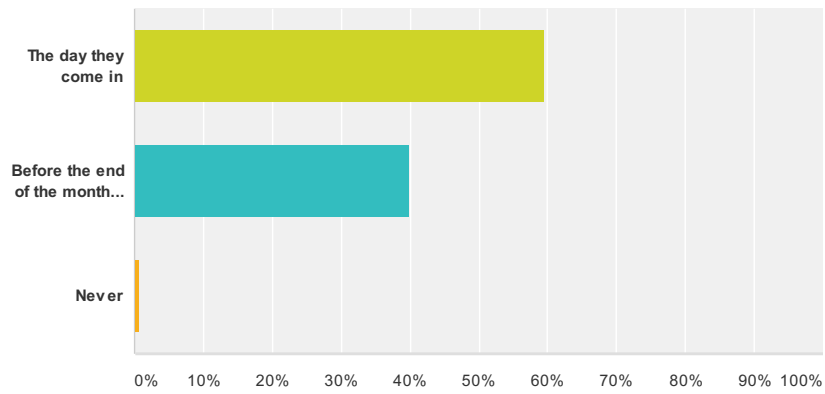


Early returning magazines

Q1 When do you early return magazines?

Answered: 168 Skipped: 0

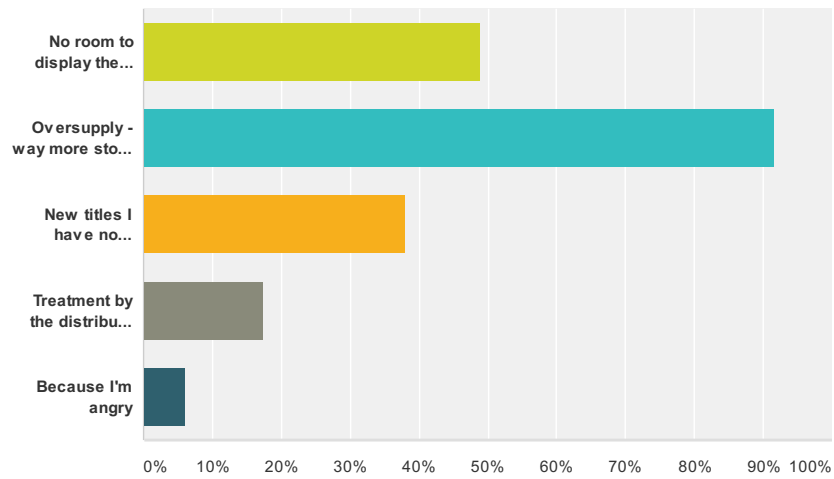


Answer Choices	Responses	
The day they come in	59.52%	100
Before the end of the month but not the day they come in	39.88%	67
Never	0.60%	1
Total		168

Early returning magazines

Q2 Why do you early return magazines?

Answered: 168 Skipped: 0

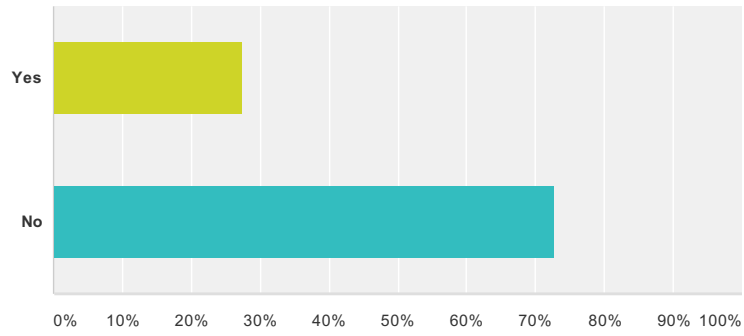


Answer Choices	Responses	
No room to display the titles I early return	48.81%	82
Oversupply - way more stock of a title than I usually sell	91.67%	154
New titles I have no interest in	38.10%	64
Treatment by the distributor which frustrates me	17.26%	29
Because I'm angry	5.95%	10
Total Respondents: 168		

Early returning magazines

Q3 Does delayed billing impact your early return decisions?

Answered: 168 Skipped: 0



Answer Choices	Responses	
Yes	27.38%	46
No	72.62%	122
Total		168

Early returning magazines

Q4 What can publishers and or distributors to do to stop you early returning?

Answered: 144 Skipped: 24