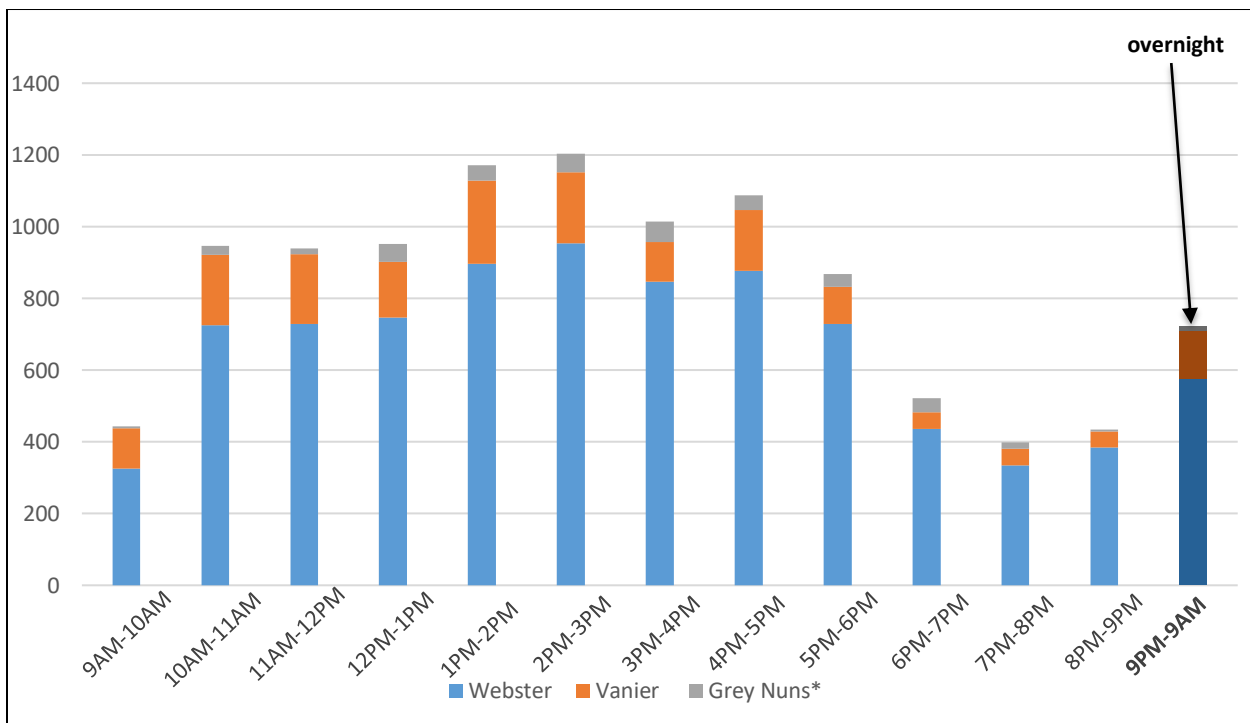
Location	Webster	Vanier	Total
Loans of physical items (regular)	330	60	390
Loans of reserve items	332	112	443
Laptop loans	154	49	203
Tablet loans	28	9	37
Tech sandbox loans	8	N/A	8

*These figures are estimates based on data for the month of January

On January 31, two workshops were held in the library, with 40 participants overall.

Over the course of the day, there were 68 users in the Technology Sandbox.

Figure 1: Library attendance by location



*Grey Nuns opening hours are 9:00 a.m. to 9:00 p.m.

2. Number of survey respondents

A total of 4,323 surveys were completed for an overall response rate of 52%. Note that because we did not ask visitors to complete additional surveys upon re-entry, the response rate of unique visitors is higher.

Table 2a: Response rate by location (24 hour period)

Location	Total visits	Surveys completed	Response rate
Webster	8,559	4,323	51%
Vanier	1,743	1,065	61%
Grey Nuns	403	154	38%
Total	10,705	5,542	52%

Table 2b: Response rate by hour

Time	Total visits	Surveys completed	Response rate
9:00 a.m. – 10:00 a.m.	443	369	83%
10:00 a.m. – 11:00 a.m.	947	739	78%
11:00 a.m. – 12:00 p.m.	940	747	79%
12:00 p.m. – 1:00 p.m.	952	463	49%
1:00 p.m. – 2:00 p.m.	1171	558	48%
2:00 p.m. – 3:00 p.m.	1204	522	43%
3:00 p.m. – 4:00 p.m.	1014	443	44%
4:00 p.m. – 5:00 p.m.	1088	466	43%
5:00 p.m. – 6:00 p.m.	868	499	57%
6:00 p.m. – 7:00 p.m.	522	219	42%
7:00 p.m. – 8:00 p.m.	398	152	38%
8:00 p.m. – 9:00 p.m.	435	145	33%
9:00 p.m. – 9:00 a.m. (overnight)	723	220	30%

The response rate declined over the course of the day, likely due in part to the increase in traffic as well as repeat visitors.

3. User status and faculty

Almost 92% of survey respondents were students from Concordia University, 78.51% undergraduate and 13.38% graduate students. Over 4% of respondents were users from other universities. Alumni represented 1.42% of the respondents, professors 0.52%, and other Concordia employees 0.47%. Less than 1% were members of the general public.

Table 3a: User status

Status	Number of respondents	Percentage	Enrollment (headcount) 2016/17
Undergraduate student	4,212	78.51%	39,181
Graduate student	718	13.38%	8,568
Professor or instructor	28	0.52%	n/a
Employee	25	0.47%	n/a
Alumni	76	1.42%	n/a
Study/Work at another school/university	226	4.21%	n/a
Member of the general public	47	0.88%	n/a
Prefer not to say	33	0.62%	n/a
Total	5,365	100.00%	47,749

At Grey Nuns, the survey included an additional question about visitors' residence. All users of the Grey Nuns Reading Room and Group Study Rooms must be current Concordia students or employees. Less than one third of users replied that they were residents of Grey Nuns.

Table 3b: Grey Nuns users living in residence

Grey Nuns respondents	Number of respondents	Percentage
Live in Grey Nuns	48	31%
Don't live in Grey Nuns	104	67%
Did not answer	3	2%
Total	155	100%

The majority of students respondents were affiliated to the Faculty of Arts & Sciences. The proportion of students using the library by faculty varied for undergraduate and graduate students.

Table 3c: Undergraduate students' faculty affiliation

Faculty	Number of respondents	Percentage of respondents	Enrolment (headcount)	Enrollment (%)
Arts and Science - Social Sciences and Humanities	1,400	33.24%	12,013	30.7%
John Molson School of Business	852	20.23%	7,962	20.3%
Arts and Science - Sciences	832	19.75%	4,315	11.0%
Engineering and Computer Science	817	19.40%	5,079	13.0%
Fine Arts	219	5.20%	3,222	8.2%
Non-degree or independent student	61	1.45%	3,894	9.9%
Continuing Education	14	0.33%	2,696	6.9%
Not Applicable - I'm not from Concordia	10	0.24%		

Another department or service	6	0.14%		
Other	1	0.02%		
Total	4,212	100.00%	39,181	100.0%

Table 3d: Graduate students' faculty affiliation

Faculty (grads)	Number of respondents	Percentage of respondents	Enrolment (headcount)	Enrollment (%)
Engineering and Computer Science	428	59.69%	3,713	43.3%
Arts and Science - Social Sciences and Humanities	143	19.94%	1,615	18.8%
John Molson School of Business	56	7.81%	1,507	17.6%
Arts and Science - Sciences	43	6.00%	634	7.4%
Fine Arts	35	4.88%	594	6.9%
Another department or service	4	0.56%		
Not Applicable - I'm not from Concordia	4	0.56%		
Continuing Education	2	0.28%	0	0.0%
Non-degree or independent student	2	0.28%	505	5.9%
Other	0	0.00%		
Total	717	100.00%	8,568	100.0%

4. Reasons for visiting the library

Table 4a: Reasons for visiting the library

Respondents were allowed to select more than one reason for the visit. Almost half responded they came to the library to study or get work done by themselves.

Reason	Number of respondents	Percentage of respondents
To study or get work done by myself	4120	47.47%
To study or work in a group	1146	13.20%
To use library resources	1094	12.60%
To print or photocopy	928	10.69%
To use technology in the Sandbox or a library computer, laptop, tablet or book scanner	633	7.29%
To relax	440	5.07%
To get assistance from someone who works in the library	136	1.57%
Other	111	1.28%
To attend a workshop or event*	72	0.83%

*Events could include meetings held in one of the library's spaces.

Approximately two-thirds of respondents reported visiting the library for a single reason. The rest reported two or more planned uses of the library.

Table 4b: Reason for visiting the library by user status

Reason	Undergraduate students (%)	Graduate students (%)	Study/work at another school/university (%)
To study or get work done by myself	79.19%	71.65%	62.19%
To study or work in a group	21.41%	24.58%	16.61%
To get assistance from someone who works in the library	2.24%	3.63%	0.71%
To use library resources (e.g., books, ejournals, databases, course reserves, media)	20.02%	25.84%	6.01%
To use technology in the Sandbox or in a library computer, laptop, tablet or book scanner	12.49%	10.47%	3.18%
To print or photocopy	18.45%	17.74%	2.47%
To attend a workshop or event	0.91%	3.91%	0.35%
To relax	8.68%	4.47%	6.71%
Other	1.72%	1.82%	1.77%
Total	100.00%	100.00%	100.00%

Reason	Undergraduate students	Graduate students	Study/work at another school/university
To study or get work done by myself	3,322	513	176
To study or work in a group	898	176	47
To get assistance from someone who works in the library	94	26	2
To use library resources (e.g., books, ejournals, databases, course reserves, media)	840	185	17
To use technology in the Sandbox or in a library computer, laptop, tablet or book scanner	524	75	9
To print or photocopy	774	127	7
To attend a workshop or event	38	28	1
To relax	364	32	19
Other	72	13	5

Total	4,212	718	226
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Table 4c: Reason for visiting the library by faculty affiliation

Reason	FAS – Social Sciences & Humanities	FAS – Sciences	ENCS	FOFA	JMSB
To study or get work done by myself	75%	78%	80%	68%	83%
To study or work in a group	17%	23%	29%	9%	23%
To get assistance from someone who works in the library	3%	2%	2%	3%	2%
To use library resources (e.g., books, ejournals, databases, course reserves, media)	25%	21%	19%	33%	14%
To use technology in the Sandbox or in a library computer, laptop, tablet or book scanner	14%	13%	11%	15%	9%
To print or photocopy	22%	23%	15%	25%	10%
To attend a workshop or event	1%	0%	2%	2%	1%
To relax	9%	7%	8%	10%	7%
Other	3%	1%	2%	4%	1%
Total	100%	100%	100%	100%	100%

Reasons	FAS – Social Sciences & Humanities	FAS – Sciences	ENCS	FOFA	JMSB
To study or get work done by myself	1,159	683	991	171	752
To study or work in a group	268	199	358	24	205
To get assistance from someone who works in the library	49	17	27	8	17
To use library resources (e.g., books, ejournals, databases, course reserves, media)	380	179	239	84	129
To use technology in the Sandbox or in a library computer, laptop, tablet or book scanner	210	110	142	39	80
To print or photocopy	338	204	192	62	91
To attend a workshop or event	21	4	27	4	9

To relax	143	60	97	26	64
Other	39	9	20	9	5
Total	1,538	871	1,240	253	905

Appendix A: Survey questionnaire



LIBRARY VISITOR SURVEY

Why did you come to the library today?

(select as many as apply)

- To study or get work done by myself
- To study or work in a group
- To get assistance from someone who works in the library
- To use library resources (e.g., books, ejournals, databases, course reserves, media)
- To use technology in the Sandbox or a library computer, laptop, tablet or book scanner
- To print or photocopy
- To attend a workshop or event
- To relax
- Other: _____

What is your affiliation to Concordia?

(select only one)

- Undergraduate student
- Graduate student / Postdoc
- Professor or instructor
- Employee
- Alumni
- I study or work at another school or university
- I'm a member of the general public
- Prefer not to say

Which Concordia faculty do you belong to?

(select only one)

- Faculty of Arts and Science – Social sciences & Humanities
- Faculty of Arts and Science – Sciences
- Faculty of Engineering and Computer Science
- Faculty of Fine Arts
- John Molson School of Business
- Continuing Education
- I'm a non-degree or independent student
- I'm from another department or service
- Not applicable – I'm not from Concordia
- Other: _____

If you have any questions regarding this survey,
contact lib-admin@concordia.ca

Appendix B: Promotion

We want to hear from you!

Library Visitor Survey

When: January 31 – February 1, 2018

Where: Concordia Library's spaces

What: Paper & pencil survey

Why: To learn more about Library use

- Webster Library
- Vanier Library
- Grey Nuns Reading Room

