

BACKGROUND:

- ❑ Survey of ~600 US teens (13-18) balanced to census who play video games. The slides also contain cross-tab analysis of teen respondents to scope purchase intentions among current PlayStation and Xbox owners and the implications of the delay of Halo Infinite.

FINDINGS:

- ❑ PS4 owners are more likely to buy a PS5 than Xbox One owners are to buy the Series X. Additionally, the PS5 is more likely to attract Xbox One owners than the Series X is to attract PS4 owners. Nintendo owners are more likely to purchase a PS5 vs. an Xbox Series X.
- ❑ Teen gamers have a net positive view of both the console specs and exclusive game lineups for the PS5 and Series X.

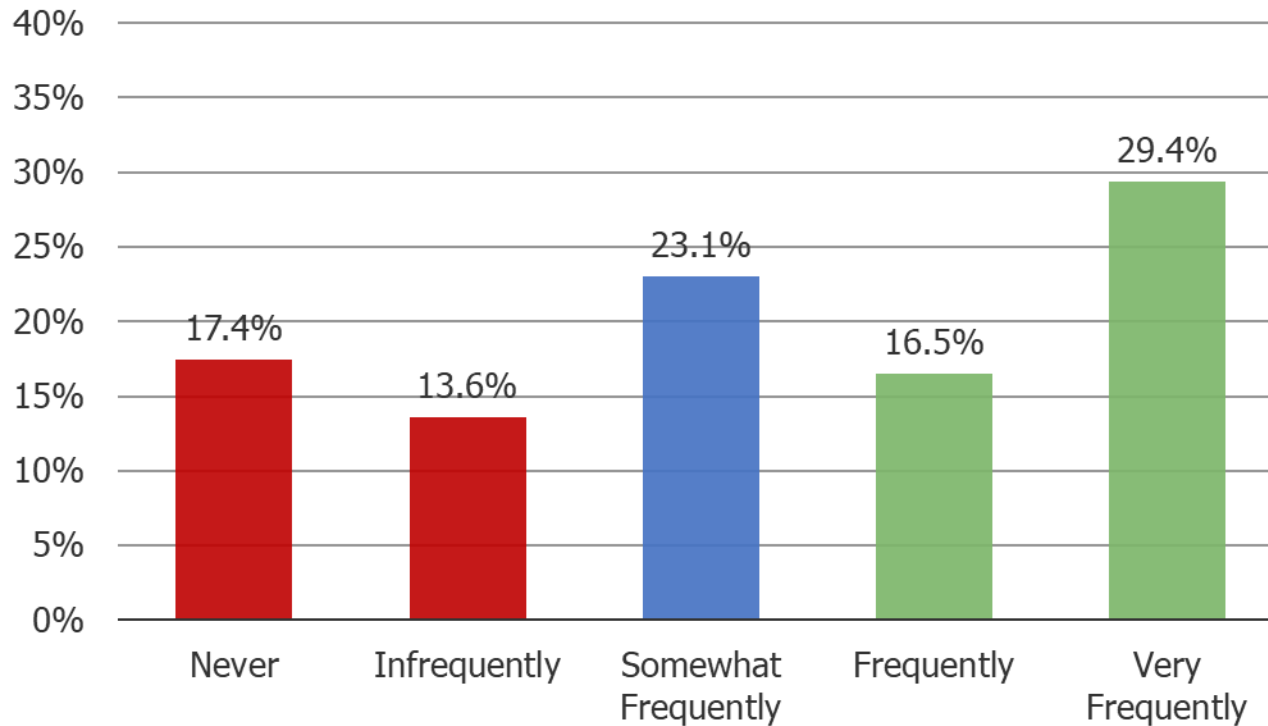


Video Games



Do you play video games?

Posed to all respondents (teens 13-18)



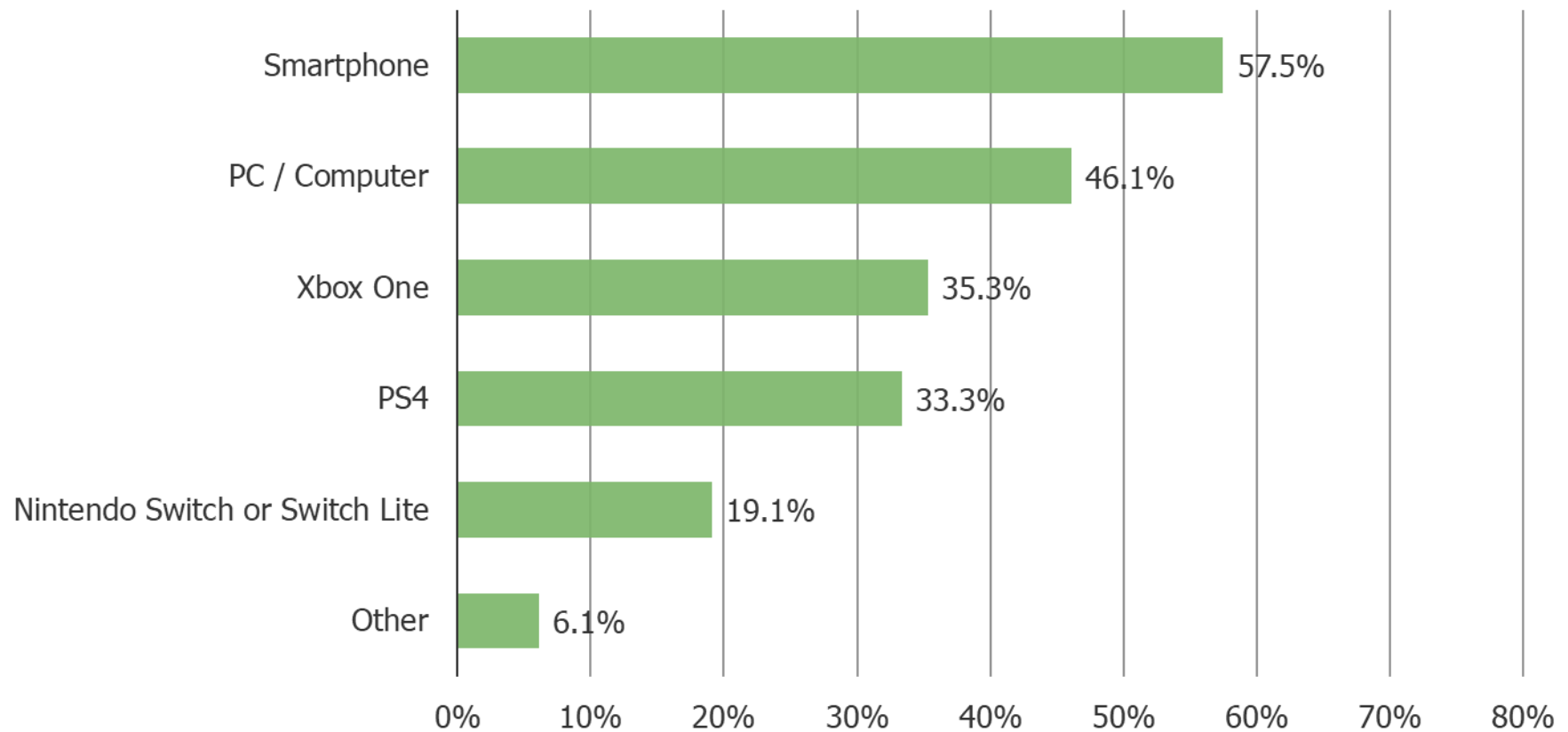
N = 551

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How do you play video games? (select all that apply)

Posed to all respondents who play video games (teens 13-18)



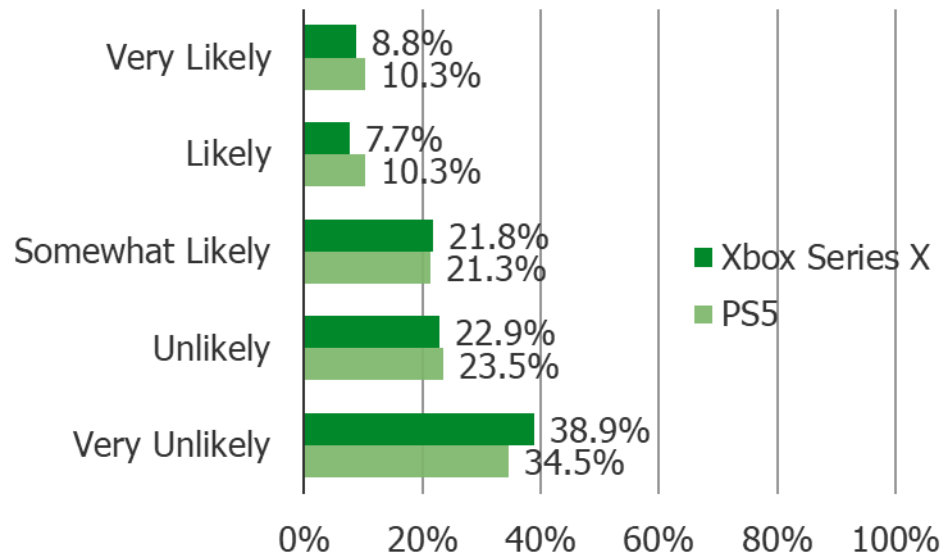
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How likely are you to get the following consoles after they are released?

Posed to all respondents who play video games (teens 13-18)



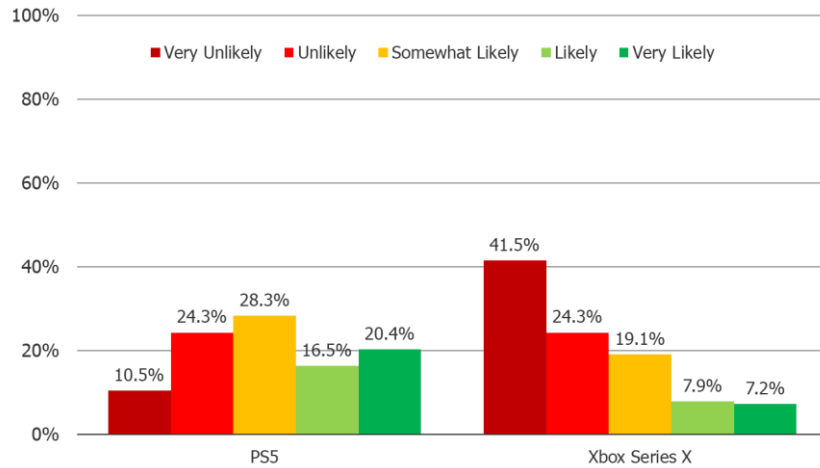
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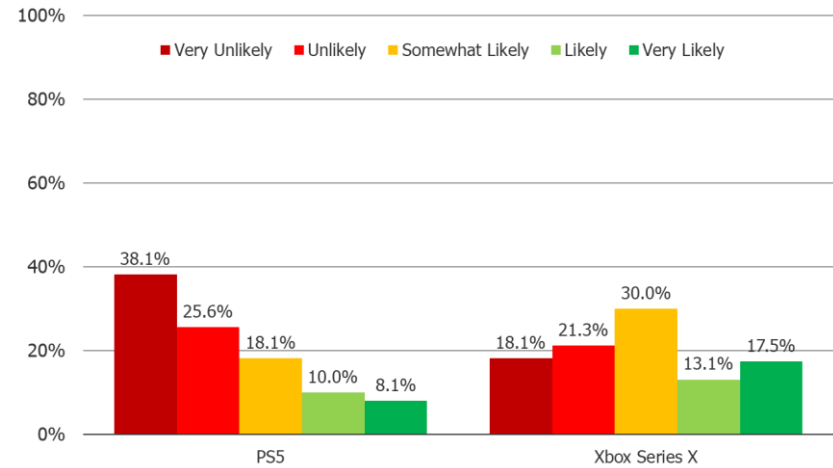


How likely are you to get the following consoles after they are released?

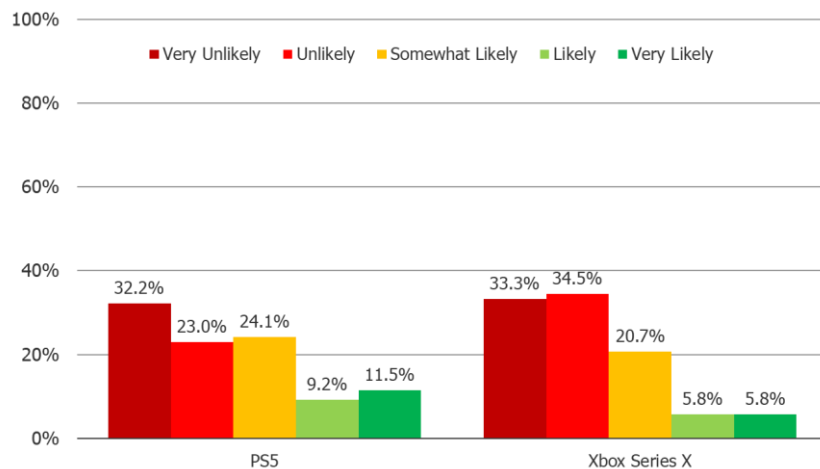
Posed to PS4 owners (teens 13-18): N = 152



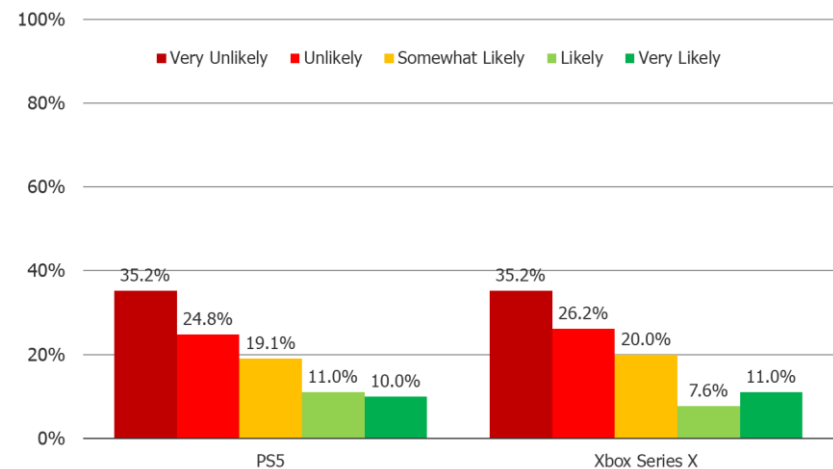
Posed to Xbox owners (teens 13-18): N = 160



Posed to Switch owners (teens 13-18): N = 87

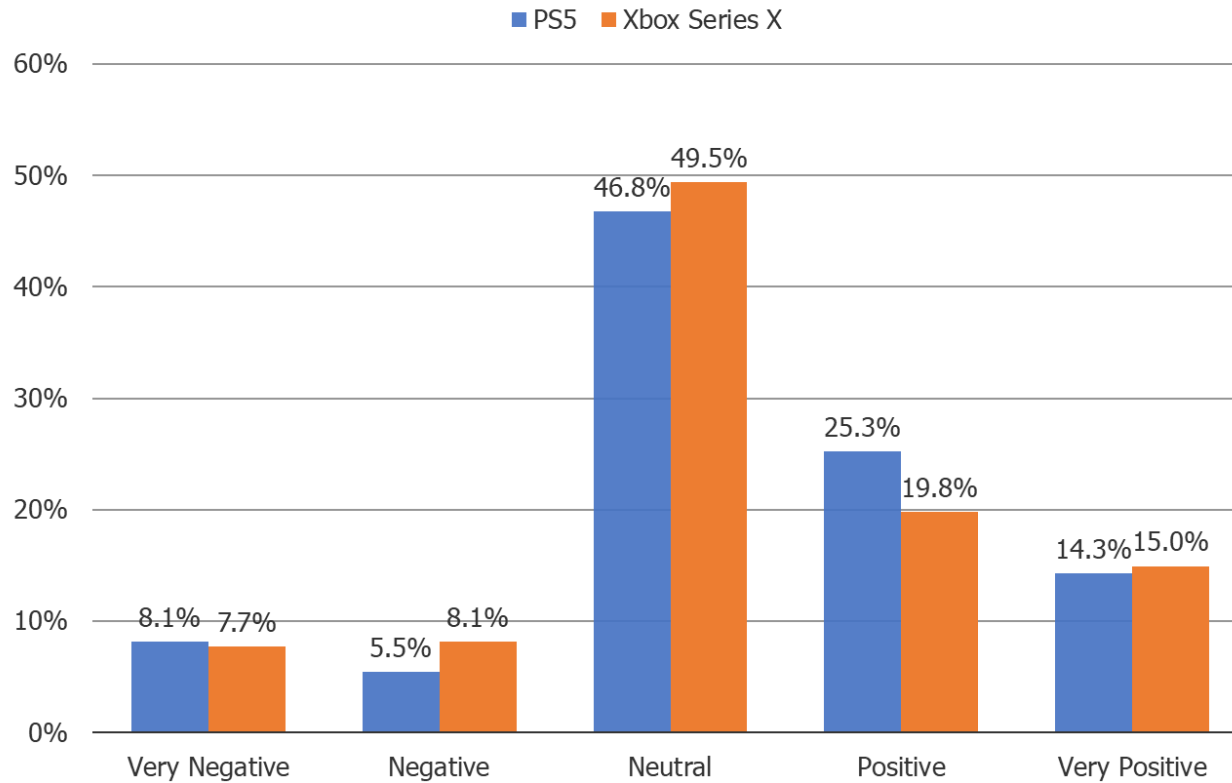


Posed to PC owners (teens 13-18): N = 210



What is your opinion of the console specs released for each of the following:

Posed to all respondents who play video games (teens 13-18)



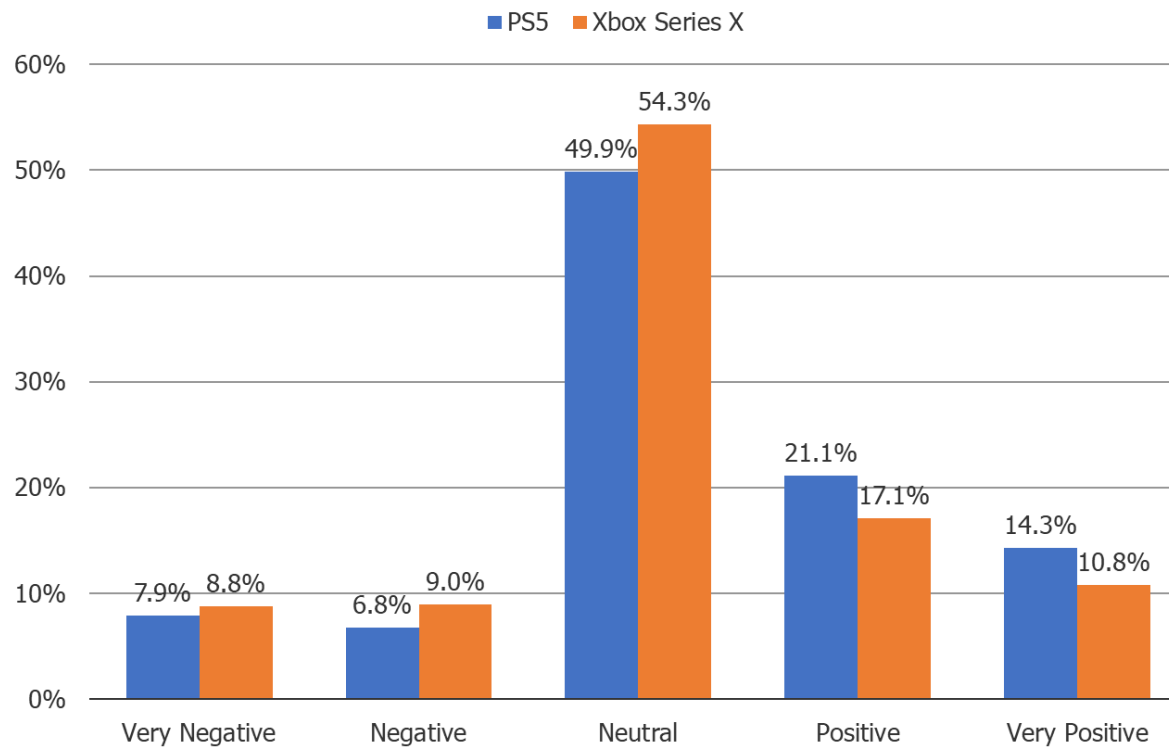
N = 455

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What is your opinion of the exclusive game lineup released for each of the following:

Posed to all respondents who play video games (teens 13-18)



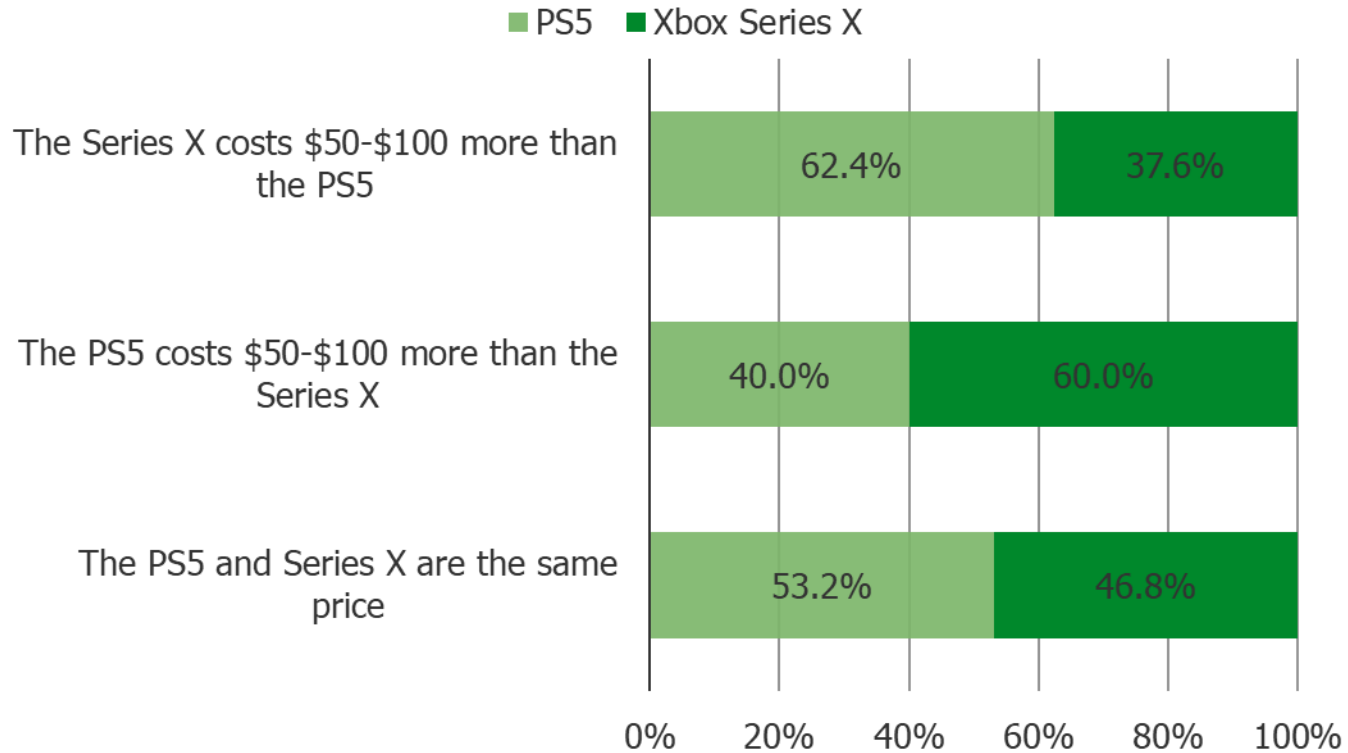
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Which would you choose if...

Posed to all respondents who play video games (teens 13-18)



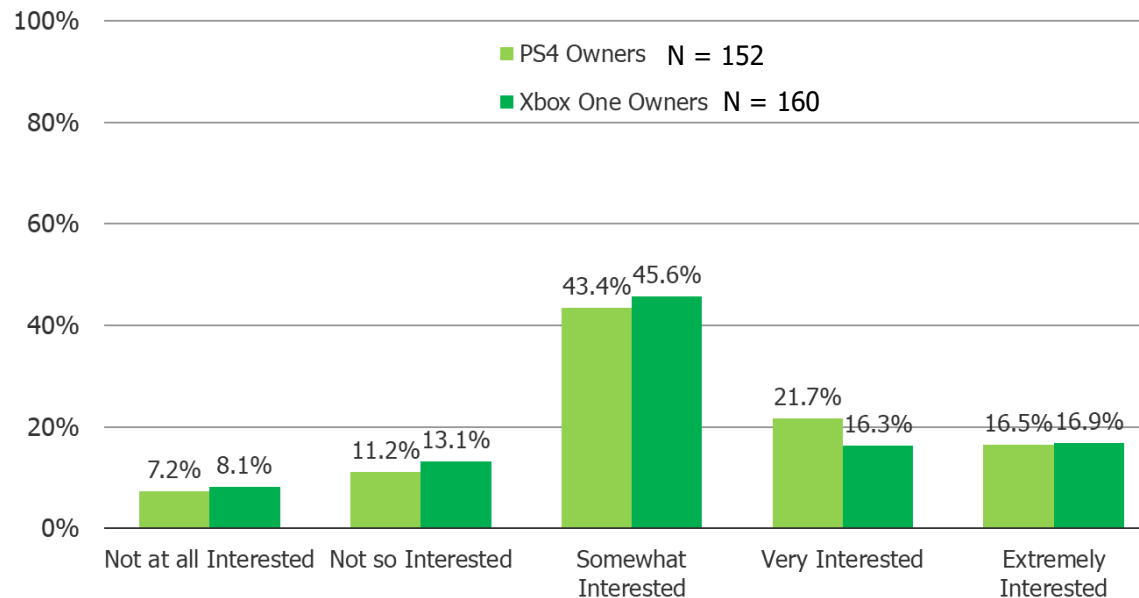
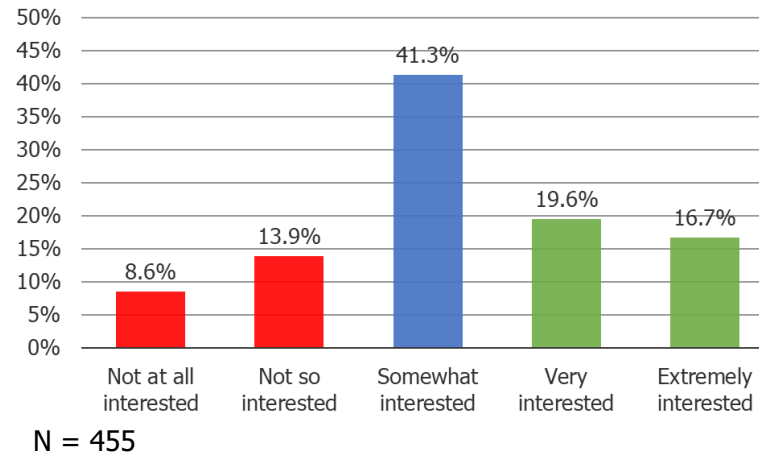
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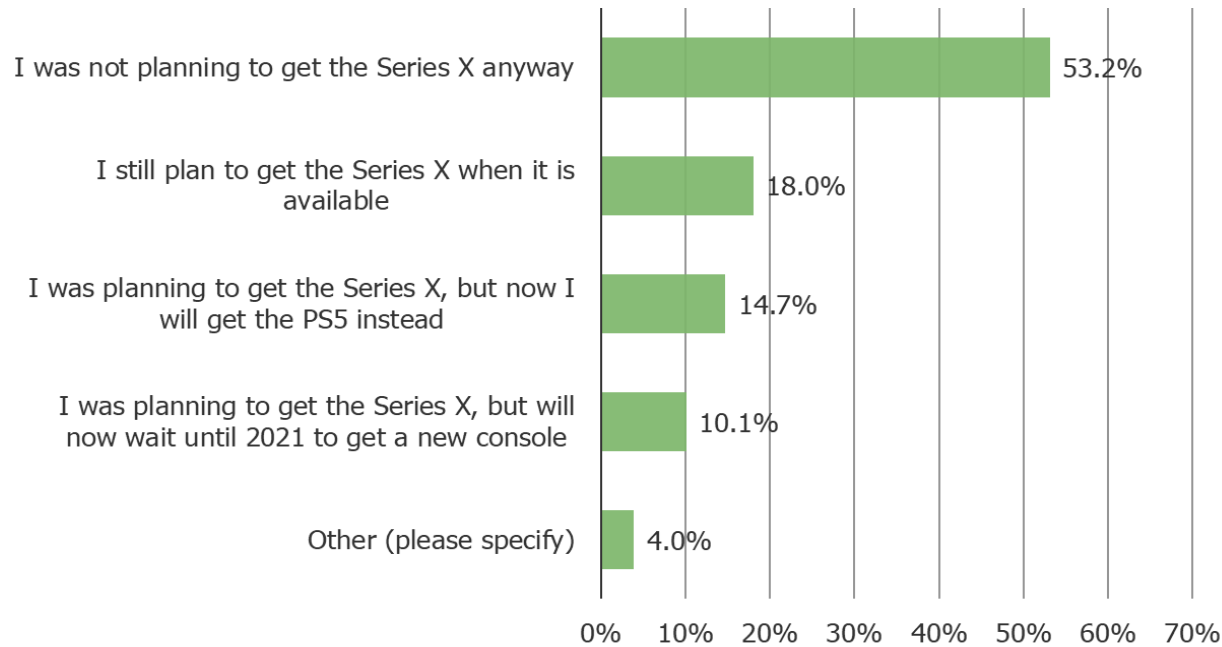
How much interest would you have in cloud gaming services in which you could play console video games on regular devices with internet connections (smartphones, tablets, laptops, etc)?

Posed to all respondents who play video games (teens 13-18)



Microsoft announced that the release of Halo Infinite will be delayed until 2021 and that it will not be the launch title for the Series X. Which of the following best describes your reaction?

Posed to all respondents who play video games (teens 13-18)



N = 455

