SURVEY RESULTS

Note: These results were primarily obtained from TL's userbase. As such, they were rather heavily skewed towards frequent gamers. To make the interpretation of these results easier, I decided to **filter out everyone who did not play at least once a week**. This reduced the initial sample of 759 respondents to a sample of 658 'frequent gamers'.

Part 1: General Questions

Q1: Gender?

- Male: 636 (96.7%)
- Female: 18 (2.7%)
- No reply: 4 (0.6%)

Q2: Age?

- Below 18: 103 (15.7%)
- Between 18 and 34: 552 (83.9%)
- Between 35 and 49: 1 (0.2%)
- 50 or older: 2 (0.3%)

Q3: How long have you been playing video games?

- Less than one year: 0 (0%)
- 1 – 2 years: 1 (0.2%)
- 2 – 5 years: 32 (4.9%)
- 5 – 8 years: 81 (12.3%)
- Over 8 years: 542 (82.4%)
- No reply: 2 (0.3%)

Q4: How many hours do you spend per week playing video games?

- 0 hours: 0 (0%)
- 1 – 5 hours: 101 (15.3%)
- 5 – 10 hours: 152 (23.1%)
- 10 – 15 hours: 146 (22.2%)
- 15 – 20 hours: 88 (13.4%)
- 20 – 25 hours: 58 (8.5%)
- 25+ hours: 115 (17.5%)

Q5: On which platform do you most often play video games? (You may select multiple options, for example if you play about as often on a computer as on a video game console.)

- Computer (PC, Macintosh, Laptop): 639 (97.1%)
- Video game console (e.g. Sony PlayStation 3, Microsoft Xbox 360, Nintendo Wii, ...): 156 (23.7%)
- Mobile device (e.g. cellphone, smartphone, Sony PSP, Nintendo DS, ...): 59 (9%)

Q6: What is your favorite video game genre? (You may select up to 3 options if you have more than one favorite genre.)

- Sports: 40 (6.1%)
- Fighting: 90 (13.7%)
- MMORPG: 188 (28.6%)
- Racing/driving: 31 (4.7%)
- Adventure/RPG: 297 (45.1%)
- Action/FPS: 306 (46.5%)
- Strategy (real time/turn based): 586 (89.1%) (lol)
- Puzzle: 63 (9.6%)
- Other genres: 15 (2.3%)

Part 2: Attitude Questions (respondents were asked to indicate their level of agreement with the given statements)

Q7: Advertising in general is annoying or obtrusive to me.

- Strongly disagree: 30 (4.6%)
- Disagree: 119 (18.1%)
- Neutral/No opinion: 195 (29.6%)
- Agree: 176 (26.7%)
- Strongly agree: 103 (15.7%)
- No reply: 35 (5.3%)

Q8: Advertising in movies or TV shows is annoying or obtrusive to me.

- Strongly disagree: 24 (3.6%)
- Disagree: 118 (17.9%)
- Neutral/No opinion: 107 (16.3%)
- Agree: 217 (33.0%)
- Strongly agree: 157 (23.9%)
- No reply: 35 (5.3%)

Q9: Advertising in video games is annoying or obtrusive to me.

- – Strongly disagree: 38 (5.5%)
- – Disagree: 158 (24.0%)
- – Neutral/No opinion: 163 (24.8%)
- – Agree: 166 (25.2%)
- – Strongly agree: 96 (14.6%)
- – No reply: 37 (5.6%)

Q10: Advertising should never be present in video games.

- – Strongly disagree: 125 (19.0%)
- – Disagree: 207 (31.5%)
- – Neutral/No opinion: 132 (20.1%)
- – Agree: 84 (12.8%)
- – Strongly agree: 74 (11.2%)
- – No reply: 36 (5.5%)

Q11: Advertising in video games makes the games seem more realistic and immersive.

- – Strongly disagree: 170 (25.8%)
- – Disagree: 129 (19.6%)
- – Neutral/No opinion: 147 (22.3%)
- – Agree: 138 (21.0%)
- – Strongly agree: 38 (5.8%)
- – No reply: 36 (5.5%)

Q12: Advertising in video games is acceptable when the products or brands advertised are made up.

- – Strongly disagree: 44 (6.7%)
- – Disagree: 65 (9.9%)
- – Neutral/No opinion: 173 (26.3%)
- – Agree: 146 (22.2%)
- – Strongly agree: 191 (29.0%)
- – No reply: 39 (5.9%)

Q13: Advertising in video games is acceptable when the products or brands advertised exist in real life.

- – Strongly disagree: 77 (11.7%)
- – Disagree: 92 (14.0%)
- – Neutral/No opinion: 229 (34.8%)
- – Agree: 164 (24.9%)

- Strongly agree: 59 (9.0%)
- No reply: 37 (5.6%)

Q14: I generally prefer games that do not have advertisements or product placements in them to those that do.

- Strongly disagree: 60 (9.1%)
- Disagree: 78 (11.9%)
- Neutral/No opinion: 198 (30.1%)
- Agree: 160 (24.3%)
- Strongly agree: 126 (19.1%)
- No reply: 36 (5.5%)

Q15: I don't mind seeing brand name products in games as long as they are not obtrusive, i.e. as long as they fit into their environment.

- Strongly disagree: 24 (3.6%)
- Disagree: 29 (4.4%)
- Neutral/No opinion: 55 (8.4%)
- Agree: 188 (28.6%)
- Strongly agree: 323 (49.1%)
- No reply: 39 (5.9%)

Q16: I would welcome advertising in video games if the retail price dropped by $10 because of advertising included in the game.

- Strongly disagree: 56 (8.5%)
- Disagree: 62 (9.4%)
- Neutral/No opinion: 107 (16.3%)
- Agree: 180 (27.4%)
- Strongly agree: 217 (33.0%)
- No reply: 36 (5.5%)

Q17: I would welcome advertising in video games if the retail price dropped by $20 because of advertising included in the game.

- Strongly disagree: 42 (6.4%)
- Disagree: 50 (7.6%)
- Neutral/No opinion: 63 (9.6%)
- Agree: 139 (21.1%)

– Strongly agree: 326 (49.5%)
– No reply: 38 (5.8%)

Q18: I would pay more for an advertising-free version of a video game that I was interested in.

– Strongly disagree: 201 (30.5%)
– Disagree: 169 (25.7%)
– Neutral/No opinion: 124 (18.8%)
– Agree: 77 (11.7%)
– Strongly agree: 51 (7.8%)
– No reply: 36 (5.5%)

Q19: I would welcome any amount of advertising in video games if it were to make the games available for free.

– Strongly disagree: 115 (17.5%)
– Disagree: 121 (18.4%)
– Neutral/No opinion: 92 (14.0%)
– Agree: 134 (20.4%)
– Strongly agree: 160 (24.3%)
– No reply: 36 (5.5%)

Q20: Advertising is acceptable or appropriate when placed in the following game genre(s): (You may select as many options as you like.)

– Sports: 512 (77.8%)
– Fighting: 250 (38.0%)
– MMORPG: 256 (38.9%)
– Racing/driving: 482 (73.3%)
– Adventure/RPG: 171 (26.0%)
– Action/FPS: 284 (43.2%)
– Strategy (real time/turn based): 144 (21.9%)
– Puzzle: 179 (27.2%)
– Other genres: 34 (5.2%)
– I think it is never acceptable or appropriate: 53 (8.1%)