

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?	a similar Dual?	a similar Pioneer?
<input type="checkbox"/> 15% more	<input type="checkbox"/> 15% more	<input type="checkbox"/> 15% more
<input type="checkbox"/> same	<input type="checkbox"/> same	<input type="checkbox"/> same
<input type="checkbox"/> 15% less	<input type="checkbox"/> 15% less	<input type="checkbox"/> 15% less

a similar Thorens?	a similar Sony?	a similar Technics?
<input type="checkbox"/> 15% more	<input type="checkbox"/> 15% more	<input type="checkbox"/> 15% more

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

a similar TEAC?	a similar Pioneer?	a similar Advent?
<input type="checkbox"/> 15% more	<input type="checkbox"/> 15% more	<input type="checkbox"/> 15% more
<input type="checkbox"/> same	<input type="checkbox"/> same	<input type="checkbox"/> same
<input type="checkbox"/> 15% less	<input type="checkbox"/> 15% less	<input type="checkbox"/> 15% less

a similar Sony?	a similar Tandberg?	a similar Akai?
<input type="checkbox"/> 15% more	<input type="checkbox"/> 15% more	<input type="checkbox"/> 15% more
<input type="checkbox"/> same	<input type="checkbox"/> same	<input type="checkbox"/> same
<input type="checkbox"/> 15% less	<input type="checkbox"/> 15% less	<input type="checkbox"/> 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?	a similar Bose?	a similar AR?
<input type="checkbox"/> 15% more	<input type="checkbox"/> 15% more	<input type="checkbox"/> 15% more
<input type="checkbox"/> same	<input type="checkbox"/> same	<input type="checkbox"/> same
<input type="checkbox"/> 15% less	<input type="checkbox"/> 15% less	<input type="checkbox"/> 15% less

a similar Pioneer?	a similar ESS?	a similar Infinity?
<input type="checkbox"/> 15% more	<input type="checkbox"/> 15% more	<input type="checkbox"/> 15% more
<input type="checkbox"/> same	<input type="checkbox"/> same	<input type="checkbox"/> same
<input type="checkbox"/> 15% less	<input type="checkbox"/> 15% less	<input type="checkbox"/> 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):

<input type="checkbox"/> below \$5000	<input type="checkbox"/> \$15,000-\$19,999
<input type="checkbox"/> \$5000-\$9999	<input type="checkbox"/> \$20,000-\$24,999
<input type="checkbox"/> \$10,000-\$14,999	<input type="checkbox"/> \$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!

\_\_\_\_\_