

WIN FREE STUFF!

In our effort to make *Break!* better we need to get to know you better. All you have to do is answer all of the following questions and return them to *Break!* before April 15. You will automatically be entered into a drawing for a free: a Balance mountain bike • Roller hockey skates from Koho • Outdoor shoes from Airwalk, Merrell, Nike and Reebok • Bauer, Roces, and Ultra Wheels in-line skates

- How old are you?
☐ 18 ☐ 19 ☐ 20 ☐ 21
☐ 22 ☐ 23 ☐ 24 ☐ over 24
- Year in school?
☐ first ☐ second ☐ third ☐ fourth ☐ fifth
- Are you a ☐ male ☐ female
- Where do you attend school?

- Where did you pick up your copy of *break!*?
☐ in your school paper ☐ from a friend
☐ on campus ☐ other

- Did you share this issue with your friends? ☐ yes ☐ no
- Do you participate in outdoor sports?
☐ daily ☐ on weekends ☐ weekly
☐ on vacations ☐ rarely ☐ never
- What is your favorite setting for sports?
☐ campus ☐ mountains ☐ beach/ocean
☐ desert ☐ city ☐ river
☐ other

- Which of the following sports/activities do you participate in?
☐ downhill skiing ☐ surfing
☐ cross country skiing ☐ rock climbing
☐ hiking ☐ skateboarding
☐ in-line hockey ☐ snowboarding
☐ in-line skating ☐ soccer
☐ kayaking ☐ flag football
☐ mountain biking ☐ basketball
☐ road biking ☐ weight lifting
☐ trail running ☐ aerobics
- Which of the following athletic equipment do you own?
☐ downhill snow skis ☐ cross country skis
☐ snowboard ☐ skateboard
☐ in-line skates ☐ tent
☐ tennis racquet ☐ fishing gear
☐ rock climbing gear ☐ mountain bike
☐ road bike
- Do you commute to campus?
 If so, how?
☐ no ☐ walk ☐ in-line skate
☐ skateboard ☐ bike ☐ drive a car
☐ take public transportation ☐ Motorcycle
- How many pairs of athletic shoes do you own?
☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5+
- What types of athletic shoes do you own?
☐ tennis shoes ☐ running shoes ☐ soccer shoes
☐ hiking boots ☐ cycling shoes
☐ basketball shoes
☐ other

- How often do you purchase new athletic shoes?
☐ every 1-3 months ☐ every 4-6 months
☐ every 6-9 months ☐ every 10-12 months
☐ every 12 months or more
- Which of the following products are you likely to purchase?
☐ beer ☐ bottled water ☐ energy bars
☐ energy drinks ☐ sunscreen ☐ vitamins
☐ carbonated beverages
☐ lip care products ☐ "safe sex" products
- Do you have a job?
☐ no ☐ part time ☐ full time
- Which of the following would you prefer to spend your money on?
☐ movie tickets ☐ restaurant meal
☐ concert tickets ☐ sporting event tickets
☐ sporting goods equipment
- How much do you spend per month on sporting goods/athletic clothing/fitness oriented products?
☐ \$0-\$50 ☐ \$50-\$100 ☐ \$100-\$200
☐ over \$200
- How much money do you spend a month on leisure [music/restaurants/clothing]?
☐ \$0-\$50 ☐ \$50-\$100 ☐ \$100-\$200
☐ over \$200
- In what month do you typically spend this money?
☐ September ☐ October ☐ November
☐ December ☐ January ☐ February
☐ March ☐ April ☐ May
☐ June ☐ July ☐ August
- Which credit cards do you have?
☐ American Express ☐ Visa ☐ Mastercard
☐ Diner's Club ☐ Discover ☐ none
- What is your family's approximate yearly income?
☐ under \$25,000 ☐ \$26,000-\$50,000
☐ \$51,000-\$75,000 ☐ \$76,000-\$100,000
☐ \$101,000-\$150,000 ☐ \$151,000-\$200,000
☐ \$201,000+
- Which of the following electronic products do you own?
☐ color tv ☐ home stereo equipment ☐ vcr
☐ camera ☐ car stereo ☐ fax machine
☐ video camera ☐ answering device
☐ portable stereo w/ headphones
- Do you own a personal computer?
☐ yes ☐ no
- Do you use internet, commercial on-line services or other forms of on-line services?
☐ yes ☐ no
- Which part of *break!* do you like best?
☐ the articles ☐ the design/photos
☐ the ads
- Are you interested in being a *break!* correspondent from your school? ☐ yes ☐ no
- Do you subscribe to any magazines? ☐ yes ☐ no
 If so, please list:

Name _____		
Address _____		Phone No. _____
City _____	State _____	Zip _____

Simply cut this page out and return before April 15.
 Duplicate questionnaires not accepted. Please return questionnaires to:
 Reader Survey c/o Will Gadd *Break!* 2025 Pearl Street Boulder, CO 80302


AIRWALK
 FOOTWEAR

BALANCE

 **MERRELL**
 FOOTWEAR

ROCES
 FOOTWEAR

KOHO **ULTRA-WHEEL** **BAUER**