TOKYO GAME SHOW 2001 AUTUMN

Visitors Survey Report

November, 2001

COMPUTER ENTERTAINMENT SOFTWARE ASSOCIATION

Contents

Survey Design

1 Aim :　　　　To obtain data useful for CESA members in mapping out their marketing strategies, by identifying the basic characteristics of visitors (game users) to Tokyo Game Show 2001 Autumn (hereafter, TGS 2001 Autumn) organized by CESA and obtaining information about the consoles and games the visitors currently use.

2 Subjects :　　Individuals of both genders between the ages of 10 and 49, who visited TGS 2001 Autumn.
　　　　　　　　The past visitors survey reports set their upper age-range limit at 39 but this report extended its upper age-range limit to 49.

3 Method :　　A survey using questionnaires filled out by the respondents themselves, conducted at three booths located within the venue of TGS 2001 Autumn.
　　　　　　　　Refer to P.34 for the locations of the booths.

4 Date :　　　Sunday, October 14, 2001　　10　00　　17　00

5 Visitor turnout :

	Total Number of Visitors (persons)	No. of Samples Collected	No. of Effective Samples
Oct. 12　Fri.	31,975		
Oct. 13　Sat.	48,059		
Oct. 14　Sun.	49,592	1,180	1,128
Total	129,626	1,180	1,128

Business hours on October 12 (Fri.) were extended until 12:30.

Outline of the past 10 exhibitions.	Date	No. of Visitors (Total of 3 days)
'96	Aug. 22 (Thu.)　24 (Sat.) '96 at Tokyo Big Site	109,649
'97 Spring	Apr. 4 (Fri.)　6 (Sun.) '97 at Tokyo Big Site	121,172
'97 Autumn	Sep. 5 (Fri.)　7 (Sun.) '97 at Makuhari Messe	140,630
'98 Spring	Mar. 20 (Fri.)　22 (Sun.) '98 at Makuhari Messe	147,193
'98 Autumn	Oct. 9 (Fri.)　11 (Sun.) '98 at Makuhari Messe	156,455
'99 Spring	Mar. 19 (Fri.)　21 (Sun.) '99 at Makuhari Messe	163,448
'99 Autumn	Sep. 17 (Fri.)　19 (Sun.) '99 at Makuhari Messe	163,866
2000 Spring	Mar. 31 (Fri.)　Apr. 2 (Sun.) 2000 at Makuhari Messe	131,708
2000 Autumn	Sep. 22 (Fri.)　24 (Sun.) 2000 at Makuhari Messe	137,400
2001 Spring	Mar. 30 (Fri.)　Apr. 1 (Sun.) 2001 at Makuhari Messe	118,080

6 Analytical method :　Cross-analysis mainly focusing on the characteristics of the subjects and how often they play videogames. It needs to be reminded that each survey result does not necessarily represent the trends of the general public since these surveys target visitors to TGS, which is more likely to attract hard-core users. In addition, regarding the regular survey items such as the visitors' basic characteristics, the results cannot be simply compared with those of TGS 2001 Spring and TGS 2000 Autumn (the two most recent preceding shows) because they dealt with different age spectrums: the TGS 2001 Spring targeted visitors between the ages of 10 and 39, and TGS 2000 Autumn targeted visitors between 5 and 39.

7 Organizations involved in this survey : Implemented by: CESA
　　　　　　　　　　　　　　　　　　Planned by: NIPPON TELENET CORPORATION
　　　　　　　　　　　　　　　　　　Survey data collection/evaluation by: Marketing Research, inc. Osaka

I.Tokyo Game Show 2001 Autumn Visitors Survey/Visitors' Characteristics

1. Gender

	No. of Samples (persons)	Male	Female
2001 Autumn Total	1,128	81.8	18.2
Ref. 2001 Spring Total	1,042	80.3	19.7
Ref. 2000 Autumn Total	1,008	79.5	20.5

Unit %

2. Age

	No. of Samples (person)	years old	years old	years old	years old	years old	years old	years old	Average yrs.old
2001 Autumn Total	1,128	6.7	14.3	21.3	23.8	17.2	12.6	4.1	22.1
Gender Male	923	6.4	15.2	21.7	24.2	17.8	10.8	3.9	21.7
Gender Female	205	8.3	10.2	19.5	22.0	14.6	20.5	4.9	23.6
Ref. 2001 Spring Total	1,042	6.6	22.0	20.4	24.4	15.5	11.1		20.4

Unit %

The TGS 2001 Spring survey targeted all ages up to 39. The data for TGS 2000 Autumn has been omitted as it targeted a different age spectrum of 5 to 39.

The overall proportion of male visitors was as high as 80%. In contrast, the proportion of female visitors continues to decline with each show.

In comparison with the previous survey results, the proportion of junior high schoolers between the ages of 13 and 15 who visited the show decreased. Starting from this survey, the age group of 40 to 49 has been added, which recorded the lowest proportion of visitors.

3. Residential area

	No. of Samples (persons)	Within Tokyo's 23 wards	Tokyo area: outside of its 23 wards	Kanagawa	Saitama	Chiba	Ibaraki	Other prefectures
2001 Autumn Total	1,128	23.5	9.0	15.2	14.3	24.5	4.1	9.4
2001 Spring Total (Ref.)	1,042	26.7	6.5	11.7	10.9	28.4	5.0	10.8
2000 Autumn Total (Ref.)	1,008	26.4	7.3	10.5	12.1	32.3	3.7	7.7

Unit %

4. Occupation

		No. of Samples (persons)	Elementary school student	Junior high school student	Senior high school student	Junior-college, vocational school student/awaiting entry to	College graduate student	Office worker/ self-employed	Housewife	Unemployed /others
	2001 Autumn Total	1,128	6.1	12.0	20.0	3.8	12.1	32.9	3.8	9.3
Users classification by frequency of game play	Heavy user	623	9.5	14.5	25.1	4.0	11.5	24.3	2.5	8.6
	Middle user	325	4.2	12.1	20.4	4.2	11.5	34.9	3.0	9.7
	Light user	94	4.4	7.1	10.2	2.7	14.7	43.6	8.0	9.3
Ref.	2001 Spring Total	1,042	5.9	15.4	23.8	4.5	10.0	28.5	2.8	9.1
	2000 Autumn Total	1,008	15.5	23.5	16.2	4.4	8.4	22.1	5.1	4.8

Unit %

No big changes were seen in the breakdown of residential areas of visitors, showing similar trends to past results.

The proportion of visitors who are students tends to be declining on the whole while the proportion of adult

CESA regards visitors to Tokyo Game Show as "game users", who are classified into three groups depending on how often they play videogames and are defined as follows. The same definition has been applied to past visitor surveys.

Users classification by frequency of game play

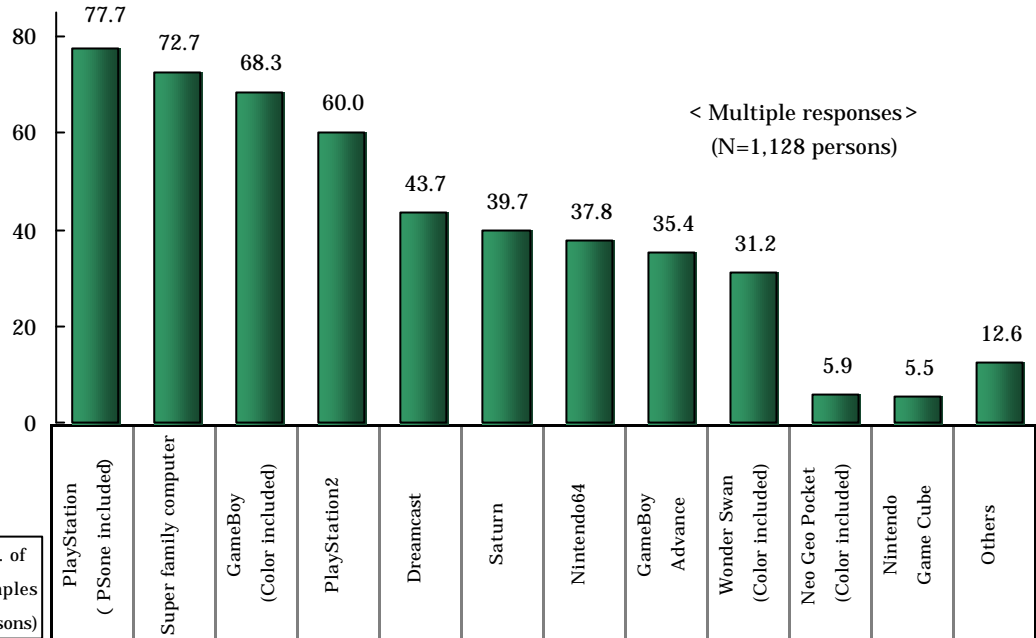Heavy users…play games almost everyday   Middle users…play games 2-5 days a week   Light users…play games one day a week or less

.Consoles and games currently used by respondents

1. Hardware owned by respondents

Unit %

Multiple responses
(N=1,128 persons)

	No. of Samples (persons)	PlayStation PSone included	Super family computer	GameBoy (Color included)	PlayStation2	Dreamcast	Saturn	Nintendo64	GameBoy Advance	Wonder Swan (Color included)	Neo Geo Pocket (Color included)	Nintendo Game Cube	Others
2001 Autumn Total	1,128	77.7	72.7	68.3	60.0	43.7	39.7	37.8	35.4	31.2	5.9	5.5	12.6
Male	923	77.9	73.6	67.1	61.6	47.0	41.7	37.7	34.7	31.2	6.3	6.3	13.0
yeas old	59	84.7	84.7	94.9	44.1	13.6	25.4	78.0	64.4	33.9	0.0	8.5	3.4
years old	140	84.3	87.1	89.3	60.7	36.4	22.9	55.0	44.3	35.7	6.4	7.9	12.1
yeas old	200	82.0	85.5	80.0	68.0	52.0	40.5	34.5	29.5	34.0	6.5	6.0	14.0
years old	224	79.5	71.0	57.6	62.9	55.4	53.6	27.2	29.9	32.6	6.3	4.9	13.4
years old	164	72.6	60.4	49.4	62.2	59.1	53.7	28.7	28.7	31.1	8.5	6.1	20.7
years old	100	71.0	56.0	43.0	60.0	43.0	43.0	28.0	35.0	20.0	7.0	5.0	8.0
years old	36	52.8	61.1	69.4	52.8	19.4	16.7	55.6	33.3	16.7	2.8	11.1	2.8
Female	205	76.6	68.8	73.7	52.7	28.8	30.7	38.0	38.5	31.2	4.4	2.0	10.7
years old	17	70.6	58.8	82.4	47.1	11.8	11.8	64.7	17.6	17.6	0.0	5.9	11.8
years old	21	90.5	81.0	90.5	38.1	14.3	14.3	42.9	33.3	19.0	0.0	0.0	9.5
years old	40	85.0	67.5	67.5	57.5	22.5	20.0	30.0	20.0	30.0	7.5	2.5	5.0
years old	45	75.6	75.6	60.0	53.3	48.9	51.1	22.2	44.4	44.4	2.2	0.0	17.8
years old	30	66.7	63.3	66.7	63.3	43.3	46.7	20.0	43.3	36.7	0.0	3.3	13.3
years old	42	76.2	66.7	85.7	52.4	21.4	31.0	54.8	50.0	26.2	11.9	2.4	9.5
years old	10	60.0	60.0	80.0	40.0	10.0	0.0	70.0	70.0	30.0	0.0	0.0	0.0
2001 Spring Total	1,042	73.5	77.0	75.6	50.3	38.9	42.0	41.4	18.4	32.1	7.5	-	6.7
2000 Autumn Total	1,008	81.9	75.4	79.2	40.4	26.4	36.7	43.0	-	-	6.2	-	17.3

Gender/Age

Ref.

Unit %

* Although the order of the top 3 hardware units owned by respondents has been shuffled, their types remain the same. Only "PlayStation (PSone)" showed growth and came in first.

*Other consoles which have   steadily grown in number since the last survey were "PlayStation 2" and "GameBoy Advance", each with an increase of 10 points. "Dreamcast" rose by about 5 points.

* The possession rate of "Nintendo GameCube" reached 5.5% about one month after its release.

2. Number of software units for PlayStation 2 owned
Among respondents who hold a PlayStation 2 console

	No.of samples (persons)	0 unit	1・2 units	3・4 units	5・6 units	7・10 units	11・15 units	16・20 units	21 units and more	Unidentified		
2001 Autumn All owners of PlayStation 2	677	2.4	21.1	22.7	21.3	17.1	6.6	3.2	2.5		3.1	

Unit ％

Average number of software units owned

Unit units

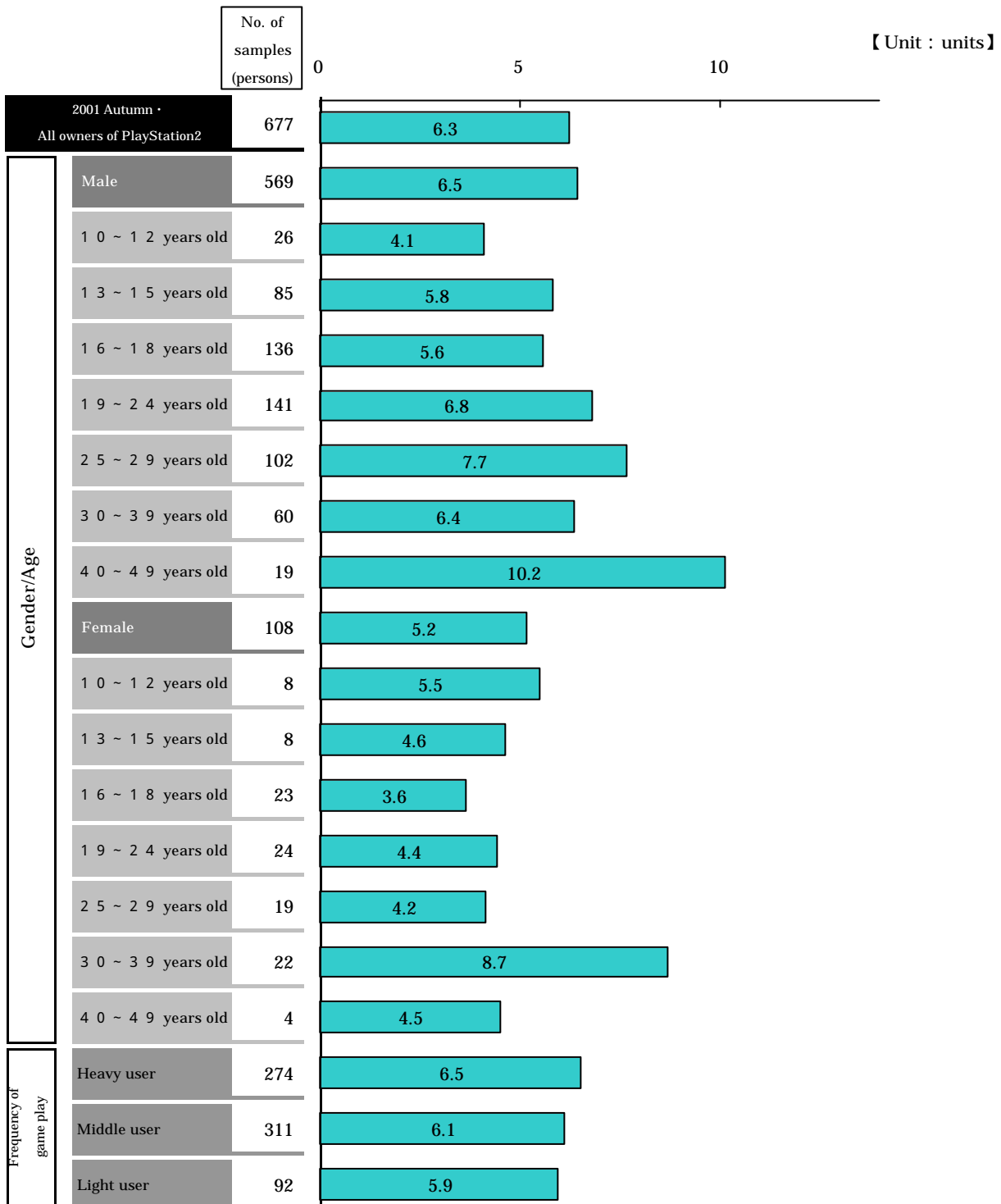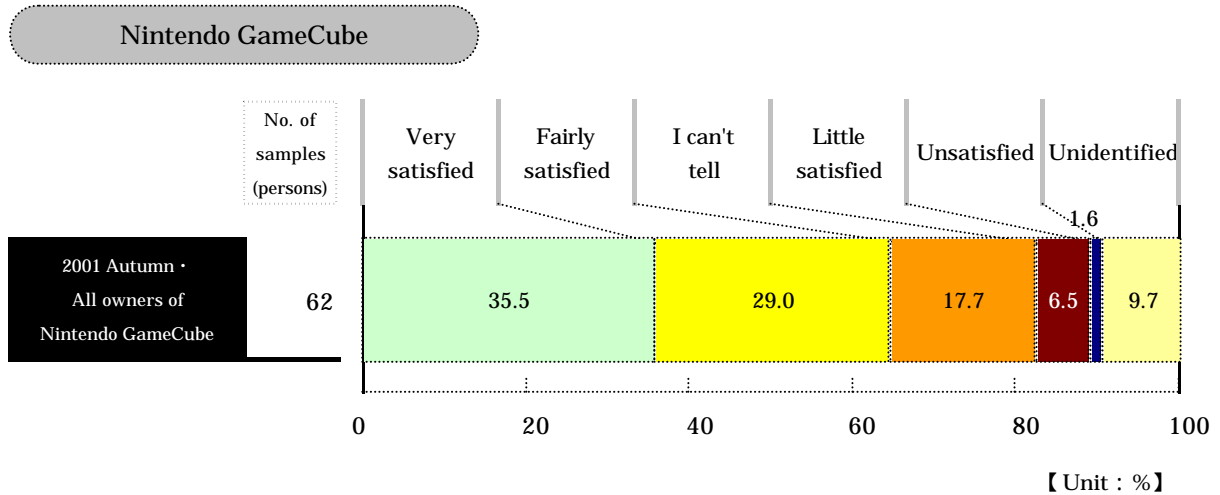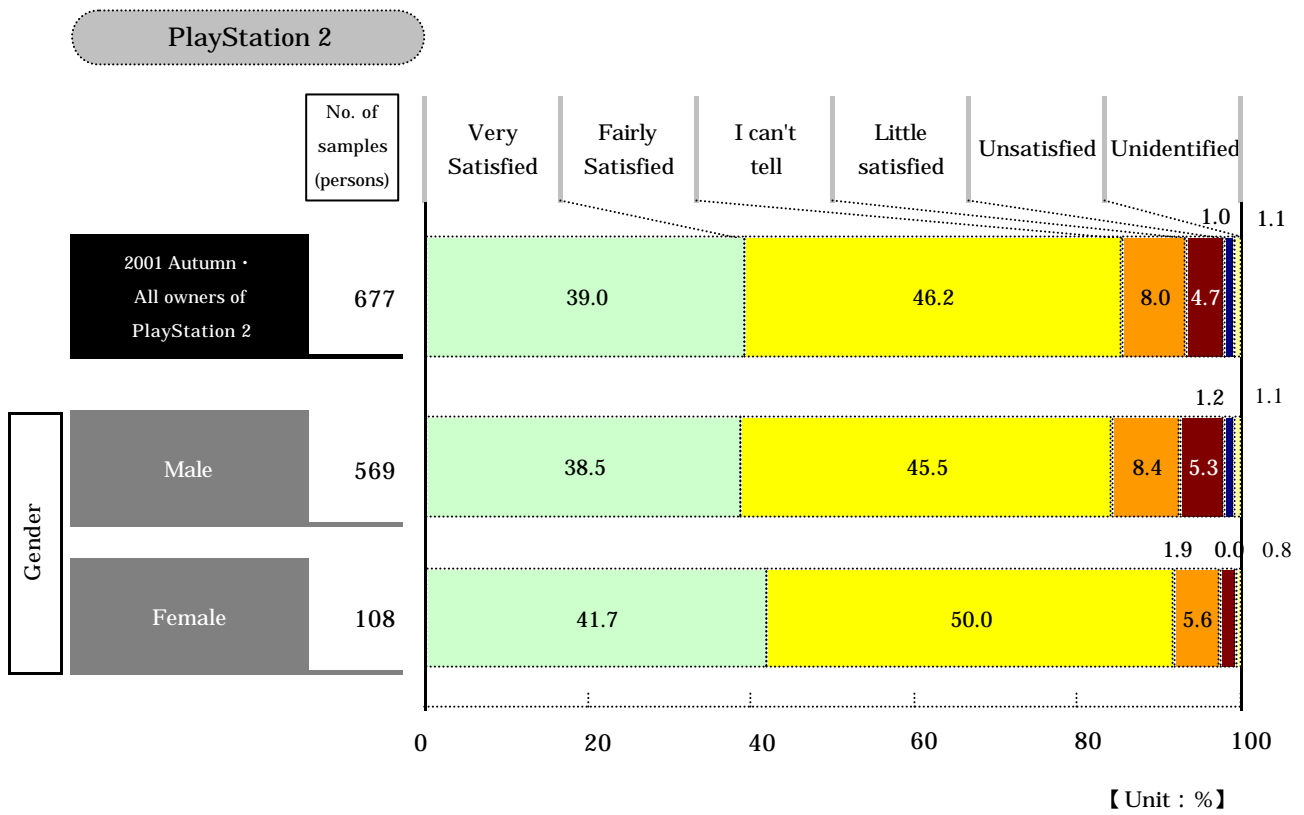|		No. of samples (persons)	Average number
	2001 Autumn All owners of PlayStation2	677	6.3
Gender/Age	Male	569	6.5
	years old	26	4.1
	years old	85	5.8
	years old	136	5.6
	years old	141	6.8
	years old	102	7.7
	years old	60	6.4
	years old	19	10.2
	Female	108	5.2
	years old	8	5.5
	years old	8	4.6
	years old	23	3.6
	years old	24	4.4
	years old	19	4.2
	years old	22	8.7
	years old	4	4.5
Frequency of game play	Heavy user	274	6.5
	Middle user	311	6.1
	Light user	92	5.9

Nearly 70% of the respondents own 6 software units or less, and the average number of software units in possession on the whole was 6.3 units.

3. Level of satisfaction with PlayStation 2 / Nintendo GameCube
Among holders of each game machine

PlayStation 2

	No. of samples (persons)	Very Satisfied	Fairly Satisfied	I can't tell	Little satisfied	Unsatisfied	Unidentified

	No. of samples	Very Satisfied	Fairly Satisfied	I can't tell	Little satisfied	Unsatisfied	Unidentified		
2001 Autumn All owners of PlayStation 2	677	39.0	46.2			8.0	4.7	1.0	1.1
Gender Male	569	38.5	45.5			8.4	5.3	1.2	1.1
Gender Female	108	41.7	50.0			5.6		1.9 0.0	0.8

Unit %

Nintendo GameCube

	No. of samples (persons)	Very satisfied	Fairly satisfied	I can't tell	Little satisfied	Unsatisfied	Unidentified
2001 Autumn All owners of Nintendo GameCube	62	35.5	29.0	17.7	6.5	1.6	9.7

Unit %

More than 80% said they were satisfied with PlayStation 2 as a game machine ("very satisfied" + "fairly satisfied"), and the female group showed stronger satisfaction.

The level of satisfaction ("very satisfied" + "fairly satisfied") with Nintendo GameCube was 60% strong.

4. Hardware respondents wished to purchase

Unit　%

Multiple responses
(N=1,128 persons)
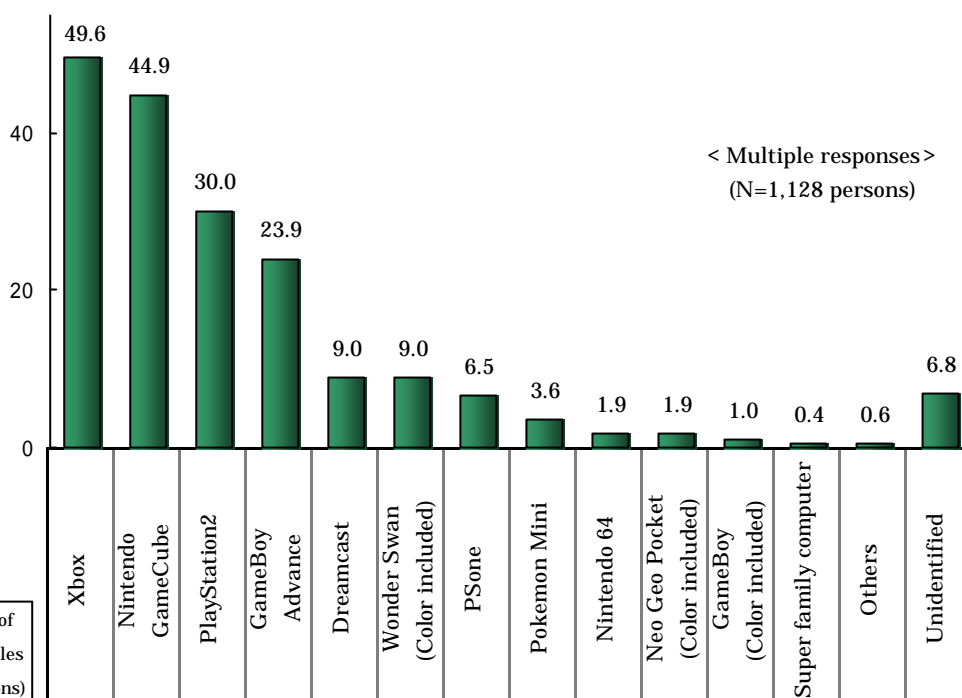
	No. of samples (persons)	Xbox	Nintendo GameCube	PlayStation2	GameBoy Advance	Dreamcast	Wonder Swan (Color included)	PSone	Pokemon Mini	Nintendo 64	Neo Geo Pocket (Color included)	GameBoy (Color included)	Super family computer	Others	Unidentified
2001 Autumn　Total	1,128	49.6	44.9	30.0	23.9	9.0	9.0	6.5	3.6	1.9	1.9	1.0	0.4	0.6	6.8
Male	923	54.1	44.4	28.5	23.3	9.0	6.7	6.2	2.7	1.7	1.7	0.8	0.2	0.8	6.1
years old	59	42.4	72.9	30.5	16.9	10.2	13.6	6.8	5.1	1.7	3.4	0.0	0.0	0.0	3.4
years old	140	61.4	53.6	31.4	31.4	15.7	5.7	8.6	5.7	1.4	2.1	0.7	0.0	0.7	1.4
years old	200	51.5	42.0	24.5	33.5	13.0	9.5	13.0	3.0	2.0	3.0	0.5	0.5	0.0	5.5
years old	224	52.7	37.9	30.4	24.1	6.3	8.0	4.0	2.2	2.2	1.3	0.4	0.0	0.4	6.3
years old	164	61.0	39.6	27.4	18.3	6.7	3.0	1.8	1.8	2.4	1.2	0.6	0.6	3.0	9.1
years old	100	50.0	45.0	28.0	9.0	3.0	3.0	3.0	0.0	0.0	0.0	3.0	0.0	0.0	8.0
years old	36	47.2	36.1	30.6	2.8	2.8	2.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.1
Female	205	29.3	47.3	36.6	26.8	8.8	19.0	7.8	7.8	2.4	2.4	2.0	1.0	0.0	10.2
years old	17	35.3	47.1	23.5	41.2	17.6	29.4	0.0	5.9	0.0	0.0	0.0	0.0	0.0	11.8
years old	21	28.6	57.1	61.9	42.9	19.0	23.8	14.3	0.0	0.0	4.8	0.0	0.0	0.0	0.0
years old	40	25.0	37.5	40.0	35.0	7.5	35.0	2.5	2.5	2.5	2.5	2.5	0.0	0.0	7.5
years old	45	35.6	44.4	40.0	28.9	8.9	8.9	11.1	13.3	4.4	0.0	2.2	2.2	0.0	13.3
years old	30	16.7	43.3	20.0	26.7	10.0	10.0	6.7	16.7	6.7	3.3	3.3	3.3	0.0	16.7
years old	42	38.1	57.1	33.3	9.5	2.4	16.7	11.9	7.1	0.0	4.8	2.4	0.0	0.0	4.8
years old	10	10.0	50.0	40.0	0.0	0.0	10.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	30.0
2001 Spring　Total	1,042	39.5	22.2	39.6	45.5	12.4	14.5	6.7	0.0	6.0	2.1	1.2	0.0	1.0	6.1

Gender/Age

Ref.

Unit　%

Note) The data for the TGS 2000 Autumn has been omitted, for which the subjects were required to name software they wanted to purchase in order from most wanted to third most wanted.

The new type machines such as "Xbox" and "Nintendo GameCube" came in first and second with high rates as desired purchases. No big difference was seen between genders in such rates for "Nintendo GameCube" while the male group showed a strong desire to purchase "Xbox".

5. Intention to purchase from the three console types
Among non-holders of game machines

PlayStation 2

	No. of samples (persons)	I want it very much	I want it fairly well	I can't tell	I don't really want it	I don't want it	Unidentified
2001 Autumn Non-holders of PlayStation 2	451	43.9	29.0	11.5		2.9	4.0	8.7
Gender — Male	354	41.0	31.1	11.3	3.4	5.	8.1
Gender — Female	97	54.6	21.6	12.4	1.0	0.0	10.4

Unit %

Nintendo GameCube

	No. of samples (persons)	I want it very much	I want it fairly well	I can't tell	I don't really want it	I don't want it	Unidentified
2001 Autumn Non-holders of Nintendo GameCube	1,066	17.4	23.8	25.0	13.7	8.5	11.6
Gender — Male	865	17.2	23.6	24.7	14.2	8.8	11.5
Gender — Female	201	18.4	24.9	26.4	11.4	7.5	11.4

Unit %

Xbox

	No. of samples (persons)	I want it very much	I want it fairly well	I can't tell	I don't really want it	I don't want it	Unidentified
2001 Autumn Total	1,128	21.1	26.2	26.0	8.4	8.3	10.0
Gender — Male	923	22.9	27.1	24.7	8.1	7.5	9.7
Gender — Female	205	13.2	22.0	31.7	9.8	12.2	11.1

Unit %

Because "Xbox" had not yet been released at the time of this survey, all respondents were targeted.

Among the three types, "PlayStation 2" ranked highest for number of respondents who wished to purchase it, followed by "Xbox" and "Nintendo GameCube".

< Reasons why a particular machine was desired for purchase >

PlayStation 2

Major answers are listed

I want it very (fairy) much	I don't really want it/I can't tell
< About machine functionality >	**< About machine functionality >**
- The graphics are impressive	- It's not powerful enough
- The images are realistic and thrilling	- It runs slowly
- Connection to the Internet is attractive	- It's too realistic and makes me feel sick
- It can also run PS software	**< Others >**
- The controller is easy to use	- It doesn't have much software that I want to play
< About software >	- A lot of games take an annoyingly long time to load
- There is a wide range of software for the console	- I am satisfied with PS
- It runs software I want or expect to be good	- Because I can watch DVDs on my PC
Titles actually named: Final Fantasy series	- Everyone owns one
GUNDAM series TORO TO KYUJITSU	
Onimusha 2 Parappa the Rapper 2 etc	
< Others >	
- It is currently the most popular and well known	
- I like Sony products	
- I am the only one who does not own one	

Nintendo GameCube

I want it very (fairy) much	I don't really want it/I can't tell
< About machine functionality >	**< About machine functionality >**
- It's compact and light	- It doesn't run DVDs
- 4 people can play on it	- The color variations are limited
- It's interlocking function with GBA seems interesting	- The controller is not easy to use
- The graphics are impressive and realistic	- I feel queasy from the effect of the 3D graphics
< About software >	**< About software >**
- It runs software I want or expect to be good	- There is no software that interests me. It all looks boring
Titles actually named:	- It is oriented mainly to children and families
Super Smash Bros.DX Pikmin	- All the machines are pretty poor except for Nintendo's
Luigi's Mansion Mario series	- It doesn't have enough RPG and SLG games
Animal Forest etc	**< Others >**
< Others >	- I'm satisfied with PS2
- Nintendo always meets our expectations	- N64 did not live up to my expectations
- My child wants to have one	- The price is high
- I'm looking forward to Q in the Matsushita version	

Xbox

| I want it very (fairy) much	I don't really want it/I can't tell
< About machine functionality >	**< About machine functionality >**
- It has a lot of processing power and strong capabilities	- It's too large
- The graphics are impressive, realistic and three-dimensional	- The design is not good – it looks really strange
- It's able to convey the sensation of speed	- There is little information about its functions
- I'm looking forward to its compatibility with PCs	**< About software >**
- It has a lot of usages other than gaming	- There is no software that interests me
< About software >	- The images have become more sophisticated but the games
- It runs software I want	themselves have changed little
- I tried playing it here and found it interesting	- The products are always Western oriented
Titles actually named:	**< Others >**
DEAD OR ALIVE 3 MURAKUMO	- PS2 looks better
Jet Set Radio Future HALO etc	- The price seems high
< Others >	- I don't think it will be popular in Japan/ It doesn't suit Japanese
- I want to experience overseas technology	tastes.
- I want to collect all of the hardware units	
- New games might be brought out	

6. Intention to purchase Nintendo GameCube
Information regarding the general group who intend to purchase Nintendo GameCube

Season to purchase

Unit　%

(N=507 persons)
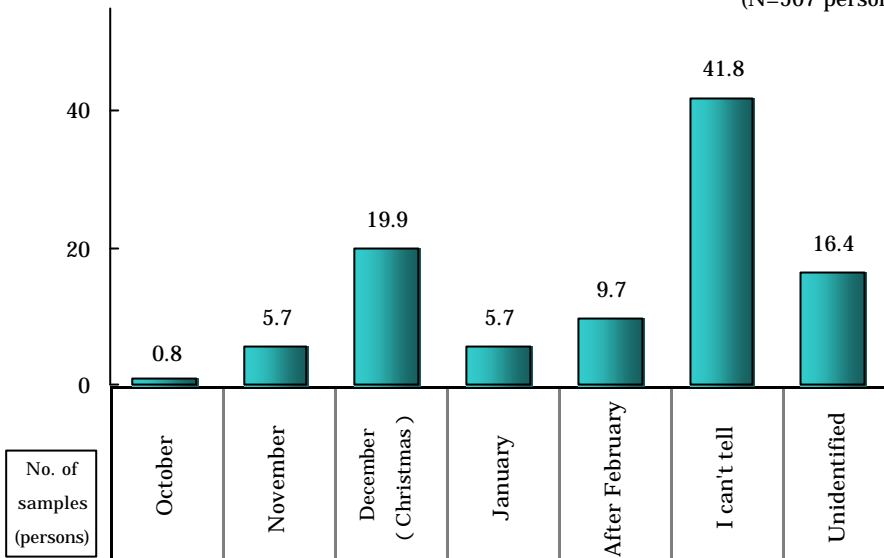
	No. of samples (persons)	October	November	December Christmas	January	After February	I can't tell	Unidentified
2001Autumn those who intend to purchase	507	0.8	5.7	19.9	5.7	9.7	41.8	16.4
Gender/Age								
Male	410	1.0	6.1	18.8	5.9	11.2	41.2	15.8
years old	43	4.7	4.7	41.9	7.0	0.0	30.2	11.5
years old	75	1.3	8.0	16.0	5.3	9.3	44.0	16.1
years old	84	0.0	7.1	17.9	7.1	11.9	42.9	13.1
years old	85	0.0	3.5	7.1	4.7	9.4	50.6	24.7
years old	65	0.0	1.5	15.4	6.2	20.0	44.6	12.3
years old	45	2.2	15.6	26.7	2.2	11.1	26.7	15.5
years old	13	0.0	0.0	30.8	15.4	23.1	23.1	7.6
Female	97	0.0	4.1	24.7	5.2	3.1	44.3	18.6
years old	8	0.0	25.0	25.0	0.0	0.0	25.0	25.0
years old	12	0.0	0.0	16.7	0.0	0.0	41.7	41.6
years old	15	0.0	0.0	0.0	6.7	13.3	53.3	26.7
years old	20	0.0	5.0	20.0	10.0	0.0	40.0	25.0
years old	13	0.0	0.0	38.5	7.7	0.0	53.8	0.0
years old	24	0.0	4.2	37.5	4.2	4.2	45.8	4.1
years old	5	0.0	0.0	40.0	0.0	0.0	40.0	20.0
Frequency of game play								
Heavy user	204	1.0	5.9	23.5	4.9	7.8	39.7	17.2
Middle user	219	0.9	7.8	17.8	6.8	10.0	40.6	16.1
Light user	84	0.0	0.0	16.7	4.8	13.1	50.0	15.4

Unit　%

　　December (Christmas) is the period when most respondents want to arrange a purchase. In particular, over 40% of the male respondents between the ages of 10 and 12 are thinking about a purchase for Christmas.

　　The names of software they are looking forward to most include "Super Smash Bros. DX"　"Luigi's Mansion"　"Animal Forest" and "Pikmin". The new releases of Mario and Zelda are highly anticipated.
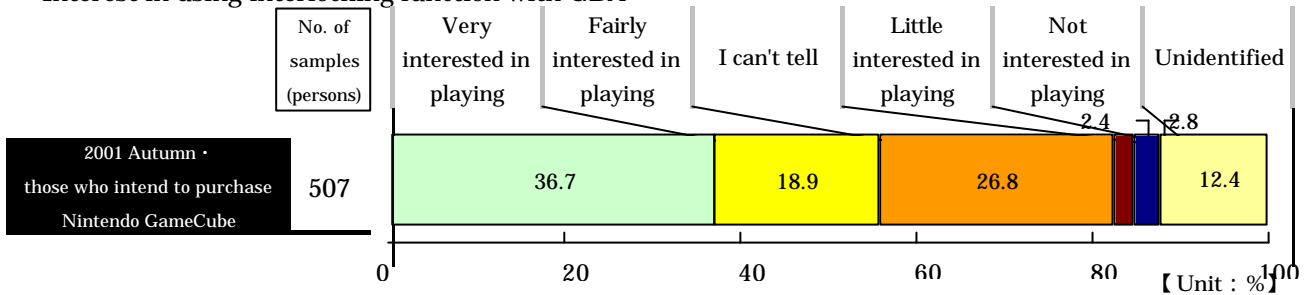
Recognition of Nintendo GameCube's interlocking function with GameBoy Advance

Unidentified 12.1
Recognized 55.2
Unrecognized 32.7
N=507 persons
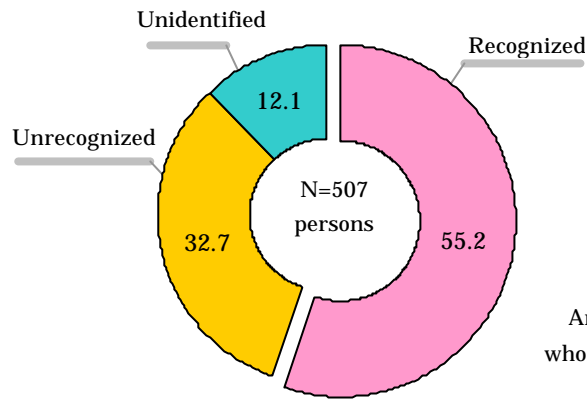
Among all the TGS 2001 Autumn visitors who intend to purchase Nintendo GameCube

Unit　%

Interest in using interlocking function with GBA

| No. of samples (persons)	Very interested in playing	Fairly interested in playing	I can't tell	Little interested in playing	Not interested in playing	Unidentified
2001 Autumn those who intend to purchase Nintendo GameCube — 507	36.7	18.9	26.8	2.4	2.8	12.4

Unit　%

	No. of samples (persons)	Very interested in playing	Fairly interested in	I can't tell	Little interested in	Not interested in playing	Unidentified
Total	507	36.7	18.9	26.8	2.4	2.8	12.4
Male	410	36.8	18.5	28.0	2.2	3.2	11.3
years old	43	53.5	20.9	11.6	4.7	0.0	9.3
years old	75	48.0	16.0	22.7	1.3	1.3	10.7
years old	84	35.7	20.2	31.0	0.0	3.6	9.5
years old	85	28.2	20.0	30.6	2.4	1.2	17.6
years old	65	29.2	13.8	33.8	6.2	7.7	9.3
years old	45	35.6	22.2	28.9	0.0	4.4	8.9
years old	13	23.1	15.4	46.2	0.0	7.7	7.6
Female	97	36.1	20.6	21.6	3.1	1.0	17.6
years old	8	25.0	25.0	25.0	12.5	12.5	0.0
years old	12	16.7	25.0	16.7	8.3	0.0	33.3
years old	15	46.7	6.7	26.7	0.0	0.0	19.9
years old	20	30.0	20.0	20.0	0.0	0.0	30.0
years old	13	46.1	15.4	38.5	0.0	0.0	0.0
years old	24	41.7	29.2	16.7	0.0	0.0	12.4
years old	5	40.0	20.0	0.0	20.0	0.0	20.0
Heavy user	204	38.2	19.1	24.0	2.5	1.5	14.7
Middle user	219	36.5	18.3	29.2	1.4	3.7	10.9
Light user	84	33.3	20.2	27.4	4.8	3.6	10.7

(Gender/Age; Frequency of game play)

Among all the TGS 2001 Autumn visitors who intend to purchase Nintendo GameCube

The interlocking function with GameBoy Advance is recognized by a majority of the respondents (55.2%). Over 50% of the respondents of both genders showed a positive interest in using the interlocking function ("very interested" + "fairly interested").

Recognition of "Q" and intention to make its purchase
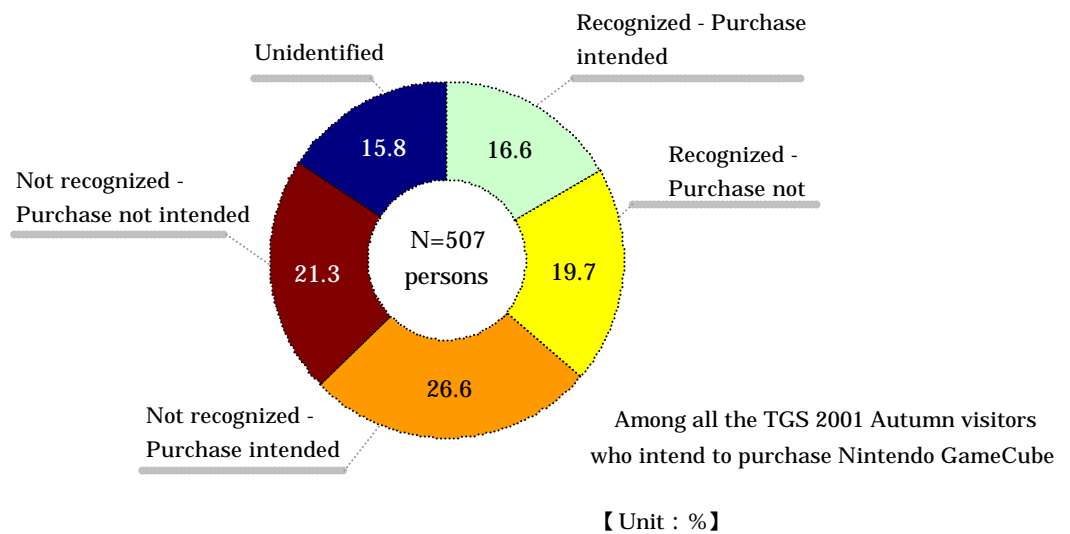
Unidentified

Recognized - Purchase intended

Recognized - Purchase not

Not recognized - Purchase not intended

Not recognized - Purchase intended

15.8

16.6

N=507 persons

21.3

19.7

26.6

Among all the TGS 2001 Autumn visitors who intend to purchase Nintendo GameCube

Unit　%

Unit　%

		No. of samples (persons)	Recognized - Purchase intended	Recognized - Purchase not intended	Not recognized - Purchase intended	Not recognized - Purchase not intended	Unidentified
Total		507	16.6	19.7	26.6	21.3	15.8
Gender/Age	Male	410	18.0	22.7	25.6	19.0	14.7
	years old	43	14.0	2.3	41.9	32.6	9.2
	years old	75	20.0	12.0	34.7	18.7	14.6
	years old	84	21.4	32.1	17.9	16.7	11.9
	years old	85	8.2	32.9	21.2	18.8	18.9
	years old	65	24.6	24.6	21.5	15.4	13.9
	years old	45	24.4	24.4	17.8	17.8	15.6
	years old	13	7.7	7.7	46.2	15.4	23.0
	Female	97	10.3	7.2	30.9	30.9	20.7
	years old	8	12.5	0.0	25.0	62.5	0.0
	years old	12	8.3	8.3	16.7	25.0	41.7
	years old	15	0.0	0.0	53.3	26.7	20.0
	years old	20	10.0	5.0	35.0	25.0	25.0
	years old	13	15.4	30.8	15.4	30.8	7.6
	years old	24	8.3	4.2	33.3	33.3	20.9
	years old	5	40.0	0.0	20.0	20.0	20.0
Frequency of game play	Heavy user	204	16.2	19.1	27.0	21.6	16.1
	Middle user	219	18.3	20.1	28.3	18.7	14.6
	Light user	84	13.1	20.2	21.4	27.4	17.9

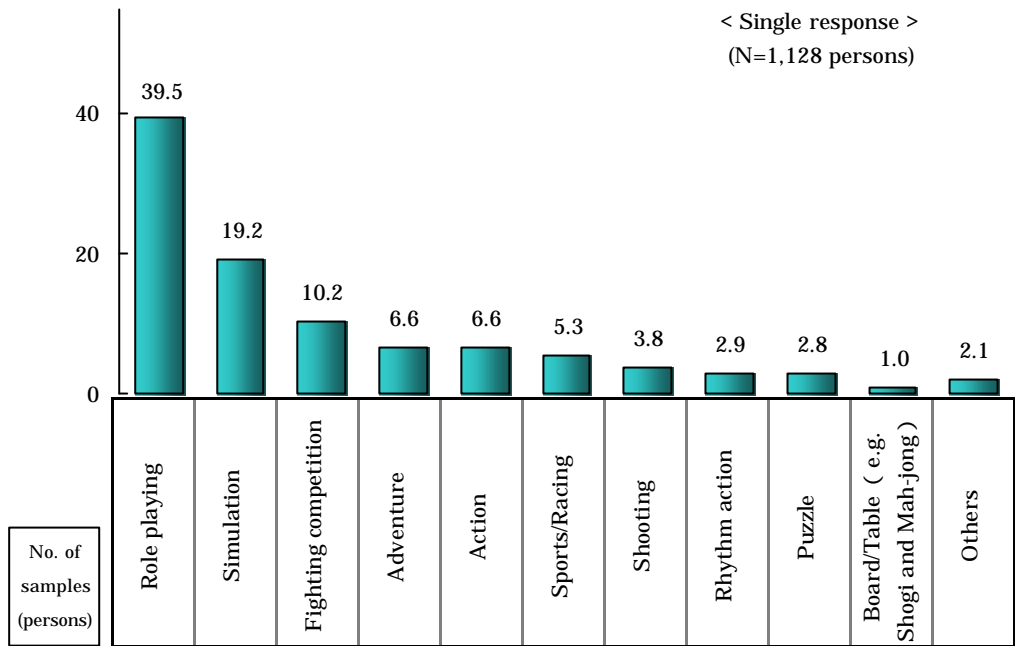Among all the TGS 2001 Autumn visitors who intend to purchase Nintendo Game Cube

The most selected answer regarding the DVD function "Q" released by Matsushita Denki was "Not recognized - Purchase intended" with a selection rate of 26.6%.

For reference, the average number of non-gaming DVDs (movies, music etc.) owned by respondents was 5.7 units on the whole (males with 6.0 units and females with 4.1 units).

7. Favorite game genre

Unit　%

Single response
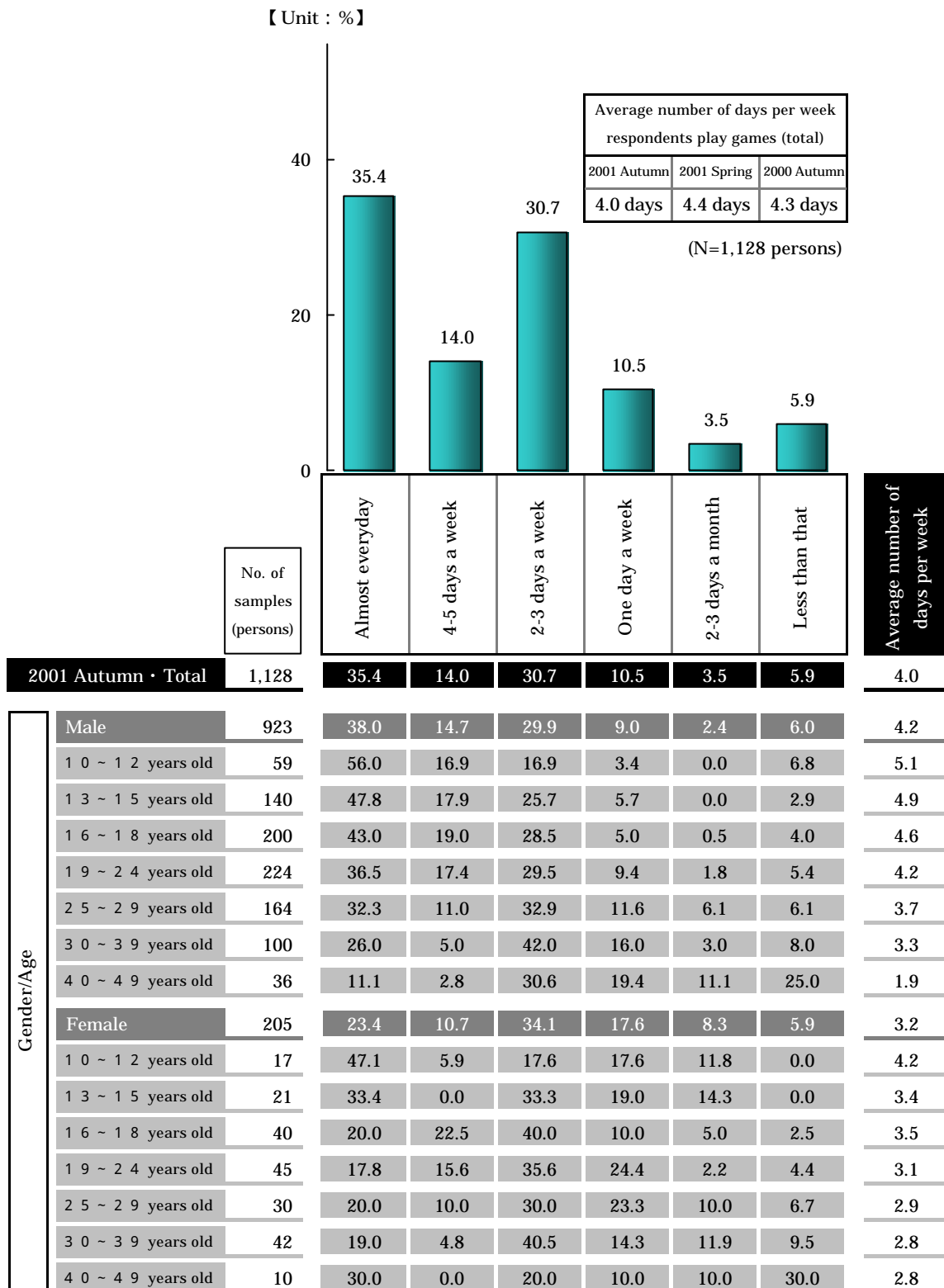(N=1,128 persons)

	No. of samples (persons)	Role playing	Simulation	Fighting competition	Adventure	Action	Sports/Racing	Shooting	Rhythm action	Puzzle	Board/Table e.g. Shogi and Mah-jong	Others
2001 Autumn　Total	1,128	39.5	19.2	10.2	6.6	6.6	5.3	3.8	2.9	2.8	1.0	2.1
Male	923	36.6	21.2	10.9	5.5	7.6	6.1	4.3	2.8	1.8	1.0	2.2
years old	59	35.6	11.9	13.6	11.9	8.5	1.7	11.9	3.4	0.0	0.0	1.5
years old	140	37.1	20.0	7.9	2.9	14.3	4.3	1.4	8.6	1.4	0.0	2.1
years old	200	47.0	20.0	11.5	4.5	6.0	6.5	1.0	0.5	0.5	0.0	2.5
years old	224	40.2	18.8	10.3	2.2	6.7	6.3	5.8	4.0	2.7	1.3	1.7
years old	164	29.9	25.6	11.0	9.8	6.1	5.5	4.9	1.2	2.4	1.8	1.8
years old	100	25.0	27.0	17.0	6.0	6.0	6.0	6.0	0.0	4.0	1.0	2.0
years old	36	19.4	27.8	2.8	11.1	5.6	19.4	5.6	0.0	0.0	5.6	2.7
Female	205	52.7	10.2	6.8	11.7	2.0	2.0	1.5	3.4	7.3	1.0	1.4
years old	17	5.9	0.0	23.5	29.4	11.8	0.0	5.9	5.9	17.6	0.0	0.0
years old	21	61.8	4.8	9.5	9.5	0.0	0.0	4.8	4.8	4.8	0.0	0.0
years old	40	75.0	12.5	0.0	7.5	0.0	0.0	0.0	5.0	0.0	0.0	0.0
years old	45	51.1	13.3	11.1	11.1	0.0	0.0	0.0	2.2	4.4	0.0	6.8
years old	30	56.7	16.7	3.3	6.7	6.7	3.3	0.0	0.0	3.3	3.3	0.0
years old	42	52.3	7.1	4.8	9.5	0.0	4.8	2.4	2.4	14.3	2.4	0.0
years old	10	20.0	10.0	0.0	30.0	0.0	10.0	0.0	10.0	20.0	0.0	0.0
Heavy user	399	38.8	18.3	13.8	6.0	5.8	3.3	5.5	4.3	0.5	0.5	3.2
Middle user	504	41.5	20.2	9.7	6.2	7.7	4.8	3.0	2.8	2.6	0.4	1.1
Light user	225	36.4	18.7	4.9	8.9	5.3	10.2	2.7	0.9	7.6	3.1	1.3

Gender/Age

Frequency of game play

Unit　%

Note) Data for TGS 2001 Spring and TGS 2000 Autumn have been omitted as genre categories were further divided

* "Role-playing games" was selected the most at about 40%, for which the female group marked a higher rate. The second highest, "Simulation", and the third highest, "Fighting competition", were popular among the male respondents.
* The genres preferred more among light users than the total were "Sports/Racing" and "Puzzle".

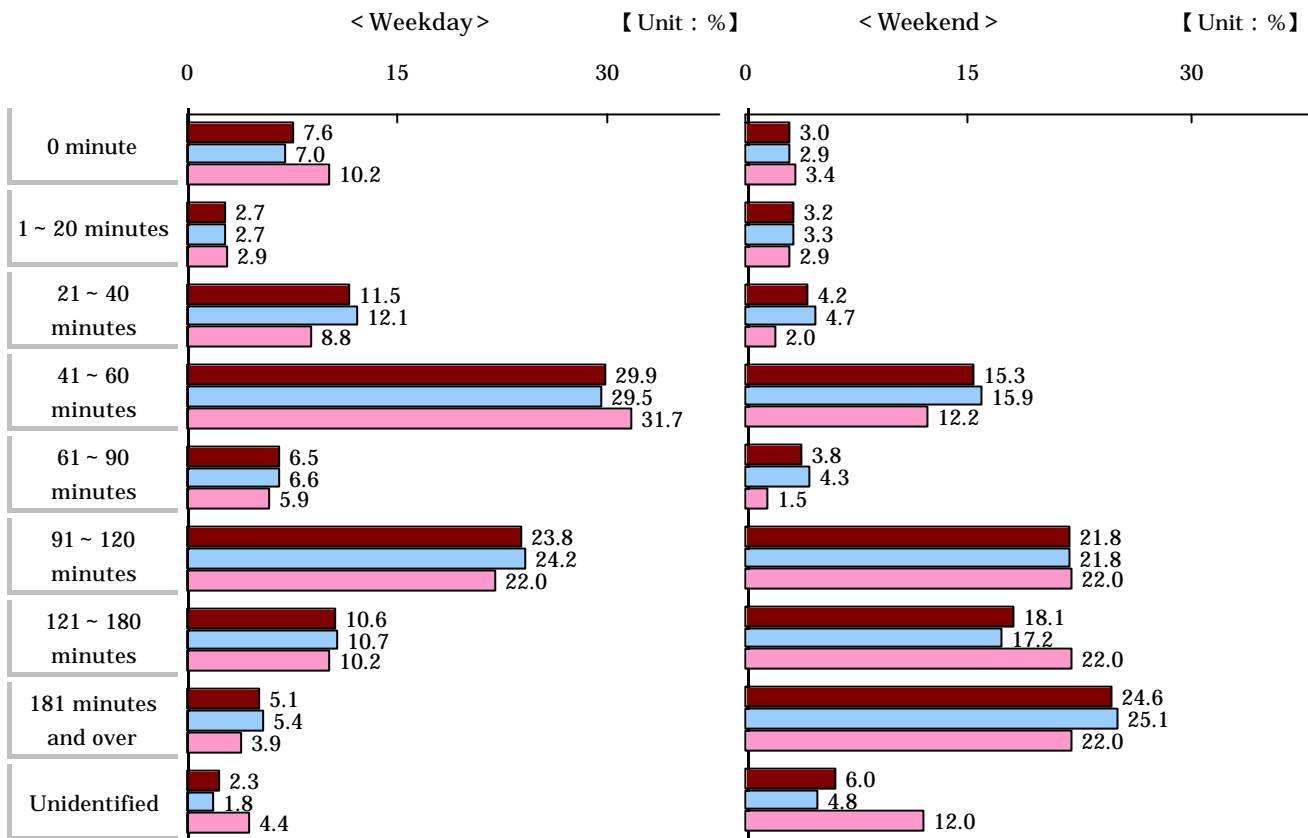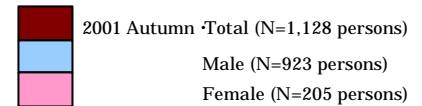## 8. Number of days per week respondents play games

Unit　%

Average number of days per week respondents play games (total)		
2001 Autumn	2001 Spring	2000 Autumn
4.0 days	4.4 days	4.3 days

(N=1,128 persons)

	No. of samples (persons)	Almost everyday	4-5 days a week	2-3 days a week	One day a week	2-3 days a month	Less than that	Average number of days per week
2001 Autumn　Total	1,128	35.4	14.0	30.7	10.5	3.5	5.9	4.0
Male	923	38.0	14.7	29.9	9.0	2.4	6.0	4.2
years old	59	56.0	16.9	16.9	3.4	0.0	6.8	5.1
years old	140	47.8	17.9	25.7	5.7	0.0	2.9	4.9
years old	200	43.0	19.0	28.5	5.0	0.5	4.0	4.6
years old	224	36.5	17.4	29.5	9.4	1.8	5.4	4.2
years old	164	32.3	11.0	32.9	11.6	6.1	6.1	3.7
years old	100	26.0	5.0	42.0	16.0	3.0	8.0	3.3
years old	36	11.1	2.8	30.6	19.4	11.1	25.0	1.9
Female	205	23.4	10.7	34.1	17.6	8.3	5.9	3.2
years old	17	47.1	5.9	17.6	17.6	11.8	0.0	4.2
years old	21	33.4	0.0	33.3	19.0	14.3	0.0	3.4
years old	40	20.0	22.5	40.0	10.0	5.0	2.5	3.5
years old	45	17.8	15.6	35.6	24.4	2.2	4.4	3.1
years old	30	20.0	10.0	30.0	23.3	10.0	6.7	2.9
years old	42	19.0	4.8	40.5	14.3	11.9	9.5	2.8
years old	10	30.0	0.0	20.0	10.0	10.0	30.0	2.8

Gender/Age

Unit　%

Calculation to obtain an average weekly number of days respondents play games
almost everyday　　7 days　　4-5 days a week　　4.5 days　2-3 days a week　　2.5 days
2-3 days a month　　0.3 day　　less than that　　0.1day

　　The most selected rate was the "Heavy user" category with a selection rate of 35.4% marked by heavy users who play games almost everyday. The average weekly frequency of playing games on the whole is 4.0 days, lower than the recorded rates in past two TGS surveys.

　　The ages between 10 and 12 of both genders showed the highest average weekly game playing frequency.

9. Number of hours spent playing games

Weekday (Unit %)

Category	Total	Male	Female
0 minute	7.6	7.0	10.2
1–20 minutes	2.7	2.7	2.9
21–40 minutes	11.5	12.1	8.8
41–60 minutes	29.9	29.5	31.7
61–90 minutes	6.5	6.6	5.9
91–120 minutes	23.8	24.2	22.0
121–180 minutes	10.6	10.7	10.2
181 minutes and over	5.1	5.4	3.9
Unidentified	2.3	1.8	4.4

Weekend (Unit %)

Category	Total	Male	Female
0 minute	3.0	2.9	3.4
1–20 minutes	3.2	3.3	2.9
21–40 minutes	4.2	4.7	2.0
41–60 minutes	15.3	15.9	12.2
61–90 minutes	3.8	4.3	1.5
91–120 minutes	21.8	21.8	22.0
121–180 minutes	18.1	17.2	22.0
181 minutes and over	24.6	25.1	22.0
Unidentified	6.0	4.8	12.0

Change in average length spent playing games minutes	Weekdays		Weekends	
	2001 Autumn	2001 Spring	2001 Autumn	2001 Spring
	92.7	103.6	158.4	170.9

No matching data for TGS 2000 Autumn available

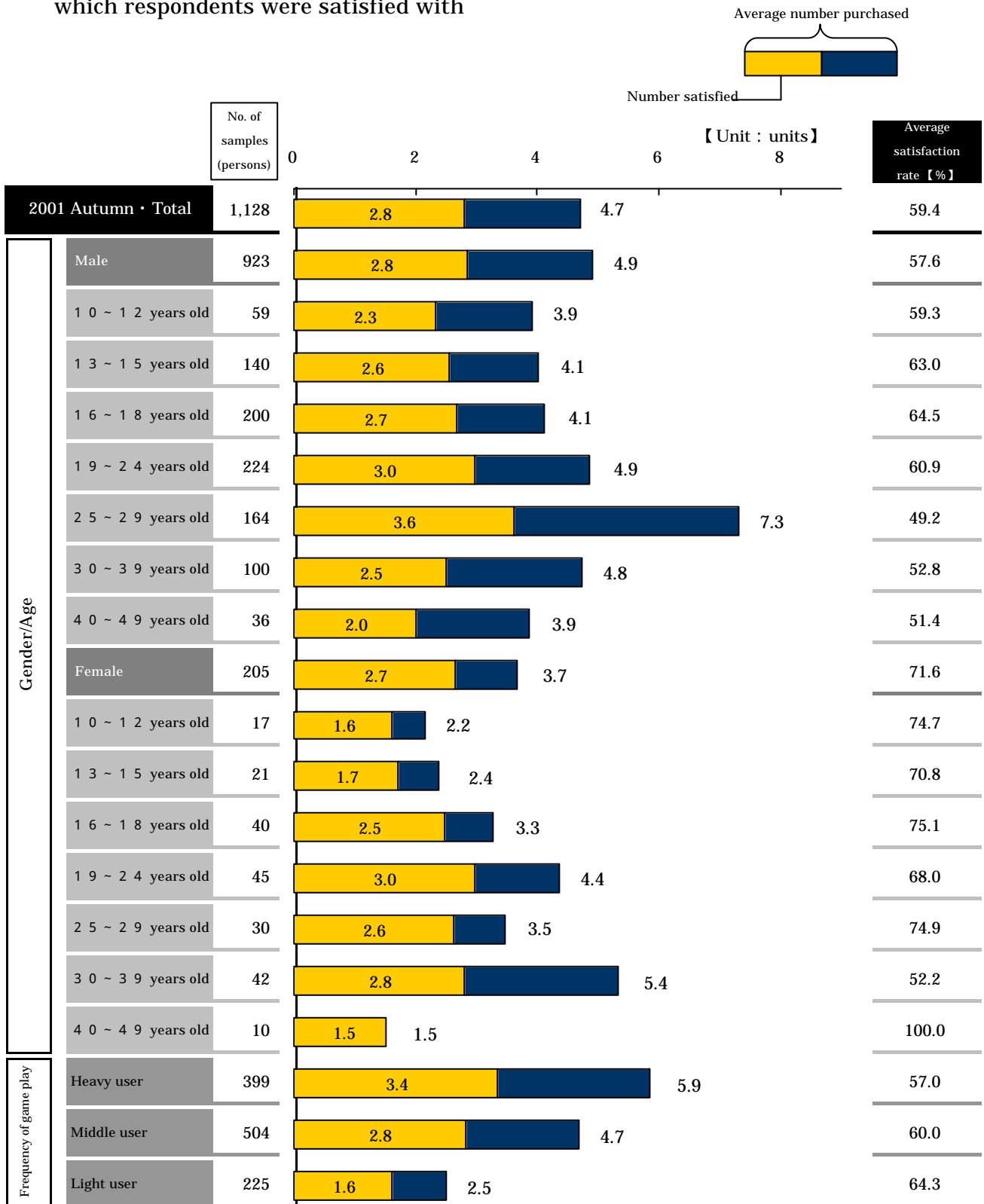## Average length at a time and total weekly number of hours spent playing games by gender and age

	2001Autumn Total	Gender/Age															
		Male	years old	years old	years old	years old	years old	years old	years old	Female	years old	years old	years old	years old	years old	years old	years old
Average length -Weekdays- minutes	92.7	93.2	102.4	106.0	114.9	90.4	80.7	70.4	44.6	90.6	99.4	84.5	125.0	100.3	67.6	67.7	65.6
Average length -Weekends- minutes	158.4	156.1	139.2	171.0	175.0	162.1	145.2	129.6	96.4	169.7	137.4	154.4	256.1	193.9	134.0	121.5	60.0
Average weekly frequency days	4.0	4.2	5.1	4.9	4.6	4.2	3.7	3.3	1.9	3.2	4.2	3.4	3.5	3.1	2.9	2.8	2.8
Total weekly hours of play minutes	436.5	454.3	559.0	584.4	588.6	451.4	363.1	291.5	136.5	369.0	455.5	357.2	568.6	404.5	262.4	243.4	178.1

Total weekly hours of play=(average weekly frequency 1)×average length on weekdays average length on weekends

The average length of playing games is 92.7 minutes on weekdays and 158.4 minutes on weekends, nearly 10 minutes shorter than recorded results in previous surveys for both weekdays and weekends.
Women tend to play longer on weekends, and the age group between 16 and 18 of both genders plays longer than any other age group.

10. Average number of software units purchased within half a year and number of units which respondents were satisfied with

Average number purchased

Number satisfied

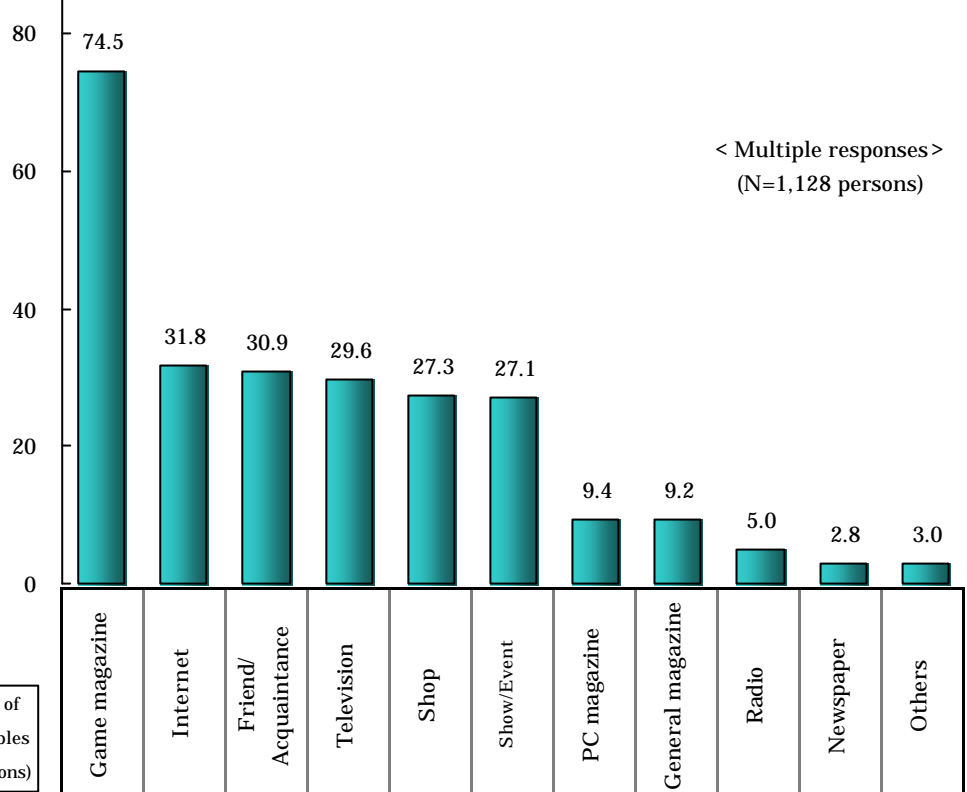|		No. of samples (persons)	Average number purchased / Number satisfied	Average satisfaction rate
2001 Autumn Total		1,128	2.8 — 4.7	59.4
Gender/Age	Male	923	2.8 — 4.9	57.6
	years old	59	2.3 — 3.9	59.3
	years old	140	2.6 — 4.1	63.0
	years old	200	2.7 — 4.1	64.5
	years old	224	3.0 — 4.9	60.9
	years old	164	3.6 — 7.3	49.2
	years old	100	2.5 — 4.8	52.8
	years old	36	2.0 — 3.9	51.4
	Female	205	2.7 — 3.7	71.6
	years old	17	1.6 — 2.2	74.7
	years old	21	1.7 — 2.4	70.8
	years old	40	2.5 — 3.3	75.1
	years old	45	3.0 — 4.4	68.0
	years old	30	2.6 — 3.5	74.9
	years old	42	2.8 — 5.4	52.2
	years old	10	1.5 — 1.5	100.0
Frequency of game play	Heavy user	399	3.4 — 5.9	57.0
	Middle user	504	2.8 — 4.7	60.0
	Light user	225	1.6 — 2.5	64.3

Unit: units (0 2 4 6 8)

Average satisfaction rate(%)=(number of units purchased which users were satisfied with÷total number of units purchased)×100

The average number of software units purchased by respondents from April to October 2001 was 4.7 units, among which respondents said they were satisfied with an average of 2.8 units.

The lower satisfaction rates were seen among the male group at the ages of 25-29 (49.2%) and the female group at the ages of 30-39 (52.2%).

The five most satisfying software titles, "Final Fantasy X", "Dynasty Warriors 2", "Hot Shots Golf 3" and "ACECOMBAT04 shatteredskies" and "Devil May Cry" were all titles played on PlayStation 2.

11. Media referred to for information before purchasing software

Unit %

Multiple responses (N=1,128 persons)

	No. of samples (persons)	Game magazine	Internet	Friend/ Acquaintance	Television	Shop	Show/Event	PC magazine	General magazine	Radio	Newspaper	Others
2001 Autumn Total	1,128	74.5	31.8	30.9	29.6	27.3	27.1	9.4	9.2	5.0	2.8	3.0
Male	923	77.2	33.8	29.9	28.4	26.0	26.8	10.6	8.8	5.5	2.9	2.8
years old	59	50.8	16.9	37.3	49.2	25.4	18.6	1.7	27.1	0.0	1.7	1.7
years old	140	82.9	39.3	43.6	42.9	35.0	30.7	9.3	11.4	6.4	2.9	1.4
years old	200	85.0	37.0	34.5	27.0	26.0	30.5	11.0	8.5	9.0	1.0	1.0
years old	224	83.0	34.8	32.1	24.6	24.6	26.8	10.3	4.9	7.1	3.6	5.8
years old	164	77.4	36.0	16.5	17.1	23.8	25.6	11.0	4.9	4.3	2.4	4.3
years old	100	69.0	28.0	20.0	24.0	22.0	23.0	18.0	9.0	1.0	3.0	1.0
years old	36	41.7	22.2	13.9	33.3	22.2	19.4	8.3	11.1	0.0	13.9	0.0
Female	205	62.0	22.9	35.6	35.1	33.2	28.8	3.9	11.2	2.4	2.4	3.9
years old	17	64.7	35.3	47.1	35.3	52.9	23.5	11.8	11.8	11.8	0.0	0.0
years old	21	61.9	42.9	57.1	57.1	42.9	38.1	4.8	28.6	4.8	0.0	4.8
years old	40	75.0	17.5	37.5	30.0	17.5	30.0	2.5	7.5	5.0	0.0	10.0
years old	45	66.7	22.2	35.6	33.3	40.0	26.7	0.0	8.9	0.0	4.4	2.2
years old	30	60.0	16.7	30.0	20.0	36.7	30.0	6.7	10.0	0.0	0.0	6.7
years old	42	47.6	21.4	31.0	40.5	33.3	31.0	4.8	9.5	0.0	4.8	0.0
years old	10	50.0	10.0	0.0	40.0	0.0	10.0	0.0	10.0	0.0	10.0	0.0
Ref. 2001 Spring Total	1,042	79.6	26.2	31.2	42.1	25.5	27.2	11.3	10.9	6.5	3.3	1.2

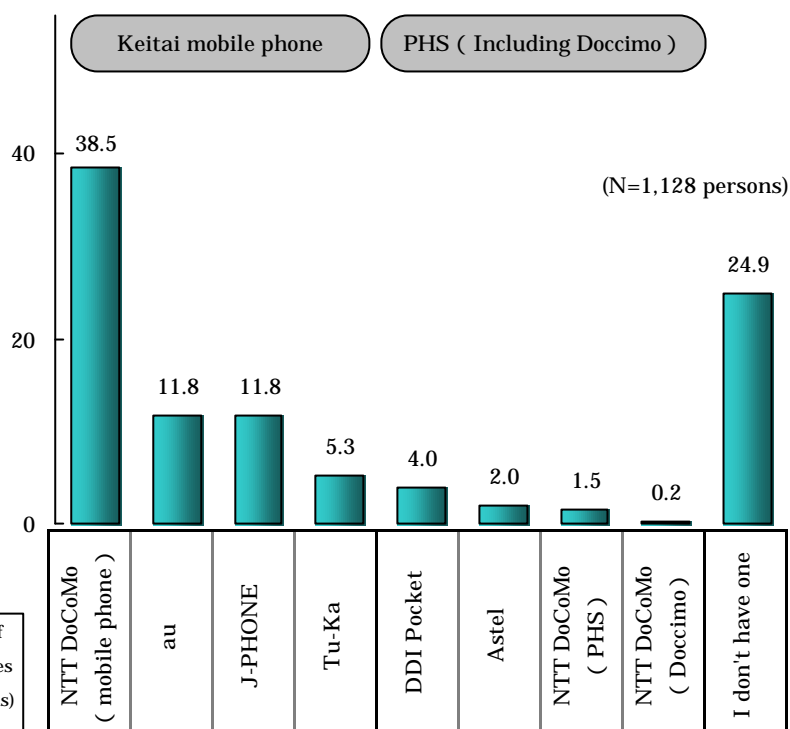Gender/Age

Note) No matching data for TGS 2000 Autumn available.

Unit %

As with past survey data, "Game magazine" remained the most selected answer by far.

"Internet" which has been rising yearly was ranked second in this survey with a reply rate of more than 30%.

.Possession of Keitai/PHS mobile phones

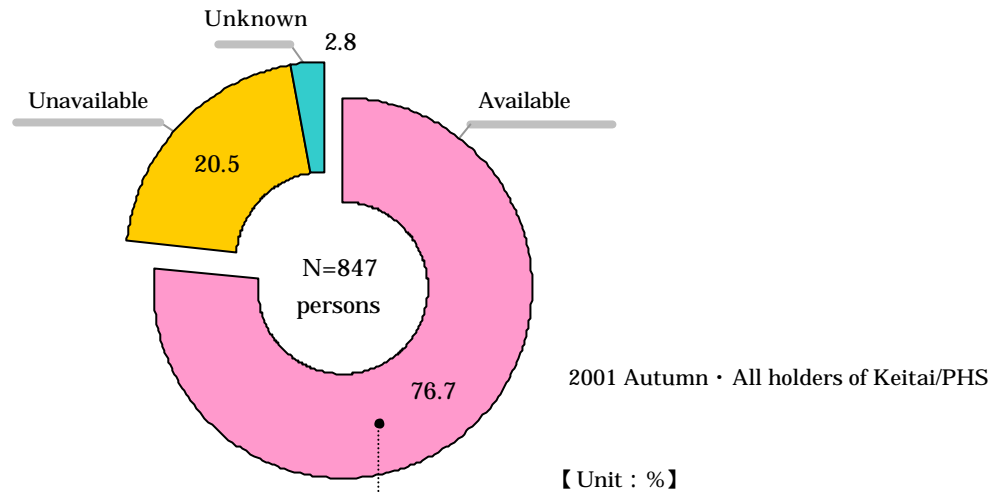## 1. Carriers of Keitai/PHS mobile phones

Unit %

Keitai mobile phone   PHS Including Doccimo

(N=1,128 persons)

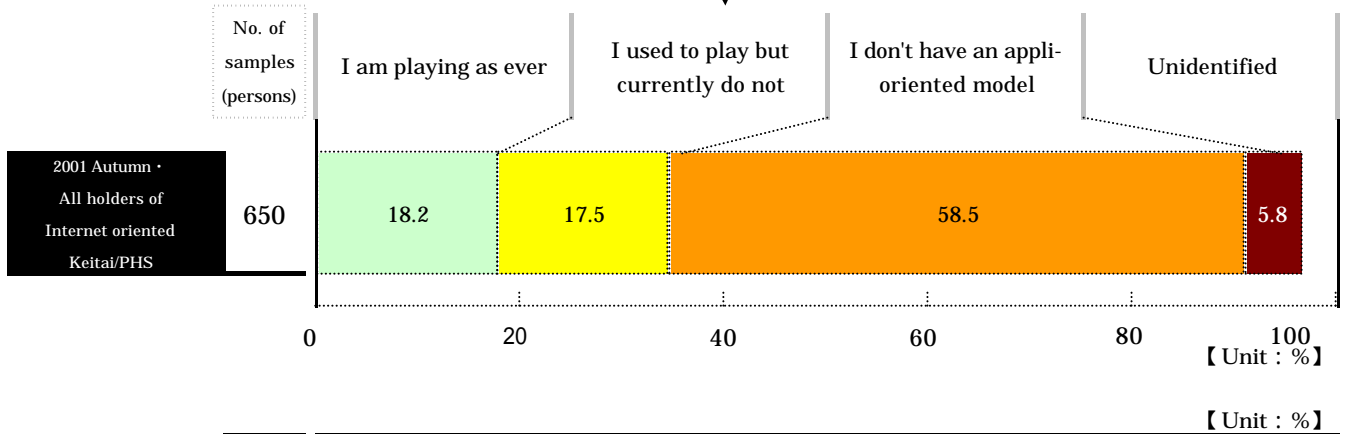|		No. of samples (persons)	NTT DoCoMo mobile phone	au	J-PHONE	Tu-Ka	DDI Pocket	Astel	NTT DoCoMo PHS	NTT DoCoMo Doccimo	I don't have one	Keitai/PHS possession rate %
2001 Autumn Total		1,128	38.5	11.8	11.8	5.3	4.0	2.0	1.5	0.2	24.9	75.1
Gender/Age	Male	923	38.2	12.6	10.8	4.7	3.8	1.8	1.6	0.1	26.4	73.6
	years old	59	11.9	5.1	8.5	0.0	5.1	1.7	1.7	0.0	66.0	34.0
	years old	140	19.3	10.0	5.0	3.6	0.0	0.7	2.1	0.0	59.3	40.7
	years old	200	33.5	17.5	15.0	5.0	3.5	2.0	2.0	0.0	21.5	78.5
	years old	224	47.8	15.2	12.1	4.0	4.5	0.4	1.3	0.0	14.7	85.3
	years old	164	48.1	11.0	11.0	6.7	4.9	3.7	0.6	0.6	13.4	86.6
	years old	100	47.0	11.0	6.0	6.0	6.0	2.0	3.0	0.0	19.0	81.0
	years old	36	49.9	2.8	19.4	5.6	2.8	5.6	0.0	0.0	13.9	86.1
	Female	205	40.5	8.3	16.1	8.3	4.9	2.4	1.0	0.5	18.0	82.0
	years old	17	17.6	5.9	0.0	29.4	0.0	0.0	5.9	0.0	41.2	58.8
	years old	21	33.3	9.5	0.0	0.0	0.0	0.0	0.0	0.0	57.2	42.8
	years old	40	40.0	10.0	22.5	7.5	0.0	0.0	0.0	2.5	17.5	82.5
	years old	45	42.3	11.1	22.2	6.7	8.9	4.4	0.0	0.0	4.4	95.6
	years old	30	43.4	3.3	20.0	6.7	10.0	0.0	3.3	0.0	13.3	86.7
	years old	42	47.7	7.1	16.7	9.5	7.1	4.8	0.0	0.0	7.1	92.9
	years old	10	50.0	10.0	10.0	0.0	0.0	10.0	0.0	0.0	20.0	80.0

Unit %

   "NTT DoCoMo" took the top share of Keitai mobile phones while "DDI Pocket" was the most possessed type of PHS mobile phone.

   The possession rate of Keitai/PHS mobile phones held by women was higher than that of men (male: 73.6%, female: 82.0%)

2. Playing of appli-type games

Availability of Internet accessibility

Unknown 2.8

Unavailable 20.5

Available

N=847 persons

76.7

2001 Autumn   All holders of Keitai/PHS

Unit   %

Playing of appli-type games

	No. of samples (persons)	I am playing as ever	I used to play but currently do not	I don't have an appli-oriented model	Unidentified
2001 Autumn All holders of Internet oriented Keitai/PHS	650	18.2	17.5	58.5	5.8

0   20   40   60   80   100

Unit   %

Unit   %

	2001 Autumn All holders of Internet oriented Keitai/PHS	Gender/Age															
		Male Total	years old	years old	years old	years old	years old	years old	years old	Female Total	years old	years old	years old	years old	years old	years old	years old
No. of samples (persons)	650	521	8	43	141	152	101	55	21	129	5	8	28	36	19	27	6
I am still playing as ever	18.2	20.0	12.5	30.2	21.3	19.7	16.8	18.2	14.3	10.9	20.0	25.0	10.7	0.0	0.0	25.9	16.7
I used to play but currently do not	17.5	17.3	12.5	14.0	16.3	16.4	17.8	20.0	28.6	18.6	40.0	12.5	17.9	13.9	15.8	25.9	16.7
I don't have an appli-oriented model	58.5	57.0	62.5	46.5	57.4	59.2	60.4	56.4	42.9	64.3	40.0	62.5	67.9	77.8	78.9	37.0	66.6
Unidentified	5.8	5.7	12.5	9.3	5.0	4.7	5.0	5.4	14.2	6.2	0.0	0.0	3.5	8.3	5.3	11.2	0.0

Nearly 80% of the Keitai/PHS mobile phones possessed have Internet access, out of which nearly 60% (58.5%) are not appli-type models.

Among the holders of the Internet-accessible models, the male group between the ages of 13 and 15 enjoys appli-type games the most (30.2%). Among the male groups from the age of 25 and older, the rate of dormant players who "used to play but currently do not" exceeds that of active players (who "play games today as ever").

. Evaluation of exhibited booths/titles

#	Booth	Value	#	Booth	Value
1.	Microsoft Co.,Ltd.	16.4	11.	ATLUS CO.,LTD.	2.7
2.	KONAMI CORPORATION	16.0	12.	FromSoftware,Inc.	2.5
3.	SQUARE CO.,LTD.	14.8	13.	KOEI Co.,Ltd.	2.1
4.	SEGA CORPORATION	14.1	14.	NTT DoCoMo,Inc.	2.0
5.	ENIX CORPORATION	9.0	15.	TECMO,LTD.	1.8
6.	Sony Computer Entertainment Inc.	7.3	16.	Sammy Corporation	1.0
7.	CAPCOM CO.,LTD.	6.6	17.	TAITO CORPORATION	0.8
8.	NAMCO LIMITED	5.9	18.	HUDSON SOFT CO.,LTD. / Media Works Inc./DENGEKIYA	Each0.7
9.	BANDAI Co.,LTD. / BROCCOLI Co.,Ltd./ GAMERS	Each4.9	20.	SUCCESS Corporation / Hobby Japan Co.,Ltd. / KADOKAWA SHOTEN PUBLISHING CO.,LTD.	Each0.4

#	Booth	Value	#	Booth	Value
1.	KONAMI CORPORATION	12.5	11.	ATLUS CO.,LTD.	2.4
2.	SEGA CORPORATION	12.3	12.	FromSoftware,Inc.	2.3
3.	Microsoft Co.,Ltd.	9.8	13.	TECMO,LTD.	1.7
4.	Sony Computer Entertainment Inc.	5.9	14.	KOEI Co.,Ltd.	1.4
5.	SQUARE CO.,LTD.	5.6	15.	NTT DoCoMo,Inc. / TAITO CORPORATION / GENKI Co.,Ltd.	Each 1.2
6.	ENIX CORPORATION	4.4	18.	Sammy Corporation	1.1
7.	CAPCOM CO.,LTD.	4.3	19.	HUDSON SOFT CO.,LTD.	0.9
8.	NAMCO LIMITED	4.1	20.	Media Works Inc./DENGEKIYA	0.6
9.	BANDAI Co.,LTD. / BROCCOLI Co.,Ltd./ GAMERS	Each3.5			

#	Title	Value	#	Title	Value
1.	DRAGON QUEST (PS) / STAR OCEAN 3 (tentative) (PS2)	Each5.4	11.	Sakura Wars 4 (DC)	2.0
3.	METAL GEAR SOLID 2 (PS2)	5.1	12.	Toro to kyu-jitu (PS2)	1.8
4.	Final Fantasy XI (PS2)	4.3	13.	PHANTASY STAR ONLINE (GC)	1.1
5.	Onimusya2 (PS2)	4.0	14.	ABARENBOU PRINCESS (PS2) / ROCKMANEXE2 (GBA)	Each1.0
6.	TOKIMEKI MEMORIAL 3 (PS2)	3.8	16.	Jet Set Radio Future (Xbox)	0.9
7.	GENSOSUIKODEN III(PS2)	3.7	17.	Romancing Sa Ga (WS)	0.8
8.	DEAD OR ALIVE 3 (Xbox)	3.2	18.	Rez(PS2 DC)	0.7
9.	Xenosaga Episode I Der Wille Zur Macht (PS2)	2.7	19.	GUILTY GEAR×Plus (PS2) / Virtua Fighter 4 (PS2) / Graffiti Kingdom (PS2)	Each0.6
10.	ARMORED CORE (PS2)	2.4			

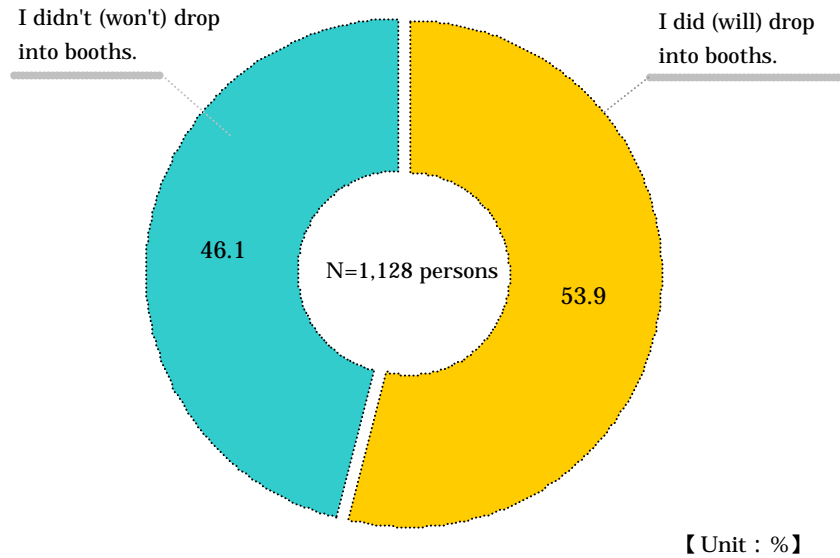| #	Title	Value	#	Title	Value
1.	METAL GEAR SOLID 2 (PS2)	5.7	11.	Toro to kyu-jitu (PS2)	2.0
2.	DRAGON QUEST (PS)	4.6	12.	Sakura Wars 4 (DC)	1.8
3.	Onimusya2 (PS2) / STAR OCEAN 3 (tentative) (PS2)	Each4.3	13.	ABARENBOU PRINCESS (PS2)	1.6
5.	GENSOSUIKODEN (PS2)	3.6	14.	Graffiti Kingdom (PS2) / GUILTY GEAR×Plus (PS2)	Each1.2
6.	DEAD OR ALIVE3(Xbox)	3.5	16.	ROCKMANEXE2 (GBA)	1.1
7.	ARMORED CORE 3 (PS2)	2.9	17.	Romancing Sa Ga (WS)	0.8
8.	Xenosaga Episode I Der Wille Zur Macht (PS2)	2.8	18.	Virtua Fighter 4 (PS2) / GROWLANSER (PS2)	Each0.7
9.	TOKIMEKI MEMORIAL 3 (PS2)	2.4	20.	MOBILE SUIT GUNDAM RENPO VS. ZEONDX (PS2)	0.6
10.	Final Fantasy XI (PS2)	2.2			

Abbreviation for hardware

PS2 PlayStation 2 PS PlayStation GC Nintendo GameCube

GBA Gameboy Advance DC:Dreamcast WS Wonder Swan Xbox Xbox

1. Turnout at the sales booths

I didn't (won't) drop into booths.   I did (will) drop into booths.

46.1   N=1,128 persons   53.9

Unit %

Unit %

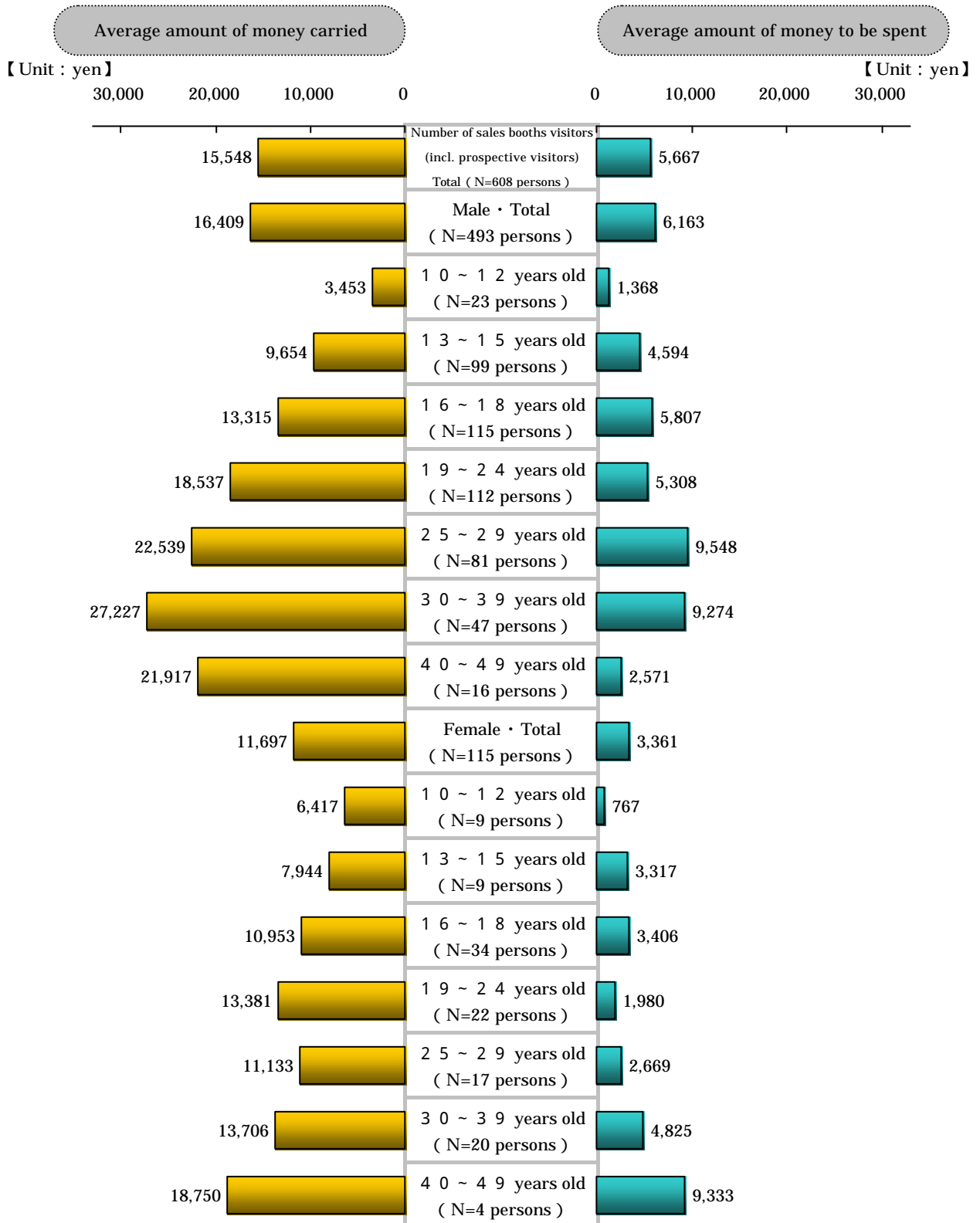|	2001 Autumn Total	Gender/Age															
		Male	years old	years old	years old	years old	years old	years old	years old	Female	years old	years old	years old	years old	years old	years old	years old
No. of samples (persons)	1,128	923	59	140	200	224	164	100	36	205	17	21	40	45	30	42	10
I did (will) drop in.	53.9	53.4	39.0	70.7	57.5	50.0	49.4	47.0	44.4	56.1	52.9	42.9	85.0	48.9	56.7	47.6	40.0
I didn't (won't) drop in.	46.1	46.6	61.0	29.3	42.5	50.0	50.6	53.0	55.6	43.9	47.1	57.1	15.0	51.1	43.3	52.4	60.0

The turnout at the sales booths exceeded 50% (53.9%).

More than 80% of the women between the ages of 16 and 18 in particular answered they would "drop in to the sales booths" (85.0%).

The top 10 sales booths named

.	BROCCOLI Co., Ltd./GAMERS	15.1%	.	Softbank Publishing Inc.	4.6%
.	KONAMI CORPORATION/KONAMILK	12.3%	.	KODANSHA LTD./ Chara	4.4%
.	Media Works Inc./DENGEKIYA	8.9%	.	COSPA inc.	3.9%
.	COMPILE CORPORATION/PUYOMANHONPO SQUARE CO., LTD..	Each 8.7%	.	KADOKAWA SHOTEN PUBLISHING CO., LTD..	3.0%
			10.	ATLUS CO., LTD..	2.3%

2. Average amount of money carried by the visitors/
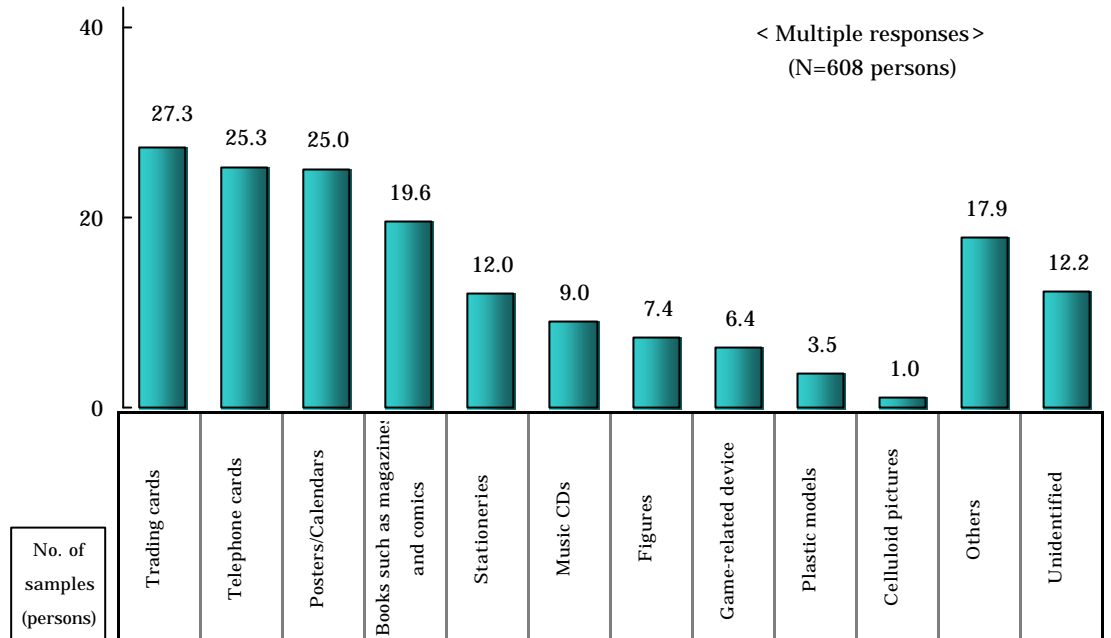##   Average amount of money the visitors were willing to spend at sales booths.

| Average amount of money carried | | Average amount of money to be spent |

Unit yen   Unit yen

Amount carried	Number of sales booths visitors	Amount to be spent
15,548	Number of sales booths visitors (incl. prospective visitors) Total N=608 persons	5,667
16,409	Male Total N=493 persons	6,163
3,453	years old N=23 persons	1,368
9,654	years old N=99 persons	4,594
13,315	years old N=115 persons	5,807
18,537	years old N=112 persons	5,308
22,539	years old N=81 persons	9,548
27,227	years old N=47 persons	9,274
21,917	years old N=16 persons	2,571
11,697	Female Total N=115 persons	3,361
6,417	years old N=9 persons	767
7,944	years old N=9 persons	3,317
10,953	years old N=34 persons	3,406
13,381	years old N=22 persons	1,980
11,133	years old N=17 persons	2,669
13,706	years old N=20 persons	4,825
18,750	years old N=4 persons	9,333

For the number of booths visitors, those who did not fill in the form are not included in the population parameter for calculating the average amount of money carried (formula: total amount of money carried by those who filled in the form÷total number of respondents).

The average amount of money carried by visitors to sales booths (including prospective visitors) was 15,548 yen, and the highest average was 27,227 yen registered by the male group between the ages of 30 and 39.

The average amount of money visitors were willing to spend at sales booths was 5,667 yen, nearly one third of the average amount carried in. Males in the age groups of 25-29 and 30-39 expected to spend as much as 10,000 yen.

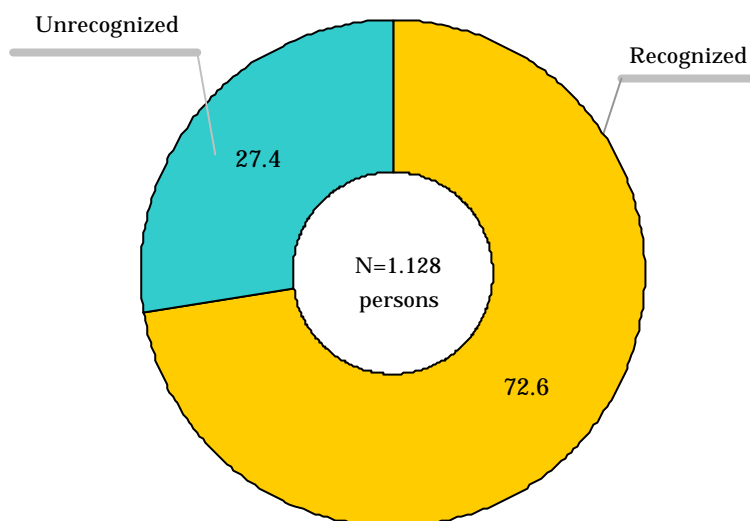## 3. Items visitors were willing to purchase at sales booths

Unit %

Multiple responses
(N=608 persons)

Gender/Age		No. of samples (persons)	Trading cards	Telephone cards	Posters/Calendars	Books such as magazines and comics	Stationeries	Music CDs	Figures	Game-related device	Plastic models	Celluloid pictures	Others	Unidentified
2001 Autumn All visitors to Sales booths (including prospective visitors)		608	27.3	25.3	25.0	19.6	12.0	9.0	7.4	6.4	3.5	1.0	17.9	12.2
Male		493	30.2	26.0	24.9	20.9	11.0	9.1	7.3	6.7	3.7	1.2	16.6	10.1
	years old	23	30.4	4.3	8.7	17.4	4.3	4.3	8.7	8.7	17.4	0.0	8.7	0.0
	years old	99	41.4	30.3	33.3	14.1	20.2	6.1	9.1	9.1	1.0	2.0	15.2	4.0
	years old	115	45.2	27.0	33.9	17.4	9.6	8.7	7.8	4.3	2.6	1.7	15.7	10.4
	years old	112	17.0	25.0	19.6	26.8	6.3	9.8	3.6	4.5	2.7	0.0	20.5	20.5
	years old	81	19.8	29.6	19.8	23.5	9.9	16.0	7.4	7.4	3.7	0.0	14.8	8.6
	years old	47	25.5	29.8	19.1	23.4	6.4	8.5	12.8	10.6	8.5	2.1	21.3	4.3
	years old	16	12.5	0.0	12.5	31.3	25.0	0.0	0.0	6.3	0.0	6.3	12.5	12.5
Female		115	14.8	22.6	25.2	13.9	16.5	8.7	7.8	5.2	2.6	0.0	23.5	20.9
	years old	9	33.3	33.3	33.3	22.2	11.1	11.1	11.1	11.1	0.0	0.0	11.1	33.3
	years old	9	0.0	33.3	44.4	22.2	22.2	22.2	22.2	11.1	0.0	0.0	22.2	0.0
	years old	34	17.6	26.5	32.4	23.5	26.5	11.8	8.8	2.9	0.0	0.0	17.6	17.6
	years old	22	9.1	18.2	18.2	0.0	9.1	9.1	0.0	0.0	0.0	0.0	27.3	36.4
	years old	17	11.8	5.9	29.4	11.8	5.9	0.0	5.9	5.9	5.9	0.0	29.4	23.5
	years old	20	15.0	25.0	10.0	5.0	20.0	5.0	10.0	10.0	5.0	0.0	35.0	10.0
	years old	4	25.0	25.0	0.0	25.0	0.0	0.0	0.0	0.0	25.0	0.0	0.0	25.0

Unit %

Items visitors were willing to purchase most at sales booths were "Trading cards" followed by "Telephone cards" and "Calendars/Posters". "Trading cards" were particularly popular among males between the ages of 13 and 18.

The most popular item among women was "Calendars/Posters", which were highly sought after by females aged 18 and younger.

Demand for special software-plus-extra-gift packages

## 1. The recognition rate of software-plus-extra-gift packages

Unrecognized 27.4

Recognized

N=1.128 persons

72.6

Unit   %

Unit   %

	2001 Autumn Total	Gender/Age															
		Male Total	years old	years old	years old	years old	years old	years old	years old	Female Total	years old	years old	years old	years old	years old	years old	years old
No. of samples (persons)	1,128	923	59	140	200	224	164	100	36	205	17	21	40	45	30	42	10
Recognized	72.6	73.5	50.8	71.4	86.0	77.2	75.6	66.0	36.1	68.8	58.8	85.7	85.0	68.9	80.0	47.6	40.0
Unrecognized	27.4	26.5	49.2	28.6	14.0	22.8	24.4	34.0	63.9	31.2	41.2	14.3	15.0	31.1	20.0	52.4	60.0

   The recognition rate of software-plus-extra-gift packages was over 70% (72.6%). The rate was low among older groups of 30 years old and older of both genders.

2. Experience of having purchased software-plus-extra-gift packages

Not having purchased 18.1

Having purchased 81.9

N=819 persons
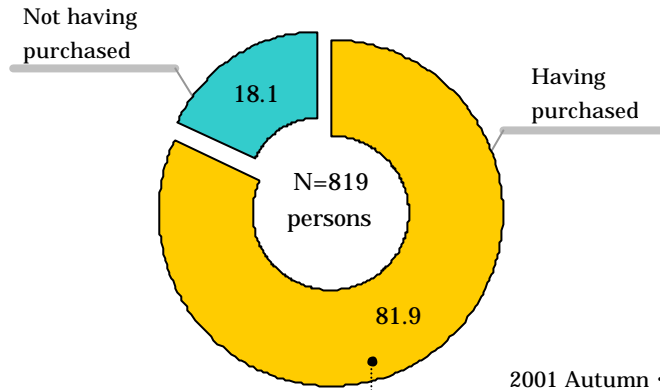
2001 Autumn All who recognized software plus-extra-gift package

Unit　%

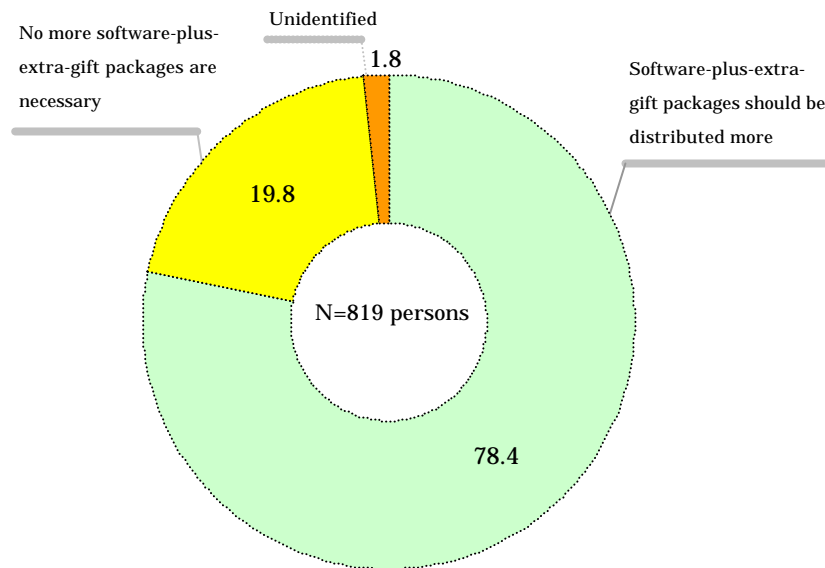## 3. Degree of satisfaction with software plus-extra-gift packages
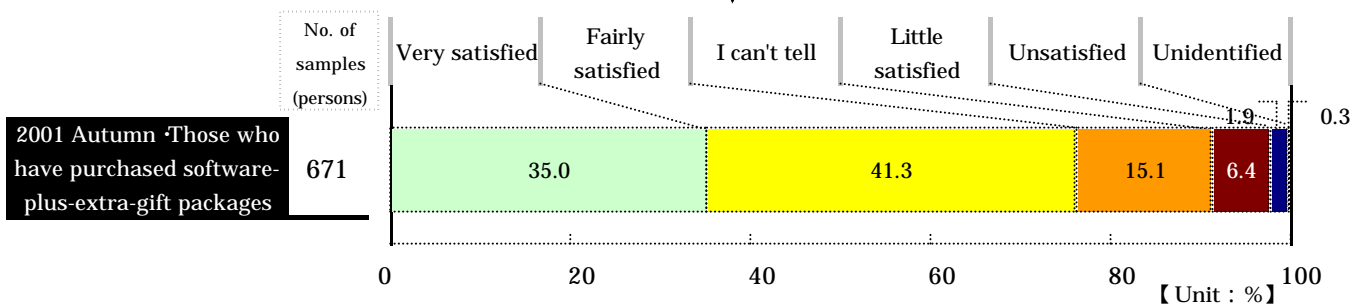
	No. of samples (persons)	Very satisfied	Fairly satisfied	I can't tell	Little satisfied	Unsatisfied	Unidentified
2001 Autumn Those who have purchased software-plus-extra-gift packages	671	35.0	41.3	15.1	6.4	1.9	0.3

0   20   40   60   80   100
Unit　%

Unit　%

		No. of samples (persons)	Very satisfied	Fairly satisfied	I can't tell	Little satisfied	Unsatisfied	Unidentified
2001 Autumn All who have purchased software-plus-extra-gift packages		671	35.0	41.3	15.1	6.4	1.9	0.3
Gender/Age	Male	558	35.5	40.3	15.6	6.3	2.2	0.2
	years old	23	60.9	17.4	17.4	4.3	0.0	0.0
	years old	86	49.9	31.4	10.5	7.0	1.2	0.0
	years old	144	47.9	39.6	7.6	3.5	1.4	0.0
	years old	140	22.9	47.1	20.0	7.9	2.1	0.0
	years old	102	22.5	44.1	21.6	6.9	3.9	1.0
	years old	55	25.5	47.2	18.2	5.5	3.6	0.0
	years old	8	37.5	0.0	37.5	25.0	0.0	0.0
	Female	113	32.7	46.0	12.4	7.1	0.9	0.9
	years old	10	40.0	50.0	10.0	0.0	0.0	0.0
	years old	14	28.6	50.0	14.3	7.1	0.0	0.0
	years old	25	60.0	24.0	12.0	4.0	0.0	0.0
	years old	25	16.0	64.0	12.0	4.0	0.0	4.0
	years old	20	25.0	55.0	0.0	15.0	5.0	0.0
	years old	16	25.0	43.7	18.8	12.5	0.0	0.0
	years old	3	33.3	0.0	66.7	0.0	0.0	0.0

Nearly 80% of those who knew of software-plus-extra-gift packages had purchased such packages.

As for the degree of satisfaction of respondents who had purchased software-plus-extra-gift packages, 76.3% of the total gave a positive response ("very satisfied"　"fairly satisfied"). The female group between the ages of 25 and 29 showed the lowest level of satisfaction ("little satisfied"　" unsatisfied") at 20.0%.

Although "Nothing in particular" was the most chosen answer to the question, "What kind of extra gift makes you want to buy such a package?", "sound track CD", "telephone card", "calendar/poster", "character figure / soft toy" and "trading cards" were included in the answers. "Useful daily necessity item" and "discount for the next purchase" were also requested.

4. Respondents' wants regarding future software-plus-extra-gift packages

No more software-plus-extra-gift packages are necessary — 19.8

Unidentified — 1.8

Software-plus-extra-gift packages should be distributed more — 78.4

N=819 persons

2001 Autumn   All who recognized software-plus-extra-gift packages

Unit   %

Unit   %

	2001 Autumn All who recognized software-plus-extra-gift packages	Gender/Age															
		Male	years old	years old	years old	years old	years old	years old	years old	Female	years old	years old	years old	years old	years old	years old	years old
No. of samples (persons)	819	678	30	100	172	173	124	66	13	141	10	18	34	31	24	20	4
They should be distributed more	78.4	77.7	93.3	96.0	89.0	70.5	56.5	74.2	69.2	81.6	100	94.4	85.3	77.4	70.8	80.0	50.0
They are not necessary	19.8	20.5	3.3	4.0	9.9	28.3	40.3	24.2	15.4	16.3	0.0	5.6	11.8	22.6	25.0	20.0	25.0
Unidentified	1.8	1.8	3.4	0.0	1.1	1.2	3.2	1.6	15.4	2.1	0.0	0.0	2.9	0.0	4.2	0.0	25.0

Nearly 80% of those who knew of software-plus-extra-gift packages (78.4%) wished for their further distribution. The tendency is particularly strong among youth between the ages of 10 and 15 of both genders.

1. Visitors' information sources about TGS 2001 Autumn

Unit %

Multiple responses

(N=1,128 persons)
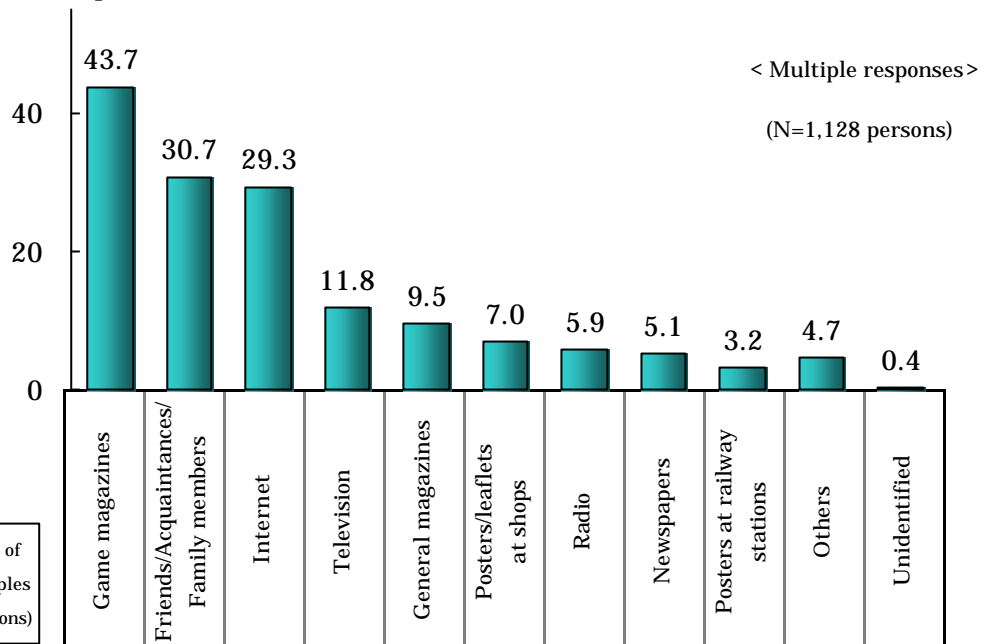
	No. of samples (persons)	Game magazines	Friends/Acquaintances/Family members	Internet	Television	General magazines	Posters/leaflets at shops	Radio	Newspapers	Posters at railway stations	Others	Unidentified
2001 Autumn Total	1,128	43.7	30.7	29.3	11.8	9.5	7.0	5.9	5.1	3.2	4.7	0.4
Male	923	46.3	28.5	30.7	12.0	9.8	7.6	6.4	4.9	3.3	4.0	0.4
years old	59	22.0	42.4	13.6	20.3	16.9	8.5	1.7	6.8	5.1	1.7	0.0
years old	140	46.4	42.1	27.1	16.4	14.3	7.9	13.6	4.3	2.9	5.0	1.4
years old	200	49.0	39.5	31.0	9.0	7.5	9.5	8.0	3.0	4.0	5.0	0.0
years old	224	52.7	24.6	36.6	10.7	6.7	6.7	5.4	4.0	3.1	2.2	0.4
years old	164	47.0	17.7	29.9	9.8	7.3	6.7	5.5	2.4	0.6	4.9	0.6
years old	100	47.0	13.0	33.0	12.0	10.0	8.0	2.0	8.0	6.0	4.0	0.0
years old	36	25.0	8.3	30.6	16.7	22.2	2.8	0.0	22.2	2.8	5.6	0.0
Female	205	32.2	40.5	23.4	10.7	8.3	4.4	3.9	5.9	2.9	7.8	0.0
years old	17	23.5	47.1	11.8	11.8	11.8	0.0	11.8	0.0	5.9	0.0	0.0
years old	21	33.3	33.3	42.9	9.5	14.3	0.0	4.8	0.0	0.0	4.8	0.0
years old	40	45.0	55.0	17.5	5.0	7.5	0.0	7.5	0.0	0.0	12.5	0.0
years old	45	31.1	44.4	24.4	11.1	8.9	6.7	2.2	6.7	2.2	11.1	0.0
years old	30	26.7	40.0	23.3	3.3	10.0	10.0	3.3	6.7	6.7	10.0	0.0
years old	42	26.2	28.6	26.2	16.7	2.4	7.1	0.0	11.9	4.8	4.8	0.0
years old	10	40.0	20.0	10.0	30.0	10.0	0.0	0.0	20.0	0.0	0.0	0.0
2001 Spring Total	1,042	46.1	31.2	22.6	15.0	17.2	7.4	5.5	5.4	3.2	4.7	0.7
2000 Autumn Total	1,008	38.9	34.9	14.8	16.1	24.7	7.5	5.4	6.3	3.5	4.6	0.0

Gender/Age

Ref.

Unit %

The first and second most selected sources were "Game magazines" and "Friends/Acquaintances/Family members" although their rates tend to be lower than in the last two surveys. "Internet" was listed third and its rate has been increasing gradually in each survey.

2. Past visits to Tokyo Game Show
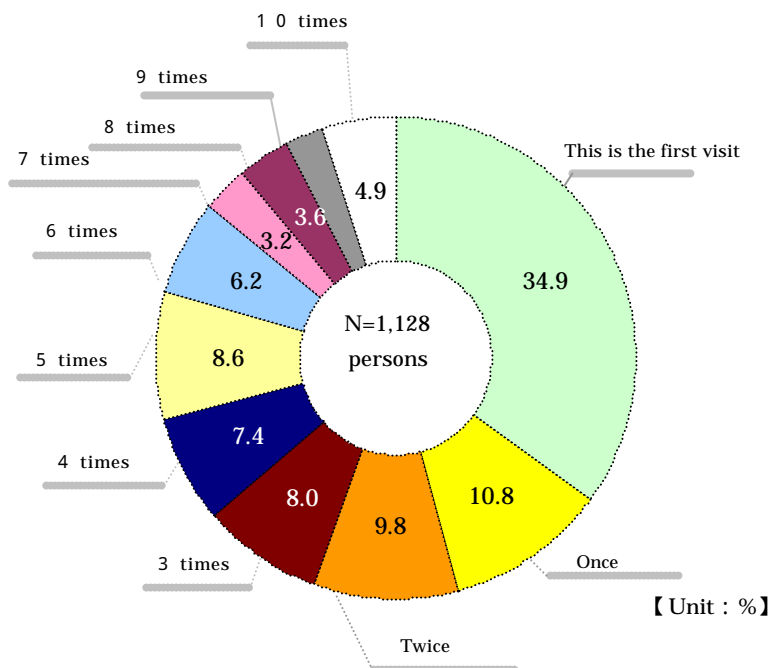
Average number of past visits
2.9 times

	2001Autumn/Total	Male	years old	years old	years old	years old	years old	years old	years old	Female	years old	years old	years old	years old	years old	years old	years old
No. of samples (persons)	1,128	923	59	140	200	224	164	100	36	205	17	21	40	45	30	42	10
This is the first visit	34.9	33.4	44.0	40.7	25.0	35.7	31.2	32.0	33.3	41.3	70.5	28.5	47.5	42.3	30.0	35.7	50.0
Once	10.8	11.3	20.3	17.9	8.5	9.8	8.5	11.0	8.3	8.8	11.8	9.5	7.5	8.9	6.7	11.9	0.0
Twice	9.8	9.5	15.3	10.7	9.0	6.7	6.7	12.0	22.2	11.2	5.9	4.8	10.0	8.9	10.0	16.7	30.0
times	8.0	8.0	8.5	10.0	6.5	7.6	8.5	7.0	11.1	7.8	0.0	19.0	2.5	11.1	6.7	7.1	10.0
times	7.4	7.7	5.1	5.0	14.5	8.5	5.5	3.0	2.8	6.3	5.9	0.0	10.0	8.9	6.7	4.8	0.0
times	8.6	8.3	3.4	8.6	12.5	7.6	7.3	7.0	5.6	9.8	0.0	28.6	10.0	4.4	13.3	7.1	10.0
times	6.2	6.3	0.0	2.9	7.5	8.5	7.3	5.0	8.3	5.9	0.0	0.0	2.5	8.9	10.0	9.5	0.0
times	3.2	3.5	0.0	0.7	5.0	4.0	4.3	3.0	5.6	2.0	0.0	4.8	2.5	2.2	3.3	0.0	0.0
times	3.6	4.0	0.0	0.7	6.0	2.7	4.9	9.0	2.8	2.0	5.9	0.0	5.0	0.0	3.3	0.0	0.0
times	2.6	3.0	0.0	1.4	3.0	3.1	6.7	2.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	2.4	0.0
times	4.9	5.0	3.4	1.4	2.5	5.8	9.1	9.0	0.0	4.4	0.0	4.8	2.5	4.4	10.0	4.8	0.0
Average number of past visits times	2.9	3.0	1.5	1.9	3.5	3.0	3.7	3.3	2.4	2.4	0.9	3.0	2.2	2.3	3.5	2.5	1.4

The proportion of new visitors to the show has increased by 9 points from the last survey, accounting for about 30% of the total attendance. The average number of visits was 2.9 visits and the highest average was 3.7 visits recorded by the male group between the ages of 25 and 29.

Appendix 1) Sample survey form

Q1

1 Your gender and age.

Gender　[　1.Male　　　2.Female　]　　　　　Age　　　　　　　years old

2　Your residential area　　Choose one

1.Within Tokyo's 23 wards　　　　　3.Kanagawa　　　5.Chiba　　　　7.Other prefecture
2.Tokyo area (outside of its 23 wards)　4.Saitama　　　6.Ibaraki

3　Your occupation　　Choose one

1.Elementary schooler　4.Junior-college or　　　5.College student,　　7.Self-employed　　10.Others
2.Junior Hi-schooler　　vocational school student　　graduate student　8.Housewife　　　Specify
3.Senior Hi-schooler　　awaiting entry to school　6.Office worker　　　9.Unemployed

Q

1) What game machines do you have ?　　Choose any number of answers

1.Nintendo GameCube　　　　6.Dreamcast　　　　　　11.Neo Geo Pocket　　Color included
2.Nintendo64　　　　　　　　7.Saturn　　　　　　　　12.Others
3.GameBoy Advance　　　　　8.PlayStation2
4.GameBoy　Color included　　9.PlayStation　PSone included　　[　　　　　　　　　　]
5.Super Family Computer　　　10.Wonder Swan　Color included

Questions to those who own PlayStation 2

2　How many PlayStation 2 corresponding software units do you have?　　[　　　　　　] units

3　How much are you satisfied with PlayStation 2 as a game machine ?　　Choose one

1.Very satisfied　　　2.Fairly satisfied　　　3.I can't tell　　　4.Little satisfied　　　5.Unsatisfied

Question to those who own Nintendo GameCube
4) How much are you satisfied with Nintendo GameCube ?　　Choose one

1.Very satisfied　　　2.Fairly satisfied　　　3.I can't tell　　　4.Little satisfied　　　5.Unsatisfied

Q

What game machine do you want to buy ?　　Choose any number of answers

1.Nintendo GameCube　　　　6.Super Family Computer　　11.Neo Geo Pocket (Color included)
2.Nintendo64　　　　　　　　7.Dreamcast　　　　　　　12.Xbox
3.Pokemon Mini　　　　　　　8.PlayStation 2　　　　　　13.Others
4.GameBoy Advance　　　　　9.PSone
5.GameBoy (Color included)　　10.Wonder Swan (Color included)　　[　　　　　　　　]

Q

How much do you want the following game machine ?
Choose one answer for each game machine and give a reason.

Choice　>　1. I want it very much　　　3. I can't tell　　　5. I don't want it
　　　　　　2. I want it fairly well　　　4. I don't really want it　　6. I already have one

PlayStation 2	1	2	3	4	5	Reason	6
Nintendo GameCube	1	2	3	4	5	Reason	6
Xbox	1	2	3	4	5	Reason	

Q Questions to those who want to purchase Nintendo Game Cube

1) When do you plan to purchase Nintendo Game Cube ?   Choose one

1.October	3.December Christmas	5.After February
2.November	4.January	6.I can't tell

2) Name software titles you particularly expect
   to be good or want to buy.

3) Do you know Nintendo GameCube and GameBoy Advance can be interlocked together ?
   < Choose one >

1.Yes	2.No

4) Do you want to play by interlocking them ?   Choose one

1.Very much	3.I can't tell	4.Not really
2.Fairly much		5.Never

5) Do you know a new game machine "Mermaid (tentative name)" is scheduled to be released, on which a DVD
   replaying function and Game Cube software are playable.   Choose one

1.Yes	⟶	1.I want to buy	2.I don't want to buy
2.No	⟶	1.I want to buy	2.I don't want to buy

Q How many non-gaming DVDs (movies, music etc.) do you have ?   units

Q Choose your most favorite game genre

1.Simulation	4.Fighting competition	7.Rhythm action	10.Board/Table (e.g. Shogi and Mah-jong)
2.Role playing	5.Shooting	8.Sports/Racing	11.Others
3.Adventure	6.Action	9.Puzzle	Specify

Q 1   How many days a week on average do you play games ?   Choose one

1.Almost everyday	3.2-3 days a week	5.2-3 days a month
2.4-5 days a week	4.One day a week	6.Less than that

2   How long on average do you play at a time ? Give each answer for weekdays and weekends.

Weekdays about	minute	Weekends about minutes

Q Answer each of the following questions: 1   the number of software units you purchased in half a year (April-
October , 2   out of which the number of software units you were satisfied with, and 3) the software title you were
glad you purchased the most.

1 Number purchased in half a year		units
2 Number satisfied with		units
3 Most favorite title		

Q10 What information source do you refer to before buying software ?   Choose any number of answers

1.Game magazines	4.Newpapers	7.Shows/Events	10.Shops
2.PC magazines	5.Television	8.Friends/Acquaintances	11.Others
3.General magazines	6.Radio	9.Internet	

Q11 1 Name the maker of Keitai/PHS mobile phone you use the most   Choose one

1.NTT DoCoMo (mobile phone	4.Tu-Ka	7.Astel
2.au	5.NTT DoCoMo PHS	8.NTT DoCoMo Doccimo
3.J-PHONE	6.DDI Pocket	9.I don't have one Go to Q 11

Questions to Keitai/PHS holders

2 Is an Internet function (i-mode, EZweb etc.) available in your Keitai/PHS mobile phone ?   Choose one

1.Available   2.Unavailable   Go to Q 11

3 Do you download to play appli   -apple, Java-apple etc.   corresponding games ?   Choose one

1.I play as ever   2.I used to play but currently do not   3.I don't have an appli corresponding model

Questions about TGS 2001 Autumn

Q12 1 Which booth (makers) did you highly anticipate prior to visiting ?

2 Which booth (maker) did you like the most ?

3 Which software title did you highly anticipate prior to visiting ?

4 Which software title did you want to buy ?

Q13 Questions about sales booths

1 Did (will) you drop in sales booths today ? Name specific booths.

1.I did will drop in.   2.I didn't (won't) drop in.   Go to Q13

Booth name

2 How much money do you carry today ? How much do you expect to spend at sales booths ?

Amount carried   Amount to be spent at sales booths

about [   ] yen   about [   ] yen

3 Which items did you or will you purchase today ?   Choose any number of answers

1.Book (magazine or comic)	4.Plastic model	7.Game related device	10.Celluloid picture
2.Calendar/Poster	5.Telephone card	8.Music CD	11.Others
3.Figure	6.Trading card	9.Stationery	[ ]

Q14 1) Did you know of a special software-plus-extra-gift package ?   Choose one

1.Yes   2.No

2) Have you ever purchased special software-plus-extra-gift packages ?   Choose one

1.Yes   2.No

3) If you have purchased any, were you satisfied with them ?   Choose one

1.Very satisfied	3.I can't tell	4.Little satisfied
2.Fairly satisfied		5.Unsatisfied

4) What kind of special software-plus-extra-gift packages do you want to buy ?

5) Do you want more special software-plus-extra-gift packages to be distributed ?   Choose one

1.Yes   2.No

Q15 1 How did you know about "Tokyo Game Show 2001 Autumn" ?   Choose any number of answers
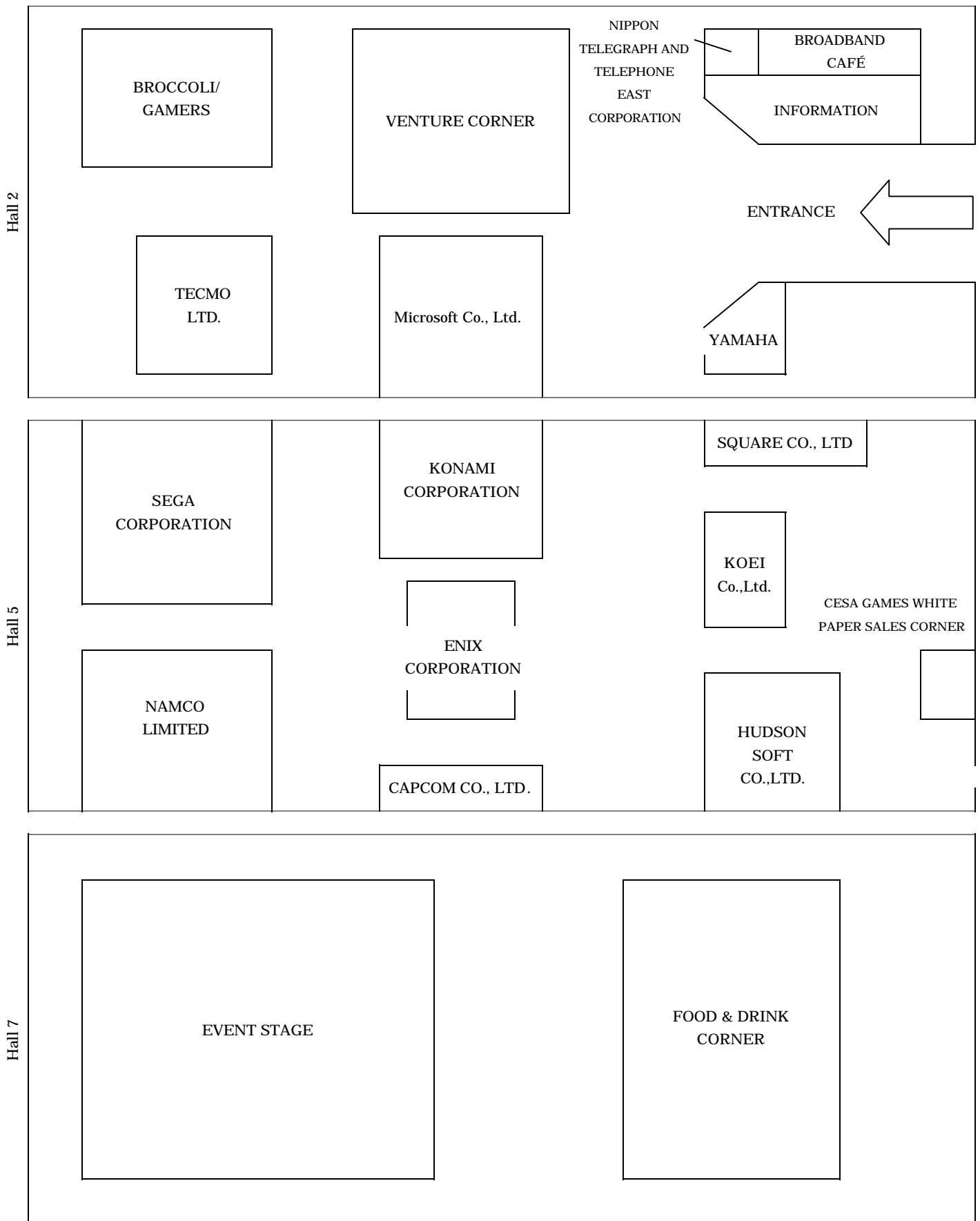
1.Television	4.Game magazines	7.Posters at railway stations	10.Others
2.Radio	5.General magazines	8.Friends/Acquaintances/Family members	Specify:
3.Newspapers	6.Posters/leaflets at shops	9.Internet	

2 Tokyo Game Show has been held ten times before (Summer in '97, Springs and Autumns from '97 to 2001). How many times did you visit ?

1.I visited	times	2.This is my first visit

Appendix 2) Location of questionnaire booths

Hall 2

BROCCOLI/ GAMERS

VENTURE CORNER

NIPPON TELEGRAPH AND TELEPHONE EAST CORPORATION

BROADBAND CAFÉ

INFORMATION

ENTRANCE

TECMO LTD.

Microsoft Co., Ltd.

YAMAHA

Hall 5

SEGA CORPORATION

KONAMI CORPORATION

SQUARE CO., LTD

KOEI Co.,Ltd.

CESA GAMES WHITE PAPER SALES CORNER

NAMCO LIMITED

ENIX CORPORATION

HUDSON SOFT CO.,LTD.

CAPCOM CO., LTD.

Hall 7

EVENT STAGE

FOOD & DRINK CORNER

Tokyo Game Show 2001 Autumn
Visitors Survey Report