

### Notes on the back story of this document and its 2021 scanning:

This arrived as a 1977 letter from *HP* encouraging me to take an exclusive survey addressed to *HP-67/97* owners, and then send the completed questionnaire back to them. The large envelope included a one-page letter plus the survey's questionnaire proper, which consisted of 8 pages featuring 36 quite complex and detailed, very specific questions, many of which were in the form of 1- or 2-dimensional tables of options to select or evaluate.

Although the letter didn't say it explicitly, and as the *HP-67/97* were the top-of-the-line calculators at the time, I figured that *HP* were thinking about releasing a new top model to succeed the *67/97*, and to that effect they were gathering as much data as possible from (selected) people who had bought those models in the recent past, including many questions which were obviously relevant for the release of a top-of-the-line model and that hinted at the possibility of very advanced and significant improvements to the existing feature set.

So, I got my girlfriend back then to help me fill up the questionnaire, as she had much better English than me at the time. We read the questions together, I carefully pondered my answers so that they would be as reasonable as possible (no bombastics here: 100,000 steps !! 10,000 storage registers !), and she wrote them down in her own handwriting.

The result of all this ? Most likely the *HP-41C* and its many peripherals. Indeed, *HP* actually implemented on it many of the choices I selected, and I like to think that I had a small part (but a part nevertheless) in the selection of its feature set and subsequent success, which has lasted for about 41 years as of 2021. And counting !

As for the present Survey pages, they were scanned by me from greyscale photocopies of the original questionnaire I made at the time. The original pages had black lettering on a dark orange background, and they were promptly sent back to *HP*, more than 44 years ago.

Have a look at it and consider your own answers to the Survey's questions, of course taking into account 1977's calculator technology level !

*Valentin Albillo, 05-09-2021*



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PORT PAYÉ  
HAARLEM

IMPRIMÉ

67 A ALBI N 200 00  
N. ALBILLO  
PADRE RUBIO 61 2EC  
MADRID  
SPAIN

July, 1977

We need your help !

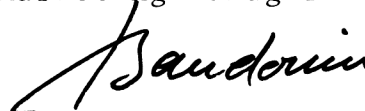
Your opinion will help us evaluate our products. Would you take a few minutes of your time to give us your opinion about the features of personal calculators that are important to people like yourself ?

What's in it for you ? Mostly you'll have the satisfaction of knowing that your opinions do count and may affect a future generation of personal calculators. This survey is being sent to only a few HP-67 and HP-97 owners. Every answer is significant and will be studied carefully. Your reply is important to the whole project.

Thank you for taking the time to complete this questionnaire. We have included an envelope to simplify the return to us.

Sincerely,

Product Marketing Manager - Europe



Joël Baudouin

P.S. If you face difficulties in writing your comments in English, please use your mother tongue.



## Advanced Programmable Calculator Survey

1. How many calculator(s) do you yourself own or have easy access to?

(1) ☐ 1  
(2) ☐ 2

(3) ☐ 3  
(4) ☒ 4 or more

(6)

2. What types of calculator(s) do you yourself own or have easy access to? (Check as many as apply. Please specify brand and model if known.)

1 ☒ 4-7 function only (e.g. add, subtract, multiply, divide, %,  $\sqrt{\quad}$ ,  $1/x$ )

(1) SEARS ROEBUCK

brand/model

(2)

brand/model

(7)

1 ☒ Pre-programmed with a large number of trigonometric, logarithmic, compound interest, statistical, or other functions.

(1) TEXAS INSTRUMENT SR-50, HP-45

brand/model

(2)

brand/model

(8)

1 ☒ Programmable (e.g. remembers a series of key strokes for repeated use, and may also have pre-programmed functions, but without external mass storage) \$75 - \$400

(1) HEWLETT PACKARD HP-25, HP-55

brand/model

(2)

brand/model

(9)

1 ☒ Advanced programmable (e.g. remembers a long series of key strokes, or program statements, for repeated use, offers printing capability and external mass storage and varies in size from pocket size to desk top size) \$400 - \$3,000

(1) HP 67

brand/model

(2)

brand/model

(10)

3. How valuable do you consider the following HP-67 and HP-97 characteristics?

	Would Not Have Purchased Without	Valuable But Not Necessary	Marginally Useful	Useless Feature	Not Aware Of	
	5	4	3	2	1	
Rectangular/Polar Conversion ( $\rightarrow R$ , $\rightarrow P$ )	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(11)
Degree/Radian Conversion	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(12)
Angle/Time Conversion ( $\rightarrow H.MS$ , $\rightarrow H$ )	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(13)
Percent (%)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	(14)
Percent Change (% CH)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(15)
Integer (INT)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(16)
Fraction (FRAC)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(17)
$X = 0$ , $X \neq 0$ , $X < 0$ , $X > 0$	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(18)
$X = Y$ , $X \neq Y$ , $X \leq Y$ , $X > Y$	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(19)
ABS	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(20)
Pause	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(21)
LST X	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(22)
H.MS +	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(23)
Factorial (N!)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(24)
$\Sigma +$	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(25)
$\Sigma -$	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(26)
$\bar{X}$	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(27)
s	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(28)
ENG Notation	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(29)
SCI Notation	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(30)
FIX Notation	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(31)
Round (RND)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(32)
W/Data	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(33)
Merge	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(34)
DSZ	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(35)
ISZ	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(36)
Indirect Control of Registers	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(37)
Indirect Control of Labels	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(38)

4. Are 26 data storage registers:

(39-42)

- 1 ☒ Too few, should be 100  
2 ☐ Just Right  
3 ☐ Too many, should be \_\_\_\_\_

5. Are 224 fully-merged programming steps:

(43-47)

- 1 ☒ Too few, should be 1000  
 2 ☐ Just Right  
 3 ☐ Too many, should be \_\_\_\_\_

HP-97 OWNERS, PLEASE SKIP TO QUESTION #8

6. For which of the following reasons did you prefer the HP-67 over the HP-97? (Check all that apply.)

(48)  
(49)  
(50)  
(51)  
(52)

- 1 ☒ Needed handheld portability  
 1 ☐ Did not need a printer (skip to question #10)  
 1 ☐ Needed a printer but HP-97 was not within my budget  
 1 ☒ Needed a printer but felt HP-97 was too expensive to gain a printer  
 1 ☐ Other (please specify) \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

7. Would you buy a battery operable peripheral printer for your HP-67 if it were available?

(53)

- 1 ☒ Yes. What price would you pay for it? 400 \$  
 2 ☐ No

PLEASE SKIP TO QUESTION #10.

8. At the time you purchased your HP-97, how important were each of the following to your decision to buy?

	Necessary For Me To Buy	Important But Not Required	Did Not Influence Me Either Way	Almost Caused Me Not To Buy
Printer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Keyboard Design	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Display	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other _____ please specify	<input type="checkbox"/>	<input type="checkbox"/>		

(54)  
(55)  
(56)  
(57)

9. Which of the following calculator-printer combinations would best fit your needs?

(58)

- 1 ☐ HP-67 with peripheral printer (AC operable)  
 2 ☐ HP-67 with peripheral printer (battery operable)  
 3 ☐ HP-97 as is

10. Do you think you have a need to upgrade from HP-67 or HP-97 in the future?

(59)

- 1 ☐ No  
 2 ☒ Yes (Please skip to question #12)

11. If you do not perceive a need, please explain.

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

DO NOT PROCEED. Please return the questionnaire in the envelope enclosed. Thank you.

## FEATURE SURVEY

12. Imagine that you could have an advanced programmable calculator containing as many of the capabilities described below as you want. Please read the description of each feature carefully, then check the box under the phrase that best describes how desirable that item is to you.

	Extremely desirable	Somewhat desirable	Neutral	Somewhat undesirable	Extremely undesirable
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### DISPLAY

a) Alpha characters as well as numeric characters are displayed.

5	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(60)
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b) How would you like a display with the following character size?

1) THIS BIG

5	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(61)
---	-------------------------------------	--------------------------	--------------------------	--------------------------	--------------------------	------

2) THIS BIG

5	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(62)
---	--------------------------	-------------------------------------	--------------------------	--------------------------	--------------------------	------

3) THIS BIG

5	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(63)
---	--------------------------	--------------------------	-------------------------------------	--------------------------	--------------------------	------

4) THIS BIG

5	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(64)
---	--------------------------	--------------------------	-------------------------------------	--------------------------	--------------------------	------

### KEYBOARD

How would you like the following keyboard designs?

a) 100 separate keys

5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	(65)
---	--------------------------	--------------------------	--------------------------	--------------------------	-------------------------------------	------

b) 50 keys with one shift key

5	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	(66)
---	-------------------------------------	--------------------------	--------------------------	--------------------------	-------------------------------------	------

c) 35 keys with two shift keys

5	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(67)
---	--------------------------	-------------------------------------	--------------------------	--------------------------	--------------------------	------

d) 25 keys with four shift keys

5	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(68)
---	--------------------------	-------------------------------------	--------------------------	--------------------------	--------------------------	------

e) typewriter keyboard (functions would be typed character by character)

5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(69)
---	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	------

### PROGRAMMING LANGUAGE/LOGIC SYSTEM

a) Algebraic (AOS)

5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	(70)
---	--------------------------	--------------------------	--------------------------	--------------------------	-------------------------------------	------

b) Reverse Polish Notation (RPN)

5	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(71)
---	-------------------------------------	--------------------------	--------------------------	--------------------------	--------------------------	------

c) BASIC

5	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(72)
---	-------------------------------------	--------------------------	--------------------------	--------------------------	--------------------------	------

d) APL

5	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(73)
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e) FORTRAN

5	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(74)
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### PRINTER

a) Peripheral printer with portable or handheld calculator.

5	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(75)
---	-------------------------------------	--------------------------	--------------------------	--------------------------	--------------------------	------

b) Built in printer with portable calculator.

5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	(76)
---	--------------------------	--------------------------	--------------------------	-------------------------------------	--------------------------	------

c) Built in printer with desk top calculator.

5	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(77)
---	-------------------------------------	--------------------------	--------------------------	--------------------------	--------------------------	------

### PLOTTER

Ability to produce graphical representation of data on paper.

5	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(78)
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### TIMER

Ability to incorporate the element of time in your programs.

5	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(79)
---	--------------------------	--------------------------	-------------------------------------	--------------------------	--------------------------	------

### MASS STORAGE

a) Magnetic card reader/recorder

5	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(80)
---	-------------------------------------	--------------------------	--------------------------	--------------------------	--------------------------	------

b) Magnetic cassette/cartridge

5	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(81)
---	-------------------------------------	--------------------------	--------------------------	--------------------------	--------------------------	------

c) Other magnetic storage devices \_\_\_\_\_

5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(82)
---	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	------

please specify

### OPTIMAL NUMBER OF PROGRAMMING STEPS

a) Less than 200

5	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(83)
---	--------------------------	-------------------------------------	-------------------------------------	--------------------------	--------------------------	------

b) 200 - 499

5	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(84)
---	--------------------------	-------------------------------------	--------------------------	--------------------------	--------------------------	------

c) 500 - 799

5	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(85)
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d) 800 - 1099

5	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(86)
---	-------------------------------------	-------------------------------------	--------------------------	--------------------------	--------------------------	------

e) 1100 - 1499

5	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(87)
---	--------------------------	-------------------------------------	--------------------------	--------------------------	--------------------------	------

f) 1500 - 1999

5	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(88)
---	--------------------------	--------------------------	-------------------------------------	--------------------------	--------------------------	------

g) 2000 - 2500

5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	(89)
---	--------------------------	--------------------------	--------------------------	-------------------------------------	--------------------------	------

h) More than 2500

5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	(90)
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## OPTIMAL NUMBER OF DATA REGISTERS

- a) Less than 20
- b) 20 - 49
- c) 50 - 79
- d) 80 - 109
- e) 110 - 149
- f) 150 - 199
- g) 200 - 300
- h) More than 300

	Extremely desirable	Somewhat desirable	Neutral	Somewhat undesirable	Extremely undesirable	
	5	4	3	2	1	
a)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(91)
b)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(92)
c)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(93)
d)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(94)
e)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(95)
f)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(96)
g)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	(97)
h)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	(98)
						(99)

## SIZE

- a) Handheld, battery operated
- b) Briefcase portable, battery operated
- c) Desktop, non-battery operated

	Extremely desirable	Somewhat desirable	Neutral	Somewhat undesirable	Extremely undesirable	
	5	4	3	2	1	
a)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(99)
b)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(100)
c)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	(101)

## INTERFACING CAPABILITIES

Ability to add general purpose input/output capability to calculator.

Please specify proposed applications: \_\_\_\_\_

	Extremely desirable	Somewhat desirable	Neutral	Somewhat undesirable	Extremely undesirable	
	5	4	3	2	1	
	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(102)

## ADDITIONAL FEATURES (Please Specify)

I WANT IT TO BE QUICKER IN RUNNING  
A PROGRAM

	Extremely desirable	Somewhat desirable
	5	4
	<input type="checkbox"/>	<input type="checkbox"/>
	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>

13. If you could purchase an advanced programmable calculator that had every feature you rated as being **EXTREMELY DESIRABLE** or **SOMEWHAT DESIRABLE**, how much would you be willing to pay for it? \$ 1000 . (103-106)

14. If an advanced programmable calculator having substantially all of the capabilities described above were available, how likely would you be to buy it at each price level shown below?

Please check one box for **each** price level shown to the right.

- Less than \$400
- \$400 - \$699
- \$700 - \$999
- \$1000 - \$1299
- \$1300 - \$1599
- \$1600 - \$1899
- \$1900 - \$2199
- \$2200 - \$2500
- More than \$2500

A  
B  
C  
D  
E  
F  
G  
H  
I

	Would Definitely Buy	Would Probably Buy	May or May Not Buy	Would Probably Not Buy	Would Definitely Not Buy	
	5	4	3	2	1	
A	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(107)
B	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(108)
C	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(109)
D	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(110)
E	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(111)
F	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	(112)
G	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	(113)
H	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	(114)
I	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	(115)



15. Please indicate the extent to which you Agree or Disagree with the following statements about this product.

	Agree Strongly	Somewhat Agree	Neither Agree Or Disagree	Somewhat Disagree	Disagree Strongly	
	5	4	3	2	1	
Performance is important, regardless of price.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(116)
Performance is important, given a price.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(117)
Price is important, given a performance.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(118)
Price is important, regardless of performance.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	(119)

16. If you were considering the purchase of a programmable calculator, from which of the following sources would you obtain additional information? Please rank your top two preferences; (1) being your first preference.

1 <u>1</u> Advertisement	5 _____ Other owners
2 _____ Manufacturer or his representative	6 _____ Trade shows
3 _____ Product spec sheets by mail	7 _____ Other _____
4 <u>2</u> Technical Articles	_____ please specify

17. Where would you go to purchase this product? Please rank your top two preferences; (1) being your first preference.

1 <u>1</u> Department Store	4 <u>2</u> Computer Retail Store
2 _____ Business Equipment Dealer	5 _____ Other _____
3 _____ Direct from Manufacturer	_____ please specify

18. Please indicate the primary use for this product.

1 <input checked="" type="checkbox"/> "ON THE JOB" computation
2 <input type="checkbox"/> Personal computation
3 <input type="checkbox"/> Personal entertainment

19. How would you plan to buy this product?

1 <input checked="" type="checkbox"/> Personal funds
2 <input type="checkbox"/> Company funds
3 <input type="checkbox"/> Combination of Personal/Company funds

20. Would this calculator be

1 <input checked="" type="checkbox"/> Used principally by you
2 <input type="checkbox"/> Shared with others in your department/company

21. Assuming a printer is available, how would each of the following printer widths fit your needs?

	Extremely desirable	Somewhat desirable	Neutral	Somewhat undesirable	Extremely undesirable	
	5	4	3	2	1	
a) 20 characters wide (approximately the width of present programmable calculator printers).	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(127)
b) 60 characters wide (approximately the width of present teletype terminals; slightly smaller than the width of a 8½"x11" sheet of paper).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	(128)
c) 80 characters wide (slightly larger than the width of a 8½"x11" sheet of paper).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	(129)
d) More than 80 characters wide.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	(130)

22. How likely would you be to buy the above printer at each price level shown below?

Please check one box for **each** price level shown to the right.

Less than \$100  
\$100 - \$199  
\$200 - \$299  
\$300 - \$399  
\$400 - \$499  
\$500 - \$599  
\$600 - \$699  
More than \$700

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Would Definitely Buy  
Would Probably Buy  
May or May Not Buy  
Would Probably Not Buy  
Would Definitely Not Buy

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23. Assuming a peripheral plotter is available, how likely would you be to buy it at each price level shown below?

Please check one box for **each** price level shown to the right.

Less than \$200  
\$200 - \$399  
\$400 - \$699  
\$700 - \$999  
\$1000 - \$1499  
\$1500 - \$2000  
More than \$2000

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Would Definitely Buy  
Would Probably Buy  
May or May Not Buy  
Would Probably Not Buy  
Would Definitely Not Buy

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24. What is the average number of times per month you would use this product? 20

(146-148)

25. What is the average length of time you would use this product each time? 1 hour

(149-151)

26. How would the following method of service or repair for this product fit your needs?

- a) Send product back to manufacturer  
b) Bring product to local service facility  
c) **At incremental cost**, provide on site service  
d) Other \_\_\_\_\_  
please specify

Extremely desirable  
Somewhat desirable  
Neutral  
Somewhat undesirable  
Extremely undesirable

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(152)  
(153)  
(154)

27. What is your prior calculator and/or computer programming experience?

- 1 ☐ No experience.  
2 ☐ Written a few programs.  
3 ☒ Written many programs.

(155)

28. Rank the top three application areas for which you would use this calculator. (1, being most important, etc.) (156-158)

ENGINEERING	SCIENCE	BUSINESS	OTHER
<u>2</u> <input type="checkbox"/> Electrical/Electronic	<input type="checkbox"/> Biology	<input type="checkbox"/> Banking	<u>1</u> <input type="checkbox"/> Recreation
<input type="checkbox"/> Civil/Structural	<input type="checkbox"/> Chemistry	<input type="checkbox"/> Insurance	<input type="checkbox"/> Computer Science
<input type="checkbox"/> Chemical	<input type="checkbox"/> Earth Sciences	<input type="checkbox"/> Real Estate	<input type="checkbox"/> Navigation
<input type="checkbox"/> Industrial	<input type="checkbox"/> Medical Science	<input type="checkbox"/> Investment Analysis	<input type="checkbox"/> Aviation
<input type="checkbox"/> Mechanical	<input type="checkbox"/> Physics	<input type="checkbox"/> Sales	<input type="checkbox"/> Education
<input type="checkbox"/> Surveying	<input type="checkbox"/> Statistics	<input type="checkbox"/> Marketing	<input type="checkbox"/> Architecture
<input type="checkbox"/> Other _____	<u>3</u> <input type="checkbox"/> Mathematics	<input type="checkbox"/> Accounting	<input type="checkbox"/> Other _____
please specify	<input type="checkbox"/> Other _____	<input type="checkbox"/> Other _____	please specify
	please specify	please specify	

29. What is the one category that best describes your industry? (159-160)

1 <input type="checkbox"/> Mfg-Durable Goods	9 <input type="checkbox"/> State/Local Government	16 <input type="checkbox"/> Banking/Loans/Securities
2 <input type="checkbox"/> Mfg-Chemicals, Textiles	10 <input type="checkbox"/> Federal Government	17 <input type="checkbox"/> Financial counselling
3 <input type="checkbox"/> Construction	(non-military)	18 <input type="checkbox"/> Aeronautical/Aerospace
4 <input type="checkbox"/> Mining	11 <input type="checkbox"/> DOD/Armed Services	19 <input type="checkbox"/> Electrical/Electronic
5 <input type="checkbox"/> Petroleum	12 <input type="checkbox"/> Education	20 <input type="checkbox"/> Communications
6 <input type="checkbox"/> Wholesale/Retail	13 <input type="checkbox"/> Insurance	21 <input type="checkbox"/> Computers
7 <input type="checkbox"/> Utilities	14 <input type="checkbox"/> Real Estate	22 <input checked="" type="checkbox"/> Student
8 <input type="checkbox"/> R & D (non-medical)	15 <input type="checkbox"/> Medical	23 <input type="checkbox"/> Other _____
		please specify

30. What is your education level? (161)

1 <input type="checkbox"/> Some High School or less	4 <input checked="" type="checkbox"/> College/University graduate
2 <input type="checkbox"/> High School	5 <input type="checkbox"/> Some Graduate School
3 <input type="checkbox"/> Some College, Trade or Technical School	6 <input type="checkbox"/> One or more graduate degrees

31. What is your family's total annual income before taxes? (162)

1 <input type="checkbox"/> Under \$10,000	5 <input type="checkbox"/> \$25,000 - \$34,999
2 <input type="checkbox"/> \$10,000 - \$14,999	6 <input type="checkbox"/> \$35,000 - \$49,999
3 <input type="checkbox"/> \$15,000 - \$19,999	7 <input type="checkbox"/> \$50,000 and over
4 <input type="checkbox"/> \$20,000 - \$24,999	

32. What is your country? SPAIN (163-164)

33. What is your age? (165)

1 <input type="checkbox"/> 17 and under	4 <input type="checkbox"/> 25 - 34	7 <input type="checkbox"/> 55 - 64
2 <input checked="" type="checkbox"/> 18 - 21	5 <input type="checkbox"/> 35 - 44	8 <input type="checkbox"/> 65 and over
3 <input type="checkbox"/> 22 - 24	6 <input type="checkbox"/> 45 - 54	

34. What is your sex? (166)

1 ☒ Male      2 ☐ Female

35. What publications do you read regularly?

SCIENTIFIC AMERICAN

36. If you have further suggestions, please use the space below. (Attach additional sheets if more space is needed.)

THANK YOU FOR YOUR TIME AND COOPERATION.

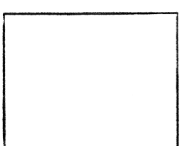
Please return this questionnaire in the envelope provided.

If you would be willing to discuss this further, please fill in the following:

NAME: VALENTIN ALBILLO

ADDRESS: PADRE RUBIO 61 2º C MADRID / SPAIN

TEL. NO.: \_\_\_\_\_  
(Daytime)



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