Ask a Librarian

Statistics Report

Year in Review: September 2014 – August 2015
Ask a Librarian’s fourth year of service

24,028 chats
(Sept 2014 – Aug 2015)

11% increase compared to previous year

TOTAL CHATS BY YEAR

Answered by...

14 libraries
288 operators
29 virtual reference mentees

2011-2012: 13548
2012-2013: 21314
2013-2014: 21728
2014-2015: 24028
## Patterns of Use

**Sept 2014 – Aug 2015**

### Busiest Day:
November 18, 2014
202 chats

### Busiest Months:

- **Fall:** November
  3631 chats
- **Winter:** March
  3195 chats
- **Summer:** June
  1046 chats

<table>
<thead>
<tr>
<th></th>
<th>10:00</th>
<th>11:00</th>
<th>12:00</th>
<th>13:00</th>
<th>14:00</th>
<th>15:00</th>
<th>16:00</th>
<th>17:00</th>
<th>18:00</th>
<th>19:00</th>
<th>20:00</th>
<th>21:00</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>13</td>
<td>13</td>
<td>12</td>
<td>13</td>
<td>12</td>
<td>10</td>
<td>9</td>
<td>10</td>
<td>10</td>
<td>9</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tuesday</td>
<td>11</td>
<td>12</td>
<td>13</td>
<td>13</td>
<td>12</td>
<td>12</td>
<td>10</td>
<td>9</td>
<td>8</td>
<td>9</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>Wednesday</td>
<td>12</td>
<td>10</td>
<td>11</td>
<td>12</td>
<td>12</td>
<td>12</td>
<td>9</td>
<td>9</td>
<td>9</td>
<td>9</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>Thursday</td>
<td>11</td>
<td>12</td>
<td>11</td>
<td>11</td>
<td>11</td>
<td>11</td>
<td>10</td>
<td>8</td>
<td>8</td>
<td>7</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>Friday</td>
<td>11</td>
<td>12</td>
<td>11</td>
<td>11</td>
<td>11</td>
<td>11</td>
<td>10</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Saturday</td>
<td>10</td>
<td>9</td>
<td>9</td>
<td>9</td>
<td>9</td>
<td>9</td>
<td>6</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sunday</td>
<td>9</td>
<td>9</td>
<td>10</td>
<td>9</td>
<td>10</td>
<td>7</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Average chats per hour, fall & winter semesters (Sept 2014 – April 17, 2015)**

<table>
<thead>
<tr>
<th></th>
<th>10:00</th>
<th>11:00</th>
<th>12:00</th>
<th>13:00</th>
<th>14:00</th>
<th>15:00</th>
<th>16:00</th>
<th>17:00</th>
<th>18:00</th>
<th>19:00</th>
<th>20:00</th>
<th>21:00</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>9</td>
<td>8</td>
<td>8</td>
<td>7</td>
<td>9</td>
<td>8</td>
<td>6</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tuesday</td>
<td>6</td>
<td>8</td>
<td>8</td>
<td>7</td>
<td>7</td>
<td>6</td>
<td>7</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wednesday</td>
<td>8</td>
<td>7</td>
<td>5</td>
<td>5</td>
<td>6</td>
<td>6</td>
<td>5</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thursday</td>
<td>8</td>
<td>7</td>
<td>6</td>
<td>6</td>
<td>7</td>
<td>6</td>
<td>4</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Friday</td>
<td>6</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Saturday</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sunday</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Average chats per hour, summer semester (April 20, 2015 – August 2015)**
Patterns of Use
Sept 2014 – Aug 2015

CHATS PER 1000 FULL-TIME EQUIVALENT STUDENTS

Guelph-Humber
York
Toronto
Ryerson
Western
Laurentian
Lakehead
McMaster
Ottawa
Windsor
Guelph
OCAD
UOIT
Nipissing
About Our Users
Sept 2014 – Aug 2015

ACADEMIC STATUS (n = 22857)

- Undergraduate Student: 59%
- Graduate Student: 25%
- Faculty: 11%
- Other: 5%

USER'S LOCATION (n = 2336)

- Off campus: 71%
- On campus but not in the library: 18%
- In the library: 11%
About Our Users
Sept 2014 – Aug 2015

FIRST TIME USING THE SERVICE?
(n = 2334)

- Yes: 60%
- No: 40%

HOW DID YOU FIND OUT ABOUT THIS SERVICE?
(n = 10274)

- Library website: 69%
- Librarian: 10%
- Library instruction session: 5%
- Other: 4%
- Friend: 4%
- Professor or TA: 6%
- Promotional material: 2%
Exit Survey: User Satisfaction
Sept 2011 – Aug 2015

WOULD YOU USE THIS SERVICE AGAIN? (n = 9337)

- Yes: 98%
- No: 2%

THIS CHAT SERVICE IS...
(n = 9373)

- My preferred way of getting library help: 46%
- A good way of getting library help: 47%
- A satisfactory way of getting library help: 5%
- A poor way of getting library help: 1%
- A last resort for getting library help: 1%

WOULD YOU USE THIS SERVICE AGAIN? (n = 9337)

- Yes: 98%
- No: 2%
Exit Survey: Service Quality
Sept 2011 – August 2015

THE SERVICE PROVIDED BY THE LIBRARIAN WAS…
(n = 9477)

Excellent: 72%
Good: 19%
Satisfactory: 5%
Poor: 2%
Very poor: 2%

THE LIBRARIAN PROVIDED ME WITH…
(n = 9323)

Just the right amount of assistance: 91%
Too little assistance: 8%
Too much assistance: 1%