



"Shaped by Water, Built By Hand"

IMPORTANT! IMPORTANT! Please complete and return within the next 10 days OR register online at www.prodregister.com/oldtown

LGJ01-01 Canoes

- 1. 1. Mr. 2. Mrs. 3. Ms. 4. Miss

First Name Initial Last Name

Street Apt. No.

City State ZIP Code

E-mail Address

Phone Number

2. Your date of birth: Month / Year

3. Marital status: 1. Married 2. Single

4. Serial/Model number:

5. Name of store where purchased:

6. Date of purchase: Month / Day / Year

7. Price paid (excluding sales tax): \$ .00

8. Product Name:

9. What are the most important factors influencing the purchase of your Old Town product? (check up to three)

- 01. Style/Appearance/Design
02. Quality
03. Size and Weight
04. Ease of Use
05. Brand/Product Reputation
06. On Sale/Sale Price
07. Recommended by Friend
08. Recommendation of Salesperson
09. Recommendation of Instructor/Product Expert
10. Store Display
11. Special Features of Product
12. Warranty
13. Have Previously Owned/Rented Old Town Before Buying
14. Value for Price
15. Saw Product in Use/Demonstration
16. Catalog
17. Magazine/TV Advertisement
18. Internet/Website
19. Received as Gift

10. Which of the following products do you currently own or do you plan to buy in the next 12 months? (check all that apply)

Table with columns: Own, Buy and list of products like Backpack, Daypack, Family Tent, etc.

11. Which best describes the type of store where you purchased this product? (check all that apply)

- 1. Specialty Outdoor Store
2. Outdoor Retail Chain Store
3. Sporting Goods Retail Chain Store
4. Marine Store
5. Specialty Paddle Sport Store
6. General Merchandise/Discount Store
7. Internet
8. Catalog
9. Marine Boat Dealer
10. Other

12. What other brands did you seriously consider before making this purchase?

- 01. Did Not Consider Any Other Brands
02. Alumna Craft
03. Aquabound
04. Bell
05. Bending Branches
06. Carlisle
07. Cobra
08. Coleman
09. Current Designs
10. Dagger
11. Dimension
12. Eddyline
13. ExtraSport
14. Feathercraft
15. Future Beach
16. Grumman
17. Harmony
18. Hobie
19. KL Industries
20. Kokatat
21. Liquid Logic
22. Lotus Designs
23. Mad River
24. Necky
25. Nigel Dennis
26. Northwest
27. Ocean Kayak
28. Old Town
29. Pelican
30. Perception
31. Prijon
32. Rogue River
33. Sawyer
34. Stohlquist
35. Voyager
36. Water Wheeler
37. Wenonah
38. Werner
39. Wilderness Systems
40. Other

13. How did you locate this Old Town dealer/retailer? (check all that apply)

- 1. Dealer/Retailer Ad
2. Old Town Dealer Listing
3. Previous Experience with Dealer/Retailer
4. Friend's Recommendation
5. Yellow Pages
6. Newspaper/Magazine Ad
7. Internet/Website
8. Factory Referral
9. Other

14. Which of the following sport/recreation/fitness activities do you participate in? (check all that apply)

- 01. Cross-Country/Nordic Skiing
02. Snowboarding
03. Telemark Skiing
04. Snowshoeing
05. Backpacking/Hiking
06. Climbing
07. In-Line Skating
08. Rafting
09. Kayaking/Canoeing
10. Scuba Diving
11. Water Skiing/Wake Boarding
12. Bowling
13. Attend Sporting Events
14. Video/Computer Games
15. Workout in Gym
16. Martial Arts
17. Swimming
18. Team Sports
19. Personal Watercraft
20. ATV
21. Motorcycling
22. Snowmobiling

15. Not including yourself, what is the GENDER and AGE (in years) of children and other adults living in your household?

Form for recording gender and age of household members

16. Occupation: (check all that apply) You Spouse

- Professional/Technical
Upper Management/Executive
Middle Management
Sales/Marketing
Clerical/Service Worker
Tradesman/Machine Operator/Laborer

17. Are you or your spouse: You Spouse

- A Homemaker?
Retired?
A Student?
Self Employed/Business Owner?
Working from a Home Office?
In the Military?
A Veteran?

18. Which group describes your annual family income?

- 01. Under \$15,000
02. \$15,000-\$19,999
03. \$20,000-\$29,999
04. \$30,000-\$39,999
05. \$40,000-\$49,999
06. \$50,000-\$59,999
07. \$60,000-\$74,999
08. \$75,000-\$99,999
09. \$100,000-\$124,999
10. \$125,000-\$149,999
11. \$150,000-\$174,999
12. \$175,000-\$199,999
13. \$200,000-\$249,999
14. \$250,000 & over

19. Level of education: (check highest level completed)

- 1. Completed High School
2. Completed College
3. Completed Graduate School

20. Which credit cards do you use regularly?

- 1. American Express, Diners Club
2. MasterCard, Visa, Discover
3. Department Store, Oil Company, etc.
4. Do not use credit cards

21. For your primary residence, do you:

- 1. Own?
2. Rent?



# PRODUCT REGISTRATION

RETURN THIS CARD NOW FOR:

• **Product Protection**

With the information you provide we can confirm the date of purchase of your product. This confirmation is of benefit to you, especially if your original proof of purchase is lost.

• **Proof of Ownership**

Your model number, serial number, and other information will be kept in our files for up to ten years.



DENVER CO 80217-4372  
PO BOX 174372



LGJ01-01

Old Town  
Johnson Outdoors, Inc.  
2460 Salsahan Loop  
PO Box 5003  
Ferndale, WA 98248-5003

Please send products and other correspondence to:

First-Class Postage Required Post Office will not deliver without proper postage.



22. Please tell us how many magazines your household:

- |   |   |
|---|---|
| <b>A.</b>                                 | <b>B. Purchases at Stores/Newsstands</b>  |
| <b>Subscribes to</b>                      |   |
| 1. <input type="checkbox"/> 1-3 per month | 1. <input type="checkbox"/> 1-3 per month |
| 2. <input type="checkbox"/> 4+ per month  | 2. <input type="checkbox"/> 4+ per month  |

23. Which of the following do you plan to do within the next 6 or 12 months?

- |                                |                          |    |                          |
|--------------------------------|--------------------------|----|--------------------------|
|                                | <b>1-6 Months</b>        |    | <b>7-12 Months</b>       |
| Buy/Lease a New Vehicle .....  | <input type="checkbox"/> | 1. | <input type="checkbox"/> |
| Buy/Lease a Used Vehicle ..... | <input type="checkbox"/> | 2. | <input type="checkbox"/> |

24. Please check all that apply to your household.

- 01.  Shop by Catalog/Mail
- 02.  Shop via the Internet
- 03.  Member of Frequent Flyer Program
- 04.  Donate to Charitable Causes
- 05.  Own a Compact Disc Player
- 06.  Have a Dog
- 07.  Have a Cat
- 08.  Own a Wireless/Cellular Phone
- 09.  Subscribe to an Online/Internet Service
- 10.  Speak Spanish
- 11.  Own an Apple/Macintosh Computer
- 12.  Own a CD-ROM Drive
- 13.  Home Workshop/Do-It-Yourself

25. To help us understand our customers' lifestyles, please indicate the interests and activities in which you or your spouse enjoy participating on a regular basis.

- |  |  |  |
|--|--|--|
| 01. <input type="checkbox"/> Bicycling                 | 18. <input type="checkbox"/> Buy Prerecorded Videos/DVDs | 35. <input type="checkbox"/> Wines                         |
| 02. <input type="checkbox"/> Golf                      | 19. <input type="checkbox"/> Automotive Work             | 36. <input type="checkbox"/> Stamp/Coin Collecting         |
| 03. <input type="checkbox"/> Physical Fitness/Exercise | 20. <input type="checkbox"/> Electronics                 | 37. <input type="checkbox"/> Collectibles                  |
| 04. <input type="checkbox"/> Running/Jogging           | 21. <input type="checkbox"/> Recreation Vehicles (RVs)   | 38. <input type="checkbox"/> Our Nation's Heritage         |
| 05. <input type="checkbox"/> Snow Skiing               | 22. <input type="checkbox"/> Listen to Records/Tapes/CDs | 39. <input type="checkbox"/> Real Estate Investments       |
| 06. <input type="checkbox"/> Tennis                    | 23. <input type="checkbox"/> Avid Book Reading           | 40. <input type="checkbox"/> Stocks/Bond Investments       |
| 07. <input type="checkbox"/> Camping/Hiking            | 24. <input type="checkbox"/> Bible/Devotional Reading    | 41. <input type="checkbox"/> Contests/Sweepstakes          |
| 08. <input type="checkbox"/> Fishing                   | 25. <input type="checkbox"/> Health/Natural Foods        | 42. <input type="checkbox"/> Casino Gambling               |
| 09. <input type="checkbox"/> Hunting/Shooting          | 26. <input type="checkbox"/> Photography                 | 43. <input type="checkbox"/> Science Fiction               |
| 10. <input type="checkbox"/> Power Boating             | 27. <input type="checkbox"/> Cultural/Arts Events        | 44. <input type="checkbox"/> Wildlife/Environmental Issues |
| 11. <input type="checkbox"/> Sailing                   | 28. <input type="checkbox"/> Fashion Clothing            | 45. <input type="checkbox"/> Dieting/Weight Control        |
| 12. <input type="checkbox"/> Grandchildren             | 29. <input type="checkbox"/> Art/Antique Collecting      | 46. <input type="checkbox"/> Science/New Technology        |
| 13. <input type="checkbox"/> Needlework/Knitting       | 30. <input type="checkbox"/> Foreign Travel              | 47. <input type="checkbox"/> Self-Improvement              |
| 14. <input type="checkbox"/> Sewing                    | 31. <input type="checkbox"/> Cruise Ship Vacations       | 48. <input type="checkbox"/> Walking for Health            |
| 15. <input type="checkbox"/> Flower Gardening          | 32. <input type="checkbox"/> Travel in USA               | 49. <input type="checkbox"/> Watching Sports on TV         |
| 16. <input type="checkbox"/> Vegetable Gardening       | 33. <input type="checkbox"/> Gourmet Cooking/Fine Foods  | 50. <input type="checkbox"/> Home Video Recording          |
| 17. <input type="checkbox"/> Crafts                    | 34. <input type="checkbox"/> NASCAR                      | 51. <input type="checkbox"/> Moneymaking Opportunities     |

26. Using the numbers in the above list, please indicate your 3 most important activities:

Thanks for taking the time to fill out this questionnaire. Your answers will be used for market research studies and reports. They will also allow you to receive important mailings and special offers from a number of fine companies whose products and services relate directly to the specific interests, hobbies, and other information indicated above. Through this selective program, you will be able to obtain more information about activities in which you are involved and less about those in which you are not. Please check here if, for some reason, you would prefer *not* to participate in this opportunity.

Failure to return this card will not diminish your warranty rights.

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Please seal with tape. Do not staple.