

AOL/SRBI – April 21-30, 2005 Survey

FINAL DATA-May 20, 2005

BASE= 1005 Respondents 12-55 Except Where Noted

C. JUST FOR CLASSIFICATION PURPOSES WHICH BEST DESCRIBES YOUR STATUS, ARE YOU CURRENTLY EMPLOYED FULL-TIME OR PART-TIME OUTSIDE THE HOME, A STUDENT, UNEMPLOYED, HOMEMAKER OR RETIRED?

ALL
RESPONDENTS
=====

WORKING FULL TIME	50%
PART-TIME	9%
STUDENT	21%
UNEMPLOYED	6%
HOMEMAKER	8%
RETIRED	4%
DON'T KNOW	*
REFUSED	1%

Q1. ABOUT HOW MANY HOURS A WEEK ON AVERAGE WOULD YOU SAY YOU...
A) READ A BOOK OR MAGAZINE

ALL
RESPONDENTS
=====

LESS THAN ONE HOUR	6%
1-3 HOURS	33%
4-6 HOURS	22%
7-10 HOURS	14%
11-14 HOURS	4%
15-19 HOURS	3%
20-29 HOURS	5%
30-39 HOURS	1%
40 HOURS OR MORE	1%
NEVER	13%
DON'T KNOW	*

* = less than 1%

- = question not asked/zero respondents

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BASE=1005 Respondents 12-55 Except Where Noted

Q1. ABOUT HOW MANY HOURS A WEEK ON AVERAGE WOULD YOU SAY YOU...
B) EXERCISE OR PLAY SPORTS

	ALL RESPONDENTS =====
LESS THAN ONE HOUR	2%
1-3 HOURS	25%
4-6 HOURS	25%
7-10 HOURS	16%
11-14 HOURS	3%
15-19 HOURS	4%
20-29 HOURS	4%
30-39 HOURS	*
40 HOURS OR MORE	1%
NEVER	19%
DON' T KNOW	1%

Q1. ABOUT HOW MANY HOURS A WEEK ON AVERAGE WOULD YOU SAY YOU...
C) WATCH TELEVISION

	ALL RESPONDENTS =====
LESS THAN ONE HOUR	1%
1-3 HOURS	15%
4-6 HOURS	22%
7-10 HOURS	20%
11-14 HOURS	9%
15-19 HOURS	6%
20-29 HOURS	13%
30-39 HOURS	4%
40 HOURS OR MORE	5%
NEVER	4%
DON' T KNOW	1%

* = less than 1%

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Q1. ABOUT HOW MANY HOURS A WEEK ON AVERAGE WOULD YOU SAY YOU...
D) PLAY ONLINE GAMES ON A COMPUTER

	ALL RESPONDENTS =====
LESS THAN ONE HOUR	4%
1-3 HOURS	12%
4-6 HOURS	5%
7-10 HOURS	3%
11-14 HOURS	1%
15-19 HOURS	*
20-29 HOURS	1%
30-39 HOURS	*
40 HOURS OR MORE	*
NEVER	73%
DON' T KNOW	*

Q1. ABOUT HOW MANY HOURS A WEEK ON AVERAGE WOULD YOU SAY YOU...
E) PLAY VIDEO GAMES ON A GAME CONSOLE

	ALL RESPONDENTS =====
LESS THAN ONE HOUR	3%
1-3 HOURS	10%
4-6 HOURS	6%
7-10 HOURS	4%
11-14 HOURS	1%
15-19 HOURS	1%
20-29 HOURS	2%
30-39 HOURS	1%
40 HOURS OR MORE	1%
NEVER	73%
DON' T KNOW	*

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Q1. ABOUT HOW MANY HOURS A WEEK ON AVERAGE WOULD YOU SAY YOU...
F) PLAY GAMES ON YOUR CELL PHONE OR PDA

	ALL RESPONDENTS =====
LESS THAN ONE HOUR	3%
1-3 HOURS	7%
4-6 HOURS	2%
7-10 HOURS	*
11-14 HOURS	*
15-19 HOURS	*
20-29 HOURS	*
30-39 HOURS	*
40 HOURS OR MORE	*
NEVER	87%
DON' T KNOW	*

Q1. ABOUT HOW MANY HOURS A WEEK ON AVERAGE WOULD YOU SAY YOU...
G) PLAY TABLE GAMES

	ALL RESPONDENTS =====
LESS THAN ONE HOUR	11%
1-3 HOURS	26%
4-6 HOURS	7%
7-10 HOURS	3%
11-14 HOURS	-
15-19 HOURS	*
20-29 HOURS	*
30-39 HOURS	*
40 HOURS OR MORE	*
NEVER	52%
DON' T KNOW	1%

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Q1. ABOUT HOW MANY HOURS A WEEK ON AVERAGE WOULD YOU SAY YOU...
H) RENT OR GO TO THE MOVIES

	ALL RESPONDENTS =====
LESS THAN ONE HOUR	10%
1-3 HOURS	34%
4-6 HOURS	12%
7-10 HOURS	3%
11-14 HOURS	*
15-19 HOURS	1%
20-29 HOURS	1%
30-39 HOURS	*
40 HOURS OR MORE	*
NEVER	38%
DON' T KNOW	1%

Q1. ABOUT HOW MANY HOURS A WEEK ON AVERAGE WOULD YOU SAY YOU...
I) SHOP

	ALL RESPONDENTS =====
LESS THAN ONE HOUR	9%
1-3 HOURS	50%
4-6 HOURS	18%
7-10 HOURS	6%
11-14 HOURS	1%
15-19 HOURS	*
20-29 HOURS	1%
30-39 HOURS	1%
40 HOURS OR MORE	*
NEVER	14%
DON' T KNOW	1%

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Q1. ABOUT HOW MANY HOURS A WEEK ON AVERAGE WOULD YOU SAY YOU...
J) SCHOOL HOMEWORK AND STUDYING
BASE: CHILDREN ONLY (204)

ALL
RESPONDENTS
=====

LESS THAN ONE HOUR	5%
1-3 HOURS	29%
4-6 HOURS	24%
7-10 HOURS	19%
11-14 HOURS	6%
15-19 HOURS	5%
20-29 HOURS	4%
30-39 HOURS	1%
40 HOURS OR MORE	1%
NEVER	5%
DON' T KNOW	1%

Q2. WHERE DO YOU...
D) PLAY ONLINE GAMES ON A COMPUTER?
BASE: PLAY ONLINE GAMES ON COMPUTER (288)

ALL
RESPONDENTS
=====

HOME	87%
WORK	7%
SCHOOL	13%
SOME OTHER PLACE	3%
DON' T KNOW	1%

Q2. WHERE DO YOU...
E) PLAY VIDEO GAMES ON A GAME CONSOLE?
BASE: PLAY VIDEO GAMES ON GAME CONSOLE (283)

ALL
RESPONDENTS
=====

HOME	96%
WORK	2%
SCHOOL	2%
SOME OTHER PLACE	3%
DON' T KNOW	1%

* = less than 1%

- = question not asked/zero respondents

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Q2. WHERE DO YOU...

F) PLAY GAMES ON YOUR CELL PHONE OR PDA?

BASE: PLAY GAMES ON CELL PHONE/PDA (135)

ALL
RESPONDENTS
=====

HOME	76%
WORK	13%
SCHOOL	18%
SOME OTHER PLACE	13%
DON' T KNOW	2%

Q3. OF ALL THE ACTIVITIES MENTIONED WHICH IS YOUR FAVORITE?

BASE: MENTIONED DOING ONE OR MORE ACTIVITIES (1003)

ALL
RESPONDENTS
=====

EXERCISING OR PLAYING SPORTS	23%
READING A BOOK OR MAGAZINE	22%
WATCHING TELEVISION	14%
SHOPPING	12%
RENTING OR GOING TO THE MOVIES	7%
PLAYING VIDEO GAMES ON A GAME CONSOLE	7%
PLAYING ONLINE GAMES ON A COMPUTER	6%
PLAYING TABLE GAMES SUCH AS CARDS OR BOARD GAMES	5%
PLAYING GAMES ON YOUR CELL PHONE OR PDA	*
DOING SCHOOL HOMEWORK AND STUDYING	*
NONE	3%
DON' T KNOW	1%

Q4. HAVE YOU EVER PURCHASED A GAME FOR A CELL PHONE OR PDA?

BASE: PLAY GAMES ON CELL PHONE/PDA (135)

ALL
RESPONDENTS
=====

YES	33%
NO	67%
DON' T KNOW	*

* = less than 1%

- = question not asked/zero respondents

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Q5. HAVE YOU EVER PLAYED A GAME ON YOUR CELL PHONE OR PDA THAT WAS MULTI-PLAYER?
BASE: PLAY GAMES ON CELL PHONE/PDA (135)

	ALL RESPONDENTS =====
YES	18%
NO	82%
DON' T KNOW	-

Q6. DO YOU PLAY GAMES ON YOUR CELL PHONE OR PDA MOSTLY BECAUSE...
BASE: PLAY GAMES ON CELL PHONE/PDA (135)

	ALL RESPONDENTS =====
IT'S A FUN ACTIVITY	15%
IT'S COMPETITIVE	2%
IT HELPS TO PASS THE TIME WHEN BORED	82%
OTHER	1%
DO NOT USE	-
DON' T KNOW	*

Q7. DO YOU PLAY ANY OF THE FOLLOWING ONLINE GAMES ON A COMPUTER...
BASE: PLAY ONLINE GAMES ON COMPUTER (288)

	ALL RESPONDENTS =====
ONLINE CARD GAMES	66%
ONLINE BOARD GAMES	34%
ONLINE PUZZLES	28%
ONLINE WORD GAMES	33%
ONLINE TRIVIA	24%
ONLINE ARCADE GAMES	27%
ONLINE SPORTS GAMES	17%
OTHER	2%
NONE OF THESE	11%
DON' T KNOW	-

* = less than 1%

- = question not asked/zero respondents

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Q8. DO YOU PLAY GAMES ON THE INTERNET MOSTLY BECAUSE...
BASE: PLAY ONLINE GAMES ON COMPUTER (288)

ALL
RESPONDENTS
=====

IT'S A FUN ACTIVITY	32%
IT'S COMPETITIVE	22%
IT HELPS TO PASS THE TIME WHEN BORED	39%
YOU CAN WIN MONEY AND PRIZES	1%
OTHER	4%
DON'T KNOW	1%

Q9. DO YOU EVER PLAY GAMES ON THE INTERNET...
A) BY YOURSELF?
BASE: PLAY ONLINE GAMES ON COMPUTER (288)

ALL
RESPONDENTS
=====

YES	82%
NO	16%
DEPENDS	1%
DON'T KNOW	1%

Q9. DO YOU EVER PLAY GAMES ON THE INTERNET...
B) WITH STRANGERS?
BASE: PLAY ONLINE GAMES ON COMPUTER (288)

ALL
RESPONDENTS
=====

YES	49%
NO	51%
DEPENDS	-
DON'T KNOW	1%

Q9. DO YOU EVER PLAY GAMES ON THE INTERNET...
C) WITH FRIENDS?
BASE: PLAY ONLINE GAMES ON COMPUTER (288)

ALL
RESPONDENTS
=====

YES	62%
NO	37%
DEPENDS	-
DON'T KNOW	*

* = less than 1%

- = question not asked/zero respondents

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Q9. DO YOU EVER PLAY GAMES ON THE INTERNET...

D) WITH FAMILY?

BASE: PLAY ONLINE GAMES ON COMPUTER (288)

	ALL RESPONDENTS =====
YES	44%
NO	56%
DEPENDS	*
DON' T KNOW	-

Q10. HAVE YOU EVER COMPETED IN AN ONLINE TOURNAMENT?

BASE: PLAY ONLINE GAMES ON COMPUTER (288)

	ALL RESPONDENTS =====
YES	14%
NO	86%
DON' T KNOW	-

Q11. DO YOU PLAY FOR PRIZES OR SIMPLY "BRAGGING RIGHTS" AMONG FRIENDS AND OPPONENTS?

BASE: HAVE COMPETED IN ONLINE TOURNAMENT(S) (43)

	ALL RESPONDENTS =====
PRI ZES	18%
BRAGGI NG RI GHTS	60%
BOTH	13%
DON' T KNOW	10%

Q12. WHAT IS THE MOST MONEY OR CASH VALUE OF A PRIZE THAT YOU HAVE WON AT ONE TIME FROM PLAYING GAMES ONLINE?

BASE: PLAY FOR PRIZES (11)

	ALL RESPONDENTS =====
UNDER \$50	12%
\$51-\$99	-
\$100-\$199	12%
\$200-\$299	9%
\$300-\$499	-
\$500-\$749	7%
\$750-\$999	-
\$1000 OR MORE	10%
NONE	51%
DON' T KNOW	-

* = less than 1%

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Q13. WHAT IS THE MOST MONEY OR CASH VALUE OF A PRIZE THAT YOU HAVE LOST AT ONE TIME FROM PLAYING GAMES ONLINE?
BASE: PLAY FOR PRIZES (11)

	ALL RESPONDENTS =====
UNDER \$50	27%
\$51-\$99	-
\$100-\$199	12%
\$200-\$299	-
\$300-\$499	-
\$500-\$749	10%
\$750-\$999	-
\$1000 OR MORE	-
NONE	51%
DON' T KNOW	-

Q14. HOW INTERESTED ARE YOU IN COMPETING IN AN ONLINE GAME TOURNAMENT?
BASE: HAVE NOT COMPETED IN ONLINE TOURNAMENT (245)

	ALL RESPONDENTS =====
VERY INTERESTED	4%
SOMEWHAT INTERESTED	18%
NOT VERY INTERESTED	20%
NOT AT ALL INTERESTED	56%
DON' T KNOW	2%

Q15. IN THE LAST SIX MONTHS OR SO, HAVE YOU...
A) PAID MONEY TO PLAY ONLINE GAMES, SUCH AS CLUB POGO?
BASE: PLAY ONLINE GAMES ON COMPUTER (288)

	ALL RESPONDENTS =====
YES	6%
NO	94%
DON' T KNOW	1%

Q15. IN THE LAST SIX MONTHS OR SO, HAVE YOU...
B) PURCHASED A COMPUTER GAME?
BASE: PLAY ONLINE GAMES ON COMPUTER (288)

	ALL RESPONDENTS =====
YES	34%
NO	66%
DON' T KNOW	-

* = less than 1%

- = question not asked/zero respondents

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Q16. HAVE YOU EVER HEARD OF MMORPG OR MASSIVE MULTIPLAYER ONLINE ROLE PLAYING GAMES OR BEEN TO A MMORPG WEB SITE?
BASE: PLAY ONLINE GAMES ON COMPUTER (288)

ALL
RESPONDENTS
=====

YES	31%
NO	68%
DON' T KNOW	2%

Q17. HAVE YOU EVER PLAYED AN MMORPG SUCH AS THE MATRIX ONLINE, DUNGEONS & DRAGONS ONLINE OR EVERQUEST?
BASE: AWARE OF MMORPG (87)

ALL
RESPONDENTS
=====

YES	59%
NO	41%
DON' T KNOW	-

Q18. DO YOU THINK YOU PLAY ONLINE GAMES, THAT IS, ON A COMPUTER, MORE, LESS OR ABOUT THE SAME AS THE AVERAGE PERSON YOUR AGE?
BASE: PLAY ONLINE GAMES ON COMPUTER (288)

ALL
RESPONDENTS
=====

MORE	17%
LESS	44%
ABOUT THE SAME	38%
DON' T KNOW	1%

Q19. HAS YOUR INTERNET GAME PLAYING LED TO...
A) MAKING NEW FRIENDS ONLINE?
BASE: PLAY ONLINE GAMES ON COMPUTER (288)

ALL
RESPONDENTS
=====

YES	29%
NO	71%
DON' T KNOW	-

Q19. HAS YOUR INTERNET GAME PLAYING LED TO...
B) SHARPENING YOUR MENTAL SKILLS?
BASE: PLAY ONLINE GAMES ON COMPUTER (288)

ALL
RESPONDENTS
=====

YES	65%
NO	34%
DON' T KNOW	2%

* = less than 1%

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Q19. HAS YOUR INTERNET GAME PLAYING LED TO...

C) WINNING MONEY OR PRIZES?

BASE: PLAY ONLINE GAMES ON COMPUTER (288)

ALL
RESPONDENTS
=====

YES	5%
NO	95%
DON' T KNOW	-

Q19. HAS YOUR INTERNET GAME PLAYING LED TO...

D) MAKING YOU A BETTER CARD PLAYER?

BASE: PLAY ONLINE GAMES ON COMPUTER (288)

ALL
RESPONDENTS
=====

YES	36%
NO	62%
DON' T KNOW	2%

Q19. HAS YOUR INTERNET GAME PLAYING LED TO...

E) GIVING YOU A NEW HOBBY TO PASS THE TIME?

BASE: PLAY ONLINE GAMES ON COMPUTER (288)

ALL
RESPONDENTS
=====

YES	77%
NO	23%
DON' T KNOW	*

Q20. HAVE YOU EVER DATED OR MARRIED SOMEONE THAT YOU FIRST MET THROUGH PLAYING INTERNET GAMES?

BASE: PLAY ONLINE GAMES ON COMPUTER (288)

ALL
RESPONDENTS
=====

YES, DATED	3%
YES, MARRIED	3%
BOTH DATED AND MARRIED	-
NO	94%
DON' T KNOW	-

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Q21. DO YOU PLAY GAMES ON A CONSOLE SUCH AS XBOX OR PLAYSTATION MOSTLY BECAUSE...
BASE: PLAY VIDEO GAMES ON GAME CONSOLE (283)

ALL
RESPONDENTS
=====

IT'S A FUN ACTIVITY	42%
IT'S COMPETITIVE	29%
IT HELPS TO PASS THE TIME WHEN BORED	24%
YOU CAN WIN MONEY AND PRIZES	-
OTHER	4%
DON'T KNOW	1%

Q22. DO YOU EVER PLAY GAMES ON A CONSOLE LIKE XBOX OR PLAYSTATION...
A) BY YOURSELF
BASE: PLAY VIDEO GAMES ON GAME CONSOLE (283)

ALL
RESPONDENTS
=====

YES	92%
NO	8%
DEPENDS	-
DON'T KNOW	*

Q22. DO YOU EVER PLAY GAMES ON A CONSOLE LIKE XBOX OR PLAYSTATION...
B) WITH STRANGERS
BASE: PLAY VIDEO GAMES ON GAME CONSOLE (283)

ALL
RESPONDENTS
=====

YES	18%
NO	82%
DEPENDS	-
DON'T KNOW	*

Q22. DO YOU EVER PLAY GAMES ON A CONSOLE LIKE XBOX OR PLAYSTATION...
C) WITH FRIENDS
BASE: PLAY VIDEO GAMES ON GAME CONSOLE (283)

ALL
RESPONDENTS
=====

YES	87%
NO	13%
DEPENDS	-
DON'T KNOW	*

* = less than 1%

- = question not asked/zero respondents

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Q22. DO YOU EVER PLAY GAMES ON A CONSOLE LIKE XBOX OR PLAYSTATION...

D) WITH FAMILY

BASE: PLAY VIDEO GAMES ON GAME CONSOLE (283)

	ALL RESPONDENTS =====
YES	79%
NO	20%
DEPENDS	*
DON' T KNOW	*

Q23. DO YOU THINK YOU PLAY VIDEO GAMES, THAT IS ON A CONSOLE, MORE, LESS OR ABOUT THE SAME AS THE AVERAGE PERSON YOUR AGE?

BASE: PLAY VIDEO GAMES ON GAME CONSOLE (283)

	ALL RESPONDENTS =====
MORE	16%
LESS	46%
ABOUT THE SAME	37%
DON' T KNOW	2%

Q24. DO YOU EVER FIND YOURSELF HIDING YOUR ONLINE OR VIDEO GAME USE FROM FAMILY, FRIENDS OR COLLEAGUES SOMETIMES?

BASE: PLAY ONLINE GAMES ON COMPUTER/VIDEO GAMES ON GAME CONSOLE (430)

	ALL RESPONDENTS =====
YES	4%
NO	96%
DON' T KNOW	*

Q25. WHY DO YOU SOMETIMES HIDE YOUR ONLINE OR VIDEO GAME PLAYING?

BASE: HIDE ONLINE/VIDEO GAMING (17)

	ALL RESPONDENTS =====
DON' T WANT KIDS TO KNOW	8%
DON' T WANT PARENTS TO KNOW	-
MY SPOUSE DOESN' T LIKE/ APPROVE OF ONLINE GAMES	18%
FEEL SILLY/EMBARRASSED AT THE EXTENT I PLAY ONLINE	12%
FEEL LIKE I SHOULD BE DOING SOMETHING ELSE	17%
OTHER (SPECIFY)	33%
DON' T KNOW	17%

* = less than 1%

- = question not asked/zero respondents

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Q26. FROM WHOM DO YOU SOMETIMES HIDE YOUR ONLINE OR VIDEO GAMING?
BASE: HIDE ONLINE/VIDEO GAMING (17)

	ALL RESPONDENTS =====
SPOUSE	30%
CHILDREN	8%
PARENTS	5%
OTHER FAMILY MEMBERS	34%
FRIENDS	5%
BOSS	-
COLLEAGUES AT WORK	18%
OTHER (SPECIFY)	-
DON'T KNOW	-

Q27. OF THE FOLLOWING THREE, WHICH DO YOU PREFER TO PLAY THE MOST?
BASE: PLAY ONLINE GAMES ON COMPUTER AND VIDEO GAMES ON GAME CONSOLE (141)

	ALL RESPONDENTS =====
CASUAL INTERNET GAMES	14%
MMORPG	14%
VIDEO GAMES ON CONSOLE	69%
ALL THREE/CAN'T CHOOSE	1%
DON'T KNOW	2%

Q28. WHEN DO YOU GENERALLY PLAY...
A) ONLINE GAMES ON YOUR COMPUTER?
BASE: PLAY ONLINE GAMES ON COMPUTER (288)

	ALL RESPONDENTS =====
IN THE MORNING	5%
DURING THE DAYTIME	16%
IN THE EVENING	66%
LATE AT NIGHT BETWEEN MIDNIGHT AND 4 AM	10%
ALL THE TIME	2%
DON'T KNOW	2%

* = less than 1%

- = question not asked/zero respondents

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Q28. WHEN DO YOU GENERALLY PLAY...
B) VIDEO GAMES ON A CONSOLE SUCH AS XBOX OR PLAYSTATION?
BASE: PLAY VIDEO GAMES ON GAME CONSOLE (283)

ALL
RESPONDENTS
=====

IN THE MORNING	3%
DURING THE DAYTIME	14%
IN THE EVENING	63%
LATE AT NIGHT BETWEEN MIDNIGHT AND 4 AM	16%
ALL THE TIME	2%
DON' T KNOW	2%

Q28. WHEN DO YOU GENERALLY PLAY...
C) GAMES ON YOUR CELL PHONE/PDA?
BASE: PLAY GAMES ON CELL PHONE/PDA (135)

ALL
RESPONDENTS
=====

IN THE MORNING	21%
DURING THE DAYTIME	40%
IN THE EVENING	29%
LATE AT NIGHT BETWEEN MIDNIGHT AND 4 AM	5%
ALL THE TIME	1%
DON' T KNOW	4%

Q29. SOME PEOPLE SAY THEY PLAY INTERNET GAMES OR VIDEO GAMES FOR CASUAL RECREATION WHILE OTHERS SAY THAT THEY LOVE PLAYING SO MUCH THAT THEY HAVE FOUND THEMSELVES ADDICTED. WHICH WOULD DESCRIBE YOU MORE?
BASE: PLAY ONLINE GAMES ON COMPUTER/VIDEO GAMES ON GAME CONSOLE/GAMES ON CELL PHONE/PDA (471)

ALL
RESPONDENTS
=====

PLAY GAMES FOR CASUAL RECREATION	83%
ADDICTED	10%
NEI THER	4%
BOTH	1%
DON' T KNOW	1%

* = less than 1%

- = question not asked/zero respondents

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Q30. HAVE YOU EVER BECOME SO INVOLVED WITH AN ONLINE OR VIDEO GAME THAT YOU DID ANY OF THE FOLLOWING?
BASE: PLAY ONLINE GAMES ON COMPUTER/VIDEO GAMES ON GAME CONSOLE/GAMES ON CELL PHONE/PDA (471)

	ALL RESPONDENTS =====
MI SSED A FAVORITE TV SHOW	33%
SKI PPED A MEAL	19%
FORGOT TO MEET OR PICK UP A FAMIL Y MEMBER OR FRIEND	5%
SKI PPED SCHOOL, WORK, RELI GI OUS WORSHI P OR AN APPOI NTMENT	4%
ARRI VED LATE TO WORK OR SCHOOL	5%
PLAYED A GAME ALL NIGHT UNTI L THE SUN CAME UP	25%
NONE OF THE ABOVE	52%
DON' T KNOW	*

Q31. IF YOU WERE ON A DESERT ISLAND FOR A WEEK AND HAD TO CHOOSE ONE OF THE FOLLOWING FOR ENTERTAINMENT, WHI CH WOULD YOU CHOOSE?
BASE: PLAY ONLINE GAMES ON COMPUTER/VIDEO GAMES ON GAME CONSOLE/GAMES ON CELL PHONE/PDA (471)

	ALL RESPONDENTS =====
I POD OR MP3 PLAYER	18%
TI VO	4%
DVD PLAYER	19%
CELL PHONE OR PDA	20%
I NTERNET OR ONLI NE GAMES	19%
VI DEO GAMES	16%
NONE OF THE ABOVE	3%
DON' T KNOW	1%

Q32. HAVE YOU EVER BOUGHT AN ONLINE OR VIDEO GAME MAINLY BECAUSE IT FEATURED A MOVIE CHARACTER SUCH AS SPIDER-MAN, THE GODFATHER OR JAMES BOND?
BASE: PLAY ONLINE GAMES ON COMPUTER/VIDEO GAMES ON GAME CONSOLE/GAMES ON CELL PHONE/PDA (471)

	ALL RESPONDENTS =====
YES	18%
NO	82%
DOESN' T MATTER	*
DON' T KNOW	-

* = less than 1%

- = question not asked/zero respondents

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Q33. DO YOU FEEL THERE IS TOO MUCH OF THE FOLLOWING IN ONLINE VIDEO GAMES IN GENERAL OR NOT?
A) VIOLENCE

	ALL RESPONDENTS =====
THERE' S TOO MUCH	47%
THERE' S NOT TOO MUCH	33%
IT DEPENDS	1%
DON' T KNOW	19%

Q33. DO YOU FEEL THERE IS TOO MUCH OF THE FOLLOWING IN ONLINE VIDEO GAMES IN GENERAL OR NOT?
B) SEXUAL CONTENT/LANGUAGE

	ALL RESPONDENTS =====
THERE' S TOO MUCH	40%
THERE' S NOT TOO MUCH	32%
IT DEPENDS	1%
DON' T KNOW	27%

Q34. HAVE YOU EVER AVOIDED BUYING A SPECIFIC VIDEO GAME BECAUSE OF ITS VIOLENT OR INDECENT CONTENT?

	ALL RESPONDENTS =====
YES	40%
NO	56%
DON' T KNOW	4%

Q35. DO YOU THINK THAT VIOLENCE IN VIDEO GAMES CONTRIBUTES TO AN INCREASED AMOUNT OF VIOLENCE IN OUR COUNTRY?

	ALL RESPONDENTS =====
YES	57%
NO	37%
DON' T KNOW	6%

Q36. DO YOU THINK THERE IS MORE, LESS OR ABOUT THE SAME LEVEL OF VIOLENCE PORTRAYED IN VIDEO GAMES THAN ON BROADCAST TV AND MOVIES?

	ALL RESPONDENTS =====
MORE	36%
LESS	10%
ABOUT THE SAME	47%
DON' T KNOW	7%

* = less than 1%

- = question not asked/zero respondents

AOL/SRBI – April 21-30, 2005 Survey

FINAL DATA-May 20, 2005

BASE=1005 Respondents 12-55 Except Where Noted

Q36A. DO YOU THINK THE GOVERNMENT SHOULD BAN THE SELLING OF VIOLENT OR SEXUALLY EXPLICIT VIDEO GAMES TO THOSE UNDER THE AGE OF 18?

ALL
RESPONDENTS
=====

YES, BAN	66%
NO, NOT BAN	30%
DON' T KNOW	4%

Q37. DO YOU EVER WATCH POKER ON TELEVISION?

ALL
RESPONDENTS
=====

YES	37%
NO	63%
DON' T KNOW	*

Q38. DO YOU EVER PLAY POKER...

A) AT A CASINO?

BASE: ADULTS ONLY (801)

ALL
RESPONDENTS
=====

YES	15%
NO	85%
DON' T KNOW	*

Q38. DO YOU EVER PLAY POKER...

B) IN PERSON BUT NOT AT A CASINO?

ALL
RESPONDENTS
=====

YES	42%
NO	58%
DON' T KNOW	*

Q38. DO YOU EVER PLAY POKER...

C) ONLINE, THAT IS, ON THE INTERNET, ON A CONSOLE OR CELL PHONE/PDA?

ALL
RESPONDENTS
=====

YES	11%
NO	89%
DON' T KNOW	-

* = less than 1%

- = question not asked/zero respondents

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Q39. DO YOU PLAY POKER MORE ONLINE ON A COMPUTER OR A CONSOLE OR OFFLINE WITH FRIENDS OR AT A CASINO?
BASE: PLAY POKER ONLINE AND OFFLINE (97)

	ALL RESPONDENTS =====
MORE ONLINE	30%
MORE OFFLINE	65%
ABOUT THE SAME	5%
DON' T KNOW	-

Q40. WHAT LEVEL POKER PLAYER ARE YOU?
BASE: PLAY POKER (464)

	ALL RESPONDENTS =====
AT THE PROFESSIONAL LEVEL	1%
NOT AT PROFESSIONAL LEVEL BUT SKILLED	34%
BEGINNER, JUST LEARNING TO PLAY	64%
DON' T KNOW	*

Q41. IN THE PAST YEAR, HAVE YOU PLAYED POKER...
BASE: PLAY POKER (464)

	ALL RESPONDENTS =====
MORE THAN EVER BEFORE	17%
SAME AS USUAL	32%
LESS THAN USUAL	22%
JUST TAKEN INTEREST IN IT/NEW TO GAME	26%
RARELY/NEVER	4%
DON' T KNOW	*

Q42. DO YOU PLAY POKER ONLINE MOSTLY...
BASE: PLAY POKER ONLINE (111)

	ALL RESPONDENTS =====
BY YOURSELF, AGAINST THE COMPUTER	34%
WITH FRIENDS	23%
AGAINST PEOPLE YOU DON' T KNOW	41%
DON' T KNOW	3%

* = less than 1%

- = question not asked/zero respondents

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Q43. WHICH IS THE MOST IMPORTANT REASON THAT YOU PLAY POKER ONLINE?
BASE: PLAY POKER ONLINE (111)

	ALL RESPONDENTS =====
PREPARE BEFORE GOING TO A CASINO	6%
CONNECT WITH OTHERS WHO ENJOY THE GAME	13%
COMPETE WITH THE BEST PLAYERS FROM AROUND THE COUNTRY	12%
PRACTICE BEFORE PLAYING WITH FRIENDS	22%
LEARN HOW TO PLAY THE GAME	25%
OTHER	18%
DON' T KNOW	4%

Q44. HAS PLAYING POKER ONLINE MADE YOU MORE INTERESTED, LESS INTERESTED OR HAS HAD NO EFFECT ON YOUR INTEREST IN POKER AND CARD GAMES?
BASE: PLAY POKER ONLINE (111)

	ALL RESPONDENTS =====
MORE INTERESTED	42%
LESS INTERESTED	1%
HAS NO EFFECT	56%
DON' T KNOW	1%

A. GENDER

	ALL RESPONDENTS =====
MALE	49%
FEMALE	51%

* = less than 1%

- = question not asked/zero respondents

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BASE=1005 Respondents 12-55 Except Where Noted

F1. WHAT IS YOUR AGE?

	ALL RESPONDENTS =====
12	2%
13	2%
14	3%
15	3%
16	2%
17	2%
18-24	15%
25-29	10%
30-34	11%
35-39	10%
40-44	13%
45-55	25%
REFUSED	1%

F2. WHAT IS THE HIGHEST GRADE OF SCHOOLING THAT YOU'VE COMPLETED?

	ALL RESPONDENTS =====
8TH GRADE OR LESS	9%
SOME HIGH SCHOOL	15%
HIGH SCHOOL GRADUATE	26%
SOME COLLEGE	26%
COLLEGE GRADUATE	16%
POSTGRADUATE STUDY/LAW OR MEDICAL SCHOOL	8%
REFUSED	1%

F3. ARE YOU OF HISPANIC ORIGIN OR DESCENT?

	ALL RESPONDENTS =====
YES	14%
NO	85%
REFUSED	1%

* = less than 1%

- = question not asked/zero respondents

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BASE=1005 Respondents 12-55 Except Where Noted

F4. WHAT IS YOUR RACE?

ALL
RESPONDENTS
=====

WHI TE	70%
BLACK	14%
ASI AN	2%
HI SPANI C	6%
OTHER	6%
DON' T KNOW	*
REFUSED/NO ANSWER	2%

F7. WHAT IS YOUR MARI TAL STATUS?

BASE: ADULTS ONLY (801)

ALL
RESPONDENTS
=====

MARRI ED	52%
SING LE, LI VI NG ALONE	27%
SING LE, BUT LI VI NG WI TH A PARTNER	9%
DI VORCED	7%
SEPARATED	2%
WI DOWED	1%
REFUSED	2%

F14. DO YOU CONSIDER YOURSELF AN EVANGELI CAL OR BORN-AGAI N CHRIS TIAN?

BASE: ADULTS ONLY (801)

ALL
RESPONDENTS
=====

YES	36%
NO	60%
DON' T KNOW	3%
REFUSED	1%

* = less than 1%

- = question not asked/zero respondents

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BASE=1005 Respondents 12-55 Except Where Noted

F15. FINALLY, JUST FOR CLASSIFICATION PURPOSES, WAS YOUR TOTAL FAMILY INCOME BEFORE TAXES LAST YEAR. . .
BASE: ADULTS ONLY (801)

	ALL RESPONDENTS =====
LESS THAN \$20,000	14%
\$20,000 TO JUST UNDER \$35,000	17%
\$35,000 TO JUST UNDER \$50,000	16%
\$50,000 TO JUST UNDER \$75,000	15%
\$75,000 TO JUST UNDER \$100,000	10%
\$100,000 OR MORE	11%
DON' T KNOW	5%
REFUSED	11%

F16. DO YOU HAVE ANY TEENAGERS LIVING IN YOUR HOUSEHOLD BETWEEN THE AGES OF 12-17?

	ALL RESPONDENTS =====
YES	36%
NO	64%

* = less than 1%

- = question not asked/zero respondents