

Bookshops

Bookshops are covered by 4 items in the questionnaire, for the second time in the annual OSI surveys. In addition, the numbers of inhabitants were used, which we took over from other sources.

47	Bookshops (№)	Number of bookshops in your country in 2000: retail outlets, whose turnover is 2/3 or more from books; excluding categories covered by Lines 39, 40 and 42.
48	Bookshops in the capital city (№)	
49	Quality bookshops (№)	Bookshops with at least 100 titles of stock on social sciences.
50	Campus bookshops (№)	Those quality bookshops, which are in or next to higher education institutions and are predominantly used by students and lecturers.

Number of bookshops

The analysis of the various book distribution channels showed that on the average a little over 50% of sales takes place in bookshops. Having seen their relative weight, the next table shows the absolute figures of bookshops. The picture we get is an approximation only, for at least two reasons. Again, in the absence of reliable statistics, from some countries rough estimates are available only. Besides, there are no internationally prevailing definitions as to a "bookshop". We devised the *definition retail outlets, whose turnover is 2/3 or more from books* for purposes of the questionnaire. (Which is more or less the inverse of the definition of a "quasi bookshop" given elsewhere in the questionnaire.)

Table 27: Bookshops

	bookshops	1000 inhabitants / bookshop	bookshops / 100 000 inhabitants	bookshops in capital city	concentration in capital city	quality bookshops	% of quality bookshops	1000 inhabitants / quality bookshop	quality bookshops / 100 000 inhabitants	campus bookshops
ALB	350	10	10,0	55	16	12	3	292	0,3	40
ARM	20	175	0,6	10	50	0	0	0	0,0	2
AZE	200	18	5,7	86	43	140	70	25	4,0	1
BOS	19	184	0,5	9	47	17	89	206	0,5	1
BUL	350	24	4,2	55	16	12	3	692	0,1	40
CRO	56	88	1,1	22	39	10	18	490	0,2	
CZE	600	17	5,8	80	13	150	25	69	1,5	12
EST	95	15	6,8	23	24	7	7	200	0,5	3
GEO	126	41	2,4	41	33	33	26	160	0,6	0
HUN	600	17	6,0	175	29	40	7	250	0,4	20
KYR	18	261	0,4	12	67	0	0	0	0,0	8
LAT	300	8	12,5	132	44	8	3	300	0,3	8
LIT	200	19	5,4	35	18	100	50	37	2,7	7
MAC	412	5	20,6							
POL	3000	13	7,8	200	7	600	20	64	1,6	70
ROM	3000	8	13,3	200	7	60	2	375	0,3	20
RUS	5000	29	3,4	150	3	50	1	2940	0,0	..
SLK	300	18	5,6	30	10	50	17	108	0,9	10
SLN	36	56	1,8	20	56	10	28	200	0,5	1
TAJ	60	107	0,9	11	18	2	3	3200	0,0	9
UKR	700	70	1,4	40	6	0				
YUG	297	28	3,6	163	55	45	15	182	0,5	5
total	15 739			1549		1346				168
average		22,0	4,5		10,1		9,5	259,6	0,4	

The "average" line is a combined regional average, computed from the total line; it is not the arithmetic mean of the national indices.

Different circumstances or different perceptions?

Besides the actual state of affairs, the number in the corresponding grid apparently also reflects the perception in the local community about what qualifies as a bookshop. There is a striking variation between the Armenian and Azerbaijani figures on bookshops in general and quality bookshops in particular. This may indeed indicate sharp differences in the two neighbouring countries (e.g. the effect of the ban on open-air sales in Azerbaijan); but also can be explained by the way our respondents apply definitions. See also the distances between Latvia and Lithuania with regard to quality bookshops - although this is in keeping with the very high rate (over 80%) given for the share of bookshops between distribution channels in Lithuania. The high number of bookshops in Albania may have to be revised, too (their share in sales is a realistic 45% though). One of the purposes of displaying the findings of the survey is to bring definitions and perceptions closer to one another. Readers are invited to comment on data, especially if they seem to contradict their experiences.

People and bookshops

The numbers given were related to the number of inhabitants of the country, in two ways. The first indicator tells *how many people are served by one bookshop* on the average.

Table 28: Ratio of bookshops and inhabitants

MAC	5
ROM	8
LAT	8
ALB	10
POL	13
EST	15
HUN	17
CZE	17
AZE	18
SLK	18
LIT	19
average	22,0
BUL	24
YUG	28
RUS	29
GEO	41
SLN	56
UKR	70
CRO	88
TAJ	107
ARM	175
BOS	200
KYR	261

The figures stand for thousand inhabitants served by one bookshop.

The average is calculated on a regional scale: the altogether 346 million people in these 22 countries were divided by the 15 739 bookshops. The average (approximate) number is 22 thousand inhabitants per book-shop. (In 1999 we received the similar index of 23 thousand, for 17 countries, of which 14 were the same in both years, including all countries over 20 million inhabitants.)

Bulgarians appear to occupy a typical position in this respect; also Russia is near to the average, which this time is also due to its large weight in computing the average.

By applying the inverted ratio of *the number of bookshops per 100 000 inhabitants* we of course receive the same ranking order between countries. Yet this indicator, also frequently used by statisticians, illuminates the same phenomenon from a different angle. Thus one hundred thousand inhabitants between the Odera and Kamchatka are served on the average by 4,5 bookshops.

Distance from bookshops

Distance is an important factor. Characteristically people that live in the countryside have a much poorer access to books than their country fellows in big cities. This is particularly true of those countries where the bad conditions of roads and the almost total absence of public traffic confine people to their homes much more than - say - in the EU accession countries. This is why, the OSI surveys have always asked about the level of concentration of the book trade in the capital city.

Table 29: Concentration of bookshops in the capital city

KYR	67
SLN	56
YUG	55
ARM	50
BOS	47
LAT	44
AZE	43
CRO	39
GEO	33
HUN	29
average	28,5
EST	24
LIT	18
TAJ	18
ALB	16
BUL	16
CZE	13
SLK	10
POL	7
ROM	7
UKR	6
RUS	3

Rate of bookshops in the capital city with regard to all bookshops in the country.

The number of bookshops is not the same as the share in sales. This latter would show a much higher degree of concentration - unfortunately we do not have data on that. We can suppose, however, that the rank order of countries would remain the same.

The average in the table is the arithmetic mean of the countries. This number is clearly "distorted" by the enormous size of Russia, where 3% of shops is reported to be in Moscow. Taken together, 9,3% of all bookshops in these 21 countries are situated in the respective capitals.

Quality

The survey made an attempt to identify the quality component in book sales. The definition does not carry the word "quality", instead it inspires a more objective approach by stating: *bookshops with at least 100 titles of stock on social sciences*. In spite of certain differences in interpretation, this definition appears to be appropriate to denote quality in book trade.

Table 30: Population served by a quality booksop

AZE	25
LIT	37
POL	64
CZE	69
SLK	108
GEO	160
YUG	182
EST	200
SLN	200
BOS	224
HUN	250
average	257,5
ALB	292
LAT	300
ROM	375
CRO	490
BUL	692
RUS	2940
TAJ	3200

Thousand inhabitants per one bookshop that stocks at least 100 titles on social sciences.

The very high percentages given in a few countries are not necessarily due to interpretation errors. It is logical that where there are few bookshops these must necessarily take a larger share of quality supply, including of social sciences. Of course, the wide distances between responses need further insights; e.g. indeed, nearly 3 million Russian citizens are served by one well-supplied bookshop while some other countries are reporting a hundred times fewer customers per "quality" bookshop. (See remark below.)

Data from a few countries (especially Poland and the Czech Republic) seem to be realistic and reflect a comfortable state for both sides: the customers and the shopkeepers.

A remark from the previous survey could partly explain the situation about quality bookshops: "In Russia and Ukraine there are not only quality bookshops, but quality stands. In Kiev it is usual to buy books at certain stands, that specialize on very narrow topics. There are two good philosophy books street stands and three elsewhere. For Moscow this figure is a bit bigger, but still these places are more popular than elitist bookshops (the latter are very expensive, sometimes they have double price). The same with books in history, philology and motor engineering. At special institutions there are stands that work only once or twice a week (depends on gathering days in Institutes).

These stands are run by individual enterprisers and are hidden from statistics, they simply are out of tax informatics. Usually these entrepreneurs are former Institute employees and are real specialists in the area of their specialized selling. Take into account that network of Academy of Science in Ukraine and Russia is still very good and well-spread. It gives you about 2000 elitist bookshops that work often "upon request" and have really good information on all new books printed in area of specialization."

Campus bookshops

As a next attempt towards differentiation, the last column of Table 1 tries to identify those campus bookshops, which are little known outside of colleges but are taken care of by publishers and importers in academic subjects, including social sciences: *bookshops, used over 80% by students and lecturers.*

Salaries and Prices

The following questions inquire about some salaries, fees and prices:

№	Question	Explanation
1	Exchange rate of USD	Give the exchange rate of USD to your national currency, which is applied in your answers. If possible, use the official average in 2000. Where a different rate is used, make a note.
2	Monthly net salary (\$)	National average. Indicate source: e.g. statistical office, estimate etc.
3	Professor's net monthly salary (\$)	Indicate source: e.g. official data on average higher education lecturer's salary; or salary of a typical, 'average' university professor etc.
21	Book price (\$)	Average 250-page paperback fiction.
22	Newspaper price (\$)	Best read general daily paper (not tabloid).
23	Price of academic books (\$)	Average 250-page paperback on a social science subject.
36	Authors's fee	Average fee for work in social science, one author's sheet (40 000 characters including spaces).
37	Translator'fee (\$)	Average fee for translating from foreign language, one author's sheet.

Table 31: Salaries, fees and prices (US dollar, publisher's sheet, see questionnaire above)

	Monthly net salary	Professor's salary	Book price	Newspaper price	Academic book price	Author's fee	Translator's fee
ALB	120	165	3,30	0,30	4,70	150	..
ARM	25	50	1,80	0,20	2,50	40	140
AZE	46	37	1,00	0,22	1,56	0	10
BOS	250	380	11,00	0,50	20,00	68	100
BUL	115	90	3,30	0,30	4,50	150	3
CRO	365	394	12,50	0,75	25,00	..	110
CZE	353	455	5,00	0,20	9,00
EST	286	743	9,00	0,50	12,00	57	100
GEO	33	40	2,25	0,25	3,25	..	13
HUN	207	296	2,96	0,27	4,44	139	226
KYR	30	50	3,00	0,30	3,25	57	..
LAT	179	689	5,80	0,34	5,10	115	75
LIT	270	450	4,00	0,85	5,00	57	120
MAC	179	689	..	0,34	5,1	..	75
POL	242	600	6,20	0,40	6,00	57	80
ROM	110	160	2,8	0,2	3,6	0	40
RUS	82	92	1,80	0,14	3,00	7	8
SLK	167	205	5,41	0,19	5,41	108	72
SLN	542	620	14,00	0,60	14,00	..	47
TAJ	10	6	2,00	0,12	3,20	14	10
UKR	40	100	1,8	0,1	2	40	60
YUG	79	133	6,00	2,20	7,00	28	50