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ACTIVISION U.K. LIMITED

FREE POST (LICENCE RG 1956)

READING

RG2 7BR

Activision/Electric Dreams

WIN SOFTWARE TO THE VALUE OF £100! SIMPLY FILL IN THIS QUESTIONNAIRE AND RETURN IT TO THE ADDRESS OVERLEAF AND YOU WILL AUTOMATICALLY BE ENTERED FOR OUR FREE PRIZE DRAW. AT THE SAME TIME YOU WILL HELP US IMPROVE THE QUALITY OF OUR PRODUCTS AND CUSTOMER SERVICE.

- 1) TITLE OF PRODUCT _____ 2) DATE OF PURCHASE _____
- 3) PLACE OF PURCHASE:- PLEASE TICK APPROPRIATE BOXES
☐ DEPARTMENT STORE ☐ COMPUTER/SOFTWARE SHOP ☐ MAIL ORDER
OTHER _____
- 4) MAKE OF COMPUTER:- ☐ COMMODORE 64/128 ☐ SPECTRUM ☐ AMSTRAD ☐ ATARI ST
☐ AMIGA ☐ IBM COMPATIBLE OTHER _____ 5) ☐ CASSETTE ☐ DISK
- 6) HOW LONG HAVE YOU OWNED YOUR COMPUTER? ☐ 0-6 MONTHS ☐ 6-12 ☐ 1-3 YRS ☐ 3+
- 7) HOW MANY COMPUTER GAMES DO YOU OWN? ☐ 1-5 ☐ 6-10 ☐ 11-20 ☐ 21-40 ☐ 40+
- 8) HOW MANY ACTIVISION/ELECTRIC DREAMS GAMES DO YOU OWN? _____
- 9) HOW MUCH DO YOU SPEND ON GAMES PER MONTH? ☐ £0-10 ☐ £11-20 ☐ £21-40 ☐ £40+
- 10) HOW MANY ACTIVISION/ELECTRIC DREAMS GAMES DO YOU BUY PER MONTH? _____
- 11) WHICH IS YOUR FAVOURITE GAME OF ALL TIME? _____
BY _____
- 12) WHY? _____
- 13) DO YOU READ THE COMPUTER MAGAZINES? ☐ YES/NO IF SO, WHICH? _____
- 14) HOW OFTEN DO YOU READ THEM? ☐ WEEKLY ☐ FORTNIGHTLY ☐ MONTHLY ☐ LESS OFTEN
- 15) DO YOU READ THE PREVIEWS/REVIEWS? ☐ YES ☐ NO
- 16) IF SO, DO THEY INFLUENCE YOUR DECISION TO BUY A GAME? ☐ YES ☐ NO ☐ SOMETIMES
- 17) WHICH FACTOR MOST INFLUENCED YOU TO BUY THIS GAME?
☐ FRIEND ☐ MAGAZINE ARTICLE ☐ PACKAGING OTHER _____
- 18) WHAT TYPE OF GAME DO YOU ENJOY THE MOST? ☐ SHOOT 'EM UP ☐ ADVENTURE
☐ STRATEGY OTHER _____
- 19) NAME _____ 20) ☐ MALE ☐ FEMALE
- 21) ADDRESS _____
TOWN/CITY _____ COUNTY _____ POST CODE _____
- 22) AGE:- ☐ LESS THAN 10 ☐ 11-15 ☐ 16-20 ☐ 21-25 ☐ 26-35 ☐ OVER 36
- 23) OCCUPATION:- ☐ PROFESSIONAL ☐ BUSINESS/MANAGEMENT ☐ TRADE ☐ CLERICAL
☐ STUDENT OTHER _____

THANK YOU FOR YOUR HELP