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Librarians' Use of Usage Statistics—Survey Results Now Published A worldwide survey of over 300 librarians reveals that usage statistics influence purchasing decisions for 86% of librarians

Bangalore — A survey of over 300 librarians around the world conducted by MPS Limited found that 97% of librarians use usage statistics, with 87% of librarians using COUNTER-compliant usage statistics for eJournals, and 66% for eBooks. Almost half of those who aren't yet using COUNTER-compliant usage data for eBooks expect to do so within the next year.

A total of 313 librarians, mainly from the UK, US, Australia, New Zealand, mainland Europe, and Canada responded to the survey. Over half are directly responsible for purchasing and cancellation decisions and the survey revealed that librarians attach much greater weight to COUNTER reports than to other usage statistics.

For 86% of respondents, usage statistics influence their purchasing decisions. When asked how useful COUNTER-compliant usage reports are, 90% of librarians stated that they are vital or important for eJournals and 74% find them vital or important for eBooks, a much higher proportion than for non-compliant usage data.

Rajiv Seth, MD and CEO of MPS, commented on the results: "This survey clearly indicates that usage statistics, and COUNTER reports especially, are critical for librarians, particularly when it comes to purchasing decisions. It was interesting to note that 86% of those who are already using COUNTER usage statistics for eBooks say that they are vital or important. We will continue to help both book and journal publishers meet this demand from their institutional buyers."

MPS also conducted 17 interviews with librarians from major institutions worldwide to gain a deeper insight into the use of usage statistics. The findings from the interviews confirmed the growing importance of COUNTER reports for eBooks. As Sarah Stamford of the University of Cambridge noted, "We always ask if an eBook vendor is compliant and we only accept those that are either already compliant or are working towards compliance."

The full results of the survey are available [here](#).

About MPS

In today's digital world, content is becoming ever more sophisticated and increasingly inseparable from technology. MPS Limited, a Macmillan company with over 30 years of relevant experience serving major publishers worldwide, is helping the world navigate this new market by creating high-quality solutions designed to transform and enrich content for print, online, and mobile media.

MPS is one of only three intermediaries to be COUNTER-compliant for eBooks as well as eJournals and databases and handles COUNTER reports for both book and journal publishers through its MPSInsight platform.

Click [here](#) to learn more about MPS. Click [here](#) to learn more about MPSInsight.

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