

**To participate in Focus Groups at Electronic Arts Canada
Please complete this form and mail to:**

Game Ops
Electronic Arts (Canada) Inc.
4330 Sanderson Way
Burnaby, B.C.
V5G 4X1

About You

FIRST NAME: _____

LAST NAME: _____

E-MAIL ADDRESS: _____

PHONE NUMBER (DAY): _____

PHONE NUMBER (EVENING): _____

PHONE NUMBER (OTHER): _____

DATE OF BIRTH: _____ **GENDER:** _____

MAILING ADDRESS 1: _____

MAILING ADDRESS 2: _____

CITY: _____ **PROVINCE:** _____

POSTAL CODE: _____

Games You Play

Please fill out the questions below to the best of your ability.

SPORTS KNOWLEDGE: Please rate your knowledge of the following sports, by circling the rating that closest describes you.

None – Able to recognize the sport, may know one or two super stars, has only played a couple times or not at all, doesn't know the rules very well or at all.

Low - Watches the sport occasionally, limited knowledge of players/stats/history, played the sport a few times, knows the rules of the sport.

Medium - Watches the sport sometimes, moderate knowledge of players/stats/history, played the sport recreationally, some understanding of the sport's strategic elements.

High - Watches the sport often, high knowledge of players/stats/history, played the sport competitively, deep understanding of the sport's strategy elements.

Basketball	None / Low / Medium / High
Soccer	None / Low / Medium / High
Football	None / Low / Medium / High
Baseball	None / Low / Medium / High
Hockey	None / Low / Medium / High
Boxing	None / Low / Medium / High
Golf	None / Low / Medium / High
Cricket	None / Low / Medium / High
Rugby	None / Low / Medium / High
Auto Racing	None / Low / Medium / High
Skateboarding	None / Low / Medium / High
Snowboarding/Skiing	None / Low / Medium / High

VIDEO GAME EXPERIENCE: Please rate your experience with the following genres of video games, by circling the rating that closest describes you.

None – Have only played the genre a few times or not at all.

Low - Have occasional experience playing the genre.

Medium – Purchase titles of the genre every few years and play them moderately.

High – Purchase titles in the genre often, and play those titles frequently.

Basketball	None / Low / Medium / High
Soccer	None / Low / Medium / High
Football	None / Low / Medium / High
Baseball	None / Low / Medium / High
Hockey	None / Low / Medium / High
Boxing	None / Low / Medium / High
Golf	None / Low / Medium / High
Cricket	None / Low / Medium / High
Rugby	None / Low / Medium / High
Driving	None / Low / Medium / High
Skateboarding	None / Low / Medium / High
Snowboarding/Skiing	None / Low / Medium / High
Action Adventure	None / Low / Medium / High
Fighting	None / Low / Medium / High
RPG	None / Low / Medium / High
MMORPG	None / Low / Medium / High
Music	None / Low / Medium / High
Puzzle Casual Trivia	None / Low / Medium / High
Shooter	None / Low / Medium / High
Simulation	None / Low / Medium / High
Strategy RTS	None / Low / Medium / High

OFFLINE PLATFORM EXPERIENCE AND ONLINE EXPERIENCE: Please rate your experience with the following genres of video games, by circling the rating that closest describes you.

None - Have only played on the platform online/offline a few times or not at all.

Low - Have limited experience playing online/offline with the platform.

Medium - Have some experience playing on the platform online/offline.

High - Have a high level of experience playing on the platform online/offline.

Offline Platform Experience

Microsoft Xbox 360	None / Low / Medium / High
Sony PS3	None / Low / Medium / High
Nintendo Wii	None / Low / Medium / High
Sony PS2	None / Low / Medium / High
Nintendo GameCube	None / Low / Medium / High
Nintendo DS	None / Low / Medium / High
Sony PSP	None / Low / Medium / High
Microsoft Xbox	None / Low / Medium / High
PC/Mac	None / Low / Medium / High

Online Platform Experience

Microsoft Xbox 360	None / Low / Medium / High
Sony PS3	None / Low / Medium / High
Nintendo Wii	None / Low / Medium / High
Sony PS2	None / Low / Medium / High
Sony PSP	None / Low / Medium / High
Nintendo DS	None / Low / Medium / High
PC/Mac	None / Low / Medium / High
Microsoft Xbox	None / Low / Medium / High

How did you first find out about this site?

EA Employee:

Playtester Participant:

School:

Retail Store:

Gaming Website:

Other:

Date (MM/DD/YY):

Name of Minor:

Parent of Legal Guardian Full Name:

Parent or Legal Guardian Signature: _____