

1 ( ) Mr. ( ) Mrs. ( ) Ms. ( ) Miss 2 ( ) Married ( ) Single 6883322259

First Name: \_\_\_\_\_ M.I. \_\_\_\_\_ Last Name: \_\_\_\_\_

Number & Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

3 Phone number: (\_\_\_\_) \_\_\_\_\_-\_\_\_\_-\_\_\_\_ 4 Date of YOUR birth: \_\_\_\_/\_\_\_\_/\_\_\_\_  
Month Day Year

5 Email address: \_\_\_\_\_

6 Purchase price: \$ \_\_\_\_\_ .00 7 Where did you buy this product? (Mark one answer only.)  
(Excluding tax)  Retail store  Mail order  Internet  Other

8 Store Name: \_\_\_\_\_

9 Date of purchase: \_\_\_\_/\_\_\_\_/\_\_\_\_  
Month Day Year

10 What are the top three (3) reasons why you chose your product? (Mark up to three.)  
 Quality/Durability  Good Fit/Comfortable  Lifetime Warranty  Saw Product in Use  
 Lightweight  Value for Price  Friend's Recommendation  Reputation  
 Features  Item on Sale/Price  Salesperson's Recommendation  
 Style/Appearance  Product Review  Prior Experience

11 How did you first become aware of this product? (Mark one answer only.)  
 Saw in use  Catalog/Mailer  Saw product in store  Salesperson's recommendation  Product review  
 Internet  Advertisement  Received as a gift  Friend's/family recommendation  Other

12 If you bought this product yourself, did you plan your purchase of the product before going into the store?  
 Yes  No

13 If NO, what other brands did you consider? (Mark all that apply.)  
 Arc'Teryx  Columbia  Gramicci  Lowe  Patagonia  Royal Robbins  The North Face  
 Burton  Ex Officio  Kelty  Marmot  REI  Sierra Designs  Other

14 Will you buy more products in the future?  Yes  No (If no, skip to q 16.)

15 If YES, what type of product(s)? (Mark all that apply.)  
 Tent  Baselayer/underwear  Active/athletic apparel  Insulated garment (down or synthetic)  
 Sleeping bag  Fleece garment  Windstopper garment  Waterproof-breathable shell jacket or pants  
 Sleeping pad  Travel apparel  Backpacking/hiking apparel  Accessories (hats/gloves/gaitors)

16 Which of the following activities do you regularly participate in? (Mark all that apply.)  
 Mountaineering  Snowshoeing  Backcountry Snowsports  Boating  Water Skiing  Hiking  
 Backpacking  Alpine Skiing  Lift-operated Snowsports  Rafting  Mountain Biking  Walking  
 Rock Climbing  Telemark Skiing  Nordic/X-Country Skiing  Kayaking  Road Biking  Hunting  
 Indoor Climbing  Snowboarding  Camping/Car Camping  Canoeing  Inline Skating  Fishing  
 Ice Climbing  Snowmobiling  Attend Sports Events  Swimming  Running/Jogging  Golf  
 Bouldering  SCUBA  Work Out in Gym  Tennis

17 What magazines do you read regularly (3 out of the last 4 issues)? (Mark all that apply.)  
 Backpacker  Climbing  Outside  Rock & Ice  National Geographic Adventure  Sierra  
 Men's Journal  Couloir  Field & Stream  Backcountry  Outdoor Photographer  Powder  
 Men's Health  Freeze  Ski/Skiing  Trail Runner  Hooked on the Outdoors

18 Which of the following have you, might you, or do you plan to attend? (Mark all that apply.)  
 Ice/rock climbing festival  Outdoor-related slide show  Film festival  
 Consumer outdoor products show  Product demo/test event  Retail promotional event

19 Have you, or are you interested in, guided/ instructional climbing or mountaineering?  Yes  No

20 Education: (Please check the category that applies.) 23 Which best describes your family income?  
 High School  Completed College  Under \$15,000  \$50,000 - \$74,999  
 Some College  Graduate School  \$15,000 - \$24,999  \$75,000 - \$99,999  
 Yes  No  \$25,000 - \$34,999  \$100,000 - \$149,000  
 \$35,000 - \$49,999  Over \$150,000

22 Would you like to receive information about special promotions or new products?  Yes  No  
Please send other correspondence to:  
Pivotal Data, Inc.  
2087 South Grant Street, Denver, CO 80210  
Please visit us at [www.PivotalData.net](http://www.PivotalData.net)

Thank you for filling out this questionnaire. We value your answers and input. Please check here  if you would prefer not to learn more about our products or obtain information on new and interesting opportunities from other exciting companies.