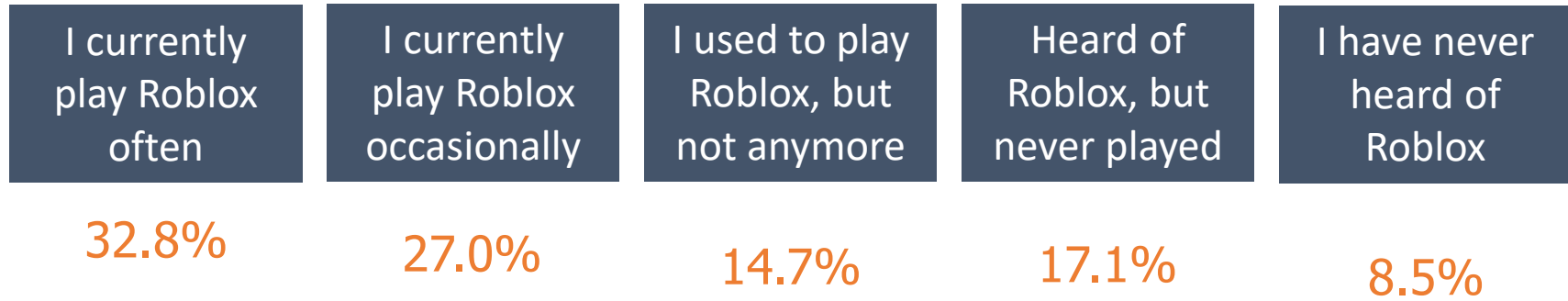


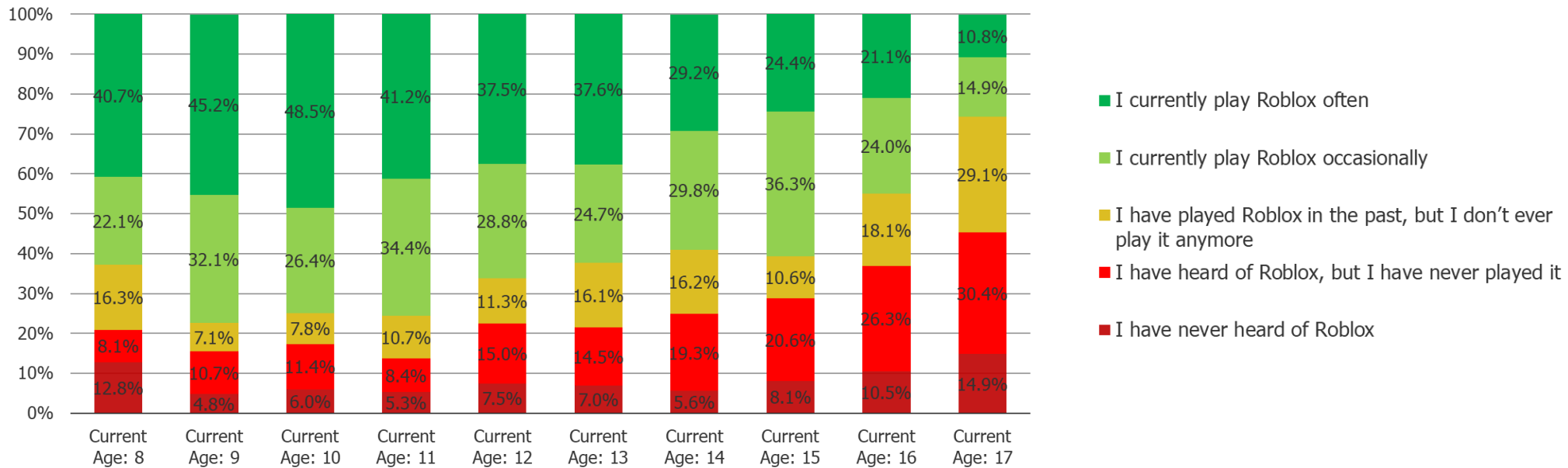
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Which of the following best describes your experience with Roblox?

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

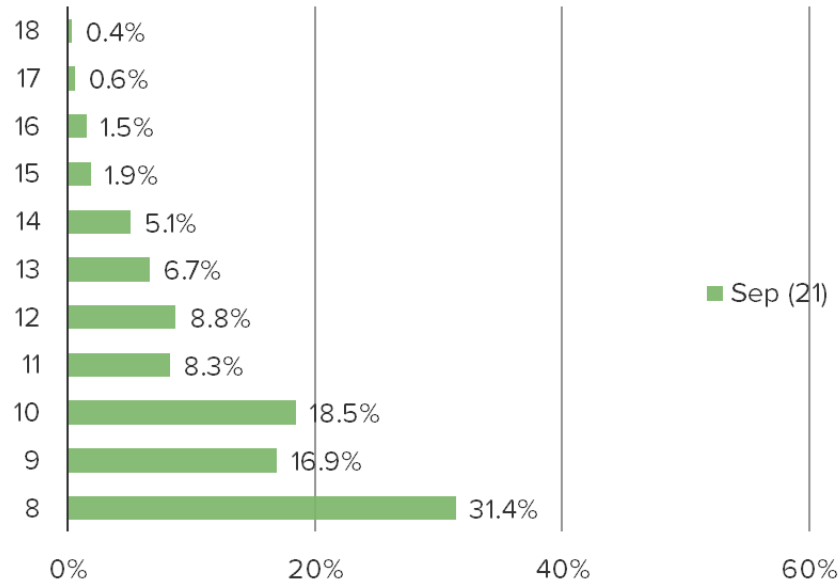


Data above cross-tabbed by age:



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%

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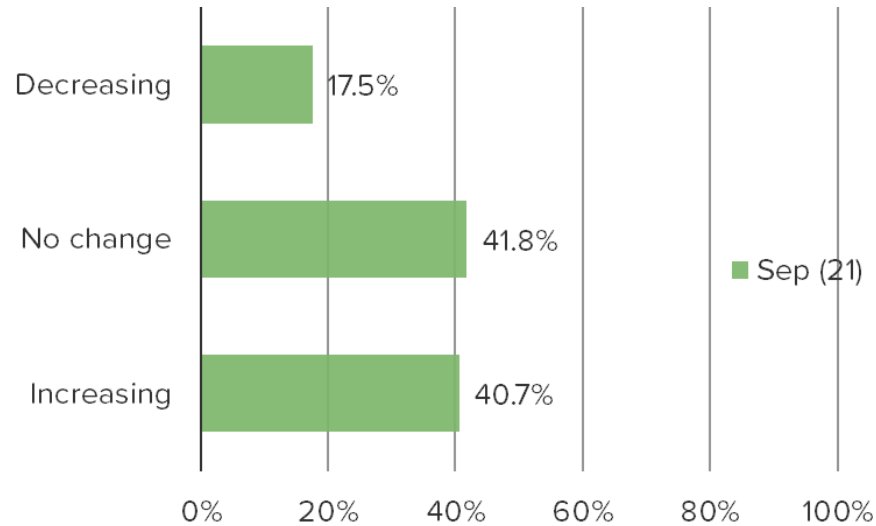
If you had to use one word to describe Roblox to someone, what would it be?

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

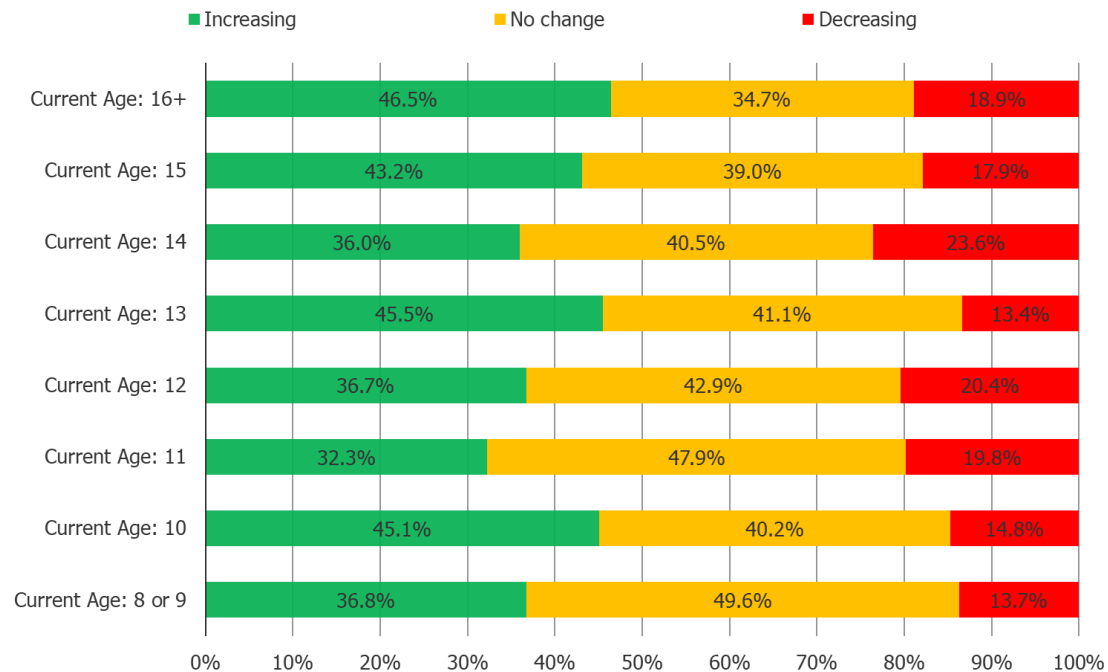


Have you been increasing or decreasing the time you spend on Roblox recently?

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

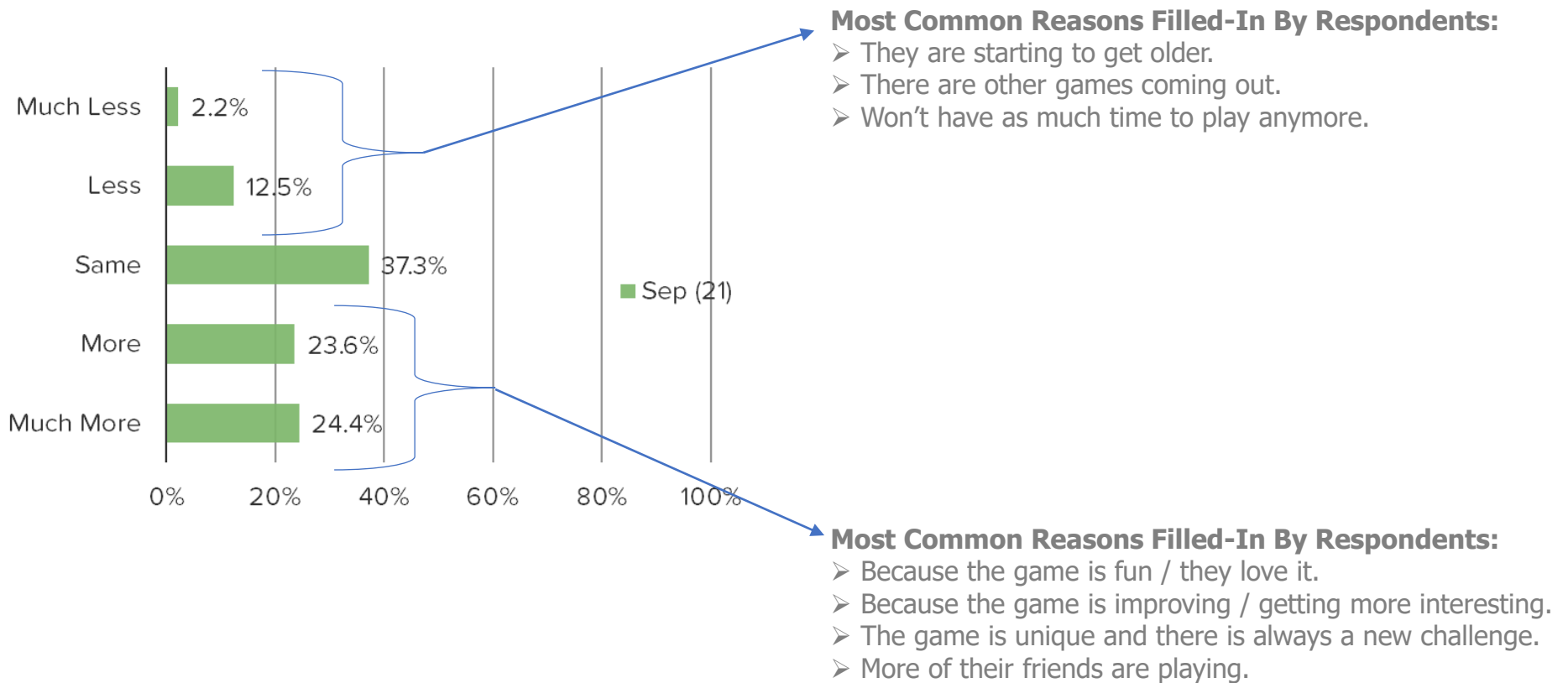


Data above cross-tabbed by Age:



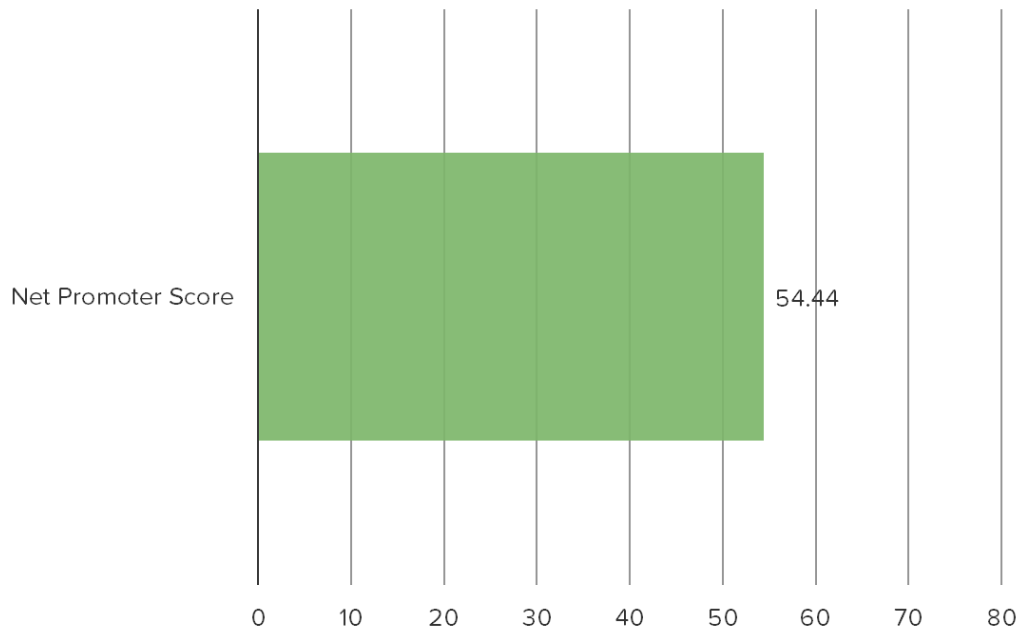
How do you think the amount of time you play on Roblox will compare one year from now to the amount of time you spend play Roblox now?

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



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

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



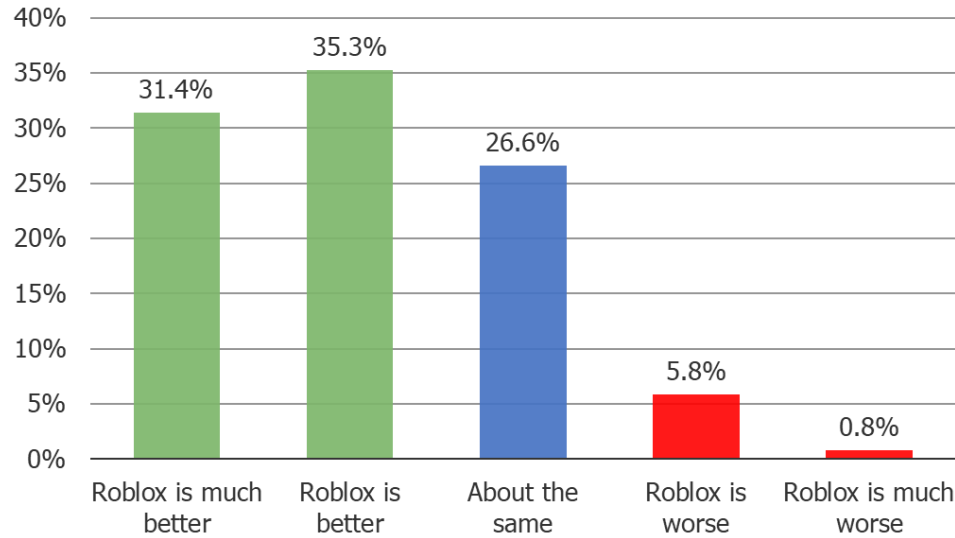
Cross-Tabbing NPS:

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

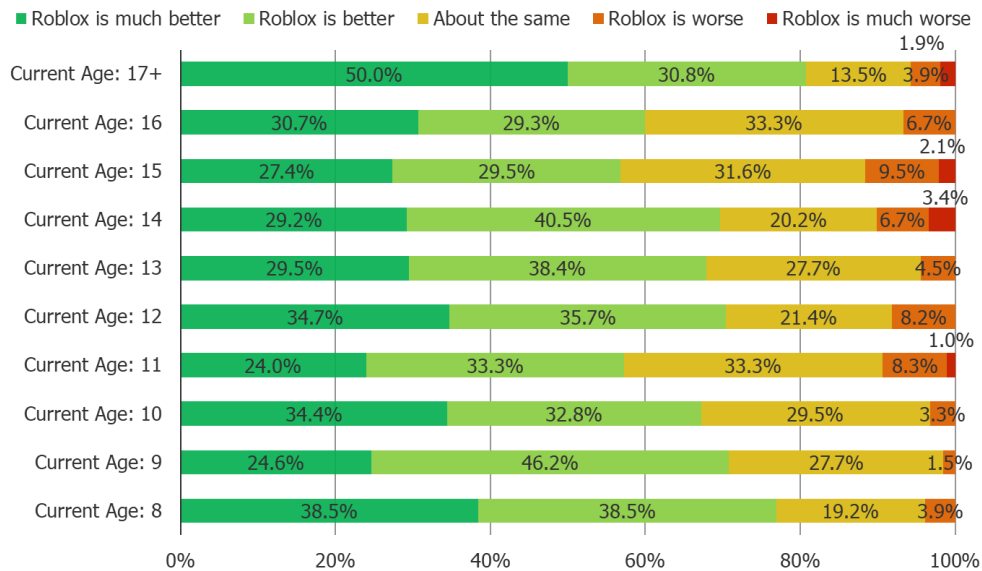
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In your opinion, how does Roblox compare to other video games you play outside of Roblox?

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

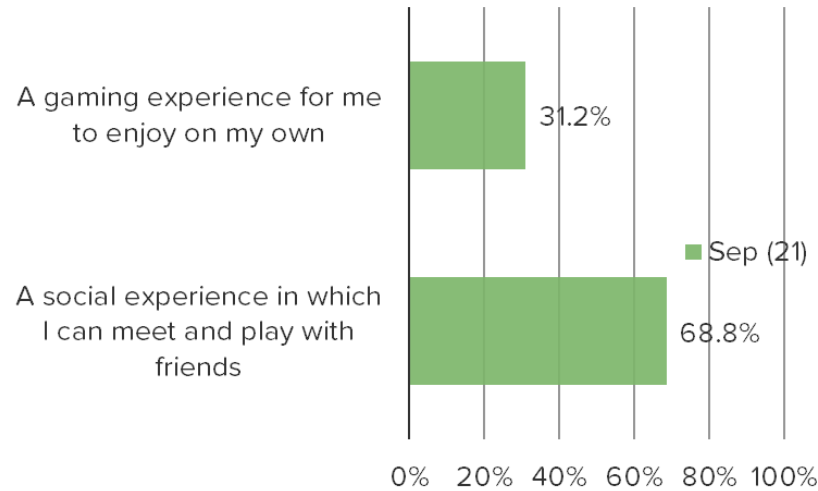


Data above cross-tabbed by age:

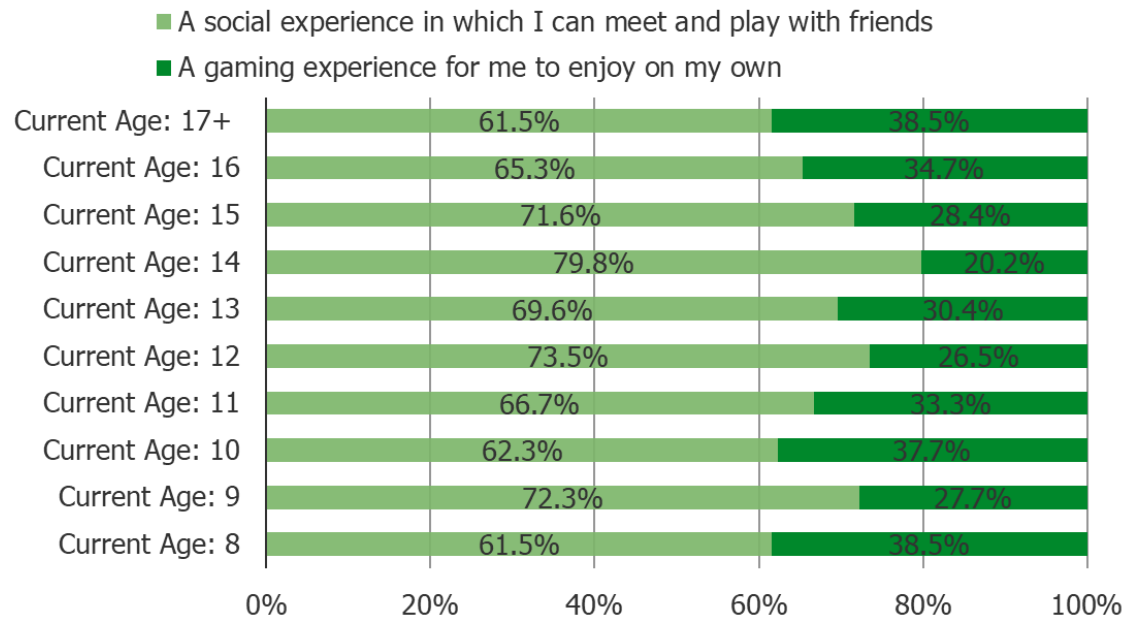


Which of the following best describes how you view Roblox?

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

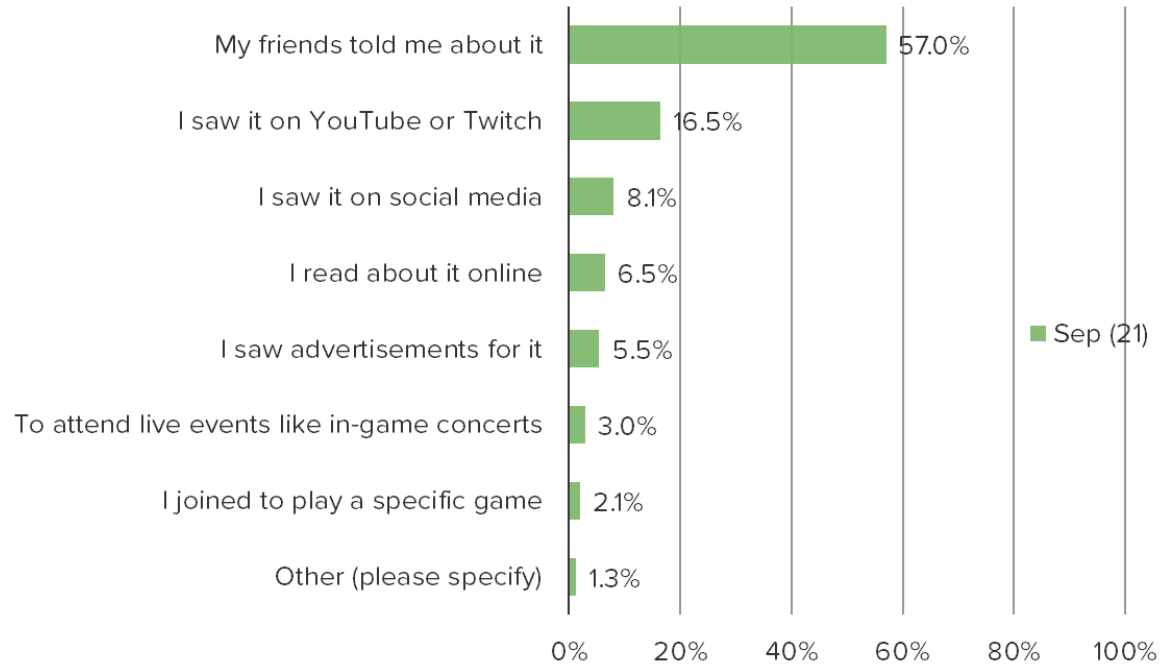


Data above cross-tabbed by age:



How did you first get introduced to Roblox?

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

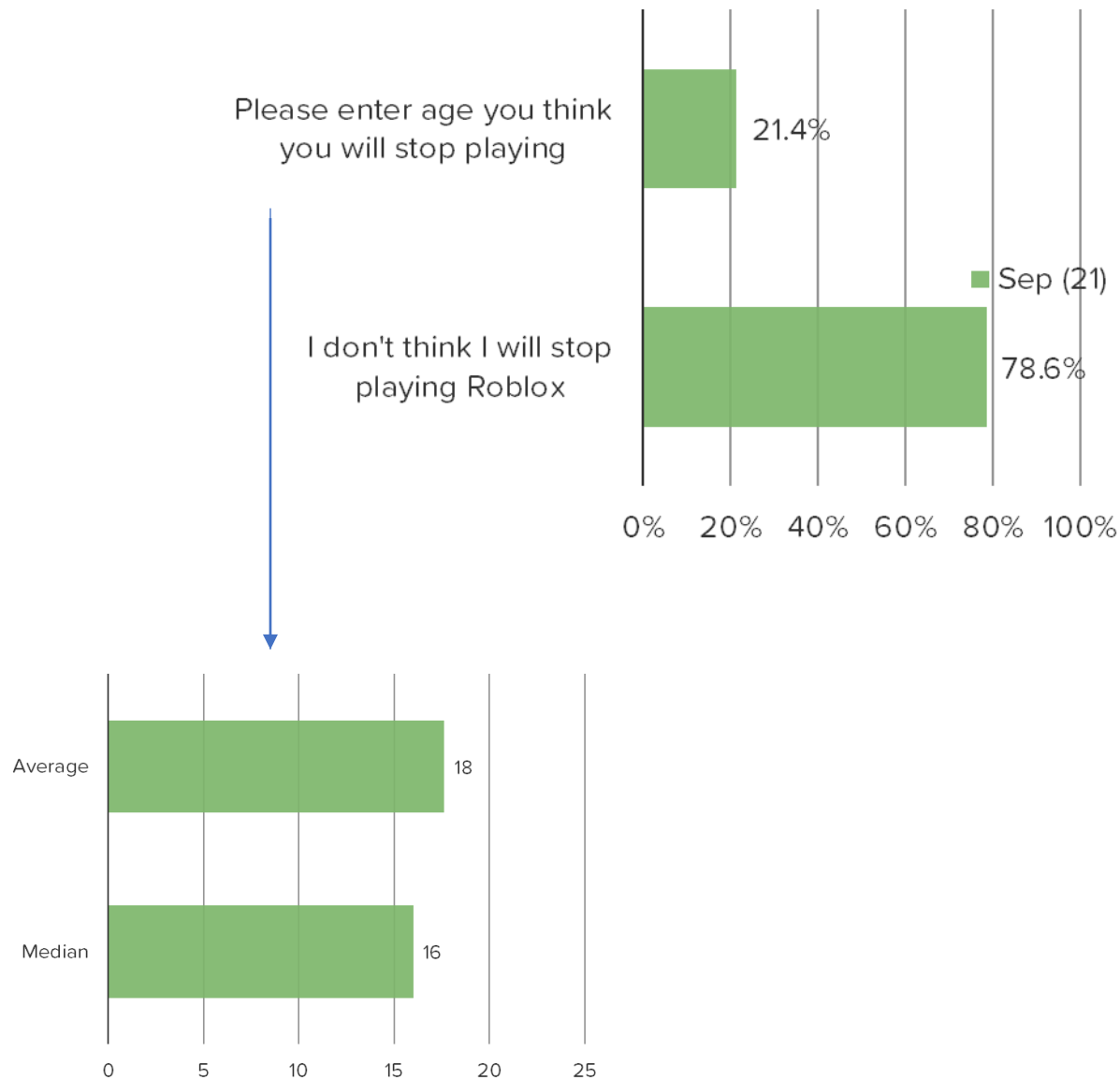


Data above cross-tabbed by age:

	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

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

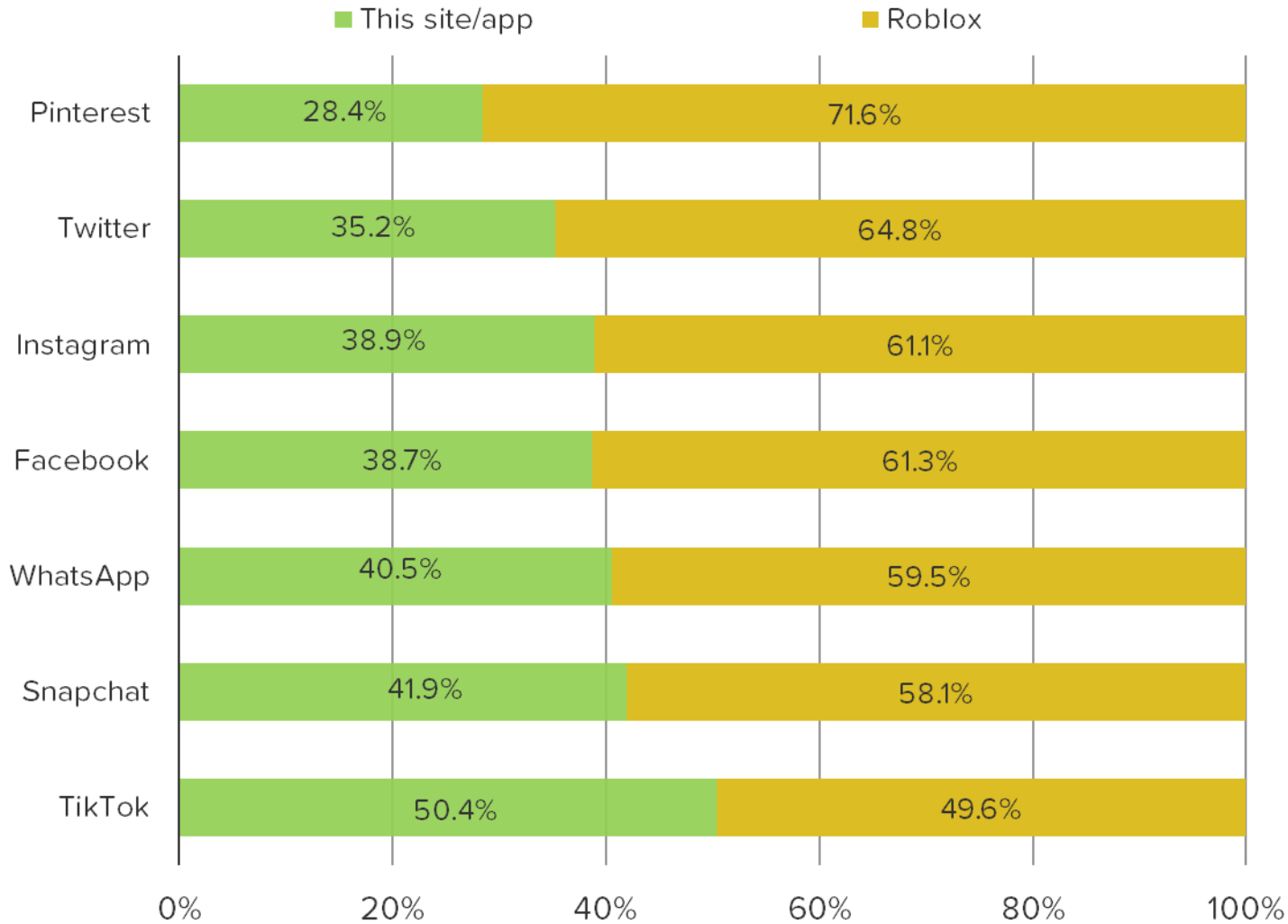
Posed to all respondents who currently play Roblox (N = 856).



RBLX | Custom Survey Excerpt (September 2021)

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