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## Piano Evaluation Form

(New Steinway model B and new Mason & Hamlin model BB grand pianos)

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Section 1, Evaluation of new Steinway model B grand pianos. We are interested in knowing your impressions of New York Steinway model B grand pianos manufactured during approximately the past two years. Therefore, while your impressions of the model B Steinway that you just played should help you in arriving at your evaluations, please answer the questions with regard to all new or nearly new Steinway model B (NY) grands that you have played during the past two years.

- A. Action: First, try to recall the feel of the action (the touch) of all of the various pianos of all types that you have ever played (including the two pianos that you just played) and in your mind arrange these on a scale of 1 to 100, with the worst pianos rated on the low end of the scale and the best pianos rated on the high end of the scale. On this scale of 1 to 100, how would you rate the touch of new Steinway (NY) model B grand pianos? 85
- B. Tone: Next, try to recall the tone quality of all of the various pianos of all types that you have ever played (including the two pianos that you just played) and in your mind arrange these on a scale of 1 to 100, with the worst pianos rated on the low end of the scale and the best pianos rated on the high end of the scale. On this scale of 1 to 100, how would you rate the tone quality of new Steinway (NY) model B grand pianos? 90
- C. Overall: Next, try to recall the overall quality of all of the various pianos of all types that you have ever played (including the two pianos that you just played) and in your mind arrange these on a scale of 1 to 100, with the worst pianos rated on the low end of the scale and the best pianos rated on the high end of the scale. Overall quality should include quality of touch and quality of tone as well as any other aspect of pianos (such as quality of construction) that may be important to you. On this scale of 1 to 100, how would you rate new Steinway (NY) model B grand pianos as to their overall quality? 87

Section 2, Evaluation of new Mason & Hamlin model BB grand pianos. We are interested in knowing your impressions of Mason & Hamlin model BB grand pianos manufactured during approximately the past two years. Therefore, while your impressions of the model BB Mason & Hamlin that you just played should help you in arriving at your evaluations, please answer the questions with regard to all new or nearly new Mason & Hamlin model BB grands that you have played during the past two years.

- D. Action: First, try to recall the feel of the action (the touch) of all of the various pianos of all types that you have ever played (including the two pianos you just played) and in your mind arrange these on a scale of 1 to 100, with the worst pianos rated on the low end of the scale and the best pianos rated on the high end of the scale. On this scale of 1 to 100, how would you rate the touch of new Mason & Hamlin model BB grand pianos? 80
- E. Tone: Next, try to recall the tone quality of all of the various pianos of all types that you have ever played (including the two pianos you just played) and in your mind arrange these on a scale of 1 to 100, with the worst pianos rated on the low end of the scale and the best pianos rated on the high end of the scale. On this scale of 1 to 100, how would you rate the tone quality of new Mason & Hamlin model BB grand pianos? 85
- F. Overall: Next, try to recall the overall quality of all of the various pianos of all types that you have ever played (including the two pianos that you just played) and in your mind arrange these on a scale of 1 to 100, with the worst pianos rated on the low end of the scale and the best pianos rated on the high end of the scale. Overall quality should include quality of touch and quality of tone as well as any other aspect of pianos (such as quality of construction) that may be important to you. On this scale of 1 to 100, how would you rate new Mason & Hamlin model BB grand pianos as to their overall quality? 82

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- Continued -

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Section 3, Predictions of how other people will rate Steinway and Mason & Hamlin seven-foot grand pianos. To determine which participants in this study will receive prizes, we are asking that each participant predict what the average ratings will be across all participants in the study. For example, the first prize will be awarded to the participant who most closely predicts the average ratings for overall quality of Mason & Hamlin model BB grands and New York Steinway model B grands; the second prize will be awarded to the participant who most closely predicts the average rating for tone quality of these two pianos, and so on. The manner in which the prizes shall be awarded is described in detail in the Piano Evaluation and Contest Description section entitled "Awarding of Prizes".

With regard to each of the items below, please provide your best guess, to the nearest tenth of a point, as to what the average rating will be across all 600 participants in this study. For example, if you feel that the average score for a given item will be about 75, you should refine your guess more precisely (such as, for example, to 75.3 or 74.8). If you feel that the average score for the item will be exactly 75, please write your prediction as 75.0. Be sure to provide a best guess for each item. Participants providing incomplete questionnaires will be ineligible for prizes.

A. Your best guess as to the average rating to be given for <u>the touch</u> of New York Steinway model B pianos.	86.7
B. Your best guess as to the average rating to be given for <u>the tone</u> of New York Steinway model B pianos.	91.2
C. Your best guess as to the average <u>overall quality</u> rating to be given for New York Steinway model B pianos.	90.7
D. Your best guess as to the average rating to be given for <u>the touch</u> of Mason & Hamlin model BB pianos.	81.3
E. Your best guess as to the average rating to be given for <u>the tone</u> of Mason & Hamlin model BB pianos.	84.5
F. Your best guess as to the average <u>overall quality</u> rating to be given for Mason & Hamlin model BB pianos.	83.7

Your comments about new Steinway (NY) model B and Mason & Hamlin model BB grand pianos (optional) \_\_\_\_\_  
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\_\_\_\_\_  
\_\_\_\_\_

Name KEITH COTTON Date APRIL 11, 2003

Address \_\_\_\_\_

Signature 