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Chapter Title: Appendix B: Sample McGraw-Hill Questionnaire

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**Sample McGraw-Hill
Questionnaire**

Spring Survey

Confidential

No. G. _____

McGRAW-HILL PUBLICATIONS
Department of Economics
330 West 42nd Street
New York, New York 10036

BUSINESS' PLANS FOR NEW PLANTS AND EQUIPMENT—1966-1969

Part I—All questions apply to U.S. only

1. How much did you invest in new plants and equipment in the *United States* in 1965? (This includes all purchases charged to capital accounts, whether for replacement, expansion or other purposes. Please include value of new buildings and equipment leased to others.)
\$ _____
 - a. At the end of 1965, how did your capacity, measured in terms of physical volume, compare with what it was at the end of 1964?
Greater (Smaller) by _____ %
 - b. At the end of 1965, at what rate of capacity were you operating?
_____ %

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- c. At what rate of capacity would you prefer to operate? _____ %
2. How much do you now plan to invest in new plants and equipment in 1966?
\$ _____
- a. If you carry out this program, what will be the net change in your company's physical capacity?
Greater (Smaller) by _____ %
- b. Of the total amount you now plan to invest in 1966, how much is for:
Buildings ___% Motor Vehicles ___% Machinery & Equipment ___%
- c. How much is for:
Expansion _____% Replacement & Modernization _____%
- d. What do you think would be the main cause of your company's spending less in 1966 than it now plans? (Please check only one)
Delays in equipment deliveries _____ Higher costs of plant
Construction delays _____ & equipment _____
Shortages of skilled labor _____ Higher interest rates _____
Materials shortages _____ Other (Please specify) _____
3. How much do you now plan to invest in new plants and equipment in 1967, 1968 and 1969? (Please try to give approximate answers to this question, even if you have not made definite plans.)
1967 \$ _____ 1968 \$ _____ 1969 \$ _____
- a. If you carry out this program, what will be the net increase in your company's physical capacity from the end of 1966 to the end of 1969?
_____ %
- b. Of the total amount you now plan to invest in 1967-69, how much will go for:
Expansion _____% Replacement & Modernization _____%
4. How much were your company's sales including exports in 1965?
\$ _____
- a. How much do you think the physical volume of sales of your company will increase or decrease between 1965 and 1966 and between 1966 and 1969?
1965-66 Increase (Decrease) _____% 1966-69 Increase (Decrease) _____%

Part II

1. Roughly, what percent of your 1969 sales do you think will be in new products? (Either products not produced in 1965 or products sufficiently changed to be reasonably considered new products.)
_____ %

2. What was the cost of all research and development performed by your company in the U.S. in 1965?

\$ _____

a. How much R & D was carried out overseas for your company in 1965?

\$ _____

b. How did this compare with 1960?

Higher _____% Lower _____% Same _____%

3. How much do you estimate your U.S. expenditures for research and development will increase or decrease between 1965 and 1966 and between 1966 and 1969?

1965-66 Increase (Decrease) _____% 1966-69 Increase (Decrease) _____%

a. What is the main purpose of your present research and development program? (Please check one)

New Products _____ Improving Existing Products _____ New Processes _____

b. How much of your 1966 R & D program will be for:

Basic research _____% Applied research _____% Development _____%

c. What do you consider the major drawback to your company's performing more research and development? (Please check only one)

Insufficient funds _____ Shortages of scientists & engineers _____

Lack of profitable projects _____

Lack of effective patent protection _____ High cost of R & D _____

Other (Please specify) _____

d. Do you anticipate a technological or basic scientific breakthrough in or for your major field by 1969?

YES _____ NO _____

e. If YES, will it occur in: (Please check only one)

Processing _____ Basic Research _____ New Products _____

Please describe briefly what you consider will be the most outstanding breakthrough that will occur in your major field by 1969.

NAME _____ TITLE _____

COMPANY _____

ADDRESS _____

Total Assets (U.S.) end of 1965 \$ _____

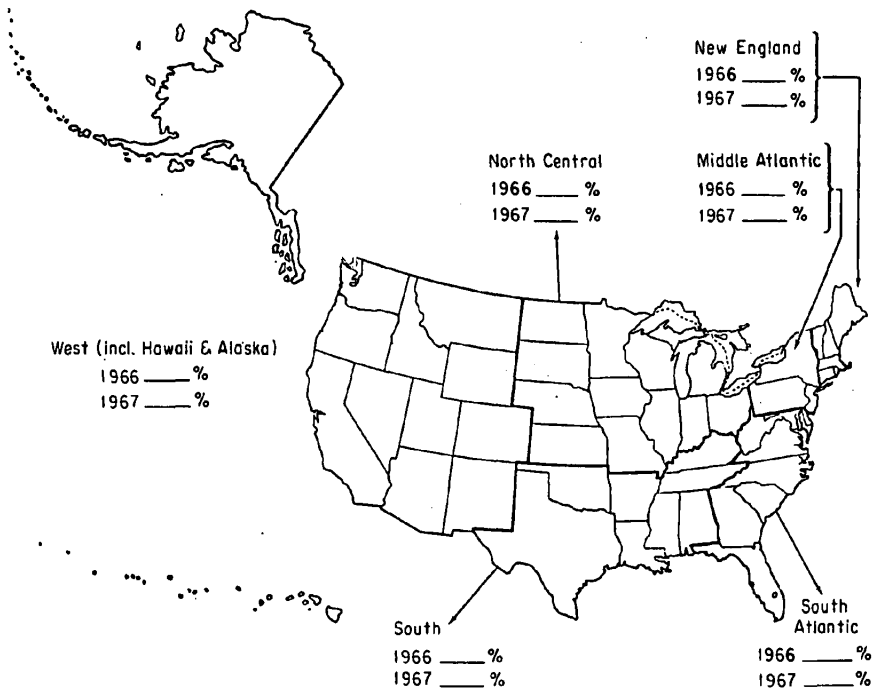
Number of employees (U.S.) end of 1965 _____

ALL YOUR ANSWERS WILL BE HELD STRICTLY CONFIDENTIAL

PLEASE USE SPACE BELOW FOR COMMENTS. WE HOPE YOU WILL HAVE SOME.

Part III

1. How will your investment be divided by regions?
(Please see instructions below map.)



Please indicate where your investment in new plants and equipment will be installed by regions, in 1966 and in 1967. Even a rough approximation will be helpful.