

ABACUS Financial Survey of Independent Bookstores - 2015

Produced annually by the
American Booksellers Assoc.

# Participating Stores:	202		
	Mid-Profits	Higher Profits	How to estimate for your start-up operation.
# Stores	80	61	
% of Participating Stores	40%	30%	
NET SALES	100%	100%	Use Sales/ssf & Inventory Turns
New book sales	76.4%	73.3%	
Used book sales	7.9%	4.6%	
Non-book sales	15.7%	22.1%	
Cost of Goods Sold (COGS)	54.7%	54.6%	Use this or slightly higher number
GROSS PROFIT	45.3%	45.4%	Subtract COGS from Net Sales
OPERATING EXPENSES			
Owner's compensation	5.9%	3.4%	
Wages & salaries	13.8%	14.6%	Estimate based on store hours & pay rates
Payroll taxes	2.0%	1.8%	
Employee benefits	0.7%	1.1%	
Payroll service	0.1%	0.1%	
Other payroll expense	0.1%	0.1%	
Total Compensation	22.6%	21.1%	
Rent	7.3%	7.1%	Use local going rate for space
Repairs & maintenance	0.6%	0.5%	
Utilities	1.2%	0.8%	Ask local shopkeepers
Other occupancy costs	0.2%	0.1%	
Total Occupancy	9.3%	8.5%	
Other Operating Expenses			
Advertising & promotions	1.3%	0.9%	Use 2-3% for first 3 years
Telecommunications	0.7%	0.5%	Use ABACUS or call provider
Professional services	0.6%	0.6%	Accountant, Lawyer, Consulting services
Office expenses	1.2%	1.1%	Use ABACUS
Depreciation	0.5%	0.5%	See IRS schedule
Travel & entertainment	0.6%	0.4%	Estimate what you'll need
Insurance	0.6%	0.4%	Call local agent
Interest expense	0.6%	0.3%	Use loan estimate
Credit card services	2.0%	1.9%	Use ABACUS
Dues & subscriptions	0.4%	0.2%	Estimate what you'll need
Freight out	0.9%	0.5%	Use ABACUS
Misc. taxes	0.4%	0.3%	Contact state & local tax authorities
Web expenses	0.4%	0.3%	Estimate what you'll need
Data processing	0.3%	0.3%	Estimate what you'll need
Other operating costs	1.1%	0.7%	Use ABACUS
Total Other Operating Costs	11.6%	8.9%	
TOTAL COSTS	43.5%	38.5%	
OPERATING INCOME	1.8%	6.9%	Gross Profit less Expenses