

Nielsen LibScan Panel

Our Nielsen BookScan service is the world's largest continuous book retail sales tracking service operating in the UK, Ireland, Australia, US, South Africa, Italy, Spain, Denmark and New Zealand.

To complement our retail sales monitoring service and our BookScan for Libraries service, Nielsen Book launched an exciting new panel last year. Using BookScan's established and proven analysis technologies, LibScan collects and measures public library book borrowing statistics. Forty-four public library authorities are currently participating allowing us to collect

weekly borrowing data from over 1,210 library branches. In a typical week LibScan is tracking over 1 million library borrowings. This data is collected by Nielsen Book on a weekly basis.

As the number of library authorities contributing borrowing statistics grows, this data becomes more valuable to the library community giving a unique picture of an individual authority's own book borrowing as well as national trends.

Participation is free of charge and contributing authorities have access to our online reporting service.



Participants in the LibScan Panel (July 2010)

Anglesey
Bath & North East Somerset
Brighton
Bristol
Bromley
Buckinghamshire
Caerphilly
Cambridgeshire
Conwy
Dorset
Gateshead
Gwynedd
Hammersmith & Fulham
Islington
Kensington & Chelsea

Kent
Kingston Upon Thames
Lewisham
Lincolnshire
Liverpool
Medway
Midlothian
Milton Keynes
North Lincolnshire
North Somerset
Oldham
Oxford
Portsmouth
Somerset
South Gloucestershire

South Lanarkshire
Staffordshire
Stockport
Stockton-on-Tees
Stoke-on-Trent
Swansea
Torbay
Trafford
West Berkshire
Westminster
Wiltshire
Windsor & Maidenhead
Wirral
Wokingham

To join the panel, please contact us

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