

PLACE
FIRST-CLASS
STAMP
HERE



TEXAS INSTRUMENTS
P.O. Box 10552
Lubbock, Texas 79408

MARKET RESEARCH DEPARTMENT

Please do not send any products or correspondence to this address.

Please fold here.

18. To help us understand our customers' lifestyles, please indicate the interests and activities in which you or your spouse enjoy participating on a regular basis:

- | | | |
|--|---|--|
| 1. <input type="checkbox"/> Golf | 17. <input type="checkbox"/> Automotive Work | 33. <input type="checkbox"/> Coin/Stamp Collecting |
| 2. <input type="checkbox"/> Racquetball | 18. <input type="checkbox"/> Electronics/Do-It-Yourself | 34. <input type="checkbox"/> Collectibles/Collections |
| 3. <input type="checkbox"/> Running/Jogging | 19. <input type="checkbox"/> Home Workshop/Do-It-Yourself | 35. <input type="checkbox"/> Fine Art/Antiques |
| 4. <input type="checkbox"/> Snow Skiing | 20. <input type="checkbox"/> Photography | 36. <input type="checkbox"/> Real Estate Investments |
| 5. <input type="checkbox"/> Tennis | 21. <input type="checkbox"/> Stereo, Records & Tapes | 37. <input type="checkbox"/> Stock/Bond Investments |
| 6. <input type="checkbox"/> Bicycling Frequently | 22. <input type="checkbox"/> Avid Book Reading | 38. <input type="checkbox"/> Contests/Sweepstakes |
| 7. <input type="checkbox"/> Boating/Sailing | 23. <input type="checkbox"/> Bible/Devotional Reading | 39. <input type="checkbox"/> Health/Natural Foods |
| 8. <input type="checkbox"/> Bowling | 24. <input type="checkbox"/> Crafts | 40. <input type="checkbox"/> Household Pets (dogs, cats, etc.) |
| 9. <input type="checkbox"/> Gardening/Plants | 25. <input type="checkbox"/> Needlework/Knitting | 41. <input type="checkbox"/> Our Nation's Heritage |
| 10. <input type="checkbox"/> Physical Fitness/Exercise | 26. <input type="checkbox"/> Sewing | 42. <input type="checkbox"/> Wildlife/Environmental Issues |
| 11. <input type="checkbox"/> Camping/Hiking | 27. <input type="checkbox"/> Attending Cultural/Arts Events | 43. <input type="checkbox"/> Science/New Technology |
| 12. <input type="checkbox"/> Fishing Frequently | 28. <input type="checkbox"/> Community/Civic Activities | 44. <input type="checkbox"/> Personal/Home Computer |
| 13. <input type="checkbox"/> Hunting/Shooting | 29. <input type="checkbox"/> Foreign Travel | 45. <input type="checkbox"/> Video Games |
| 14. <input type="checkbox"/> Motorbiking/Motorcycling | 30. <input type="checkbox"/> Gourmet Cooking/Fine Foods | 46. <input type="checkbox"/> Videocassette Recording (VCR) |
| 15. <input type="checkbox"/> Recreational Vehicle/4-WD | 31. <input type="checkbox"/> Home Decorating | 47. <input type="checkbox"/> Cable TV Viewing |
| 16. <input type="checkbox"/> CB Radio | 32. <input type="checkbox"/> Wines | 48. <input type="checkbox"/> Watching Sports on TV |

Thanks for taking the time to fill out this questionnaire. Your answers will help us better serve you, and others who buy our products, in the future. They will also allow you to receive important mailings and special offers from a number of fine companies whose products and services relate directly to the specific interests, hobbies, and other information you have indicated above. Through this selective program, you will be able to obtain more information about activities in which you are involved and less about those in which you aren't. Please check here if, for some reason, you would prefer *not* to be included in this unique opportunity.

If you have comments or suggestions about our product, please write to:

Customer Service
Texas Instruments Inc.
P.O. Box 53
Lubbock, Texas 79408
Phone 1-800-858-4565
by www.ti99iuc.it
TI-1049760-1

TEXAS INSTRUMENTS

CUSTOMER REGISTRATION CARD

MODEL TI-99/4

Thank you for purchasing your new Texas Instruments Home Computer. Please complete and return this card to us immediately. This will help us improve existing products and keep you informed about new products.

1. Mr. Mrs. Ms. Miss

16D

Principal User's Name

Initial

Last Name

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Street

Apt. No.

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

City

State

Zip

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

2. Date of Purchase:

Mo.

Day

Yr.

3. Telephone No.:

Area Code

--	--	--	--	--	--	--	--	--	--	--	--	--	--

4. Exact name of store where purchased:

5. Computer Serial No.:

--	--	--	--	--	--	--	--	--	--	--	--	--	--

6. Type of store where purchased:

- | | |
|---|--|
| <input type="checkbox"/> Office Supply/
Business Equipment | <input type="checkbox"/> Discount Store |
| <input type="checkbox"/> Department Store | <input type="checkbox"/> Catalog Showroom |
| <input type="checkbox"/> Computer Store | <input type="checkbox"/> Direct Mail Catalog |
| <input type="checkbox"/> Electronic Store | <input type="checkbox"/> Toy Store |
| <input type="checkbox"/> Drug Store | <input type="checkbox"/> Other |

12. Date of birth of person listed above:

		1	9		
Mo.		Yr			

7. Price Paid:

- | | | |
|-----------------|----------|-----|
| 1. Console | \$ _____ | .00 |
| 2. Peripherals | \$ _____ | .00 |
| 3. Software | \$ _____ | .00 |
| 4. Total System | \$ _____ | .00 |

13. Occupation:

Your Spouse

- | | | |
|---------------------------|------------------------------|------------------------------|
| Homemaker | 1. <input type="checkbox"/> | 1. <input type="checkbox"/> |
| Professional/Technical | 2. <input type="checkbox"/> | 2. <input type="checkbox"/> |
| Engineering/Scientific | 3. <input type="checkbox"/> | 3. <input type="checkbox"/> |
| Executive/Administrator | 4. <input type="checkbox"/> | 4. <input type="checkbox"/> |
| Middle Mgt./White Collar | 5. <input type="checkbox"/> | 5. <input type="checkbox"/> |
| Sales/Marketing | 6. <input type="checkbox"/> | 6. <input type="checkbox"/> |
| Clerical | 7. <input type="checkbox"/> | 7. <input type="checkbox"/> |
| Craftworker | 8. <input type="checkbox"/> | 8. <input type="checkbox"/> |
| Machine Oper./Blue Collar | 9. <input type="checkbox"/> | 9. <input type="checkbox"/> |
| Service Worker | 10. <input type="checkbox"/> | 10. <input type="checkbox"/> |
| Retired | 11. <input type="checkbox"/> | 11. <input type="checkbox"/> |
| Student | 12. <input type="checkbox"/> | 12. <input type="checkbox"/> |

Your Spouse

0. NOT MARRIED

8. Please check the peripherals you intend to purchase for your TI Computer in the next 12 months:

- | | |
|---|--|
| <input type="checkbox"/> Peripheral Expansion Box | <input type="checkbox"/> Telephone Coupler (Modem) |
| <input type="checkbox"/> RS-232 Interface | <input type="checkbox"/> Solid State Speech™ Synthesizer |
| <input type="checkbox"/> Disk Drive | <input type="checkbox"/> Pascal Development System |
| <input type="checkbox"/> TI Impact Printer | <input type="checkbox"/> Joysticks |
| <input type="checkbox"/> Memory Expansion | <input type="checkbox"/> Hexbus Interface |
| <input type="checkbox"/> P-Code Peripheral | <input type="checkbox"/> TI Program Recorder |
| <input type="checkbox"/> 10" Color Monitor | |

14. Do you have any children living at home in any of the following age groups?

- | | |
|---|---------------------------------------|
| 0. <input type="checkbox"/> None | 4. <input type="checkbox"/> Age 8-10 |
| 1. <input type="checkbox"/> Under age 2 | 5. <input type="checkbox"/> Age 11-12 |
| 2. <input type="checkbox"/> Age 2-4 | 6. <input type="checkbox"/> Age 13-15 |
| 3. <input type="checkbox"/> Age 5-7 | 7. <input type="checkbox"/> Age 16-18 |

9. How many software packages have you purchased and do you intend to purchase in the next 12 months?

- A. Purchased _____ B. Intend to Purchase _____

10. Who or what influenced your purchase of the TI Computer?

- | | |
|--|---|
| <input type="checkbox"/> TV Ad | <input type="checkbox"/> Business Associate |
| <input type="checkbox"/> Radio Ad | <input type="checkbox"/> Family Member |
| <input type="checkbox"/> Newspaper Ad | <input type="checkbox"/> Friend |
| <input type="checkbox"/> Magazine Ad | <input type="checkbox"/> Teacher |
| <input type="checkbox"/> Store Demonstration | <input type="checkbox"/> Other |

11. What is the most important use for your TI Computer?

- | | |
|--|---|
| <input type="checkbox"/> Home Finance/Record Keeping | <input type="checkbox"/> Word Processing |
| <input type="checkbox"/> Learn Programming | <input type="checkbox"/> Business Use |
| <input type="checkbox"/> Education | <input type="checkbox"/> Engineering/Scientific |
| <input type="checkbox"/> Entertainment/Games | <input type="checkbox"/> Increase Computer Skills |

15. Which group describes your annual family income:

- | | |
|---|--|
| 1. <input type="checkbox"/> Under \$10,000 | 7. <input type="checkbox"/> \$35,000-\$39,999 |
| 2. <input type="checkbox"/> \$10,000-\$14,999 | 8. <input type="checkbox"/> \$40,000-\$44,999 |
| 3. <input type="checkbox"/> \$15,000-\$19,999 | 9. <input type="checkbox"/> \$45,000-\$49,999 |
| 4. <input type="checkbox"/> \$20,000-\$24,999 | 10. <input type="checkbox"/> \$50,000-\$54,999 |
| 5. <input type="checkbox"/> \$25,000-\$29,999 | 11. <input type="checkbox"/> \$55,000-\$59,999 |
| 6. <input type="checkbox"/> \$30,000-\$34,999 | 12. <input type="checkbox"/> \$60,000 & over |

16. Which types of credit cards do you use regularly?

- | |
|---|
| <input type="checkbox"/> American Express, Diners Club, Carte Blanche |
| <input type="checkbox"/> Bank card (MasterCard, Visa) |
| <input type="checkbox"/> None of the above |

17. For your primary residence, do you:

- | |
|---|
| <input type="checkbox"/> Own a house? |
| <input type="checkbox"/> Rent a house? |
| <input type="checkbox"/> Own a townhouse/condominium? |
| <input type="checkbox"/> Rent an apartment? |

(over)

(gummed area)