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Interview dates: April 18 – 20 & 24 – 27, 2006
Interviews: 3024 adults, 1206 Gamers
Margin of error: ± 1.8 for all adults, ± 2.8 for Gamers

**THE ASSOCIATED PRESS/AMERICA ONLINE POLL
GAMING STUDY
CONDUCTED BY IPSOS PUBLIC AFFAIRS
RELEASE DATE: APRIL 28, 2006
PROJECT #81-5139-88**

NOTE: all results shown are percentages unless otherwise labeled.

GAMING STUDY

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

Yes	40
No	60
Not sure	-

NOTE: RESULTS FOR ALL REMAINING QUESTIONS ARE BASED ON THE 40% OF ALL ADULTS (1206 RESPONDENTS) WHO IN Q.1 SAY THAT PLAY GAMES ON A COMPUTER OR ON AN ELECTRONIC GAME CONSOLE

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

Yes	45
No	55
Not sure	-

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

Less than one hour	32
1 hour	9
2 hours	17
3 hours	8
4 hour to 5 hours	13
6 hour to 7 hours	4
8 hour to 10 hours	6
10 hours or more	10
Refused/not sure	1

4. Do you typically play computer or video games with other people, or only by yourself?

With others	28
Only by yourself	63
Both equally (VOL)	8
Not sure	1

(ONLY ASKED OF THOSE WHO SAY IN Q.2 THAT THEY PLAY COMPUTER OF VIDEO GAMES ONLINE)

5. Have you formed any ongoing friendships or relationships from playing online with strangers, or not?

Yes	18
No	81
Not sure	1

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

Casual, like card or board games	29
Strategy	17
Action, such as driving or fighting games	16
Sports	13
Adventure or Role-Playing	12
Shooters	7
Simulation	4
Other (VOL)	1
Not sure	1

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

Nothing	27
\$100 or less	31
\$101 to \$200	14
\$201 to \$500	17
\$501 to \$1,000	6
Over \$1,000	5
Refused/not sure	-

8. During an average week, how many hours do you spend watching television?

No time/Do not watch television	6
Less than one hour per week	3
3 hours or less	10
4 to 5 hours	11
6 to 7 hours	7
8 to 10 hours	17
11 to 15 hours	14
16 to 25 hours	16
More than 25 hours	15
Refused/not sure	1

DEMOGRAPHICS

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

D1a. In what year were you born?

D1b. Have you already had a birthday this year?

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

D1c. Are you:

18-34	48
35-49	28
50-64	17
65 and over	6
Refused/not sure	1

D2. Are you employed:

TOTAL EMPLOYED	67
- Full time.....	54
- Part time.....	13
Not employed	19
Retired.....	13
Refused/not sure	1

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

Grade school or some high school	9
Completed high school	22
Some community college or university, but did not finish	25
Completed technical school or a community college	13
Completed a university or Bachelor's degree	19
Completed a post-graduate degree such as a Master's or Ph.D.	11
Refused/not sure	1

D4. Are you currently married?

Yes	55
No.....	44
Refused/not sure	1

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

1	12
2	26
3	21
4	22
5	11
6 or more	7
Refused/not sure	1

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

D6a. How many children under 6 years are currently living in your household?

D6b. How many children ages 6 to 12 are currently living in your household?

D6c. How many children ages 13 to 17 are currently living in your household?

ANY CHILDREN – NET	49
Under 6.....	25
6-12.....	24
13-17.....	17
NO CHILDREN	50
Refused/not sure	1

D7a. Are you of Hispanic ethnicity?

(Q.D8b ASKED ONLY OF THOSE WHO DO NOT SAY THEY ARE HISPANIC IN Q.D7a.)

D7b. Are you white, black, Asian, or some other race?

(RESULTS SHOWN IN SUMMARY BELOW.)

White	65
Black.....	12
Hispanic.....	14
Asian.....	5
American Indian.....	2
Other.....	1
Refused	1

D8. Could you please tell me your household income from all sources in 2005?

Under \$15,000.....	13
\$15,000 to less than \$20,000	4
\$20,000 to less than \$25,000	6
\$25,000 to less than \$30,000	4
\$30,000 to less than \$40,000	10
\$40,000 to less than \$50,000	9
\$50,000 to less than \$75,000	16
\$75,000 to less than \$100,000	10
\$100,000 or more	14
Refused/not sure	14

REGION:

Northeast.....	17
Midwest	22
South	37
West	24

METROPOLITAN STATUS:

Urban.....	30
Suburban	50
Rural.....	20

GENDER:

Male	55
Female	45