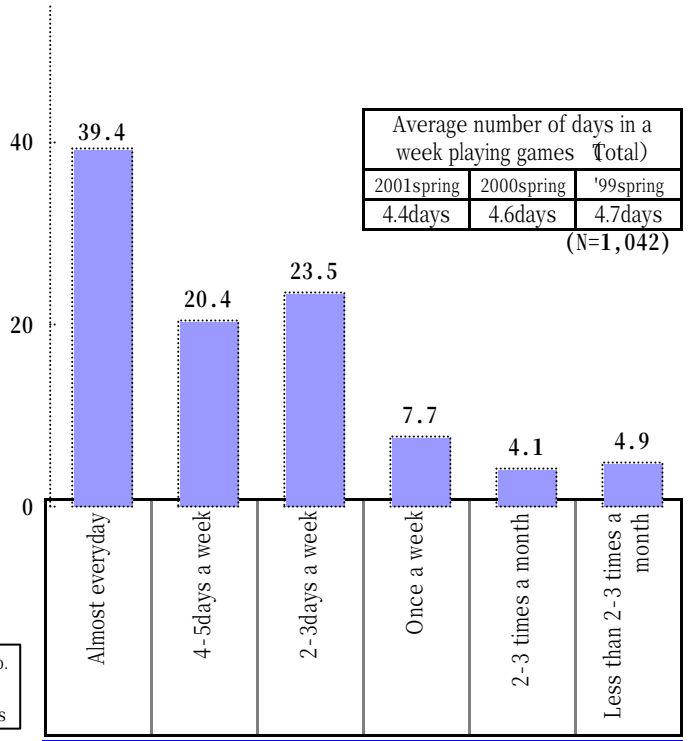
III.Frequency of contacts to games

1.Number of days playing games in a week

【Unit :%】



Average number of days in a week playing games (Total)		
2001spring	2000spring	'99spring
4.4days	4.6days	4.7days

(N=1,042)

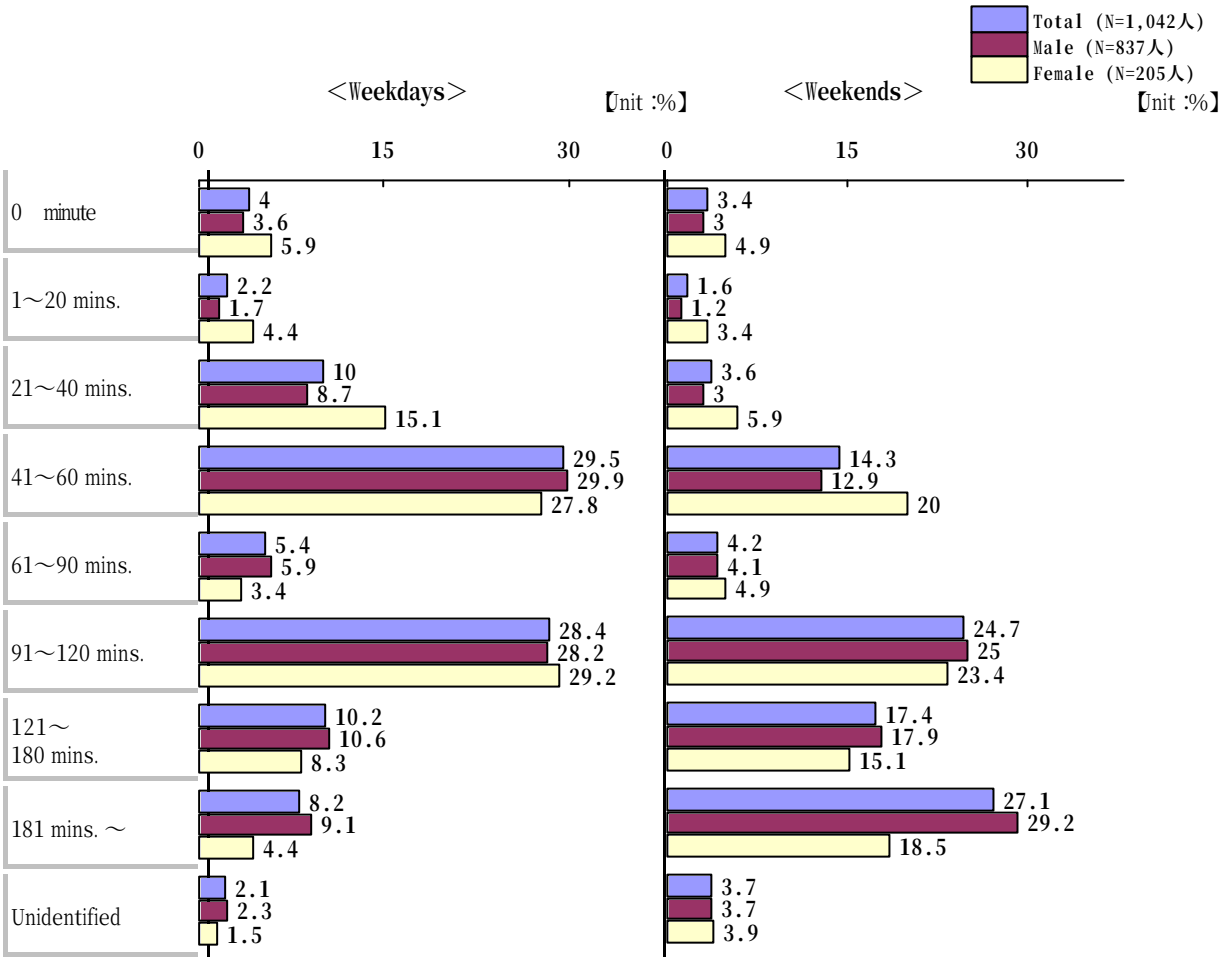
	Total no. of subjects	Almost everyday	4-5days a week	2-3days a week	Once a week	2-3 times a month	Less than 2-3 times a month	Average number of days in a week playing games (days)
2001 Spring ・Total	1,042	39.4	20.4	23.5	7.7	4.1	4.9	4.4
Gender and age: Male	837	41.6	21.7	22.3	6.9	3.3	4.2	4.5
10～12yrs. Old	48	58.2	18.8	10.4	4.2	6.3	2.1	5.3
13～15yrs. Old	193	51.4	22.8	16.6	4.1	1.0	4.1	5.1
16～18yrs. Old	184	51.7	25.0	16.3	5.4	1.6	0.0	5.2
19～24yrs. Old	212	34.4	24.1	26.4	5.2	4.7	5.2	4.2
25～29 yrs. Old	121	24.8	17.4	28.1	14.0	5.8	9.9	3.4
30～39yrs. Old	79	27.8	13.9	38.0	12.7	3.8	3.8	3.7
Gender and age: Female	205	30.8	15.1	28.3	10.7	7.3	7.8	3.7
10～12yrs. Old	21	42.9	14.3	23.8	0.0	9.5	9.5	4.3
13～15yrs. Old	36	49.9	16.7	13.9	5.6	8.3	5.6	4.7
16～18yrs. Old	29	31.1	31.0	20.7	10.3	6.9	0.0	4.2
19～24yrs. Old	41	29.3	7.3	26.8	9.8	7.3	19.5	3.2
25～29yrs. Old	41	14.6	12.2	46.3	12.2	9.8	4.9	2.9
30～39yrs. Old	37	24.3	13.5	32.5	21.6	2.7	5.4	3.4

＜Methods of working out the average number of days in a week playing games＞
「almost everyday」:7days、「4-5 days a week」:4.5days、「2-3 days a week」:2.5days、「2-3 days a month」:0.3days、「less than 2-3 days a month」:0.1days

・Heavy users who play games "almost everyday" was below 40%, and their average days a week playing games was 4.4 days. The average number of days in a week playing games is in decline from the past two evaluations.

・Among the male subjects, the average number of days in a week playing games was greatest for 10- to 12-year-olds (5.3days), and for 13- to 15-year-olds (4.7days) among females.

2.Length of playing games



Change of the average length of playing games 【minutes】	Weekdays			Weekends		
	2001 Spring	2000 Spring	'99 Spring	2001 Spring	2000 Spring	'99 Spring
	103.6	100.9	105.6	170.9	165.4	171.3

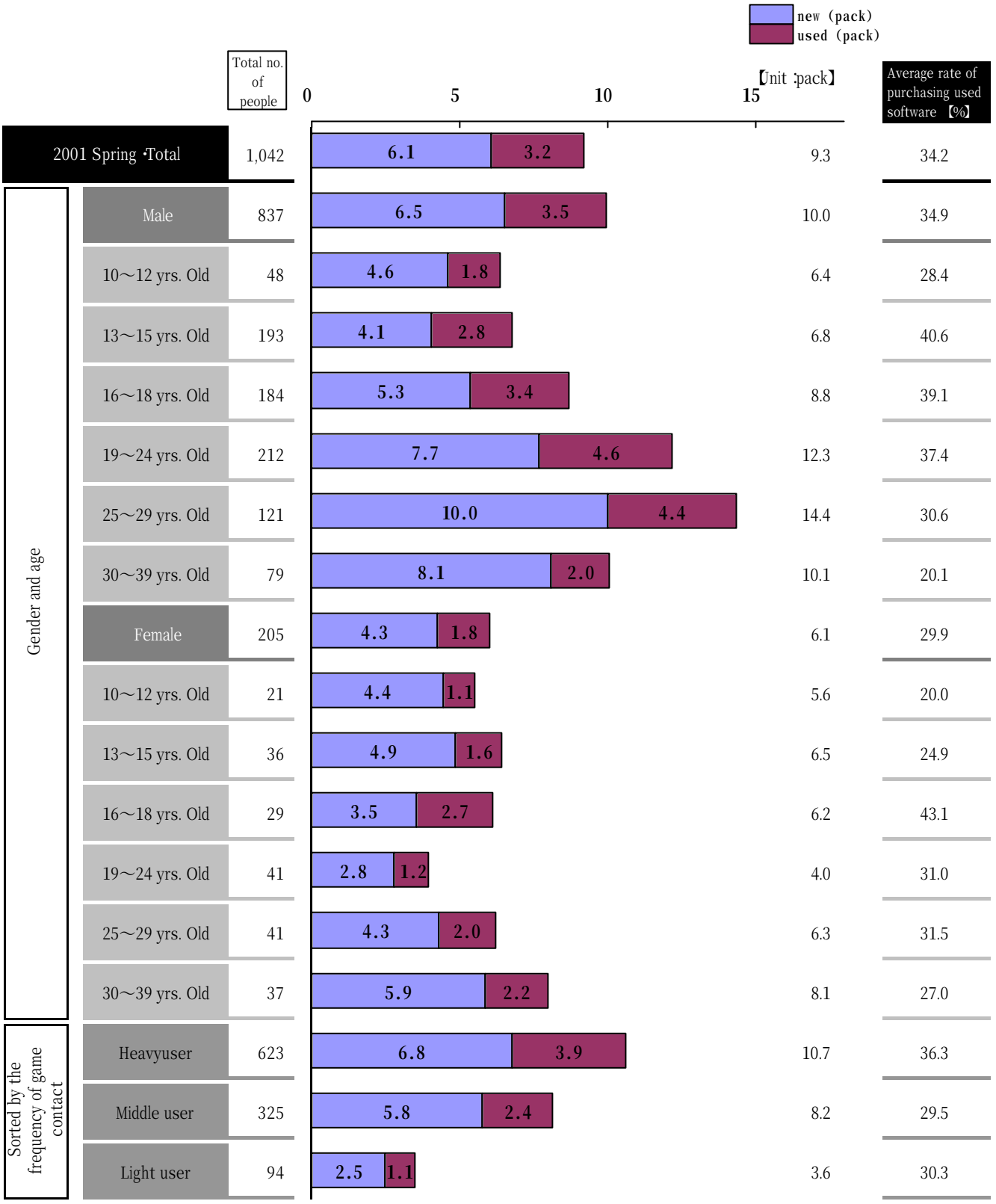
＜Average length of and the number of days in a week playing games by gender and age＞

【minutes】	2001 Spring・Total	Gender and age													
		Male	10～12 yrs. Old	13～15 yrs. Old	16～18 yrs. Old	19～24 yrs. Old	25～29 yrs. Old	30～39 yrs. Old	Female	10～12 yrs. Old	13～15 yrs. Old	16～18 yrs. Old	19～24 yrs. Old	25～29 yrs. Old	30～39 yrs. Old
Average length of play -weekdays-	103.6	106.4	98.1	108.2	125.1	110.2	80.2	92.4	92.3	66.9	91.1	129.7	101.0	74.0	89.1
Average length of play -weekends-	170.9	178.6	156.2	176.7	205.1	186.0	157.8	145.5	139.1	82.4	154.7	203.1	185.5	113.3	83.1
Average number of days in a week playing games	4.4	4.5	5.3	5.1	5.2	4.2	3.4	3.7	3.7	4.3	4.7	4.2	3.2	2.9	3.4
Total length of the play in a week	523.1	551.0	578.0	620.3	730.5	538.6	350.3	395.0	388.2	303.2	491.8	618.1	407.7	253.9	297.1

※ Total length of the play in a week ＝ (Average number of days in a week playing games － 1) × Average length of the play on weekdays ＋ Average length of the play on weekends

・The average length of playing games in a day was 103.6 minutes on weekdays and 170.9 minutes on weekends. The data indicates a slight increase in the length of play from the last research. Both genders between 16 and 18 years old had the greatest average length of play on weekdays and weekends.

3.Average number of software purchased in a year (2000)



<Change of the average no. of software purchased>

2001 Spring	2000 Spring	'99 Spring
9.3	11	8

･The average number of software purchased in year 2000 was 9.3 including both new and used software. The number has decreased since last year. 25- to 29-year-olds purchased the most software (14.4) among males, and 30- to 39-year-olds purchased the most (8.1) among females.

･The average rate of purchasing a used software was 34.2% in total. The groups of 13- to 15-year-old males and 16- to 18-year-old females exceeded 40%.