RESEARCH

LIBRARYJOURNAL / School Library Journal

Academic Library ebook Survey

1. What is the zip code at your library's location? _____ **(U.S. Only)**

2. Which of the following comes closest to your job title?
☐ Library director/Ass't library director
☐ Library manager
☐ Head librarian/Department head
☐ Reference/Information Services librarian
☐ Electronic resources librarian
☐ Technical Services librarian
☐ Collection development/Materials selection librarian
☐ Acquisitions librarian
☐ Serials librarian
☐ Cataloging librarian
☐ Systems librarian
☐ Circulation librarian
☐ Library administrator
☐ Library aide
☐ Other (please specify)_____

3. Which of the following best describes your library?
☐ Community college library/2 year college library
☐ Undergraduate 4 year college/university library
☐ Graduate/professional academic library
☐ Other _____

4. Is your institution public or private?
☐ Public
☐ Private

5. What is the total number of volumes in all subject areas in your library?
☐ Under 10,000 volumes
☐ 10,000 to 24,999 volumes
☐ 25,000 to 49,999 volumes
☐ 50,000 to 99,999 volumes
☐ 100,000 to 249,999 volumes
☐ 250,000 to 499,999 volumes
☐ 500,000 to 999,999 volumes
☐ 1 to 2.9 million volumes
☐ 3 million volumes or more

6. What was your library's total acquisition budget (print & digital) for this academic year? Please answer in U.S. dollars.
☐ Under $50,000   ☐ $500,000 - $999,999
☐ $50,000 - $99,999   ☐ $1 - $2.49 million
☐ $100,000 - $249,999   ☐ $2.5 - $4.9 million
☐ $250,000 - $499,999   ☐ $5 million or more

7. How long has your library offered ebooks?
☐ Library does not have ebooks [If your library has no ebooks, skip to Q35]
☐ Less than 1 year
☐ 1 to 2 years
☐ 3 to 5 years
☐ 6 to 8 years
☐ Over 8 years

8. Has your library experienced a change in demand for ebooks since this time last year?
☐ Yes, dramatic increase in demand
☐ Yes, slight increase in demand
☐ No, demand is unchanged
☐ No, demand has decreased
☐ We receive no requests for ebooks

9. How many ebooks does your library subscribe to or own in total?
☐ Under 1,000, specify #_____
☐ 1,000 to 4,999
☐ 5,000 to 9,999
☐ 10,000 to 24,999
☐ 25,000 to 49,999
☐ 50,000 to 74,999
☐ 75,000 to 99,999
☐ 100,000 to 249,999
☐ 250,000 to 499,999
☐ 500,000 or more, specify #_____

10. Is your library part of a consortium license program for its ebook collection?
☐ Yes
☐ No, but planning to join one
☐ No
☐ Don't know

11. Does your library buy ebooks independently?
☐ Yes
☐ No

12. If yes, approximately how many ebooks has your library bought or licensed independently?
☐ Under 1,000, specify #_____   ☐ 50,000 to 74,999
☐ 1,000 to 4,999   ☐ 75,000 to 99,999
☐ 5,000 to 9,999   ☐ 100,000 to 249,999
☐ 10,000 to 24,999   ☐ 250,000 to 499,999
☐ 25,000 to 49,999   ☐ 500,000 or more, specify #_____

13. What percent of your library ebook usage would you estimate consists of downloaded ebooks versus ebooks viewed online?
% ebooks downloaded   _____%
% ebooks viewed online   _____%

14. Is your library able to track usage statistics for ebooks available through vendors or consortia?
☐ Yes
☐ Not always
☐ No
☐ N/A

15. Approximately, what was your total ebook usage/circulation for the last academic year (2010-2011)?
2010-2011 academic year usage/circulation _____

16. Compared to last year, do you expect this year's usage of ebooks will increase, stay the same or decrease?
☐ Increase, by what percentage? _____%
☐ Stay the same
☐ Decrease, by what percentage? _____%

17. Which categories of ebooks does your library currently offer users? Check all that apply.
☐ Scholarly monographs   ☐ Classic literature
☐ Textbooks   ☐ General adult fiction (including backlist)
☐ Reference   ☐ General adult nonfiction (including backlist)
☐ Bestsellers   ☐ Other (specify)_____

18. Which category of ebooks is most in demand in your library? Please select only one.
☐ Scholarly monographs   ☐ Classic literature
☐ Textbooks   ☐ General adult fiction (including backlist)
☐ Reference   ☐ General adult nonfiction (including backlist)
☐ Bestsellers   ☐ Other (specify)_____

19. For which disciplines are you most likely to offer ebooks? (Check all that apply)
☐ Business   ☐ Medicine
☐ Education   ☐ Science
☐ Humanities   ☐ Technology
☐ Social Sciences   ☐ Other (specify)_____
☐ Law   ☐ All disciplines

20. In which discipline(s) do you project the greatest growth in ebook usage in the next two to three years?
☐ Business   ☐ Medicine
☐ Education   ☐ Science
☐ Humanities   ☐ Technology
☐ Social Sciences   ☐ Other (specify)_____
☐ Law   ☐ All disciplines

21. In which format do users generally prefer ebooks? Check all that apply
☐ PDF
☐ Full-text HTML
☐ ePub
☐ Optimized for dedicated ebook device (e.g., Kindle, Sony Reader)
☐ Optimized for other mobile device (e.g., iPhone, Smartphone)
☐ Other (specify)_____
☐ Don't know

22. On what device(s) do your library users most often read ebooks? Check all that apply.
☐ Personal Laptop/Computer/Netbook
☐ Library computer
☐ Dedicated ebook reader (e.g., Nook, Sony Reader, Kindle)
☐ iPad or other tablets
☐ Smartphone
☐ iPod Touch or similar
☐ Other (specify)_____
☐ Don't know

23. What hinders students/faculty from using your library's ebook content? Check all that apply.
☐ Limited titles available
☐ Difficult to find/discover
☐ Difficult to read onscreen/online
☐ Difficult to annotate
☐ Digital rights management issues
☐ Not available for preferred devices
☐ Long wait times for ebooks
☐ Limited access to e-reading devices
☐ Users prefer print
☐ In demand titles not available for libraries
☐ Lack of training
☐ Faculty resistance
☐ Complex downloading process
☐ Unaware of ebook availability
☐ Ebook titles not available concurrent with print release
☐ Other (specify)_____
☐ None of the above

24. Are you involved in the recommendation/purchasing or licensing process of ebooks for your library?
☐ Yes
☐ No (If No, skip to Q34)

25. What type of purchasing terms does your library typically use when acquiring ebooks? Check all that apply.
☐ Purchase with perpetual access
☐ Purchase with perpetual access through self-hosting
☐ Subscription
☐ Pay-per-use
☐ License with set # circs model (like Harper Collins 26 circs model)
☐ Concurrent use/access
☐ Bundled with other content
☐ User-driven acquisition
☐ Upfront purchase with maintenance fee
☐ Upfront purchase with update fee
☐ Other (specify)_____

26. [If user-driven acquisition] What are the benefits of user-driven acquisition?
☐ Better budget management
☐ Helps me focus acquisition to student/faculty needs
☐ Allows me to offer more choice at reasonable cost
☐ Other, please specify_____

27. Approximately how much would you estimate your library has spent on ebooks during the current 2011/2012 academic year?
☐ $0
☐ Less than $10,000 (specify)_____
☐ $10,000 - $24,999
☐ $25,000 - $49,999
☐ $50,000 - $99,999
☐ $100,000 - $249,999
☐ $250,000 - $499,999
☐ $500,000 or more (specify) $_____
☐ Don't know

28. Approximately what percentage of your library's acquisitions budget did ebooks represent last year, do they currently represent and what percentage do you predict ebooks will represent in 5 years?

	0%	1% - 5%	6% - 10%	11% - 15%	16% - 25%	More than 25%
Last year	☐	☐	☐	☐	☐	☐
Currently	☐	☐	☐	☐	☐	☐
In 5 years	☐	☐	☐	☐	☐	☐

29. What factors influence your decision to purchase/license a particular ebook for your library? (Check all that apply)
☐ Projected usage/high demand titles
☐ Availability as a single title purchase
☐ Content not readily available elsewhere
☐ Book reviews
☐ Limited shelf space
☐ Ease of purchase/Integrated purchase with print book
☐ Cost
☐ Reduces material loss
☐ Relaxed digital rights management
☐ Inclusion in bundles with attractive pricing
☐ Student request
☐ Faculty request
☐ Required use of titles in the curriculum
☐ Licensing terms/Lending caps (e.g., Harper Collins 26 circs model)
☐ Multiple users at one time
☐ Other (Please specify)_____

☐ Supports distance learners

30. Please rate the importance of the following attributes when considering an ebook vendor?

	Very Important	Important	Somewhat Important	Not Important	No Opinion
Ease of use by library users	☐	☐	☐	☐	☐
Note taking/annotation capability	☐	☐	☐	☐	☐
Easy to use administrative portal	☐	☐	☐	☐	☐
Timely receipt of MARC records for the library OPAC to support discovery	☐	☐	☐	☐	☐
Print on demand capability	☐	☐	☐	☐	☐
Customized searching parameters	☐	☐	☐	☐	☐
Multiple device options offered (iPhone, Sony Reader, smartphone, etc.)	☐	☐	☐	☐	☐
Integration with other content, such as journals	☐	☐	☐	☐	☐
User sharing (e.g., social bookmarks, comments, voting)	☐	☐	☐	☐	☐
Consortial licensing/Interlibrary loan rights	☐	☐	☐	☐	☐
Relaxed DRM controls	☐	☐	☐	☐	☐
Inclusion of color images/video	☐	☐	☐	☐	☐
Cloud-based access model	☐	☐	☐	☐	☐
Customization by faculty	☐	☐	☐	☐	☐
Ebook available from print vendor, facilitating the order process	☐	☐	☐	☐	☐

31. How satisfied are you with discounts off of list you receive from ebook vendors?
☐ Very satisfied
☐ Satisfied
☐ Dissatisfied
☐ Very dissatisfied

32. From which vendor(s) does your library purchase/license ebooks? (Check all that apply)
33. Which is your preferred ebook vendor?

	Q32. ebook vendor(s) you purchase from	Q33. One Preferred ebook vendor
Amazon.com	☐	☐
Baker & Taylor	☐	☐
Barnes & Noble	☐	☐
Credo Reference	☐	☐
Ebrary	☐	☐
Ebook Library	☐	☐
EBSCOhost (formerly NetLibrary)	☐	☐
Gale Virtual Reference Library	☐	☐
Ingram/MyiLibrary/Coutt's	☐	☐
iTunes	☐	☐
Nook Study from B&N	☐	☐

OverDrive	☐	☐
Ovid	☐	☐
Oxford Reference	☐	☐
Safari	☐	☐
Springer	☐	☐
Yankee Book Peddler	☐	☐
Directly from publisher	☐	☐
Aggregators/Subscription agents	☐	☐
Other (Specify)_____	☐	☐
No Preference		☐

34. If you have any comments about ebooks in your library, please write them below.

_____

(after answering, please skip to Question 37)

THE 2 NEXT QUESTIONS ARE FOR THOSE WHO DO NOT CURRENTLY OFFER EBOOKS.

35. Why doesn't your library offer ebooks?
☐ No money for ebooks
☐ Lack of ereading devices
☐ Lack of technical support
☐ Don't understand logistics of ebooks
☐ No demand for them from users
☐ Waiting to see what the best platform will be
☐ Staff or administrative resistance
☐ Other (specify)_____
☐ We are in the process of adding ebooks

36. What are your library's plans for ebook purchases in the next two years?
☐ We will definitely purchase ebooks to add to our collection
☐ We may purchase ebooks but it is not a priority
☐ We will definitely NOT purchase ebooks to add to our collection
☐ Other (specify)_____

INCENTIVE

37. Do you want to be included in the drawing to win an Apple iPad?
☐ Yes
☐ No, thanks

Please enter your contact information below to be entered into the drawing. The winner will be notified by email. This information will not be shared with any third parties.

Name _____
Institution/Library Name _____
Email _____
Street address _____
City, State and zip code _____

Please fill in the survey online at:

http://app.fluidsurveys.com/s/2012ebook/

Deadline for responding is June 30, 2012.

Contact Laura Girmscheid at lgirmscheid@mediasourceinc.com with questions about this survey.