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THE QUESTIONNAIRE

THE LIBRARY AND ITS STAFF

1. Is your library a virtual library with no physical space recognizable as a library but with many online resources guided by trained librarians or a physical library with substantial online resources and one or more traditional library spaces?
2. How many full-time equivalent librarians are employed by your organization's corporate or business libraries (for corporations include the entire library system, including scientific libraries)?
3. How many other full-time equivalent employees—such as library assistants, technology staff, and secretaries—are employed by your organization's corporate and/or business libraries?
4. Over the past two years, how many full-time equivalent positions has the organization's corporate/business libraries lost or gained?
 - A. Lost more than 3 FTE positions
 - B. Lost 1-3 FTE positions
 - C. Neither lost nor gained any FTE positions
 - D. Gained 1-3 FTE positions
 - E. Gained more than 3 FTE positions
5. What was the library's total spending on salaries for all employees in the following years?
 - A. 2011
 - B. 2012 (anticipated)
6. What was the library's total spending on salaries for all employees in the following years? Per full-time equivalent library employee.
 - A. 2011
 - B. 2012 (anticipated)

OVERALL BUDGET

7. What was the overall annual budget for the library—including spending for salaries, materials, overhead, maintenance, and other costs—in the following years?
 - A. 2011
 - B. 2012 (anticipated)

8. What was the overall annual budget for the library—including spending for salaries, materials, overhead, maintenance, and other costs—in the following years? Per full-time equivalent library employee.
 - A. 2011
 - B. 2012 (anticipated)
9. Do the budget figures above also include the costs of benefits and the attributed cost of office space for the library?
10. Discuss expected budget development in 2012. Where do you expect to increase and/or decrease spending? Do you expect any major shifts toward or away from particular info resources? Toward or away from outsourcing? Have you been asked to make significant cost reductions? If so, how have you achieved this?

SPENDING ON MATERIALS/CONTENT

11. In your estimation, approximately what percentage of the organization's budget for electronic information (including journals, databases, ebooks, newsletters, directories, and market research in electronic formats) is controlled or managed by the corporate/business library?
 - A. Less than 20%
 - B. 20% to 50%
 - C. 51% to 80%
 - D. More than 80%
 - E. Virtually 100%
12. What was the library's total expenditure for content/materials in the following years?
 - A. 2011
 - B. 2012
 - C. 2013 (anticipated)
13. What was the library's total expenditure for content/materials in the following years? Per full-time equivalent library employee.
 - A. 2011
 - B. 2012
 - C. 2013 (anticipated)
14. How much did the library spend on online databases in the following years?
 - A. 2011
 - B. 2012
 - C. 2013 (anticipated)

15. How much did the library spend on online databases in the following years? Per full-time equivalent library employee.
- A. 2011
 - B. 2012
 - C. 2013 (anticipated)
16. In the next year, what percentage of the library's content licensing contracts that come up for renewal does the library expect to renew?
17. How many databases did the library test on a free-trial basis within the past year?
18. What percentage of the databases licensed by your library allow for company-wide access for all white-collar employees?

PRINT/ELECTRONIC JOURNALS AND OTHER PERIODICALS

19. How many of the following types of subscriptions to business, scientific, and other scholarly and professional journals that require payment does the library maintain?
- A. Print with no electronic access
 - B. Electronic access with no print counterpart
 - C. Both print and electronic access
20. How much did the library spend for print and/or electronic versions of business, scientific, and other scholarly or professional journals in the following years?
- A. 2011
 - B. 2012
 - C. 2013 (anticipated)
21. How much did the library spend for print and/or electronic versions of business, scientific, and other scholarly or professional journals in the following years? Per full-time equivalent library employee.
- A. 2011
 - B. 2012
 - C. 2013 (anticipated)

BOOKS AND E-BOOKS

22. How much did the library spend on the following types of books in 2011?
- A. Traditional print books
 - B. E-books

23. How much did the library spend on the following types of books in 2011? Per full-time equivalent library employee.
- A. Traditional print books
 - B. E-books
24. If your library subscribes to one or more e-book collections, discuss your favorite collections, why you like them, and what you may purchase in the near future.
25. Has your library or parent organization purchased e-book readers, iPads, or any other such devices for reading e-books (or for any other reason)?
26. Has your library or parent organization purchased any of the following e-readers for use by library patrons/information consumers in your organization?
- A. Apple iPad
 - B. SONY E-Reader
 - C. Amazon Kindle
 - D. Bokeen Cybook
 - E. Barnes & Noble NOOK
 - F. Samsung Papyrus
27. Over the past two years, how much has the library spent on the following?
- A. E-book readers and devices
 - B. Books and other content for e-book readers and devices
 - C. Software to e-book enable computers and mobile devices
28. How much will the library spend in 2012 on the following types of directories?
- A. Subscriptions or purchases of directories in an exclusive print format
 - B. Subscriptions or purchases of directories in an exclusive electronic access format or electronic access combined with print copies
29. How much will the library spend in 2012 on the following types of directories? Per full-time equivalent library employee.
- A. Subscriptions or purchases of directories in an exclusive print format
 - B. Subscriptions or purchases of directories in an exclusive electronic access format or electronic access combined with print copies

AUDIO/VIDEO

30. Has the library made any efforts either to compile or index videos from YouTube (or other such sources) on topics of interest to your organization or to establish, set-up, or manage a system to stream video to library patrons?

- A. Index videos from YouTube
- B. Establish system to stream video
- C. Neither
- D. Both

31. How has the growing use of video affected your library, if at all? Have you received many requests for video in research assignments?

MAGAZINES AND NEWSLETTERS

32. To how many newsletter and magazine subscriptions in paper formats (excluding scholarly journals, if possible) does the library subscribe?

33. Does the library either rotate on a regular basis print versions of magazines/newsletters to employees that request them or subscribe to or develop an in-house service through which tables of contents of magazines are rotated by email or posted on a site where employees can request or download electronic copies of needed articles?

- A. Rotate print versions to employees
- B. Employees can download digital articles
- C. Neither
- D. Both

34. Describe your library's recent policies on periodical development. Has the library restricted or developed a table of contents service? Encouraged greater use of web-only periodicals? What has been your philosophy? What has worked for you in terms of providing alert services or routing print or electronic publications?

RESEARCH FOR PATRONS

35. In the past two years, how has the number of reference questions posted to your librarians by patrons changed?

- A. Decreased significantly
- B. Decreased
- C. Remained the same
- D. Increased
- E. Increased significantly

36. Over the past two years, how has the general amount of staff time that you and your library staff expend in meeting patron research requests changed?

- A. Decreased significantly
- B. Decreased
- C. Remained the same

- D. Increased
- E. Increased significantly

INFORMATION PURCHASING DECISION MAKING

37. Have library personnel become more or less involved in the following issues over the past two years?
- A. Selection of information resources
 - B. Market research
 - C. Competitive intelligence/competitor profiling
 - D. Managing outsourcing
 - E. Corporate records management
 - F. Information literacy training of library patrons
38. If the library outsources research or library functions to outside organizations, please describe these policies and how your organization benefits.

LIBRARY IMPACT OF SOCIAL MEDIA

39. How useful are the following social media platforms to you in your work?
- A. LinkedIn
 - B. Facebook
 - C. Google+
 - D. Quora
 - E. Twitter
 - F. Flickr
 - G. YouTube
40. Does the library play a role in monitoring how your organization appears on social networking sites and blogs?
- A. No role at all
 - B. Modest role
 - C. Plays a role
 - D. Important role

RESEARCHING INTERNATIONAL MARKETS

41. Please list some of your favorite websites, blog, listservs, and other cyberspace resources useful to you in researching emerging markets such as China, India, Turkey, Brazil, Russia, Indonesia, Colombia, and other high-growth emerging nation markets.

42. Please list some of your favorite newsletters, databases, government info sources, and research report publishers useful to you in researching emerging markets such as China, India, Turkey, Brazil, Russia, Indonesia, Colombia, and other high-growth emerging nation markets.

SURVEY PARTICIPANTS

Ashland Inc.
Bainbridge Graduate Institute
Columbia Law School
Comisión del Mercado de las Telecomunicaciones
Crain Communications Inc.
Geisinger Health System
Gowlings
International Trade Centre
KPMG Research
Limestone College
Nalco and Ecolab Company
National Judicial Institute
North Carolina Biotechnology Center
PricewaterhouseCoopers
San Jose State University
Schwabe Williamson & Wyatt
Southwest Research Institute
Stanford University Law School
Tanner Medical Center Inc.
TD Bank
UBM Techinsights
Vatterott College

CHARACTERISTICS OF THE SAMPLE

Overall sample size: 22

By Type of Library

Corporate library	11
Non-corporate library ¹	11

By Worldwide Annual Total Revenue of the Institution²

Less than \$250 million	12
\$250 million to \$4.99 billion	4
\$5 billion or more	5

By Total Number of Worldwide Employees of the Institution

Less than 1,000	8
1,000 to 9,999	6
10,000 or more	8

By Industry

Education	7
Finance/Business services	5
Scientific/Technology oriented ³	6
Government/Medical	4

By the Library's Annual Budget

Less than \$200,000	5
\$200,000 to \$999,999	5
\$1 million to \$1.99 million	7
\$2 million or more	5

By Total Number of FTE Employees at the Library

Less than 5	10
5 or more	12

¹ Includes the following types of libraries: hospital library; career school library; university law library; law firm library; research library; university business library; and business library maintained by government, international organization, or trade association.

² For one institution this information was not available.

³ Includes the following industries: publishing; media; oil; gas; chemical; research and development; computer; and technology.