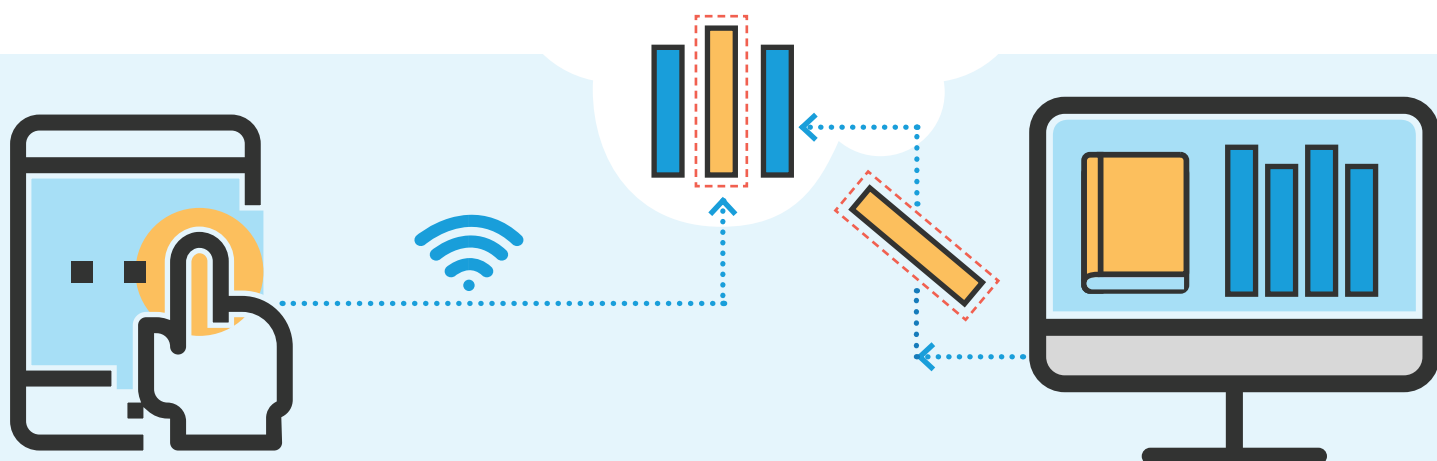# Demand-Driven Acquisitions (DDA) in Libraries

Recently, ProQuest reviewed nine years worth of usage data from 1,194 libraries. Among other key findings, the 100M records showed that while only 58.8% of Firm Order titles are used two or more times, 86.5% of DDA titles are used two or more times.

Data from this circulation study made it clear that DDA is helping libraries maximize their returns on their investments. With DDA, libraries are increasing the value of their ebook budgets, offering the broadest selection of titles to users and ensuring that every purchase is tied to usage.

Read on for more highlights from our 2017 DDA survey and 2018 usage data analysis.
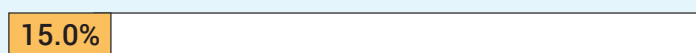
Choosing DDA

Libraries are diversifying their acquisition models.

■ % of libraries that use multiple acquisition models to obtain ebooks   ■ % of libraries that use four or more models

Survey year 2017

93.2%

35.9%

Survey year 2016

70.0%

15.0%

A majority (62.8%) of respondents use ebook DDA as a part of their book purchasing, while only 25.8% do not.

Top 3 Reasons Libraries Choose DDA

It meets the needs of their patrons.

It enables access to content.

It has a cost-effective purchasing/pricing model.

85.3%
of respondents agreed or strongly agreed that DDA "provides just-in-time access."

76.7%
believe it "increases the relevance of a collection by meeting users' needs."

74.2%
believe "free browsing enables better evaluation before purchase trigger."

41.1%
agreed that "DDA enables [them] to develop a relevant practical collection that meets [their] users' needs."

But what about print?

DDA is also on the rise for print. In fact, 15.8% use print DDA.

Many libraries are moving to e-preferred or use an informal DDA approach to print.

26.0%
believe print DDA does not meet their needs.

20.0%
face budget pressures.

10.0%
either have a lack of awareness/interest, digital/ebook preference or use an alternative model/process.

> "We are concentrating more on online resources. Most of the print selections come through department requests. Our stats show only fair print usage, while ebook usage is good and continues to grow by the week."
>
> — survey respondent

> "We do a form of print DDA. At the end of each semester, selectors review the books that were requested via interlibrary loan and purchase the ones that they deem appropriate for our collection."
>
> — survey respondent

Paying for DDA

One of the main reasons libraries choose DDA is because it is a cost-effective purchasing/pricing model.

For the 39.4% of respondents who do not use DDA as a part of their book purchasing program, their main reasons are:

They're facing budgetary pressures (**39.4%**).

The model does not meet their library's specific needs (**14.6%**).

They use alternative processes/models (**13.9%**).

Average Annual Ebook Budget

40.5%

had a budget of < US$99,000 | €83,000 | £75,000.

20.8%

US$100,000 − US$249,000 | €84,000 − €208,000 | £76,000 − £188,000.

10.5%

> US$1 million | €836,000 | £755,000.

2.0%

US$750,000 − US$999,000 | €627,000 − €835,000 | £566,000 − £754,000.

Amount Spent on Ebooks

% of ebooks annual budget allocation	>50%	49% − 40%	39% − 30%	29% − 20%	19% − 10%	<10%	Don't know
DDA	9.5%	5.0%	5.9%	7.9%	7.4%	31.4%	33.0%
Approval plans	4.5%	2.0%	1.6%	4.5%	5.2%	48.4%	33.6%
Evidence-based Acquisition (EBA)	2.1%	1.4%	3.2%	2.7%	9.4%	43.2%	38.1%

Assessing DDA

"Our main measure of success is to measure usage of titles which trigger a purchase in the following 12 months, to see if the DDA titles are being used. So far we have found that within two years of purchase over 99% of titles purchased via DDA have been reused."

— survey respondent

"We are always looking for correlations among DDA spend, overall collection spend and user satisfaction surveys. We can't always make direct connections but it may prompt us to ask different questions when interacting with our communities."

— survey respondent

"We have compared usage/expenditures of DDA purchases and STLs with past spending and usage patterns. So far, we have found that while spending is slightly increased, usage has been greatly increased."

— survey respondent

Tracking Usage and Expenses

56.6%

use expenditure reports from the vendor.

44.1%

review invoices.

41.9%

use data in the administration model.

36.9%

regularly check purchases against account balance.

36.7%

check usage against spend.

36.4%

use accounting reports.

18.5%

use other methods to monitor and track DDA expenditure.

Evaluating Success

74.3% believe DDA is successful if it provides better access to users.

59.2% deem DDA successful if it ensures that the book collection budget is spent effectively.

56.8% say DDA is successful if it helps build a better collection.

Using DDA

While usage varies by institution type and location, there are three key worldwide trends seen with DDA.

Titles purchased via DDA are:
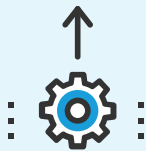
Used faster post-purchase.

Used more often — DDA titles are reused a median of 4 days after purchase (vs. 76 days for Firm Order titles).

Tied to a better return on investment than titles purchased via Firm Order.

Original Cost per Title

DDA

$102.87
Front List: $102.28
Back List: $103.13

Firm Order

$106.86
Front List: $106.40
Back List: $107.31

Cost per Use*

DDA

$3.34
Front List: $2.77
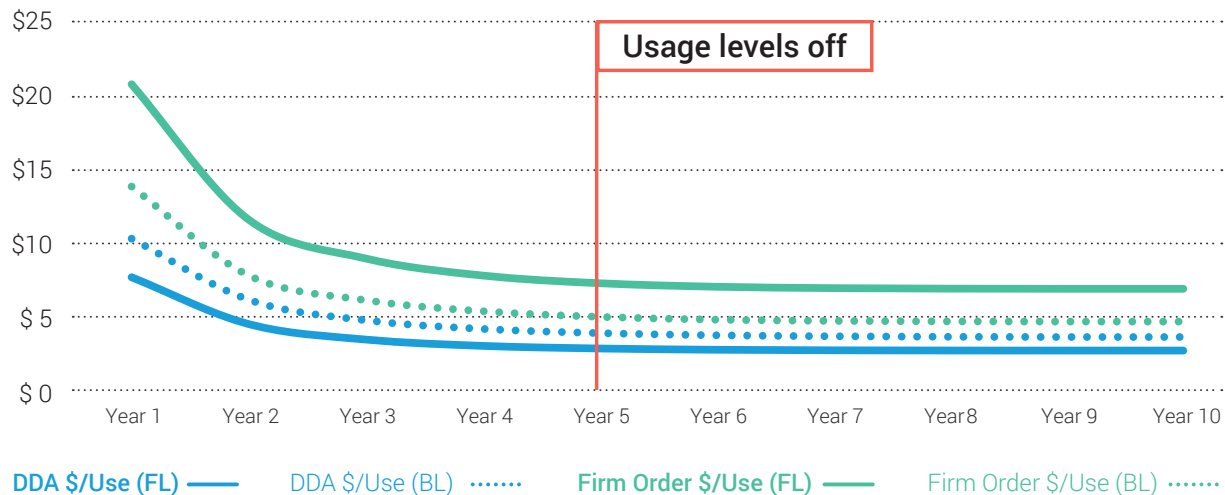Back List: $3.67

Firm Order

$5.61
Front List: $6.98
Back List: $4.70

Cost per use calculated after 10 years

Use metrics by days post-trigger

Usage levels off

$25
$20
$15
$10
$5
$0

Year 1 Year 2 Year 3 Year 4 Year 5 Year 6 Year 7 Year 8 Year 9 Year 10

DDA $/Use (FL) ——   DDA $/Use (BL) ·······   Firm Order $/Use (FL) ——   Firm Order $/Use (BL) ·······

Use Metrics by Age of Title

	Average Uses per Title	Median Days from Purchase to First Use	Total Cost per Use (USD)
DDA	**35** Front List: 41 Back List: 32	**4** Front List: 4 Back List: 4	**$3.34** Front List: $2.77 Back List: $3.67
Firm Order	**28** Front List: 23 Back List: 32	**76** Front List: 68 Back List: 85	**$5.61** Front List: $6.98 Back List: $4.70
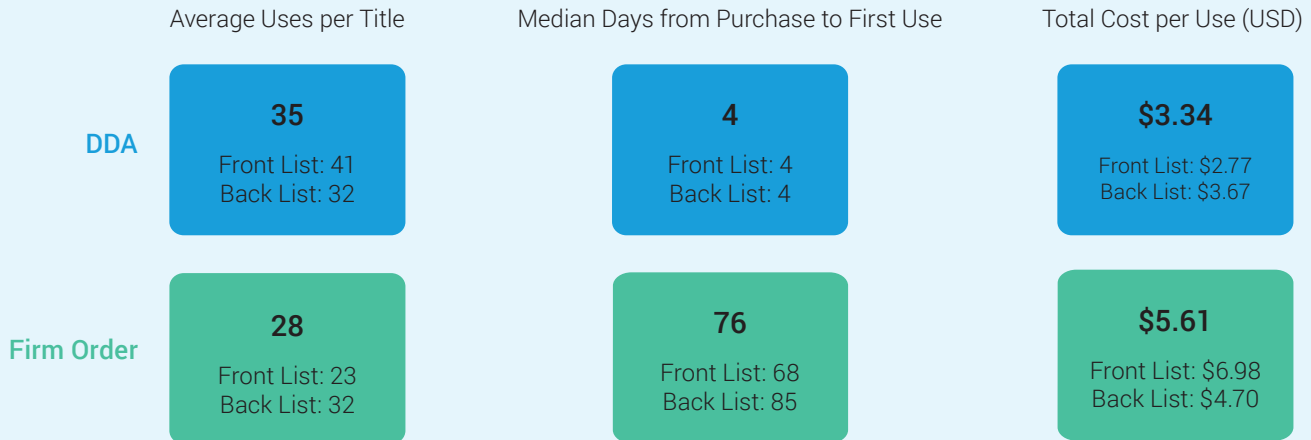
Use Metrics by Institution Type

		DDA	Firm Order
Graduate/ Consortia	Average Uses per Title	35	29
	Median Days from Purchase to First Use	4	76
	Total Cost/Use (USD)	$3.31	$5.57
2- & 4-Year/ Vocational	Average Uses per Title	22	18
	Median Days from Purchase to First Use	2	82
	Total Cost/Use (USD)	$4.38	$8.06
All Other	Average Uses per Title	25	19
	Median Days from Purchase to First Use	8	75
	Total Cost/Use (USD)	$3.64	$4.71

About the Survey

The survey included 32 questions and ran from October to November 2017.

The 449 respondents were located across 49 countries.
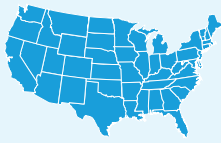
59.8% in the US   **8.3%** in the UK   **6.7%** in Australia   **3.8%** in New Zealand

99.3%
work in academic libraries.

21.6%
work in library acquisitions.

21.4%
head/direct the library.

15.6%
work in library collection development.

26.6%
have a student base of > 20,000.

25.4%
have a student base of 1,000 − 4,999.

21.2%
have a student base of 10,000 − 19,999.

18.5%
have a student base of 5,000 − 9,999.

8.3%
have a student base of <1,000.

For more information on DDA, **download our whitepaper**.

ProQuest