Appendix B

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) __%
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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  High cost of R & D  Protection  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  Other ______%
      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 _______
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.

ALL YOUR ANSWERS WILL BE HELD STRICTLY CONFIDENTIAL

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