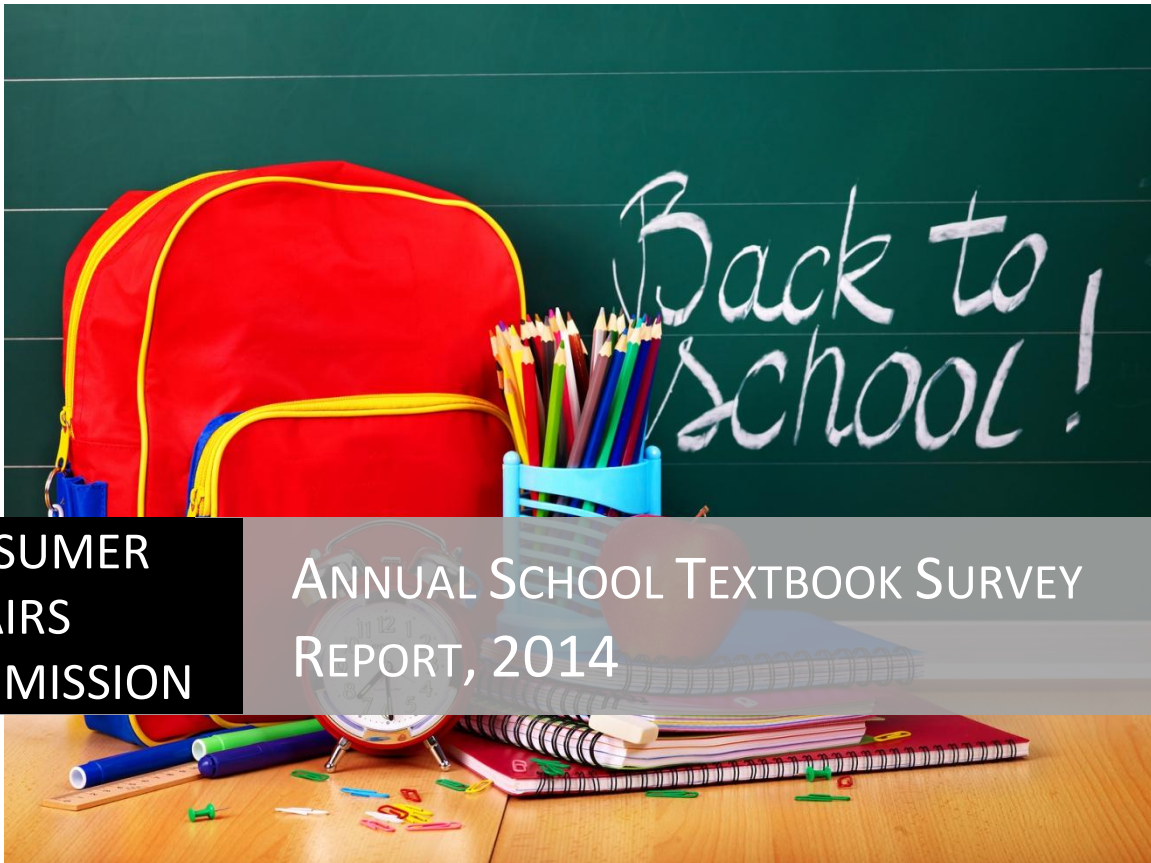


8/19/2014



CONSUMER
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ANNUAL SCHOOL TEXTBOOK SURVEY REPORT, 2014

A Statistical Analysis of Current Textbook Prices and a Comparative Analysis with 2013
Survey Results| Research Unit

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1.0 EXECUTIVE SUMMARY

1.1 Background

- The 2014 Annual School Textbook survey was conducted during the period of July 29 - August 7, 2014.
- The aim of the survey was mainly twofold: to **provide consumers with information that would assist them to cost effectively discharge their responsibilities as parents/guardians and to present researched evidence concerning textbooks as critical consumer items.**
- **To a lesser extent, the CAC also hoped to be able to gauge the level of compliance of public schools (primary and high schools) with the Ministry of Education's policy on booklists.**
- The survey captured data from 49 outlets, although all known (71) outlets were targeted. This was due to the fact that some new stores were unable to be located, some stores were no longer in business, one store did not participate in this year's survey exercise and one store was unable to supply prices as promised. Consequently, this year's survey only captured prices from 69% of all stores islandwide, that is, 49 of 71 stores.
- The methodology for sample selection was adjusted during this year's exercise owing to a policy directive from the Ministry of Education (MoE) that all booklists had to be approved and be consistent with its list of approved books. As such, an extensive period of time was utilized to acquire booklists from the various schools. Several schools indicated that they were unable to provide the booklists requested, either because they were not yet prepared, or they were yet to be approved by the Ministry of Education (MoE). The lack of adequate booklists constrained the CAC to rely mainly on the MOE's approved supplementary lists for its sample.
- The survey instrument used represented a compilation of books extracted from the Ministry of Education's approved primary and secondary level booklists and booklists procured from schools during the 2014 review exercise. The majority of Infant and sixth form text books used for the 2013 survey were retained in order to ensure comparability with the current year.
- One hundred and twenty eight (128) textbooks (13 Infant (10%), 34 primary (27 %) and 81 secondary (63%)) were surveyed.

- Twenty one (21) subject areas were covered at the secondary level and included: Business, Caribbean Studies, Communication Studies, Computer Science, English Language and Literature, Foreign Languages, Geography, History, Mathematics, Natural Sciences, Sociology, Home Economics, Economics, Religious Education, Technical Drawing, Agriculture, Metalwork and Electrical Installation. The primary and infant level included texts covering Reading & Grammar, Mathematics, Science, Religious Education and Social Studies.
- Islandwide, comparative data was available for **ninety-four (94)**¹ books, i.e., 75% of texts retained from the 2013 survey and 73% of the total books surveyed in 2014. This number consists of thirteen infant level texts (14%); twelve primary texts (13%); and sixty-nine² secondary books (73%).

1.2 Key Findings

Price changes

- The CAC's sample of 94 books indicated **an average price increase of 12% islandwide over the period 2013 – 2014, exceeding the overall increase recorded in the last reporting period by 2 percentage points.** The CAC notes that the Statistical Institute of Jamaica recorded an **inflation rate of 9%** for the survey period, that is, July 2013 – July 2014.³
- **Islandwide, amongst the secondary texts, an average price change observed was an increase of 16%; the average price increase recorded amongst primary and infant level texts islandwide was 4%.**
- The **highest average price movement** was an **85%** increase (from J\$2,414.50 to J\$4,456.67) in the price of the secondary Level Text: *MASTERING WORLD RELIGIONS (Palgrave Master Series) by Ray Colledge.*
- The **most significant price reduction** was **16%**, recorded by the secondary level text: *ADVANCED SPANISH VOCABULARY (Second Edition) by Isabel Melero Orta.*

¹ 94 common texts between 2013/14 were selected for comparison but comparative data was only available for 90 texts.

² Comparative data was not available for four (4) secondary level texts that were common between 2013 and 2014

³ Inflation rate for the period July 2013 – July 2014 (Source: STATIN)

Specific Regions

- **The average price movement within the Greater KMA over 2013 prices was an overall increase of thirteen percent (13%).** This was 2 percentage points above the previous survey period, where this figure was 11%.
- While the overall average price increase over last year within the Greater KMA was 13%, **the average price increase recorded amongst infant, primary and secondary level books was 3%, 5% and 17% respectively.**
- **The majority of texts (46%) in the Greater KMA recorded increases within the 1 – 10% percentile:** 23% of secondary level books and 100% of both primary and infant level books.
- **The average price movement within Other Urban Centers over 2013 prices was twelve percent (12%).** This was 4 percentage points higher than in the previous survey period where this figure was 8%.
- **The average price increase recorded amongst infant, primary and secondary level books in Other Urban Centres was 5%, 4% and 15% respectively;**
- **The majority of secondary level texts (63%) in Other Urban Centres recorded increases between 11 – 30% percentiles.**

Availability Changes

- **Island wide, the availability of comparable texts increased 3%; in the Greater KMR the availability decreased by 17%, but in other Urban Towns it increased 37%.**
- **Island wide, 55 books experienced increases in availability, compared to 76 in the Greater KMR and 20 in the Other Urban Towns**

Price Dispersions (Current Year)

- Islandwide, **Infant level** textbooks were found to be competitively priced. The 13 infant level textbooks surveyed had a coefficient of variation⁴ of **1% - 8%**. **Twelve of these 13 books had a coefficient of variation of 1- 6%.**
- The prices for **primary level** textbooks were found to be **somewhat competitively priced with 25 of 34 books ranging between 0 and 9%.**
- **Secondary level** textbooks were less competitively priced; the coefficient of variation was **0 - 32%**. For the 81 secondary level textbooks surveyed, 44 of them had a coefficient of variation ranging between 0 and 10%.
- Subjects with highest coefficient of variation were English Language texts (0 -15%), Foreign Languages (0-20%) and English Literature (2 - 32%).

Availability (Current Year)

- Islandwide, **66 of the 128 books (52%) were readily available⁵ in the bookstores surveyed. Infant level textbooks had an overall availability rate of 86%.** All books were found in over 50% of stores surveyed.
- Among the infant level texts with the highest availability rates were RIGHT START LANGUAGE ARTS INTEGRATED WORKBOOK by Valrie Brown at 86% and INFANT INTEGRATED WORKBOOK - LEARNING THE SMART WAY WITH NUMERALS (Age 4 Years) by M. McLean, L. Fearon and R. Blair, also at 86%. Infant level textbooks were available in over 50% of stores.
- **Primary level textbooks had an overall availability rate of 51%.** Seventeen (17) of the 34 book primary level books were found in over 50% of all stores surveyed.
- **Secondary Level textbooks had an overall availability rate of 42%.** Forty eight (48) of the 84 books surveyed were available in over 50% of stores.

⁴ The **coefficient of variation** measures the percentage deviation of the prices from their mean. It shows the level of dispersion of prices for each textbook across bookshops. The unit-less nature of the coefficient of variation makes it possible to compare price dispersions among bookshops. The lower the figure, the closer (more complete) the prices

⁵ 'Readily available' signifies that the book was found in at least 50% of the bookstores surveyed.

2.0 OVERVIEW OF TEXTBOOK SURVEY

2.1 Performance of the Economy

Consumer Price Index and Inflation

The analysis of the Consumer Affairs Commission (CAC) Annual Textbook Survey must be interpreted in light of trends in the local and global economy which impact the pricing and availability of these textbooks. Among these are the trends in inflation and the movement in foreign exchange rate.

Recent data from the Statistical Institute of Jamaica on inflation indicate that the Point-to-Point inflation rate that is July 2013 - July 2014 was 9 per cent.

Foreign exchange

Since the time of the last survey to date, the Jamaican dollar has undergone continual depreciation against its major counterparts. The Dollar has lost 11% of its value against the US Dollar and 24% against the British Pound during the period July 2013- July 2014. The trend in devaluation of the Jamaican dollar against the US\$ and British Pound is shown in Table 1.

Table 1 Exchange Rates for the period July (2013) to July (2014)

End of Period	USD	JMD			
2013			GBP JMD		
July	US\$1.00	\$101.76	£\$1.00	=	\$154.73
Aug	US\$100	101.95	£\$1.00	=	\$158.60
Sep	US\$100	\$102.65	£\$1.00	=	\$163.23
Oct	US\$1.00	\$104.67	£\$1.00	=	\$169.78
Nov	US\$1.00	\$105.59	£\$1.00	=	\$170.85
Dec	US\$1.00	\$106.14	£\$1.00	=	\$174.72
2014					
Jan.	US\$1.00	\$106.90	£\$1.00	=	\$176.71
Feb.	US\$1.00	\$107.94	£\$1.00	=	\$179.43
Mar	US\$1.00	\$109.18	£\$1.00	=	\$181.82
Apr.	US\$1.00	\$109.85	£\$1.00	=	\$184.11
May.	US\$1.00	\$110.82	£\$1.00	=	\$186.91
June	US\$1.00	\$111.64	£\$1.00	=	\$188.69
July	US\$1.00	\$112.65	£\$1.00	=	\$192.40

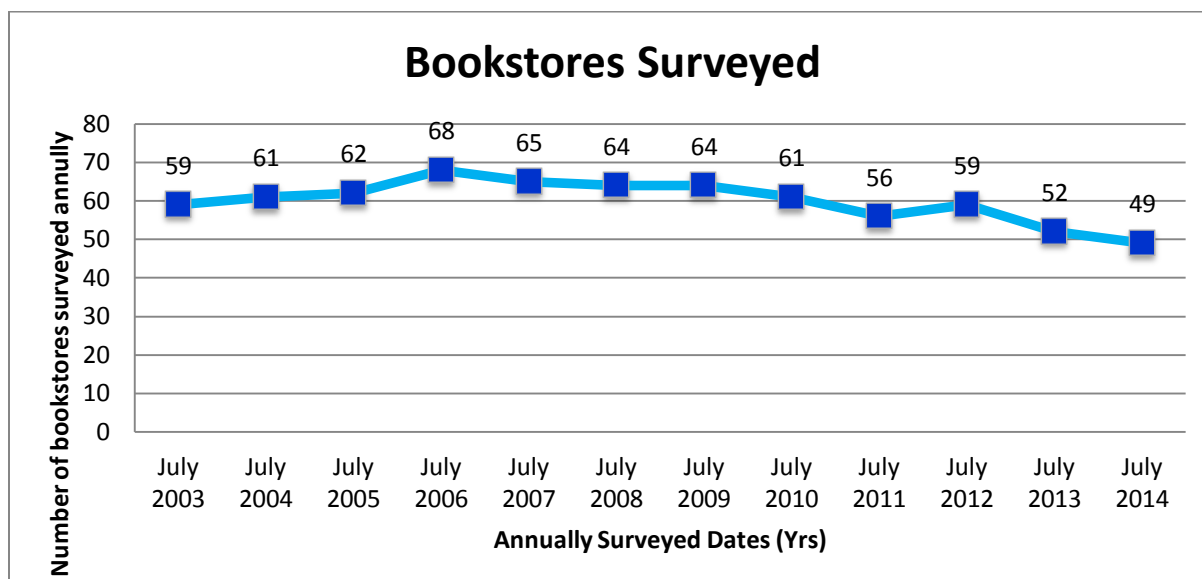
Source: http://www.boj.org.jm/foreign_exchange/fx_rates_monthly.php

2.2 The Survey

This year's annual textbook survey was conducted by the Consumer Affairs Commission (CAC) during the week beginning July 29, 2014. The survey was conducted with much anticipation regarding the results due to trends in the performance of key economic indicators, for instance, decline in the value of the Jamaican dollar against its main trading counterparts, and the change in the policy directives from the Ministry of Education, regarding the compilation of booklists. The aim of the survey was to:

- **Provide consumers with information that would assist them to cost effectively discharge their responsibilities as parents/guardians;**
- **To present researched evidence concerning textbooks as critical consumer items; and to a lesser extent,**
- **Gauge the level of compliance of public schools (primary and high schools) with the Ministry of Education's policy on booklists.**

Figure 1 showing bookstores surveyed annually islandwide between 2003 and 2014



All known book stores (71) across Jamaica which supplied school textbooks were targeted. The survey however captured data from 49 outlets. This was due to the fact that some new stores were unable to be located, some stores were no longer in business, one store did not wish to participate in this year's survey exercise and one

store was unable to supply prices as promised. Consequently, this year's survey could only capture prices from 69% of all stores islandwide, that is, 49 of 71 stores targeted for the survey.

2.3 Methodology

The Ministry of Education has instituted a new form of its textbook policy which is greatly expected to reduce the number of books parents are to purchase for their children. Books which they may be asked to purchase should adhere to the rubric outlined in Table 2. This new approach required the CAC to contact schools in order to obtain their book list.

Table 2 MoE's suggestions regarding the type of books to approved for purchase by parents

Grade Level	Types of Books
1-3	One reader and one Phonics text for each grade
4	Workbooks for Literacy and Numeracy
4-6	One workbook each for Science, Social Studies, Language Arts and Mathematics
7-9	One workbook for each textbook provided by the Ministry of Education, and on average, three (3) Literature books, approximately one per term
10-11	Textbooks for subjects which the Ministry of Education does not provide. These include Literature and Cosmetology

The CAC contacted the primary and secondary level schools in an attempt to arrive at a representative sample of schools from all parishes at all levels. Table 3 displays the quota of schools to be contacted and the number of successful contacts made. Notwithstanding complications with establishing contact, several schools responded that they were unable to provide the textbooks, either because they were not yet prepared, or they were yet to be approved by the Ministry of Education. The CAC received nine (9) booklists from the exercise and a frequency analysis was conducted.

Table 3 Table showing the number of schools contacted versus assigned quota

SCHOOLS CONTACTED					
PARISHES	Primary (contacted /quota) ⁶	All Age (contacted /quota)	Primary and Junior High (contacted /quota)	Secondary High (contacted /quota)	Technical High (contacted /quota)
Kingston	7/5	-/1	1/1	5/3	/1
St. Andrew	15/15	-/3	6/5	6/8	
St. Thomas	7/11	-/1	1/1	1/1	
Portland	7/9	1/2	-/2	0/1	
St. Mary	10/15	-/1	-/2	1/3	
St. Ann	6/13	2/4	1/1	2/2	
Trelawny	2/7	1/1	-/1	7/2	
St. James	5/8	-/3	-/2	8/3	
Hanover	5/6	-/2	-/1	4/1	
Westmoreland	5/10	-/4	-/1	6/2	
St. Elizabeth	8/17	-/3	-/1	8/3	
Manchester	6/11	-/3	-/2	9/3	
Clarendon	13/19	-/3	-/3	18/5	
St. Catherine	21/23	-/2	-/2	19/6	/1
TOTAL	117/171	4/33	9/25	94/42	/2

The result of that exercise was very few books being selected for price comparison; too few for a realistic assessment of what parents would be expected to pay. This led the CAC to compare the frequency against its 2013 survey form and the MoE's approved list to arrive at a more reasonable sample of books.

In regard to primary level texts therefore, the 57% of the books selected for the 2014 survey represented those from this year's booklist examination exercise that had frequencies that validated their inclusion on the form. The remaining books that were surveyed were selected because they were on the Ministry's list of approved books and they were surveyed in the previous year, which allowed for comparison.

With respect to secondary level text books, the CAC retained all of the books that were surveyed in the previous year. The CAC ensured that the books maintained for this level

⁶ Contacted sometimes exceeded Quotas because additional schools were contacted in order to reach the target.

were approved by the Ministry for purchase. Eight literature books were also added to this year's survey as they had frequencies that validated their inclusion and they were on the MoE's Approved Supplementary List.

In the absence of infant book lists and MoE's guidelines for early childhood booklist compilation, no new Infant Level books were added. All books from the 2013 survey form were retained.

2.4 Limitations

In addition to the CAC's inability to survey all known bookstores which supplied school textbooks, the study's main limitations were mainly related to selection of books, which was hampered by the MoE's new policy on booklists and display of book prices in the stores.

Selection of Books

As is normal, the CAC attempted to compile a list of books that represents the books most chosen nationally at each level. This involved requesting the book lists from schools and identifying which text books were most requested for purchase by parents. This would provide a list of books most parents nationally were expected to purchase.

However, this approach was not possible for this year's survey. The implications of the Ministry of Education's policy meant that schools had to first submit their proposed booklists to the MOE for approval. Contacts were made with several schools; however, many were unable to share their booklist as they were not yet approved by the MOE. Attempts were made to obtain the approved booklists from the Ministry of Education itself; however this approach also proved futile.

The CAC resigned itself to selecting a sample of approved books from the Ministry's Supplementary list of approved books for the Primary and Secondary levels that was available on the Ministry's website.

The majority of Infant and Sixth Form text books used for the 2013 Survey were included in order to ensure comparability with the previous year. This meant, however, that only 30% of the Primary books surveyed this year were comparable to the previous year; 86% of the Secondary books were comparable, as were 100% of the Infant school books. Appendix I displays the survey list of books surveyed this year.

This limitation impacted the CAC's ability to select the most popular books parents /guardians needed to purchase as well as the agency's ability to assess the schools' compliance with the MOE's new policy.

Price display

The price display practices of many bookstores provided some limitation for the prices observed. In several bookstores, the prices were not displayed on the bookshelves or affixed to the book in anyway. Instead, some stores kept prices out of view of the consumers or placed on a list near bookshelves. Their justification of this practice was that it allowed them to easily change prices when rising costs necessitate such a change. This made it difficult for some survey officers to visually confirm the prices of books, a difficulty experienced by average consumers as well.

3.0 SURVEY RESULTS

The results of the CAC's School Textbook Survey are discussed in relation to prices and availability islandwide and within the regions of the Greater KMA and other Towns or Other Urban Centres across Jamaica. The differences in prices among the bookshops in 2014 for each textbook were measured using the coefficient of variation for the set of prices. The **coefficient of variation** measured the percentage deviation of the prices from their mean, that is, it showed the level of dispersion of prices for each textbook across bookshops. The unit-less nature of the coefficient of variation made it possible to compare price dispersions among bookshops. Lower numbers imply that prices are less varied.

3.1 Current Year

3.1.1 Islandwide

Islandwide, in the 49 bookshops surveyed across Jamaica for the 2014 school textbook survey, all textbooks surveyed displayed a coefficient of variation of 0-52%.

Infant level Texts

Infant level textbooks were found to be competitively priced. The 13 infant level textbooks surveyed had a coefficient of variation of **1% - 8%.** **Twelve of these 13 books had a coefficient of variation of 1-6%.** **The exception was *RIGHT START***

MATHEMATICS INTEGRATED WORKBOOK by Valrie Brown with a variation of 8% (Table 4).

Table 4 showing variation within the prices of Infant Level Textbooks

Name of Infant Level Textbook	Coefficient of Variation
RIGHT START INTEGRATED READER by Valrie Brown	3%
RIGHT START LANGUAGE ARTS INTEGRATED WORKBOOK by Valrie Brown	3%
RIGHT START MATHEMATICS INTEGRATED WORKBOOK by Valrie Brown	8%
INFANT INTEGRATED WORKBOOK - FUN WITH SOUNDS (Age 5 Years) by L. Fearon, R. Blair and M. McLean	1%
INFANT INTEGRATED WORKBOOK - FUN WITH NUMERALS (Age 5 Years) by L. Fearon, R. Blair and M. McLean	2%
INFANT INTEGRATED WORKBOOK - LEARNING THE SMART WAY WITH NUMERALS (Age 4 Years) by M. McLean, L. Fearon and R. Blair	2%
INFANT INTEGRATED WORKBOOK - LEARNING THE SMART WAY ABOUT MY COMMUNITY by M. McLean, R. Blair, L. Fearon and R. Elliot	2%
INFANT INTEGRATED WORKBOOK - ALL AROUND US LETTERS AND SOUNDS by L. Fearon, R. Blair and M. McLean	2%
INFANT INTEGRATED WORKBOOK - ALL AROUND US SHAPES AND NUMERALS (Age 3 years) by M. McLean, L. Fearon and R. Blair	2%
LIVING IN MY ENVIRONMENT (Age 3 years) by M. McLean, L. Fearon and R. Blair	2%
INFANT INTEGRATED WORKBOOK - LEARNING THE SMART WAY WITH LETTERS AND SOUNDS by L. Fearon, M. Mclean, R. Blair, R. Elliot	2%
LIVING IN JAMAICA by M. McLean, R. Blair and L. Fearon	3%

Primary Level Texts

The prices for primary level textbooks were found to be **somewhat competitively priced** when compared with infant level texts. Of the 34 primary level books surveyed, the coefficient of variation for **25 of these books ranged between 0 and 9%**. Notable exceptions observed are shown in Table 5 below

Table 5 showing most significant price dispersions among Primary Level Textbooks

Name of Primary Level Textbook	Coefficient of Variation
GRADE 2 INTEGRATED MATHEMATICS WORKBOOK (Age 7 years) (Revised 2009) by M. Miles, C. Campbell, Maureen McLean and Lunett Fearon	42%

Name of Primary Level Textbook	Coefficient of Variation
THE NEW INTEGRATED APPROACH LANGUAGE ARTS WORKBOOK 4 (Age 9 years) by L. Pinnock, R.A. Blair and M. Sayers-Johnson	34%
THE NEW INTEGRATED APPROACH MATHEMATICS WORKBOOK 4 (Age 9 years) by R.A. Blair, M. Sayers-Johnson and L. Pinnock	25%
THE NEW INTEGRATED APPROACH LANGUAGE ARTS WORKBOOK 5 (Age 10 years) by R. A. Blair, M. Sayers-Johnson and L. M. Pinnock	23%
THE NEW INTEGRATED APPROACH RELIGIOUS EDUCATION WORKBOOK 5 by C. Campbell and M. Miles	18%
THE NEW INTEGRATED GSAT MATHEMATICS WORKBOOK by L. Channer, V. Dixon and S. Jackson	14%
THE NEW INTEGRATED GSAT SCIENCE WORKBOOK by L. Channer and G. Hacker	11%

Secondary Level Textbooks

With regards to secondary level textbooks, the coefficient of variation was **0-32%**. For the 81 secondary level textbooks surveyed, 44 of them had a coefficient of variation ranging between 0 and 10%. The highest coefficient of variation was for the English Literature Textbook ANIMAL FARM by George Orwell at 32%.

English Language texts had price variations of 0-15%. Foreign languages had variations of 0-20%. English Literature had a variation of 2-32%. **These ranges may be attributed to the fact that some books with the same title may not be comparable, given the differences in publishers, textual notes and/or other printing aesthetics.**

Generally speaking however, there are several factors which could account for price dispersion between outlets. Some of these factors originate with the publisher and could include:

a) Book Design

- ☒ Illustrative component (e.g. colour vs. black & white)
- ☒ Method of binding (e.g. cased sewn vs. spiral bound)
- ☒ Quality of paper
- ☒ Type of cover (e.g. hard cover vs. paperback)

b) Print Quantity

- ☒ This determines unit production costs

c) Print Centre

- ☒ Some of the Print Centers are located in China, India and Singapore
- ☒ They utilize more modern technologies and tend to be more economical

d) Edition

- ☒ Reprint vs. new edition.

e) Fluctuations in Exchange Rates

- ☒ Over time
- ☒ This may be further complicated by dollar versus sterling sources.

f) The retailer may also introduce

- ☒ Variations in cost of delivery
 - -Bulk vs. special delivery
- ☒ Variations in mark up

Availability

The availability of textbooks was measured by the percentage of bookstores that had the textbooks at the time of the survey. Islandwide, 66 of the 128 books (52%) was readily available⁷ in the bookstores surveyed. **Infant level** textbooks had an overall availability rate of 86%. All books were found in over 50% of stores surveyed.

Among the texts with the highest availability rates were RIGHT START LANGUAGE ARTS INTEGRATED WORKBOOK by Valrie Brown at 86% and INFANT INTEGRATED WORKBOOK - LEARNING THE SMART WAY WITH NUMERALS (Age 4 Years) by M. McLean, L. Fearon and R. Blair, also at 86%. Infant level textbooks were available in over 50% of stores.

Primary level textbooks had an overall availability rate of 51%. Only 17 of the 34 book primary level books were found in over 50% of all stores surveyed. Some primary level books that showed high availability rates were THE NEW INTEGRATED GSAT SCIENCE WORKBOOK by L. Channer and G. Hacker and GRADE 1 INTEGRATED LANGUAGE ARTS WORKBOOK(Age 6 years) by Lunett Fearon (Paperback) at 88% (Table 6).

Table 6 showing highest availability levels among Primary Level Textbooks

Name of Primary Level Textbook	Availability Rate
--------------------------------	-------------------

⁷ 'Readily available' signifies that the book was found in at least 50% of the bookstores surveyed.

Name of Primary Level Textbook	Availability Rate
THE NEW INTEGRATED GSAT SCIENCE WORKBOOK by L. Channer and G. Hacker	88%
GRADE 1 INTEGRATED LANGUAGE ARTS WORKBOOK(Age 6 years) by Lunett Fearon (Paperback)	88%
THE NEW INTEGRATED APPROACH RELIGIOUS EDUCATION WORKBOOK 4 by C. Campbell and M. Miles	80%
GRADE 2 INTEGRATED MATHEMATICS WORKBOOK (Age 7 years) (Revised 2009) by M. Miles, C. Campbell, Maureen McLean and Lunett Fearon	84%
THE NEW INTEGRATED GSAT MATHEMATICS WORKBOOK by L. Channer, V. Dixon and S. Jackson	80%

Secondary Level textbooks had an overall availability rate of 42%. Forty eight (48) of the 84 books surveyed were available in over 50% of stores. Secondary level textbooks that displayed high availability levels were ANIMAL FARM by George Orwell and A COW CALLED BOY by C. Everald Palmer at 84% (Table 7).

Table 7 showing highest availability levels among secondary level texts

Name of Secondary Level Text	Availability rate
ANIMAL FARM by George Orwell	84%
A COW CALLED BOY by C. Everard Palmer	84%
OLD STORY TIME (CSEC Student Edition) by Trevor Rhone	82%
A WORLD OF POETRY FOR CXC (New Edition) Edited by Mark McWatt and Hazel Simmons-McDonald	80%

Among subjects at the secondary level, higher availability rates were observed for Foreign languages, English Literature and Communication Studies textbooks (Table 8).

Table 8 Showing the Average Availability Rates for Text Books by Subject Areas Islandwide

<i>Average Availability</i>	<i>Subject Areas</i>
0 - 20%	, Metalwork, Religious Education, Home Economics, Natural Science, Economics
21 – 40%	Sociology, Business, English Language, Computer Science, Mathematics, Agriculture, History, Geography

41 – 60%	Foreign Languages, English Literature, Communication Studies, Primary Level Books
80-100%	Infant Level Books

3.1.2 Greater Kingston Metropolitan Area (Greater KMA)

Prices

In total, seventeen (17) bookshops were surveyed in the Greater Kingston Metropolitan Area (six fewer than the number covered in 2013).

The average variation in prices of the books surveyed in this region was seven percent (7%).

Infant Books

The variation in prices of infant textbooks surveyed was low: one to four percent (1% to 4%).

The books which showed the lowest coefficient of variation (1%) were *INFANT INTEGRATED WORKBOOK - FUN WITH SOUNDS* (Age 5 Years) by L. Fearon, R. Blair and M. McLean, *INFANT INTEGRATED WORKBOOK - ALL AROUND US LETTERS AND SOUNDS* by L. Fearon, R. Blair and M. McLean and *INFANT INTEGRATED WORKBOOK - ALL AROUND US SHAPES AND NUMERALS* (Age 3 years) by M. McLean, L. Fearon and R. Blair. The price range for the latter two throughout KMA was \$1,050.00 to \$1,080.00 while the former book had a price range of \$1,060.00 to \$1,120.00.

The Infant book which had the highest coefficient of variation (4%) were *RIGHT START INTEGRATED READER* by Valrie Brown, *RIGHT START LANGUAGE ARTS INTEGRATED WORKBOOK* by Valrie Brown, *RIGHT START MATHEMATICS INTEGRATED WORKBOOK* by Valrie Brown and *LEARNING TO WRITE THE SMART WAY* by M. McLean. The first three textbooks ranged in price from \$625.00 to \$730.00 – a difference of one hundred and five dollars (\$105.00), or seventeen percent (17%) price difference.

The average coefficient of variation for prices of the Infant school books surveyed was three percent (3%).

Primary Books

The majority of the Primary school books surveyed in the Greater KMA (87%) were found to be competitively priced: twenty-nine (29) of the thirty-four (34) books in this category had low coefficients of variation ranging from zero to seven percent **(0% to 7%)**. **Two books were unavailable, thus there was no pricing information.**

The remaining three (3) books had coefficient of variance between sixteen and thirty-six percent (16% to 36%). Two books were from the Science subject area while the other was from the Mathematics subject area.

The average coefficient of variation for book prices in the Primary school segment was four percent (4%).

The results for the books with the widest price variations were observed for PRIMARY SCIENCE FOR THE CARIBBEAN BOOK 4 by Tony Russell at 36% and PRIMARY SCIENCE FOR THE CARIBBEAN BOOK 5 by Tony Russell at 27%.

Secondary Books

In the Greater KMA, the coefficient of variation statistic showed that price dispersions for secondary level textbooks varied between zero percent (0%) and forty-three percent (43%).

Generally, the prices of Secondary books were not widely dispersed as the average coefficient of variation was nine percent (9%). Only seven percent (7%) of the secondary books surveyed - six (6) out of eighty-one (81) books - had a coefficient of variation above twenty percent (20%).

The widest dispersion of prices across bookstores in the Greater KMA was recorded for the Literature text *MACBETH* by William Shakespeare **(43%)**. The second widest price dispersion was recorded for *GEOMETRIC AND ENGINEERING DRAWING (Third Edition)* by Ken Morling **(42%)** in the Technical Drawing category. The Literature book *ANIMAL FARM* by George Orwell showed the third widest price dispersion for secondary school books **(37%)**.

In this year's survey, the coefficients of variation for Literature books ranged from zero percent (0%) to forty-three percent (43%). Seven (7) out of twenty (20) English Literature texts (35%) showed price dispersions between thirteen percent (13%) and 43%. The main observations for these price variations were the availability of certain texts in hardcover and paperback formats: at the time the survey was conducted, only hardcover versions were available in some stores, while others were carrying the paperback versions only.

In subject areas which comprised five (5) or more books in the survey (namely English Language, English Literature, Foreign Languages, Geography, History, and Natural Science), the categories which had the lowest price variations were English Language (0% to 2%), followed by Geography (1% to 12%).

Availability

In the Greater KMA, 53 of the 128 books (41%) were readily available (available in over 75%) in the bookstores surveyed. Twelve (12) books were from the infant level, 19 were from the primary level while 22 books were from the secondary level.

This is in contrast to last year's survey results, where none of the 126 books surveyed were readily available.

In the KMA, the highest availability of books in the 2014 survey was one hundred percent (100%) which was observed for two primary level books and one infant level book: *THE NEW INTEGRATED GSAT SCIENCE WORKBOOK* by L. Channer and G. Hacker, *GRADE 1 INTEGRATED LANGUAGE ARTS WORKBOOK* (Age 6 years) by Lunett Fearon (Paperback) and *INFANT INTEGRATED WORKBOOK - LEARNING THE SMART WAY WITH NUMERALS* (Age 4 Years) by M. McLean, L. Fearon and R. Blair.

Seven (7) books from all three levels (infant, primary and secondary) had the second highest availability level of ninety-four percent (94%). This represented 5% of the total books surveyed.

Thirteen percent (13%) or 17 of the books surveyed had the third highest availability rate of 88% in the KMA.

Ninety-four books had availability levels ranging from six to eighty-two percent (6% to 82%). Two of these books were readily available from the infant level category. From the primary level category, 6 books were readily available while 13 books (14%) were readily available (available in over 75% of stores) in the secondary level category.

Ten (10) textbooks (8%) were not available in any of the Greater KMA bookstores surveyed (0% availability). Eight (8) of these books were advanced level secondary texts.

These availability levels are further broken down in Table 9 below, based on secondary level subject areas, and primary and infant level books.

Table 9 Showing the Average Availability Rates for Text Books by Subject Areas in the Greater KMA

<i>Average Availability</i>	<i>Subject Areas</i>
0% – 20%	Technical Drawing, Agriculture, Metal Work
21% – 40%	Computer Science, Religious Education, Sociology, Home Economics, Economics, Business, English Language
41% – 60%	Natural Science, Mathematics, Foreign Languages, Geography, Electrical Installation
61% – 80%	Primary Level Books, History, Caribbean Studies, Communication Studies, English Literature
81% - 100%	Infant Level Books

The following ten textbooks were not available in any of the Greater KMA bookstores surveyed:

1. ACCOUNTING PRINCIPLES (Eleventh Edition) by Jerry J. Weygandt , Paul D. Kimmel and Donald E. Kieso
2. ADVANCED SPANISH VOCABULARY (Second Edition) by Isabel Melero Orta
3. ENVIRONMENTAL SCIENCE 13th Edition (International Edition) - G. Tyler Miller Jnr. and Scott E.Spoolman
4. BASIC NEEDLEWORK - (Fifth Edition) (Metric) by Winefride M. Bull
5. ECONOMICS: PRINCIPLES AND POLICY (Twelfth Edition) by W.J. Baumol and A.S. Blinder
6. TECHNICAL DRAWING FOR GCE AND CSE (METRIC EDITION) by J.N. Green
7. CARIBBEAN AGRICULTURAL SCIENCE BOOK 1 (Second Edition) by A. I. Henry
8. METALWORK THEORY BOOK 1 (Metric Edition) by P. F. Lye (Pamphlet)
9. PRIMARY SCIENCE: BRIGHT IDEAS JAMAICA: GRADE 5 WORKBOOK by David and Penny Glover
10. MACMILLAN JAMAICA PRIMARY SOCIAL STUDIES: LIFE ON PLANET EARTH - GRADE 6 STUDENT'S BOOK 6 by E. Mantock, T. Fendall & C. Eastland

3.1.3 Other Urban Centres

In total, thirty-three (33) bookshops were surveyed in the Other Urban Centres of Jamaica in the 2014 survey (four more than those covered in 2013). The areas surveyed included parts of St. Catherine (with the exception of Portmore and Spanish Town), Clarendon (May Pen), Manchester (Mandeville), St. Elizabeth (Santa Cruz), Westmoreland (Savanna-La-Mar), Hanover (Hopewell), St. James (Montego Bay), Trelawny (Falmouth), St. Ann (St. Ann's Bay, Runaway Bay, Brown's Town and Ocho Rios), St. Mary (Annotto Bay, Buff Bay and Port Maria) and Portland (Port Antonio). *(See Appendix I for a complete list of the surveyed bookshops).*

Prices

The prices for primary school books were closely distributed across parishes outside the Greater KMA. **The coefficient of variation (CV) for 81% of the 33 primary school books surveyed ranged between 1% and 10%.** Table 10 displays the statistics for six primary school books with observed variations greater than 10%

Table 10 Primary Books with observed CVs greater than 10% in Other Urban Centres

Title and Author	Max	Min	Mode	Average	SD	CV
PRIMARY SCIENCE FOR THE CARIBBEAN BOOK 4 by Tony Russell	2,590.00	973.00	2,587.00	1,738.58	662.78	38%
CARLONG PRIMARY RELIGIOUS EDUCATION (Year 4) by Elizabeth Sherman et al.	1,395.00	920.00	920.00	954.29	122.24	13%
CARIBBEAN PRIMARY MATHEMATICS - BRIGHT SPARKS STUDENT\`S BOOK 5 (Second Edition with Interactive CD-ROM)	1,916.95	1,101.00	1,308.00	1,438.33	256.59	18%
CARIBBEAN PRIMARY MATHEMATICS - BRIGHT SPARKS STUDENT\`S BOOK 1 (Second Edition with Interactive CD-ROM)	2,035.00	1,100.00	2,033.00	1,704.93	354.99	21%
PRIMARY SCIENCE: BRIGHT IDEAS JAMAICA: GRADE 5 WORKBOOK by David and Penny Glover	2,318.00	1,255.00	1,256.00	1,360.91	303.75	22%
PRIMARY SCIENCE FOR THE CARIBBEAN BOOK 5 by Tony Russell	2,587.00	937.00	2,000.00	1,787.22	556.57	31%

The average primary-level text book cost \$1,308.45 with the highest cost being \$2,590.00 (Primary Science for the Caribbean Book 4 by T. Russell) and the lowest priced book costing \$779.00 (Caribbean Primary Mathematics - Bright Sparks Workbook 3 by L. Sealy and S. Moore).

During the survey this year, 13 infant level textbooks were surveyed. The average price was \$975.21, with the highest priced book costing \$1,160.80 (Living in Jamaica by M. McLean, R. Blair and L. Fearon) and the lowest priced book costing \$710.77 (Right Start Integrated Reader by V. Brown). The CV for the books were relatively close and in the range of 1% to 8%, suggesting small variation in prices across book stores nationally. The book with the highest observed variation in price (CV=8%) was Right Start Mathematics Integrated Workbook by V. Brown: its highest price was \$975.00 while its lowest price was \$725.00.

The average price observed for the 81 secondary-level text books surveyed was \$2547.10 with the highest priced book costing \$8,792.67 (Sociology, Themes and Perspectives [Eighth Perspectives] by M. Haralambos and M. Holborn) and the lowest costing \$912.38 (Viva! Practice Book 2 (Second Edition) by M. Bartley, et al). Thirty-three books had CV of 10% and below, 32 had CVs between 10 and 20%, and 8 had CVs greater than 20%. Table 11 displays the statistics for books that showed CVs of greater than 30%.

Table 11 Secondary level books with CVs greater than 30% in Other Urban Centres

Title and Author	Max	Min	Mode	Average	SD	CV
MACBETH by William Shakespeare	1,820.00	500.00	1,105.00	1,216.55	382.02	31%
ROLL OF THUNDER, HEAR MY CRY by Mildred D. Taylor	2,305.00	880.00	2,305.00	1,726.83	589.29	34%
ANIMAL FARM by George Orwell	2,305.00	960.00	1,165.00	1,321.48	424.03	32%
BIOLOGY FOR CXC (New Edition) by M.B.V. Roberts and J. Mitchelmore	4,400.00	1,965.00	2,818.00	2,799.00	884.03	32%

Availability

At the time of the survey in the Other Urban Centres, only 58 of the 128 books (45%) were available in 50% or more of the bookstores surveyed. These figures

were further broken down based on secondary subject areas primary level and infant level books (See Table 12).

Table 12 Showing the Average Availability Rates for Text Books in Other Urban Centres

<i>Average Availability</i>	<i>Subject Areas</i>
0 - 20%	Metal Work (3%), Economics (8%), Technical Drawing (2%), Home Economics (17%), Agriculture (18%), Mathematics (15%), Electrical Installation (18%), Sociology (12%) Religious Education (19%), Business (18%),
21 – 40%	English Language (27%), Natural Sciences (28%), Communication Studies (27%), Foreign Languages (39%) Computer Science (27%), Caribbean Studies (30%),
41 – 60%	English Literature (47%), History (46%), Geography (44%), Primary Level Books (48%), Infant Level Books (58%)

3.1.3.1 Other Urban Centres by Regions

For further analysis, the ‘Other Urban Centres’ category was further divided into parishes in the **Western, Central and Eastern** regions of the country. The western region consisted of the parishes of Trelawny, St. James, Hanover, Westmoreland and St. Elizabeth. The central parishes consisted of St. Ann, Clarendon, Manchester and St. Catherine while the eastern regions consisted of the parishes of Portland, St. Thomas, and St. Mary.

Prices

In the western region, data was collected from fourteen (14) outlets: three (3) in St. Elizabeth, two (2) in Trelawny, seven (7) in St. James, two (2) in Westmoreland and one (1) in Hanover. It should be noted that one of the two (2) outlets surveyed in Trelawny was no longer selling text books at the time of the survey.

The infant level books were closely priced across the book stores and as such the coefficients of variation were mostly low (1-4%). The overall average was \$971, the highest priced book was sold for an average of \$1160.00 (LIVING IN JAMAICA by M. McLean, R. Blair and L. Fearon), while the least expensive was sold for an average of \$705.00 (RIGHT START INTEGRATED READER by Valrie Brown). One book, RIGHT START MATHEMATICS INTEGRATED WORKBOOK by Valrie Brown, produced a 10% CV: its average price was \$734.58, the lowest price was \$680.00 and the highest price was \$975.00.

Most prices for primary level books were competitively priced with twenty-three (23) of the thirty (30) books surveyed in this category having CVs of 10% or less. The text with the most observed variation in prices (CV = 42%) was PRIMARY SCIENCE FOR THE CARIBBEAN BOOK 4 by Tony Russell: it was sold for an average of \$1,818.88, at most \$2,590.00 and at least \$937.00. Only four books had CVs between 24% and 42%. Overall, the average price for primary books in the Western Region was \$1,311.35, with the highest priced book being sold for an average of \$1,899.83 (PRIMARY SCIENCE FOR THE CARIBBEAN BOOK 4 by Tony Russell) and the lowest being sold for an average of \$855.50 (CARLONG PRIMARY RELIGIOUS EDUCATION (Year 4) by Elizabeth Sherman et al.).

As for secondary level text books, the average observed price was \$2610.75, with the highest price being \$9750.00 (SOCIOLOGY, THEMES AND PERSPECTIVES (Eighth Edition) by Michael Haralambos & Martin Holborn) and the lowest being \$901.11 (VIVA! PRACTICE BOOK 2 (Second Edition) by Bartley, Moodie, et al). The price variation was greater than those for the primary and infant level texts. Fifty-two of the 74 books surveyed displayed coefficient of variations of less than 10%. Seven texts had a CV greater than 20% suggesting wide variation in prices. The highest variation (CV= 35%) was for ANIMAL FARM by George Orwell which was sold for \$2305.00 at its highest and \$960.00 at its lowest.

In the Central region, data was collected from fourteen (14) outlets: five (5) in St. Ann, four (4) in Manchester, three (3) in Clarendon, and two (2) in St. Elizabeth.

The infant level books were closely priced across the book stores and as such the coefficients of variation for all books were between 1% and 5%. The overall average was \$981.02, the highest priced book was sold for an average of \$1,167.36 (LIVING IN JAMAICA by M. McLean, R. Blair and L. Fearon), while the least expensive was sold for \$680.00 (RIGHT START INTEGRATED READER by Valrie Brown). The book with the highest price variation (5%), LEARNING TO WRITE THE SMART WAY by M. McLean, was sold for an average of \$800.00; 900.00 at most and \$740 at least.

Primary-level book prices in the Central Region displayed low variation in prices, with CVs for most being less than 10%, only two experienced CVs of 18%. Overall, the average price for primary books was \$1,328.27, with the highest priced book being sold for an average of \$1,923.17 (CARIBBEAN PRIMARY MATHEMATICS - BRIGHT SPARKS STUDENT'S BOOK 1 (Second Edition with Interactive CD-ROM)) and the lowest being sold for an average of \$920.00 (CARLONG PRIMARY RELIGIOUS EDUCATION (Year 4) by Elizabeth Sherman et al.).

The average observed price for secondary level text books in this region was \$2,347.63, with the highest price being for an average of \$6878.00 (SOCIOLOGY, THEMES AND PERSPECTIVES (Eighth Edition) by Michael Haralambos & Martin Holborn) and the lowest being for an average of \$967.50 (VIVA! PRACTICE BOOK 2 (Second Edition) by Bartley, Moodie, et al). Twenty-two secondary level text books showed no variation in price (CV= 0%), and another twenty showed CVs of no greater than 10%; twenty-five showed CVs greater than 10%. Twelve books were not seen in the field. The highest variation (CV= 34%) was for MACBETH by William Shakespeare, which was sold for \$1,157.50 on average, \$1,820.00 at its highest and \$500.00 at its lowest.

In the Eastern region, data was collected from five (5) outlets: five (5) in St. Ann, four (4) in Manchester, three (3) in Clarendon, and two (2) in St. Elizabeth.

The infant level books were closely priced across the book stores and as such the coefficients of variation for most books were between 1% and 5%. The overall average was \$972.65, the highest priced book was sold for an average of \$1,140.00 (LIVING IN JAMAICA by M. McLean, R. Blair and L. Fearon), while the least expensive was sold for an average of \$712.00 (RIGHT START INTEGRATED READER by Valrie Brown). The book with the highest price variation (10%), LEARNING TO WRITE THE SMART WAY by M. McLean, was sold for an average of \$820.00; \$900.00 at most and \$740 at least.

For primary-level book prices in this region, 15 books displayed CVs of less than 10%, with an additional 9 displaying no variation in prices. One book (GRADE 1 INTEGRATED MATHEMATIC WORKBOOK (Age 6 years) by Maureen McLean, Lunett Fearon) had the highest CV of 13%, selling for an average of \$1,138.50, \$1,400.00 at most and \$1,050.00 at least. Overall, the average price for primary books was \$1,259.66, with the highest priced book being sold for an average of \$1,703.00 (BURIED TREASURE AND OTHER STORIES Reader C- New Colour Edition (First Aid in English for the Caribbean- AN INTEGRATED APPROACH by Angus Maciver, Thelma Baker et al.) and the lowest being sold for \$920.00 (CARLONG PRIMARY RELIGIOUS EDUCATION (Year 4) by Elizabeth Sherman et al.). Eight books were not observed in the field.

The price variation of secondary level text books in the eastern region was less than observed elsewhere. Twenty-three books showed no variation in price, while an additional 14 had CVs of less than 10%. Thirty books were not seen in this region. The average price overall was \$1889.02, with the highest priced book costing \$6,000.00 (BIOLOGICAL SCIENCE 1 & 2 (Third Edition) by D. J. Taylor, N.P.O. Green, G.W. Stout, Edited by R. Soper) and the lowest costing \$827.50 (VIVA! PRACTICE BOOK 2 (Second Edition) by Bartley, Moodie, et al). The book with the highest variation (CV=

18%) was BIOLOGY FOR CXC (New Edition) by M.B.V. Roberts and J. Mitchelmore: it was sold for an average of \$2,391.50, \$2,818.00 at most and \$1,965.00 at least.

Availability

In the western region, 52% of the books surveyed were readily available⁸ in at least 50% of bookstores surveyed, compared to 38% in the central region and 31% in the eastern region. These figures were further broken down based on secondary subject areas primary level books and infant level books in the eastern, western and central regions.

Tables 13, 14 & 15 show that among the regions English Literature books (novels), History, Primary level books and Infant level books were the most readily available books across the regions. Availability was poorest in the eastern region and best in the western region by comparison. The tables also showed that Technical Drawing and Metal Work were most consistently available in fewer than 10% of the outlets surveyed within the ‘*Other Urban Centres*’.

Table 13 Showing the Average Availability Rates for Text Books by Subject Area in Western Jamaica

<i>Average Availability</i>	<i>Subject Areas</i>
0 - 20%	Metal Work (7%), Sociology (17%), Technical Drawing (4%),
21 – 40%	Economics (29%), Mathematics (25%), Agriculture (29%), Home Economics (29%), Computer Science (36%) and Electrical Installation (21%) Business (31%), Religious Education (24%), Natural Sciences (31%), Caribbean Studies (43%), English Language (38%), Communication Studies (36%)
41 – 60%	History (49%), Foreign Languages (49%), and Geography (57%), Primary Level Books (53%)
61 – 80%	English Literature (73%),
81 – 100%	Infant Level Books (85%)

⁸ ‘Readily available’ signifies that the book was found in at least 50% of the bookstores surveyed.

Table 14 Showing the Average Availability Rates for Text Books by Subject Area in Central Jamaica

<i>Average Availability</i>	<i>Subject Areas</i>
0 - 20%	Agriculture (14%), Metal Work (0%), Business (7%), Electrical Installation (14%), Economics (4%), Home Economics (7%), Technical Drawing (0%), Mathematics (7%), Religious Education (19%), Sociology (10%) and
21 – 40%	Caribbean Studies (29%), Computer Science (29%), Natural Sciences (24%), Communication Studies (21%), Geography (36%), Foreign Languages (34%) English Language (21%)
41 – 60%	History (45%) English Literature (53%), Primary Level Books (43%)
61 – 80%	Infant Level Books (69%)

Table 15 Showing the Average Availability Rates for Text Books by Subject Area in Eastern Jamaica

<i>Average Availability</i>	<i>Subject Areas</i>
0 - 20%	Agriculture (0%), Computer Science (0%), Electrical Installation (20%), Economics (0%), Religious Education (13%), Technical Drawing (0%), Sociology (7%), Metal Work (0%), Home Economics (10%), Business (13%), English Language (10%), Caribbean Studies (0%), and Communication Studies (20%) Mathematics (10%),
21 – 40%	Geography (28%) Foreign Languages (28%), Natural Sciences (28%),
41 – 60%	History (43%), Primary Level Books (44%) English Literature (53%),
61 – 80%	Infant Level Books (77%)

3.2 Comparison with the previous year (2013) – Price Movement

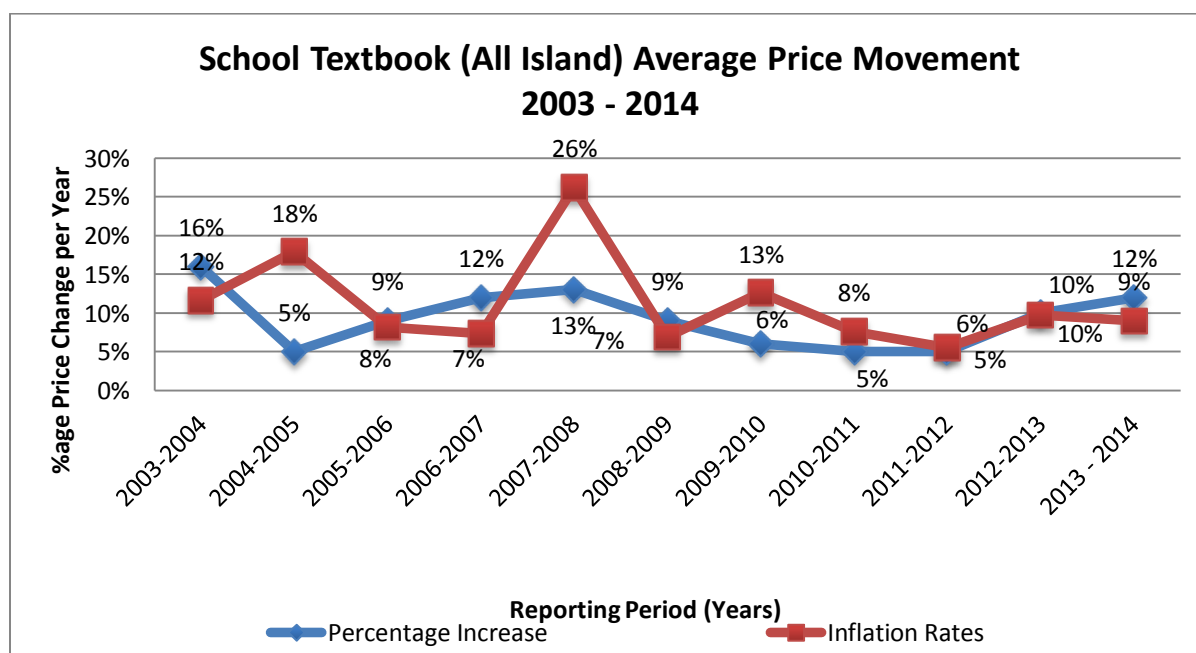
3.2.1 Islandwide

With respect to the islandwide analysis, comparative data was available for **ninety-four (94)**⁹ books, i.e., 75% of texts retained from the 2013 survey and 73% of the total books surveyed in 2014. This number consists of sixty-nine¹⁰ secondary books (73%); twelve primary texts (13%); and thirteen infant level texts (14%).

The CAC's sample of 94 books indicated an average price increase of 12% islandwide over the period 2013 – 2014, exceeding the overall increase recorded last reporting period by 2 percentage points. The CAC notes that the Statistical Institute of Jamaica recorded an inflation rate of 9% for the survey period, that is, July 2013 – July 2014.¹¹

Figure 2 shows the trends in average price increases since 2003. It reveals a reversal of the four year trend where the price change was below the inflation rate for the same period.

Figure 2 showing islandwide textbook average price movements between 2003 and 2014 alongside inflation



⁹ 94 common texts between 2013/14 were selected for comparison but comparative data was only available for 90 texts.

¹⁰ Comparative data was not available for four (4) secondary level texts that were common between 2013 and 2014

¹¹ Inflation rate for the period July 2013 – July 2014 (Source: STATIN)

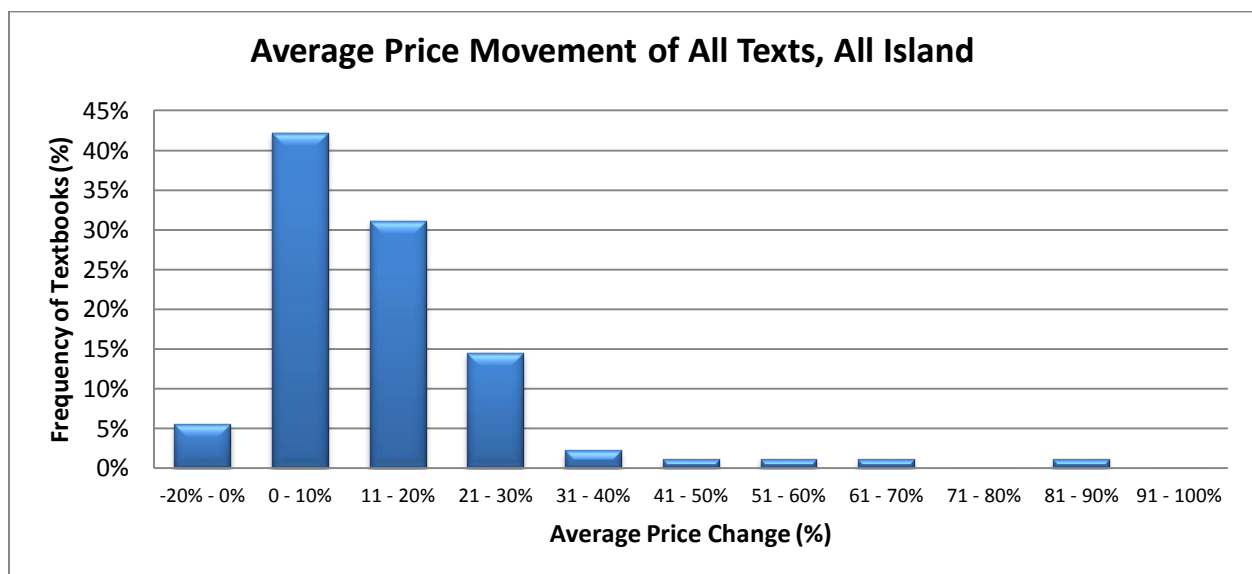
The **highest average price movement** islandwide over 2013 prices was an **85%** increase (from J\$2,414.50 to J\$4,456.67) in the price of the secondary level text: *MASTERING WORLD RELIGIONS (Palgrave Master Series) by Ray Colledge*. The **most significant price reduction** was **16%**, recorded by the secondary level text: *ADVANCED SPANISH VOCABULARY (Second Edition) by Isabel Melero Orta*.

The average price movement within the Greater KMA over 2013 prices was an overall increase of thirteen percent (13%). This was 2 percentage points above the previous survey period, where this figure was 11%

The average price movement within Other Urban Centers over 2013 prices was twelve percent (12%). This was 4 percentage points higher than in the previous survey period where this figure was 8%.

Figure 3 shows that the average price of the majority (66 or 73%) of all texts island-wide increased between 1 – 20%, with the largest number of texts (42%) recording price increases between 1 and 10%.

Figure 3 showing islandwide textbook price movements between 2013 and 2014



It was noted that there were reductions in the average prices of four secondary level texts (4%). This may be attributed to the fact that certain of the texts were residual stock from previous years.

Amongst the secondary texts islandwide, an average price change observed was an increase of 16%; the average price increase recorded amongst primary and infant level texts islandwide was an increase of 4%.

Table 16 summarizes the island wide price movements of the comparable texts, by level: secondary, primary and infant.

Table 16 Islandwide Price Movement Percentiles by Level, 2013 - 2014

	SECONDARY LEVEL TEXTS		PRIMARY LEVEL TEXTS		INFANT LEVEL TEXTS		ALL TEXTS	TOTAL % INCREASE
PERCENTAGE PRICE MOVEMENT	NUMBER OF BOOKS OBSERVED	PERCENTAGE OF SAMPLE	NUMBER OF BOOKS OBSERVED	PERCENTAGE OF SAMPLE	NUMBER OF BOOKS OBSERVED	PERCENTAGE OF SAMPLE	NUMBER OF BOOKS OBSERVED	PERCENTAGE OF SAMPLE
-20 - 0%	5	8%	0	0%	0	0%	5	6%
1 - 10%	13	20%	12	100%	13	100%	38	42%
11 - 20%	28	43%	0	0%	0%	0%	28	31%
21 - 30%	13	20%	0	0%	0%	0%	13	14%
31 - 40%	2	3%	0	0%	0%	0%	2	2%
41 - 50%	1	2%	0	0%	0%	0%	1	1%
51 - 60%	1	2%	0	0%	0%	0%	1	1%
61 - 70%	1	2%	0	0%	0%	0%	1	1%
71 - 80%	0	0%	0	0%	0%	0%	0	0%
81 - 90%	1	2%	0	0%	0%	0%	1	1%
91 - 100%	0	0%	0	0%	0%	0%	0	0%
TOTAL	65	100%	12	100%	13	100%	90	100%
% OF TOTAL	94%		100%		100%		96%	

* No comparative data for four (4) secondary level text: ACCOUNTING PRINCIPLES (Eleventh Edition) by Jerry J. Weygandt, Paul D. Kimmel and Donald E. Kieso; ECONOMICS: PRINCIPLES AND POLICY (Twelfth Edition) by W.J. Baumol and A.S. Blinder; TECHNICAL DRAWING FOR GCE AND CSE (METRIC EDITION) by J.N. Green; and METALWORK THEORY BOOK 1 (Metric Edition) by P. F. Lye

Seven¹² (7%) of the 94 texts compared against 2013 prices were revised in some way. While the price changes ranged from 1 – 55%, the average increase amongst all revised texts islandwide was 25%. These revisions included adjusted titles, ISBNs and updated editions.

A few notable highlights were observed. These are as follows:

- Amongst texts that had been revised as at 2013 (3 texts of 7 or 43%), the average price movement ranged from 7% to 55%, the former being recorded by

¹² Secondary level texts

OXFORD SCHOOL DICTIONARY (In Colour, Easy to Use) Oxford Dictionaries and the latter in the range was recorded by *SOCIOLOGY, THEMES AND PERSPECTIVES (Eighth Edition)* by Michael Haralambos & Martin Holborn. Consequently, the overall average price increase recorded amongst texts with new editions was 33%.

- The remaining texts (4 or 57%) had been reprinted and had changes to their ISBNs. The average price movement amongst these texts ranged from 1 to 29%, making the overall average price increase amongst texts with revisions to ISBNs 18%.

See Appendix II for more details.

3.2.2 Greater KMA

Figure 4 and Table 17 show the 2013/2014 price movement percentiles in the 'Other Urban Centers' of Jamaica.

Figure 4 showing the price movement of textbooks within the 'Other Urban Centers'

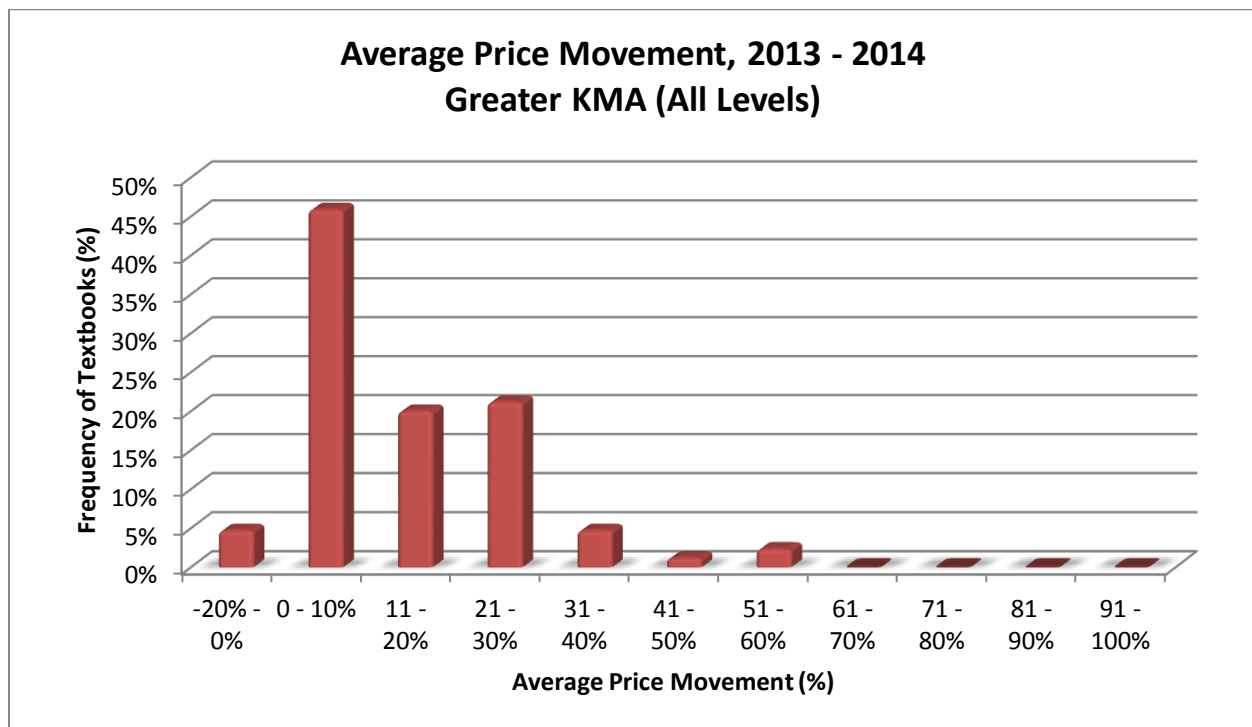


Table 17 summarizes the Greater KMA average price movements of the comparable texts by level.

Table 17 Greater KMA Price Movement Percentiles by Level, 2013 vs 2014

	SECONDARY LEVEL TEXTS		PRIMARY LEVEL TEXTS		INFANT LEVEL TEXTS		ALL TEXTS	TOTAL % INCREASE
PERCENTAGE PRICE MOVEMENT	NUMBER OF BOOKS OBSERVED	PERCENTAGE OF SAMPLE	NUMBER OF BOOKS OBSERVED	PERCENTAGE OF SAMPLE	NUMBER OF BOOKS OBSERVED	PERCENTAGE OF SAMPLE	NUMBER OF BOOKS OBSERVED	PERCENTAGE OF SAMPLE
-6% - 0%	4	7%	0	0%	0	0%	4	5%
1 - 10%	14	23%	12	100%	13	100%	39	46%
11 - 20%	17	28%	0	0%	0%	0%	17	20%
21 - 30%	18	30%	0	0%	0%	0%	18	21%
31 - 40%	4	7%	0	0%	0%	0%	4	5%
41 - 50%	1	2%	0	0%	0%	0%	1	1%
51 - 60%	2	3%	0	0%	0%	0%	2	2%
61 - 70%	0	0%	0	0%	0%	0%	0	0%
71 - 80%	0	0%	0	0%	0%	0%	0	0%
81 - 90%	0	0%	0	0%	0%	0%	0	0%
91 - 100%	0	0%	0	0%	0%	0%	0	0%
TOTAL	60	100%	12	100%	13	100%	85	100%
% OF TOTAL	87%		100%		100%		90%	

Comparative data was available for eighty-five (85) books: sixty (71%) secondary level texts; twelve (14%) primary level texts and thirteen (15%) for 2014 against 2013.

The Following texts were neither available in 2013 nor 2014:

- ACCOUNTING PRINCIPLES (Eleventh Edition) by Jerry J. Weygandt, Paul D. Kimmel and Donald E. Kieso.

The following texts were available in 2013 but were not available in 2014:

- ADVANCED SPANISH VOCABULARY (Second Edition) by Isabel Melero Orta;
- ECONOMICS: PRINCIPLES AND POLICY (Twelfth Edition) by W.J. Baumol and A.S. Blinder;
- TECHNICAL DRAWING FOR GCE AND CSE (METRIC EDITION) by J.N. Green;
- CARIBBEAN AGRICULTURAL SCIENCE BOOK 1 (Second Edition) by A. I. Henry; and
- METALWORK THEORY BOOK 1 (Metric Edition) by P. F. Lye (Pamphlet).

The following texts were available in 2014 but were not available in 2013:

- BASIC NEEDLEWORK - (Fifth Edition) (Metric) by Winefride M. Bull;
- MASTERING WORLD RELIGIONS (Palgrave Master Series) by Ray Colledge; and
- THE BIBLE (REVISED STANDARD VERSION) Published by the Bible Society.

Notable observations indicate that:

- **While the overall average price increase over last year within the Greater KMA was 13%, the average price increase recorded amongst secondary primary, and infant level books was 17%, 5% and 3% respectively.**
- A cumulative total of 4% of all texts within the Greater KMA region recorded average price reductions between 0.1% and 6%.
- A cumulative total of 51% of secondary texts, 100% of both primary and infant level books within the Greater KMA showed increases between 1 and 20%. **Of these, 23% of Secondary level books and 100% of both primary and infant level books recorded increases within the 1 – 10% percentile.**
- The majority of texts (70%) - all secondary level texts - recorded average price increases within 22% - 57%. Of these, 30% or eighteen secondary texts recorded increases within the 21 – 30% percentile.
- Seven secondary level texts (12%) recorded increases between 30% and 60%. These books are as follows:

	BOOKS	LEVEL OF INCREASE
i.	COLLINS SPANISH DICTIONARY AND GRAMMAR (New Edition)	— J\$1,052.50 or 57%
ii.	SOCIOLOGY, THEMES AND PERSPECTIVES (Eighth Edition) by Michael Haralambos & Martin Holborn	— J\$2,936.75 or 55%
iii.	SUNSONG 2 (Revised Edition) by Pamela Mordecai, Edited by Grace Walker Gordon	— J\$560.63 or 42%
iv.	METALWORK TECHNOLOGY (Metric Edition) by G.H. Thomas	— J\$1,134.33 or 36%
v.	BIOLOGY FOR CXC (New Edition) by M.B.V. Roberts and J. Mitchelmore	— J\$994.33 or 34%
vi.	JULIUS CAESAR by William Shakespeare	— J\$398.50 or 32%

BOOKS

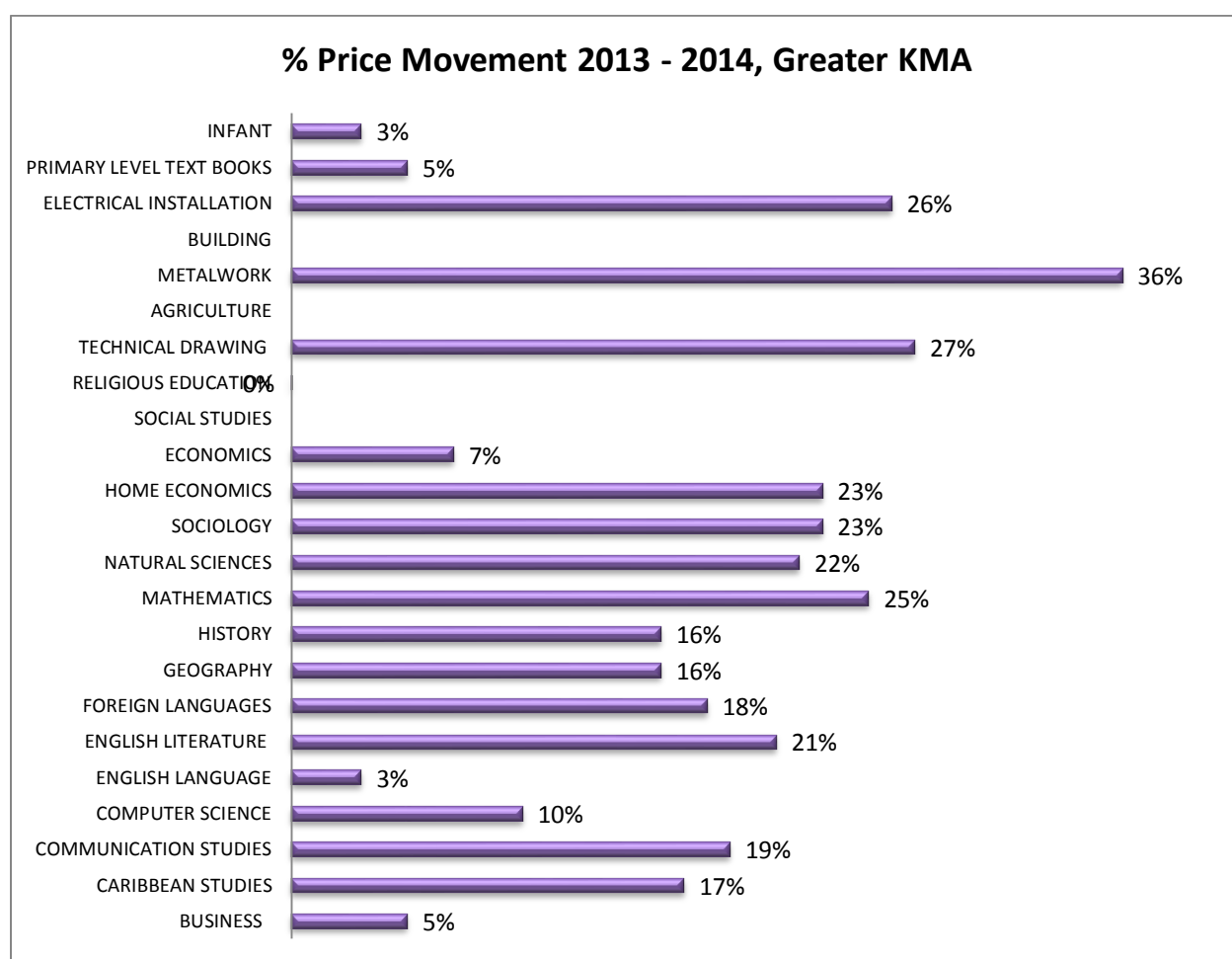
LEVEL OF INCREASE

- vii. LEST YOU FORGET - A STUDY AND REVISION GUIDE SERIES FOR CXC CARIBBEAN HISTORY: RESISTANCE AND REVOLT by Doris Hamilton-Willie

— J\$309.52 or 30.3%

With respect to subject areas, notable highlights for secondary texts in the Greater KMA (See Figure 5), the following was observed:

Figure 5 showing average price movements of textbooks in the Greater KMA by subject areas surveyed



- The average price movement recorded within one subject area was a net reduction: Religious Education (-4%).

- The subject areas Metal Work (36%), Technical Drawing (27%), Electrical Installation (26%), Mathematics (25%), Sociology and Home Economics (23%), Natural Sciences (22) and English Literature (21%) recorded the highest net increases with respect to average price movement over last year.
- The subject area Communication Studies (19%), Foreign Languages (18%), Caribbean Studies (17%), Geography and History (16%) recorded the second highest net increases with respect to average price movement over last year.
- All other subject areas recorded net average price increases ranging between 3 and 10 percent.

3.2.3 Other Urban Centers:

Comparative data was available for eighty-seven: sixty-two (71%) secondary texts, twelve (14%) primary texts and thirteen (15%) infant texts for 2014 against 2013. **The overall average price increase for textbooks in the 'Other Urban Centers' of Jamaica was 12%.** This marks a 4 percentage point increase over 2013, where average prices had increased by 8%.

The average price increase recorded amongst secondary, primary and infant level books in Other Urban Centers was 15%, 4% and 5% respectively.

The Following texts were neither available in 2013 nor 2014:

- ACCOUNTING PRINCIPLES (Eleventh Edition) by Jerry J. Weygandt, Paul D. Kimmel and Donald E. Kieso.
- ADVANCED LEVEL FRENCH VOCABULARY (Second Edition) by Philip Horsfall
- ECONOMICS: PRINCIPLES AND POLICY (Twelfth Edition) by W.J. Baumol and A.S. Blinder;

The following texts were available in 2013 but were not available in 2014:

- MASTERING WORLD RELIGIONS (Palgrave Master Series) by Ray Colledge;
- TECHNICAL DRAWING FOR GCE AND CSE (METRIC EDITION) by J.N. Green; and
- METALWORK THEORY BOOK 1 (Metric Edition) by P. F. Lye (Pamphlet).

Figure 6 and Table 18 show the 2013/2014 price movement percentiles in the 'Other Urban Centers' of Jamaica.

Figure 6 showing the price movement of textbooks within the 'Other Urban Centers'

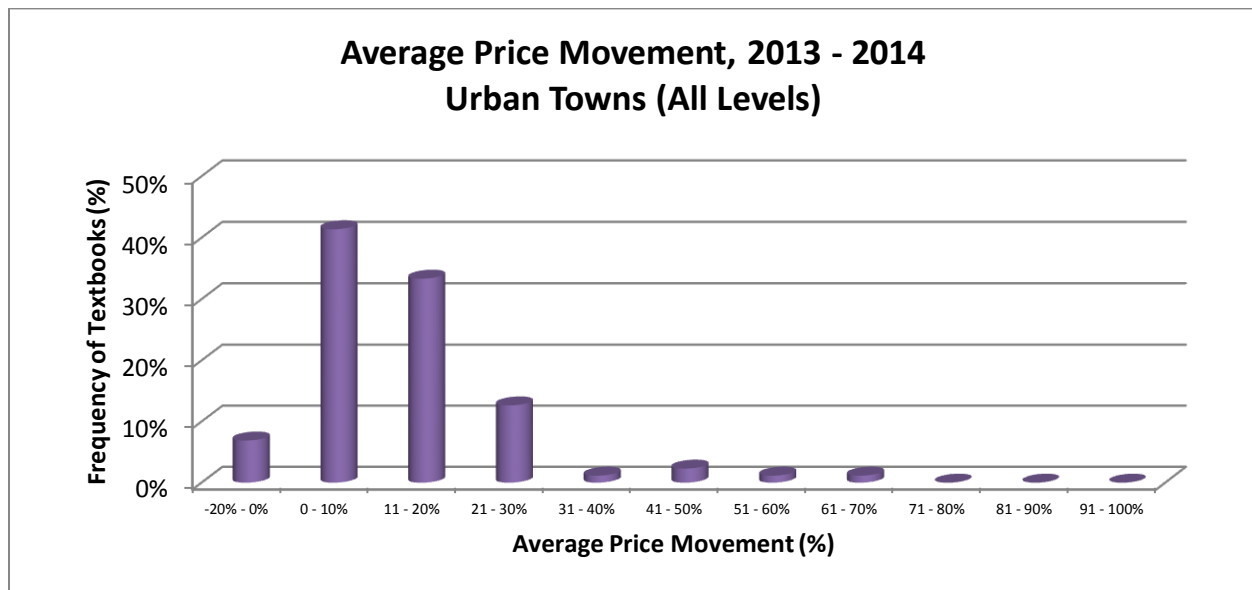


Figure 6 shows that 75% (65 of the 87 books compared) of the sample of books compared in 2014 with 2013 prices had price increases between 1% and 20%.

Table 18 Other Urban Centres Price Movement Percentiles by Level, 2013 vs 2014

	SECONDARY LEVEL TEXTS		PRIMARY LEVEL TEXTS		INFANT LEVEL TEXTS		ALL TEXTS	TOTAL % INCREASE
PERCENTAGE PRICE MOVEMENT	NUMBER OF BOOKS OBSERVED	PERCENTAGE OF SAMPLE	NUMBER OF BOOKS OBSERVED	PERCENTAGE OF SAMPLE	NUMBER OF BOOKS OBSERVED	PERCENTAGE OF SAMPLE	NUMBER OF BOOKS OBSERVED	PERCENTAGE OF SAMPLE
-15% - 0%	6	10%	0	0%	0	0%	6	7%
1 - 10%	12	19%	11	92%	13	100%	36	41%
11 - 20%	28	45%	1	8%	0%	0%	29	33%
21 - 30%	11	18%	0	0%	0%	0%	11	13%
31 - 40%	1	2%	0	0%	0%	0%	1	1%
41 - 50%	2	3%	0	0%	0%	0%	2	2%
51 - 60%	1	2%	0	0%	0%	0%	1	1%
61 - 70%	1	2%	0	0%	0%	0%	1	1%
71 - 80%	0	0%	0	0%	0%	0%	0	0%
81 - 90%	0	0%	0	0%	0%	0%	0	0%
91 - 100%	0	0%	0	0%	0%	0%	0	0%
TOTAL	62	100%	12	100%	13	100%	87	100%
% OF TOTAL	90%		100%		100%		93%	

Table 18 indicated the following notable highlights:

- Six percent (6%) of the books had price reductions between 1% and 15%. One percent of the books compared had negligible price changes between 2013 and 2014
- One text recorded a significant reduction in its average price: STP MATHEMATICS FOR JAMAICA GRADE 9 WORKBOOK by S. Chandler and E. Smith recorded a 15% decline in its 2014 average price when compared to 2013.
- Nineteen percent (19%) of secondary level books and 92% of primary and 100% of infant level books recorded increases within the 1 – 10% percentile.
- **The majority of secondary level texts (63%) recorded increases between 11 – 30% percentiles.**
- A minimum number of books (6% of secondary level texts only) recorded average price increases within 39% - 62%. These books are as follows:

BOOKS	LEVEL OF INCREASE
i. CARIBBEAN AGRICULTURAL SCIENCE BOOK 1 (Second Edition) by A. I. Henry	— J\$1,038.00 or 62%
ii. SOCIOLOGY, THEMES AND PERSPECTIVES (Eighth Edition) by Michael Haralambos & Martin Holborn	— J\$3,051.67 or 53%
iii. ELECTRICAL INSTALLATION: THEORY & PRACTICE (Third Edition) by E.L. Donnelly	— J\$1,257.83 or 48%
iv. NEEDLEWORK FOR SCHOOLS (Second Edition) by Melita M. Neal, Editorial Advisors Claudia A. Brown-Wilson and Lileth Edwards	— J\$881.50 or 41%
v. BIOLOGY FOR CXC (New Edition) by M.B.V. Roberts and J.Mitchelmore	— J\$784.50 or 39%

In terms of subject areas, notable highlights for secondary texts in the Other Urban Centers were (see Figures 7 & 8):

- The subject areas Agriculture (62%), Electrical Installation (48%), Sociology (22%) and Communication Studies (21%) recorded the highest net increase with respect to average price movement over last year.
- The second highest net average price increases were observed in the subject areas Home Economics (19%), History (18%), Computer Science and English Literature (17%), Natural Sciences (16%), Business and Technical Drawing (14%), Foreign Languages (13%), Caribbean Studies and Religious Education (11%).
- All other subject areas recorded net average price increases ranging between 3 and 10 percent.

Figure 7 showing the percentage price movement by subject areas in ‘Other Towns’

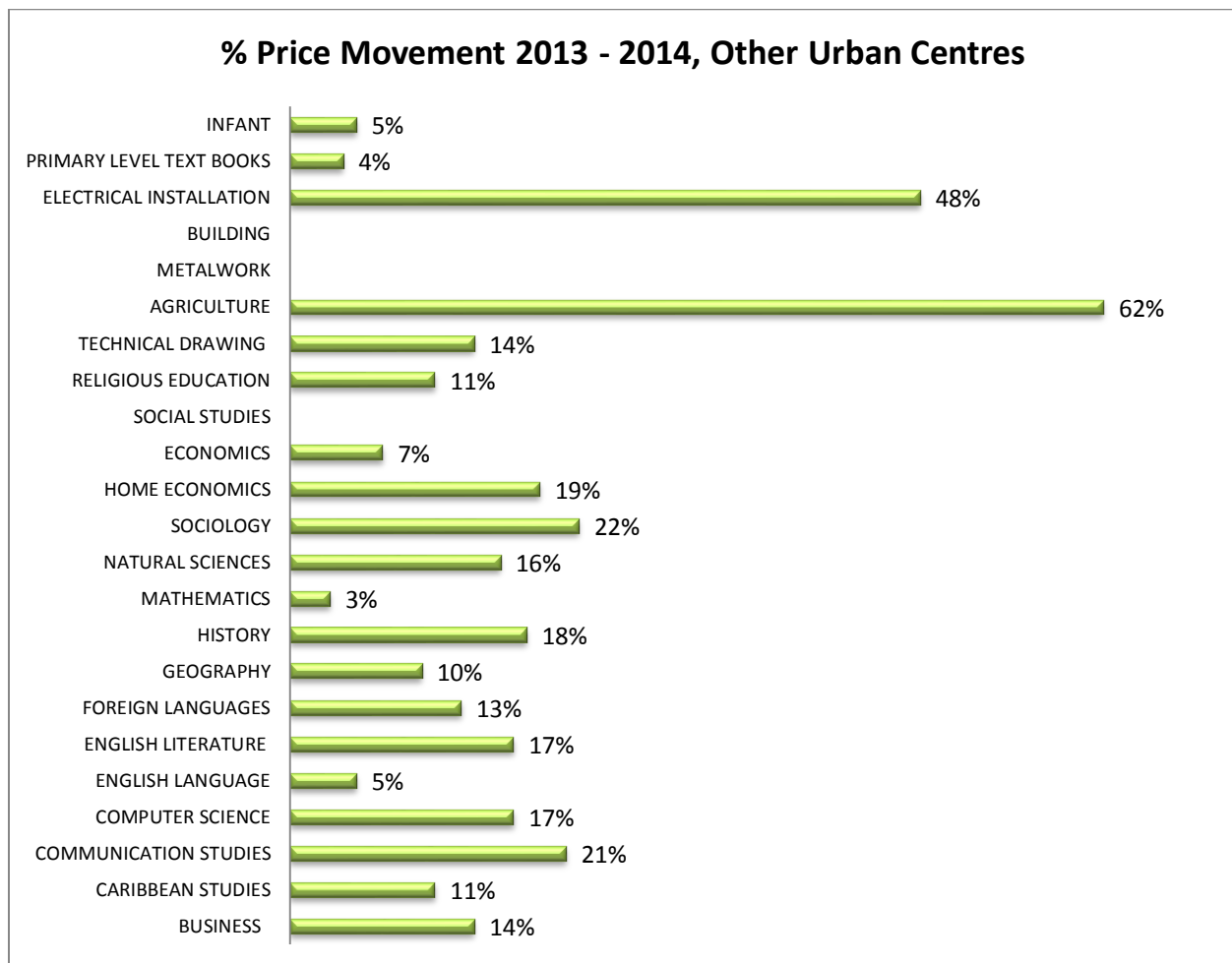
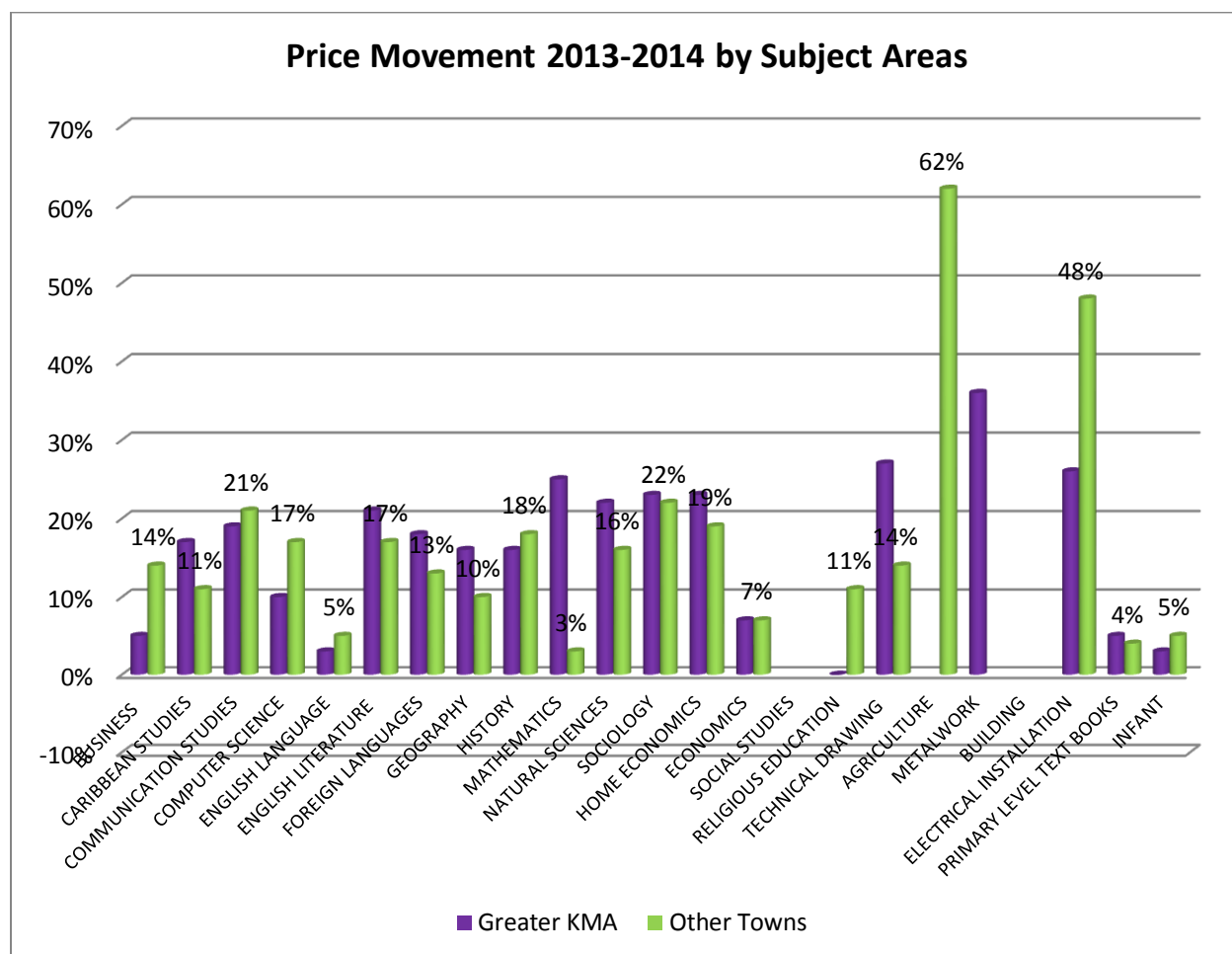


Figure 8 showing the percentage price movements by subject areas



3.3 Comparison with the previous year (2013) – Availability

The availability of books across 2013 and 2014 was compared. Results show that, **island wide, the availability of comparable texts increased 3%; in the Greater KMR the availability decreased by 17%, but in other Urban Towns it increased 37%. Island wide, 55 books experienced increases in availability, compared to 76 in the Greater KMR and 20 in the Other Urban Towns.** Table 19 displays the books which experienced the greatest increases and decreases, as well as those books which were not observed during the 2014 survey.

Table 19 Comparison of Availability, 2013 - 2014

	Island wide	Greater KMR	Other urban towns
Average change	+3%	-17%	+37%
Number of books that decreased	55	76	20
Book that decreased most (%)	ADVANCED LEVEL FRENCH VOCABULARY (Second Edition) by Philip Horsfall (-65%) SOCIOLOGY, THEMES AND PERSPECTIVES (Eighth Edition) by Michael Haralambos & Martin Holborn (-65%)	THE NEW INTEGRATED APPROACH LANGUAGE ARTS WORKBOOK 4 (Age 9 years) by L. Pinnock, R.A. Blair and M. Sayers-Johnson (-90%)	GEOMETRIC AND ENGINEERING DRAWING (Third Edition) by Ken Morling (-73%)
How many books increased	36	22	71
Book that increased the most (% increase)	THE LION AND THE JEWEL by Wole Soyinka (218%)	THE LION AND THE JEWEL by Wole Soyinka (218%)	BUSINESS STUDIES (Fourth Edition) by Dave Hall, Rob Jones, Carlo Raffo, Alain Anderton (Edited by T. Chambers and D. Gray) (643%)
Unavailable in 2014	METALWORK THEORY BOOK 1 (Metric Edition) by P. F. Lye (Pamphlet) TECHNICAL DRAWING FOR GCE AND CSE (METRIC EDITION) by J.N. Green ECONOMICS: PRINCIPLES AND POLICY (Twelfth Edition) by W.J. Baumol and A.S. Blinder	ADVANCED SPANISH VOCABULARY (Second Edition) by Isabel Melero Orta BASIC NEEDLEWORK - (Fifth Edition) (Metric) by Winefride M. Bull ECONOMICS: PRINCIPLES AND POLICY (Twelfth Edition) by W.J. Baumol and A.S. Blinder	MASTERING WORLD RELIGIONS (Palgrave Master Series) by Ray Colledge TECHNICAL DRAWING FOR GCE AND CSE (METRIC EDITION) by J.N. Green METALWORK THEORY BOOK 1 (Metric Edition) by P. F. Lye (Pamphlet)

	Island wide	Greater KMR	Other urban towns
		<p>TECHNICAL DRAWING FOR GCE AND CSE (METRIC EDITION) by J.N. Green</p> <p>CARIBBEAN AGRICULTURAL SCIENCE BOOK 1 (Second Edition) by A. I. Henry</p> <p>METALWORK THEORY BOOK 1 (Metric Edition) by P. F. Lye (Pamphlet)</p>	

4.0 CONCLUSION

The Annual School Textbook Survey was conducted this year with great anticipation due to several key factors. Firstly, the depreciation in the value of the Jamaica dollar which would have some impact on pricing and availability of textbooks. Secondly, the policy directive from the Ministry of Education. Thirdly, this was the first year that comparative analysis on infant texts was conducted.

There were notable findings this year. The average increase in prices islandwide was 12% compared with 10% in the last survey period. **The CAC notes that the Statistical Institute of Jamaica recorded an inflation rate of 9% for the survey period, that is, July 2013 – July 2014.**

The average price movement within the Greater KMA over 2013 prices was an overall increase of thirteen percent (13%). This was 2 percentage points above the previous survey period, where this figure was 11%.

The average price movement within Other Urban Centers over 2013 prices was twelve percent (12%). This was 4 percentage points higher than in the previous survey period where this figure was 8%.

The general trend found in terms of pricing was that across the island, Infant and Primary level textbooks were found to be more competitively priced while secondary level books continued to lag behind and were less competitively priced. Secondary level texts also tended to attract higher rates of increase when compared with their primary and infant counterparts, for instance amongst the secondary texts islandwide, an average price change observed was an increase of 15%; the average price increase recorded amongst primary and infant level texts were 4% and 5% respectively. This may arguably, be in consumers' favour, with respect to parents being able to access educational materials for the development of their children in their foundation years.

With respect to availability of books, similar to the last survey period infant level texts displayed the highest availability rates (86%) islandwide when compared with primary (51%) and secondary (42%) level texts.

Seven (7%) of the 94 texts compared against 2013 prices were revised in some way compared to 20% in 2013. The average increase amongst all revised texts islandwide in the current survey period was 25%.

Unlike in the last survey when the CAC had 70 books for comparative analysis, this year 94 were available – an increase of 24 comparative texts or by 34%.

The CAC has significantly improved the scope of the survey this year with the hope that the Commission can provide more useful information for parents as they engage in the education of their children and by extension, the nation's youth. The CAC considers textbooks and other back to school articles as critical consumer items, and where increases have occurred, the CAC can only attribute these to economic changes and in some instances, revisions in text. The CAC is cognizant that developments in technology and policy changes are affecting the relevance of its surveys and the ways in which information is captured and disseminated to consumers and is taking all the precautions which are in the best interest of consumers. In this regard, the Commission has provided some recommendations based on the survey findings so that the information will be more beneficial to consumers.

5.0 RECOMMENDATIONS

Based on the findings, CAC is making the following recommendations to parents, teachers, schools, book stores, publishers and policy makers:

Parents and Teachers

- Parents should follow the approved list endorsed by the Ministry of Education (MoE).
- Parents & guardians should access the National Textbook Rental Scheme operated by the MoE at the secondary level and encourage their children to care the books and return them to the system to be used by future students.
- Parents should take advantage of the price decreases/ sales or discounts whenever these are available. Care must however be taken to ask if books are under revision to ensure that the most current edition of the book is purchased.
- Parents should save and care textbooks for future sale or use by siblings
- Parents should also ensure that they purchase the correct text book outlined on their child's book list.
- At the same time, the Commission is encouraging schools to list only textbooks that are essential and will be utilized by teachers and, where possible, facilitate students who have older editions of prescribed texts.
- Consumers are advised to explore the limited alternatives available to them, some of which include
 - Purchasing books from certain outlets which offer used texts which are in fairly good condition and which are sold at a lower price than the new ones.
 - Purchasing e-copies of textbooks online, where available.
 - Purchasing new or used books online where this option works out lower

Bookstores

- Schools and bookstores should provide greater assistance to parents regarding updated editions and authors to ensure that parent purchase the correct books.
- Bookstores should be discouraged from selling old stock at the current stock price¹³.
- Entrepreneurs are encouraged to look at the feasibility of investing in the sale and distribution of used books as a viable alternative to local consumers.

¹³ Though some bookstores have noted that it is a common business practice to re-price old stock at current prices to cover the replacement cost; some bookstores have been able to absorb that cost and keep the books at the old stock prices. The CAC acknowledges these bookstores and encourages others to do likewise.

Schools

- Schools should adopt more strategies geared towards addressing affordability. This could include raising awareness of, and pursue cost saving strategies on a wider scale such as:
 - Used textbooks
 - Digital textbooks
 - Individual chapters
 - Library checkout
 - Purchasing from stores in bulk on behalf of students or providing students with electronic access to books by purchasing distribution rights from the publishers
- Schools should also ensure that the books that parents purchased are used by the teachers
- Schools should take the necessary steps to get approval from the relevant authorities to ensure their ability to make copies of texts for educational purposes

Policy Makers

- Greater effort could be made to provide closer supervision of the booklists developed by schools.
- Greater effort could be made where possible to assist students which have older edition of texts to still be able to use such texts to cover the basic course material

Publishers

- Conduct surveys to ascertain students preference regarding book format e.g. whether digital versus print based books, and cater to the needs of students accordingly.
- Conduct more surveys to ascertain which books are most frequently used by teachers and publish accordingly.

APPENDIX I

List of Books Surveyed

NO.	SUBJECT AREAS	TITLE OF BOOK AND AUTHOR	ISBN
1	BUSINESS	ACCOUNTING PRINCIPLES (Eleventh Edition) by Jerry J. Weygandt , Paul D. Kimmel and Donald E. Kieso	978-1118130032
2	BUSINESS	BUSINESS STUDIES (Fourth Edition) by Dave Hall, Rob Jones, Carlo Raffo, Alain Anderton (Edited by T. Chambers and D. Gray)	978-1405892315
3	BUSINESS	MANAGEMENT OF BUSINESS FOR CAPE, UNIT 1 by Peter Stimpson and Kathleen Singh	978-0521696999
4	CARIBBEAN STUDIES	CARIBBEAN STUDIES FOR CAPE EXAMINATIONS (An Interdisciplinary Approach) by Jenifer Mohammed	978-1405062978
5	COMMUNICATION STUDIES	COMMUNICATION STUDIES FOR CAPE EXAMINATIONS by V. Simon and S. Osbourne	978-1405079761
6	COMPUTER SCIENCE	ELECTRONIC DOCUMENT PREPARATION AND MANAGEMENT FOR CSEC EXAMINATIONS (SBA Chapter) (Includes Interactive CD ROM) by Howard Campbell and Olivene Bogle-Graham (Series editor: Dr. Mike Taylor)	978-0230429123
7	ENGLISH LANGUAGE	GRAMMAR & COMPOSITION BOOK 3 - A Merrill Shultext Series	978-0675046688
8	ENGLISH LANGUAGE	DEVELOPING PROFICIENCY IN C.X.C. ENGLISH A - PAPER 1 MULTIPLE CHOICE by Roy Narinesingh	978-9769535251
9	ENGLISH LANGUAGE	WRITING IN ENGLISH: A COURSE BOOK FOR CARIBBEAN STUDENTS (Second Edition) by Hazel Simmons-McDonald, Linda Fields and Peter Roberts	978-9766373696
10	ENGLISH LANGUAGE	THE POCKET OXFORD ENGLISH DICTIONARY (Eleventh Edition) Edited by Maurice Waite	978-0199666157
11	ENGLISH LANGUAGE	OXFORD SCHOOL DICTIONARY (In Colour, Easy to Use) Oxford Dictionaries	978-0192756930
12	ENGLISH LANGUAGE	OXFORD STUDENT\`S THESAURUS	978-0199116522
13	ENGLISH LITERATURE	THE LION AND THE JEWEL by Wole Soyinka	NONE
14	ENGLISH LITERATURE	FRAGIPANI HOUSE by Beryl Gilroy	NONE
15	ENGLISH LITERATURE	A COW CALLED BOY by C. Everard Palmer	NONE
16	ENGLISH LITERATURE	THE YOUNG WARRIORS by V.S. Reid	NONE
17	ENGLISH LITERATURE	MACBETH by William Shakespeare	NONE
18	ENGLISH LITERATURE	A WORLD OF POETRY FOR CXC (New Edition) Edited by Mark McWatt and Hazel Simmons-McDonald	978-0435988012
19	ENGLISH LITERATURE	SUNSONG 1 by Pamela Mordecai, Edited by	978-0582765559

NO.	SUBJECT AREAS	TITLE OF BOOK AND AUTHOR	ISBN
		Grace Walker Gordon	
20	ENGLISH LITERATURE	SUNSONG 2 (Revised Edition) by Pamela Mordecai, Edited by Grace Walker Gordon	978-0582089136
21	ENGLISH LITERATURE	A WORLD OF PROSE FOR CSEC (New Edition) Edited by David Williams and Hazel Simmonds-McDonald	978-0435987985
22	ENGLISH LITERATURE	OLD STORY TIME (CSEC Student Edition) by Trevor Rhone	NONE
23	ENGLISH LITERATURE	JULIUS CAESAR by William Shakespeare	NONE
24	ENGLISH LITERATURE	CARLONG ENGLISH B FOR CSEC WITH STUDY GUIDE & EXERCISES (Second Edition) (Interactive CD ROM) (2012-2017 Exams) by Keith Noel, Carol Hunter-Clarke, Sheilah Garcia-Bisnott	978-9766381080
25	ENGLISH LITERATURE	BITE IN 1 (New Edition) by Cecil Gray	978-0175663866
26	ENGLISH LITERATURE	MY FATHER, SUN-SUN JOHNSON by C. Everal Palmer	NONE
27	ENGLISH LITERATURE	FULL CIRCLE by C. Everal Palmer	NONE
28	ENGLISH LITERATURE	ROLL OF THUNDER, HEAR MY CRY by Mildred D. Taylor	NONE
29	ENGLISH LITERATURE	OF MICE AND MEN by John Steinbeck	978-0749717100
30	ENGLISH LITERATURE	BITE IN 2 (New Edition) by Cecil Gray	978-0175663873
31	ENGLISH LITERATURE	ANIMAL FARM by George Orwell	NONE
32	ENGLISH LITERATURE	GREEN DAYS BY THE RIVER by Michael Anthony	NONE
33	FOREIGN LANGUAGES	OXFORD SCHOOL FRENCH DICTIONARY (New Edition 2007) by Valerie Grundy and Nicholas Rollin	978-0192757050
34	FOREIGN LANGUAGES	DIME TANTO MAS WORKBOOK 4: SPANISH FOR CSEC EXAMINATIONS (Audio CD) by Sally Seetahal-Mohammed (Series Editor: Jeannette Allsopp) (New Revised 2007)	978-0230411999
35	FOREIGN LANGUAGES	VIVA! PRACTICE BOOK 2 (Second Edition) by Bartley, Moodie, et al	978-0582367791
36	FOREIGN LANGUAGES	CXC SPANISH COMPREHENSION PRACTICE PAPERS (Third Edition) by Helen Morris	978-0582337763
37	FOREIGN LANGUAGES	DIME WORKBOOK 1 SPANISH FOR CARIBBEAN SCHOOLS by Sally Seetahal-Mohammed (Series Editor: Jeannette Allsopp)	978-0333959404
38	FOREIGN LANGUAGES	DIME MUCHO WORKBOOK 2 SPANISH FOR CARIBBEAN SCHOOLS by Sally Seetahal-Mohammed (Series Editor: Jeannette Allsopp)	978-0333959411
39	FOREIGN LANGUAGES	ADVANCED LEVEL FRENCH VOCABULARY (Second Edition) by Philip Horsfall	978-0748757800
40	FOREIGN	ADVANCED SPANISH VOCABULARY (Second	978-0748757794

NO.	SUBJECT AREAS	TITLE OF BOOK AND AUTHOR	ISBN
	LANGUAGES	Edition) by Isabel Melero Orta	
41	FOREIGN LANGUAGES	OXFORD SCHOOL SPANISH DICTIONARY (New Edition) by Oxford Dictionaries	978-0192757067
42	FOREIGN LANGUAGES	COLLINS SPANISH DICTIONARY AND GRAMMAR (New Edition)	978-0007484362
43	GEOGRAPHY	SKILLS IN GEOGRAPHY IN SECONDARY SCHOOLS by V. A. Rahil	1114000001
44	GEOGRAPHY	LONGMAN CARIBBEAN SCHOOL ATLAS (Fourth Edition) For Social Studies, Geography & History by Mike Morrissey	978-1405865050
45	GEOGRAPHY	GEOGRAPHY - AN INTEGRATED APPROACH (Fourth Edition) by David Waugh	978-1408504079
46	GEOGRAPHY	ATLAS FOR CARIBBEAN EXAMINATIONS (Third Edition) (Free CD ROM Included) Editorial Advisor: Professor Mike Morrissey	978-1405849449
47	GEOGRAPHY	GEOGRAPHY WORKBOOK FOR CSEC by Deroll A Barrett	978-9768202864
48	HISTORY	CARIBBEAN FREEDOM: Economy and Society from Emancipation to the Present: A Student Reader Edited by Hillary Beckles and Verene Shepherd	978-0852557112
49	HISTORY	LEST YOU FORGET - A STUDY AND REVISION GUIDE SERIES FOR CXC CARIBBEAN HISTORY: RESISTANCE AND REVOLT by Doris Hamilton-Willie	978-9766060107
50	HISTORY	LEST YOU FORGET - A STUDY AND REVISION GUIDE SERIES FOR CXC CARIBBEAN HISTORY: MOVEMENT TO EMANCIPATION by Doris Hamilton-Willie	978-9766060077
51	HISTORY	LEST YOU FORGET - A STUDY AND REVISION GUIDE SERIES FOR CXC CARIBBEAN HISTORY: THE UNITED STATES IN THE CARIBBEAN by Doris Hamilton-Willie	978-9766060084
52	HISTORY	LEST YOU FORGET - A STUDY AND REVISION GUIDE SERIES FOR CXC CARIBBEAN HISTORY: CARIBBEAN ECONOMY AND SLAVERY by Doris Hamilton-Willie	978-9766060053
53	HISTORY	LEST YOU FORGET - A STUDY AND REVISION GUIDE SERIES FOR CXC CARIBBEAN HISTORY: MOVEMENT TOWARDS INDEPENDENCE AND REGIONAL INTEGRATION UP TO 1985 by Doris Hamilton-Willie	978-9766060060
54	HISTORY	LEST YOU FORGET - A STUDY AND REVISION GUIDE SERIES FOR CXC CARIBBEAN HISTORY: ADJUSTMENTS TO EMANCIPATION 1838-1876 -	9766060282 or 978-9766060282

NO.	SUBJECT AREAS	TITLE OF BOOK AND AUTHOR	ISBN
		Doris Hamilton-Willie	
55	MATHEMATICS	CORE MATHS FOR ADVANCED LEVEL (Third Edition) by Bostock and S. Chandler	978-0748755097
56	MATHEMATICS	STP MATHEMATICS FOR JAMAICA GRADE 9 WORKBOOK by S. Chandler and E. Smith	978-1408518045
57	NATURAL SCIENCE	BIOLOGY FOR CXC (New Edition) by M.B.V. Roberts and J. Mitchelmore	978-0175663064
58	NATURAL SCIENCE	BIOLOGY: A CONCISE REVISION COURSE FOR CSEC by Anne Tindale	978-0748737260
59	NATURAL SCIENCE	BIOLOGICAL SCIENCE 1 & 2 (Third Edition) by D. J. Taylor, N.P.O. Green, G.W. Stout, Edited by R. Soper	978-0521561785
60	NATURAL SCIENCE	ADVANCED PHYSICS (Fifth Edition) by Tom Duncan	978-0719576690
61	NATURAL SCIENCE	INTEGRATED SCIENCE FOR JAMAICA GRADE 8 WORKBOOK (Third Edition) by Tania Chung-Harris	978-0230023628
62	NATURAL SCIENCE	CHEMISTRY: A CONCISE REVISION COURSE FOR CSEC (Second Edition) by Anne Tindale	978-0748737253
63	NATURAL SCIENCE	CHEMISTRY IN CONTEXT (Sixth Edition) by Graham Hill & John Holman	978-1408514962
64	NATURAL SCIENCE	ENVIRONMENTAL SCIENCE 13th Edition (International Edition) - G. Tyler Miller Jnr. and Scott E. Spoolman	978-0495560227
65	SOCIOLOGY	CARIBBEAN SOCIOLOGY: INTRODUCTORY READINGS edited by Christine Barrow and Rhoda Reddock	978-9768123169 or 978-1558762763 or 978-0852552490
66	SOCIOLOGY	SOCIOLOGY FOR CARIBBEAN STUDENTS by Nasser Mustapha	978-9766373559
67	SOCIOLOGY	SOCIOLOGY, THEMES AND PERSPECTIVES (Eighth Edition) by Michael Haralambos & Martin Holborn	978-0007498826
68	HOME ECONOMICS	NEEDLEWORK FOR SCHOOLS (Second Edition) by Melita M. Neal, Editorial Advisors Claudia A. Brown-Wilson and Lileth Edwards	978-0748792696
69	HOME ECONOMICS	BASIC NEEDLEWORK - (Fifth Edition) (Metric) by Winefride M. Bull	978-0582330672 or 058233067X
70	ECONOMICS	ECONOMICS FOR CAPE by C. Bamford and N. Mohammed	978-0521701419
71	ECONOMICS	ECONOMICS: PRINCIPLES AND POLICY (Twelfth Edition) by W.J. Baumol and A.S. Blinder	978-0538453677
72	RELIGIOUS EDUCATION	NEW STEPS IN RELIGIOUS EDUCATION FOR THE CARIBBEAN BOOK 2 by Michael Keene	978-0748771523
73	RELIGIOUS	THE BIBLE (REVISED STANDARD VERSION)	978-0564091348

NO.	SUBJECT AREAS	TITLE OF BOOK AND AUTHOR	ISBN
	EDUCATION	Published by the Bible Society	
74	RELIGIOUS EDUCATION	MASTERING WORLD RELIGIONS (Palgrave Master Series) by Ray Colledge	978-0333681077
75	TECHNICAL DRAWING	TECHNICAL DRAWING FOR GCE AND CSE (METRIC EDITION) by J.N. Green	978-0003222982 or 0003222985
76	TECHNICAL DRAWING	GEOMETRIC AND ENGINEERING DRAWING (Third Edition) by Ken Morling	978-0415536196
77	AGRICULTURE	CARIBBEAN AGRICULTURAL SCIENCE BOOK 1 (Second Edition) by A. I. Henry	978-0333551974
78	AGRICULTURE	NEW EDITION AGRICULTURE FOR CSEC (Revision Course) by Sabaddeo Ragoonanan (Paperback)	978-9766481902
79	METAL WORK	METALWORK TECHNOLOGY (Metric Edition) by G.H. Thomas	978-0719526541
80	METAL WORK	METALWORK THEORY BOOK 1 (Metric Edition) by P. F. Lye (Pamphlet)	978-0174443131
81	ELECTRICAL INSTALLATION	ELECTRICAL INSTALLATION: THEORY & PRACTICE (Third Edition) by E.L. Donnelly	978-0174450740
82	PRIMARY LEVEL	GRADE 2 INTEGRATED MATHEMATICS WORKBOOK (Age 7 years) (Revised 2009) by M. Miles, C. Campbell, Maureen McLean and Lunett Fearon	978-9768237323
83	PRIMARY LEVEL	THE NEW INTEGRATED APPROACH LANGUAGE ARTS WORKBOOK 4 (Age 9 years) by L. Pinnock, R.A. Blair and M. Sayers-Johnson	978-9768218179
84	PRIMARY LEVEL	THE NEW INTEGRATED APPROACH MATHEMATICS WORKBOOK 4 (Age 9 years) by R.A. Blair, M. Sayers-Johnson and L. Pinnock	978-9768237262
85	PRIMARY LEVEL	THE NEW INTEGRATED APPROACH LANGUAGE ARTS WORKBOOK 5 (Age 10 years) by R. A. Blair, M. Sayers-Johnson and L. M. Pinnock	978-9768237286
86	PRIMARY LEVEL	THE NEW INTEGRATED APPROACH RELIGIOUS EDUCATION WORKBOOK 5 by C. Campbell and M. Miles	978-9768237156
87	PRIMARY LEVEL	THE NEW INTEGRATED GSAT MATHEMATICS WORKBOOK by L. Channer, V. Dixon and S. Jackson	978-9768218308
88	PRIMARY LEVEL	THE NEW INTEGRATED GSAT SCIENCE WORKBOOK by L. Channer and G. Hacker	978-9768218025
89	PRIMARY LEVEL	THE NEW INTEGRATED APPROACH RELIGIOUS EDUCATION WORKBOOK 4 by C. Campbell and M. Miles	978-9768237309
90	PRIMARY LEVEL	THE NEW INTEGRATED APPROACH RELIGIOUS EDUCATION WORKBOOK 6 by C. Campbell, M. Miles	978-9768218162 or 978-9768237293

NO.	SUBJECT AREAS	TITLE OF BOOK AND AUTHOR	ISBN
91	PRIMARY LEVEL	GRADE 1 INTEGRATED MATHEMATIC WORKBOOK (Age 6 years) by Maureen McLean, Lunett Fearon	978-9768237316
92	PRIMARY LEVEL	MACMILLAN PRIMARY INTEGRATED READING SCHEME FOR JAMAICA - REGGAE READERS 1 (Audio CD) by Louis Fidge and Sue Graves	978-0230725621
93	PRIMARY LEVEL	MACMILLAN PRIMARY INTEGRATED READING SCHEME FOR JAMAICA - REGGAE READERS 3 (Audio CD) by Louis Fidge and Sue Graves	978-0230725645
94	PRIMARY LEVEL	MACMILLAN PRIMARY INTEGRATED READING SCHEME FOR JAMAICA - REGGAE READERS WORKBOOK 3 by Louis Fidge	978-0230026247
95	PRIMARY LEVEL	CARLONG INTEGRATED ASSESSMENT PAPERS BOOK 4 - LANGUAGE ARTS (Age 4 years) by Hyacinth Bennett	978-9766380922
96	PRIMARY LEVEL	CARLONG INTEGRATED PRACTICE TESTS - (GSAT upper primary) Language Arts by Dorothy Noel	978-9766380977
97	PRIMARY LEVEL	CARLONG PRIMARY RELIGIOUS EDUCATION (Year 4) by Elizabeth Sherman et al.	978-9766381035
98	PRIMARY LEVEL	CARIBBEAN PRIMARY MATHEMATICS - BRIGHT SPARKS STUDENT'S BOOK 5 (Second Edition with Interactive CD-ROM)	978-0230429109
99	PRIMARY LEVEL	GATEWAY TO NUMERACY: CARLONG INTEGRATED ASSESSMENT PAPERS - MATHEMATICS BOOK 4 by Hyacinth Bennett	978-9766381073
100	PRIMARY LEVEL	GATEWAY TO NUMERACY: CARLONG INTEGRATED ASSESSMENT PAPERS - MATHEMATICS BOOK 2 by Hyacinth Bennett	978-9766381172
101	PRIMARY LEVEL	CARIBBEAN PRIMARY MATHEMATICS - BRIGHT SPARKS STUDENT'S BOOK 1 (Second Edition with Interactive CD-ROM)	978-0230421912
102	PRIMARY LEVEL	PRIMARY SCIENCE FOR THE CARIBBEAN BOOK 4 by Tony Russell	978-0748778041
103	PRIMARY LEVEL	PRIMARY SCIENCE: BRIGHT IDEAS JAMAICA: GRADE 5 WORKBOOK by David and Penny Glover	978-0230444003
104	PRIMARY LEVEL	PRIMARY SCIENCE FOR THE CARIBBEAN BOOK 5 by Tony Russell	978-0748778058
105	PRIMARY LEVEL	MACMILLAN JAMAICA PRIMARY SOCIAL STUDIES: OUR ISLAND NATION - GRADE 4 STUDENT'S BOOK 4 by E. Mantock, T. Fendall, C. Eastland	9780230031173
106	PRIMARY LEVEL	MACMILLAN JAMAICA PRIMARY SOCIAL STUDIES: OUR CARIBBEAN NEIGHBOURS GRADE 5 STUDENT'S BOOK 5	978-0230031180

NO.	SUBJECT AREAS	TITLE OF BOOK AND AUTHOR	ISBN
107	PRIMARY LEVEL	CARLONG INTEGRATED PRACTICE TESTS - SOCIAL STUDIES (GSAT upper primary) by P. Reynolds, Z. McLaren & D. Hines	978-9766381066
108	PRIMARY LEVEL	MACMILLAN JAMAICA PRIMARY SOCIAL STUDIES: LIFE ON PLANET EARTH - GRADE 6 STUDENT'S BOOK 6 by E. Mantock, T. Fendall & C. Eastland	978-0230031197
109	PRIMARY LEVEL	GRADE 1 INTEGRATED LANGUAGE ARTS WORKBOOK(Age 6 years) by Lunett Fearon (Paperback)	978-9768237002
110	PRIMARY LEVEL	Macmillan Primary Integrated Studies Language Arts Revision Guide (Grade 1-3) by June Mitchelmore	978-1405094221
111	PRIMARY LEVEL	CARIBBEAN PRIMARY MATHEMATICS - BRIGHT SPARKS WORKBOOK 6 by Laurie Sealy and Sandra More (Second Edition)	978-0230401259
112	PRIMARY LEVEL	Caribbean Primary Mathematics - Bright Sparks Workbook 3 by Laurie Sealy & Sandra Moore	978-0230401167
113	PRIMARY LEVEL	BURIED TREASURE AND OTHER STORIES Reader C- New Colour Edition (First Aid in English for the Caribbean- AN INTEGRATED APPROACH by Angus Maciver, Thelma Baker et al.	978-1444193633
114	PRIMARY LEVEL	CARLONG COMMUNICATION TASKS - AN INTEGRATED APPROACH (GSAT upper primary) by Sheila Gallow and P.L. Maxwell	978-9766380885
115	PRIMARY LEVEL	GRADE 2 INTEGRATED LANGUAGE ARTS WORKBOOK (Age 7 years) by Maureen McLean and Lunett Fearon	978-9768237057
116	INFANT LEVEL	RIGHT START INTEGRATED READER by Valrie Brown	978-9766106669
117	INFANT LEVEL	RIGHT START LANGUAGE ARTS INTEGRATED WORKBOOK by Valrie Brown	978-9766105303
118	INFANT LEVEL	RIGHT START MATHEMATICS INTEGRATED WORKBOOK by Valrie Brown	978-9766105297
119	INFANT LEVEL	INFANT INTEGRATED WORKBOOK - FUN WITH SOUNDS (Age 5 Years) by L. Fearon, R. Blair and M. McLean	978-9768237088
120	INFANT LEVEL	INFANT INTEGRATED WORKBOOK - FUN WITH NUMERALS (Age 5 Years) by L. Fearon, R. Blair and M. McLean	978-9768237095
121	INFANT LEVEL	INFANT INTEGRATED WORKBOOK - LEARNING THE SMART WAY WITH NUMERALS (Age 4 Years) by M. McLean, L. Fearon and R. Blair	978-9768237385
122	INFANT LEVEL	INFANT INTEGRATED WORKBOOK - LEARNING THE SMART WAY ABOUT MY COMMUNITY by	978-9768218353 or 978-9768237392

NO.	SUBJECT AREAS	TITLE OF BOOK AND AUTHOR	ISBN
		M. McLean, R. Blair, L. Fearon and R. Elliot	
123	INFANT LEVEL	INFANT INTEGRATED WORKBOOK - ALL AROUND US LETTERS AND SOUNDS by L. Fearon, R. Blair and M. McLean	978-9768237330
124	INFANT LEVEL	INFANT INTEGRATED WORKBOOK - ALL AROUND US SHAPES AND NUMERALS (Age 3 years) by M. McLean, L. Fearon and R. Blair	978-9768237354
125	INFANT LEVEL	LIVING IN MY ENVIRONMENT (Age 3 years) by M. McLean, L. Fearon and R. Blair	978-9768237200
126	INFANT LEVEL	INFANT INTEGRATED WORKBOOK - LEARNING THE SMART WAY WITH LETTERS AND SOUNDS by L. Fearon, M. Mclean, R. Blair, R. Elliot	978-9768237378
127	INFANT LEVEL	LIVING IN JAMAICA by M. McLean, R. Blair and L. Fearon	978-9768237484
128	INFANT LEVEL	LEARNING TO WRITE THE SMART WAY by M. McLean	978-9768237194

APPENDIX II

LIST OF REVISED TEXTBOOKS 2014 (Level of Revision shown)

SUBJECT AREAS	TITLE OF BOOK AND AUTHOR	ISBN				
			2013 AVERAGE PRICE	2014 AVERAGE PRICE	DIFFERENCE	% DIFFERENCE
ENGLISH LANGUAGE	OXFORD SCHOOL DICTIONARY (In Colour, Easy to Use) Oxford Dictionaries	978-0192756930	1,268.50	1,363.25	94.75	7%
FOREIGN LANGUAGES	COLLINS SPANISH DICTIONARY AND GRAMMAR (New Edition)	978-0007484362	1,828.13	2,498.46	670.34	37%
MATHEMATICS	STP MATHEMATICS FOR JAMAICA GRADE 9 WORKBOOK by S. Chandler and E. Smith	978-1408518045	1,208.23	1,221.75	13.52	1%
NATURAL SCIENCE	BIOLOGY FOR CXC (New Edition) by M.B.V. Roberts and J. Mitchelmore	978-0175663064	2,545.00	3,285.22	740.22	29%
SOCIOLOGY	SOCIOLOGY, THEMES AND PERSPECTIVES (Eighth Edition) by Michael Haralambos & Martin Holborn	978-0007498826	5,547.53	8,601.60	3,054.07	55%

SUBJECT AREAS	TITLE OF BOOK AND AUTHOR	ISBN				
			2013 AVERAGE PRICE	2014 AVERAGE PRICE	DIFFERENCE	% DIFFERENCE
RELIGIOUS EDUCATION	THE BIBLE (REVISED STANDARD VERSION) Published by the Bible Society	978056409134 8	995.00	1,171.64	176.64	18%
TECHNICAL DRAWING	GEOMETRIC AND ENGINEERING DRAWING (Third Edition) by Ken Morling	978- 0415536196	3,270.57	4,075.67	805.10	25%

APPENDIX III

LIST OF BOOKSTORES SCHEDULED FOR SURVEYED 2014

Kingston Metropolitan Region

Parish	Town	Bookstore	Address
Kingston	Down Town	Sangster's Bookstore	97 Harbour Street (101 Water Lane)
		Sangster's Bookstore	33 King Street
		Kingston Bookshop	70b King Street
		Kingston Bookshop	74 King Street
		Sangster's Bookstore	93 1/2 King Street
St. Andrew	Cross Roads	The Stationery & Educational Centre	9 Old Hope Road Kgn. 5
	Liguanea	Sangster's Bookshop	Sovereign Centre
		Readers Book Shop	Liguanea Plaza
		Kingston Bookshop	115 Hope Road Kgn. 6
	Papine	New Papine Pharmacy & Book Store	Chandos Place
	Hope Road	Cert Bookstore	33 ½ Hope Road
	Half-Way-Tree Area	Sangster's Bookstore	15 Constant Spring Rd. Mall Plaza
		Kingston Bookshop	Pavilion Mall
		Shadeed's Educational And Gen. Supplies	Premier Plaza
		Sangster's Bookshop	The Springs Plaza
		Kingston Bookshop	The Springs Plaza
		Bryan's Bookstore	The Springs Plaza
	Washington Boulevard	Kingston Bookshop	Boulevard Supercentre
	New Kingston	Sangster's Bookshop	Sagikor Shopping Centre, 28 Barbados Avenue
St. Catherine	Portmore	The Book & Stationery Place	Portmore Mall
		Sangster's Bookstore	Lot 8 Portmore Town Centre
		Ann-Sharr's Books & stationery Supplies	Shop 23b Cedar Crest Plaza
		Book Bibles 'N' More	Shop 138 Greater Portmore Centre
		Sangster's Bookstore	Portmore Pines Plaza
	Spanish Town	Angel's Bookstore	Angel Plaza
		Sangster's Bookstore	Sagikor Shopping Centre, Burke Road
		Shadeed's Educational & General Supplies	14 French Street.
		Economic Bookstore	4a Oxford Rd. Spanish Town.
		Kingston Bookshop	The Oasis Shopping Centre, Shop 6, March Pen Road

Other Towns

Parish	Town	Bookstore	Address
St. Catherine	Linstead	Edu-Tech Supply Centre,	56 King Street
		Linstead Book & Variety Store	40 King Street
		Mr. Biggs Bookshop	62 Fletchers Avenue
	Old Harbour	Turning Pages	Shop 4 Eastside Plaza
		Document Centre & Book Shop	Shop 25 , Gateway Plaza
Clarendon	May Pen	Sports & Book,	44 Main Street
		Young's Book Store,	27-29 Main Street
		Turning Pages	Shop 2, 6 Stork Street
		Book World Stationery & Computer Supplies	Shop 5, Silverspoon Plaza
		Winmar's Bookstore	Shop 1 Zela Plaza
Manchester	Christiana	Christiana Pharmacy & Bookstore,	Christiana
	Mandeville	Acorn Book Store,	Villa Plaza
		Mid-Island Educational Supplies,	Grove Court Shopping Centre Mandeville
		Bookland	Manchester Shopping Centre, Caledonia Road
		A-Z Bookstore	Shop 30 Mandeville Shopping Centre
		Coast To Coast Integrated Books	17 Caledonia Road
St. Elizabeth	Santa Cruz	Kaybee's Bookstore	Shop 11 Hayles Plaza
		L.C Books & Stationery Supplies	Santa Cruz
		A-Z Bookstore	Mid-Town Plaza Santa Cruz
		Arts 'N' Things Shop	1 Manifest Plaza, Santa Cruz
		Andjos Data Processing	15 Coke Drive
Westmoreland	Savanna-La-Mar	A-Z Bookstore	82K Great George Street, Perry's Plaza
		A-Z Bookstore	Shop 12, Western Shopping Centre, Lewis Street & Hudson Place
		Possession Books, stationery & Office Supplies	
Hanover	Hopewell	Hopewell Bookstore	Shop #2 Arcade Plaza
		Page Bookstore & Stationery Centre	Shop 2, Arcade Plaza, Hopewell
	Lucea	Family Care Pharmacy & Bookstore	Millers Drive

Parish	Town	Bookstore	Address
St. James	Montego Bay	Chambers Book Store	68 Barnett Street Uptown Plaza
		Treasure Island Shop	55 St. James Street.
		Henderson Book Store	St. James Street
		Sangster's Bookstore	King Street
		Sangster's Book Store	St. James Street
		Bryan's Bookstore	Shop 13, Fairview Plaza
		EB's Books & Educational Supplies	34 St. James Street
Trelawny	Falmouth	Falmouth Book Place	18 Market Street, Falmouth
		Trelawny Book Supplies & Pharmacy,	19 Market Street Falmouth
St. Ann	St. Ann's Bay	Bookmax Ltd.	Shop 11, Square 1 Plaza, St. Ann's Bay
		El Cheapo Movies Books & Stationery	35 Main Street
	Runaway Bay	Book One Book Store	Main Street
	Ocho Rios	Catalyst Bookstore & Stationery Supplies ¹⁴	Ocean Village Shopping Centre, Ocho Rios
		Bryan's Bookstore	Shop 12-15, Island Plaza, Main Street
	Brown's Town	Direct Books & Stationery	34 Main Street
		Brown's Town Books And Stationery	4 St. Hilda's Drive
St. Mary	Annotto Bay	N & A Bookstore	Main Street
		Annotto Bay Bookshop	Shop 1 Bay Center Plaza, Annotto Bay
	Port Maria	Port Maria Book & Record Centre	Manning's Plaza, Port Maria
		Book Stationery Supplies	27 Stennett Street, Port Maria
Portland	Port Antonio	Hamilton Bookshop	37 West Street Port Antonio
		Port Antonio School Shop	30 Harbour Street Port Antonio
	Buff Bay	Affordable Books & Things	Shop 1a, 3 St. George Street
St. Thomas	Morant Bay	Lee's Books & Things	20 Queen Street, Morant Bay
	Morant Bay	Shekinah Day	2 George Street, Morant Bay



Difficulties locating and procuring data



Outlets Closed – No longer in Business



Unable to Locate data in SDET



Refused to Participate

¹⁴ Formerly Everybody's Bookshop