



AbeBooks®

AbeBooks 2006 Bookseller Survey Results

1. BOOKSELLER SURVEY 2006

1.1 INTRODUCTION

The Internet has allowed booksellers to move beyond the boundaries of location and time by reaching millions of buyers with just a few clicks of the mouse. Since the formation of online bookselling over a decade ago, booksellers have been busy writing their own page in the history of literacy and e-business.

Our intention is to provide a comprehensive report that details the changing landscape of online bookselling. We sent our 2006 Bookseller Survey to AbeBooks booksellers from around the world in English, French and German. Survey results have been compiled based on location and were filtered to produce specific results for Canada, Australia and New Zealand, The United States, The United Kingdom, Germany and France. Results for specific countries are available by request.

We have also segregated information according to booksellers who use both offline and online mediums, compared to booksellers who use the Internet (online) as their sole medium for selling books.

1.2 HIGHLIGHTS

Highlights include:

- 57% of all booksellers operating purely online, with the United States showing the highest percentage of purely online sellers at 60%.
- Over half of all booksellers (61%) across all regions are aged between 45 and 64 years old.
- Most sellers left previous white collar careers and came from the fields of Education, Training and Libraries.
- 38% of all sellers are working more than 40 hours per week, with 9% working over 60 hours per week. French results showed the highest percentage of booksellers working in excess of 60 hours per week at 13%. Cataloguing of books consumes the largest percentage of booksellers' time.
- 74% of all booksellers plan to increase their online presence over the next two years. The majority of booksellers plan to do this by uploading more books onto the online marketplaces they currently use.
- 26% of sellers have traveled up to 100 kilometers or miles to buy a book and up to 36% travel to other provinces, states or counties to source their books.
- 30% of all booksellers list falling book prices as their biggest fear for the future but 18% are also concerned that fewer young people may be reading books.
- 3% of respondents were members of the International League of Antiquarian Booksellers but 23% specialized in rare & antiquarian books.

- Less than 1% of sellers listed more than 100,000 books online with AbeBooks with 40% of sellers listing between 500 and 4000 books. Primarily this survey represents the small businesses that make up a large part of the used online bookselling world.
- Around 8,000 US based booksellers list on AbeBooks.com and approximately 25% of them participated in the survey.

1.3 SURVEY DETAILS

1.3.1 *When was the Survey Conducted?*

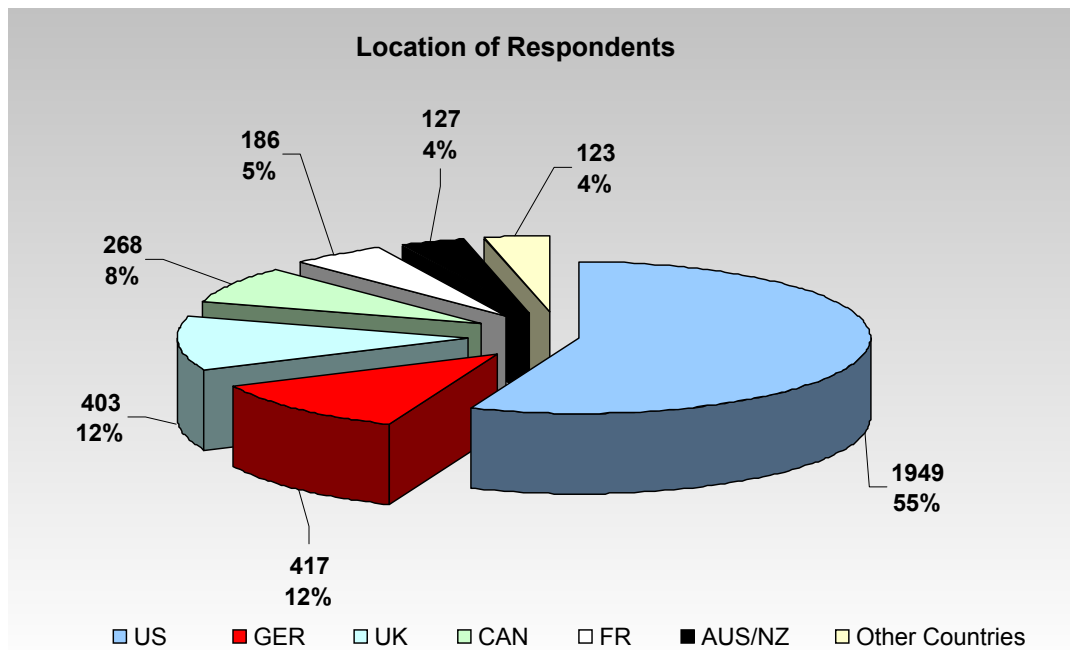
We surveyed booksellers from October 2006 through January 2007.

1.3.2 *Methodology*

The survey comprised 67 questions that respondents completed online. Questions covered a wide range of topics, including: demographics, store type, type of books, internet usage, methods of selling and pricing, and future hopes and concerns. Please note that for many of the questions respondents could choose more than one answer.

1.3.3 *Who Completed the Survey?*

3,473 booksellers from around the world, representing 55 countries responded to the survey. 1,949(US), 417(GER), 403(UK), 268(CAN), 186(FR), 127(AUS/NZ), 123(Other countries)



1.4 PARTICIPANTS

The majority of participants were used booksellers offering out of print books. In Australia and New Zealand, 84% of booksellers stated they sold out print books, 80% in France, 75% in the UK, 64% in the US, 63% in Canada and 60% in Germany.

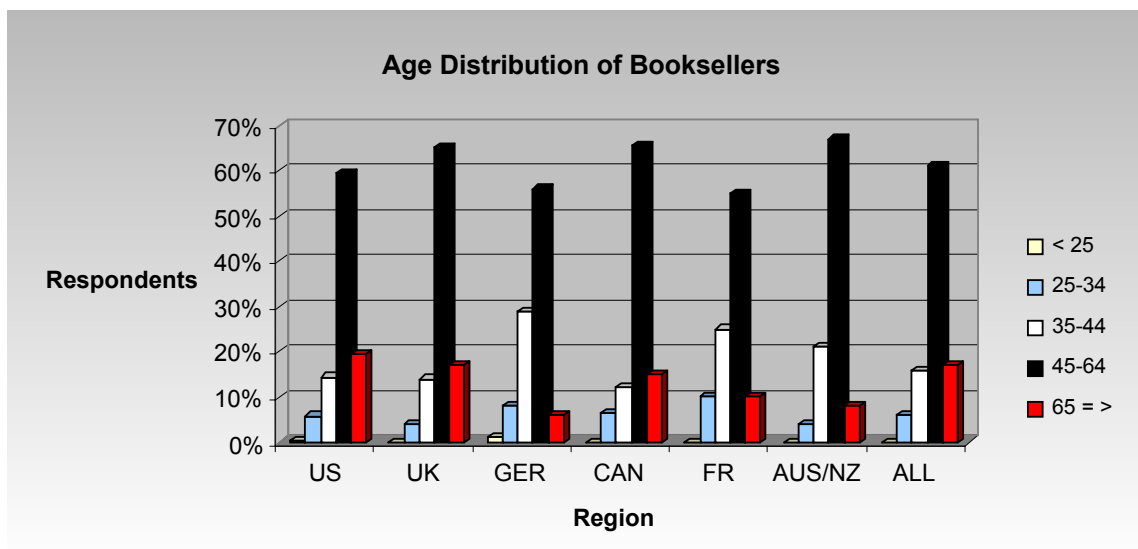
- Average Age: 52
- Average Years as an Independent Bookseller: 11 years
- Largest Response Region: 55% United States
- College Educated: 49%
- Female: 39%

2. DEMOGRAPHICS

2.1 AGE

As in many industries, we see the field of online bookselling dominated by “baby boomers” or those in the age group of 45 - 64. More than half of the sellers fall into this category. Approximately 17% of all booksellers are over the age of 65, with less than 1% of sellers age 25 years or younger.

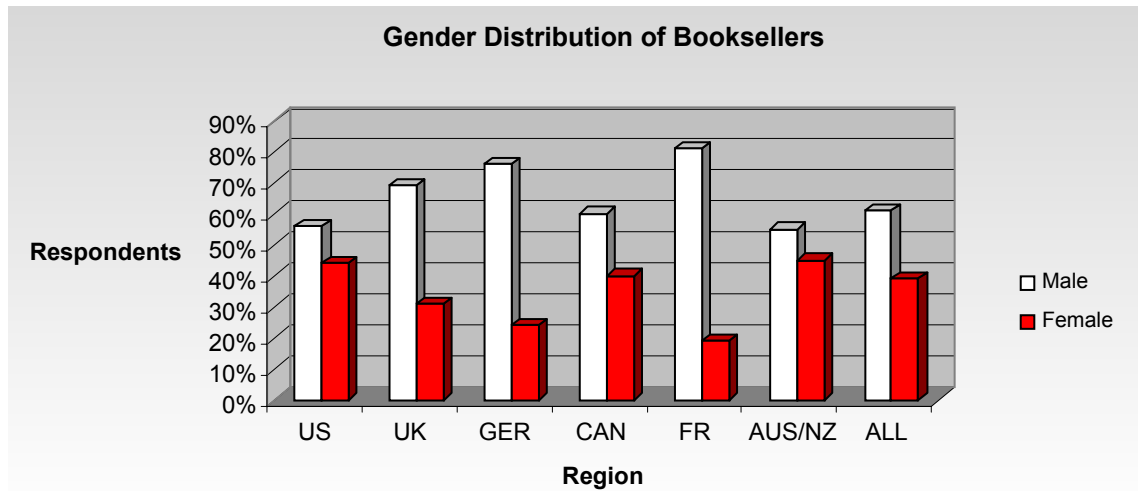
AGE RANGE	US	UK	GER	CAN	FR	AUS/NZ	ALL
< 25	0%	0%	1%	0%	0%	0%	0%
25-34	6%	4%	8%	7%	10%	4%	6%
35-44	14%	14%	29%	12%	25%	21%	16%
45-64	60%	65%	56%	66%	55%	67%	61%
> 65	20%	17%	6%	15%	10%	8%	17%



2.2 GENDER

39% of all survey respondents were women. In North America we see a more equal mix of men and women in the used bookselling industry; in Europe we see a wider gap between genders, particularly in France with a difference of 62%.

GENDER	US	UK	GER	CAN	FR	AUS/NZ	ALL
MALE	56%	69%	76%	60%	81%	65%	61%
FEMALE	44%	31%	24%	40%	19%	45%	39%



2.3 EDUCATION

Due to different levels and types of schooling in each survey region it is difficult to make a direct comparison of education types. Australia & New Zealand stand out with 58% of booksellers that have completed Bachelor level degrees. Germany leads in the percentage of booksellers that have attained Master's and Doctorate level degrees.

LEVEL OF EDUCATION	US	UK	GER	CAN	FR	AUS/NZ
Bachelor's Degree	33%	31%	n/a	30%	27%	58%
Master's Degree	26%	17%	*44%	12%	16%	31%
Doctorate	10%	6%	8%	6%	4%	13%

**Note – Bachelor's & Master's degrees are combined in Germany.*

2.4 INCOME

When respondents were asked whether they had additional sources of income, close to one quarter of booksellers in the US and the UK said they did not have any form of supplementary income. This is in contrast to the 59% of French sellers and 43% of Australia and New Zealand sellers who rely solely on bookselling for their income. Private pensions

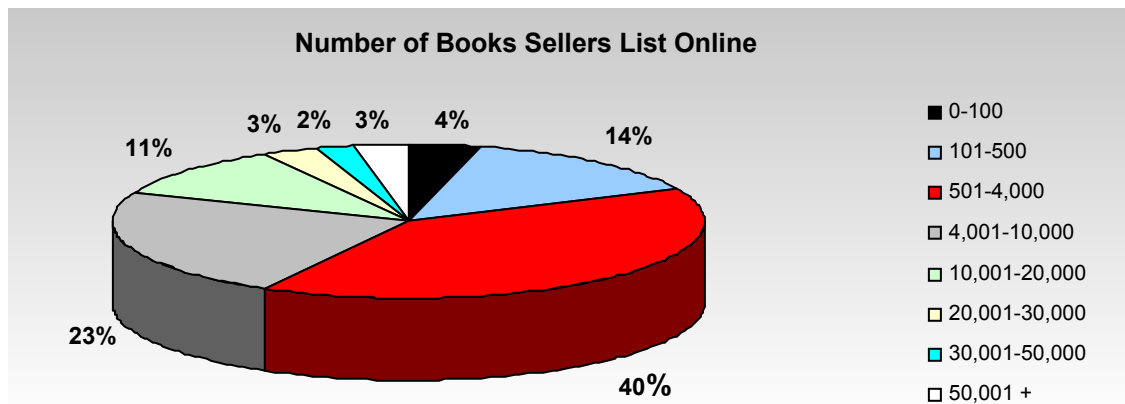
and savings were more abundant in the US and the UK with Canada showing the highest percentage of sellers supported by pensions.

INCOME TYPE	US	UK	GER	CAN	FR	AUS/NZ	ALL
Second Income Earner in my Household	26%	19%	26%	20%	19%	11%	24%
No Other Outside Source of Income	22%	25%	33%	21%	59%	43%	28%
Supported by Pensions or Savings	14%	21%	9%	22%	11%	17%	17%
Earnings from another business I own	19%	16%	18%	10%	6%	15%	13%
Outside Employment in Another Company	11%	15%	18%	22%	8%	15%	18%

Income generated by a second earner in the household was evident in each region. Particularly in Germany where 26% of booksellers surveyed have someone in their household contributing to their total net income. Canada at 22% has the highest number of sellers that earn income from another business with French sellers having the lowest number at 8%.

2.5 BOOKSELLER INVENTORY

Less than 1% of sellers listed more than 100,000 books online with AbeBooks with 40% of sellers listing between 500 and 4000 books.



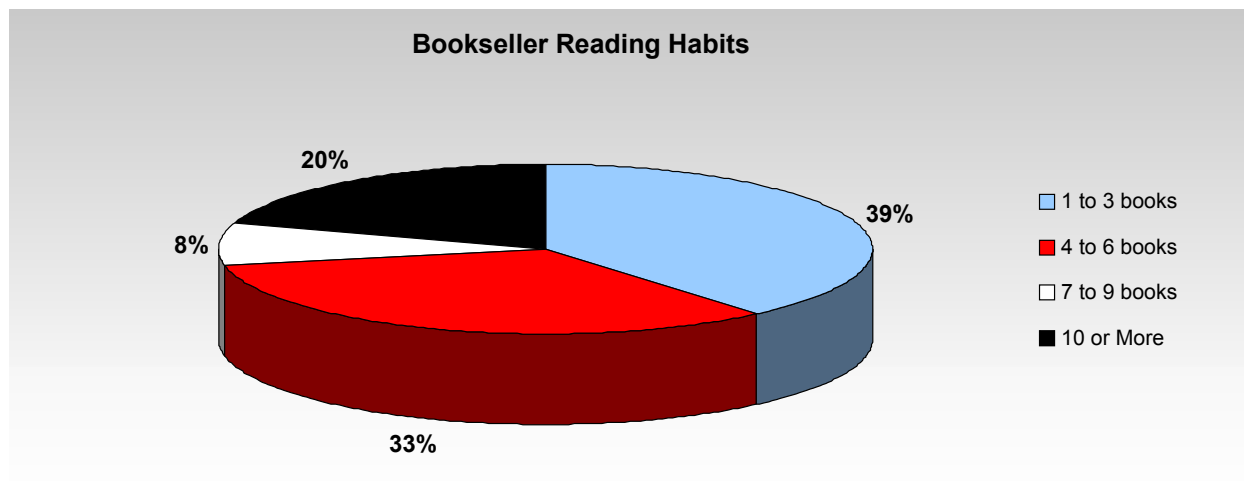
2.5.1 Bookseller Specialization

Taking an average of the sellers across the world, 70% say they specialize in a particular genre or area of books, with the most popular genre being History with an average of 15%. Other genres that were universally popular included: fiction, books related to art, antiques & collectibles, and religion.

SPECIALTY	US	UK	GER	CAN	FR	AUS/NZ	ALL
No Specialty	30%	28%	46%	29%	24%	12%	16%
History	30%	29%	14%	28%	31%	18%	15%
Fiction	27%	21%	4%	35%	3%	12%	12%
Antiques & Collectibles	11%	8%	29%	12%	49%	7%	7%
Children's Fiction	16%	14%	5%	18%	3%	8%	7%
Art	13%	13%	16%	10%	17%	8%	7%
Religion	15%	7%	14%	13%	6%	5%	7%
Biography & Autobiography	8%	9%	5%	14%	8%	7%	5%
Literary Collections	6%	7%	7%	6%	17%	5%	4%
Science	7%	5%	10%	7%	12%	3%	4%
Philosophy	6%	4%	9%	8%	9%	3%	3%
Travel	4%	9%	9%	6%	14%	2%	3%
Poetry	6%	6%	2%	5%	13%	2%	3%
Cooking	5%	3%	3%	6%	5%	1%	2%
Architecture	4%	4%	6%	2%	3%	3%	2%
Children's Non-Fiction	3%	4%	3%	3%	3%	1%	1%
Sports & Recreation	2%	5%	2%	4%	7%	1%	1%
Transportation	2%	9%	1%	2%	1%	2%	1%
Topography	0%	14%	3%	1%	1%	0%	1%

2.6 READING HABITS

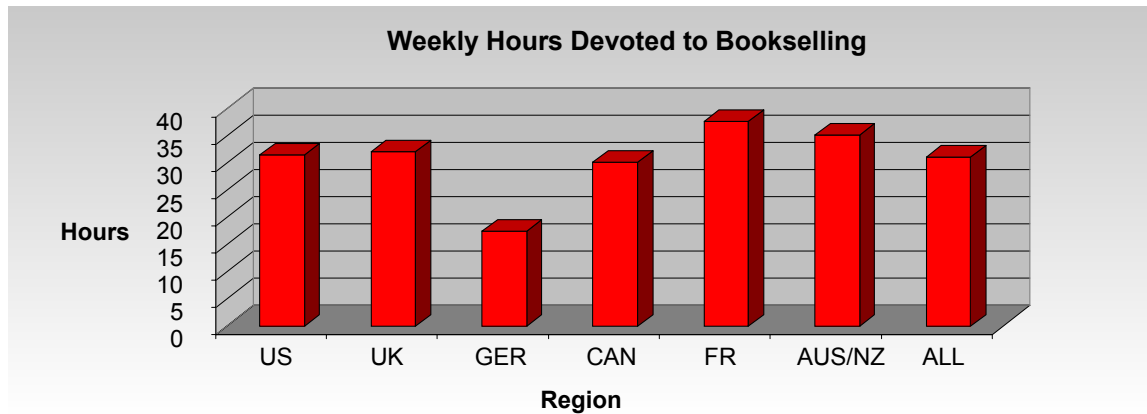
Booksellers are also book buyers and readers. On average, 61% of all booksellers are reading at least 4 books or more per month.



3. LIFESTYLE

3.1 HOURS OF WORK

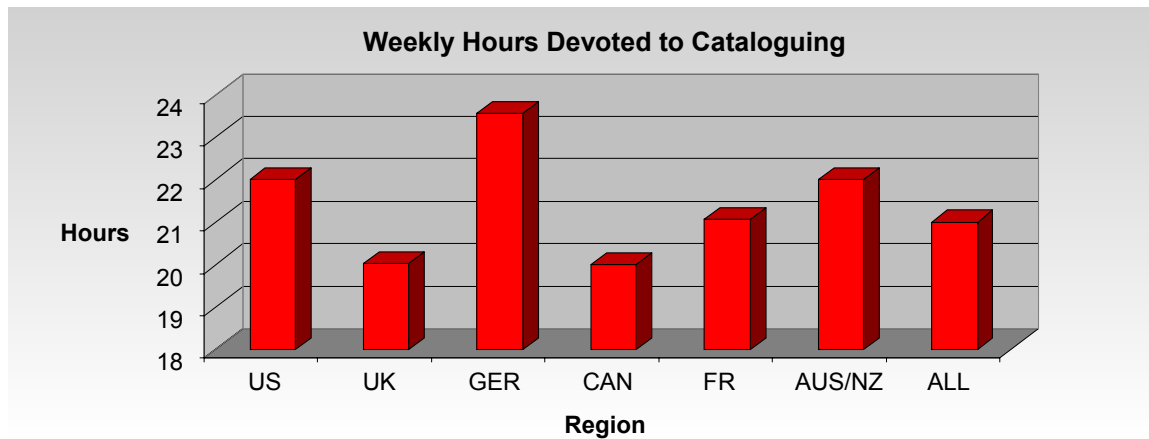
Regardless of location and sales mediums, booksellers work long hours. We asked how many hours booksellers devote to their book businesses and in almost every region they reported working more than 30 hours per week. Considering that many of these respondents also have additional sources of income, booksellers are working long hours each week.



38% of all sellers are working more than 40 hours per week, with 9% working more than 60 hours per week. French results showed the highest percentage of booksellers working in excess of 60 hours per week at 13%. Cataloguing of books consumes the largest percentage of booksellers' time.

It should be noted that although the hours devoted to bookselling appear low for Germany, the hours spent cataloguing books are much higher than other regions as shown in the following slide. These questions may have been interpreted differently by German sellers, creating the larger gap between hours devoted to bookselling and hours spent cataloguing.

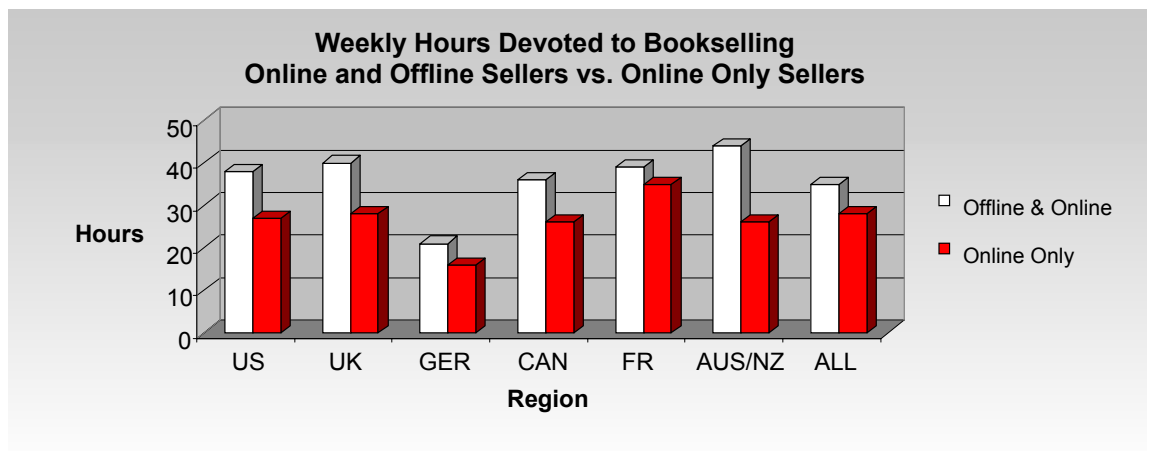
Currently, booksellers spend an average of 21 hours per week cataloguing.



We found an inverse relationship when comparing the number of hours that regions devote to their book businesses to how many hours per week booksellers used computers prior to bookselling. The French results illustrate this trend. Booksellers in France reported the highest average weekly hours devoted to bookselling at 38 hours per week, yet the lowest average hours per week for computer usage prior to bookselling. Germany was the one exception to this trend.

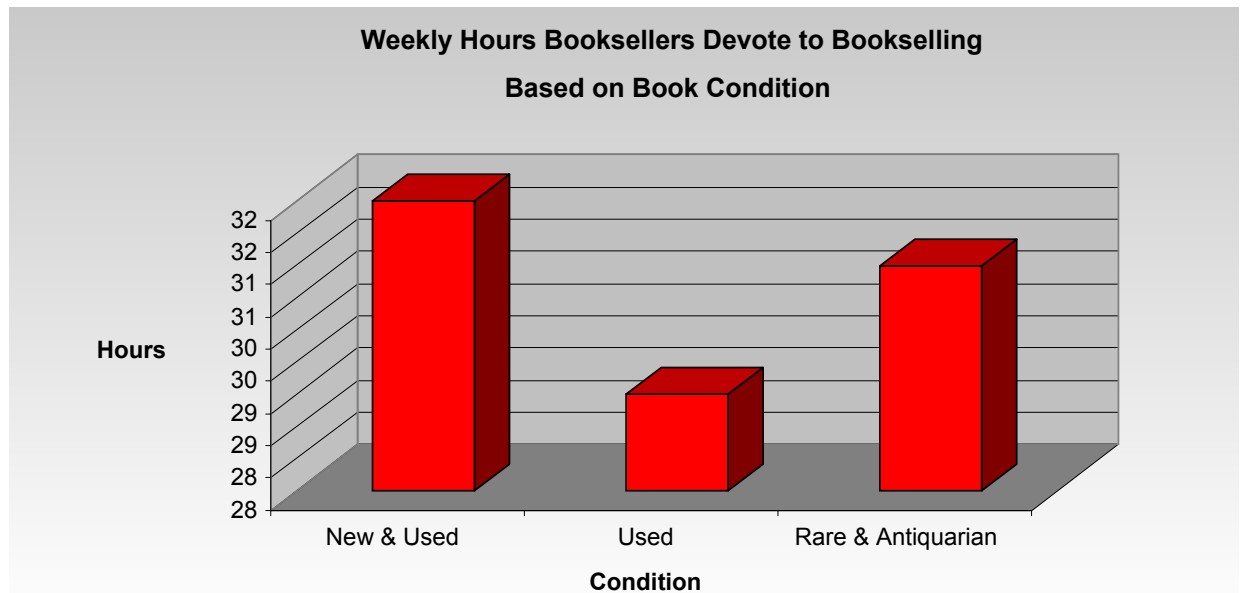
	US	UK	GER	CAN	FR	AUS/NZ	ALL
Computer Usage Prior to Entering Bookselling	17	15	15	17	7	17	16
Weekly Hours Devoted to Bookselling	31	32	17	30	38	31	31

Sellers who run online & offline operations versus online only operations work an average of 7 hours more per week. Many sellers who run online only operations also had another job or ran another separate business.



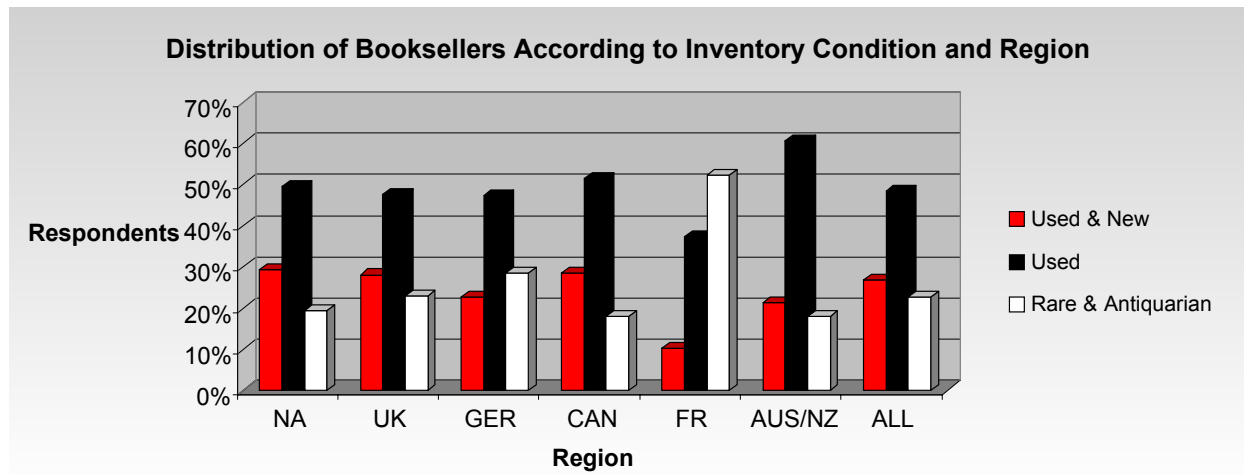
OPERATION TYPE	US	UK	GER	CAN	FR	AUS/NZ	ALL
Offline & Online	38	40	21	36	39	44	35
Online Only	27	28	16	26	35	26	28

When looking at how many hours booksellers work based on the main type of books they sell, the results show that new & used booksellers, on average, devote 1 additional hour per week to their work compared to the rare & antiquarian sellers and 3 more hours per week compared to used book sellers.



3.2 LOCATION

This graph illustrates the mix of bookseller types in each of the major regions surveyed. France reported the highest percentage of sellers in the Rare & Antiquarian category at 52%, with Australia leading with 61% of sellers falling into the Used book category.

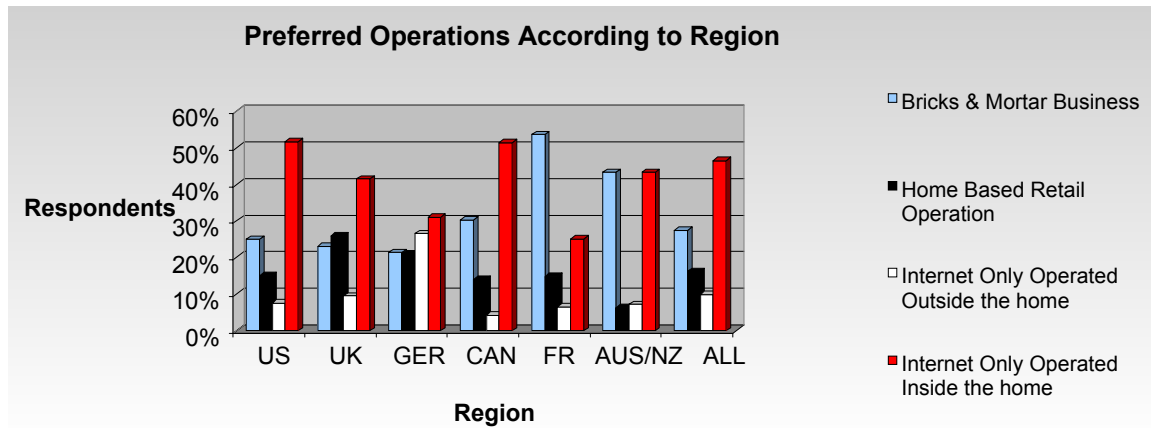


BOOKSELLER TYPE	US	UK	GER	CAN	FR	AUS/NZ	ALL
Used	30%	48%	47%	52%	37%	61%	48%
Used & New	49%	28%	23%	29%	10%	21%	27%
Rare & Antiquarian	20%	23%	28%	18%	52%	18%	23%

3.3 BUSINESS TYPE

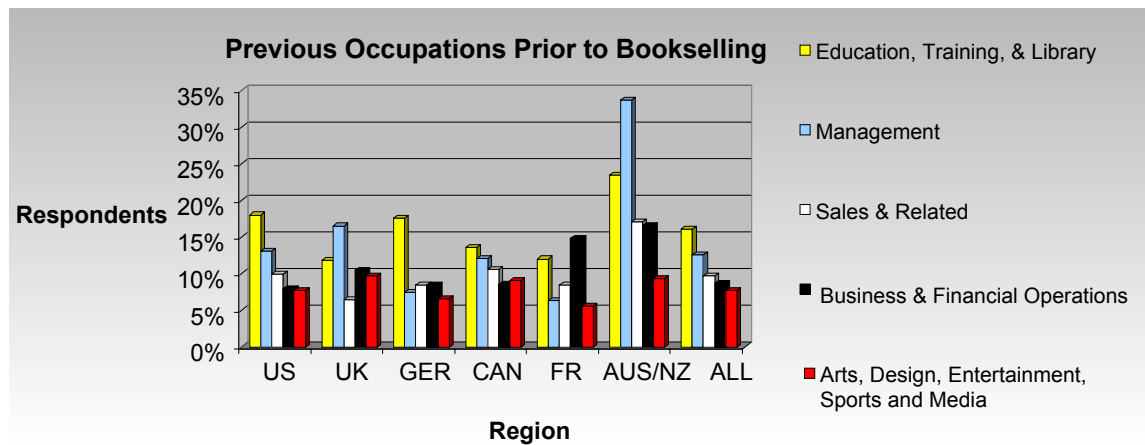
North America boasts the highest number of Internet only operations operated inside the home, while Germany is substantially higher in the number of Internet only businesses operated from outside of the home.

INCOME TYPE	US	UK	GER	CAN	FR	AUS/NZ	ALL
Internet only operation run from inside the home	52%	41%	31%	51%	25%	43%	46%
Bricks & Mortar (A store or showroom)	25%	23%	21%	30%	54%	43%	27%
Home based retail operation (A home that also acts as a store)	15%	26%	21%	14%	14%	6%	16%
Internet only operation run from outside the home (Office and books located away from home)	8%	10%	26%	4%	7%	7%	10%



3.4 PREVIOUS OCCUPATION

In almost every region we surveyed, most booksellers had other careers prior to bookselling. The primary career category was in the Education, Training and Library field. Many of the booksellers had previous occupations in a business environment and for many sellers it was the emergence of the Internet that compelled them to start a book business. Other occupations booksellers reported having prior to bookselling included management, business and financial operations.

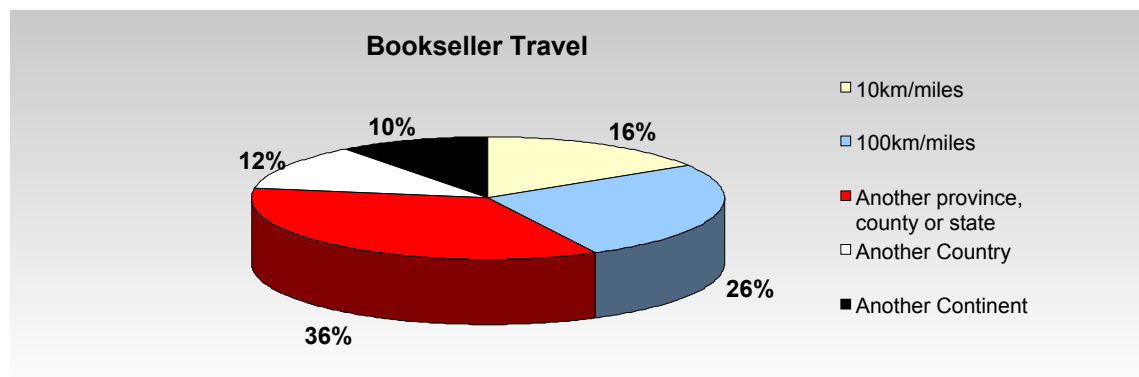


3.5 TRAVEL

When respondents were asked how far they have traveled to purchase a book, the results were similar across each region.

- 36% of all respondents have traveled outside of their own region (state, province or county) to purchase books.
- 12% have traveled outside of their country to source books.
- 10% of booksellers have traveled beyond their continent to source books.

TRAVEL DISTANCE	US	UK	GER	CAN	FR	AUS/NZ	ALL
Up to 10km/miles	16%	17%	22%	18%	5%	16%	16%
Up to 100km/miles	26%	30%	21%	34%	19%	36%	26%
Another province, state or county within home country	39%	30%	34%	17%	39%	28%	36%
Another country	9%	12%	13%	23%	24%	11%	12%
Another continent	11%	11%	10%	8%	13%	8%	10%



4. SALES

4.1 PREFERRED SOURCING METHODS

We see a higher percentage of purely online sellers sourcing books through library sales, estate sales and thrift stores. Online & Offline sellers show a higher percentage of respondents that source books through private customer sales

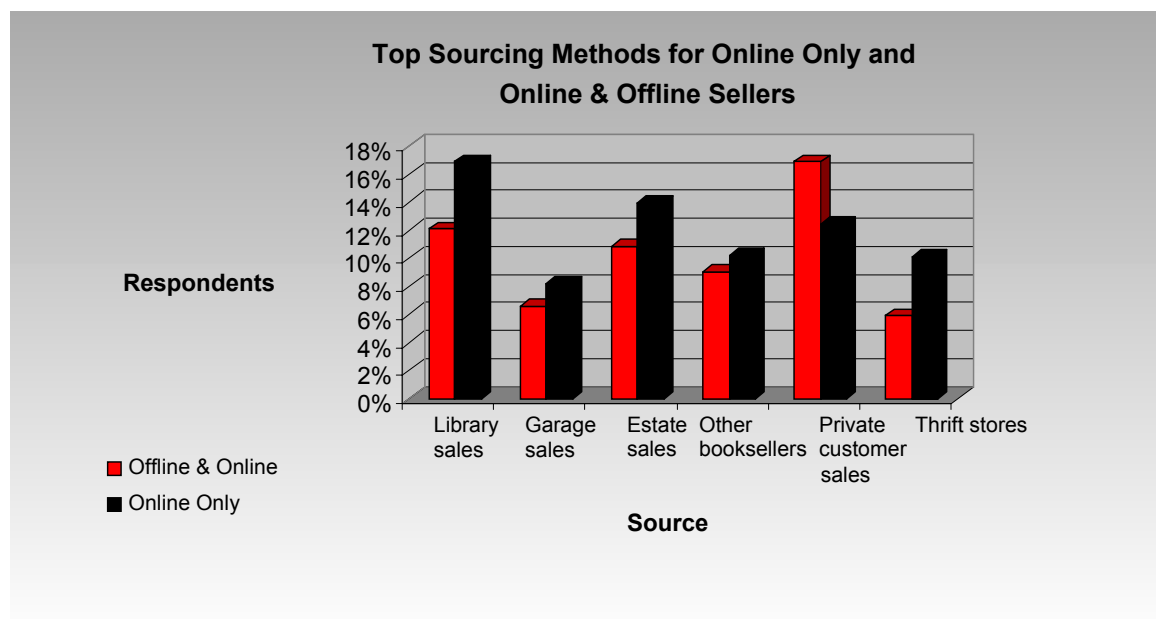
North America shows a higher percentage of sellers that favor library sales with European sellers primarily relying on Private Customer Sales, Estate Sales and Auctions.

PREFERRED SOURCING METHODS SORTED BY ONLINE & OFFLINE AND ONLINE ONLY SELLERS – ALL REGIONS

SOURCE METHOD	ONLINE & OFFLINE	ONLINE ONLY
Library sales	12%	17%
Garage sales	7%	8%
Estate sales	11%	14%
Book Fairs	5%	3%
Online	6%	7%
Other booksellers	9%	10%
Distributors	3%	3%
International	0%	1%

Edition distributors (textbooks)		
Book scouts	3%	1%
Private/customer sales	17%	12%
Buyback	1%	1%
Customer trade-in	7%	2%
Auctions	6%	8%
Consignment	4%	3%
Thrift stores	6%	10%
Other	3%	5%

TOP SOURCING METHODS SORTED BY ONLINE & OFFLINE AND ONLINE ONLY SELLERS – ALL REGIONS



Results across all regions for preferred sourcing methods showed that most booksellers are looking to library sales, private customers and estate sales to increase their inventory.

** Please note that respondents could choose as many options as were applicable to them.*

PREFERRED SOURCING METHODS – REGIONAL BREAKDOWN

SOURCE METHOD	US	UK	GER	CAN	FR	AUS/NZ	ALL
Library sales	45%	15%	29%	43%	26%	8%	15%
Private/customer sales	35%	58%	63%	34%	16%	14%	13%
Estate sales	39%	12%	58%	26%	42%	8%	12%
Thrift stores	29%	35%	11%	42%	1%	11%	9%

Other booksellers	24%	31%	25%	20%	37%	8%	9%
Garage sales	26%	16%	8%	46%	35%	13%	9%
Auctions	18%	42%	9%	14%	6%	8%	6%
Online	18%	18%	21%	14%	17%	4%	6%
Customer trade-in	12%	6%	20%	15%	14%	4%	4%
Book fairs	8%	27%	5%	12%	8%	13%	4%
Other	10%	11%	15%	11%	4%	2%	3%
Consignment	6%	2%	6%	8%	83%	1%	3%
Distributors	7%	8%	11%	6%	4%	2%	2%
Book scouts	8%	3%	1%	13%	4%	2%	2%
Buyback	2%	1%	2%	2%	9%	1%	1%
International Edition distributors (textbooks)	1%	1%	2%	0%	1%	0%	0%

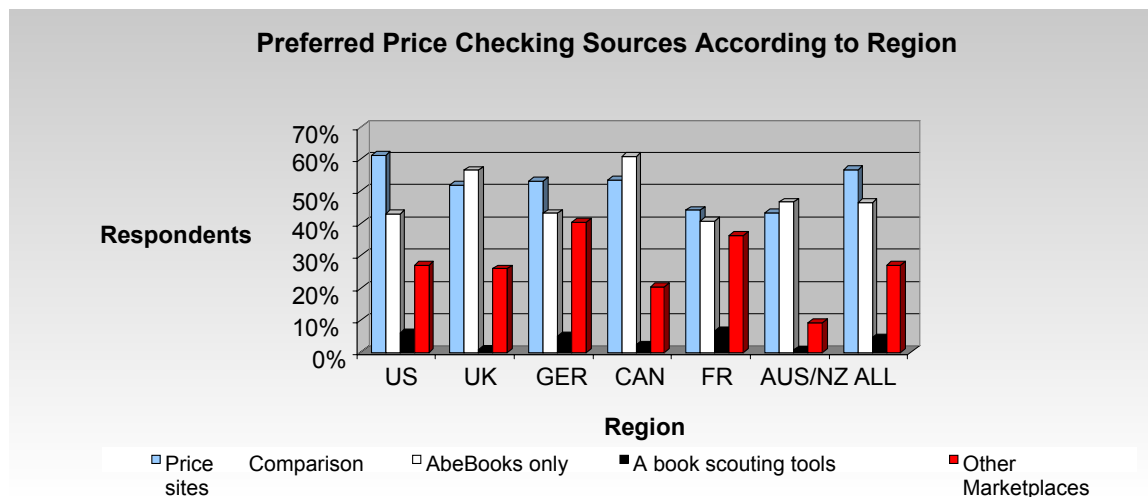
4.2 PRICING STRATEGIES

The focus of this section is on whether region, operation, and condition of the books play a factor in pricing decisions. For all responses collected on prices, each regional currency was converted into US dollars to make comparing prices possible. The British pound at the time of the survey was worth \$1.96 USD and the Euro was worth \$1.30 USD.

4.2.1 Price Comparison Sources

Booksellers across all regions have a bias towards using price comparison websites such as BookFinder and AddALL along with other individual online marketplaces like AbeBooks and Amazon. 46% of all respondents indicated they use AbeBooks for comparing prices. Book scouting tools are used very little in relation to the other sources with less than 5% of respondents claiming they use tools such as ScoutPal.

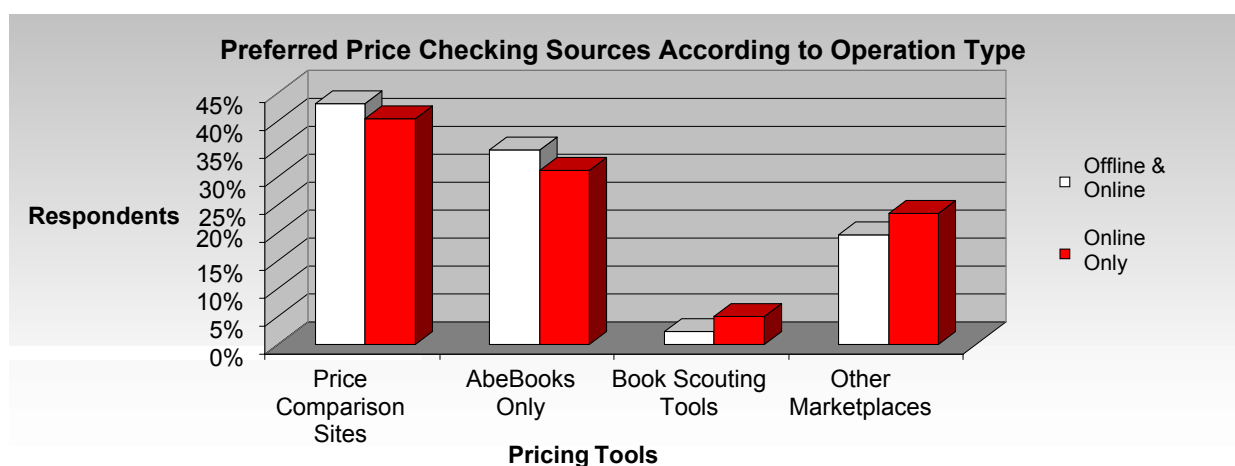
PREFERRED PRICING SOURCES – REGIONAL BREAKDOWN



PRICE COMPARISON SOURCES	US	UK	GER	CAN	FR	AUS/NZ	ALL
Price Comparison Sites	60%	52%	53%	53%	44%	43%	57%
AbeBooks Only	42%	57%	43%	61%	41%	47%	46%
Other Marketplaces	26%	26%	40%	20%	36%	9%	27%
Book Scouting Tools	6%	1%	5%	2%	7%	1%	5%

In the context of operation type, we see a similar trend in price comparison sites and online marketplaces as the primary tools for sourcing book prices. More offline & online sellers use price comparison sites and AbeBooks than purely online sellers, and purely online sellers are more likely to use book scouting tools and other market places to compare prices.

PREFERRED PRICING SOURCES FOR ONLINE SELLERS VS. ONLINE & OFFLINE SELLERS - ALL REGIONS



4.2.2 Frequency of Price Checking & Changes

The North American market is the most proactive in price checking, with 62% of booksellers stating they always check prices before cataloguing books. 32% of bookseller change their prices annually with 28% stating they never change prices.

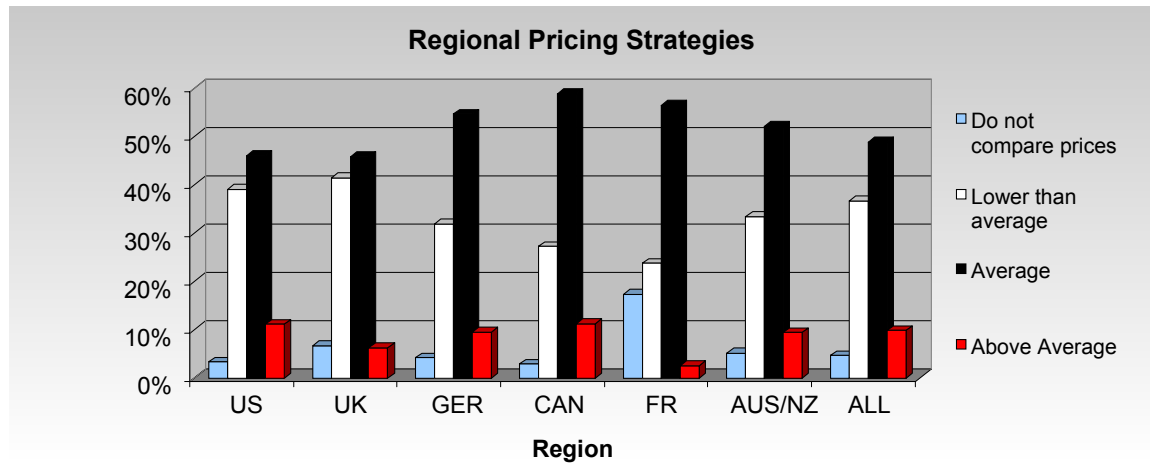
HOW FREQUENTLY BOOKSELLERS CHECK PRICES ONLINE BEFORE CATALOGUING	US	UK	GER	CAN	FR	AUS/NS	ALL
Always	62%	50%	40%	62%	31%	51%	56%
Usually	25%	31%	40%	25%	36%	33%	29%
Sometimes	10%	15%	14%	12%	22%	15%	12%
Rarely	2%	2%	5%	1%	8%	0%	2%
Never	1%	2%	2%	1%	3%	1%	1%

HOW OFTEN BOOKSELLERS CHANGE THEIR PRICES	US	UK	GER	CAN	FR	AUS/NZ	ALL
Hourly	1%	1%	0%	2%	1%	0%	1%
Daily	4%	1%	2%	2%	1%	0%	3%
Weekly	4%	3%	3%	3%	2%	1%	4%
Monthly	10%	10%	9%	8%	7%	10%	9%
Seasonally	23%	31%	28%	23%	12%	20%	24%
Annually	34%	28%	26%	37%	25%	30%	32%
Never	25%	28%	32%	26%	52%	39%	28%

4.2.4 Pricing Strategies

When asked about general pricing strategy and how booksellers see themselves positioned versus their competitors, most booksellers across the globe believe they are pricing their books at an average level. There were many respondents who believe they are pricing lower than their markets' average prices, and very few who purposely price above the standard market prices.

The majority of booksellers compare prices but results show that over 10% of the French market does not actively check prices which could affect individual sellers' sales if new competition arises with comparable and competitively-priced inventory.



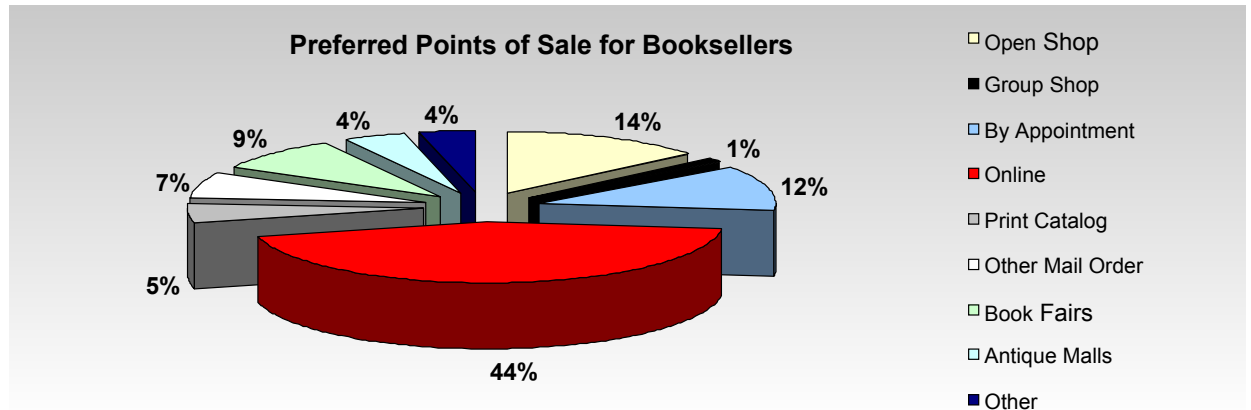
PRICE STRATEGY	US	UK	GER	CAN	FR	AUS/NZ	ALL
Do not compare prices	3%	7%	4%	3%	17%	5%	5%
Lower than average	39%	41%	32%	27%	24%	33%	37%
Average	46%	46%	55%	59%	56%	52%	49%
Above Average	11%	6%	10%	11%	3%	9%	10%

4.3 POINTS OF SALE

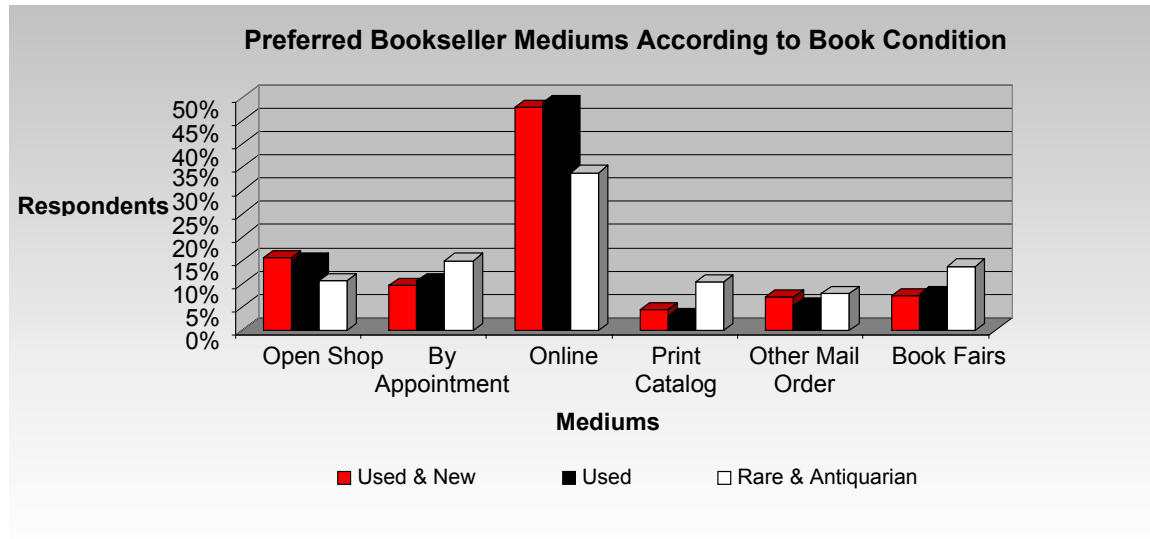
Used & new booksellers as well as purely used booksellers are similar in how they decide to distribute their books to buyers: antiquarian sellers are the exception. The Rare &

Antiquarian booksellers are more likely to sell books by appointment due to the uniqueness of their inventory and higher average prices than general used and new booksellers. Book Fairs were also more popular among Rare and Antiquarian sellers, providing a targeted venue to more easily reach their desired buyer market.

PREFERRED POINTS OF SALE FOR BOOKSELLERS – ALL REGIONS



PREFERRED POINT OF SALE SORTED BY BOOK TYPE – ALL REGIONS



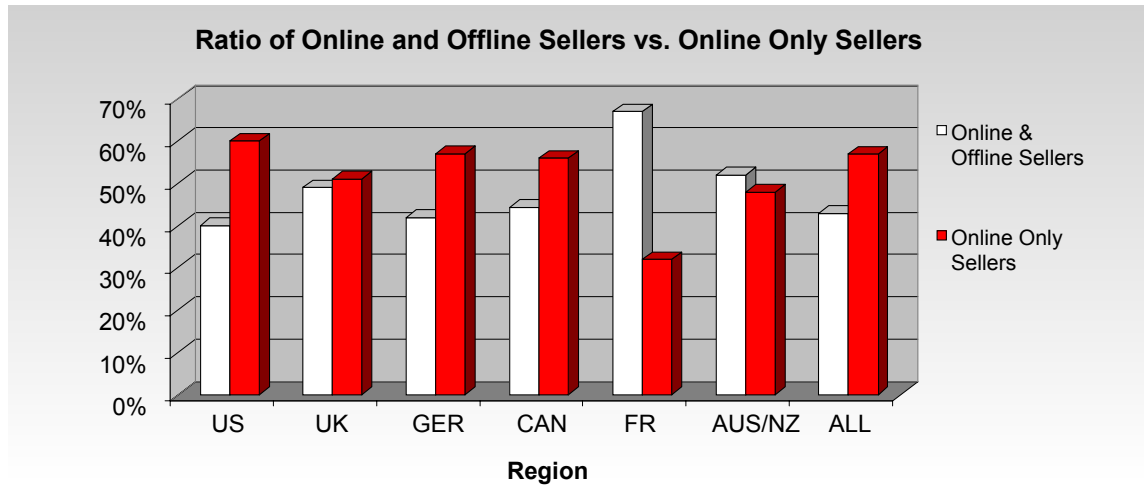
4.4 ONLINE SALES

The following section compares online book sales per month according to the different regions, types of operations, and types of books. When comparing across the regions it's important to keep in mind that this is not the combined total number of books sold by all of

the booksellers in that region; rather, these charts how many books on average individual booksellers sell from each of those regions.

4.4.1 Ratio of Online & Offline Sellers vs. Only Online Sellers

In North America, the UK and Germany results showed higher percentages of purely online sellers, France was the one exception. In France there is a large gap separating the number of online & offline sellers from the purely online sellers.

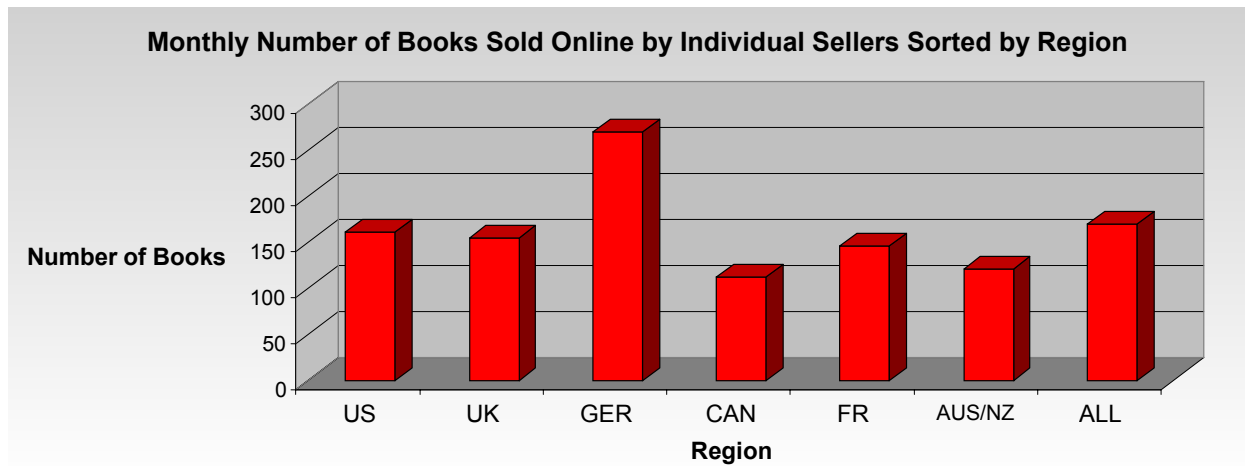


	US	UK	GER	CAN	FR	AUS/NZ	ALL
Online & Offline Sellers	40%	49%	42%	44%	67%	52%	43%
Online Only Sellers	60%	51%	57%	56%	32%	48%	57%

4.4.2 Average Monthly Sales – By Region

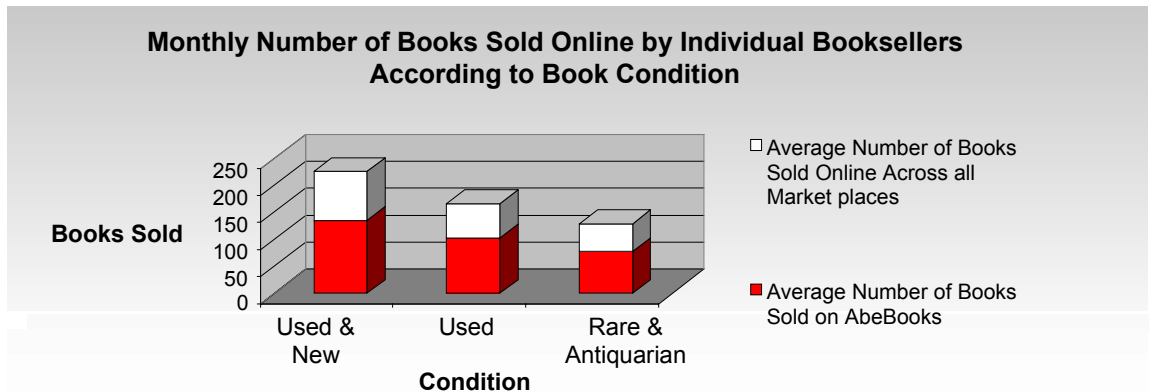
Individual booksellers from Germany recorded the highest average number of books sold online per month at just over 250. That German booksellers sell the highest number is consistent with how many respondents from Germany said they operate purely online. US and UK sellers were comparable, selling an average of 150 books per month. Markets that showed the least online sales were consistent with those markets having the lowest number of purely online booksellers.

Booksellers stated they made at least half of their online sales through AbeBooks marketplace.



4.4.3 Average Monthly Sales – By Condition

The condition of books being sold was cross referenced against total book sales to understand how inventory is turning over. Used and new booksellers sold an average of 200 books per month, compared to 150 per month for booksellers of used books only, and 100 per month for booksellers of antiquarian stock. Although the sales volume is comparably lower for the rare and antiquarian sector, their average sale price is generally higher.



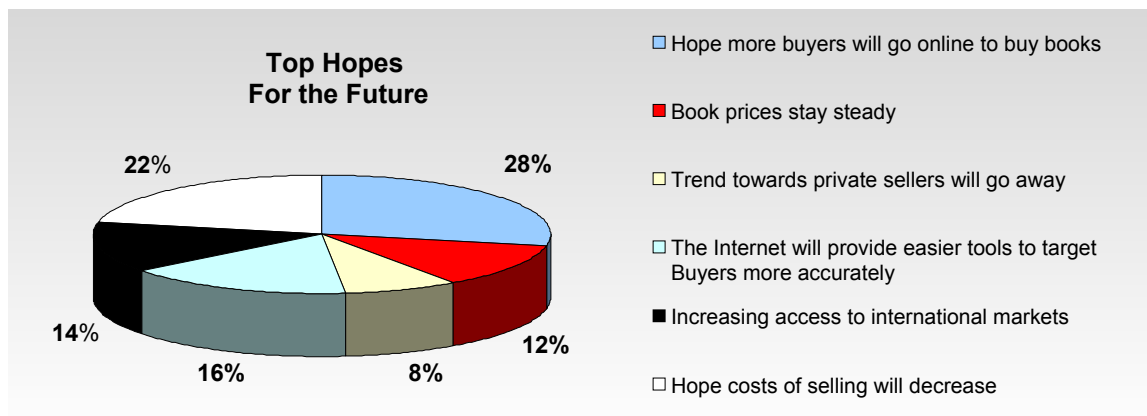
5. FUTURE HOPES & CONCERNS

5.1 TOP HOPES & CONCERNS

Booksellers in all of the survey regions share a top hope of more buyers coming online to buy books.

TOP HOPES FOR THE FUTURE	US	UK	GER	CAN	FR	AUS/NZ	ALL
Hope more buyers will go online to buy books	63%	66%	60%	67%	77%	27%	28%
Hope costs of selling will decrease as market levels	51%	57%	42%	56%	25%	21%	22%
The Internet will provide easier tools to target buyers more accurately	39%	36%	35%	29%	40%	12%	16%
Increasing access to international markets	28%	35%	44%	27%	39%	17%	14%
Book prices stay steady	33%	26%	10%	34%	11%	12%	12%
Trend towards private sellers will go away	13%	21%	20%	13%	33%	11%	8%

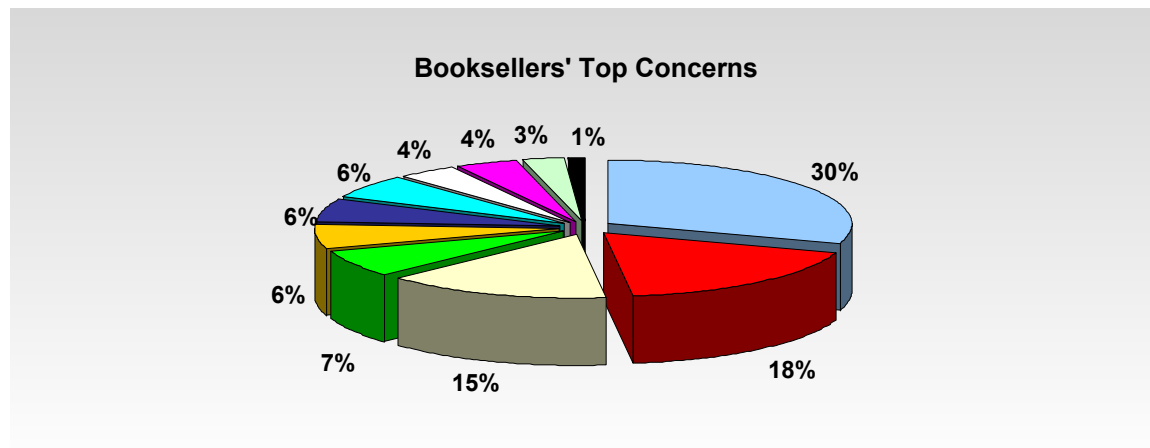
**dual responses allowed*



5.2 TOP CONCERNS FOR THE FUTURE

The top concern among 30% of booksellers across the world is dropping book prices. There are many booksellers competing against one another, especially in North America. The emergence of the Internet and online market places has helped create new bookselling business models, which in turn has increased the number of competitors.

TOP CONCERNS FOR THE FUTURE	US	UK	GER	CAN	FR	AUS/NZ	ALL
Book prices dropping	68%	66%	63%	58%	48%	24%	30%
Young people reading and buying fewer books than previous generations	38%	39%	46%	35%	43%	12%	18%
The popularity of e-books rising	15%	20%	13%	20%	16%	6%	7%
Rent Increases for my retail location(s)	13%	11%	9%	17%	10%	11%	6%
More business going online than through my brick and mortar store	14%	10%	10%	12%	15%	9%	6%
Rising costs for storage	13%	18%	15%	15%	15%	6%	6%
Fairs & festivals dying out	10%	17%	4%	4%	16%	10%	4%
Bookselling associations losing meaning for buyers and sellers	9%	8%	6%	6%	15%	8%	4%
Rising costs retaining employees	6%	3%	9%	9%	10%	6%	3%
Arrival of box store or book superstore	3%	3%	1%	4%	3%	3%	1%



6. FUTURE DIRECTION

When asked what changes booksellers anticipated making in the next two years, the response was consistent in all regions: booksellers plan to increase their online presence dramatically.

FUTURE DIRECTION	US	UK	GER	CAN	FR	AUS/NZ	ALL
Increasing online presence	73%	78%	72%	51%	84%	76%	74%

Booksellers stated that increasing their book fair attendance was also important but this was ranked much lower in importance, ranging from 13 - 20% for most regions.

We also asked how booksellers would increase their online presence. Most booksellers will upload more books onto the marketplaces they already sell with.

ONLINE EXPANSION	US	UK	GER	CAN	FR	AUS/NZ	ALL
Upload more books onto same marketplaces	80%	84%	72%	73%	88%	46%	45%
Add additional domestic marketplaces	29%	20%	32%	20%	23%	15%	15%
Add international marketplaces	20%	25%	32%	22%	39%	16%	14%
Start my own e-commerce site	21%	23%	28%	30%	24%	12%	13%
Actively e-mail customers (e-mail marketing)	16%	19%	18%	20%	24%	9%	10%
Actively participate in paid search	5%	4%	7%	4%	7%	3%	3%