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.

<table>
<thead>
<tr>
<th>Dimension Mean Values</th>
<th>Desired</th>
<th>Perceived</th>
<th>Minimum</th>
</tr>
</thead>
<tbody>
<tr>
<td>AS</td>
<td>7.77</td>
<td>7.38</td>
<td>6.54</td>
</tr>
<tr>
<td>IC</td>
<td>7.82</td>
<td>7.12</td>
<td>6.49</td>
</tr>
<tr>
<td>LP</td>
<td>7.73</td>
<td>7.02</td>
<td>6.29</td>
</tr>
<tr>
<td>Overall</td>
<td>7.79</td>
<td>7.20</td>
<td>6.47</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Dimension Mean Values</th>
<th>Desired</th>
<th>Perceived</th>
<th>Minimum</th>
</tr>
</thead>
<tbody>
<tr>
<td>AS</td>
<td>8.13</td>
<td>8.09</td>
<td>7.31</td>
</tr>
<tr>
<td>IC</td>
<td>8.15</td>
<td>7.87</td>
<td>7.24</td>
</tr>
<tr>
<td>LP</td>
<td>7.47</td>
<td>7.66</td>
<td>6.50</td>
</tr>
<tr>
<td>Overall</td>
<td>8.00</td>
<td>7.91</td>
<td>7.11</td>
</tr>
</tbody>
</table>

### Key to Radar Charts
- Affect of Service (AS)
- Information Control (IC)
- Library as Place (LP)

### Key to Bar Charts
- Zone of Tolerance
- Adversity Gap (Negative)
- Superiority Gap (Positive)

### Key to Dimensions
- Affect of Service (AS)
- Information Control (IC)
- Library as Place (LP)

### 2014 LibQUAL+® Survey Highlights
Sessions I & II: January - December

www.libqual.org
Survey Activity by Day

Responses

Survey Date

College and University User Groups (American English)

Undergraduates (n = 29,190)

Graduates (n = 8,583)

Faculty (n = 4,834)

Staff (n = 2,108)

22 Core Questions Summary

Dimensions Summary

LibQUAL+® Tutorial

To learn more about the three dimensions and view an animated guide to reading LibQUAL+® charts, view the LibQUAL+® Interactive Tutorial at:

www.libqual.org/Information/Tools

Register for LibQUAL+®

To register for the 2015 LibQUAL+® survey, go to:

www.libqual.org

Association of Research Libraries

21 Dupont Circle, Suite 800
Washington, DC 20036
www.libqual.org
Phone 202-296-2296
Fax 202-872-0884
Copyright ©2015 Association of Research Libraries