

# **TOKYO GAME SHOW 2002**

## Visitors Survey Report

November, 2002

**COMPUTER ENTERTAINMENT SUPPLIER'S ASSOCIATION**

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# Survey Design

- 1 Aim : To obtain data useful for CESA members in mapping out their marketing strategies, by identifying the basic characteristics of visitors (game users) to Tokyo Game Show 2002 (hereafter, TGS 2002) organized by CESA and obtaining information about the consoles and games the visitors currently use.
- 2 Subjects : Individuals of both genders between the ages of 10 and 49, who visited TGS 2002.
- 3 Method : A survey using questionnaires filled out by the respondents themselves, conducted within the venue of TGS 2002.  
Refer to P.47 for the locations of the booths.
- 4 Date : Sunday, September 22, 2002 [10:00-17:00 ]

5 Visitor turnout :

	Total number of visitors (persons)	No. of samples collected	No. of effective samples
Sep. 20 (Fri.)	19,166	-	-
Sep. 21 (Sat.)	50,580	-	-
Sep. 22 (Sun.)	64,296	1,192	1,079
Total	134,042	1,192	1,079

"Business Day" for industry-related visitors was arranged on Sep. 20 (Fri.).

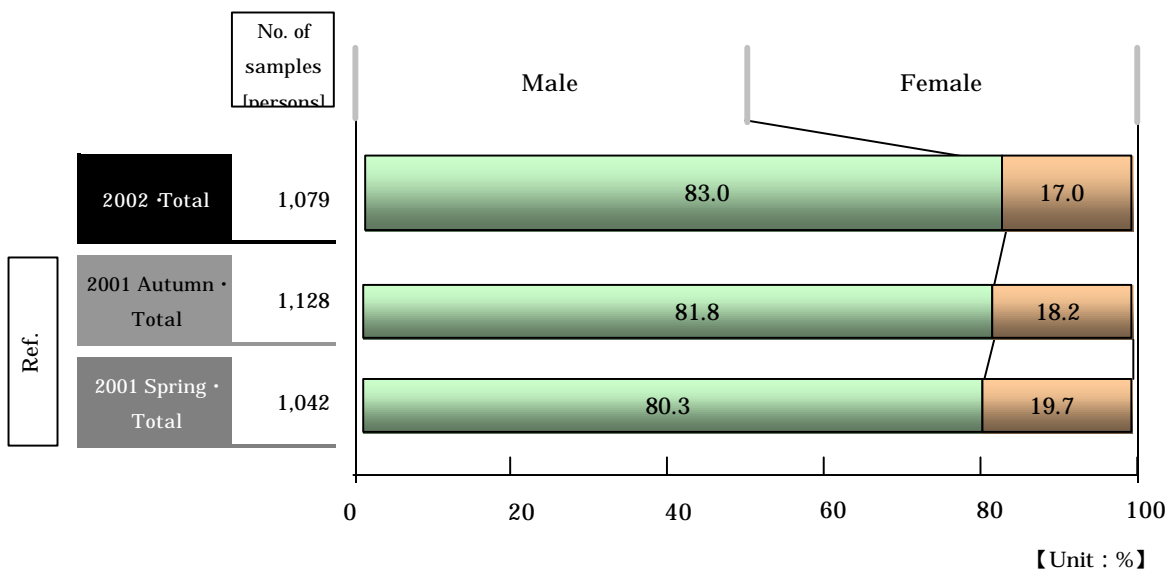
Outline of the past 11 exhibitions.

	Date	No. of visitors (total of 3 days)
'96	Aug. 22 (Thu.) ~ 24 (Sat.) '96 at Tokyo Big Site	109,649
'97 Spring	Apr. 4 (Fri.) ~ 6 (Sun.) '97 at Tokyo Big Site	121,172
'97 Autumn	Sep. 5 (Fri.) ~ 7 (Sun.) '97 at Makuhari Messe	140,630
'98 Spring	Mar. 20 (Fri.) ~ 22 (Sun.) '98 at Makuhari Messe	147,193
'98 Autumn	Oct. 9 (Fri.) ~ 11 (Sun.) '98 at Makuhari Messe	156,455
'99 Spring	Mar. 19 (Fri.) ~ 21 (Sun.) '99 at Makuhari Messe	163,448
'99 Autumn	Sep. 17 (Fri.) ~ 19 (Sun.) '99 at Makuhari Messe	163,866
2000 Spring	Mar. 31 (Fri.) ~ Apr. 2 (Sun.) 2000 at Makuhari Messe	131,708
2000 Autumn	Sep. 22 (Fri.) ~ 24 (Sun.) 2000 at Makuhari Messe	137,400
2001 Spring	Mar. 30 (Fri.) ~ Apr. 1 (Sun.) 2001 at Makuhari Messe	118,080
2001 Autumn	Oct. 12 (Fri.) ~ 14(Sun.) 2001 at Makuhari Messe	129,626

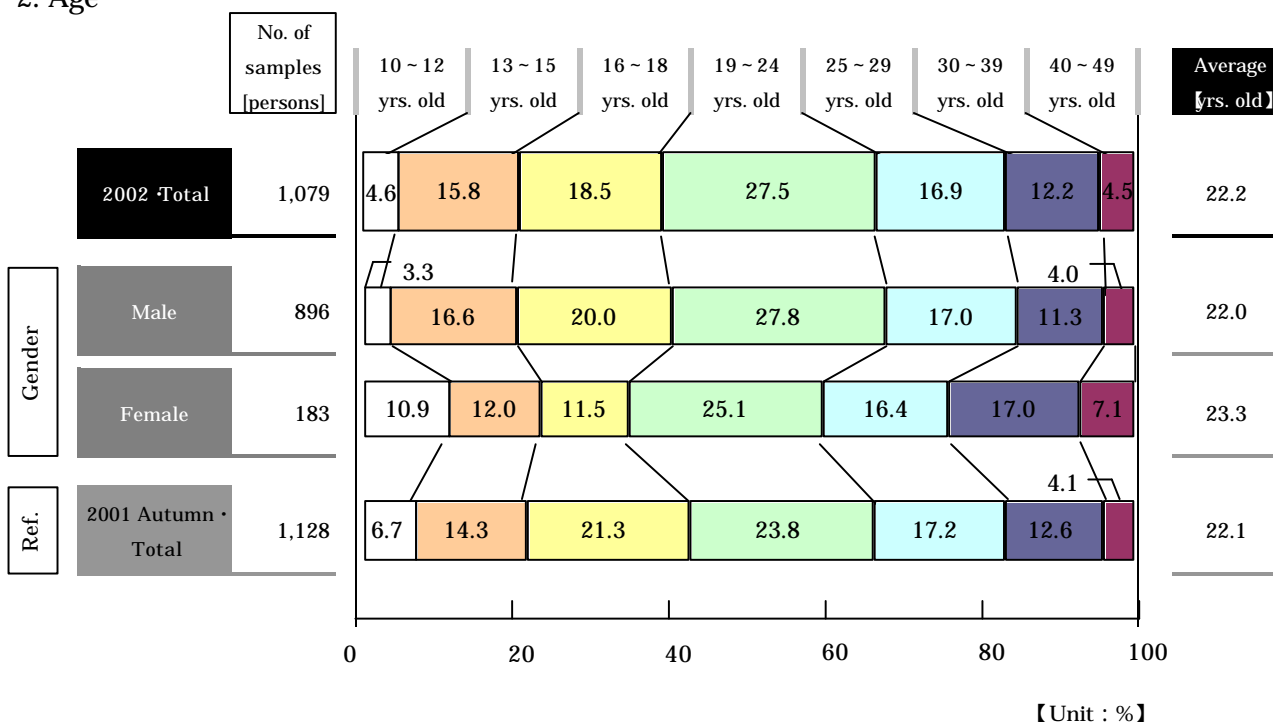
- 6 Analytical method : Cross analysis focusing on the characteristics of the subjects and how often they play videogames.  
It needs to be reminded that each survey result does not necessarily represent the trends of the general public since these surveys target visitors to TGS, which is more likely to attract hard-core users. In addition, regarding the regular survey items such as the visitors' basic characteristics, the results cannot be simply compared with those of TGS 2001 Autumn and TGS 2001 Spring (the two most recent preceding shows) because they
- 7 Organizations involved in this survey : Executive organization: Computer Entertainment Supplier's Association  
Planning organization: NIPPON TELENET CORPORATION

# I. Tokyo Game Show 2002 Visitors Survey/Visitors' Characteristics

## 1. Gender



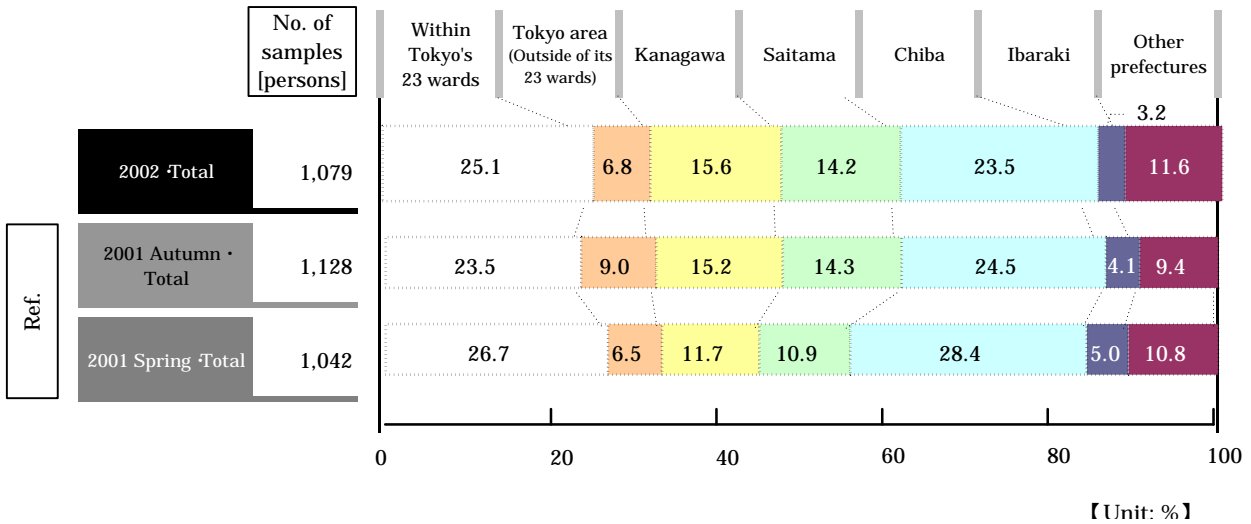
## 2. Age



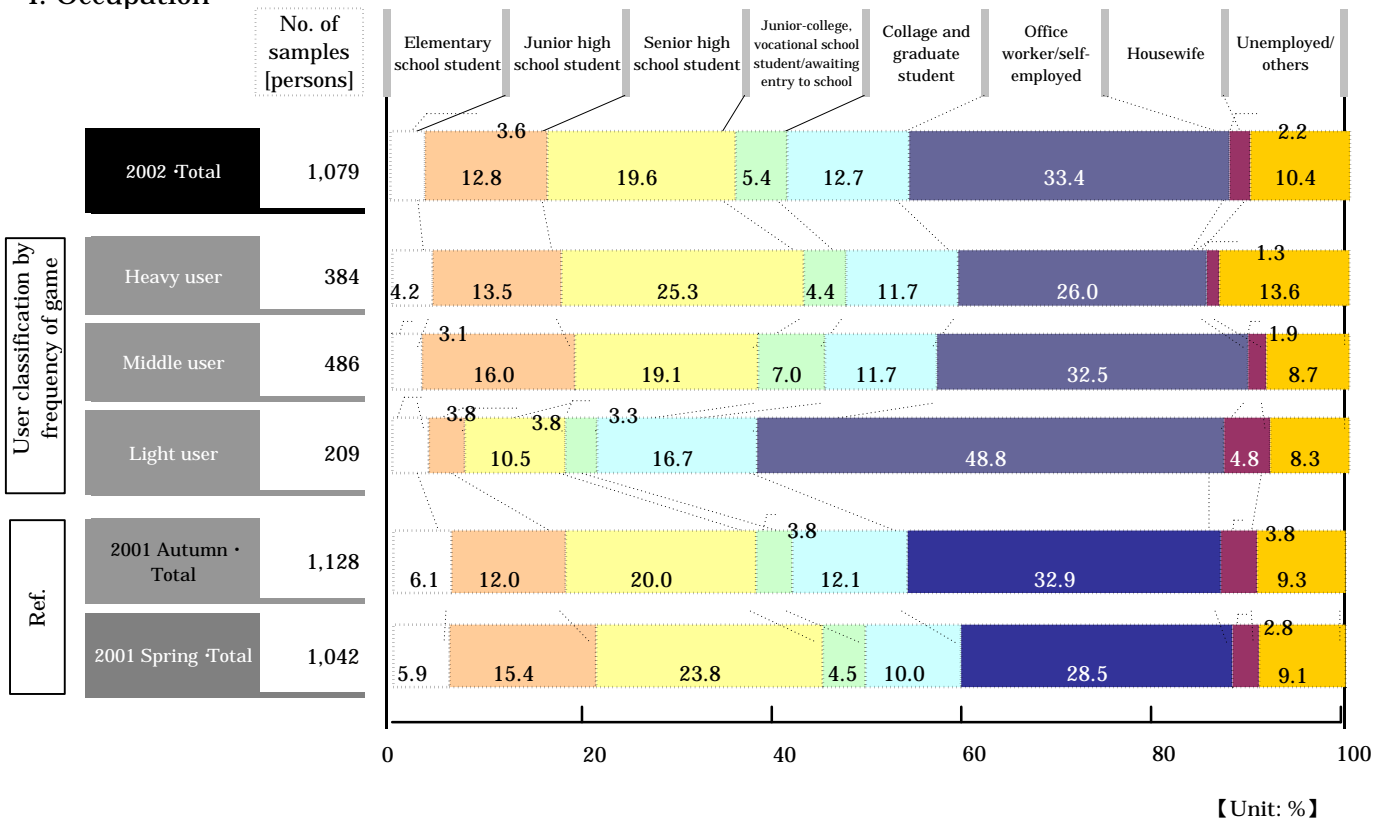
\* The data for TGS 2001 Spring have been omitted as it targeted a different age spectrum up to 39.

- Like the past two exhibitions, the overall proportion of male visitors was as high as 80%. In contrast, the proportion of female visitors continues to decline slightly with each show.
- Among all, the proportion of visitors aged between 19 and 24 was the highest. In comparison with the male group, the proportion of female visitors over the age of 30 was greater.

### 3. Residential area



### 4. Occupation



\* CESA regards visitors to Tokyo Game Show as “game users”, who are classified into three groups depending on how often they play videogames and are defined as follows. The same definition has been applied to the past visitors surveys.

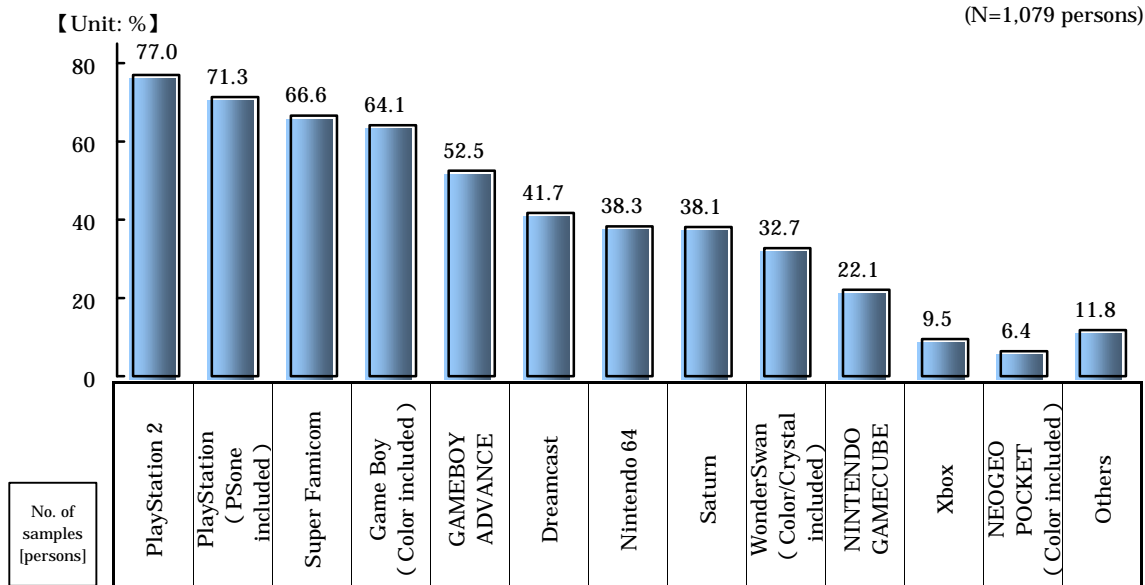
User classification by frequency of game playing  
 Heavy user...plays games almost everyday Middle user...plays games 2-5 days a week Light user...plays games one day a week or less

- No big changes were seen in the breakdown of residential areas of visitors, showing similar trends to the past results.
- Comparing with the past two exhibitions, the proportion of elementary school students was the lowest.

## II. Consoles and Games Currently Used

### 1. Hardware ownership

【Unit: %】 (N=1,079 persons)



2002 Total		1,079	77.0	71.3	66.6	64.1	52.5	41.7	38.3	38.1	32.7	22.1	9.5	6.4	11.8
Gender/Age	Male	896	77.8	71.5	68.1	64.3	53.1	44.6	39.6	40.4	32.7	22.3	10.8	7.5	12.2
	10 ~ 12 yrs. old	30	63.3	60.0	63.3	83.3	80.0	16.7	66.7	13.3	30.0	36.7	10.0	3.3	6.7
	13 ~ 15 yrs. old	149	74.5	79.9	82.6	90.6	69.1	28.9	68.5	16.8	34.2	30.9	4.7	4.7	12.1
	16 ~ 18 yrs. old	179	84.9	82.1	82.7	78.2	60.3	35.8	47.5	33.5	38.5	23.5	11.2	4.5	11.7
	19 ~ 24 yrs. old	249	77.1	71.5	61.0	57.0	48.2	54.2	26.5	49.0	32.1	18.9	9.6	8.0	11.2
	25 ~ 29 yrs. old	152	76.3	67.1	57.2	44.1	38.8	61.2	23.0	61.2	32.9	16.4	17.1	11.2	14.5
	30 ~ 39 yrs. old	101	78.2	62.4	63.4	44.6	42.6	49.5	30.7	49.5	28.7	21.8	15.8	12.9	14.9
	40 ~ 49 yrs. old	36	77.8	38.9	47.2	61.1	52.8	27.8	44.4	22.2	13.9	19.4	2.8	2.8	8.3
	Female	183	73.2	69.9	59.6	63.4	49.2	27.3	31.7	26.8	32.8	20.8	3.3	1.1	9.8
	10 ~ 12 yrs. old	20	40.0	60.0	50.0	75.0	60.0	10.0	60.0	10.0	10.0	40.0	0.0	0.0	10.0
	13 ~ 15 yrs. old	22	77.3	86.4	81.8	100.0	45.5	18.2	54.5	18.2	50.0	13.6	4.5	0.0	4.5
	16 ~ 18 yrs. old	21	76.2	90.5	71.4	66.7	57.1	23.8	33.3	33.3	38.1	14.3	0.0	4.8	4.8
	19 ~ 24 yrs. old	46	80.4	73.9	58.7	58.7	47.8	34.8	23.9	30.4	30.4	15.2	2.2	0.0	10.9
	25 ~ 29 yrs. old	30	83.3	73.3	50.0	53.3	40.0	50.0	10.0	40.0	40.0	26.7	3.3	3.3	6.7
	30 ~ 39 yrs. old	31	71.0	48.4	54.8	51.6	54.8	19.4	25.8	29.0	32.3	25.8	6.5	0.0	16.1
	40 ~ 49 yrs. old	13	69.2	53.8	53.8	46.2	38.5	15.4	38.5	7.7	23.1	7.7	7.7	0.0	15.4
Ref.	2001 Autumn Total	1,128	60.0	77.7	72.7	68.3	35.4	43.7	37.8	39.7	31.2	5.5	-	5.9	12.6
	2001 Spring Total	1,042	50.3	73.5	77.0	75.6	18.4	38.9	41.4	42.0	32.1	-	-	7.5	6.7

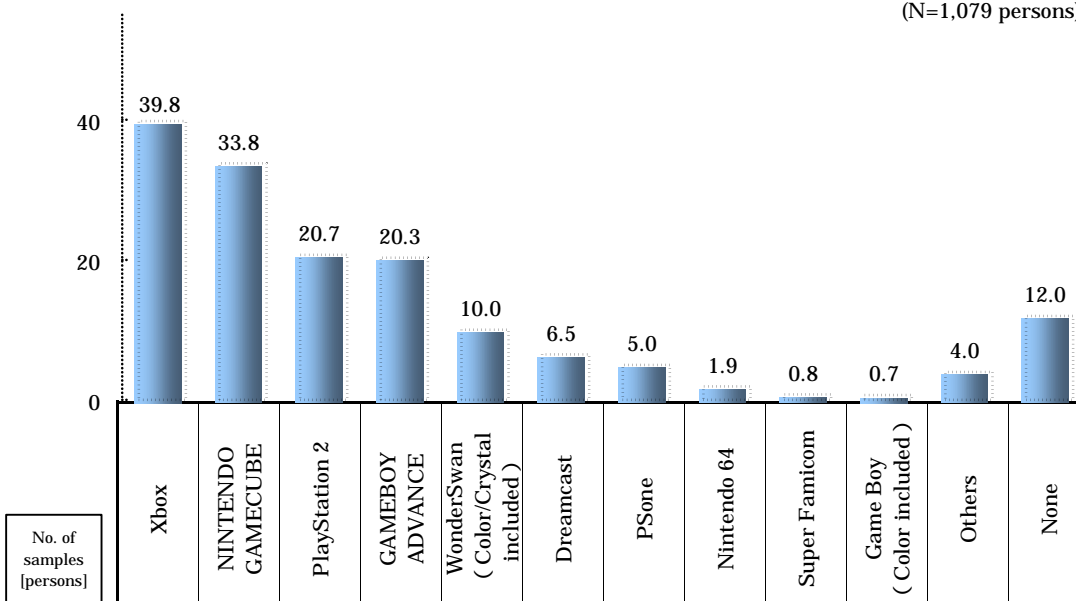
【Unit: %】

- The ownership rate of PlayStation 2 increased by 17 points from the previous survey, reaching the top of the hardware owned.
- Both NINTENDO GAMECUBE and GAMEBOY ADVANCE increased by more or less than 17% from the previous survey.
- The ownership rate of Xbox which was released in late February accounted for 9.5%.

## 2. Hardware the respondents wished to purchase

【Unit: %】

(N=1,079 persons)



2002 Total		1,079	39.8	33.8	20.7	20.3	10.0	6.5	5.0	1.9	0.8	0.7	4.0	12.0
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Gender/Age	No. of samples [persons]		Percentage (%)											
	Gender	Age	Xbox	NINTENDO GAMECUBE	PlayStation 2	GAMEBOY ADVANCE	WonderSwan (Color/Crystal included)	Dreamcast	PSone	Nintendo 64	Super Famicom	Game Boy (Color included)	Others	None
Male	896		41.7	33.9	20.5	20.1	9.4	6.7	4.2	1.7	0.6	0.7	4.0	12.4
10 ~ 12 yrs. old	30		30.0	40.0	26.7	16.7	20.0	6.7	6.7	0.0	0.0	0.0	0.0	13.3
13 ~ 15 yrs. old	149		41.6	40.3	26.2	20.8	12.8	10.1	4.7	1.3	0.7	0.0	2.0	6.7
16 ~ 18 yrs. old	179		45.8	34.6	16.2	20.7	7.8	13.4	6.7	1.7	0.6	0.6	4.5	10.6
19 ~ 24 yrs. old	249		40.2	32.5	20.1	21.7	9.6	5.2	2.8	2.0	0.4	0.8	3.6	14.1
25 ~ 29 yrs. old	152		38.8	33.6	21.1	19.7	10.5	2.0	1.3	0.7	0.0	0.0	5.9	17.1
30 ~ 39 yrs. old	101		44.6	25.7	20.8	18.8	3.0	2.0	5.9	2.0	1.0	2.0	5.0	10.9
40 ~ 49 yrs. old	36		47.2	33.3	13.9	11.1	5.6	2.8	5.6	5.6	2.8	2.8	5.6	16.7
Female	183		30.1	33.3	21.3	21.3	13.1	5.5	8.7	3.3	2.2	1.1	3.8	10.4
10 ~ 12 yrs. old	20		15.0	5.0	50.0	0.0	15.0	20.0	10.0	5.0	0.0	0.0	5.0	10.0
13 ~ 15 yrs. old	22		27.3	31.8	22.7	27.3	22.7	18.2	4.5	0.0	0.0	0.0	0.0	13.6
16 ~ 18 yrs. old	21		23.8	38.1	28.6	28.6	19.0	9.5	14.3	9.5	0.0	0.0	0.0	9.5
19 ~ 24 yrs. old	46		28.3	43.5	15.2	21.7	13.0	0.0	13.0	2.2	4.3	0.0	4.3	10.9
25 ~ 29 yrs. old	30		53.3	36.7	13.3	43.3	10.0	0.0	3.3	6.7	3.3	6.7	0.0	3.3
30 ~ 39 yrs. old	31		32.3	35.5	9.7	12.9	9.7	0.0	9.7	0.0	3.2	0.0	6.5	9.7
40 ~ 49 yrs. old	13		15.4	23.1	30.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	15.4	23.1

Ref.	No. of samples [persons]		Percentage (%)											
	Year	Total	Xbox	NINTENDO GAMECUBE	PlayStation 2	GAMEBOY ADVANCE	WonderSwan (Color/Crystal included)	Dreamcast	PSone	Nintendo 64	Super Famicom	Game Boy (Color included)	Others	None
2001 Autumn	1,128		49.6	44.9	30.0	23.9	9.0	9.0	6.5	1.9	0.4	1.0	0.6	6.8
2001 Spring	1,042		39.5	22.2	39.6	45.5	14.5	12.4	6.7	6.0	0.0	1.2	1.0	6.1

【Unit: %】

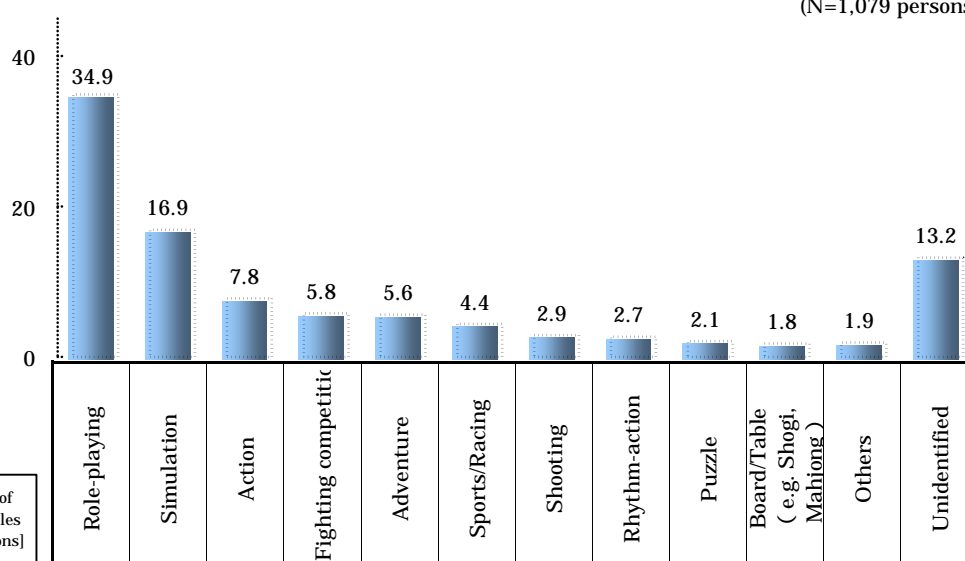
- Xbox and NINTENDO GAMECUBE came first and second respectively but their rates decreased by nearly 10% comparing with the previous survey.
- No gender difference was seen in the popularity of NINTENDO GAMECUBE, whereas Xbox was popular particularly among men.



### 3. Most favorite game genres

【Unit: %】

(N=1,079 persons)



No. of samples [persons]

2002 Total		1,079	34.9	16.9	7.8	5.8	5.6	4.4	2.9	2.7	2.1	1.8	1.9	13.2
Gender/Age	Male	896	33.5	17.4	8.8	6.6	5.5	4.8	3.2	2.0	1.3	1.8	1.8	13.3
	10 ~ 12 yrs. old	30	20.0	6.7	16.7	13.3	20.0	16.7	0.0	3.3	3.3	0.0	0.0	0.0
	13 ~ 15 yrs. old	149	43.0	13.4	8.1	4.7	3.4	2.0	4.7	1.3	0.0	1.3	1.3	16.8
	16 ~ 18 yrs. old	179	40.8	14.0	11.2	7.8	2.8	3.9	2.8	3.4	0.0	0.6	3.9	8.8
	19 ~ 24 yrs. old	249	34.1	20.1	8.0	5.6	4.4	4.4	2.8	2.0	1.2	2.0	2.0	13.4
	25 ~ 29 yrs. old	152	29.6	21.7	6.6	6.6	5.3	3.9	5.3	2.0	2.0	1.3	0.7	15.0
	30 ~ 39 yrs. old	101	20.8	20.8	9.9	7.9	12.9	5.0	0.0	0.0	2.0	4.0	1.0	15.7
	40 ~ 49 yrs. old	36	16.7	13.9	5.6	5.6	2.8	16.7	5.6	2.8	8.3	5.6	0.0	16.4
	Female	183	42.1	14.2	2.7	2.2	6.0	2.2	1.1	6.0	6.0	1.6	2.2	13.7
	10 ~ 12 yrs. old	20	15.0	15.0	5.0	0.0	15.0	10.0	0.0	15.0	10.0	5.0	5.0	5.0
	13 ~ 15 yrs. old	22	40.9	18.2	0.0	4.5	9.1	4.5	0.0	9.1	0.0	0.0	0.0	13.7
	16 ~ 18 yrs. old	21	42.9	14.3	9.5	4.8	0.0	0.0	0.0	9.5	0.0	0.0	0.0	19.0
	19 ~ 24 yrs. old	46	65.2	13.0	2.2	2.2	2.2	0.0	2.2	0.0	2.2	0.0	2.2	8.6
	25 ~ 29 yrs. old	30	56.7	10.0	3.3	0.0	3.3	0.0	0.0	3.3	6.7	0.0	0.0	16.7
30 ~ 39 yrs. old	31	22.6	19.4	0.0	3.2	12.9	0.0	3.2	6.5	9.7	3.2	3.2	16.1	
40 ~ 49 yrs. old	13	15.4	7.7	0.0	0.0	0.0	7.7	0.0	7.7	23.1	7.7	7.7	23.0	
Frequency of game playing	Heavy user	384	41.9	15.4	5.5	6.8	5.2	2.6	2.1	3.1	0.8	2.1	2.6	119.0
	Middle user	486	33.7	17.7	9.7	5.6	6.0	4.5	3.3	1.2	1.2	0.8	1.2	15.1
	Light user	209	24.9	17.7	7.7	4.8	5.3	7.2	3.3	5.3	6.7	3.3	1.9	11.9
Ref.	2001 Autumn Total	1,128	39.5	19.2	6.6	10.2	6.6	5.3	3.8	2.9	2.8	1.0	2.1	0.0

【Unit: %】

Note 1) Although a single answer was required to the question about the most favorite game genre, some respondents gave more than one answer so that they were categorized in "unidentified."

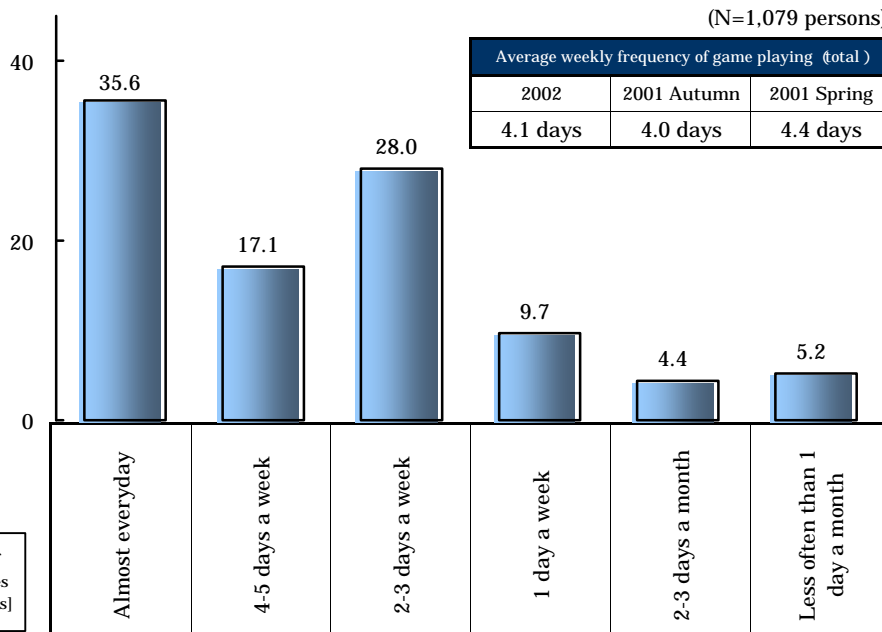
Note 2) The data for TGS 2001 Spring have been omitted as its genre categories were further divided.

- Among all game genres, "role-playing" was selected the most at the rate of 34.9%, for which the female group gave a higher rate.
- The genres preferred more among light users were "puzzle", "rhythm-action" and "sports/racing".

#### 4. Frequency of game playing

【Unit: %】

(N=1,079 persons)



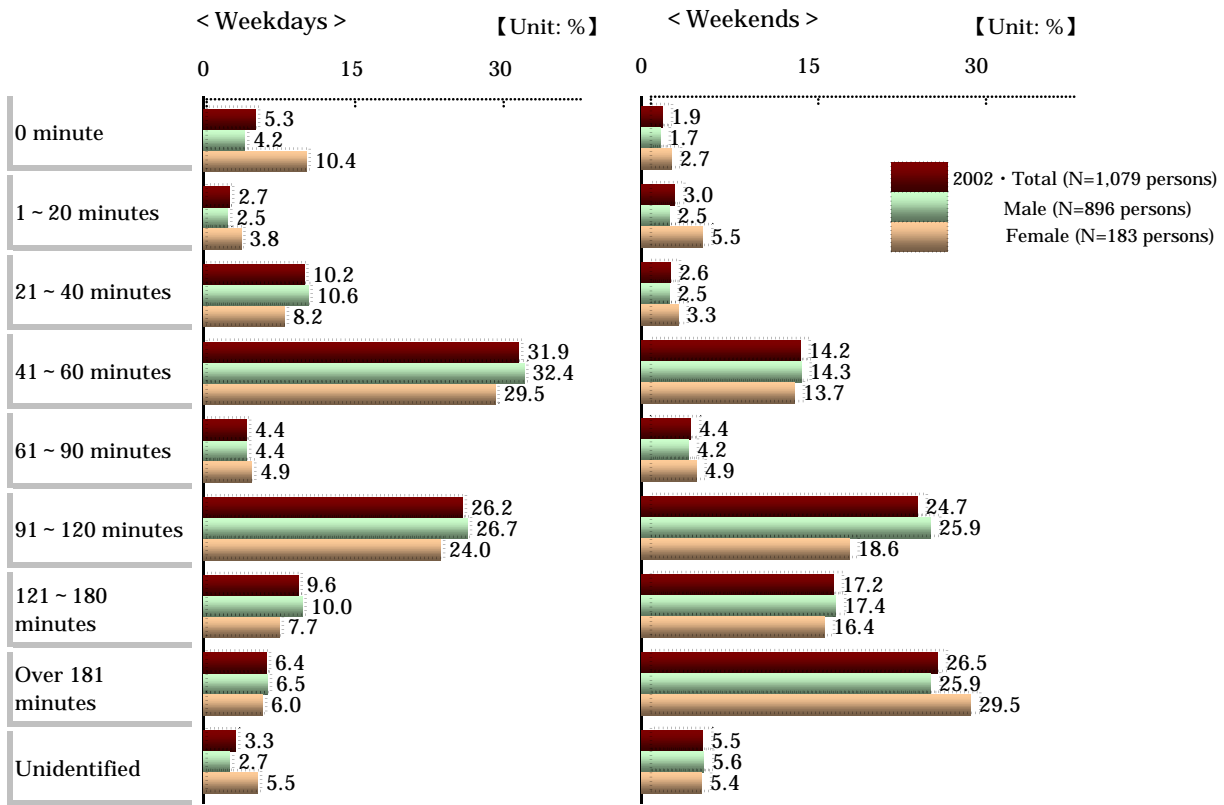
		No. of samples [persons]	Almost everyday	4-5 days a week	2-3 days a week	1 day a week	2-3 days a month	Less often than 1 day a month	Average weekly frequency of game playing (days)
<b>2002 Total</b>		<b>1,079</b>	<b>35.6</b>	<b>17.1</b>	<b>28.0</b>	<b>9.7</b>	<b>4.4</b>	<b>5.2</b>	<b>4.1</b>
Gender/Age	<b>Male</b>	<b>896</b>	<b>37.0</b>	<b>17.9</b>	<b>28.3</b>	<b>9.0</b>	<b>3.6</b>	<b>4.2</b>	<b>4.2</b>
	10 ~ 12 yrs. old	30	56.6	6.7	26.7	0.0	3.3	6.7	5.0
	13 ~ 15 yrs. old	149	40.3	26.8	28.9	2.7	1.3	0.0	4.8
	16 ~ 18 yrs. old	179	46.4	22.3	22.3	5.0	0.6	3.4	4.9
	19 ~ 24 yrs. old	249	36.6	16.1	27.7	10.8	3.6	5.2	4.1
	25 ~ 29 yrs. old	152	29.6	16.4	35.7	10.5	3.9	3.9	3.8
	30 ~ 39 yrs. old	101	25.7	12.9	36.6	14.9	4.0	5.9	3.5
	40 ~ 49 yrs. old	36	25.0	0.0	8.3	27.8	25.0	13.9	2.3
	<b>Female</b>	<b>183</b>	<b>29.1</b>	<b>13.1</b>	<b>26.2</b>	<b>13.1</b>	<b>8.7</b>	<b>9.8</b>	<b>3.4</b>
	10 ~ 12 yrs. old	20	25.0	15.0	30.0	15.0	10.0	5.0	3.4
	13 ~ 15 yrs. old	22	36.4	22.7	27.3	13.6	0.0	0.0	4.4
	16 ~ 18 yrs. old	21	28.5	4.8	28.6	0.0	28.6	9.5	3.0
	19 ~ 24 yrs. old	46	34.9	13.0	23.9	13.0	4.3	10.9	3.8
	25 ~ 29 yrs. old	30	33.3	13.3	26.7	16.7	6.7	3.3	3.8
30 ~ 39 yrs. old	31	19.4	16.1	22.5	16.1	6.5	19.4	2.9	
40 ~ 49 yrs. old	13	15.4	0.0	30.7	15.4	15.4	23.1	2.1	

【Unit: %】

< Calculation to obtain an average weekly frequency of game playing >  
 「almost everyday」: 7 days, 「4-5 days a week」: 4.5 days, 「2-3 days a week」: 2.5 days,  
 「2-3 days a month」: 0.3 day, 「less often than 1 day a month」: 0.1 day

- The proportion of heavy users who "play games almost everyday" was as high as 35.6%.
- Male users between the age of 10 and 12 showed the highest average frequency of game playing.

### 5. Duration of game playing



Change in average duration of game playing 【minutes】	Weekdays			Weekends		
	2002	2001 Autumn	2001 Spring	2002	2001 Autumn	2001 Spring
	95.9	92.7	103.6	171.2	158.4	170.9

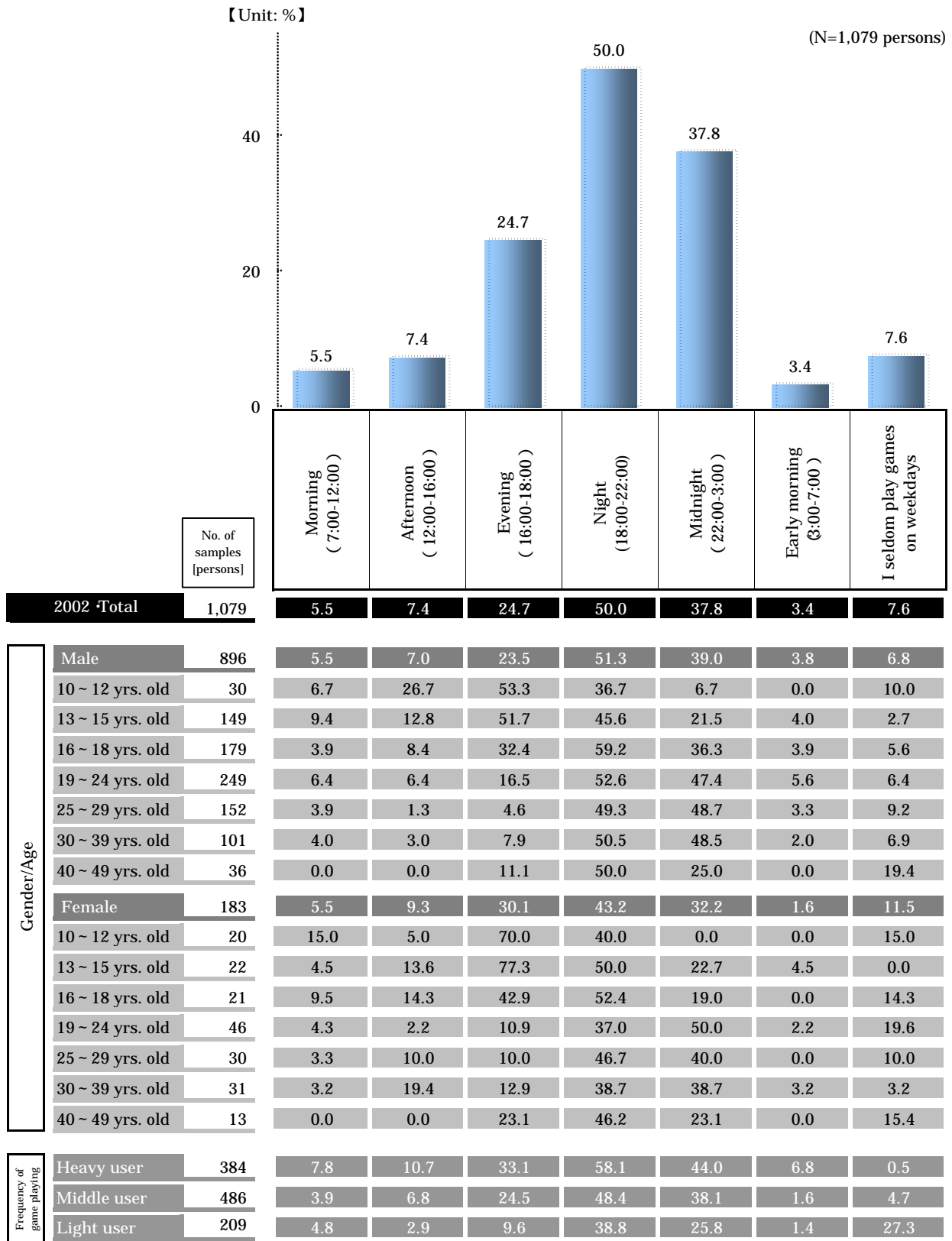
#### < Average duration and total weekly length of game playing by gender and age >

	Gender/Age													
	2002 Total	Male					Female							
		10 yrs. old	13 yrs. old	16 yrs. old	19 yrs. old		10 yrs. old	13 yrs. old	16 yrs. old	19 yrs. old	25 yrs. old	30 yrs. old	40 yrs. old	
Average duration -Weekdays-[min.]	95.9	96.7	94.2	95.9	116.5	102.0	92.2	74.5	113.0	87.0	92.1	110.1	84.5	61.0
Average duration -Weekends-[min.]	171.2	169.1	133.2	161.5	198.1	183.5	182.0	122.0	213.2	191.5	208.3	214.9	144.4	106.4
Average weekly frequency [days]	4.1	4.2	5.0	4.8	4.9	4.1	3.4	3.3	4.4	3.0	3.8	3.8	2.9	2.1
Total weekly length [min.]	468.7	478.6	509.9	525.9	652.4	499.8	403.2	293.4	597.2	365.5	466.2	523.1	304.9	173.5

\* Total weekly length = (Average weekly frequency - 1) × Average duration on weekdays + Average duration on weekends

- The average duration of game playing is 95.9 minutes on weekdays and 171.2 minutes on weekends, both of which are longer than the results in the previous survey.
- Women tend to play longer on weekends, and the male group aged between 16 and 18 and the female group aged between 13 and 15 marked the maximum length spent playing games each week for their respective genders.

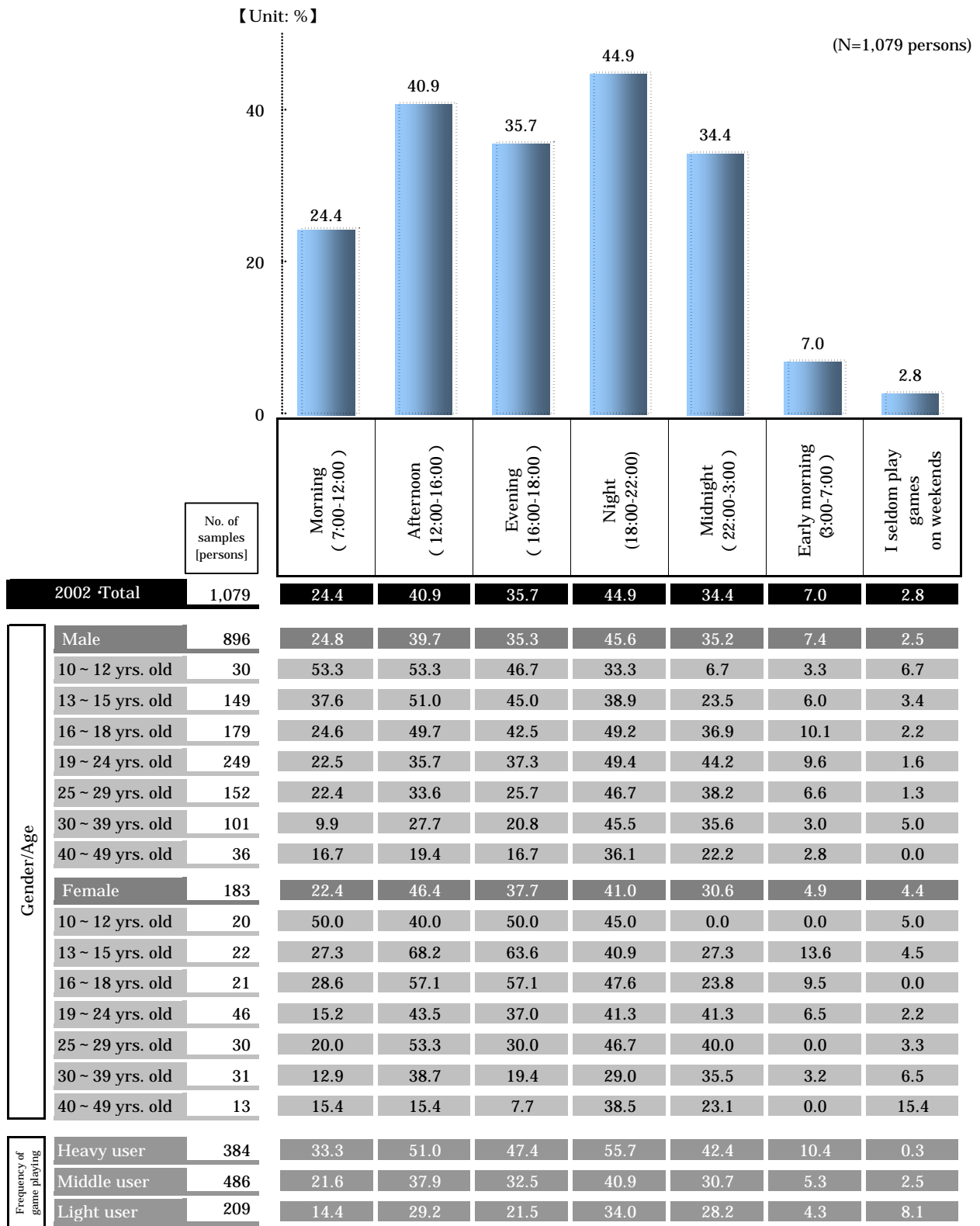
## 6-1. Time period of game playing - Weekdays



【Unit: %】

- A majority of the respondents play games at night (18:00 ~ 22:00) and midnight (22:00 ~ 3:00).
- More men than women tend to stay up until late at midnight (22:00 ~ 3:00).

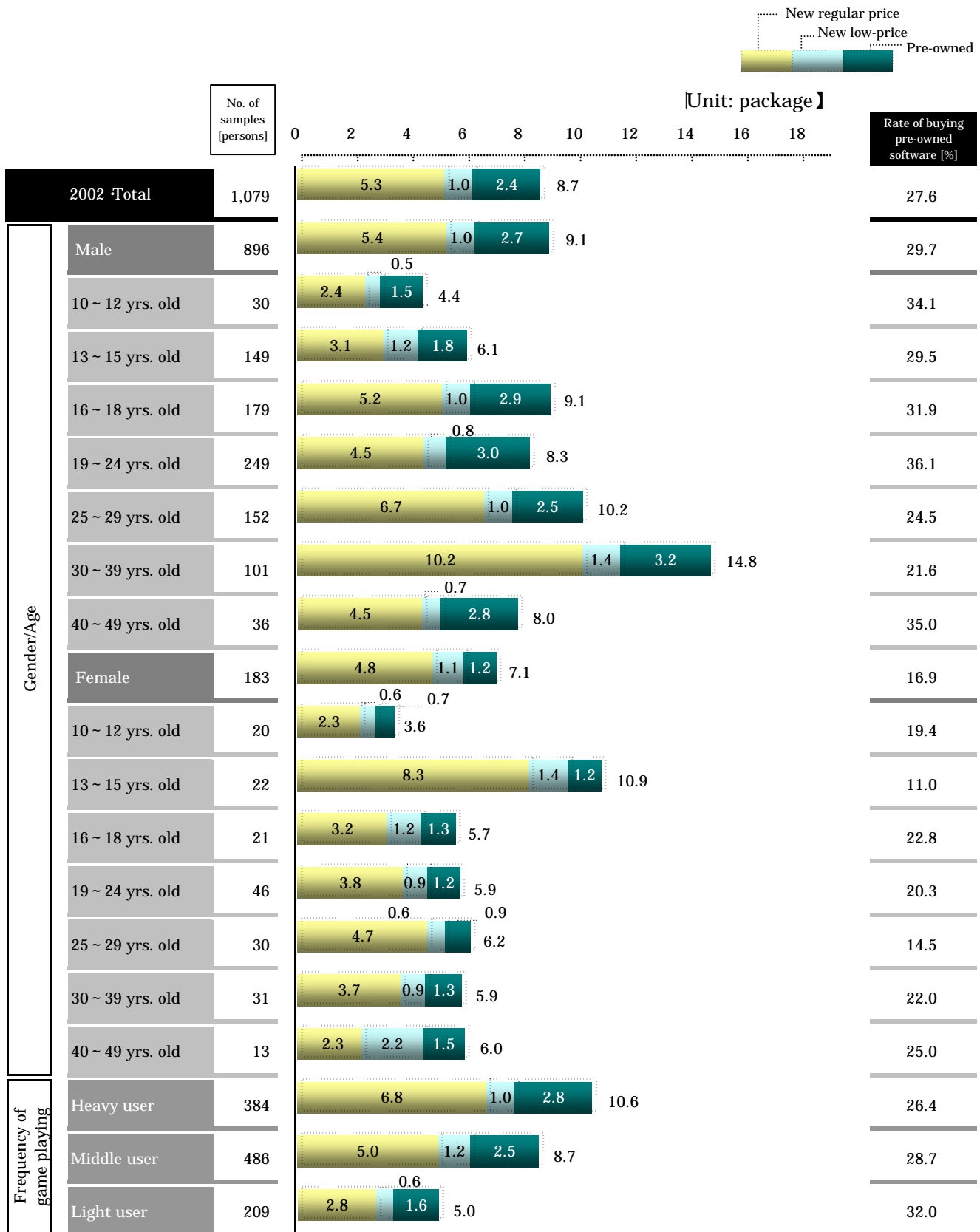
## 6-2. Time period of game playing - Weekends



【Unit: %】

- Although "night (18:00 ~ 22:00)" is the time period most of the respondents play games on the whole, the rate at which they play games during the daytime (morning to evening) is considerably higher than during the daytime on weekdays.
- Men tend to play games at night (18:00 ~ 22:00) while women mostly play games in the afternoon (12:00 ~ 16:00).

## 7. Number of software packages purchased for the past one year

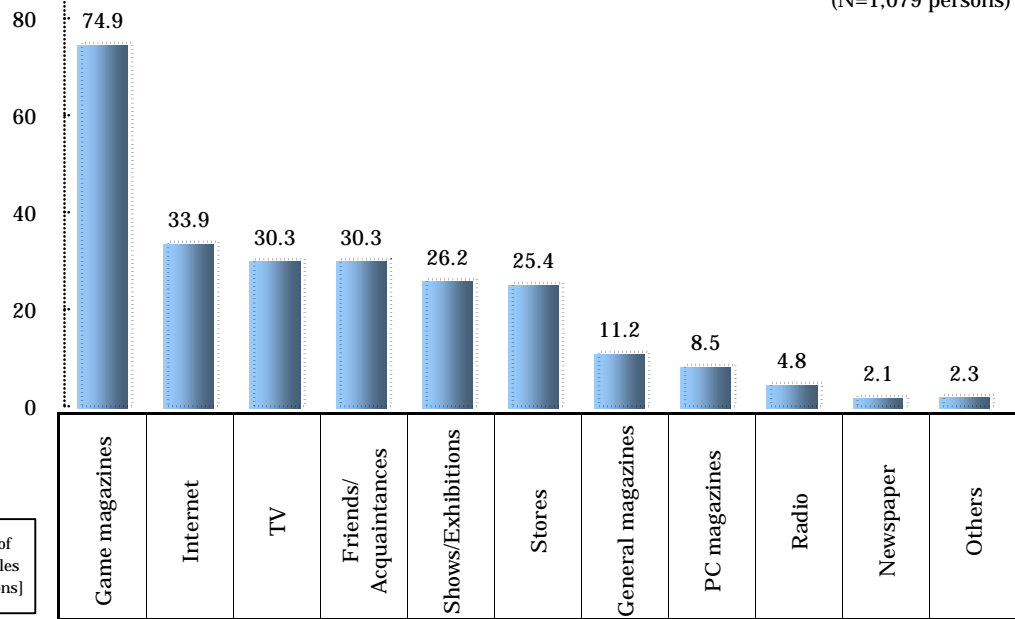


• The average number of software packages purchased by the respondents for the past one year was 8.7 packages, in which 2.4 packages were pre-owned ones and they accounted for 27.6% of the total number.

## 8. Media referred to for information before purchasing software

【Unit: %】

(N=1,079 persons)



No. of samples [persons]

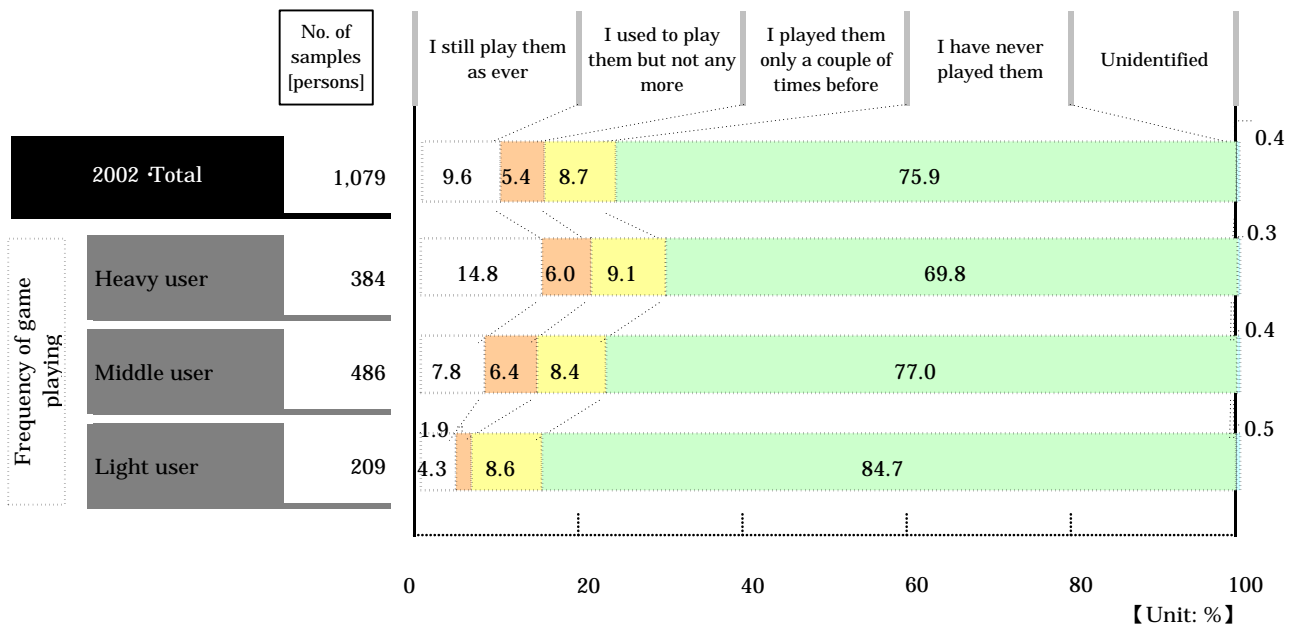
2002 Total		1,079	74.9	33.9	30.3	30.3	26.2	25.4	11.2	8.5	4.8	2.1	2.3
Gender/Age	Male	896	77.5	33.8	29.7	29.2	26.1	25.0	10.7	9.8	5.6	2.1	2.1
	10 ~ 12 yrs. old	30	33.3	26.7	56.7	50.0	20.0	56.7	16.7	0.0	0.0	0.0	0.0
	13 ~ 15 yrs. old	149	75.2	32.9	39.6	44.3	26.2	27.5	19.5	10.7	8.7	4.0	0.0
	16 ~ 18 yrs. old	179	82.7	39.1	37.4	40.8	26.8	30.2	11.7	11.2	9.5	1.7	3.9
	19 ~ 24 yrs. old	249	81.5	37.3	27.7	23.7	26.1	21.3	10.0	8.4	4.8	0.4	3.6
	25 ~ 29 yrs. old	152	83.6	34.9	19.7	18.4	27.0	21.7	3.3	13.2	3.9	1.3	0.7
	30 ~ 39 yrs. old	101	77.2	22.8	16.8	16.8	29.7	19.8	5.9	7.9	2.0	3.0	2.0
	40 ~ 49 yrs. old	36	44.4	19.4	19.4	11.1	13.9	16.7	13.9	8.3	0.0	11.1	0.0
	Female	183	62.3	34.4	33.3	35.5	26.8	27.3	13.7	2.2	1.1	2.2	3.3
	10 ~ 12 yrs. old	20	30.0	5.0	60.0	45.0	20.0	30.0	25.0	0.0	0.0	0.0	0.0
	13 ~ 15 yrs. old	22	59.1	50.0	40.9	36.4	27.3	36.4	9.1	0.0	9.1	0.0	0.0
	16 ~ 18 yrs. old	21	85.7	42.9	42.9	47.6	52.4	33.3	23.8	4.8	0.0	4.8	4.8
	19 ~ 24 yrs. old	46	69.6	45.7	23.9	41.3	23.9	19.6	13.0	4.3	0.0	2.2	4.3
	25 ~ 29 yrs. old	30	73.3	53.3	33.3	26.7	26.7	40.0	6.7	0.0	0.0	3.3	3.3
	30 ~ 39 yrs. old	31	54.8	12.9	22.6	29.0	29.0	19.4	12.9	0.0	0.0	3.2	3.2
	40 ~ 49 yrs. old	13	46.2	7.7	23.1	15.4	0.0	15.4	7.7	7.7	0.0	0.0	7.7
	Ref.	2001 Autumn Total	1,128	74.5	31.8	29.6	30.9	27.1	27.3	9.2	9.4	5.0	2.8
2001 Spring Total		1,042	79.6	26.2	42.1	31.2	27.2	25.5	10.9	11.3	6.5	3.3	1.2

【Unit: %】

- As with past survey data, "game magazines" remained the most selected answer by far.
- "Internet" has been rising yearly while "radio" and "newspaper" are declining.

### III. Familiarity with On-line Games by Using a Game Machine

#### 1. Experience of playing on-line games



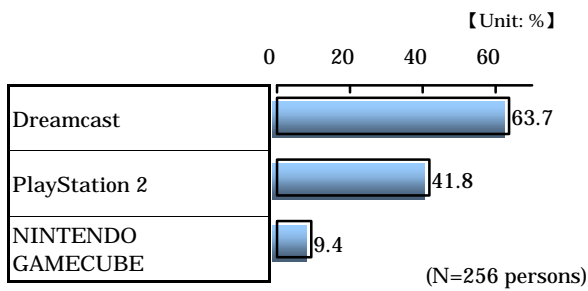
		No. of samples [persons]	【Unit: %】				
			I still play them as ever	I used to play them but not any more	I played them only a couple of times before	I have never played them	Unidentified
<b>2002 Total</b>		<b>1,079</b>	<b>9.6</b>	<b>5.4</b>	<b>8.7</b>	<b>75.9</b>	<b>0.4</b>
Gender/Age	<b>Male</b>	<b>896</b>	<b>9.3</b>	<b>5.8</b>	<b>9.5</b>	<b>75.0</b>	<b>0.4</b>
	10 ~ 12 yrs. old	30	3.3	3.3	10.0	83.4	0.0
	13 ~ 15 yrs. old	149	8.1	2.0	6.7	81.2	2.0
	16 ~ 18 yrs. old	179	11.2	4.5	8.9	75.4	0.0
	19 ~ 24 yrs. old	249	8.8	6.8	10.8	73.6	0.0
	25 ~ 29 yrs. old	152	9.9	10.5	9.9	69.1	0.6
	30 ~ 39 yrs. old	101	8.9	5.9	11.9	73.3	0.0
	40 ~ 49 yrs. old	36	11.1	2.8	5.6	80.5	0.0
	<b>Female</b>	<b>183</b>	<b>11.5</b>	<b>3.3</b>	<b>4.9</b>	<b>80.3</b>	<b>0.0</b>
	10 ~ 12 yrs. old	20	15.0	0.0	15.0	70.0	0.0
	13 ~ 15 yrs. old	22	9.1	0.0	4.5	86.4	0.0
	16 ~ 18 yrs. old	21	4.8	0.0	0.0	95.2	0.0
	19 ~ 24 yrs. old	46	6.5	6.5	0.0	87.0	0.0
	25 ~ 29 yrs. old	30	30.0	3.3	10.0	56.7	0.0
30 ~ 39 yrs. old	31	9.7	3.2	3.2	83.9	0.0	
40 ~ 49 yrs. old	13	0.0	7.7	7.7	84.6	0.0	

- The proportion of respondents with no experience of playing on-line games exceeded 70%, while those who selected "I play on-line games as ever" comprised less than 10%.
- The proportion of heavy users who "still play on-line games as ever" is higher than the total by about 5%.



## 2. Hardware in use

< Among the on-line game players >



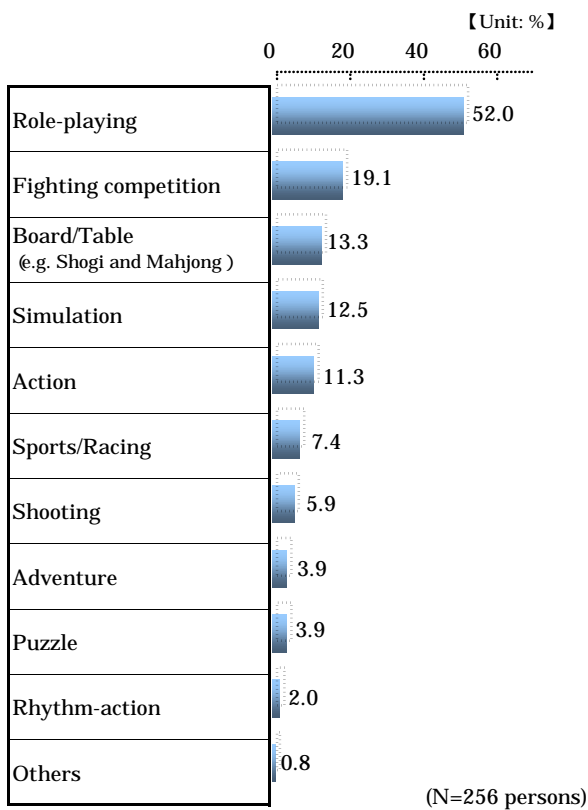
No. of samples [persons]

2002 · All the on-line game players	Gender		Frequency of game playing		
	Male	Female	Heavy user	Middle user	Light user
256	220	36	115	110	31
63.7	67.3	41.7	65.2	64.5	54.8
41.8	38.2	63.9	46.1	37.3	41.9
9.4	8.6	13.9	12.2	6.4	9.7

【Unit: %】

## 3. Game genres

< Among the on-line game players >



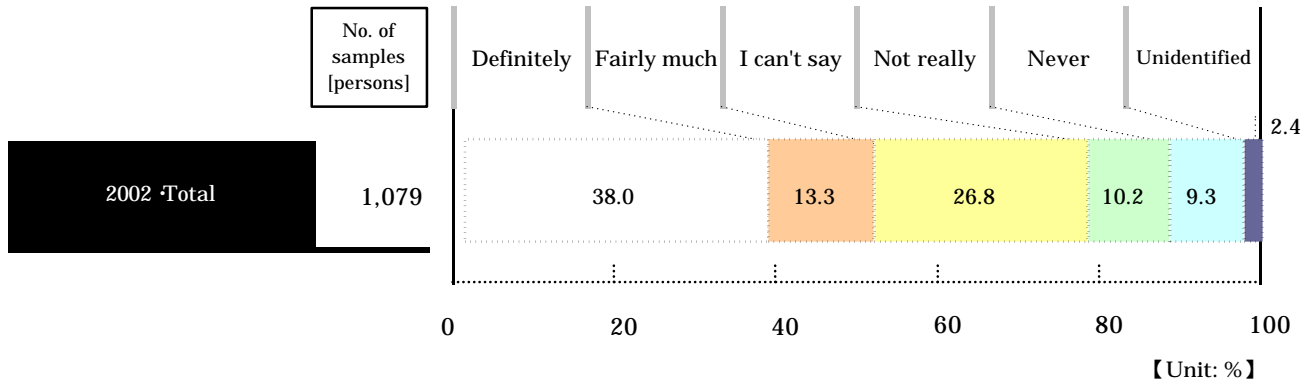
No. of samples [persons]

2002 · All the on-line game players	Gender		Frequency of game playing		
	Male	Female	Heavy user	Middle user	Light user
256	220	36	115	110	31
52.0	52.7	47.2	66.1	43.6	29.0
19.1	20.0	13.9	20.9	18.2	16.1
13.3	13.2	13.9	13.9	10.0	22.6
12.5	10.0	27.8	9.6	12.7	22.6
11.3	11.8	8.3	12.2	11.8	6.5
7.4	8.2	2.8	7.0	7.3	9.7
5.9	5.5	8.3	6.1	5.5	6.5
3.9	4.1	2.8	3.5	4.5	3.2
3.9	4.5	0.0	4.3	2.7	6.5
2.0	0.0	13.9	1.7	0.0	9.7
0.8	0.9	0.0	0.9	0.9	0.0

【Unit: %】

- "Dreamcast" which was selected most by the respondents are used by men at a higher rate while the proportion of women using "PlayStation 2" exceeded 60%.
- As for genres of on-line games, the share taken by "role-playing" accounted for more than half of games played on-line. "Simulation" made up 27.8% of the on-line games played by women, a far higher proportion than the overall share for such games calculated for both men and women combined (12.5%).

#### 4. Intention to play on-line games

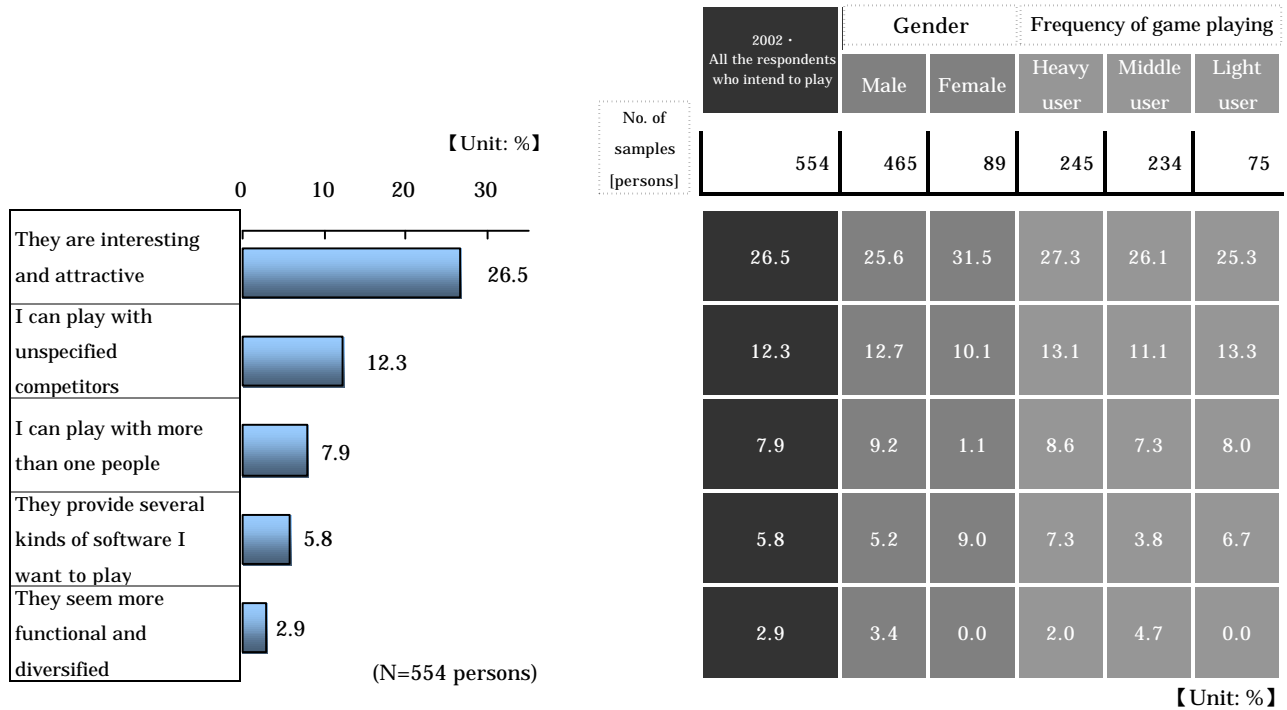


		No. of samples [persons]	【Unit: %】					
			Definitely	Fairly much	I can't say	Not really	Never	Unidentified
<b>2002 Total</b>		<b>1,079</b>	<b>38.0</b>	<b>13.3</b>	<b>26.8</b>	<b>10.2</b>	<b>9.3</b>	<b>2.4</b>
<b>Gender/Age</b>	<b>Male</b>	<b>896</b>	40.2	11.7	26.1	10.3	9.5	2.2
	10 ~ 12 yrs. old	30	26.7	6.7	33.3	6.7	26.6	0.0
	13 ~ 15 yrs. old	149	45.6	10.7	18.1	6.0	17.4	2.2
	16 ~ 18 yrs. old	179	46.9	8.9	20.7	11.7	7.8	4.0
	19 ~ 24 yrs. old	249	40.2	12.4	27.7	12.0	6.8	0.9
	25 ~ 29 yrs. old	152	32.2	15.8	33.6	8.6	6.6	3.2
	30 ~ 39 yrs. old	101	40.6	14.9	23.8	12.9	6.9	0.9
	40 ~ 49 yrs. old	36	27.8	2.8	44.4	11.1	8.3	5.6
	<b>Female</b>	<b>183</b>	27.3	21.3	30.1	9.8	8.2	3.3
	10 ~ 12 yrs. old	20	5.0	25.0	45.0	0.0	15.0	10.0
13 ~ 15 yrs. old	22	45.5	18.2	27.3	4.5	0.0	4.5	
16 ~ 18 yrs. old	21	33.3	19.0	33.3	4.8	4.8	4.8	
19 ~ 24 yrs. old	46	23.9	28.3	26.1	13.0	8.7	0.0	
25 ~ 29 yrs. old	30	36.7	13.3	23.3	13.3	10.0	3.4	
30 ~ 39 yrs. old	31	22.6	22.6	32.2	12.9	9.7	0.0	
40 ~ 49 yrs. old	13	23.1	15.4	30.8	15.4	7.7	7.6	
<b>Frequency of game playing</b>	<b>Heavy user</b>	<b>384</b>	50.0	13.8	19.5	7.0	7.6	2.1
	<b>Middle user</b>	<b>486</b>	35.2	13.0	26.7	12.6	10.1	2.4
	<b>Light user</b>	<b>209</b>	22.5	13.4	40.2	10.5	10.5	2.9

• The proportion of respondents who were willing to play on-line games accounted for 38.0% of the total. Heavy users were particularly positive for such an activity (50.0%).

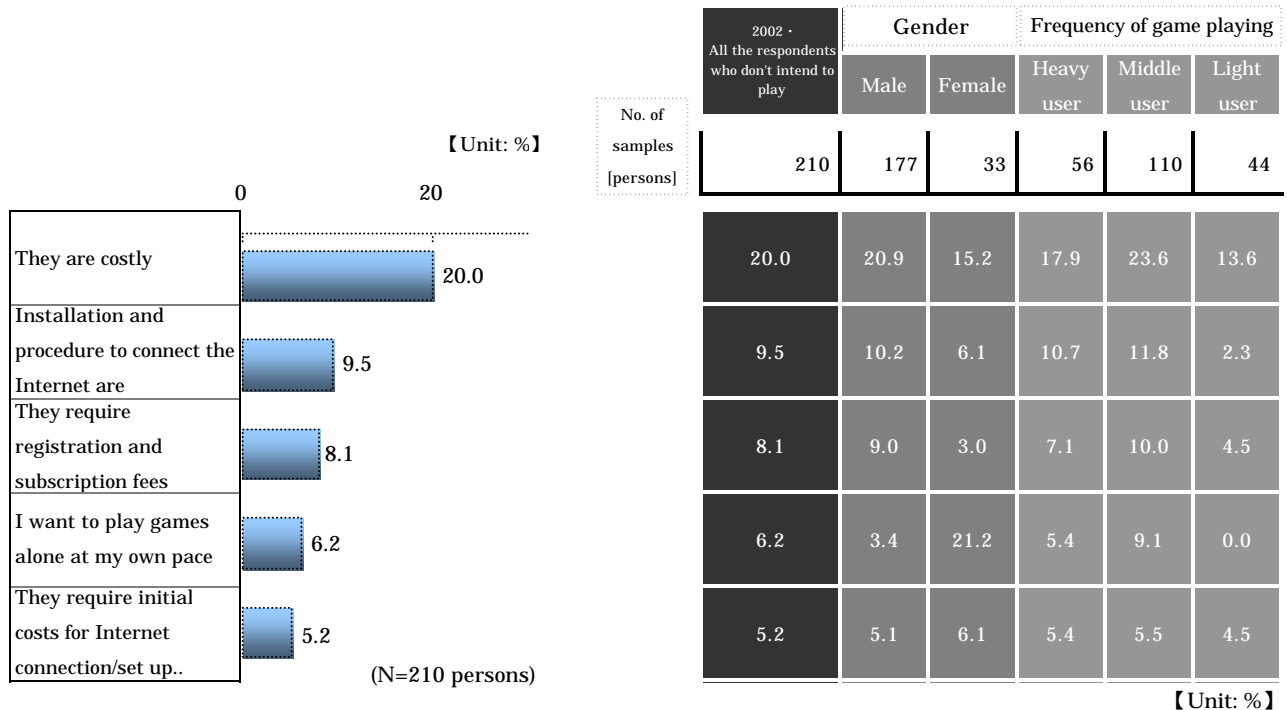
### 5-1. Five most reasons why the respondents intend to play on-line games

< Among the respondents who intend to play on-line games >



### 5-2. Five most reasons why the respondents don't intend to play on-line games

< Among the respondents who don't intend to play on-line games >

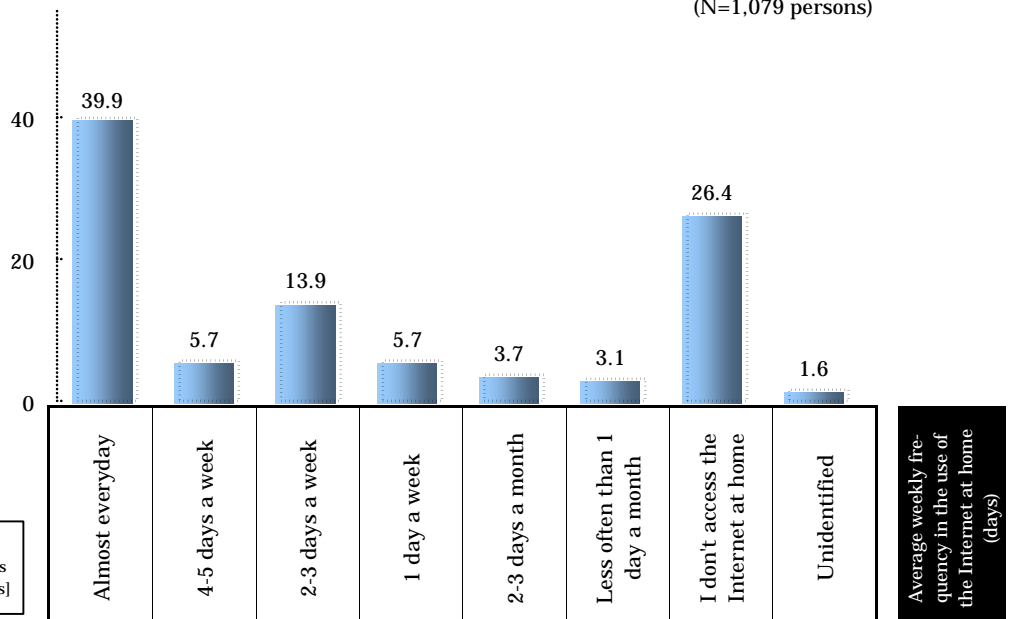


- The most common reason why some respondents wanted to play on-line games was because they seemed "interesting and attractive". On the other hand, "costs" discouraged others from playing on-line games.
- Some couldn't give clear answers with such reasons as "they seem costly", "I don't know much about the system" and "they seem difficult".

# IV. Use of the Internet at Home

## 1. Frequency in the use of the Internet

【Unit: %】 (N=1,079 persons)



		No. of samples [persons]	Almost everyday	4-5 days a week	2-3 days a week	1 day a week	2-3 days a month	Less often than 1 day a month	I don't access the Internet at home	Unidentified	Average weekly frequency in the use of the Internet at home (days)
<b>2002 Total</b>		<b>1,079</b>	<b>39.9</b>	<b>5.7</b>	<b>13.9</b>	<b>5.7</b>	<b>3.7</b>	<b>3.1</b>	<b>26.4</b>	<b>1.6</b>	<b>4.8</b>
<b>Gender/Age</b>	<b>Male</b>	<b>896</b>	<b>39.4</b>	<b>6.0</b>	<b>13.3</b>	<b>5.8</b>	<b>3.9</b>	<b>3.1</b>	<b>27.1</b>	<b>1.4</b>	<b>4.8</b>
	10 ~ 12 yrs. old	30	13.3	3.3	20.0	10.0	3.3	3.3	43.3	3.5	3.2
	13 ~ 15 yrs. old	149	25.5	8.1	14.8	8.7	6.7	6.0	26.8	3.4	3.8
	16 ~ 18 yrs. old	179	39.1	9.5	10.6	7.8	5.0	2.8	24.0	1.2	4.7
	19 ~ 24 yrs. old	249	46.3	6.0	9.2	3.2	2.4	2.8	30.1	0.0	5.4
	25 ~ 29 yrs. old	152	43.4	3.9	18.4	3.3	3.3	1.3	25.7	0.7	5.1
	30 ~ 39 yrs. old	101	41.6	3.0	15.8	6.9	1.0	3.0	26.7	2.0	4.9
	40 ~ 49 yrs. old	36	50.0	0.0	13.9	5.6	8.3	2.8	16.7	2.7	4.9
	<b>Female</b>	<b>183</b>	<b>42.6</b>	<b>4.4</b>	<b>16.9</b>	<b>5.5</b>	<b>2.7</b>	<b>2.7</b>	<b>23.0</b>	<b>2.2</b>	<b>4.9</b>
	10 ~ 12 yrs. old	20	25.0	5.0	15.0	5.0	0.0	5.0	40.0	5.0	4.4
13 ~ 15 yrs. old	22	50.1	4.5	9.1	0.0	4.5	13.6	18.2	0.0	4.8	
16 ~ 18 yrs. old	21	47.6	0.0	14.3	0.0	4.8	0.0	28.6	4.7	5.6	
19 ~ 24 yrs. old	46	45.7	6.5	19.6	4.3	2.2	0.0	17.4	4.3	5.2	
25 ~ 29 yrs. old	30	43.4	3.3	20.0	13.3	3.3	0.0	16.7	0.0	4.6	
30 ~ 39 yrs. old	31	42.0	6.5	16.1	3.2	0.0	3.2	29.0	0.0	5.2	
40 ~ 49 yrs. old	13	38.4	0.0	23.1	15.4	7.7	0.0	15.4	0.0	4.1	
<b>Frequency of game playing</b>	<b>Heavy user</b>	<b>384</b>	<b>41.9</b>	<b>5.7</b>	<b>12.5</b>	<b>4.2</b>	<b>2.9</b>	<b>3.4</b>	<b>27.6</b>	<b>1.8</b>	<b>5.0</b>
	<b>Middle user</b>	<b>486</b>	<b>36.0</b>	<b>6.8</b>	<b>14.4</b>	<b>6.8</b>	<b>4.1</b>	<b>2.9</b>	<b>27.6</b>	<b>1.4</b>	<b>4.6</b>
	<b>Light user</b>	<b>209</b>	<b>45.5</b>	<b>3.3</b>	<b>15.3</b>	<b>6.2</b>	<b>4.3</b>	<b>2.9</b>	<b>21.5</b>	<b>1.0</b>	<b>4.9</b>

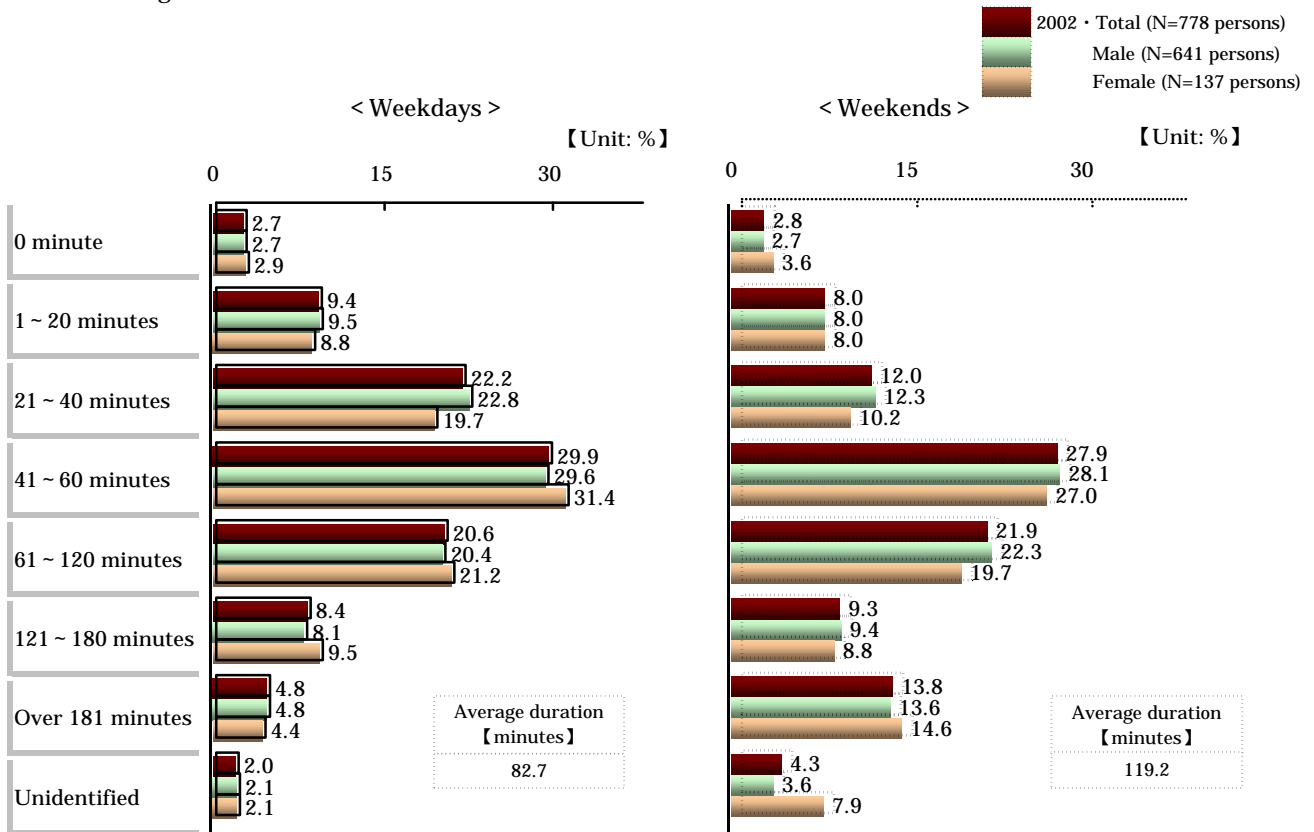
【Unit: %】

< Calculation to obtain an average weekly frequency in the use of the Internet at home >  
 「almost everyday」: 7 days、 「4-5 days a week」: 4.5 days、 「2-3 days a week」: 2.5 days、  
 「2-3 days a month」: 0.3 day、 「less often than 1 day a month」: 0.1 day

• Nearly 40% of the respondents use the Internet at home almost everyday. Among the three game user categories, the light user group use the Internet almost every day at a higher rate.

## 2. Duration of connecting the Internet

< Among the Internet users >



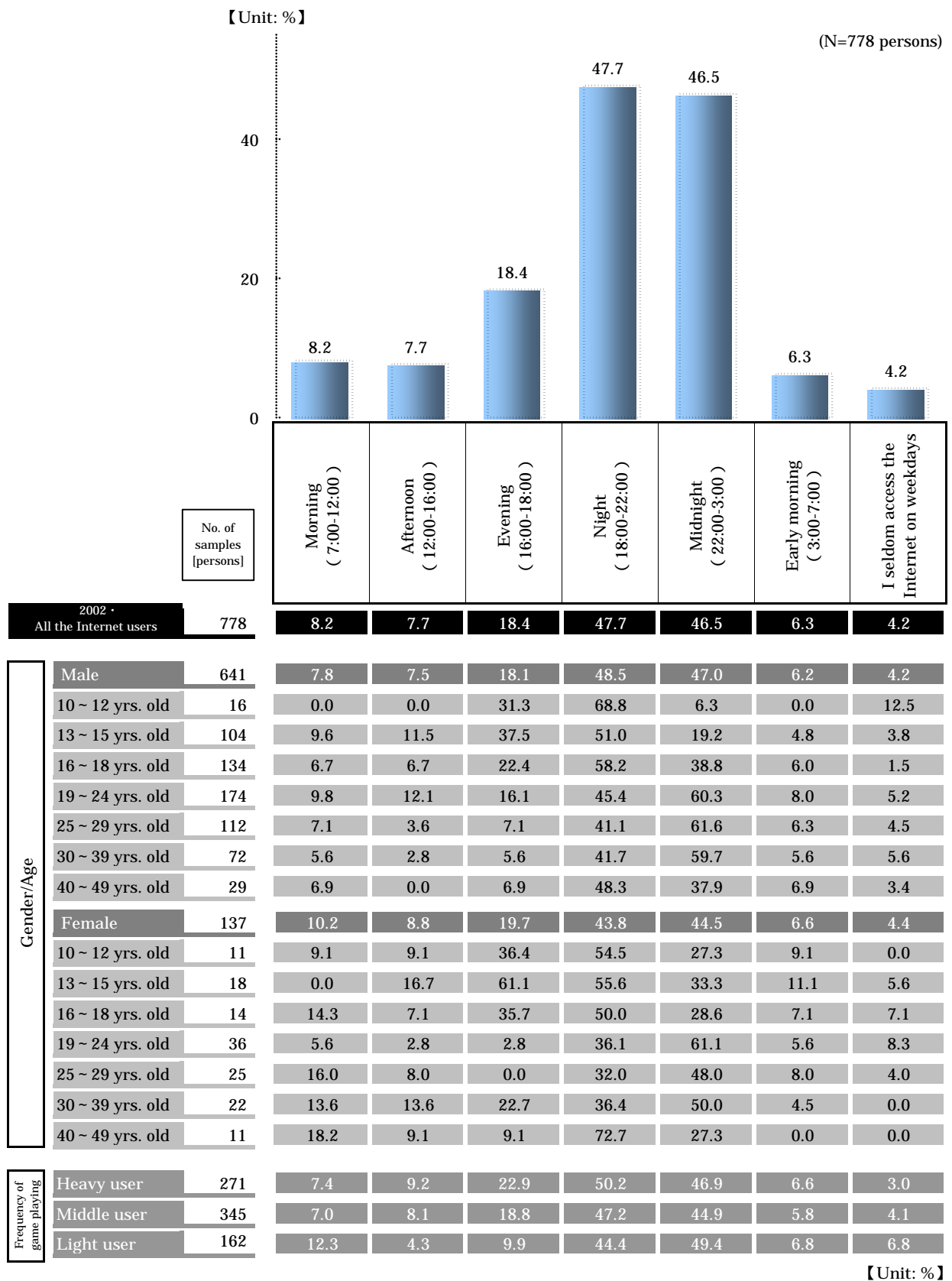
< Average duration of the Internet access by gender and age >

	Gender/Age																
	2002 · Total	Male								Female							
		10 yrs. old	13 yrs. old	16 yrs. old	19 yrs. old	25 yrs. old	30 yrs. old	40 yrs. old		10 yrs. old	13 yrs. old	15 yrs. old	19 yrs. old	25 yrs. old	30 yrs. old	40 yrs. old	
Average duration -Weekdays- [min.]	82.7	82.4	40.6	70.4	85.2	101.7	80.9	73.2	49.3	83.9	73.2	94.4	73.6	92.9	95.8	71.9	57.0
Average duration -Weekends- [min.]	119.2	119.2	31.6	91.0	122.7	148.5	118.9	113.3	95.5	119.3	87.7	131.5	128.5	133.7	121.1	122.3	55.6

All the Internet users

- The average duration of accessing the Internet on weekends is 119.2 minutes, about 37 minutes longer than the weekday average of 82.7 minutes.
- The male group aged between 19 and 24 access the Internet for the longest time on both weekdays and weekends.

### 3-1. Time period of accessing the Internet - Weekdays < Among the Internet users >

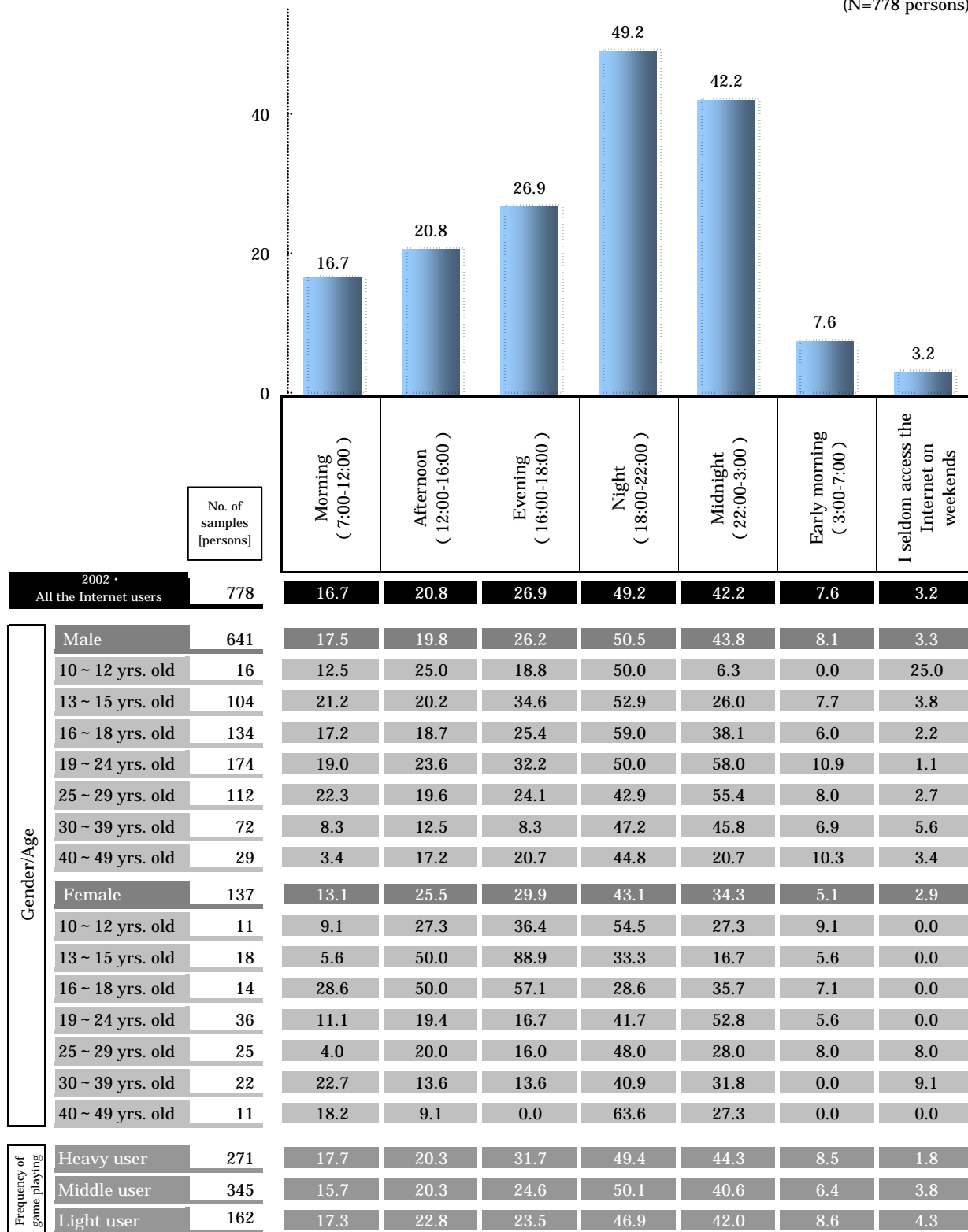


• Nearly the half (47.7%) of the total respondents use the Internet at night (18:00 ~ 22:00).

### 3-2. Time period of accessing the Internet - Weekends < Among the Internet users >

【Unit: %】

(N=778 persons)

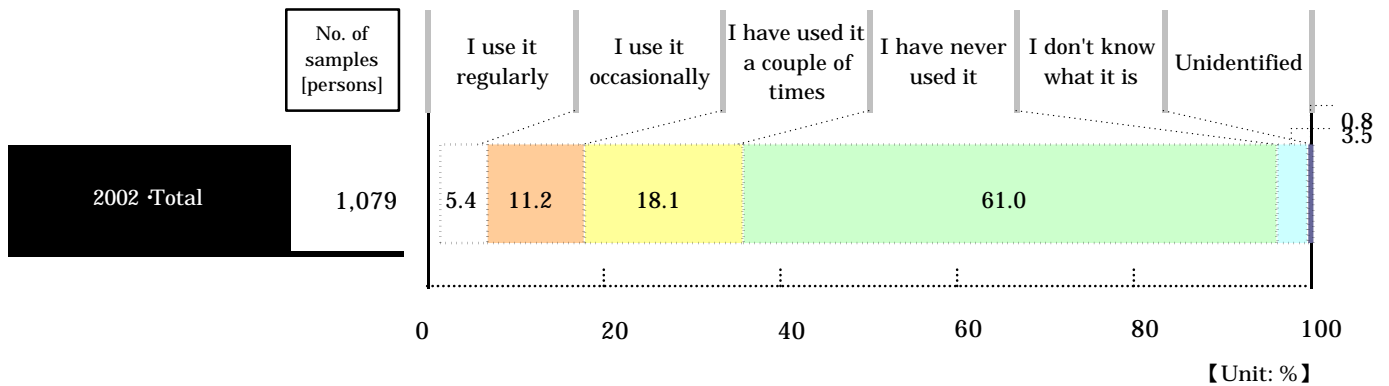


【Unit: %】

- As with the case of weekdays, "night (18:00 ~ 22:00)" is the most selected time period when the respondents access the Internet on weekends.
- Men use the Internet around midnight (22:00 ~ 3:00) more often than women by 10% while women access the Internet in the afternoon (12:00 ~ 16:00) more often than men by 5%.

## V. Use of Complex Cafés

### 1. Experience of using a complex café



		No. of samples [persons]	【Unit: %】						
			I use it regularly	I use it occasionally	I have used it a couple of times	I have never used it	I don't know what it is	Unidentified	
<b>2002 Total</b>		<b>1,079</b>	<b>5.4</b>	<b>11.2</b>	<b>18.1</b>	<b>61.0</b>	<b>3.5</b>	<b>0.8</b>	
Gender	Male	896	6.0	11.4	18.2	59.9	3.7	0.8	
	10 ~ 12 yrs. old	30	0.0	0.0	16.7	73.3	10.0	0.0	
	13 ~ 15 yrs. old	149	3.4	8.1	15.4	62.4	8.1	2.6	
	16 ~ 18 yrs. old	179	3.9	10.6	17.9	61.5	5.6	0.5	
	19 ~ 24 yrs. old	249	10.0	14.9	19.3	53.4	2.0	0.4	
	25 ~ 29 yrs. old	152	5.3	15.1	21.1	58.5	0.0	0.0	
	30 ~ 39 yrs. old	101	7.9	10.9	16.8	60.4	3.0	1.0	
	40 ~ 49 yrs. old	36	2.8	0.0	16.7	80.5	0.0	0.0	
	Female	183	2.2	10.4	17.5	66.1	2.7	1.1	
	10 ~ 12 yrs. old	20	5.0	10.0	10.0	65.0	10.0	0.0	
Age	13 ~ 15 yrs. old	22	0.0	4.5	13.6	81.9	0.0	0.0	
	16 ~ 18 yrs. old	21	0.0	0.0	14.3	76.2	4.8	4.7	
	19 ~ 24 yrs. old	46	2.2	6.5	23.9	65.2	2.2	0.0	
	25 ~ 29 yrs. old	30	3.3	30.0	13.3	50.1	3.3	0.0	
	30 ~ 39 yrs. old	31	3.2	6.5	22.6	64.5	0.0	3.2	
	40 ~ 49 yrs. old	13	0.0	15.4	15.4	69.2	0.0	0.0	
	Frequency of game playing	Heavy user	384	5.7	9.6	17.7	62.2	3.9	0.9
		Middle user	486	6.4	11.9	18.5	58.8	3.5	0.9
Light user		209	2.4	12.4	17.7	63.6	2.9	1.0	

- Over 60% of the respondents said that they had no experience of using a complex café.
- Although the rate of regular use of a complex café accounted for only 5.4% of the total, the male group aged between 19 and 24 showed as high as 10.0% of the total use rate.

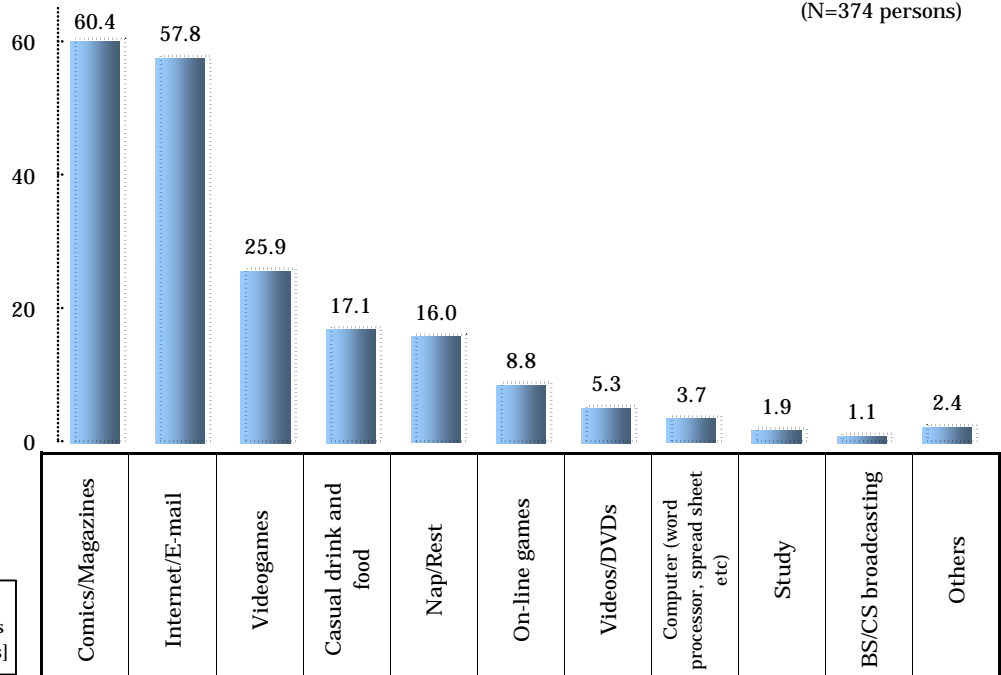


## 2. Purposes of using a complex café

< Among the complex café users >

【Unit: %】

(N=374 persons)

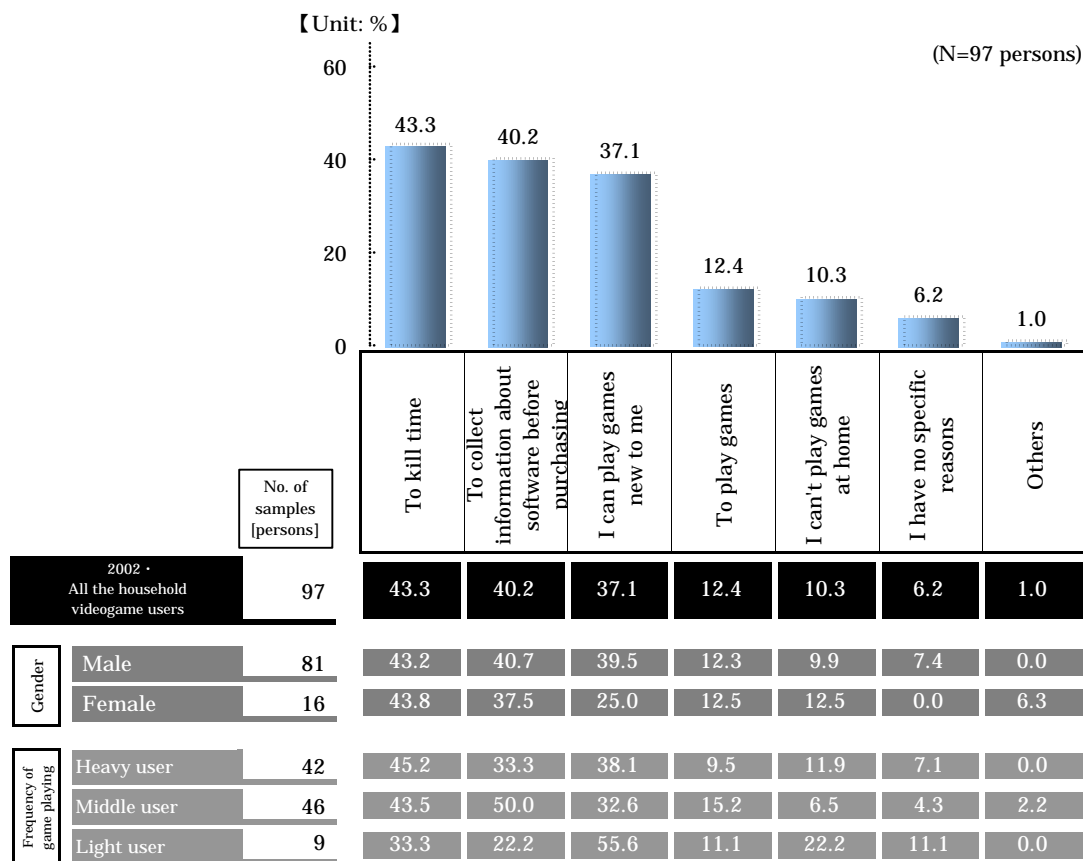


ZUUZ All the complex café users		No. of samples [persons]	60.4	57.8	25.9	17.1	16.0	8.8	5.3	3.7	1.9	1.1	2.4
Gender/Age	Male	319	59.9	58.9	25.4	17.2	17.2	9.7	5.6	4.1	1.9	1.3	2.5
	10 ~ 12 yrs. old	5	80.0	40.0	60.0	40.0	20.0	0.0	0.0	0.0	0.0	0.0	20.0
	13 ~ 15 yrs. old	40	60.0	50.0	45.0	15.0	2.5	10.0	5.0	5.0	0.0	2.5	0.0
	16 ~ 18 yrs. old	58	56.9	55.2	31.0	22.4	12.1	12.1	10.3	1.7	6.9	5.2	3.4
	19 ~ 24 yrs. old	110	64.5	60.9	23.6	13.6	23.6	11.8	6.4	4.5	1.8	0.0	0.9
	25 ~ 29 yrs. old	63	60.3	68.3	9.5	17.5	19.0	6.3	3.2	4.8	0.0	0.0	6.3
	30 ~ 39 yrs. old	36	55.6	52.8	19.4	19.4	19.4	8.3	2.8	2.8	0.0	0.0	0.0
	40 ~ 49 yrs. old	7	14.3	71.4	42.9	14.3	14.3	0.0	0.0	14.3	0.0	0.0	0.0
	Female	55	63.6	50.9	29.1	16.4	9.1	3.6	3.6	1.8	1.8	0.0	1.8
	10 ~ 12 yrs. old	5	40.0	40.0	40.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	13 ~ 15 yrs. old	4	75.0	50.0	25.0	50.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	16 ~ 18 yrs. old	3	100.0	66.7	66.7	0.0	0.0	33.3	33.3	33.3	0.0	0.0	0.0
	19 ~ 24 yrs. old	15	73.3	53.3	13.3	13.3	13.3	0.0	0.0	0.0	0.0	0.0	0.0
	25 ~ 29 yrs. old	14	78.6	57.1	35.7	14.3	21.4	7.1	7.1	0.0	7.1	0.0	0.0
30 ~ 39 yrs. old	10	40.0	50.0	20.0	10.0	0.0	0.0	0.0	0.0	0.0	0.0	10.0	
40 ~ 49 yrs. old	4	25.0	25.0	50.0	50.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Frequency of game playing	Heavy user	127	65.4	55.1	33.1	17.3	20.5	15.7	6.3	2.4	2.4	2.4	1.6
	Middle user	179	57.5	57.5	25.7	15.6	11.2	6.1	3.9	5.0	2.2	0.0	3.4
	Light user	68	58.8	63.2	13.2	20.6	20.6	2.9	7.4	2.9	0.0	1.5	1.5

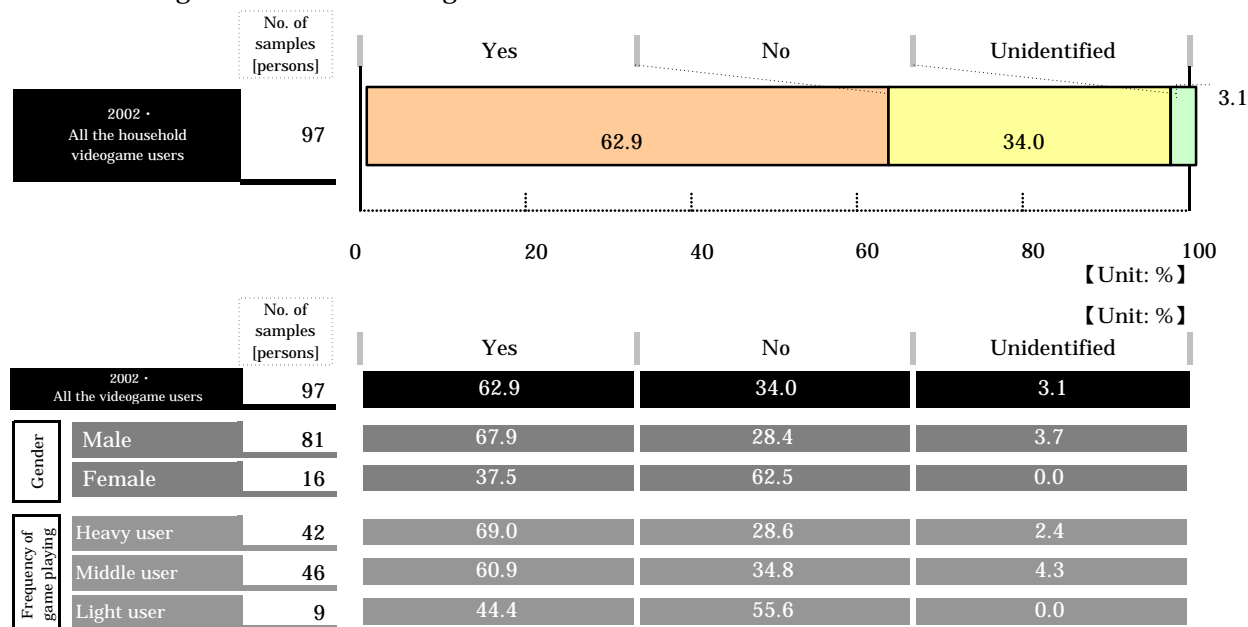
【Unit: %】

- For reasons why respondents visit complex cafes, the most chosen answer - with a selection rate of 60.4% - was "comics/magazines", which was followed by "Internet/E-mail" and "videogames".
- "Internet games" accounted for 8.8% of the respondents with such reasons as "I can't play games at home", "I can play games with a better Internet connection/set up than at home", "I can try on-line games easily", and "I can play games with a friend".

### 3. Reasons for playing household videogames at a complex café < Among the household videogame users >

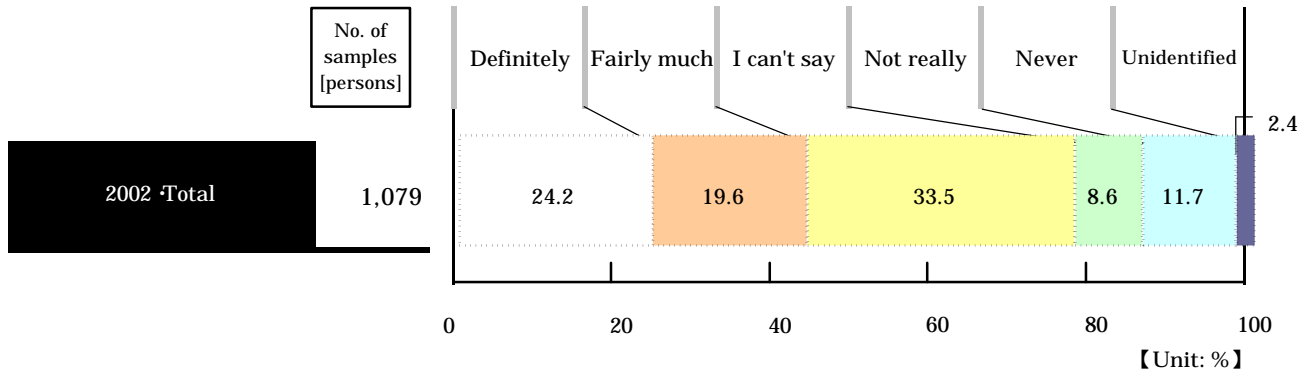


### 4. Having been tempted to buy a software package experienced at a complex café < Among the household videogame users >



- The most selected reason for playing household videogames at a complex café was "to kill time " which had a selection rate of 43.3%, followed by "to collect information about software before purchasing" and then "I can play games new to me".
- Over 60% of the respondents had been tempted to buy a software package which they had tried at a complex cafe.

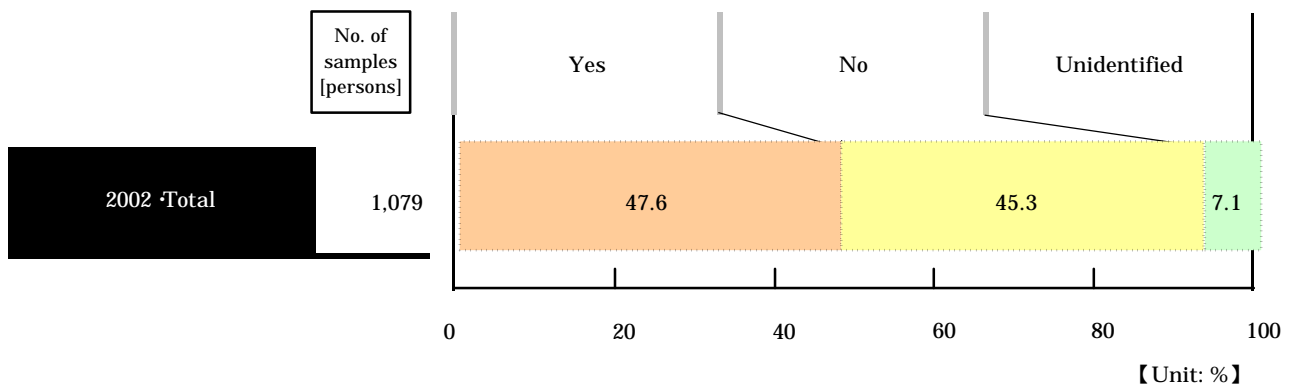
## 5. Intention to use a complex café



		No. of samples [persons]	【Unit: %】					
			Definitely	Fairly much	I can't say	Not really	Never	Unidentified
<b>2002 Total</b>		<b>1,079</b>	<b>24.2</b>	<b>19.6</b>	<b>33.5</b>	<b>8.6</b>	<b>11.7</b>	<b>2.4</b>
Gender/Age	Male	896	24.3	18.8	34.3	8.8	11.3	2.5
	10 ~ 12 yrs. old	30	13.3	20.0	43.4	3.3	20.0	0.0
	13 ~ 15 yrs. old	149	26.8	13.4	38.3	6.7	11.4	3.4
	16 ~ 18 yrs. old	179	26.3	24.6	30.7	7.8	8.9	1.7
	19 ~ 24 yrs. old	249	26.1	19.3	30.5	10.8	11.2	2.1
	25 ~ 29 yrs. old	152	25.0	16.4	33.6	8.6	13.2	3.2
	30 ~ 39 yrs. old	101	18.8	22.8	34.7	8.9	10.9	3.9
	40 ~ 49 yrs. old	36	13.9	5.6	55.6	13.9	8.3	2.7
	Female	183	23.5	24.0	30.1	7.7	13.7	1.0
	10 ~ 12 yrs. old	20	20.0	20.0	35.0	0.0	25.0	0.0
13 ~ 15 yrs. old	22	22.7	31.8	22.7	9.1	9.1	4.6	
16 ~ 18 yrs. old	21	47.7	19.0	23.8	0.0	9.5	0.0	
19 ~ 24 yrs. old	46	19.6	19.6	34.7	10.9	15.2	0.0	
25 ~ 29 yrs. old	30	36.6	23.3	26.7	6.7	6.7	0.0	
30 ~ 39 yrs. old	31	12.9	29.0	29.0	16.1	9.7	3.3	
40 ~ 49 yrs. old	13	0.0	30.8	38.4	0.0	30.8	0.0	
Frequency of game playing	Heavy user	384	25.8	22.1	33.9	6.8	8.9	2.5
	Middle user	486	24.9	18.1	33.1	9.1	12.3	2.5
	Light user	209	19.6	18.7	34.0	11.0	15.3	1.4

• More than 40% of the respondents definitely or fairly much wanted to use a complex café from now on.

## 6. Intention to play household videogames at a complex café

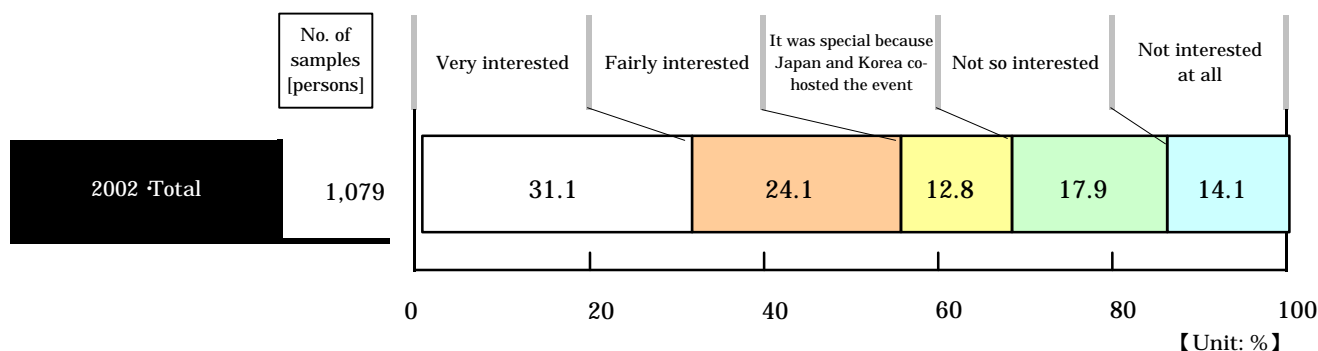


		No. of samples [persons]	【Unit: %】		
			Yes	No	Unidentified
<b>2002 Total</b>		<b>1,079</b>	<b>47.6</b>	<b>45.3</b>	<b>7.1</b>
Gender/Age	Male	896	48.4	44.3	7.3
	10 ~ 12 yrs. old	30	56.7	33.3	10.0
	13 ~ 15 yrs. old	149	61.1	35.6	3.3
	16 ~ 18 yrs. old	179	53.1	43.6	3.3
	19 ~ 24 yrs. old	249	46.6	45.8	7.6
	25 ~ 29 yrs. old	152	44.7	48.0	7.3
	30 ~ 39 yrs. old	101	36.6	48.5	14.9
	40 ~ 49 yrs. old	36	27.8	55.6	16.6
	Female	183	43.7	50.3	6.0
	10 ~ 12 yrs. old	20	35.0	65.0	0.0
	13 ~ 15 yrs. old	22	50.0	45.5	4.5
	16 ~ 18 yrs. old	21	61.9	38.1	0.0
	19 ~ 24 yrs. old	46	39.1	58.7	2.2
	25 ~ 29 yrs. old	30	53.3	40.0	6.7
30 ~ 39 yrs. old	31	41.9	41.9	16.2	
40 ~ 49 yrs. old	13	15.4	69.2	15.4	
Frequency of game playing	Heavy user	384	51.8	41.1	7.1
	Middle user	486	49.4	44.4	6.2
	Light user	209	35.9	55.0	9.1

- The proportion of respondents who intended to play videogames at a complex café was almost the same as those who did not.
- The male group particularly in their early teens showed the strong intention to play videogames at a complex café.

# VI. Influences of the 2002 FIFA World Cup

## 1. Degree of interest in the FIFA World Cup

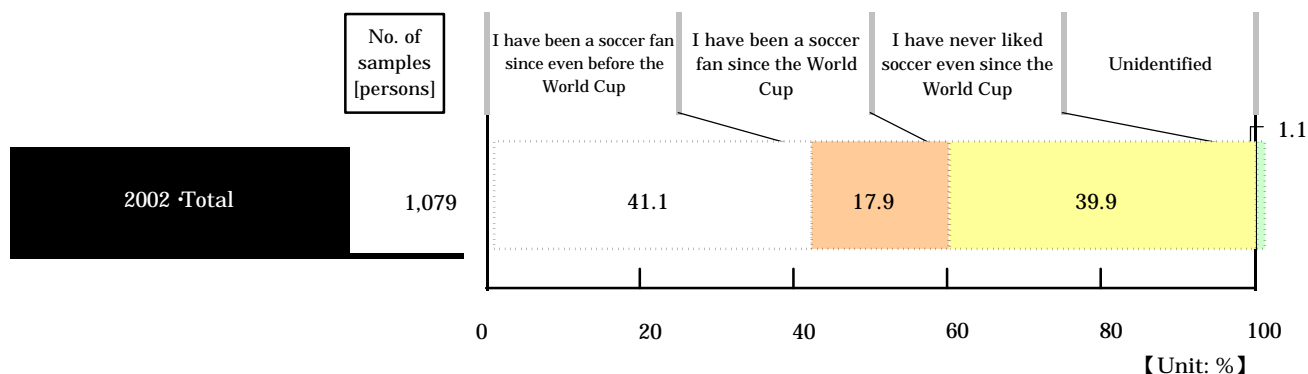


		No. of samples [persons]	Very interested	Fairly interested	It was special because Japan and Korea co-hosted the event	Not so interested	Not interested at all
<b>2002 Total</b>		<b>1,079</b>	<b>31.1</b>	<b>24.1</b>	<b>12.8</b>	<b>17.9</b>	<b>14.1</b>
Gender/Age	Male	896	32.9	24.9	12.2	17.5	12.5
	10 ~ 12 yrs. old	30	30.0	13.3	10.0	33.4	13.3
	13 ~ 15 yrs. old	149	28.9	26.2	8.7	20.1	16.1
	16 ~ 18 yrs. old	179	33.0	24.6	10.6	17.3	14.5
	19 ~ 24 yrs. old	249	28.9	27.7	9.6	20.5	13.3
	25 ~ 29 yrs. old	152	36.9	25.0	15.1	11.8	11.2
	30 ~ 39 yrs. old	101	33.7	20.8	22.8	15.8	6.9
	40 ~ 49 yrs. old	36	61.1	22.2	11.1	2.8	2.8
	Female	183	22.4	20.2	15.8	19.7	21.9
	10 ~ 12 yrs. old	20	25.0	25.0	15.0	20.0	15.0
13 ~ 15 yrs. old	22	13.6	31.8	13.6	9.1	31.9	
16 ~ 18 yrs. old	21	19.0	19.0	19.0	28.7	14.3	
19 ~ 24 yrs. old	46	13.0	23.9	4.3	21.7	37.1	
25 ~ 29 yrs. old	30	33.3	13.3	20.0	16.7	16.7	
30 ~ 39 yrs. old	31	29.0	12.9	29.0	22.6	6.5	
40 ~ 49 yrs. old	13	30.7	15.4	15.4	15.4	23.1	
Frequency of game playing	Heavy user	384	28.6	24.0	11.7	18.5	17.2
	Middle user	486	32.8	24.5	12.3	18.1	12.3
	Light user	209	32.1	23.4	15.8	16.3	12.4

【Unit: %】

- Those who were very interested in the 2002 FIFA World Cup comprised nearly 30% of the total respondents. When the proportion of respondents who were fairly interested in the World Cup is included, the overall proportion of those who showed interest exceeds 50% of the total number of respondents.
- The proportion of women who showed no interest in the World Cup at all is more significant than that of the men.

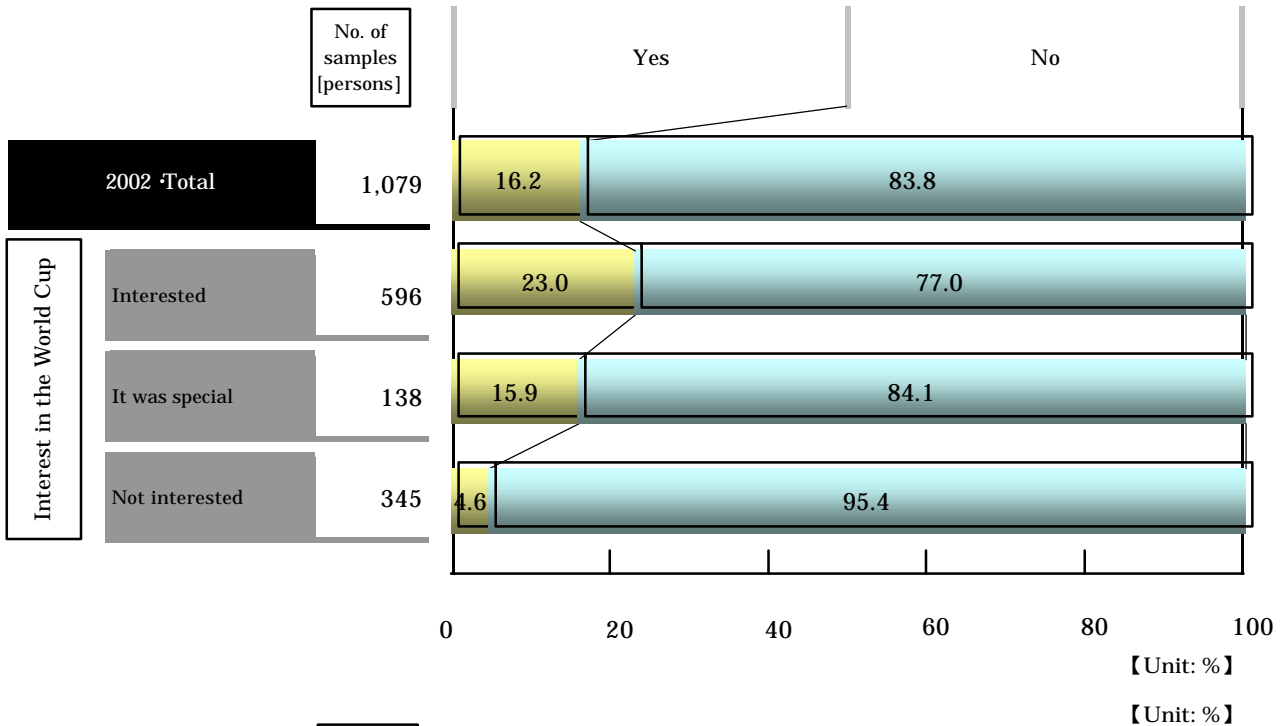
## 2. Preference for soccer



		No. of samples [persons]	【Unit: %】			
			I have been a soccer fan since even before the World Cup	I have been a soccer fan since the World Cup	I have never liked soccer even since the World Cup	Unidentified
<b>2002 Total</b>		<b>1,079</b>	<b>41.1</b>	<b>17.9</b>	<b>39.9</b>	<b>1.1</b>
Gender/Age	Male	896	45.0	16.1	38.1	0.8
	10 ~ 12 yrs. old	30	30.0	23.3	46.7	0.0
	13 ~ 15 yrs. old	149	36.2	18.8	44.3	0.7
	16 ~ 18 yrs. old	179	40.8	17.3	40.8	1.1
	19 ~ 24 yrs. old	249	46.6	11.6	40.6	1.2
	25 ~ 29 yrs. old	152	56.6	13.8	28.9	0.7
	30 ~ 39 yrs. old	101	43.6	18.8	36.6	1.0
	40 ~ 49 yrs. old	36	58.3	25.0	16.7	0.0
	Female	183	21.9	26.8	48.6	2.7
	10 ~ 12 yrs. old	20	10.0	35.0	50.0	5.0
13 ~ 15 yrs. old	22	18.2	31.8	50.0	0.0	
16 ~ 18 yrs. old	21	4.8	28.6	66.6	0.0	
19 ~ 24 yrs. old	46	21.7	10.9	67.4	0.0	
25 ~ 29 yrs. old	30	33.3	26.7	30.0	10.0	
30 ~ 39 yrs. old	31	29.0	38.7	32.3	0.0	
40 ~ 49 yrs. old	13	30.8	30.8	30.8	7.6	
Interest in the WC	Interested	596	63.1	22.3	14.4	0.2
	It's was special	138	23.2	33.3	43.5	0.0
	Not interested	345	10.1	4.1	82.3	3.5

- Both answers stating "I have been a soccer fan since even before the World Cup" and "I have never liked soccer even since the World Cup" gained a reply rate of around 40% each.
- The proportion of women who have been soccer fans since the World Cup is greater than that of the men by about 10%.

### 3. Purchase of soccer related software



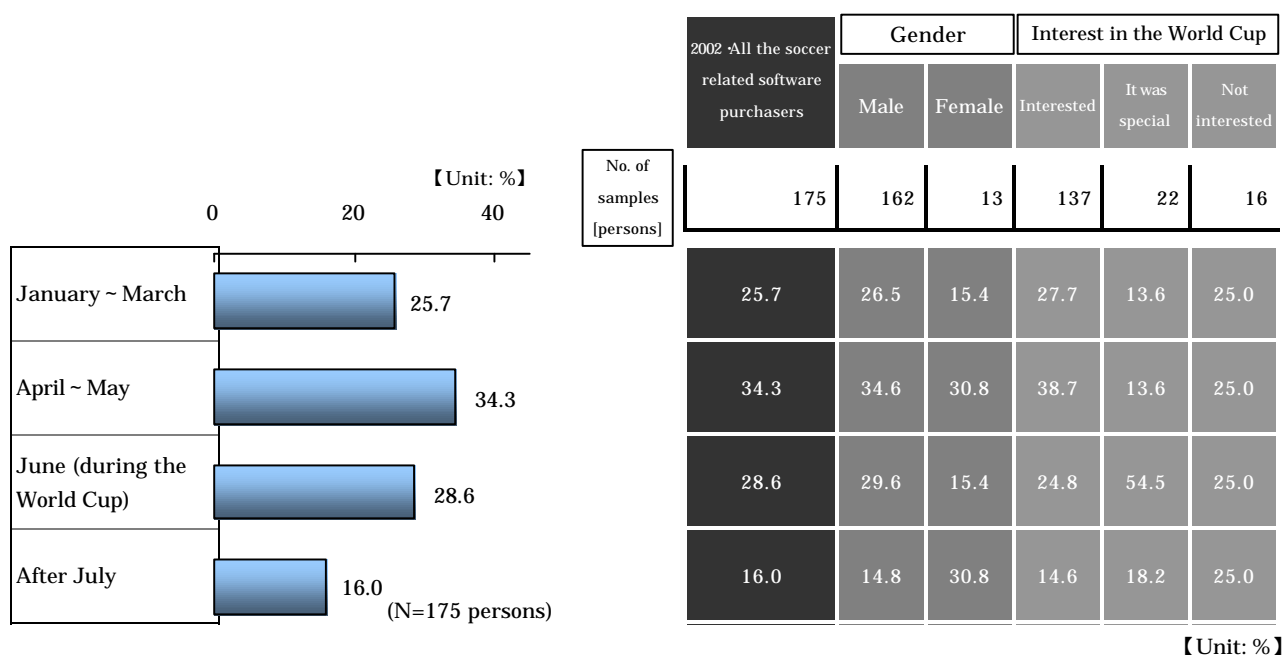
		No. of samples [persons]	Yes (%)	No (%)
<b>2002 Total</b>		<b>1,079</b>	<b>16.2</b>	<b>83.8</b>
Gender/Age	Male	896	18.1	81.9
	10 ~ 12 yrs. old	30	13.3	86.7
	13 ~ 15 yrs. old	149	16.1	83.9
	16 ~ 18 yrs. old	179	18.4	81.6
	19 ~ 24 yrs. old	249	19.3	80.7
	25 ~ 29 yrs. old	152	23.7	76.3
	30 ~ 39 yrs. old	101	13.9	86.1
	40 ~ 49 yrs. old	36	8.3	91.7
	Female	183	7.1	92.9
	10 ~ 12 yrs. old	20	0.0	100.0
	13 ~ 15 yrs. old	22	4.5	95.5
	16 ~ 18 yrs. old	21	4.8	95.2
	19 ~ 24 yrs. old	46	6.5	93.5
	25 ~ 29 yrs. old	30	6.7	93.3
	30 ~ 39 yrs. old	31	9.7	90.3
	40 ~ 49 yrs. old	13	23.1	76.9
Frequency of game playing	Heavy user	384	19.8	80.2
	Middle user	486	17.3	82.7
	Light user	209	7.2	92.8

【Unit: %】

- The purchase rate of soccer related software has been nearly 20% this year.
- The amount of soccer related software purchases made by people interested in the World Cup was about 7% higher than the overall average purchase rate.

#### 4. Months when the respondents purchased soccer related software

< Among the soccer related software purchasers >



< Titles of soccer related software purchased (N=175 persons) >

• WORLD SOCCER WINNING ELEVEN 6 ( PS2 )	32.0 %	Abbreviations for hardware PS2: PlayStation 2 GC: NINTENDO GAMECUBE PS: PlayStation GBA: GAMEBOY ADVANCE PC: Personal computer
• Let's make professional soccer club 2002 ( PS2 )	10.3 %	
• WORLD SOCCER WINNING ELEVEN 5 ( PS2 )	8.6 %	
• 2002 FIFA WORLD CUP TM ( PS2 )	3.4 %	
• 2002 FIFA WORLD CUP TM ( GC )	1.1 %	
• JIKKYOU WORLD SOCCER 2002 ( Xbox )	1.1 %	
• Disney Sports Soccer ( GBA )	0.6 %	
• JIKKYOU J.LEAGUE PERFECT STRIKER 5 ( PS2 )	0.6 %	
• JIKKYOU WORLD SOCCER 2002 ( PS2 )	0.6 %	
• VIRTUA STRIKER 3 Ver.2002 ( GC )	0.6 %	
• WORLD SOCCER WINNING ELEVEN 2002 ( PS )	0.6 %	
• 2002 FIFA WORLD CUP TM ( PC )	0.6 %	
• 「WINNING ELEVEN」 SERIES ( n/a )	11.4 %	
• 「 VIRTUA STRIKER 」 SERIES ( n/a )	2.9 %	
• 「 Let's make soccer club 」 SERIES ( n/a )	2.3 %	
• 「 JIKKYOU WORLD SOCCER 」 SERIES ( n/a )	1.7 %	
• 「 FIFA WORLD CUP 」 SERIES ( n/a )	1.1 %	
• Others	2.9 %	

- Soccer related software was most purchased in April and May before the World Cup at the highest purchase rate of 34.3%.
- Although the group of people who said that it was special because Japan and Korea co-hosted the event consisted of only 22 people, nearly half of them purchased software in June (during the World Cup).

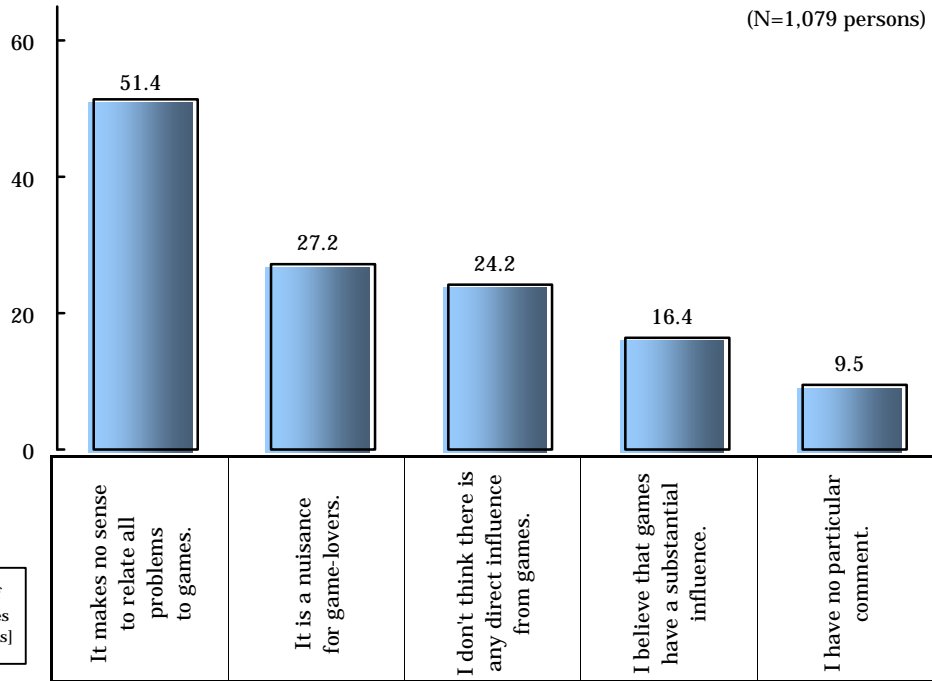


# VII. Degree of Interest in Scenes Depicted in Games

## 1. Responses to the idea about adverse influences of games

【Unit: %】

(N=1,079 persons)

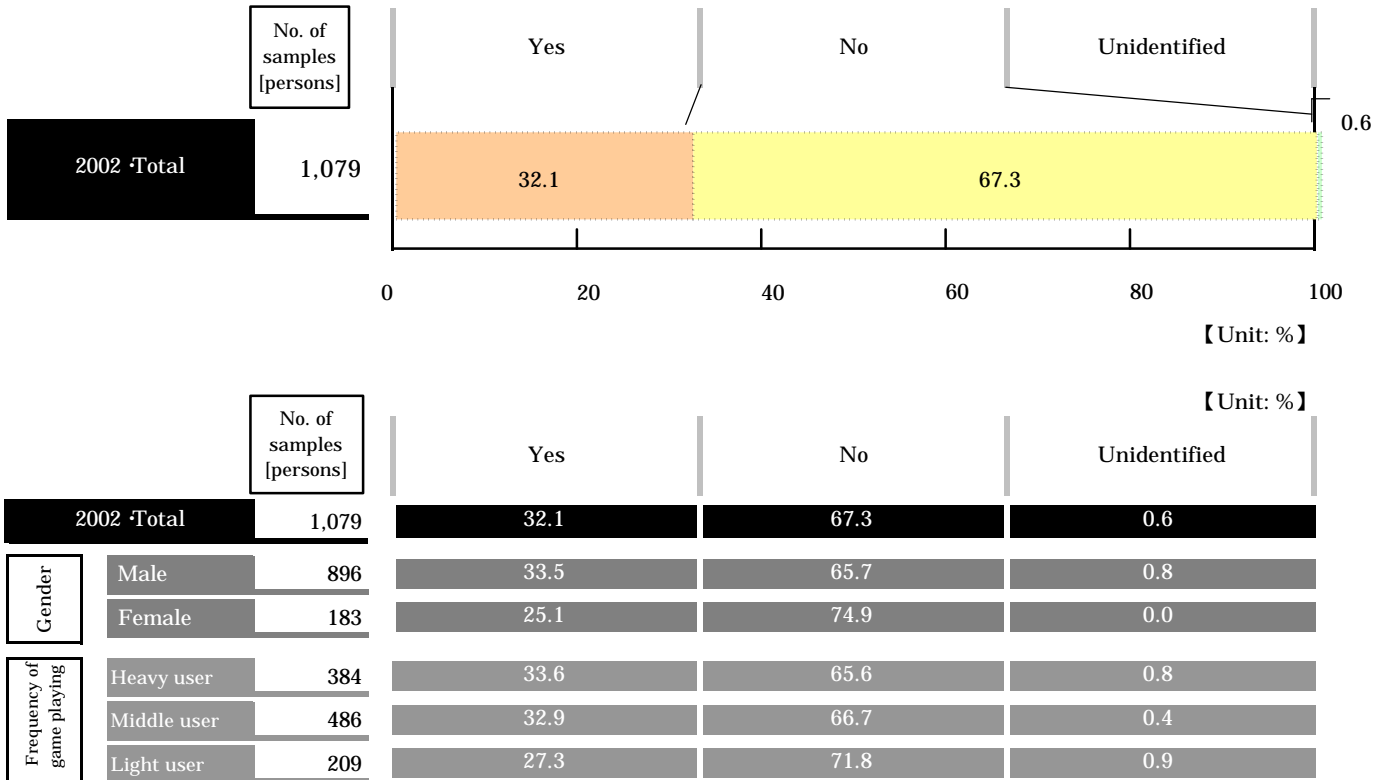


2002 Total		1,079	51.4	27.2	24.2	16.4	9.5
Gender/Age	Male	896	51.5	27.7	24.1	15.5	9.8
	10 ~ 12 yrs. old	30	26.7	20.0	10.0	23.3	36.7
	13 ~ 15 yrs. old	149	48.3	28.2	20.1	13.4	15.4
	16 ~ 18 yrs. old	179	54.7	30.7	25.7	11.7	7.3
	19 ~ 24 yrs. old	249	58.2	27.7	25.7	14.1	8.0
	25 ~ 29 yrs. old	152	55.3	28.9	27.0	13.2	7.9
	30 ~ 39 yrs. old	101	44.6	27.7	23.8	21.8	5.9
	40 ~ 49 yrs. old	36	25.0	11.1	22.2	38.9	8.3
	Female	183	51.4	24.6	24.6	20.8	7.7
	10 ~ 12 yrs. old	20	35.0	25.0	5.0	25.0	25.0
	13 ~ 15 yrs. old	22	54.5	27.3	31.8	18.2	13.6
	16 ~ 18 yrs. old	21	76.2	28.6	19.0	4.8	9.5
	19 ~ 24 yrs. old	46	65.2	23.9	30.4	15.2	4.3
	25 ~ 29 yrs. old	30	46.7	26.7	40.0	13.3	0.0
	30 ~ 39 yrs. old	31	35.5	29.0	19.4	32.3	3.2
	40 ~ 49 yrs. old	13	30.8	0.0	7.7	53.8	7.7
Frequency of game playing	Heavy user	384	59.6	33.6	24.2	14.1	7.8
	Middle user	486	49.8	24.9	23.5	15.2	11.1
	Light user	209	40.2	20.6	25.8	23.4	8.6

【Unit: %】

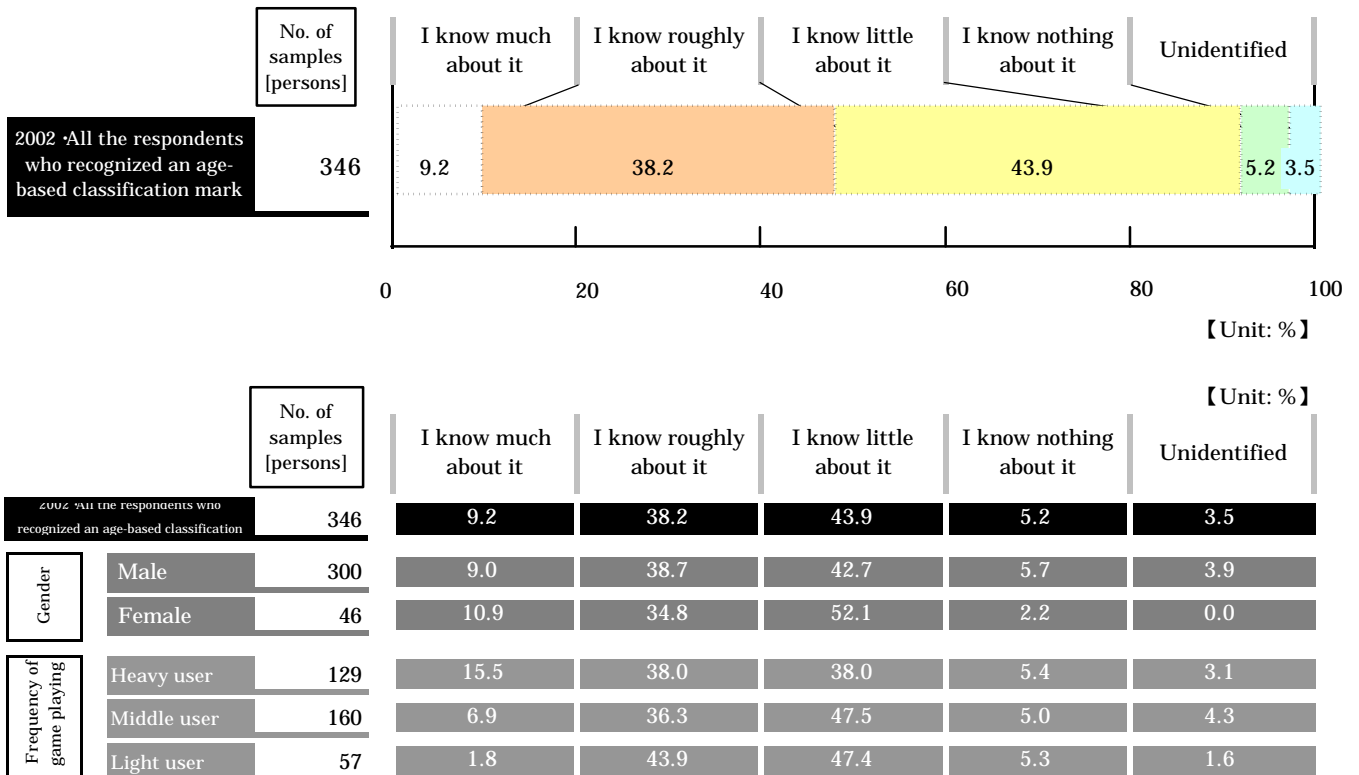
- The proportion of respondents who chose "it makes no sense to relate all problems to games" was nearly 50%.
- Light users believe that games have a substantial influence at a higher rate than the other groups.

## 2. Recognition of an age-based classification mark



## 3. Knowledge about an age-based classification mark

< Among the respondents who recognized an age-based classification mark >



- The recognition rate of an age-based classification mark was over 30%.
- The respondents who knew little about the function of an age-based classification mark constituted the highest proportion of over 40%, while the proportion of heavy users who knew much about the function of the mark was 15.5%, far higher than the other two groups.

## People's recognition of an "age-based classification mark"

### < Descriptions indicating a relatively good understanding of the system >

- Markings indicating proper user age groups
- A system with various classifications to make purchasing easier
- They let purchasers know the appropriate age groups for the product
- The system has already been introduced in foreign countries. They are only used as a guide.
- They act as a reference for shoppers when buying software
- Labels indicate the level of violent and sexual depictions contained in the product related to appropriate levels for particular user age ranges.
- Markings are affixed to products to act as a consumer guide to help prevent people who dislike strongly graphic depictions from accidentally buying such products.
- These do not have any legally enforceable status; they are only used as a guide.
- Games can roughly be categorized between those for adults and those for children with this system.
- To provide proper game products according to their contents.
- As a guide for purchasing a game product.
- As a form of assistance in purchasing a game product.
- Markings are affixed to software packages which are considered harmful for children.
- Users are informed by being shown recommended ages for the product.
- Whether or not the content is suitable for the purchaser's age group
- Criteria showing which age groups the content are intended for.
- It acts as purchasing criteria for people unfamiliar with purchasing game software.
- The age-based classification functions as a yardstick for evaluating the suitability of game software.
- After the introduction of age-based classifications, more exciting scenes and graphics can be expected.
- Consumers can choose software packages appropriate for their age.
- Stickers are attached to game packages which are suitable for the particular age group.
- Games are screened to determine which age stickers should be attached to which packages.

### < Descriptions indicating a mistaken understanding that the system is "legally enforceable." >

#### [ Regulation of age ]

- Stores can control sales of products with stickers prohibiting "\*\*\* years olds and over."
- There are four classifications: prohibited to those less than 15 years of age, prohibited to those less than 18 years of age, for all age groups and educational.
- Prohibition to those younger than 15 and those younger than 18. Extremely dangerous one(s) is (are)....
- Rated R (15 and over), Rated X (18 and over)
- Something like "Rated R"
- The introduction to Japan of the foreign system prohibiting the sales of certain products to those less than 18 years of age.
- Exposure to dangerous scenes is restricted to limited age groups.
- To prevent juvenile crime, children are prohibited from using certain products until they are old enough to perceive the difference between games and reality.
- People under the designated age are not permitted to make purchases [of such items].
- Attempts are being made to set information limits according to age.
- The setting of certain age restrictions for exposure to scenes of massacres
- Application of age restrictions
- The games that can be played by users will change according to their age.

#### [ Restriction of expression ]

- Restriction of particular methods and forms of expression.
- Restriction of scenes such as those depicting violence etc. which are harmful to a child's development.
- Markings are often attached to adult-oriented game packages, aren't they?
- Restriction of games with shocking or bloody scenes.

< Descriptions indicating an ambiguous understanding of the system >

{ About age restriction }

- They seem to be aimed at people 15-years-old and older, or 18-years-old and older.
- Something which is not desirable to be shown to people under 18
- Is it a classification of gaming expressions?
- Younger than 15-years-old or, 18-years-old and older, etc.
- Being sorted into classifications such as for people 15-years-old and older, for people 18-years-old and older, for the general public etc.

{ About the effects of games }

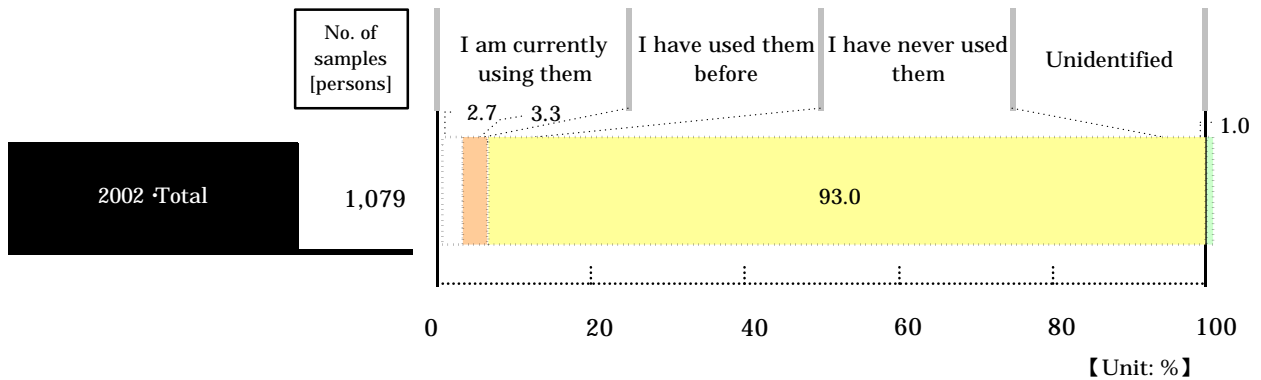
- Because the number of people affected by games is increasing.
- For social improvement
- Is there no way to deal with diversified juvenile crimes?
- Games are classified by contents according to the US rating system.
- Markings are attached to violent games.
- [It's been done] so as not to over affect people with poor sense

{ Others }

- They are divided into several grades using stickers or markings
- It is a system in which products are rated by just 2 or 3 testers
- There are some stores which have set up special corners.
- [They] seem similar to ones overseas.
- It means they are classified/classification, right?
- I learned from game-specialized magazines that the classification mark system would be introduced but I don't remember the details.
- I've seen it before, but that's all [so I don't know anything about it].

# VIII. Responses to the Certificate System

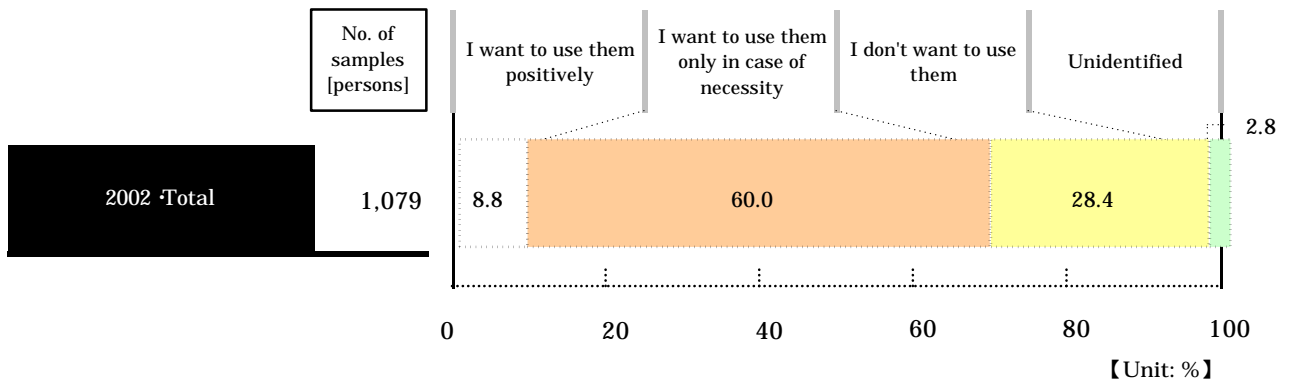
## 1. Use of the certificate system



		No. of samples [persons]	【Unit: %】			
			I am currently using them	I have used them before	I have never used them	Unidentified
<b>2002 Total</b>		<b>1,079</b>	<b>2.7</b>	<b>3.3</b>	<b>93.0</b>	<b>1.0</b>
Gender/Age	<b>Male</b>	<b>896</b>	<b>3.1</b>	<b>3.7</b>	<b>92.2</b>	<b>1.0</b>
	10 ~ 12 yrs. old	30	0.0	0.0	96.7	3.3
	13 ~ 15 yrs. old	149	0.7	3.4	95.3	0.6
	16 ~ 18 yrs. old	179	3.9	5.0	88.8	2.3
	19 ~ 24 yrs. old	249	2.4	3.6	93.2	0.8
	25 ~ 29 yrs. old	152	6.6	3.3	90.1	0.0
	30 ~ 39 yrs. old	101	4.0	4.0	91.1	0.9
	40 ~ 49 yrs. old	36	0.0	2.8	97.2	0.0
	<b>Female</b>	<b>183</b>	<b>0.5</b>	<b>1.6</b>	<b>97.3</b>	<b>0.6</b>
	10 ~ 12 yrs. old	20	0.0	0.0	100.0	0.0
13 ~ 15 yrs. old	22	0.0	0.0	100.0	0.0	
16 ~ 18 yrs. old	21	0.0	0.0	100.0	0.0	
19 ~ 24 yrs. old	46	0.0	0.0	100.0	0.0	
25 ~ 29 yrs. old	30	0.0	3.3	96.7	0.0	
30 ~ 39 yrs. old	31	3.2	0.0	96.8	0.0	
40 ~ 49 yrs. old	13	0.0	15.4	76.9	7.7	
Frequency of game playing	Heavy user	384	3.4	4.4	91.4	0.8
	Middle user	486	2.3	2.5	94.4	0.8
	Light user	209	2.4	3.3	92.8	1.5

- The proportion of respondents who have never used the certificate system exceeds 90%.
- Certificate systems named by users (who are currently using and who have used them before) include such events as "VF.Net", "Mario Kart Trial" and "Furaino shiren"

## 2. Intention to use the certificate system



		No. of samples [persons]	【Unit: %】			
			I want to use them positively	I want to use them only in case of necessity	I don't want to use them	Unidentified
<b>2002 Total</b>		<b>1,079</b>	<b>8.8</b>	<b>60.0</b>	<b>28.4</b>	<b>2.8</b>
Gender/Age	Male	896	9.4	60.4	27.5	2.7
	10 ~ 12 yrs. old	30	3.3	46.7	46.7	3.3
	13 ~ 15 yrs. old	149	10.7	60.4	26.2	2.7
	16 ~ 18 yrs. old	179	11.7	65.4	19.0	3.9
	19 ~ 24 yrs. old	249	9.6	63.9	24.5	2.0
	25 ~ 29 yrs. old	152	6.6	58.6	32.2	2.6
	30 ~ 39 yrs. old	101	10.9	50.5	34.7	3.9
	40 ~ 49 yrs. old	36	2.8	58.3	38.9	0.0
	Female	183	6.0	57.9	32.8	3.3
	10 ~ 12 yrs. old	20	0.0	35.0	65.0	0.0
	13 ~ 15 yrs. old	22	18.2	50.0	31.8	0.0
	16 ~ 18 yrs. old	21	9.5	76.2	9.5	4.8
	19 ~ 24 yrs. old	46	4.3	63.1	32.6	0.0
	25 ~ 29 yrs. old	30	0.0	73.3	23.3	3.4
30 ~ 39 yrs. old	31	9.7	51.6	32.3	6.4	
40 ~ 49 yrs. old	13	0.0	38.5	46.2	15.3	
Frequency of game playing	Heavy user	384	13.0	63.0	21.6	2.4
	Middle user	486	6.4	60.7	30.2	2.7
	Light user	209	6.7	52.6	36.4	4.3

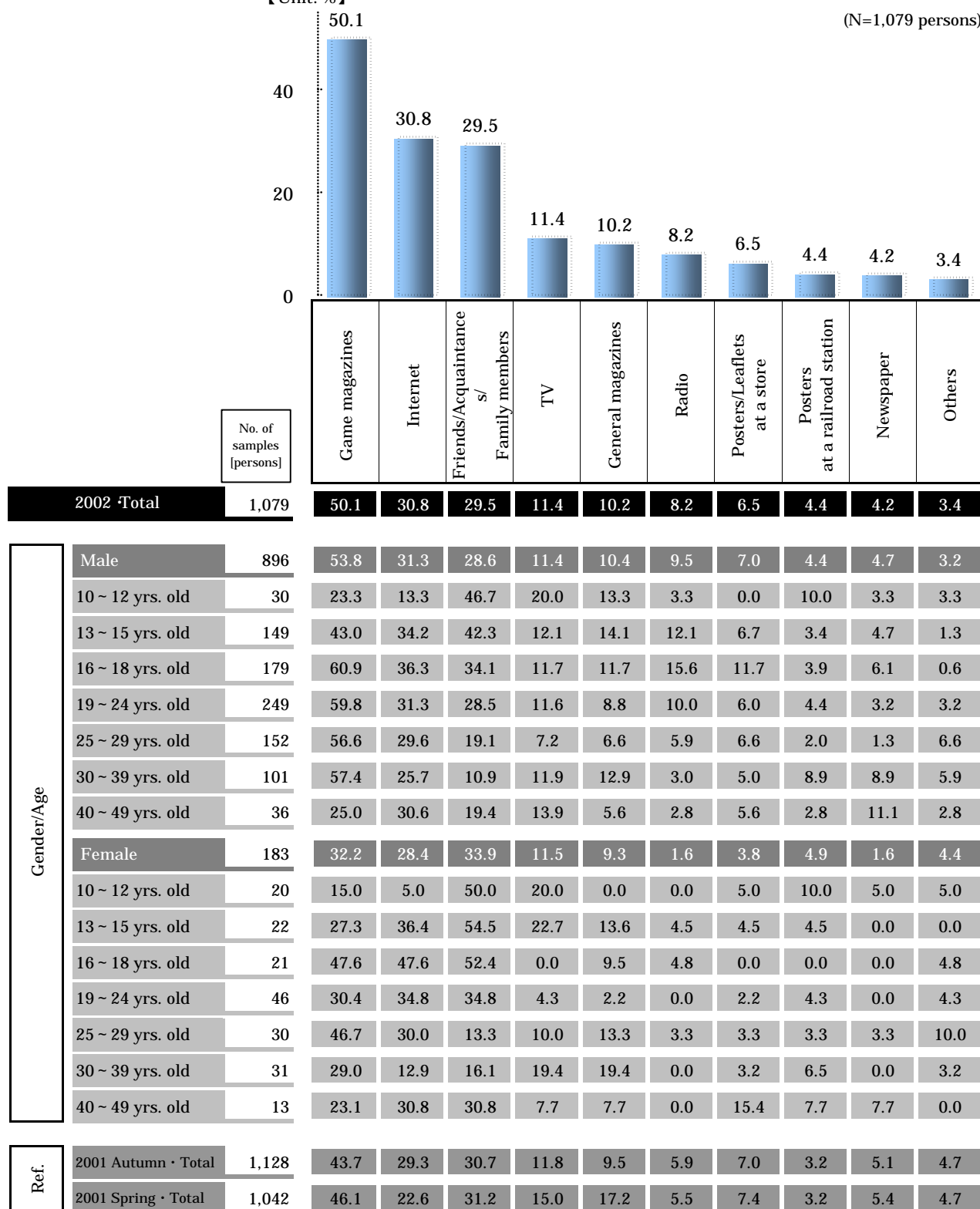
- The answer stating "I want to use them only in case of necessity" gained nearly 60% of the overall responses.
- The proportion of heavy users who chose "I want to use them positively" was about 5% higher than the total average.

# IX. Attendance at Tokyo Game Show 2002

## 1. Information source about Tokyo Game Show 2002

【Unit: %】

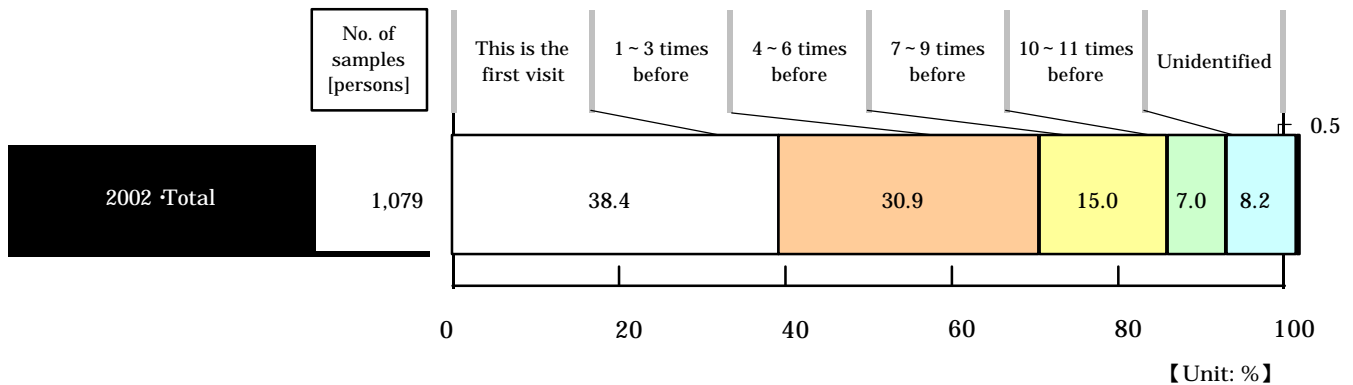
(N=1,079 persons)



【Unit: %】

• The most selected source was "game magazines", accounting for nearly 50% of all the sources. This number was higher than the two previous surveys.

## 2. Number of past visits to Tokyo Game Show



Average number of past visits	2002	2001 Autumn	2001 Spring
		2.8 times	2.9 times

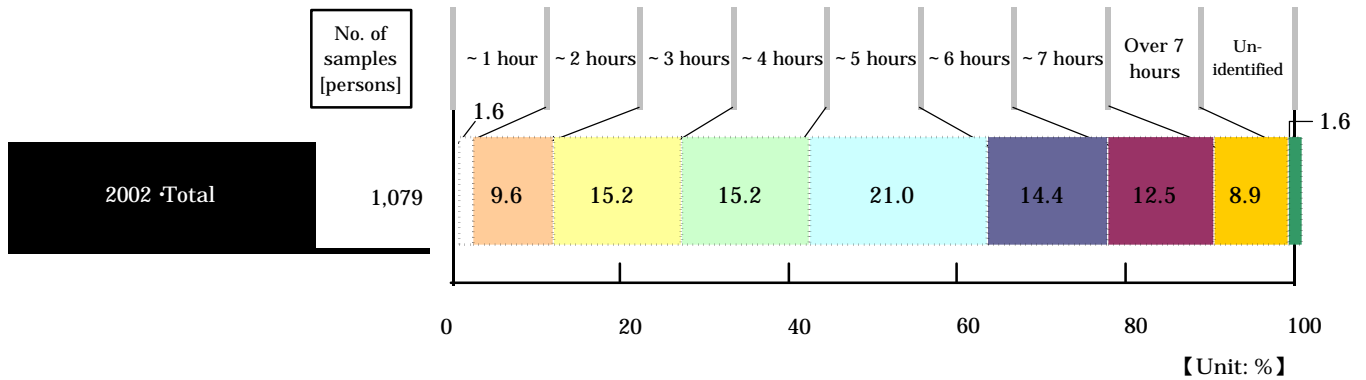
		No. of samples [persons]	This is the first visit	1 ~ 3 times before	4 ~ 6 times before	7 ~ 9 times before	10 ~ 11 times before	Unidentified
<b>2002 Total</b>		<b>1,079</b>	<b>38.4</b>	<b>30.9</b>	<b>15.0</b>	<b>7.0</b>	<b>8.2</b>	<b>0.5</b>
Gender/Age	Male	896	36.8	30.4	15.4	7.8	9.0	0.6
	10 ~ 12 yrs. old	30	73.4	23.3	0.0	0.0	3.3	0.0
	13 ~ 15 yrs. old	149	47.7	36.9	10.1	1.3	2.0	2.0
	16 ~ 18 yrs. old	179	39.1	34.1	17.3	5.0	3.4	1.1
	19 ~ 24 yrs. old	249	31.3	32.2	18.1	9.2	9.2	0.0
	25 ~ 29 yrs. old	152	28.9	17.8	17.8	17.1	18.4	0.0
	30 ~ 39 yrs. old	101	28.8	27.7	15.8	9.9	17.8	0.0
	40 ~ 49 yrs. old	36	44.4	38.9	11.1	0.0	5.6	0.0
	Female	183	45.9	33.3	13.1	3.3	4.4	0.0
	10 ~ 12 yrs. old	20	65.0	35.0	0.0	0.0	0.0	0.0
13 ~ 15 yrs. old	22	45.5	45.5	4.5	4.5	0.0	0.0	
16 ~ 18 yrs. old	21	42.8	28.6	19.0	4.8	4.8	0.0	
19 ~ 24 yrs. old	46	39.1	37.0	17.4	4.3	2.2	0.0	
25 ~ 29 yrs. old	30	43.3	26.7	13.3	6.7	10.0	0.0	
30 ~ 39 yrs. old	31	38.6	32.3	19.4	0.0	9.7	0.0	
40 ~ 49 yrs. old	13	69.2	23.1	7.7	0.0	0.0	0.0	
Frequency of game playing	Heavy user	384	37.2	32.6	12.8	7.0	9.6	0.8
	Middle user	486	38.5	29.8	15.8	8.4	7.2	0.3
	Light user	209	40.2	30.1	17.2	3.8	8.1	0.6
Degree of satisfaction	Satisfied	849	39.1	31.4	15.0	6.2	7.7	0.6
	I can't say	146	41.0	33.6	11.0	6.2	8.2	0.0
	Not satisfied	1,079	38.4	30.9	15.0	7.0	8.2	0.5

【Unit: %】

• The proportion of new visitors to the show accounted for about 40% of the total attendance.



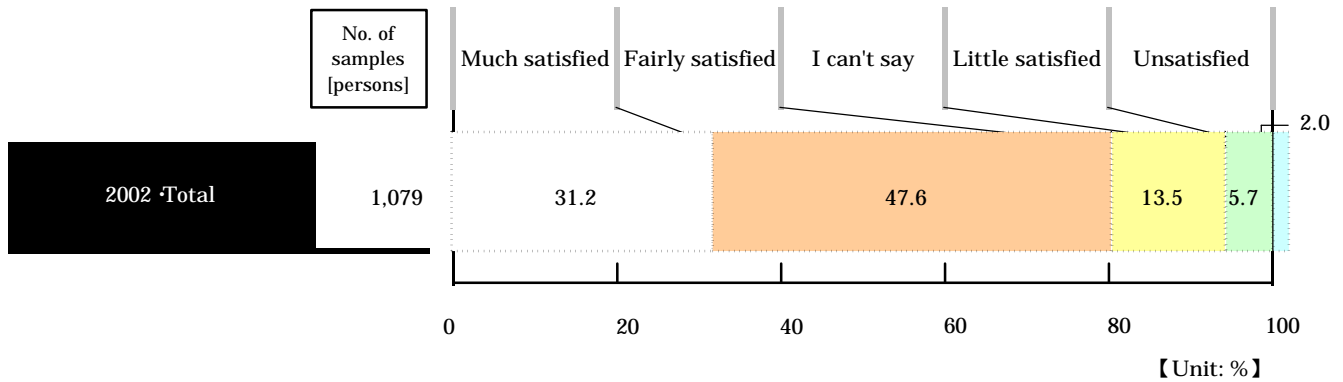
### 3. Length of stay at Tokyo Game Show 2002



		No. of samples [persons]	【Unit: %】								
			~ 1 hour	~ 2 hours	~ 3 hours	~ 4 hours	~ 5 hours	~ 6 hours	~ 7 hours	Over 7 hours	Un-identified
<b>2002 Total</b>		<b>1,079</b>	<b>1.6</b>	<b>9.6</b>	<b>15.2</b>	<b>15.2</b>	<b>21.0</b>	<b>14.4</b>	<b>12.5</b>	<b>8.9</b>	<b>1.6</b>
<b>Gender/Age</b>	<b>Male</b>	<b>896</b>	1.5	8.5	15.7	14.2	21.2	15.0	13.2	9.7	1.0
	10 ~ 12 yrs. old	30	10.0	6.7	13.3	13.3	30.0	13.3	3.3	3.3	6.8
	13 ~ 15 yrs. old	149	1.3	6.7	13.4	18.8	26.2	13.4	14.1	5.4	0.7
	16 ~ 18 yrs. old	179	0.6	5.6	15.1	12.8	23.5	16.8	14.0	10.1	1.5
	19 ~ 24 yrs. old	249	0.8	8.8	15.3	12.4	21.7	18.5	10.0	12.0	0.5
	25 ~ 29 yrs. old	152	1.3	11.2	14.5	15.1	13.8	16.5	15.8	11.8	0.0
	30 ~ 39 yrs. old	101	2.0	9.9	21.8	13.9	16.8	6.9	17.8	7.9	3.0
	40 ~ 49 yrs. old	36	2.8	13.9	22.2	11.1	22.2	5.6	11.1	11.1	0.0
	<b>Female</b>	<b>183</b>	2.2	15.3	12.6	20.2	20.2	11.5	9.3	4.9	3.8
	10 ~ 12 yrs. old	20	15.0	30.0	10.0	10.0	15.0	0.0	0.0	10.0	10.0
13 ~ 15 yrs. old	22	0.0	9.1	13.6	18.2	13.6	18.2	18.2	9.1	0.0	
16 ~ 18 yrs. old	21	0.0	9.5	9.5	23.8	33.4	9.5	9.5	4.8	0.0	
19 ~ 24 yrs. old	46	0.0	15.2	6.5	28.4	19.6	17.4	10.9	2.2	0.0	
25 ~ 29 yrs. old	30	0.0	20.0	16.7	16.7	23.3	6.7	3.3	10.0	3.3	
30 ~ 39 yrs. old	31	3.2	16.1	16.1	12.9	19.4	12.9	12.9	0.0	6.5	
40 ~ 49 yrs. old	13	0.0	0.0	23.1	30.8	15.4	7.7	7.7	0.0	15.3	
<b>Frequency of game playing</b>	Heavy user	384	0.8	6.5	14.8	14.8	22.7	14.8	13.8	10.9	0.9
	Middle user	486	1.4	10.7	14.2	15.2	22.0	14.6	12.6	8.0	1.3
	Light user	209	3.3	12.9	18.2	15.8	15.8	12.9	10.0	7.2	3.9
<b>Degree of satisfaction</b>	Satisfied	849	1.3	8.0	13.9	15.5	21.9	15.7	14.3	8.2	1.2
	I can't say	146	2.1	14.4	19.9	15.1	17.1	10.3	8.2	9.6	3.3
	Not satisfied	1,079	1.6	9.6	15.2	15.2	21.0	14.4	12.5	8.9	1.6

• The proportion of visitors who stayed at the show for four to five hours was the highest, representing nearly 20% of the overall visitors.

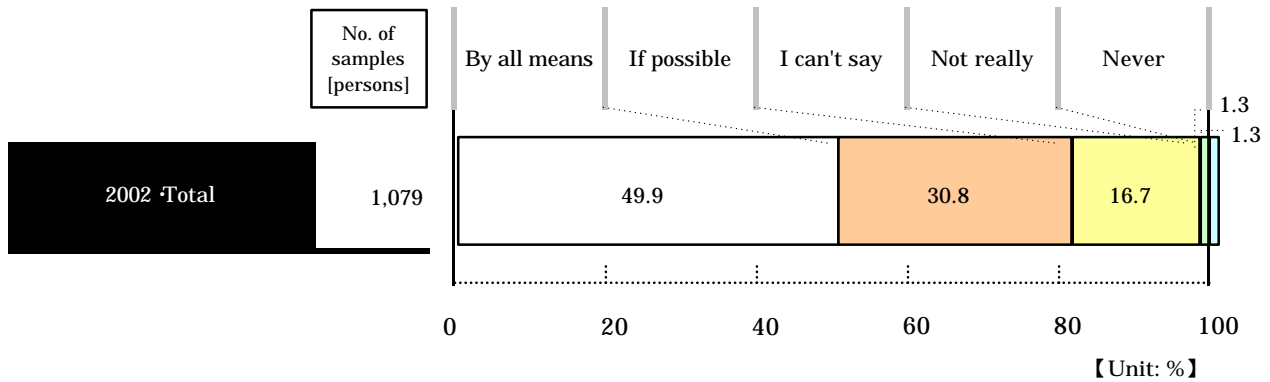
#### 4. Degree of satisfaction with Tokyo Game Show 2002



		No. of samples [persons]	【Unit: %】				
			Much satisfied	Fairly satisfied	I can't say	Little satisfied	Unsatisfied
<b>2002 Total</b>		<b>1,079</b>	<b>31.2</b>	<b>47.6</b>	<b>13.5</b>	<b>5.7</b>	<b>2.0</b>
<b>Gender/Age</b>	<b>Male</b>	<b>896</b>	<b>32.8</b>	<b>46.7</b>	<b>12.4</b>	<b>6.1</b>	<b>2.0</b>
	10 ~ 12 yrs. old	30	50.0	40.0	10.0	0.0	0.0
	13 ~ 15 yrs. old	149	45.0	45.6	8.1	1.3	0.0
	16 ~ 18 yrs. old	179	42.9	41.9	7.3	3.4	4.5
	19 ~ 24 yrs. old	249	24.5	49.4	13.7	11.2	1.2
	25 ~ 29 yrs. old	152	25.0	49.3	17.8	5.3	2.6
	30 ~ 39 yrs. old	101	26.7	49.5	10.9	10.9	2.0
	40 ~ 49 yrs. old	36	25.0	41.6	30.6	0.0	2.8
	<b>Female</b>	<b>183</b>	<b>23.5</b>	<b>51.4</b>	<b>19.1</b>	<b>3.8</b>	<b>2.2</b>
	10 ~ 12 yrs. old	20	15.0	30.0	40.0	0.0	15.0
13 ~ 15 yrs. old	22	36.4	54.5	9.1	0.0	0.0	
16 ~ 18 yrs. old	21	42.9	42.8	9.5	4.8	0.0	
19 ~ 24 yrs. old	46	15.2	63.0	10.9	10.9	0.0	
25 ~ 29 yrs. old	30	36.7	46.7	13.3	3.3	0.0	
30 ~ 39 yrs. old	31	9.7	58.0	32.3	0.0	0.0	
40 ~ 49 yrs. old	13	15.4	46.1	30.8	0.0	7.7	
<b>Frequency of game playing</b>	<b>Heavy user</b>	<b>384</b>	<b>38.0</b>	<b>44.6</b>	<b>12.0</b>	<b>4.9</b>	<b>0.5</b>
	<b>Middle user</b>	<b>486</b>	<b>30.2</b>	<b>50.8</b>	<b>11.1</b>	<b>6.0</b>	<b>1.9</b>
	<b>Light user</b>	<b>209</b>	<b>21.1</b>	<b>44.9</b>	<b>22.0</b>	<b>6.7</b>	<b>5.3</b>

• The proportion of visitors who were much satisfied and fairly satisfied with the show accounted for nearly 80% of the total visitors.

## 5. Intention to visit the next Tokyo Game Show

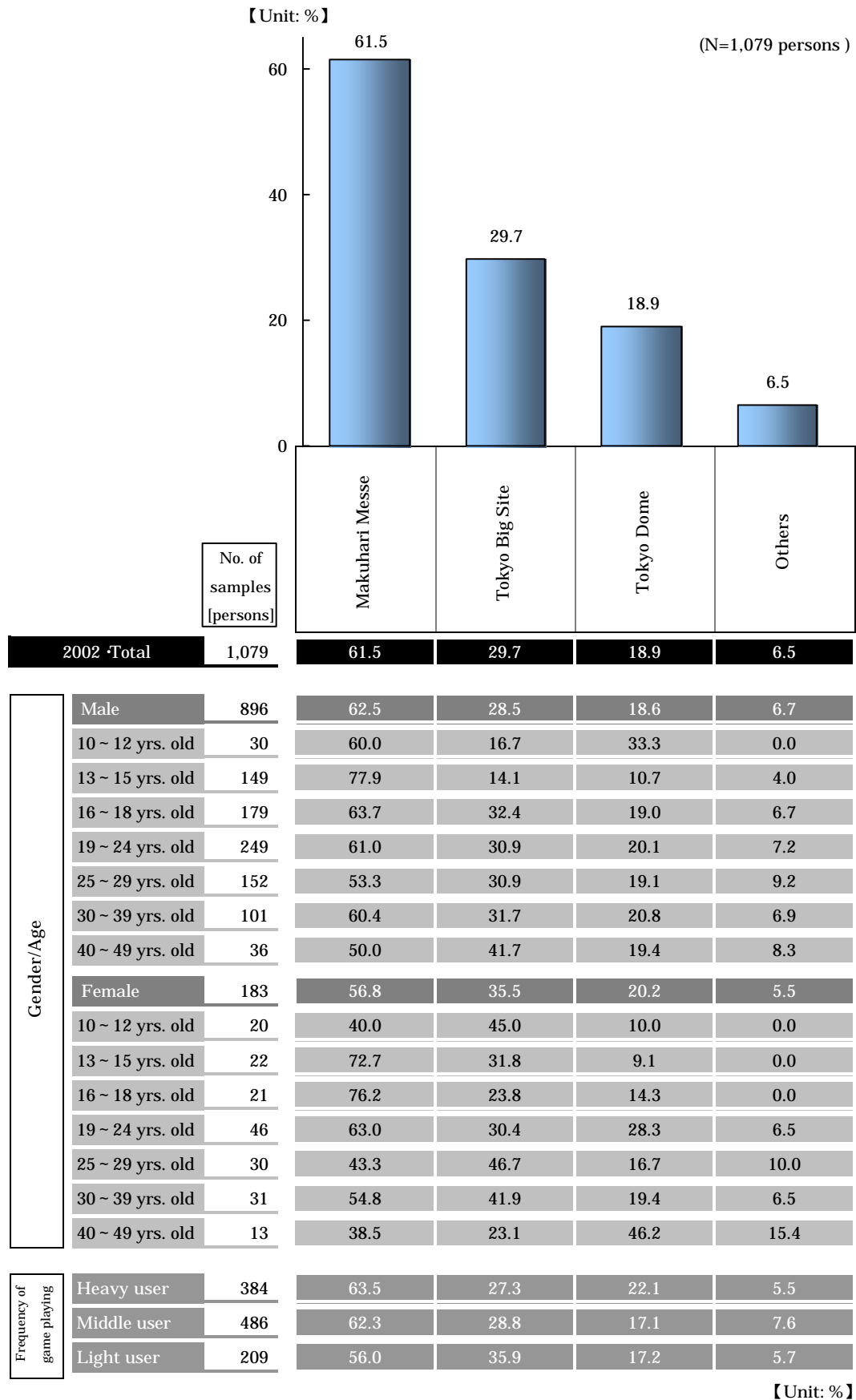


		No. of samples [persons]	By all means	If possible	I can't say	Not really	Never
<b>2002 Total</b>		<b>1,079</b>	<b>49.9</b>	<b>30.8</b>	<b>16.7</b>	<b>1.3</b>	<b>1.3</b>
<b>Gender/Age</b>	<b>Male</b>	<b>896</b>	<b>51.0</b>	<b>30.2</b>	<b>16.1</b>	<b>1.6</b>	<b>1.1</b>
	10 ~ 12 yrs. old	30	60.0	26.7	13.3	0.0	0.0
	13 ~ 15 yrs. old	149	58.3	26.2	14.8	0.0	0.7
	16 ~ 18 yrs. old	179	57.0	27.9	11.2	1.1	2.8
	19 ~ 24 yrs. old	249	45.8	31.7	18.5	3.6	0.4
	25 ~ 29 yrs. old	152	46.1	35.5	16.4	1.3	0.7
	30 ~ 39 yrs. old	101	49.5	30.7	17.8	1.0	1.0
	40 ~ 49 yrs. old	36	44.4	27.8	25.0	0.0	2.8
	<b>Female</b>	<b>183</b>	<b>44.3</b>	<b>33.3</b>	<b>19.7</b>	<b>0.0</b>	<b>2.7</b>
	10 ~ 12 yrs. old	20	10.0	25.0	50.0	0.0	15.0
13 ~ 15 yrs. old	22	54.5	36.4	9.1	0.0	0.0	
16 ~ 18 yrs. old	21	66.7	19.0	14.3	0.0	0.0	
19 ~ 24 yrs. old	46	45.7	41.3	13.0	0.0	0.0	
25 ~ 29 yrs. old	30	46.6	36.7	16.7	0.0	0.0	
30 ~ 39 yrs. old	31	51.6	19.4	25.8	0.0	3.2	
40 ~ 49 yrs. old	13	15.4	61.5	15.4	0.0	7.7	
<b>Frequency of game playing</b>	Heavy user	384	57.3	31.5	10.4	0.5	0.3
	Middle user	486	50.8	29.6	16.3	2.3	1.0
	Light user	209	34.0	32.1	29.2	0.5	4.2
<b>Past visit to TGS</b>	Yes	414	40.6	31.4	22.9	2.2	2.9
	No ( this is the first )	665	55.5	30.4	12.8	0.8	0.5

Unit: %

• The proportion of respondents who answered that they would visit the next TGS "by all means" or "if possible" exceeded 80%.

## 6. Preferable site for Tokyo Game Show



• Makuhari Messe gained the highest popularity as a site of TGS at about 60%, followed by Tokyo Big Site which accounted for nearly 30%.

## Thank you for your cooperation in the "Tokyo Game Show 2002" Visitors Survey

- CESA -

**Q1** 1) Your gender and age.

Gender [ 1.Male 2.Female ] Age ( ) years old

2) Your area of residence. < Choose only one >

1.Within Tokyo's 23 wards                      3.Kanagawa                      5.Chiba                      7.Other prefecture  
2.Tokyo area (outside of its 23 wards)                      4.Saitama                      6.Ibaraki                      ( )

3) Your occupation. < Choose only one >

1.Elementary school student                      4.Junior college or vocational school student/  
2.Junior high school student                      awaiting entry to school                      6.Office worker                      9.Unemployed  
3.Senior high school student                      5.Collage or graduate student                      7.Self-employed                      10.Other  
8.Housewife                      ( Specifically )

**Q2** 1) What game machine do you have? < Choose any number of answers > Excluding PC.

1.NINTENDO GAMECUBE                      6.Dreamcast                      10.NEOGEO POCKET (Color included )  
2.Nintendo 64                      7.Saturn                      11.Xbox  
3.GAMEBOY ADVANCE                      8.PlayStation 2                      12.Other  
4.Game Boy (Color included )                      9.PlayStation (PSone included )                      ( )  
5.Super Famicom                      10.WonderSwan (Color/Crystal included )

**Q3** What game machine do you want to buy? < Choose any number of answers > Excluding PC.

1.NINTENDO GAMECUBE                      5.Super Famicom                      10.Xbox  
2.Nintendo 64                      6.Dreamcast                      11.Other  
3.GAMEBOY ADVANCE                      7.PlayStation 2                      ( )  
4.Game Boy (Color included )                      8.PSone  
9.WonderSwan (Color/Crystal included )

**Q4** What game genre do you like most? < Choose only one >

1.Simulation                      4.Fighting competition                      7.Rhythm-action                      10.Board/Table (e.g. Shogi and Mahjong )  
2.Role-playing                      5.Shooting                      8.Sports/Racing                      11.Other  
3.Adventure                      6.Action                      9.Puzzle                      ( Specifically )

**Q5** 1) How often on average do you play games? < Choose only one > Excluding PC.

1.Almost everyday                      3.2-3 days a week                      5.2-3 days a month  
2.4-5 days a week                      4.1 day a week                      6.Less often than 1 day a month

2) How long (minutes) do you spend playing games at a time? Give each answer for weekdays and weekends. Excluding PC.

Weekdays: about ( )minutes                      Weekends: about ( )minutes

3) In which period of time do you often play games? Give each answer for weekdays and weekends.  
< Choose any number of answers >

Weekdays    1.Morning (7:00-12:00 )                      4.Night (18:00-22:00 )                      7.I seldom play games on weekdays.  
2.Afternoon (12:00-16:00 )                      5.Midnight (22:00-3:00 )  
3.Evening (16:00-18:00 )                      6.Early morning (3:00-7:00 )

Weekends    1.Morning (7:00-12:00 )                      4.Night (18:00-22:00 )                      7.I seldom play games on weekends.  
2.Afternoon (12:00-16:00 )                      5.Midnight (22:00-3:00 )  
3.Evening (16:00-18:00 )                      6.Early morning (3:00-7:00 )

**Q6** How many videogames (software) did you buy in the last one year? Give the number each for newly-released regular packages, newly-released low-priced packages (less than 3,000 yen like "PlayStation the Best" and pre-owned packages. Excluding PC.

New regular: ( ) unit(s) + New low-price: ( ) unit(s) + Pre-owned: ( ) unit(s) = Total ( ) unit(s)

**Q7** What do you usually refer to when buying game software? < Choose any number of answers > Excluding PC.

1.Game magazines	4.Newspaper	7.Shows/Exhibitions	10.Stores
2.PC magazines	5.TV	8.Friends/Acquaintances	11.Other
3.General magazines	6.Radio	9.Internet	( )

**Questions about on-line games**

**Q8** 1) Do you play on-line games by using videogame machines such as Dreamcast, PlayStation 2 and NINTENDO GAMECUBE? < Choose only one >

1.I still play them as ever	3.I played them only a couple of times before
2.I used to play them but not any more	4.I have never played them go to 4) in Q8

【To those who have chosen an answer from 1 to 3 in 1)】

2) Which game machine do (did) you use when playing on-line games? < Choose any number of answers >

1.Dreamcast	2.PlayStation 2	3.NINTENDO GAMECUBE
-------------	-----------------	---------------------

3) Which genre of on-line games do you play? < Choose any number of answers >

1.Simulation	4.Fighting competition	7.Rhythm-action	10.Board/Table (e.g. Shogi and Mahjong)
2.Role-playing	5.Shooting	8.Sports/Racing	11.Other
3.Adventure	6.Action	9.Puzzle	( Specifically )

【To all】

4) From now on, do you want to play on-line games by using a videogame machine? < Choose only one > Specify your reason in ( )

1.Definitely	3.I can't say	4.Not really
2.Fairly much		5.Never

**Q9** 1) How often on average do you access the Internet at home? < Choose only one >

1.Almost everyday	3.2-3 days a week	5.2-3 days a month	7.I don't access the Internet at home go to 1) in Q10
2.4-5 days a week	4.1 day a week	6.Less often than 1 day a month	

【To those who have chosen an answer from 1 to 6 in 1)】

2) How long at a time do you use the Internet at home? Give each answer for weekdays and weekends.

Weekdays about ( ) minutes	Weekends about ( ) minutes
----------------------------	----------------------------

3) In which period of time do you often access the Internet? Give each answer for weekdays and weekends. < Choose any number of answers >

Weekdays	1.Morning (7:00-12:00 ) 2.Afternoon (12:00-16:00 ) 3.Evening (16:00-18:00 )	4.Night (18:00-22:00 ) 5.Midnight (22:00-3:00 ) 6.Early morning (3:00-7:00 )	7.I seldom access the Internet on weekdays.
Weekends	1.Morning (7:00-12:00 ) 2.Afternoon (12:00-16:00 ) 3.Evening (16:00-18:00 )	4.Night (18:00-22:00 ) 5.Midnight (22:00-3:00 ) 6.Early morning (3:00-7:00 )	7.I seldom access the Internet on weekends.

【Go to the back side】

**Q10**

Questions about an Internet café/comic café (hereafter, a complex café)

1) Have you ever used a complex café? &lt; Choose only one &gt;

- |                          |                                     |                                     |
|--------------------------|-------------------------------------|-------------------------------------|
| 1. I use it regularly    | 3. I have used it a couple of times | 5. I don't know what it is go to 6) |
| 2. I use it occasionally | 4. I have never used it go to 6)    |                                     |

【To those who have chosen an answer from 1 to 3 in 1)】

2) What do you use a complex café for? &lt; Choose any number of answers &gt;

- |                          |                       |  |
|--------------------------|-----------------------|--|
| 1. Comics/Magazines      | 5. Videogames         | 9. Computer (word processor, spread sheet etc) |
| 2. Internet/E-mail       | 6. on-line games      | 10. Study                                      |
| 3. Casual drink and food | 7. Videos/DVDs        | 11. Other                                      |
| 4. Nap/Rest              | 8. BS/CS broadcasting | ( )  |

【To those who have chosen "5. Videogames" in 2)】

3) What is your purpose to play videogames at a complex café? &lt; Choose any number of answers &gt;

- |  |                                |                               |
|--|--------------------------------|-------------------------------|
| 1. To kill time  | 3. I can't play games at home  | 6. I have no specific reasons |
| 2. To collect information about software before purchasing | 4. To play games               | 7. Other                      |
|  | 5. I can play games new to me. | { }                           |

4) Have you ever felt like buying videogame software after having tried at a complex café? &lt; Choose only one &gt;

- |        |       |
|--------|-------|
| 1. Yes | 2. No |
|--------|-------|

【To those who have chosen "6. on-line games" in 2)】

5) What is your purpose to play on-line games at a complex café?

--

【To all】

6) Do you want to use a complex café from now on? &lt; Choose only one &gt;

- |                |                 |                |
|----------------|-----------------|----------------|
| 1. Definitely  | 3. I can't say. | 4. Not really. |
| 2. Fairly much |                 | 5. Never.      |

7) Do you want to play videogames at a complex café from now on? &lt; Choose only one &gt;

- |        |       |
|--------|-------|
| 1. Yes | 2. No |
|--------|-------|

**Q11**

Questions about soccer games

1) How interested were you in the 2002 FIFA World Cup? &lt; Choose only one &gt;

- |                      |   |                          |
|----------------------|---|--------------------------|
| 1. Very interested   | 3. It was special because Japan and Korea co-hosted the event | 4. Not so interested     |
| 2. Fairly interested |   | 5. Not interested at all |

2) Were you originally fond of soccer? &lt; Choose only one &gt;

- |   |   |   |
|---|---|---|
| 1. I have been a soccer fan since even before the World Cup | 2. I have been a soccer fan since the World Cup | 3. I have never liked soccer even since the World Cup |
|---|---|---|

3) Did you buy a soccer related game this year? &lt; Choose only one &gt;

- |        |                 |
|--------|-----------------|
| 1. Yes | 2. No go to Q12 |
|--------|-----------------|

【To those who have chosen "1. Yes" in 3)】

4) When did you buy the soccer related game? &lt; Choose any number of answers &gt;

- |                    |                                |
|--------------------|--------------------------------|
| 1. January ~ March | 3. June (during the World Cup) |
| 2. April ~ May     | 4. After July                  |

5) List the name of software you bought (with an operable game machine).

--

**Q12** The adverse influences of games are often covered by the press when juvenile crimes happen in succession.  
What do you think about this? < Choose any number of answers >

- 1.I believe that games have a substantial influence. 4.It is a nuisance for game-lovers.  
2.I don't think there is any direct influence from games. 5.I have no particular comment.  
3.It makes no sense to relate all problems to games.

**Q13** 1) Did you know that an "age-based classification mark" would be attached to every game software package from the end of the year? < Choose only one >

- 1.Yes 2.No go to Q14

【To those who have chosen "1.Yes" in 1)】

2) Do you know how the "age-based classification mark" works? Please describe its function you know of.  
< Choose only one >

- 1.I know much about it 2.I know roughly about it 3.I know little about it 4.I know nothing about it

Function you know of ( )

**Q14** Game manufacturers provide various services including a system where players receive certificates for clearing certain games, or the skills of players of contest fighting or table games are certified by the game makers or other industry groups.

1) Have you ever used such services? < Choose only one >

- 1.I am currently using them ( name of service : )  
2.I have used them before ( name of service : )  
3.I have never used them

2) Do you intend to use such certificate systems in the future? < Choose only one >

- 1.I want to use them positively 2.I want to use them only in case of necessity 3.I don't want to use them

### Questions about Tokyo Game Show

**Q15** 1) How did you know about "Tokyo Game Show 2002"? < Choose any number of answers >

- 1.TV 4.Game magazines 7.Posters at a railroad station 10.Other Specifically  
2.Radio 5.General magazines 8.Friends/Acquaintances/Family  
3.Newspaper 6.Posters/Leaflets at a store 9.Internet

2) Tokyo Game Show has been held 11 times so far (Summer in '96, Springs and Autumns from '97 to 2001).  
How many times have you visited ?

- 1.I have visited ( )times. 2.This is my first visit.

3) How long do you plan to stay in "Tokyo Game Show 2002"?  
Or how long have you been in the site?

About ( ) hours

4) How much are you satisfied with Tokyo Game Show 2002? < Choose only one >

- 1.Much satisfied 3.I can't say 4.Little satisfied  
2.Fairly satisfied 5.Unsatisfied

5) Do you want to visit the next Tokyo Game Show? < Choose only one >

- 1.By all means 3.I can't say 4.Not really  
2.If possible 5.Never

6) Which place do you prefer as a site of Tokyo Game Show? < Choose any number of answers >

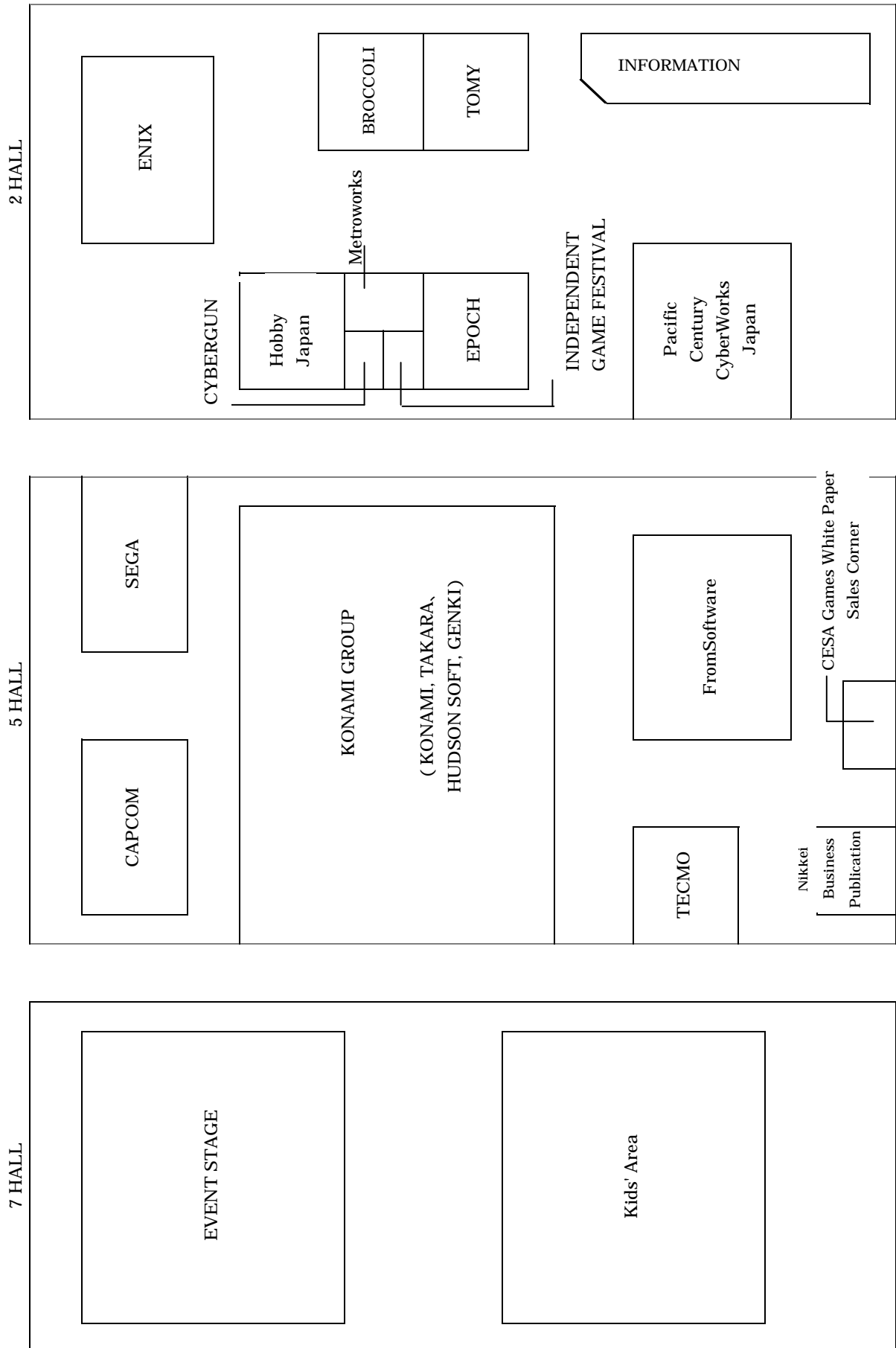
- 1.Makuhari Messe 3.Tokyo Dome  
2.Tokyo Big Site 4.Other ( )

Thank you for your cooperation.



# Appendix 2 ) Location of Questionnaire Booths

Location of questionnaire booths



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Visitors Survey Report

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