

NAME _____

ADDRESS _____

PHONE _____

GENDER MALE FEMALE

AGE BRACKET OF USER UNDER 13 13-18 19-24 25-34 35-44 OVER 45

NAME OF PRODUCT PURCHASED _____ DATE OF PURCHASE _____

SYSTEM MAC: LCIII PERFORMA CENTRIS QUADRA OTHER

IBM COMPATIBLE: 386 486 OTHER

GAME PURCHASED AT

SOFTWARE STORE

DEPARTMENT STORE

ONLINE SERVICE

DIRECT MAIL OFFER

TOY STORE

MAIL ORDER CATALOG

STORE NAME AND LOCATION _____

OTHER _____

WHERE I FIRST HEARD OF THE GAME I PURCHASED

MAGAZINE

EDITORIAL

BULLETIN BOARD SERVICE

FRIEND

DEMO DISK

DIRECT MAIL CATALOG

TV AD

RADIO AD

SALESPERSON

MAGAZINES I READ REGULARLY

CD ROM TODAY

FAMILY PC

PC MAGAZINE

COMPUTER GAME REVIEW

HOME PC

PC WORLD

COMPUTER GAMING WORLD

MAC USER

ROLLING STONE

COMPUTER LIFE

MAC WORLD

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MULTIMEDIA WORLD

WIRED

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