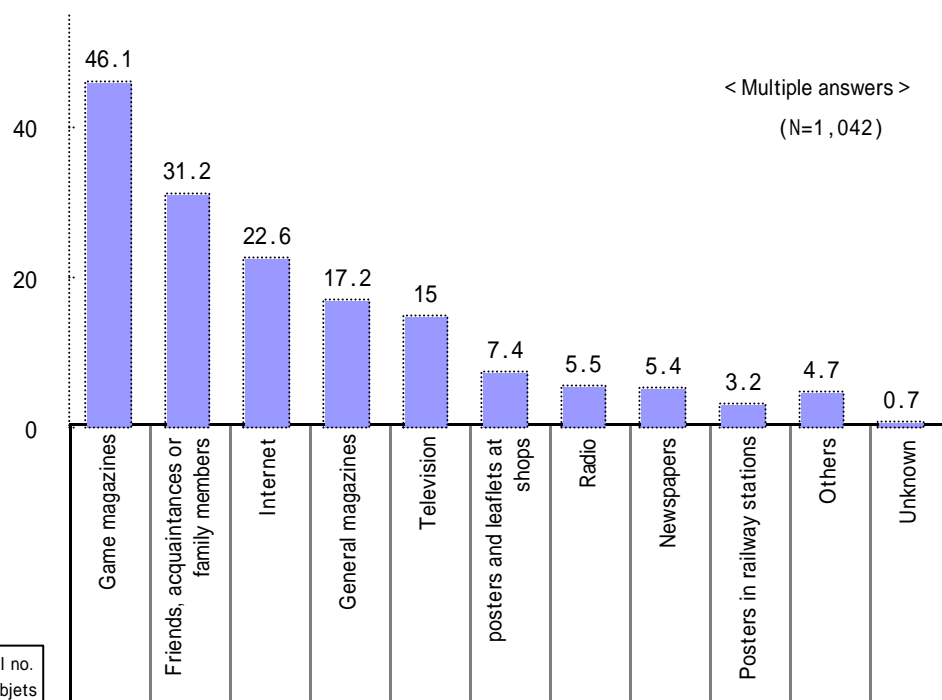


.State of attendance at Tokyo Game Show 2001 Spring

1.Means of learning about the exhibition

【Unit :%】

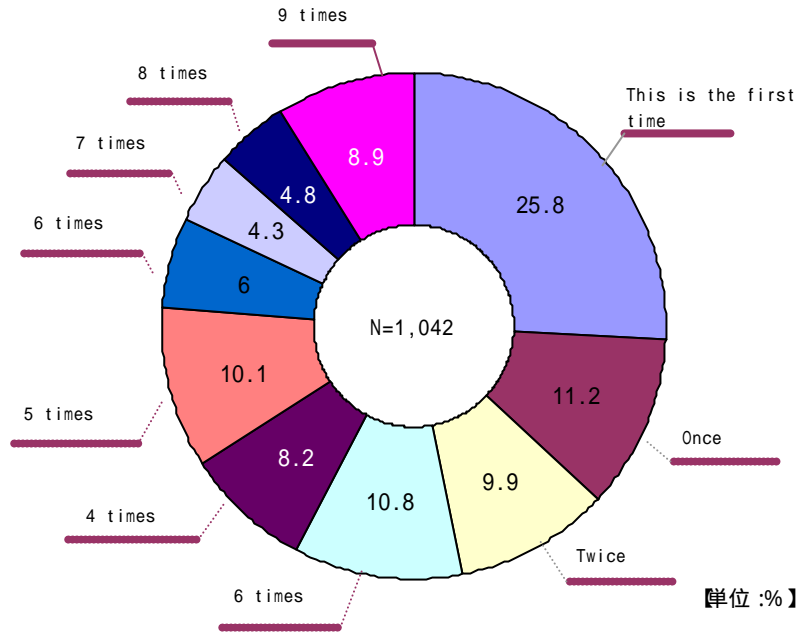


< Multiple answers >
(N=1,042)

		Total no. of subjects	Game magazines	Friends, acquaintances or family members	Internet	General magazines	Television	posters and leaflets at shops	Radio	Newspapers	Posters in railway stations	Others	Unknown
2001 Spring -Total		1,042	46.1	31.2	22.6	17.2	15.0	7.4	5.5	5.4	3.2	4.7	0.7
Gender and age	Male	837	49.5	29.6	22.9	18.2	13.6	7.5	6.2	6.0	3.3	4.1	0.5
	10 ~ 12 yrs. Old	48	18.8	39.6	6.3	29.2	16.7	2.1	2.1	8.3	2.1	2.1	0.0
	13 ~ 15 yrs. Old	193	45.1	43.0	25.4	16.1	19.7	9.8	6.7	5.7	5.7	2.1	0.5
	16 ~ 18 yrs. Old	184	46.2	33.7	22.3	21.2	13.0	7.6	8.2	4.9	2.7	7.1	1.1
	19 ~ 24 yrs. old	212	63.7	21.7	25.9	15.1	11.3	8.5	7.1	6.6	2.4	2.8	0.0
	25 ~ 29 yrs. Old	121	51.2	17.4	22.3	16.5	10.7	7.4	4.1	5.8	3.3	4.1	0.8
	30 ~ 39 yrs. Old	79	45.6	21.5	21.5	20.3	8.9	2.5	3.8	6.3	2.5	6.3	0.0
	Female	205	32.2	37.6	21.0	13.2	20.5	6.8	2.4	2.9	2.4	7.3	1.5
	10 ~ 12 yrs. Old	21	9.5	52.4	14.3	9.5	28.6	0.0	0.0	0.0	0.0	4.8	4.8
	13 ~ 15 yrs. Old	36	41.7	52.8	11.1	16.7	19.4	0.0	2.8	2.8	0.0	5.6	2.8
	16 ~ 18 yrs. Old	29	58.6	41.4	24.1	13.8	20.7	6.9	6.9	0.0	6.9	3.4	0.0
	19 ~ 24 yrs. old	41	31.7	41.5	24.4	2.4	9.8	7.3	2.4	0.0	0.0	7.3	2.4
	25 ~ 29 yrs. Old	41	26.8	26.8	26.8	14.6	24.4	17.1	2.4	7.3	2.4	9.8	0.0
30 ~ 39 yrs. Old	37	21.6	18.9	21.6	21.6	24.3	5.4	0.0	5.4	5.4	10.8	0.0	
Ref.	2000 Spring -Total	1,054	53.0	32.2	13.9	10.9	14.3	8.4	4.9	5.5	3.3	3.4	0.0
	'99 Spring -Total	1,022	55.3	37.3	-	12.1	17.9	7.2	7.2	6.0	4.1	6.0	0.0

• The top two means of learning about the exhibition remained the same as the last two investigations, "game magazines" and "friends, acquaintances, or family members". However, the rates are in decline. On the other hand, "internet" went up by almost 10 points, from 13.9% in 2000 to 22.6% this year.

2.Past visits to Tokyo Game Show



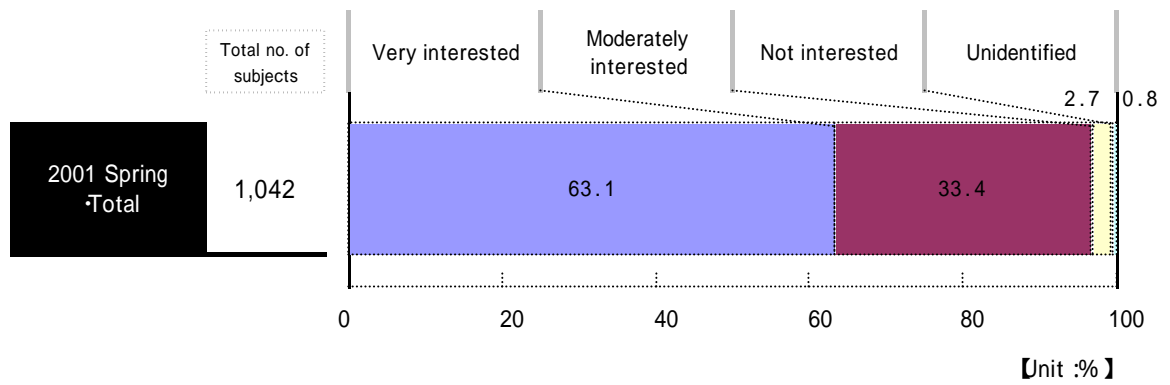
Average number of visits in the past
3.3 times

【Unit :%】

	Gender and age														
	Male	10 yrs. Old	13 yrs. Old	16 yrs. Old	19 yrs. Old	25 yrs. Old	30 yrs. Old	Female	10 yrs. Old	13 yrs. Old	16 yrs. Old	19 yrs. Old	25 yrs. Old	30 yrs. Old	
Total no. of subjects	1,042	837	48	193	184	212	121	79	205	21	36	29	41	41	37
This is the first time	25.8	23.7	45.7	28.4	21.8	19.2	14.9	27.7	34.6	38.0	33.2	34.6	34.1	36.6	32.5
Once	11.2	11.2	18.8	16.1	11.4	8.0	6.6	10.1	11.2	28.6	13.9	13.8	9.8	9.8	0.0
Twice	9.9	8.5	8.3	13.5	10.3	5.7	4.1	6.3	15.6	14.3	13.9	17.2	22.0	17.1	8.1
3 times	10.8	10.6	10.4	15.5	7.6	9.0	12.4	7.6	11.7	4.8	13.9	3.4	7.3	9.8	27.0
4 times	8.2	8.8	6.3	7.3	9.8	9.0	11.6	7.6	5.4	9.5	2.8	3.4	9.8	2.4	5.4
5 times	10.1	11.5	4.2	4.7	16.8	11.3	14.0	16.5	4.4	0.0	2.8	6.9	4.9	4.9	5.4
6 times	6.0	6.5	2.1	6.7	7.1	5.7	6.6	8.9	3.9	4.8	5.6	0.0	2.4	7.3	2.7
7 times	4.3	4.1	0.0	3.1	4.3	8.0	1.7	1.3	5.4	0.0	0.0	6.9	7.3	7.3	8.1
8 times	4.8	5.1	0.0	2.6	2.7	9.9	9.1	1.3	3.4	0.0	5.6	6.9	0.0	2.4	5.4
9 times	8.9	10.0	4.2	2.1	8.2	14.2	19.0	12.7	4.4	0.0	8.3	6.9	2.4	2.4	5.4
Average number of visits in the past	3.3	3.5	1.6	2.4	3.5	4.4	4.6	3.4	2.5	1.4	2.6	2.7	2.3	2.4	3.1

·To the question about the past visits to Tokyo Game Show, almost a quarter (25.8%) of the respondents answered that they had not been to the exhibition in the past. The average number of visits was 3.3 times. Examining gender and age group separately, males between 25 and 29 years old visited most often (4.6times), while among the females subjects between 30 and 39 years old attended most frequently (3.1 times).

3.Intentions to return next year



		Total no. of subjects	Very interested	Moderately interested	Not interested	Unidentified
2001 Spring Total		1,042	63.1	33.4	2.7	0.8
Gender and age	Male	837	63.8	32.3	3.1	0.8
	10 ~ 12 yrs. Old	48	58.3	35.4	4.2	2.1
	13 ~ 15 yrs. Old	193	74.0	24.4	1.6	0.0
	16 ~ 18 yrs. Old	184	69.0	26.6	3.3	1.1
	19 ~ 24 yrs. old	212	58.0	37.3	4.7	0.0
	25 ~ 29 yrs. Old	121	59.5	38.0	0.8	1.7
	30 ~ 39 yrs. Old	79	51.9	40.5	5.1	2.5
	Female	205	60.5	38.0	1.0	0.5
	10 ~ 12 yrs. Old	21	71.4	28.6	0.0	0.0
	13 ~ 15 yrs. Old	36	66.7	33.3	0.0	0.0
	16 ~ 18 yrs. Old	29	58.6	41.4	0.0	0.0
	19 ~ 24 yrs. old	41	48.8	48.8	2.4	0.0
	25 ~ 29 yrs. Old	41	51.2	48.8	0.0	0.0
	30 ~ 39 yrs. Old	37	73.0	21.6	2.7	2.7
Past visits to the exhibition	Have visited before	773	69.2	28.1	2.3	0.4
	Have never visited before	269	45.7	48.7	3.7	1.9
Ref.	2000 Spring Total	1,054	67.6	30.4	1.2	0.8
	'99 Spring Total	1,022	59.5	36.4	2.7	1.4

Unit: %

Over 90% of the subjects responded that they were either strongly interested or moderately interested in attending the exhibition again, which is consistent with the results obtained from the last two events. Comparing with new visitors, those who had attended the exhibition in the past were more positive about a revisit in future.