

COUNTER Library Online Survey Results

Thanks to so many of you who completed our library survey. We received responses from libraries in over 30 countries, which was hugely helpful. Your feedback will inform our work and our priorities over the coming year. Here is a snapshot of what you told us:

COUNTER Usage Reports

COUNTER usage data is important to you, especially for reporting and decision-making.

60% of you collect COUNTER usage data using SUSHI or from a consortium portal or vendor. However, 90% of you still have to collect usage data manually from publishers' websites!

JR1 is the most essential COUNTER Usage Report, but **JR2** and **JR5** are also very useful.

You would like to be able to

- to discern from "paid for" and "free/open access" resources;
- filter out non-subscribed data;
- pull official **JR1** reports by database in addition to platform;
- have indicators for hybrid OA journals when they are over a certain percentage of OA content (50%).

You would also like definitions that are more precise regarding YOP.

Database reports: You would like clearer definitions of result clicks and record views.

Platform reports (PR1): While 20% of you find it useful, some of you find it too broad to be useful, and would like some worked examples as to what how this report can be used. You would also like a clearer definition of a 'record view' so that it can be better standardised across suppliers. There is also some demand for the reintroduction of session counts, because you result clicks seem quite meaningless in comparing databases.

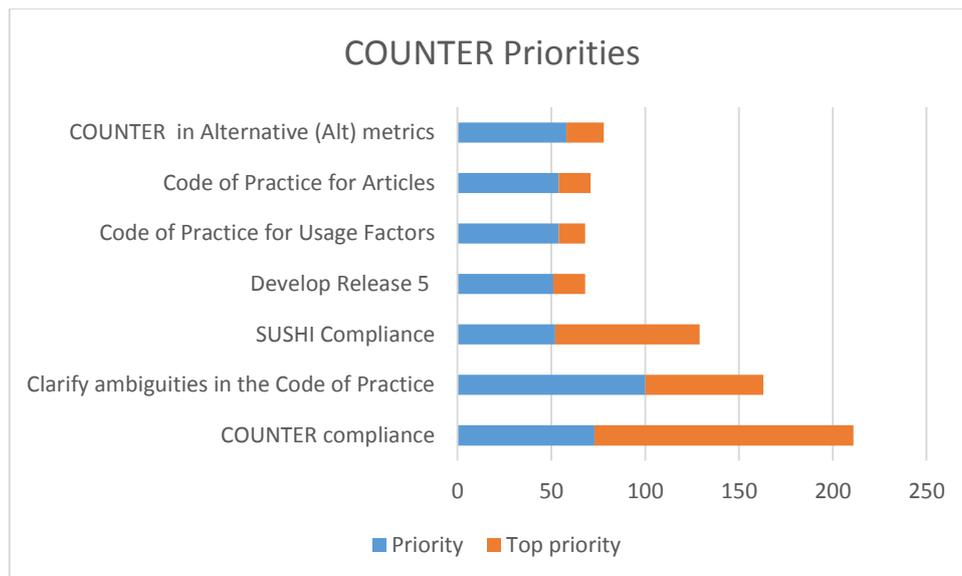
You tell us that **Book Usage Reporting** needs a lot of attention. We will release some new Book Reports later this month, which should help address this. One of you provided this comment:

"I would LOVE to see COUNTER reports for eBook use by subject category, or package, including access denials. Many providers sell their eBooks this way so it is frustrating not to have COUNTER reports reflecting this. We want to be able to see ROI for purchased subject packages, and make purchase decisions based on usage (and turn ways) by subject packages as well. Some providers will make these available upon request, but I'd feel better about it if they were reports I could download myself when needed and if they were COUNTER reports b/c I feel like I could trust them more."

COUNTER's priorities

We asked you about COUNTER's priorities for the coming year. Greater publisher/vendor compliance with the COUNTER Code of Practice, followed by publisher/vendor compliance with SUSHI are your top priorities for us.

The table below showed how you ranked our priorities and top priority:



One of you stated this very clearly:

“Put energy and resources into vendor COUNTER compliance and complete SUSHI implementation. That will be your contribution to librarianship.”

Some of the other great feedback we had from you on the issue of our priorities is as follows:

“The most important thing is to standardise between the different vendors, so that accurate cross-comparisons can be made. COUNTER is inaccurate at present.”

“COUNTER should work on relationships with reporting agencies, like ARL, on establishing best practices for collective data gathering and analysis.”

“...distinguish between "paid for" and "free/open" resources”

“Emphasizing to publishers that if they claim to be COUNTER compliant, they need to follow through!”

“What would be really useful is to have an easy-to-access list of all the COUNTER reports on the Project COUNTER homepage. Whenever I need to double-check what a report covers I can never find a list of the COUNTER reports.”

“... more needs to be done in communicating to Librarians what the COUNTER reports actually mean in practice, e.g. what is a record view? what is a click through? Etc. but in layman's terms.”

COUNTER Membership

65% of you are not members and 35% believe that COUNTER Usage Reports would continue to be available whether you are a member or not. However, we do *need* your support and we rely on membership fees to continue our work.

Usus

61% of you were unaware of Usus, the community run website, designed to help resolve COUNTER Usage Report issues and to share best practice. Please do have a look if you have not yet done so: <http://www.usus.org.uk/>

We must become multilingual

You also told us to “Use different languages, not only English!” We will work on this.

We will also work to address all of the feedback you have given us, and provide you with regular reports on our progress.

If you would like to see all the data from the survey (it is anonymous) or to discuss this further, please do contact me at lorraine.estelle@counterusage.org