Compilation of Data – CIP Survey for MARC Customers

The MARC Survey consisted of 34 questions. (See Appendix A) The first set of questions (questions 1 to 4) was designed to obtain basic profile information about the nature and size of the responding business. The second set of questions (questions 5 to 24) focused on the use and value of CIP data and the current CIP product. The third set of questions (questions 25 to 32) focused on possible future enhancements. The fourth set of questions (questions 33 to 34) focused on the Electronic Preassigned Control Number Program (EPCN).

The MARC Survey was distributed as an email attachment in both Word and WordPerfect. This survey was sent to 36 companies and institutions who currently subscribe to the Library's Cataloging Distribution Service MARC Distribution Service. Promotional efforts for the MARC Survey consisted of email messages to the target audience, namely, the subscribers of the CDS MARC service. Follow-up emails were sent four weeks after the initial email and in some instances phone calls were also made to encourage subscribers to respond.

Of the 36 MARC customers who were sent a survey, 33 responded. All of the data obtained from the survey responses (with the exception of comments) appears below. Respondents had the opportunity to provide comments in several areas of the survey.

Recurring themes with sample comments follow:

There were 5 comments total in the survey. One user observed:

"The best thing you could do for our customers is to speed up the information stream."

Regarding the data that appears below, please note that in some instances the total percentage of responses exceeds 100%. This results from respondents checking more than one option for questions with multiple options. Additionally, all numbers expressed as percentages were rounded to the nearest whole number, so that the total response for any given question could be slightly below or slightly above 100%.

Profile of Customers

Library	4	10%
Bibliographic utility	8	20%
Book wholesaler	5	12%
System vendor	6	15%
Bibliographic product vendor	8	20%
Other:	10	24%

The average size of the customer databases is 13.3 million bibliographic records. Customers reported adding an average of 1.4 million bibliographic records to their databases in the last year.

Customer Products and Services Using CIP records

> More than two dozen products and services were listed by survey respondents. All of these products and services fell into one or more of the broad categories listed below:

- Library catalogs - from printed catalog cards to OPACs, and from small libraries to large library consortiums
- Bibliographies - excellent source of authoritative information
- Alert services - upcoming publications, often sorted by subject or class number
- Collections development / selection

Use of CIP Data and CIP cataloging

78% (21) use LC CIP cataloging before the book is published
15% (4) do not
 7% (2) replied "unknown"

46% (11) reported that they use LC CIP Data printed in the book
46% (11) do not
 8% (2) replied "unknown"

Usefulness of Specific Data Elements

> <u>Medical subject headings</u>: For records with both NLM-assigned subject headings and LC subject headings,

- 57% said LC subject headings are very useful
- 13% useful
- 7% somewhat useful
- 10% not useful
- 13% not applicable

- 27% said NLM subject headings are very useful
- 20% useful
- 10% somewhat useful
- 23% not useful
- 20% not applicable

<u>Juvenile subject headings</u>:

- 30% indicated that LC juvenile subject headings for juvenile *fiction* are very useful
- 20% useful
- 10% somewhat useful
- 17% not useful
- 23% not applicable

- 33% indicated that LC juvenile subject headings for juvenile *non-fiction* are very useful.
- 17% useful
- 10% somewhat useful
- 17% not useful
- 23% not applicable

<u>Genre headings</u>:

- 24% rated as very useful genre headings used on records created for American works of fiction
- 28% useful
- 17% somewhat useful
- 10% not useful
- 21% not applicable

<u>Series statements</u>:

- 60% said that series statements are very useful
- 20% useful
- 10% somewhat useful
- 0% not useful
- 10% not applicable

<u>Summary notes</u>:

- 50% said that summary notes <u>in general</u> are very useful
- 25% useful
- 11% somewhat useful
- 7% not useful
- 7% not applicable

- 33% said that summary notes for <u>juvenile *fiction*</u> are very useful
- 17% useful
- 13% somewhat useful
- 13% not useful
- 23% not applicable

- 30% said that summary notes for <u>juvenile *non-fiction*</u> are very useful
- 13% useful
- 17% somewhat useful
- 17% not useful
- 23% not applicable

- Publisher-supplied summary notes were rated as 20% very useful
- 43% useful
- 23% somewhat useful
- 7% not useful
- 7% not applicable

<u>Table of contents</u>:

- As a MARC field within the bibliographic records:
  - 43% very useful
  - 30% useful
  - 17% somewhat useful.
  - 7% not useful
  - 3% not applicable

- For hyperlinks to table of contents:
  - 40% very useful
  - 27% useful
  - 30% somewhat useful
  - 0% not useful
  - 3% not applicable

<u>Hyperlinks</u>:

- Publisher description:
  - 30% very useful
  - 23% useful
  - 33% somewhat useful
  - 10% not useful
  - 3% not applicable
- Contributor biographical information:
  - 30% very useful
  - 27% useful
  - 37% somewhat useful
  - 3% not useful
  - 3% not applicable
- Sample text:
  - 17% very useful

- 28% useful
- 24% somewhat useful
- 17% not useful
- 14% not applicable
- Book reviews:
  - 28% very useful
  - 24% useful
  - 31% somewhat useful
  - 10% not useful
  - 7% not applicable

CIP Data in the Book

	Very Useful	Useful	Somewhat Useful	Not useful	Not Applicable
LCCN	42%	12%	15%	4%	27%
ISBN	64%	12%	4%	4%	16%
LC Call Number	35%	12%	12%	4%	38%
NLM Call Number	12%	15%	23%	8%	42%
Decimal Classification No.	52%	4%	16%	4%	24%
Main Entry	56%	8%	12%	4%	20%
Title	56%	8%	8%	8%	20%
Edition Statement	44%	12%	8%	12%	24%
Series	48%	12%	8%	8%	24%
Juv. Lit. Summary Notes	20%	8%	20%	8%	44%
Other Summary Notes	12%	27%	19%	8%	35%
Bib. Refs. and/or Index Notes	20%	16%	24%	12%	28%
LC Subject Headings	46%	8%	19%	4%	23%
LC Juvenile Subject Headings	27%	4%	8%	15%	46%
NLM Subject Headings	8%	15%	23%	15%	38%
Added Entries	44%	12%	16%	4%	24%

When asked if they would need some indication that a CIP record existed for a book if the CIP Data was not printed in the book,

- 36% said yes
- 43% said no
- 21% said they weren't sure

LC CIP Cataloging: pre-publication MARC records

	Very Useful	Useful	Somewhat Useful	Not useful	Not Applicable
ISBN	93%	4%	4%	0%	0%
LC Call Number	48%	17%	10%	7%	17%
NLM Call Number	24%	10%	24%	17%	24%
Decimal Classification No.	63%	19%	15%	4%	0%
Main Entry	89%	11%	0%	0%	0%
Title	96%	4%	0%	0%	0%
Edition Statement	86%	11%	4%	0%	0%
Series	71%	29%	0%	0%	0%
Juv. Lit. Summary Notes	32%	14%	11%	21%	21%
Other Summary Notes	21%	34%	28%	14%	3%
Bib. Refs. and/or Index Notes	32%	36%	29%	4%	0%
Table of Contents	46%	29%	21%	4%	0%
LC Subject Headings	62%	17%	14%	3%	3%
LC Juvenile Subject Headings	28%	24%	7%	17%	24%
NLM Subject Headings	17%	24%	24%	14%	21%
Added Entries	64%	21%	11%	4%	0%
Projected Publication Date	39%	18%	29%	7%	7%

LC CIP Cataloging: post-publication MARC records

	Very Useful	Useful	Somewhat Useful	Not useful	Not Applicable
ISBN	100%	0%	0%	0%	0%
LC Call Number	59%	17%	3%	7%	14%
NLM Call Number	30%	17%	10%	20%	23%
Decimal Classification No.	76%	17%	7%	0%	0%
Main Entry	93%	7%	0%	0%	0%
Title	97%	3%	0%	0%	0%
Edition Statement	83%	17%	0%	0%	0%
Physical Description	79%	14%	7%	0%	0%
Series	79%	21%	0%	0%	0%
Juv. Lit. Summary Notes	31%	17%	10%	21%	21%
Other Summary Notes	23%	33%	27%	13%	3%
Bib. Refs. and/or Index Notes	41%	41%	17%	0%	0%
Table of Contents	59%	24%	14%	3%	0%
LC Subject Headings	73%	13%	10%	0%	3%
LC Juvenile Subject Headings	30%	20%	7%	20%	23%
NLM Subject Headings	23%	23%	17%	17%	20%
Added Entries	76%	10%	14%	0%	0%

Bibliographic accuracy of CIP Cataloging

	Excellent	Very Good	Good	Poor	Not Applicable
ISBN	43%	43%	9%	0%	4%
LC Call Number	9%	48%	9%	0%	35%
NLM Call Number	9%	18%	9%	9%	55%
Decimal Classification No.	17%	52%	9%	4%	17%

Main Entry	39%	26%	30%	0%	4%
Title	22%	39%	30%	4%	4%
Edition Statement	18%	50%	23%	0%	9%
Physical Description	9%	17%	13%	17%	43%
Series	13%	48%	22%	9%	9%
Juv. Lit. Summary Notes	17%	35%	4%	0%	43%
Other Summary Notes	9%	39%	13%	13%	26%
Bib. Refs. and/or Index Notes	13%	30%	22%	9%	26%
Table of Contents	9%	30%	22%	17%	22%
LC Subject Headings	22%	43%	17%	4%	13%
LC Juvenile Subject Headings	9%	39%	4%	4%	43%
NLM Subject Headings	5%	18%	14%	5%	59%
Added Entries	26%	30%	22%	4%	17%

Typographical accuracy

- 25% of respondents rated the typographical accuracy as excellent
- 50% very good
- 17% good
- 8% not applicable

Importance of benefits of CIP Program to the organization

	Very Important	Important	Some Importance	No Importance	Not Applicable
Improvement in quality of cataloging	46%	29%	11%	0%	14%
Standardization of bibliographic records	50%	25%	11%	0%	14%
Redirection of funds for other purposes	19%	4%	15%	8%	54%
Speed books to users	27%	23%	8%	0%	42%

Enhance products or services	50%	18%	14%	4%	14%
Speed products or services	54%	14%	14%	4%	14%
Other	100%	0%	0%	0%	0%

CIP Verification

When asked what their reaction would be if LC were to limit the upgrading and completing of CIP records to only those books being kept in the LC collections (meaning that approximately 10% of the 54,000 LC CIP records each year would not be updated by LC), 48% said this would be acceptable, and 28% said it would not be acceptable. When asked if it would be acceptable to them if LC were to discontinue updating/completing CIP records upon receipt of the published book, the answer--60% to 10%--was no.

Future Products

• MARC customers were asked to evaluate the positive impact on their operations if LC were to enhance the CIP record with a variety of publisher-provided data.

	Significant Positive Impact	Positive Impact	Negative Impact	No Impact	Not Applicable / No Impact
Book jacket image	31%	38%	3%	3%	24%
Book jacket blurb	36%	32%	4%	4%	25%
Book index(es)	34%	38%	7%	3%	17%
Sample text	21%	38%	3%	7%	31%
Additional author info.	21%	48%	3%	7%	21%
Book reviews	32%	43%	0%	4%	21%
Publisher homepage	10%	41%	3%	7%	38%
URL for online purchase	10%	31%	7%	10%	41%
Price	41%	24%	3%	0%	31%

- MARC customers were also asked about the positive impact on their operations if LC were to make eligible for the CIP Program a variety of materials currently out-of-scope.

	Significant Positive Impact	Positive Impact	Negative Impact	No Impact	Not Applicable / No Impact
Audio discs/tapes	37%	30%	0%	4%	30%
Video discs/tapes	41%	22%	0%	7%	30%
Slide sets/filmstrips	15%	26%	7%	0%	52%
Multimedia packages	33%	30%	0%	0%	37%
Mass market paperbacks	30%	22%	4%	0%	44%
Textbooks below college level	7%	44%	4%	0%	44%
Microforms originally from other formats	11%	41%	4%	0%	44%
Musical scores	32%	29%	0%	0%	39%
Consumable educational materials	18%	43%	0%	0%	39%
E-books	46%	36%	0%	0%	18%
Self-published books	15%	33%	4%	0%	48%
Prominent non-US publishers	57%	25%	0%	4%	14%

- MARC customers were asked to evaluate ten types of materials currently within scope for the CIP Program and assess the impact on their operations if these types of publications were excluded from CIP.

	Significant Positive Impact	Positive Impact	Negative Impact	No Impact	Not Applicable / No Impact
Large print editions	0%	4%	26%	30%	41%
Clinical medical titles	0%	0%	36%	32%	32%
Non-English publications	4%	0%	29%	37%	32%

"How to" or do-it-yourself manuals	4%	0%	25%	32%	39%
College level or above textbooks	0%	0%	29%	29%	43%
Devotional/inspirational books	0%	0%	29%	25%	46%
Phonics books	0%	4%	29%	18%	50%
Repackaged editions, incl. boxed sets	0%	0%	43%	7%	50%
Children's books that are tie-ins	0%	7%	21%	25%	46%
Chapter books for beginning readers	4%	7%	18%	21%	50%

Series Authority Records

MARC customers were asked to evaluate the impact on their operations if LC did not provide new series authority records until the published book was received and the cataloging was completed.

- 0% said this would have a significant positive impact.
- 8% positive impact
- 8% negative impact
- 27% significant negative impact
- 58% no impact / not applicable

EPCN

MARC customers were asked if they would be interested in receiving the brief records created from publisher-provided information for titles processed through the Electronic Preassigned Control Number program.

- 56% responded yes
- 44% responded no

Overall Importance of CIP Program

- 58% said that the CIP Program was very important
- 21% important
- 13% some importance
- 0% no importance
- 8% not applicable