

# GENERAL ELECTRIC

OUTDOOR

POWER EQUIPMENT

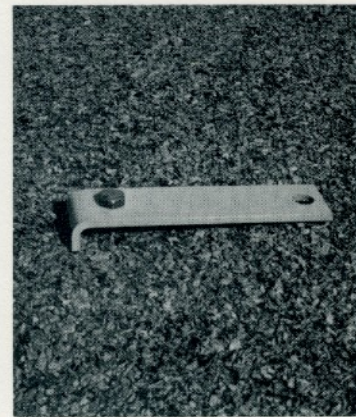
OPERATION

GENERAL ELECTRIC COMPANY, CORPORATIONS PARK, BUILDING 702,  
SCHENECTADY, NEW YORK 12305 Phone (518) 374-2211

Dear ELEC-TRAK Garden Tractor Owner:

As one of the first group of people to ever own an electric garden tractor, we believe you are especially interested and familiar with this product. As a thought leader and a member of this progressive group of owners, your opinions and answers to the attached questionnaire are of sincere importance to us.

In return for your response to this questionnaire, we are making a special offer available to you. This includes a Measured Battery Filler to automatically fill the ELEC-TRAK power pack with water to the proper level and an Extension Hitch that extends the hitch pin hole to a point beyond the rear of the tractor.



Please indicate

- |                                                                                               |                                                                                          |
|-----------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|
| <input type="checkbox"/> Yes, please send:                                                    |                                                                                          |
| <input type="checkbox"/> One Measured Battery Filler<br>(Your cost \$1.50; list price \$3.95) | <input type="checkbox"/> One Extension Hitch<br>(Your cost \$1.00;<br>list price \$2.95) |
| <input type="checkbox"/> No, do not send either.                                              |                                                                                          |

A check or money order must be enclosed with the questionnaire to take advantage of either or both offers (make payable to General Electric Company).

An envelope is provided for your convenience in returning the questionnaire.

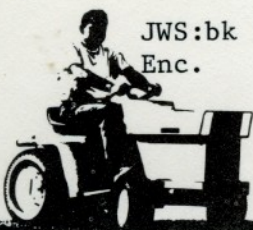
We wish to thank you in advance for your cooperation and reply.

Very truly yours,

*J. W. Stackhouse*

J. W. Stackhouse  
Product Manager

JWS:bk  
Enc.





### ELEC-TRAK Questionnaire

1. How did you first find out about the ELEC-TRAK garden tractor?

- ☐ Dealer advertisement  
☐ News article  
☐ Word of mouth  
☐ Dealer open house  
☐ Other \_\_\_\_\_

(please specify)

2. Had you planned to purchase a new garden tractor this year if the General Electric tractor were not available?

- ☐ Yes ☐ No ☐ Don't Recall

3. Which members of the family were principal participants in the decision to purchase the ELEC-TRAK garden tractor?

- ☐ Husband ☐ Wife ☐ Son(s) ☐ Daughter (s) ☐ Other

If wife, what appealed to her? \_\_\_\_\_

4. Did you discuss the tractor before purchasing it with people outside the family other than dealers? ☐ Yes ☐ No

If yes, who and what did they say? \_\_\_\_\_

5. Number in order of importance (using #1 first) which six items influenced you most in buying your ELEC-TRAK garden tractor.

- |                                                  |                                                |
|--------------------------------------------------|------------------------------------------------|
| <input type="checkbox"/> GE reputation           | <input type="checkbox"/> Reduced air pollutant |
| <input type="checkbox"/> Dealer reputation       | <input type="checkbox"/> Quietness             |
| <input type="checkbox"/> Dealer recommendation   | <input type="checkbox"/> Safety features       |
| <input type="checkbox"/> Because it was electric | <input type="checkbox"/> Price                 |
| <input type="checkbox"/> Pulling power           | <input type="checkbox"/> Field demonstration   |
| <input type="checkbox"/> Plug-in hand tools      | <input type="checkbox"/> Special features*     |

6. \*If you checked "Special features" please number in order of importance the six features most important to you.

- |                                                       |                                              |
|-------------------------------------------------------|----------------------------------------------|
| <input type="checkbox"/> Ease of starting             | <input type="checkbox"/> Ease of refueling   |
| <input type="checkbox"/> Ease of steering             | <input type="checkbox"/> Mowing performance  |
| <input type="checkbox"/> Ease of mounting attachments | <input type="checkbox"/> Appearance          |
| <input type="checkbox"/> Ease of maintenance          | <input type="checkbox"/> Maneuverability     |
| <input type="checkbox"/> Low operating cost           | <input type="checkbox"/> Ease of operating   |
| <input type="checkbox"/> Rugged build                 | <input type="checkbox"/> Front mounted mower |
|                                                       | <input type="checkbox"/> Comfortable ride    |

7. Check the type of mower you owned prior to your present garden tractor.

- ☐ Powered walking mower
- ☐ Riding mower
- ☐ Garden tractor
- ☐ Other

What brand? \_\_\_\_\_ Horsepower? \_\_\_\_\_ How old was the  
above mower? \_\_\_\_\_ (years).

8. What size lawn do you regularly mow, including house and buildings? (One acre = 43,560 sq. ft. or approximately 200' x 218')

- ☐ One acre or less.
- ☐ More than one acre but no more than two.
- ☐ More than two acres, but no more than three.
- ☐ Other mowing - describe type and size

9. Do you plan to use your tractor for snow removal? ☐ Yes ☐ No

If yes, with a ☐ plow  
☐ snow blower

And what is the approximate size of your driveway or area to be cleared?  
\_\_\_\_\_ feet long by \_\_\_\_\_ feet wide

10. Do you own or plan to buy a rear mounted garden/tiller for your tractor?

☐ Yes ☐ No

If yes, what is the size of the area you plan to till? \_\_\_\_\_ feet long  
by \_\_\_\_\_ feet wide. And how many times a year? \_\_\_\_\_

11. How else do you plan to use your tractor? \_\_\_\_\_

12. After having used the tractor, what feature do you like most about the tractor and why? \_\_\_\_\_

13. What features do you not like and why? \_\_\_\_\_

14. What other features would you like to have on the tractor? \_\_\_\_\_

15. How many months have you owned the GE garden tractor? \_\_\_\_\_ How many times  
have you used it? \_\_\_\_\_

16. How satisfied are you with your new tractor? (Please check one)

- ☐ Extremely satisfied. Would definitely recommend to a friend.  
☐ Satisfied. Would recommend to a friend.  
☐ Adequate, No strong feelings.  
☐ Unsatisfied. Would not buy again  
☐ Extremely unsatisfied. Would advise friends not to buy.

If you are not satisfied with the tractor, why? \_\_\_\_\_

17. Check the following attachments you own with an 0; and number in order of importance the attachments you would most like for your ELEC-TRAK garden tractor.

- |                                                   |                                                |
|---------------------------------------------------|------------------------------------------------|
| <input type="checkbox"/> Rotary mower             | <input type="checkbox"/> Lawn Vacuum Cleaner   |
| <input type="checkbox"/> Gang reel mowers         | <input type="checkbox"/> Tractor cab           |
| <input type="checkbox"/> Sickle bar mower         | <input type="checkbox"/> Snow/Dozer blade      |
| <input type="checkbox"/> Roto tiller              | <input type="checkbox"/> Snow thrower          |
| <input type="checkbox"/> Moldboard plow           | <input type="checkbox"/> Chain saw             |
| <input type="checkbox"/> Cultivator               | <input type="checkbox"/> Power drill           |
| <input type="checkbox"/> Disc harrow              | <input type="checkbox"/> Hedge trimmer         |
| <input type="checkbox"/> Roller                   | <input type="checkbox"/> Grass trimmer         |
| <input type="checkbox"/> Aerator                  | <input type="checkbox"/> Weeder/cultivator     |
| <input type="checkbox"/> Seeder spreader          | <input type="checkbox"/> Edger/trimmer         |
| <input type="checkbox"/> Sprayer                  | <input type="checkbox"/> Welder                |
| <input type="checkbox"/> Lawn sweeper (collector) | <input type="checkbox"/> Inverter              |
|                                                   | <input type="checkbox"/> Other (specify below) |

If available, which number would you purchase this year? \_\_\_\_\_  
 Next year? \_\_\_\_\_ Later? \_\_\_\_\_

18. What is the age of the household head? (Please check)

- ☐ Under 24 years  
☐ 25 to 34 years  
☐ 35 to 44 years  
☐ 45 to 55 years  
☐ 55 years and over

19. In which category does the combined annual income of the family fall into? (Please check one)

- |                                               |                                               |
|-----------------------------------------------|-----------------------------------------------|
| <input type="checkbox"/> Under \$5,000        | <input type="checkbox"/> \$15,000 to \$19,999 |
| <input type="checkbox"/> \$5,000 to \$9,000   | <input type="checkbox"/> \$20,000 to \$24,999 |
| <input type="checkbox"/> \$10,000 to \$14,000 | <input type="checkbox"/> \$25,000 and over    |



20. What is the principal occupation of the head of the household? Please check.

|                                         |                                                |
|-----------------------------------------|------------------------------------------------|
| <input type="checkbox"/> Clerical       | <input type="checkbox"/> Managerial            |
| <input type="checkbox"/> Craftsman      | <input type="checkbox"/> Professional          |
| <input type="checkbox"/> Factory Worker | <input type="checkbox"/> Retired               |
| <input type="checkbox"/> Farmer         | <input type="checkbox"/> Salesman              |
| <input type="checkbox"/> Laborer        | <input type="checkbox"/> Other _____ (specify) |

21. Who answered this questionnaire? (Please check)

☐ Husband, Promarily  
☐ Wife, Primarily  
☐ Both husband and wife  
☐ single male adult  
☐ single female adult  
☐ Other \_\_\_\_\_ (specify)

22. The General Electric Company would like comments from owners of ELEC-TRAK tractors for use in advertising, publicity and product planning. If you are willing to be interviewed by a General Electric Representative, please check the appropriate box below.

- ☐ Yes, I would like to be interviewed and quoted.  
☐ Yes, I would like to be interviewed, but I do not want to be quoted.  
☐ No, I do not wish to be interviewed or quoted.

23. Any other comments \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

24. Your name \_\_\_\_\_

Street address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_