



COUNTING OPINIONS

Managing data for continuous improvement and advocacy

Access Anywhere

- SaaS platform
- Online access from wherever you are
- Authenticated login
- Account access permissions

Continuous Improvement

- Customer-driven improvements
- Feedback surveys (customer facing)
- Quantitative data collection
- Track and report progress

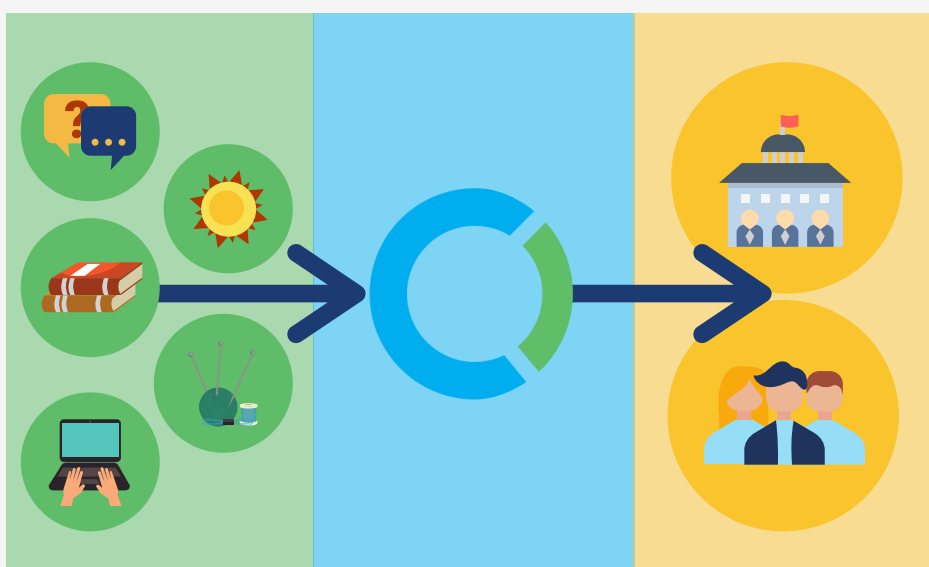
Data-Driven Decisions

- Flexible data capture (daily through annual)
- Standard and custom solutions available
- Reports can be easily shared

Reduce Burden, Improve Accountability

- Repurpose the data you collect for external reporting requirements
- Numerous data validation methods available

Founded in 2004, Counting Opinions has provided public, academic, association and government library departments with data management solutions.



- Customer Feedback
- ILS data management
- Virtual metrics
- Capture data & align annual reporting
- Program & Events optimization

Combine metrics in meaningful report outputs to share with stakeholders, customers and staff.

Connect with Us

CountingOpinions.com
info@countingopinions.com

LibPAS

Library
Profiles

Grants

Informs
Us

LibSat



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Experience & Projects

Partial List

Public Libraries

- Barrie (ON)
- Pima County (AZ)
- Vancouver (BC)

Academic Libraries

- Toronto (ON)
- Cornell (NY)
- Oxford (UK)

Library Associations

- ACRL
- CULC
- NELLCO

Provincial Libraries

- Alberta
- Manitoba
- Nova Scotia

Special Projects

- Library Directory **New!**
- Library Profiles **New!**
- Grants Management **New!**
- Association surveys
- Museums (NH)
- Daily program & attendance capture **New!**
- Report Once, Auto-Reuse (ROAR)

The eMeasures Snapshot Survey

A survey developed for public libraries in response to the COVID-19 pandemic with the aim of providing access to consistent, electronic measures to demonstrate library value when service shifted online.



Koios

Helping public libraries to navigate and optimize their search engine marketing. Koios handles the setup and operation of Google's ad grant of (up to) \$10,000 USD per month to help libraries show up first on Google searches.

Counting Opinions is the official Canadian distributor.



Carbon Fund

Counting Opinions has partnered with Carbonfund for over 5 years to reduce the threat of climate change for our and future generations. Carbonfund.org supports three types of carbon offset projects; each type plays an important role in the fight against climate change.



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