

# Bespoke Market Intelligence



**Roblox Survey Research, Volume 2 | June 2022**

## BACKGROUND:

- ❑ Survey of 1,364 8-18 year-old respondents who play video games (852 of whom play Roblox regularly or occasionally).
- ❑ \*Parental permission was obtained for each respondent before they took the survey. We also asked parents to remain available to their child to assist them with understanding the survey if necessary.

## Key Takeaways:

- ❑ Relative to our survey in September, a higher % of the audience is aware of Roblox and a higher percentage plays regularly.
- ❑ Many of the KPIs we asked about tracked in-line with what we observed in September – some a touch better, some a touch worse with most of the feedback coming back positive, on balance.
- ❑ Roblox is popular among all ages within the 8-18 cohort, but the younger half of this cohort are especially likely to be players.
- ❑ NPS remains very strong, especially among those who say they play Roblox regularly (NPS of 70+).
- ❑ The audience shows interest in metaverse / virtual environment type applications and continues to look to Roblox as a platform that they could leverage for these purposes.
- ❑ Across the spectrum of other platforms vying for time (social media and gaming), the top threats include Call of Duty, Fortnite, and TikTok. As we mentioned in the September wave, respondents in the older half of our respondent pool are more likely to be also engaged with social media platforms and alternative video games. They also are more likely to say they expect to play Roblox less because they are in more activities, have school priorities, or have to get a job.

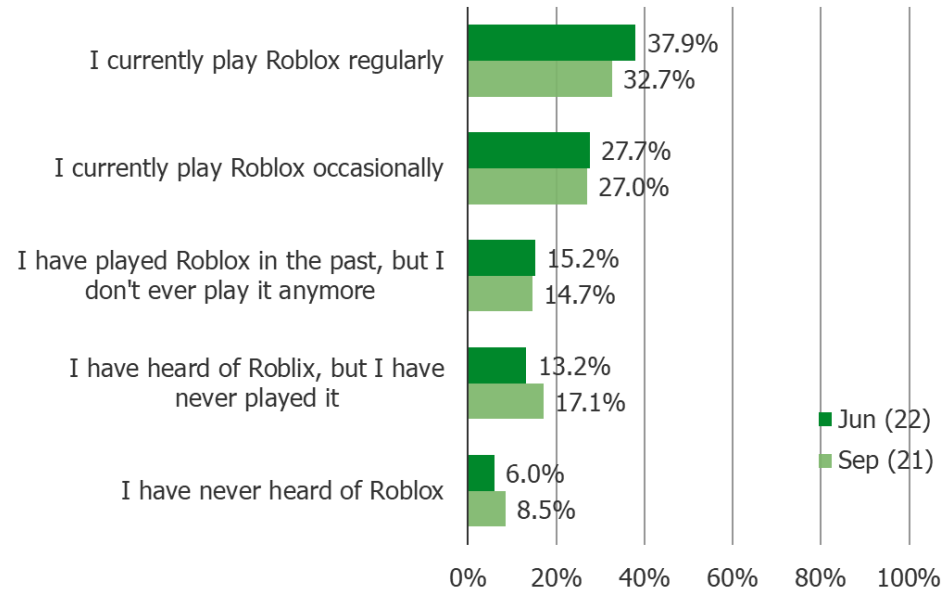


## Experience With Roblox

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## Which of the following best describes your experience with Roblox?

Posed to all respondents who play video games (N = 1,364).



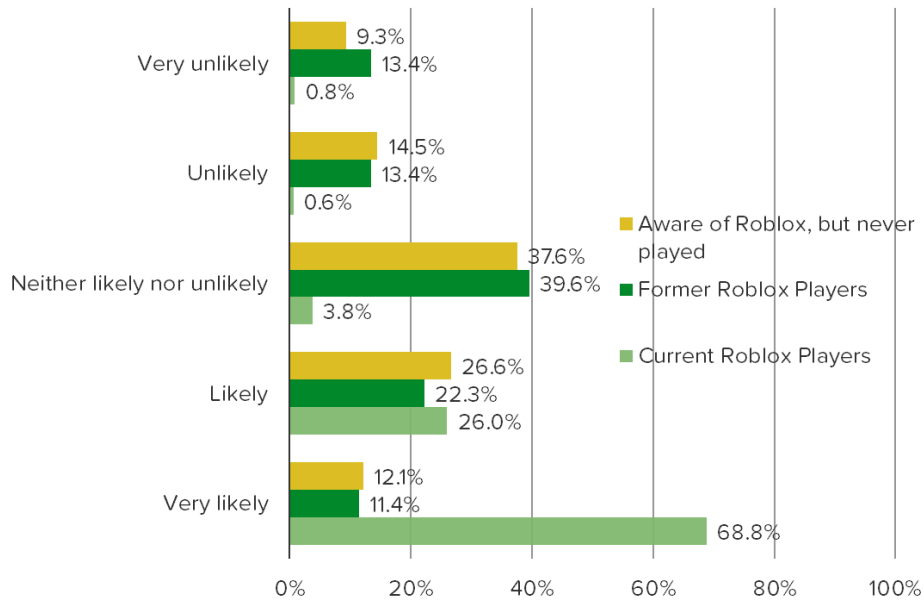
Data above cross-tabbed by age (combining September and June waves):

	I have never heard of Roblox	I have heard of Roblox, but I have never played it	I have played Roblox in the past, but I don't ever play it anymore	I currently play Roblox occasionally	I currently play Roblox often	N Size
Age: 8	8.4%	7.7%	12.9%	23.9%	47.1%	155
Age: 9	5.6%	14.0%	6.2%	29.2%	44.9%	178
Age: 10	5.4%	11.4%	8.1%	23.4%	51.8%	334
Age: 11	4.2%	9.9%	10.6%	31.8%	43.6%	264
Age: 12	7.3%	12.7%	13.1%	26.8%	40.1%	314
Age: 13	6.5%	12.2%	15.1%	26.1%	40.1%	352
Age: 14	4.4%	17.4%	18.4%	30.4%	29.4%	316
Age: 15	7.2%	15.4%	16.3%	36.1%	25.1%	319
Age: 16	8.9%	24.1%	17.7%	24.1%	25.3%	316
Age: 17	14.1%	27.0%	27.4%	20.8%	10.8%	241
Age: 18	16.7%	10.6%	22.7%	22.7%	27.3%	66
Total	7.3%	15.3%	15.0%	27.3%	35.2%	2856

## How likely are you to play Roblox in the future?

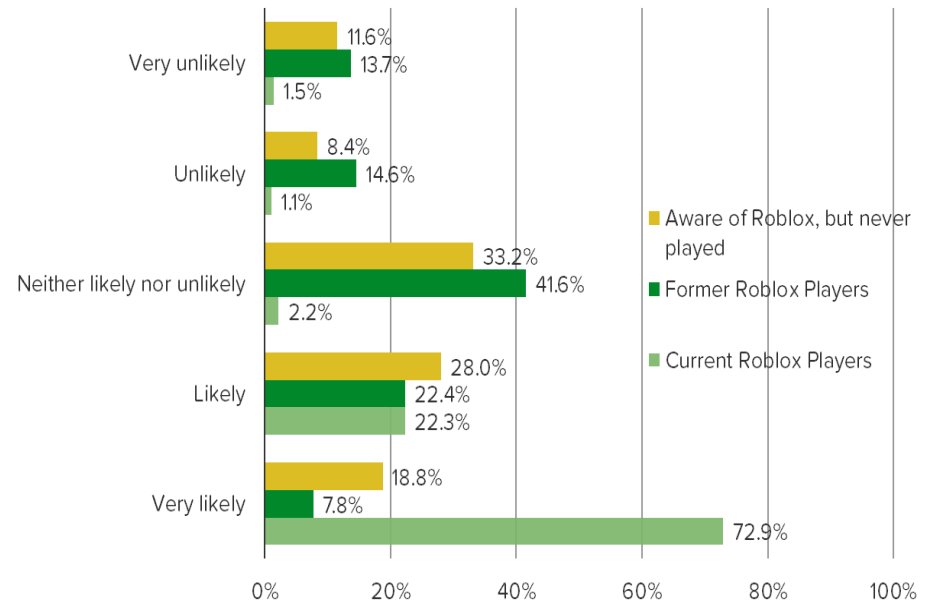
Current Roblox players, vs. former players, vs. aware but never played Roblox.

### June 2022



N = 839 Roblox Players  
 N = 202 Former Roblox Players  
 N = 173 Aware, But Never Played Roblox

### September 2021



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

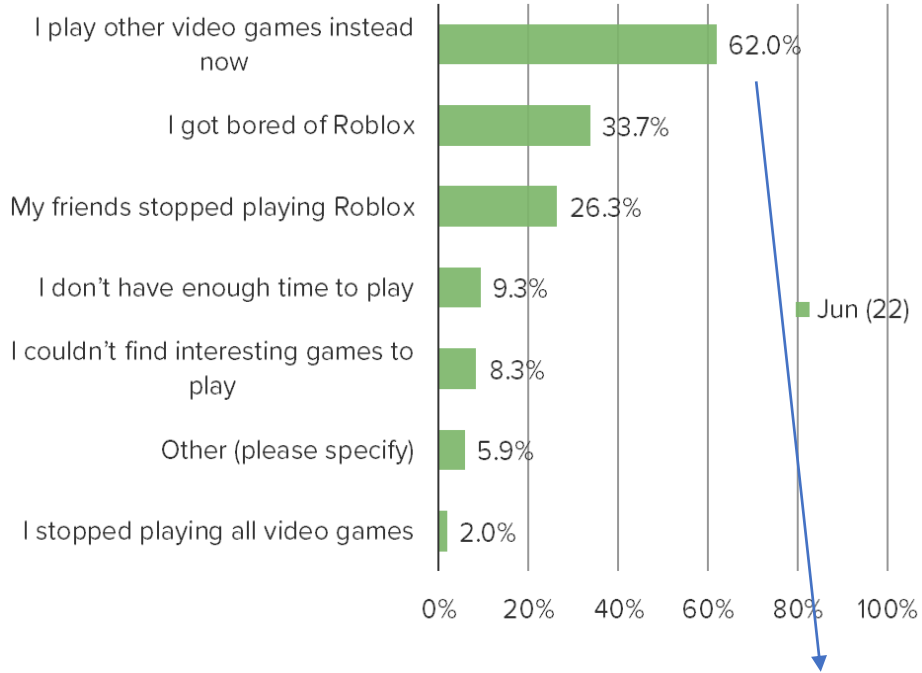
## Former and Non Roblox Players

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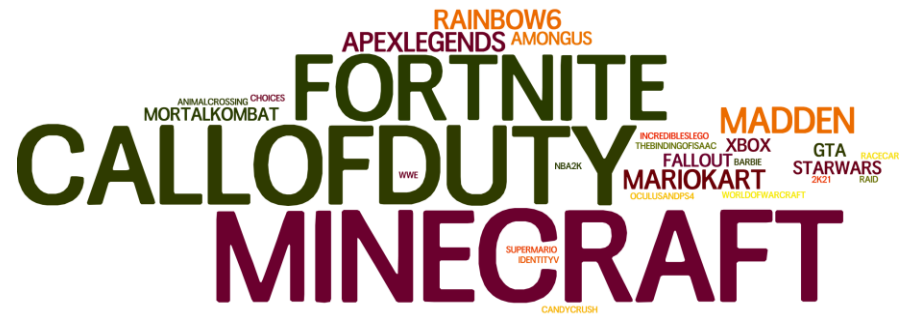
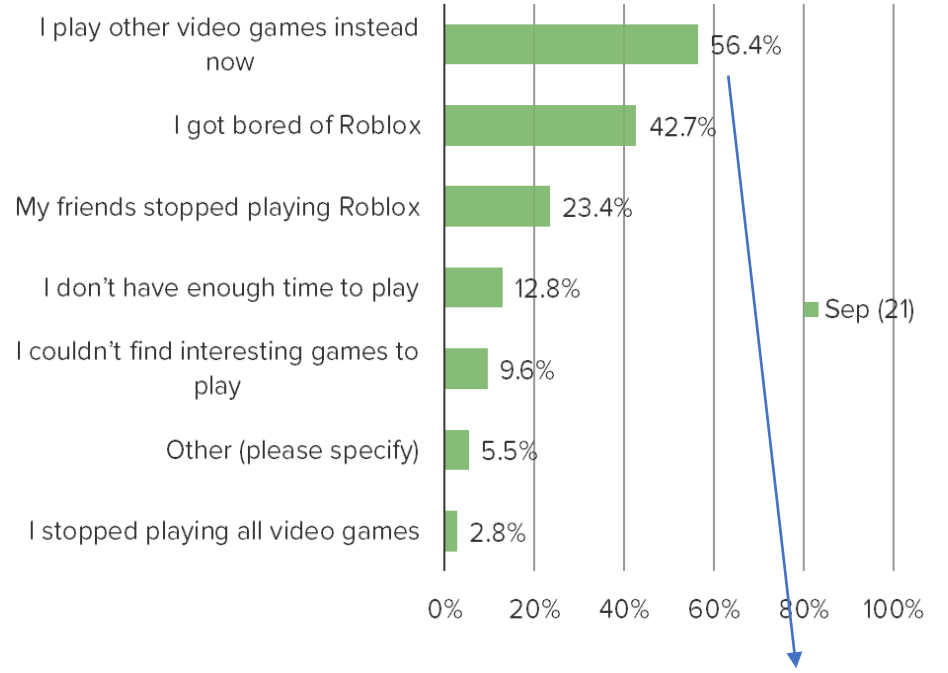
Why did you stop playing Roblox? (Select ALL that apply)

Posed to all respondents who have played Roblox in the past, but have stopped.

June 2022 (N=205)

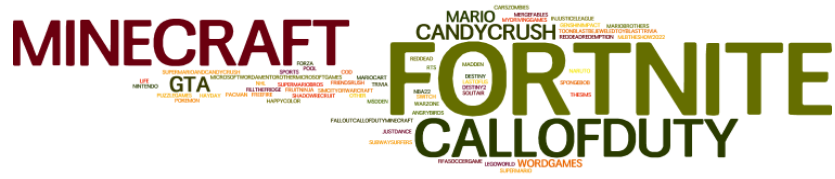
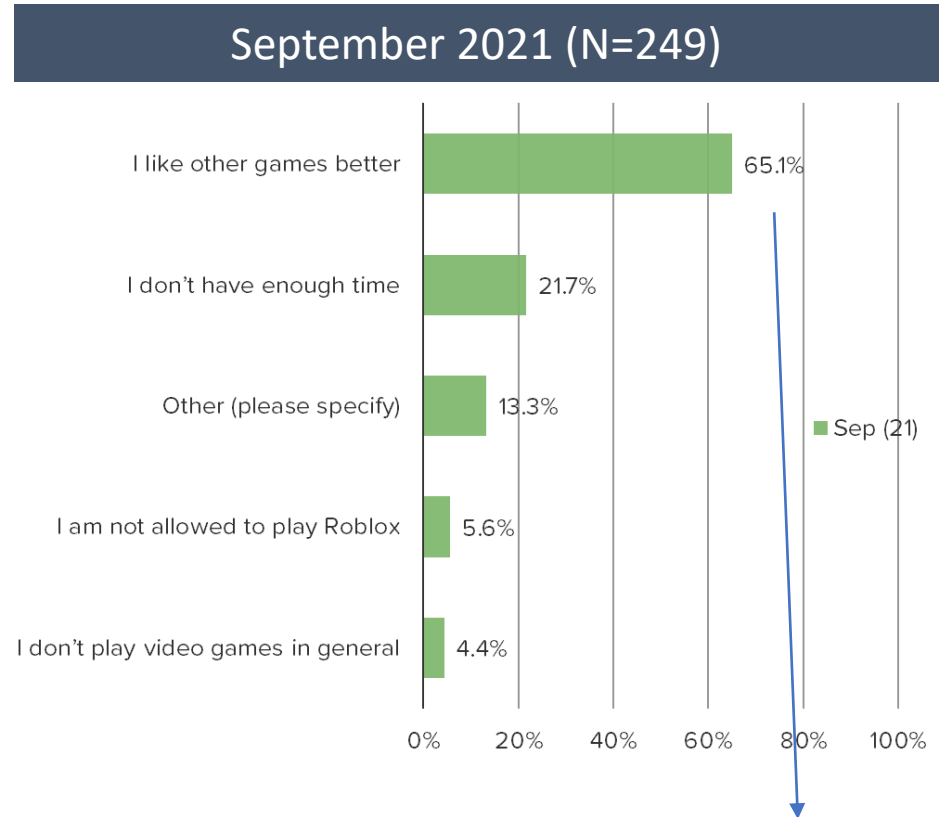
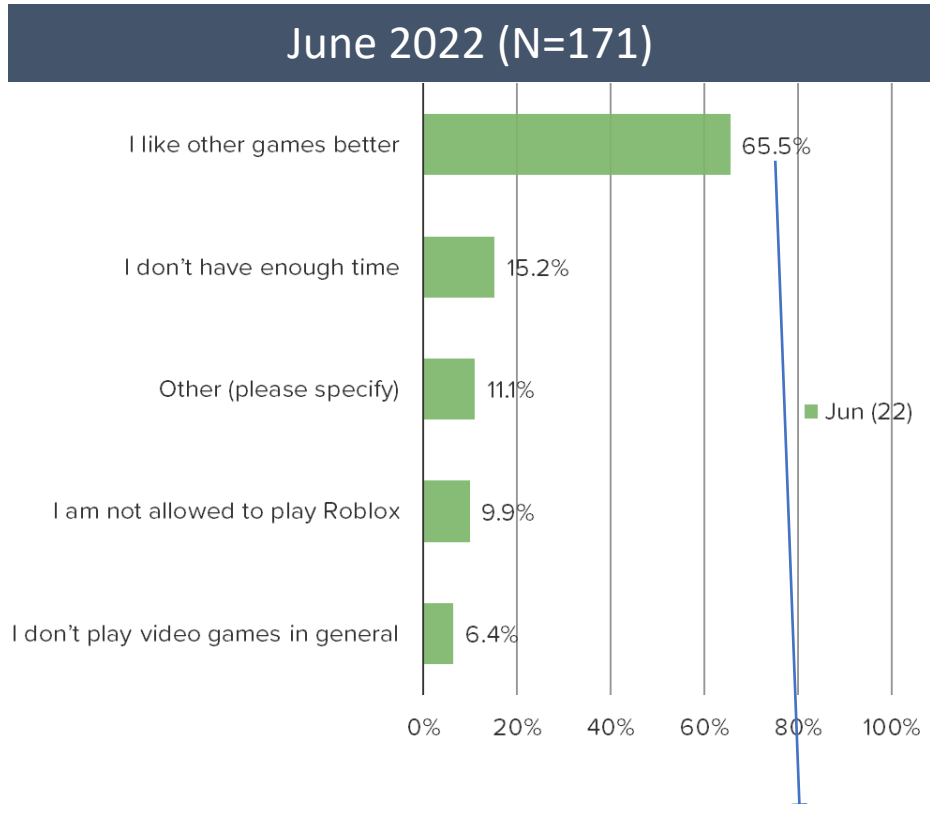


September 2021 (N=218)



### Why don't you play Roblox? (Select ALL that apply)

Posed to all respondents who have heard of Roblox, but never played it.

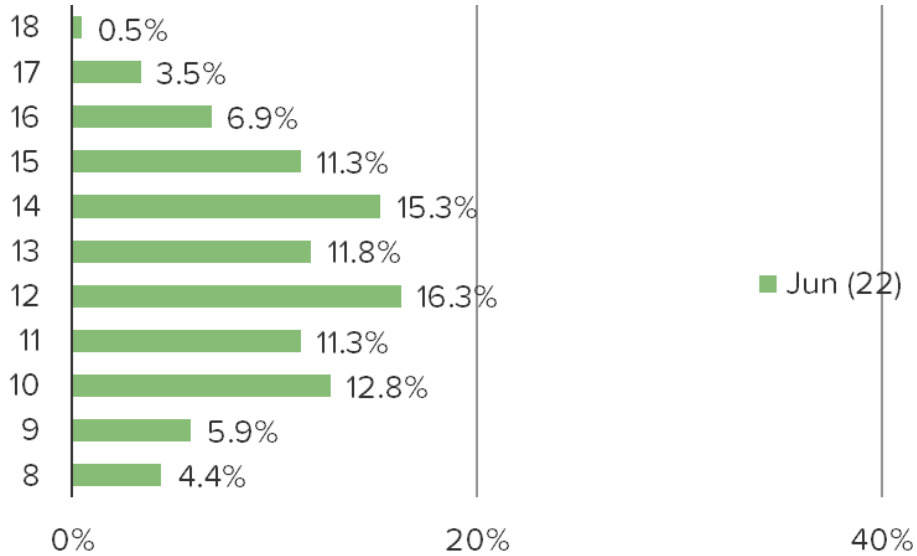




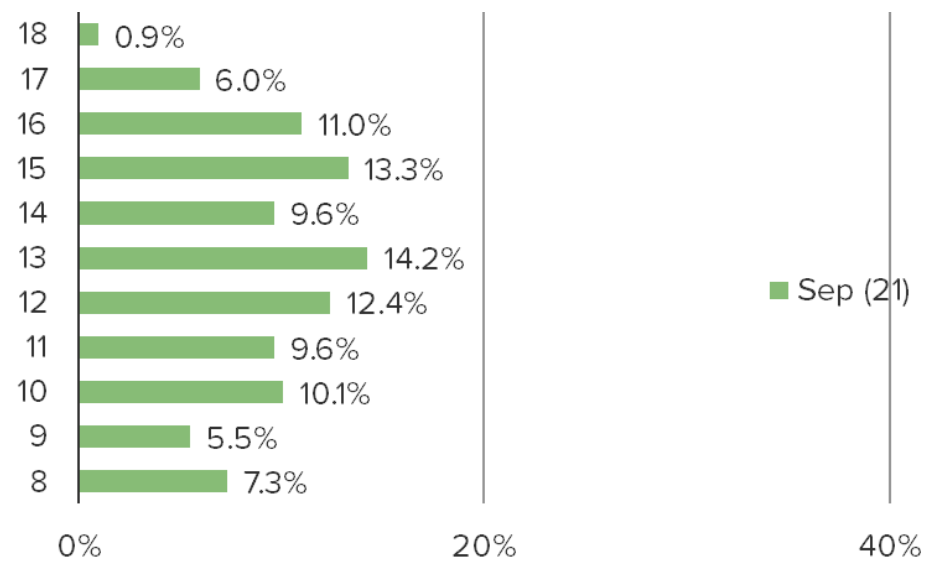
## At what age did you stop playing Roblox?

Posed to all respondents who have played Roblox, but have stopped.

### June 2022 (N=203)



### September 2021 (N=218)

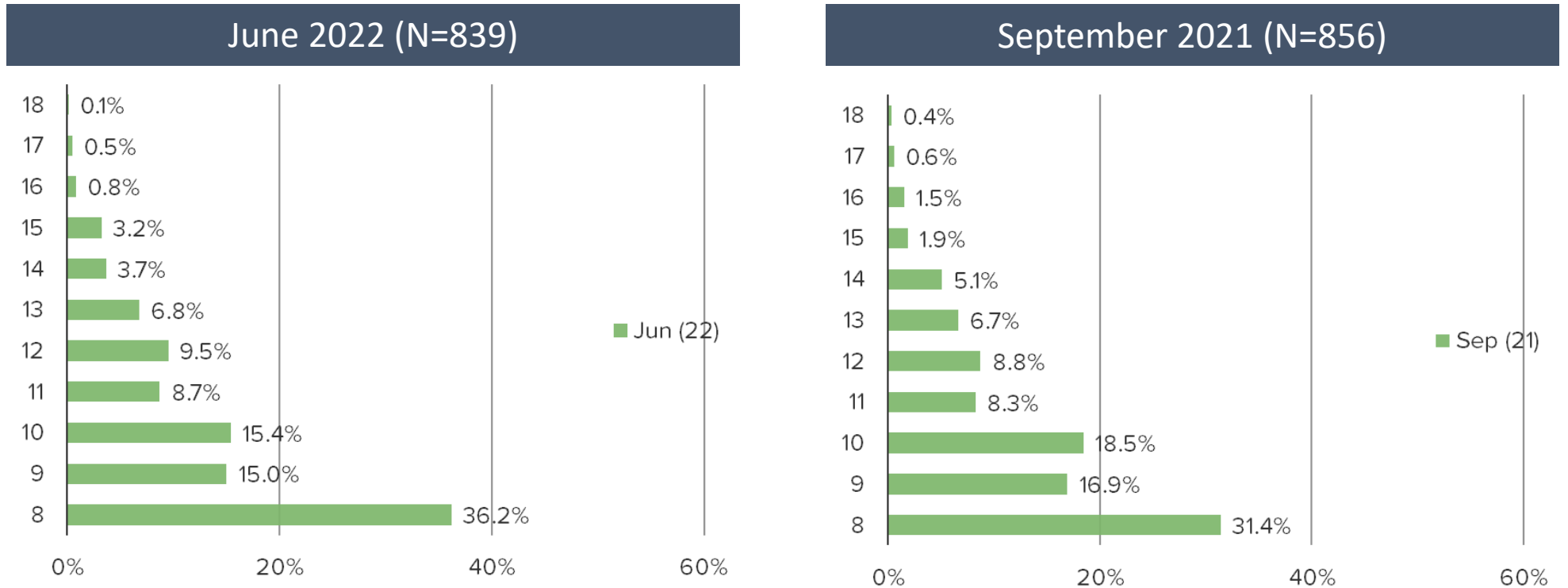


## Active Roblox Players Deep Dive

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### At what age did you start playing Roblox?

Posed to all respondents who currently play Roblox.



Data above cross-tabbed by Age (June and September Waves Combined):

		Age They Started Playing Roblox:											
		8	9	10	11	12	13	14	15	16	17	18	N=
8		100.0%											104
9		91.5%	8.9%										130
10		63.2%	32.2%	4.2%									239
11		38.5%	37.0%	20.8%	3.7%								192
12		27.6%	21.4%	35.7%	12.8%	2.5%							196
13		16.1%	14.7%	31.7%	21.0%	11.6%	5.0%						224
14		11.8%	10.7%	17.4%	15.2%	27.5%	14.6%	2.8%					178
15		6.8%	7.4%	19.0%	9.5%	19.0%	22.6%	12.1%	3.7%				190
16		2.7%	4.0%	13.3%	9.9%	17.9%	19.2%	19.2%	11.9%	2.0%			151
17		4.4%	1.5%	8.8%	5.9%	13.2%	7.4%	13.2%	26.5%	16.2%	2.9%		68
18		9.7%	3.2%	6.5%	3.2%	12.9%	9.7%	16.1%	3.2%	16.1%	12.9%	6.5%	31

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

Posed to all respondents who currently play Roblox.

June 2022 (N=839)

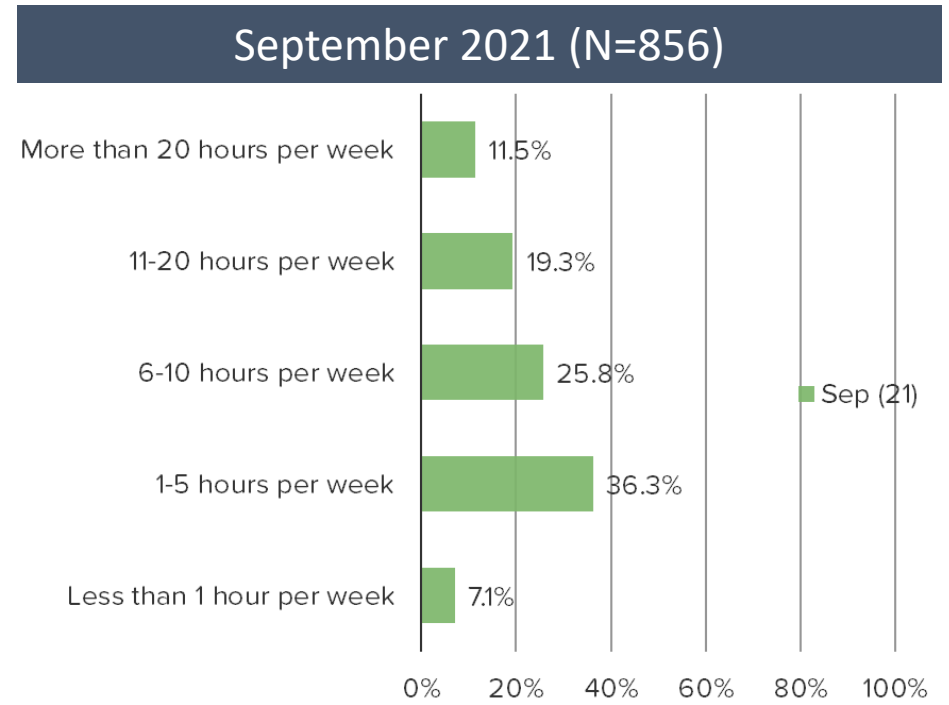
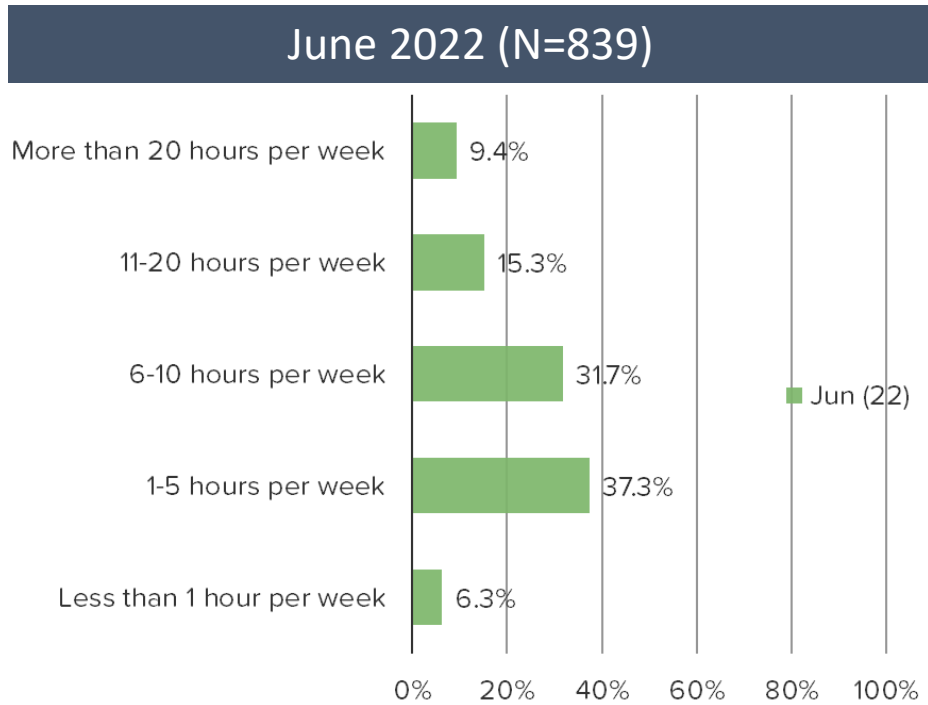


September 2021 (N=856)

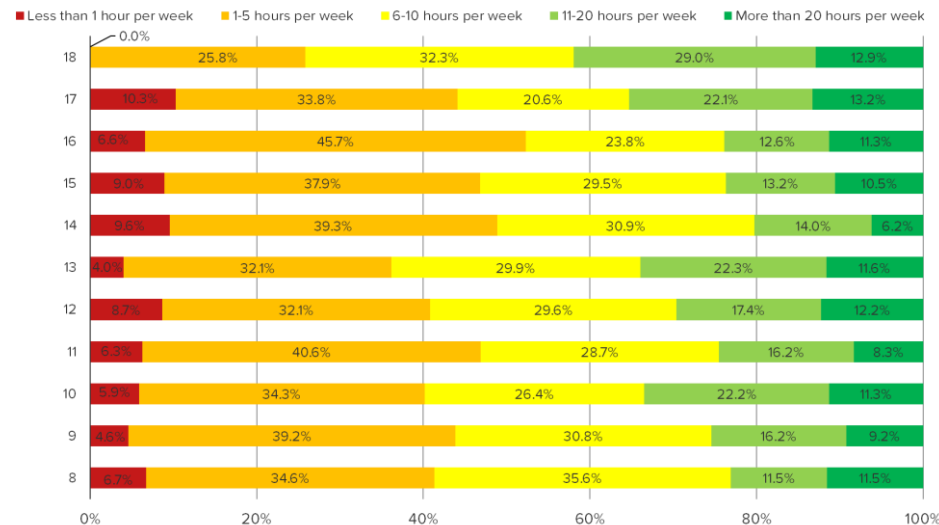


### How often do you play Roblox?

Posed to all respondents who currently play Roblox.



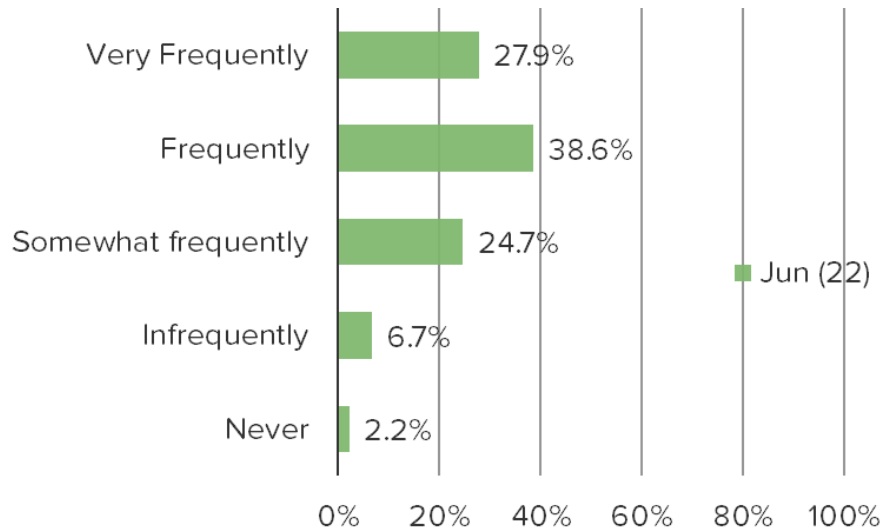
Data above cross-tabbed by Age (June and September waves combined):



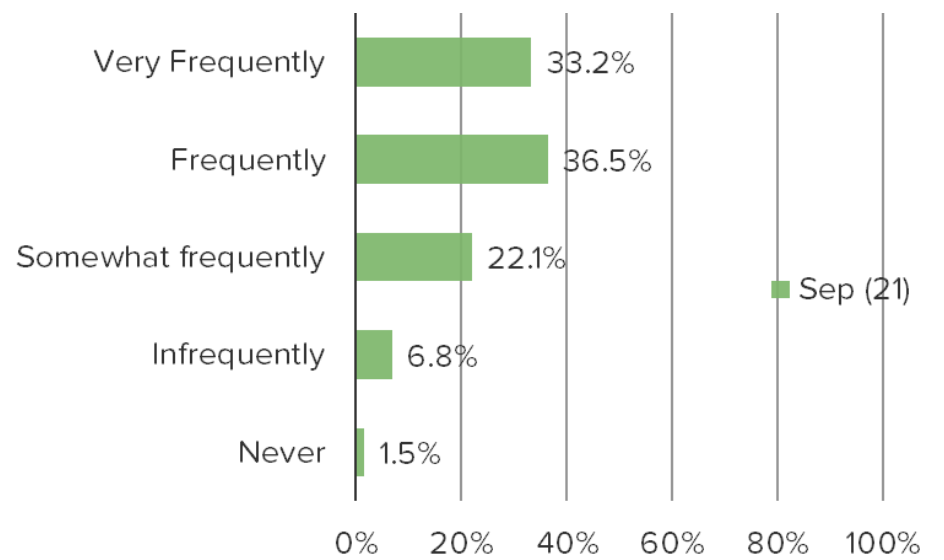
### How often do you play activities in Roblox with your friends?

Posed to all respondents who currently play Roblox.

#### June 2022 (N=839)



#### September 2021 (N=856)



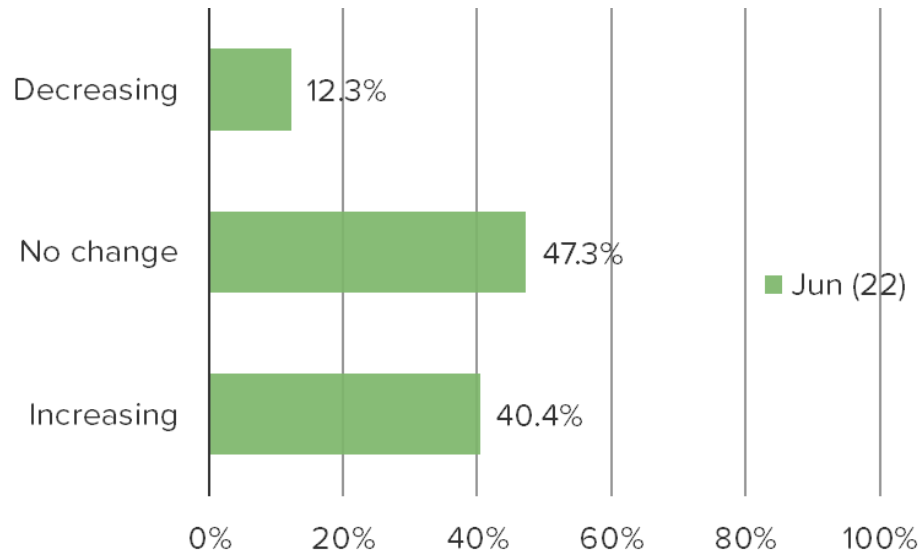
Data above cross-tabbed by Age (June and September waves combined):



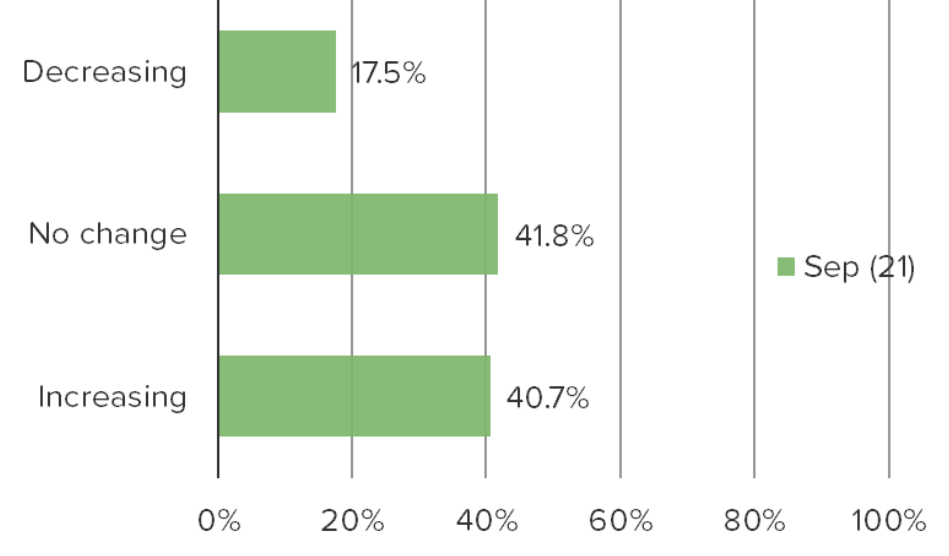
### Have you been increasing or decreasing the time you spend on Roblox recently?

Posed to all respondents who currently play Roblox.

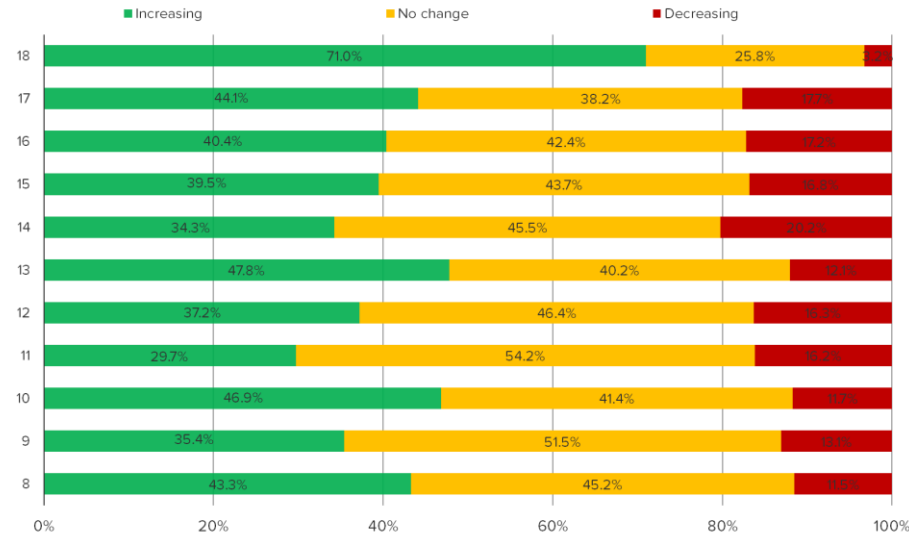
June 2022 (N=839)



September 2021 (N=856)



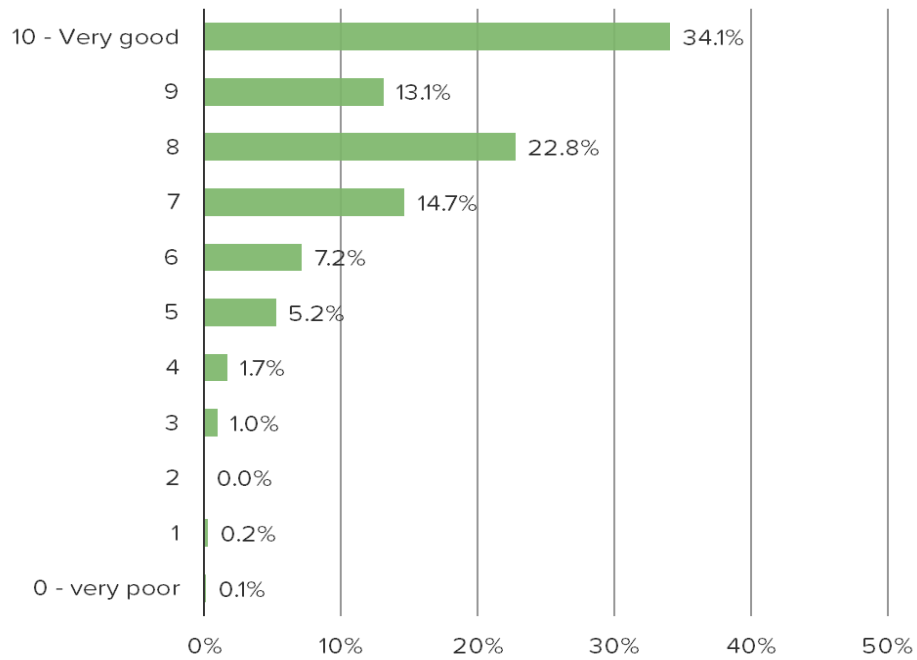
Data above cross-tabbed by Age (June and September waves combined):



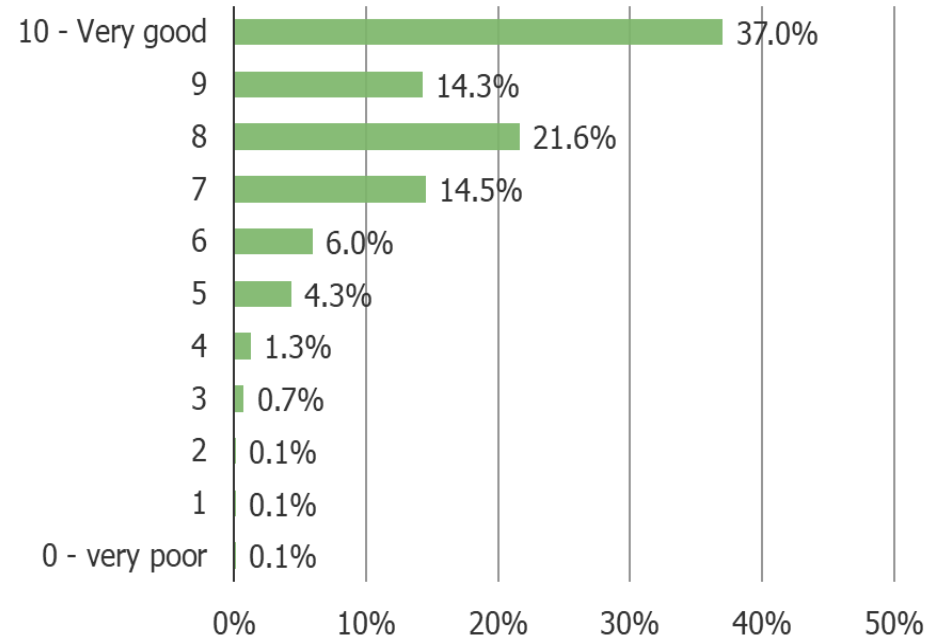
## How would you rate Roblox's graphics?

Posed to all respondents who currently play Roblox.

### June 2022 (N=839)



### September 2021 (N=856)

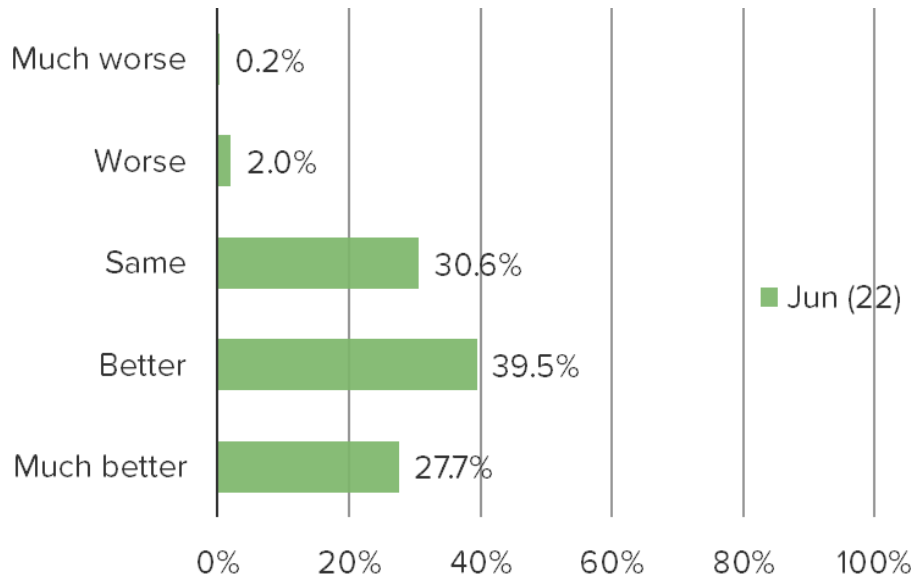




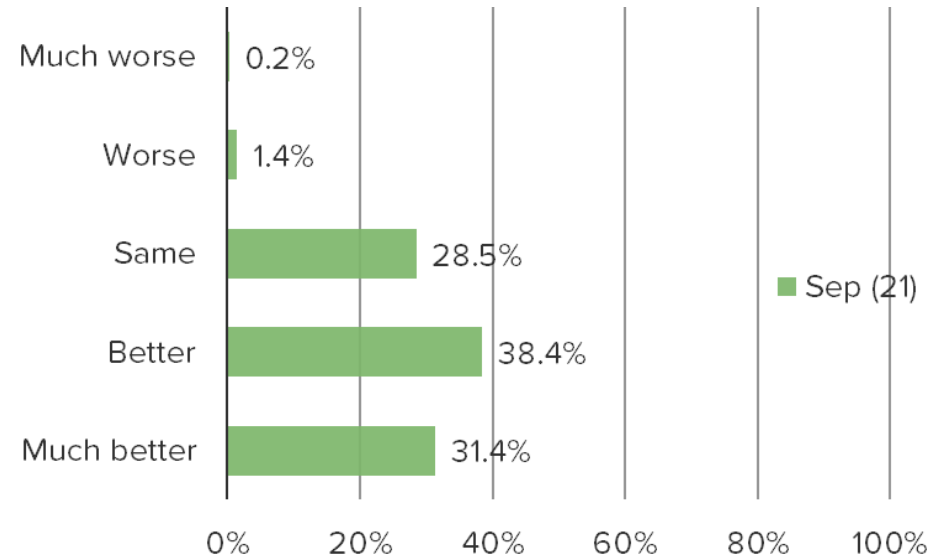
## In your opinion, is Roblox's graphics getting better or worse over time?

Posed to all respondents who currently play Roblox.

### June 2022 (N=839)

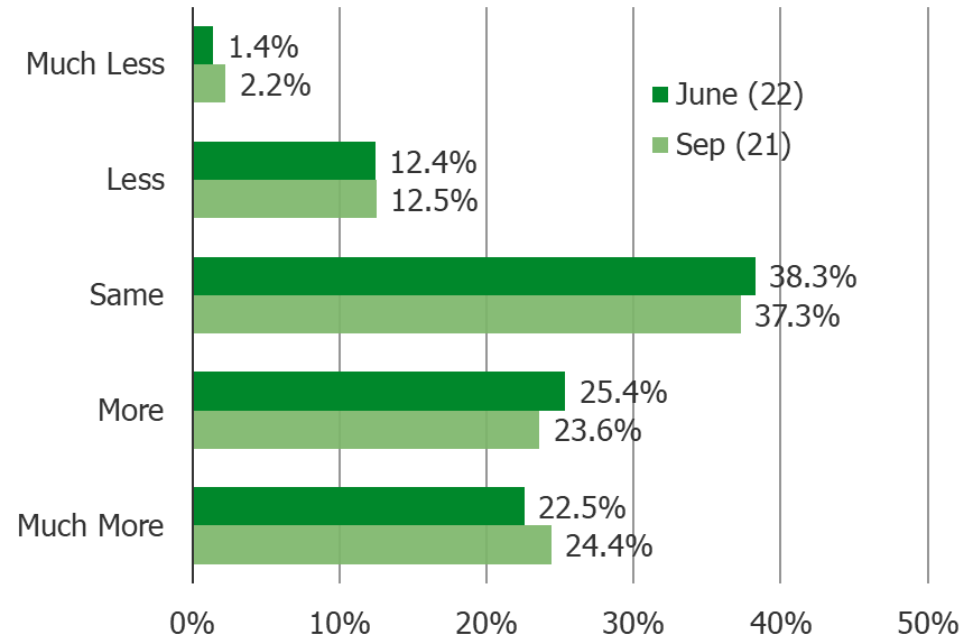


### September 2021 (N=856)



### 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).



### 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).

#### Respondents Who Said More: WHY?

Because it is fun  
All my friends play  
Always will be  
bc i can  
Bc it keeps getting better  
Beacuse of the upgrade to the game 🎮  
becasue It's nice game and has new missions every time  
Because all my friends play it  
Because alot of my friends pisy  
because i am getting to know myself more and i enjoy the games on roblox.  
Because I am kinda busy now, next year my school schedule will me more open  
Because I am teaching my friends how to play it like it and what all you can do with it so they are wanting to play it more.  
Because I am very sure that I will enjoy the new Innovations that will come out of it  
Because I find it enjoyable to play  
Because I have been given more screen time  
Because I have more time  
Because I have more time to play I finish my homework and then I can play  
Because I keep discovering new stuff to do and more of my friends are starting to play  
Because I know that I love this game  
because i like creating things and it allows me to do that  
Because i like it  
Because I like it  
Because I like playing it.  
Because I like to play it more often, it interesting  
Because I like to play the game  
Because i love it  
because i love it and i think its getting better and better  
Because I love it that much  
Because I love Roblox  
Because I love roblox and cannot get tired of it  
Because I love the game  
Because I really like playing it because it's fun and I will continue playing it  
Because I think that to be

Because I will be older  
Because I will have more time  
Because I will have more time to play games  
Because I will have more time to play it  
Because I would be a teen  
Because I'll probably have more time to play  
Because I'll start earning allowance  
Because I'm the kind of person if I keep doing the same thing I do everyday and I get addicted to it I would never want to stop  
Because im addicted  
Because it grows with me  
Because it is a good game  
Because it is fun and it's rewarding because you get skills that you can get some anywhere else complaint  
Because it is getting more interesting  
Because it is great  
Because it is making me happy every day  
Because it is satisfying  
Because it is some much fun  
Because it is summer break and I can play more if not in school  
Because it is very fun  
Because it keeps getting better  
Because it the best fy me love it a lot  
Because it's fun  
BECAUSE ITS A FUN GAME AND I LIKE IT A LOT  
Because it's a game that I like a lot  
Because its a good game  
Because it's a great game  
Because it's addicting  
Because it's addictive  
Because its always on the rise  
Because it's beautiful game  
Because it's enjoyable  
Because it's fine  
Because its free and fun  
Because it's fun

### 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).

#### Respondents Who Said More: WHY? (CONTINUED)

Because it's fun  
Because it's interesting and fun  
Because it's my favorite game.  
Because its very addictive  
Because it's very enjoyable to me.  
Because it's very nice  
Because more of my friends are starting to play now  
Because more people I know will be playing the game and they will want to play with me or I will want to play with them.  
Because my friend's likes it so we will be playing together  
Because my friends play it with me and I like to spend time with them.  
Because my screen time is extent each year cuz of age goes up  
Because my younger sister has just started getting into playing Roblox and she always wants me to play with her.  
Because new things being added all the time  
Because roblox has more actualization and more people playing around the world  
Because Roblox updates daily  
Because so amazing  
Because the game is addictive and fun  
Because they are very much reliable and trustworthy  
Because this is a game I love to play  
Because very good  
becuase i love it and enjoy playing it.  
Before becoming president Obama has a lot more than I am  
Being a good player  
Better graphics  
Better items  
Better upgrades  
Cause I like it  
Cause I love it  
Cause i love the communities om there very good each other  
Cause I'll be getting better at it  
Cause I'll play with my brother and sister  
Cause it's my favorite game  
Cause technology will be different in a year from now

Cause there is better games coming out.  
Consistent gameplay  
Cuz it is fun  
Esquisite gaming control and the creativity in the game gives me high hopes  
Events and new expansions of the game I bet  
Everything gets better with time  
Exciting and creative  
Fun  
Fun  
Fun  
Fun  
Fun and exciting  
Fun to play  
Game is interesting  
get fun  
getting better playing the game  
Getting into it  
Good way to relax  
Graphics will be cooler  
Great  
great  
GREAT .....

Great game  
Great quality performance  
Greatness  
I am enjoying very much  
I am more interested in playing the game frequently  
I am not entirely sure  
I don't know  
I don't know  
I don't have any sports I like to do because they have been canceled.  
I don't know  
I enjoy playing  
I enjoy playing this game  
I enjoy playing with my friends  
i enjoy this game.  
I erxpecty to have more time to play.  
I feel as increasing play with roblox

### 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).

#### Respondents Who Said More: **WHY? (CONTINUED)**

I find the game entertaining  
I find this entertaining and fun  
I have been playing it for years  
I have liked it  
I have more free time  
i have more time  
i have time investeed  
I heard they are bring more content to the game.  
I just know  
I just like the game  
I just love the game. It's a all time favorite interactive gamem  
I like it  
I like it  
I like it  
I like it  
I like it  
I like it and i play with my friends  
I like playing the game with my friends.  
I like playing with my friends and now that it's summer I can play more often  
I like the game  
I like the game very much  
I like the new games they are adding  
I like this game  
I like to play games globally with other people makes the games much more interesting  
I like to play with friends  
I loke it good  
I love different characters on it  
I love it  
I love it  
I love it  
I love it  
I love it  
i love it  
I love it and it's that simple  
I love roblox when I play it with friends  
I love the different games, building and customizing my character

I love the game  
I love the game and all I want to do is play it everyday  
I love the game and making friends  
I meet a lot of friends up there plus it's fun  
I play with my friends and more friends are playing  
I r really like the game. I love building things and buying things in the game. I also like playing with my friends, it's really fun. I might be playing for many years more.  
I really enjoy it  
I really enjoy playing it  
I really like it and I'll now have more time to play  
I see myself playing  
I see you getting more interesting with added features graphics and gameplay  
I think because they will have more interesting games.  
I think I will be playing roblox more one year from now because I think roblox will have much more things to interest me and more activities to keep me entertained.  
i think i will have more friends that want to play it  
I think I would keep playing it for the same fun I get when playing it now.  
I think this because I don't really have anything to do when I'm bored  
I think this because Roblox is very fun, and I get to make friends.  
I want to check out whats new and now im curious if there are better graphics  
I was interested  
I will be older and get to stay up later  
I will be playing more with my friends in a year  
I will be playing Roblox more one year from now because Roblox keeps getting more and more fun.  
I will have a new phone  
i will have faster computer speed.  
i will have more  
I will have more friends to play with  
I will have more time during the summer  
I will like it bettet  
I will meet more people to play with  
I will play it more because I can never get tired of it. I love it  
I would still be young and the game would be evolving  
I'll be bored waiting for new games to come out.  
I'll be in junior high  
I'll understand how to play it better  
Idk if it get better then prob play more

### 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).

#### Respondents Who Said More: **WHY? (CONTINUED)**

If it is fun I will play longer  
I'll be better and have more options.  
I'll be better at it  
I'll be older  
I'll be older and have a later bedtime  
I'll be older so I can be on longer  
Ill get better and want to do more things  
I'll have more money to build bigger house  
I'll have more time as schedules go back to normal  
Ilove it  
I'm a super fan  
I'm allowed to  
I'm enjoying what I'm building all this time. I live the creativity part of it.it's fun to play.  
Im getting older and allowed to play more  
Im not sure I will but I enjoy playing it now  
I'm only allow to play it  
I'm really enjoying playing it, indeed is one of best game  
Improve  
Inspiring and wonderful to me  
Interest and preference  
Interesting games  
is very fun  
It a fun game  
It a fun game  
It became more interesting  
it changes every time  
It great game  
It interests me a lot.  
It is a fun game  
It is a fun game that I can interact with friends with.  
It is a fun game to play  
It is a lot of fun. It makes me happy.  
It is always changing, so unique and fun  
It is because I will be more available  
It is fun  
It is fun and exciting.

It is fun and I think getting better  
It is fun and interesting. I enjoy playing it  
It is fun and unique. I enjoy playing so much  
It is getting more popular and I like it  
It is good  
It is good  
It is good game  
it is okay  
It is one of my favorite games  
it is really good  
It is so attractive and exciting  
it is very interesting game and i love it  
It is very interesting game to be associated with  
it keeps coming out with new cool worlds and games  
It keeps my intention I absolutely love it  
It so cool  
IT was really good and cool  
It will be more fun  
It will be summer break  
It will still be fun  
It's a very nice game and I like it I enjoy playing it  
It's cool to build things with my friends  
It's fun and I can play with friends  
It's fun to play  
It's more popular  
It's my favorite  
It's so fun I love it  
It's a good game  
Its a good game.I love it  
It's a great game  
its a very good to play i am satisfied about it  
It's always adding new games to play  
It's because it's a really fun game  
Its fun  
Its fun  
It's fun  
It's fun

### 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).

#### Respondents Who Said More: **WHY? (CONTINUED)**

its fun and i can talk to my friends  
It's fun and the more I build the more I want to build  
It's fun to play  
It's fun. I'm obsessed  
It's getting better and better.  
It's getting better with everything I like  
its getting funner  
It's getting more better  
its good fun  
its good to play  
It's has more levels  
It's just a fun game  
It's nothing  
It's really fun. I like to make new friends when playing.  
It's upgrading each month and becomes more interesting.  
just  
Just do  
Just feel i am  
Keep getting better  
Keeps my mind sharp  
Kobold  
Learning more stuff and homeschooling now  
leaving school  
Like I said I don't want to be with you anymore I don't want you to  
Like it  
Likeit  
Love the design and the technology  
Making a total should be  
Maybe  
Me parece  
More  
More features and missions.  
More friends to play with  
More fun  
More games

More games and friends  
more people playing it  
More to learn  
My mom will let me  
My mom will let me play more  
My parents will allow me more game privelidges  
new upgraades  
New upgrade and innovations  
No change in how much I pay  
No comment  
Not sure  
not sure  
Nothing much better  
program keeps getting better so I will play more  
Really love it  
Reebok has been working  
Relaxing  
Rising cases of Covid  
Roblox continues to add new updates for it's users.  
Roblox has giftcards.  
Roblox is great, it is very unique, fun and super enjoyable overall, i really enjoy  
everything that I can do in the game  
same maybe  
Same way that I can say all that I can say too all  
Summer break  
Summer break from school  
Thanks for the next few  
Thanks for the update on the news is that  
That's very interesting to me. I like this all of time.  
The company is also offering 79  
The continuous improvement in the game makes me want to play it more  
The game is fun and it keeps getting better.  
The game is getting more fun  
The graphics are getting better  
The new features and graphics  
There will be more to do  
There will be new games to play  
There will be new places.

### 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).

### Respondents Who Said More: **WHY? (CONTINUED)**

They are always improveing what the have to offer  
They are newly offering new game experiences and with new events not done previously  
They keep getting better so I will want to play more and more  
They might have more games I like  
They will get better  
THEY WILL GET BETTER WITH GRAPHICS AND GAMES  
Tired of the other games.  
To Focus more  
To hang with my friend  
To keep myself happy and with good mental reason  
Very enjoyable  
We enjoy the gameplay and the design



### 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).

#### Respondents Who Said Less: WHY?

am playing arceus of pokemon  
Because as I get older the game gets worse the game is made for little kids and I am growing up  
Because I broke my tablet  
Because I like to try out new games as they become available  
Because i play fortnight  
Because I play other games to  
Because I'll be getting ready for middle school.  
Because I'm getting older and can now go out more with my friends. No quarantine  
Because I'm not gonna have nothing to do  
Because I'll be 14 and might not have as much time to play it.  
Because I'm getting older and I'm not sure if my friends will play. I also practice gymnastics a lot so I don't have time.  
Because I'm older  
Because it no longer as fun as before as a result of most of the games being pay to win and playing normally mean hours of boring work for nothing  
Because it's getting boring and all the games are getting to be the same things  
Because new games will be out  
BECAUSE SCHOOL ACTIVITIES  
Because there are more games that I like better than roblox  
Because they games are not really my type and are low quality  
Becoming boring  
Busy with school  
Don't really like it  
Finding new games to play  
Focus in School  
Getting a job  
Getting boring  
Getting older  
Getting older and better games come out over time  
Getting older hopefully go out more with my friends  
Graphics  
Have other things to do.  
I found better games to play  
I also try a different game every now and then

I am getting tired of Roblox. Im about to get a new game.  
I don't like it as much  
I enjoy the game.  
I have been playing my PlayStation 4 a little more lately  
I have to get a job  
I like other games better  
I like something better  
I play other things  
I seem to have less time for video games because of school stuff and other games I play.  
I think it will be much more new games I wish to play  
I usually take time of the game and then return to it.  
I will be almost 15 and hanging with my friends  
I will be busy  
I will be busy doing other things, and there will be other games that I would rather play  
I will be going off to college soon and won't have as much  
I will be in high school  
I will be playing football  
I will be playing other games  
I will find a different hame like madden  
I will have more school work.  
I will start working and going to school  
I won't be as into it  
I'll be busier  
I'll be going to high school  
I'm getting older  
I'm getting older and don't have as much free time, and also want to do other things with my time  
I'm getting ready for middle school  
I'm just busy with other things.  
I'll be 14. I might not want to play as much  
I'll be older and more school work  
I'm getting older  
I'm getting older  
i'm getting older and a little bored of it sometimes  
I'm getting older.

### 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).

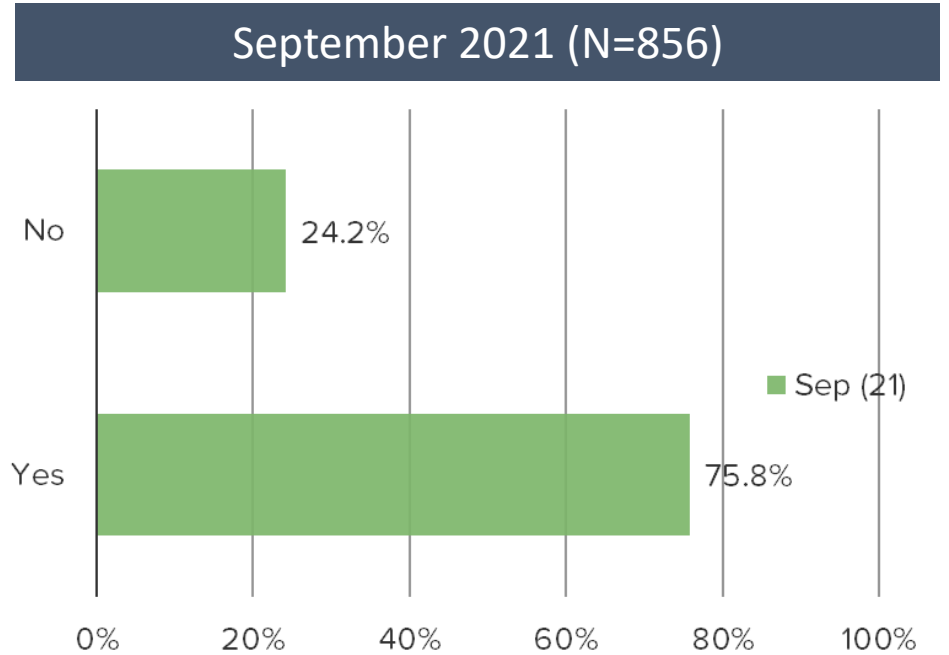
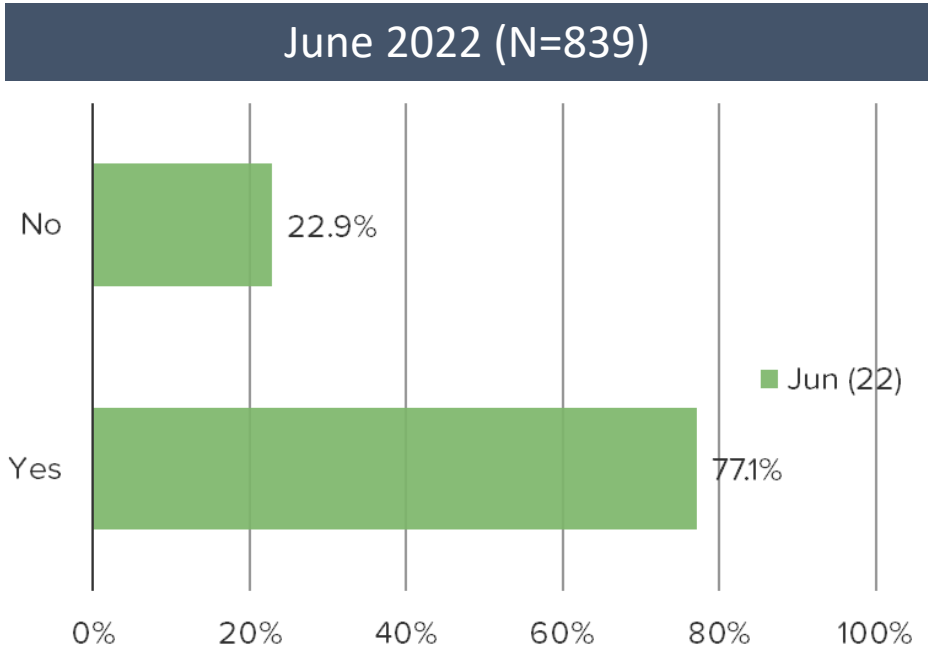
#### Respondents Who Said Less: WHY? (CONTINUED)

I'm kinda getting bored of it  
Im outgrowing it.  
Interested in other games  
into other things  
Into other things  
Into other things more  
it seems to be getting more boring  
It will get boring  
It's for kids  
It's getting boring  
It's still fun but it's kinda get boring now  
It's getting boring  
It's getting boring  
It's getting kind of boring. I mean, yeah, there are a TON of servers, but none of them really satisfy my need to be entertained when I log on. HOWEVER, I know plenty of people who enjoy Roblox throughly.  
It's getting really old nowadays  
It's more for younger kids  
I've been playing a long time  
Job  
Just because  
just doing other things  
Liked  
Loss of interest  
Maybe more friends  
Modern warefare  
More daily activities  
More for younger kids  
More games to play  
More school activites  
My friends aren't playing it as much anymore  
My friends have stopped playing  
my friends likes to play different games  
New games  
No new games  
Not sure

Not sure I just might find something else to do with my time instead of being on the phone  
Other games to play  
Other things to do  
Play other games  
playing games less  
Real sports  
School  
School is more important  
School, friends, getting out to do stuff  
there are a lot of things that have stopped me from playing recently but alot of that is being bored with the games and the players  
There will be new games I might want to play.  
things become boring  
Too busy  
will be busier with other stuff like school  
With high school activities, less time for video games.  
Working

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

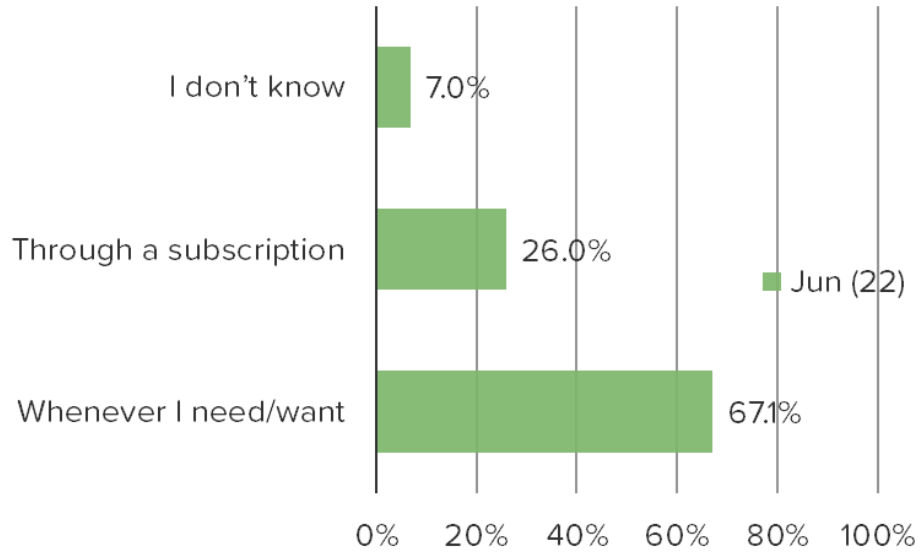
Posed to all respondents who currently play Roblox.



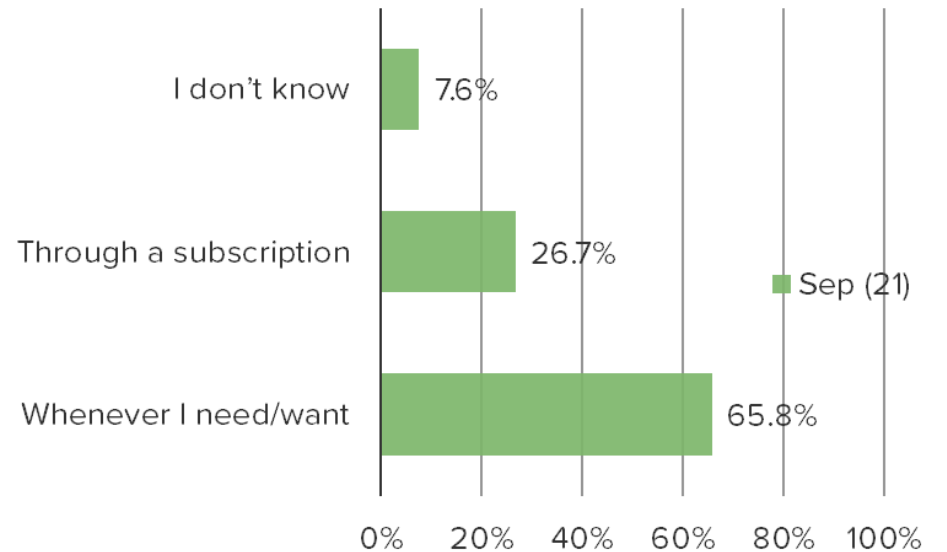
## How do you typically purchase Robux?

Posed to all respondents who currently play Roblox and purchase Robux.

### June 2022 (N=647)



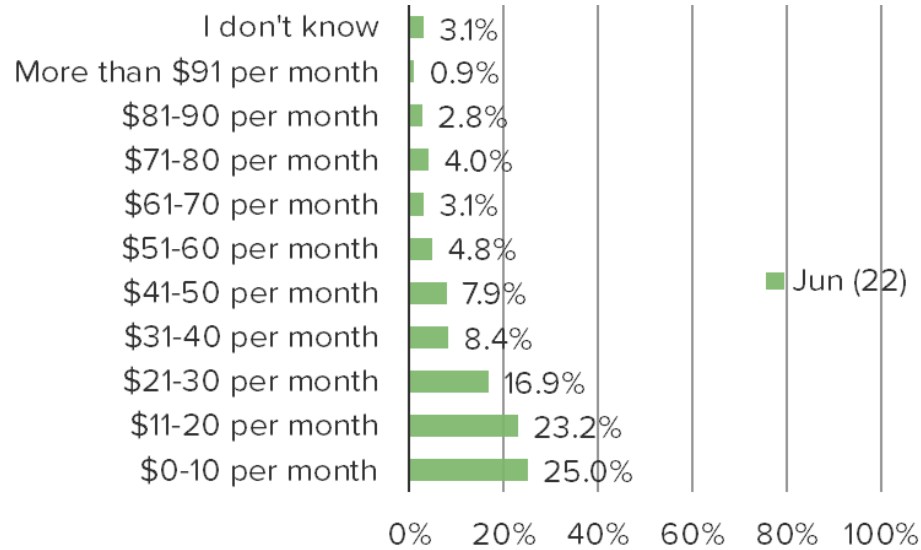
### September 2021 (N=649)



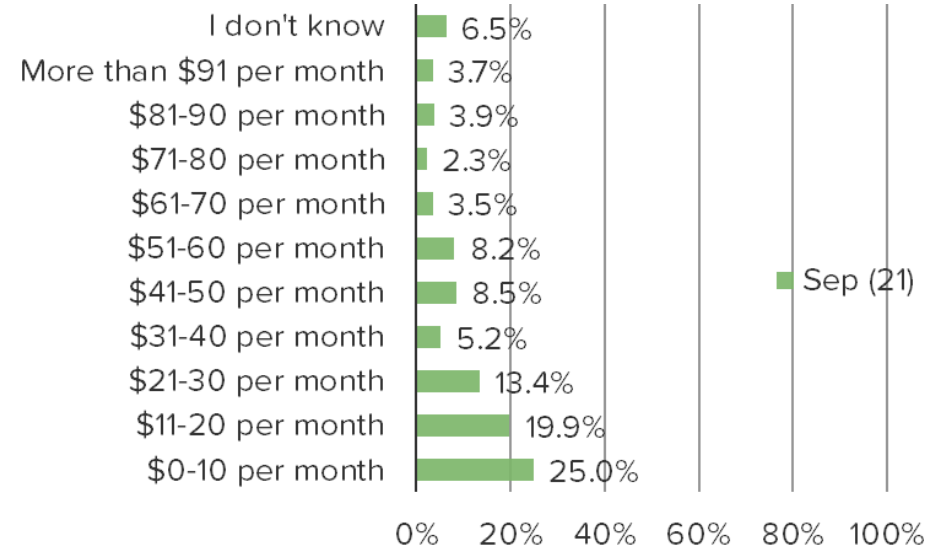
## How much do you/your parents spend on Robux per month?

Posed to all respondents who currently play Roblox and purchase Robux.

June 2022 (N=647)

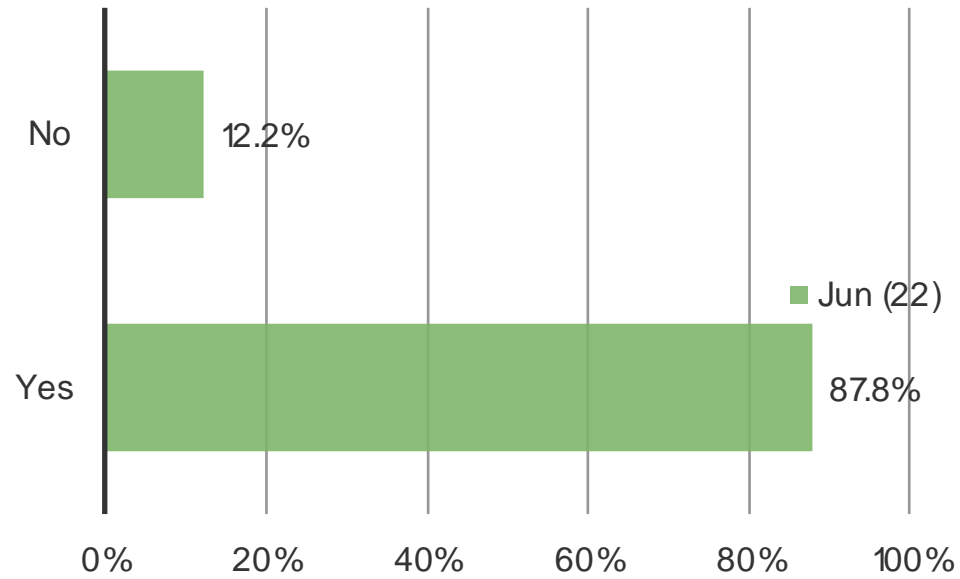


September 2021 (N=649)



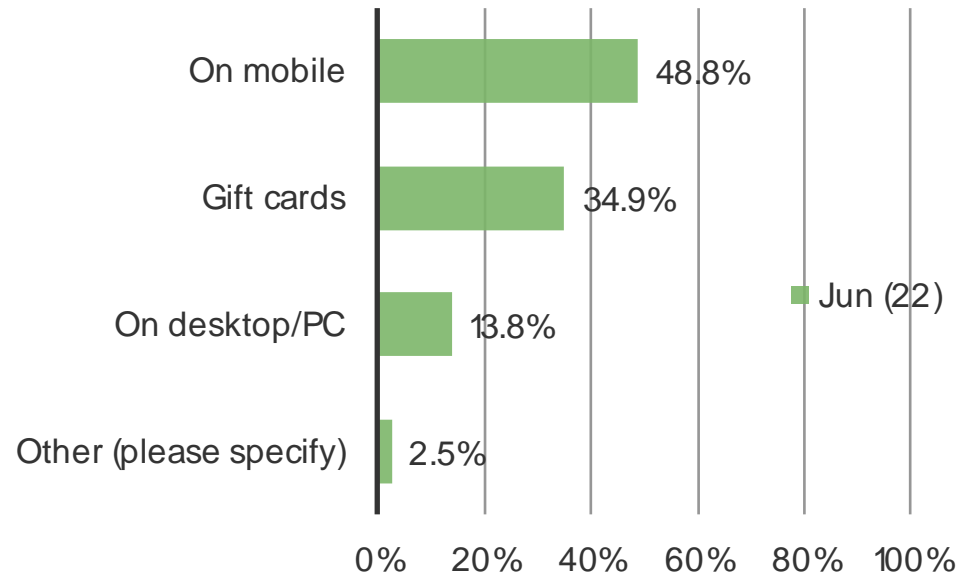
### Do you need to ask for your parents permission every time you purchase Robux?

Posed to all respondents who currently play Roblox and purchase Robux (N = 647).



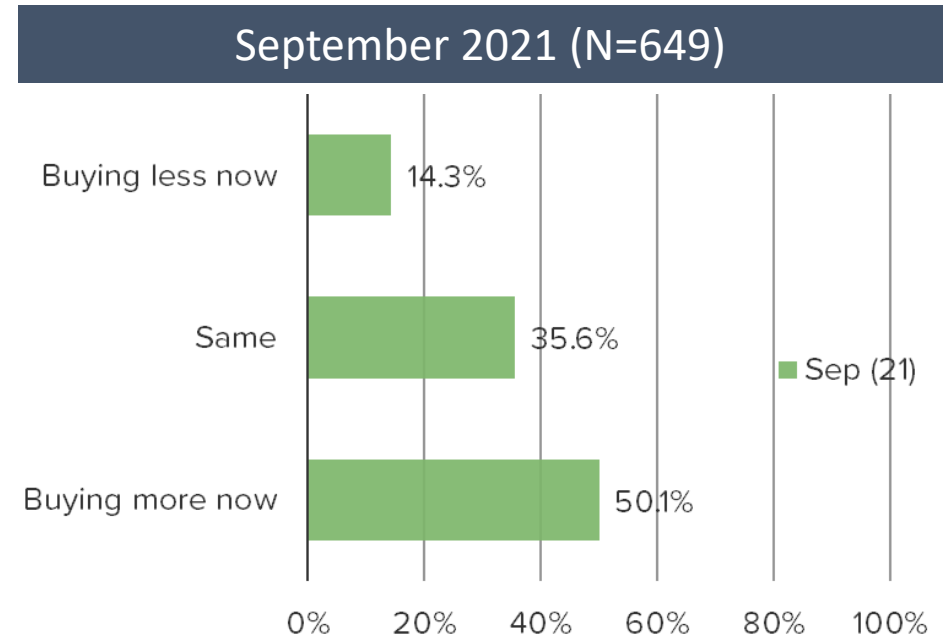
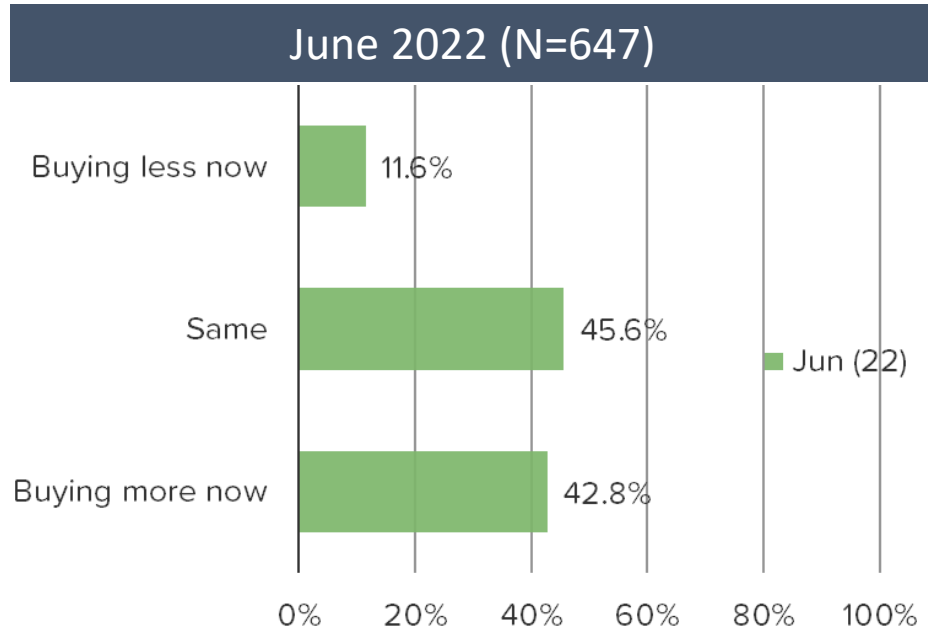
## How do you/your parents pay for Robux? Select ALL that you use

Posed to all respondents who currently play Roblox and purchase Robux (N = 647).



## 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.

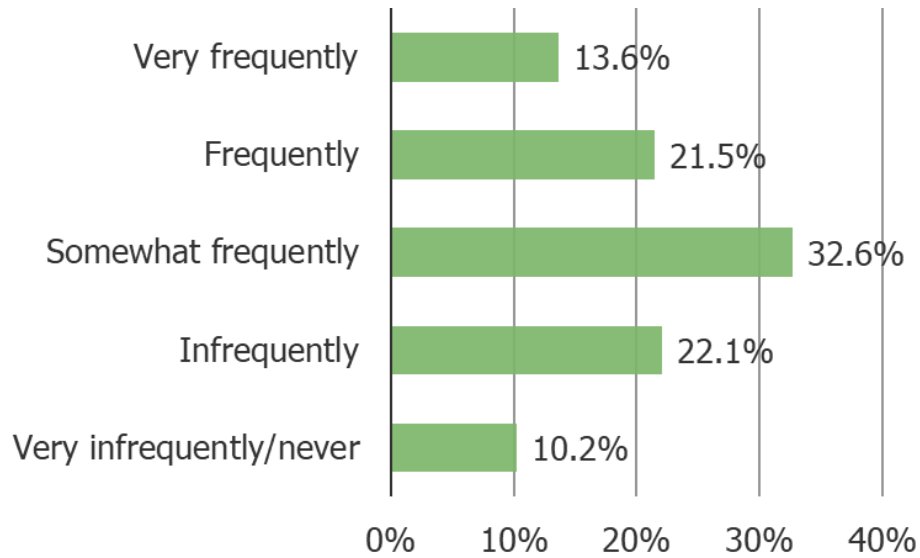




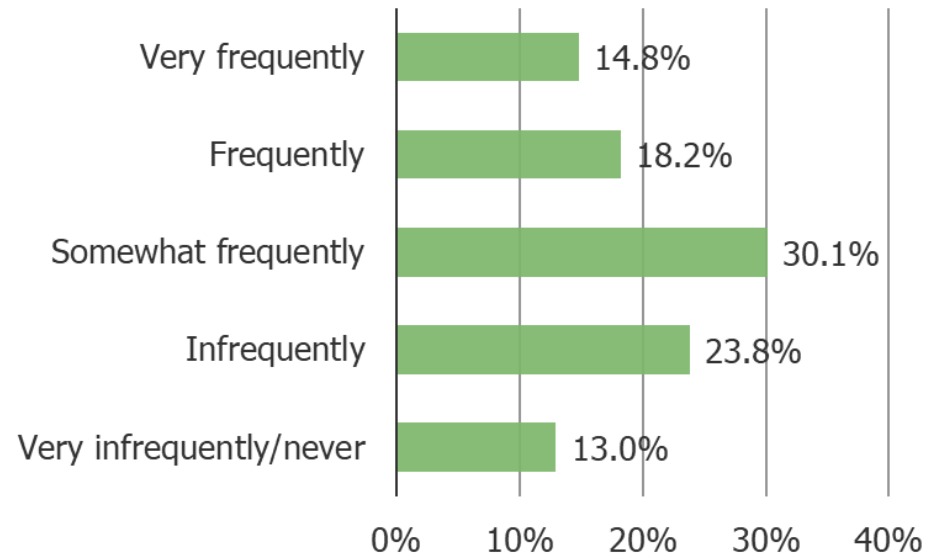
## How often do you think you/your parents will buy Robux going forward?

Posed to all respondents who currently play Roblox.

### June 2022 (N=839)



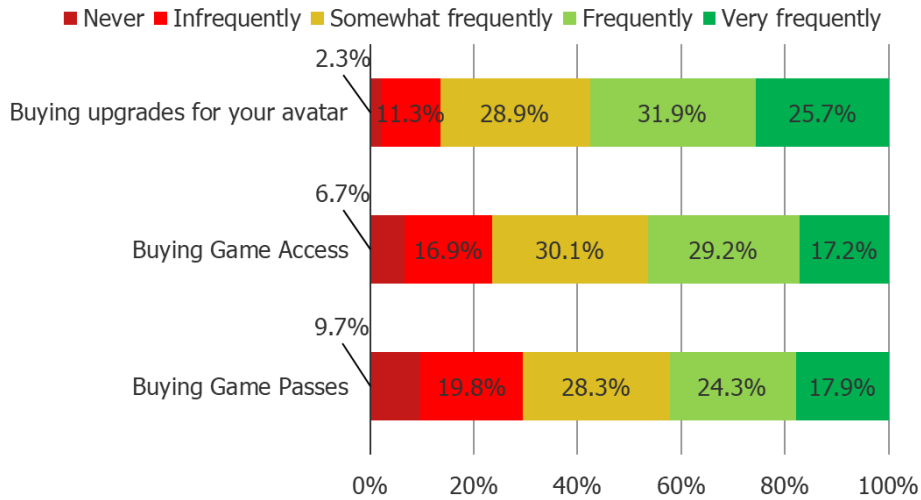
### September 2021 (N=856)



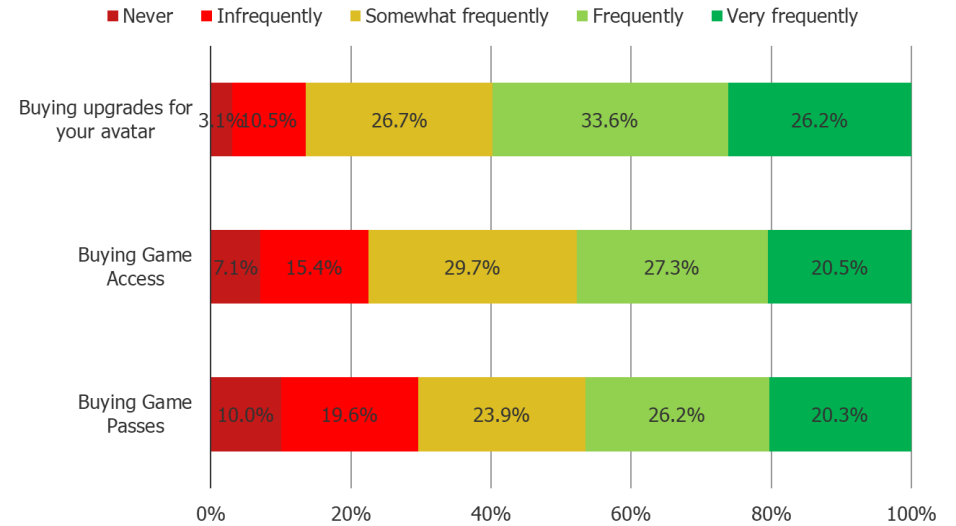
## How often do you use Robux for the following?

Posed to all respondents who currently play Roblox and purchase Robux.

### June 2022 (N=658)

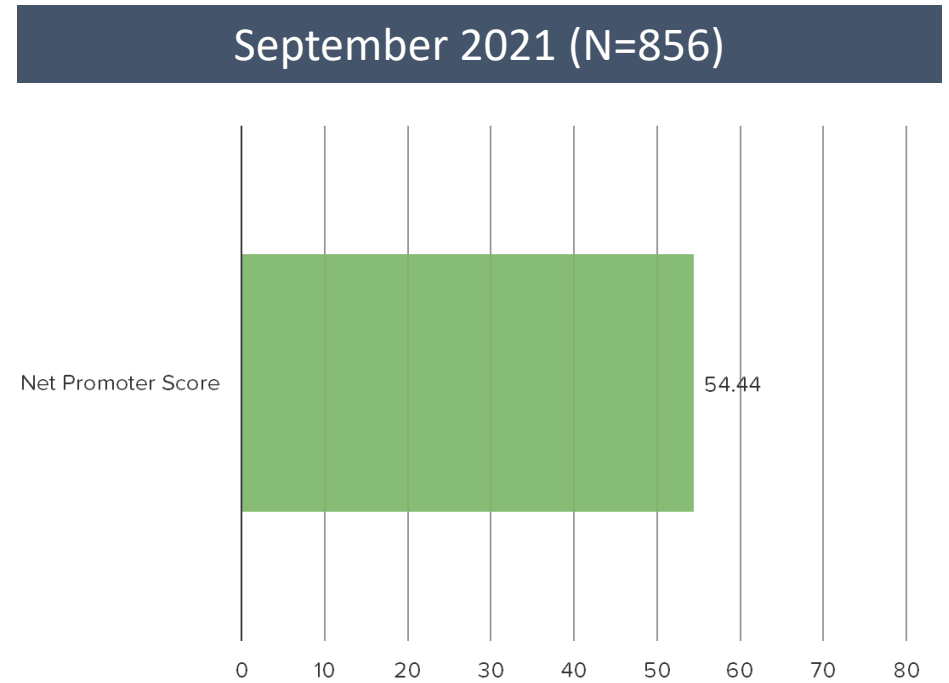
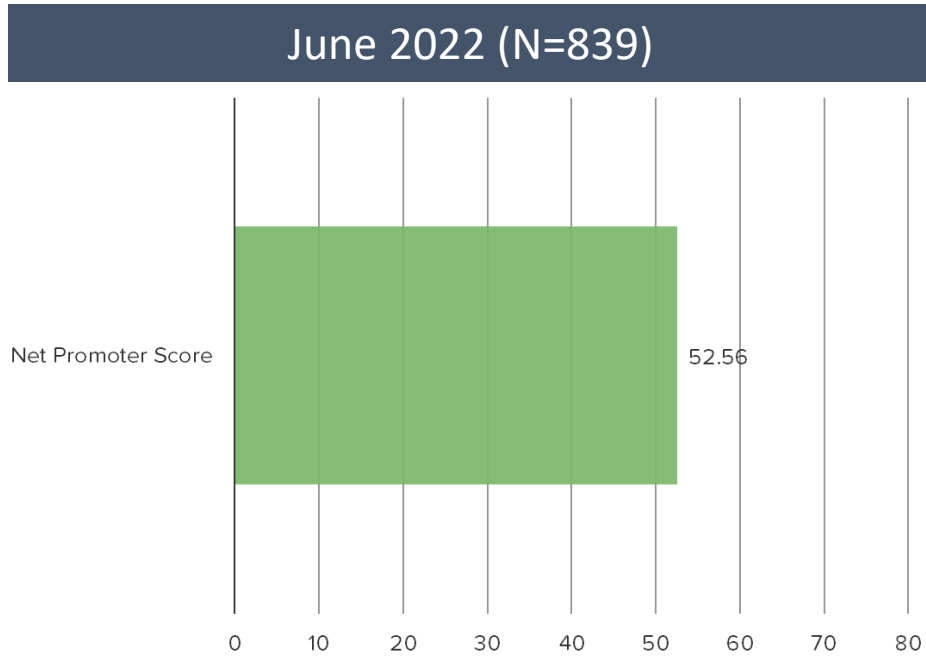


### September 2021 (N=649)



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

Posed to all respondents who currently play Roblox.

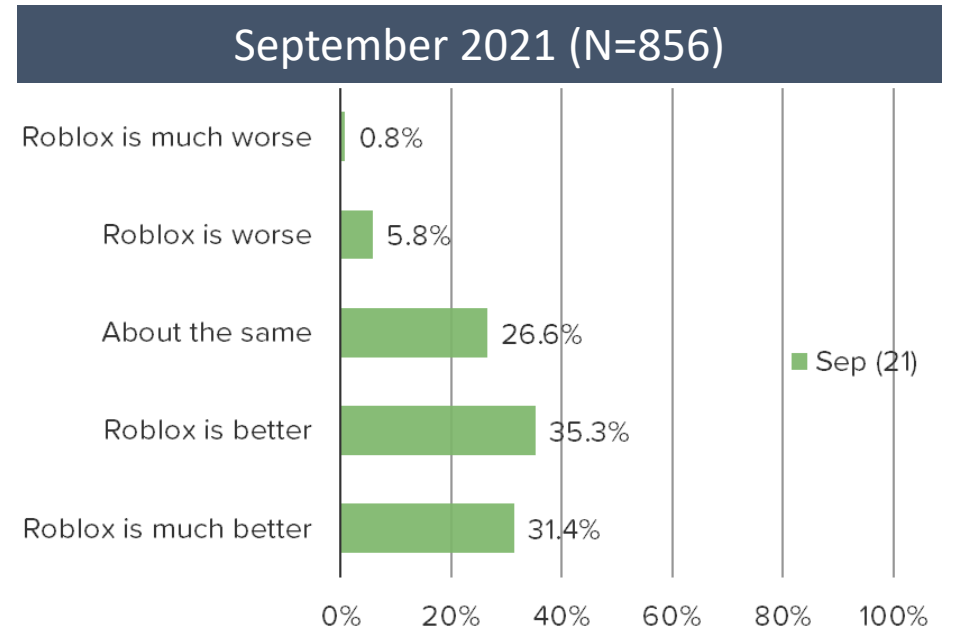
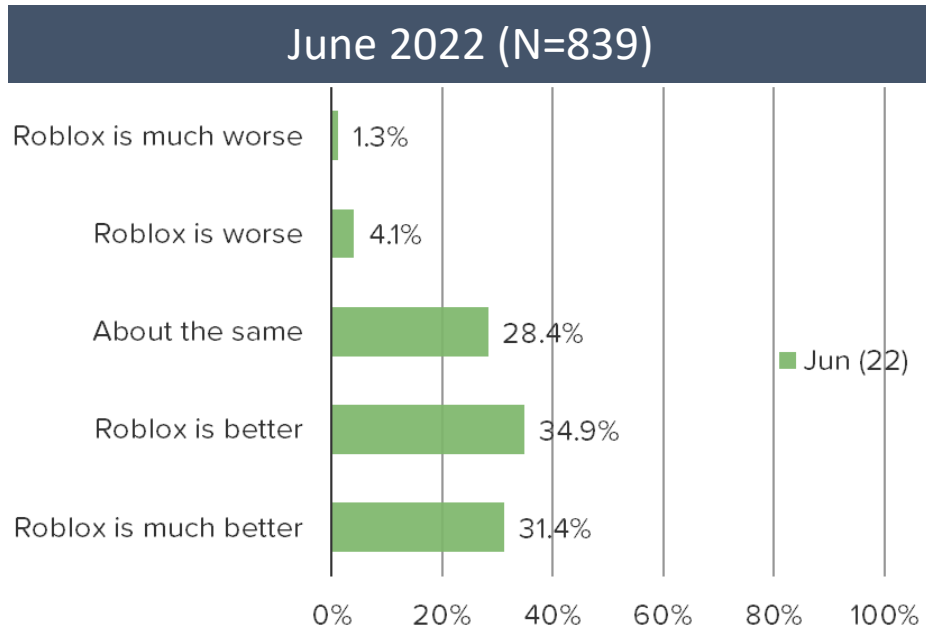


### Cross-Tabbing NPS (June and September Waves Combined):

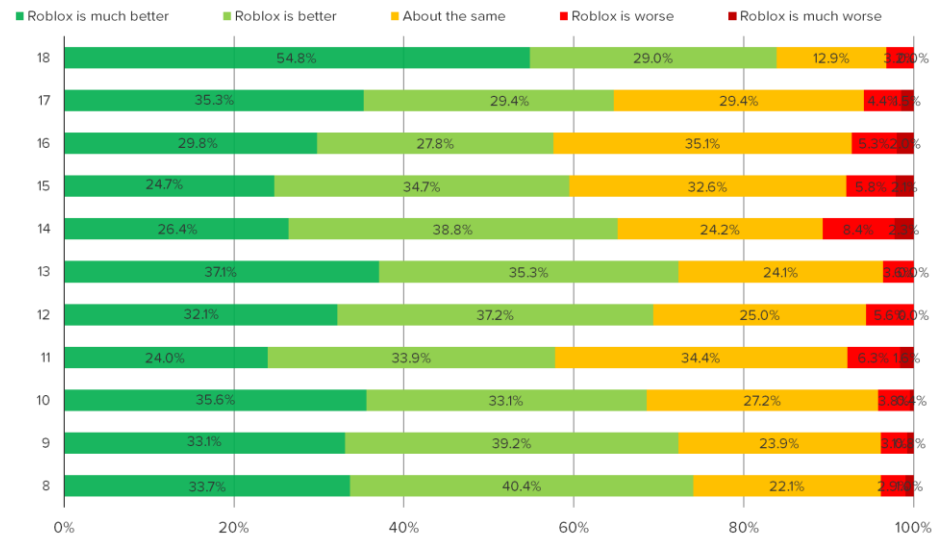
Filtered Audience	NPS	N Size
Plays RBLX Often	73	964
Plays RBLX Occasionally	29	743
8 Years Old	55	104
9 Years Old	58	130
10 Years Old	64	243
11 Years Old	49	192
12 Years Old	54	196
13 Years Old	58	224
14 Years Old	53	178
15 Years Old	43	190
16 Years Old	41	151
17 Years Old	56	68
18 Years Old	71	31

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

Posed to all respondents who currently play Roblox.



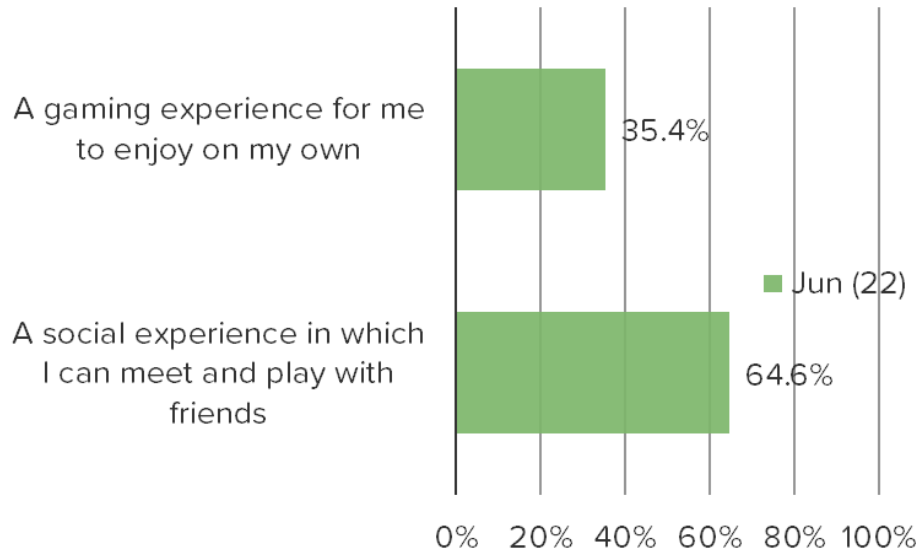
Data above cross-tabbed by Age (June and September waves combined):



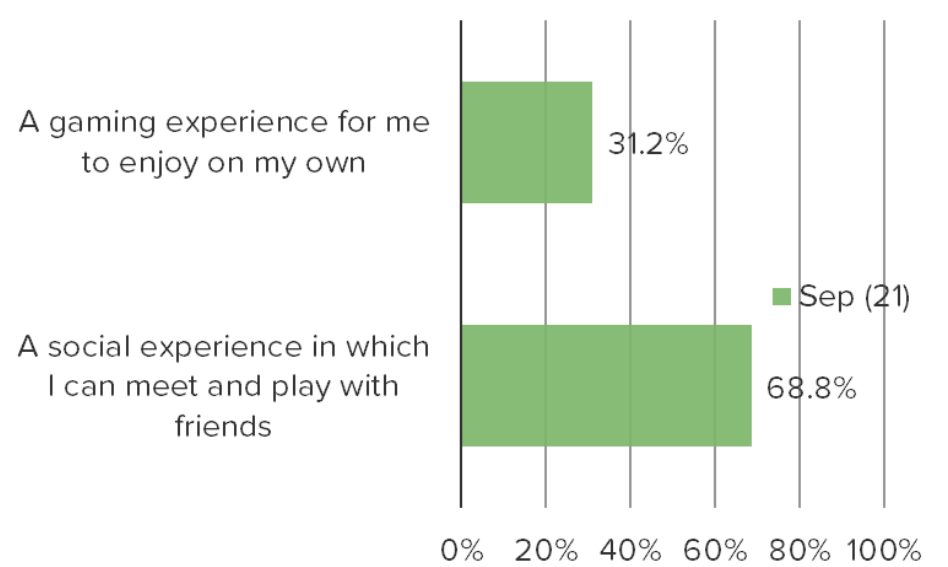
Which of the following best describes how you view Roblox?

Posed to all respondents who currently play Roblox.

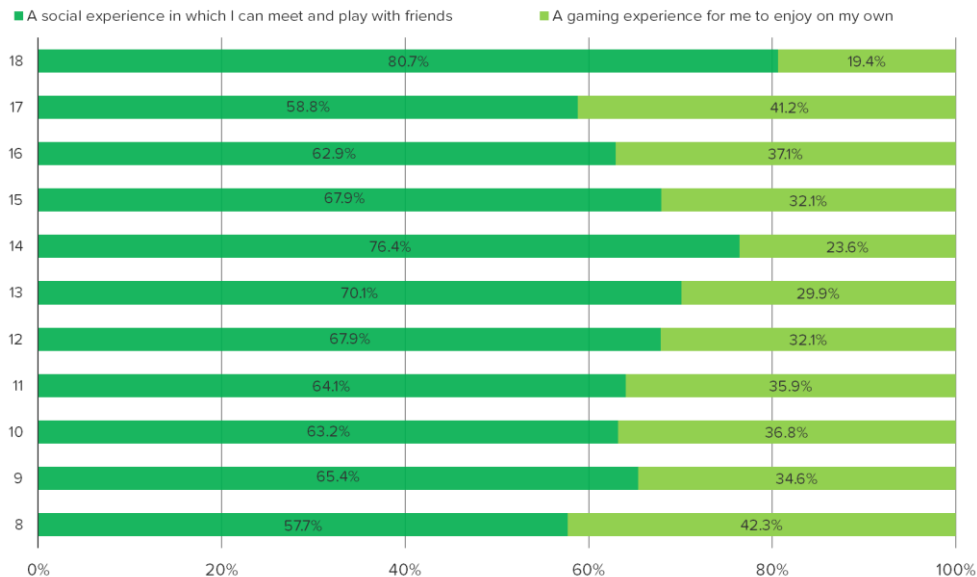
June 2022 (N=839)



September 2021 (N=856)

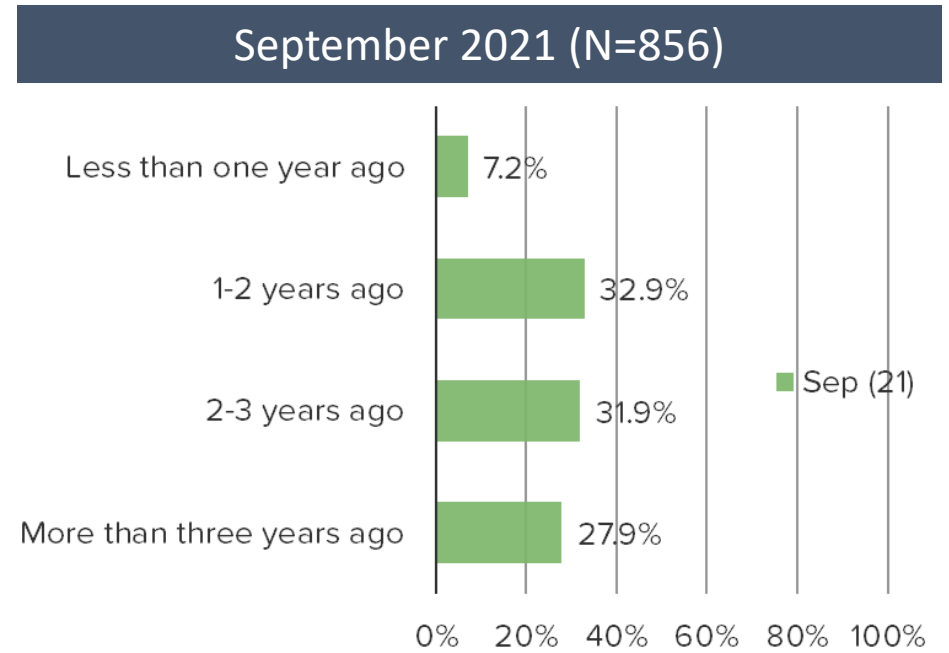
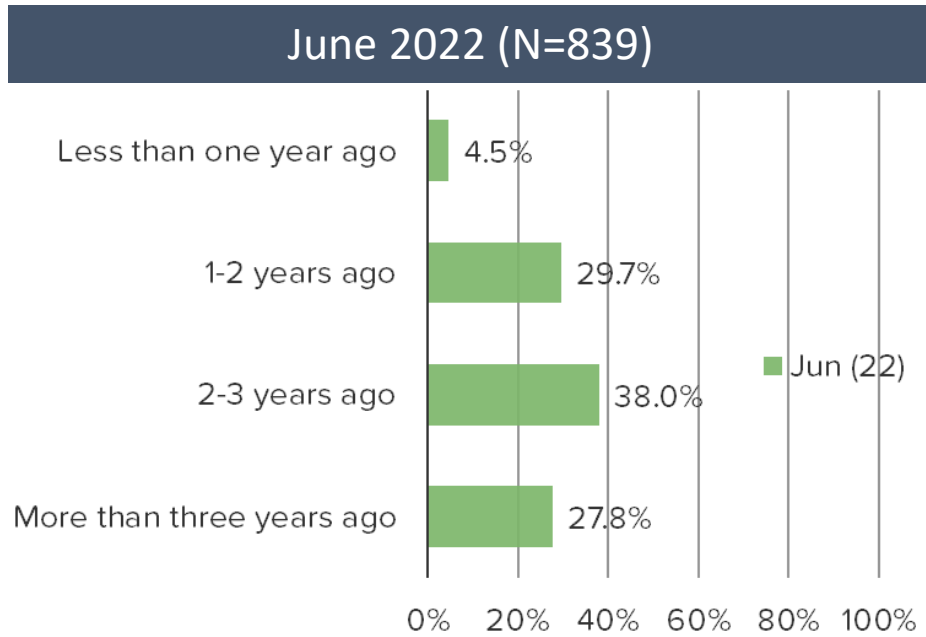


Data above cross-tabbed by Age (June and September waves combined):



### When did you start playing Roblox for the first time?

Posed to all respondents who currently play Roblox.



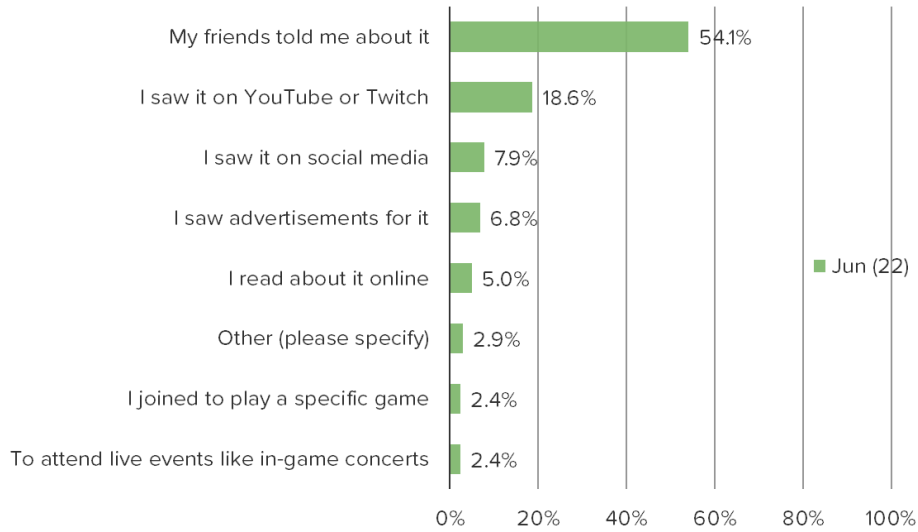
Data above cross-tabbed by Age (June and September waves combined):

	More than three years ago	2-3 years ago	1-2 years ago	Less than one year ago	N=
8	7.7%	17.3%	48.1%	26.9%	104
9	6.2%	22.3%	61.5%	10.0%	130
10	9.6%	41.4%	42.3%	6.7%	239
11	21.9%	40.6%	33.9%	3.7%	192
12	31.6%	40.8%	26.0%	1.5%	196
13	33.0%	40.6%	22.8%	3.6%	224
14	37.6%	36.0%	21.4%	5.1%	178
15	42.1%	32.6%	21.6%	3.7%	190
16	45.7%	32.5%	17.9%	4.0%	151
17	39.7%	29.4%	26.5%	4.4%	68
18	48.4%	12.9%	38.7%	0.0%	31

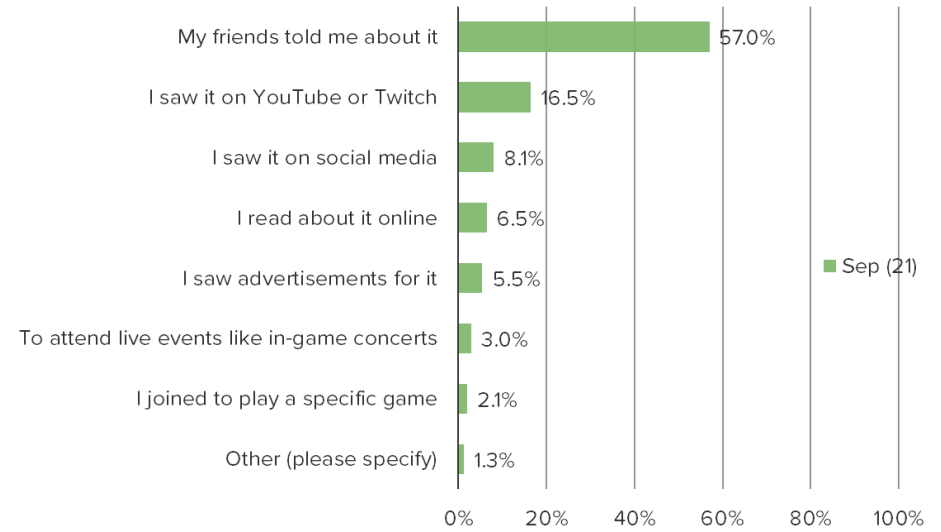
## How did you first get introduced to Roblox?

Posed to all respondents who currently play Roblox.

June 2022 (N=839)



September 2021 (N=856)

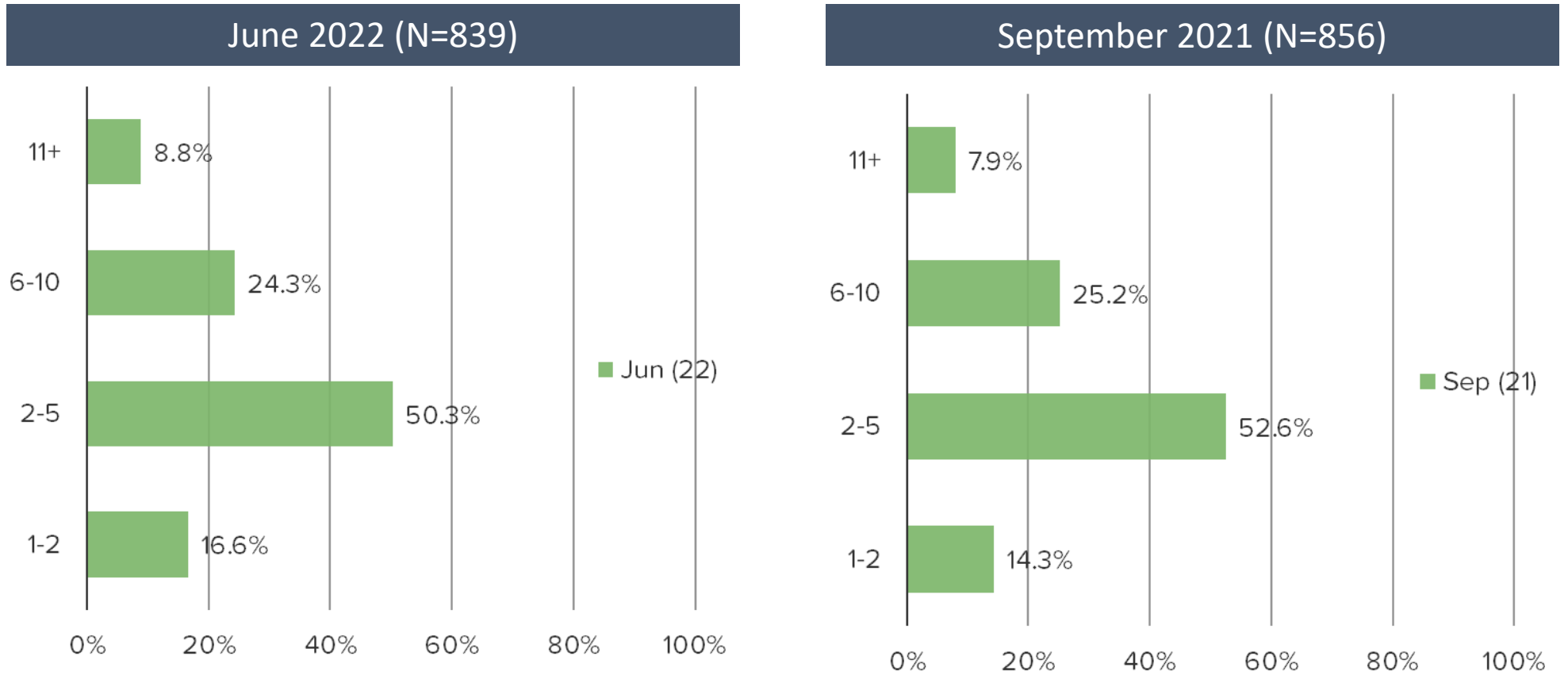


Data above cross-tabbed by Age (June and September waves combined):

	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=
8	4.8%	50.0%	26.0%	3.9%	2.9%	2.9%	4.8%	4.8%	104
9	4.6%	58.5%	20.8%	2.3%	9.2%	0.8%	3.9%	0.0%	130
10	5.4%	53.6%	20.1%	7.5%	7.1%	2.1%	2.1%	2.1%	239
11	7.3%	64.1%	17.2%	2.1%	3.1%	1.6%	2.6%	2.1%	192
12	8.7%	55.6%	16.8%	6.1%	6.1%	2.0%	1.0%	3.6%	196
13	8.0%	57.6%	14.7%	6.3%	5.8%	4.5%	0.9%	2.2%	224
14	8.4%	60.1%	18.0%	4.5%	5.6%	1.7%	0.6%	1.1%	178
15	11.6%	51.6%	15.8%	8.4%	7.9%	1.6%	1.6%	1.6%	190
16	8.0%	53.6%	13.3%	9.3%	4.6%	4.6%	4.0%	2.7%	151
17	10.3%	44.1%	16.2%	7.4%	13.2%	2.9%	4.4%	1.5%	68
18	19.4%	41.9%	12.9%	3.2%	0.0%	16.1%	6.5%	0.0%	31

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

Posed to all respondents who currently play Roblox.



Data above cross-tabbed by Age (June and September waves combined):

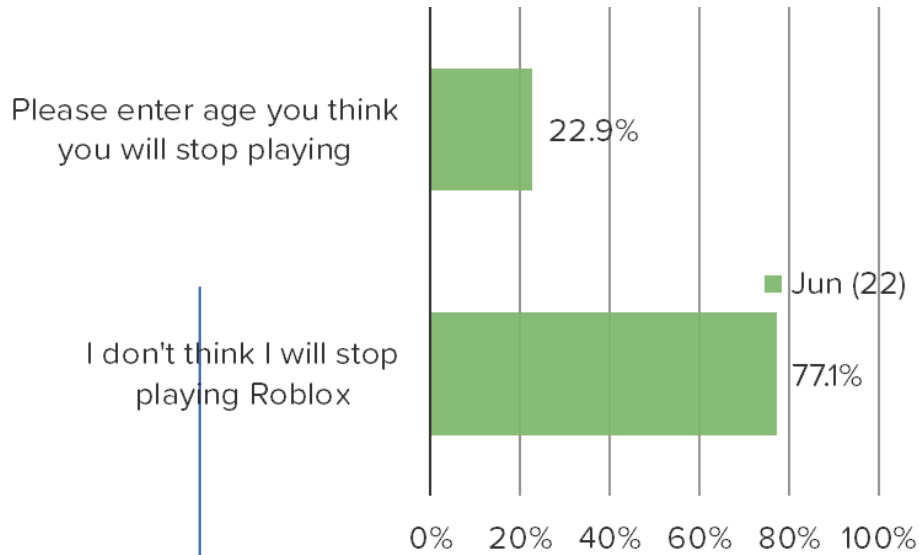
	1-2	2-5	6-10	11+	N=
8	21.2%	42.3%	26.0%	10.6%	104
9	16.2%	46.9%	26.9%	10.0%	130
10	13.8%	50.6%	27.6%	8.0%	239
11	17.2%	51.0%	22.9%	8.9%	192
12	11.2%	57.1%	22.5%	9.2%	196
13	12.1%	53.1%	28.1%	6.7%	224
14	18.0%	55.1%	20.2%	6.7%	178
15	19.5%	52.1%	20.0%	8.4%	190
16	11.9%	60.3%	22.5%	5.3%	151
17	22.1%	33.8%	29.4%	14.7%	68
18	6.5%	38.7%	41.9%	12.9%	31



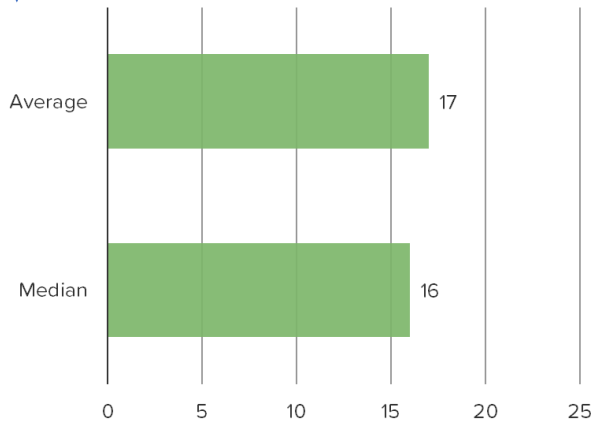
### At what age do you think you will STOP playing Roblox?

Posed to all respondents who currently play Roblox.

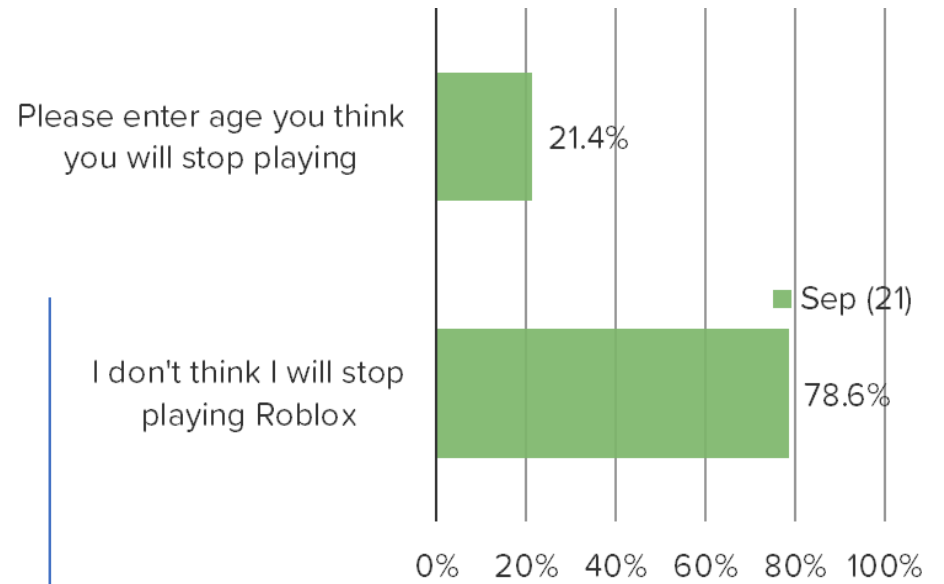
June 2022 (N=839)



I don't think I will stop playing Roblox

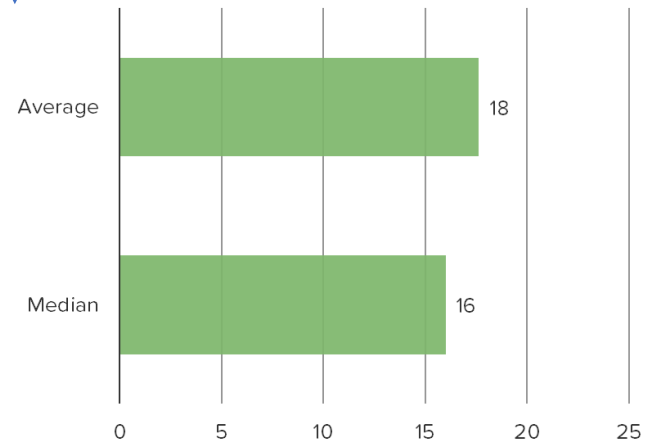


September 2021 (N=856)



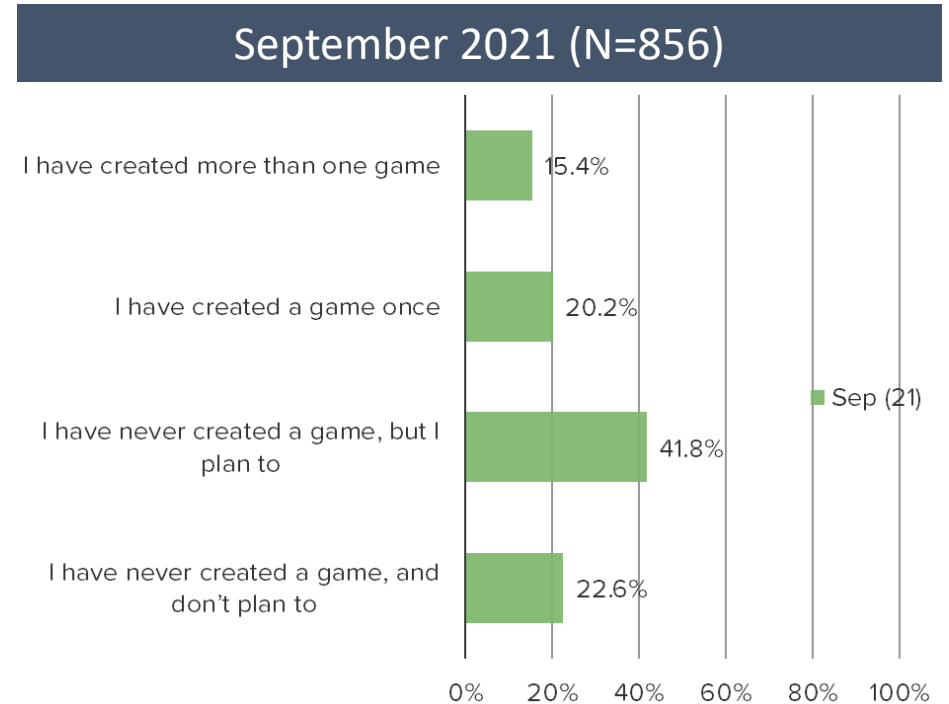
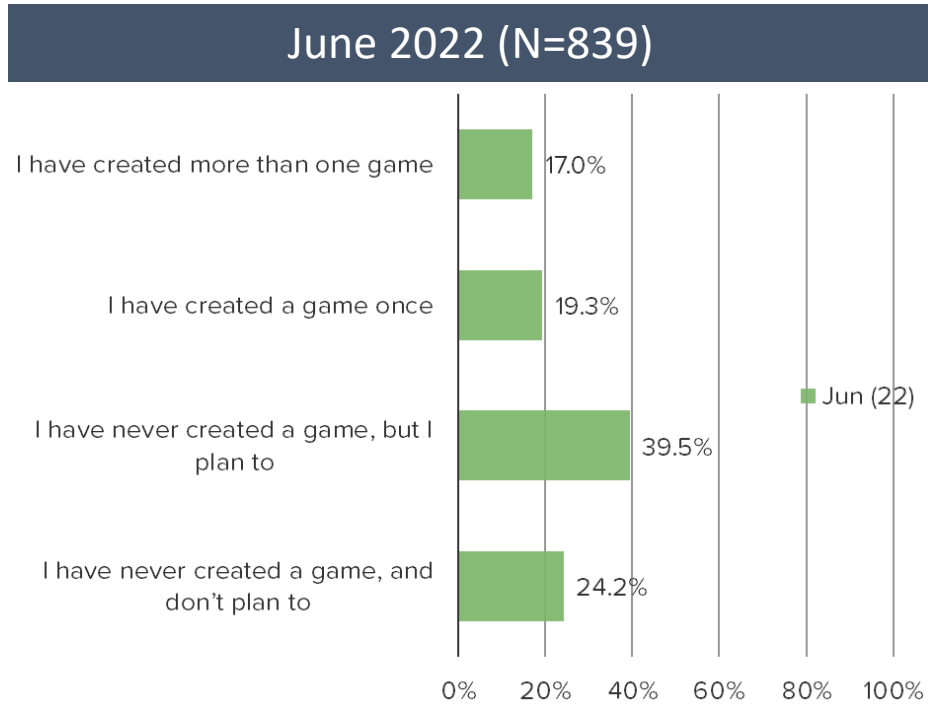
Please enter age you think you will stop playing

I don't think I will stop playing Roblox



## Have you ever created a game on Roblox?

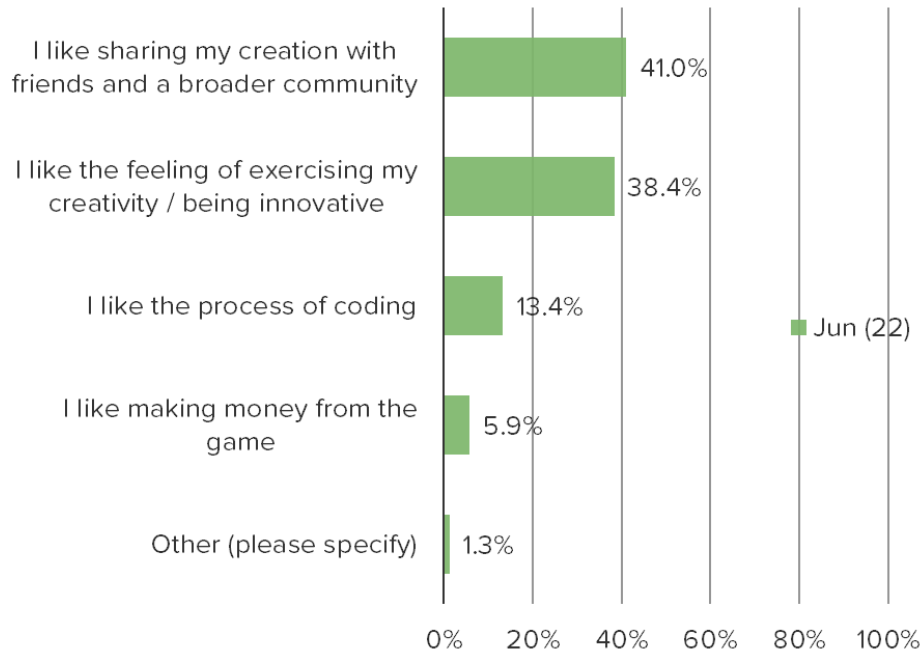
Posed to all respondents who currently play Roblox.



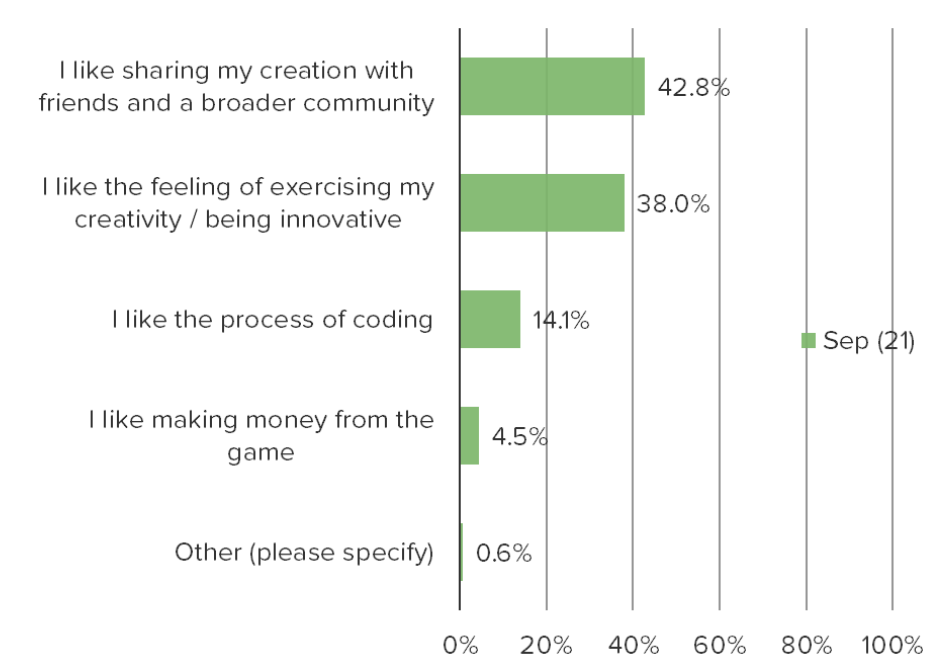
**Of the choices below, what is the #1 reason why you create games on Roblox?**

Posed to all respondents who currently play Roblox and have created a game.

June 2022 (N=307)

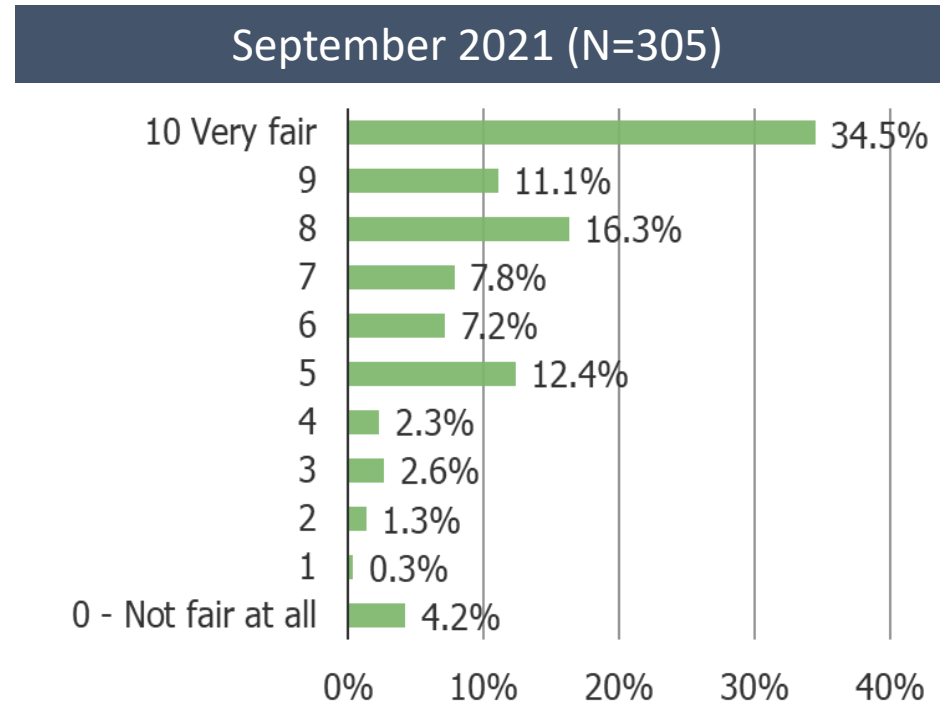
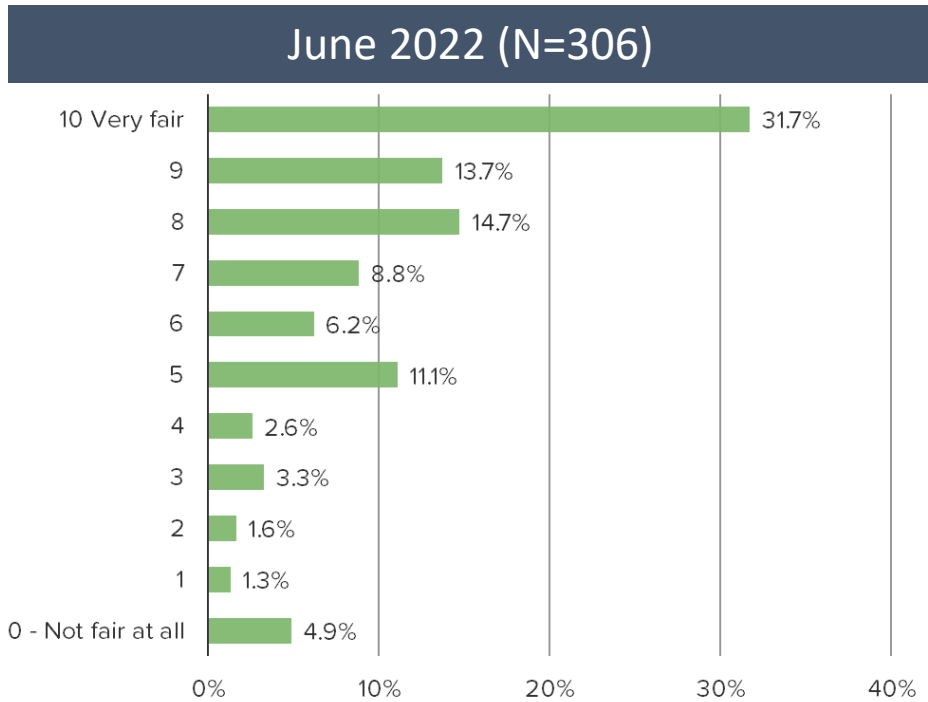


September 2021 (N=305)



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

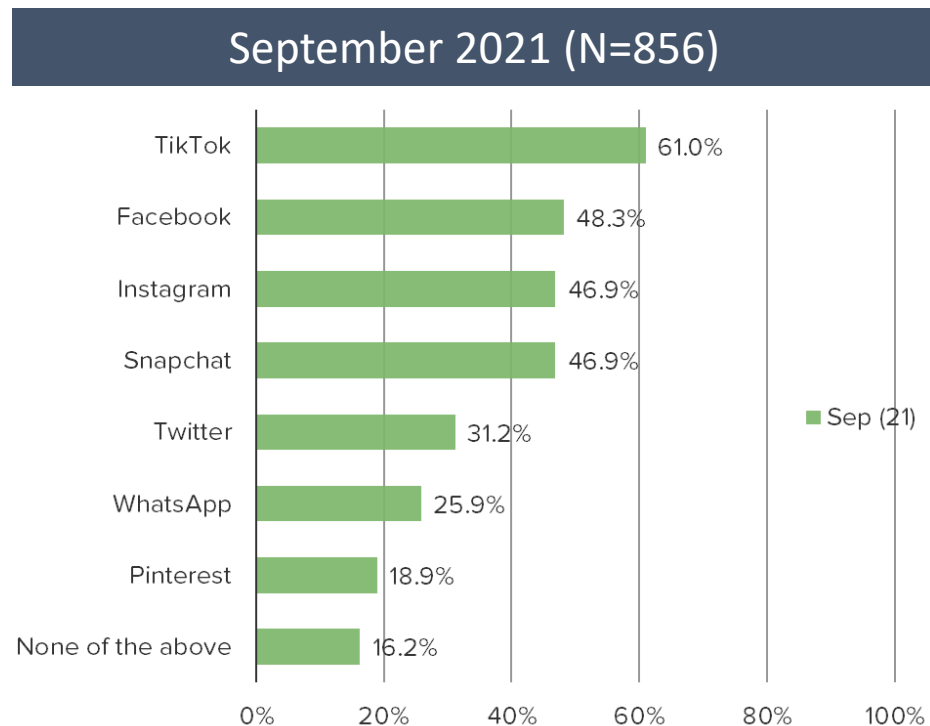
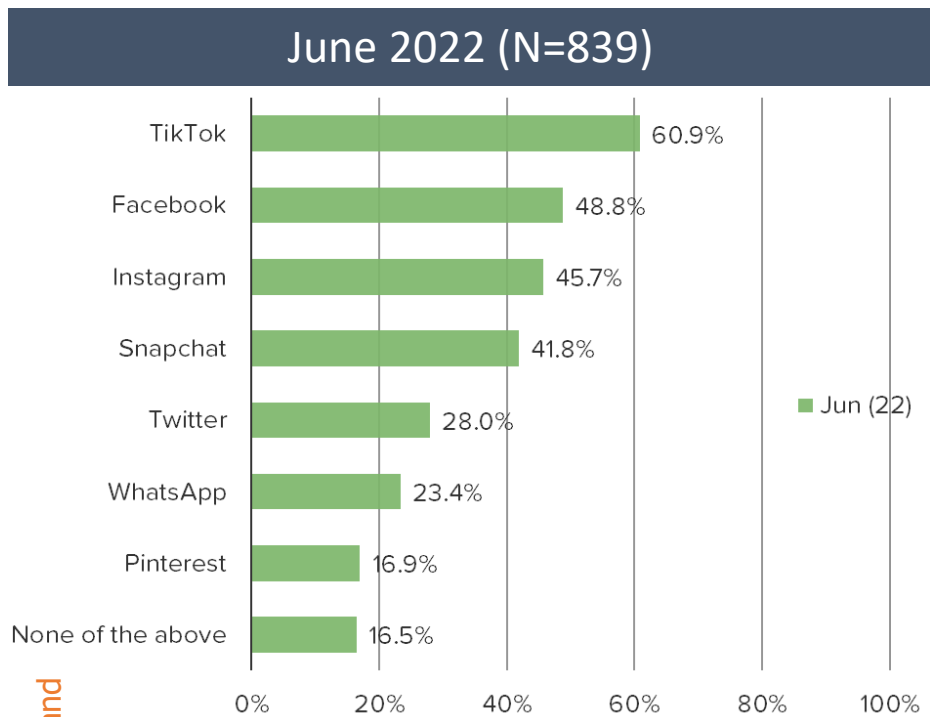
Posed to all respondents who currently play Roblox and have created a game.



**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.



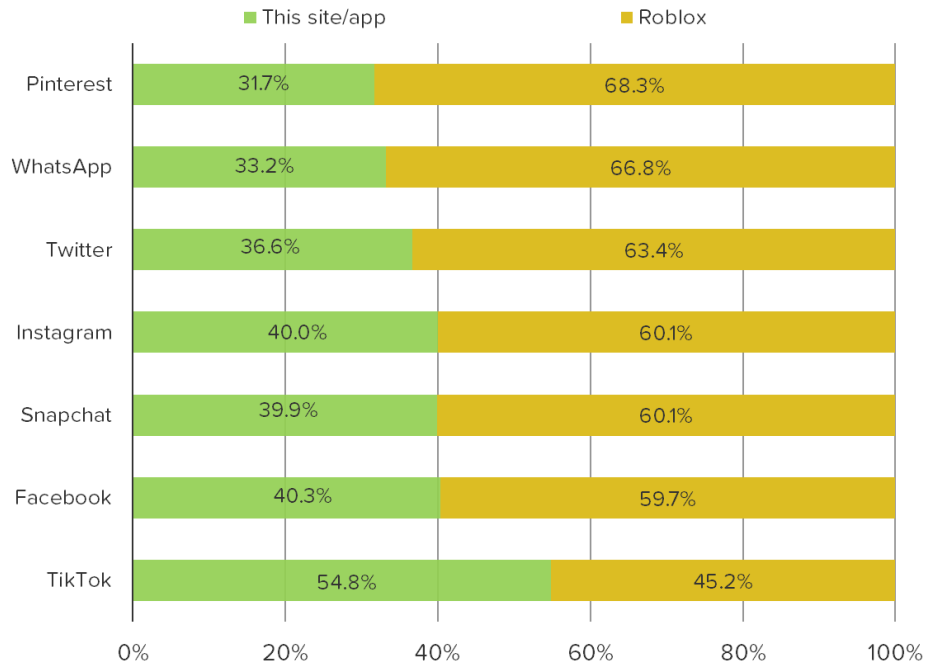
Data above cross-tabbed by Age (June and September waves combined):

	None	Facebook	Snapchat	Twitter	TikTok	Instagram	WhatsApp	Pinterest	N=
8	39.4%	25.0%	21.2%	10.6%	39.4%	16.4%	12.5%	9.6%	104
9	32.3%	36.2%	25.4%	11.5%	50.8%	23.9%	12.3%	11.5%	130
10	25.1%	40.6%	35.6%	19.7%	50.6%	28.5%	19.7%	12.1%	239
11	26.0%	34.4%	29.2%	8.9%	54.7%	23.4%	11.5%	12.0%	192
12	15.3%	39.3%	49.0%	22.5%	68.9%	40.3%	22.5%	16.8%	196
13	11.2%	50.9%	44.6%	37.1%	66.1%	58.5%	29.9%	21.9%	224
14	9.6%	58.4%	55.6%	37.6%	65.7%	57.3%	27.5%	23.0%	178
15	5.8%	65.8%	57.9%	42.6%	66.3%	65.3%	32.6%	19.5%	190
16	2.0%	62.9%	58.3%	50.3%	68.2%	73.5%	31.8%	20.5%	151
17	2.9%	76.5%	61.8%	58.8%	70.6%	75.0%	47.1%	32.4%	68
18	0.0%	71.0%	74.2%	71.0%	87.1%	87.1%	61.3%	45.2%	31

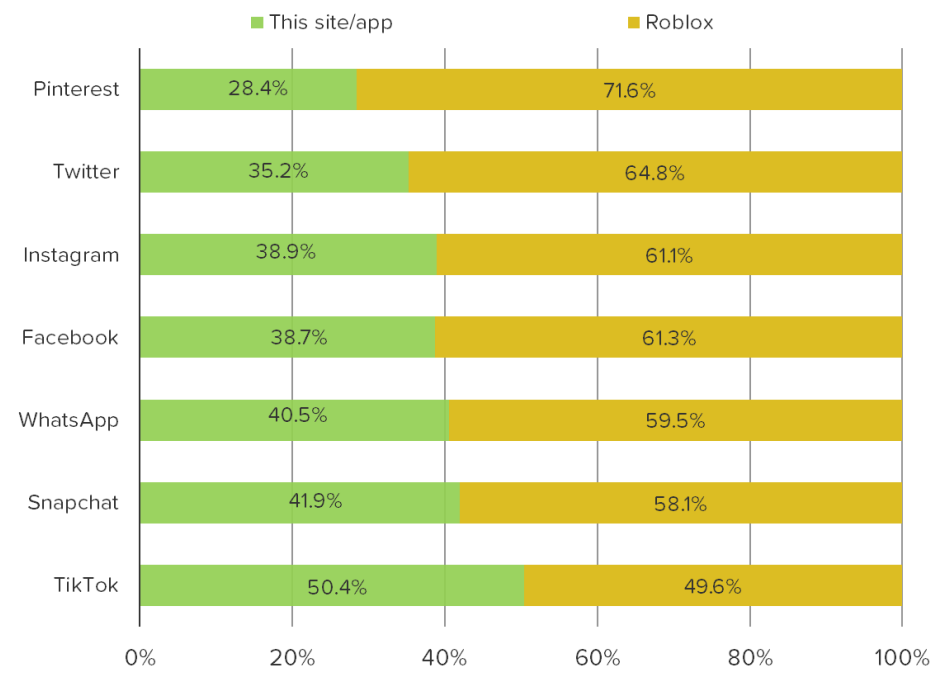
## Which do you spend more time on?

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

June 2022



September 2021



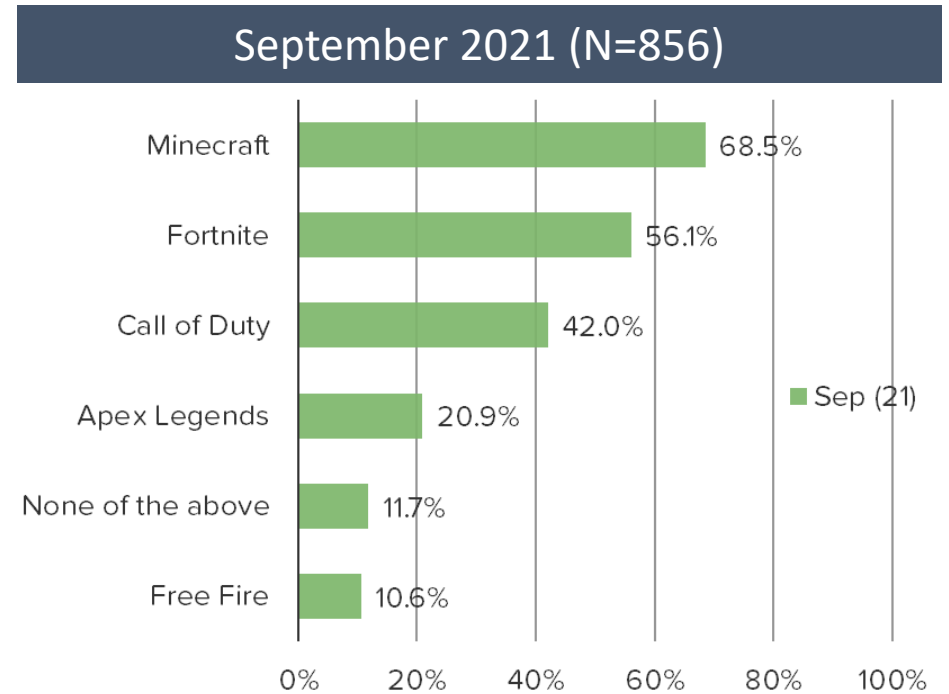
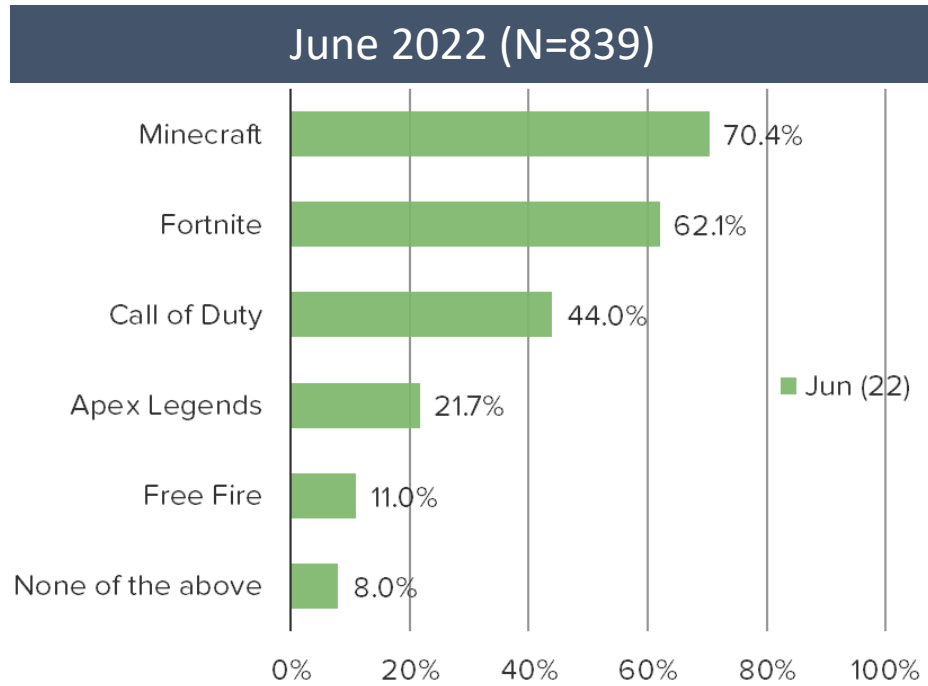
	N=
TikTok	511
Facebook	409
Snapchat	351
Instagram	383
Twitter	235
WhatsApp	196
Pinterest	142

	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.



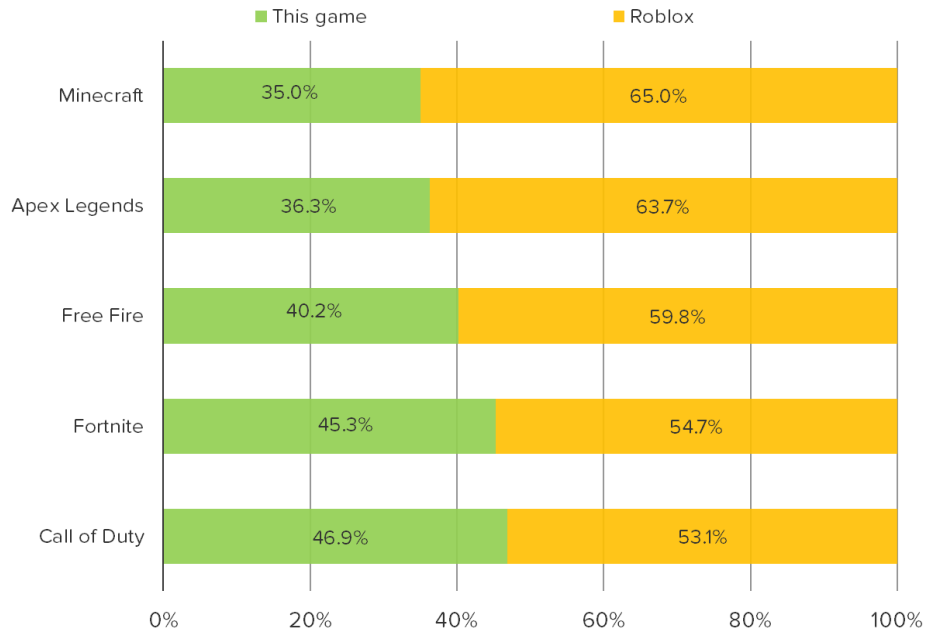
Data above cross-tabbed by Age (June and September waves combined):

	None of the above	Fortnite	Minecraft	Call of Duty	Apex Legends	Free Fire	N=
8	10.8%	54.2%	75.9%	19.3%	13.3%	8.4%	83
9	18.1%	53.3%	69.5%	27.6%	15.2%	5.7%	105
10	13.5%	59.0%	62.4%	41.0%	19.1%	11.8%	178
11	7.6%	60.4%	72.9%	30.6%	13.2%	6.9%	144
12	6.9%	58.6%	75.9%	37.9%	17.9%	7.6%	145
13	9.4%	60.2%	65.5%	46.8%	21.6%	14.0%	171
14	7.7%	60.8%	66.2%	52.3%	28.5%	12.3%	130
15	7.6%	65.5%	69.0%	57.2%	26.9%	13.1%	145
16	6.7%	62.9%	75.2%	54.3%	26.7%	9.5%	105
17	4.4%	65.2%	71.7%	65.2%	32.6%	17.4%	46
18	0.0%	71.4%	61.9%	81.0%	52.4%	28.6%	21

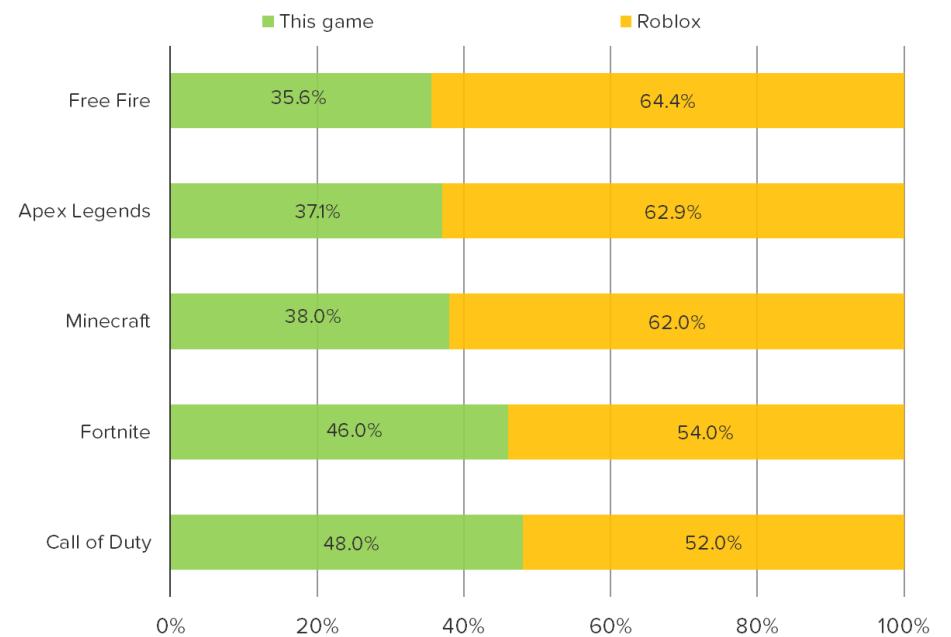
## Which do you spend more time on?

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

### June 2022 (N=772)



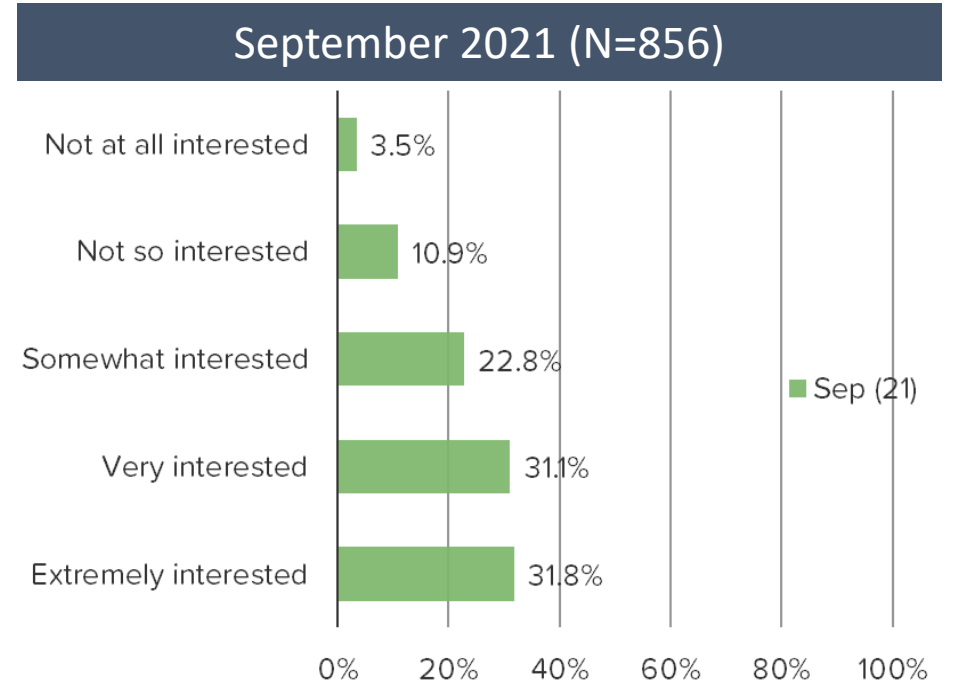
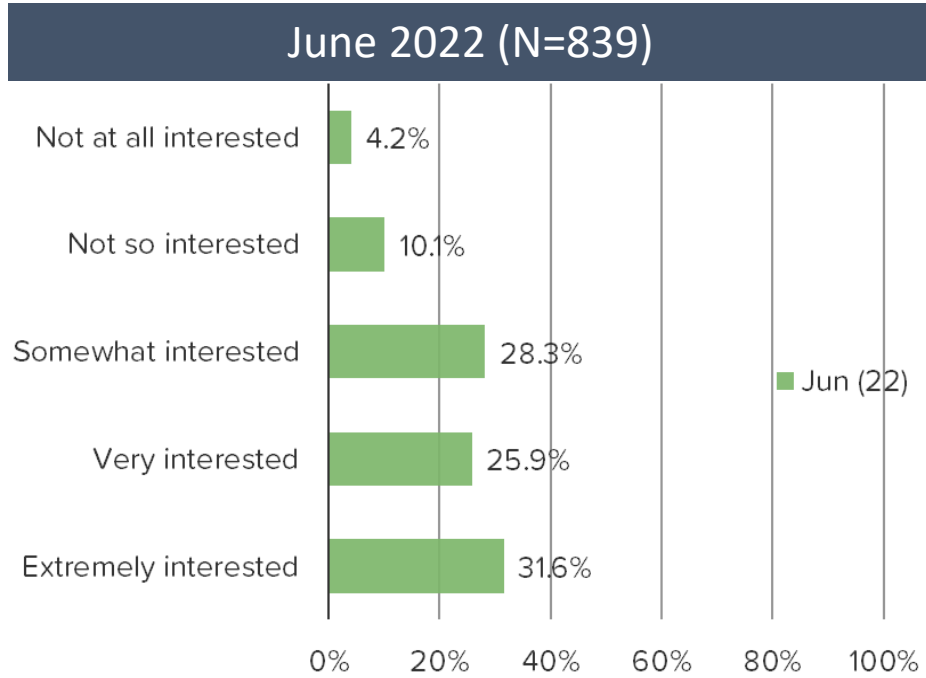
### September 2021 (N=)





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

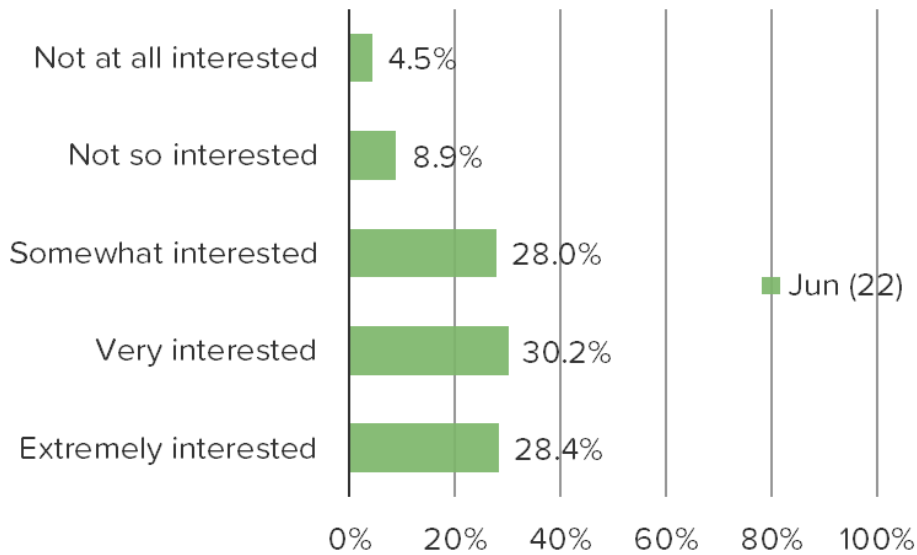
Posed to all respondents who currently play Roblox.



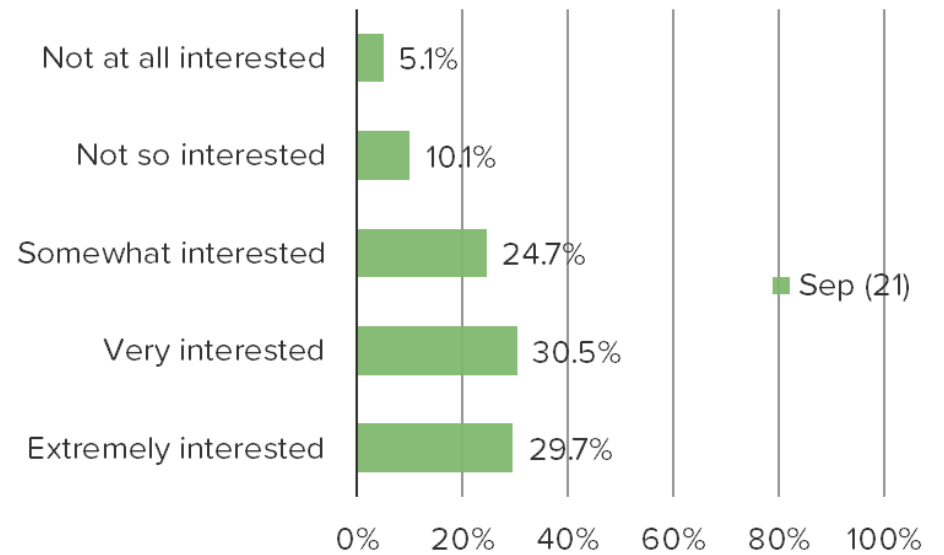
### How much interest would you have in existing in immersive, shared virtual spaces in which you could try on items available in-stores?

Posed to all respondents who currently play Roblox.

June 2022 (N=839)

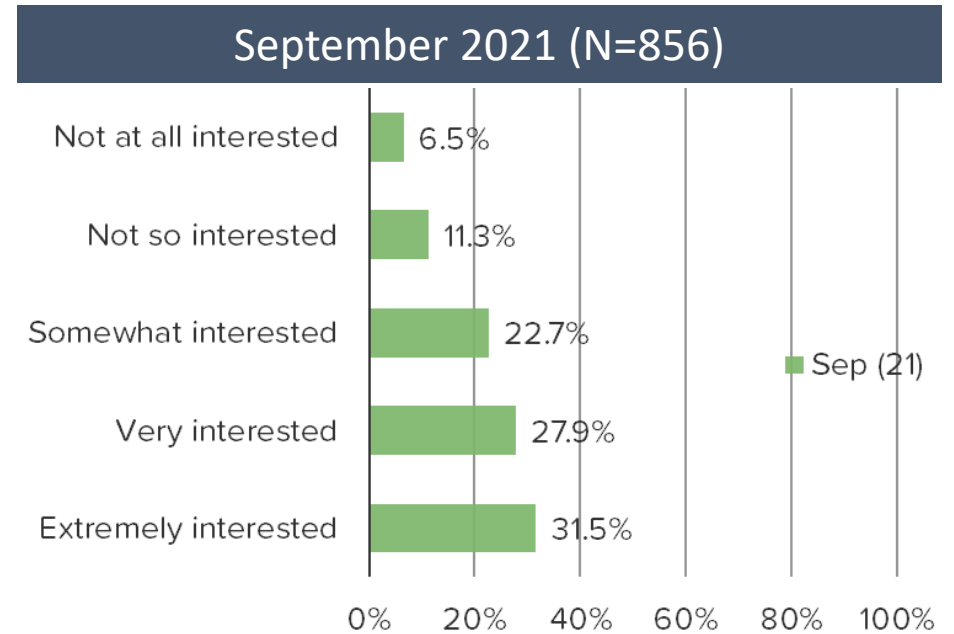
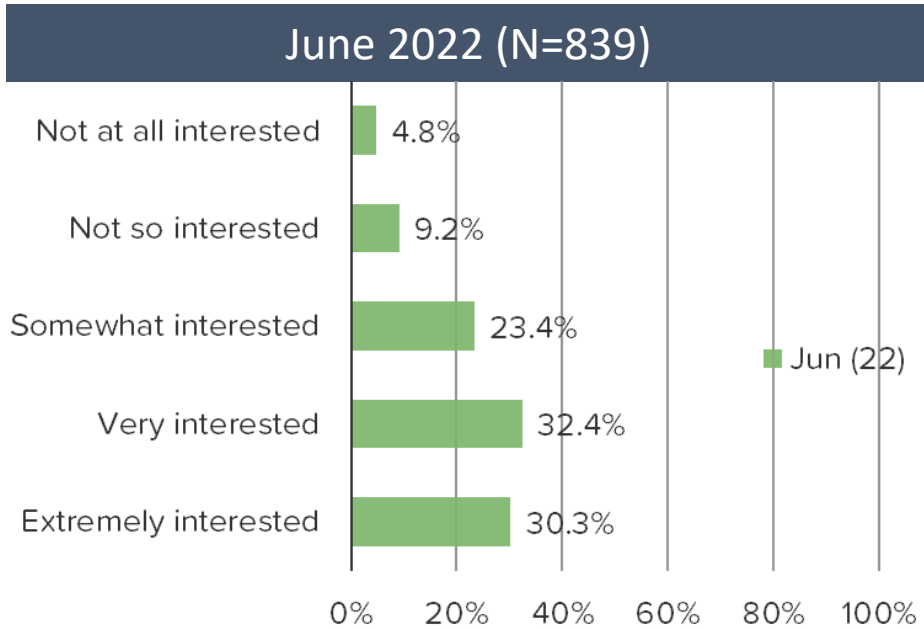


September 2021 (N=856)



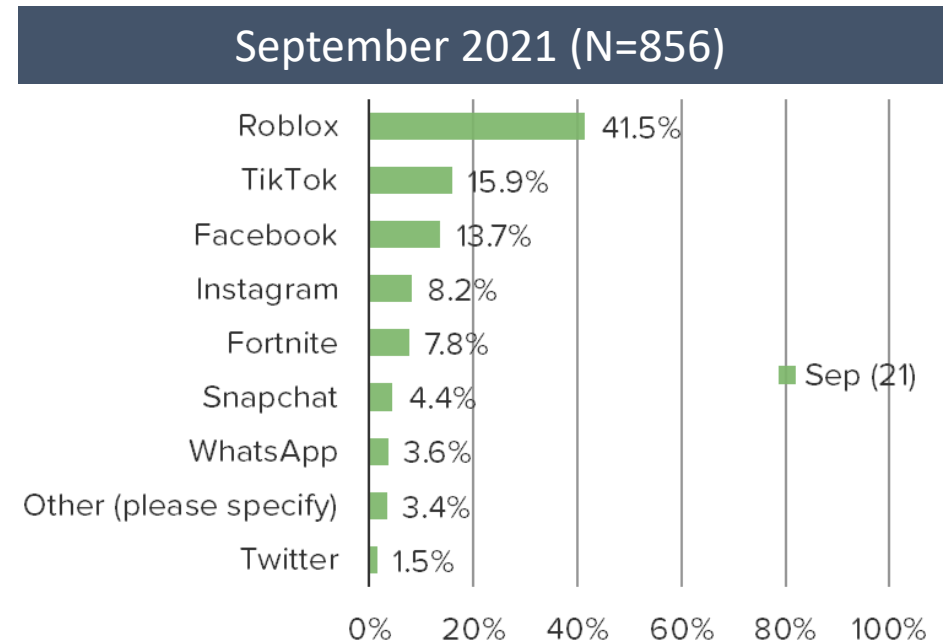
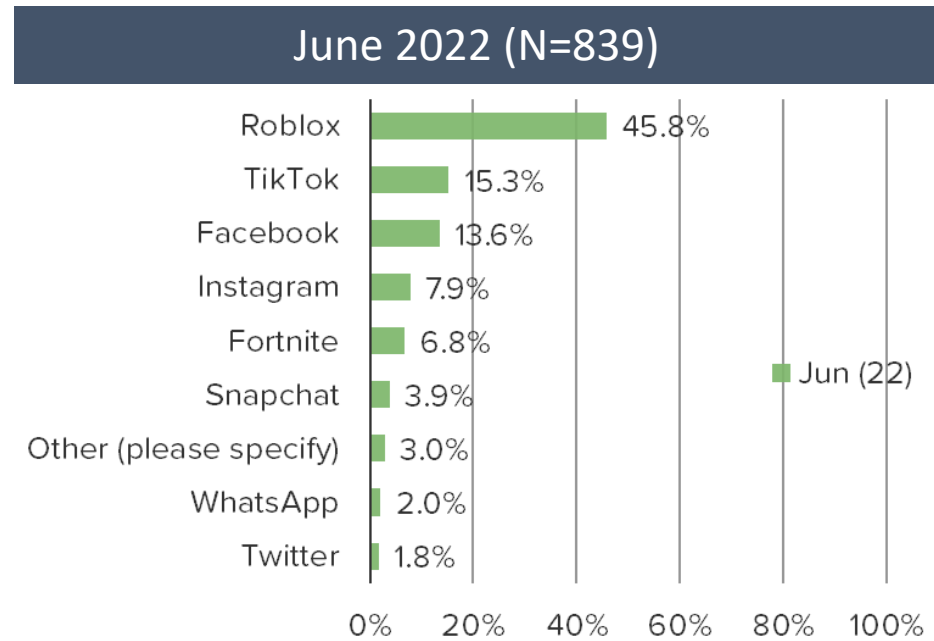
## How much interest would you have in existing in immersive, shared virtual spaces in which you could attend school/work virtually?

Posed to all respondents who currently play Roblox.



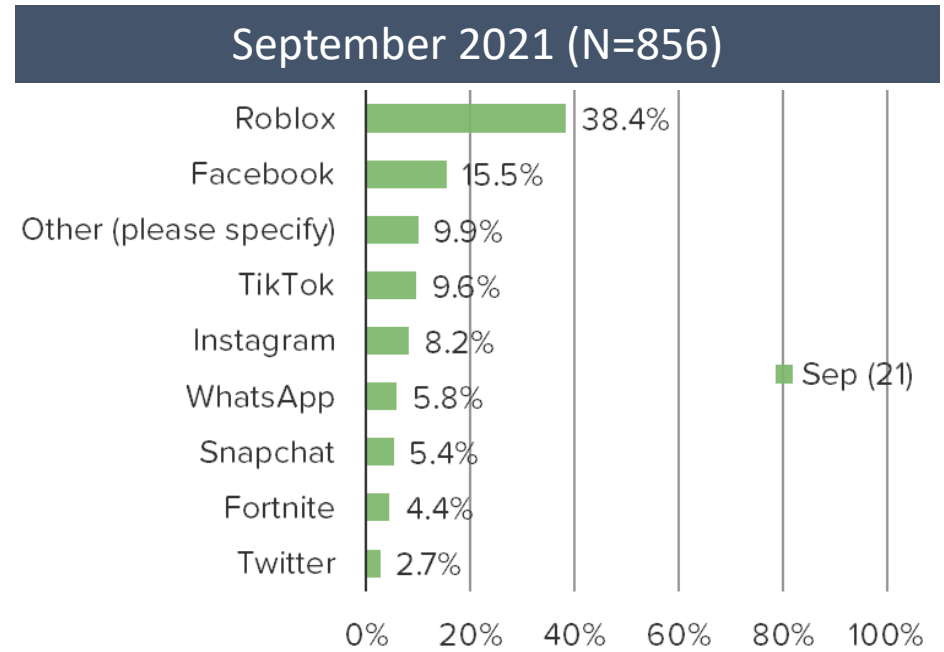
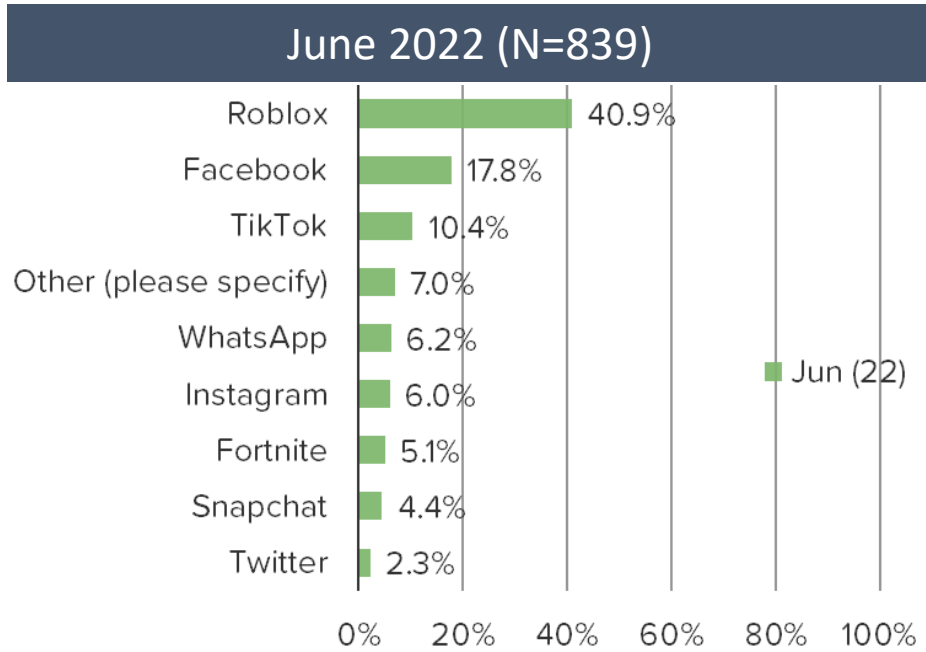
In your opinion, which would be best if they offered a virtual environment for attending virtual concerts with your friends?

Posed to all respondents who currently play Roblox.



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

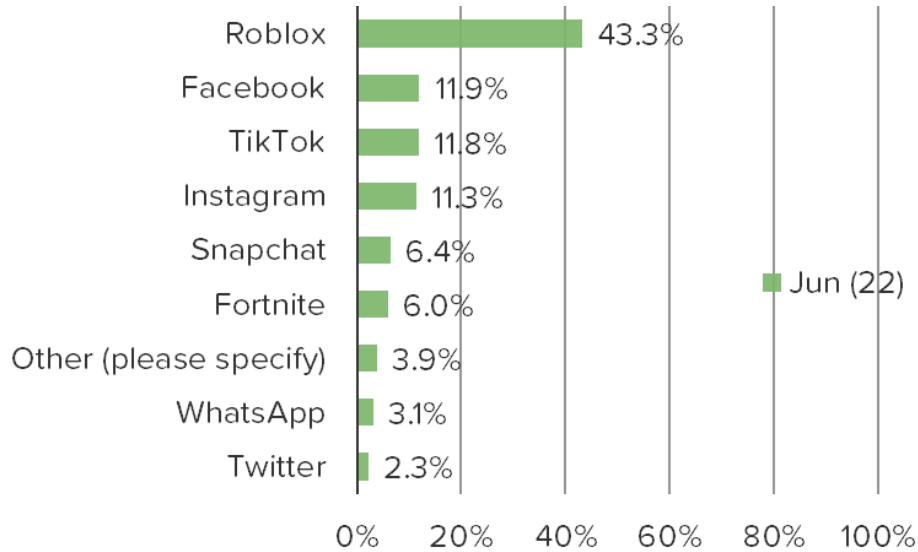
Posed to all respondents who currently play Roblox.



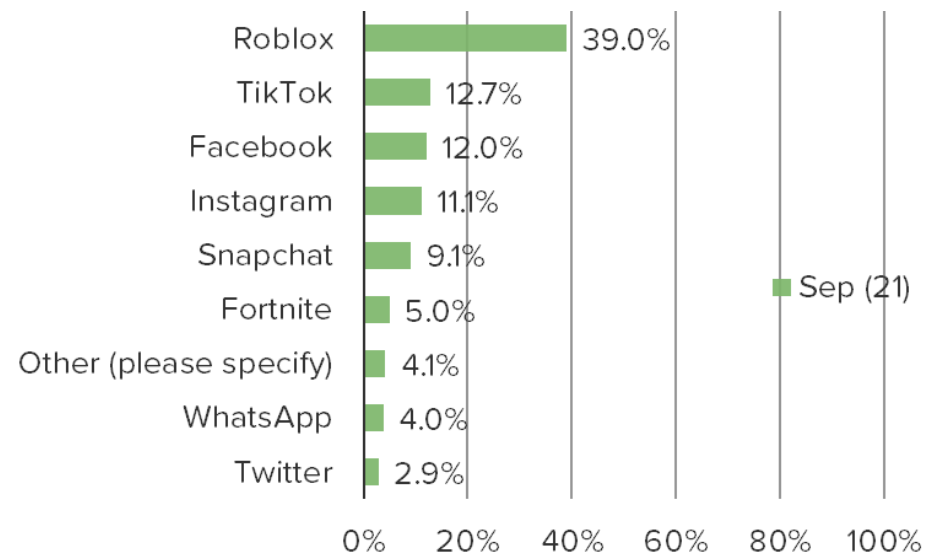
## In your opinion, which would be best if they offered a virtual environment for trying on items in stores virtually?

Posed to all respondents who currently play Roblox.

### June 2022 (N=839)



### September 2021 (N=856)



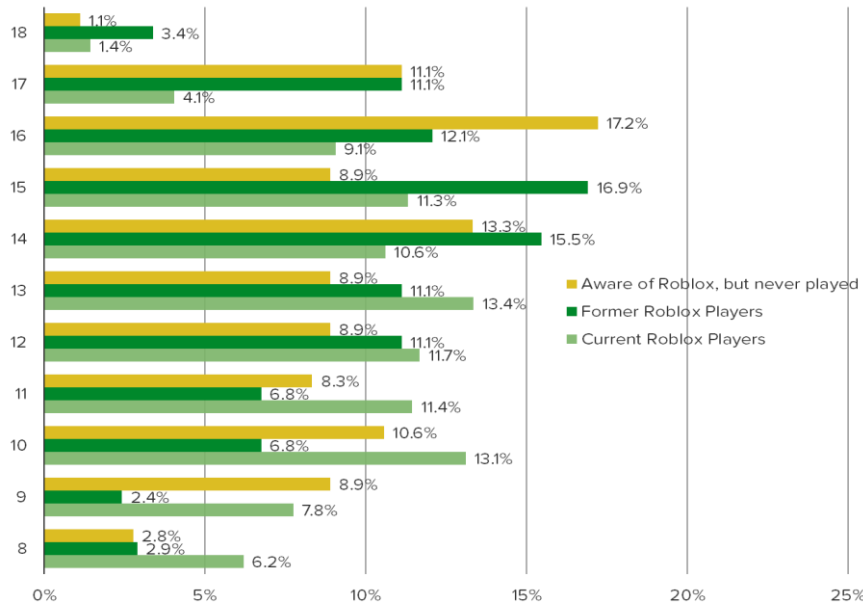
## Demographics

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## What is your age?

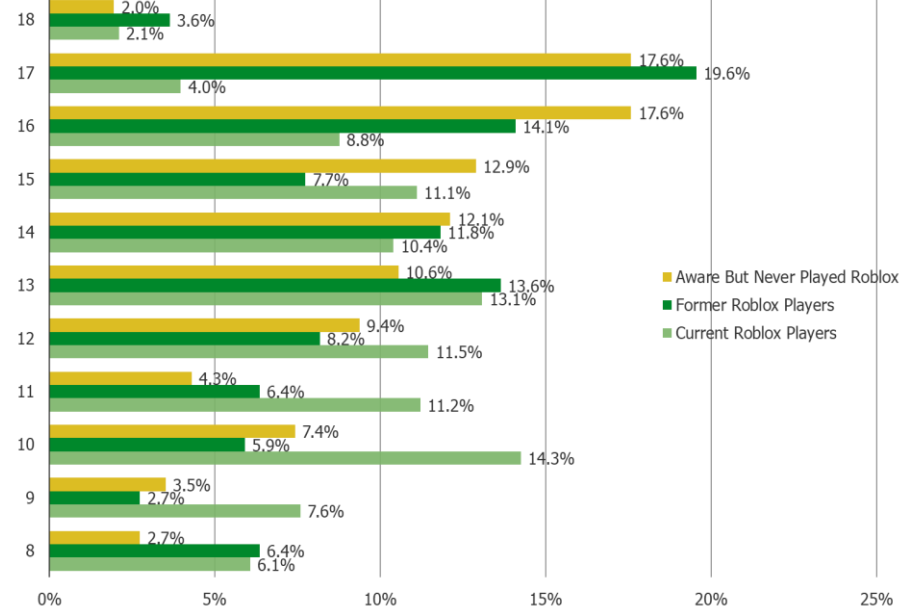
Current Roblox players, vs. former players, vs. aware but never played Roblox.

June 2022



N = 839 Roblox Players  
 N = 207 Former Roblox Players  
 N = 180 Aware, But Never Played Roblox

September 2021

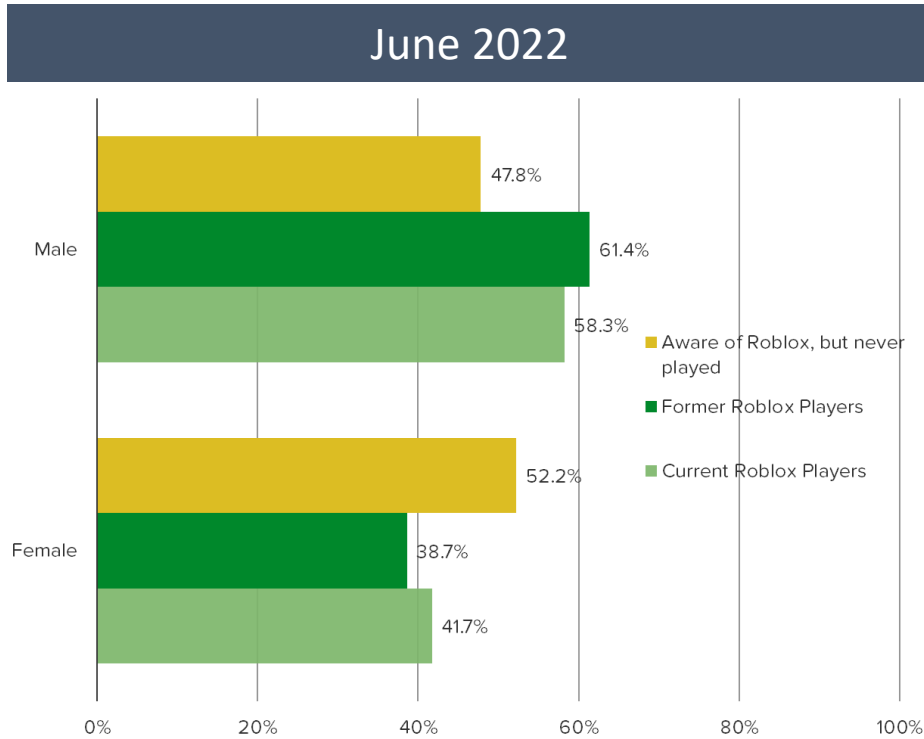


N = 856 Roblox Players  
 N = 220 Former Roblox Players  
 N = 256 Aware, But Never Played Roblox

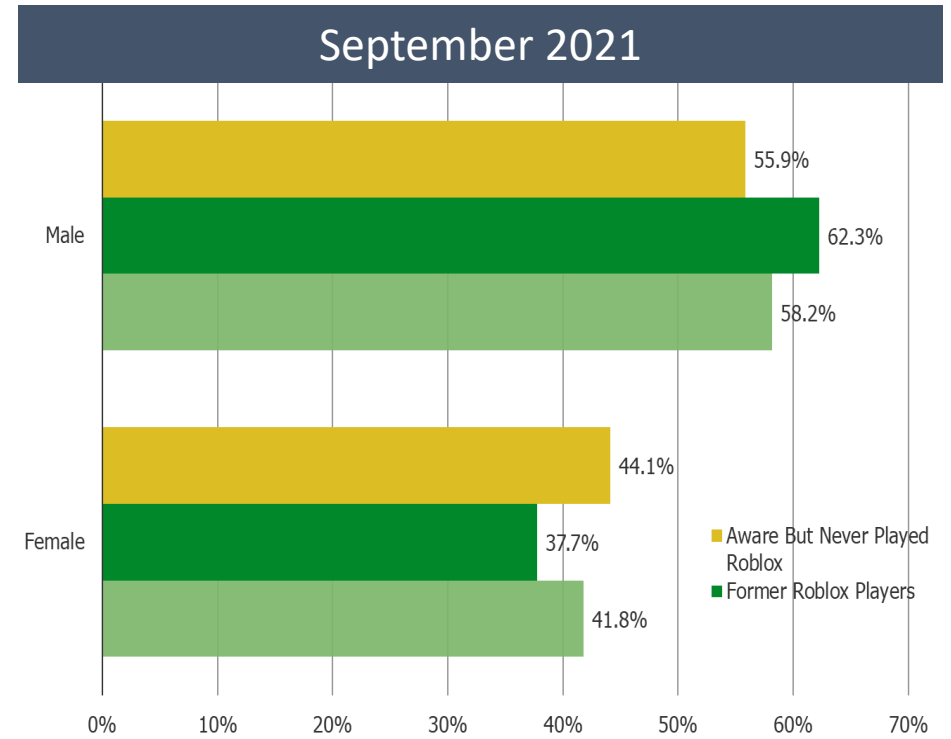


## What is your gender?

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



N = 839 Roblox Players  
 N = 207 Former Roblox Players  
 N = 180 Aware, But Never Played Roblox



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