

# The Survey of Public Library Book Sales Practices

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**LIST OF SURVEY PARTICIPANTS**

Ada Community Library  
Algona Public Library  
Alice Springs Public Library  
Allenstown Public Library  
Amarillo Public Library  
Andover Public Library  
Austin Public Library Recycled Reads  
Baright Public Library  
Bow Island Municipal Library  
Brazoria County Library System  
Buffalo Public Library  
Cambridge Memorial Library  
Canyon Area Library  
Cessnock City Library  
Council Bluffs Public Library  
Coweta Public Library  
Dayton Public Library  
Eagle Grove Memorial Library  
East Hampton Library  
East Norwalk Association Library  
Elgin Community Library  
Gibbs Memorial Library  
Hemphill County Library  
Hutchinson Public Library  
Iowa City Public Library  
Keytesville Public Library  
Lena Armstrong Public Library  
Lester Public Library of Vesper  
Lockyer Valley Libraries  
Lone Rock Community Library  
Muehl Public Library  
New Virginia Public Library  
Opp Public Library  
Ponoka Jubilee library  
Prescott City Public Library  
Q. B. Boydstun Public Library  
Saratoga Springs library  
Shepherd Public Library

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St. Edward Public Library  
The Brentwood Library  
Underwood Public Library  
Vista Grande Public Library  
Walters Public Library  
Waskom Public Library  
Wellsburg Public Library  
Whiting Public Library  
Winchester Library  
Wyong Shire Library

# The Survey of Public Library Book Sales Practices

## THE SURVEY QUESTIONNAIRE

Primary Research Group is surveying public libraries in the USA, Canada and other English speaking countries about their book and other intellectual property sales through fundraisers, in library book sales, online and bulk sales and other ways of selling excess or donated books. Survey participants receive a free pdf copy of the report. The institutional name of participants is listed but responses are aggregated or not identified by respondent.

1. Please provide us with the following contact information

Name:

Library name:

Work Title

County in Which Library is Located

Country:

Email Address:

2. How large is population in the service area of your library?

3. What is the overall annual budget for your library for all costs including personnel and materials?

4. How much did your library raise through book (and other library materials) sales, in the library, out of the library, online and elsewhere in the following years: 2012, 2013

5. About what percentage of your book sales revenue comes from paperback vs hardcover book sales?

6. Over the past three years what cumulative amount has the library earned through sales of donated paintings and other works of art?

7. What percentage of the library's total book (and other library materials) sales come from the following types of events?

Regular book sales in the library during library hours

Special events directed by Friends of the library or other organization

Other special events

Online sales

8. What percentage of the library's book and other library materials sales come from sales of the following types of materials?

Books

Audio books

Audio CD's

Video CD's or DVD's

LP's and other vinyl records

Software

Artwork

9. Has your library ever sold books online?

10. If so has it sold books through any of the following venues: Amazon, eBay, Alibris.

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11. What is the library's preferred venue for selling books online?
12. Who handles the library's online book sales? Local staff? An outside volunteer?  
Consultant or freelancer?
13. How much did the library earn from online book and other library materials sales in each of the following years? 2012, 2013
14. Approximately what percentage of the following types of materials donated to the library does the library keep for its own collection?  
Books  
Audio CD's  
Video CD's and DVD's  
Audiobooks
15. Describe the library's processes, if any, to identify donated materials that it might like to keep for its own collections?
16. Describe the library's procedures, if any, to spot highly valuable or rare books, records, or other intellectual property that may be donated?
17. Which genre of books have been easiest to sell or yield the most revenue in library book sales?
18. What are some of your bestselling book categories?
19. What is the greatest single amount that the library has ever received for the sale of a single item, book or other form of intellectual property, and what was the item sold?
20. Approximately how many books did the library receive in donations in the following years? 2012 2013
21. Approximately how many video CD's or DVD's did the library receive as donations in each of the following years? 2012 2013
22. Approximately what percentage of donated books that the library does not use for its own collection would you say that the library is able to sell?
23. Has the library ever received among its donated books particularly valuable works such as first editions or a rare book worth more than \$300.00?
24. How many book (or other library materials) acknowledgement letters has the library written in the past year?
25. About what percentage of patrons who donate book request some form of acknowledgement letter?
26. At your library's book sales what is the average price for each of the following kinds of books:  
Trade paperbacks  
Hardcover Books  
Hardcovers published within one year  
Trade paperbacks published within one year  
Records  
Video DVD's  
Audio CD's or DVD's
27. What is your pricing strategy? Have you raised or lowered your prices in recent years? If so by how much?



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28. To the best of your knowledge does the library sell its books to used book dealers and if so, does it ever do so directly, bypassing book sales and other channels?
29. How does the library advertise book sales and sales of other library materials?
30. What resources has the library used to improve its book and other library materials sales operations? Are there websites, newsletters, ezines, blogs, conferences or other resources that you have found useful?
31. Does the library offer a home or office pick up service to individuals or organizations that make large donations of books, CD's, DVD's or other library materials?
32. If the library does offer this kind of pickup service how is it organized and staffed and how often does it operate?
33. Do you sell your books or materials through sites such as LibraryBookfinder.com or Bookquoter.com or other similar sites?
34. Which of the following sites have you used to sell your library's books?  
Booksalefinder.com  
emanager.com  
Librarybookfinder.com  
Bookquoter.com  
Other (please specify)
35. What advice can you offer to your peers about organizing an effective book and other intellectual property sales operation for public libraries? Include what we may not have covered in this survey in areas such as donations, pricing, advertising, product selection and other areas that you consider important.