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## Video Gaming and Entertainment: Perceptions, priorities, and purchases

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# Spring 2004 E-Poll/GameDAILY Consumer Research Report

## Video Gaming & Entertainment: Perceptions, Priorities, and Purchasing

In this third collaborative research effort, E-Poll and GameDaily surveyed **924 casual and hardcore gamers**, across 30 entertainment portals to get a read on their current activities and interests. This report reveals critical data about consumer attitudes and opinions and purchase intent towards video gaming and other forms of entertainment. Get a clear picture on what will motivate gamers to open their wallets for the '04 holiday season.

Key topics include:

### The Gamer Profile

- How often gamers play video games per week
- The average number of hours per week gamers play video games
- Length of time gamers have been playing video games
- What type games they play
- Video game genre preferences
- Current gaming platform ownership

### Purchase Decisions

- Purchase intent over the next six months
- Specific influencers/detractors for video game purchases
- Future purchase intent of gaming platforms
- Specific game feature influencers/detractors
- Handheld ownership and purchase intent

### Entertainment/Leisure Preferences

- Interest in different types of entertainment (i.e. movies, TV, etc.)
- Time spent doing entertainment related activities (i.e. movies, TV, etc.)
- Entertainment choice influencers/detractors

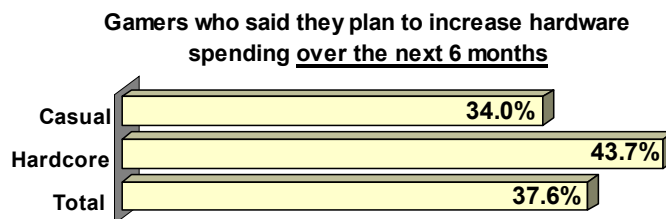


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### Sample findings

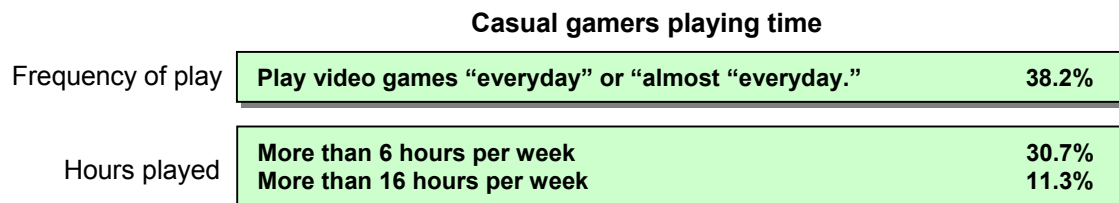
#### Increased spending planned for software and hardware purchases

The video game industry appears to have strong momentum going into the second half of 2004. Half of all respondents stated that their purchases for software "increased a lot" or "increased somewhat" in the last 12 months and a ¼ of all respondents stated their purchases for hardware, have "increased a lot" or "increased somewhat" over the last 12 months. Over the next six months, the story is even more compelling.



#### "Casual" gamers spend a significant amount of time playing video games

Casual as well as hardcore gamers are profiled to give you the knowledge you need to capitalize on both markets.



#### About E-Poll

E-Poll® provides innovative market research services from methodology and questionnaire design to data processing and analysis. For additional information about this report or our services contact us at (818) 995-4960 or email us at [client@epoll.com](mailto:client@epoll.com).

#### About GameDaily, Inc.

GameDaily is a leading video game information and promotion company that reaches over 24 million mainstream gamers each month through its destination site, <http://www.gamedaily.com>, and a network of over 130 affiliated sites and portals.

For information please contact (415) 227-4770 or [sales@gigex.com](mailto:sales@gigex.com).