

BOOKSTORE QUESTIONNAIRE

I. Bookstore Characteristics:

- A. Name of Bookstore: _____
- B. Address: _____
 Street City State
- C. Phone: _____
- D. Approximate square feet in Bookstore: _____
- E. Approximate number of volumes in Bookstore: _____
- F. Type of Bookstore: _____ Chain _____ Individually Owned
 _____ Corporation Owned _____ Other _____
- G. Emphasis of Bookstore (if any): _____
(i.e. Religious, Historical, used)
- H. Title of person contacted: _____
- I. Does the person contacted order the books? _____ yes _____ no

II. Book Buying Decisions

I am interested in finding out what factors influence your decision to carry a book. Specifically, I am interested in why or why not you would order a certain type of book with specific characteristics. Please listen to the following description of a book and tell me why you would or would not order it for your bookstore.

A unique book that represents a comprehensive explanation of the origin, history and destiny of mankind. It synthesizes religion, philosophy and science. It presents an expanded view of cosmology, our planet's history and a very detailed account of Jesus' life and teachings. It is a 2,097 page hard-cover book, \$34.00 retail. Marketed by a non-profit foundation that sells only this book. (see U.B.C. form letter) Prepayment is required. Bookstores receive a 30% discount on orders of 1 through 4 books, and a 40% discount for 5 or more books. Drop shipments in any quantity will receive the single book discount rate (30%). Postage charges should be included with payment. No returns unless defective, and these are promptly replaced. The book is listed in Bowker's "Basic Book List." Current sales are about 7,000 annually.

- A. From this description, would you carry this type of book in your bookstore? _____ yes _____ no

IF YES: Why would you order it?

IF NO: Why wouldn't you order it?

Are there any conditions under which you would carry and display the book? Would a change in any of the above policies i.e. discount, returns or prepayment, cause you to carry the book? If yes, what changes?

III. The URANTIA Book

- I. Do you carry a book entitled The URANTIA Book?
_____ yes _____ no

IF NO:

- A. Have you ever carried The URANTIA Book?
_____ yes _____ no

If yes: Why did you discontinue carrying it?

- B. Would you consider carrying The URANTIA Book?
_____ yes _____ no

If no: Why?

If yes: Let me leave you some information on the Book.

IF YES:

- A. How long have you carried The URANTIA Book? _____ years
- B. What was the reason that you originally started carrying the book?
- C. Have you had any problems in obtaining copies of the book?
_____ yes _____ no

If Yes: What are those problems?

IV. Additional Comments:

Interviewer's Signature _____

Date _____