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Interview dates: October 9-11 & 16-18, 2007
Interviews: 2,016 adults, 770 Gamers
Margin of error: ± 2.2 for all adults, ± 3.5 for Gamers

**THE ASSOCIATED PRESS/AMERICA ONLINE POLL
GAMING STUDY
CONDUCTED BY IPSOS PUBLIC AFFAIRS
PROJECT #81-5139-64**

NOTE: all results shown are percentages unless otherwise labeled.

GAMING STUDY

1. Do you ever play games on a computer or on an electronic gaming console like a PlayStation, Nintendo or Xbox, or not?

	<u>10/2007</u>	<u>4/2006</u>
Yes	38	40
No	62	60
Refused / Not sure	-	-

NOTE: RESULTS FOR ALL QUESTIONS 2-8 ARE BASED ON THE 38% OF ALL ADULTS (770 RESPONDENTS) WHO IN Q.1 SAY THAT PLAY GAMES ON A COMPUTER OR ON AN ELECTRONIC GAME CONSOLE

2. Do you ever play computer or video games online, over the Internet, or not?

	<u>10/2007</u>	<u>4/2006</u>
Yes	44	45
No	56	55
Refused / Not sure	-	-

[IF "YES" TO Qu. 2, ASK Qu. 2a-2b; IF "NO/DK/REF" IN Qu. 2, ASK Qu. 3.]

2a. Where do you usually play online over the Internet?

	<u>Play Computer/Video Games Online</u>
Mostly at home	93
Mostly at work/school	5
(DO NOT READ) Equally at both	1
(DO NOT READ) Other	1
DK/NS	-

2b. What types of games do you play online over the Internet?

	<u>Yes</u>	<u>No</u>	<u>Don't know</u>
Casual online games, like card, board, word or puzzle games, or not?	67	33	-
Action, Sports, or Roleplaying online games, like Halo or World of Warcraft, or not?	48	52	-
Web community games, like Gaia, Club Penguin, or not?	15	84	1
Other types of online games, or not?	30	70	-

3. During an average week, how many hours do you spend playing computer or video games?

	<u>10/2007</u>	<u>4/2006</u>
Less than 1 hour	31	32
1 hour	13	9
2 hours	15	17
3 hours	9	8
4 to 5 hours	11	13
6 to 7 hours	4	4
8 to 10 hours	7	6
More than 10 hours	10	10
(DK/NS)	0	1

6. If you had to choose, what type of game do you enjoy the most?

	<u>10/2007</u>	<u>4/2006</u>
Casual, like card or board games	31	29
Action, such as driving or fighting games	16	16
Adventure or Role-Playing	13	12
Strategy	13	17
Sports	13	13
Shooters	7	7
Simulation	4	4
(NOT READ) Other	1	1
Nothing/ Don't know	2	1

7. How much money would you say you spent last year on computer or video gaming, including game software, online charges, consoles, and accessories?

	<u>10/2007</u>	<u>4/2006</u>
Nothing	26	27
\$100 or less	33	31
\$101 to \$200	13	14
\$201 to \$500	16	17
\$501 to \$1,000	7	6
Over \$1,000	5	5
DK/NS	0	-

9. Do you or does someone in your household own a gaming console, like an Xbox, Playstation or Wii, or not?

	<u>All Adults</u>
Yes	40
No	60
DK/NS	-

10. During the upcoming holiday season, how likely is it that you or someone in your household will purchase ...

	<u>Very Likely</u>	<u>Somewhat Likely</u>	<u>Not Too Likely</u>	<u>Not At All Likely</u>	<u>Refused / Not sure</u>
A video game console like an Xbox, Nintendo, or Playstation	9	9	12	70	-
Video games for a gaming console like an Xbox, Nintendo, or Playstation	20	14	9	57	-
A handheld game device, like a Nintendo DS or Sony PSP	7	9	13	70	1
Computer games or software	15	19	13	53	-

[IF YES TO Qu. 9 OR “VERY LIKELY/SOMEWHAT LIKELY” TO BUY A VIDEO GAME CONSOLE IN Qu. 10, ASK Qu. 11; OTHERWISE, SKIP TO Qu. 12.]

11. How important are each of the following factors when selecting and purchasing a gaming console (like Xbox, Playstation, or Wii)?

	<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not Too Important</u>	<u>Not At All Important</u>	<u>Refused / Not sure</u>
Price	51	30	9	10	-
Recommendations from friends and family	34	35	15	16	-
The availability of particular games	41	33	11	14	1
Ease of gameplay	31	39	17	12	1
The ability to use the console for other things, like playing DVDs	29	32	20	18	1

12. How many children, ages 4 to 17, are you the parent of?

	<u>All Adults</u>
None	67
1	15
2	11
3	4
4	2
5	1
6	0
7	0
8 or more	0
DK/NS	0

[IF “1 child” TO Qu. 12, ASK Qu. 13a. IF “2 or more children” TO Qu. 12, ASK Qu. 13b.]

13a. How many hours does this child spend each week playing computer or video games?
 13b. For this next question, please think only of your (**RANDOMLY REFER TO ONE OF THE CHILDREN AGES 4 TO 17**) child between 4 and 17. How many hours does this child spend each week playing computer or video games?

	<u>All Adults</u>
None	19
Less than 1 hour	22
1 hour	10
2 hours	9
3 hours	8
4 to 5 hours	13
6 to 10 hours	11
More than 10 hours	8
(DK/NS)	0

[IF “2 or more children” TO Qu. 12, ASK Qu. 13b.]

13c. How many hours do you spend each week playing computer or video games with your children?

	<u>All Adults</u>
Never	51
Less than 1 hour	25
1 hour	8
2 hours	6
3 hours	2
4 to 5 hours	4
6 to 10 hours	3
More than 10 hours	1
(DK/NS)	0

DEMOGRAPHICS

NOTE: Results for demographic questions represent all adults unless otherwise indicated.

D1a. In what year were you born?

D1b. Have you already had a birthday this year?

(IF RESPONDENT REFUSES Q.D1a OR Q.D1b, Q.D1c ASKED. RESULTS SHOWN IN SUMMARY BELOW.)

D1c. Are you:

	<u>ALL ADULTS</u>	<u>GAMERS</u>
18-34	30	44
35-49	25	27
50-64	28	21
65+	16	7
(DK/NS)	1	1

D2. Are you employed:

	<u>ALL ADULTS</u>	<u>GAMERS</u>
TOTAL EMPLOYED	61	67
Full time	50	57
Part time	11	10
Not employed	14	17
Retired	24	14
(DK/NS)	1	2

D3. What is the last year of school you completed?

	<u>ALL ADULTS</u>	<u>GAMERS</u>
Grade school or some high school	7	4
Completed high school	23	22
Some community college or university, did not finish	22	26
Completed technical school or a community college	12	11
Completed a university or Bachelor's degree	20	23
Completed a post-graduate degree such as a Master's or Ph.D.	15	13
(DK/NS)	1	1

D4. Are you currently married?

	<u>ALL ADULTS</u>	<u>GAMERS</u>
Yes	64	60
No	35	40
(DK/NS)	1	-

D5. Including yourself and any children, how many people are currently living in your household?

	<u>ALL ADULTS</u>	<u>GAMERS</u>
1	17	14
2	34	29
3	18	21
4	17	20
5	8	9
6+	5	6
(DK/NS)	1	1

(Q.D6a-c ASKED ONLY OF THOSE WHO SAY MORE THAN ONE PERSON IN HOUSEHOLD IN Q.D5.)

- D6a. How many children under 6 years are currently living in your household?
 D6b. How many children ages 6 to 12 are currently living in your household?
 D6c. How many children ages 13 to 17 are currently living in your household?

	<u>ALL ADULTS</u>	<u>GAMERS</u>
ANY CHILDREN (NET)	40	48
Under 6	22	27
6-12	19	24
13-17	15	16
NO CHILDREN	60	51
(DK/NS)	1	1
Any children 12 or younger	32	38
Any children 6 to 17	28	35

D12a. Are you of Hispanic ethnicity?

(Q.D12c ASKED ONLY OF THOSE WHO DO NOT SAY THEY ARE HISPANIC IN Q.D12a.)

D12b. Are you white, black, Asian, or some other race?

(RESULTS SHOWN IN SUMMARY BELOW.)

	<u>ALL ADULTS</u>	<u>GAMERS</u>
White	77	76
Hispanic	13	12
Black	12	12
Asian	3	3
(NOT READ) American Indian	2	2
(NOT READ) Other	2	2
(DK/NS)	2	2

D13. Could you please tell me your household income from all sources in 2006?

	<u>ALL ADULTS</u>	<u>GAMERS</u>
Under \$15,000	12	10
\$15,000 to less than \$20,000	5	6
\$20,000 to less than \$25,000	5	4
\$25,000 to less than \$30,000	4	5
\$30,000 to less than \$40,000	9	9
\$40,000 to less than \$50,000	9	10
\$50,000 to less than \$75,000	16	19
\$75,000 to less than \$100,000	9	9
\$100,000 or more	16	17
(DK/NS)	15	11

REGION:

	<u>ALL ADULTS</u>	<u>GAMERS</u>
Northeast	19	18
Midwest	22	24
South	36	36
West	23	22

METROPOLITAN STATUS:

	<u>ALL ADULTS</u>	<u>GAMERS</u>
Urban	28	29
Suburban	51	51
Rural	21	20

GENDER:

	<u>ALL ADULTS</u>	<u>GAMERS</u>
Male	48	55
Female	52	45