

eBrain.Consumer Research

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Teen Videogame Usage Study

Study Conducted:

December 2002

Survey Methodology:

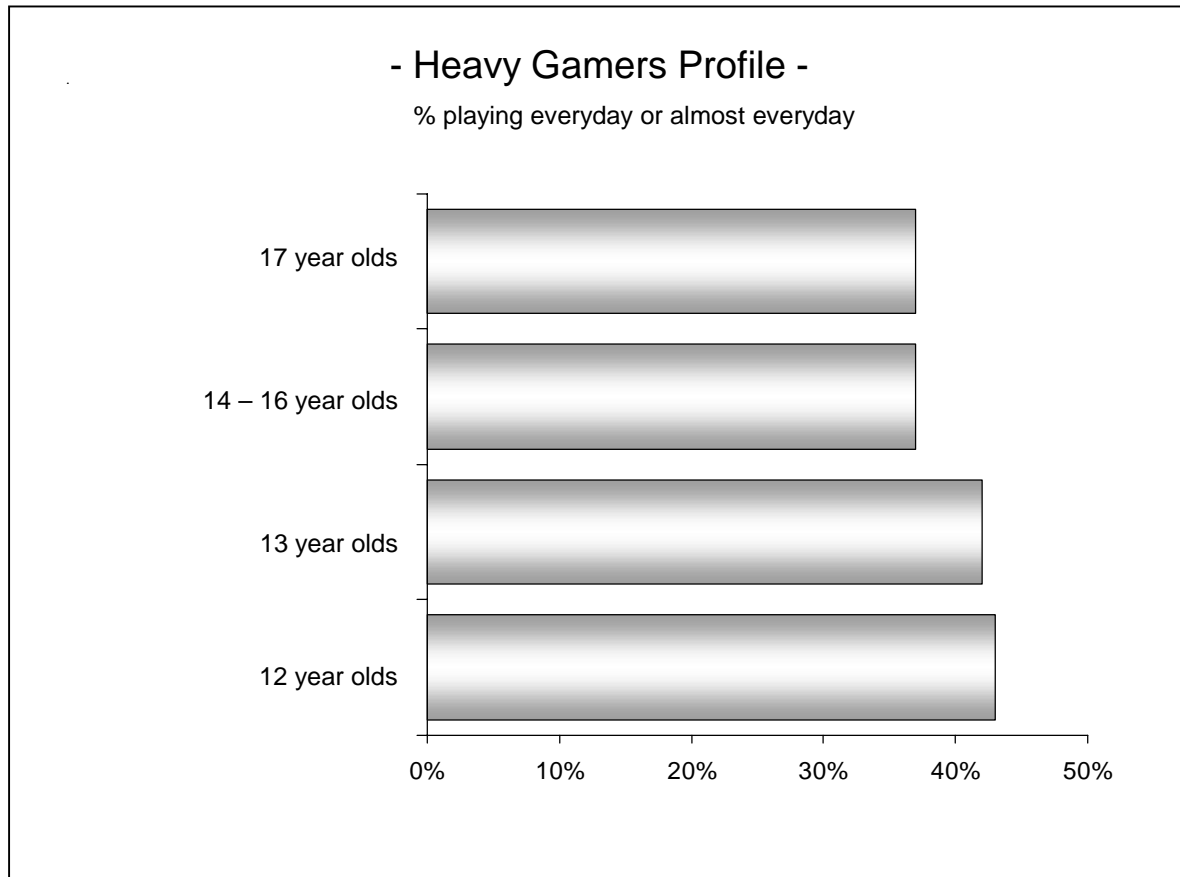
The report described herein was designed and formulated by eBrain Market Research. The quantitative study was administered via Internet web form to an online sample of 617 U.S. teenagers during November 2002.

Raw data from the completed survey was aggregated by eBrain Market Research. eBrain Market Research is responsible for all content and analysis in the report. Any questions regarding the content or analysis of the report should be directed to eBrain Market Research staff at crs@eBrain.org.

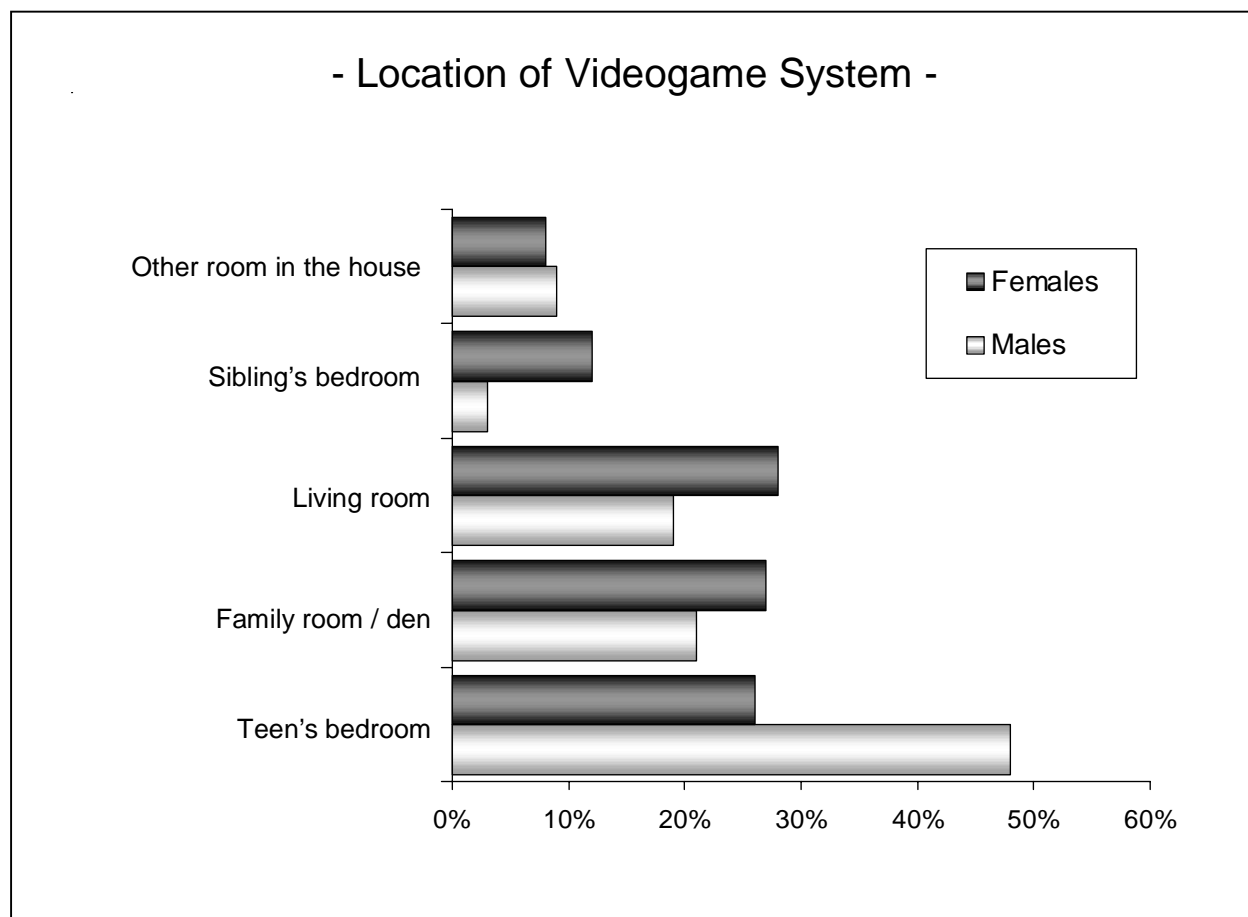
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Executive Summary

- Videogame players segment into 3 primary groups: 1). Heavy gamers, those playing everyday or almost everyday (43%), 2). Moderate gamers, those playing a few times per week (33%), and 3). Casual gamers, those playing less than a few times per week or never. (28%).
- Heavy games are overwhelming male and tend to be slightly younger (12 – 13 years old). Although the percentage of heavy gamers in the older age groups (14 – 17) is roughly the same as the younger age group, the data suggests there is a declining interest with age. The evidence is found in the percentage of older teens that play only a few times per month or never: 34% for 17 year olds vs. about 24% for 12 and 13 year olds.
- Seventy-four percent of teens received their videogame system from their parents, either as a gift (60%) for a birthday/holiday, or some other reason (14%).
- Only 10% of teens purchased their videogame system entirely with their own money. This type of purchase was made by 16% of males and by 3% of females.
- Owners of a Microsoft X-Box or Nintendo Game Cube were more than twice as likely to have purchased the system themselves compared to owners of a Sony PlayStation I or II.



- The greatest percentage of videogame systems are located in the teen's bedroom (38%), followed by a family room/den (23%), living room (23%), a sibling's room (7%), or some other room (9%).
- Among females, 26% say their videogame system is located in their bedroom, while among males, 48% have the system located in their bedroom.
- Not surprisingly, heavy games are the most likely to have a videogame system located in their bedroom (50%). In comparison, 34% of moderate gamers (play a few times per week) and 26% of casual gamers (play less than a few times per week) have the videogame system in their room.



- Sony maintains the top spot among videogame console manufacturers with a total share among teens of 52%.
- Teen males are more likely to own and use a Sony PlayStation II relative to females (35% vs. 19%). Conversely, females are more likely to own and use a Sony PlayStation I (28% vs. 21%) or a Nintendo 64 (25% vs. 21%).
- Heavy gamers (play everyday or almost everyday) invest the most in up-to-date videogame hardware. This segment is 2.3 times more likely to own a Sony PlayStation II than teens that play videogames less than a few times per week. For the Nintendo Game Cube, heavy users are 1.7 times more likely to own, and for the Microsoft X-Box, they are 1.9 times more likely to own than casual users (less than a few times per week).
- Although the Microsoft X-Box has a relatively small user base among teens (5%), the system has significant upside potential as 28% of teens say given the choice, they would opt for an X-Box.
- Males demonstrate strong interest in owning a Microsoft X-Box compared to females (37% vs. 17%), while females show strong interest in owning a Sony PlayStation II (38% vs. 28%).

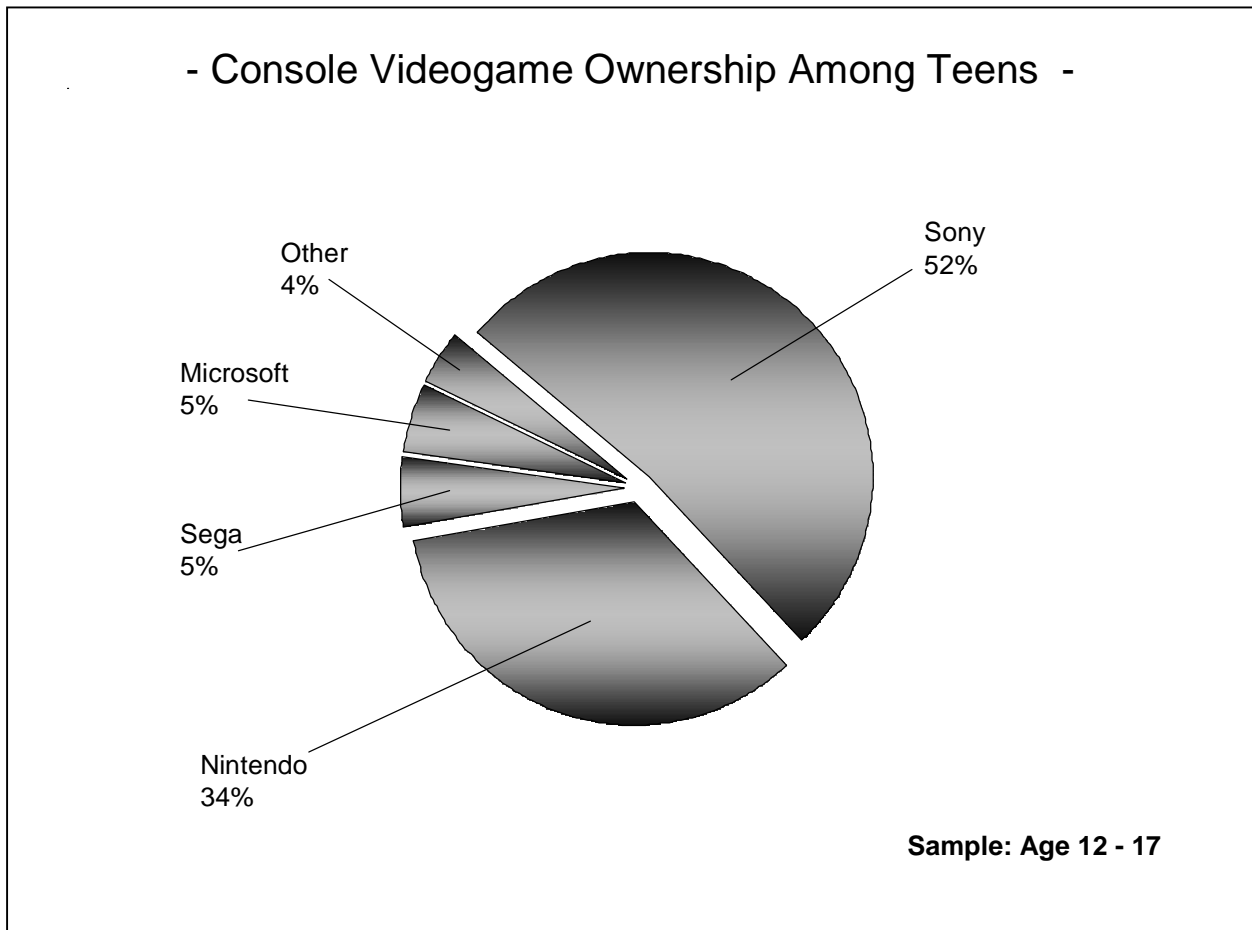
Table 1 – Videogame Ownership

	Currently Own	Wish to Own
Sony PlayStation II	28%	33%
Sony PlayStation I	24%	3%
Nintendo 64	23%	4%
Nintendo Game Cube	7%	18%
Microsoft X-Box	5%	28%
Nintendo Super NES	5%	2%
Sega Genesis	3%	1%
Sega Dreamcast	2%	3%
Sega Saturn	0%	1%
Other	4%	1%

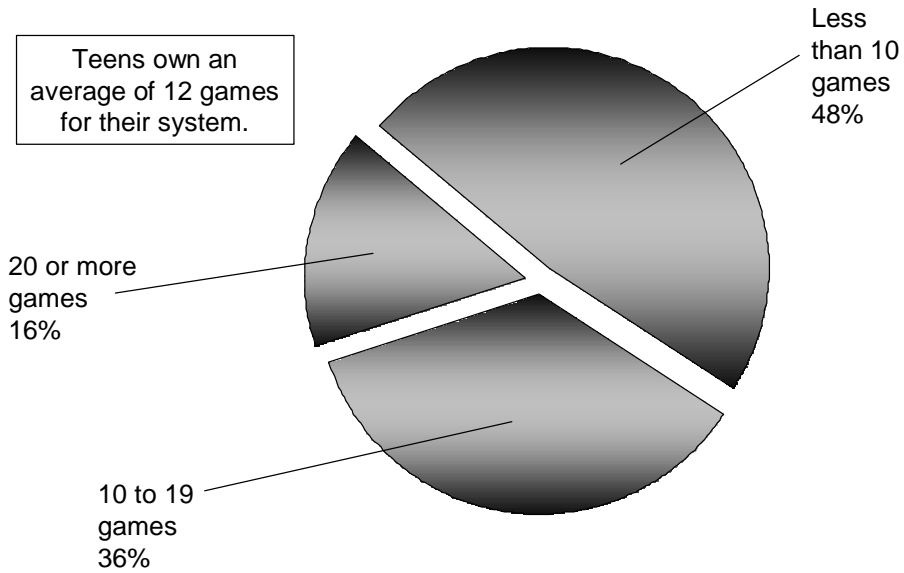
- Given the opportunity to select a videogame system other than what they currently own, Sony PlayStation II owners most want a Microsoft X-Box, while Nintendo Game Cube owners most want a Sony PlayStation II, and Microsoft X-Box owners most want a Sony PlayStation II.
- The reasons for desiring an alternative videogame system revolve around wanting better games, better graphics, more games, or extra features, such as the ability to play DVDs, store games on a hard-drive, or play games online.
- Heavy gamers (everyday/almost everyday) and moderate gamers (a few times per week) both rate the Sony PlayStation II and the Microsoft X-Box as their preferred systems if given the opportunity to select another system.

Table 2 – Most Desired Videogame System (other than what is currently owned)

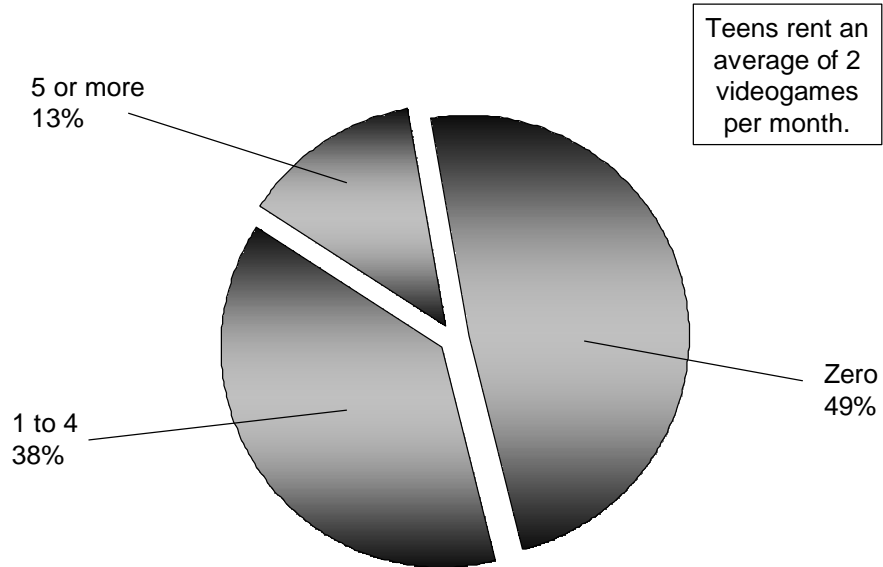
Videogame System Most Desired	Videogame System Currently Owned				
	Sony PlayStation II	Sony PlayStation I	Nintendo 64	Nintendo Game Cube	Microsoft X-Box
Sony PlayStation II	-	53%	38%	55%	43%
Microsoft X-Box	50%	18%	22%	21%	-
Nintendo Game Cube	25%	13%	21%	-	23%
Nintendo 64	5%	4%	-	10%	0%
Sony PlayStation I	4%	-	4%	0%	7%
Nintendo Super NES	2%	1%	4%	2%	3%



- Number of Games Owned -



- Monthly Videogame Renting Among Teens -



Sample: Age 12 - 17

- Similar to any other product category, word of mouth plays a significant role in the buying process. Teens claim to rely on information about new videogames from friends at a rate of almost 2 times higher than information gathered at a retail store.
- Heavy gamers are 25% more likely (than the overall) to read articles in newspapers or gaming magazines to learn about new videogames.

Table 3 – Sources of Information About New Videogames

	Overall	Male	Females
Friends	71%	76%	65%
Ads on TV/radio	63%	62%	64%
Internet	43%	50%	35%
Retail store	41%	45%	36%
Ads in newspaper/magazines	34%	38%	29%
Articles in newspapers/magazines	32%	40%	23%
Family	26%	23%	30%

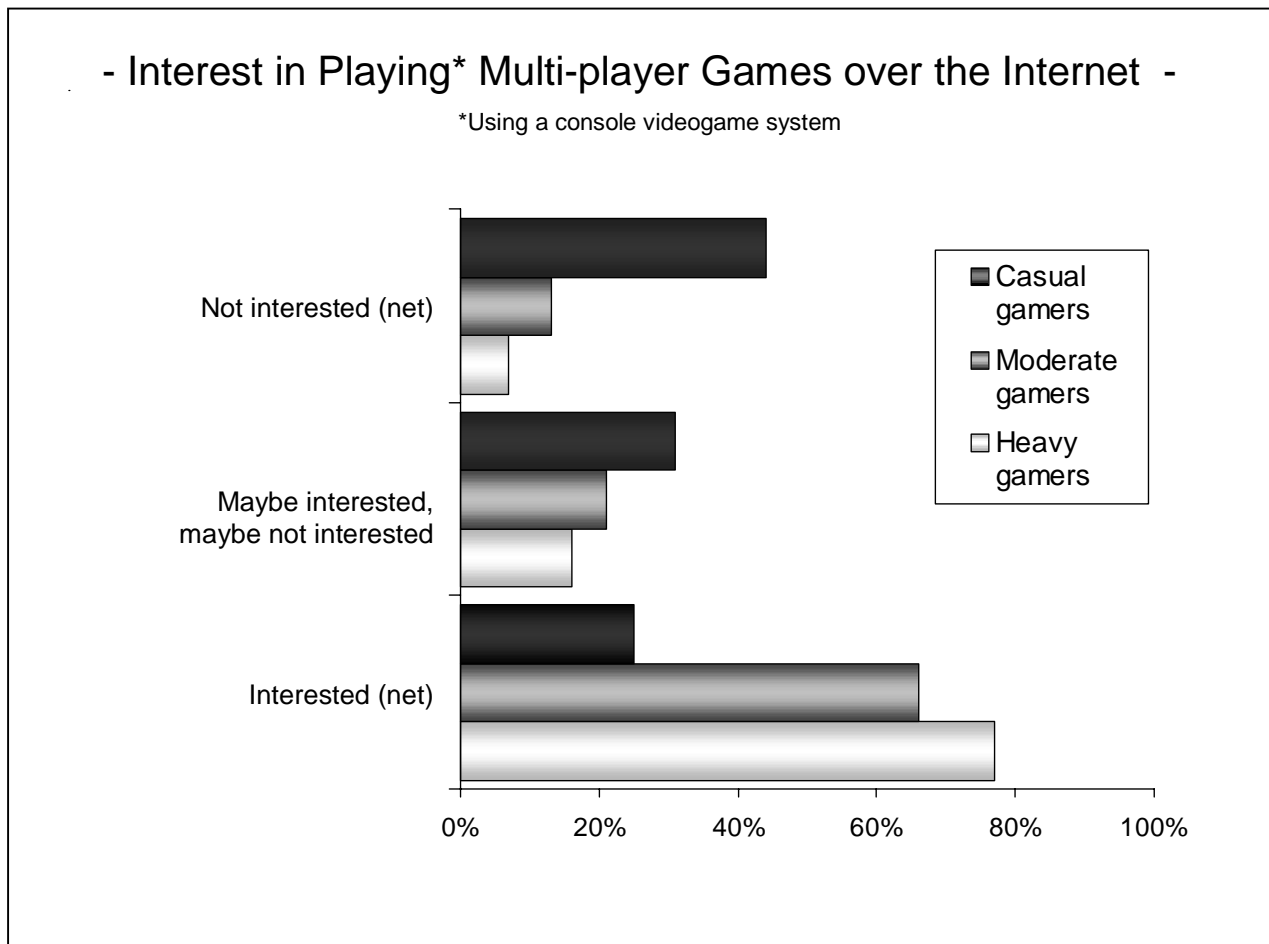
- A significant crossover exists between console videogame owners and hand-held videogame owners. Seventy-eight percent of console owners also own a hand-held gaming device.
- Where does gaming fall in the hierarchy of teen activities? The results clearly indicate that teens allocate a significant amount of their time and resources to videogaming. For example, 52% of teens spend more time playing videogames than going to the movies, while 46% spend more time gaming than bike riding/rollerblading/skateboarding. Teachers and parents will certainly cringe knowing that almost 1 in 4 teens say they spend more time playing videogames than doing homework.

Table 4 – Time Spend Playing Videogames Vs. Other Activities

	Spend <u>More</u> Time Playing Videogames than...	Spend <u>About</u> <u>Equal</u> Time on <u>Both</u> Activities	Spend <u>Less</u> Time Playing Videogames than...
Going to movies	52%	27%	21%
Shopping	49%	20%	31%
Riding bike/roller blading/skateboarding	47%	25%	29%
Email/IM with friends	35%	25%	41%
Talking to friends on the phone	35%	24%	41%
Playing sports	34%	24%	42%
Browsing Internet	24%	34%	42%
Homework	21%	25%	54%
Listening to music	16%	29%	55%
Watching TV	11%	32%	57%

Table 5 – Product Preferences

	Videogame System	or DVD Player	Videogame System	or MP3 player
Heavy gamers	77%	23%	84%	16%
Moderate gamers	52%	48%	69%	31%
Casual gamers	25%	75%	46%	54%
Males	70%	30%	83%	18%
Females	36%	64%	51%	49%



Quick Topline Results

Crosstabs

Verbatim Question Text

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eBrain Market Research - Quick Topline Results - December 2002

Teen Videogame Usage Study

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Q1: *HOW OLD ARE YOU?*

Sample: *Sample of online teens*

617 BASE
30% AGE 12
21% AGE 13
12% AGE 14
8% AGE 15
8% AGE 16
21% AGE 17

Q2: *GENDER*

Sample: *Sample of online teens*

617 BASE
55% BOY
45% GIRL

Q3: *WHICH TYPES OF VIDEOGAME SYSTEMS DO YOU CURRENTLY HAVE IN YOUR HOME?*

Sample: *Sample of online teens*

617 BASE
100% CONSOLE VIDEOGAME SYSTEM
85% PC THAT CAN PLAY GAMES
73% HAND-HELD VIDEOGAME

Q4: *WHAT TYPE OF VIDEOGAME SYSTEM DO YOU HAVE/ USE MOST OFTEN?*

Sample: *Sample of online teens*

617 BASE
28% SONY PLAYSTATION II
24% SONY PLAYSTATION I
23% NINTENDO 64
7% NINTENDO GAME CUBE

5%	MICROSOFT X-BOX
5%	NINTENDO SUPER NES
3%	SEGA GENESIS
2%	SEGA DREAMCAST
0%	SEGA SATURN
4%	OTHER
0%	DON'T KNOW

Q5: *IF YOU HAD TO CHOOSE ANOTHER VIDEOGAME SYSTEM, DIFFERENT FROM THE ONE YOU CURRENTLY OWN, WHAT SYSTEM WOULD YOU CHOOSE?*

Sample: *Sample of online teens*

617	BASE
33%	SONY PLAYSTATION II
28%	MICROSOFT X-BOX
18%	NINTENDO GAME CUBE
4%	NINTENDO 64
3%	SEGA DREAMCAST
3%	SONY PLAYSTATION I
2%	NINTENDO SUPER NES
1%	SEGA GENESIS
1%	SEGA SATURN
1%	OTHER
6%	DON'T KNOW

Q6.1: *WHY WOULD YOU CHOOSE "SONY PLAYSTATION II"?*

Sample: *Sample of online teens*

201	BASE
62%	BETTER GAMES
61%	BETTER GRAPHICS
60%	PLAYS DVDs
51%	MORE GAMES
33%	BETTER SOUND
26%	HAS A HARD DRIVE
25%	IT'S WHAT MY FRIENDS HAVE
13%	BETTER ONLINE GAMES
5%	OTHER

Q6.2: *WHY WOULD YOU CHOOSE "MICROSOFT X-BOX"?*

Sample: *Sample of online teens*

172 BASE
56% BETTER GRAPHICS
47% BETTER GAMES
40% HAS A HARD DRIVE
33% PLAYS DVDs
31% MORE GAMES
25% BETTER SOUND
24% IT'S WHAT MY FRIENDS HAVE
20% BETTER ONLINE GAMES
13% OTHER

Q6.3: *WHY WOULD YOU CHOOSE "NINTENDO GAME CUBE"?*

Sample: *Sample of online teens*

113 BASE
70% BETTER GAMES
48% MORE GAMES
42% BETTER GRAPHICS
19% IT'S WHAT MY FRIENDS HAVE
17% BETTER SOUND
17% PLAYS DVDs
17% HAS A HARD DRIVE
7% BETTER ONLINE GAMES
19% OTHER

Q7: *HOW DID YOU GET YOUR CURRENT VIDEOGAME SYSTEM?*

Sample: *Sample of online teens*

617 BASE
60% GIFT FOR A BIRTHDAY, ETC.
13% FROM PARENTS, BUT NOT A GIFT
10% BOUGHT IT YOURSELF
5% FROM ANOTHER RELATIVE
5% SHARED COST WITH PARENTS
6% GOT IT SOME OTHER WAY
2% DON'T KNOW

Q8: *IN WHAT ROOM OF THE HOUSE IS THE VIDEOGAME SYSTEM LOCATED?*

Sample: *Sample of online teens*

617 BASE
38% YOUR BEDROOM
23% THE FAMILY ROOM OR DEN
23% THE LIVING ROOM
7% SIBLING'S BEDROOM
1% YOUR PARENT'S BEDROOM
7% SOME OTHER ROOM
0% DON'T KNOW

Q9: *HOW OFTEN DO YOU PLAY VIDEOGAMES?*

Sample: *Sample of online teens*

617 BASE
14% EVERY DAY
25% ALMOST EVERY DAY
33% A FEW TIMES PER WEEK
17% A FEW TIMES PER MONTH
6% LESS THAN A FEW TIMES/MO.
4% ALMOST NEVER

Q10: *HOW MANY VIDEOGAMES DO YOU OWN FOR YOUR SYSTEM?*

Sample: *Sample of online teens*

617 BASE
1% NONE/ZERO
16% 1 TO 4
31% 5 TO 9
22% 10 TO 14
14% 15 TO 19
8% 20 TO 24
8% 25 OR MORE

Q11: *HOW MANY VIDEOGAMES DO YOU RENT IN A MONTH FOR YOUR SYSTEM?*

Sample: *Sample of online teens*

617 BASE
49% NONE/ZERO
38% 1 TO 4

9% 5 TO 9
2% 10 TO 14
1% 15 TO 19
0% 20 TO 24
0% 25 OR MORE

Q12: *HOW DO YOU LEARN ABOUT NEW VIDEOGAMES AND SYSTEMS?*

Sample: *Sample of online teens*

617 BASE
71% YOUR FRIENDS
63% ADS ON TV OR ON THE RADIO
43% THE INTERNET
41% A RETAIL STORE
34% ADS IN NEWSPAPERS/MAG.
32% ARTICLES IN NEWSPAPERS/MAG.
29% TV OR RADIO PROGRAMS
26% YOUR FAMILY
3% DON'T KNOW

Q14.1: *HOW MUCH TIME DO YOU SPEND DOING THE FOLLOWING ACTIVITIES COMPARED TO THE AMOUNT OF TIME YOU SPEND PLAYING VIDEOGAMES? -- 'SPEND MORE TIME ON THIS ACTIVITY THAN I SPEND PLAYING VIDEOGAMES' SUMMARY*

Sample: *Sample of online teens*

617 BASE
57% WATCHING TV
55% LISTENING TO MUSIC
54% HOMEWORK
42% BROWSING THE INTERNET
41% PLAYING SPORTS
41% TALKING TO FRIENDS ON PHONE
41% EMAIL/IM
30% SHOPPING
29% BIKING/SKATEBOARDING/BLADING
21% GOING TO THE MOVIES

Q14.2: *HOW MUCH TIME DO YOU SPEND DOING THE FOLLOWING ACTIVITIES COMPARED TO THE AMOUNT OF TIME YOU SPEND PLAYING VIDEOGAMES? -- 'SPEND ABOUT THE SAME AMOUNT OF TIME' SUMMARY*

Sample: *Sample of online teens*

617 BASE
 34% BROWSING THE INTERNET
 32% WATCHING TV
 29% LISTING TO MUSIC
 27% GOING TO THE MOVIES
 25% EMAIL/IM
 25% BIKING/SKATEBOARDING/BLADING
 24% HOMEWORK
 24% PLAYING SPORTS
 24% TALKING TO FRIENDS ON PHONE
 20% SHOPPING

Q14.3: *HOW MUCH TIME DO YOU SPEND DOING THE FOLLOWING ACTIVITIES COMPARED TO THE AMOUNT OF TIME YOU SPEND PLAYING VIDEOGAMES? -- 'SPEND MORE TIME PLAYING VIDEOGAMES THAN I SPEND ON THIS ACTIVITY' SUMMARY*

Sample: *Sample of online teens*

617 BASE
 52% GOING TO THE MOVIES
 49% SHOPPING
 47% BIKING/SKATEBOARDING/BLADING
 35% EMAIL/IM
 35% TALKING TO FRIENDS ON PHONE
 34% PLAYING SPORTS
 24% BROWSING THE INTERNET
 21% HOMEWORK
 16% LISTING TO MUSIC
 11% WATCHING TV

Q15: *HOW INTERESTED ARE YOU IN PLAYING VIDEOGAMES ONLINE WITH YOUR CONSOLE DURING THE NEXT YEAR?*

Sample: *Sample of online teens*

617 BASE
 59% TOP 2 BOX (NET)
 34% VERY INTERESTED
 25% SOMEWHAT INTERESTED
 22% MAYBE INTERESTED, MAYBE NOT INTERESTED
 19% BOTTOM 2 BOX (NET)
 14% NOT THAT INTERESTED

6% NOT AT ALL INTERESTED

Q16: IF YOU HAD TO CHOOSE BETWEEN THE FOLLOWING TWO PRODUCTS, WHICH WOULD YOU CHOOSE?

Sample: Sample of online teens

617 BASE

31% A PORTABLE MP3 PLAYER

69% A VIDEOGAME SYSTEM

Q17: IF YOU HAD TO CHOOSE BETWEEN THE FOLLOWING TWO PRODUCTS, WHICH WOULD YOU CHOOSE?

Sample: Sample of online teens

617 BASE

55% A VIDEOGAME SYSTEM

45% A DVD PLAYER

Q18: DO YOU WORK AT A PART-TIME JOB OUTSIDE OF SCHOOL AND HOME?

Sample: Sample of online teens

617 BASE

28% YES

72% NO

Q19: NOT INCLUDING ANY MONEY YOU EARN FROM A PART-TIME JOB, HOW MUCH MONEY DO YOU GET FOR AN ALLOWANCE?

Sample: Sample of online teens

617 BASE

45% I DON'T GET AN ALLOWANCE (\$0)

18% \$1 - \$5

19% \$6 - \$10

7% \$11 - \$15

6% \$16 - \$20

2% \$21 - \$25

2% MORE THAN \$25

Q20: WHAT GRADE ARE YOU CURRENTLY IN?

Sample: Sample of online teens

617 BASE

12% 6TH GRADE

21% 7TH GRADE

24% 8TH GRADE
9% 9TH GRADE
9% 10TH GRADE
11% 11TH GRADE
3% 12TH GRADE
11% GRADUATED FROM HS

Q21: *ETHNICITY*

Sample: *Sample of online teens*

617 BASE
86% CAUCASIAN
5% HISPANIC
3% AFRICAN AMERICAN
2% ASIAN OR PACIFIC ISLANDER
1% AMERICAN INDIAN
0% NATIVE HAWAIIAN
1% OTHER
1% REFUSED
2% DON'T KNOW

Q22: *GEOGRAPHIC REGION*

Sample: *Sample of online teens*

617 BASE
21% NORTHEAST
28% MIDWEST
28% SOUTH
14% WEST
8% DON'T KNOW

Q23: *INTERNET ACCESS*

Sample: *Sample of online teens*

617 BASE
19% CABLE MODEM
7% DSL
1% ISDN CONNECTION
71% MODEM
2% DON'T KNOW

Q1: HOW OLD ARE YOU?

	Gender			Age						Gaming Commitment		
	Overall	Male	Female	12	13	14	15	16	17	Heavy Gamer	Moderate Gamer	Casual Gamer
BASE	617	342	275	183	130	73	50	52	129	245	203	169
AGE 12	30%	31%	28%	100%	0%	0%	0%	0%	0%	32%	29%	28%
AGE 13	21%	20%	23%	0%	100%	0%	0%	0%	0%	22%	22%	18%
AGE 14	12%	10%	15%	0%	0%	100%	0%	0%	0%	10%	12%	14%
AGE 15	8%	10%	6%	0%	0%	0%	100%	0%	0%	10%	8%	5%
AGE 16	8%	9%	8%	0%	0%	0%	0%	100%	0%	6%	11%	9%
AGE 17	21%	21%	20%	0%	0%	0%	0%	0%	100%	20%	18%	26%

Sample Base: Sample of online teens

Q2: GENDER

	Gender			Age						Gaming Commitment		
	Overall	Male	Female	12	13	14	15	16	17	Heavy Gamer	Moderate Gamer	Casual Gamer
BASE	617	342	275	183	130	73	50	52	129	245	203	169
BOY	55%	100%	0%	57%	52%	45%	66%	60%	57%	77%	55%	25%
GIRL	45%	0%	100%	43%	48%	55%	34%	40%	43%	23%	45%	75%

Sample Base: Sample of online teens

Q3: WHICH TYPES OF VIDEOGAME SYSTEMS DO YOU CURRENTLY HAVE IN YOUR HOME?

	Gender			Age						Gaming Commitment		
	Overall	Male	Female	12	13	14	15	16	17	Heavy Gamer	Moderate Gamer	Casual Gamer
BASE	617	342	275	183	130	73	50	52	129	245	203	169
CONSOLE VIDEOGAME SYSTEM	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
PC THAT CAN PLAY GAMES	85%	86%	83%	87%	80%	79%	82%	88%	88%	90%	84%	78%
HAND-HELD VIDEOGAME	73%	76%	70%	80%	73%	63%	72%	73%	71%	78%	73%	67%

Sample Base: Sample of online teens

Q4: WHAT TYPE OF VIDEOGAME SYSTEM DO YOU HAVE/ USE MOST OFTEN?

	Gender			Age						Gaming Commitment		
	Overall	Male	Female	12	13	14	15	16	17	Heavey Gamer	Moderate Gamer	Casual Gamer
BASE	617	342	275	183	130	73	50	52	129	245	203	169
SONY PLAYSTATION II	28%	35%	19%	26%	26%	32%	36%	35%	23%	34%	31%	15%
SONY PLAYSTATION I	24%	21%	28%	25%	21%	23%	22%	27%	26%	22%	27%	23%
NINTENDO 64	23%	21%	25%	23%	21%	25%	22%	17%	25%	15%	25%	32%
NINTENDO GAME CUBE	7%	7%	7%	5%	12%	4%	4%	6%	6%	10%	4%	6%
MICROSOFT X-BOX	5%	5%	5%	4%	5%	4%	6%	4%	6%	8%	2%	4%
NINTENDO SUPER NES	5%	4%	5%	3%	6%	8%	2%	4%	5%	4%	4%	6%
SEGA GENESIS	3%	2%	3%	2%	2%	3%	4%	2%	3%	2%	0%	5%
SEGA DREAMCAST	2%	3%	2%	3%	2%	1%	0%	2%	3%	2%	3%	2%
SEGA SATURN	0%	1%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%
OTHER	4%	2%	5%	5%	4%	0%	4%	4%	2%	2%	3%	5%
DON'T KNOW	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	1%

Sample Base: Sample of online teens

Q5: IF YOU HAD TO CHOOSE ANOTHER VIDEOGAME SYSTEM, DIFFERENT FROM THE ONE YOU CURRENTLY OWN, WHAT SYSTEM WOULD YOU CHOOSE?

	Gender			Age						Gaming Commitment		
	Overall	Male	Female	12	13	14	15	16	17	Heavy Gamer	Moderate Gamer	Casual Gamer
BASE	617	342	275	183	130	73	50	52	129	245	203	169
SONY PLAYSTATION II	33%	28%	38%	28%	32%	34%	30%	38%	36%	34%	31%	33%
MICROSOFT X-BOX	28%	37%	17%	30%	26%	23%	30%	29%	29%	30%	32%	20%
NINTENDO GAME CUBE	18%	19%	17%	25%	20%	11%	22%	10%	13%	23%	16%	15%
NINTENDO 64	4%	3%	5%	3%	7%	5%	0%	6%	2%	2%	4%	7%
SEGA DREAMCAST	3%	3%	4%	3%	4%	4%	2%	2%	5%	4%	2%	4%
SONY PLAYSTATION I	3%	2%	4%	2%	2%	7%	6%	2%	4%	3%	3%	3%
NINTENDO SUPER NES	2%	2%	3%	3%	2%	3%	0%	2%	2%	2%	2%	3%
SEGA GENESIS	1%	1%	1%	2%	0%	1%	2%	0%	2%	1%	1%	2%
SEGA SATURN	1%	1%	1%	1%	1%	0%	0%	2%	1%	0%	1%	1%
OTHER	1%	0%	1%	1%	0%	1%	0%	2%	1%	0%	0%	2%
DON'T KNOW	6%	4%	9%	3%	6%	10%	8%	8%	5%	2%	6%	11%

Sample Base: Sample of online teens

Q6.1: WHY WOULD YOU CHOOSE "SONY PLAYSTATION II"?

	Gender			Age						Gaming Commitment		
	Overall	Male	Female	12	13	14	15	16	17	Heavy Gamer	Moderate Gamer	Casual Gamer
BASE	201	97	104	52	42	25	15	20	47	83	62	56
BETTER GAMES	62%	65%	60%	65%	64%	72%	67%	40%	60%	63%	61%	63%
BETTER GRAPHICS	61%	57%	64%	58%	62%	68%	60%	45%	66%	60%	61%	61%
PLAYS DVDs	60%	60%	61%	63%	52%	56%	60%	65%	64%	57%	58%	68%
MORE GAMES	51%	57%	46%	44%	57%	56%	67%	35%	53%	60%	42%	48%
BETTER SOUND	33%	31%	35%	33%	31%	32%	33%	25%	38%	36%	29%	32%
HAS A HARD DRIVE	26%	26%	27%	21%	21%	36%	33%	30%	28%	25%	24%	30%
IT'S WHAT MY FRIENDS HAVE	25%	26%	24%	19%	26%	32%	20%	15%	32%	24%	23%	29%
BETTER ONLINE GAMES	13%	16%	10%	10%	7%	16%	13%	15%	19%	20%	6%	9%
OTHER	5%	7%	3%	8%	5%	0%	0%	10%	4%	5%	6%	4%

Sample Base: Sample of online teens

Q6.2: WHY WOULD YOU CHOOSE "MICROSOFT X-BOX"?

	Gender			Age						Gaming Commitment		
	Overall	Male	Female	12	13	14	15	16	17	Heavy Gamer	Moderate Gamer	Casual Gamer
BASE	172	126	46	54	34	17	15	15	37	73	65	34
BETTER GRAPHICS	56%	56%	59%	59%	50%	53%	60%	47%	62%	52%	58%	62%
BETTER GAMES	47%	45%	50%	46%	50%	47%	27%	40%	54%	44%	48%	50%
HAS A HARD DRIVE	40%	41%	35%	33%	44%	47%	33%	33%	46%	37%	46%	32%
PLAYS DVDs	33%	33%	33%	39%	35%	41%	27%	27%	22%	25%	40%	35%
MORE GAMES	31%	33%	28%	30%	44%	24%	53%	13%	24%	30%	38%	21%
BETTER SOUND	25%	23%	30%	30%	21%	24%	20%	7%	32%	22%	29%	24%
IT'S WHAT MY FRIENDS HAVE	24%	26%	20%	28%	26%	18%	27%	27%	19%	23%	29%	18%
BETTER ONLINE GAMES	20%	21%	17%	26%	18%	6%	33%	0%	22%	23%	17%	18%
OTHER	13%	13%	13%	11%	21%	12%	7%	13%	11%	21%	6%	9%

Sample Base: Sample of online teens

Q6.3: WHY WOULD YOU CHOOSE "NINTENDO GAME CUBE"?

	Gender			Age						Gaming Commitment		
	Overall	Male	Female	12	13	14	15	16	17	Heavy Gamer	Moderate Gamer	Casual Gamer
BASE	113	66	47	46	26	8	11	5	17	56	32	25
BETTER GAMES	70%	68%	72%	76%	65%	88%	45%	60%	71%	64%	78%	72%
MORE GAMES	48%	44%	53%	48%	54%	50%	45%	40%	41%	55%	38%	44%
BETTER GRAPHICS	42%	52%	30%	35%	35%	38%	73%	40%	59%	45%	41%	40%
IT'S WHAT MY FRIENDS HAVE	19%	21%	15%	26%	12%	25%	9%	0%	18%	18%	25%	12%
BETTER SOUND	17%	20%	13%	11%	12%	25%	9%	40%	35%	14%	19%	20%
PLAYS DVDs	17%	17%	17%	13%	19%	38%	9%	20%	18%	18%	16%	16%
HAS A HARD DRIVE	17%	18%	15%	11%	15%	50%	18%	20%	18%	16%	19%	16%
BETTER ONLINE GAMES	7%	9%	4%	7%	4%	0%	18%	20%	6%	11%	3%	4%
OTHER	19%	12%	28%	11%	27%	13%	18%	40%	24%	13%	28%	20%

Sample Base: Sample of online teens

Q7: HOW DID YOU GET YOUR CURRENT VIDEOGAME SYSTEM?

	Gender			Age						Gaming Commitment		
	Overall	Male	Female	12	13	14	15	16	17	Heavy Gamer	Moderate Gamer	Casual Gamer
BASE	617	342	275	183	130	73	50	52	129	245	203	169
GIFT FOR A BIRTHDAY, ETC.	60%	60%	60%	57%	58%	58%	60%	62%	66%	60%	62%	56%
FROM PARENTS, BUT NOT A GIFT	13%	11%	17%	15%	18%	8%	18%	13%	9%	13%	9%	19%
BOUGHT IT YOURSELF	10%	15%	3%	10%	5%	14%	10%	13%	9%	11%	11%	6%
FROM ANOTHER RELATIVE	5%	5%	5%	3%	5%	8%	2%	6%	6%	4%	5%	5%
SHARED COST WITH PARENTS	5%	5%	4%	5%	4%	5%	4%	2%	6%	5%	5%	3%
GOT IT SOME OTHER WAY	6%	4%	8%	9%	4%	4%	4%	4%	4%	4%	6%	7%
DON'T KNOW	2%	0%	4%	1%	5%	3%	2%	0%	0%	1%	1%	4%

Sample Base: Sample of online teens

Q8: IN WHAT ROOM OF THE HOUSE IS THE VIDEOGAME SYSTEM LOCATED?

	Gender			Age						Gaming Commitment		
	Overall	Male	Female	12	13	14	15	16	17	Heavy Gamer	Moderate Gamer	Casual Gamer
BASE	617	342	275	183	130	73	50	52	129	245	203	169
YOUR BEDROOM	38%	48%	25%	33%	42%	32%	34%	48%	42%	50%	34%	26%
THE FAMILY ROOM OR DEN	23%	21%	27%	26%	18%	26%	24%	19%	25%	18%	26%	28%
THE LIVING ROOM	23%	19%	28%	23%	25%	27%	26%	19%	20%	21%	23%	26%
SIBLING'S BEDROOM	7%	3%	12%	6%	7%	8%	6%	6%	7%	4%	7%	9%
YOUR PARENT'S BEDROOM	1%	0%	3%	2%	0%	3%	0%	2%	0%	0%	1%	2%
SOME OTHER ROOM	7%	9%	6%	9%	8%	4%	10%	6%	6%	7%	8%	8%
DON'T KNOW	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%

Sample Base: Sample of online teens

Q9: HOW OFTEN DO YOU PLAY VIDEOGAMES?

	Gender			Age						Gaming Commitment		
	Overall	Male	Female	12	13	14	15	16	17	Heavy Gamer	Moderate Gamer	Casual Gamer
BASE	617	342	275	183	130	73	50	52	129	245	203	169
EVERY DAY	14%	22%	5%	15%	17%	8%	18%	10%	16%	36%	0%	0%
ALMOST EVERY DAY	25%	33%	16%	28%	25%	26%	30%	19%	22%	64%	0%	0%
A FEW TIMES PER WEEK	33%	32%	33%	32%	34%	34%	34%	42%	29%	0%	100%	0%
A FEW TIMES PER MONTH	17%	9%	26%	15%	15%	16%	12%	17%	22%	0%	0%	62%
LESS THAN A FEW TIMES/MO.	6%	2%	11%	4%	5%	12%	4%	12%	5%	0%	0%	22%
ALMOST NEVER	4%	1%	9%	6%	4%	3%	2%	0%	6%	0%	0%	16%

Sample Base: Sample of online teens

Q10: HOW MANY VIDEOGAMES DO YOU OWN FOR YOUR SYSTEM?

	Gender			Age						Gaming Commitment		
	Overall	Male	Female	12	13	14	15	16	17	Heavy Gamer	Moderate Gamer	Casual Gamer
BASE	617	342	275	183	130	73	50	52	129	245	203	169
NONE/ZERO	1%	1%	1%	1%	1%	1%	2%	2%	0%	1%	1%	1%
1 TO 4	16%	13%	19%	17%	19%	18%	14%	8%	15%	15%	15%	19%
5 TO 9	31%	33%	29%	33%	30%	23%	40%	33%	30%	29%	33%	33%
10 TO 14	22%	23%	21%	19%	25%	25%	22%	19%	24%	21%	24%	22%
15 TO 19	14%	13%	14%	13%	11%	10%	14%	15%	19%	16%	13%	11%
20 TO 24	8%	8%	8%	9%	5%	12%	2%	12%	8%	9%	6%	9%
25 OR MORE	8%	8%	7%	7%	10%	11%	6%	12%	5%	10%	8%	5%

Sample Base: Sample of online teens

Q11: HOW MANY VIDEOGAMES DO YOU RENT IN A MONTH FOR YOUR SYSTEM?

	Gender			Age						Gaming Commitment		
	Overall	Male	Female	12	13	14	15	16	17	Heavy Gamer	Moderate Gamer	Casual Gamer
BASE	617	342	275	183	130	73	50	52	129	245	203	169
NONE/ZERO	49%	45%	55%	49%	49%	51%	52%	60%	43%	36%	49%	69%
1 TO 4	38%	43%	33%	39%	37%	38%	40%	23%	43%	44%	42%	26%
5 TO 9	9%	9%	8%	9%	9%	7%	4%	12%	9%	14%	6%	3%
10 TO 14	2%	3%	1%	2%	2%	4%	2%	6%	2%	3%	2%	1%
15 TO 19	1%	0%	1%	1%	2%	0%	0%	0%	1%	2%	0%	0%
20 TO 24	0%	0%	1%	1%	0%	0%	0%	0%	1%	0%	0%	1%
25 OR MORE	0%	0%	1%	0%	1%	0%	2%	0%	1%	0%	0%	1%

Sample Base: Sample of online teens

Q12: HOW DO YOU LEARN ABOUT NEW VIDEOGAMES AND SYSTEMS?

	Gender			Age						Gaming Commitment		
	Overall	Male	Female	12	13	14	15	16	17	Heavy Gamer	Moderate Gamer	Casual Gamer
BASE	617	342	275	183	130	73	50	52	129	245	203	169
YOUR FRIENDS	71%	76%	65%	73%	66%	71%	62%	73%	76%	74%	78%	58%
ADS ON TV OR ON THE RADIO	63%	62%	64%	65%	62%	60%	64%	60%	61%	65%	62%	60%
THE INTERNET	43%	50%	35%	46%	36%	51%	40%	40%	43%	49%	47%	29%
A RETAIL STORE	41%	45%	36%	44%	32%	47%	38%	44%	42%	42%	42%	37%
ADS IN NEWSPAPERS/MAG.	34%	38%	29%	33%	34%	37%	32%	33%	33%	39%	33%	26%
ARTICLES IN NEWSPAPERS/MAG.	32%	40%	23%	34%	30%	29%	26%	35%	36%	40%	32%	21%
TV OR RADIO PROGRAMS	29%	30%	27%	33%	30%	27%	22%	21%	29%	33%	27%	26%
YOUR FAMILY	26%	23%	30%	27%	31%	29%	24%	21%	20%	27%	26%	24%
DON'T KNOW	3%	2%	4%	2%	1%	1%	4%	4%	5%	1%	1%	7%

Sample Base: Sample of online teens

Q14.1: HOW MUCH TIME DO YOU SPEND DOING THE FOLLOWING ACTIVITIES COMPARED TO THE AMOUNT OF TIME YOU SPEND PLAYING VIDEOGAMES? -- 'SPEND MORE TIME ON THIS ACTIVITY THAN I SPEND PLAYING VIDEOGAMES' SUMMARY

	Gender		Age						Gaming Commitment			
	Overall	Male	Female	12	13	14	15	16	17	Heavy Gamer	Moderate Gamer	Casual Gamer
BASE	617	342	275	183	130	73	50	52	129	245	203	169
WATCHING TV	57%	48%	69%	61%	53%	58%	54%	65%	53%	32%	68%	80%
LISTENING TO MUSIC	55%	39%	76%	52%	51%	60%	52%	67%	57%	29%	64%	83%
HOMEWORK	54%	41%	71%	53%	53%	52%	52%	63%	55%	31%	63%	78%
BROWSING THE INTERNET	42%	32%	55%	42%	39%	51%	36%	46%	42%	21%	47%	67%
PLAYING SPORTS	41%	36%	48%	40%	47%	36%	30%	40%	46%	25%	43%	64%
TALKING TO FRIENDS ON PHONE	41%	20%	67%	36%	38%	45%	36%	60%	44%	17%	45%	72%
EMAIL/IM	41%	24%	61%	34%	35%	56%	26%	56%	45%	17%	42%	73%
SHOPPING	30%	8%	58%	30%	32%	36%	20%	37%	29%	10%	28%	64%
BIKING/SKATEBOARDING/BLADING	29%	27%	31%	32%	36%	22%	30%	15%	25%	17%	31%	42%
GOING TO THE MOVIES	21%	11%	35%	20%	20%	23%	14%	29%	22%	6%	18%	47%

Sample Base: Sample of online teens

Q14.2: HOW MUCH TIME DO YOU SPEND DOING THE FOLLOWING ACTIVITIES COMPARED TO THE AMOUNT OF TIME YOU SPEND PLAYING VIDEOGAMES? -- 'SPEND ABOUT THE SAME AMOUNT OF TIME' SUMMARY

	Gender			Age						Gaming Commitment		
	Overall	Male	Female	12	13	14	15	16	17	Heavy Gamer	Moderate Gamer	Casual Gamer
BASE	617	342	275	183	130	73	50	52	129	245	203	169
BROWSING THE INTERNET	34%	35%	32%	33%	31%	32%	36%	37%	38%	40%	33%	25%
WATCHING TV	32%	39%	23%	32%	37%	27%	32%	21%	36%	49%	26%	15%
LISTENING TO MUSIC	29%	36%	20%	31%	28%	27%	30%	25%	29%	45%	25%	10%
GOING TO THE MOVIES	27%	24%	30%	25%	22%	36%	26%	25%	30%	23%	27%	31%
EMAIL/IM	25%	26%	24%	25%	28%	22%	28%	21%	25%	33%	23%	15%
BIKING/SKATEBOARDING/BLADING	25%	25%	25%	28%	24%	22%	34%	25%	19%	28%	23%	22%
HOMEWORK	24%	30%	18%	26%	25%	22%	28%	19%	23%	33%	24%	12%
PLAYING SPORTS	24%	26%	22%	24%	24%	26%	40%	19%	20%	29%	25%	17%
TALKING TO FRIENDS ON PHONE	24%	28%	19%	27%	20%	22%	24%	17%	29%	31%	21%	17%
SHOPPING	20%	19%	23%	22%	20%	16%	22%	17%	21%	18%	25%	19%

Sample Base: Sample of online teens

Q14.3: HOW MUCH TIME DO YOU SPEND DOING THE FOLLOWING ACTIVITIES COMPARED TO THE AMOUNT OF TIME YOU SPEND PLAYING VIDEOGAMES? -- 'SPEND MORE TIME PLAYING VIDEOGAMES THAN I SPEND ON THIS ACTIVITY' SUMMARY

	Gender			Age						Gaming Commitment		
	Overall	Male	Female	12	13	14	15	16	17	Heavy Gamer	Moderate Gamer	Casual Gamer
BASE	617	342	275	183	130	73	50	52	129	245	203	169
GOING TO THE MOVIES	52%	65%	36%	55%	58%	41%	60%	46%	47%	71%	55%	22%
SHOPPING	49%	73%	20%	48%	48%	48%	58%	46%	50%	72%	48%	17%
BIKING/SKATEBOARDING/BLADING	47%	49%	44%	40%	40%	56%	36%	60%	56%	55%	46%	36%
EMAIL/IM	35%	50%	16%	41%	37%	22%	46%	23%	30%	50%	34%	12%
TALKING TO FRIENDS ON PHONE	35%	51%	14%	37%	42%	33%	40%	23%	27%	51%	34%	11%
PLAYING SPORTS	34%	38%	29%	36%	29%	38%	30%	40%	34%	46%	33%	19%
BROWSING THE INTERNET	24%	33%	13%	26%	30%	18%	28%	17%	20%	39%	20%	8%
HOMEWORK	21%	30%	11%	21%	22%	26%	20%	17%	22%	36%	13%	11%
LISTING TO MUSIC	16%	25%	5%	17%	21%	12%	18%	8%	14%	27%	11%	7%
WATCHING TV	11%	13%	8%	7%	10%	15%	14%	13%	12%	19%	6%	4%

Sample Base: Sample of online teens

Q15: HOW INTERESTED ARE YOU IN PLAYING VIDEOGAMES ONLINE WITH YOUR CONSOLE DURING THE NEXT YEAR?

	Gender			Age						Gaming Commitment		
	Overall	Male	Female	12	13	14	15	16	17	Heavy Gamer	Moderate Gamer	Casual Gamer
BASE	617	342	275	183	130	73	50	52	129	245	203	169
TOP 2 BOX (NET)	59%	71%	44%	62%	64%	60%	62%	52%	52%	77%	66%	25%
VERY INTERESTED	34%	43%	22%	37%	34%	34%	28%	35%	32%	51%	33%	10%
SOMEWHAT INTERESTED	25%	28%	22%	25%	30%	26%	34%	17%	20%	26%	33%	15%
MAYBE INTERESTED, MAYBE NOT INTERES	22%	17%	28%	24%	18%	18%	28%	21%	22%	16%	21%	31%
BOTTOM 2 BOX (NET)	19%	12%	28%	14%	18%	22%	10%	27%	26%	7%	13%	44%
NOT THAT INTERESTED	14%	8%	21%	10%	14%	12%	8%	25%	17%	4%	11%	31%
NOT AT ALL INTERESTED	6%	4%	7%	4%	4%	10%	2%	2%	9%	3%	2%	12%

Sample Base: Sample of online teens

Q16: IF YOU HAD TO CHOOSE BETWEEN THE FOLLOWING TWO PRODUCTS, WHICH WOULD YOU CHOOSE?

	Gender			Age						Gaming Commitment		
	Overall	Male	Female	12	13	14	15	16	17	Heavy Gamer	Moderate Gamer	Casual Gamer
BASE	617	342	275	183	130	73	50	52	129	245	203	169
A PORTABLE MP3 PLAYER	31%	18%	49%	34%	31%	32%	30%	35%	27%	16%	31%	54%
A VIDEOGAME SYSTEM	69%	82%	51%	66%	69%	68%	70%	65%	73%	84%	69%	46%

Sample Base: Sample of online teens

Q17: IF YOU HAD TO CHOOSE BETWEEN THE FOLLOWING TWO PRODUCTS, WHICH WOULD YOU CHOOSE?

	Gender			Age						Gaming Commitment		
	Overall	Male	Female	12	13	14	15	16	17	Heavy Gamer	Moderate Gamer	Casual Gamer
BASE	617	342	275	183	130	73	50	52	129	245	203	169
A VIDEOGAME SYSTEM	55%	70%	36%	57%	63%	48%	58%	40%	50%	77%	52%	25%
A DVD PLAYER	45%	30%	64%	43%	37%	52%	42%	60%	50%	23%	48%	75%

Sample Base: Sample of online teens

Q18: DO YOU WORK AT A PART-TIME JOB OUTSIDE OF SCHOOL AND HOME?

	Gender			Age						Gaming Commitment		
	Overall	Male	Female	12	13	14	15	16	17	Heavy Gamer	Moderate Gamer	Casual Gamer
BASE	617	342	275	183	130	73	50	52	129	245	203	169
YES	28%	29%	27%	21%	14%	42%	10%	60%	37%	22%	31%	31%
NO	72%	71%	73%	79%	86%	58%	90%	40%	63%	78%	69%	69%

Sample Base: Sample of online teens

Q19: NOT INCLUDING ANY MONEY YOU EARN FROM A PART-TIME JOB, HOW MUCH MONEY DO YOU GET FOR AN ALLOWANCE?

	Gender			Age						Gaming Commitment		
	Overall	Male	Female	12	13	14	15	16	17	Heavy Gamer	Moderate Gamer	Casual Gamer
BASE	617	342	275	183	130	73	50	52	129	245	203	169
I DON'T GET AN ALLOWANCE (\$0)	45%	43%	47%	42%	39%	47%	52%	60%	45%	40%	47%	49%
\$1 - \$5	18%	20%	15%	21%	25%	12%	20%	4%	14%	20%	16%	17%
\$6 - \$10	19%	19%	20%	21%	22%	16%	10%	15%	22%	19%	19%	21%
\$11 - \$15	7%	8%	5%	9%	5%	4%	8%	4%	8%	7%	9%	5%
\$16 - \$20	6%	6%	8%	5%	5%	14%	6%	6%	6%	7%	6%	5%
\$21 - \$25	2%	2%	3%	2%	3%	3%	2%	4%	2%	3%	0%	4%
MORE THAN \$25	2%	2%	2%	1%	1%	4%	2%	8%	2%	4%	2%	0%

Sample Base: Sample of online teens

Q20: WHAT GRADE ARE YOU CURRENTLY IN?

	Gender			Age						Gaming Commitment		
	Overall	Male	Female	12	13	14	15	16	17	Heavy Gamer	Moderate Gamer	Casual Gamer
BASE	617	342	275	183	130	73	50	52	129	245	203	169
6TH GRADE	12%	12%	13%	42%	0%	0%	0%	0%	0%	13%	10%	14%
7TH GRADE	21%	23%	18%	58%	18%	0%	0%	0%	0%	24%	23%	15%
8TH GRADE	24%	19%	31%	0%	82%	62%	0%	0%	0%	22%	25%	27%
9TH GRADE	9%	10%	7%	0%	1%	38%	52%	0%	0%	11%	9%	6%
10TH GRADE	9%	10%	7%	0%	0%	0%	48%	56%	0%	8%	11%	7%
11TH GRADE	11%	11%	9%	0%	0%	0%	0%	40%	34%	13%	8%	10%
12TH GRADE	3%	3%	3%	0%	0%	0%	0%	2%	13%	2%	4%	2%
GRADUATED FROM HS	11%	11%	11%	0%	0%	0%	0%	2%	53%	8%	10%	18%

Sample Base: Sample of online teens

Q21: ETHNICITY

	Gender			Age						Gaming Commitment		
	Overall	Male	Female	12	13	14	15	16	17	Heavy Gamer	Moderate Gamer	Casual Gamer
BASE	617	342	275	183	130	73	50	52	129	245	203	169
CAUCASIAN	86%	87%	84%	86%	89%	81%	86%	83%	86%	84%	85%	88%
HISPANIC	5%	4%	5%	3%	6%	3%	2%	8%	5%	6%	4%	2%
AFRICAN AMERICAN	3%	3%	4%	4%	1%	5%	4%	6%	2%	4%	4%	1%
ASIAN OR PACIFIC ISLANDER	2%	1%	2%	2%	1%	4%	4%	0%	0%	1%	1%	3%
AMERICAN INDIAN	1%	1%	1%	0%	1%	3%	0%	0%	2%	1%	1%	1%
NATIVE HAWAIIAN	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%
OTHER	1%	1%	1%	2%	1%	0%	0%	0%	2%	1%	1%	2%
REFUSED	1%	0%	1%	1%	1%	0%	2%	0%	1%	1%	0%	1%
DON'T KNOW	2%	3%	2%	2%	1%	4%	2%	4%	2%	1%	3%	3%

Sample Base: Sample of online teens

Q22: GEOGRAPHIC REGION

	Gender			Age						Gaming Commitment		
	Overall	Male	Female	12	13	14	15	16	17	Heavy Gamer	Moderate Gamer	Casual Gamer
BASE	617	342	275	183	130	73	50	52	129	245	203	169
NORTHEAST	21%	23%	19%	19%	22%	34%	22%	33%	12%	20%	25%	19%
MIDWEST	28%	28%	29%	31%	30%	27%	26%	35%	22%	27%	29%	31%
SOUTH	28%	25%	32%	30%	38%	25%	42%	17%	17%	32%	24%	28%
WEST	14%	15%	13%	19%	9%	10%	8%	12%	16%	13%	14%	15%
DON'T KNOW	8%	9%	7%	1%	1%	4%	2%	4%	33%	8%	9%	7%

Sample Base: Sample of online teens

Q23: INTERNET ACCESS

	Gender			Age						Gaming Commitment		
	Overall	Male	Female	12	13	14	15	16	17	Heavy Gamer	Moderate Gamer	Casual Gamer
BASE	617	342	275	183	130	73	50	52	129	245	203	169
CABLE MODEM	19%	18%	21%	21%	22%	14%	16%	10%	22%	20%	18%	20%
DSL	7%	7%	7%	8%	3%	8%	2%	8%	11%	5%	6%	11%
ISDN CONNECTION	1%	2%	0%	1%	2%	1%	2%	0%	1%	2%	0%	1%
MODEM	71%	72%	70%	69%	73%	73%	78%	79%	66%	72%	73%	67%
DON'T KNOW	2%	2%	1%	1%	1%	4%	2%	4%	1%	1%	2%	2%

Sample Base: Sample of online teens