

BESPOKE SURVEYS

## Video Games Vol 28

1,000+ US Video Gamers | Own one or more consoles in our survey

August 2022

**Audience:** 1,000+ GAMERS (OWNS A PS5, Series X, PS4, XBOX ONE, OR SWITCH/Switch Lite)

## CHECK BREAKDOWN:

### VIDEO GAME ENGAGEMENT

Self-reported video game engagement has continued to grind higher since the start of this year. Consumers are not flagging any material decreases in their play of video games due to macro factors. Self-reported video game spending is net positive but slightly worse than last quarter. Free games with in-app purchases have gained share over time over new releases purchased upfront, but the gains have moderated more recently.

### MACRO AND INFLATION

Respondents report that the current economic environment (inflation, possible recession, etc) is resulting in a net increase in their video game playing frequency and a net decrease in their spending. That said, the net decrease in spending in video games is slightly less pronounced than their net decrease in spending on non-essentials in general. We would also note that the top third of spenders on in-game purchases are far more resilient / less likely to be cutting back on video game spending.

### CALL OF DUTY COLOR

There is slightly higher interest in Call of Duty: Modern Warfare 2 than there is for Call of Duty Warzone 2. Nearly 12% of video gamers in our survey are certain they will buy it (100/100 in likelihood scale) with another 30% indicating a strong likelihood of getting it (76-99 in likelihood scale). Among video gamers, the expectation is that COD MW2 will have a DMZ game mode. The inclusion of a DMZ game mode would convince a small cohort of gamers who aren't buying the game to buy it. Turning to Warzone 2, the inability to transfer progression from Warzone will move a small cohort not to play it.

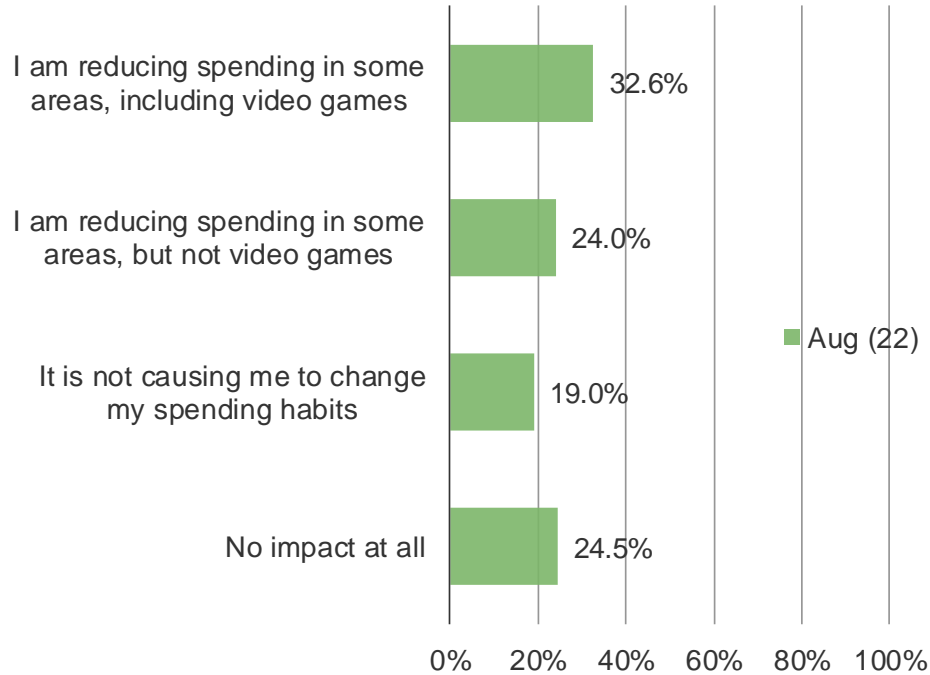
### OTHER VIDEO GAMERS RELATED NOTES

- Playing frequency of Free Fire improved sequentially in our data series. Consumer opinions of this category remain positive but mostly consistent q/q.
- Digital continues to gain share among video gamers.
- Amazon remains a top choice for video game purchases, but this quarter's cut of data softened for Amazon and improved for GameStop, Best Buy, and others.

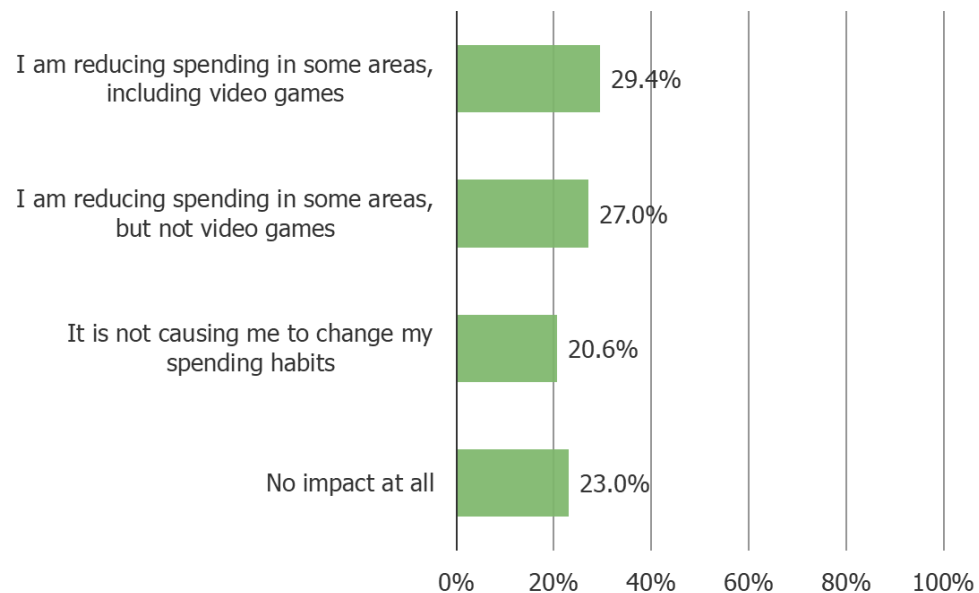
# INFLATION AND COVID CONCERNS RECEDING - IMPACTS TO GAMING

WHICH OF THE FOLLOWING BEST DESCRIBES HOW YOU ARE IMPACTED BY INFLATION AND THE CURRENT ECONOMIC LANDSCAPE (IE, POSSIBLE RECESSION)

This question was posed to the target audience.

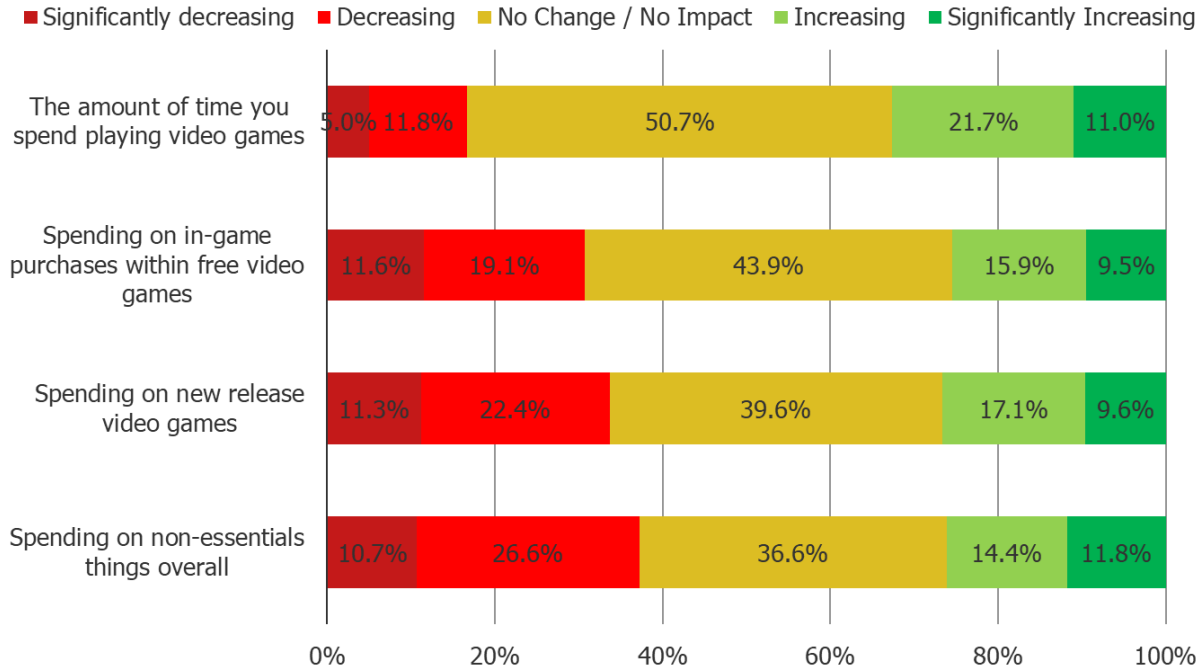


Cross-tab: Respondents who typically spend \$50 or more per month on in-game purchases (top 1/3 of spenders in our survey).

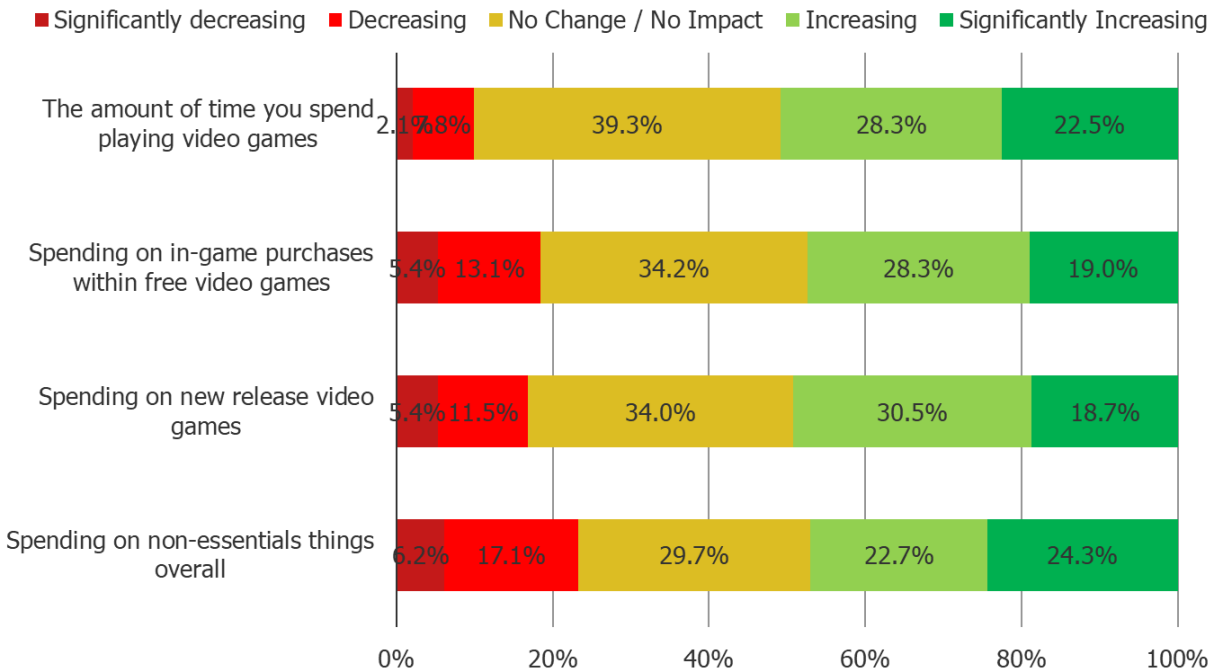


IS THE CURRENT ECONOMIC ENVIRONMENT (INFLATION, POSSIBLE RECESSION, ETC) CAUSING YOU TO INCREASE OR DECREASE THE FOLLOWING?

This question was posed to the target audience.

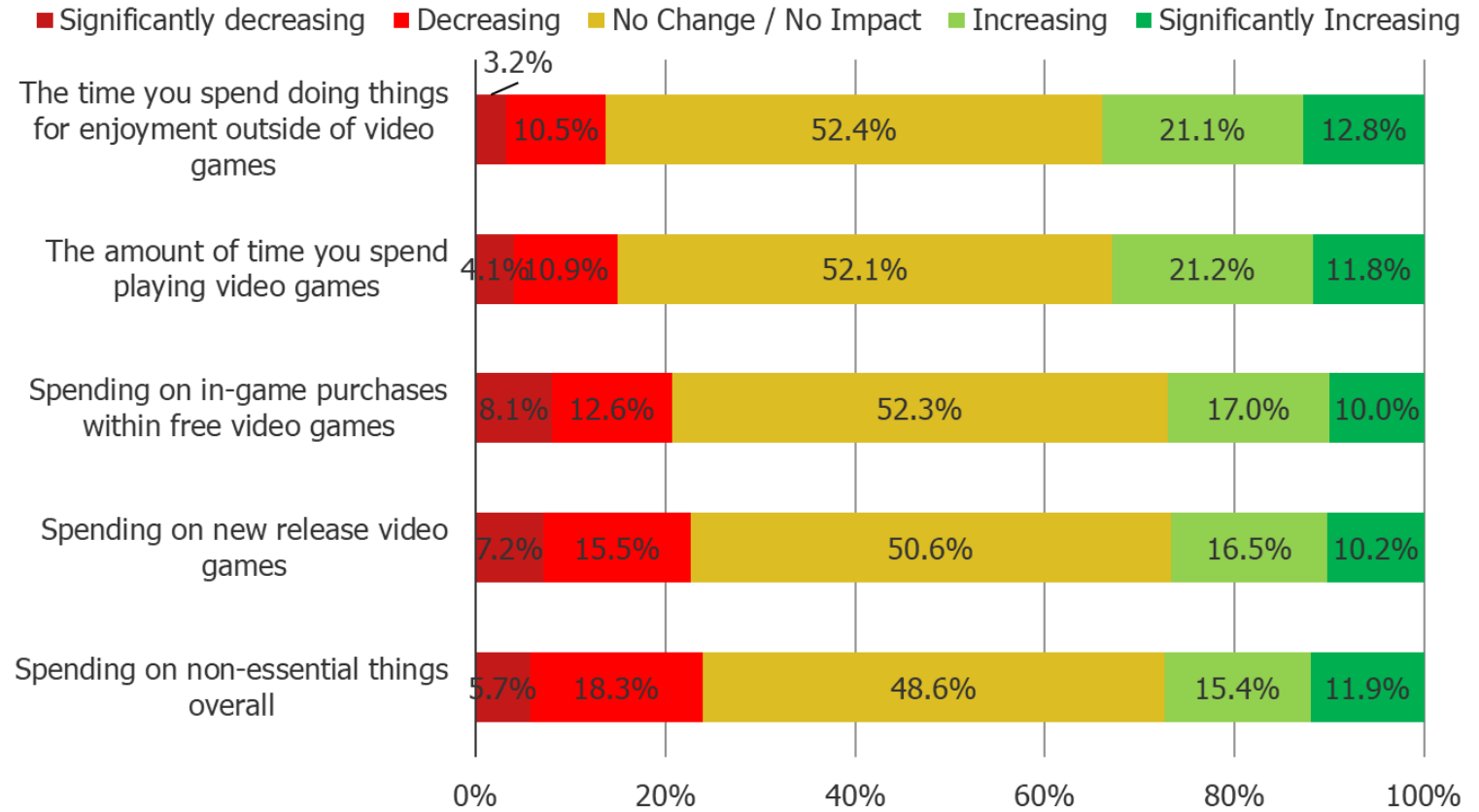


Cross-tab: Respondents who typically spend \$50 or more per month on in-game purchases (top 1/3 of spenders in our survey).



HAS THE EASING OF COVID FEARS/SOCIAL DISTANCING MEASURES CAUSED YOU TO CHANGE THE FOLLOWING?

This question was posed to the target audience.

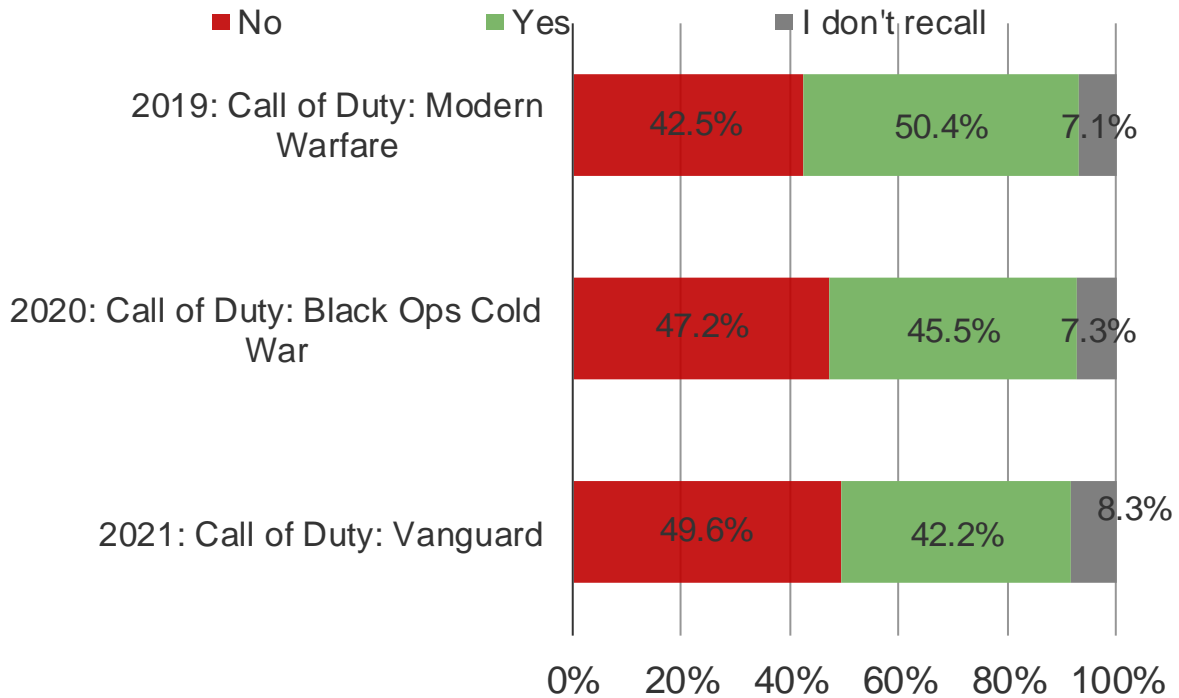


It's In The Game

## CALL OF DUTY DEEP DIVE

DID YOU PURCHASE OR DOWNLOAD ANY OF THE FOLLOWING CALL OF DUTY GAMES AT ANY TIME?

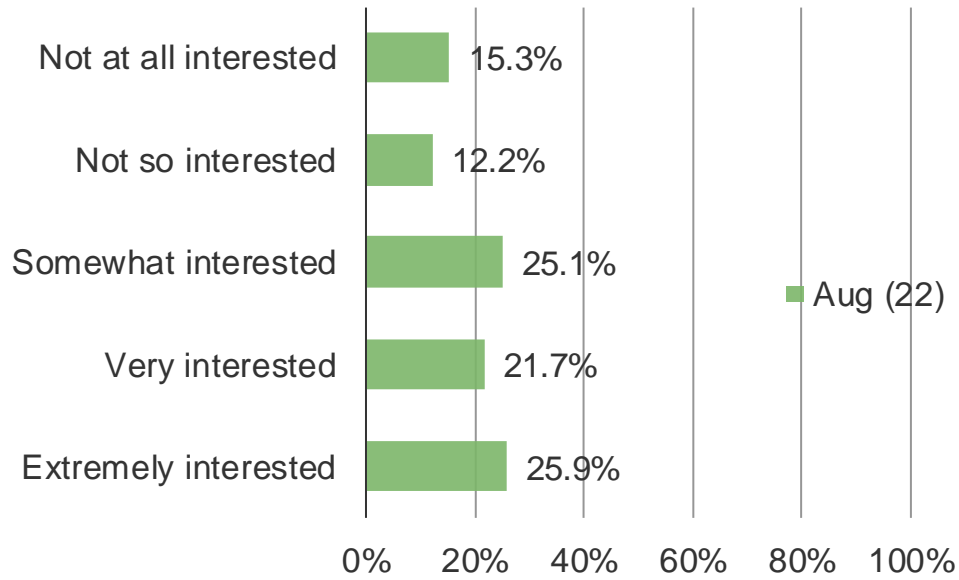
This question was posed to the target audience.





IN GENERAL, HOW INTERESTED ARE YOU TYPICALLY IN CALL OF DUTY RELEASES?

This question was posed to the target audience.



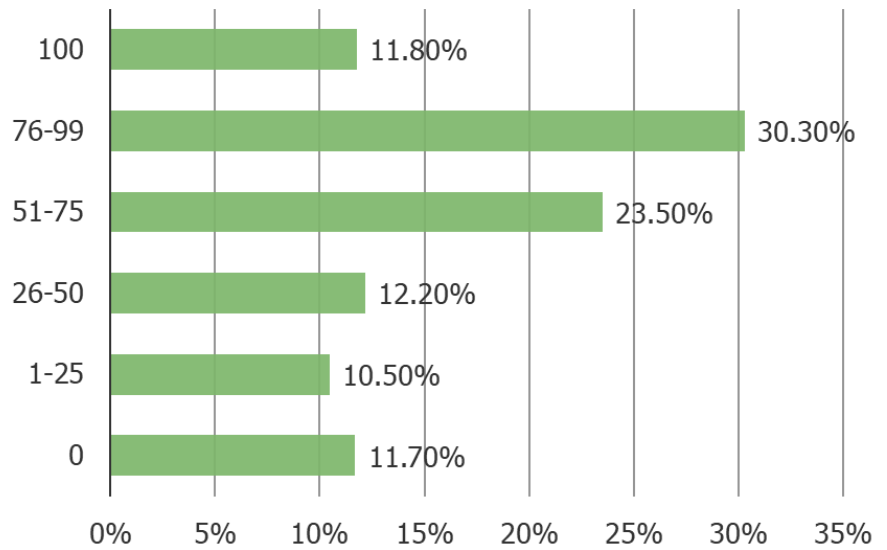
HOW LIKELY ARE YOU TO BUY CALL OF DUTY: MODERN WARFARE 2 AFTER IT RELEASES ON OCTOBER 28<sup>TH</sup>, 2022?

This question was posed to the target audience.



- Average: 59
- Median: 70

Distribution of responses

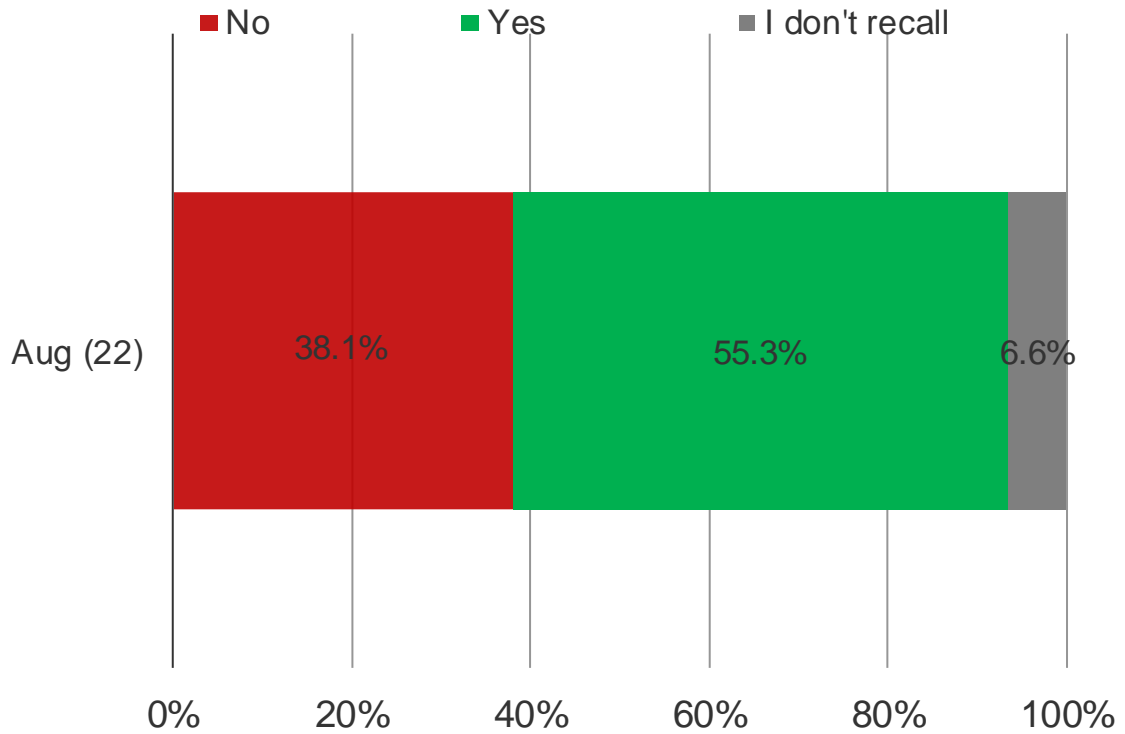


Likelihood of buying Modern Warfare (0-100), cross-tabulated:

Crosstab (Filter):	Likelihood of buying Modern Warfare 2
All Respondents	59
Bought Call of Duty in 2021	82
Bought Call of Duty in 2020	80
Bought Call of Duty in 2019	78
Downloaded Warzone	78
Typical interest in COD releases: Extremely interested	91
Typical interest in COD releases: Very Interested	78
Typical interest in COD releases: Somewhat Interested	58
Typical interest in COD releases: Not so interested	28
Typical interest in COD releases: Not at all interested	8

DID YOU DOWNLOAD/PLAY CALL OF DUTY WARZONE?

This question was posed to the target audience.

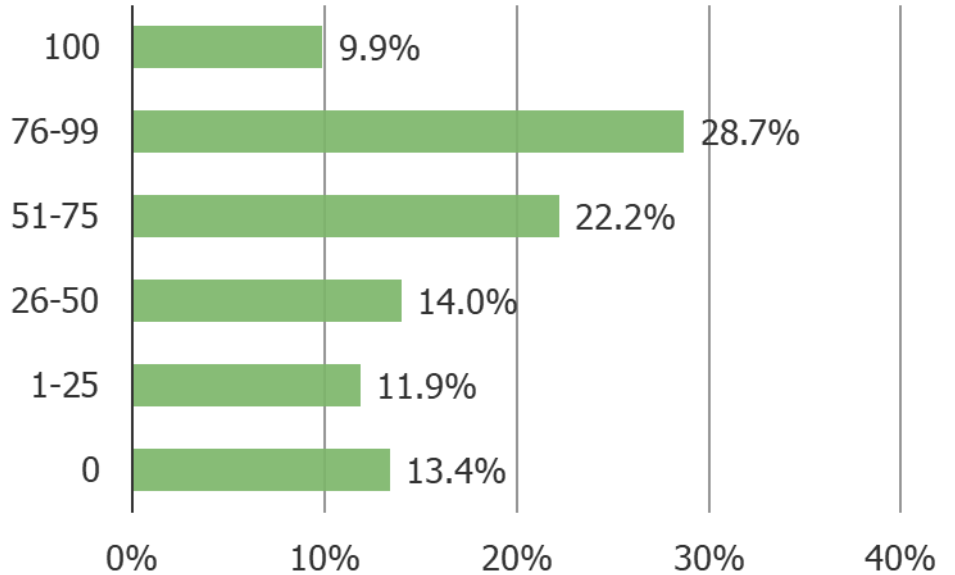


HOW LIKELY ARE YOU TO DOWNLOAD CALL OF DUTY WARZONE 2 WHEN IT RELEASES (LIKELY IN NOVEMBER 2022)?

This question was posed to the target audience.

- Average: 56
- Median: 65

Distribution of responses

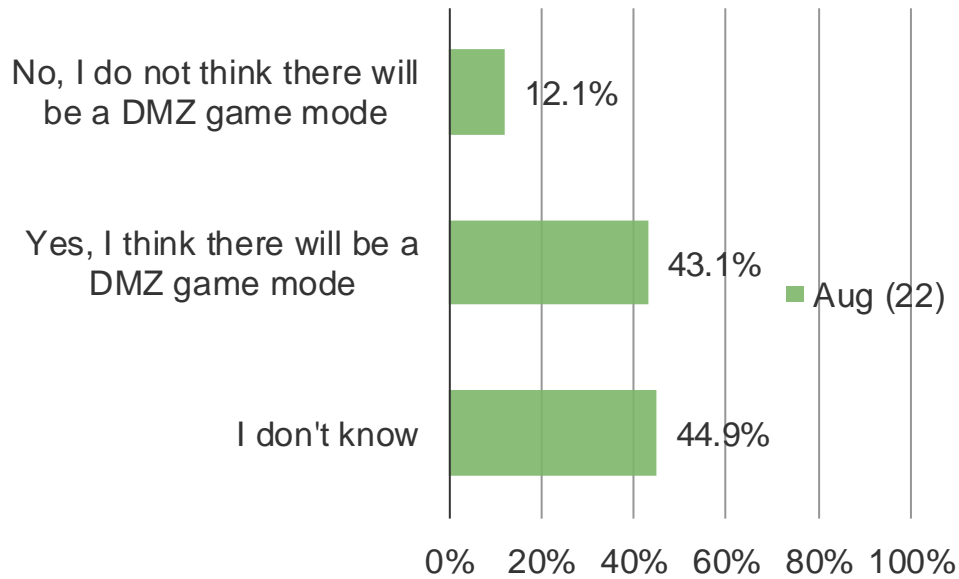


Likelihood of buying COD Warzone 2 (0-100), cross-tabulated:

Crosstab (Filter):	Likelihood of downloading COD Warzone 2
All Respondents	56
Downloaded Warzone	75
Did Not Download Warzone	30
Typical interest in COD releases: Extremely interested	87
Typical interest in COD releases: Very Interested	74
Typical interest in COD releases: Somewhat Interested	55
Typical interest in COD releases: Not so interested	24
Typical interest in COD releases: Not at all interested	7

DO YOU EXPECT FOR THERE TO BE DMZ GAME MODE IN CALL OF DUTY WARFARE 2?

This question was posed to the target audience.



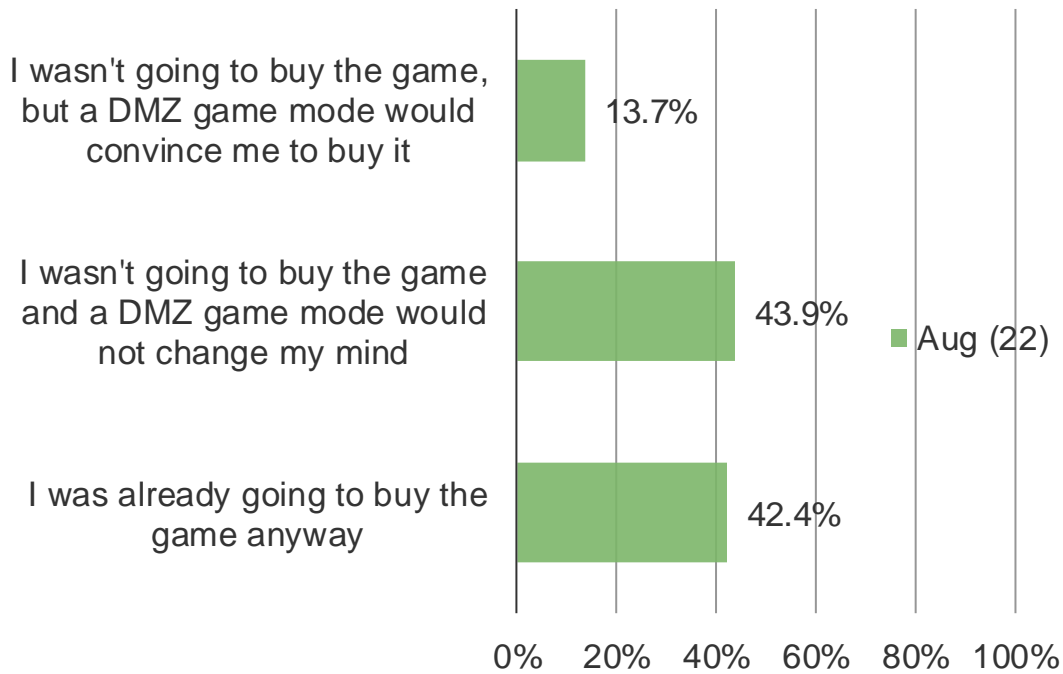
It's In The Game

Audience: 1,000 US Video Gamers

Date: August 2022

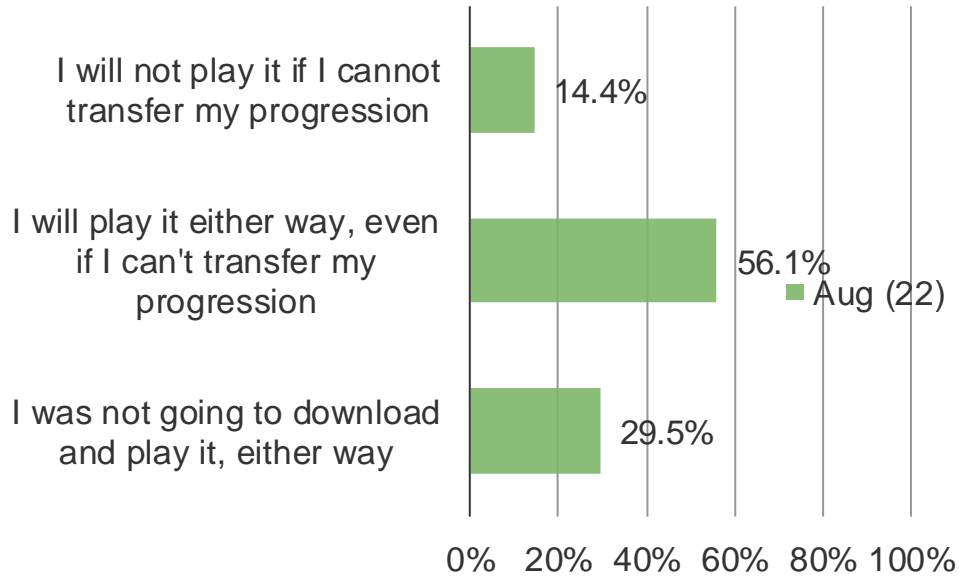
IF THERE IS A DMZ GAME MODE IN CALL OF DUTY WARFARE 2, WOULD THAT IMPACT HOW INTERESTED YOU ARE IN THE GAME?

This question was posed to the target audience.



THINKING ABOUT CALL OF DUTY WARZONE 2, WILL THE FACT THAT PROGRESSION TRANSFERS WILL NOT BE ALLOWED BETWEEN WARZONE AND WARZONE 2 IMPACT YOU?

This question was posed to the target audience.



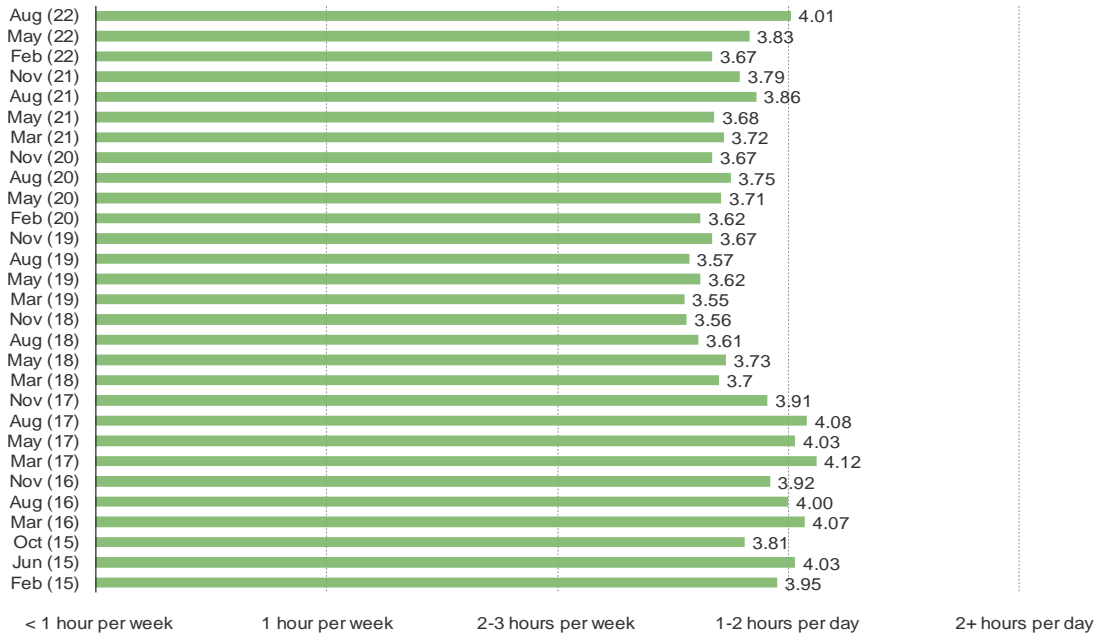
It's In The Game

## VIDEO GAME ENGAGEMENT TRENDS



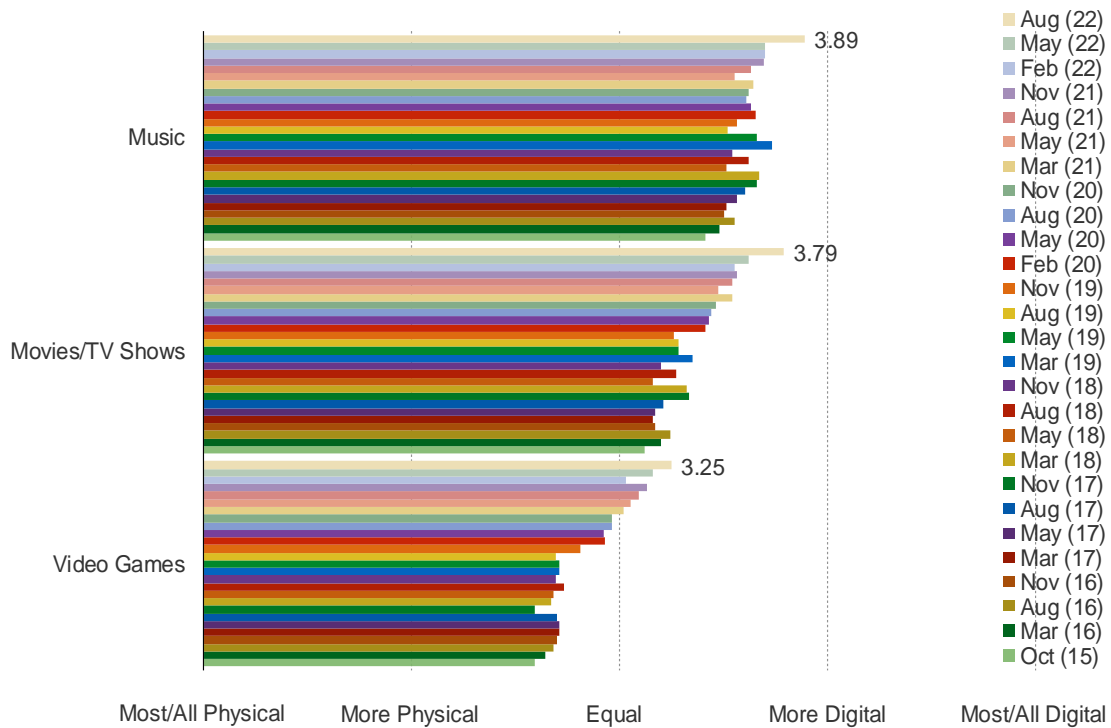
HOW OFTEN DO YOU PLAY VIDEO GAMES?

This question was posed to the target audience.



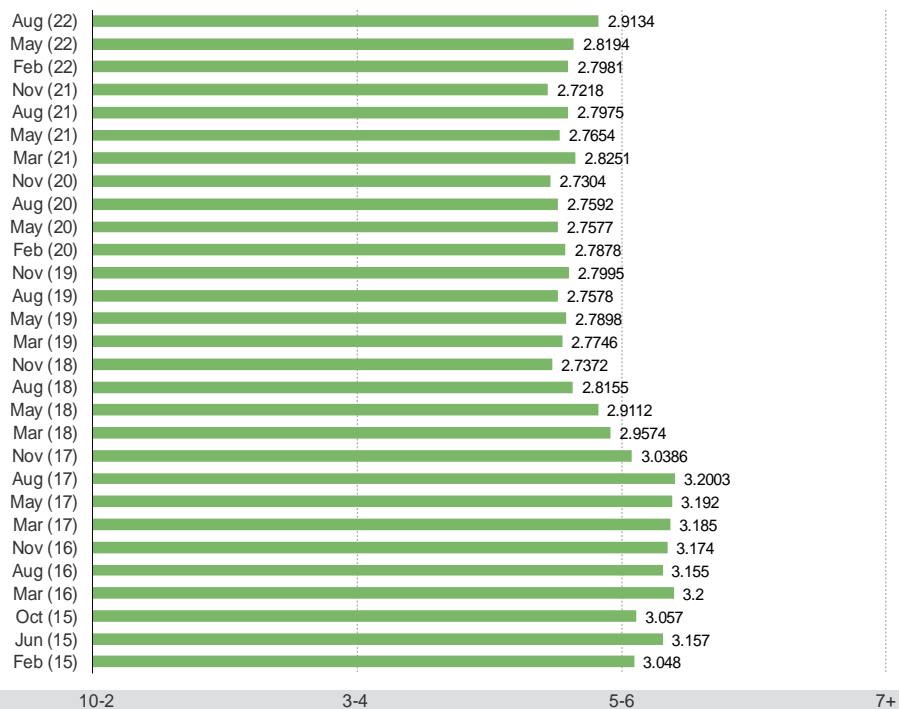
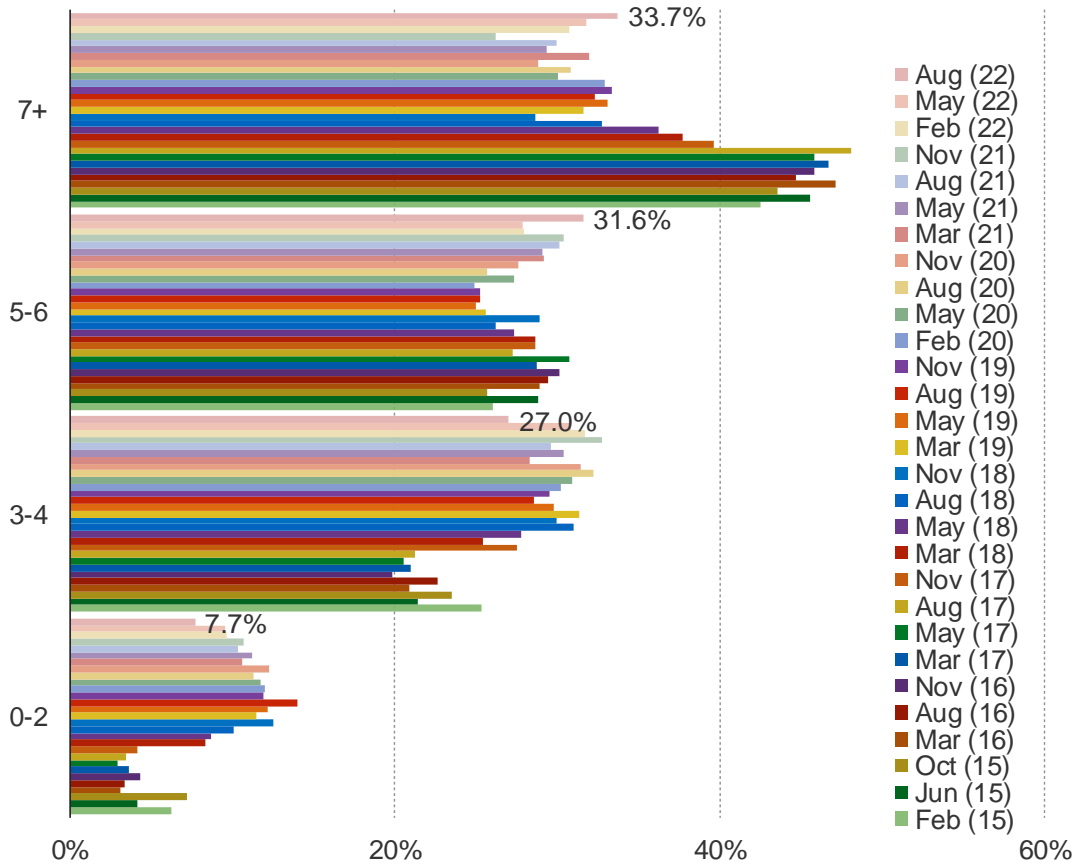
FOR EACH OF THE FOLLOWING, WHICH BEST DESCRIBES YOUR USAGE?

This question was posed to the target audience.



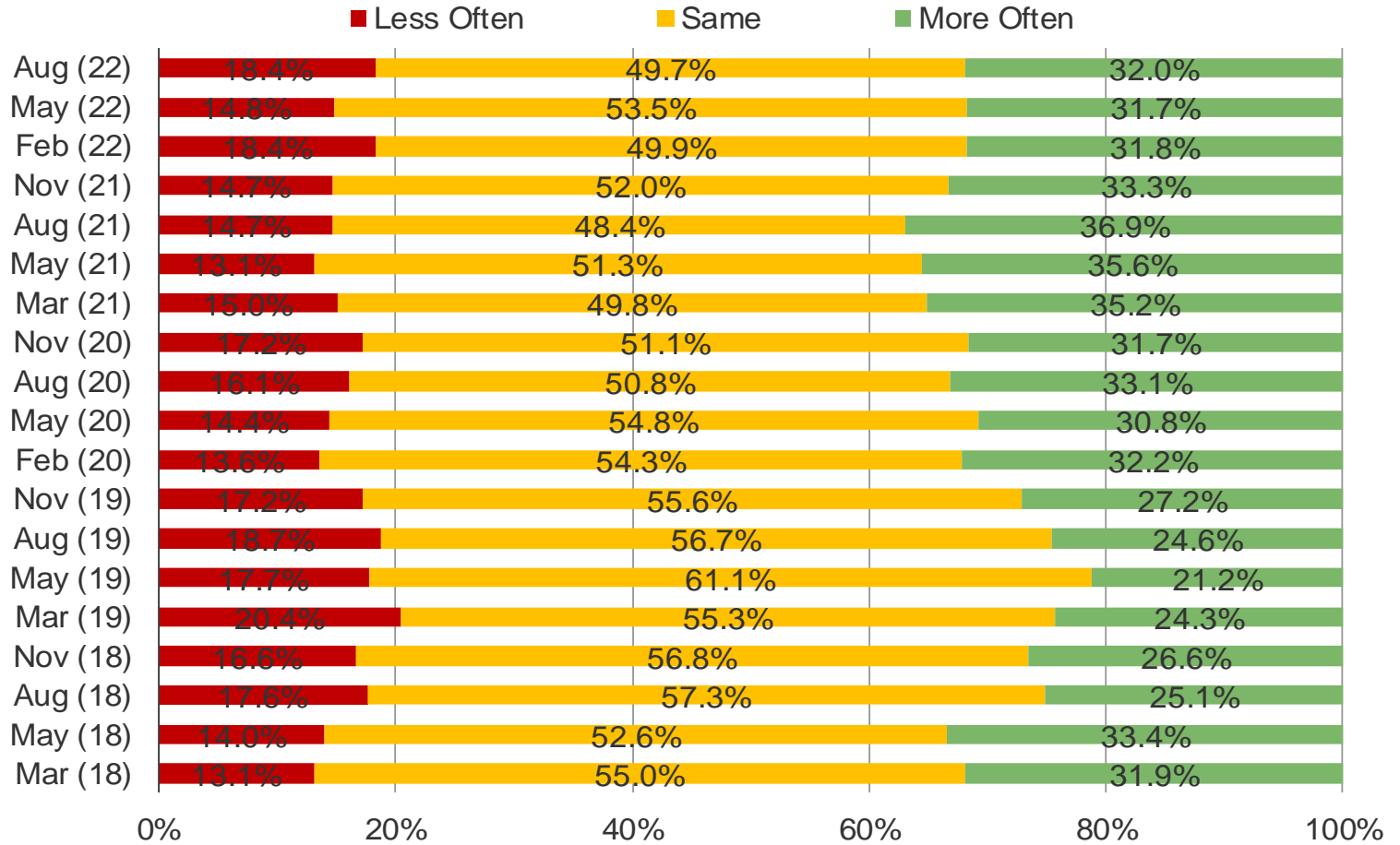
HOW MANY TITLES DO YOU PLAY PER YEAR?

This question was posed to the target audience.



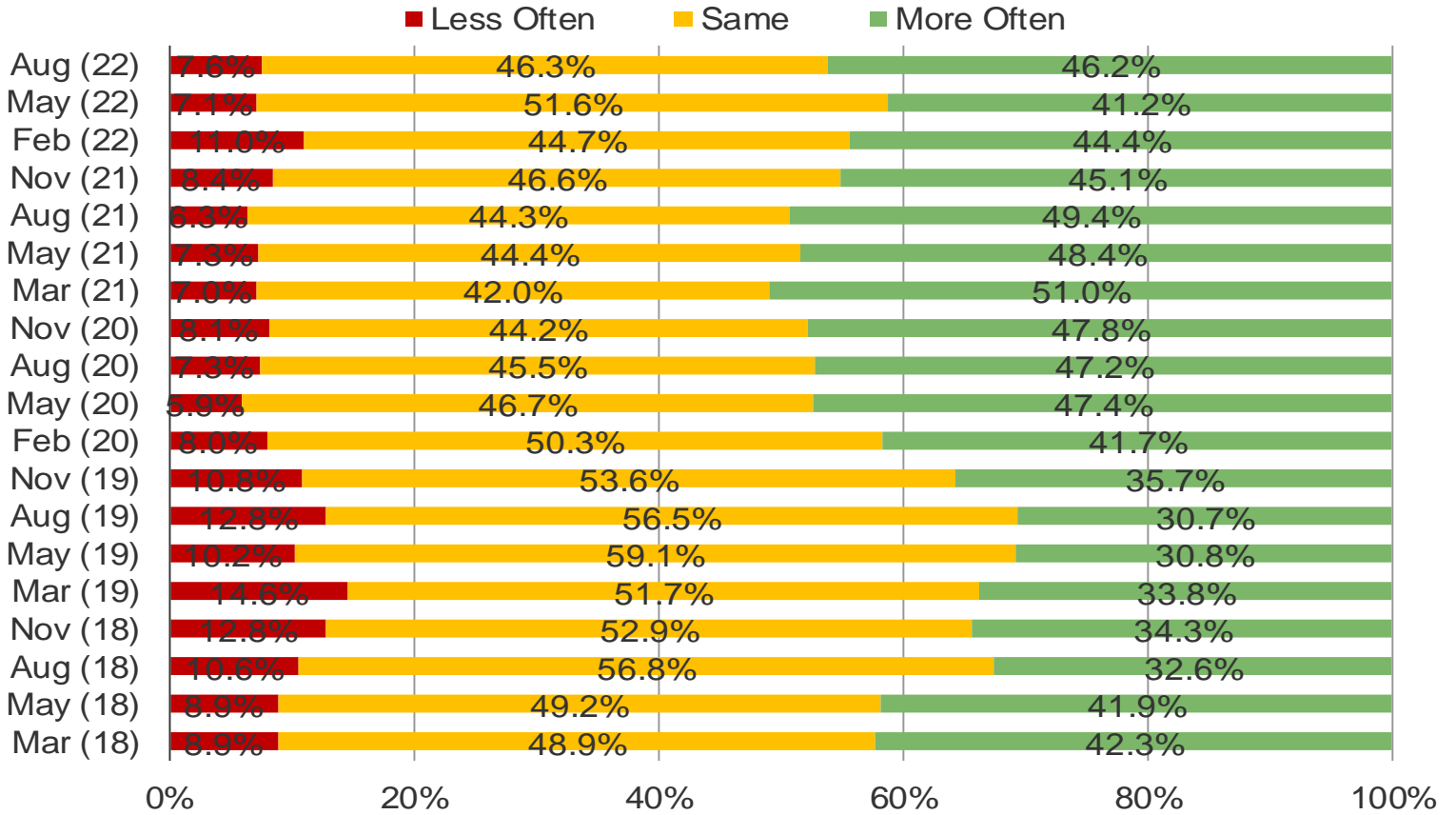
COMPARED TO A YEAR AGO, ARE **PURCHASING VIDEO GAMES** MORE OR LESS OFTEN?

This question was posed to the target audience.



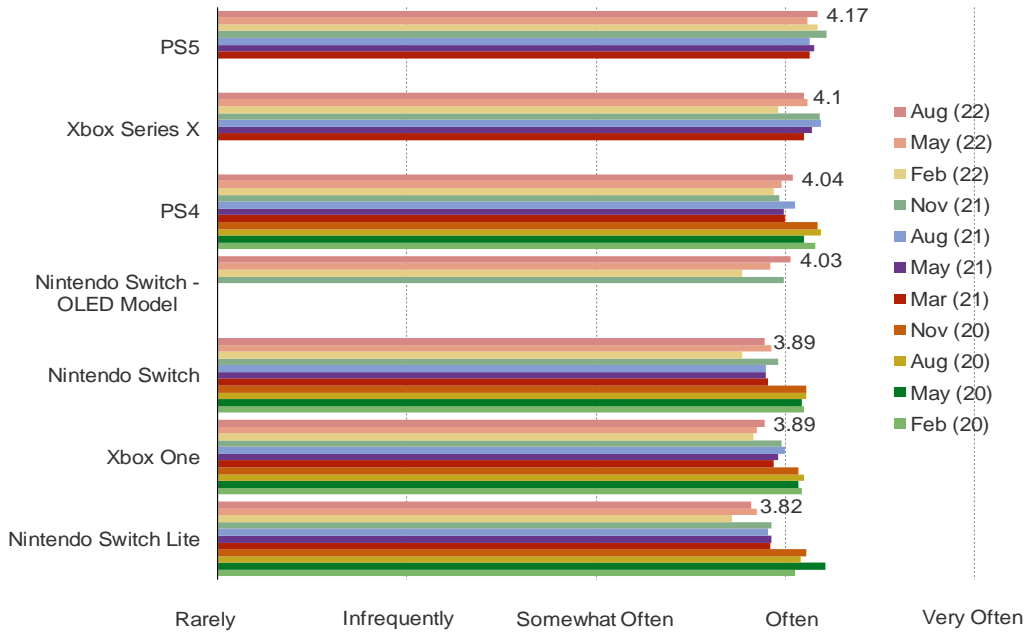
COMPARED TO A YEAR AGO, ARE YOU **PLAYING VIDEO GAMES** MORE OR LESS OFTEN?

This question was posed to the target audience.



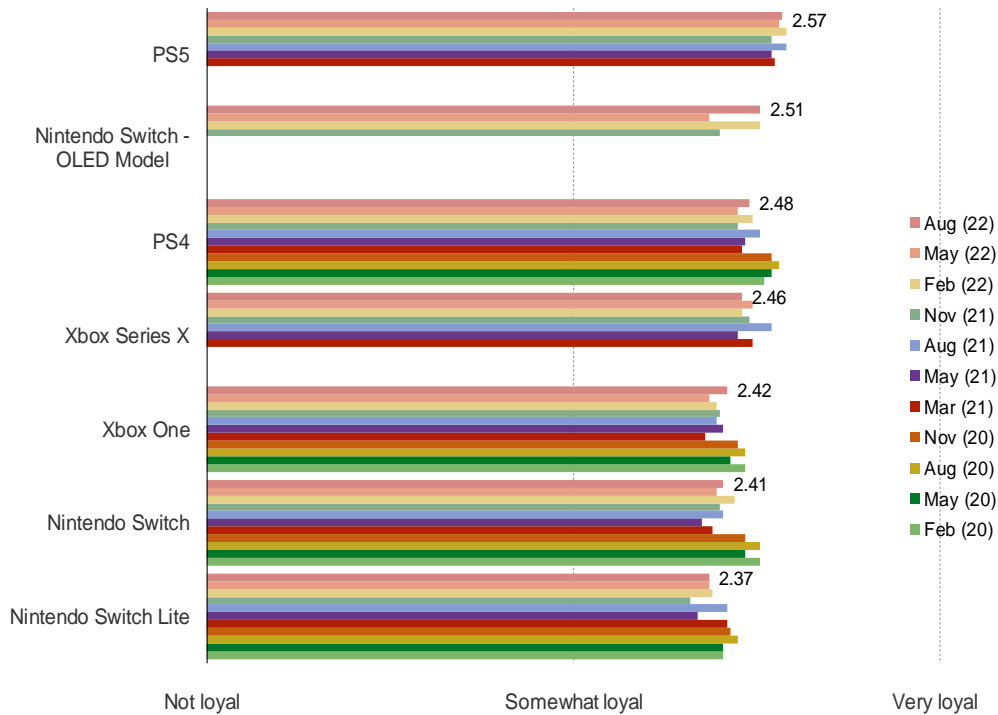
HOW OFTEN DO YOU USE THIS CONSOLE?

This question was posed to users of each of the following.



HOW LOYAL ARE YOU TO...

This question was posed to users of each of the following.



It's In The Game

# UPCOMING VIDEO GAME RESPONDENTS ARE MOST EXCITED ABOUT



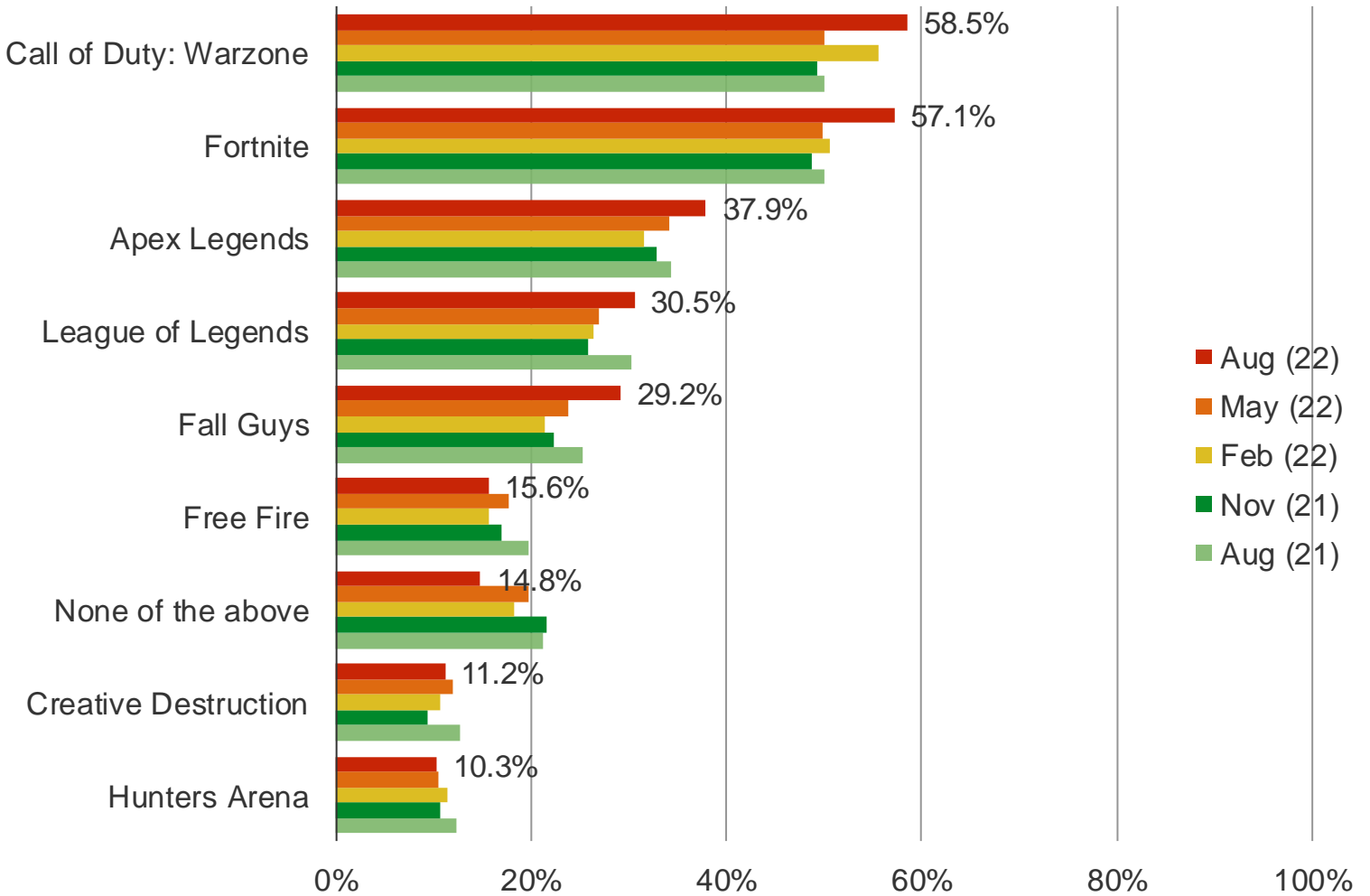
It's In The Game

## FREE FIRE AND BATTLE BATTLE ROYALE GAMES



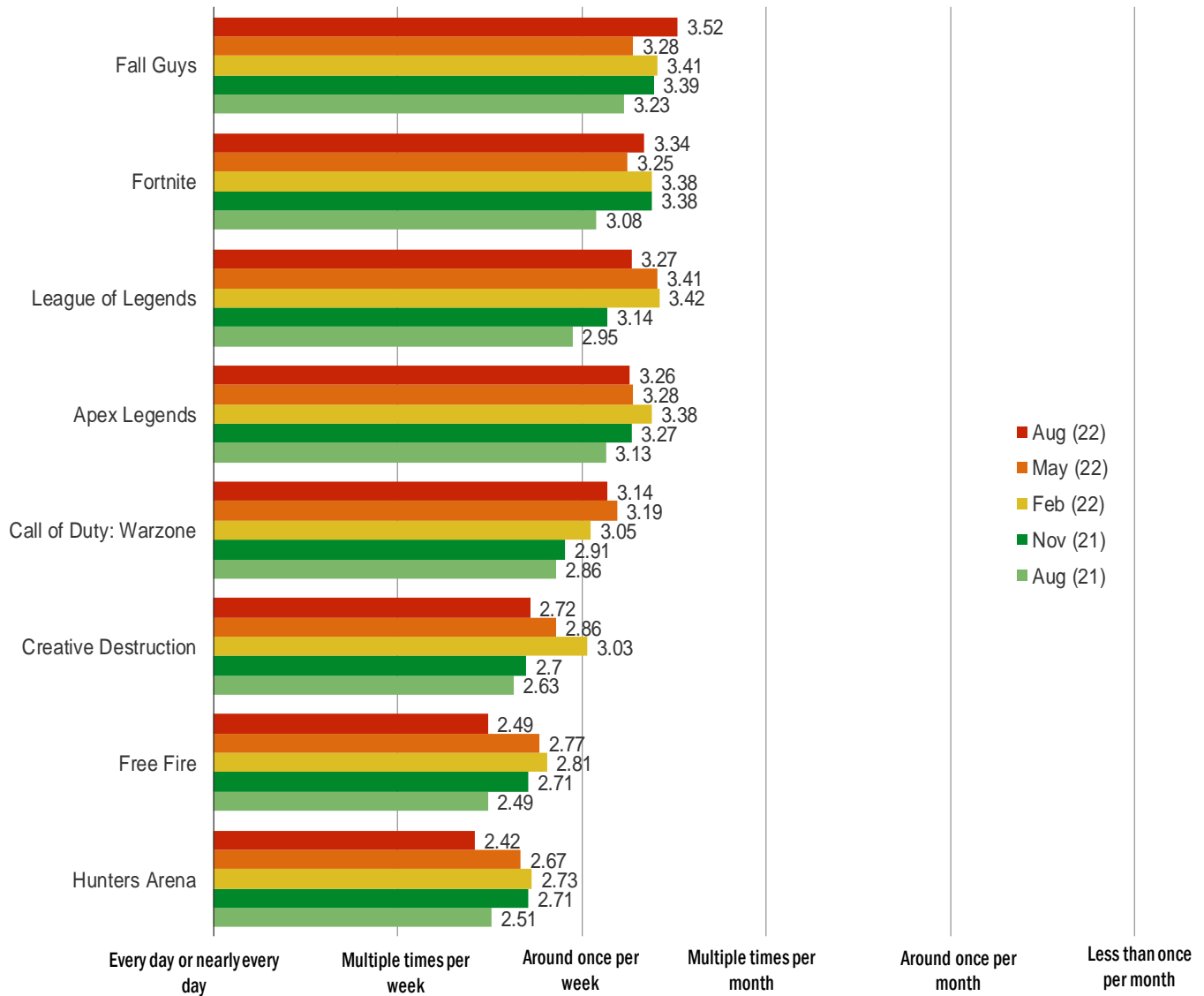
HAVE YOU EVER PLAYED THE FOLLOWING VIDEO GAMES? SELECT ALL THAT APPLY

This question was posed to all respondents.



HOW OFTEN DO YOU PLAY THIS GAME CURRENTLY?

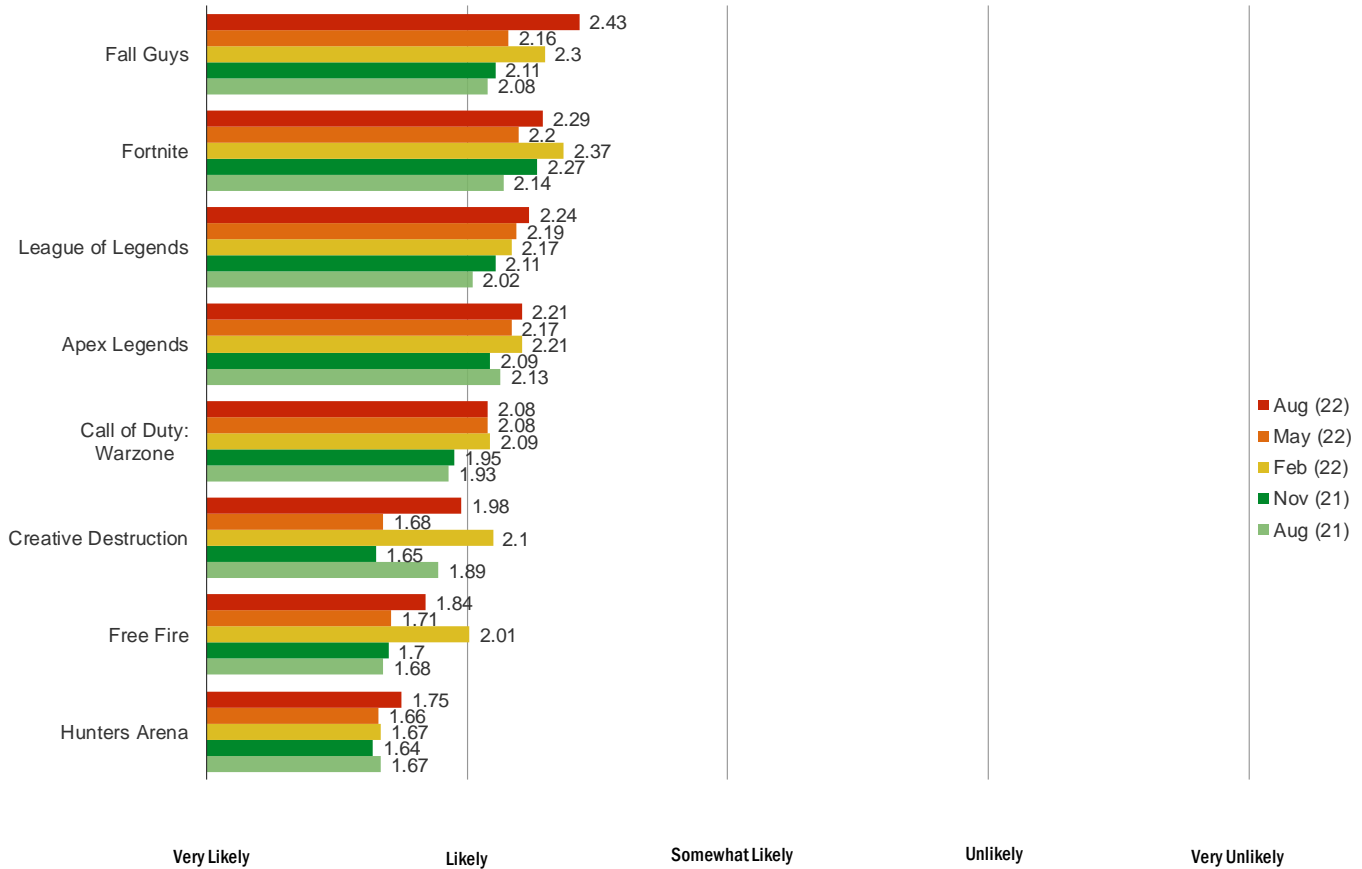
This question was posed to respondents who said they have played each of the following.



More frequent.

HOW LIKELY DO YOU THINK IT IS THAT YOU WILL BE PLAYING THIS GAME ONE YEAR FROM NOW?

This question was posed to respondents who said they have played each of the following.



More likely.

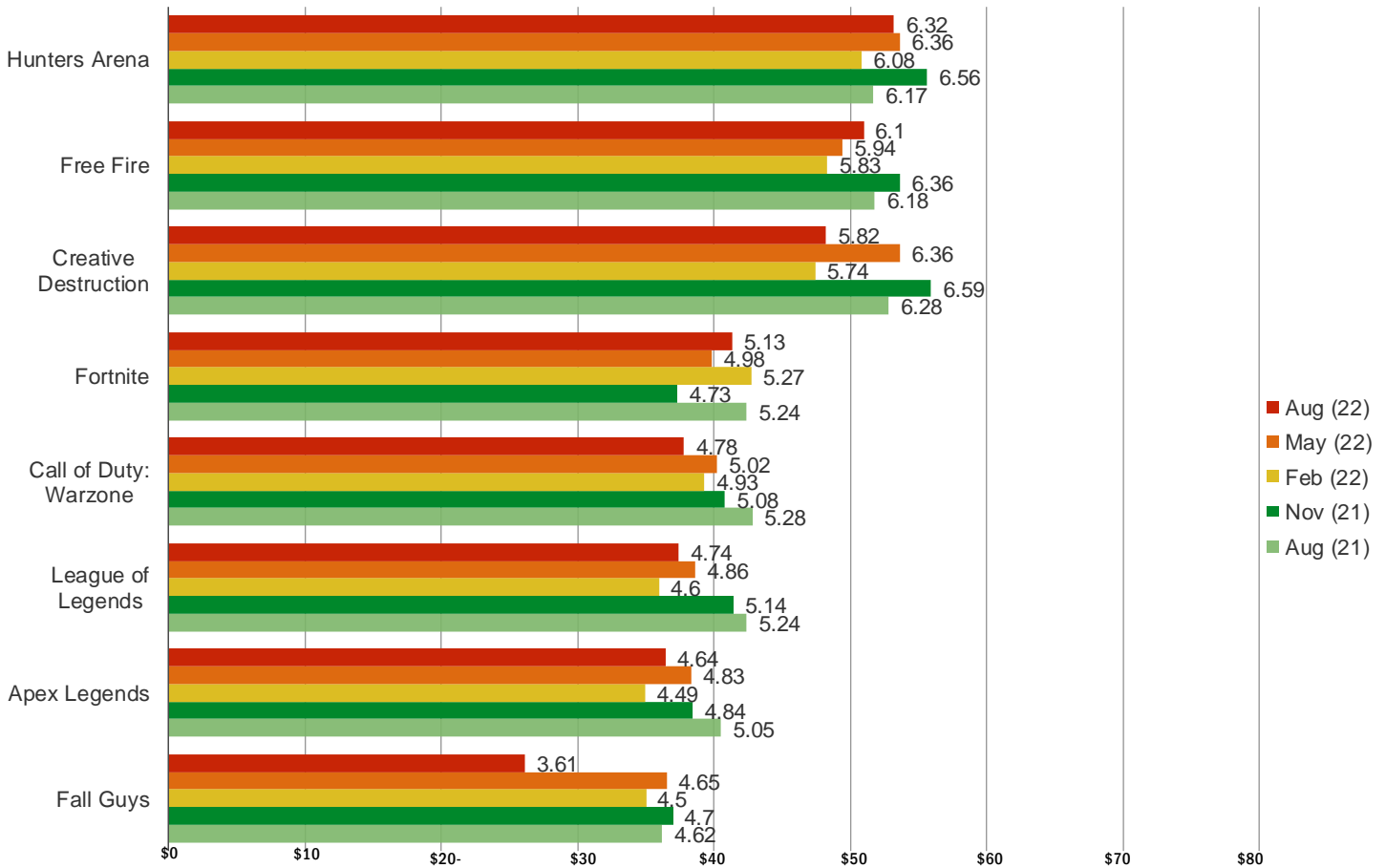
It's In The Game

Audience: 1,000 US Video Gamers

Date: August 2022

APPROXIMATELY HOW MUCH WOULD YOU GUESS YOU HAVE SPENT, IN TOTAL, WHILE PLAYING THIS GAME?

This question was posed to respondents who said they have played each of the following.



## METaverse INTEREST AND SOCIAL MEDIA

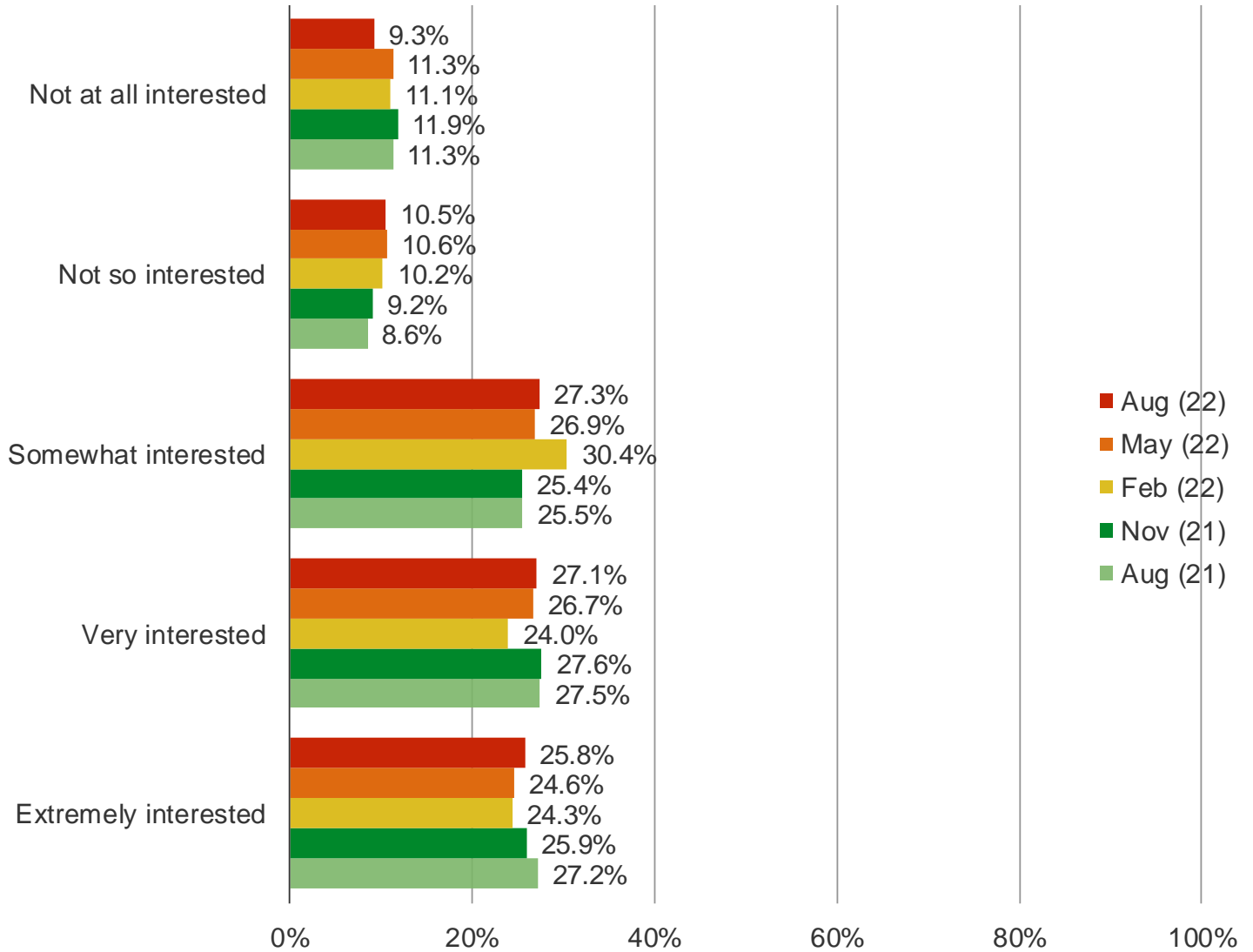
It's In The Game

Audience: 1,000 US Video Gamers

Date: August 2022

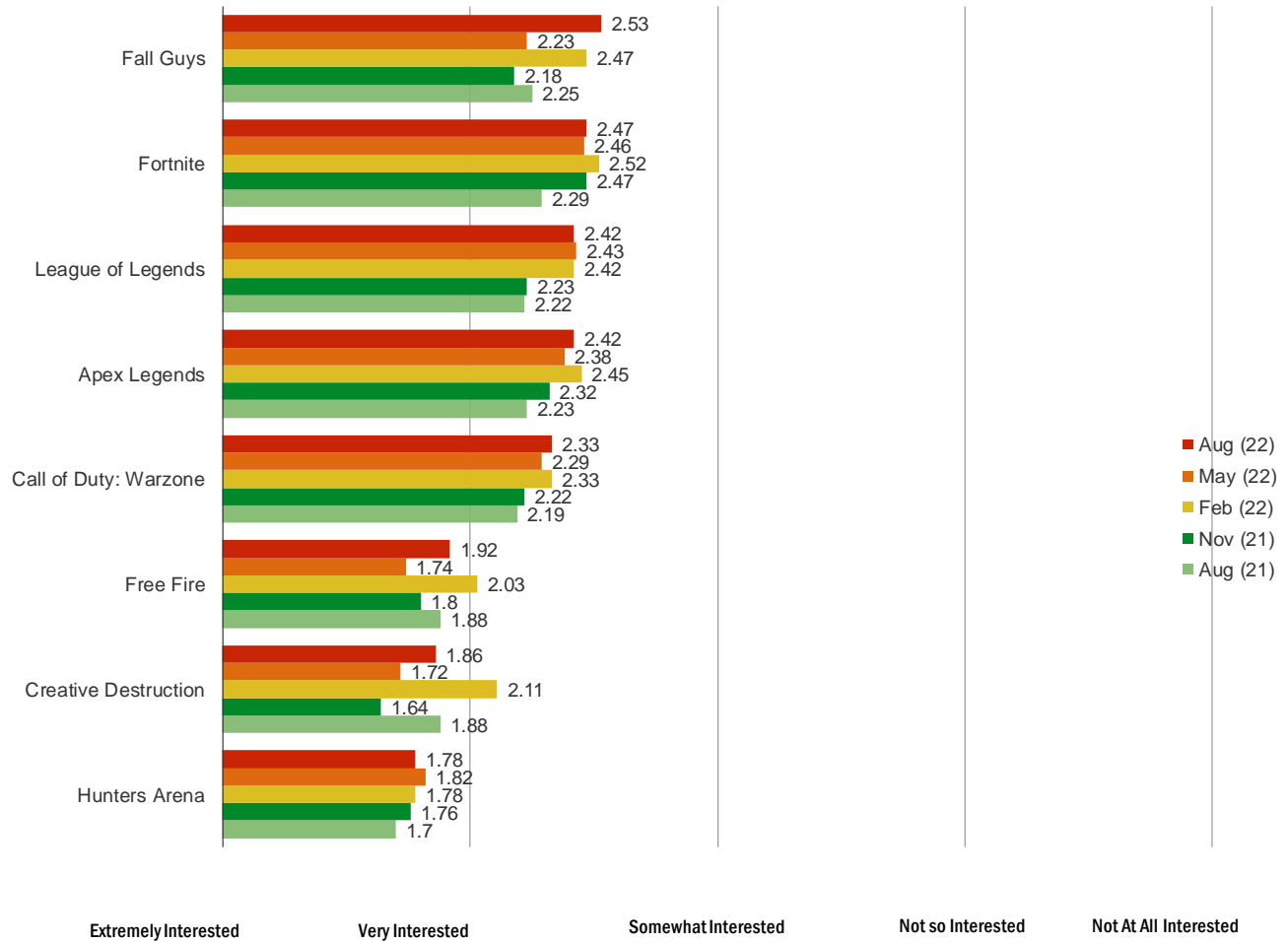
HOW MUCH INTEREST WOULD YOU HAVE IN GAMES WITH EXPANSIVE VIRTUAL WORLDS THAT CAN BE COMBINED WITH SOCIAL MEDIA TYPE PLATFORMS WHERE YOU CAN COME TO PLAY THE GAME AND ALSO ENJOY OTHER MODES, HANG OUT, LISTEN TO MUSIC, SOCIALIZE, ETC?

This question was posed to all respondents.



WOULD YOU BE INTERESTED IN SEEING THE FOLLOWING ADDING A SOCIAL PLATFORM COMPONENT THAT ALLOWED YOU TO PLAY CORE GAMEPLAY AND ALSO ENJOY OTHER MODES, HANG OUT, LISTEN TO MUSIC, SOCIALIZE, ETC?

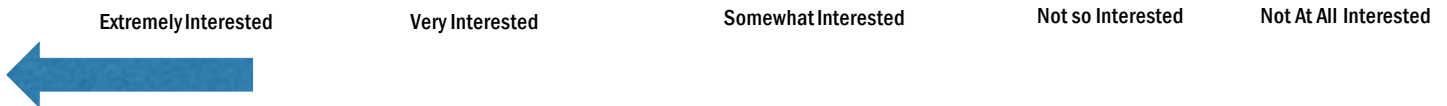
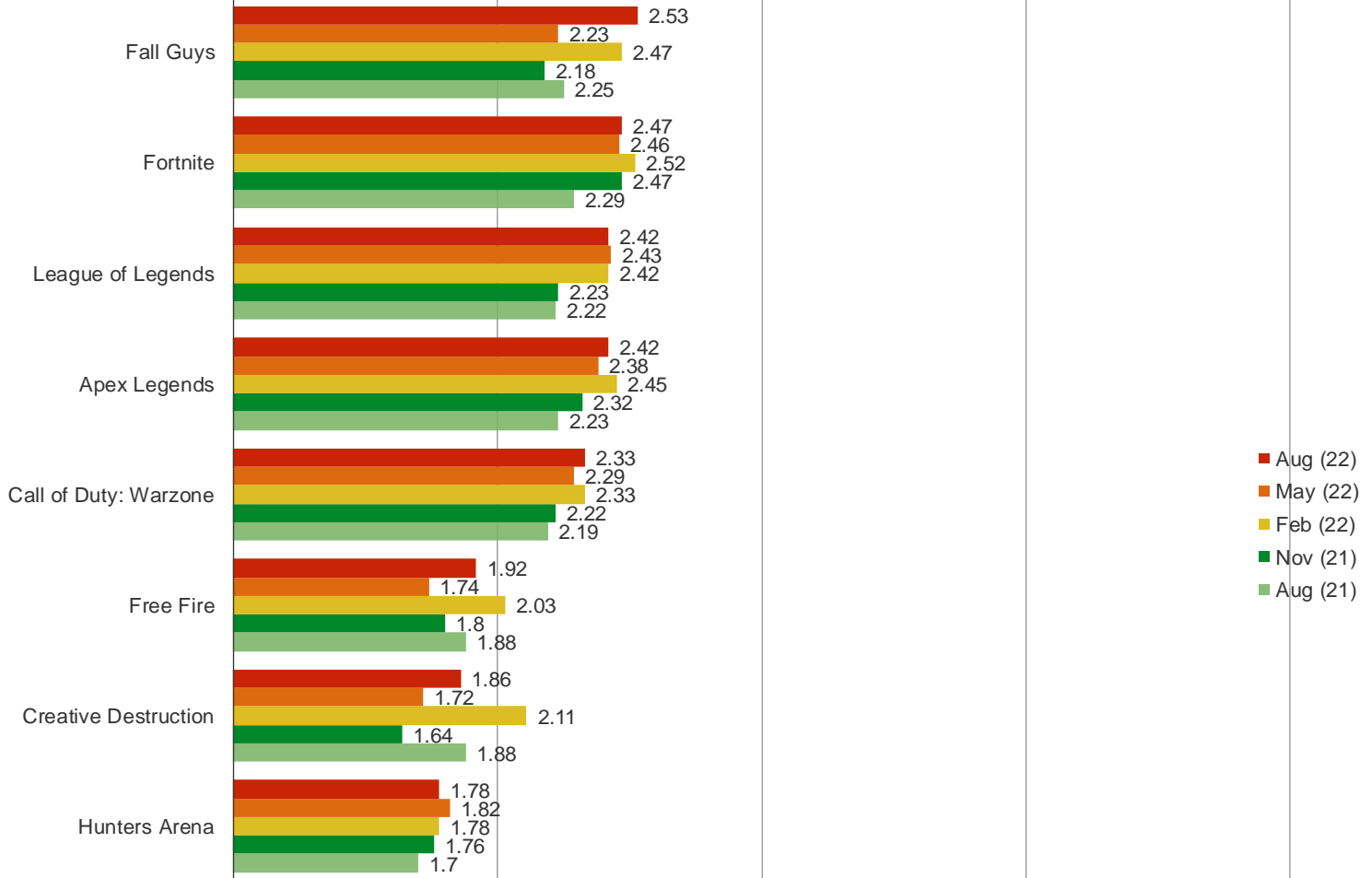
This question was posed to respondents who said they have played each of the following.



More interested.

HOW MUCH INTEREST WOULD YOU HAVE IN THE FOLLOWING ADDING A GAMING COMPONENT THAT COULD GO ALONG WITH SOCIAL MEDIA ACTIVITIES ON THE PLATFORM?

This question was posed to respondents who said they use each of the following.



More interested.

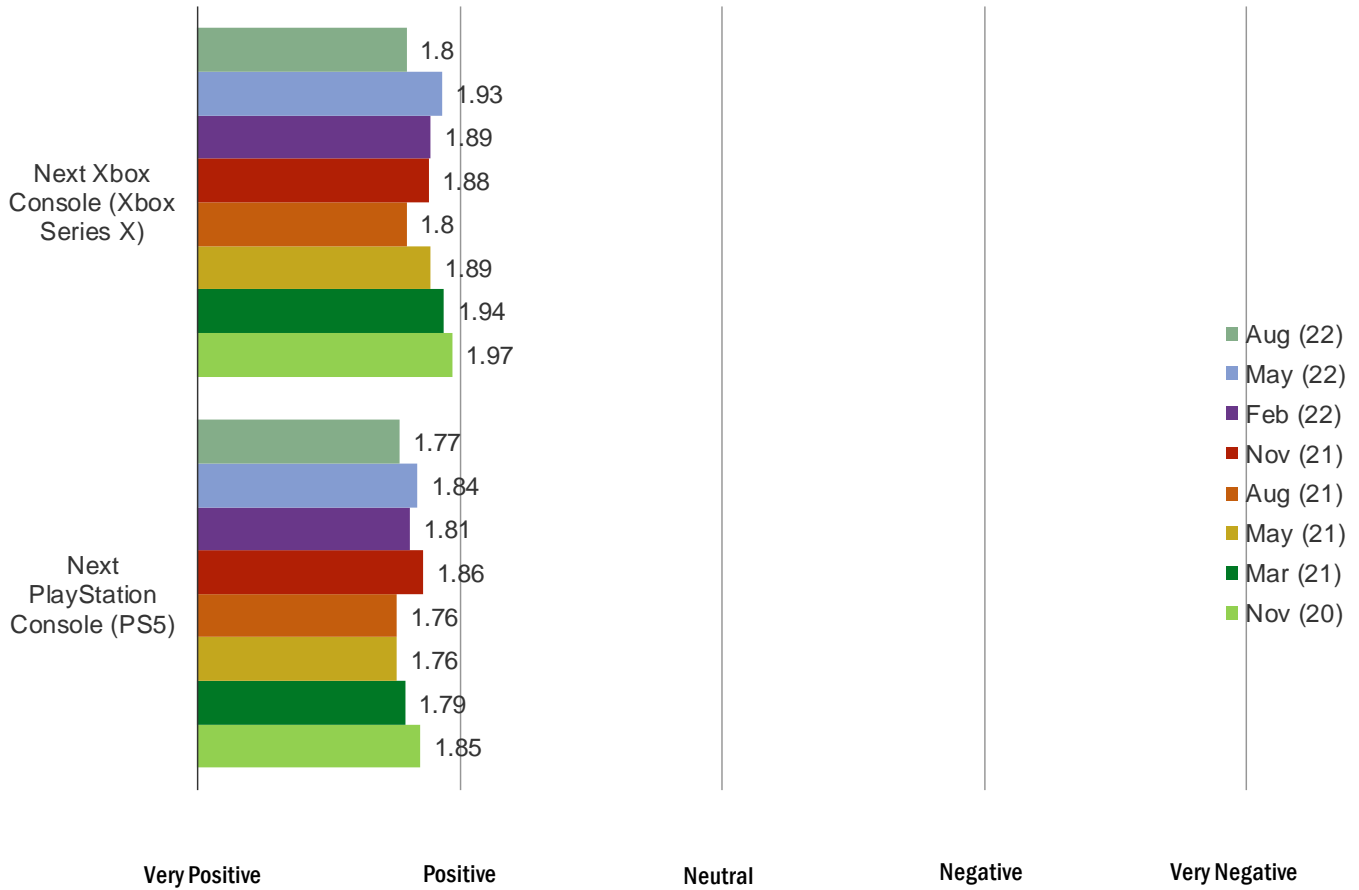


It's In The Game

## NEW CONSOLES

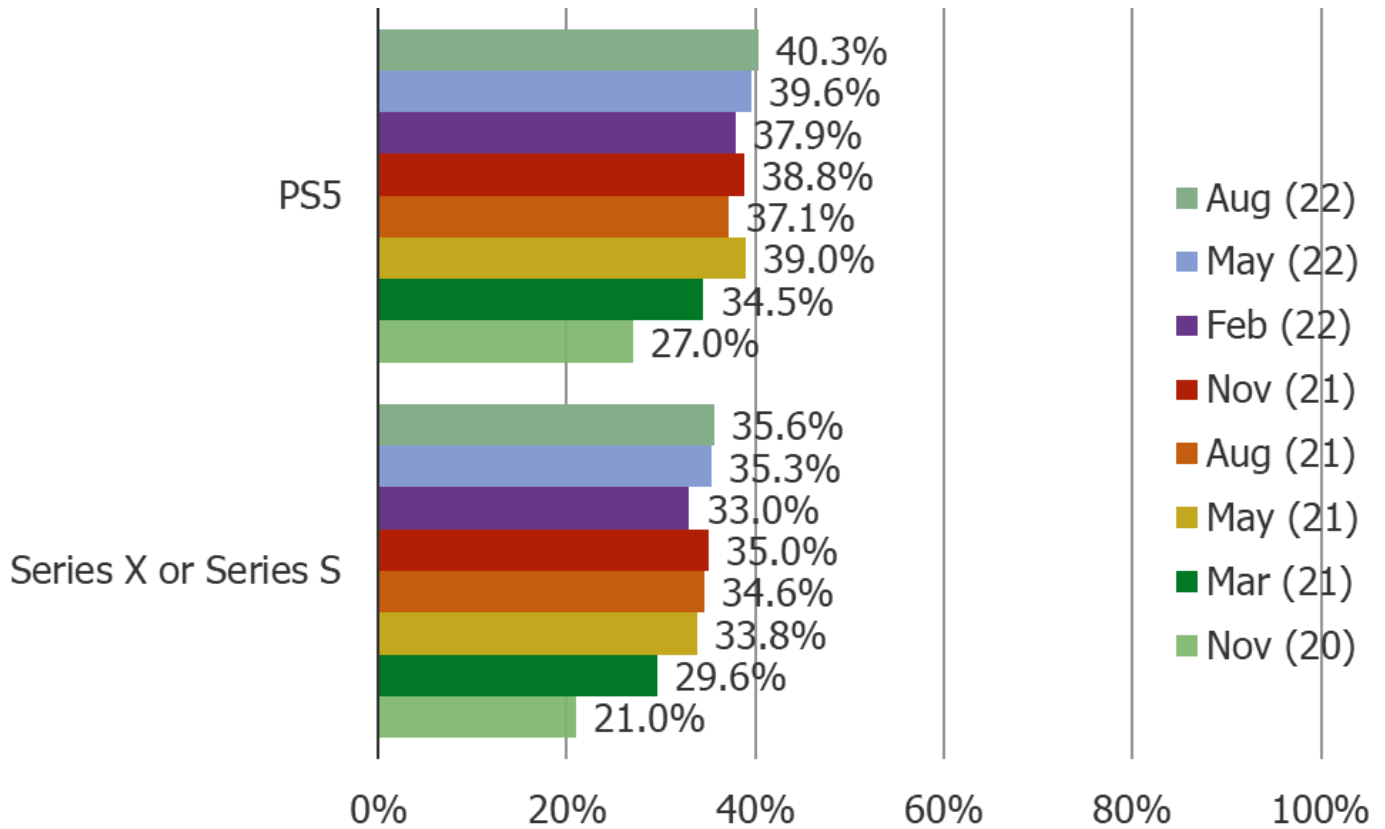
WHAT IS YOUR OPINION OF THE SPECS AND FEATURES OF THIS CONSOLE?

Posed to members of the target audience who said they have heard about each of the following upcoming consoles.



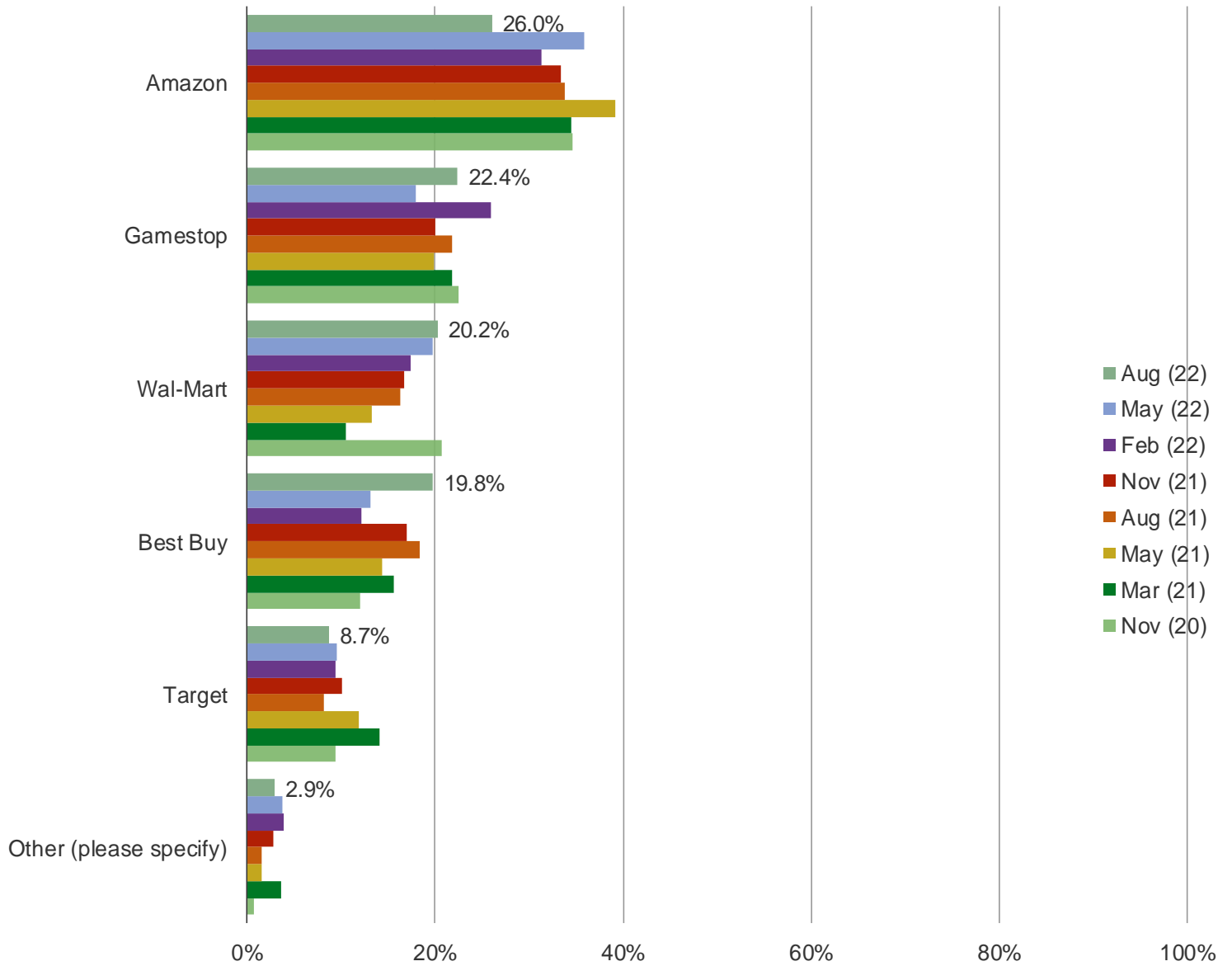
HAVE YOU PURCHASED OR PRE-ORDERED ANY OF THE FOLLOWING CONSOLES?

Posed to the target audience.



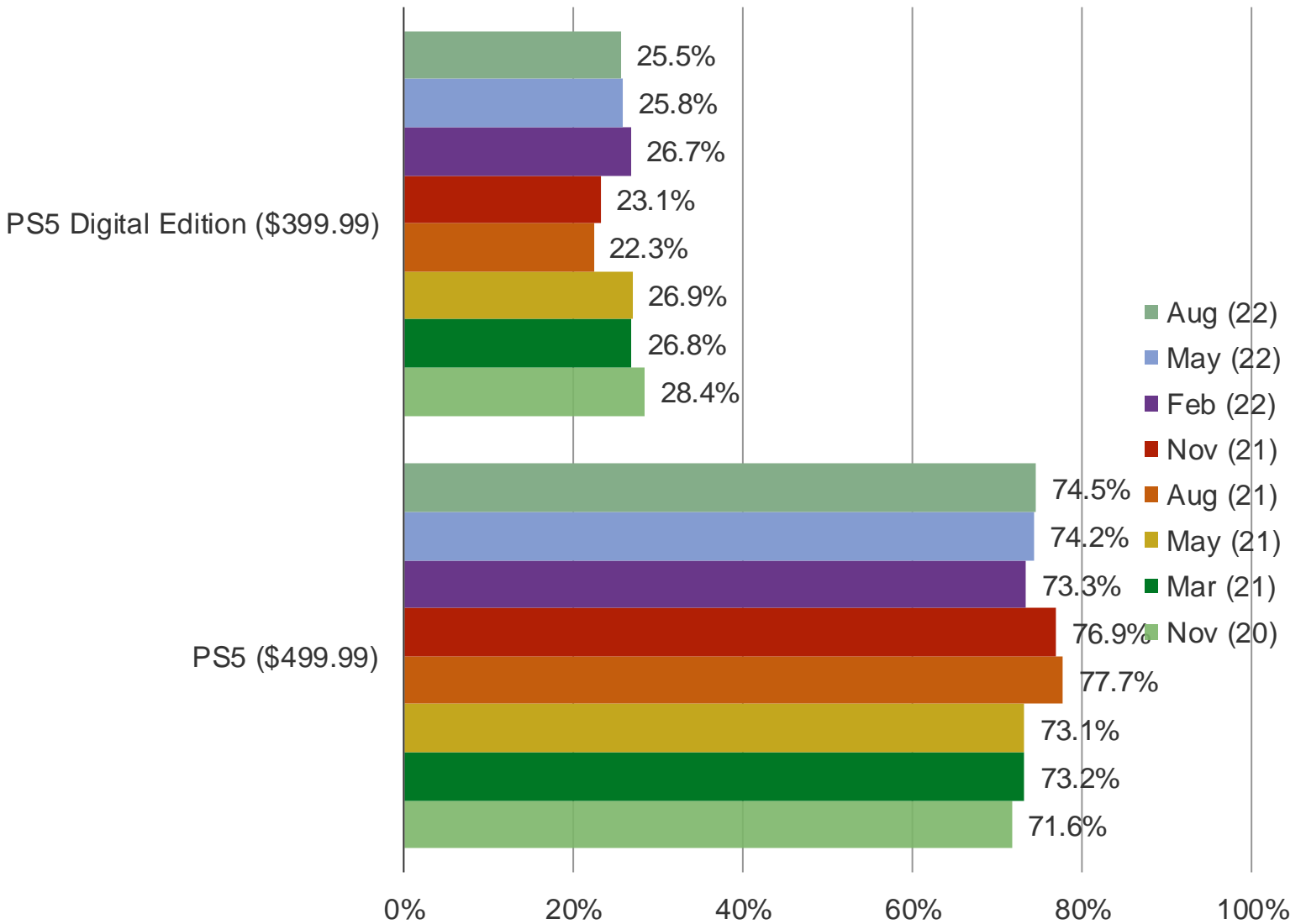
WHERE DID YOU ORDER OR PURCHASE THE PS5 FROM?

Posed to respondents who said they have successfully purchased or ordered the PS5,



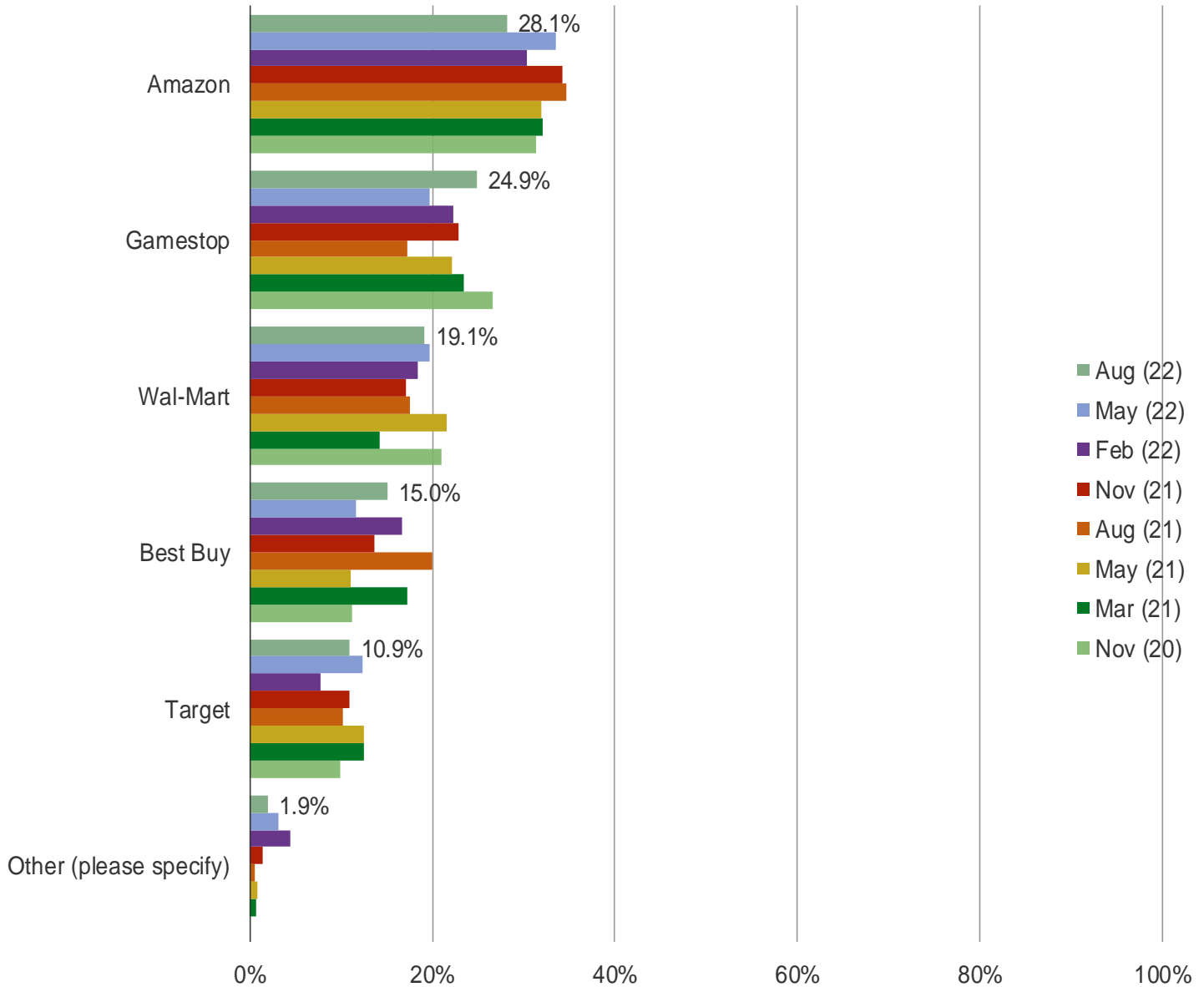
WHICH CONSOLE DID YOU BUY?

Posed to respondents who said they have successfully purchased or ordered the PS5,



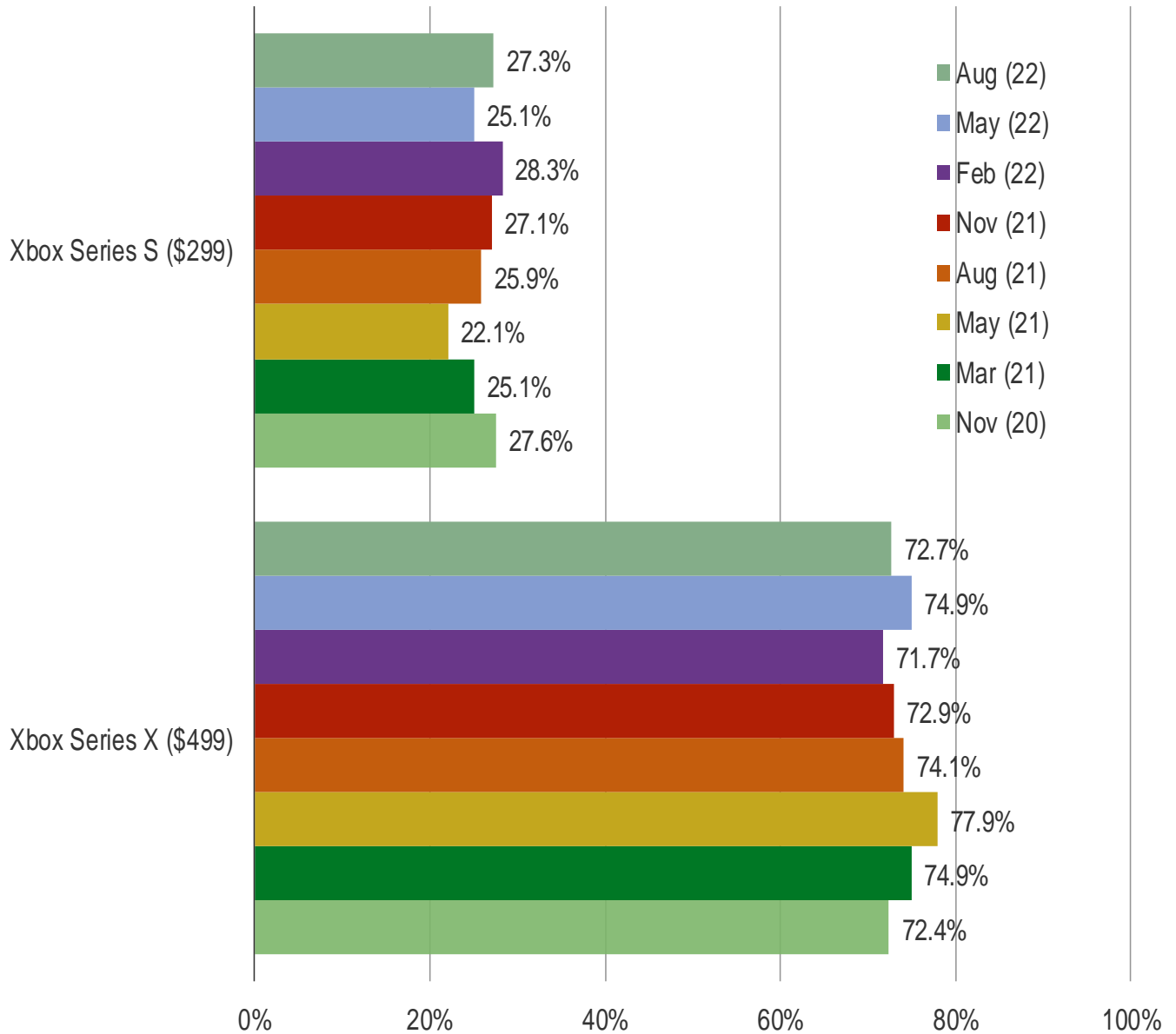
WHERE DID YOU PRE-ORDER OR PURCHASE THE SERIES X / SERIES S FROM?

Posed to respondents who said they have successfully purchased or ordered the Series X.



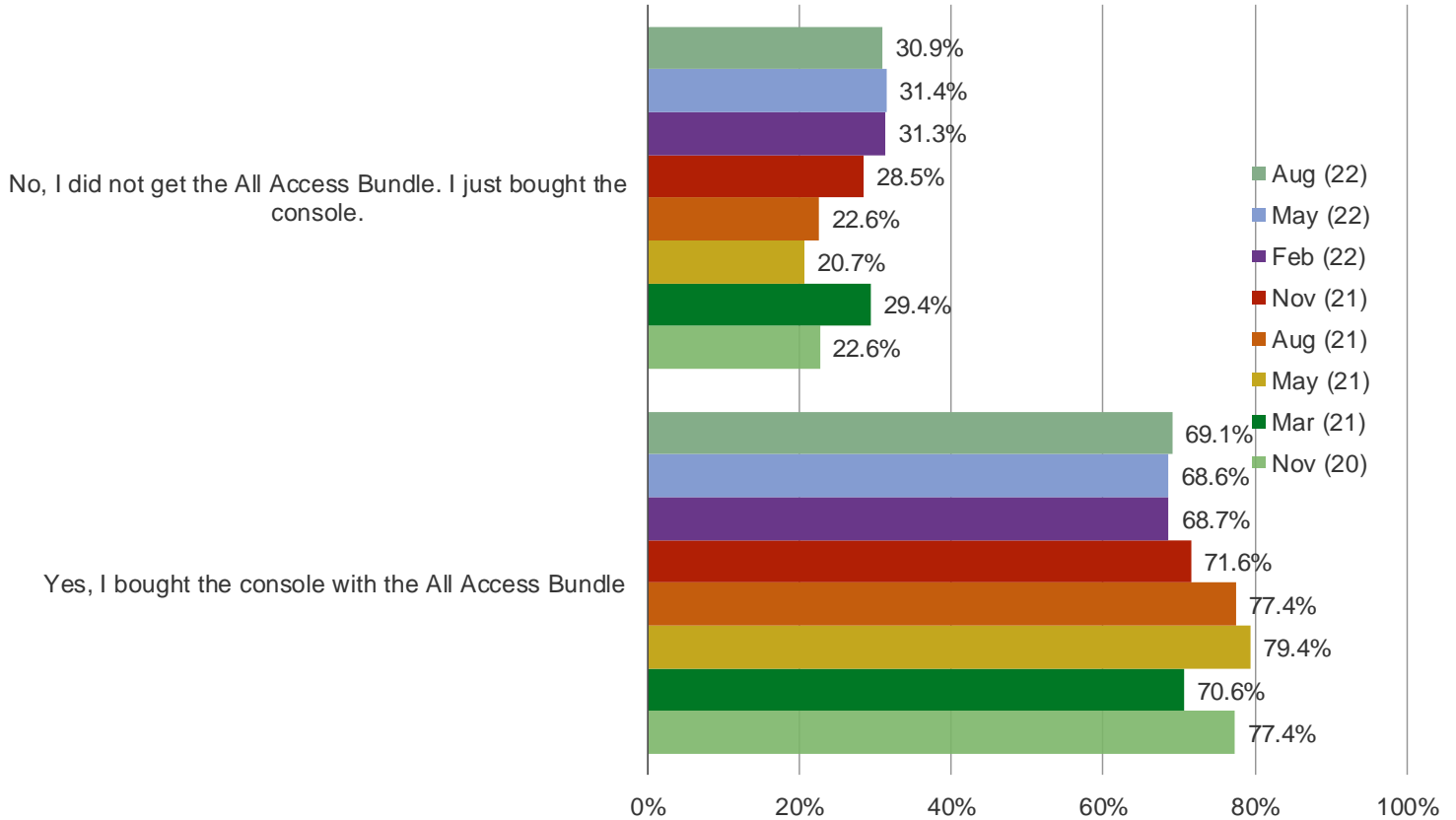
WHICH CONSOLE DID YOU PURCHASE?

Posed to respondents who said they have successfully purchased or ordered the Series X.



DID YOU ORDER YOUR SERIES X / SERIES S WITH THE ALL ACCESS BUNDLE?

Posed to respondents who said they have successfully purchased or ordered the Series X.

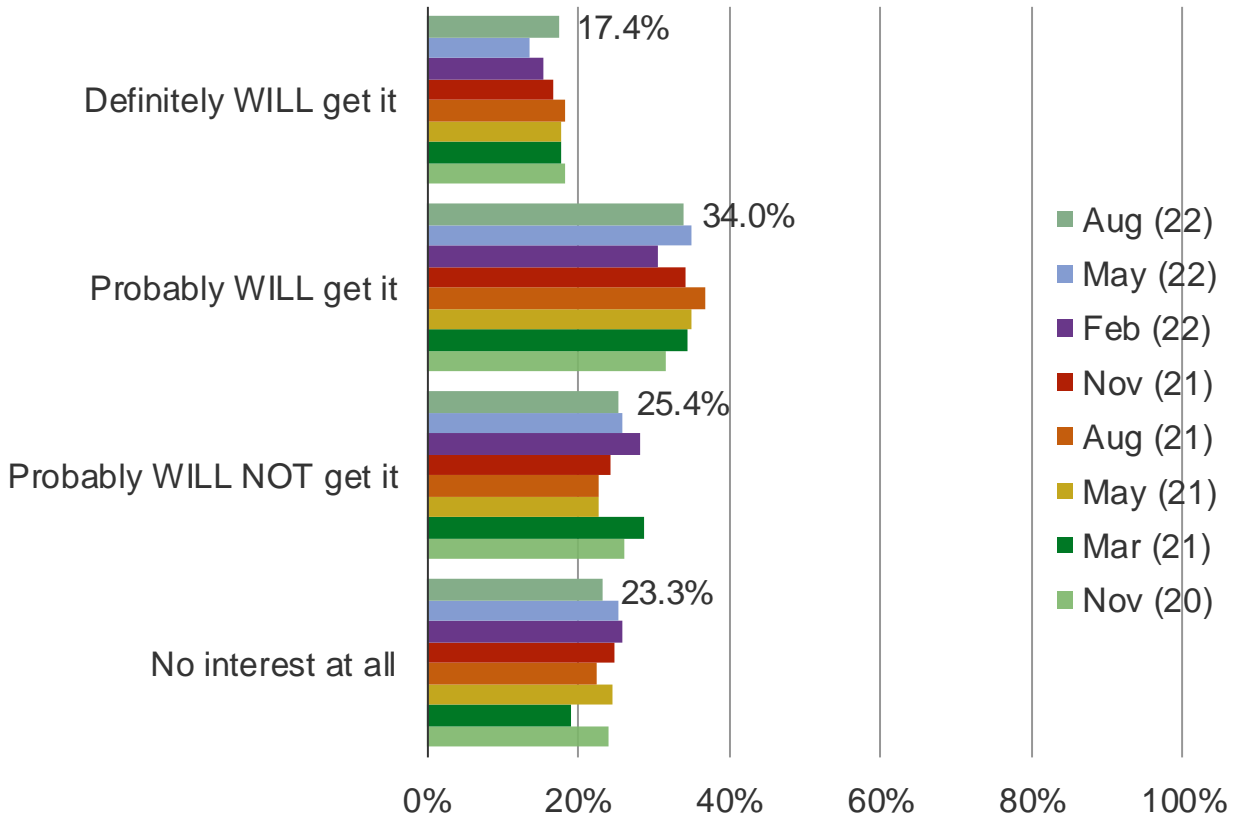


\*Feedback from November was of pre-orders and feedback from March 21 onward is of purchases and pre-orders.



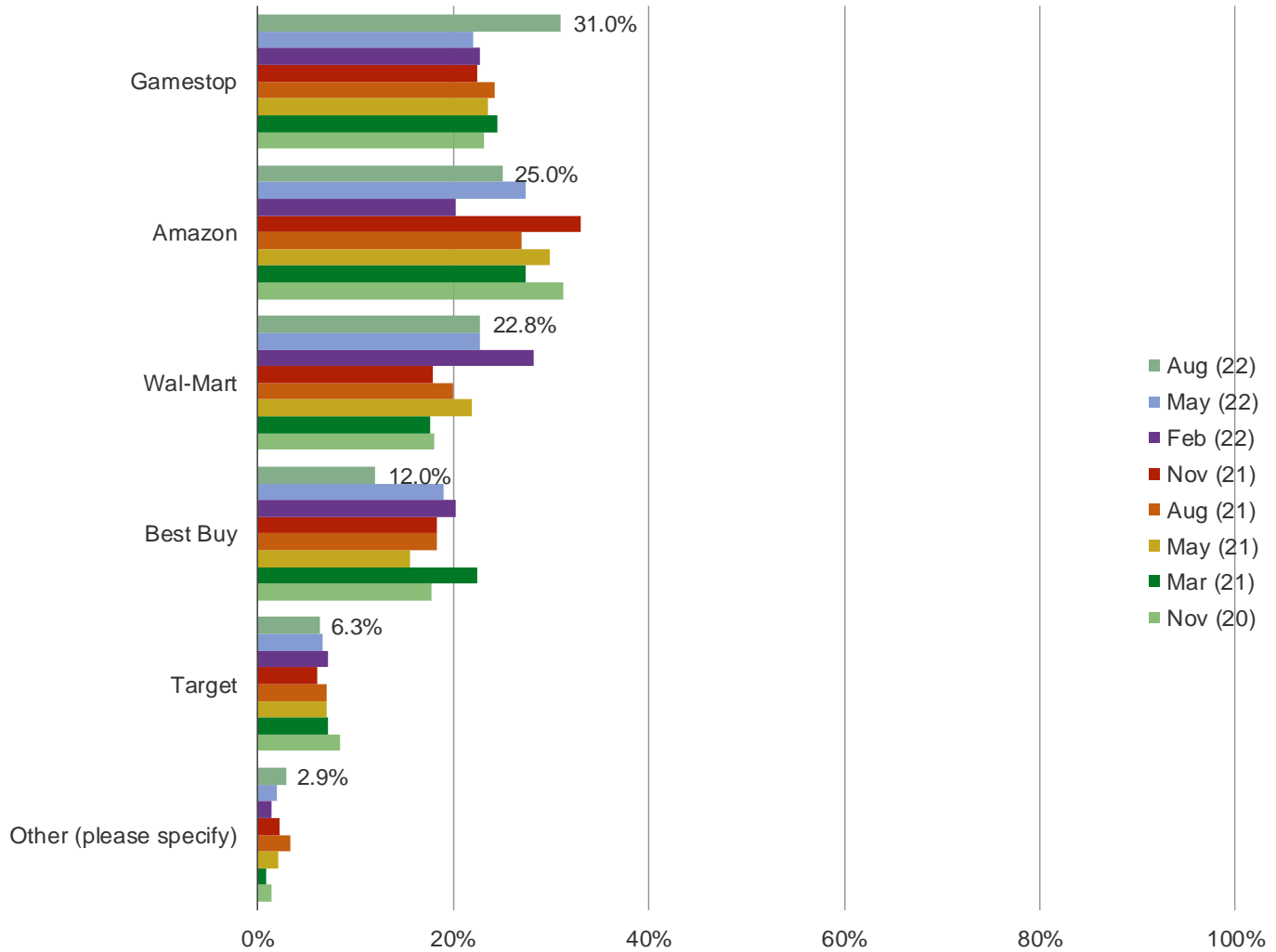
PLEASE CHARACTERIZE YOUR INTEREST IN THE PLAYSTATION 5?

Posed to respondents who have not yet ordered or purchased the PS5.



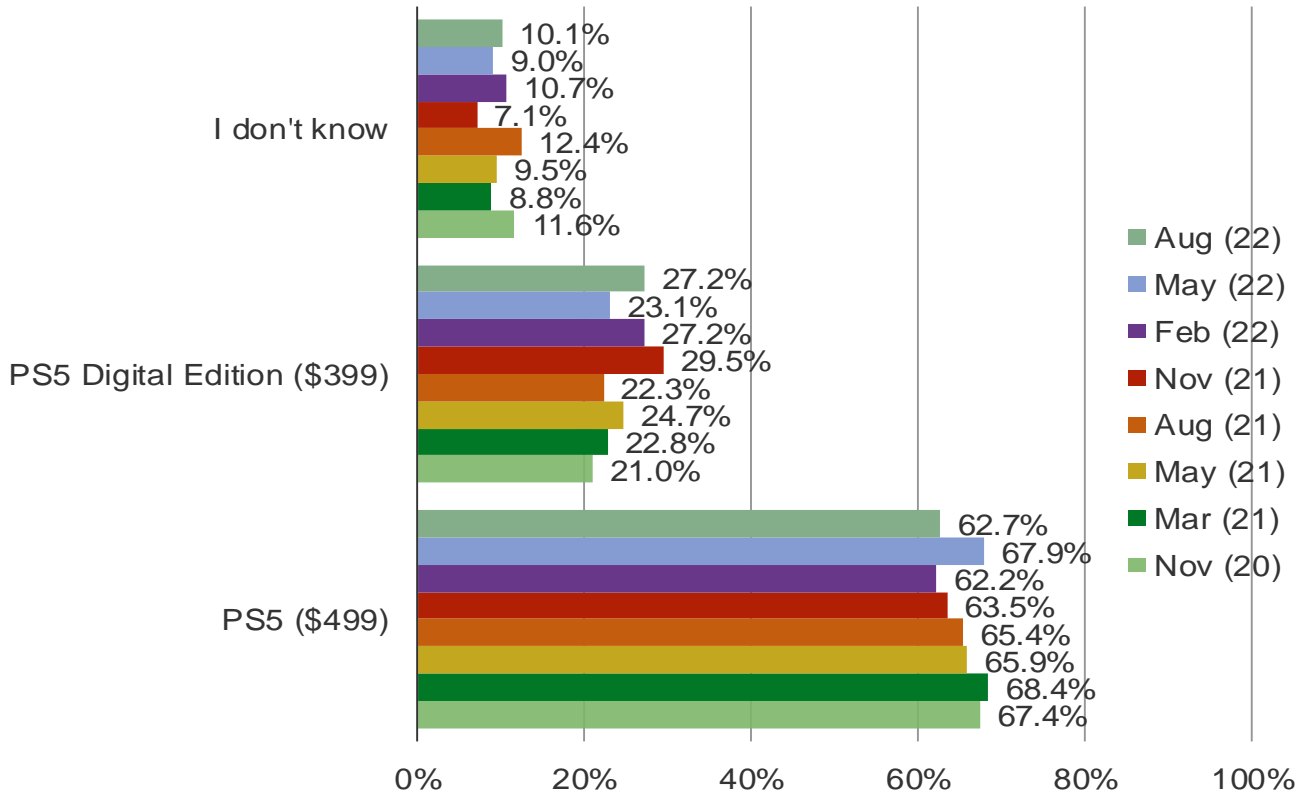
FROM WHERE WOULD YOU BE MOST LIKELY TO BUY THE PS5 FROM?

Posed to respondents who have not yet ordered or purchased the PS5 and said they probably or definitely will get it.



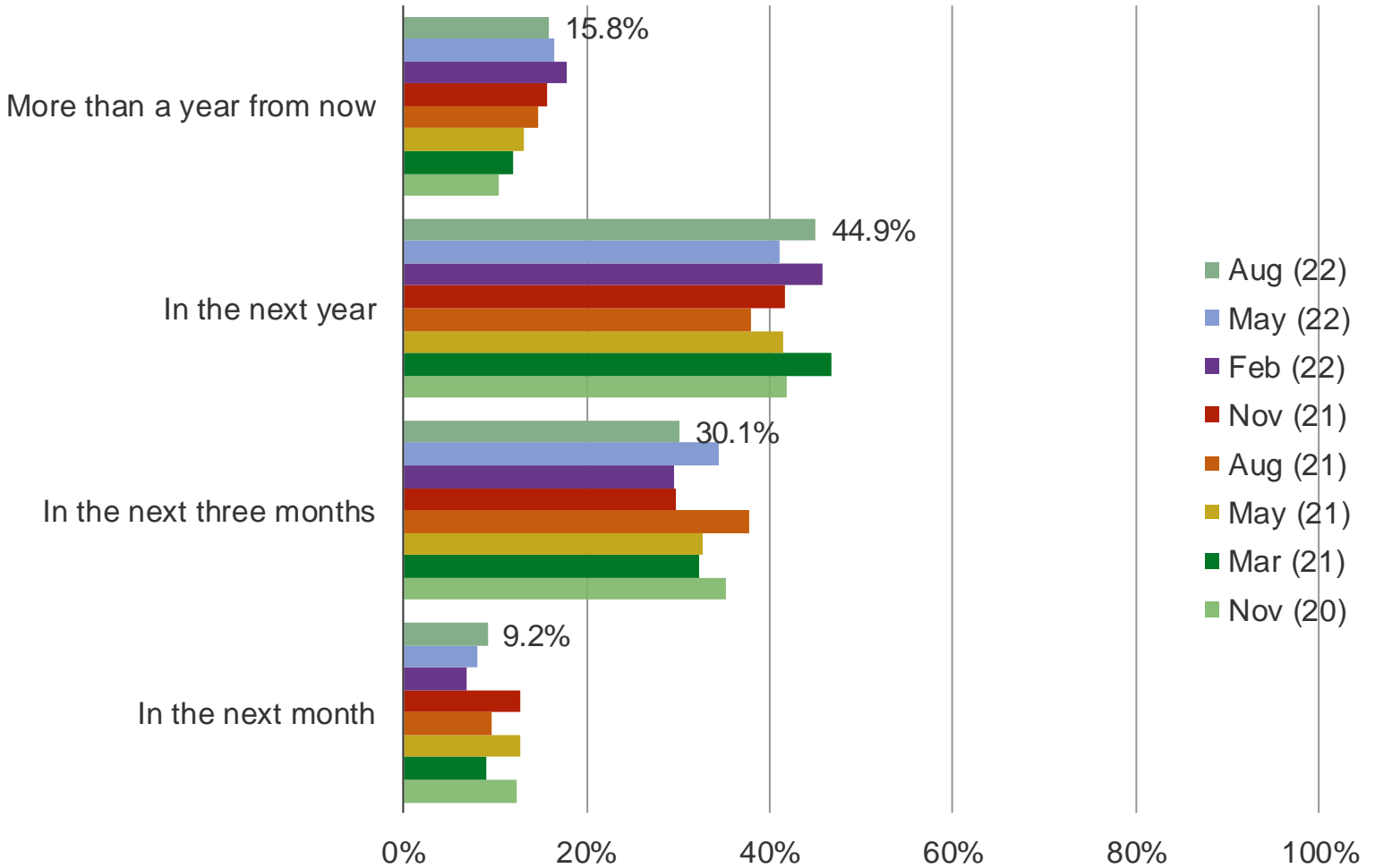
WHICH ARE YOU INTERESTED IN BUYING?

Posed to respondents who have not yet ordered or purchased the PS5 and said they probably or definitely will get it.



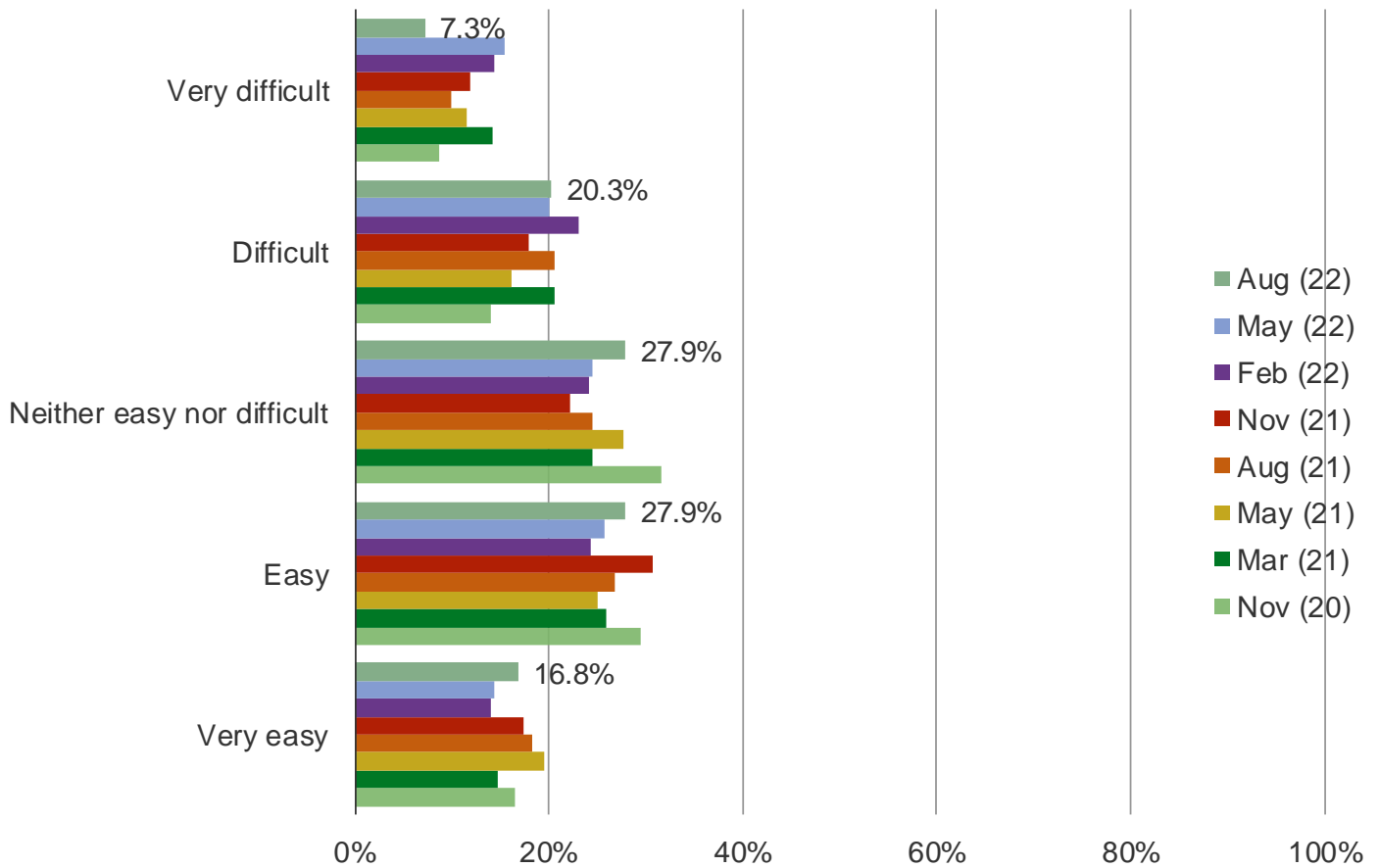
WHEN DO YOU EXPECT TO GET IT?

Posed to respondents who have not yet ordered or purchased the PS5 and said they probably or definitely will get it.



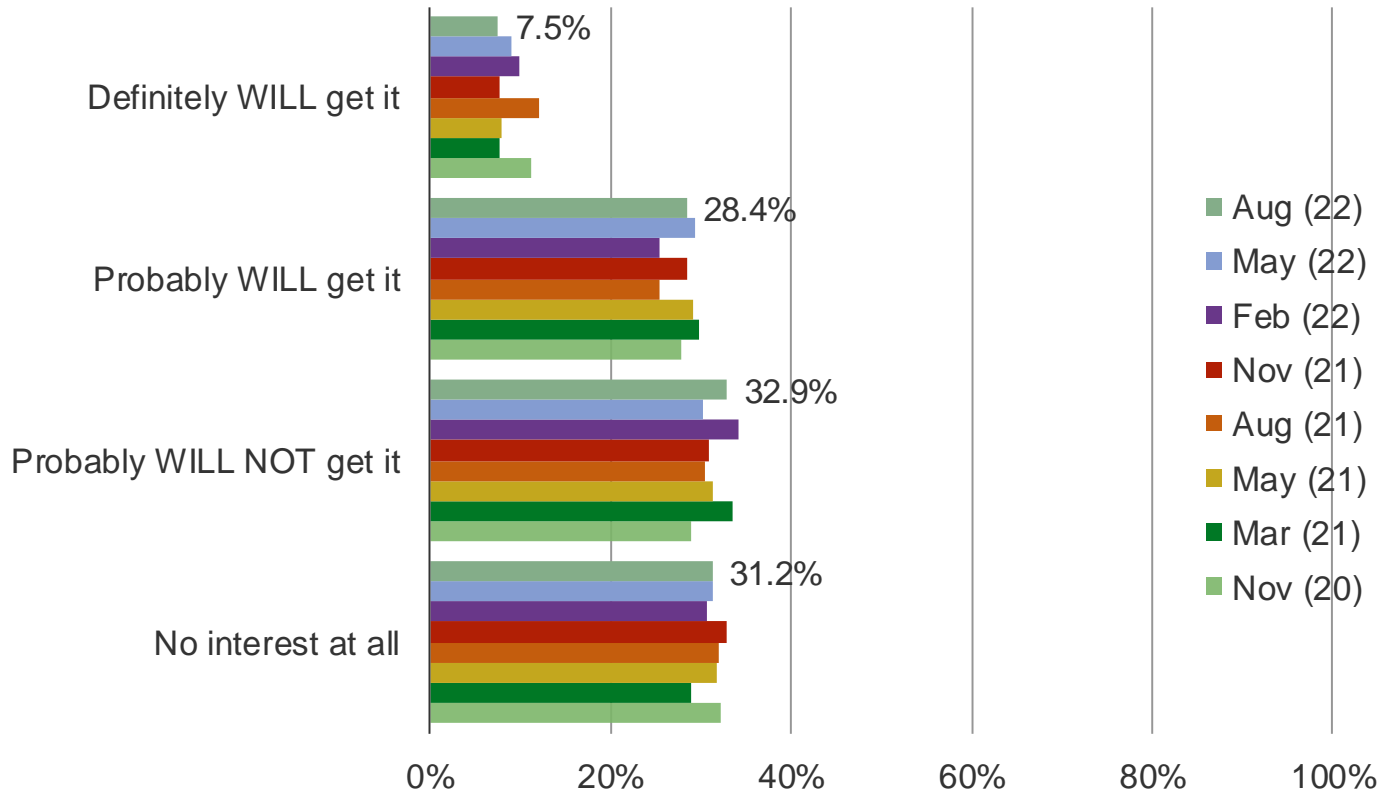
HOW EASY OR DIFFICULT DO YOU EXPECT IT WILL BE TO FIND THIS ITEM IN STOCK WHEN YOU TRY TO ORDER IT / BUY IT?

Posed to respondents who have not yet ordered or purchased the PS5 and said they probably or definitely will get it.



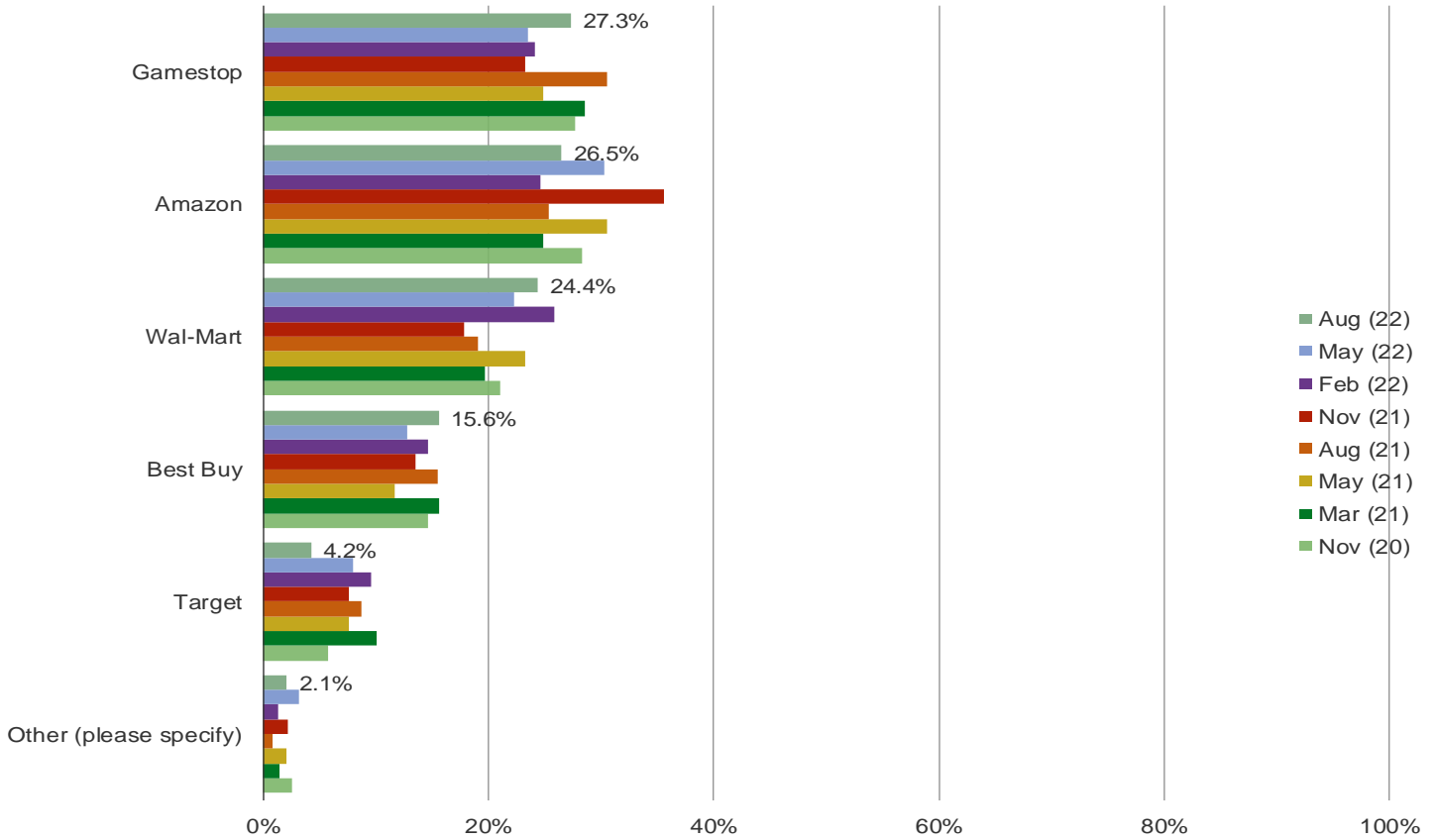
PLEASE CHARACTERIZE YOUR INTEREST IN THE SERIES X?

Posed to respondents who have not yet ordered or purchased the Series X / S.



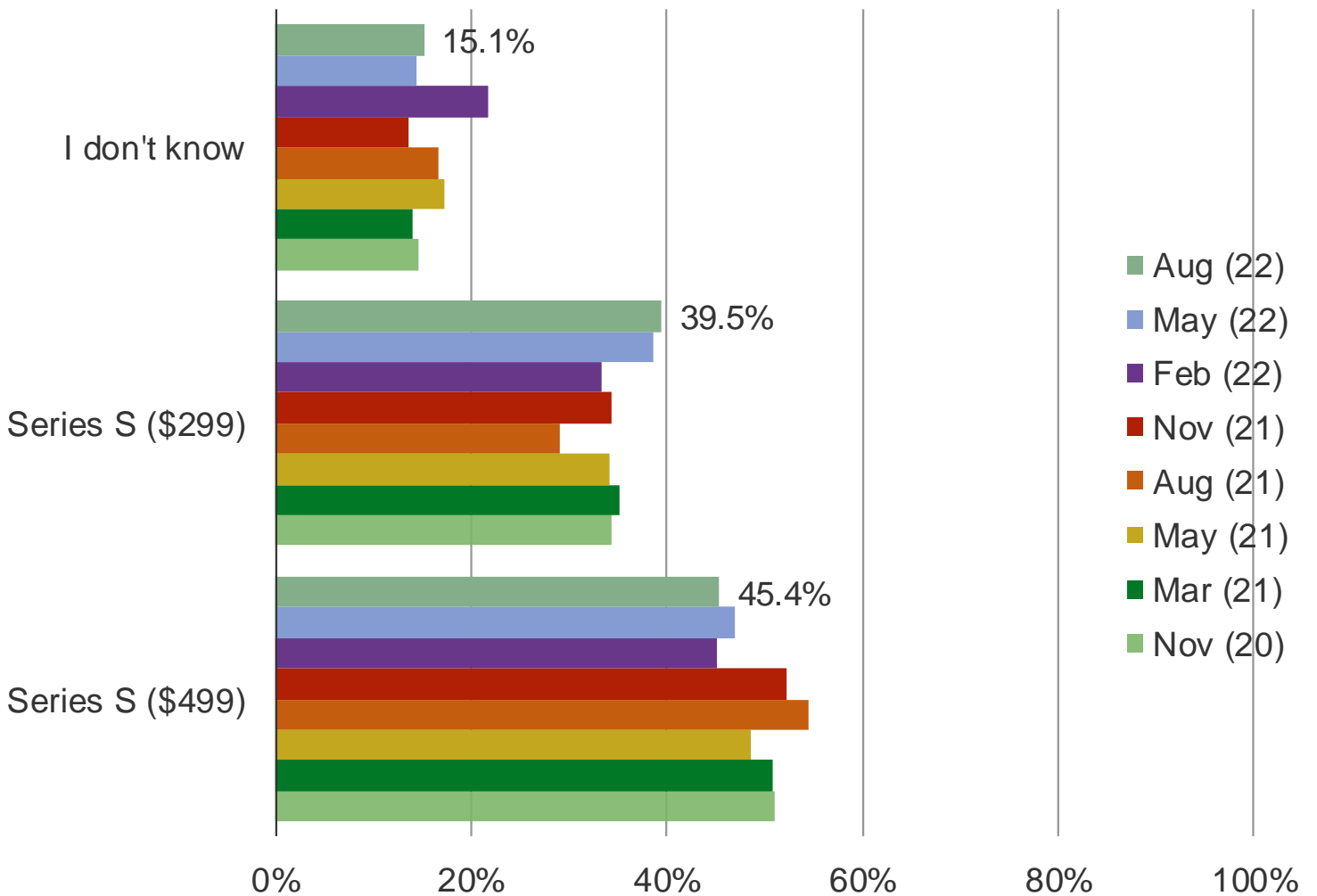
FROM WHERE WOULD YOU BE MOST LIKELY TO BUY THE SERIES X / S FROM?

Posed to respondents who have not yet ordered or purchased the Series X / S and said they probably or definitely will get it.



WHICH ARE YOU INTERESTED IN BUYING?

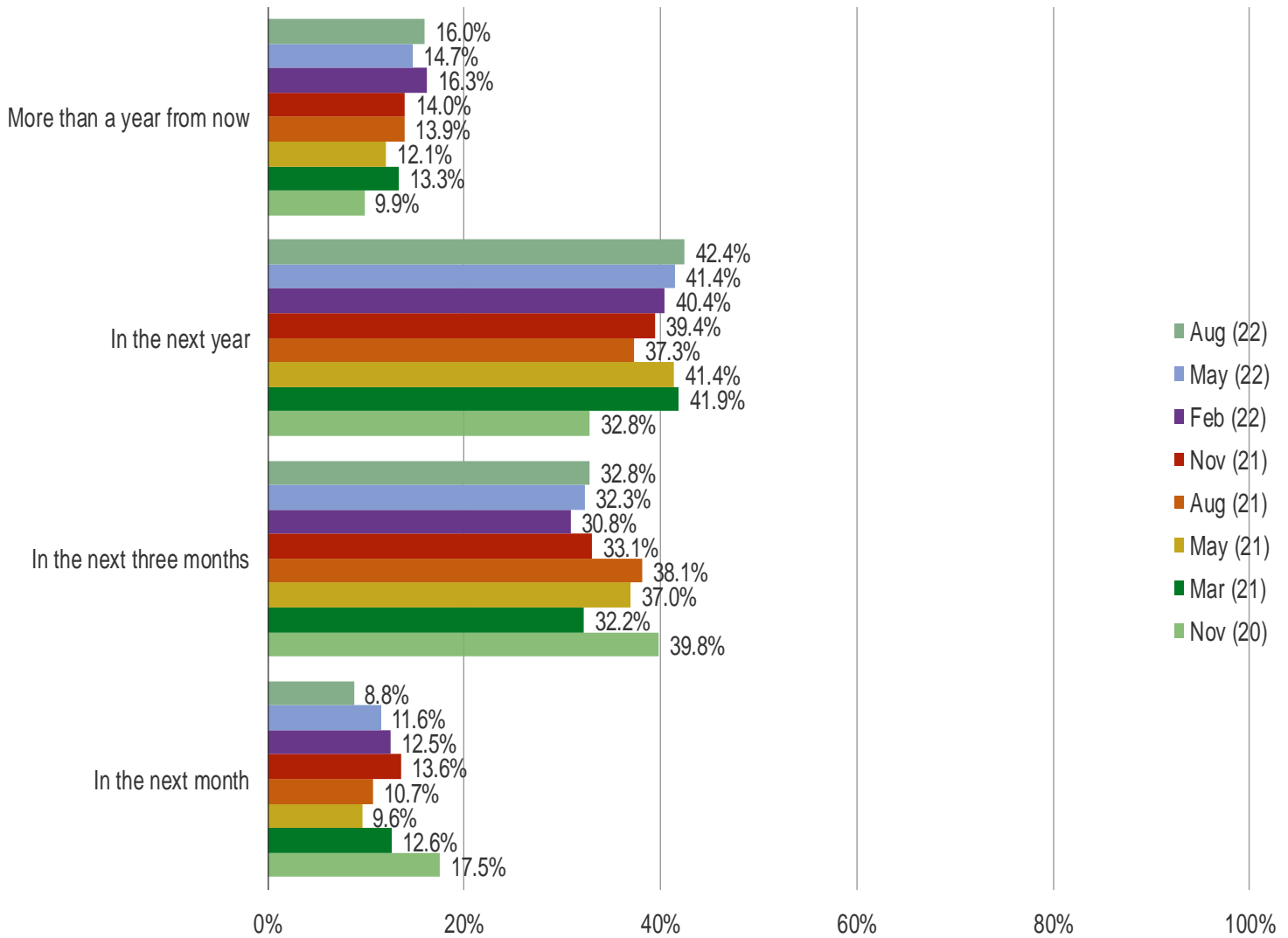
Posed to respondents who have not yet ordered or purchased the Series X / S and said they probably or definitely will get it.





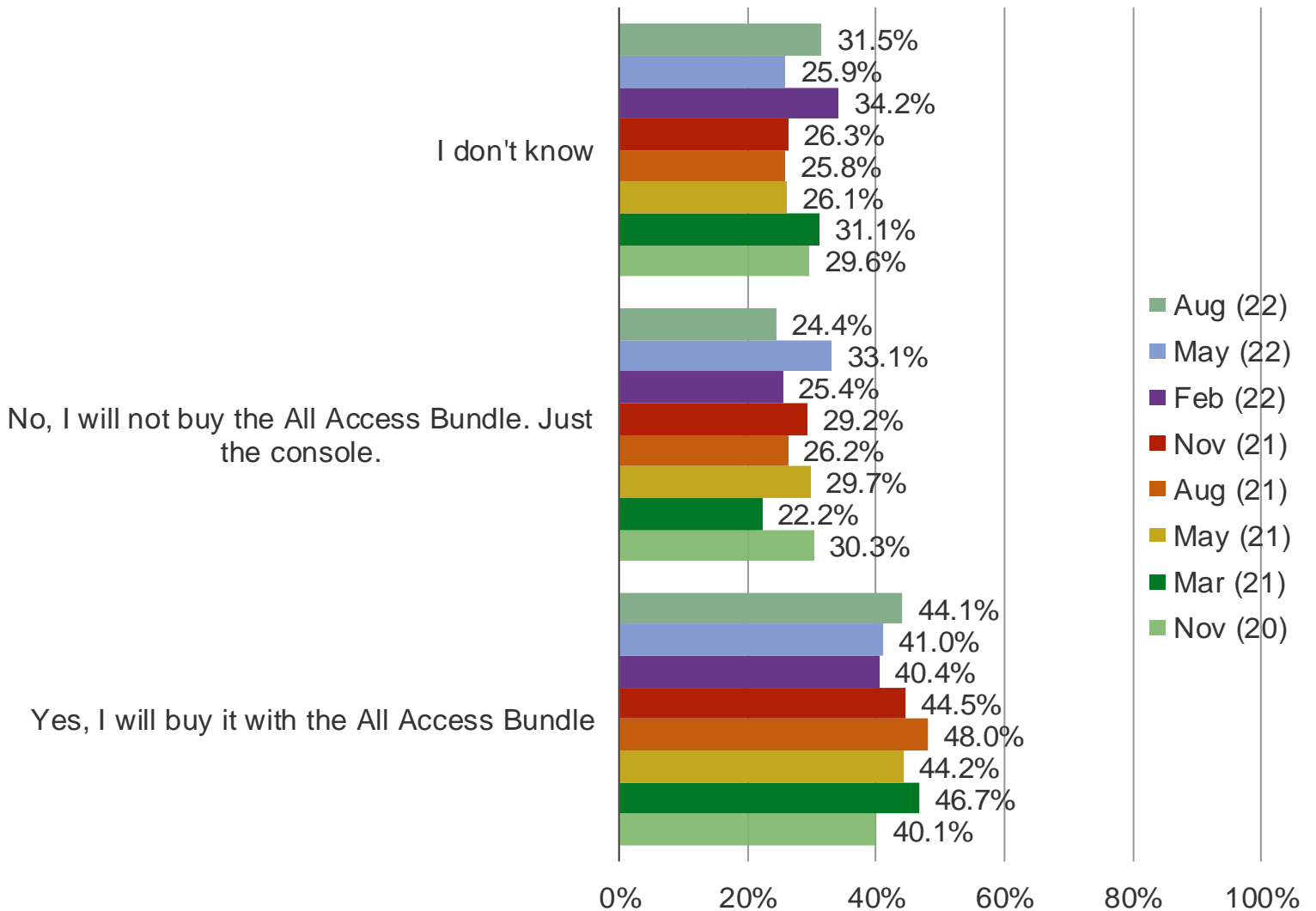
WHEN DO YOU EXPECT TO GET IT?

Posed to respondents who have not yet ordered or purchased the Series X / S and said they probably or definitely will get it.



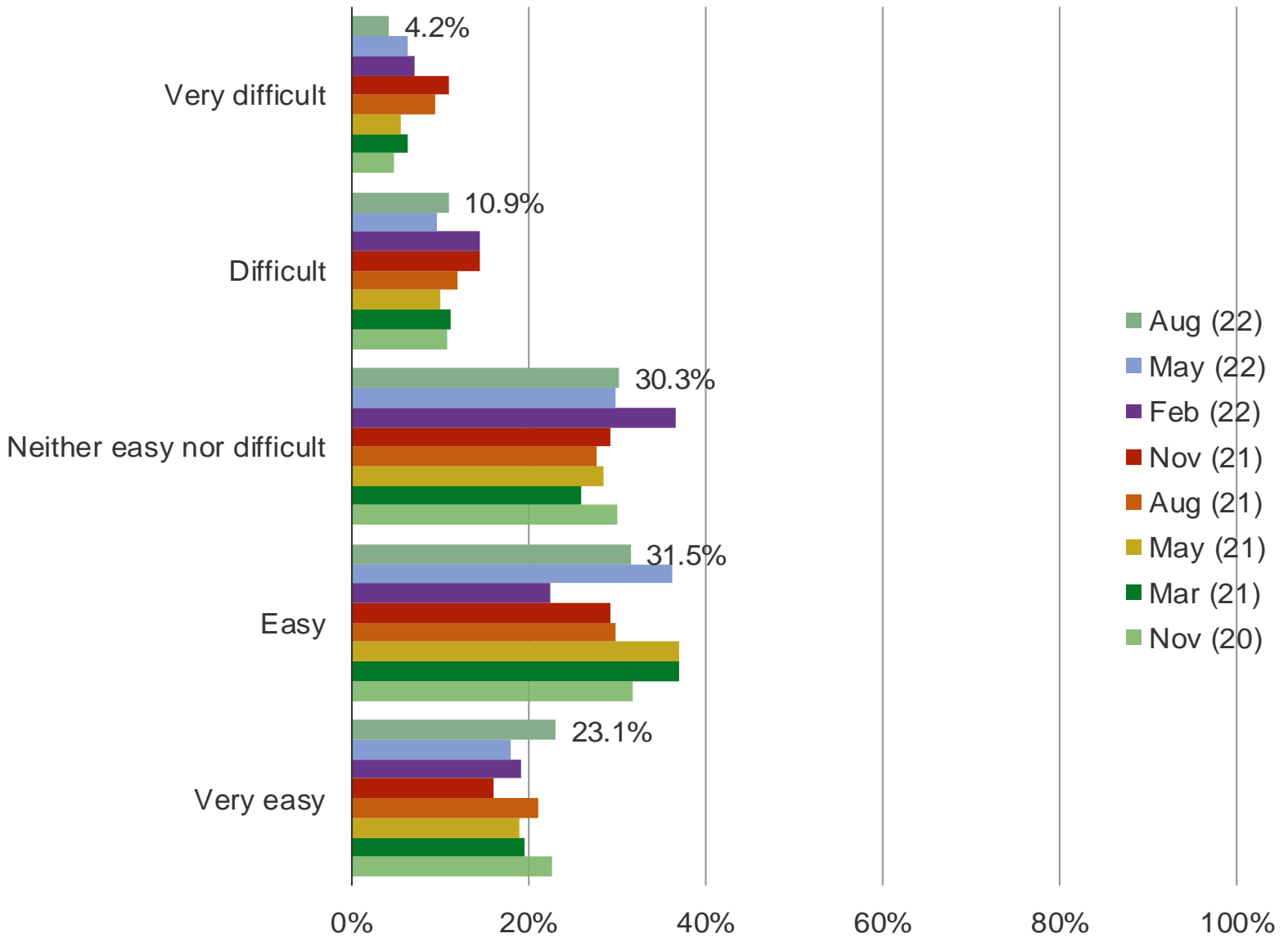
WILL YOU BUY IT WITH THE ALL-ACCESS BUNDLE?

Posed to respondents who have not yet ordered or purchased the Series X / S and said they probably or definitely will get it.



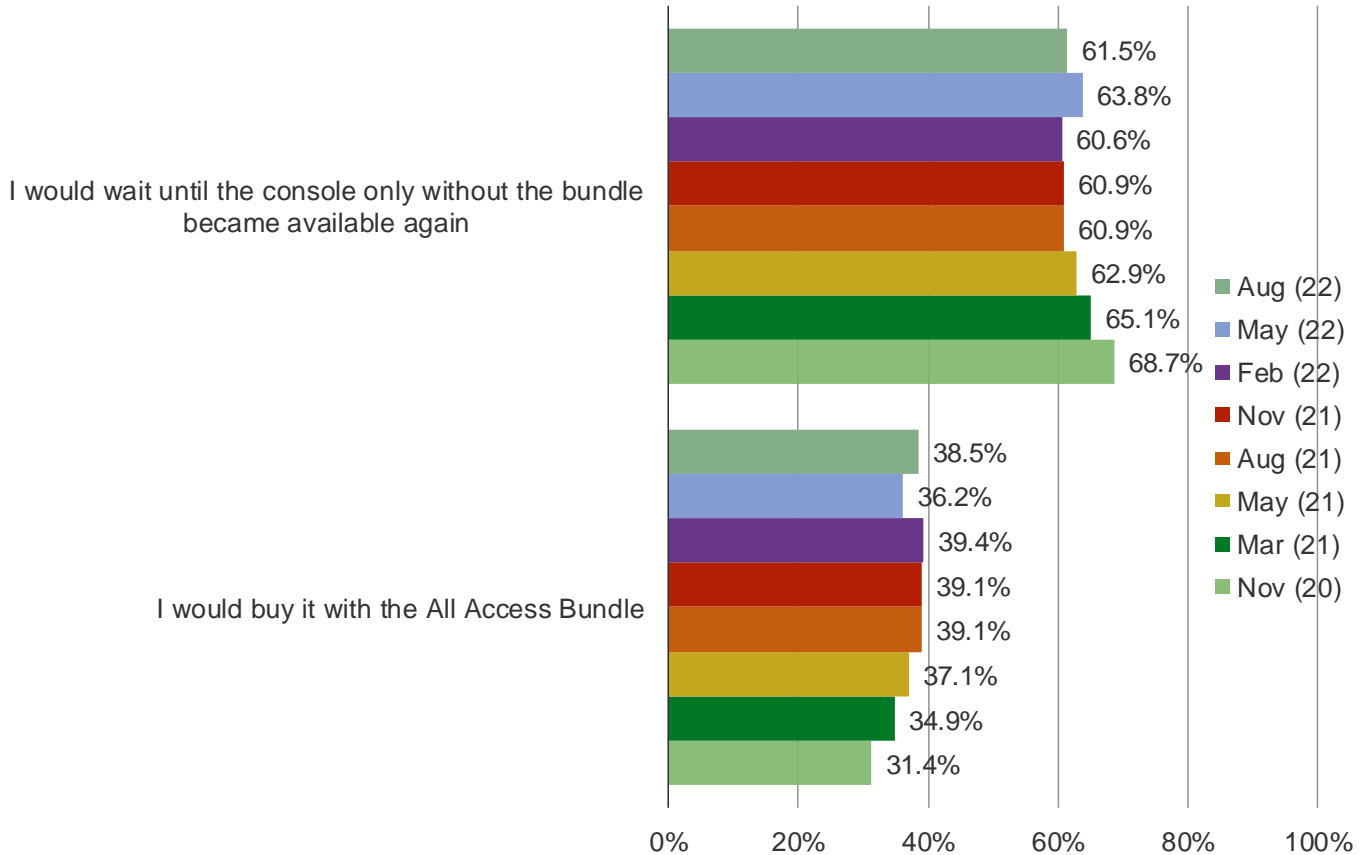
HOW EASY OR DIFFICULT DO YOU EXPECT IT WILL BE TO FIND THIS ITEM IN STOCK WHEN YOU TRY TO ORDER IT / BUY IT?

Posed to respondents who have not yet ordered or purchased the Series X / S and said they probably or definitely will get it.



IF YOU ATTEMPTED TO ORDER THE SERIES X OR SERIES S AND IT WAS ONLY AVAILABLE WITH THE ALL ACCESS BUNDLE, WHAT WOULD YOU DO?

Posed to respondents who have not yet ordered or purchased the Series X / S and said they probably or definitely will get it.



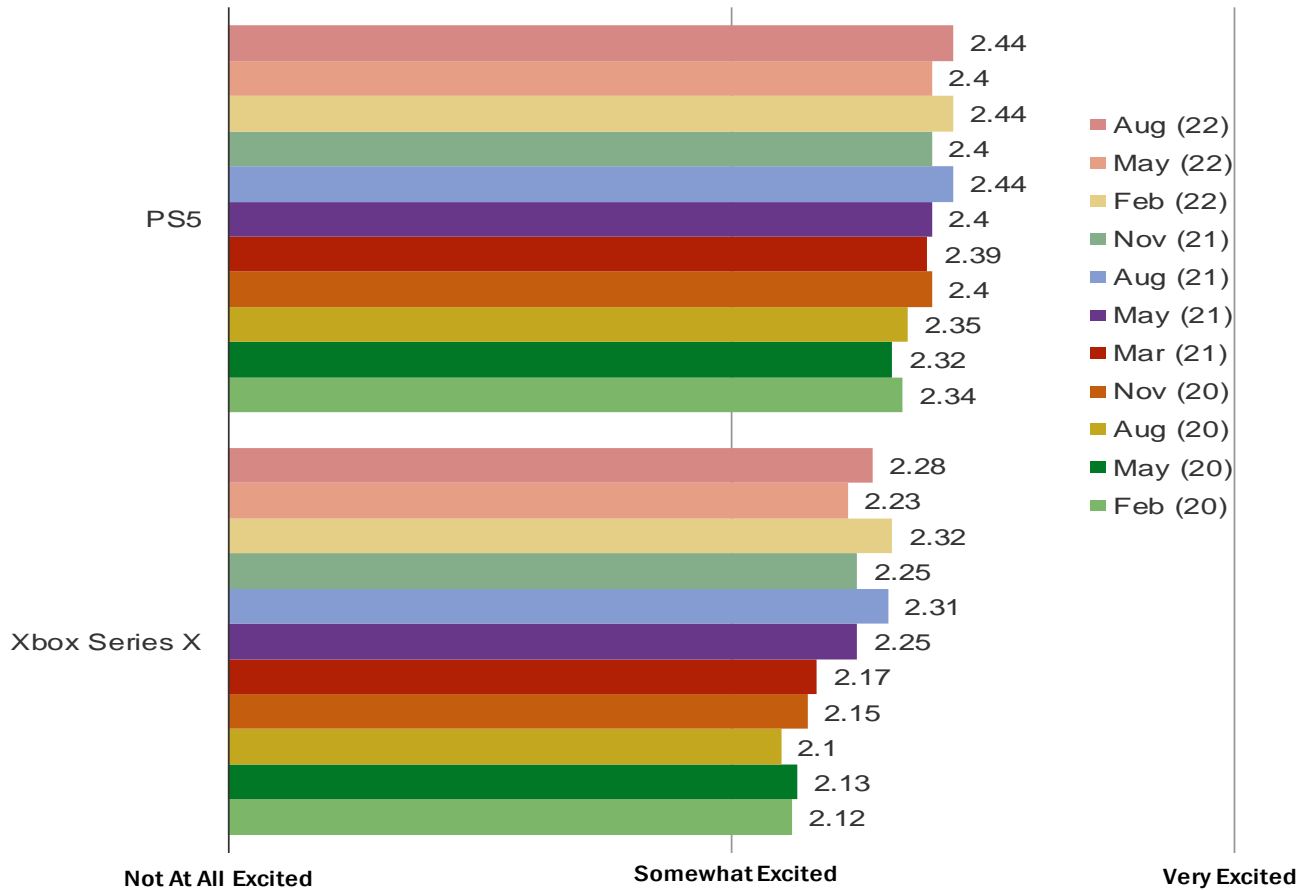
It's In The Game

Audience: 1,000 US Video Gamers

Date: August 2022

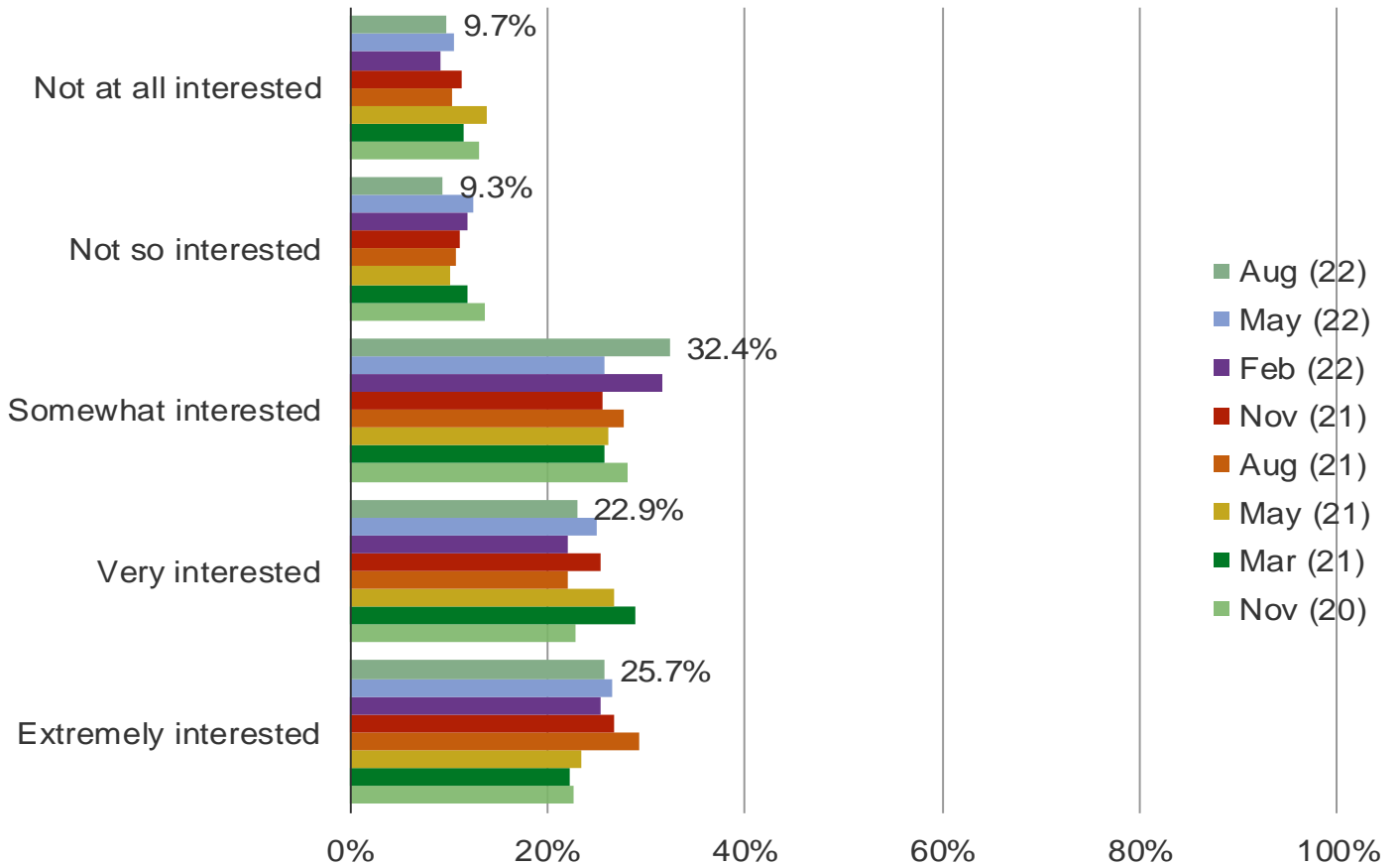
PLEASE RATE YOUR LEVEL OF EXCITEMENT FOR THE EXCLUSIVE GAME LINEUP THAT WILL BE AVAILABLE FOR THIS PLATFORM.

This question was posed to the target audience.



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)

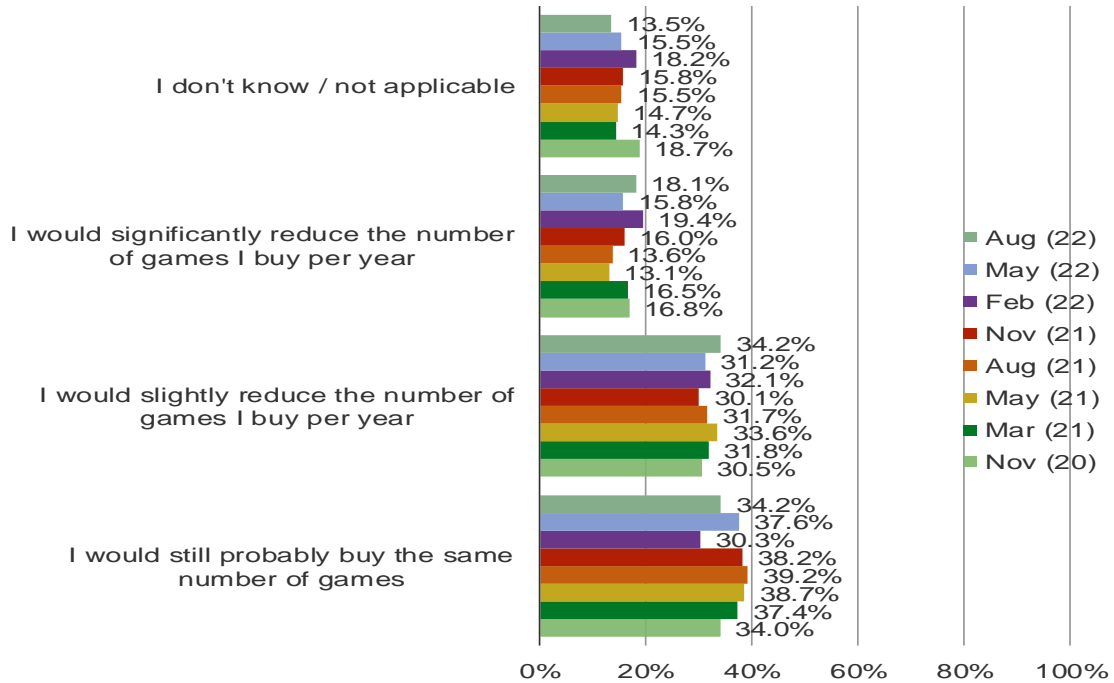
Posed to the target audience.



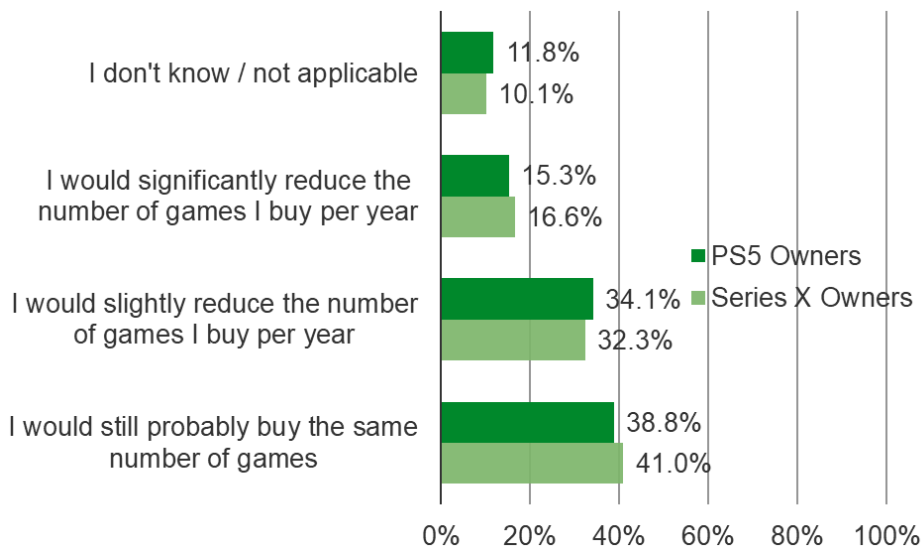
## NEW GAME PRICES AND CASH USAGE FOR GAMES

MOST NEW GAMES FOR THE PS5 AND SERIES X WILL COST \$69.99 (AN INCREASE OF \$10 FROM TYPICAL PRICES FOR NEW GAMES). WOULD THIS INCREASE IMPACT HOW MANY GAMES YOU BUY PER YEAR?

Posed to the target audience.



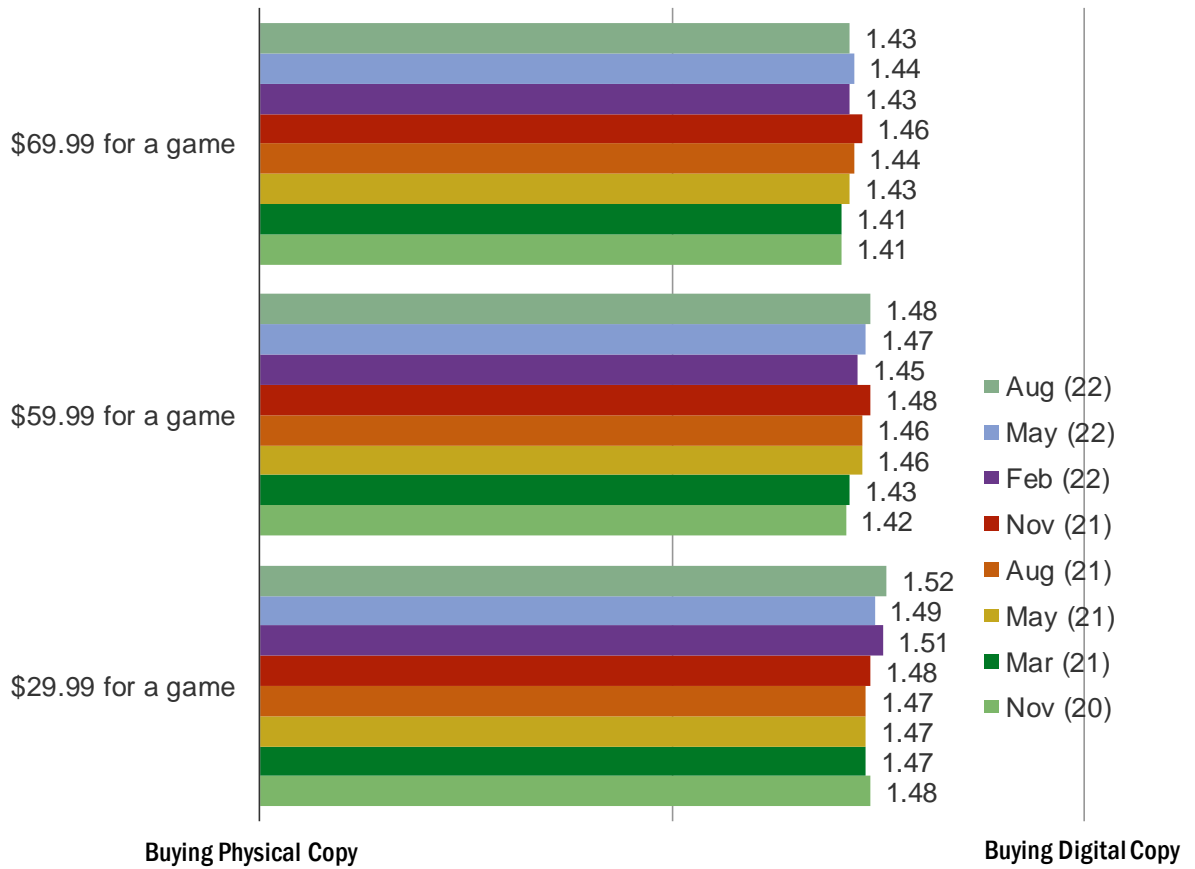
Cross-Tabs: Console Owners





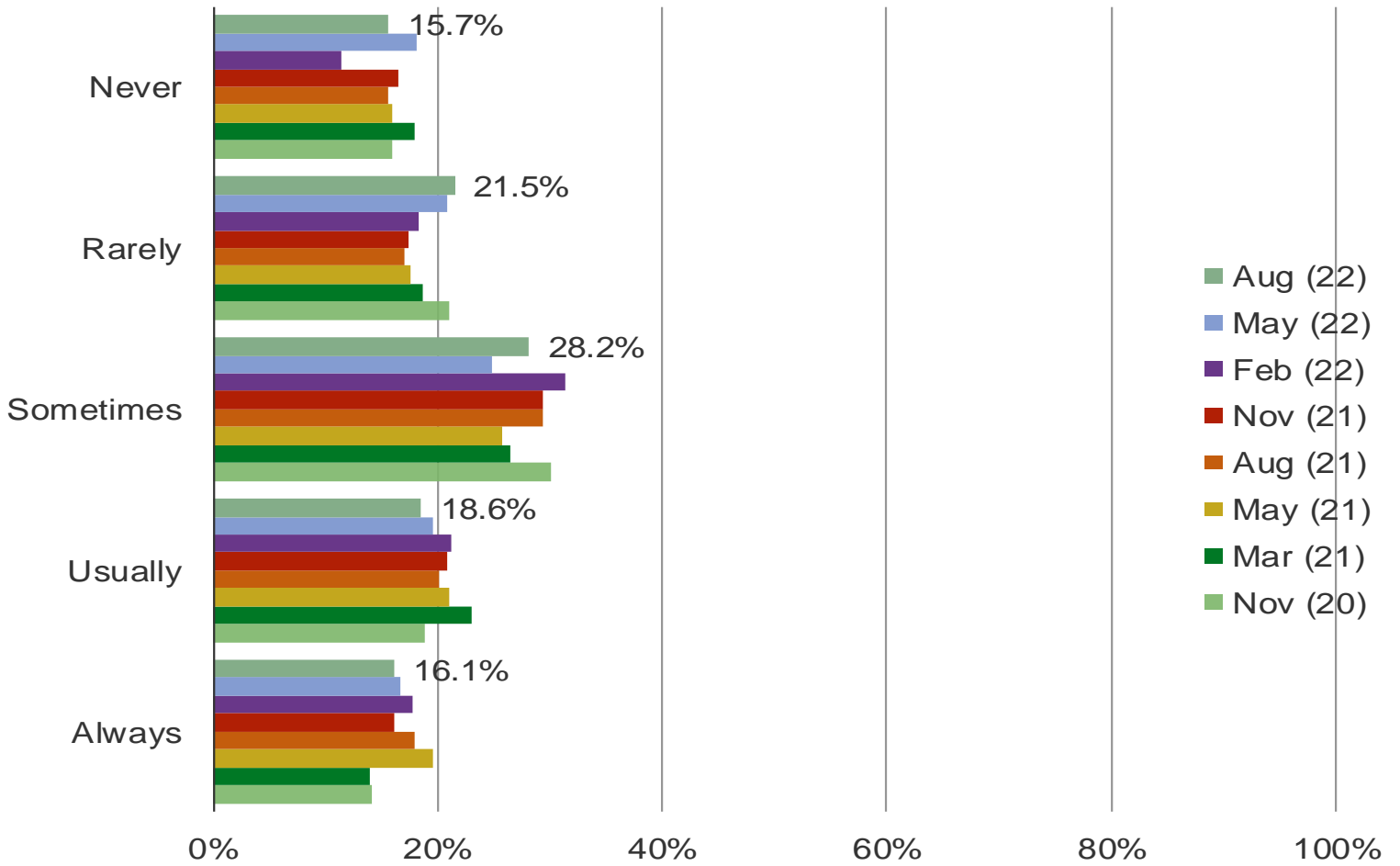
WHICH IS MORE ATTRACTIVE AT THE FOLLOWING PRICE POINTS:

Posed to the target audience.



WHEN YOU BUY VIDEO GAMES, HOW OFTEN DO YOU PAY WITH CASH?

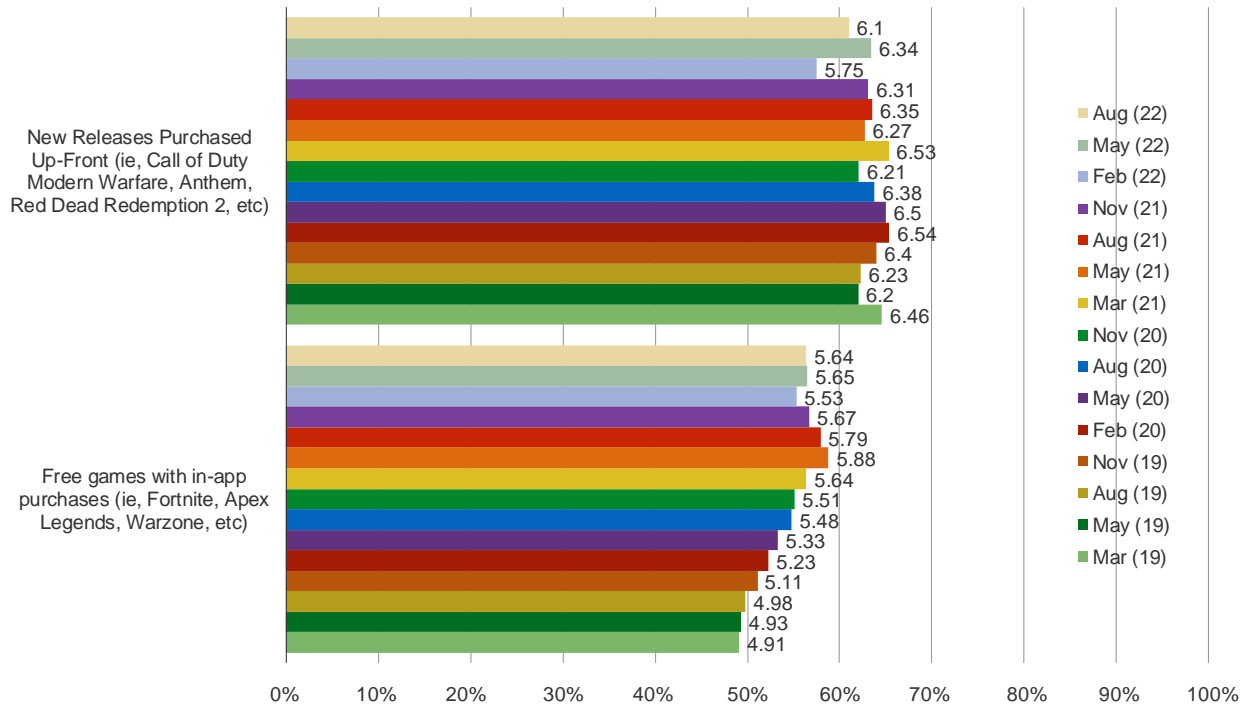
Posed to the target audience.



## NEW RELEASES VS. FREE GAMES AND MICROTRANSACTIONS

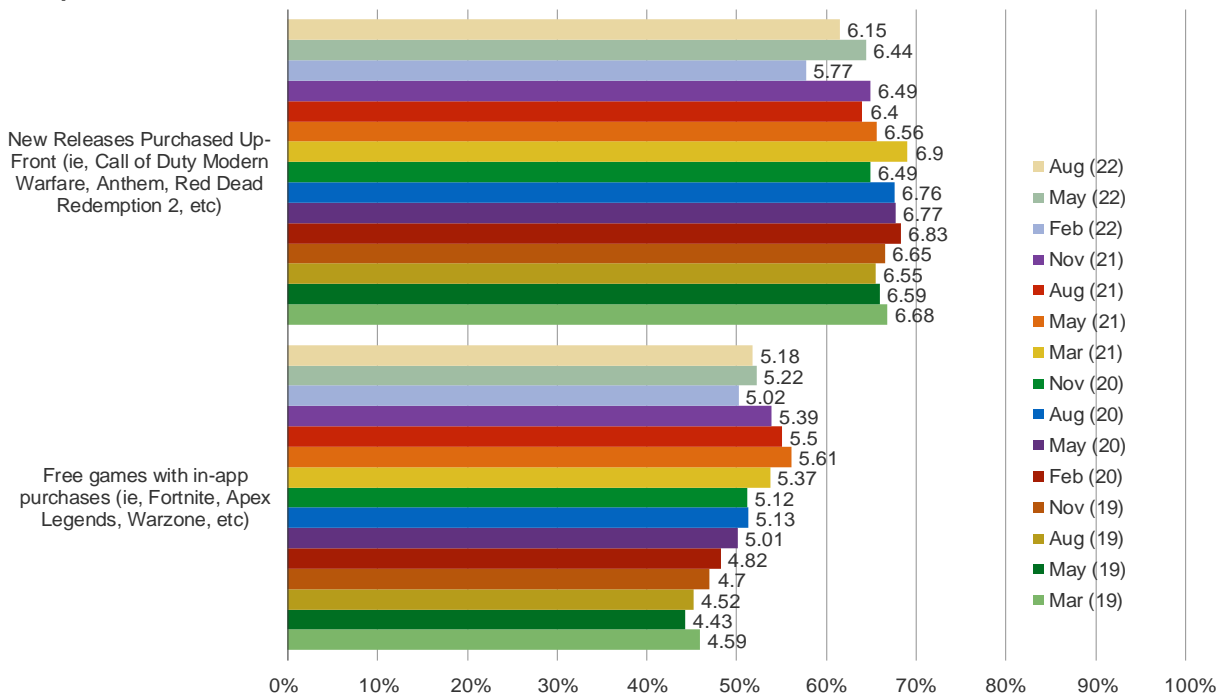
HOW MUCH OF YOUR GAME PLAYING TIME GETS ALLOCATED TO THE FOLLOWING?

Posed to respondents who own a PS4/PS5 or Xbox One/Series X.



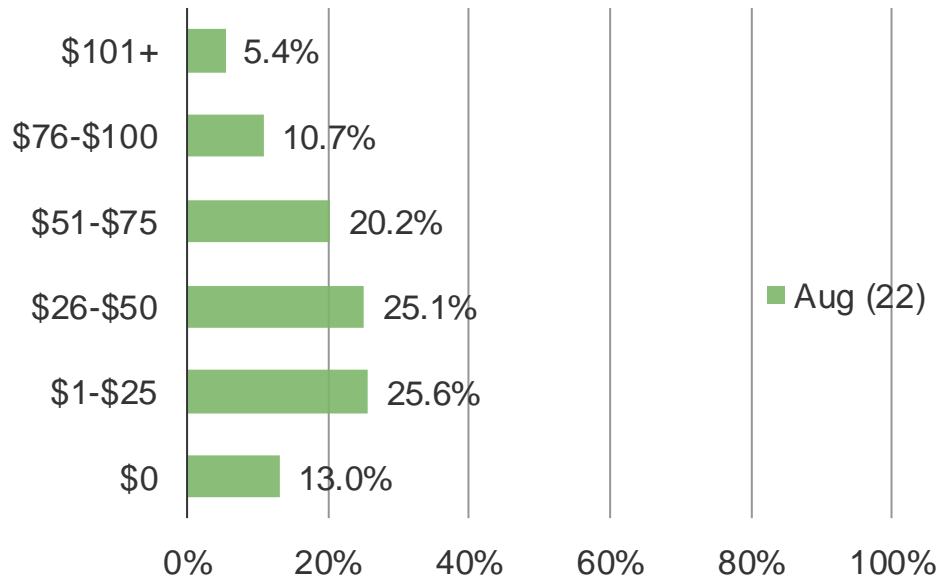
HOW MUCH OF YOUR GAME SPENDING BUDGET GETS ALLOCATED TO THE FOLLOWING?

Posed to respondents who own a PS4/PS5 or Xbox One/Series X.



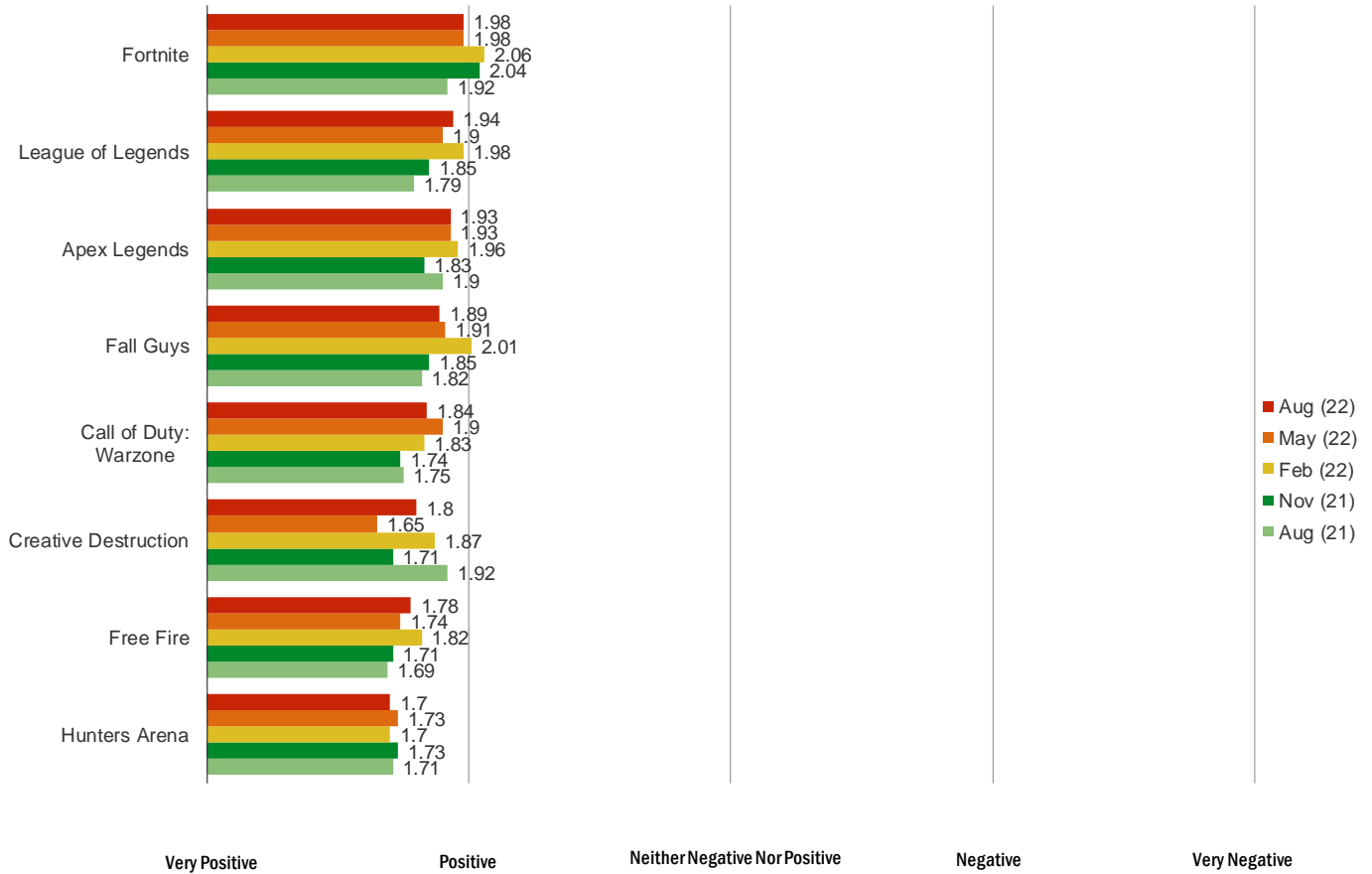
HOW MUCH MONEY DO YOU TYPICALLY SPEND PER MONTH ON IN-GAME PURCHASES?

This question was posed to the target audience.



WHAT IS YOUR OPINION OF THIS GAME?

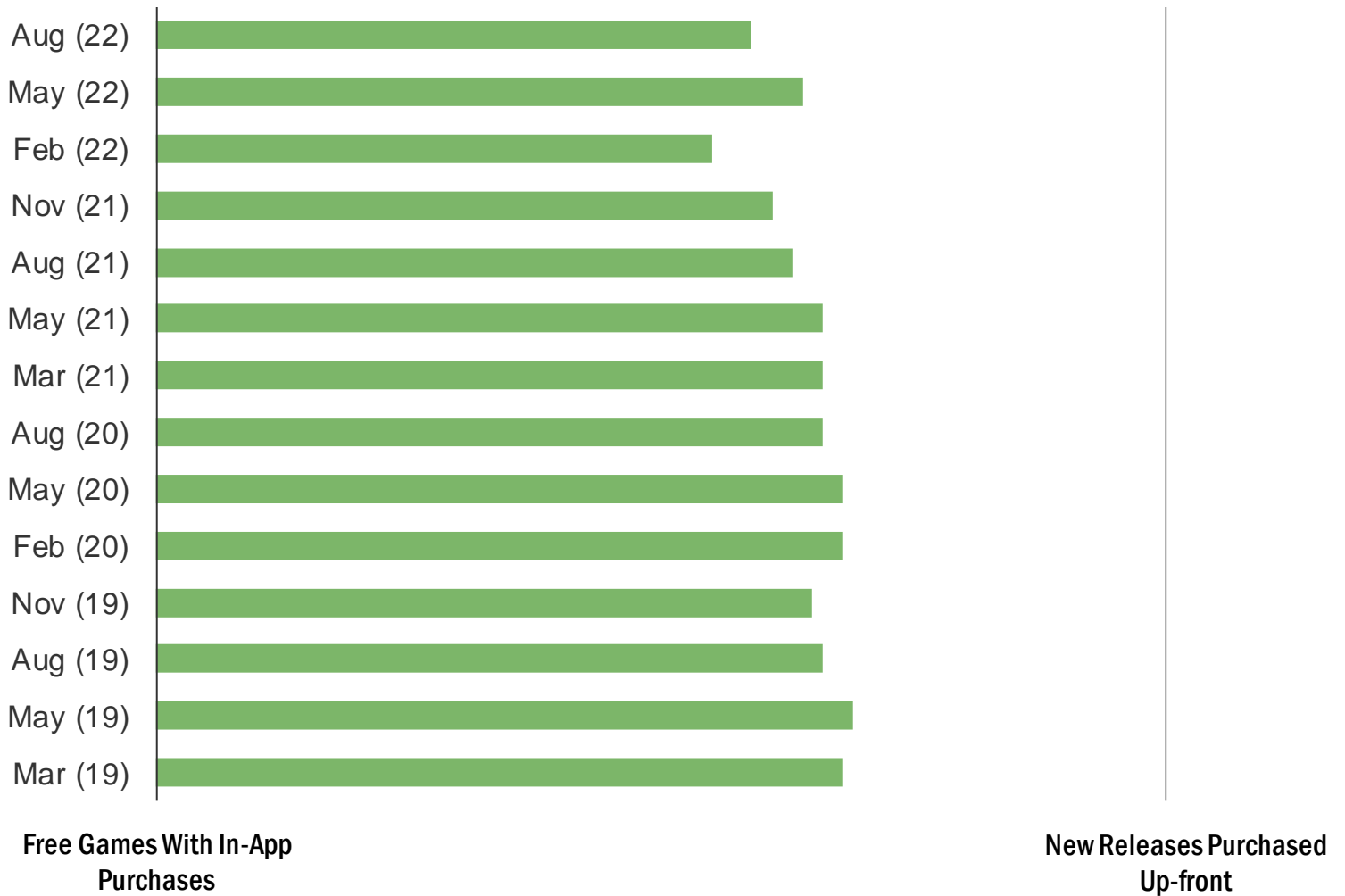
This question was posed to respondents who said they have played each of the following.



More positive.

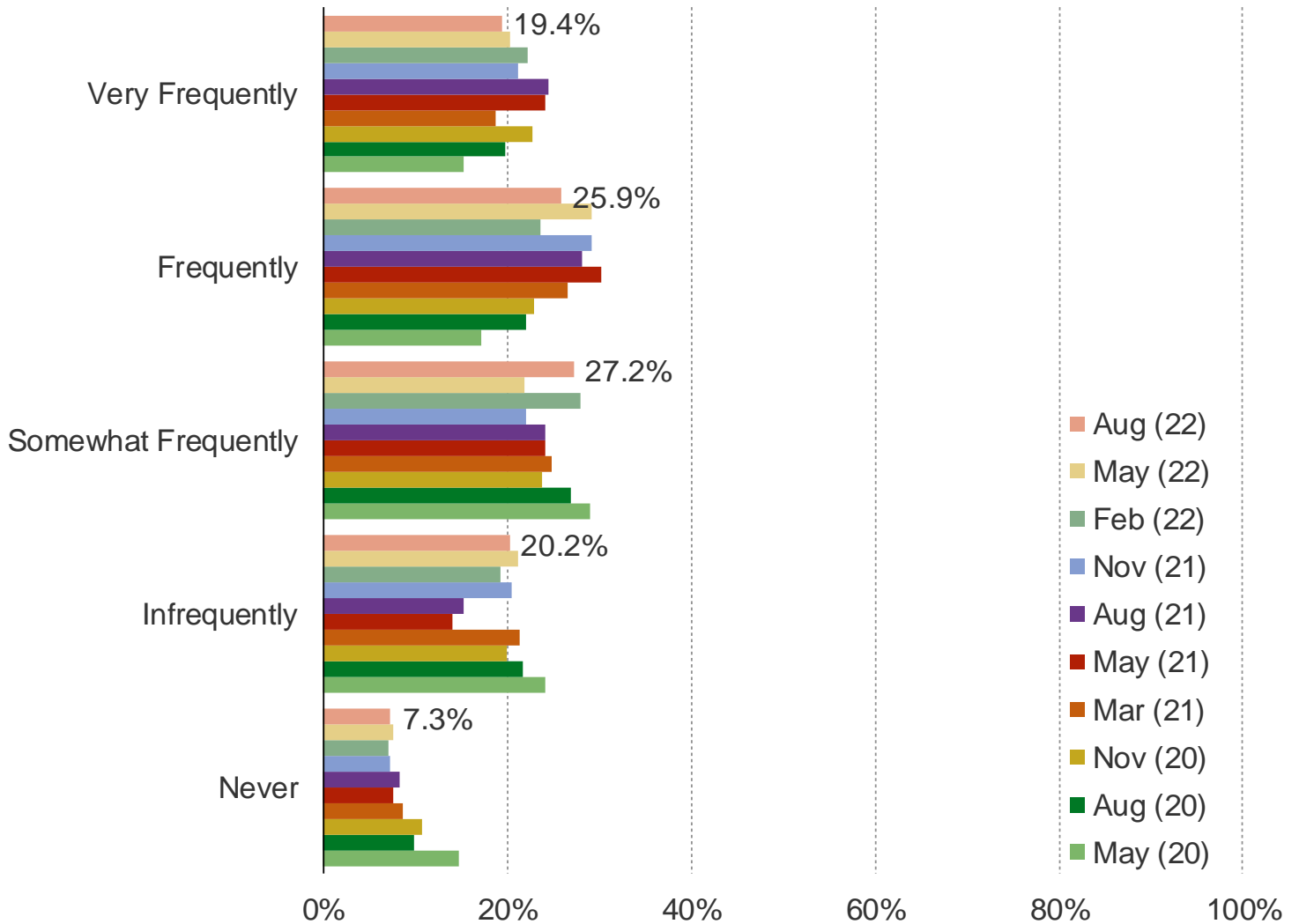
WHICH DO YOU PREFER?

Posed to respondents who own a PS4/PS5 or Xbox One/Series X.



HOW OFTEN DO YOU SPEND MONEY ON DOWNLOADABLE CONTENT WITHIN GAMES YOU PLAY ON XBOX ONE OR THE SERIES X?

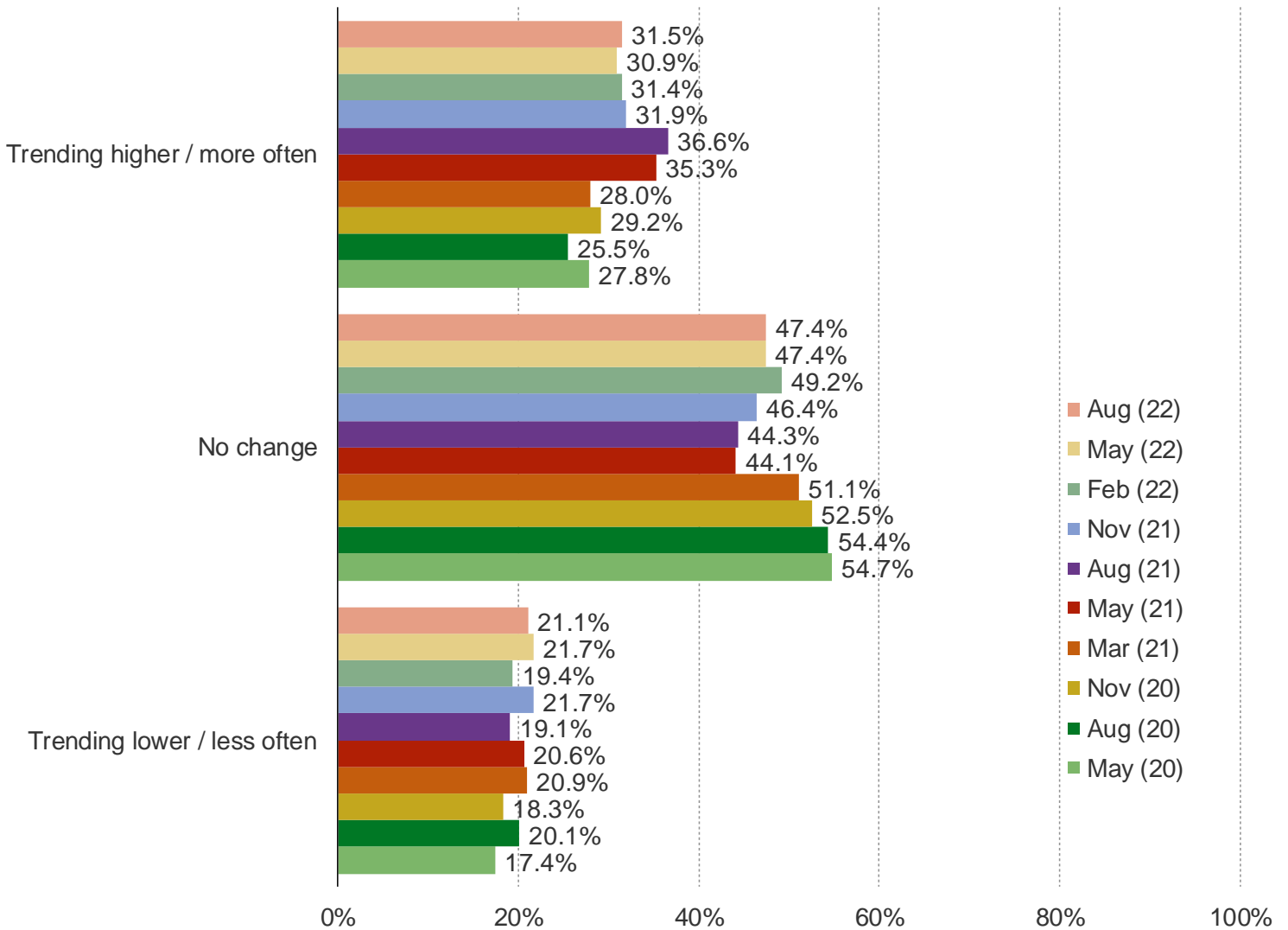
Posed to Xbox One owners.





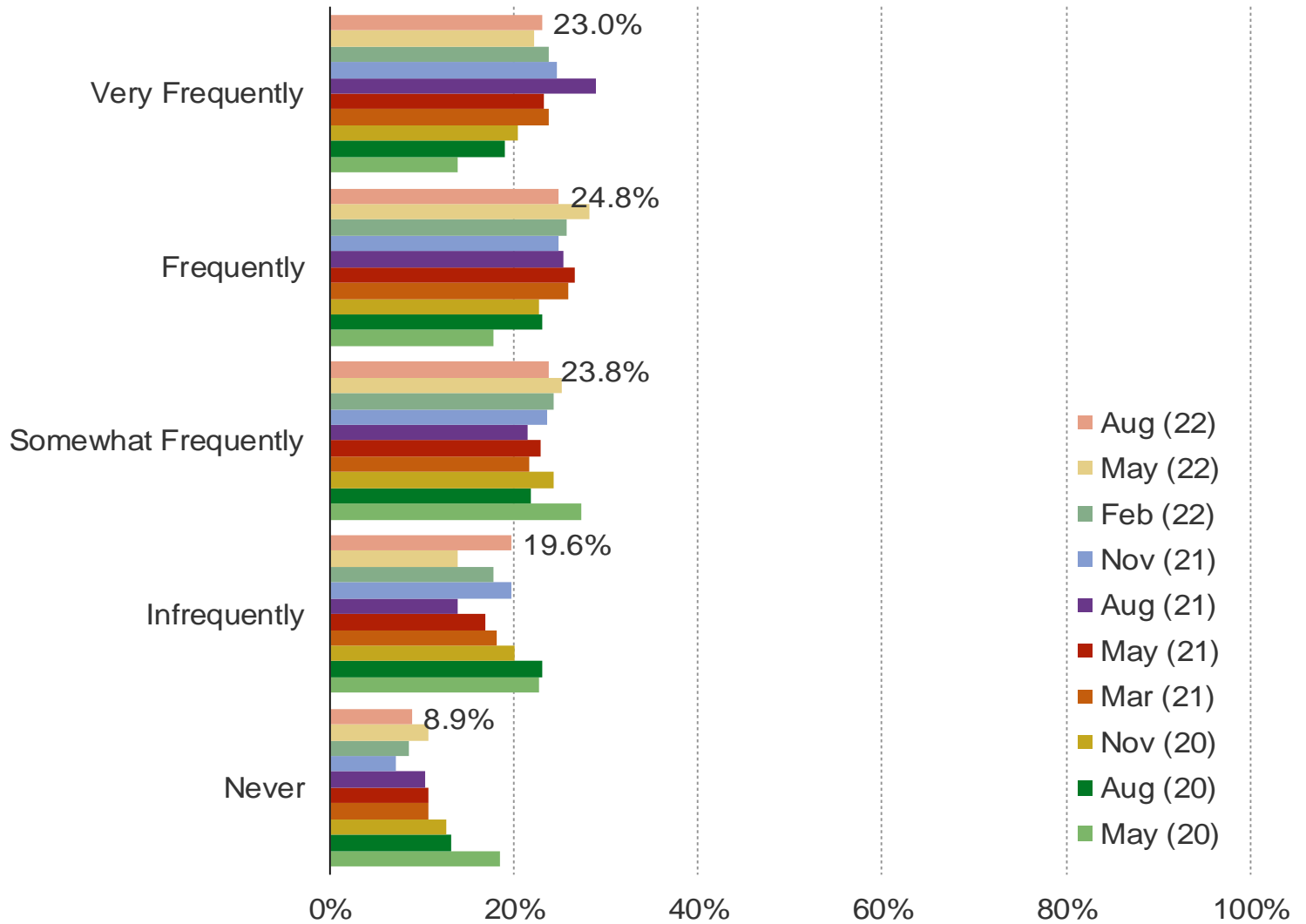
HAS YOUR SPENDING ON DOWNLOADABLE CONTENT WITHIN GAMES ON XBOX ONE OR THE SERIES X BEEN TRENDING HIGHER OR LOWER OVER TIME?

Posed to Xbox Series X or Xbox One owners.



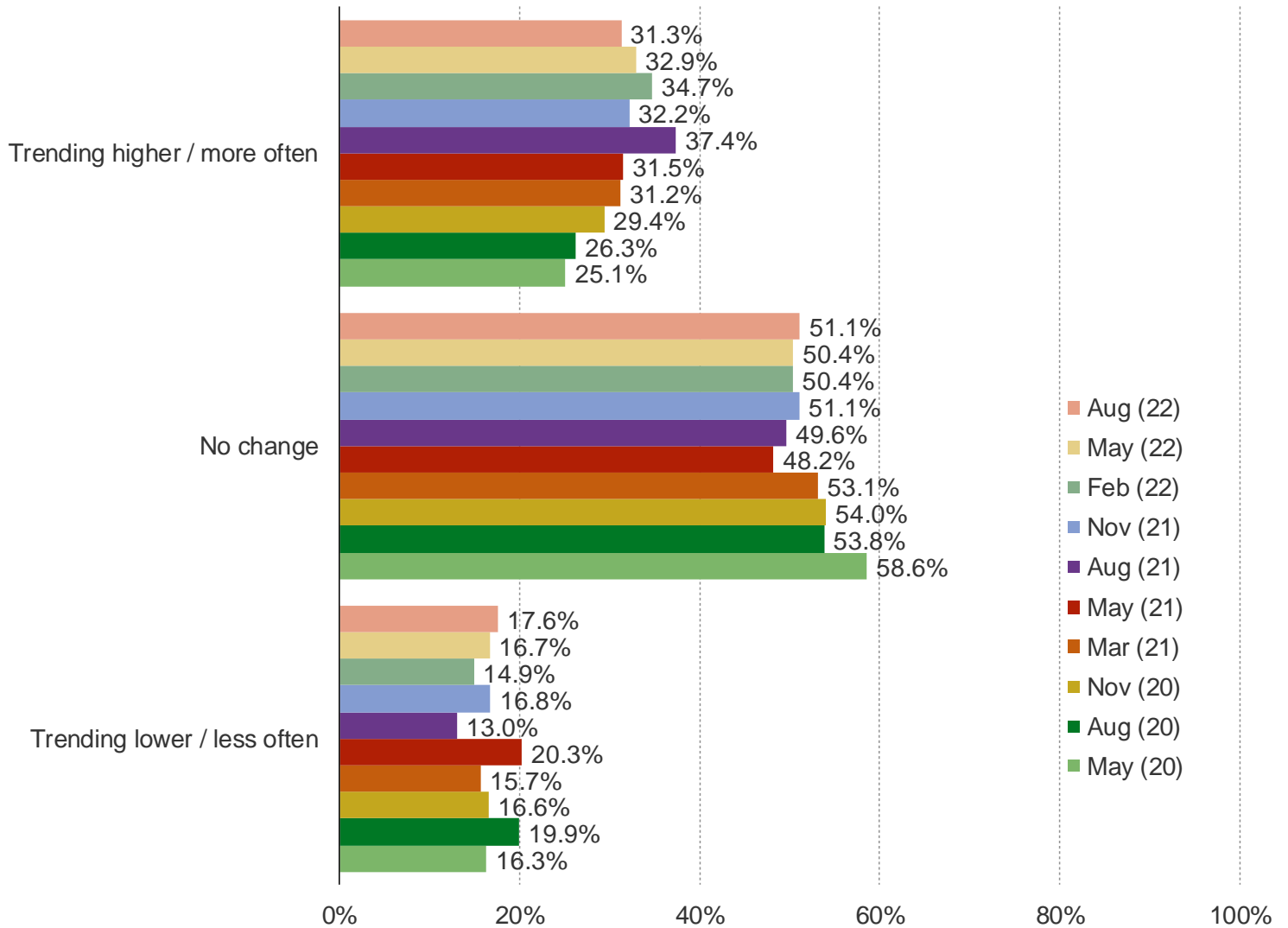
HOW OFTEN DO YOU SPEND MONEY ON DOWNLOADABLE CONTENT WITHIN GAMES YOU PLAY ON PS4/PS5?

Posed to PS4 or PS5 owners.



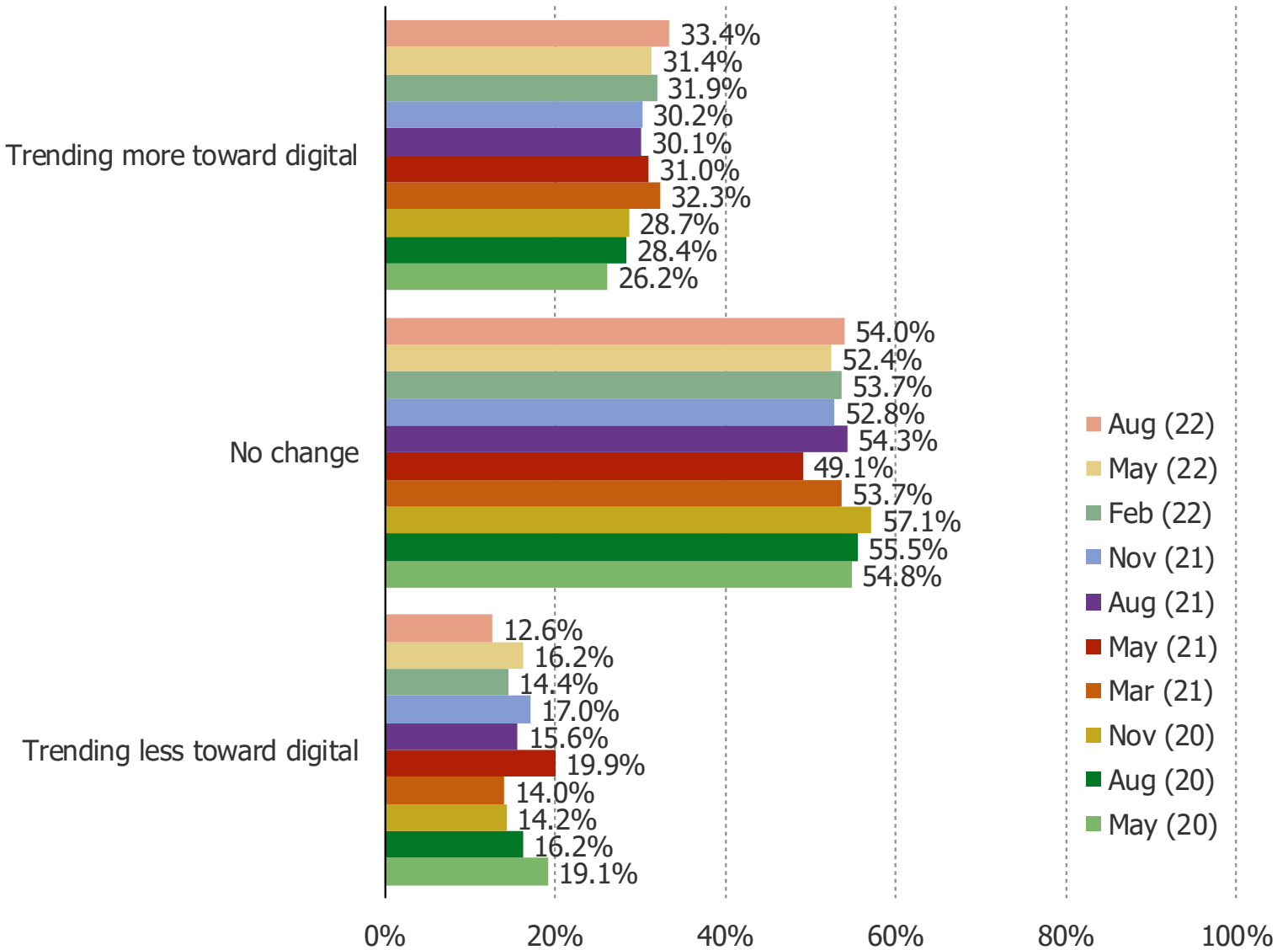
HAS YOUR SPENDING ON DOWNLOADABLE CONTENT WITHIN GAMES ON PS4/PS5 BEEN TRENDING HIGHER OR LOWER OVER TIME?

Posed to PS5 or PS4 owners.



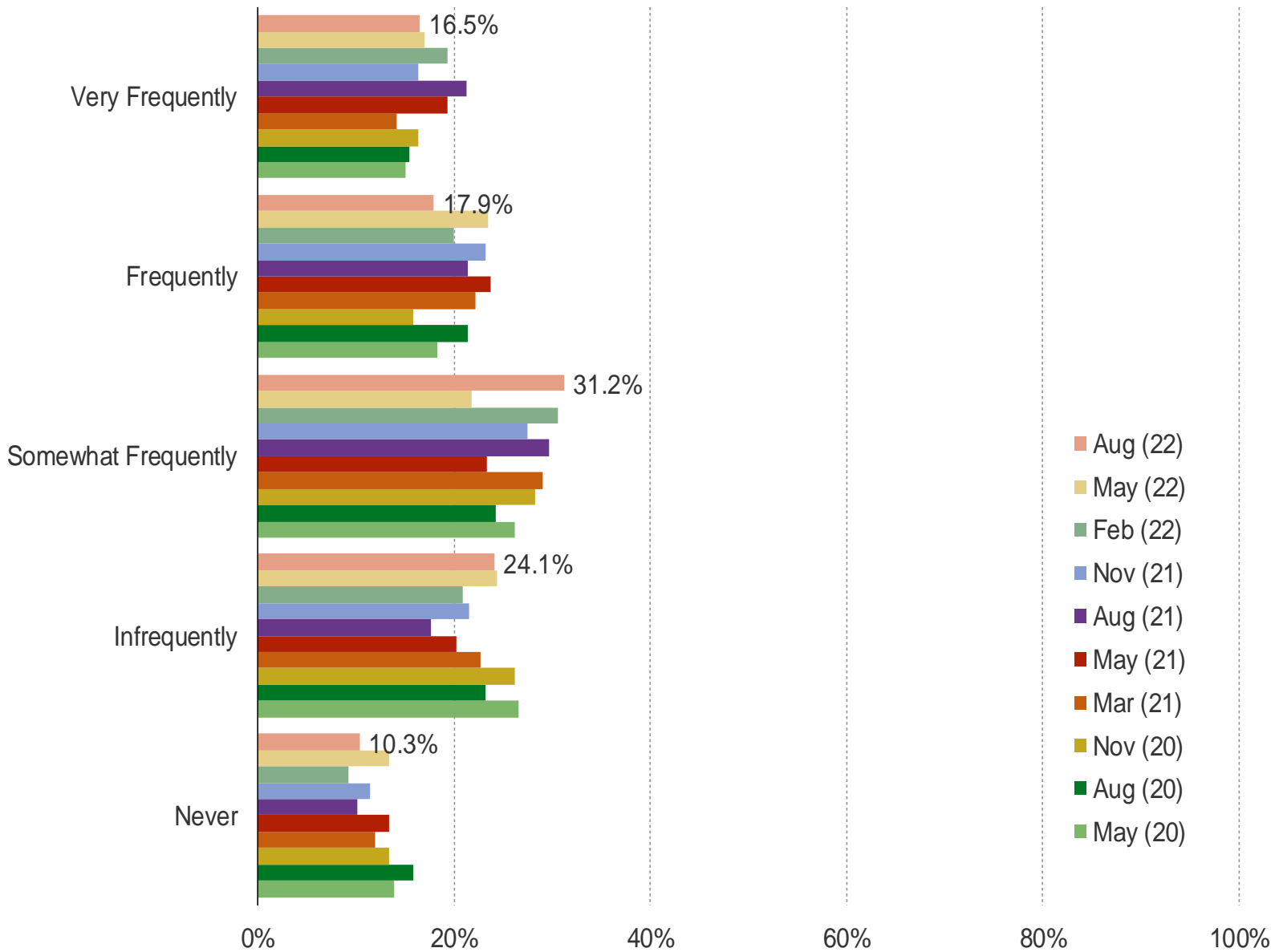
HAS YOUR SPENDING ON DIGITAL GAMES FOR NINTENDO SWITCH/SWITCH LITE BEEN TRENDING HIGHER OR LOWER OVER TIME?

Posed to Nintendo Switch / Switch Lite owners.



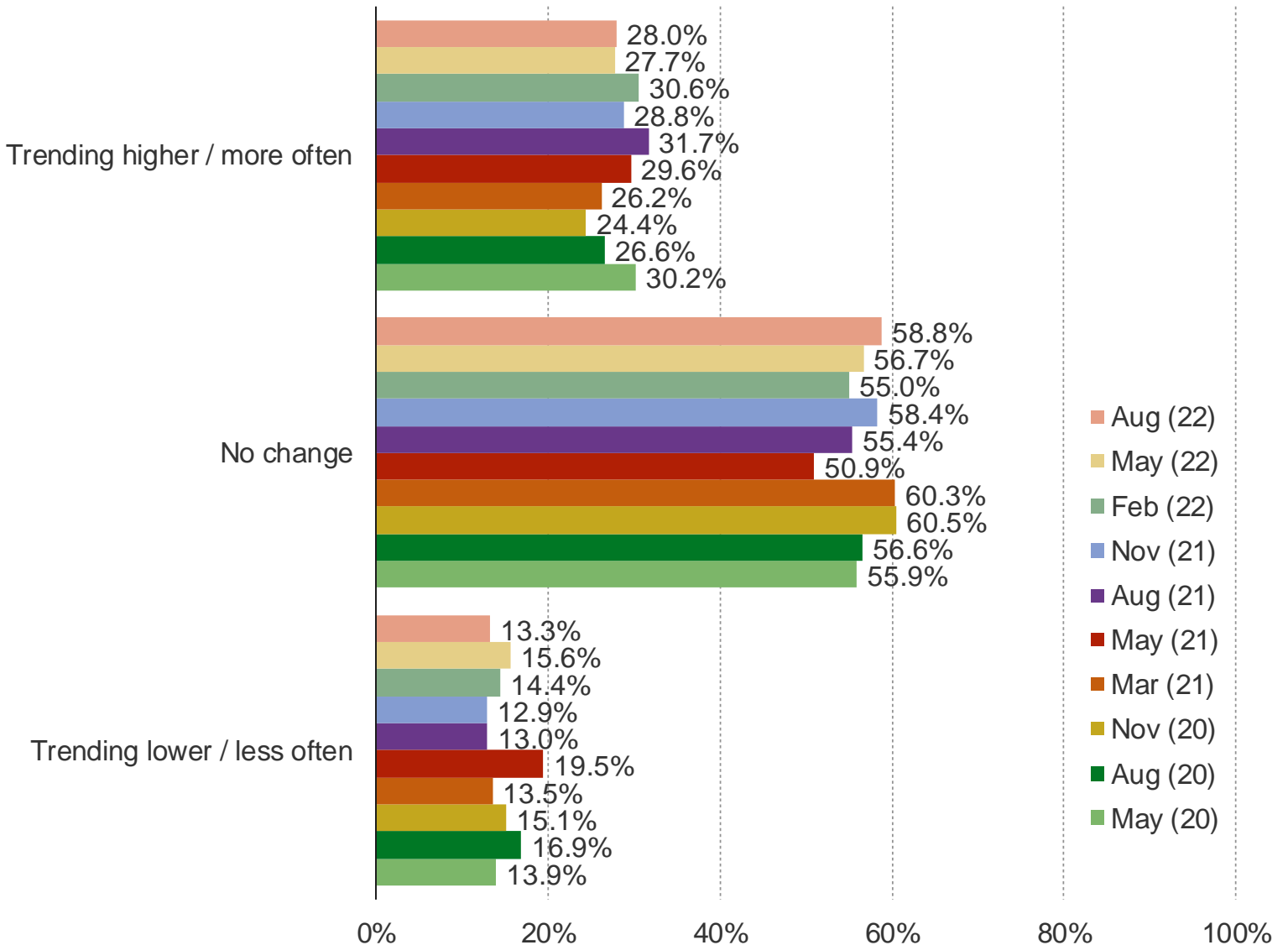
HOW OFTEN DO YOU SPEND MONEY ON DOWNLOADABLE CONTENT WITHIN GAMES YOU PLAY ON NINTENDO SWITCH/SWITCH LITE?

Posed to Nintendo Switch / Switch Lite owners.



HAS YOUR SPENDING ON DOWNLOADABLE CONTENT WITHIN GAMES ON NINTENDO SWITCH/SWITCH LITE BEEN TRENDING HIGHER OR LOWER OVER TIME?

Posed to Nintendo Switch / Switch Lite owners.

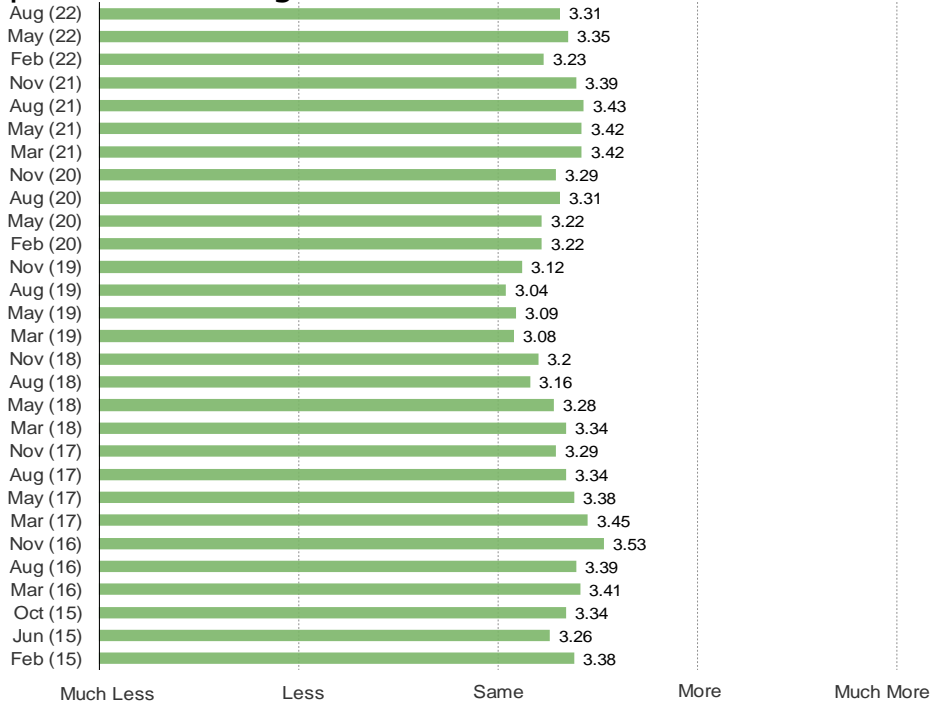


It's In The Game

## DIGITAL MARKET SHARE

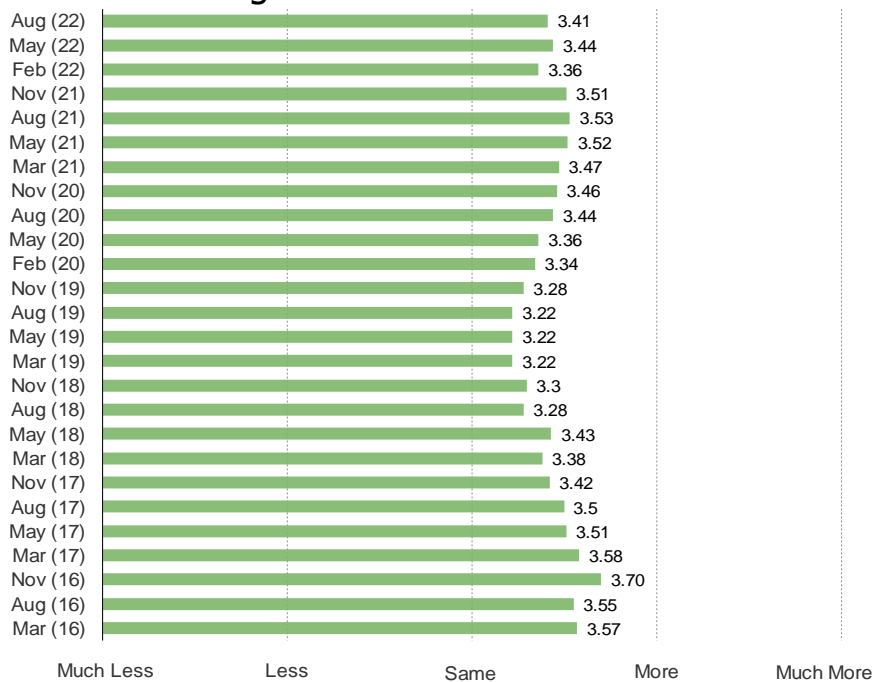
HOW OFTEN ARE YOU DOWNLOADING NEW RELEASE DIGITAL GAMES NOW COMPARED TO 12 MONTHS AGO?

This question was posed to the target audience.



DO YOU EXPECT TO INCREASE OR DECREASE THE NUMBER OF GAMES THAT YOU PURCHASE VIA DIGITAL DOWNLOAD IN THE NEXT 12 MONTHS?

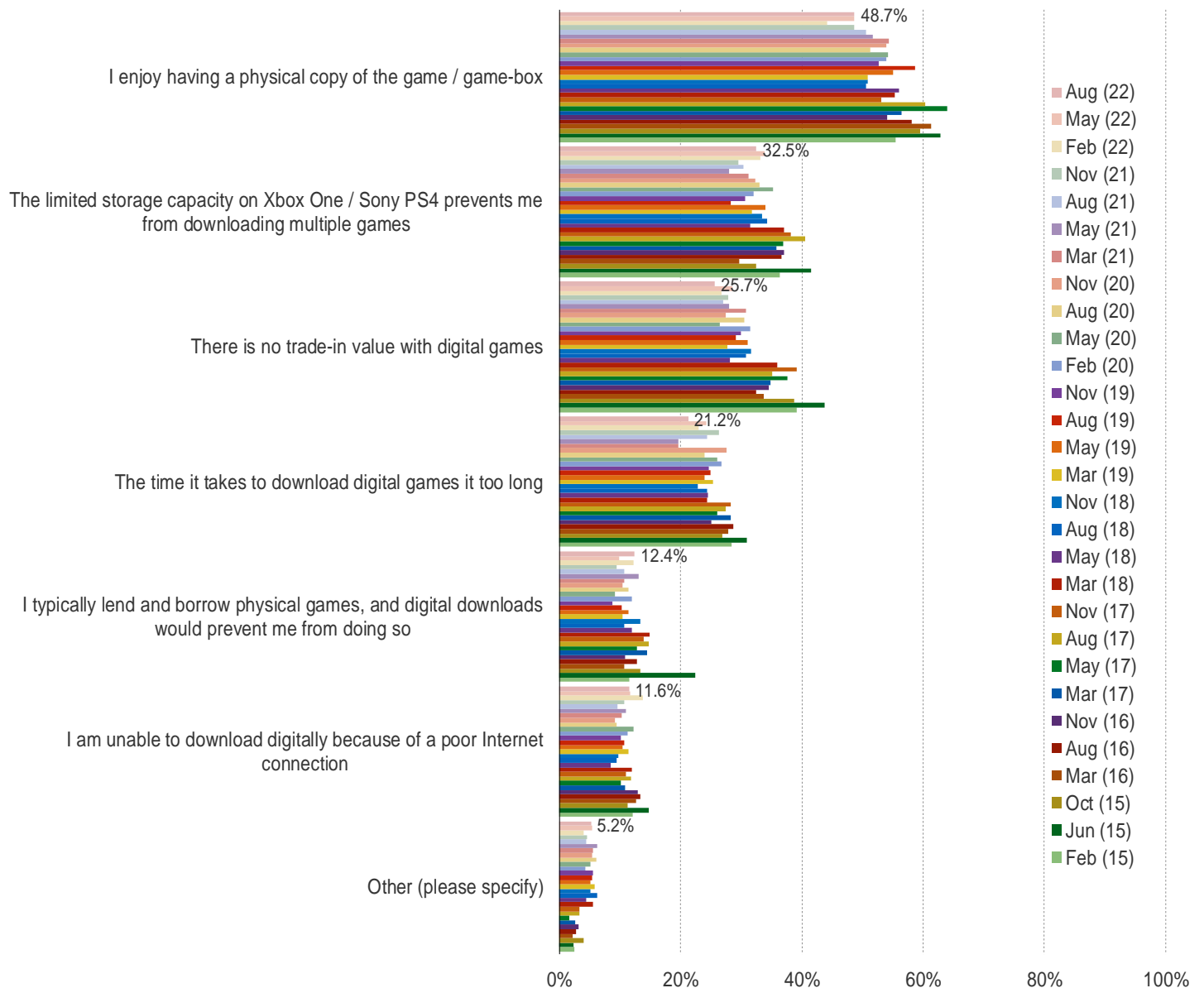
This question was posed to the target audience.





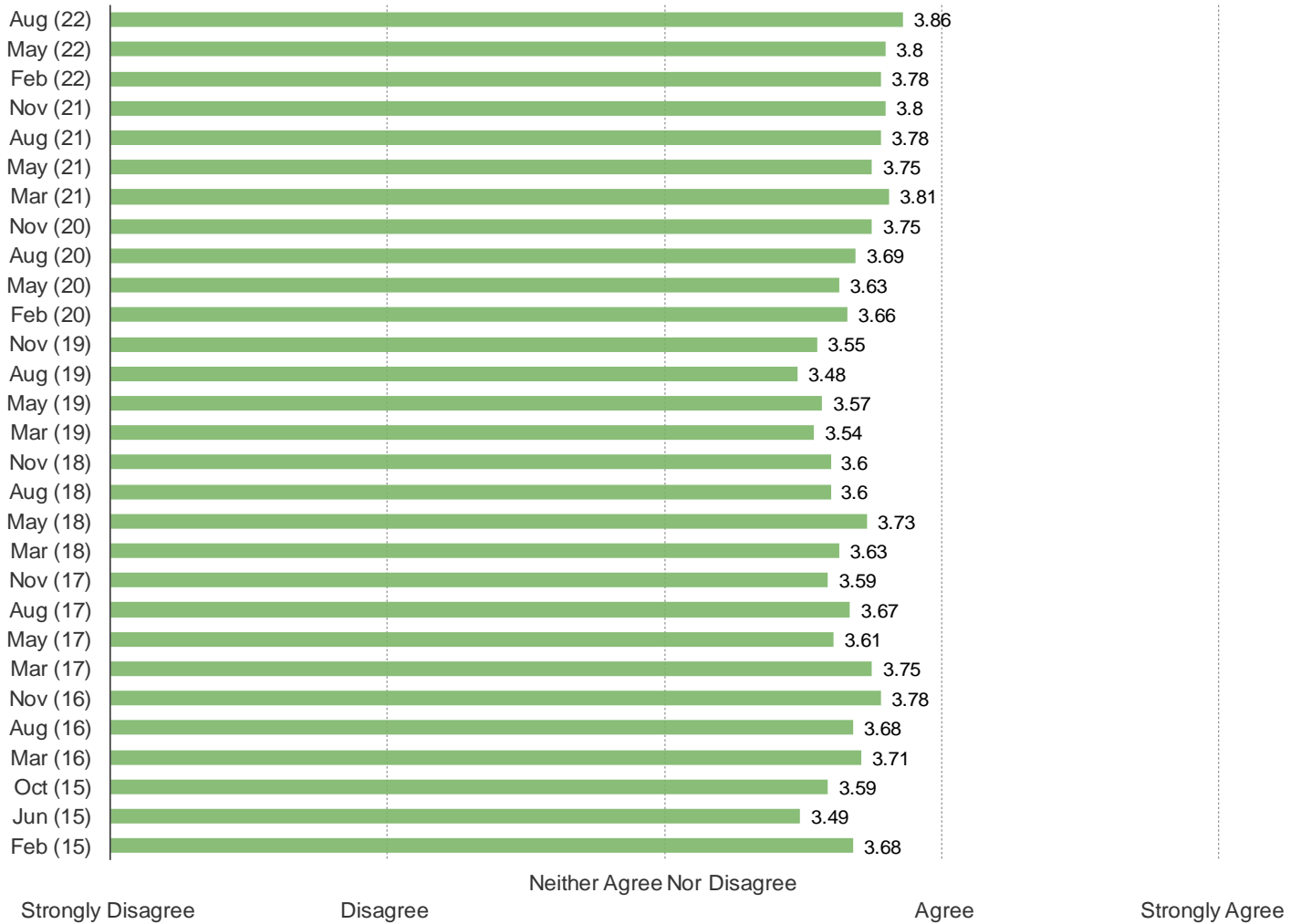
FOR THOSE WHO EXPECT TO BUY THE SAME OR LESS DIGITAL GAMES IN THE NEXT 12 MONTHS, WHY DO YOU PREFER PHYSICAL GAMES?

This question was posed to the target audience who does not plan to increase digital game purchasing in the next 12 months.



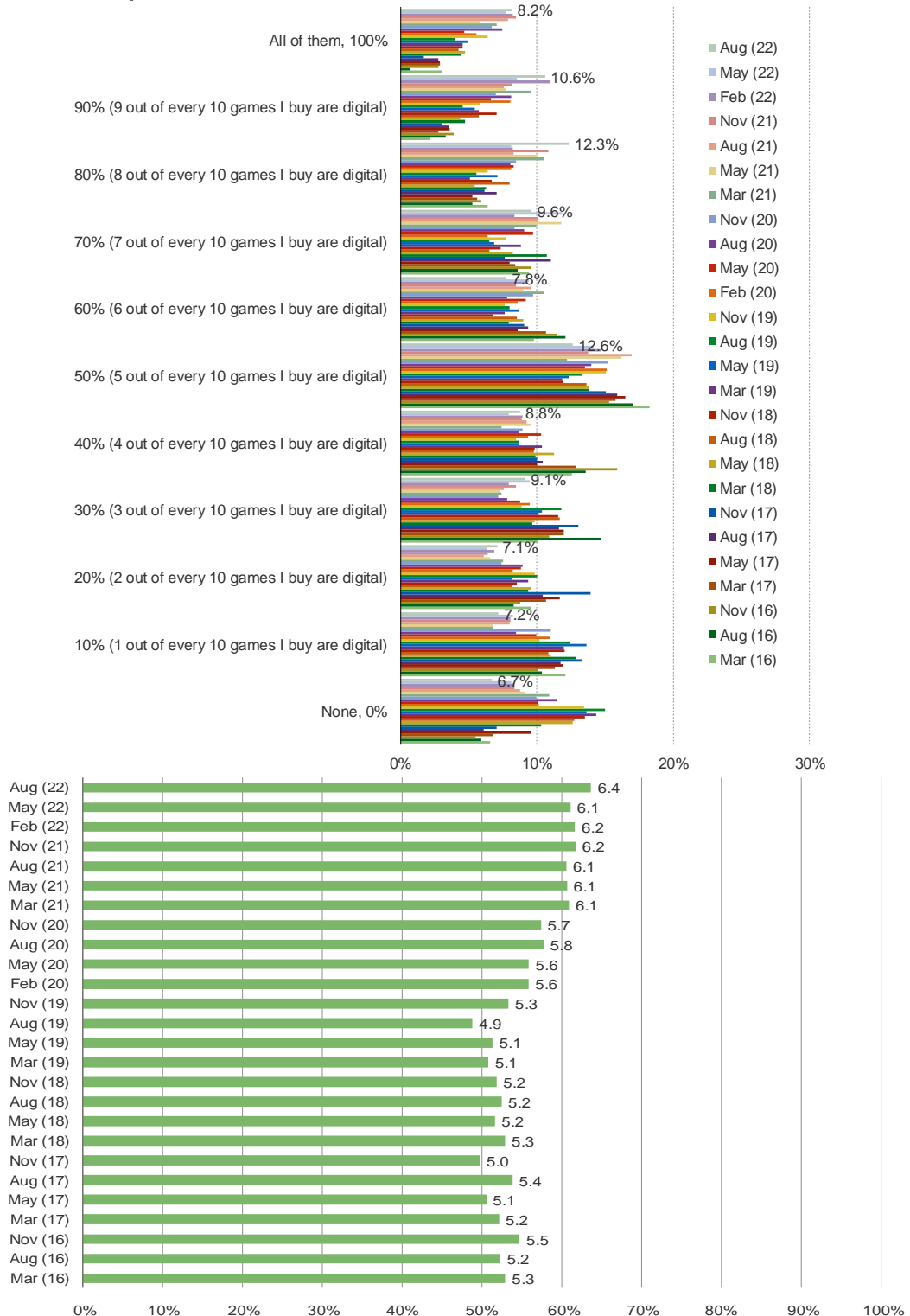
“EVENTUALLY, ALL GAMES WILL BE PURCHASED OR DOWNLOADED DIGITALLY”

This question was posed to the target audience.



WHAT PERCENTAGE OF VIDEO GAMES THAT YOU BUY ARE DIGITAL DOWNLOADS?

This question was posed to the target audience. Each percentage value below was a multiple choice that they could select.

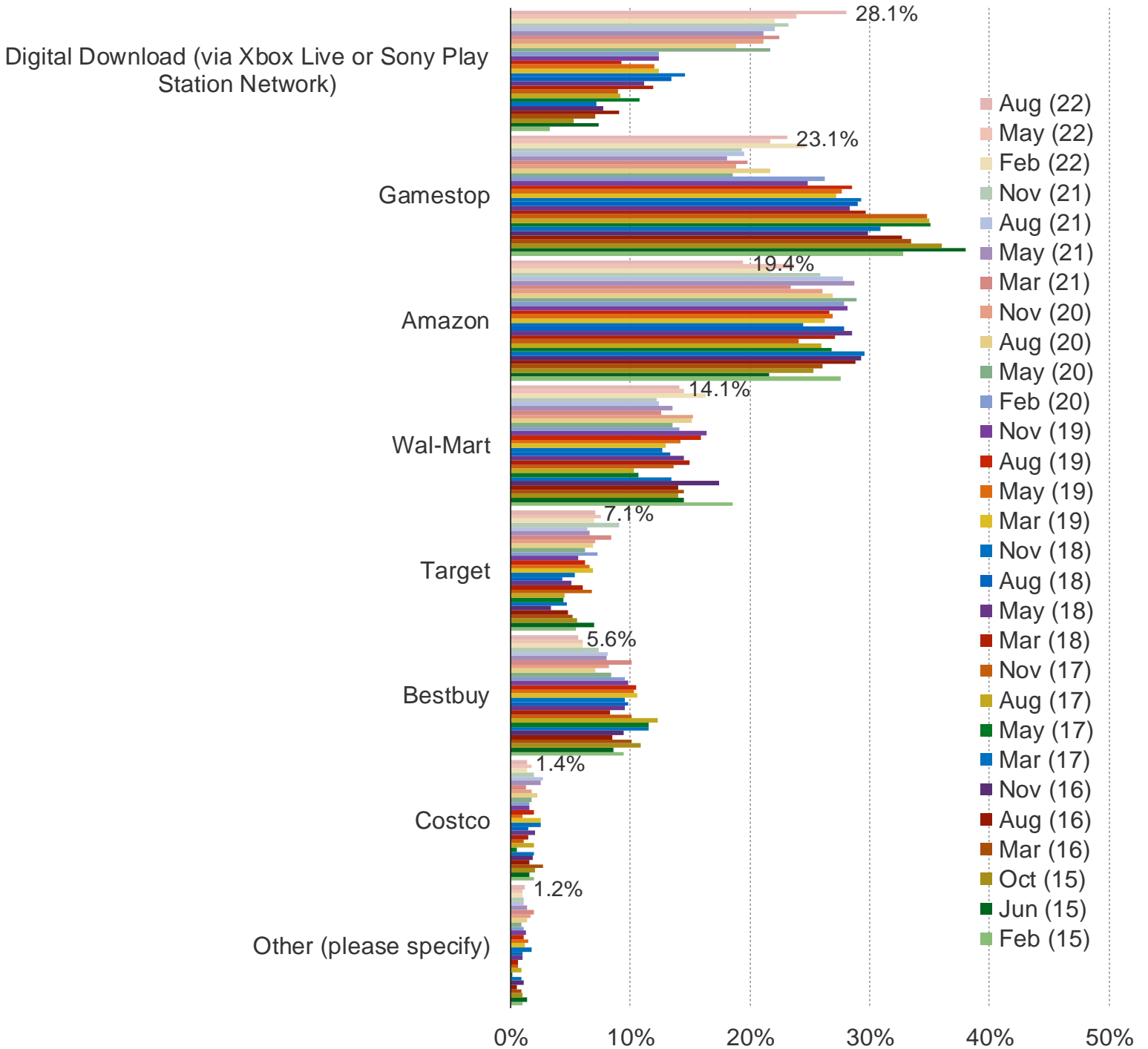


It's In The Game

## RETAILERS, WITH GAMESTOP DEEP-DIVE

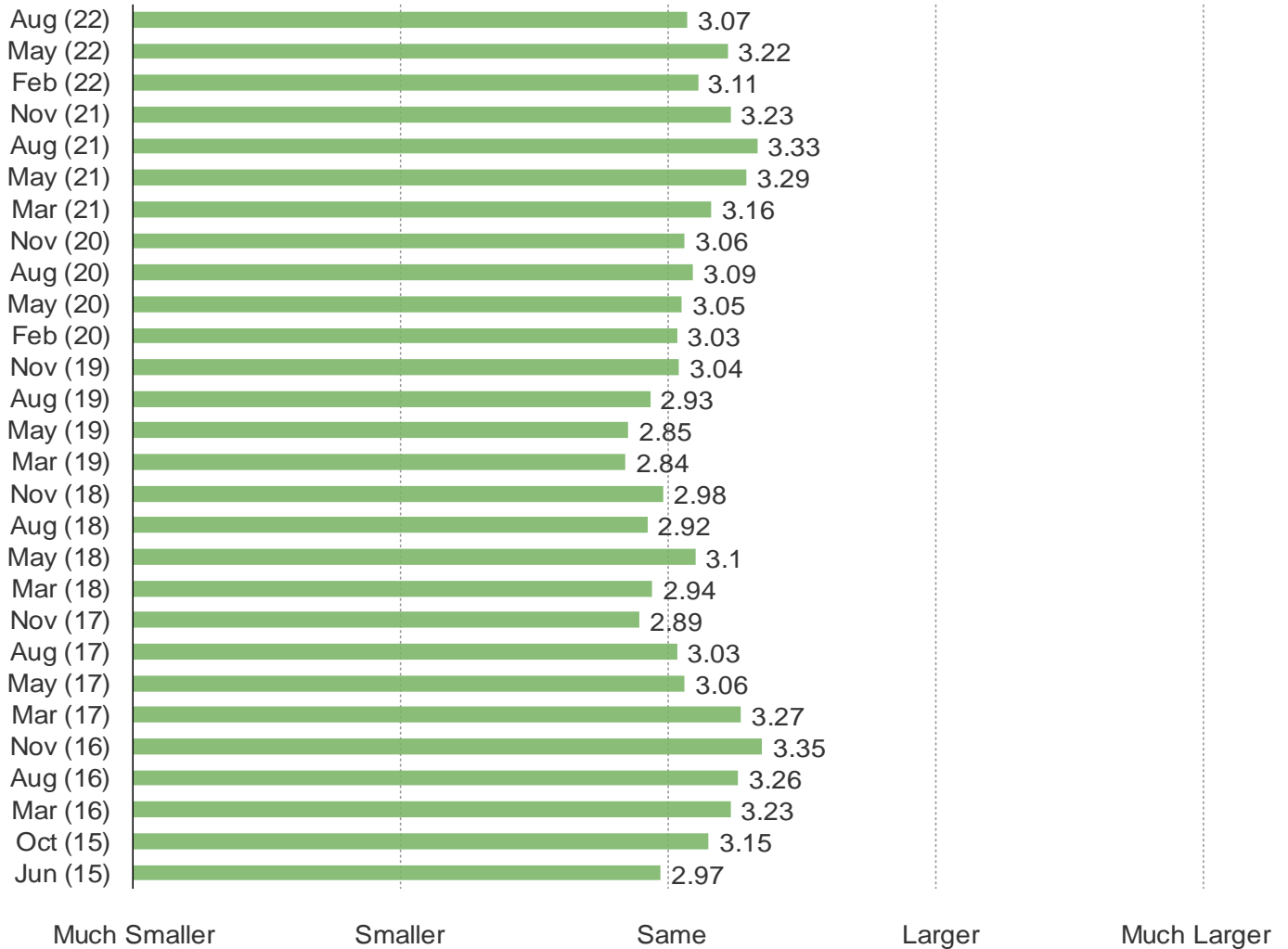
IF YOU WERE BUYING A BRAND NEW GAME TODAY, WHERE WOULD YOU PURCHASE IT?

This question was posed to the target audience.



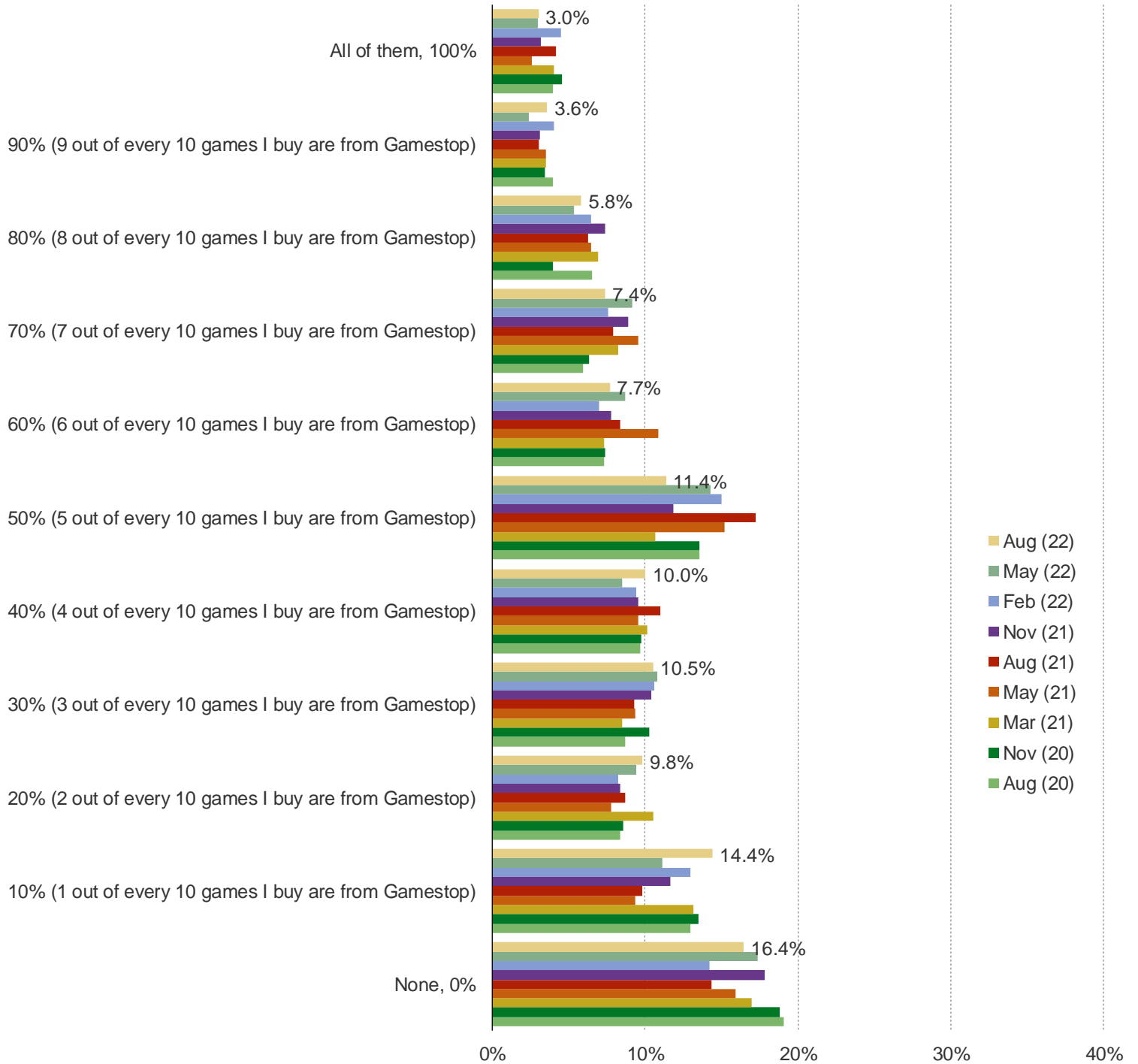
HOW LARGE OF A ROLE DO YOU THINK GAMESTOP WILL PLAY AS DIGITALLY DOWNLOADED GAMES BECOME MORE POPULAR?

This question was posed to the target audience.



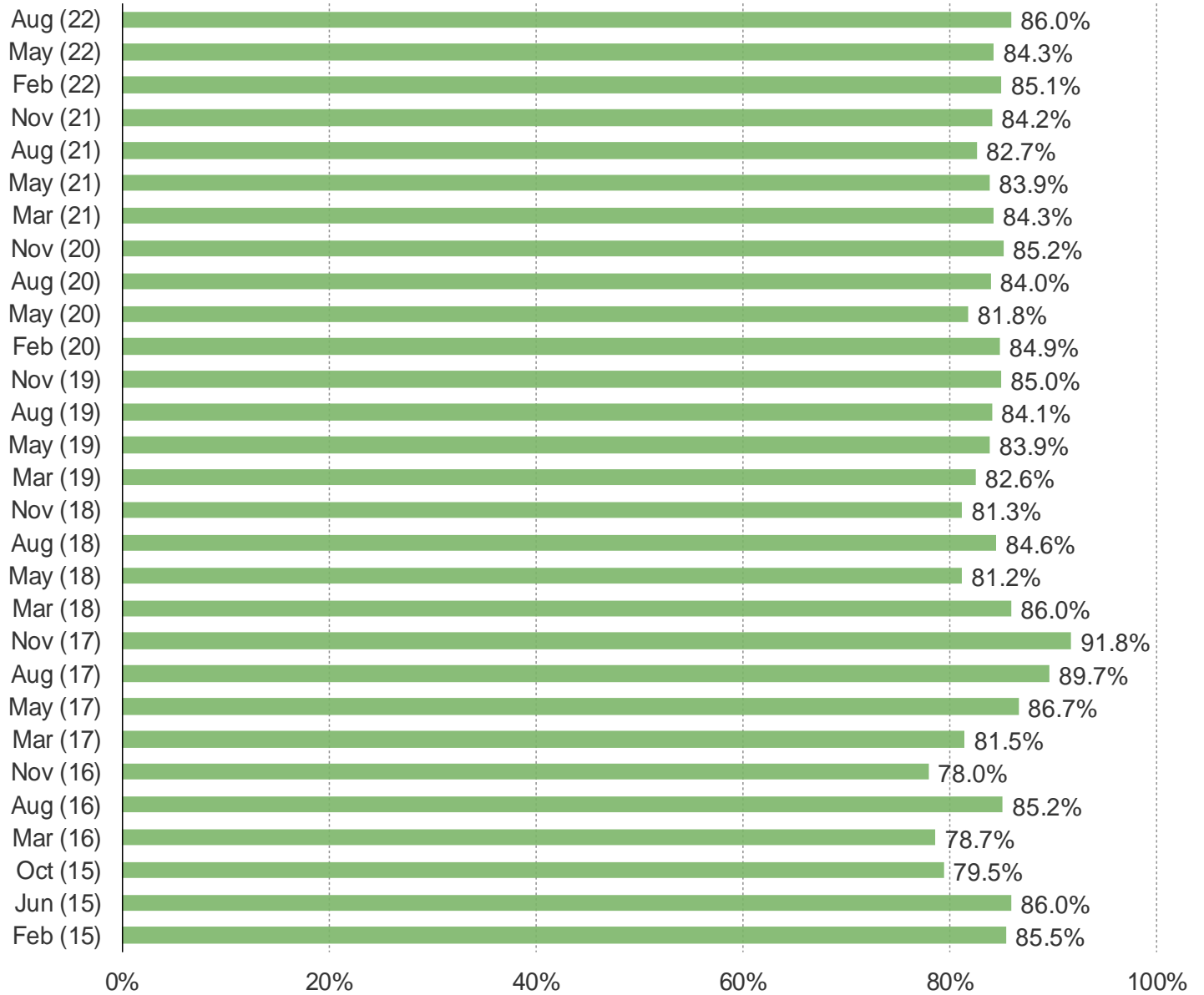
AROUND WHAT PERCENTAGE OF ALL THE GAMES THAT YOU BUY DO YOU PURCHASE THROUGH GAMESTOP?

This question was posed to the target audience.



HAVE YOU EVER SHOPPED AT A GAMESTOP STORE OR AT GAMESTOP ONLINE?

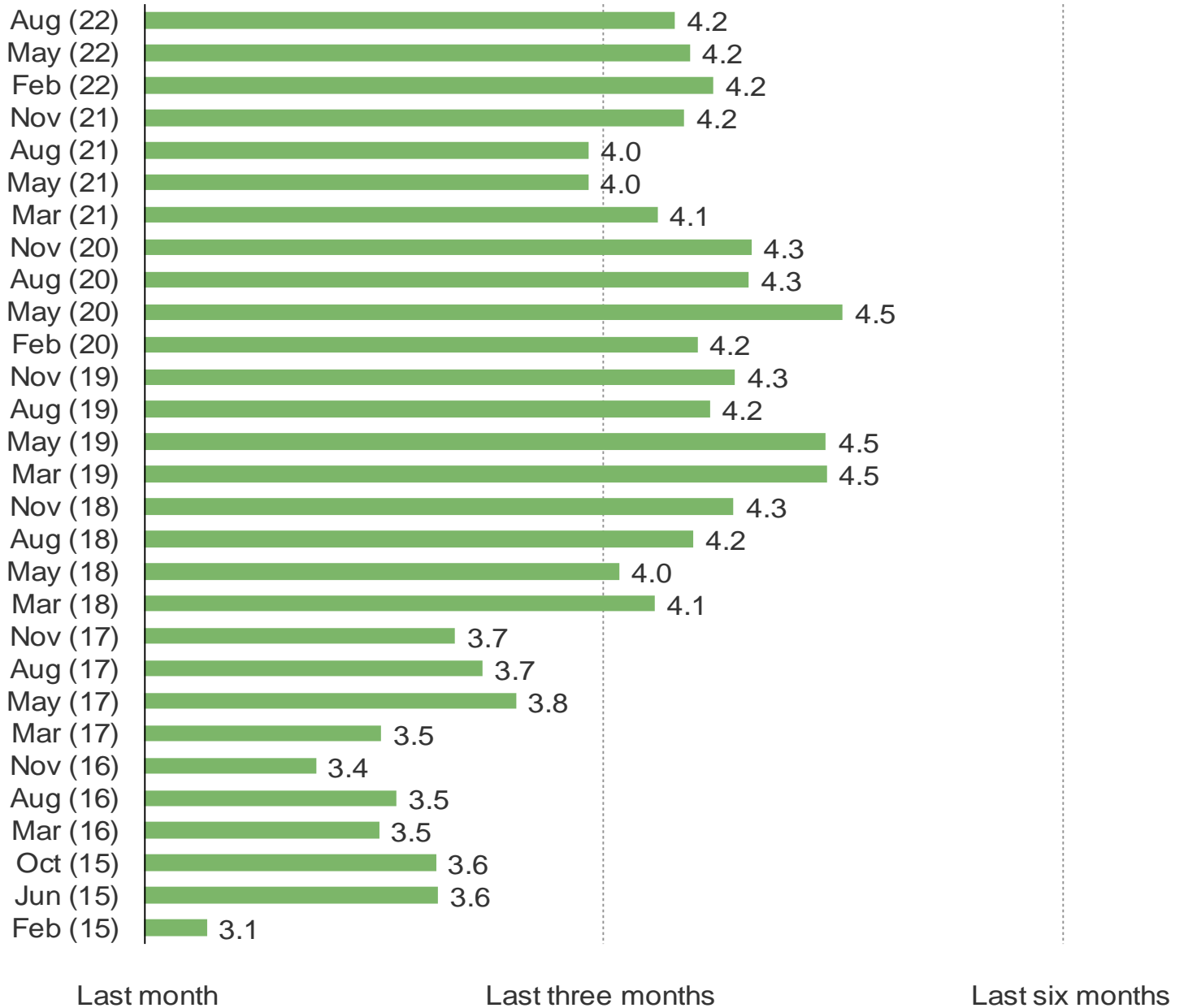
This question was posed to the target audience.





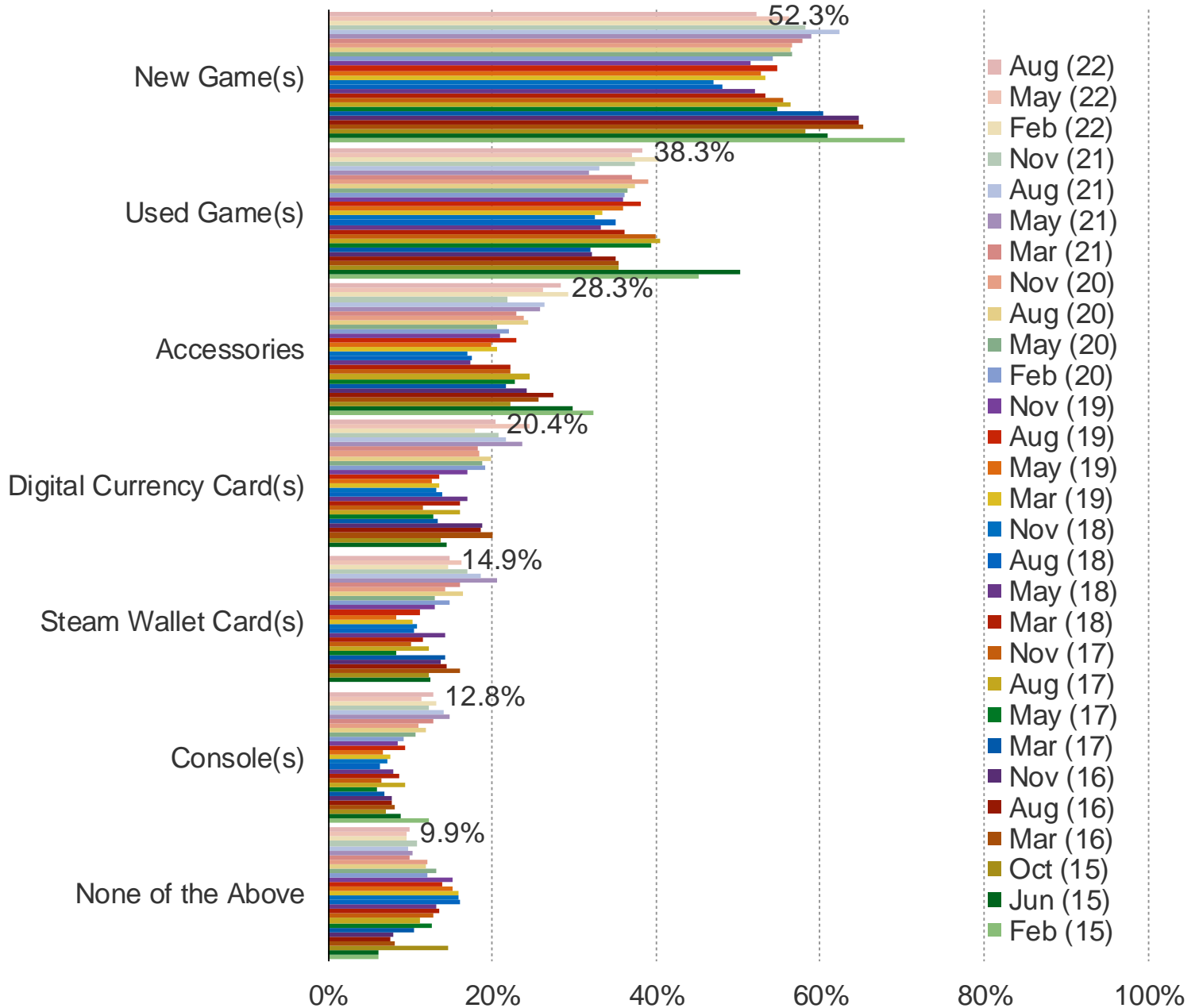
WHEN IS THE LAST TIME THAT YOU PURCHASED SOMETHING AT A GAMESTOP STORE?

Posed to those who have ever shopped at GameStop Stores or GameStop Online.



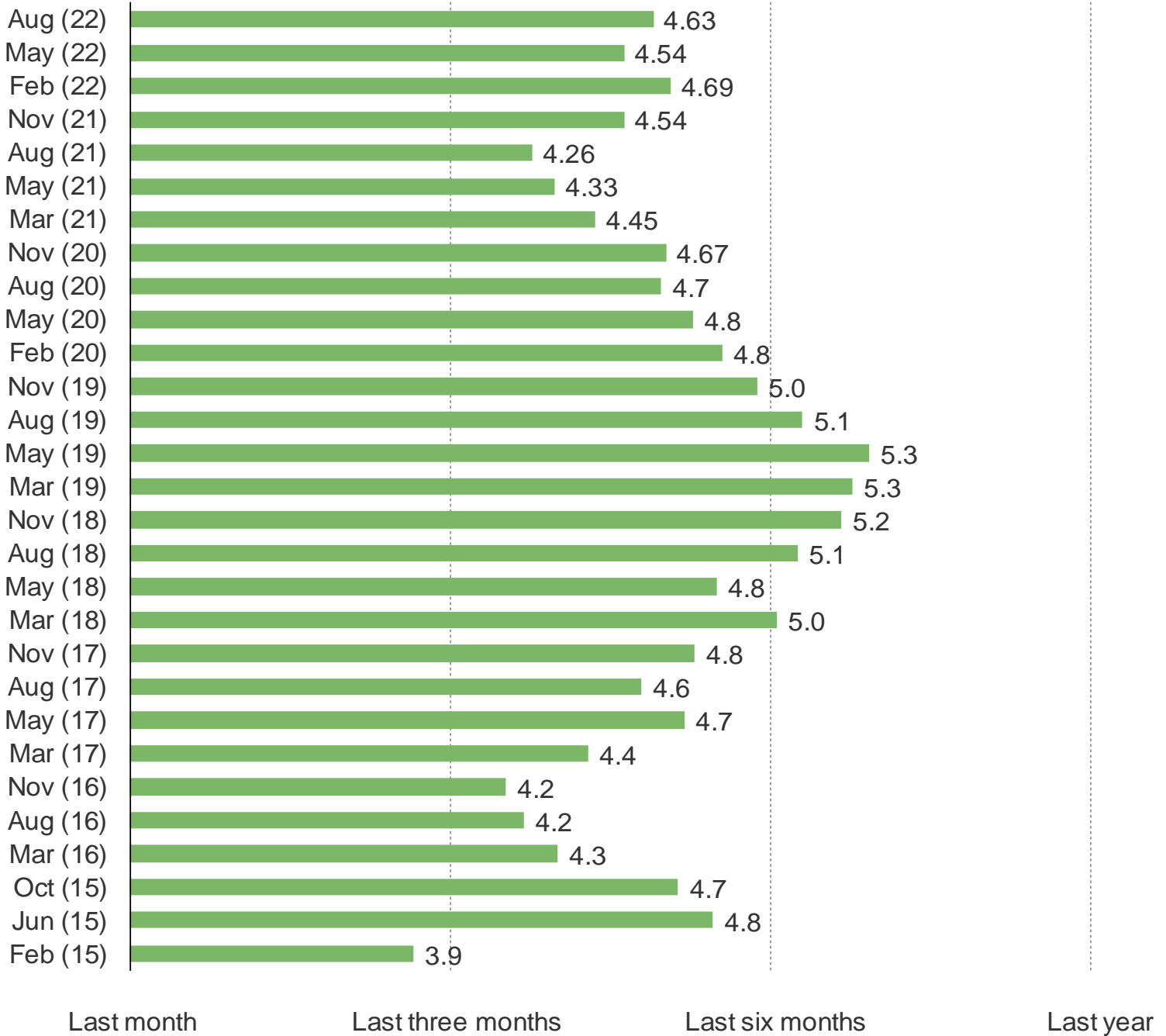
WHAT DID YOU BUY WHEN YOU MOST RECENTLY VISITED GAMESTOP STORES?

Posed to those who have ever shopped at GameStop Stores or GameStop Online.



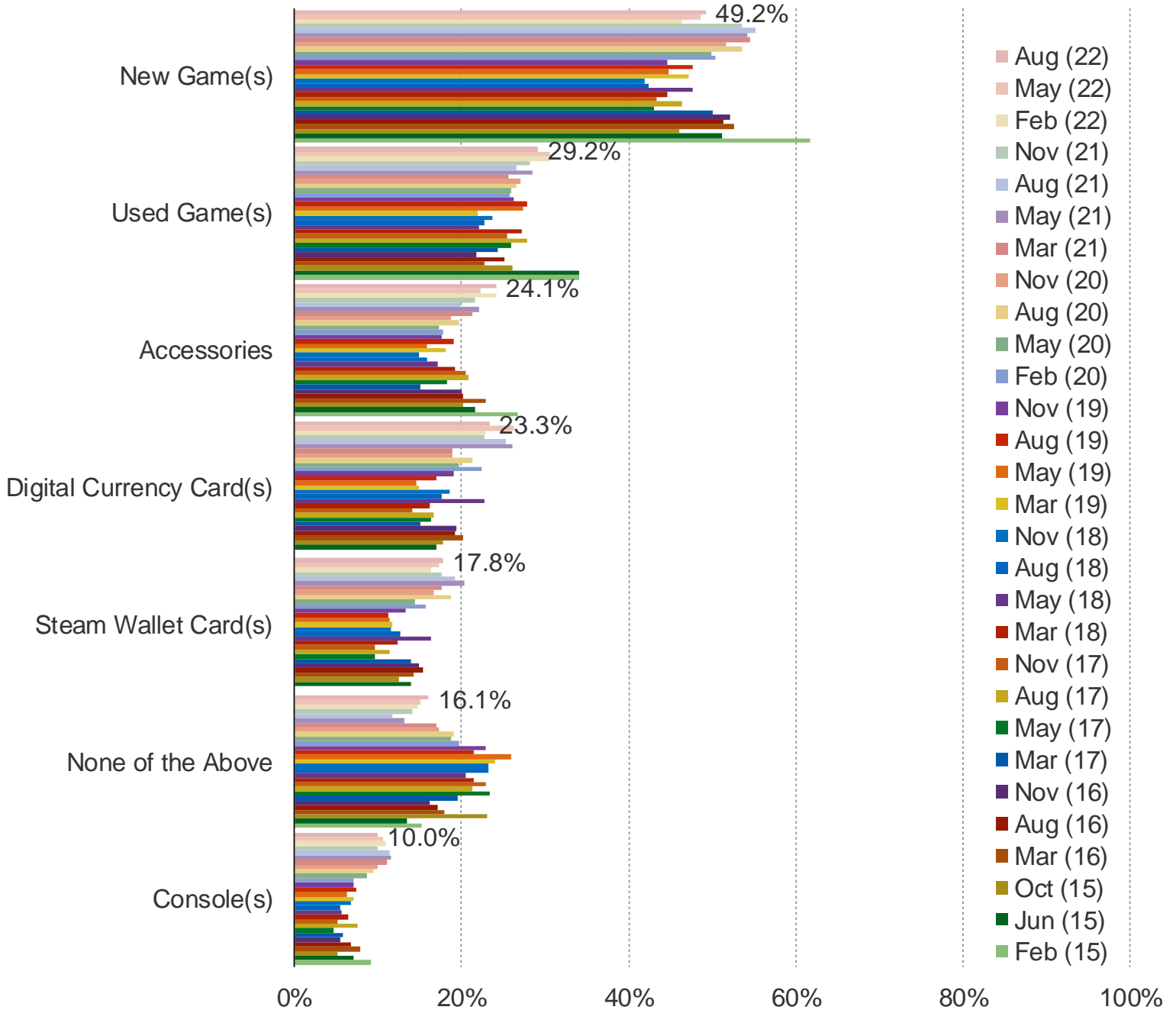
WHEN IS THE LAST TIME THAT YOU PURCHASED SOMETHING ONLINE AT GAMESTOP?

Posed to those who have ever shopped at GameStop Stores or GameStop Online.



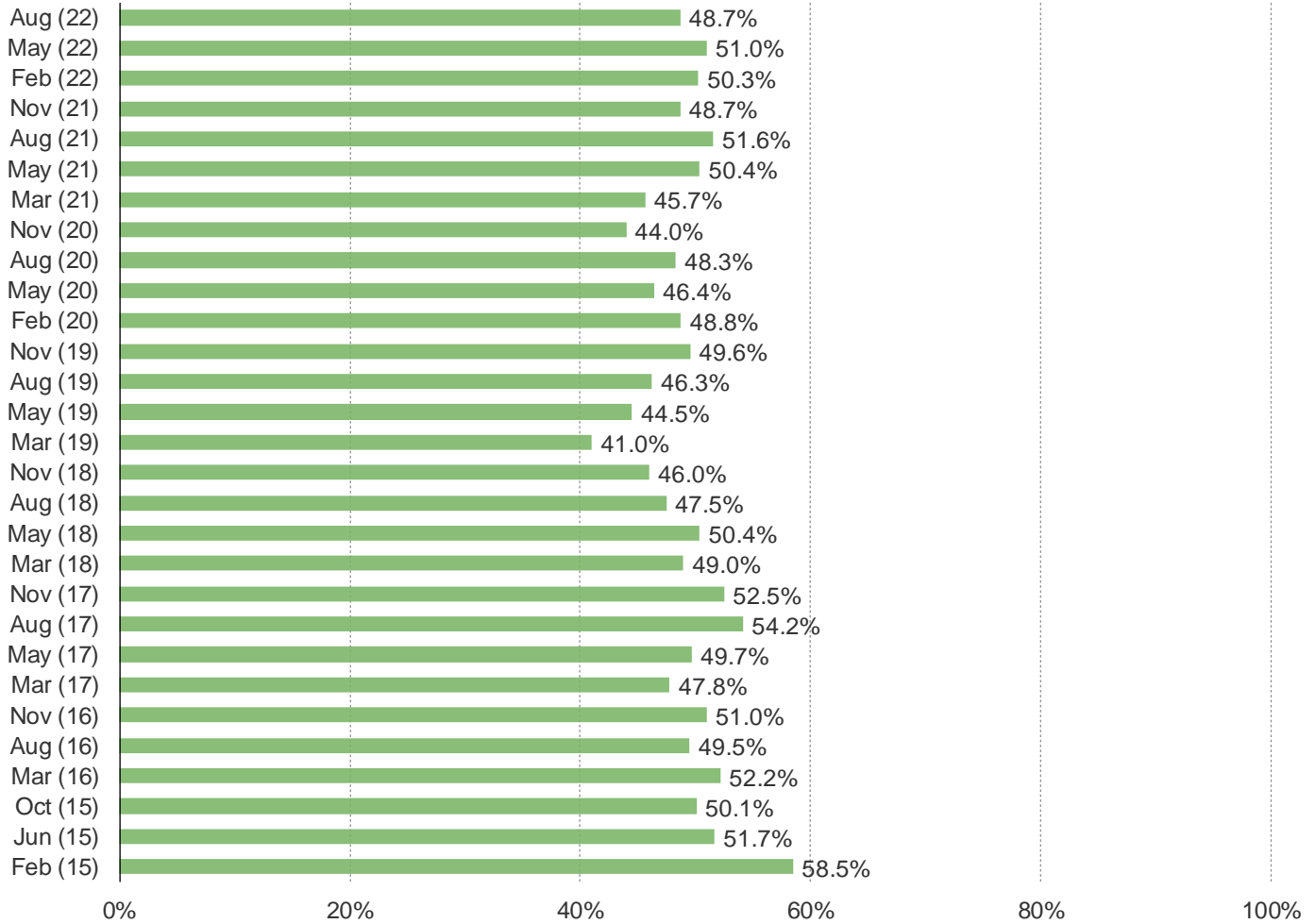
WHAT DID YOU BUY WHEN YOU LAST PURCHASED SOMETHING AT GAMESTOP ONLINE?

Posed to those who have ever shopped at GameStop Stores or GameStop Online.



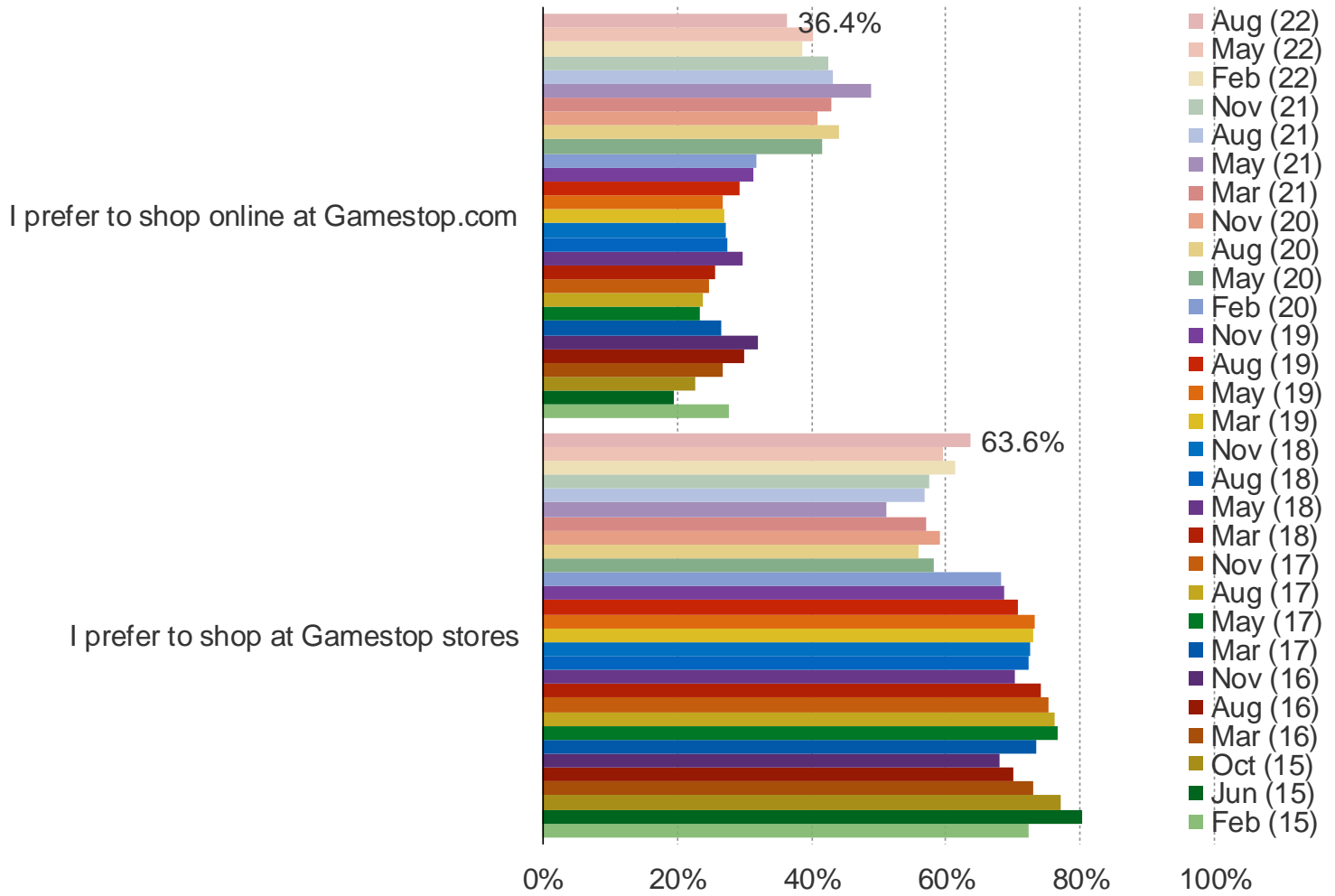
ARE YOU A GAMESTOP POWERUP REWARDS MEMBER?

Posed to those who have ever shopped at GameStop Stores or GameStop Online.



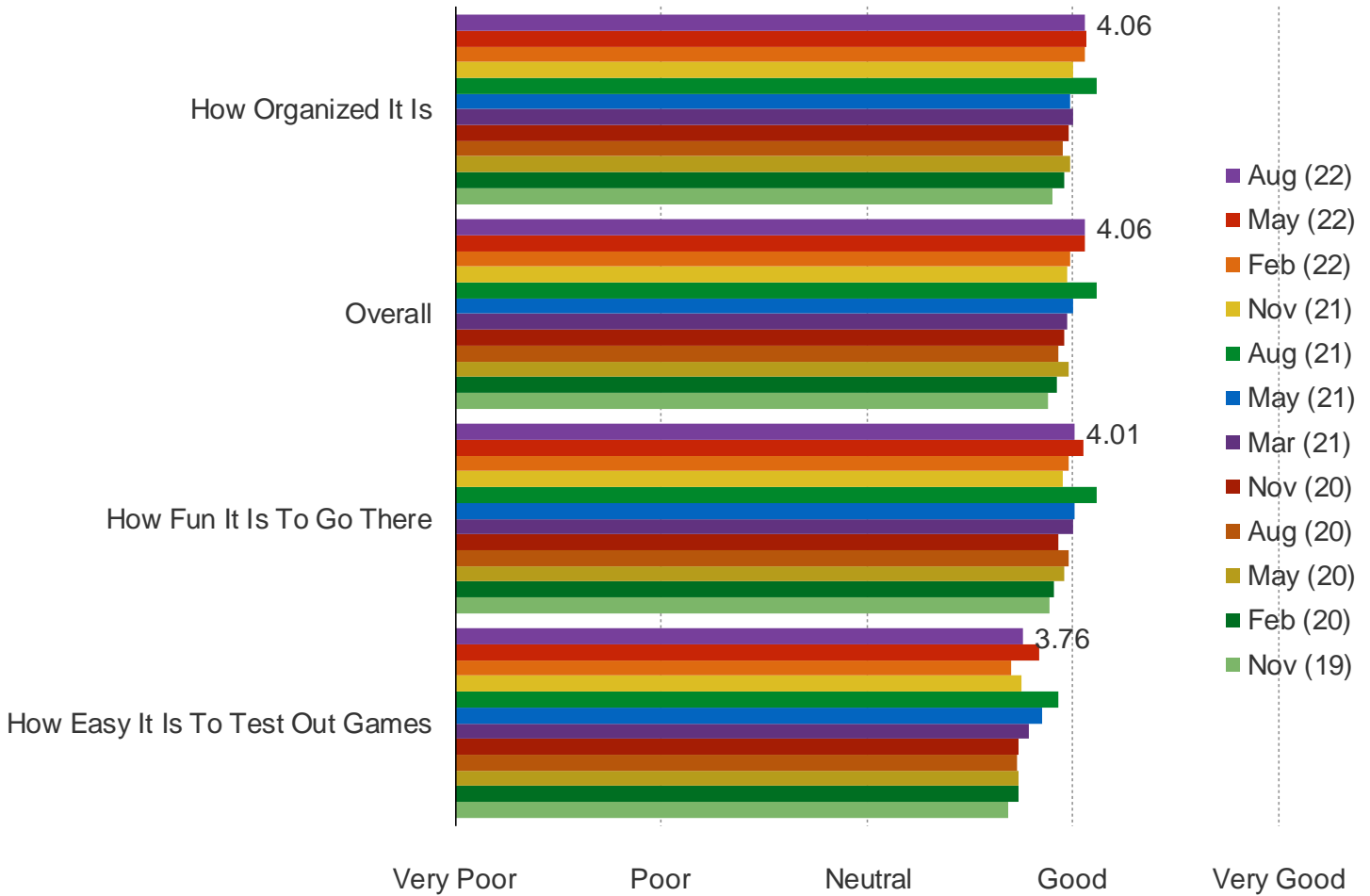
DO YOU PREFER TO SHOP AT GAMESTOP STORES OR AT GAMESTOP ONLINE?

Posed to those who have ever shopped at GameStop Stores or GameStop Online.



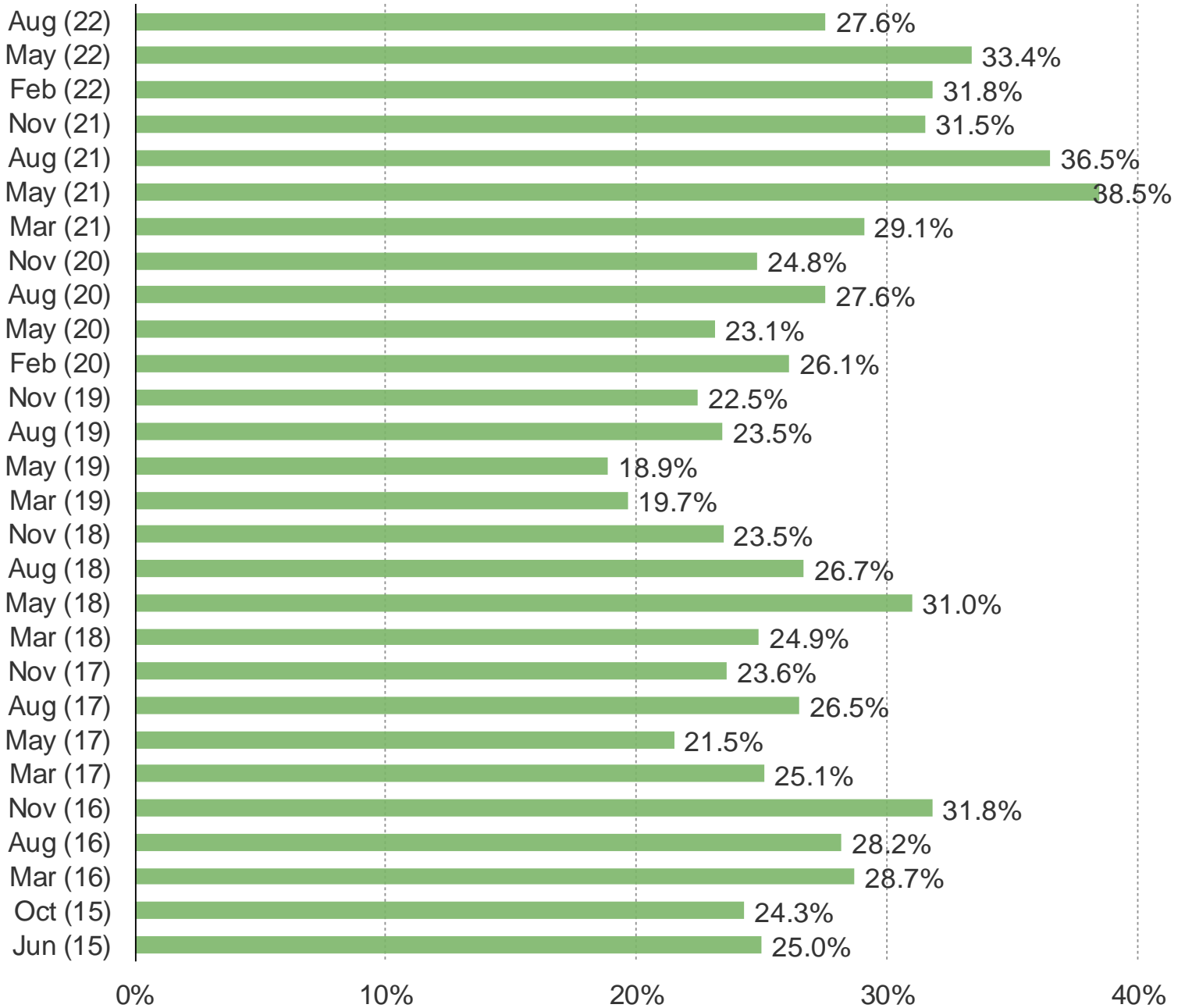
HOW WOULD YOU RATE THE IN-STORE SHOPPING EXPERIENCE AT GAMESTOP?

Posed to those who have ever shopped at GameStop Stores



DO YOU HAVE A GAMESTOP POWER-UP REWARDS CREDIT CARD?

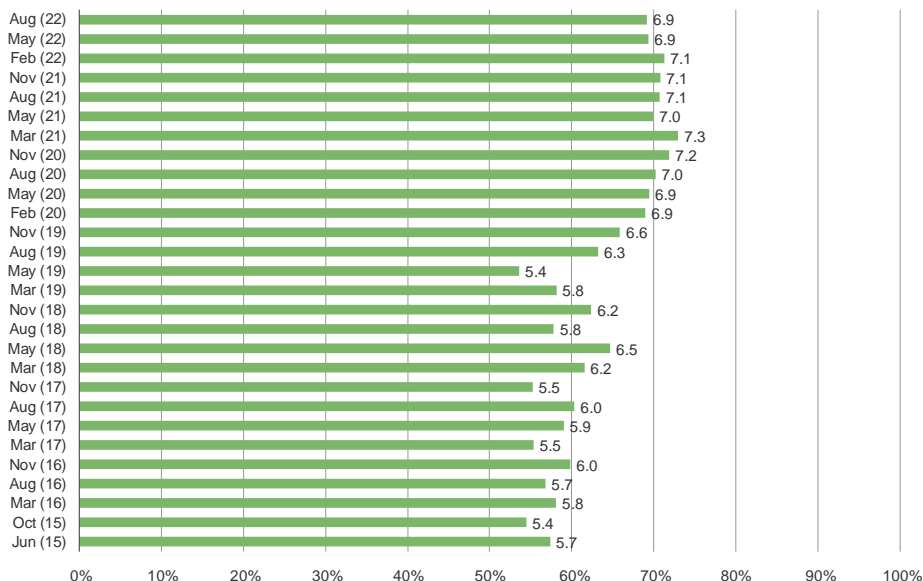
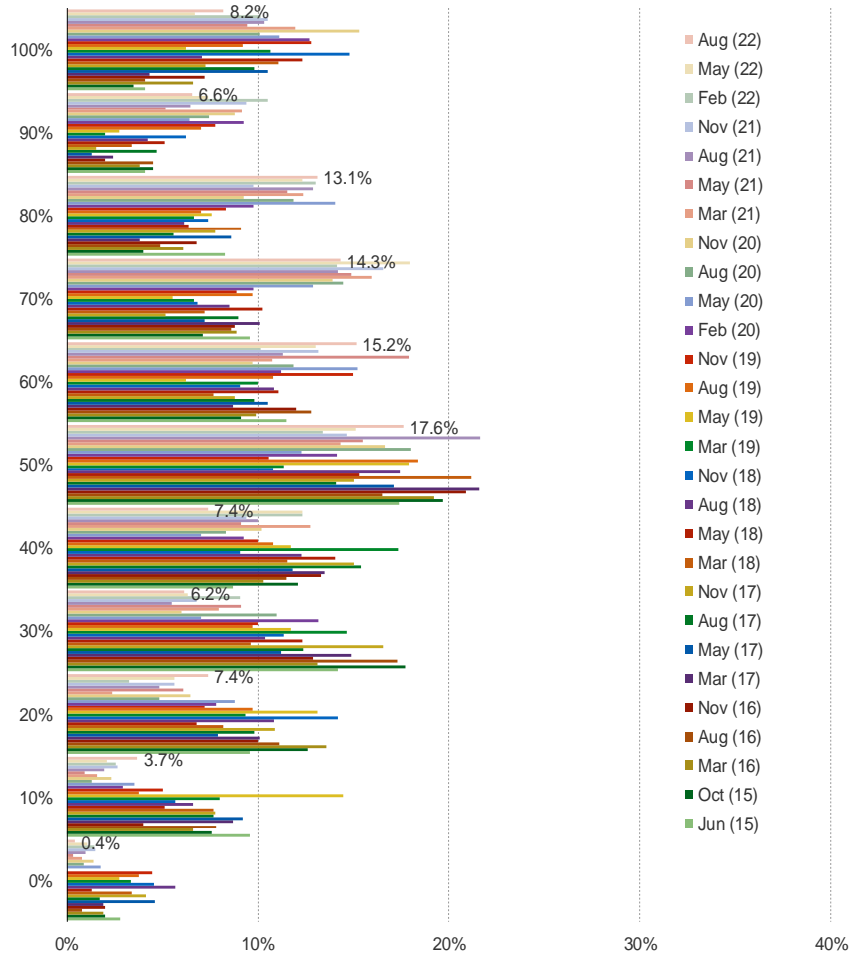
Posed to those who have ever shopped at GameStop Stores or GameStop Online.





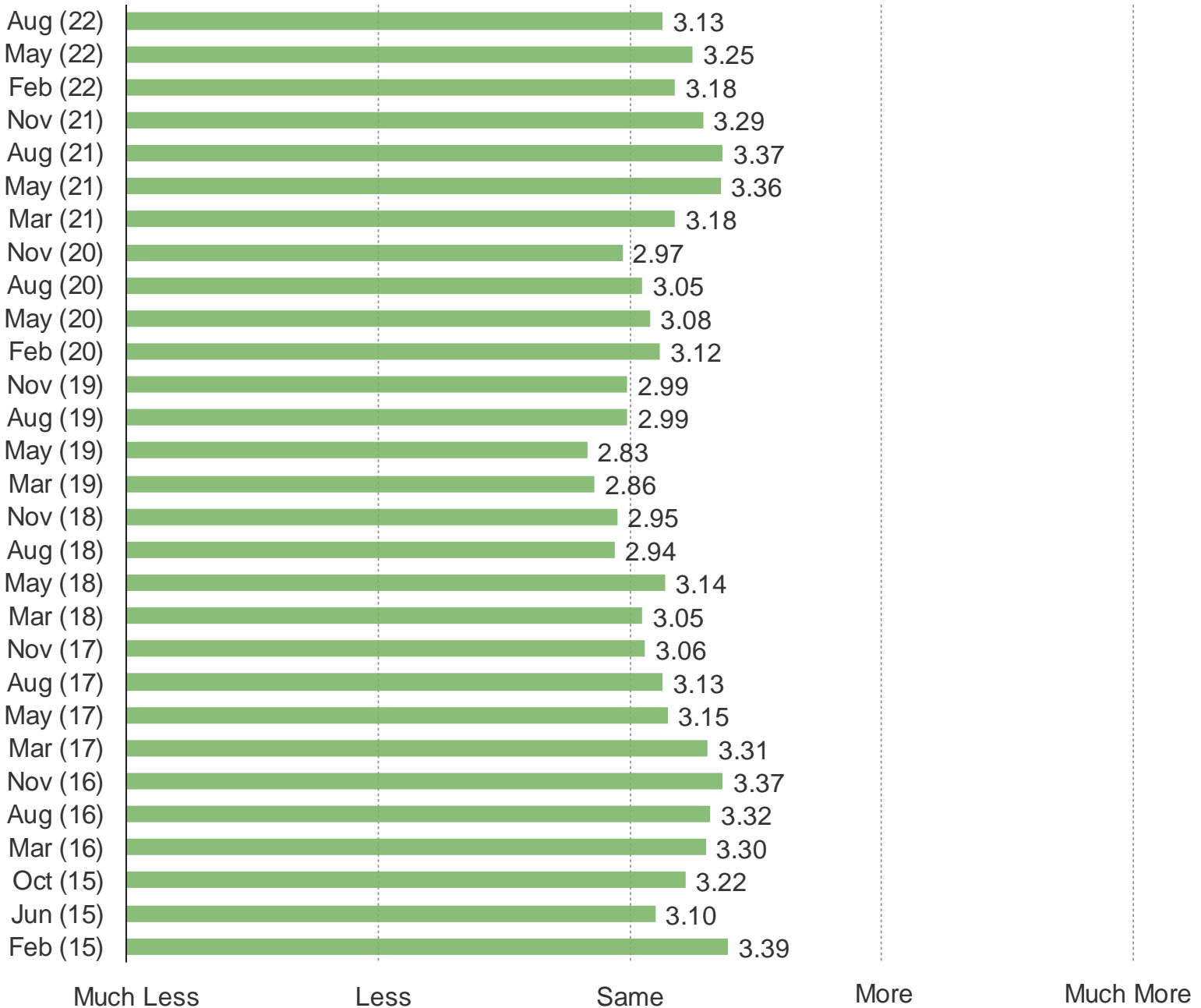
WHAT PERCENTAGE OF YOUR PURCHASES THROUGH GAMESTOP DO YOU MAKE WITH YOUR POWER-UP REWARDS CREDIT CARD?

Posed to those who have ever shopped at GameStop Stores or GameStop Online.



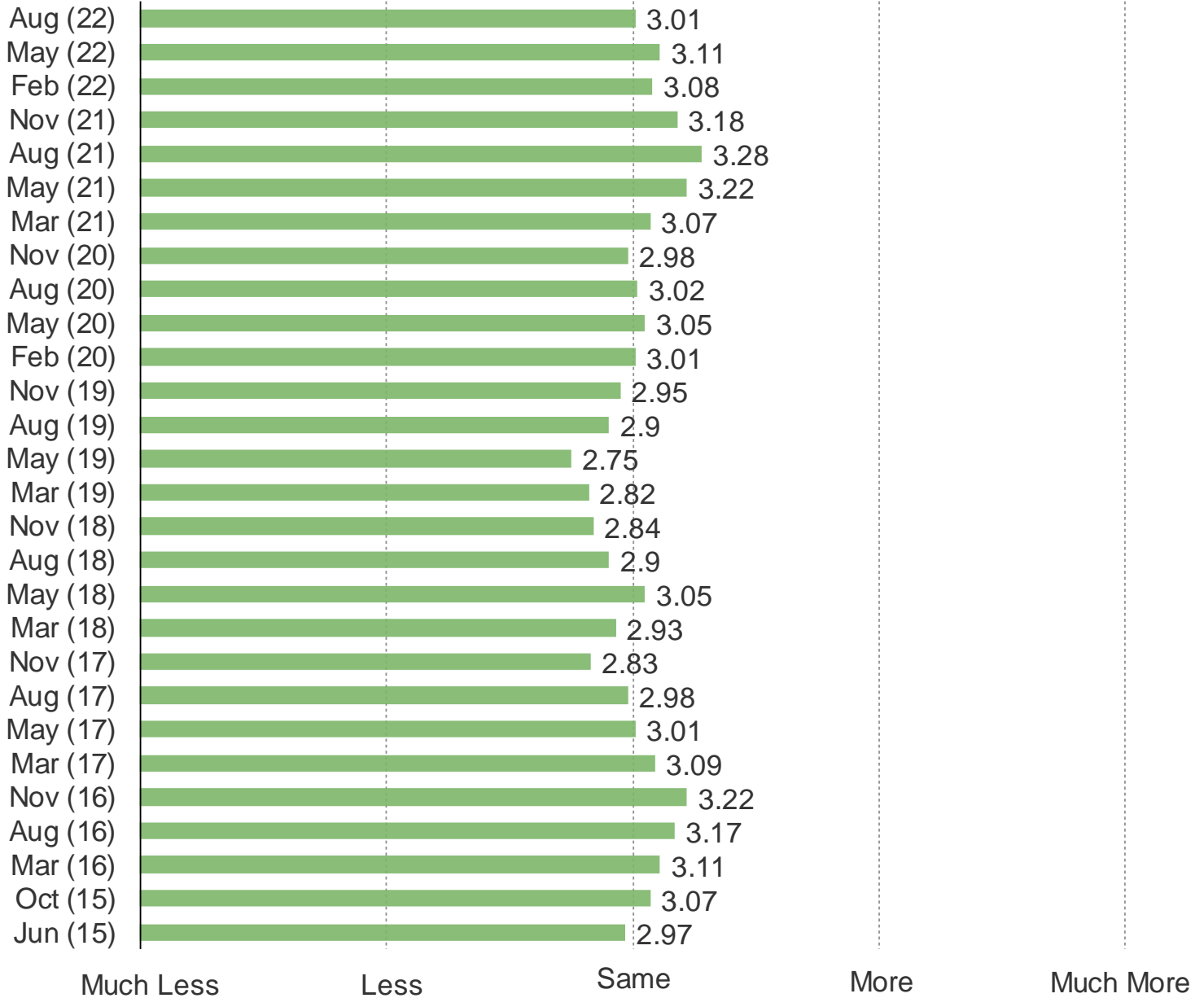
HOW DO YOU COMPARE THE AMOUNT OF SHOPPING YOU CURRENTLY DO AT GAMESTOP WITH THE AMOUNT ONE YEAR AGO?

Posed to those who have ever shopped at GameStop Stores or GameStop Online.



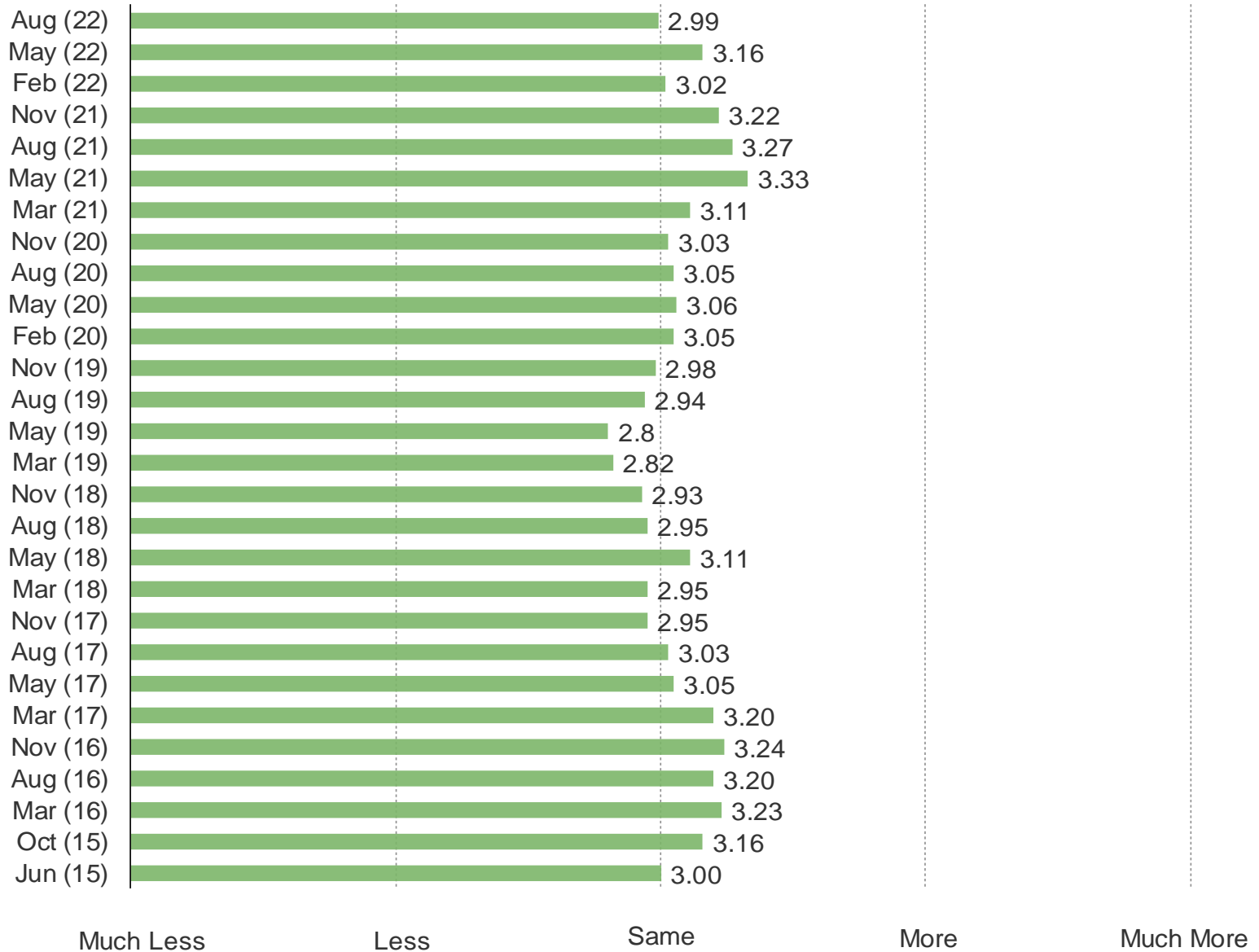
HOW WOULD YOU COMPARE THE AMOUNT OF TRADE-INS YOU ARE CURRENTLY DOING AT GAMESTOP VS ONE YEAR AGO?

Posed to those who have ever shopped at GameStop Stores or GameStop Online.



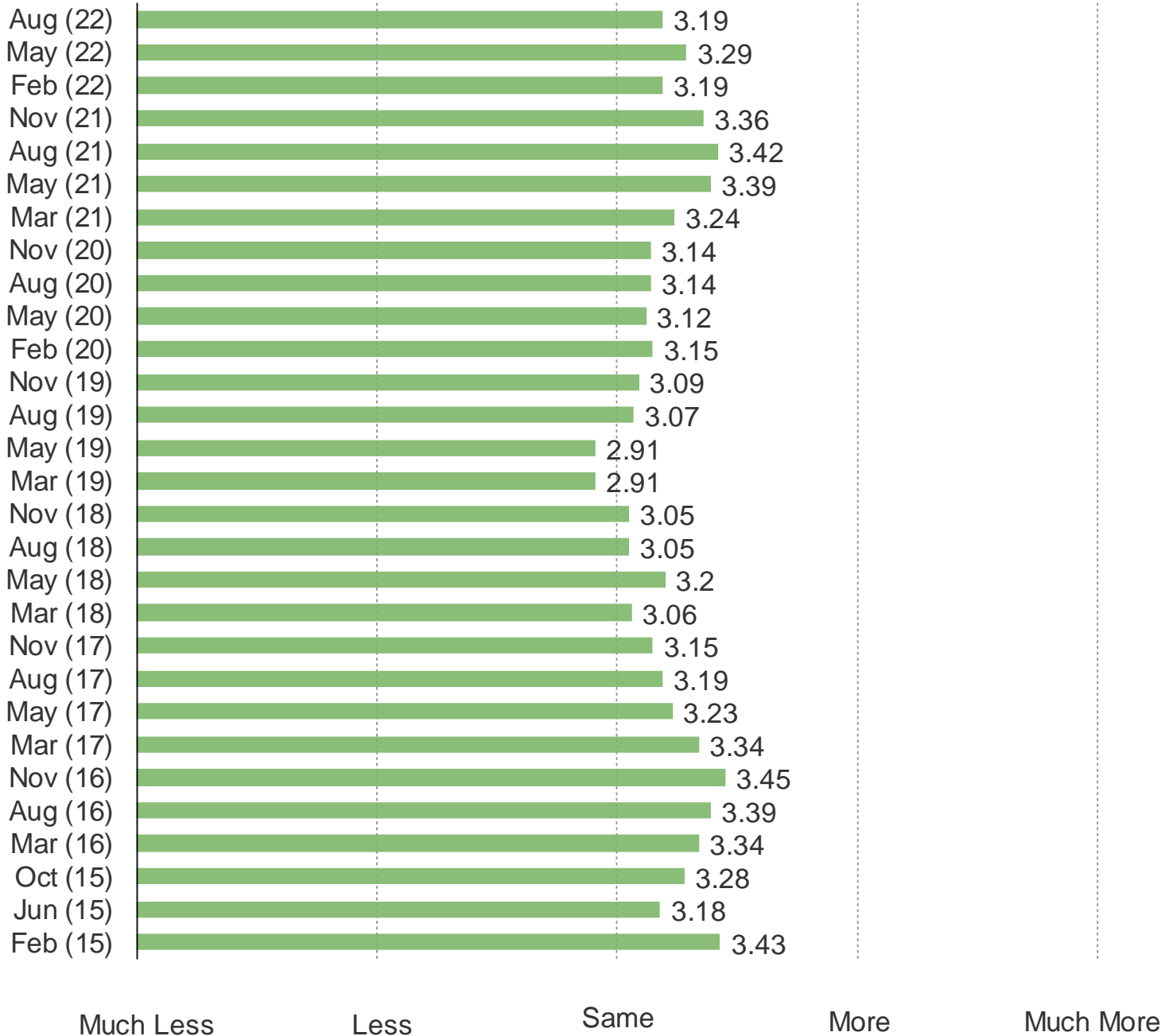
HAS THE ABILITY TO DOWNLOAD GAMES DIGITALLY IMPACTED THE AMOUNT OF MONEY YOU SPEND AT GAMESTOP?

Posed to those who have ever shopped at GameStop Stores or GameStop Online.



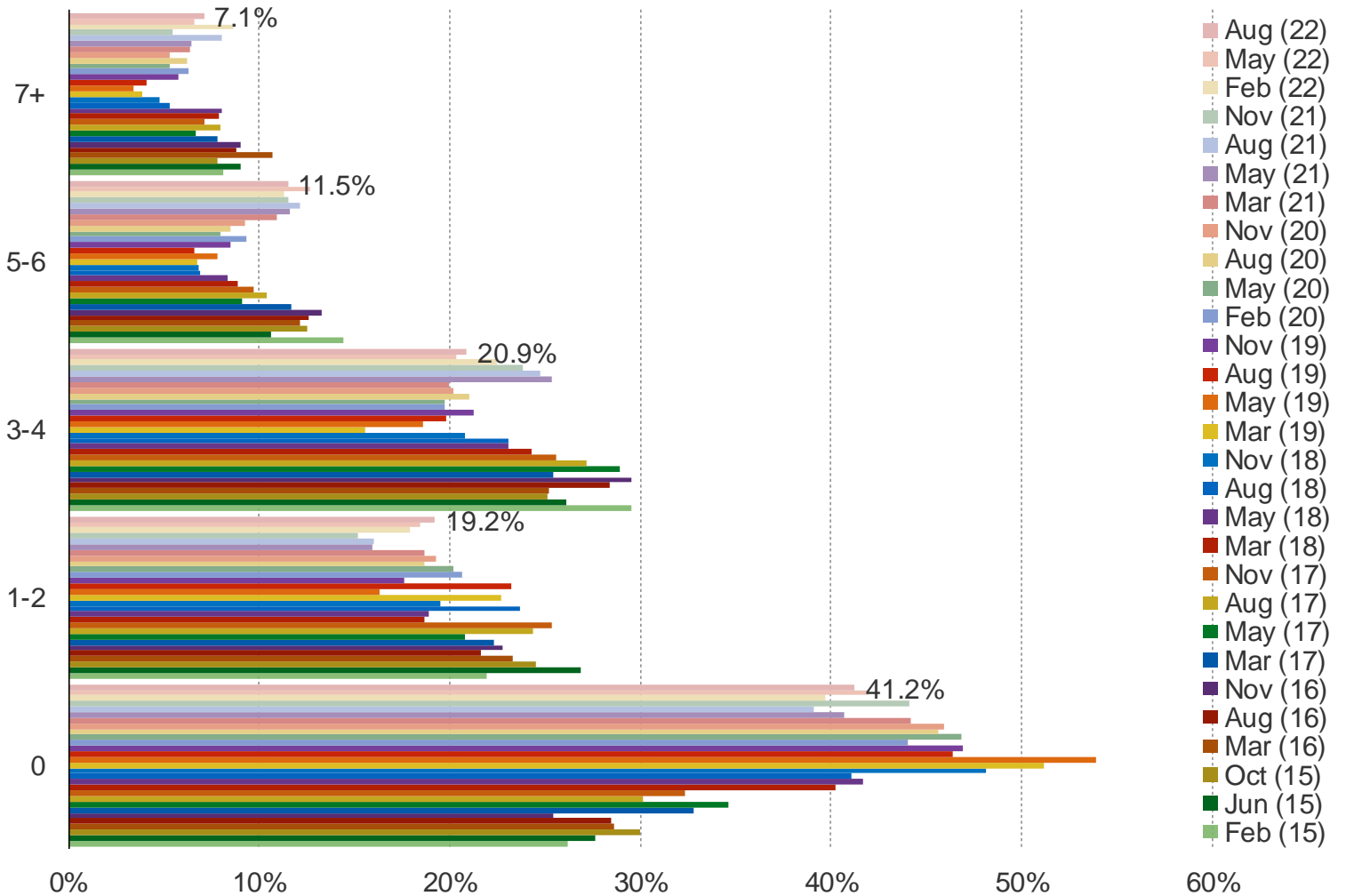
HOW MUCH DO YOU EXPECT TO SHOP AT GAMESTOP IN THE NEXT TWELVE MONTHS?

Posed to those who have ever shopped at GameStop Stores or GameStop Online.



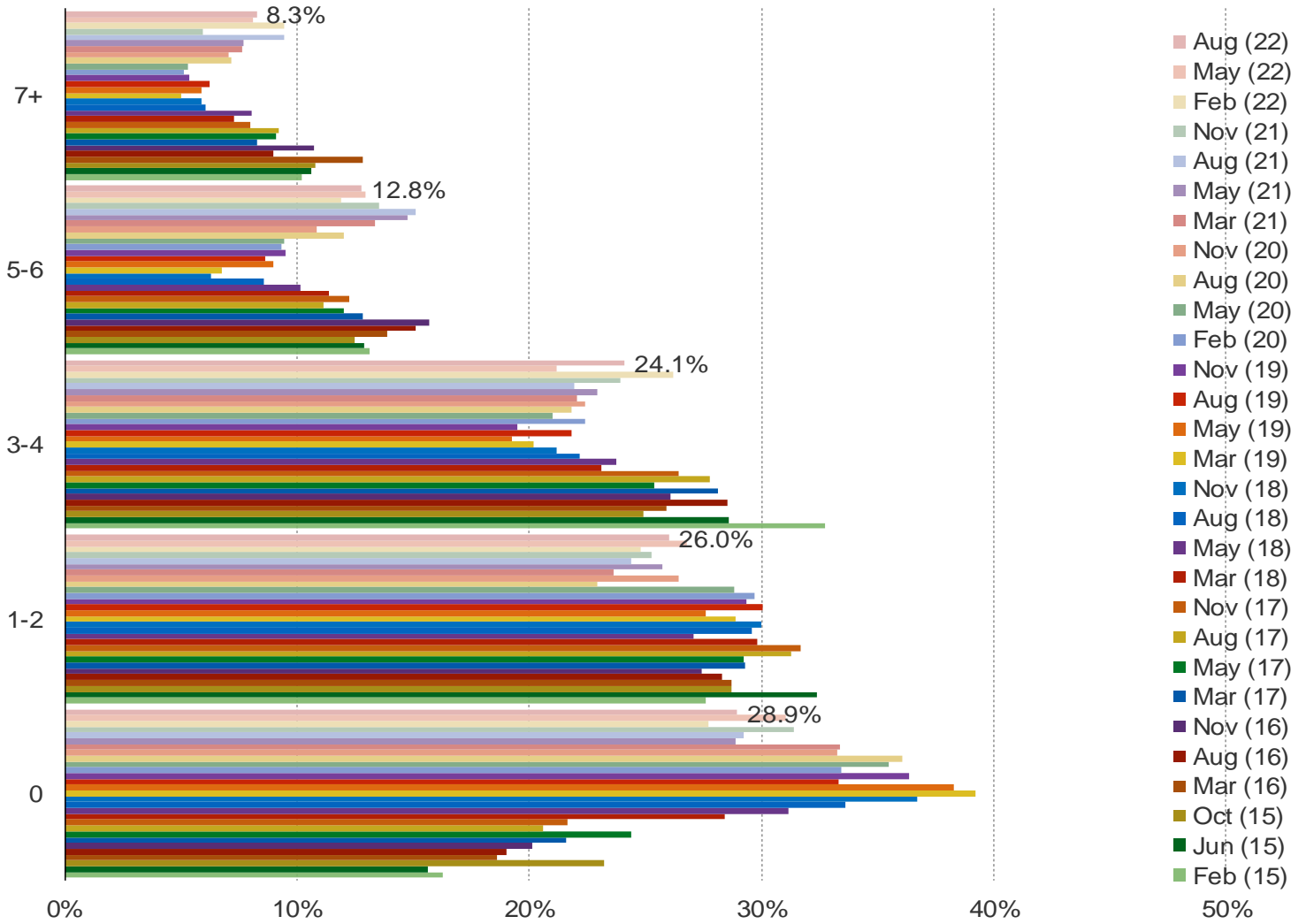
HOW MANY USED GAMES HAVE YOU SOLD TO GAMESTOP IN THE PAST 12 MONTHS?

Posed to those who have ever shopped at GameStop Stores or GameStop Online.



HOW MANY USED GAMES HAVE YOU BOUGHT FROM GAMESTOP IN THE PAST 12 MONTHS?

Posed to those who have ever shopped at GameStop Stores or GameStop Online.



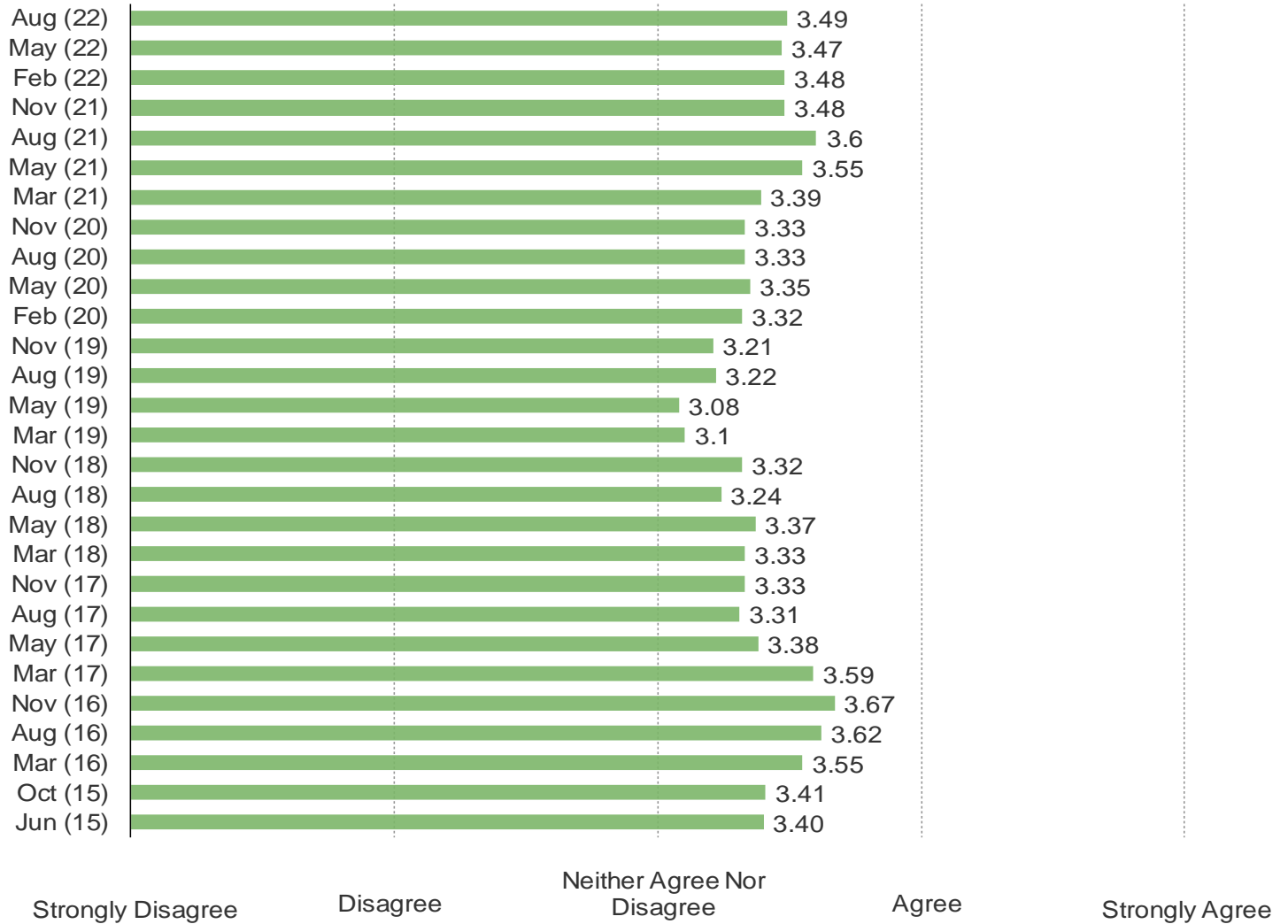
It's In The Game

Audience: 1,000 US Video Gamers

Date: August 2022

"I RELY ON THE KNOWLEDGE OF GAMESTOP STORE ASSOCIATES AS PART OF MY VIDEO GAME BUYING, SELLING, DOWNLOADING, AND PLAYING EXPERIENCE."

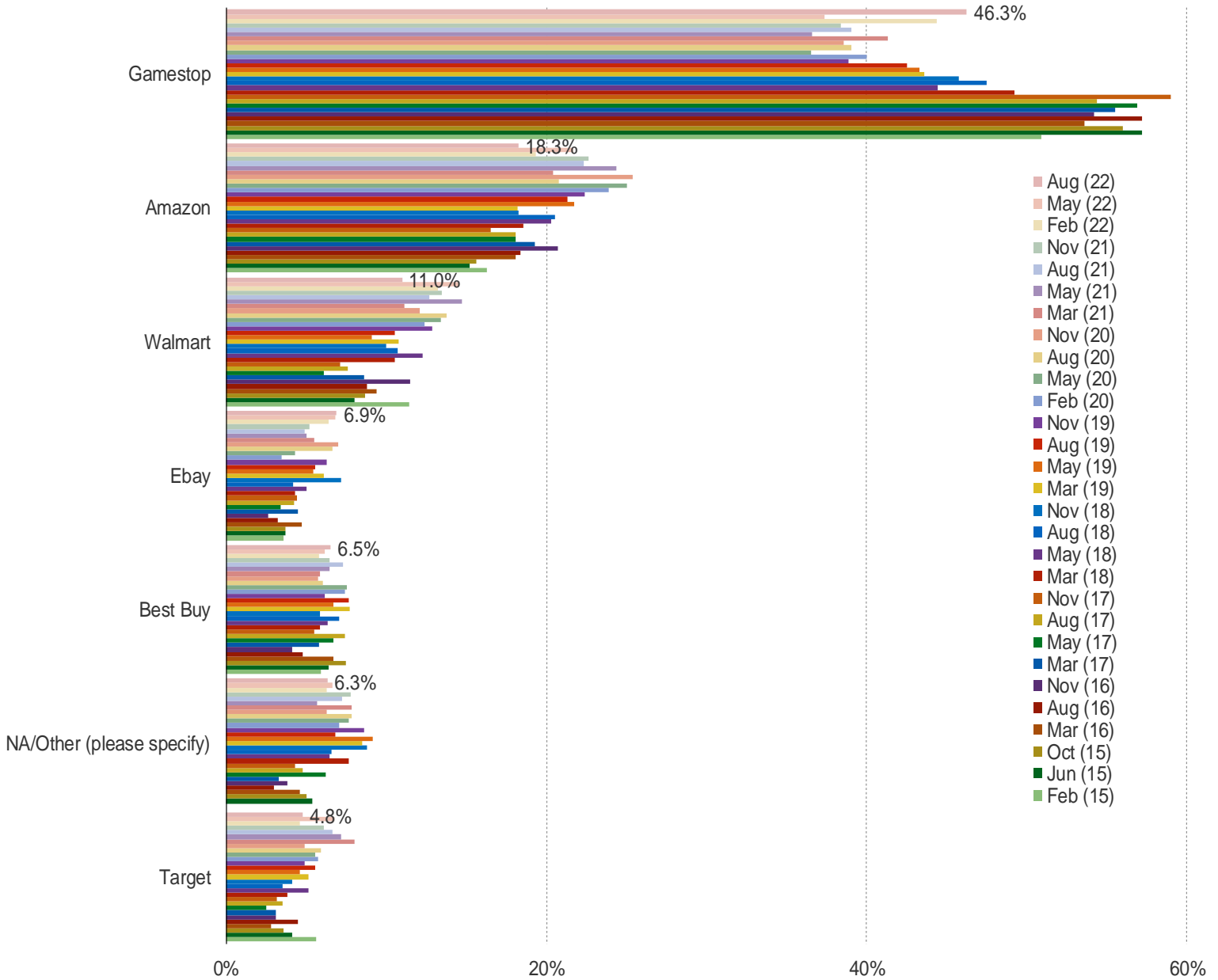
Posed to those who have ever shopped at GameStop Stores or GameStop Online.





WHERE DO YOU PREFER TO BUY USED VIDEO GAMES?

Posed to the target audience.

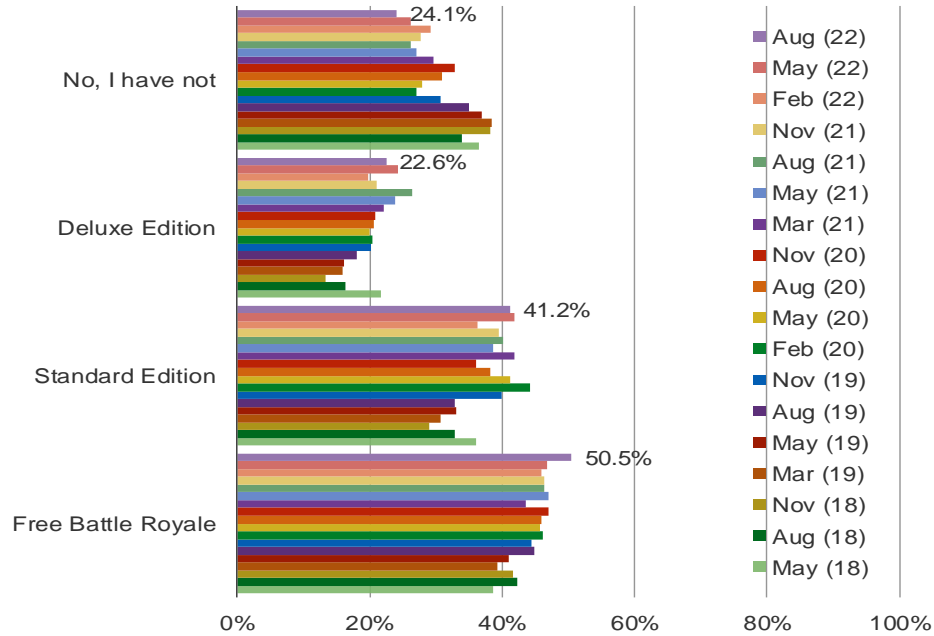


It's In The Game

# FORTNITE

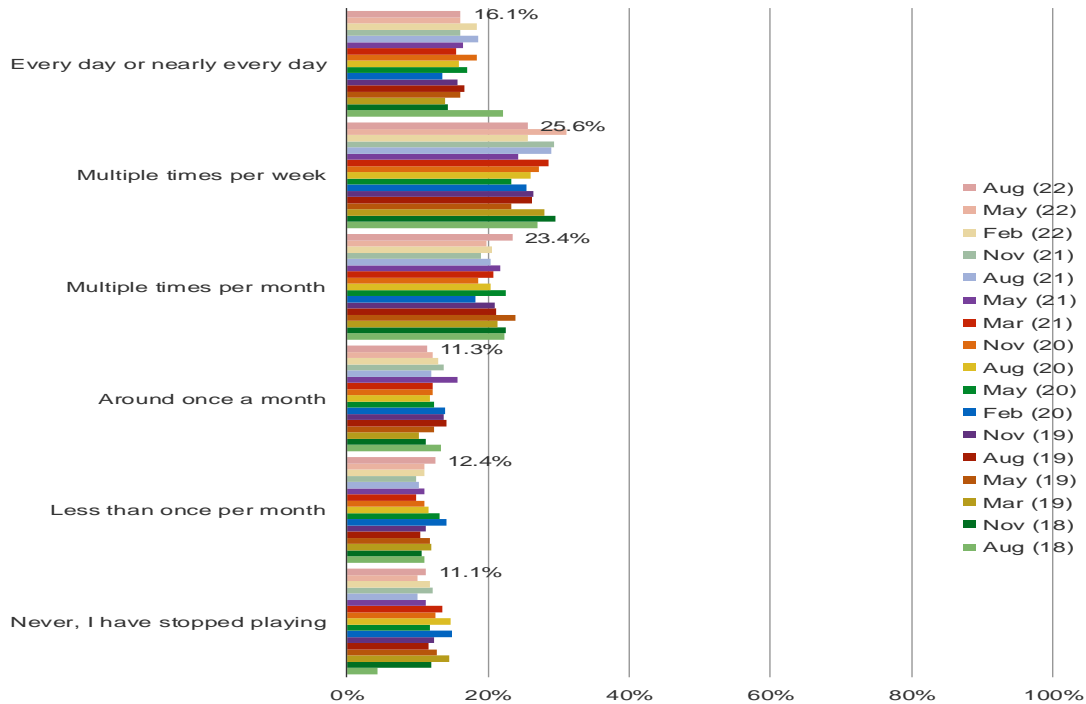
HAVE YOU PLAYED FORTNITE? (SELECT ALL THAT APPLY)

This question was posed to the target audience.



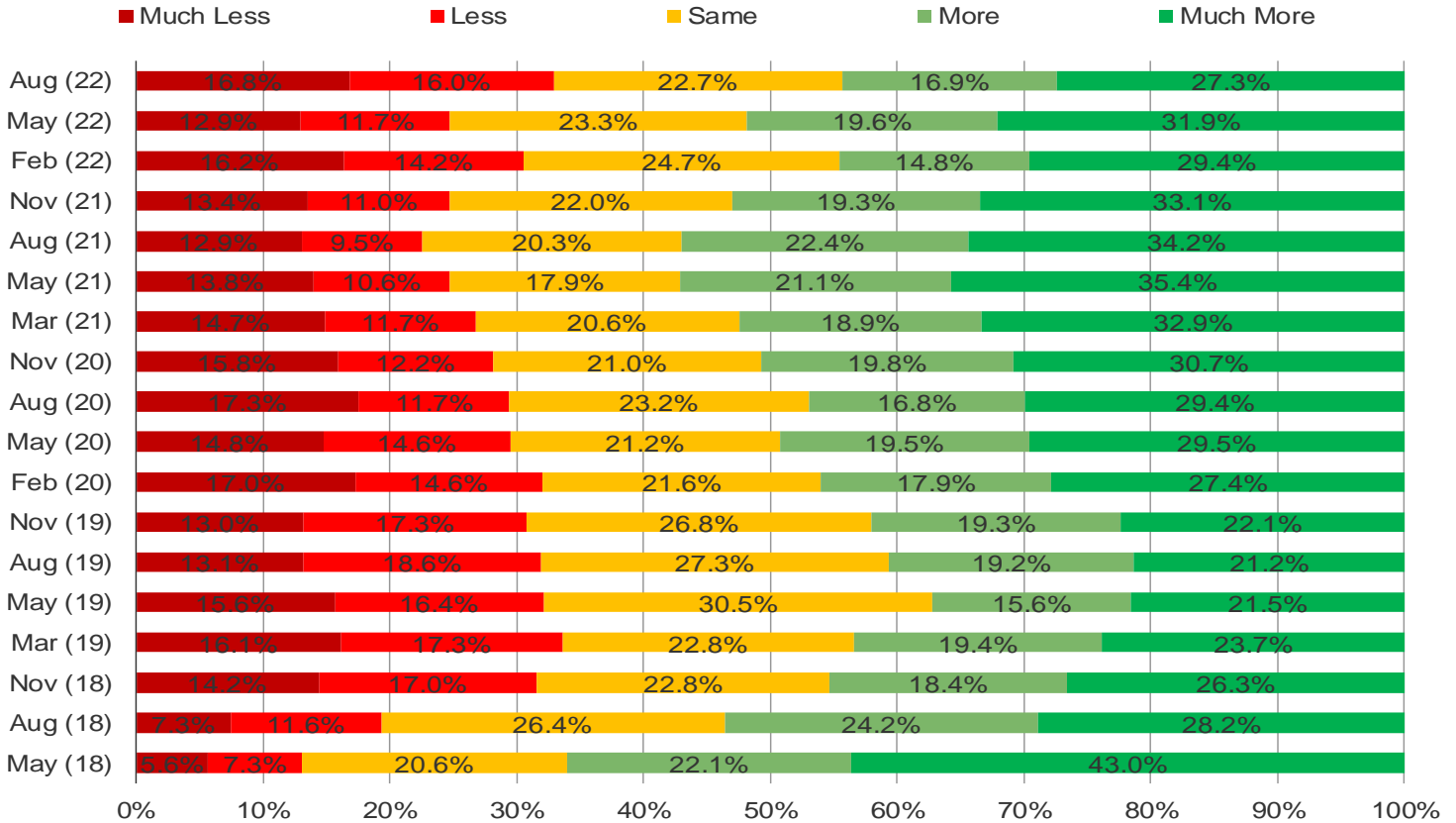
HOW OFTEN DO YOU CURRENTLY PLAY FORTNITE?

This question was posed to respondents who have played Fortnite.



ARE YOU PLAYING FORTNITE NOW MORE OR LESS COMPARED TO THE FIRST MONTH AFTER YOU GOT IT?

This question was posed to respondents who have played Fortnite.

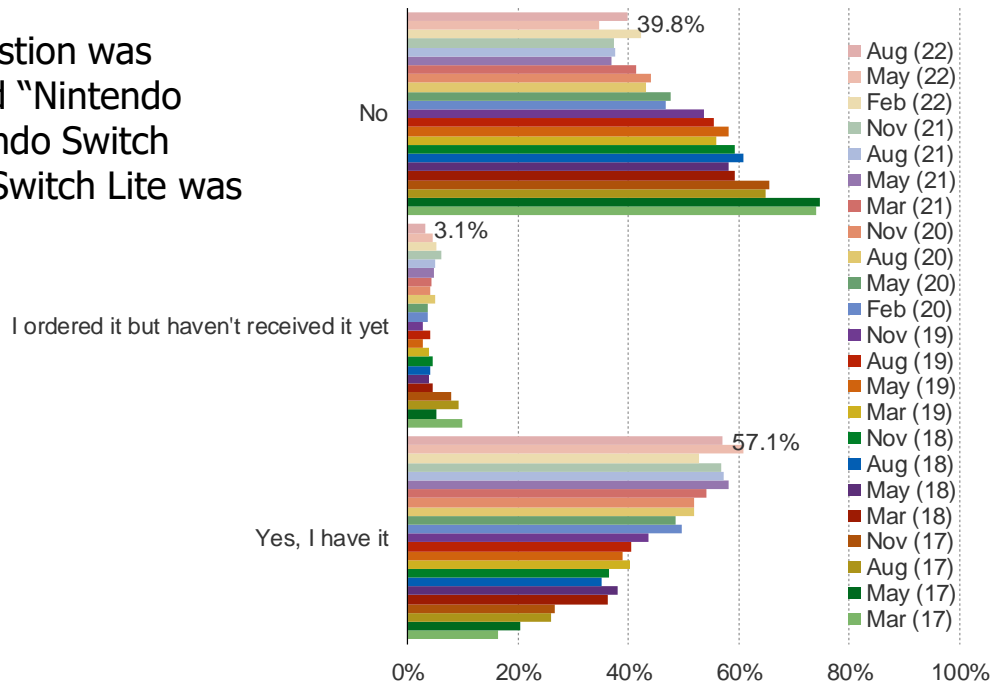


## CONSOLES: NINTENDO SWITCH

DO YOU OWN A NINTENDO SWITCH OR SWITCH LITE?

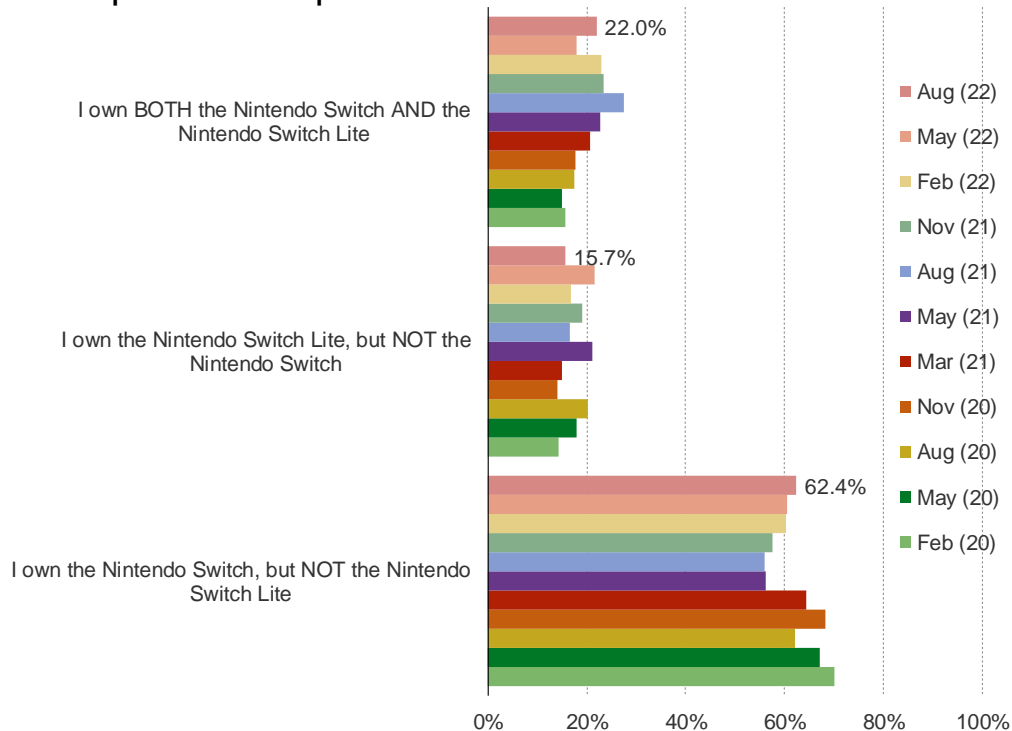
This question was posed to the target audience.

NOTE: This question was changed to read "Nintendo Switch or Nintendo Switch Lite." after the Switch Lite was released.



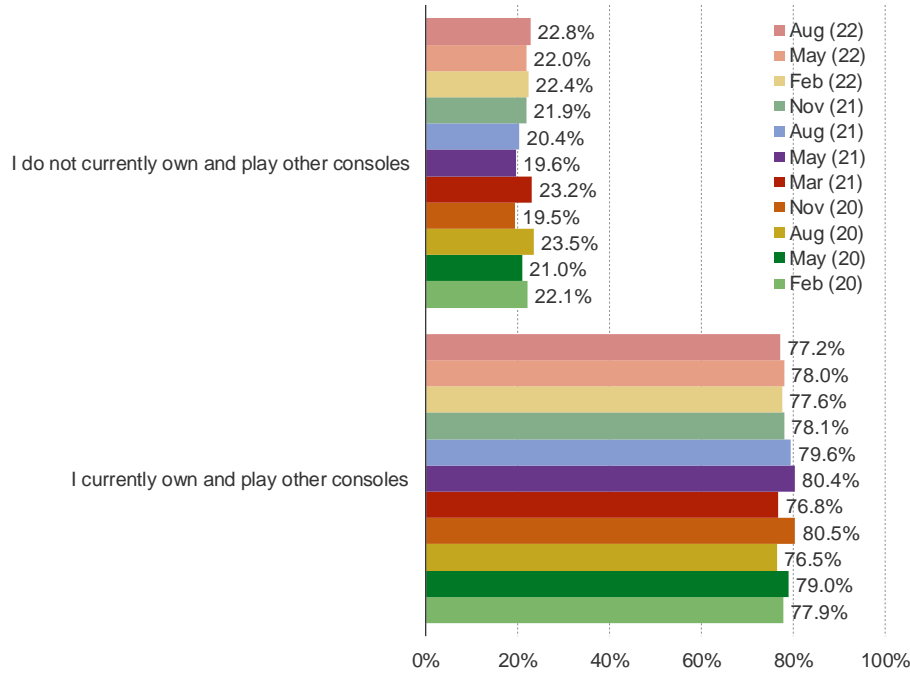
WHICH OF THE FOLLOWING BEST DESCRIBES YOU?

This question was posed to respondents who own or ordered the Nintendo Switch.



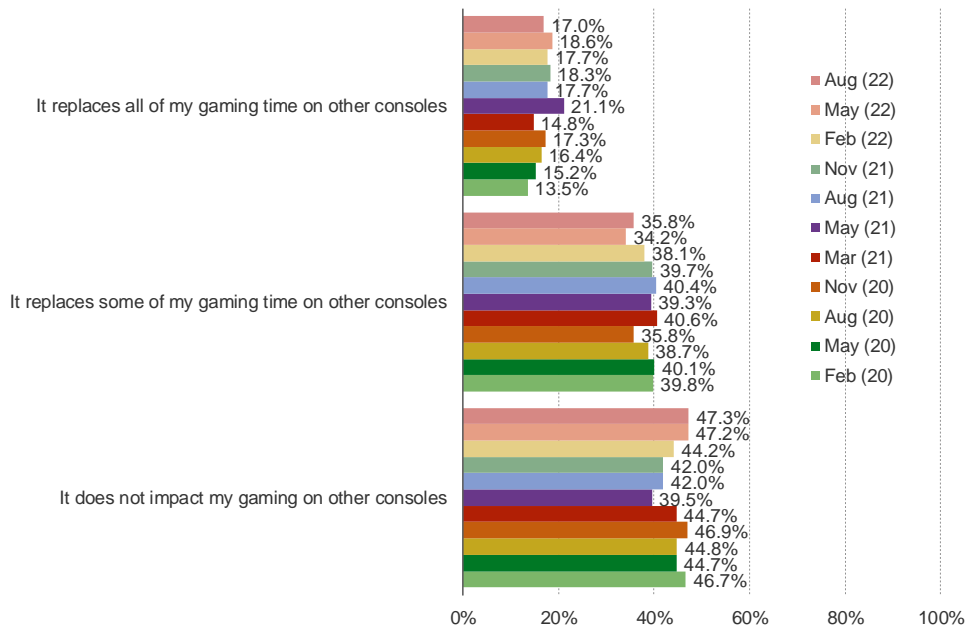
DO YOU CURRENTLY OWN / PLAY ANY OTHER CONSOLES OTHER THAN THE SWITCH / SWITCH LITE?

This question was posed to respondents who own the Nintendo Switch or Switch Lite.



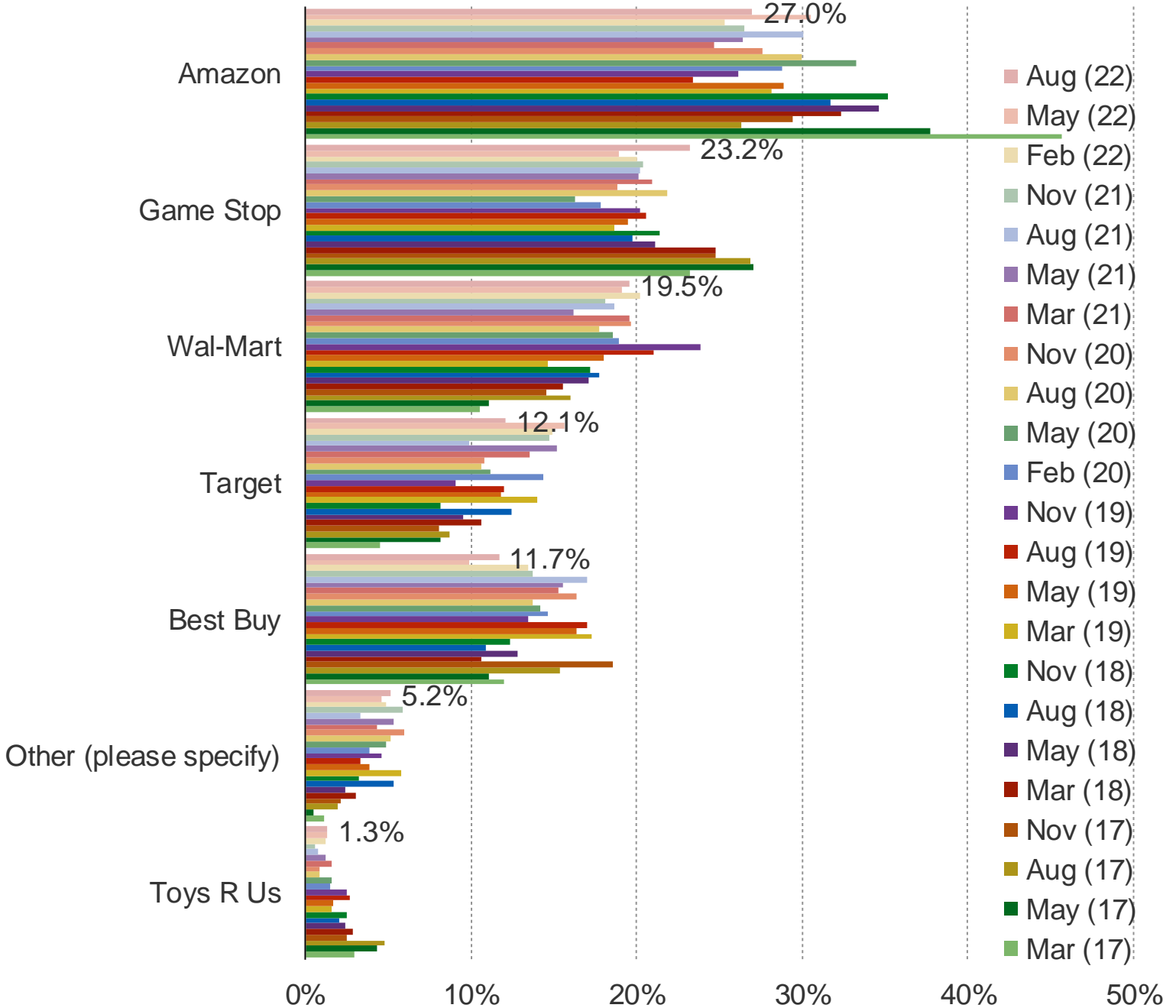
DOES THE SWITCH / SWITCH LITE REPLACE / TAKEAWAY GAMING ON OTHER CONSOLES?

This question was posed to Switch/Switch Lite owners who currently own or play other consoles.



WHERE DID YOU BUY / ORDER THE SWITCH?

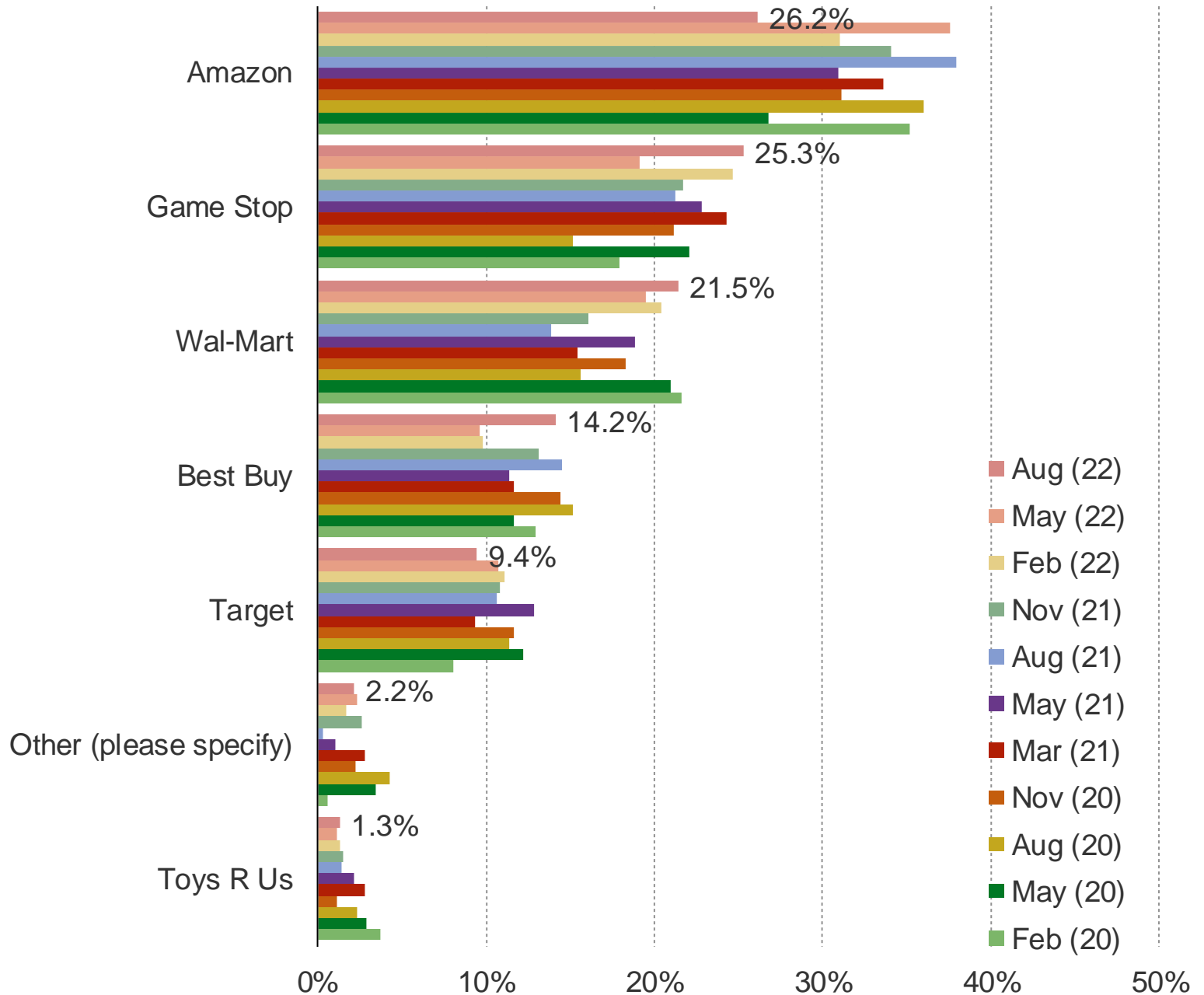
This question was posed to respondents who own or ordered the Nintendo Switch.





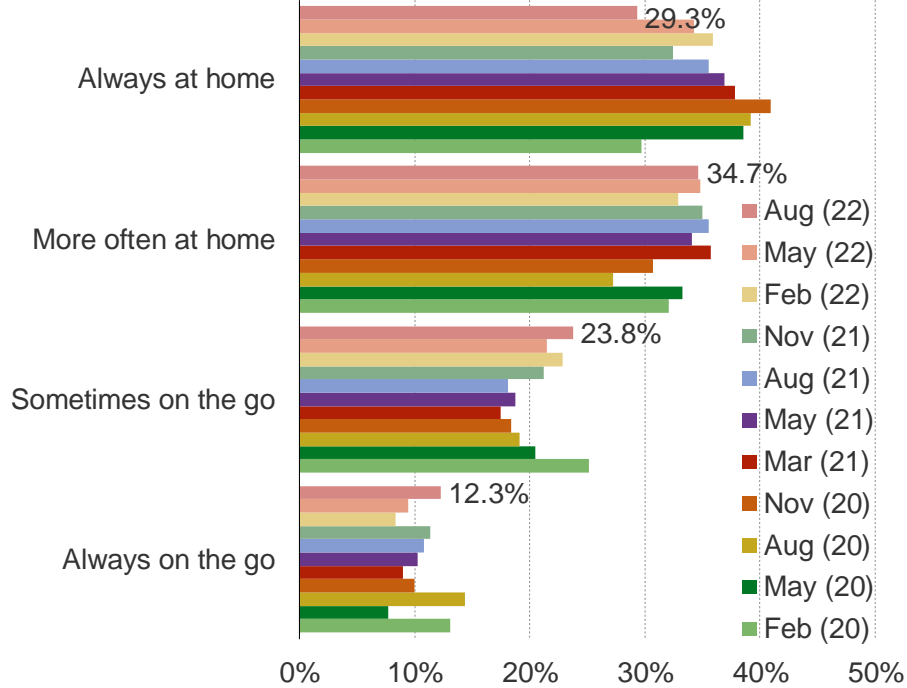
WHERE DID YOU BUY / ORDER THE SWITCH LITE?

This question was posed to respondents who own or ordered the Nintendo Switch Lite.



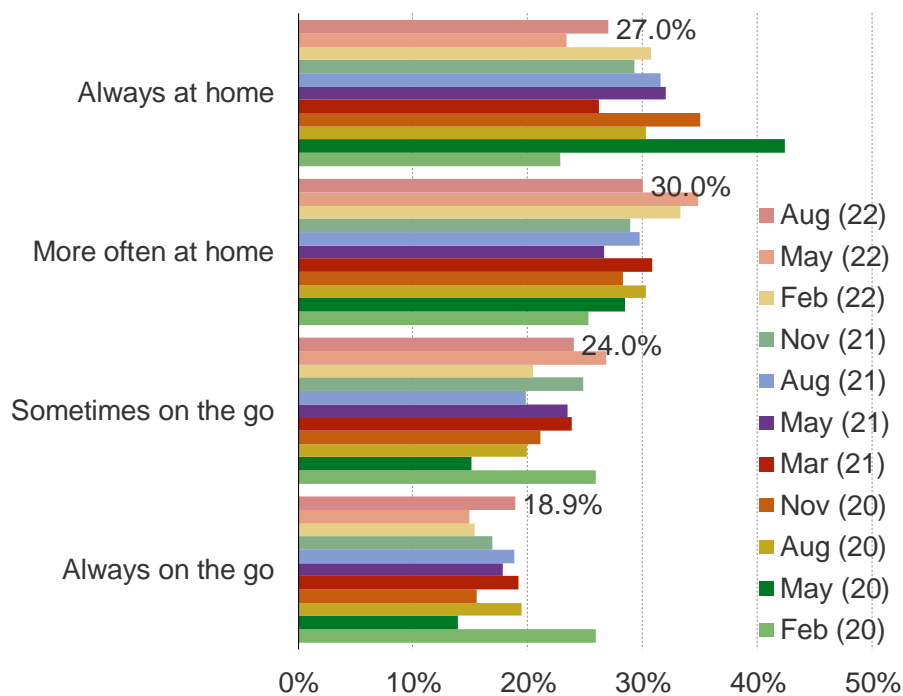
WHICH BEST DESCRIBES YOUR USAGE OF THE NINTENDO SWITCH? (NOT THE NINTENDO SWITCH LITE)

This question was posed to respondents who own or ordered the Nintendo Switch.



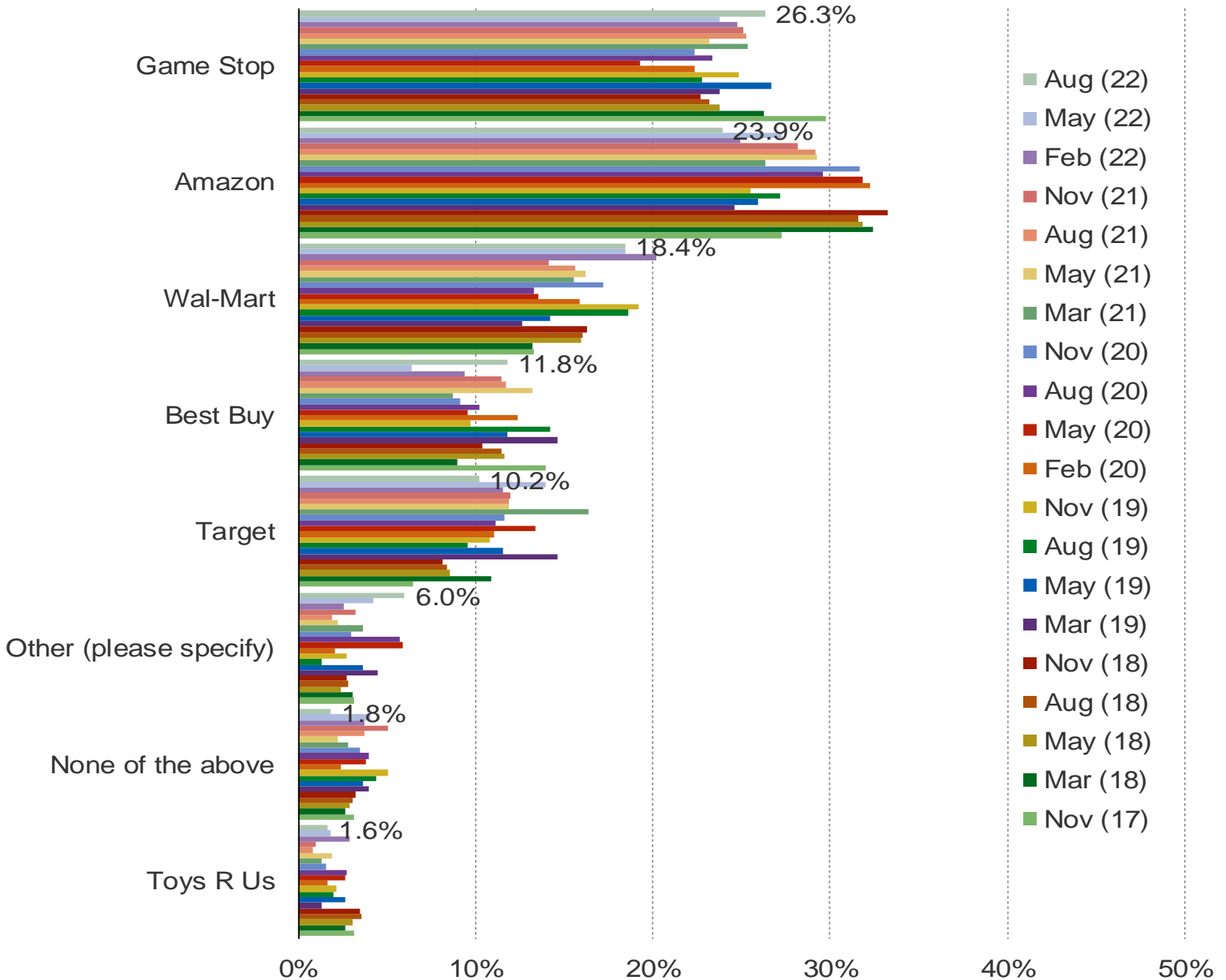
WHICH BEST DESCRIBES YOUR USAGE OF THE NINTENDO SWITCH LITE? (NOT THE NINTENDO SWITCH)

This question was posed to respondents who own or ordered the Nintendo Switch Lite.



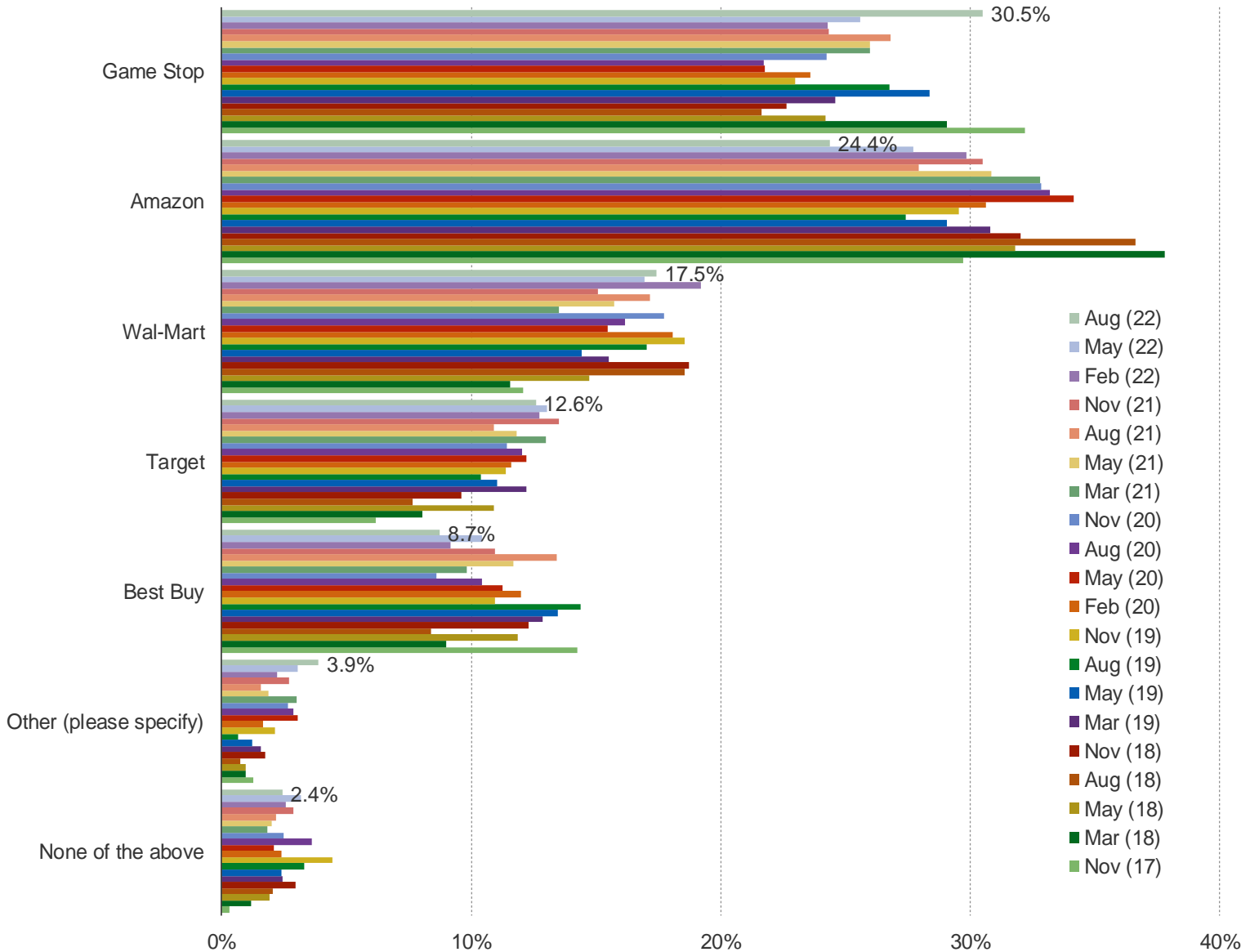
THINKING ABOUT THE LAST GAME YOU BOUGHT FOR THE SWITCH, WHERE DID YOU BUY IT?

This question was posed to respondents who own or ordered the Nintendo Switch.



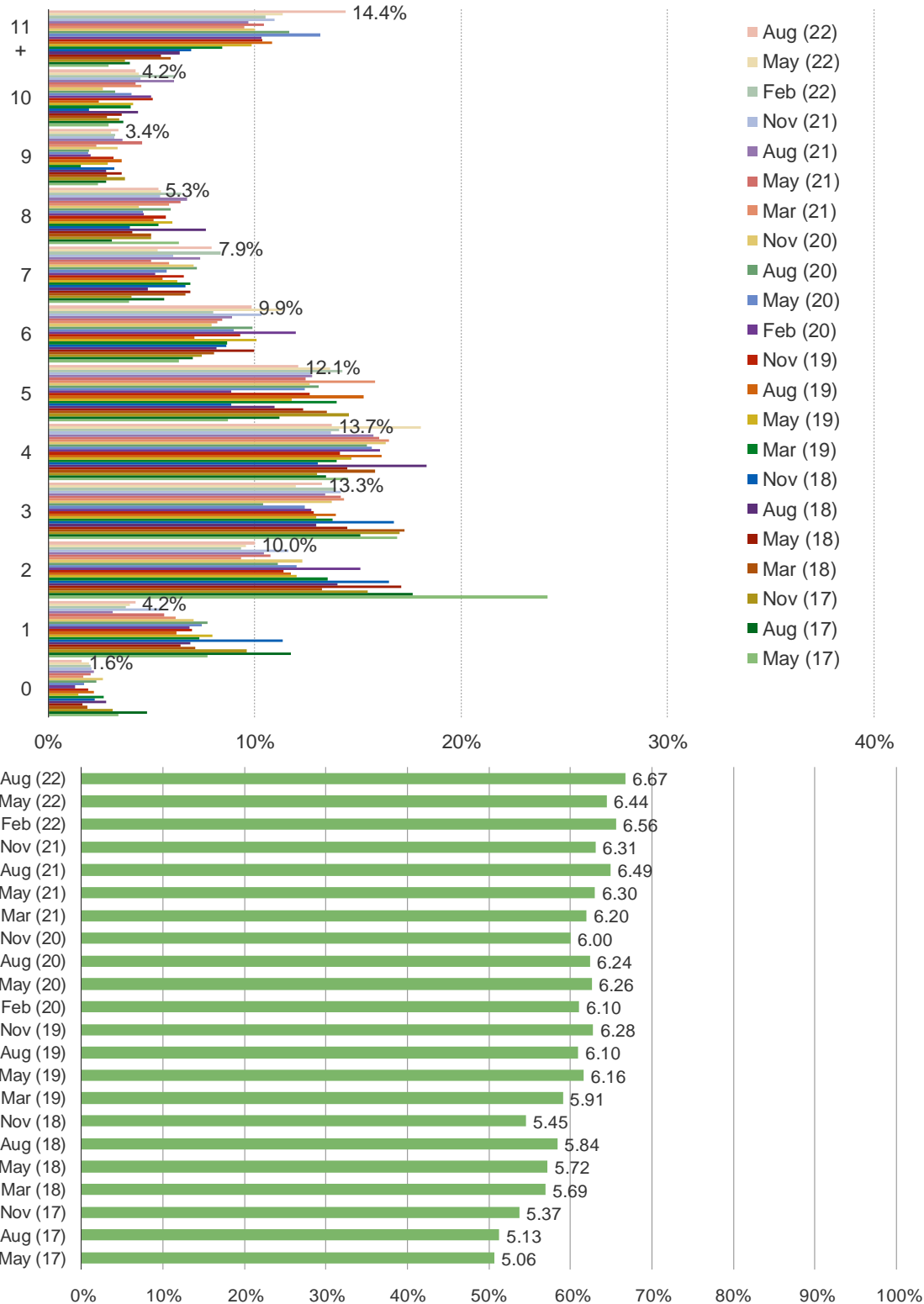
IF YOU NEEDED TO BUY A NEW SWITCH GAME TODAY, WHERE WOULD YOU BE MOST LIKELY TO GET IT?

This question was posed to respondents who own or ordered the Nintendo Switch.



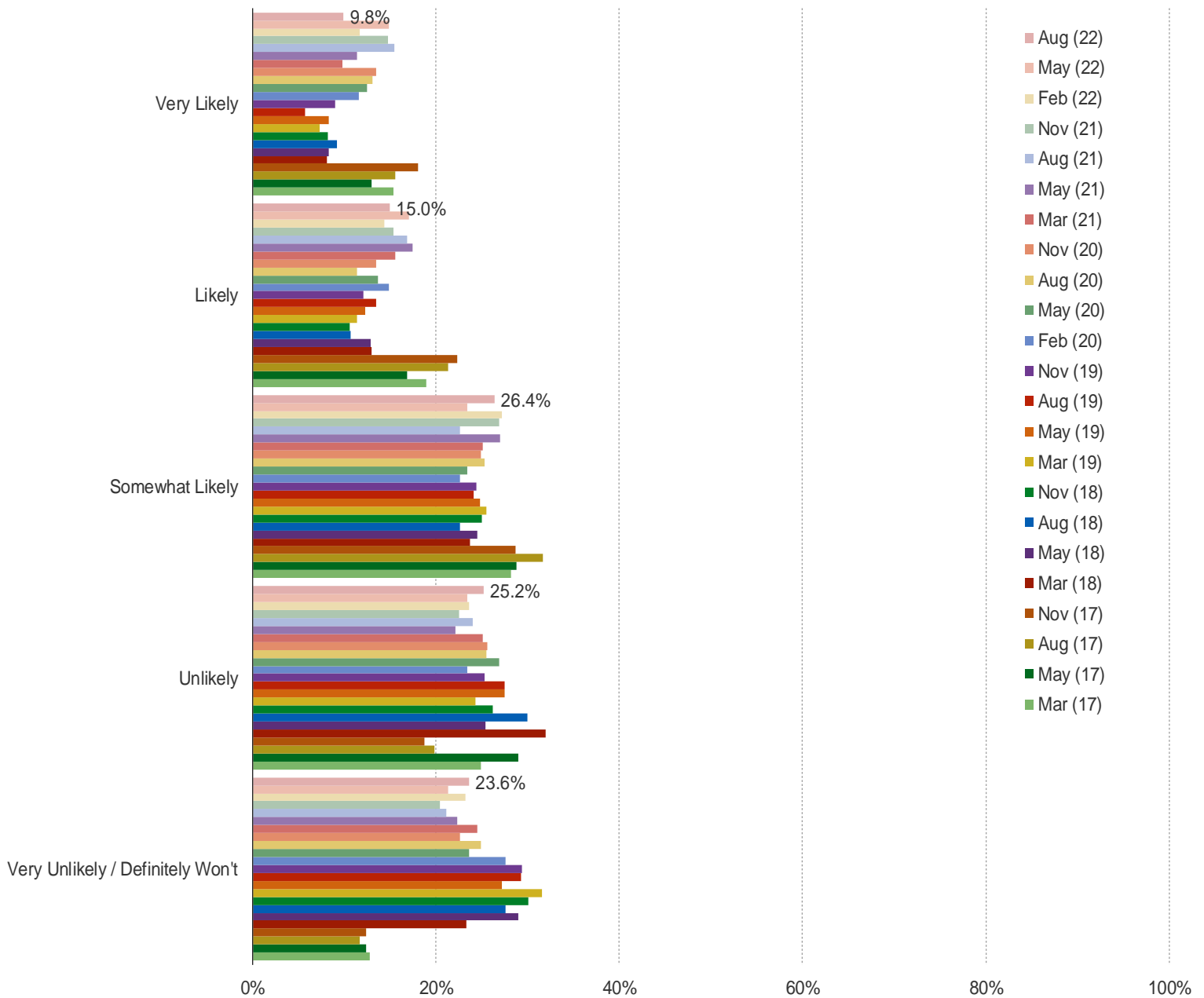
HOW MANY GAMES HAVE YOU PURCHASED SO FAR FOR THE SWITCH?

This question was posed to the target audience that owns a Nintendo Switch



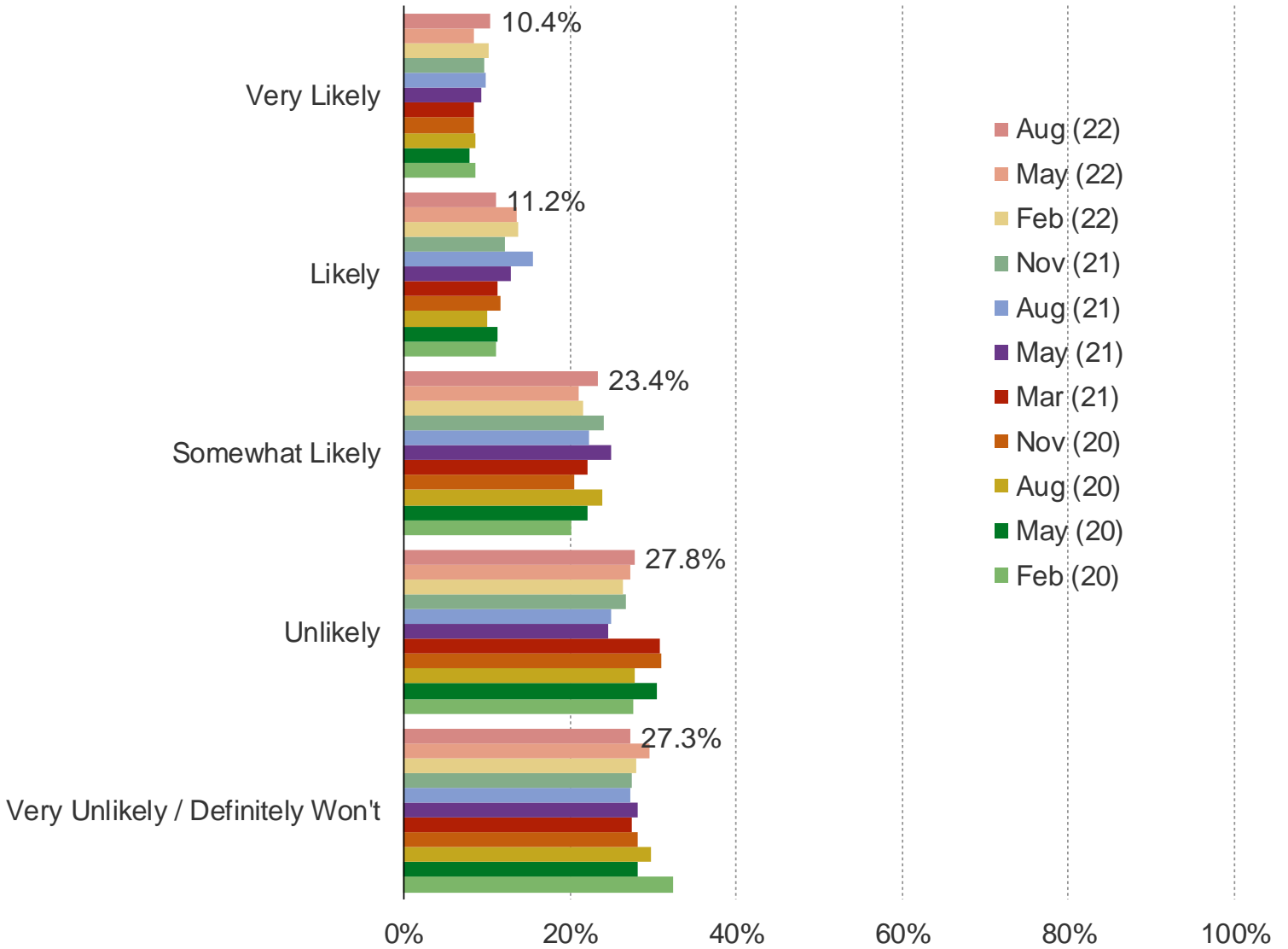
HOW LIKELY ARE YOU TO BUY THE NINTENDO SWITCH IN THE NEXT YEAR?

This question was posed to the target audience that doesn't currently own the Nintendo Switch.



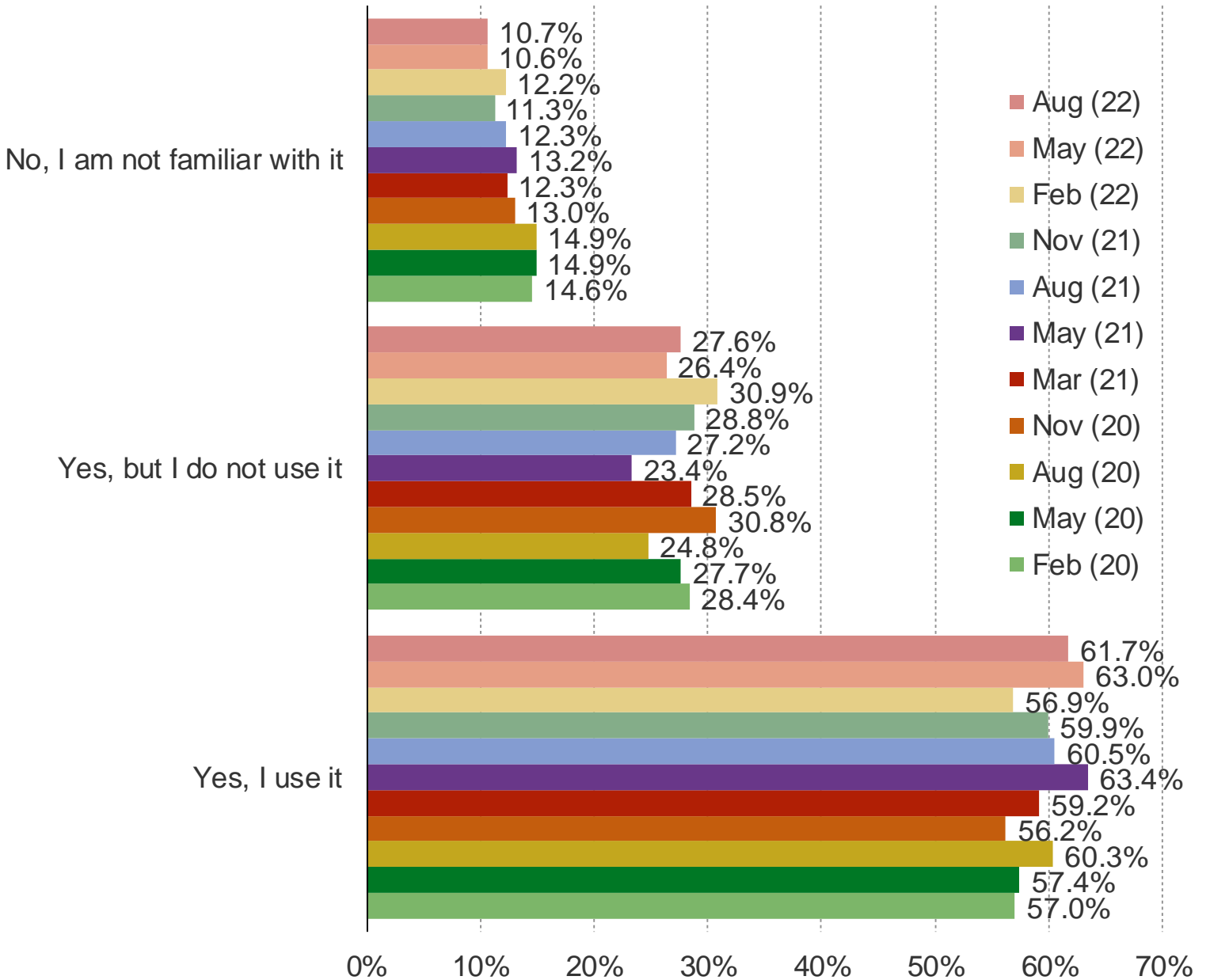
HOW LIKELY ARE YOU TO BUY THE NINTENDO SWITCH LITE IN THE NEXT YEAR?

This question was posed to the target audience that doesn't currently own the Nintendo Switch Lite.



ARE YOU FAMILIAR WITH NINTENDO SWITCH ONLINE?

This question was posed to respondents who own or ordered the Nintendo Switch.



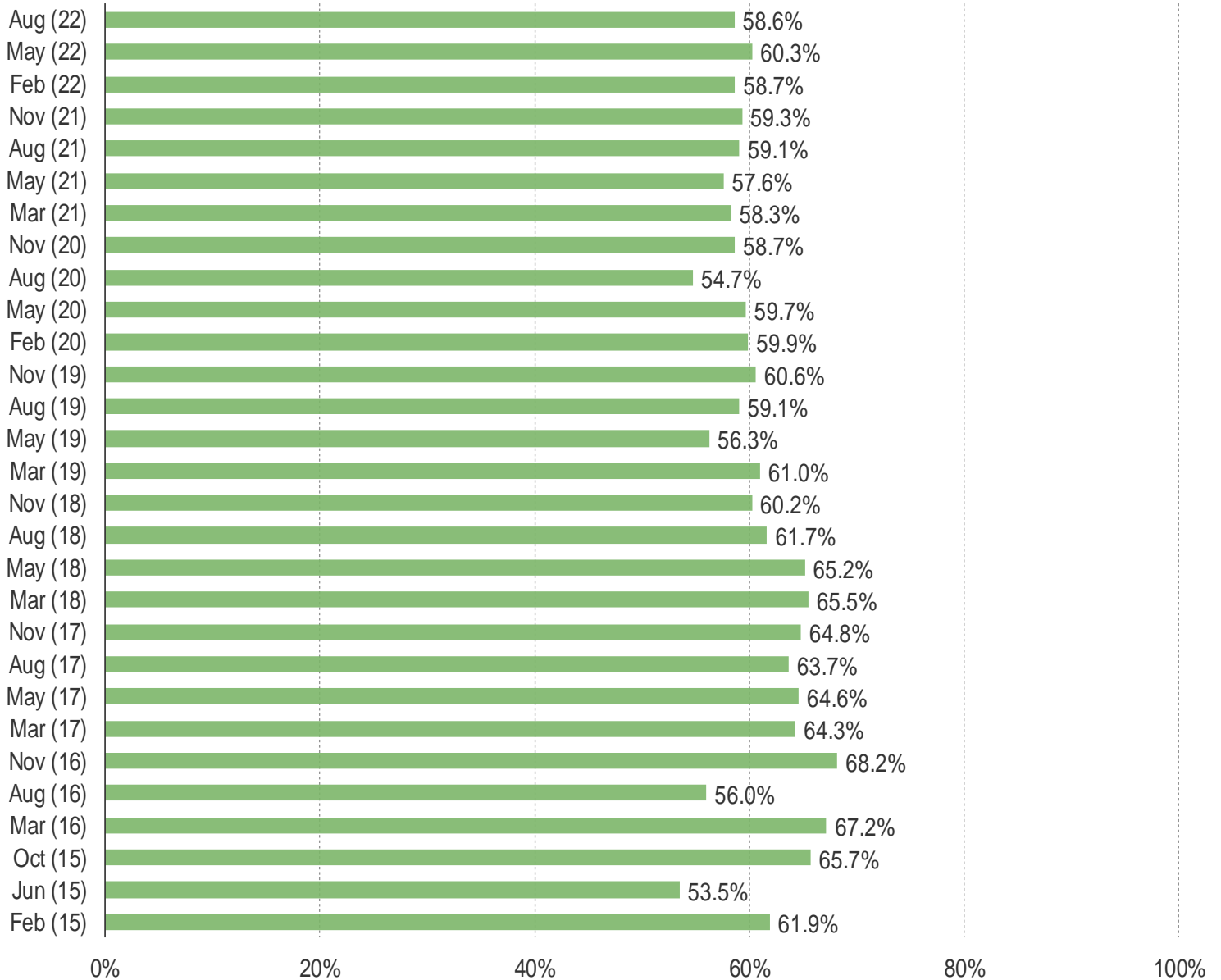


It's In The Game

## CONSOLES: PLAYSTATION AND XBOX

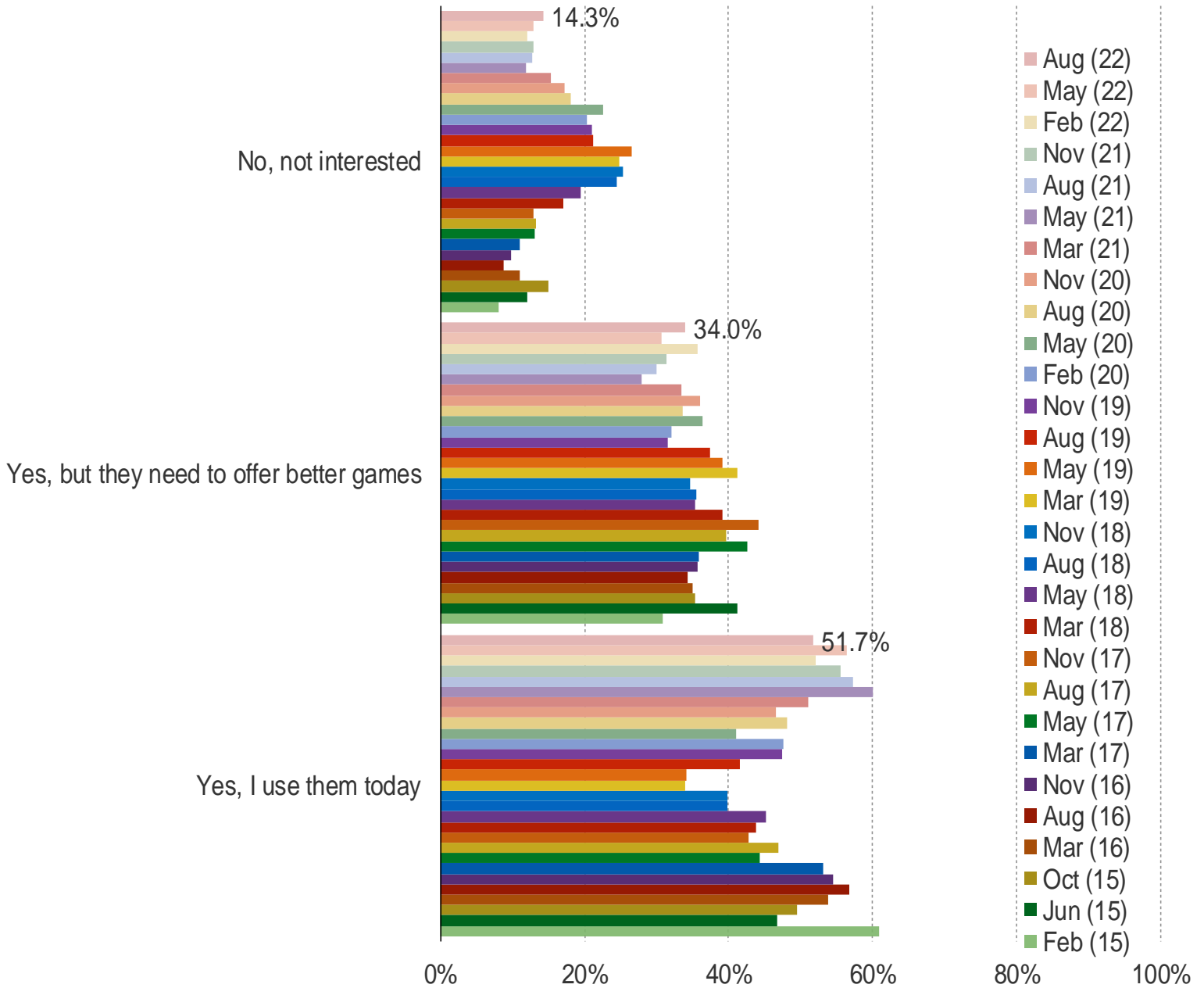
DO YOU OWN AN XBOX ONE AND/OR XBOX SERIES X?

This question was posed to the target audience.



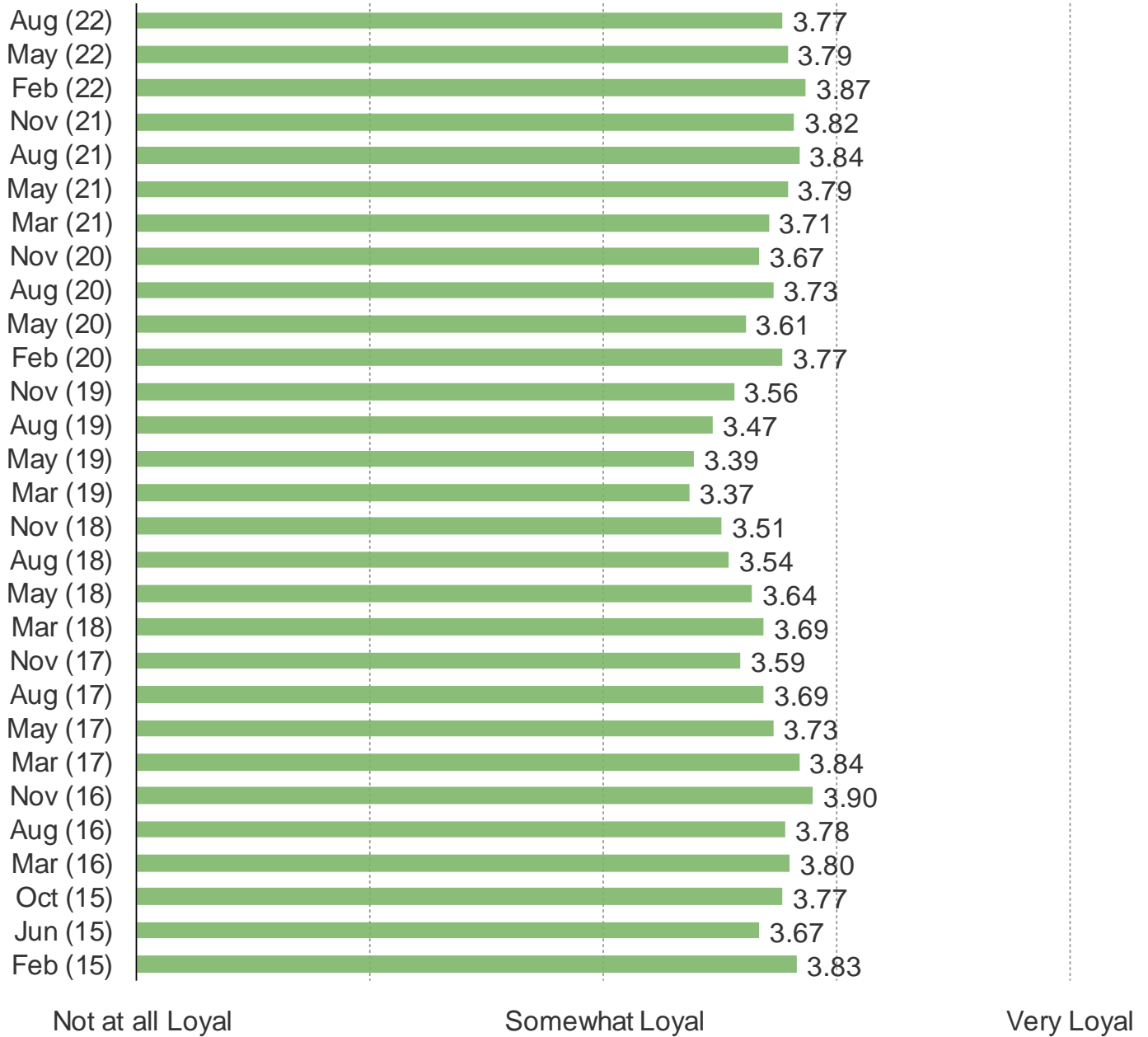
WOULD YOU CONSIDER USING VIDEO GAME STREAMING SERVICES WITHIN XBOX ONE STORES?

This question was posed to Xbox Series X or Xbox One Owners.



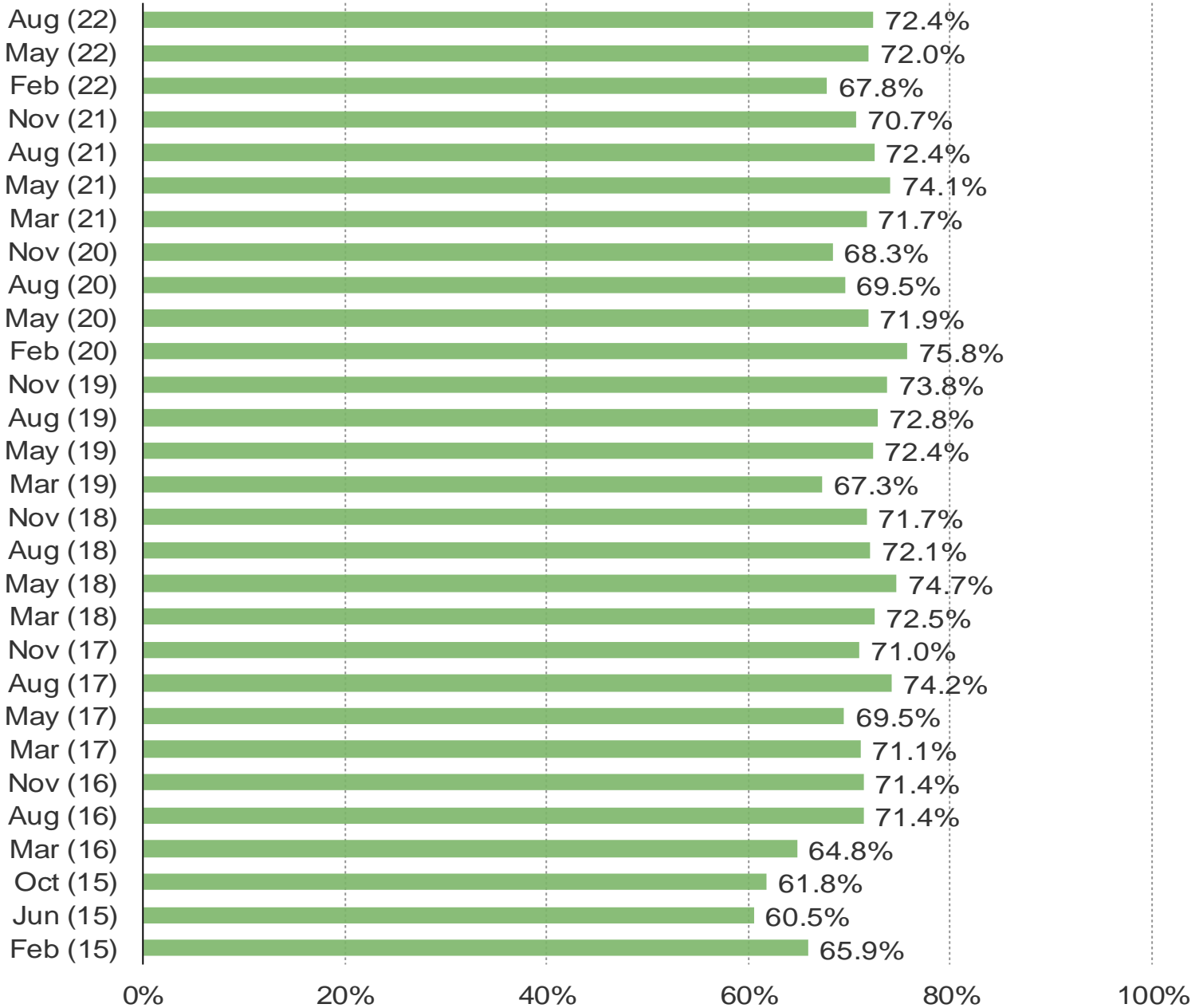
HOW LOYAL ARE YOU TO THE MICROSOFT XBOX BRAND?

This question was posed to Xbox Series X or Xbox One Owners.



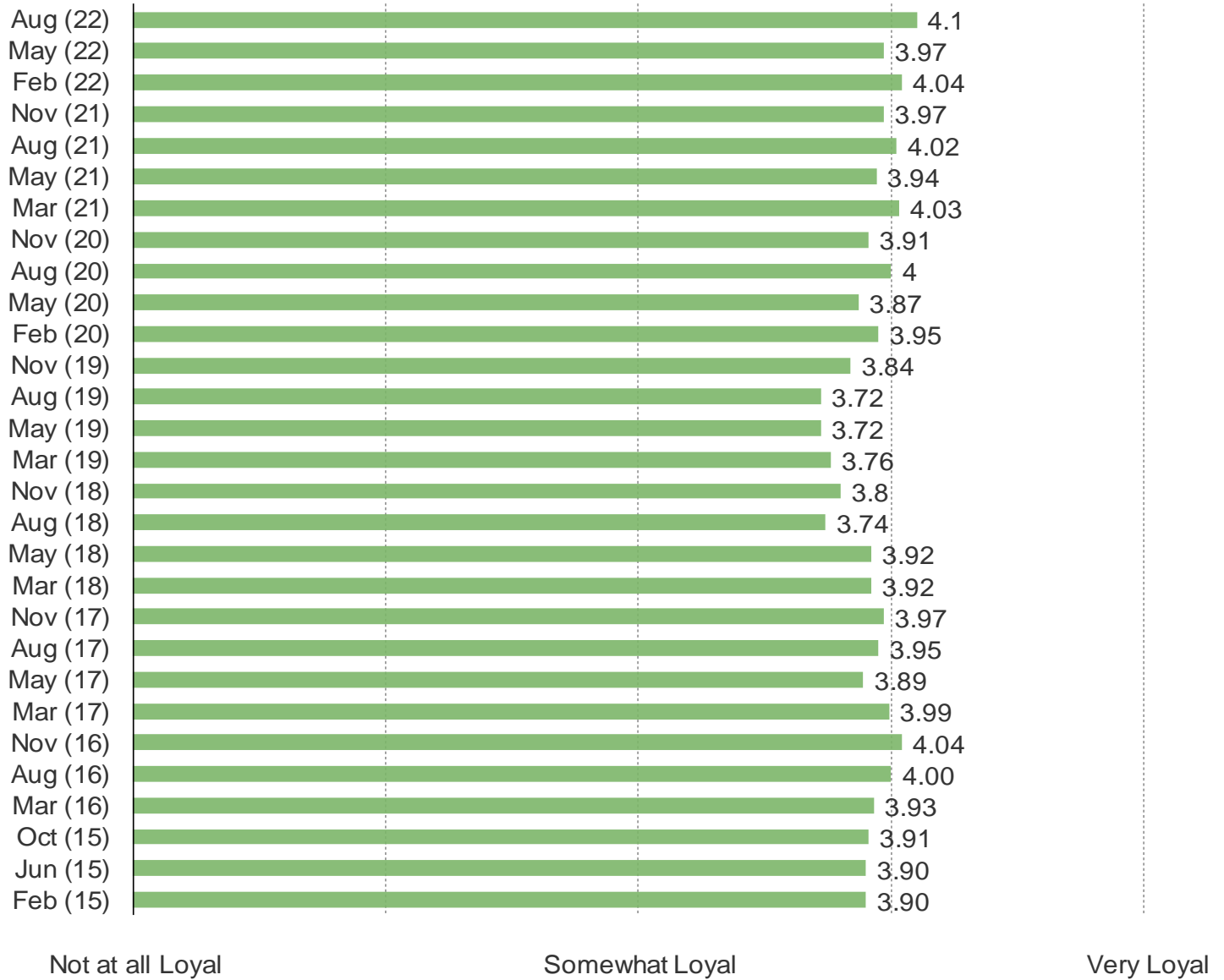
DO YOU OWN A SONY PS4 AND/OR PS5?

This question was posed to Xbox Series X or Xbox One Owners.



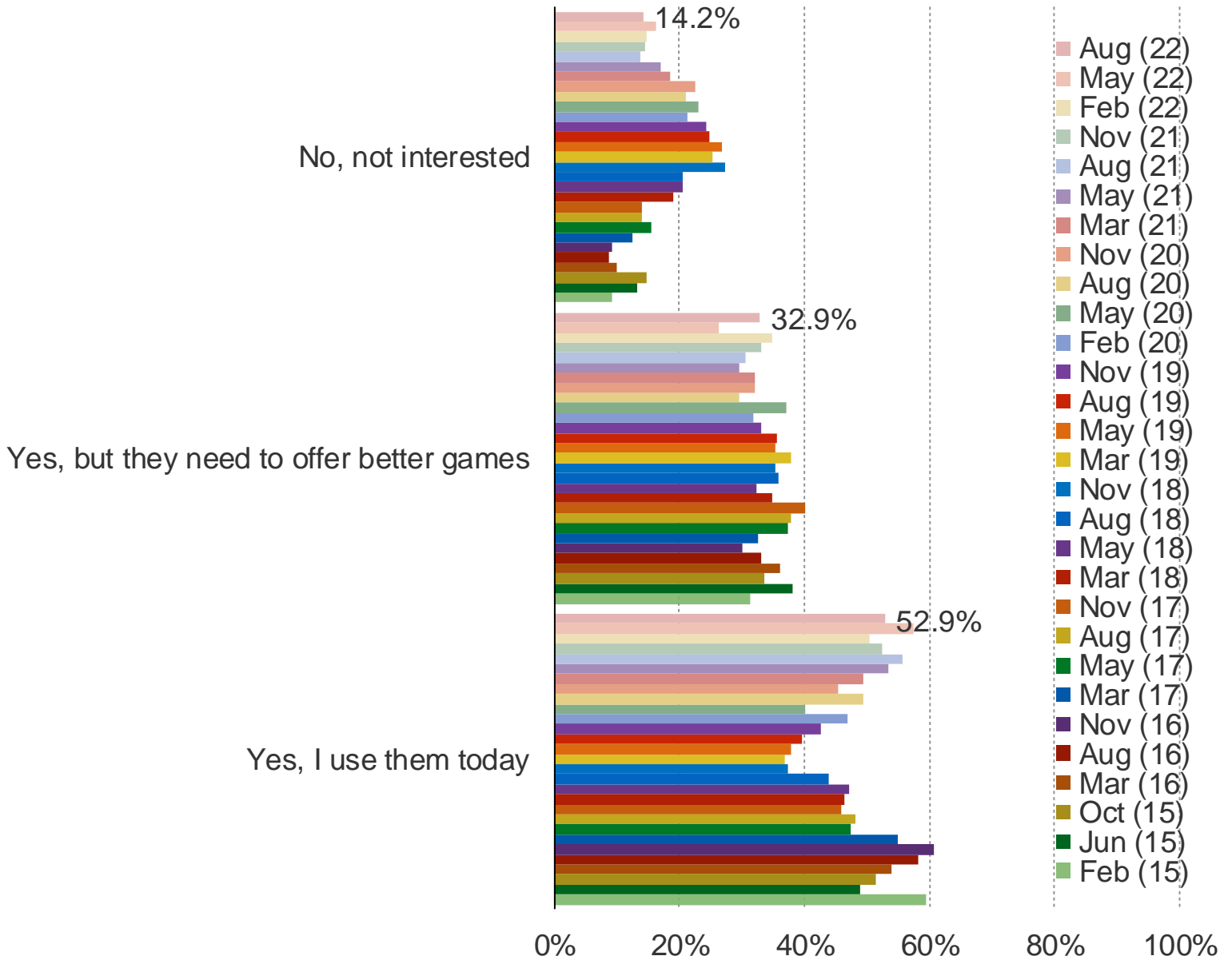
HOW LOYAL ARE YOU TO THE SONY PLAYSTATION BRAND?

This question was posed to Sony PlayStation 5 or 4 Owners.



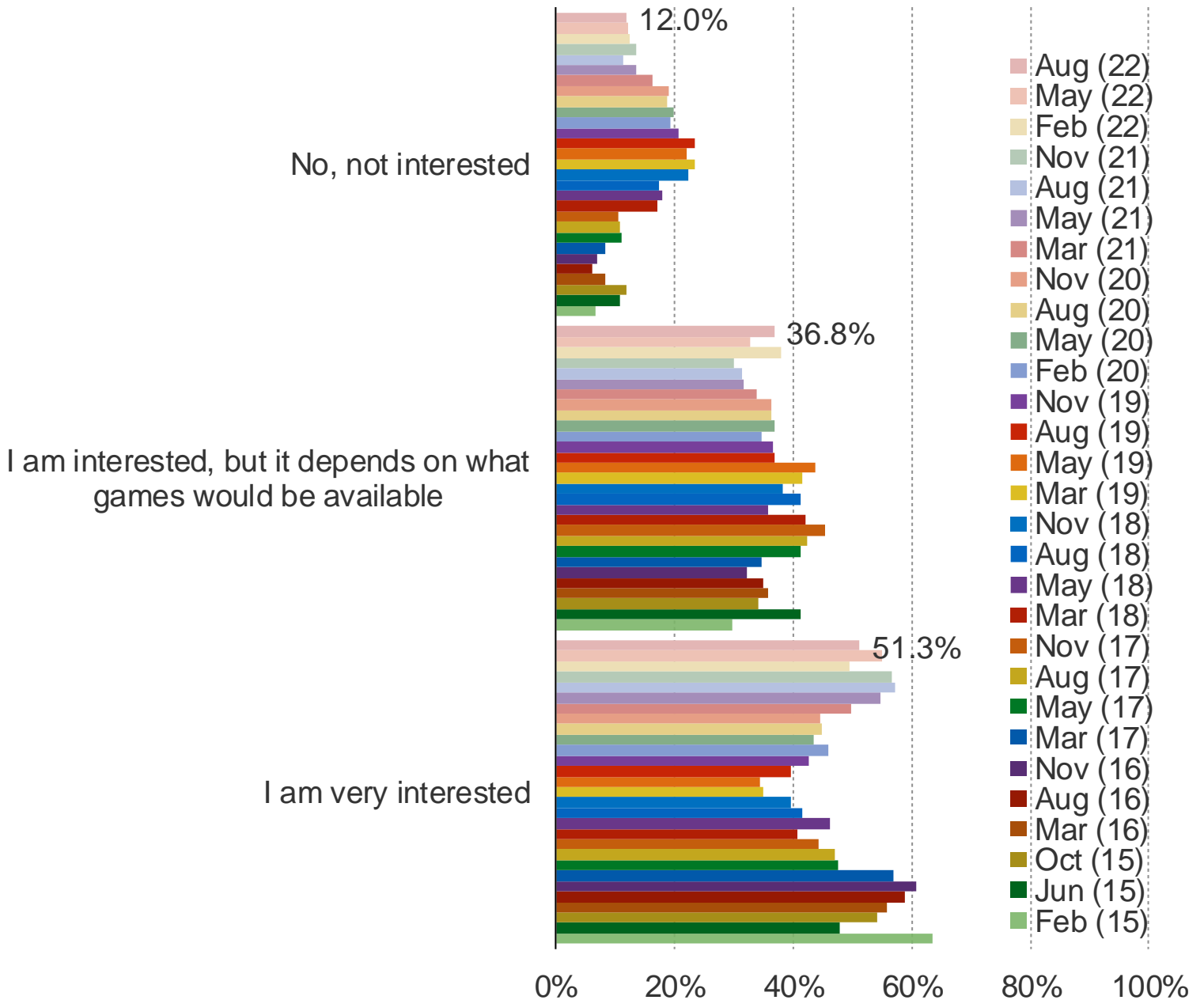
WOULD YOU CONSIDER USING VIDEO GAME STREAMING SERVICES PROVIDED WITHIN PLAYSTATION STORES?

This question was posed to Sony PlayStation 5 or 4 Owners.



HOW INTERESTED WOULD YOU BE IN GAINING ACCESS TO PLAYSTATION GAMES FOR A MONTHLY SUBSCRIPTION PRICE?

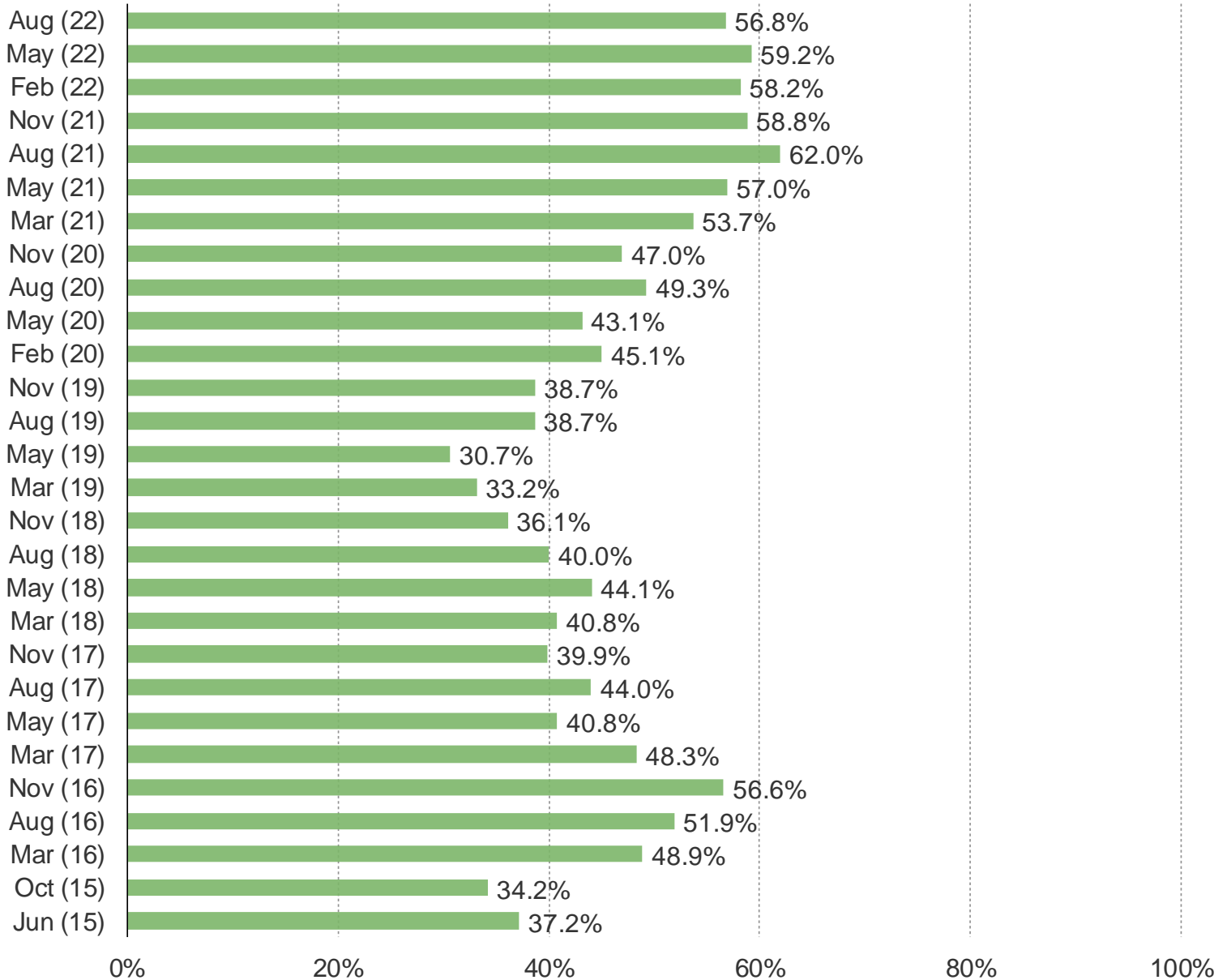
This question was posed to Sony PlayStation 5 or 4 Owners.





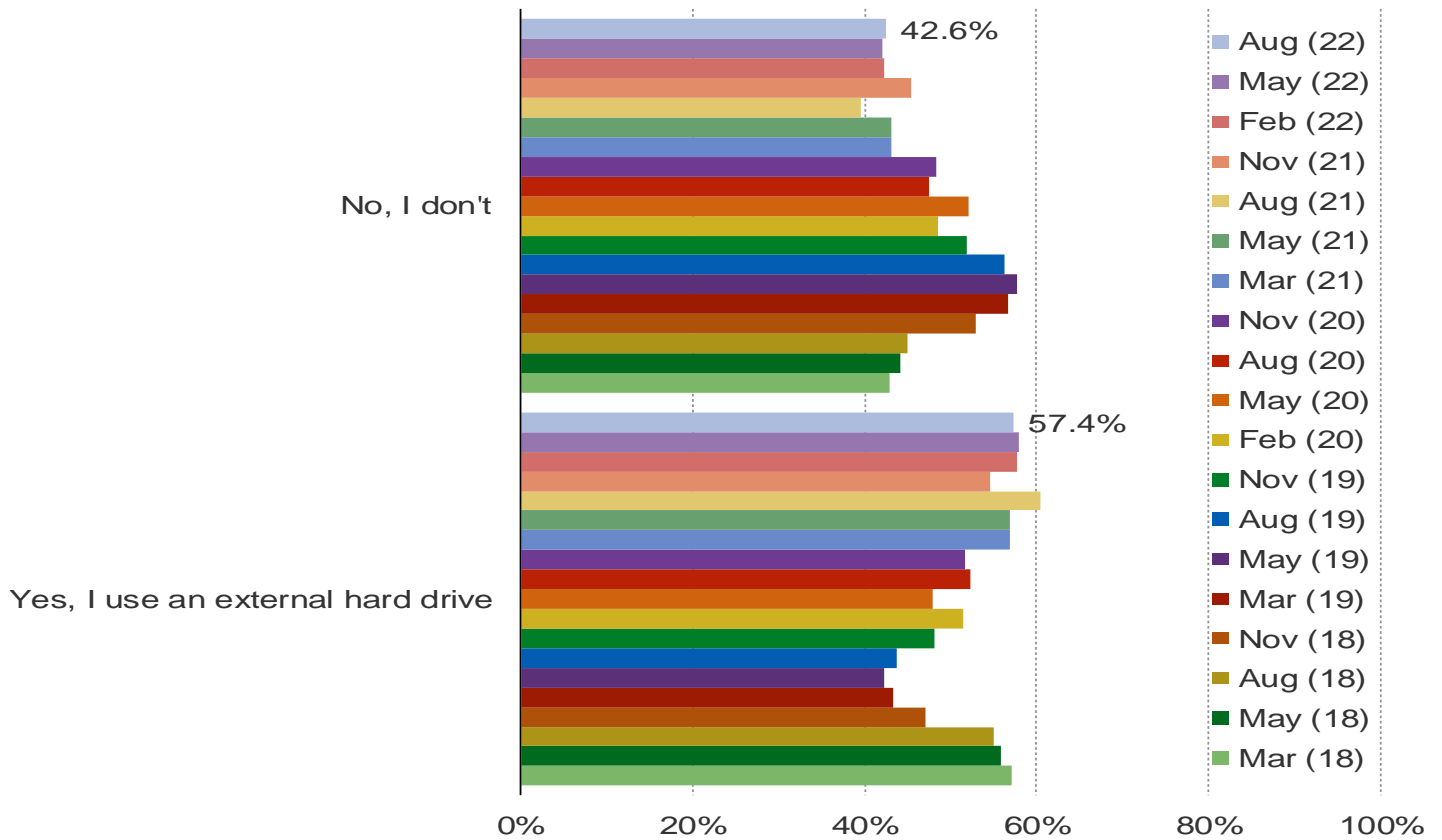
ARE YOU CURRENTLY A SUBSCRIBER TO SONY'S PLAYSTATION NOW STREAMING SUBSCRIPTION OFFERING?

This question was posed to Sony PlayStation 5 or 4 Owners.



DO YOU USE AN EXTERNAL HARD DRIVE TO STORE DIGITALLY DOWNLOADED GAMES AND CONNECT TO PLAY THEM ON CONSOLES LIKE PS4 OR XBOX ONE?

This question was posed to the target audience.

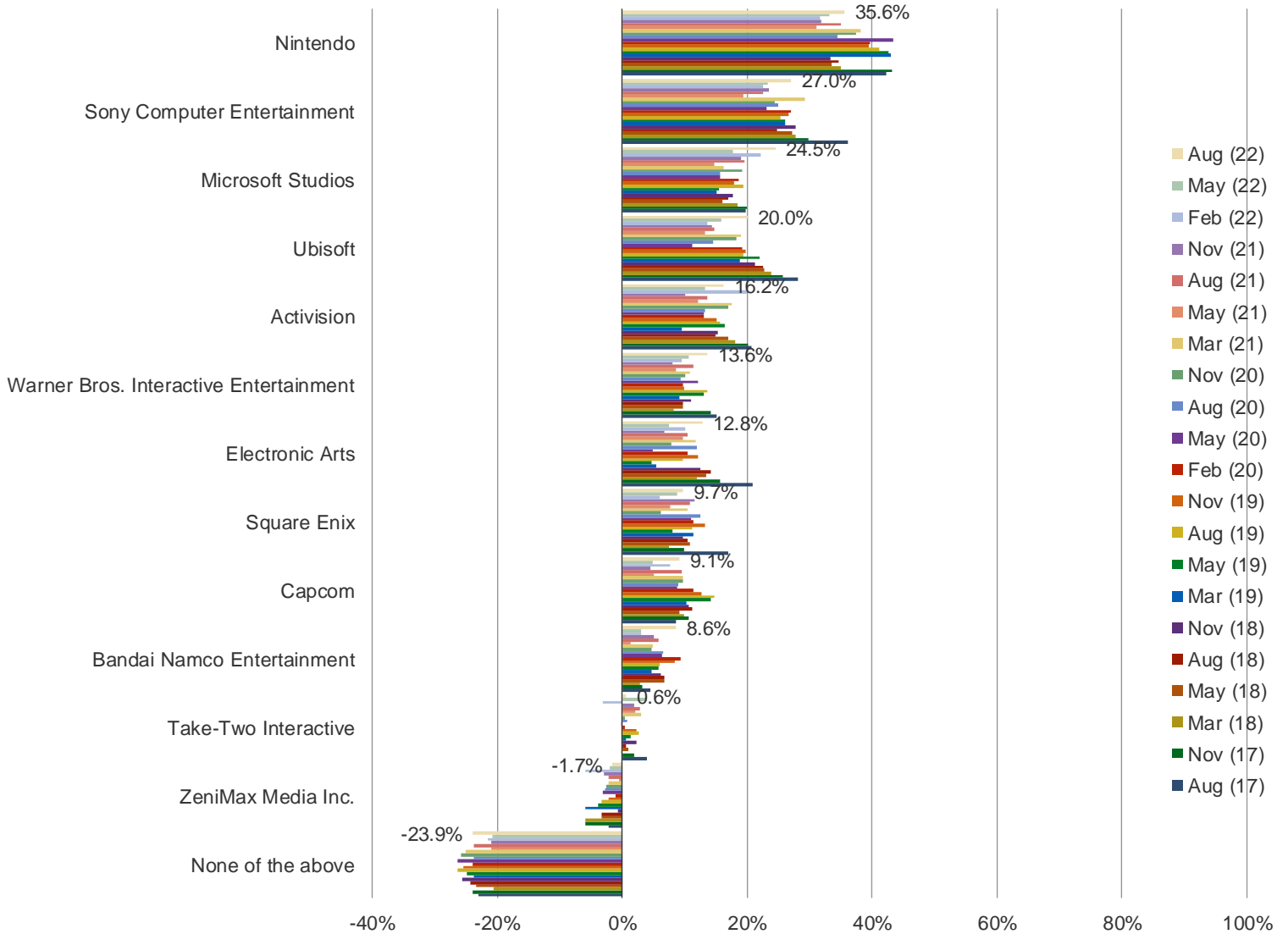


It's In The Game

# PUBLISHERS

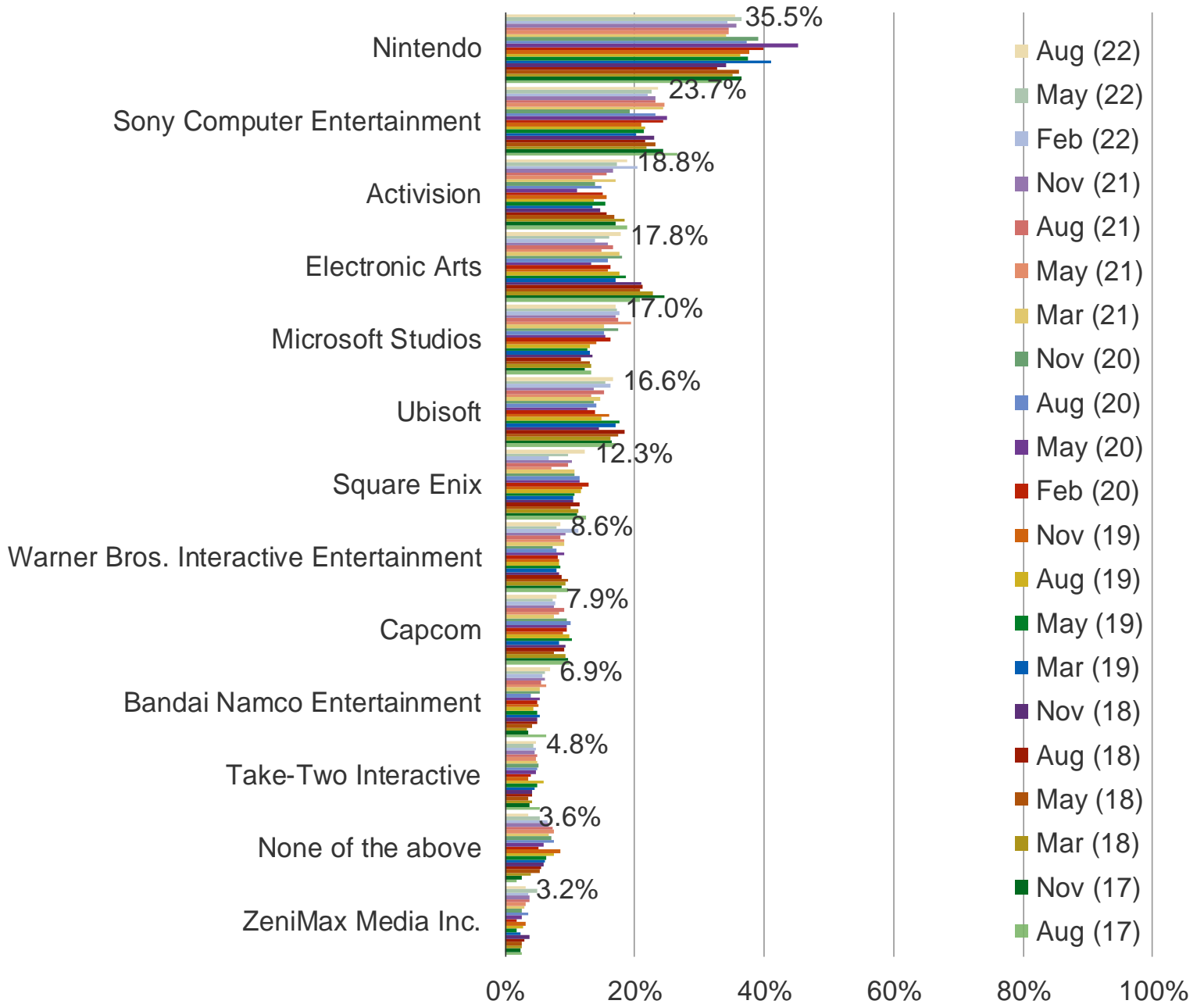
PUBLISHER POPULARITY (GAINING POPULARITY MINUS LOSING POPULARITY)

Posed to the target audience



WHICH OF THE FOLLOWING PUBLISHERS DO YOU THINK PUTS OUT THE BEST GAMES?

Posed to the target audience

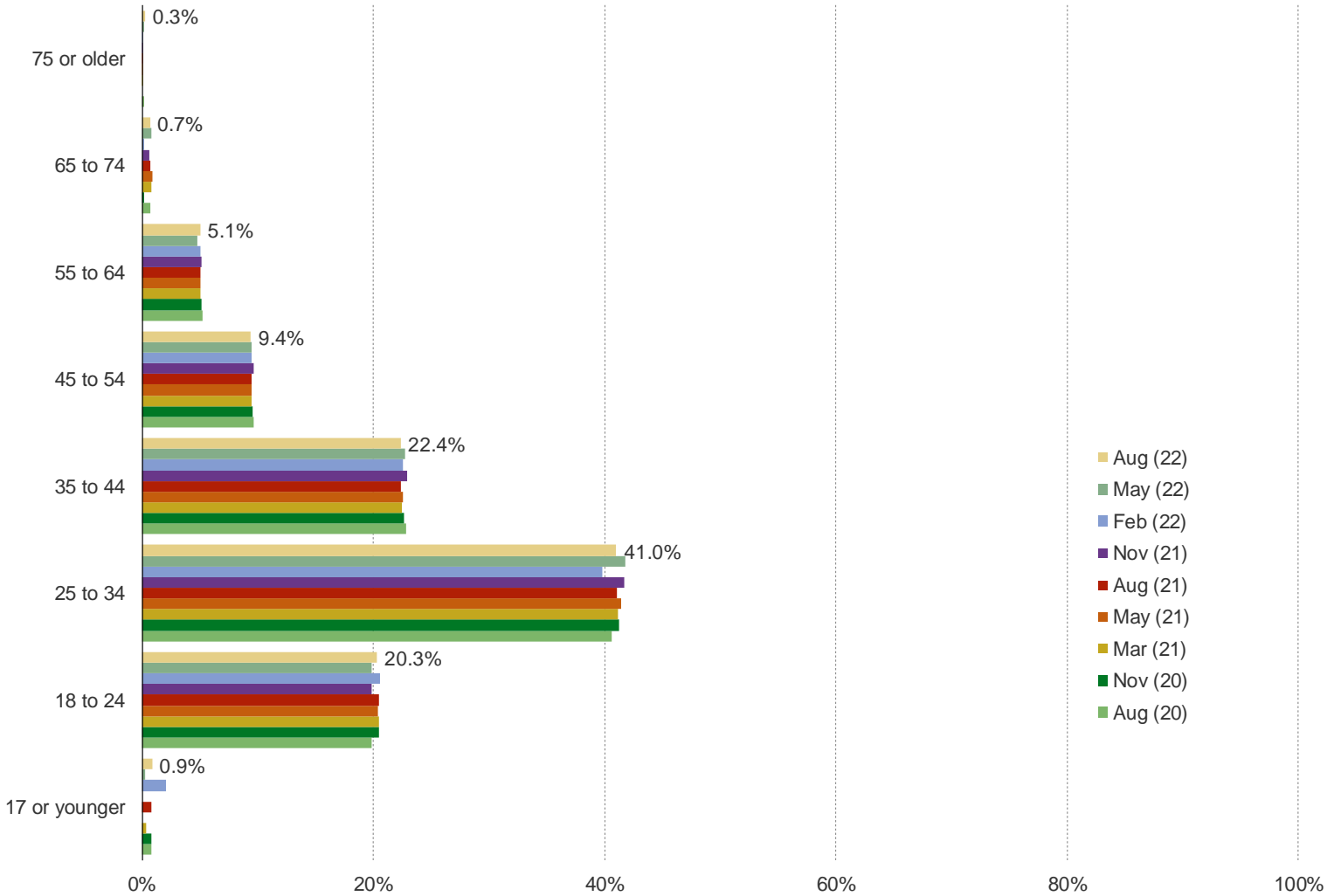


It's In The Game

## DEMOGRAPHICS

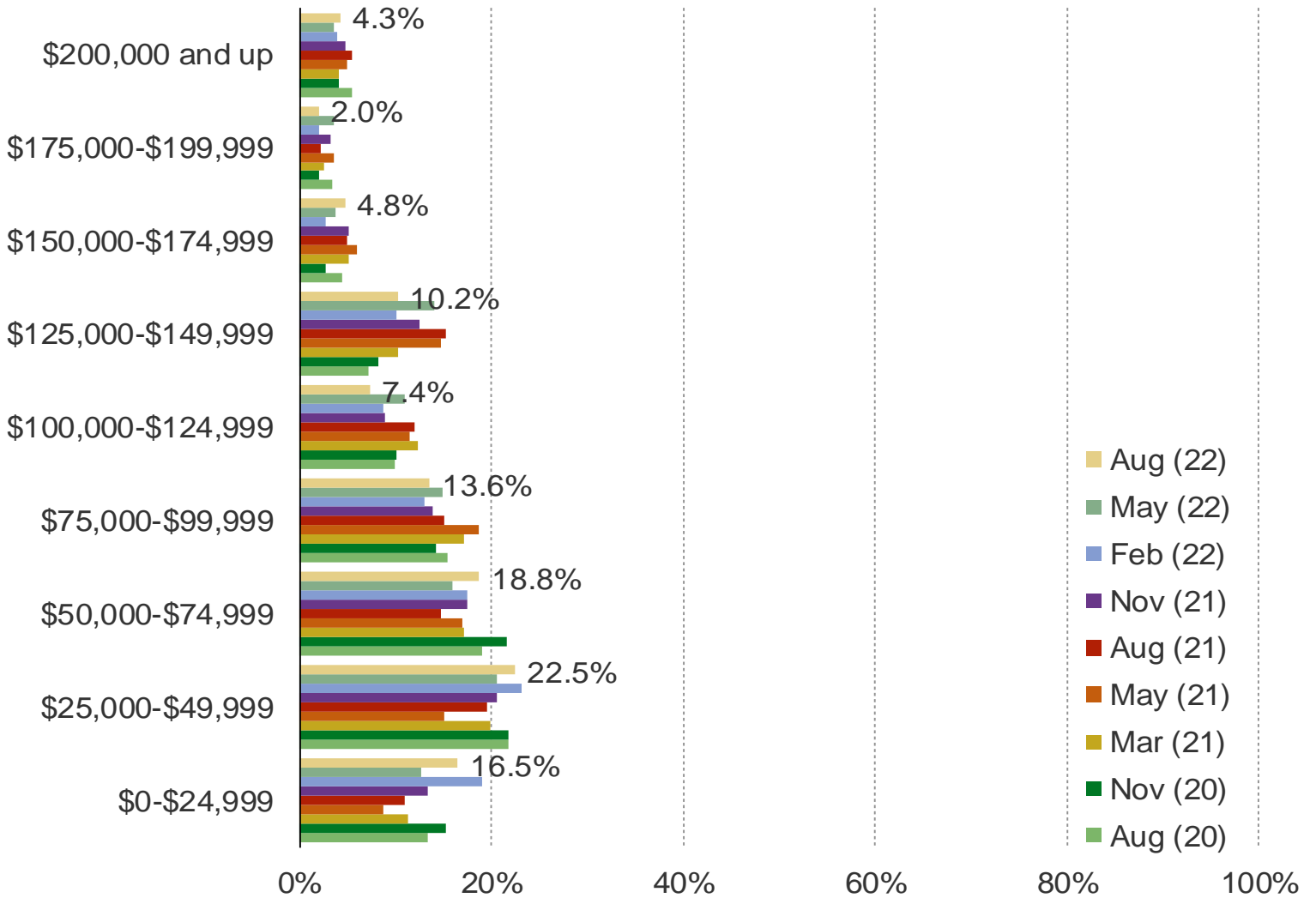
AGE

Posed to the target audience



INCOME

Posed to the target audience





GENDER

Posed to the target audience

