



Bowker pubtrack™ Consumer

The business intelligence you need for the advantage you want

Understanding buyer behavior is a critical aspect of any strategic plan, but gathering the data presents a huge challenge to publishers.

PubTrack™ Consumer is the publishing industry's premier resource for understanding the consumer. PubTrack Consumer delivers accurate, reliable and actionable behavioral and attitudinal information to publishers, allowing them to make tactical and strategic business decisions based on real-world buyer behavior.

PubTrack™ Consumer is derived from information gathered from a nationwide panel of adult men, women and teens who participate in online surveys about their book purchasing behavior.

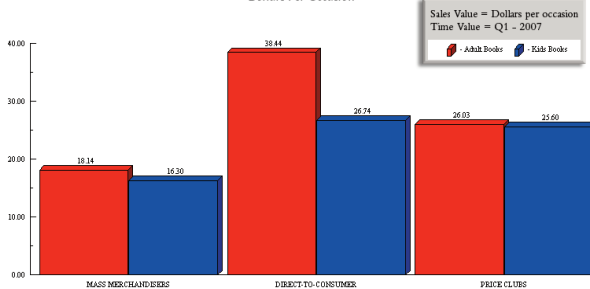
Use PubTrack™ Consumer to:

- Identify new selling opportunities
- Profile consumers and your competitors' customers
- Track your product performance versus competitive performance
- Monitor market share by category, channel or publisher
- Identify category/outlet/publisher strengths and weaknesses
- Adjust pricing strategy to retail conditions
- And more

Now you can gain a deep understanding of book consumer purchase dynamics, demographics and preference over time through PubTrack™ Consumer.

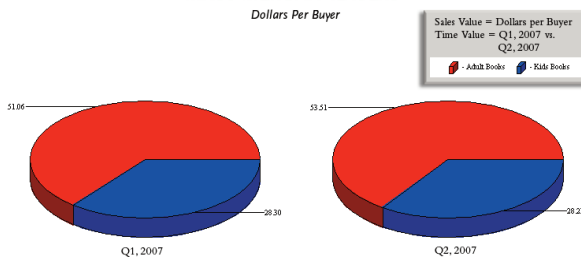
CONSUMER PURCHASE VOLUME ALL CHANNELS

Dollars Per Occasion

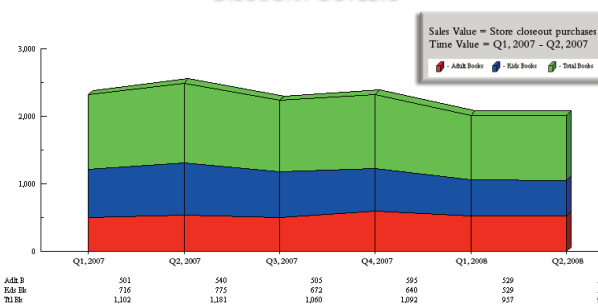


CONSUMER PURCHASE VALUE MASS MERCHANDISERS

Dollars Per Buyer



CONSUMER PURCHASE TRENDS DISCOUNT OUTLETS



Fact Sheet

Data Collection:

- Weekly online survey
- Static sample

Survey Respondent Size:

- Outgo 25K
- Expected ending sample 6 – 8K at year-end

Survey Respondent Profile:

- Individual men, women and teens aged 13 and older balanced to reflect U.S. Census population trends

Survey Questions:

- **Length**
 - Maximum 75 questions
 - 60 Core Questions
 - Up to 15 adhoc questions available to ask respondent specific questions
- **Customization Options**
 - Subscribers have option to add up to five proprietary questions
 - Subscribers can commission custom 'one-off' surveys using existing panel

Consumer Tracker Profiles:

- Key Demographics (age, income, education, employment, etc.)
- Media Choices/Habits (internet use, music, movies, gaming, reading, etc.)
- Affinities (social profiles, religious/social affiliations)

To learn more contact:

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Key Consumer Behavior Knowledge:

- Product Acquisition Type (purchase, gift, loan, etc.)
- Product Acquisition Source (by channel and major chains/brands)
- Consumer interest (by genre, character, series, etc.)
- Purchased Items reported at ISBN Level
- Purchase Influencers (media, awards, internet, in-store, print, merchandising, price, etc.)
- Modified Market Basket
- Purchase Frequency
- Purchase Price

Monthly /Quarterly Report Deliverables (not exhaustive):

- Monthly - Topline Overview
- Quarterly
 - Publisher Profile Overviews
 - Market Shares and more
 - o By Publisher
 - o By Category
 - o By Channel
 - Fair Share Analysis
 - Purchase Motivators
 - o By Demographic
 - o By Channel
 - Author/Brand Awareness

Software Deliverables:

- Subscribers will have access to INsight™ BI Toolset. Provides full cross-referencing, graphic output, and custom report creation*

Outsourced Partners:

- Data Collection – Market Tools, Inc.
- Data Processing and INsight™ database production – Management Sciences Associates, Inc.