

Video Games

Volume 32 | Quarterly Survey

1,000+ US Gamers (OWNS A PS5, Series X, PS4, XBOX ONE, OR SWITCH/Switch Lite)

Tickers Covered: MSFT, EA, TTWO, ATVI, GME, SNE, NTDOY.

Key Takeaways:

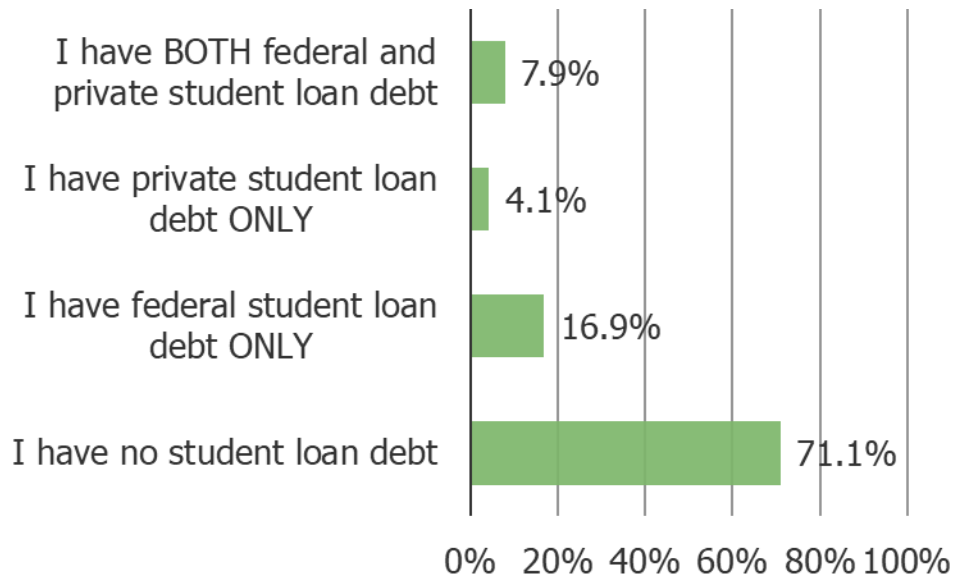
1. Among gamers with federal student loan debt, 41.3% say they have not been making any payments since they went on pause, and 27.4% said they have been making some, but not all, payments.
2. Of those who said their payments have been fully or partially on pause, 24.9% said it caused a slight increase in their video game spending and 10.4% said it caused a significant increase. These respondents indicate some expected impact to future video game spending when payments resume, but they were more likely to say it would impact spending on other discretionary categories than video games.
3. Self-reported playing frequency of COD was a bit lower this quarter compared to our April survey, but among those who have been playing, they reported more time spent per day relative to April.
4. Likelihood of getting the next COD games set for release in November ticked up very slightly compared to April. For the most part, feedback on this front was virtually unchanged q/q.
5. Self-reported video game playing frequency was unchanged q/q, which sits at the lower end of the range we have observed historically.
6. Gamer feedback on spending activity (on both new release games and in-game transactions) softened a bit relative to prior waves.
7. Call of Duty and Grand Theft Auto are the top two games that gamers named that they are excited about. Starfield is a new title appearing in the games most excited about word cloud this quarter.
8. Interest in metaverse type applications has cooled off across survey waves.
9. Turning to the newest consoles (PS5 and Xbox Series X), a declining share of owners report having purchased it from Amazon. We observed a similar trend in Nintendo Switch questions.
10. Gamers continue to express more excitement for the exclusive game lineup for the PS5 than they are for the Series X.
11. The share of games that video game players buy digitally continues to grind higher sequentially.
12. Gamestop purchase recency softened sequentially and gamers are increasingly saying digital downloads negatively impact the amount of money they spend at GameStop. Among those who have shopped GameStop, the share who are PowerUp Rewards members has been in decline across recent volumes.
13. Adoption of the Switch console increased throughout our survey but growth has plateaued more recently. That said, Switch game feedback was more constructive.

It's In The Game

NEW QUESTIONS THIS QUARTER

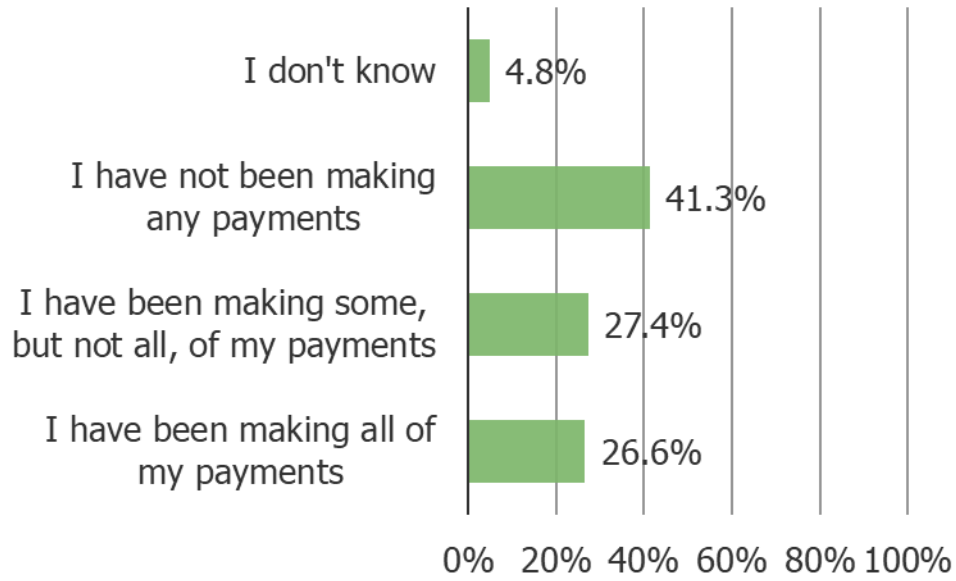
DO YOU HAVE STUDENT LOAN DEBT?

This question was posed to the target audience.



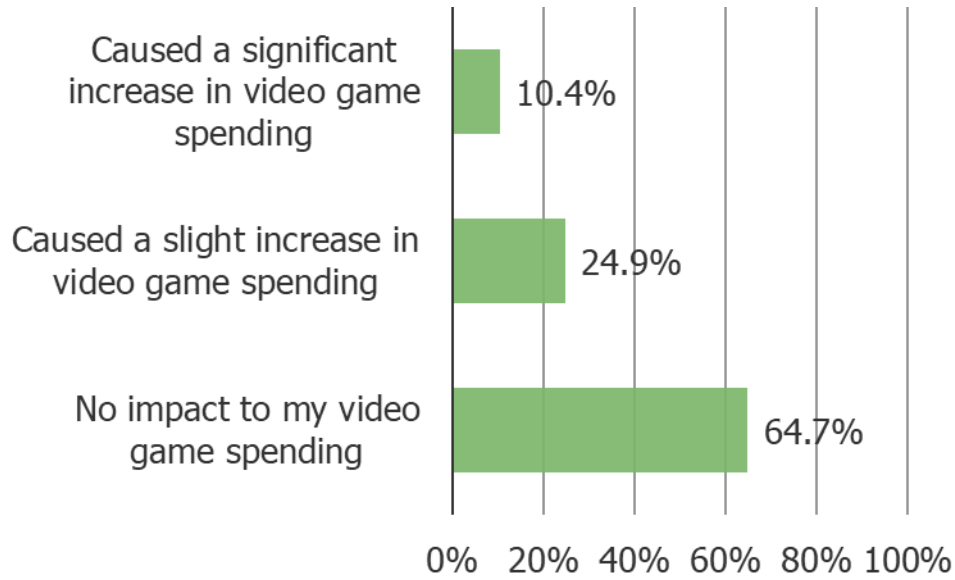
HAVE YOU BEEN MAKING YOUR STUDENT LOAN PAYMENTS SINCE YOU WERE PERMITTED TO PUT THEM ON HOLD AT THE BEGINNING OF THE COVID PANDEMIC (MARCH OF 2020)?

This question was posed to the target audience who said they have federal student loan debt.



DID YOU INCREASE YOUR SPENDING ON VIDEO GAMES AT ALL OVER THE PAST FEW YEARS BECAUSE YOU WEREN'T MAKING ALL YOUR STUDENT LOAN PAYMENTS?

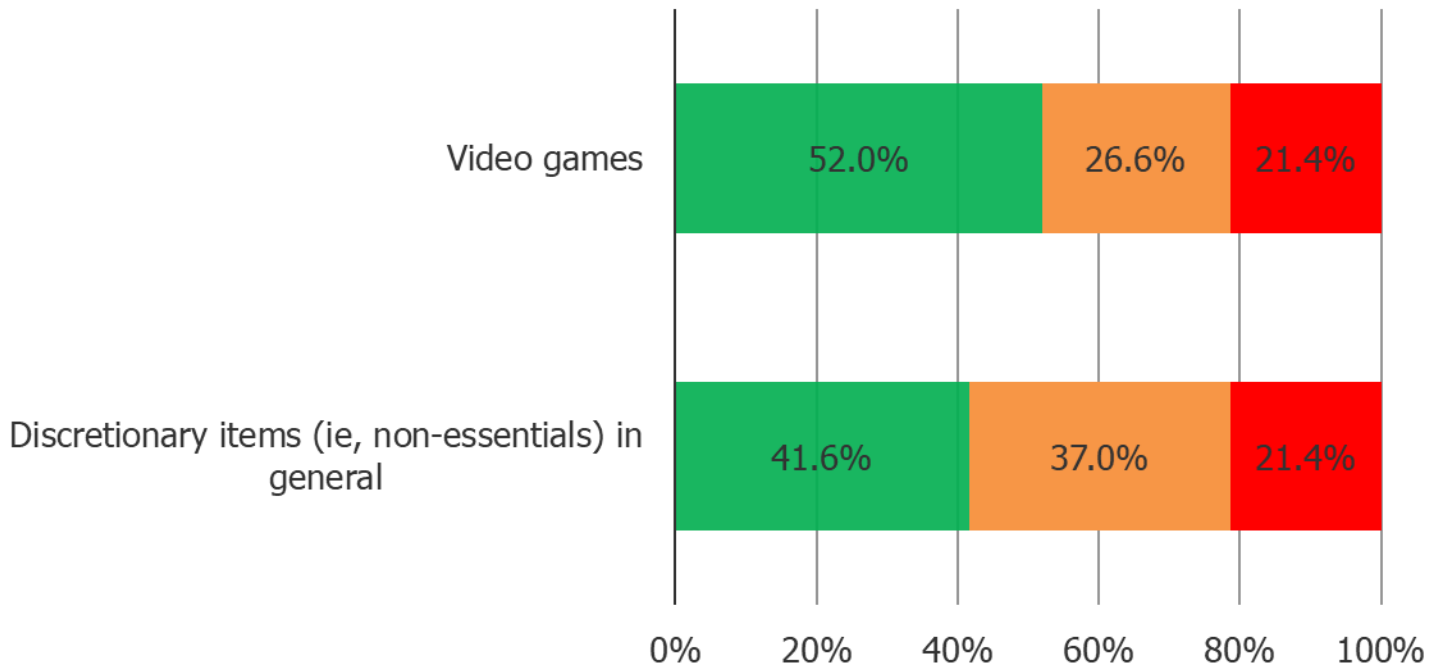
This question was posed to the target audience who said they have federal student loan debt and that their payments have been fully or partially on hold.



WHEN STUDENT LOAN PAYMENTS RESUME IN THE NEXT FEW WEEKS, WILL IT HAVE ANY IMPACT ON YOUR SPENDING HABITS?

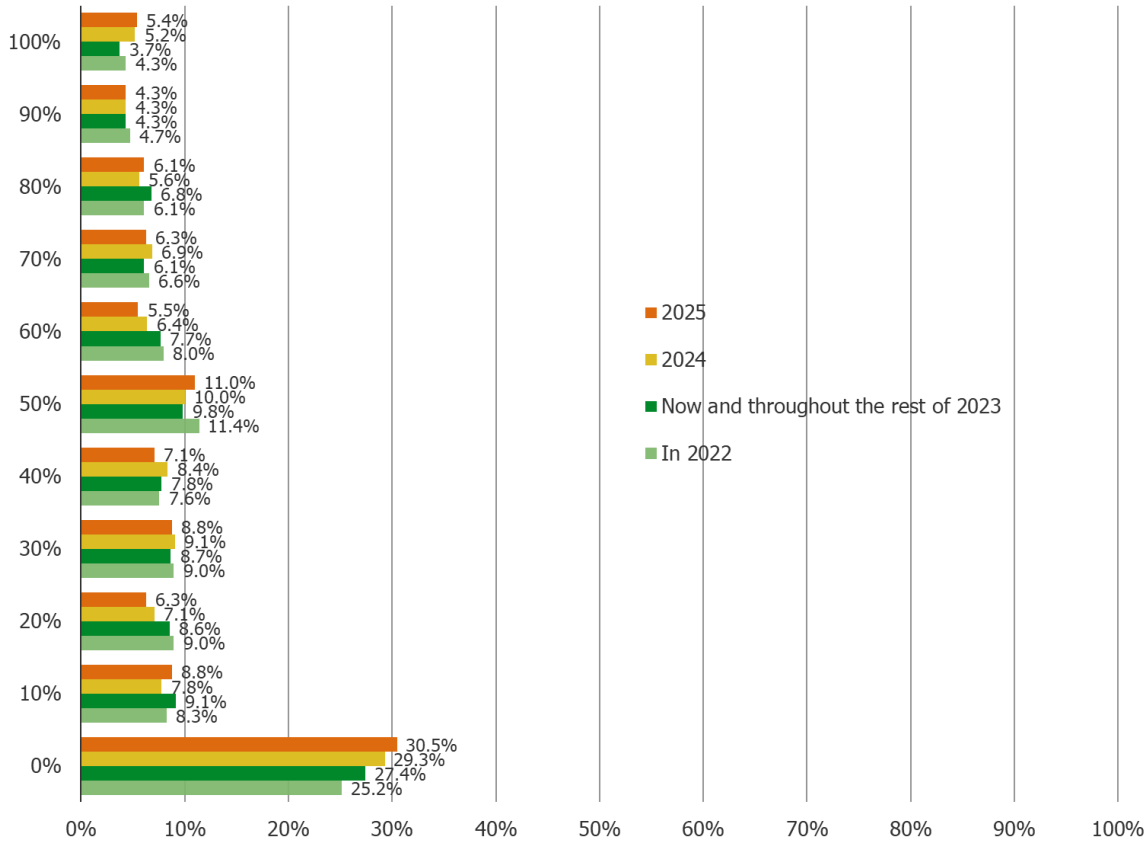
This question was posed to the target audience who said they have federal student loan debt and that their payments have been fully or partially on hold.

■ No impact ■ Slight negative impact ■ Significant negative impact

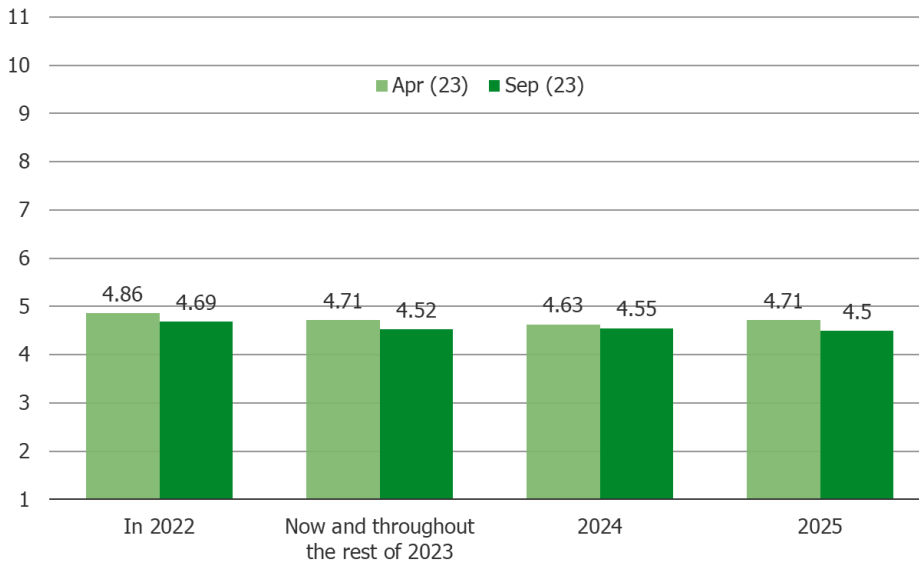


WHAT PERCENTAGE OF YOUR TOTAL GAMING TIME WOULD YOU SAY HAS/WILL GET SPENT PLAYING CALL OF DUTY GAMES DURING THE FOLLOWING TIMES...

This question was posed to the target audience.

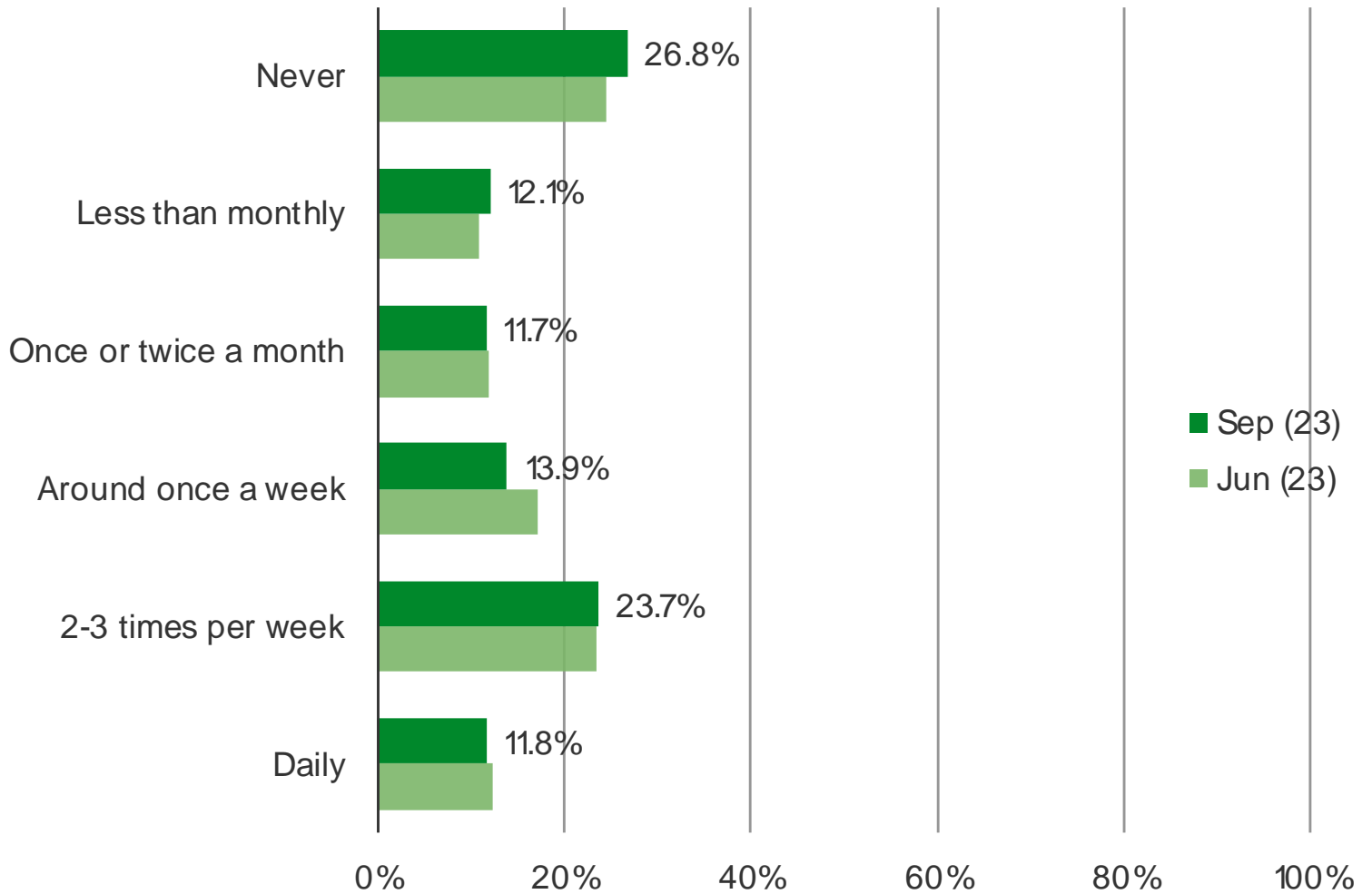


Weighted Average (1 = 0%, 2 = 10%, 3 = 30%, 4 = 40%, 5 = 50%, 6 = 60%, 7 = 70%, 8 = 80%, 9 = 90%, 10 = 100%)



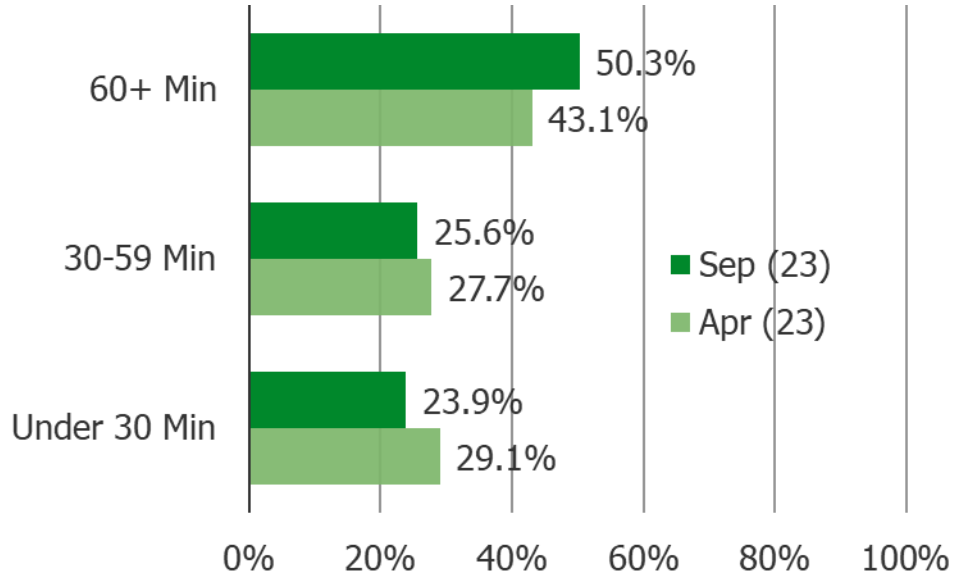
HOW OFTEN DO YOU PLAY CALL OF DUTY GAMES CURRENTLY?

This question was posed to the target audience.



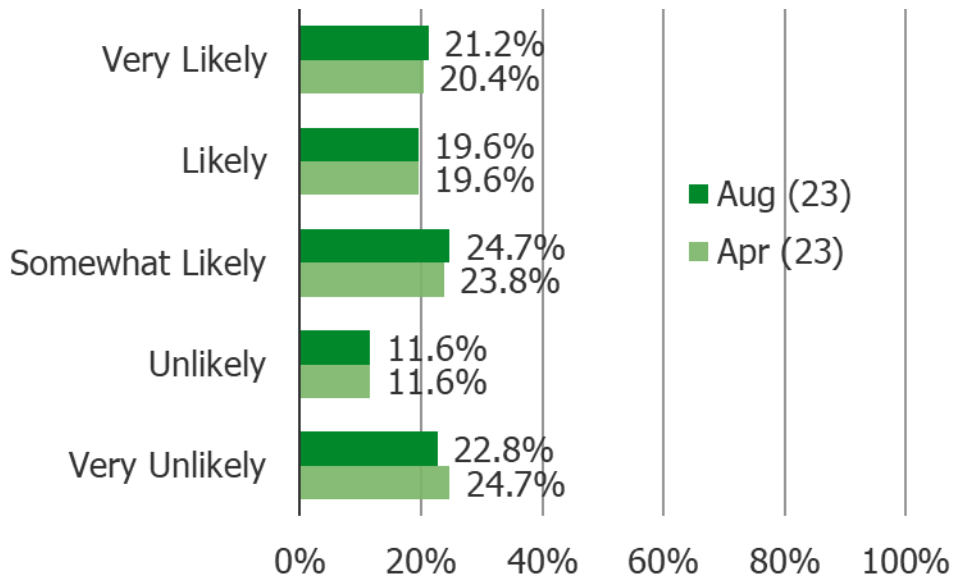
WHEN YOU PLAY CALL OF DUTY, HOW MANY MINUTES DO YOU TYPICALLY SPEND PLAYING ON THAT DAY?

This question was posed to the target audience (those who play Call of Duty more often than never).



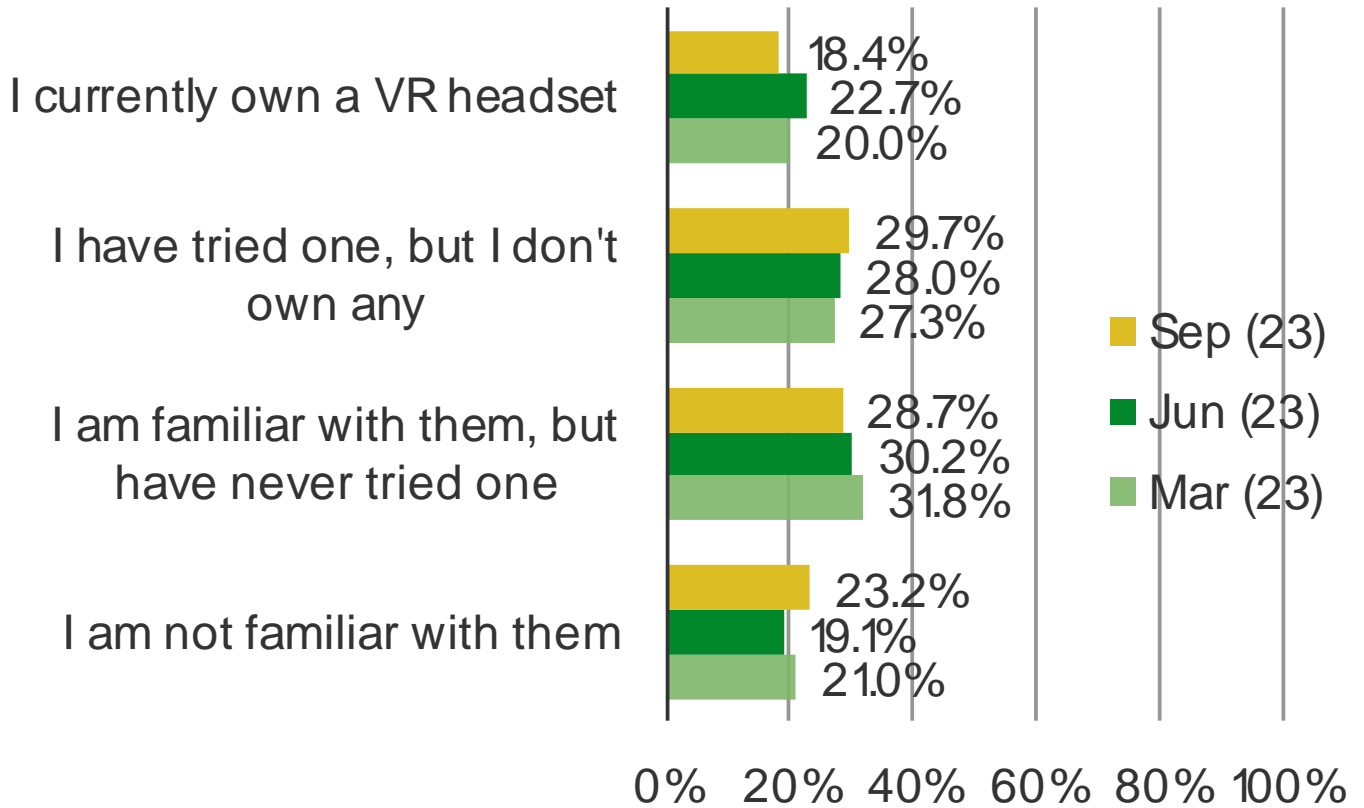
HOW LIKELY ARE YOU TO GET THE NEXT CALL OF DUTY GAMES SET TO RELEASE IN NOVEMBER OF 2023?

This question was posed to the target audience.



WHICH BEST DESCRIBES YOUR PERSONAL EXPERIENCE WITH VR HEADSETS?

This question was posed to the target audience.



WHICH VR HEADSET DO YOU OWN?

This question was posed to respondents who own a VR headset.

September 2023

OCULUS

JBL APPLE PLAYSTATION SAMSUNG QUEST2 VR HTC PS

SONY PLAYSTATIONVR

METAQUEST

WHICH VR HEADSET DO YOU OWN?

This question was posed to respondents who own a VR headset.

June 2023



OCULUS

March 2023

OCULUS



HOW LIKELY ARE YOU TO PURCHASE A VR HEADSET IN THE NEXT 12 MONTHS? NOT INCLUDING ANY THAT YOU ALREADY OWN, IF YOU OWN ANY.

This question was posed to the target audience.

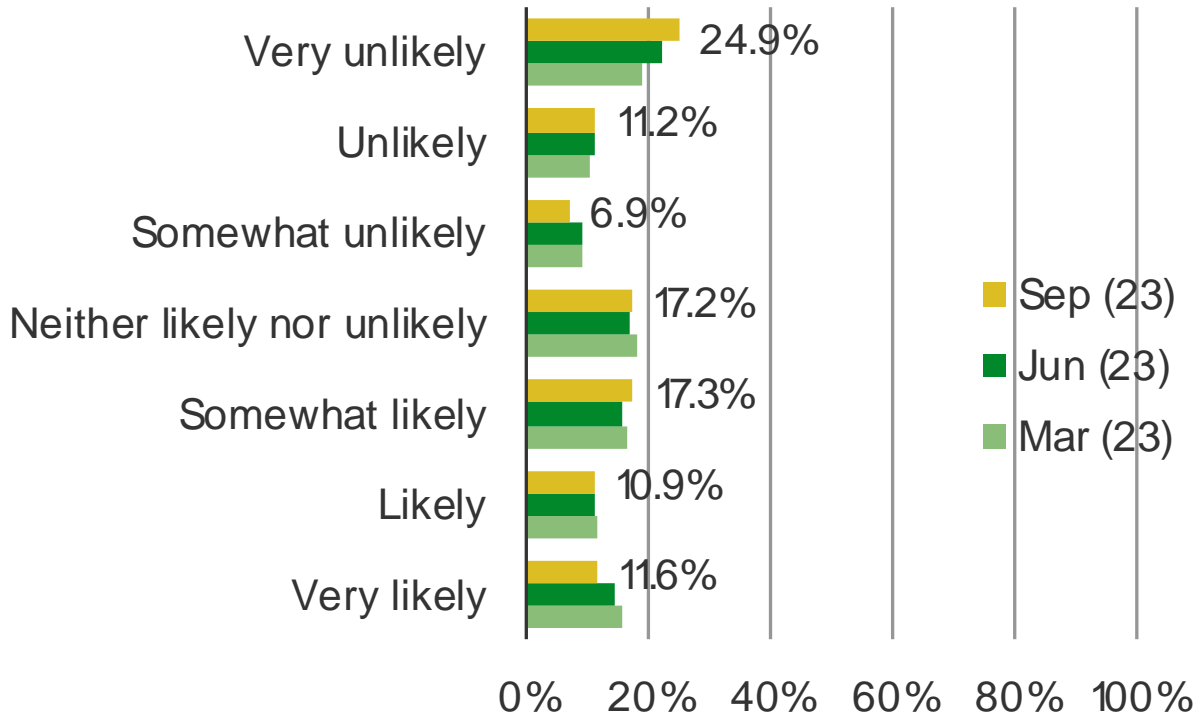
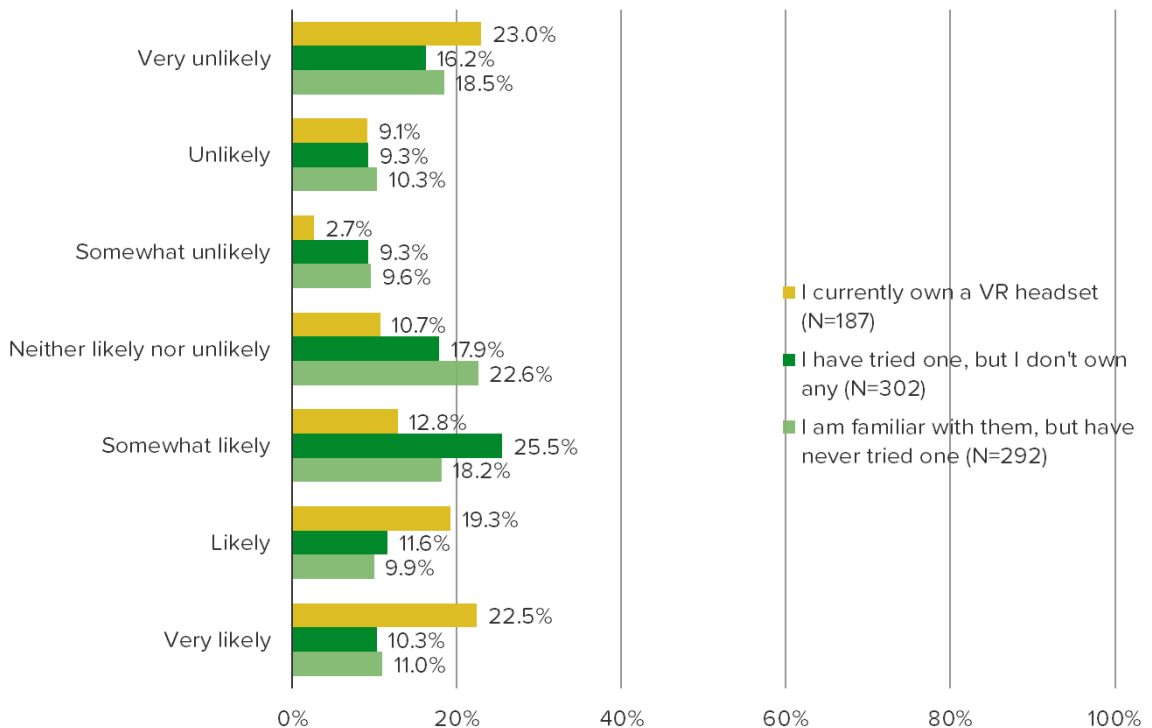
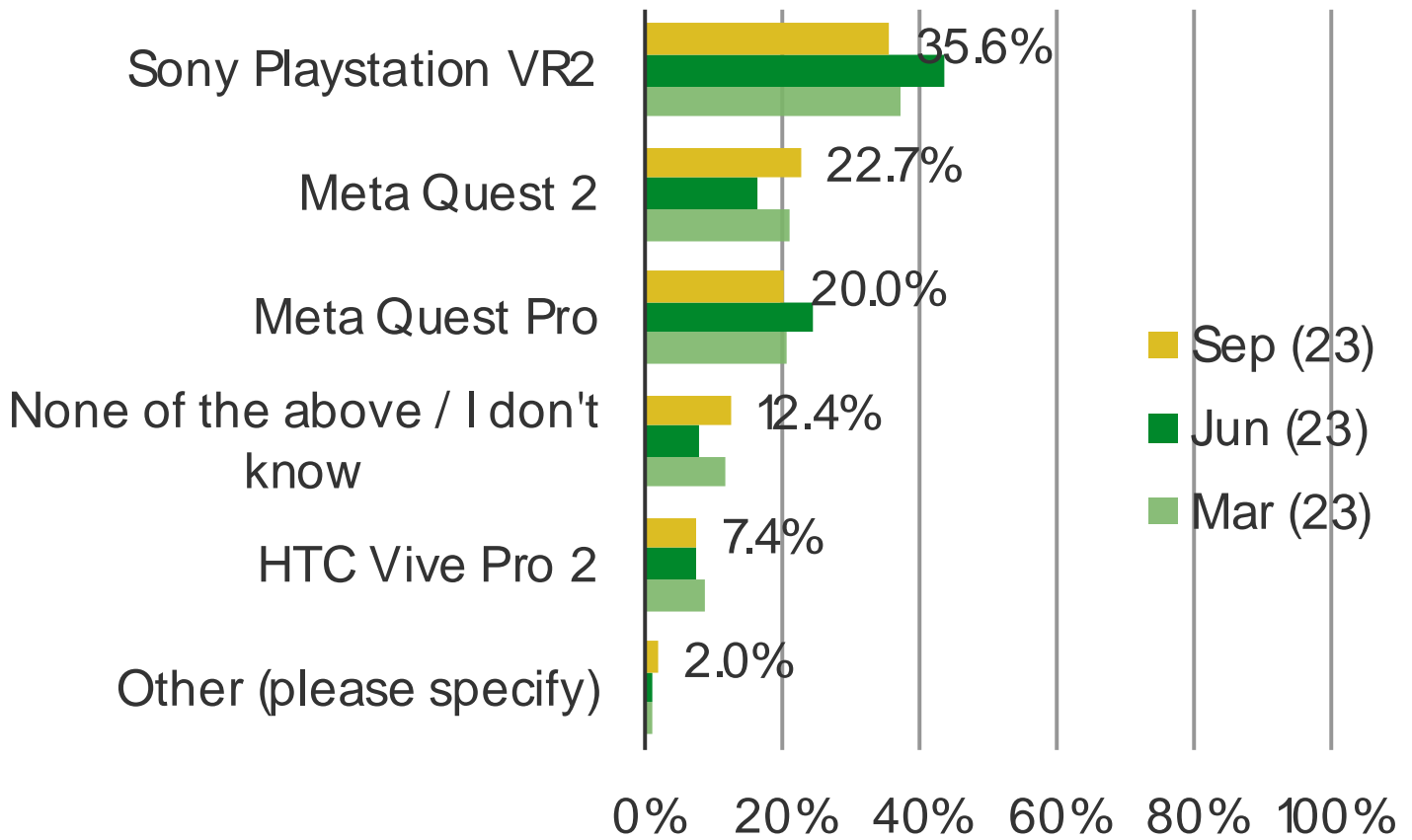


Chart above, Cross-Tabbed by experience with VR headsets...



WHICH VR HEADSET WOULD YOU BE MOST LIKELY TO BUY?

This question was posed to respondents who are at least somewhat likely to purchase a VR headset in the next 12 months.

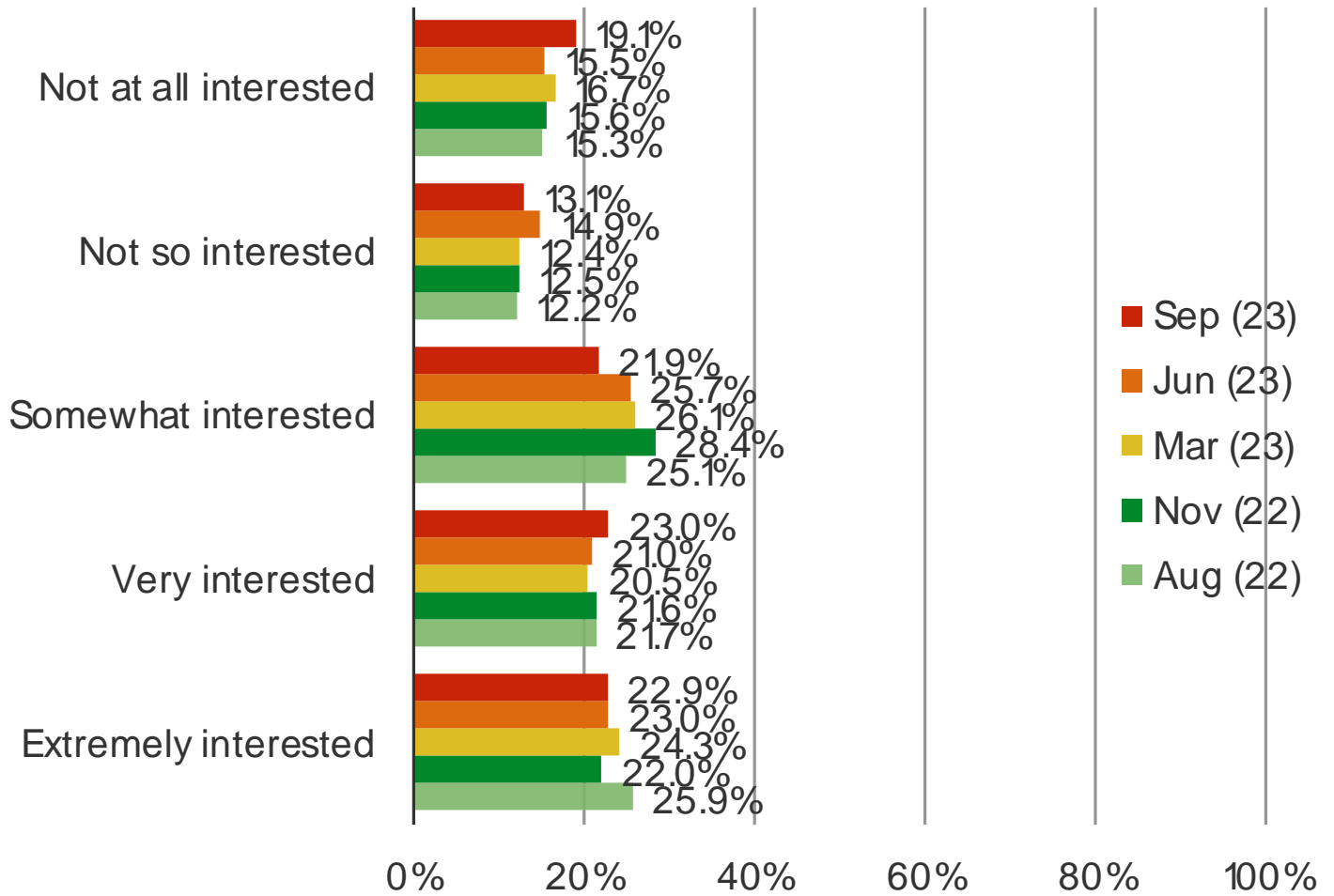


It's In The Game

CALL OF DUTY DEEP DIVE

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

This question was posed to the target audience.

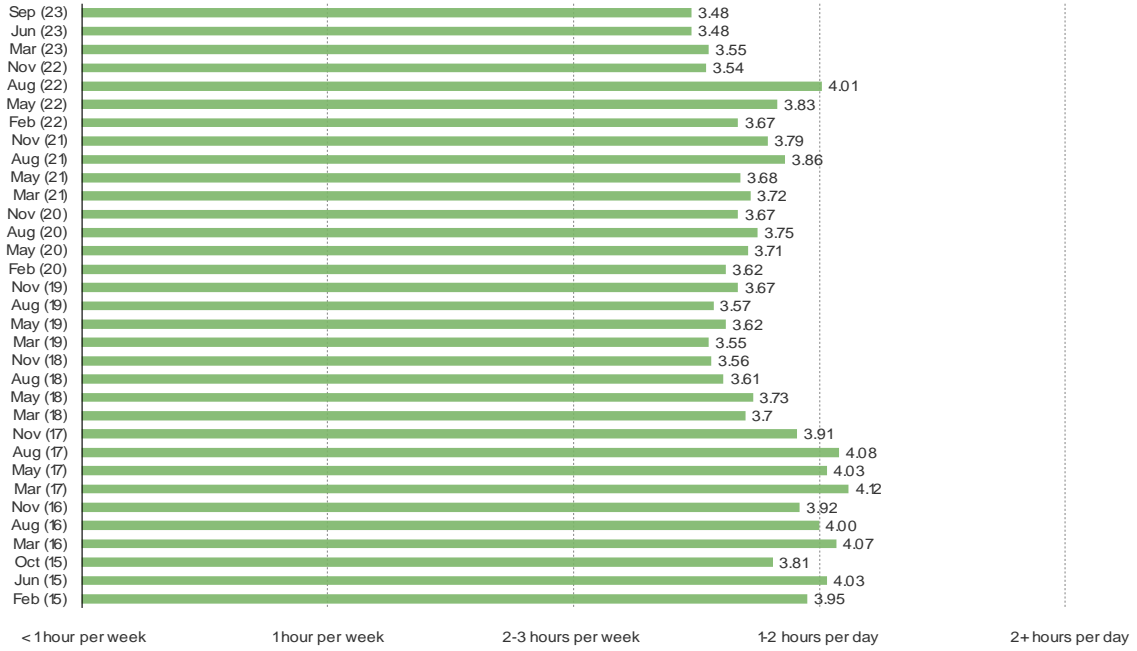


It's In The Game

VIDEO GAME ENGAGEMENT TRENDS

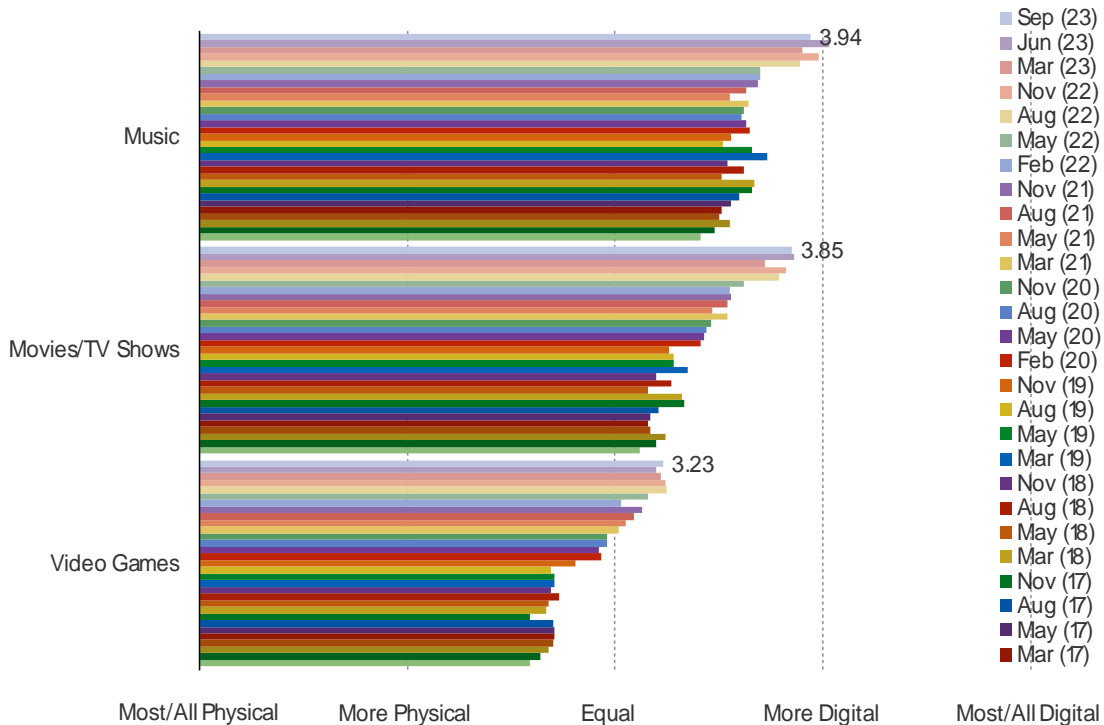
HOW OFTEN DO YOU PLAY VIDEO GAMES?

This question was posed to the target audience.



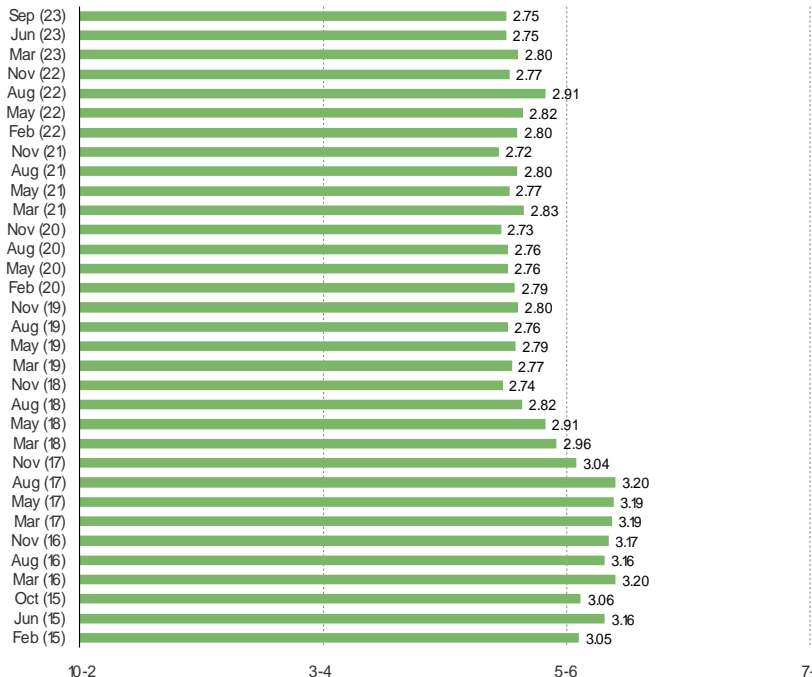
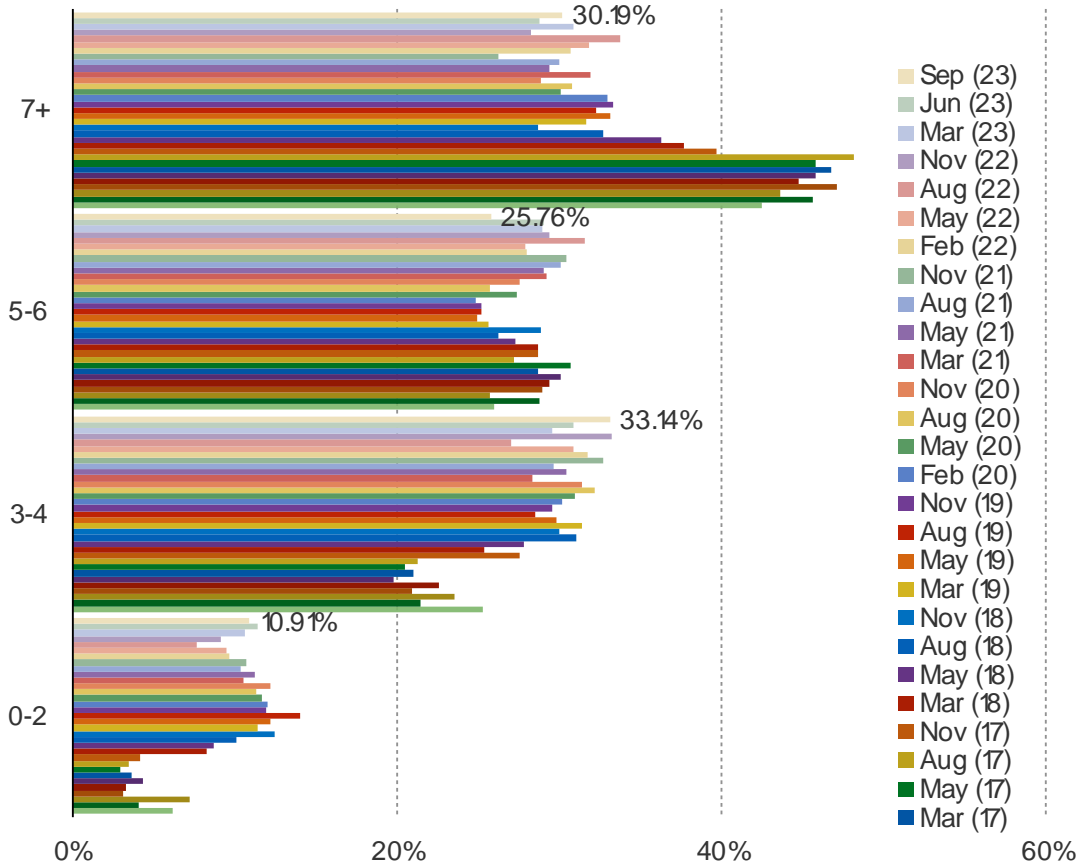
FOR EACH OF THE FOLLOWING, WHICH BEST DESCRIBES YOUR USAGE?

This question was posed to the target audience.



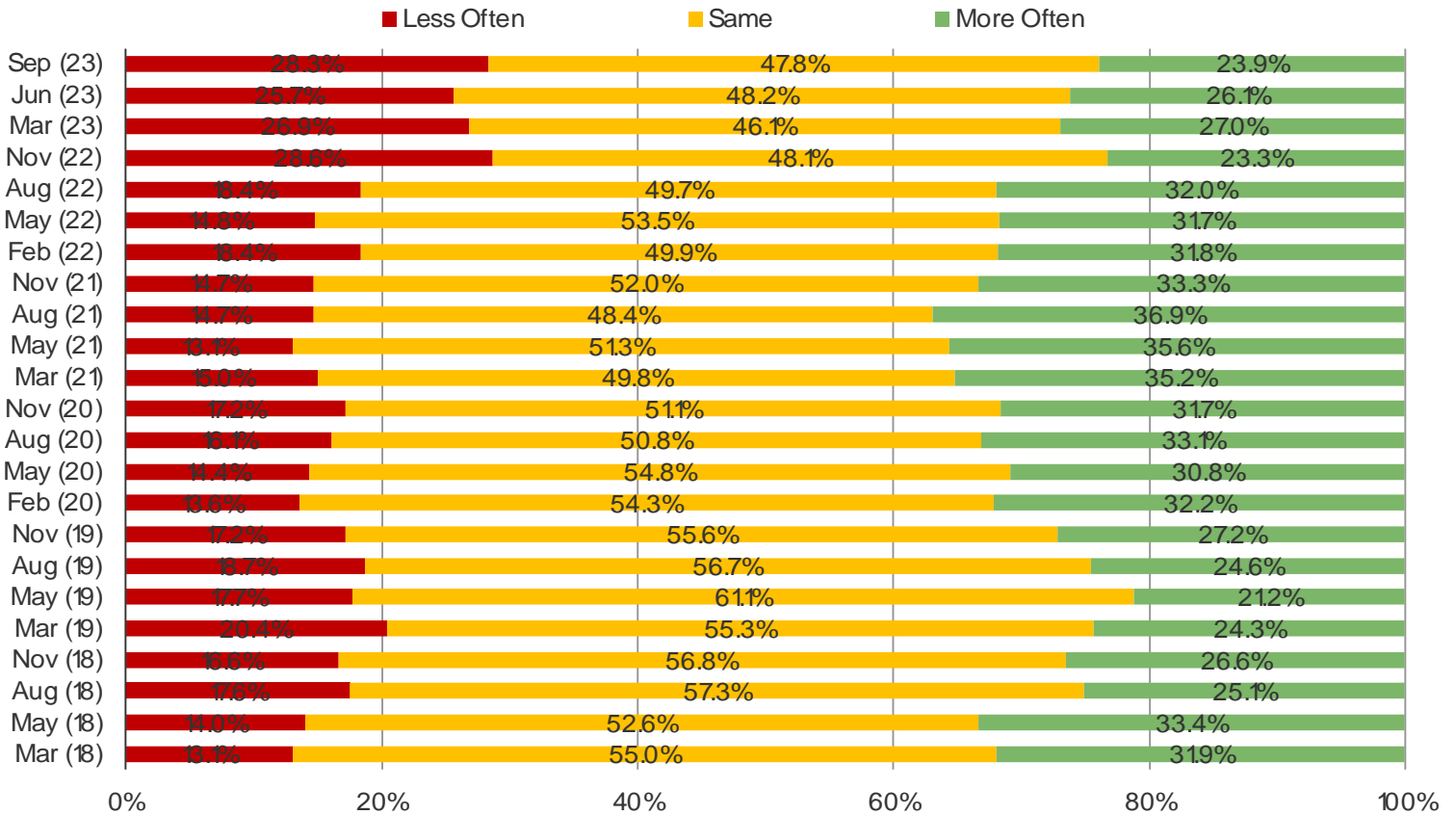
HOW MANY TITLES DO YOU PLAY PER YEAR?

This question was posed to the target audience.



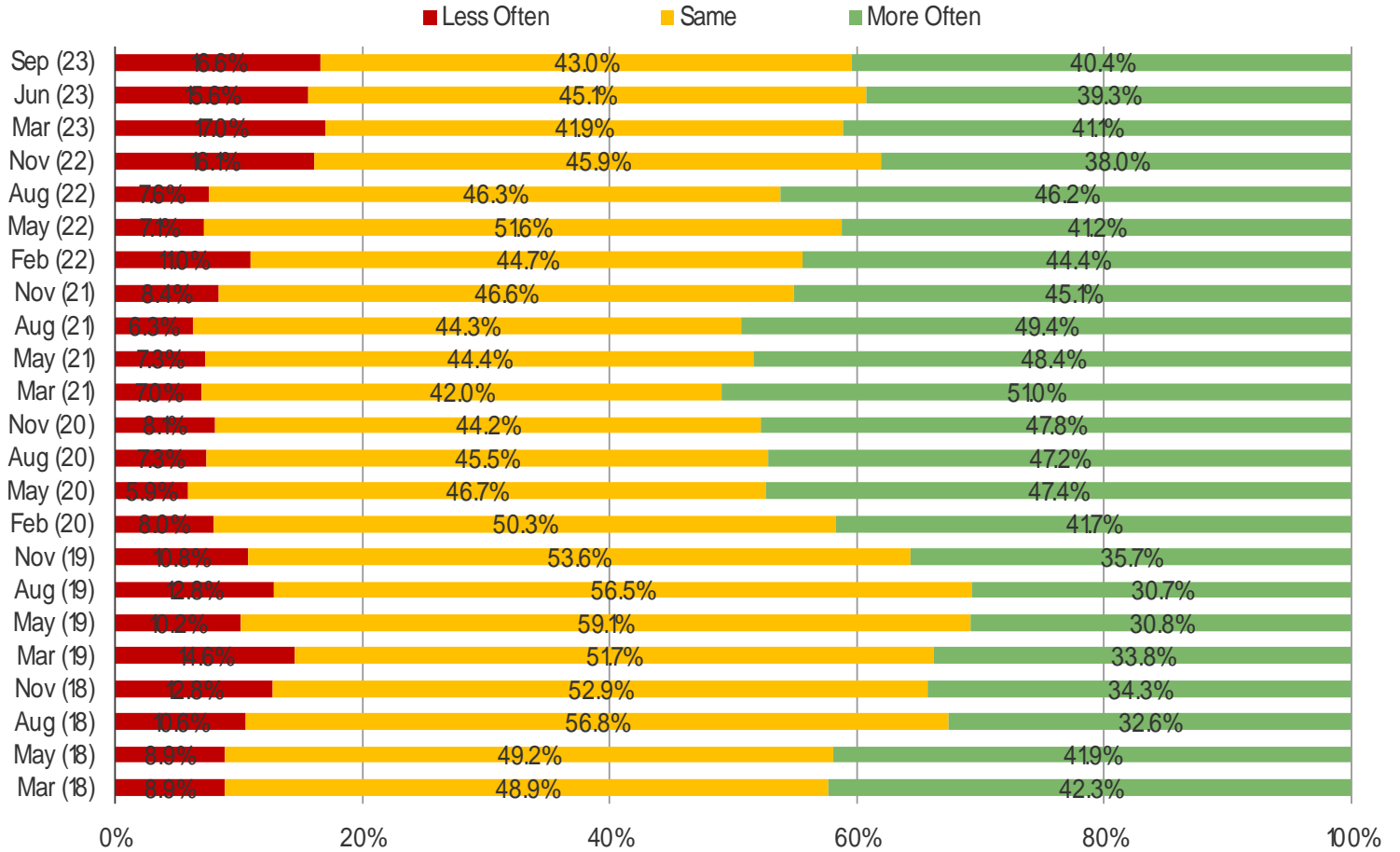
COMPARED TO A YEAR AGO, ARE PURCHASING VIDEO GAMES MORE OR LESS OFTEN?

This question was posed to the target audience.



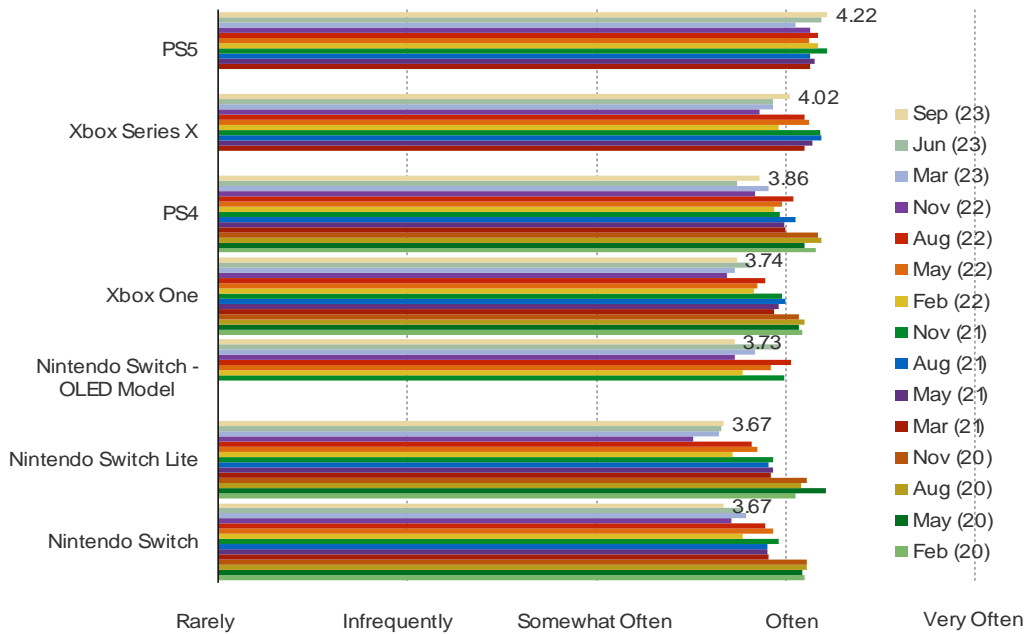
COMPARED TO A YEAR AGO, ARE YOU PLAYING VIDEO GAMES MORE OR LESS OFTEN?

This question was posed to the target audience.



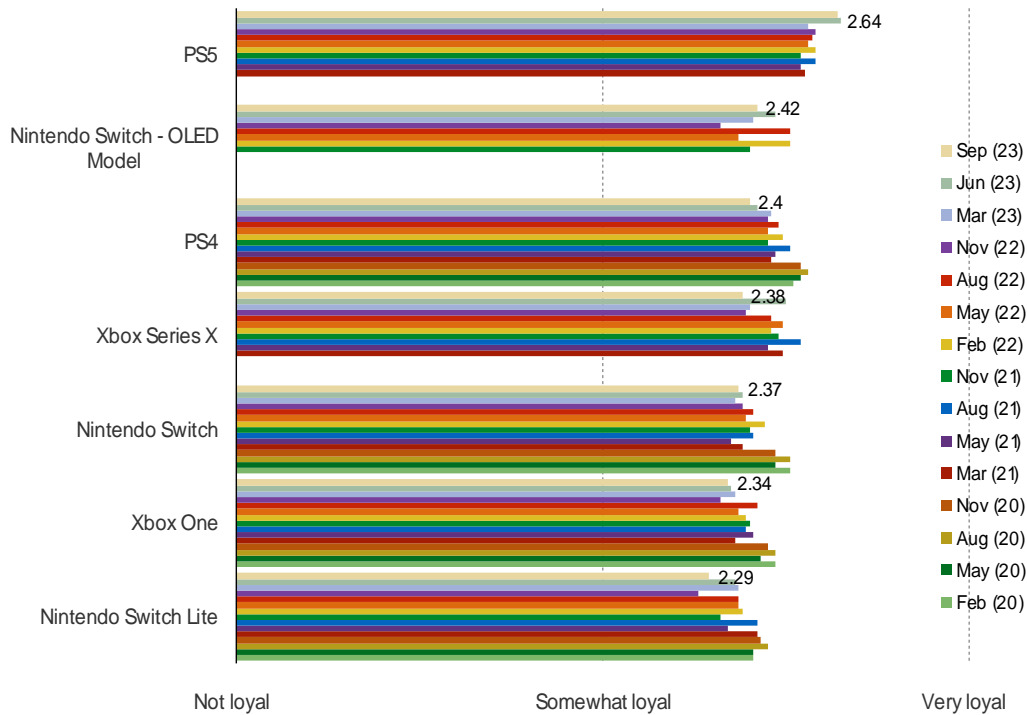
HOW OFTEN DO YOU USE THIS CONSOLE?

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.



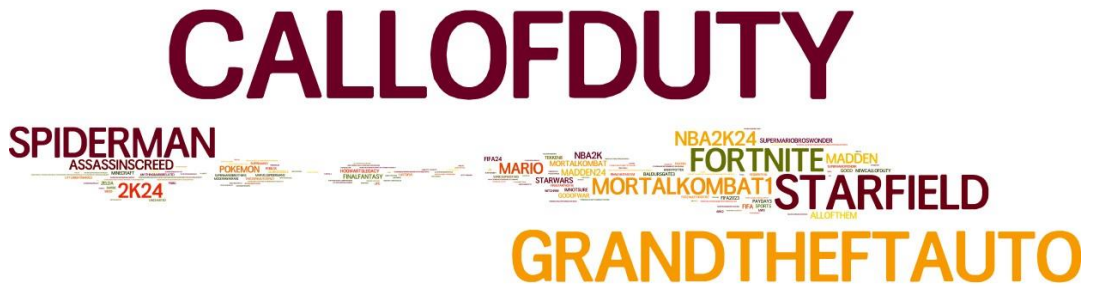
It's In The Game

UPCOMING VIDEO GAME RESPONDENTS ARE MOST EXCITED ABOUT

WHAT UPCOMING GAME(S) ARE YOU MOST EXCITED ABOUT?

This question was posed to all respondents.

September 2023



WHAT UPCOMING GAME(S) ARE YOU MOST EXCITED ABOUT?

This question was posed to all respondents.

June 2023



March 2023



November 2022



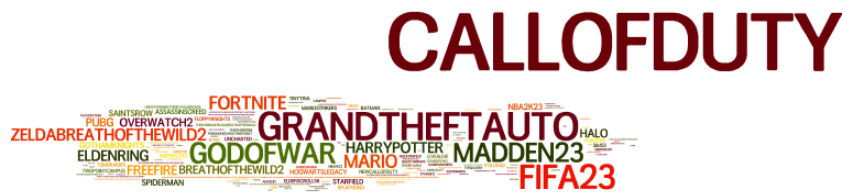
WHAT UPCOMING GAME(S) ARE YOU MOST EXCITED ABOUT?

This question was posed to all respondents.

August 2022



May 2022



February 2022

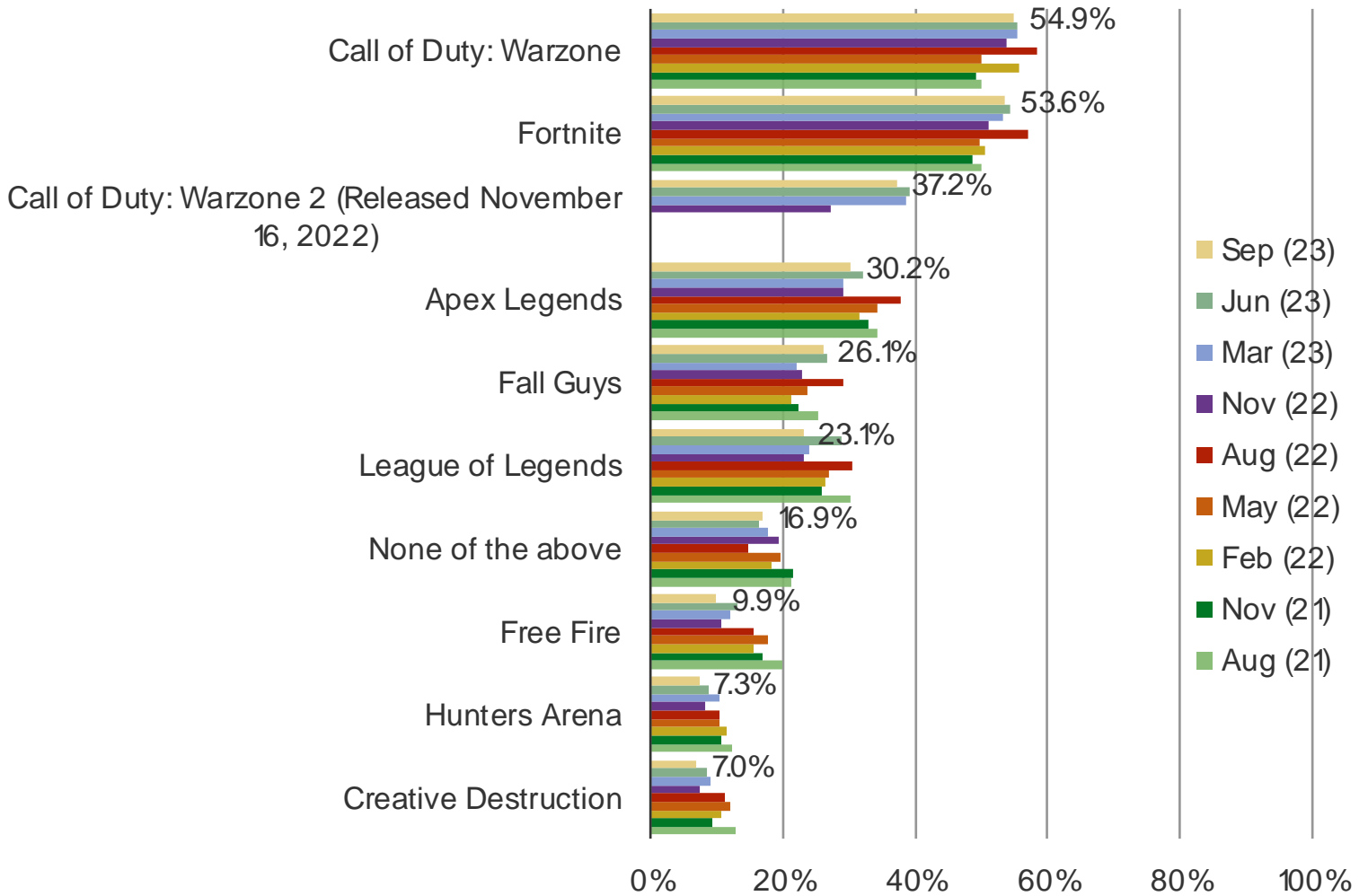


It's In The Game

FREE FIRE AND BATTLE BATTLE ROYALE GAMES

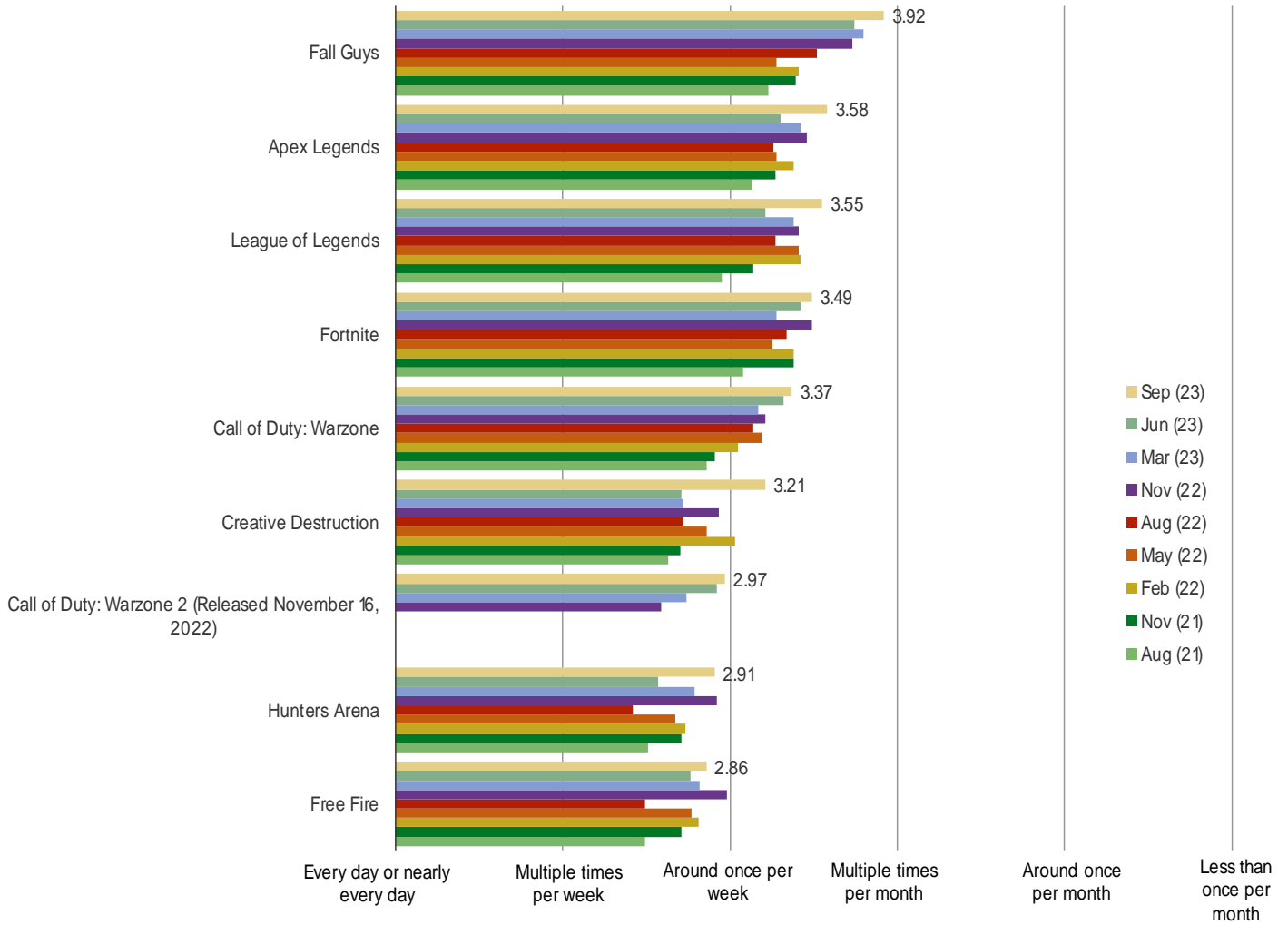
HAVE YOU EVER PLAYED THE FOLLOWING VIDEO GAMES? SELECT ALL THAT APPLY

This question was posed to all respondents.



HOW OFTEN DO YOU PLAY THIS GAME CURRENTLY?

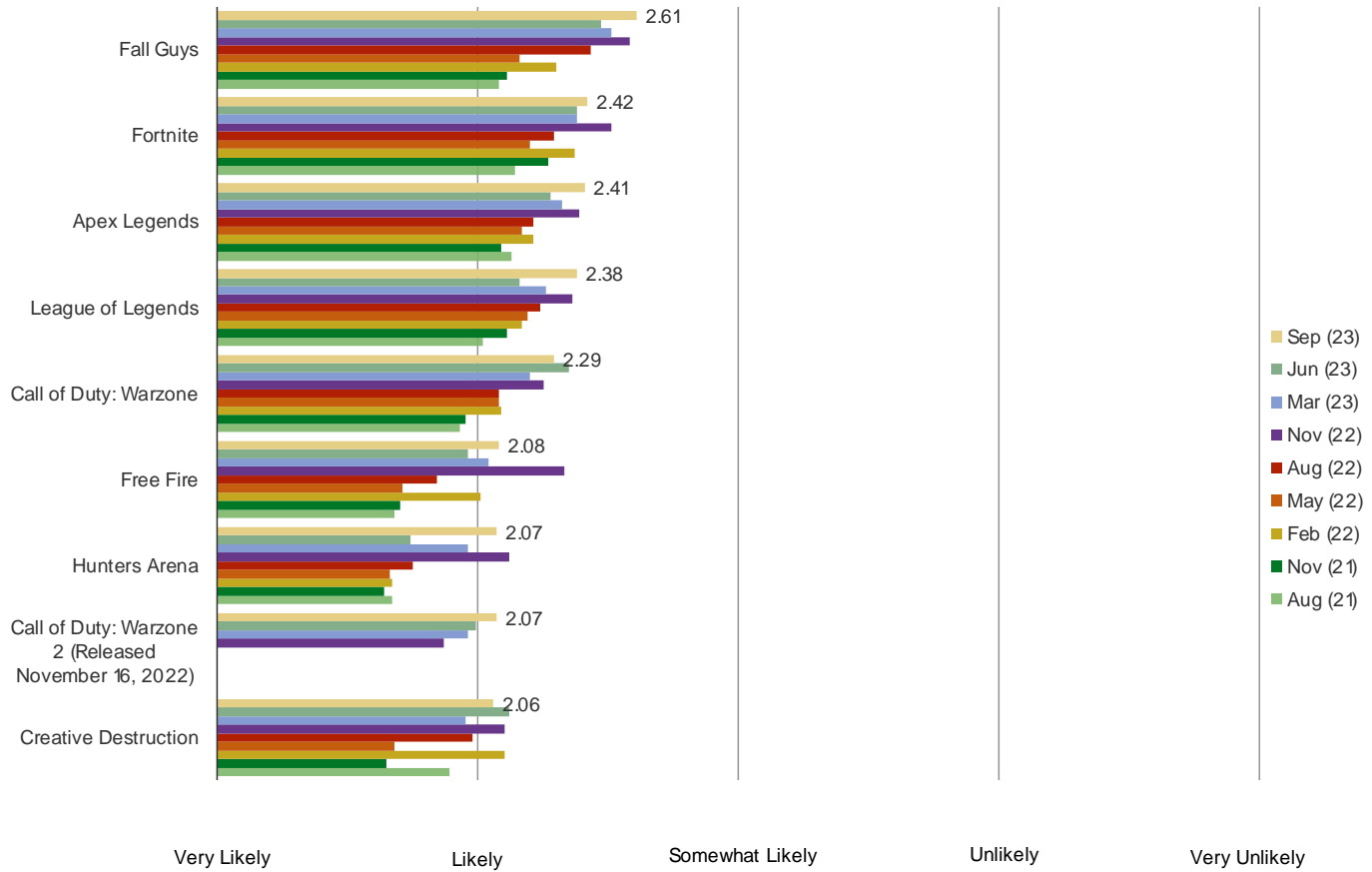
This question was posed to respondents who said they have played each of the following.



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.

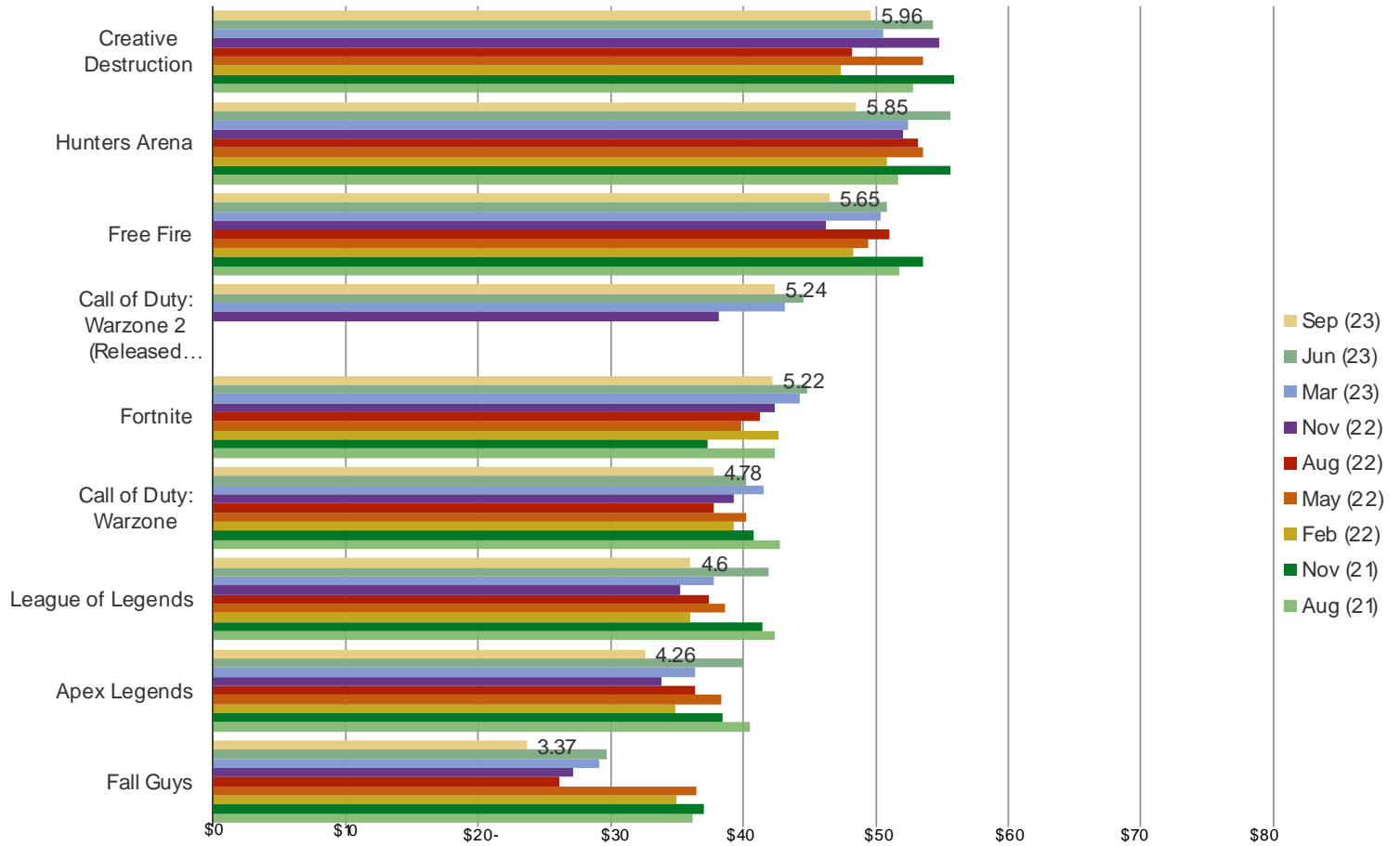


More likely.

Video Games

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.

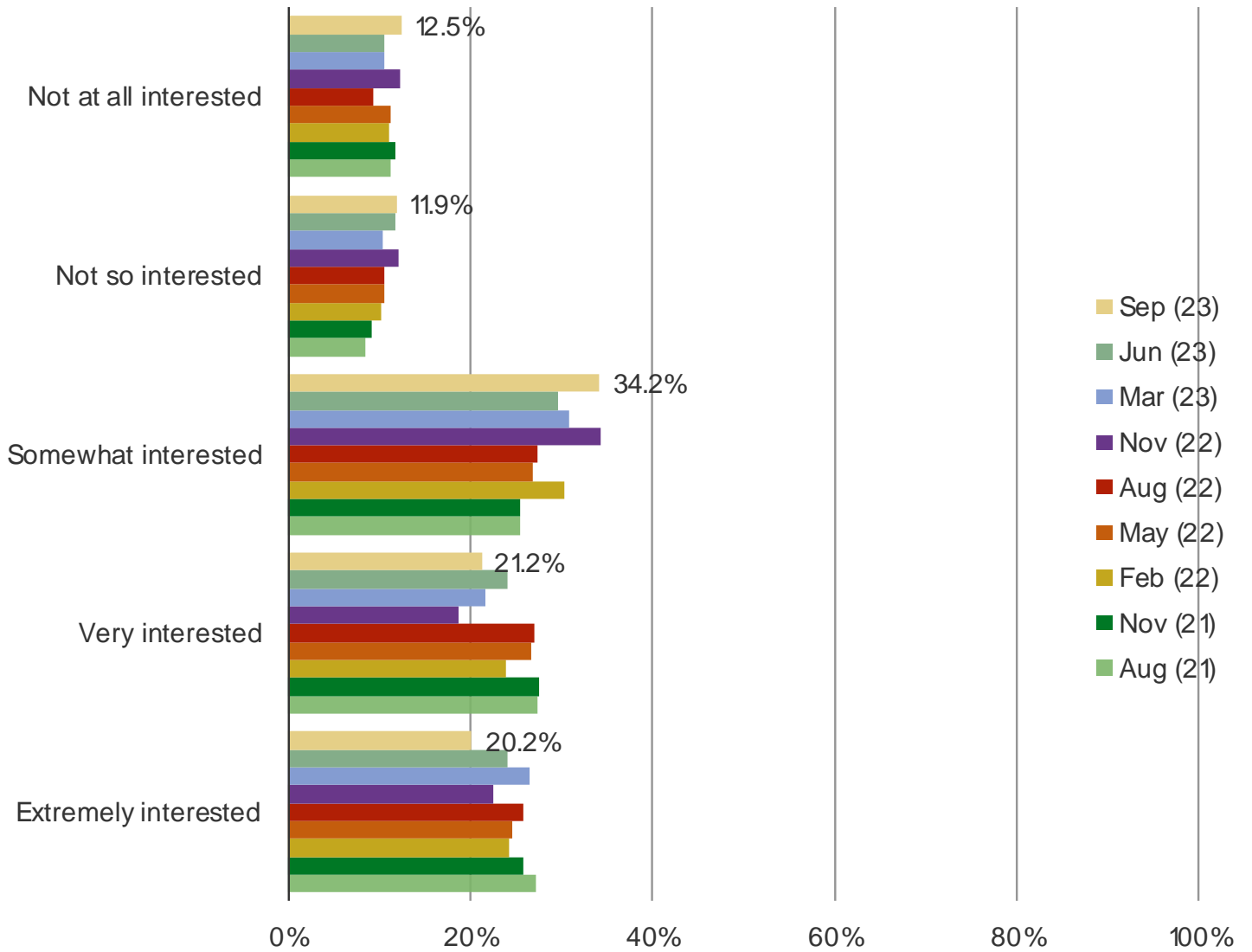


It's In The Game

METaverse INTEREST AND SOCIAL MEDIA

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.

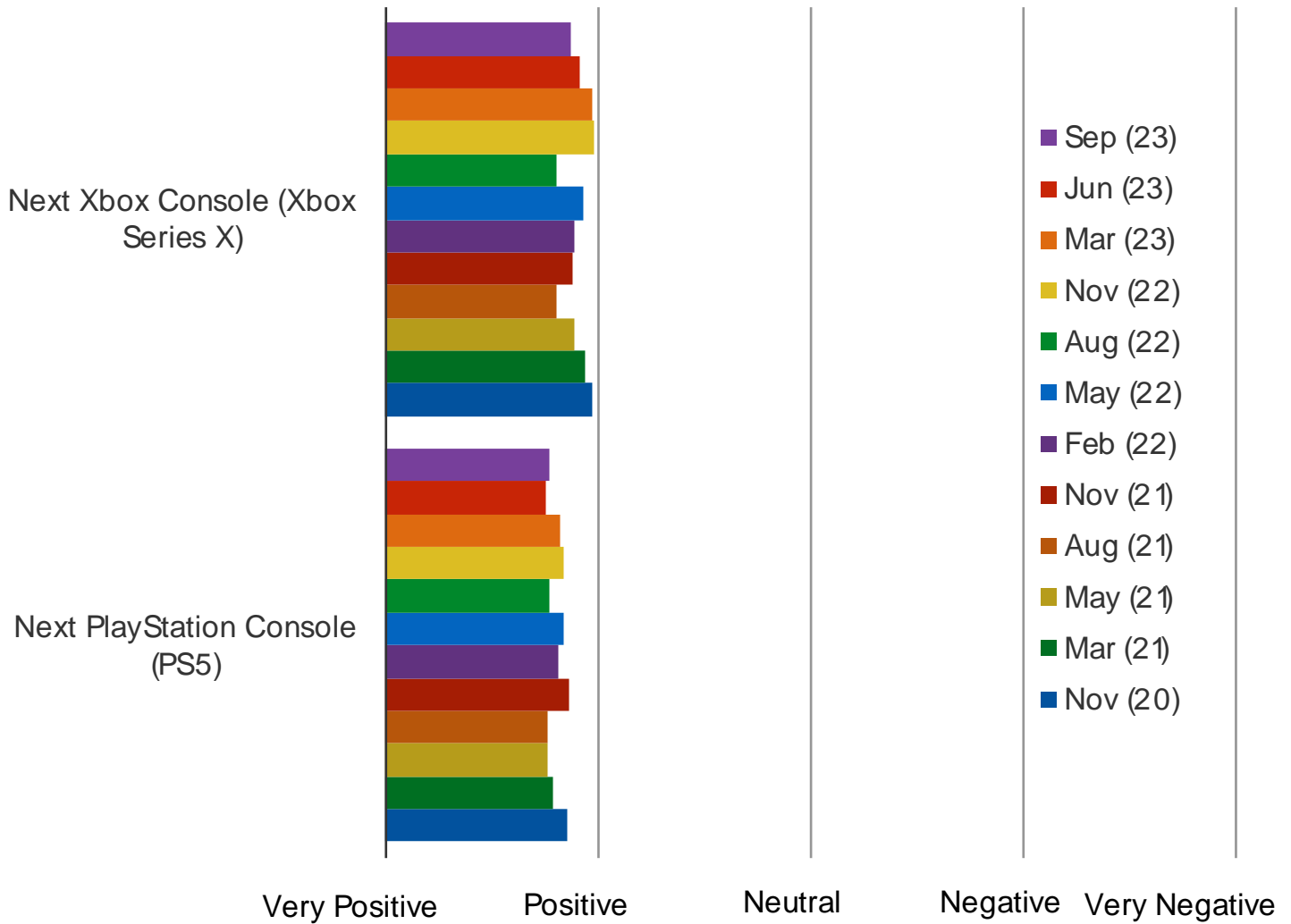


It's In The Game

NEW CONSOLES

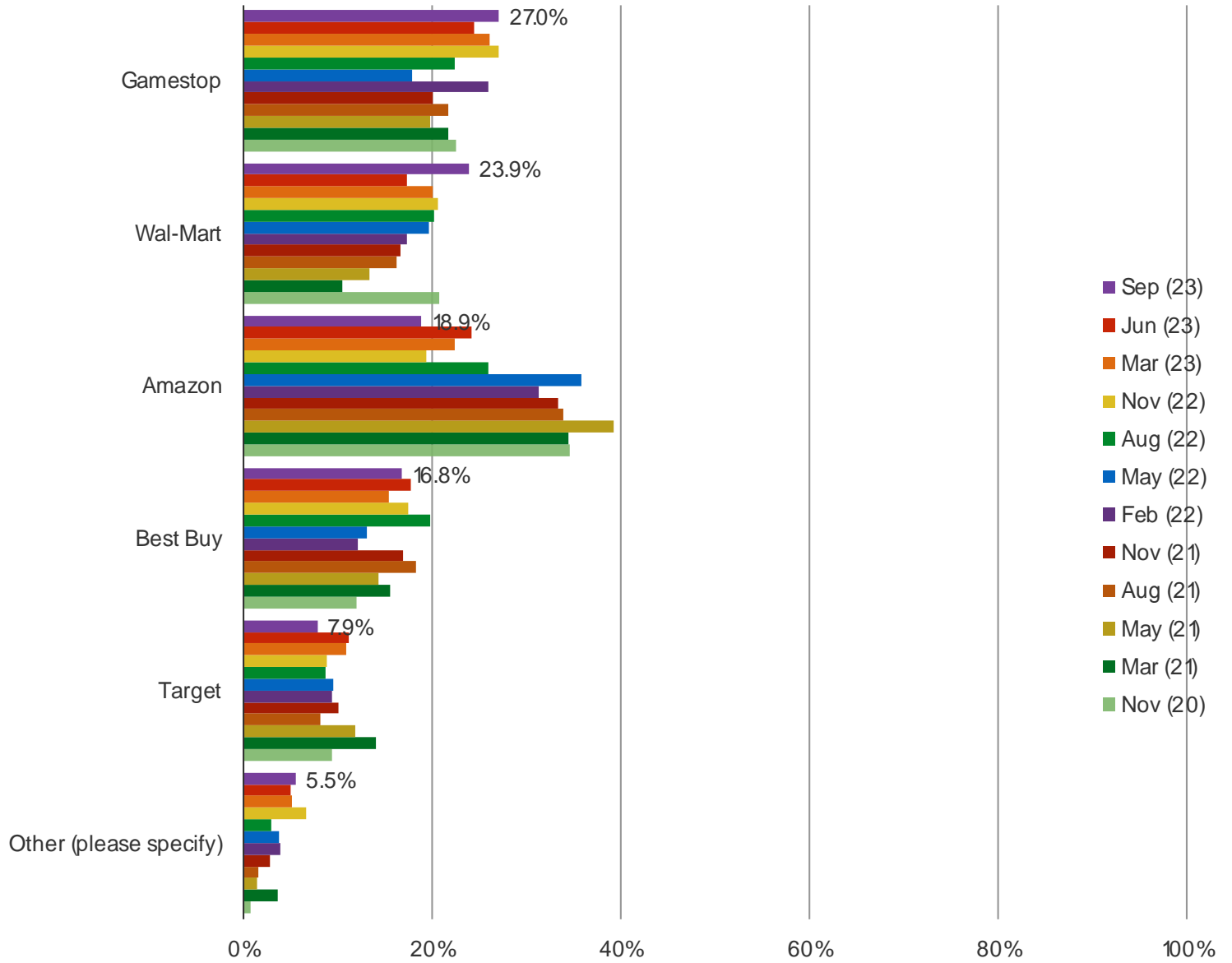
WHAT IS YOUR OPINION OF THE SPECS AND FEATURES OF THIS CONSOLE?

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



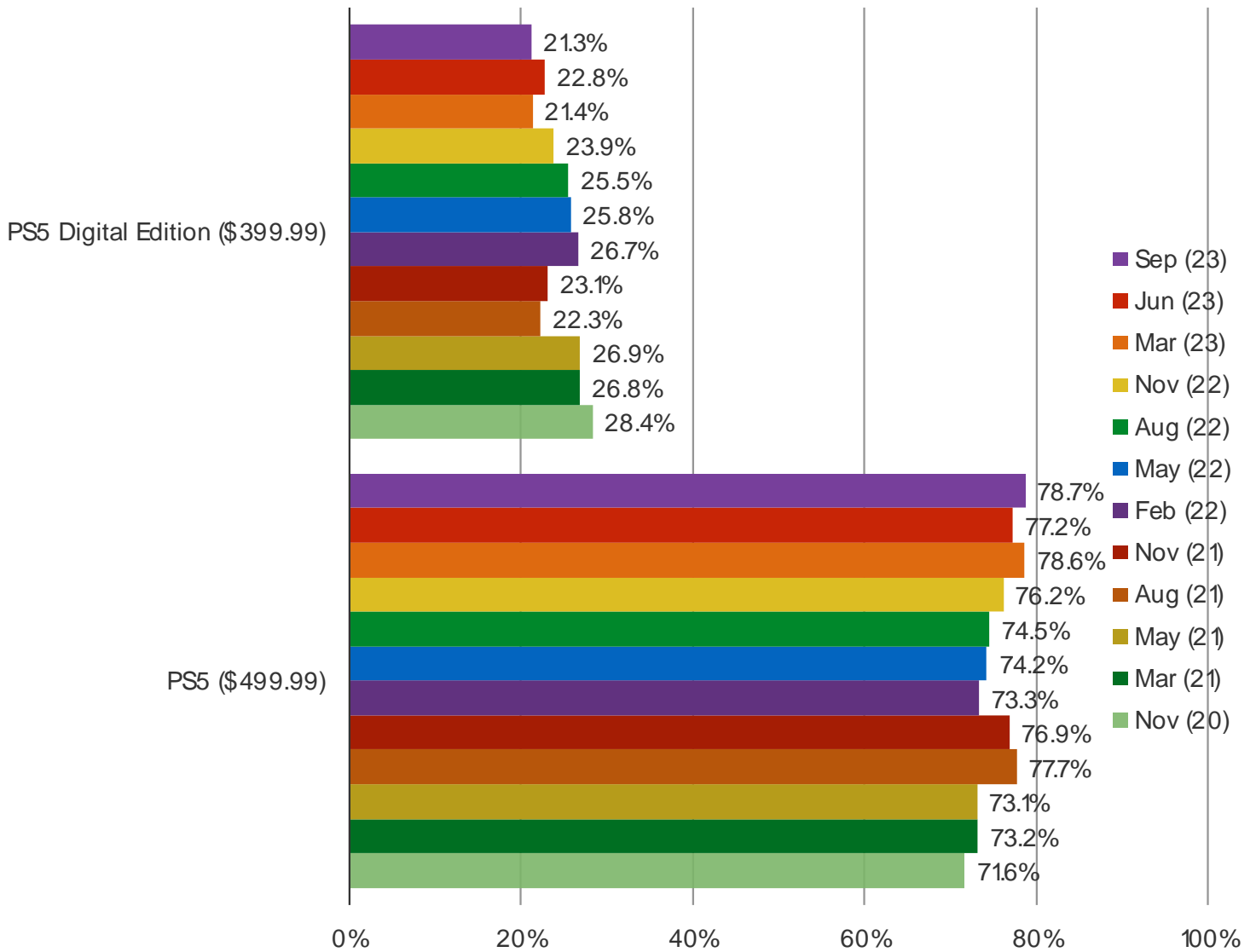
WHERE DID YOU ORDER OR PURCHASE THE PS5 FROM?

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



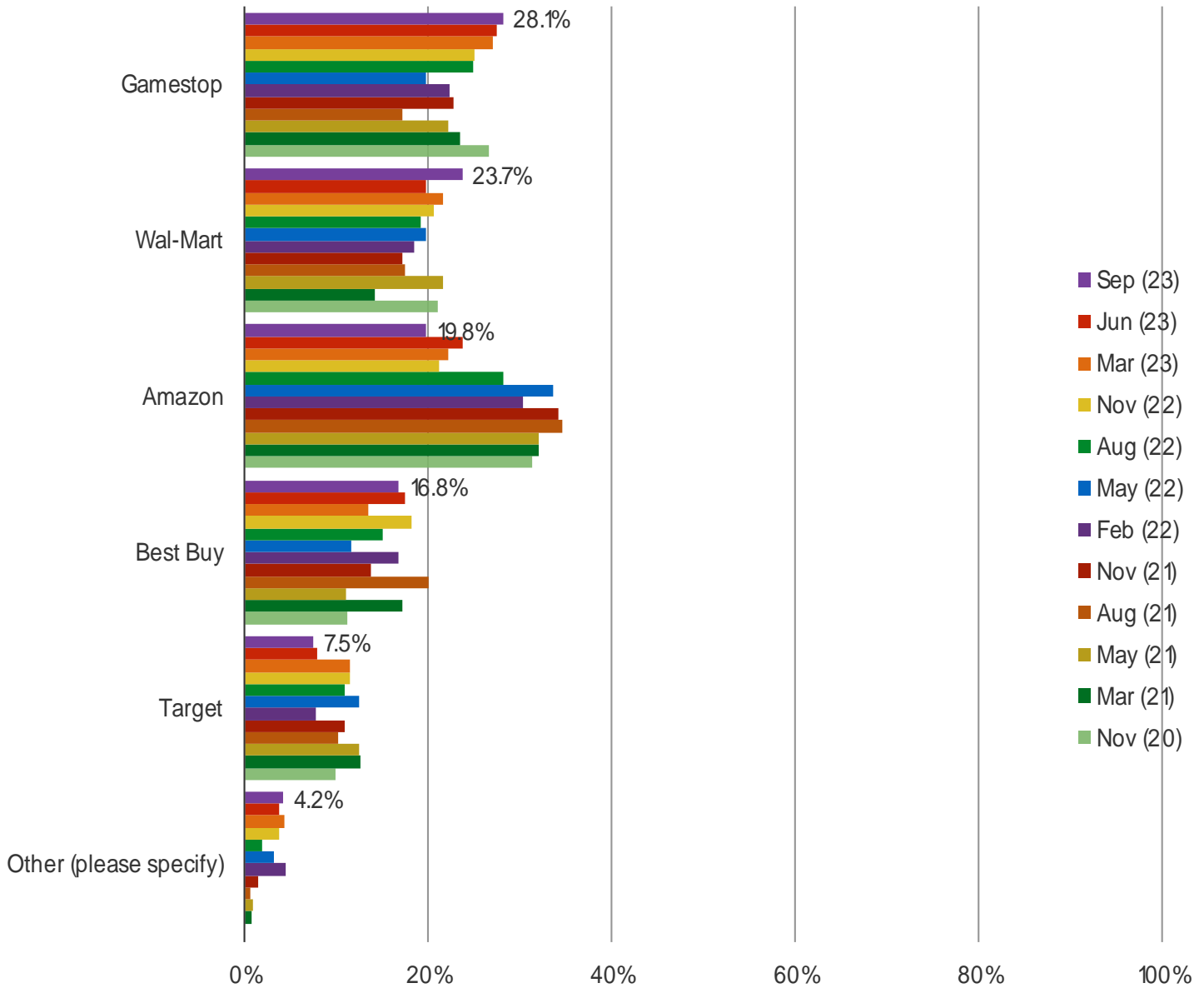
WHICH CONSOLE DID YOU BUY?

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



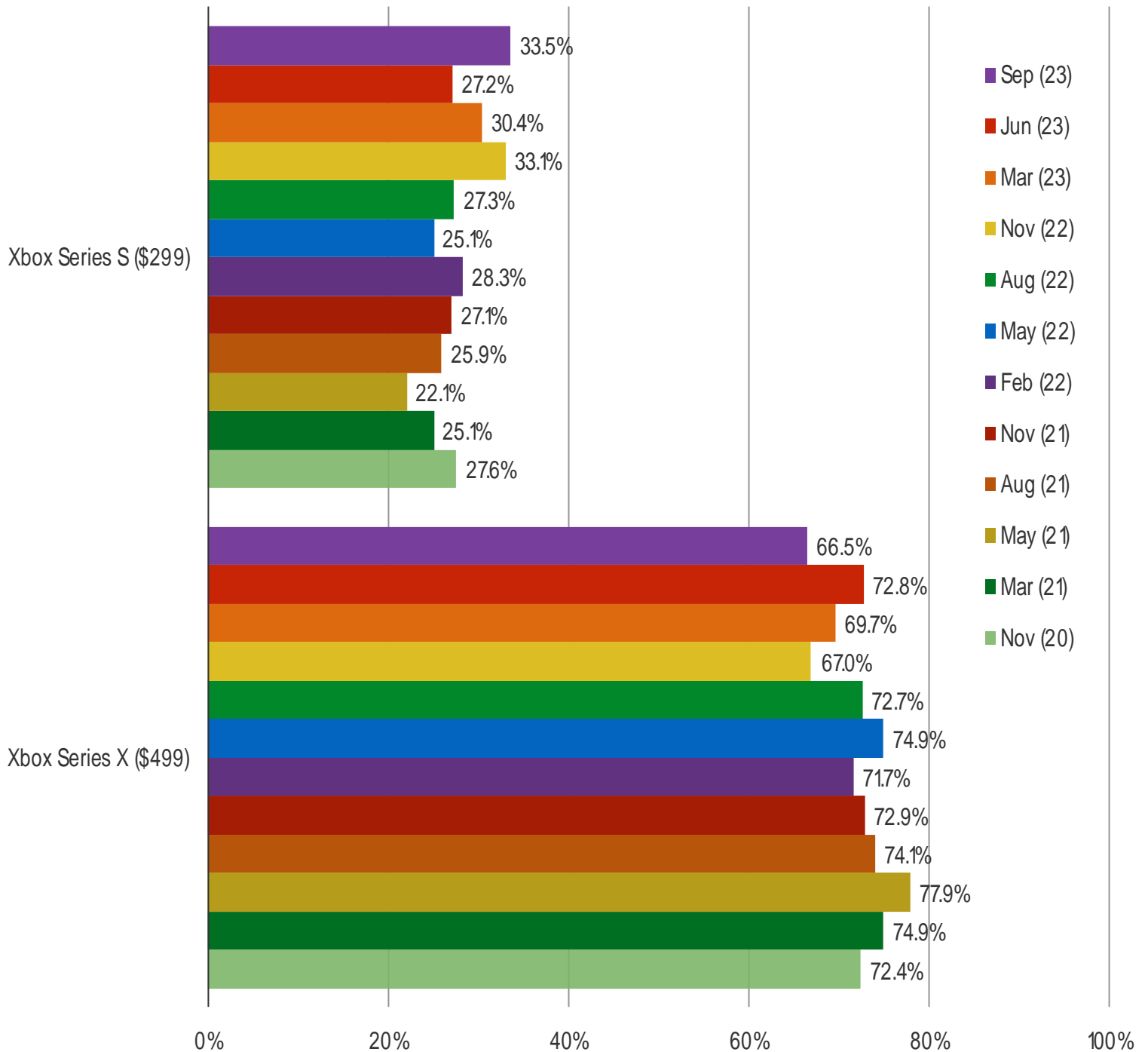
WHERE DID YOU PRE-ORDER OR PURCHASE THE SERIES X / SERIES S FROM?

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



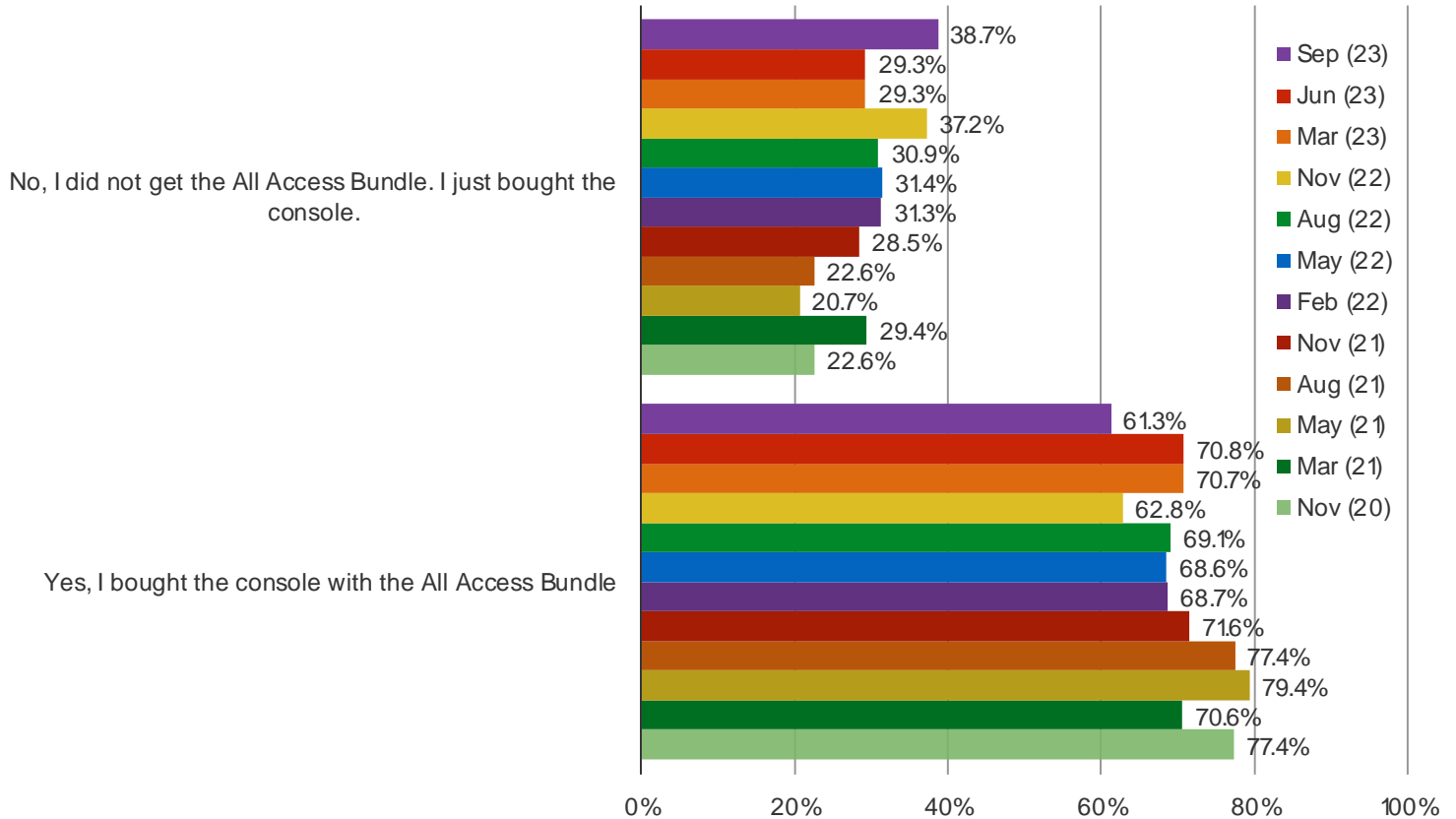
WHICH CONSOLE DID YOU PURCHASE?

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?

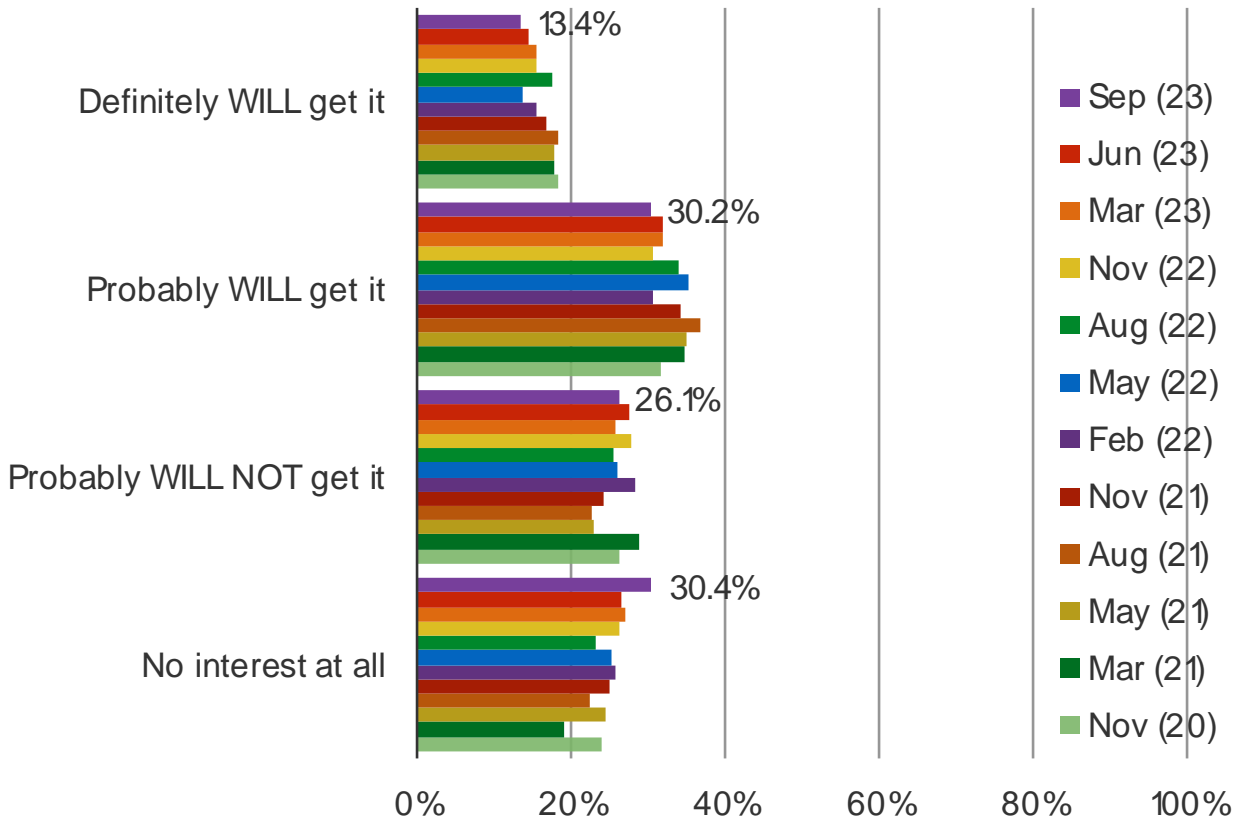
Posed to respondents who said they have successfully purchased or ordered the Series X.



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

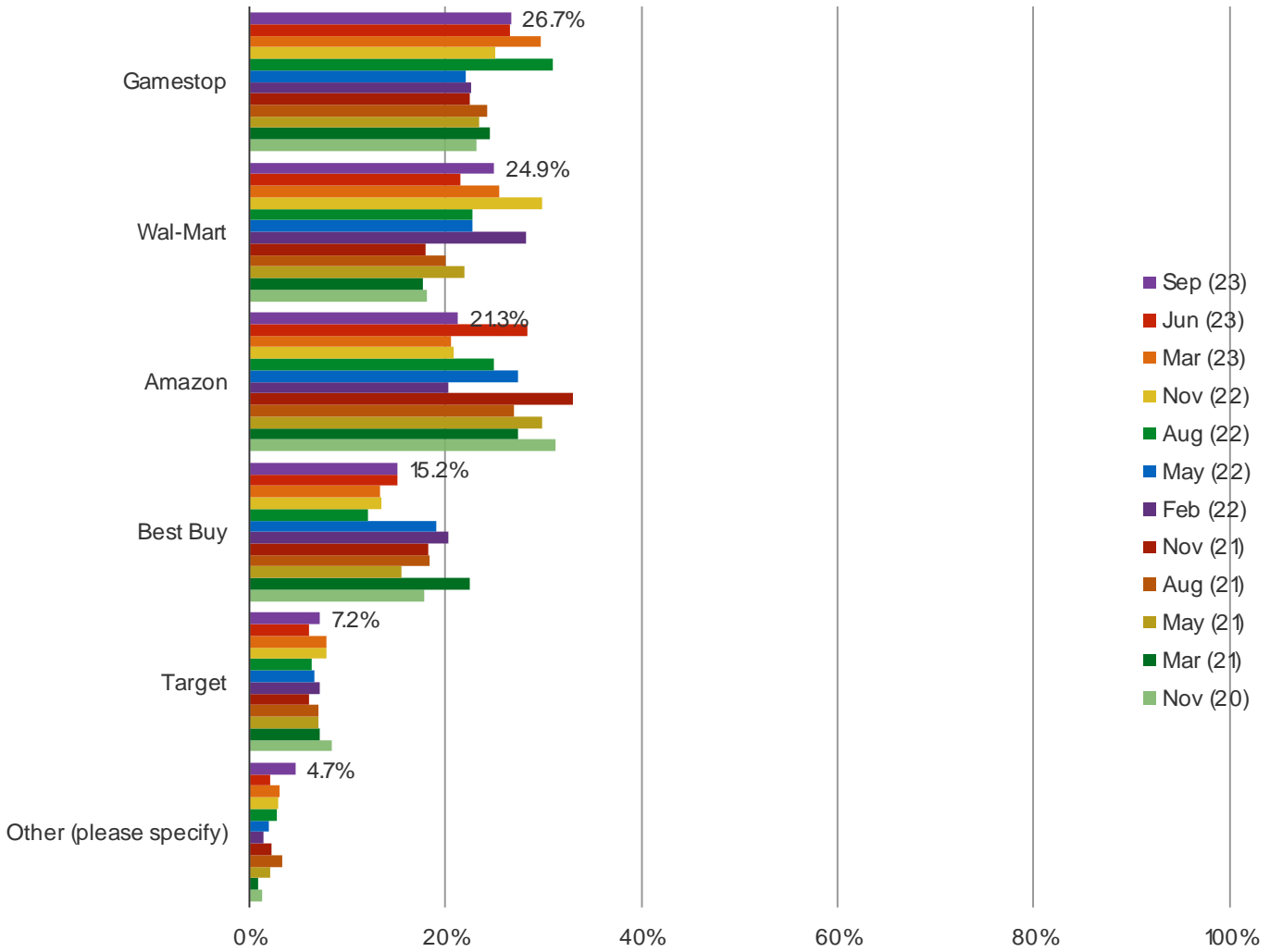
PLEASE CHARACTERIZE YOUR INTEREST IN THE PLAYSTATION 5?

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



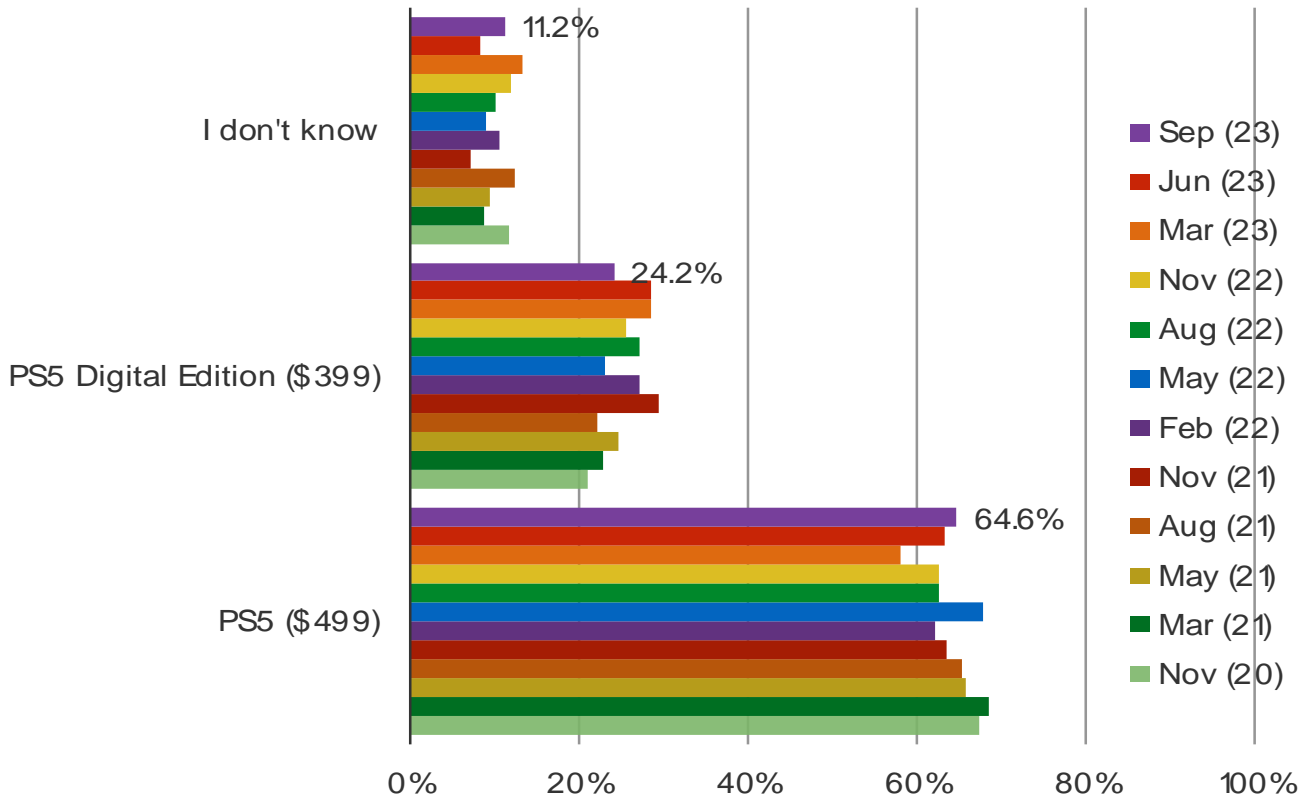
FROM WHERE WOULD YOU BE MOST LIKELY TO BUY THE PS5 FROM?

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



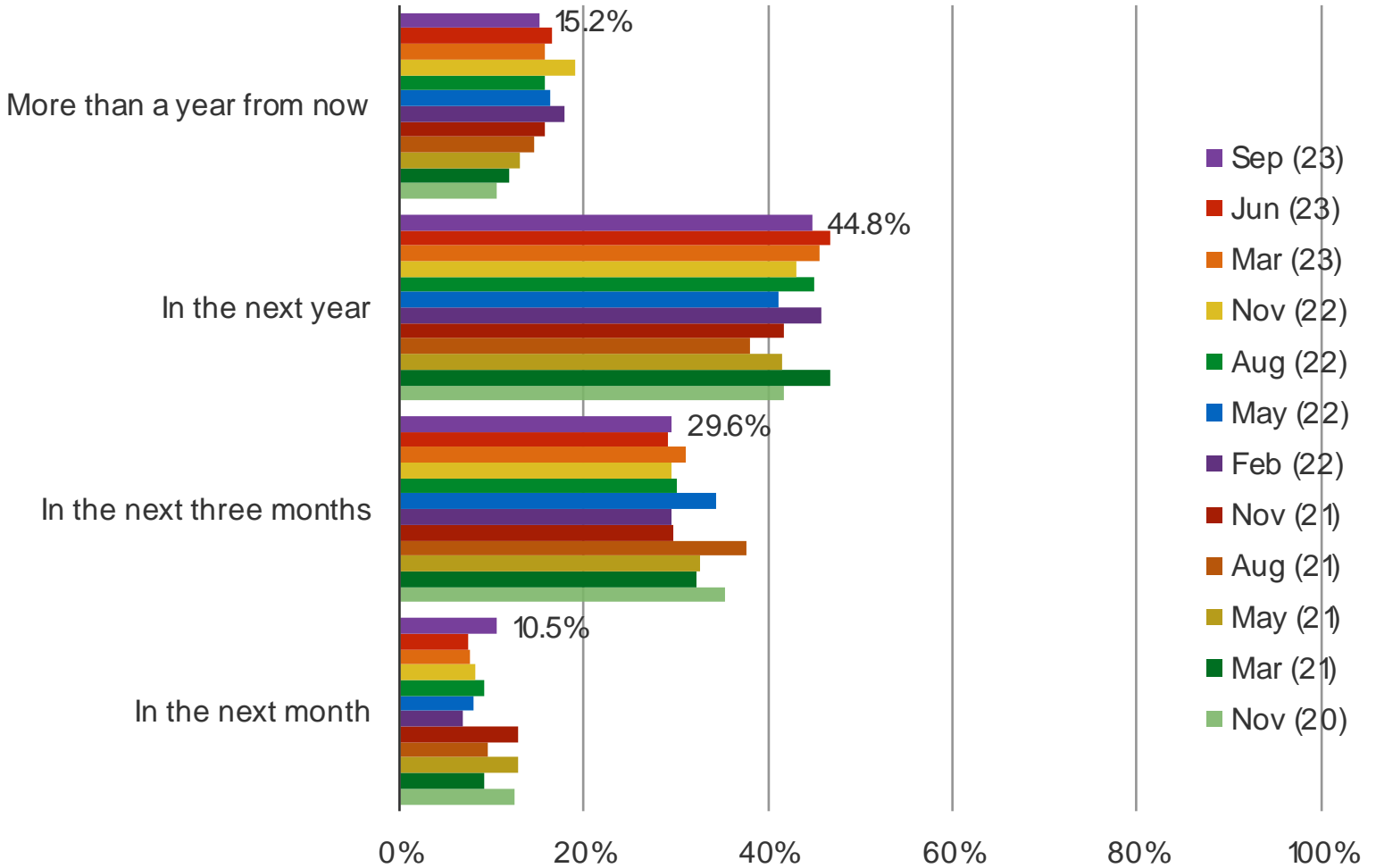
WHICH ARE YOU INTERESTED IN BUYING?

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



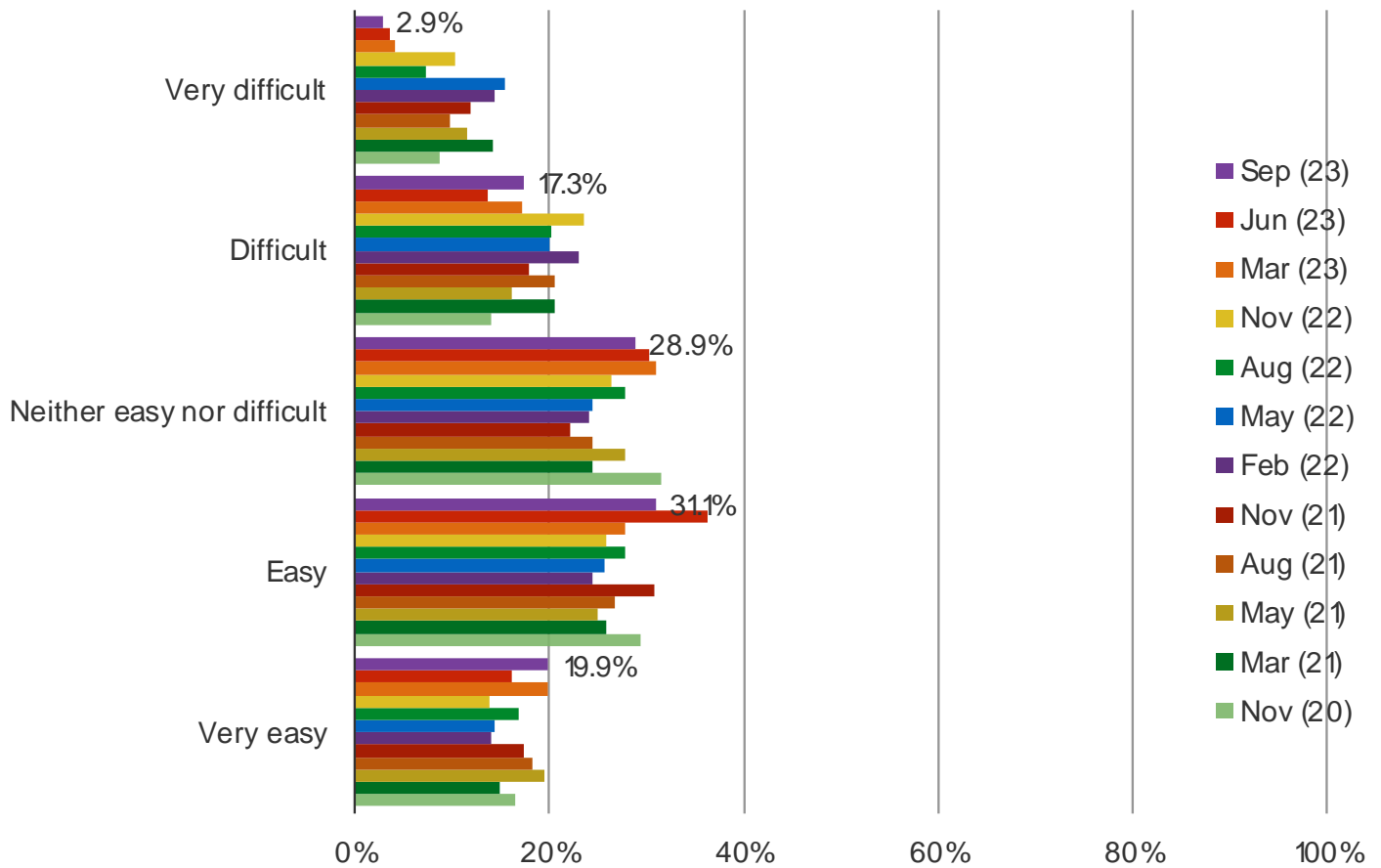
WHEN DO YOU EXPECT TO GET IT?

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



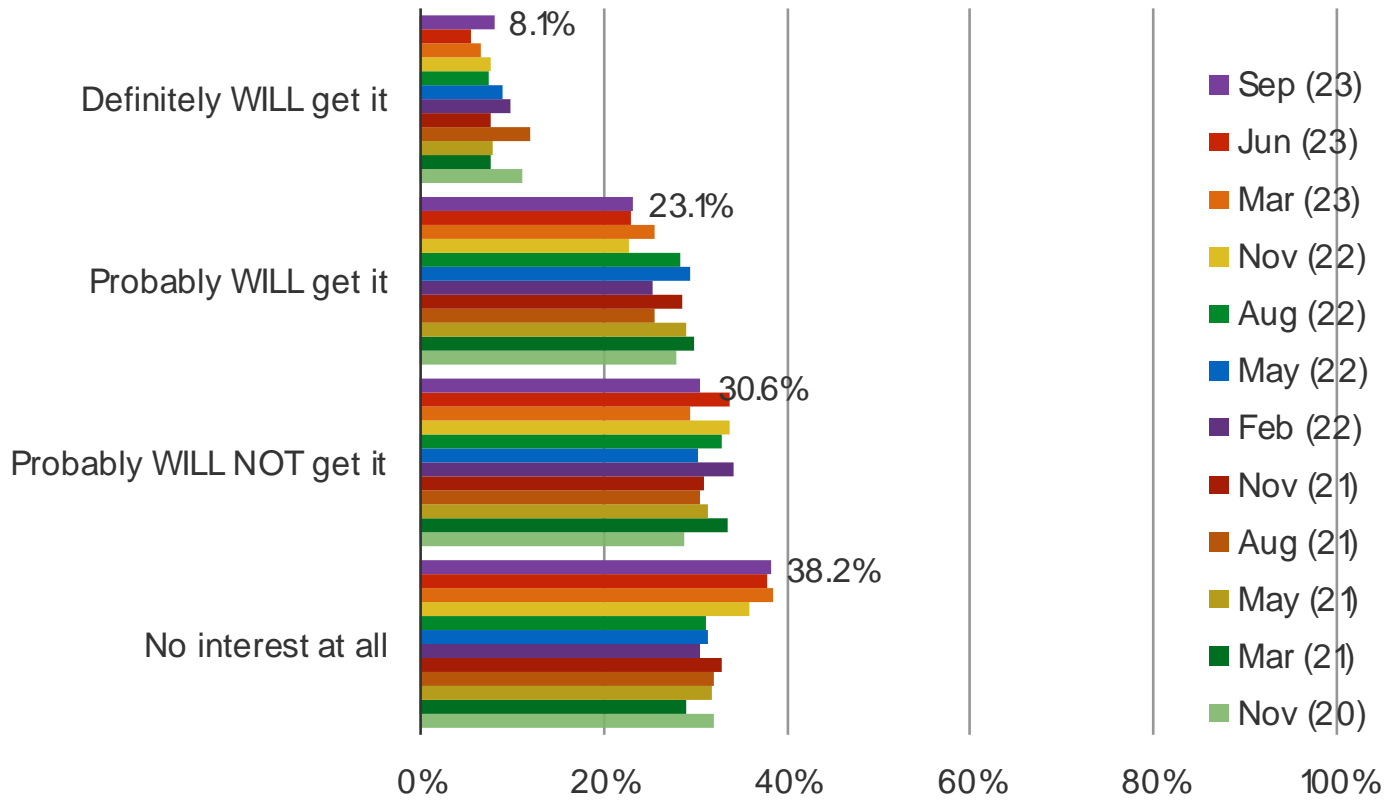
HOW EASY OR DIFFICULT DO YOU EXPECT IT WILL BE TO FIND THIS ITEM IN STOCK WHEN YOU TRY TO ORDER IT / BUY IT?

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



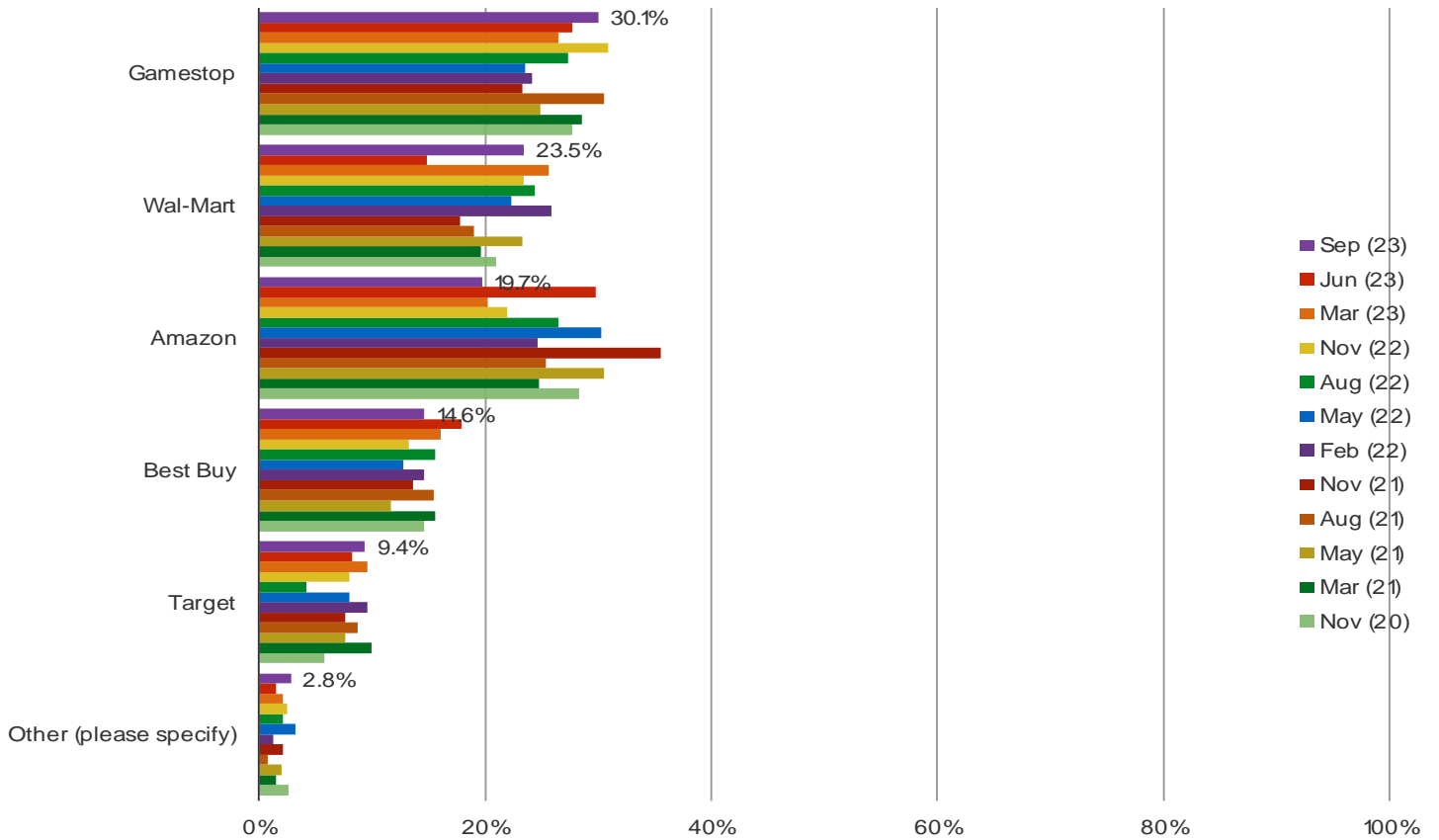
PLEASE CHARACTERIZE YOUR INTEREST IN THE SERIES X?

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



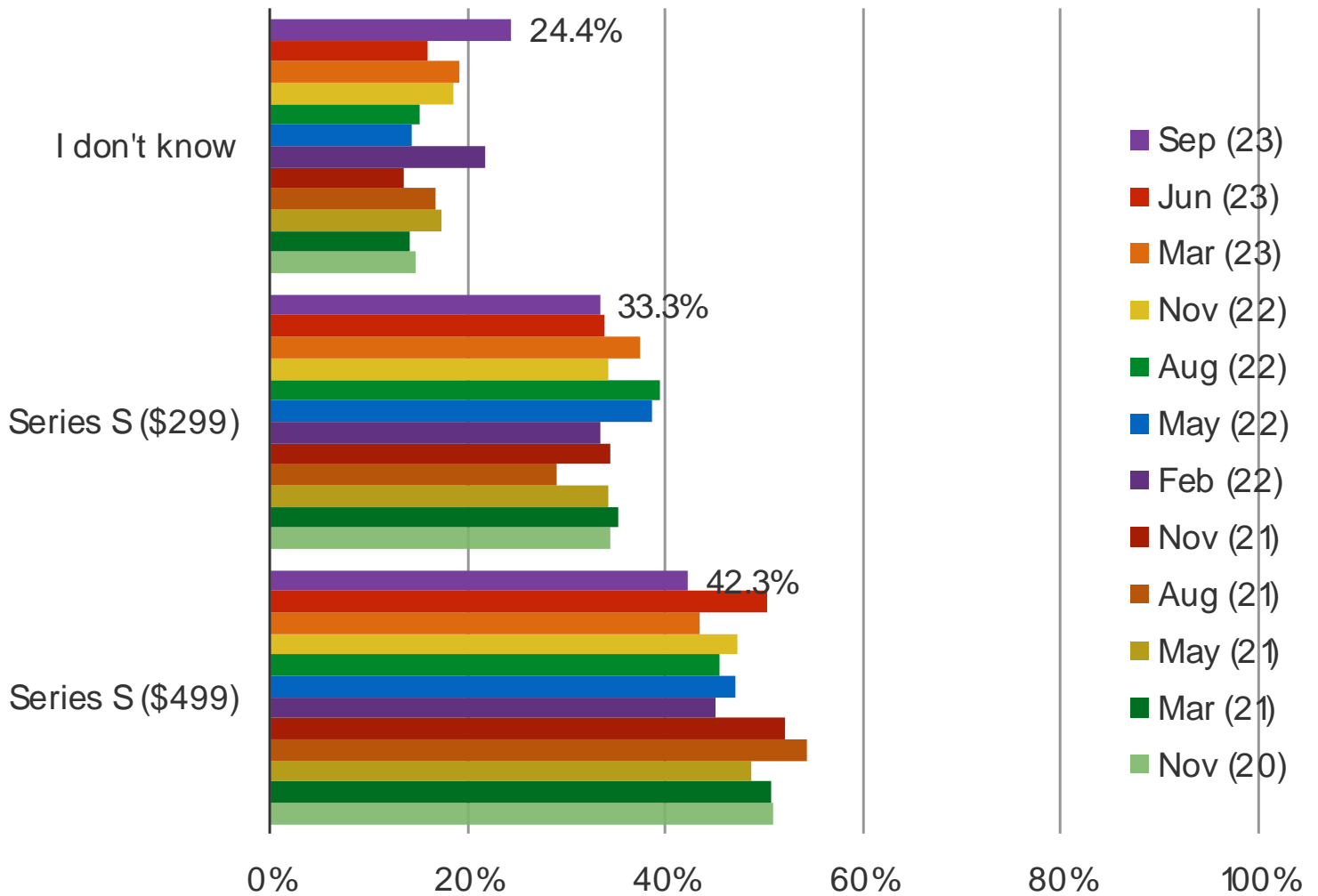
FROM WHERE WOULD YOU BE MOST LIKELY TO BUY THE SERIES X / S FROM?

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



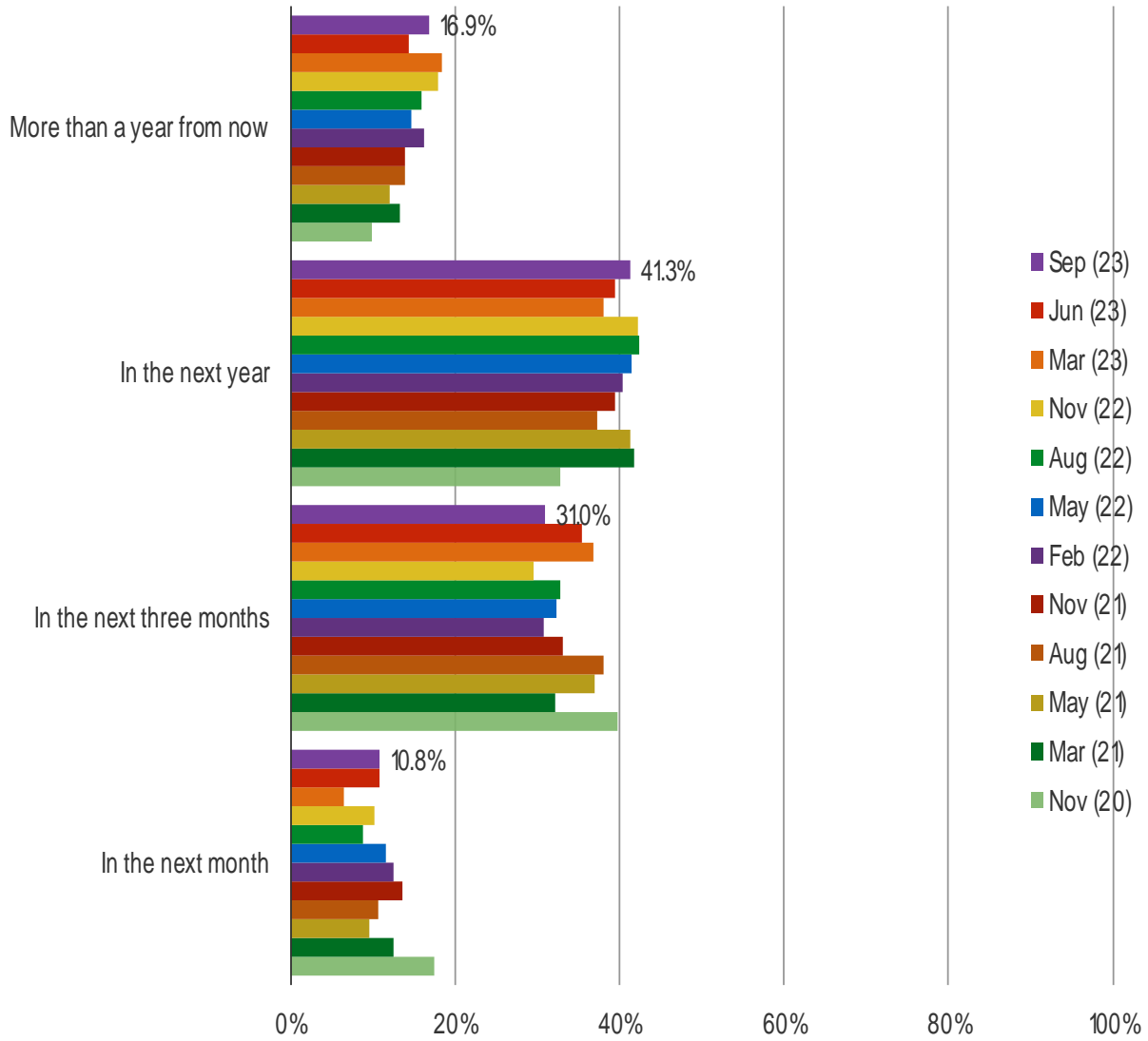
WHICH ARE YOU INTERESTED IN BUYING?

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



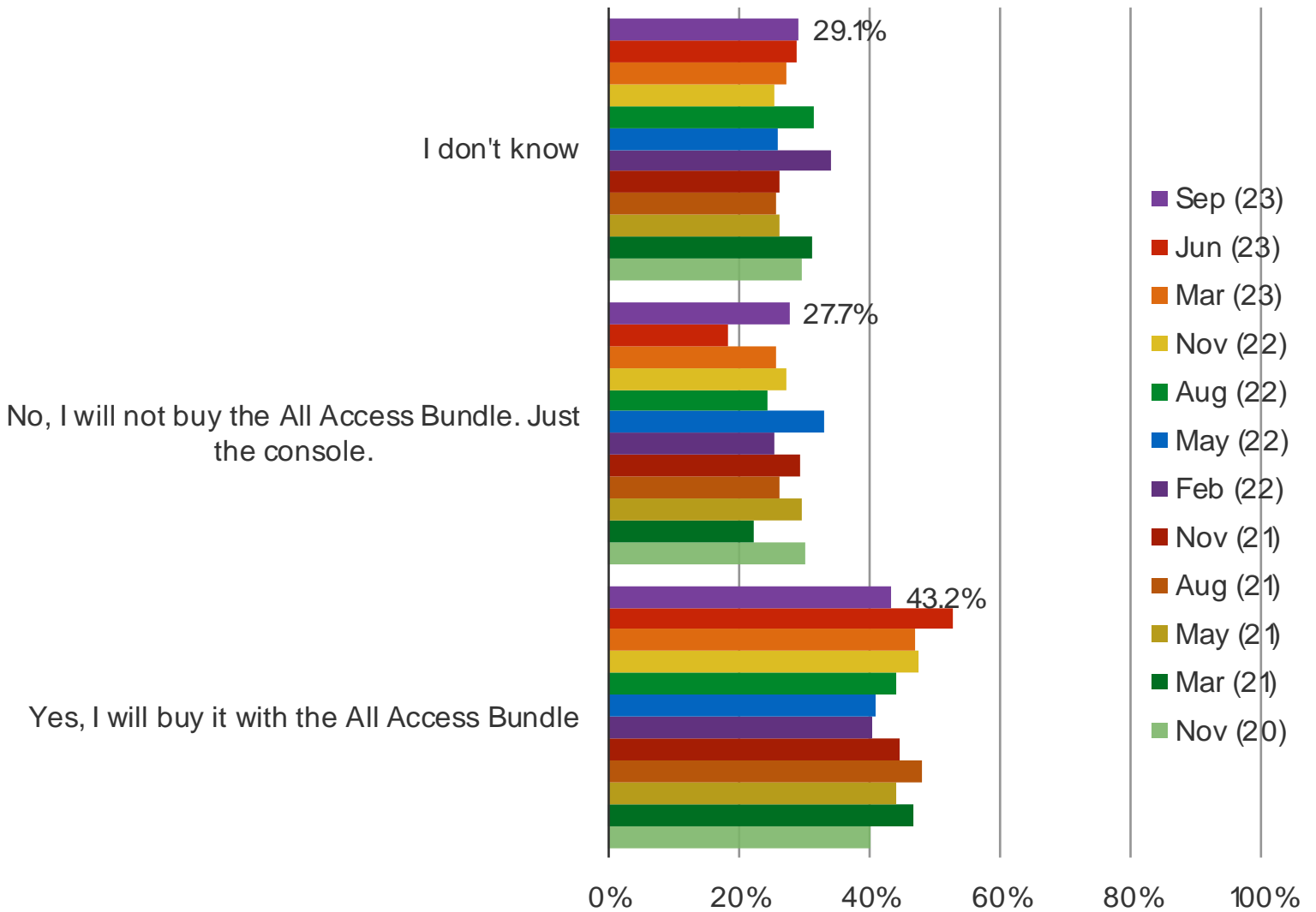
WHEN DO YOU EXPECT TO GET IT?

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



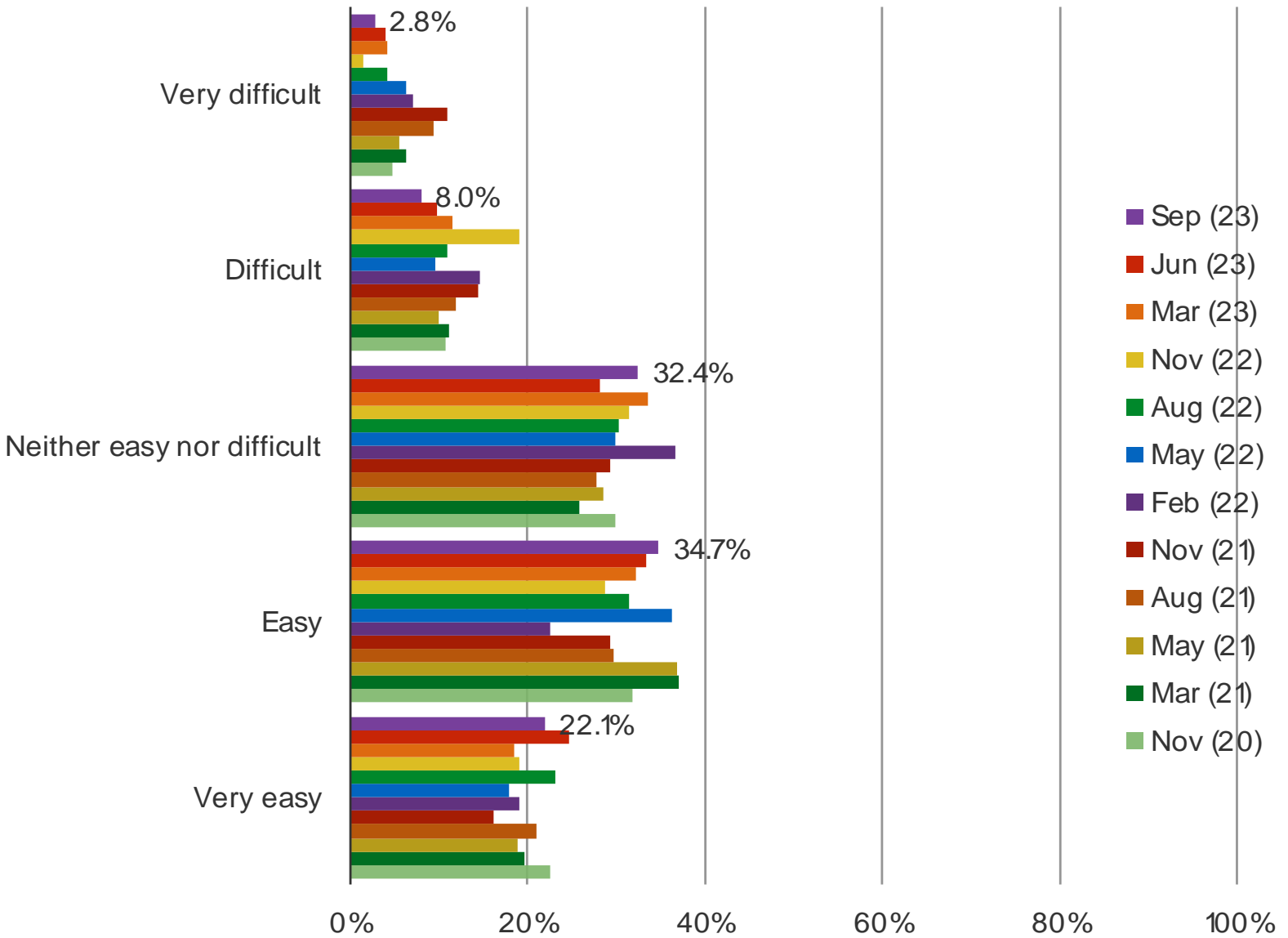
WILL YOU BUY IT WITH THE ALL-ACCESS BUNDLE?

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



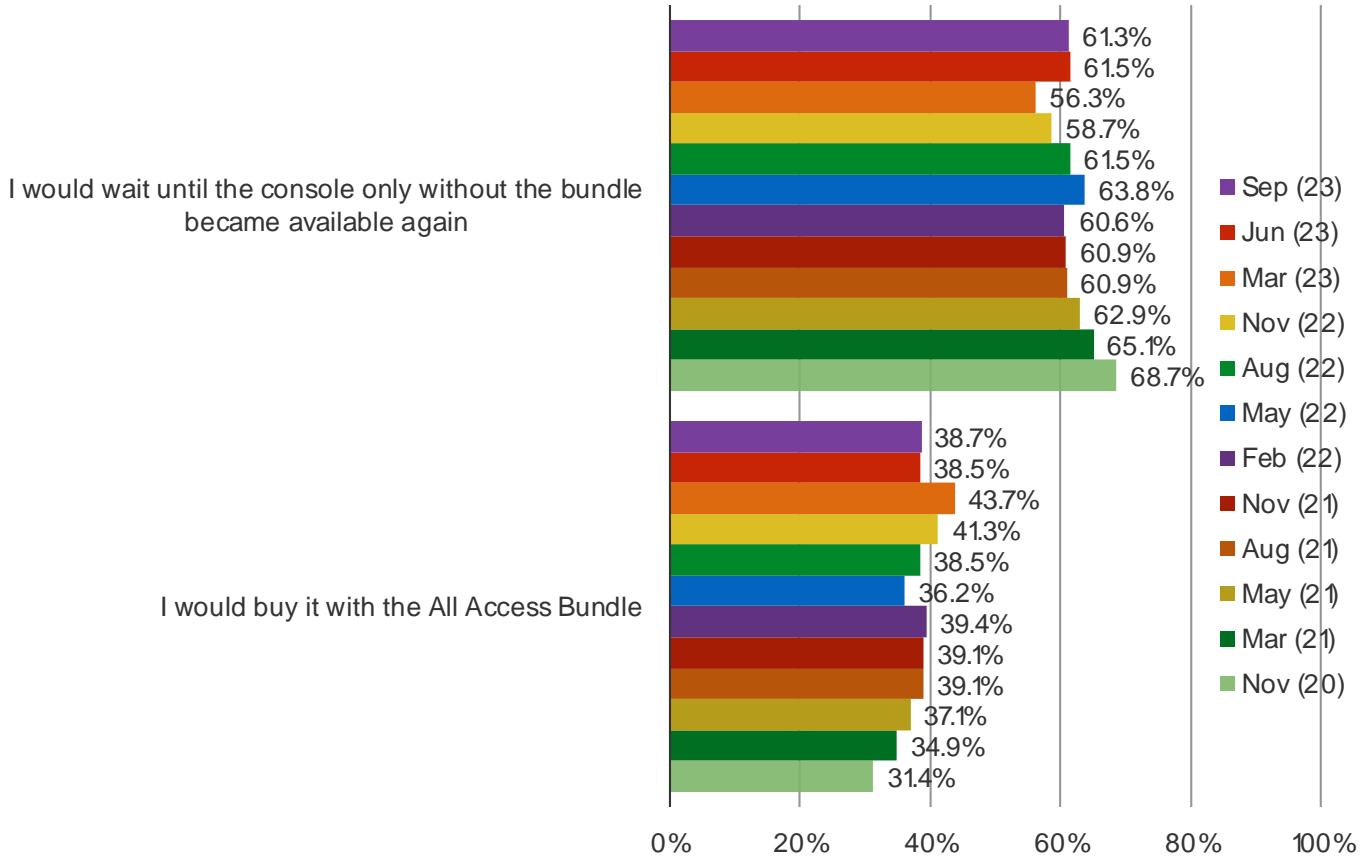
HOW EASY OR DIFFICULT DO YOU EXPECT IT WILL BE TO FIND THIS ITEM IN STOCK WHEN YOU TRY TO ORDER IT / BUY IT?

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



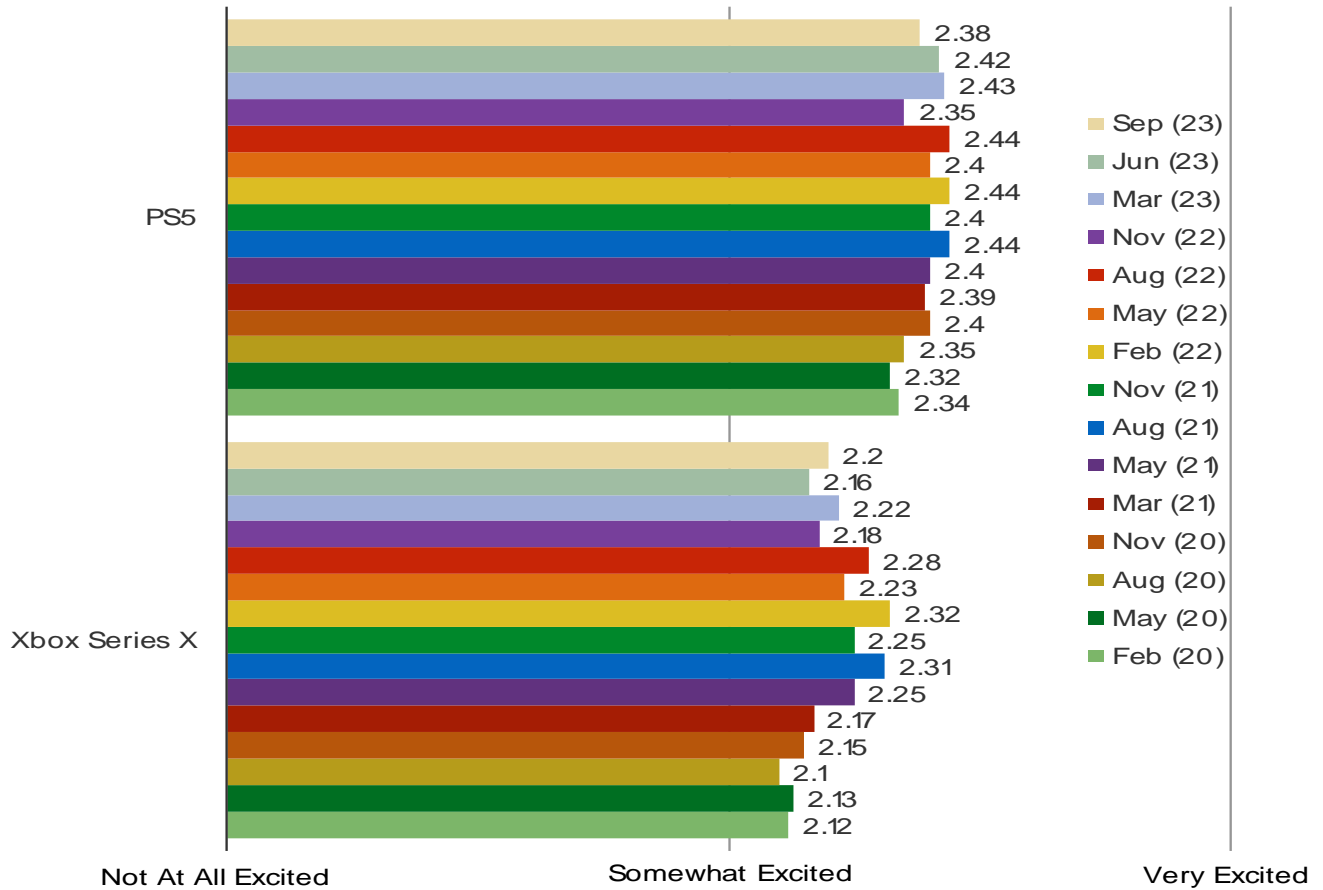
IF YOU ATTEMPTED TO ORDER THE SERIES X OR SERIES S AND IT WAS ONLY AVAILABLE WITH THE ALL ACCESS BUNDLE, WHAT WOULD YOU DO?

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



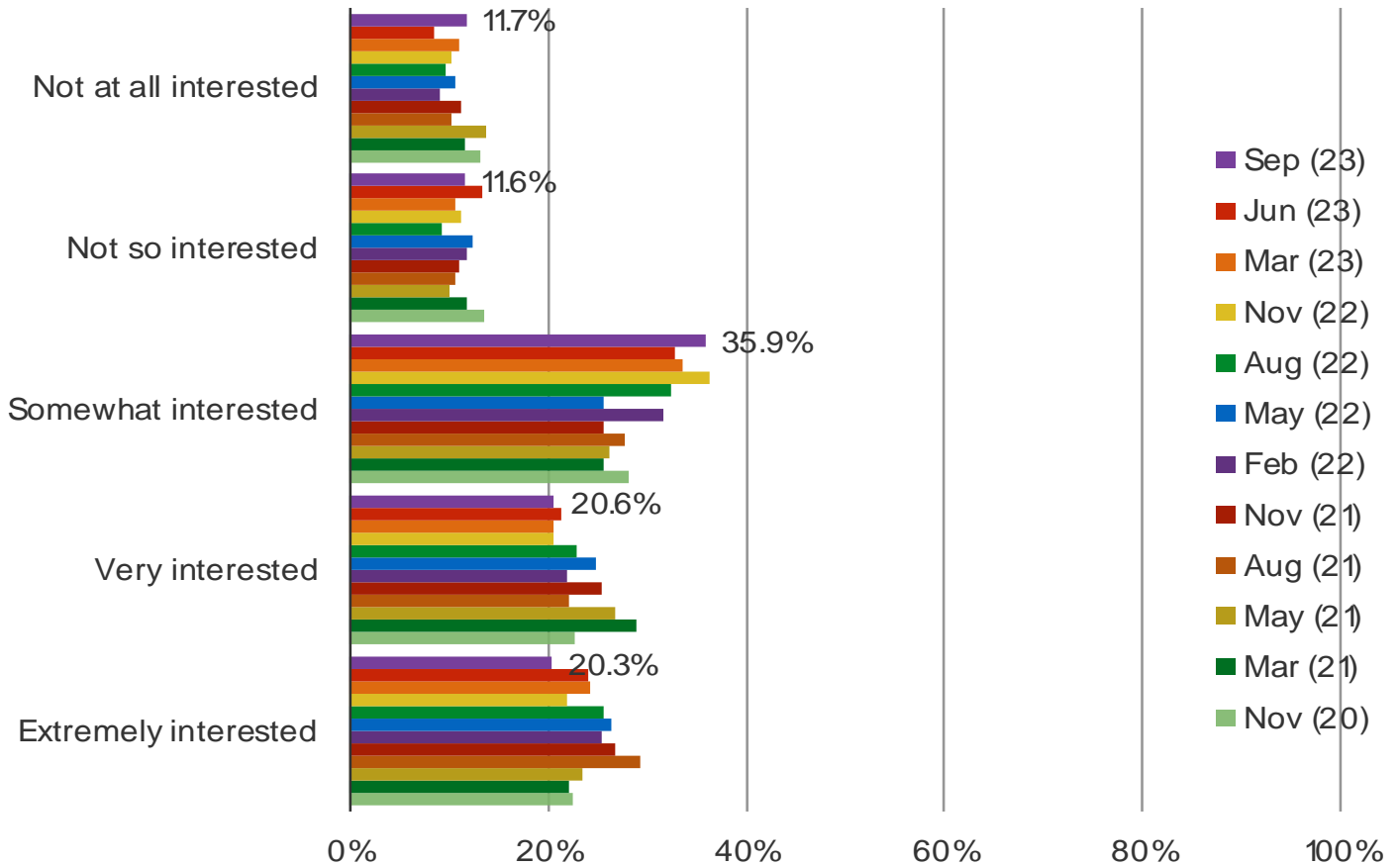
PLEASE RATE YOUR LEVEL OF EXCITEMENT FOR THE EXCLUSIVE GAME LINEUP THAT WILL BE AVAILABLE FOR THIS PLATFORM.

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)

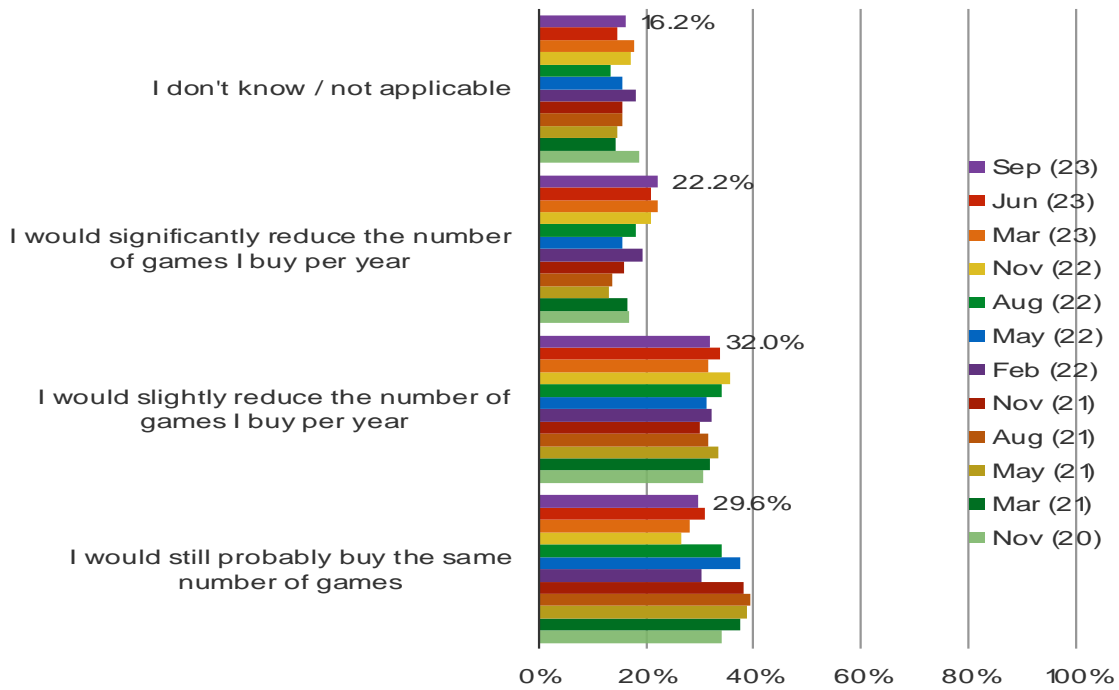
Posed to the target audience.



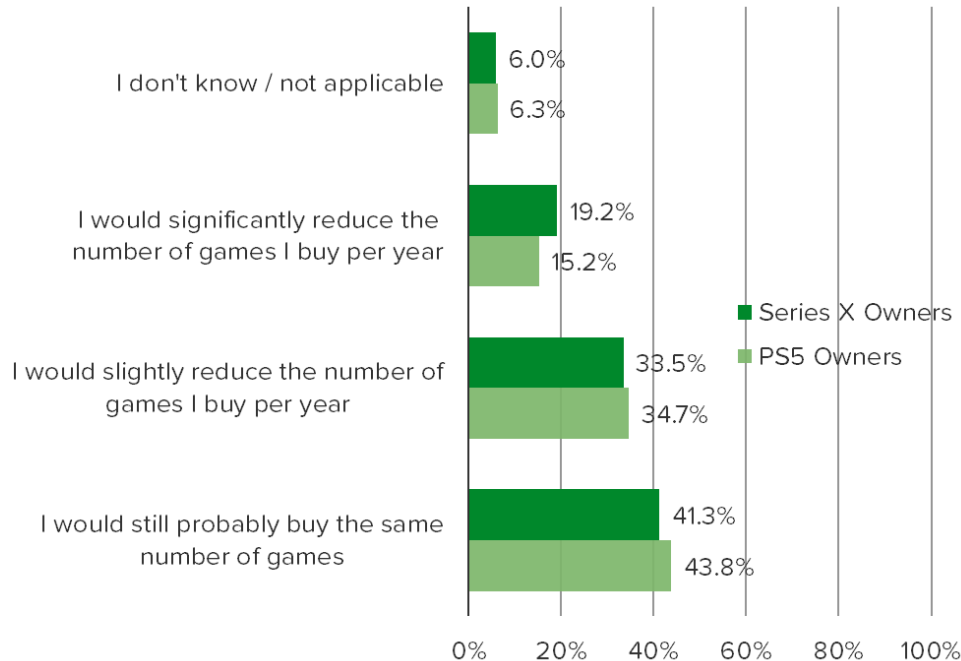
NEW GAME PRICES AND CASH USAGE FOR GAMES

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.

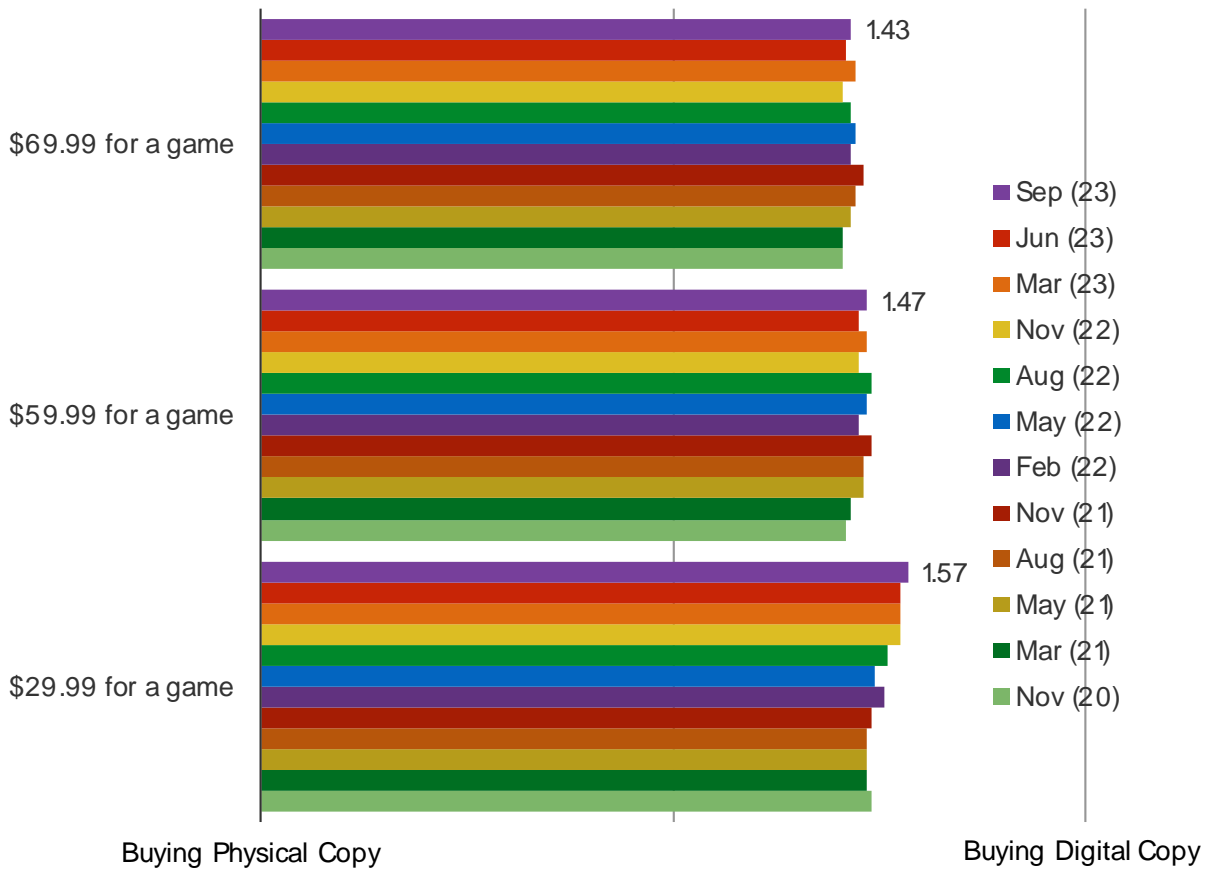


Cross-Tabs: Console Owners



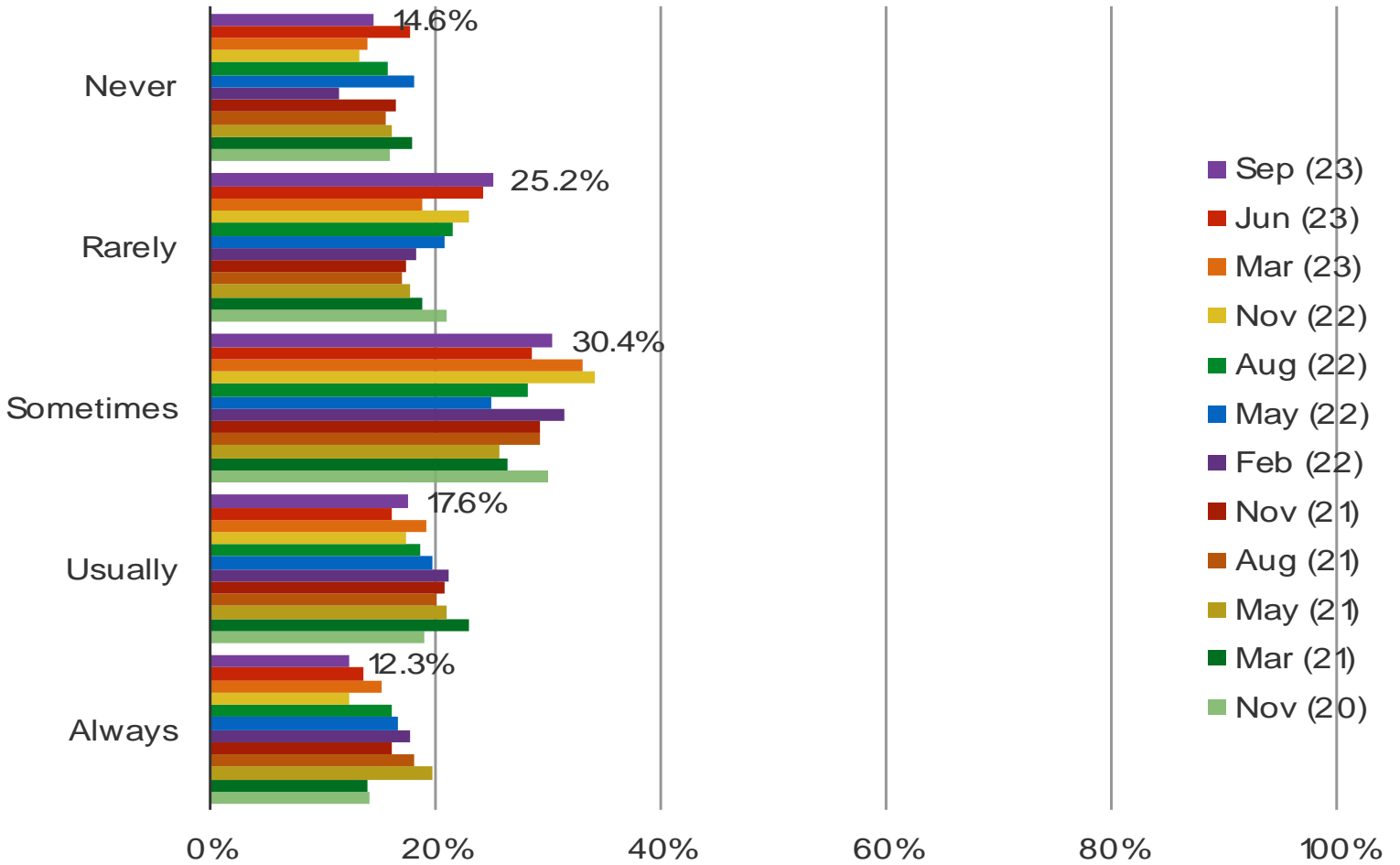
WHICH IS MORE ATTRACTIVE AT THE FOLLOWING PRICE POINTS:

Posed to the target audience.



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

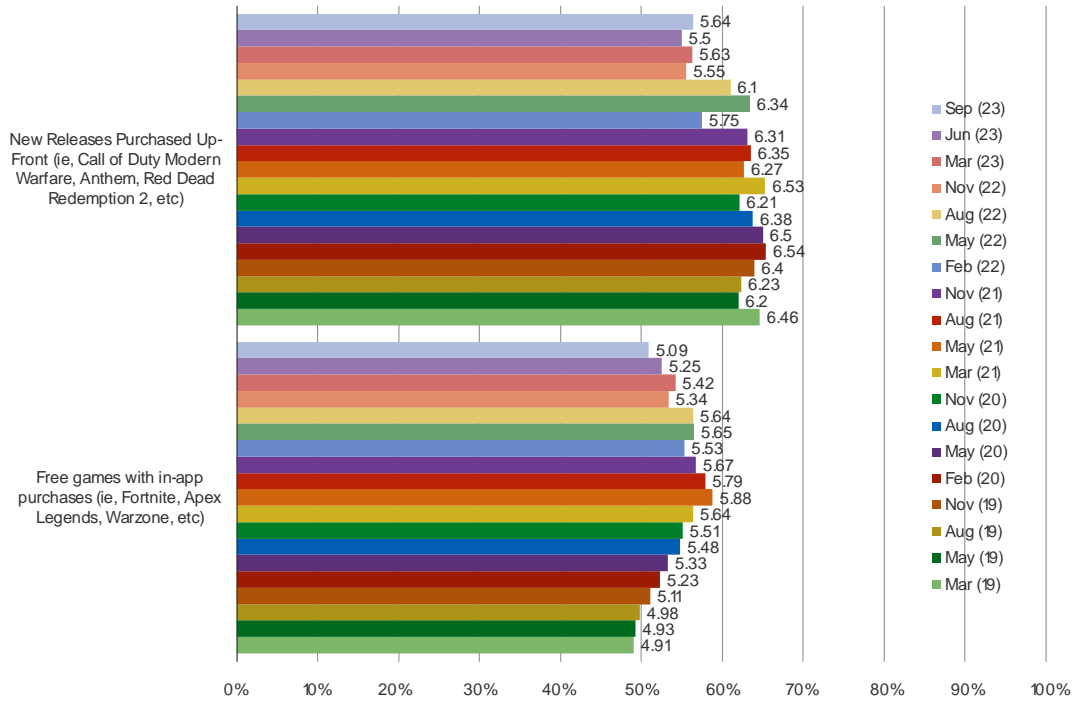
Posed to the target audience.



NEW RELEASES VS. FREE GAMES AND MICROTRANSACTIONS

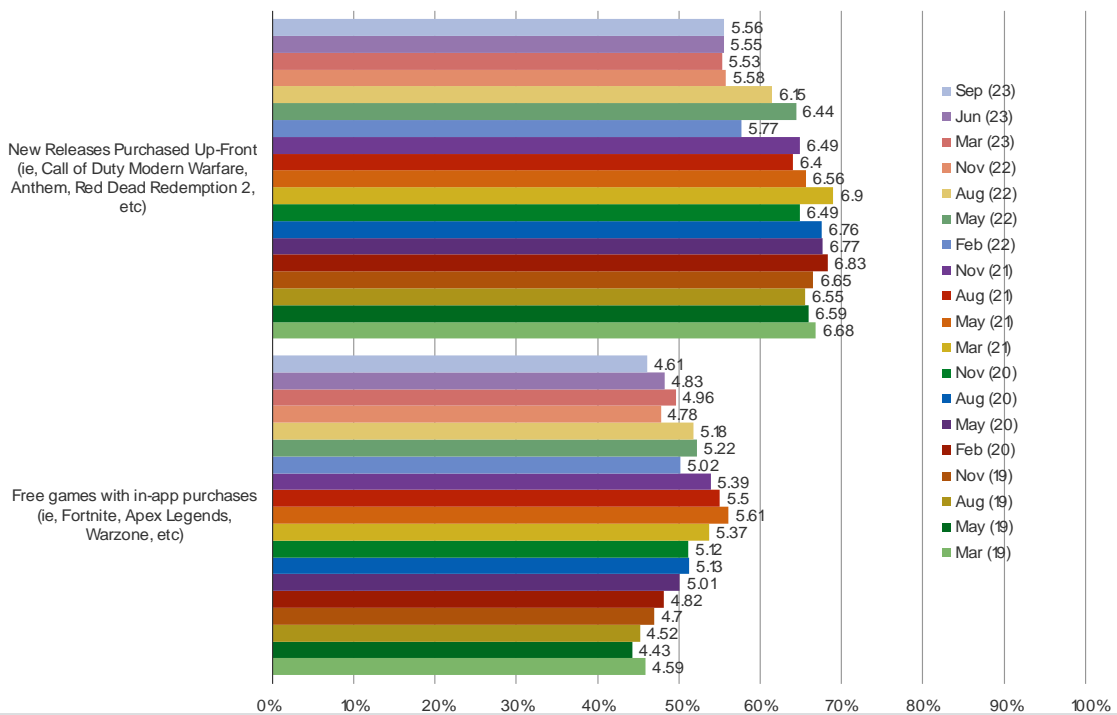
HOW MUCH OF YOUR GAME PLAYING TIME GETS ALLOCATED TO THE FOLLOWING?

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



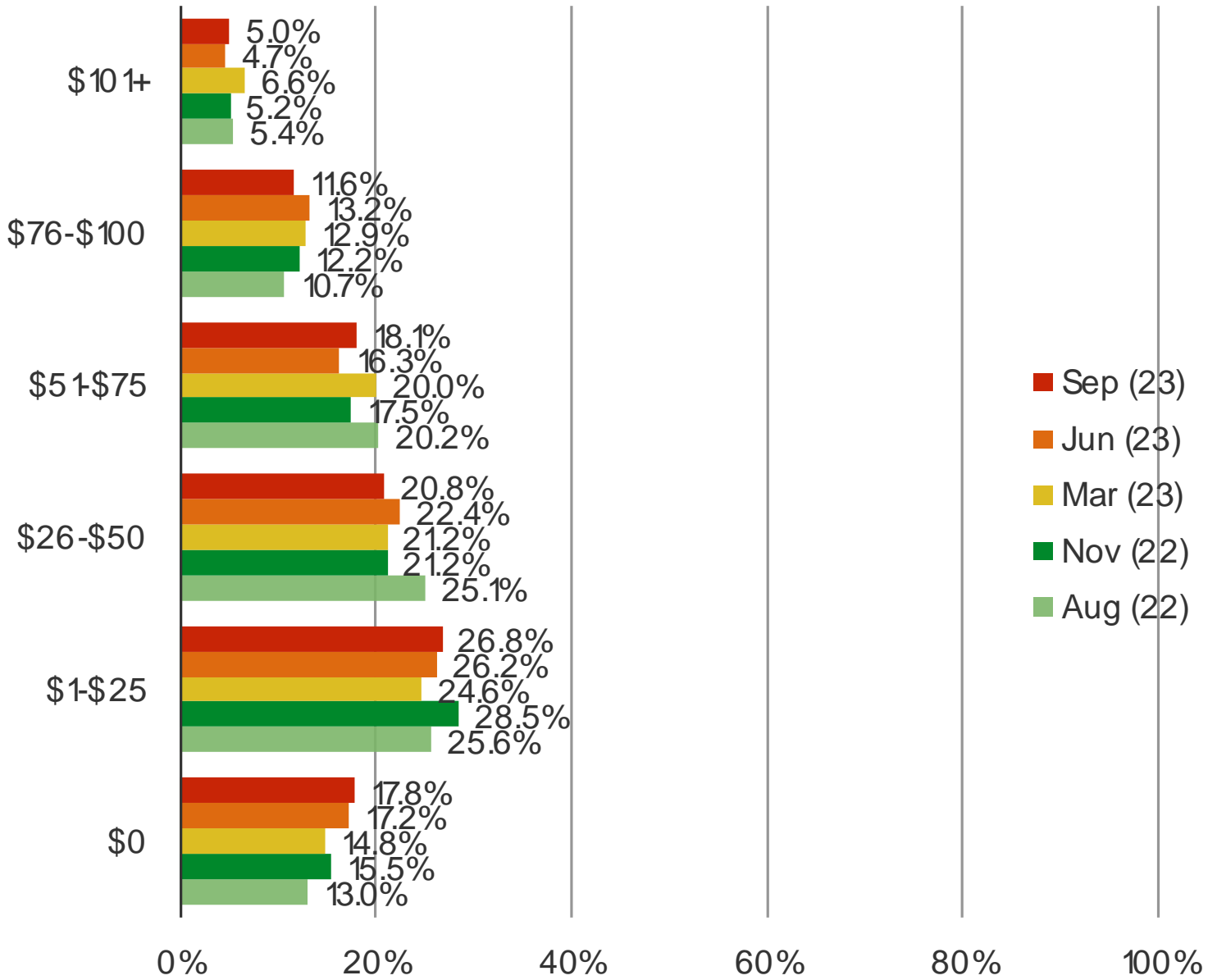
HOW MUCH OF YOUR GAME SPENDING BUDGET GETS ALLOCATED TO THE FOLLOWING?

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



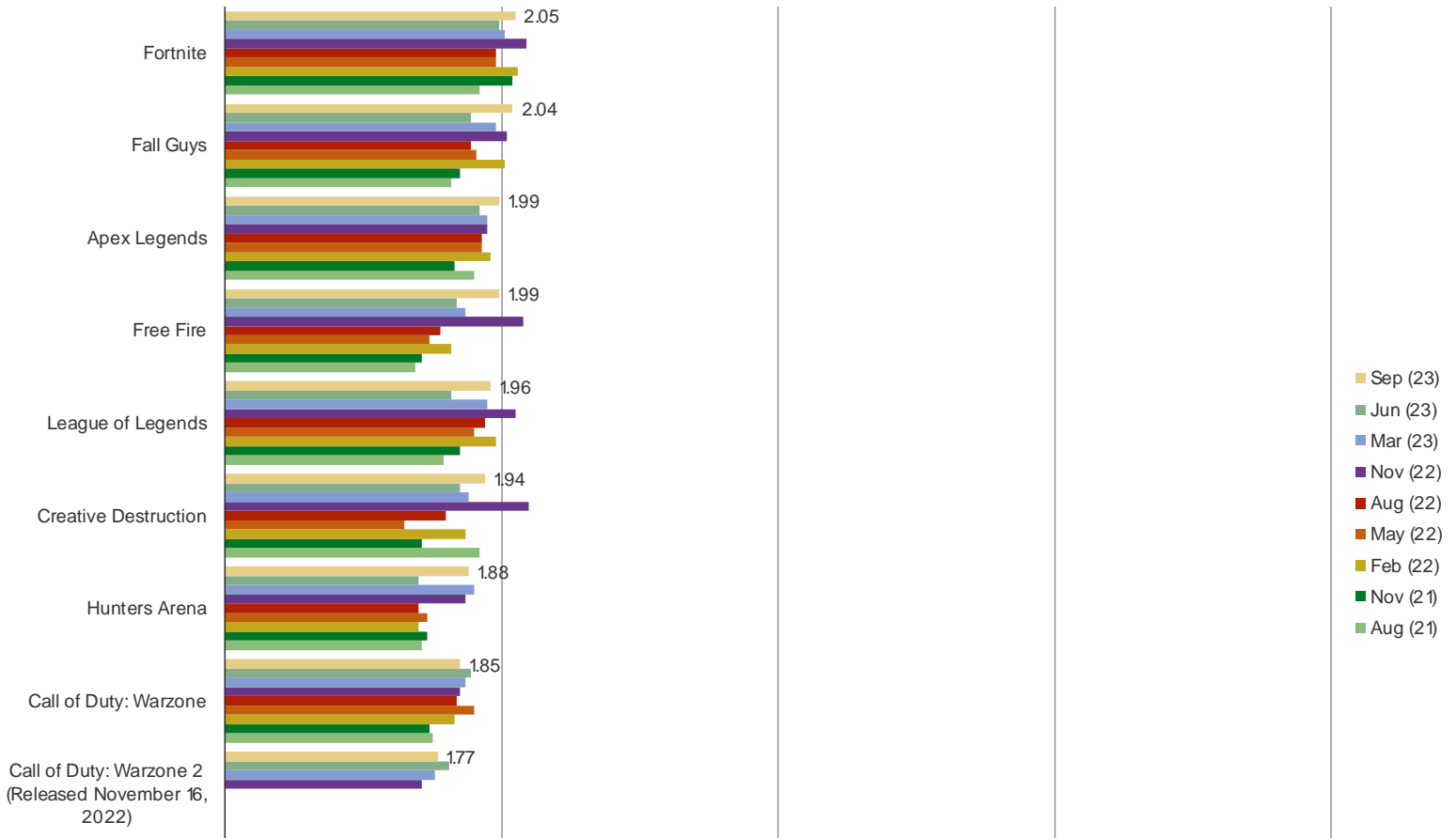
HOW MUCH MONEY DO YOU TYPICALLY SPEND PER MONTH ON IN-GAME PURCHASES?

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.

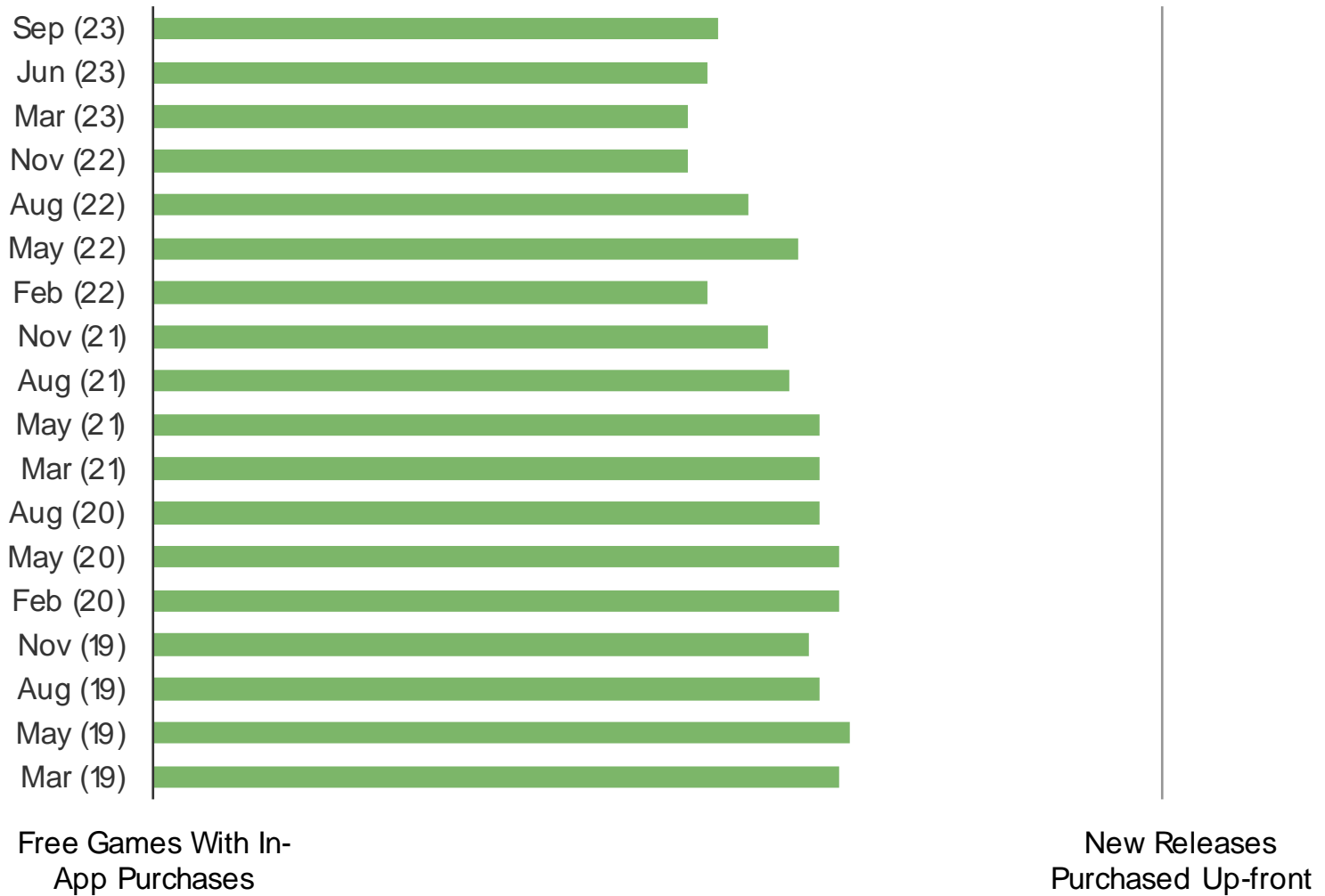


Very Positive Positive Neither Negative Nor Positive Negative Very Negative

← More positive.

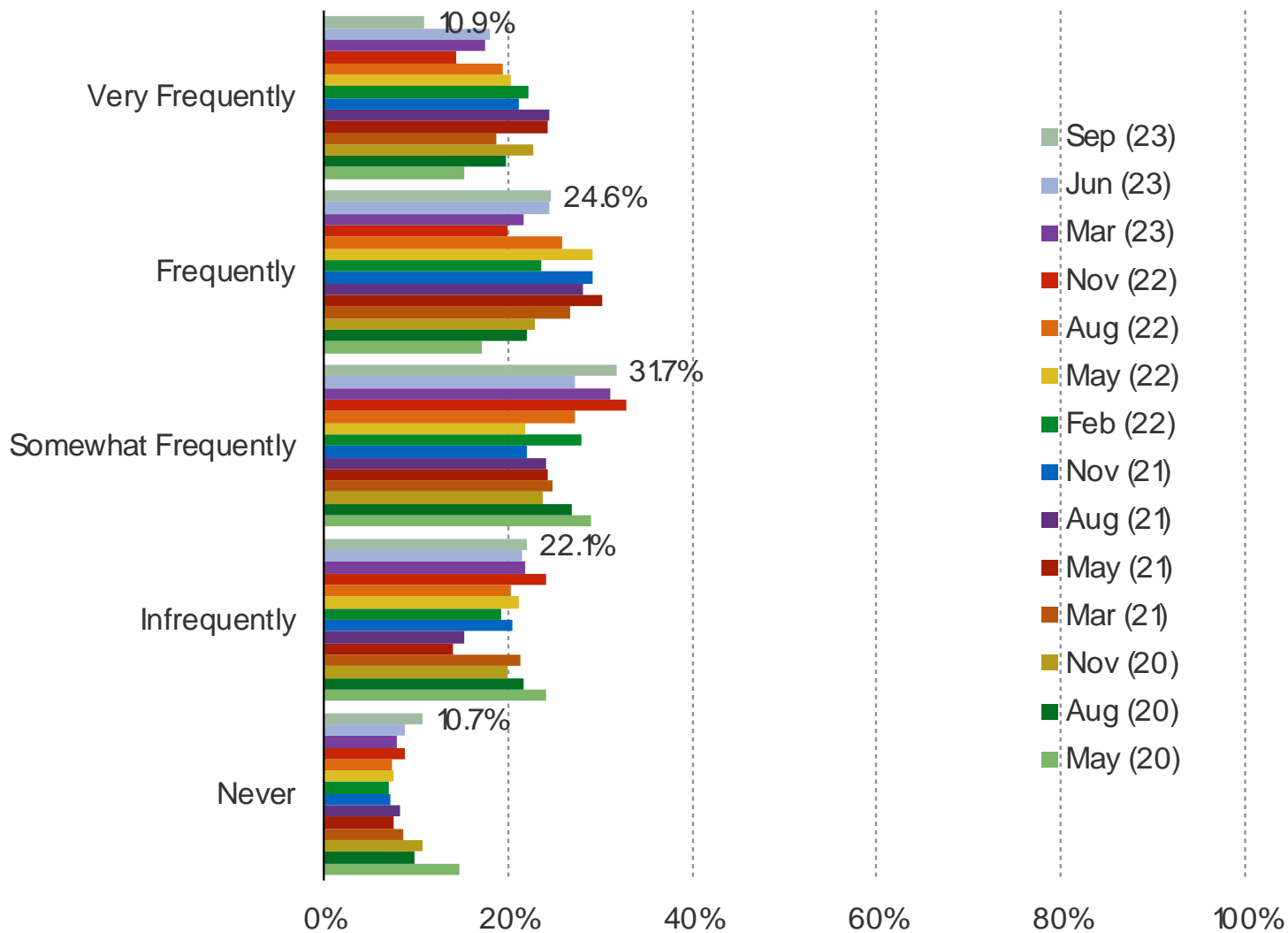
WHICH DO YOU PREFER?

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



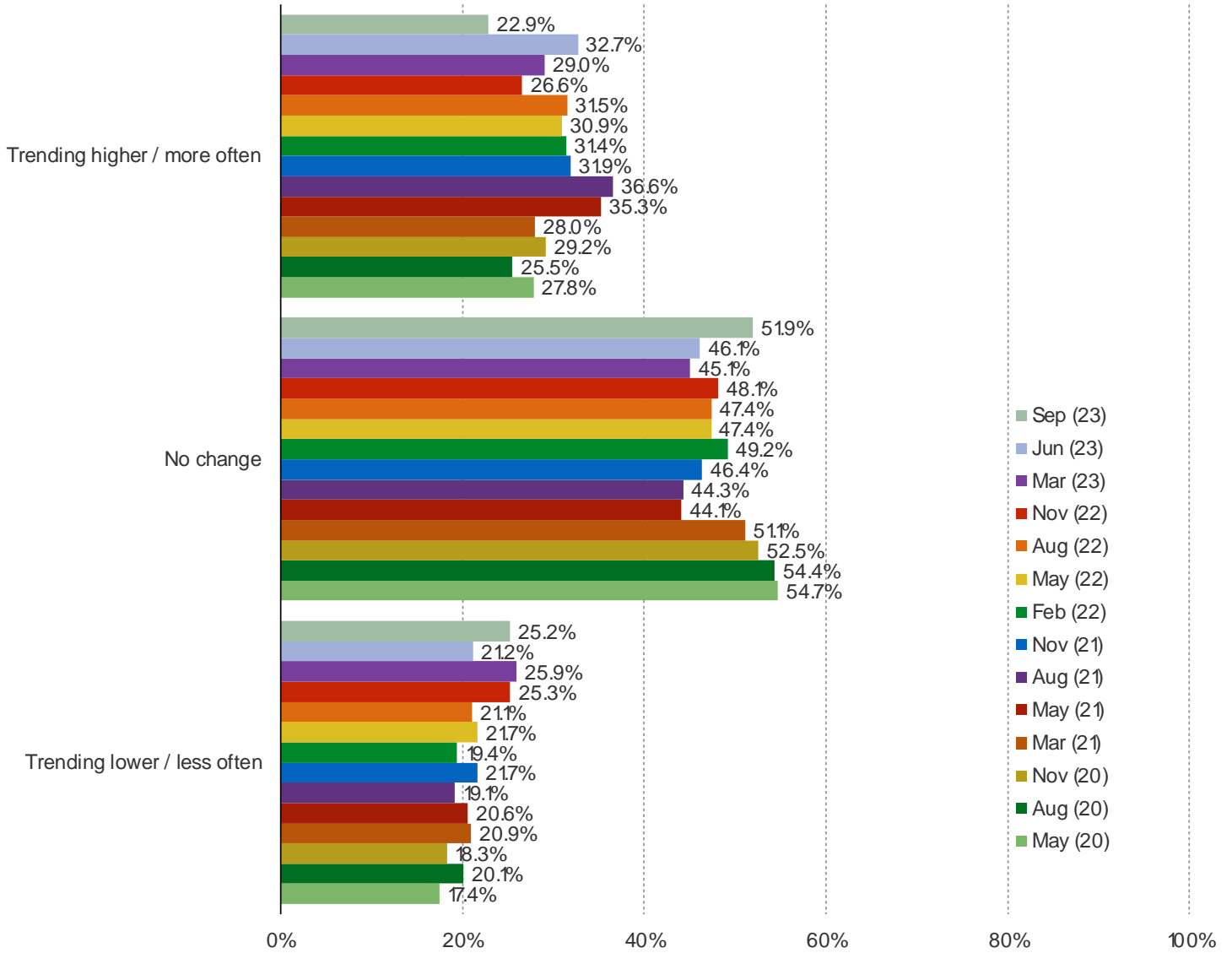
HOW OFTEN DO YOU SPEND MONEY ON DOWNLOADABLE CONTENT WITHIN GAMES YOU PLAY ON XBOX ONE OR THE SERIES X?

Posed to Xbox One owners.



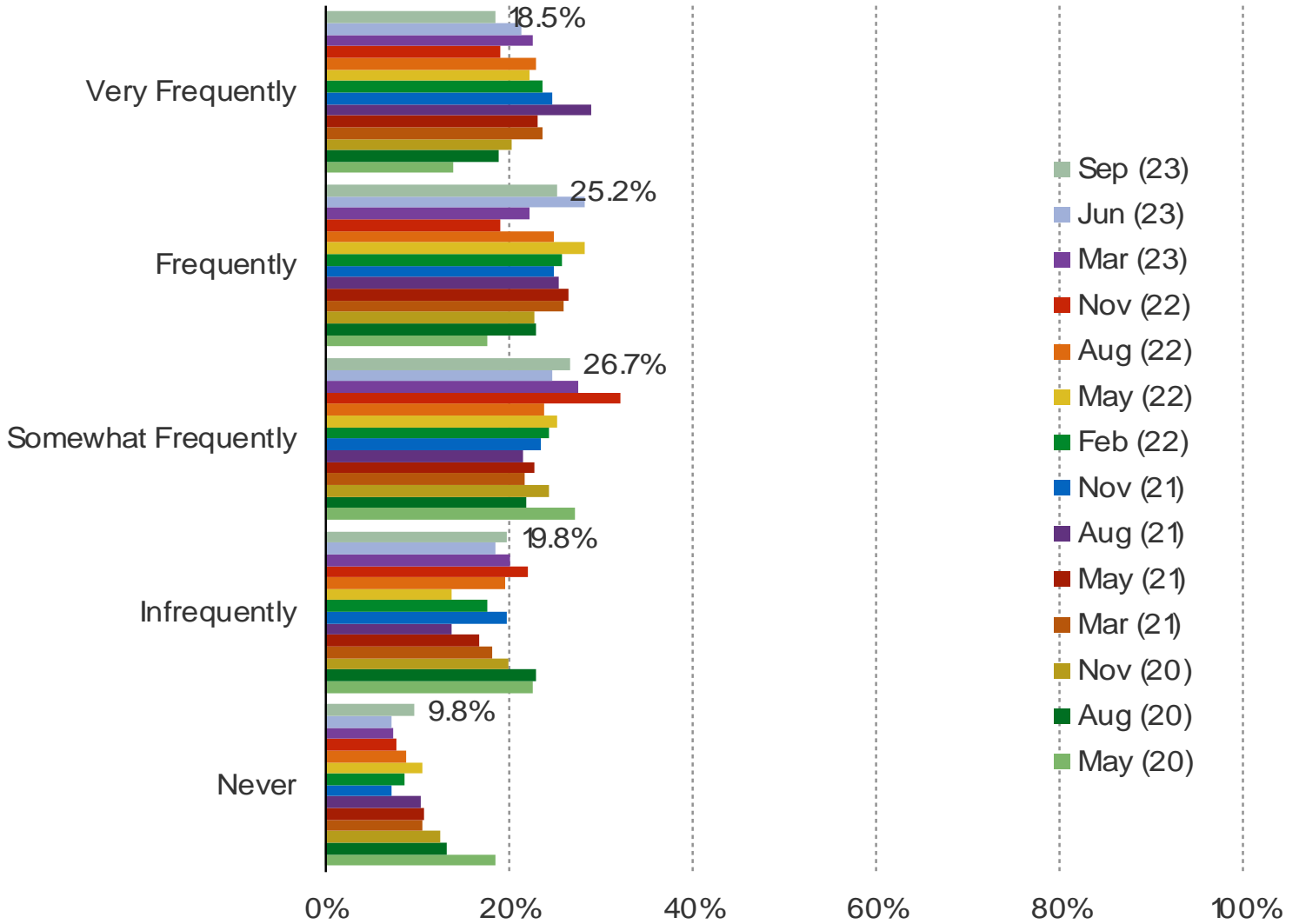
HAS YOUR SPENDING ON DOWNLOADABLE CONTENT WITHIN GAMES ON XBOX ONE OR THE SERIES X BEEN TRENDING HIGHER OR LOWER OVER TIME?

Posed to Xbox Series X or Xbox One owners.



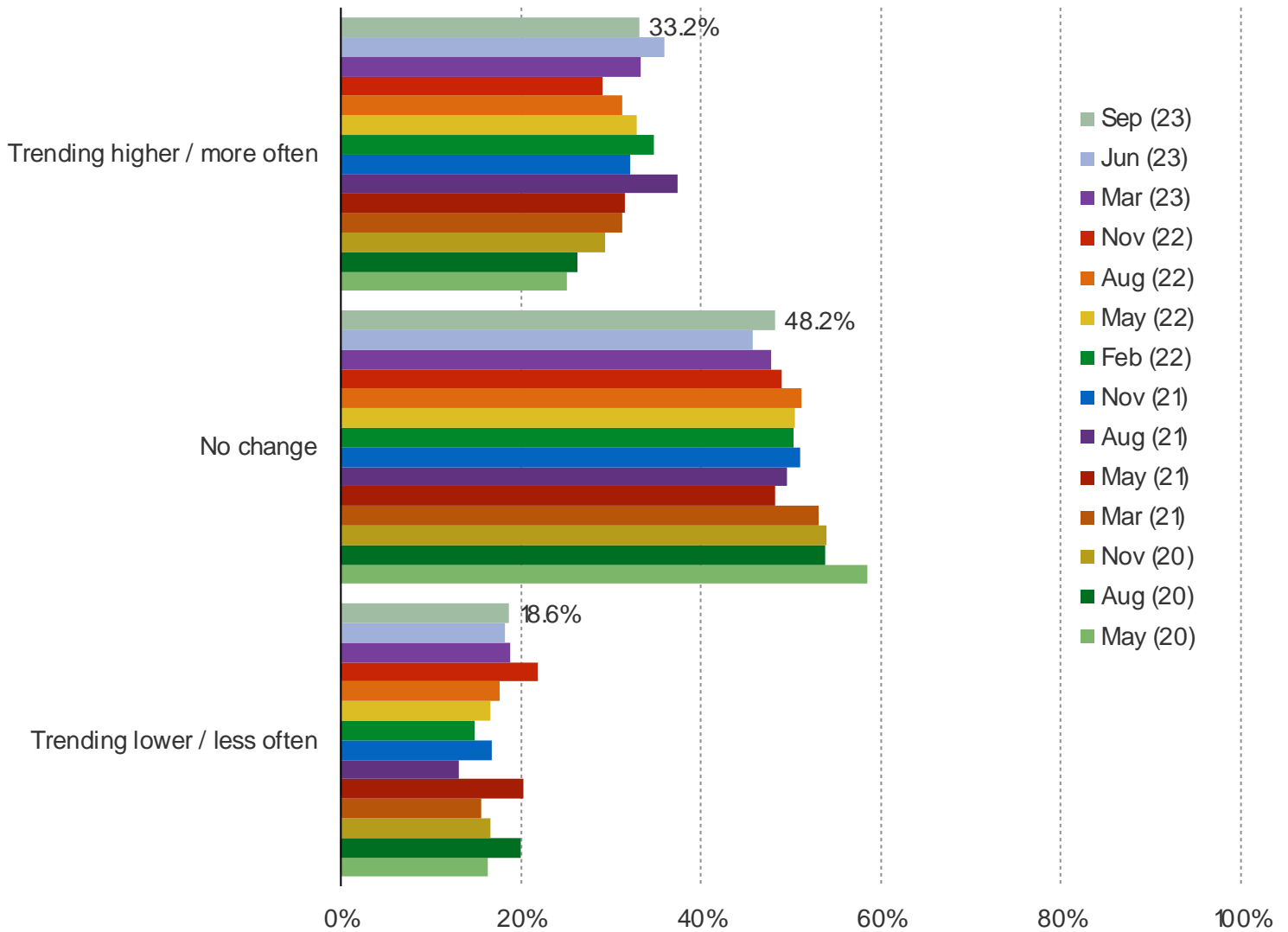
HOW OFTEN DO YOU SPEND MONEY ON DOWNLOADABLE CONTENT WITHIN GAMES YOU PLAY ON PS4/PS5?

Posed to PS4 or PS5 owners.



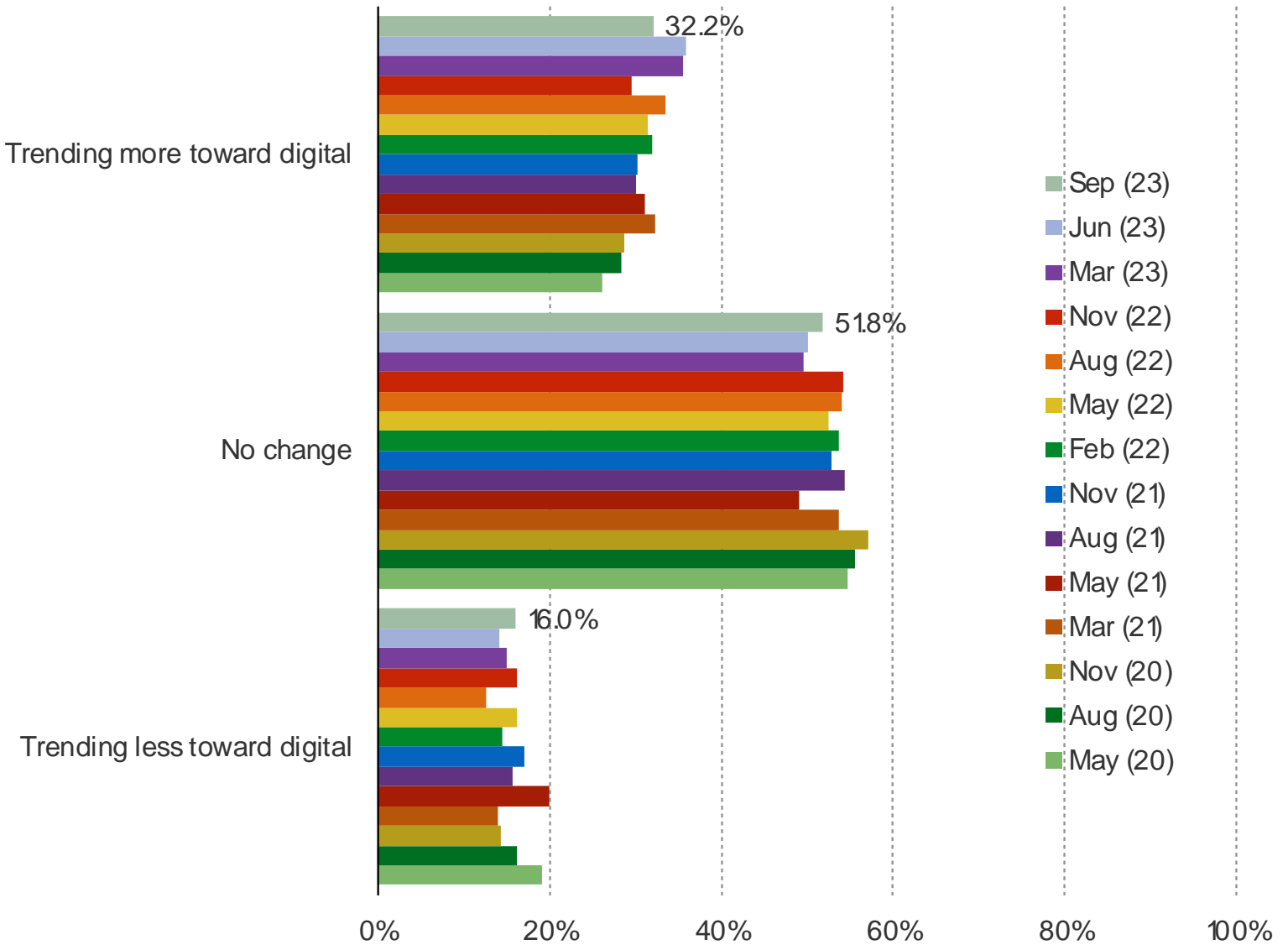
HAS YOUR SPENDING ON DOWNLOADABLE CONTENT WITHIN GAMES ON PS4/PS5 BEEN TRENDING HIGHER OR LOWER OVER TIME?

Posed to PS5 or PS4 owners.



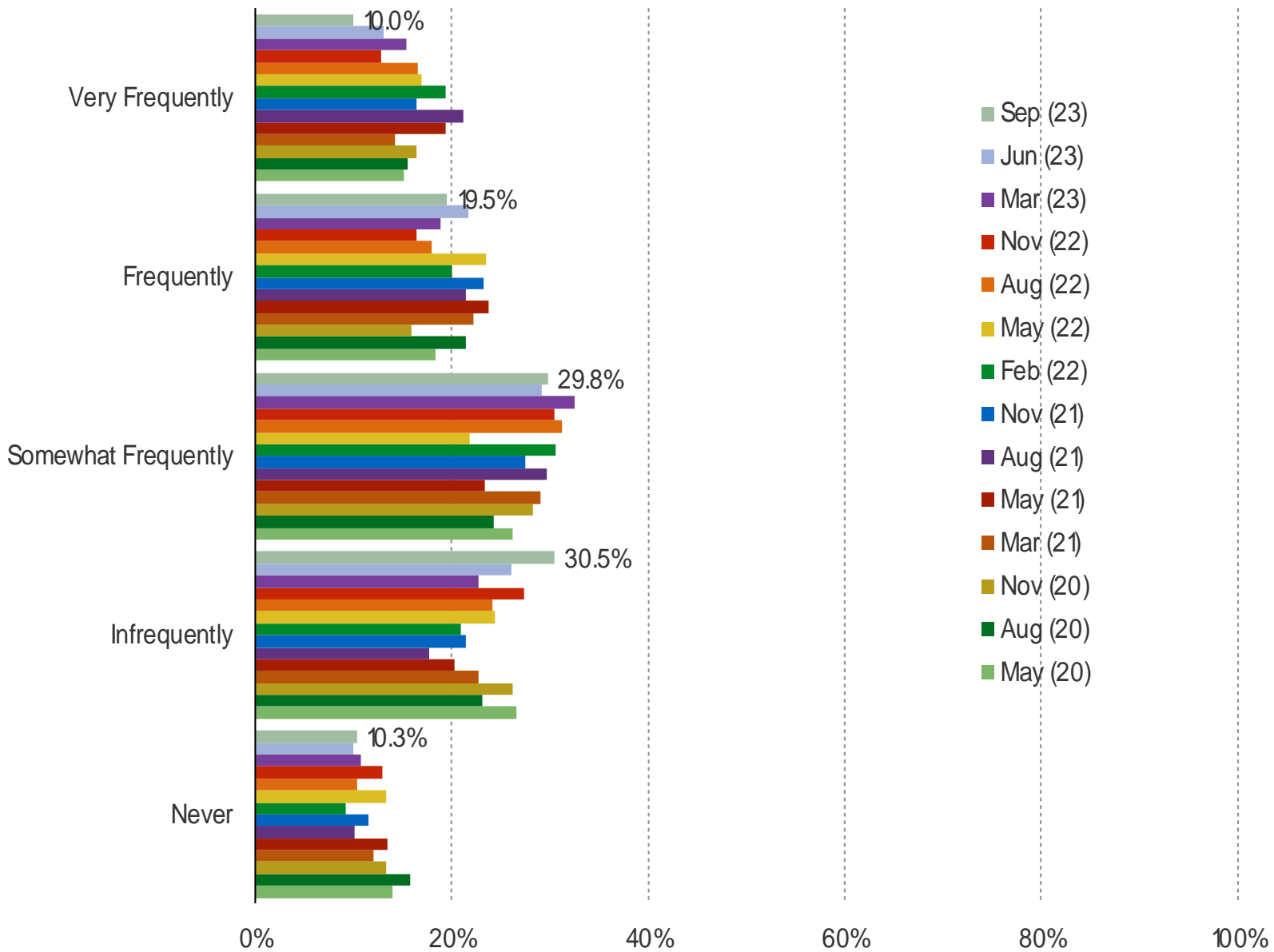
HAS YOUR SPENDING ON DIGITAL GAMES FOR NINTENDO SWITCH/SWITCH LITE BEEN TRENDING HIGHER OR LOWER OVER TIME?

Posed to Nintendo Switch / Switch Lite owners.



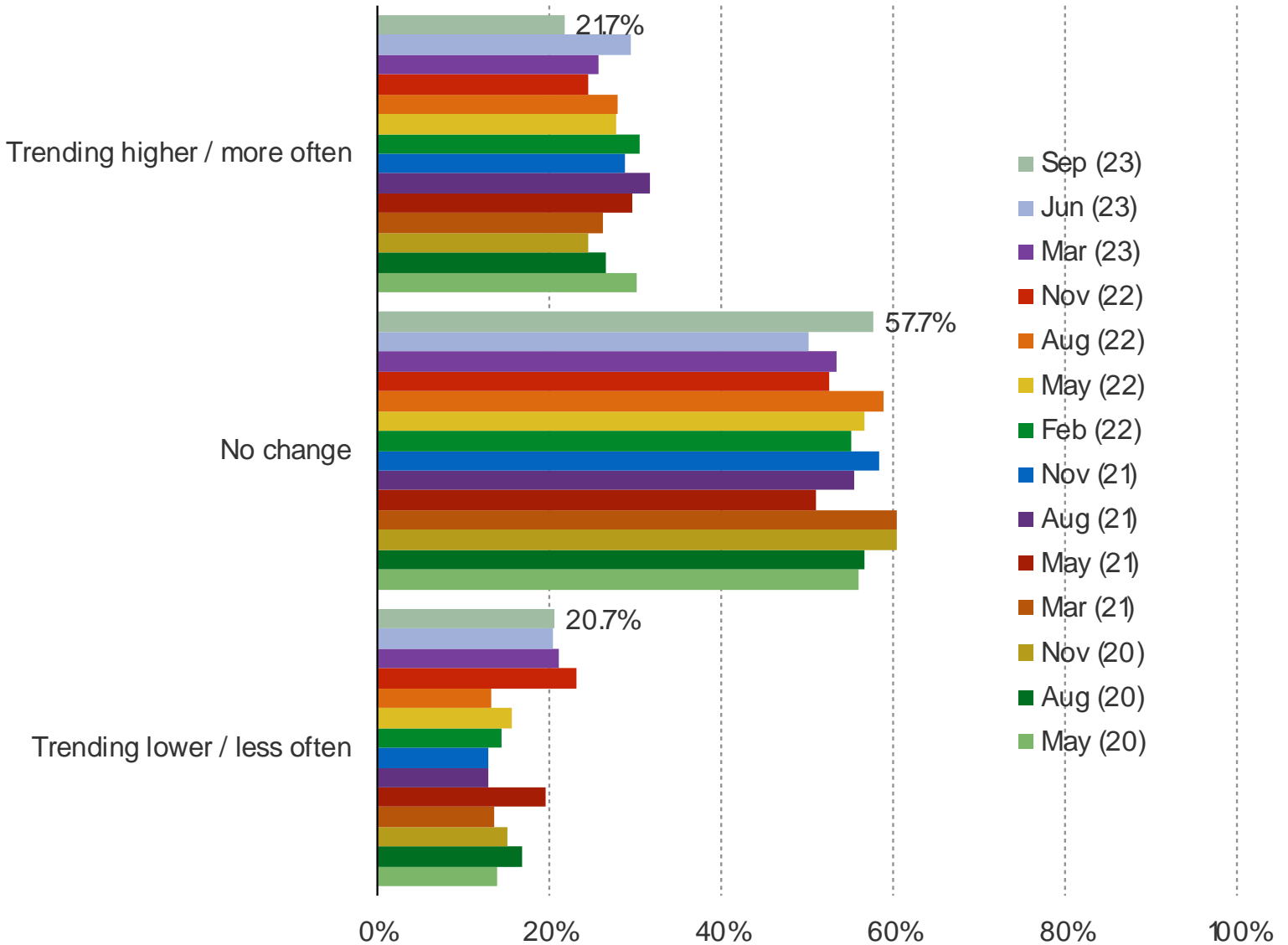
HOW OFTEN DO YOU SPEND MONEY ON DOWNLOADABLE CONTENT WITHIN GAMES YOU PLAY ON NINTENDO SWITCH/SWITCH LITE?

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.

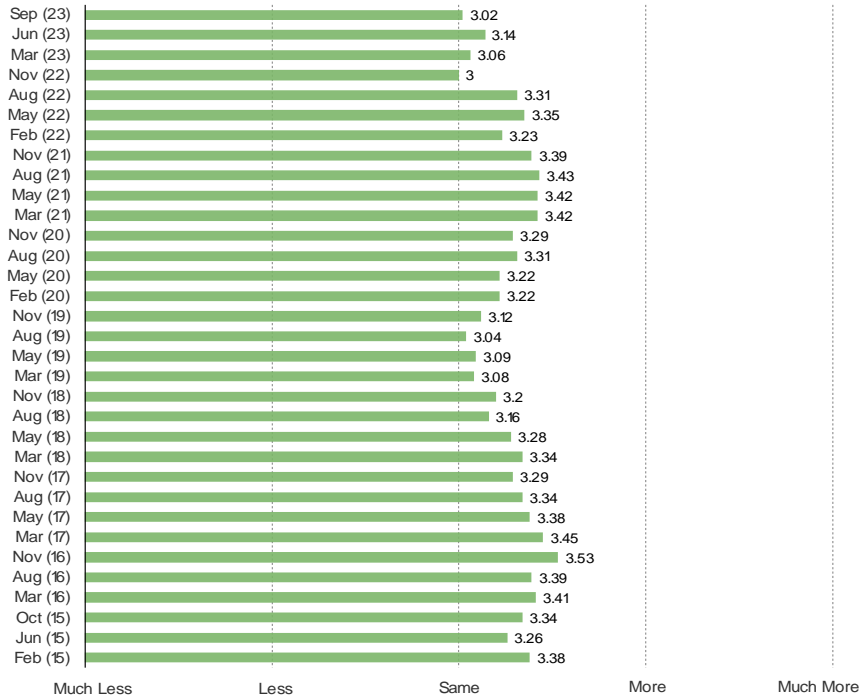


It's In The Game

DIGITAL MARKET SHARE

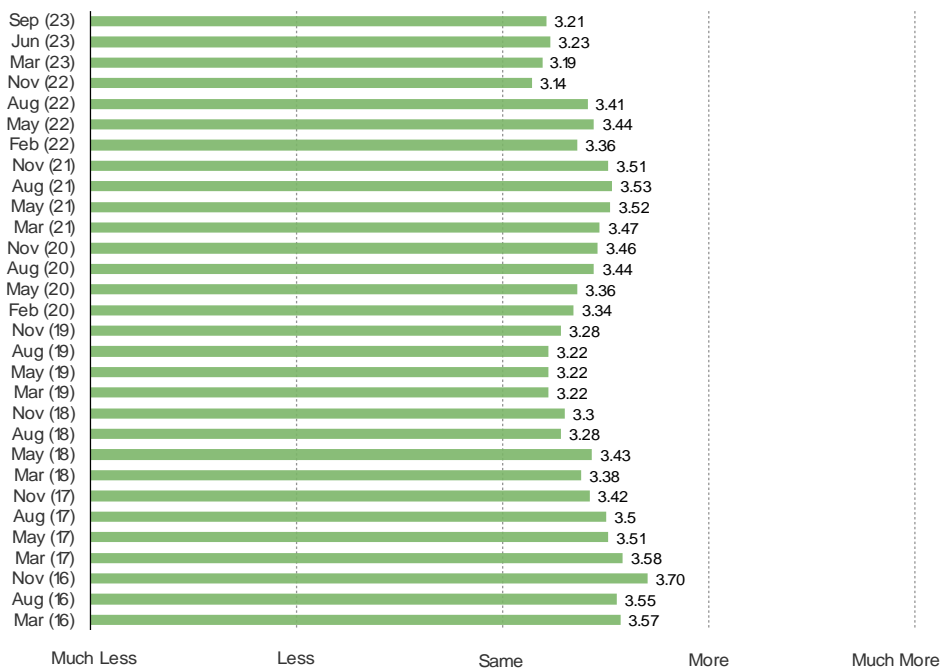
HOW OFTEN ARE YOU DOWNLOADING NEW RELEASE DIGITAL GAMES NOW COMPARED TO 12 MONTHS AGO?

This question was posed to the target audience.



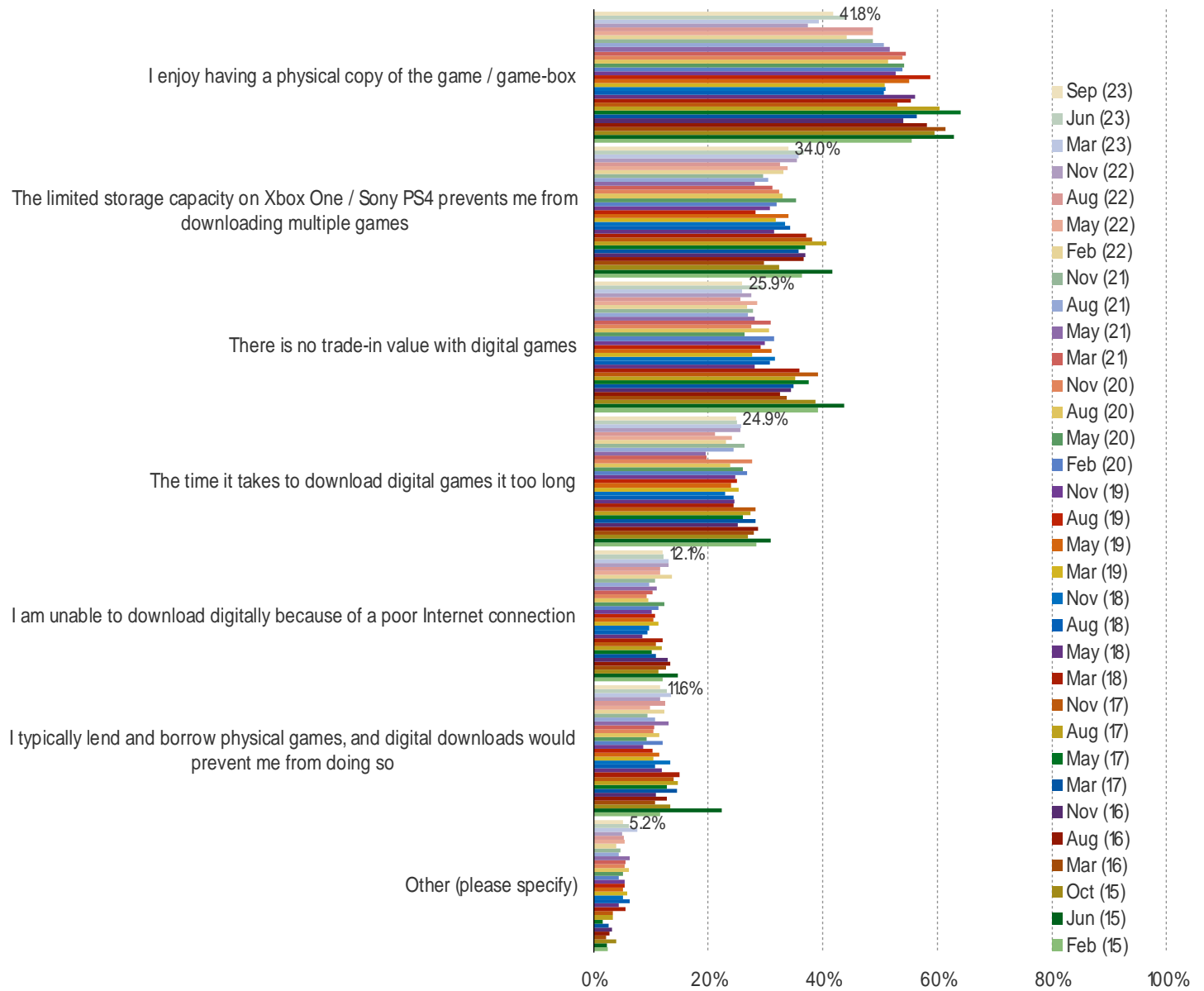
DO YOU EXPECT TO INCREASE OR DECREASE THE NUMBER OF GAMES THAT YOU PURCHASE VIA DIGITAL DOWNLOAD IN THE NEXT 12 MONTHS?

This question was posed to the target audience.



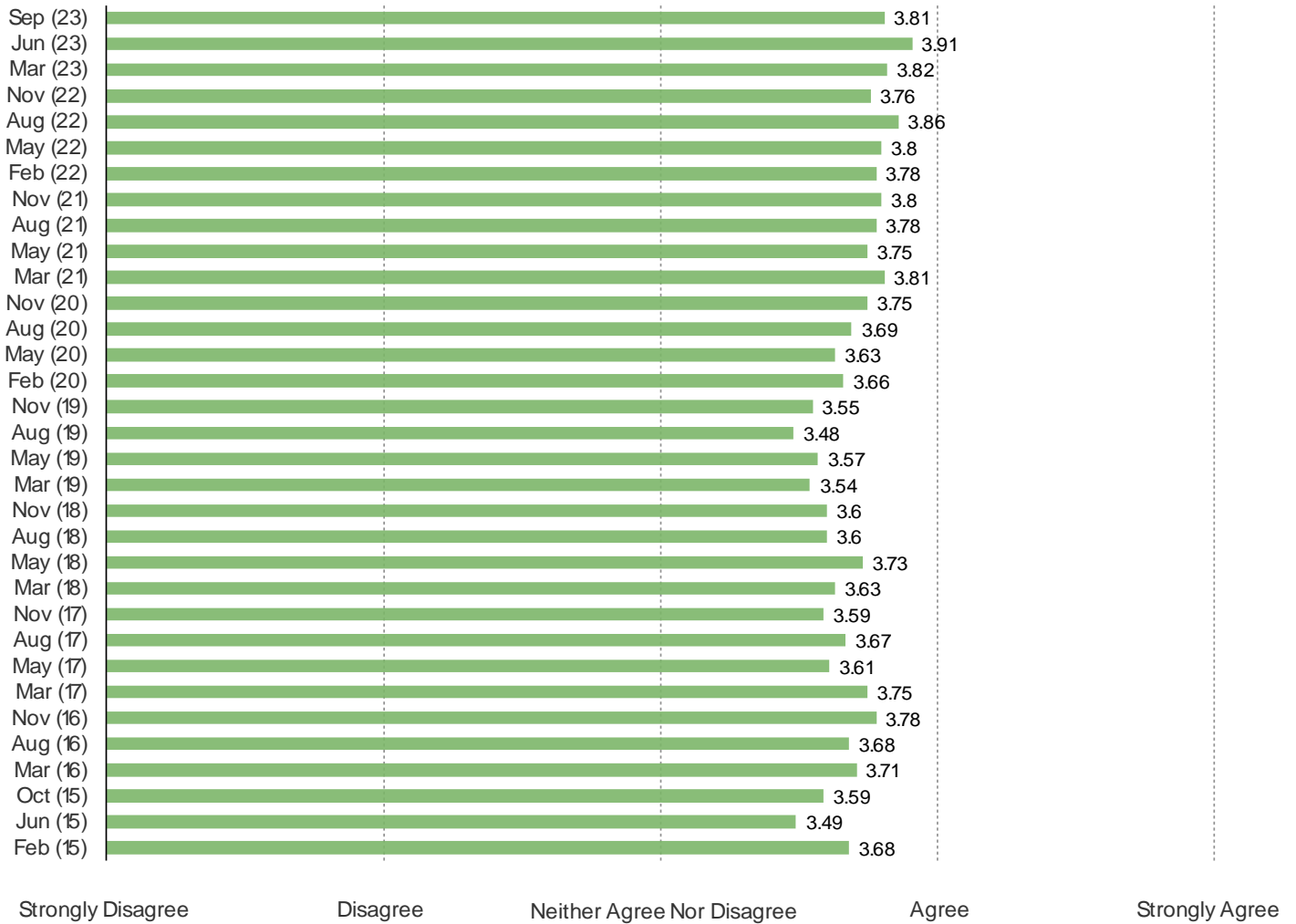
FOR THOSE WHO EXPECT TO BUY THE SAME OR LESS DIGITAL GAMES IN THE NEXT 12 MONTHS, WHY DO YOU PREFER PHYSICAL GAMES?

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



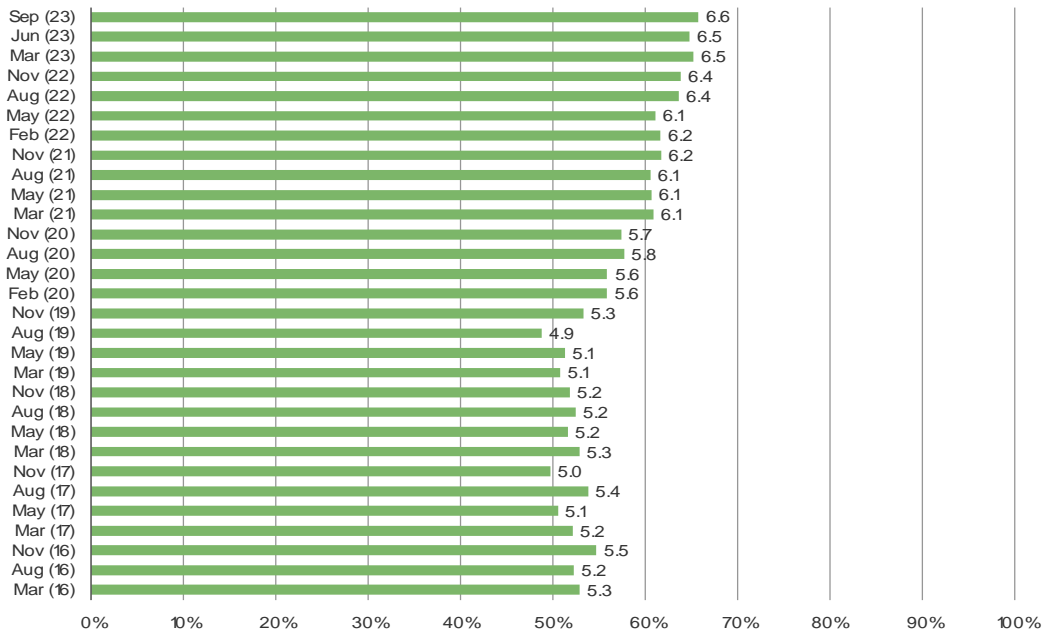
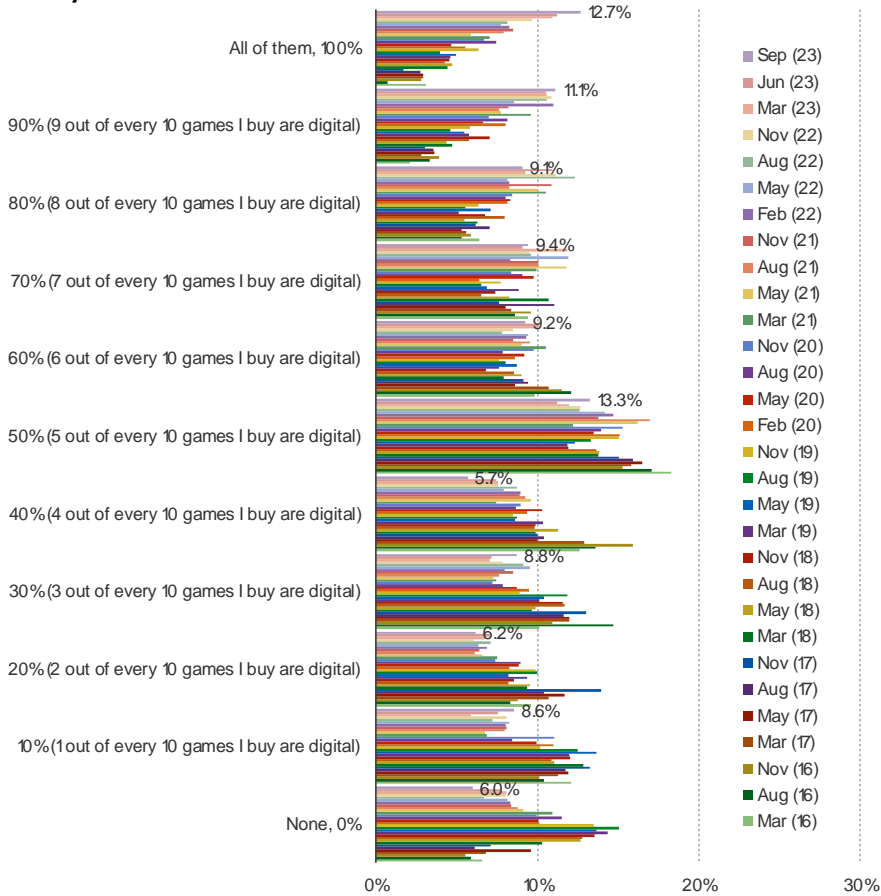
“EVENTUALLY, ALL GAMES WILL BE PURCHASED OR DOWNLOADED DIGITALLY”

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.

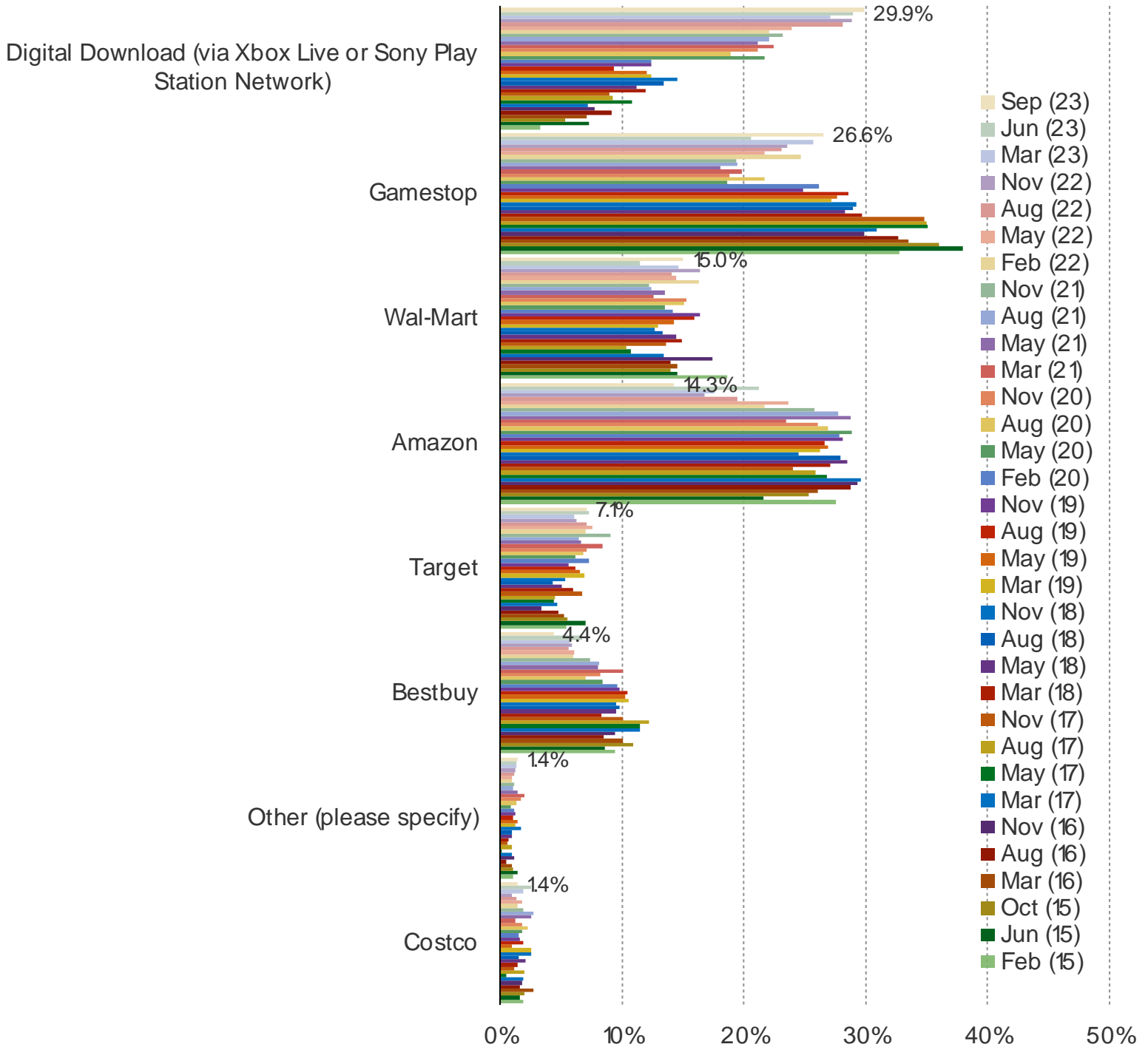


It's In The Game

RETAILERS, WITH GAMESTOP DEEP-DIVE

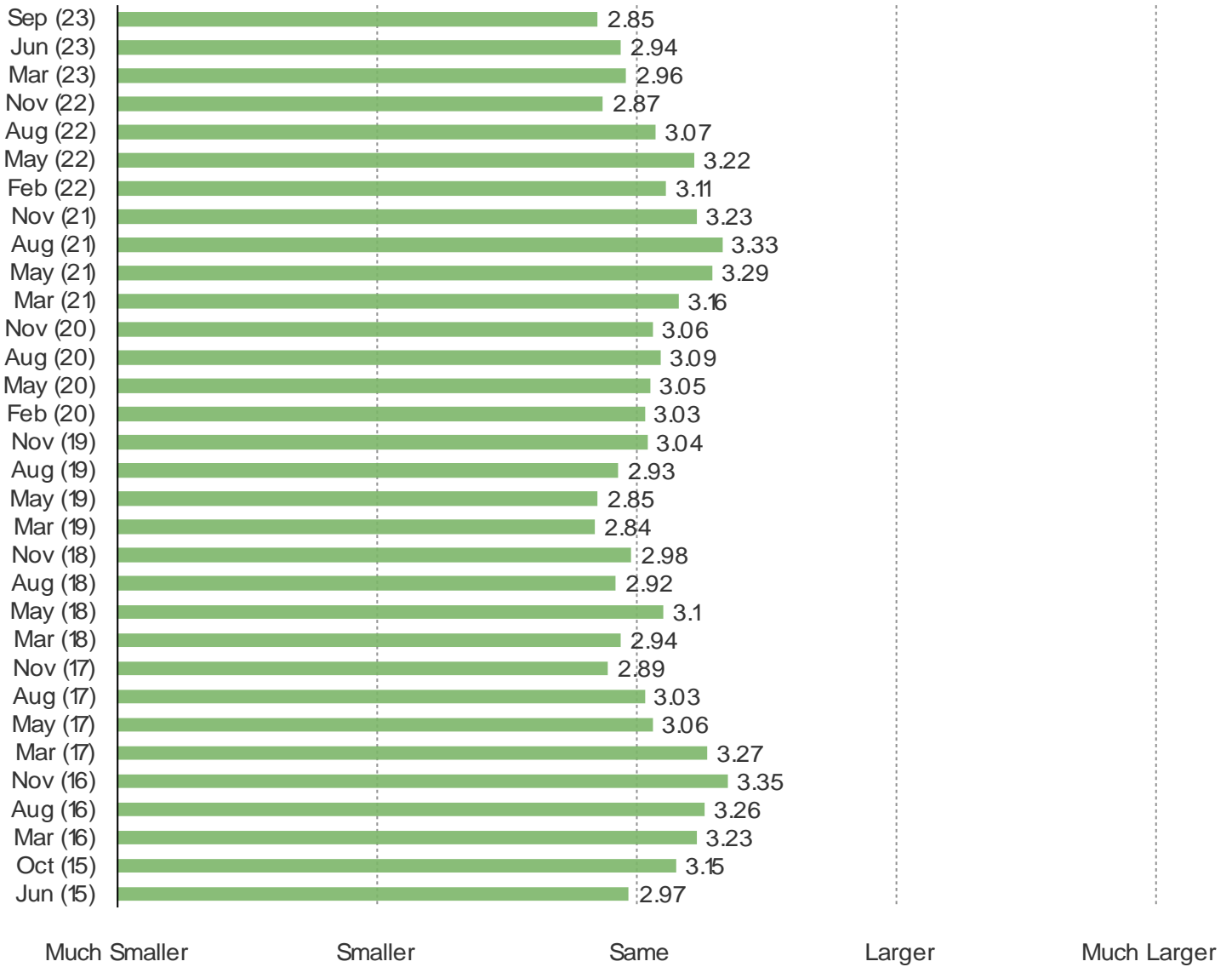
IF YOU WERE BUYING A BRAND NEW GAME TODAY, WHERE WOULD YOU PURCHASE IT?

This question was posed to the target audience.



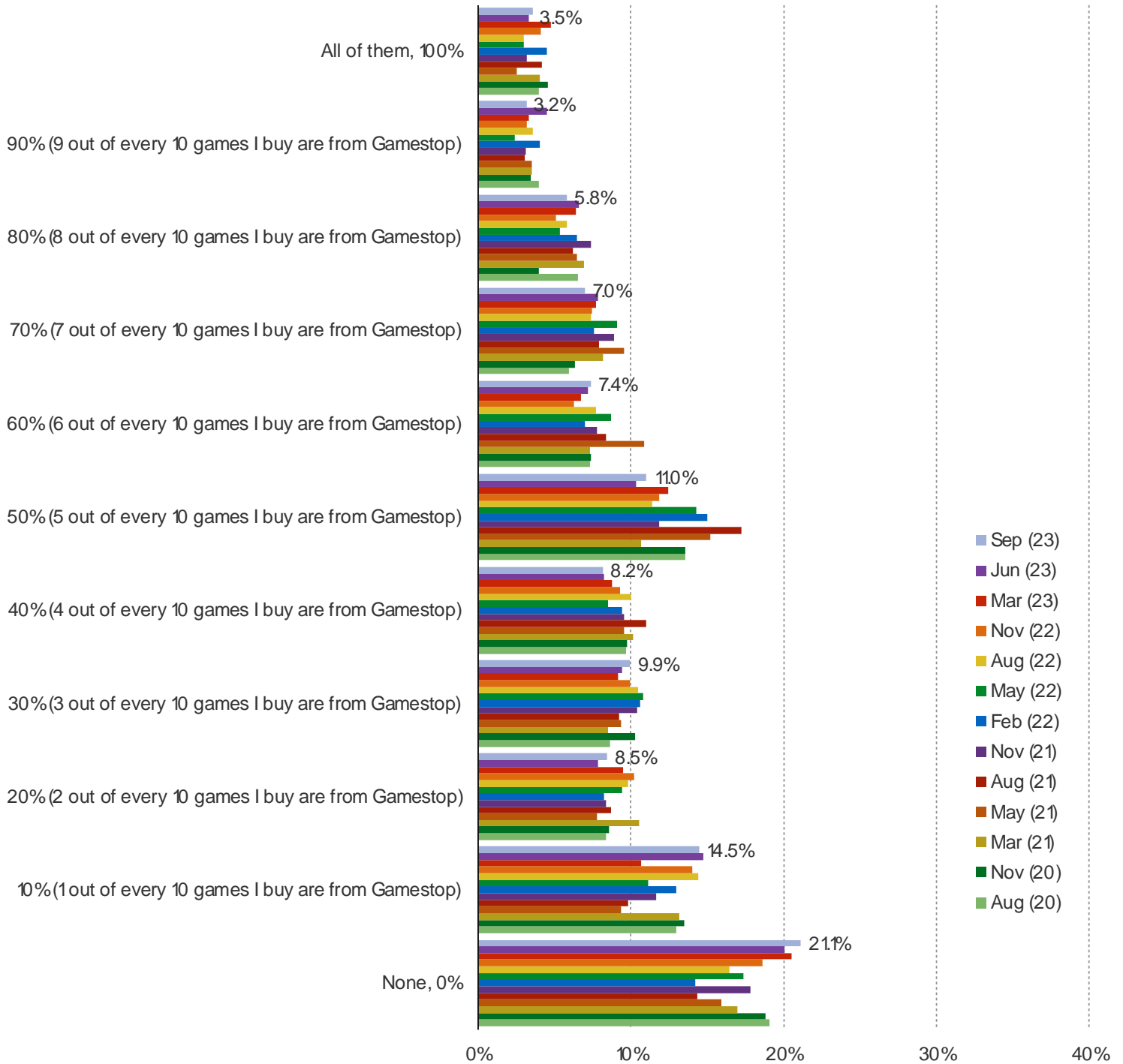
HOW LARGE OF A ROLE DO YOU THINK GAMESTOP WILL PLAY AS DIGITALLY DOWNLOADED GAMES BECOME MORE POPULAR?

This question was posed to the target audience.



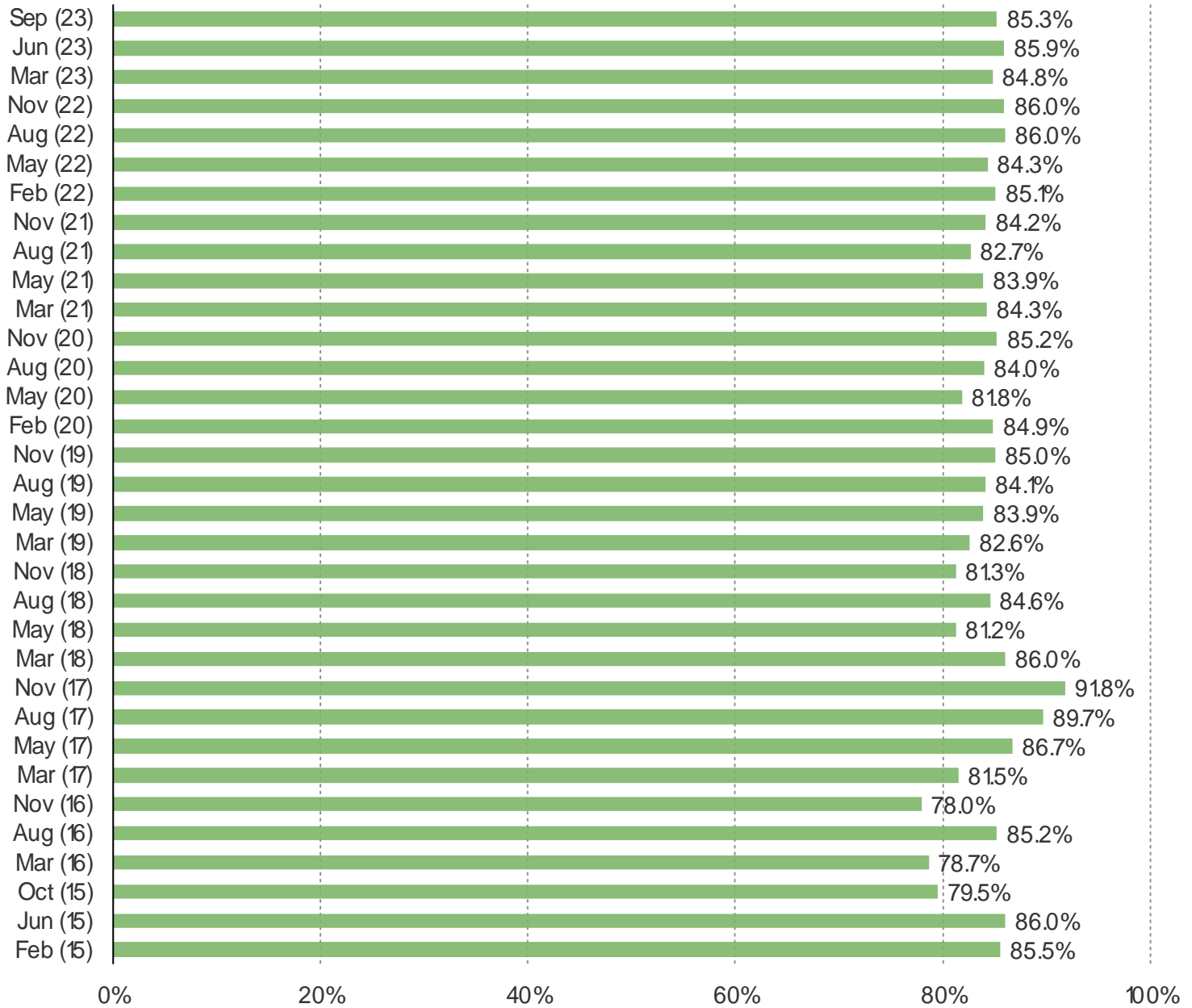
AROUND WHAT PERCENTAGE OF ALL THE GAMES THAT YOU BUY DO YOU PURCHASE THROUGH GAMESTOP?

This question was posed to the target audience.



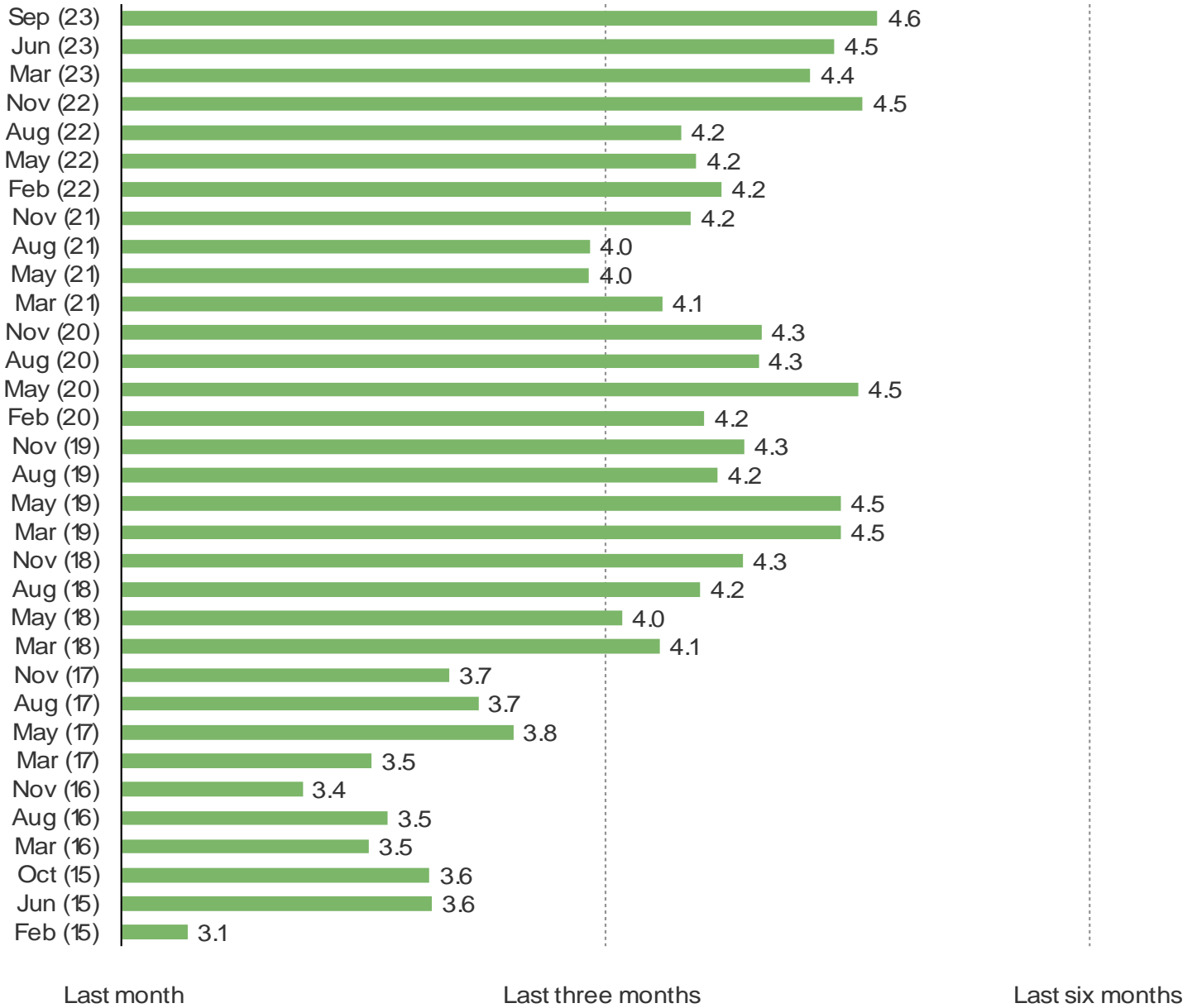
HAVE YOU EVER SHOPPED AT A GAMESTOP STORE OR AT GAMESTOP ONLINE?

This question was posed to the target audience.



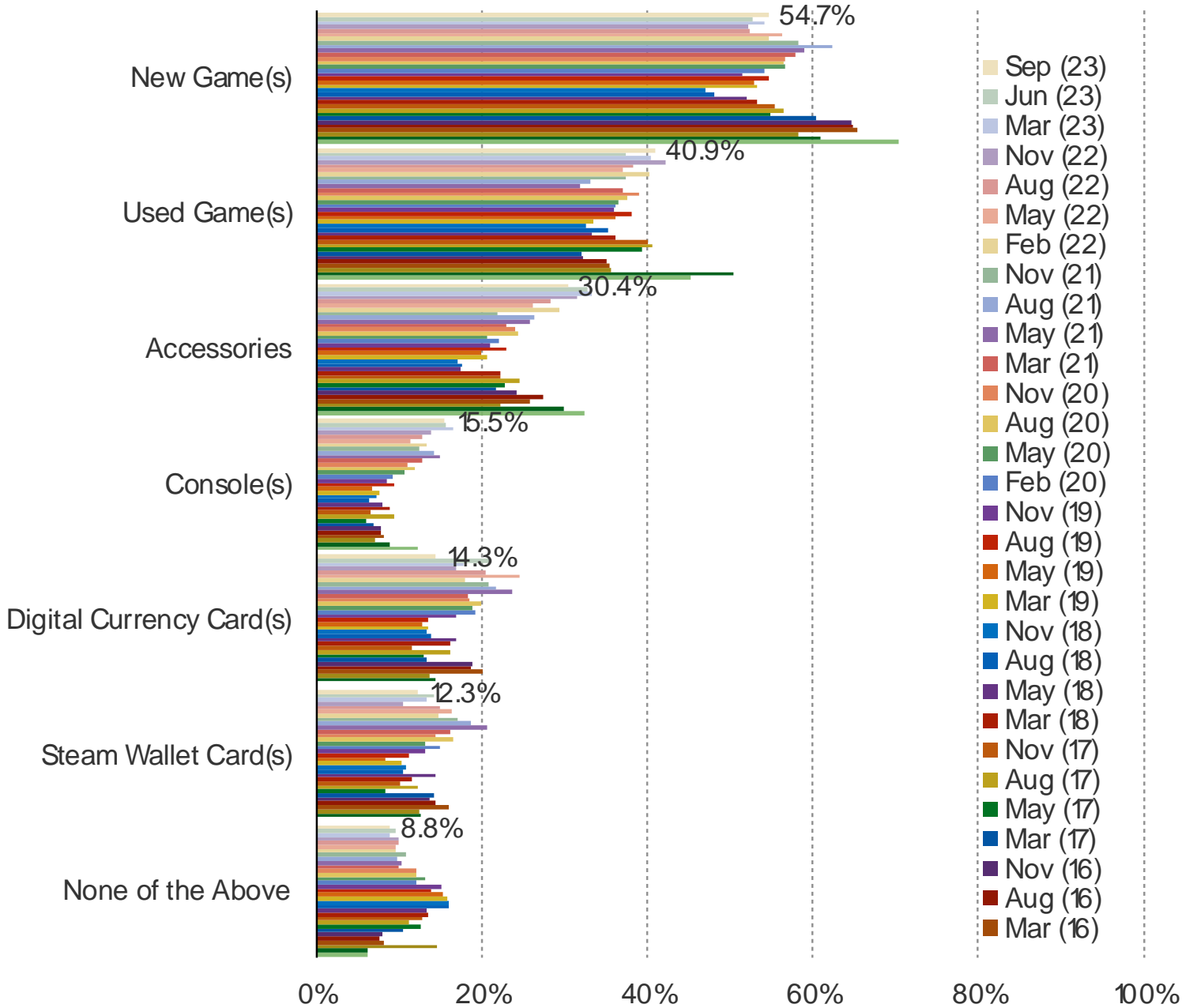
WHEN IS THE LAST TIME THAT YOU PURCHASED SOMETHING AT A GAMESTOP STORE?

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



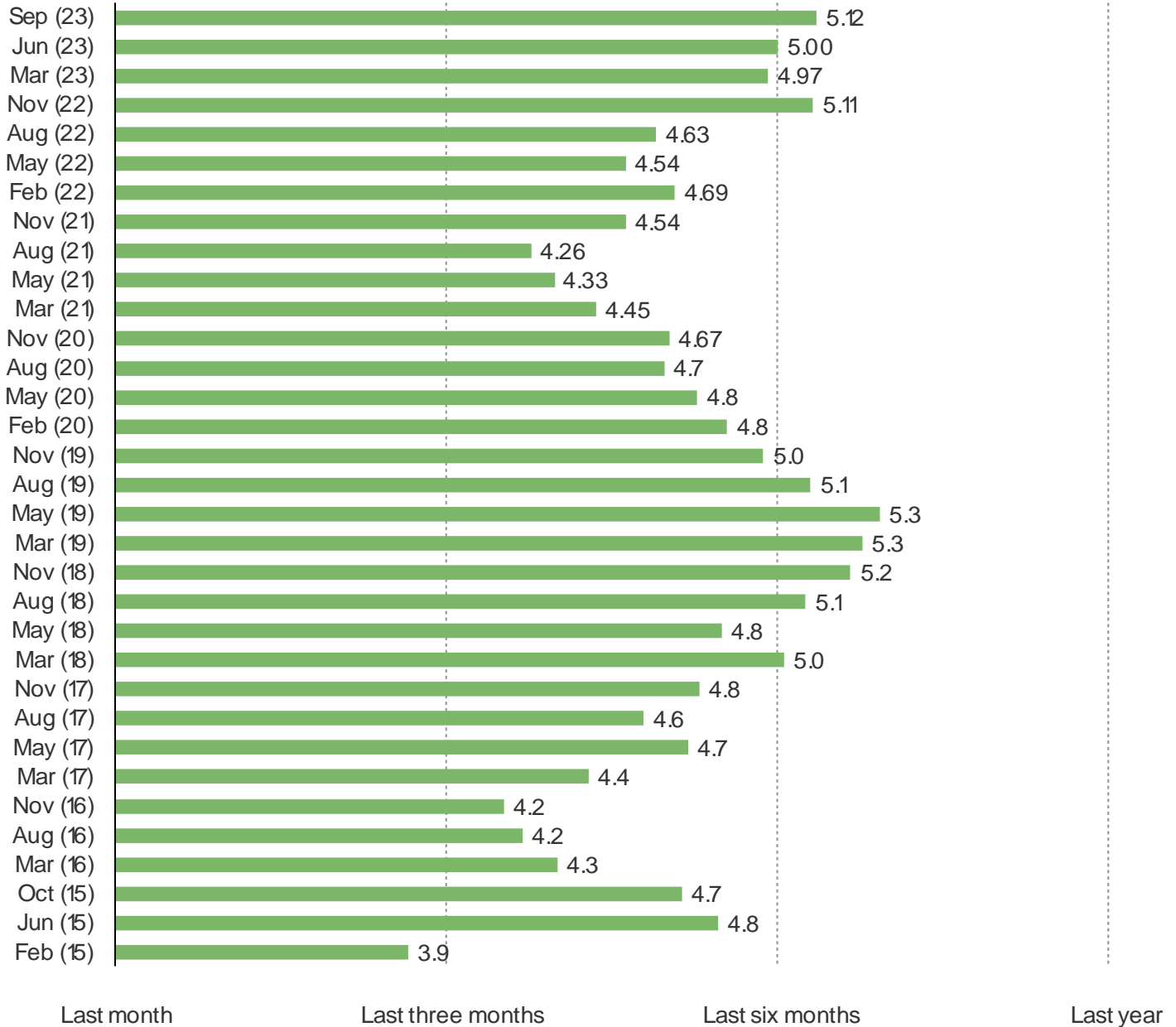
WHAT DID YOU BUY WHEN YOU MOST RECENTLY VISITED GAMESTOP STORES?

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



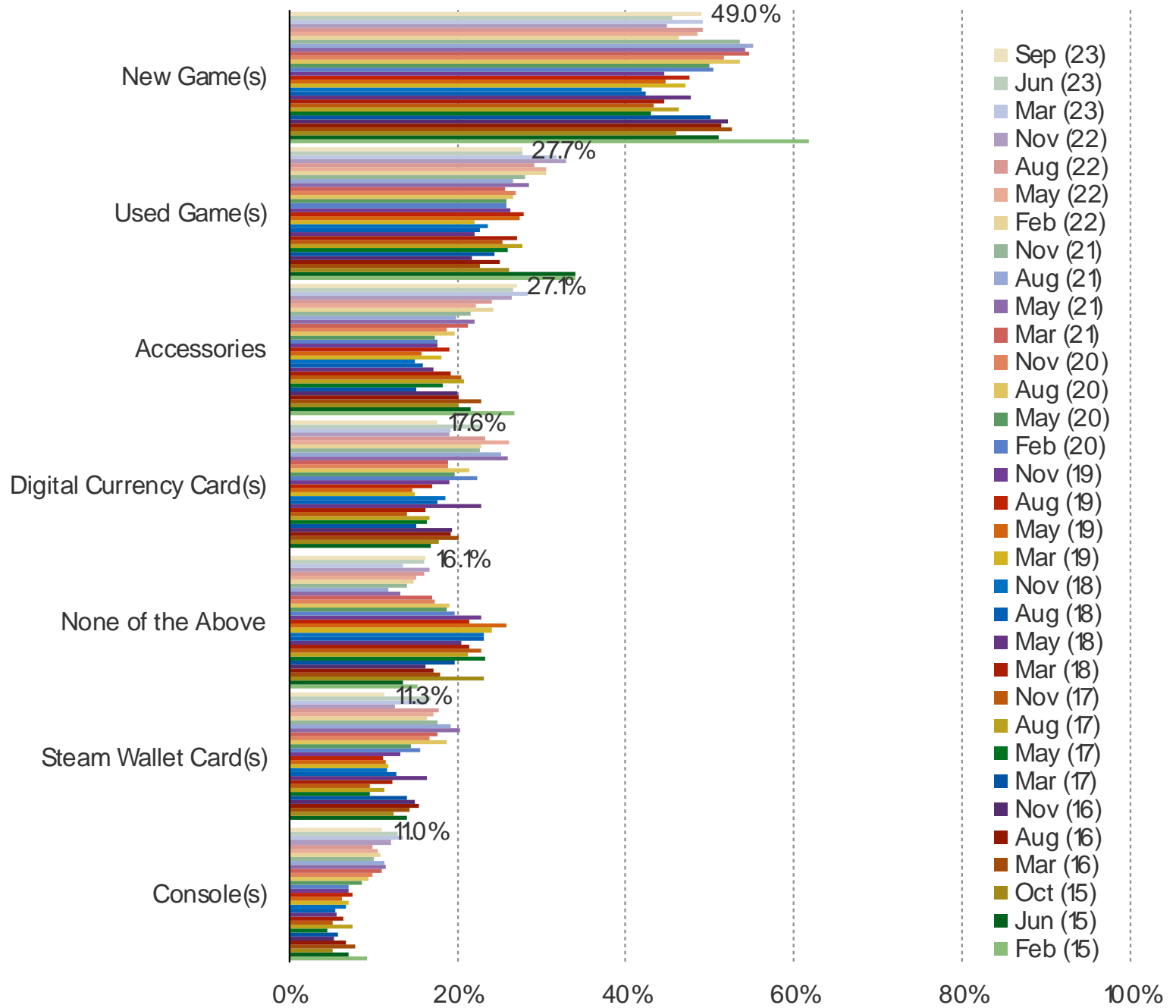
WHEN IS THE LAST TIME THAT YOU PURCHASED SOMETHING ONLINE AT GAMESTOP?

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



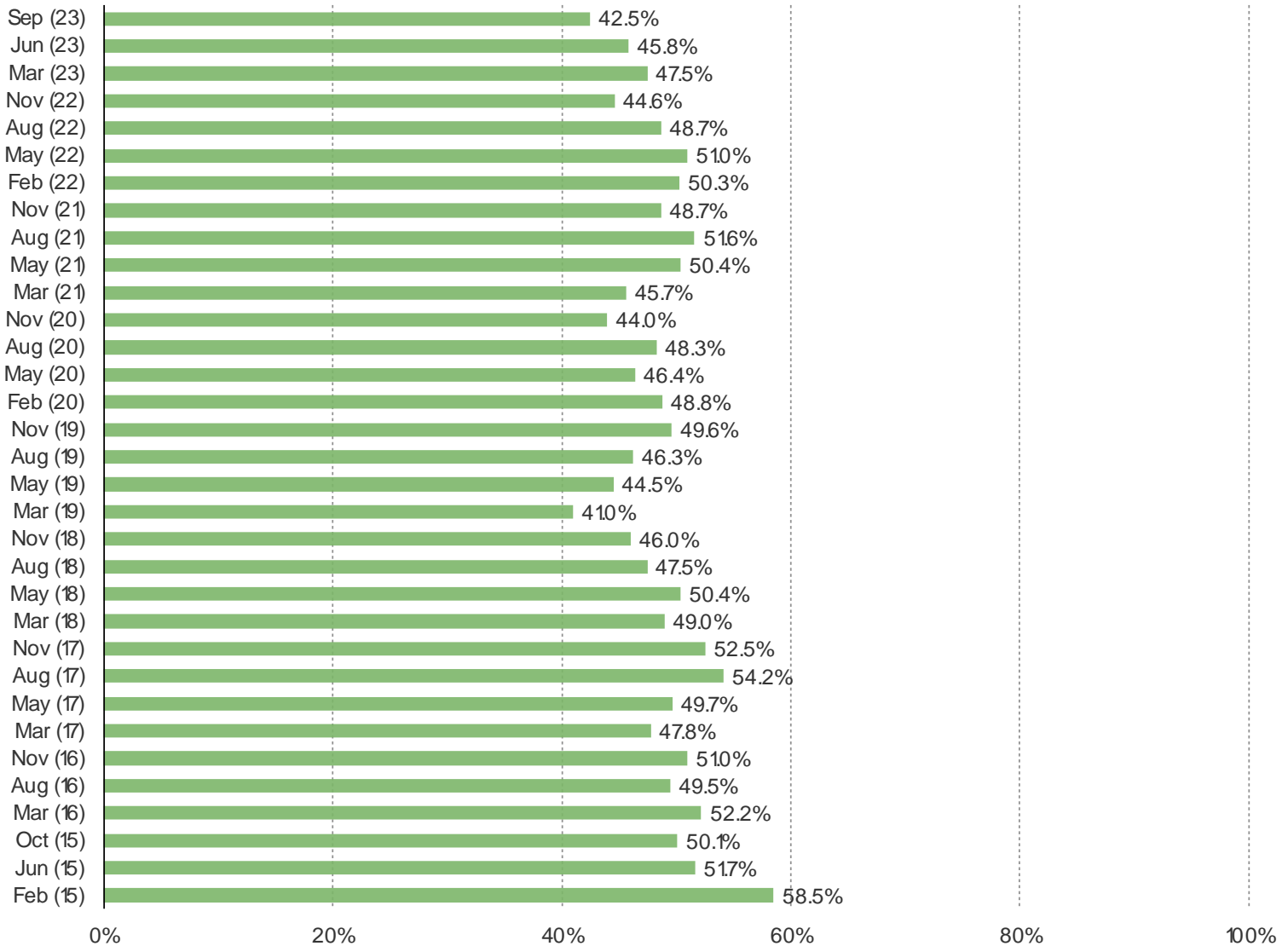
WHAT DID YOU BUY WHEN YOU LAST PURCHASED SOMETHING AT GAMESTOP ONLINE?

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



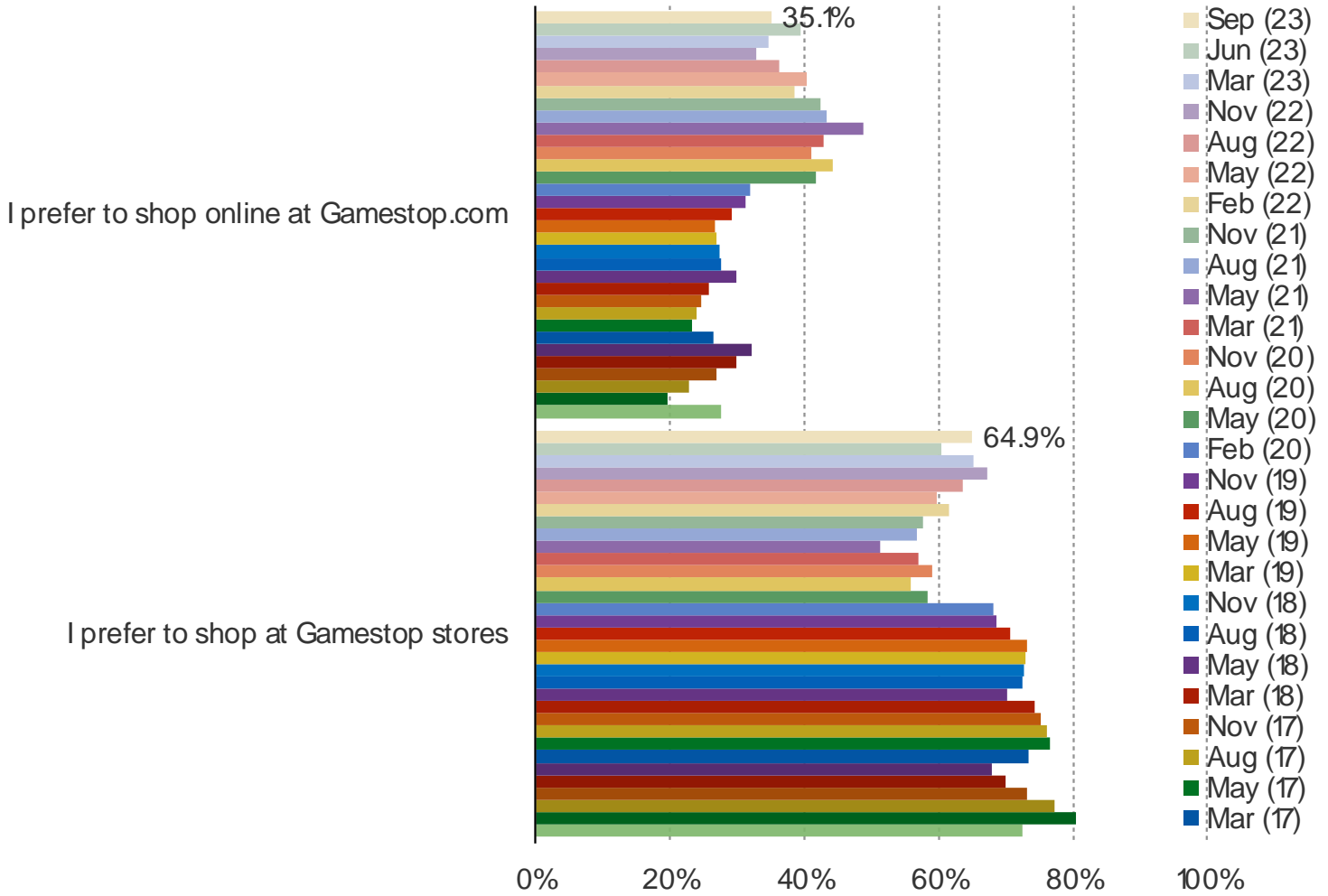
ARE YOU A GAMESTOP POWERUP REWARDS MEMBER?

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



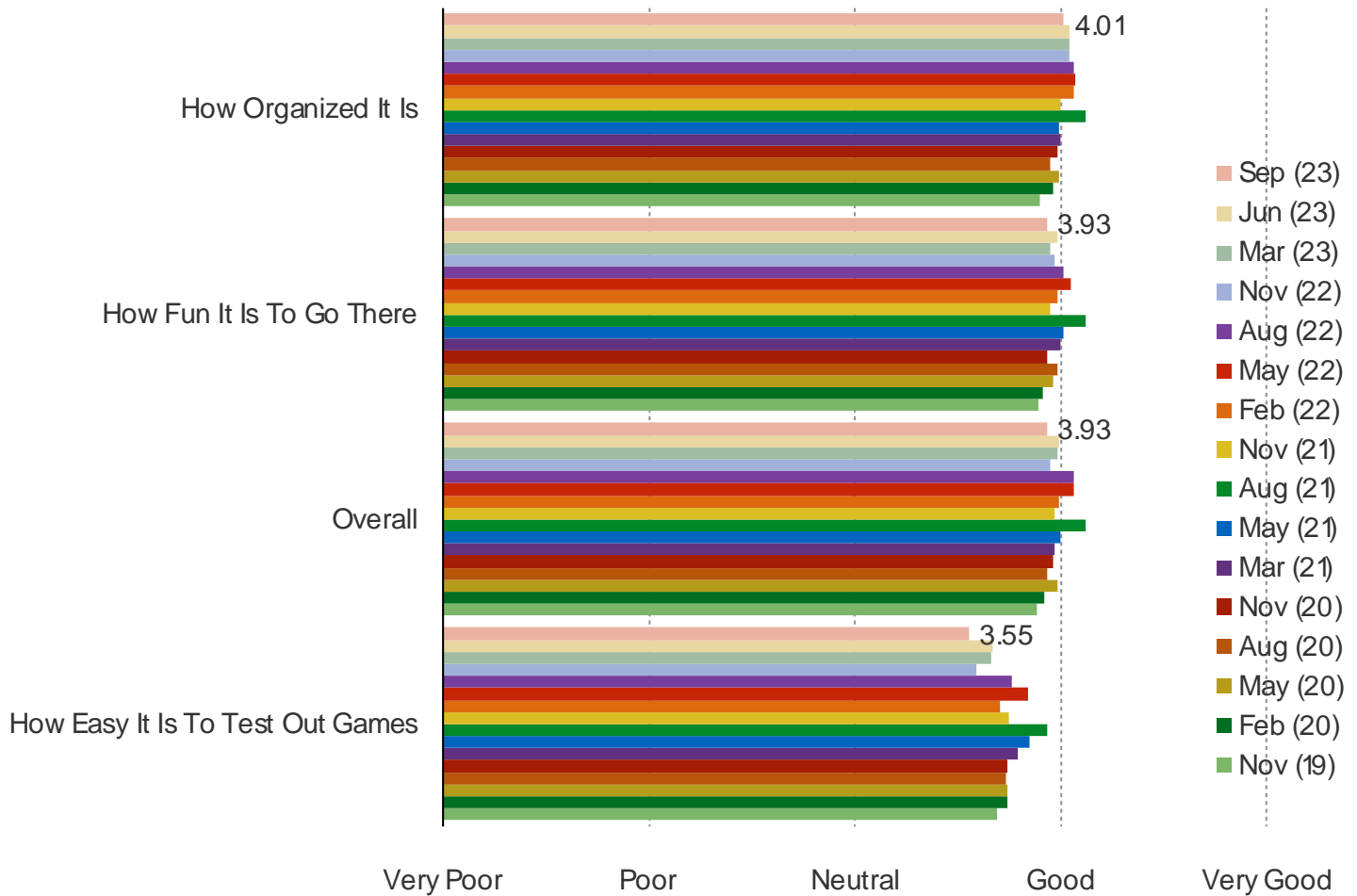
DO YOU PREFER TO SHOP AT GAMESTOP STORES OR AT GAMESTOP ONLINE?

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



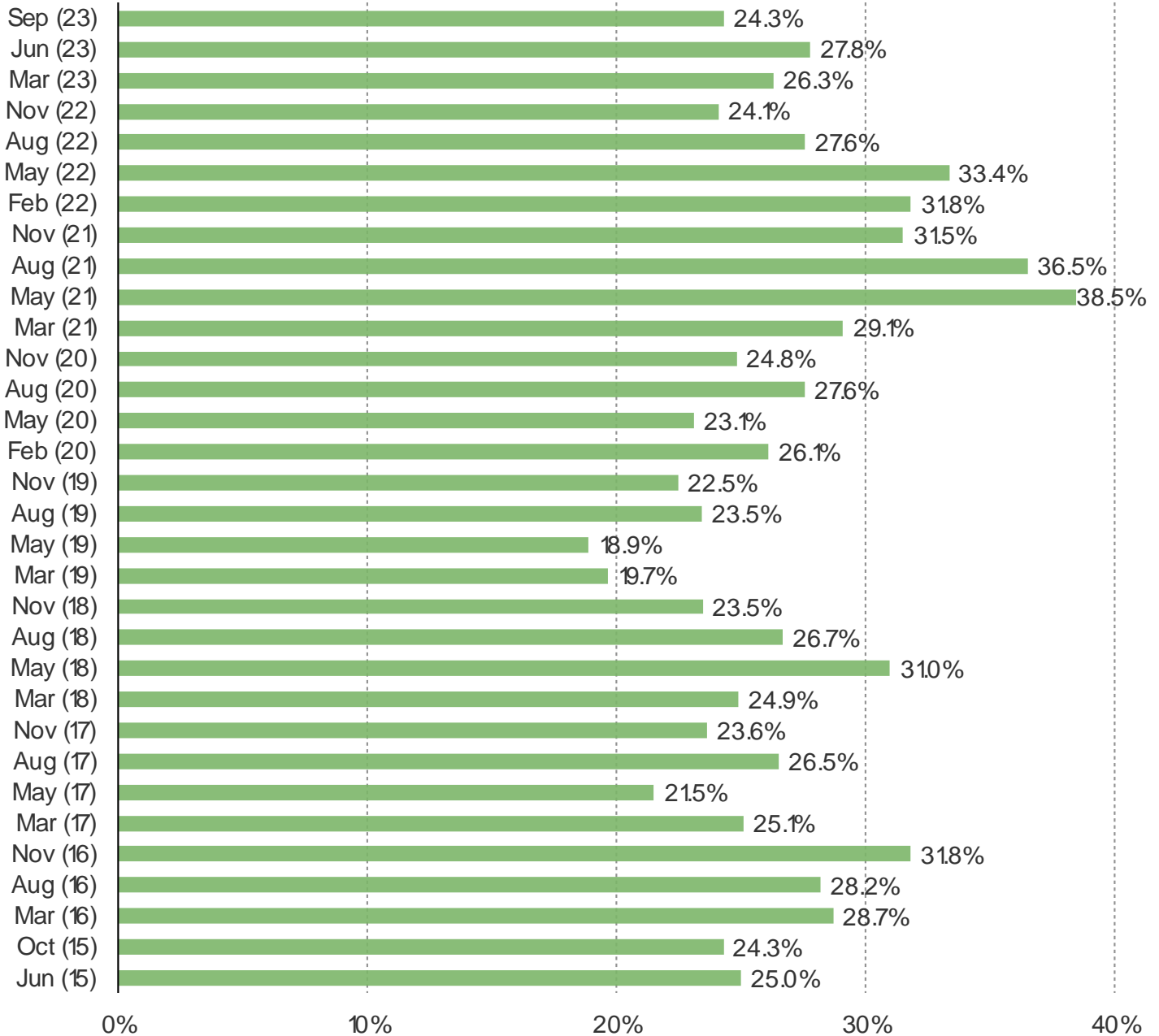
HOW WOULD YOU RATE THE IN-STORE SHOPPING EXPERIENCE AT GAMESTOP?

Posed to those who have ever shopped at GameStop Stores



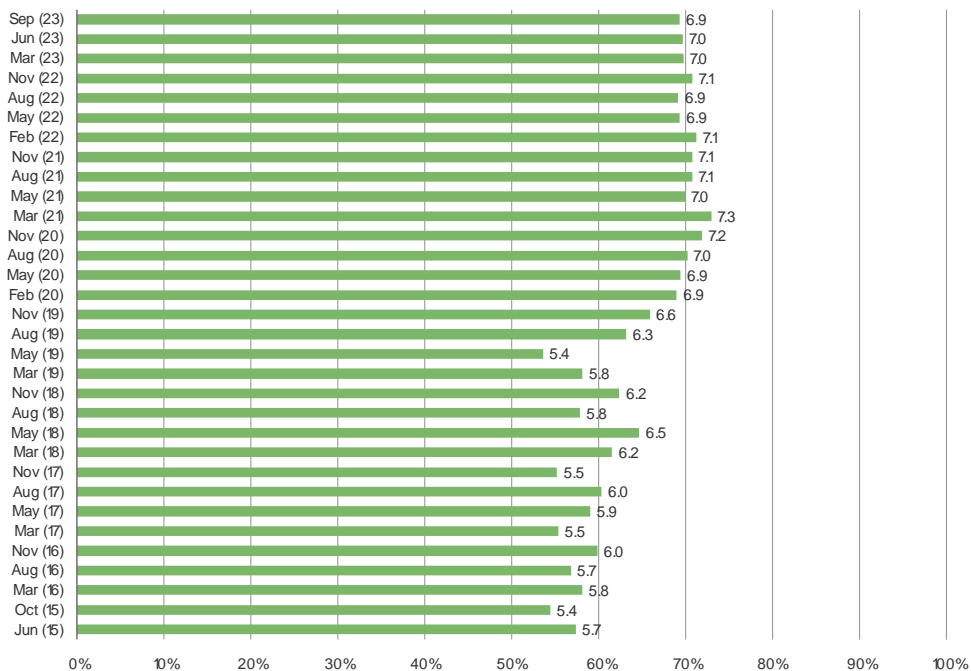
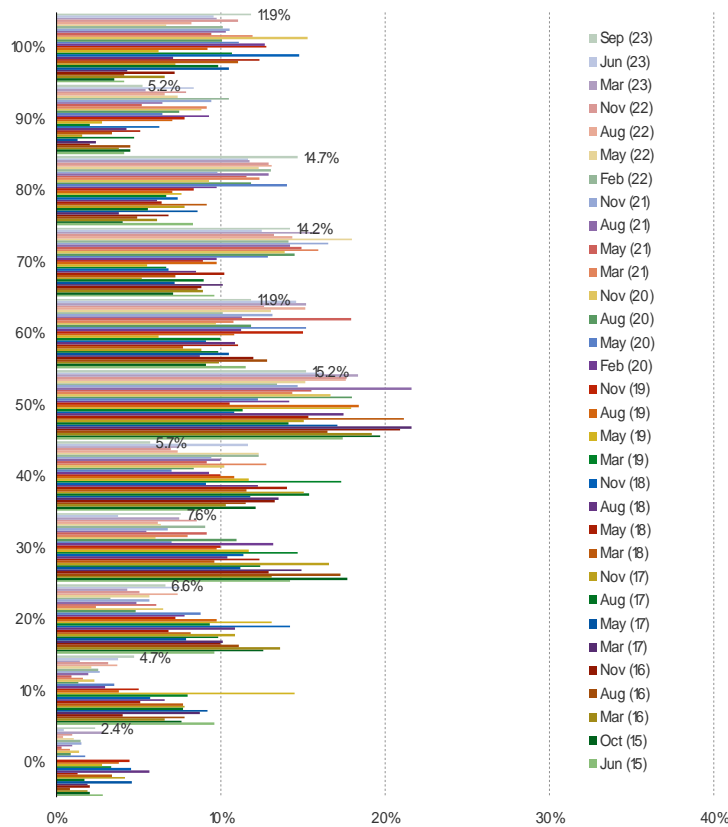
DO YOU HAVE A GAMESTOP POWER-UP REWARDS CREDIT CARD?

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?

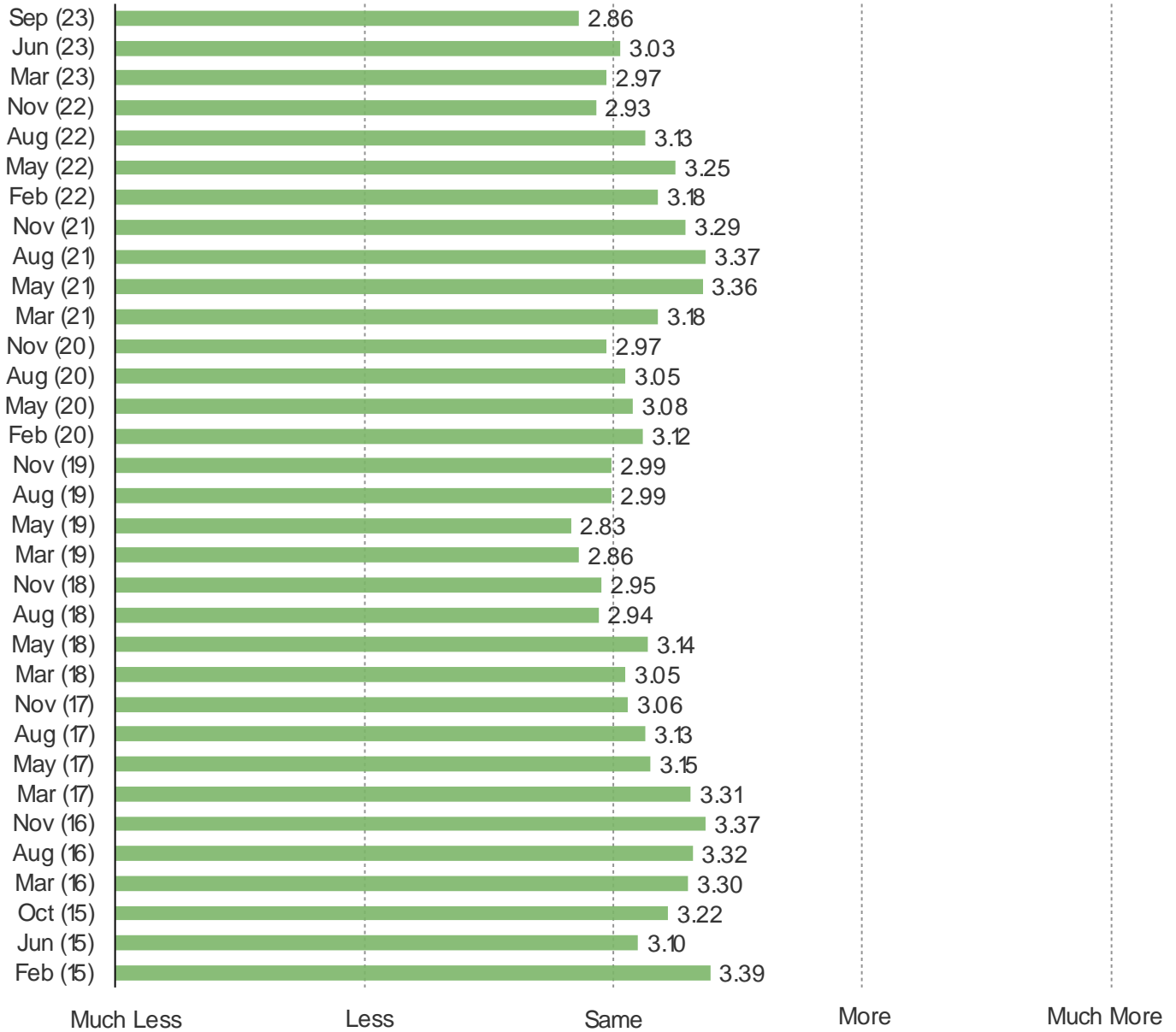
Posed to those who have ever shopped at GameStop Stores or GameStop Online.



Video Games

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

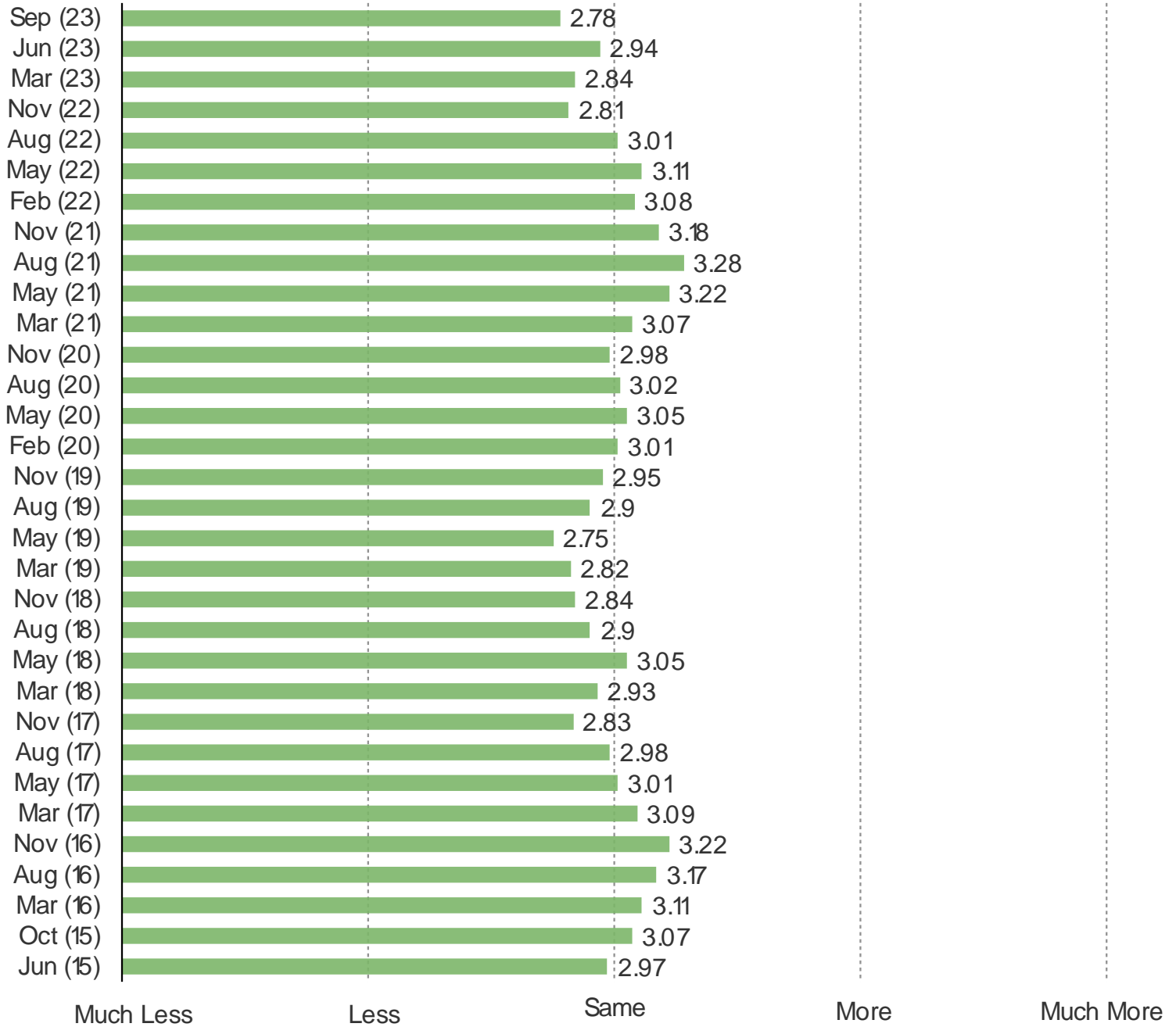
Posed to those who have ever shopped at GameStop Stores or GameStop Online.



Video Games

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

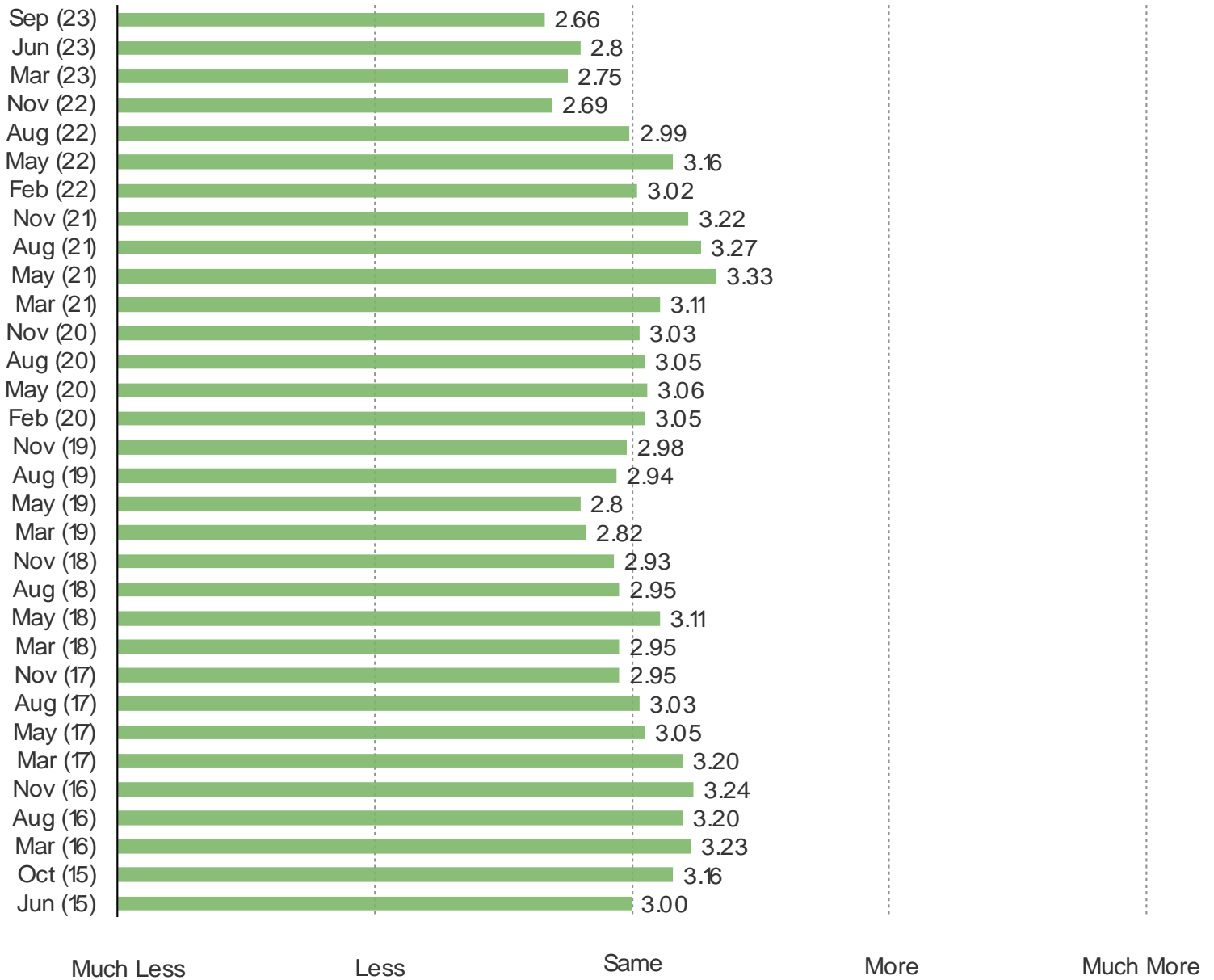
Posed to those who have ever shopped at GameStop Stores or GameStop Online.



Video Games

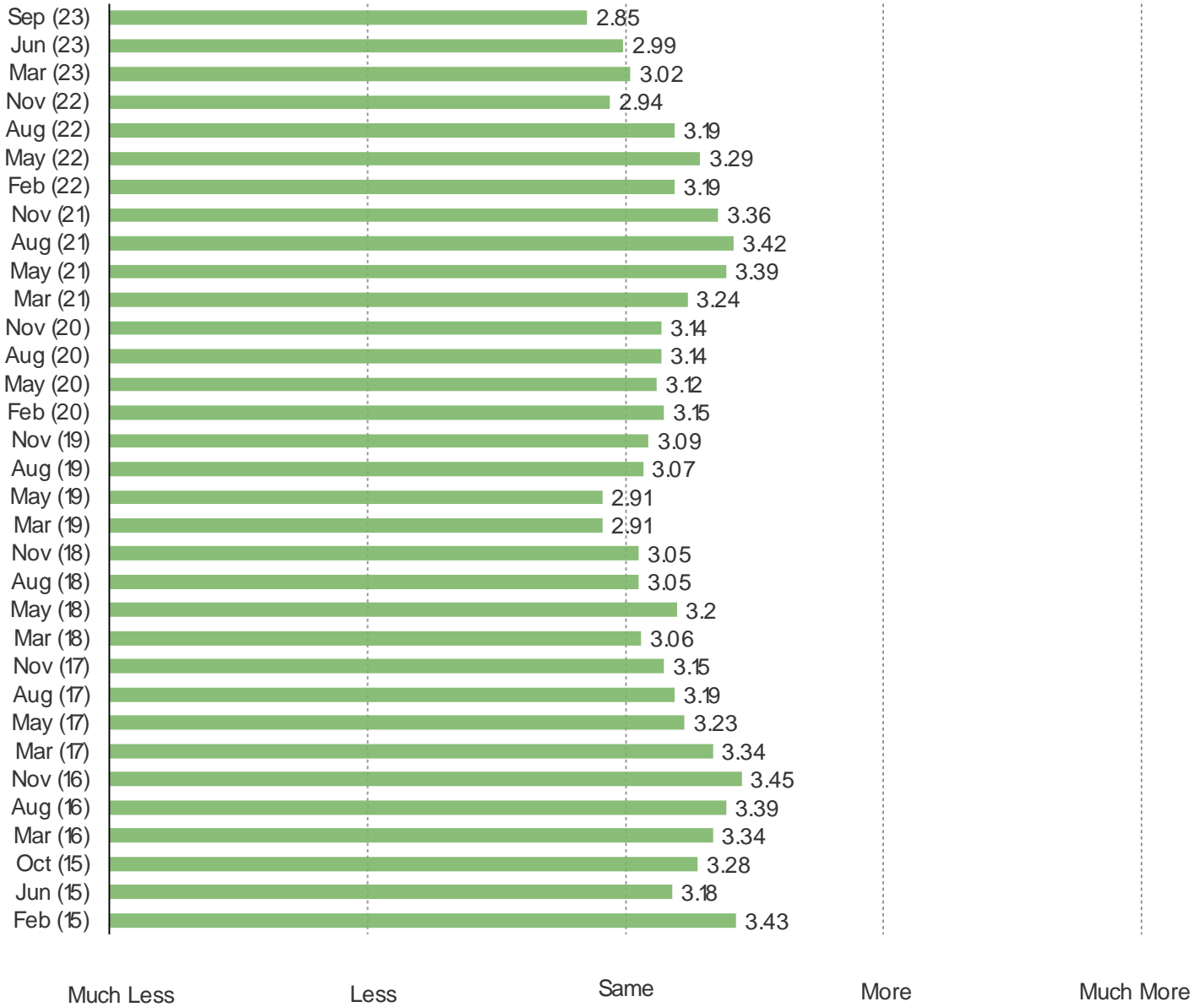
HAS THE ABILITY TO DOWNLOAD GAMES DIGITALLY IMPACTED THE AMOUNT OF MONEY YOU SPEND AT GAMESTOP?

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



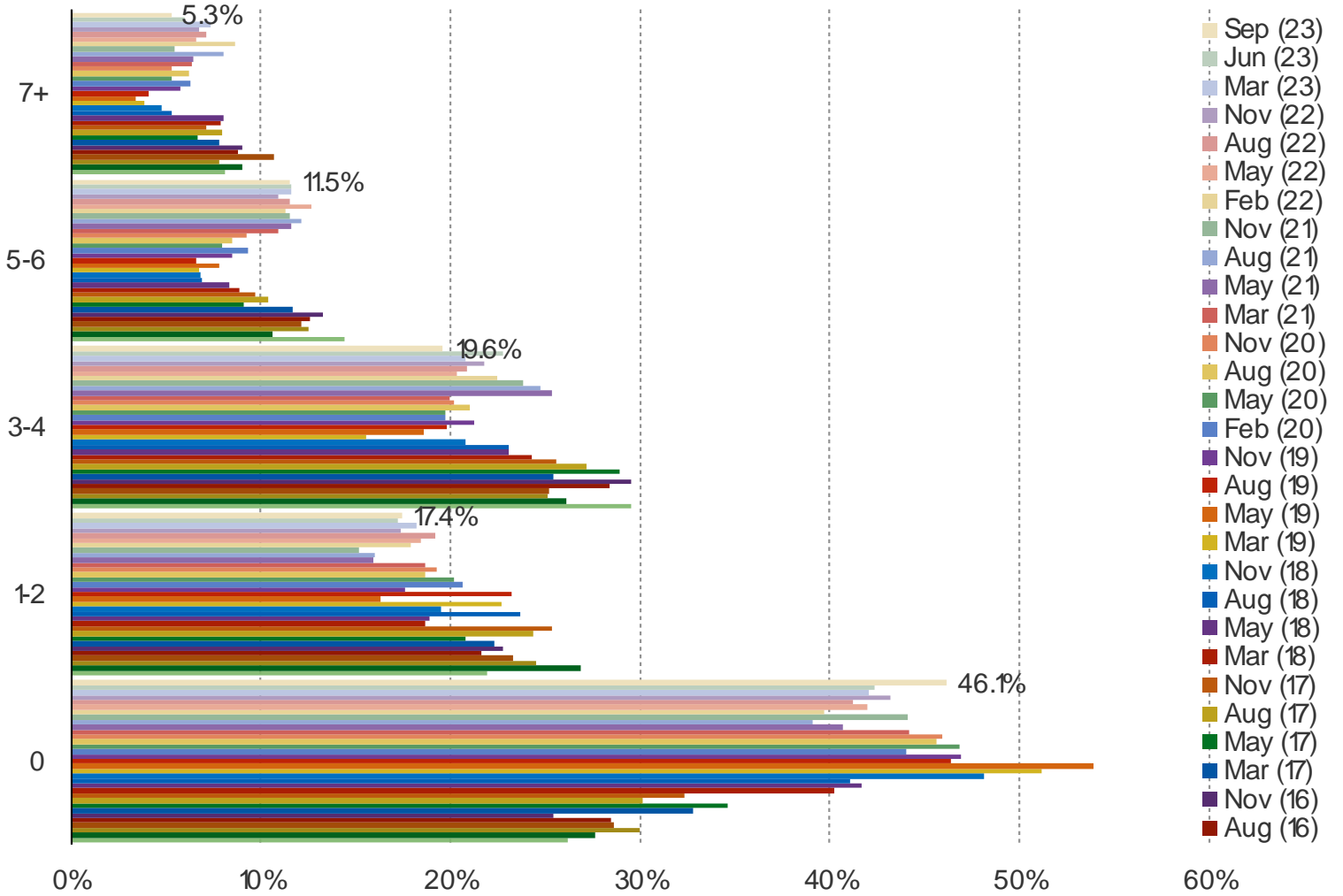
HOW MUCH DO YOU EXPECT TO SHOP AT GAMESTOP IN THE NEXT TWELVE MONTHS?

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



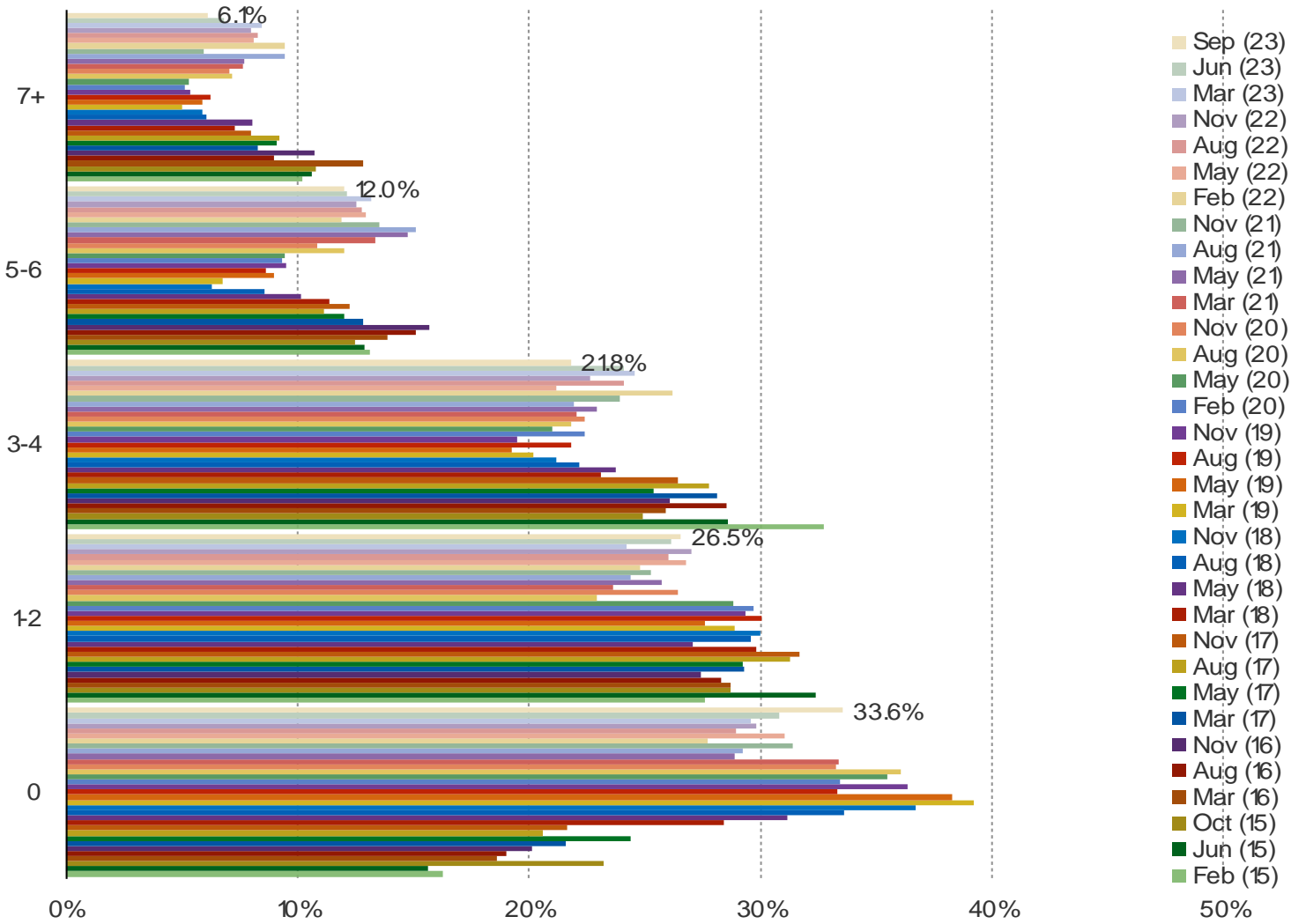
HOW MANY USED GAMES HAVE YOU SOLD TO GAMESTOP IN THE PAST 12 MONTHS?

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?

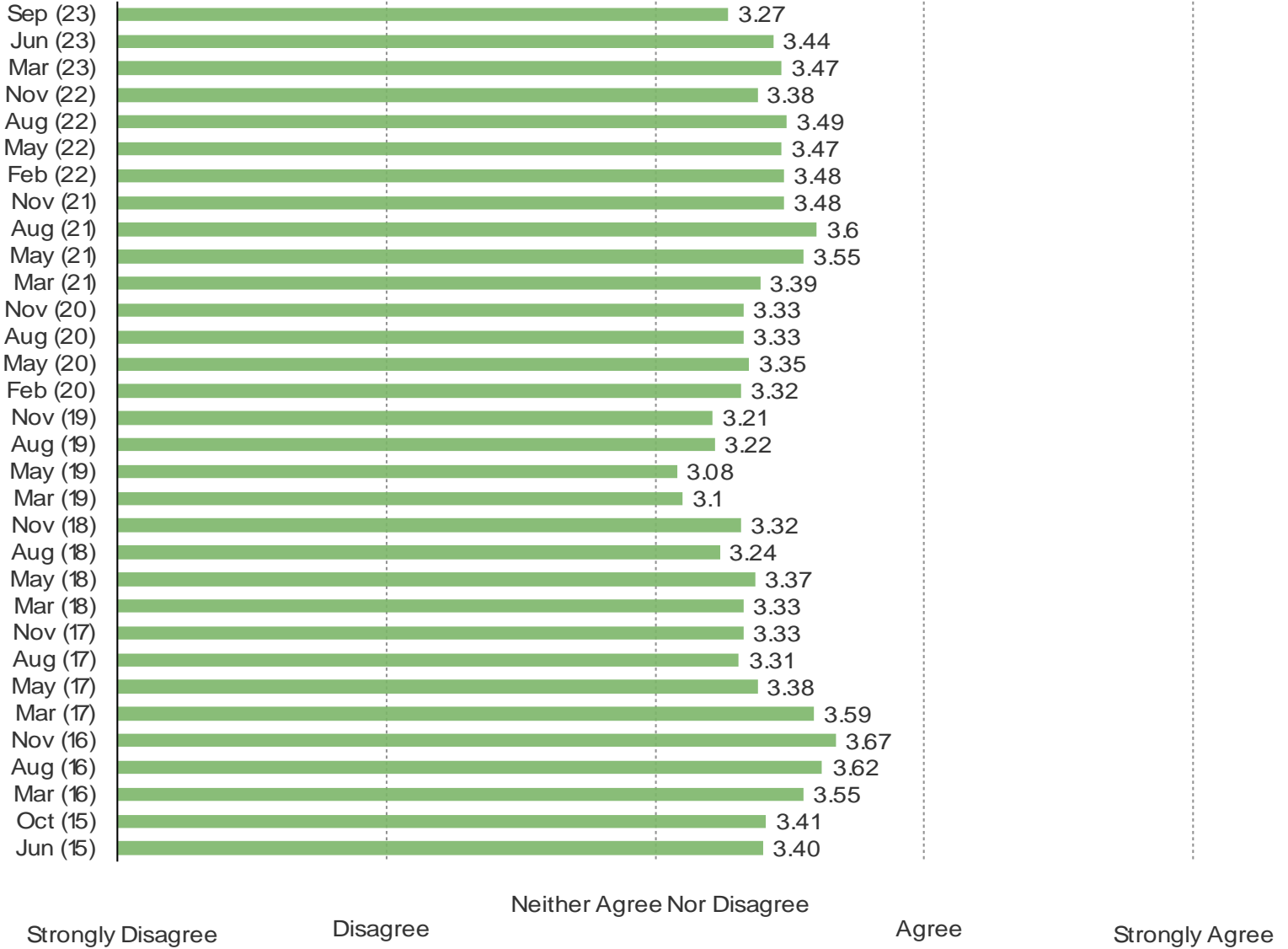
Posed to those who have ever shopped at GameStop Stores or GameStop Online.



Video Games

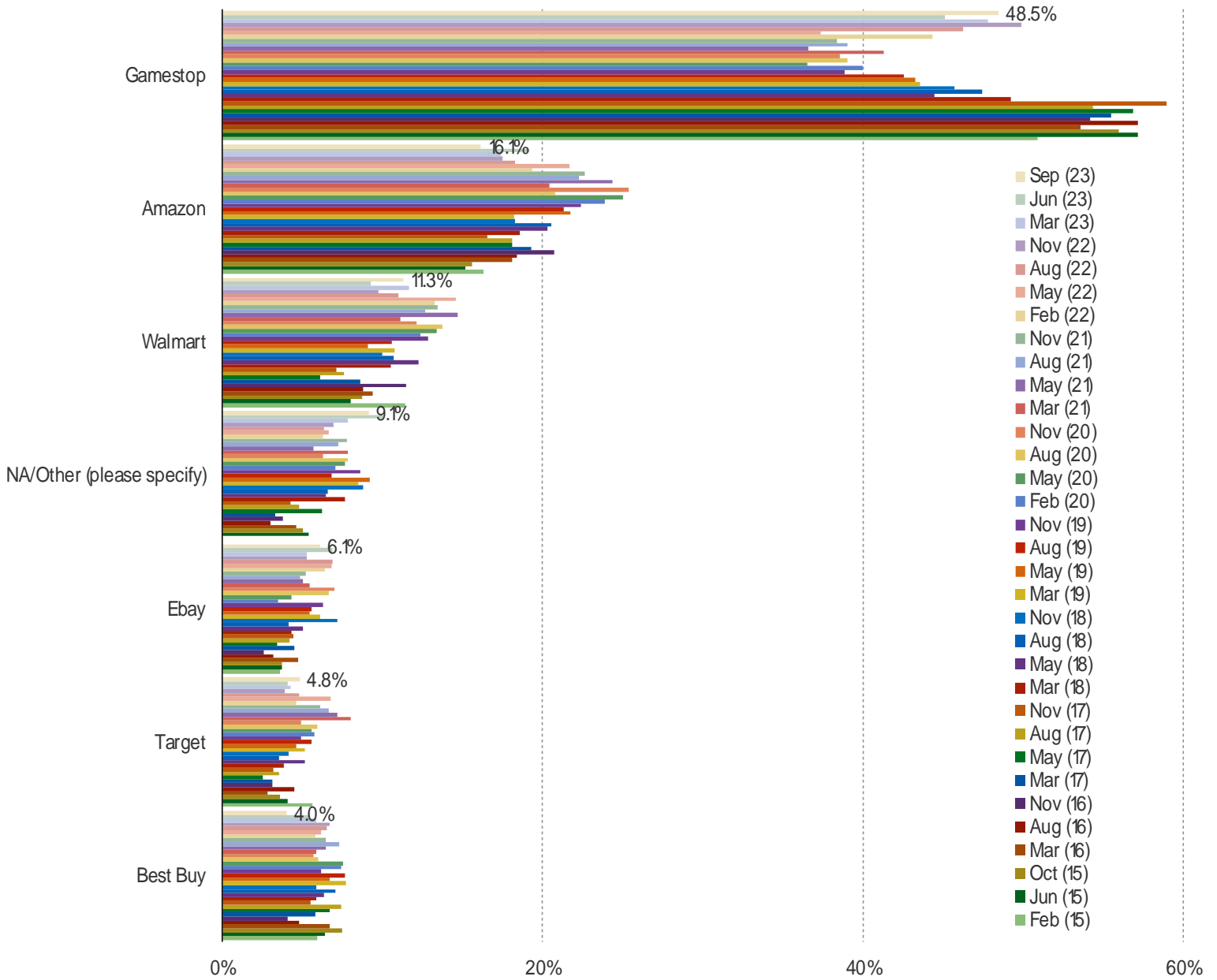
“I RELY ON THE KNOWLEDGE OF GAMESTOP STORE ASSOCIATES AS PART OF MY VIDEO GAME BUYING, SELLING, DOWNLOADING, AND PLAYING EXPERIENCE.”

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.

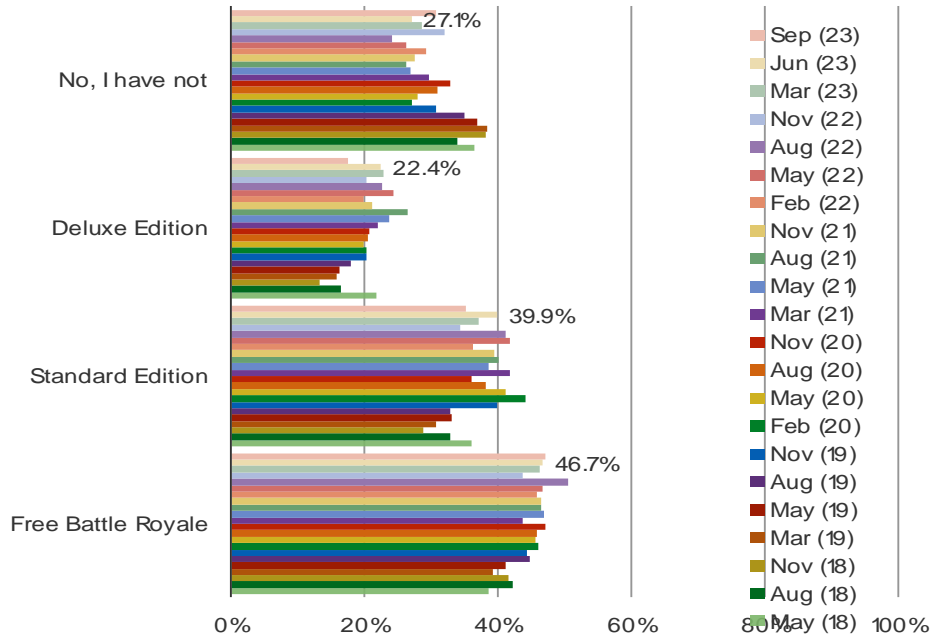


It's In The Game

FORTNITE

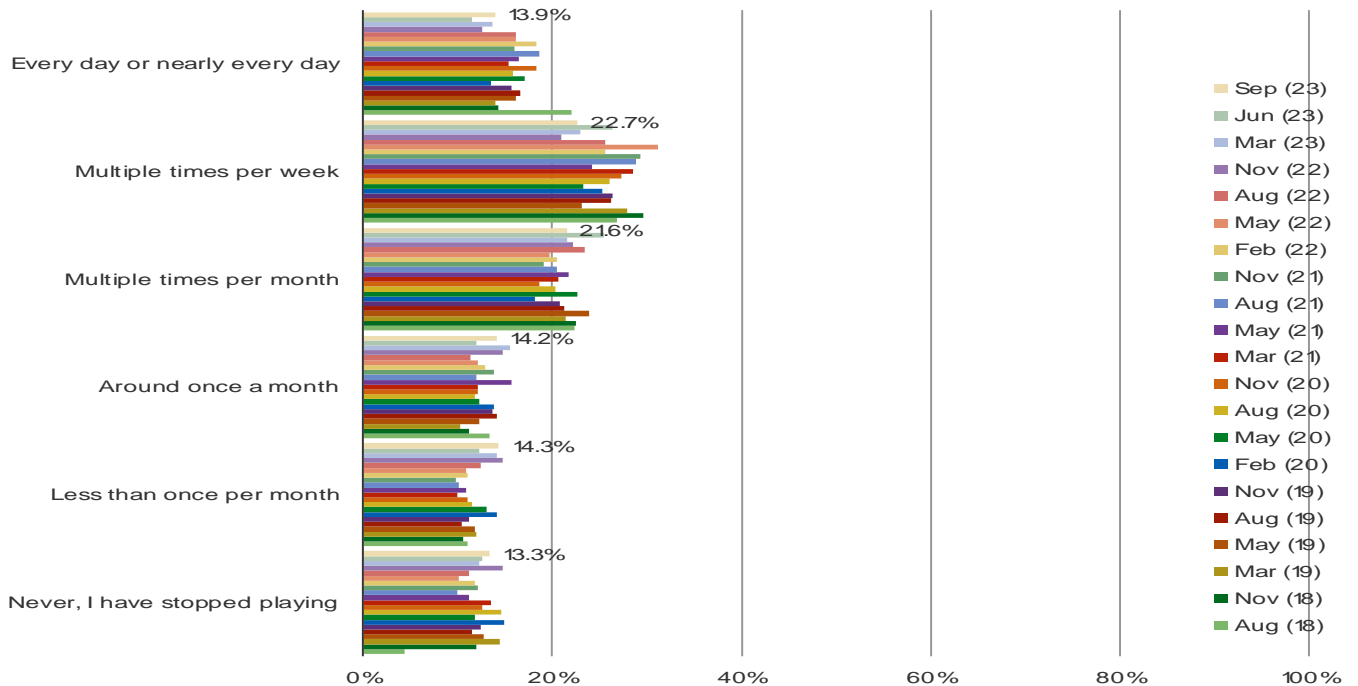
HAVE YOU PLAYED FORTNITE? (SELECT ALL THAT APPLY)

This question was posed to the target audience.



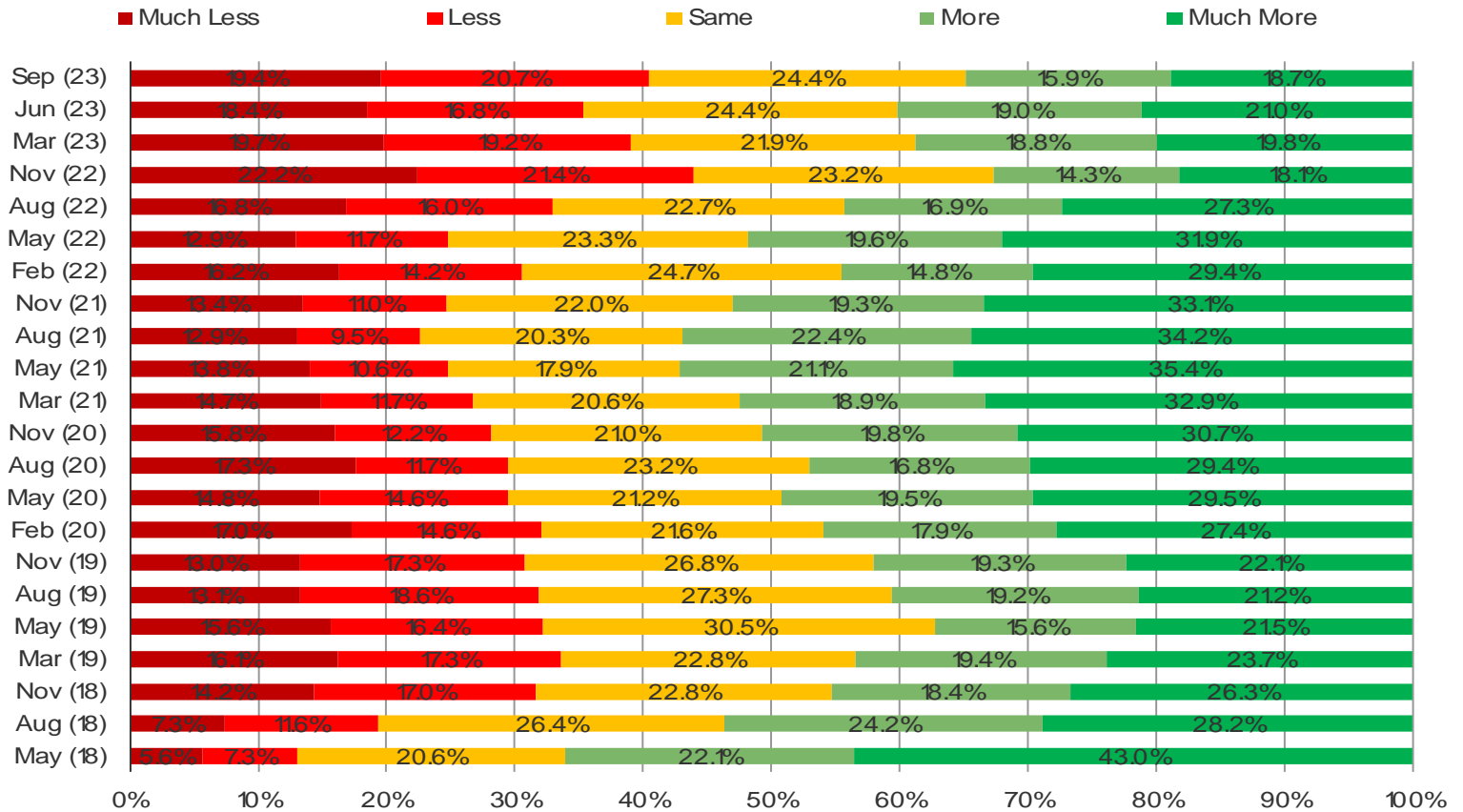
HOW OFTEN DO YOU CURRENTLY PLAY FORTNITE?

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.

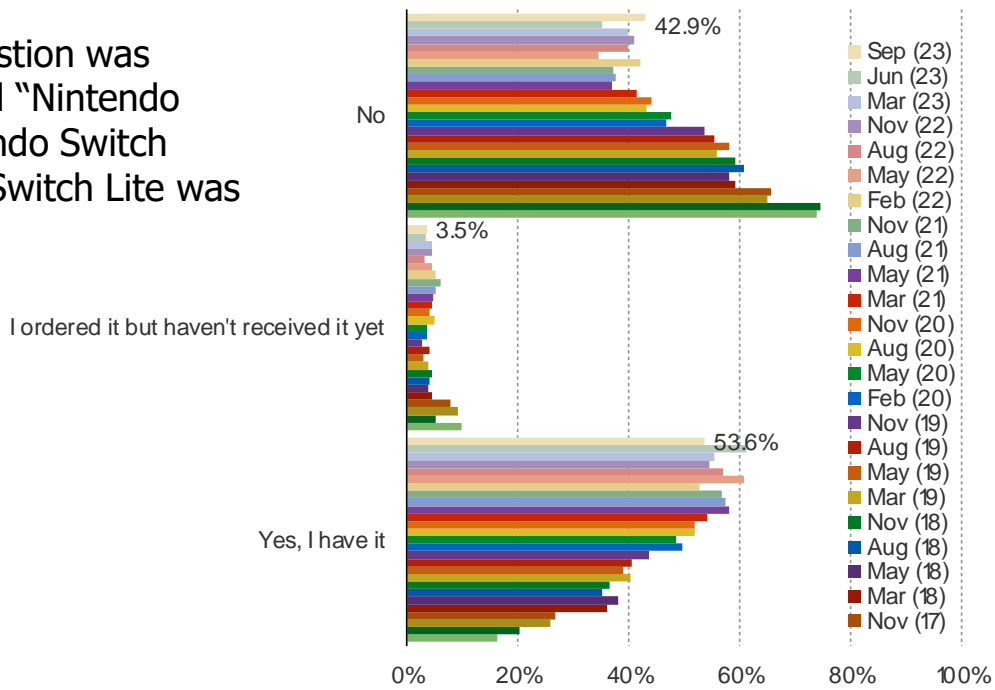


CONSOLES: NINTENDO SWITCH

DO YOU OWN A NINTENDO SWITCH OR SWITCH LITE?

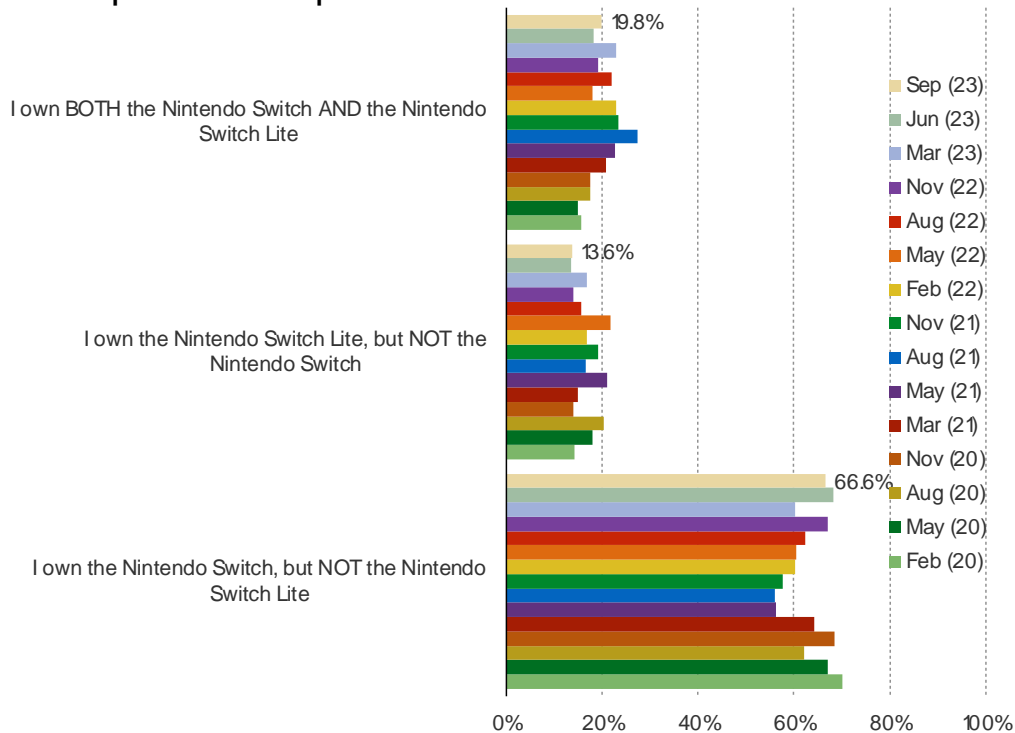
This question was posed to the target audience.

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



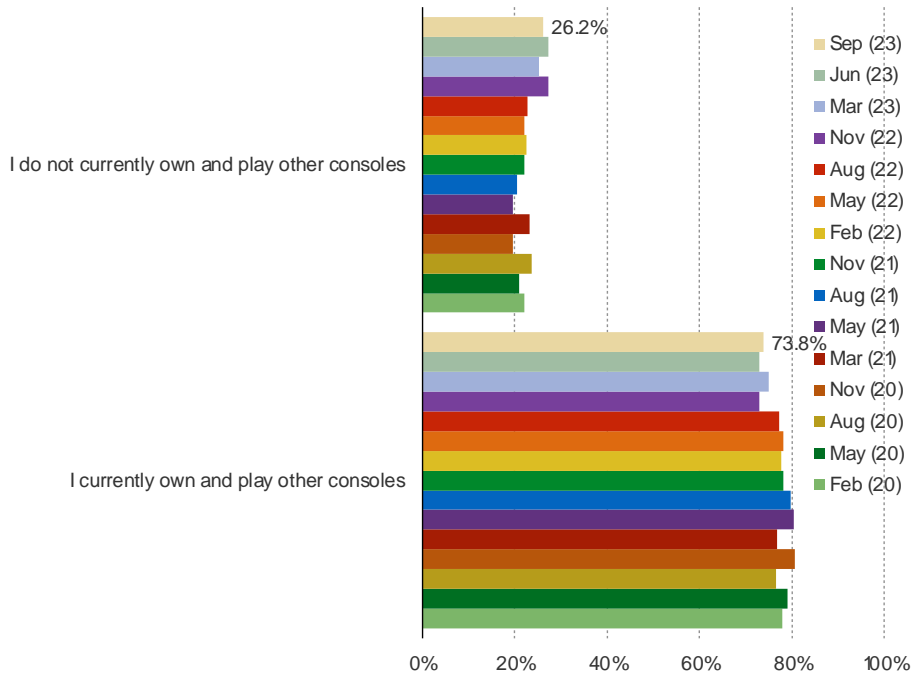
WHICH OF THE FOLLOWING BEST DESCRIBES YOU?

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



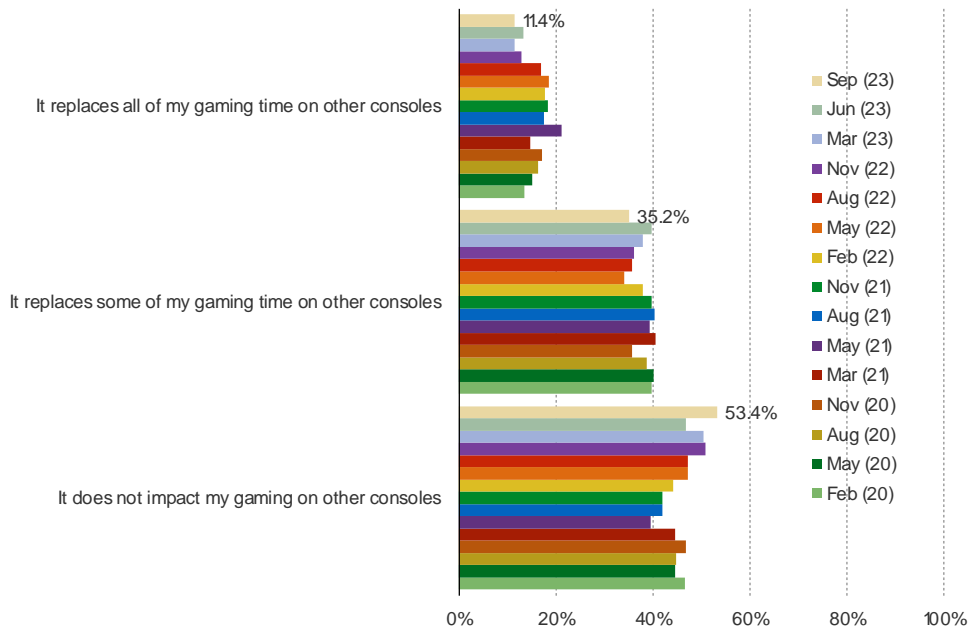
DO YOU CURRENTLY OWN / PLAY ANY OTHER CONSOLES OTHER THAN THE SWITCH / SWITCH LITE?

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



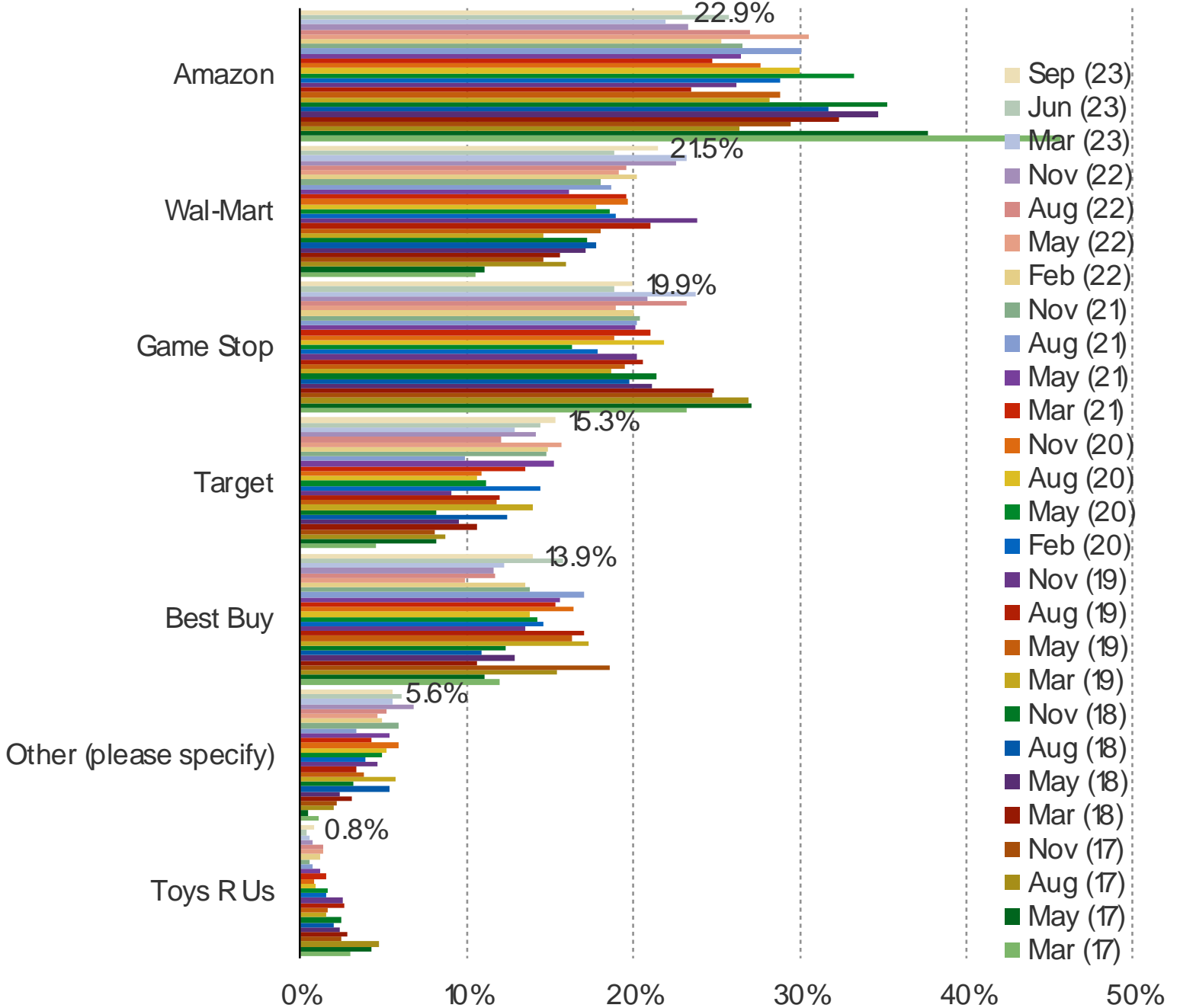
DOES THE SWITCH / SWITCH LITE REPLACE / TAKEAWAY GAMING ON OTHER CONSOLES?

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



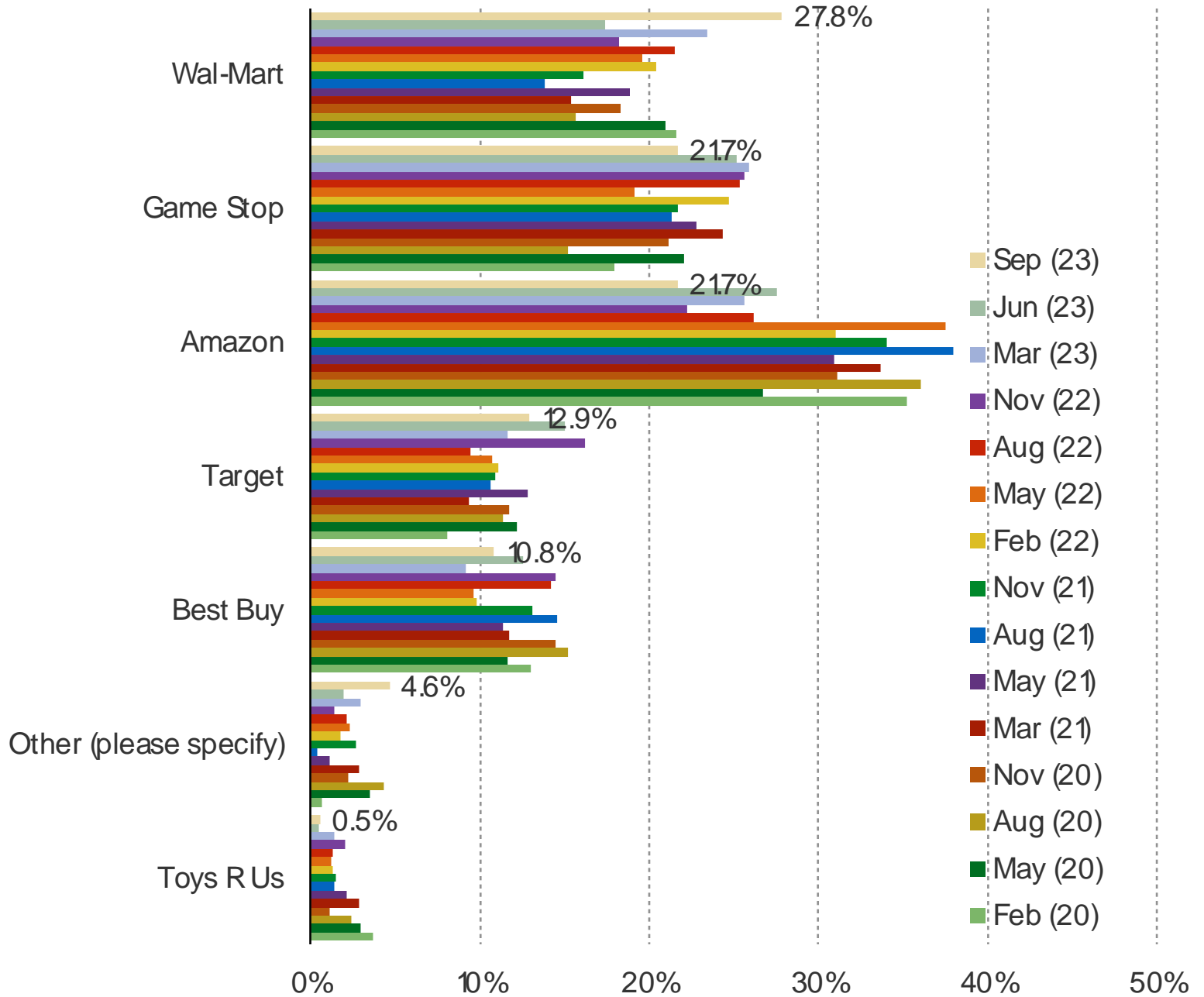
WHERE DID YOU BUY / ORDER THE SWITCH?

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



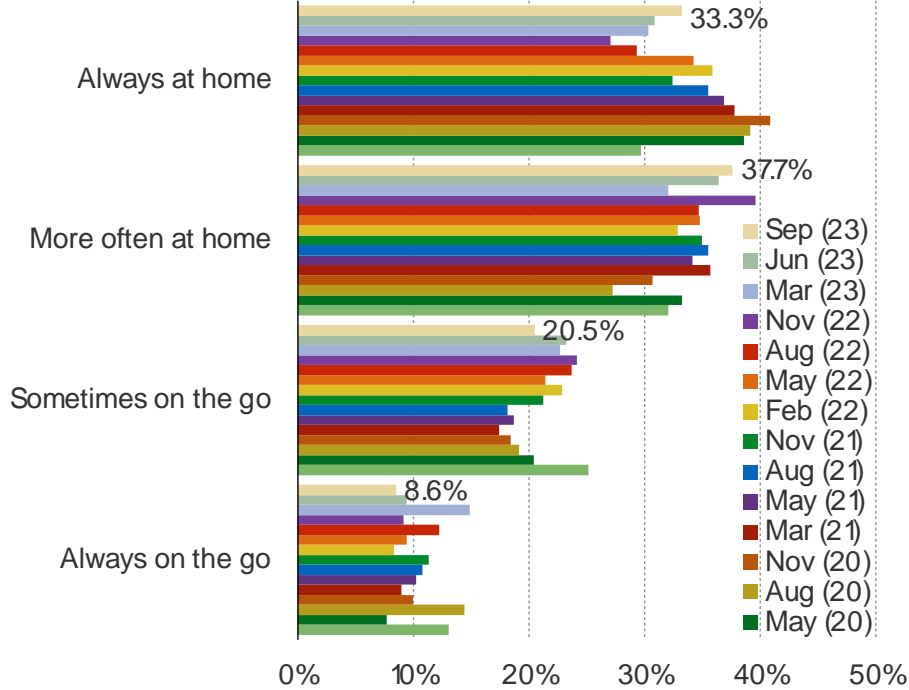
WHERE DID YOU BUY / ORDER THE SWITCH LITE?

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



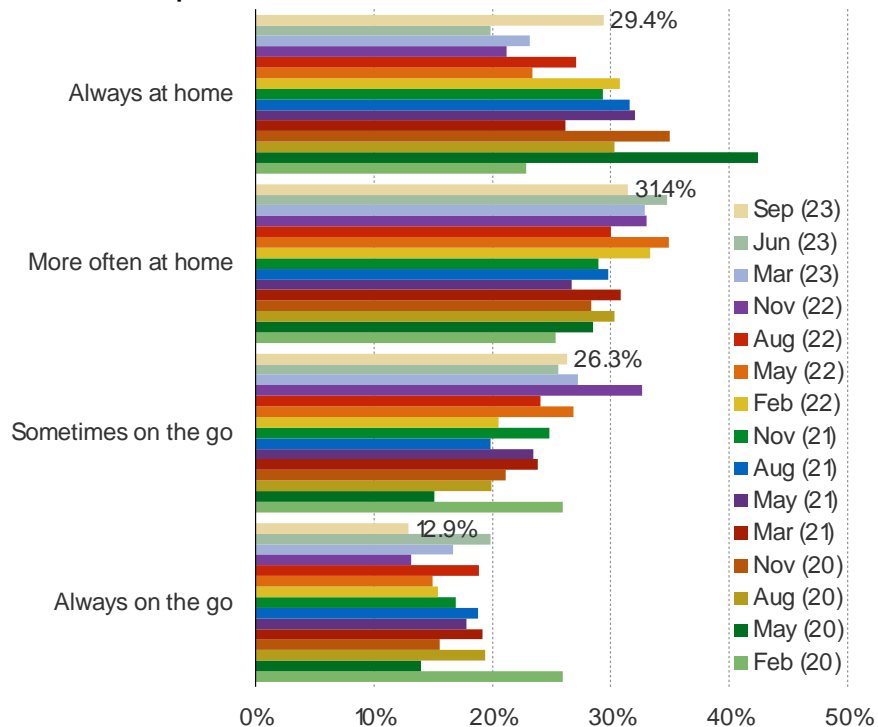
WHICH BEST DESCRIBES YOUR USAGE OF THE NINTENDO SWITCH? (NOT THE NINTENDO SWITCH LITE)

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



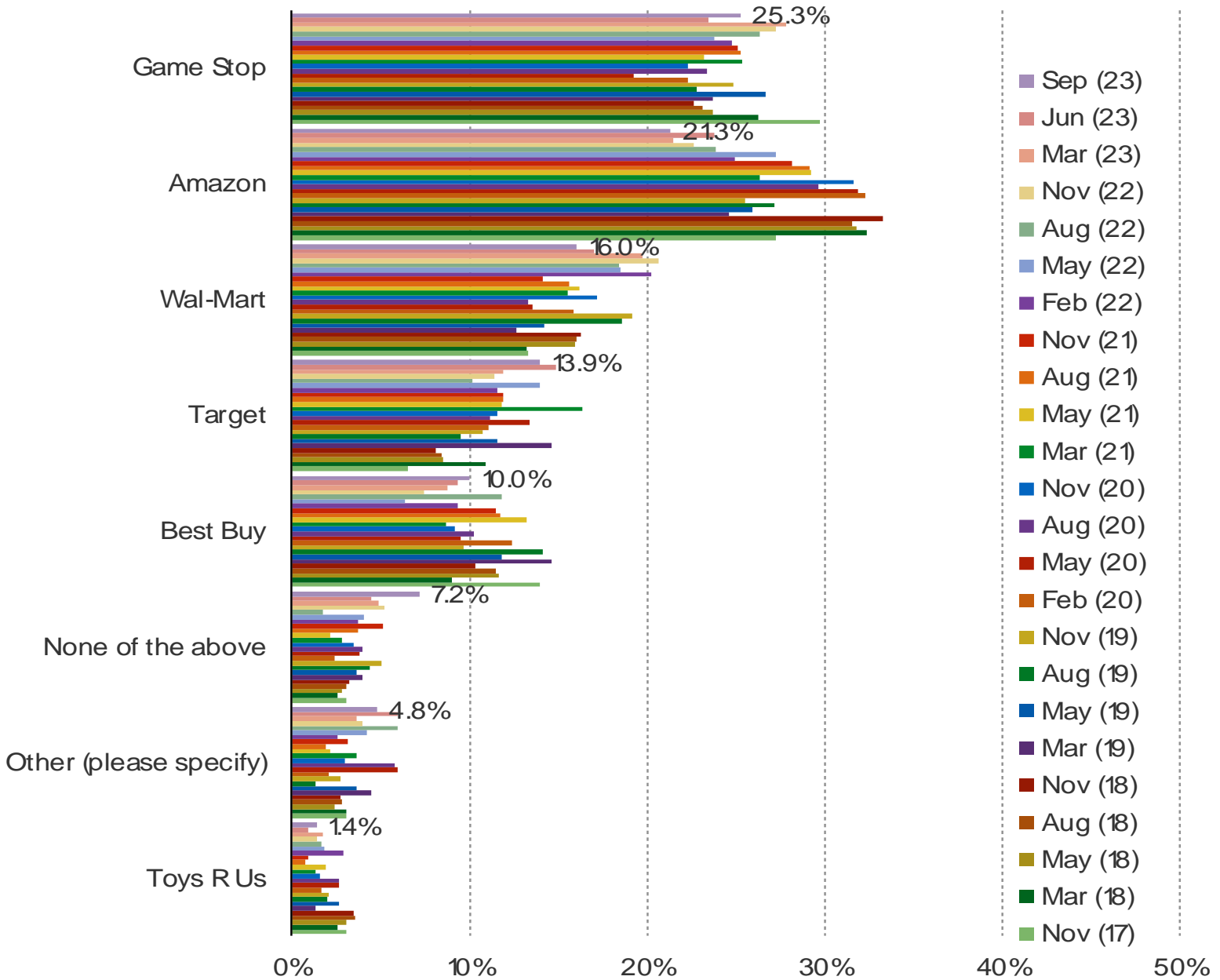
WHICH BEST DESCRIBES YOUR USAGE OF THE NINTENDO SWITCH LITE? (NOT THE NINTENDO SWITCH)

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



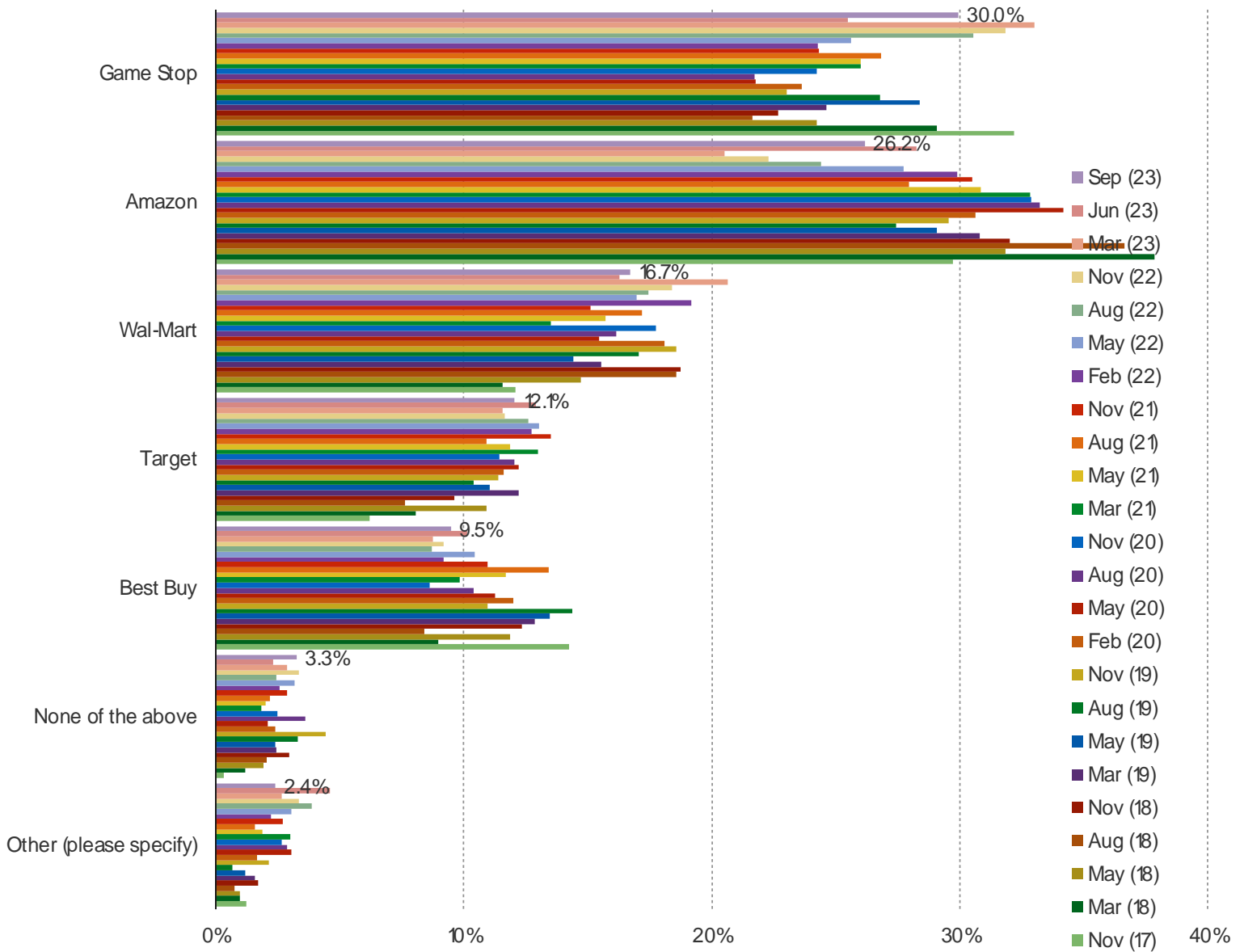
THINKING ABOUT THE LAST GAME YOU BOUGHT FOR THE SWITCH, WHERE DID YOU BUY IT?

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



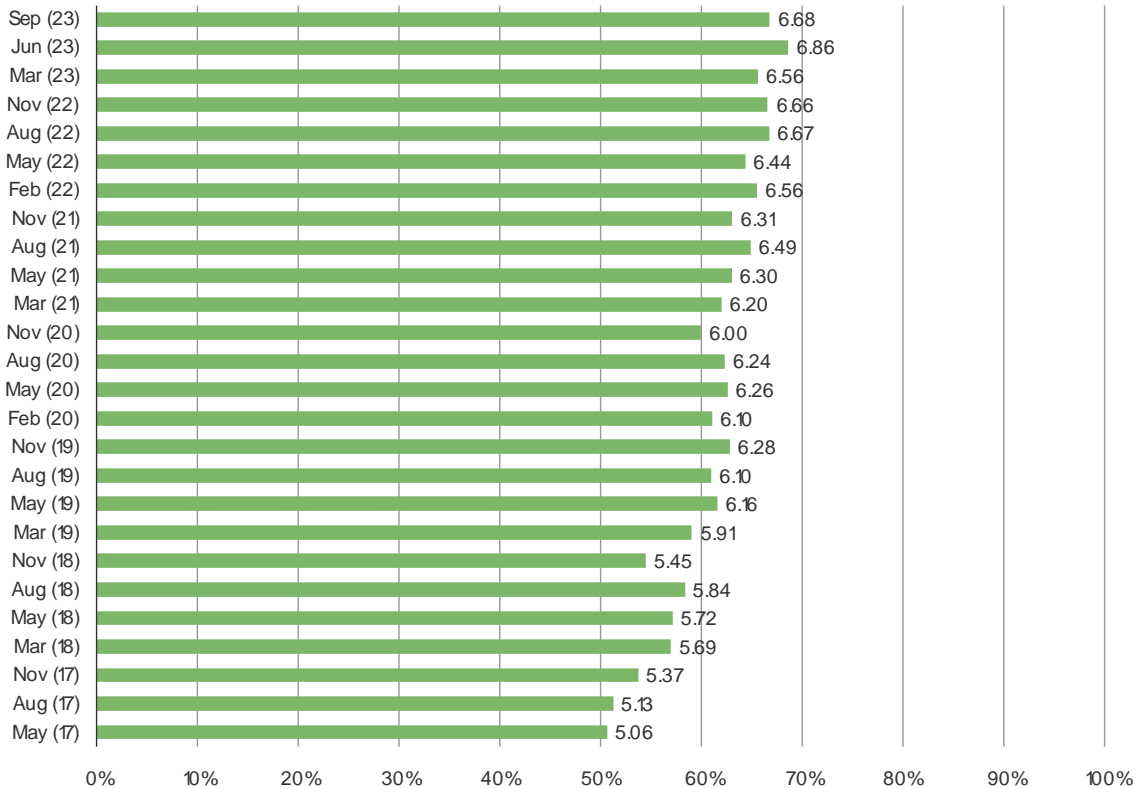
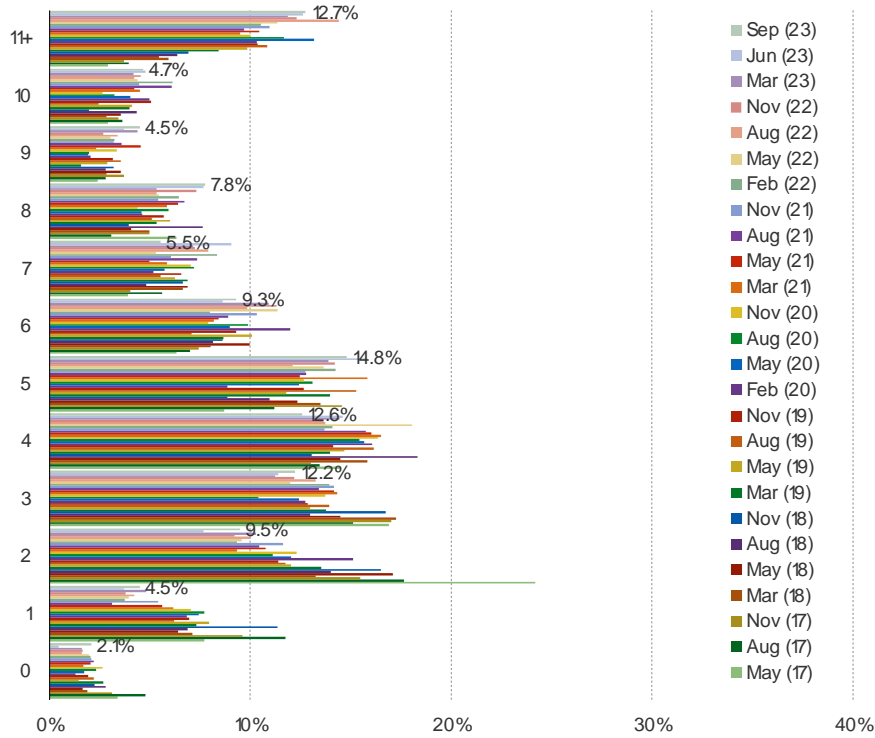
IF YOU NEEDED TO BUY A NEW SWITCH GAME TODAY, WHERE WOULD YOU BE MOST LIKELY TO GET IT?

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



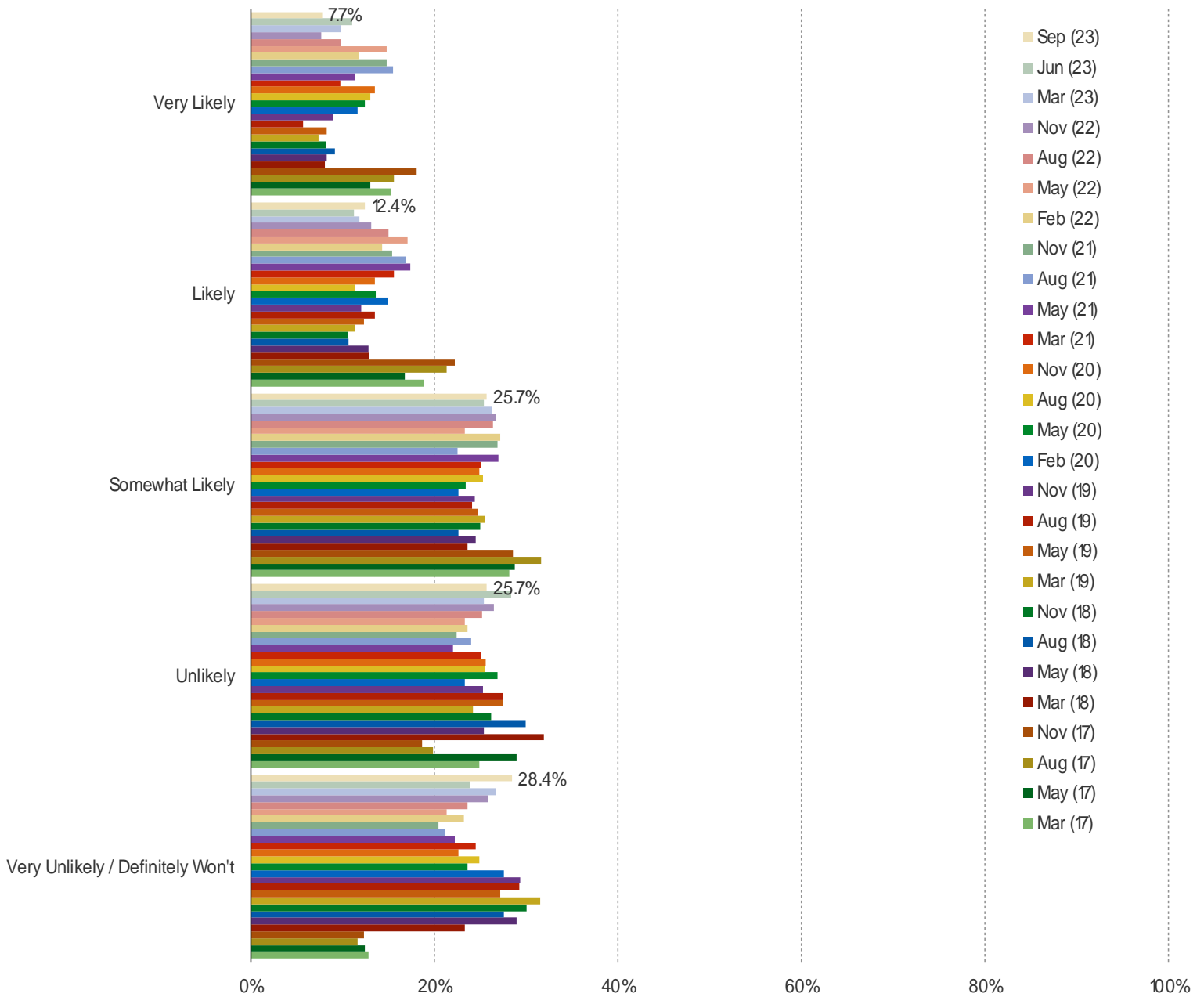
HOW MANY GAMES HAVE YOU PURCHASED SO FAR FOR THE SWITCH?

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



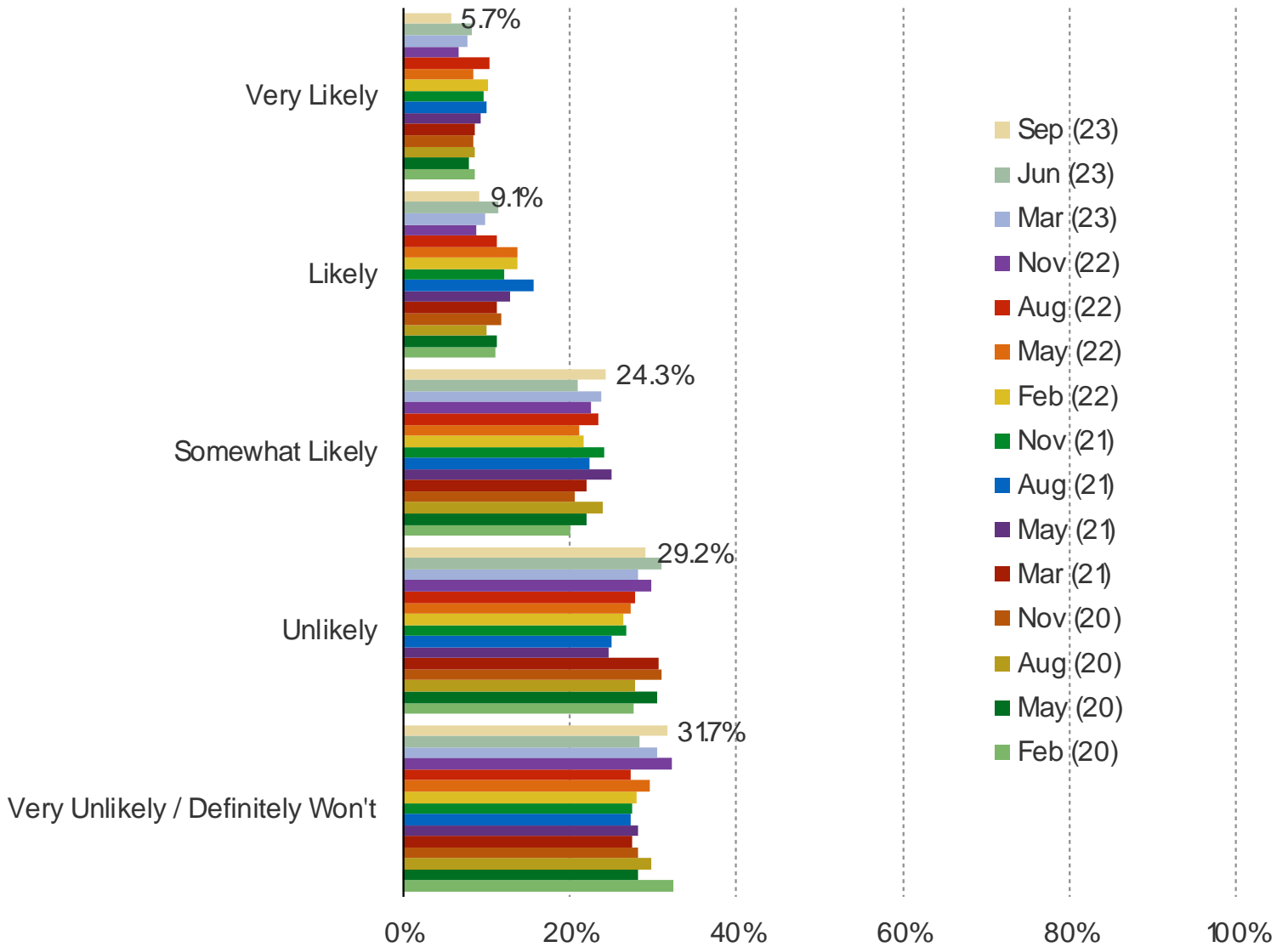
HOW LIKELY ARE YOU TO BUY THE NINTENDO SWITCH IN THE NEXT YEAR?

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



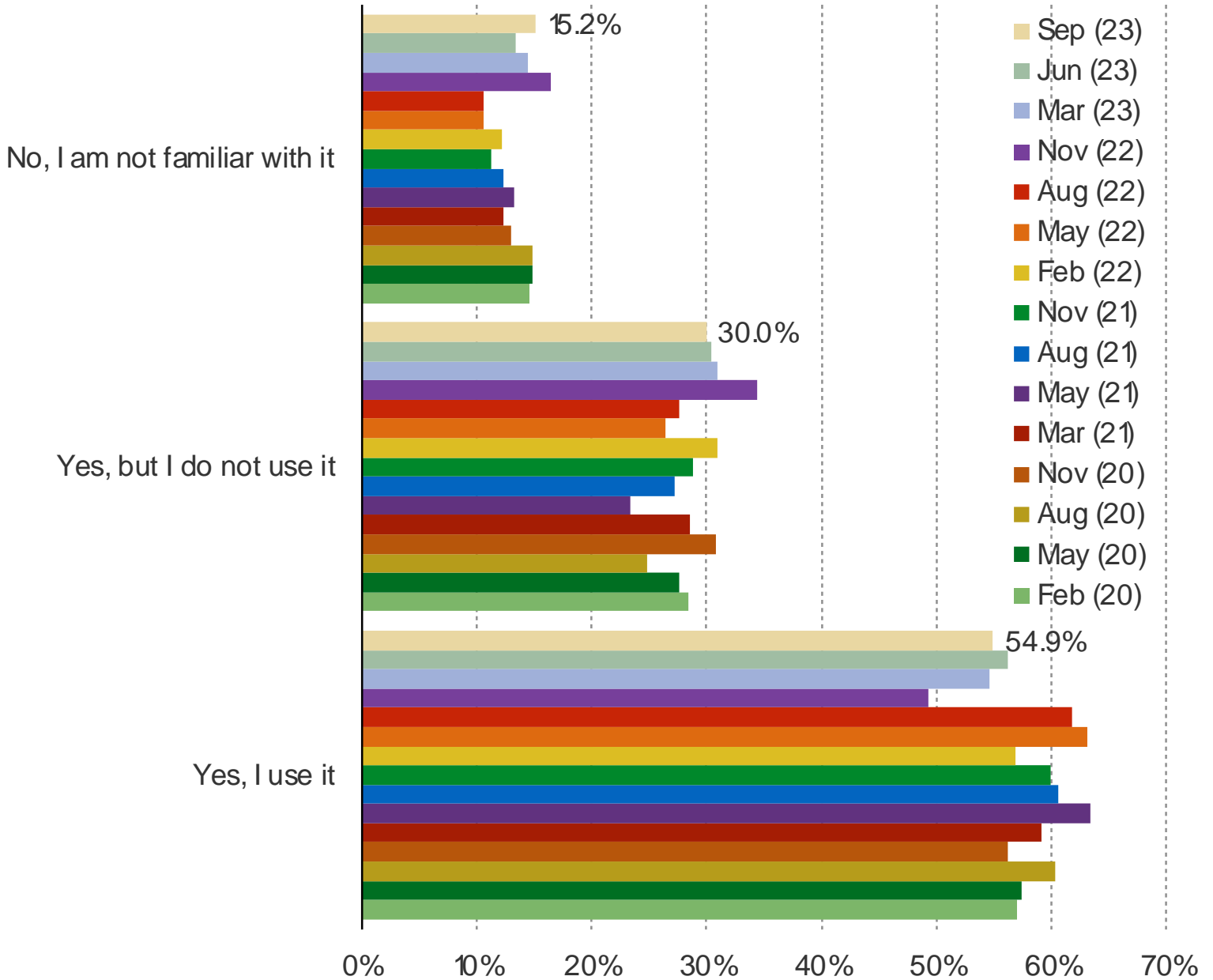
HOW LIKELY ARE YOU TO BUY THE NINTENDO SWITCH LITE IN THE NEXT YEAR?

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.

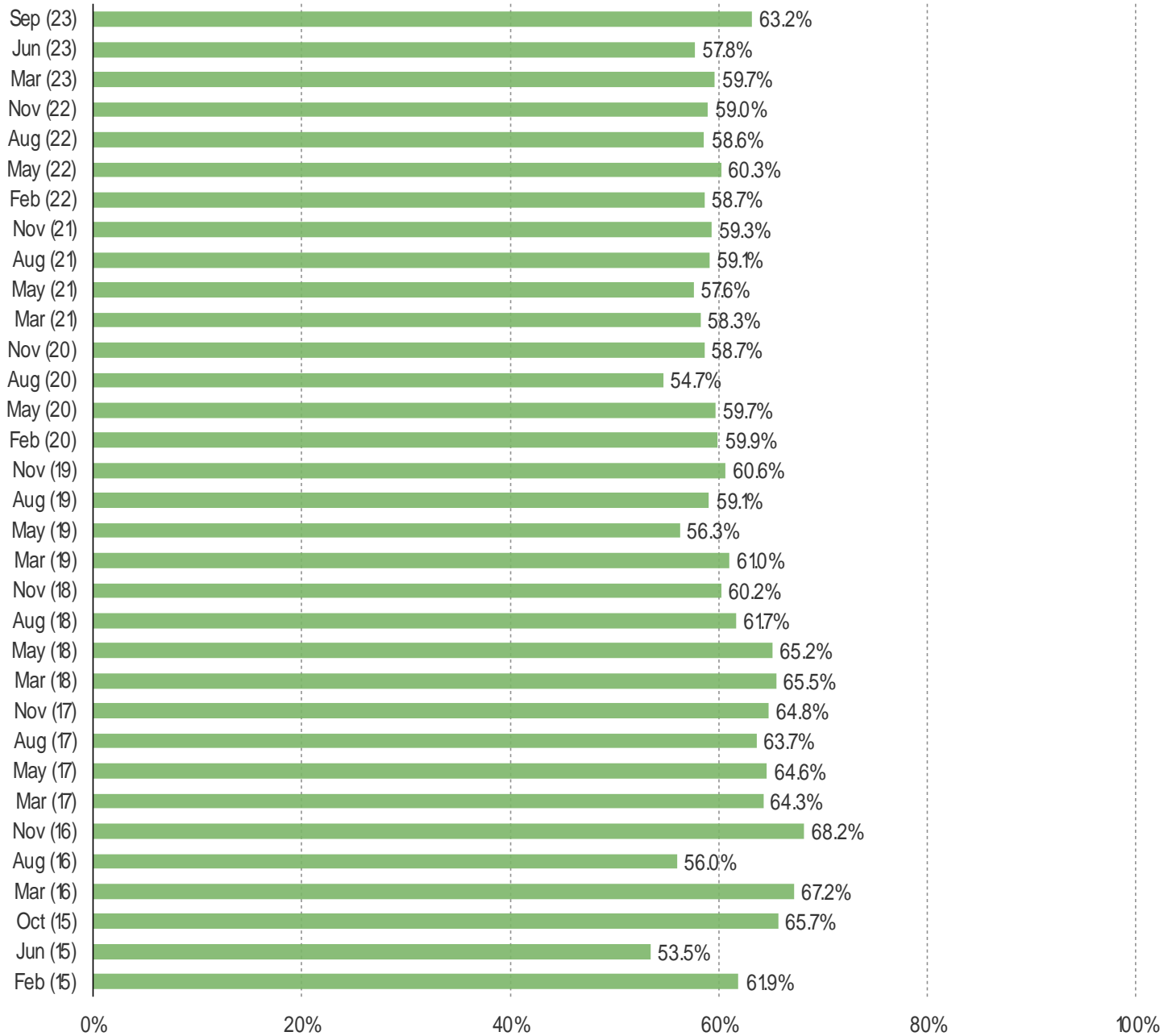


It's In The Game

CONSOLES: PLAYSTATION AND XBOX

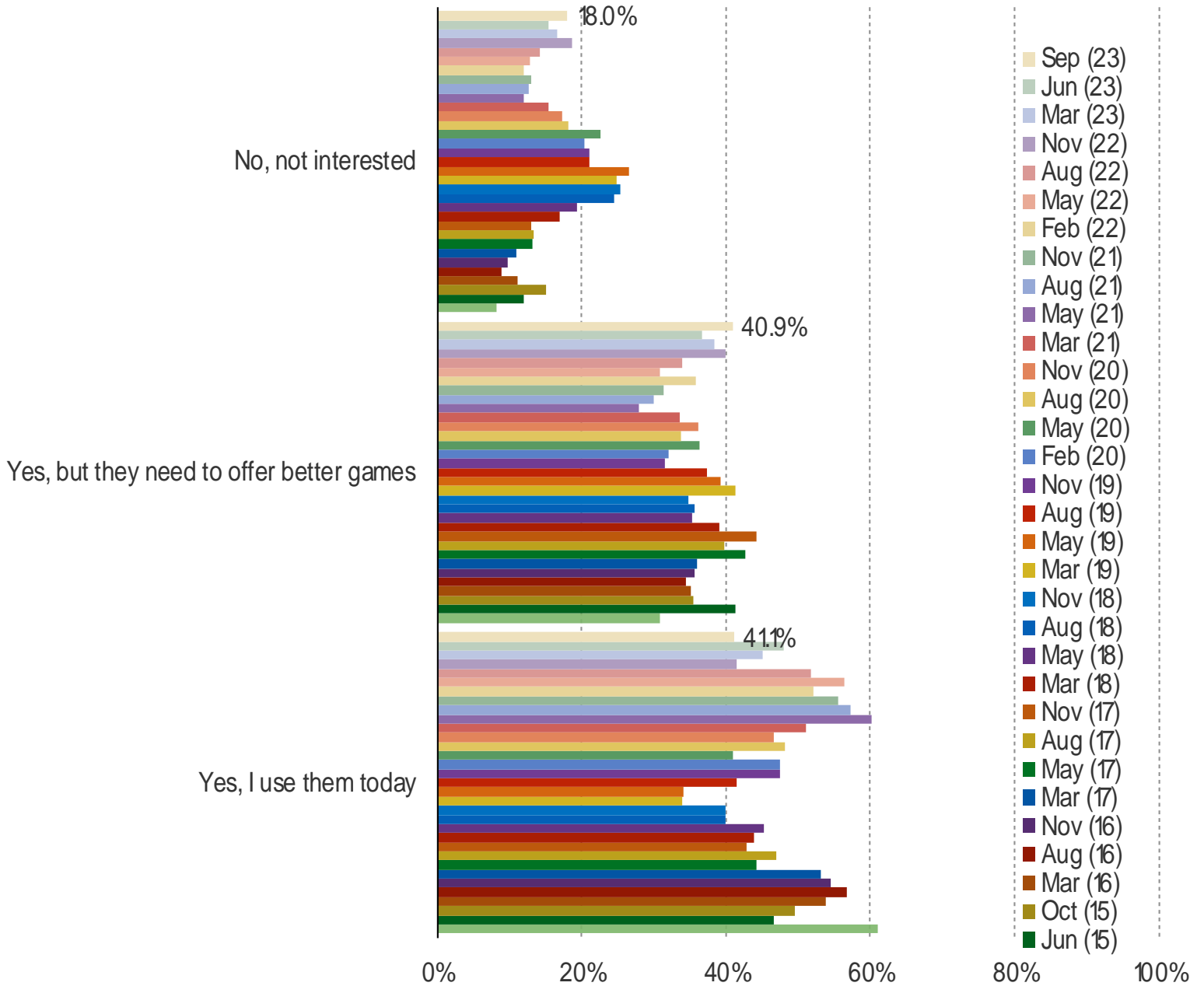
DO YOU OWN AN XBOX ONE AND/OR XBOX SERIES X?

This question was posed to the target audience.



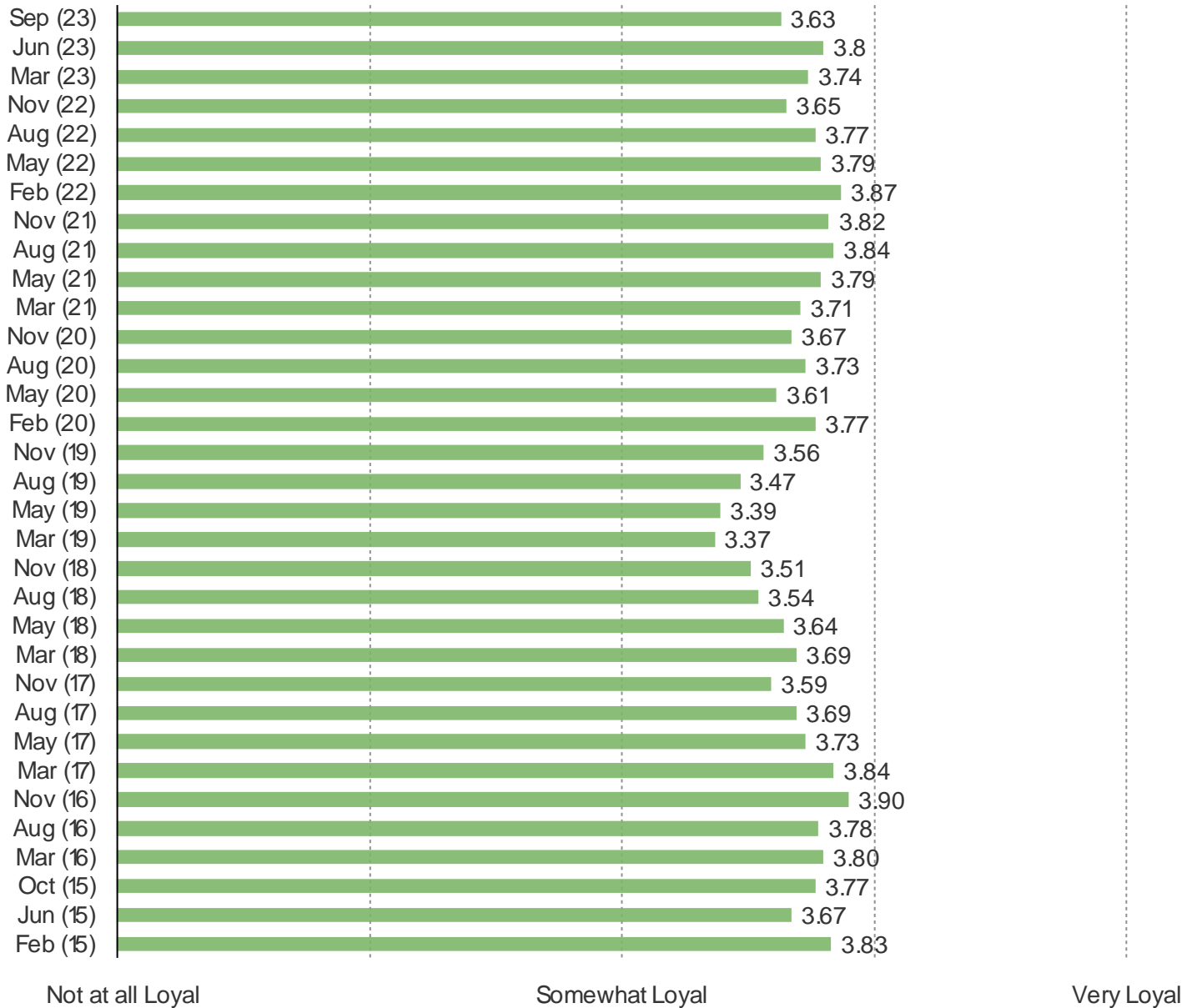
WOULD YOU CONSIDER USING VIDEO GAME STREAMING SERVICES WITHIN XBOX ONE STORES?

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



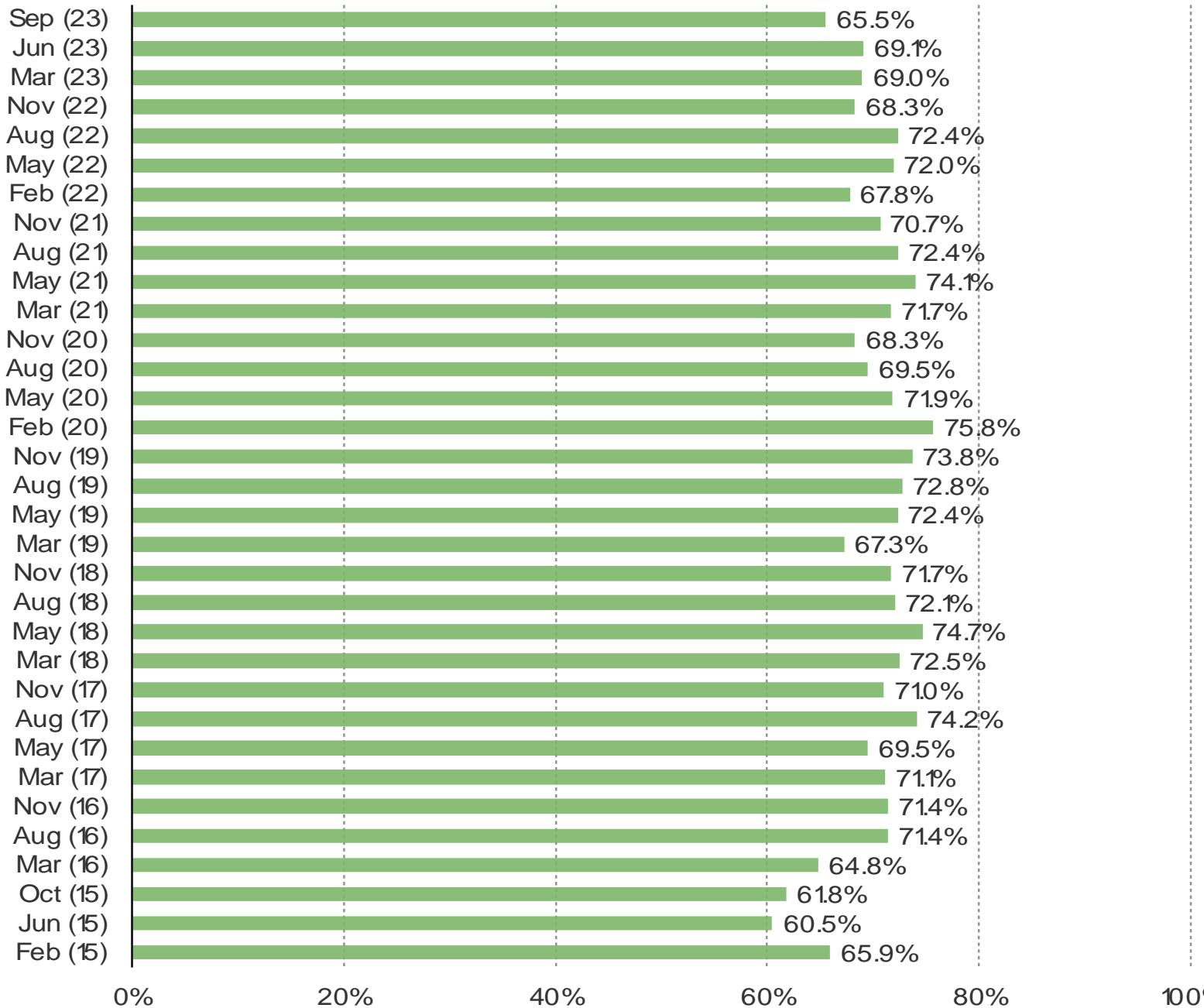
HOW LOYAL ARE YOU TO THE MICROSOFT XBOX BRAND?

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



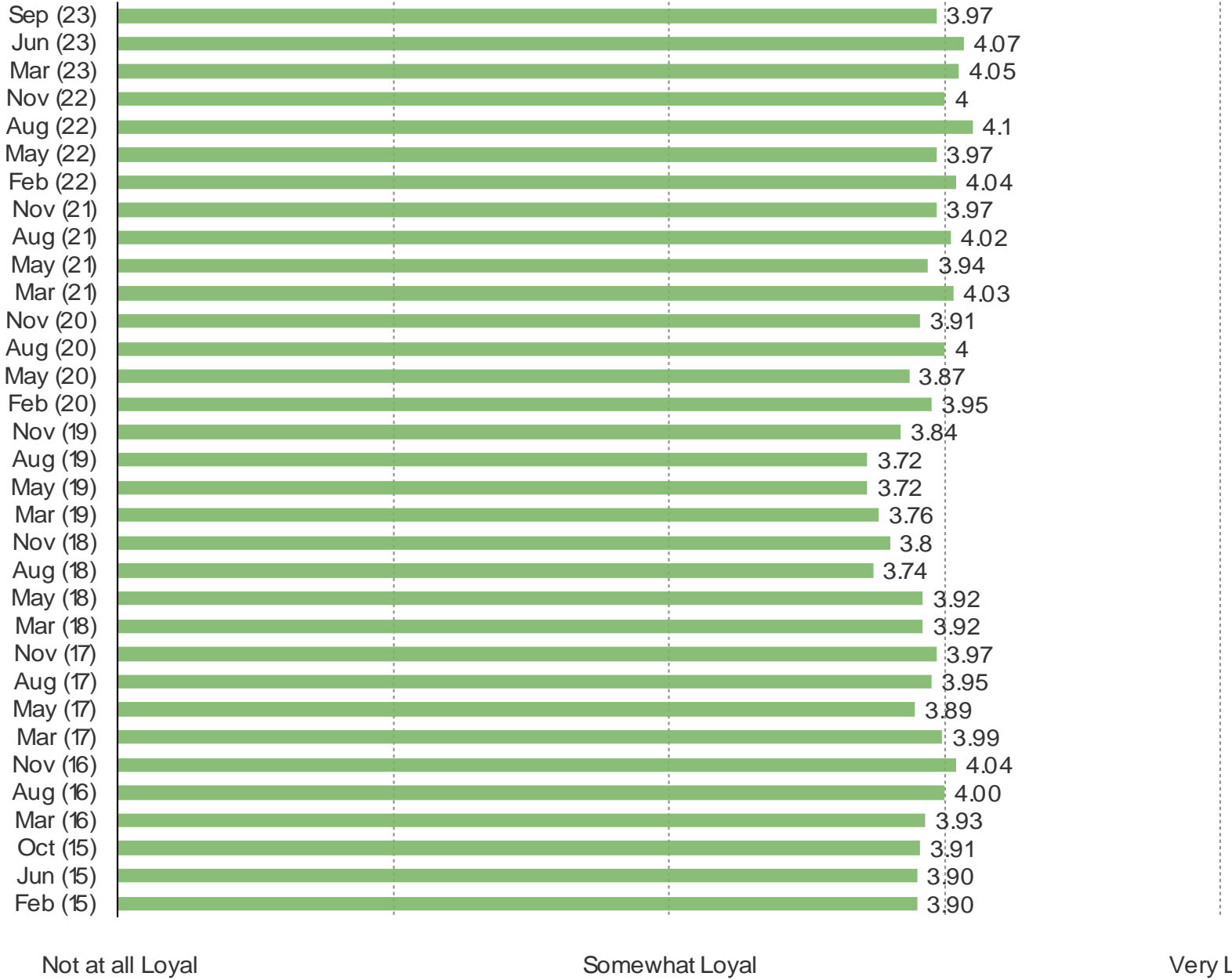
DO YOU OWN A SONY PS4 AND/OR PS5?

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



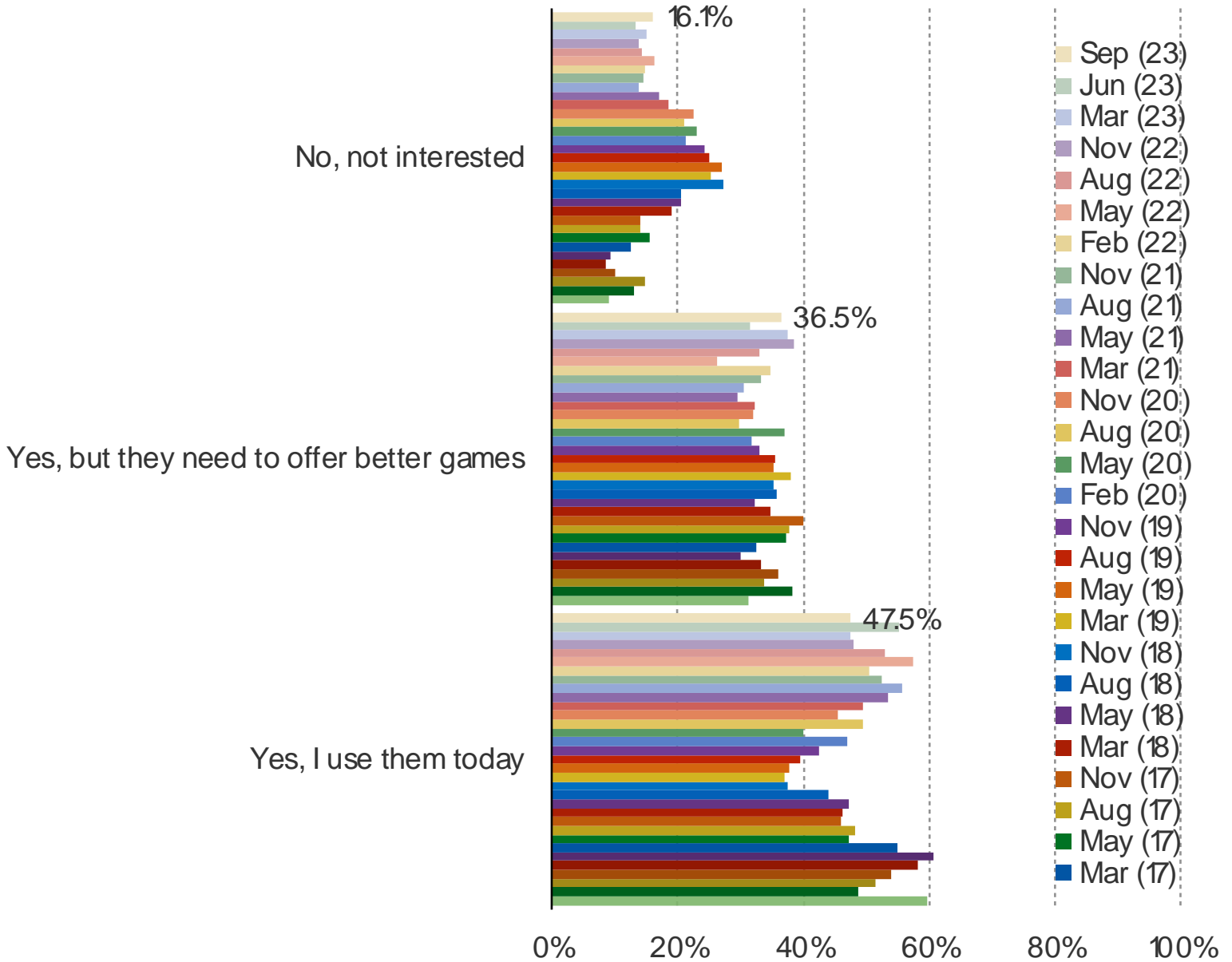
HOW LOYAL ARE YOU TO THE SONY PLAYSTATION BRAND?

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



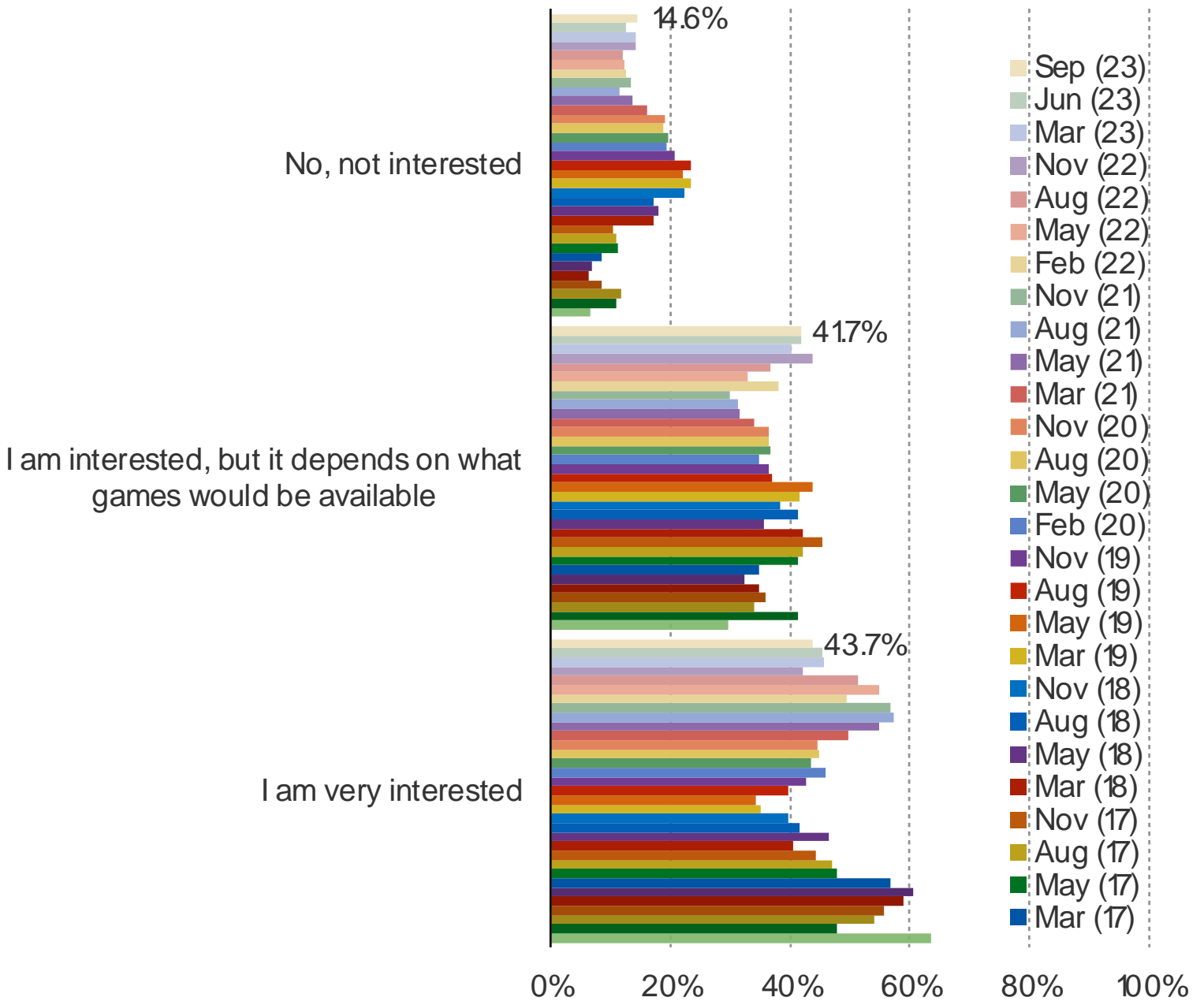
WOULD YOU CONSIDER USING VIDEO GAME STREAMING SERVICES PROVIDED WITHIN PLAYSTATION STORES?

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



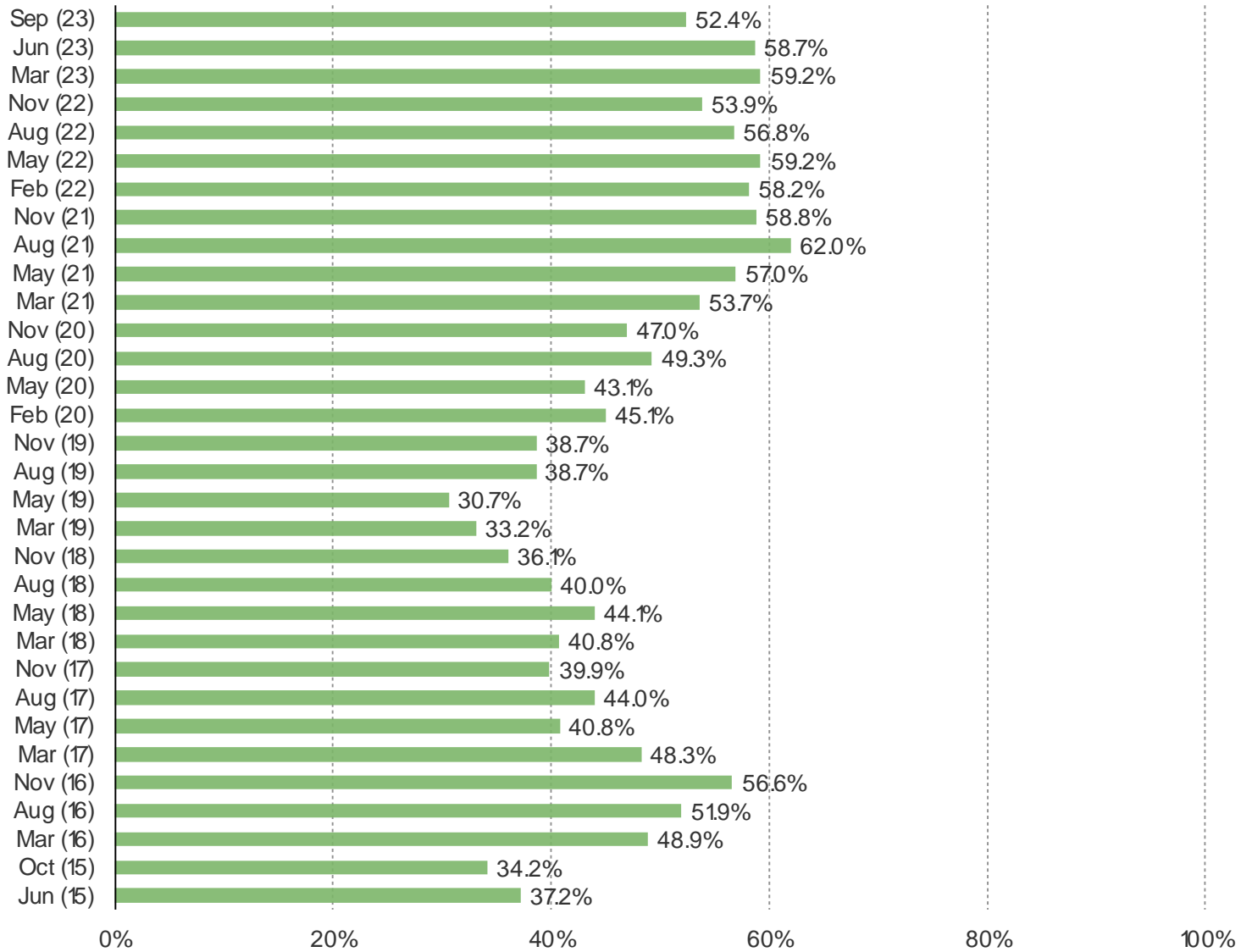
HOW INTERESTED WOULD YOU BE IN GAINING ACCESS TO PLAYSTATION GAMES FOR A MONTHLY SUBSCRIPTION PRICE?

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



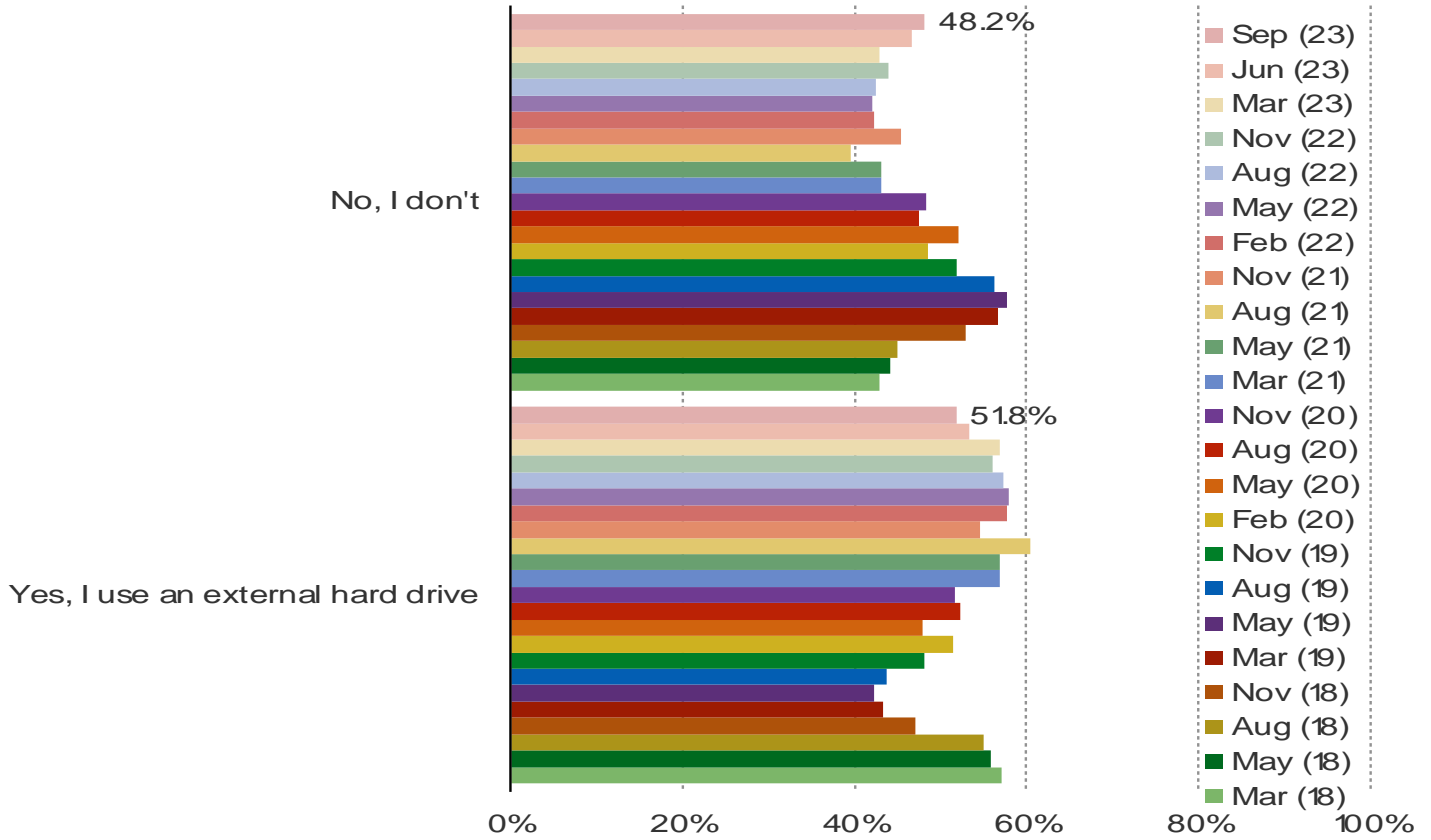
ARE YOU CURRENTLY A SUBSCRIBER TO SONY'S PLAYSTATION NOW STREAMING SUBSCRIPTION OFFERING?

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?

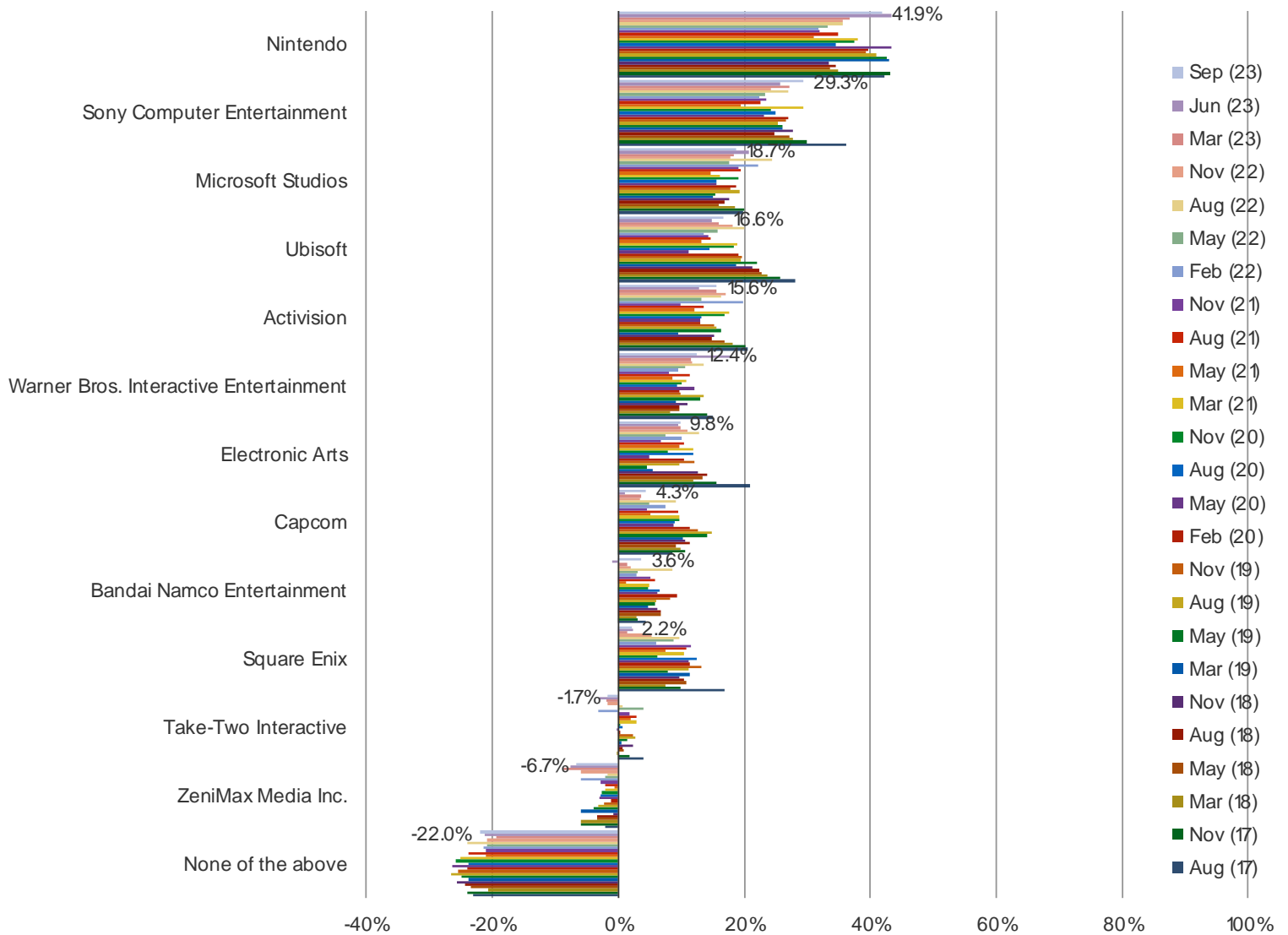
This question was posed to the target audience.



PUBLISHERS

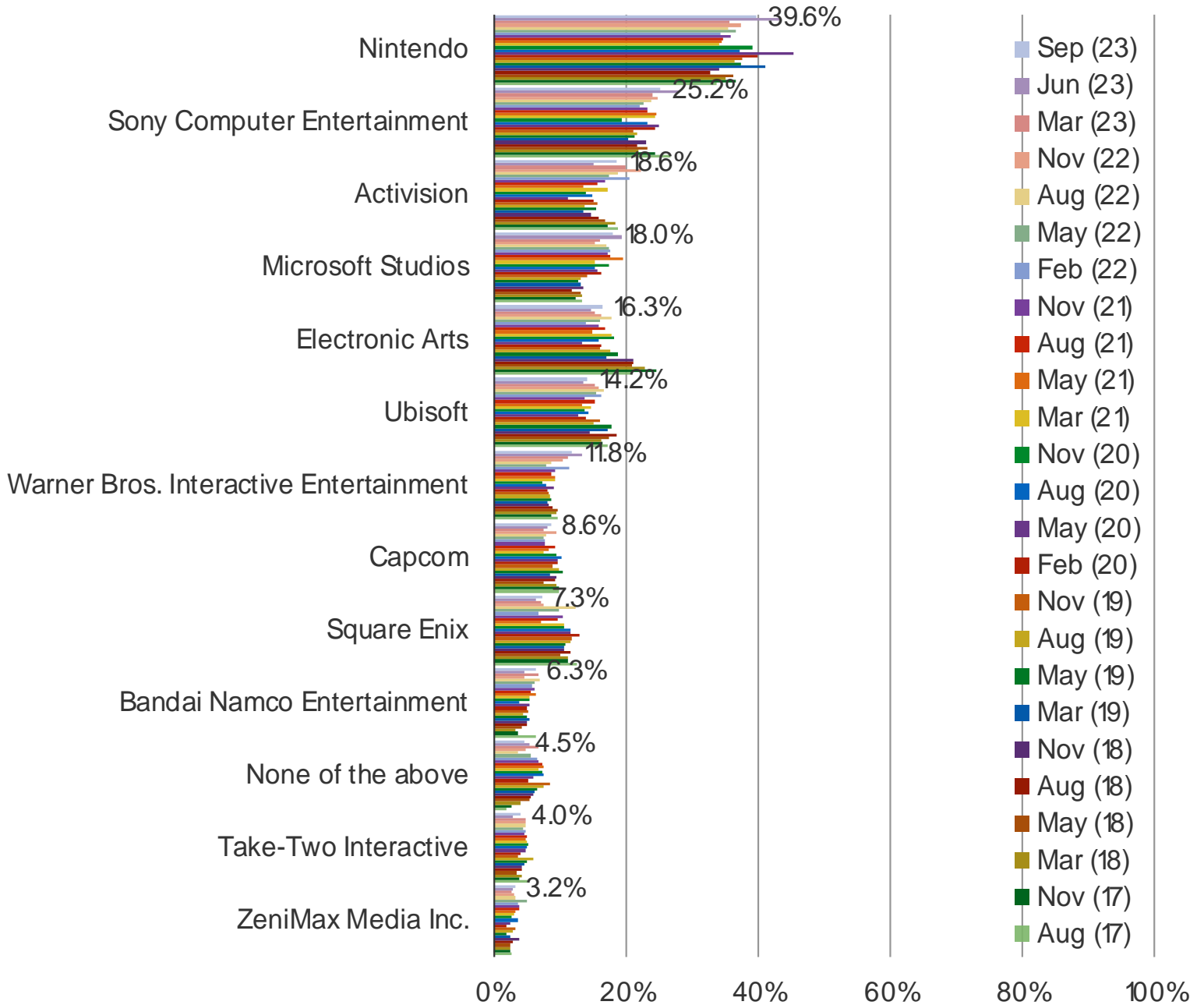
PUBLISHER POPULARITY (GAINING POPULARITY MINUS LOSING POPULARITY)

Posed to the target audience



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

Posed to the target audience

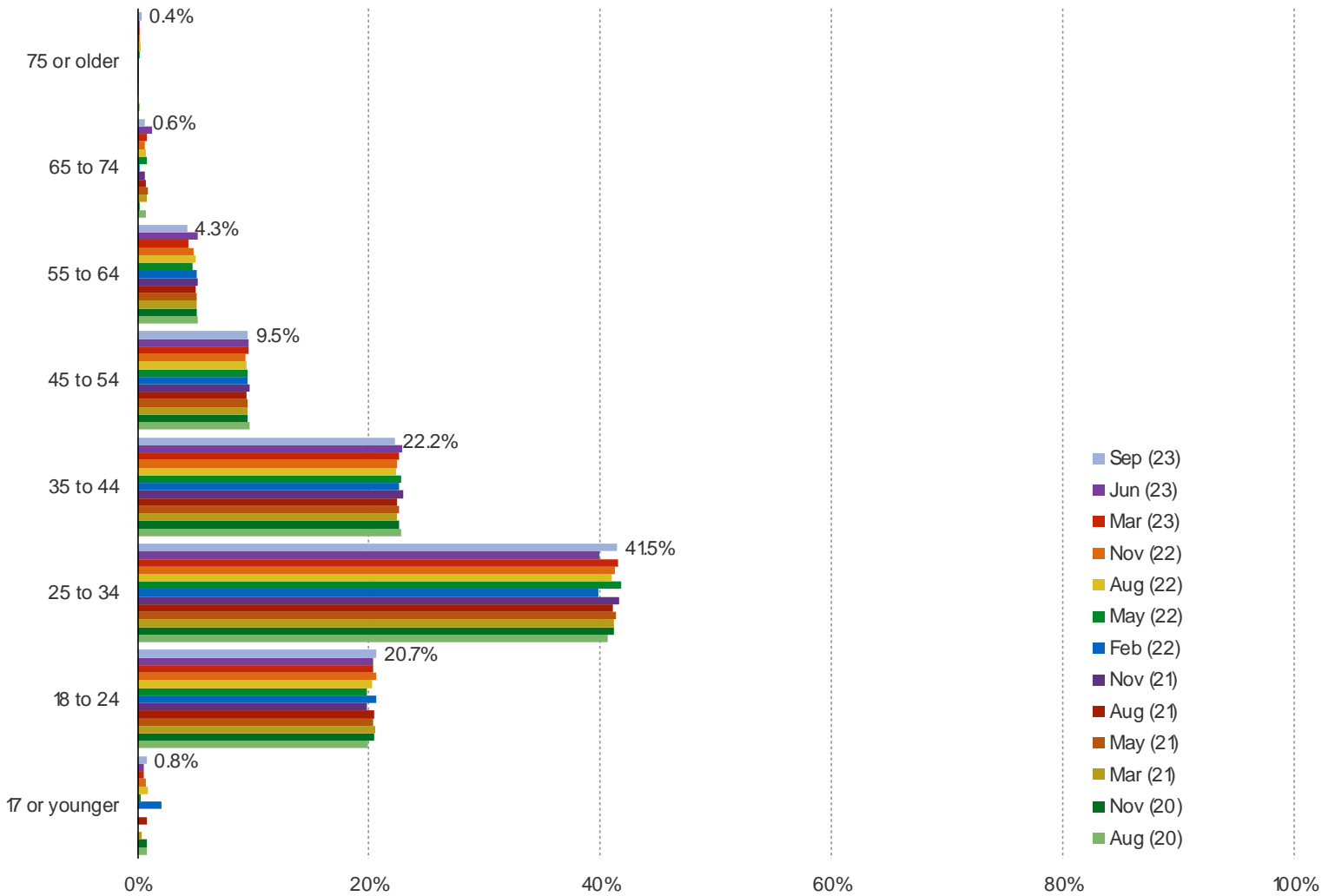


It's In The Game

DEMOGRAPHICS

AGE

Posed to the target audience



GENDER

Posed to the target audience

