

Q 1 Please circle all the game machines (hardware) that you own at present.

- | | | |
|-----------------------------|-----------------------------------|-------------------------------------|
| 1.Nintendo 6 4 | 7.Saturn | 13.Pocket station |
| 2.Gameboy advance | 8.Visual Memory (applies to D C) | 14.Wonder Swan (color included) |
| 3.Gameboy (color included) | 9.Mega Drive | 15.P C Engine |
| 4.Super family computer | 10.Game Gear | 16.Neo Geo Pocket (color included) |
| 5.Family computer | 11.Play station 2 | 17.Others please be specific () |
| 6.Dreamcast (DC) | 12.Play station (PS one) | |

Q 2 Please circle all the game machines that you wish to purchase in future.

- | | | |
|-----------------------------|------------------------------------|---------------|
| 1.Nintendo 6 4 | 6.Play station 2 | 11.Xbox |
| 2.Gameboy advance | 7.P S one | 12.Others () |
| 3.Gameboy (color included) | 8.Pocket station | 13.None |
| 4.Nintendo game cube | 9.Neo Geo Pocket (color included) | |
| 6.Dreamcast (DC) | 10.Wonder Swan (color included) | |

Q 3 Please select one answer each for your most favourite genre and least favourite genre, and write down the numbers in the boxes below.

- | | | |
|---------------------------|-------------------------|---|
| 1.Role playing | 8.Action R P G | 15.Card battle game |
| 2.Simulation | 9.Rhythm action | 16.Board +table(Shogi, Mah-jong, etc.) |
| 3.Simulation R P G | 10.Fighting competition | 17.Board/ table
(Pachinko, Pachinko slot, etc.) |
| 4.Battle simulation | 11.Shooting | 18.Network games of RPG type |
| 5.Raising/love simulation | 12.Sports | 19.Network games of competition type |
| 6.Adventure | 13.Racing | 20.Others (be specific) |
| 7.Action | 14.Puzzle | |
- Favourite genre

 Least favourite genre

Q 4 Tell us the information that you typically refer to when purchasing a software. < Circle as many as you wish >

- | | | |
|---------------------|--------------------------|--------------|
| 1.Game magazines | 5.Television | 9.Internet |
| 2.PC magazines | 6.Radio | 10.Stores |
| 3.General magazines | 7.Shows, events | 11.Others() |
| 4.Newspapers | 8.Friends, acquaintances | |

Q 5 Where do you normally purchase a software from? Please circle one choice that you most commonly purchase from.

- | | | |
|------------------------------|-------------------------------|--------------------------------|
| 1.Speciality stores of games | 4.Department stores | 7.Camera shops |
| 2.Toy stores | 5.Convenience stores | 8.Mail orders through internet |
| 3.Supermarkets | 6.Electronic appliance stores | 9.Others () |

Q 6 1)How many days a week do you play games on average? < Circle one answer >

- | | | |
|-------------------|-------------------|-------------------------------|
| 1.Almost everyday | 3.2-3 days a week | 5.2-3 times a month |
| 2.4-5 days a week | 4.Once a week | 6.Less than 2-3 times a month |

2)How long do you play each time on average?Please give a separate answer for weekdays and holidays.

Weekdays Approx.()minutes +Holidays approx.()minutes

Q 7 Tell us the number of new software and used software that you purchased throughout last year (2000).

new () + used () = total ()

Q 8 Regarding the portable phone/PHS】

1)Do you have your own portable phone/PHS? < Circle only one answer >

- | | |
|-------|----------------------------|
| 1.Yes | 2.No Proceed to Q 8 6) |
|-------|----------------------------|

【To respondents who own a portable phone/PHS】

2) Is there any internet function (eg. iMode, Ezweb) in your current portable phone/PHS? < Circle only one answer >

1.Yes 2.No Proceed to Q 8 5)

3) Does your current portable phone/PHS apply to iappli? < Circle only one answer >

1.Yes 2.No 3.I don't know

4) Have you ever played games using internet functions in your portable phone/PHS? < Circle only one answer >

1.I still do 2.I have played before, but not now 3.Never

【To everyone who own a portable phone/PHS】

5) Are you interested in playing games using internet functions in a portable phone/PHS in future? < Circle only one answer >

1.Interested 2.Moderately interested 3.Not very interested 4.Not interested at all

6) 【To everyone】Please circle the images that you have about the games using internet functions in portable phones/PHS.
< Circle everything that applies >

1. Games that do not take long	6. Games that can compete with others	10. Games that can be handled by one hand
2. Games that take a long time	7. Games that allow cooperation with others	11. Games with elaborated pictures
3. Simple games	8. Games in which characters and items can be obtained and exchanged	12. Games with great sound
4. Complicated games	9. Games in the old days	13. Others (be specific)
5. Games to kill time		14. Nothing in particular

Q9

How did you find out about "Tokyo Game Show 2001 Spring"? < Circle everything that applies >

1. TV	5. General magazines	9. Internet
2. Radio	6. Posters and leaflets at stores	10. Others (be specific)
3. Newspapers	7. Posters in railway stations	
4. Game magazines	8. Friends, acquaintances and/or family members	

Q10

1) Tokyo Game Show was held 9 times in the past, in summer '96, and in spring and fall in '97-'00. How many times have you visited the exhibition? < Circle only one >

1.()times in the past 2.This is my first time

2) Tokyo Game Show will be held again in fall this year. Do you wish to come back? < Circle only one >

1. Definitely 2. so-so 3. No

Q11

1) Gender and age.

Gender [1.M 2.F] Age()years old

2) Place of residence

1. The 23 wards of Tokyo	3. Kanagawa	5. Chiba	7. Other prefecture
2. Within Tokyo (except the 23wards)	4. Saitama	6. Ibaraki	()

3) Occupation

1. Elementary school	3. Senior high school	5. University/graduate	7. Self-employed	9. Unemployed
2. Junior high school	4. College and professional school, high school graduate	6. Office worker	8. Housewife	10. Others (be specific)

4) Do you have a PC at home? < Circle only one >

1. Yes Proceed to 5) 2. No

5) 【To people who have a PC at home】

Do you surf the net using the PC at home? < Circle only one >

1. Yes Proceed to 6) 2. No

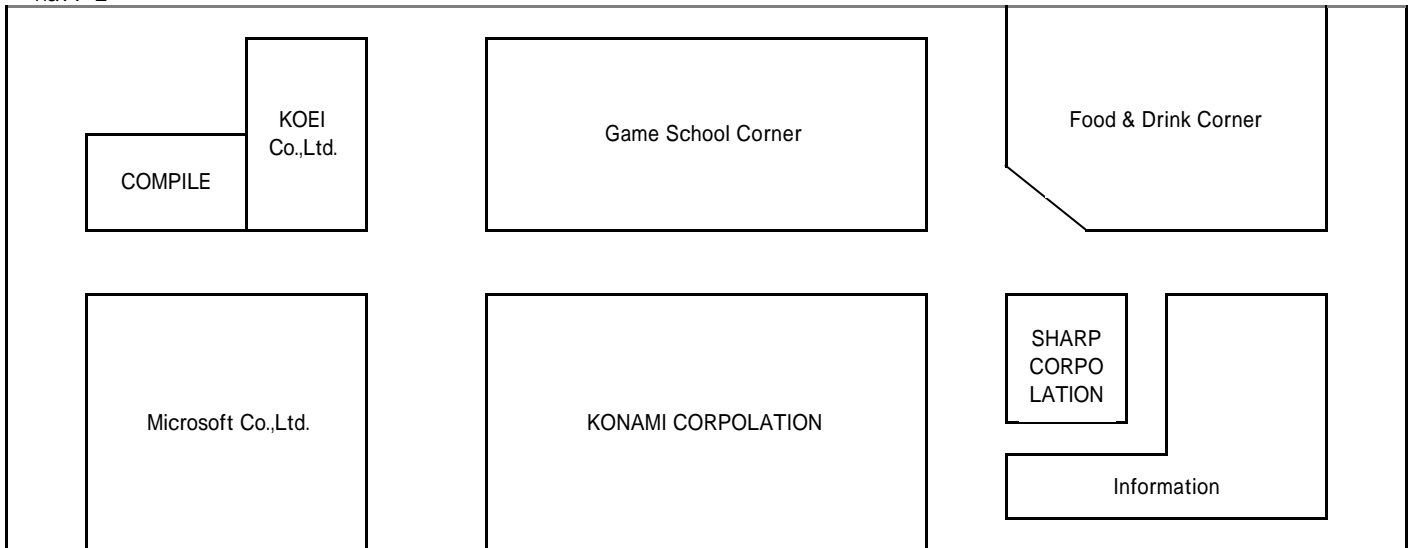
6) 【To people who surf the net at home】How often do you surf the net in a week? < Circle only one >

1. Almost everyday	3. 2-3 days a week	5. 2-3 times a month
2. 4-5 days a week	4. Once a week	6. Less than 2-3 times a month

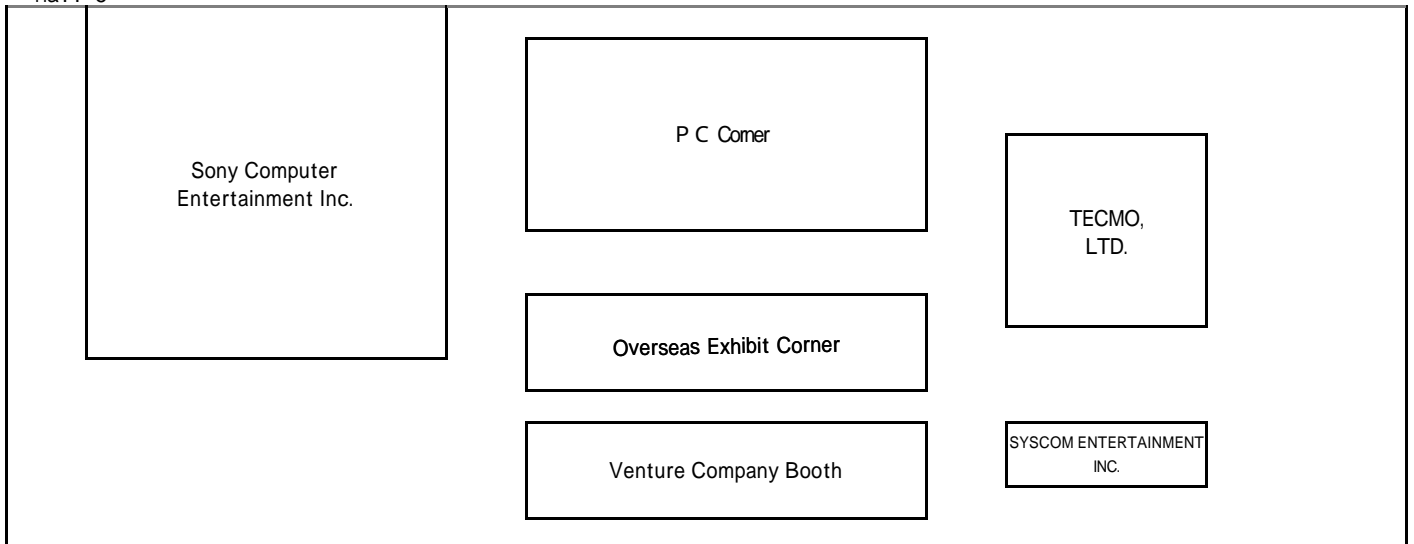
Appendix 2) The locations of the questionnaire booths

Location of the booths

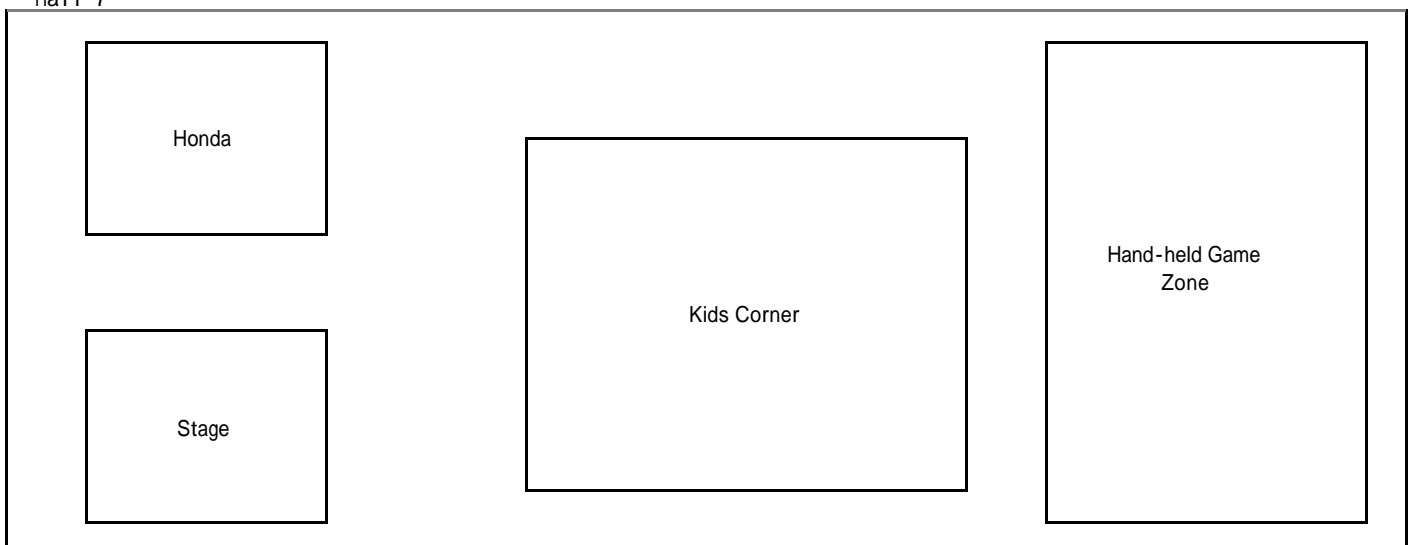
Hall 2



Hall 5



Hall 7



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