

Media Audience Demographics and Psychographics Worksheet

Age:	Gender:
Race:	Highest Level of Education:
Income Level:	Religion:
Marital Status:	Occupation:
Number of Children:	
Favorite Game Genres:	Favorite NON-Game Genres:
Favorite Game Types:	Product Specific Other:
Game devices owned:	

Favorite Games:

Hobbies:

Interests:

Average amount of time spent (in hours):

Playing Video Games:	daily_____	weekly_____	monthly_____
Watching television:	daily_____	weekly_____	monthly_____
Using the web:	daily_____	weekly_____	monthly_____
Watching movies:	daily_____	weekly_____	monthly_____
Listening to the radio:	daily_____	weekly_____	monthly_____
Reading game magazines:	daily_____	weekly_____	monthly_____
Reading non-game material:	daily_____	weekly_____	monthly_____

Favorite Gaming Device?

Console Handheld Console PC Phone Other _____

Most Frequent Gaming Environment?

Home Arcade Commute Work Other _____

Reported Interest in Game Concept:

Very Interested-----Neutral-----No Interest

Interviewee Testimonial: