

The design of the survey

- 1.Aim : To grasp the basic characteristics of game users and their state of contacts to games.To obtain useful information for the marketing strategy of the members of CESA.
- 2.Subjects : Individuals of both sexes between the ages of 10 and 39, who visited TGS2001 Spring.
- 3.Methods : Questionnaires were placed in the booths which were situated in 3 locations in the venue of TGS2001 Spring.
Refer to Appendix 2 for the locations of the booths.
- 4.Date : Sunday, April 1, 2001 [10 :00 ~ 17 :00]
- 5.State of attendance and collection :

	Total number of visitors	Number of questionnaires collected	Number of valid questionnaires
Fri. March 30	34,329 (kids corner 2,816)		
Sat. March 31	38,639 (kids corner 7,370)		
Sun. April 1	45,112 (kids corner 9,516)	1,062 S	1,042 S
total	118,080	1,062 S	1,042 S

On Friday March 30, it was a business time until 12.30am.

Outline of the past 9 exhibitions	Date	Number of visitors (Total of 3 days)
'96	Thu. Aug. 22 - Sat. Aug. 24, '96 at Tokyo Big Site	109,649
'97 Spring	Fri. Apr. 4 - Sun. Apr. 6, '97 at Tokyo Big Site	121,172
'97 Autumn	Fri. Sept. 5 - Sun. Sept. 7, '97 at Makuhari Messe	140,630
'98 Spring	Fri. Mar. 20 - Sun. Mar. 22, '98 at Makuhari Messe	147,193
'98 Autumn	Fri. Oct. 9 - Sun. Oct. 11, '98 at Makuhari Messe	156,455
'99 Spring	Fri. Mar. 19 - Sun. Mar. 21, '99 at Makuhari Messe	163,448
'99 Autumn	Fri. Sept. 17 - Sun. Sept. 19, '99 at Makuhari Messe	163,866
2000 Spring	Fri. Mar. 31 - Sun. Apr. 2, 2000 at Makuhari Messe	131,708
2000 Autumn	Fri. Sept. 22 - Sun. Sept. 24, 2000 at Makuhari Messe	137,400

6.Methods of analysis :

Cross analysis which focused on the characteristics of the subjects and the frequency of their contact to games. However, the present study deals with the visitors at TGS, which tends to contain a lot of core users.Accordingly, it needs to be reminded that the results of this survey and those of general people may not be consistent. In addition, since the game show in spring is positioned to compare game users in different years in order to grasp their characteristics, the results from this event are weighed against those of spring '99 and spring 2000.

7.Organizations involved with this research :

Operated by : C E S A Marketing Committee
Planned by NIPPON TELENET CORPOLATION
Practiced and evaluated by Marketing Research, Inc. Osaka