

Win 20 Hit Squad Titles!!!

The Hit Squad are continually striving to improve their marketing and products. In order to assist them, please take a moment to fill in this questionnaire and forward it to the address overleaf. All cards will be placed in a draw and three winners will receive 20 Hit Squad titles of their choice. The draw will be held on 12/12/96.

NAME: _____ AGE: _____

ADDRESS: _____

POSTCODE: _____

E-MAIL: _____

1. On average how many **over £16.99** games do you buy each year ?

- ONE TO FIVE SIX TO TEN
 ELEVEN TO FIFTEEN SIXTEEN AND ABOVE

2. On average how many **under £16.99** games do you buy each year ?

- ONE TO FIVE SIX TO TEN
 ELEVEN TO FIFTEEN SIXTEEN AND ABOVE

3. Where do you normally purchase games from ?

- SPECIALIST CHAIN (IE. GAME, ELECTRONIC BOUTIQUE ETC.)
 NON-SPECIALIST CHAIN (IE. WH SMITHS, DIXONS, PC WORLD ETC.)
 SPECIALIST INDEPENDENT MAIL ORDER
 OTHER (PLEASE SPECIFY) _____

4. Which factor(s) most influence your decision to purchase a game ?

- | | |
|--|---|
| <input type="checkbox"/> PRICE | <input type="checkbox"/> ADVERTISING |
| <input type="checkbox"/> RECOMMENDATION | <input type="checkbox"/> PACKAGING |
| <input type="checkbox"/> PROMOTIONAL OFFER | <input type="checkbox"/> MAGAZINE REVIEW |
| <input type="checkbox"/> TV REVIEW | <input type="checkbox"/> IN-STORE DISPLAY |
| <input type="checkbox"/> GIFT | <input type="checkbox"/> OTHER (PLEASE SPECIFY) _____ |

5. Have you ever waited for a title to be released onto a budget label ?

- Yes No

6. What genre of game do you most buy ?

- | | |
|--|---|
| <input type="checkbox"/> RPG | <input type="checkbox"/> STRATEGY/WAR GAMES |
| <input type="checkbox"/> FLIGHT SIM | <input type="checkbox"/> GOD GAMES |
| <input type="checkbox"/> PUZZLE | <input type="checkbox"/> PLATFORM |
| <input type="checkbox"/> DRIVING GAMES | <input type="checkbox"/> SPORTS |
| <input type="checkbox"/> BEAT-EM-UPS | <input type="checkbox"/> SPACE SIMS |
| <input type="checkbox"/> FIRST PERSON PERSPECTIVES (IE. LIKE DOOM) | |

7. What type of machine do you own ?

8. How long have you owned your machine for ?

9. What other budget brands do you own ?

- KIXX WHITE LABEL E.A. CLASSICS
 OTHERS (PLEASE SPECIFY) _____

THANK YOU FOR YOUR TIME AND EFFORT IN COMPLETING THIS QUESTIONNAIRE.

- PLEASE TICK THIS BOX IF YOU DO NOT WANT TO RECEIVE FURTHER INFORMATION ON FUTURE HIT SQUAD RELEASES.

2



**THE HIT SQUAD
FREEPOST - MR9486
MANCHESTER
M3 8BA**