



2009 Ingram Marketing Group Survey

“e versus p” publisher catalogs

Ingram Marketing Group conducted an industry survey from May 10-20, 2009, on the e-catalog vs. the print catalog issue, and found that over 49 percent of respondents are open to using e-catalogs instead of print catalogs.

“The print vs. electronic discussion around catalogs has really peaked this past year,” said Kim Reynolds, Vice President of Ingram Marketing Group. “Most of us are making assumptions about what book buyers think based on anecdotal or outdated information. The survey was Ingram’s way of capturing the real time opinions of Ingram’s retail and library customers about their use of publishers’ catalogs. I think there were some significant surprises in the results.”

Almost 60 percent of the survey participants reported that they have at some time recently reviewed book titles via an e-catalog. More than 49 percent of the survey respondents said they would be willing to use e-catalogs as long as the electronic versions were easy to use with “shopping list” functionality and POS download capabilities.

“The results of our survey show a tremendous increase over the past year in the interest and acceptance of e-catalogs by booksellers and librarians,” Reynolds added.

The primary advantages of e-catalogs, as noted by the survey participants, included environmental benefits and the reduction of clutter.

Ingram Marketing Group e-mailed the survey to more than 25,000 Ingram Book customers. More than 2,000 customers responded to the survey, with over 80 percent of the participants being either independent booksellers or librarians.

The following pages include the full results of the survey.



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1. Do you regularly review publishers' printed catalogs?

	Public Library	School Library	Higher Education	Independent Bookseller	National Chain	Response Totals
Never	5.3% (43)	4.3% (8)	4.9% (4)	4.9% (41)	14.3% (2)	5.1% (98)
Occasionally	41.6% (341)	61.4% (113)	53.1% (43)	27.7% (231)	28.6% (4)	37.9% (732)
Often	33.6% (275)	28.3% (52)	25.9% (21)	34.0% (284)	35.7% (5)	33.0% (637)
As often as possible	19.5% (160)	6.0% (11)	16.0% (13)	33.4% (279)	21.4% (3)	24.1% (466)
answered question	819	184	81	835	14	1,933
skipped question						9

2. If you regularly review publishers' printed catalogs, about how many catalogs do you review each season?

	Public Library	School Library	Higher Education	Independent Bookseller	National Chain	Response Totals
1 – 2	18.2% (137)	21.0% (35)	13.7% (10)	13.0% (101)	0.0% (0)	15.9% (283)
3 – 5	34.3% (258)	33.5% (56)	28.8% (21)	22.1% (171)	33.3% (4)	28.7% (510)
6 +	47.5% (357)	46.1% (77)	57.5% (42)	64.9% (502)	66.7% (8)	55.5% (986)
answered question	752	167	73	774	12	1,778
skipped question						164

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3. Have you ever reviewed a book catalog in an e-format (online version)?

	Public Library	School Library	Higher Education	Independent Bookseller	National Chain	Response Totals
Yes	62.4% (513)	64.3% (119)	64.2% (52)	55.3% (463)	78.6% (11)	59.7% (1,158)
No	33.2% (273)	28.6% (53)	33.3% (27)	40.1% (336)	14.3% (2)	35.6% (691)
Not Sure	4.4% (36)	7.0% (13)	2.5% (2)	4.7% (39)	7.1% (1)	4.7% (91)
answered question	822	185	81	838	14	1,940
skipped question						2

4. If yes, how was the experience?

	Public Library	School Library	Higher Education	Independent Bookseller	National Chain	Response Totals
Good	38.9% (199)	57.1% (68)	46.2% (24)	35.1% (162)	81.8% (9)	40.0% (462)
Bad	11.1% (57)	3.4% (4)	7.7% (4)	20.8% (96)	18.2% (2)	14.1% (163)
Neutral	50.0% (256)	39.5% (47)	46.2% (24)	44.0% (203)	0.0% (0)	45.9% (530)
answered question	512	119	52	461	11	1,155
skipped question						787

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5. If a publisher's e-catalog were easy to view and allowed you to build a "shopping" list and export to your ordering system, would you be willing to use it instead of a printed catalog?

	Public Library	School Library	Higher Education	Independent Bookseller	National Chain	Response Totals
Yes	47.9% (392)	66.1% (121)	51.9% (42)	47.5% (397)	57.1% (8)	49.7% (960)
No	12.5% (102)	5.5% (10)	11.1% (9)	16.7% (140)	21.4% (3)	13.7% (264)
Maybe	39.7% (325)	28.4% (52)	37.0% (30)	35.8% (299)	21.4% (3)	36.7% (709)
answered question	819	183	81	836	14	1,933
<i>skipped question</i>						9

6. Would you find an e-catalog useful as a supplement, in addition to a publisher's printed catalog?

	Public Library	School Library	Higher Education	Independent Bookseller	National Chain	Response Totals
Yes	48.8% (397)	59.2% (109)	46.9% (38)	51.6% (428)	71.4% (10)	51.1% (982)
No	15.5% (126)	13.6% (25)	25.9% (21)	17.6% (146)	21.4% (3)	16.7% (321)
Maybe	35.7% (291)	27.2% (50)	27.2% (22)	30.8% (255)	7.1% (1)	32.2% (619)
answered question	814	184	81	829	14	1,922
<i>skipped question</i>						20

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7. If e-catalogs do not appeal to you, what is the primary reason?

	Public Library	School Library	Higher Education	Independent Bookseller	National Chain	Response Totals
N/A – I am open to e-catalogs	44.0% (320)	55.2% (91)	50.0% (38)	32.1% (242)	33.3% (4)	40.0% (695)
Lack of time to sit at computer and make selections	12.1% (88)	12.1% (20)	10.5% (8)	18.8% (142)	16.7% (2)	15.0% (260)
Difficult/awkward to navigate	9.3% (68)	8.5% (14)	2.6% (2)	7.3% (55)	8.3% (1)	8.1% (140)
Like to pass catalogs around before ordering	6.5% (47)	5.5% (9)	10.5% (8)	9.0% (68)	8.3% (1)	7.7% (133)
Like to make notes in printed catalogs	11.0% (80)	7.9% (13)	6.6% (5)	11.4% (86)	16.7% (2)	10.7% (186)
Don't have regular access to a computer	0.4% (3)	0.0% (0)	0.0% (0)	0.5% (4)	0.0% (0)	0.4% (7)
Don't have Internet or a good Internet connection	0.5% (4)	0.0% (0)	0.0% (0)	0.4% (3)	0.0% (0)	0.4% (7)
Just don't like browsing online	6.7% (49)	2.4% (4)	6.6% (5)	9.0% (68)	8.3% (1)	7.3% (127)
Other (please specify below)	9.5% (69)	8.5% (14)	13.2% (10)	11.5% (87)	8.3% (1)	10.4% (181)
answered question	728	165	76	755	12	1,736
skipped question						206

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8. What do you think is the greatest benefit of e-catalogs?

	Public Library	School Library	Higher Education	Independent Bookseller	National Chain	Response Totals
Ability to sort to my specifications within a catalog or across multiple catalogs	9.6% (78)	14.0% (25)	7.5% (6)	6.8% (56)	14.3% (2)	8.7% (167)
Ease of use/easy to search	9.4% (76)	20.1% (36)	11.3% (9)	9.1% (75)	42.9% (6)	10.6% (202)
Reduces clutter	24.8% (201)	19.0% (34)	27.5% (22)	22.5% (186)	7.1% (1)	23.3% (444)
Interactive format with podcasts, "see inside" options, and other links to more information	3.6% (29)	2.2% (4)	6.3% (5)	3.1% (26)	7.1% (1)	3.4% (65)
Better for the environment	28.8% (233)	26.8% (48)	27.5% (22)	29.1% (240)	21.4% (3)	28.6% (546)
Integration with my ordering system	12.8% (104)	11.7% (21)	7.5% (6)	8.8% (73)	0.0% (0)	10.7% (204)
Don't see a benefit	6.5% (53)	3.4% (6)	7.5% (6)	14.4% (119)	7.1% (1)	9.7% (185)
Other (please specify below)	4.6% (37)	2.8% (5)	5.0% (4)	6.2% (51)	0.0% (0)	5.1% (97)
<i>answered question</i>	810	179	80	826	14	1,909
<i>skipped question</i>						33

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9. If a publisher's e-catalog were available as an app for your mobile device, would you be likely to use it to select books?

	Public Library	School Library	Higher Education	Independent Bookseller	National Chain	Response Totals
Yes	11.3% (92)	17.0% (31)	13.6% (11)	14.8% (122)	42.9% (6)	13.7% (262)
No	88.7% (721)	83.0% (151)	86.4% (70)	85.2% (702)	57.1% (8)	86.3% (1,652)
<i>answered question</i>	813	182	81	824	14	1,914
<i>skipped question</i>						28

10. Do you make title selection decisions for your store or library?

	Public Library	School Library	Higher Education	Independent Bookseller	National Chain	Response Totals
Yes	100.0% (822)	100.0% (185)	100.0% (81)	100.0% (840)	100.0% (14)	100.0% (1,942)
No	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
<i>answered question</i>	822	185	81	840	14	1,942
<i>skipped question</i>						0