2012 LibQUAL+® Survey Highlights
Sessions I & II: January - December
www.libqual.org

LibQUAL+® is a survey that measures user perceptions and expectations of library service quality in three dimensions: Affect of Service, Information Control, and Library as Place. Participating institutions included college and university libraries, health sciences libraries, community college libraries, and law libraries. Users were asked for their judgments on three scales for each survey question: the desired level of service they would like to receive, the minimum they are willing to accept, and the actual level of service they perceive to have been provided. The desired and minimum scores establish the upper and lower boundaries of a zone of tolerance within which the perceived scores should float if respondents view service as adequate (see "Key to Bar Charts"). This framework allows the use of gap analysis to interpret results. If scores are within the zone of tolerance, the service adequacy gap is positive because users’ perceptions are higher than their minimum expectations, although lower than their desired expectations. Positive service adequacy gaps are shown in blue on the radar charts below (see "Key to Radar Charts"). Conversely, a negative service adequacy gap occurs when perceptions fall below minimum expectations; this is represented on the radar charts in red. A positive superiority gap occurs when perceptions exceed desires; this is represented on the radar charts in green.