



Console Tribes: What Your Video Game System Says About You

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December 16, 2009

Video games are now a pervasive part of contemporary leisure activity. In 2009, three game systems dominated the market: Playstation 3, Xbox 360, and Nintendo Wii.

What differentiates fans of consoles? Are their values reflected in their affinity with branded gaming systems?

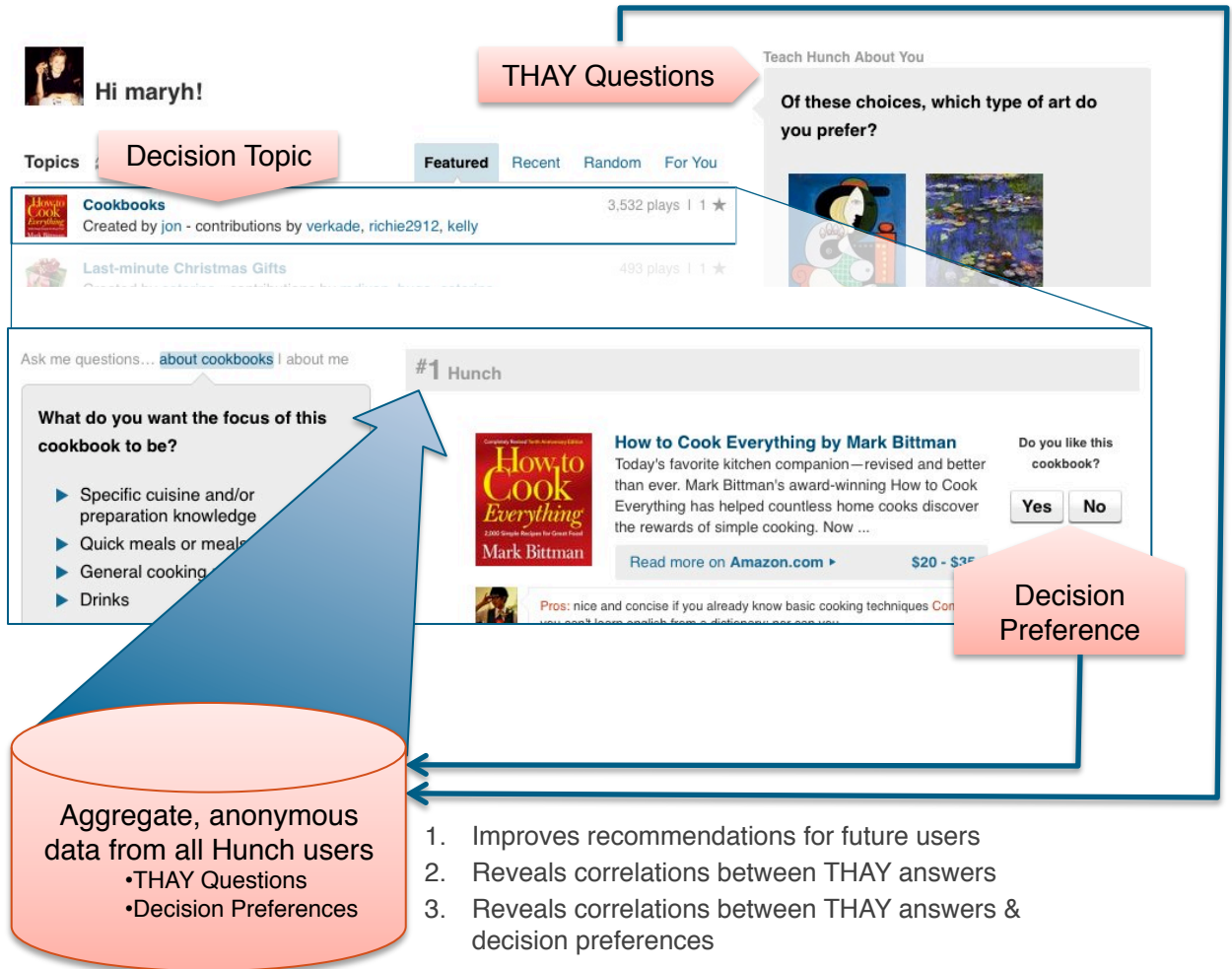
Overview & Methodology

Hunch is a website which uses multiple-choice questions to help people make decisions, whether it's what kind of camera to buy, where to go on vacation, or more than 5,000 other topics. To arrive at a customized suggestion for each user, Hunch asks both 'topic-specific' questions as well as more general personality-based questions, which are called Teach Hunch About You (THAY) questions. There are more than 1,500 THAY questions in Hunch's question pool, and more than 30 million responses have been logged since Hunch's launch in April, 2009. As a by-product of all the questions being answered on Hunch to make decisions, the response data is available for analysis in an aggregated and anonymous form. The Video Game Console topic has had over 10,000 'plays', with each of the three dominant game consoles (Playstation 3, Xbox 360, Wii) receiving at least 1,000 "I like this" clicks by Hunch users. We aggregated each of these populations for the purpose of analysis in this report.

How Hunch works:

Using Hunch, Mary makes a decision (in this example, about cookbooks) and also answers some THAY questions. Hunch learns:

1. Whether Mary likes each proposed decision outcome
2. How Mary's THAY answers correlate with her decision preferences



Contents

Demographics

How do age, gender, and continent of residence influence game console affinity?

Shared Experiences

Are there cultural touchstones for each of these brand tribes? How do their interests inform their console and game choices?

Console Games

What do Hunch users rate as the most popular games for each console? Is there a correlation between popular console games offered and the values of console fans?

Leisure Attitudes

Are console fans more or less likely to engage in other types of leisure activities? Do they prefer sedentary behavior to physical activity?

Community

Do game console fans prefer to isolate themselves from others? Does their affinity for digital interaction preclude more direct, human connections?

Print Media Preferences

Which topics are of most interest to console fans? Is their media consumption influenced by their console choice?

Executive Summary

- Age is likely a contributing causal factor for game console affinity, with fans of the appropriate age to remember the 1980s having a greater affinity for Wii versus Xbox 360 or Playstation 3.
- The Wii is the most attractive console to women.
- Wii fans are more likely to be established in their families and careers, while Playstation 3 and Xbox 360 fans are primarily bachelors.
- Although the Xbox 360 has been available in the worldwide market much longer than the Playstation 3, the Playstation 3 resonates better with international markets.
- Playstation 3 and Xbox 360 fan groups show a divide with certain North American shared experiences.
- The affinity for sports felt by Xbox 360 fans and Playstation 3 fans is reflected in their belief that the issue of steroid usage in professional sports has been overblown by news media.
- Wii fans enjoy celebrity gossip more than Xbox 360 and Playstation 3 fans.
- There is a significant overlap in popular games offered for Playstation 3 and Xbox 360, with first-person shooters comprising the majority of preferred titles.
- Nintendo Wii fans are much more nostalgic than their Playstation 3 and Xbox 360 counterparts, which is reflected in their game choices.
- All console fans enjoy group activities such as poker or football with greater frequency than the overall Hunch community.
- Wii fans are less avid in their video game consumption than their Xbox 360 and Playstation 3 counterparts.
- Wii fans tend to be more solitary in their work, and consider work to be a part of their identity.
- While Xbox 360 and Playstation 3 fans enjoy group work, they tend to be less politically active.
- Xbox 360 fans are less concerned with physical interpersonal interactions, and will interrupt real world interactions in favor of digital interactions.
- Playstation 3 and Xbox 360 fans are more engaged in sporting culture than Wii fans, as evidenced through their reading preferences.
- Wii fans are more interested in local news and tabloid journalism than other console fans.

Demographics

Key Findings

- Across all 3 platforms, console fans are overwhelmingly male.
- The Wii is the most attractive console to women.
- Age is likely a contributing causal factor for game console affinity, with fans of the appropriate age to remember the 1980s having a greater affinity for Wii versus Xbox 360 or Playstation 3.
- Wii fans are more likely to be established in their families and careers, while Playstation 3 and Xbox 360 fans are primarily bachelors.
- Although the Xbox 360 has been available in the worldwide much longer than the Playstation 3, the Playstation 3 resonates better with international markets.**

| | All Hunch Users | Playstation 3 Fans | Xbox 360 Fans | Nintendo Wii Fans |
|---|--------------------|--------------------|------------------|-------------------|
| Gender | (n=150,067) | (n=953) | (n=1,386) | (n=1,127) |
| Male | 66% | 91% * | 91% * | 71% |
| Female | 34% | 9% | 9% | 29% * |
| Age | (n=143,423) | (n=945) | (n=1,367) | (n=1,119) |
| Under 18 | 5% | 16% * | 17% * | 8% |
| 18-34 | 59% | 64% * | 67% * | 57% |
| 35-49 | 24% | 15% | 12% | 23% * |
| 50-64 | 10% | 4% | 3% | 10% * |
| 65 or older | 1% | 0% | 0% | 2% * |
| Rather not say | 0% | 1% | 0% | 1% |
| Married/ in Long-Term Commitment | (n=84,343) | (n=812) | (n=1,195) | (n=943) |
| Yes | 55% | 45% | 41% | 58% * |
| No | 46% | 55% * | 59% * | 42% |
| Youngest Person in Household | (n=16,824) | (n=357) | (n=575) | (n=411) |
| Nobody is under 18 in my household | 50% | 37% | 45% * | 44% * |
| Less than 10 years old | 29% | 32% * | 26% | 31% |
| Between 10 and 18 years old | 21% | 31% | 29% | 25% |
| Children in Household | (n=84,506) | (n=812) | (n=1,196) | (n=948) |
| 0 | 69% | 64% | 66% | 66% |
| 1 | 15% | 18% * | 17% | 15% |
| 2 | 11% | 13% | 11% | 13% |
| 3 | 4% | 3% | 5% | 4% |
| 4+ | 2% | 1% | 2% | 2% |
| Place of Residence | (n=145,092) | (n=933) | (n=1,343) | (n=1,095) |
| In a major city | 45% | 41% * | 35% | 36% |
| In the suburbs | 44% | 48% | 52% | 52% |
| In a rural area | 11% | 12% | 13% | 12% |
| Continent of Residence | (n=129,547) | (n=927) | (n=1,344) | (n=1,100) |
| North America | 64% | 53% | 69% * | 70% * |
| Europe | 17% | 25% * | 17% | 16% |
| Asia | 9% | 7% * | 4% | 5% |
| South America | 4% | 7% * | 5% | 4% |
| Oceania | 4% | 6% | 4% | 4% |
| Africa | 2% | 1% | 1% | 1% |
| Console Availability Dates** | | | | |
| North America | | Nov. 17, 2006 | Nov. 22, 2005 | Nov. 19, 2006 |
| Europe | | Mar. 23, 2007 | Dec. 2, 2005 | Dec. 8, 2006 |
| Japan | | Nov. 11, 2006 | Dec. 10, 2005 | Dec. 2, 2006 |
| South America | | Nov. 17, 2006 | Feb. 2, 2006 | Nov. 19, 2006 |
| Australia/ Oceania | | Mar. 23, 2007 | Mar. 23, 2006 | Dec. 7, 2006 |
| Units Sold** | | | | |
| North America | | 6.2 Million | 12.4 Million | 19 Million |
| Europe | | 10 Million | 10 Million | 14.2 Million |
| Japan | | 3.4 Million | 1 Million | 7.5 Million |
| Australia | | 497,000 | 700,000 | 1 Million |

**Release Data sourced from Wikipedia

Detailed Analysis

- Women are three times as likely to favor the Nintendo Wii as they are either the Playstation 3 or Xbox 360.
- Teens are twice as likely to like Playstation 3 or Xbox 360 consoles versus Nintendo Wii.
- Significantly more Generation Y like Playstation 3 or Xbox 360 than like Nintendo Wii.
- Nearly twice as many Generation X like the Nintendo Wii versus Playstation 3 or Xbox 360 consoles.
- Boomers are three times as likely to like Nintendo Wii versus Playstation 3 or Xbox 360.
- Over half of those who like Nintendo Wii are either married or in a long-term, committed relationship.
- Those who like Playstation 3 are more likely to have a child under the age of ten living in their household.
- Nintendo Wii fans are no more likely to have children in their household (though Hunchers under the age of 18 are likely counting themselves as a child in the household.)
- Two in five Playstation 3 fans live in a major city, significantly more than those that like Xbox 360 or Nintendo Wii.
- Europeans are significantly more likely to be fans of Playstation 3, with a quarter of Playstation 3 fans reporting residence in Europe.

*Percentage is significantly higher than other categories at 95% confidence

Shared Experience

Analysis

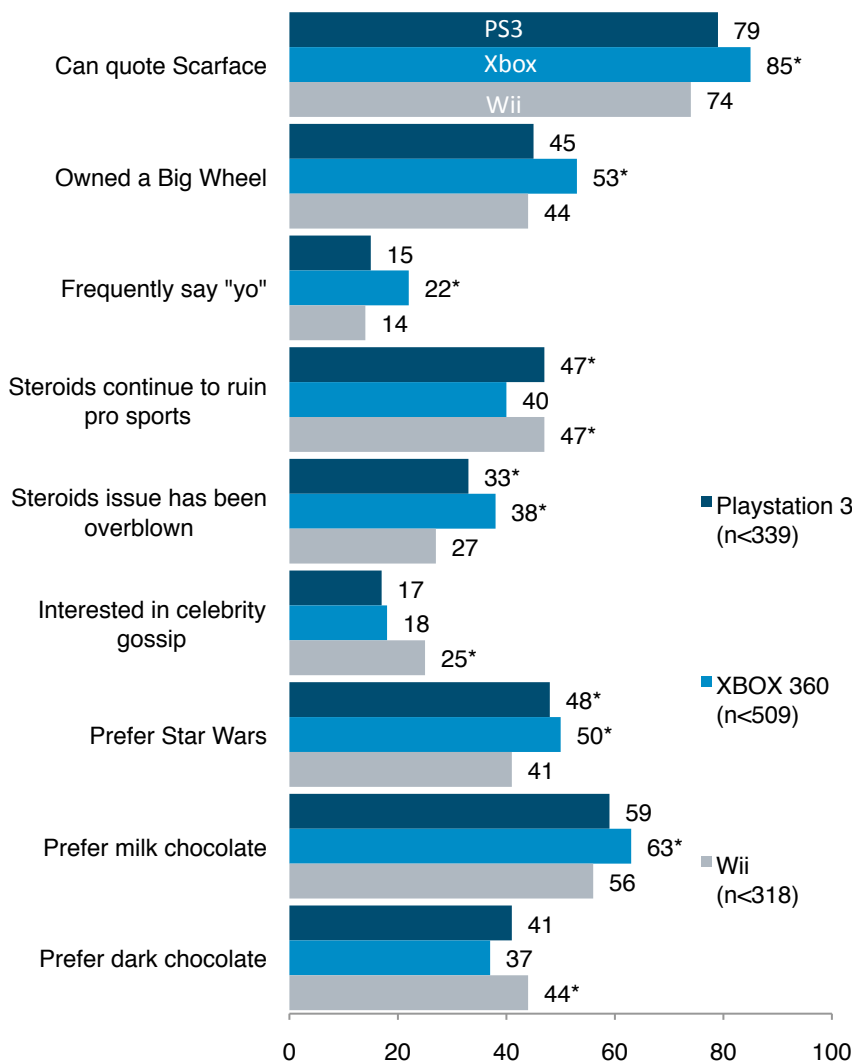
- Xbox 360 fans are significantly more likely to know a quote from Scarface and use the word 'yo'. More than half of them have owned a Big Wheel when they were a kid (which is significantly more than other console fans.)
- Over a third of Playstation 3 and Xbox 360 fans feel that the news media has overblown the issue of steroids in professional sports.
- A quarter of Wii fans are interested in celebrity gossip, roughly 40% more than other console fans.
- Nearly half of Playstation 3 and Xbox 360 fans prefer Star Wars to Star Trek.
- Wii fans are significantly more likely to prefer dark chocolate than Xbox 360 fans.

“Don't know what I'd do without this thing. Use it to stream TV shows and movies from my computer and to play games online”

Pro/ Con for Xbox 360
coolmunk
 Hunch Member

Key Findings

- Playstation 3 and Xbox 360 fan groups show a divide with certain North American shared experiences.
- The connection to sports felt by Xbox 360 fans and Playstation 3 fans lends is reflected in their belief that the issue of steroid usage in professional sports has been overblown by news media.
- Wii fans enjoy celebrity gossip more than Xbox 360 and Playstation 3 fans.



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Console Games

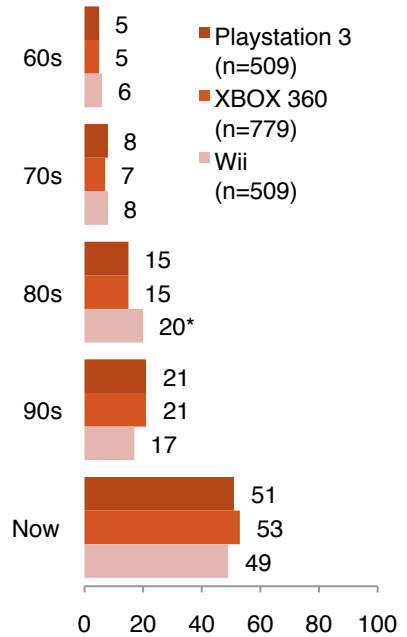
Key Findings

- There is a significant overlap in the most popular games among Hunch users for Playstation 3 and Xbox 360, with first-person shooters comprising the majority of preferred titles.
- Nintendo Wii fans are much more nostalgic than their Playstation 3 and Xbox 360 counterparts, which is reflected in their game choices.

Detailed Analysis

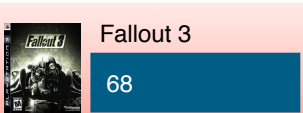
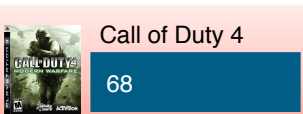
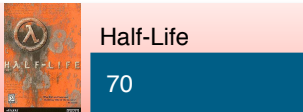
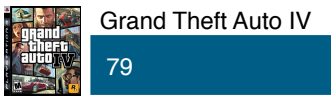
- Both Playstation 3 fans and Xbox 360 fans count Call of Duty 4, Half-Life, and Fallout 3 in their top five games for their respective consoles.
- All of the top five games for Playstation 3 and Xbox 360 fans belong to franchises introduced within the last twenty years.
- Wii fans are 33% more likely to name the 80s as their favorite decade than Xbox 360 fans or Playstation 3 fans, with 1 in 5 preferring the 80s to all other decades.
- All of the top five Wii games for Wii fans belong to franchises introduced in the early to mid 1980s.

Favorite Decade



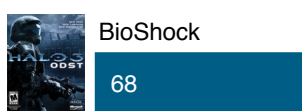
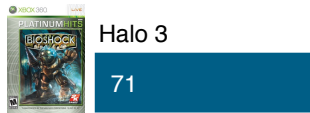
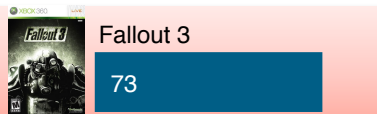
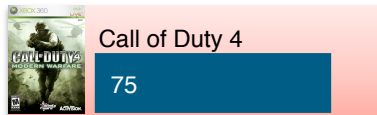
Playstation 3 Fans

Top 5 Games
(n>84)



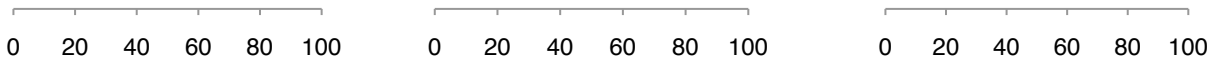
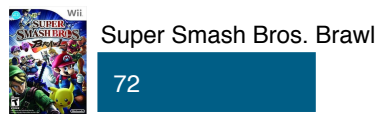
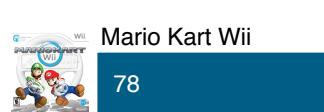
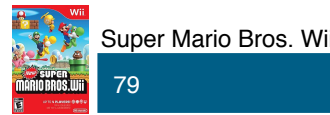
Xbox 360 Fans

Top 5 Games
(n>93)



Nintendo Wii Fans

Top 5 Games
(n>108)



*Percentage is significantly higher than other categories at 95% confidence

Leisure Attitudes

“Good to play kids' games, a lot of the games make you move around more than the other two consoles. ”

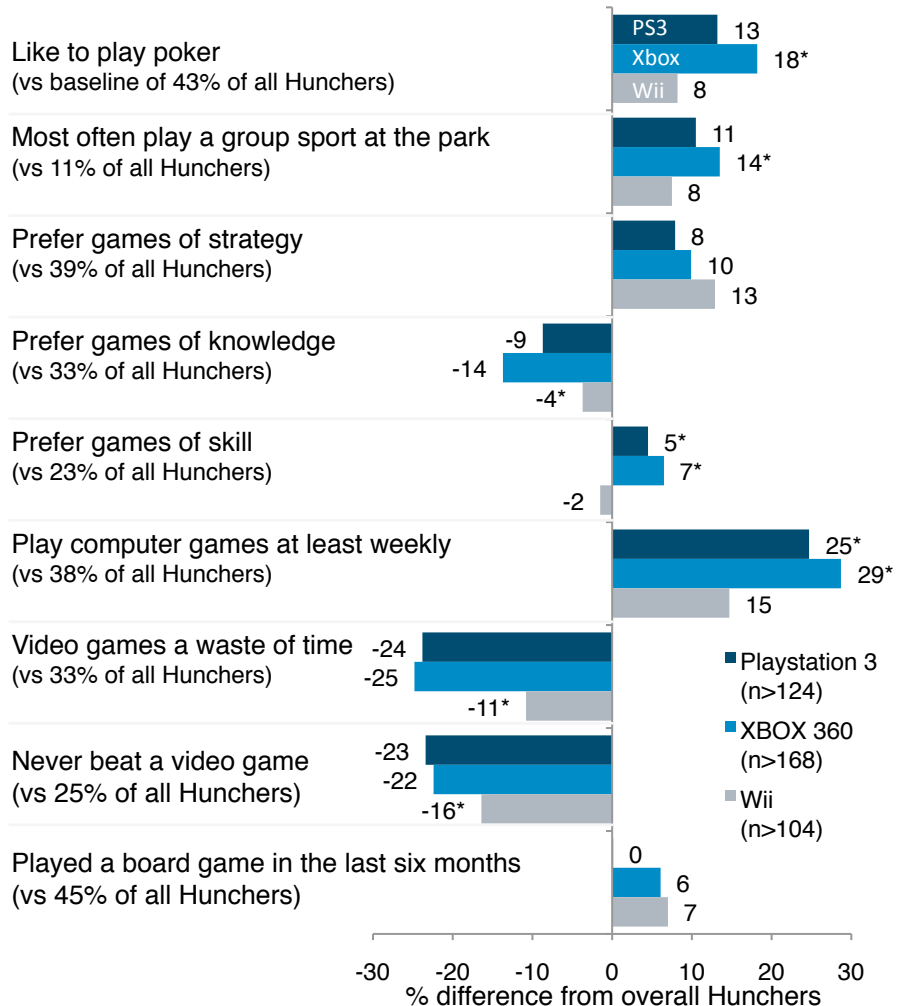
Pro/ Con for Wii
apocklypse
 Hunch Member

Key Findings

- All console fans enjoy group activities such as poker or football with greater frequency than the overall Hunch community.
- Wii fans are less avid in their video game consumption than their Xbox 360 and Playstation 3 counterparts.

Detailed Analysis

- Xbox 360 fans are more than twice as likely to enjoy group sports versus all Hunchers, and three in five Xbox 360 fans enjoy playing poker, significantly more than Wii fans.
- All console fans, regardless of brand, prefer games of strategy with greater frequency than the overall Hunch population.
- While all console fans are more likely to play computer games than the overall Hunch community, Playstation 3 and Xbox 360 fans are at least 19% more likely to play computer games a few times a week or more often than their Wii counterparts.
- Roughly half of all console fans prefer games of strategy when given the option, and over a quarter of Xbox 360 and Playstation 3 fans prefer games of skill.
- One in five Wii fans think video games are a waste of time, and Wii fans are three times as likely to have never beaten a video game compared to Xbox 360 and Playstation 3 fans.
- There is negligible difference in likelihood to play board games with frequency for any console fan group.



*Percentage is significantly higher than other categories at 95% confidence

Community

Detailed Analysis

- Xbox 360 fans are more likely to enjoy group work than Wii fans, who prefer to work alone with greater frequency.
- Over a third of Wii and Xbox 360 fans consider their work to be an important part of their identity.
- Xbox 360 and Playstation 3 fans are around 15% more likely to have never attended a political protest compared to Wii fans, perhaps because they tend to be younger.
- Over half of all fan tribes regularly socialize with people outside of their socioeconomic group.
- Over a quarter of Wii fans would prefer to spend Saturday night at home with family, which is significantly more than PS3 or Xbox fans.
- Playstation 3 and Xbox 360 fans are twice as likely to prefer dancing or clubbing on a Saturday night activity versus Wii fans
- Wii console fans tend to openly express their familial relationships, with over a third displaying photos of family or friends in their workplace.
- Two thirds of Xbox 360 fans use a cell phone as their primary home phone, while over a third of Wii fans use a cordless landline as their primary home phone.
- Nearly half of Xbox 360 fans would respond to an email or text message when at a meal with friends.

“Xbox Live is paid but simply the best online gaming and community features you can get”

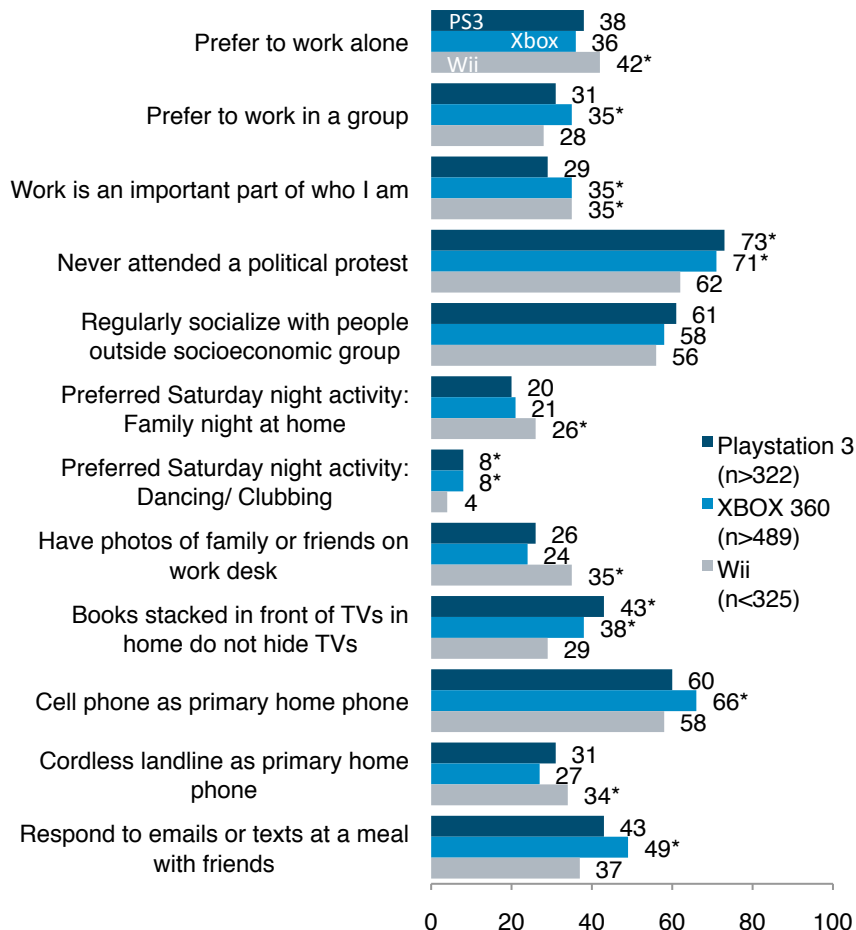
Pro/ Con for Xbox 360

stratofabio

Hunch Member

Key Findings

- Wii fans tend to be more solitary in their work, and consider work to be a key part of their identity.
- While Xbox 360 and Playstation 3 fans enjoy group work, they tend to be less politically active.
- Xbox 360 fans are less concerned with physical interpersonal interactions, and will interrupt real world interactions in favor of digital interactions.



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Print Media Preferences

"Most familiar for me and good football (soccer) and quizgames! "

Pro/ Con for Playstation 3
branchla
 Hunch Member

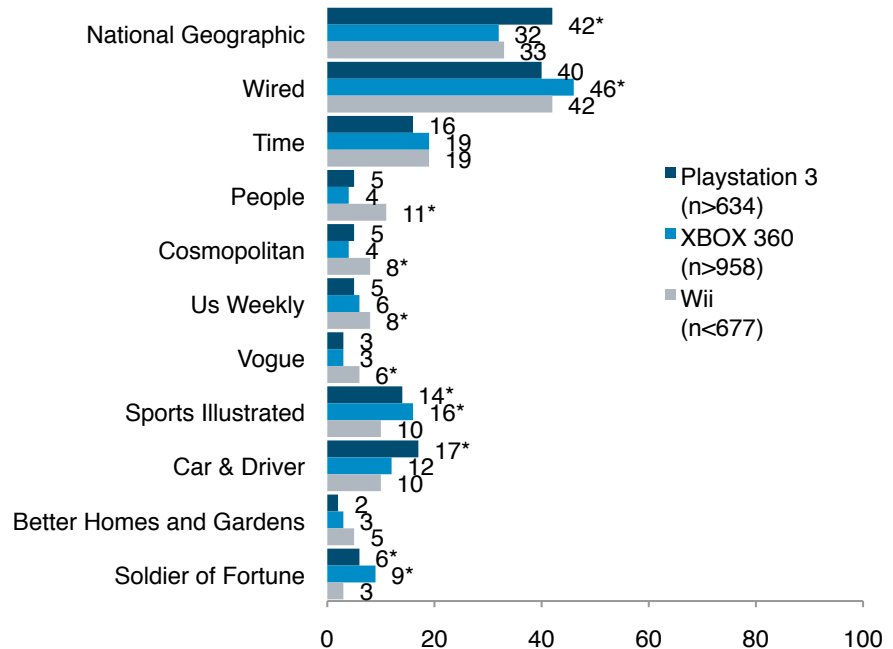
Key Findings

- Playstation 3 and Xbox 360 fans are more engaged in sporting culture than Wii fans, as evidenced through their reading preferences.
- Wii fans are more interested in local news and tabloid journalism than other console fans.

Analysis

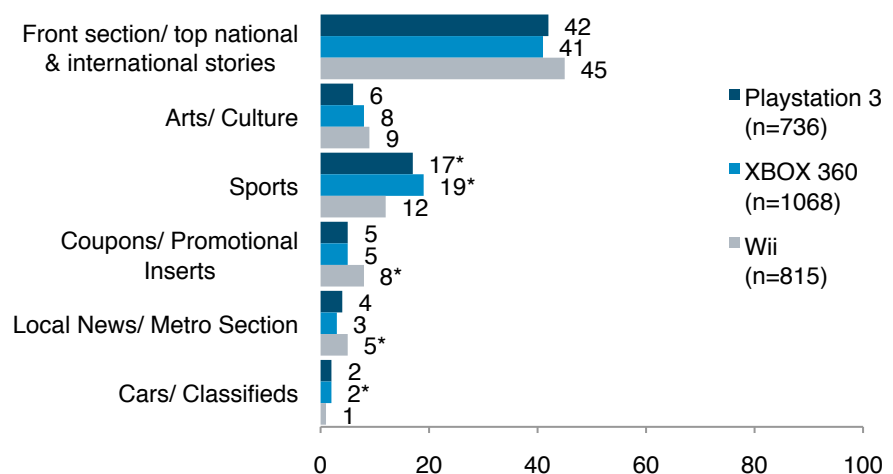
- Playstation 3 fans are significantly more likely to grab National Geographic in a waiting room than Xbox 360 or Wii fans.
- Wii fans are twice as likely to enjoy fashion or tabloid magazines versus other console fans.
- Xbox 360 and Playstation 3 fans are more likely than Wii fans to pick up Sports Illustrated or Soldier of Fortune in a waiting room, with Playstation 3 fans being significantly more likely to read Car and Driver than other console fan groups.

Which magazine do you pick up in a waiting room?



- Playstation 3 and Xbox 360 fans are more apt to pick up the sports section of their Sunday paper.
- Wii fans are more likely to peruse media pertaining to local events and commerce.

Which section of the Sunday paper do you read first?



*Percentage is significantly higher than other categories at 95% confidence

Summary and Conclusions

There can be no doubt that the advent of video gaming and video game consoles has created a new class of contemporary leisure activity. From the Wii to the Playstation 3 and Xbox 360, game consoles have changed the way we relate to the world and to one another through play. Fans of each of the 3 dominant console platforms show some defining, distinct characteristics from each another.

Wii fans tend to be older, more settled, and more likely to be female than fans of the other platforms. They are much more likely to enjoy game franchises from the 80s and take their interest in gaming very casually, even admitting much more than other console fans that video games can be “a waste of time.” So if you’re looking for a way to share fond memories of your youth with your children, the Wii is a good bet for some casual family entertainment.

PS3 fans are more likely to live in a major city and have a greater likelihood of being in Europe. When it comes to magazine choices, they have a greater tendency than other console fans to favor National Geographic and Car & Driver. But they are less likely to be interested in celebrity gossip, playing board games, or using the word “yo”.

Both Xbox fans and PS3 fans favor sports and first person shooter games. Xbox fans showed the greatest incidence of gaming intensity, with 57% reporting they play games at least once per week. But this doesn’t make Xbox fans reclusive; they also show the highest incidence among the 3 console tribes for interest in group sports and group card games. Xbox fans also skew North American and trend towards “techie”, as they are most likely to use a cell phone as their primary home phone and also have the greatest interest in Wired Magazine.

Methodology and disclaimers

Hunch was publicly launched in June 2009 and since then millions of people have used the site. More than 30 million THAY (“Teach Hunch About You”) questions have been answered since that time. The motivation for people to answer Hunch questions is simply to receive better and more customized recommendations. For example, for the decision “Which magazine would I like?”, Hunch would suggest a different answer to a “suburban working mom” than to a “college student in an urban area.”

Hunch’s THAY questions are designed to be engaging, innocuous and fun, and they are interspersed throughout the site so that they can be answered at a user’s leisure. Questions are not grouped by any sort of theme; a common sequence of 3 might include: “How old are you?”, “Can you juggle?”, and “What’s your opinion of stem cell research?” As a result, the Hunch team has found that users enjoy answering the questions and do so honestly and consistently. There is little reason to answer dishonestly or attempt to “game” the system, since answers are solely designed to help the user get better recommendations. This research data is a by-product of Hunch’s core business and mission, which is to provide smart recommendations to users. (a similar analogy might be the way search engines release data on popular searches. That data is a by-product of their core mission to help people find what they are looking for online).

Summary findings in this report are noted when there is a statistically significant difference in the answers of the two subsets being compared. Links are always provided to graph data, which also includes the sample size used for the question and error ranges based on a 95% statistical confidence level.

Hunch strives to uncover insights which are interesting, provocative, and which will stimulate discussion and debate. Hunch does not endorse or favor particular ideological points of view, and the contents of Hunch reports do not necessarily reflect the opinions of Hunch as an entity or its staff or directors.

It should be noted that Hunch is not a professional research organization and this data was not collected in a perfectly controlled way. For example, Hunch data is based on 1) a group of individuals who are by definition all users of the Hunch website; these users are likely more internet-savvy than the general population, more open to new technologies, and more interested in social media. The group, while large at millions of users, has not been weighted to reflect actual demographic segmentation, and is not necessarily representative of general populations. 2) Questions on Hunch are voluntarily answered by users who choose to answer them, and any question can be selectively skipped. Therefore it’s possible that those users who skipped a question might have different views than those who chose to answer a question. This said, generally only about 3-5% of users choose to skip a question when it is presented to them, and the percentage of users who skipped the question is always included in graph data.

This and other Hunch reports are available at www.hunch.com/info/reports.
For more information or questions please contact: press@hunch.com.

Appendix

| | Everyone in Hunch (n=140,145) | Playstation 3 Fans (n=1,329) | Xbox 360 Fans (n=1,418) | Nintendo Wii Fans (n=1,154) |
|--|----------------------------------|---------------------------------|----------------------------|--------------------------------|
| Total base | | | | |
| Console Games | | | | |
| What's your favorite decade? | (n=15,201) | (n=509) | (n=779) | (n=509) |
| 60's | 11% | 5% | 5% | 6% |
| 70's | 11% | 8% | 7% | 8% |
| 80's | 16% | 15% | 15% | 20% * |
| 90's | 14% | 21% | 21% | 17% |
| The Right Now's | 49% | 51% | 53% | 49% |
| Leisure Attitudes | | | | |
| Do you like to play poker? | (n=10,407) | (n=443) | (n=684) | (n=442) |
| No | 57% | 44% | 39% | 49% * |
| Yes | 43% | 56% | 61% * | 51% |
| When you go to the park, do you most often: | (n=5,631) | (n=367) | (n=584) | (n=364) |
| Sit, socialize, or watch other people | 64% | 57% | 56% | 55% |
| Hike, bike, or run | 26% | 22% | 19% | 27% * |
| Play a group sport such as baseball or Frisbee | 11% | 21% | 24% * | 18% |
| Do you prefer games of skill, knowledge, strategy or luck? | (n=29,782) | (n=635) | (n=961) | (n=679) |
| Strategy | 39% | 47% | 49% | 52% |
| Knowledge | 33% | 24% * | 19% | 29% * |
| Skill | 23% | 27% * | 29% * | 21% |
| Luck | 6% | 2% | 3% | 2% |
| How often do you play computer games? | (n=86,743) | (n=829) | (n=1,228) | (n=958) |
| never play computer games | 27% | 9% | 8% | 15% * |
| occasional gamer | 35% | 28% | 25% | 32% * |
| few times a week gamer | 23% | 34% * | 35% * | 29% |
| every day gamer | 15% | 29% * | 32% * | 24% |
| Video games: | (n=5,385) | (n=355) | (n=543) | (n=325) |
| help with dexterity | 67% | 91% * | 92% * | 78% |
| are a waste of time | 33% | 9% | 8% | 22% * |
| Have you ever completed a video game? | (n=709) | (n=124) | (n=168) | (n=104) |
| Yes, I beat a video game and completed it 100% | 54% | 78% | 85% * | 72% |
| No, I haven't | 25% | 2% | 3% | 9% * |
| I beat a video game, but didn't complete it 100% | 21% | 19% | 13% | 19% |
| When was the last time that you played a board game among adults only? | (n=7,328) | (n=360) | (n=551) | (n=347) |
| longer ago than that | 37% | 36% | 32% | 30% |
| Within the last six months | 25% | 26% | 29% | 28% |
| Within the last month | 20% | 20% | 22% | 24% |
| Within the last year | 18% | 19% | 17% | 18% |
| Community | | | | |
| Would you prefer to work in a group or alone? | (n=42,343) | (n=709) | (n=1,047) | (n=793) |
| alone | 43% | 38% | 36% | 42% * |
| group | 29% | 31% | 35% * | 28% |
| indifferent | 28% | 31% | 29% | 30% |
| Which describes your feeling about work | (n=49,008) | (n=535) | (n=779) | (n=679) |
| It's important to enjoy my work, but my personal life always takes first priority | 50% | 53% * | 46% | 52% * |
| Work is an important part of who I am and I know I'll have to make personal tradeoffs | 36% | 29% | 35% * | 35% * |
| Work is just something I have to do to pay the bills | 15% | 17% * | 19% * | 13% |
| Have you ever attended a political protest? | (n=34,483) | (n=692) | (n=1,025) | (n=752) |
| No, never | 58% | 73% * | 71% * | 62% |
| Yes, but longer ago than a year | 29% | 18% | 18% | 26% * |
| Yes, within the last year | 14% | 9% | 11% | 11% |
| Do you regularly socialize with people outside of your socioeconomic group? | (n=8,952) | (n=433) | (n=662) | (n=432) |
| Yes | 60% | 61% | 58% | 56% |
| No | 40% | 39% | 42% | 44% |
| Of these choices, which way would you generally prefer to spend a Saturday night? | (n=54,424) | (n=767) | (n=1,105) | (n=839) |
| Dinner or drinks with a group of friends | 48% | 45% | 45% | 45% |
| Romantic dinner for two | 23% | 27% | 26% | 25% |
| Family night at home | 23% | 20% | 21% | 26% * |
| Dancing/clubbing | 6% | 8% * | 8% * | 4% |
| Do you have photos of your family or friends on your desk at work? | (n=5,194) | (n=322) | (n=489) | (n=325) |
| Yes! It's nice to personalize the workplace a bit. | 35% | 26% | 24% | 35% * |
| Nah! I'm not chained to a desk. | 35% | 37% * | 38% * | 29% |
| Nah! Family memorabilia is not for the office | 30% | 37% | 38% | 36% |
| If stacked all your books in front of all your TVs: | (n=14,506) | (n=496) | (n=747) | (n=512) |
| The books obscure the TVs | 75% | 57% | 62% | 71% * |
| The TVs would still be visible behind the books | 25% | 43% * | 38% * | 29% |
| Which type of phone do you usually use at home? | (n=23,841) | (n=599) | (n=909) | (n=614) |
| Cell phone | 57% | 60% | 66% * | 58% |
| Cordless landline | 34% | 31% | 27% | 34% * |
| Corded landline | 5% | 5% | 3% | 5% |
| VOIP/Internet connection | 4% | 4% | 3% | 3% |
| When at a meal with your friends, would you respond to emails or text messages on your phone? | (n=12,230) | (n=469) | (n=724) | (n=473) |
| Only in an emergency | 47% | 44% | 38% | 47% * |
| Yeah, they understand | 34% | 43% | 49% * | 37% |
| No way | 19% | 13% | 13% | 17% |

*Percentage is significantly higher than other categories at 95% confidence

Appendix

| | Everyone in Hunch (n=140,145) | Playstation 3 Fans (n=1,329) | Xbox 360 Fans (n=1,418) | Nintendo Wii Fans (n=1,154) |
|--|----------------------------------|---------------------------------|----------------------------|--------------------------------|
| Total base | | | | |
| Print Media Preferences | | | | |
| You're in the waiting room. Which magazine might you pick up? | (n=51,807) | (n=745) | (n=1,110) | (n=819) |
| Wired | 30% | 34% | 36% | 34% |
| Time | 19% | 16% | 19% | 19% |
| People | 16% | 5% | 4% | 11% * |
| Vogue | 9% | 3% | 3% | 6% * |
| Sports Illustrated | 8% | 14% * | 16% * | 10% |
| Car & Driver | 7% | 17% * | 12% | 10% |
| Business Week | 5% | 4% | 4% | 4% |
| Reader's Digest | 3% | 5% | 6% | 7% |
| AARP | 0% | 0% | 0% | 0% |
| Which of the following magazines would you most likely read if trapped in a waiting room? | (n=29,971) | (n=634) | (n=958) | (n=677) |
| National Geographic | 32% | 42% * | 32% | 33% |
| Wired | 32% | 40% | 46% * | 42% |
| Cosmopolitan | 12% | 5% | 4% | 8% * |
| Us Weekly | 10% | 5% | 6% | 8% * |
| Better Homes and Gardens | 6% | 2% | 3% | 5% * |
| The Utne Reader | 4% | 1% | 1% | 2% |
| Soldier of Fortune | 3% | 6% * | 9% * | 3% |
| It's Sunday morning . Which section do you read first? | (n=51,870) | (n=736) | (n=1,068) | (n=815) |
| Front section/ top national & international stories | 45% | 42% | 41% | 45% |
| Arts/ Culture | 14% | 6% | 8% | 9% |
| Sports | 9% | 17% * | 19% * | 12% |
| Another section | 8% | 12% | 10% | 9% |
| Coupons/ Promotional Inserts | 6% | 5% | 5% | 8% * |
| Book/ Movie Reviews | 4% | 5% | 4% | 4% |
| Business | 4% | 4% | 5% | 5% |
| Local News/ Metro Section | 4% | 4% | 3% | 5% * |
| Travel | 2% | 3% | 2% | 2% |
| Cars/ Classifieds | 2% | 2% | 2% * | 1% |
| Real estate | 1% | 0% | 0% | 0% |
| Shared Experience | | | | |
| Do you know what movie the line "say hello to my little friend!" is from? | (n=5,294) | (n=339) | (n=509) | (n=318) |
| Yes, coolest line ever! | 64% | 79% | 85% * | 74% |
| Never heard of it | 36% | 21% * | 15% | 26% * |
| Did you have a Big Wheel as a kid? | (n=16,889) | (n=529) | (n=800) | (n=518) |
| Nope | 62% | 55% * | 47% | 56% * |
| Yup | 38% | 45% | 53% * | 44% |
| How frequently do you use the word "yo?" | (n=23,189) | (n=593) | (n=912) | (n=622) |
| I've used it on occasion | 49% | 49% | 52% | 51% |
| I have never said that word | 22% | 20% * | 13% | 18% * |
| Only when speaking Spanish | 16% | 16% | 13% | 17% * |
| I use it frequently | 13% | 15% | 22% * | 14% |
| Have Steroids ruined most professional sports? | (n=9,247) | (n=409) | (n=620) | (n=408) |
| Yes, and the problem hasn't been fixed | 47% | 47% * | 40% | 47% * |
| No, the news has overblown this issue | 32% | 33% * | 38% * | 27% |
| Yes, but the problem is getting better | 21% | 20% | 21% | 26% * |
| Does celebrity gossip interest you? | (n=10,829) | (n=447) | (n=683) | (n=418) |
| No | 66% | 83% * | 82% * | 75% |
| Yes | 34% | 17% | 18% | 25% * |
| Star Wars or Star Trek? | (n=6,370) | (n=383) | (n=608) | (n=371) |
| Star Wars | 35% | 48% * | 50% * | 41% |
| Neither | 27% | 19% | 15% | 19% |
| Both | 21% | 22% | 21% | 25% |
| Star Trek | 18% | 11% | 14% | 15% |
| Do you prefer milk chocolate or dark chocolate? | (n=9,051) | (n=441) | (n=692) | (n=432) |
| Milk chocolate | 51% | 59% | 63% * | 56% |
| Dark chocolate | 49% | 41% | 37% | 44% * |

*Percentage is significantly higher than other categories at 95% confidence

Appendix

| | Everyone in Hunch (n=140,145) | Playstation 3 Fans (n=1,329) | Xbox 360 Fans (n=1,418) | Nintendo Wii Fans (n=1,154) |
|--|----------------------------------|---------------------------------|----------------------------|--------------------------------|
| Total base | (n=140,145) | (n=1,329) | (n=1,418) | (n=1,154) |
| Demographics | | | | |
| Gender | (n=150,067) | (n=953) | (n=1,386) | (n=1,127) |
| Male | 66% | 91% * | 91% * | 71% |
| Female | 34% | 9% | 9% | 29% * |
| Age | (n=143,423) | (n=945) | (n=1,367) | (n=1,119) |
| Under 18 | 5% | 16% * | 17% * | 8% |
| 18-34 | 59% | 64% * | 67% * | 57% |
| 35-49 | 24% | 15% | 12% | 23% * |
| 50-64 | 10% | 4% | 3% | 10% * |
| 65 or older | 1% | 0% | 0% | 2% * |
| Rather not say | 0% | 1% | 0% | 1% |
| Married/ in Long-Term Commitment | (n=84,343) | (n=812) | (n=1,195) | (n=943) |
| Yes | 55% | 45% | 41% | 58% * |
| No | 46% | 55% * | 59% * | 42% |
| Youngest Person in Household | (n=16,824) | (n=357) | (n=575) | (n=411) |
| Nobody is under 18 in my household | 50% | 37% | 45% * | 44% * |
| Less than 10 years old | 29% | 32% * | 26% | 31% |
| Between 10 and 18 years old | 21% | 31% | 29% | 25% |
| Children in Household | (n=84,506) | (n=812) | (n=1,196) | (n=948) |
| 0 | 69% | 64% | 66% | 66% |
| 1 | 15% | 18% * | 17% | 15% |
| 2 | 11% | 13% | 11% | 13% |
| 3 | 4% | 3% | 5% | 4% |
| 4+ | 2% | 1% | 2% | 2% |
| Place of Residence | (n=145,092) | (n=933) | (n=1,343) | (n=1,095) |
| In a major city | 45% | 41% * | 35% | 36% |
| In the suburbs | 44% | 48% | 52% | 52% |
| In a rural area | 11% | 12% | 13% | 12% |
| Continent of Residence | (n=129,547) | (n=927) | (n=1,344) | (n=1,100) |
| North America | 64% | 53% | 69% * | 70% * |
| Europe | 17% | 25% * | 17% | 16% |
| Asia | 9% | 7% * | 4% | 5% |
| South America | 4% | 7% * | 5% | 4% |
| Oceania | 4% | 6% | 4% | 4% |
| Africa | 2% | 1% | 1% | 1% |
| Miscellaneous | | | | |
| Do you work in: | (n=5,757) | (n=350) | (n=544) | (n=334) |
| A cubicle or open office environment | 35% | 37% | 41% | 46% * |
| An enclosed private office | 18% | 16% | 15% | 18% |
| I'm unemployed | 13% | 15% | 14% | 13% |
| I work from home | 12% | 7% | 8% | 8% |
| Other | 22% | 25% * | 22% | 17% |
| How do you commute to work? | (n=26,914) | (n=601) | (n=922) | (n=664) |
| Drive by myself | 53% | 59% * | 54% | 59% |
| Public transportation | 19% | 18% | 18% | 17% |
| Walk or bicycle | 12% | 11% | 13% | 11% |
| Carpool with others | 5% | 4% | 6% | 4% |
| Another way, or I don't work outside my home | 12% | 7% | 9% | 10% |
| What time of day are you most productive? | (n=4,190) | (n=321) | (n=497) | (n=292) |
| The morning | 35% | 31% | 30% | 30% |
| The afternoon | 23% | 25% | 24% | 26% |
| The evening | 23% | 21% | 22% | 22% |
| Late at night | 19% | 23% | 24% | 23% |
| When you've been working hard, what is more likely to recharge your mental batteries? | (n=6,900) | (n=398) | (n=624) | (n=393) |
| Time alone | 69% | 69% | 69% | 73% |
| Going out and being social | 31% | 31% | 31% | 28% |
| Do you enjoy the TV show Jeopardy? | (n=14,011) | (n=486) | (n=738) | (n=463) |
| Nah, don't like it/ Don't watch it | 43% | 52% * | 43% | 38% |
| Yeah, and I get a lot of the answers right | 36% | 30% | 36% | 36% |
| Yes, although I miss most of the answers | 21% | 18% | 21% | 25% * |
| Have you ever played Dungeons and Dragons? | (n=16,109) | (n=516) | (n=793) | (n=507) |
| No, never | 73% | 66% | 66% | 65% |
| Once upon a time | 23% | 30% | 29% | 29% |
| Yup, still do | 4% | 4% | 5% | 7% |

*Percentage is significantly higher than other categories at 95% confidence

Appendix

| | Everyone in Hunch (n=140,145) | Playstation 3 Fans (n=1,329) | Xbox 360 Fans (n=1,418) | Nintendo Wii Fans (n=1,154) |
|--|----------------------------------|---------------------------------|----------------------------|--------------------------------|
| Total base | | | | |
| Miscellaneous | | | | |
| Do you tend to support liberal or conservative politicians? | (n=68,107) | (n=750) | (n=1,109) | (n=859) |
| Liberal | 54% | 39% | 43% | 46% * |
| Middle of the road | 31% | 43% * | 36% | 34% |
| Conservative | 15% | 18% | 21% | 20% |
| What kind of bag do you generally prefer when shopping for groceries? | (n=5,475) | (n=331) | (n=505) | (n=317) |
| Plastic | 44% | 55% | 61% * | 52% |
| I bring my own | 38% | 27% | 23% | 27% |
| Paper | 19% | 18% | 16% | 21% |
| Do you think giving clean needles to drug addicts: | (n=7,399) | (n=391) | (n=626) | (n=394) |
| Is a good idea that helps stop disease | 72% | 61% | 62% | 64% |
| Is a bad idea that promotes drug use | 28% | 39% | 38% | 36% |
| Do you believe in legalizing marijuana? | (n=23,156) | (n=589) | (n=898) | (n=628) |
| Yes | 62% | 59% | 63% | 58% |
| For medicinal use only as prescribed by a doctor | 25% | 27% | 24% | 26% |
| No | 13% | 14% | 13% | 15% |
| Do you like feminists? | (n=8,015) | (n=380) | (n=622) | (n=393) |
| No | 53% | 75% * | 73% * | 65% |
| Yes | 47% | 25% | 27% | 35% * |
| Do you consider yourself a feminist? | (n=5,342) | (n=359) | (n=557) | (n=341) |
| No | 64% | 85% * | 85% * | 75% |
| Yes | 36% | 15% | 15% | 26% * |
| American Idol (or your country's equivalent) is: | (n=16,223) | (n=509) | (n=790) | (n=509) |
| OK for other people, but not for me | 85% | 87% | 89% | 86% |
| A must-watch | 15% | 13% | 11% | 14% |
| Have you ever changed a flat tire on a car? | (n=16,018) | (n=530) | (n=812) | (n=540) |
| Yes | 56% | 62% | 63% | 60% |
| No, I've never had a flat tire | 23% | 29% * | 24% | 23% |
| I had someone else remedy the problem | 21% | 9% | 14% * | 16% * |
| You and a group of friends decide to get together "at the last minute." When is that? | (n=5,302) | (n=340) | (n=547) | (n=349) |
| In a few hours or less | 41% | 42% | 45% | 40% |
| Later today | 33% | 32% | 32% | 34% |
| Later in the week | 21% | 20% | 17% | 20% |
| Later in the month | 6% | 6% | 6% | 5% |
| Are you more prone to lose your temper with: | (n=5,665) | (n=339) | (n=518) | (n=319) |
| Loved ones | 60% | 52% | 55% | 55% |
| Anybody is fair game! | 28% | 38% * | 34% | 29% |
| Total strangers | 12% | 11% | 11% | 16% * |
| How often do you throw parties | (n=18,805) | (n=548) | (n=842) | (n=574) |
| Not very frequently | 63% | 66% | 61% | 65% |
| Every now and then | 32% | 30% | 34% | 31% |
| Frequently | 5% | 4% | 5% | 4% |
| How old were you when you had your first kiss? | (n=5,581) | (n=349) | (n=534) | (n=329) |
| Between 15 and 18 years old | 42% | 40% | 40% | 42% |
| Younger than 14 | 42% | 40% | 42% | 39% |
| Older than 18 | 11% | 9% | 9% | 11% |
| Never been kissed! | 6% | 10% | 9% | 8% |
| when are you most frightened? | (n=7,784) | (n=395) | (n=603) | (n=390) |
| when I'm not sure what's coming next | 51% | 49% | 48% | 51% |
| speaking in front of people | 35% | 39% | 37% | 37% |
| alone at night | 15% | 11% | 14% | 12% |
| if you saw a push button on a wall and had no idea what it was for: | (n=5,430) | (n=361) | (n=558) | (n=350) |
| I would leave it alone - I might not like what happened | 58% | 52% | 55% | 51% |
| I would HAVE to press it to see what happened | 42% | 48% | 45% | 49% |
| As far as children are concerned: | (n=5,400) | (n=346) | (n=538) | (n=328) |
| None for me, thanks | 23% | 19% | 19% | 18% |
| One will do just fine | 14% | 11% | 11% | 12% |
| Just two or three, please | 48% | 58% | 55% | 55% |
| Three or four would be great | 11% | 8% | 10% | 10% |
| The more, the merrier! | 5% | 4% | 5% | 5% |
| Do you think children should be restrained somewhat or let loose? | (n=10,244) | (n=431) | (n=658) | (n=418) |
| The should run free | 66% | 62% | 65% | 64% |
| They should be seen, not heard | 34% | 38% | 35% | 36% |
| Have you ever smoked a cigarette/cigar? | (n=18,347) | (n=570) | (n=848) | (n=597) |
| Only on occasion | 32% | 31% | 38% * | 33% |
| I tried it once; it didn't do anything for me | 25% | 24% * | 18% | 22% * |
| Never! Those will kill ya! | 25% | 26% | 27% | 29% |
| All day, every day! | 19% | 19% | 17% | 16% |
| What do you miss most about being a child? | (n=5,697) | (n=355) | (n=550) | (n=351) |
| The freedom from worry and stress | 62% | 73% | 68% | 67% |
| Physically having more stamina and agility | 19% | 12% | 13% | 17% * |
| The excitement of receiving new information and new experiences | 19% | 15% | 18% | 16% |

*Percentage is significantly higher than other categories at 95% confidence