We created a short web survey to get student input with these goals in mind:
- Measure how they valued library hours with respect to their academic success
- Discover which subsidized library hours were most important to them
- Gauge their support for extending the Measure 42 library subsidy

Timing: We ran the survey December 3-7, 2012, the last full week of fall quarter.

Publicity: We linked to the survey via the Library’s website and social media outlets, and placed fliers in campus bus shelters and college mailrooms.

Deployment: We tabled in front of the two campus libraries for thirty hours over five days.

Results
987 students (5.8% of the population) completed the survey. Students reported that library hours were very important to their academic success. \( \bar{x} = 4.37 \) on a five-point scale.

Many more students selected weekday evening hours than weekday morning hours. They selected Saturday hours more often than we anticipated based on gate count.

Library Hours Ranked by Preference

88.2% of students responded that they would support extending the $6.50 fee.

We learned:
1. Home environments, both on and off campus, are distracting. Students see the library as a refuge.
2. Even the students who were willing to continue the $6.50 fee for current hours thought it was the responsibility of the campus to fund these hours.
3. Students wanted hours beyond the status quo and were willing to pay for them.

When considering how well students’ regard for the value of library hours aligned with their willingness to support an extension of the $6.50 per quarter fee, class standing was a closer fit than academic discipline.

Caveats
- Our outreach and tabling were more likely to reach students who were already in the library’s virtual and physical spaces—our users
- Students may have been more sensitive than usual to their academic progress in the week before final exams

Qualitative data
We gave students an opportunity to add comments to most of the questions. We received 797.

“I have an extraordinarily busy schedule and I live in a large house. It’s hard to focus on the immense amount of work I must do anywhere other than the studious environment the library provides.”

We used SurveyMonkey’s "My Categories" function to code these comments in an attempt to organize and understand them.

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