

Access to professional and academic information in the UK

A survey of SMEs, large companies, universities & colleges, hospitals & medical schools, governmental & research institutes

Companion report

August 2009

Selected results from this survey form the basis of the PRC report on “Access by UK small and medium sized enterprises to professional and academic information” produced on behalf of the PRC by Mark Ware Consulting Ltd.

This companion report provides a fuller analysis of the results of the survey which was carried out in collaboration with Mark Ware Consulting Ltd with technical support and assistance provided by Elsevier’s research team



Mark Ware Consulting Ltd

	Page
Highlights.....	3
Sample and methodology.....	4
Breakdown of subgroups (sectors) covered in study.....	5
Ease of access to information across sectors.....	6
Factors and barriers affecting success of an organisation, importance versus ease of access to information (split by sector)	
SMEs.....	14
Large companies.....	19
University/ College respondents.....	24
Hospital/ Medical School + Non-governmental Public Health.....	29
Research Institute + Governmental.....	34
Supporting data.....	39
Demographics.....	46

- In June 2009, over 1000 UK research users responded to a survey about their access to and use of professional and academic information (including research articles published in journals, about which more detailed feedback was obtained).
- Information was generally ranked as a relatively important success factor for each sector, ranging from 4th out of 16 for governmental & research institutes to 9th out of 14 for large companies.
- Asked to pick which factors were a barrier to success, access to information was ranked 13th out of 16 for universities/colleges, 9th out of 15 for hospitals & medical schools, and 4th out of 15 for SMEs.
- Of all information types covered in the survey, original research articles in journals were consistently ranked amongst the most important across all sectors.
- Original research articles in journals were seen as easy to access by 85% of those who rated information as important. This ranged from 94% for universities/colleges and 78% for hospitals & medical schools to 71% for SMEs.
- Two-thirds of the respondents indicated that access to research articles had become easier over the last 5 years. Access had improved most for university & college respondents (75% agreed) followed by hospitals & medical schools (71%), governmental & research institutes (70%), large companies (62%) and SMEs (60%).
- The proportion of respondents who had recently had difficulty getting access to at least one research article ranged from 24% (universities & colleges) to 55% (SMEs). However, the study estimated that this only represented 4-10% (lower estimate) or 10-20% (higher estimate) of all articles read in 12 months.
- Of those who said that they had recently experienced problems accessing an article, the main reported difficulty was the requirement for payment, followed by technical problems associated with online payment, and problems associated with finding the article online or in the library.

- Survey conducted **online** using Confirmat software, 4th – 29th June 2009
- Completed responses: 1130 (4% response rate)
- Sample obtained from three sources:
 - Authors of scientific articles (including commercial, medical and academic authors)
 - PPV; those who had used 'Pay per View' to access content via a publisher's site)
 - Subscribers to trade/professional publications provided by list brokers

Note: Convenience sample used; whilst providing valuable insights into the information usage patterns within the UK across different sectors, responses from some groups (e.g. members of the public) are not sufficiently large to be representative. The sampling was designed to get reasonable responses across a number of key sectors (e.g. Large Companies, SMEs, Universities and Colleges, Hospitals and Medical Schools) where access to professional & academic information was likely to be of importance

- Interview structure:
 - Introduction
 - Factors and barriers affecting the success of an organisation
 - Access to information:
 - Importance of access to information
 - Levels of access to different types of information
 - Which type of information respondents would most like to see improved
 - Frequency of accessing different types of information
 - Access to journal articles
 - Frequency of accessing research articles in journals
 - Current access level
 - Access compared to 5 years ago
 - Whether difficulty encountered in accessing journal articles
 - Number of articles which have been difficult and nature of difficulty
 - Demographics
 - Number of employees/students/beds in organisation/institute.
 - Specialisation, area and role
 - Age and country

Throughout this report results are analysed within **six subgroups or sectors**. Subgroups are created as a function of two key questions:

Q1. Which of the following describes your MAIN affiliation?

TOTAL n=1130													
Corporate	<table border="1"> <tr> <td>Industrial or Commercial</td> <td>n=297</td> <td>26%</td> </tr> <tr> <td>University or College</td> <td>n=470</td> <td>42%</td> </tr> <tr> <td>Hospital or Medical School</td> <td>n=171</td> <td>15%</td> </tr> <tr> <td>Non Governmental Public Health</td> <td>n=8</td> <td>1%</td> </tr> </table>	Industrial or Commercial	n=297	26%	University or College	n=470	42%	Hospital or Medical School	n=171	15%	Non Governmental Public Health	n=8	1%
Industrial or Commercial	n=297	26%											
University or College	n=470	42%											
Hospital or Medical School	n=171	15%											
Non Governmental Public Health	n=8	1%											
Non corporate	<table border="1"> <tr> <td>Research Institute</td> <td>n=65</td> <td>5%</td> </tr> <tr> <td>Governmental</td> <td>n=56</td> <td>5%</td> </tr> <tr> <td>Member of the public*</td> <td>n=25</td> <td>2%</td> </tr> <tr> <td>Other*</td> <td>n=38</td> <td>5%</td> </tr> </table>	Research Institute	n=65	5%	Governmental	n=56	5%	Member of the public*	n=25	2%	Other*	n=38	5%
Research Institute	n=65	5%											
Governmental	n=56	5%											
Member of the public*	n=25	2%											
Other*	n=38	5%											

Subgroup	University/ College respondents	n=470
Subgroup	Hospital/ Pub. Health	n=179
Subgroup	Research/ Gov't	n=121
Subgroup	Other	n=63

(Industrial or commercial respondents only)

Q22. Approximately, how many employees are there in your organisation?

TOTAL n=297		
Less than 25	n=98	33%
25- 49	n=33	11%
50 -249	n=55	19%
250 – 499	n=23	8%
500 – 999	n=15	5%
1000 – 4999	n=26	9%
5000+	n=47	16%

Subgroup	SMEs	n=186
Subgroup	Large companies	n=111

* Respondents self-classifying as a member of the public or 'other', emerged through later questioning mainly as single person consultants/professionals, some retired academics or from the voluntary sector. Although analysed separately here, this many in this group are not dissimilar to the SME group

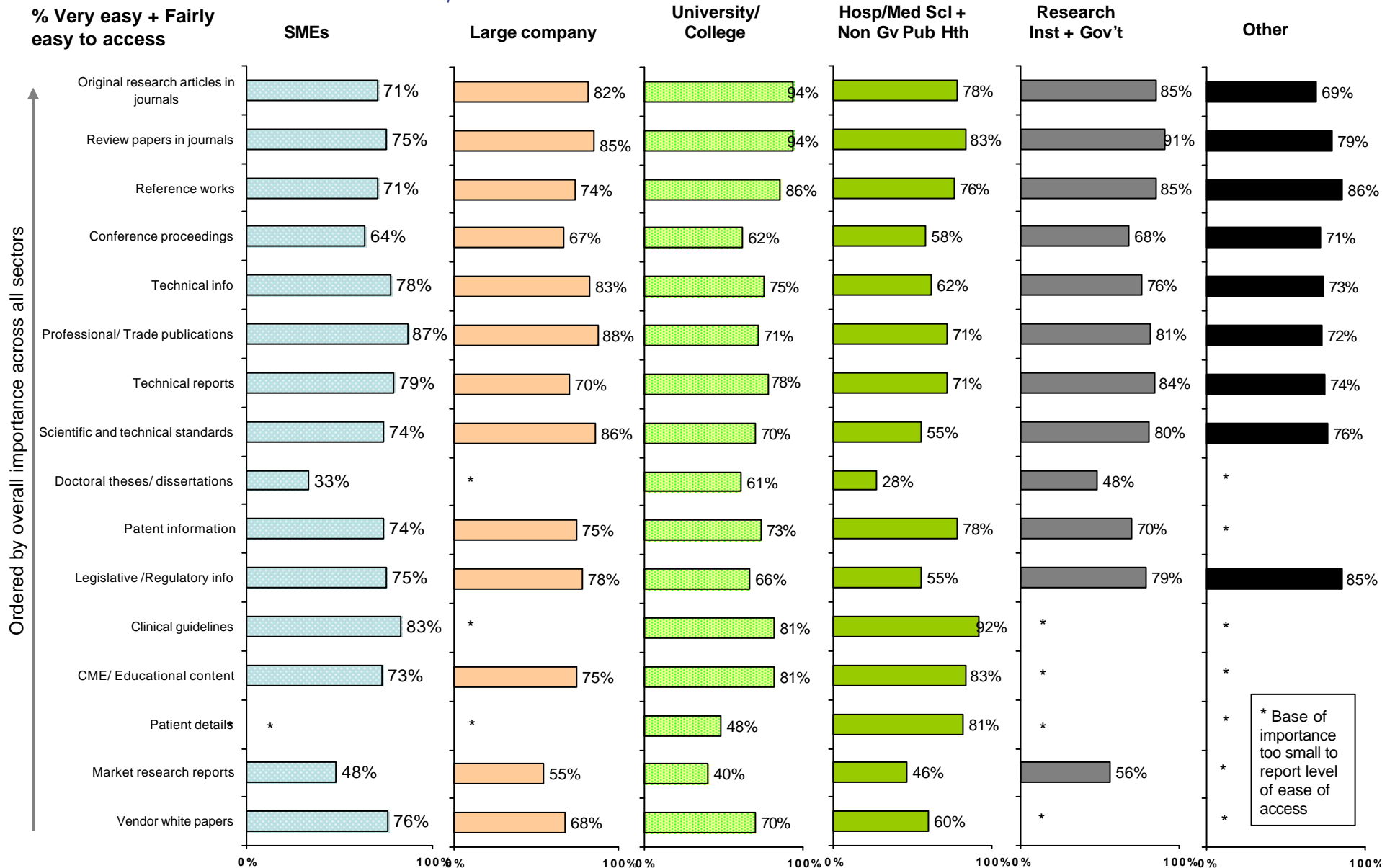
Ease of access to information across sectors

Ease of access to various information types across sectors

Q8b. Of the various information types which you consider important, how would you describe your level of access to them?

(response option: Very Easy, Fairly Easy, Fairly Difficult, Very Difficult)

Base: Factors considered important

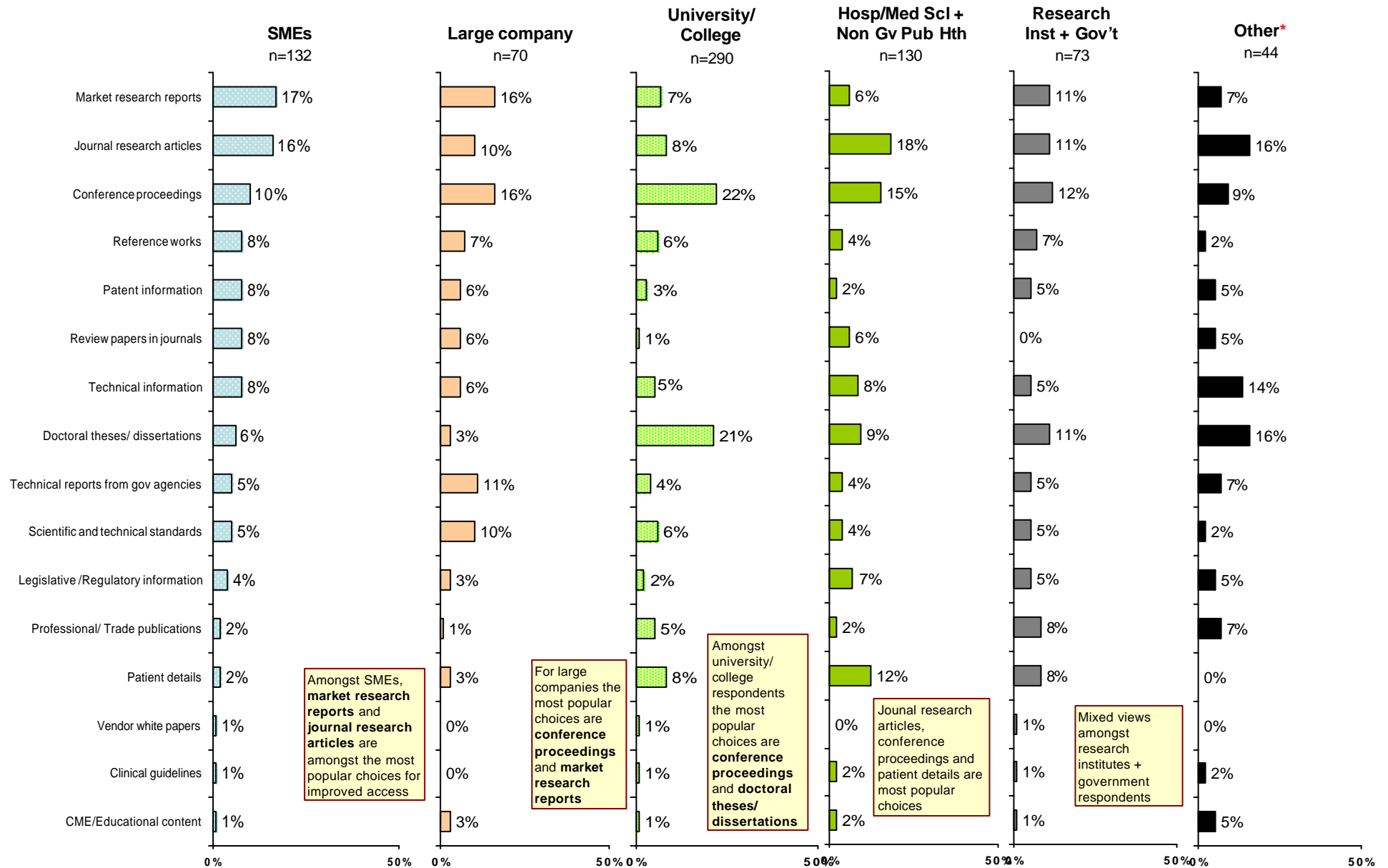


Information types to which respondents would like to improve access

Q8d. If you could improve access for one of the below information types which ONE would you choose?

* NB. Low Base size

Base: Factors considered important, and where access is perceived as difficult.



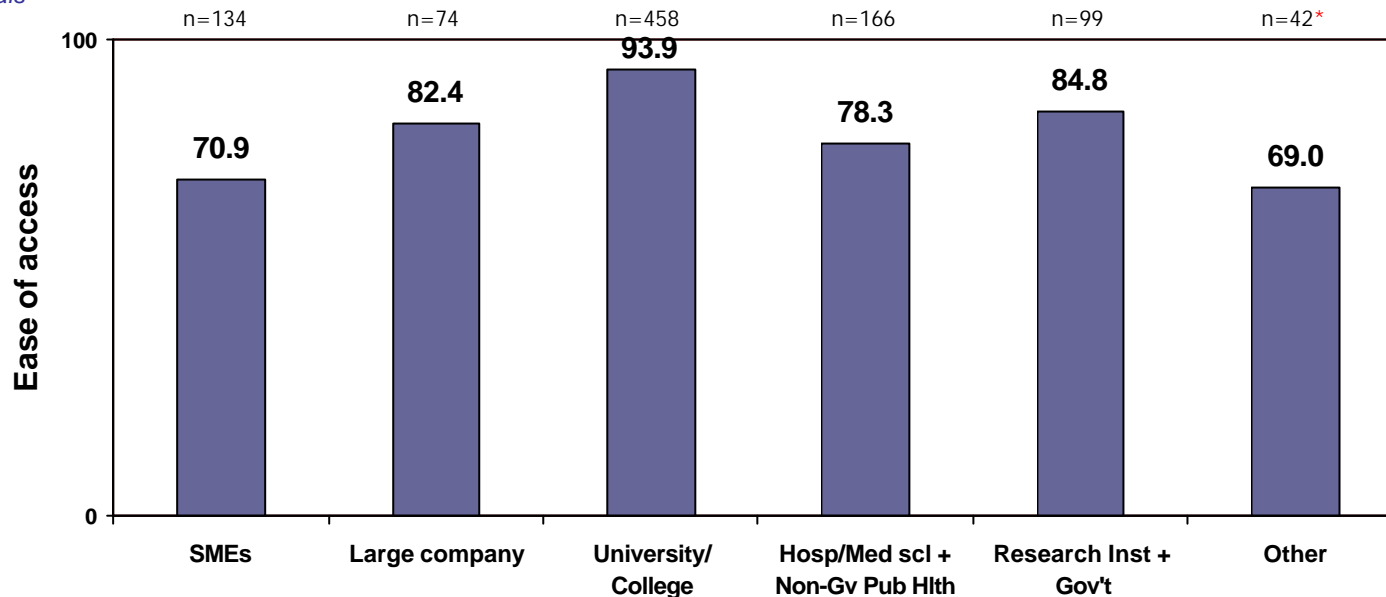
Ease of journal access across sectors (where access to research articles is considered important)

Base: Those who consider access to original research articles in journals important

Q8b. And of the various information types which you consider important, how would you describe your level of access to them?

% of each sector rating access to original research articles in journals 'Very easy' or 'Fairly easy'

*NB. Low Base size



- SMEs use journal articles more often than larger corporations
- Over two thirds of SME respondents have 'easy' access to journal articles.

Q9. How often do you access information that you require via the following channels?

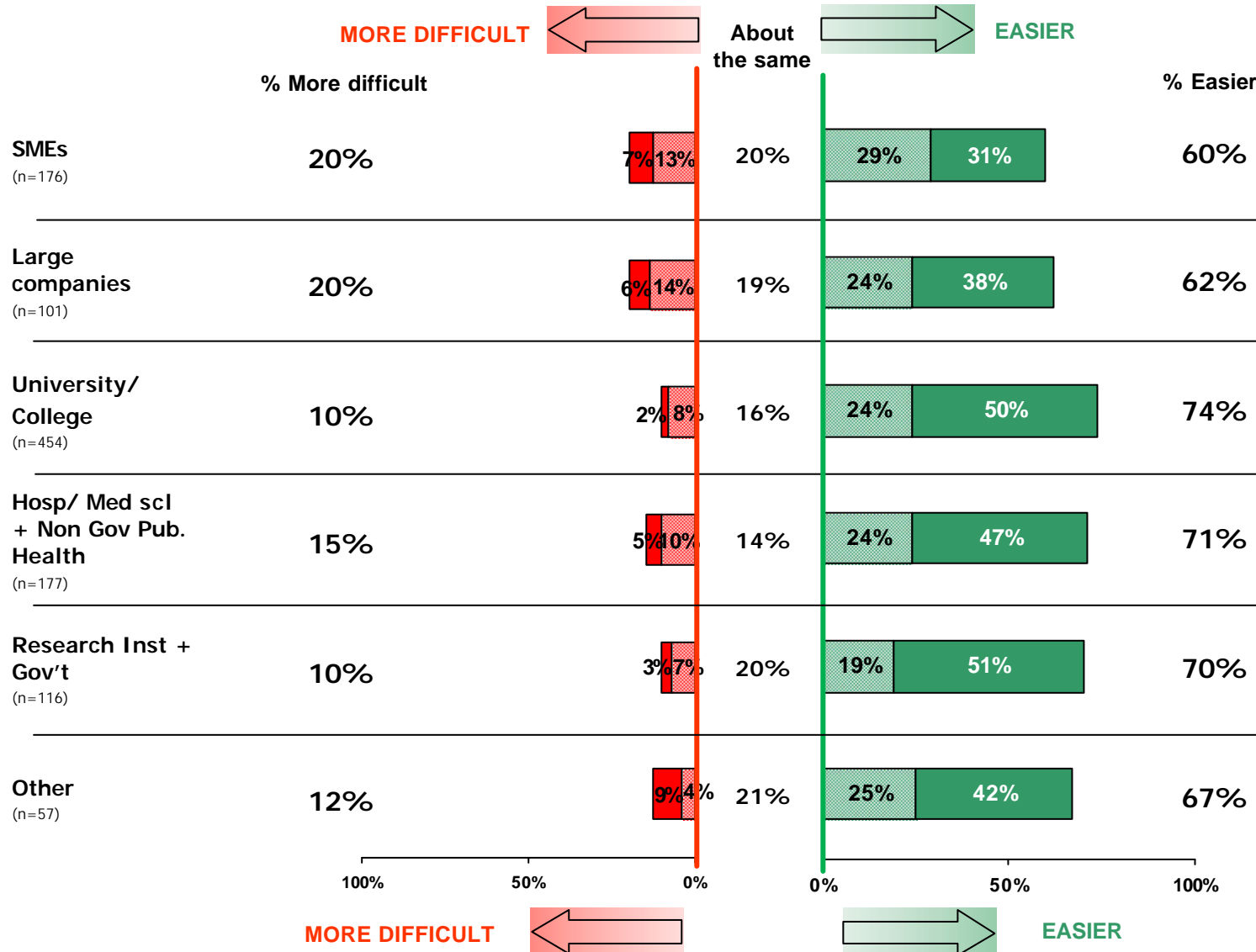
	Frequency of reading journal articles					
	n=186	n=111	n=470	n=179	n=121	n=63
Several times per week	43%	30%	72%	65%	58%	34%
Weekly to Monthly	43%	57%	27%	35%	34%	45%
Less often	14%	13%	1%	1%	8%	21%
Ave # of journal articles read per year, either print or online	112	101	169	162	121	110

Base: Total for each group

Journal access compared to 5 years ago

Q12. How does your current level of access to research articles compared with 5 years ago?

Base: Those reading journal articles



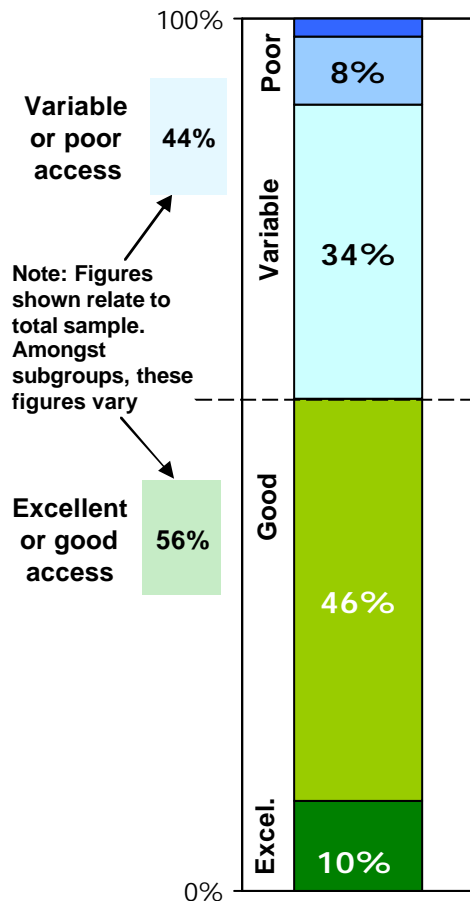
- Majority of respondents felt that journal access has become easier in the last 5 years
- Access seems to have improved most for University/ College respondents, with only 10% of sample perceiving a deterioration in access .

What proportion of respondents have had difficulties accessing an article within the last 12 months?

Q11. How would you describe your current level of access to research articles?

Base: Those who read research articles in journals, n=1121

Current Access Level



Note: Figures shown relate to total sample. Amongst subgroups, these figures vary

Q13a. You indicated that your access to journal articles was either variable or poor. Have you had difficulty accessing the full text of a research article recently?

Base: All those who indicated their current level of access to research articles was variable or poor, n=491

Difficulty with Access		% of Base	% of Subgroup
Yes n=395		35%	80%

Q14. Have you paid to access an individual research article within the last year?

Base: All those who have not had difficulty accessing the full text of a research article recently, n=96

Base size too low to report at subgroup level

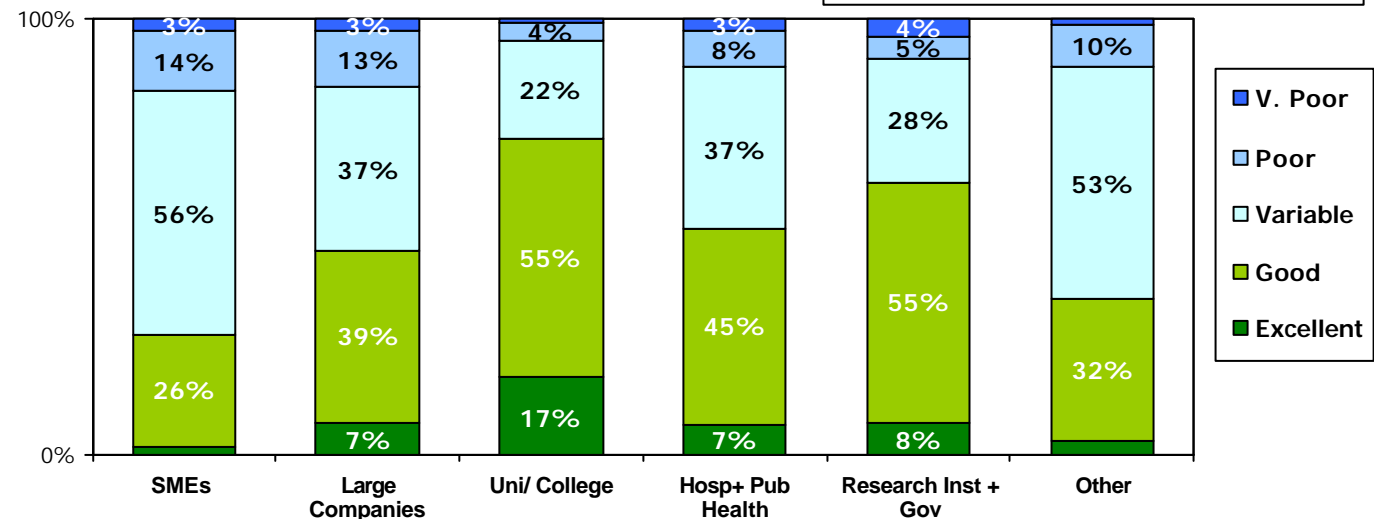
Have they paid for access?		% of Base	% of Subgroup
Not paid n=74		7%	77%

Base size too low to report at subgroup level

Quantifying the Access Difficulty

The level of difficulty was quantified by taking the number of articles stated as being difficult to access, as a proportion of all articles read by all respondents. Overall, 8% of articles were difficult to access*. Page 11 shows how access difficulty varies by sector. Page 12 quantifies the access difficulty within each sector

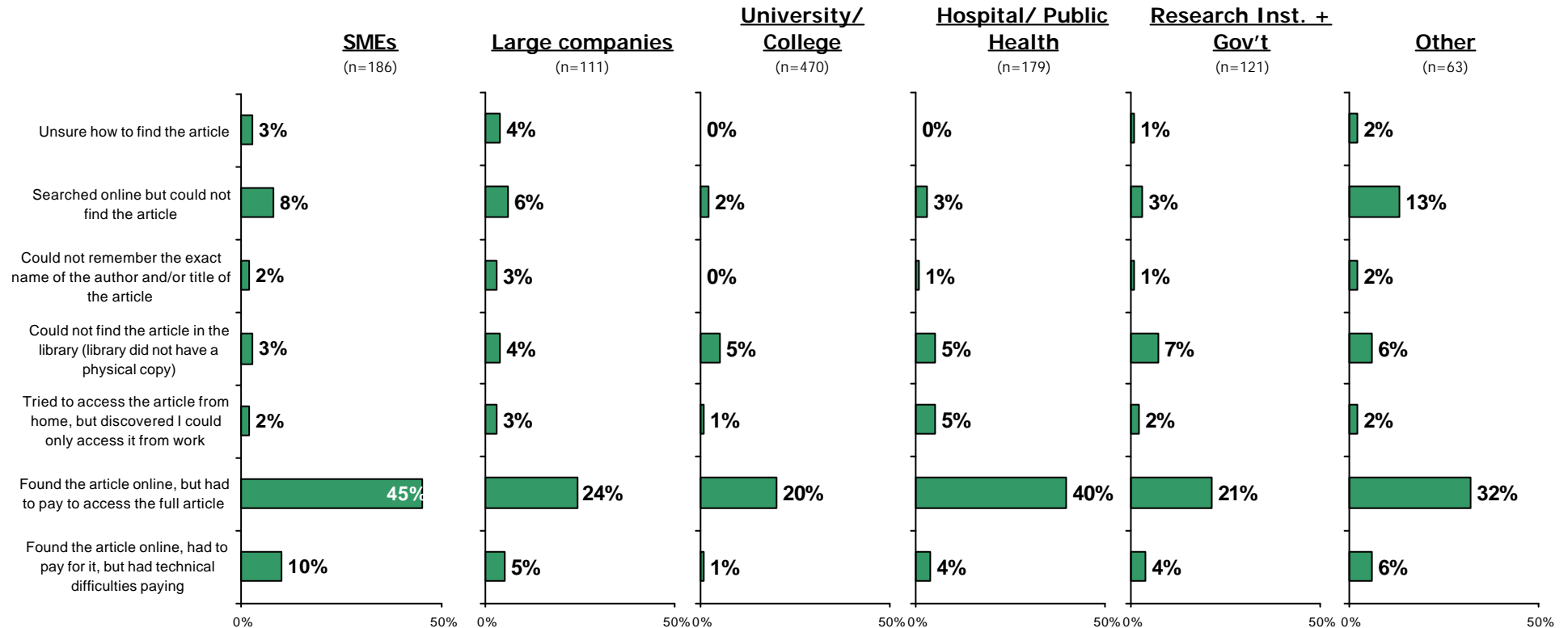
* Assumes that those who have excellent or good access or those who said they had no difficulties had zero difficulty accessing articles they needed in the past 12 months



Reasons articles were difficult to access

Q15. In relation to the last article you had difficulty accessing, why was it difficult?

Note: Question was asked only of those who reported experiencing difficulty with accessing a journal article.



Proportion of each group having difficulty accessing at least one article within the last 12 months

55%

34%

24%

46%

26%

40%

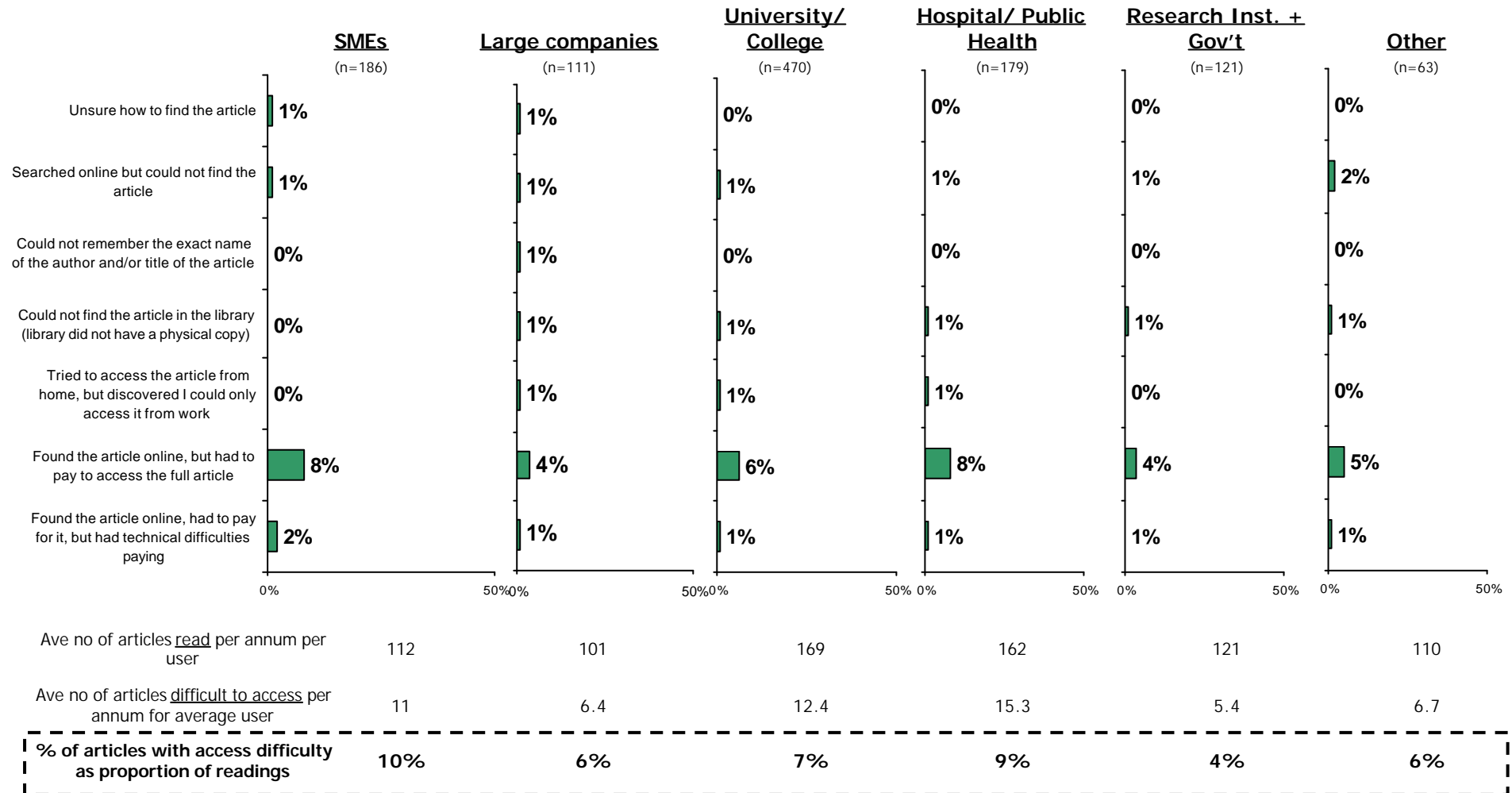
NOTE: The figures in the charts above show reasons for difficulty accessing at least one article in the last 12 months as a proportion of all respondents in the sector – however, this does not give an idea of the scale of the difficulty. The next page (p11) quantifies this in terms of number of articles difficult to access as a proportion of articles read in the sector

Reasons articles are difficult to access as a proportion of total articles read per annum

Q15. In relation to the last article you had difficulty accessing, why was it difficult?

Q13b. Approximately how many articles have you had difficulty accessing in the last 12 months?

Note: Question was asked only of those who reported experiencing difficulty with accessing a journal article.



This analysis assumes that those who have excellent or good access or those who said they had no difficulties had zero difficulty accessing to all of articles they needed in the past 12 months. If instead of zero, one assumes that those with good or excellent access had half the difficulty of those who state poor or variable access, then the % of articles with access difficulty would range from 10% to 20%

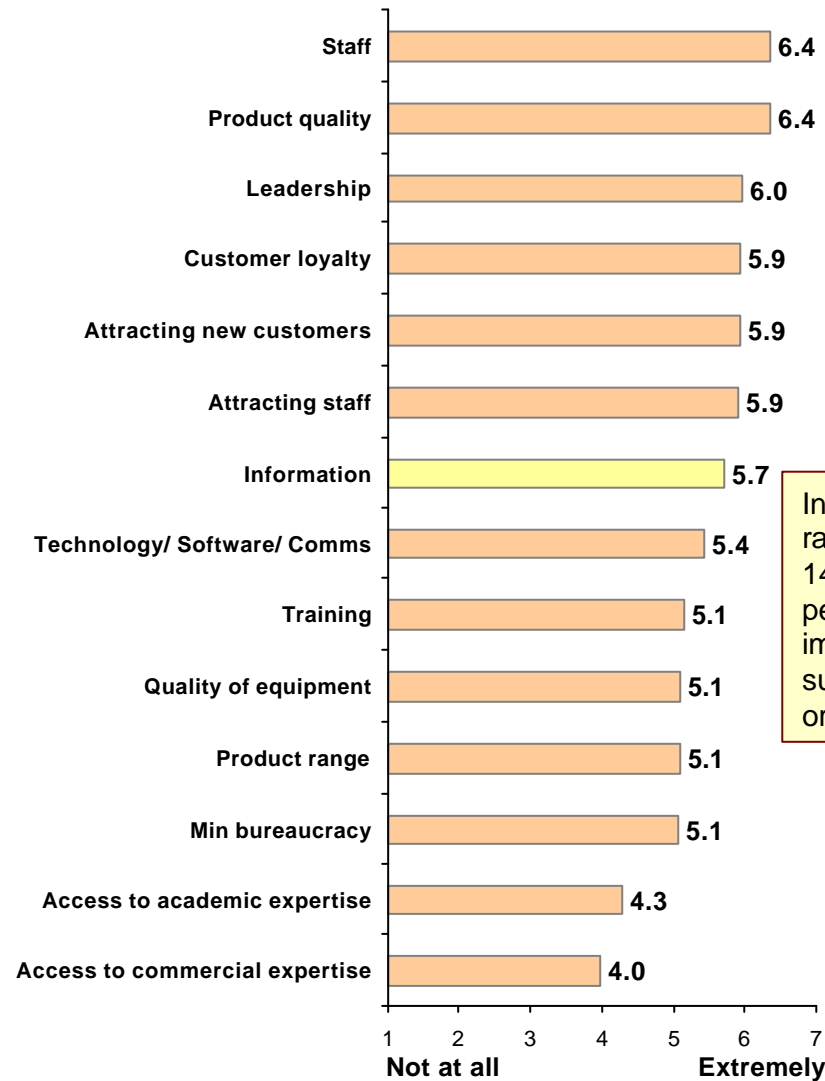
SMEs

Success factors: SMEs (all)

Q2. Many factors are important when considering the success of an organisation. Please rate the factors below in terms of their importance for the success of your company.

Base: SME respondents (n=186)

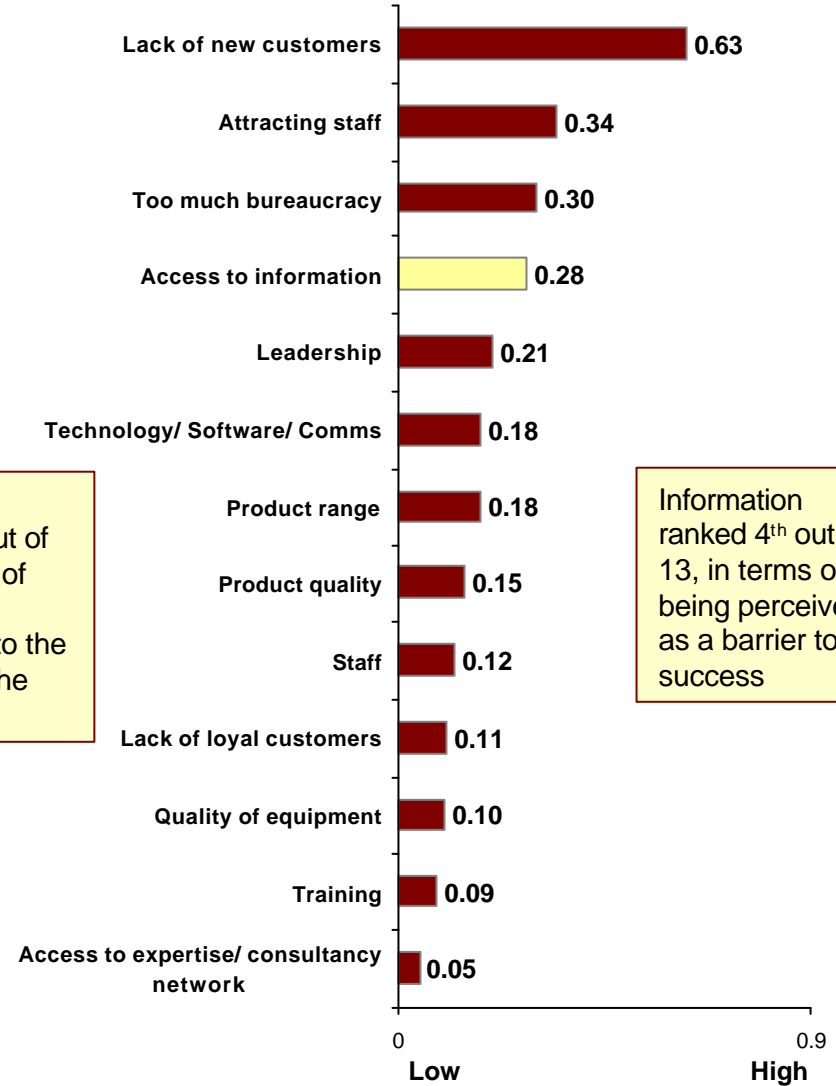
Importance



Information ranked 7th out of 14, in terms of perceived importance to the success of the organisation

Q3. And, of these factors which **three** are currently the biggest barriers to success at your organisation? Base: All SME respondents ranking factors (n=186)

Barriers

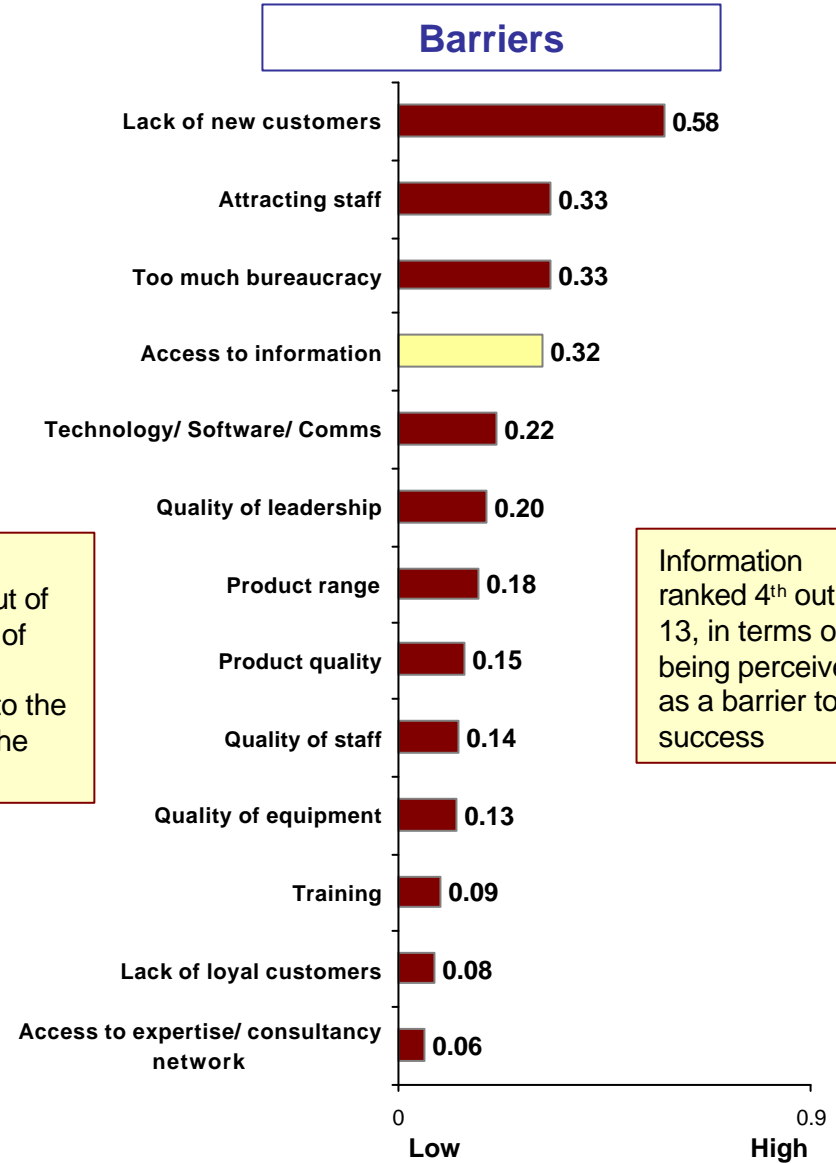
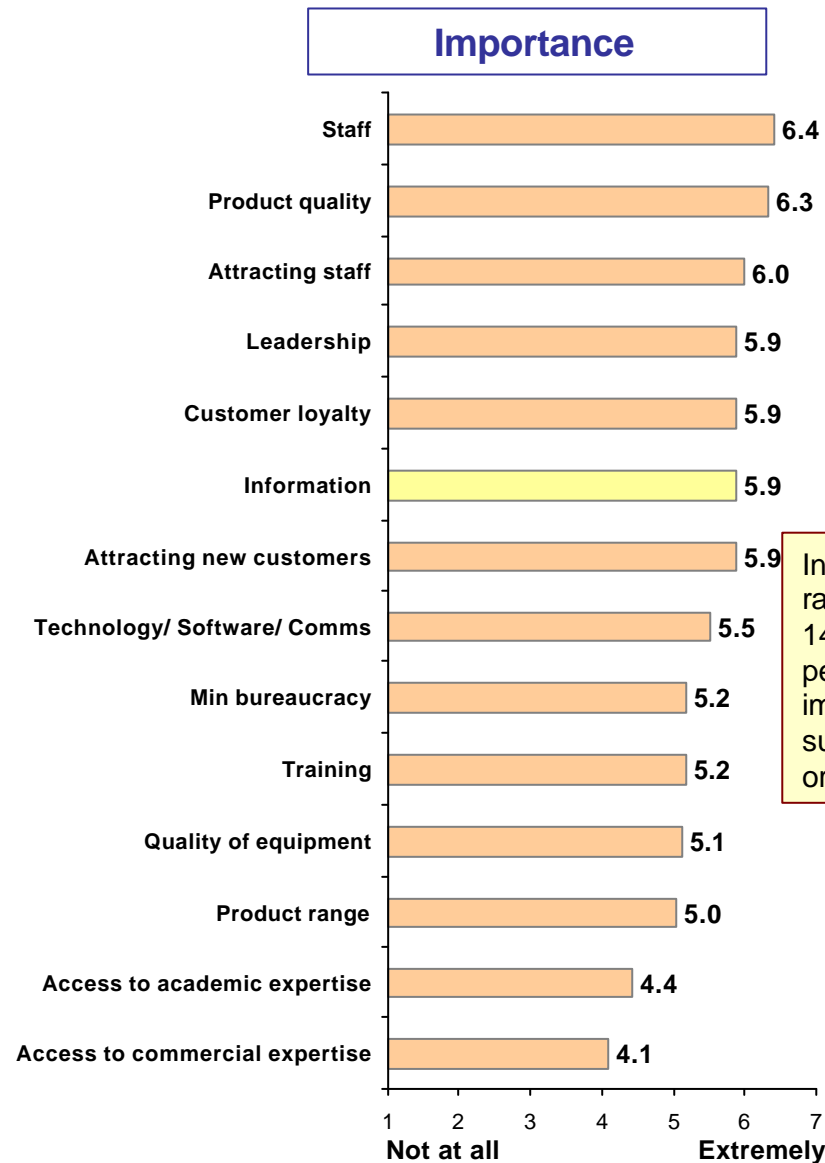


Information ranked 4th out of 13, in terms of being perceived as a barrier to success

Success factors: SMEs who consider original research or review articles important

Q2. Many factors are important when considering the success of an organisation. Please rate the factors below in terms of their importance for the success of your company. *Base: SME respondents considering original research or review articles important (5,6 or 7 on scale) (n=148)*

Q3. And, of these factors which **three** are currently the biggest barriers to success at your organisation? *Base: All SME respondents ranking factors and considering original research or review articles important (n=148)*

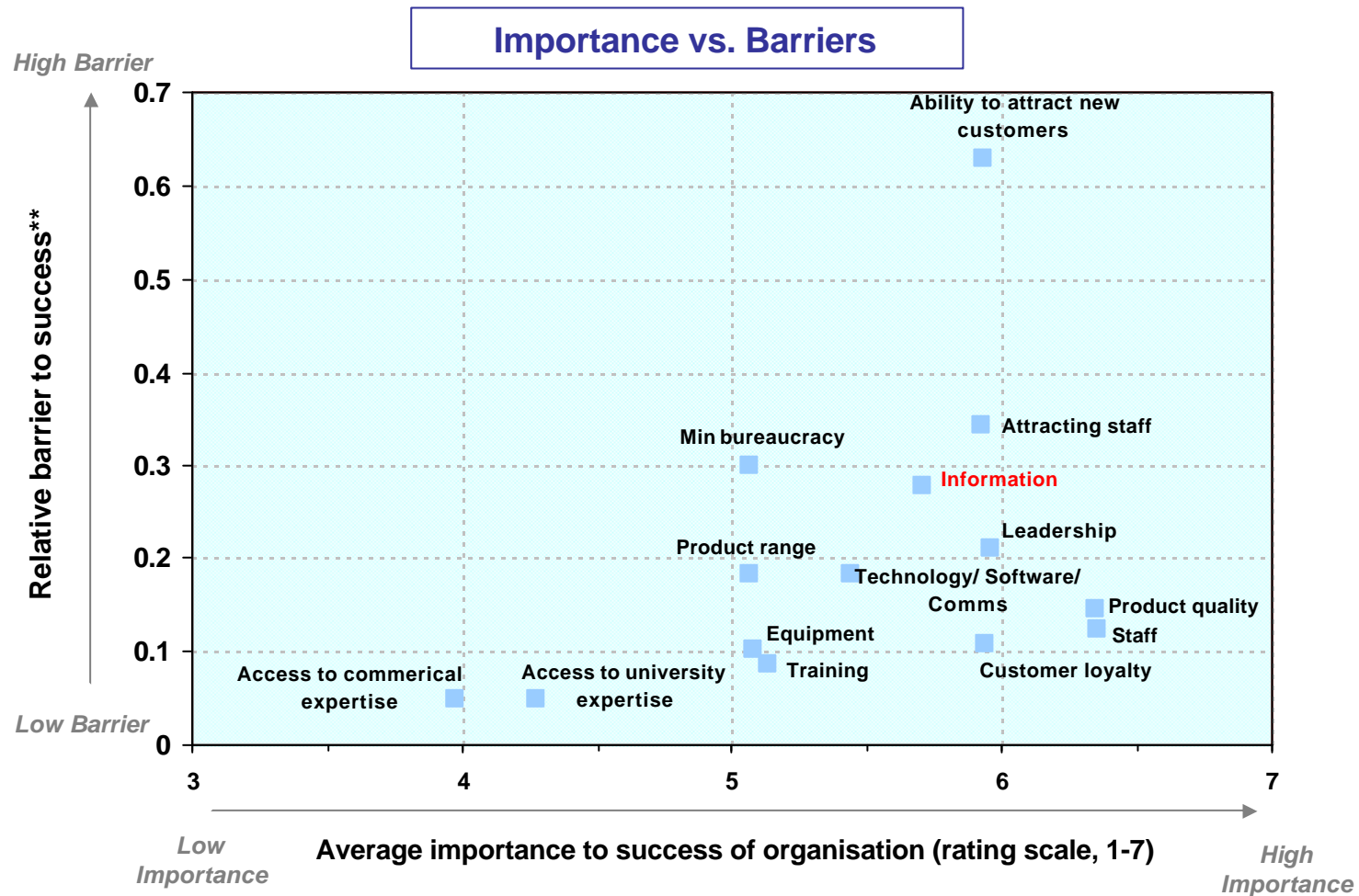


Success factors: SMEs (all)

Q2. Many factors are important when considering the success of an organisation. Please rate the factors below in terms of their importance for the success of your company. *Base: All SME respondents (n=186)*

Q3. And, of these factors which three are currently the biggest barriers to success at your organisation?

Base: All SME respondents ranking factors. (n=186)



** Index number plotted is the product of average rank position and proportion of base selecting factor.

Information access: SMEs (all)

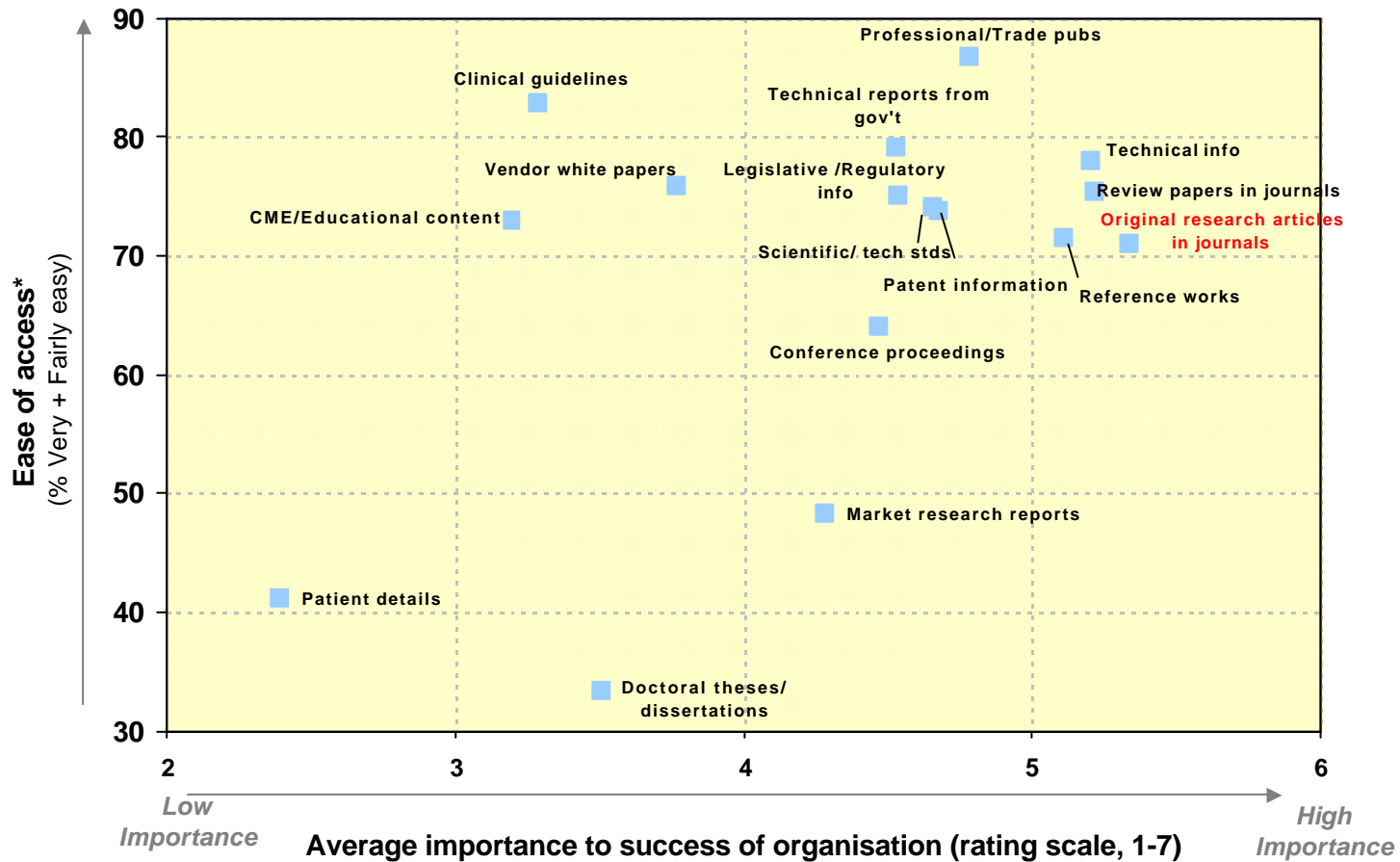
Q8. When it comes to information, how important is it that you have access to the types of information listed below?

Base: All SME respondents (n=186)

Q8b. And of the various information types which you consider important, how would you describe your level of access to them?

Base: All SME respondents rating factors as important. (n=186)

Information types: Importance vs. Ease of access



* Level of access only asked for those factors rated as important

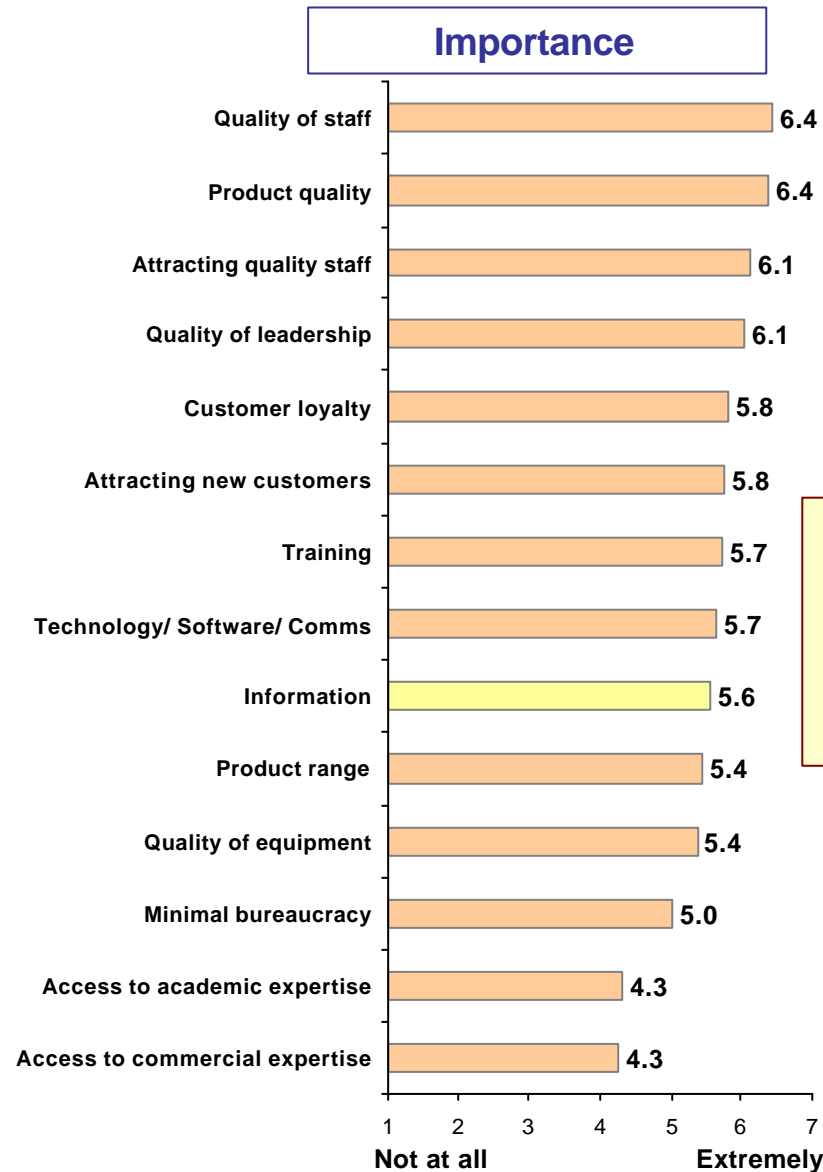
Large companies

Success factors: Large companies (All)

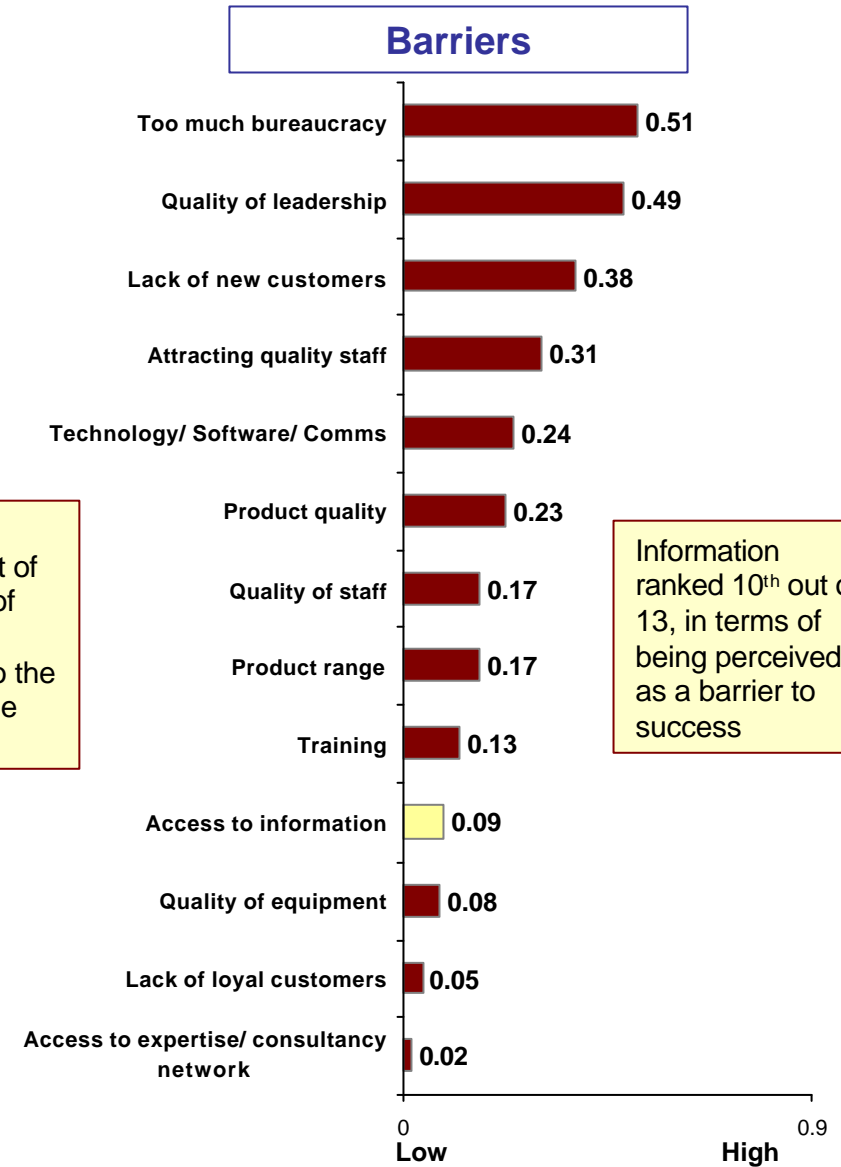
Q2. Many factors are important when considering the success of an organisation. Please rate the factors below in terms of their importance for the success of your company.

Base: Large company respondents (n=111)

Q3. And, of these factors which **three** are currently the biggest barriers to success at your organisation? Base: All large company respondents ranking factors. (n=111)



Information ranked 9th out of 14, in terms of perceived importance to the success of the organisation

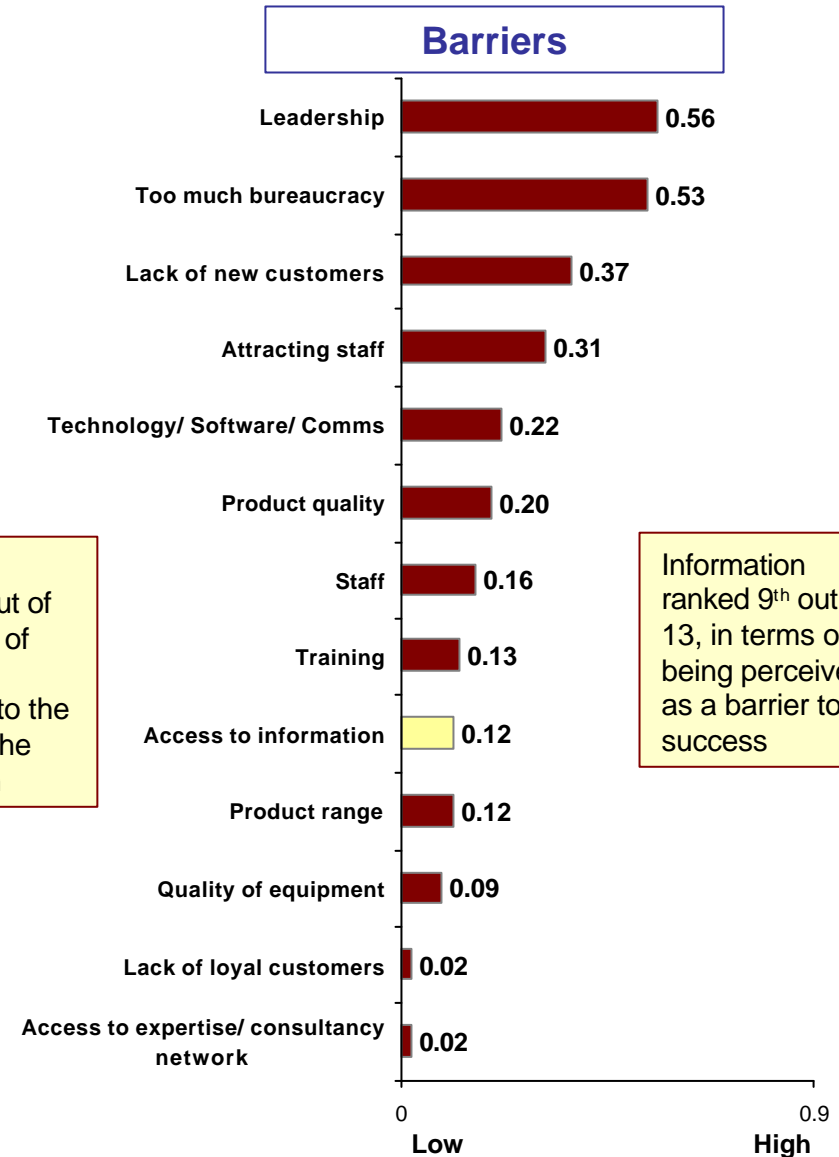
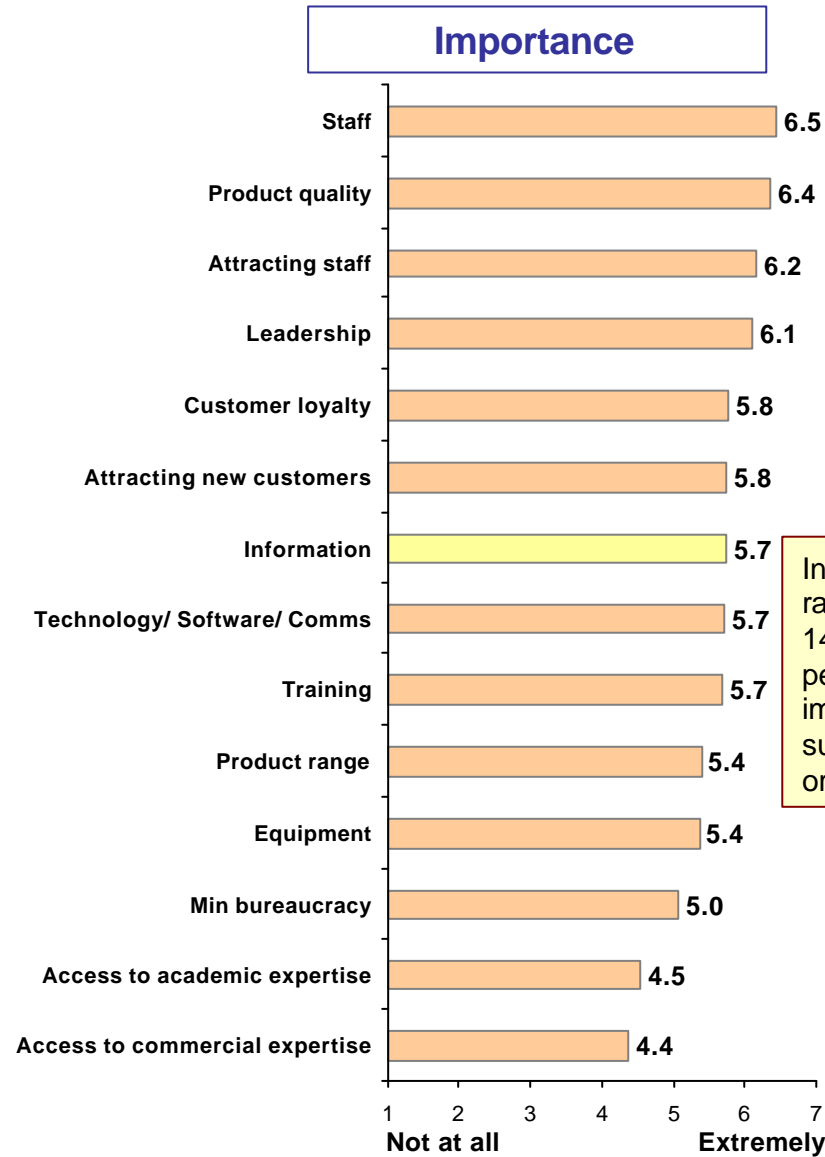


Information ranked 10th out of 13, in terms of being perceived as a barrier to success

Success factors: Large companies considering original research or review articles important

Q2. Many factors are important when considering the success of an organisation. Please rate the factors below in terms of their importance for the success of your company. *Base: Large company respondents considering original research or review articles important (n=86)*

Q3. And, of these factors which **three** are currently the biggest barriers to success at your organisation? *Base: Large company respondents ranking factors and considering original research or review articles important (n=86)*

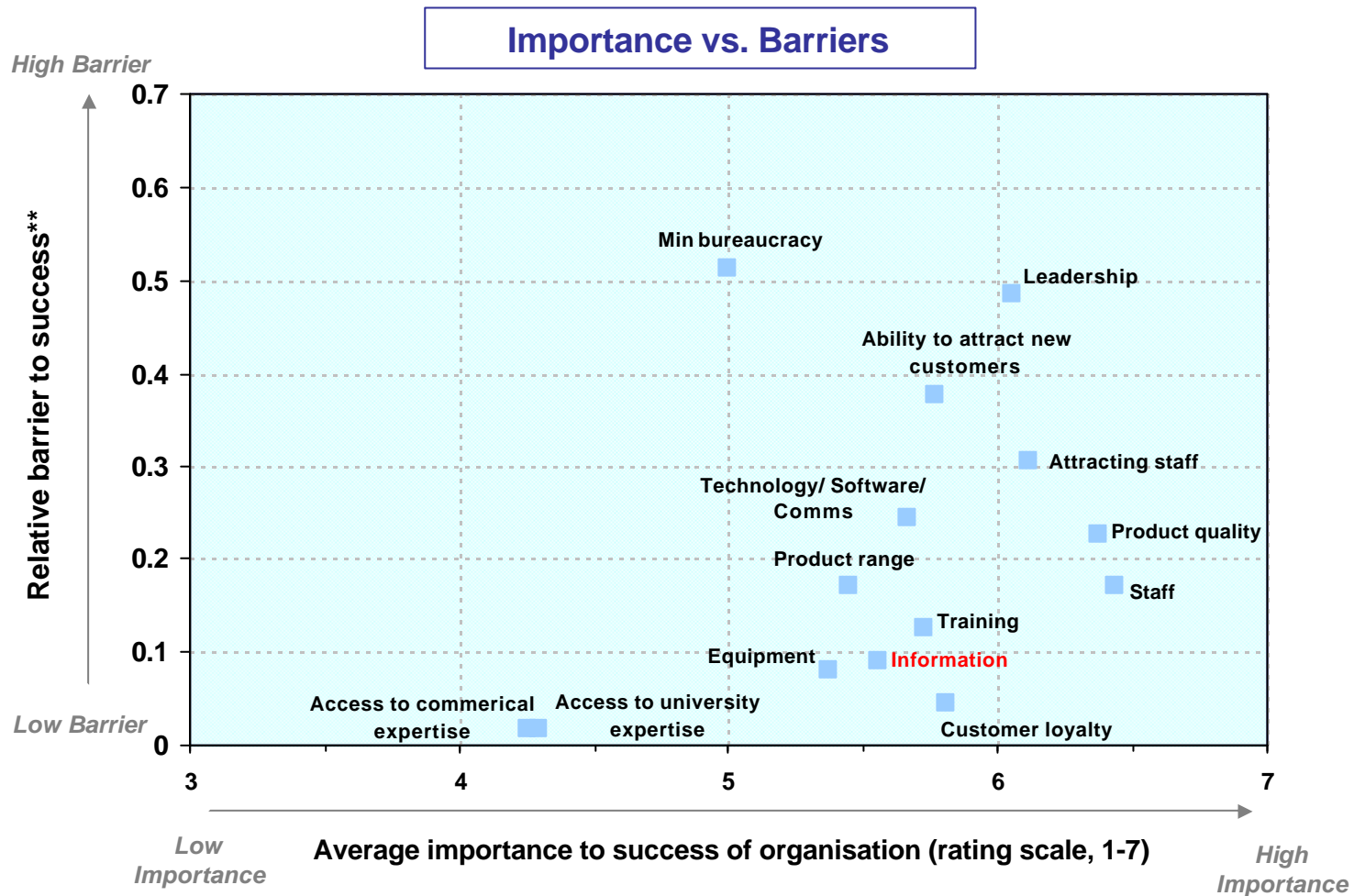


Success factors: Large companies (All)

Q2. Many factors are important when considering the success of an organisation. Please rate the factors below in terms of their importance for the success of your company. Base: All large company respondents (n=111)

Q3. And, of these factors which three are currently the biggest barriers to success at your organisation?

Base: All large company respondents ranking factors. (n=111)



** Index number plotted is the product of average rank position and proportion of base selecting factor.

Information access: Large companies (All)

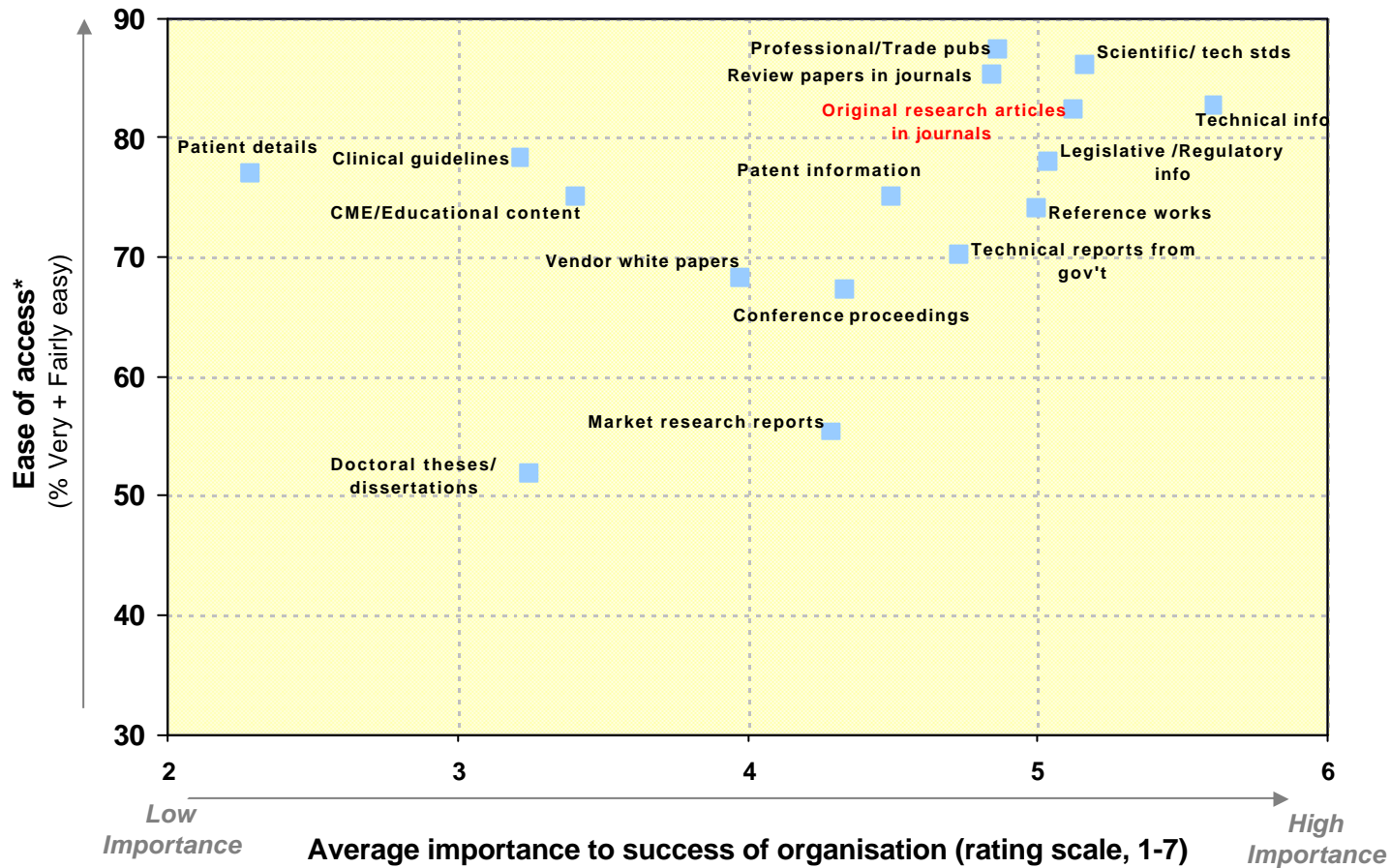
Q8. When it comes to information, how important is it that you have access to the types of information listed below?.

Base: All large company respondents (n=111)

Q8b. And of the various information types which you consider important, how would you describe your level of access to them?

Base: All large company respondents rating factors as important. (n=111)

Information types: Importance vs. Ease of access



* Level of access only asked for those factors rated as important

University/ College respondents

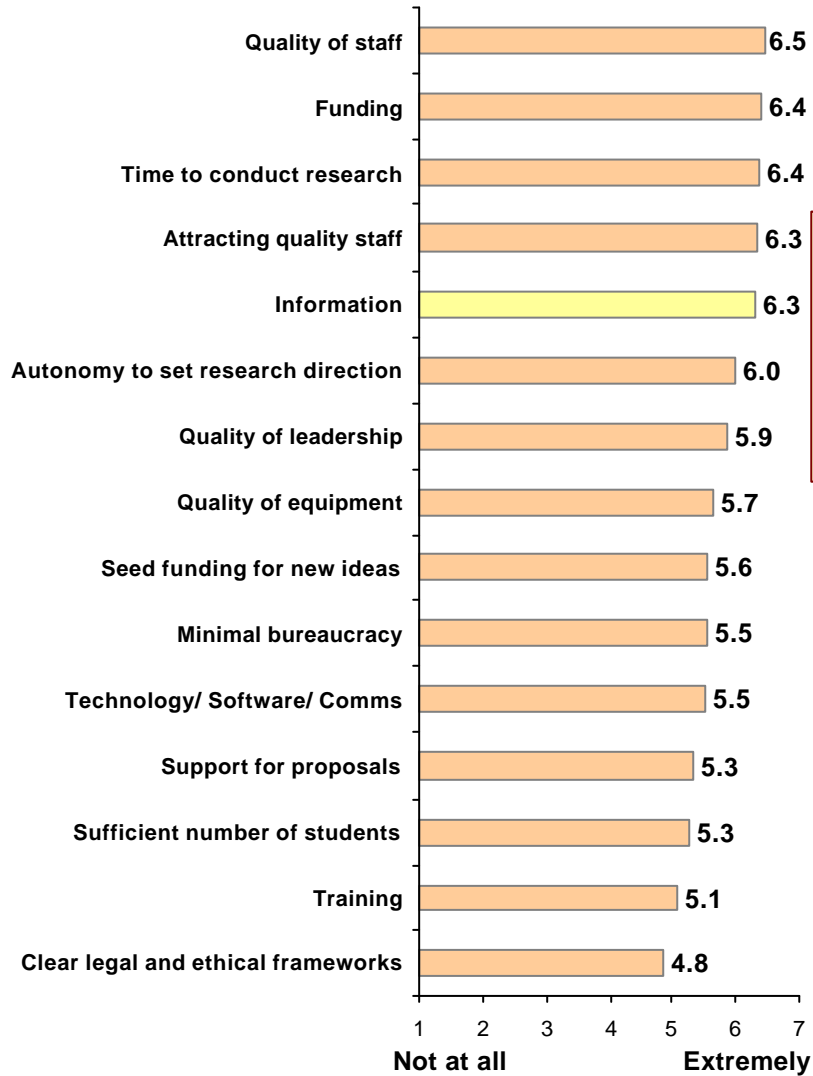
Success factors & barriers: University/ College respondents (All)

Q4. Many factors are important when considering the success of an organisation. Please rate the factors below in terms of their importance for the success of your institute.

Base: All university or college respondents (n=470)

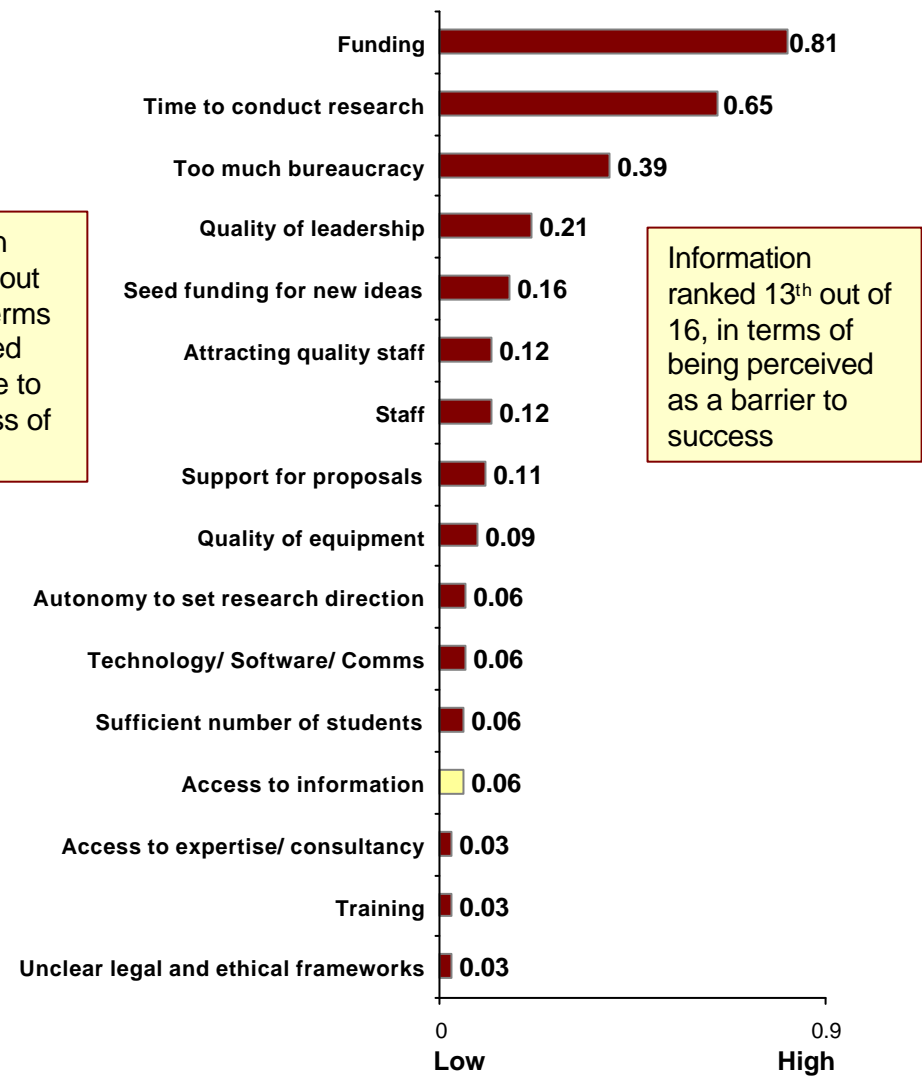
Q5. And, of these factors which three are currently the biggest barriers to success at your institute? Base: All university or college respondents ranking factors. (n=470)

Importance



Information ranked 5th out of 15, in terms of perceived importance to the success of institute

Barriers

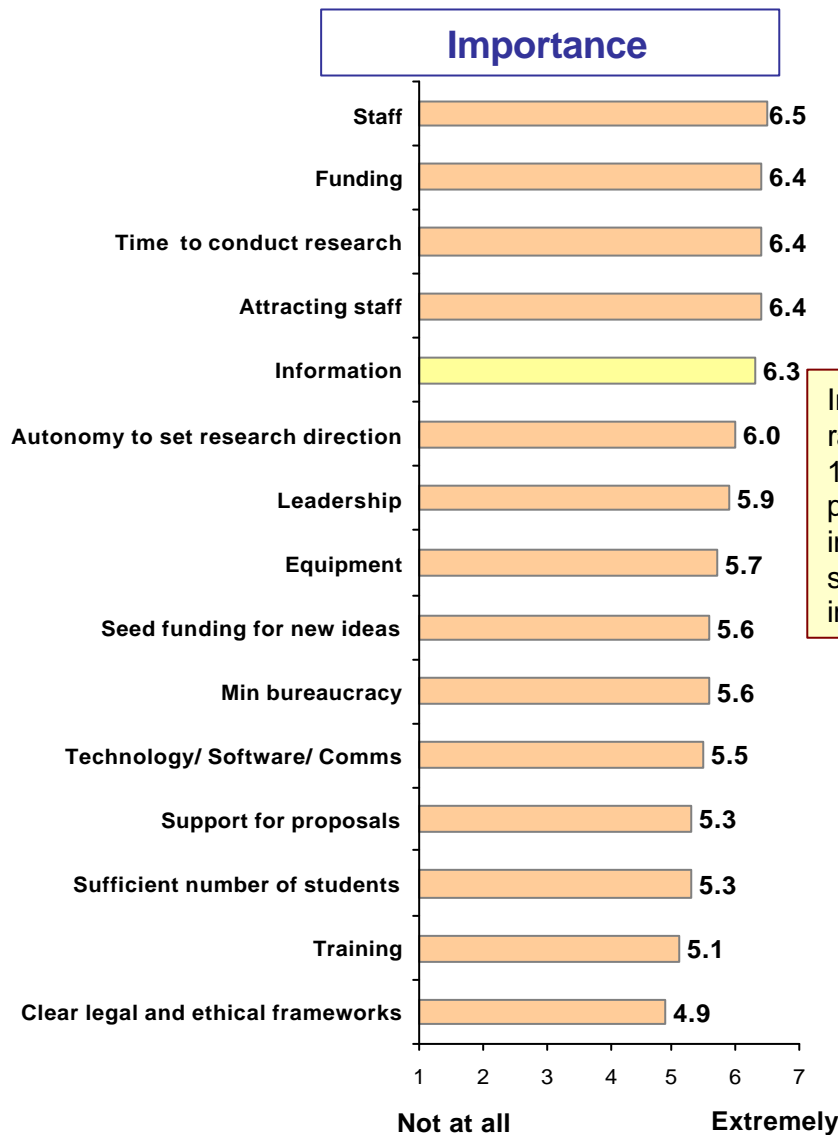


Information ranked 13th out of 16, in terms of being perceived as a barrier to success

Success factors: University/College respondents who consider original research or review articles important

Q4. Many factors are important when considering the success of an organisation. Please rate the factors below in terms of their importance for the success of your institute. *Base: University/College respondents considering original research or review articles important (5,6 or 7 on scale) (n=465)*

Q5. And, of these factors which three are currently the biggest barriers to success at your institute? *Base: University/ College respondents ranking factors and considering original research or review articles important (n=465)*



Information ranked 5th out of 15, in terms of perceived importance to the success of the institute



Information ranked 13th out of 16, in terms of being perceived as a barrier to success

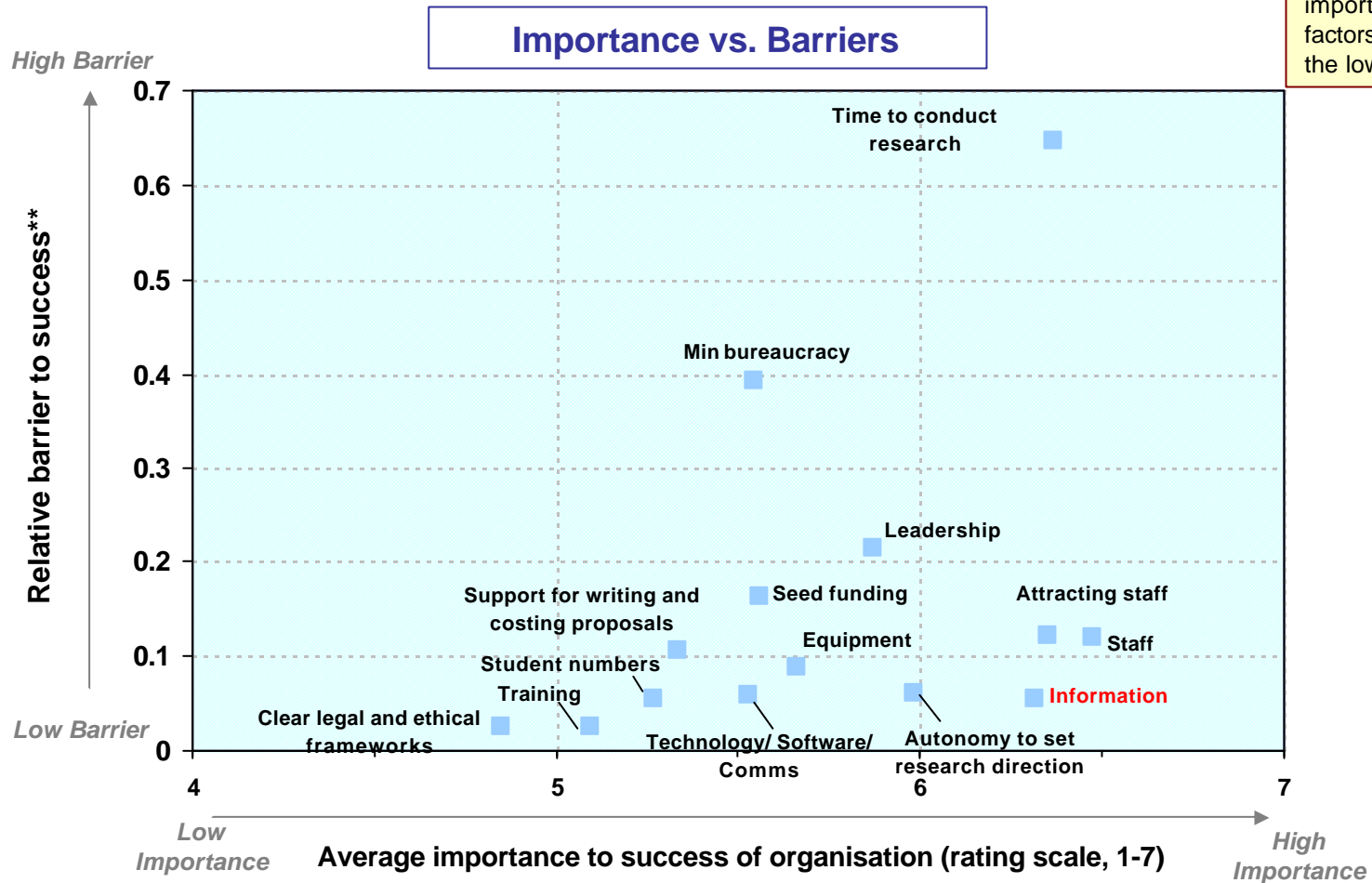
Success factors: University/College respondents (All)

Q4. Many factors are important when considering the success of an organisation. Please rate the factors below in terms of their importance for the success of your institute. *Base: All university or college respondents (n=470)*

Q5. And, of these factors which three are currently the biggest barriers to success at your institute?

Base: All university or college respondents ranking factors. (n=470)

Information is one of the most important success factors but one of the lowest barriers



** Index number plotted is the product of average rank position and proportion of base selecting factor.

Q8. When it comes to information, how important is it that you have access to the types of information listed below?

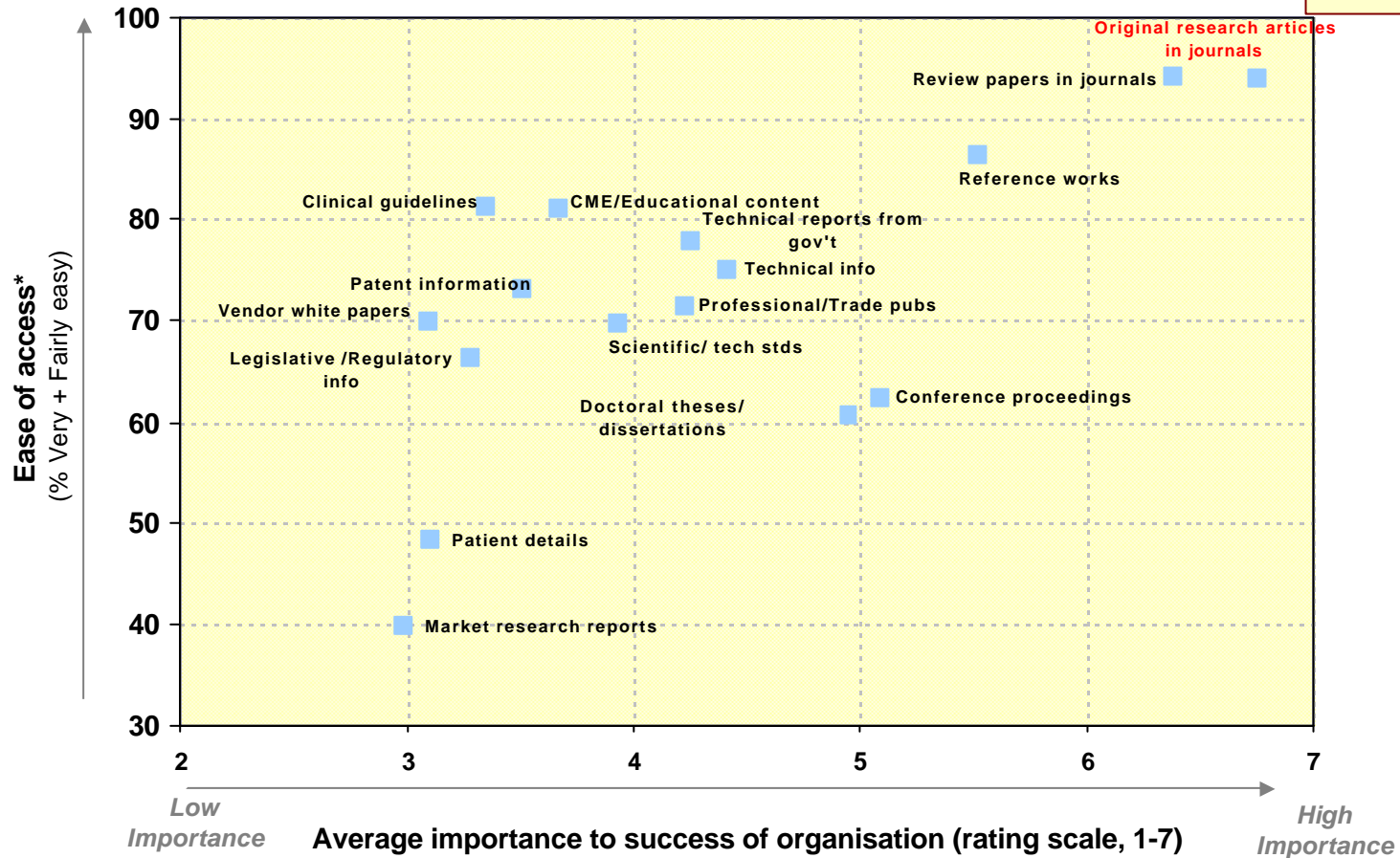
Base: All university or college respondents (n=470)

Q8b. And of the various information types which you consider important, how would you describe your level of access to them?

Base: All university or college respondents rating factors as important (n=470)

Information types: Importance vs. Ease of access

Research articles are the most important, and one of the easiest to access.



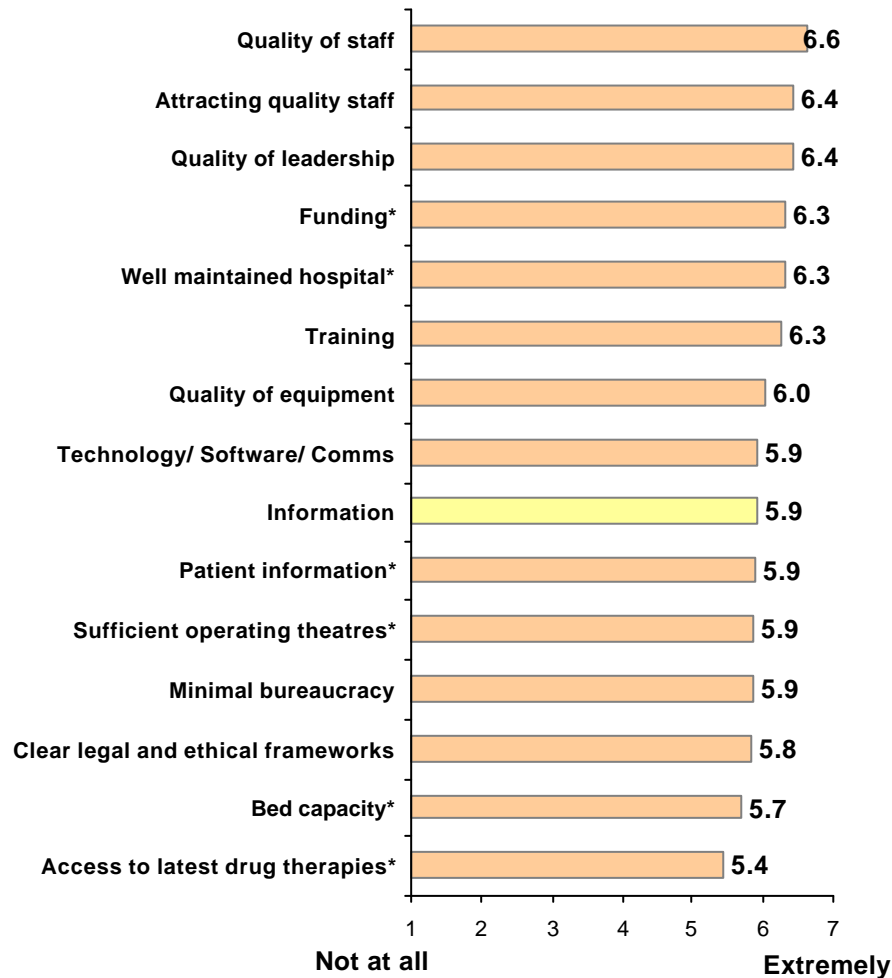
* Level of access only asked for those factors rated as important

Hospital/ Medical School + Non-governmental Public Health

Q2/6. Many factors are important when considering the success of an organisation. Please rate the factors below in terms of their importance for the success of your hospital/organisation. *Base: Hospital + Public Health respondents (n=179)*

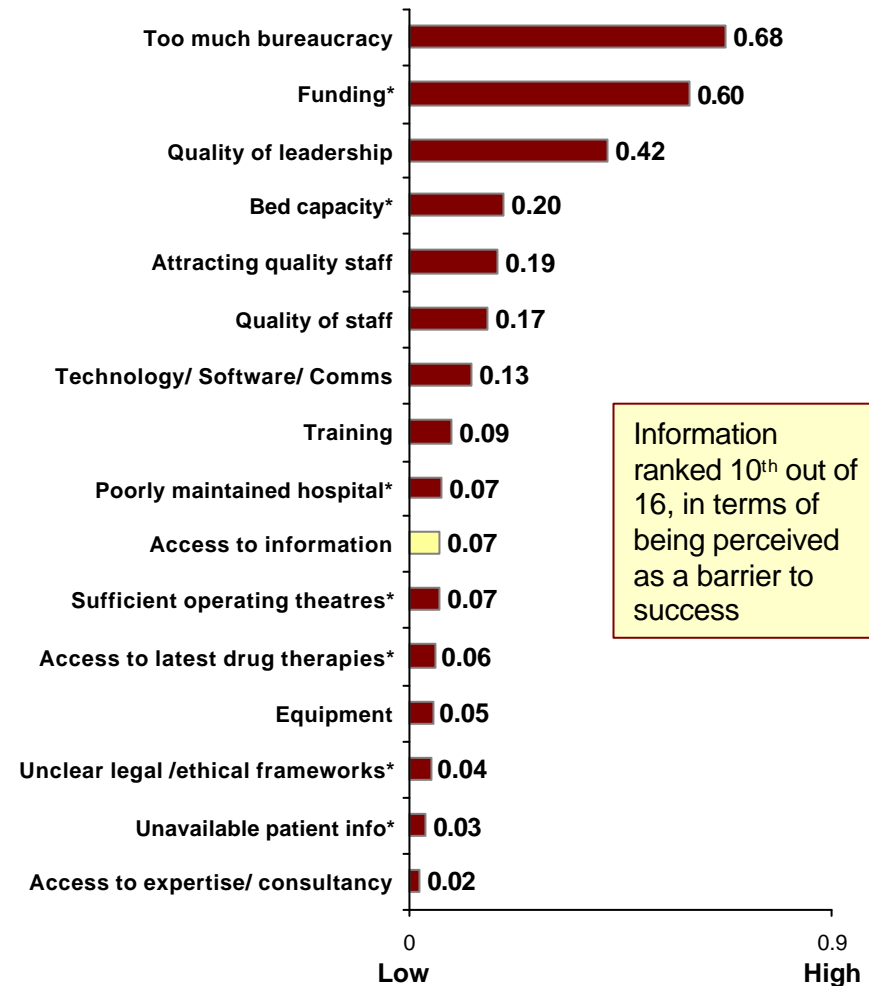
Q3/7. And, of these factors which three are currently the biggest barriers to success at your hospital/organisation? *Base: Hospital + Public Health respondents ranking factors (n=179)*

Importance



Information ranked 9th out of 15, in terms of perceived importance to the success of organisation

Barriers



Information ranked 10th out of 16, in terms of being perceived as a barrier to success

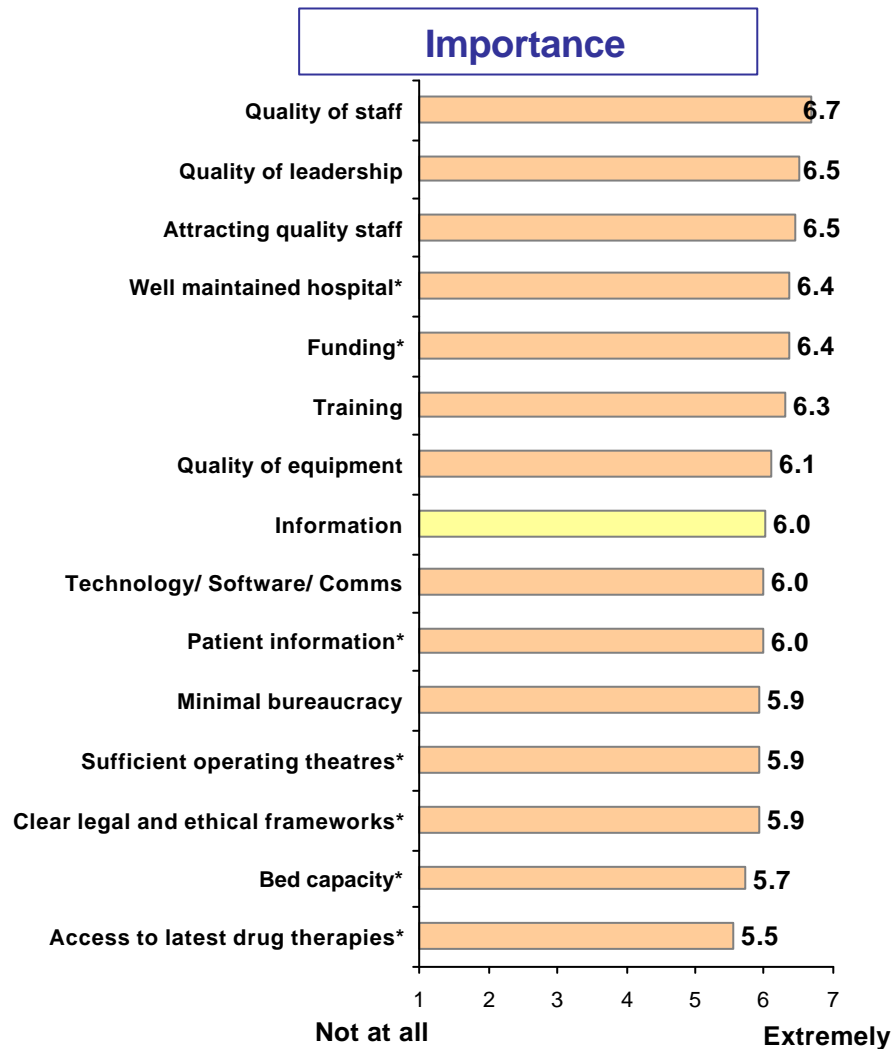
* Only asked for Hospital/ Medical School, n=171
Base size for Public Health too small to list separately, n=8

Success factors & barriers: Hospitals + Public Health who consider original research or review articles important

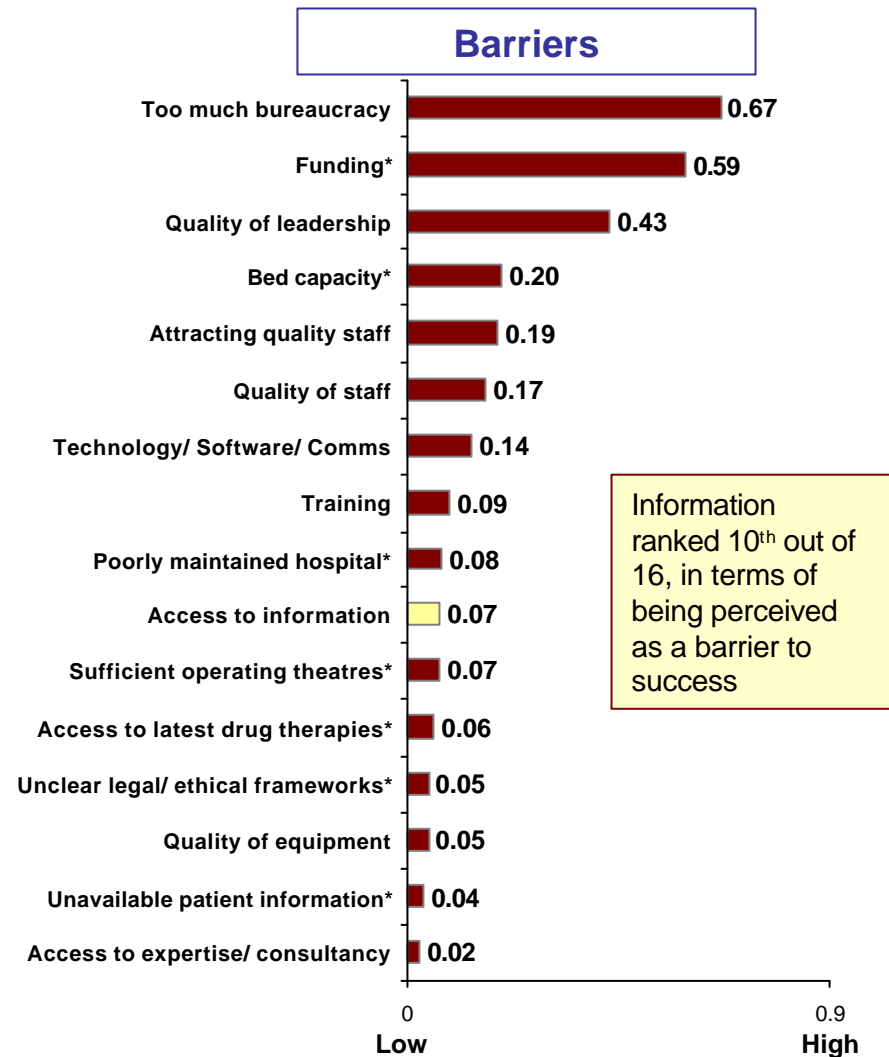
Q2/6. Many factors are important when considering the success of an organisation. Please rate the factors below in terms of their importance for the success of your hospital/ organisation.

Base: Hospital + Public Health respondents considering original research or review articles important (5, 6 or 7 on scale) (n=171)

Q3/7. And, of these factors which three are currently the biggest barriers to success at your hospital/ organisation? Base: Hospital + Public Health respondents ranking factors and considering original research or review articles important (5, 6 or 7 on scale) (n=171)



Information ranked 8th out of 15, in terms of perceived importance to the success of organisation



Information ranked 10th out of 16, in terms of being perceived as a barrier to success

* Only asked for Hospital/ Medical School, n=163
Base size for Public Health too small to list separately, n=8

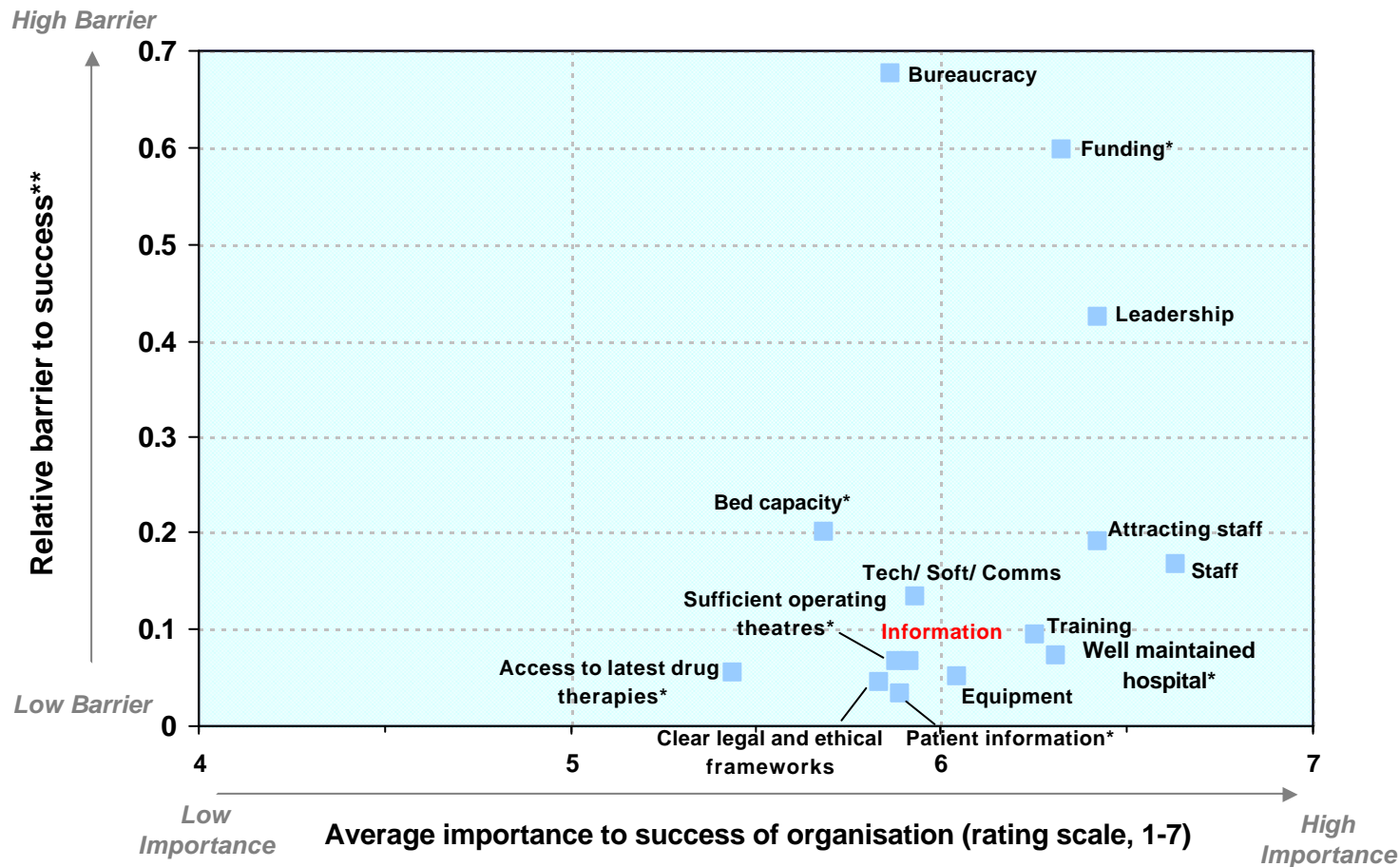
Success factors: Hospitals + Public Health

Q2/6. Many factors are important when considering the success of an organisation. Please rate the factors below in terms of their importance for the success of your hospital/ organisation. *Base: Hospital + Public Health respondents (n=179)*

Q3/7. And, of these factors which three are currently the biggest barriers to success at your hospital/ organisation?

Base: Hospital + Public Health respondents (n=179)

Importance vs. Barriers



** Index number plotted is the product of average rank position and proportion of base selecting factor.

* Only asked for Hospital/ Medical School, n=171
Base size for Public Health too small to list separately, n=8

Information access: Hospitals + Public Health

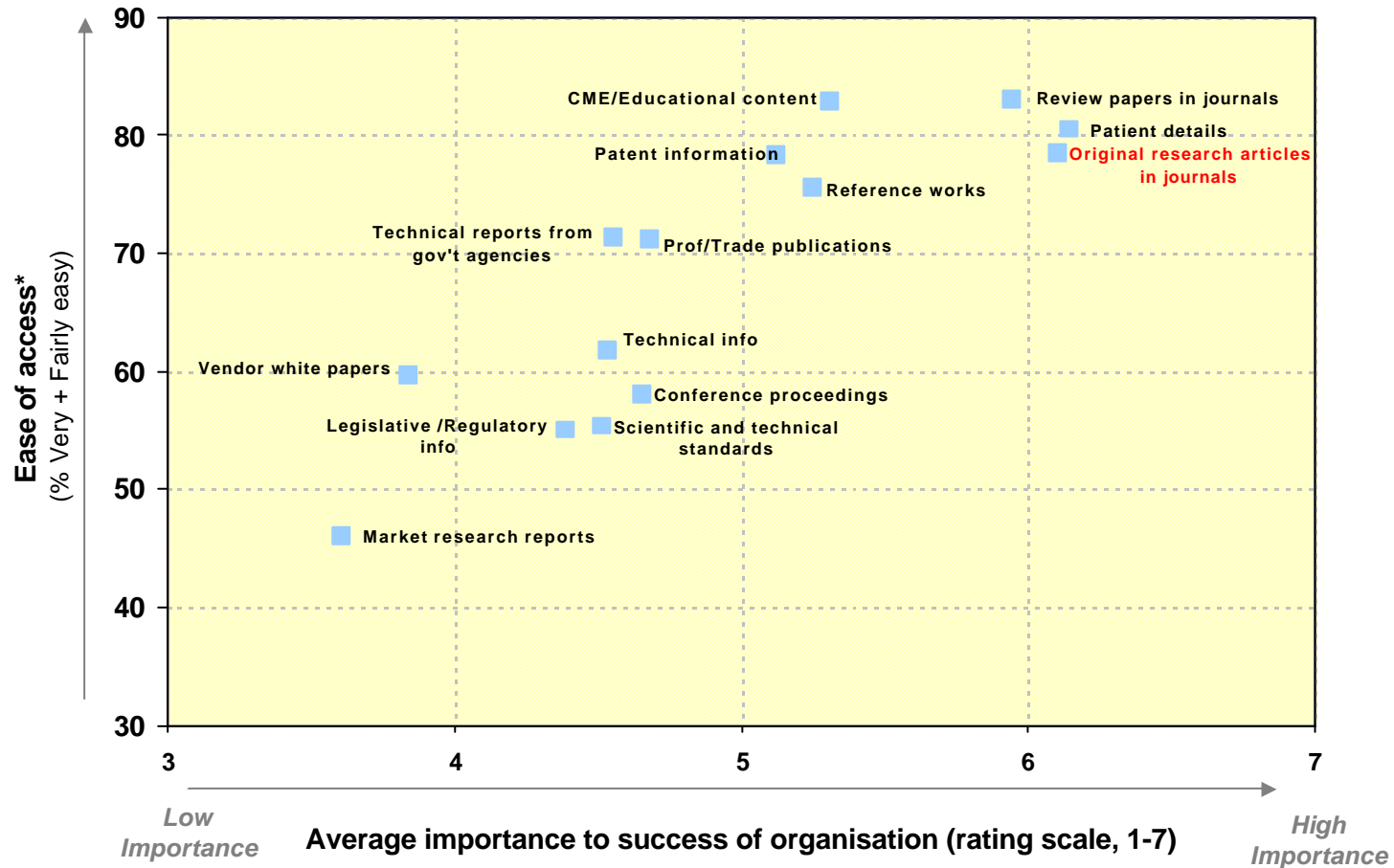
Q8. When it comes to information, how important is it that you have access to the types of information listed below?

Base: Hospital + Public Health respondents (n=179)

Q8b. And of the various information types which you consider important, how would you describe your level of access to them?

Base: Hospital + Public Health respondents rating factors as important. (n=179)

Information types: Importance vs. Ease of access



* Level of access only asked for those factors rated as important

Research Institute + Governmental

Success factors & barriers: Research Institute + Governmental

Q2/4. Many factors are important when considering the success of an organisation. Please rate the factors below in terms of their importance for the success of your institute.

Base: Research institute + Governmental respondents (n=121)

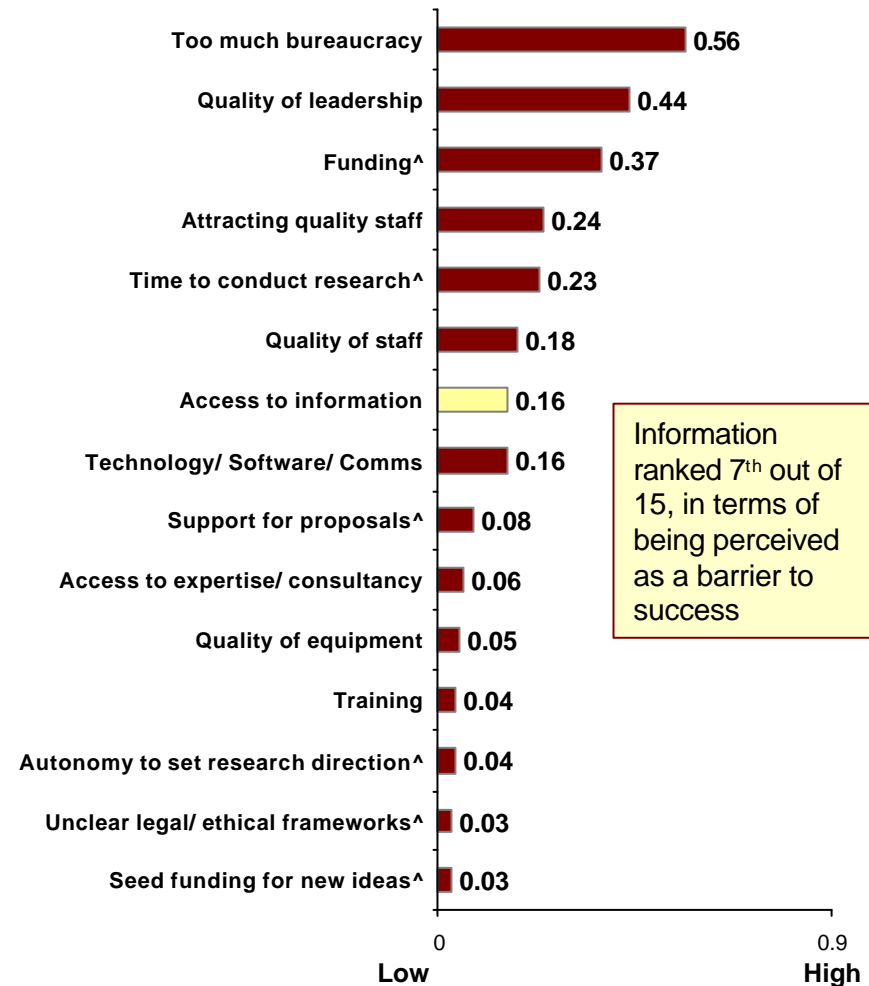
Q3/5. And, of these factors which three are currently the biggest barriers to success at your institute? Base: Research institute + Governmental respondents (n=121)

Importance



Information ranked 4th out of 16, in terms of perceived importance to the success of organisation

Barriers



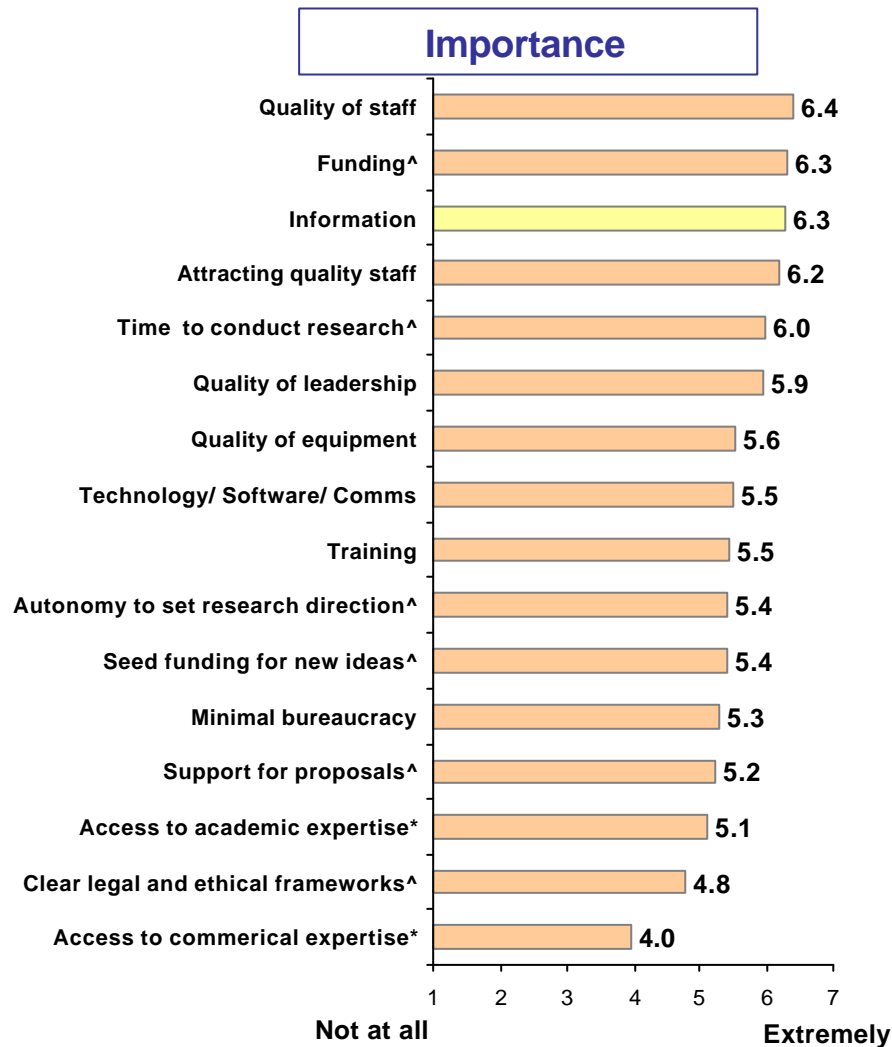
Information ranked 7th out of 15, in terms of being perceived as a barrier to success

* Only asked for Governmental, n=65
^ Only asked for Research Institutes, n=56

Success factors & barriers: Research Institute + Governmental who consider original research or review articles important

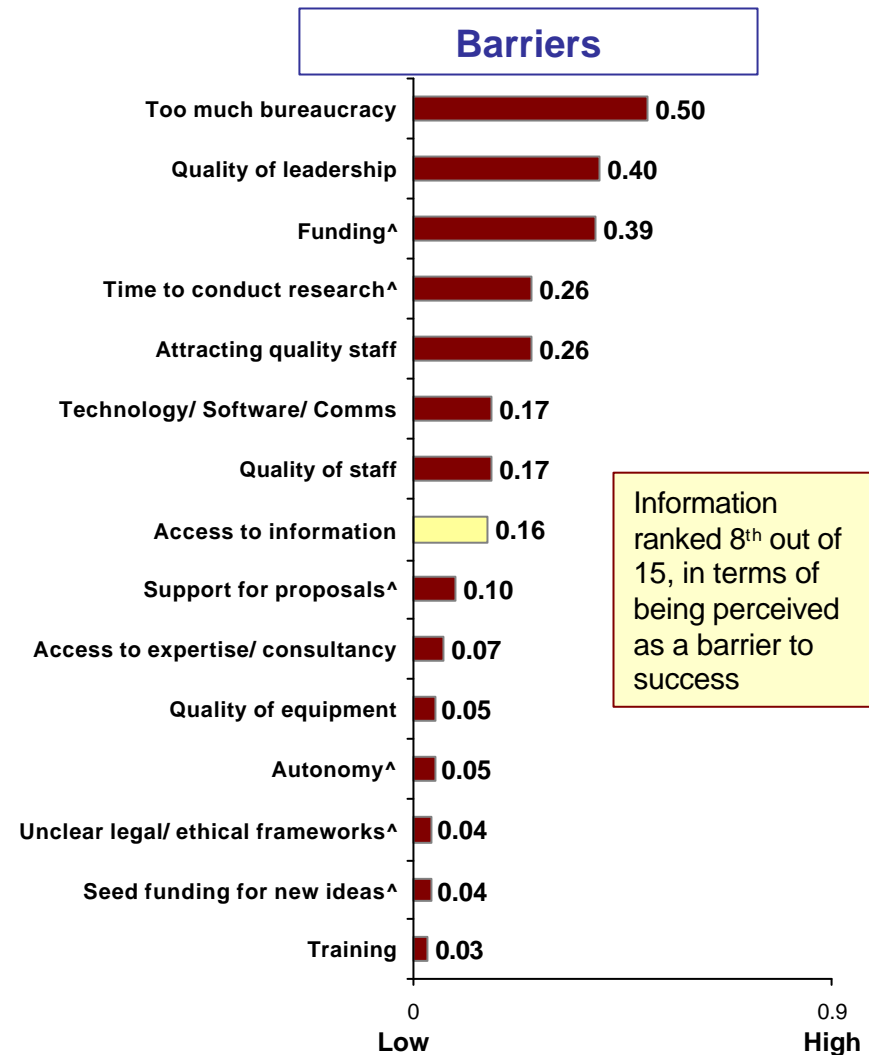
Q2/4. Many factors are important when considering the success of an organisation. Please rate the factors below in terms of their importance for the success of your institute.

Base: Research Institute + Governmental respondents considering original research or review articles important (5, 6 or 7 on scale) (n=105)



Information ranked 3rd out of 16, in terms of perceived importance to the success of organisation

Q3/5. And, of these factors which three are currently the biggest barriers to success at your hospital/ organisation? Base: Research institute + Governmental respondents ranking factors and considering original research or review articles important (n=105)



Information ranked 8th out of 15, in terms of being perceived as a barrier to success

* Only asked for governmental, n=50
^ Only asked for research institutes, n=55

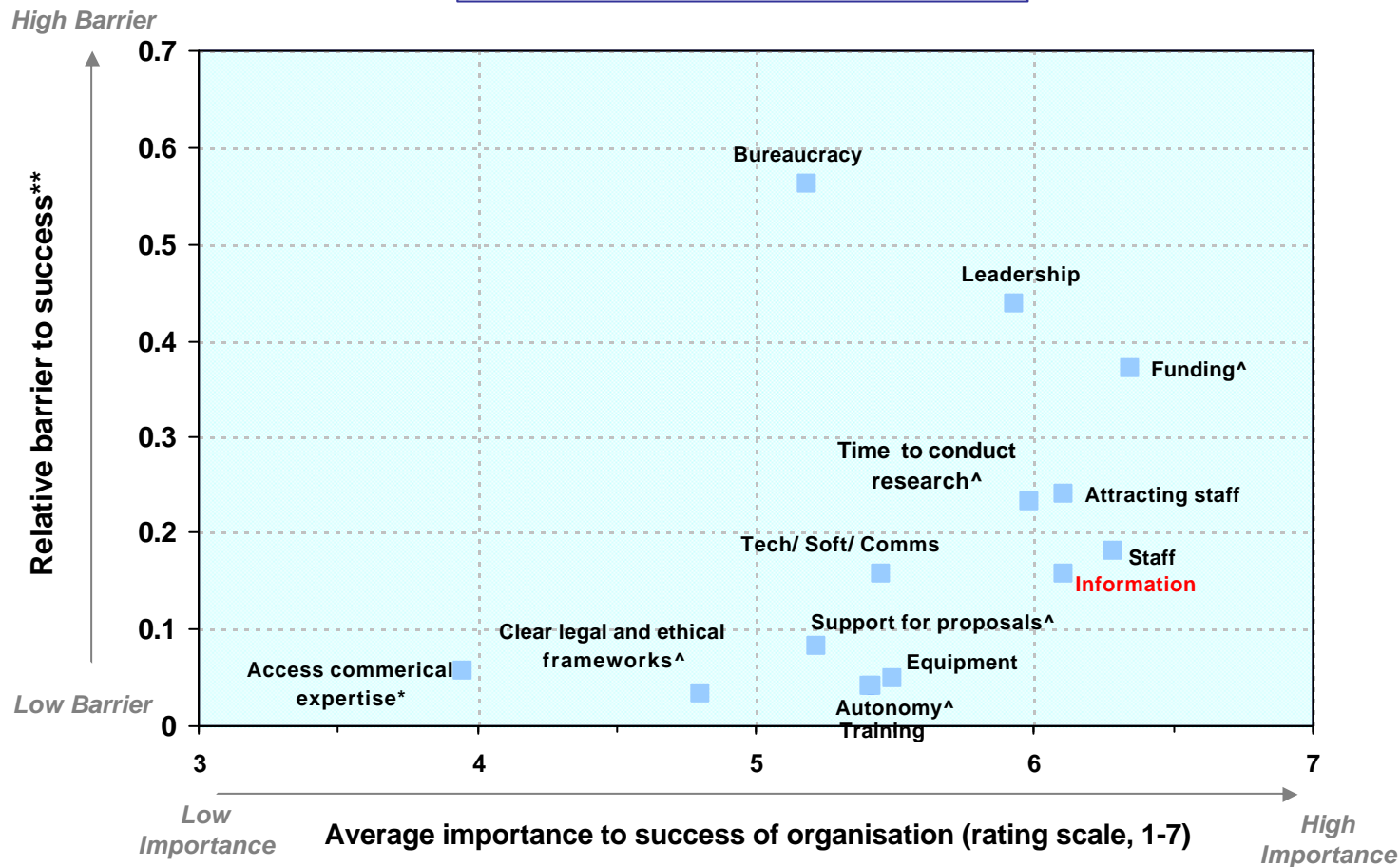
Success factors: Research Institute + Governmental

Q2/4. Many factors are important when considering the success of an organisation. Please rate the factors below in terms of their importance for the success of your institute. *Base: Research institute + Governmental respondents (n=121)*

Q3/5. And, of these factors which three are currently the biggest barriers to success at your institute?

Base: Research institute + Governmental respondents (n=121)

Importance vs. Barriers



** Index number plotted is the product of average rank position and proportion of base selecting factor.

* Only asked for Governmental, n=65
^ Only asked for Research Institutes, n=56

Information access: Research Institute + Governmental

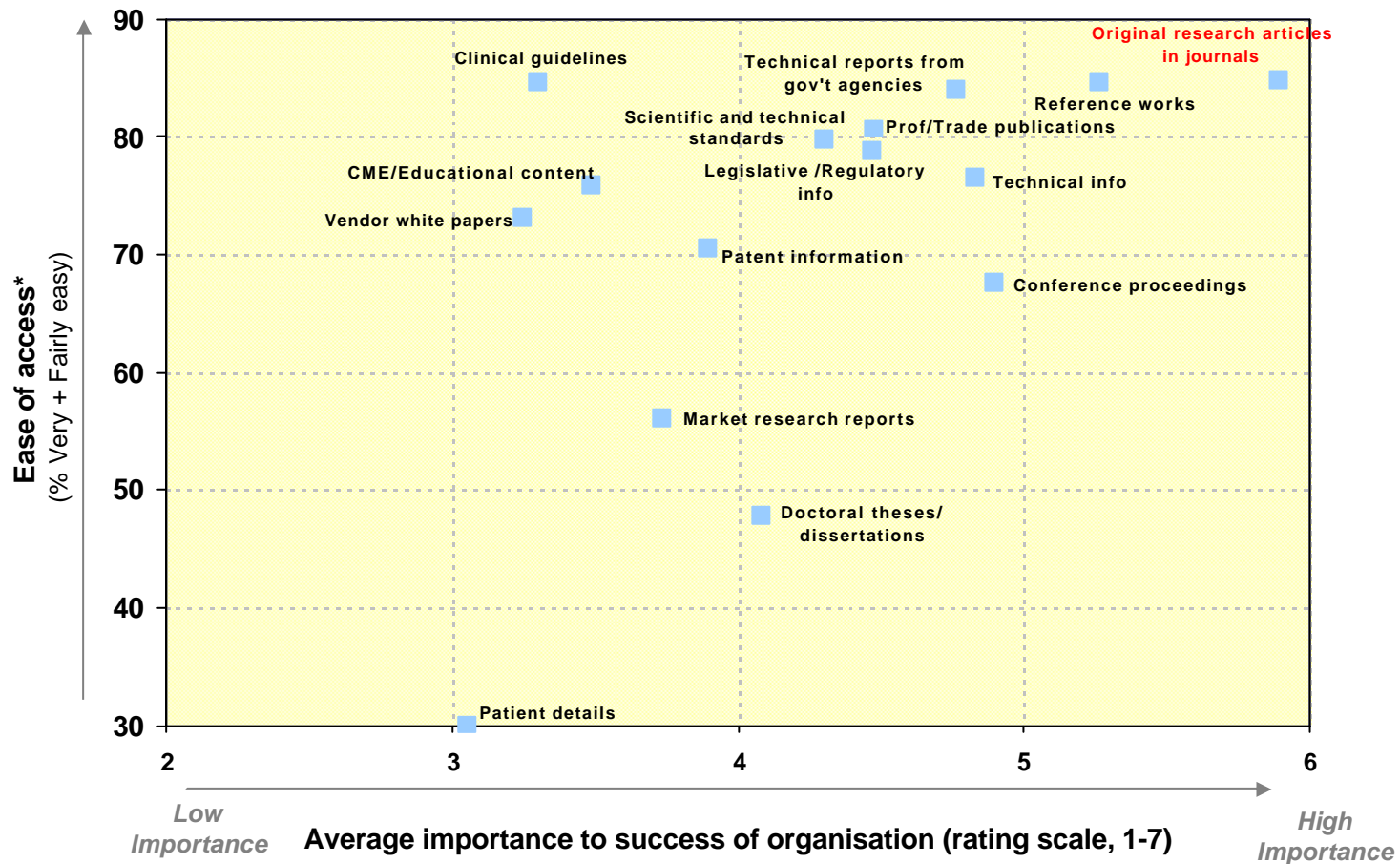
Q8. When it comes to information, how important is it that you have access to the types of information listed below?.

Base: Research institute + Governmental respondents (n=121)

Q8b. And of the various information types which you consider important, how would you describe your level of access to them?

Base: Research institute + Governmental respondents rating factors as important. (n=121)

Information types: Importance vs. Ease of access



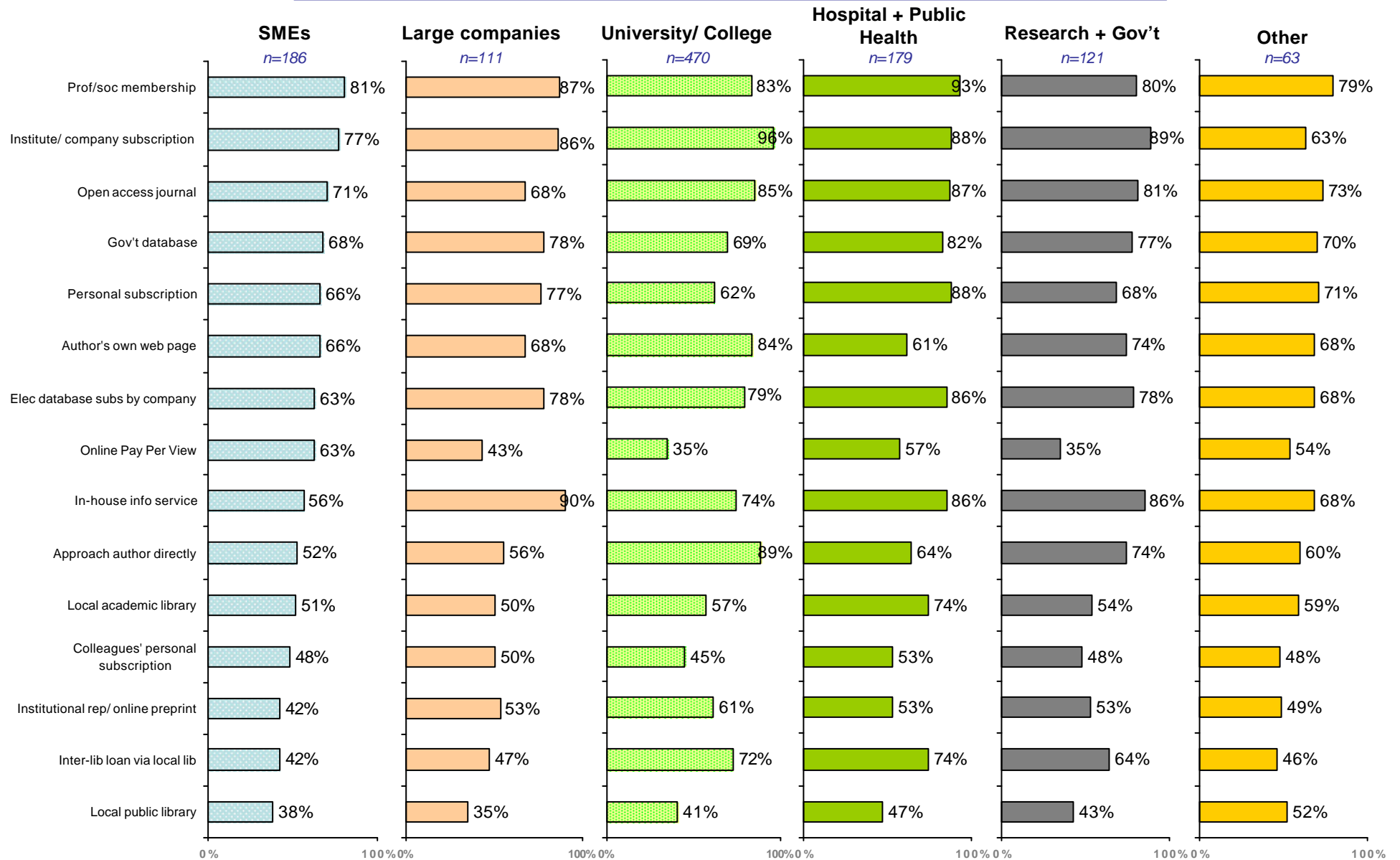
* Level of access only asked for those factors rated as important

Supporting analyses

Most popular channels of access

Q9. How often do you access information that you require, via the following channels? (Scale: Daily, 2-3 times per week, Weekly, Monthly, Every 2-3 months, Every 3-6 months, Annually, Less often, Never) *Base: Total of each group.*

% of respondents using channel with any frequency (all responses except 'never')



Q9. How often do you access information that you require, via the following channels?

		Government database	Electronic database to which the institute/company subscribes	Institutional repository or online preprint server	Via in-house information service	Personal subscription	Colleagues' personal subscription	Institute/company subscription	Professional/society membership	Via a local public library	Via a local academic library (not your place of work)	Inter library loan via a local library	Author's own web page	Approach the author directly	Online Pay Per View	Via an open access journal
SMEs (n=186)	Several times per week	5%	18%	5%	23%	19%	5%	24%	16%	1%	2%	1%	8%	1%	8%	18%
	Weekly to monthly	30%	26%	16%	17%	33%	20%	36%	43%	6%	10%	6%	22%	12%	23%	29%
	Every 2- 6 months	16%	10%	9%	8%	6%	10%	9%	11%	12%	16%	9%	17%	17%	17%	15%
	Less often	17%	9%	12%	9%	8%	13%	8%	11%	19%	24%	27%	20%	22%	15%	9%
	Never	32%	37%	58%	44%	34%	52%	23%	19%	62%	49%	58%	34%	48%	37%	29%
Large companies (n=111)	Several times per week	5%	22%	11%	47%	13%	2%	24%	8%	1%	3%	3%	6%	0%	1%	12%
	Weekly to monthly	21%	32%	16%	32%	42%	23%	38%	49%	4%	11%	8%	16%	10%	14%	20%
	Every 2- 6 months	31%	11%	8%	4%	8%	8%	12%	12%	10%	11%	10%	19%	13%	9%	18%
	Less often	23%	14%	18%	7%	14%	18%	12%	19%	21%	25%	26%	26%	33%	20%	19%
	Never	22%	22%	47%	10%	23%	50%	14%	13%	65%	50%	53%	32%	44%	57%	32%
University /College (n=470)	Several times per week	6%	34%	13%	21%	14%	6%	69%	16%	3%	5%	4%	9%	4%	2%	24%
	Weekly to monthly	19%	22%	17%	26%	29%	10%	19%	40%	6%	14%	17%	31%	24%	5%	30%
	Every 2- 6 months	20%	9%	11%	9%	8%	11%	4%	16%	8%	15%	22%	26%	30%	7%	16%
	Less often	24%	13%	19%	18%	10%	18%	3%	11%	24%	23%	30%	19%	31%	21%	15%
	Never	31%	21%	39%	26%	38%	55%	4%	17%	59%	43%	28%	16%	11%	65%	15%

Channels of access

Q9. How often do you access information that you require, via the following channels?

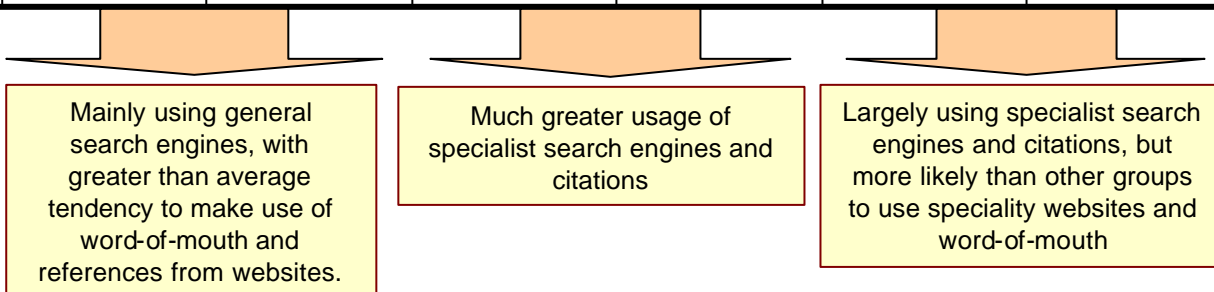
		Government database	Electronic database to which the institute/company subscribes	Institutional repository or online preprint server	Via in-house information service	Personal subscription	Colleagues' personal subscription	Institute/company subscription	Professional/ society membership	Via a local public library	Via a local academic library (not your place of work)	Inter library loan via a local library	Author's own web page	Approach the author directly	Online Pay Per View	Via an open access journal
Hospital + Public Health (n=179)	Several times per week	11%	33%	10%	39%	39%	12%	43%	32%	4%	12%	8%	3%	2%	5%	24%
	Weekly to monthly	32%	27%	20%	25%	36%	18%	26%	42%	11%	20%	24%	13%	8%	12%	35%
	Every 2- 6 months	21%	13%	11%	12%	5%	8%	11%	9%	8%	18%	20%	13%	18%	17%	18%
	Less often	18%	13%	12%	10%	9%	14%	8%	10%	24%	24%	22%	32%	36%	23%	9%
	Never	18%	14%	47%	14%	12%	47%	12%	7%	53%	26%	26%	39%	36%	43%	13%
Research Institute + Gov't (n=121)	Several times per week	19%	33%	14%	43%	19%	6%	47%	18%	2%	7%	5%	9%	6%	2%	23%
	Weekly to monthly	31%	26%	21%	28%	27%	14%	30%	37%	9%	14%	20%	21%	14%	11%	32%
	Every 2- 6 months	20%	12%	14%	10%	7%	16%	7%	12%	12%	10%	17%	23%	26%	12%	15%
	Less often	7%	7%	6%	5%	14%	12%	6%	13%	21%	22%	23%	21%	28%	10%	11%
	Never	23%	22%	45%	14%	32%	52%	11%	20%	57%	46%	36%	26%	26%	65%	19%
Other (n=63)	Several times per week	8%	24%	6%	38%	22%	10%	24%	19%	3%	3%	2%	10%	3%	5%	6%
	Weekly to monthly	35%	29%	19%	19%	33%	19%	19%	38%	10%	21%	8%	21%	14%	6%	33%
	Every 2- 6 months	16%	5%	16%	6%	8%	3%	14%	10%	16%	16%	14%	24%	19%	27%	16%
	Less often	11%	11%	8%	5%	8%	16%	6%	13%	24%	19%	22%	14%	24%	16%	17%
	Never	30%	32%	51%	32%	29%	52%	37%	21%	48%	41%	54%	32%	40%	46%	27%

How articles are discovered

Q16. In reference to this article, how did you learn about it?

Base: All who have had difficulty accessing an article recently

	SMEs (n=103)	Large companies (n=38)	University/ College (n=114)	Hospital + Public Health (n=83)	Research Institute + Gov't (n=32)	Other (n=25)
Searching using a general search engine such as Google, Yahoo, LiveSearch	44%	45%	19%	17%	22%	32%
Searching on a specialist search engine (e.g. Scopus, Web of Science, GoogleScholar, INSPEC, PubMed etc)	36%	24%	54%	58%	44%	48%
A cited reference in a publication	32%	34%	53%	42%	41%	64%
Notified by a colleague or friend	5%	16%	3%	7%	16%	12%
It was referred to on a speciality website	10%	13%	4%	10%	16%	24%
Read about it in a magazine or newspaper	3%	8%	2%	2%	9%	4%
Heard about it on TV, radio	1%	0%	0%	0%	0%	8%



Likelihood to use alternative routes to an article

Q17. Which of the following did you do to obtain this article?

Note: Question was asked only of those who reported experiencing difficulty with accessing a journal article, numbers represent percentages of the total population of each subgroup

	SMEs (n=186)	Large companies (n=111)	University/ College (n=470)	Hospital + Public Health (n=179)	Research Institute + Gov't (n=121)	Other (n=63)
Check access via your organisation's library or in-house information service	8%	11%	6%	13%	5%	13%
Check access via your local academic library (if not based in academia)	4%	1%	3%	7%	6%	3%
Check access via a local public library	0%	0%	0%	1%	1%	2%
Check access via a colleagues' subscription	8%	3%	3%	6%	2%	6%
Request an interlibrary loan from a library	4%	1%	6%	10%	5%	8%
Approach the author directly	6%	2%	6%	5%	7%	6%
Use a service such as patientINFORM, AGORA, HINARI, OARE etc	3%	2%	0%	3%	1%	2%
Look for an early version of the article on the web	15%	9%	3%	6%	8%	17%
Did not try any of the methods listed	6%	8%	4%	6%	3%	3%

Intended use of article

Q18. How did you intend to use this article that you had difficulty accessing?

Base: All who have had difficulty accessing an article recently

	SMEs (n=103)	Large companies (n=38)	University/ College (n=114)	Hospital + Public Health (n=83)	Research Ins + Gov't (n=32)	Other (n=25)
Use it for work purposes	86%	76%	59%	54%	72%	60%
General interest	6%	8%	1%	4%	3%	12%
Use it for my studies	6%	5%	28%	29%	25%	16%
To get a better understanding of a medical condition either for myself or on behalf of a family member or friend	1%	3%	0%	8%	0%	2%
Other (please specify)	1%	8%	12%	5%	0%	12%

Q19. How specifically, did you intend to use this article?

Base: All who have had difficulty accessing an article recently, and intended to use article for work purposes or general interest

	SMEs (n=95)	Large companies (n=32)	University/ College (n=68)	Hospital + Public Health (n=48)	Research Ins + Gov't (n=24)	Other (n=18)
Competitor intelligence	3%	3%	0%	0%	4%	0%
Keeping up-to-date	17%	19%	10%	31%	25%	11%
Help resolve a technical or clinical issue	29%	28%	13%	21%	17%	44%
Background literature search	46%	44%	71%	42%	46%	28%
Other (please specify)	4%	6%	6%	6%	8%	17%

Q20. Thinking of the most recent article which you had difficulty accessing, how important was it to access?

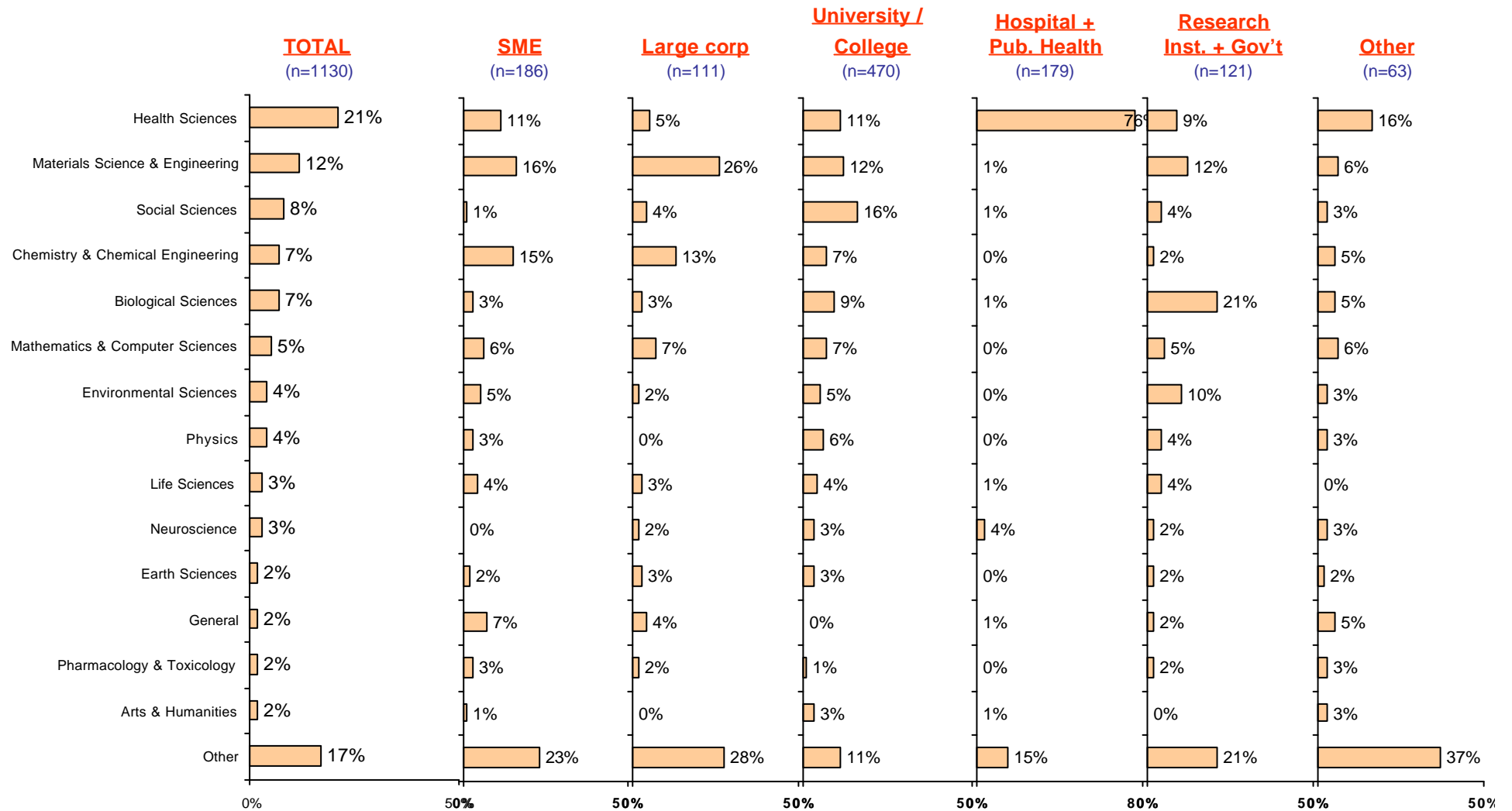
Base: All who have had difficulty accessing an article recently

% Important (rated 5, 6 or 7)	55%	63%	75%	76%	69%	60%
Mean importance (7=Extremely important)	4.5	4.6	5.1	5.2	5.0	4.7

Demographics

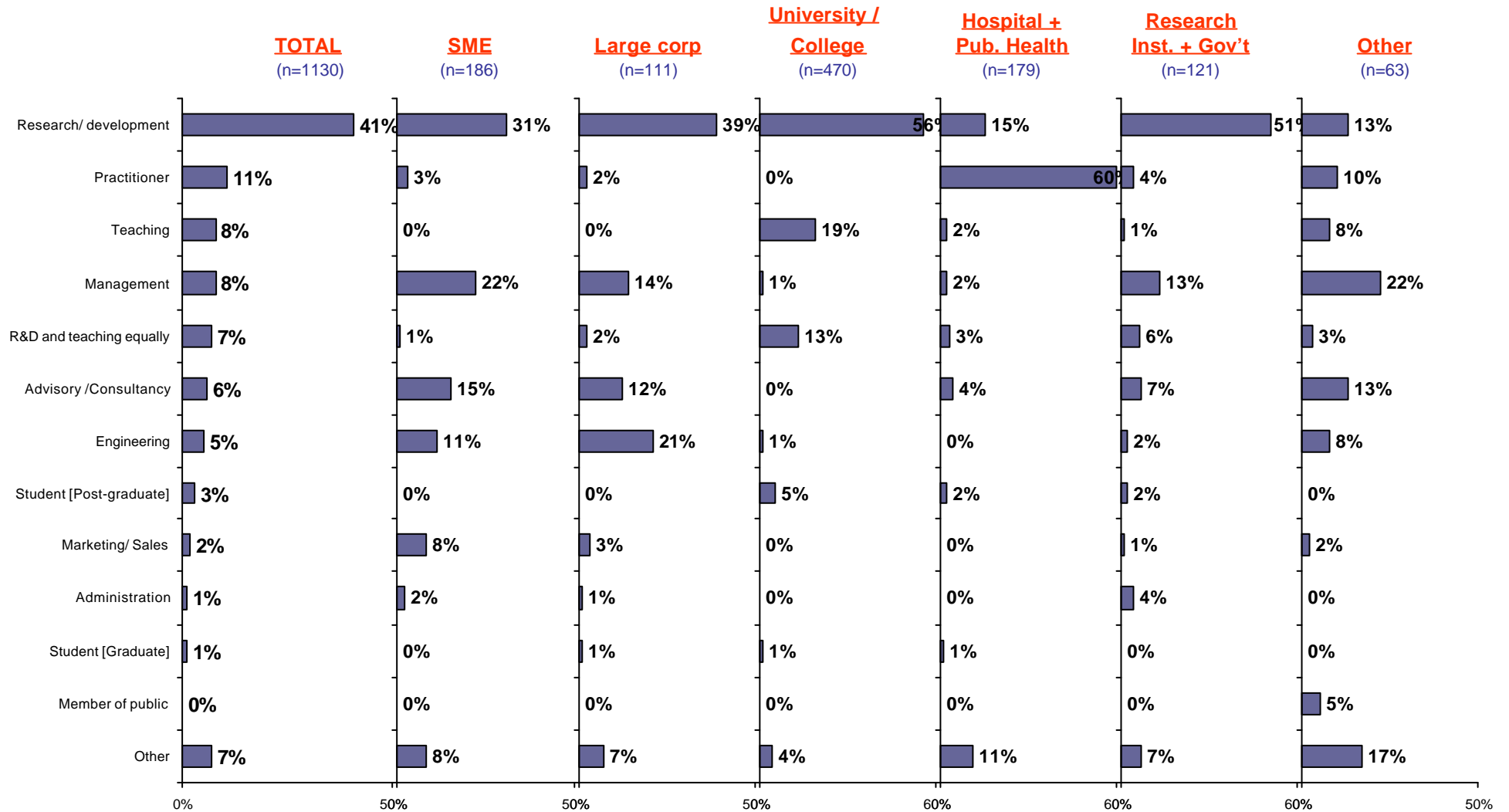
Demographics: Area

Q25. How would you classify the area you work in?



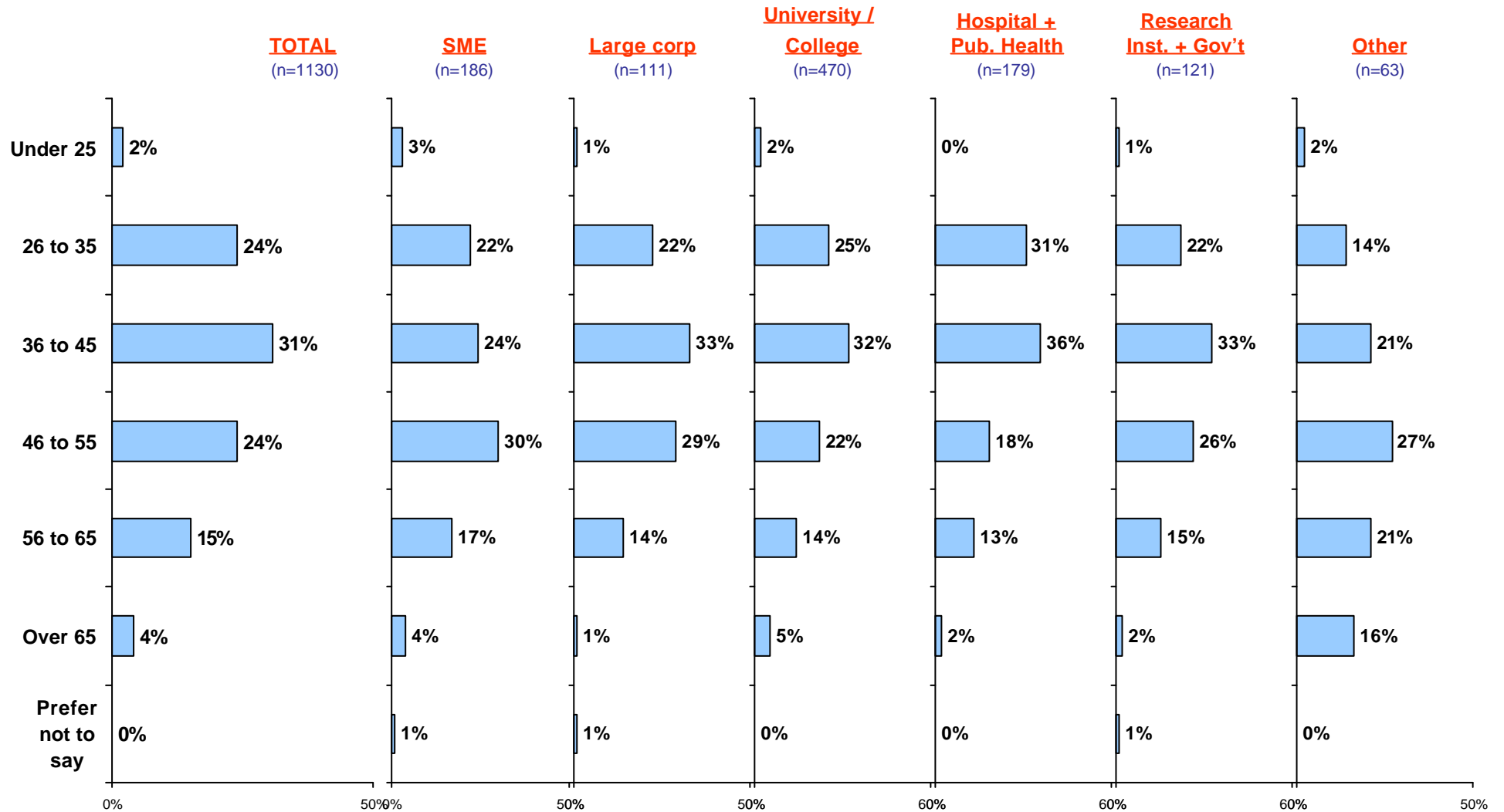
Demographics: Role

Q29. What is your MAIN role within your organisation?



Demographics: Age

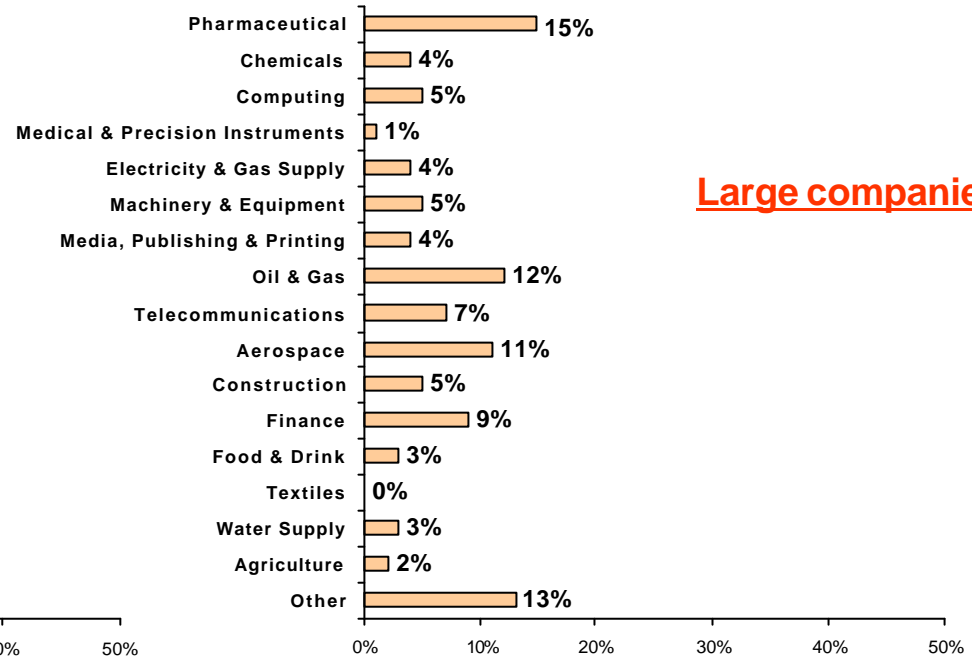
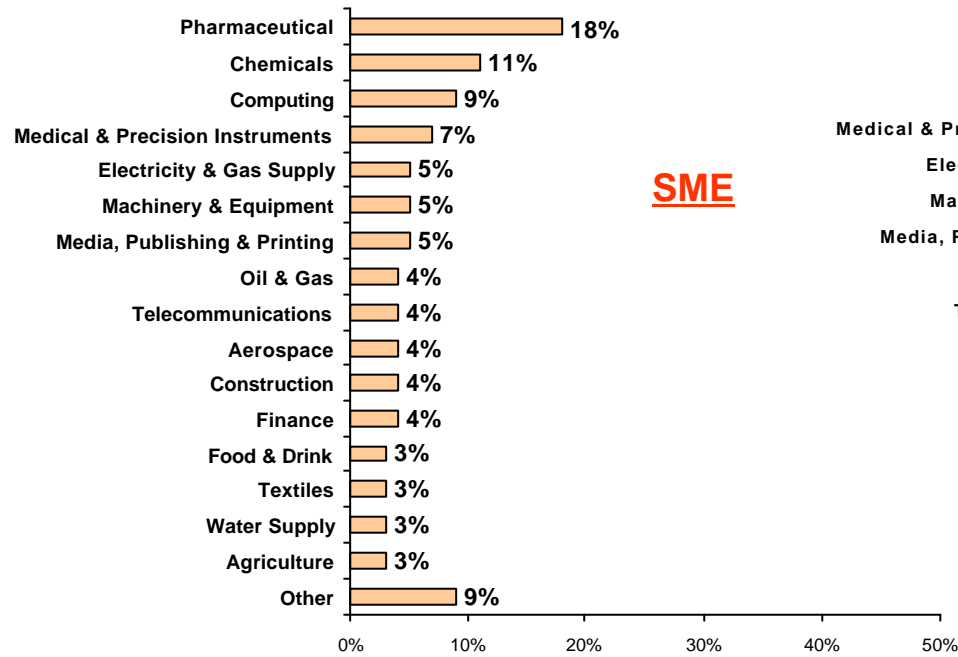
Q30. Which of the following categories does your age fall into?



Commercial sector & activity type

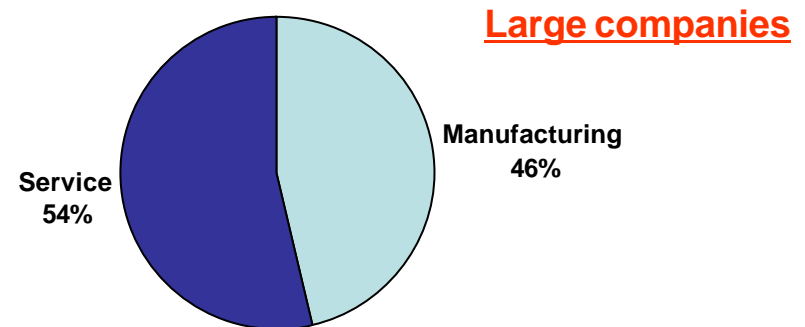
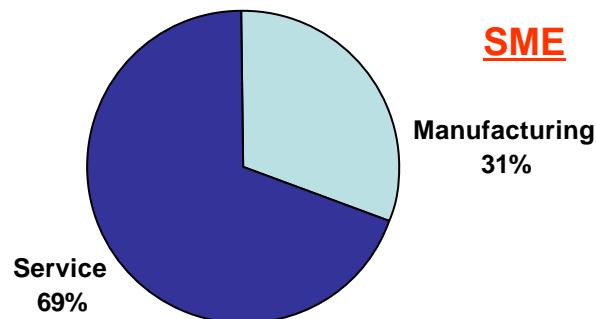
Q28. Which of the following best describes your organisation's sector?

Base: SME respondents (n=186), Large companies (n=111)



Q27. What is the activity type of your organisation?

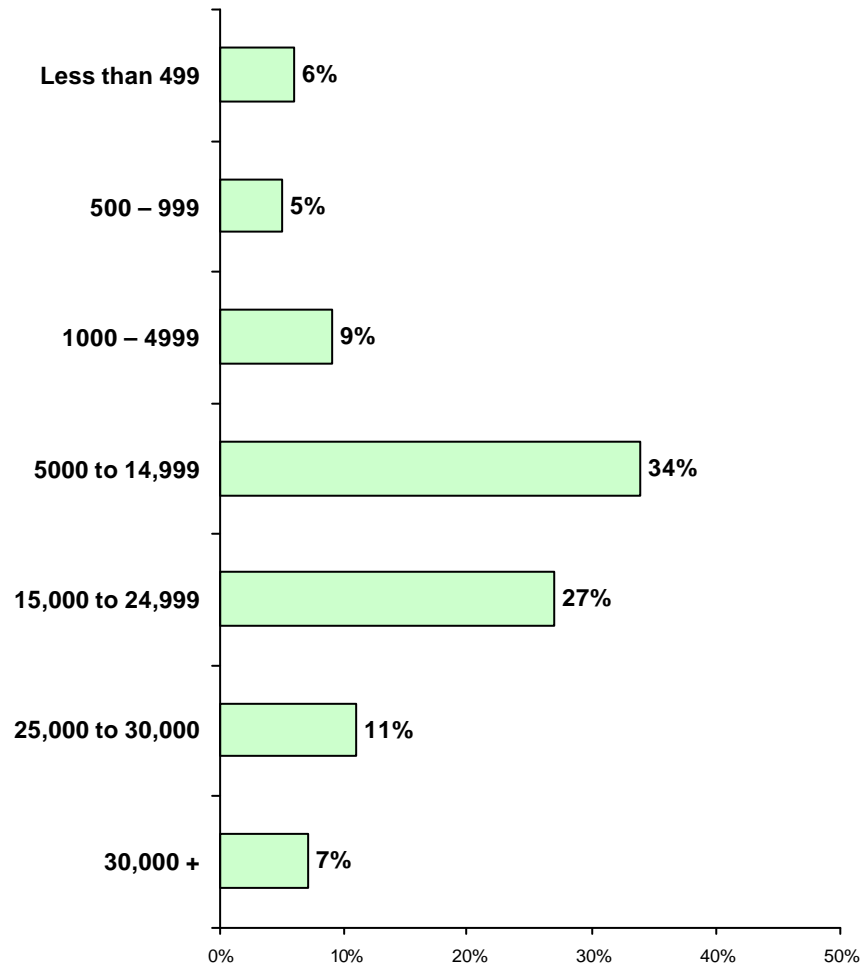
Base: SME respondents (n=186), Large companies (n=111)



Institution size (University/College & Hosp/Med Schools)

Q23. Approximately, how many students are there at your institution?
Base: University/ College respondents, n=470

University/College size



Q24. Approximately, how many beds are there at your hospital/medical school?
Base: Hospital/ Medical school respondents, n=168

Hospital/ Medical school size

