

AUGUST 2019

- VIDEO GAMES VOLUME 16

Audience: 1,000+ GAMERS (OWNS A PS4, XBOX ONE, OR SWITCH)

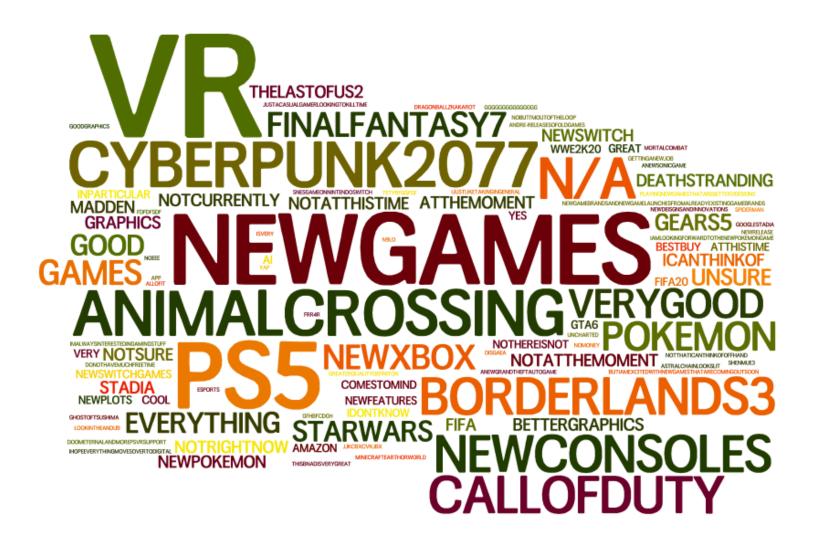
KEY TAKEAWAYS:

OF THE UPCOMING NEXT GENERATION OF CONSOLES, THE PS5 IS IN GREATER DEMAND COMPARED TO ANY OTHER, INCLUDING THE UPCOMING XBOX CONSOLE.	NINJA FANS ARE WATCHING MORE MIXER AND LESS TWITCH SINCE NINJA SWITCHED TO MIXER.
VIDEO GAME CATEGORY ENGAGEMENT IS OFF SERIES HIGHS BUT HAS STABILIZED OVER THE PAST YEAR (THE YEAR PRIOR SAW A CONSIDERABLE DECLINE).	DIGITAL GAME SHARE CONTINUES TO HOVER AT AROUND 40% OF NEW RELEASE PURCHASES AND 50% OF PRE-ORDERS.
GAMERS HAVE SLOWLY BEEN	
INCREASING TIME AND BUDGET ALLOCATION TO FREE GAMES WITH IN-APP PURCHASES AND DECREASING ALLOCATION TO NEW RELEASES PURCHASED UP FRONT.	FEEDBACK ON GAMESTOP REMAINS FIRMLY OFF SERIES HIGHS, BUT THE DATA GOT "LESS BAD" THIS QUARTER IN A NUMBER OF AREAS.

NEW QUESTIONS THIS QUARTER: UPCOMING CONSOLES ESPORTS TWITCH/MIXER

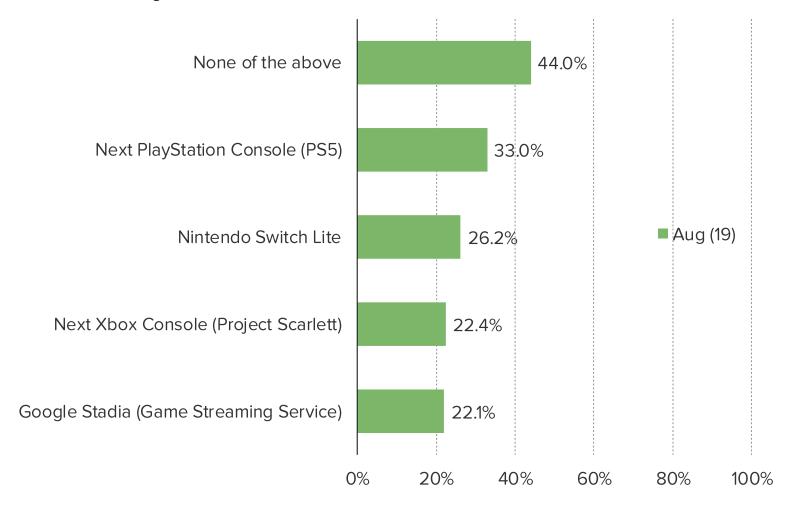
IS THERE ANYTHING NEW IN GAMING THAT YOU ARE EXCITED ABOUT/LOOKING FORWARD TO?

Posed to the target audience



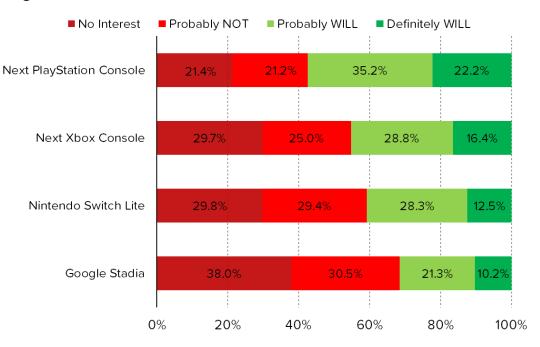
HAVE YOU HEARD ANYTHING YET ABOUT THE FOLLOWING UPCOMING SERVICES/CONSOLES? (SELECT ALL THAT APPLY)

Posed to the target audience.

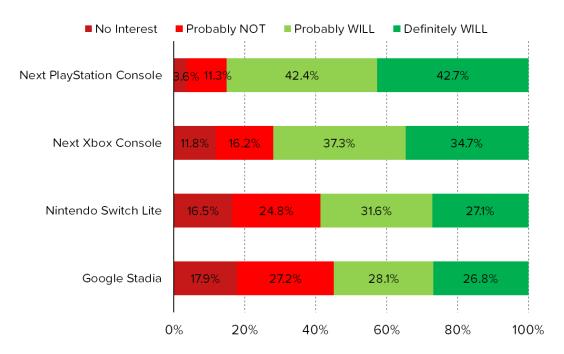


PLEASE CHARACTERIZE YOUR INTEREST IN GETTING EACH OF THE FOLLOWING:

Posed to the target audience.



Posed to respondents who have heard details about each of the following:



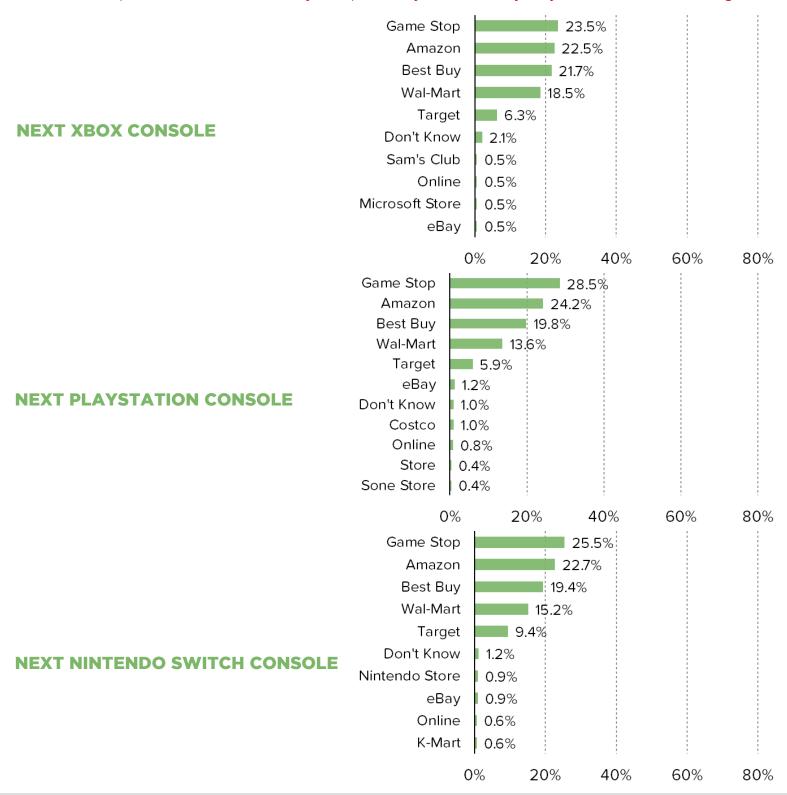
PLEASE CHARACTERIZE YOUR INTEREST IN GETTING EACH OF THE FOLLOWING:

Cross-Tab: Respondents Who Regularly or Occasionally Play Each of the Following:

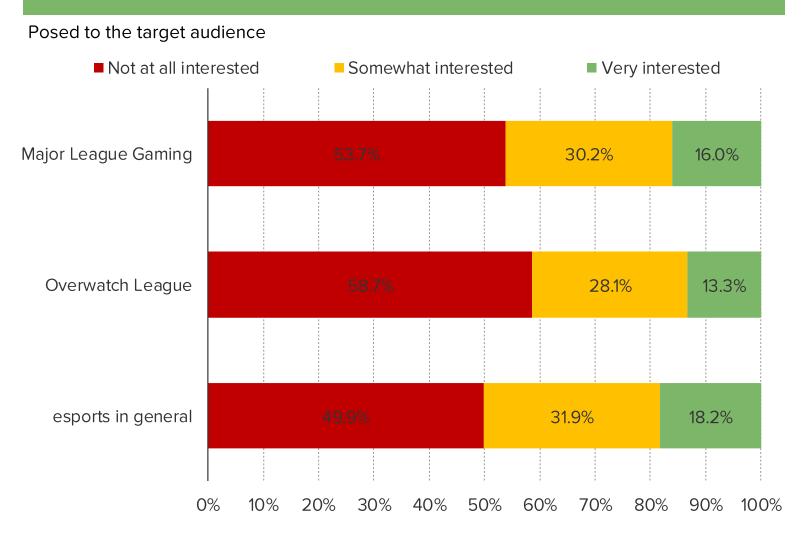


FROM WHERE WOULD YOU BE MOST LIKELY TO BUY IT?

Posed to respondents who said they will probably or definitely buy each of the following.



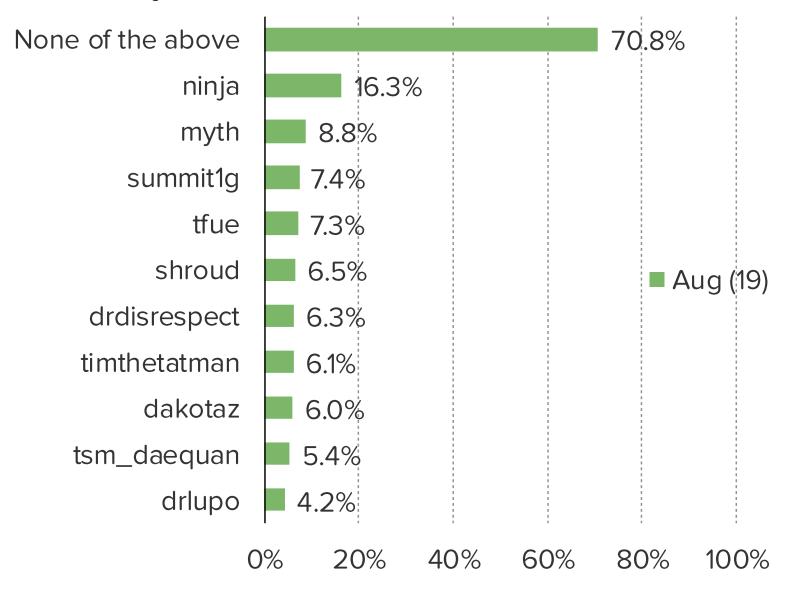
HOW INTERESTED WOULD YOU SAY YOU ARE IN ESPORTS?



It's In The Game

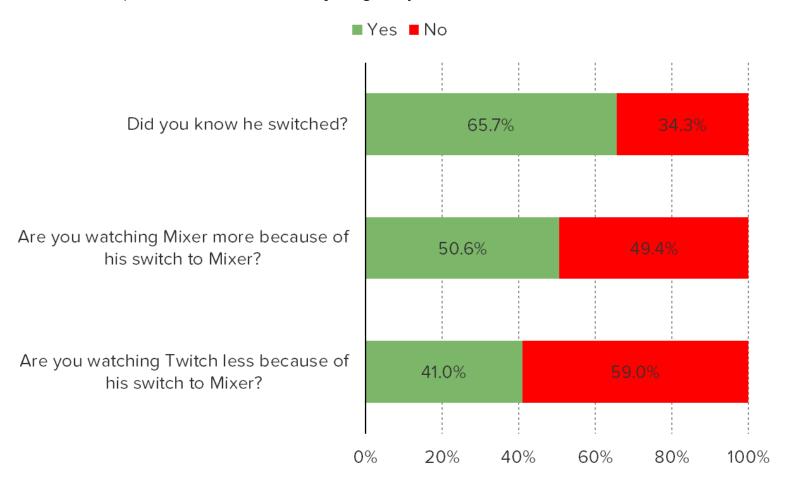
DO YOU REGULARLY WATCH ANY OF THE FOLLOWING LIVE VIDEO GAME STREAMERS? (SELECT ALL THAT APPLY)

Posed to the target audience





Posed to respondents who watch Ninja regularly.



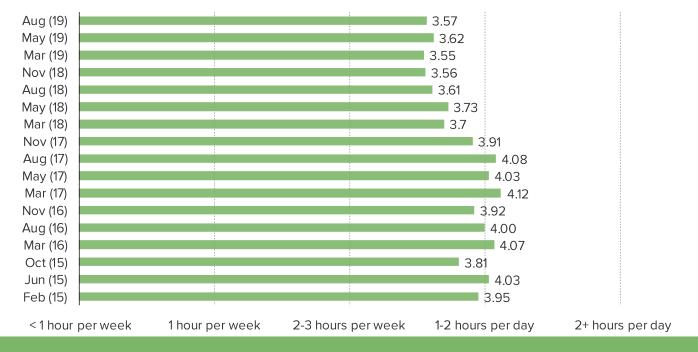
VIDEO GAME ENGAGEMENT

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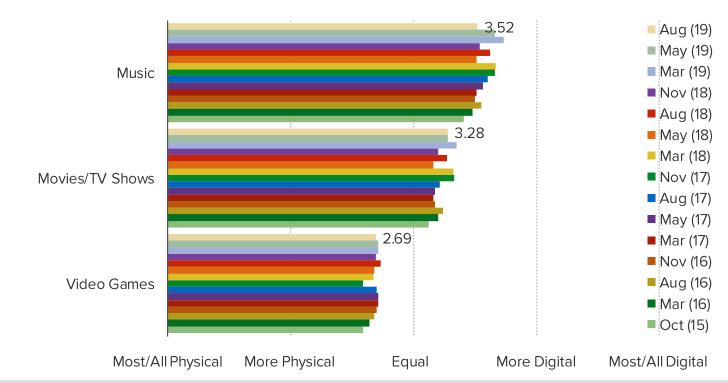
It's In The Game

HOW OFTEN DO YOU PLAY VIDEO GAMES?

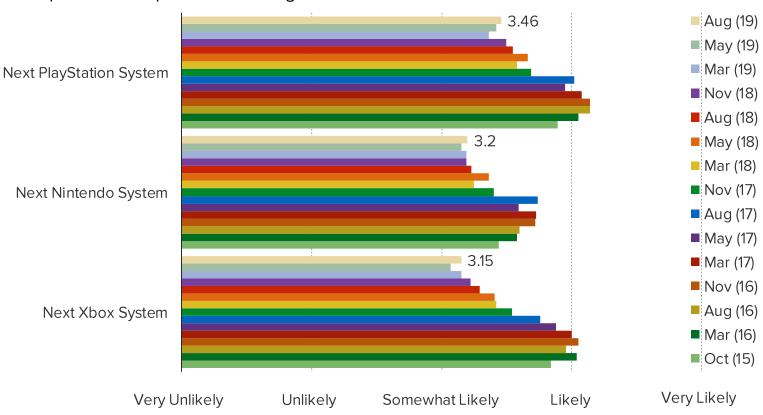
This question was posed to the target audience.



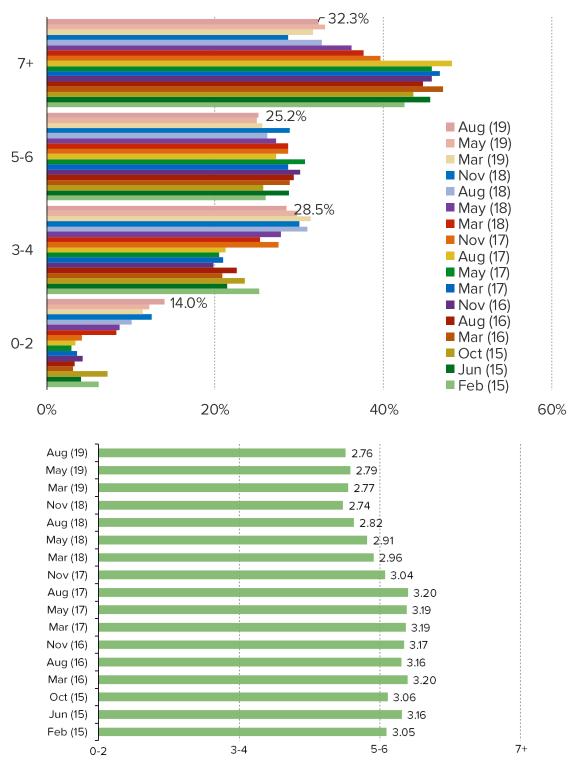
FOR EACH OF THE FOLLOWING, WHICH BEST DESCRIBES YOUR USAGE?



WHENEVER A NEW VERSION OF THE FOLLOWING CONSOLES ARE RELEASED, HOW LIKELY ARE YOU TO PURCHASE IT?

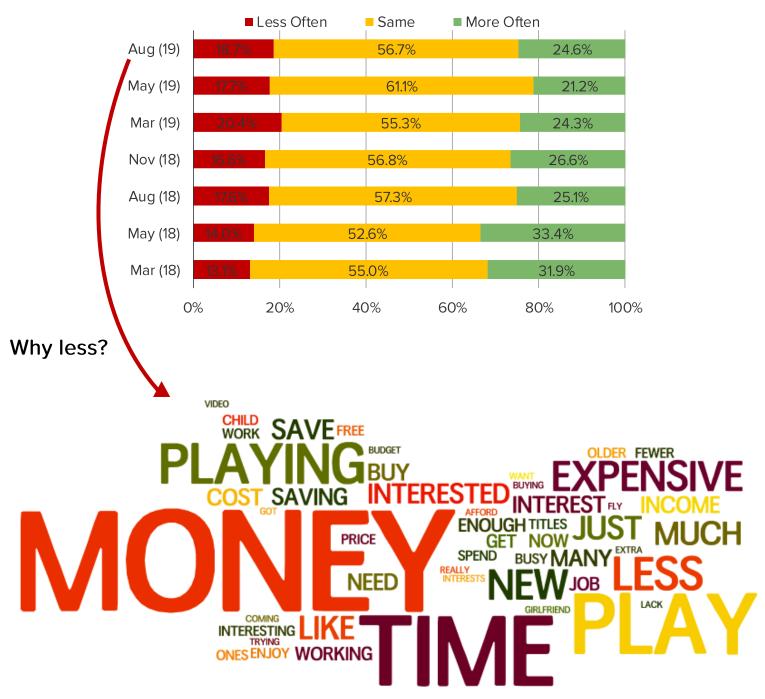


HOW MANY TITLES DO YOU PLAY PER YEAR?

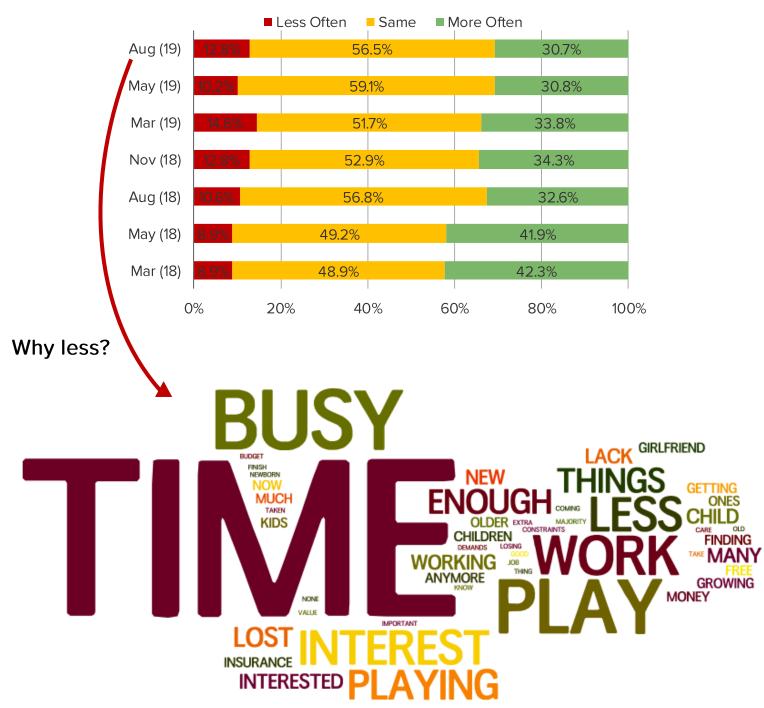


It's In The Game

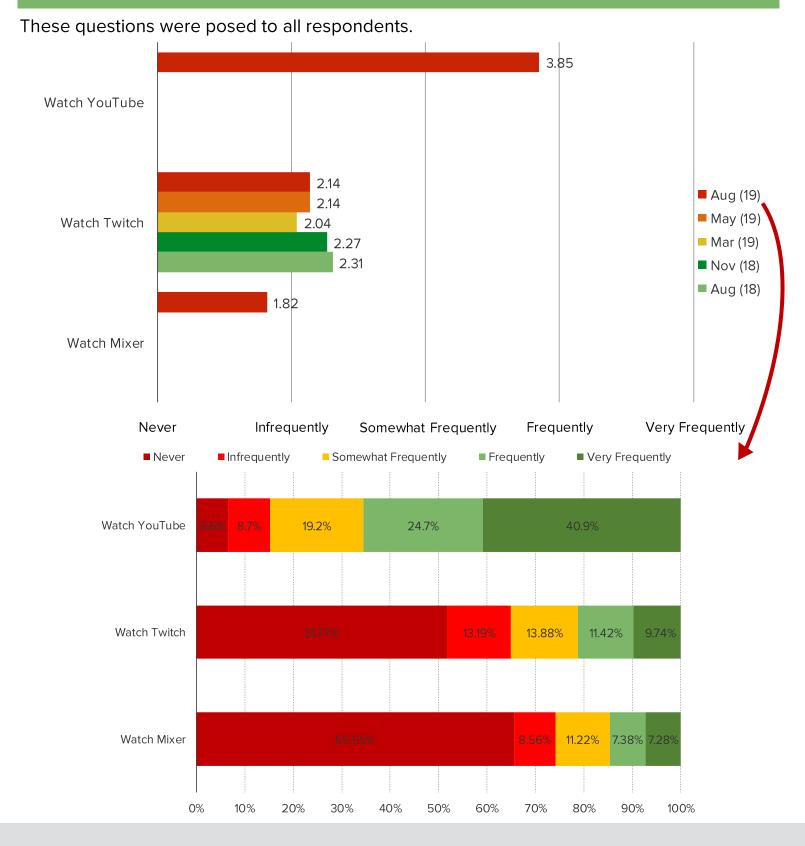
COMPARED TO A YEAR AGO, ARE **PURCHASING VIDEO GAMES** MORE OR LESS OFTEN?



COMPARED TO A YEAR AGO, ARE YOU **PLAYING VIDEO GAMES** MORE OR LESS OFTEN?



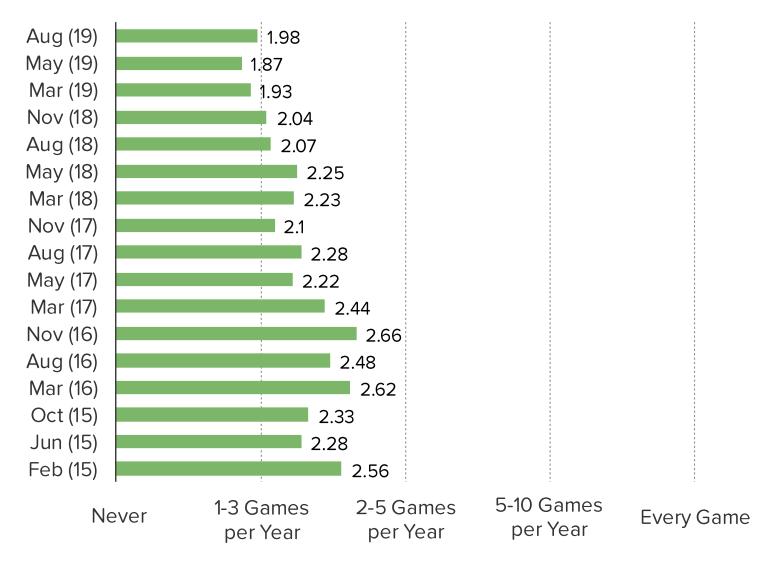
HOW OFTEN DO YOU...



It's In The Game

HOW OFTEN DO YOU TRADE-IN VIDEO GAMES?

These questions were posed to all respondents.



DIGITAL MARKET SHARE

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HAVE YOU PURCHASED ANY OF THE FOLLOWING IN THE PAST YEAR?

Grand Theft Auto V	46.4%	35.6%	18.0%
Call of Duty WWII	50.3%	32.4%	17.3%
Minecraft	55.9%	22.3%	21.9%
Marvel's Spider-Man	58.9%	25.0%	16.2%
Madden NFL 18	65.5%	21.8%	12.8%
Madden NFL 20	65.6%	23.2%	11.2%
Halo: The Master Chief Collection	68.3%	19.9%	11.7%
Uncharted 4: A Thief's End	68.6%	20.5%	11.0%
Gears of War 3	69.5%	18.2%	12.3%
MLB The Show 19	70.8%	18.0%	11.2%
The Elder Scrolls V: Skyrim Special Edition	71.2%	17.4%	11.4%
Mafia III	72.8%	16.8%	10.3%
WWE 2K19	72.9%	15.6%	11.5%
Destiny Digital Guardian Edition	73.2%	13.5%	13.2%
BioShock The Collection	74.0%	15.3%	10.8%
Fable III	74.5%	15.1%	10.3%
No Man's Sky	75.2%	13.2%	11.6%
Persona 5	75.7%	14.6%	9.7%
Wreckfest Deluxe Edition	80.0%	11.3	3% 8.7%
Rory McIlroy PGA Tour	80.1%	11.	8% 8.1%

This question was posed to the target audience.

Average Across All Games. ** Please note that in each volume we presented the target audience with the top 15-20 newly released games available at the time of the survey.

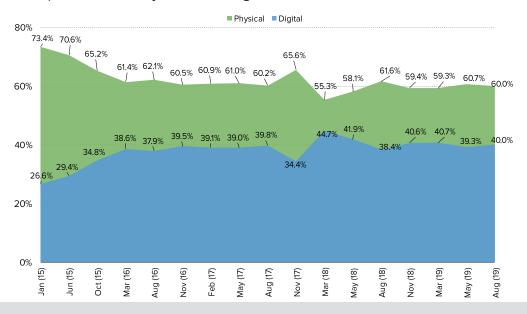
	■ D	id Not Buy	Physica	l 🗧 Digit	al	
Aug (19)		68.59	%	1	9.1%	12.5%
May (19)		69.69	%		18.6%	11.7%
Mar (19)		70.7	%		17.4%	11.9%
Nov (18)		66.7%	,)	19	9%	13.4%
Aug (18)		64.3%		22	.0%	13.7%
May (18)		60.7%		22.8	%	16.5%
Mar (18)		61.0%		21.89	%	17.2%
Nov (17)		65.6%	,	22	2.8%	11.6%
Aug (17)		60.0%		24.4	%	15.6%
May (17)		60.0%		24.9	%	15.1%
Feb (17)		55.3%		27.4%		17.3%
Nov (16)		51.8%		29.3%		19.1%
Aug (16)		51.5%		30.4%		18.1%
Mar (16)		53.9%		28.4%		17.7%
Oct (15)		51.7%		31.8%		16.5%
Jun (15)		52.3%		34.1%		13.6%
Jan (15)	4	3.6%		41.5%		14.9%
0	% 2	0% 4	10% 6	0%	80%	100%

AMONG THOSE WHO HAVE PURCHASED IN THE PAST YEAR: DIGITAL VS. PHYSICAL

This question was posed to the target audience.

		Physical Digita	al			
Minecraft		50.5%		49.5%		
Destiny Digital Guardian Edition		50.6%		49.4%		
No Man's Sky		53.2%		46.8%))	
Wreckfest Deluxe Edition		56.4%		43.6	%	
WWE 2K19		57.5%		42.5	5%	
BioShock The Collection		58.6%		41.4	4%	
Rory McIlroy PGA Tour		59.4%		40.	6%	
Fable III		59.4%		40.	6%	
Gears of War 3		59.8%		40	.2%	
Persona 5		60.1%		39	.9%	
The Elder Scrolls V: Skyrim Special Edition		60.4%		39	.6%	
Marvel's Spider-Man		60.6%		39	,4%	
MLB The Show 19		61.7%		38	8.3%	
Mafia III		62.0%		38	8.0%	
Madden NFL 18		63.0%		3	7.0%	
Halo: The Master Chief Collection		63.0%		3	7.0%	
Uncharted 4: A Thief's End		65.1%			34.9%	
Call of Duty WWII		65.2%			34.8%	
Grand Theft Auto V		66.4%			33.6%	
Madden NFL 20		67.5%			32.5%	
0	% 20	0% 40	0% 60)% 80) %	100%

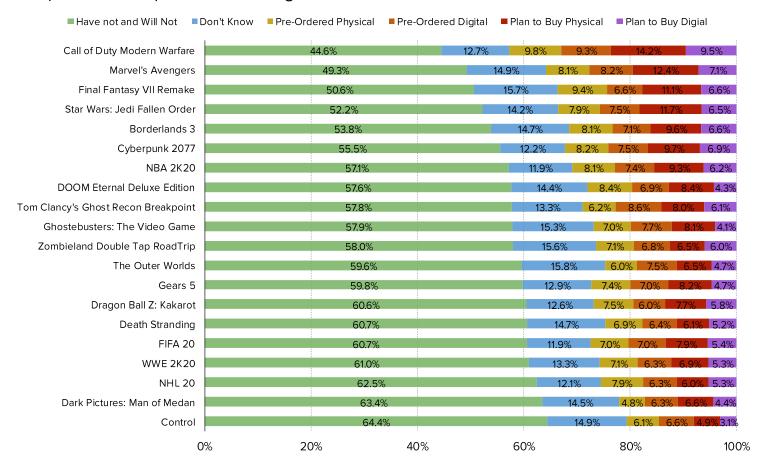
Average Across All Games. ** Please note that in each volume we presented the target audience with the top 15-20 newly released games available at the time of the survey.



It's In The Game

ENGAGEMENT WITH UPCOMING GAMES

This question was posed to the target audience.



Average Across All Games. ** Please note that presented the target audience with the top 20 Upcoming Games And Asked If They Have Pre-Ordered It And How

■ Have r	not and Will Not	Don	't Know		Pr	e-Order	red Physica	al
Pre-Or	rdered Digital	Plan	to Buy Phys	sical	Pla	an to Bu	ıy Digial	
Aug (19)	57.	3%		1	3.9%	7.5% 7.	.1% 8.5%	5.7%
May (19)	57.	5%			17.5%	7.5%	5.9% 6.7	<mark>% 4.</mark> 8%
Mar (19)	59	.7%			14.3%	6.4%	6.8% 7.5%	5.4%
Nov (18)	57.	5%			16.3%	6.8%	7.0% 6.9%	5.4%
Aug (18)	52.2%	, >		13.3%	9.6%	8.8%	6 10.3%	5.7%
May (18)	49.3%			16.0%	8.6%	9.5%	10.4%	6.3%
Mar (18)	49.8%			17.1%	8.6	% 8.6%	% 9.8%	6.0%
Nov (17)	54.09	%		19	9.0%	7.3%	6.2% 9.0%	<mark>6 4</mark> .4%
Aug (17)	44.8%		15.9	%	10.2%	9.2%	12.7%	7.1%
May (17)	45.1%		18	.7%	9.3%	9.1%	11.1%	6.6%
Feb (17)	40.6%		19.7%		10.6%	10.1%	12.2%	6.9%
Nov (16)	35.9%		15.7%	13.4%	13.2	%	13.6%	8.2%
Aug (16)	42.7%		17.8%	,	11.2%	10.3%	11.6%	6.3%
Mar (16)	39.1%		18.0%	1	3.3%	11.9%	11.7%	5.9%
0%	20%	40	0%	60%	/ D	809	%	100%

ENGAGEMENT WITH UPCOMING GAMES: AMONG RESPONDENTS WHO HAVE PRE-ORDERED

This question was posed to the target audience.

	Pre-Ordered Physical	Pre-Ordered Dig	jital		
Tom Clancy's Ghost Recon Breakpoint	41.7%		58	8.3%	
Dark Pictures: Man of Medan	43.3%		5	6.7%	
The Outer Worlds	44.4%		5	5.6%	
Ghostebusters: The Video Game	47.8%			52.2%	
Control	47.9%			52.1%	
Marvel's Avengers	49.7%			50.3%	
FIFA 20	50.0%			50.0%	
Gears 5	51.1%			48.9%	
Zombieland Double Tap RoadTrip	51.1%			48.9%	
Star Wars: Jedi Fallen Order	51.4%			48.6%	
Call of Duty Modern Warfare	51.4%			48.6%	
Death Stranding	52.0%			48.0%	
Cyberpunk 2077	52.4%			47.6%	
NBA 2K20	52.4%			47.6%	
Borderlands 3	53.1%			46.9%	
WWE 2K20	53.2%			46.8%	
DOOM Eternal Deluxe Edition	54.9%			45.1%	
Dragon Ball Z: Kakarot	55.6%			44.4%	
NHL 20	55.6%			44.4%	
Final Fantasy VII Remake	58.7%			41.3%	
-	:		c 00/	:	40
0'	% 20%	40%	60%	80%	10

Average Across All Games. ** Please note that presented the target audience with the top 20 Upcoming Games And Asked If They Have Pre-Ordered It And How

	Pre-Or	dered Ph	ysical	Pre-Or	dered Digital	
Aug (19)		50.9%			49.1%	
May (19)		56.1%			43.9%	
Mar (19)		48.5%			51.5%	
Nov (18)		49.3%			50.7%	
Aug (18)		51.8%			48.2%	
May (18)		47.3%			52.7%	
Mar (18)		49.5%			50.2%	
Nov (17)		53.2%			46.8%	
Aug (17)		52.6%			47.4%	
May (17)		50.5%			49.5%	
Feb (17)		50.4%			49.6%	
Nov (16)		50.2%			49.8%	
Aug (16)		51.6%			48.4%	
Mar (16)		52.8%			47.2%	
0	% 2	0%	40%	60%	80%	100%

ENGAGEMENT WITH UPCOMING GAMES: AMONG RESPONDENTS WHO HAVE NOT YET PRE-ORDERED BUT PLAN TO PURCHASE

This question was posed to the target audience.

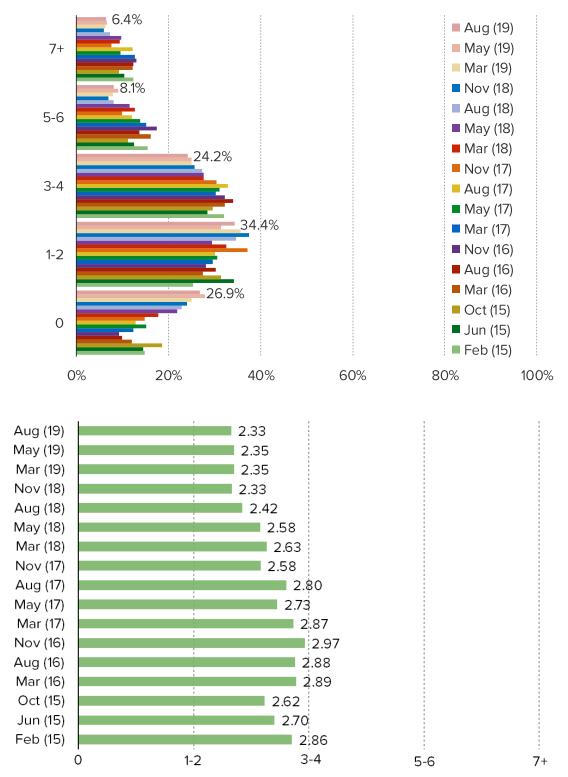
	Plan to Buy Physical	igital
Zombieland Double Tap RoadTrip	52.1%	47.9%
NHL 20	52.8%	47.2%
Death Stranding	53.8%	46.2%
WWE 2K20	56.5%	43.5%
Tom Clancy's Ghost Recon Breakpoint	56.8%	43.2%
Dragon Ball Z: Kakarot	57.1%	42.9%
The Outer Worlds	58.1%	41.9%
Cyberpunk 2077	58.3%	41.7%
FIFA 20	59.2%	40.8%
Borderlands 3	59.2%	40.8%
Call of Duty Modern Warfare	59.9%	40.1%
NBA 2K20	60.0%	40.0%
Dark Pictures: Man of Medan	60.2%	39,8%
Control	61.3%	38.7%
Final Fantasy VII Remake	62.7%	37.3%
Marvel's Avengers	63.4%	36.6%
Gears 5	63.6%	36.4%
Star Wars: Jedi Fallen Order	64.3%	35.7%
DOOM Eternal Deluxe Edition	66.4%	33.6%
Ghostebusters: The Video Game	66.7%	33.3%
0%	20% 40%	60% 80% 100

Average Across All Games. ** Please note that presented the target audience with the top 20 Upcoming Games And Asked If They Have Pre-Ordered It And How

	Plans to	Get Physic	cal	Plans to G	et Digital	
Aug (19)		59.6%			40.4%	
May (19)		57.9%			42.1%	
Mar (19)		58.1%			41.9%	
Nov (18)		55.9%			44.1%	
Aug (18)		64.3%			35.7%	
May (18)		62.4%			37.6%	
Mar (18)		60.8%			39.2%	
Nov (17)		66.7%			33.3%	
Aug (17)		64.4%			35.6%	
May (17)		61.4%			38.6%	
Feb (17)		59.0%			41.0%	
Nov (16)		65.3%			34.7%	
Aug (16)		60.0%			40.0%	
Mar (16)		66.5%			33.5%	
0	% 20)% 4	0%	60%	80%	100%

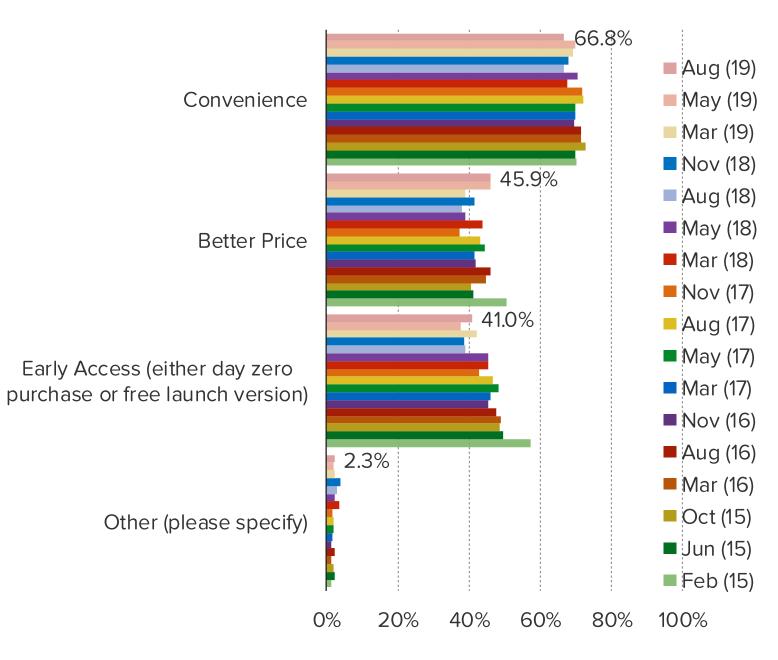
lt's In The Game

HOW MANY NEW RELEASE GAMES HAVE YOU PURCHASED VIA DIGITAL DOWNLOAD OVER THE PAST 12 MONTHS?



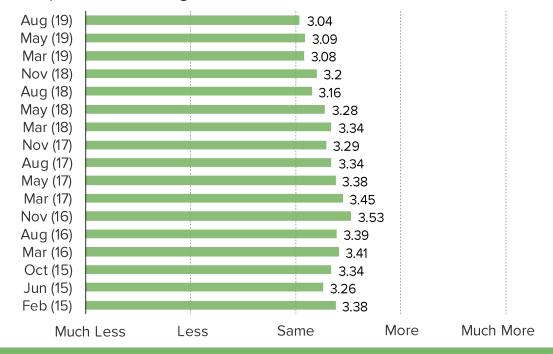
FOR THOSE WHO BOUGHT AT LEAST ONE NEW RELEASE GAME VIA DIGITAL IN THE PAST YEAR, WHY?

This question was posed to respondents from the target audience who purchased at least one digital game in the past year.

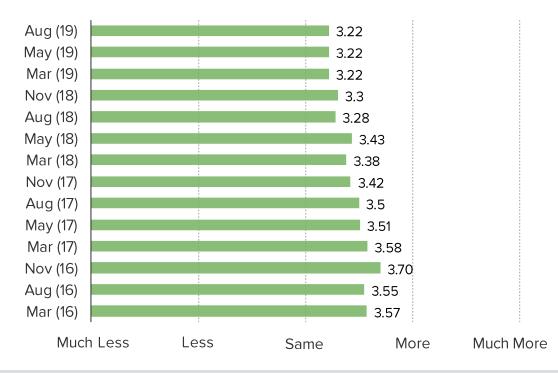


HOW OFTEN ARE YOU DOWNLOADING NEW RELEASE DIGITAL GAMES NOW COMPARED TO 12 MONTHS AGO?

This question was posed to the target audience.

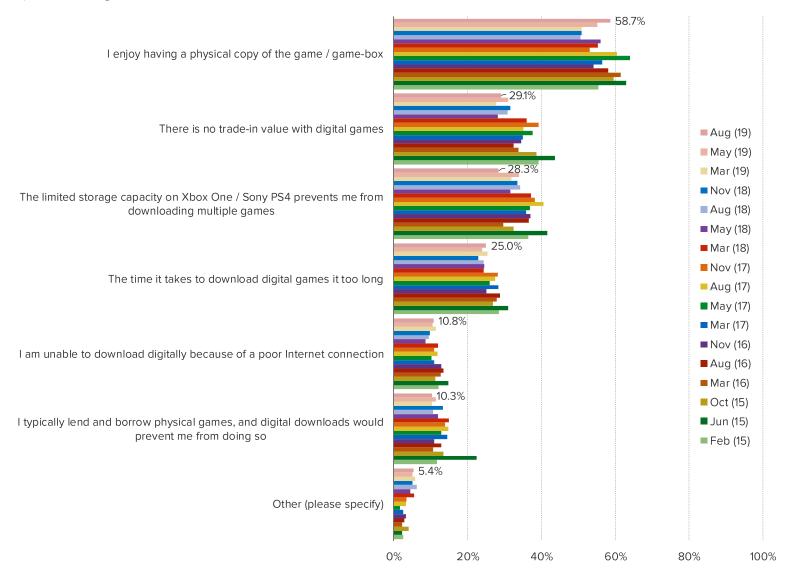


DO YOU EXPECT TO INCREASE OR DECREASE THE NUMBER OF GAMES THAT YOU PURCHASE VIA DIGITAL DOWNLOAD IN THE NEXT 12 MONTHS?



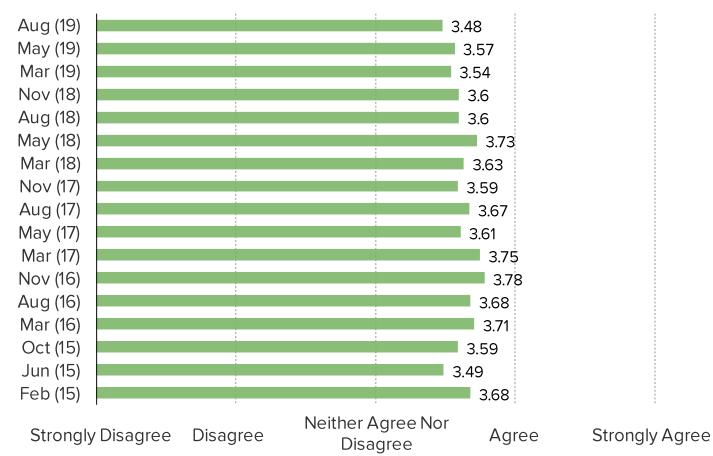
FOR THOSE WHO EXPECT TO BUY THE SAME OR LESS DIGITAL GAMES IN THE NEXT 12 MONTHS, WHY DO YOU PREFER PHYSICAL GAMES?

This question was posed to the target audience who does not plan to increase digital game purchasing in the next 12 months.

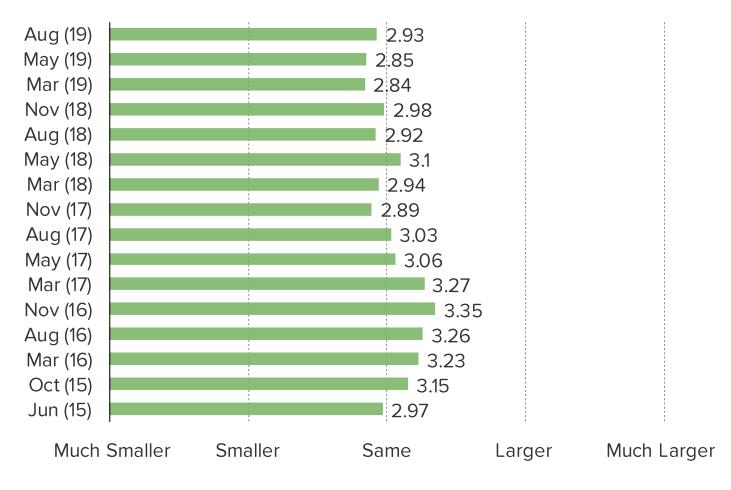


It's In The Game

"EVENTUALLY, ALL GAMES WILL BE PURCHASED OR DOWNLOADED DIGITALLY"

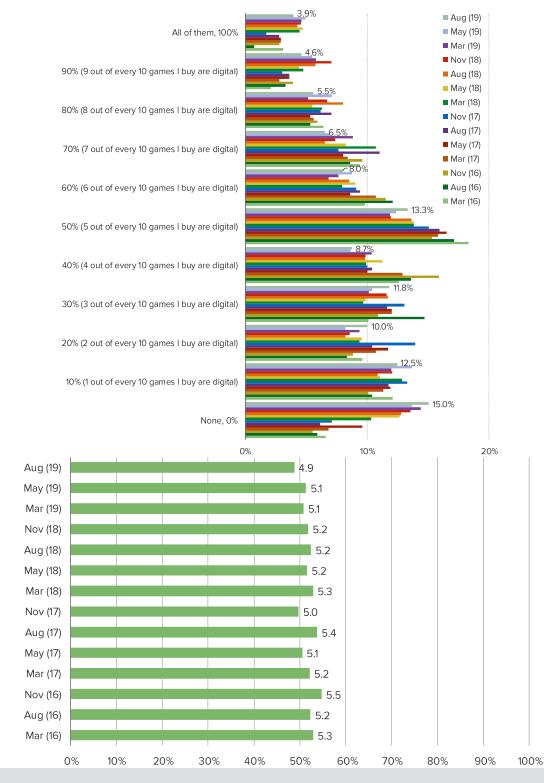


HOW LARGE OF A ROLE DO YOU THINK GAMESTOP WILL PLAY AS DIGITALLY DOWNLOADED GAMES BECOME MORE POPULAR?



WHAT PERCENTAGE OF VIDEO GAMES THAT YOU BUY ARE DIGITAL DOWNLOADS?

This question was posed to the target audience. Each percentage value below was a multiple choice that they could select.

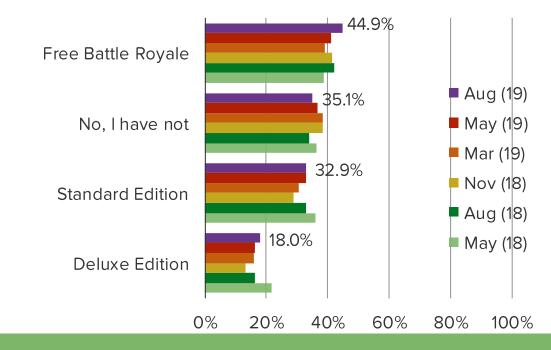




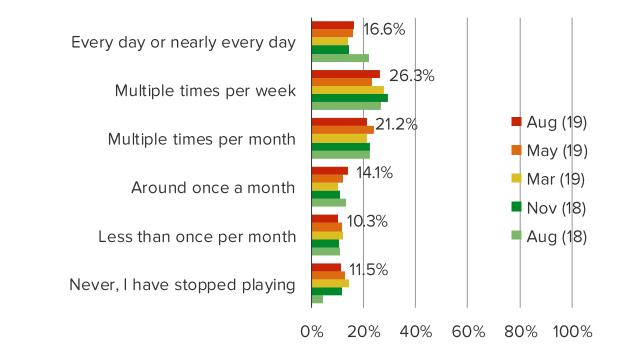
It's In The Game

HAVE YOU PLAYED FORTNITE? (SELECT ALL THAT APPLY)

This question was posed to the target audience.



HOW OFTEN DO YOU CURRENTLY PLAY FORTNITE?



It's In The Game

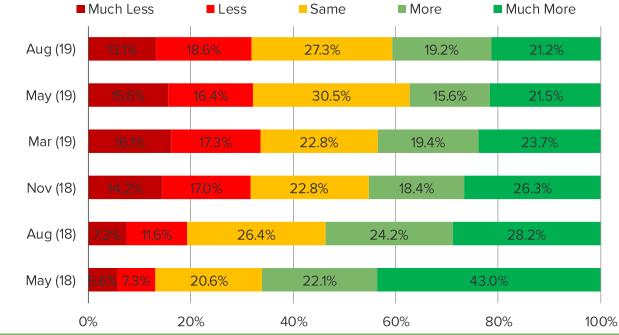
ARE YOU PLAYING FORTNITE NOW MORE OR LESS COMPARED TO THE FIRST MONTH AFTER YOU GOT IT?

This question was posed to respondents who have played Fortnite.

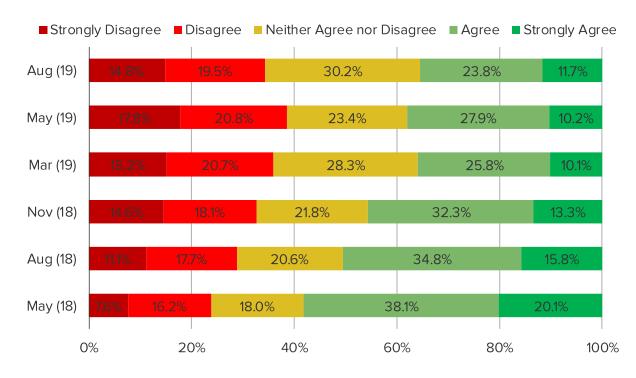
Much Less

Much Less

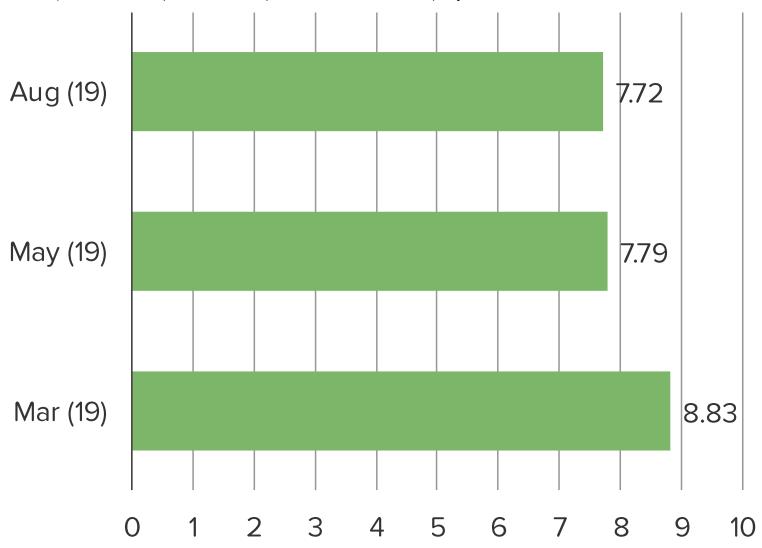
Much



"BECAUSE OF FORTNITE I AM NOT PURCHASING AS MANY GAMES AS I NORMALLY WOULD BE."

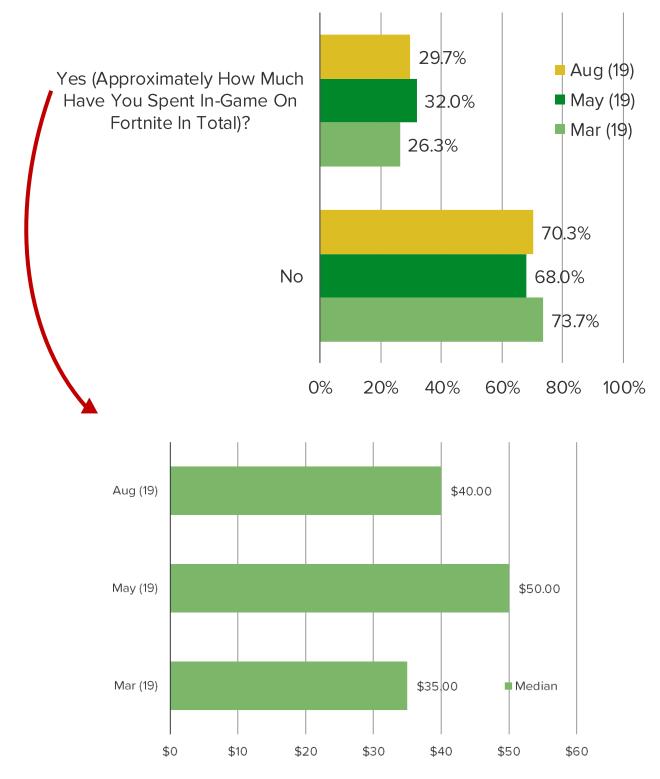


NET PROMOTER SCORE - FORTNITE



It's In The Game

DO YOU MAKE IN-GAME PURCHASES WHILE PLAYING FORTNITE?

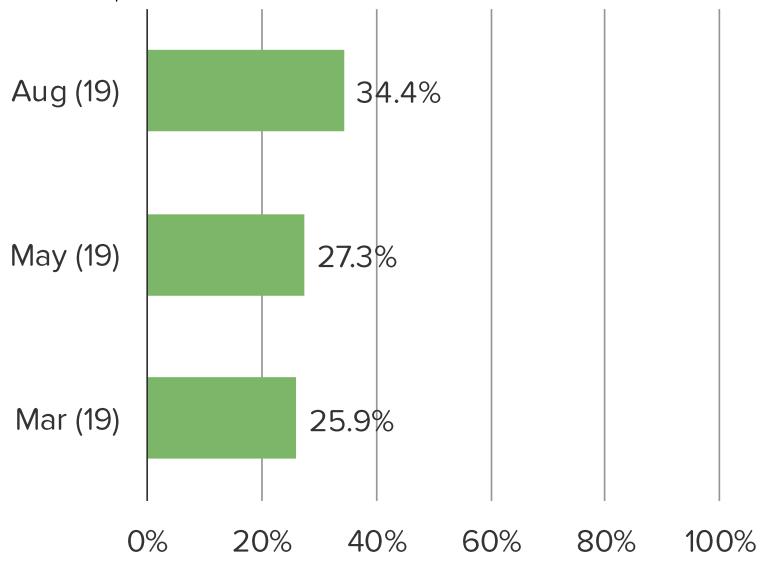


APEX LEGENDS

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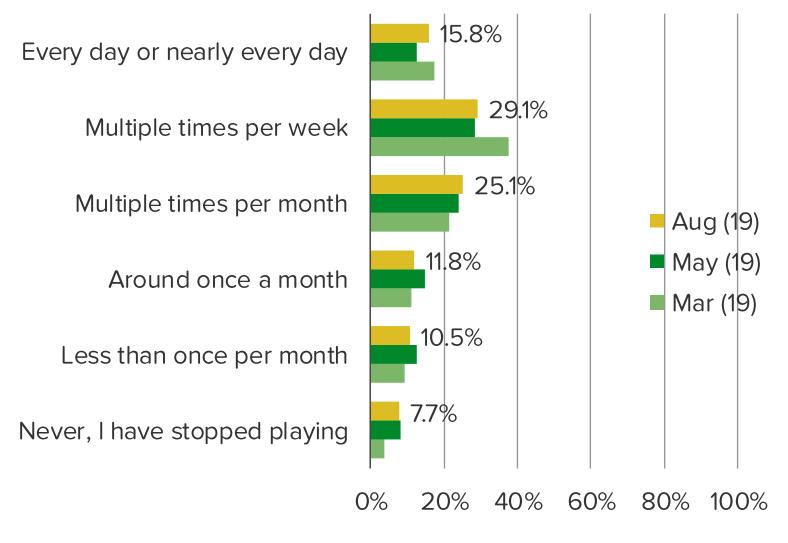
It's In The Game

HAVE YOU PLAYED APEX LEGENDS?



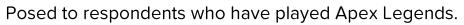
HOW OFTEN DO YOU PLAY APEX LEGENDS?

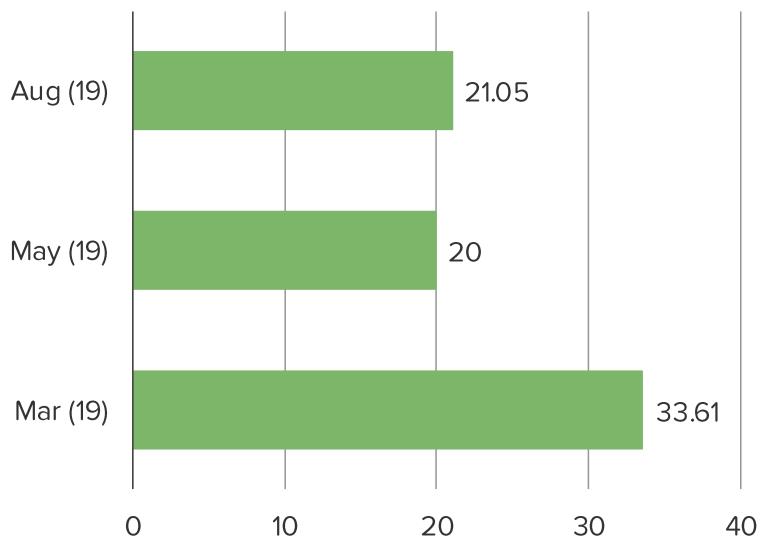
Posed to respondents who have played Apex Legends.



It's In The Game

NET PROMOTER SCORE – APEX LEGENDS

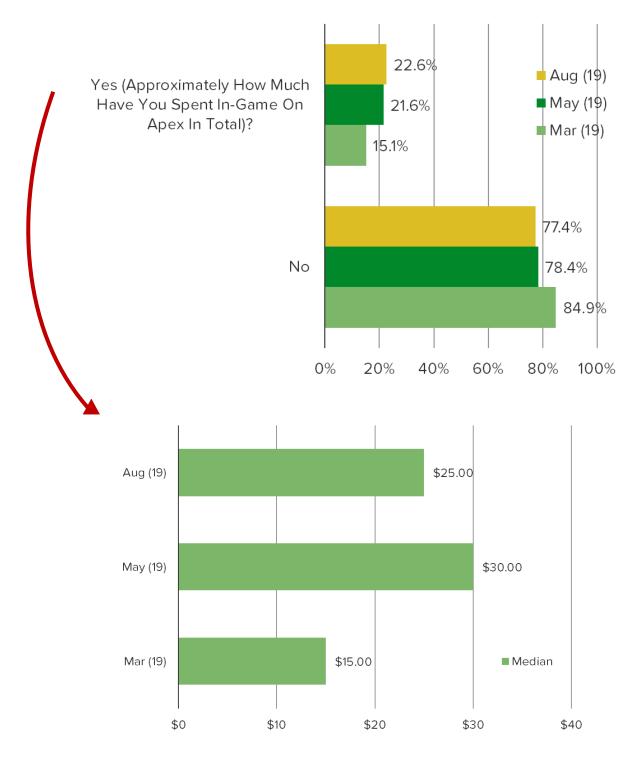




It's In The Game

DO YOU MAKE IN-GAME PURCHASES WHILE PLAYING APEX LEGENDS?

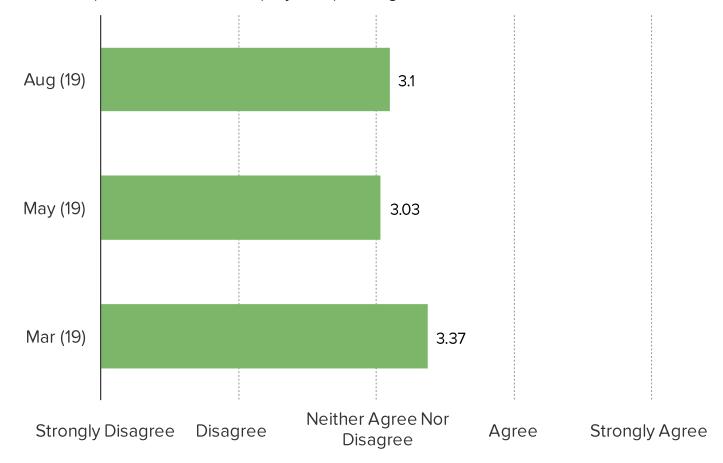
Posed to respondents who have played Apex Legends.



It's In The Game

"BECAUSE OF APEX LEGENDS I AM NOT PURCHASING AS MANY GAMES AS I NORMALLY WOULD BE"

Posed to respondents who have played Apex Legends.

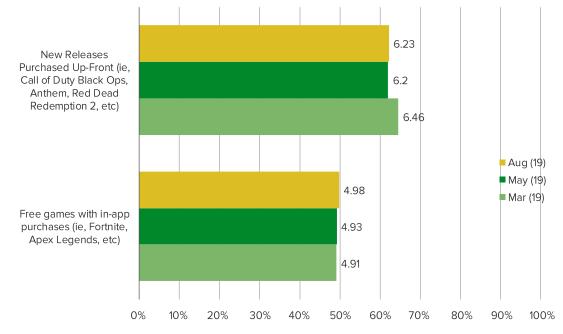


NEW RELEASES VS. FREE GAMES AND MICROTRANSACTIONS

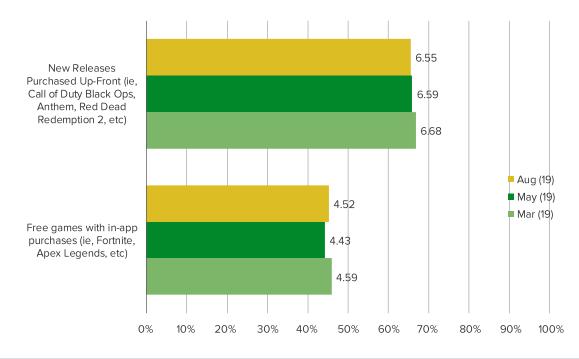
It's In The Game

HOW MUCH OF YOUR GAME PLAYING TIME GETS ALLOCATED TO THE FOLLOWING?

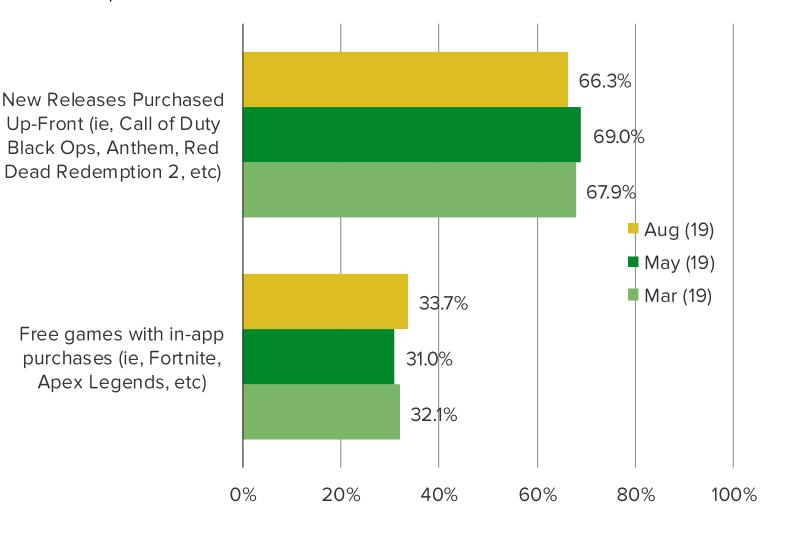
Posed to respondents who own a PS4 or Xbox One.



HOW MUCH OF YOUR GAME SPENDING BUDGET GETS ALLOCATED TO THE FOLLOWING?

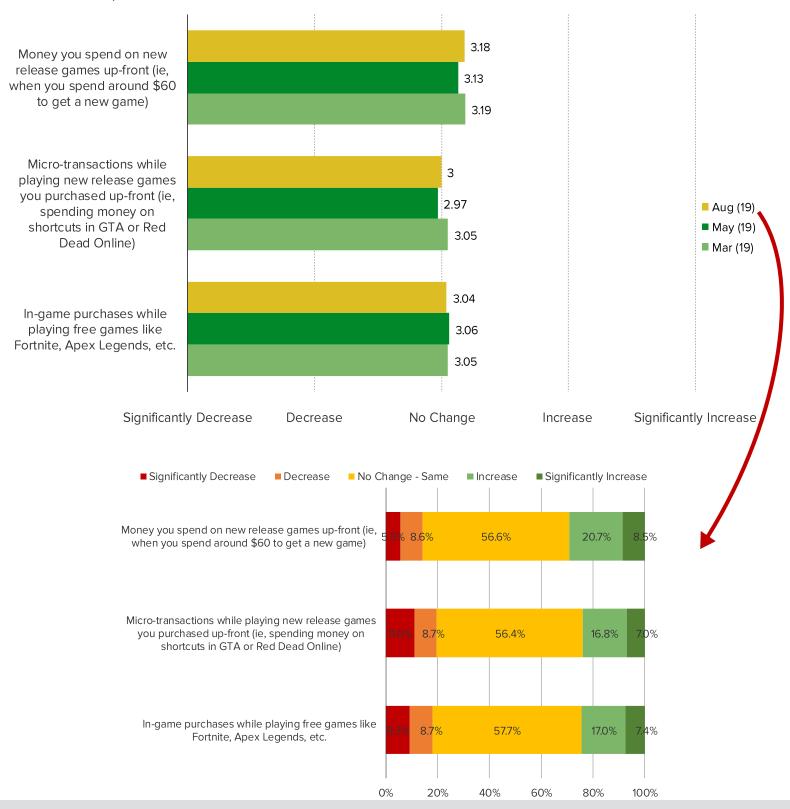


WHICH DO YOU PREFER?



It's In The Game

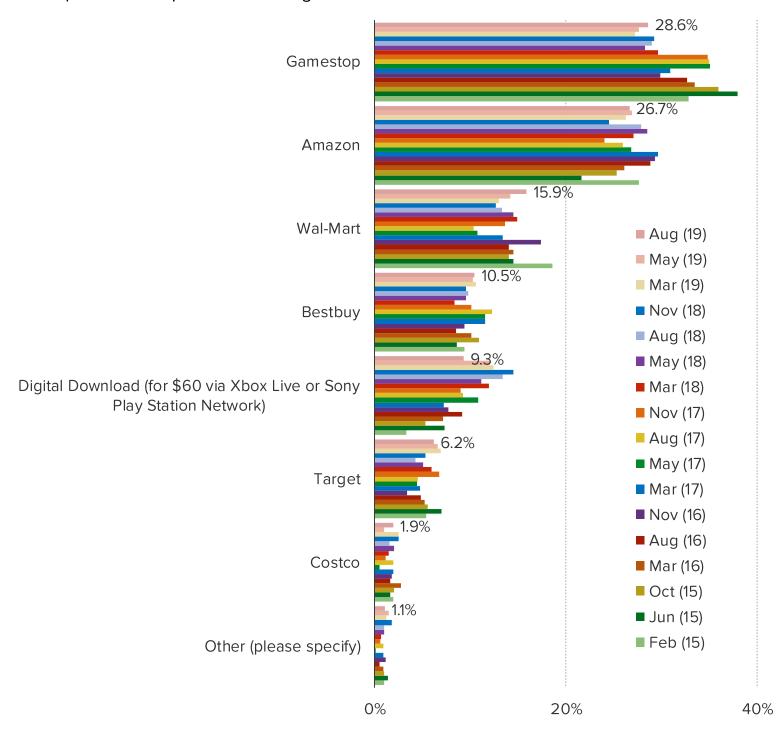
DO YOU EXPECT TO INCREASE OR DECREASE SPENDING ON THE FOLLOWING? (NOTE WE ARE REFERRING TO MONEY SPENT, NOT TIME SPENT PLAYING)





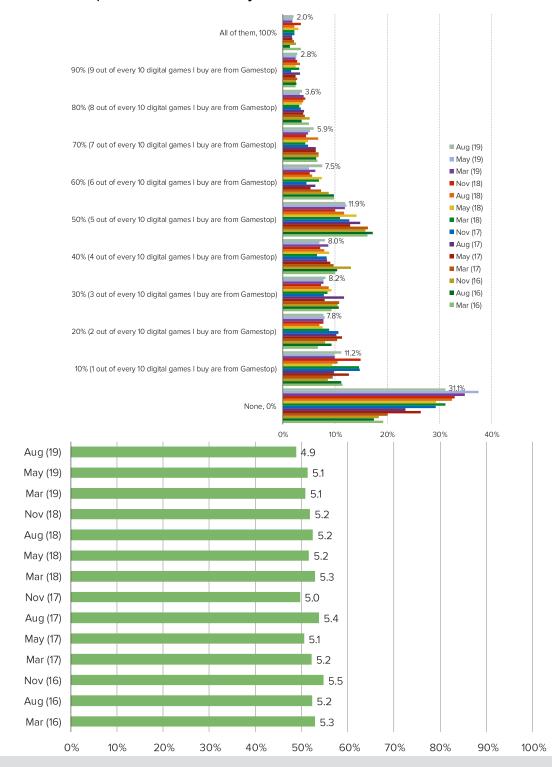
IF YOU WERE BUYING A BRAND NEW GAME TODAY, WHERE WOULD YOU PURCHASE IT?

This question was posed to the target audience.



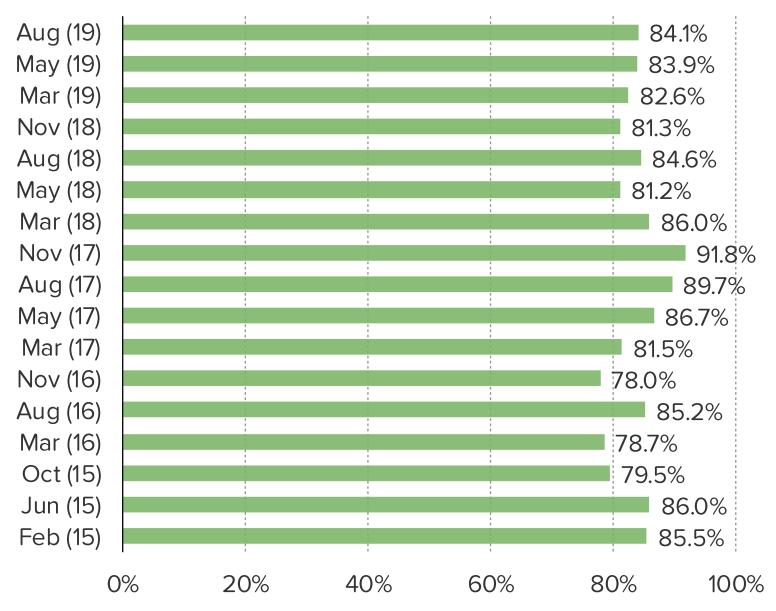
WHAT PERCENTAGE OF YOUR DIGITAL DOWNLOAD PURCHASES DO YOU MAKE THROUGH GAMESTOP?

This question was posed to the target audience who replied more than 0% to the question regarding what percentage of their video game purchases are digital. Each percentage value below was a multiple choice that they could select.

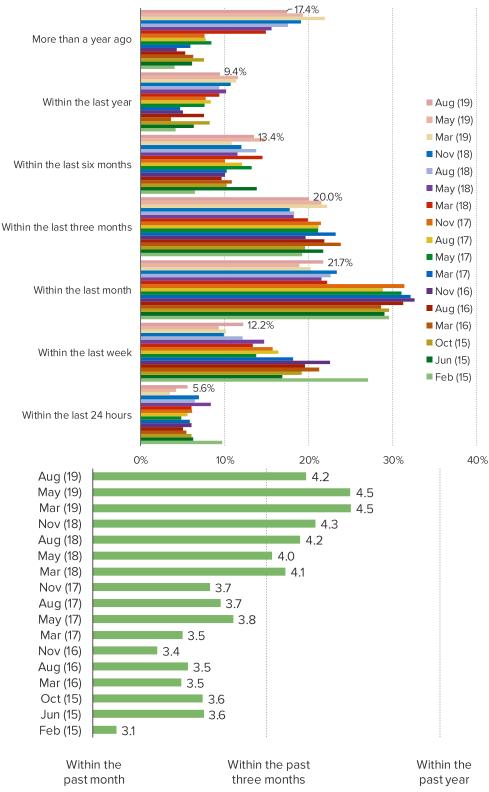


HAVE YOU EVER SHOPPED AT A GAMESTOP STORE OR AT GAMESTOP ONLINE?

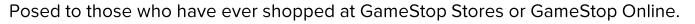
This question was posed to the target audience.

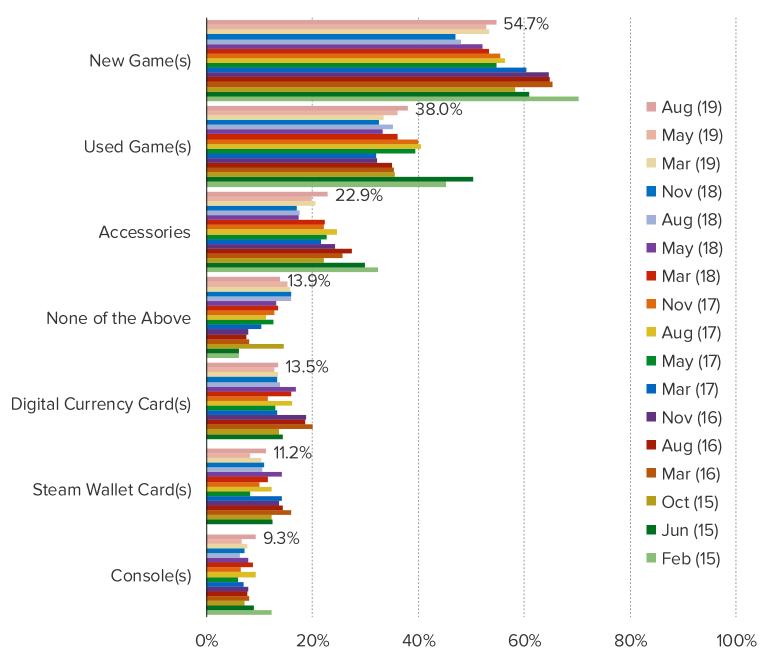


WHEN IS THE LAST TIME THAT YOU PURCHASED SOMETHING AT A GAMESTOP STORE?

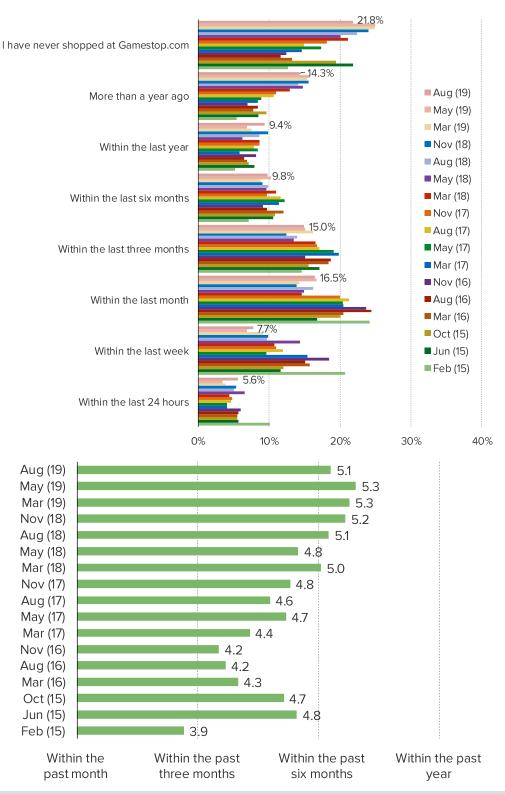


WHAT DID YOU BUY WHEN YOU MOST RECENTLY VISITED GAMESTOP STORES?

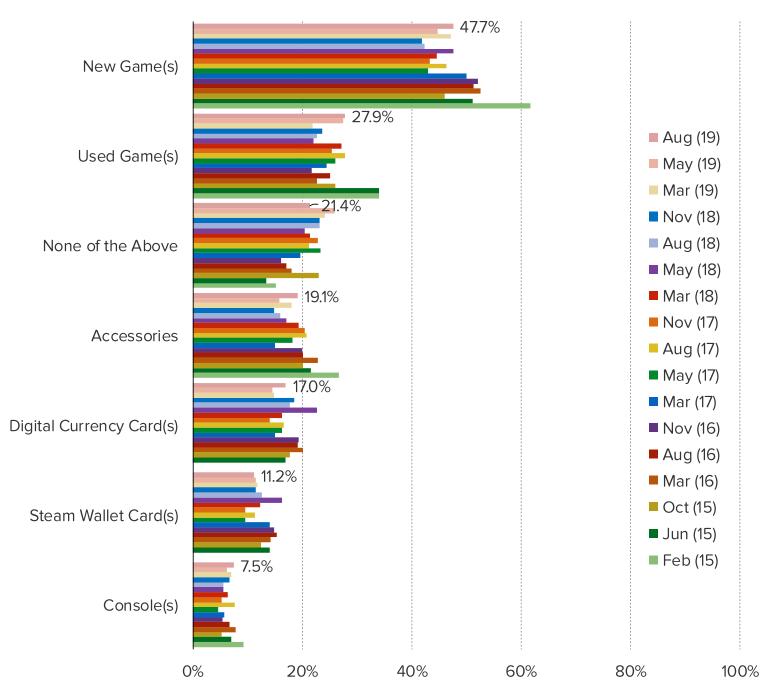




WHEN IS THE LAST TIME THAT YOU PURCHASED SOMETHING ONLINE AT GAMESTOP?

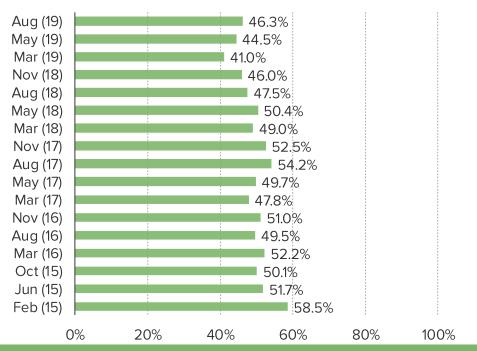


WHAT DID YOU BUY WHEN YOU LAST PURCHASED SOMETHING AT GAMESTOP ONLINE?

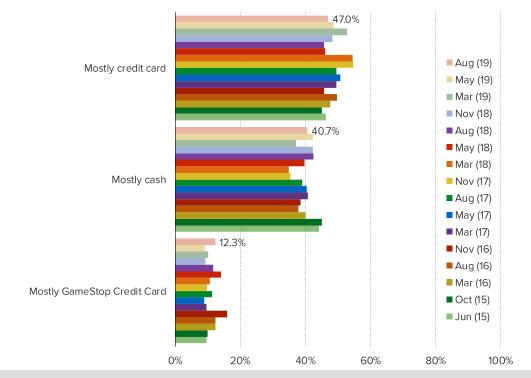


ARE YOU A GAMESTOP POWERUP REWARDS MEMBER?

Posed to those who have ever shopped at GameStop Stores or GameStop Online.

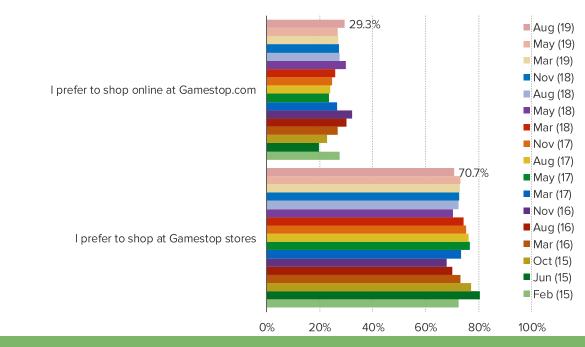


WHEN YOU SHOP AT GAMESTOP, HOW DO YOU USUALLY PAY?

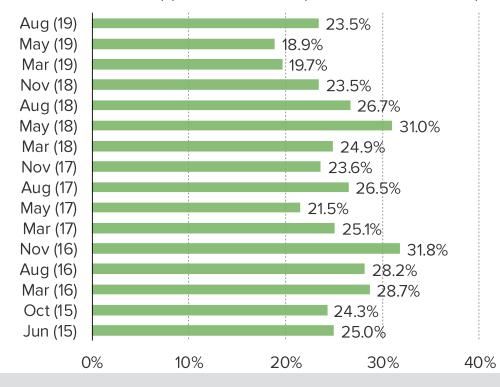


DO YOU PREFER TO SHOP AT GAMESTOP STORES OR AT GAMESTOP ONLINE?

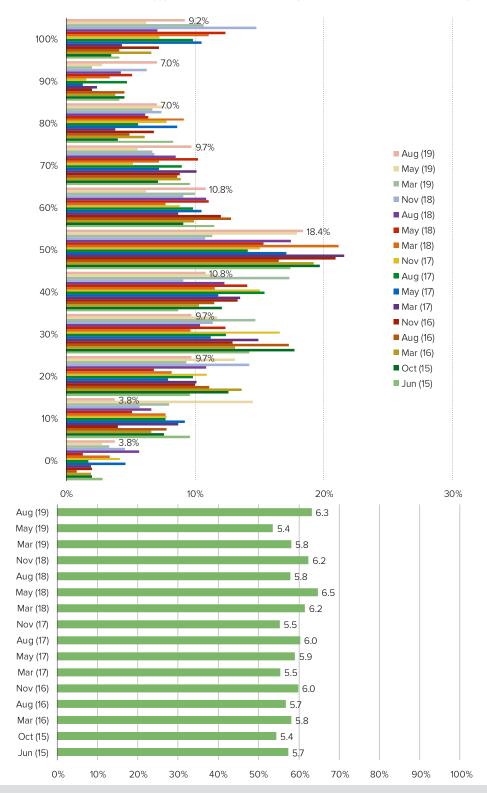
Posed to those who have ever shopped at GameStop Stores or GameStop Online.



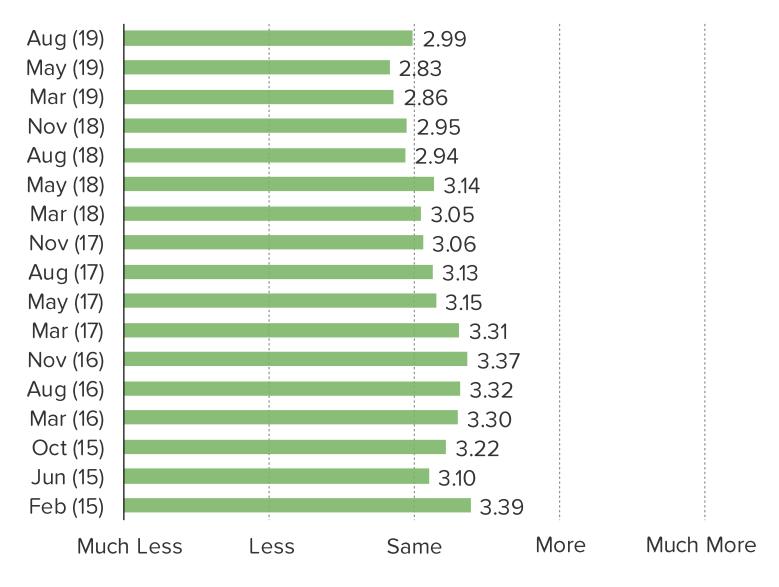
DO YOU HAVE A GAMESTOP POWER-UP REWARDS CREDIT CARD?



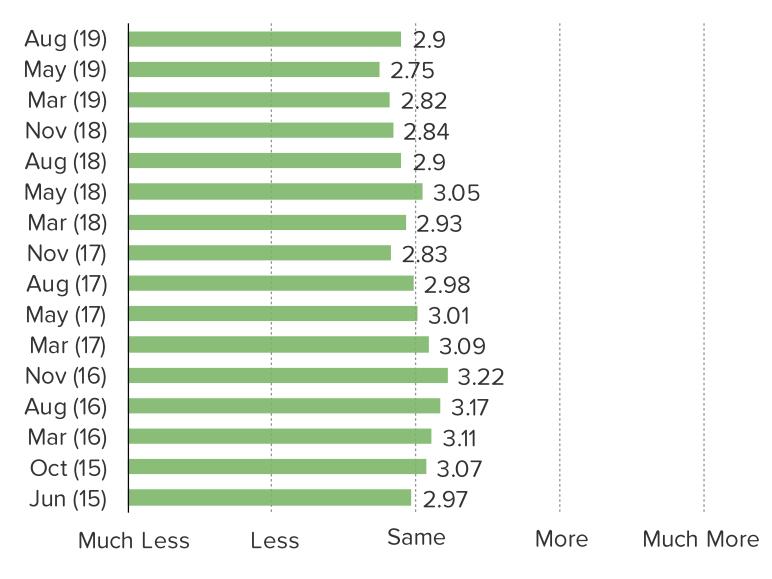
WHAT PERCENTAGE OF YOUR PURCHASES THROUGH GAMESTOP DO YOU MAKE WITH YOUR POWER-UP REWARDS CREDIT CARD?



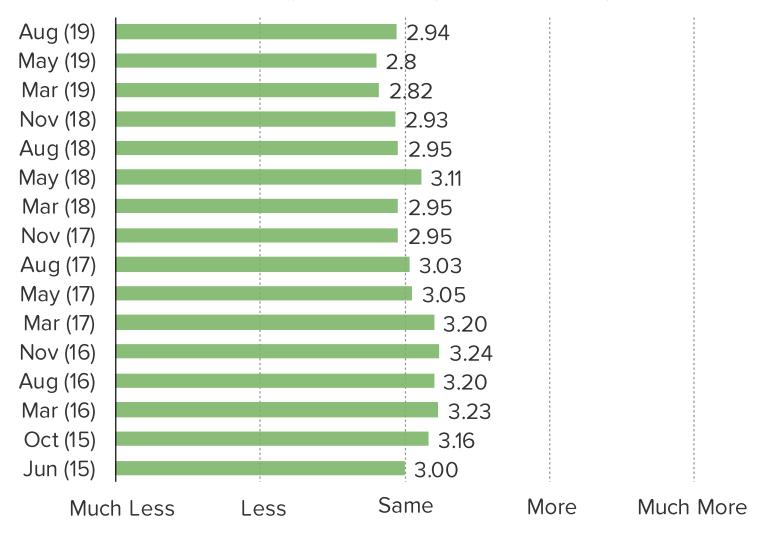
HOW DO YOU COMPARE THE AMOUNT OF SHOPPING YOU CURRENTLY DO AT GAMESTOP WITH THE AMOUNT ONE YEAR AGO?



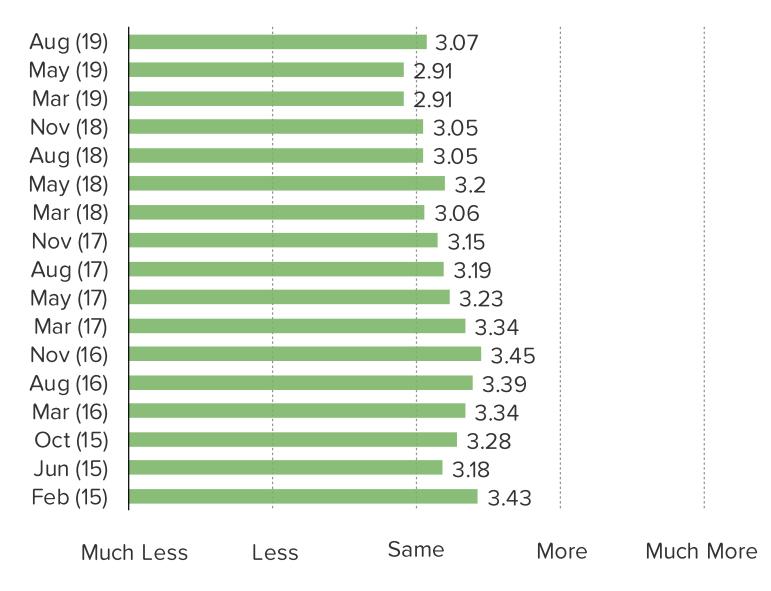
HOW WOULD YOU COMPARE THE AMOUNT OF TRADE-INS YOU ARE CURRENTLY DOING AT GAMESTOP VS ONE YEAR AGO?



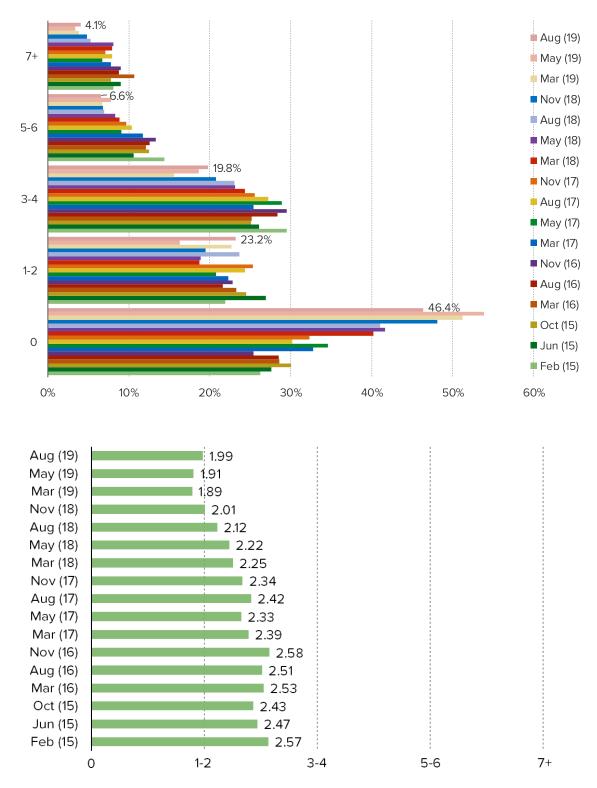
HAS THE ABILITY TO DOWNLOAD GAMES DIGITALLY IMPACTED THE AMOUNT OF MONEY YOU SPEND AT GAMESTOP?



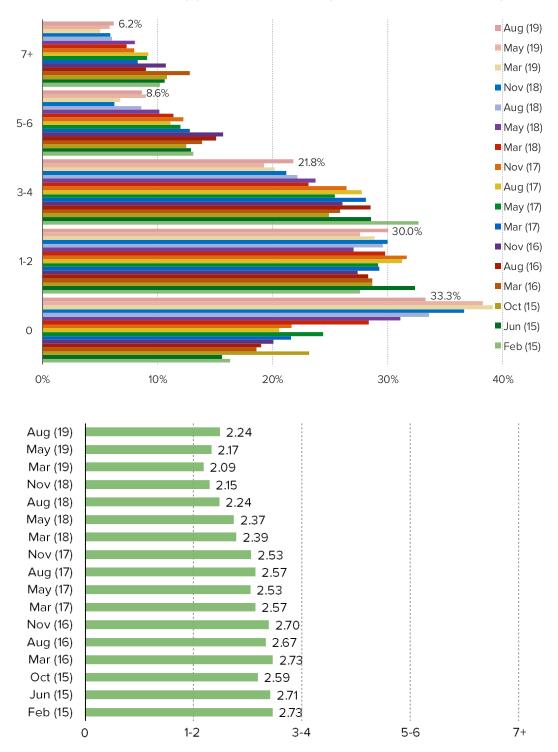
HOW MUCH DO YOU EXPECT TO SHOP AT GAMESTOP IN THE NEXT TWELVE MONTHS?



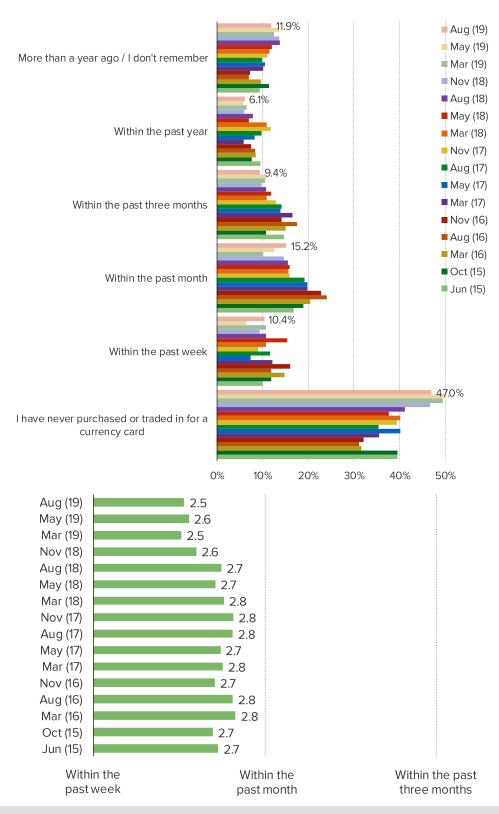
HOW MANY USED GAMES HAVE YOU SOLD TO GAMESTOP IN THE PAST 12 MONTHS?



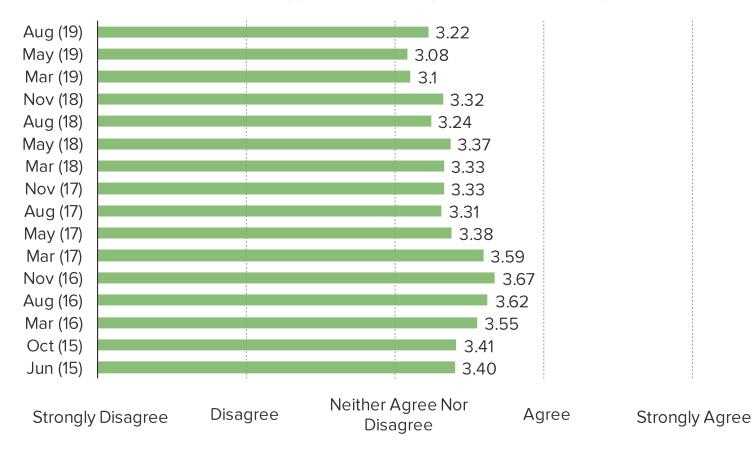
HOW MANY USED GAMES HAVE YOU BOUGHT FROM GAMESTOP IN THE PAST 12 MONTHS?



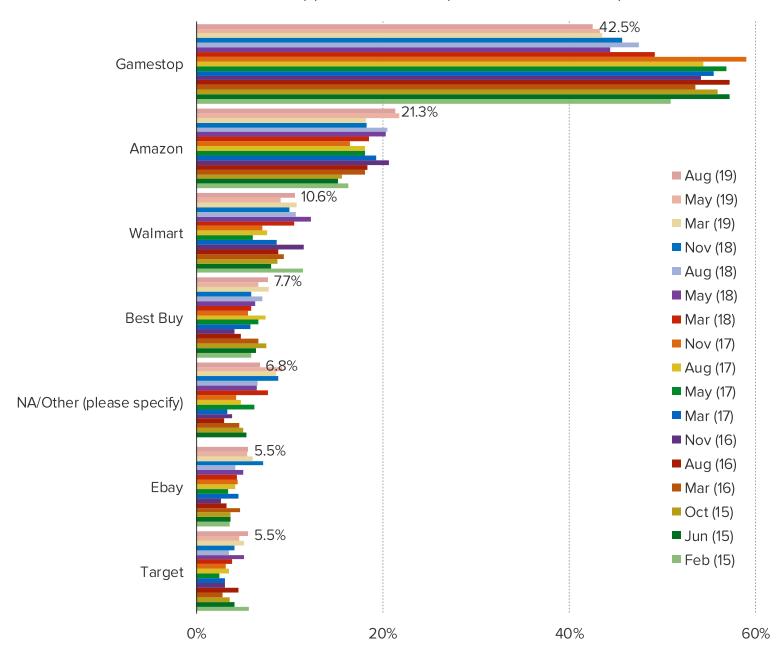
WHEN IS THE LAST TIME THAT YOU PURCHASED OR TRADED IN FOR A CURRENCY CARD FROM GAMESTOP TO BE USED TO DOWNLOAD A DIGITAL GAME?



"I RELY ON THE KNOWLEDGE OF GAMESTOP STORE ASSOCIATES AS PART OF MY VIDEO GAME BUYING, SELLING, DOWNLOADING, AND PLAYING EXPERIENCE."



WHERE DO YOU PREFER TO BUY USED VIDEO GAMES?



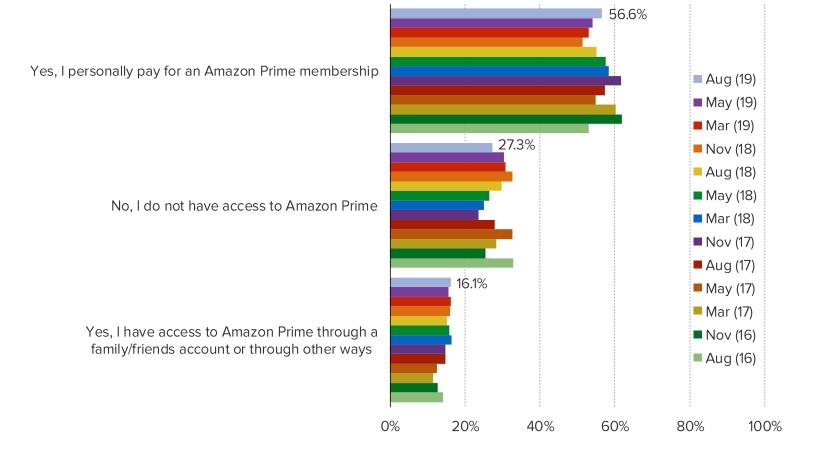
AMAZON PRIME AND GAMERS

FOR PERSONAL USE ONLY-DO NOT FORWARD OR REDISTRIBUTE

It's In The Game

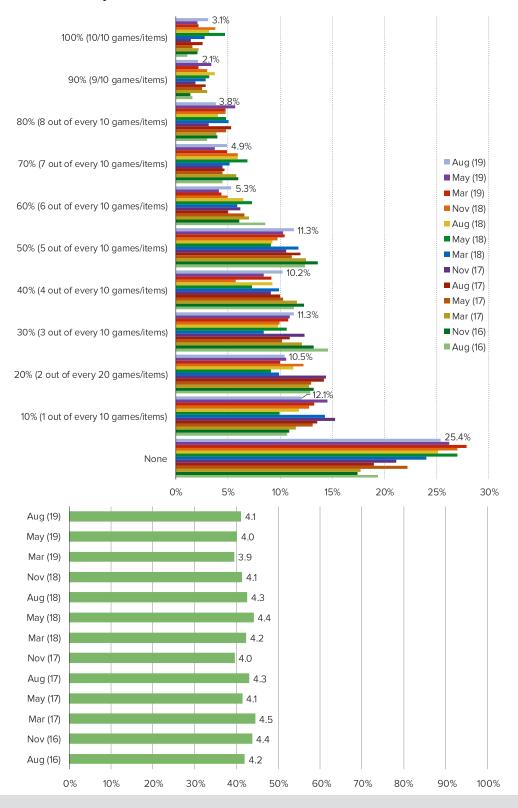
DO YOU HAVE ACCESS TO AN AMAZON PRIME ACCOUNT?

Posed to all respondents.



PERCENTAGE OF GAME PURCHASES MADE THROUGH AMAZON?

Responses broken down by various cross-tabs.

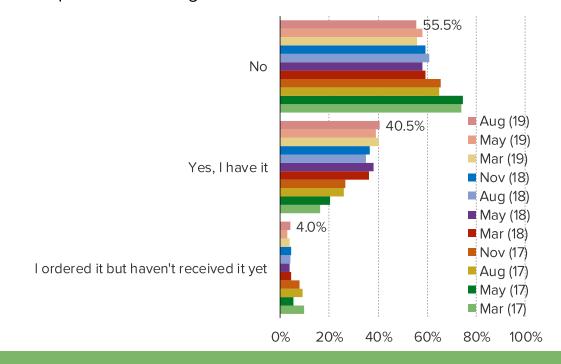


CONSOLES: NINTENDO SWITCH

It's In The Game

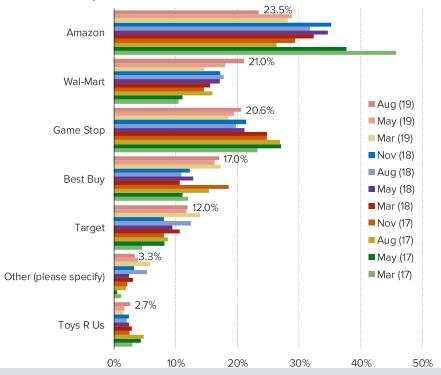
DO YOU OWN A NINTENDO SWITCH?

This question was posed to the target audience.



WHERE DID YOU BUY / ORDER THE SWITCH?

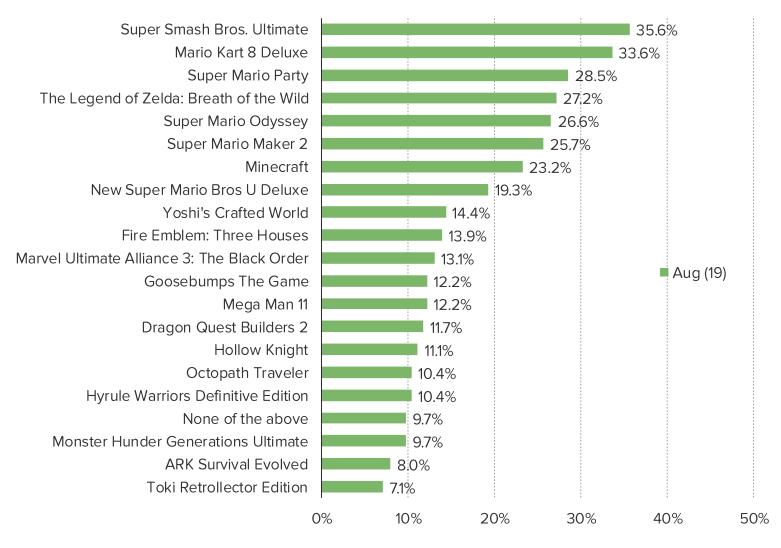
This question was posed to respondents who own or ordered the Nintendo Switch.



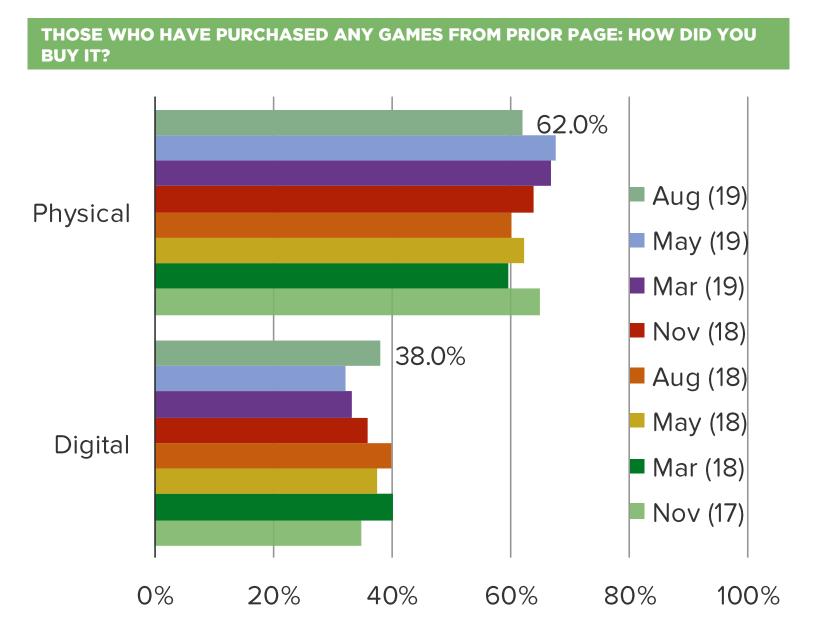
It's In The Game

HAVE YOU PURCHASED ANY OF THE FOLLOWING SWITCH GAMES IN THE PAST YEAR? (SELECT ALL THAT APPLY)

This question was posed to respondents who own or ordered the Nintendo Switch.

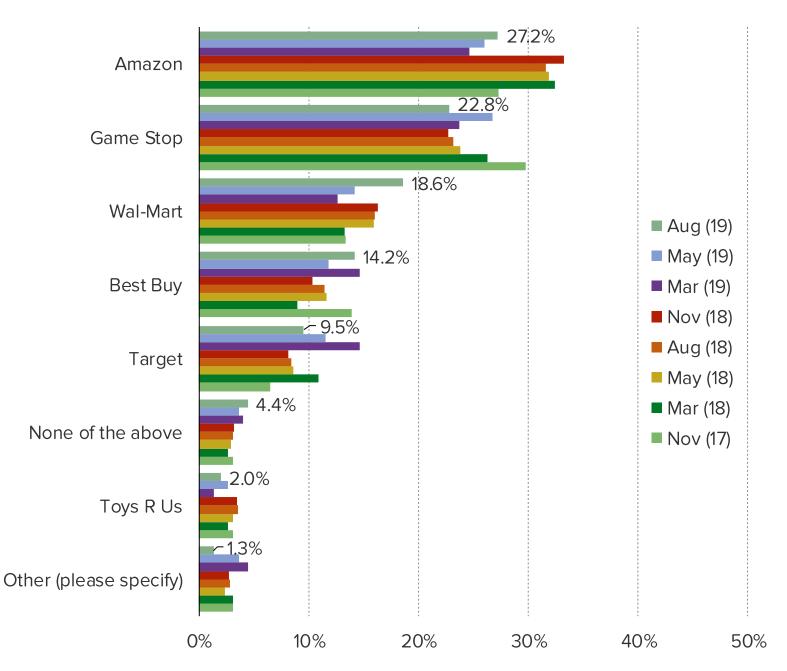


It's In The Game



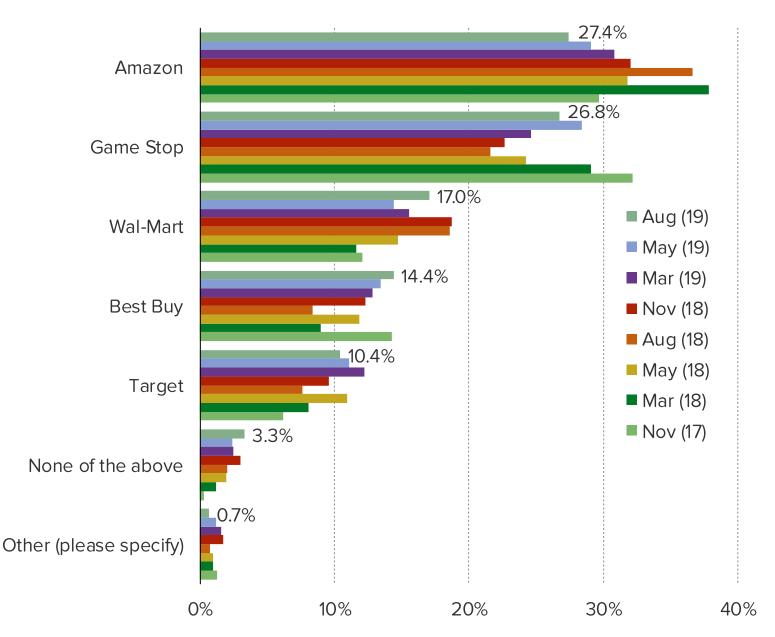
THINKING ABOUT THE LAST GAME YOU BOUGHT FOR THE SWITCH, WHERE DID YOU BUY IT?

This question was posed to respondents who own or ordered the Nintendo Switch.



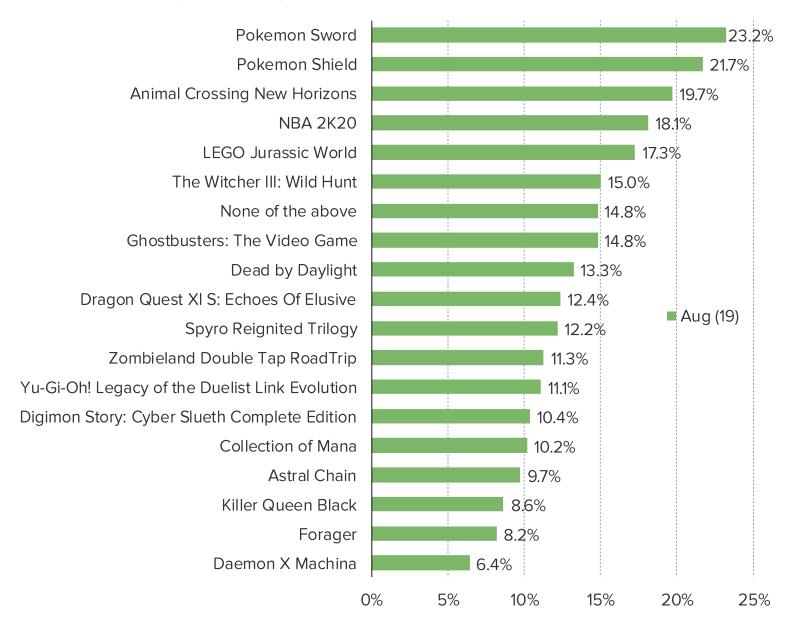
IF YOU NEEDED TO BUY A NEW SWITCH GAME TODAY, WHERE WOULD YOU BE MOST LIKELY TO GET IT?

This question was posed to respondents who own or ordered the Nintendo Switch.



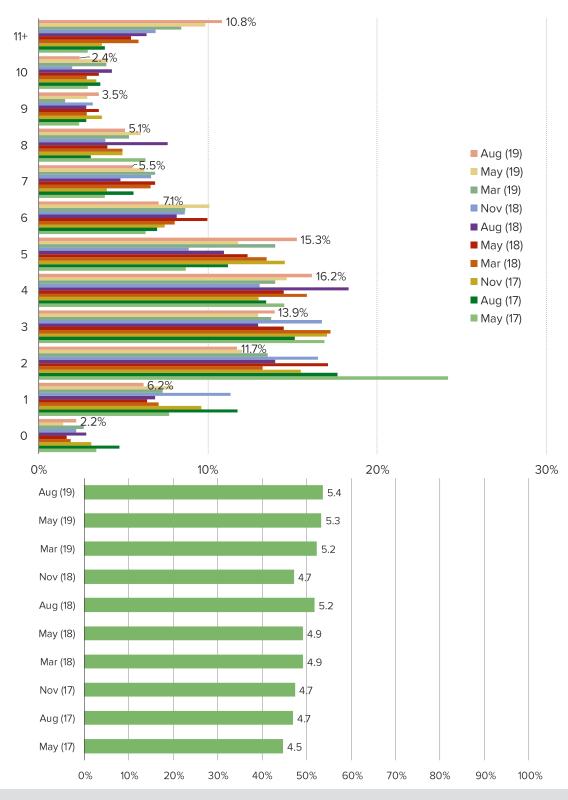
DO YOU PLAN TO GET ANY OF THE FOLLOWING GAMES IN THE NEXT FEW MONTHS? (SELECT ALL THAT APPLY)

This question was posed to respondents who own or ordered the Nintendo Switch.



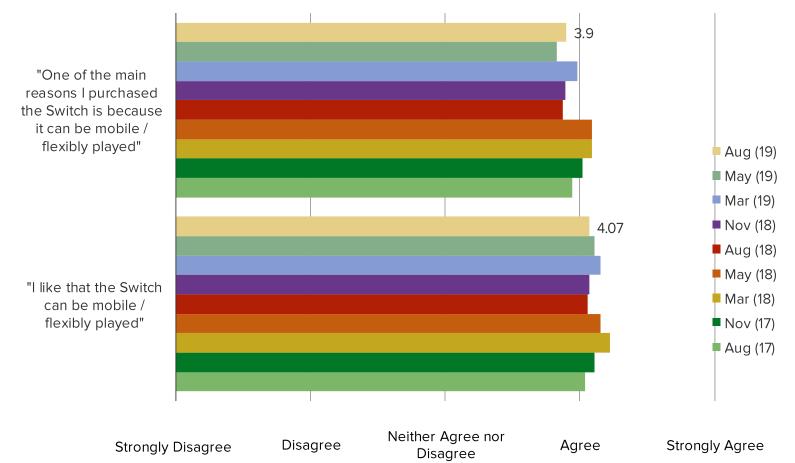
HOW MANY GAMES HAVE YOU PURCHASED SO FAR FOR THE SWITCH?

This question was posed to the target audience that owns a Nintendo Switch



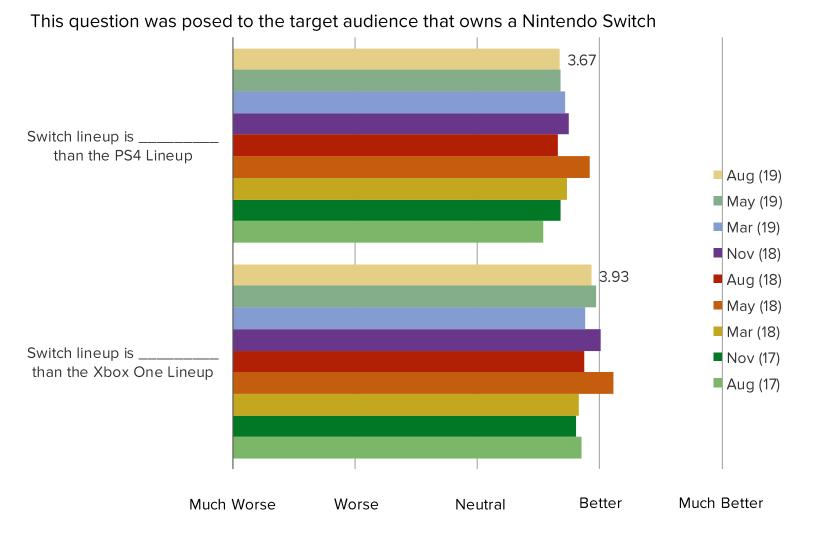
RATE HOW MUCH YOU AGREE WITH THE FOLLOWING STATEMENT:

This question was posed to the target audience that owns a Nintendo Switch



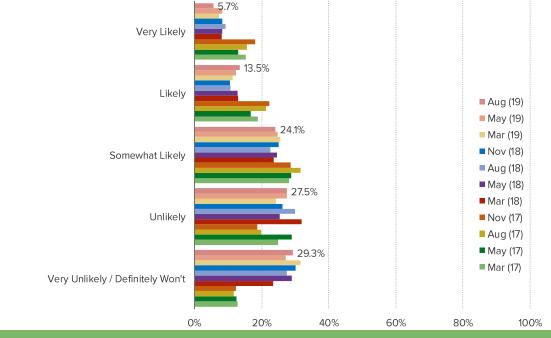
It's In The Game

COMPARING THE SWITCH TO THE PS4 AND XBOX ONE



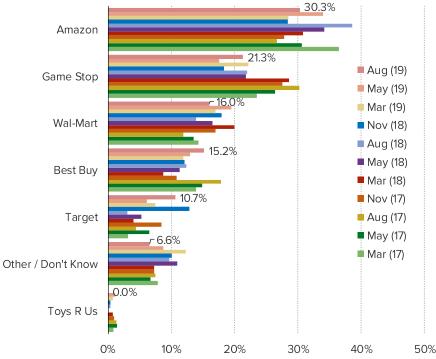
HOW LIKELY ARE YOU TO BUY THE NINTENDO SWITCH IN THE NEXT YEAR?

This question was posed to the target audience that doesn't currently own the Nintendo Switch.



WHERE WOULD YOU BUY / ORDER THE SWITCH?

Posed to respondents who don't own the Switch but are at least somewhat likely to get it in the next year.

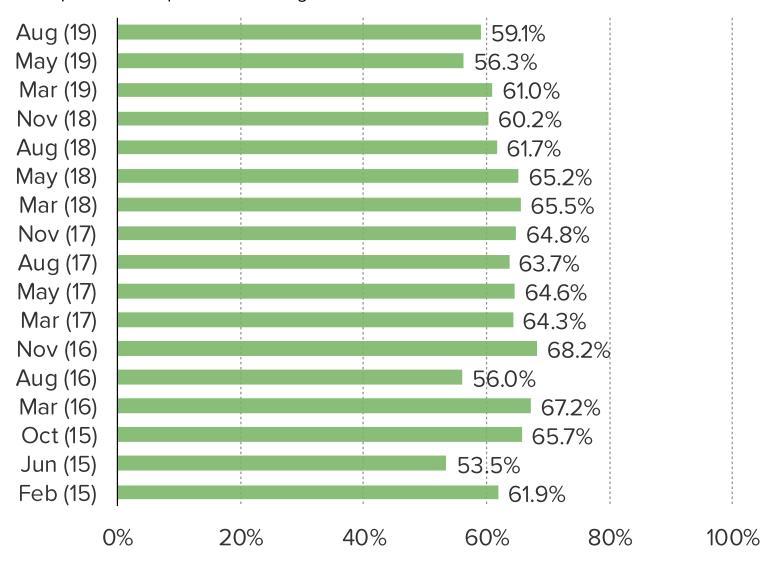


CONSOLES: PS4 AND XBOX ONE

FOR PERSONAL USE ONLY-DO NOT FORWARD OR REDISTRIBUTE

DO YOU OWN AN XBOX ONE?

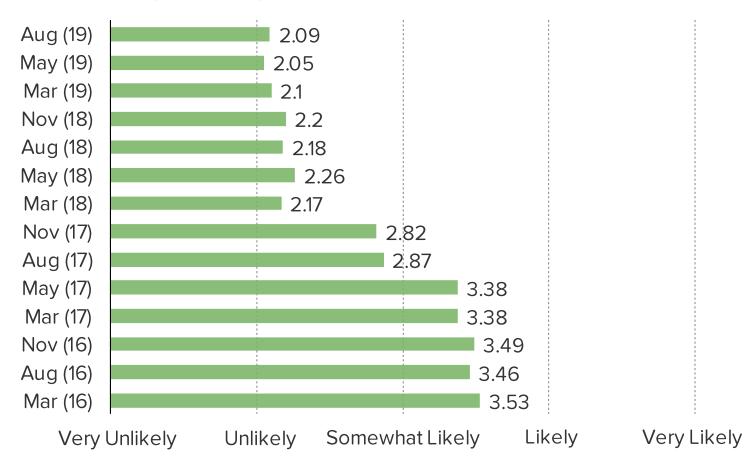
This question was posed to the target audience.



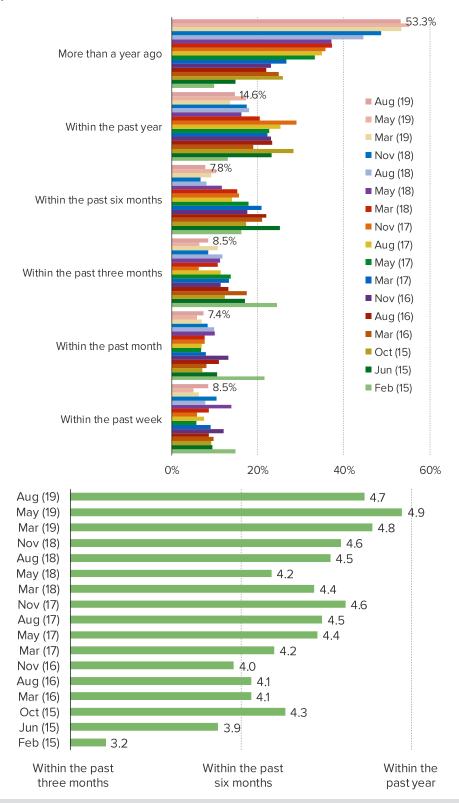
It's In The Game

HOW LIKELY ARE YOU TO BUY AN XBOX ONE IN THE NEXT 12 MONTHS?

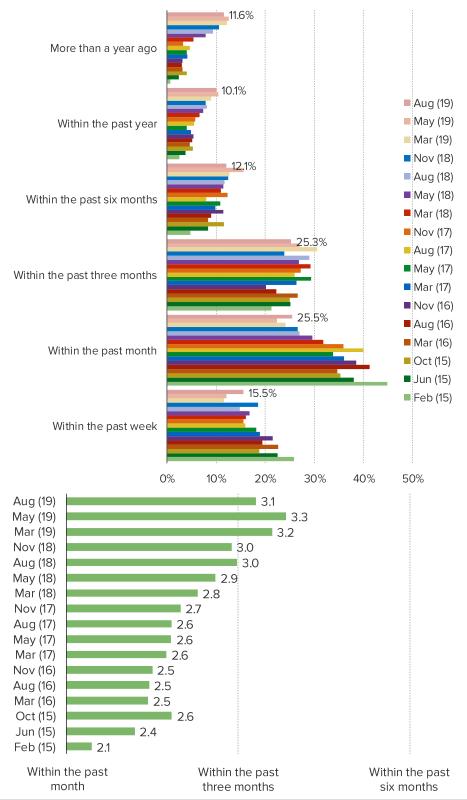
This question was posed to respondents who DO NOT own an Xbox One.



WHEN DID YOU GET YOUR XBOX ONE?



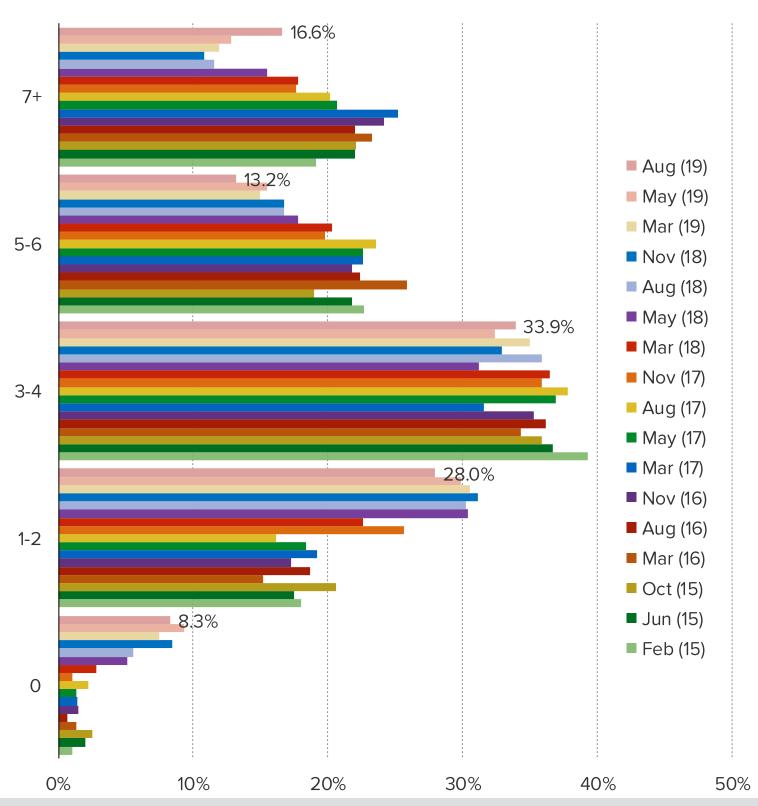
WHEN WAS THE LAST TIME YOU PURCHASED OR RECEIVED A NEW GAME FOR XBOX ONE?



It's In The Game

HOW MANY XBOX ONE GAMES DID YOU PURCHASE OR RECEIVE IN THE PAST 12 MONTHS?

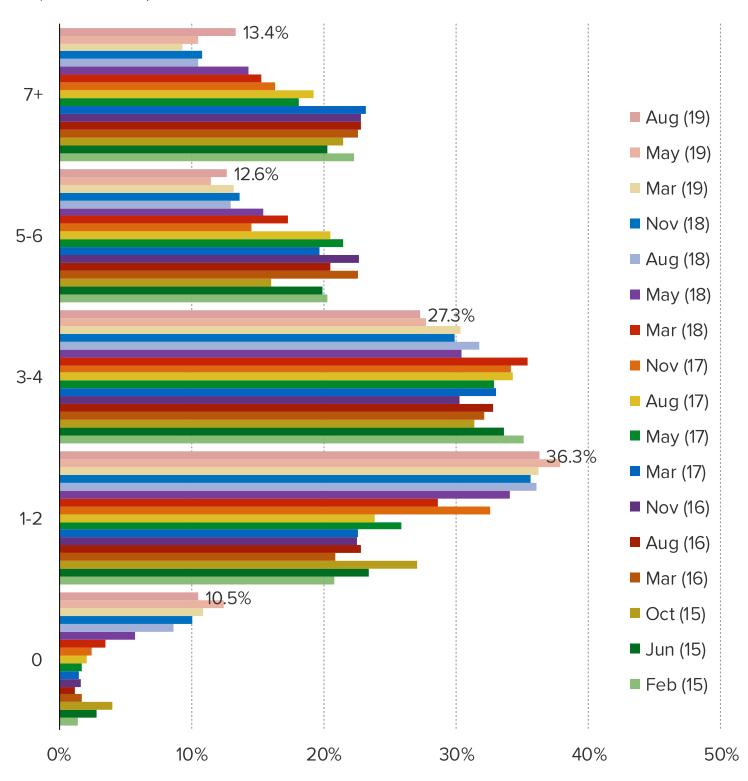
This question was posed to Xbox One Owners.



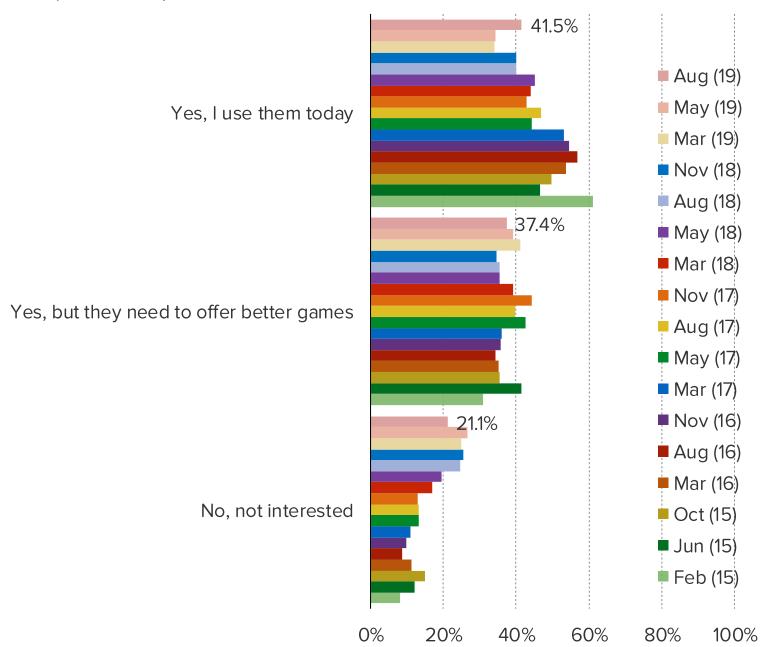
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HOW MANY XBOX ONE GAMES DO YOU EXPECT TO BUY IN THE NEXT 12 MONTHS?

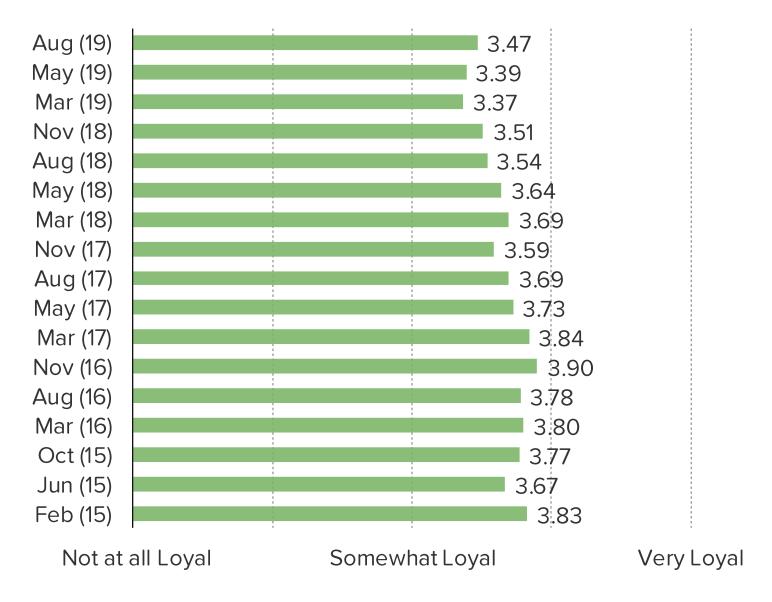


WOULD YOU CONSIDER USING VIDEO GAME STREAMING SERVICES WITHIN XBOX ONE STORES?



It's In The Game

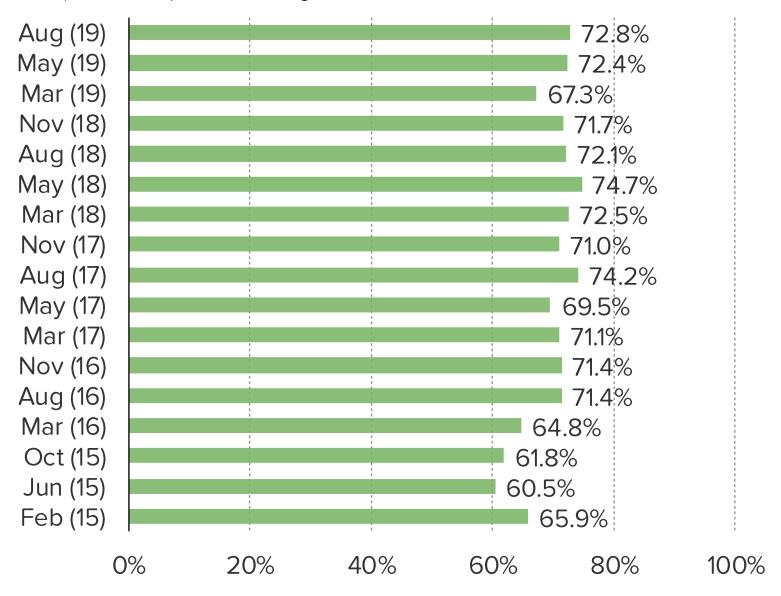
HOW LOYAL ARE YOU TO THE XBOX ONE BRAND?



It's In The Game

DO YOU OWN A PS4?

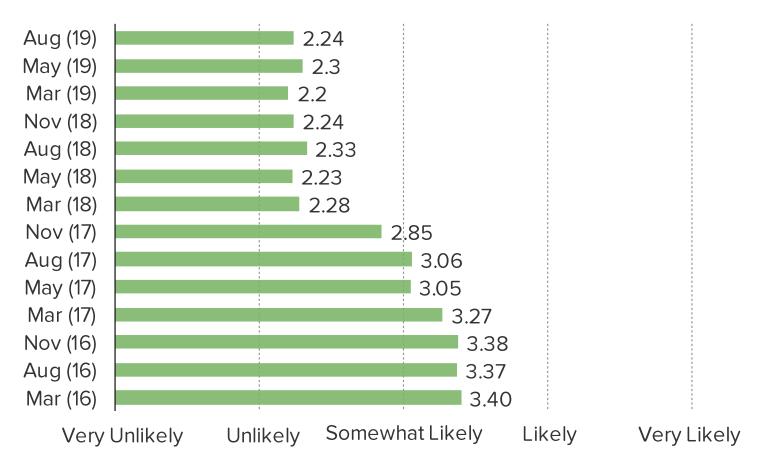
This question was posed to the target audience.



It's In The Game

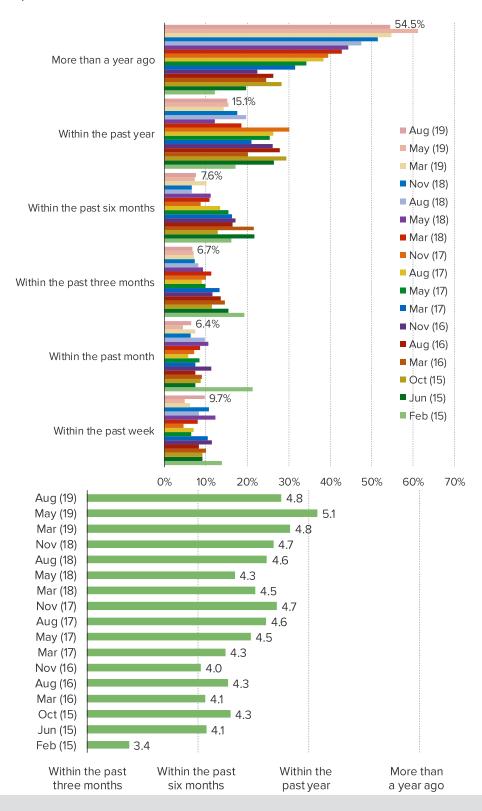
HOW LIKELY ARE YOU TO BUY A PS4 IN THE NEXT 12 MONTHS?

This question was posed to respondents who DO NOT own a PS4.

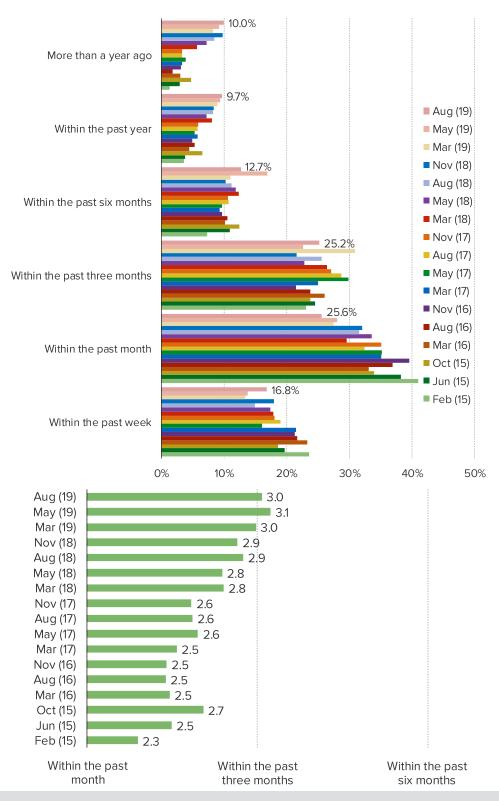


It's In The Game

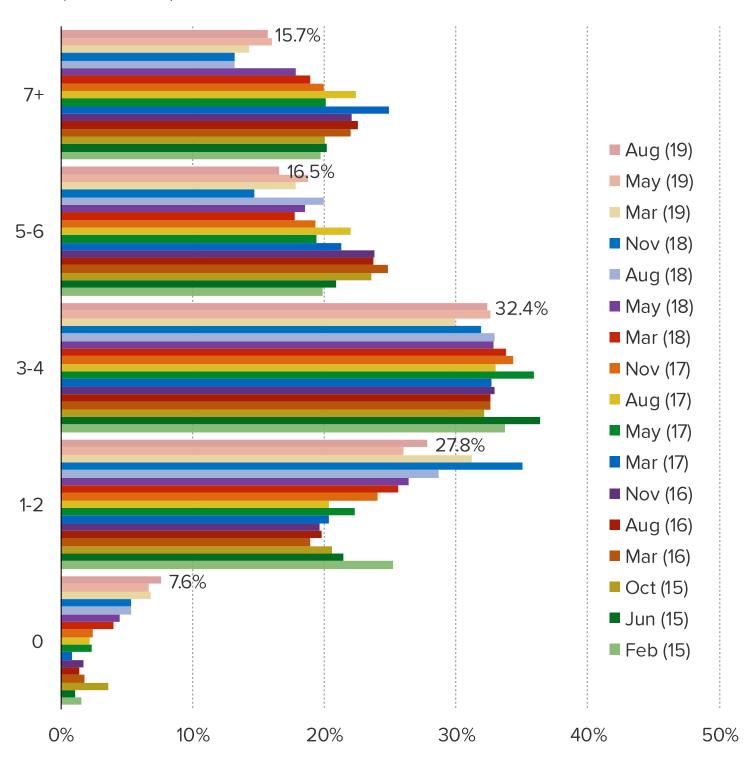
WHEN DID YOU GET YOUR PS4?



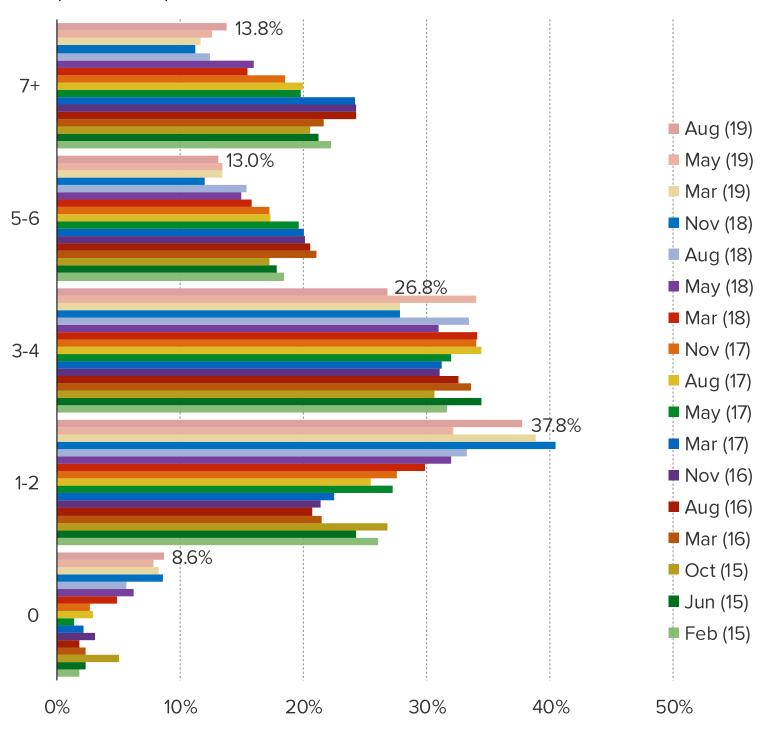
WHEN WAS THE LAST TIME YOU PURCHASED OR RECEIVED A NEW GAME FOR THE PS4?



HOW MANY PS4 GAMES DID YOU PURCHASE OR RECEIVE IN THE PAST 12 MONTHS?

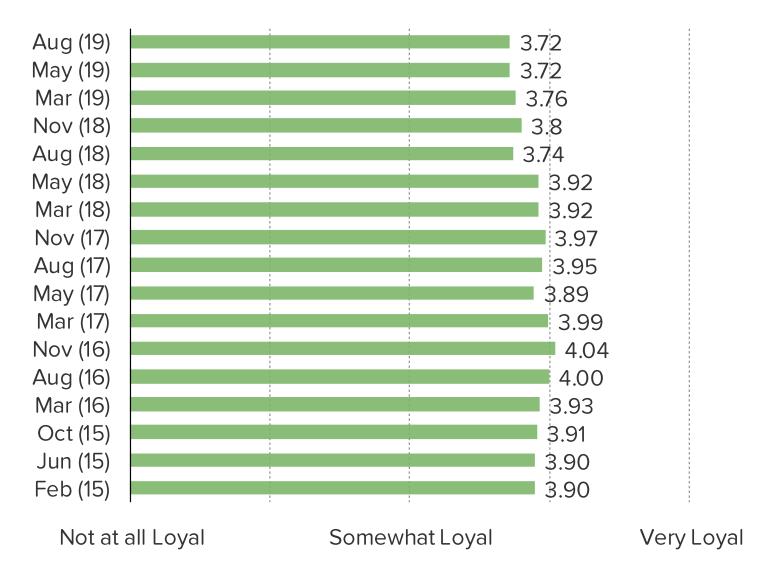


HOW MANY PS4 GAMES DO YOU PLAN TO PURCHASE IN THE NEXT 12 MONTHS?



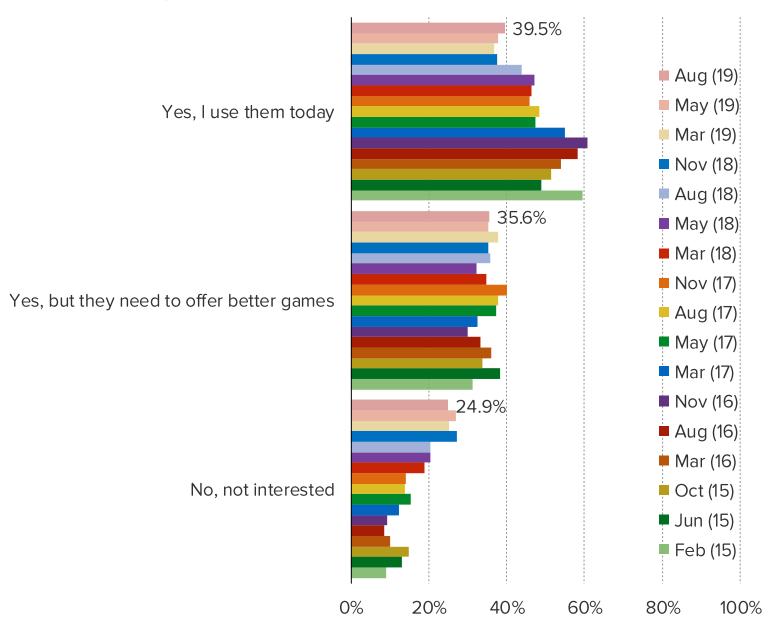
It's In The Game

HOW LOYAL ARE YOU TO THE PLAYSTATION BRAND?

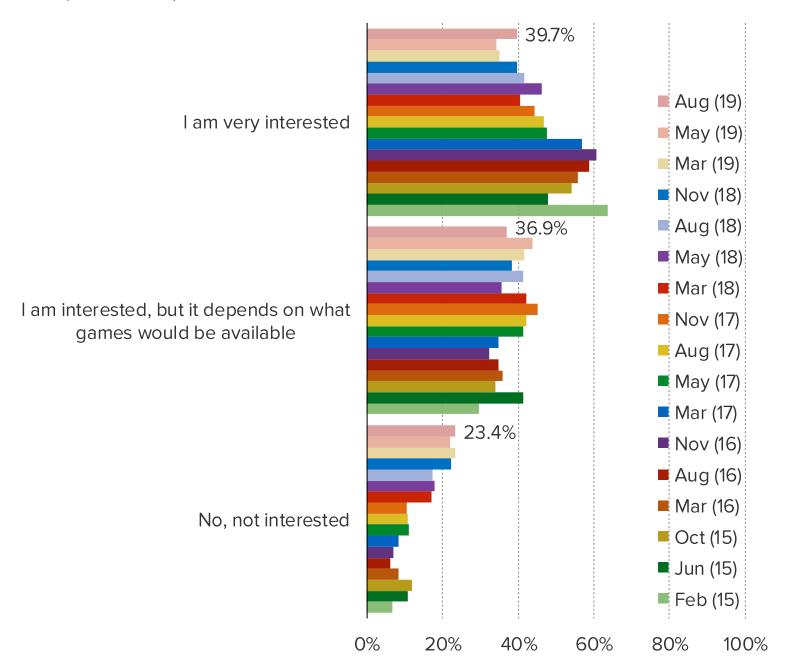


lt's In The Game

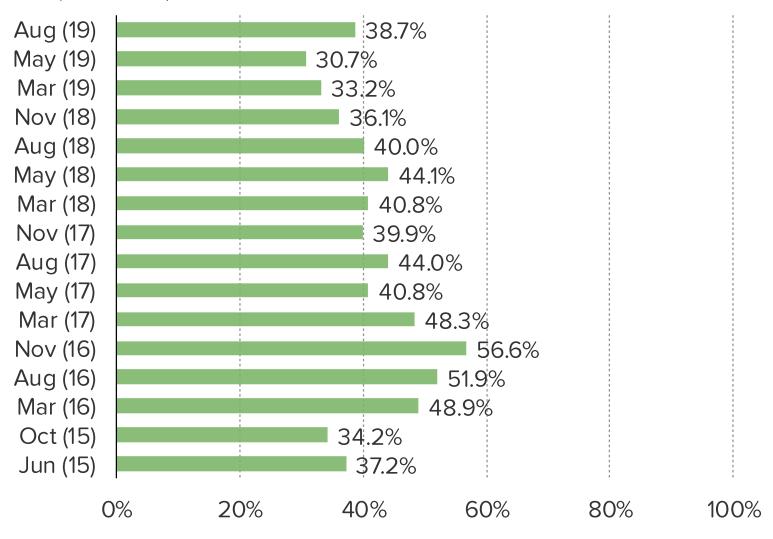
WOULD YOU CONSIDER USING VIDEO GAME STREAMING SERVICES PROVIDED WITHIN PLAYSTATION STORES?



HOW INTERESTED WOULD YOU BE IN GAINING ACCESS TO PLAYSTATION GAMES FOR A MONTHLY SUBSCRIPTION PRICE?



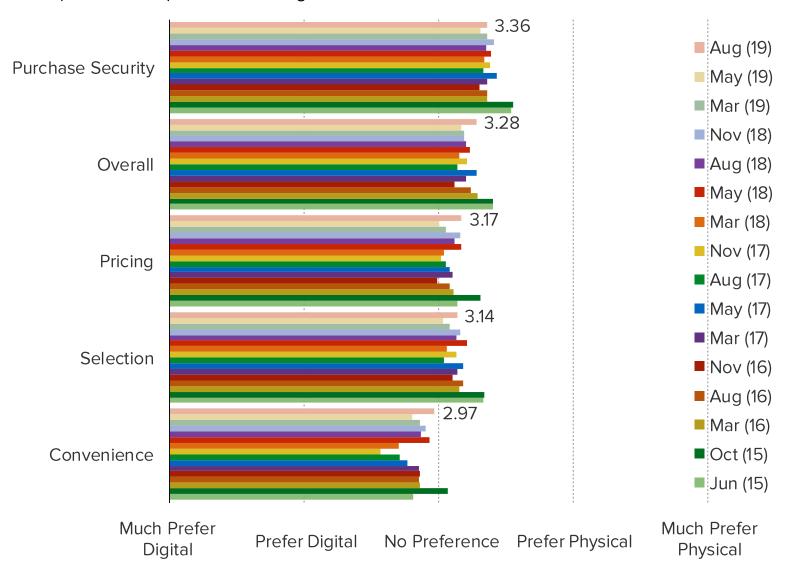
ARE YOU CURRENTLY A SUBSCRIBER TO SONY'S PLAYSTATION NOW STREAMING SUBSCRIPTION OFFERING?



It's In The Game

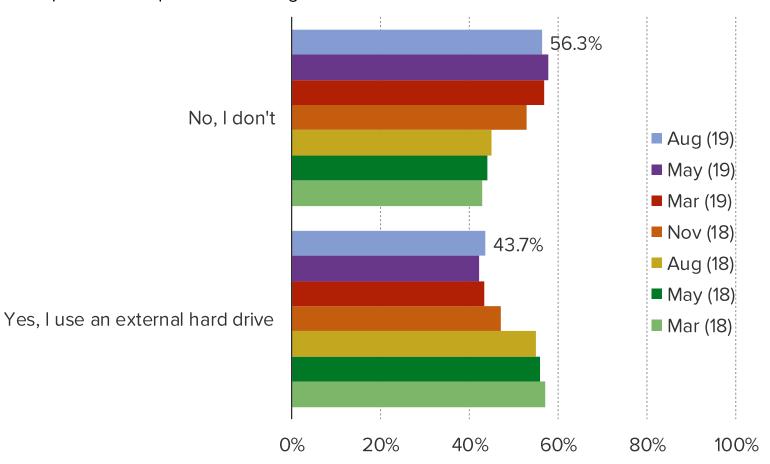
FOR EACH OF THE FOLLOWING ATTRIBUTES, DO YOU PREFER PHYSICAL OR DIGITAL GAMES?

This question was posed to the target audience.



DO YOU USE AN EXTERNAL HARD DRIVE TO STORE DIGITALLY DOWNLOADED GAMES AND CONNECT TO PLAY THEM ON CONSOLES LIKE PS4 OR XBOX ONE?

This question was posed to the target audience.

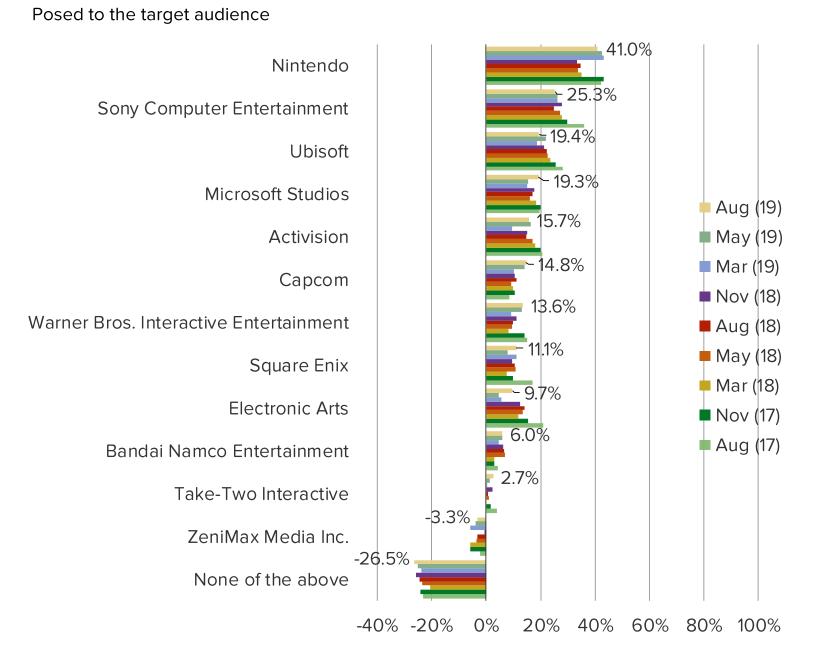


PUBLISHERS

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It's In The Game

PUBLISHER POPULARITY (GAINING POPULARITY MINUS LOSING POPULARITY)



WHICH OF THE FOLLOWING PUBLISHERS DO YOU THINK PUTS OUT THE BEST GAMES?

Posed to the target audience

