ORCiD

COMMUNITY SURVEY
SELECTED FINDINGS AND ANALYSIS
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1. EXECUTIVE SUMMARY AND RECOMMENDATIONS

IN 2019 WE CARRIED OUT OUR THIRD COMMUNITY SURVEY TO HELP US CONTINUE TO UNDERSTAND AND TRACK AWARENESS, USAGE, AND PERCEPTIONS OF ORCID AMONG USERS AND NON-USERS.

A number of themes can be identified from the survey results: about overall awareness of and sentiment toward ORCID and whether — if so, how — that differs by demographic; about when, how, and why respondents are using their iD (or not); and about areas of improvement, in terms of both technology and communications, that we need to work on.

OVERALL AWARENESS OF AND SENTIMENT TOWARD ORCID

- Perceptions of ORCID remain overwhelmingly positive overall, but there is considerable variation by demographic. Librarians, respondents from Latin America & the Caribbean, and those who identify as Interdisciplinary (in that order) have the most positive view of ORCID, while retirees, respondents from Asia, and social scientists are (also in that order) the least positive

- Support for requiring iDs continues to be high, even among groups that are less positive toward ORCID overall. A large majority of respondents (84%) across all demographics continue to agree or strongly agree that "requiring the use of ORCID iDs is beneficial to the global research community." The fact that many more organizations — publishers, funders, and individual institutions — are now requiring iDs for some or all of their researchers has in no way diluted support for doing so

- The vast majority of respondents value having an ORCID iD, with 84.4% agreeing or strongly agreeing that "An ORCID iD is essential for researchers," 78.7% that "ORCID helps advance my career by helping me ensure my work is properly attributed," 72.7% that "ORCID values and protects my privacy," and 71.1% that "ORCID saves me time"

- Six years after our launch, ORCID is no longer viewed as a "New" organization; instead, respondents are now much more likely to view us as "Widely used," as well as "Global," "Open," "Efficient," and "Easy to work with" — all terms that have been in the top five in our three surveys to date

- ORCID users have a higher level of awareness about iDs and about our organization. There also is good awareness even among those who don't have an iD, or don't know if they do, with most respondents very or somewhat aware of key facts about ORCID — in particular, that registration is free for researchers. Awareness was lowest among all respondents that "You can give organizations permission to automatically update your ORCID record with information about your publications, grants, datasets, affiliations, and more"

USING ORCID — WHEN, HOW, AND WHY?

• Disambiguation, recognition, and discoverability continue to top the list of reasons why researchers register for an iD. Being able to "easily connect my research contributions with my name" is, once again, in first place, closely followed by "I want to make it easier for people to find and share my work," "I want a unique identifier that I can use throughout my career," and "I want to make sure my research is not mistakenly attributed to someone else with the same or a similar name"

• Respondents report adding more information to their ORCID record than ever before (which aligns with our own Registry statistics), with early career respondents most active in using their iD across a wide range of activities and connecting more types of information to their record. Overall, respondents continue to use their iD most often during the publication process and are most likely to expect — and to actually add — publications to their record. But there is also a substantially increased expectation to be able to add anything they make public with their name associated — this was rated #2, after journal articles, a huge increase from 2017 (#19) and 2015 (#18). Conference participation — a new option this year — was ranked #4, demonstrating that this is also information that researchers are keen to record and share

• More work is still needed to ensure that researchers understand the benefits of having their ORCID record updated by their organizations, and when and how to do this. Only around a quarter of respondents report having given their trusted parties permission to update their record, although our Registry statistics show that a much higher number — around 75% — have done so for at least one organization. Instead, most respondents report manually updating their record, perhaps because they are more likely to remember doing it themselves and less likely to remember it happening "automagically"

• Messaging about our newly introduced features — additional affiliation types and a new research resources section on records — appears to have been successful. Beta versions of both features were launched in late 2018 and 17.5% of respondents already report adding new affiliation types, while 7% are using the research resources section. This also indicates the value of these new features to researchers

• Colleagues are an increasingly important way for researchers to learn about ORCID and get help managing their record. In 2019, respondents were most likely to have heard about ORCID from their colleagues, whereas in 2017, learning about ORCID in a journal article/blog/post was the top choice, and in 2015, their publisher. Undergraduate students, in particular, were also likely to seek help about ORCID from a colleague, though our website is the single most popular source of help overall. Respondents were less likely to have actually registered for an iD as a result of a colleague recommendation than in previous surveys

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AREAS FOR IMPROVEMENT AND NEXT STEPS

- While awareness of ORCID overall is high, more work is needed to refine our communications to users about how to make the most of their ORCID record. The strong uptake of new features, as noted above, indicates that at least some of our messaging is being heard. However, we need to improve our messaging about other ORCID benefits, in particular, authorizing trusted organizations (ORCID members) to update ORCID records. For example, awareness and uptake of auto-update — something that we know researchers value and need — is still relatively low

- We also need to make it easier for users to manage their record, especially in terms of adding funding information, works, and managing visibility settings, which were seen as relatively more difficult than other activities. Our ORBIT project is already starting to tackle adding funding information, and we are encouraging greater uptake of auto-update for works, as well as introducing an option to add works by identifier. We have also recently hired our first User Experience Designer to help improve the UI overall

- There are clear opportunities to communicate more effectively with some communities via their preferred channels. Colleagues, publishers, and institutions play a strong role in spreading the ORCID word across all communities and we must continue to support this. For example, respondents from Oceania were almost three times more likely than average to turn to their librarian for help (33.1% compared with 12.2%). We should also take into account the preference of some earlier career respondents for other forms of help, such as videos (mentioned by around one third of graduate students and early career researchers)

- We need to better understand and meet the needs of researchers at the beginning and end of their careers. Based on the Net Promoter Score, students, those who have >21 years experience, and, in particular, retirees are least likely to recommend ORCID to their colleagues. However, students are slightly more supportive about requiring iDs than the average respondent, while senior respondents and retirees are notably less enthusiastic. These groups also differ from others in terms of how they use their ORCID record, how easy they find it, and where they go for help. Later this year, we will be carrying out some in-depth user journey mapping to help us identify challenges and opportunities in the use of ORCID, starting with the most highly used workflow — publishing a journal article

- There are also different levels of understanding and support for ORCID by region, which we must better address in our communications, using our consortia partners — our regional experts — where possible. For example, as noted, there is huge support for ORCID in Latin America, but very few members or integrations, and only one consortium (in Brazil). How can we capitalize on this enthusiasm among users to grow our member community there and better support these users through more integrations that meet their needs?

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- We have a great opportunity to help users in all communities to connect anything they make public to their record, with 55.5% of respondents saying this is what they expect, second only to connecting their journal articles. We are already starting to think about what this means; our Person Citations and Academia & Beyond projects will help us explore with researchers how ORCID can better support their needs

With well over 6m ORCID iDs registered, we are moving out of our startup phase. This is clearly reflected in both the number of respondents who have had an iD for three or more years, which has grown from 13.9% in 2015 to 35.3% in 2019; and in respondents' choice of words to describe ORCID — "New" is no longer a top choice, and has been replaced by "Widely used." With this move toward becoming a more mature organization comes an even greater responsibility to understand — and address — the needs of our users. We are fortunate to have such an engaged and active community (a full 40% of respondents volunteered to get involved in UX testing and/or ORCID working groups!), and are hugely grateful to everyone who took the time to provide us with such valuable and interesting feedback.

Thank you!

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2.0 METHODOLOGY

The 2019 ORCID Community Survey was carried out online using the software tool SurveyMonkey. It was launched on Thursday, February 7, 2019 and was open for almost four weeks, closing on Tuesday, March 5. The survey was promoted via a number of channels, including:

- A link on the ORCID Registry, including the orcid.org home page (10,380 responses/92.7%)
- ORCID social media channels (234 responses/2.1%)
- The ORCID blog (15 responses/0.1%)
- Other (479 responses/4.3%)
- Support ticket footers (81 responses/0.7%)
- Other email signatures (11 responses/0.1%)

There were a total of 11,201 responses, compared with 2,597 in 2017 and 5,738 in 2015.

- 10,588 answered the demographics questions and made it to at least the first awareness question
- 8,163 completed the full survey
  - 72.9% completion rate for all responses
  - 77.1% completion rate for those who made it through the demographics

The process encouraged as many responders as possible, whether or not they had an ORCID iD. A US$100 gift card was offered as an incentive, and five winners were selected at random from the respondents. We also asked participants to provide us with their details if they were interested in volunteering to help with ORCID UX work or participating in an ORCID task force, working group, or other activity. A total of 4,240 (40%) of respondents volunteered.

To enable longitudinal tracking and comparisons, the questions in the 2019 survey were largely consistent with those in the 2017 and 2015 surveys, but we also introduced some new components and adjustments to focus on key areas. In addition, we carried out some additional demographic analysis. With more than 10,000 responses (around one sixth of whom either don't have an iD or don't know if they do), this survey was our largest so far — across geographies, disciplines, career stages, job roles, and more. The difference in scale between this survey and the previous one means that, especially for some demographics, meaningful comparisons are difficult; in 2019, we received many more responses from several demographic groups that were very under-represented in 2017.

This report contains selected findings, focusing primarily on areas where there are notable differences by demographic and answers that offer interesting insights. Any significant comparisons with 2017 and 2015 are provided where possible.

Additional tables can be found in the Appendix, and the full anonymized data set, with all demographic filters, is publicly available in the ORCID repository.

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3.0 SURVEY RESPONSES: DEMOGRAPHICS

3.1 GEOGRAPHIC DISTRIBUTION

Survey responses by region are shown in the map below. Similar to 2017, we received most responses from Asia (29.4% of the total). US/Canada was proportionately less well represented than in prior surveys, but the absolute numbers were much higher (1,013 in 2017 vs. 327 in 2019). Responses from Western Europe dropped proportionately between 2017 and 2019 (from 25.1% to 18.1%), but there was an increase in respondents from Eastern Europe (13.4% compared with 6.6%). Combining the two, the number of responses were almost identical (31.5% in 2019 vs 31.7% in 2017), making Europe the best represented region overall in both surveys.

Comparing respondents with usage of the ORCID Registry, US/Canada (9.6% of survey respondents, 20% of usage) and Western Europe (18.1%/27%) are significantly underrepresented, while Africa (7.1% of survey respondents, 2% of usage), Middle East (7.8%/1%), and Eastern Europe (13.4%/6%) are all significantly overrepresented. Responses from other regions are broadly in line with Registry usage.

Q5. IN WHICH REGION ARE YOU BASED? (n=1058)
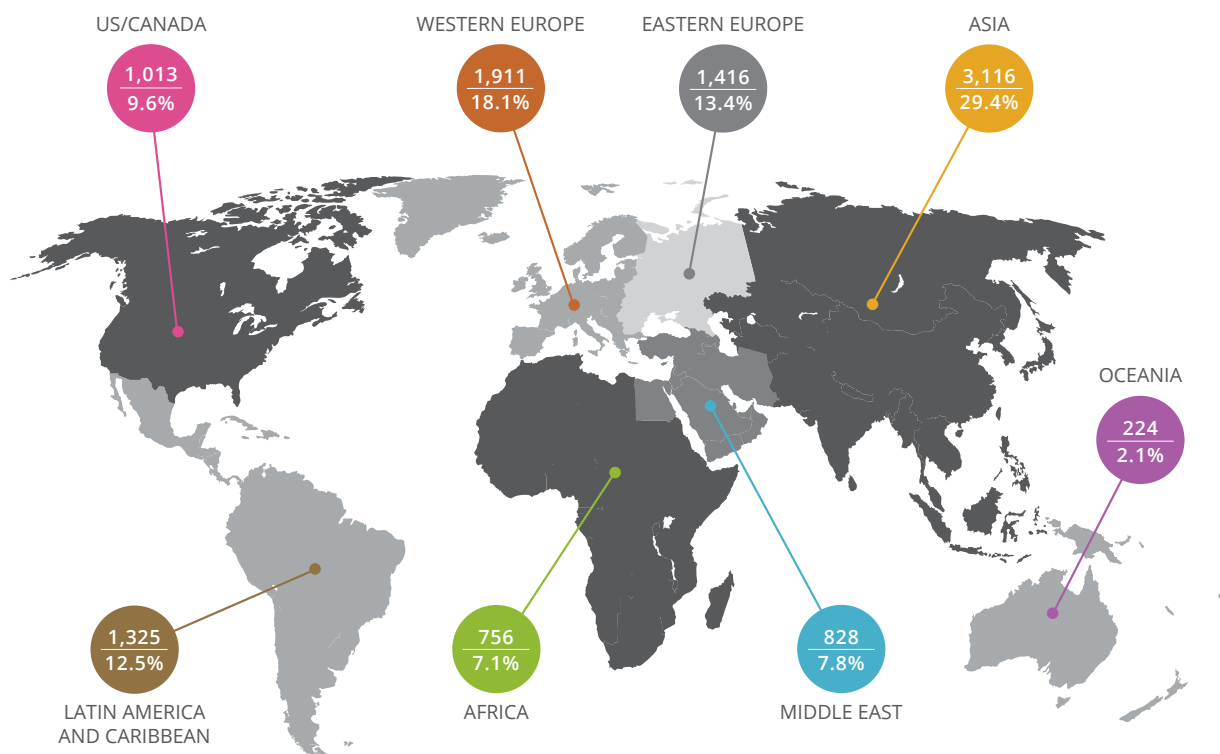
We had stronger participation from all regions than in our previous surveys, with responses from most regions growing proportionately, in particular, the Middle East (over 400% increase) and Africa (over 300% increase). Participation from the US/Canada and Western Europe has declined compared with earlier surveys — to one third and one half of their respective proportions in 2015. See Appendix for full breakdown of regional responses by year.

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3.2 ORGANIZATION TYPE

As in prior surveys, the vast majority of respondents work in a university or other academic institution (82.5% in 2019 and 77.5% in 2017). Other places of work are, in order, governmental organizations (6.0% in 2019 vs. 7.4% in 2017), commercial organizations (3.0% in 2019 vs. 3.6 in 2017), non-profits (2.5% in 2019 vs. 4.9% in 2017), and unaffiliated (1.1% in 2019 vs. 2.1% in 2017).

2.5% Not for profit

1.1%
Unaffilliated/retired

3.0% Commercial
organization

17.5%
Other

[Other detail]

4.9% Other
(please specify)

6.0% Government

82.5%
University or
other academic
institution
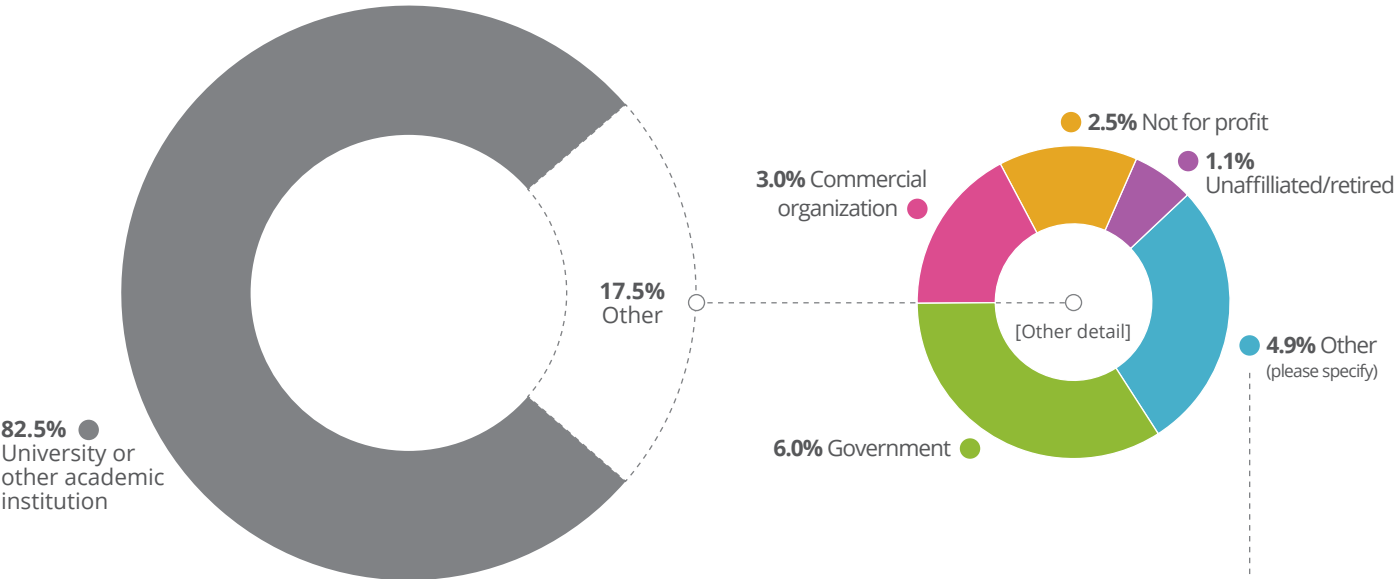
The most common **other places** of work were medical/health-related, as shown in the **word cloud** below.

National research
center
Federal Consultant Doctor institution Care Private clinic NHS
Center affiliated retired Centre Public Self employed Freelance
academic Private Private practice research Sciences
University clinic Hospital Library student
company Institute Independent de Education
Research Institute Consulting National D Clinical unemployed
PhD
School Municipal hospital Health Wayne State University student Medical Organization

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3.3 JOB ROLE

As in prior surveys, respondents could select up to two job roles and there was a broadly similar breakdown in 2019 as before, with almost half identifying as professor/lecturer — a small increase over 2017 (43.5%) — and slightly fewer (43.7%) as a researcher. Professors/lecturers are also more likely to be at a mid or senior career stage.

Librarians were proportionately less well represented than in previous surveys (4.2% compared with 7.6% in 2017 and 7.9% in 2015).

Q2. WHAT BEST DESCRIBES YOUR PRIMARY WORK AREA AND ROLE? PLEASE CHOOSE UP TO TWO. (n=11,202)

	2019 (n=11,202)		2017 (n=2,515)		2015 (n=3,953)	
Professor/Lecturer	49.0%	5,489	43.5%	1,095	41.5%	1,640
Researcher	43.7%	4,897	45.1%	1,135	62.3%	2,464
Student	16.7%	1,868	15.5%	389	13.9%	551
Librarian	4.2%	470	7.6%	191	7.9%	313
Research Manager/Administrator	3.9%	432	5.8%	145	6.0%	236
Publisher	2.1%	235	2.9%	73	3.0%	119
Program Manager	1.8%	201	1.8%	46	–	–
Other (please specify)	6.8%	762	8.2%	207	4.7%	185

^ The most commonly noted OTHER roles represented in the survey are also largely medical/health-related, as shown in the WORD CLOUD below:

3.4 DISCIPLINE

The chart below illustrates the breakout of responses by discipline, which are again similar to those in previous years. Medical Sciences & Allied Health was the largest group in both surveys (19.1% in 2019 and 19.7% in 2017), followed by Engineering/Technology (15.4 % in 2019 and 16.7% in 2017), and Life Sciences (15.0% in 2019 and 17.5% in 2017). Responses from other disciplines are also very similar in both years.

Q3. PLEASE SELECT THE PRIMARY BROAD DISCIPLINE AREA YOU WORK IN.
(IF YOU WORK ACROSS MORE THAN ONE AREA, PLEASE SELECT INTERDISCIPLINARY) (n=9,561)

Discipline	Percentage
Mathematics/statistics	2.8%
Business/management	3.2%
Arts & humanities	5.3%
Physical sciences	6.1%
Social sciences	7.4%
Chemistry & materials science	7.8%
Education	8.6%
Interdisciplinary	9.2%
Life sciences	15%
Engineering/technology	15.4%
Medical sciences & allied health	19.1%
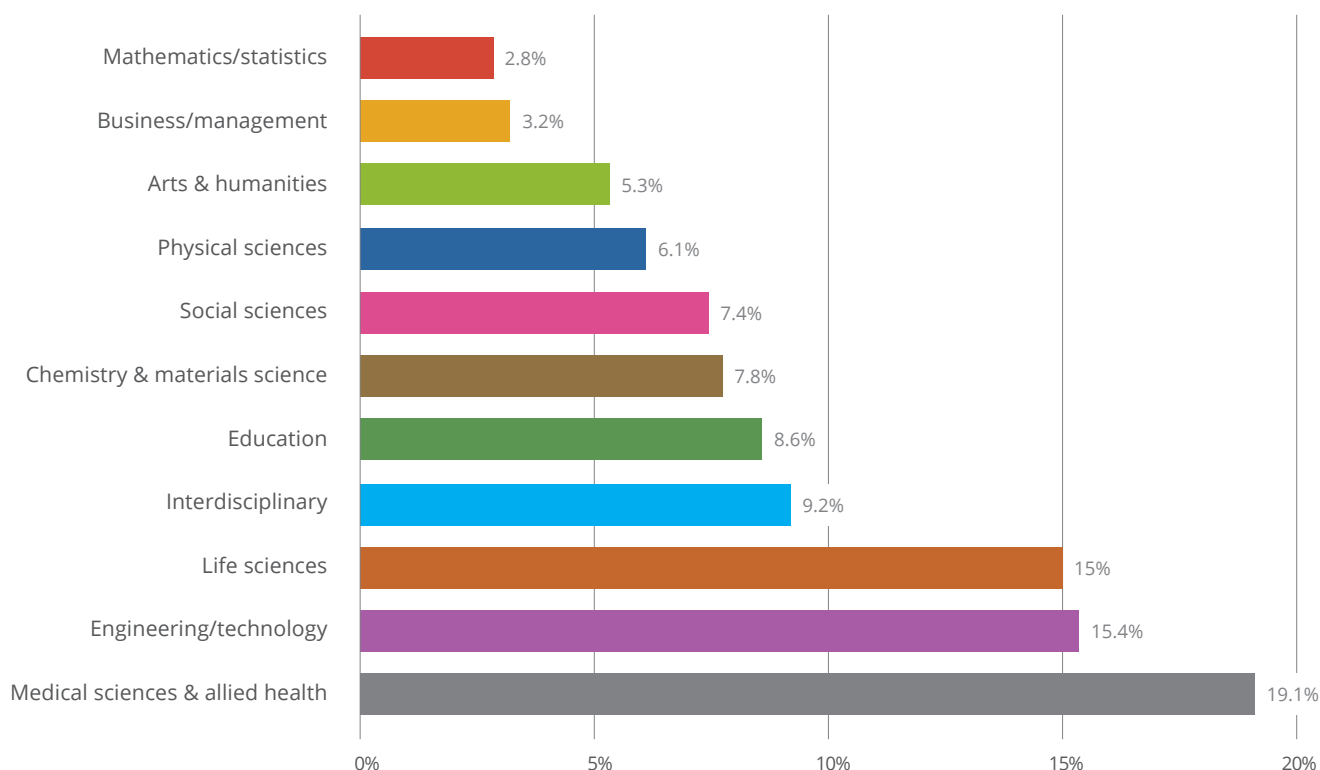
3.5 CAREER STAGE

The chart below illustrates the breakdown of respondents by career stage. Overall, most respondents were fairly evenly split between senior career (>21 years experience) at 32.4%, mid-career (11-20 years) at 24.9%, and early career stages (<10 years) at 23.2%. This is broadly in line with the last survey, though early career responders are somewhat less well represented than in 2017 (23% in 2019, compared with 29.8%). Graduate students (11.2%), undergraduates (5.7%), 4.1.4 and retirees (2.6%) made up the remainder. While these proportions may not align exactly with the number of researchers globally at each career stage, we are pleased to have received feedback from such a broad range of researchers — from the start through to the end of their professional lives.

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Q4. WHICH OF THE FOLLOWING BEST DESCRIBES YOUR CAREER STAGE? (n=10,589)
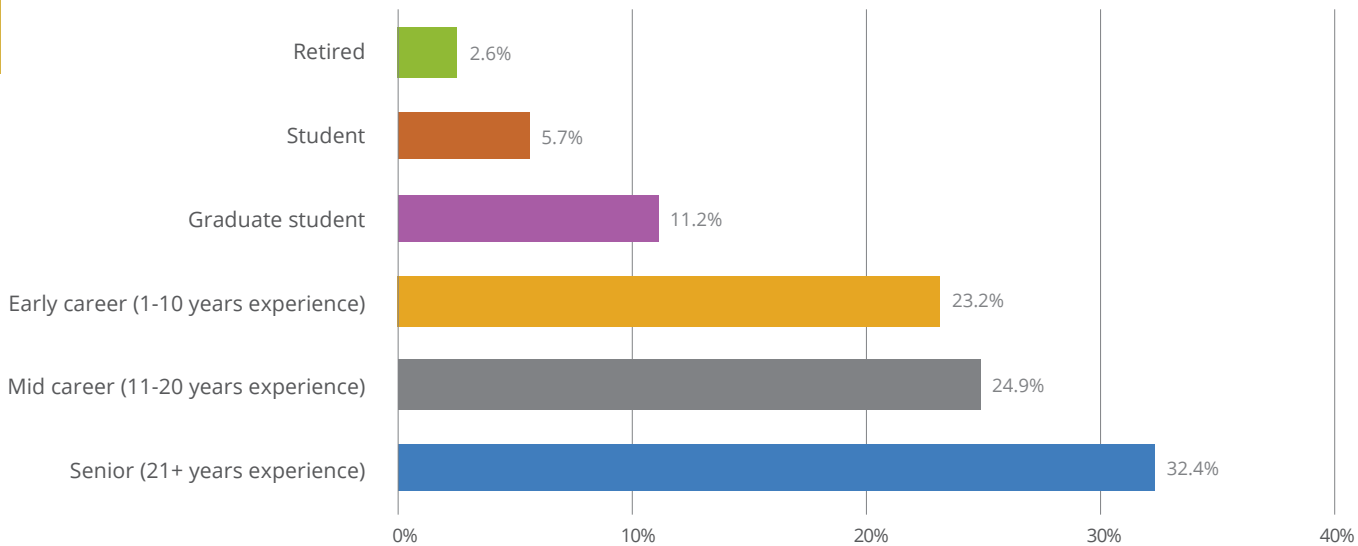
3.6 ORCID iD STATUS

The majority of respondents are ORCID iD users (83.3%), almost identical to 2017 (83.7%). 9.4% do not have an iD and 7.3% don't know if they do. As noted, the vast majority of respondents arrived at the survey via the Registry (including the orcid.org home page) — this was true of those who have an iD (92.3%), and those who don't (91.3%) or don't know (96.6%).

Q6. DO YOU HAVE AN ORCID iD? (n=10,589)

	2019 (n=10,589)	**2017** (n=2,463)	**2015** (n=4,747)
Yes ●	83.3%	83.7%	70.0%
No ●	9.4%	9.7%	23.0%
I don't know ●	7.3%	6.6%	7.0%
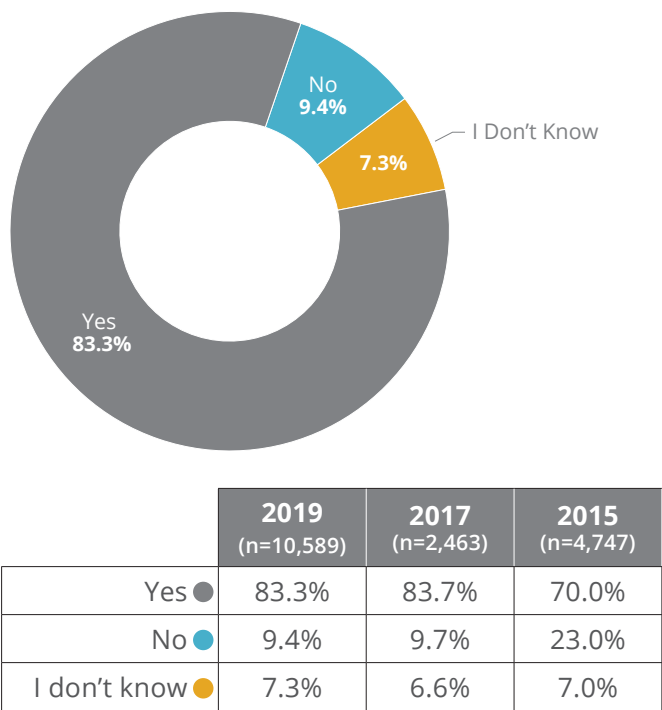
Non-users are slightly less likely to work in an academic institution (77.5% vs 83.2% for ORCID iD holders), and slightly more likely to work at a nonprofit (3.7% vs 2.3%) or commercial organization (4.1% vs 3%). They are far more likely to be undergraduate students (27% vs 14.9%) and much less likely to be professors (38.3% vs 50.5%) or researchers (31.9% vs 45.9%). There are proportionately more non-ORCID users in Education (12.7% vs 7.8%) and Medical Sciences & Allied Health (21.3% vs 18.6%). Undergraduate and graduate students made up almost 28.3% of the non-users (disproportionately high compared with the number of students who do have an iD, at 16.9%); there were also proportionately more non-user respondents from in Africa (11.5% vs 6.6%) and Asia (33.6% vs 28.8%).

4.0 SURVEY ANALYSIS
4.1 ORCID AWARENESS

4.1.1 AWARENESS OF THE ORCID ORGANIZATION

Responses to these questions were very similar to 2017, with ORCID awareness among respondents generally high, especially the fact that ORCID iDs are free for researchers (average rating of 1.49, where 1 = very aware, 2 = somewhat aware, and 3 = unaware). They were less likely to know that we are funded by our members (average rating of 2.03). In 2019, we added a new question about openness and open data principles (rating 1.86).

Q7. PRIOR TO THIS SURVEY, TO WHAT DEGREE WERE YOU AWARE OF THE FOLLOWING STATEMENTS ABOUT ORCID AS AN ORGANIZATION? (n=9,699)

	1 very aware	2 somewhat aware	3 unaware

ORCID provides a free service where researchers may register for a unique persistent identifier (an ORCID iD)
- 2019: 1.49
- 2017: 1.46
- 2015: 1.75

ORCID is a global not-for-profit organization run by and for the community
- 2019: 1.67
- 2017: 1.67
- 2015: 2.00

ORCID is funded by membership fees from research institutions, funders, publishers, and other organizations in the research community
- 2019: 2.03
- 2017: 1.93
- 2015: 2.35

Researcher control of your ORCID record is a key ORCID principle
- 2019: 1.67
- 2017: 1.63
- 2015: NO DATA

The O in ORCID stands for open; ORCID practices open data principles
- 2019: 1.86
- 2017: NO DATA
- 2015: NO DATA

Legend:
- **2019** (n=9,694)
- **2017** (n=2,035)
- **2015** (n=4,708)

MORE AWARE ← → LESS AWARE

The only noticeable variations by demographic were regional: respondents in Oceania, US/Canada, Africa, and Western Europe are less aware that ORCID is funded by our members compared with those in Latin America and Asia. This is surprising given the amount of outreach we and our members have done in, for example, Europe and Australia/New Zealand. Conversely, respondents from Oceania, in particular, were generally much more likely to be using their ORCID record and to have connected a range of different information to it (see 4.3.1). Respondents in Africa have the lowest awareness of ORCID overall.

Q7. PRIOR TO THIS SURVEY, TO WHAT DEGREE WERE YOU AWARE OF THE FOLLOWING STATEMENTS ABOUT ORCID AS AN ORGANIZATION? (n=9,699)

Legend:
- All (n=9,699)
- US/Canada (n=983)
- Latin America & Caribbean (n=1,201)
- Western Europe (n=1,779)
- Eastern Europe (n=1,228)
- Middle East (n=737)
- Africa (n=686)
- Asia (n=2,866)
- Oceania (n=2,19)

Categories (left axis):
- ORCID provides a free service where researchers may register for a unique persistent identifier (an ORCID iD)
- ORCID is a global not-for-profit organization run by and for the community
- ORCID is funded by membership fees from research institutions, funders, publishers, and other organizations in the research community
- Researcher control of your ORCID record is a key ORCID principle
- The O in ORCID stands for open; ORCID practices open data principles

Scale: 1 very aware — 2 somewhat aware — 3 unaware

MORE AWARE ← → LESS AWARE

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4.1.2 AWARENESS OF ORCID IDS

Awareness of information about ORCID iDs also remains high — between 79% - 92% of respondents were very or somewhat aware of all the statements in the survey. They were most likely to know that ORCID iDs are free for researchers and least likely to know that they can give research organizations permission to automatically update their ORCID record. There was no significant difference in awareness among any specific groups, or compared with 2017.
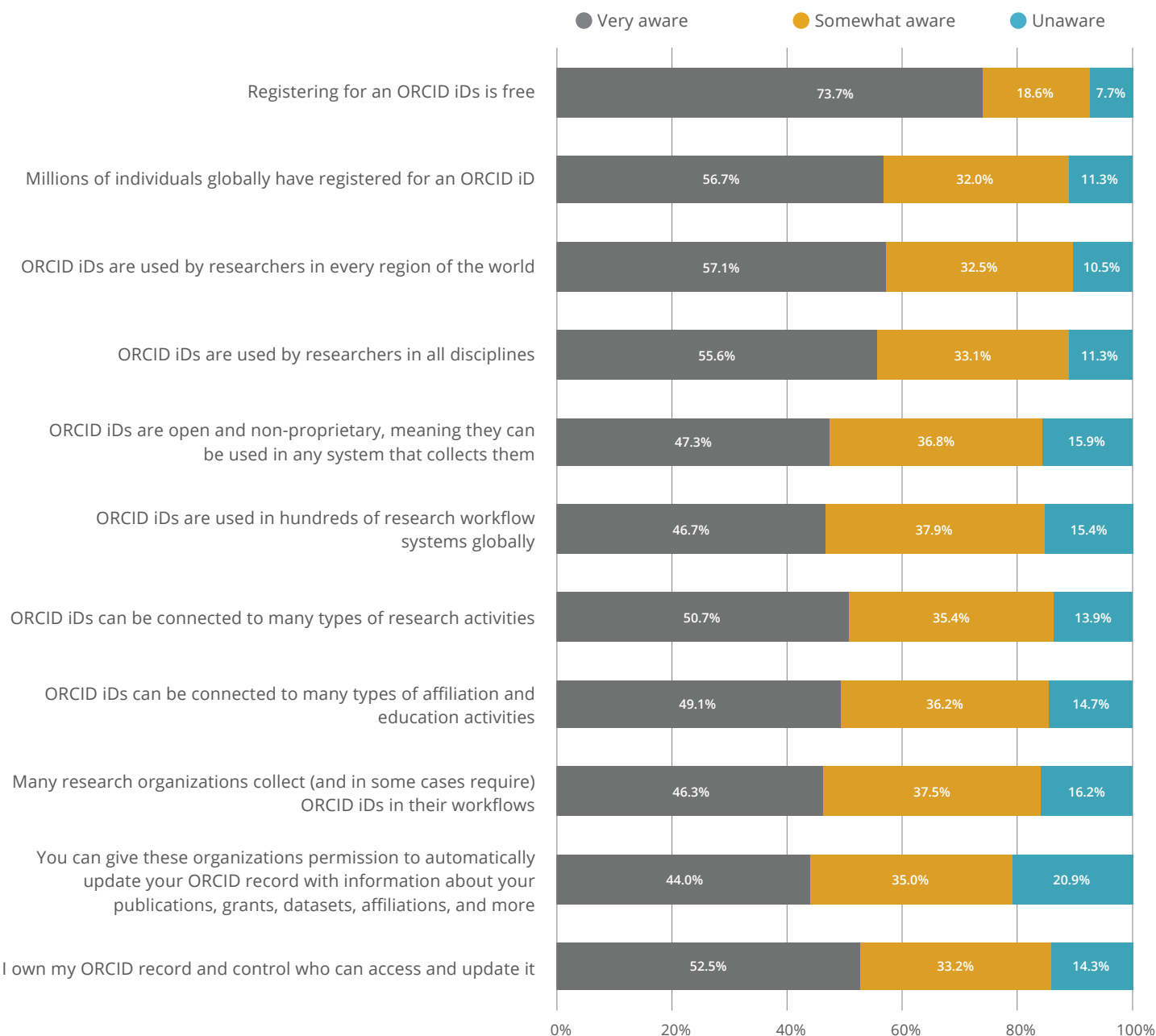
Q8. PRIOR TO THIS SURVEY, TO WHAT DEGREE WERE YOU AWARE OF THE FOLLOWING STATEMENTS ABOUT ORCID AS AN ORGANIZATION? (n=9,075)

● Very aware   ● Somewhat aware   ● Unaware

Statement	Very aware	Somewhat aware	Unaware
Registering for an ORCID iDs is free	73.7%	18.6%	7.7%
Millions of individuals globally have registered for an ORCID iD	56.7%	32.0%	11.3%
ORCID iDs are used by researchers in every region of the world	57.1%	32.5%	10.5%
ORCID iDs are used by researchers in all disciplines	55.6%	33.1%	11.3%
ORCID iDs are open and non-proprietary, meaning they can be used in any system that collects them	47.3%	36.8%	15.9%
ORCID iDs are used in hundreds of research workflow systems globally	46.7%	37.9%	15.4%
ORCID iDs can be connected to many types of research activities	50.7%	35.4%	13.9%
ORCID iDs can be connected to many types of affiliation and education activities	49.1%	36.2%	14.7%
Many research organizations collect (and in some cases require) ORCID iDs in their workflows	46.3%	37.5%	16.2%
You can give these organizations permission to automatically update your ORCID record with information about your publications, grants, datasets, affiliations, and more	44.0%	35.0%	20.9%
I own my ORCID record and control who can access and update it	52.5%	33.2%	14.3%

4.1.3 ORCID DISCOVERY CHANNELS

In 2019, iD holders were most likely to have learned about ORCID from their colleagues, closely followed by their publisher, their institution, or a journal article/blog/post. This differs from 2017, when respondents were most likely to have heard about ORCID in a journal article/blog/post, and 2015, when their publisher was the most common source of information about ORCID. Co-authors continue to be increasingly important in introducing their colleagues to ORCID — there was a 3.5% increase in this channel compared with 2017, 5.6% compared with 2015. Social media was a less important discovery channel for 2019 respondents, with only 4.2% learning about ORCID on Facebook, Twitter, or LinkedIn, compared with 9.1% in 2017 — perhaps because the percentage of respondents who used the social media link to the survey was much lower this year (2.1% compared with 10.3% in 2017).

Q10. HOW DID YOU FIND OUT ABOUT ORCID iDS? PLEASE CHECK ALL THAT APPLY. (n=7,737)

	2019	2017	2015
A colleague	23.4%	20.8%	19.1%
A publisher	23.2%	23.6%	29.1%
My institution	21.0%	17.8%	18.4%
A journal article, blog post, or other publication	19.9%	23.7%	16.3%
A co-author	13.4%	9.9%	7.8%
I don't remember	11.5%	8.5%	15.1%
My supervisor	7.3%	6.3%	3.9%
My professional association	5.2%	7.1%	4.8%
My research funder	4.6%	3.7%	3.3%
Social media (Facebook, Twitter, LinkedIn, etc.)	4.2%	9.1%	5.3%
At a conference	4.0%	7.5%	7.0%
Other (please specify)	2.9%	6.1%	NO DATA

Legend:
- **2019** (n=7,737)
- **2017** (n=1,751)
- **2015** (n=3,103)

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When looking at the same question by career stage, there are some interesting differences in how each group discovered ORCID. Undergraduate students learn mainly from their colleagues; graduate students from journal articles; early and mid -career researchers rely mainly on their colleagues and publishers; and senior researchers are most likely to have learned about ORCID from their institutions.
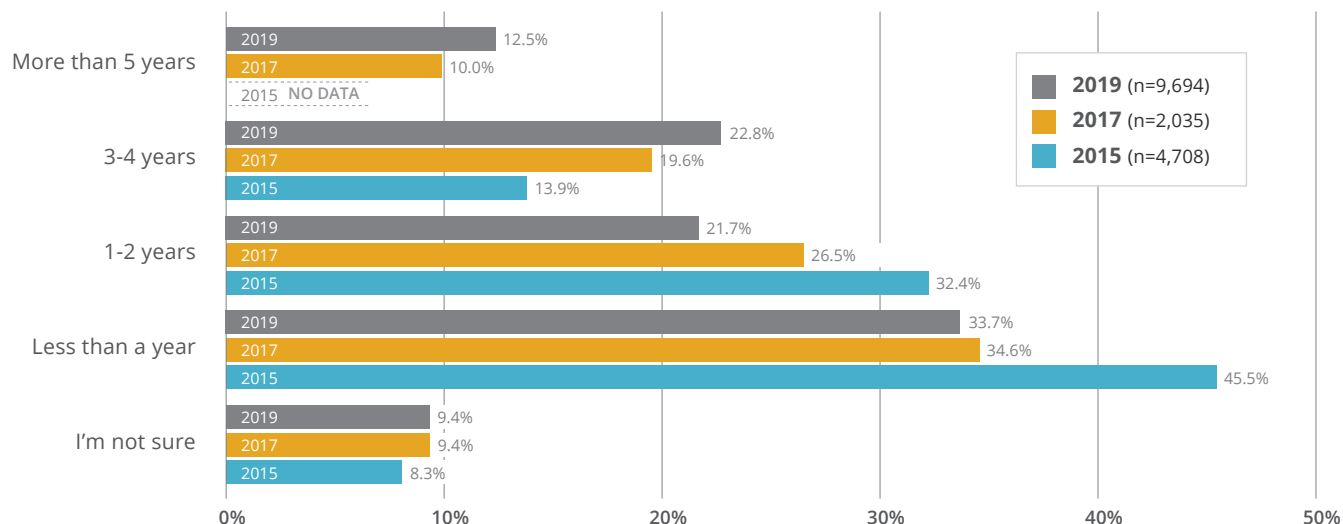
Q10. HOW DID YOU FIND OUT ABOUT ORCID iDS? PLEASE CHECK ALL THAT APPLY. (n=7,737)

	ALL (n=7,737)	STUDENT (n=341)	GRADUATE STUDENT (n=7,76)	EARLY CAREER (n=1,849)	MID CAREER (n=2,022)	SENIOR (n=2,558)	RETIRED (n=191)
A colleague	23.4%	**28.2%**	24.7%	24.6%	24.0%	21.5%	15.7%
A publisher	23.2%	17.0%	23.1%	23.4%	**24.5%**	23.0%	20.9%
My institution	21.0%	15.3%	17.0%	18.1%	21.2%	**24.9%**	21.5%
A journal article, blog post, or other publication	19.9%	21.4%	**25.5%**	22.8%	18.6%	17.1%	16.8%
A co-author	13.4%	14.1%	**15.9%**	12.9%	13.6%	12.9%	13.1%
I don't remember	11.5%	9.4%	6.4%	12.9%	11.8%	11.9%	**14.7%**
My supervisor	7.3%	12.9%	**16.4%**	10.3%	5.3%	3.6%	1.6%
My professional association	5.2%	4.4%	3.9%	4.1%	4.9%	**6.8%**	4.2%
My research funder	4.6%	**5.9%**	5.7%	4.5%	4.4%	4.1%	4.7%
Social media (Facebook, Twitter, LinkedIn, etc.)	4.2%	4.7%	**6.1%**	5.0%	4.0%	3.2%	3.7%
At a conference	4.0%	3.8%	3.5%	3.8%	3.8%	**4.6%**	2.6%
Other (please specify)	2.9%	2.4%	3.9%	2.6%	2.4%	3.1%	6.3%

4.1.4 LENGTH OF ORCID USAGE

Unsurprisingly, more respondents in 2019 have had their iD for longer — whereas almost half of respondents (46%) had an iD for less than a year in 2015, that percentage fell to 34% this year, with 13% of respondents having had their iD for more than five years.

**Q9.** HOW LONG HAVE YOU HAD YOUR ORCID ID? PLEASE CHOOSE ONE. (n=7,829)

Legend:
- **2019** (n=9,694)
- **2017** (n=2,035)
- **2015** (n=4,708)

More than 5 years: 2019 12.5%; 2017 10.0%; 2015 NO DATA
3-4 years: 2019 22.8%; 2017 19.6%; 2015 13.9%
1-2 years: 2019 21.7%; 2017 26.5%; 2015 32.4%
Less than a year: 2019 33.7%; 2017 34.6%; 2015 45.5%
I'm not sure: 2019 9.4%; 2017 9.4%; 2015 8.3%

4.0 SURVEY ANALYSIS
4.2   USING THE ORICID iD: WHY AND WHEN?

4.2.1 WHY DO USERS REGISTER FOR AN ORCID ID?

As in 2017, the most likely reason overall for registering for an iD is "to be able to easily connect my research contributions with my name," with 91.7% of respondents rating this very or somewhat important. This was closely followed by, "I want to make it easier for people to find and share my work" (89.9%), "I want a unique identifier that I can use throughout my career" (88.9%), and "I want to make sure my research is not mistakenly attributed to someone else with the same or a similar name" (85.8%). These responses are consistent across all demographics, and are essentially unchanged since 2017. However, compared with 2017, the 2019 respondents were slightly less likely to have registered for an iD because their institution, funder, publisher, or an other organization requested or required them to (2017 average rating was 1.44, and 2019 was 1.76, on a scale where 1 = extremely important and 4 = Not important). Colleague recommendations were also relatively unimportant, even though respondents are most likely to learn about ORCID from a colleague (see 4.1.3).
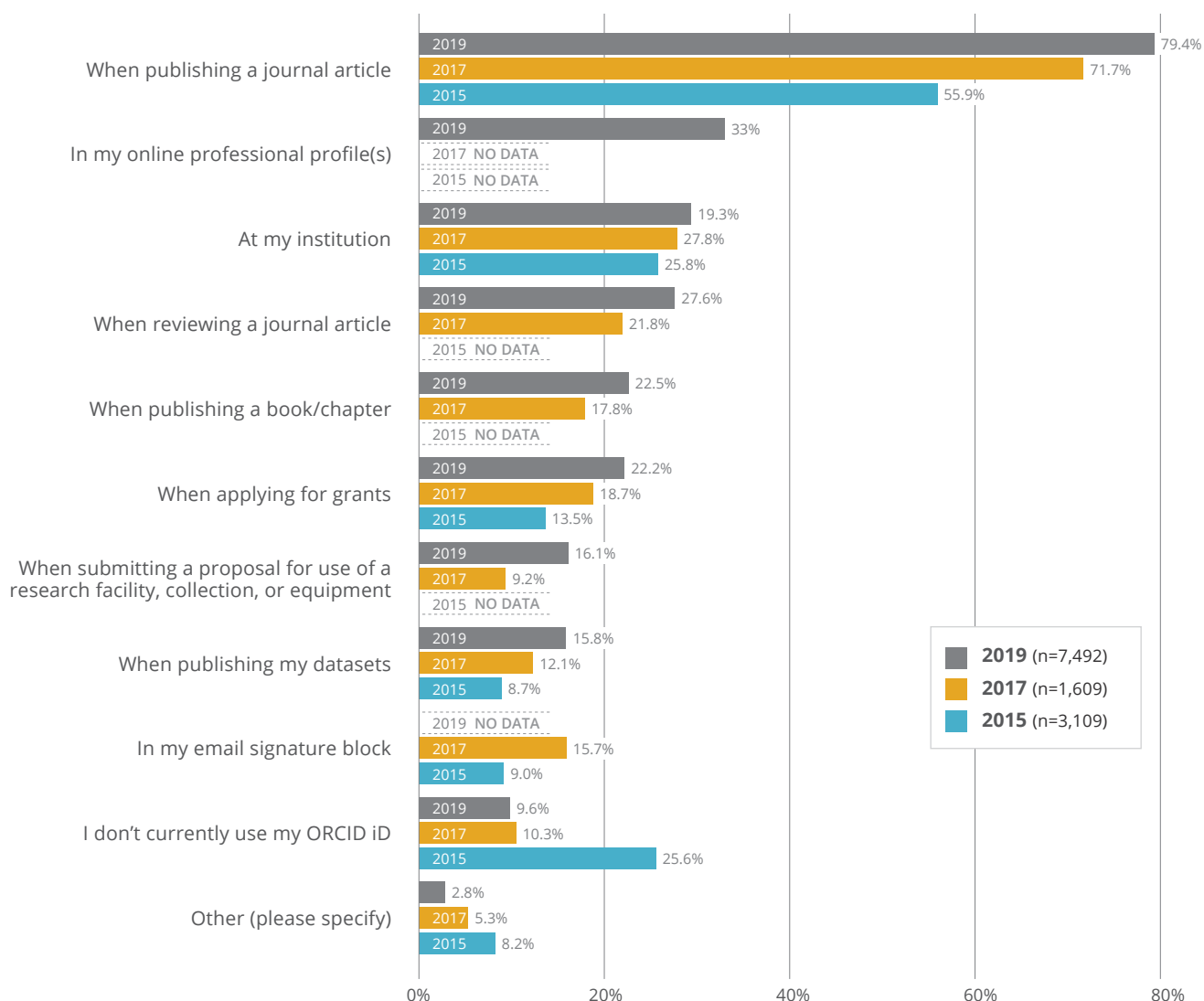
Q11. WHY DID YOU REGISTER FOR AN ORCID iD? (n=1,650)
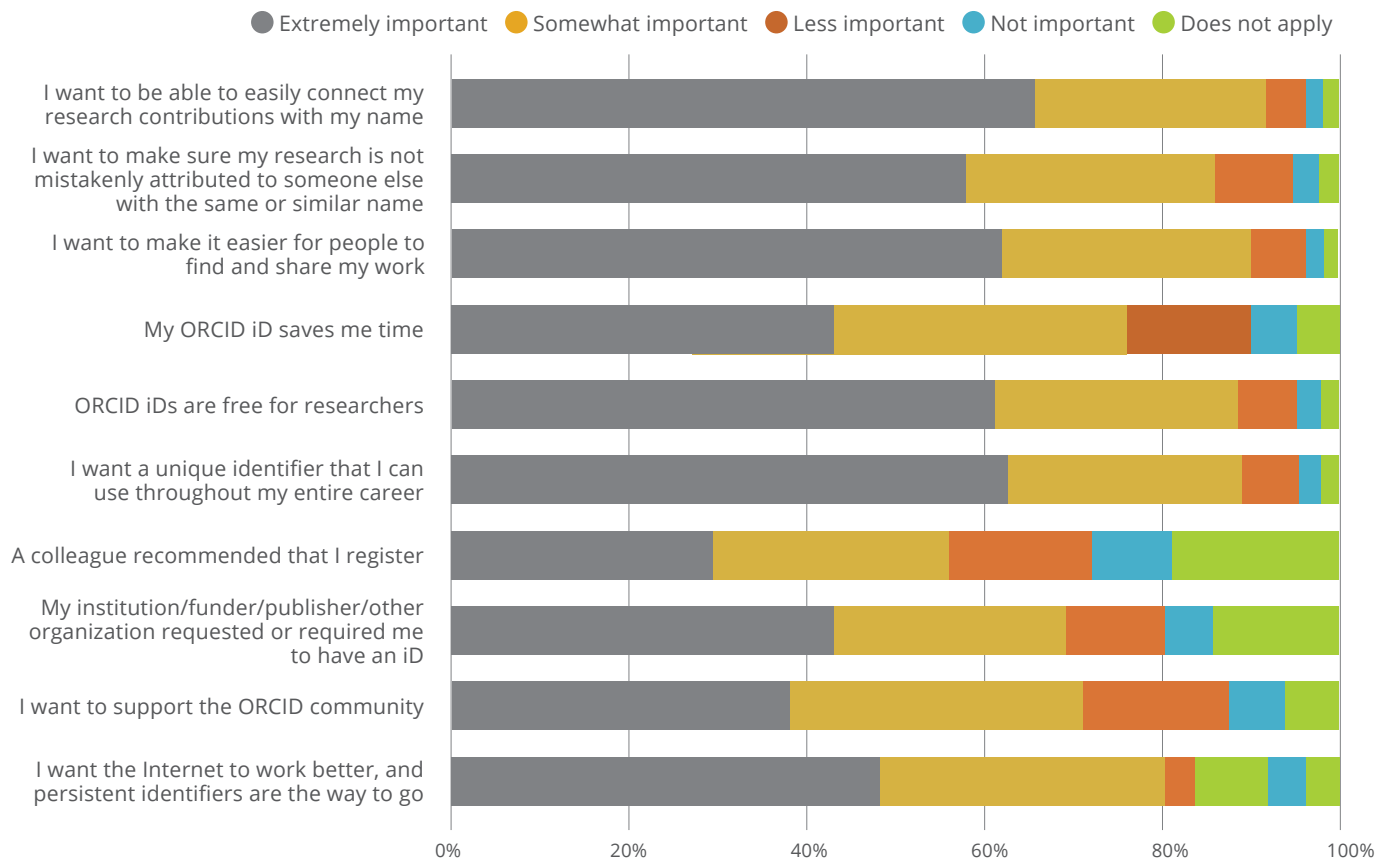
ORCID

4.2.2 WHEN ARE ORCID IDS BEING USED?

2019 saw an increase in usage of ORCID iDs across all workflows. When publishing a journal article continues to be the single most common use case, increasing from 71.4% in 2017 to 79.4% in 2019 — perhaps linked to an increase in the number of publishers requiring an ORCID iD for authors. A new option in 2019 — using your iD in an online professional profile — was the second most popular use of iDs, selected by one third of respondents. Uptake of ORCID when submitting a proposal for use of a research facility, collection, or equipment, was surprisingly high (16.1%) given that this option was only released in beta in November 2018, indicating that this functionality was needed — and that it is being communicated effectively.

Q12. WHEN DO YOU USE YOUR ORCID ID? PLEASE CHECK ALL THAT APPLY. (n=7,491)

	2019	2017	2015
When publishing a journal article	79.4%	71.7%	55.9%
In my online professional profile(s)	33%	NO DATA	NO DATA
At my institution	19.3%	27.8%	25.8%
When reviewing a journal article	27.6%	21.8%	NO DATA
When publishing a book/chapter	22.5%	17.8%	NO DATA
When applying for grants	22.2%	18.7%	13.5%
When submitting a proposal for use of a research facility, collection, or equipment	16.1%	9.2%	NO DATA
When publishing my datasets	15.8%	12.1%	8.7%
In my email signature block	NO DATA	15.7%	9.0%
I don't currently use my ORCID iD	9.6%	10.3%	25.6%
Other (please specify)	2.8%	5.3%	8.2%

Legend:
- **2019** (n=7,492)
- **2017** (n=1,609)
- **2015** (n=3,109)

The table below shows the responses to the same question by career stage. Early career researchers are most likely to use their ORCID iD across the widest range of activities, followed by senior researchers (>21 years of practice). Use of ORCID when publishing a journal article is most popular for graduate students and early career respondents, which broadly corresponds with the likelihood of them learning about ORCID from a colleague/publisher/co-author. Retirees were most likely to respond that they don't currently use their iD.

Q12. WHEN DO YOU USE YOUR ORCID ID? PLEASE CHECK ALL THAT APPLY. (n=7,491)

	ALL (n=7,492)	STUDENT (n=321)	GRADUATE STUDENT (n=725)	EARLY CAREER (n=1,781)	MID CAREER (n=1,969)	SENIOR (n=2,512)	RETIRED (n=184)
When publishing a journal article	79.4%	79.1%	81.9%	**82.0%**	78.1%	78.3%	73.4%
In my online professional profile(s)	33.0%	17.5%	28.3%	**38.5%**	33.7%	32.8%	22.3%
At my institution	29.3%	21.5%	20.4%	28.5%	31.3%	**32.8%**	15.8%
When reviewing a journal article	27.6%	27.7%	21.8%	27.6%	28.4%	**29.0%**	22.3%
When publishing a book/chapter	22.5%	15.6%	20.1%	21.6%	23.3%	**24.5%**	17.9%
When applying for grants	22.2%	12.5%	15.7%	23.5%	**23.7%**	23.6%	15.8%
When submitting a proposal for use of a research facility, collection, or equipment	16.1%	11.2%	13.5%	**17.4%**	15.4%	17.0%	16.9%
When publishing my datasets	15.8%	11.8%	14.9%	**17.4%**	16.1%	15.8%	10.3%
I don't currently use my ORCID iD	9.6%	7.8%	9.0%	8.6%	9.5%	10.3%	**17.4%**
Other (please specify)	2.8%	1.9%	1.7%	2.8%	2.8%	3.0%	7.1%

There are also some interesting variations by discipline. For example, Chemistry & Materials Science respondents and those in Life Sciences are most likely to use their iD when publishing a journal article. These are disciplines where many, if not most, of the top journals (all American Chemical Society, Royal Society of Chemistry, and PLOS titles, as well as most Springer Nature and Wiley titles, for example) are requiring iDs for corresponding authors. For a full table of responses by discipline, see the Appendix.
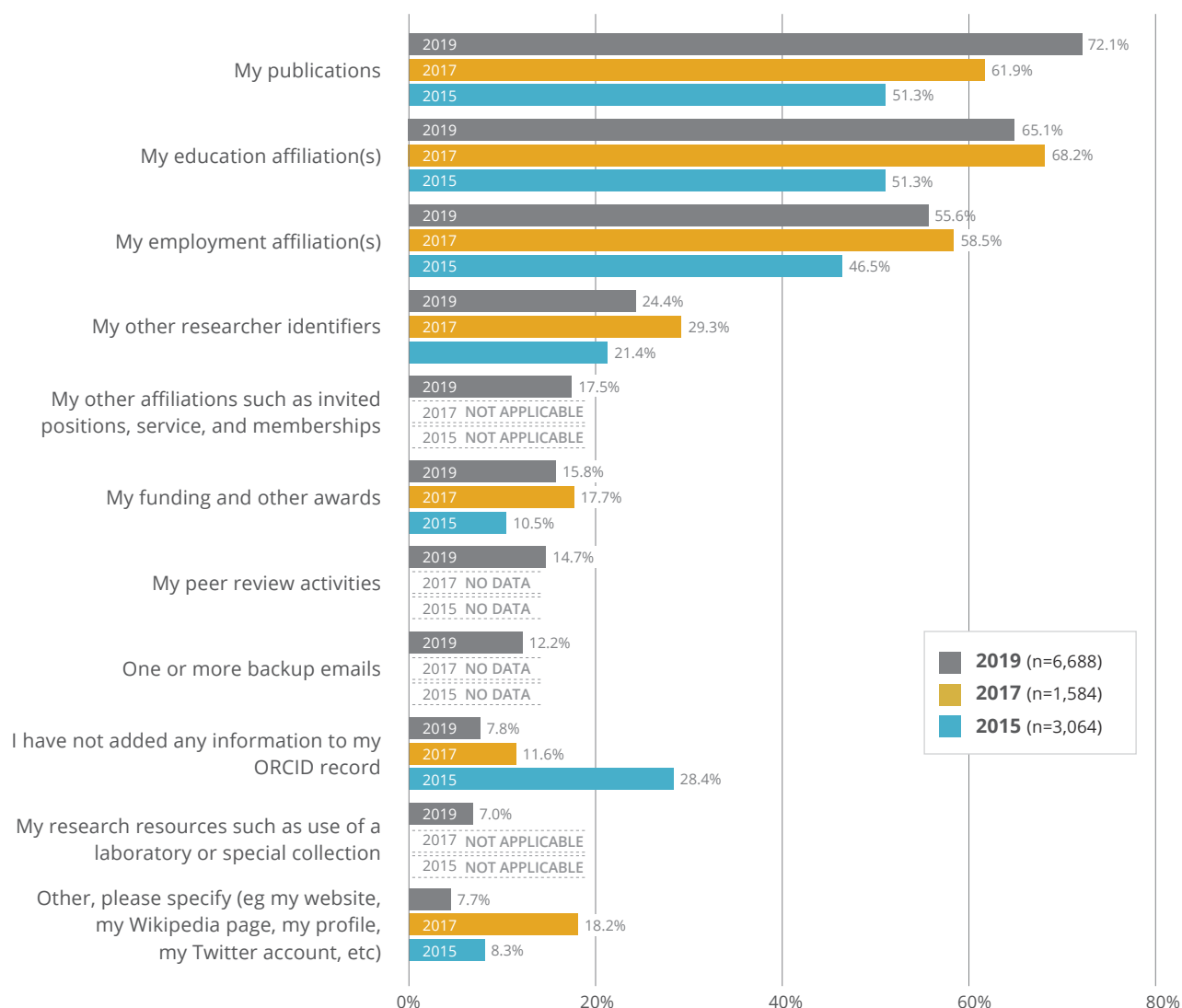
4.0 SURVEY ANALYSIS
4.3 INFORMATION CONNECTED TO ORCID iDS

4.3.1 WHAT ARE USERS CONNECTING WITH THEIR ID?

As in prior years, the main items being connected to ORCID iDs are publications, and the percentage of respondents making these connections continues to increase, from 61.9% in 2017 to 72.1% in 2019. Most respondents are also continuing to add education and employment affiliations (65.1% and 55.6% respectively); 17.5% have already connected other types of affiliations, and 7% have added research resources, both of which were only introduced in late 2018.

Q13. WHAT INFORMATION HAVE YOU CONNECTED TO YOUR ORCID RECORD?
PLEASE CHECK ALL THAT APPLY. (n=6,688)

		2019	2017	2015
My publications		72.1%	61.9%	51.3%
My education affiliation(s)		65.1%	68.2%	51.3%
My employment affiliation(s)		55.6%	58.5%	46.5%
My other researcher identifiers		24.4%	29.3%	21.4%
My other affiliations such as invited positions, service, and memberships		17.5%	NOT APPLICABLE	NOT APPLICABLE
My funding and other awards		15.8%	17.7%	10.5%
My peer review activities		14.7%	NO DATA	NO DATA
One or more backup emails		12.2%	NO DATA	NO DATA
I have not added any information to my ORCID record		7.8%	11.6%	28.4%
My research resources such as use of a laboratory or special collection		7.0%	NOT APPLICABLE	NOT APPLICABLE
Other, please specify (eg my website, my Wikipedia page, my profile, my Twitter account, etc)		7.7%	18.2%	8.3%

Legend:
- **2019** (n=6,688)
- **2017** (n=1,584)
- **2015** (n=3,064)

ORCiD

As well as using their iD in a wider range of workflows than other groups, early career respondents are also more likely to have connected more types of items to their ORCID record, while retirees are most likely not to have added any information. Education information is most likely to be added by graduate students; publications, employment, and funding by early career researchers; and other affiliations and peer review by senior researchers.

Q13. WHAT INFORMATION HAVE YOU CONNECTED TO YOUR ORCID RECORD?
PLEASE CHECK ALL THAT APPLY. (n=6,688)

	ALL (n=6,688)	STUDENT (n=288)	GRADUATE STUDENT (n=649)	EARLY CAREER (n=1,608)	MID CAREER (n=1,765)	SENIOR (n=2,231)	RETIRED (n=147)
My publications	72.1%	45.1%	64.7%	**75.1%**	74.0%	74.6%	64.6%
My education affiliation(s)	65.1%	70.8%	**73.8%**	70.2%	63.5%	60.3%	51.0%
My employment affiliation(s)	55.6%	23.3%	36.5%	**61.9%**	60.0%	57.9%	48.3%
My other researcher identifiers	24.4%	18.1%	19.0%	**25.8%**	25.3%	25.6%	17.7%
My other affiliations such as invited positions, service, and memberships	17.5%	12.5%	13.6%	18.5%	17.5%	**18.6%**	17.0%
My funding and other awards	15.8%	10.4%	10.9%	**17.7%**	17.0%	15.9%	10.9%
My peer review activities	14.7%	11.8%	9.1%	14.6%	15.9%	**16.0%**	12.2%
One or more backup emails	12.2%	12.2%	**16.2%**	13.6%	11.3%	10.7%	12.9%
I have not added any information to my ORCID record	7.8%	12.2%	7.6%	7.0%	7.9%	7.3%	**17.0%**
My research resources such as use of a laboratory or special collection	7.0%	**8.7%**	6.8%	6.2%	7.0%	7.3%	7.5%
Other, please specify (i.e., My website, my Wikipedia page, my institutional profile, my Twitter account, etc.):	4.7%	2.8%	3.1%	5.2%	5.4%	4.1%	**8.8%**

Again, there are also variations by region and discipline. For example, respondents in the US/Canada are most likely to have connected employment affiliations to their record (70.7%) and those in Asia least likely (43.4%). Arts & Humanities respondents (71.6%) are most likely to have added educational affiliations, those in Medical & Health Sciences (60.1%) are least likely. For a full breakdown, see the Appendix.

ORCiD

4.3.2 WHAT DO USERS EXPECT TO ASSOCIATE WITH THEIR ID?

As in previous years, 2019 respondents were most likely to expect to be able to associate their journal articles with their ORCID iD. But "anything I make public with my name associated" was a close second — significantly more popular than in 2017, when it ranked 19th, and 2015, when it ranked 18th. Respondents continue to expect to associate books with their iD (in third place compared with second in 2017 and 2015), and conference participation — a new option this year — was ranked fourth. Professional association affiliations have increased in popularity, from #11 in 2015 and #10 in 2017, to #7 this year; as has peer review (#10, #12, #8). Interestingly, data sets, which ranked #3 and #6 in 2017 and 2015, dropped to #12 in this survey.

There are some interesting, though not unexpected, differences by discipline with, for example, respondents in Arts & Humanities more likely to want to connect books and book chapters (61% compared with the overall average of 48.3%), conference participation (51.5%/44%), and videos (22.6%/15.6%) to their record. For a full table of responses by discipline, please see the Appendix.

Q19. WHAT WOULD YOU EXPECT TO BE ABLE TO ASSOCIATE WITH YOUR ORCID ID?
PLEASE SELECT ALL THAT APPLY. (n=7,974)

TOP 10 RESPONSES BY YEAR

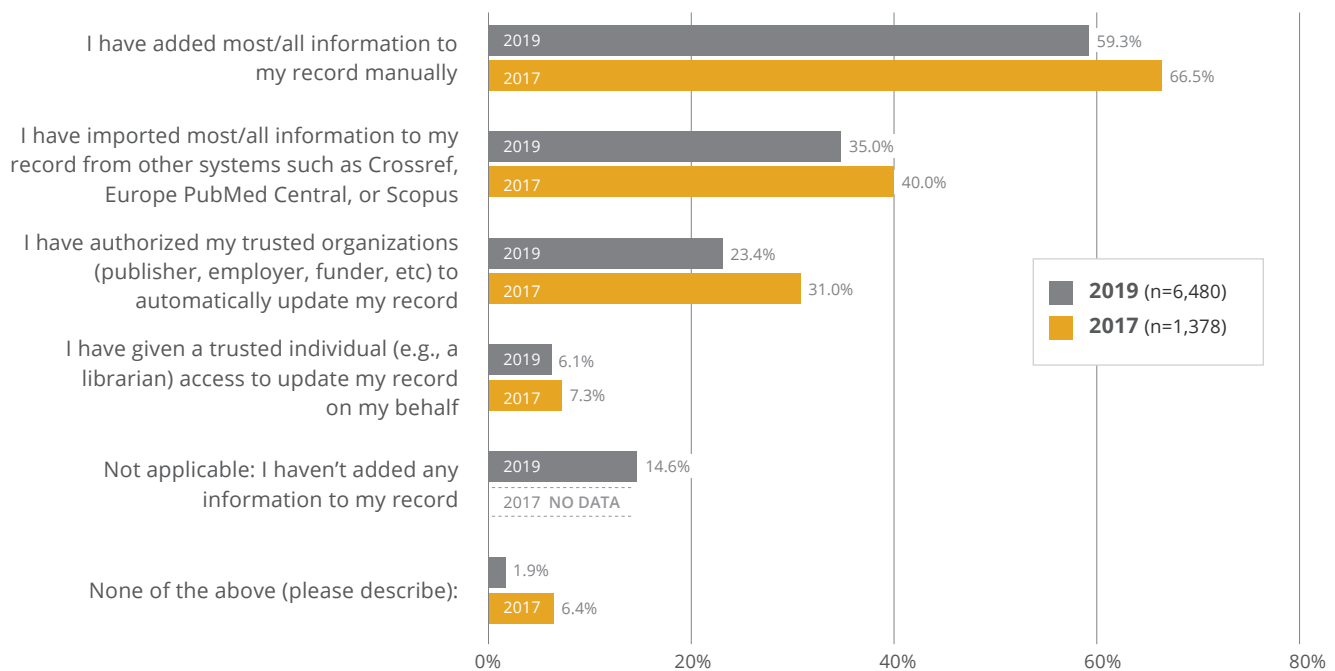|	2019 (n=7,974)	2017 (n=1,864)	2015 (n=4,085)
1	Journal articles	Journal articles	Journal articles
2	Anything I make public with my name associated	Books (as sole author, co-author, or editor)	Books (as sole author, co-author, or editor)
3	Books and book chapters	Research data/data sets	Book contributions (as author of a chapter or entry in major reference work or other type of book)
4	Conference participation including presentations or comments	Book contributions (as author of a chapter or entry in major reference work or other type of book)	Theses or dissertations
5	Theses or dissertations	My current affiliation	My current affiliation
6	Employment affiliations	Theses or dissertations	Data sets
7	Professional association affiliations	Other researcher identifiers (e.g., Scopus, Researcher iD, etc.)	Grant awards
8	Peer review	Grant awards	Presentations
9	Grant awards	Presentations	Versions of my name
10	Professional awards	Professional association affiliations	Peer review

ORCiD

4.0 SURVEY ANALYSIS

4.4 ORCID iD MANAGEMENT

4.4.1 HOW ARE USERS UPDATING THEIR ORCID RECORD?

Almost 15% of respondents report that they have not added any information to their ORCID iD records. Since nearly 60% of ORCID records don't contain links to any identifiers (although nearly three quarters of users have given at least one organization permission to update their record), respondents are more likely than average to have populated their record. Manual updating continues to be the most popular response (59.3%), followed by importing information from other systems (35%), and authorizing a trusted organization (23.4%).

Q14. HOW DO YOU KEEP YOUR ORCID RECORD UPDATED? PLEASE CHECK ALL THAT APPLY. (n=6480)

	2019	2017
I have added most/all information to my record manually	59.3%	66.5%
I have imported most/all information to my record from other systems such as Crossref, Europe PubMed Central, or Scopus	35.0%	40.0%
I have authorized my trusted organizations (publisher, employer, funder, etc) to automatically update my record	23.4%	31.0%
I have given a trusted individual (e.g., a librarian) access to update my record on my behalf	6.1%	7.3%
Not applicable: I haven't added any information to my record	14.6%	NO DATA
None of the above (please describe):	1.9%	6.4%

2019 (n=6,480)
2017 (n=1,378)
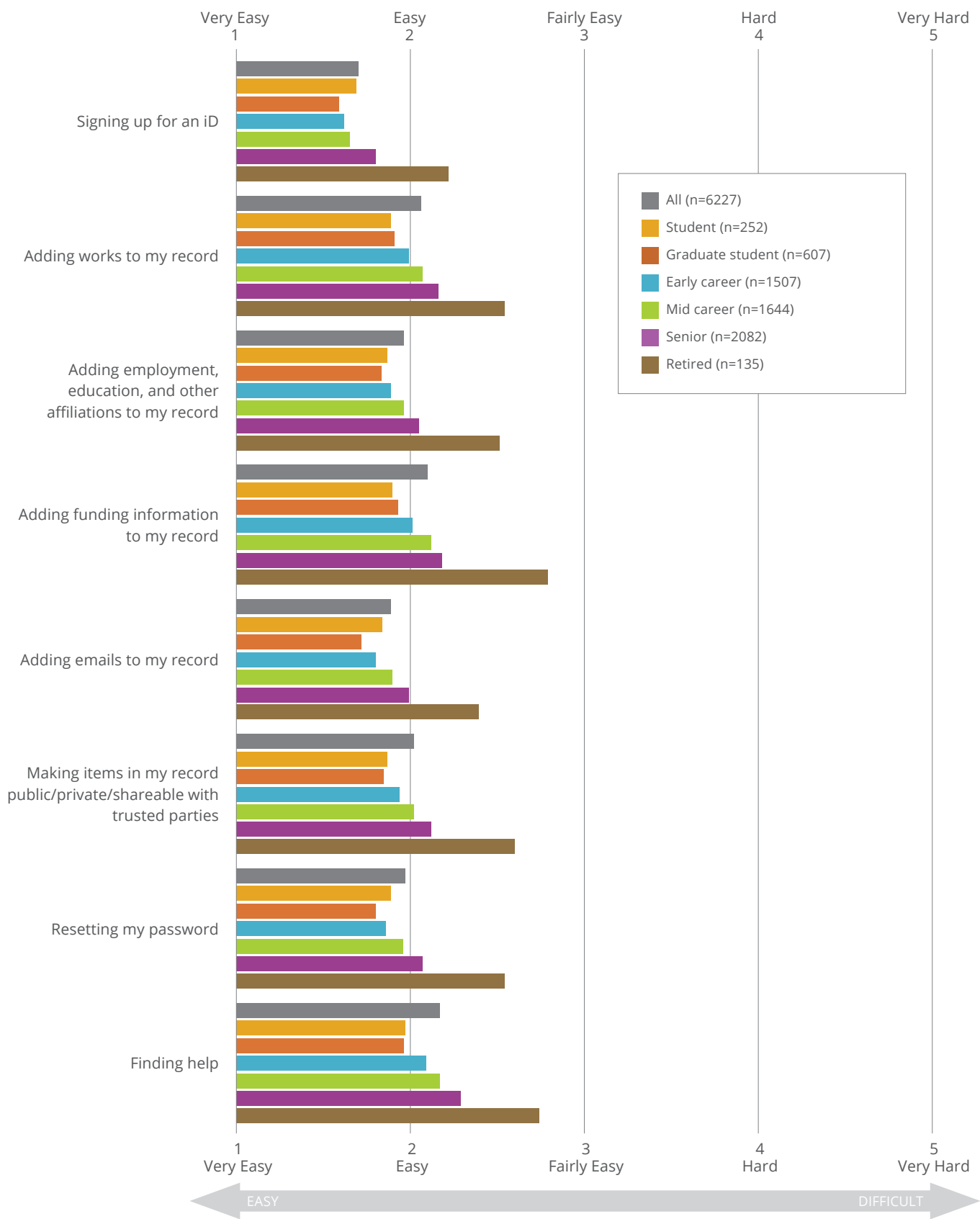
ORCiD

4.4.2 HOW EASY IS IT TO USE YOUR ID?

Most respondents found it relatively easy to use the ORCID Registry, with registering seen as especially straightforward (82.9% found it easy or very easy). Overall, no significant areas of challenge stood out.

Q16. HOW EASY IS IT TO DO THE FOLLOWING ACTIVITIES ON THE ORCID REGISTRY? (n=6,227)
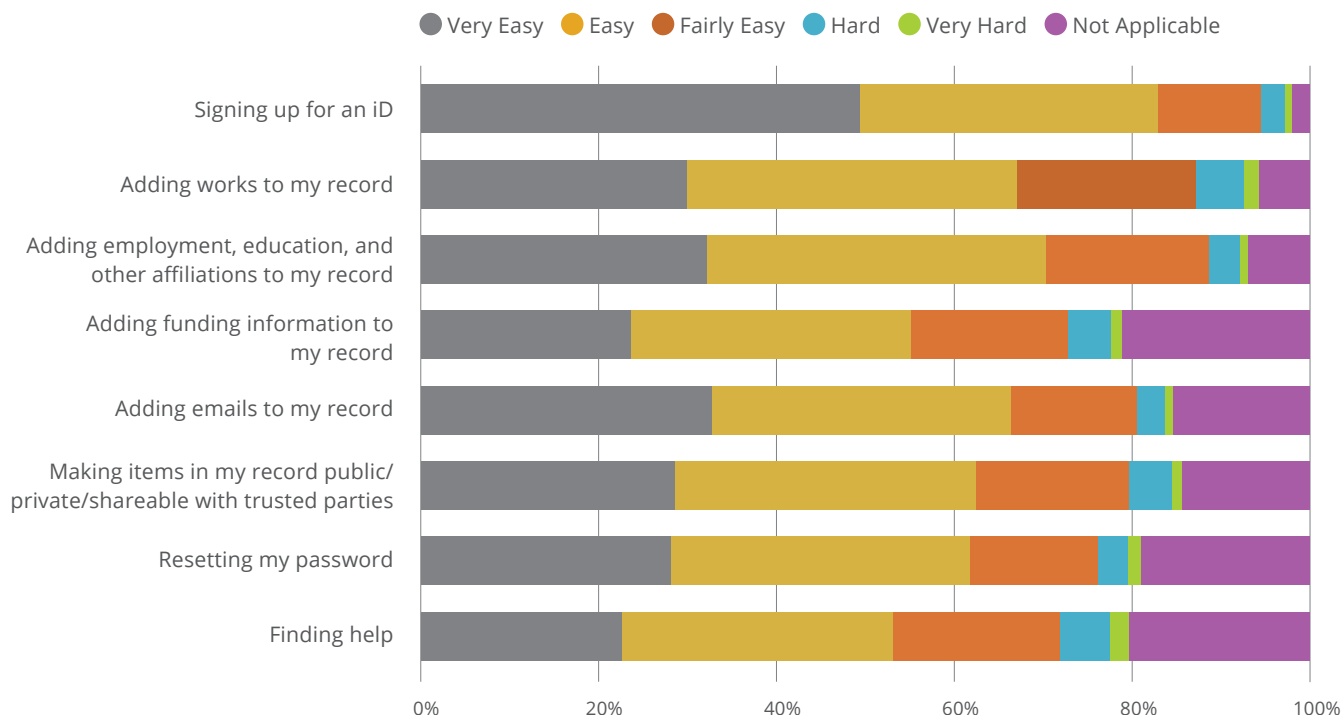
Reported ease of use was overall rated Easy. Specific functional ratings were inversely correlated with career stage; undergraduates, graduate students, and early career respondents find using ORCID easier than their more senior colleagues.

Q16. HOW EASY IS IT TO DO THE FOLLOWING ACTIVITIES ON THE ORCID REGISTRY? (n=6,227)

Legend:
- All (n=6227)
- Student (n=252)
- Graduate student (n=607)
- Early career (n=1507)
- Mid career (n=1644)
- Senior (n=2082)
- Retired (n=135)

Activities:
- Signing up for an iD
- Adding works to my record
- Adding employment, education, and other affiliations to my record
- Adding funding information to my record
- Adding emails to my record
- Making items in my record public/private/shareable with trusted parties
- Resetting my password
- Finding help

Scale:
1 Very Easy — 2 Easy — 3 Fairly Easy — 4 Hard — 5 Very Hard

EASY ← → DIFFICULT

ORCID

4.4.3 WHERE DO USERS GO FOR HELP WITH ORCID?

For help with ORCID questions and problems, most respondents use our website (53.8%) or ask another researcher at their organization (34%). These were the two most popular options in 2017 as well, and have increased in popularity since then. Undergraduate students are significantly more likely to ask a colleague (51.2%) — and, as noted in 4.1.3, to have learned about ORCID from a colleague — than other demographics, and significantly less likely to use the ORCID website (39.3%). Conversely retirees are, inevitably, least likely to ask a colleague (26.7%). Overall, respondents are slightly less likely to use a video or to contact us via social media than in 2017, though early career respondents are more likely to use videos and other online support documentation (33% compared with 25.9% overall). See the Appendix for a table of full breakdown by career stage.

Q17. WHERE DO YOU GO TO SEEK HELP IF YOU HAVE A QUERY OR A PROBLEM WITH YOUR ORCID RECORD? PLEASE SELECT ALL THAT APPLY. (n=5980)

	2019	2017
I use the information on the ORCID website	53.8%	47.3%
I ask another researcher at my organization	34.0%	23.1%
I contact support@orcid.org	27.5%	26.2%
I search the Internet for a video or other support documentation	25.9%	28.6%
I ask a librarian or other support staff at my organization	12.2%	12.6%
I contact ORCID via Twitter or Facebook	3.5%	4.6%
I use the Contact Us form on the ORCID website	NO DATA	30.5%
Other (please specify)	3.9%	6.8%

2019 (n=5,980)
2017 (n=1,513)

4.0 SURVEY ANALYSIS
4.5 PERCEPTIONS OF ORCID

4.5.1 VALUE OF ORCID IDS

There is resounding support for the value of having an ORCID iD among respondents. Almost 85% agree or strongly agree that an ORCID iD is essential for researchers (continuing an upward trend), and 79% believe ORCID helps advance their career by helping to ensure proper attribution. They were slightly less likely to agree that ORCID values their privacy (72.7%) — although nearly 80% of respondents found using the visibility settings in ORCID fairly to very easy (4.2.2) — and that having an iD saves them time (71.1%).

There are some differences by discipline. For example, Business/Management and Chemistry & Materials Science respondents, students, and those in Africa, are more likely to agree or strongly agree with these statements, while those in Arts & Humanities, Social Sciences, the US/Canada, and retirees are more likely to disagree or strongly disagree. See Appendix for a full breakdown by demographic.

Q15. PLEASE INDICATE HOW STRONGLY YOU AGREE OR DISAGREE WITH EACH OF THE FOLLOWING STATEMENTS. (n=6,480)
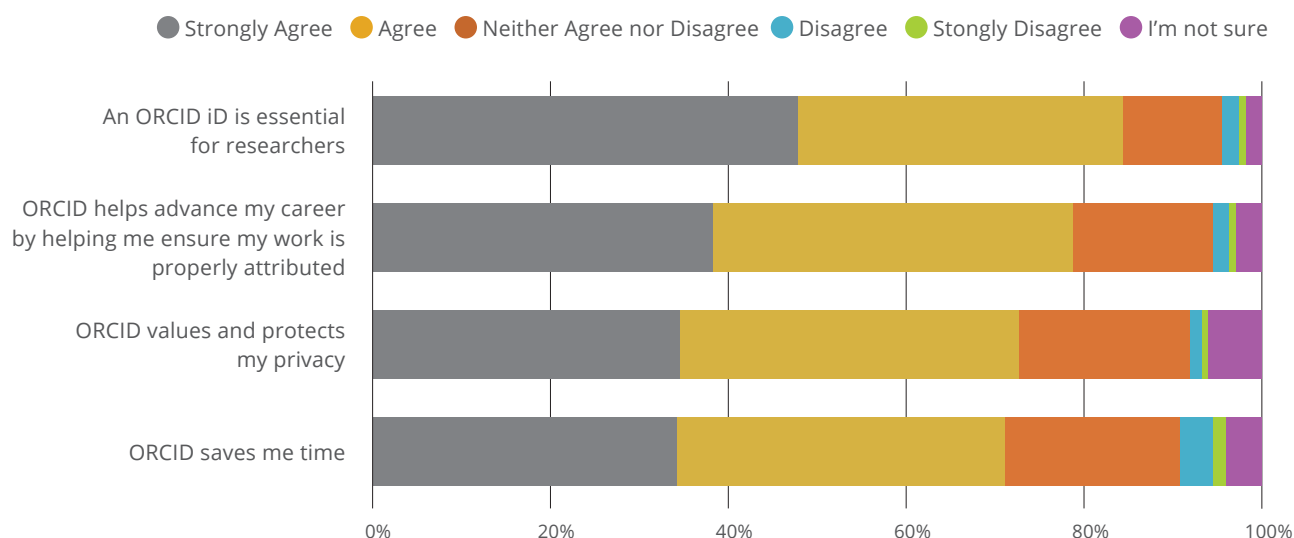
Perceptions of the value of ORCID in 2019 are slightly higher than in 2017, and both surveys show a considerable increase compared with 2015.

Q15. PLEASE INDICATE HOW STRONGLY YOU AGREE OR DISAGREE WITH EACH OF THE FOLLOWING STATEMENTS. (n=6,480)
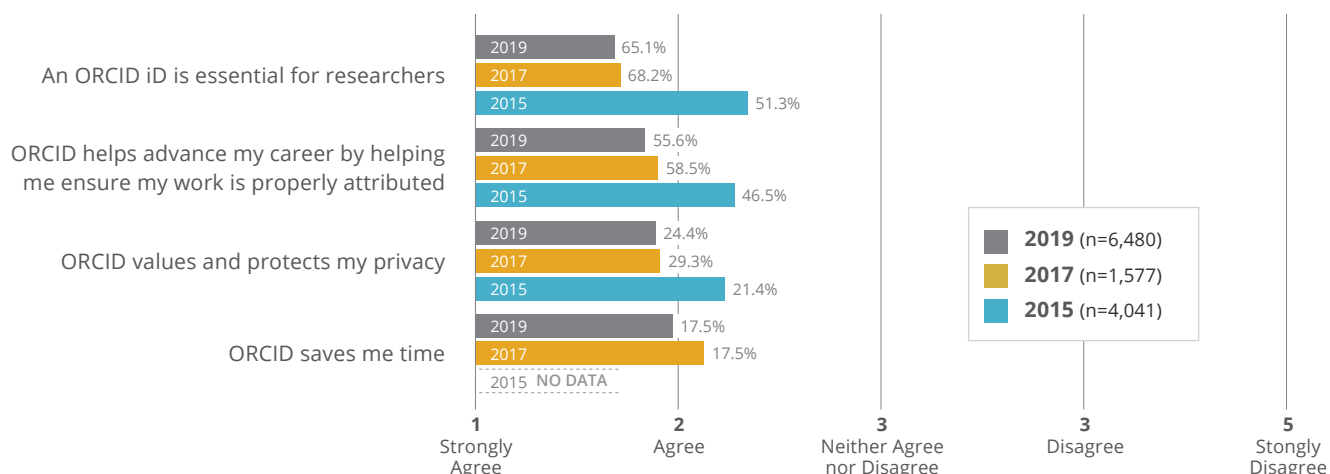
4.5.2 REQUIRING ORCID IDS

Support for requiring ORCID iDs also remains very high, with 84% of respondents agreeing or strongly agreeing that this is beneficial to the global research community, almost unchanged from 2017 (85.9%). Just 3.4% disagree or strongly disagree compared with 3.6% in 2017 and 6.9% in 2015. Since our last survey, the number of publishers that have signed the ORCID open letter, committing their organizations to requiring iDs for authors and implementing ORCID according to our best practices, has more than doubled from 35 to 76. A number of funders also now require ORCID, as do several institutions. So, while researchers are now less likely to register for an iD because this is required by their funder, publisher, or other organization, they are also probably more familiar — and comfortable — with this as an increasingly established practice.

Q21. HOW STRONGLY DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT:
Requiring the use unique personal identifiers, specifically ORCID iDs, is beneficial to the global research community.
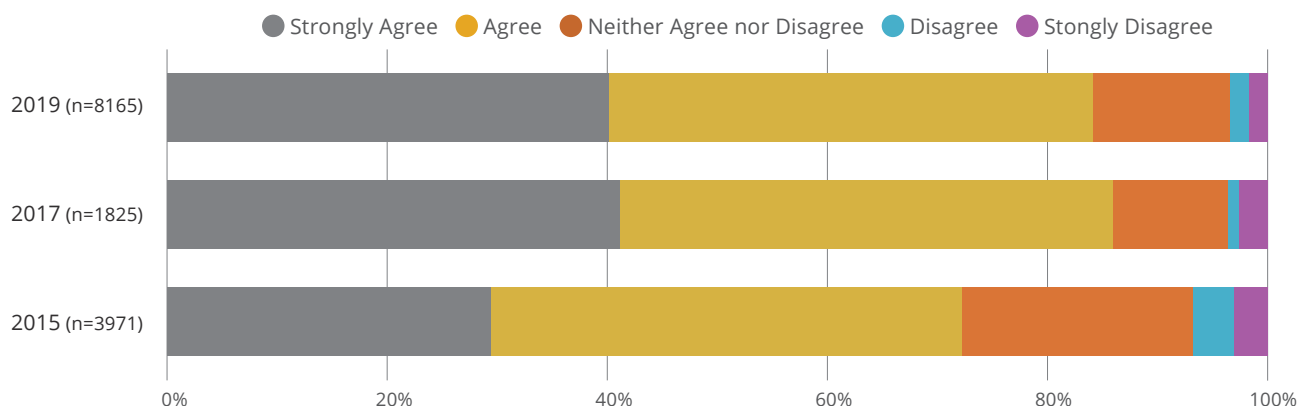
ORCiD

However, there are some variations in levels of support for requiring ORCID by demographic, as shown in the table below (weighted average has been calculated on a scale where 1 = strongly agree and 5 = strongly disagree). Respondents who have an iD are more likely to support a requirement (1.77) than those who don't (1.92) — or who don't know (2.06). So too are respondents in the fields of Business/Management and Chemistry & Materials Science; early career, graduate student, and librarian respondents; and those in Africa and Latin America/Caribbean. Conversely, respondents from the Arts & Humanities and Social Sciences communities; senior career (most often professors/lecturers) and retired researchers; and those in the US/Canada and Eastern Europe, are less likely to support a requirement. This broadly corresponds with responses to other similar questions (see 4.5.1). Nevertheless, across all communities, the overall level of support is still high.

Q21. HOW STRONGLY DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT:
Requiring the use unique personal identifiers, specifically ORCID iDs, is beneficial to the global research community.

BY DISCIPLINE	WEIGHTED AVERAGE
All (n=8,165)	1.81
Arts & humanities (n=367)	1.96
Business/management (n=222)	1.73
Chemistry & materials science (n=519)	1.73
Education (n=576)	1.85
Engineering/technology (n=1,087)	1.78
Interdisciplinary (n=727)	1.83
Life sciences (n=1,095)	1.79
Mathematics/statistics (n=202)	1.77
Medical sciences & allied health (n=1,367)	1.80
Physical sciences (n=445)	1.80
Social sciences (n=555)	1.92

BY CAREER STAGE	WEIGHTED AVERAGE
All (n=8,165)	1.81
Student (n=389)	1.78
Graduate student (n=856)	1.76
Early career (n=1,905)	1.75
Mid career (n=2,087)	1.79
Senior (n=2,717)	1.87
Retired (n=211)	1.99

BY ORCID USER/NON-USER	WEIGHTED AVERAGE
ORCID iD Users (n=6,750)	1.77
ORCID iD Non-Users (n=807)	1.92
Unsure of ORCID iD Status (n=608)	2.06

BY GEOGRAPHIC REGION	WEIGHTED AVERAGE
US/Canada (n=889)	1.94
Latin America and Caribbean (n=997)	1.72
Western Europe (n=1,589)	1.83
Eastern Europe (n=1,063)	1.92
Middle East (n=618)	1.80
Africa (n=575)	1.68
Asia (n=2,239)	1.77
Oceania (n=195)	1.76

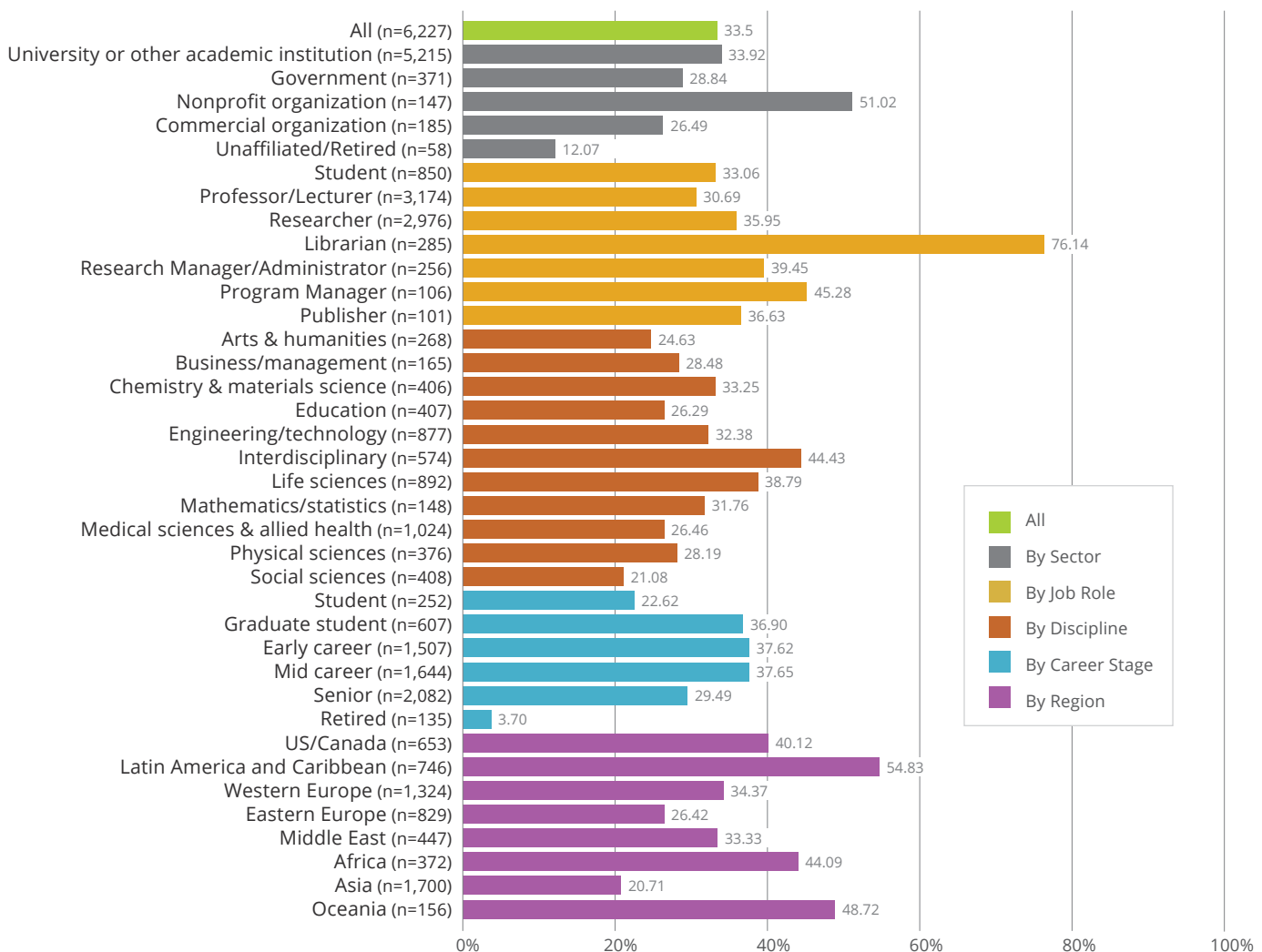| BY JOB ROLE	WEIGHTED AVERAGE
Student (n=1,229)	1.78
Professor/Lecturer (n=4,045)	1.82
Researcher (n=3,688)	1.79
Librarian (n=386)	1.66
Research Manager/Administrator (n=332)	1.79
Program Manager (n=157)	1.79
Publisher (n=162)	1.78

4.0 SURVEY ANALYSIS
4.6 BRAND STRENGTH AND ATTRIBUTES

Since the 2017 survey, we have been using the Net Promoter Score (NPS) to track overall sentiment toward ORCID over time. Respondents are asked to rate on a scale of 0-10 how likely they would be to recommend ORCID to a friend or colleague. Those who give a rating of 0-6 are considered Detractors (more likely to spread negative word-of-mouth information regarding ORCID), ratings of 7-8 are considered Passive, and ratings of 9-10 are classified as Promoters (vocal advocates). The NPS is calculated by subtracting the percentage of Detractors from the percentage of Promoters. Our NPS has decreased slightly — from 33.5 in 2019 to 35.3 in 2017 — but remains strongly positive.

This year, we also analyzed the NPS across all 34 possible demographic categories, which revealed a wide variation of views. Librarians are the strongest ORCID promoters, with an extremely high NPS of 76.14, while retirees rate ORCID least favorably, with an NPS of 3.7. By region, Latin America & the Caribbean are most enthusiastic about ORCID (NPS = 54.83), and Asia least (20.74); and, by discipline, respondents who identified as Interdisciplinary are the strongest supporters (NPS = 44.43) and social scientists the least positive (21.08).

Q18. HOW LIKELY IS IT THAT YOU WOULD RECOMMEND ORCID TO A FRIEND OR COLLEAGUE? (n=6,227)

Category	NPS
All (n=6,227)	33.5
University or other academic institution (n=5,215)	33.92
Government (n=371)	28.84
Nonprofit organization (n=147)	51.02
Commercial organization (n=185)	26.49
Unaffiliated/Retired (n=58)	12.07
Student (n=850)	33.06
Professor/Lecturer (n=3,174)	30.69
Researcher (n=2,976)	35.95
Librarian (n=285)	76.14
Research Manager/Administrator (n=256)	39.45
Program Manager (n=106)	45.28
Publisher (n=101)	36.63
Arts & humanities (n=268)	24.63
Business/management (n=165)	28.48
Chemistry & materials science (n=406)	33.25
Education (n=407)	26.29
Engineering/technology (n=877)	32.38
Interdisciplinary (n=574)	44.43
Life sciences (n=892)	38.79
Mathematics/statistics (n=148)	31.76
Medical sciences & allied health (n=1,024)	26.46
Physical sciences (n=376)	28.19
Social sciences (n=408)	21.08
Student (n=252)	22.62
Graduate student (n=607)	36.90
Early career (n=1,507)	37.62
Mid career (n=1,644)	37.65
Senior (n=2,082)	29.49
Retired (n=135)	3.70
US/Canada (n=653)	40.12
Latin America and Caribbean (n=746)	54.83
Western Europe (n=1,324)	34.37
Eastern Europe (n=829)	26.42
Middle East (n=447)	33.33
Africa (n=372)	44.09
Asia (n=1,700)	20.71
Oceania (n=156)	48.72

Legend: All · By Sector · By Job Role · By Discipline · By Career Stage · By Region

In the tables below, responses in 2019 are compared to 2017. Increases of 10% and more in the NPS are highlighted in green, while decreases of 10% + are red. Note: the 2017 report did not calculate NPS by role.

Q18. HOW LIKELY IS IT THAT YOU WOULD RECOMMEND ORCID TO A FRIEND OR COLLEAGUE? (n=6,227)

BY DISCIPLINE	2019	2017
All	33.5 (n=6,227)	35.3 (n=1,563)
Arts & humanities	24.63 (n=268)	22.8 (n=79)
Business/management	**28.48 (n=165)**	15.2 (n=33)
Chemistry & materials science	**33.25 (n=406)**	13.2 (n=106)
Education	**26.29 (n=407)**	54.8 (n=84)
Engineering/technology	**32.38 (n=877)**	36.5 (n=211)
Life sciences	**38.79 (n=892)**	29.9 (n=244)
Mathematics/statistics	**31.76 (n=148)**	13.2 (n=53)
Medical sciences & allied health	26.46 (n=1,024)	28.5 (n=249)
Physical sciences	28.19 (n=376)	26.7 (n=120)
Social sciences	21.08 (n=408)	22.2 (n=108)

BY CAREER STAGE	2019	2017
Student	22.62 (n=252)	21.2 (n=33)
Graduate student	36.9 (n=607)	36.6 (n=153)
Early career	**37.62 (n=1,507)**	33.3 (n=454)
Mid career	37.65 (n=1,644)	38.5 (n=436)
Senior	**29.49 (n=2,082)**	34.7 (n=487)

BY GEOGRAPHY	2019	2017
US/Canada	40.12 (n=653)	42.7 (n=248)
Latin America and Caribbean	54.83 (n=746)	56.1 (n=123)
Western Europe	34.37 (n=1,324)	37.6 (n=447)
Eastern Europe	**26.42 (n=829)**	17.3 (n=81)
Middle East	**33.33 (n=447)**	29.7 (n=74)
Africa	44.09 (n=372)	44.3 (n=88)
Asia	20.71 (n=1,700)	21.1 (n=418)
Oceania	48.72 (n=156)	53.6 (n= 84)

ORCiD

4.6.1 ORCID ATTRIBUTES

As in previous surveys, respondents were asked to select the attributes that they feel best describe ORCID, from a list of 27 choices presented in a randomized order.

The table below shows the top 10 choices from each survey year. "Global," "Open," and "Efficient" have been highly ranked every year but, in 2019, "Widely used" was also in the top five for the first time (up from 13th place in both 2015 and 2017), at #4, while "New" has moved from #2 in 2015 and #9 in 2017 to #12 this year. "Easy to work with" is at #5, and "Reliable" — a new option in 2019 — was ranked ninth. "Community-driven" (#16) has dropped out of the top 10 from #6 in 2015 and #8 in 2017.

Q20. PLEASE SELECT UP TO FIVE OF THE FOLLOWING ATTRIBUTES THAT YOU FEEL BEST DESCRIBE ORCID. (n=8,210)

TOP 10 RESPONSES BY SURVEY YEAR

	2019 (n=8,210)	2017 (n=1,929)	2015 (n=3,917)
1	Global	Open	Open
2	Open	Global	New
3	Efficient	Efficient	Approachable
4	Widely used	Easy to work with	Efficient
5	Easy to work with	Approachable	Easy to work with
6	Interdisciplinary	Essential	Community-driven
7	Essential	Interdisciplinary	Innovative
8	Innovative	Community-driven	Essential
9	Reliable	New	Unknown
10	Standard	Standard	Standard

Respondents who don't have an iD — or don't know — were much more likely to select "New" (chosen by 22.1% of non iD holders and 23.6% of those who don't know, compared with 13.4% of ORCID users) and "Unknown" (9.1%/10.7%/4.3%) as attributes. Interestingly, they were also more likely to choose "Innovative" as an attribute (24.8%/21.3%/18.7%). They were less likely to select "Easy to work with" (16.5%/14.5%/23.8%), and "Widely used" (17.9%/19.7%/24.4%). For more information, please see Appendix.

"Global" and "Open" are consistently in the top three attributes when responses are analyzed by country, with "Interdisciplinary" making the top three in the US/Canada, Latin America, and Eastern Europe, and "Widely used" in the top three for Western Europe, Asia, and Oceania. For more details, please see Appendix.

Q20. PLEASE SELECT UP TO FIVE OF THE FOLLOWING ATTRIBUTES THAT YOU FEEL BEST DESCRIBE ORCID. (n=8,210)

	Middle East (n=626)	Africa (n=576)	Asia (n=2,266)	Oceania (n=195)
1	Global	Global	Global	Open
2	Open	Open	Open	Global
3	Essential	Innovative	Widely used	Widely used
4	Easy to work with	Essential	Easy to work with	Well regarded
5	Efficient	Easy to work with	Efficient	Easy to work with
6	Widely used	Efficient	Essential	Efficient
7	Standard	Interdisciplinary	Reliable	Essential
8	New	Reliable	Standard	Interdisciplinary
9	Reliable	Widely used	Innovative	Established
10	Technical	Secure	Technical	Standard

APPENDIX 1: ADDITIONAL TABLES

GEOGRAPHICAL BREAKDOWN OF SURVEY RESPONDENTS, BY YEAR (SEE SECTION 3.1)

	2019 (n=10,589)	2017 (n=2,467)	2015 (n=3,944)
US/Canada	9.6%	13.7%	29.1%
Latin America and Caribbean	12.5%	9.0%	5.1%
Western Europe	18.1%	25.1%	36.1%
Eastern Europe	13.4%	6.6%	4.0%
Middle East	7.8%	5.7%	1.9%
Africa	7.1%	4.5%	2.3%
Asia	29.4%	31.3%	16.1%
Oceania	2.1%	4.6%	4.8%

USE OF ORCID IN DIFFERENT WORKFLOWS, BY DISCIPLINE (SEE SECTION 4.2.2)

	All (n=7,492)	Arts & humanities (n=341)	Business/ management (n=204)	Chemistry & materials science (n=488)	Education (n=496)	Engineering/ technology (n=1,048)	Interdisciplinary (n=679)	Life sciences (n=1,033)	Mathematics/ statistics (n=183)	Medical sciences & allied health (n=1,235)	Physical sciences (n=423)	Social sciences (n=484)
When publishing a journal article	79.4%	70.1%	77.9%	86.1%	77.2%	81.2%	78.7%	86.5%	81.4%	83.8%	85.3%	75.4%
When reviewing a journal article	27.6%	26.4%	28.4%	30.5%	31.5%	31.4%	30.9%	27.3%	24.6%	30.5%	21.8%	24.4%
When publishing a book/chapter	22.5%	32.6%	27.9%	23.0%	24.2%	23.8%	28.4%	20.7%	20.8%	17.4%	17.7%	28.3%
When publishing my datasets	15.8%	17.3%	13.7%	13.1%	16.3%	15.0%	19.4%	18.6%	11.5%	14.2%	16.8%	15.3%
When applying for grants	22.2%	25.5%	20.6%	23.6%	17.1%	18.4%	28.9%	29.9%	18.0%	20.0%	23.6%	23.8%
When submitting a proposal for use of a research facility, collection, or equipment	16.1%	15.0%	16.2%	17.2%	15.5%	16.0%	23.0%	15.1%	11.5%	16.3%	15.8%	15.9%
At my institution	29.3%	34.6%	24.0%	24.8%	27.2%	28.6%	37.7%	28.0%	31.7%	25.2%	25.3%	31.4%
In my online professional profile(s)	33.0%	34.0%	24.5%	31.2%	27.2%	27.9%	40.9%	34.4%	31.7%	28.3%	34.0%	33.1%
I don't currently use my ORCID iD	9.6%	12.6%	10.3%	8.4%	9.1%	7.6%	9.7%	6.5%	10.4%	9.9%	5.7%	10.5%
Other (please specify)	2.8%	4.1%	1.0%	1.0%	1.8%	0.6%	5.7%	3.3%	1.1%	1.4%	3.1%	3.1%

ORCID

INFORMATION CONNECTED TO ORCID RECORDS, BY REGION (SEE SECTION 4.3.1)

	All (n=6,688)	US/Canada (n=679)	Latin America and Caribbean (n=805)	Western Europe (n=1,385)	Eastern Europe (n=907)	Middle East (n=487)	Africa (n=406)	Asia (n=1,860)	Oceania (n=159)
My education affiliation(s)	65.1%	71.4%	68.7%	64.0%	60.2%	69.6%	67.5%	62.2%	69.8%
My employment affiliation(s)	55.6%	70.7%	47.0%	67.4%	57.9%	52.2%	57.1%	43.4%	69.2%
My other affiliations such as invited positions, service, and memberships	17.5%	17.1%	16.5%	16.5%	16.9%	20.1%	22.9%	17.0%	20.1%
My funding and other awards	15.8%	18.1%	11.4%	20.0%	13.0%	10.7%	16.5%	15.6%	23.3%
My publications	72.1%	75.6%	68.9%	82.0%	74.8%	64.1%	66.5%	66.2%	79.9%
My other researcher identifiers	24.4%	21.7%	22.9%	29.5%	27.1%	23.0%	22.7%	21.9%	23.3%
My peer review activities	14.7%	12.8%	11.8%	15.1%	12.5%	15.6%	17.7%	16.4%	16.4%
My research resources such as use of a laboratory or special collection	7.0%	2.5%	7.6%	3.6%	7.5%	10.7%	8.4%	9.8%	1.3%
One or more backup emails	12.2%	16.6%	9.2%	13.3%	12.0%	11.3%	12.3%	10.9%	17.0%
I have not added any information to my ORCID record	7.8%	9.6%	8.3%	5.5%	6.8%	7.8%	11.3%	8.3%	8.2%
Other, please specify (i.e., My website, my Wikipedia page, my institutional profile, my Twitter account, etc.)	4.7%	13.0%	3.4%	7.4%	3.5%	2.7%	2.2%	1.5%	7.6%

INFORMATION CONNECTED TO ORCID RECORDS, BY DISCIPLINE (SEE SECTION 4.3.1)

	All (n=6,688)	Arts & humanities (n=292)	Business/ management (n=182)	Chemistry & materials science (n=440)	Education (n=443)	Engineering/ technology (n=957)	Interdisciplinary (n=604)	Life sciences (n=960)	Mathematics/ statistics (n=160)	Medical sciences & allied health (n=1,098)	Physical sciences (n=396)	Social sciences (n=431)
My education affiliation(s)	65.1%	71.6%	70.3%	62.5%	71.3%	66.4%	68.7%	62.2%	65.0%	60.1%	63.1%	67.3%
My employment affiliation(s)	55.6%	58.6%	48.9%	53.0%	40.4%	51.6%	59.8%	58.4%	56.9%	51.1%	62.6%	55.5%
My other affiliations such as invited positions, service, and memberships	17.5%	22.3%	20.3%	16.4%	18.1%	18.0%	20.7%	15.0%	17.5%	15.6%	15.7%	20.7%
My funding and other awards	15.8%	18.2%	15.4%	18.2%	10.8%	14.9%	20.5%	19.7%	16.3%	12.6%	15.9%	15.8%
My publications	72.1%	64.7%	62.6%	78.4%	59.1%	72.1%	78.0%	77.1%	76.3%	68.2%	81.1%	66.6%
My other researcher identifiers	24.4%	22.6%	22.0%	28.9%	19.2%	26.3%	32.6%	22.6%	26.3%	21.5%	25.0%	22.5%
My peer review activities	14.7%	12.3%	14.8%	15.7%	14.7%	17.0%	17.9%	17.1%	12.5%	13.0%	15.2%	12.1%
My research resources such as use of a laboratory or special collection	7.0%	4.1%	9.3%	9.3%	8.1%	9.8%	8.8%	6.4%	5.6%	6.1%	5.8%	5.1%
One or more backup emails	12.2%	13.4%	12.6%	8.4%	10.8%	13.1%	17.4%	10.6%	15.0%	9.1%	13.6%	8.8%
I have not added any information to my ORCID record	7.8%	9.3%	7.1%	4.8%	7.5%	6.8%	10.1%	7.5%	7.5%	9.4%	5.8%	8.6%
Other, please specify (i.e., My website, my Wikipedia page, my institutional profile, my Twitter account, etc.):	4.7%	7.5%	1.1%	3.0%	2.0%	2.0%	7.6%	5.1%	1.3%	2.9%	4.3%	6.3%

WHAT USERS EXPECT TO BE ABLE TO CONNECT TO THEIR ORCID RECORD, BY DISCIPLINE (SEE SECTION 4.3.2)

	All (n=7,974)	Arts & humanities (n=359)	Business/ management (n=218)	Chemistry & materials science (n=499)	Education (n=576)	Engineering/ technology (n=1,069)	Interdisciplinary (n=707)	Life sciences (n=1,069)	Mathematics/ statistics (n=192)	Medical sciences & allied health (n=1,330)	Physical sciences (n=428)	Social sciences (n=529)
Anything I make public with my name associated	55.5%	57.4%	57.8%	54.7%	58.2%	56.7%	58.0%	53.8%	47.9%	53.8%	54.7%	55.2%
Audio/video recordings	15.6%	22.6%	16.1%	7.0%	12.9%	12.4%	19.1%	13.2%	8.9%	12.5%	11.0%	16.1%
Books and book chapters	48.3%	61.0%	42.2%	41.9%	46.0%	44.7%	54.9%	50.2%	46.9%	38.3%	50.5%	55.6%
Conference participation including presentations or comments	45.0%	51.5%	45.4%	38.9%	42.5%	44.9%	51.3%	42.2%	43.2%	38.0%	45.8%	48.0%
Course completion/certification	25.2%	28.4%	31.2%	16.2%	24.7%	22.8%	29.1%	23.4%	18.2%	23.6%	22.9%	27.0%
Creative works (performances, artworks, musical compositions, etc)	16.2%	22.8%	17.9%	10.6%	12.9%	14.6%	19.8%	12.2%	10.9%	11.7%	11.0%	17.6%
Data sets	24.5%	18.7%	24.3%	16.0%	17.7%	19.0%	26.6%	27.9%	24.0%	18.8%	30.4%	26.1%
Employment affiliations	31.4%	30.4%	32.6%	26.5%	20.5%	26.2%	38.9%	32.8%	29.2%	24.8%	36.5%	32.1%
Figures	14.3%	8.4%	12.4%	13.0%	9.2%	11.8%	15.0%	15.6%	10.4%	14.0%	18.5%	14.9%
Grant awards	28.1%	29.3%	22.9%	21.8%	18.2%	21.4%	33.8%	34.2%	20.8%	25.2%	29.0%	29.9%
Journal articles	66.2%	64.1%	61.0%	65.1%	58.9%	63.5%	71.7%	71.0%	72.9%	62.9%	73.6%	64.7%
Legal briefs	7.6%	5.6%	7.3%	4.2%	5.7%	6.1%	8.9%	6.3%	3.1%	5.6%	5.1%	10.4%
Other researcher identifiers	22.9%	18.9%	19.7%	20.4%	16.8%	18.8%	29.8%	21.7%	19.3%	19.9%	24.8%	21.6%
Patents	23.8%	13.1%	15.1%	31.3%	12.5%	29.8%	27.3%	27.6%	16.2%	17.2%	25.9%	14.2%
Peer review	29.4%	22.6%	24.8%	26.5%	20.1%	26.9%	37.3%	33.4%	21.9%	27.4%	27.3%	29.7%
Professional association affiliations	30.5%	30.9%	28.0%	24.1%	23.8%	23.5%	37.8%	31.2%	27.1%	27.9%	32.5%	34.4%
Professional awards	26.6%	25.1%	22.5%	21.4%	19.3%	23.0%	33.0%	28.0%	19.8%	23.3%	27.8%	27.8%
Research resources (such as use of a special collection or equipment)	21.0%	18.4%	24.8%	18.4%	20.3%	20.3%	23.6%	19.1%	18.8%	19.1%	20.3%	25.5%
Software/code	15.5%	8.4%	11.5%	9.6%	11.1%	17.7%	17.7%	15.3%	24.5%	8.7%	19.9%	12.5%
Theses or dissertations	31.6%	37.3%	26.6%	23.5%	26.7%	28.7%	38.9%	34.7%	31.8%	22.9%	35.8%	32.9%
Versions of my name	22.7%	21.7%	17.0%	16.6%	15.6%	15.7%	29.3%	22.4%	19.3%	17.7%	29.2%	23.1%
Other (please specify)	2.6%	2.2%	3.2%	2.2%	1.4%	1.1%	3.7%	3.3%	0.5%	1.4%	2.8%	4.4%

WHERE USERS GO TO GET HELP ABOUT ORCID, BY CAREER STAGE (SEE SECTION 4.4.3)

	All (n=5,980)	Student (n=242)	Graduate student (n=584)	Early career (n=1,433)	Mid career (n=1,577)	Senior (n=2,013)	Retired (n=131)
I use the information on the ORCID website	53.8%	39.3%	49.8%	**56.5%**	55.1%	54.0%	49.6%
I ask another researcher at my organization	34.0%	**51.2%**	35.5%	29.1%	33.9%	35.6%	26.7%
I contact support@orcid.org	27.5%	20.7%	28.1%	26.3%	27.9%	28.4%	**32.8%**
I search the Internet for a video or other support documentation	25.9%	25.2%	31.2%	**33.0%**	24.9%	20.6%	20.6%
I ask a librarian or other support staff at my organization	12.2%	**14.9%**	9.1%	10.8%	12.6%	13.5%	14.5%
I contact ORCID via Twitter or Facebook	3.5%	**5.8%**	5.7%	4.1%	3.2%	2.2%	5.3%
Other (please specify)	3.9%	4.6%	2.6%	3.6%	3.2%	4.7%	7.6%

ORCiD

VALUE OF ORCID, BY DISCIPLINE (SEE SECTION 4.5.1)

	All (n=6,480)	Arts & humanities (n=276)	Business/ management (n=177)	Chemistry & materials science (n=424)	Education (n=421)	Engineering/ technology (n=922)	Interdisciplinary (n=594)	Life sciences (n=933)	Mathematics/ statistics (n=155)	Medical sciences & allied health (n=1,065)	Physical sciences (n=385)	Social sciences (n=419)
An ORCID iD is essential for researchers	1.68	1.79	1.53	1.65	1.53	1.6	1.72	1.7	1.61	1.69	1.83	1.85
ORCID helps advance my career by helping me ensure my work is properly attributed	1.83	1.89	1.77	1.76	1.68	1.8	1.9	1.82	1.76	1.78	2.03	1.96
ORCID values and protects my privacy	1.88	1.92	1.81	1.88	1.71	1.86	1.91	1.92	1.88	1.85	2.08	1.96
ORCID saves me time	1.97	2.2	1.84	1.87	1.77	1.86	2.02	1.98	1.95	1.93	2.18	2.11

VALUE OF ORCID, BY CAREER STAGE (SEE SECTION 4.5.1)

	All (n=6,480)	Student (n=265)	Graduate student (n=630)	Early career (n=1,562)	Mid career (n=1,715)	Senior (n=2,167)	Retired (n=141)
An ORCID iD is essential for researchers	1.68	1.79	1.53	1.65	1.53	1.6	1.72
ORCID helps advance my career by helping me ensure my work is properly attributed	1.83	1.89	1.77	1.76	1.68	1.8	1.9
ORCID values and protects my privacy	1.88	1.92	1.81	1.88	1.71	1.86	1.91
ORCID saves me time	1.97	2.2	1.84	1.87	1.77	1.86	2.02

VALUE OF ORCID, BY REGION (SEE SECTION 4.5.1)

	All (n=6,480)	US/Canada (n=671)	Latin America and Caribbean (n=780)	Western Europe (n=1,357)	Eastern Europe (n=871)	Middle East (n=470)	Africa (n=393)	Asia (n=1,781)	Oceania (n=157)
An ORCID iD is essential for researchers	1.68	1.92	1.62	1.86	1.76	1.52	1.36	1.56	1.76
ORCID helps advance my career by helping me ensure my work is properly attributed	1.83	2.02	1.68	2.06	1.97	1.68	1.47	1.7	1.95
ORCID values and protects my privacy	1.88	2.02	1.74	2.08	2.05	1.7	1.62	1.77	2.03
ORCID saves me time	1.97	2.3	1.85	2.24	2.04	1.74	1.71	1.77	2.18

ORCID BRAND STRENGTHS AND ATTRIBUTES — USERS AND NON-USERS (SEE SECTION 4.6.1)

Attribute	All (n=8,210)	ORCID iD Users (n=6,781)	ORCID iD Non-Users (n=814)	Unsure of ORCID iD Status (n=615)
Approachable	7.7%	7.7%	7.9%	8.5%
Awkward	2.7%	2.8%	2.0%	2.8%
Community-driven	12.4%	12.8%	10.7%	10.2%
Complicated	5.4%	5.1%	5.4%	8.3%
Easy to work with	22.4%	23.8%	16.5%	14.5%
Efficient	23.6%	24.1%	23.8%	18.1%
Essential	20.1%	20.9%	17.3%	14.3%
Established	11.1%	11.7%	7.7%	8.8%
Global	41.9%	41.4%	43.4%	44.6%
Hard to work with	4.5%	4.4%	3.8%	6.0%
Inclusive	8.7%	8.6%	8.4%	9.4%
Innovative	19.5%	18.7%	24.8%	21.3%
Interdisciplinary	22.0%	21.7%	21.6%	25.4%
New	15.0%	13.4%	22.1%	23.6%
Open	39.9%	40.5%	37.4%	36.3%
Reliable	18.6%	19.1%	17.3%	15.1%
Respectful	11.4%	10.7%	14.4%	15.0%
Responsive	8.8%	8.3%	11.9%	9.6%
Secure	14.6%	14.6%	16.8%	11.7%
Standard	18.5%	19.0%	18.9%	12.4%
Technical	14.0%	13.0%	17.8%	19.8%
Transparent	15.8%	15.9%	15.6%	15.5%
Trustworthy	14.7%	15.4%	10.8%	11.2%
Unknown	5.3%	4.3%	9.1%	10.7%
Unnecessary	2.5%	2.5%	2.1%	3.1%
Well regarded	11.5%	11.7%	11.4%	8.9%
Widely used	23.4%	24.4%	17.9%	19.7%

ORCID BRAND ATTRIBUTES BY REGION (SEE SECTION 4.6.1)

	All (n=8,210)	US/Canada (n=890)	Latin America and Caribbean (n=999)	Western Europe (n=1,593)	Eastern Europe (n=1,065)
1	Global	Open	Global	Open	Global
2	Open	Global	Interdisciplinary	Global	Open
3	Efficient	Interdisciplinary	Open	Widely used	Interdisciplinary
4	Widely used	Standard	Efficient	Efficient	Widely used
5	Easy to work with	Community-driven	Innovative	Interdisciplinary	Easy to work with
6	Interdisciplinary	Widely used	Secure	Easy to work with	Efficient
7	Essential	Easy to work with	Transparent	Transparent	Innovative
8	Innovative	Established	Essential	Reliable	Transparent
9	Reliable	Trustworthy	Easy to work with	Standard	New
10	Standard	Well regarded	Inclusive	Trustworthy	Standard

APPENDIX 2: SURVEY QUESTIONS

PLEASE TELL US YOUR IMPRESSIONS OF ORCID

ABOUT THIS SURVEY

To help us better understand and meet the needs of our current and future users, we invite you to complete this survey. We'd like to understand what you know about ORCID, whether and how you use ORCID, and your experiences of what's working and what isn't. Thank you very much for your feedback — we estimate that it will take you around 10 minutes to complete the survey. Upon completion, you will be eligible to enter a prize draw to win a US$100 gift certificate.

1. Where do you primarily work?
Please choose the best option.

[ ] University or other academic institution
[ ] Government
[ ] Nonprofit organization
[ ] Commercial organization
[ ] Unaffiliated/Retired
[ ] Other, please specify: _____

2. What best describes your primary work area and role?
Please choose up to two.

[ ] Student [GO TO 2A]
[ ] Professor/Lecturer [GO TO 2A]
[ ] Researcher [GO TO 2A]
[ ] Librarian
[ ] Research Manager/Administrator
[ ] Program Manager
[ ] Publisher
[ ] Other, please specify: _____

ORCID

2A. (FOR THOSE WHO ANSWER STUDENT, PROF/LECTURER, RESEARCHER ONLY)
Please select the primary broad discipline area you work in (if you work across more than one area, please select Interdisciplinary): [programming note: allow only one answer]

[ ] Arts & humanities
[ ] Business/management
[ ] Chemistry & materials science
[ ] Education
[ ] Engineering/technology
[ ] Interdisciplinary
[ ] Life sciences
[ ] Mathematics/statistics
[ ] Medical sciences & allied health
[ ] Physical sciences (including earth & planetary sciences)
[ ] Social sciences (including economics)

Q3. (EVERYONE) Which of the following best describes your career stage?

[ ] Student
[ ] Graduate student
[ ] Early career (1-10 years experience)
[ ] Mid career (11-20 years experience)
[ ] Senior (21+ years experience)
[ ] Retired

Q4. In which region are you based?

[ ] US/Canada
[ ] Latin America and Caribbean
[ ] Western Europe
[ ] Eastern Europe
[ ] Middle East
[ ] Africa
[ ] Asia
[ ] Oceania

Q5. Do you have an ORCID iD?

[ ] Yes
[ ] No
[ ] I don't know

ORCiD

Q6. Prior to this survey, to what degree were you aware of the following statements about ORCID as an organization?

	Very Aware	Somewhat Aware	Unaware
ORCID provides a free service where researchers may register for a unique persistent identifier (an ORCID iD)	o	o	o
ORCID is a global not-for-profit organization run by and for the community	o	o	o
Researcher control of your ORCID record is a key ORCID principle	o	o	o
ORCID is primarily funded by membership fees from research institutions, funders, publishers, and other organizations in the research community	o	o	o
ORCID is an open organization, providing a fully open public data feed via an API	o	o	o

Q7. Prior to this survey, to what degree were you aware of the following statements a bout ORCID iDs?

	Very Aware	Somewhat Aware	Unaware
Registering for an ORCID iDs is free	o	o	o
Around 6 million individuals have registered for an ORCID iD	o	o	o
ORCID iDs are used by researchers in every region of the world	o	o	o
ORCID iDs are used by researchers in all disciplines	o	o	o
ORCID iDs are open and non-proprietary, meaning they can be used in any system that collects them	o	o	o
ORCID iDs are being used in over 700 systems globally for manuscript submission, grant application, research information management, and more	o	o	o

ORCiD

	Very Aware	Somewhat Aware	Unaware
ORCID iDs can be connected to many types of research activities including journal articles, datasets, books, theses, patents, peer review, research resources, and more	o	o	o
ORCID iDs can be connected to employment, education and qualifications, membership and service, invited positions and distinctions, and funding information	o	o	o
Many funders, publishers, universities, and research facilities collect (and in some cases require) ORCID iDs in their workflows	o	o	o
You can give organizations permission to automatically update your ORCID record, including your article or dataset is published or your grant is awarded	o	o	o
I own my ORCID record and control who can access and update it	o	o	o

Q8. FOR THOSE WHO DON'T HAVE AN iD OR DON'T KNOW IF THEY HAVE AN iD:
NEXT PAGE — provide brief description then SEND THEM TO Q19. (What would you expect to be able to associate with an ORCID iD?)

Q9. FOR THOSE WHO HAVE AN iD [Mandatory]
How long have you had your ORCID iD? *Please choose one.*
 [ ] More than 5 years
 [ ] 3-4 years
 [ ] 1-2 years
 [ ] Less than a year
 [ ] I'm not sure

Q10. How did you find out about ORCID iDs? Please check all that apply.

 [ ] A colleague
 [ ] A co-author
 [ ] My supervisor
 [ ] My institution
 [ ] My research funder
 [ ] My professional association
 [ ] A publisher
 [ ] At a conference
 [ ] A journal article, blog post, or other publication
 [ ] Social media (Facebook, Twitter, LinkedIn, etc.)
 [ ] I don't remember
 [ ] Other, please specify: _____

Q11. Why did you register for an ORCID iD?
Please rate the importance of each of these reasons.

	Extremely Important	Somewhat Important	Less Important	Not Important	Doesn't Apply
I want to be able to easily connect my research contributions with my name	o	o	o	o	o
I want to make sure my research is not mistakenly attributed to someone else with the same or a similar name	o	o	o	o	o
I want to make it easier for people to find and share my work	o	o	o	o	o
My ORCID iD saves me time	o	o	o	o	o
ORCID iDs are free for researchers	o	o	o	o	o
I want a unique identifier that I can use throughout my entire career	o	o	o	o	o
A colleague recommended that I register	o	o	o	o	o
My institution/funder/publisher/other organization requested or required me to have an iD	o	o	o	o	o
I want to support the ORCID community	o	o	o	o	o
I want the Internet to work better, and persistent identifiers are the way to go	o	o	o	o	o
I'm not sure	o	o	o	o	o
Other, please specify: _____	o	o	o	o	o

ORCID

Q12. When do you use your ORCID iD? Please check all that apply. [Mandatory]

[ ] When publishing a journal article
[ ] When reviewing a journal article
[ ] When publishing a book/chapter
[ ] When publishing my blog
[ ] When publishing my datasets
[ ] When applying for grants
[ ] When filing an invention
[ ] When renewing my association membership
[ ] When submitting a meeting presentation proposal
[ ] When submitting a proposal for use of a research facility, collection, or equipment
[ ] At my institution
[ ] In my email signature block
[ ] In my online professional profile(s)
[ ] I don't currently use my ORCID iD [GO TO 19]
[ ] Other, please specify: _____

Q13. What information have you connected to your ORCID record?
Please check all that apply. [Mandatory]

[ ] My education affiliation(s)
[ ] My employment affiliation(s)
[ ] My other affiliations such as invited positions, service, and memberships
[ ] My funding and other awards
[ ] My publications
[ ] My other researcher identifiers
[ ] My peer review activities
[ ] My research resources such as use of a laboratory or special collection
[ ] My web/social media presence (please provide specifics below)
[ ] One or more backup emails
[ ] I have not added any information to my ORCID record
[ ] Other, please specify (i.e., My website, my Wikipedia page, my institutional profile,
      my Twitter account, etc.): _____

Q14. How do you keep your ORCID record updated?

Please check all that apply. [Mandatory]

[ ] I have added most/all information to my record manually

[ ] I have imported most/all information to my record from other systems such as Crossref, Europe PubMed Central, or Scopus

[ ] I have authorized my trusted organizations (publisher, employer, funder, etc) to automatically update my record

[ ] I have given a trusted individual (e.g., a librarian) access to update my record on my behalf

[ ] Not applicable: I haven't added any information to my record

[ ] None of the above (please describe): _____

Q15. Please indicate how strongly you agree or disagree with each of the following statements. [Mandatory]

	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree	I Don't Know
An ORCID iD is essential for researchers	o	o	o	o	o	o
ORCID helps advance my career by helping me ensure my work is properly attributed	o	o	o	o	o	o
ORCID values and protects my privacy	o	o	o	o	o	o
ORCID saves me time	o	o	o	o	o	o

Q16. How easy is it to do the following activities on the ORCID Registry: [Mandatory]

	Very Easy	Easy	Fairly Easy	Hard	Very Hard	Not Applicable
Signing up for an iD	o	o	o	o	o	o
Adding works to my record	o	o	o	o	o	o
Adding employment, education, and other affiliations to my record	o	o	o	o	o	o
Adding funding information to my record	o	o	o	o	o	o
Adding emails to my record	o	o	o	o	o	o
Making items in my record public/private/shareable with trusted parties	o	o	o	o	o	o
Resetting my password	o	o	o	o	o	o
Finding help	o	o	o	o	o	o

Q17. Where do you go to seek help if you have a query or a problem with your ORCID record?
Please select all that apply.

[ ] I ask another researcher at my organization
[ ] I ask a librarian or other support staff at my organization
[ ] I search the Internet for a video or other support documentation
[ ] I use the information on the ORCID website
[ ] I contact support@orcid.org
[ ] I contact ORCID via Twitter or Facebook
[ ] Other, please specify: _____

Q18. NET PROMOTER: How likely is it that you would recommend ORCID to a friend or colleague? [Mandatory]
(Scale of 1-10 — NetPromoter question)

1   2   3   4   5   6   7   8   9   10

19. (EVERYONE) What would you expect to be able to associate with your ORCID iD?
Please select all that apply. [Programming note: Alphabetize options.]

[ ] Journal articles
[ ] Books (as sole author, co-author, or editor)
[ ] Book contributions (as author of a chapter or entry in major reference work or other type of book)
[ ] Data sets
[ ] Figures
[ ] Audio/video recordings
[ ] Theses or dissertations
[ ] Presentations
[ ] Meeting attendance
[ ] Conference participation including presentations or comments
[ ] Course completion/certification
[ ] Research resources (such as use of a special collection or equipment)
[ ] Professional association affiliations
[ ] Professional awards
[ ] My current affiliation
[ ] Past affiliations
[ ] Grant awards
[ ] Other awards eg, laboratory/user facility time
[ ] Versions of my name
[ ] Other researcher identifiers
[ ] Peer review

[QUESTION CONTINUED ON NEXT PAGE]

ORCiD

[ ] Patents
[ ] Software/code
[ ] Musical compositions
[ ] Performances
[ ] Artworks
[ ] Legal briefs
[ ] Anything I make public with my name associated
[ ] Other, please specify: _____

Q20. Please select up to five of the following attributes that you feel best describe ORCID.
[Programming note: Randomize options. Mandatory.]

[ ] Approachable
[ ] Awkward
[ ] Community-driven
[ ] Complicated
[ ] Easy to work with
[ ] Efficient
[ ] Essential
[ ] Established
[ ] Global
[ ] Hard to work with
[ ] Inclusive
[ ] Innovative
[ ] Interdisciplinary
[ ] New
[ ] Open
[ ] Reliable
[ ] Respectful
[ ] Responsive
[ ] Secure
[ ] Standard
[ ] Technical
[ ] Transparent
[ ] Trustworthy
[ ] Unknown
[ ] Unnecessary
[ ] Well regarded
[ ] Widely used

Q21. Since our last community survey in 2017, many more organizations are requiring ORCID iDs for their researchers. How strongly do you agree or disagree with the following statement:

Requiring the use unique personal identifiers, specifically ORCID iDs, is beneficial to the global research community. [Mandatory]

[ ] Strongly agree
[ ] Agree
[ ] Neither agree nor disagree
[ ] Disagree
[ ] Strongly disagree

Q22. Would you like to participate in future market research for ORCID? [Mandatory]

[ ] Yes
[ ] No

IF YES, Q23, Q24, Q25, IF NO, GO TO Q25

Q23. Please check which options you are interested in and then provide your contact details below.

[ ] Providing user experience (UX) feedback (estimated 1-4 hours)
[ ] Joining an ORCID task force as a researcher representative (estimated 4-8 hours)

Q24. Please provide your contact information. By checking one or both the boxes above, you agree that we can contact you about ORCID market research projects in the future. Your information will not be added to any other mailing lists. Your responses to this survey will remain anonymous. [Mandatory]

[NOTE, WE WILL NEED TO BE ABLE TO SEGMENT THESE RESPONSES BY DEMOGRAPHIC]

Name: _____

Country: _____

Email: _____

Q25. Would you like to participate in our prize draw? We will only use this information to contact you if you are a prize winner; your data will not be used for any other purpose and your personal contact details will not be associated with your survey response. [Mandatory]

[ ] Yes
[ ] No

GO TO END

ORCID

Q26. (ONLY FOR "NO" TO Q22)
Prize draw: Would you like to participate in our prize draw?
Please provide a contact email address below. We will only use this information to contact you if you are a prize winner; your data will not be used for any other purpose and your personal contact details will not be associated with your survey response. [Mandatory]

Name: _____

Country: _____

Email: _____

Thank you for completing our survey. We value your input. If you have an idea for ORCID, please go to our iDeas forum. <link to http://support.orcid.org/forums/175591-orcid-ideas-forum>

If you would like to create or update your ORCID record, visit the ORCID Registry now

ORCID