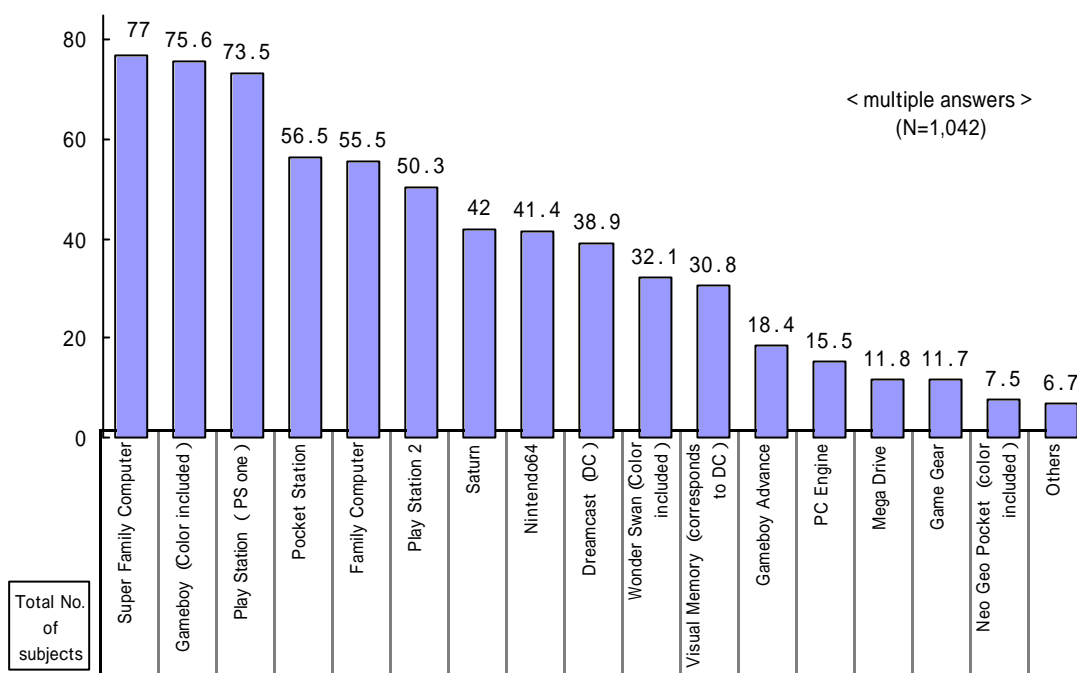


# .State of contacts to games

## 1.Owned hardware

【Unit :%】



< multiple answers >  
(N=1,042)

Total No. of subjects

2001 Spring -Total	1,042	77.0	75.6	73.5	56.5	55.5	50.3	42.0	41.4	38.9	32.1	30.8	18.4	15.5	11.8	11.7	7.5	6.7
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Gender -Age	Total		Super Family Computer	Gameboy (Color included)	Play Station (PS one)	Pocket Station	Family Computer	Play Station 2	Saturn	Nintendo64	Dreamcast (DC)	Wonder Swan (Color included)	Visual Memory (corresponds to DC)	Gameboy Advance	PC Engine	Mega Drive	Game Gear	Neo Geo Pocket (color included)	Others
	Male	837	77.4	75.4	73.4	57.8	56.5	52.4	44.0	40.6	41.6	32.9	34.2	19.6	17.3	13.1	12.4	8.7	7.4
10 ~ 12 yrs. Old	48	93.8	93.8	68.8	58.3	45.8	50.0	16.7	75.0	10.4	27.1	4.2	25.0	8.3	4.2	2.1	2.1	2.1	
13 ~ 15 yrs. Old	193	83.9	88.1	73.1	62.7	59.1	52.8	29.5	53.4	24.4	37.3	21.8	23.8	7.3	8.3	13.5	9.8	0.5	
16 ~ 18 yrs. Old	184	83.2	82.1	75.5	62.5	62.0	56.0	44.0	39.7	41.8	40.8	33.7	19.0	10.3	12.0	13.6	10.9	5.4	
19 ~ 24 yrs. Old	212	71.2	66.0	73.6	52.4	58.5	51.4	56.1	30.7	58.5	34.0	47.2	17.5	26.4	14.2	14.2	8.5	14.2	
25 ~ 29 yrs. Old	121	68.6	62.0	71.1	59.5	55.4	50.4	57.9	28.1	57.0	21.5	52.1	17.4	31.4	25.6	17.4	9.1	11.6	
30 ~ 39 yrs. Old	79	68.4	63.3	74.7	46.8	40.5	50.6	41.8	36.7	32.9	21.5	21.5	16.5	17.7	11.4	1.3	5.1	7.6	
Female	205	75.1	76.6	74.1	51.2	51.2	41.5	34.1	44.4	27.8	28.8	17.1	13.7	8.3	6.3	8.8	2.4	3.9	
10 ~ 12 yrs. Old	21	76.2	95.2	71.4	28.6	52.4	28.6	14.3	71.4	9.5	14.3	0.0	14.3	4.8	0.0	0.0	0.0	0.0	
13 ~ 15 yrs. Old	36	86.1	91.7	83.3	52.8	41.7	52.8	30.6	58.3	22.2	33.3	19.4	25.0	5.6	2.8	8.3	2.8	2.8	
16 ~ 18 yrs. Old	29	89.7	75.9	86.2	65.5	69.0	37.9	31.0	48.3	17.2	34.5	13.8	0.0	10.3	10.3	17.2	3.4	10.3	
19 ~ 24 yrs. Old	41	68.3	58.5	68.3	63.4	63.4	39.0	43.9	14.6	39.0	36.6	24.4	9.8	12.2	14.6	14.6	4.9	2.4	
25 ~ 29 yrs. Old	41	61.0	68.3	70.7	46.3	41.5	31.7	41.5	26.8	36.6	19.5	22.0	9.8	7.3	4.9	7.3	0.0	2.4	
30 ~ 39 yrs. Old	37	75.7	81.1	67.6	43.2	43.2	54.1	32.4	64.9	29.7	29.7	13.5	21.6	8.1	2.7	2.7	2.7	5.4	
Ref.	2000 Spring -Total	1,054	80.8	76.9	87.2	54.6	59.2	31.8	46.9	39.8	27.8	23.8	23.6	-	15.7	13.3	14.0	4.9	8.3
	'99 Spring -Total	1,022	84.6	79.4	87.6	21.4	63.8	-	49.8	35.7	14.4	6.8	11.7	-	-	9.3	13.2	3.0	17.2

In spring '99, there were "Neo Geo CD", "Neo Geo", and "Mega CD" as selections. The numbers for those three hardware are added to "Others" in the current study.

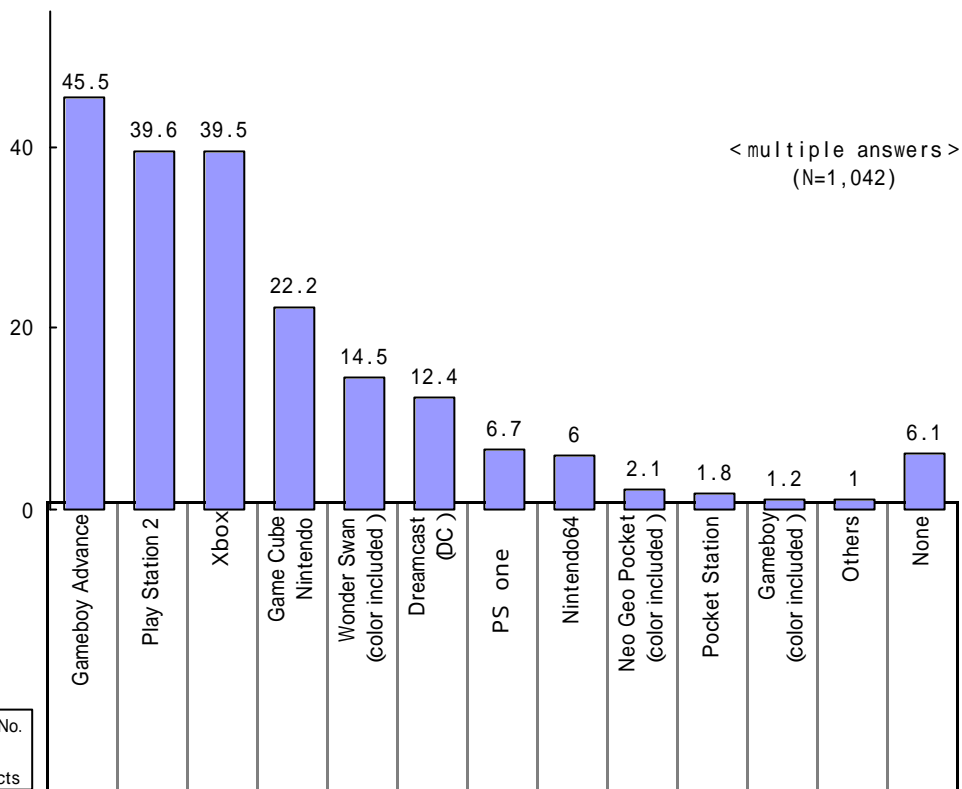
- "Play Station (PS one)", which came first in the pervious investigation, declined with 10 points and came third (spring 2000 87.2% spring 2001 :73.5% )

The ones whose possession rate rose by more than 10 points are "Play Station 2" (spring 2000 :31.8% spring 2001 :50.3% ) and "Dreamcast" (spring 2000 27.8% spring 2001 :38.9% )

The possession rate of "Game Boy Advance" shows about 20% on the tenth day from its release.

## 2. Hardware that they wish to purchase

【Unit :%】



< multiple answers >  
(N=1,042)

Total No. of subjects

2001 Spring · Total	1,042	45.5	39.6	39.5	22.2	14.5	12.4	6.7	6.0	2.1	1.8	1.2	1.0	6.1
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Gender · Age	Male		Hardware Preference (%)												
	Total	Count	Gameboy Advance	Play Station 2	Xbox	Game Cube Nintendo	Wonder Swan (color included)	Dreamcast (DC)	PS one	Nintend64	Neo Geo Pocket (color included)	Pocket Station	Gameboy (color included)	Others	None
Male	837		44.7	38.0	43.7	23.4	12.7	13.0	6.2	6.2	2.3	1.9	1.1	1.1	6.7
10 ~ 12 yrs. old	48		50.0	31.3	18.8	20.8	12.5	12.5	10.4	10.4	4.2	8.3	0.0	0.0	4.2
13 ~ 15 yrs. Old	193		42.0	39.9	45.6	19.2	13.0	15.0	8.3	6.2	2.1	2.6	0.5	0.5	6.2
16 ~ 18 yrs. Old	184		52.7	34.8	45.1	27.2	15.2	19.6	8.2	3.8	3.3	1.1	2.2	0.0	6.0
19 ~ 24 yrs. Old	212		46.7	40.1	42.0	25.5	10.4	9.9	4.2	7.1	1.4	1.4	0.0	2.4	9.4
25 ~ 29 yrs. Old	121		39.7	37.2	47.1	25.6	14.9	9.9	4.1	9.1	1.7	0.8	0.8	2.5	6.6
30 ~ 39 yrs. Old	79		31.6	40.5	50.6	17.7	8.9	6.3	2.5	2.5	2.5	1.3	3.8	0.0	3.8
Female	205		48.8	46.3	22.4	17.1	22.0	9.8	8.8	4.9	1.5	1.5	2.0	0.5	3.9
10 ~ 12 yrs. Old	21		42.9	42.9	9.5	9.5	33.3	4.8	0.0	4.8	0.0	0.0	0.0	0.0	9.5
13 ~ 15 yrs. Old	36		52.8	36.1	19.4	19.4	16.7	8.3	16.7	2.8	2.8	5.6	5.6	0.0	0.0
16 ~ 18 yrs. Old	29		65.5	51.7	34.5	17.2	31.0	13.8	3.4	0.0	3.4	0.0	0.0	0.0	3.4
19 ~ 24 yrs. Old	41		51.2	48.8	26.8	14.6	22.0	7.3	14.6	7.3	2.4	0.0	2.4	2.4	4.9
25 ~ 29 yrs. Old	41		34.1	58.5	22.0	9.8	19.5	14.6	7.3	7.3	0.0	2.4	2.4	0.0	0.0
30 ~ 39 yrs. Old	37		48.6	37.8	18.9	29.7	16.2	8.1	5.4	5.4	0.0	0.0	0.0	0.0	8.1

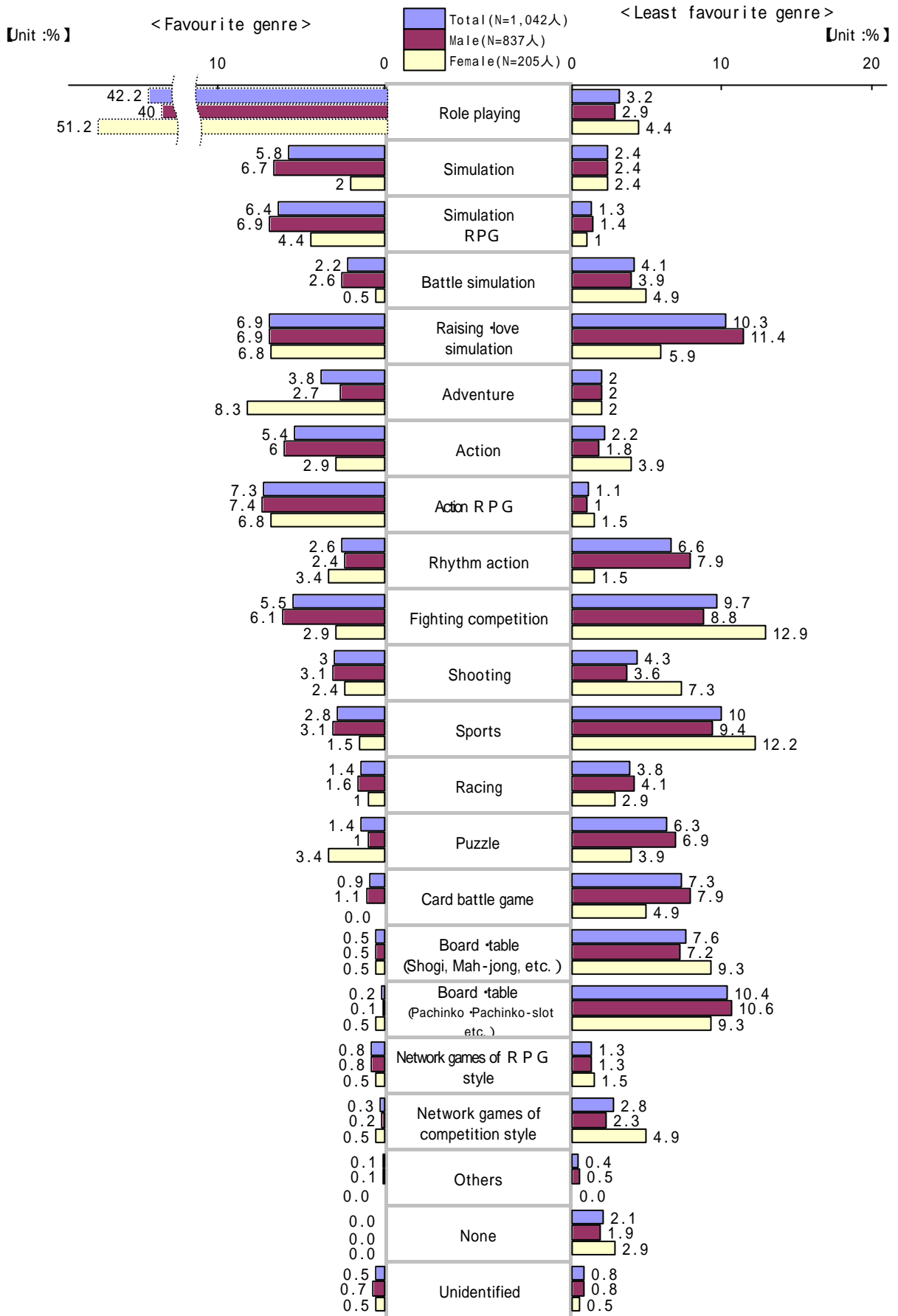
Ref.	Total	Count	Gameboy Advance	Play Station 2	Xbox	Game Cube Nintendo	Wonder Swan (color included)	Dreamcast (DC)	PS one	Nintend64	Neo Geo Pocket (color included)	Pocket Station	Gameboy (color included)	Others	None
2000 Spring · Total	1,054		—	60.8	—	—	15.3	28.4	1.6	10.0	8.1	8.6	6.0	4.3	12.4
'99 Spring · Total	1,022		—	—	—	—	26.2	49.0	6.7	13.2	13.5	35.8	17.1	8.2	8.3

The numbers for '99 spring and 2000 spring shows Playstation.

People who wish to purchase a "Gameboy Advance" exceeded 40%, thus it was the most wanted hardware. The majority of the males between 10 and 12 years old and between 16 and 18 years old wished to purchase a "Gameboy Advance". Alternatively, the proportion went above 60% among the 16- to 18-year-old females.

"Play Station 2" and "Xbox" followed as the second and the third places respectively.

### 3.The most favorite/least favorite genre of game



The first place for the most favorite genre was the "role playing", then "action RPG" and "raising/love simulation" follow. Nevertheless, the "rasing/love simulation" also came second for the least favourite genre (The first place was the "board/table (pachinko, pachinko-slot, etc.)").

#### 4.The most favorite/least favorite genre of game sorted by gender and age

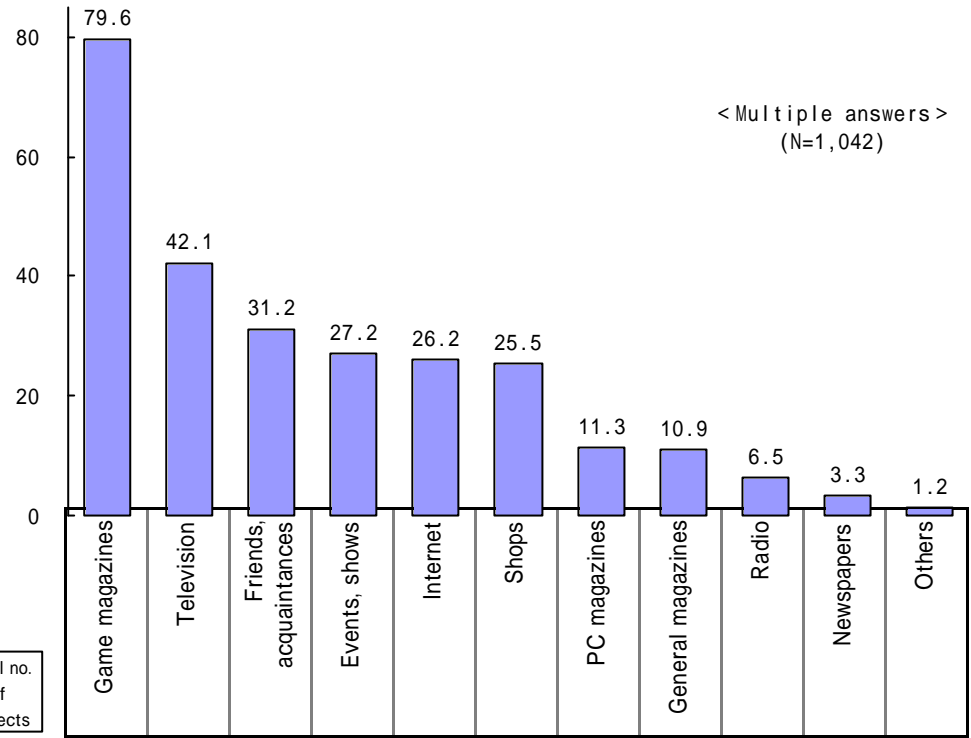
Upper row Most favourite genre  
Lower row Least favourite genre

【Unit :%】

		Gender +age													
		M a l e	10 } 12 yrs. Old	13 } 15 yrs. Old	16 } 18 yrs. Old	19 } 24 yrs. Old	25 } 29 yrs. Old	30 } 39 yrs. Old	F e m a l e	10 } 12 yrs. Old	13 } 15 yrs. Old	16 } 18 yrs. Old	19 } 24 yrs. Old	25 } 29 yrs. Old	30 } 39 yrs. Old
Role playing		40.0	29.2	50.3	45.7	34.9	37.2	26.6	51.2	14.3	61.1	72.4	56.1	43.9	48.6
		2.9	6.3	1.0	2.2	2.8	4.1	5.1	4.4	4.8	0.0	0.0	2.4	7.3	10.8
Simulation		6.7	2.1	1.6	5.4	7.1	10.7	17.7	2.0	9.5	0.0	0.0	2.4	0.0	2.7
		2.4	2.1	2.6	2.7	0.5	6.6	0.0	2.4	0.0	0.0	0.0	2.4	2.4	8.1
Simulation R P G		6.9	4.2	4.1	3.8	13.7	3.3	10.1	4.4	0.0	2.8	10.3	4.9	4.9	2.7
		1.4	0.0	1.6	1.1	0.5	3.3	2.5	1.0	4.8	2.8	0.0	0.0	0.0	0.0
Battle simulation		2.6	2.1	3.1	2.7	2.4	2.5	2.5	0.5	0.0	0.0	0.0	0.0	2.4	0.0
		3.9	2.1	1.6	6.5	3.8	4.1	5.1	4.9	4.8	5.6	0.0	7.3	4.9	5.4
Raising/love simulation		6.9	6.3	8.8	5.4	5.7	8.3	7.6	6.8	9.5	13.9	3.4	2.4	7.3	5.4
		11.4	18.8	9.8	12.0	10.4	11.6	11.4	5.9	9.5	2.8	6.9	7.3	7.3	2.7
Adventure		2.7	10.4	0.5	0.5	2.4	4.1	7.6	8.3	23.8	5.6	3.4	2.4	4.9	16.2
		2.0	2.1	1.6	2.7	0.5	4.1	2.5	2.0	0.0	0.0	0.0	0.0	4.9	5.4
Action		6.0	8.3	6.7	6.5	5.2	6.6	2.5	2.9	4.8	0.0	6.9	0.0	4.9	2.7
		1.8	2.1	1.0	2.7	1.9	0.8	2.5	3.9	0.0	2.8	3.4	0.0	7.3	8.1
Action R P G		7.4	6.3	9.8	9.2	5.7	3.3	8.9	6.8	9.5	5.6	3.4	9.8	7.3	5.4
		1.0	0.0	1.6	0.0	0.9	0.8	2.5	1.5	0.0	0.0	3.4	2.4	0.0	2.7
Rhythm action		2.4	0.0	3.6	2.2	2.4	3.3	0.0	3.4	4.8	0.0	0.0	9.8	2.4	2.7
		7.9	6.3	6.2	4.3	10.8	9.1	11.4	1.5	4.8	0.0	0.0	0.0	0.0	5.4
Fighting competition		6.1	10.4	4.7	8.2	6.6	5.8	1.3	2.9	9.5	5.6	0.0	4.9	0.0	0.0
		8.8	0.0	8.8	8.2	10.8	9.9	8.9	13.2	9.5	22.2	10.3	9.8	9.8	16.2
Shooting		3.1	0.0	1.0	3.3	4.2	5.0	3.8	2.4	4.8	0.0	0.0	0.0	4.9	5.4
		3.6	0.0	3.6	2.7	3.8	4.1	6.3	7.3	9.5	5.6	10.3	12.2	2.4	5.4
Sports		3.1	4.2	3.1	1.1	2.4	5.8	5.1	1.5	0.0	2.8	0.0	0.0	2.4	2.7
	S	9.4	10.4	7.3	10.3	14.2	5.0	6.3	12.2	0.0	25.0	20.7	7.3	9.8	8.1
Racing		1.6	2.1	1.6	1.1	1.4	1.7	2.5	1.0	4.8	2.8	0.0	0.0	0.0	0.0
		4.1	0.0	4.1	4.3	4.7	6.6	0.0	2.9	0.0	0.0	0.0	0.0	9.8	5.4
Puzzle		1.0	2.1	0.5	1.1	1.9	0.0	0.0	3.4	0.0	0.0	0.0	4.9	9.8	2.7
		6.9	12.5	13.0	3.8	3.8	5.8	6.3	3.9	23.8	2.8	0.0	4.9	0.0	0.0
Card battle game		1.1	12.5	0.0	1.1	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
		7.9	8.3	7.8	9.8	6.6	7.4	7.6	4.9	4.8	5.6	6.9	2.4	9.8	0.0
Board/table (Shogi, Mah-jong, etc.)		0.5	0.0	0.0	0.0	0.9	0.0	2.5	0.5	4.8	0.0	0.0	0.0	0.0	0.0
		7.2	8.3	15.0	6.0	4.2	3.3	3.8	9.3	9.5	8.3	20.7	14.6	2.4	2.7
Board/table (Pachinko, pachinko-slot, etc.)		0.1	0.0	0.0	0.5	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	2.7
		10.6	14.6	10.4	13.6	11.3	8.3	3.8	9.3	4.8	13.9	10.3	12.2	7.3	5.4
Network game of RPG style		0.8	0.0	0.0	1.1	1.9	0.8	0.0	0.5	0.0	0.0	0.0	0.0	2.4	0.0
		1.3	0.0	1.0	2.7	0.9	0.0	2.5	1.5	0.0	2.8	3.4	2.4	0.0	0.0
Network game of competition style		0.2	0.0	0.5	0.5	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	2.4	0.0
		2.3	6.3	0.5	2.7	2.8	0.8	3.8	4.9	4.8	0.0	3.4	2.4	9.8	8.1
Others		0.1	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
		0.5	0.0	0.5	0.0	0.9	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
None		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
		1.9	0.0	1.0	1.1	1.9	2.5	6.3	2.9	4.8	0.0	0.0	7.3	4.9	0.0
Unidentified		0.6	0.0	0.0	0.5	0.9	0.8	1.3	0.5	0.0	0.0	0.0	2.4	0.0	0.0
		0.8	0.0	0.0	0.5	1.9	0.8	1.3	0.5	0.0	0.0	0.0	2.4	0.0	0.0

## 5.Information to refer to when purchasing a software

【Unit :%】



< Multiple answers >  
(N=1,042)

Total no. of subjects

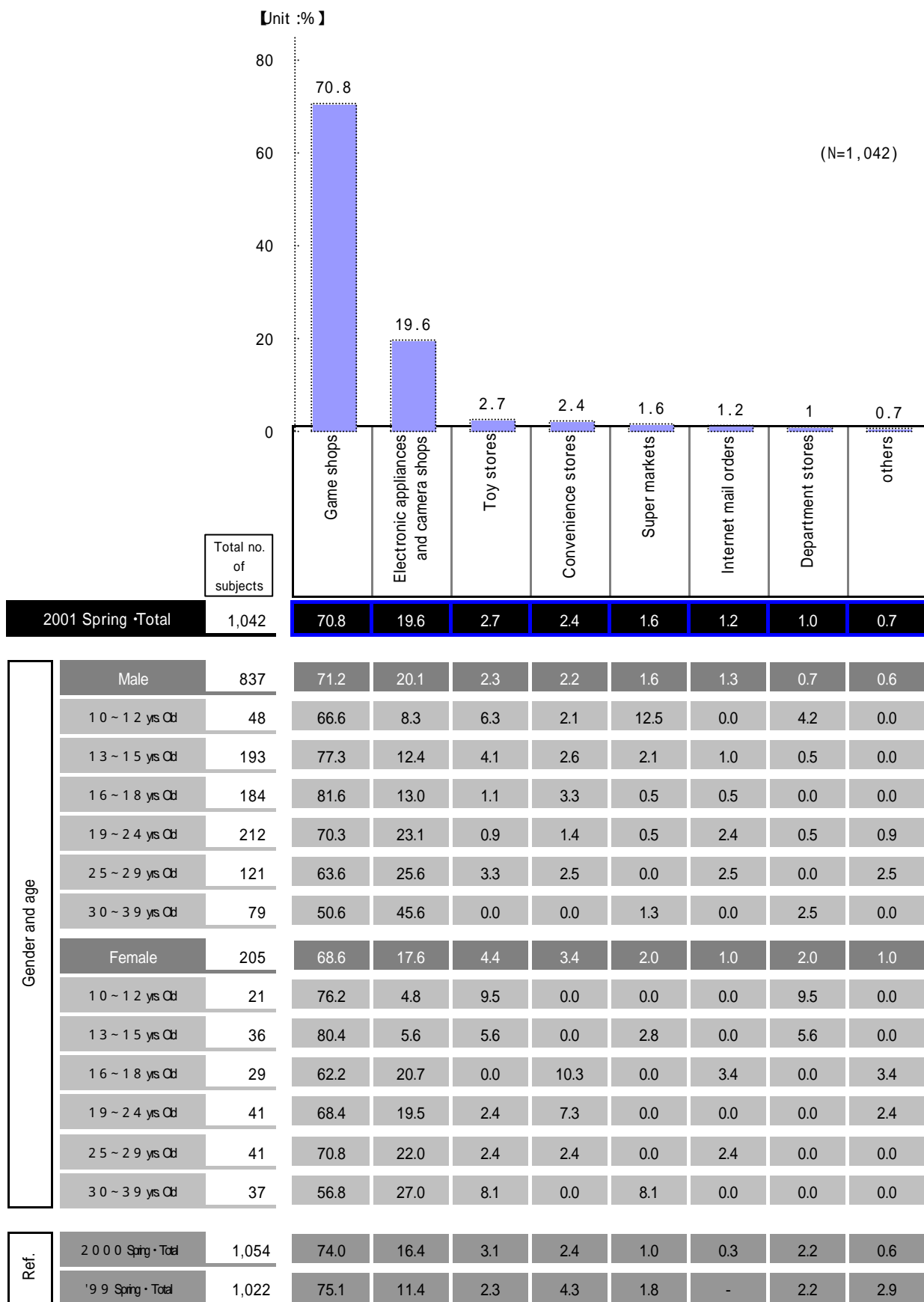
2001 Spring ·Total	1,042	79.6	42.1	31.2	27.2	26.2	25.5	11.3	10.9	6.5	3.3	1.2
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Gender and age	Male		837	82.9	39.5	29.2	27.0	28.7	24.7	12.3	11.4	7.2	3.3	1.1
	10 ~ 12 yrs. Old	48	54.2	60.4	43.8	14.6	18.8	16.7	0.0	18.8	0.0	4.2	0.0	
	13 ~ 15 yrs. Old	193	81.9	50.8	39.9	23.3	34.2	29.0	7.3	14.0	8.8	4.1	0.5	
	16 ~ 18 yrs. Old	184	88.6	37.5	33.7	25.5	26.6	22.8	13.6	9.8	9.8	2.2	0.0	
	19 ~ 24 yrs. Old	212	87.7	36.8	23.6	31.1	31.1	24.5	15.1	11.3	8.0	2.8	1.9	
	25 ~ 29 yrs. Old	121	86.8	27.3	20.7	38.0	25.6	20.7	14.9	10.7	5.8	5.8	3.3	
	30 ~ 39 yrs. Old	79	70.9	30.4	11.4	19.0	24.1	30.4	17.7	5.1	1.3	1.3	0.0	
	Females		205	65.9	52.7	39.5	27.8	16.1	28.8	7.3	9.3	3.9	2.9	1.5
	10 ~ 12 yrs. Old	21	33.3	71.4	57.1	14.3	9.5	14.3	0.0	9.5	0.0	0.0	0.0	
	13 ~ 15 yrs. Old	36	77.8	58.3	47.2	27.8	19.4	27.8	0.0	11.1	8.3	0.0	2.8	
	16 ~ 18 yrs. Old	29	82.8	55.2	55.2	44.8	20.7	48.3	6.9	10.3	6.9	0.0	0.0	
	19 ~ 24 yrs. Old	41	75.6	46.3	31.7	22.0	12.2	29.3	4.9	2.4	0.0	0.0	0.0	
	25 ~ 29 yrs. Old	41	58.5	43.9	41.5	34.1	19.5	26.8	12.2	9.8	2.4	9.8	4.9	
30 ~ 39 yrs. Old	37	56.8	51.4	16.2	21.6	13.5	24.3	16.2	13.5	5.4	5.4	0.0		

Ref.	2000 Spring ·Total		1,054	78.9	35.2	28.5	25.6	14.7	23.7	9.7	14.0	5.9	2.1	1.9
		'99 Spring ·Total		1,022	76.7	39.5	35.5	20.5	-	27.5	6.7	11.9	8.4	1.8

"Game magazines" got the first place as the last two surveys. The proportion of "Shows/events" is increasing little by little each year. Moreover, "internet" went up by 10 points from last time.

6. The place where the software is most likely purchased from



•The most popular place to purchase a software, the "game shops", tends to be decreasing its rate from the past two investigations. On the contrary, "Electronic appliances and camera shops" seems to be in increase.