1. What is your field or occupation (check all categories that apply)?
   - Administration
   - Art/Design
   - College teaching
   - Consulting
   - Creative services
   - Engineering
   - Finance/Accounting
   - Homemaker
   - Humanities
   - Law
   - Management
   - Manufacturing
   - Medicine
   - Other teaching
   - Personnel services
   - Publishing/Journalism
   - Research
   - Retired
   - Sales/Marketing
   - School teaching
   - Science
   - Student
   - Unemployed
   - Other:

2. What is your age?
   - 16 or less
   - 17-20
   - 21-25
   - 26-35
   - 36-45
   - 46-55
   - 56-65
   - over 66

3. What is your gender?
   - Male
   - Female

4. What is your highest educational attainment so far?
   - None
   - PhD
   - MD
   - JD
   - Master's degree
   - Other:

5. Are you currently a student?
   - Full time
   - Part time
   - Not at all
6. In what field is your highest degree (if any)?

- [ ] Arts/Humanities
- [ ] Business/Finance/Economics
- [ ] Computer sciences
- [ ] Education
- [ ] Engineering
- [ ] Law
- [ ] Life sciences
- [ ] Mathematics
- [ ] Medicine
- [ ] Physical sciences
- [ ] Social science/Psychology
- [ ] Other:

7. How many of the following kinds of books have you purchased in the past 12 months?

<table>
<thead>
<tr>
<th>Category</th>
<th>None</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5-10</th>
<th>11 or more</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hardcover fiction</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Softcover fiction</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Biography/History</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Computer</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>General science</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Business</td>
<td>[ ]</td>
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<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Natural history</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
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<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Self-help</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Art/photography</td>
<td>[ ]</td>
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<td>[ ]</td>
<td>[ ]</td>
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<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Textbook</td>
<td>[ ]</td>
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<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Monograph</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
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<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
</tbody>
</table>

8. Which sections of a bookstore do you browse in?

- [ ] Bestseller
- [ ] General fiction
- [ ] Science fiction/Fantasy
- [ ] Non-fiction
- [ ] Biography/History
- [ ] Computer
- [ ] General science
- [ ] Travel
- [ ] Medicine/Psychology
- [ ] Self-help
- [ ] Textbook/Monograph

9. For non-fiction books that you buy, do you first:

- [ ] Always
- [ ] Sometimes
- [ ] Never

- [ ] See the book in a store
- [ ] See an advertisement for the book
- [ ] Read a review
- [ ] Hear about the book from a colleague/friend
- [ ] Check the book out of a library
- [ ] See the author on TV
- [ ] Read about the author

10. When looking at a non-fiction book in a store, do you:

- [ ] Always
- [ ] Sometimes
- [ ] Never

- [ ] Read the description of the book on the jacket
- [ ] Read the bio of the author on the jacket
- [ ] Read quotes about the book on the jacket
- [ ] Read the table of contents
- [ ] Read the first few pages
- [ ] Look at the photographs/plates (if any)

11. How do you acquire your books?

- [ ] Buy directly in a bookstore
- [ ] Order from a catalog
- [ ] Order from an advertisement
- [ ] Receive as a gift
- [ ] Receive from a book club
- [ ] Receive for evaluation
12. Do you give books as gifts to:

<table>
<thead>
<tr>
<th></th>
<th>Often</th>
<th>Sometimes</th>
<th>Never</th>
<th>Not applicable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Colleagues</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Friends</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Spouse</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Parents</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Your children under 16</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Your children over 16</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Other relatives</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

13. What type of books do you give as gifts?

14. Have you been to an author appearance/lecture at a bookstore?

☐ Yes, in the past month
☐ Yes, in the past year
☐ Yes, in the past 5 years
☐ Never

15. Which of the following are you a member of?

☐ Book of the Month Club
☐ Library of Science Book Club
☐ The Planetary Society
☐ Scientific American Book Club
☐ Sierra Club
☐ A scientific/technical professional society

16. For what purpose do you read books (check all that apply)?

☐ Recreation
☐ Help with career
☐ Retool for the future
☐ Stay abreast of current affairs
☐ Requirement for school/job
☐ Other:

17. Where do you do your reading?

<table>
<thead>
<tr>
<th></th>
<th>Often</th>
<th>Rarely</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>At home</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>At the office</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>While commuting</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>While travelling for business</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>During vacations</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>At a cafe or other public place</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

18. From what type(s) of bookstores do you normally purchase your books?

☐ Mall/Chain
☐ Superstore
☐ Independent
☐ Technical
☐ University
☐ Airport
☐ Discount
☐ Used/Remainder
19. How often do you typically visit a bookstore?

- Less than once a year
- Between once a year and once a month
- Between once a month and once a week
- More than once a week

20. When purchasing books, which format do you generally prefer?

<table>
<thead>
<tr>
<th></th>
<th>Always</th>
<th>Sometimes</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hardcover</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Softcover</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

21. Which of the following do you read regularly?

- The Atlantic
- Atlantic Monthly
- Business Week
- Byte
- Discover
- The Economist
- Forbes
- Home
- The Nation
- National Geographic
- Natural History
- Nature
- The New Republic
- Newsweek
- New York Review of Books
- New York Times
- New York Times Book Review
- New York Times Science section
- Omni
- Reader's Digest
- Science
- Science News
- Scientific American
- Smithsonian
- Time
- Wall Street Journal
- On-line computer newsgroups

22. Which television shows do you regularly watch?

- Morning news shows (e.g., Good Morning America)
- McNeil-Lehrer
- Network news
- Nightline
- Evening entertainment (e.g., Tonight Show)
- Nova
- Other prime-time PBS
- Late-night talk shows

23. Which of the following scientists and others have you heard of?

- John Conway
- Francis Crick
- Freeman Dyson
- Mitchell Feigenbaum
- Richard Feynman
- Martin Gardner
- Bill Gates
- Murray Gell-Mann
- Stephen Hawking
- Danny Hillis
- Steven Jobs
- Stuart Kauffman
- Donald Knuth
- Chris Langton
- Benoît Mandelbrot
- Marvin Minsky
- Carl Sagan
- Terry Sejnowski
- Claude Shannon
- Larry Smarr
- Bill Thurston
- Alan Turing
- John von Neumann
- Stephen Wolfram

24. For which of these books have you done the following?

<table>
<thead>
<tr>
<th></th>
<th>Bought and read</th>
<th>Bought and not read</th>
<th>Looked at</th>
<th>Read reviews</th>
<th>Heard about</th>
<th>Never heard of</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albert Einstein: The Meaning of Relativity</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
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<tr>
<td>Daniel Dennett: Consciousness Explained</td>
<td>☐</td>
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<tr>
<td>Douglas Hofstadter: Gödel, Escher, Bach</td>
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<tr>
<td>Fritz Capra: The Tao of Physics</td>
<td>☐</td>
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<tr>
<td>James Gleick: Chaos</td>
<td>☐</td>
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<td>☐</td>
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<tr>
<td>Leighton/Feynman: Surely You're Joking, Mr. Feynman</td>
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<td>☐</td>
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<tr>
<td>Peitgen/Richter: Beauty of Fractals</td>
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<td>Roger Penrose: Emperor's New Mind</td>
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<tr>
<td>Stephen J. Gould: Wonderful Life</td>
<td>☐</td>
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<tr>
<td>Stephen Levy: Artificial Life</td>
<td>☐</td>
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<tr>
<td>Steven Weinberg: First Three Minutes</td>
<td>☐</td>
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</tbody>
</table>
25. What do you think of the following fields?

<table>
<thead>
<tr>
<th>Field</th>
<th>Very interesting</th>
<th>Fairly interesting</th>
<th>Old hat</th>
<th>Waste of time</th>
<th>Never heard of</th>
</tr>
</thead>
<tbody>
<tr>
<td>Artificial intelligence</td>
<td></td>
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<td></td>
<td></td>
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<tr>
<td>Artificial life</td>
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<tr>
<td>Catastrophe theory</td>
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<tr>
<td>Chaos theory</td>
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<tr>
<td>Complexity theory</td>
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<tr>
<td>Cosmology</td>
<td></td>
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<tr>
<td>Paleontology</td>
<td></td>
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<tr>
<td>Extraterrestrial intelligence</td>
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<tr>
<td>Genetic engineering</td>
<td></td>
<td></td>
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<tr>
<td>Neural networks</td>
<td></td>
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<tr>
<td>Planetary exploration</td>
<td></td>
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<tr>
<td>Quantum theory</td>
<td></td>
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<td></td>
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<tr>
<td>Unified field theories</td>
<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

26. Which of the following have you heard of?

- Black holes
- Bucky balls
- Cellular automata
- The game of life
- Introns
- The Jahn-Teller effect
- Mathematics
- NP completeness
- Polywater
- Pulsars
- Quarks
- RISC processors
- Turing machines
- The Z boson

27. How much exposure have you had to the following math concepts?

<table>
<thead>
<tr>
<th>Concept</th>
<th>Encountered in a course</th>
<th>Used in my work/study</th>
<th>Never studied</th>
<th>Never heard of</th>
</tr>
</thead>
<tbody>
<tr>
<td>Algebra</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bessel functions</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Binary notation for numbers</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Calculus</td>
<td></td>
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</tr>
<tr>
<td>Differential equations</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Linear programming</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Statistics</td>
<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

28. In a general science book, which parts are you most interested in?

- Theory
- Applications of the theory
- History of the field
- Biography of the scientist(s) involved
- Photographs/Graphics
- Philosophical issues

<table>
<thead>
<tr>
<th>Part</th>
<th>Never</th>
<th>Rarely</th>
<th>Sometimes</th>
<th>Often</th>
<th>Always</th>
</tr>
</thead>
</table>

29. How much would you expect to spend on the following?

- Hardcover book, no color pictures
- Hardcover book, color picture section
- Hardcover book, full color throughout
- Softcover book, no color pictures
- Softcover book, color picture section
- Softcover book, full color throughout

<table>
<thead>
<tr>
<th>Book Type</th>
<th>Less than $20</th>
<th>$20–$30</th>
<th>$30–$40</th>
<th>More than $40</th>
</tr>
</thead>
</table>

30. On science topics, which of the following have you done in the past 12 months?

- Gone to a public lecture
- Bought a T-shirt
- Bought a poster
- Bought or rented a videotape
31. Do you use a computer?

☐ At your office/school, every day
☐ At your office/school, sometimes
☐ At home, every day
☐ At home, sometimes
☐ Not often

32. Do you use electronic mail/on-line bulletin boards?

☐ Not at all
☐ Internet
☐ CompuServe
☐ Prodigy
☐ Internal network within my organization
☐ Other services

33. When do you think electronic books will become common?

☐ Here today
☐ Within 2 years
☐ Within 5 years
☐ Within 10 years
☐ Within 20 years
☐ Never

34. What general suggestions do you have for us in expanding our general science publishing program?

Thank you for your help.