

Dear Concept Owner,

We've developed this short questionnaire to help us. We'd appreciate it if you'd fill it out and return it; just drop it in the nearest mailbox. No stamp is necessary.

Thank you.

Did you buy the Concept receiver by itself, or as part of a complete system?  Alone  In system

Is the Concept the first stereo receiver you've owned?  Yes  No

If NO, what unit did it replace? \_\_\_\_\_

What other components will you use with the Concept receiver? (Give brands)

Speakers \_\_\_\_\_

Record Player \_\_\_\_\_

Tape Deck \_\_\_\_\_

Other \_\_\_\_\_

If you bought the Concept by itself, what did you pay? \_\_\_\_\_

Did you pay cash, or charge it?  Cash  Charge

If you bought the Concept as part of a system, what did you pay for the whole system? \_\_\_\_\_

How did you hear about the Concept receiver?  
\_\_\_\_\_  
\_\_\_\_\_

What other receivers did you consider?  
\_\_\_\_\_  
\_\_\_\_\_

Briefly, why did you choose the Concept receiver?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Briefly, how would you describe the Concept to a friend?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What component do you plan to buy next? \_\_\_\_\_

When do you plan to do it? \_\_\_\_\_

Would you consider buying a Concept record player?  Yes  No

If YES, what would you expect to pay for it in comparison to:

a similar B-I-C?  15% more  same  15% less  
a similar Dual?  15% more  same  15% less  
a similar Pioneer?  15% more  same  15% less

a similar Thorens?  15% more  
a similar Sony?  15% more  
a similar Technics?  15% more

If YES, what would you expect to pay for it in comparison to:

a similar TEAC?  15% more  same  15% less  
a similar Pioneer?  15% more  same  15% less  
a similar Advent?  15% more  same  15% less

a similar Sony?  15% more  same  15% less  
a similar Tandberg?  15% more  same  15% less  
a similar Akai?  15% more  same  15% less

Would you consider buying a Concept loudspeaker?  Yes  No

If YES, what would you expect to pay for it in comparison to:

a similar JBL?  15% more  same  15% less  
a similar Bose?  15% more  same  15% less  
a similar AR?  15% more  same  15% less

a similar Pioneer?  15% more  same  15% less  
a similar ESS?  15% more  same  15% less  
a similar Infinity?  15% more  same  15% less

Would you be interested in seeing Concept "separates" (amplifier, preamplifier, tuner)?  Yes  No

How detailed did you find the Concept owner's manual?  too detailed  fit my needs  inadequate explanation

What changes, additions or clarifications would you suggest in the Concept owner's manual?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Do you live in the  city?  suburb?  country?

Do you live in  single-family housing?  or multiple-unit housing?

Do you  own your home?  or rent?

Your age:  under 18  18-24  25-34  
 35-49  50 or over

Female  Male

Occupation:  Professional, technical  
 Managerial, administrative  
 Skilled crafts  
 Clerical  
 Sales  
 Other (Specify) \_\_\_\_\_  
 Student

Before-tax income (for statistical purposes only):

below \$5000  \$15,000-\$19,999  
 \$5000-\$9999  \$20,000-\$24,999  
 \$10,000-\$14,999  \$25,000+

Name and Address (You don't have to fill these in unless you want to. We would like to have your Zip Code, though.)

Thanks!

\_\_\_\_\_