

Frequently Asked Questions about the Huenefeld Survey

What is the Huenefeld-PubWest Survey of Financial Operations?

John Huenefeld founded The Huenefeld Company, management consultants to small book publishers, in 1968, serving as a confidential advisor to the top managers of more than 350 diverse book and mixed-media publishers before his retirement in 2002. He is the author of *The Huenefeld Guide to Book Publishing*, first published in 1974 and now in its 6th (2001) edition. He published *The Huenefeld Report*, a fortnightly newsletter for his clients, from 1973 to 2001. In 1979, PubWest started utilizing the Huenefeld survey for its members as a comprehensive examination of financial data, production output, and salary statistics from publishers of all sizes and disciplines nationwide.

Why is it important that I participate?

The last survey in 2005 collated responses from 49 publishers based from coast to coast and Canada. In years previous, there were over 100 participants, representing a diverse sample of publishers throughout the United States. It is important that you participate in order to garner the most complete picture of the state of our industry. It is a tool with which you can keep a finger on the pulse of publishing. It provides an invaluable set of benchmarks for your company's profitability and organization. The full survey results, and an executive summary of the responses, are free to participants.

How is this different from other book industry surveys?

The Huenefeld is the oldest continually published industry survey, asking the same benchmark questions year after year. Through PubWest, the Huenefeld avoids the East Coast focus of other surveys and is nationally representative of small and mid-size houses as well as large ones.

How do I participate? And can I start the survey and exit to finish up later?

Simply click on the survey link on our webpage (www.pubwest.org/huenefeld) to begin. If you need to exit the survey at any time and come back to it to finish later, you must click the "Next" button on the current page to save that page of answers. If you do not fully progress to the next page, the current page will not be saved. After clicking "Next," exit the survey by closing your browser. Only once you're at the end of the survey do you click "Submit."

ENABLING COOKIES: If you've accessed the survey through our website or e-newsletter, please make sure you have enabled cookies and that your computer will save these cookies. The cookie placed by SurveyMonkey tracks the page (not the specific question) where you exited the survey and you must re-enter the survey from the same computer. If your browser is set to dump cookies each time it is closed, the cookie will be refreshed and a new or blank survey will open the next time the link is accessed.

EMAIL LINK: If you've received an email link directly from PubWest, you can finish an incomplete survey or edit a survey from any computer by accessing the received link. This link remembers where you last left off, but you must click the "Next" button on the page to save the survey up to that point. Clicking on the survey link in your email again will take you to the last completed page.

The email I received with the unique link tells me I can't forward it on, but I want someone else in my house to actually fill out the survey. What do I do?

The purpose of the no-forward rule is so two or more people don't try to access the same survey for separate responses. As long as only one person plans to click through and complete the survey using that link, it is okay to forward it to that person for that purpose. Please email joanne_kuntz@nols.edu if this is still confusing or still doesn't seem to be working for you.

Is participation anonymous?

Yes! All responses are collected anonymously via the web-based survey service SurveyMonkey.com. PubWest guarantees the confidentiality of survey data. To protect your information further, please **do not** include the name of your publishing house or subsidiaries anywhere within the survey itself. Our third-party survey service will check the survey for completeness and tabulate your responses. The PubWest Industry Statistics Committee will take the tabulated data and write the results report.

When is the deadline for participation?

Please finish and submit your survey by April 10, 2009.

If I participate, when will I receive the results?

The PubWest Industry Statistics Committee plans to have results ready for distribution by Book Expo America in May 2009. Prior to public sales, you will receive your free copy as a PDF document via email. After completing your survey, you will receive direction on who to email to request your free copy. Please send an independent e-mail using that address with the name and address (e-mail or post) of the individual who is to receive the survey results.

If I don't participate, how can I get a copy of the results?

Results will be available for purchase through PubWest for those not participating in the survey. Please see our order form at www.pubwest.org/huenefeld.