

State of the Service, 3rd Quarter 2008

3rd quarter 2008: 5,994 questions
 3rd quarter 2007: questions 6,445 ↓7%

Patron profile and feedback

Data provided is based on information supplied by patrons via the AskNow entry and exit survey forms.

-  91.6% of patrons Australian
-  4.3% of patrons New Zealand

Patrons are sent a feedback form at the end of each chat session. The average response rate is 10%, for this quarter we received 11%.

The good ...

“Since there is no such kind of services in Japan, I was moved by the chatting system with the librarian. Thank you very much.”

“Very cool. I love the efficiency and personal touch. This is service with a capital 'T' for terrific. Thanks”

... with the bad

“The chat function is good - but seems the speed is not fast enough (compare to MSN messenger) hence a lot of waiting and lagging.”

“Wikipedia for a scholarly question ?????”

Suggestions

“It would be great to hear an alert tone when the Librarian message comes through to my computer - a little like MSN messenger chat.”

“i have one suggestion to help make your service be best for me and my mates that maybe you could go till 9:00pm and maybe work on weekends please?”

| Location | % of patrons |
|-----------------------|--------------|
| ACT | 4.2 |
| International/invalid | 5.1 |
| New South Wales | 40 |
| Northern Territory | 0.6 |
| Queensland | 9.8 |
| South Australia | 13.1 |
| Tasmania | 4.7 |
| Victoria | 17.2 |
| Western Australia | 6.1 |

Sample size n = 5994

Source: AskNow July-September transcripts

| Research level | % of patrons |
|------------------|--------------|
| General interest | 17.2 |
| Primary school | 12.9 |
| Lower secondary | 15 |
| Upper secondary | 21.7 |
| Research | 25.5 |
| Tertiary | 6.8 |
| None indicated | 0.2 |

Sample size n = 5994

Source: AskNow July-September transcripts

| Age | % of patrons |
|-------------|--------------|
| Under 15 | 17.1 |
| 15 - 24 | 25.8 |
| 25 - 34 | 14.1 |
| 35 - 44 | 11.8 |
| 45 - 54 | 14.5 |
| 55 - 64 | 10.2 |
| 65 and over | 6.1 |

Sample size n = 634

Source: AskNow July-September 2008 exit survey data

| Service rating | % of patrons |
|----------------|--------------|
| Poor | 1.8 |
| Fair | 4.7 |
| Good | 9.1 |
| Very good | 20.5 |
| Excellent | 63 |
| Don't know | .63 |

Sample size n = 634

Source: AskNow July-September 2008 exit survey data

