

Bespoke Survey Research

November 2023

Video Games

Volume 33 | 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. Video games playing frequency strengthened somewhat sequentially this quarter.
2. This quarter, we added some questions to better understand interest in Grand Theft Auto. Overall feedback was positive/constructive with ~25% of respondents saying they are generally extremely interested in GTA releases. There is also healthy interest in purchasing GTA 6 when it is released.
3. 23% of respondents indicated that they purchased Call of Duty Modern Warfare 3 since it was released.
4. When asked about the PlayStation Portal, 3% of respondents indicated that they currently own it (while ~25% said they don't own it, but are interested in getting it. 40% were unaware of it). Among those who own it, NPS was strong (at ~64) and satisfaction was high with ~54% saying they were very satisfied with the PlayStation Portal so far.
5. Regarding the holiday season, feedback suggested flat to slightly down spend on video games relative to a year ago.
6. The number of titles played per year continues to track flat.
7. This quarter, we saw a slight shift towards releases purchased upfront.
8. Digital downloads have gained share over time, but the trend has been more flat of late.
9. Purchase recency at GameStop continues to deteriorate. Most of the KPIs we track related to GameStop softened sequentially.

Noteworthy Stats:

72.5% of respondents are at least somewhat interested in GTA releases.

68.3% of respondents are at least somewhat interested in COD releases.

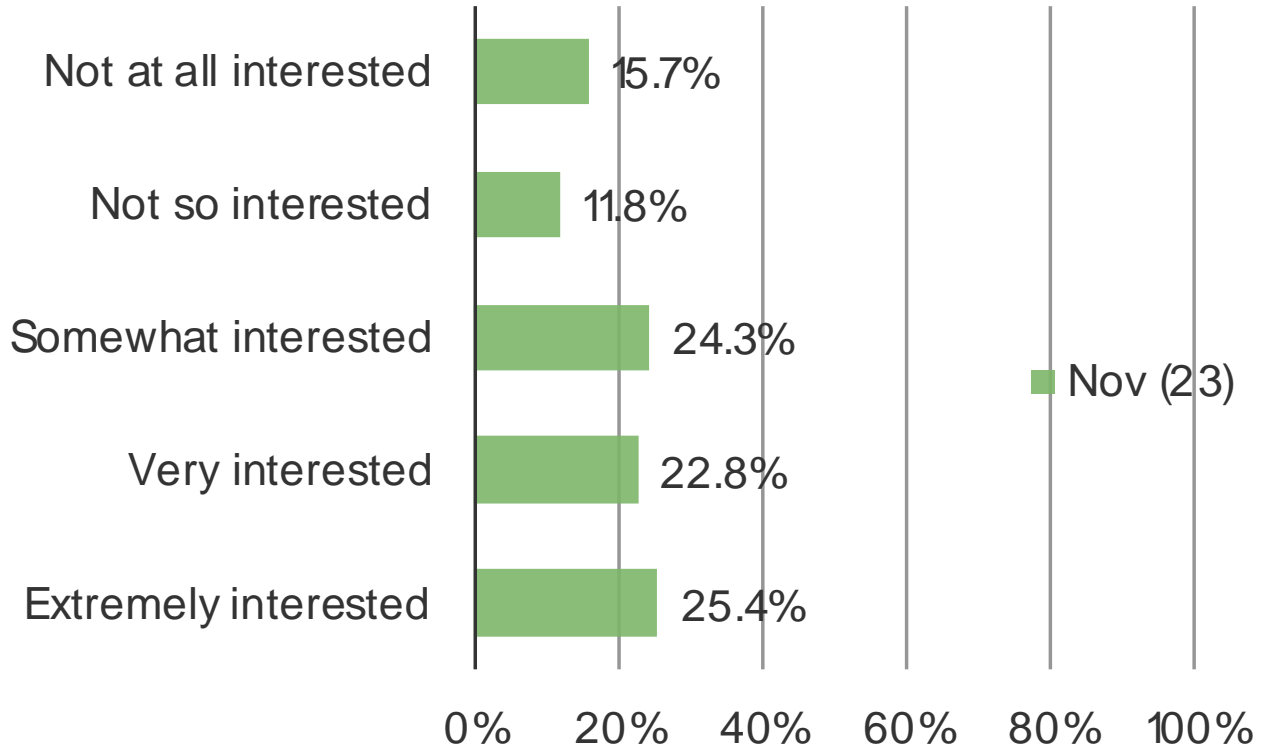
25.3% of respondents don't own the PlayStation Portal, but are interested in getting it.

74.5% of respondents (video gamers) said they have no student loan debt.

NEW/RECENTLY ADDED QUESTIONS

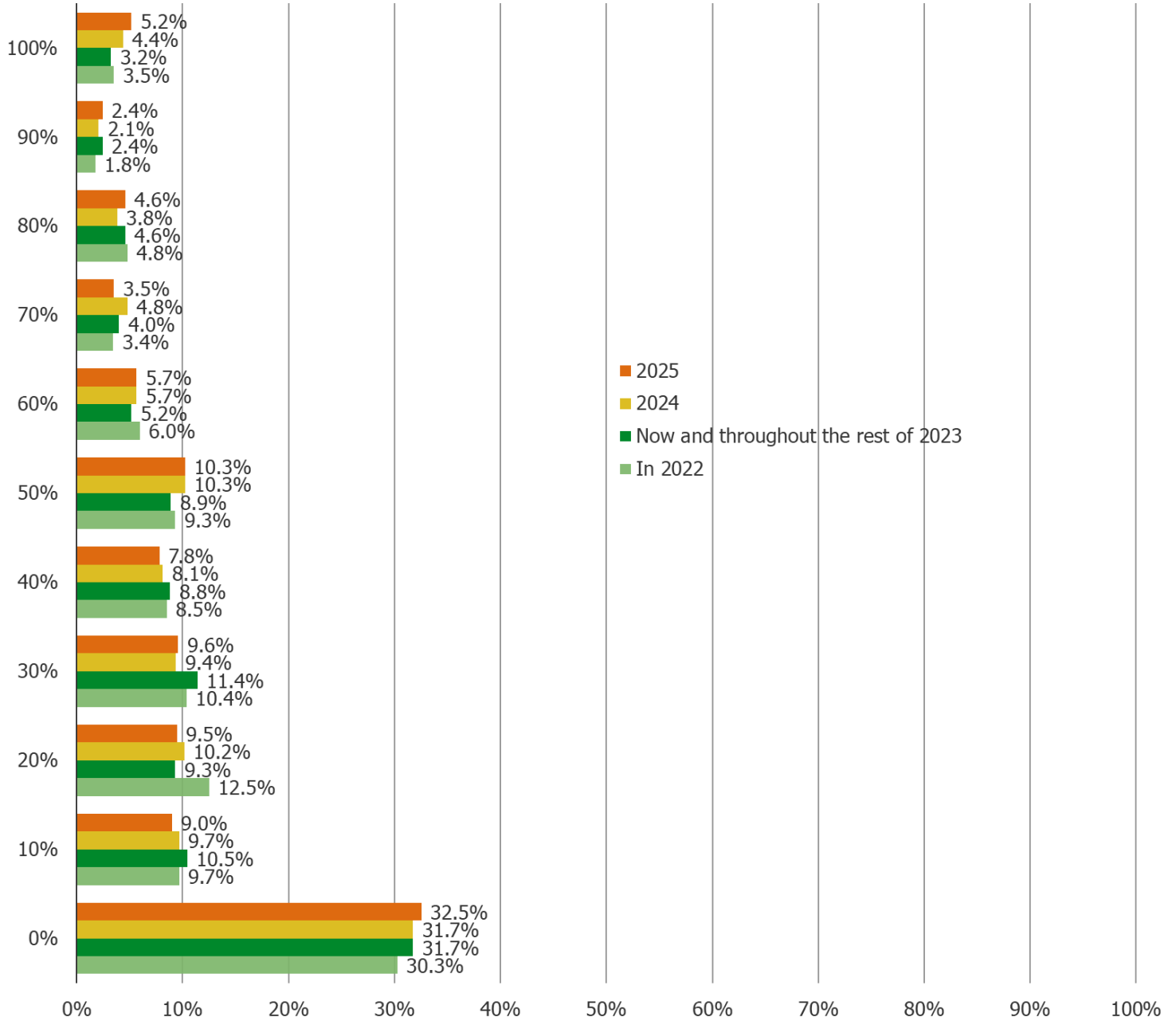
IN GENERAL, HOW INTERESTED ARE YOU TYPICALLY IN GRAND THEFT AUTO RELEASES?

This question was posed to all respondents.



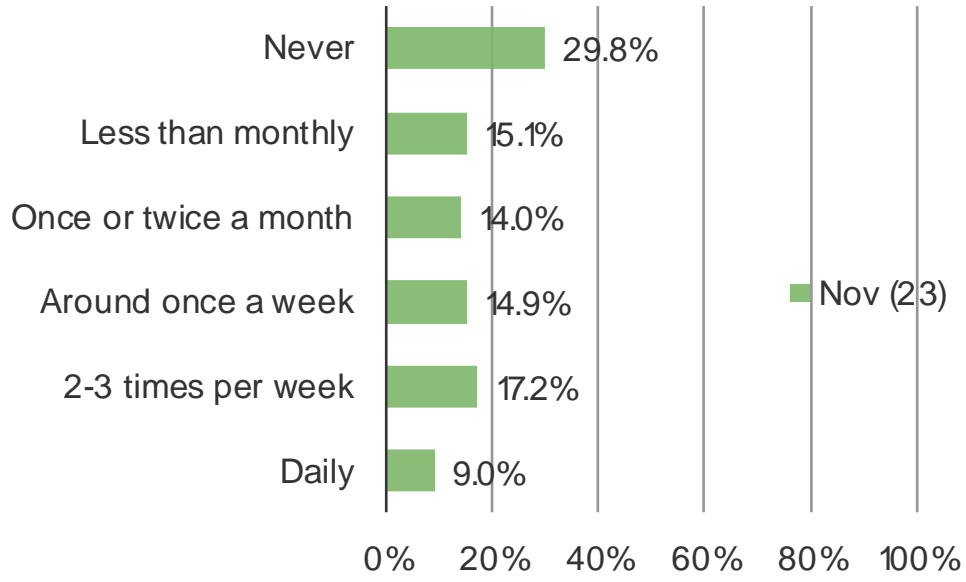
WHAT PERCENTAGE OF YOUR TOTAL GAMING TIME WOULD YOU SAY HAS/WILL GET SPENT PLAYING GRAND THEFT AUTO GAMES DURING THE FOLLOWING TIMES...

This question was posed to all respondents.



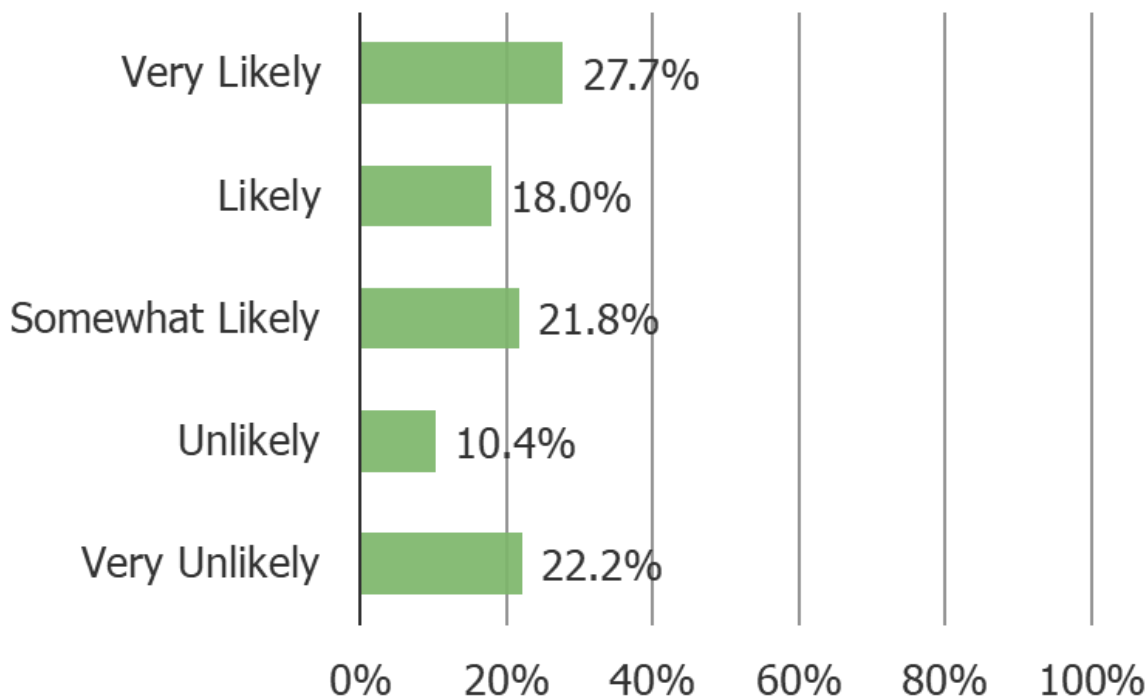
HOW OFTEN DO YOU PLAY GRAND THEFT AUTO GAMES CURRENTLY?.

This question was posed to all respondents.



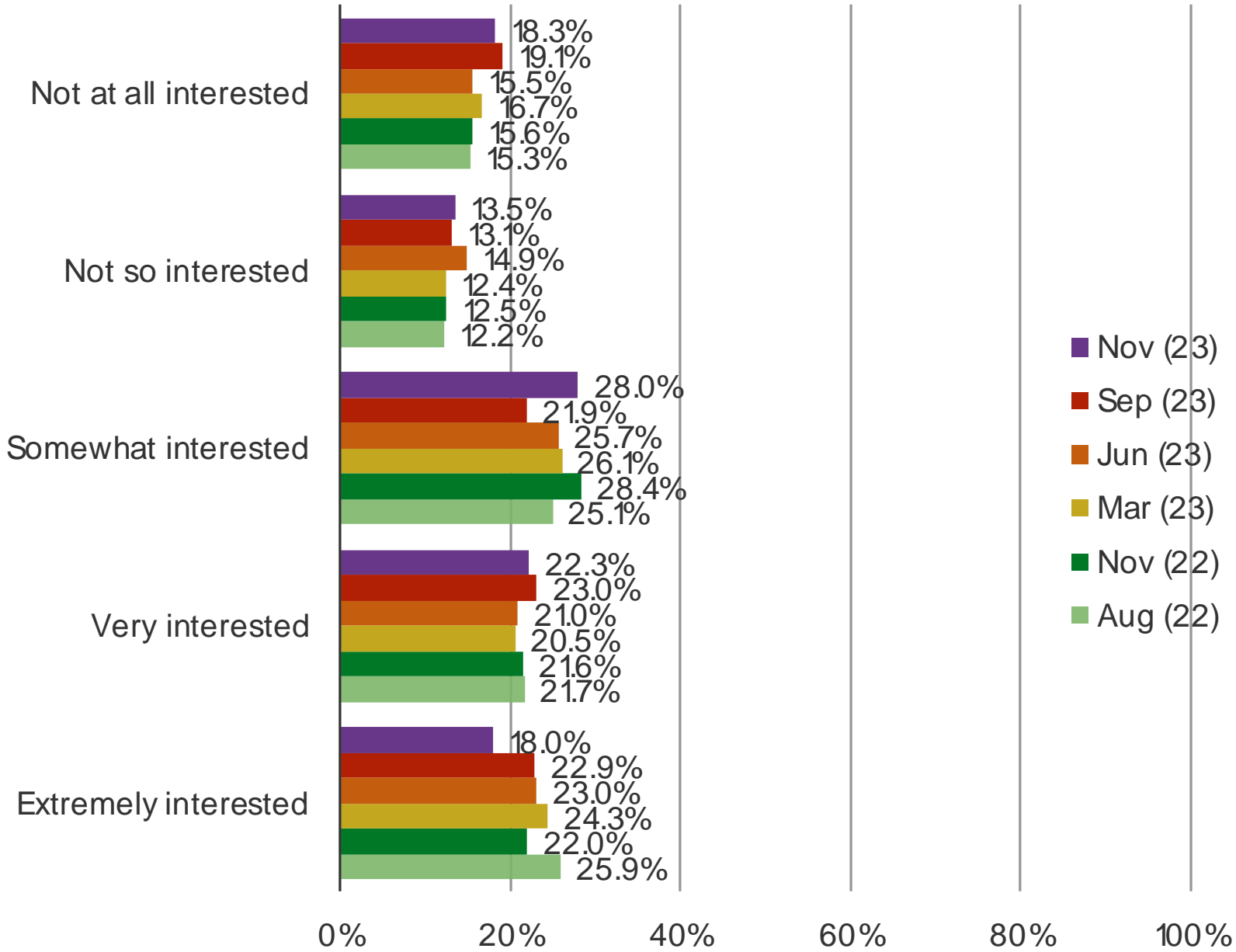
HOW LIKELY ARE YOU TO BUY GRAND THEFT AUTO 6 WHEN IT IS RELEASED?

This question was posed to all respondents.



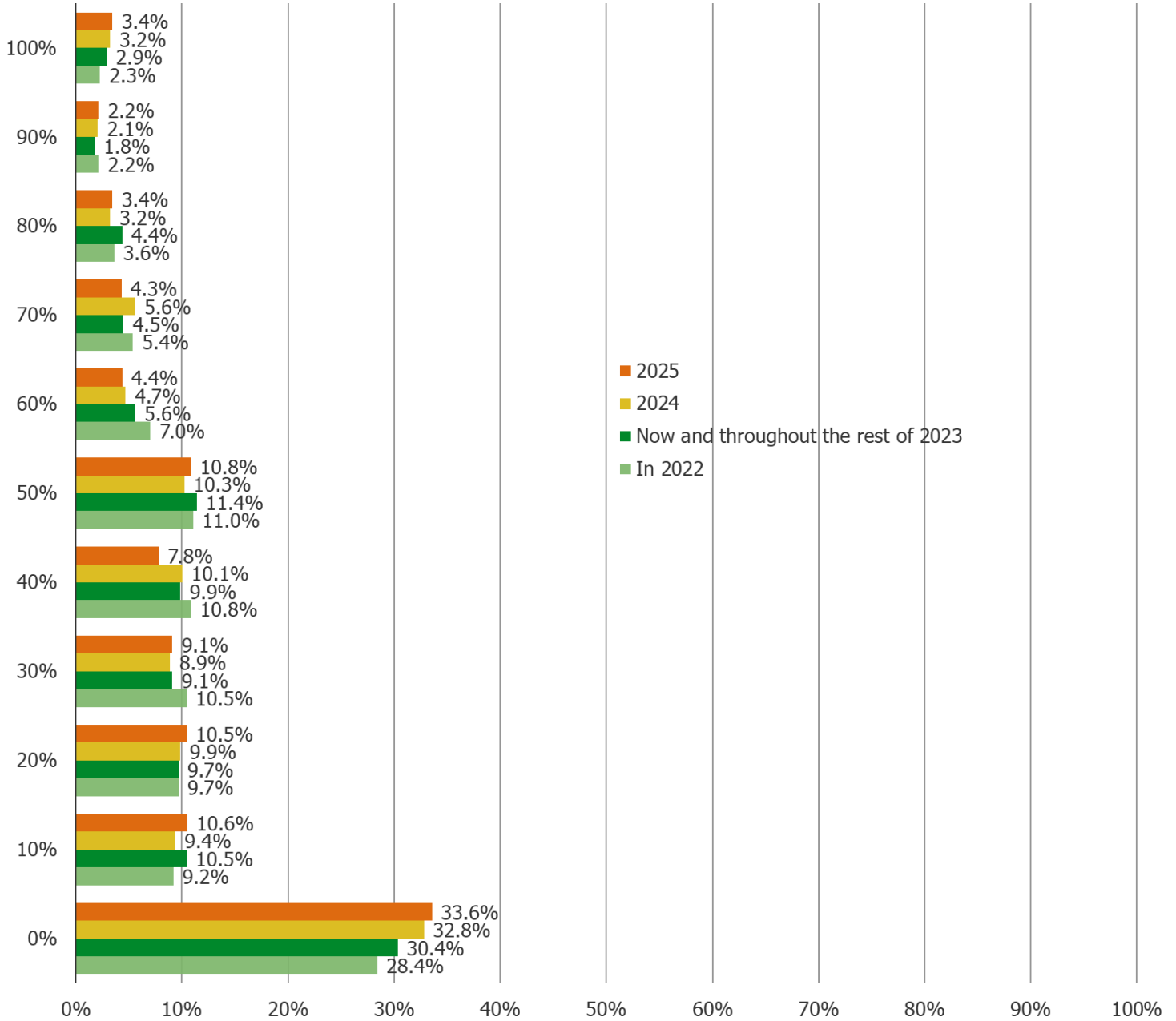
IN GENERAL, HOW INTERESTED ARE YOU TYPICALLY IN CALL OF DUTY RELEASES?

This question was posed to the target audience.



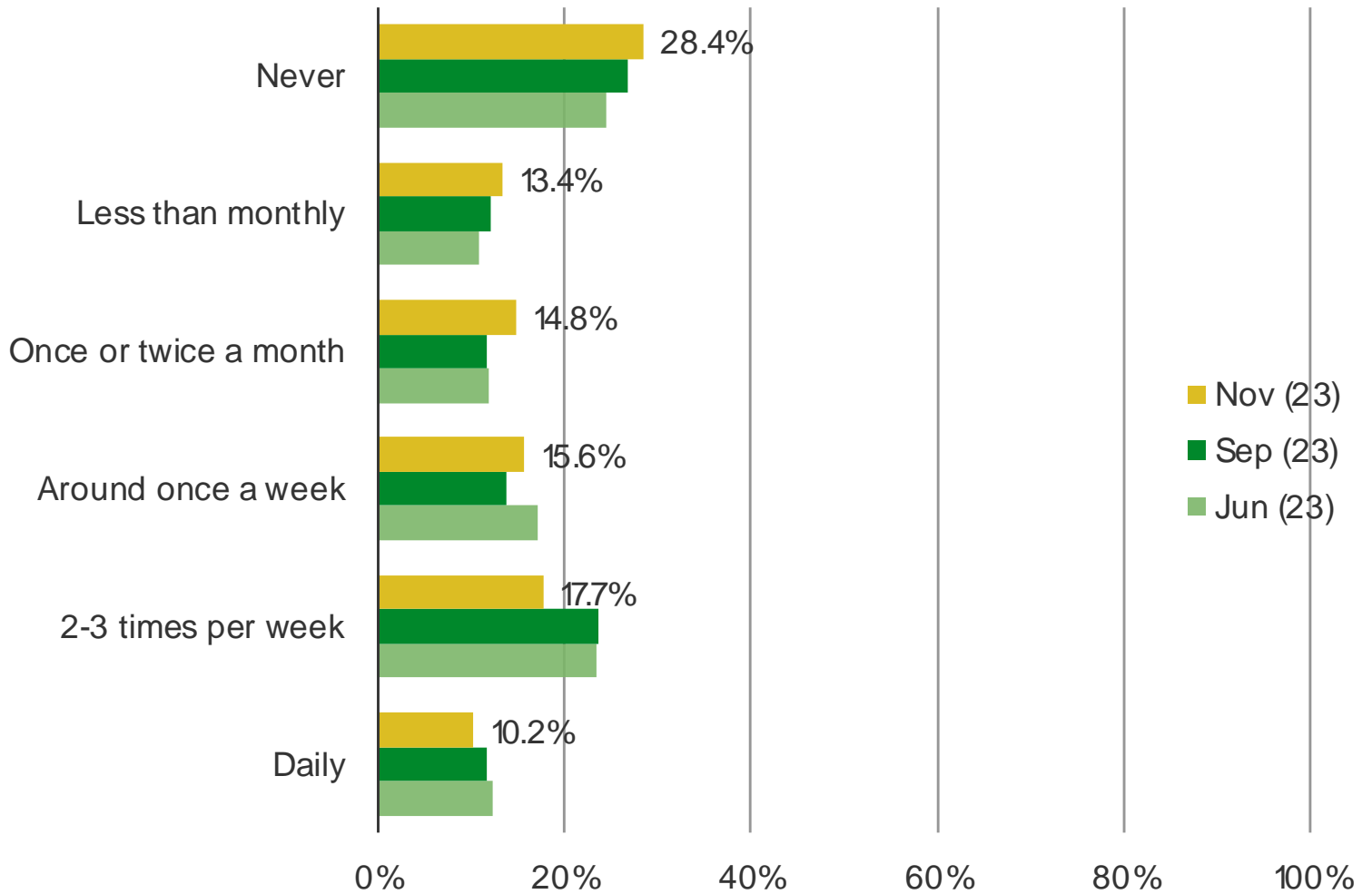
WHAT PERCENTAGE OF YOUR TOTAL GAMING TIME WOULD YOU SAY HAS/WILL GET SPENT PLAYING CALL OF DUTY GAMES DURING THE FOLLOWING TIMES...

This question was posed to the target audience.



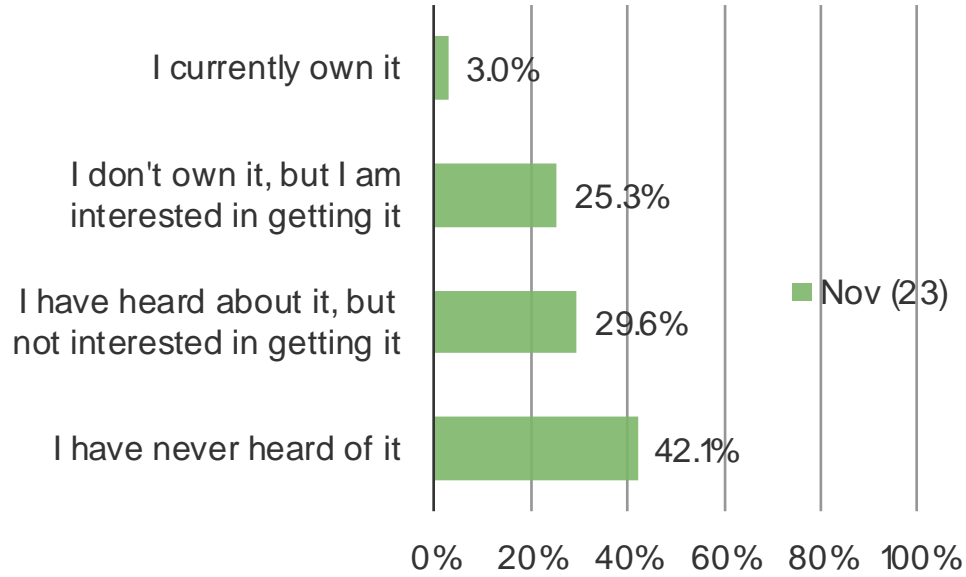
HOW OFTEN DO YOU PLAY CALL OF DUTY GAMES CURRENTLY?

This question was posed to the target audience.



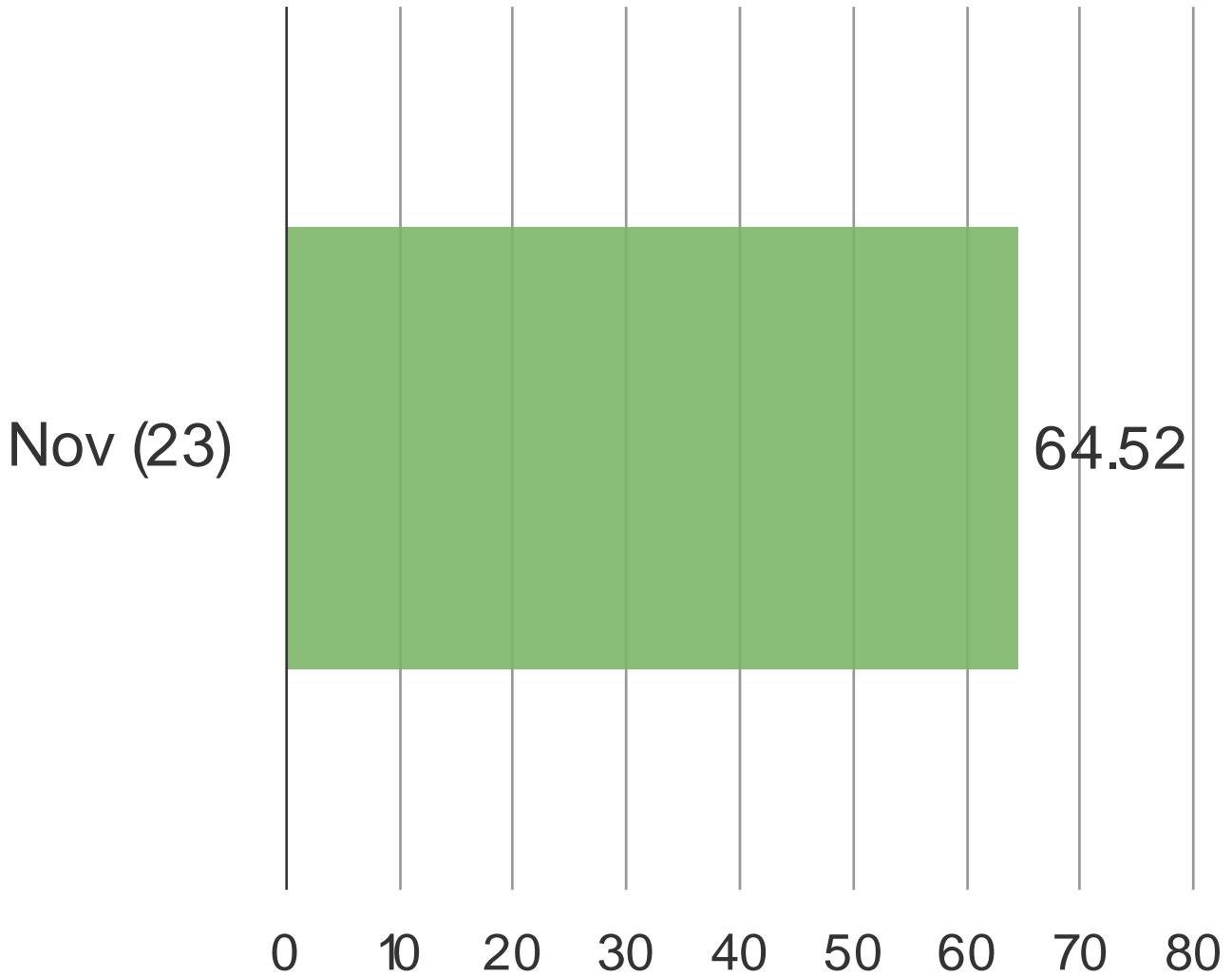
WHICH OF THE FOLLOWING BEST DESCRIBES YOUR EXPERIENCE WITH THE PLAYSTATION PORTAL?
(PICTURED ABOVE)

This question was posed to all respondents.



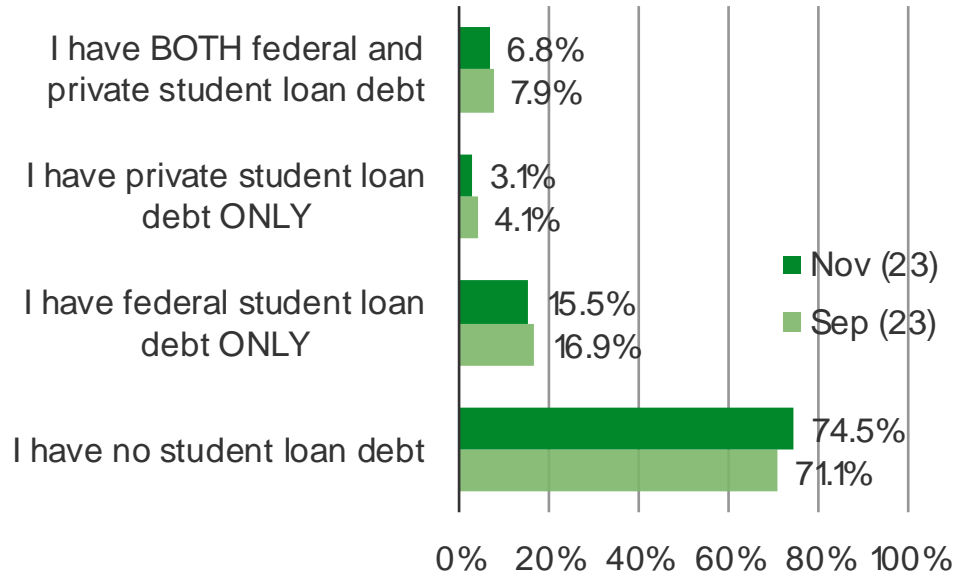
HOW LIKELY IS IT THAT YOU WOULD RECOMMEND THE PLAYSTATION PORTAL TO A FRIEND OR COLLEAGUE?

This question was posed to respondents who own the PlayStation Portal. (N=31)



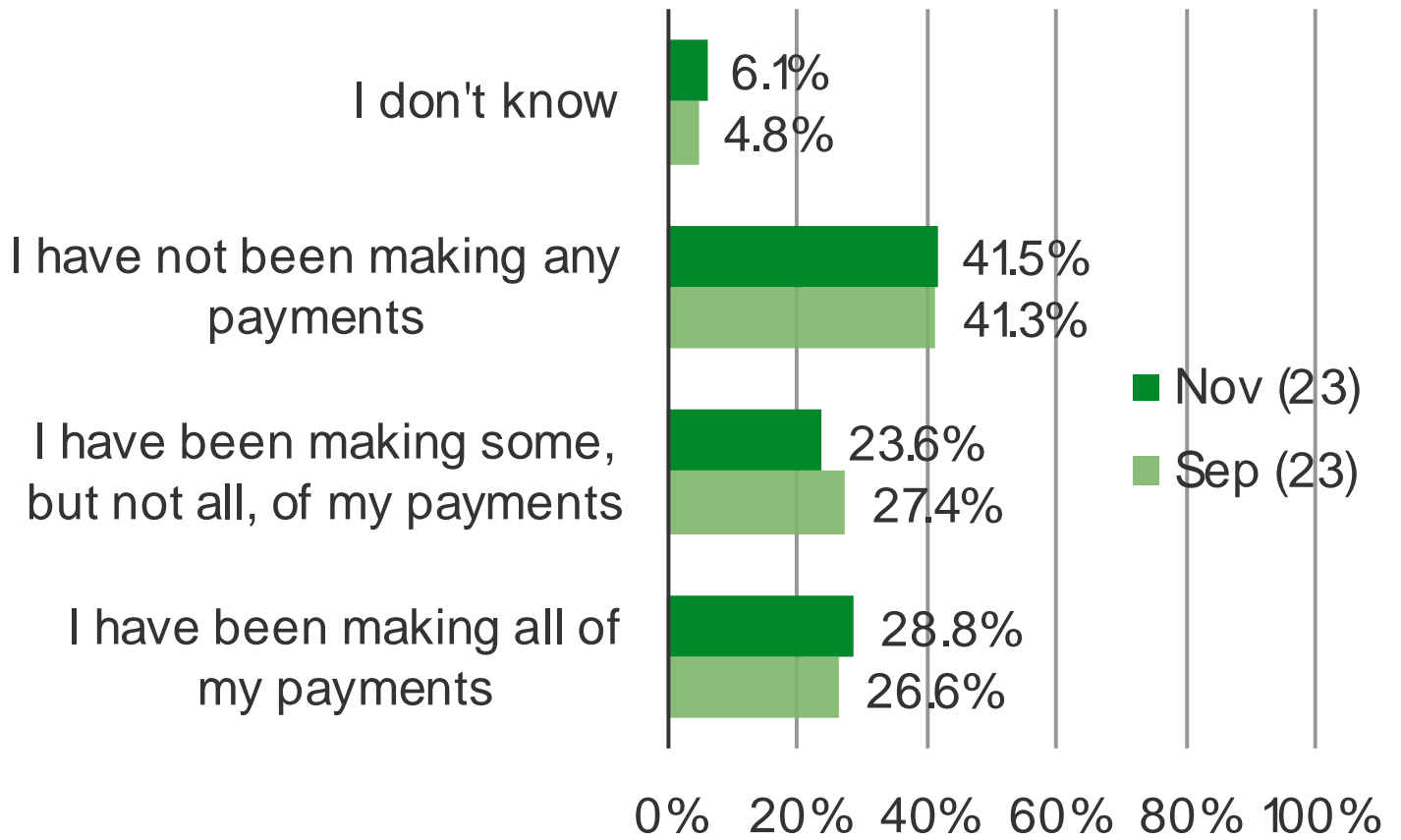
DO YOU HAVE STUDENT LOAN DEBT?

This question was posed to the target audience.



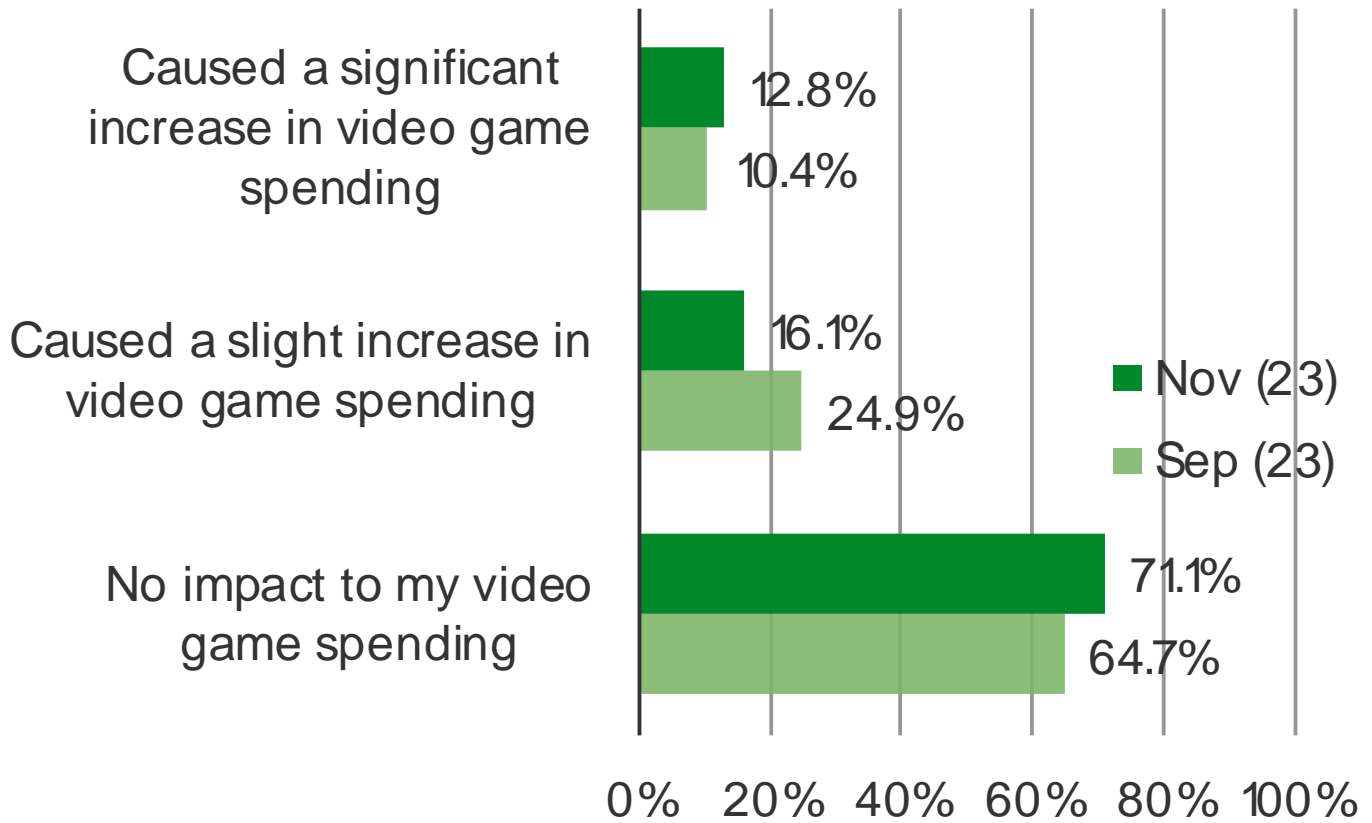
HAVE YOU BEEN MAKING YOUR STUDENT LOAN PAYMENTS SINCE YOU WERE PERMITTED TO PUT THEM ON HOLD AT THE BEGINNING OF THE COVID PANDEMIC (MARCH OF 2020)?

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



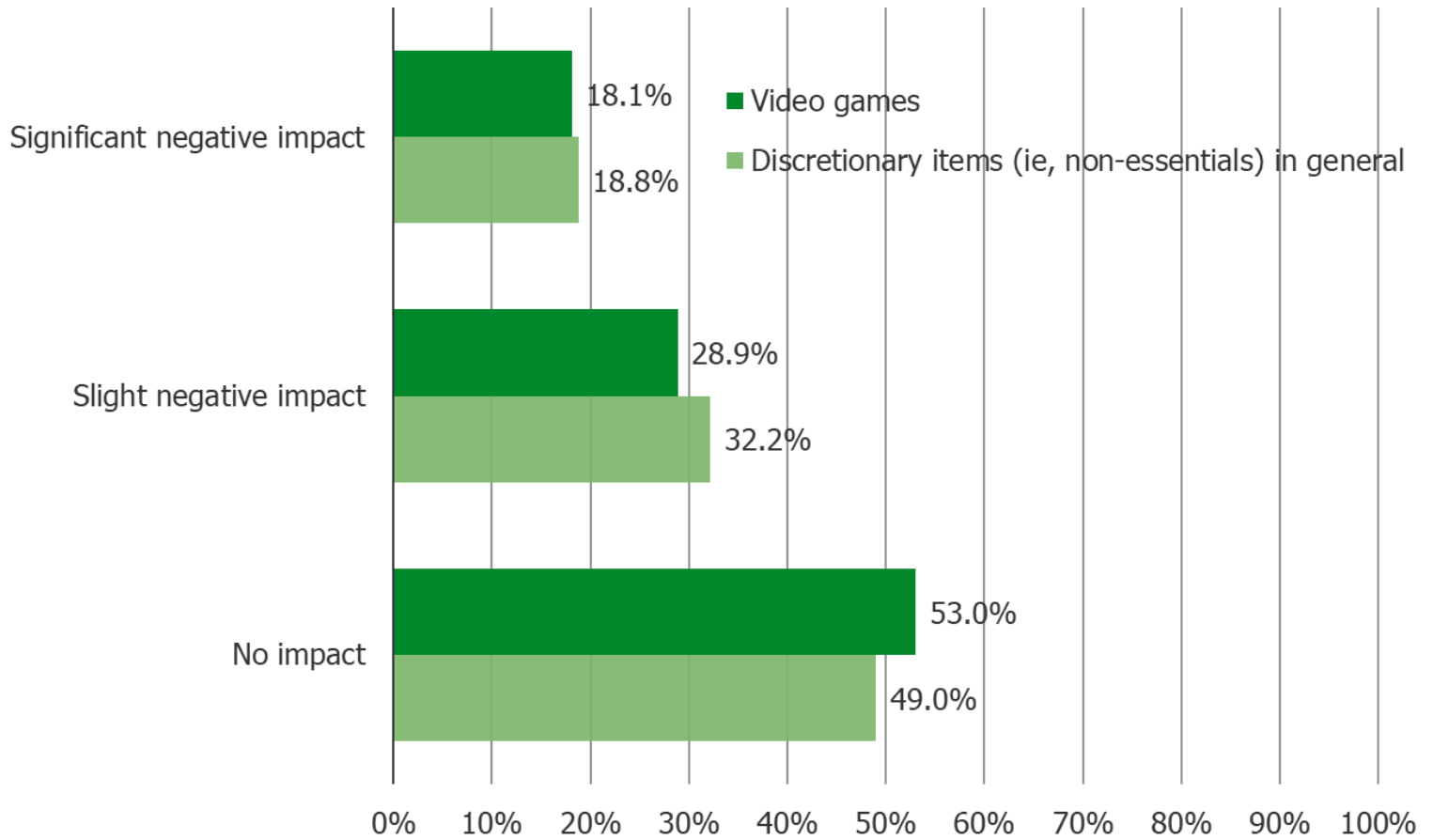
DID YOU INCREASE YOUR SPENDING ON VIDEO GAMES AT ALL OVER THE PAST FEW YEARS BECAUSE YOU WEREN'T MAKING ALL YOUR STUDENT LOAN PAYMENTS?

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.



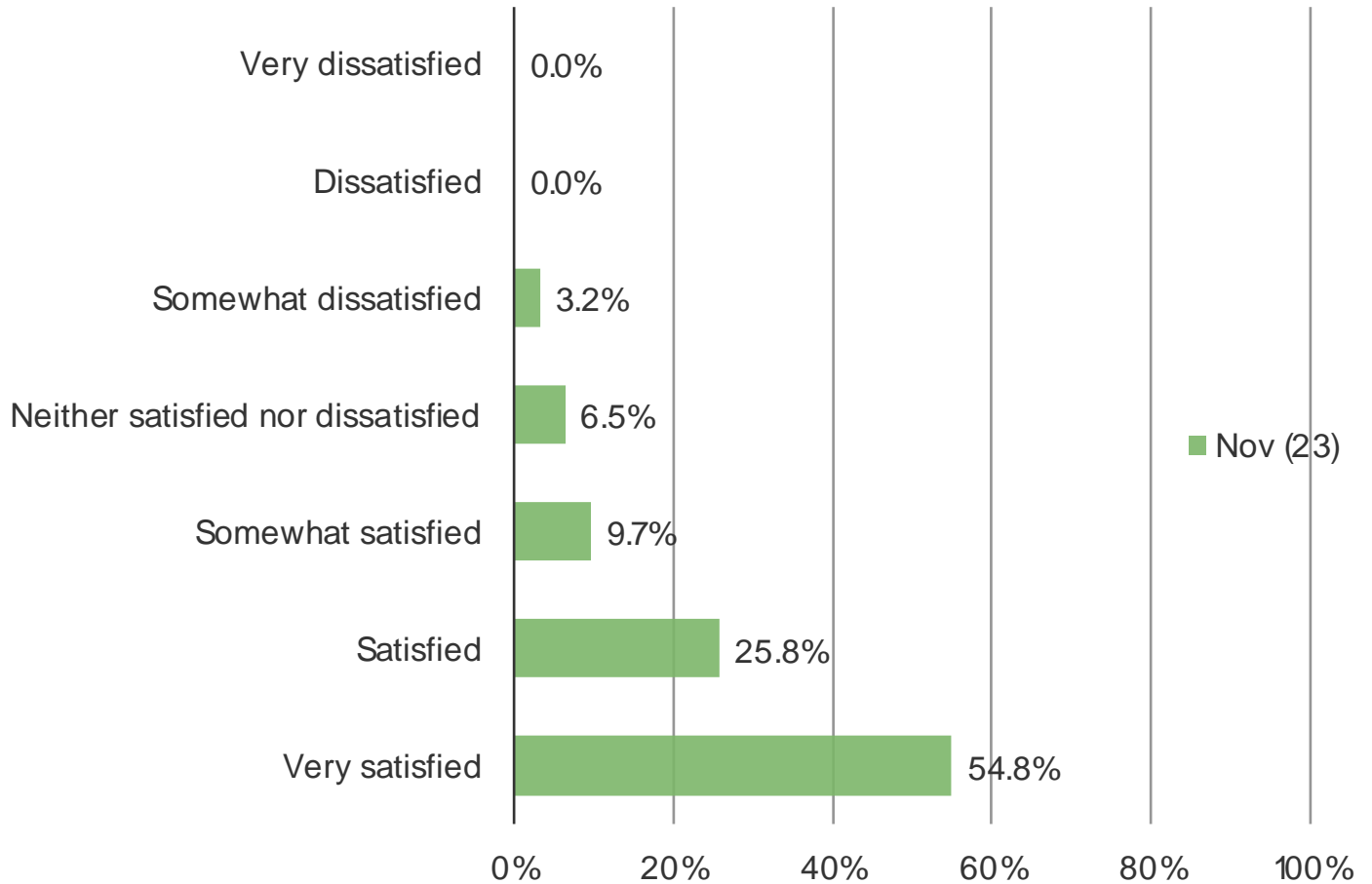
HAS THE RECENT RESUMPTION OF STUDENT LOAN PAYMENTS IMPACTED YOUR SPENDING ON THE FOLLOWING IN THE PAST MONTH OR TWO?

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.



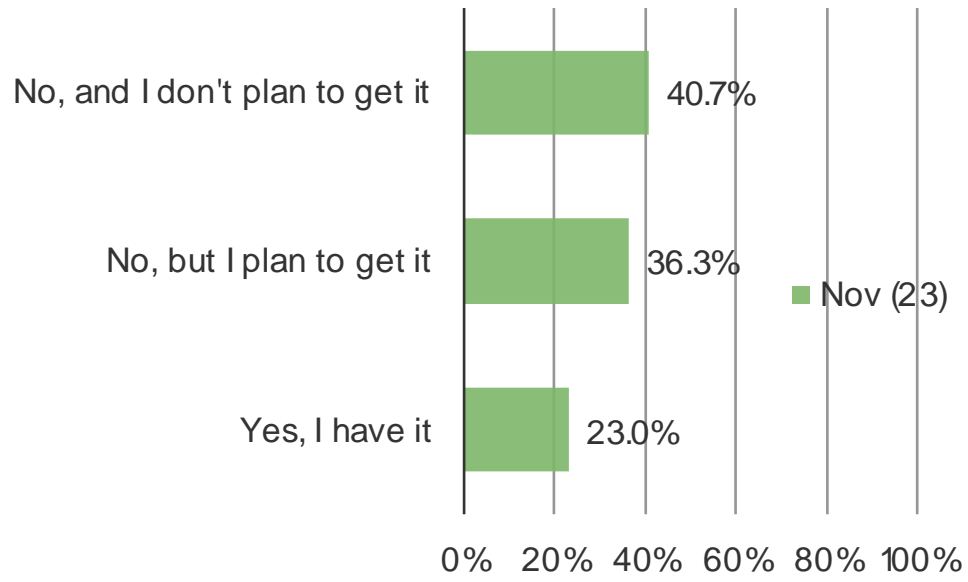
HOW SATISFIED ARE YOU WITH THE PLAYSTATION PORTAL SO FAR?

This question was posed to respondents who own the PlayStation Portal. (N=31)



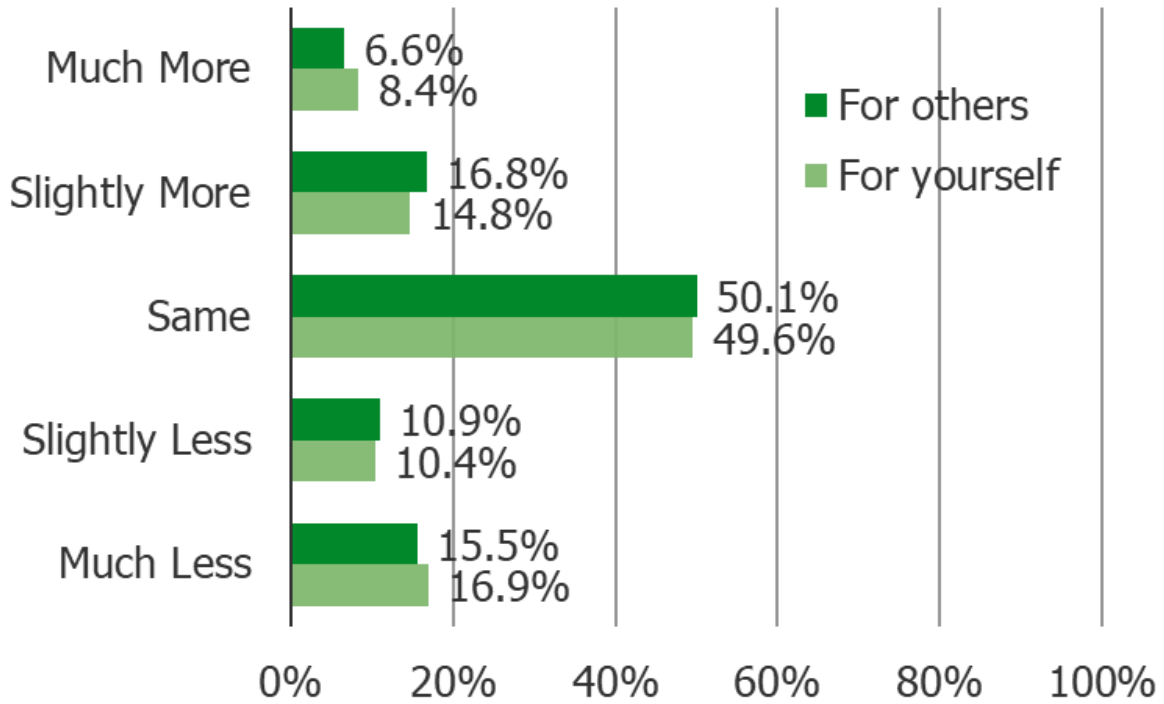
DID YOU GET CALL OF DUTY, MODERN WARFARE 3, SINCE IT RELEASED ON NOVEMBER 10TH OF 2023?

This question was posed to all respondents.



THIS HOLIDAY SEASON, DO YOU EXPECT TO SPEND MORE OR LESS ON VIDEO GAMES COMPARED TO LAST YEAR'S HOLIDAY SEASON?

This question was posed to all respondents.

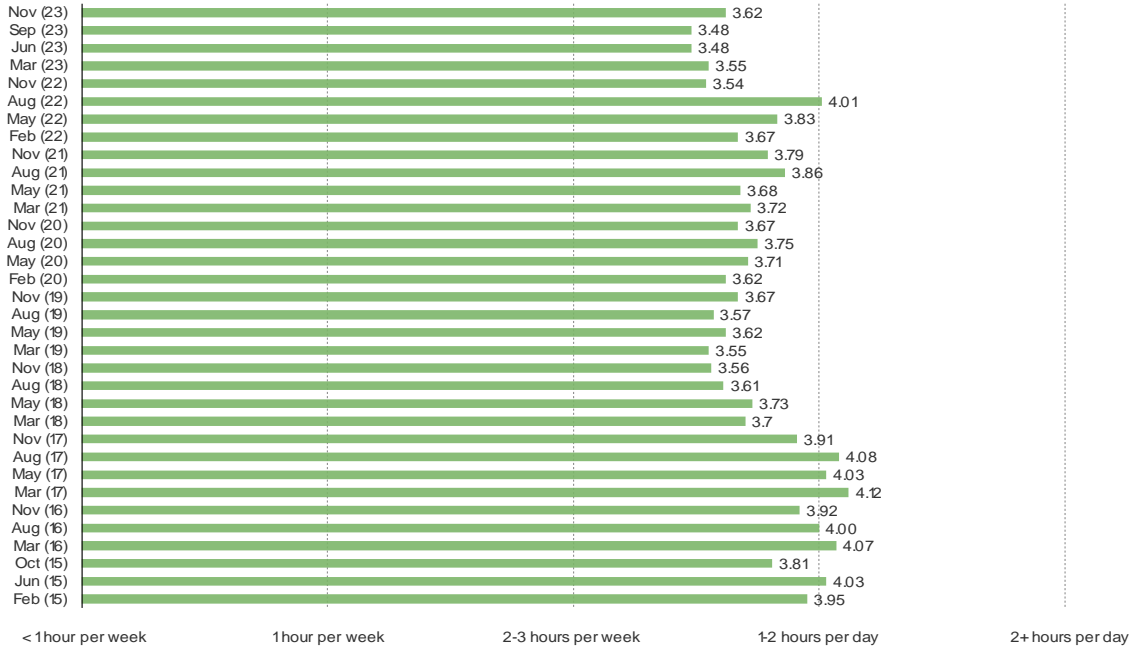


It's In The Game

VIDEO GAME ENGAGEMENT TRENDS

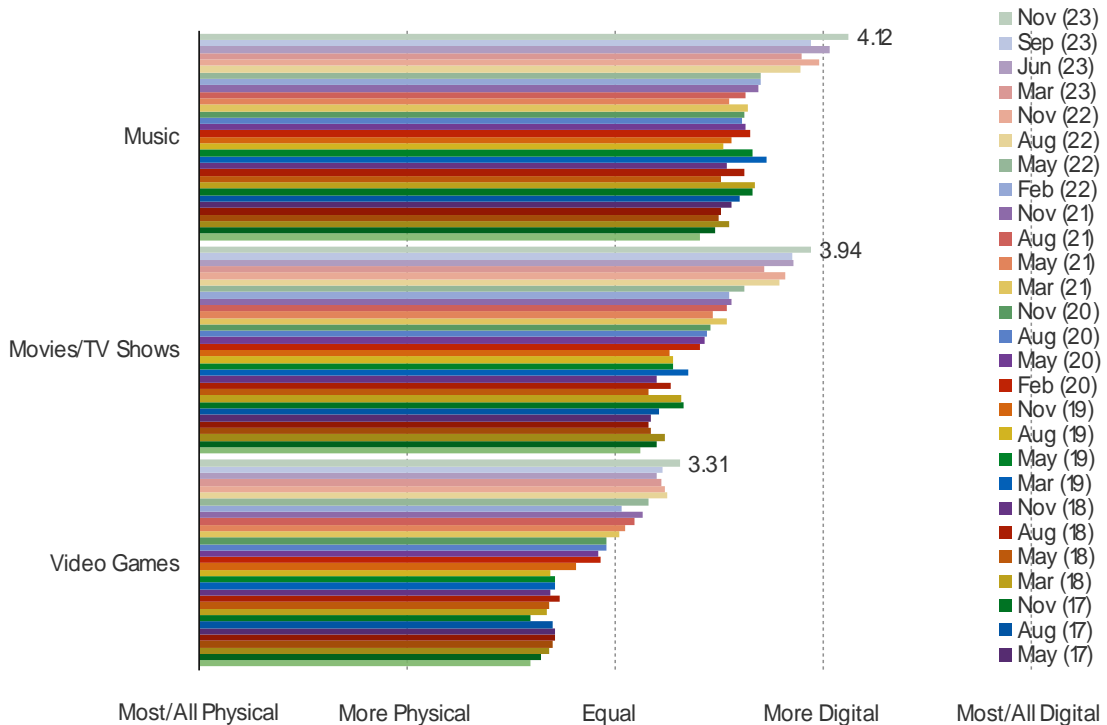
HOW OFTEN DO YOU PLAY VIDEO GAMES?

This question was posed to the target audience.



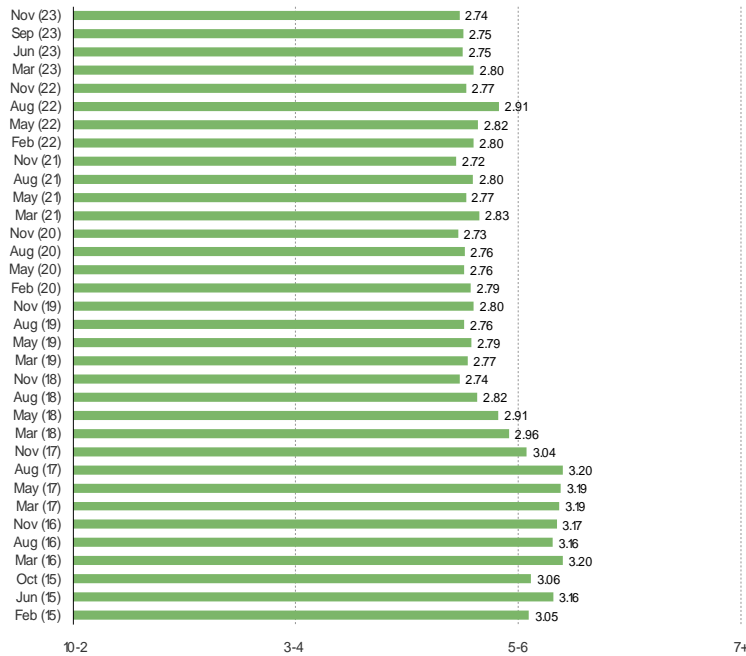
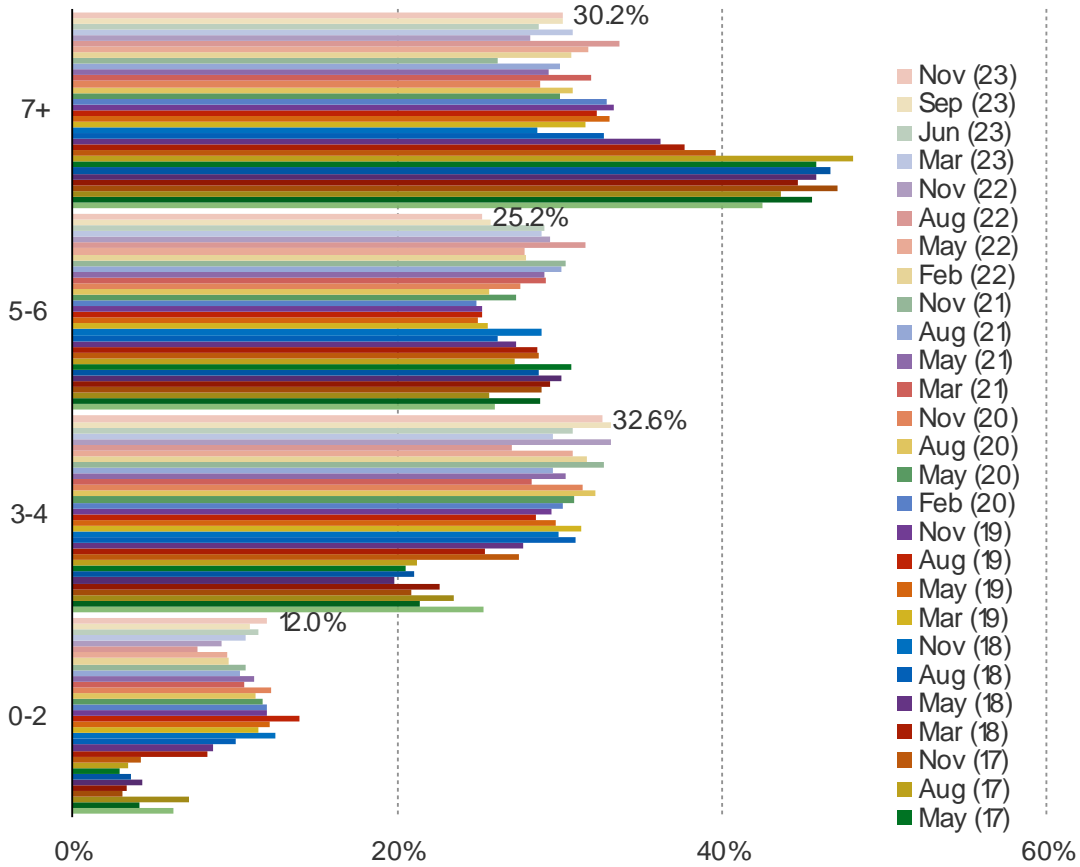
FOR EACH OF THE FOLLOWING, WHICH BEST DESCRIBES YOUR USAGE?

This question was posed to the target audience.



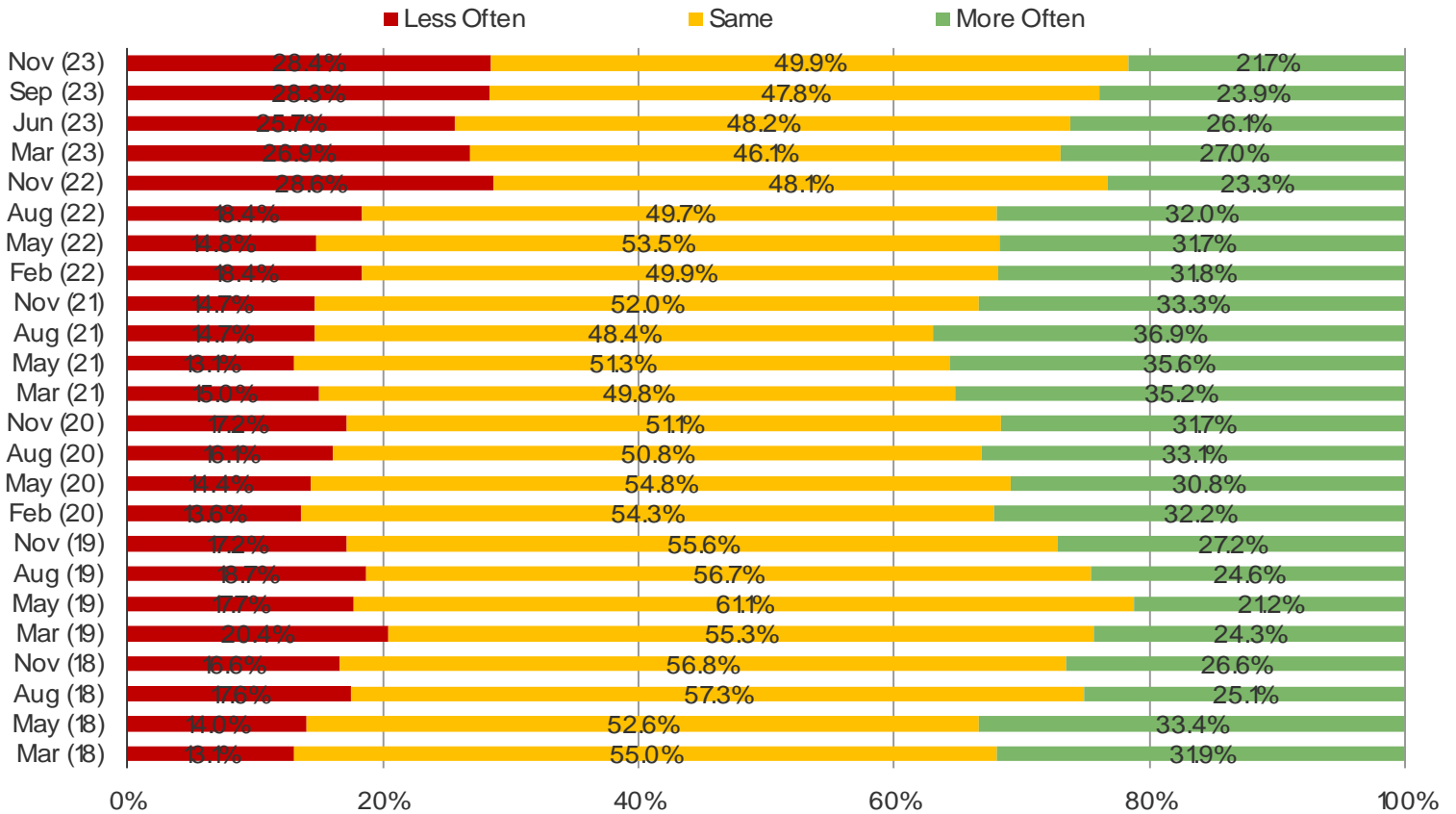
HOW MANY TITLES DO YOU PLAY PER YEAR?

This question was posed to the target audience.



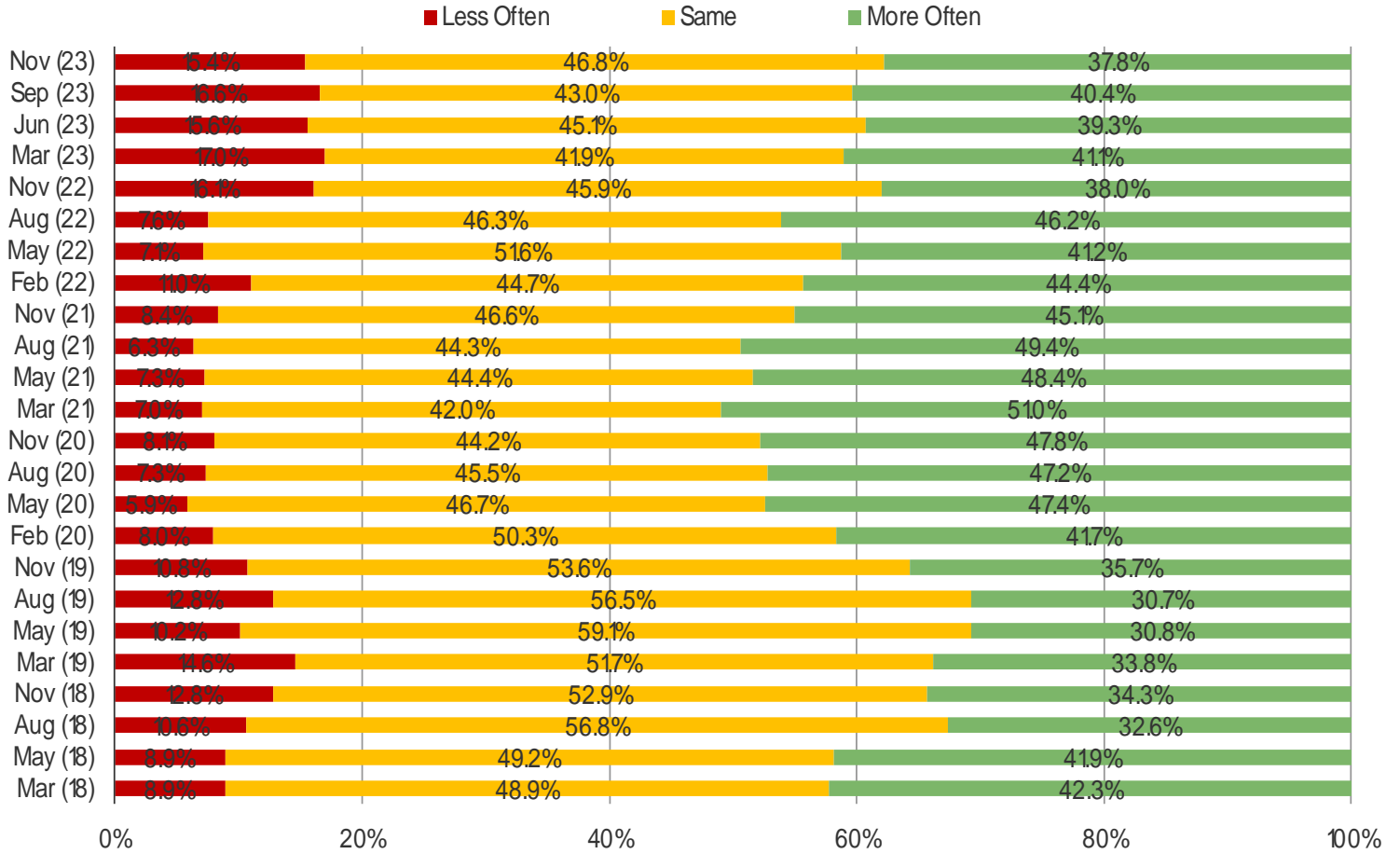
COMPARED TO A YEAR AGO, ARE PURCHASING VIDEO GAMES MORE OR LESS OFTEN?

This question was posed to the target audience.



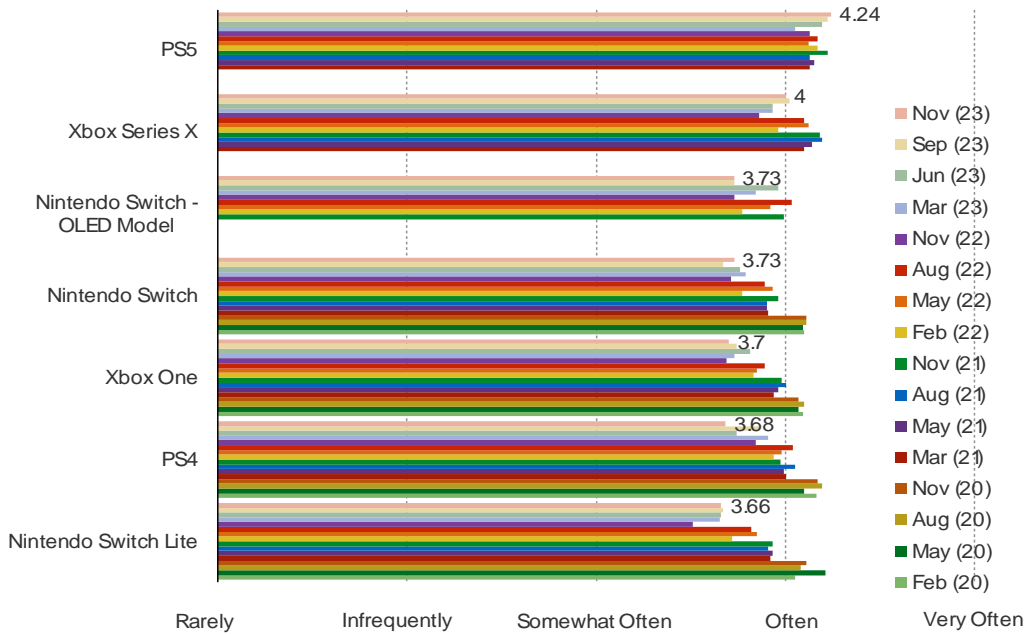
COMPARED TO A YEAR AGO, ARE YOU **PLAYING VIDEO GAMES** MORE OR LESS OFTEN?

This question was posed to the target audience.



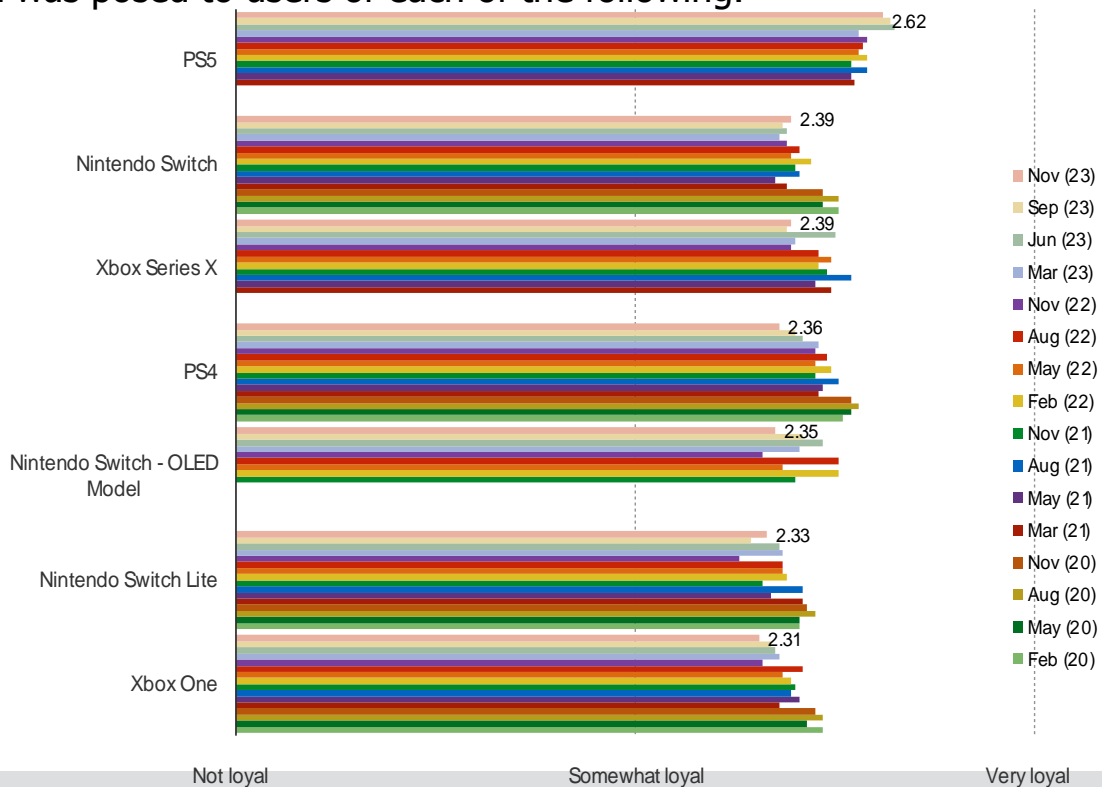
HOW OFTEN DO YOU USE THIS CONSOLE?

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.



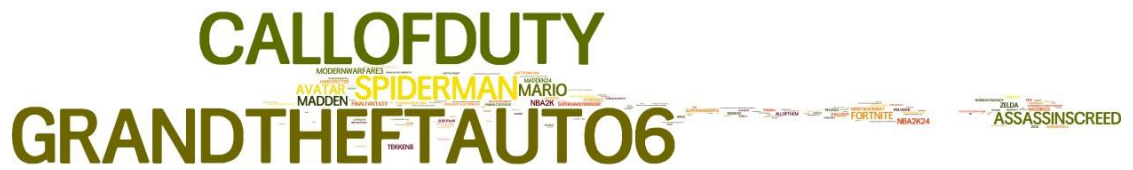
It's In The Game

UPCOMING VIDEO GAME RESPONDENTS ARE MOST EXCITED ABOUT

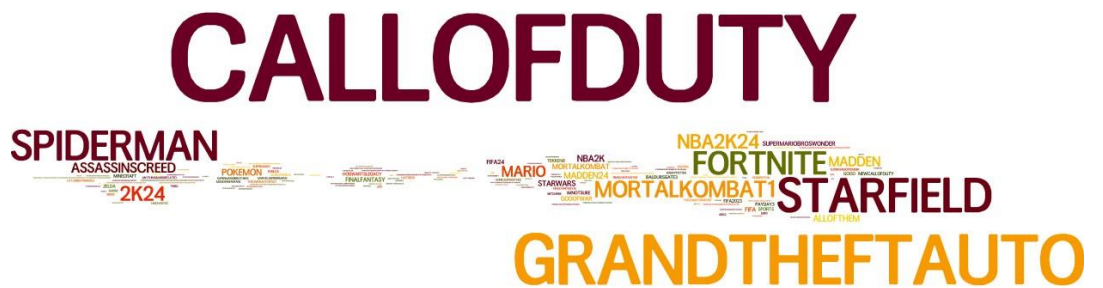
WHAT UPCOMING GAME(S) ARE YOU MOST EXCITED ABOUT?

This question was posed to all respondents.

November 2023



September 2023

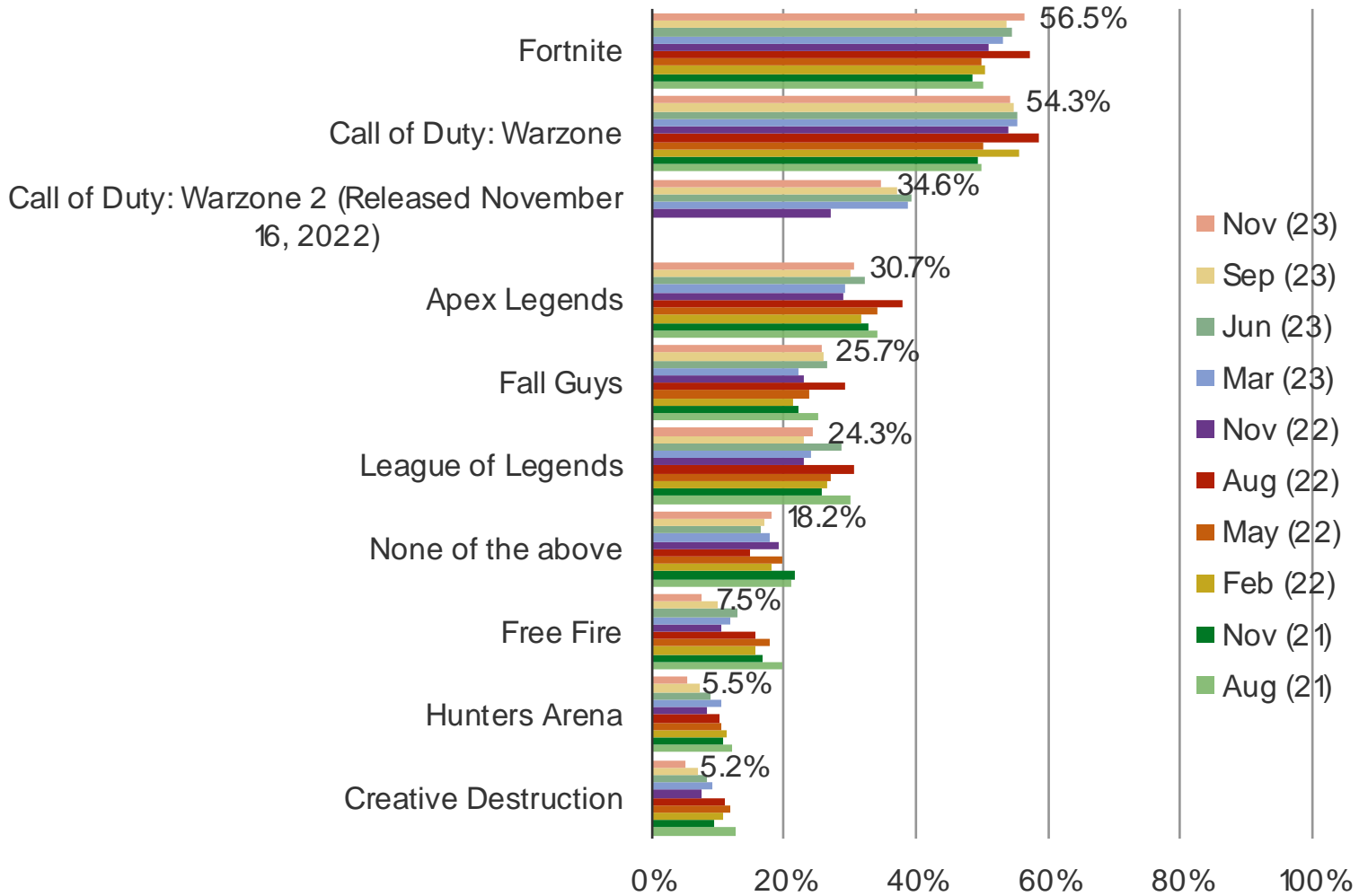


It's In The Game

FREE FIRE AND BATTLE BATTLE ROYALE GAMES

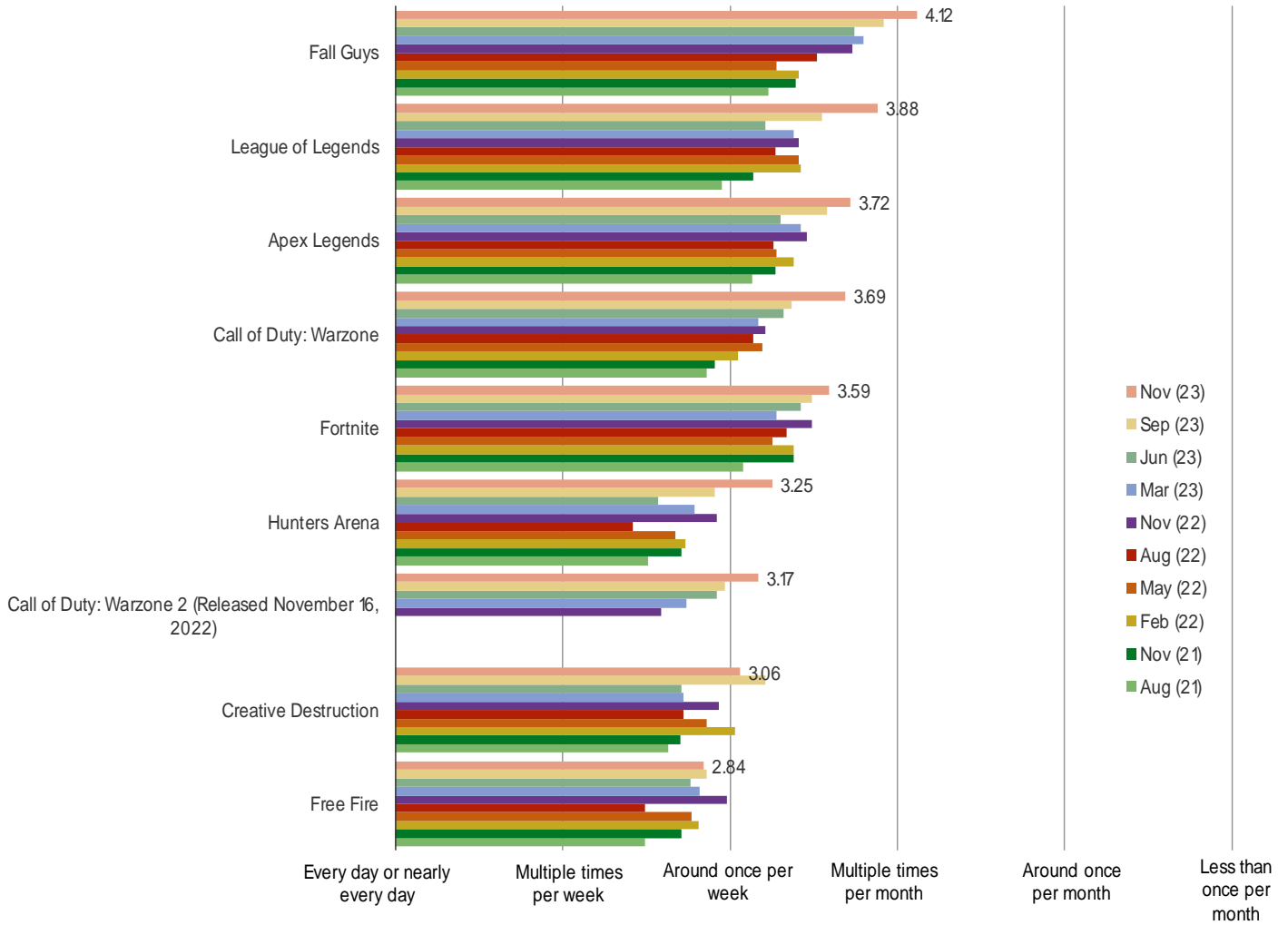
HAVE YOU EVER PLAYED THE FOLLOWING VIDEO GAMES? SELECT ALL THAT APPLY

This question was posed to all respondents.



HOW OFTEN DO YOU PLAY THIS GAME CURRENTLY?

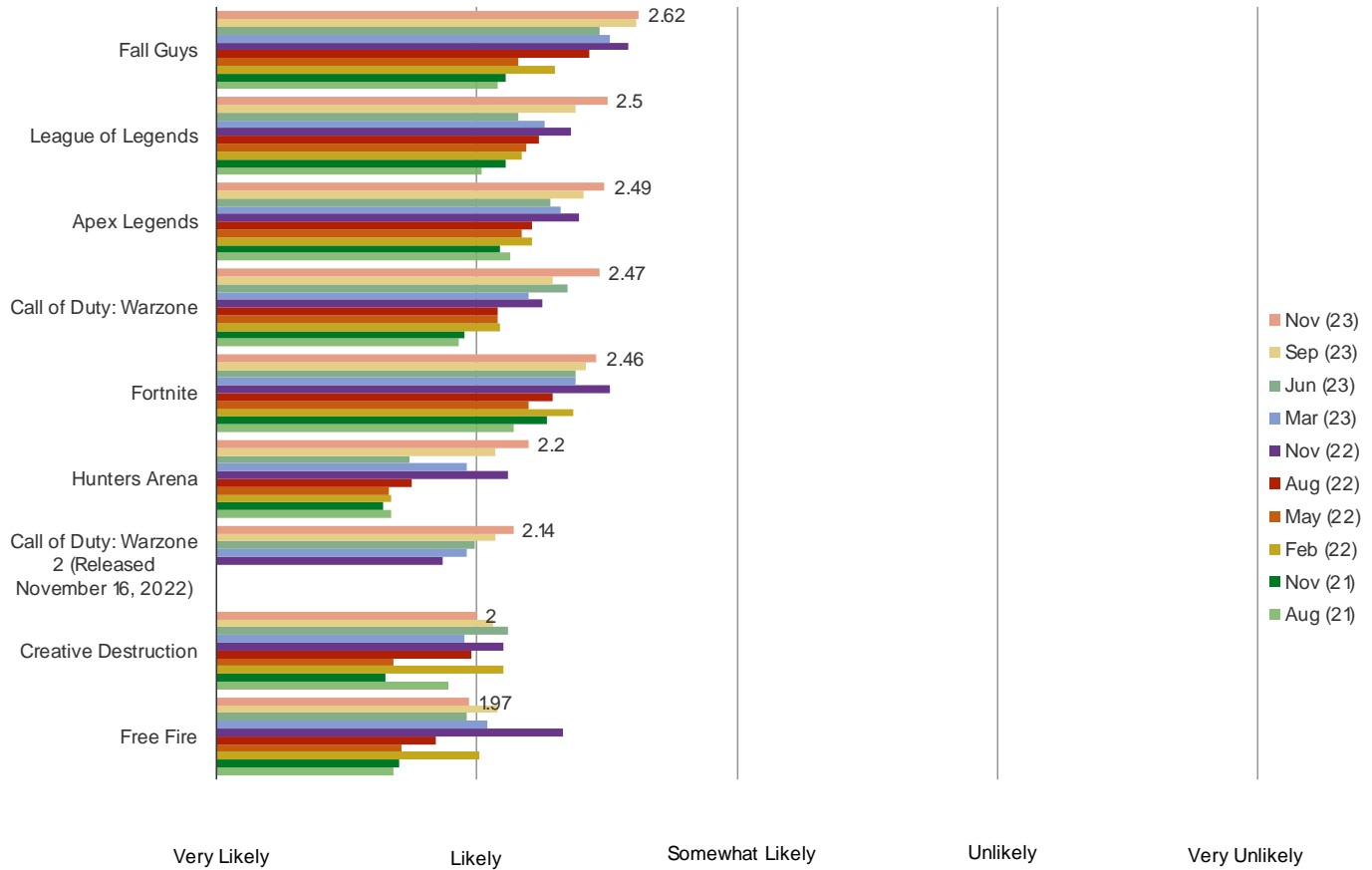
This question was posed to respondents who said they have played each of the following.



More frequent.

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

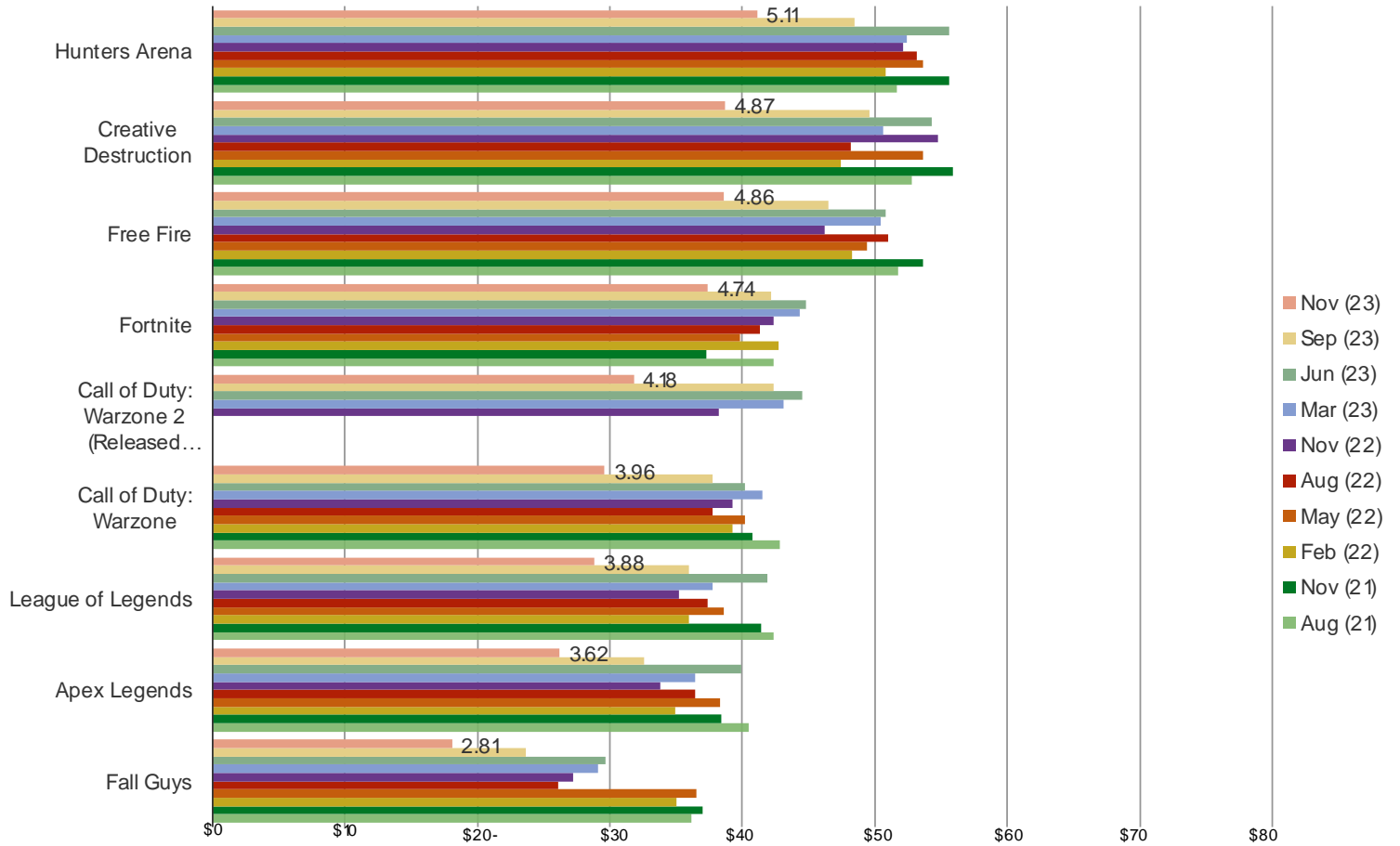
This question was posed to respondents who said they have played each of the following.



More likely.

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.

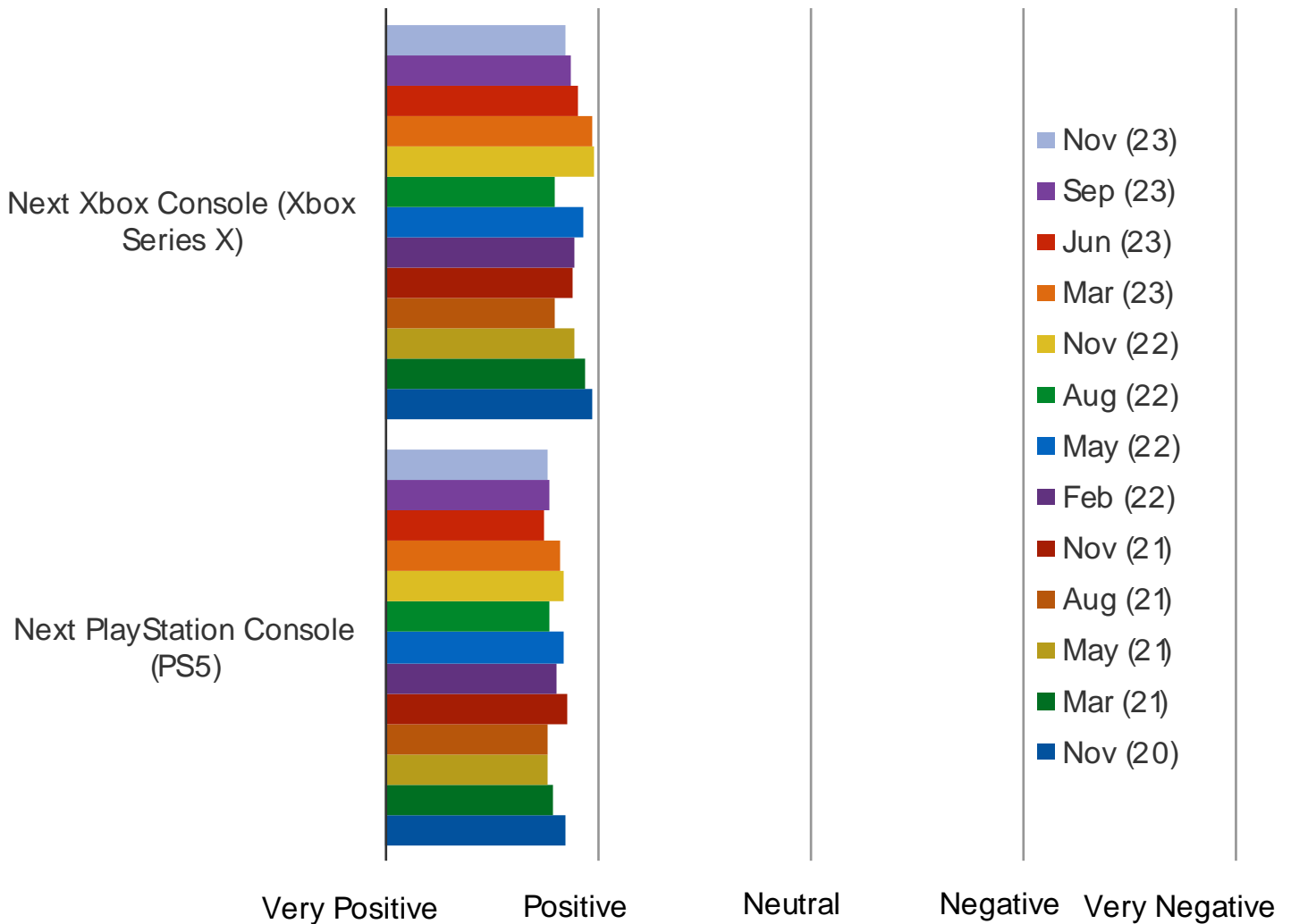


It's In The Game

NEW CONSOLES

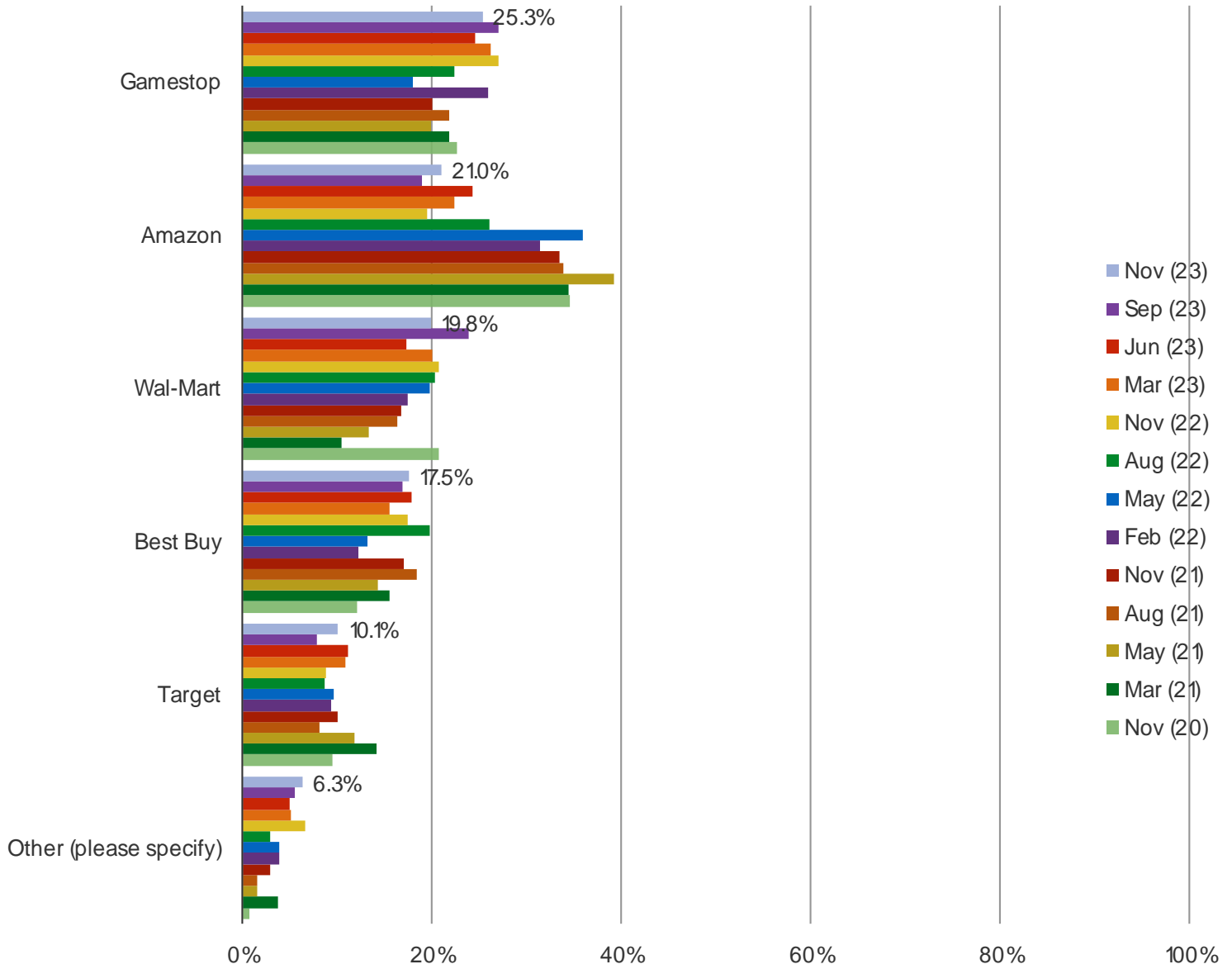
WHAT IS YOUR OPINION OF THE SPECS AND FEATURES OF THIS CONSOLE?

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



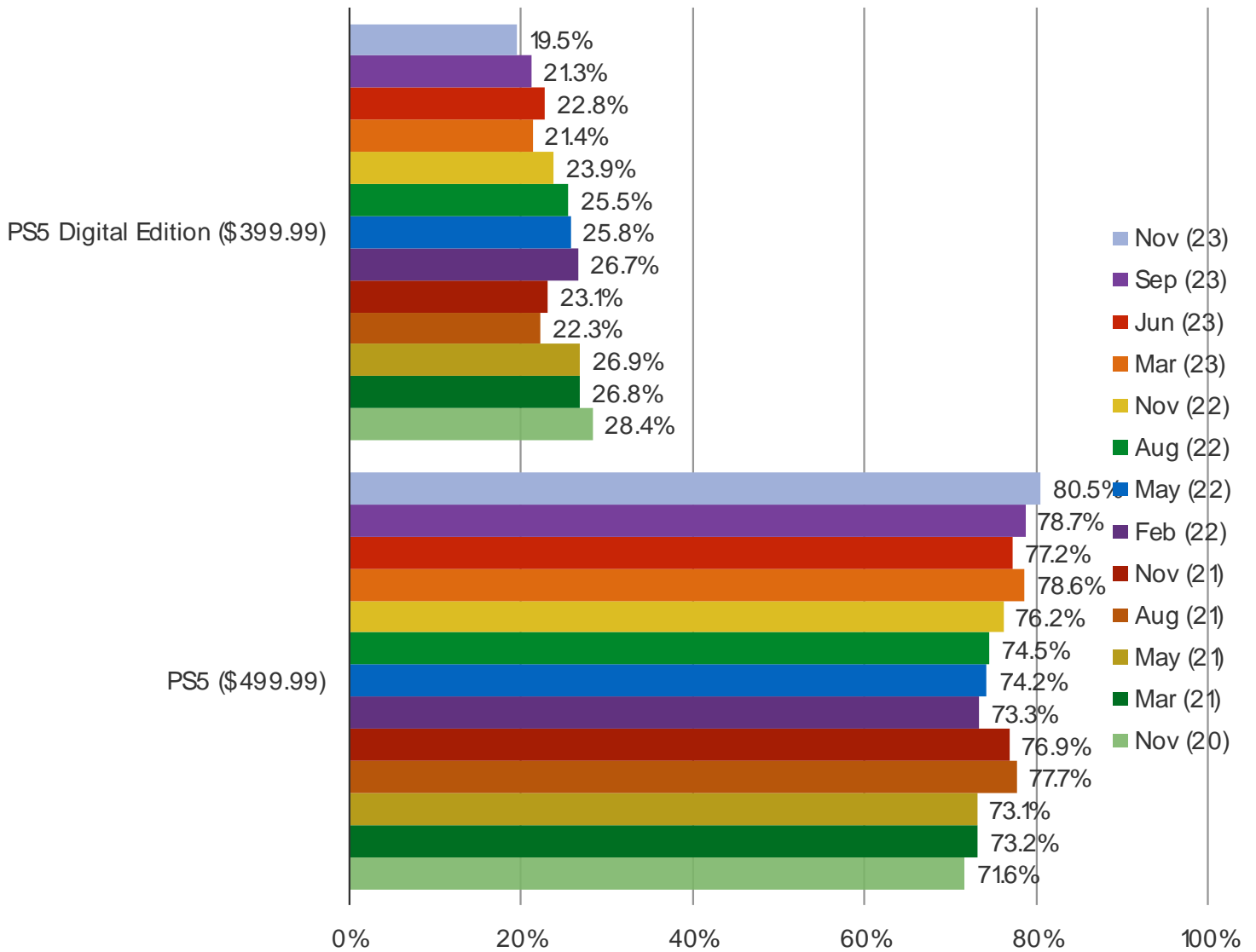
WHERE DID YOU ORDER OR PURCHASE THE PS5 FROM?

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



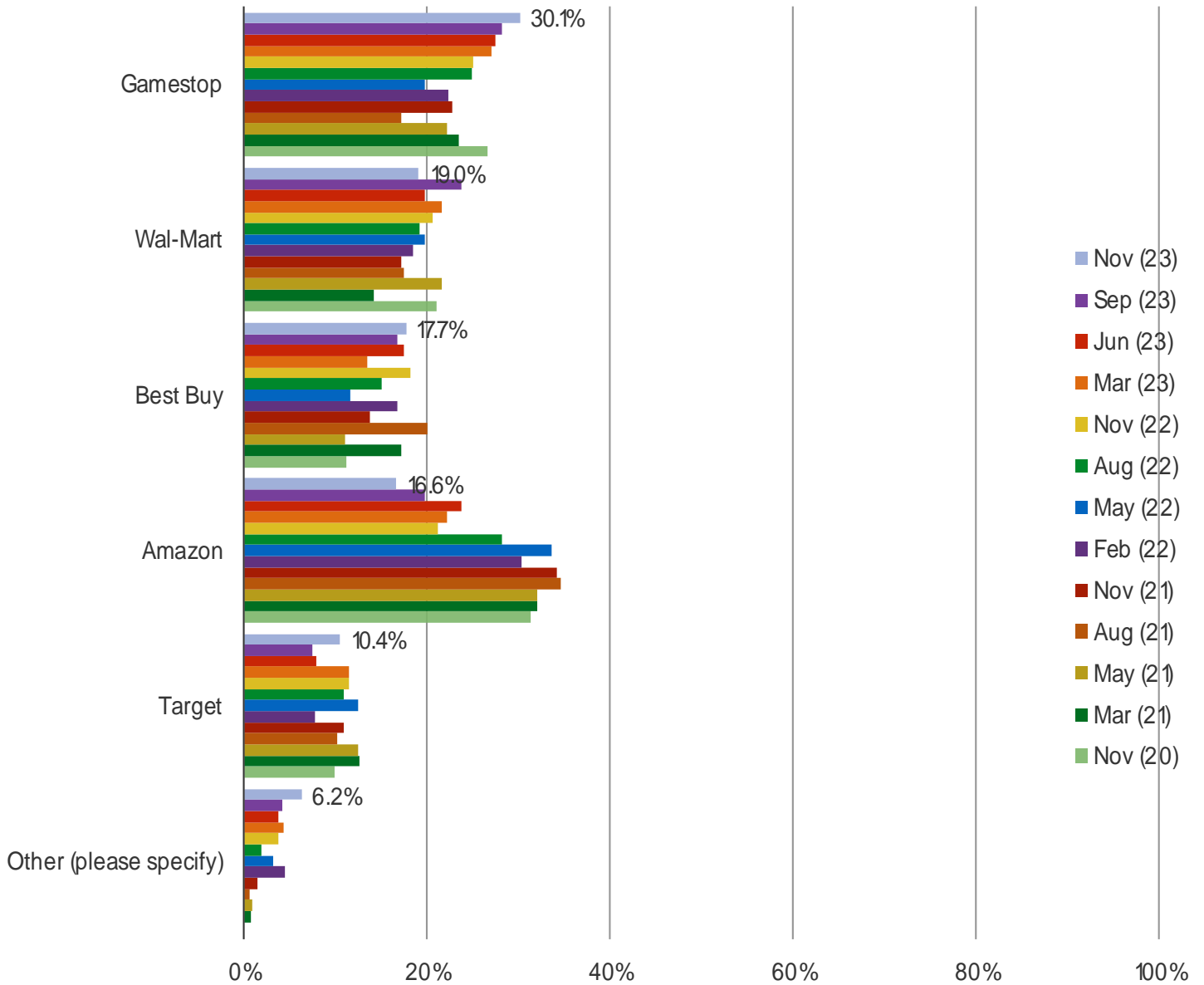
WHICH CONSOLE DID YOU BUY?

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



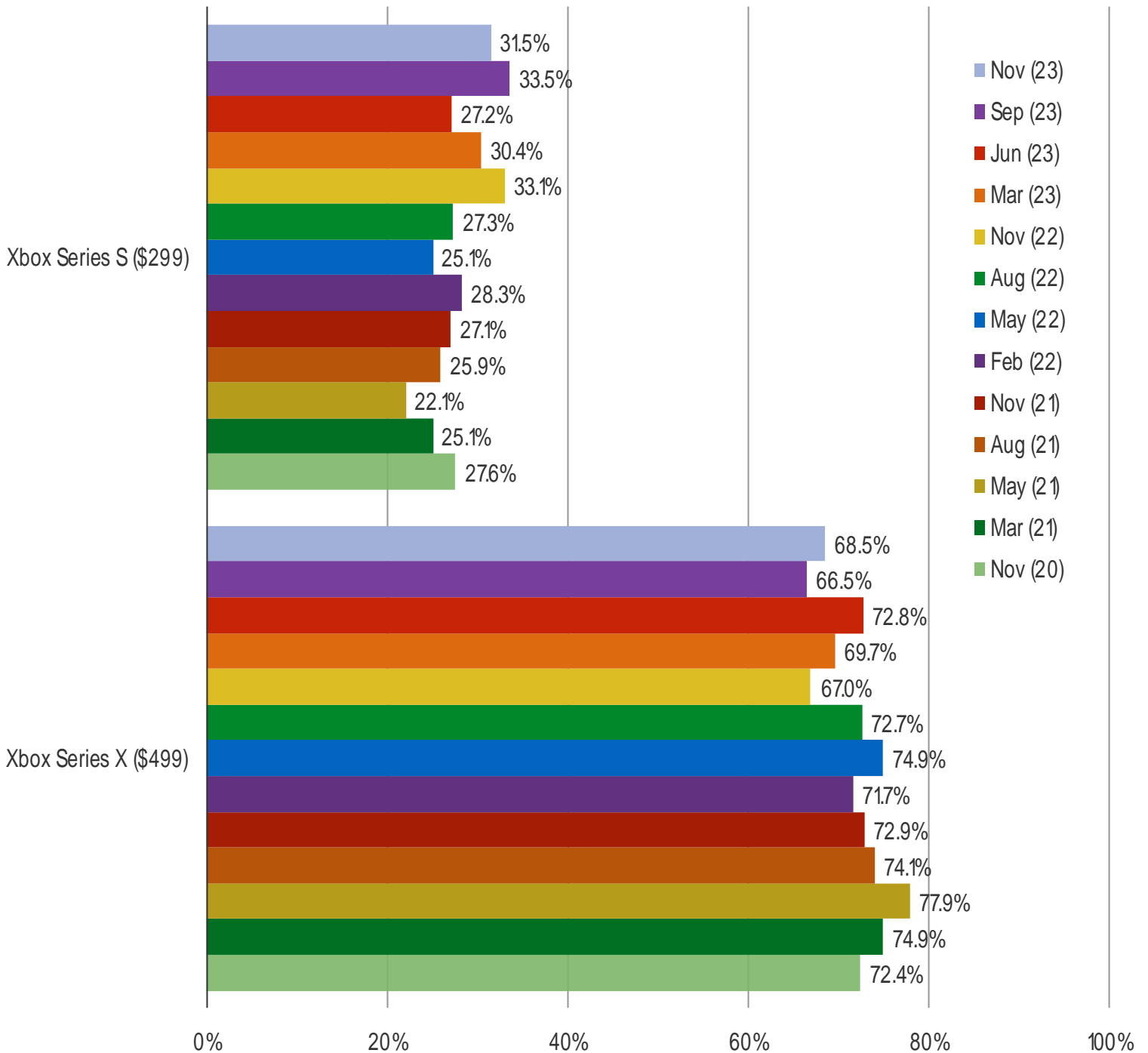
WHERE DID YOU PRE-ORDER OR PURCHASE THE SERIES X / SERIES S FROM?

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



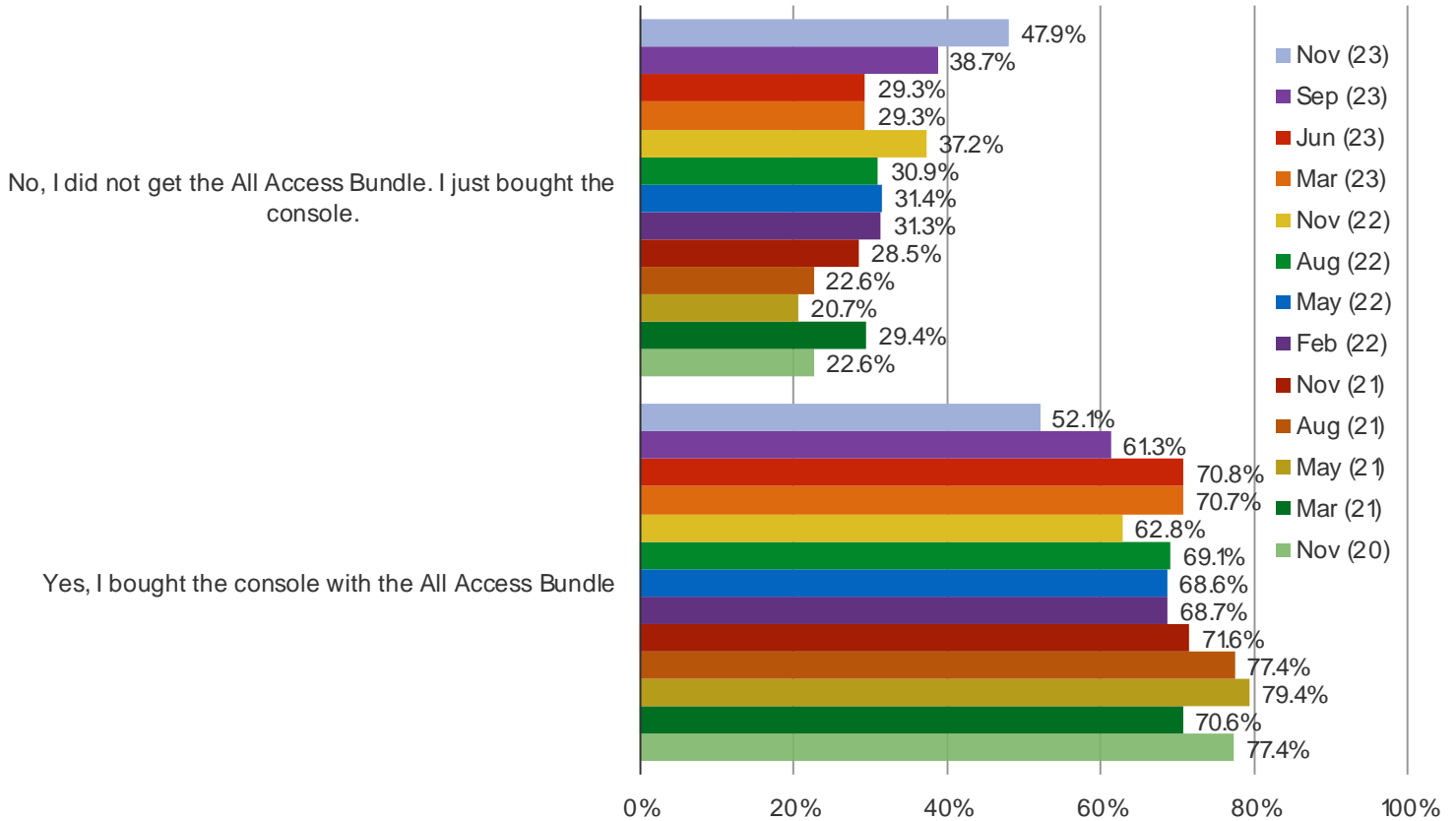
WHICH CONSOLE DID YOU PURCHASE?

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?

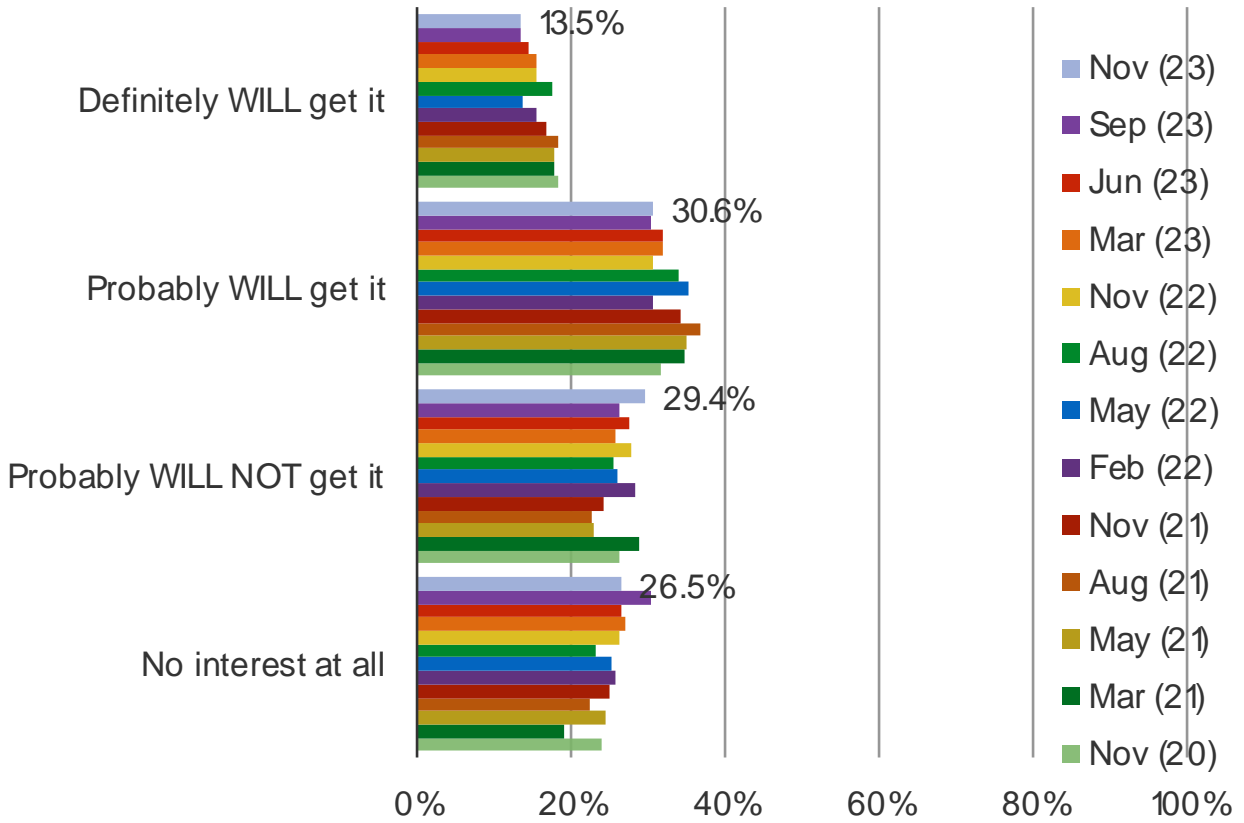
Posed to respondents who said they have successfully purchased or ordered the Series X.



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

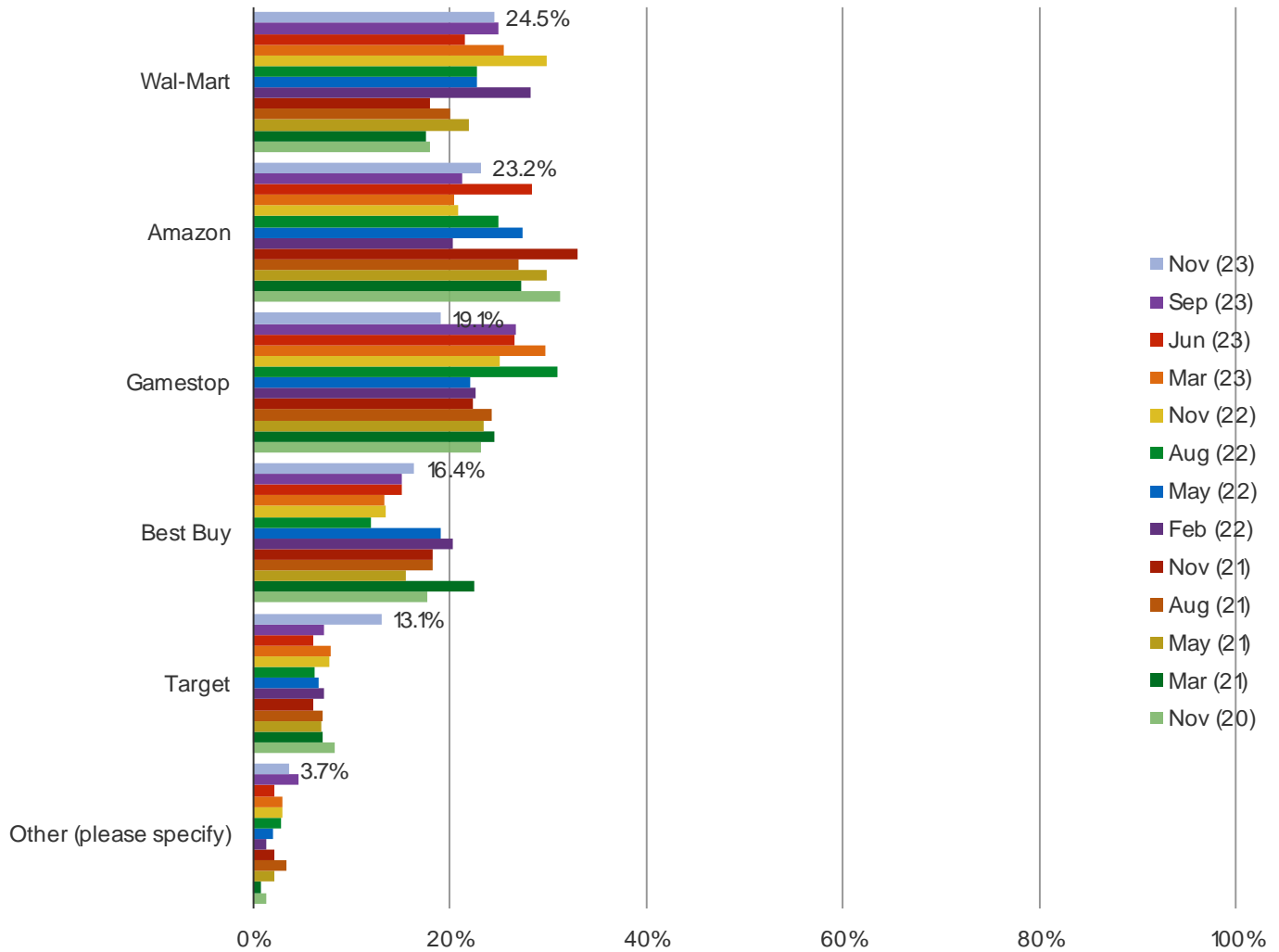
PLEASE CHARACTERIZE YOUR INTEREST IN THE PLAYSTATION 5?

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



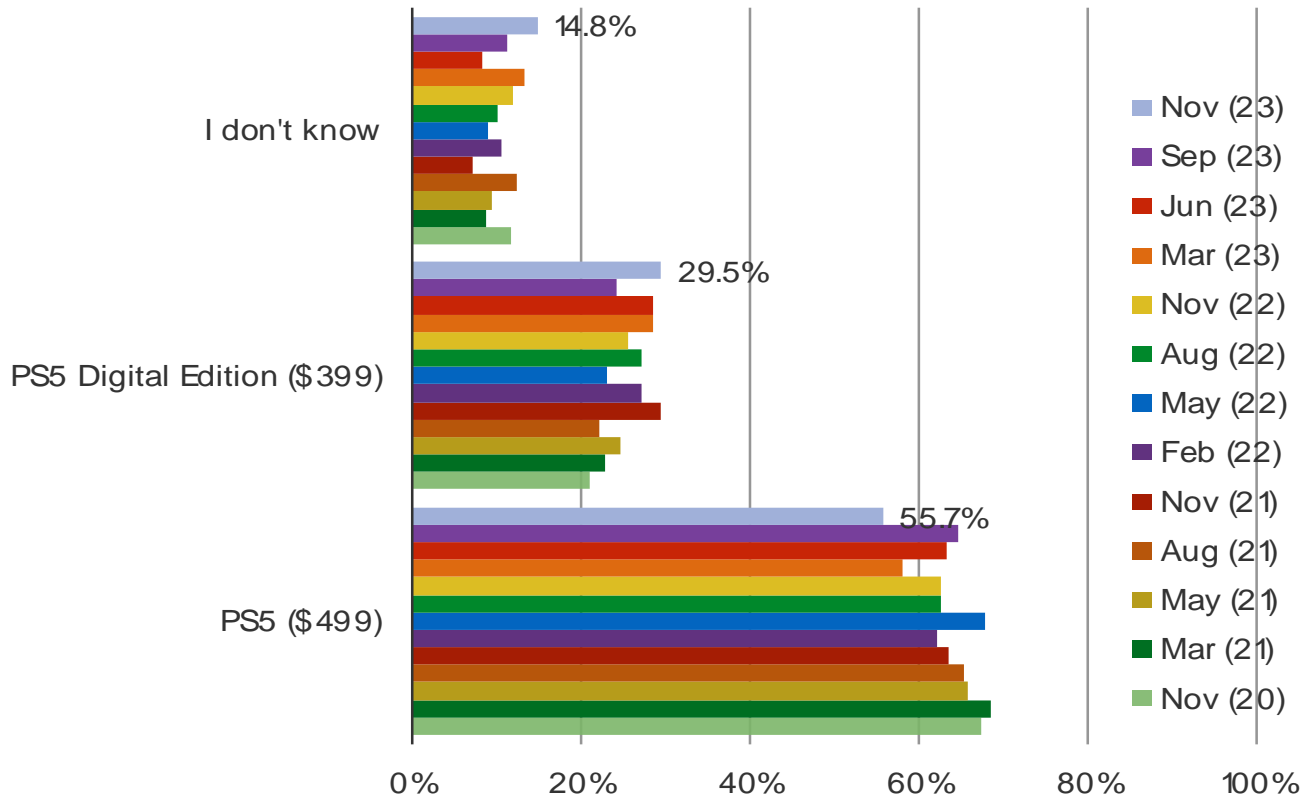
FROM WHERE WOULD YOU BE MOST LIKELY TO BUY THE PS5 FROM?

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



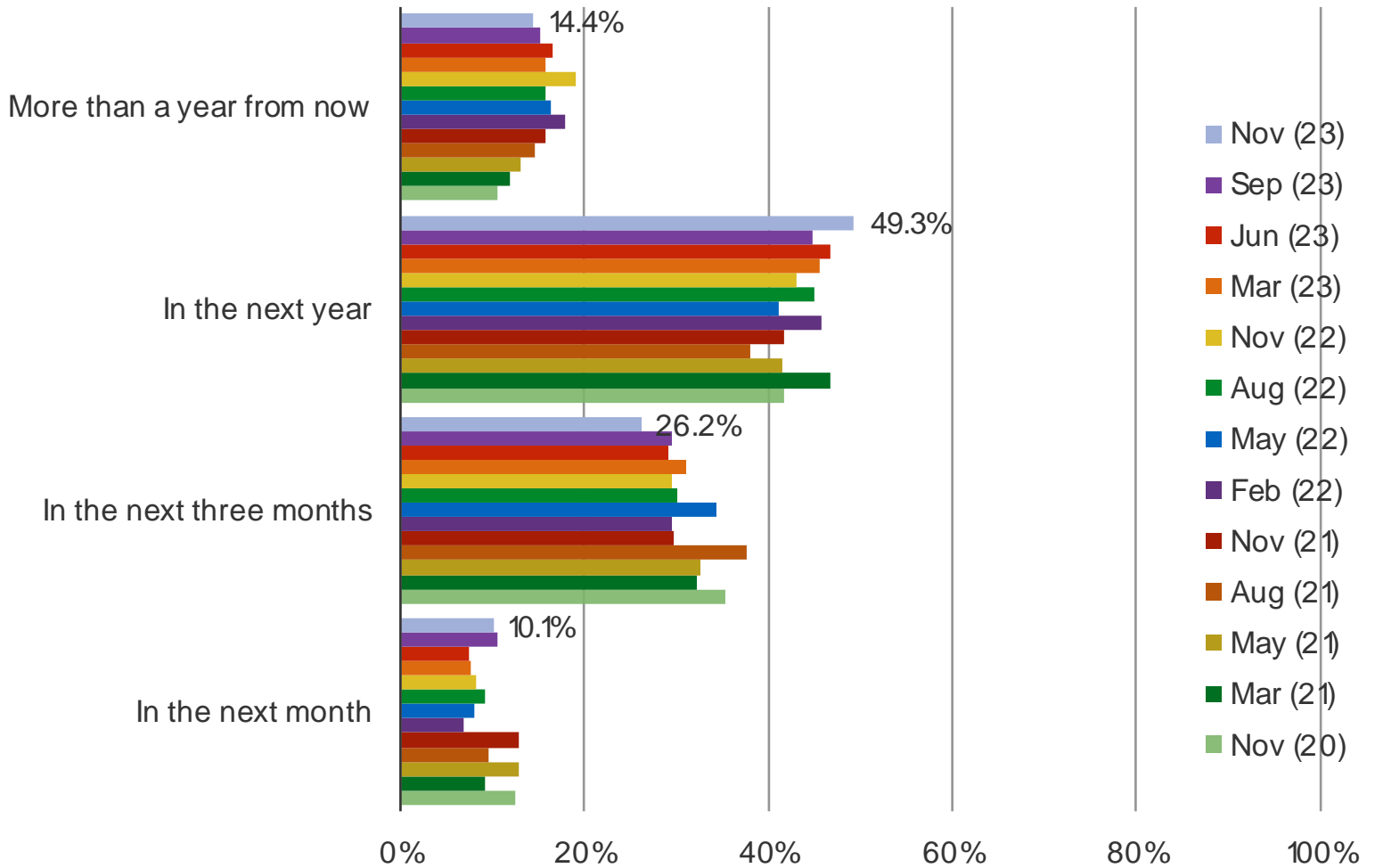
WHICH ARE YOU INTERESTED IN BUYING?

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



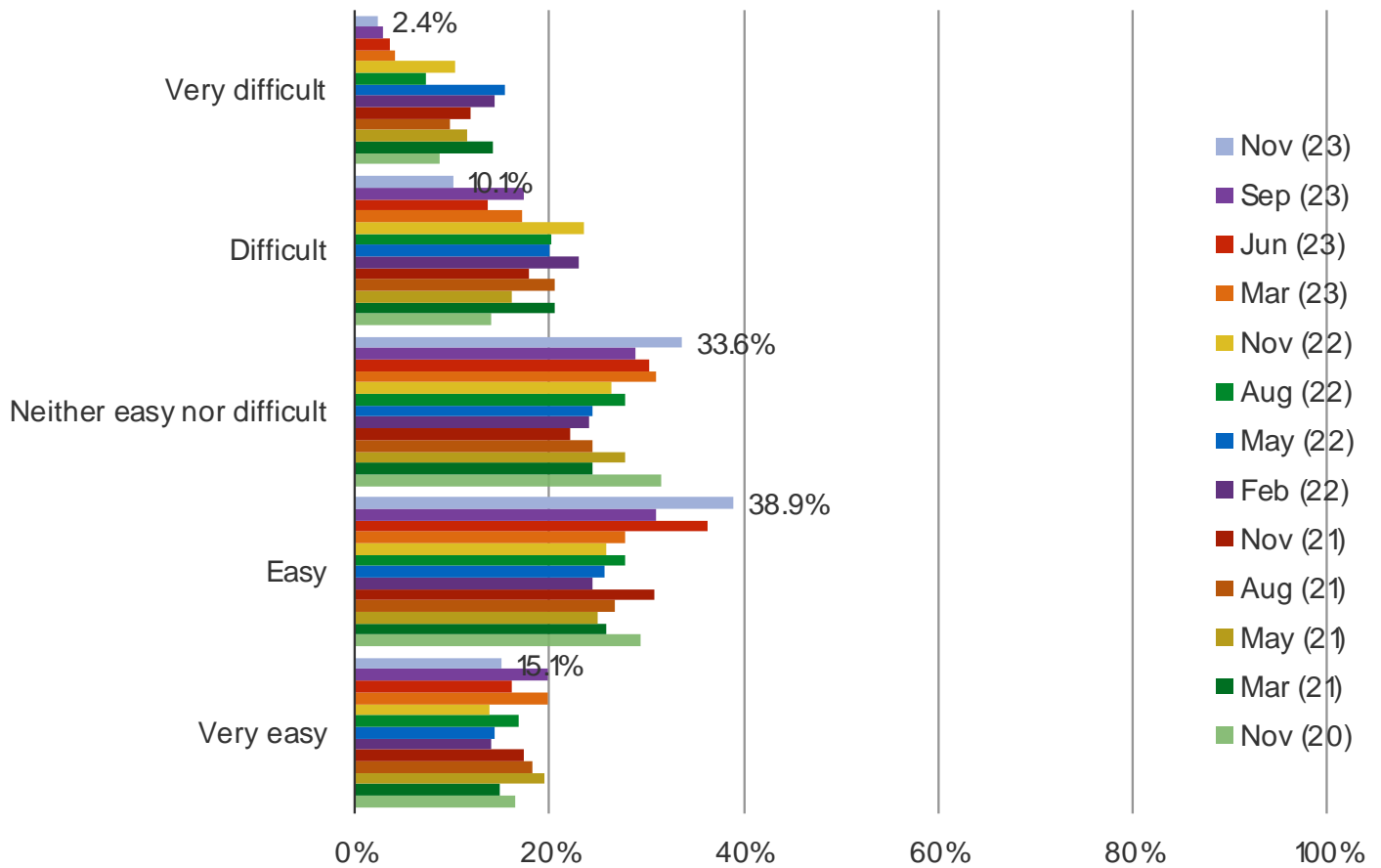
WHEN DO YOU EXPECT TO GET IT?

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



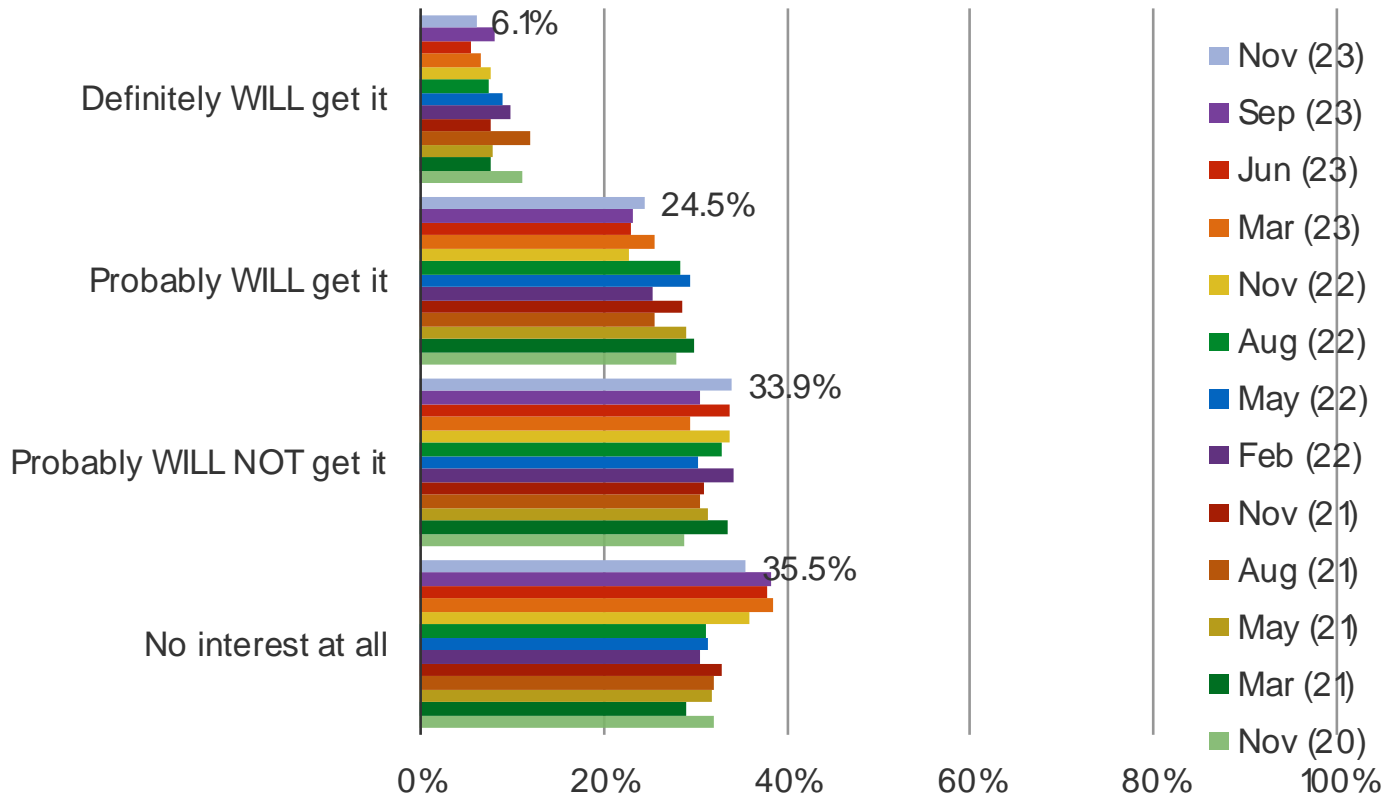
HOW EASY OR DIFFICULT DO YOU EXPECT IT WILL BE TO FIND THIS ITEM IN STOCK WHEN YOU TRY TO ORDER IT / BUY IT?

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



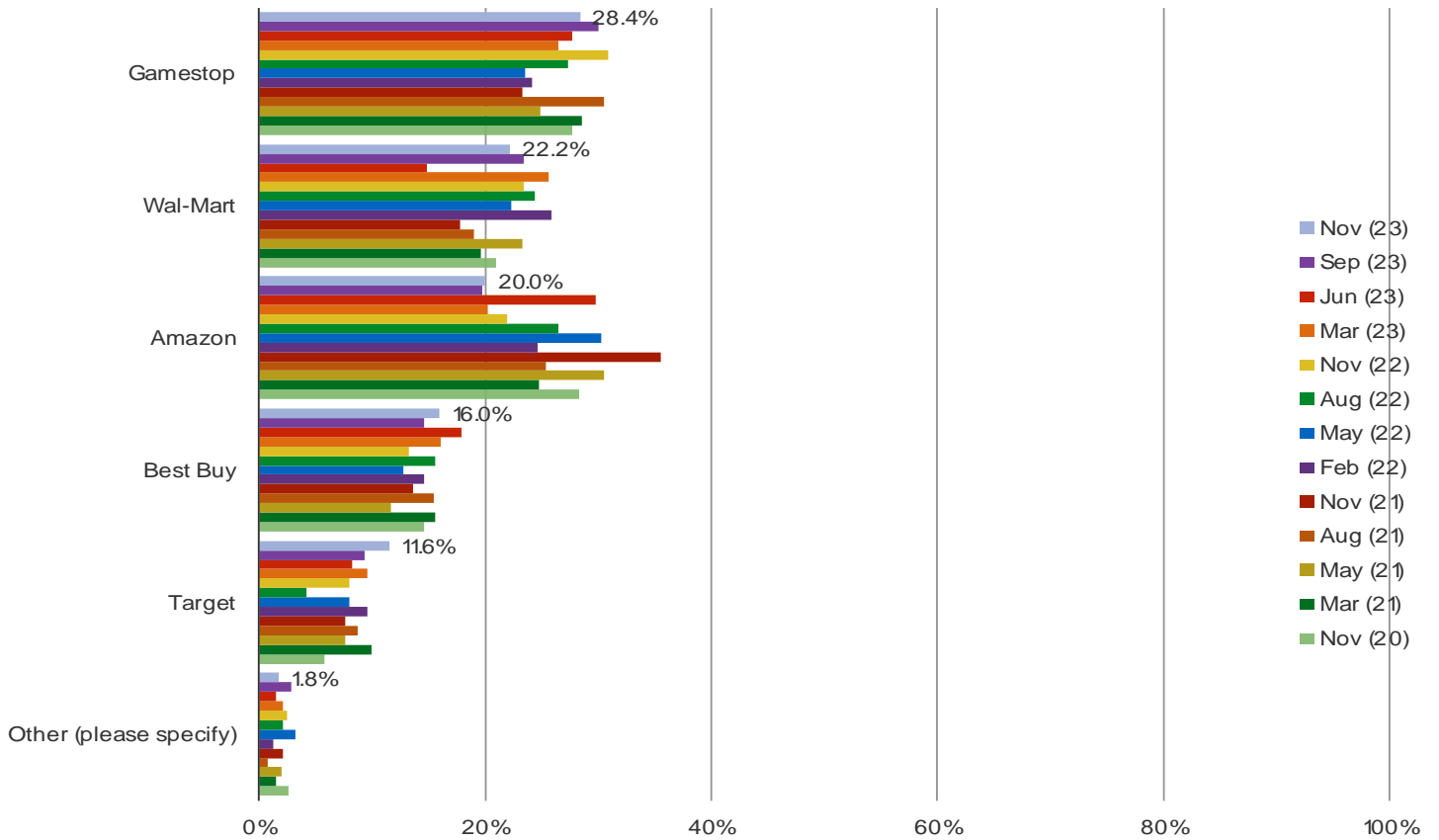
PLEASE CHARACTERIZE YOUR INTEREST IN THE SERIES X?

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



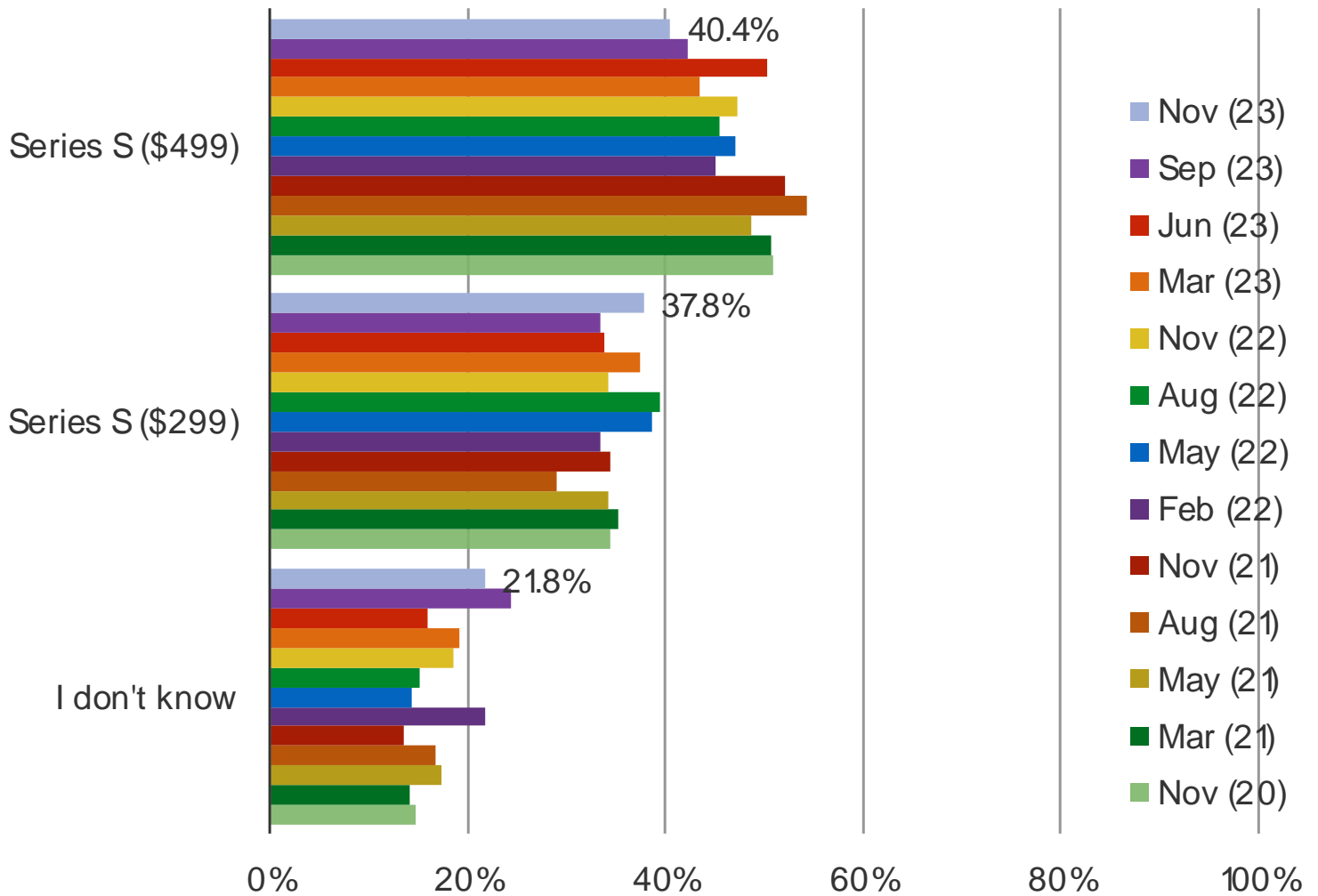
FROM WHERE WOULD YOU BE MOST LIKELY TO BUY THE SERIES X / S FROM?

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



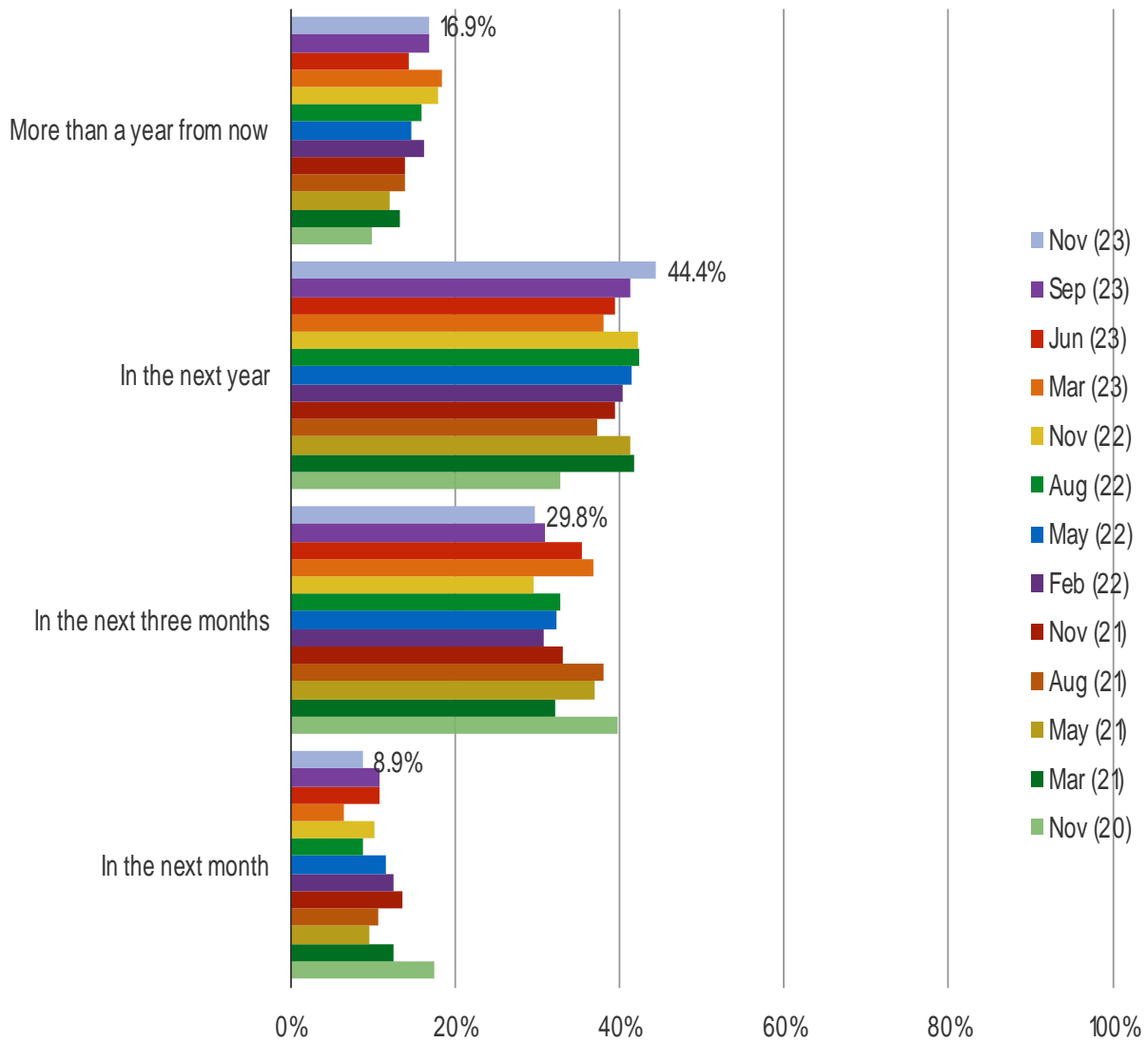
WHICH ARE YOU INTERESTED IN BUYING?

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



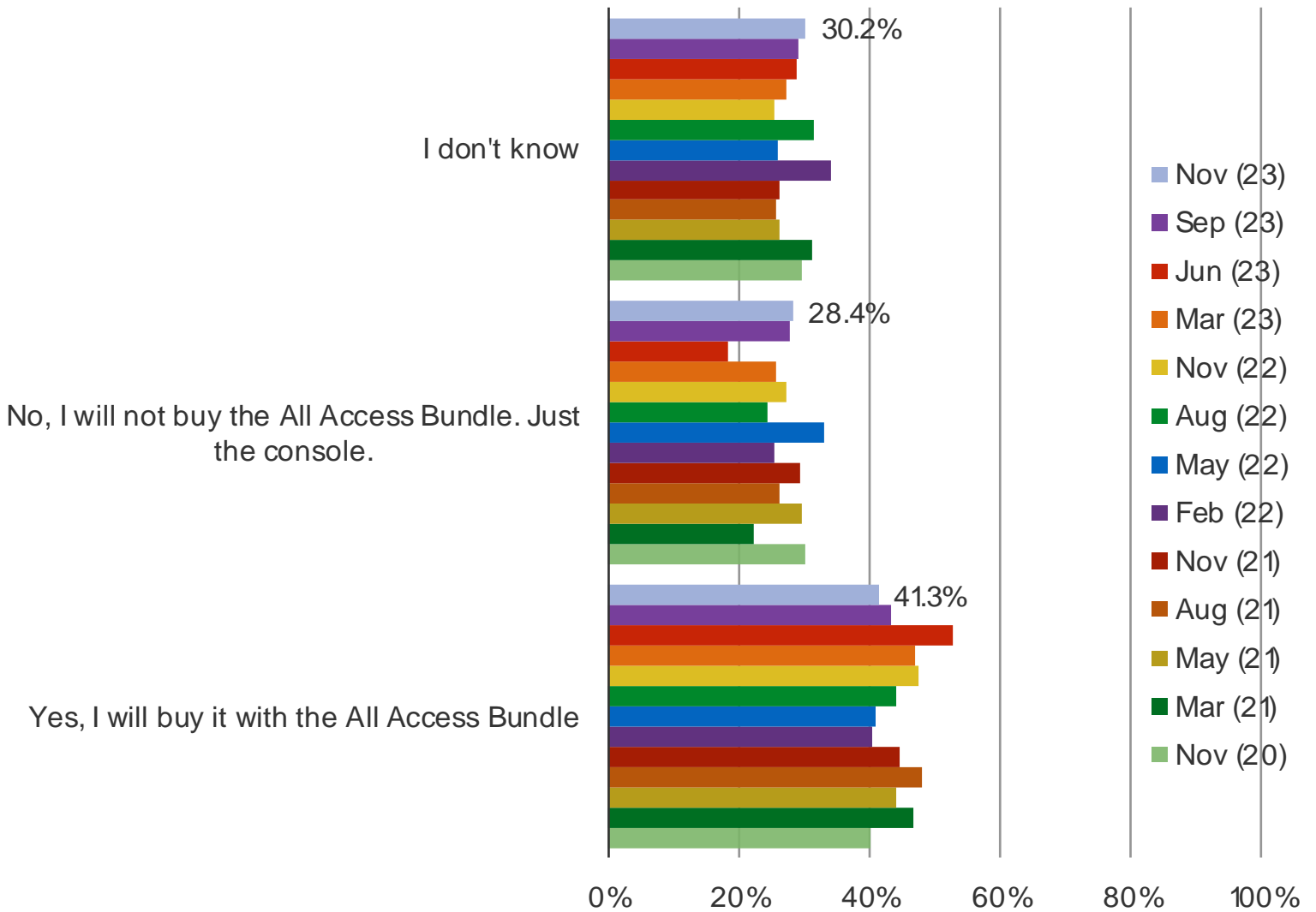
WHEN DO YOU EXPECT TO GET IT?

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



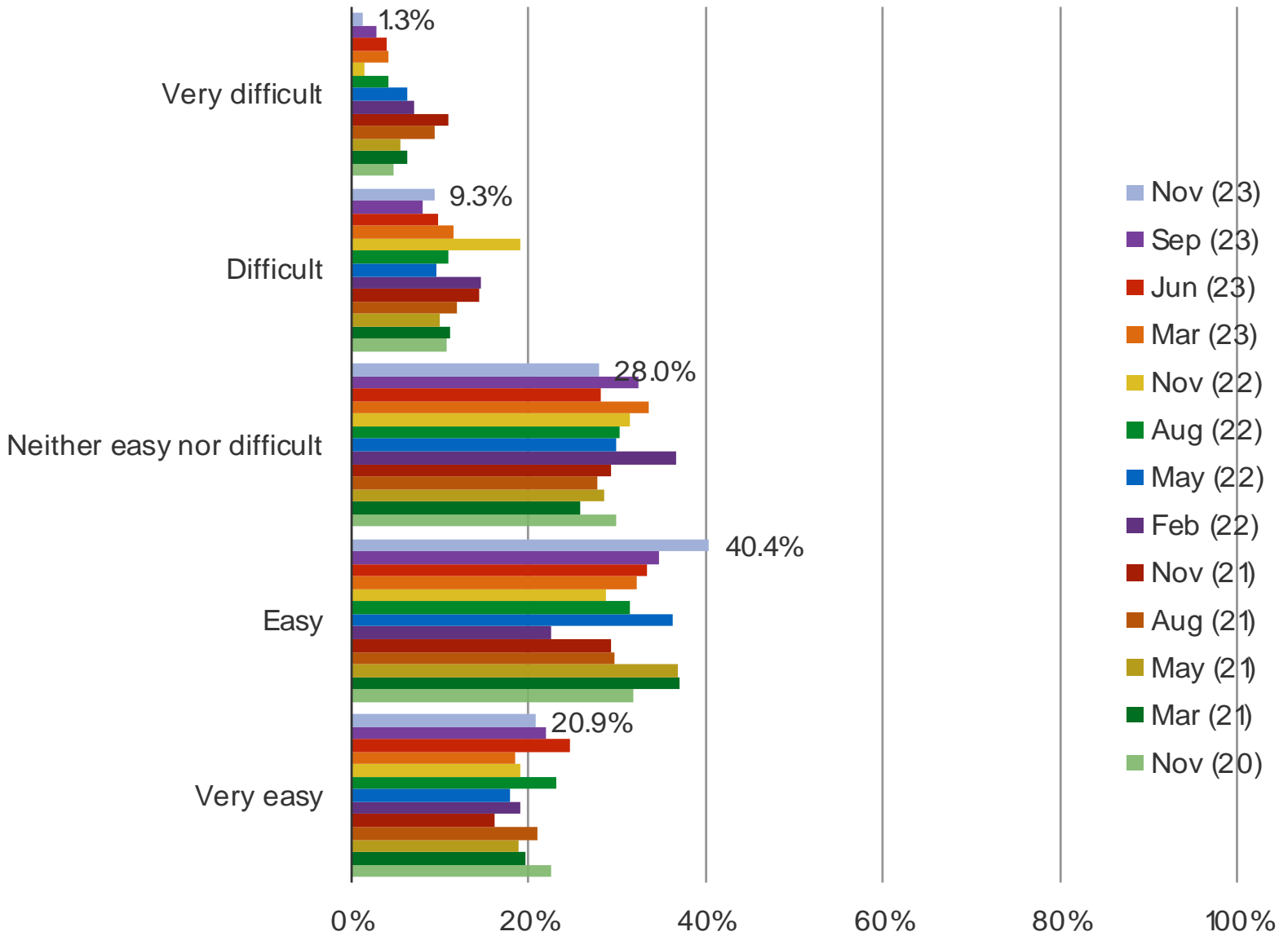
WILL YOU BUY IT WITH THE ALL-ACCESS BUNDLE?

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



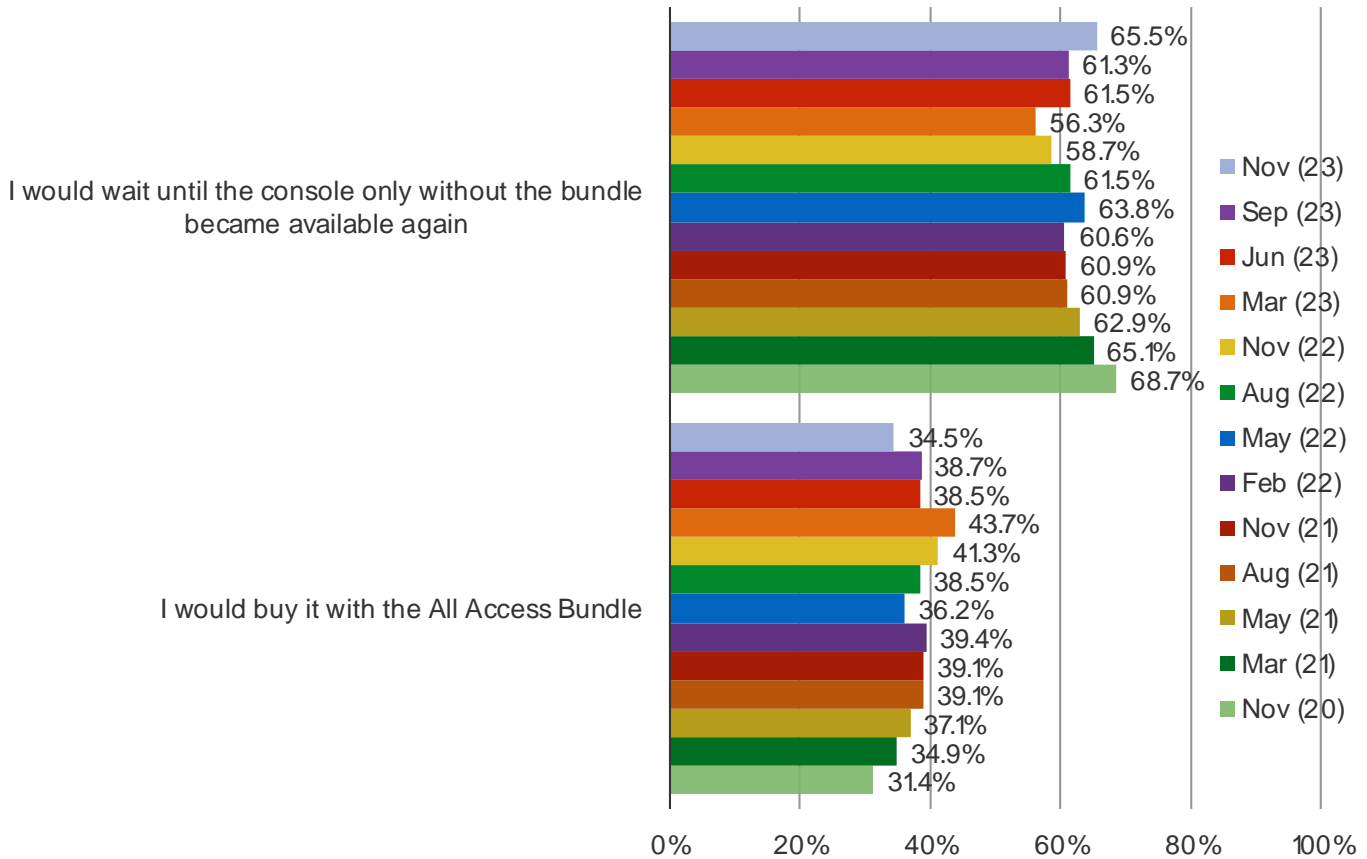
HOW EASY OR DIFFICULT DO YOU EXPECT IT WILL BE TO FIND THIS ITEM IN STOCK WHEN YOU TRY TO ORDER IT / BUY IT?

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



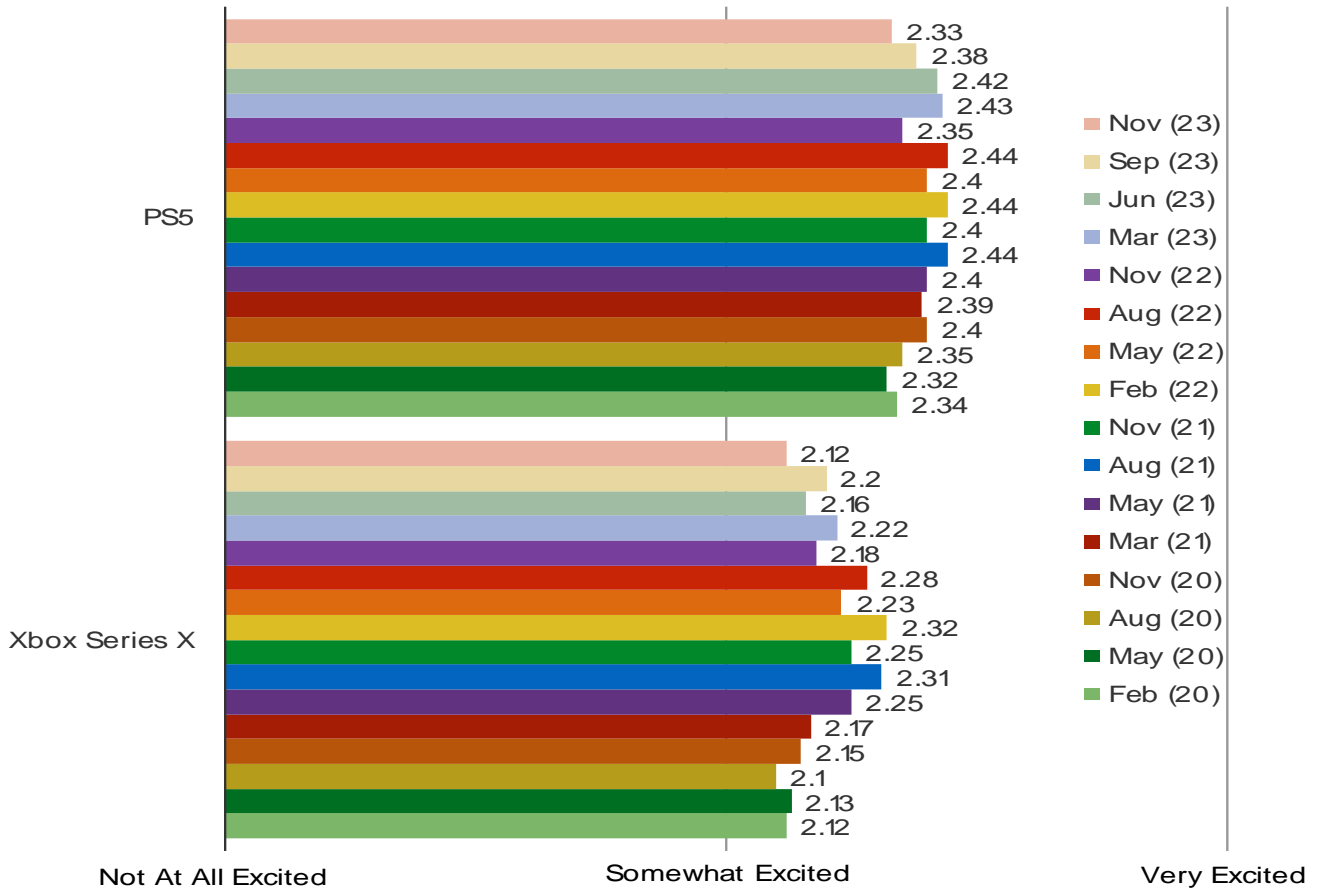
IF YOU ATTEMPTED TO ORDER THE SERIES X OR SERIES S AND IT WAS ONLY AVAILABLE WITH THE ALL ACCESS BUNDLE, WHAT WOULD YOU DO?

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



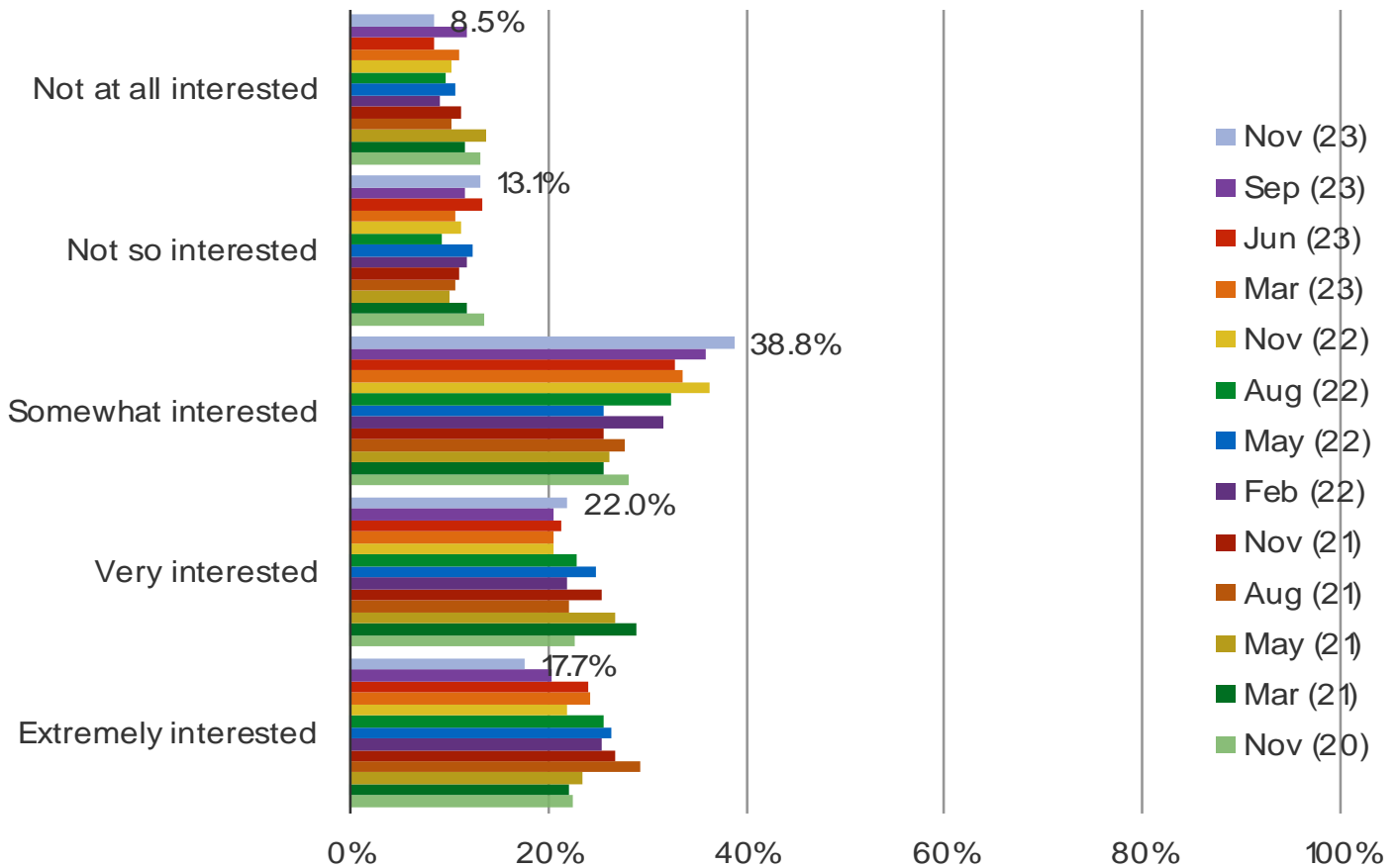
PLEASE RATE YOUR LEVEL OF EXCITEMENT FOR THE EXCLUSIVE GAME LINEUP THAT WILL BE AVAILABLE FOR THIS PLATFORM.

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)

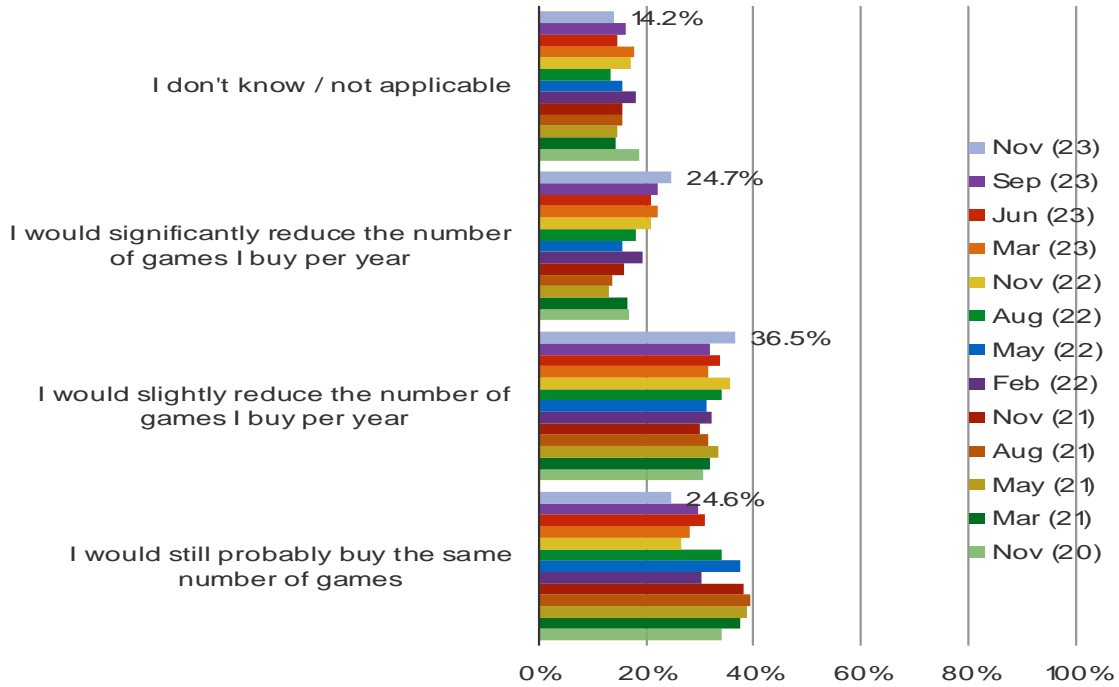
Posed to the target audience.



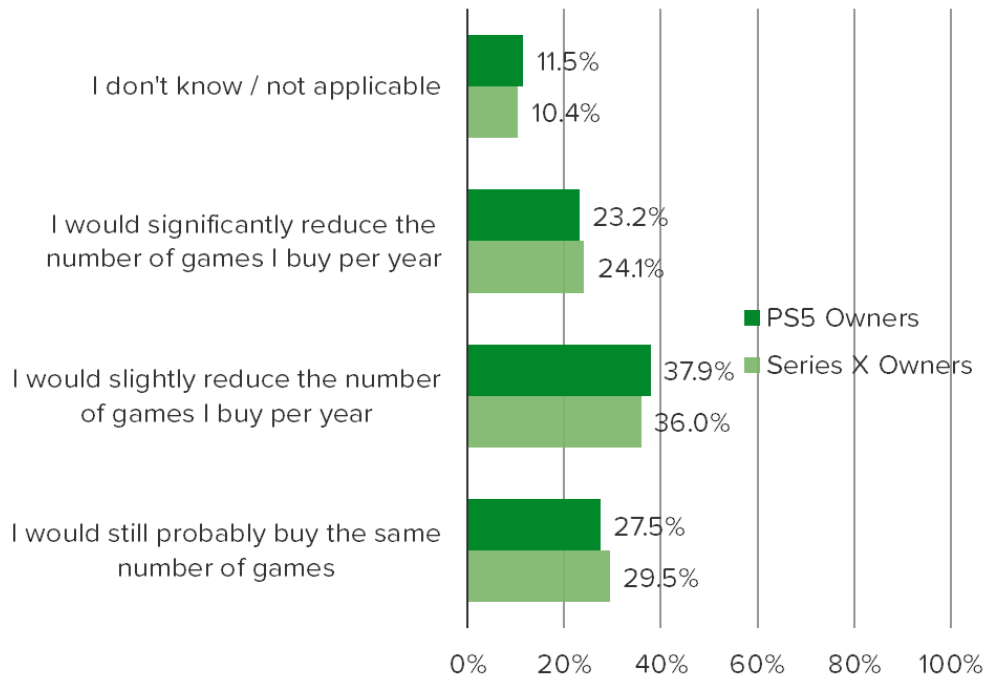
NEW GAME PRICES AND CASH USAGE FOR GAMES

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.

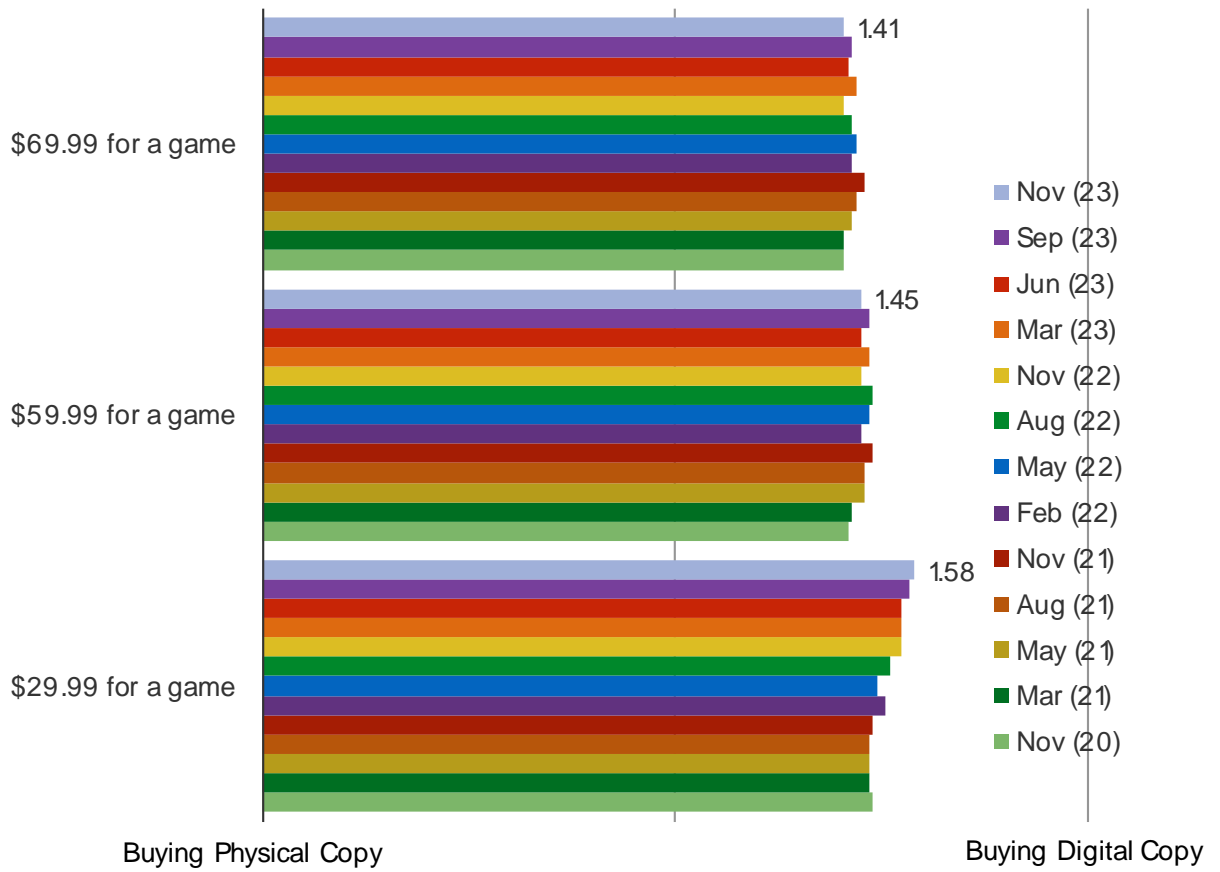


Cross-Tabs: Console Owners



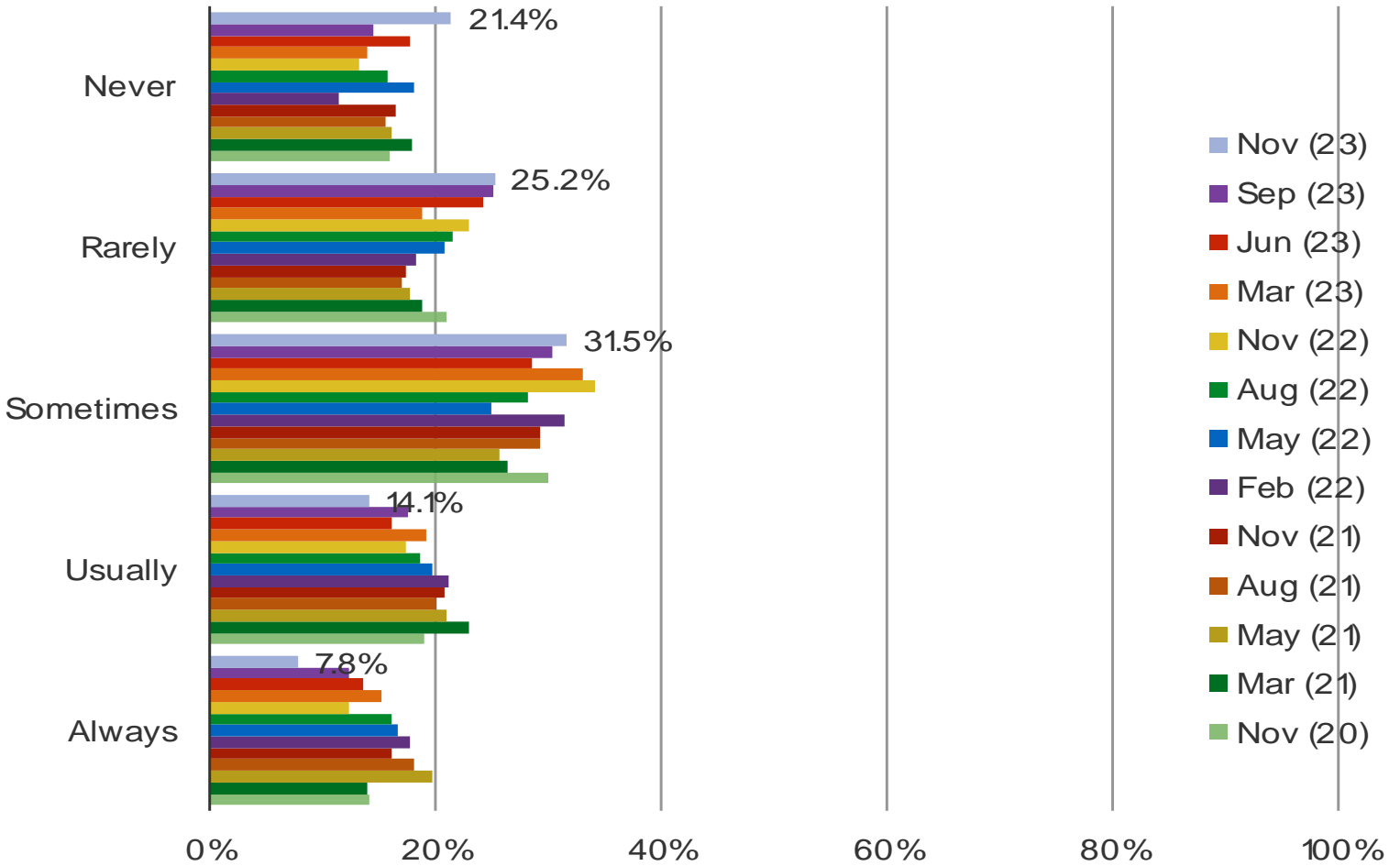
WHICH IS MORE ATTRACTIVE AT THE FOLLOWING PRICE POINTS:

Posed to the target audience.



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

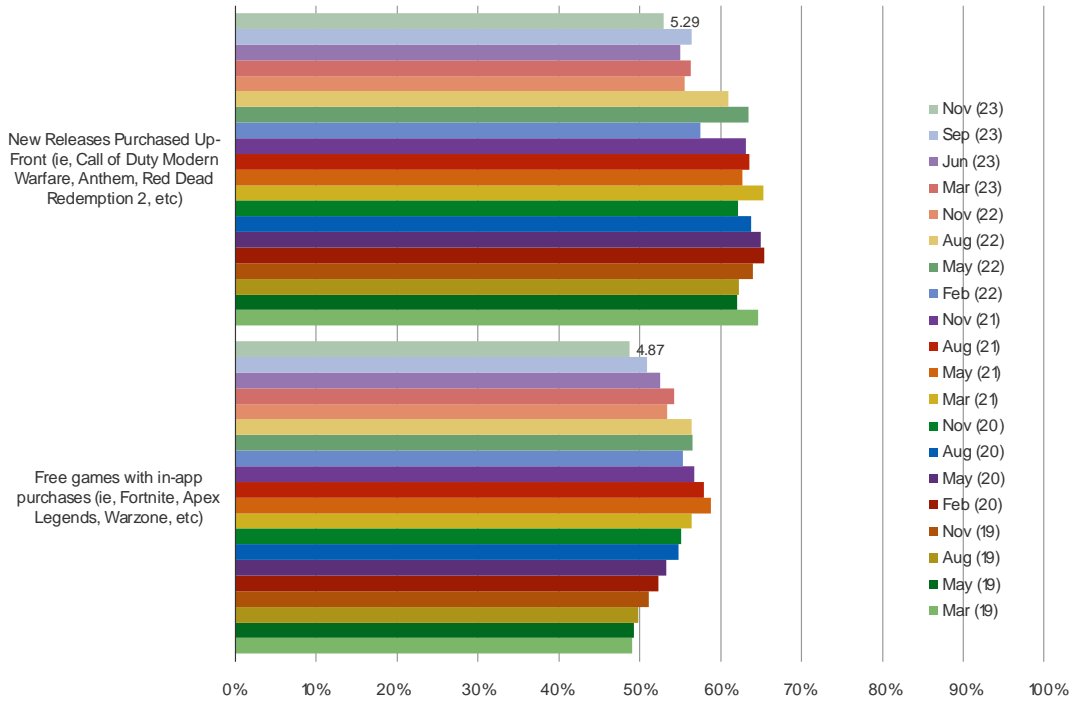
Posed to the target audience.



NEW RELEASES VS. FREE GAMES AND MICROTRANSACTIONS

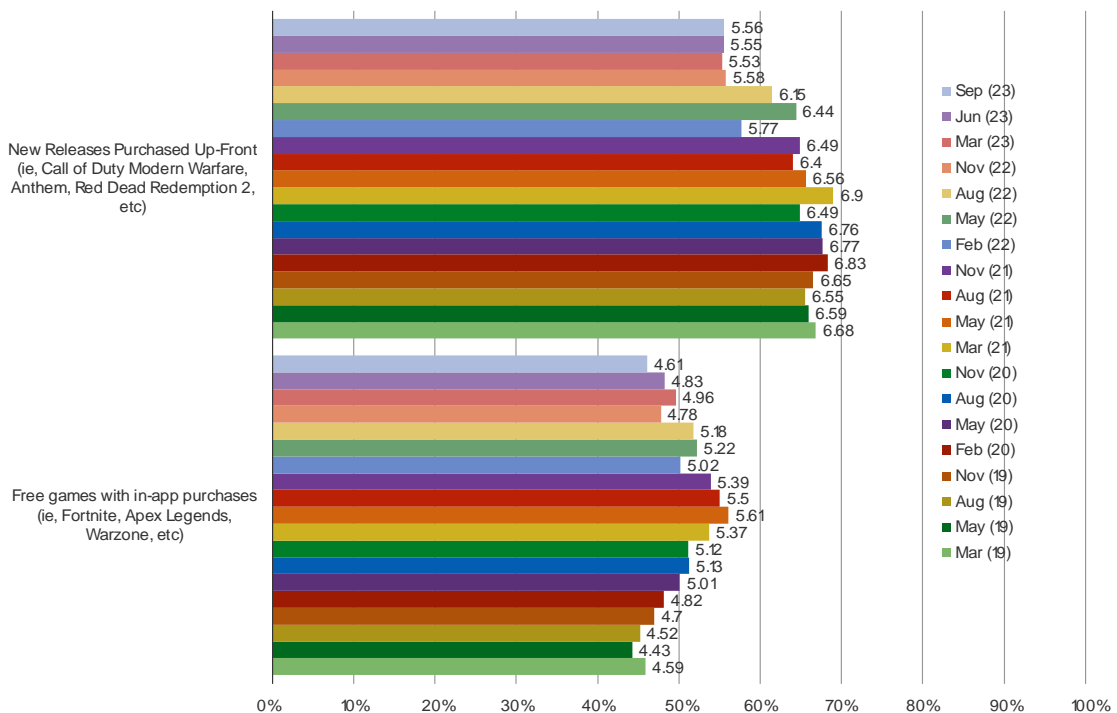
HOW MUCH OF YOUR GAME PLAYING TIME GETS ALLOCATED TO THE FOLLOWING?

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



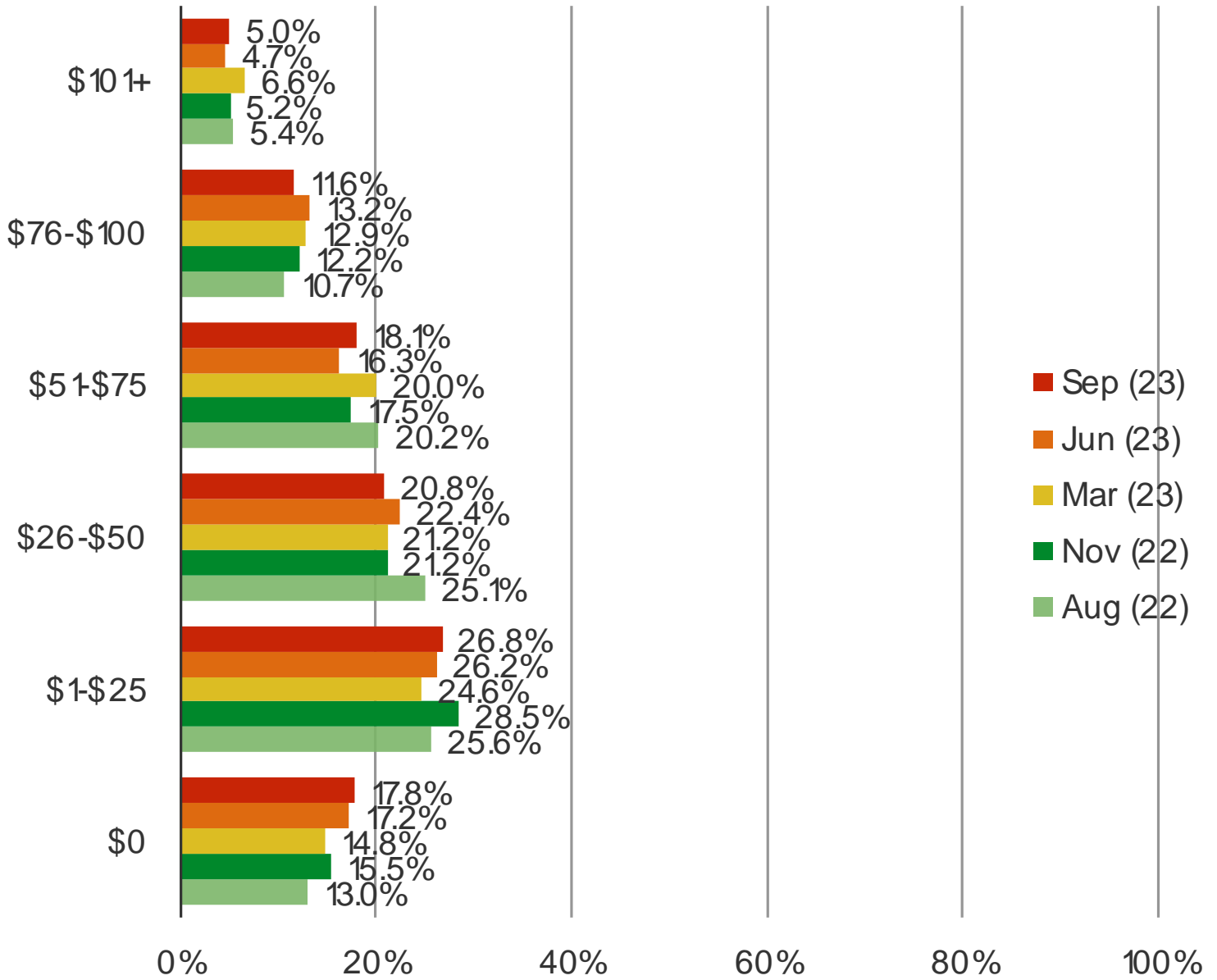
HOW MUCH OF YOUR GAME SPENDING BUDGET GETS ALLOCATED TO THE FOLLOWING?

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



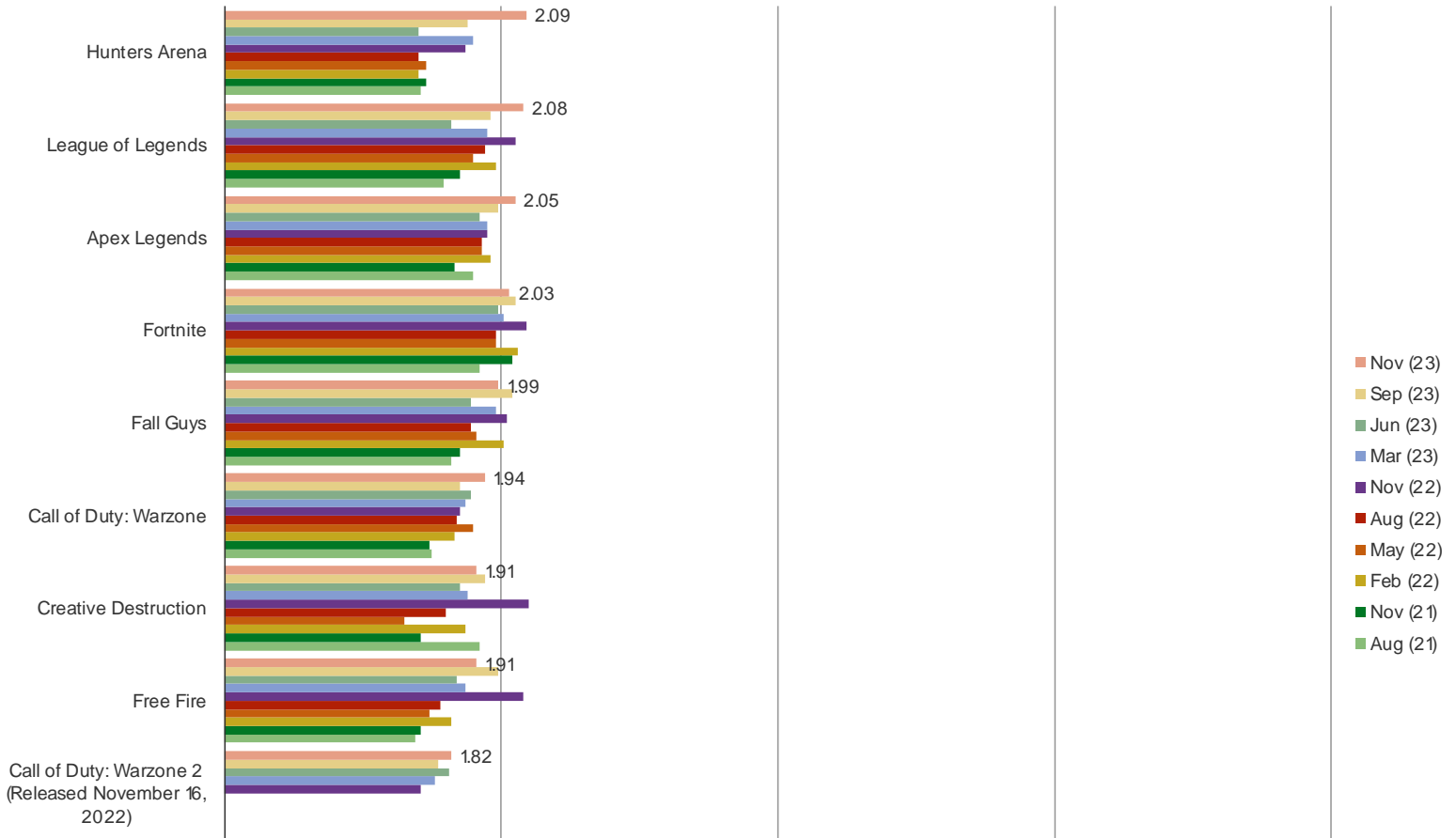
HOW MUCH MONEY DO YOU TYPICALLY SPEND PER MONTH ON IN-GAME PURCHASES?

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.

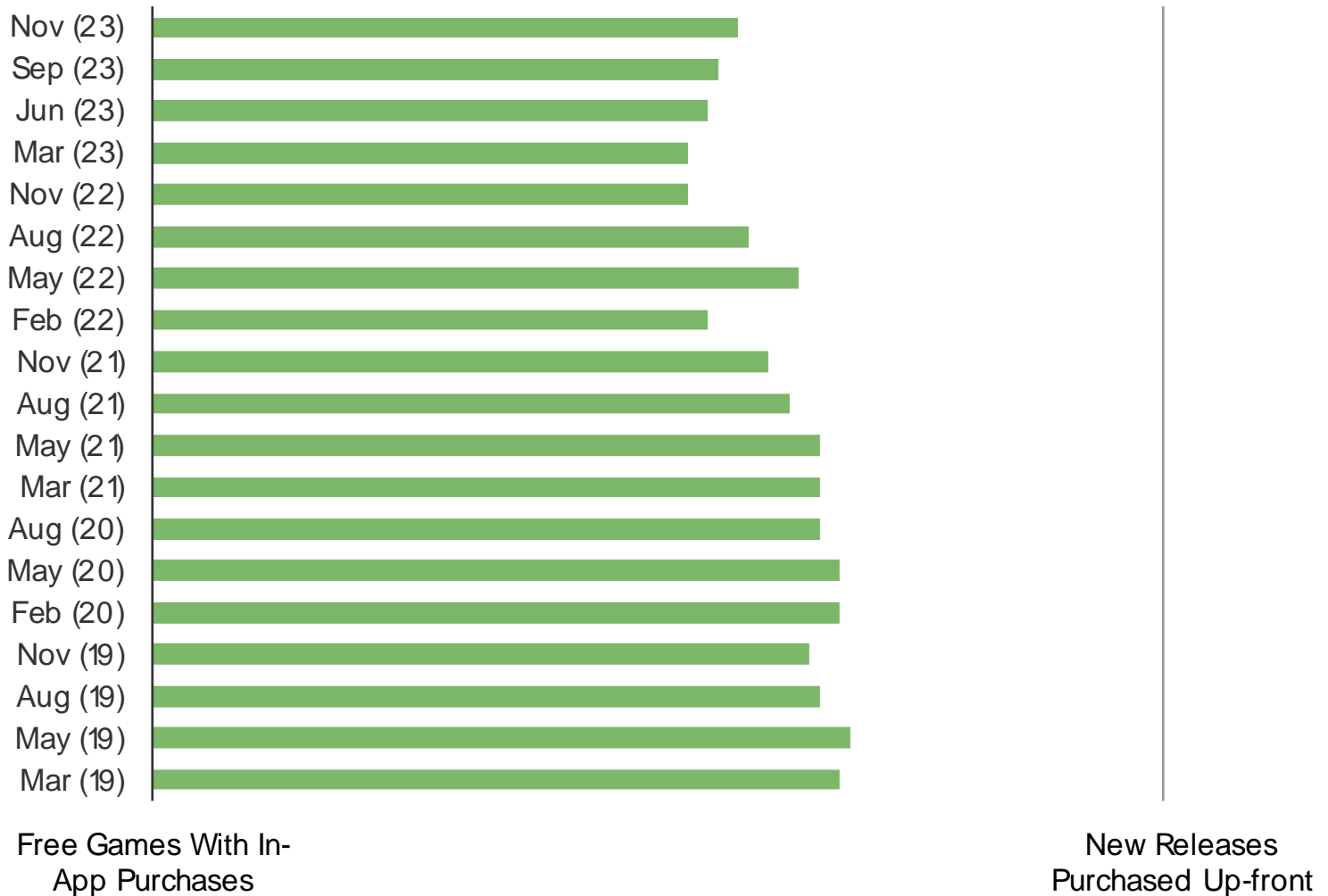


Very Positive Positive Neither Negative Nor Positive Negative Very Negative

← More positive.

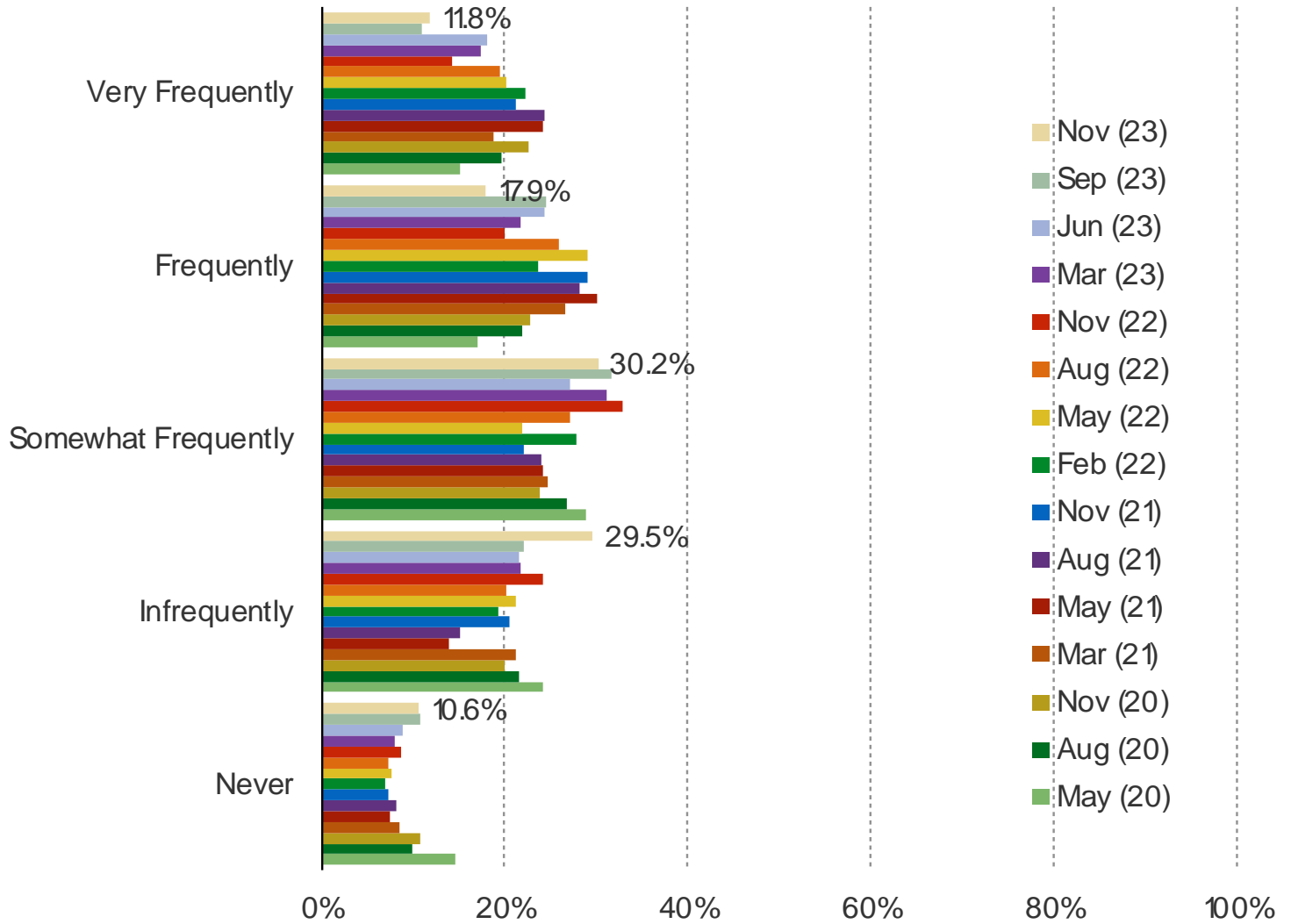
WHICH DO YOU PREFER?

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



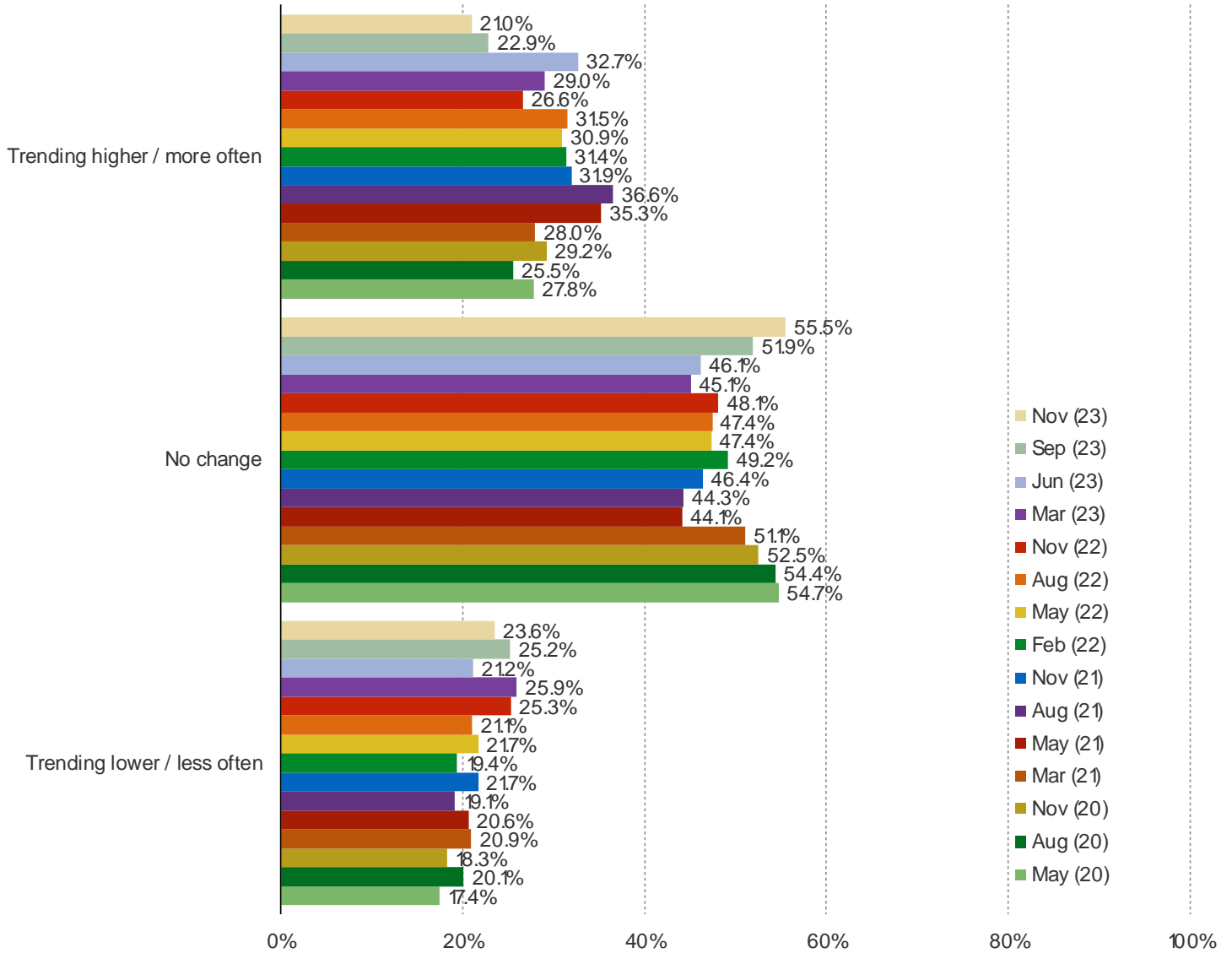
HOW OFTEN DO YOU SPEND MONEY ON DOWNLOADABLE CONTENT WITHIN GAMES YOU PLAY ON XBOX ONE OR THE SERIES X?

Posed to Xbox One owners.



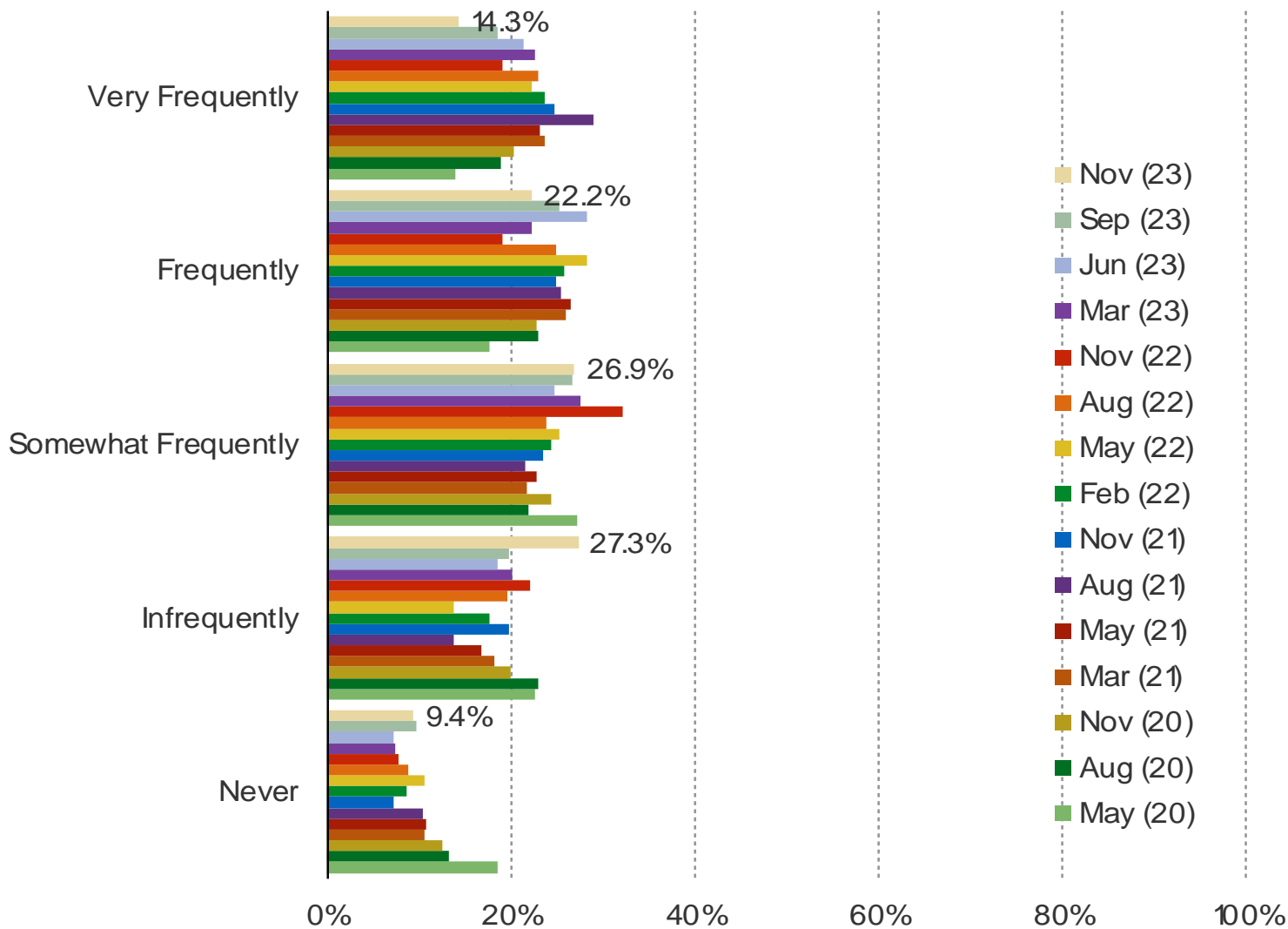
HAS YOUR SPENDING ON DOWNLOADABLE CONTENT WITHIN GAMES ON XBOX ONE OR THE SERIES X BEEN TRENDING HIGHER OR LOWER OVER TIME?

Posed to Xbox Series X or Xbox One owners.



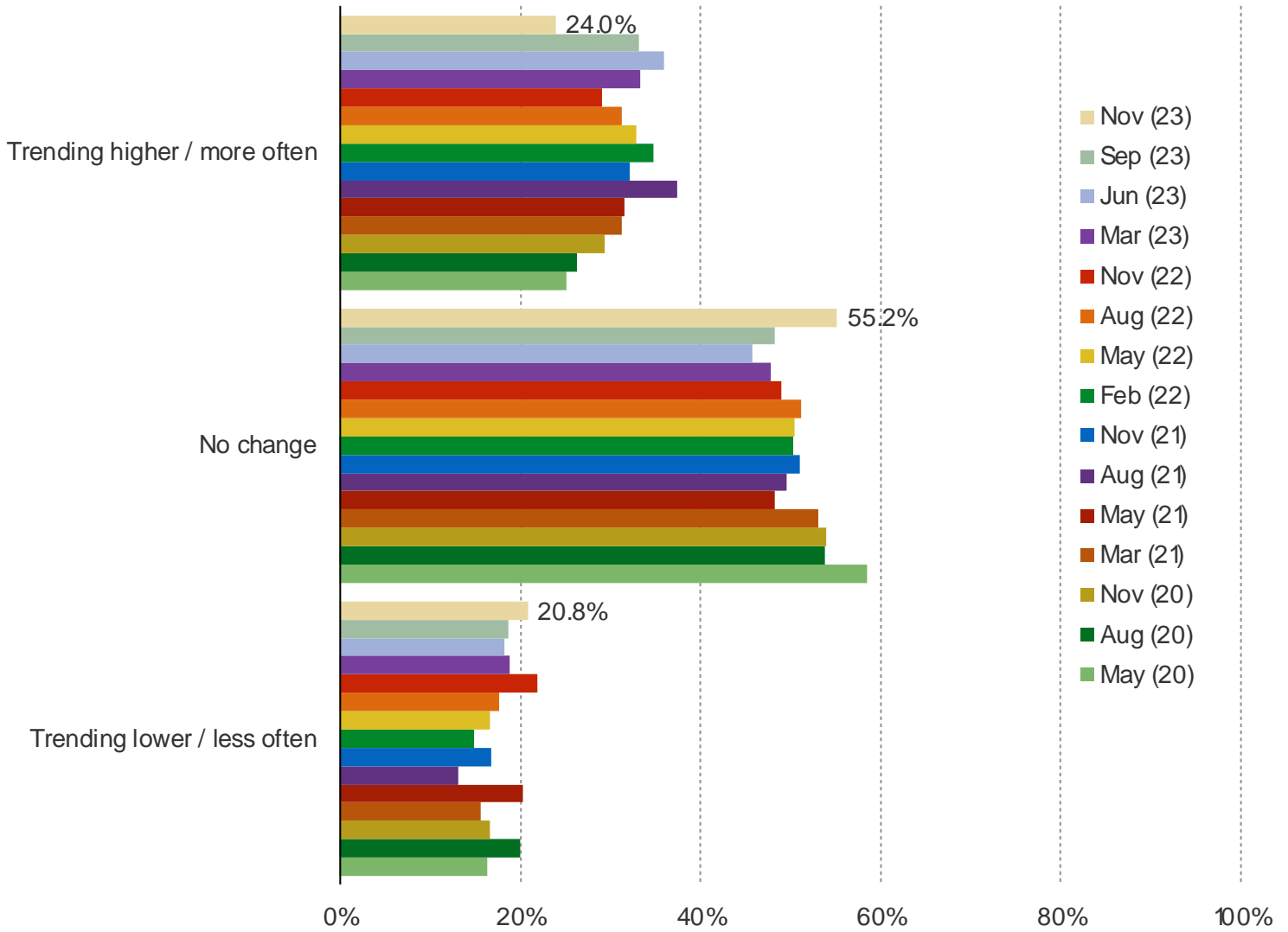
HOW OFTEN DO YOU SPEND MONEY ON DOWNLOADABLE CONTENT WITHIN GAMES YOU PLAY ON PS4/PS5?

Posed to PS4 or PS5 owners.



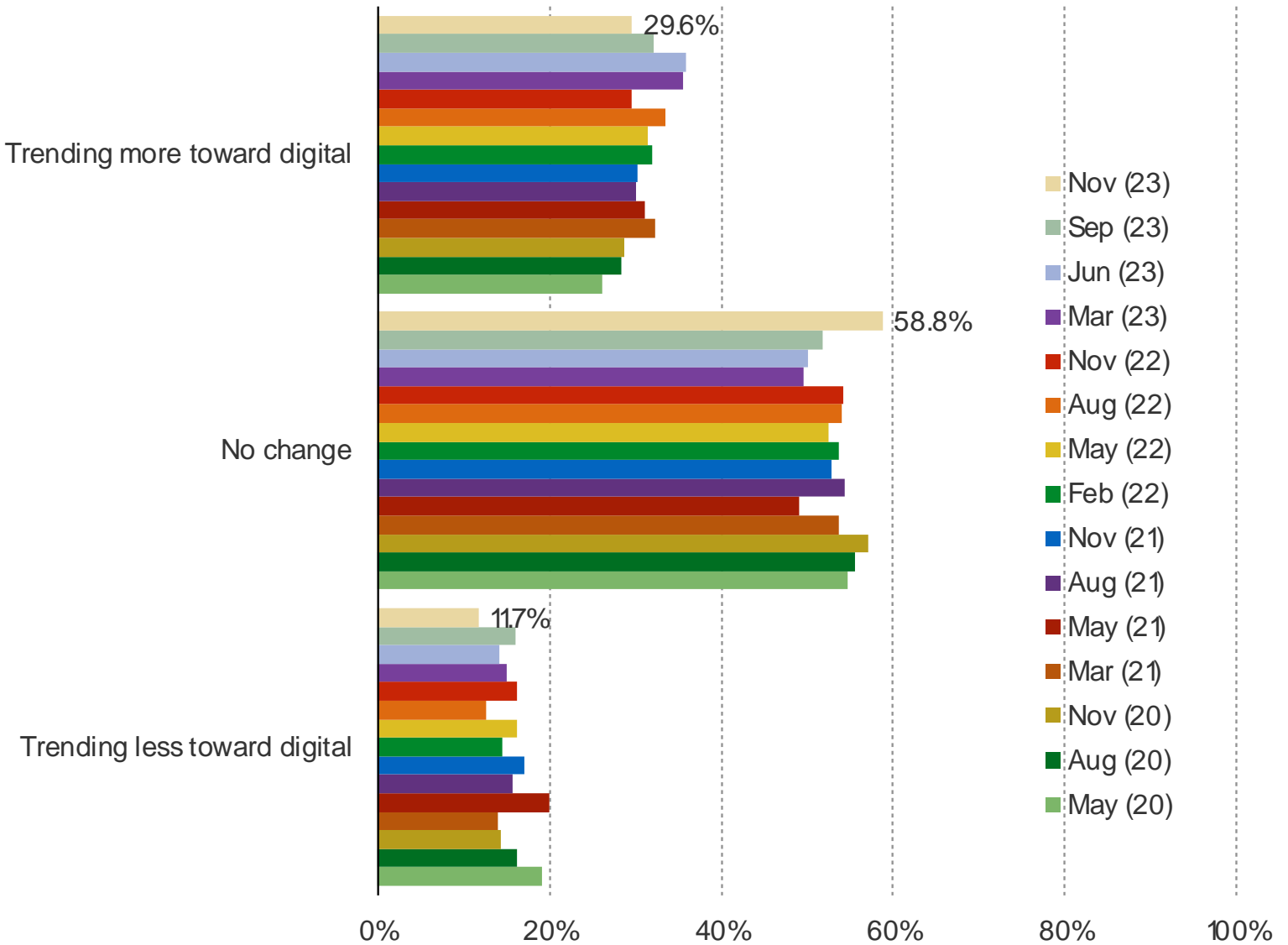
HAS YOUR SPENDING ON DOWNLOADABLE CONTENT WITHIN GAMES ON PS4/PS5 BEEN TRENDING HIGHER OR LOWER OVER TIME?

Posed to PS5 or PS4 owners.



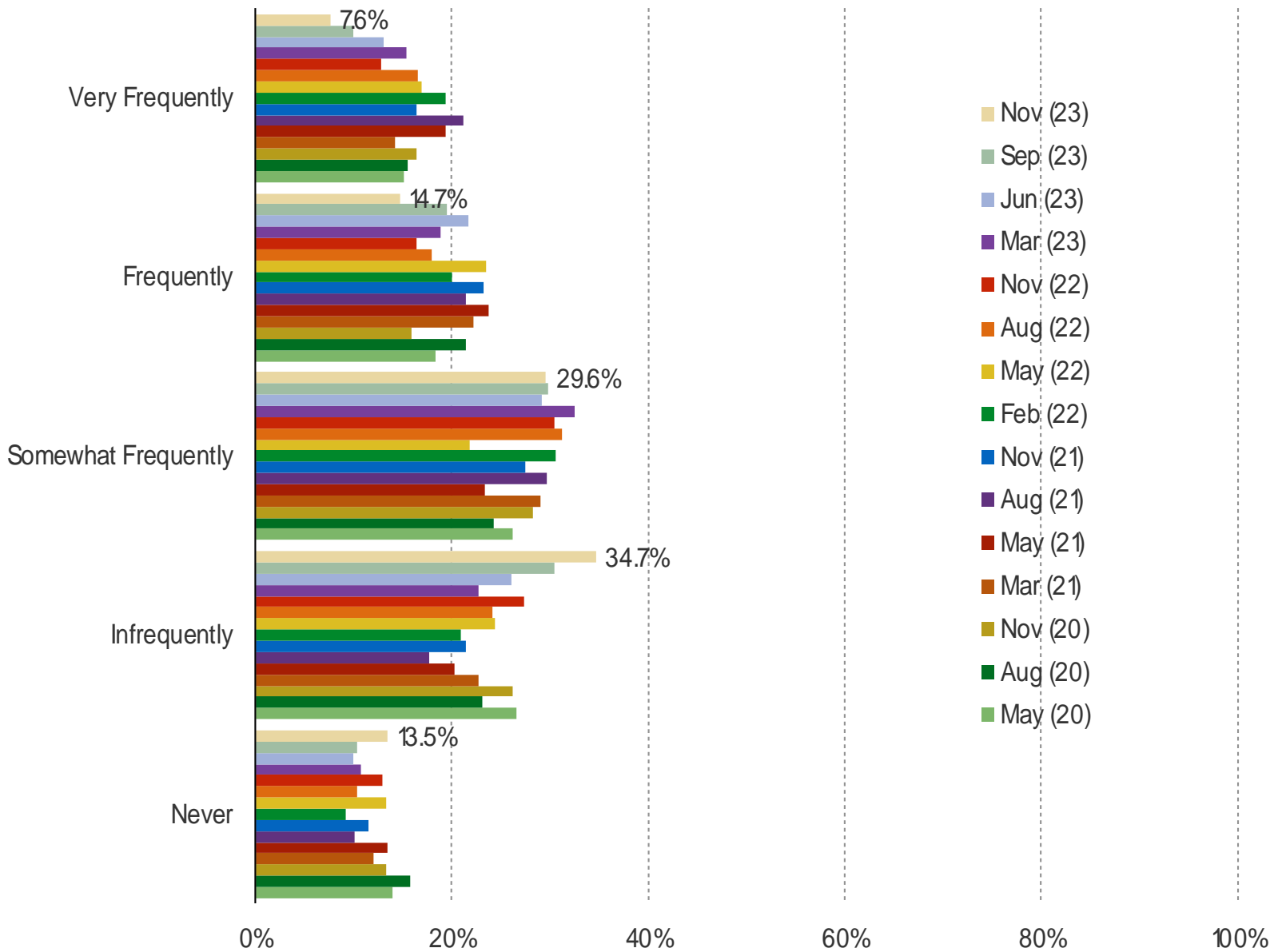
HAS YOUR SPENDING ON DIGITAL GAMES FOR NINTENDO SWITCH/SWITCH LITE BEEN TRENDING HIGHER OR LOWER OVER TIME?

Posed to Nintendo Switch / Switch Lite owners.



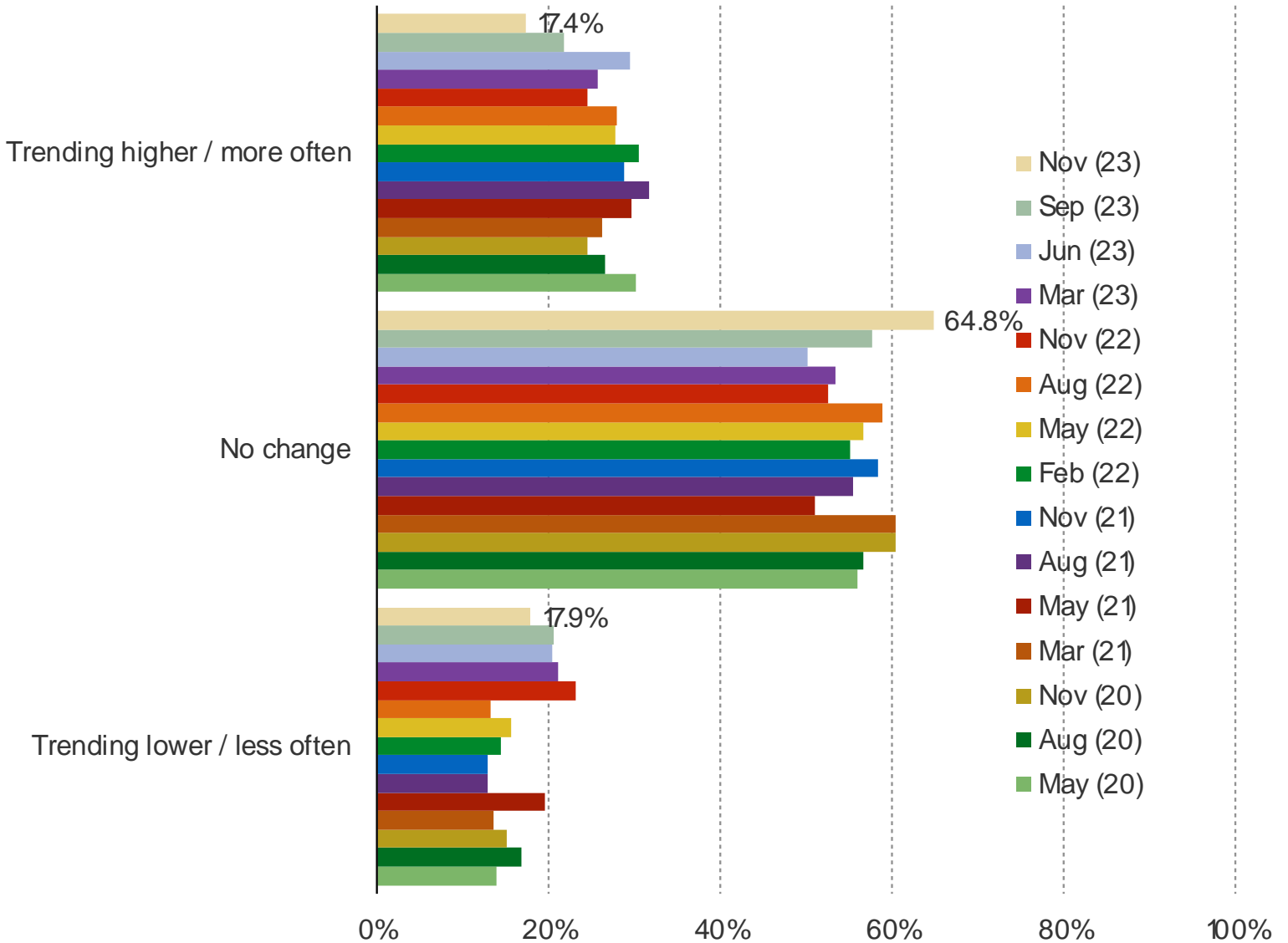
HOW OFTEN DO YOU SPEND MONEY ON DOWNLOADABLE CONTENT WITHIN GAMES YOU PLAY ON NINTENDO SWITCH/SWITCH LITE?

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.

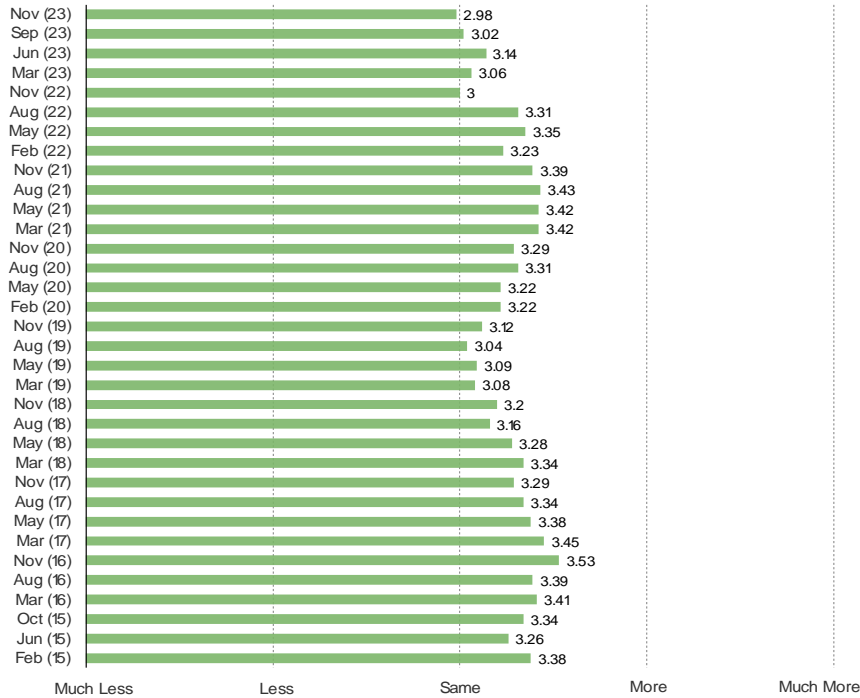


It's In The Game

DIGITAL MARKET SHARE

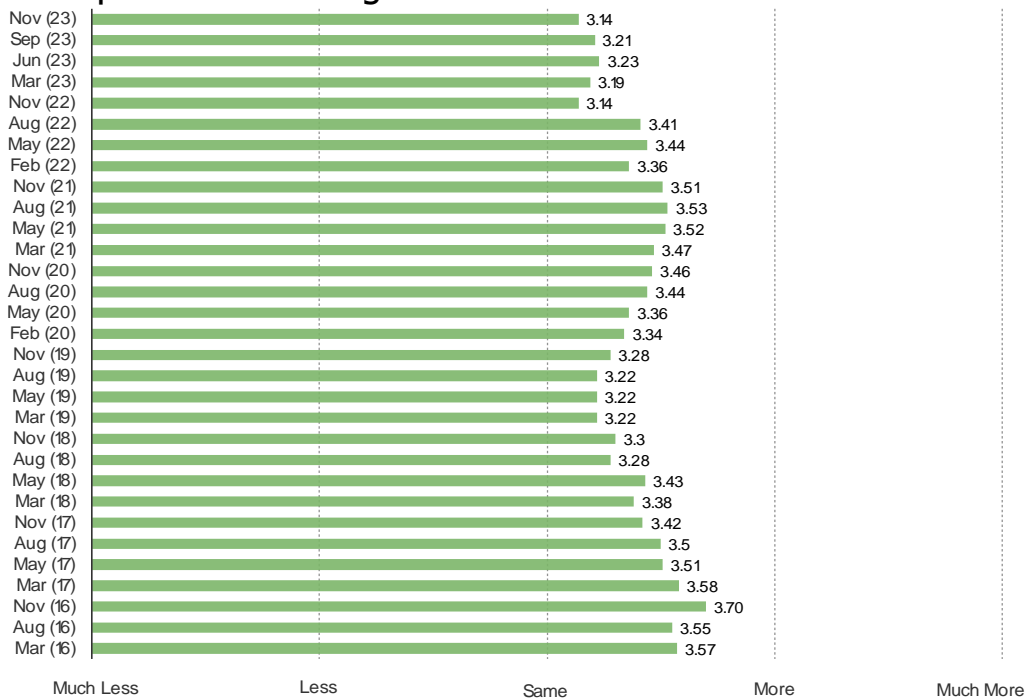
HOW OFTEN ARE YOU DOWNLOADING NEW RELEASE DIGITAL GAMES NOW COMPARED TO 12 MONTHS AGO?

This question was posed to the target audience.



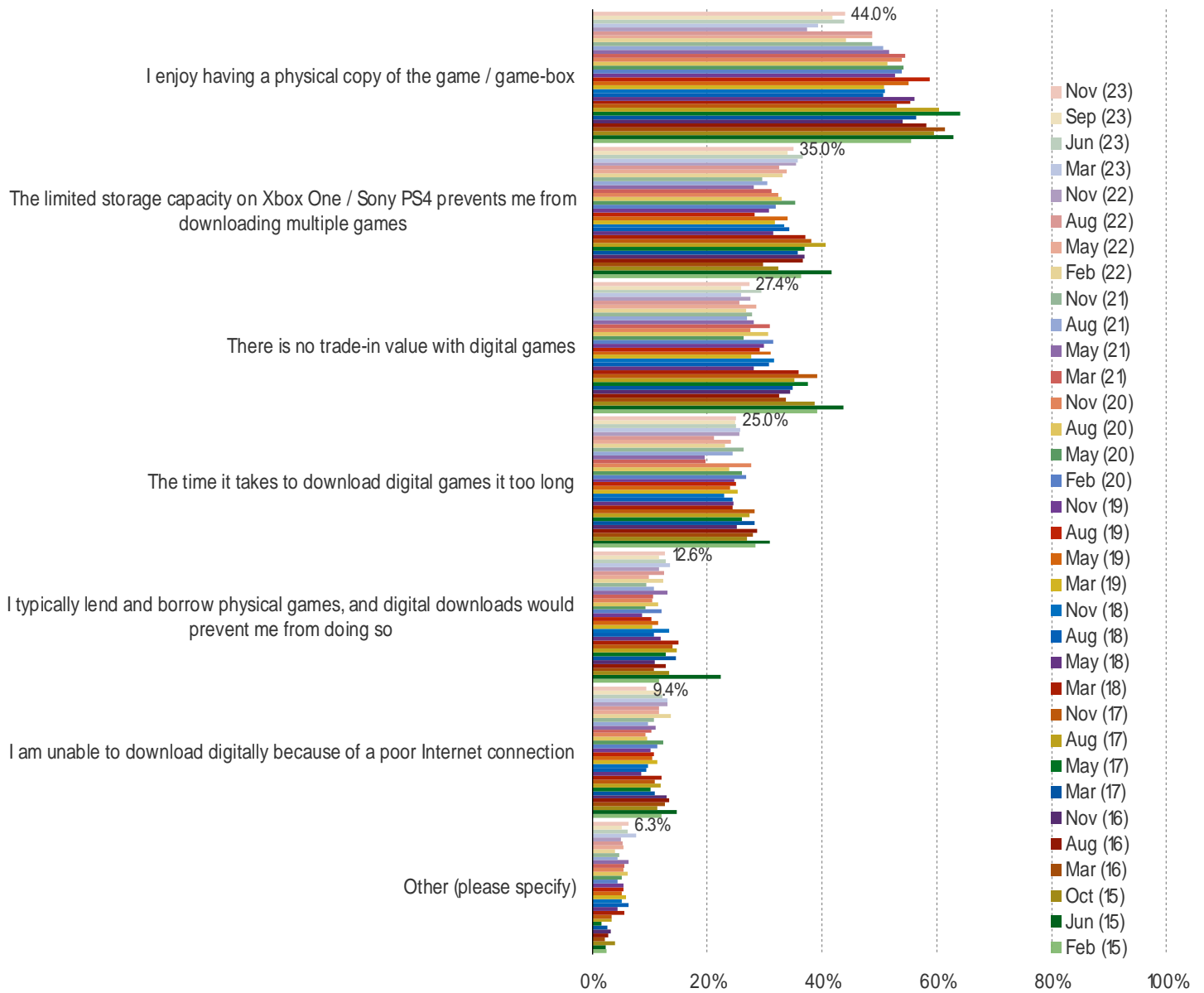
DO YOU EXPECT TO INCREASE OR DECREASE THE NUMBER OF GAMES THAT YOU PURCHASE VIA DIGITAL DOWNLOAD IN THE NEXT 12 MONTHS?

This question was posed to the target audience.



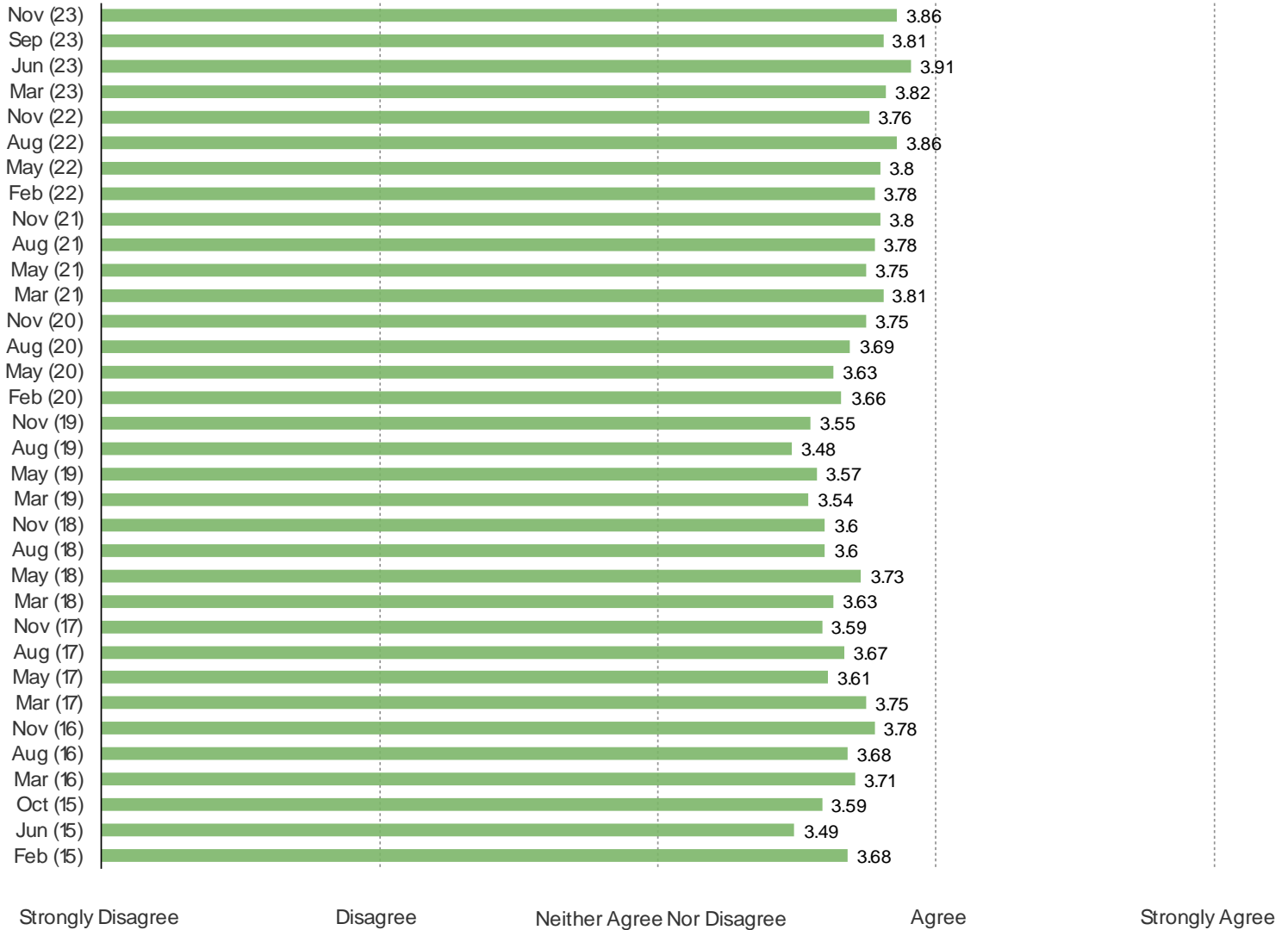
FOR THOSE WHO EXPECT TO BUY THE SAME OR LESS DIGITAL GAMES IN THE NEXT 12 MONTHS, WHY DO YOU PREFER PHYSICAL GAMES?

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



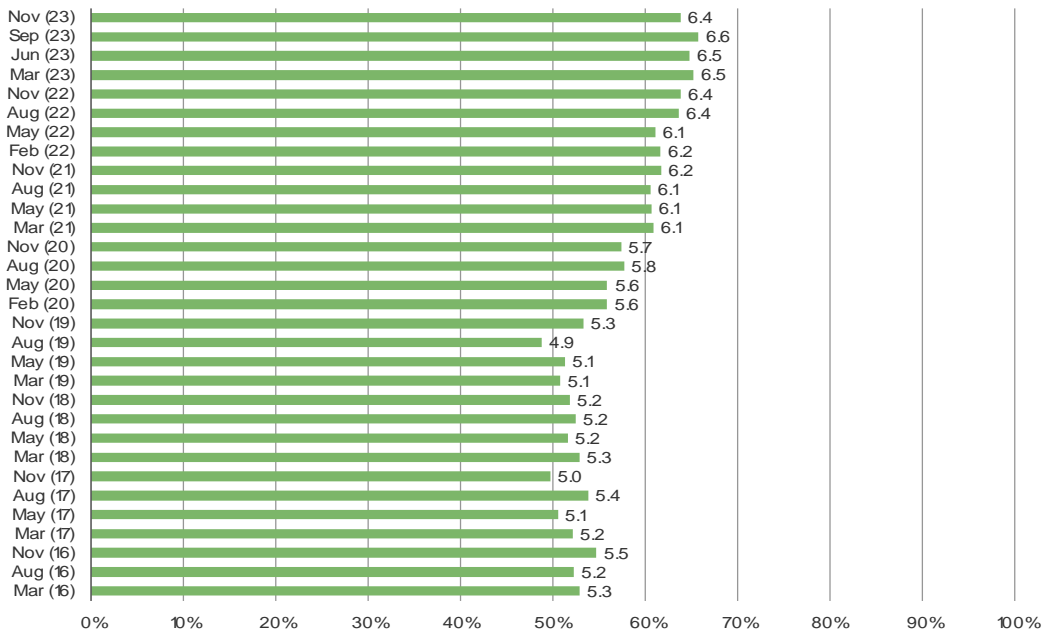
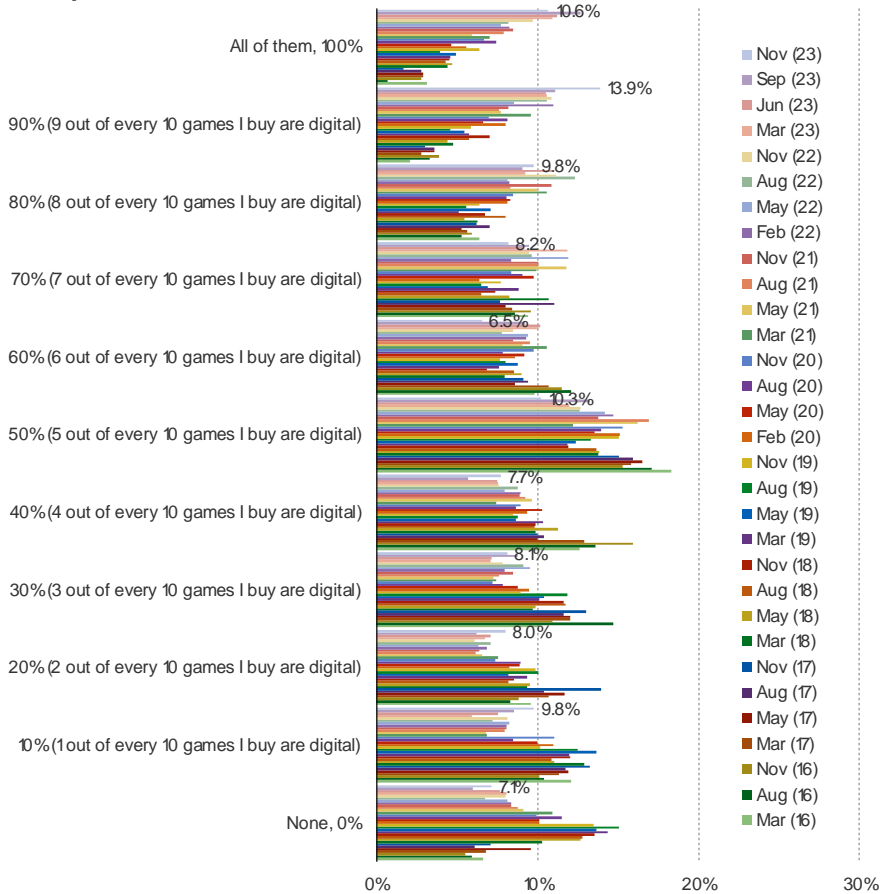
“EVENTUALLY, ALL GAMES WILL BE PURCHASED OR DOWNLOADED DIGITALLY”

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.

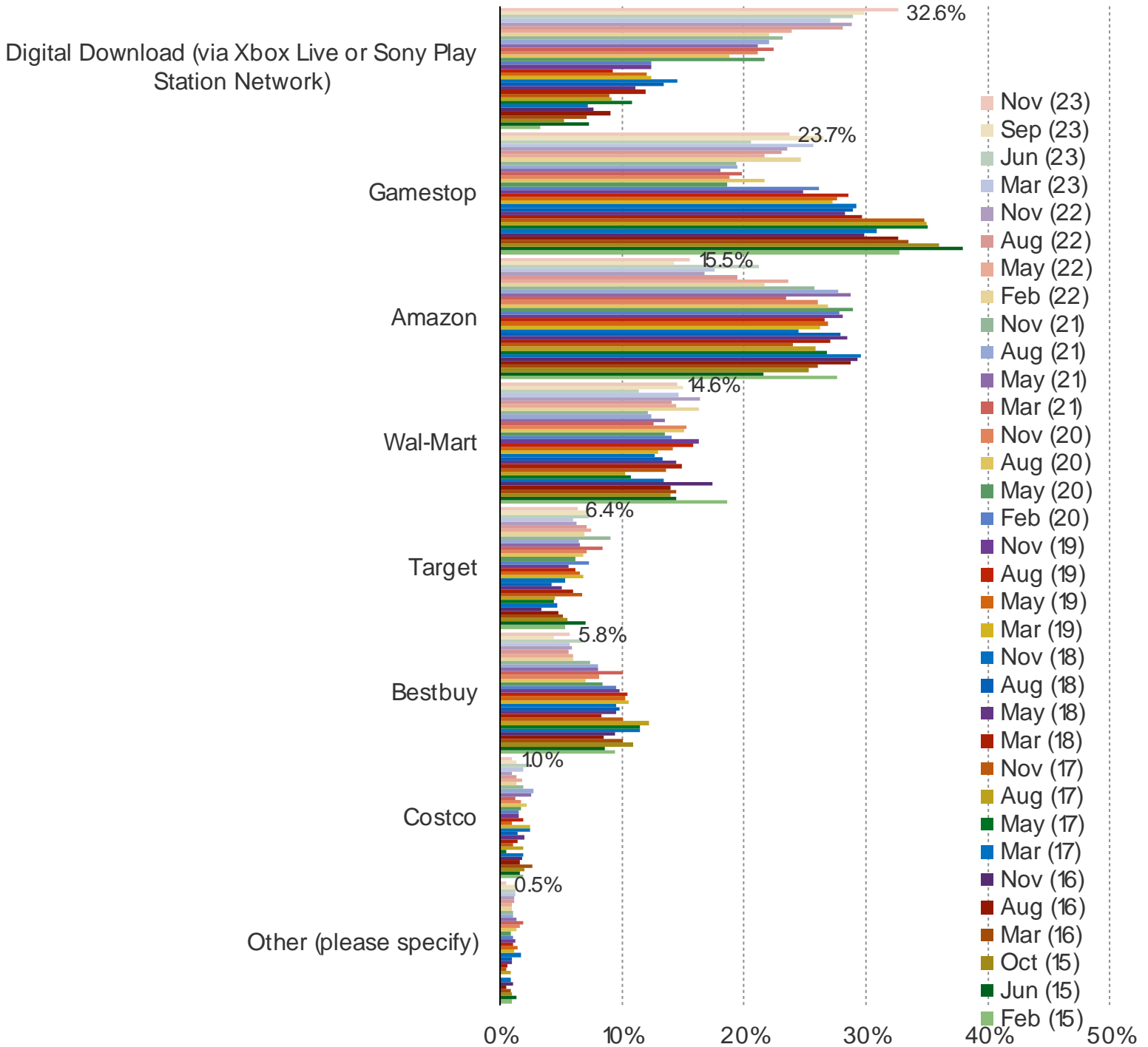


It's In The Game

RETAILERS, WITH GAMESTOP DEEP-DIVE

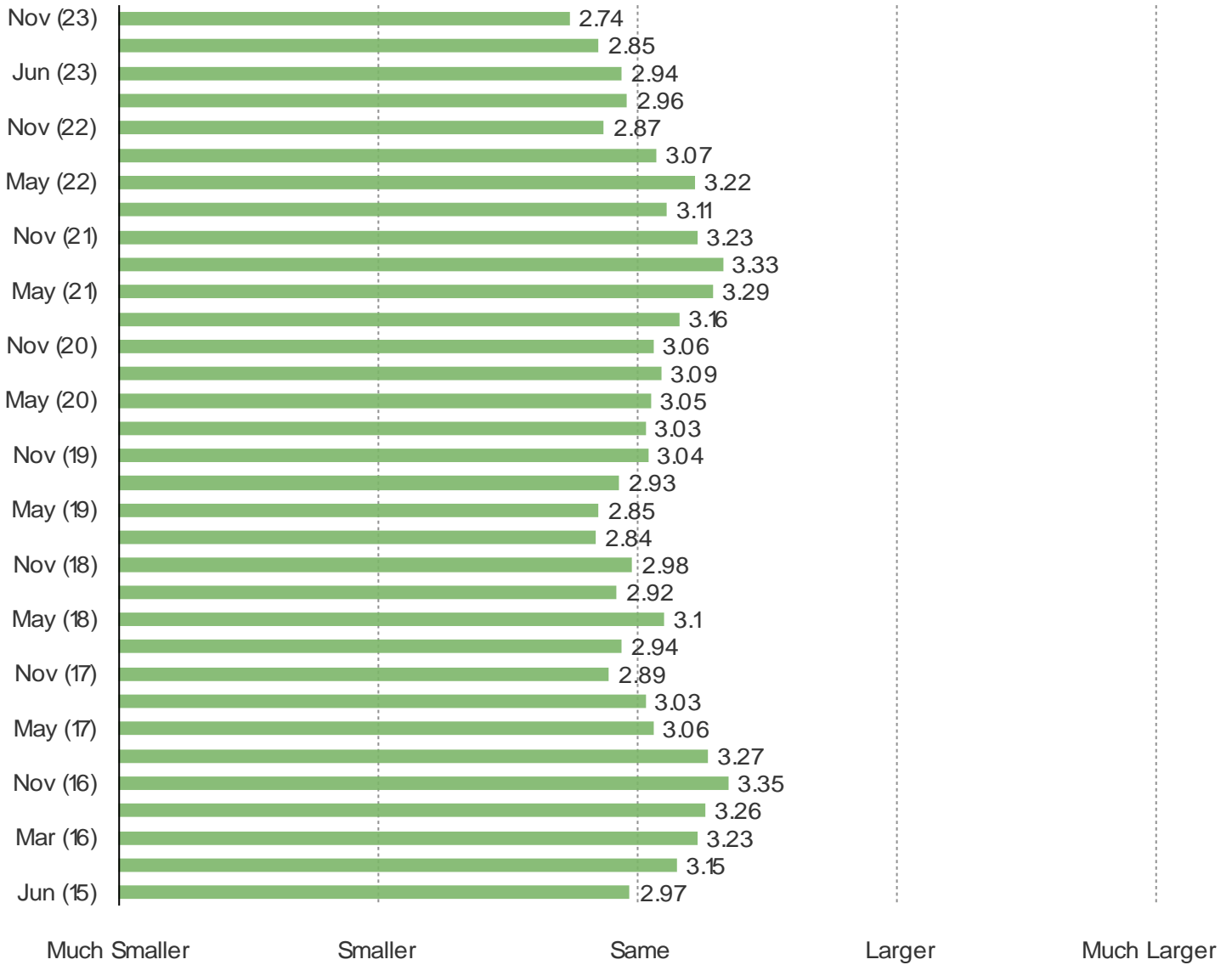
IF YOU WERE BUYING A BRAND NEW GAME TODAY, WHERE WOULD YOU PURCHASE IT?

This question was posed to the target audience.



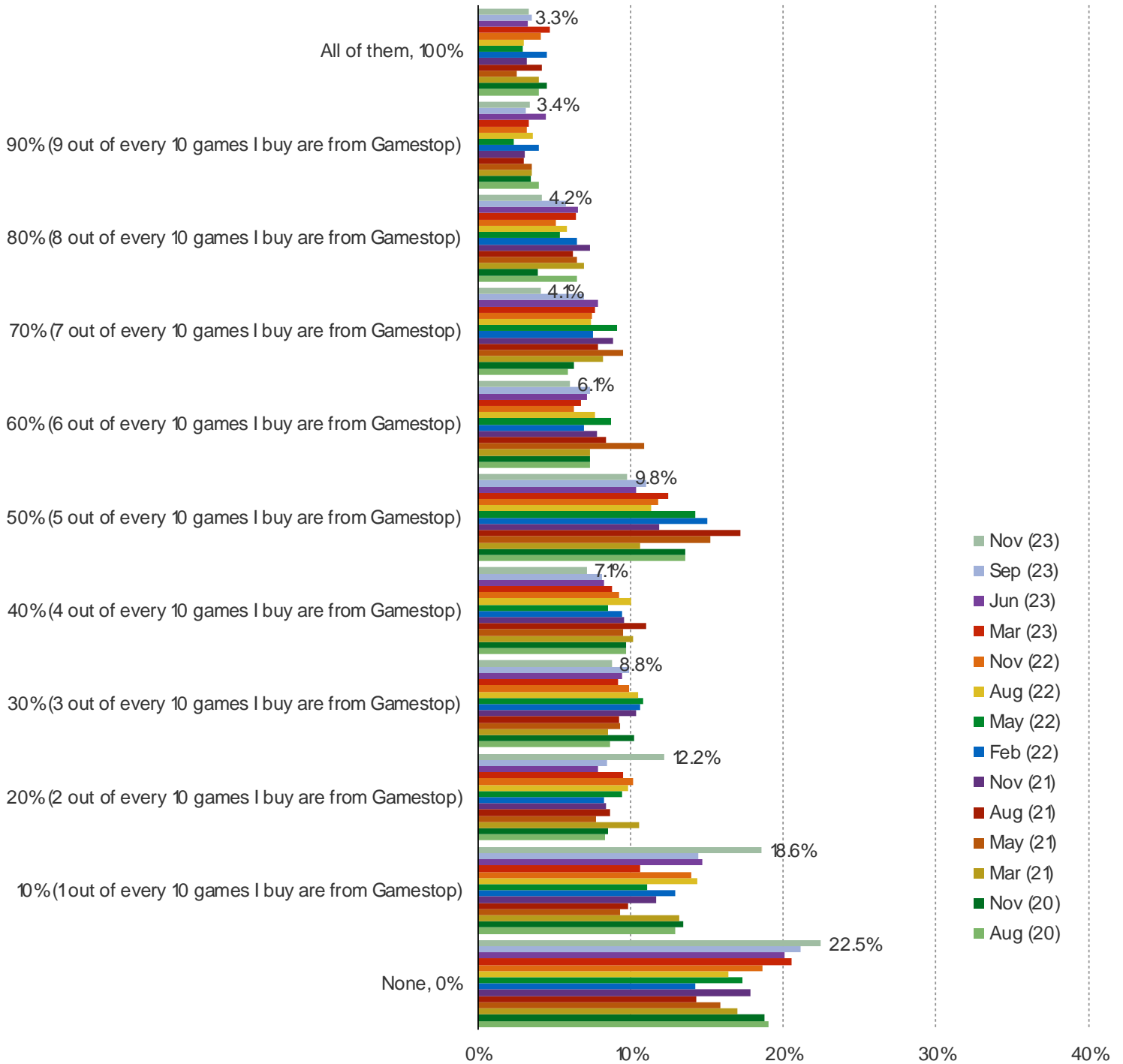
HOW LARGE OF A ROLE DO YOU THINK GAMESTOP WILL PLAY AS DIGITALLY DOWNLOADED GAMES BECOME MORE POPULAR?

This question was posed to the target audience.



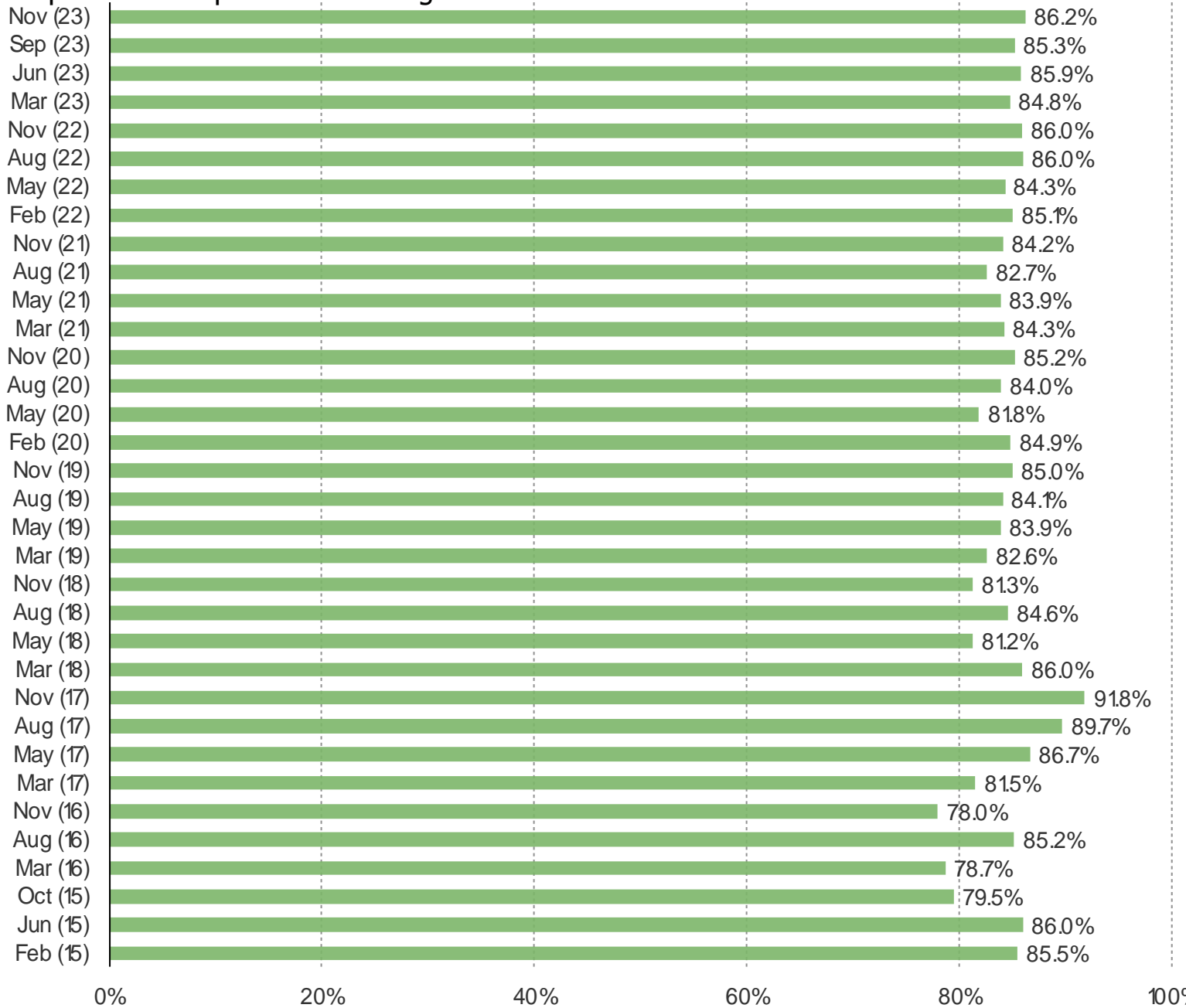
AROUND WHAT PERCENTAGE OF ALL THE GAMES THAT YOU BUY DO YOU PURCHASE THROUGH GAMESTOP?

This question was posed to the target audience.



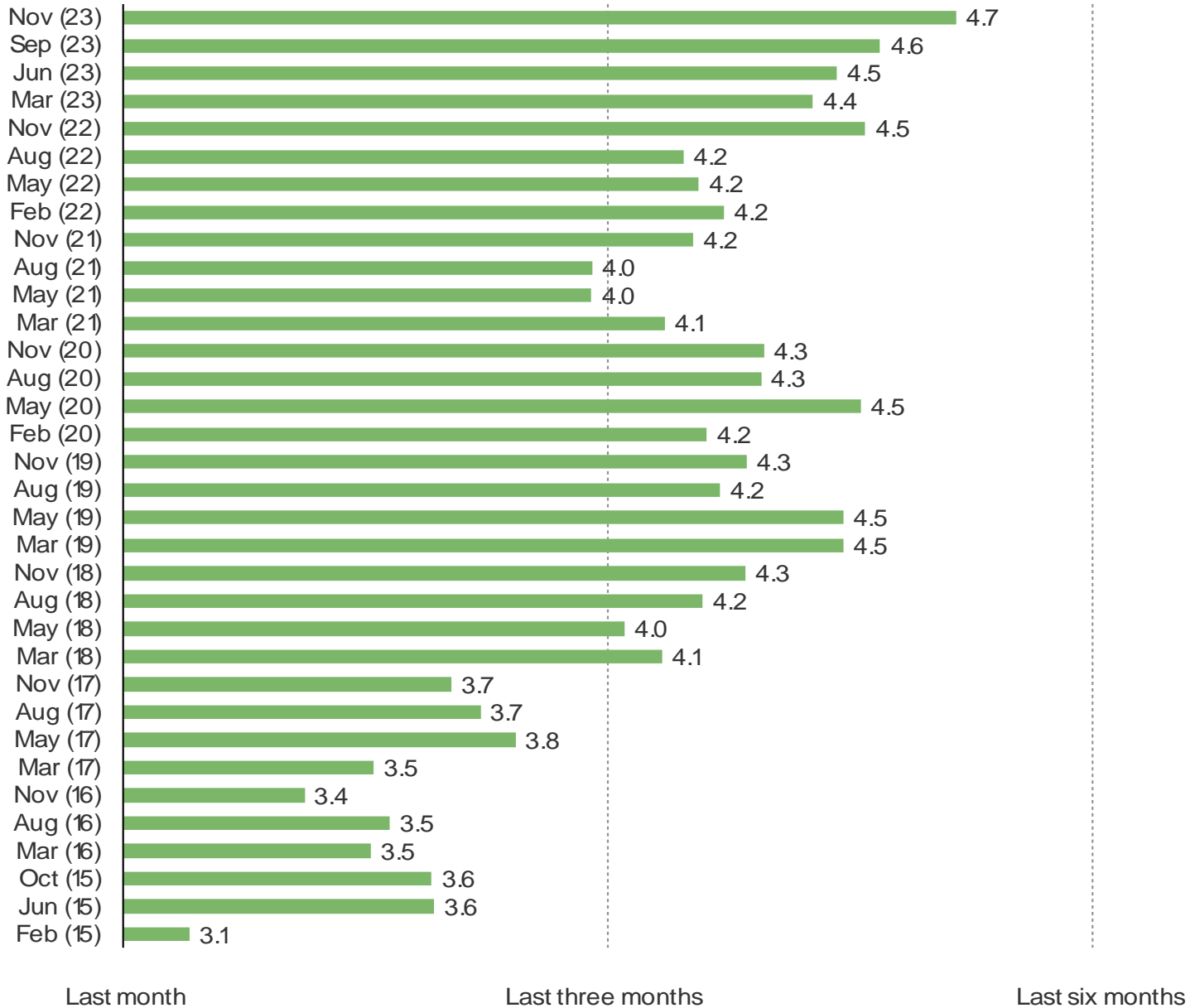
HAVE YOU EVER SHOPPED AT A GAMESTOP STORE OR AT GAMESTOP ONLINE?

This question was posed to the target audience.



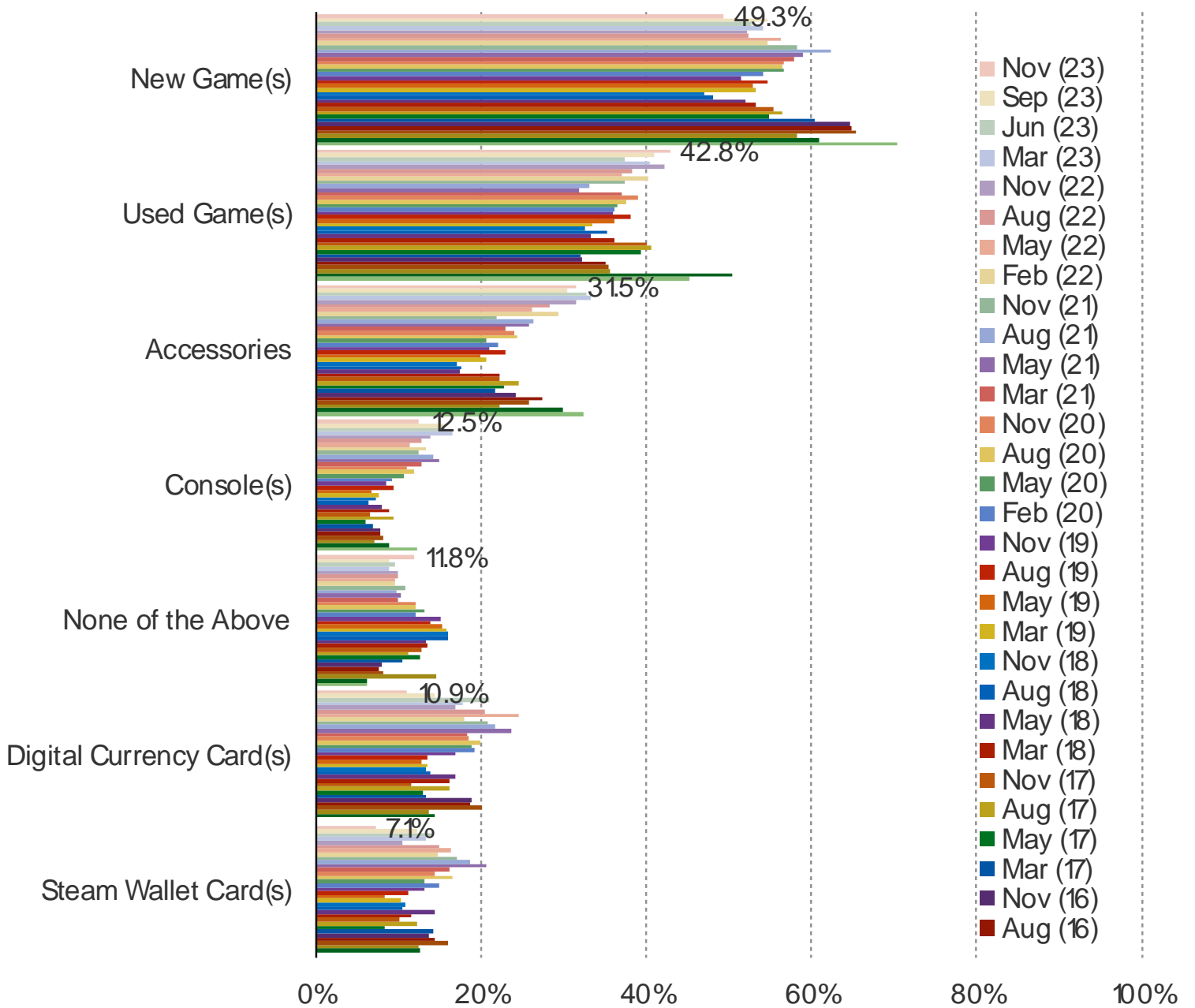
WHEN IS THE LAST TIME THAT YOU PURCHASED SOMETHING AT A GAMESTOP STORE?

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



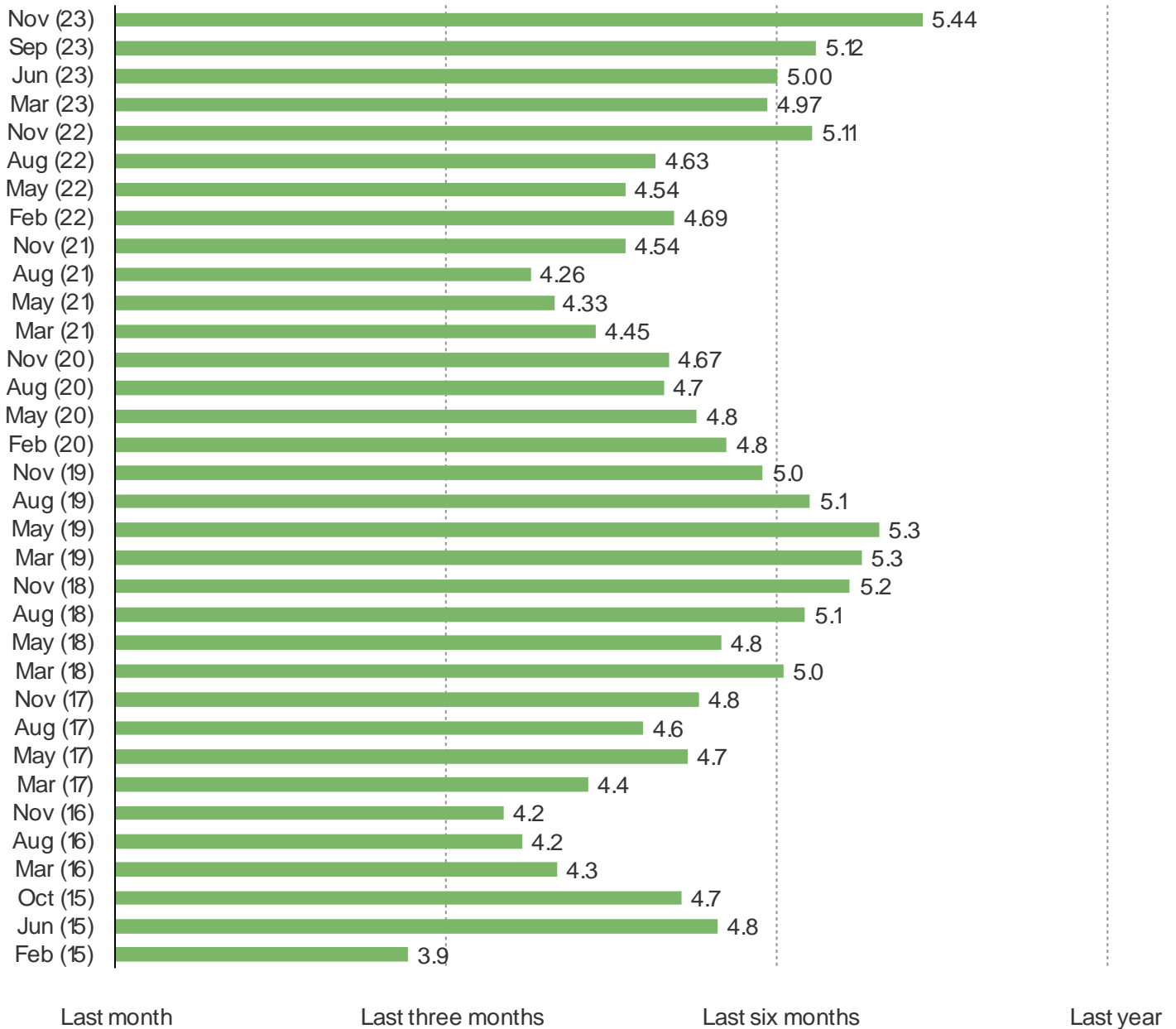
WHAT DID YOU BUY WHEN YOU MOST RECENTLY VISITED GAMESTOP STORES?

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



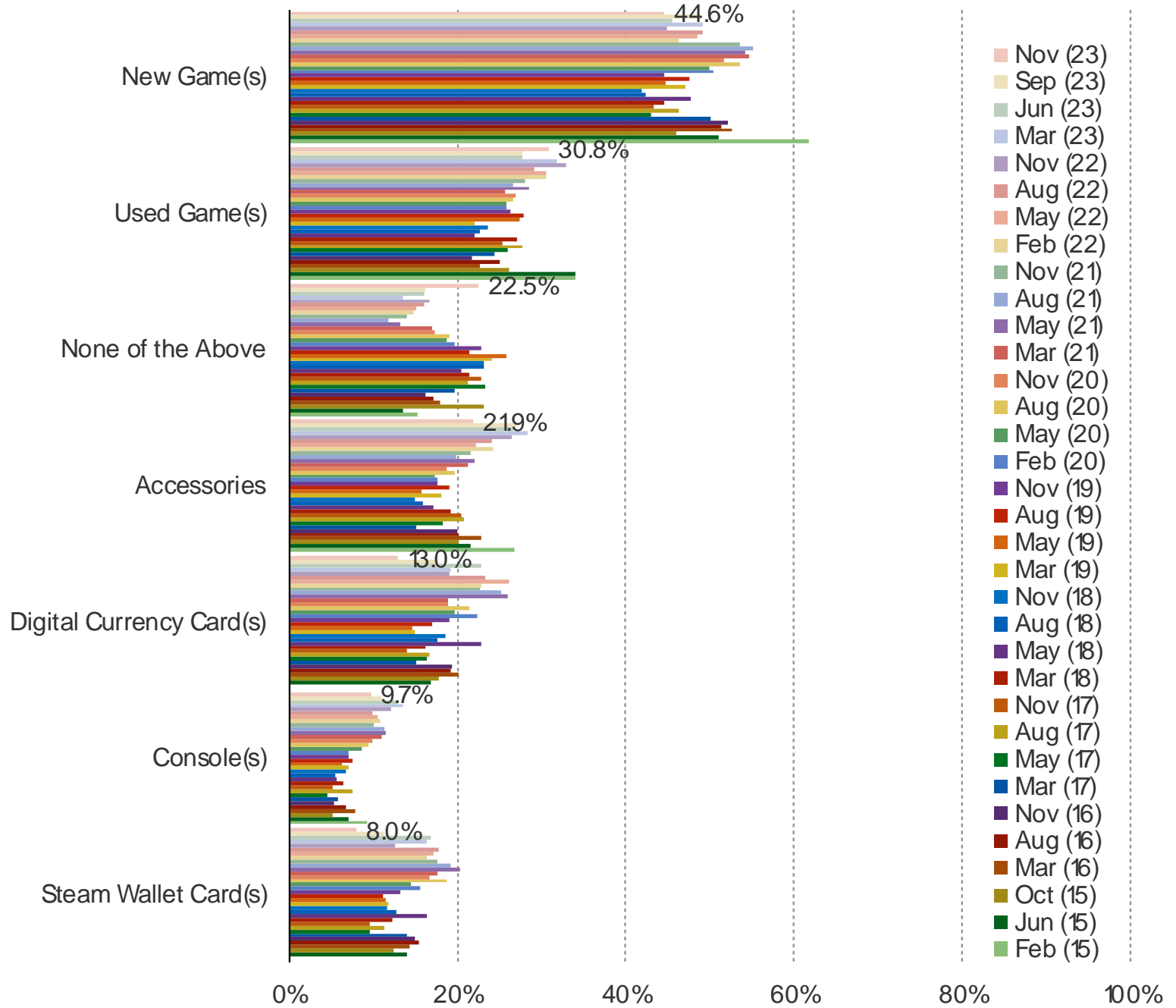
WHEN IS THE LAST TIME THAT YOU PURCHASED SOMETHING ONLINE AT GAMESTOP?

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



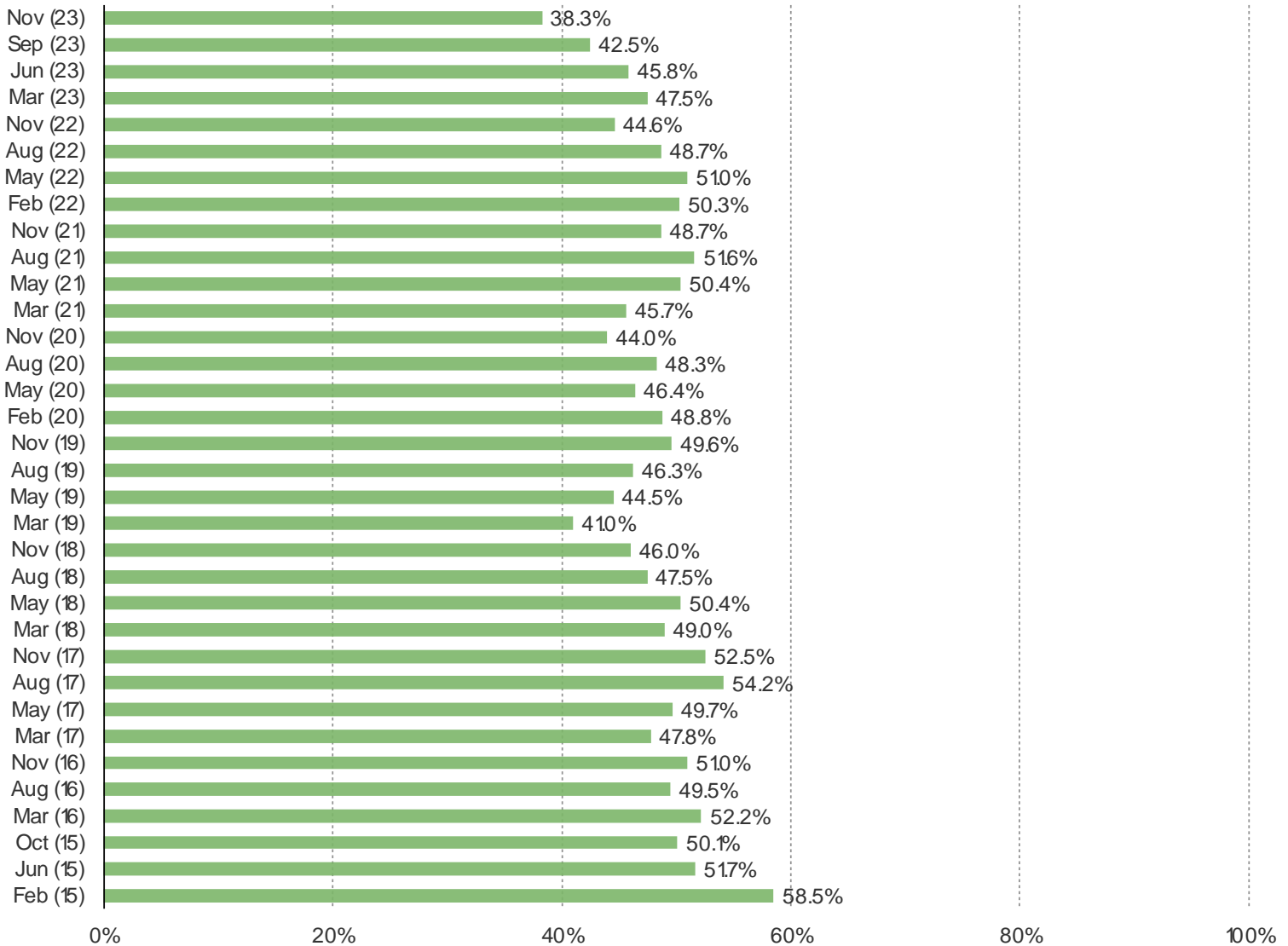
WHAT DID YOU BUY WHEN YOU LAST PURCHASED SOMETHING AT GAMESTOP ONLINE?

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



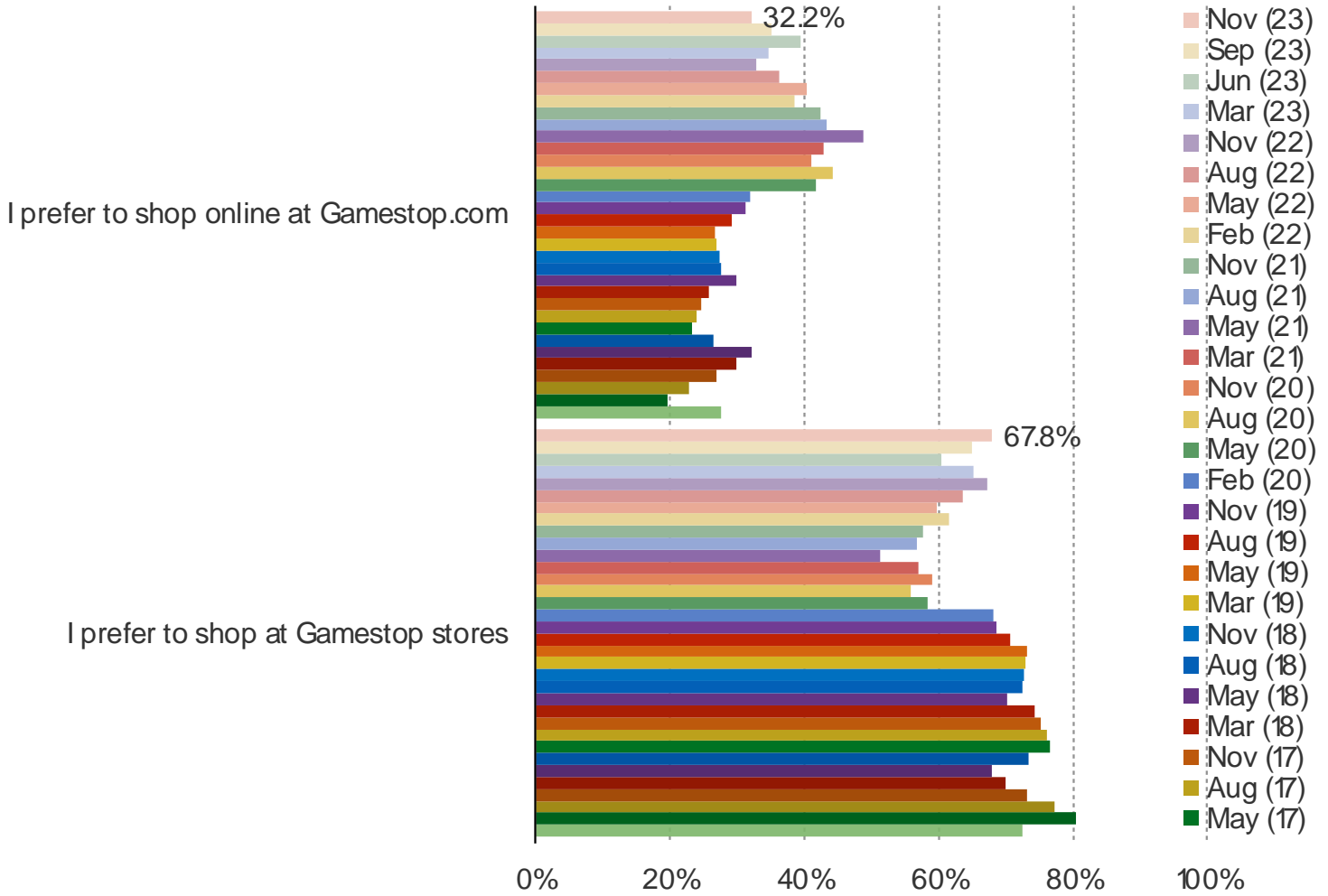
ARE YOU A GAMESTOP POWERUP REWARDS MEMBER?

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



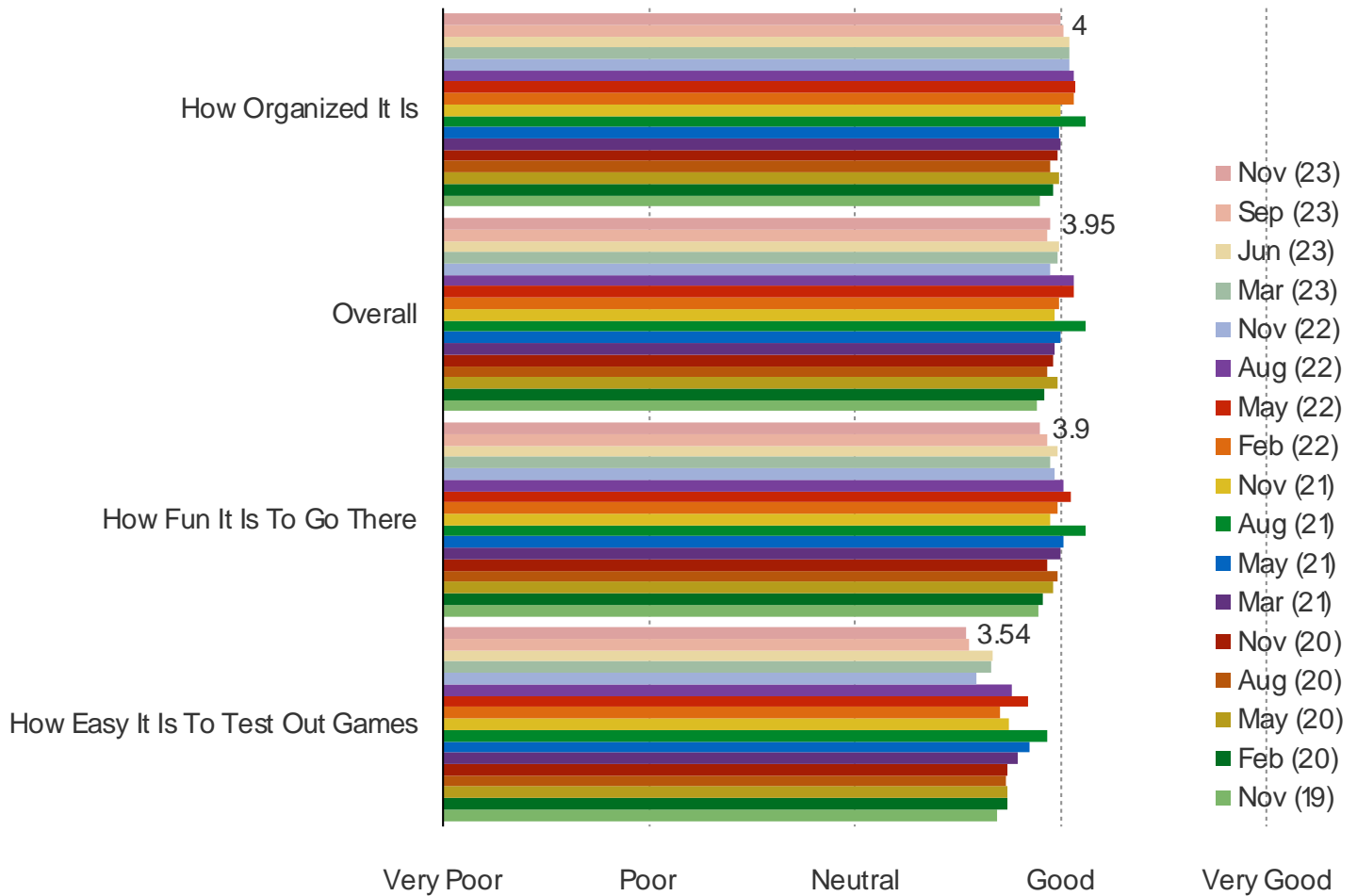
DO YOU PREFER TO SHOP AT GAMESTOP STORES OR AT GAMESTOP ONLINE?

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



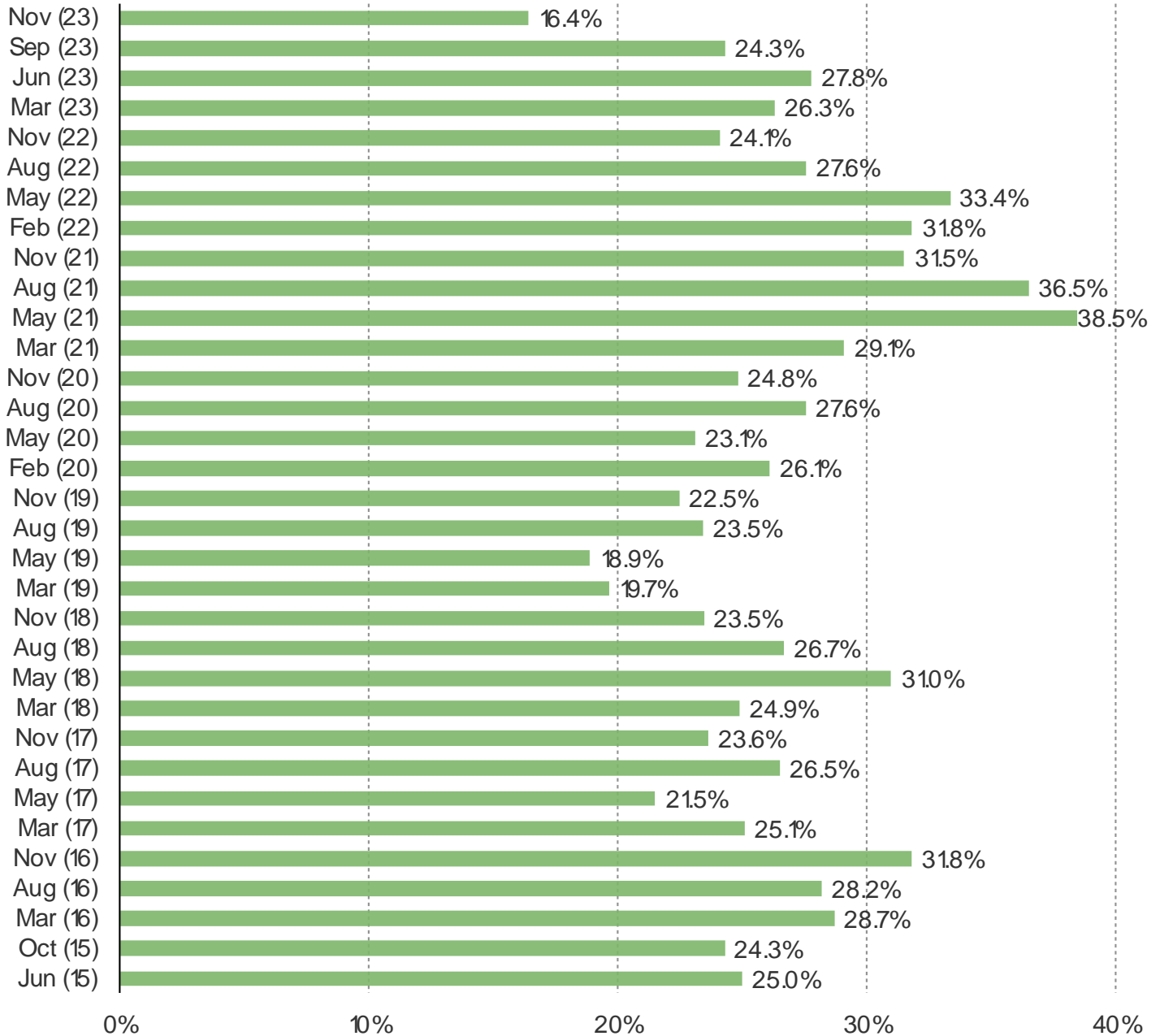
HOW WOULD YOU RATE THE IN-STORE SHOPPING EXPERIENCE AT GAMESTOP?

Posed to those who have ever shopped at GameStop Stores



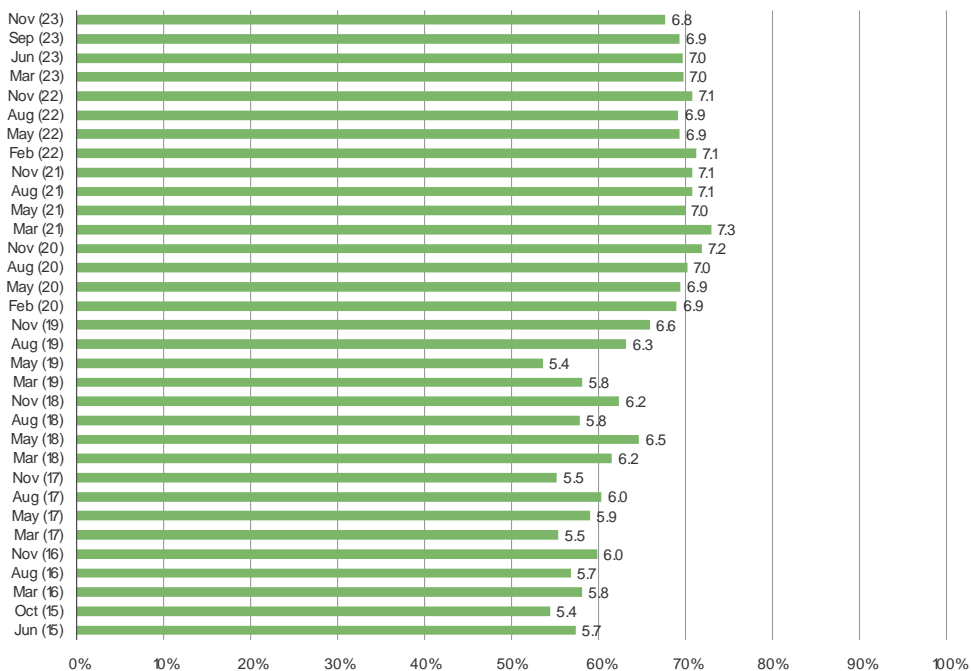
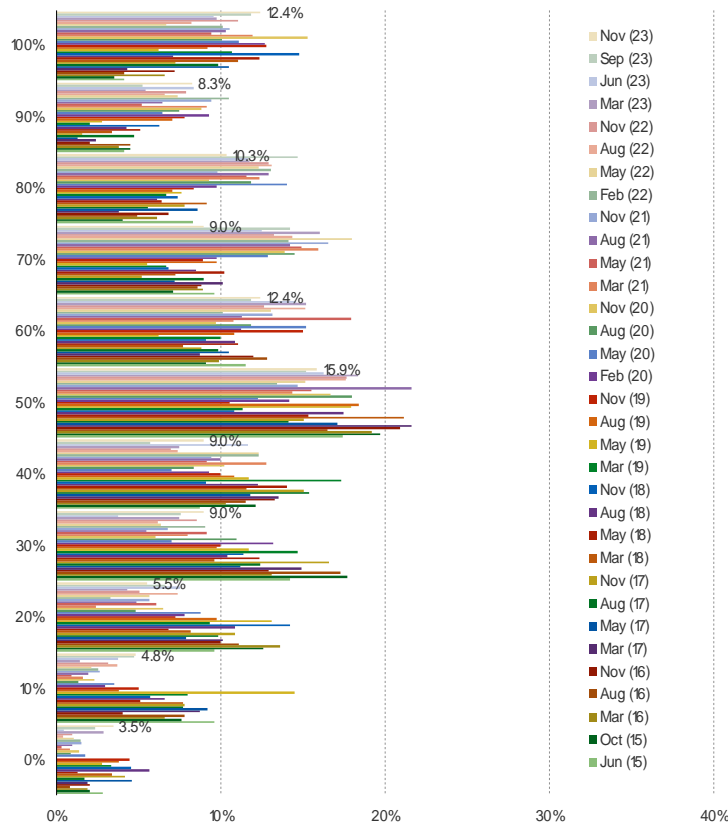
DO YOU HAVE A GAMESTOP POWER-UP REWARDS CREDIT CARD?

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?

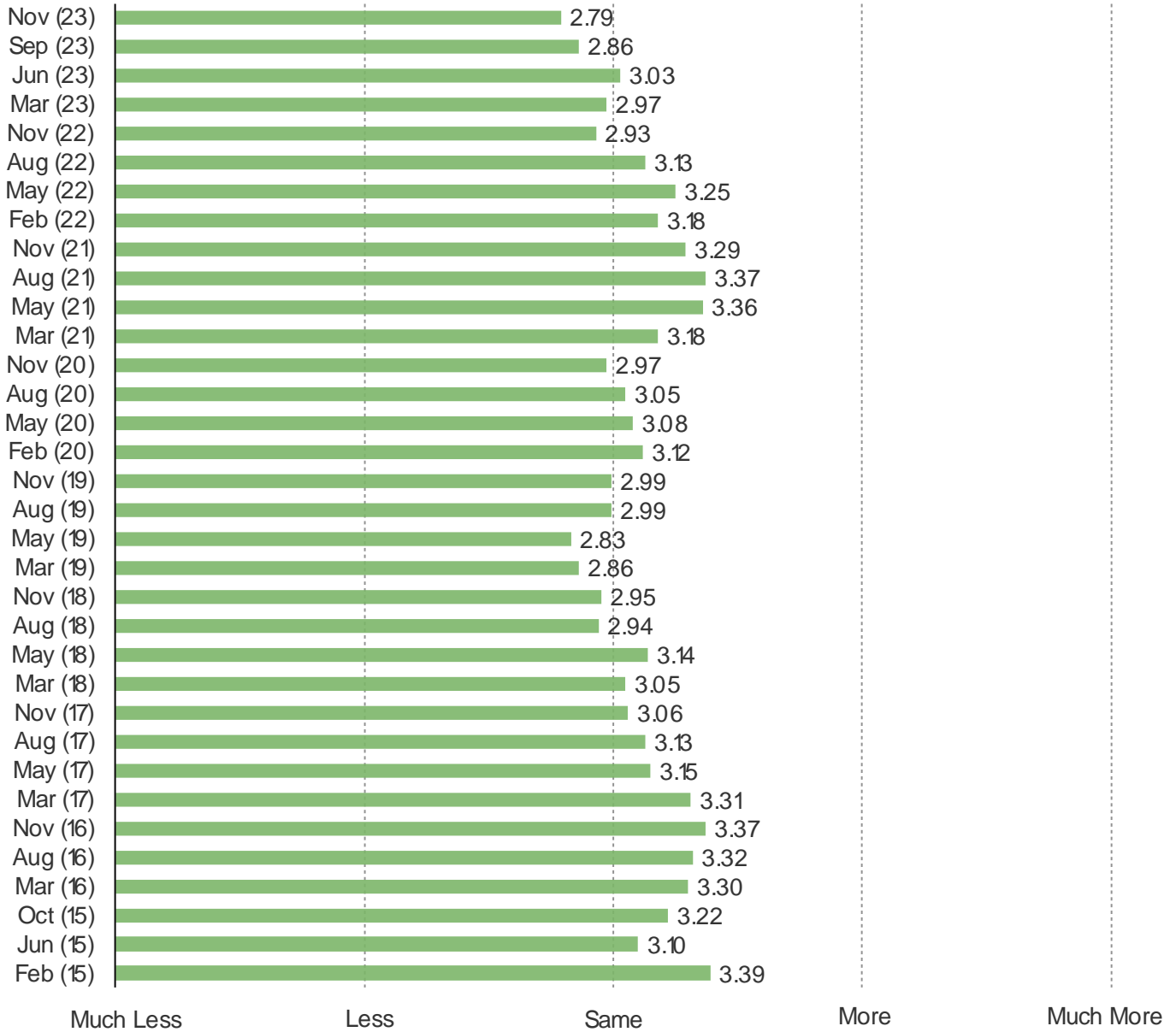
Posed to those who have ever shopped at GameStop Stores or GameStop Online.



Video Games

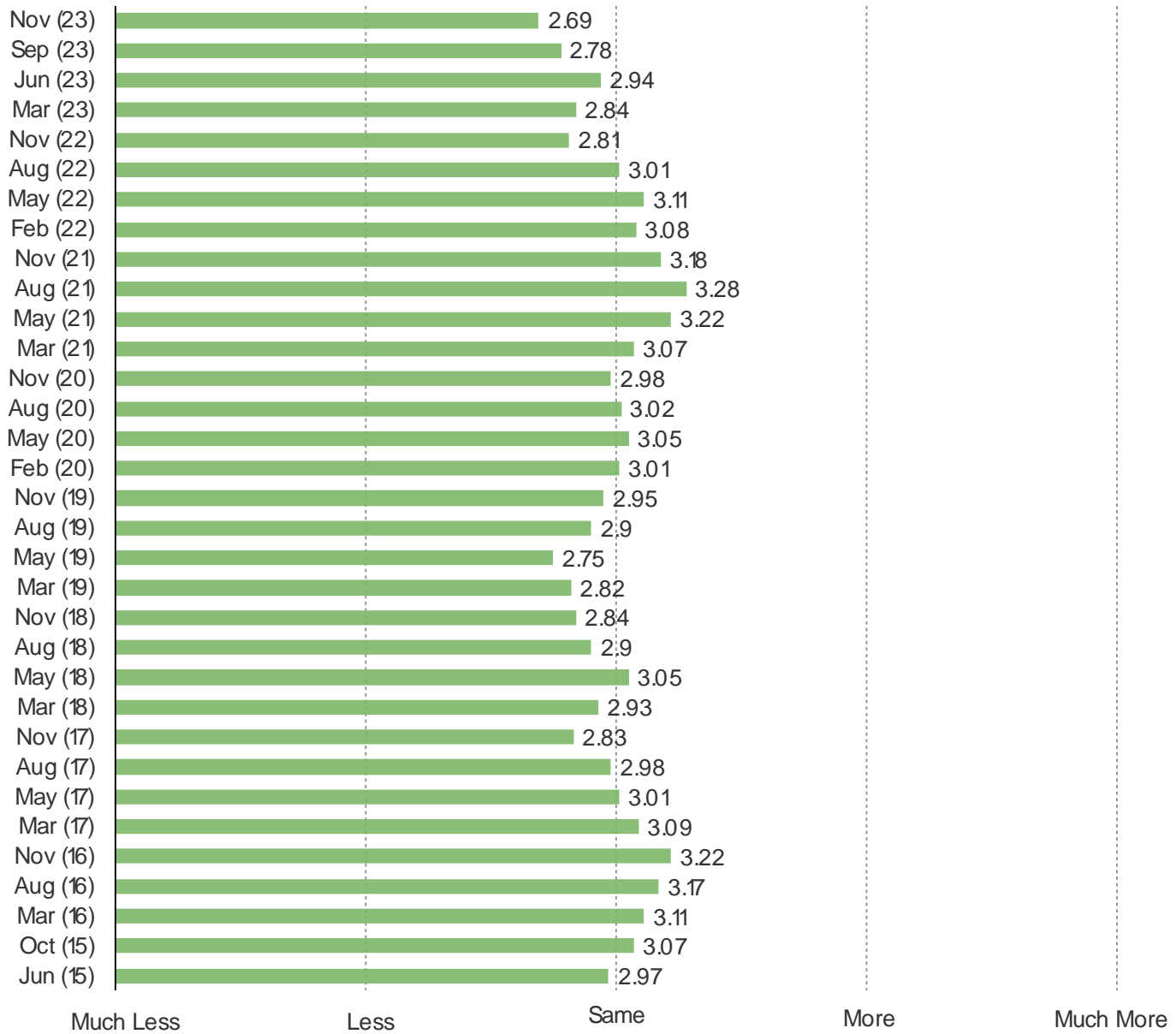
HOW DO YOU COMPARE THE AMOUNT OF SHOPPING YOU CURRENTLY DO AT GAMESTOP WITH THE AMOUNT ONE YEAR AGO?

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



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

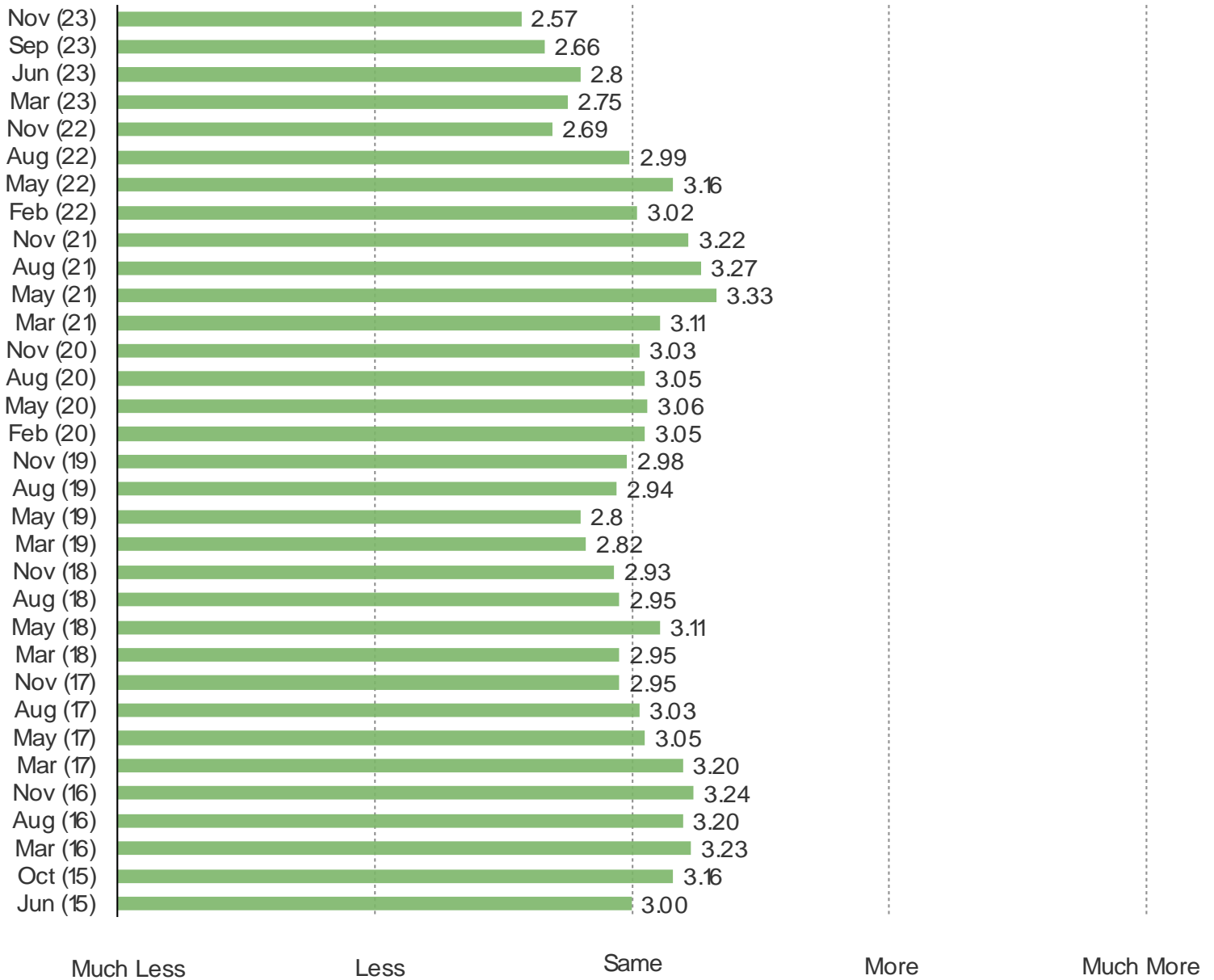
Posed to those who have ever shopped at GameStop Stores or GameStop Online.



Video Games

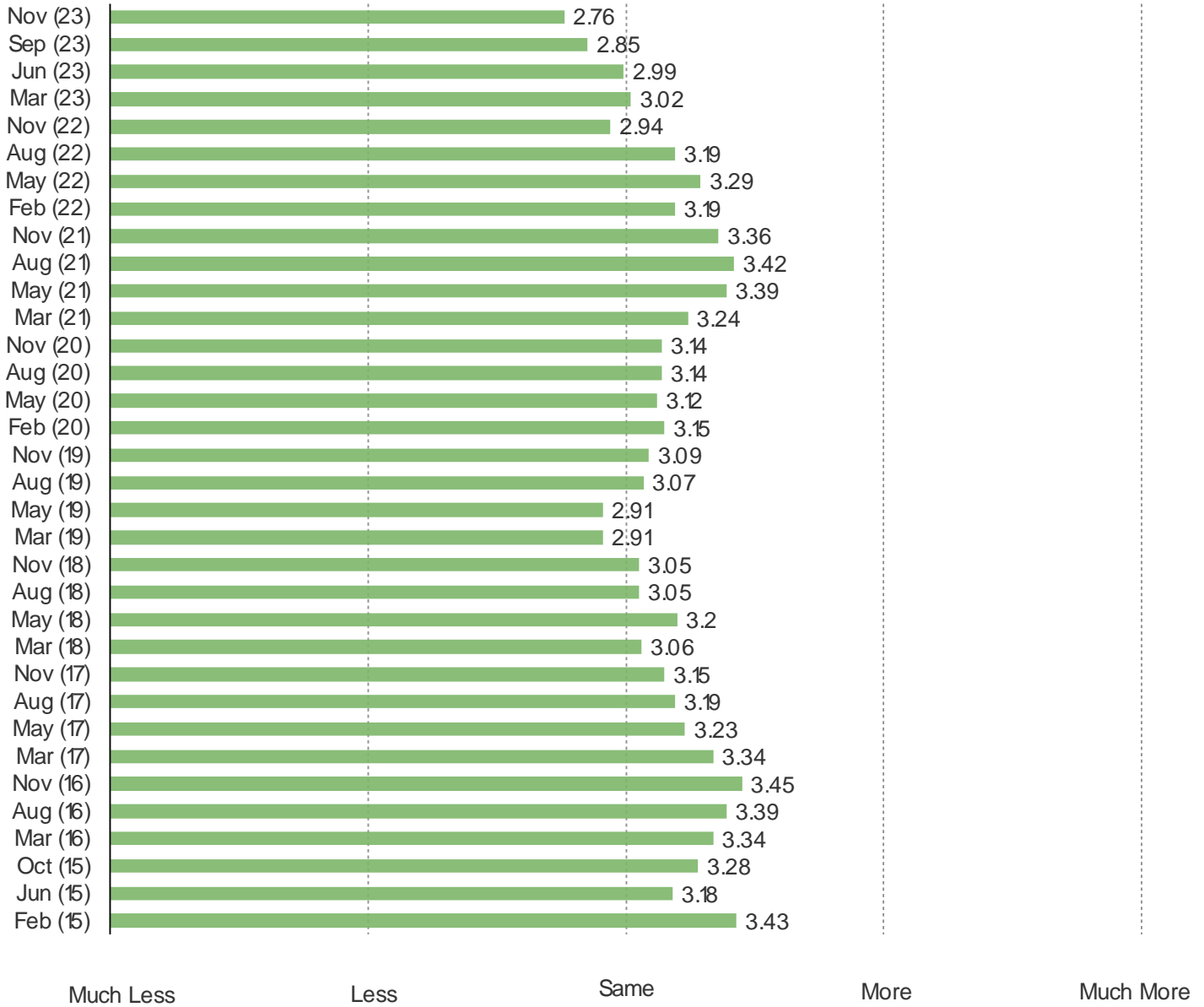
HAS THE ABILITY TO DOWNLOAD GAMES DIGITALLY IMPACTED THE AMOUNT OF MONEY YOU SPEND AT GAMESTOP?

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



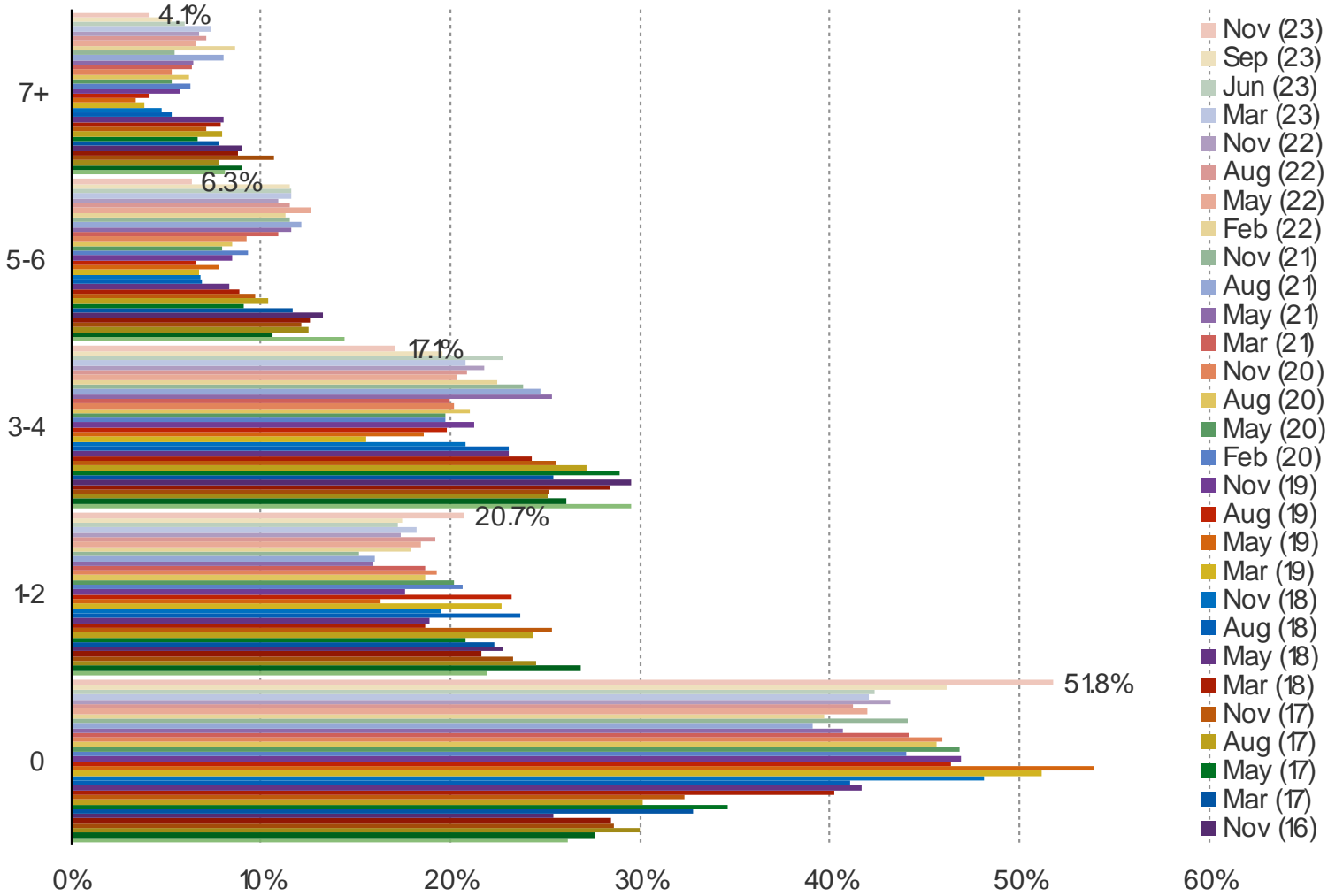
HOW MUCH DO YOU EXPECT TO SHOP AT GAMESTOP IN THE NEXT TWELVE MONTHS?

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



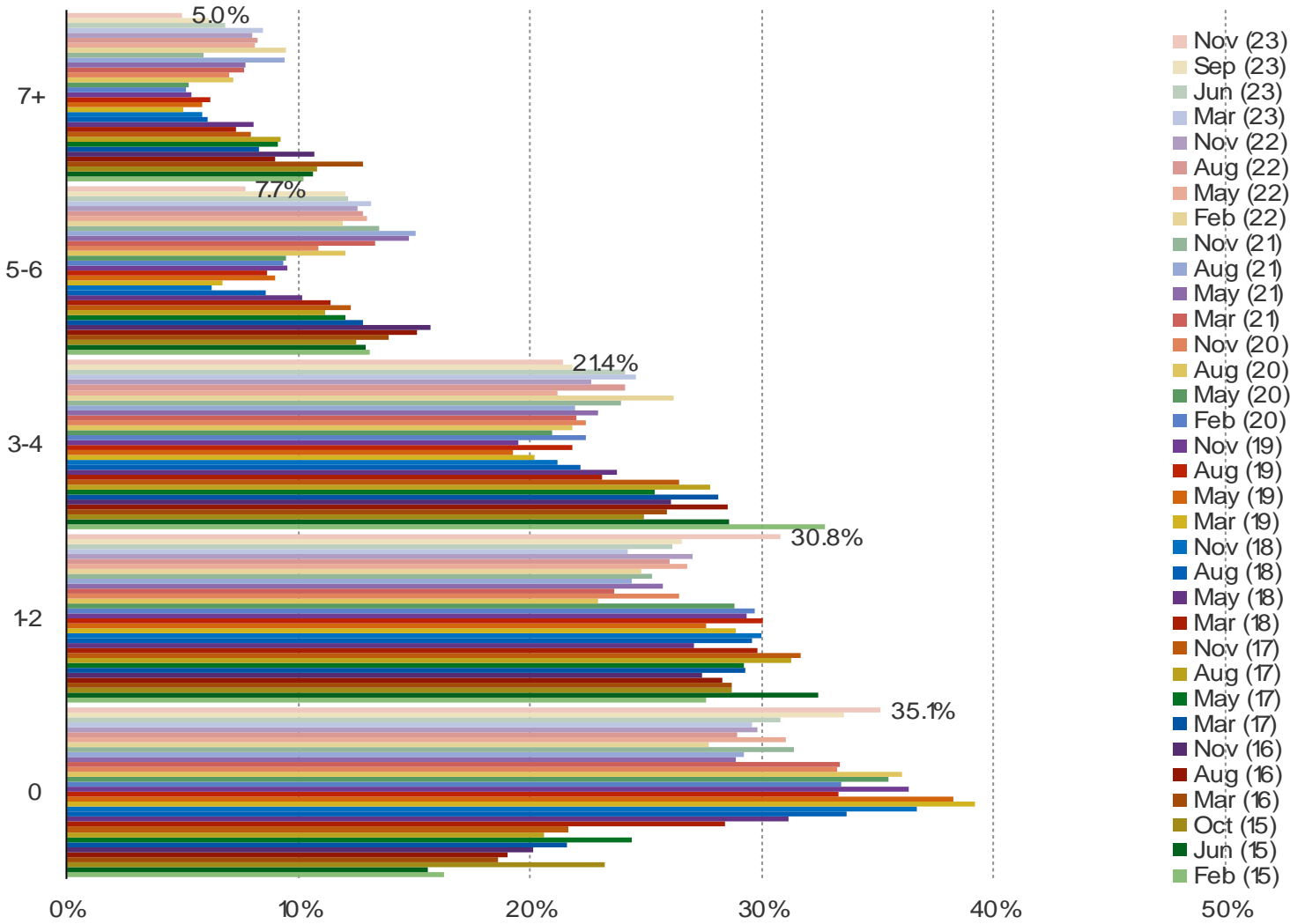
HOW MANY USED GAMES HAVE YOU SOLD TO GAMESTOP IN THE PAST 12 MONTHS?

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?

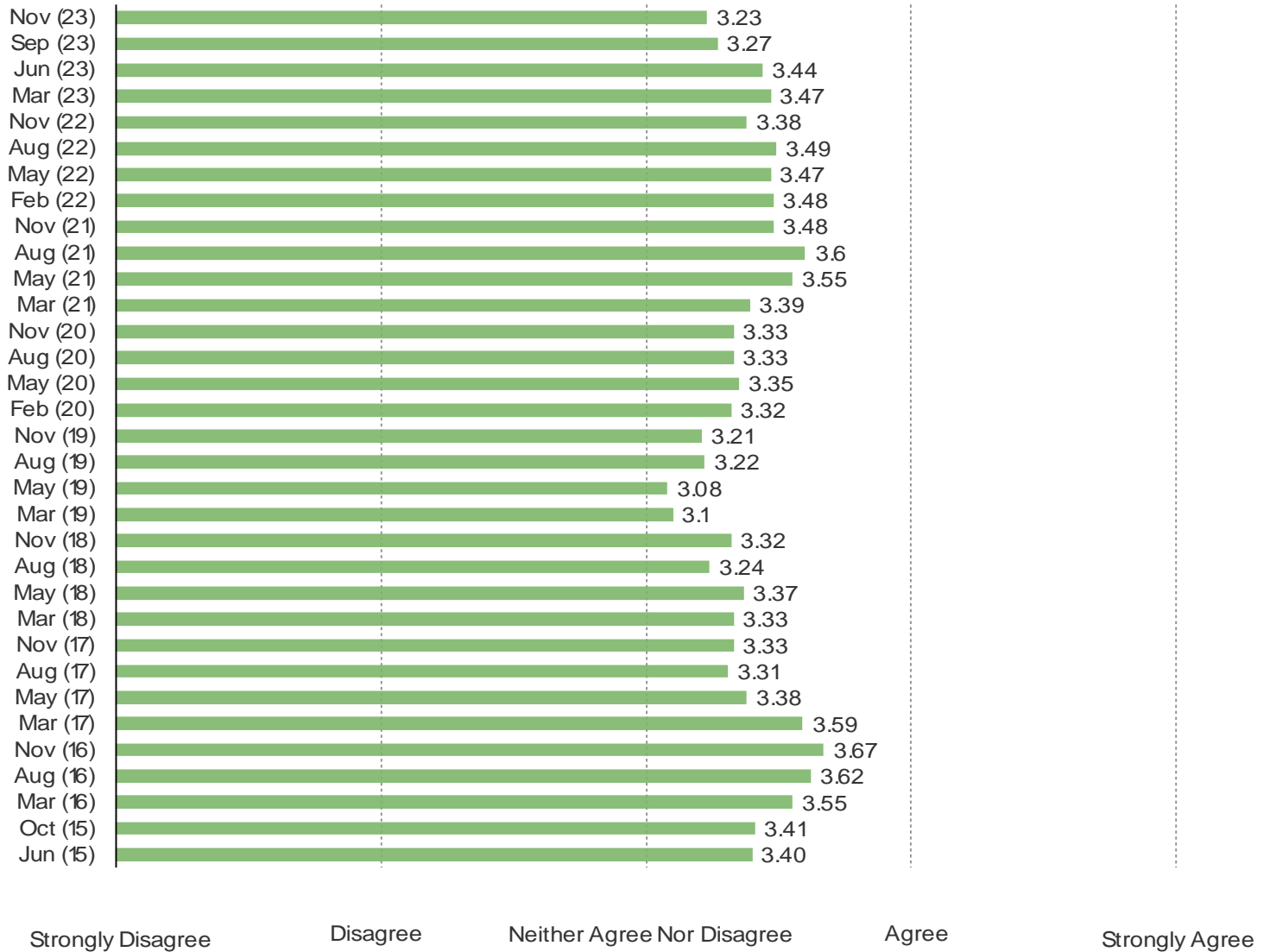
Posed to those who have ever shopped at GameStop Stores or GameStop Online.



Video Games

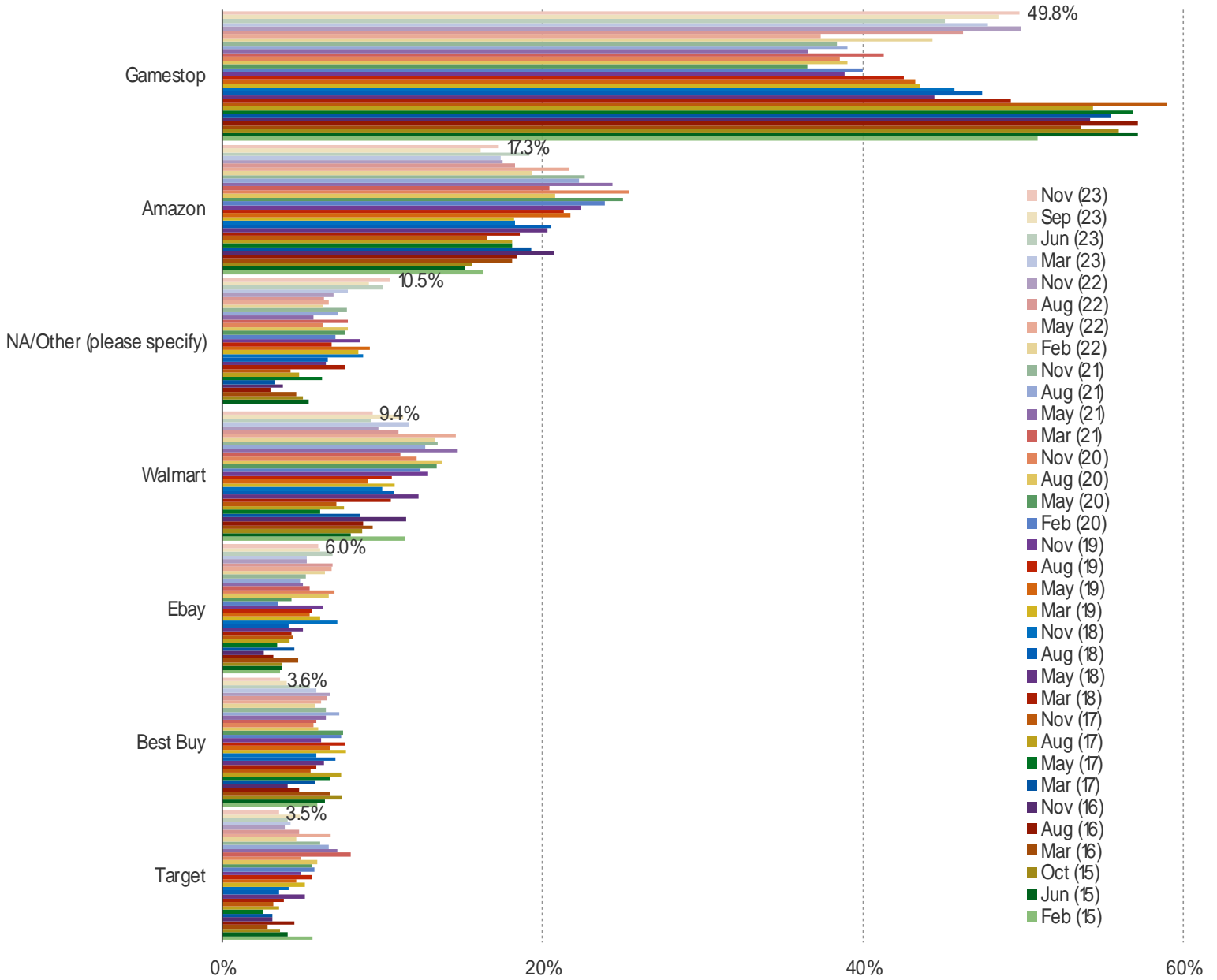
“I RELY ON THE KNOWLEDGE OF GAMESTOP STORE ASSOCIATES AS PART OF MY VIDEO GAME BUYING, SELLING, DOWNLOADING, AND PLAYING EXPERIENCE.”

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.

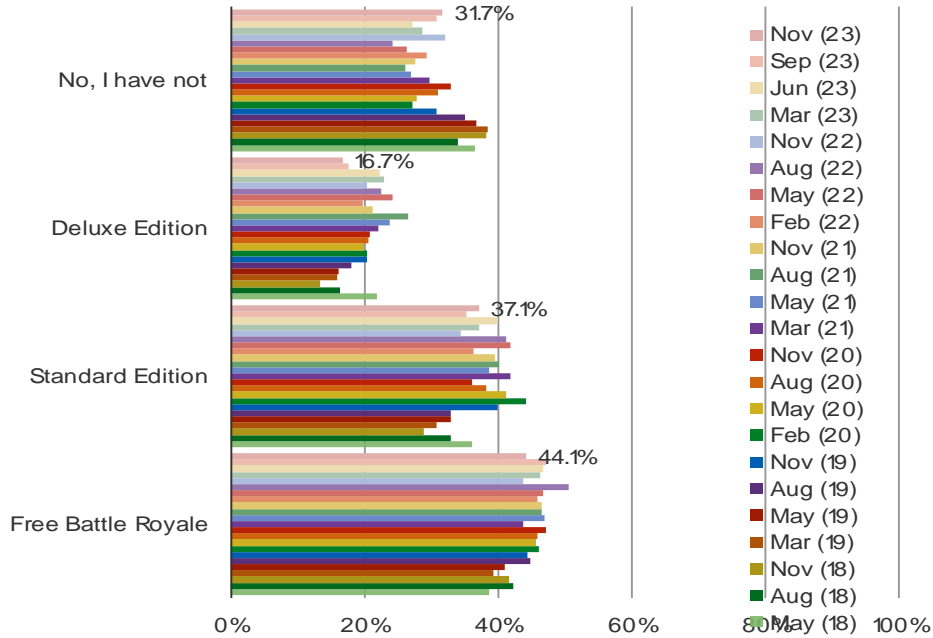


It's In The Game

FORTNITE

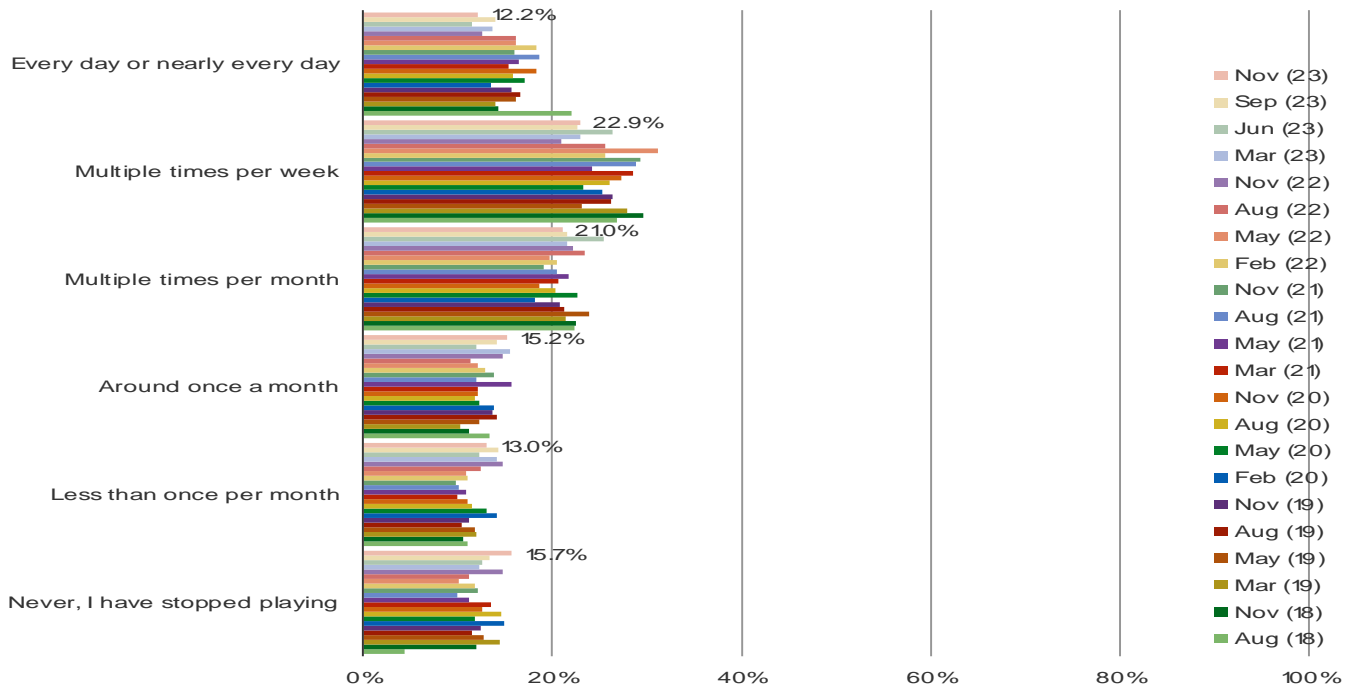
HAVE YOU PLAYED FORTNITE? (SELECT ALL THAT APPLY)

This question was posed to the target audience.



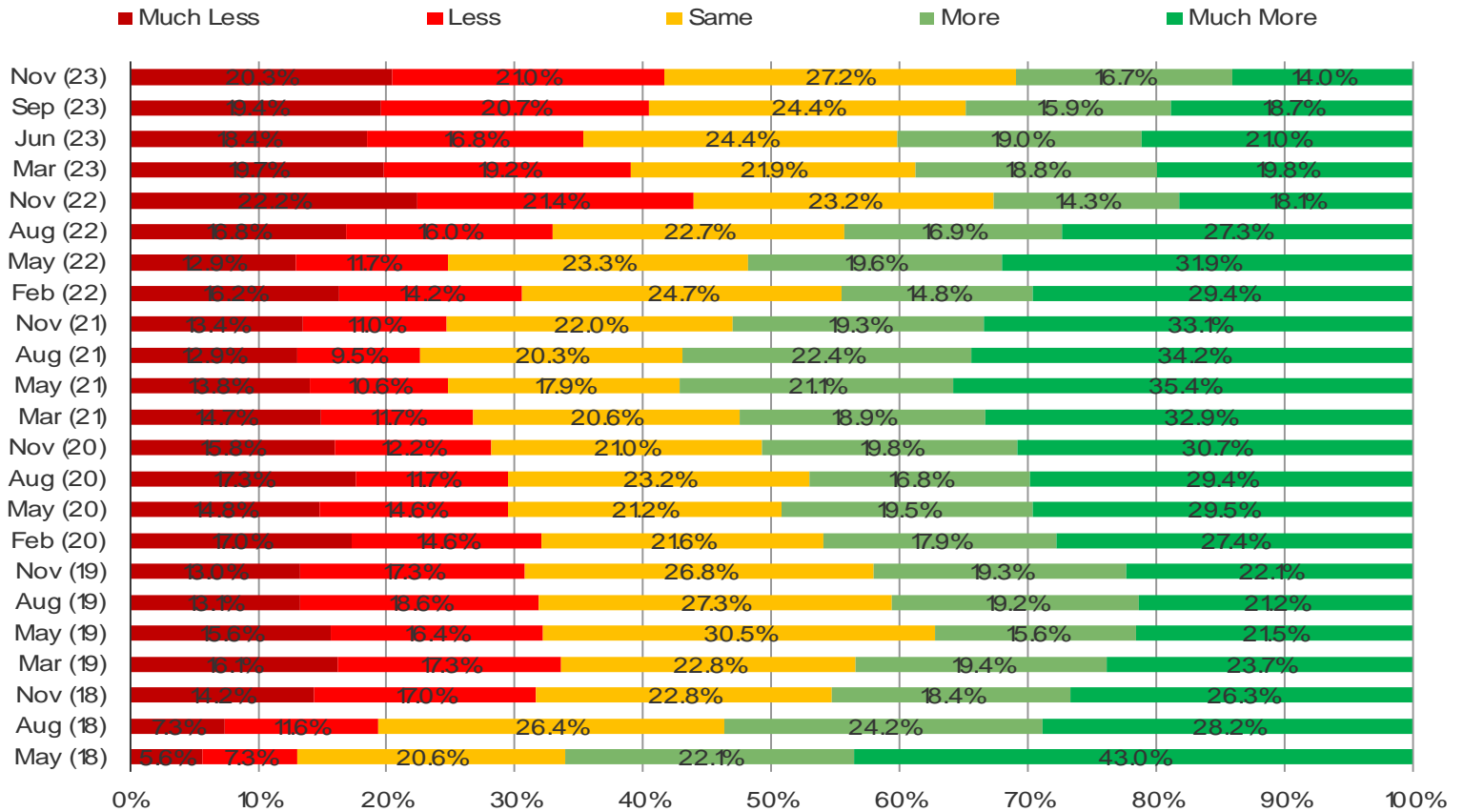
HOW OFTEN DO YOU CURRENTLY PLAY FORTNITE?

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.

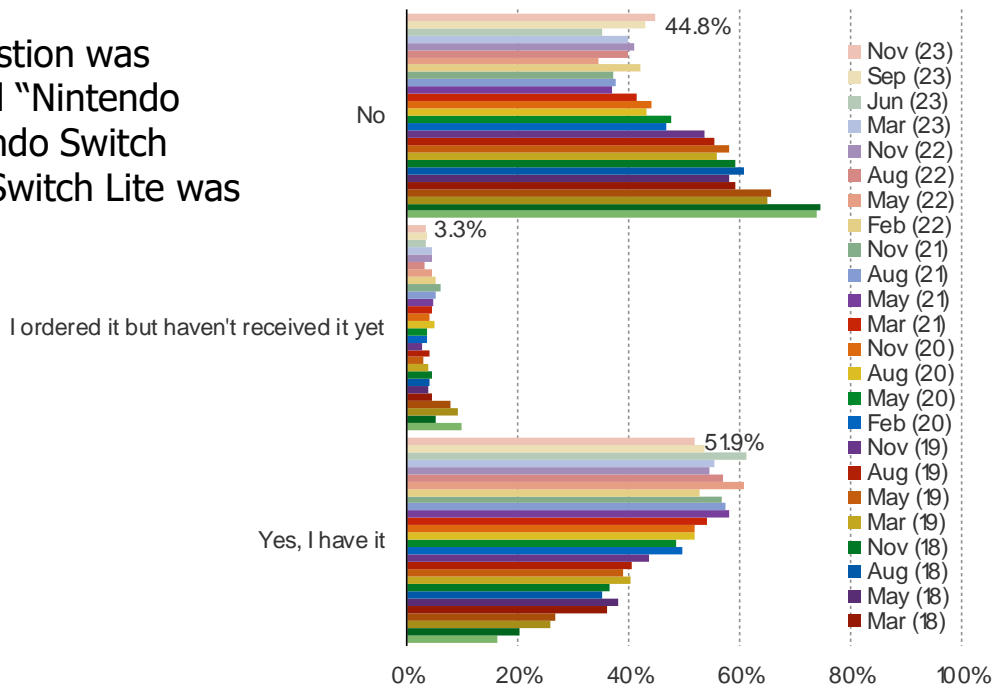


CONSOLES: NINTENDO SWITCH

DO YOU OWN A NINTENDO SWITCH OR SWITCH LITE?

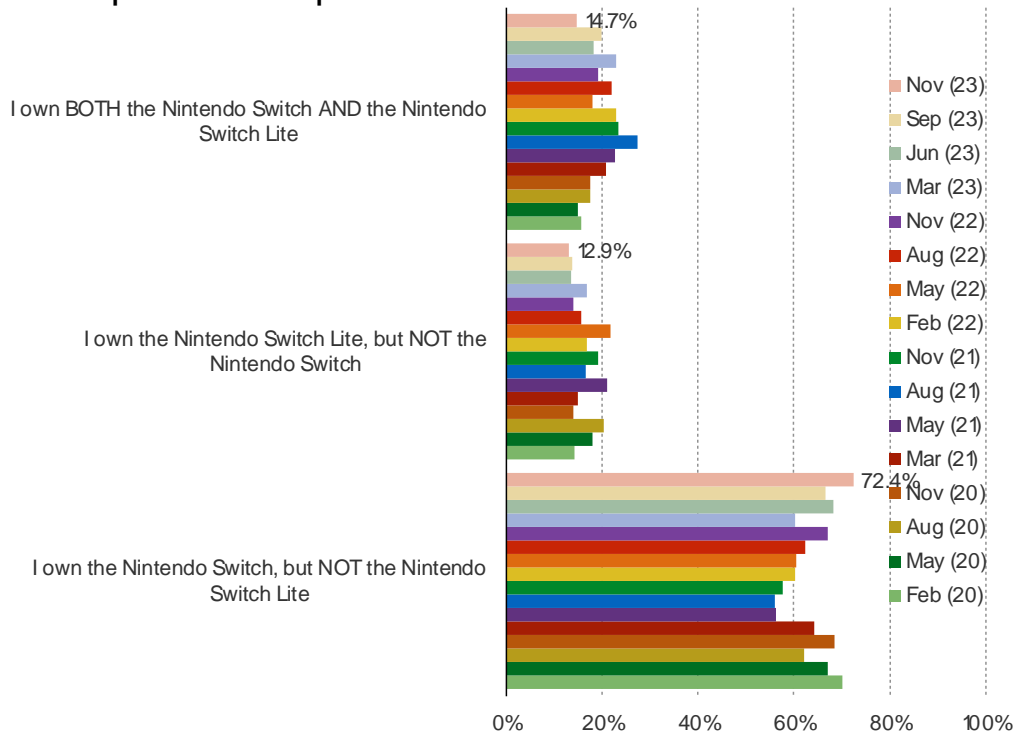
This question was posed to the target audience.

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



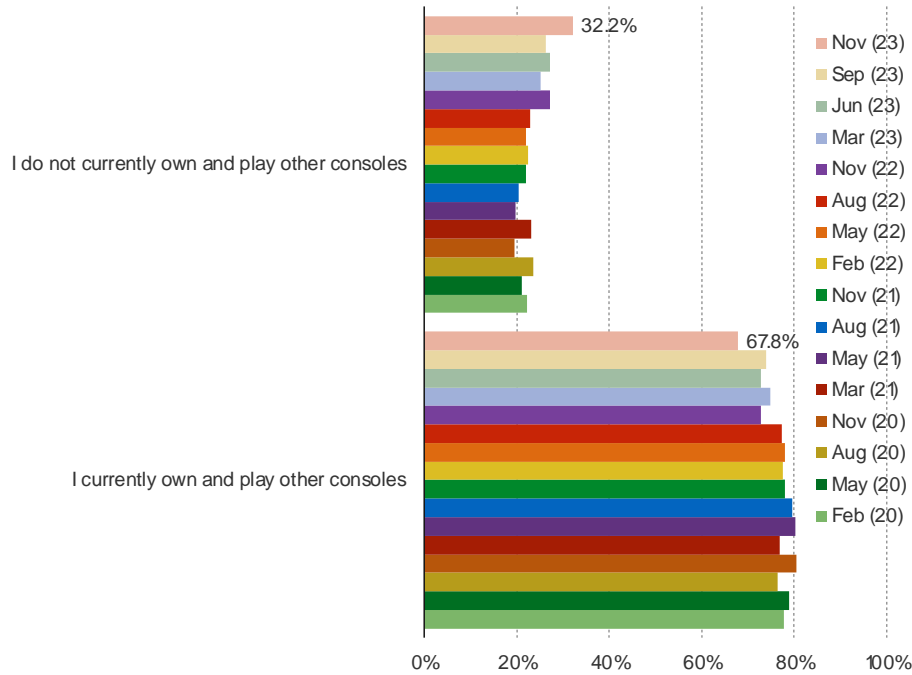
WHICH OF THE FOLLOWING BEST DESCRIBES YOU?

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



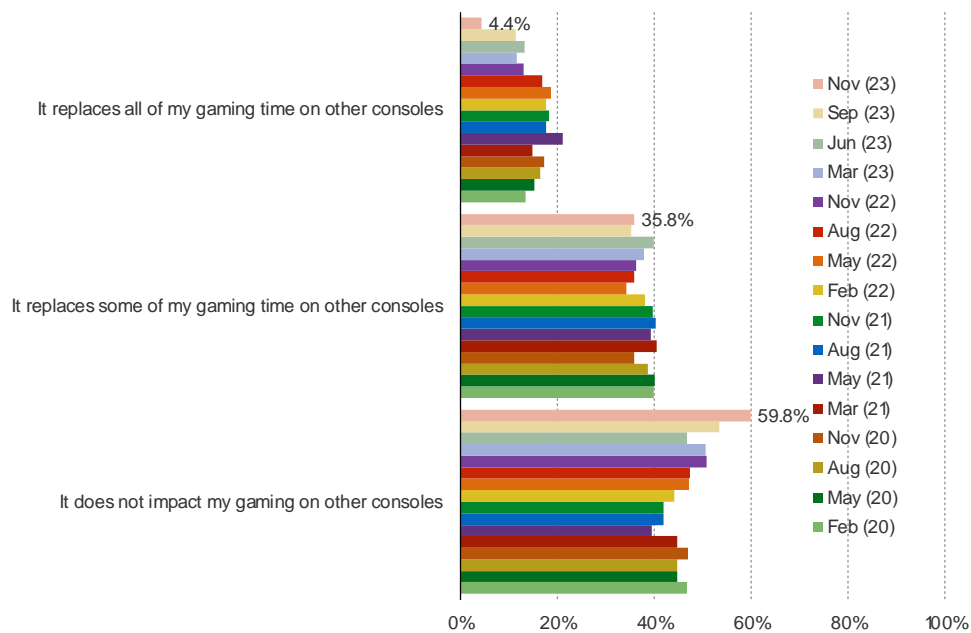
DO YOU CURRENTLY OWN / PLAY ANY OTHER CONSOLES OTHER THAN THE SWITCH / SWITCH LITE?

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



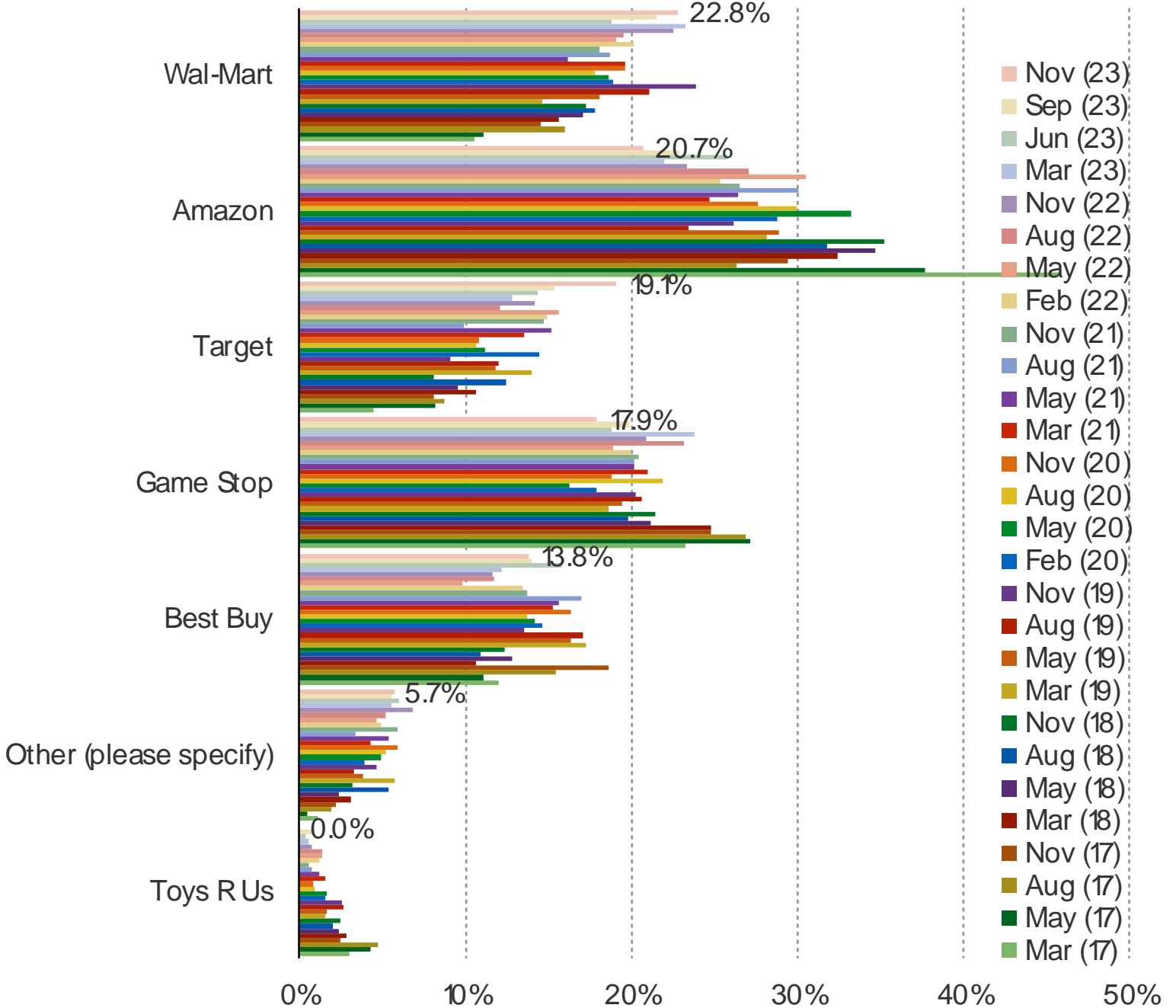
DOES THE SWITCH / SWITCH LITE REPLACE / TAKEAWAY GAMING ON OTHER CONSOLES?

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



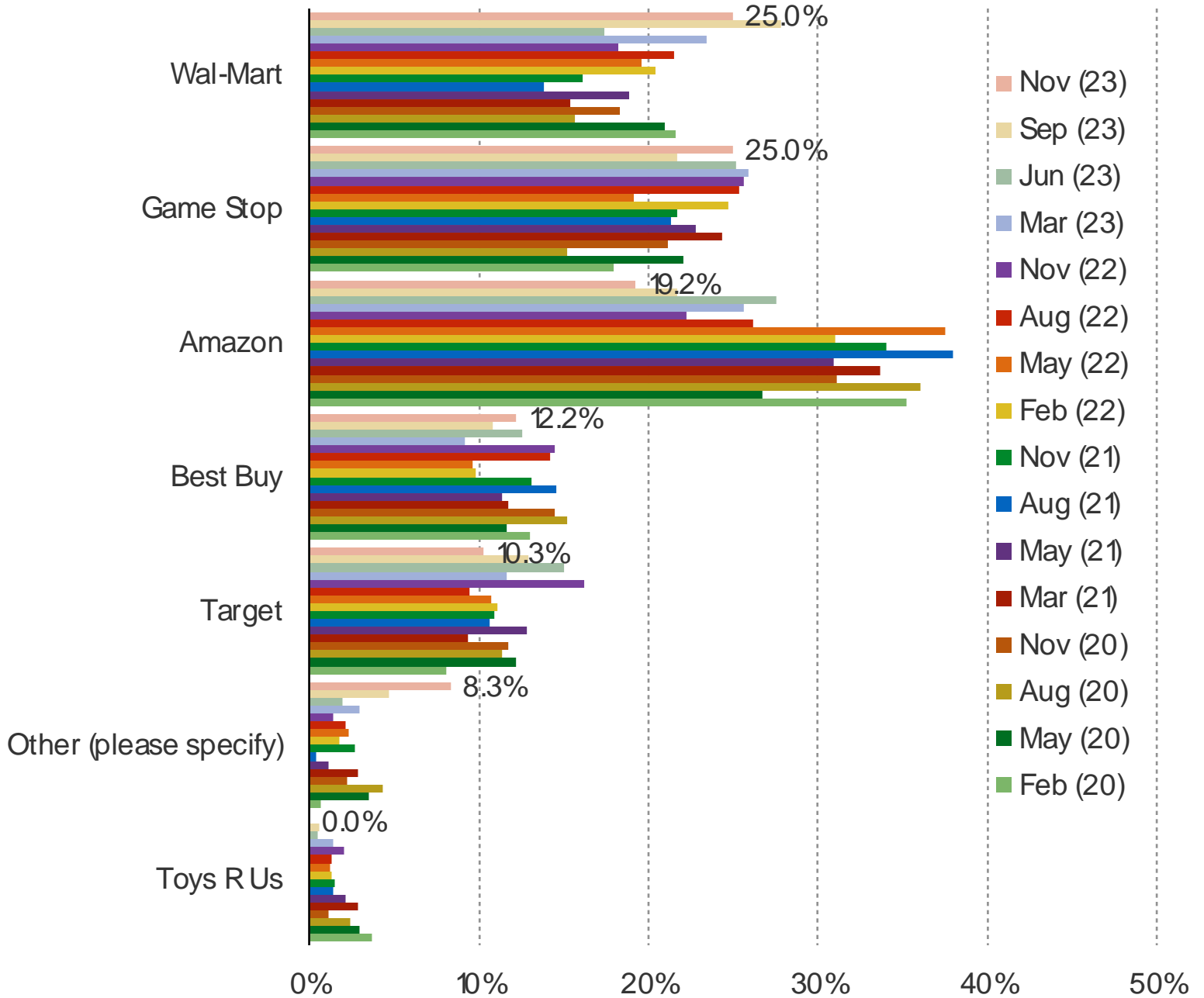
WHERE DID YOU BUY / ORDER THE SWITCH?

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



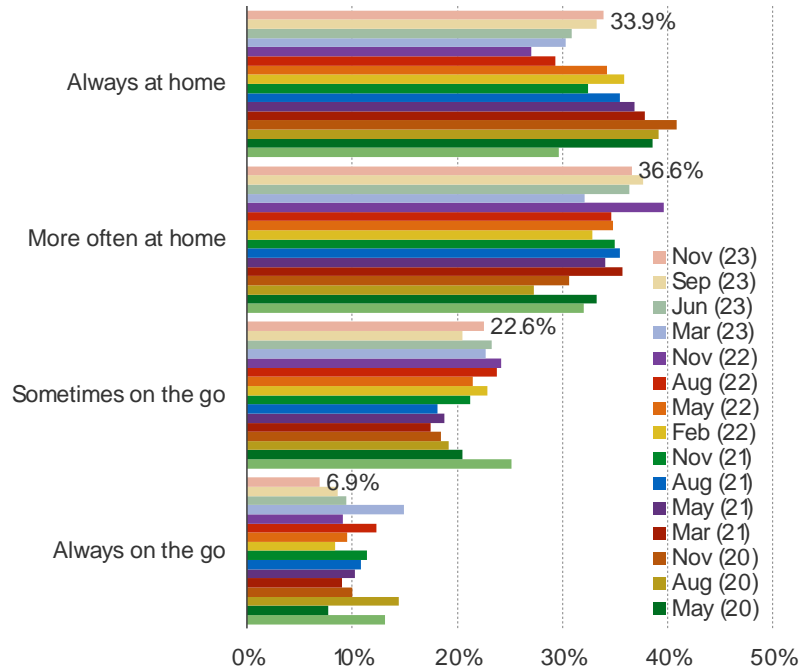
WHERE DID YOU BUY / ORDER THE SWITCH LITE?

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



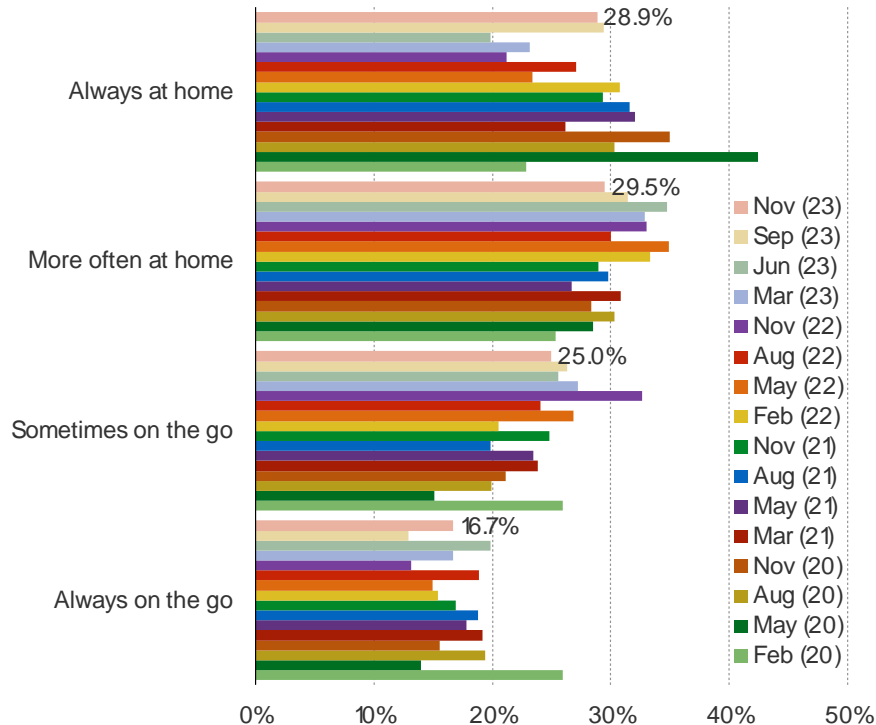
WHICH BEST DESCRIBES YOUR USAGE OF THE NINTENDO SWITCH? (NOT THE NINTENDO SWITCH LITE)

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



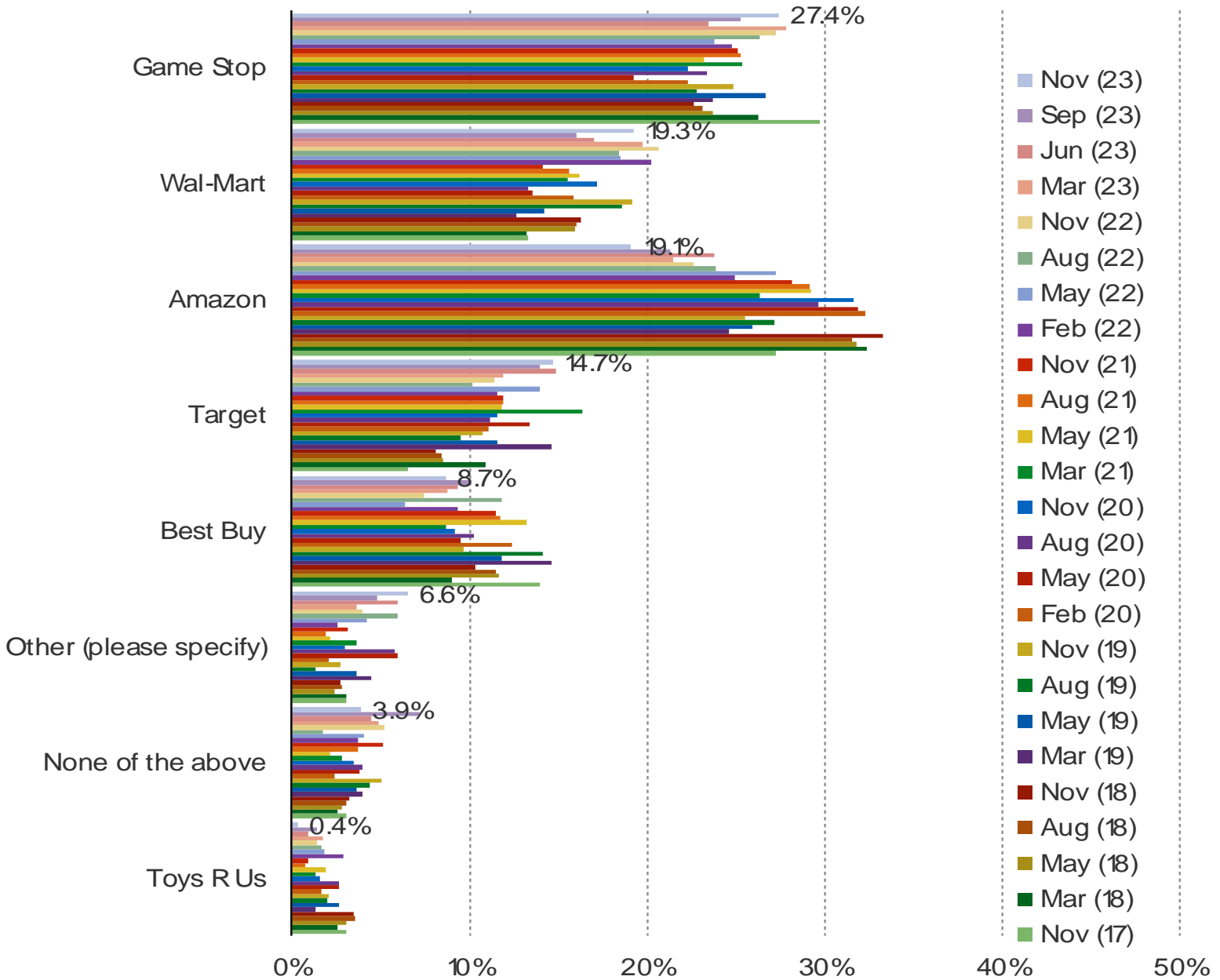
WHICH BEST DESCRIBES YOUR USAGE OF THE NINTENDO SWITCH LITE? (NOT THE NINTENDO SWITCH)

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



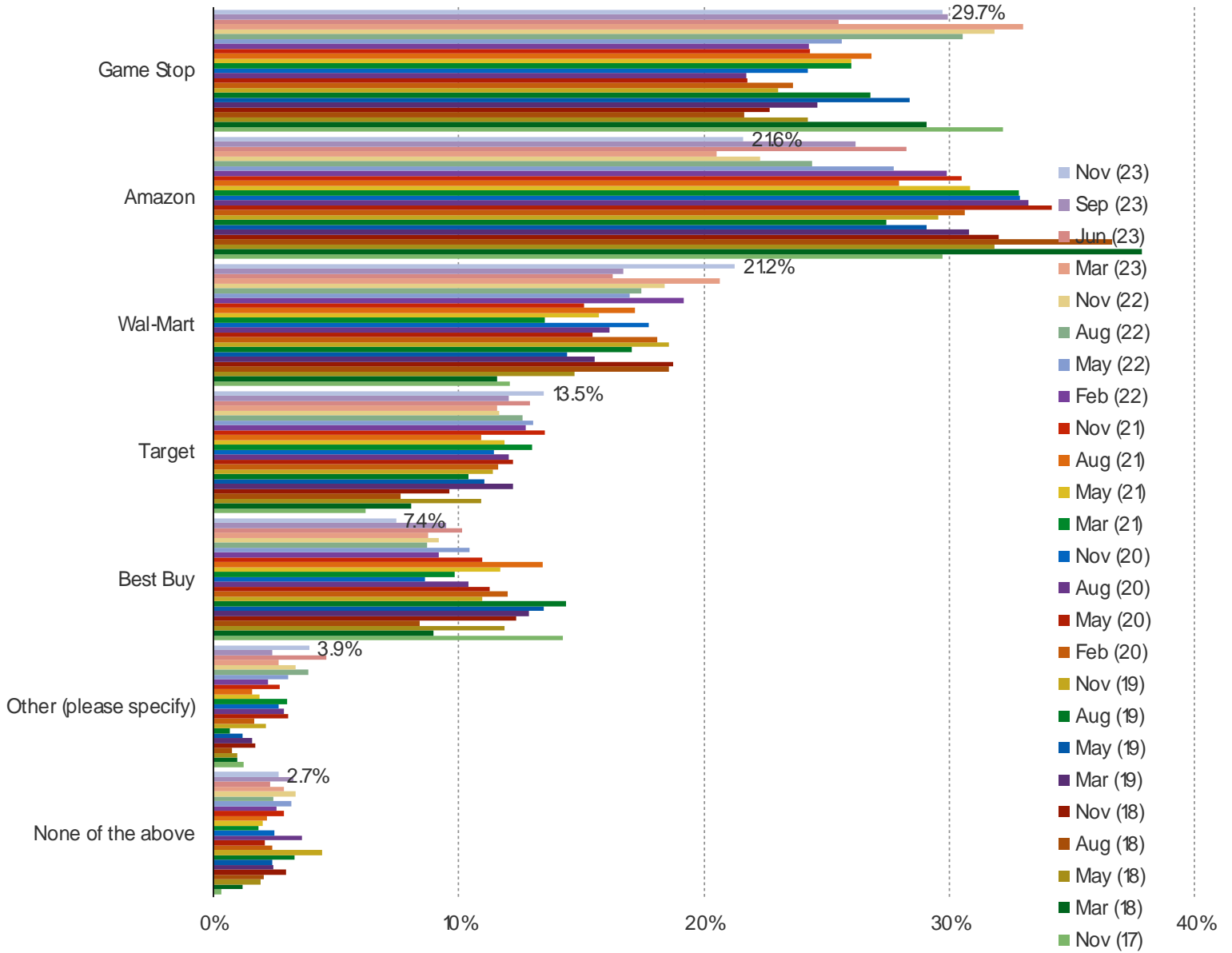
THINKING ABOUT THE LAST GAME YOU BOUGHT FOR THE SWITCH, WHERE DID YOU BUY IT?

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



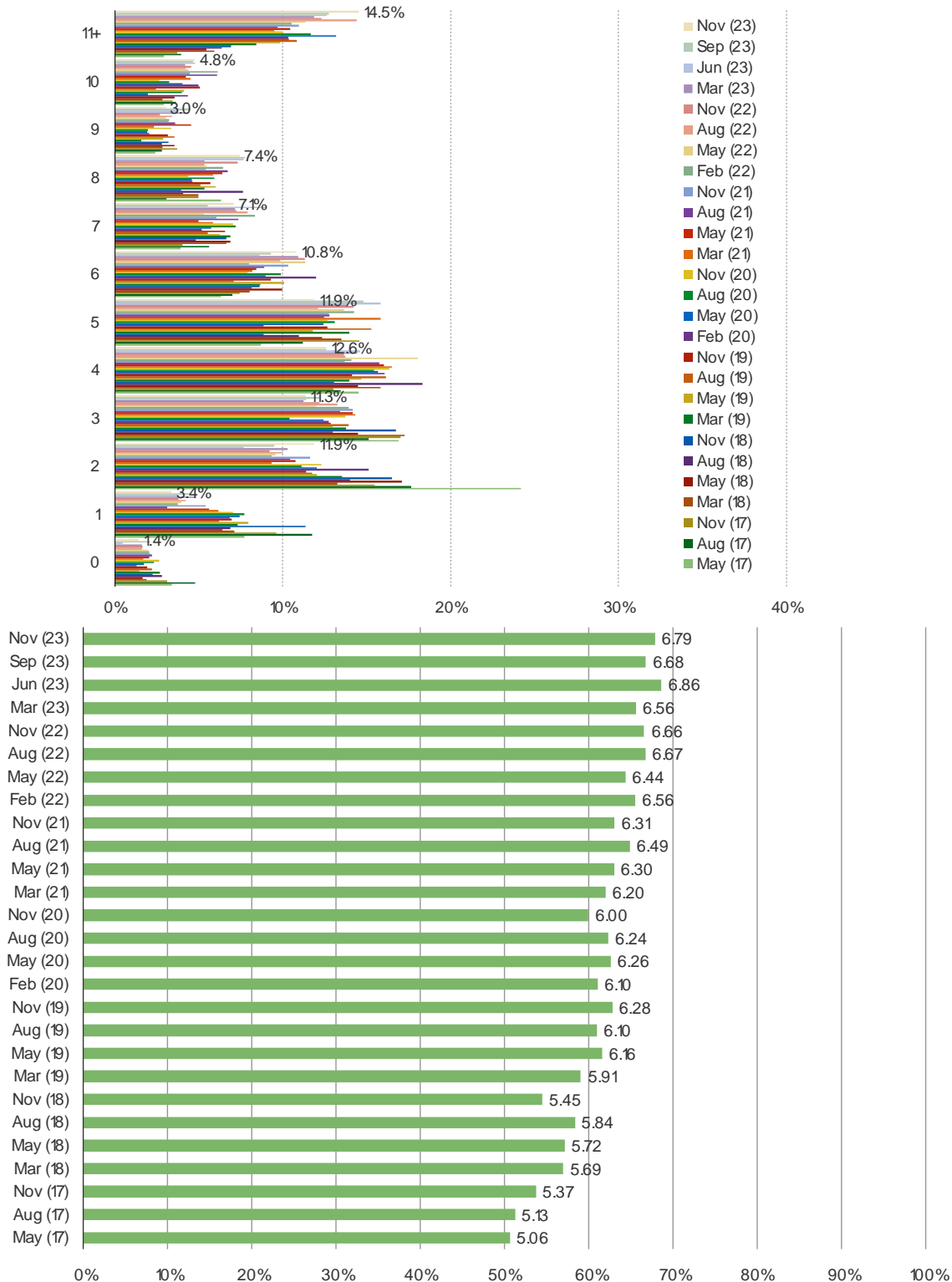
IF YOU NEEDED TO BUY A NEW SWITCH GAME TODAY, WHERE WOULD YOU BE MOST LIKELY TO GET IT?

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



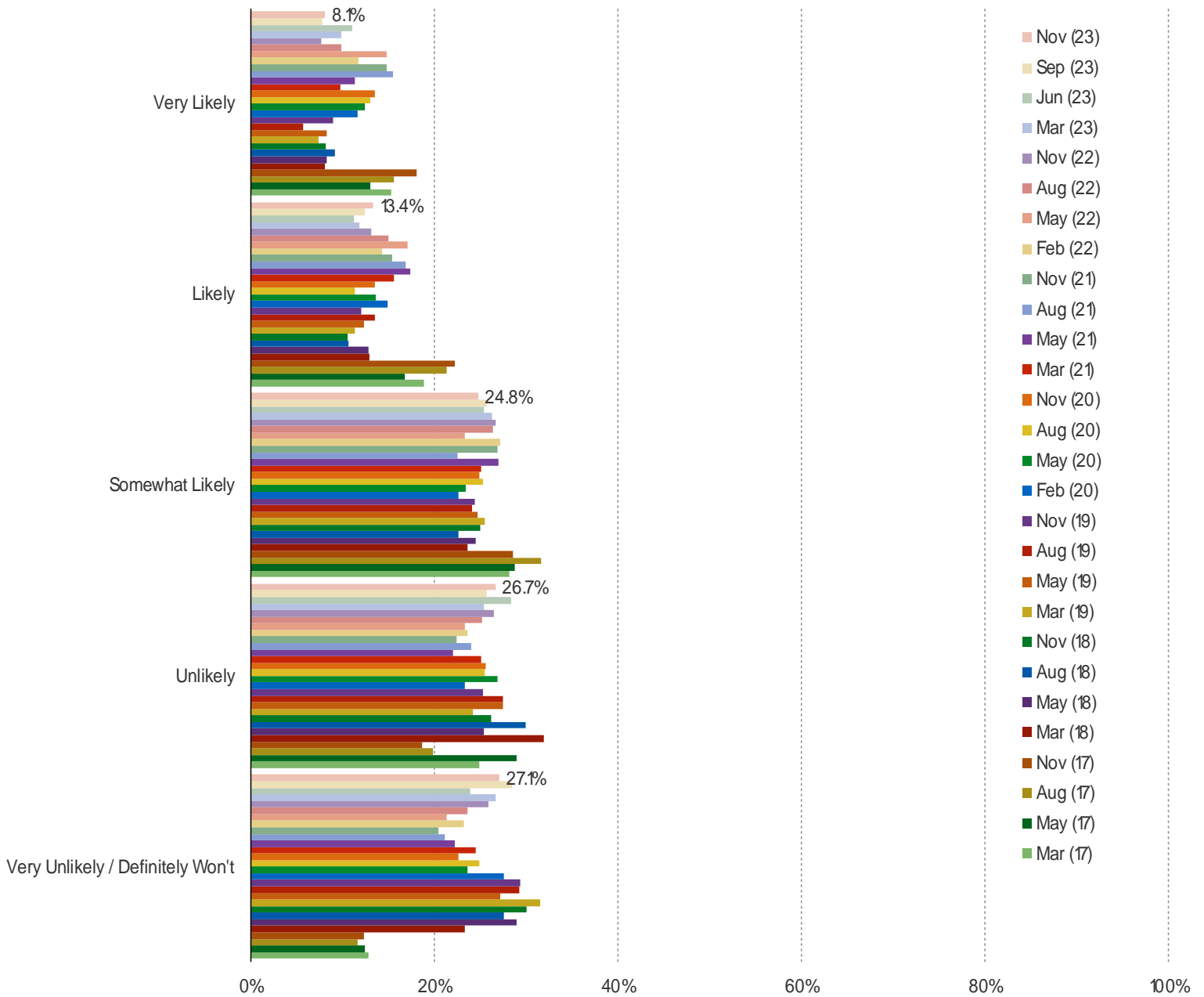
HOW MANY GAMES HAVE YOU PURCHASED SO FAR FOR THE SWITCH?

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



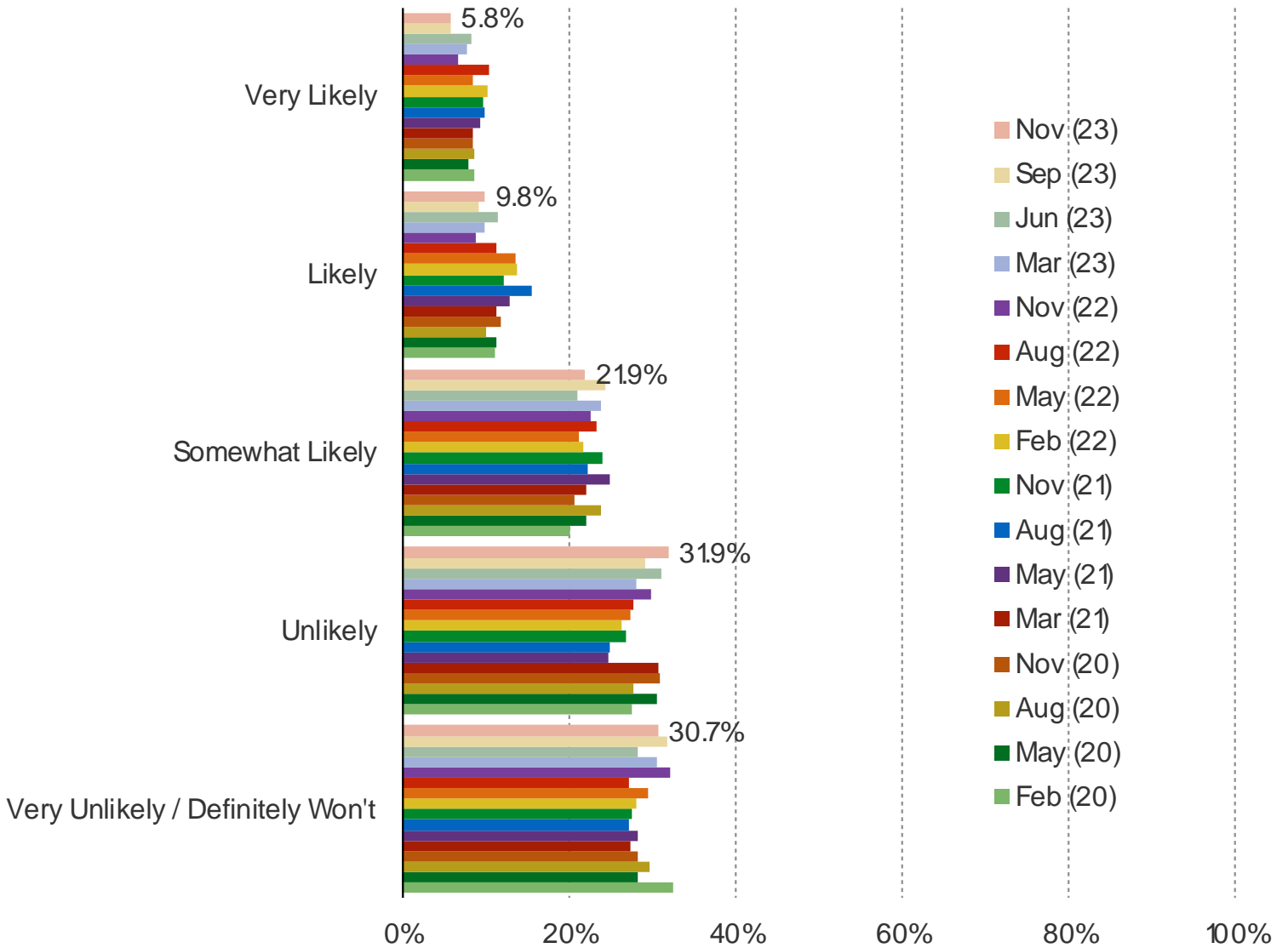
HOW LIKELY ARE YOU TO BUY THE NINTENDO SWITCH IN THE NEXT YEAR?

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



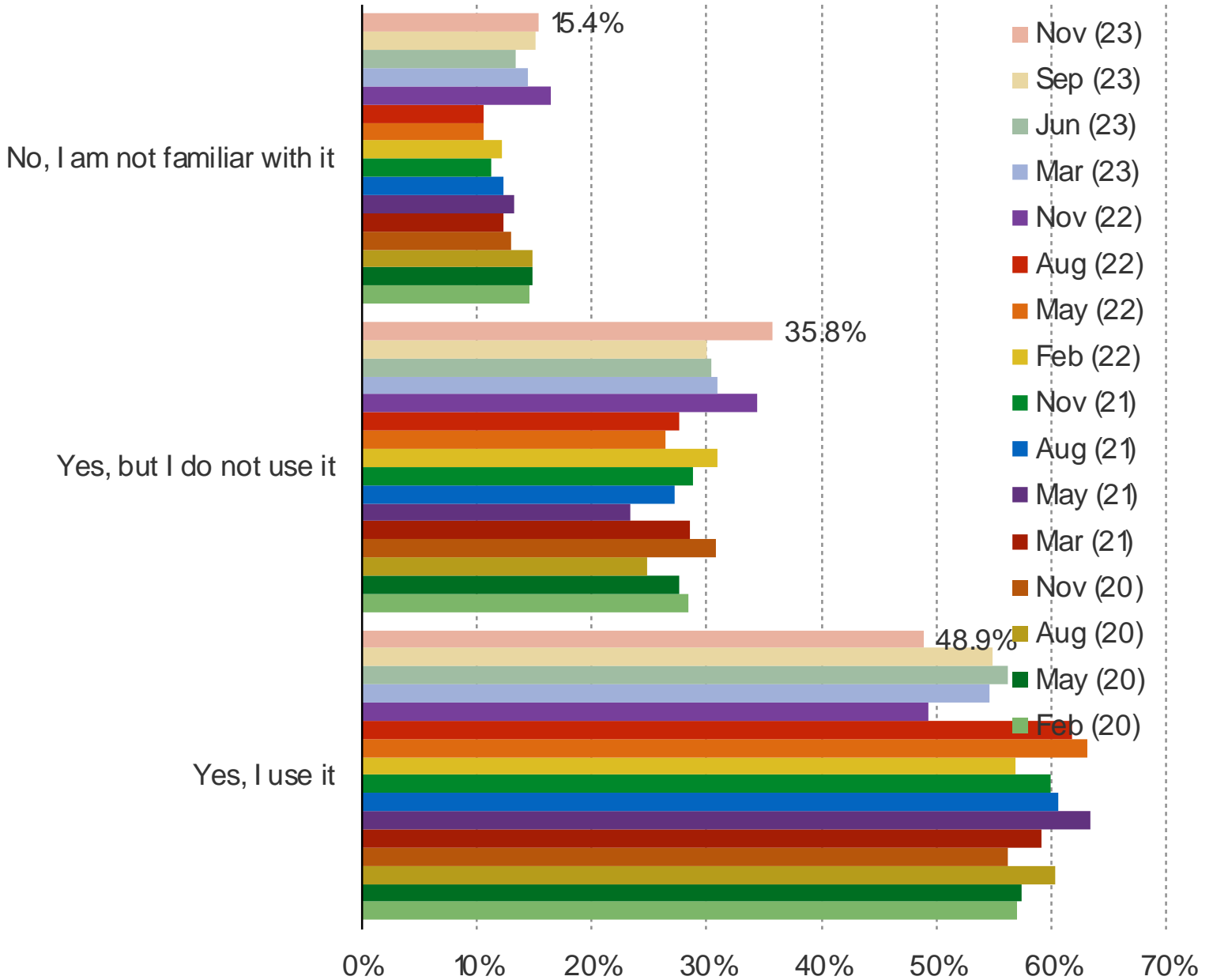
HOW LIKELY ARE YOU TO BUY THE NINTENDO SWITCH LITE IN THE NEXT YEAR?

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



ARE YOU FAMILIAR WITH NINTENDO SWITCH ONLINE?

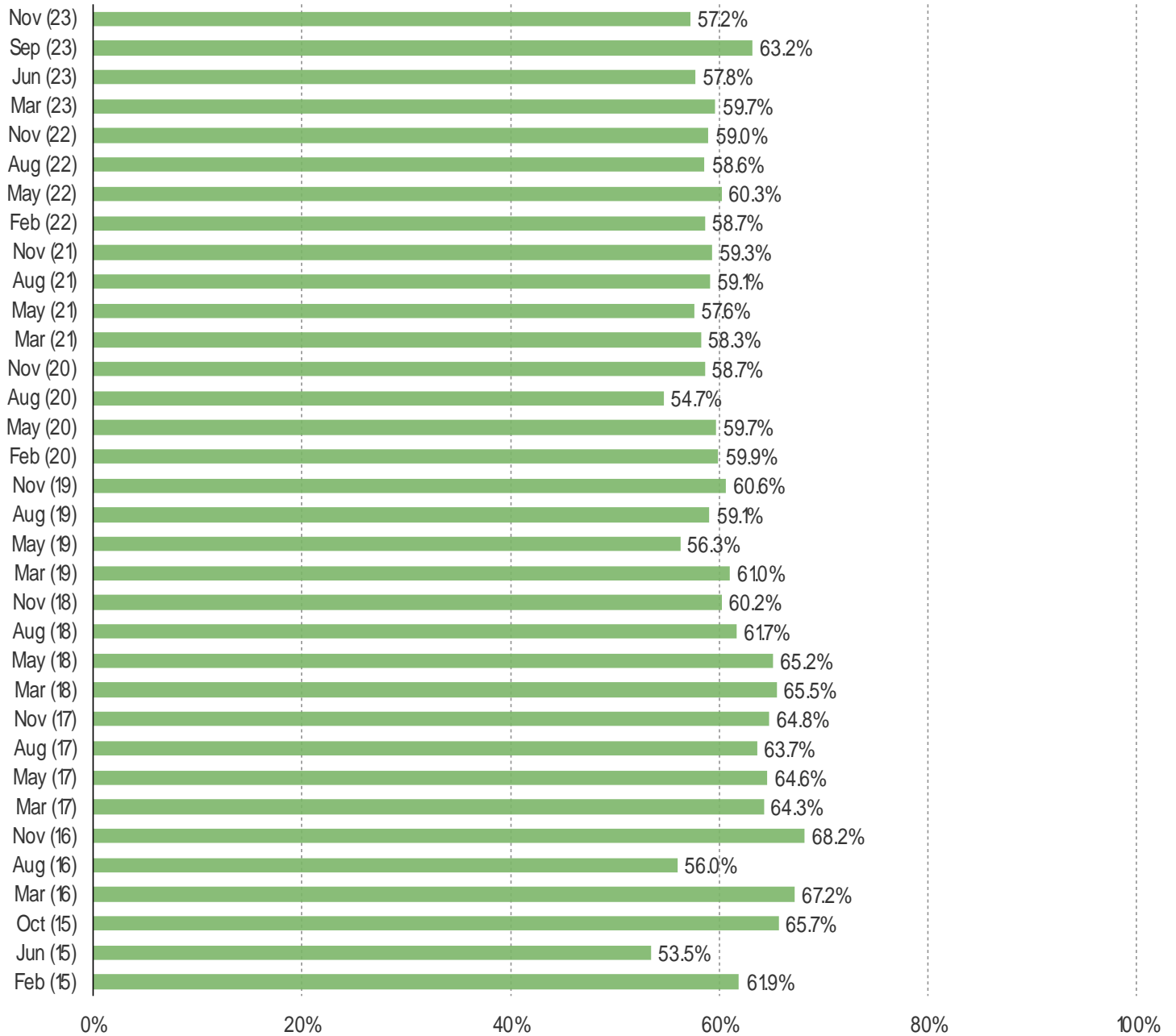
This question was posed to respondents who own or ordered the Nintendo Switch.



CONSOLES: PLAYSTATION AND XBOX

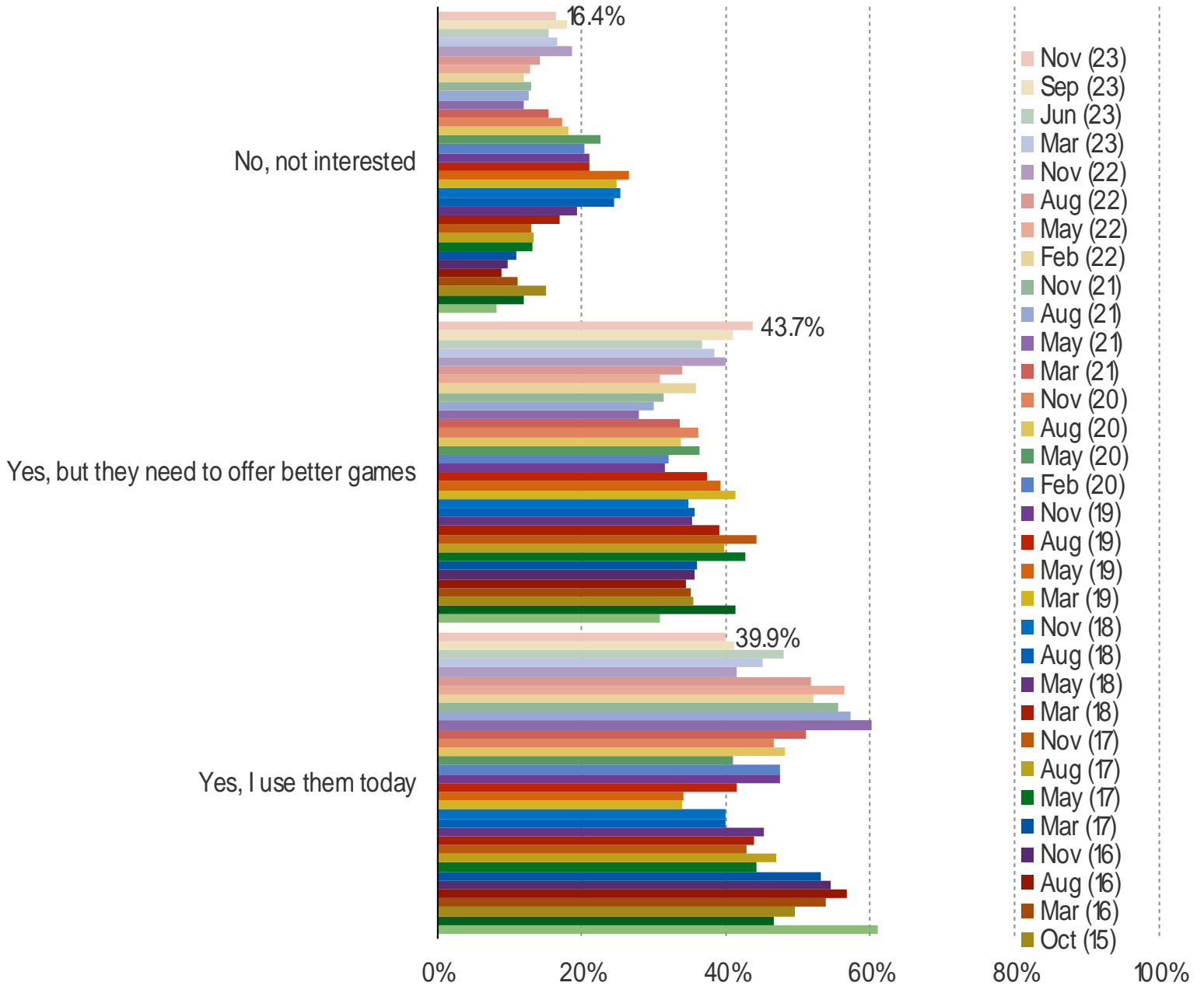
DO YOU OWN AN XBOX ONE AND/OR XBOX SERIES X?

This question was posed to the target audience.



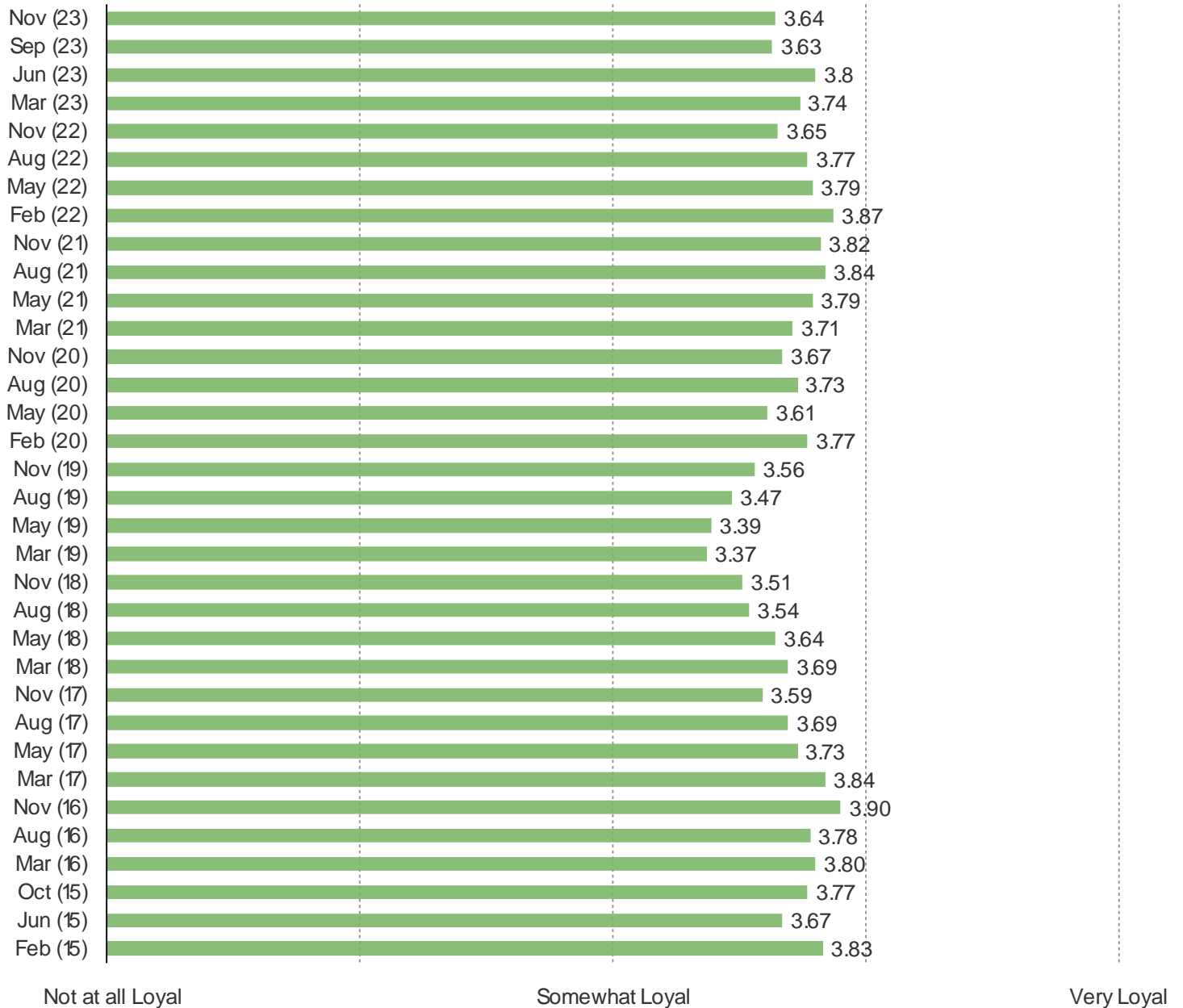
WOULD YOU CONSIDER USING VIDEO GAME STREAMING SERVICES WITHIN XBOX ONE STORES?

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



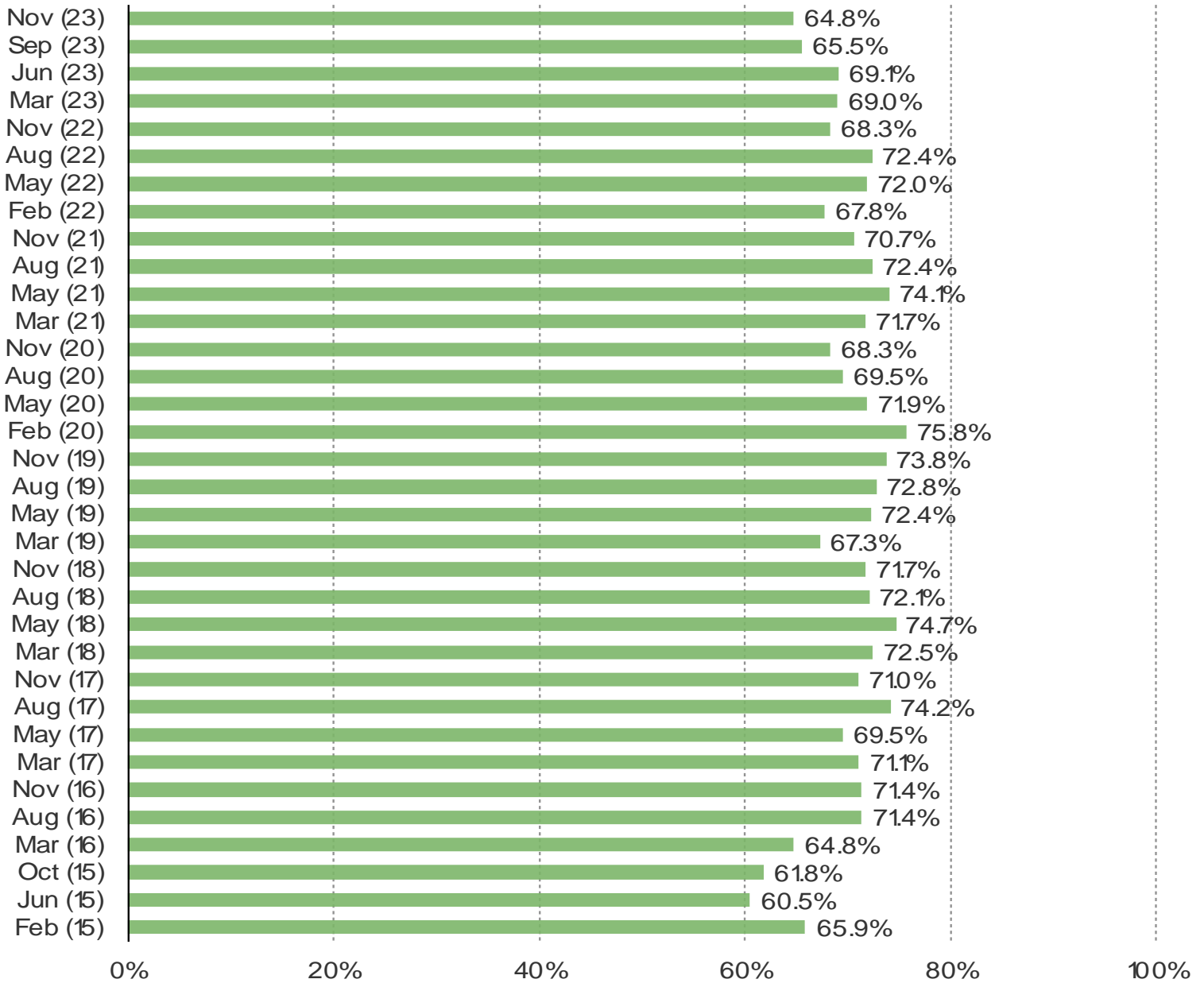
HOW LOYAL ARE YOU TO THE MICROSOFT XBOX BRAND?

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



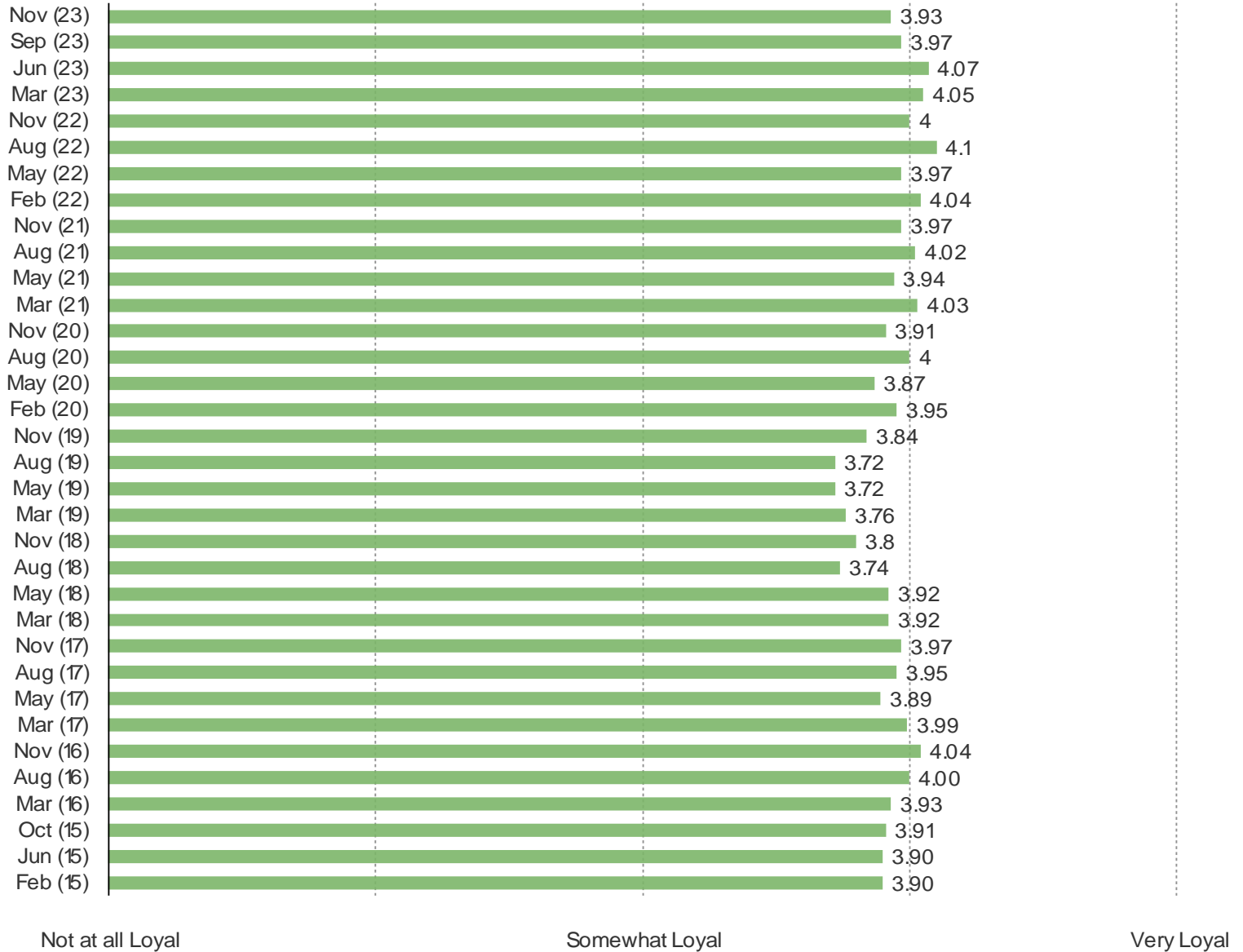
DO YOU OWN A SONY PS4 AND/OR PS5?

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



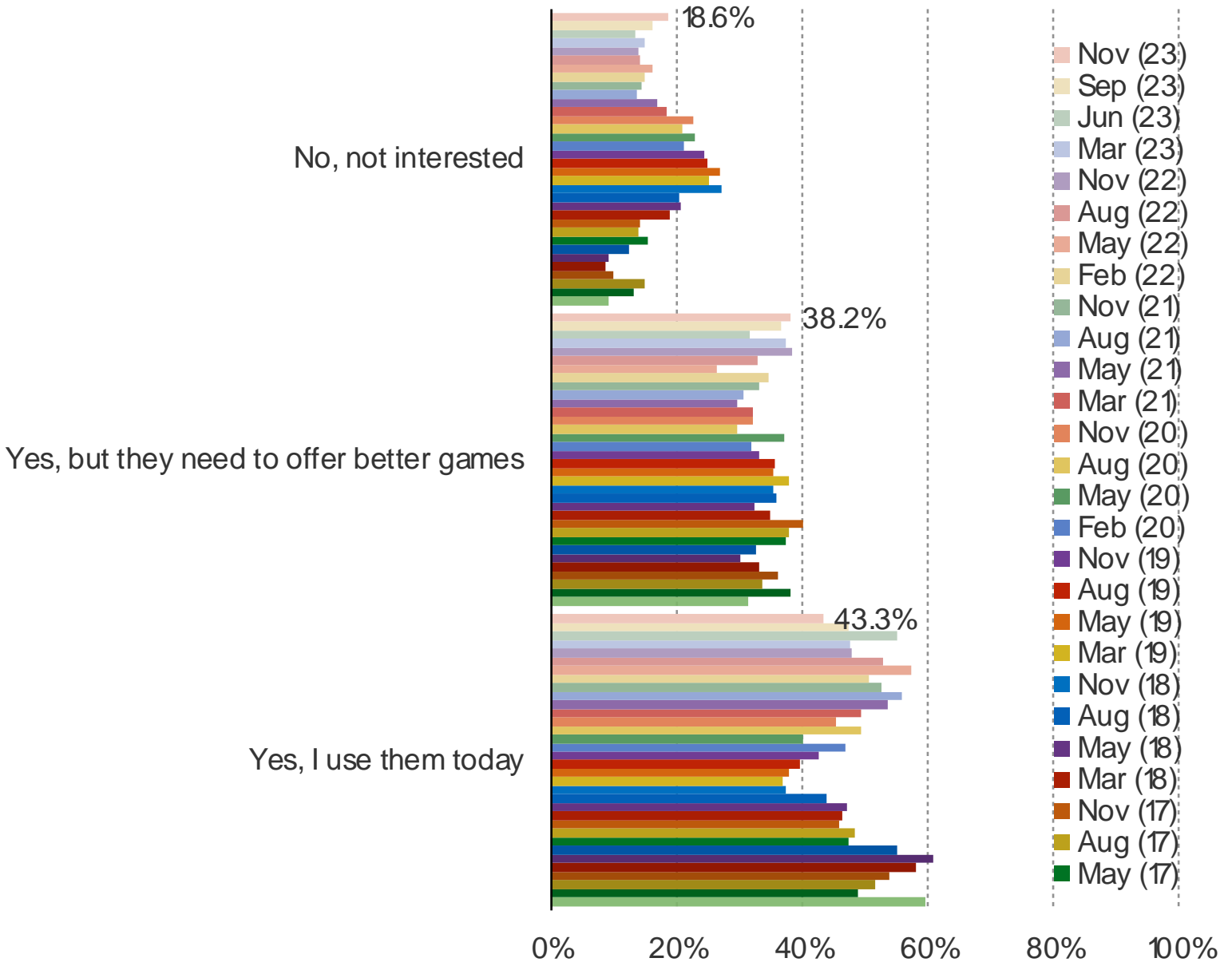
HOW LOYAL ARE YOU TO THE SONY PLAYSTATION BRAND?

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



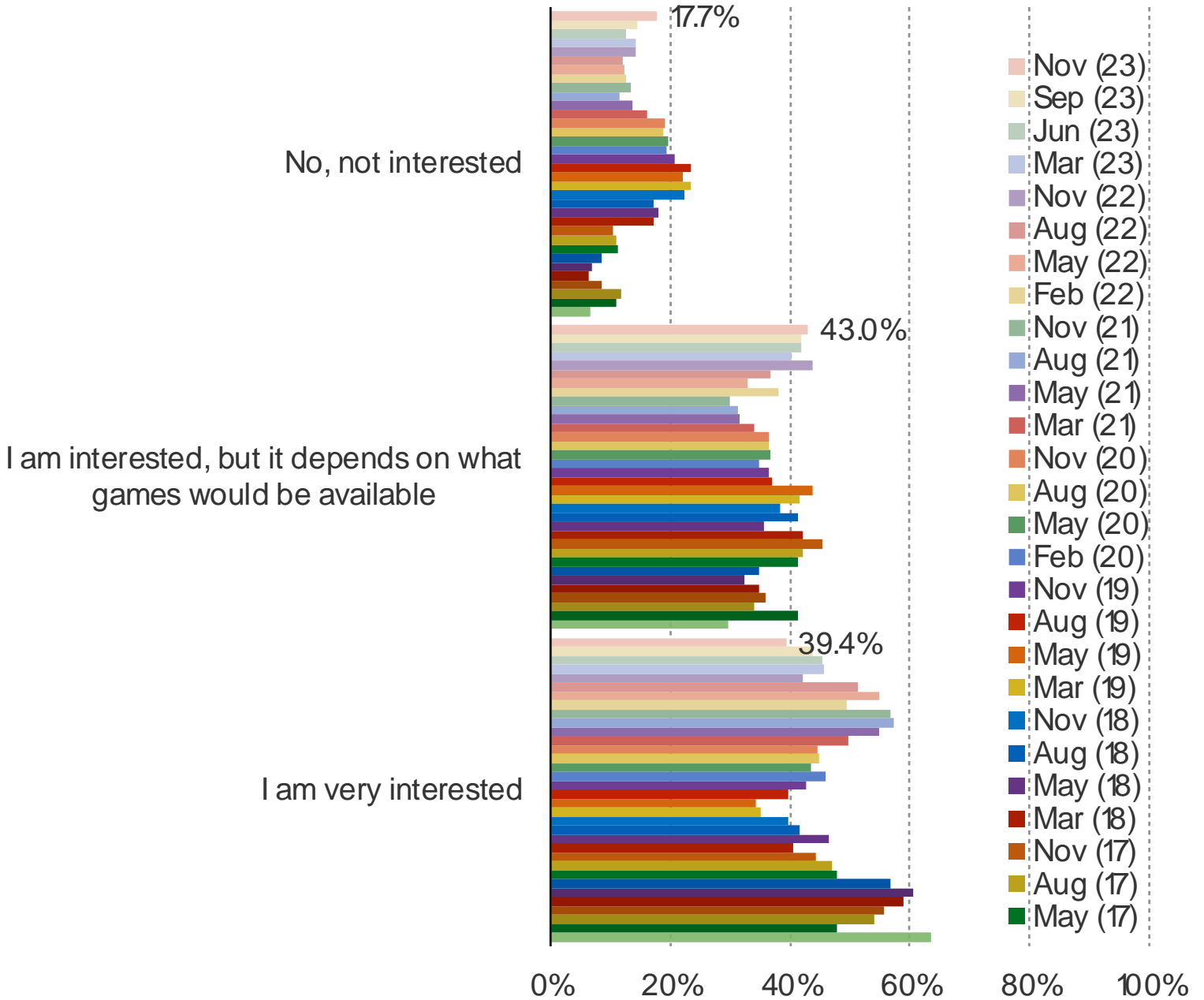
WOULD YOU CONSIDER USING VIDEO GAME STREAMING SERVICES PROVIDED WITHIN PLAYSTATION STORES?

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



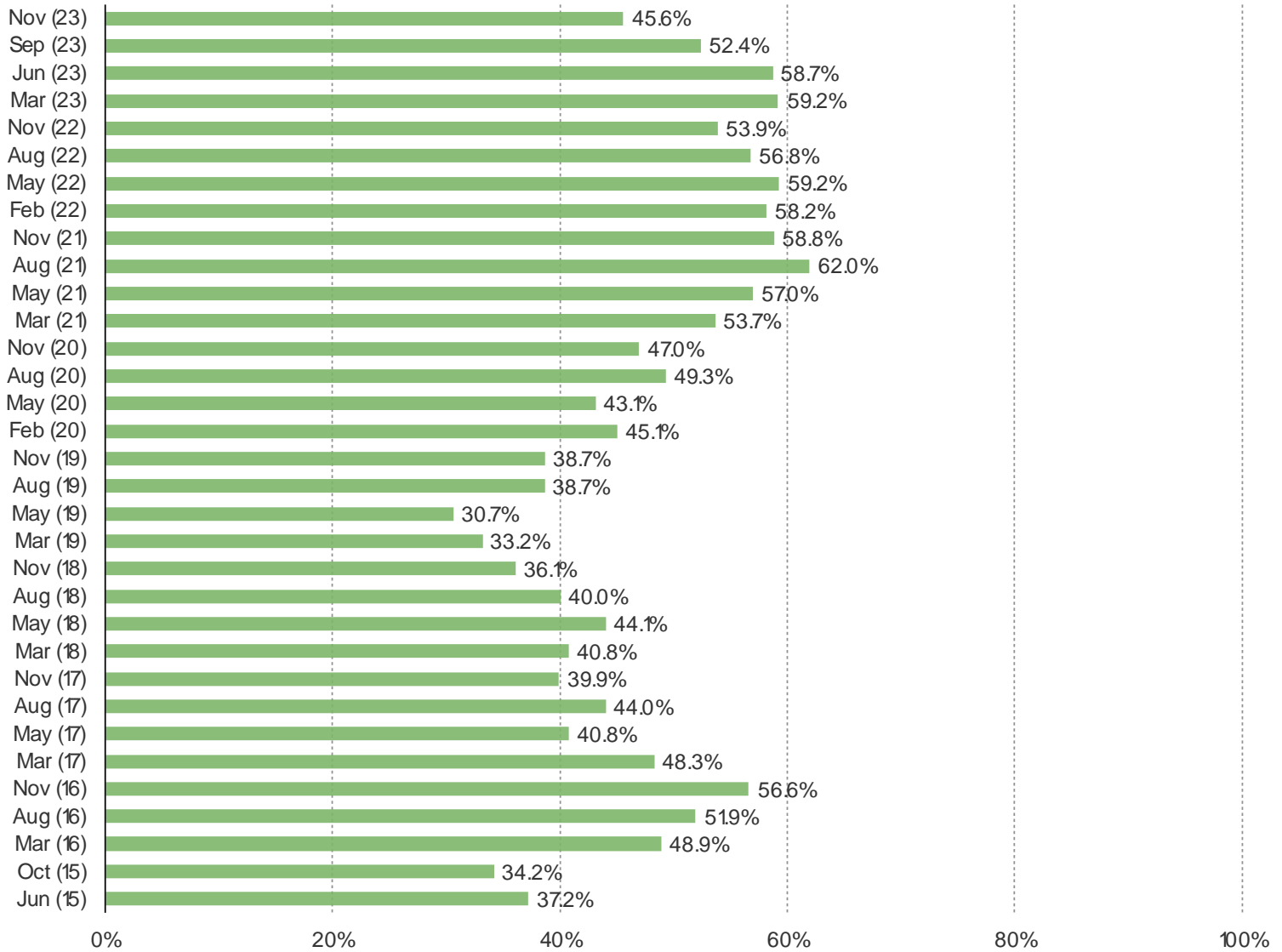
HOW INTERESTED WOULD YOU BE IN GAINING ACCESS TO PLAYSTATION GAMES FOR A MONTHLY SUBSCRIPTION PRICE?

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



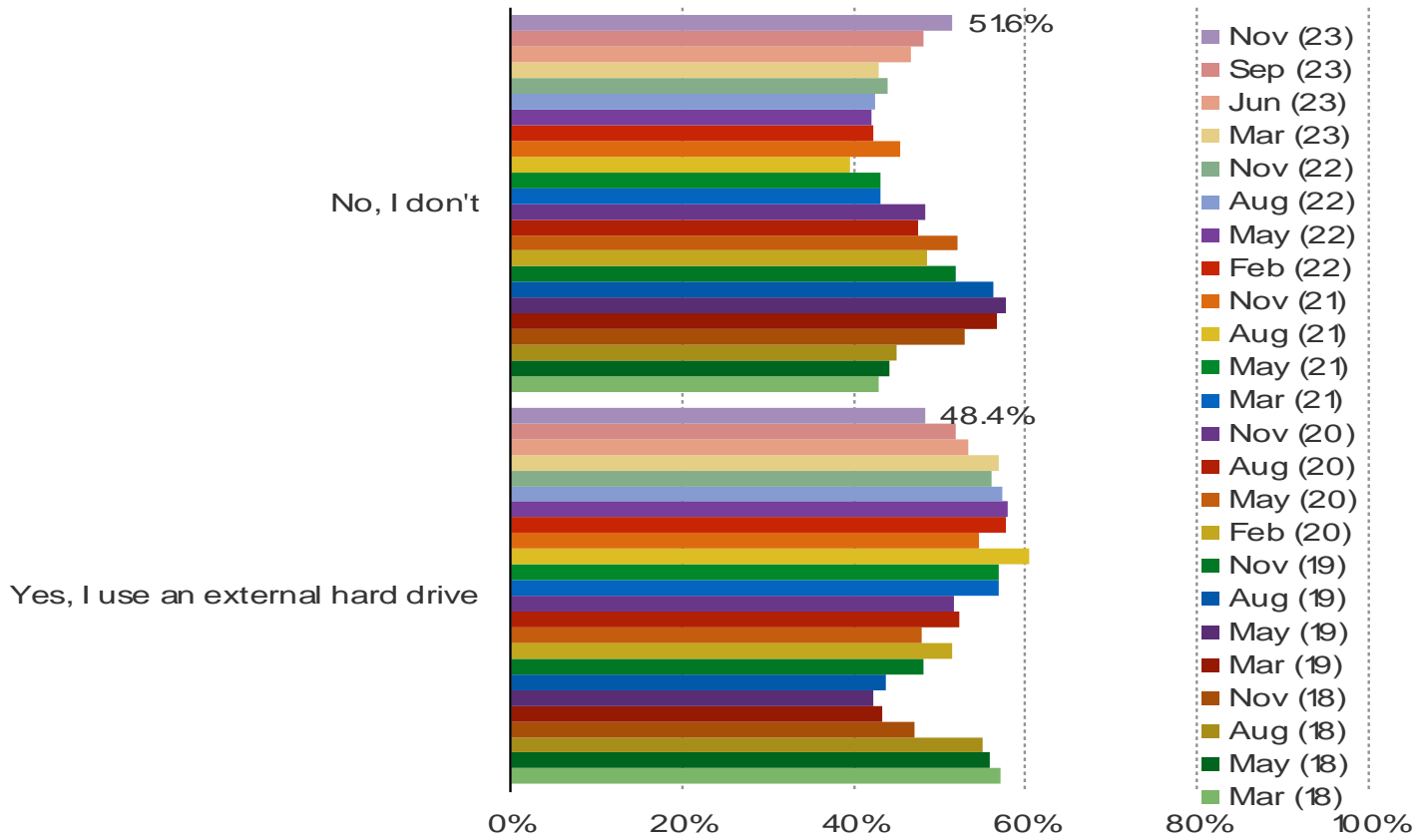
ARE YOU CURRENTLY A SUBSCRIBER TO SONY'S PLAYSTATION NOW STREAMING SUBSCRIPTION OFFERING?

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?

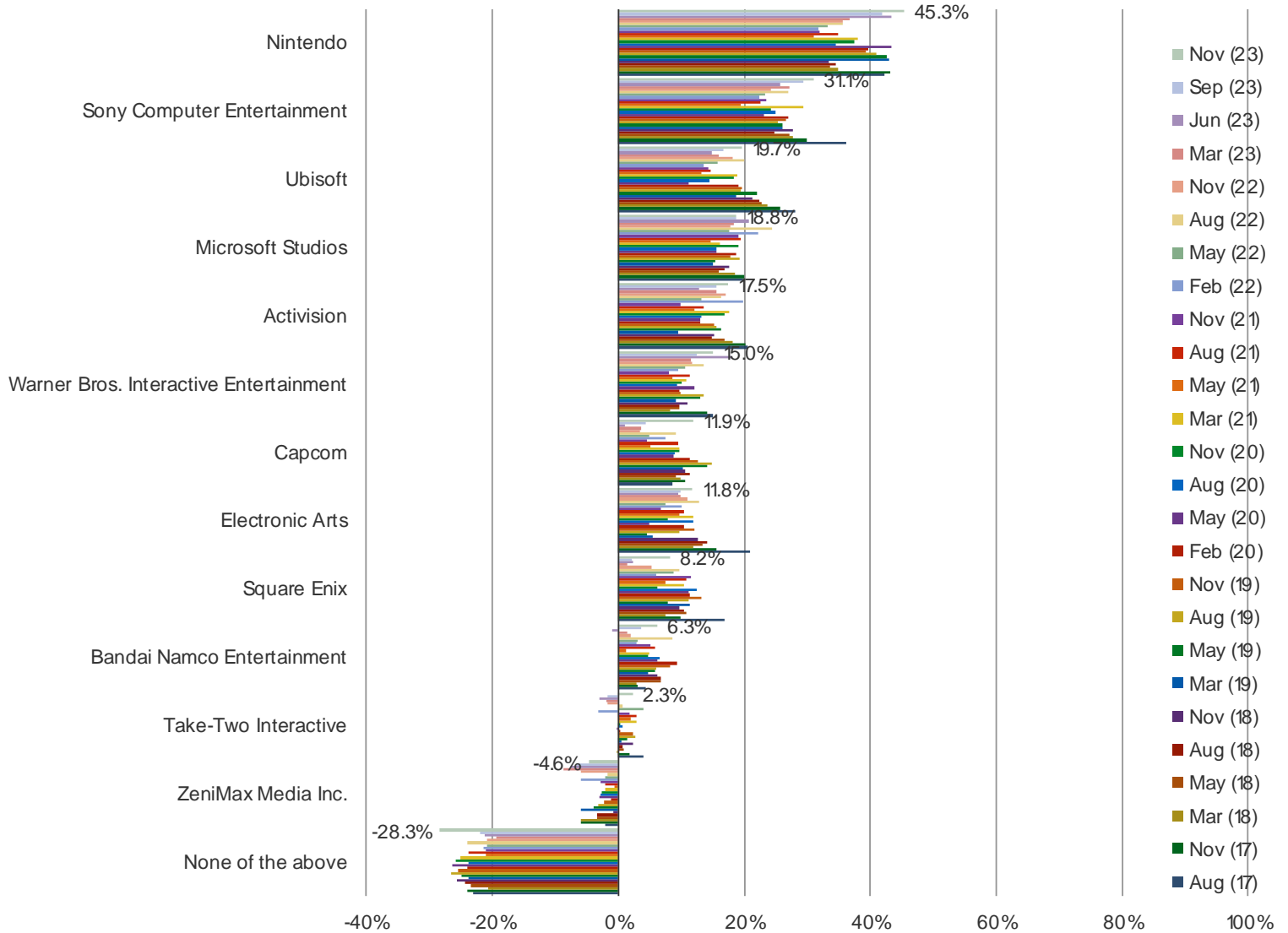
This question was posed to the target audience.



PUBLISHERS

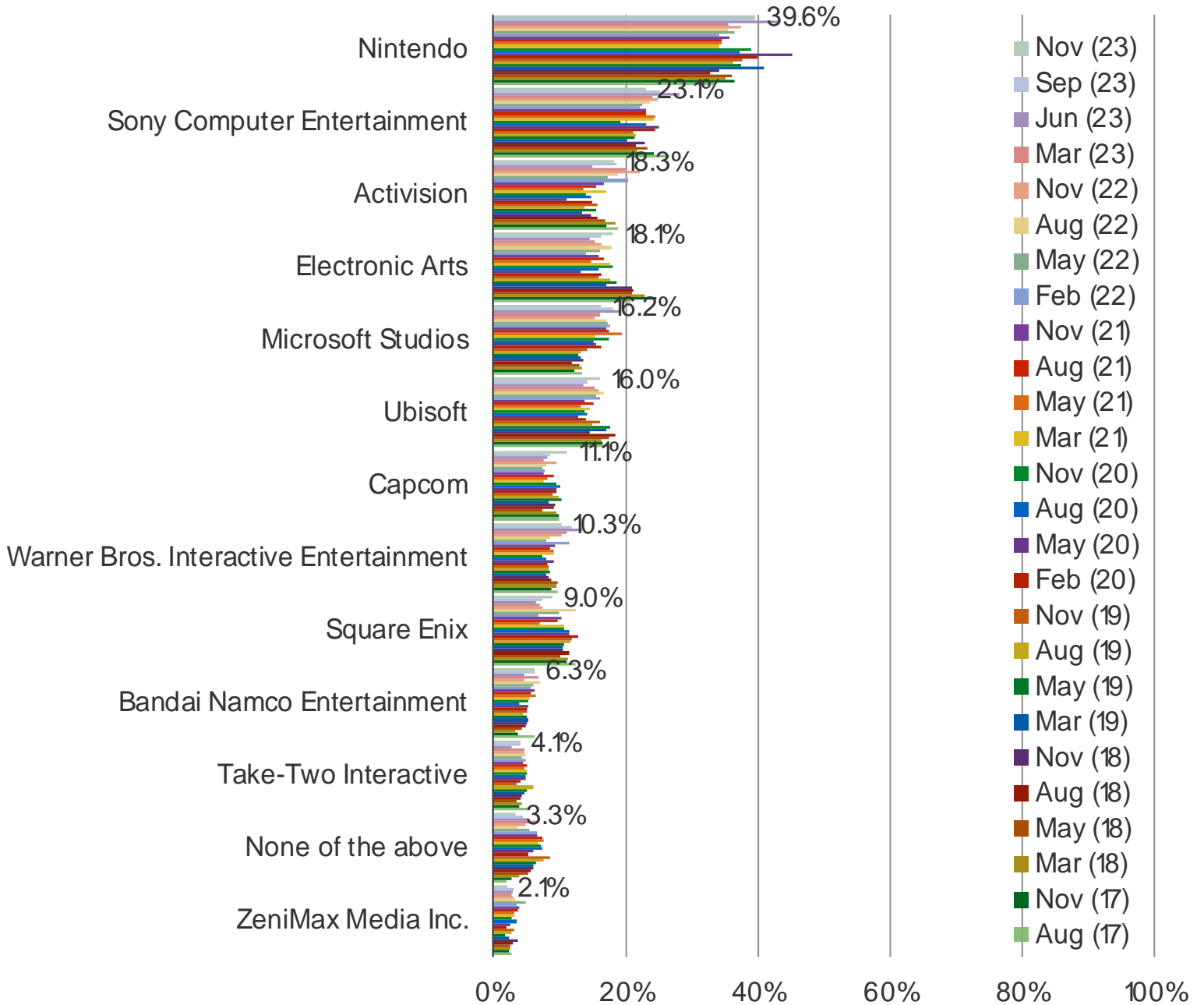
PUBLISHER POPULARITY (GAINING POPULARITY MINUS LOSING POPULARITY)

Posed to the target audience



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

Posed to the target audience

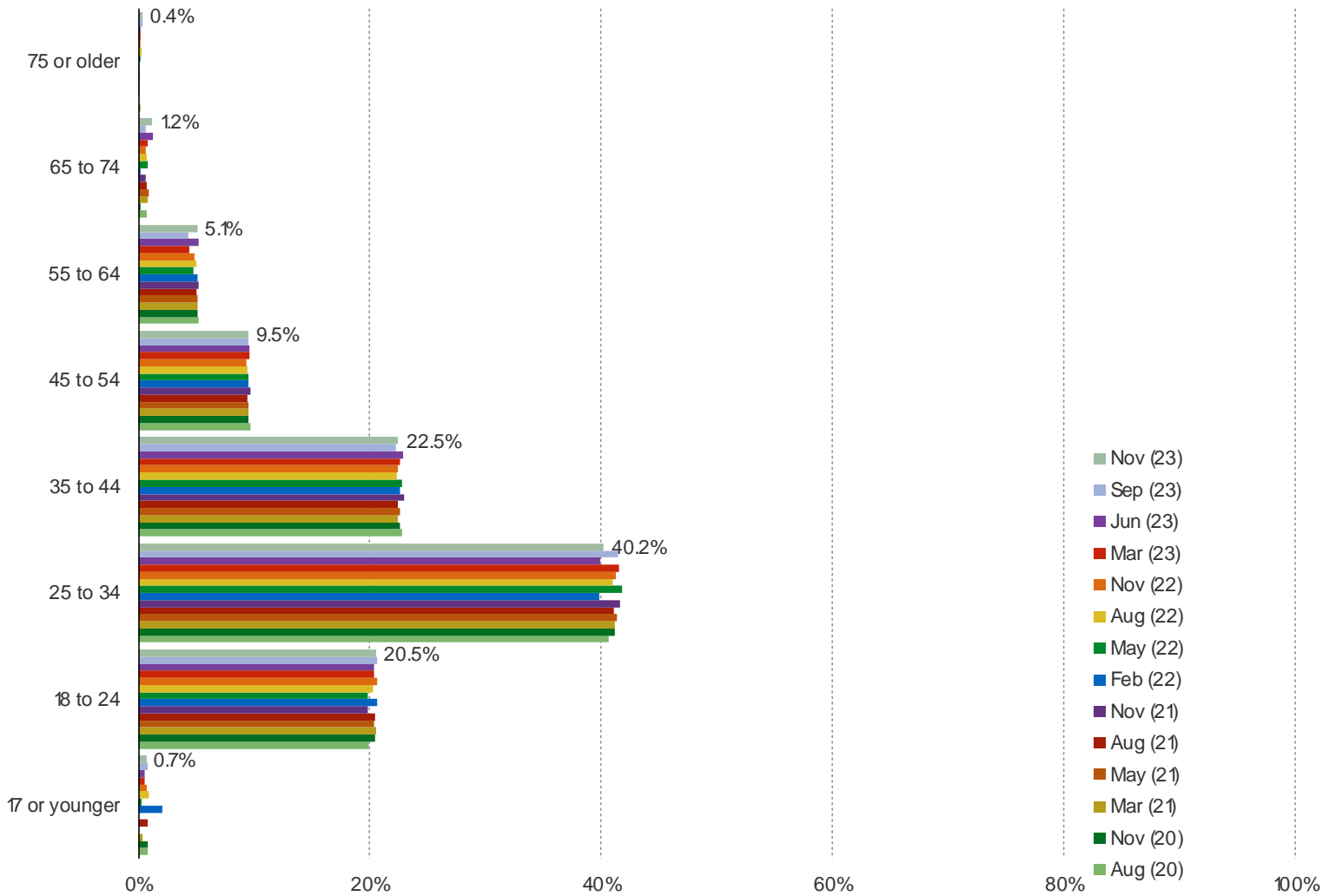


It's In The Game

DEMOGRAPHICS

AGE

Posed to the target audience



GENDER

Posed to the target audience

