

Video Game Piracy Research Report

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DMBA6236: Research Strategies

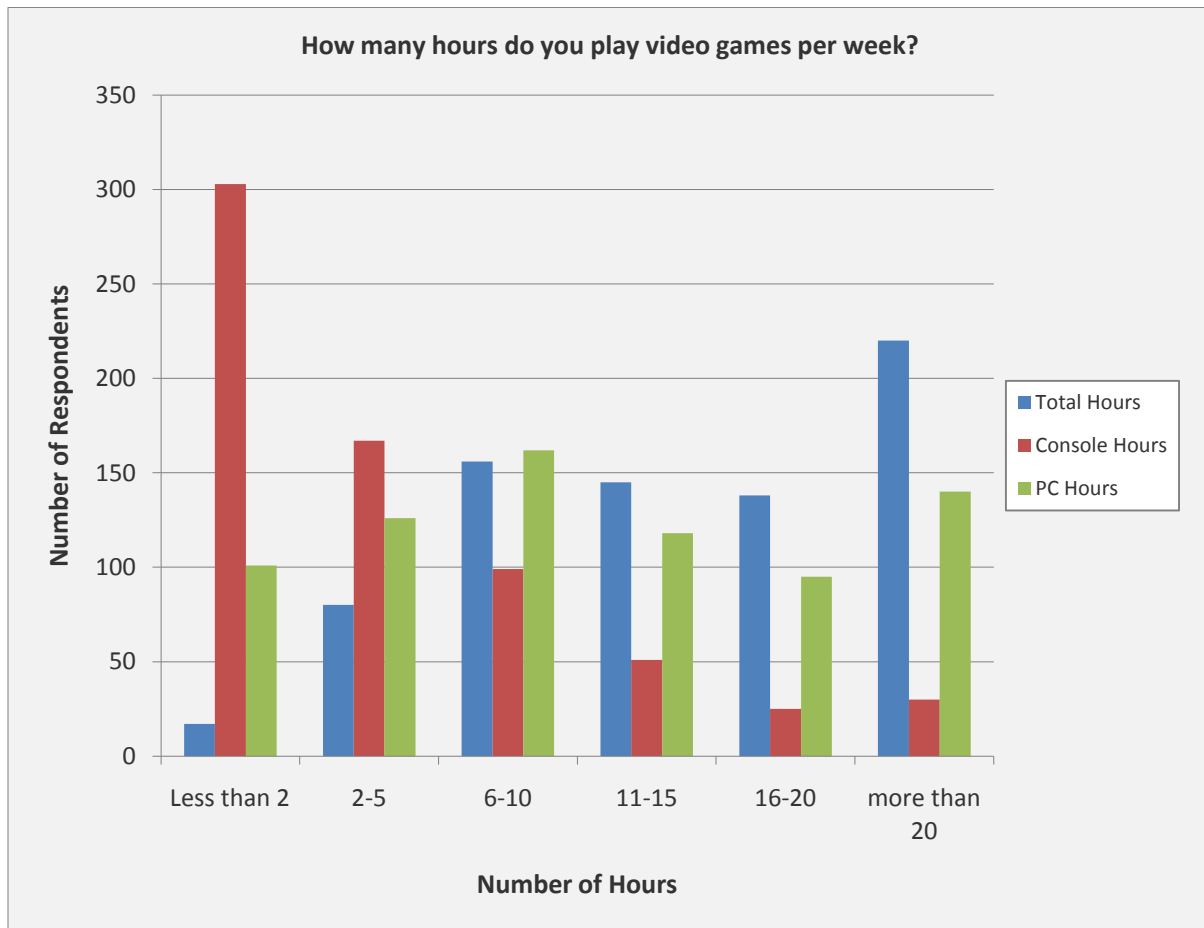
Question #1

How much money do you spend on video games per month? (purchases and/or subscriptions)		
Answer Options	Response Percent	Response Count
\$0 - \$5	20.6%	163
\$6 - \$25	32.4%	257
\$26 - \$50	27.5%	218
\$51 - \$99	14.6%	116
\$100+	4.9%	39
answered question		793
skipped question		8



Question #2

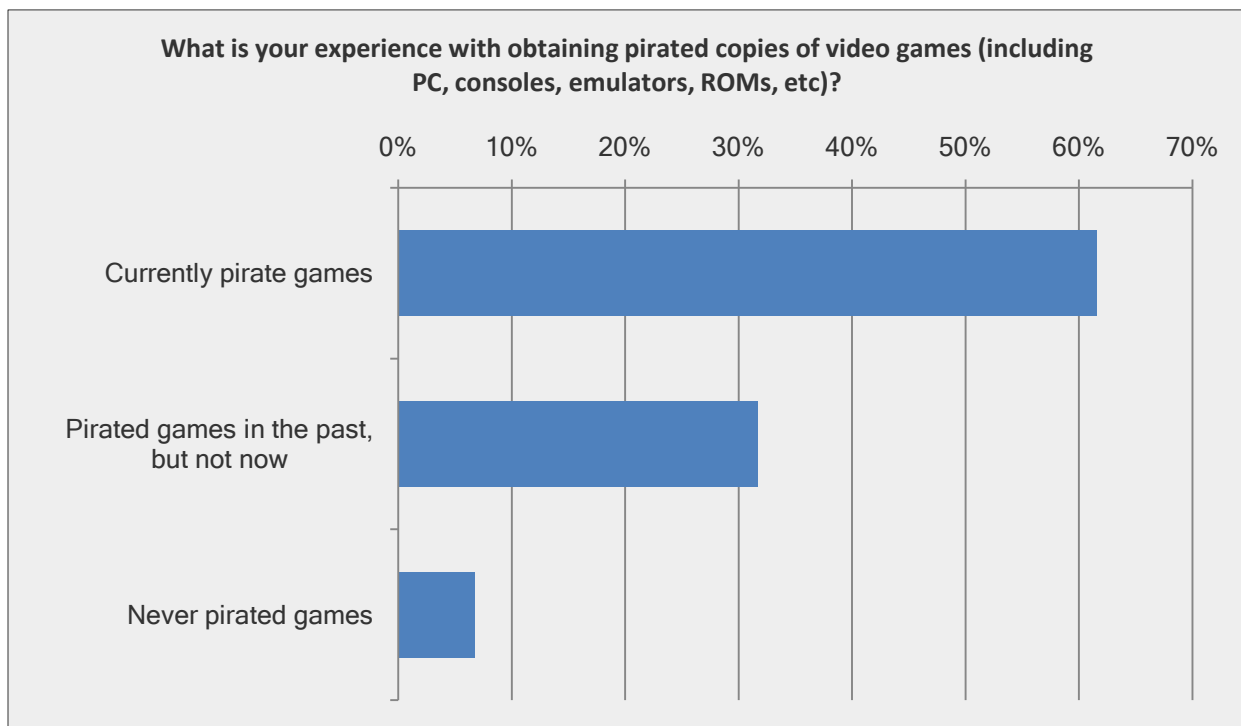
How many hours do you play video games per week?							
Answer Options	Less than 2	2-5	6-10	11-15	16-20	more than 20	Response Count
Total hours	17	80	156	145	138	220	756
Console game hours (Xbox, PS, Wii, mobile)	303	167	99	51	25	30	675
Computer game hours (PC, Mac)	101	126	162	118	95	140	742
<i>answered question</i>							796
<i>skipped question</i>							5



Question #3

What is your experience with obtaining pirated copies of video games (including PC, consoles, emulators, ROMs, etc)?

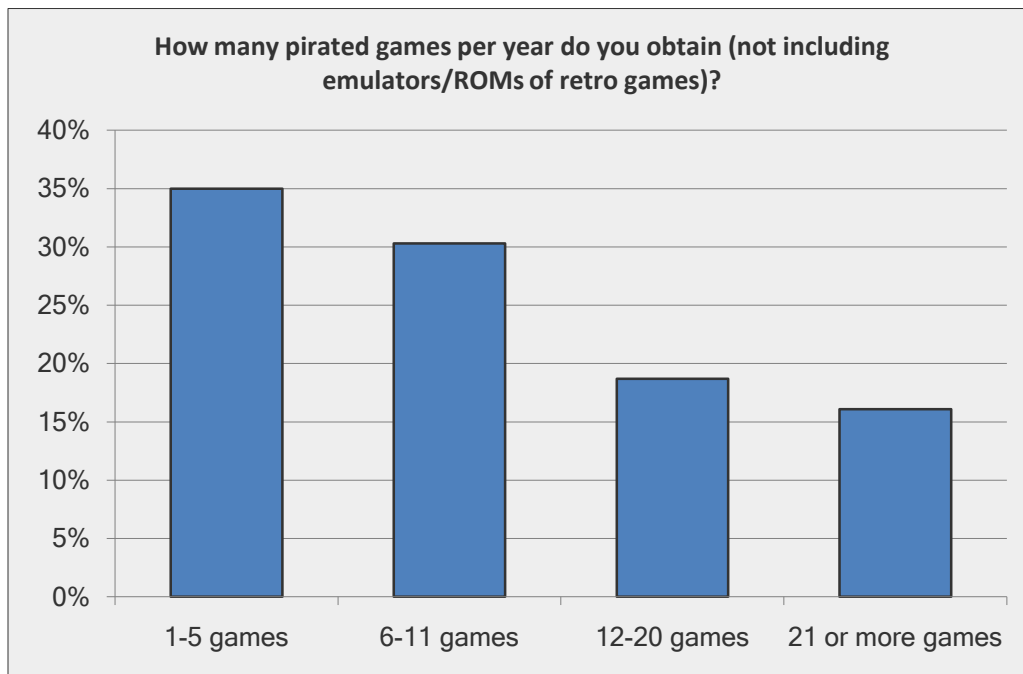
Answer Options	Response Percent	Response Count
I currently obtain pirated copies of games	61.6%	487
In the past I obtained pirated copies of games but no longer do	31.7%	251
I have never obtained pirated copies of games	6.7%	53
<i>answered question</i>		791
<i>skipped question</i>		10



Question #4

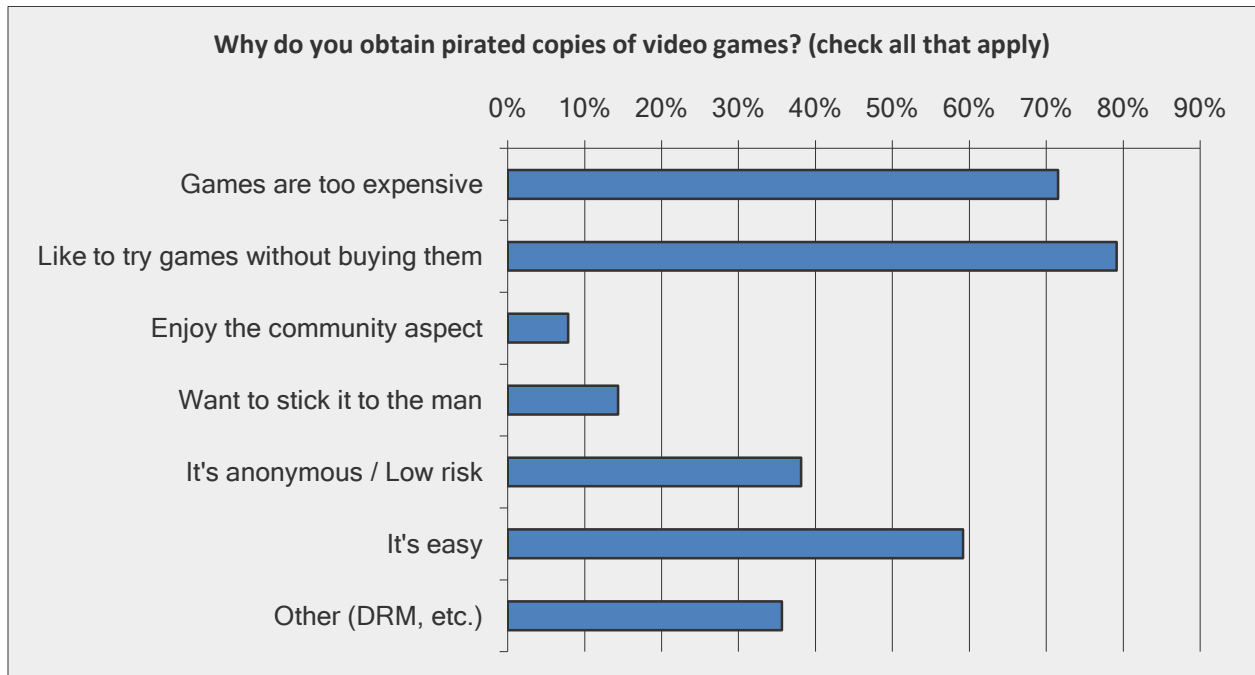
How many pirated games per year do you obtain (not including emulators/ ROMs of retro games)?

Answer Options	Response Percent	Response Count
1-5 games	35.0%	163
6-11 games	30.3%	141
12-20 games	18.7%	87
21 or more games	16.1%	75
answered question		466
skipped question		335



Question #5

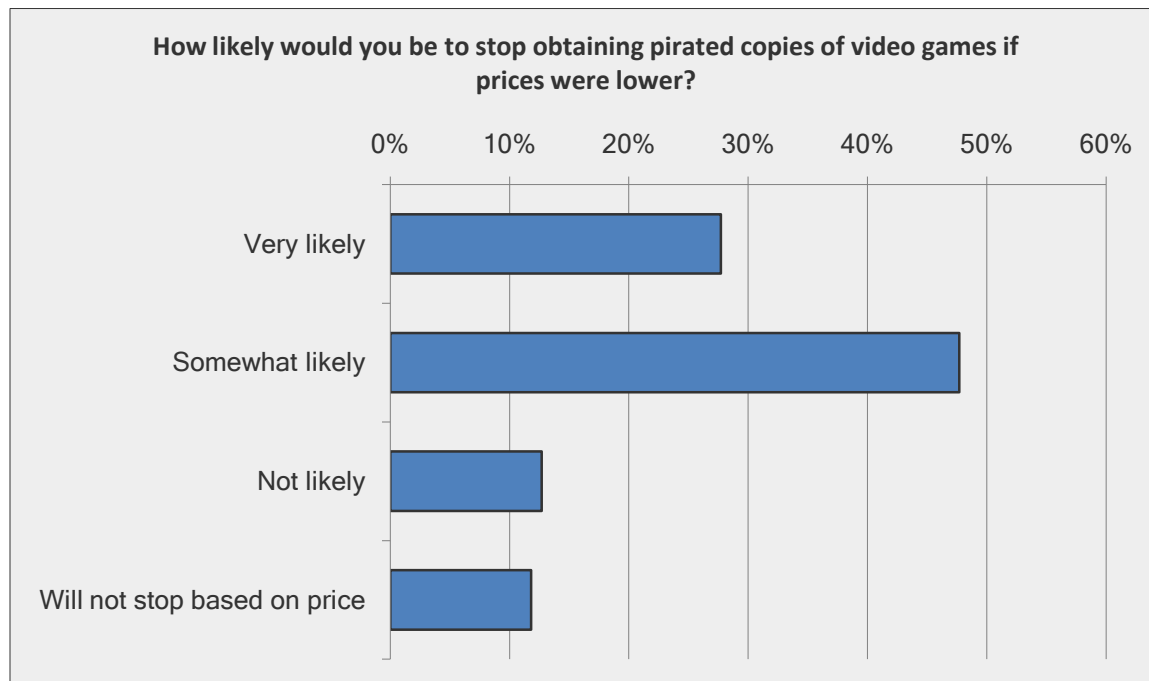
Why do you obtain pirated copies of video games? (check all that apply)		
Answer Options	Response Percent	Response Count
Games are too expensive	71.5%	319
Like to try games without buying them	79.1%	353
Enjoy the community aspect	7.8%	35
Want to stick it to the man	14.3%	64
It's anonymous / Low risk	38.1%	170
It's easy	59.2%	264
Other (DRM, etc.)	35.7%	159
answered question		446
skipped question		355



Question #6

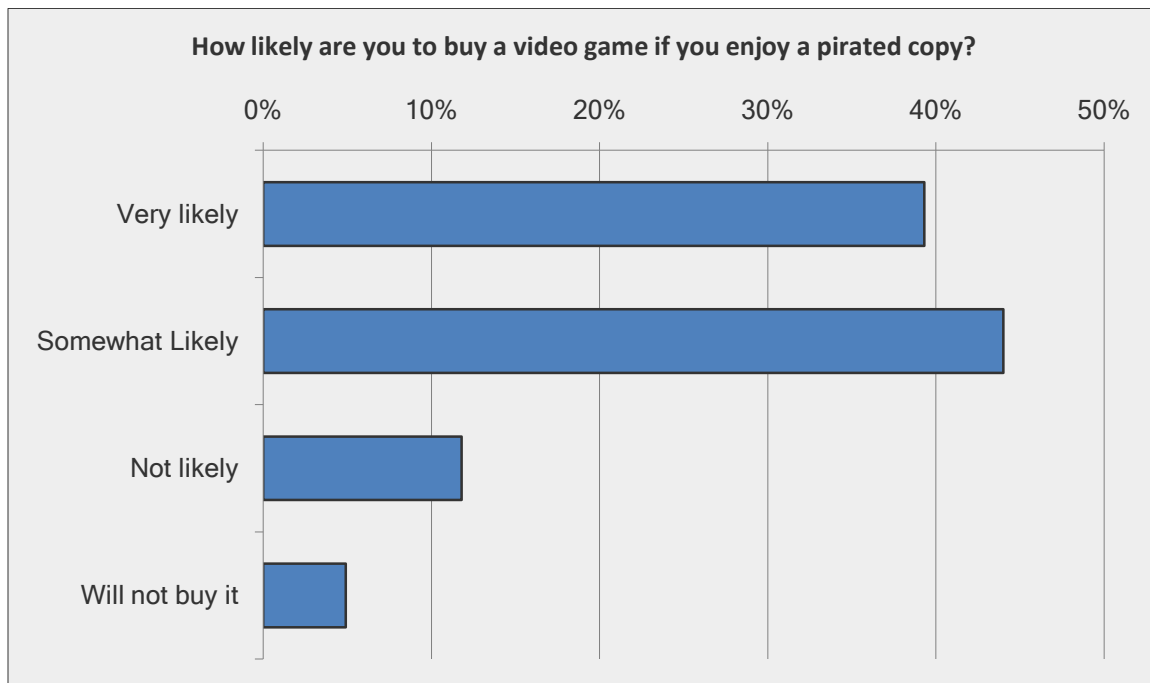
How likely would you be to stop obtaining pirated copies of video games if prices were lower?

Answer Options	Response Percent	Response Count
Very likely	27.7%	129
Somewhat likely	47.7%	222
Not likely	12.7%	59
Will not stop pirating based on video game prices	11.8%	55
answered question		465
skipped question		336



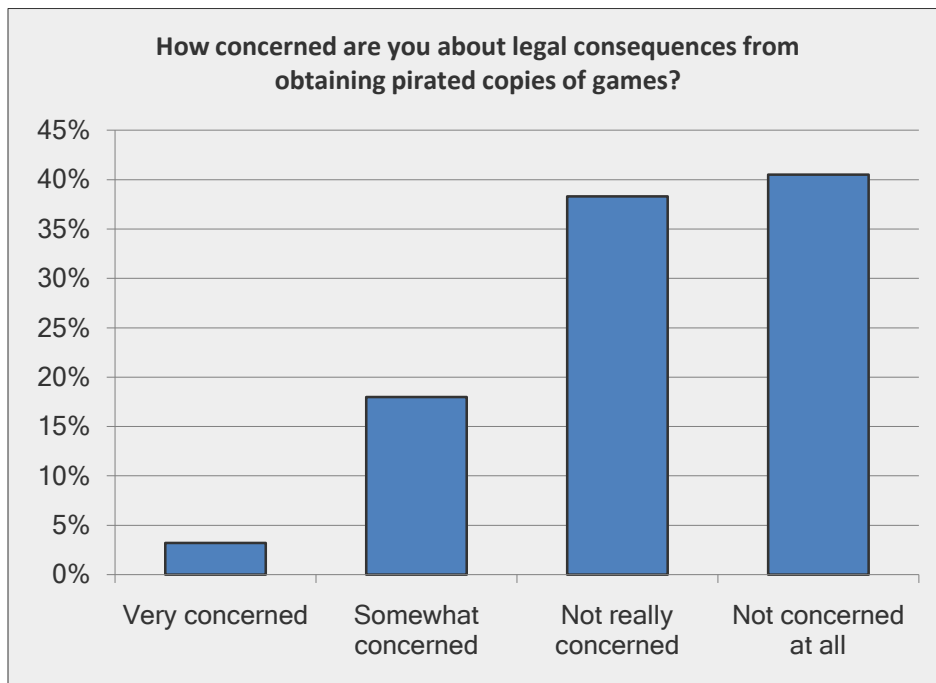
Question #7

How likely are you to buy a video game if you enjoy a pirated copy?		
Answer Options	Response Percent	Response Count
Very likely	39.3%	183
Somewhat Likely	44.0%	205
Not likely	11.8%	55
Will not buy a video game if I already have it	4.9%	23
answered question		466
skipped question		335



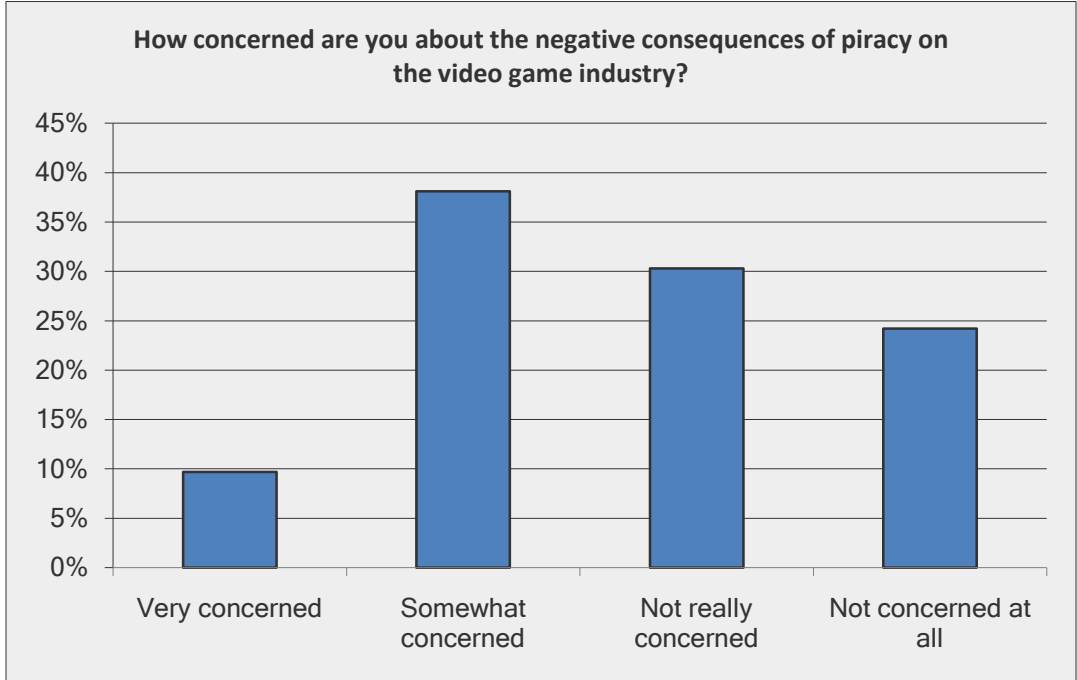
Question #12

How concerned are you about legal consequences from obtaining pirated copies of games?		
Answer Options	Response Percent	Response Count
Very concerned	3.2%	24
Somewhat concerned	18.0%	134
Not really concerned	38.3%	286
Not concerned at all	40.5%	302
answered question		746
skipped question		55



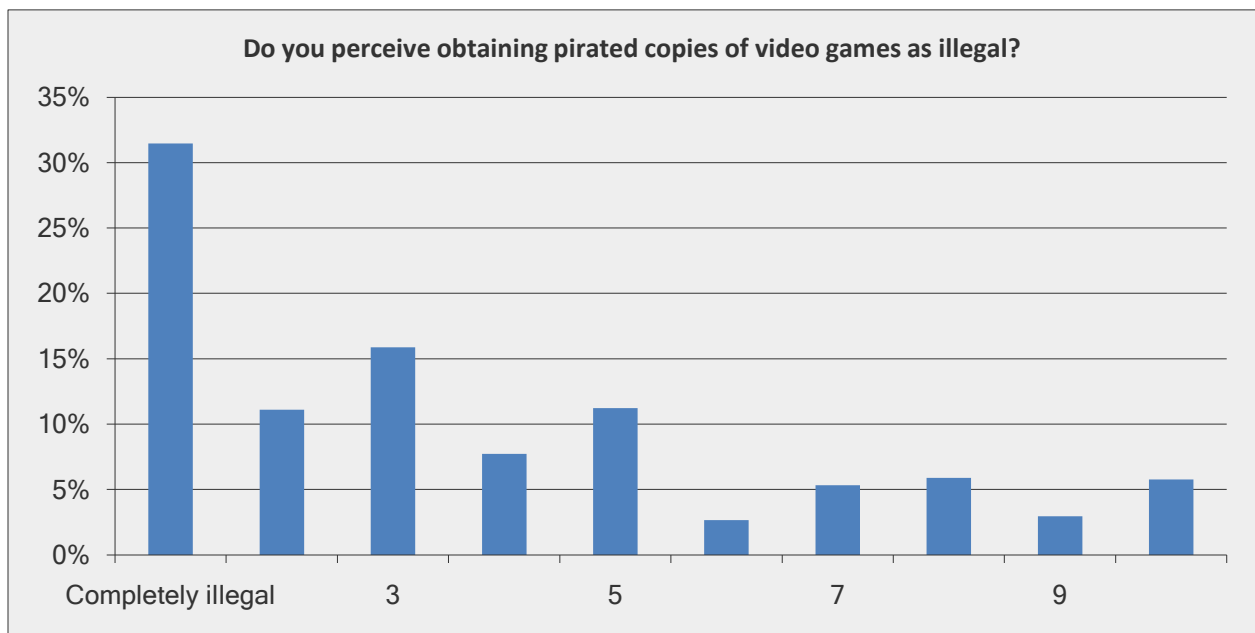
Question #13

How concerned are you about the negative consequences of piracy on the video game industry?		
Answer Options	Response Percent	Response Count
Very concerned	9.7%	72
Somewhat concerned	38.1%	283
Not really concerned	30.3%	225
Not concerned at all	24.2%	180
answered question		743
skipped question		58



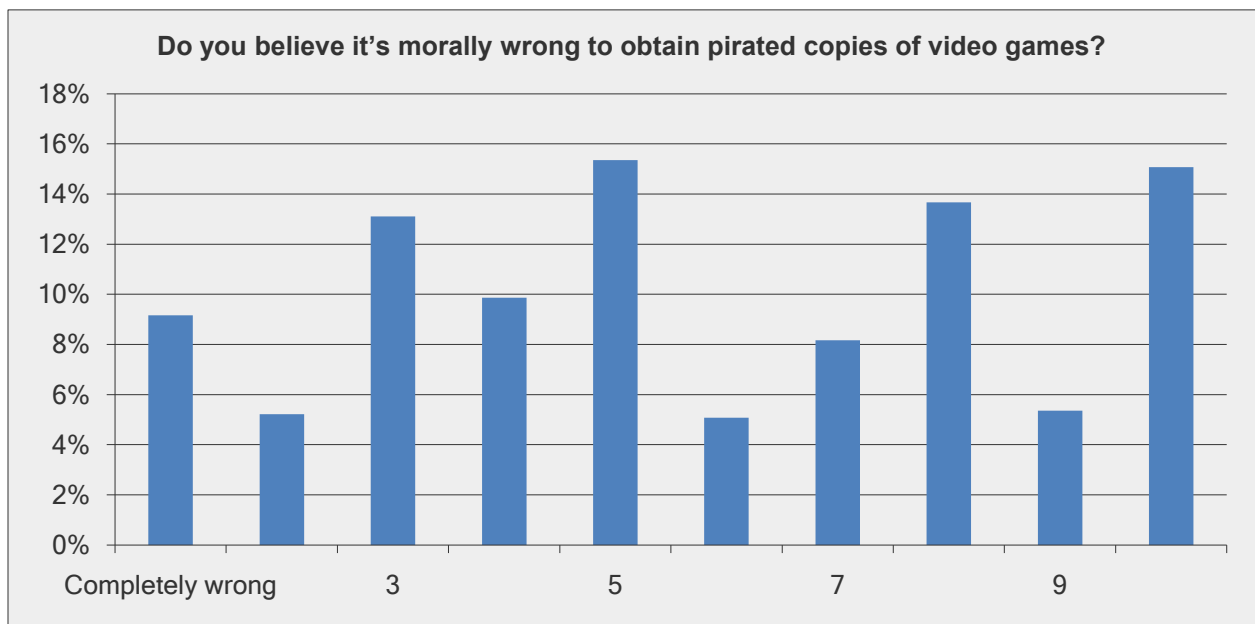
Question #17

Do you perceive obtaining pirated copies of video games as illegal?										
Completely illegal	2	3	4	5	6	7	8	9	Not illegal at all	Response Count
224	79	113	55	80	19	38	42	21	41	712
0.31	0.11	0.16	0.08	0.11	0.03	0.05	0.06	0.03	0.06	
<i>answered question</i>										712
<i>skipped question</i>										89



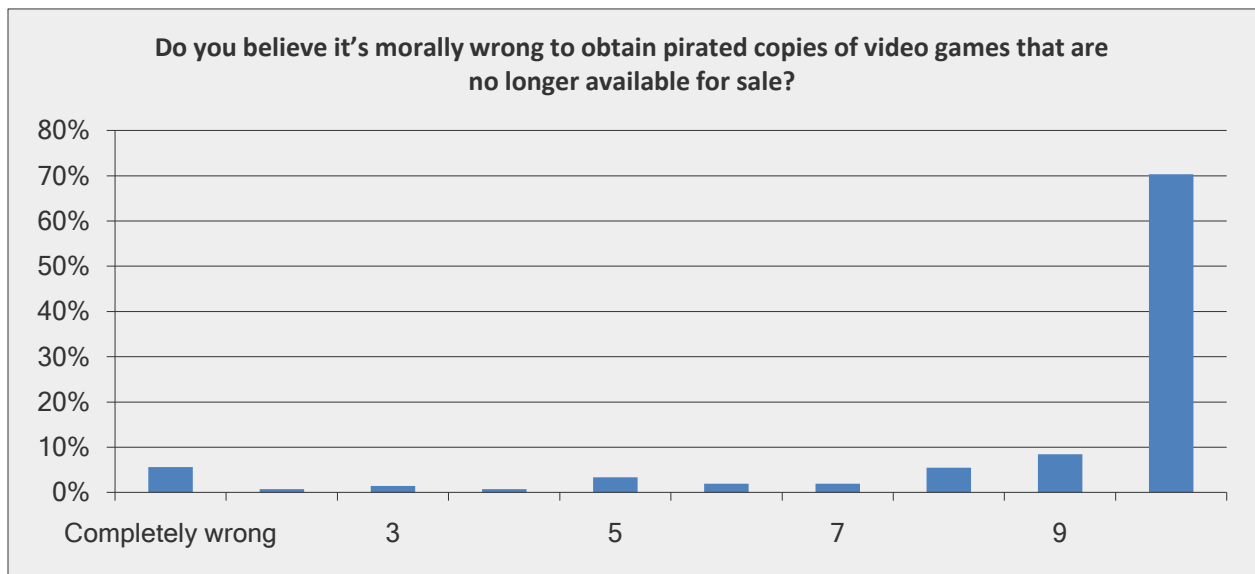
Question #18

Do you believe it's morally wrong to obtain pirated copies of video games?										
Completely wrong	2	3	4	5	6	7	8	9	Not wrong at all	Response Count
65	37	93	70	109	36	58	97	38	107	712
0.09	0.05	0.13	0.10	0.15	0.05	0.08	0.14	0.05	0.15	
<i>answered question</i>										712
<i>skipped question</i>										89



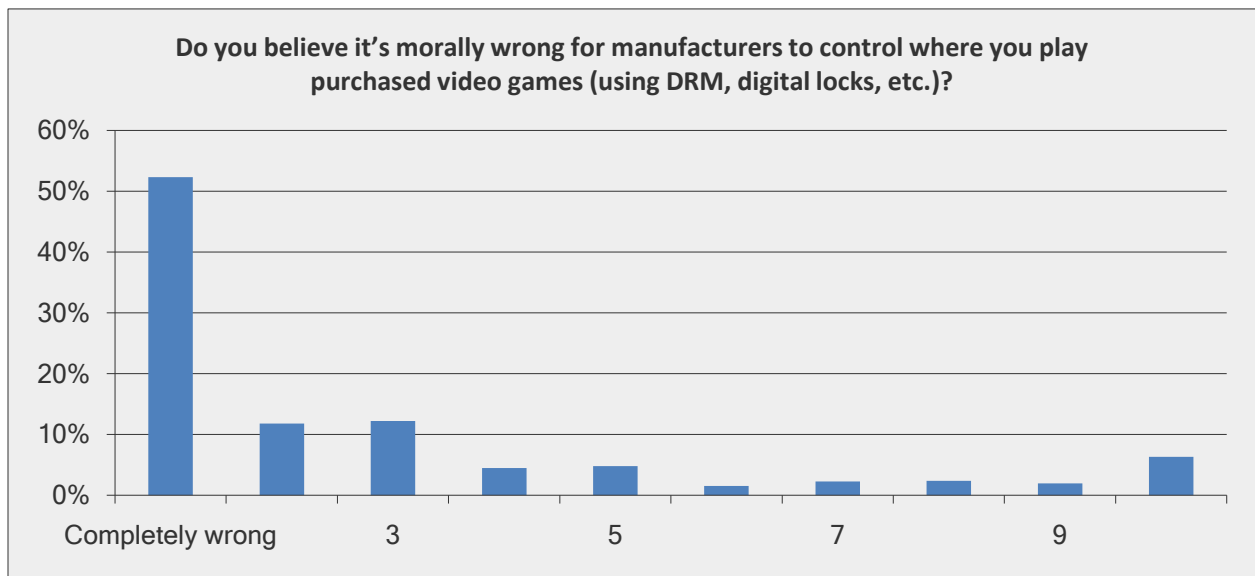
Question #21

Do you believe it's morally wrong to obtain pirated copies of video games that are no longer available for sale?										
Completely wrong	2	3	4	5	6	7	8	9	Not wrong at all	Response Count
40	5	10	5	24	14	14	39	60	501	712
0.06	0.01	0.01	0.01	0.03	0.02	0.02	0.05	0.08	0.70	
answered question										712
skipped question										89



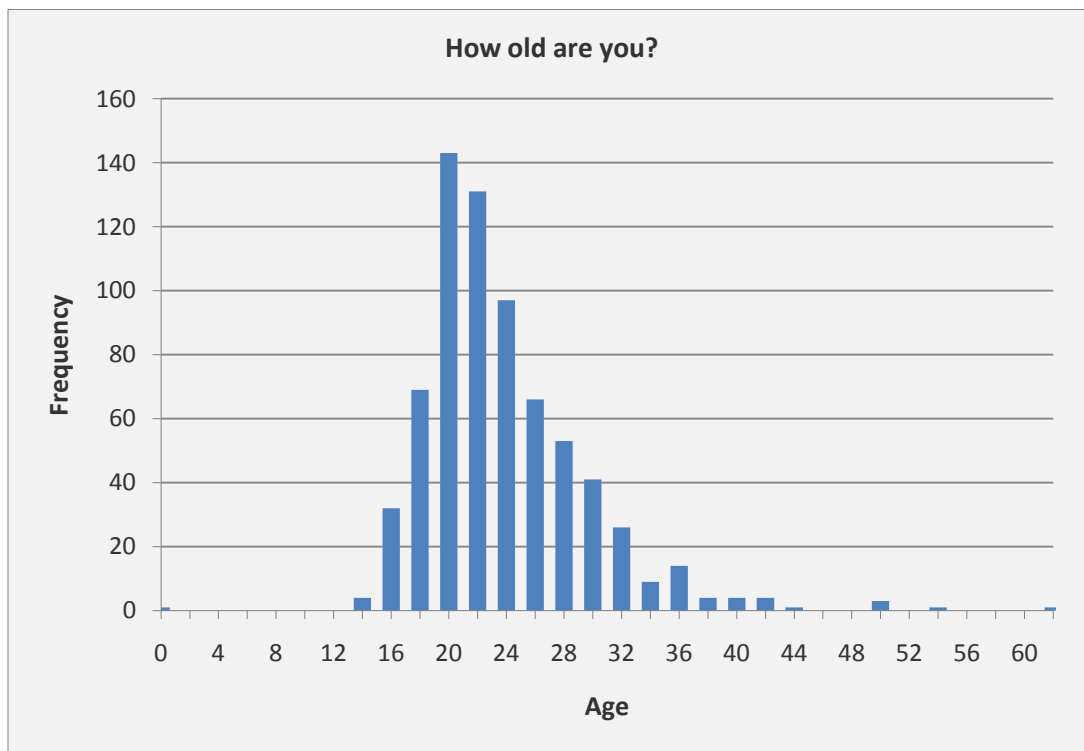
Question #22

Do you believe it's morally wrong for manufacturers to control where you play purchased video games (using DRM, digital locks, etc.)?										
Completely wrong	2	3	4	5	6	7	8	9	Not wrong at all	Response Count
373	84	87	32	34	11	16	17	14	45	713
0.52	0.12	0.12	0.04	0.05	0.02	0.02	0.02	0.02	0.06	
answered question										713
skipped question										88



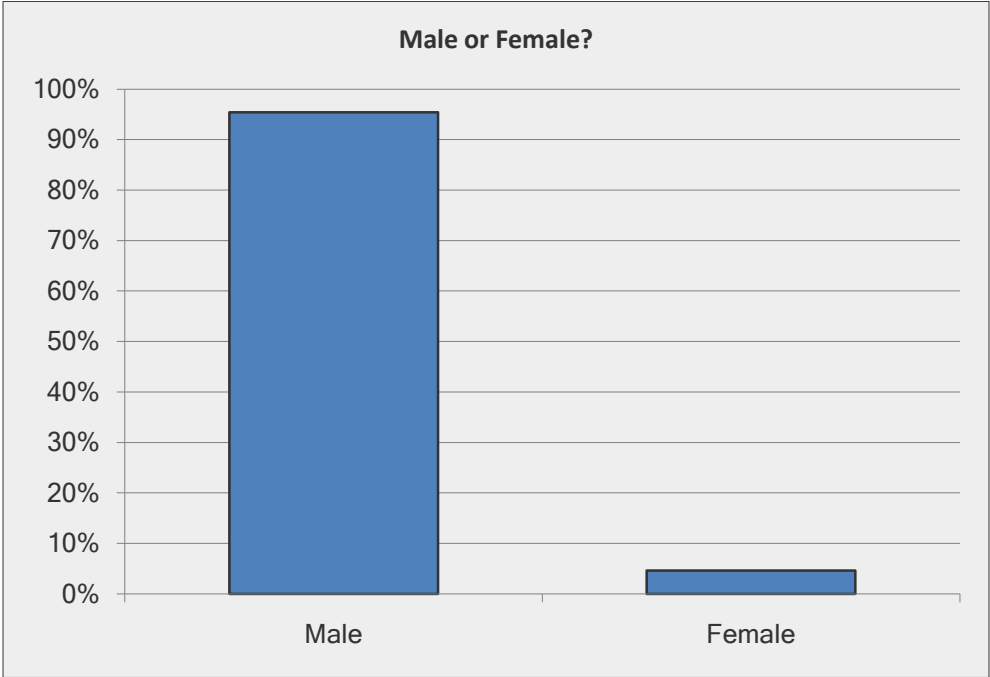
Question #23

How old are you?		
Answer Options	Response Average	Response Count
Age in years	23.30	704
	<i>answered question</i>	704
	<i>skipped question</i>	97



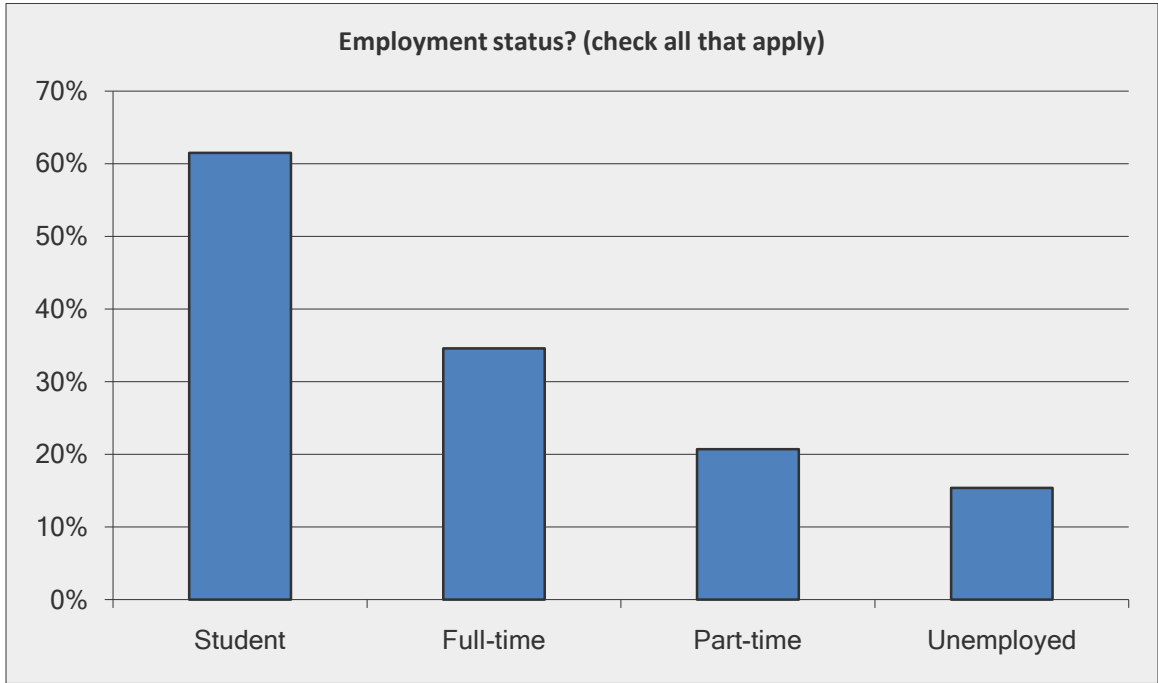
Question #24

Male or Female?		
Answer Options	Response Percent	Response Count
Male	95.4%	670
Female	4.6%	32
<i>answered question</i>		702
<i>skipped question</i>		99

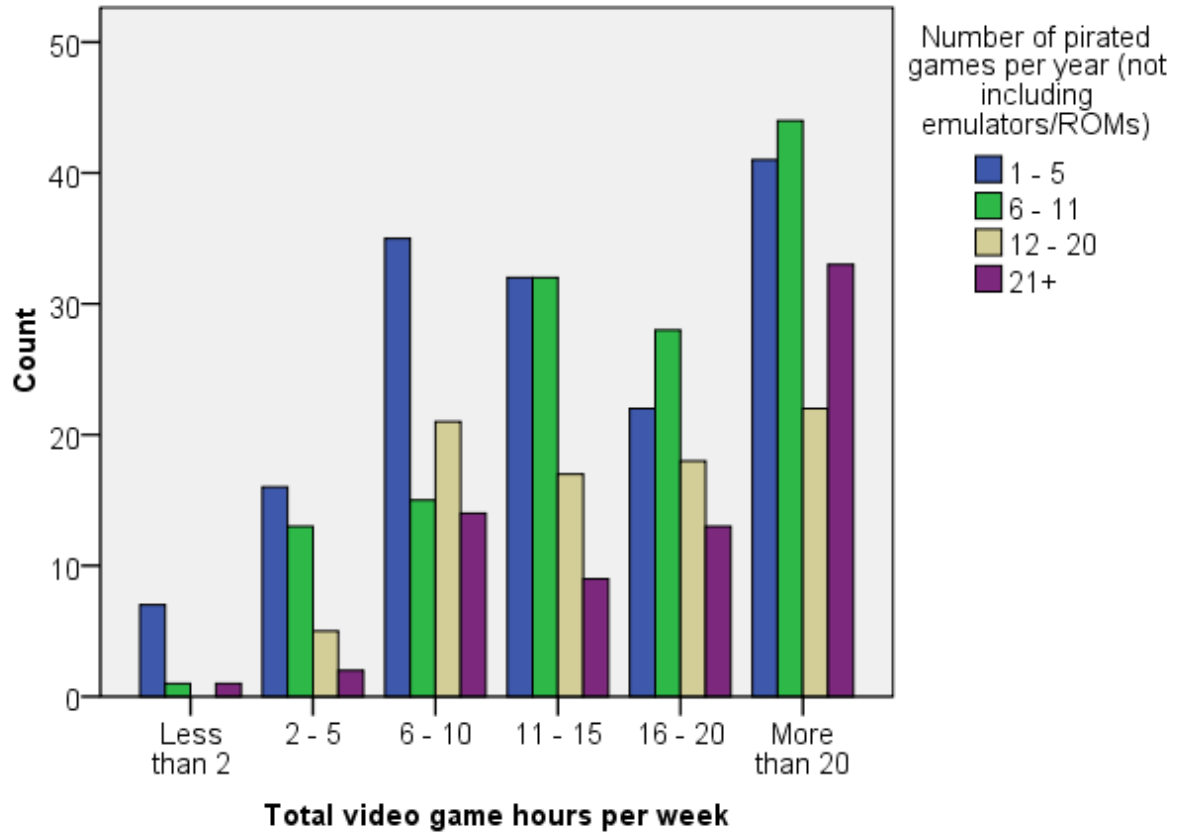


Question #25

Employment status? (check all that apply)		
Answer Options	Response Percent	Response Count
Student	61.5%	436
Full-time	34.6%	245
Part-time	20.7%	147
Unemployed	15.4%	109
<i>answered question</i>		709
<i>skipped question</i>		92



Game Hours (per week) * Pirated Games (per year)

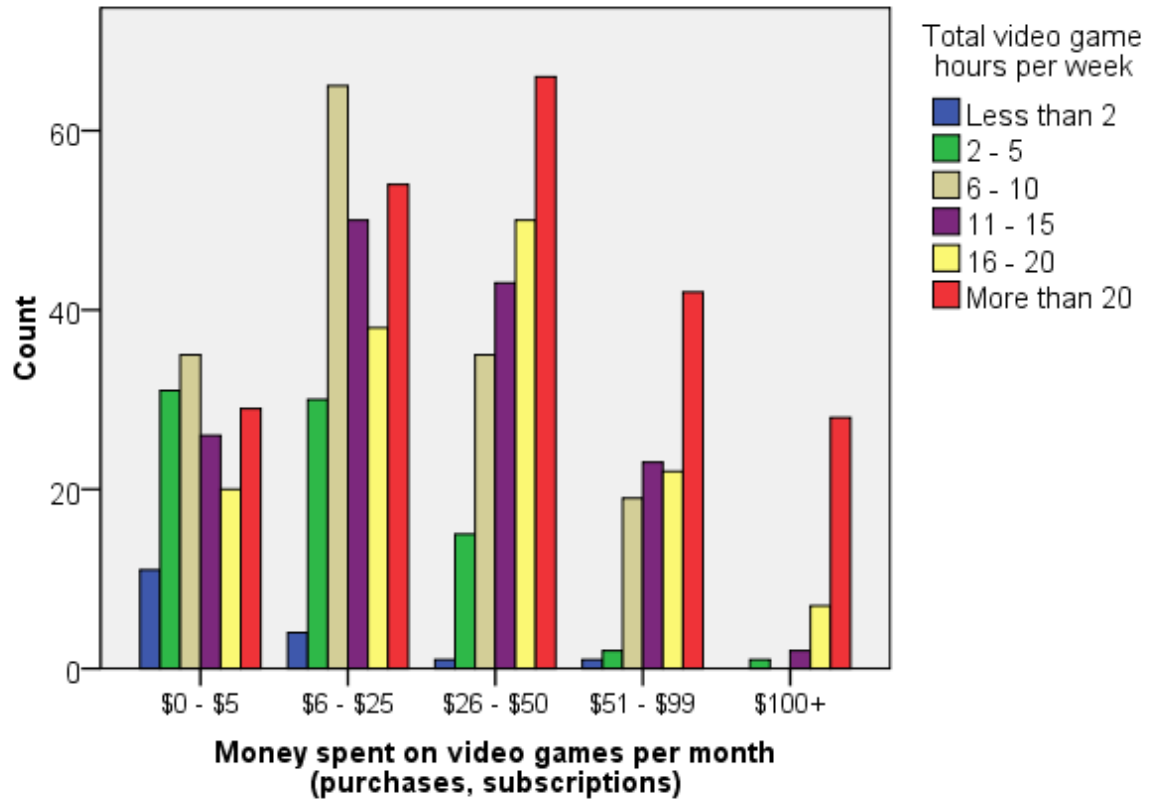


Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	31.099 ^a	15	.009
Likelihood Ratio	33.225	15	.004
Linear-by-Linear Association	10.030	1	.002
N of Valid Cases	441		

a. 4 cells (16.7%) have expected count less than 5. The minimum expected count is 1.47.

Money Spent on Games (per month) * Total Game Hours (per week)

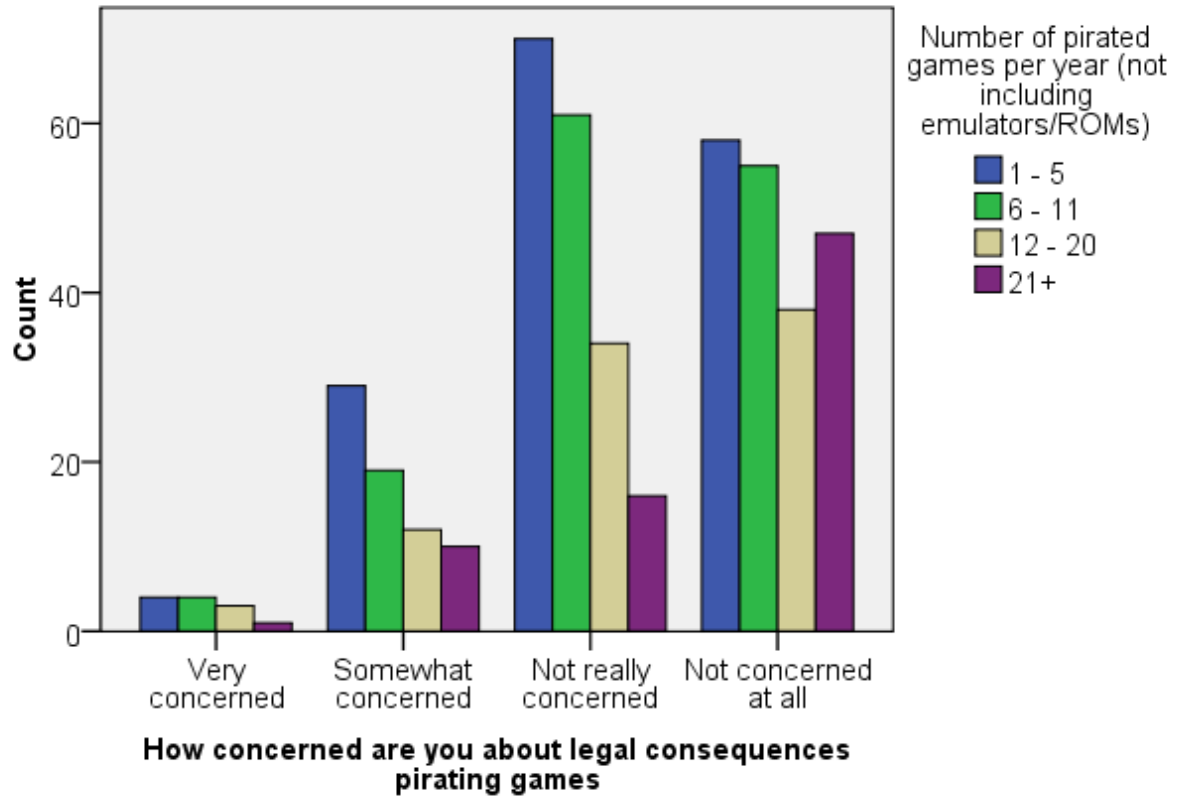


Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	114.201 ^a	20	.000
Likelihood Ratio	115.034	20	.000
Linear-by-Linear Association	80.630	1	.000
N of Valid Cases	750		

a. 5 cells (16.7%) have expected count less than 5. The minimum expected count is .86.

How Concerned About Legal Consequences * Number of Pirated Games

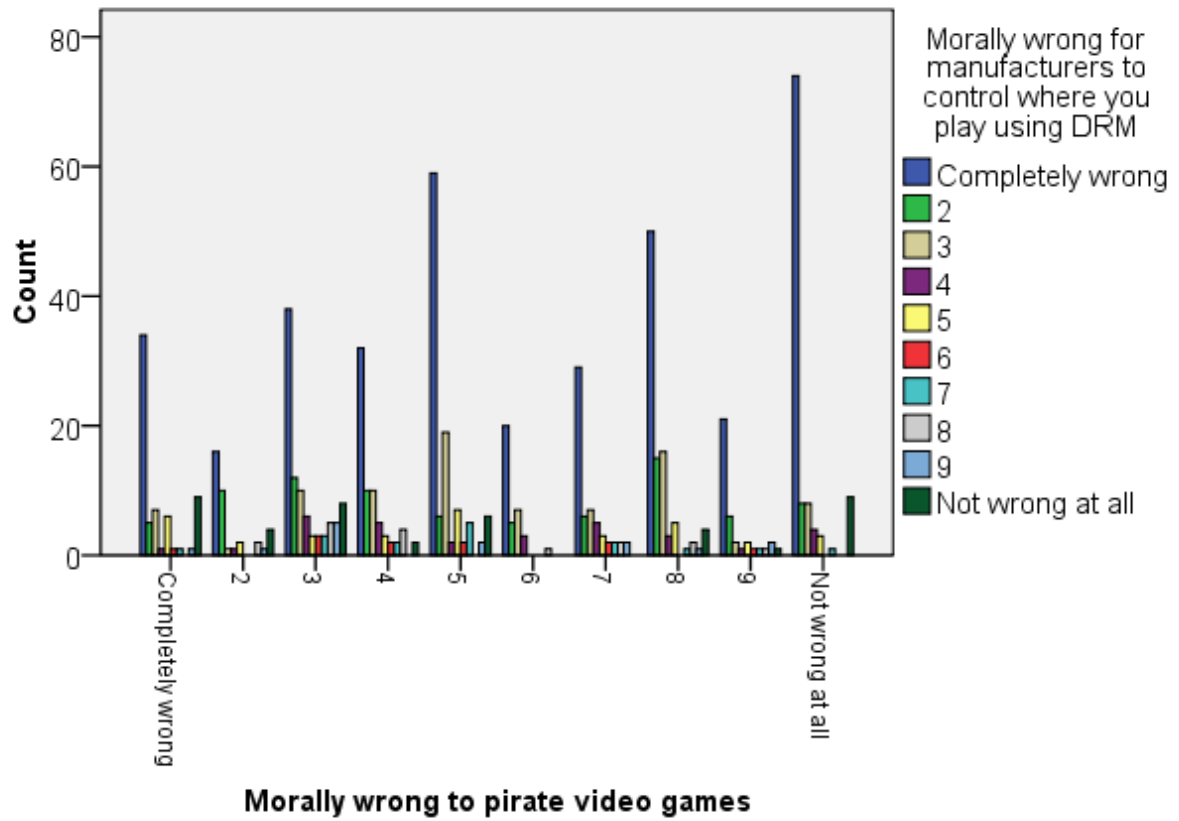


Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.854 ^a	9	.026
Likelihood Ratio	19.164	9	.024
Linear-by-Linear Association	8.085	1	.004
N of Valid Cases	461		

a. 4 cells (25.0%) have expected count less than 5. The minimum expected count is 1.93.

Morally Wrong to Pirate * Morally Wrong for Manufacturer DRM



Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	115.238 ^a	81	.007
Likelihood Ratio	131.494	81	.000
Linear-by-Linear Association	13.018	1	.000
N of Valid Cases	709		

a. 70 cells (70.0%) have expected count less than 5. The minimum expected count is .56.