Age:
Gender:
Hours per day or week spent playing video games:

Do you own a mobile device:
If so, what kind is it:
- iOS/Apple
- Android/Google
- Windows
- Other

Platform most frequently played:
- Mobile (phones & tablets)
- PC/Mac
- Console
- Web
- Social Network
- Kiosk & Standalone
- Other

Favorite game genre:
- Action/adventure
- Casual
- Strategy/role-playing
- Family-oriented
- Puzzle
- Arcade
- Shooter
- Serious (e.g. edutainment)
- Card
- Kid-oriented role-playing
- Simulated gambling or casino
- Racing/flight
- Sports
- MMO role-playing
- Art-based
- Music-based
- Fighting
- Other

What is your favorite video game of all time:

Most important aspect of a game to you:
- Gameplay/Functionality
- Story
- Art/Graphics
- Music
- Customization/Upgrading

Do you make in-app purchases:

Do you play mini-games or skip past them:

If given the choice, would your character be:
     Good, Evil, or Both:
     Human or animal:
     Male or Female:

Do you prefer to play fast-paced or long-lasting games:

Do you play video games? Yes/No
How many hours a week? (Below 5) (5-10) (10-15) (20+)

What is your favourite video game?
What is the last video game you played?

Do you buy brand new games or second hand?
Will you go out of your way to buy a game on release (i.e going to midnight releases etc)?

Do you do any other types of gaming such as board games/Pen and paper type games etc?
If so what do you play?

Do you subscribe to any gaming magazines?
If so which ones?

Do you use any internet websites to read up about games?
Do you visit any gaming forums?

How much money on average, do you spend on video games in a month?

What is/are you favourite video game genres?
(Action/Adventure/Horror/RPG/Sport/Driving/Simultation/RTS/MMO/Beat 'em up/Shooter/Puzzle)

Why do you enjoy that genre(s)?

What current gaming platforms do you own? Xbox360/PS3/Nintendo Wii/PC/Nintendo DS/Nintendo 3DS/Sony PSP

Do you have online for any of your chosen consoles? (Xbox Live/PSN etc.)
Do you use online for multiplayer or just the social aspect?
Do you prefer competitive multiplayer or co-op?

Do you enjoy achievements?
Do you go out of your way to get achievements in video games?

Do you prefer challenging games or more relaxed easier games?

Will you go out of your way to read up special tricks and tactics to become better a certain games?

Do you prefer big open worlds (non-linear games) or always having a set path to stick to (linear games)?