



## ABACUS-14

The ABACUS invitation provided a unique survey ID for the store named in that email. Please enter that store's unique number below:

Your store's survey ID

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### Welcome to ABACUS 2014!

Below is your store information as received from ABA membership.

NOTE: This may not be the exact name on your storefront, but should represent your store. If the name shown is completely incorrect for your business, please contact ABA or the contact at the bottom of this screen before continuing with the survey.

Store name

State

ABA #

First name

Last name

Email address

Phone #

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### INSTRUCTIONS

Whether this is your first time for the survey or you're a long-time participant, please **use**

***the contact information at the bottom of each screen if you have any questions.***

Directions and tips are provided throughout the survey.

Scrolling the cursor over terms shown with a dotted underline will open a pop-up window providing the definition of that term for the survey.

ABACUS-14 is a survey of **annual data** from fiscal year 2014. Stores must have been in business for a complete year to participate in the survey. You will need financial statements for your fiscal year ending in 2014, or early 2015.

Enter ANNUAL figures for each question. Enter a 0 when appropriate for questions that do not apply to your store.

The survey includes 2 sections: Financial Data and General Information. Though General Information includes very basic questions, they are mandatory. This data is needed to ensure that your results can be reported in the appropriate tables.

Best practice is to answer as many questions as apply to your business, as accurately as possible.

The survey deadline is July 1, 2015.

By submitting your information **before** the deadline, you are helping to ensure that all custom reports are available in a timely manner. If all stores submit on or before July 1, results can be provided in September.

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## NAVIGATING THE SURVEY

At the bottom of each screen are the navigation buttons to move through the survey. Data is saved automatically page by page as you go through the survey. You do not need to complete the survey at one time. You can start then use the SAVE & EXIT button when you need to stop, but have not yet completed the survey.

The survey will "time out" based on your local internet settings. If you start the survey and get called away, click SAVE & EXIT rather than letting the survey log out automatically.

Use the link in the email to return to your survey. The survey will return to the 1st page each time you open it. This allows you to review your data and make edits if needed, before continuing.

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## IMPORTANT

Use the TAB key to move through questions on a page. Do NOT use the Enter key.

Do NOT enter cents or punctuation when entering numbers.

The survey will CALCULATE totals for you.

You CANNOT edit calculated figures. To correct totals or calculated figures, use the

cursor to move to the incorrect figure. Highlight the incorrect figure and type in the appropriate number. Then continue in the survey to verify that the calculated figure is now correct.

When you SUBMIT the survey, a summary of all the data you have entered will appear on the screen. In the TOP RIGHT of the screen are links to PRINT and EMAIL this summary.

\* The print option allows for saving the summary of data as a pdf file, as well as printing a hard copy.

\* Clicking the email option will automatically send the summary of data to the same person/email contacted for the survey.

It is strongly recommended that you **use both options to retain copies of the data for your records.**

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### ***ABACUS Survey Privacy Statement***

All data collected in this survey is used exclusively as part of this study, and presented or otherwise made available in aggregate form only. No aggregate data will be released unless there is sufficient sample size to ensure that individual store data cannot be calculated or inferred. OnCampus Research staff do not release any proprietary information submitted in the survey.

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**Deadline: July 1, 2015**

Thank you for participating in the ABACUS Survey!

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## **Section 1: FINANCIAL DATA**

Information in this section is found in your P&L or Income Statement. Reporting sales, cost of goods, and operating expenses allows stores to take a comprehensive look at their own operation in completing the survey and provides them with comparative data when they receive their survey report.

NOTE: This is a survey, not a legal financial document. While we ask stores to provide the most accurate information available, it is not necessary to have tax or audited figures to complete the survey. As already detailed in the Privacy Statement, all survey data is kept completely confidential.

SURVEY TIP: There are terms in the survey that appear with a dotted underline. When you move your cursor over these words, a pop-up box will appear with a brief description

of how that term is defined for purposes of the survey.

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## NET SALES

Net sales = gross sales, excluding sales tax, minus sales refunds, and less any sales discounts *received from publishers or vendors*.

Net sales include the sale of merchandise, regardless of format or venue. Mail order sales, ebook sales, and online sales of merchandise should be reported within the appropriate product category listed below. Shipping and handling of mail order and online sales should also be included with the net sales figure.

NOTE: If you have income from sources *other than the sale of merchandise*, such as services, event tickets, or interest income, that revenue should be entered later in the survey under "Other Income."

Enter Net Sales for the following product lines. Non-book sales are sales of physical goods and merchandise, not services or events. Enter 0 if you had no sales in that category. Remember, the software will total sales for you.

New book sales	<input type="text"/>	\$
Used book sales	<input type="text"/>	\$
Non-book sales	<input type="text"/>	\$
<b>TOTAL NET SALES</b>	<input type="text"/>	\$

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For the NON-BOOK sales entered on the previous page, please enter the dollar values for the following product categories. The total of non-book sales entered here should equal the total value for non-book sales entered on the previous page. If you CANNOT separate sales for these categories, an accurate estimate may also be entered here.

If there is no way to determine sales for the specific products shown here, enter your non-book sales under option 4 below - "Other non-book merchandise."

Calendars	<input type="text"/>	\$
Cards / stationery	<input type="text"/>	\$
Food / beverage or cafe sales	<input type="text"/>	\$
Other non-book merchandise	<input type="text"/>	\$
<b>Total Non-book Sales</b>	<input type="text"/>	\$

If you entered or estimated product sales above, please verify that the TOTAL of non-book sales shown above is the same value as the figure shown here. Edit the product sales / estimates reported above as needed to equal the total non-book sales shown

here.

Non-book sales reported on the previous page

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## COST OF GOODS SOLD

Enter your Cost of Goods Sold. This is the cost of all merchandise sold and reported in net sales. Stores should include freight in with the cost of goods. Cost of goods sold generally incorporates any shrinkage in inventory into its calculation. Stores that include co-op dollars / disbursements in cost of goods should make sure that those co-op dollars are not also reported under Advertising and Promotions. Freight out charges should be reported later in the survey, as listed under Miscellaneous Operating Costs.

Cost of goods sold

\$

**SURVEY TIP:** Please check total Net Sales and the Cost of Goods Sold against your Profit & Loss Statement. The survey uses these numbers in later calculations. Any error made in entering sales data or cost of goods will produce incorrect results for profit margin and income.

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## GROSS PROFIT / GROSS MARGIN

Gross profit / margin is the difference between Net Sales and the Cost of Goods Sold. This is a calculated figure based on the data entered on the previous page. If this figure is not correct when compared to your P&L statement, use the BACK navigation button at the bottom of the screen to return to net sales or cost of goods to enter the correct data.

Calculated gross profit

\$

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## ANNUAL OPERATING EXPENSES

**SURVEY DIRECTIONS:** Operating expenses are broken down into three major sections - Payroll, Occupancy, and Operations.

\* The survey software will automatically TOTAL each section as you enter the data requested.

\* You may leave lines empty if you do not have that specific expense for your store, **however**,

\* **There must be at least one expense reported in each section for a valid survey.**

REMINDER: This is a survey, not a legal financial document. While we ask stores to provide the most accurate information available, it is not necessary to have tax or audited figures to complete the survey.

Financial data should closely reflect your business operations and financial reporting. However, they should conform to generally accepted accounting practices, rather than reporting for tax purposes. Payroll should reflect staff numbers and hours worked; occupancy should reflect local costs for retail space.

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## PAYROLL

For purposes of the survey, **Owner Compensation** is described below. PLEASE READ THIS CAREFULLY BEFORE ENTERING YOUR DATA.

Owner Compensation includes all wages and salaries paid to the owner(s) **that is specifically tied to actual work / functions performed for the business**. If the owner does NOT WORK in the store(s), no owner compensation should be reported here. Such money paid to a non-working owner will automatically be reported in Net Income Before Taxes. Benefits applied to the owner should be reported with Employee Benefits.

If the owner works in the store and is paid a salary *that is higher than the market value of the work he/she performs*, only the amount that they "earn working in the store(s)" should be entered as Owner Compensation. The amount of salary above the actual value of that work will automatically be reported in Net Income Before Taxes.

If the owner works in the store and *does NOT draw any salary or is paid only a token amount*, estimate the fair market value of the work performed by the owner(s) and enter that figure as Owner Compensation. In other words, estimate what it would cost to hire someone to do the work being done by the owner and use that amount for Owner Compensation.

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### Payroll Expenses

Owner compensation	<input type="text"/>	\$
Wages / Salaries of employees	<input type="text"/>	\$
Payroll taxes	<input type="text"/>	\$
Employee benefits	<input type="text"/>	\$
Payroll service cost(s)	<input type="text"/>	\$

Other payroll expenses  \$

TOTAL PAYROLL  \$

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## OCCUPANCY

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Enter occupancy expenses for your business.

Rent or rent value  \$

Repairs, maintenance, and cleaning  \$

Utilities (gas, electric, water; NOT phone or internet)  \$

Other occupancy expenses  \$

TOTAL OCCUPANCY  \$

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## OPERATIONS

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### OPERATING EXPENSES

Advertising and promotions  \$

Telecommunications (phone/internet)  \$

Professional services  \$

Office expenses, stationery, supplies  \$

Depreciation  \$

Travel, training, and entertainment  \$

Business insurance  \$

Interest expense(s)  \$

Credit card service charge(s)  \$

Dues and subscriptions  \$

Freight out	<input type="text"/>	\$
Miscellaneous taxes	<input type="text"/>	\$
Web expenses	<input type="text"/>	\$
Data processing expenses	<input type="text"/>	\$
All other operating expenses	<input type="text"/>	\$
<b>TOTAL OPERATION EXPENSES</b>	<input type="text"/>	\$

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### TOTAL ANNUAL OPERATING EXPENSES

This figure is the total of expenses for payroll, occupancy, and operations, based on the data entered in the previous pages.

Please review the following totals reported for your business. If any figures shown below are incorrect, you will need to highlight and delete that figure here. Then use the BACK button return to the appropriate page to re-enter the specific payroll, occupancy, or operation expense to achieve the correct total.

Payroll expense \$	<input type="text"/>	
Occupancy expense \$	<input type="text"/>	
Operation expense \$	<input type="text"/>	
<b>TOTAL ANNUAL EXPENSES</b>	<input type="text"/>	\$

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### OPERATING INCOME

Check the Operating Income shown below. This figure is the difference between your Gross Profit and Total Annual Expenses.

If this figure is NOT correct, it is recommended that you save and exit the survey to review the figures from your P&L. Then log back into the survey to review all figures that were entered for sales, for cost of goods, and for operating expenses to ensure that they are the same figures from your P&L statement.

OPERATING INCOME  \$



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## OTHER INCOME / REVENUE

Any income or revenue NOT involving the sale of merchandise purchased for resale should be reported here. Examples of other income are ticket sales, event revenue not tied to merchandise sales, or publishing / printing services.

Other income  \$

## OTHER EXPENSE(S)

Any costs or charges NOT related to the bookstore retail operations should be reported here.

Other expenses  \$

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## NET INCOME BEFORE TAXES

This figure is calculated based on net sales, cost of goods, and expenses you have reported in the survey **following the survey definitions** for those figures. It may not be the same as the net income reported on your 2014 Profit & Loss Statement. This does not necessarily mean there is an error in either figure. It is important that survey data be collected as consistently as possible from all participants to ensure comparable reporting and results. Variations permitted by generally accepted accounting practices (GAAP) for reporting financial data most likely account for differences between this calculated net income and your P&L net income.

NET INCOME  \$

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## Section 2: GENERAL INFORMATION

As noted at the beginning of the survey, many General Information questions are mandatory. This is needed to ensure that all results can be compiled correctly in the appropriate tables of the ABACUS Report. Information in this section is not from any single source or business document. For example, you may already know the retail square footage of your business, or you may need to measure the length and width of all selling areas to get that total. Again, accurate estimates may be used if exact figures are not

readily available.

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Enter the number of years the store has been in business. **For purposes of this survey**, years in business should reflect ALL years the store has been in continuous operation in this location / city, rather than years under the current ownership.

Enter whole number only

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Please check the population of the market your business serves. This can be the population of the city where the store is located. It may be the population of a suburb or smaller portion of a larger metropolitan area. Or it may be the population of a larger or rural area in addition to the city where the bookstore is located. Again, an accurate estimate is sufficient for purposes of the survey.

Example 1: a bookstore is located in a city of 60,000, but is not located downtown. Customers are drawn from the entire county (population 475,000) as well as surrounding counties. The market population served for this store is 100,001 to 500,000.

Example 2: a bookstore is located in a city of 750,000. Almost all (90%) customers are from the immediate suburban area with a population of 30,000. The market population of this store would be from 20,001 to 50,000.

- |  |  |
|--|--|
| <input type="radio"/> Under 5,000      | <input type="radio"/> 50,001 to 100,000  |
| <input type="radio"/> 5,000 to 10,000  | <input type="radio"/> 100,001 to 500,000 |
| <input type="radio"/> 10,001 to 20,000 | <input type="radio"/> Over 500,000       |
| <input type="radio"/> 20,001 to 50,000 |  |

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Enter the square footage of your retail business.

Retail selling space

Total space

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Please check which best describes the schedule for conducting a physical inventory for your retail business.

- |                                 |  |
|---------------------------------|--|
| <input type="radio"/> Monthly   | <input type="radio"/> Every other year |
| <input type="radio"/> Quarterly | <input type="radio"/> No set schedule  |

- 2 times per year
- Annually
- Physical inventory not done
- Continuous "book" inventory

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Enter the fiscal year ending inventory at retail.

FY ending inventory value  \$

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For co-op dollars you receive from publishers/vendors, where do you typically report these funds? (Choose one)

- Included in the Cost of Goods Sold
- Reported with Operating Expenses as part of Advertising / Promotions
- Other
- Did not receive co-op dollars in FY2014

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### STAFFING / SALARIES

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#### STAFF NUMBER

Enter the total full-time equivalent (FTE) number for ALL employees that worked for the bookstore in FY2014. This figure includes not only employees, but owners, and all positions, whether paid or unpaid. This should be based on actual hours worked or the best estimate of hours worked, as it represents all work hours spent in FY2014. The formula for calculating the FTE number of staff is shown here.

FTE = total hours worked in or for the business divided by 2,080 hours. This number may be reported to two decimal places (i.e., FTE staff = 3.75).

FTE staff number

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## STAFF POSITION SALARIES

Please enter the annual or average salary for the following positions that you have in your store(s). Use actual part-time salaries for part-time positions or when calculating the average salary for a position filled by both part-time and full-time staff.

Enter the annual salary if only one person fills this position in the store.

Enter the average salary if more than one person fills this position in the store. For example, to calculate the average salary of frontline booksellers, add the salaries for all people in that position that worked for FY2014, then divide that total amount by the number of frontline booksellers in the store.

If a single person performs the work of more than one position listed here, enter the annual salary for that person next to the position that best describes the majority of their work for the store. For example, if the store manager also acts as the buyer, enter their salary for the manager position.

Manager	<input type="text"/>	\$
Buyer	<input type="text"/>	\$
Event coordinator / publicist	<input type="text"/>	\$
Frontline bookseller	<input type="text"/>	\$

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## DIGITAL BOOKSELLING

To get a better sense of the "digital" growth and opportunities in the independent booksellers market, the next few questions request sales information related to online sales and digital products.

If your store offers online sales or digital products, but you do not have the actual dollar value for those sales, please enter your most accurate estimate rather than leaving this blank.

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Did your business offer online sales in FY2014? Online sales include any book or non-book purchase(s) that originated or was paid for online.

- Yes  
 No

Enter the dollar value of sales made online in FY2014. Include shipping for online sales with the total reported here. Also include online sales that were picked up in the store in this figure. Any additional purchases made in the store during pick up for an online purchase should NOT be included in the value of total online sales. If you do not have an exact figure, please enter your most accurate estimate.

Online sales  \$

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Did your business sell e-books in FY2014? E-book sales include any ***sales involving the download of, or access to, digital content sold separately from printed materials.***

- Yes  
 No

Enter the dollar value of e-book sales in FY 2014. If you do not have an exact figure, you may enter an accurate estimate.

E-book sales  \$

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Did your business sell e-readers in FY2014? E-readers may include any electronic device that allows downloading or access to digital content. Accessories for e-readers should NOT be included here.

- Yes  
 No

Enter the dollar value of e-reader sales in FY 2014. If you do not have an exact figure, you may enter an accurate estimate.

E-reader sales  \$

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### Peer Networking

While participation in ABACUS is confidential, members of ABA's ABACUS Task Force indicated that it would be useful to stores in the survey if there were a list of survey participants available to them. Such a list could allow booksellers to reach out individually to others that participated in the survey for peer benchmarking or to obtain additional information related to ABACUS. **Only the store name and contact information will be included, and only those who agree to be on the list of participants will receive a copy of the list.**

Would you like to be included in the list of stores who participated in the ABACUS-14 survey?

- Yes  
 No
-

Please check the regional association(s) your store is involved with. (Select all that apply)

- GLIBA Great Lakes Independent Booksellers Association
- MIBA Midwest Independent Booksellers Association
- MPIBA Mountains & Plains Independent Booksellers Association
- NAIBA New Atlantic Independent Booksellers Association
- NCIBA Northern California Independent Booksellers Association
- NEIBA New England Independent Booksellers Association
- PNBA Pacific Northwest Booksellers Association
- SCIBA Southern California Independent Booksellers Association
- SIBA Southern Independent Booksellers Alliance

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Questions? Contact Martha Love at [mlove@nacs.org](mailto:mlove@nacs.org) or call 800-622-7498 ext. 2448.