

Bespoke Market Intelligence



Roblox Survey Research | September 2021

BACKGROUND:

- ❑ Survey of 1,492 8-18 year-old respondents who play video games (856 of whom play Roblox regularly or occasionally).
- ❑ *Parental permission was obtained for each respondent before they took the survey.

Key Takeaways:

❑ ***Strengths***

- ❑ Roblox is popular among all ages within the 8-18 cohort, but the younger half of this cohort are especially likely to be players.
- ❑ Roblox customers are very enthusiastic about the platform, offer a very strong NPS, and indicate a very high likelihood of continuing to play going forward. To wit, 80% of players said they do not expect to stop playing at any age.
- ❑ Roblox players indicated in multiple sections of the survey that they feel the game is improving over time. That, and the fact that they are constantly faced with new challenges, are key reasons they keep coming back.
- ❑ Roblox players show a high degree of interest in metaverse type activities and a plurality feel Roblox would be the best platform for servicing metaverse type activities.

❑ ***Points of Tension***

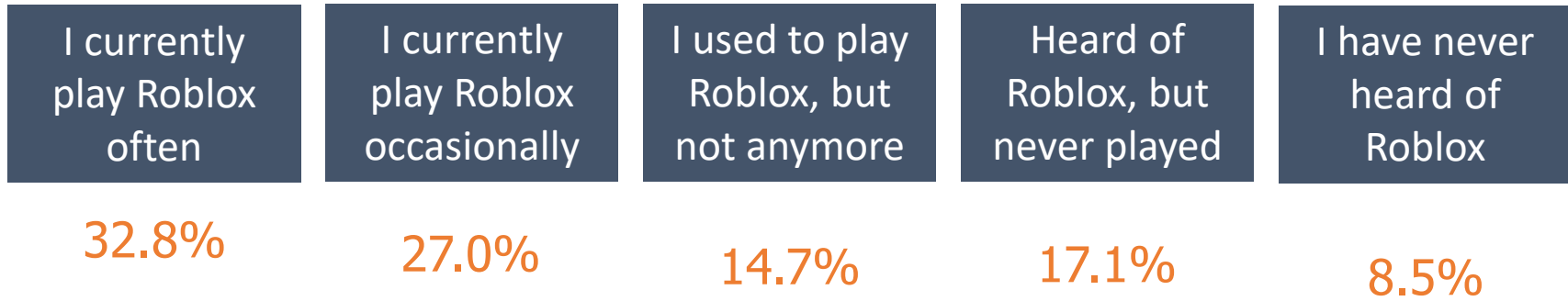
- ❑ Some lapsed players indicate that they stopped playing or expect to reduce playing to play other games instead. Minecraft, Fortnite, and Call of Duty were called out as alternatives they have taken to.
- ❑ Roblox competes with social media and with other video games more at the older end of the 8-18 year-old spectrum. 8-12 year-olds indicate that fewer alternatives are vying for their time/attention. Among social media platforms, TikTok is the most significant time sponge.



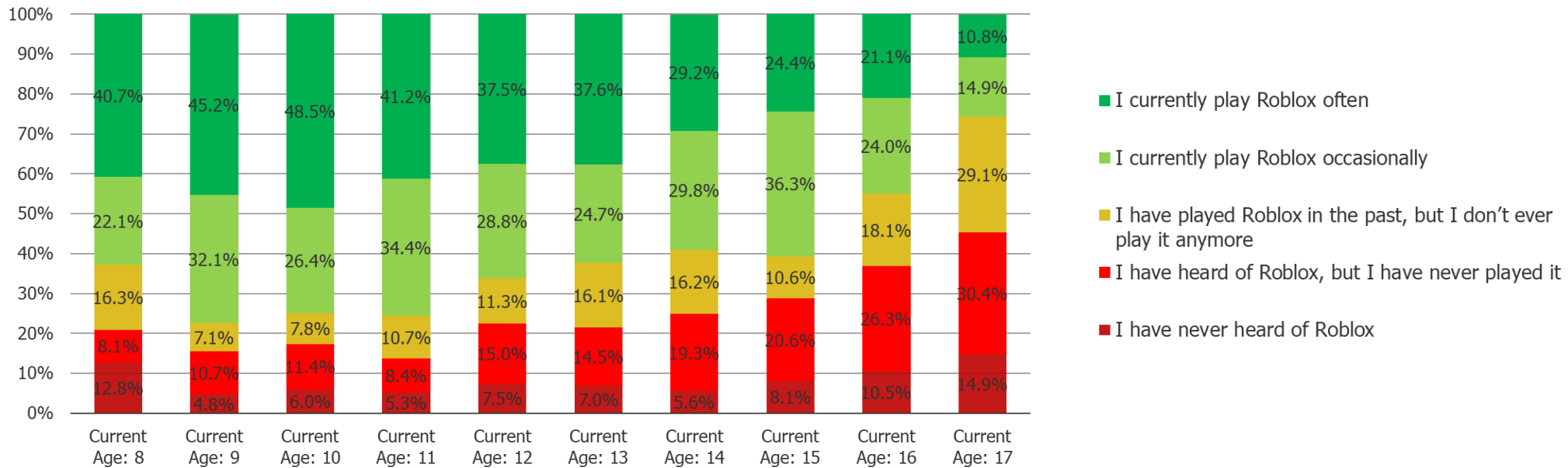
Experience With Roblox

Which of the following best describes your experience with Roblox?

Posed to all respondents who play video games (N = 1,492).

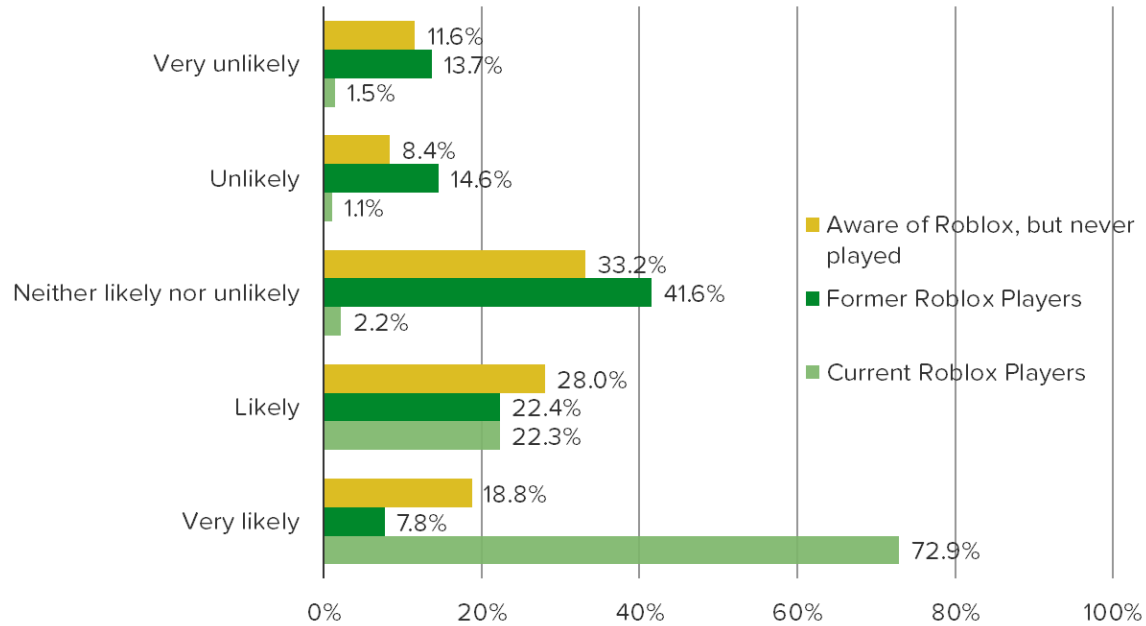


Data above cross-tabbed by age:



How likely are you to play Roblox in the future?

Current Roblox players, vs. former players, vs. aware but never played Roblox.



N = 856 Roblox Players

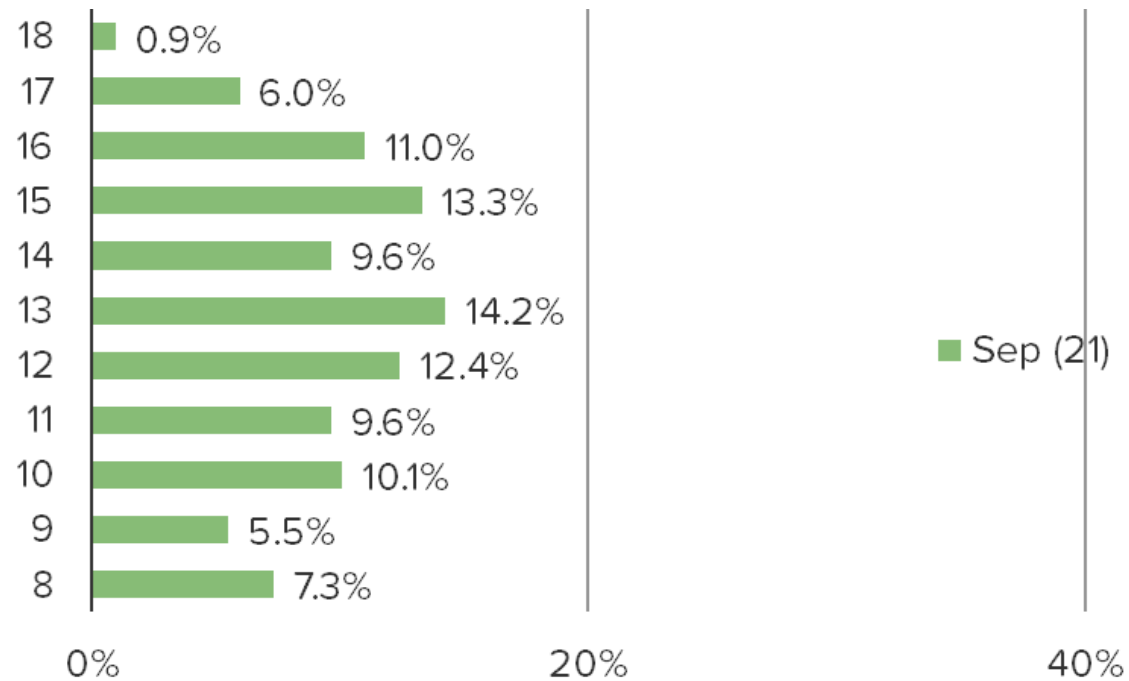
N = 220 Former Roblox Players

N = 256 Aware, But Never Played Roblox

Former and Non Roblox Players

At what age did you stop playing Roblox?

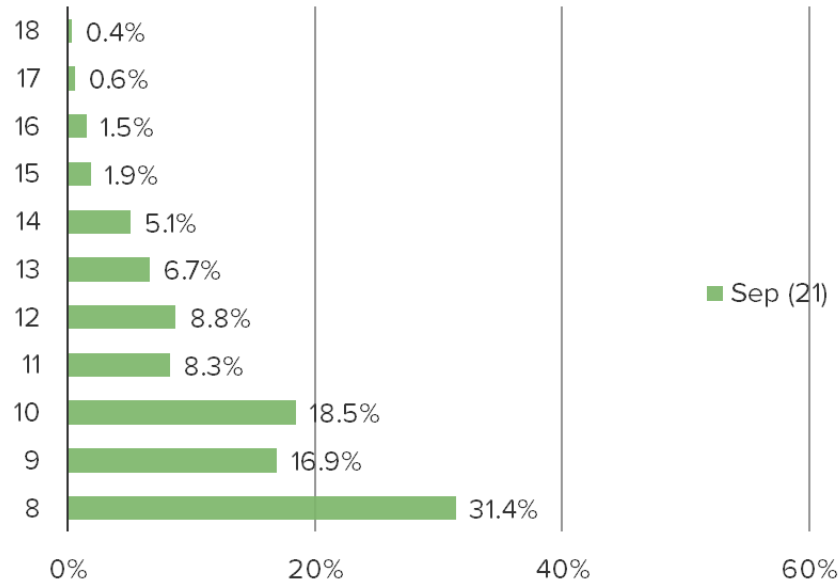
Posed to all respondents who have played Roblox, but have stopped (N = 218).



Active Roblox Players Deep Dive

At what age did you start playing Roblox?

Posed to all respondents who currently play Roblox (N = 856).



Data above cross-tabbed by Age:

	Age They Started Playing Roblox:										
	At 8 Years Old	At 9 Years Old	At 10 Years Old	At 11 Years Old	At 12 Years Old	At 13 Years Old	At 14 Years Old	At 15 Years Old	At 16 Years Old	At 17 Years Old	At 18 Years Old
Current Age: 8	100.0%										
Current Age: 9	89.2%	10.8%									
Current Age: 10	54.1%	40.2%	5.7%								
Current Age: 11	35.4%	34.4%	22.9%	7.3%							
Current Age: 12	30.6%	21.4%	37.8%	7.1%	3.1%						
Current Age: 13	10.7%	13.4%	34.8%	21.4%	14.3%	5.4%					
Current Age: 14	7.9%	11.2%	19.1%	14.6%	25.8%	18.0%	3.4%				
Current Age: 15	5.3%	8.4%	20.0%	8.4%	19.0%	22.1%	12.6%	4.2%			
Current Age: 16	2.7%	4.0%	17.3%	10.7%	14.7%	14.7%	24.0%	9.3%	2.7%		
Current Age: 17	8.8%	2.9%	11.8%	8.8%	11.8%	5.9%	14.7%	14.7%	14.7%	5.9%	
Current Age: 18	11.1%	5.6%	0.0%	5.6%	5.6%	11.1%	16.7%	5.6%	27.8%	5.6%	5.5%

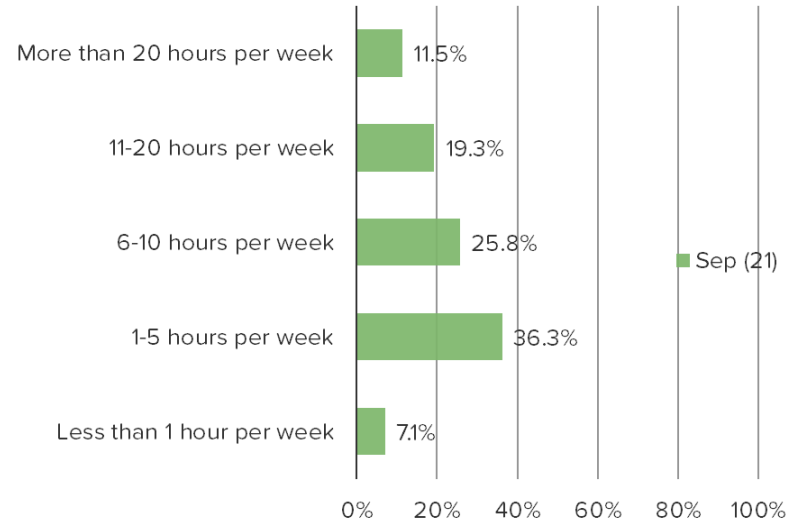
If you had to use one word to describe Roblox to someone, what would it be?

Posed to all respondents who currently play Roblox (N = 856).

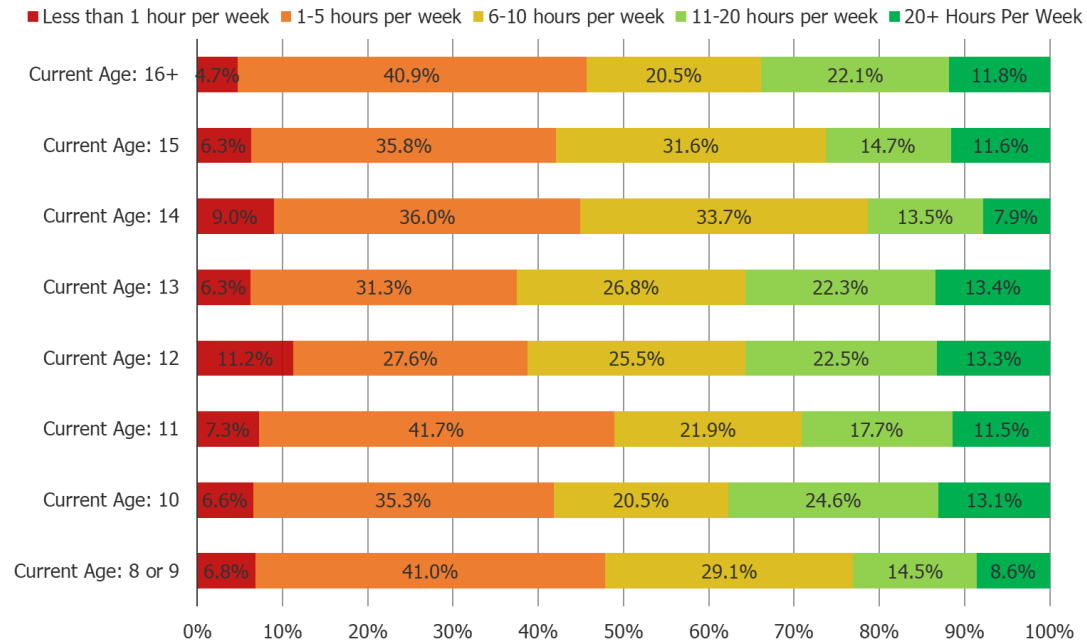


How often do you play Roblox?

Posed to all respondents who currently play Roblox (N = 856).

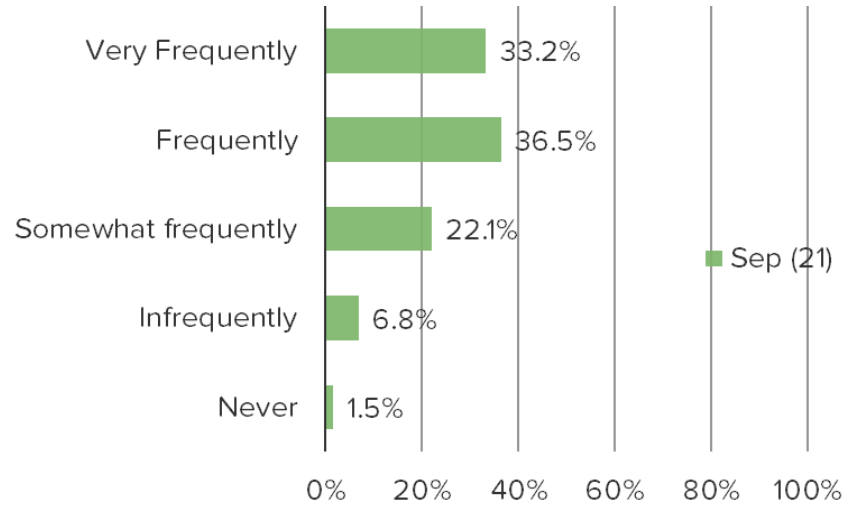


Data above cross-tabbed by Age:

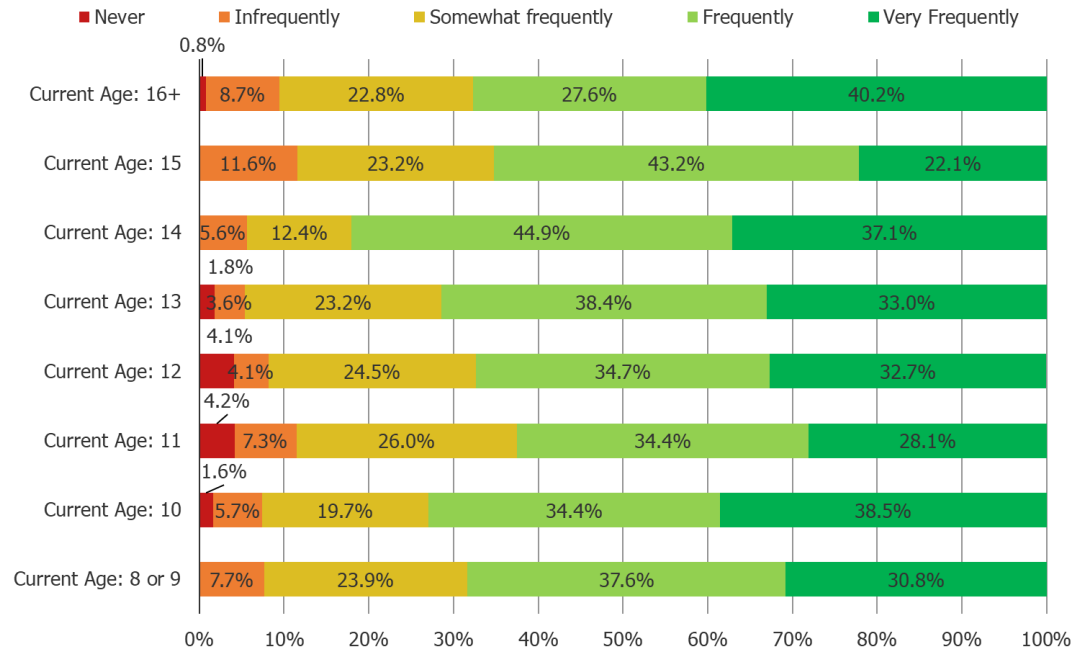


How often do you play activities in Roblox with your friends?

Posed to all respondents who currently play Roblox (N = 856).

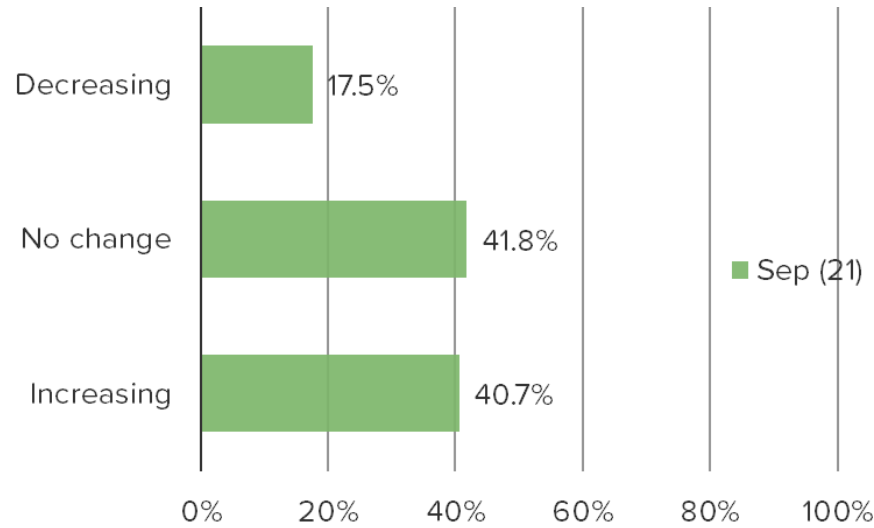


Data above cross-tabbed by Age:

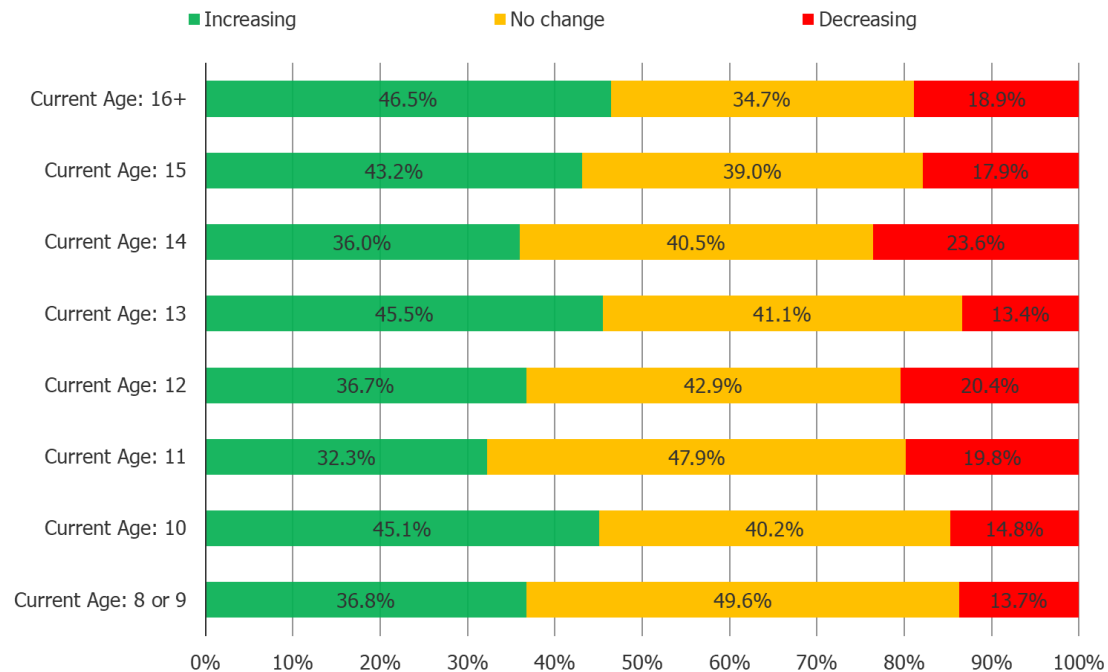


Have you been increasing or decreasing the time you spend on Roblox recently?

Posed to all respondents who currently play Roblox (N = 856).

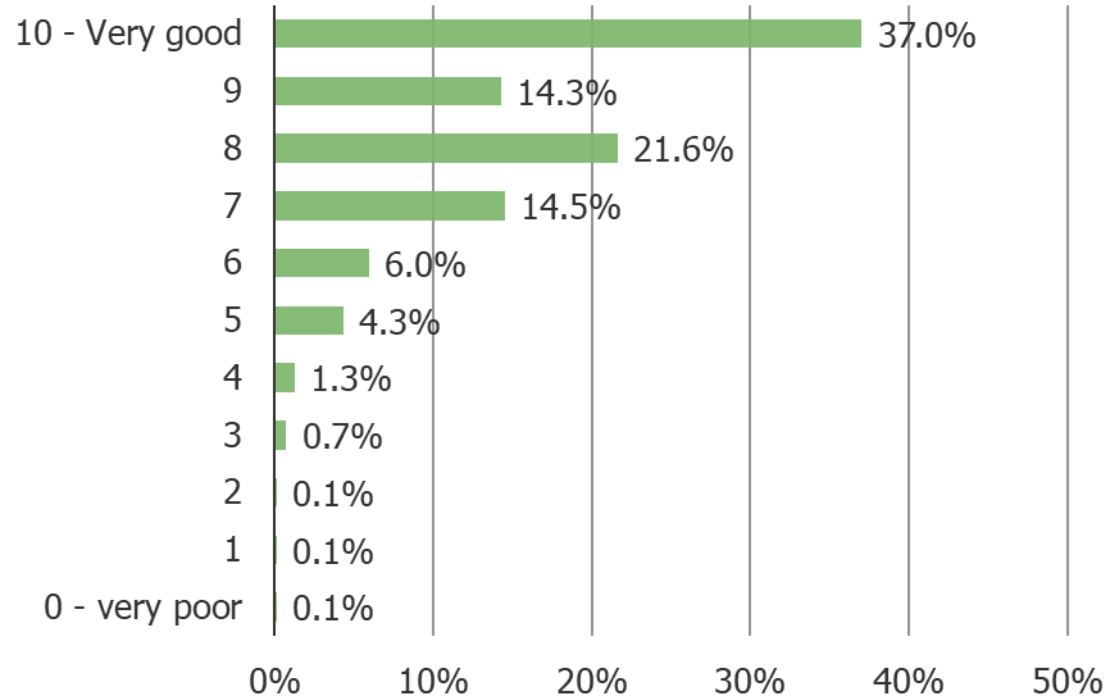


Data above cross-tabbed by Age:



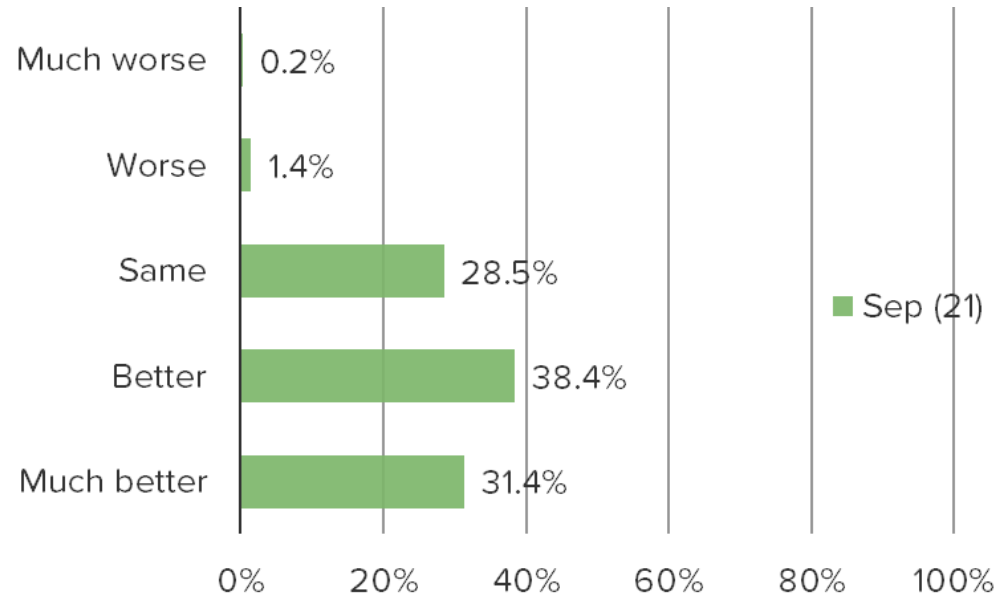
How would you rate Roblox's graphics?

Posed to all respondents who currently play Roblox (N = 856).



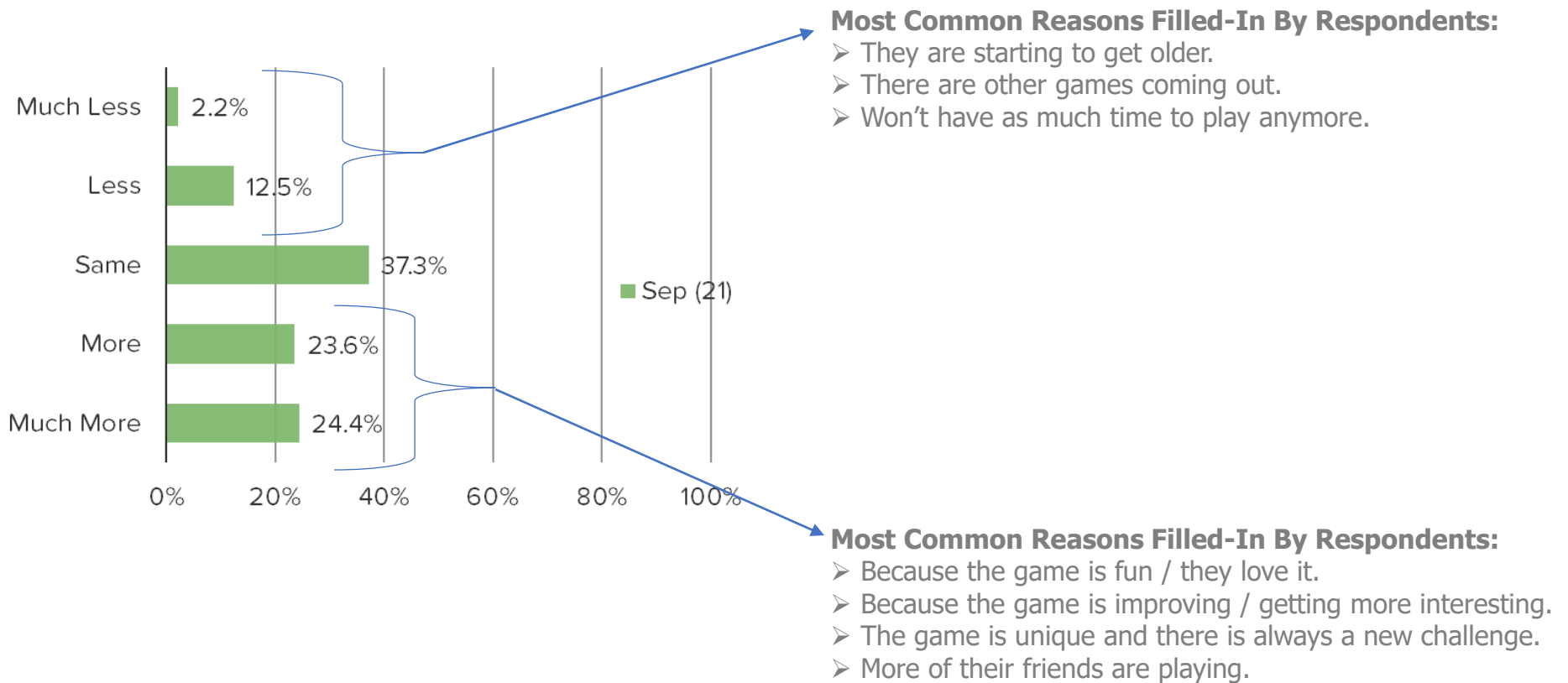
In your opinion, is Roblox's graphics getting better or worse over time?

Posed to all respondents who currently play Roblox (N = 856).



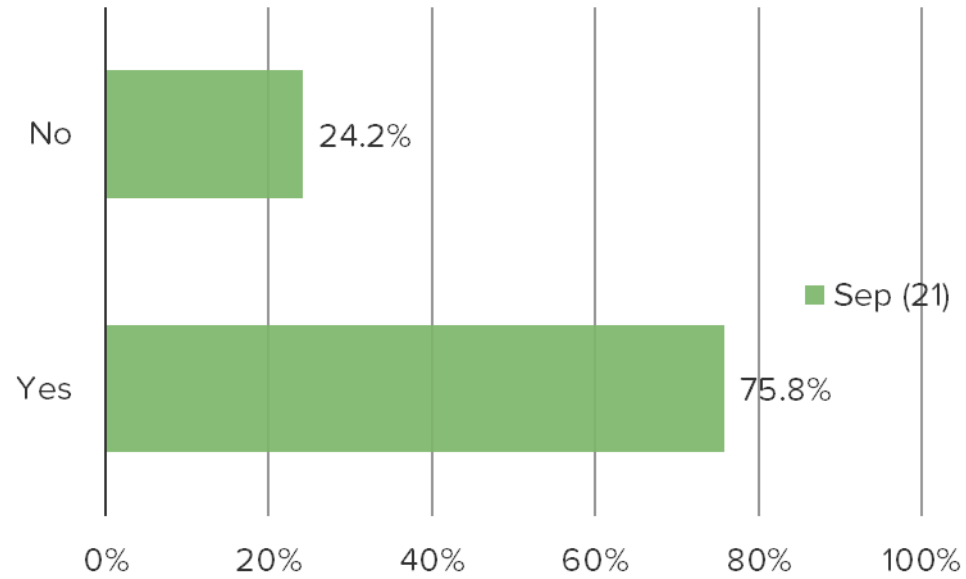
How do you think the amount of time you play on Roblox will compare one year from now to the amount of time you spend play Roblox now?

Posed to all respondents who currently play Roblox (N = 856).



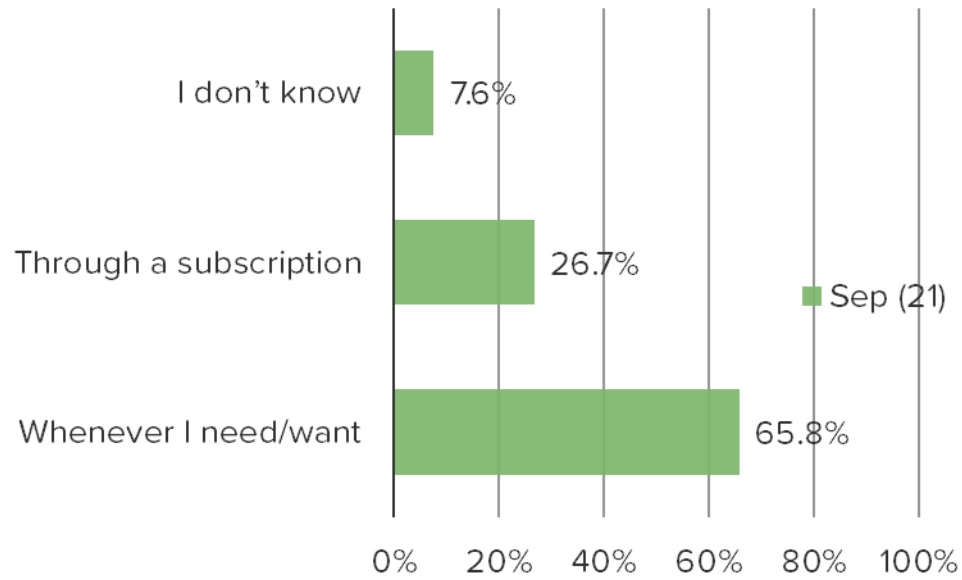
Have you or your parents purchased Robux for you to use while playing Roblox?

Posed to all respondents who currently play Roblox (N = 856).



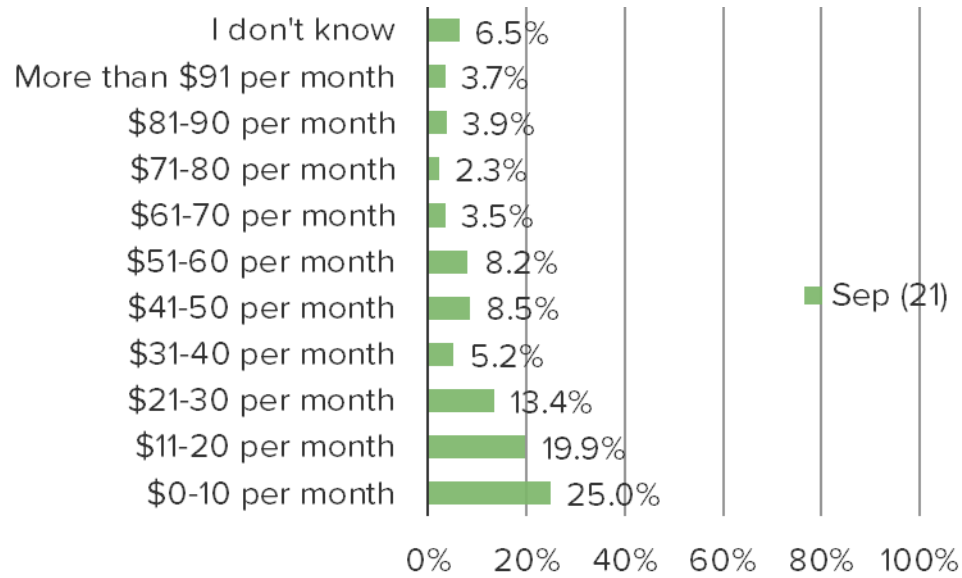
How do you typically purchase Robux?

Posed to all respondents who currently play Roblox and purchase Robux (N = 649).



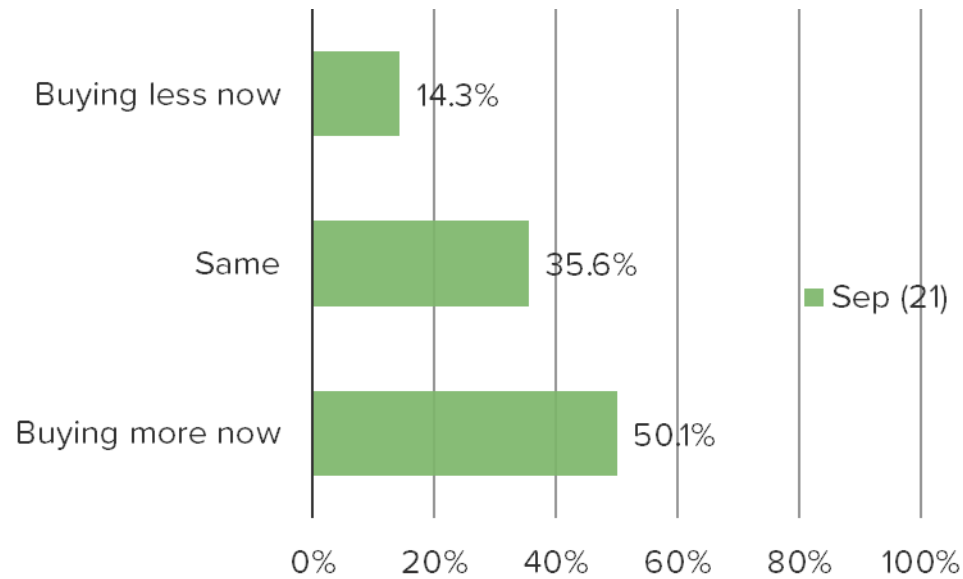
How much do you/your parents spend on Robux per month?

Posed to all respondents who currently play Roblox and purchase Robux (N = 649).



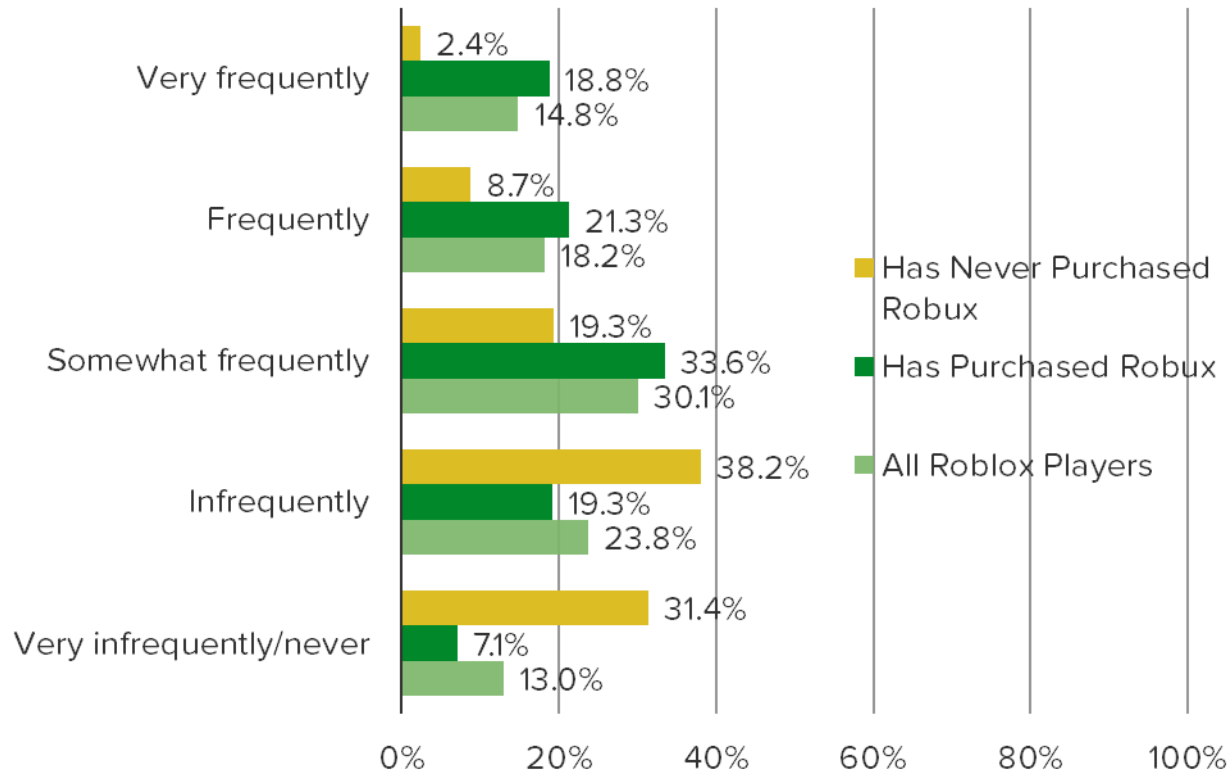
How much Robux do you/your parents buy now compared to when you first started playing Roblox?

Posed to all respondents who currently play Roblox and purchase Robux (N = 649).



How often do you think you/your parents will buy Robux going forward?

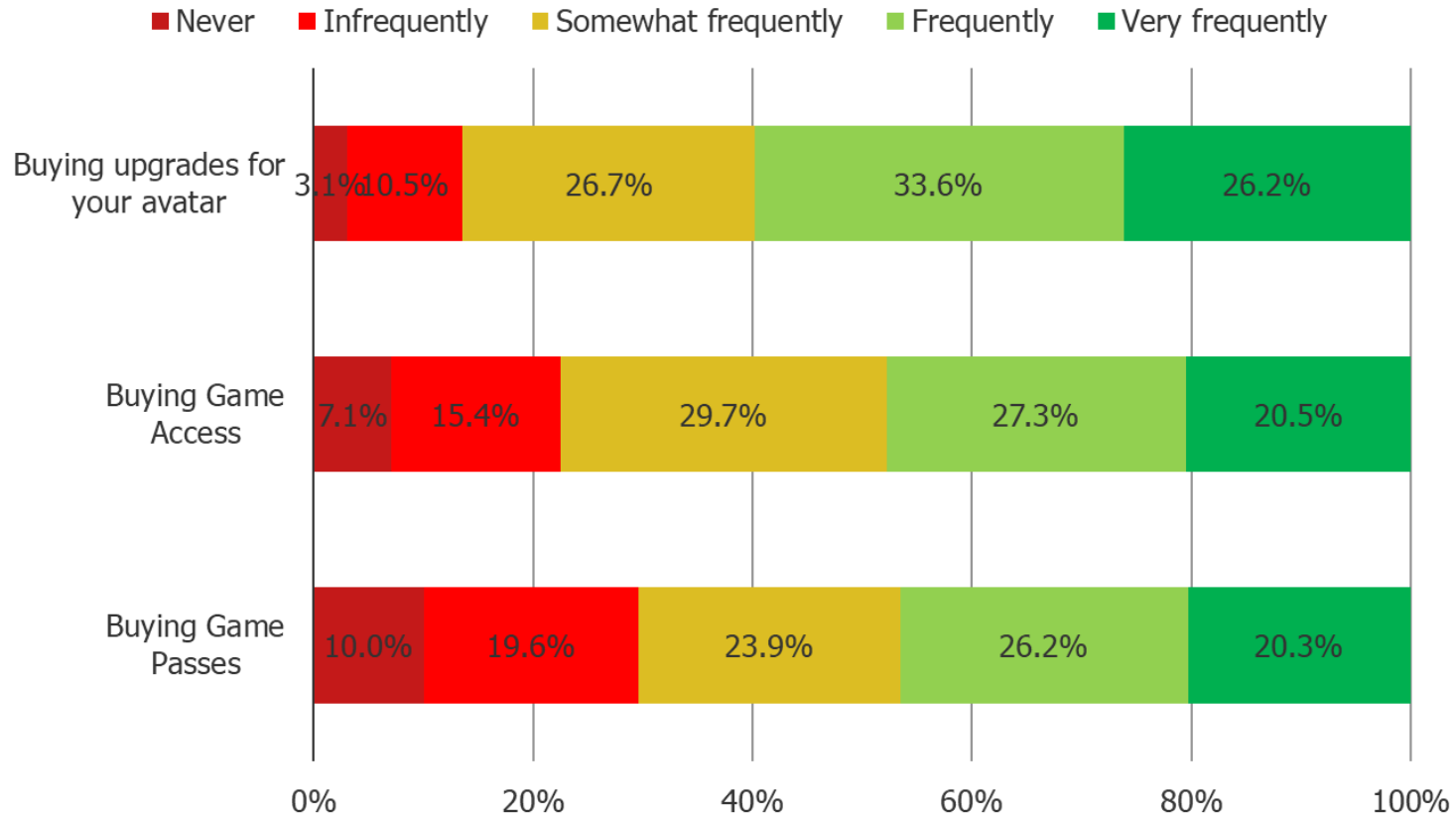
Current Roblox players, vs. former players, vs. aware but never played Roblox.



N = 649 Respondents who play Roblox and have purchased Robux
 N = 856 Respondents who play Roblox regularly or occasionally
 N = 207 Respondents who play Roblox and have NOT purchased Robux

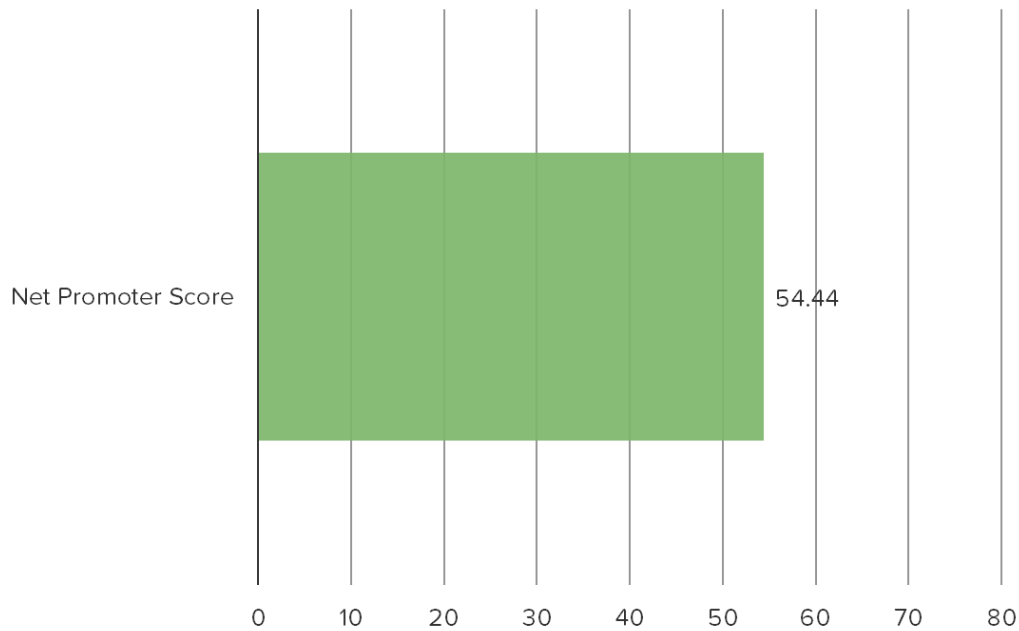
How often do you use Robux for the following?

Posed to all respondents who currently play Roblox and purchase Robux (N = 649).



How likely is it that you would recommend Roblox to a friend or colleague?

Posed to all respondents who currently play Roblox (N = 856).

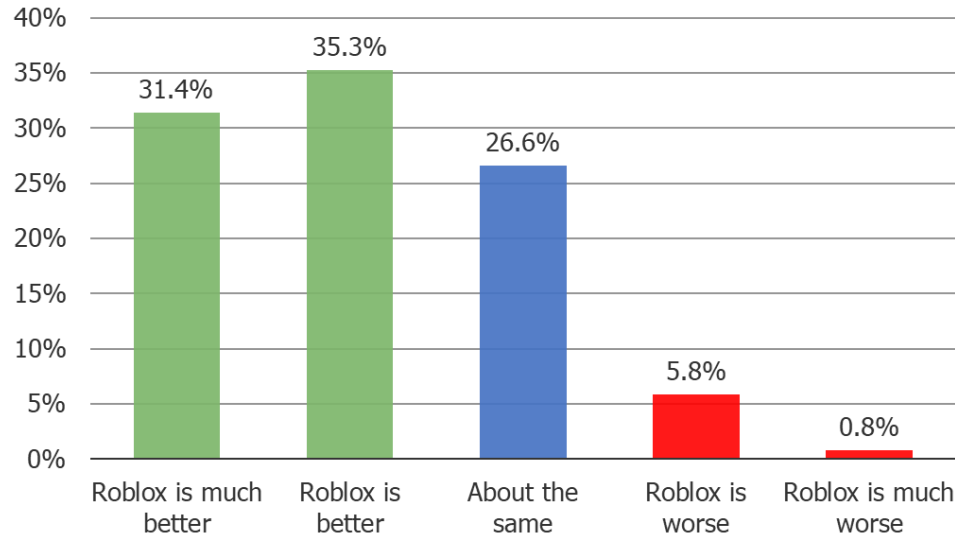


Cross-Tabbing NPS:

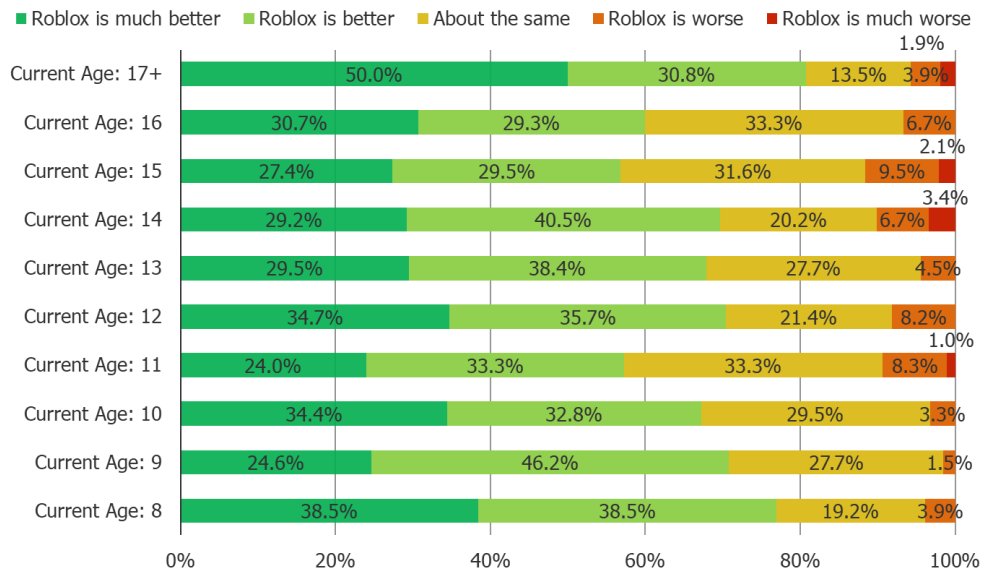
Filter:	NPS
Plays Roblox Regularly	72
Plays Roblox Occasionally	33
Age:	
8 or 9	56
10	61
11	46
12	60
13	54
14	53
15	38
16+	57

In your opinion, how does Roblox compare to other video games you play outside of Roblox?

Posed to all respondents who currently play Roblox (N = 856).

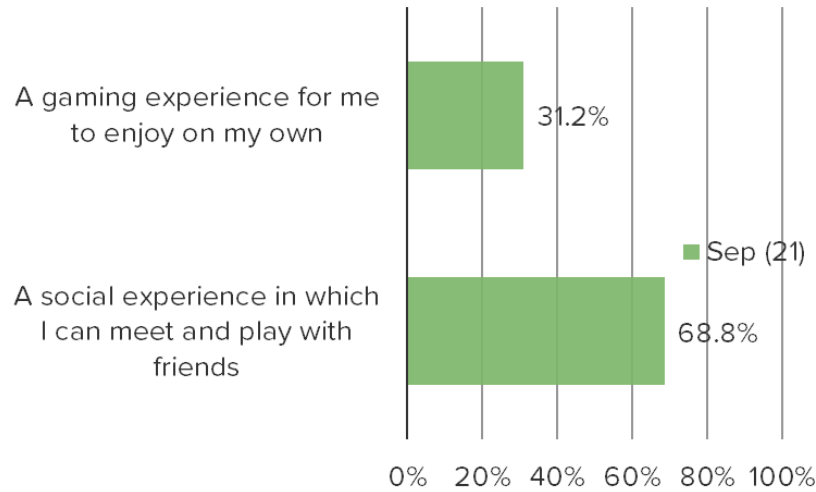


Data above cross-tabbed by age:

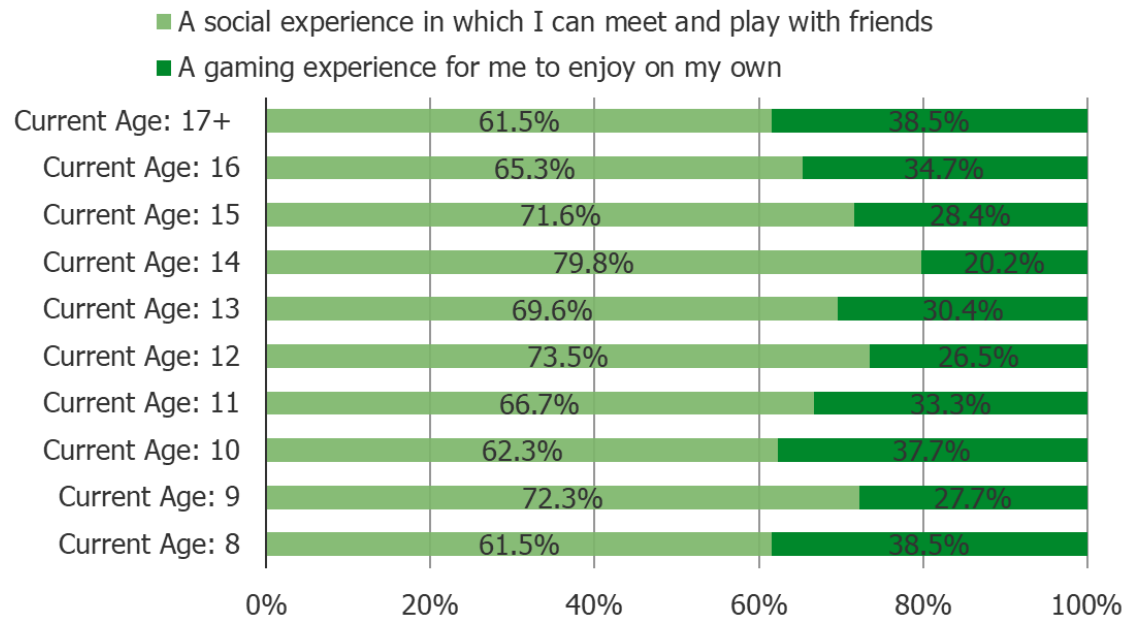


Which of the following best describes how you view Roblox?

Posed to all respondents who currently play Roblox (N = 856).

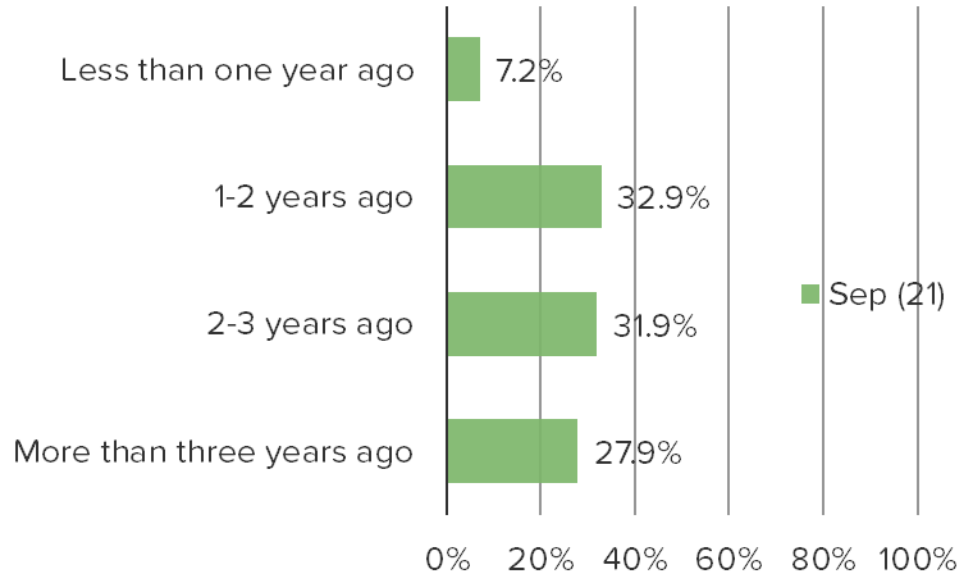


Data above cross-tabbed by age:



When did you start playing Roblox for the first time?

Posed to all respondents who currently play Roblox (N = 856).

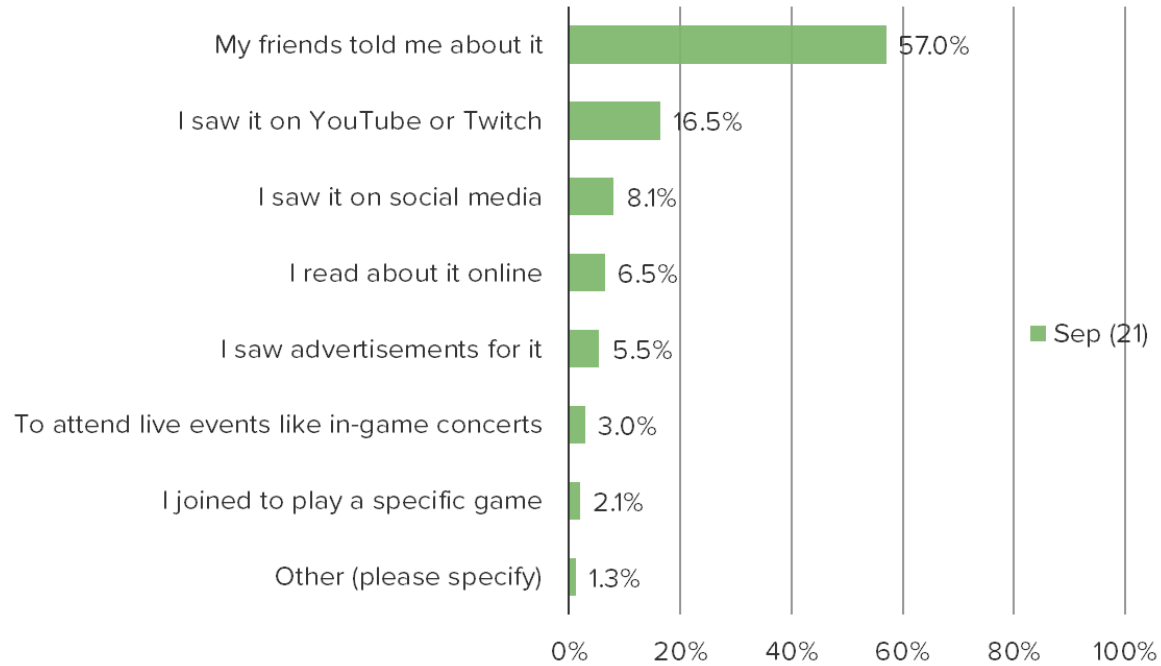


Data above cross-tabbed by age:

	More than three years ago	2-3 years ago	1-2 years ago	Less than one year ago	N =
Current Age: 8	7.7%	11.5%	48.1%	32.7%	52
Current Age: 9	4.6%	18.5%	69.2%	7.7%	65
Current Age: 10	10.7%	27.9%	50.0%	11.5%	122
Current Age: 11	20.8%	35.4%	38.5%	5.2%	96
Current Age: 12	36.7%	38.8%	21.4%	3.1%	98
Current Age: 13	31.3%	44.6%	21.4%	2.7%	112
Current Age: 14	36.0%	36.0%	22.5%	5.6%	89
Current Age: 15	41.1%	31.6%	21.1%	6.3%	95
Current Age: 16	42.7%	37.3%	14.7%	5.3%	75
Current Age: 17	52.9%	14.7%	32.4%	0.0%	34
Current Age: 18	38.9%	22.2%	38.9%	0.0%	18

How did you first get introduced to Roblox?

Posed to all respondents who currently play Roblox (N = 856).

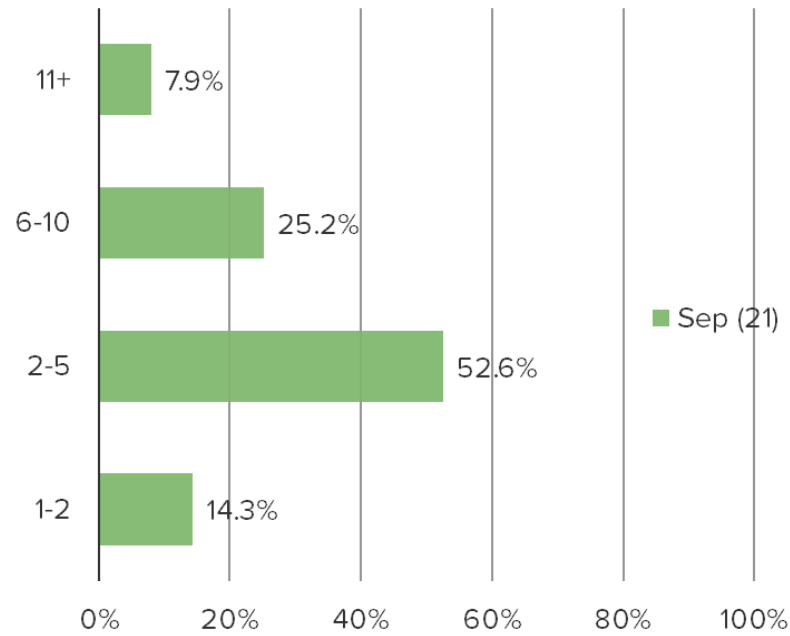


Data above cross-tabbed by age:

	I saw it on social media	My friends told me about it	I saw it on YouTube or Twitch	I read about it online	I saw advertisements for it	To attend live events like in-game concerts	I joined to play a specific game	Other (please specify)	N =
Current Age: 8	3.9%	53.9%	26.9%	1.9%	3.9%	1.9%	3.9%	3.9%	52
Current Age: 9	3.1%	61.5%	20.0%	3.1%	9.2%	0.0%	3.1%	0.0%	65
Current Age: 10	4.9%	54.9%	19.7%	8.2%	6.6%	2.5%	2.5%	0.8%	122
Current Age: 11	8.3%	63.5%	18.8%	2.1%	2.1%	2.1%	2.1%	1.0%	96
Current Age: 12	12.2%	57.1%	12.2%	7.1%	5.1%	1.0%	1.0%	4.1%	98
Current Age: 13	8.0%	60.7%	14.3%	5.4%	6.3%	4.5%	0.9%	0.0%	112
Current Age: 14	10.1%	61.8%	18.0%	3.4%	4.5%	1.1%	1.1%	0.0%	89
Current Age: 15	12.6%	52.6%	9.5%	11.6%	8.4%	2.1%	1.1%	2.1%	95
Current Age: 16	4.0%	54.7%	16.0%	14.7%	0.0%	6.7%	2.7%	1.3%	75
Current Age: 17	8.8%	50.0%	11.8%	5.9%	14.7%	5.9%	2.9%	0.0%	34
Current Age: 18	16.7%	27.8%	16.7%	5.6%	0.0%	22.2%	11.1%	0.0%	18

How many unique Roblox games do you play on average per month?

Posed to all respondents who currently play Roblox (N = 856).

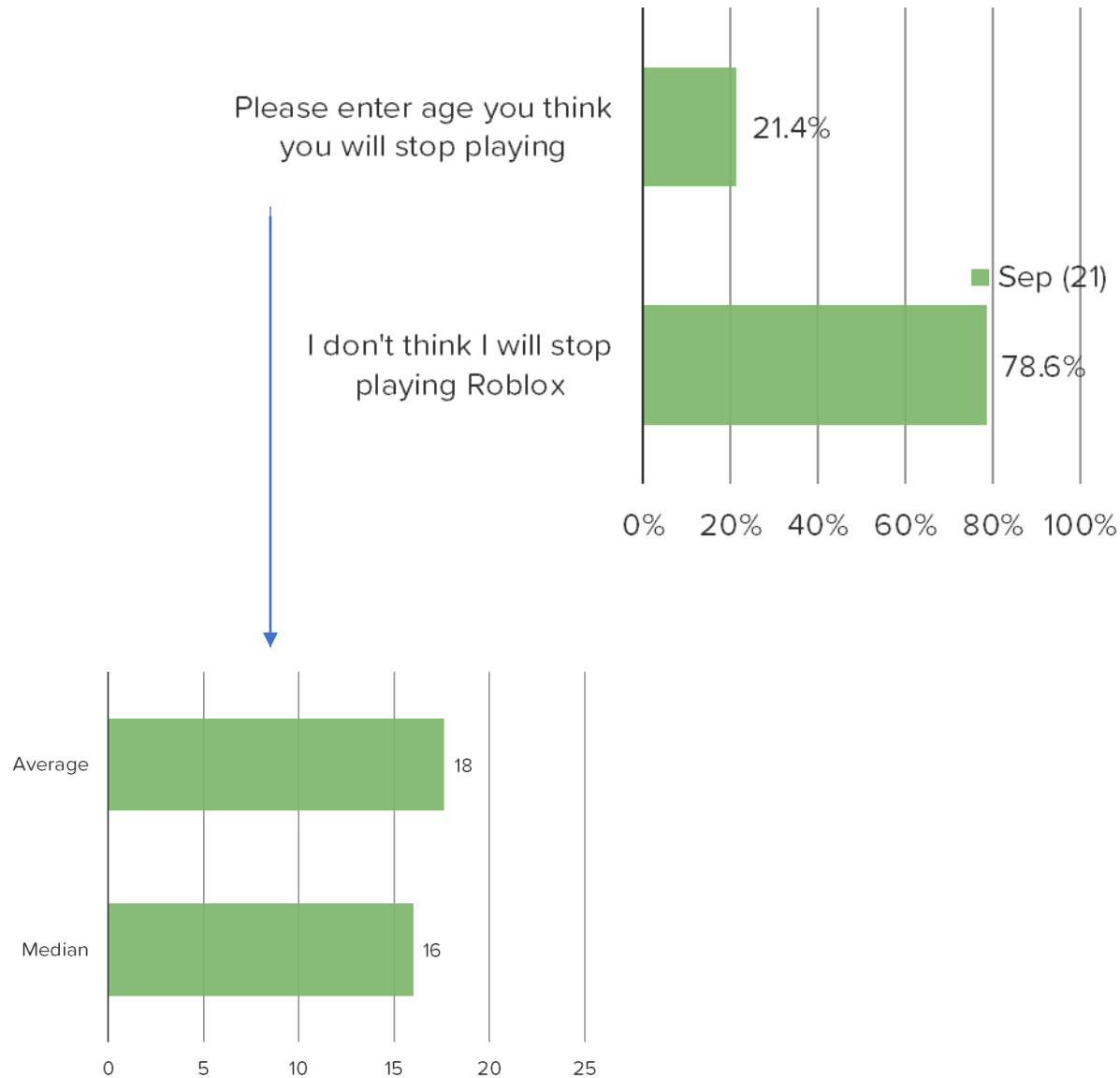


Data above cross-tabbed by age:

	1-2	2-5	6-10	11+	N =
Current Age: 8	21.2%	51.9%	19.2%	7.7%	52
Current Age: 9	10.8%	52.3%	24.6%	12.3%	65
Current Age: 10	13.1%	49.2%	31.2%	6.6%	122
Current Age: 11	18.8%	50.0%	21.9%	9.4%	96
Current Age: 12	12.2%	53.1%	25.5%	9.2%	98
Current Age: 13	16.1%	48.2%	27.7%	8.0%	112
Current Age: 14	11.2%	64.0%	21.4%	3.4%	89
Current Age: 15	20.0%	53.7%	19.0%	7.4%	95
Current Age: 16	5.3%	65.3%	25.3%	4.0%	75
Current Age: 17	17.7%	29.4%	38.2%	14.7%	34
Current Age: 18	5.6%	44.4%	33.3%	16.7%	18

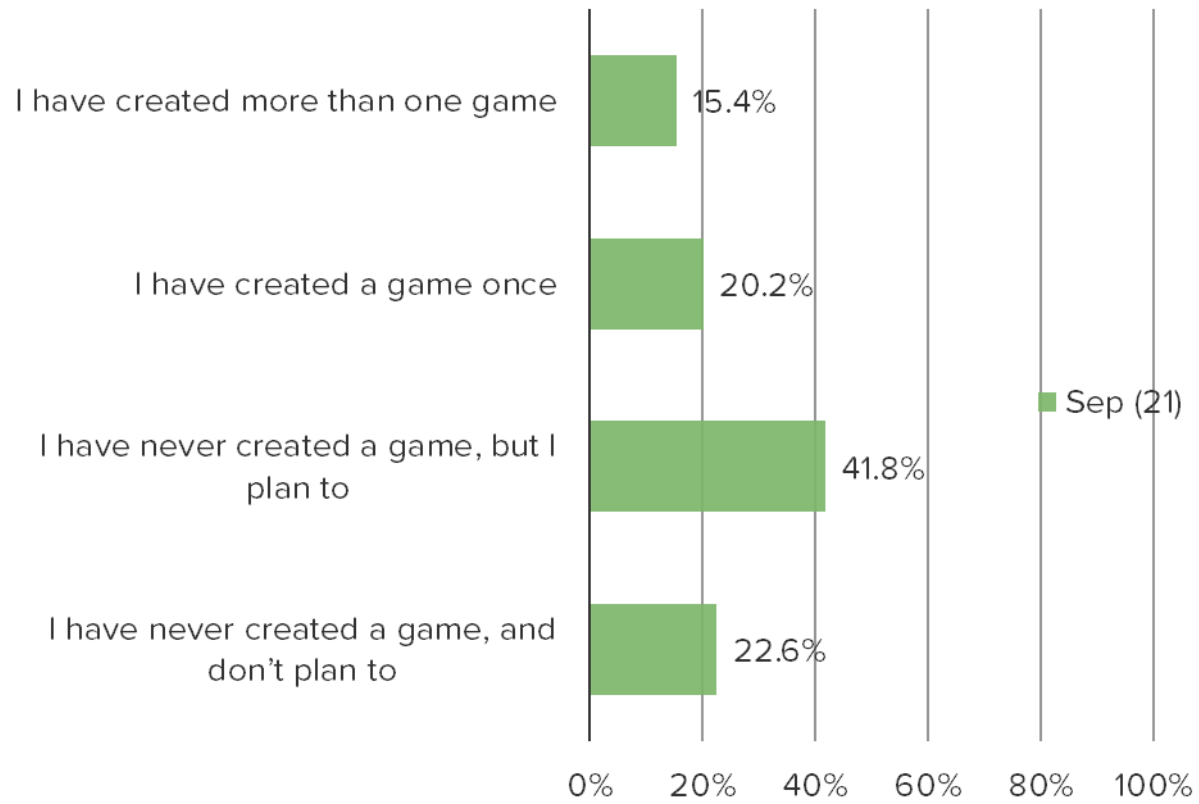
At what age do you think you will STOP playing Roblox?

Posed to all respondents who currently play Roblox (N = 856).



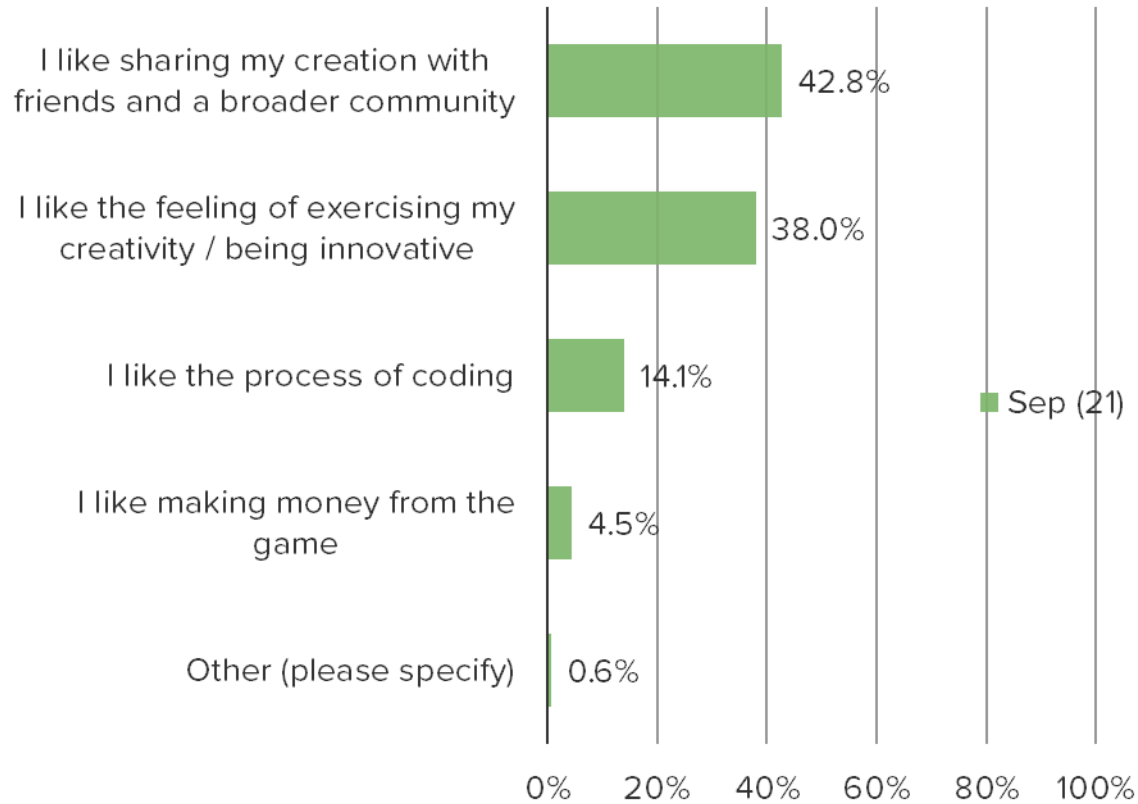
Have you ever created a game on Roblox?

Posed to all respondents who currently play Roblox (N = 856).



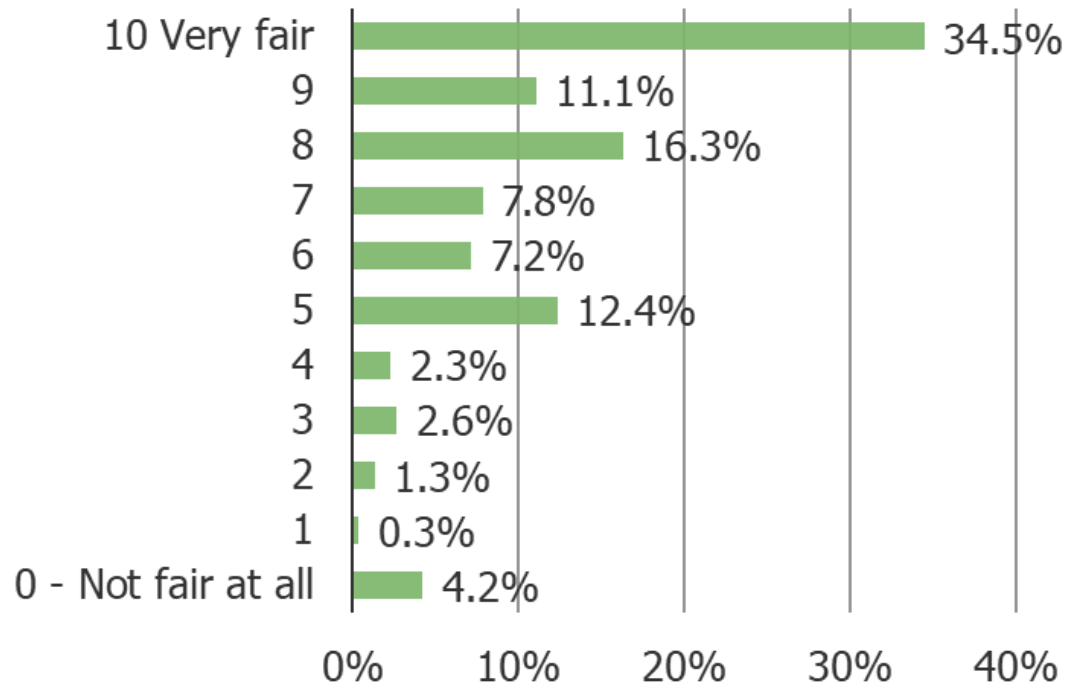
Of the choices below, what is the #1 reason why you create games on Roblox?

Posed to all respondents who currently play Roblox and have created a game (N = 305).



How do you feel the compensation is that you get for the game you created?

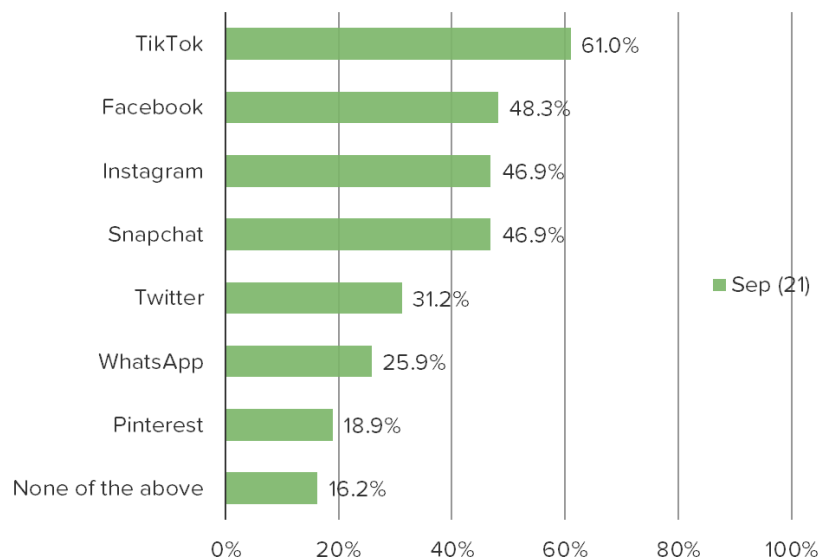
Posed to all respondents who currently play Roblox and have created a game (N = 305).



Notes | Cross-tabs show that Roblox is competing with social media platforms for attention more with older respondents relative to younger respondents.

Do you regularly or occasionally use the following apps/platforms? (Select all that apply)

Posed to all respondents who currently play Roblox (N = 856).



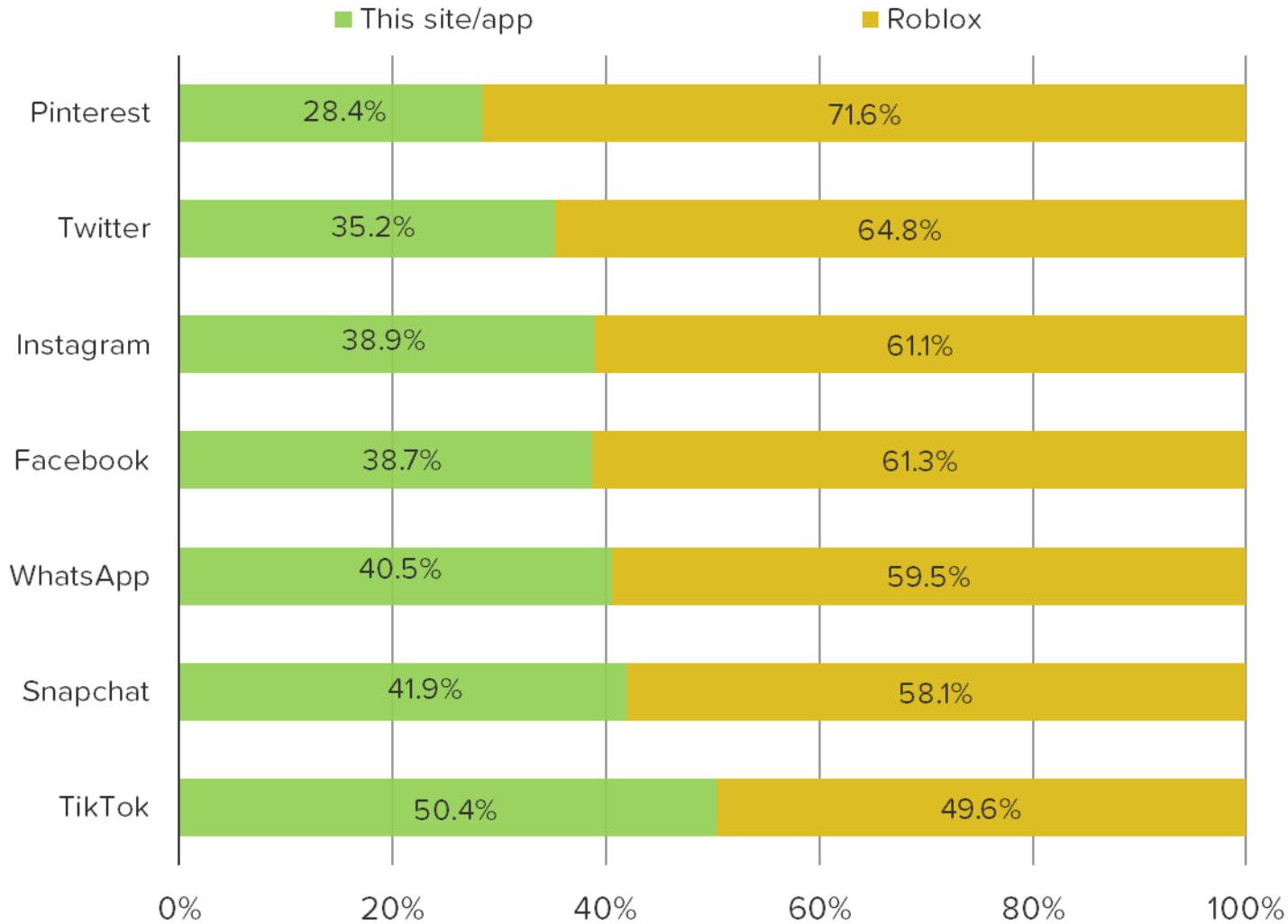
Data above cross-tabbed by age:

	None	Facebook	Snapchat	Twitter	TikTok	Instagram	WhatsApp	Pinterest	N =
Current Age: 8	36.5%	23.1%	25.0%	9.6%	42.3%	21.2%	11.5%	9.6%	52
Current Age: 9	30.8%	33.9%	24.6%	12.3%	50.8%	24.6%	13.9%	9.2%	65
Current Age: 10	25.4%	39.3%	36.9%	22.1%	51.6%	31.2%	19.7%	13.9%	122
Current Age: 11	30.2%	34.4%	34.4%	10.4%	57.3%	22.9%	14.6%	11.5%	96
Current Age: 12	14.3%	41.8%	57.1%	28.6%	72.5%	40.8%	28.6%	18.4%	98
Current Age: 13	8.9%	47.3%	43.8%	36.6%	66.1%	57.1%	28.6%	21.4%	112
Current Age: 14	6.7%	67.4%	56.2%	43.8%	65.2%	56.2%	28.1%	25.8%	89
Current Age: 15	7.4%	62.1%	61.1%	44.2%	61.1%	65.3%	32.6%	19.0%	95
Current Age: 16	2.7%	60.0%	60.0%	45.3%	66.7%	76.0%	32.0%	24.0%	75
Current Age: 17	2.9%	73.5%	55.9%	52.9%	64.7%	67.7%	50.0%	32.4%	34
Current Age: 18	0.0%	83.3%	94.4%	83.3%	88.9%	100.0%	66.7%	61.1%	18

Notes: Cross-tabs show that Roblox is competing with social media platforms for attention more with older respondents relative to younger respondents.

Which do you spend more time on?

Posed to all respondents who currently play Roblox and use the below social media sites/apps.

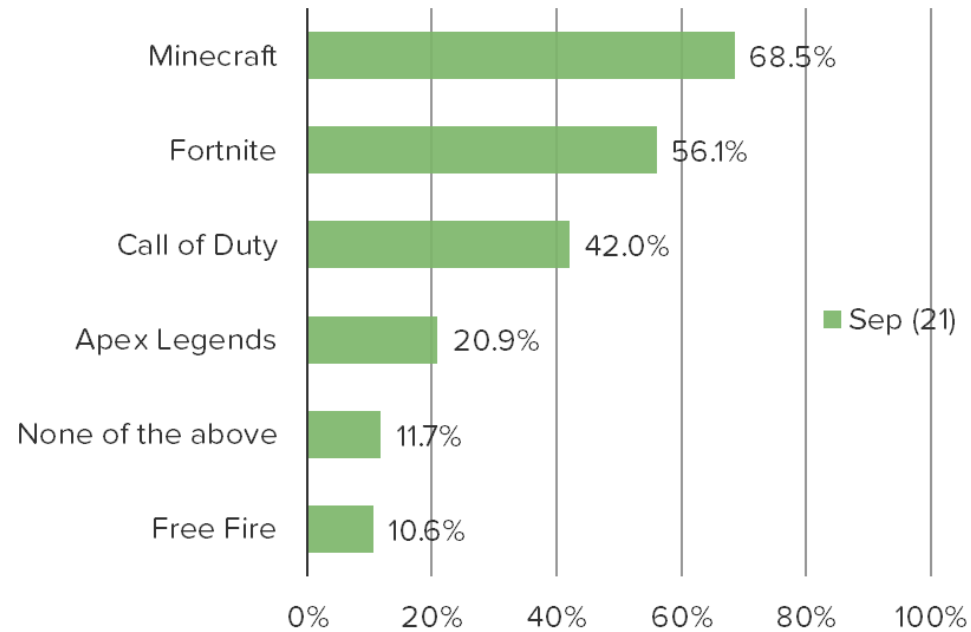


	N =
Facebook	413
Snapchat	401
Twitter	267
TikTok	522
Instagram	401
WhatsApp	222
Pinterest	162

Notes | Cross-tabs show that Roblox is competing with other games for attention more with older respondents compared to younger respondents.

Do you regularly or occasionally play the following games?

Posed to all respondents who currently play Roblox (N = 856).

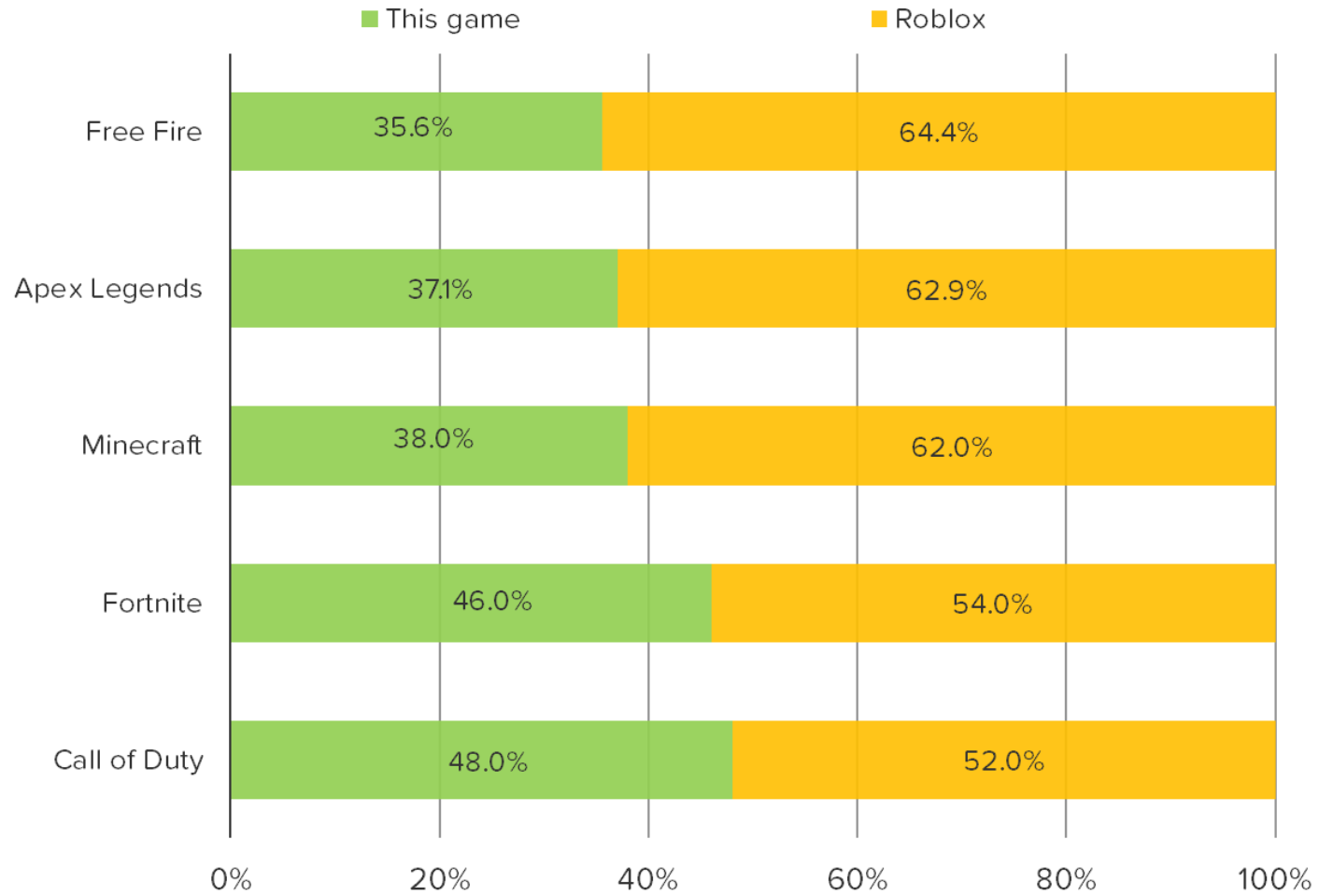


Data above cross-tabbed by age:

	None of the above	Fortnite	Minecraft	Call of Duty	Apex Legends	Free Fire	N =
Current Age: 8	12.9%	51.6%	64.5%	19.4%	16.1%	3.2%	31
Current Age: 9	20.0%	45.0%	67.5%	32.5%	15.0%	5.0%	40
Current Age: 10	14.8%	59.0%	62.3%	39.3%	23.0%	9.8%	61
Current Age: 11	8.3%	52.1%	75.0%	29.2%	6.3%	4.2%	48
Current Age: 12	6.4%	53.2%	78.7%	46.8%	21.3%	12.8%	47
Current Age: 13	10.2%	62.7%	66.1%	37.3%	20.3%	11.9%	59
Current Age: 14	9.8%	58.5%	70.7%	61.0%	26.8%	9.8%	41
Current Age: 15	10.0%	64.0%	62.0%	52.0%	22.0%	18.0%	50
Current Age: 16+	14.3%	53.1%	71.4%	55.1%	34.7%	16.3%	49

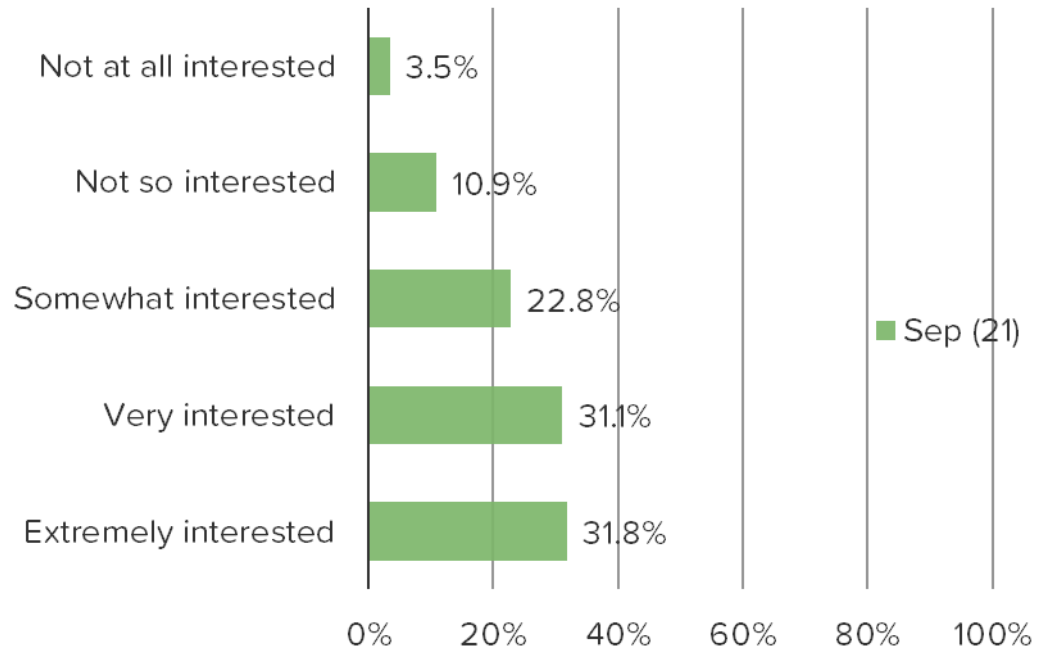
Which do you spend more time on?

Posed to all respondents who currently play Roblox and play the below games.



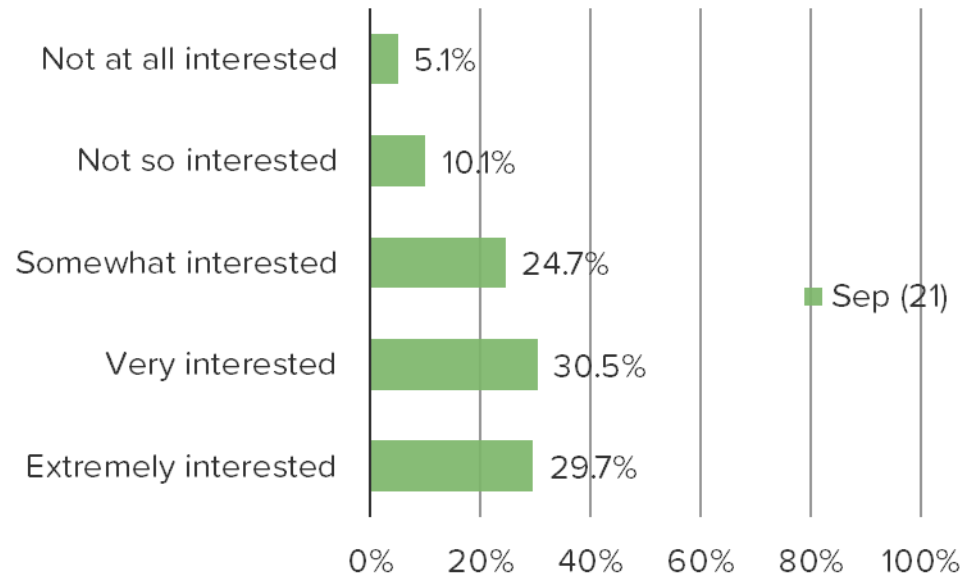
How much interest would you have in existing in immersive, shared virtual spaces in which you could attend concerts with friends?

Posed to all respondents who currently play Roblox (N = 856).



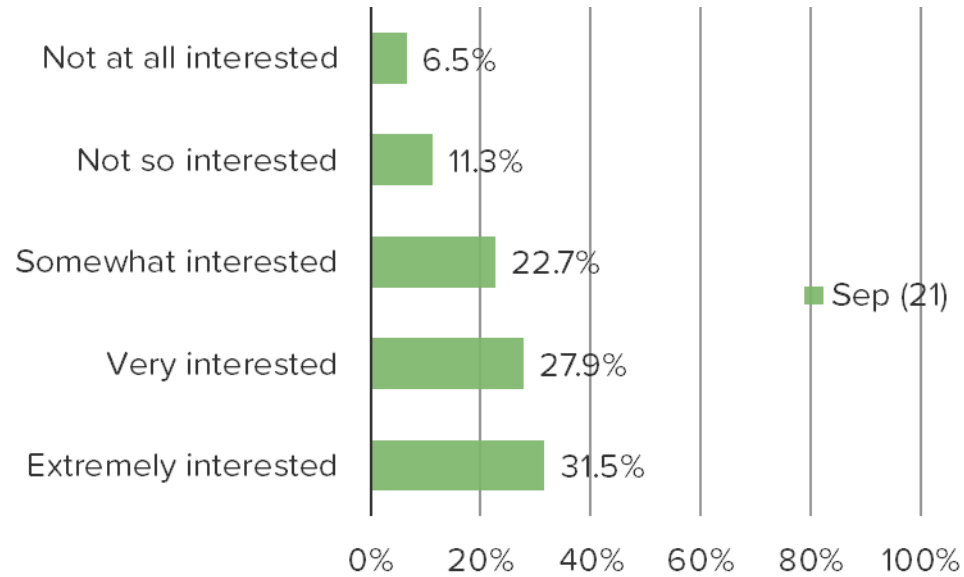
How much interest would you have in existing in immersive, shared virtual spaces in which you could try on items available in-stores?

Posed to all respondents who currently play Roblox (N = 856).



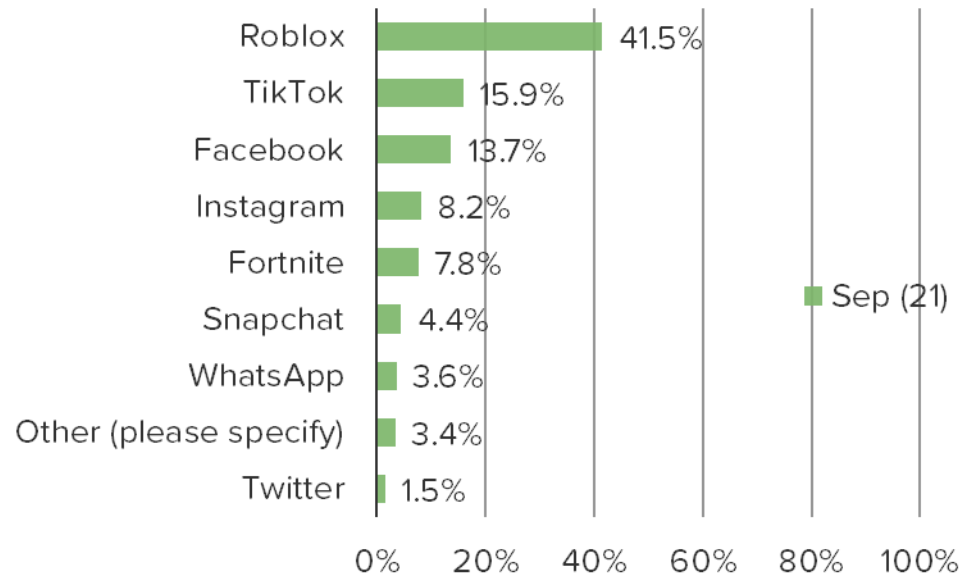
How much interest would you have in existing in immersive, shared virtual spaces in which you could attend school/work virtually?

Posed to all respondents who currently play Roblox (N = 856).



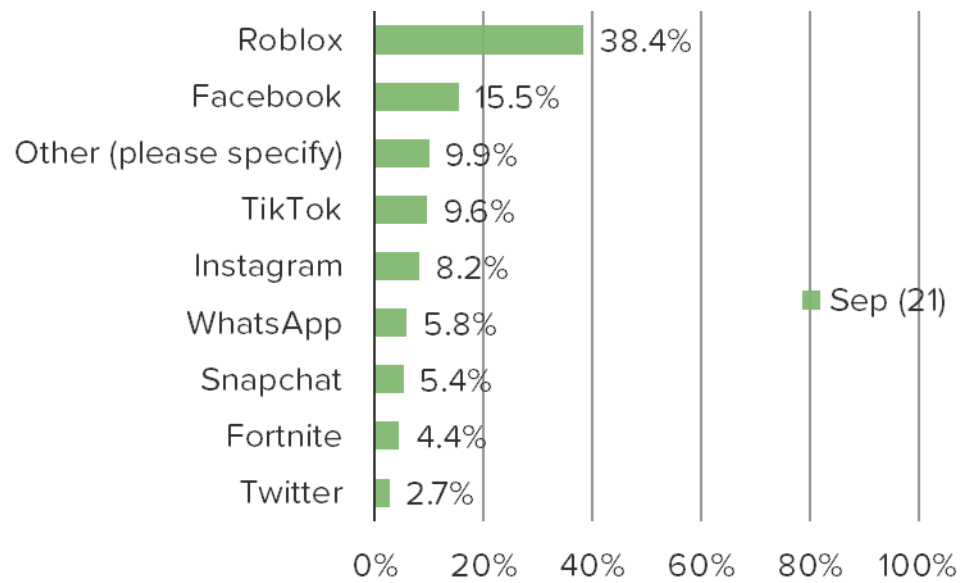
In your opinion, which would be best if they offered a virtual environment for attending virtual concerts with your friends?

Posed to all respondents who currently play Roblox (N = 856).



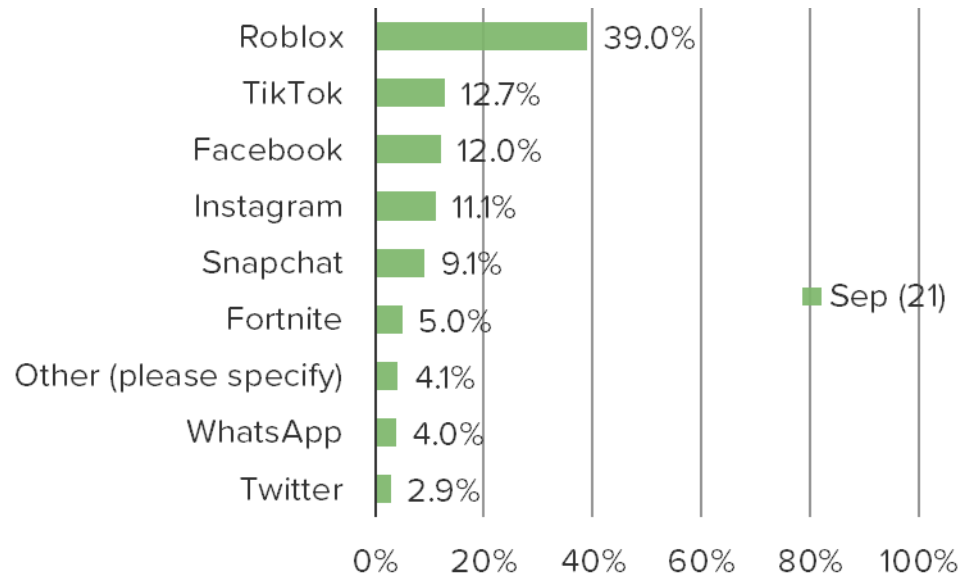
In your opinion, which would be best if they offered a virtual environment for attending school virtually?

Posed to all respondents who currently play Roblox (N = 856).



In your opinion, which would be best if they offered a virtual environment for trying on items in stores virtually?

Posed to all respondents who currently play Roblox.

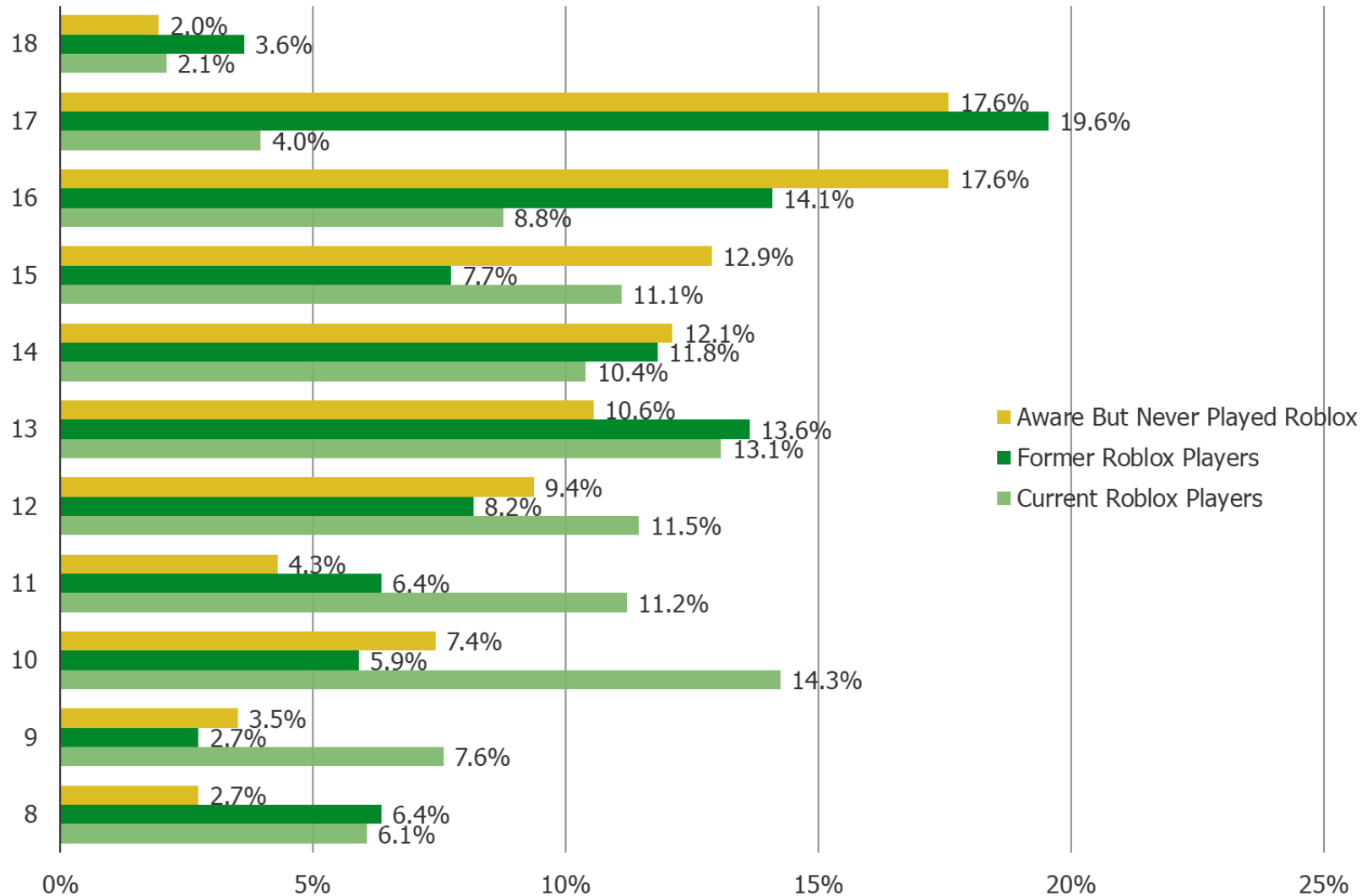


N = 856

Demographics

What is your age?

Current Roblox players, vs. former players, vs. aware but never played Roblox.



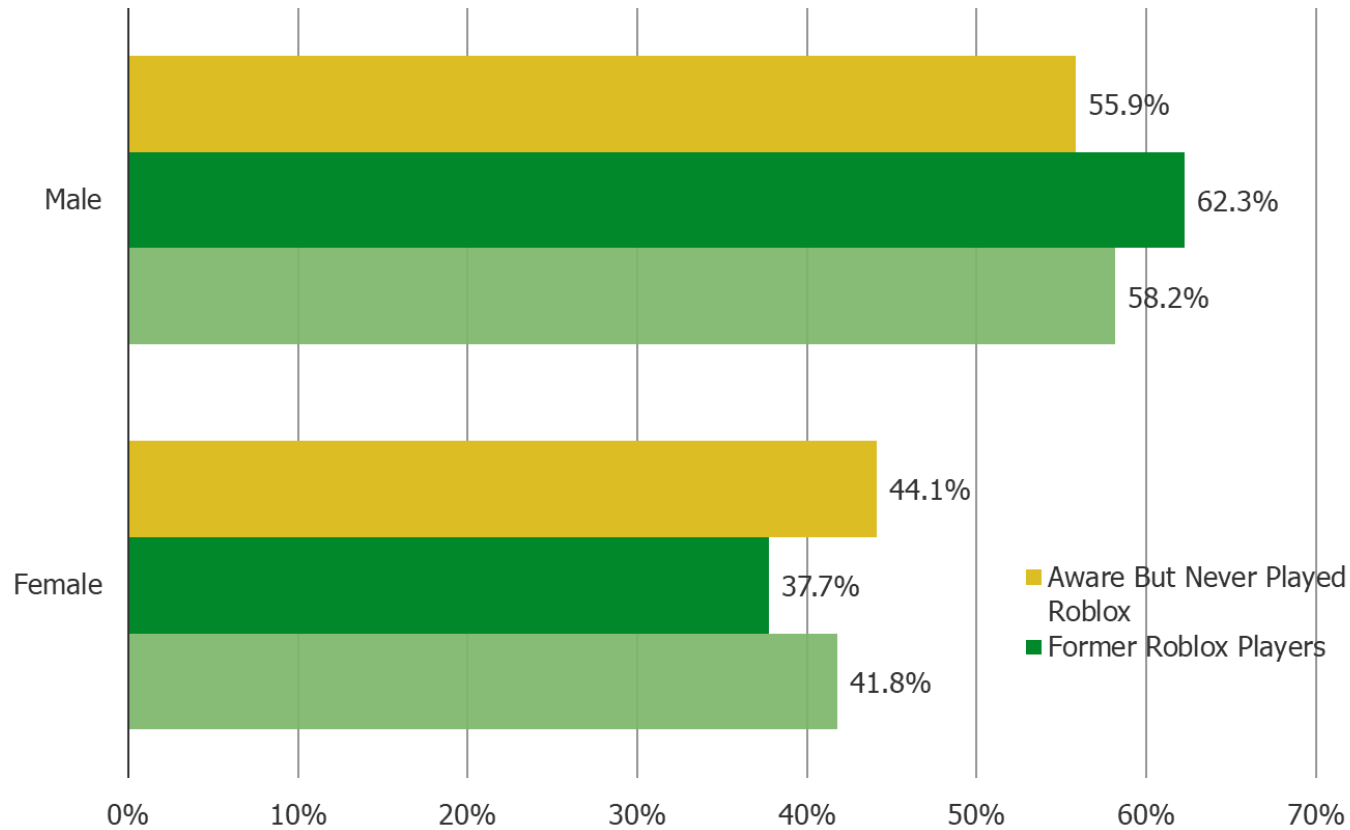
N = 856 Roblox Players

N = 220 Former Roblox Players

N = 256 Aware, But Never Played Roblox

What is your gender?

Current Roblox players, vs. former players, vs. aware but never played Roblox.



N = 856 Roblox Players
N = 220 Former Roblox Players
N = 256 Aware, But Never Played Roblox