

Check Breakdown: Video Gamers, Japan and UK

Source: Survey of 800+ Consumers in Japan and 800+ Consumers in the UK

Japan Feedback

Console ownership increased sequentially for most consoles in our platform. A higher percentage of consumers said they currently own the PS5 relative to the percentage who said they currently own the Xbox Series X. Among those who do not currently own the consoles, the Switch and PS5 are in greater demand than the Series X. Gamers play their consoles often and for the most part they think their spending on game downloads and in-game transactions in the future will be the same – with the exception of PS5 owners who see spending increasing in the future.

UK Feedback

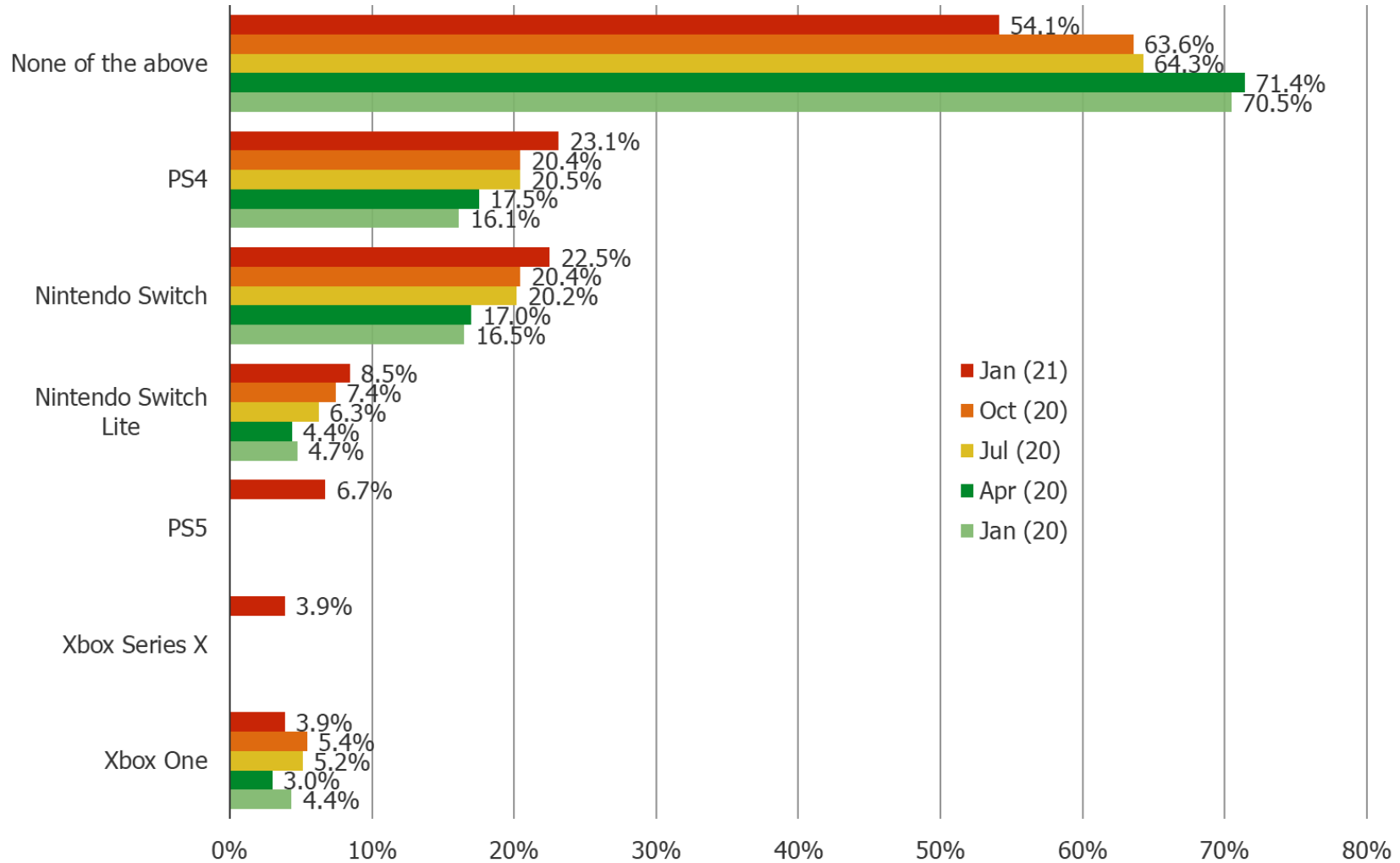
The percentage of consumers who own a console increased sequentially. The percentage who own a Series X and PS5 currently came in at nearly the same reading (9.4% for Series X and 8.1% for PS5). Among those who do not own each console, demand remains stronger for the PS5.

Japan Data



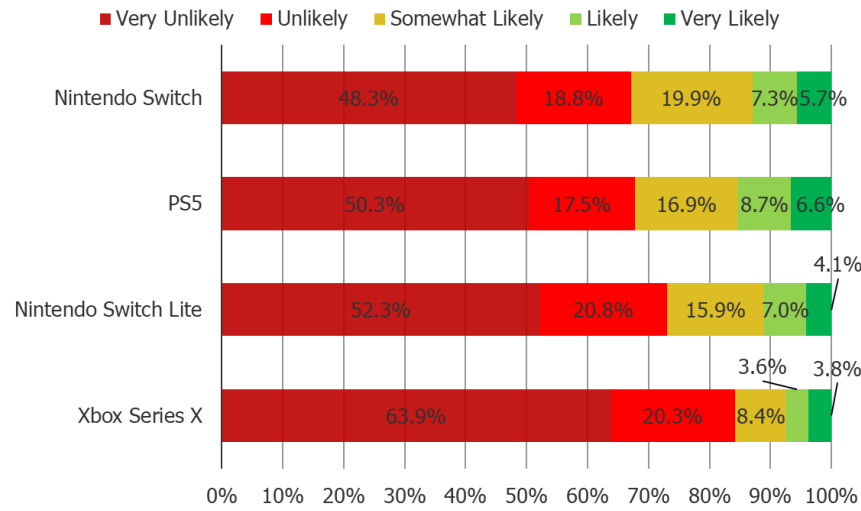
Do you own the following video game consoles? (Select everything you own)

Posed to all respondents.



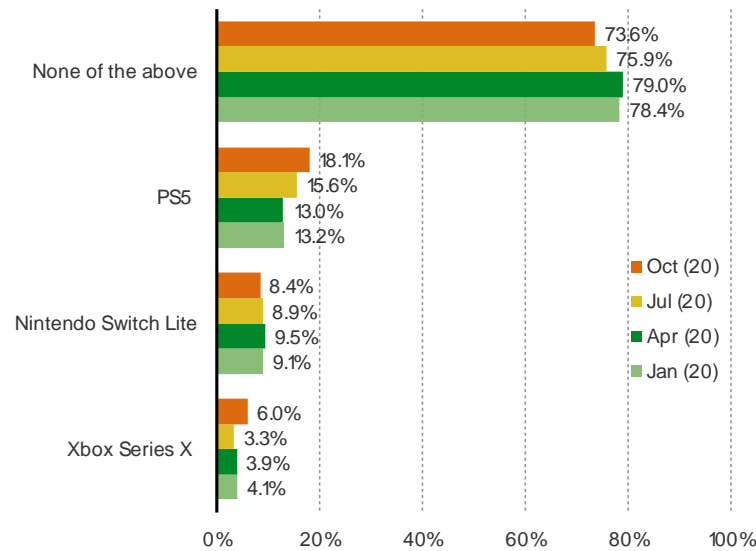
How likely are you to buy each of the following?

Posed to respondents WHO DO NOT currently own each of the following.



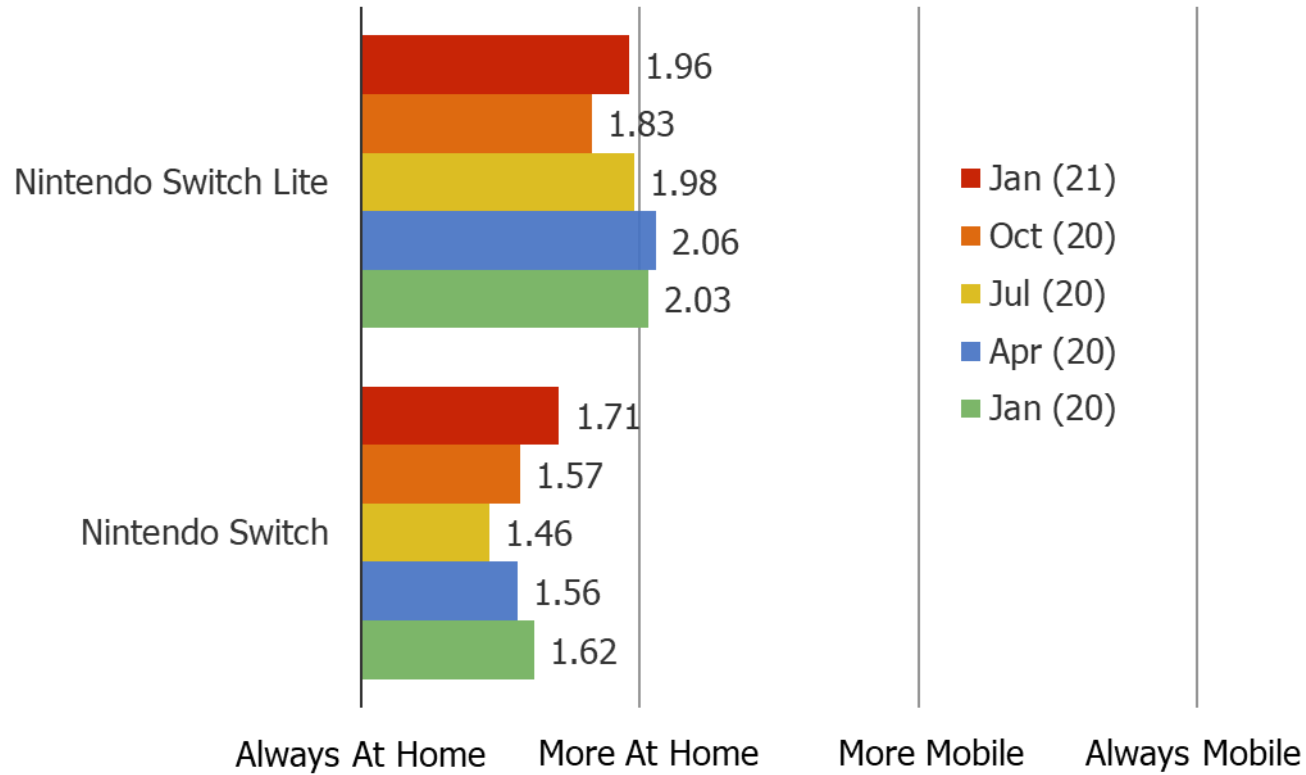
HISTORICAL DATA | Do you plan to purchase any of the following? (Select everything you plan to buy)

Posed to all respondents.



Which best describes your method of use

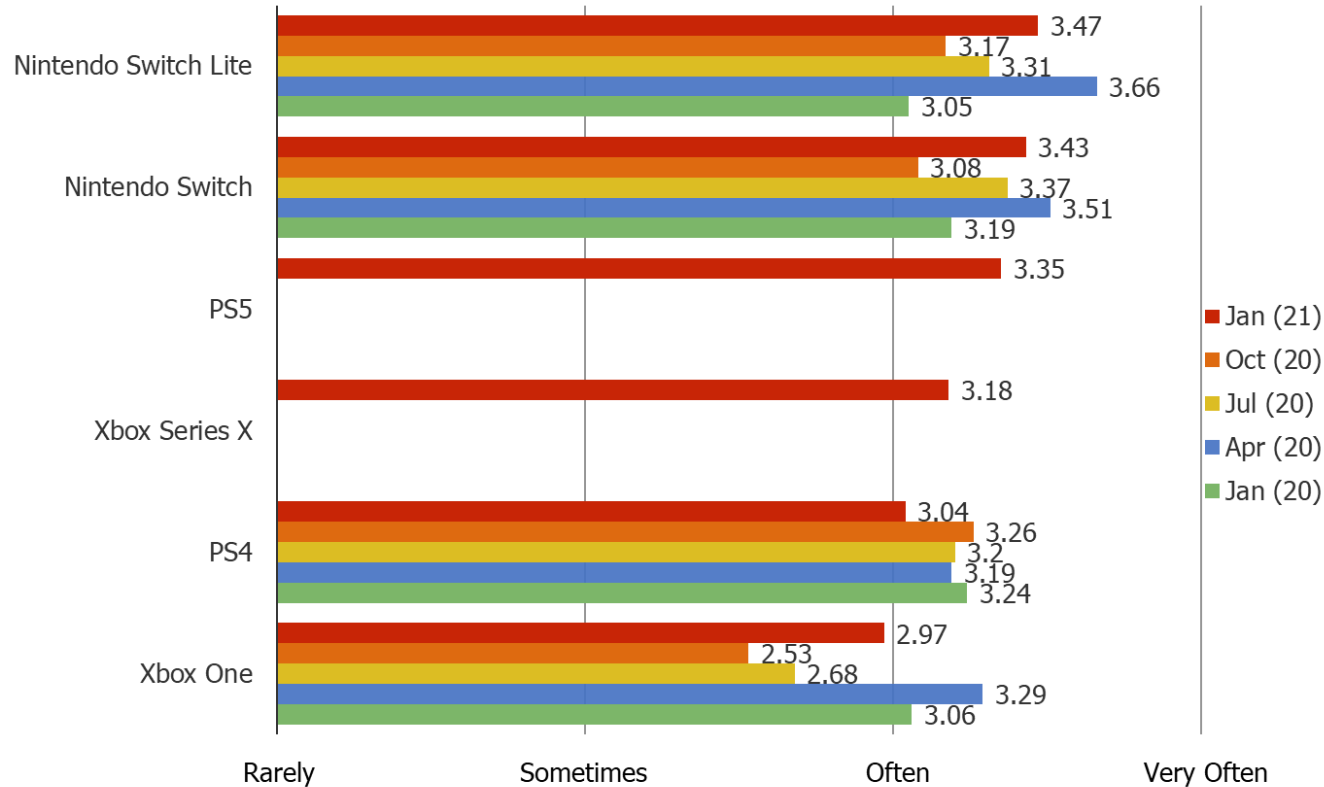
Posed to Nintendo Switch and Nintendo Switch Lite Owners.



Nintendo Switch Owners: N = 181
Nintendo Switch Lite Owners: N = 69



How often do you use the console?
Posed to owners of each of the following.

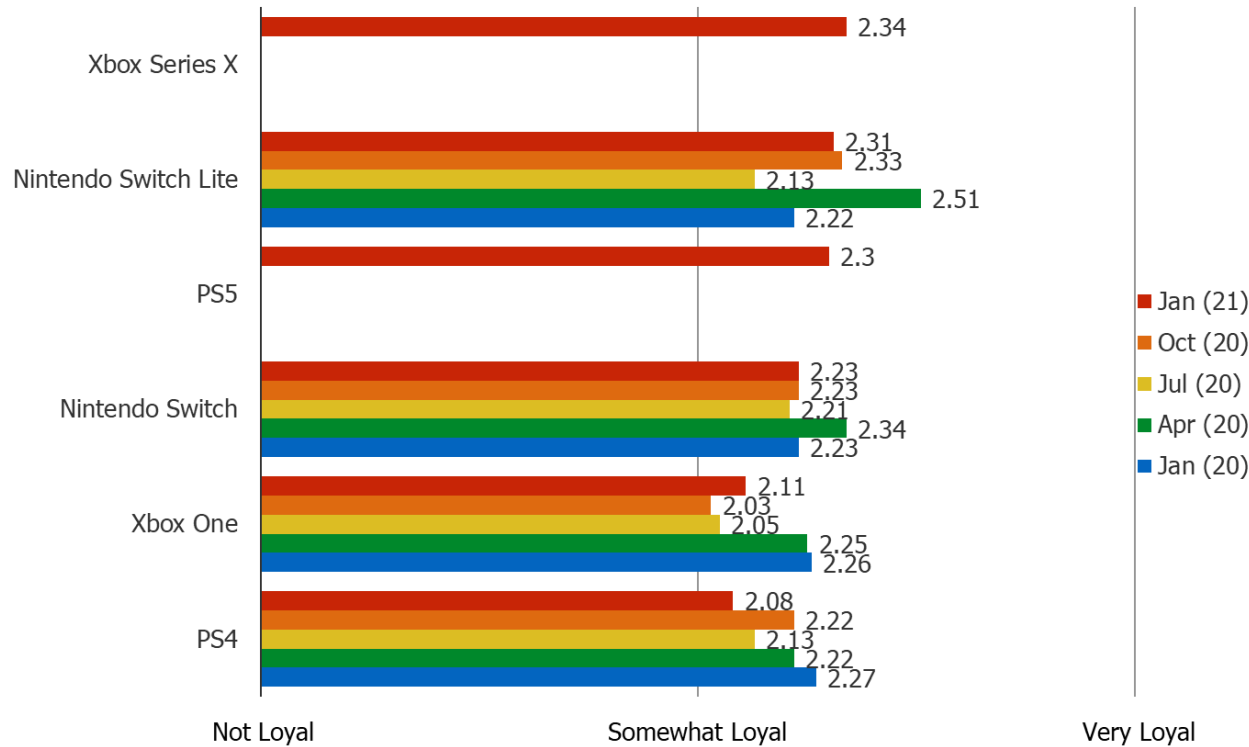


Nintendo Switch Owners: N = 189
Nintendo Switch Lite Owners: N = 69
PS4 Owners: N = 186
PS5 Owners: N = 54
Xbox One Owners: N = 31
Xbox Series X Owners: N = 31



How loyal are you to this console?

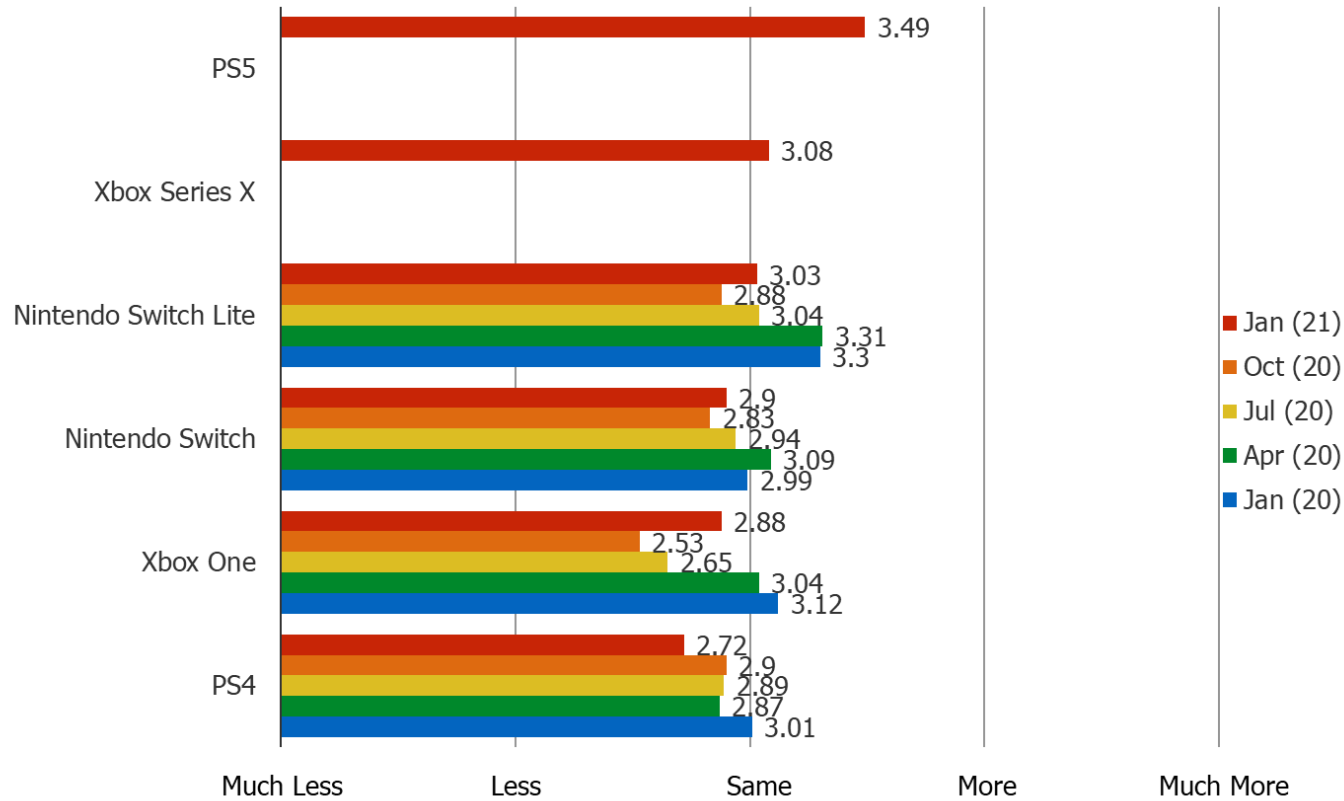
Posed to owners of each of the following.



- Nintendo Switch Owners: N = 189*
- Nintendo Switch Lite Owners: N = 69*
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- PS5 Owners: N = 54*
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- Xbox Series X Owners: N = 31*



Do you think you will spend more or less on game downloads and in-game transactions in the future?
Posed to all console owners.

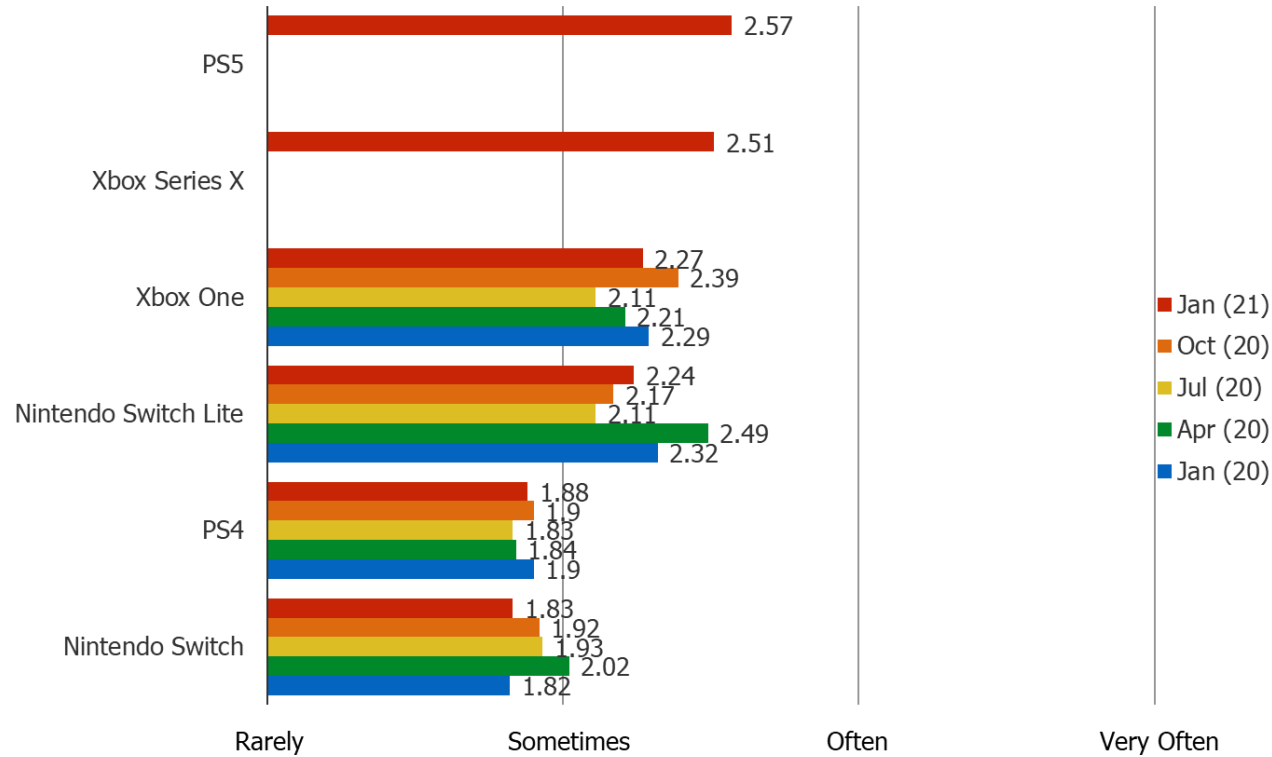


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How often do you buy new downloads?

Posed to owners of each of the following.

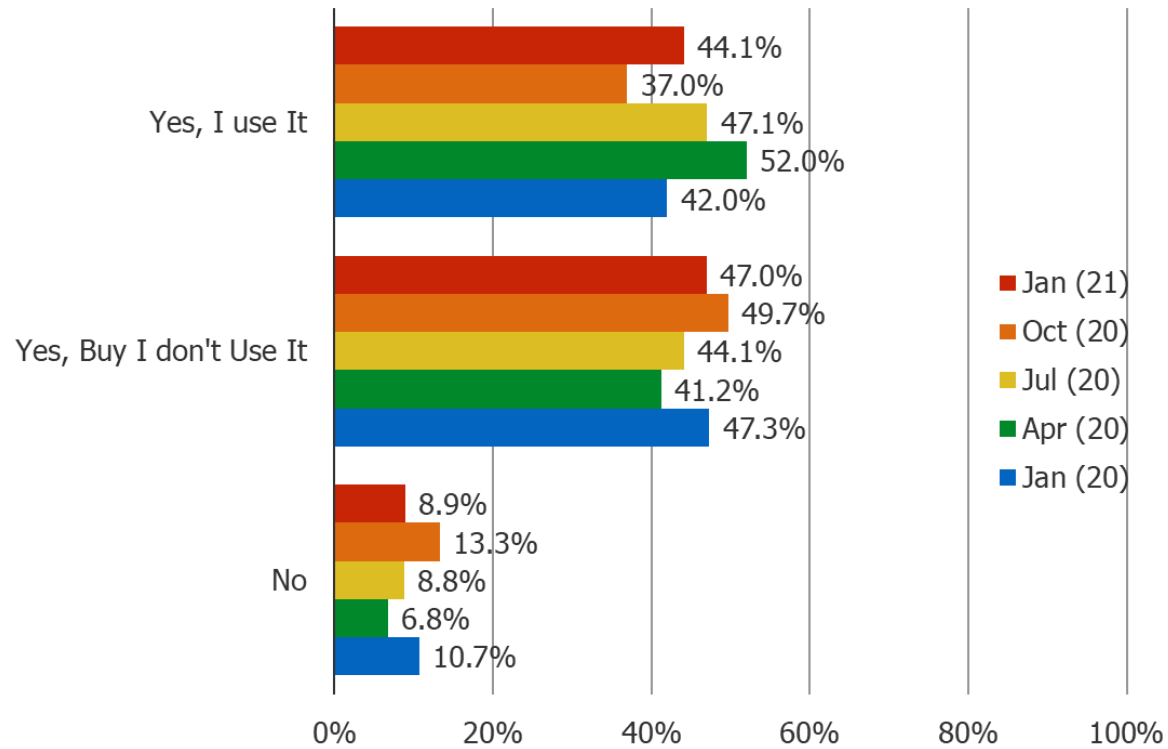


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Are you familiar with Nintendo Switch Online?

Posed to Nintendo Switch owners.

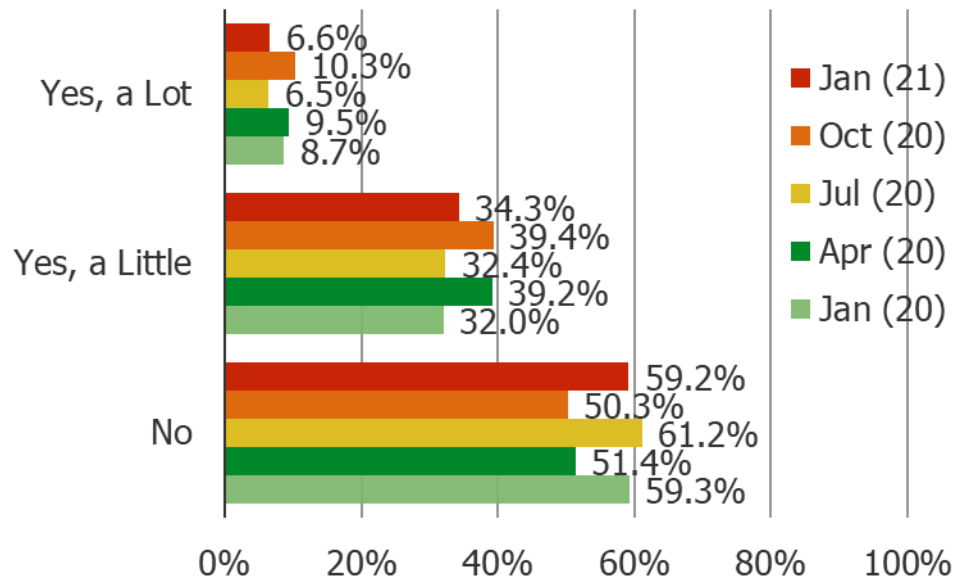


Nintendo Switch and/or Switch Lite Users: N = 213



Will the launch of the PS5 or Xbox Series X reduce how often you play Nintendo Switch games?

Posed to Nintendo Switch owners.



Nintendo Switch and/or Switch Lite Users: N = 213

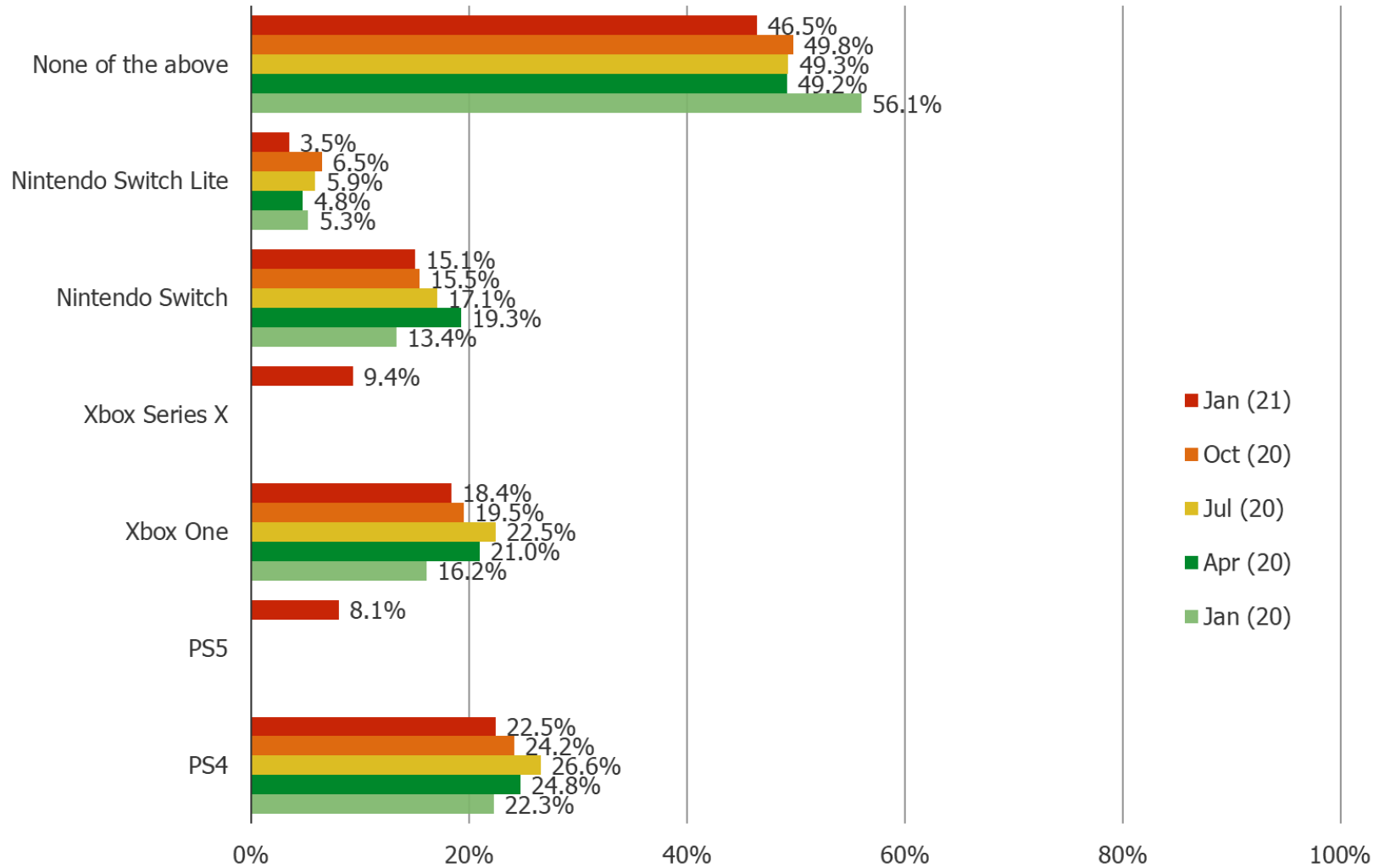


UK Data



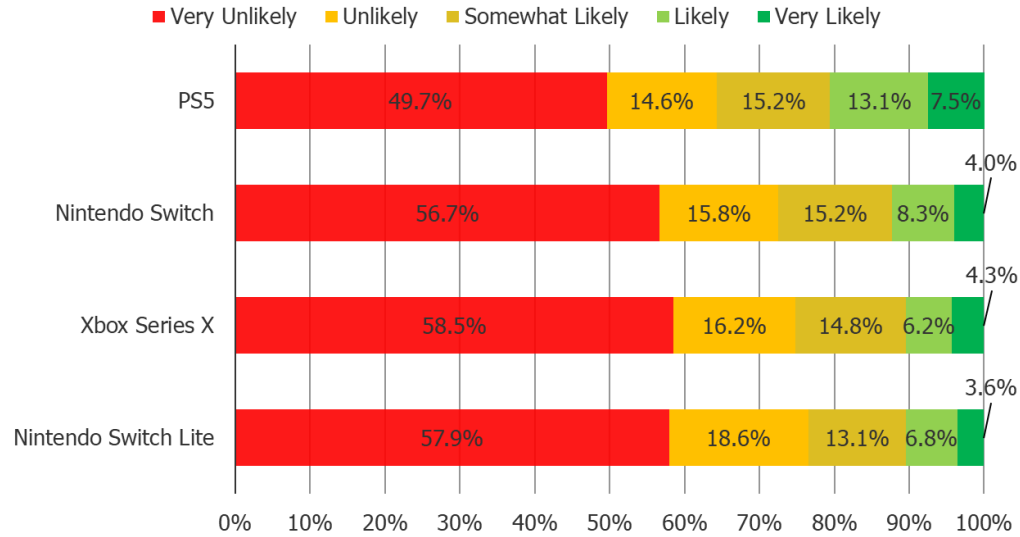
Do you currently own any of the following video game consoles? (Select ALL that apply)

Posed to Nintendo Switch owners.



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Posed to Nintendo Switch owners.



HISTORICAL DATA | Do you currently own any of the following video game consoles? (Select ALL that apply)

Posed to All Respondents.

