

The Indexer Survey 2017

Analysis by indexing society membership

Total number of responses: 237

Q3. Member of an indexing society (tick all that apply)		% of society membership that responded to survey	
ASAIB (Association of Southern African Indexers and Bibliographers)	5	2%	
ASI (American Society for Indexing)	60	25%	13%
ANZSI (Australian and New Zealand Society of Indexers)	30	13%	30%
CSI (China Society of Indexers)	0	0%	
DNI (Deutsches Netzwerk der Indexer)	2	1%	
IPEd (Institute of Professional Editors)	4	2%	
ISC/SCI (Indexing Society of Canada)	53	22%	50%
NIN (Netherlands Indexers Networks)	3	1%	
SI (Society of Indexers)	47	20%	10%
SfEP (Society for Editors and Proofreaders)	7	3%	
None of these	48	20%	N/A

This shows the breakdown of responses from the various indexing societies across the world. Some of the groups are too small for further analysis so the rest of this report shows statistics for the overall survey as a whole, along with breakdowns for ASI, ANZSI, ISC/SCI, SI and the None group. Please note that some respondents are members of more than one of these groups. Note also that the % of society membership figure is approximate as society membership figures tend to fluctuate through the membership renewal cycle.

Q1. What is your interest in indexing? (multiple options can be ticked)

1. What is your interest in indexing	All	ASI	ANZSI	ISC	SI	None
Indexer	85%	95%	97%	89%	91%	58%
Editor	20%	20%	13%	30%	6%	23%
Publisher	3%	3%	0%	4%	0%	8%
Librarian	10%	12%	17%	6%	2%	17%
Academic	10%	5%	7%	2%	4%	25%
Student	8%	5%	0%	4%	6%	25%
Other	4%	3%	3%	4%	2%	8%

Q2. How do you access The Indexer? (multiple options can be ticked)

2. How do you access The Indexer?	All	ASI	ANZSI	ISC	SI	None
Subscription	65%	58%	80%	96%	91%	15%
Library	6%	0%	7%	0%	0%	23%
Ingenta website	14%	20%	20%	8%	13%	8%
The Indexer website	28%	37%	23%	17%	23%	38%
Friend's copy	3%	0%	3%	0%	0%	10%
Other	12%	20%	7%	2%	2%	27%

A point of interest in this table is that only 58% of ASI respondents are accessing The Indexer via subscription (compared to 80-90%+ of the other societies) whereas 37% are using The Indexer website (max 23% of other societies). It's not surprising that only 15% of 'None' access via subscription but interesting that 38% access via The Indexer website and very few (8%) via Ingenta. The relatively high level of ASI members and 'None' accessing the journal online may reflect the frequency with which articles in *The Indexer* are mentioned with links on the various international indexing listservs. For various reasons the direct links to Ingenta (which has hosted The Indexer since 2006) are given less frequently than those to The Indexer website. What is more surprising than these figures is that only 42% of all respondents appear to access the journal online.

It is also surprising that so few respondents mention access via a library since this facility is often cited as a reason for not taking out a personal subscription.

Q3. see first item above

Q4. As a member of an organization listed at Q3 you are entitled to a subscription at a discounted rate. Would it make a difference to you if this discount were no longer available? (one option only)

	All	ASI	ANZSI	ISC*	SI*	None
I would not renew my subscription	9%	4%	4%	N/A	N/A	N/A
I would probably continue to subscribe	30%	28%	39%	N/A	N/A	N/A
It would depend on how much more I had to pay	39%	40%	43%	N/A	N/A	N/A
I wish it were a member benefit though that would mean increasing my membership fee	21%	28%	14%	N/A	N/A	N/A

*As The Indexer is an ISC and SI member benefit the question of subscription renewal as such does not arise

Q5. Opinions on The Indexer content (multiple options can be ticked)

5. Do you agree with the following statements?	All	ASI	ANZSI	ISC	SI	None
I like the balance of articles	64%	60%	70%	77%	72%	44%
There is a lot of content that does not interest me	19%	12%	20%	17%	36%	15%
I like reading about indexing techniques and software	68%	70%	63%	75%	81%	46%
I like reading news from indexing societies around the world	43%	50%	40%	62%	38%	19%
I like reading about research on indexing and related fields	67%	70%	57%	81%	70%	54%

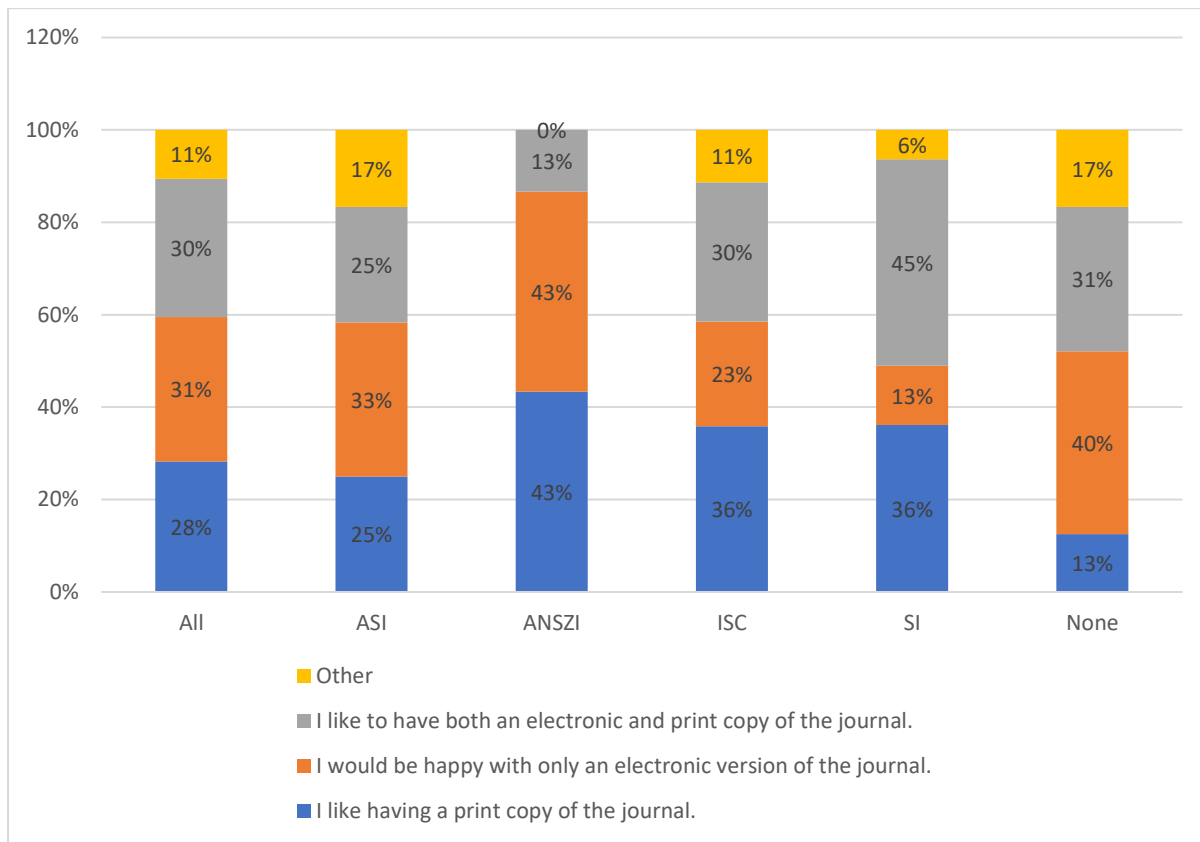
On the face of it there are some interesting differences between societies but with, in most cases, such small samples, it is impossible to make useful comparisons.

Q6. How do you find content in The Indexer? (multiple options can be ticked)

6. How do you find content in The Indexer?	All	ASI	ANZSI	ISC	SI	None
Index on The Indexer website	56%	58%	67%	51%	72%	38%
Contents by category on The Indexer website	27%	22%	17%	26%	38%	31%
Centrepieces on The Indexer website	21%	15%	10%	21%	47%	10%
I ask the Editor	2%	2%	0%	2%	0%	6%
I post a question to indexing listservs	10%	22%	7%	8%	4%	4%
I ask others on social media (Facebook, Twitter, LinkedIn)	5%	3%	3%	2%	0%	17%
Other	15%	17%	7%	23%	6%	15%

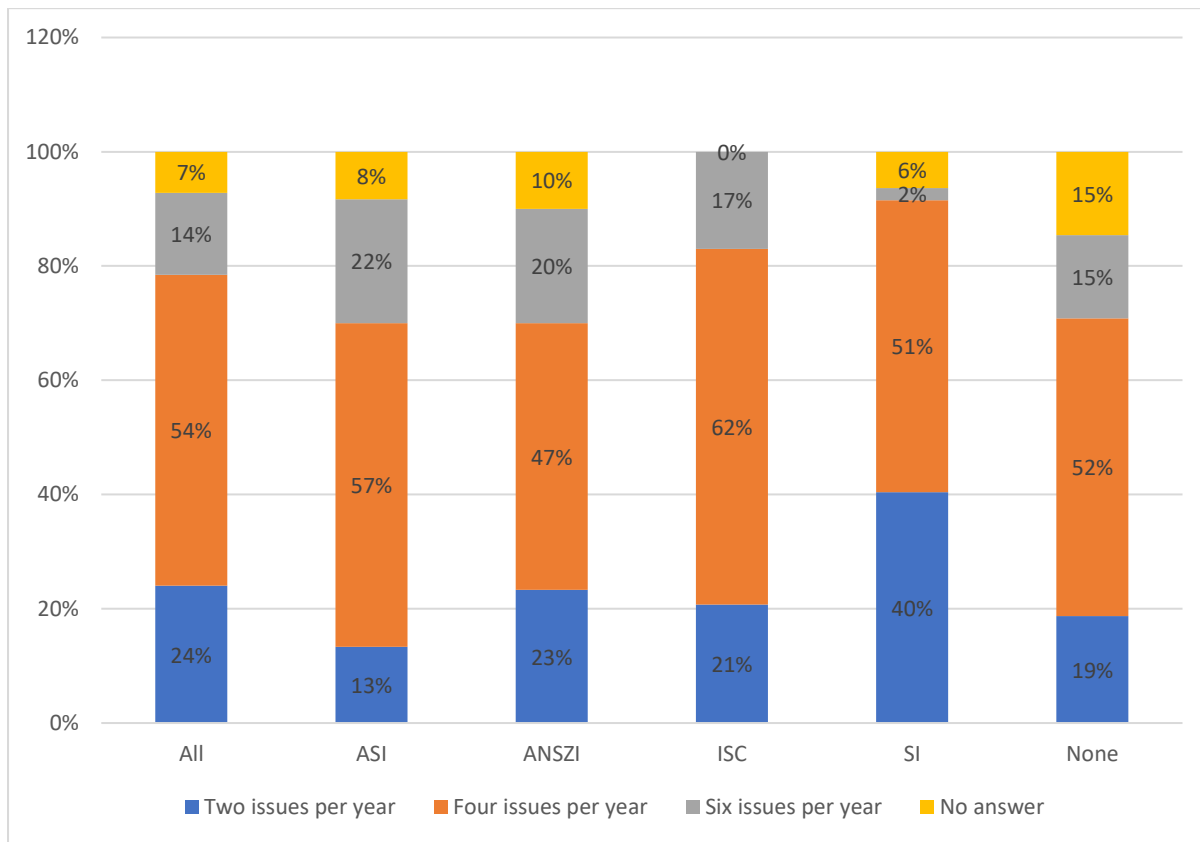
Interesting to note here is the significantly higher use by ASI members of indexing listservs as a means to access The Indexer content, and also, for example, that 47% of SI members use the Centrepieces on The Indexer website compared to max 21% elsewhere.

Q7. Preferred format (print versus electronic)



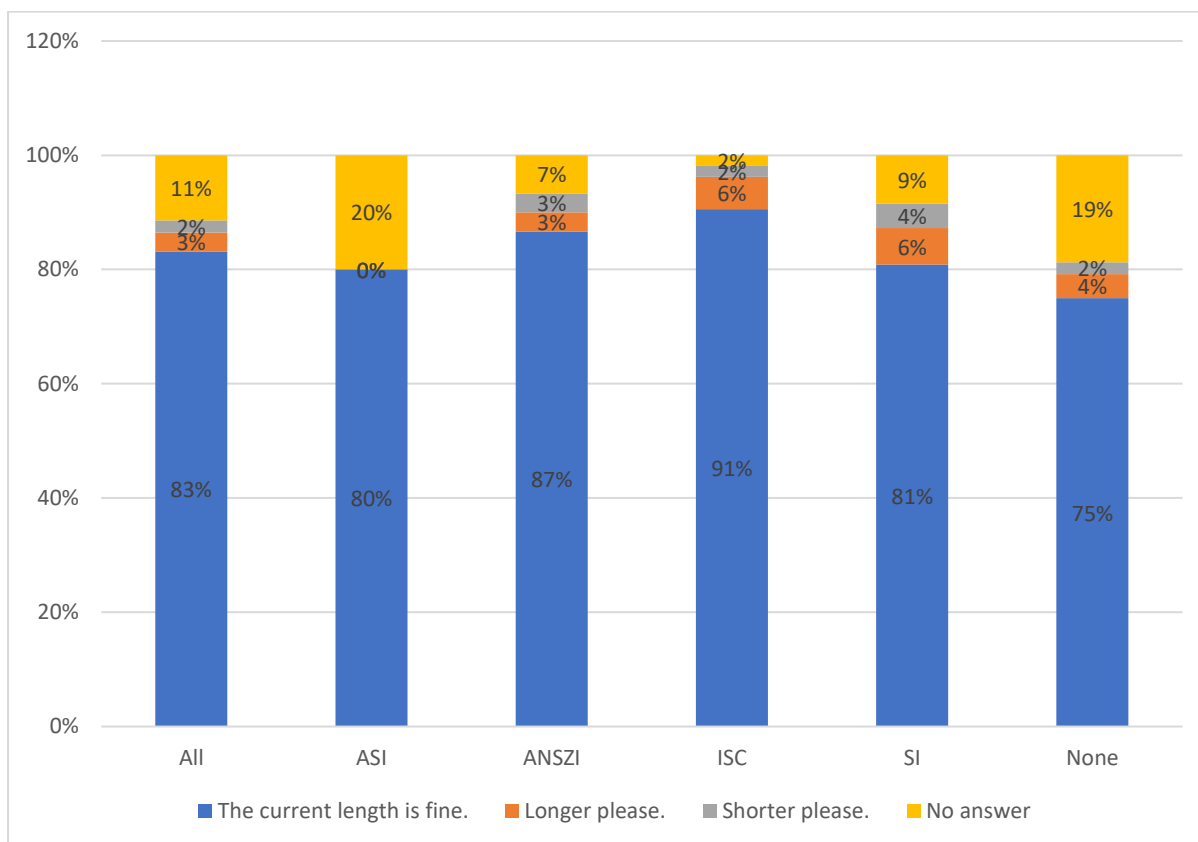
This shows that greatest support for an electronic-only journal comes from ANZSI (43%). Greatest support for having both print and electronic comes from the SI (45%). It should be noted that not all subscribers realize that their subscription includes electronic access and so is available to all as from day of publication..

Q8. How often would you like to receive The Indexer?



The status quo of 4 issues per year is generally the most popular, although 40% of the SI who responded to the survey would like fewer and quite significant numbers of the ASI (22%), ANZSI (20%) and ISC/SCI (17%) respondents would like more, as would 15% of the 'None' group.

Q9. Are you satisfied with the length of each issue?



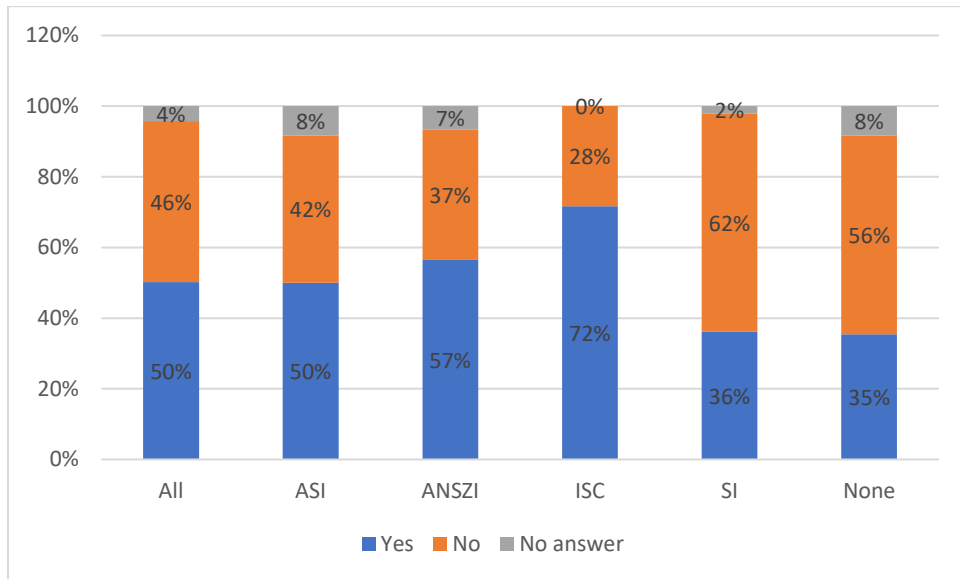
Clearly the overwhelming opinion here is that the current length is fine.

Q10. Why do you visit The Indexer website? (more than one option can be ticked)

10. Why do you visit the Indexer website	All	ASI	ANZSI	ISC	SI	None
To find out more about the journal	16%	12%	23%	9%	2%	35%
I want to subscribe	8%	10%	7%	0%	0%	19%
I want to submit an article	5%	5%	3%	6%	0%	10%
To visit the archive	51%	52%	57%	40%	70%	42%
To consult the index or contents by category	45%	45%	40%	42%	68%	29%
To visit the ICRIS page	8%	7%	10%	9%	6%	4%
This is the first time I have visited the website	14%	15%	17%	15%	9%	17%

Of interest here might be that the SI respondents are significantly more likely to use the website to visit the archive than members of the other societies, and also to use the index/contents by category.

Q11. Does the international character of The Indexer influence how you view the journal?



Here we see quite a big difference between the ISC/SCI (72% yes) and the other societies (as low as 36% 'yes' for the SI respondents).