Marketing Budgets
March 2009 AAUP Marketing Committee Survey

A project of the 2008-09 AAUP Marketing Committee:

Mahinder S. Kingra, Cornell University Press, chair
Emma Boyer, Duke University Press
Barbara Briggs, University Press of New England
Colleen Lanick, MIT Press
Rachel Mann, University of Washington Press
James McCoy, University of Iowa Press
Jessica Pellien, Princeton University Press
Melissanne Scheld, Cambridge University Press
Levi T. Stahl, University of Chicago Press
Amanda Sutton, University of New Mexico Press

CONTENTS
Summary Report .......... 2
Survey Results .......... 10
Results of the AAUP Marketing Committee Survey on Marketing Budgets

We have had 47 responses to the AAUP Marketing Committee survey of marketing directors and managers, and respondents represented all press sizes, with the largest number of respondents coming from presses with annual sales of $1.5 million to $3 million (27.6% of total respondents). Just over 40% of responses were from presses that have a marketing staff of between 5 and 10 FTEs.

The survey began by asking about the current sales environment. While some presses do seem to be weathering the storm (and even thriving), the majority of respondents did report that the economic climate is adversely affecting them.

Nine respondents (19.1%) reported higher sales through this January than over the same period last January, while another 6 respondents (12.7%) reported that sales were flat. Only six presses reported that they were ahead of their sales projections through January (12.7%), with the same number reporting that they were on target to meet projections. Twenty-five presses reported that sales were down compared with last year and 28 presses reported that, through January, they were behind sales projections. (Six presses decline to answer both of these questions.) Of these, seven presses reported that same-period sales this January were down 6–8% while another seven presses reported that their same-period sales this year were down by more than 10% from last year.

Nearly all of the presses (70.2%) reported that they had already cut their marketing budgets this year, with 13 presses reporting cuts of more than 10%, and another 15 presses reported marketing budget cuts of 5–10%. Sixteen presses (34%) reported that they were not planning on cutting their budgets any further in their current fiscal years, but 24 presses (51%) are planning on cutting the marketing budgets next year, with eight presses reporting that the cuts would be more than 10%. As to where cuts to the marketing budget fit in with overall press budgets, 23 presses (48.9%) said that they were disproportionately heavy in comparison to the presswide budget, while 10 presses stated that cuts to the marketing budget were at the same level as in other departments.

The next section the survey examines specific areas of the marketing budget. Not surprisingly, the marketing programs and expenses being cut by the most presses were advertising (32 presses), direct mail (30 presses), exhibits (31 presses), and travel budgets (31 presses).

Below are brief summaries of the responses to many of the questions, along with the comments made by respondents.
**Question 13:** Cuts to the advertising program were reported in most cases (20 presses) as being across the board, with only six presses reporting cuts just to ads in academic journals and four presses cutting general-interest publications.

**Comments:**

“We don't do much advertising anyway, but have cut almost 100% ads.”

“Rather than cut any specific journal, we're reducing the book-by-book advertising budget by a certain percentage. This will result in fewer placements and smaller ads.”

“All areas may see cuts, but we're trying to focus ads on strongest areas (e.g. academic journals).”

“Most of our ads are to targeted communities and we're simply relying more on publicity, outreach to bloggers and websites.”

“If it turns out I have to cut some, it will be across the board, all kinds. I don't do any direct to library advertising, except for regional libraries.”

“Advertising rates continue to go down so we're in effect purchasing more with the same dollars. So, we may spend fewer dollars than this year but we're doing more with it.”

“We're cutting some of the not-so-important places that authors ask for.”

“We are also cutting on international advertising.”

**Question 14:** In the area of direct mail, most presses that reported planned cuts were doing so through reduced print runs and reduced printing costs (going to less expensive paper, for example) of both seasonal and discipline catalogs. From the comments, it seems that these changes were already underway at many presses (particularly with regard to print runs). Nearly all of the presses reporting have already increased or are planning on increasing the distribution of catalogues via e-mail.

**Comments:**

“Our direct response budget is for email text letters and we're staying the course.”

“Haven't had to cut yet. We've been working on shrinking our seasonal catalog mailing list for a while now. We already design in house. Website is in house too. Trying to do more with electronic direct mail and encouraging people to get all promotional material via our website.”

“We plan on sending out more electronic mail but not because we are decreasing our print mail efforts. We are increasing the number for growth purposes.”

“We don't do much direct mail, except our seasonal catalog/flier. Our distributor does a big catalog, we take our pages and do a flier for reviewers, digitally printed in small quantities.”
Question 16: For exhibits, most presses reported that they were cutting expenses by sending fewer staff members to conferences or reducing their travel budgets (21 presses), as well as sending fewer books to conferences through cooperative book display companies (18 presses). Seven presses reported that they were cancelling all remaining conferences through the end of their fiscal years, and another twelve presses were selectively cutting meetings.

Comments:

“We cancelled BEA, too.”

“We’re seriously looking at doing every other year type attendance at some meetings we have regularly done. Won’t cut back much at all on our regional/state meetings.”

“Smaller booths, sending fewer books, cancelling a few meetings.”

“We’ve put a complete moratorium on sending books through cooperative exhibitors.”

Question 18: Only nine presses reported cuts to their publicity budget, and many are realizing cost savings through new or recent procedures (sending more e-press releases and e-galleys, particularly to bloggers).

Comments:

“More e-galleys, particularly to bloggers.”

“We’re shifting to media mail for galley mailings, but that’s about it.”

“All our publicity is done in house. No real targeted cuts in publicity except for a general more careful/selective mailing of review copies, less financial help for authors. Always trying to more electronically, but doesn’t always get the attention you want it to. More attention to blogs and websites for publicity, reviews.”

“We haven’t done publicity calls for years. We don’t see any impact.”

“We had already cut many of these (publicity calls/travel), author tours, freelance publicists.”

“We’re under a travel ban and weren’t allowed to print a spring catalog. I am actually sending more review copies out than normal since that activity isn’t frozen.”

Question 19 and 20: Asked about the sales budget, twelve presses reported no cuts to this line. Fifteen presses reported that they would cut back on sales coop arrangements, nine were shifting to teleconference with major accounts, while ten are reducing their travel budgets but maintaining the same sales call schedule. One press reported that it was no longer sending sales reps to BEA and was cutting back on some regional trade shows, while another was planning on reducing personal sales visits to select accounts once a year.

A number of presses (nine, or 19.1%) were planning on cutting expenses by holding virtual sales conferences, either by conference call or web conferencing using WebEx or other services. Another seven presses were holding actual sales conferences but cutting the costs of hosting them, either by going from two days to one day, or by limiting expenses on food. Sixteen presses were planning on holding their sales conferences as usual. One press was cancelling its sales conference altogether.
Comments:

“We will teleconference rather than travel for our Spring sales conference and major account.”

“Trying to be more effective and efficient to reduce expenses.”

“We but are cutting back on attending our distributor’s sales meetings.”

“Our domestic distributor has moved to WebEx conferences.”

“We're reacting more to rep attendance now and for those who have passed we are doing teleconferences. If the numbers attending continue to drop then phone might become the primary way (but we don't go to BEA, and we still do our own NYC media calls along with sales conferences at the same time).”

**Question 21:** Most presses responding do not hold an international sales conference, and among those who do (fourteen of the responding presses), these conferences are proceeding as usual except in one case.

Comments:

“We will be sending fewer people to our international sales meeting in December. We also meet our international team in the US but will do less in the future. We will not be bringing European sales reps to U.S. for Spring sales meeting and will instead have our UK sales manager hold it the sales conference in London.

“We'll meet with some international distributors at BEA (although we won't have a booth there this year).”

“We will send fewer people to upcoming international sales conferences. And fewer of our international staff will travel here for the U.S. sales meetings.”

“International travel will continue but is being reduced in the number of trips by various staff.”

**Question 22:** In order to generate more revenue, more than half of the presses responding to this question (21 presses) were planning on increasing prices more aggressively than they otherwise might.

Comments:

“We raise most of our backlist prices every July. This year we're going to move up the date to this April 1st and our price increase objectives will be higher than in previous years.”

“We would rather not do this, but we may have to, but only small increases across a wide variety of titles that have decent backlist sales.”

“We do not typically do an across the board price increase on our titles each year. It's selective and I honestly have not found much that I want to increase. Last spring we actually reduced prices on a lot of our backlist that just wasn't moving at all but I haven't been able to see if sales on those titles have increased.”

“We raised prices across the board last year by an average of $10/title (academic titles only).”
Comments on Question 24 (BEA):

“For 2010, we are cutting the size of our booth in half and sending far fewer people.”

“We are definitely taking a hard look at 2010 & our attendance will depend on how 2009 goes.”

“This is our first year back to BEA in 10 years.”

“We haven’t gone to BEA in years.”

“Fewer people this year, smaller booth next.”

“We will not have a booth but the marketing & sales director will travel up for 2 days/1 night to have meetings in the hall.”

“We keep hoping to work this back into our budget, but I don’t foresee it happening until 2011 or 2012 at the earliest. By which time, the show could very well have evolved into something that we no longer feel the need to attend.”

“BEA is dead to me.”

“We will attend but will not have a booth. We won’t attend next year.”

Comments on Question 25 (AAUP):

“We will send a few people to one-day workshops only.”

“We will be attending only because it is being held close to us.”

“Any attendance will probably be a personal expense.”

“May send our Director only.”

“Only 5 or 6 people will come from our press, which is way, way down from what we normally send.”

Question 26 (Frankfurt):

“We will be sending fewer people.”

Question 27 (London Book Fair):

“We will no longer have a sales booth next year, but we will maintain a rights table.”

“Our director tries to attend London Book Fair every other year and we reserve a space through AAUP. 2009 is an off-year for us so we will not be going this spring. We have not decided if we will pick it up again in 2010.”

“We will be sending fewer people.”
Question 28 (The current economic crisis has . . .):  

“It’s caused us to cancel some conversions, price books based on shorter print runs, move titles into POD more quickly, move books into PB rather than reprint in cloth; Also--try to have greater marketing focus in general.”

“We have a very focused list already. And given the current situation we are very much aware of doing whatever we can to streamline, increase efficiency, etc. even though no budget cuts have been implemented as yet.”

“Our staff is thinking more in terms of efficiency and electronic contact--sending out more email announcements for new titles, groups of titles, sales, catalogs, etc. It’s also allowed us to break from the traditional print stuff we do every year. For example, we’ve decided not to print all 5 subject catalogs every year. Starting in FY10 we’ll stagger them over a few years and print new title supplements if necessary.”

“This economic crisis has forced us to identify what is most important in Marketing and put aside what is non-essential. We have since been able to rid ourselves of the marketing fluff, and focus on what is require to maximize net sales. For example, we have discontinued our combined book exhibits program, with a few exceptions, saving us both time and money with marginal, if negligible, losses in sales.”

“We’ve been changing a lot over the past 4 years to improve our profitability, so we are just continuing to do more of the same... looking at everything!”

“From the *marketing* standpoint, that is -- editorial and production have some connecting the dots to do before they’re on the same page as marketing, frankly.”

“Many of the cuts we’re making in marketing can have a potentially devastating knock-on effect on the businesses that surround our industry: review media, trade publications, public radio and T.V., print media in general, academic associations, etc. If we cut advertising, we endanger important publications like the NYRB, the LRB, TLS, Nature, not to mention academic journals.”

Question 29 (Overall I am, pessimistic/cautious/optimistic):  

“Transitional period is always the most difficult. Concerns include reshaping lists to focus on core areas, converting to email campaigns.”

“This is a chance to do things differently. Initially it is concerning, but long-term will work out well.”

“Although I recognize that sales will be down, I don't think that numbers will be as dire as others think.”

“I worry that the marketing cuts will make our kinds of books invisible.”
Question 30 (New services/ideas to market books):

“Marketing to book social networking sites, such as Library Thing and Shelfari. Exploring the use of twitter.”

“MIR, NetRead.”

“Signed up for Netread to maximize efficiency of disseminating book data in ONIX. Maximize the use of our website for marketing/sales opportunities. Do more electronic mailings. Look to add presses who need distribution. Have still tried to price our books at realistic prices. Lower print runs, doing more POD original and reprints.”

“Making folks aware that we have pdfs of subject catalogs on the web site.”

“Making much more use of Constant Contact and other email/electronic methods of marketing. We have posted our seasonal catalog to SCRIBD and will be looking to do more of this--perhaps with a more interactive catalog, on other social networking sites.”

“One of the most drastic changes we’re planning on is using POD (BookSurge and Lightning Source) to distribute our books in the EU, rather than Eurospan.”

“Our focus is shifting to marketing more online. e-Marketing will replace traditional methods. We anticipate a massive shift to e-publishing with Kindle and other e-readers dominating the marketplace. Printed books are becoming less desirable, and will be replaced by more and more e-books. e-Marketing is needed to support this.”

“We are doing more advance planning with our lists and exploring more electronic marketing.”

“We have created our first virtual seasonal catalog and plan on doing more of the same for specific disciplines.”

“We have found a new and hungry third party exhibit company. We have been able to negotiate a nice agreement saving money for us and ensuring product for display for them.”

Comments on Question 31 (Can AAUP help with marketing in the new economic climate?):

“AAUP’s course adoption catalogs have been good. Perhaps an electronic version of that would be a good idea.”

“We’d love to see a shared catalogue FTP site.”

“AAUP should provide more discounts for subscription services.”

“AAUP should contract discounts for mailing and email lists that can be used by all AAUP members. Why are we all buying many of the same lists. Multi-use list rentals should be able to be shared by several presses, at least the presses operating out of the same warehouse.”

“AAUP needs to do something about how Amazon is dealing with small and mid-sized presses.”

“AAUP should provide webinar opportunities for the annual meeting this year.”

“Bring back the old B exhibit approach to reaching conferences/meetings.”
“Some kind of hosting database (widely marketed/advertised) for anyone (publicity, library, individual) to access seasonal press catalogs right away (a sort of Netgallery for UP catalogs). But will people use it? Create a university pressess blog for UP publishing in general that the outside world can access and read about/comment on all kinds of UP publishing matters and issues.”

“I think not just university presses but all publishers need to do a better job of educating the public that e-books, by eliminating printing costs, only cut 1/4 to 1/3 of the total costs involved in bringing a new product to market; as a result, $9.99 is, in most cases, simply not a functional price point--and certainly isn't in the case of most university press titles written by and for professors for tenure and promotion.”

“I also wish we--the AAUP--could find a way to urge the industry to eliminate the costly practice of returns without running afoul of collusion charges. This is an issue that *must* be addressed, in my opinion, before the industry as a whole will be able to take more than baby steps into the arena of electronic book publishing (along with the question of a single, widely adopted, non-proprietary reader).”

“Continue and perhaps increase the "Books for Understanding" program, which raises the profile of UP titles. Work with UPs and perhaps third-party vendors to create a UP-wide on-line catalog for librarians. “

“University presses produce beautiful, quality books and in an environment where there are more and more books to choose from, our books will stand out. Our books are a sure thing and we need to remind people of that. Also, people are buying less but they want to buy something that lasts, something that makes an impression. I think AAUP could help create that overarching theme that the Presses could plug into.”

“More than helping us market and sell books, AAUP can serve as a major advocate for University Presses (UP's). As Universities contemplate the future of their UP, AAUP can help us by educating our Universities about the importance and benefits of having its own UP. What distinguishes a University that has a UP from one that doesn’t? What is the history of UP's and what contributions have UP's made over the years? AAUP might consider showcasing the best books, the most important works, the all-time bestselling titles, etc., of each UP on its website. This additional PR would be very helpful.”

“A shared electronic platform/site for University Press catalogs.”

“An AAUP-sponsored sign-up for librarians, scholars, professors, reviewers, general public, to request catalogs etc. (print or electronic, subject or seasonal, single-title or groups) that would allow presses to download (for a fee) those names that meet their criteria. This would be a major undertaking, but given the expense and unreliability of MDR and other rented lists, we might be able to come up with something UP-specific.”
**General Questions about Your Press, Sales, and Budget Plans**

### What are your press’s annual net sales?

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<thead>
<tr>
<th>Answer</th>
<th>Number of Response(s)</th>
<th>Response Ratio</th>
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<tbody>
<tr>
<td>&lt;$1.5 million</td>
<td>12</td>
<td>25.5%</td>
</tr>
<tr>
<td>$1.5 to $3 million</td>
<td>13</td>
<td>27.6%</td>
</tr>
<tr>
<td>$3 to $6 million</td>
<td>11</td>
<td>23.4%</td>
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<tr>
<td>&gt;$6 million</td>
<td>6</td>
<td>12.7%</td>
</tr>
<tr>
<td>No Response(s)</td>
<td>5</td>
<td>10.6%</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td>47</td>
<td>100%</td>
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### How many staff members work in the marketing and sales department?

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<thead>
<tr>
<th>Answer</th>
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<th>Response Ratio</th>
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<tbody>
<tr>
<td>&lt;5</td>
<td>17</td>
<td>36.1%</td>
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<tr>
<td>5 to 10</td>
<td>19</td>
<td>40.4%</td>
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<tr>
<td>10 to 20</td>
<td>3</td>
<td>6.3%</td>
</tr>
<tr>
<td>&gt;20</td>
<td>3</td>
<td>6.3%</td>
</tr>
<tr>
<td>No Response(s)</td>
<td>5</td>
<td>10.6%</td>
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<tr>
<td><strong>Totals</strong></td>
<td>47</td>
<td>100%</td>
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### How do your sales through the end of January compare to sales at this point last year?

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<th>Answer</th>
<th>%</th>
<th>Number of Response(s)</th>
<th>Response Ratio</th>
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<tbody>
<tr>
<td>Higher this year than last year</td>
<td>0%</td>
<td>9</td>
<td>19.1%</td>
</tr>
<tr>
<td>Basically flat</td>
<td></td>
<td>6</td>
<td>12.7%</td>
</tr>
<tr>
<td>Down by 1-2%</td>
<td></td>
<td>3</td>
<td>6.3%</td>
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<tr>
<td>Down by 3-5%</td>
<td></td>
<td>5</td>
<td>10.6%</td>
</tr>
<tr>
<td>Down by 6-8%</td>
<td></td>
<td>7</td>
<td>14.8%</td>
</tr>
<tr>
<td>Down by 8-10%</td>
<td></td>
<td>4</td>
<td>8.5%</td>
</tr>
<tr>
<td>Down by more than 10%</td>
<td></td>
<td>7</td>
<td>14.8%</td>
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<tr>
<td>No Response(s)</td>
<td></td>
<td>6</td>
<td>12.7%</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td></td>
<td><strong>47</strong></td>
<td><strong>100%</strong></td>
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### How do your sales through the end of January compare against your projections?

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<tr>
<td>Ahead of projections</td>
<td>0%</td>
<td>6</td>
<td>12.7%</td>
</tr>
<tr>
<td>On target</td>
<td></td>
<td>6</td>
<td>12.7%</td>
</tr>
<tr>
<td>Behind by 1-2%</td>
<td></td>
<td>7</td>
<td>14.8%</td>
</tr>
<tr>
<td>Behind by 3-5%</td>
<td></td>
<td>5</td>
<td>10.6%</td>
</tr>
<tr>
<td>Behind by 6-8%</td>
<td></td>
<td>9</td>
<td>19.1%</td>
</tr>
<tr>
<td>Behind by 8-10%</td>
<td></td>
<td>3</td>
<td>6.3%</td>
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<tr>
<td>Behind by more than 10%</td>
<td></td>
<td>5</td>
<td>10.6%</td>
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<tr>
<td>No Response(s)</td>
<td></td>
<td>6</td>
<td>12.7%</td>
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<tr>
<td><strong>Totals</strong></td>
<td></td>
<td><strong>47</strong></td>
<td><strong>100%</strong></td>
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### Have you already cut your marketing and sales budget this fiscal year?

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<thead>
<tr>
<th>Answer</th>
<th>%</th>
<th>Number of Response(s)</th>
<th>Response Ratio</th>
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<tr>
<td>Yes</td>
<td>100%</td>
<td>33</td>
<td>70.2%</td>
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<tr>
<td>No</td>
<td></td>
<td>8</td>
<td>17.0%</td>
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<tr>
<td>No Response(s)</td>
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<td>6</td>
<td>12.7%</td>
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<tr>
<td><strong>Totals</strong></td>
<td></td>
<td><strong>47</strong></td>
<td><strong>100%</strong></td>
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By approximately how much have you already cut your budget this fiscal year?

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<th>Answer</th>
<th>0%</th>
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<td>0%</td>
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<td>1 to 3%</td>
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<td>4 to 6%</td>
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<td>7 to 10%</td>
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<tr>
<td>more than 10%</td>
<td>13</td>
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<td>No Response(s)</td>
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<td>14.8 %</td>
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<tr>
<td><strong>Totals</strong></td>
<td>47</td>
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Are you planning on cutting your press's marketing budget for the rest of the current fiscal year?

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<tr>
<th>Answer</th>
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<th>Number of Response(s)</th>
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<td>Yes</td>
<td>18</td>
<td>38.2 %</td>
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<tr>
<td>No</td>
<td>13</td>
<td>27.6 %</td>
<td></td>
</tr>
<tr>
<td>Not sure yet</td>
<td>11</td>
<td>23.4 %</td>
<td></td>
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<tr>
<td>We're increasing the budget to maximize sales in a tough economy</td>
<td>0</td>
<td>0.0 %</td>
<td></td>
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<tr>
<td>No Response(s)</td>
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<td>10.6 %</td>
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<tr>
<td><strong>Totals</strong></td>
<td>47</td>
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By approximately how much are you planning or hoping to cut the budget for the rest of the current fiscal year?

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<td>1 to 3%</td>
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<td>4 to 6%</td>
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<td>9</td>
<td>19.1 %</td>
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<td><strong>Totals</strong></td>
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Are you already planning on cutting your press's marketing budget next fiscal year?

<table>
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<td>Yes</td>
<td></td>
<td></td>
<td>24</td>
<td>51.0 %</td>
</tr>
<tr>
<td>No</td>
<td></td>
<td></td>
<td>6</td>
<td>12.7 %</td>
</tr>
<tr>
<td>Not sure yet</td>
<td></td>
<td></td>
<td>12</td>
<td>25.5 %</td>
</tr>
<tr>
<td>We're increasing the budget to maximize sales in a tough economy</td>
<td></td>
<td></td>
<td>0</td>
<td>0.0 %</td>
</tr>
<tr>
<td>No Response(s)</td>
<td></td>
<td></td>
<td>5</td>
<td>10.6 %</td>
</tr>
<tr>
<td>Totals</td>
<td></td>
<td></td>
<td>47</td>
<td>100%</td>
</tr>
</tbody>
</table>

By approximately how much are you planning or hoping to cut next fiscal year's budget?

<table>
<thead>
<tr>
<th>Answer</th>
<th>0%</th>
<th>100%</th>
<th>Number of Response(s)</th>
<th>Response Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>0%</td>
<td></td>
<td></td>
<td>10</td>
<td>21.2 %</td>
</tr>
<tr>
<td>1 to 3%</td>
<td></td>
<td></td>
<td>5</td>
<td>10.6 %</td>
</tr>
<tr>
<td>4 to 6%</td>
<td></td>
<td></td>
<td>9</td>
<td>19.1 %</td>
</tr>
<tr>
<td>7 to 10%</td>
<td></td>
<td></td>
<td>6</td>
<td>12.7 %</td>
</tr>
<tr>
<td>more than 10%</td>
<td></td>
<td></td>
<td>8</td>
<td>17.0 %</td>
</tr>
<tr>
<td>No Response(s)</td>
<td></td>
<td></td>
<td>9</td>
<td>19.1 %</td>
</tr>
<tr>
<td>Totals</td>
<td></td>
<td></td>
<td>47</td>
<td>100%</td>
</tr>
</tbody>
</table>

Where do cuts to the marketing budget, either in the current fiscal year or next fiscal year, fit with overall budgets cuts at your press?

<table>
<thead>
<tr>
<th>Answer</th>
<th>0%</th>
<th>100%</th>
<th>Number of Response(s)</th>
<th>Response Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Equally with other departments as part of an across-the-board budget cut</td>
<td></td>
<td></td>
<td>10</td>
<td>21.2 %</td>
</tr>
<tr>
<td>Disproportionally heavy in comparison with other departments</td>
<td></td>
<td></td>
<td>23</td>
<td>48.9 %</td>
</tr>
<tr>
<td>Disproportionally lighter in comparison with other departments</td>
<td></td>
<td></td>
<td>0</td>
<td>0.0 %</td>
</tr>
<tr>
<td>Don't know</td>
<td></td>
<td></td>
<td>8</td>
<td>17.0 %</td>
</tr>
<tr>
<td>No Response(s)</td>
<td></td>
<td></td>
<td>6</td>
<td>12.7 %</td>
</tr>
<tr>
<td>Totals</td>
<td></td>
<td></td>
<td>47</td>
<td>100%</td>
</tr>
</tbody>
</table>
In what areas are you planning on cutting your budget? [check all that apply]

<table>
<thead>
<tr>
<th>Answer</th>
<th>0%</th>
<th>100%</th>
<th>Number of Response(s)</th>
<th>Response Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nowhere</td>
<td></td>
<td></td>
<td>2</td>
<td>1.0 %</td>
</tr>
<tr>
<td>Advertising</td>
<td></td>
<td></td>
<td>32</td>
<td>16.5 %</td>
</tr>
<tr>
<td>Awards</td>
<td></td>
<td></td>
<td>5</td>
<td>2.5 %</td>
</tr>
<tr>
<td>Clipping Services</td>
<td></td>
<td></td>
<td>5</td>
<td>2.5 %</td>
</tr>
<tr>
<td>Direct Mail</td>
<td></td>
<td></td>
<td>30</td>
<td>15.5 %</td>
</tr>
<tr>
<td>Exhibits</td>
<td></td>
<td></td>
<td>31</td>
<td>16.0 %</td>
</tr>
<tr>
<td>Publicity</td>
<td></td>
<td></td>
<td>9</td>
<td>4.6 %</td>
</tr>
<tr>
<td>Salaries/Staffing</td>
<td></td>
<td></td>
<td>9</td>
<td>4.6 %</td>
</tr>
<tr>
<td>Sales Coop</td>
<td></td>
<td></td>
<td>11</td>
<td>5.6 %</td>
</tr>
<tr>
<td>Subscriptions</td>
<td></td>
<td></td>
<td>11</td>
<td>5.6 %</td>
</tr>
<tr>
<td>Supplies</td>
<td></td>
<td></td>
<td>9</td>
<td>4.6 %</td>
</tr>
<tr>
<td>Travel</td>
<td></td>
<td></td>
<td>31</td>
<td>16.0 %</td>
</tr>
<tr>
<td>Web Advertising/Promotion</td>
<td></td>
<td></td>
<td>4</td>
<td>2.0 %</td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></td>
<td>4</td>
<td>2.0 %</td>
</tr>
<tr>
<td>Totals</td>
<td></td>
<td></td>
<td>193</td>
<td>100%</td>
</tr>
</tbody>
</table>

If you are cutting back on your space advertising budget, where are you cutting back?

<table>
<thead>
<tr>
<th>Answer</th>
<th>0%</th>
<th>100%</th>
<th>Number of Response(s)</th>
<th>Response Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>We're not</td>
<td></td>
<td></td>
<td>9</td>
<td>19.1 %</td>
</tr>
<tr>
<td>General-Interest Publications (e.g. Harper's / NYRB / The Nation)</td>
<td></td>
<td></td>
<td>4</td>
<td>8.5 %</td>
</tr>
<tr>
<td>Scholarly Journals</td>
<td></td>
<td></td>
<td>6</td>
<td>12.7 %</td>
</tr>
<tr>
<td>Library and Book Trade Journals (Booklist/LJ)</td>
<td></td>
<td></td>
<td>1</td>
<td>2.1 %</td>
</tr>
<tr>
<td>All of the Above</td>
<td></td>
<td></td>
<td>20</td>
<td>42.5 %</td>
</tr>
<tr>
<td>No Response(s)</td>
<td></td>
<td></td>
<td>7</td>
<td>14.8 %</td>
</tr>
<tr>
<td>Totals</td>
<td></td>
<td></td>
<td>47</td>
<td>100%</td>
</tr>
</tbody>
</table>
### If you are cutting back on your direct mail budget, where are you cutting back? [check all that apply]

<table>
<thead>
<tr>
<th>Answer</th>
<th>0%</th>
<th>100%</th>
<th>Number of Response(s)</th>
<th>Response Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>We're not cutting back on direct mail</td>
<td></td>
<td></td>
<td>8</td>
<td>7.4 %</td>
</tr>
<tr>
<td>Producing fewer or no more discipline catalogs until next fiscal year</td>
<td></td>
<td></td>
<td>18</td>
<td>16.8 %</td>
</tr>
<tr>
<td>Reducing the print runs of our discipline catalogs</td>
<td></td>
<td></td>
<td>16</td>
<td>14.9 %</td>
</tr>
<tr>
<td>Reducing the costs of producing our discipline catalogs (e.g. 4-color to B&amp;W)</td>
<td></td>
<td></td>
<td>10</td>
<td>9.3 %</td>
</tr>
<tr>
<td>Reducing the print run of our remaining seasonal catalog(s)</td>
<td></td>
<td></td>
<td>28</td>
<td>26.1 %</td>
</tr>
<tr>
<td>Reducing the costs of our remaining seasonal catalog(s)</td>
<td></td>
<td></td>
<td>19</td>
<td>17.7 %</td>
</tr>
<tr>
<td>We're delaying our next seasonal catalog</td>
<td></td>
<td></td>
<td>0</td>
<td>0.0 %</td>
</tr>
<tr>
<td>Using in-house designers rather than freelancers</td>
<td></td>
<td></td>
<td>6</td>
<td>5.6 %</td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></td>
<td>2</td>
<td>1.8 %</td>
</tr>
<tr>
<td>Totals</td>
<td></td>
<td>107</td>
<td>100%</td>
<td></td>
</tr>
</tbody>
</table>

### If you printing and mailing fewer direct mail pieces, are you planning on sending more of your direct mail materials electronically?

<table>
<thead>
<tr>
<th>Answer</th>
<th>0%</th>
<th>100%</th>
<th>Number of Response(s)</th>
<th>Response Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td></td>
<td></td>
<td>35</td>
<td>74.4 %</td>
</tr>
<tr>
<td>No</td>
<td></td>
<td></td>
<td>2</td>
<td>4.2 %</td>
</tr>
<tr>
<td>Don't know yet</td>
<td></td>
<td></td>
<td>3</td>
<td>6.3 %</td>
</tr>
<tr>
<td>No Response(s)</td>
<td></td>
<td></td>
<td>7</td>
<td>14.8 %</td>
</tr>
<tr>
<td>Totals</td>
<td></td>
<td>47</td>
<td>100%</td>
<td></td>
</tr>
</tbody>
</table>
### If you are cutting back on your exhibits budget, where are you cutting back? [check all that apply]

<table>
<thead>
<tr>
<th>Answer</th>
<th>0%</th>
<th>100%</th>
<th>Number of Response(s)</th>
<th>Response Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>We're not</td>
<td></td>
<td></td>
<td>7</td>
<td>8.7 %</td>
</tr>
<tr>
<td>Canceling attendance at and travel to most or all academic meetings through the end of our fiscal year</td>
<td></td>
<td></td>
<td>7</td>
<td>8.7 %</td>
</tr>
<tr>
<td>Canceling attendance at and travel to some academic meetings through the end of our fiscal year</td>
<td></td>
<td></td>
<td>12</td>
<td>15.0 %</td>
</tr>
<tr>
<td>Sharing a booth where possible</td>
<td></td>
<td></td>
<td>10</td>
<td>12.5 %</td>
</tr>
<tr>
<td>Sending fewer staff to academic meetings or restricting travel budgets</td>
<td></td>
<td></td>
<td>21</td>
<td>26.2 %</td>
</tr>
<tr>
<td>Sending fewer books to meetings through cooperative exhibitors</td>
<td></td>
<td></td>
<td>18</td>
<td>22.5 %</td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></td>
<td>5</td>
<td>6.2 %</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td></td>
<td></td>
<td>80</td>
<td>100%</td>
</tr>
</tbody>
</table>

### If you are cutting back on your awards budget, where are you cutting back?

<table>
<thead>
<tr>
<th>Answer</th>
<th>0%</th>
<th>100%</th>
<th>Number of Response(s)</th>
<th>Response Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>We're not</td>
<td></td>
<td></td>
<td>23</td>
<td>48.9 %</td>
</tr>
<tr>
<td>Submitting our books for fewer awards</td>
<td></td>
<td></td>
<td>8</td>
<td>17.0 %</td>
</tr>
<tr>
<td>Asking authors to pay for some or all of the award fees</td>
<td></td>
<td></td>
<td>0</td>
<td>0.0 %</td>
</tr>
<tr>
<td>Both fewer awards and asking authors to cover costs</td>
<td></td>
<td></td>
<td>7</td>
<td>14.8 %</td>
</tr>
<tr>
<td>No Response(s)</td>
<td></td>
<td></td>
<td>9</td>
<td>19.1 %</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td></td>
<td></td>
<td>47</td>
<td>100%</td>
</tr>
</tbody>
</table>
### If you are cutting back on your publicity budget, where are you cutting back? [check all that apply]

<table>
<thead>
<tr>
<th>Answer</th>
<th>0%</th>
<th>100%</th>
<th>Number of Response(s)</th>
<th>Response Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>We're not</td>
<td></td>
<td></td>
<td>12</td>
<td>11.7%</td>
</tr>
<tr>
<td>Keeping publicity calls but restricting the travel budget for staff members</td>
<td></td>
<td></td>
<td>6</td>
<td>5.8%</td>
</tr>
<tr>
<td>Cancelling publicity calls this season and pitching via telephone instead</td>
<td></td>
<td></td>
<td>7</td>
<td>6.8%</td>
</tr>
<tr>
<td>Sending fewer catalogs to reviewers</td>
<td></td>
<td></td>
<td>10</td>
<td>9.8%</td>
</tr>
<tr>
<td>Sending more catalogs electronically</td>
<td></td>
<td></td>
<td>14</td>
<td>13.7%</td>
</tr>
<tr>
<td>Sending fewer review copies</td>
<td></td>
<td></td>
<td>14</td>
<td>13.7%</td>
</tr>
<tr>
<td>Sending e-press releases</td>
<td></td>
<td></td>
<td>16</td>
<td>15.6%</td>
</tr>
<tr>
<td>Reducing/canceling author tours/satellite tours</td>
<td></td>
<td></td>
<td>8</td>
<td>7.8%</td>
</tr>
<tr>
<td>Reducing our use of freelance publicists</td>
<td></td>
<td></td>
<td>9</td>
<td>8.8%</td>
</tr>
<tr>
<td>Cancelling other publicity services (clipping services, copywriting, freelance)</td>
<td></td>
<td></td>
<td>4</td>
<td>3.9%</td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></td>
<td>2</td>
<td>1.9%</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td></td>
<td></td>
<td>102</td>
<td>100%</td>
</tr>
</tbody>
</table>

### If you are cutting back on your sales budget, where are you cutting back? [check all that apply]

<table>
<thead>
<tr>
<th>Answer</th>
<th>0%</th>
<th>100%</th>
<th>Number of Response(s)</th>
<th>Response Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>We're not</td>
<td></td>
<td></td>
<td>12</td>
<td>17.9%</td>
</tr>
<tr>
<td>Maintaining sales travel levels but restricting the travel budget for staff members</td>
<td></td>
<td></td>
<td>10</td>
<td>14.9%</td>
</tr>
<tr>
<td>Reducing or canceling sales calls to major accounts</td>
<td></td>
<td></td>
<td>4</td>
<td>5.9%</td>
</tr>
<tr>
<td>Teleconferencing with major accounts</td>
<td></td>
<td></td>
<td>9</td>
<td>13.4%</td>
</tr>
<tr>
<td>Sending fewer catalogs and sample copies</td>
<td></td>
<td></td>
<td>14</td>
<td>20.8%</td>
</tr>
<tr>
<td>Spending less on coop</td>
<td></td>
<td></td>
<td>15</td>
<td>22.3%</td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></td>
<td>3</td>
<td>4.4%</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td></td>
<td></td>
<td>67</td>
<td>100%</td>
</tr>
</tbody>
</table>
### Are budget issues requiring any changes to your next domestic sales conference?

<table>
<thead>
<tr>
<th>Answer</th>
<th>0%</th>
<th>100%</th>
<th>Number of Response(s)</th>
<th>Response Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>No, we will host meetings per usual.</td>
<td></td>
<td></td>
<td>16</td>
<td>34.0 %</td>
</tr>
<tr>
<td>Yes, we will cancel the meetings altogether and send our sales reps catalogs and materials via mail</td>
<td></td>
<td></td>
<td>1</td>
<td>2.1 %</td>
</tr>
<tr>
<td>Yes, we'll still hold the conference, but our limits our expenses (hotel, meals, materials)</td>
<td></td>
<td></td>
<td>7</td>
<td>14.8 %</td>
</tr>
<tr>
<td>Yes, but we will host the sales conference electronically, via phone or webinar</td>
<td></td>
<td></td>
<td>9</td>
<td>19.1 %</td>
</tr>
<tr>
<td>No Response(s)</td>
<td></td>
<td></td>
<td>14</td>
<td>29.7 %</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td></td>
<td></td>
<td>47</td>
<td>100%</td>
</tr>
</tbody>
</table>

### Have you made changes to your international sales conference schedule?

<table>
<thead>
<tr>
<th>Answer</th>
<th>0%</th>
<th>100%</th>
<th>Number of Response(s)</th>
<th>Response Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>We travel abroad and plan on continuing to do so</td>
<td></td>
<td></td>
<td>10</td>
<td>21.2 %</td>
</tr>
<tr>
<td>We usually travel abroad but won't in the near future.</td>
<td></td>
<td></td>
<td>1</td>
<td>2.1 %</td>
</tr>
<tr>
<td>We meet our international team in the US but will do less in the future</td>
<td></td>
<td></td>
<td>3</td>
<td>6.3 %</td>
</tr>
<tr>
<td>We don't hold an international sales conference</td>
<td></td>
<td></td>
<td>24</td>
<td>51.0 %</td>
</tr>
<tr>
<td>No Response(s)</td>
<td></td>
<td></td>
<td>9</td>
<td>19.1 %</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td></td>
<td></td>
<td>47</td>
<td>100%</td>
</tr>
</tbody>
</table>

### In order to generate more revenue, are you considering raising the prices of your books in addition to or in excess of annual routine price increases?

<table>
<thead>
<tr>
<th>Answer</th>
<th>0%</th>
<th>100%</th>
<th>Number of Response(s)</th>
<th>Response Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td></td>
<td></td>
<td>17</td>
<td>36.1 %</td>
</tr>
<tr>
<td>Yes, across the board</td>
<td></td>
<td></td>
<td>1</td>
<td>2.1 %</td>
</tr>
<tr>
<td>Yes, but only on backlist titles</td>
<td></td>
<td></td>
<td>8</td>
<td>17.0 %</td>
</tr>
<tr>
<td>Yes, but only on library editions</td>
<td></td>
<td></td>
<td>0</td>
<td>0.0 %</td>
</tr>
<tr>
<td>Yes, but only selectively</td>
<td></td>
<td></td>
<td>12</td>
<td>25.5 %</td>
</tr>
<tr>
<td>No Response(s)</td>
<td></td>
<td></td>
<td>9</td>
<td>19.1 %</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td></td>
<td></td>
<td>47</td>
<td>100%</td>
</tr>
</tbody>
</table>
**Are you considering staff reductions as a way to reduce the overall marketing budget?**

<table>
<thead>
<tr>
<th>Answer</th>
<th>0%</th>
<th>100%</th>
<th>Number of Response(s)</th>
<th>Response Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td></td>
<td></td>
<td>20</td>
<td>42.5%</td>
</tr>
<tr>
<td>Don't know yet</td>
<td></td>
<td></td>
<td>8</td>
<td>17.0%</td>
</tr>
<tr>
<td>Yes, but are doing so by not filling open positions</td>
<td></td>
<td></td>
<td>3</td>
<td>6.3%</td>
</tr>
<tr>
<td>Yes, we have already cut positions and/or staff time</td>
<td></td>
<td></td>
<td>7</td>
<td>14.8%</td>
</tr>
<tr>
<td>Yes, we have to consider cutting positions/staff time in the near future</td>
<td></td>
<td></td>
<td>2</td>
<td>4.2%</td>
</tr>
<tr>
<td>No Response(s)</td>
<td></td>
<td></td>
<td>7</td>
<td>14.8%</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td></td>
<td>100%</td>
<td>47</td>
<td></td>
</tr>
</tbody>
</table>

**TextBlock:**
BEA/AAUP/London Book Fair/Frankfurt Book Fair

**BEA: To attend or not to attend?**

<table>
<thead>
<tr>
<th>Answer</th>
<th>0%</th>
<th>100%</th>
<th>Number of Response(s)</th>
<th>Response Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>We are still planning on attending at the same level as before</td>
<td></td>
<td></td>
<td>6</td>
<td>12.7%</td>
</tr>
<tr>
<td>We are still planning on attending but with a reduced presence</td>
<td></td>
<td></td>
<td>13</td>
<td>27.6%</td>
</tr>
<tr>
<td>We are not attending this year</td>
<td></td>
<td></td>
<td>8</td>
<td>17.0%</td>
</tr>
<tr>
<td>We will attend this year but not attend in 2010</td>
<td></td>
<td></td>
<td>2</td>
<td>4.2%</td>
</tr>
<tr>
<td>We did not attend last year and do not plan on attending this year</td>
<td></td>
<td></td>
<td>7</td>
<td>14.8%</td>
</tr>
<tr>
<td>We have not made a decision yet</td>
<td></td>
<td></td>
<td>1</td>
<td>2.1%</td>
</tr>
<tr>
<td>No Response(s)</td>
<td></td>
<td></td>
<td>10</td>
<td>21.2%</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td></td>
<td>100%</td>
<td>47</td>
<td></td>
</tr>
</tbody>
</table>
### The AAUP Annual Meeting: To Attend or Not to Attend?

<table>
<thead>
<tr>
<th>Answer</th>
<th>0%</th>
<th>100%</th>
<th>Number of Response(s)</th>
<th>Response Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>We are planning on sending the same number of staff as we did last year</td>
<td></td>
<td></td>
<td>3</td>
<td>6.3 %</td>
</tr>
<tr>
<td>We are going to send fewer staff members this year than last year</td>
<td></td>
<td></td>
<td>14</td>
<td>29.7 %</td>
</tr>
<tr>
<td>We are not sending any staff members this year</td>
<td></td>
<td></td>
<td>9</td>
<td>19.1 %</td>
</tr>
<tr>
<td>We are sending more staff this year than we did last year</td>
<td></td>
<td></td>
<td>1</td>
<td>2.1 %</td>
</tr>
<tr>
<td>We have not made a decision yet</td>
<td></td>
<td></td>
<td>12</td>
<td>25.5 %</td>
</tr>
<tr>
<td>No Response(s)</td>
<td></td>
<td></td>
<td>8</td>
<td>17.0 %</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td>47</td>
<td>100%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### The Frankfurt Book Fair: To Attend or Not to Attend?

<table>
<thead>
<tr>
<th>Answer</th>
<th>0%</th>
<th>100%</th>
<th>Number of Response(s)</th>
<th>Response Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>We are still planning on attending at the same level as before</td>
<td></td>
<td></td>
<td>11</td>
<td>23.4 %</td>
</tr>
<tr>
<td>We are still planning on attending but with a reduced presence</td>
<td></td>
<td></td>
<td>6</td>
<td>12.7 %</td>
</tr>
<tr>
<td>We are not attending this year</td>
<td></td>
<td></td>
<td>3</td>
<td>6.3 %</td>
</tr>
<tr>
<td>We will attend this year but not attend in 2010</td>
<td></td>
<td></td>
<td>0</td>
<td>0.0 %</td>
</tr>
<tr>
<td>We did not attend last year and do not plan on attending this year</td>
<td></td>
<td></td>
<td>17</td>
<td>36.1 %</td>
</tr>
<tr>
<td>We have not made a decision yet</td>
<td></td>
<td></td>
<td>2</td>
<td>4.2 %</td>
</tr>
<tr>
<td>No Response(s)</td>
<td></td>
<td></td>
<td>8</td>
<td>17.0 %</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td>47</td>
<td>100%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
The London Book Fair: To Attend or Not to Attend?

<table>
<thead>
<tr>
<th>Answer</th>
<th>0%</th>
<th>100%</th>
<th>Number of Response(s)</th>
<th>Response Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>We are still planning on attending at the same level as before</td>
<td></td>
<td></td>
<td>9</td>
<td>19.1%</td>
</tr>
<tr>
<td>We are still planning on attending but with a reduced presence</td>
<td></td>
<td></td>
<td>3</td>
<td>6.3%</td>
</tr>
<tr>
<td>We are not attending this year</td>
<td></td>
<td></td>
<td>5</td>
<td>10.6%</td>
</tr>
<tr>
<td>We will attend this year but not attend in 2010</td>
<td></td>
<td></td>
<td>1</td>
<td>2.1%</td>
</tr>
<tr>
<td>We did not attend last year and do not plan on attending this year</td>
<td></td>
<td></td>
<td>18</td>
<td>38.2%</td>
</tr>
<tr>
<td>We have not made a decision yet</td>
<td></td>
<td></td>
<td>3</td>
<td>6.3%</td>
</tr>
<tr>
<td>No Response(s)</td>
<td></td>
<td></td>
<td>8</td>
<td>17.0%</td>
</tr>
</tbody>
</table>

Totals 47 100%

TextBlock:

Final thoughts . . .

The current economic crisis has . . . [check any that apply]

<table>
<thead>
<tr>
<th>Answer</th>
<th>0%</th>
<th>100%</th>
<th>Number of Response(s)</th>
<th>Response Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Forced us to think in the long-term about the way we market our titles</td>
<td></td>
<td></td>
<td>31</td>
<td>26.7%</td>
</tr>
<tr>
<td>Required us to rethink our budget priorities in the short-term</td>
<td></td>
<td></td>
<td>31</td>
<td>26.7%</td>
</tr>
<tr>
<td>Created an opportunity to introduce new ideas in the marketing of our titles.</td>
<td></td>
<td></td>
<td>32</td>
<td>27.5%</td>
</tr>
<tr>
<td>Demanded that we take a broader look at the mix of titles we publish</td>
<td></td>
<td></td>
<td>19</td>
<td>16.3%</td>
</tr>
<tr>
<td>Not really affected our decision-making significantly</td>
<td></td>
<td></td>
<td>3</td>
<td>2.5%</td>
</tr>
</tbody>
</table>

Totals 116 100%
Overall, I am . . . .

<table>
<thead>
<tr>
<th>Answer</th>
<th>0%</th>
<th>100%</th>
<th>Number of Response(s)</th>
<th>Response Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pessimistic about the long-term consequences of the current crisis</td>
<td></td>
<td></td>
<td>6</td>
<td>12.7 %</td>
</tr>
<tr>
<td>Pessimistic about the short term and cautious about the long term</td>
<td></td>
<td></td>
<td>11</td>
<td>23.4 %</td>
</tr>
<tr>
<td>Pessimistic about the short term and optimistic about the long term</td>
<td></td>
<td></td>
<td>2</td>
<td>4.2 %</td>
</tr>
<tr>
<td>Cautious about the short term and optimistic about the long term</td>
<td></td>
<td></td>
<td>14</td>
<td>29.7 %</td>
</tr>
<tr>
<td>Optimistic about both the short term and the long term</td>
<td></td>
<td></td>
<td>4</td>
<td>8.5 %</td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></td>
<td>3</td>
<td>6.3 %</td>
</tr>
<tr>
<td>No Response(s)</td>
<td></td>
<td></td>
<td>7</td>
<td>14.8 %</td>
</tr>
<tr>
<td>Totals</td>
<td></td>
<td></td>
<td>47</td>
<td>100%</td>
</tr>
</tbody>
</table>

Please feel free to share any new services, technologies, or ideas you’ve discovered that have helped you market and sell your books in the new economic environment.

11 Response(s)

Finally, are there any ways you think that the AAUP can help market and sell books in the current climate, or anything else you’d like to add to share with the rest of the AAUP? Thank you for your time in completing this survey. Results will be shared as soon as possible.

10 Response(s)