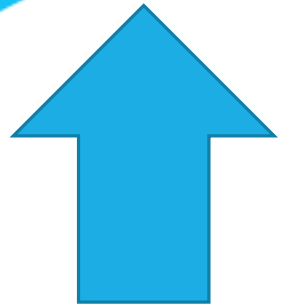


Ask a Librarian Statistics Report

Year in Review: September 2014 – August 2015

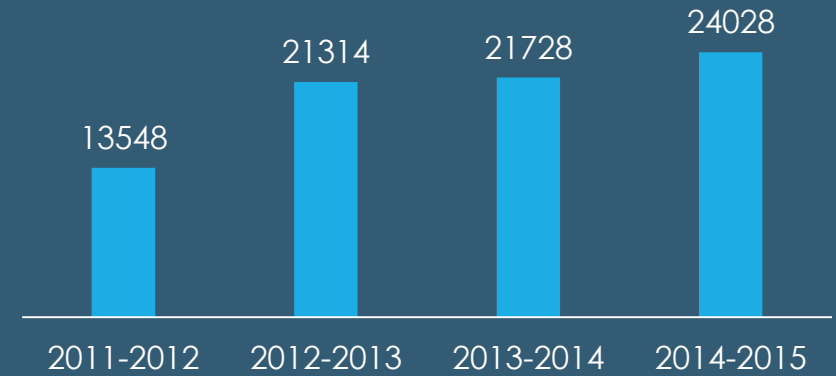
Ask a Librarian's fourth year of service



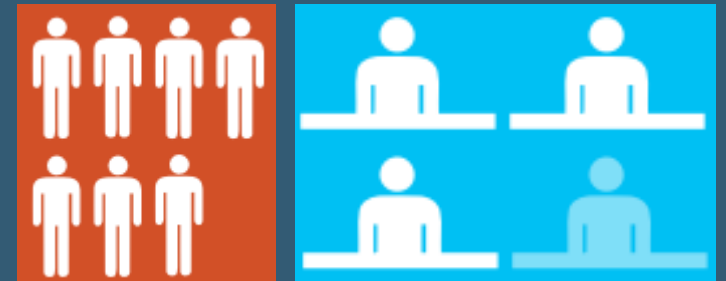
11% increase compared to previous year

24,028 chats
(Sept 2014 – Aug 2015)

TOTAL CHATS BY YEAR



Answered by...



14 libraries
288 operators
29 virtual reference mentees

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

	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	18:00	19:00	20:00	21:00
Monday	13	13	14	13	13	12	12	10	9	10	10	9
Tuesday	11	12	13	15	14	13	12	11	8	9	9	8
Wednesday	12	10	11	11	12	12	12	9	9	9	8	8
Thursday	11	12	12	11	11	11	11	10	8	8	7	6
Friday	11	12	11	11	11	11	10					
Saturday			10	9	9	9	9	6				
Sunday			9	9	10	9	10	7				

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

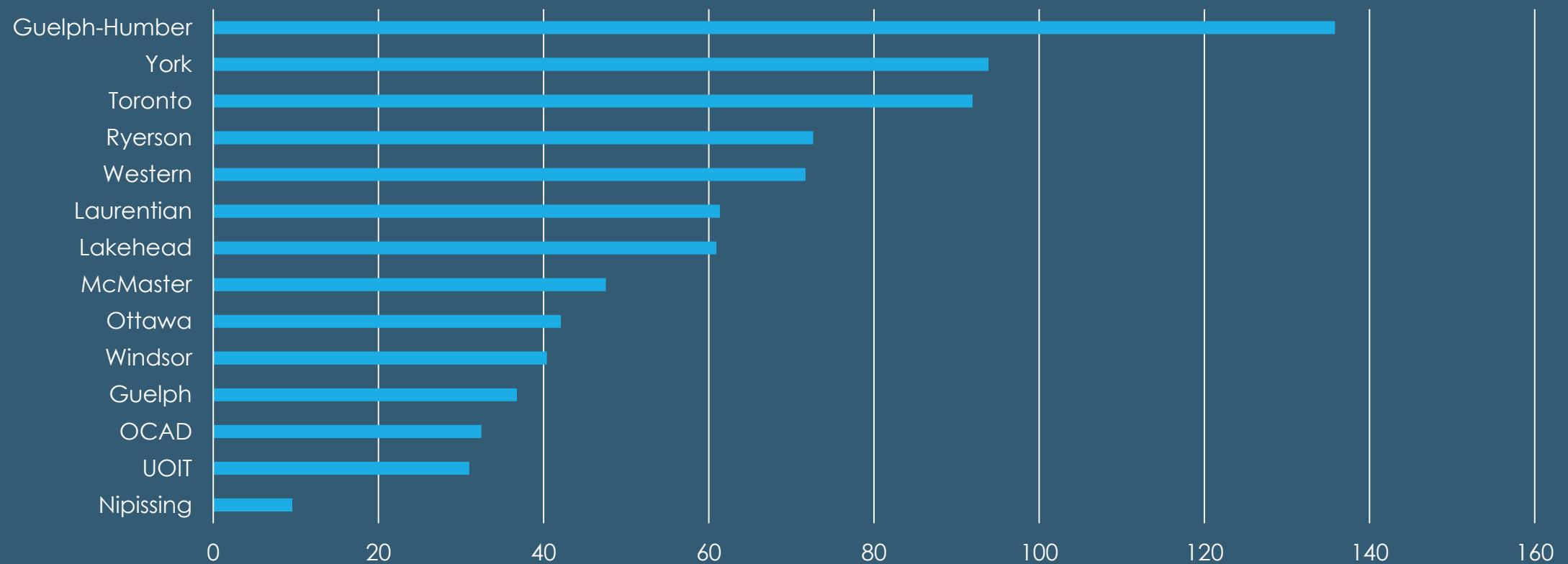
	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	18:00	19:00	20:00	21:00
Monday	9	8	8	7	9	8	6					
Tuesday	6	8	8	7	7	6	7					
Wednesday	8	7	5	5	6	6	5					
Thursday	8	7	6	6	7	6	4					
Friday	6	5	5	5	5	5	5					
Saturday												
Sunday												

Average chats per hour, summer semester (April 20, 2015 – August 2015)

Patterns of Use

Sept 2014 – Aug 2015

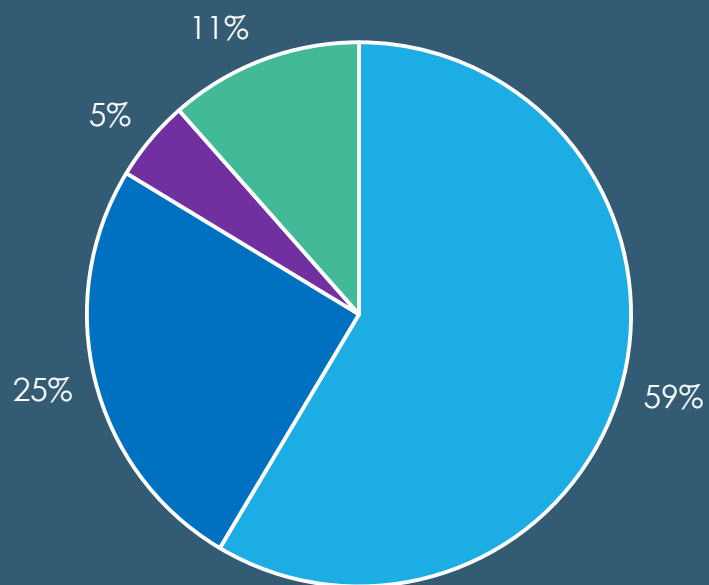
CHATS PER 1000 FULL-TIME EQUIVALENT STUDENTS



About Our Users

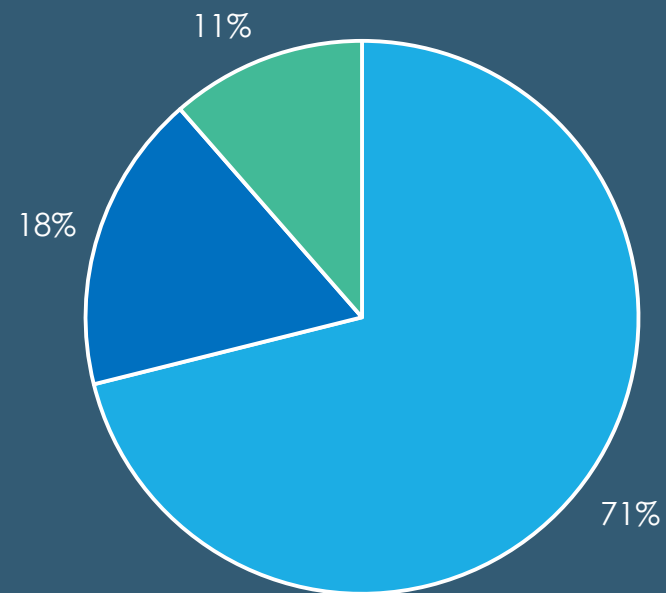
Sept 2014 – Aug 2015

ACADEMIC STATUS (n = 22857)



Undergraduate Student Graduate Student Faculty Other

USER'S LOCATION (n = 2336)

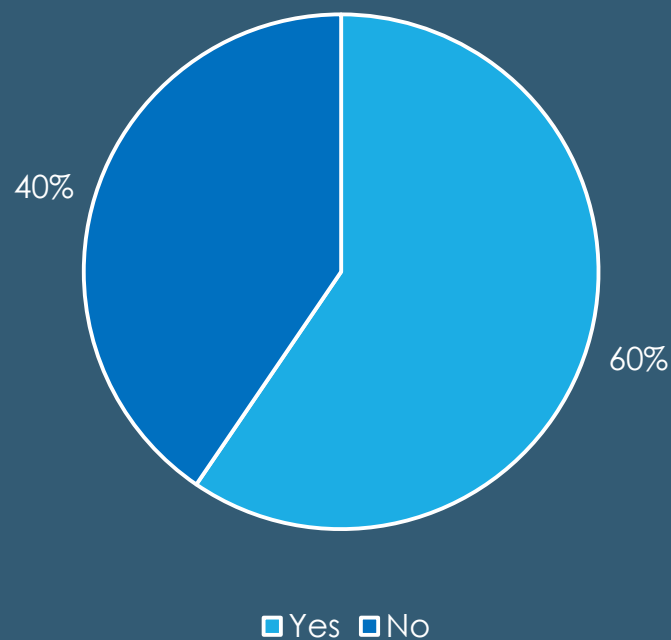


Off campus On campus but not in the library In the library

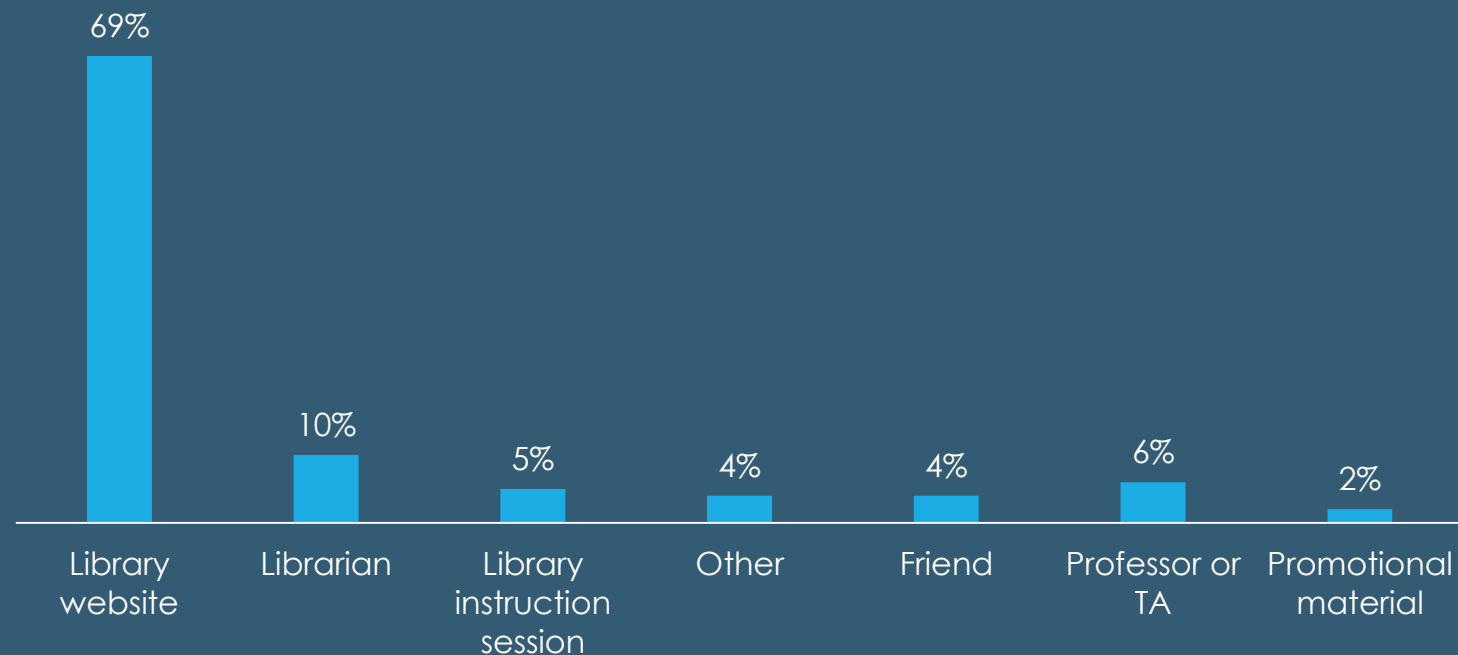
About Our Users

Sept 2014 – Aug 2015

FIRST TIME USING THE SERVICE?
(n = 2334)



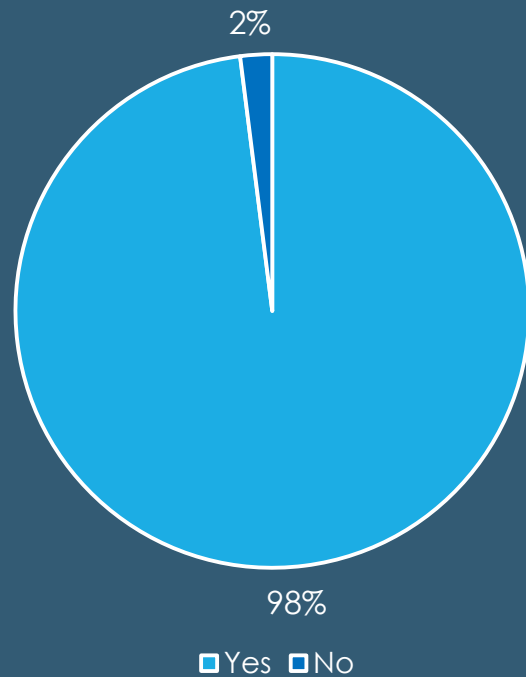
HOW DID YOU FIND OUT ABOUT THIS SERVICE?
(n = 10274)



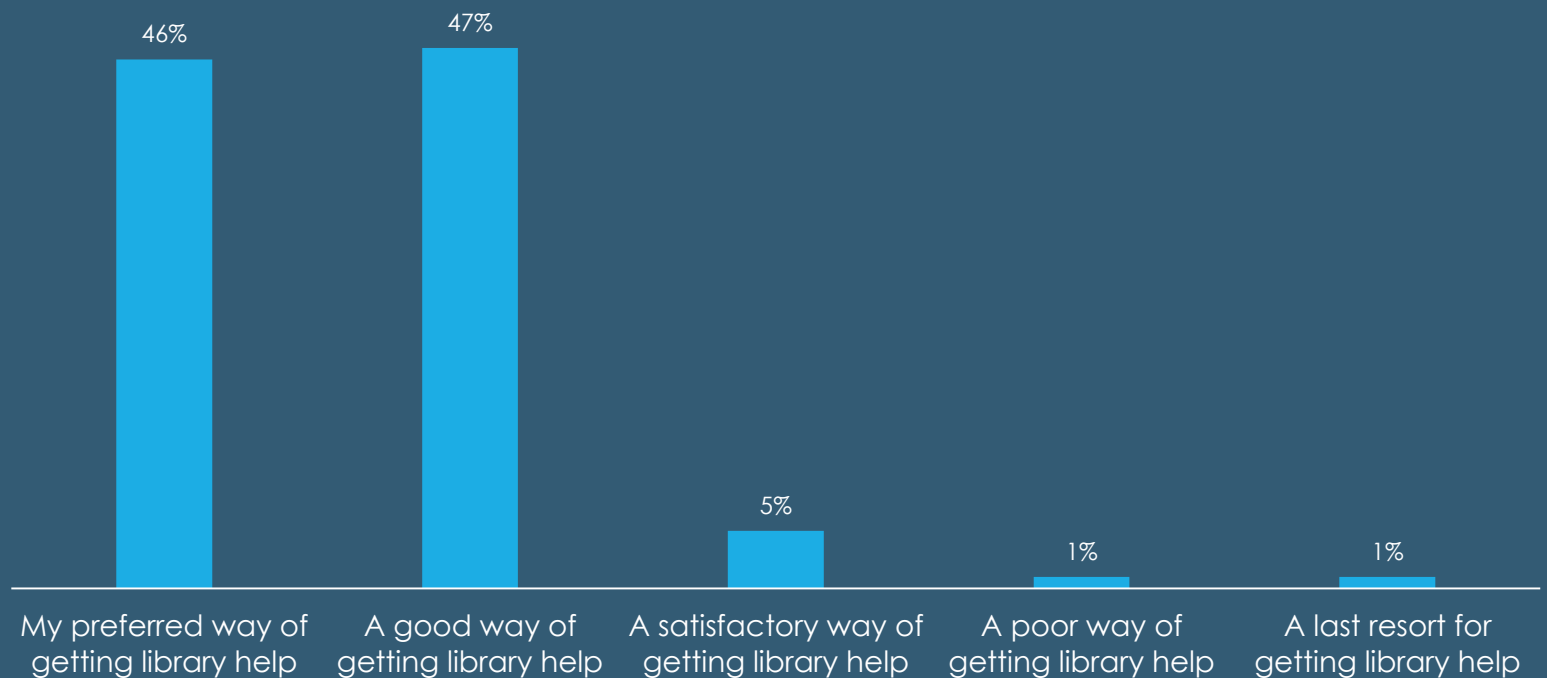
Exit Survey: User Satisfaction

Sept 2011 – Aug 2015

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



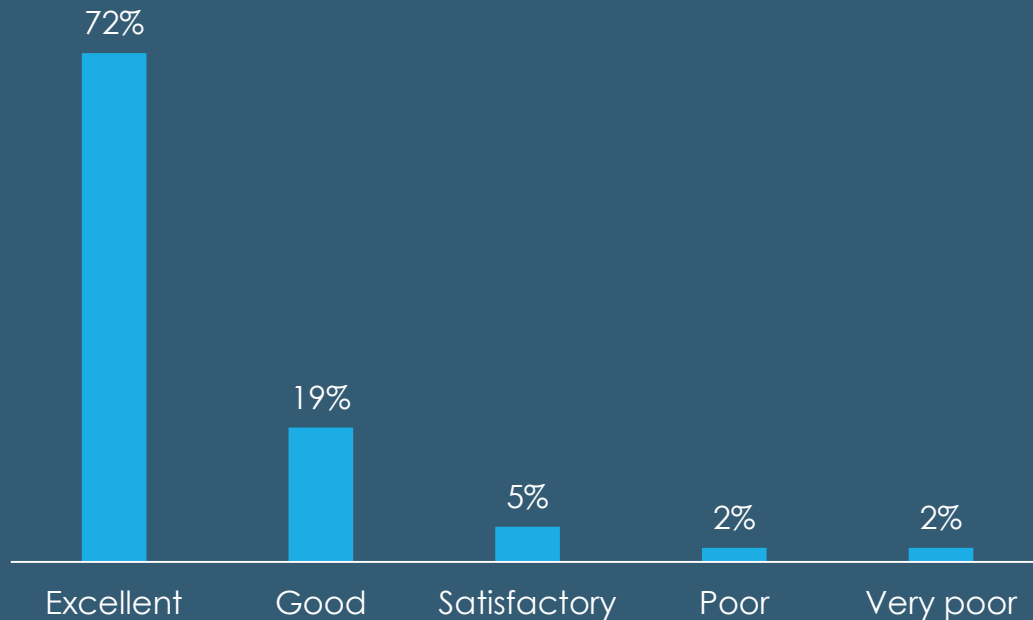
THIS CHAT SERVICE IS... (n = 9373)



Exit Survey: Service Quality

Sept 2011 – August 2015

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



THE LIBRARIAN PROVIDED ME WITH...
(n = 9323)

