

# Bespoke Survey Research

March 2024

## Video Games

Volume 34 | 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.

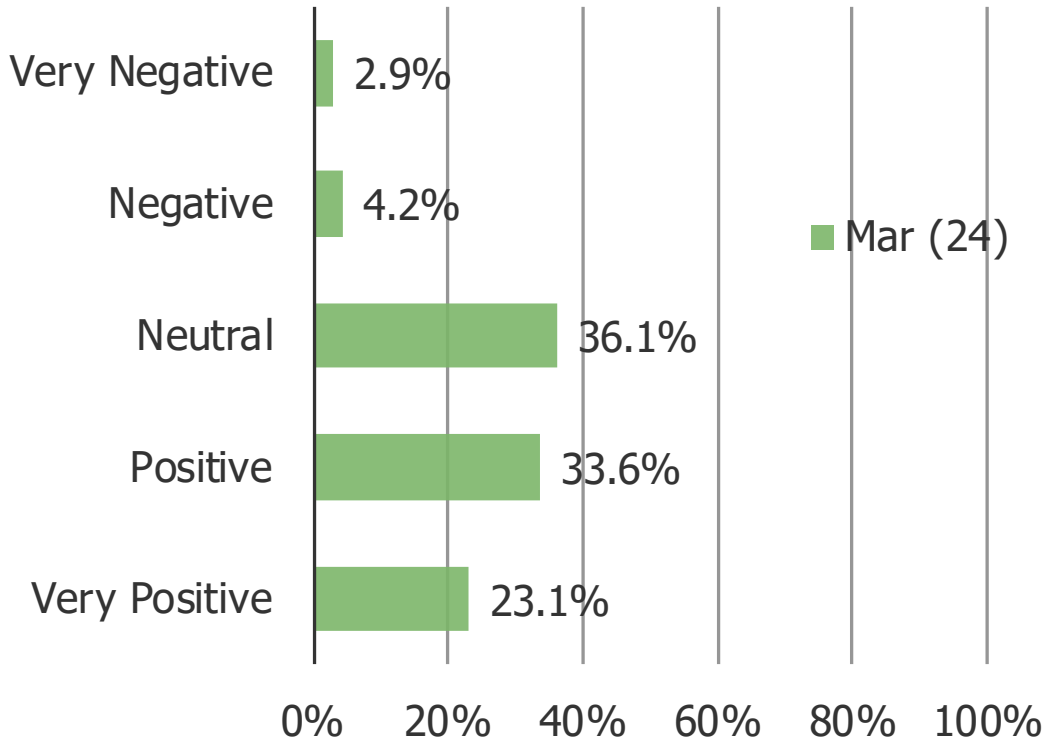
### **Key Takeaways:**

- ❑ Video games playing frequency has improved this quarter.
- ❑ The number of titles played per year is tracking flat to slightly higher q/q.
- ❑ There is appetite for the upcoming Nintendo Switch console release in 2025, with a mixture of responses among those with interest ranging from folks who might buy it, some who will probably buy it but not immediately, and some who will definitely buy it right away.
- ❑ Current Switch owners opined that a series of potential features in the upcoming Switch console will be important or very important, including more storage, better chips / power, backward compatibility, and an OLED screen.
- ❑ Gamers broadly have a net favorable view of Microsoft making Xbox exclusives available on other platforms. If Microsoft decides to exit consoles when Playstation releases its next console, there would be some obvious lift for Playstation in the form of existing Xbox users who don't own a PS5 migrating to Playstation.
- ❑ Feedback around money spent per month on in-game purchases has been softening sequentially in our survey.
- ❑ Throughout the history of our survey, free-games with in-app purchases and digital games have grown as preference points, though the data has been more stable of late.
- ❑ Broadly speaking, the Switch has traditionally tested well in our survey in terms of traction gains and sentiment. This quarter, the self-reported number of games Switch owners said they have purchased so far declined q/q and y/y (the first time this has happened in our series).

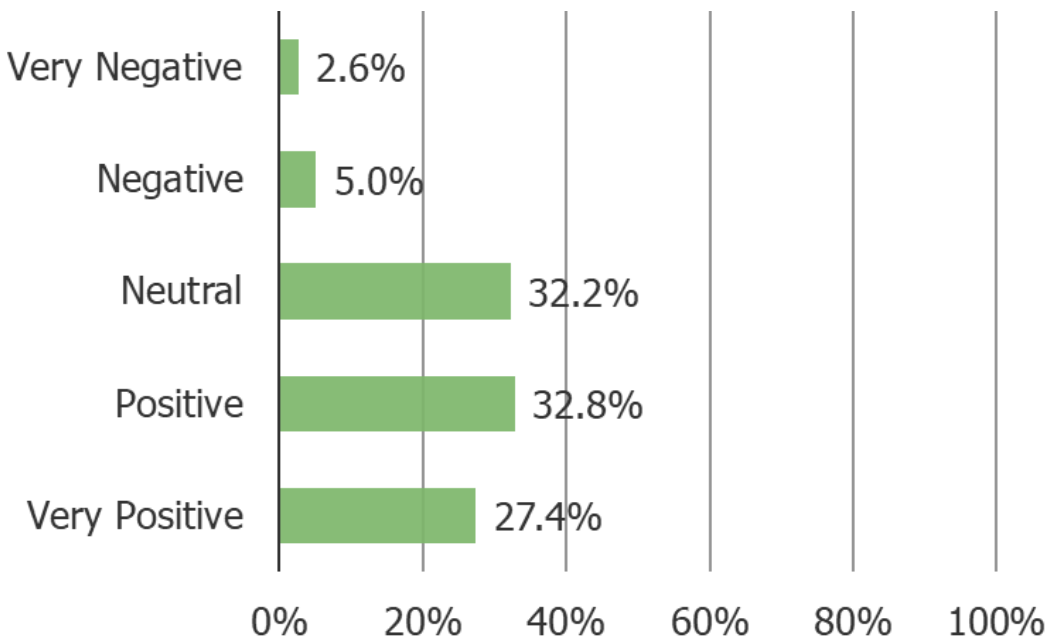
## NEW/RECENTLY ADDED QUESTIONS

WHAT IS YOUR OPINION OF MOTION CONTROLS FOR GAMING?

This question was posed to all respondents.

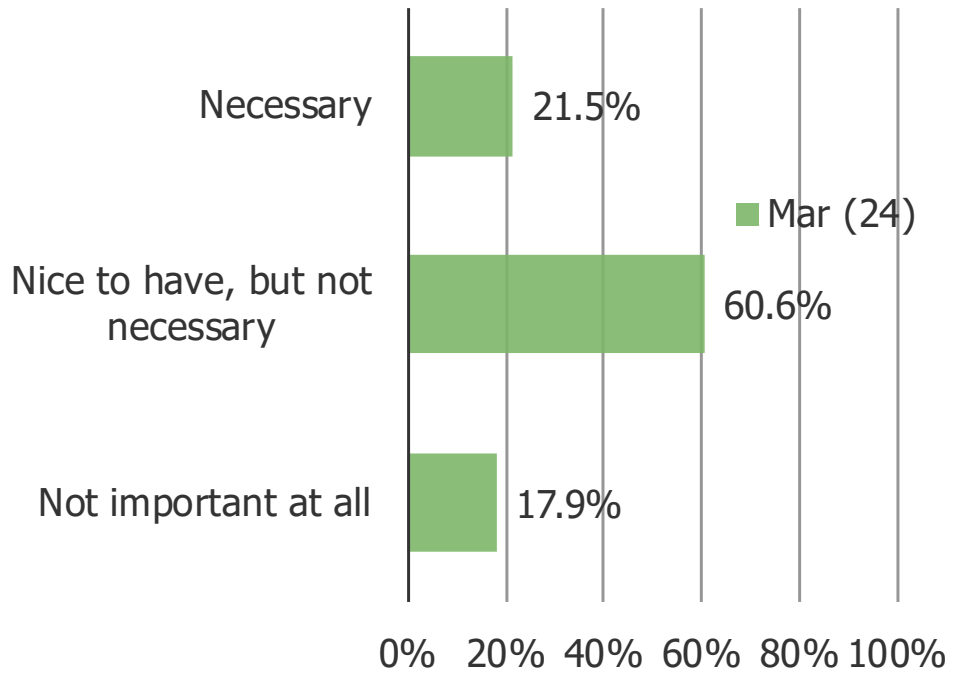


This question was posed to Nintendo Switch owners (N =580)

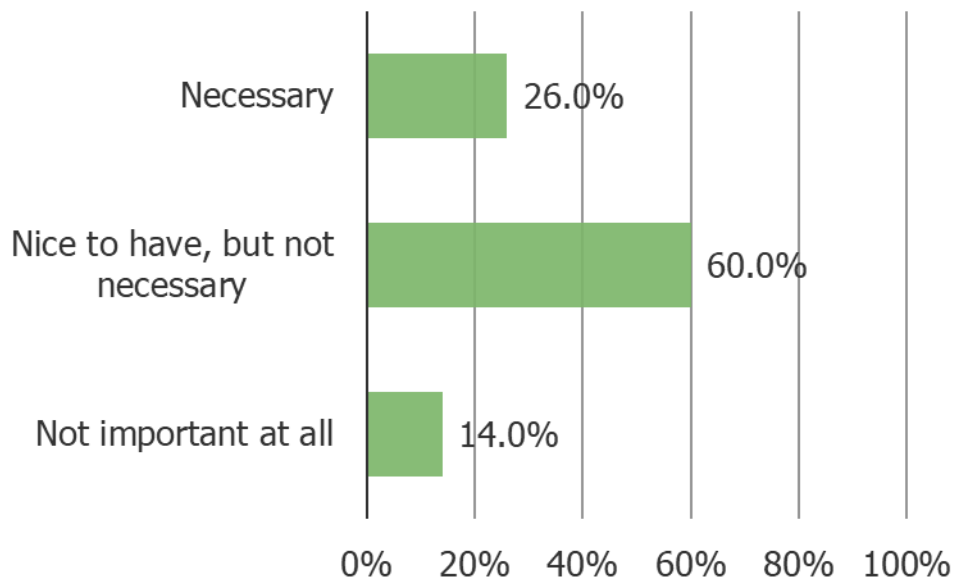


WHEN BUYING A NEW VIDEO GAME CONSOLE, DO YOU CONSIDER MOTION CONTROLS TO BE...

This question was posed to all respondents.

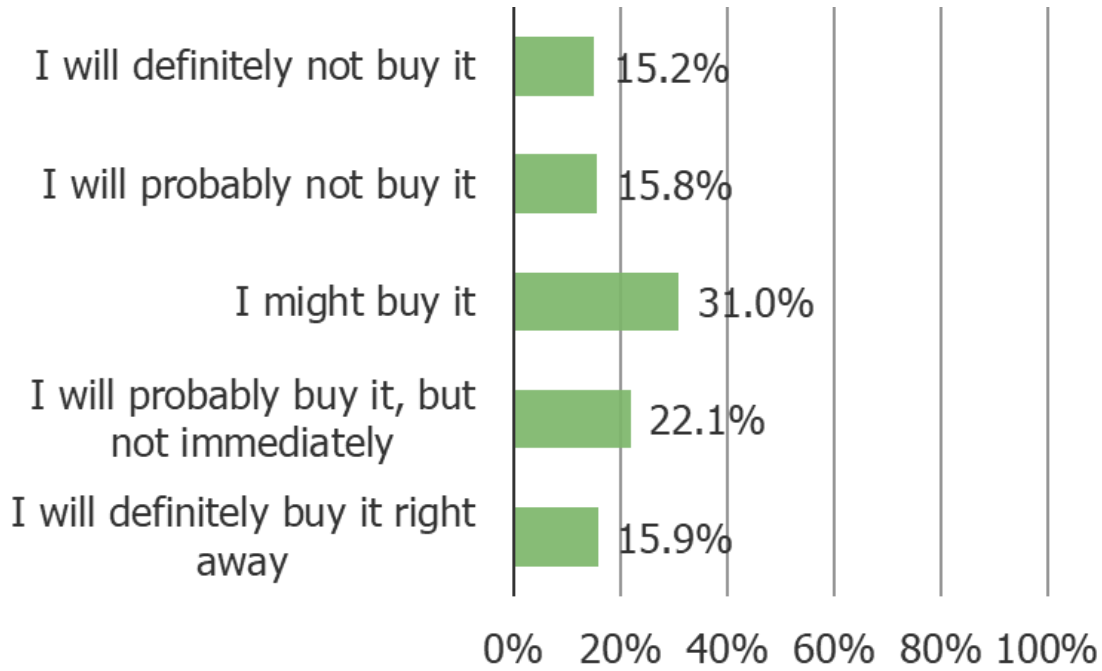


This question was posed to Nintendo Switch owners (N =580)

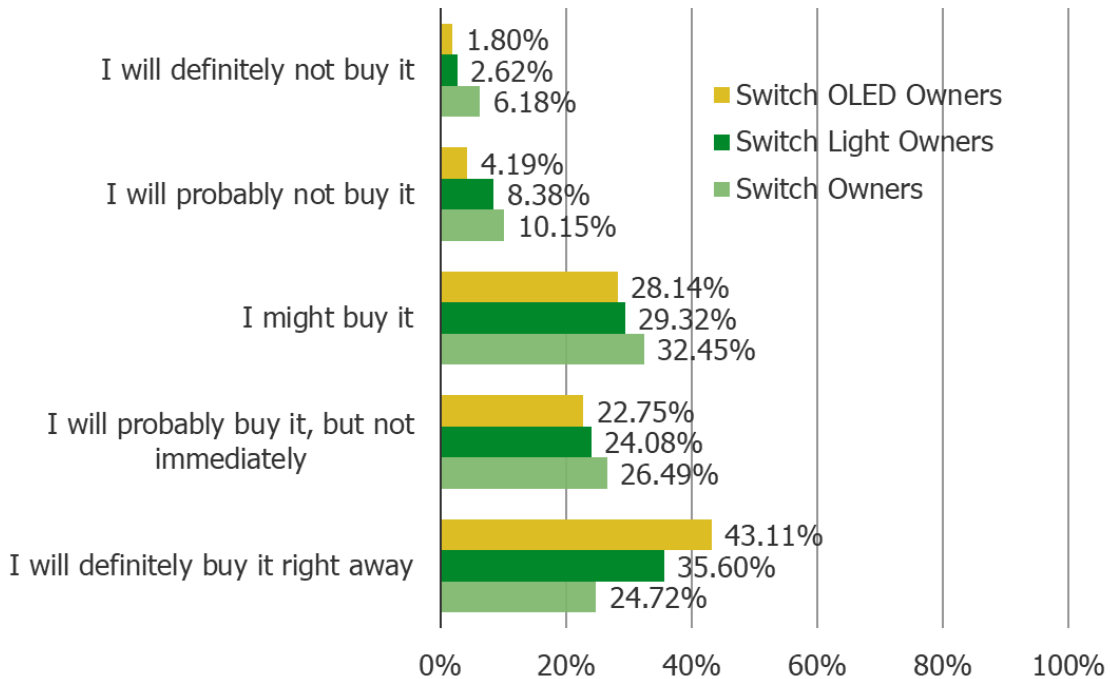


HOW LIKELY DO YOU THINK YOU WILL BE TO BUY THE NINTENDO SWITCH 2 WHEN IT IS RELEASED IN 2025?

This question was posed to all respondents.



Cross-tabbing Switch owners



## HOW LIKELY DO YOU THINK YOU WILL BE TO BUY THE NINTENDO SWITCH 2 WHEN IT IS RELEASED IN 2025? (OPTIONAL COMMENTS)

This question was posed to all respondents.

Because I would want to know how works and operates

Because I'm on a strict budget and don't have the discretionary funds for a purchase like that.

Because it was so nice

because when it first comes out its pretty expensive, I usually wait and see

cant afford it

Don't want it

Embarrassing to have in public

I always like trying out new gaming products, and a new Nintendo console would be a must-buy for me no matter what

I don't need another gaming system.

I just bought the O-led switch so I probably will wait before I make another big console purchase

i just dont need it

I like all of the latest products. Will probably much better experience.

I like some of their game titles

I love it and experiencing new technology as soon as it's released

Im a loyal fan of nintendo

I'm primarily a PC gamer

It games isn't that good all I play on it is Pokemon and Marvel Vs Capcom

It just seems unnecessary. I've heard reviews and they're not good

It so good

Just haven't been interested, due to the price/quality

liked

Maybe Genshin Impact will actually come out for it.

My kids are getting to video game age and will want games with Mario and friends.

My son plays the xbox much more, so thats what i play

Need to know what games will be on it, and if they are fun and interesting enough.

Nintendo has shown multiple times they do not care about their customer base or fans and have repeatedly shut down games and support for heavily played titles and consoles.

not the system i want or need

Not worth it.

Novelty factor

Smartphones are leaving big name systems behind

There's nothing wrong with my switch light currently

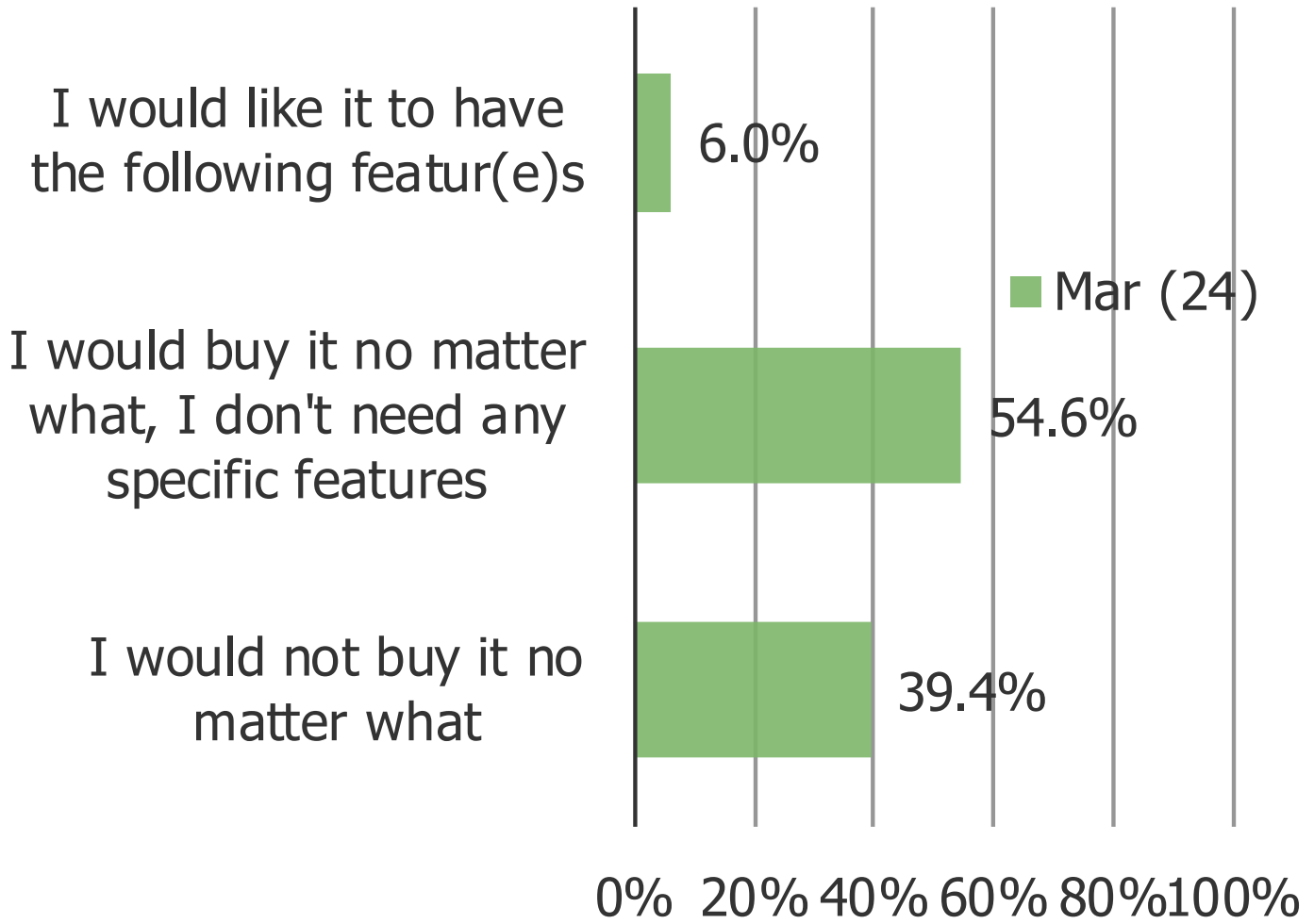
Too expensive when it first comes out. I will wait for the price to do down and then maybe purchase one.

Well my switch is still new

Will need to save money

WHAT TYPES OF FEATURES WOULD YOU BE LOOKING FOR IN THE NINTENDO SWITCH 2 THAT WOULD COMPEL YOU TO BUY IT? (FILL-INS ON NEXT PAGE)

This question was posed to all respondents.



### WHAT TYPES OF FEATURES WOULD YOU BE LOOKING FOR IN THE NINTENDO SWITCH 2 THAT WOULD COMPEL YOU TO BUY IT? (FILL-INS)

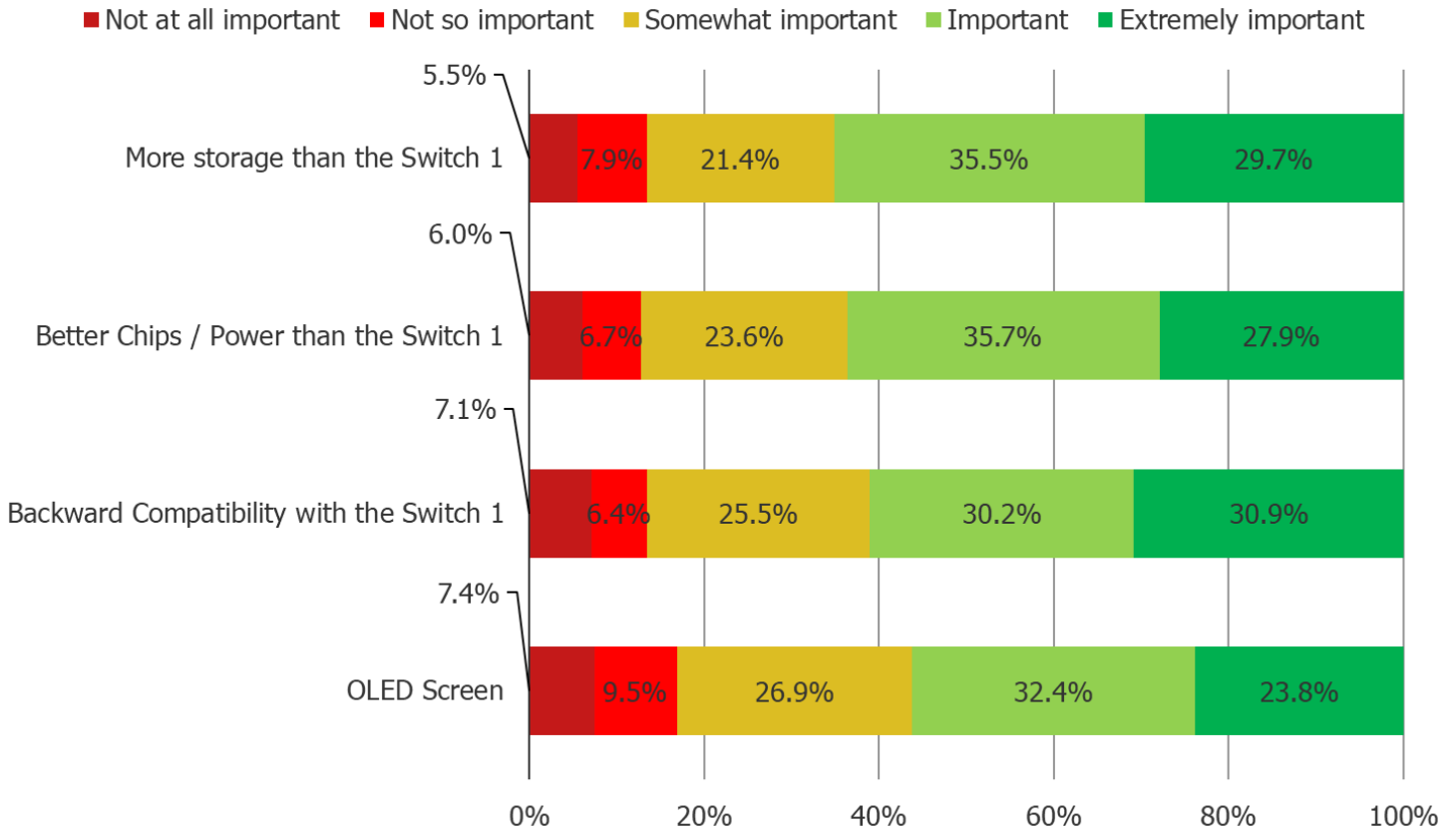
This question was posed to all respondents.

- A better game lineup
- Accessories
- Affordable and easy to learn
- Affordable price
- Backward compatibility with earlier Switch titles and Amiibos
- Backwards compatibility with older Nintendo systems
- Better battery performance storage etc
- better battery, bigger screen, notifications when controller needs updated
- Better games, more power
- better graphical capabilities
- Bigger Screen
- Bring back mii plaza
- Bring it back to the old school original Wii days and bring some iconic characters like Metroid and Mario and legend of Zelda out of the dark ages
- Can you do the following feature on the brand new Nintendo Switch 2 controller
- Cloud gaming and storage
- comfortable controllers
- Compatibility with regular switch games
- Connects to my iphone
- Cross functional play
- Cross play availability
- Depends on the price
- Fixed issues with joycon drift, and something maybe a bigger screen
- Fun games
- Good games
- Good size screen
- Graphics
- I need to see how it differs from Switch
- I would be more interested in titles of games I could get
- I would like to know how different the console model is
- Improved longevity (no drift) for joycons
- It just has to be heavily upgraded from the switch to compel me
- It simply needs to be more advanced and have more to offer than the Nintendo Switch for me to really want it.
- more accurate motion on the controller
- More than 4 people can connect to 1 console if connected to a tv.
- Much better performance and graphical fidelity
- need to be enough of an upgrade from the switch to buy it
- No lag and controller drift
- Some fun games. Pokémon has been super fun, a few others
- something similar to the Wii a ton of motion incorporated
- Virtual reality glasses and control sticks
- VR capability, haptic feedback, 8D surround audio, 4K graphics quality on handheld, 8K on TV mode



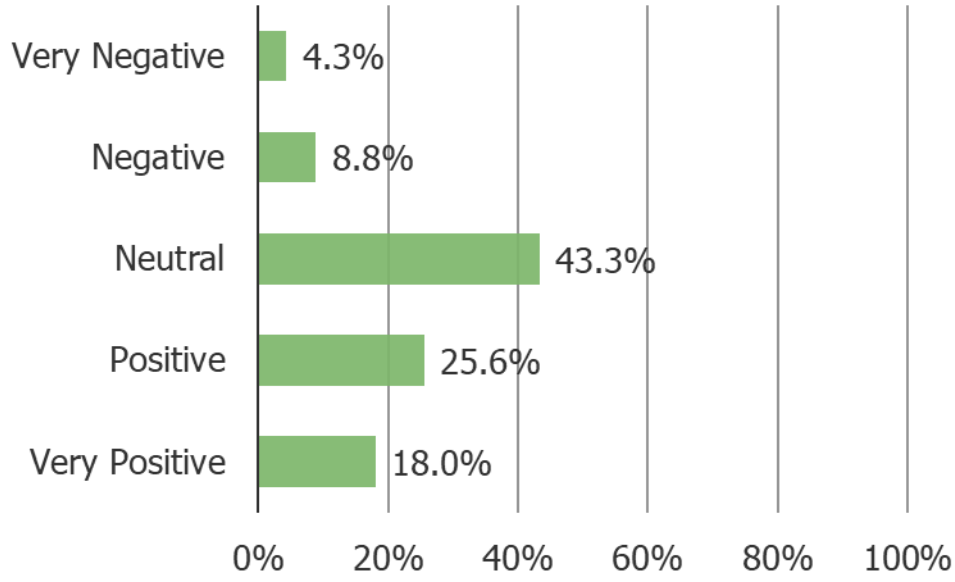
HOW IMPORTANT DO YOU THINK IT IS THAT THE NINTENDO SWITCH 2 HAVE THE FOLLOWING FEATURES?

This question was posed to Switch owners (N = 580)

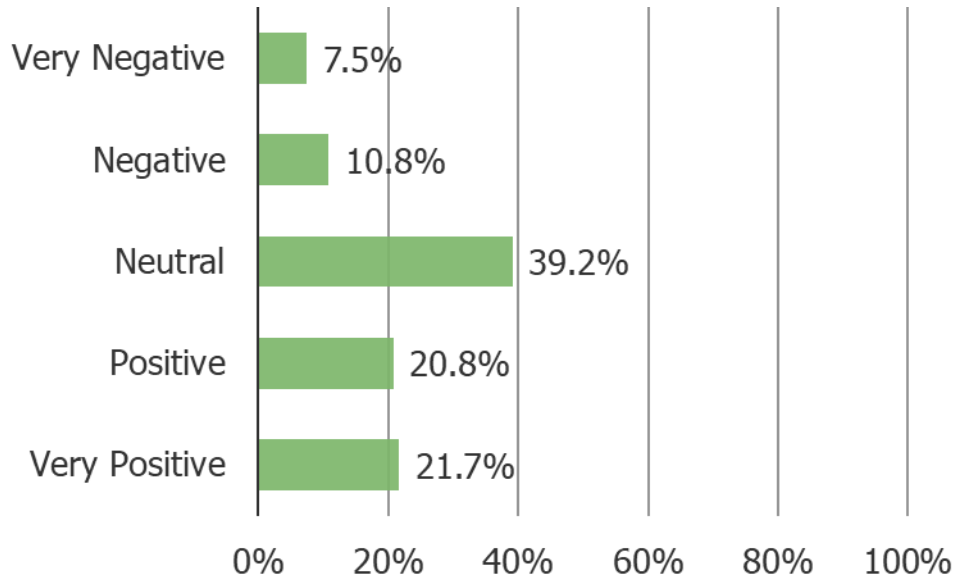


WHAT WOULD YOUR OPINION BE IF MICROSOFT NO LONGER HAD GAME EXCLUSIVES AND OFFERED ALL OF THEIR GAMES ON OTHER PLATFORMS?

This question was posed to all respondents.

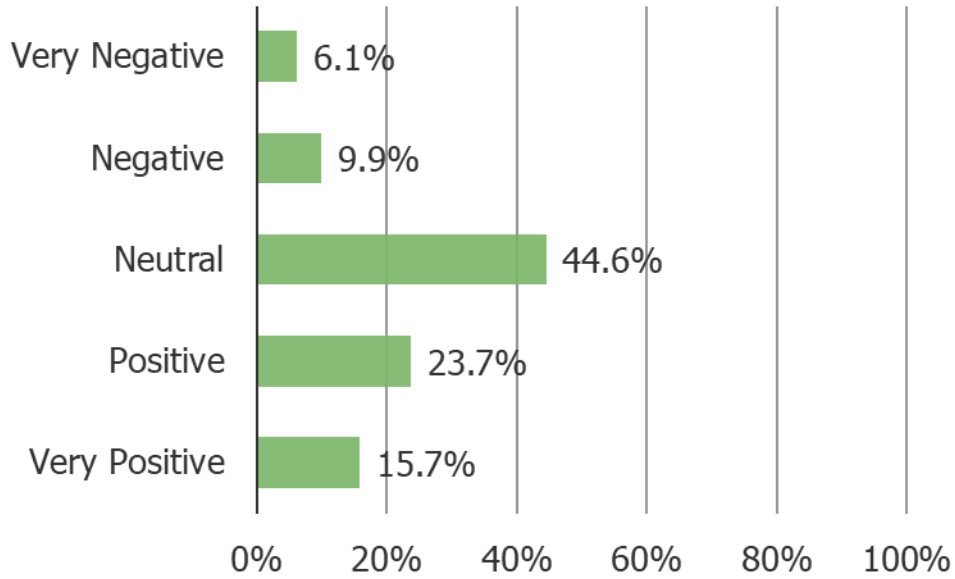


Respondents who play the Series X regularly or occasionally and DO NOT own a PS5 (N = 120)

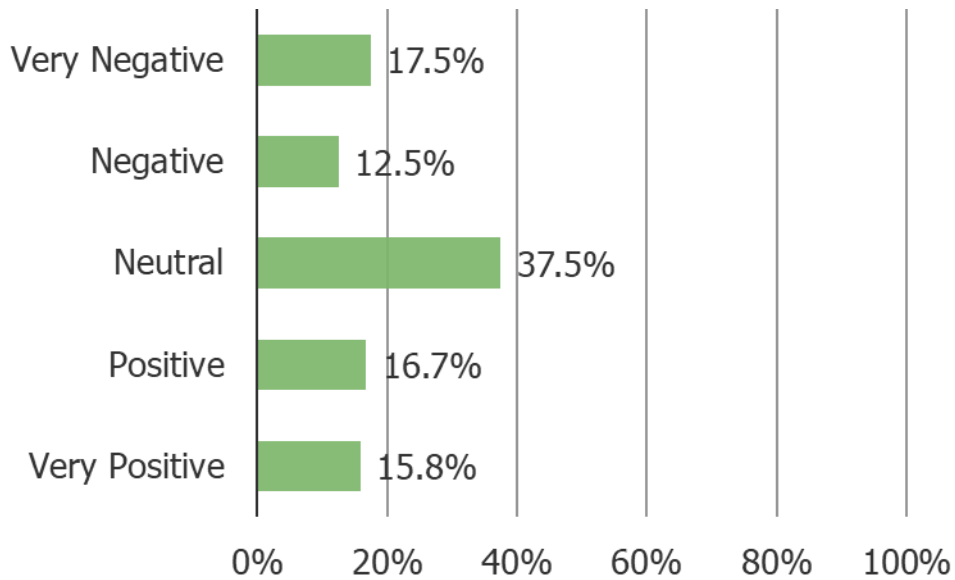


WHAT WOULD YOUR OPINION BE IF WHEN PLAYSTATION RELEASES A NEW CONSOLE, MICROSOFT DECIDES TO GET OUT OF MAKING VIDEO GAME CONSOLES AND DOES NOT RELEASE A NEW CONSOLE OF THEIR OWN?

This question was posed to all respondents.

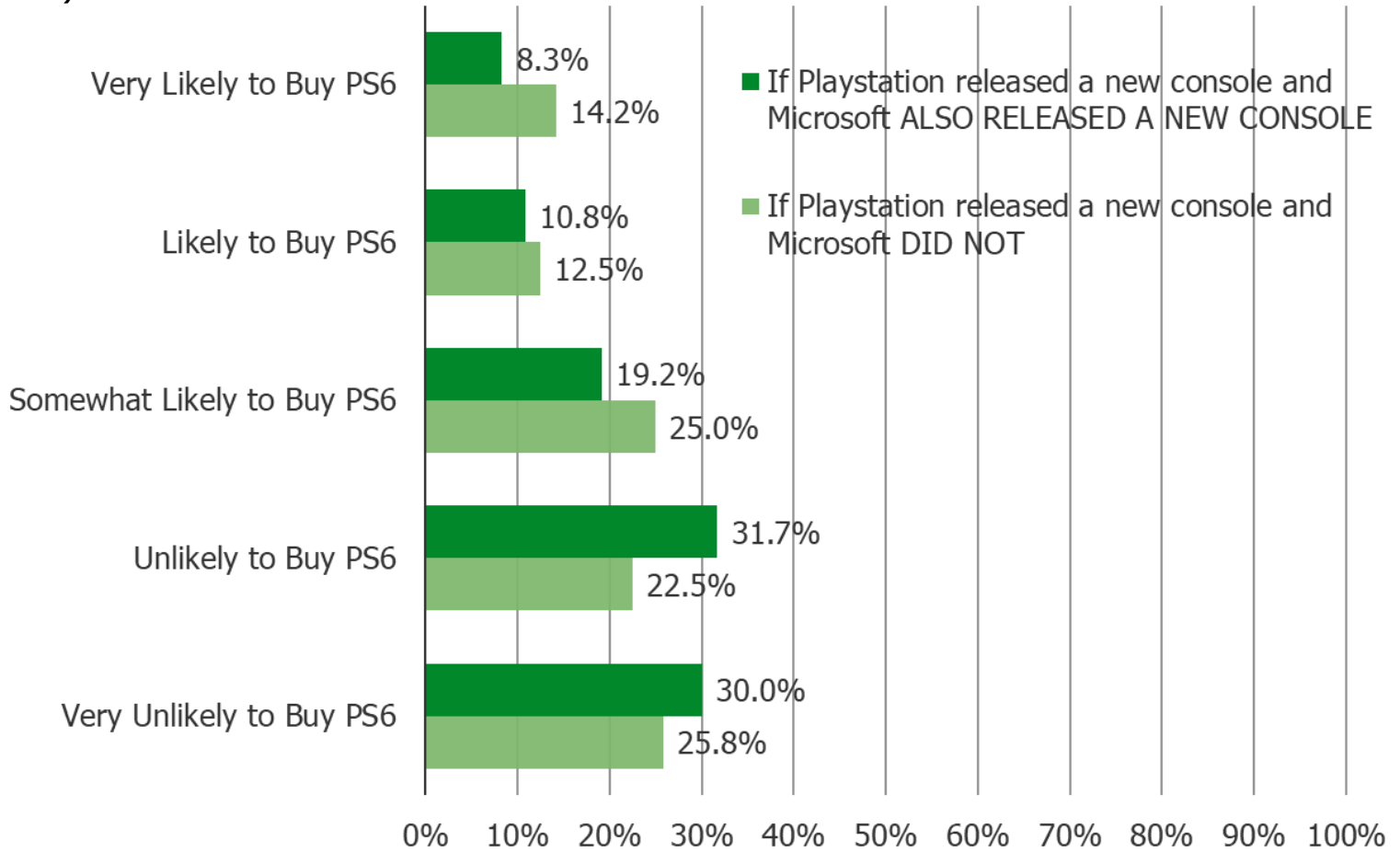


Respondents who play the Series X regularly or occasionally and DO NOT own a PS5 (N = 120)



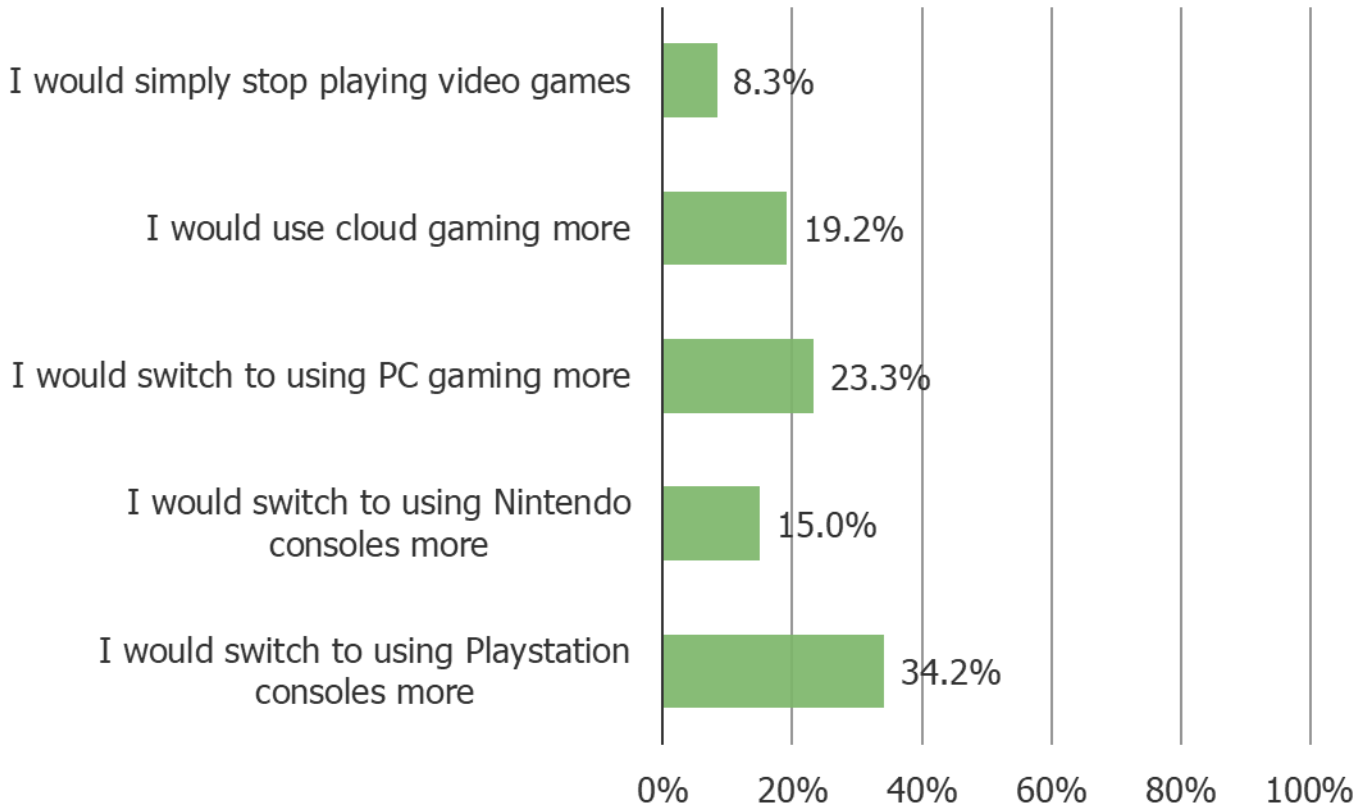
HOW LIKELY WOULD YOU BE TO PURCHASE THE NEXT PLAYSTATION MAJOR CONSOLE RELEASE (PLAYSTATION 6) IF...

Respondents who play the Series X regularly or occasionally and DO NOT own a PS5 (N = 120)



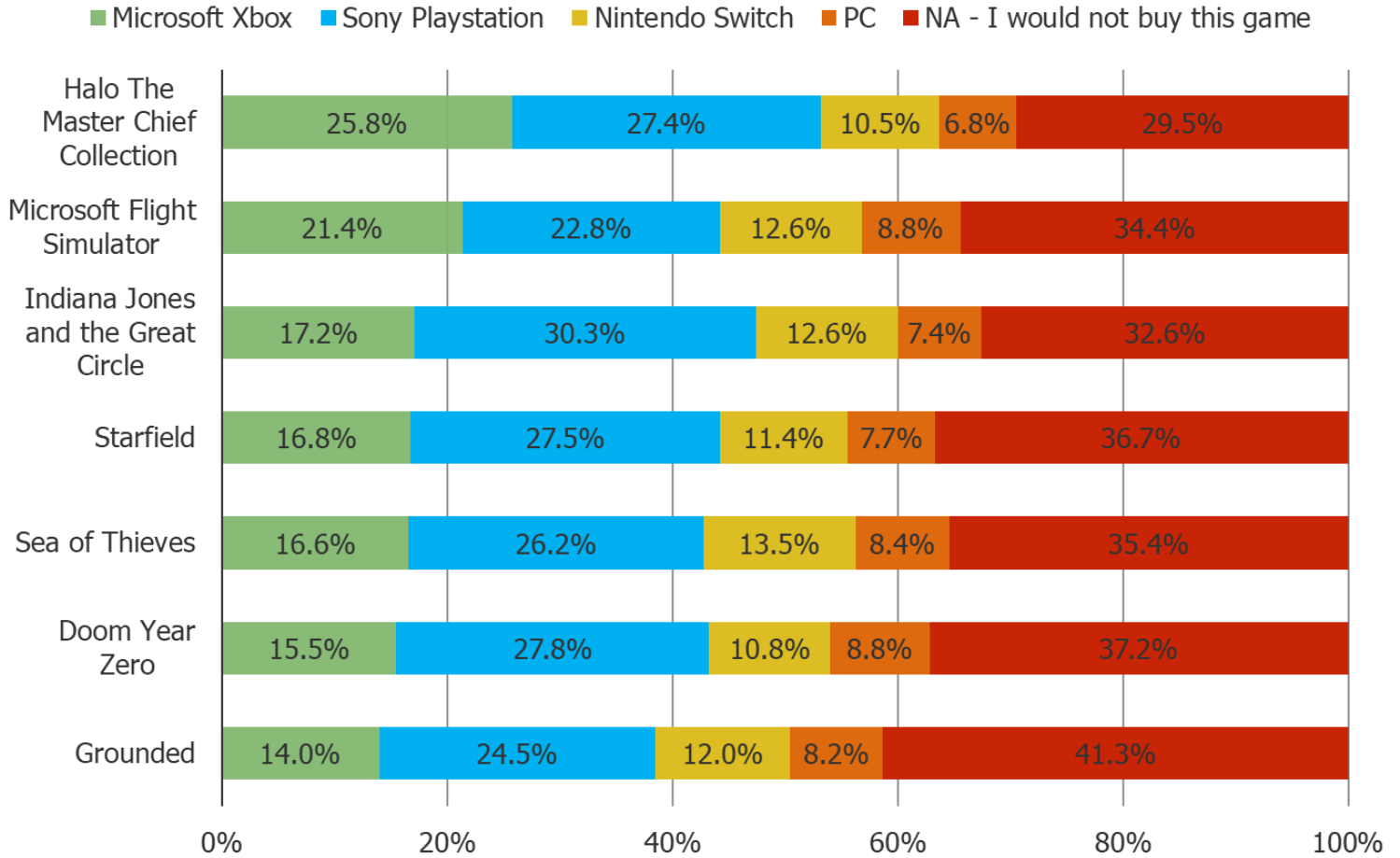
IF MICROSOFT EVER STOPPED MAKING NEW XBOX CONSOLES, WHAT WOULD YOU DO WITH YOUR GAMING TIME AND SPENDING IN THE FUTURE?

Respondents who play the Series X regularly or occasionally and DO NOT own a PS5 (N = 120)



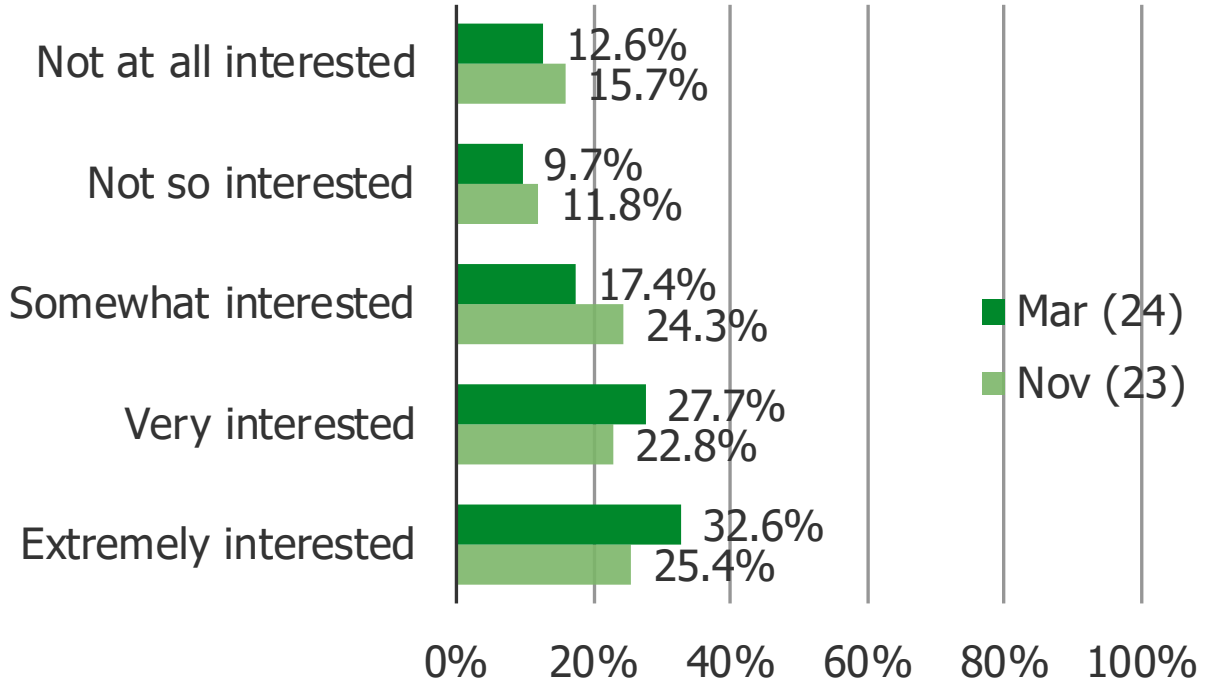
IF YOU COULD BUY THESE GAMES FOR ANY CONSOLE, WHICH WOULD YOU BUY IT ON?

This question was posed to all respondents.



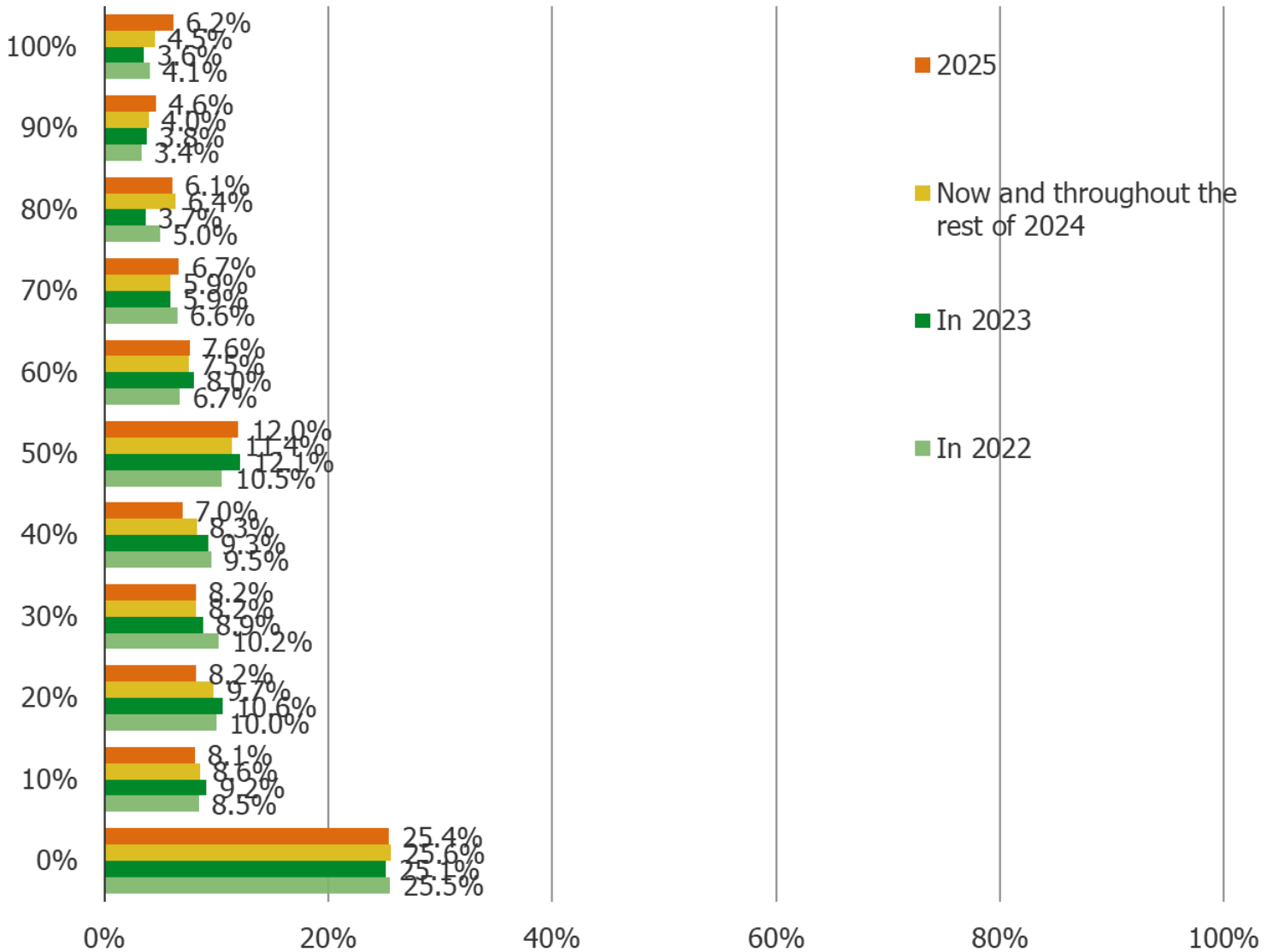
IN GENERAL, HOW INTERESTED ARE YOU TYPICALLY IN GRAND THEFT AUTO RELEASES?

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...

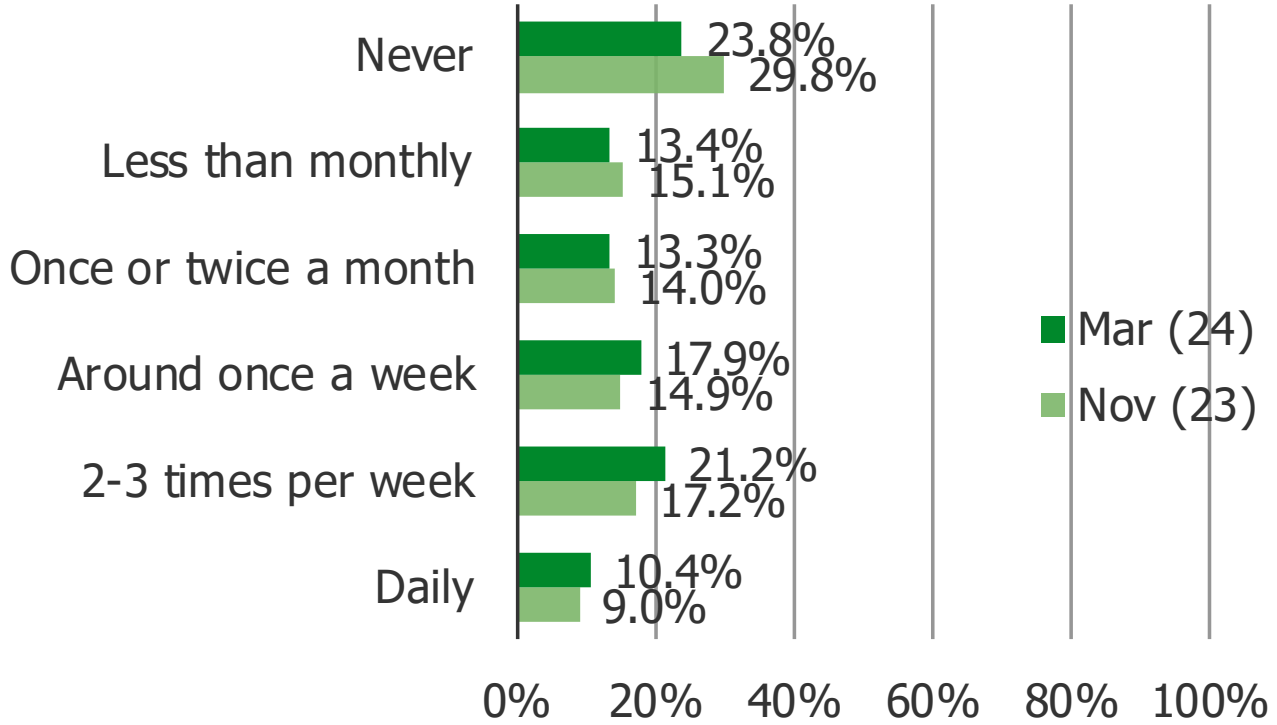
This question was posed to all respondents.





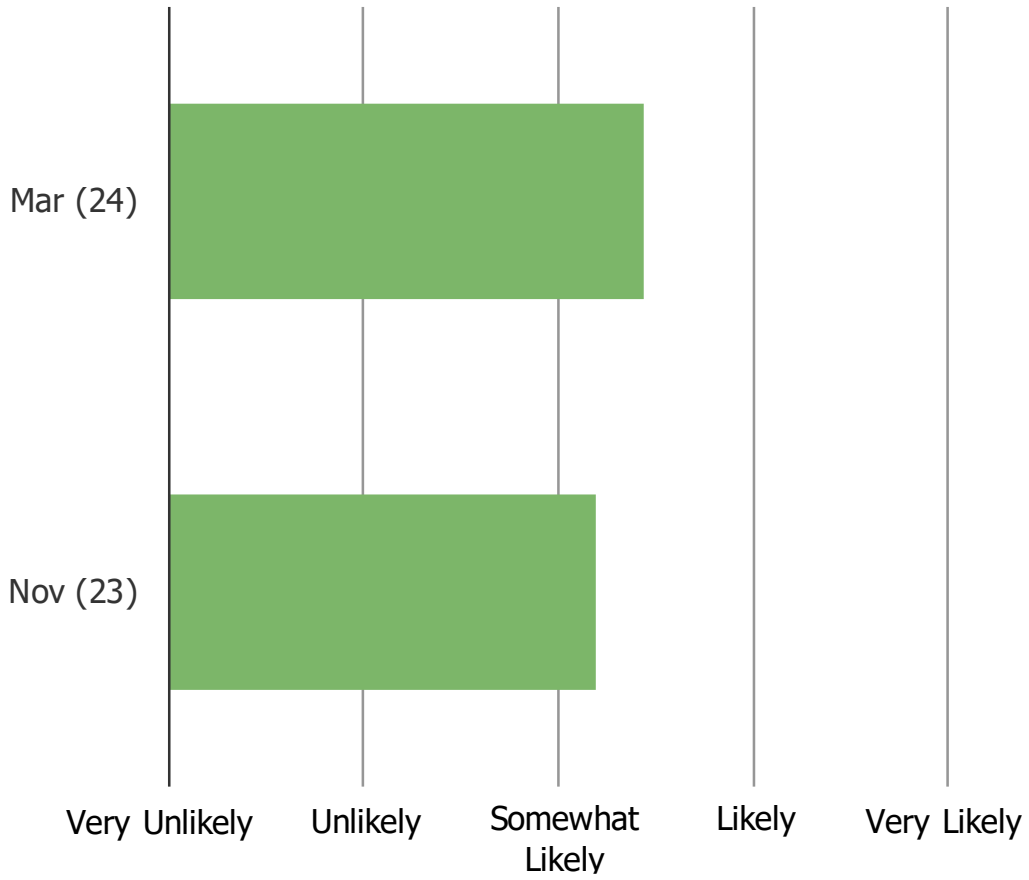
HOW OFTEN DO YOU PLAY GRAND THEFT AUTO GAMES CURRENTLY?.

This question was posed to all respondents.



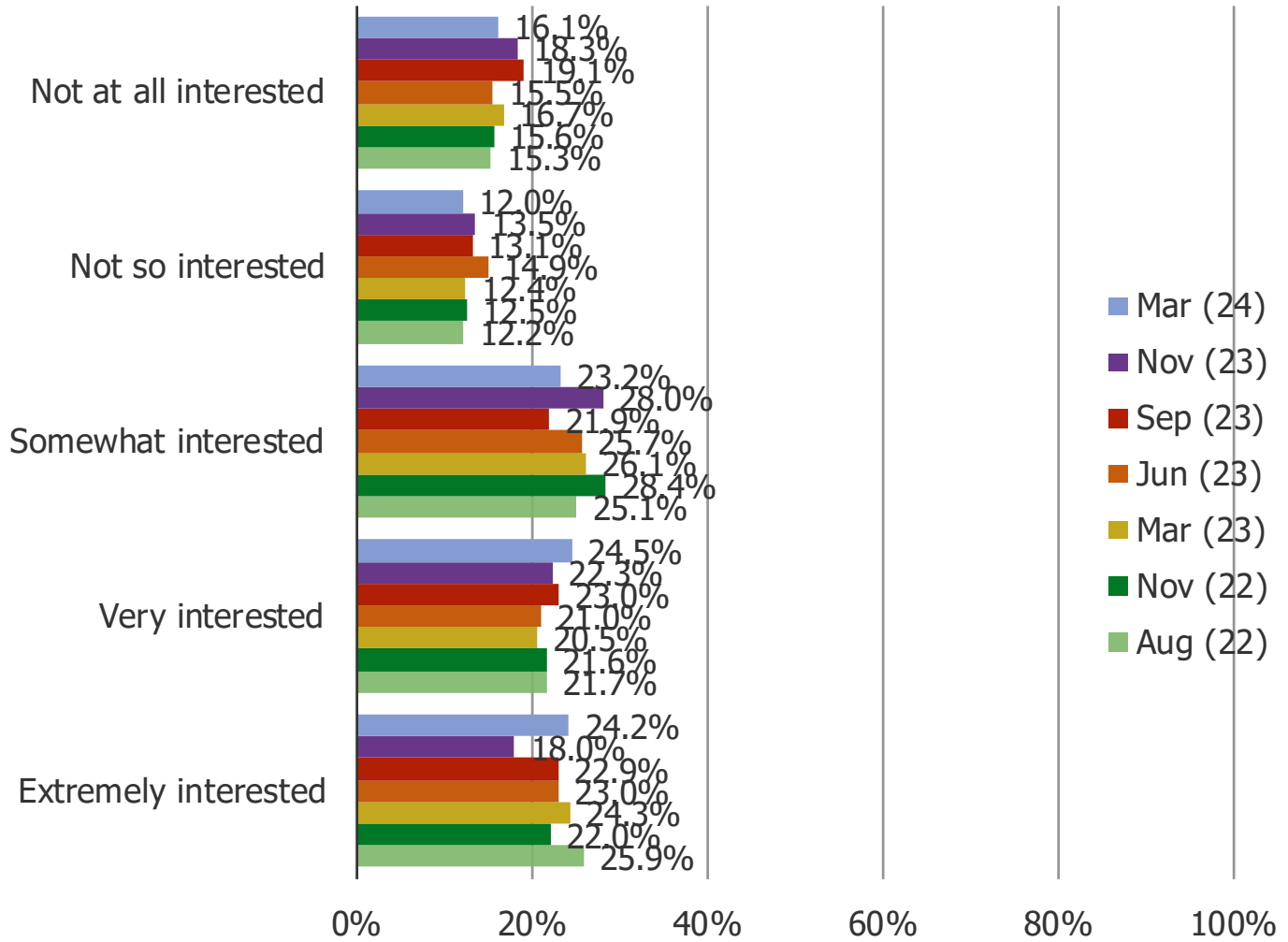
HOW LIKELY ARE YOU TO BUY GRAND THEFT AUTO 6 WHEN IT IS RELEASED?

This question was posed to all respondents.



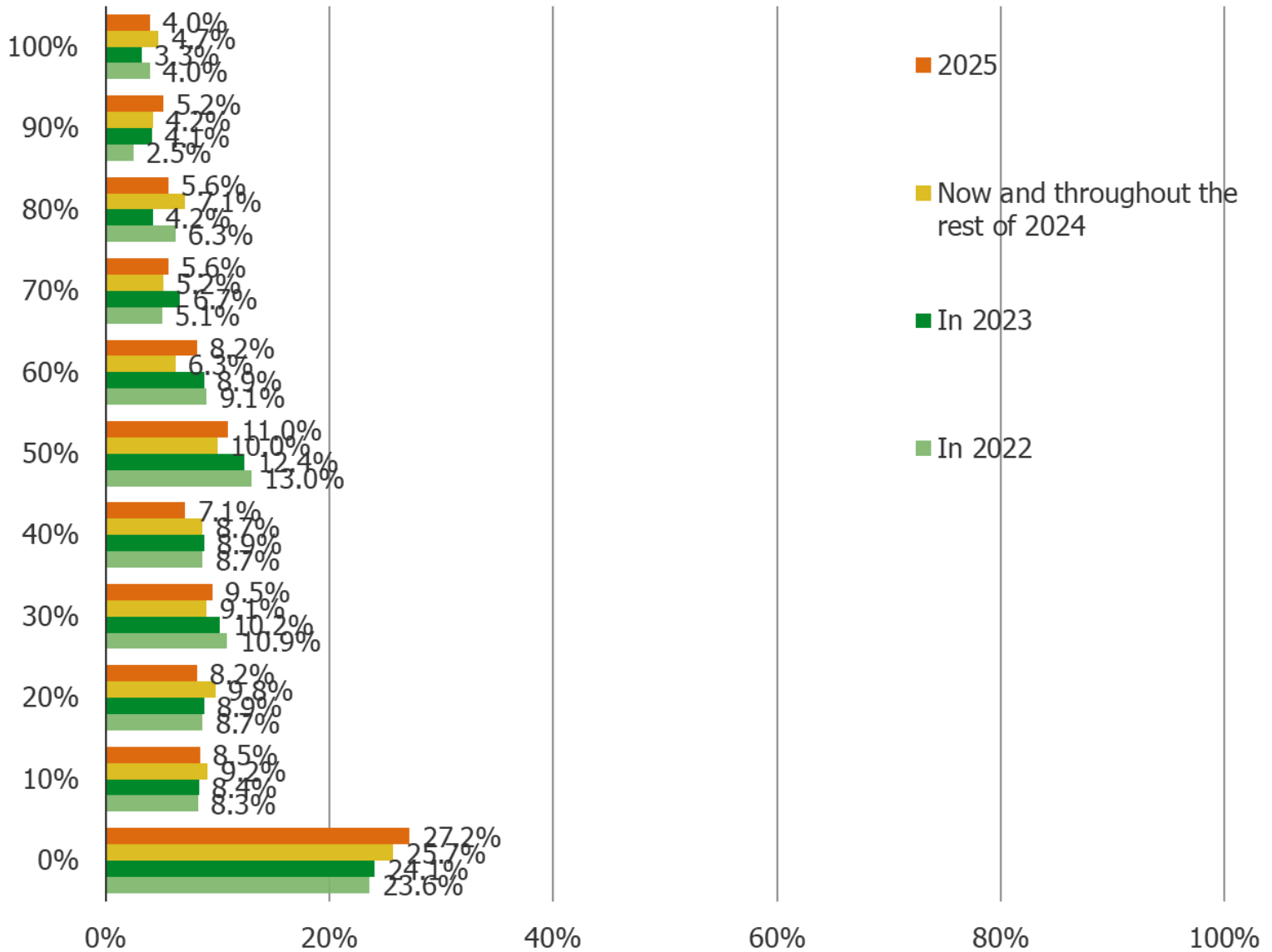
IN GENERAL, HOW INTERESTED ARE YOU TYPICALLY IN CALL OF DUTY RELEASES?

This question was posed to the target audience.



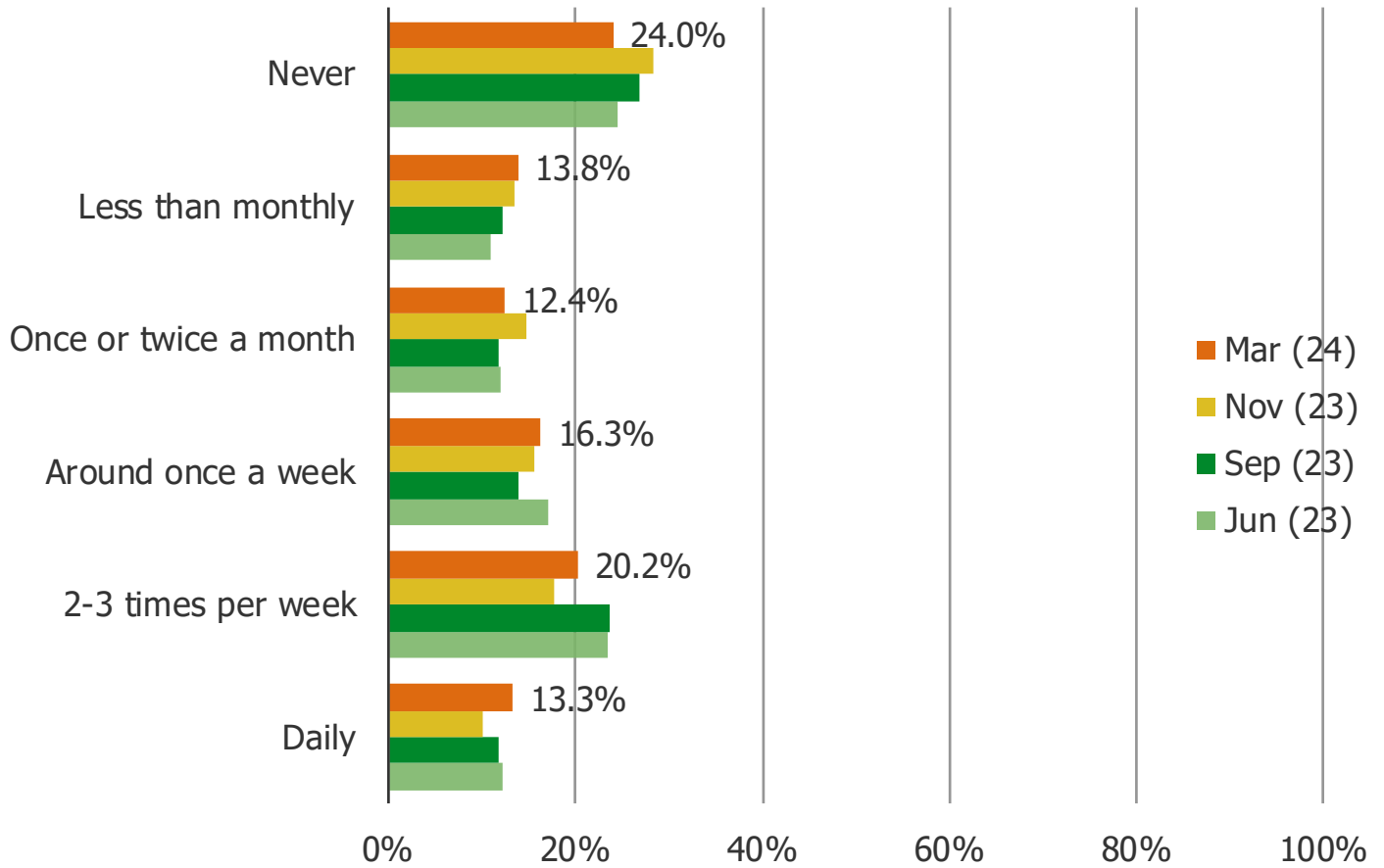
WHAT PERCENTAGE OF YOUR TOTAL GAMING TIME WOULD YOU SAY HAS/WILL GET SPENT PLAYING CALL OF DUTY GAMES DURING THE FOLLOWING TIMES...

This question was posed to the target audience.



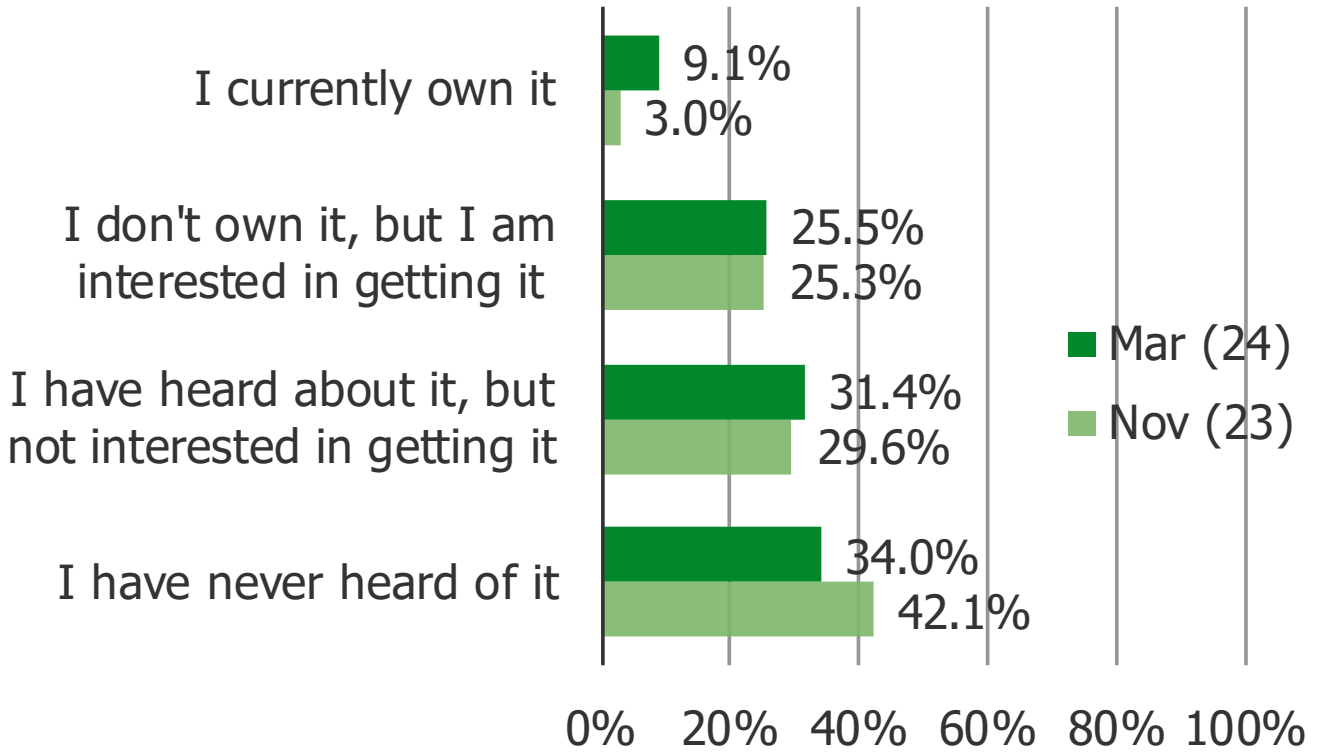
HOW OFTEN DO YOU PLAY CALL OF DUTY GAMES CURRENTLY?

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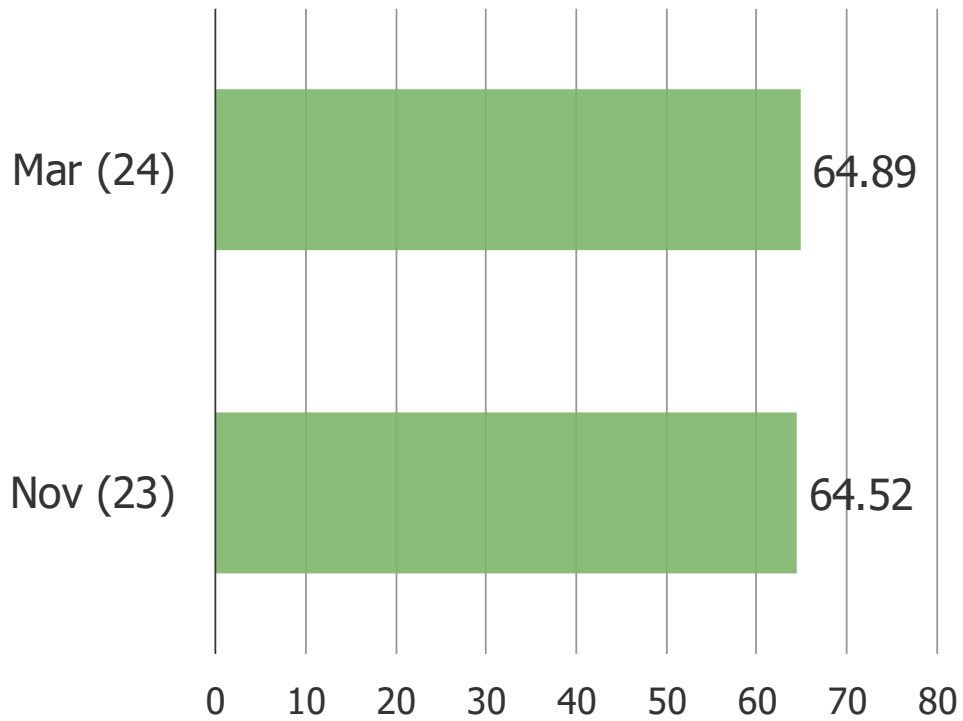
WHICH OF THE FOLLOWING BEST DESCRIBES YOUR EXPERIENCE WITH THE PLAYSTATION PORTAL?  
(PICTURED IN SURVEY)

This question was posed to all respondents.



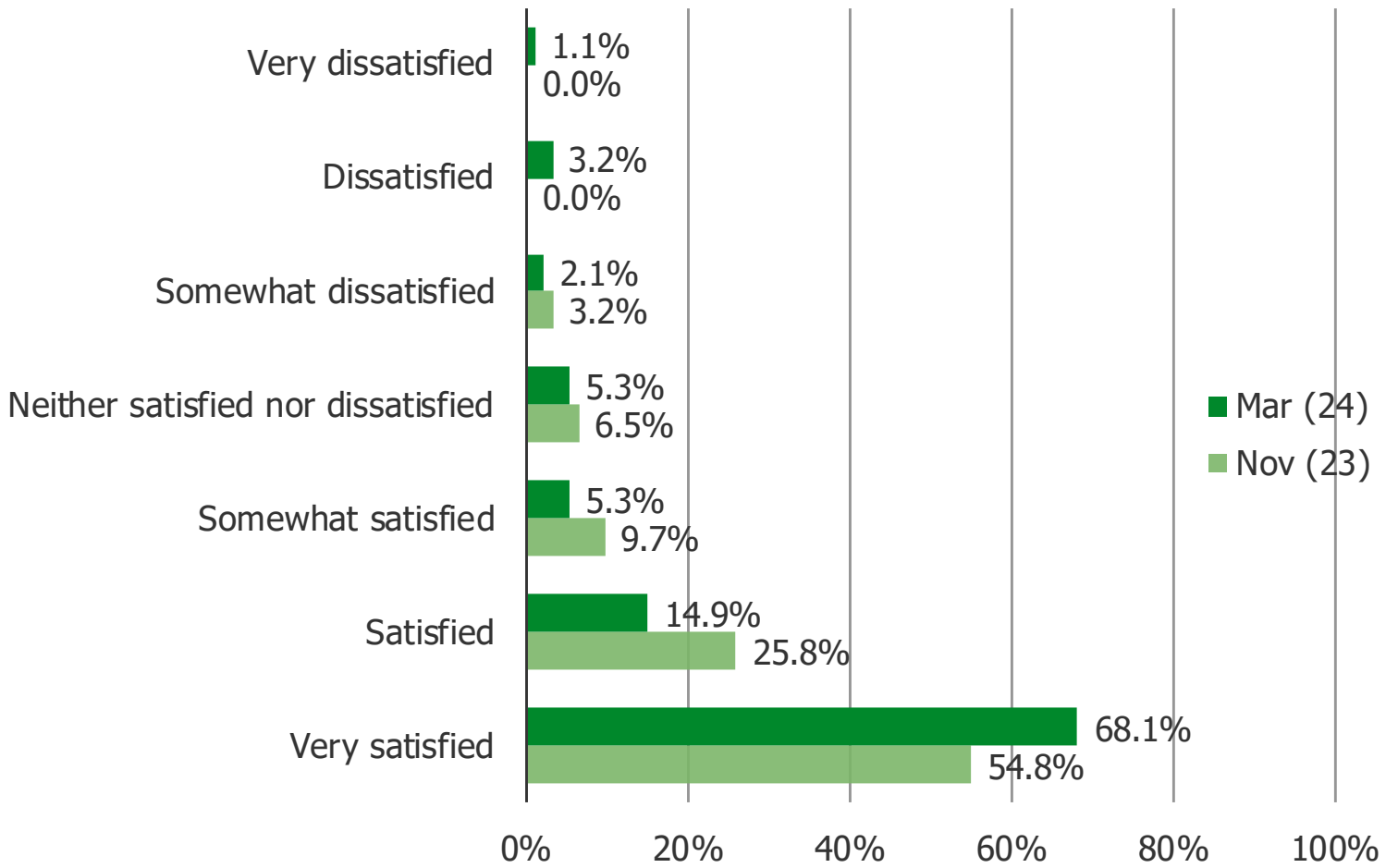
HOW LIKELY IS IT THAT YOU WOULD RECOMMEND THE PLAYSTATION PORTAL TO A FRIEND OR COLLEAGUE?

This question was posed to respondents who own the PlayStation Portal. (N=94)



HOW SATISFIED ARE YOU WITH THE PLAYSTATION PORTAL SO FAR?

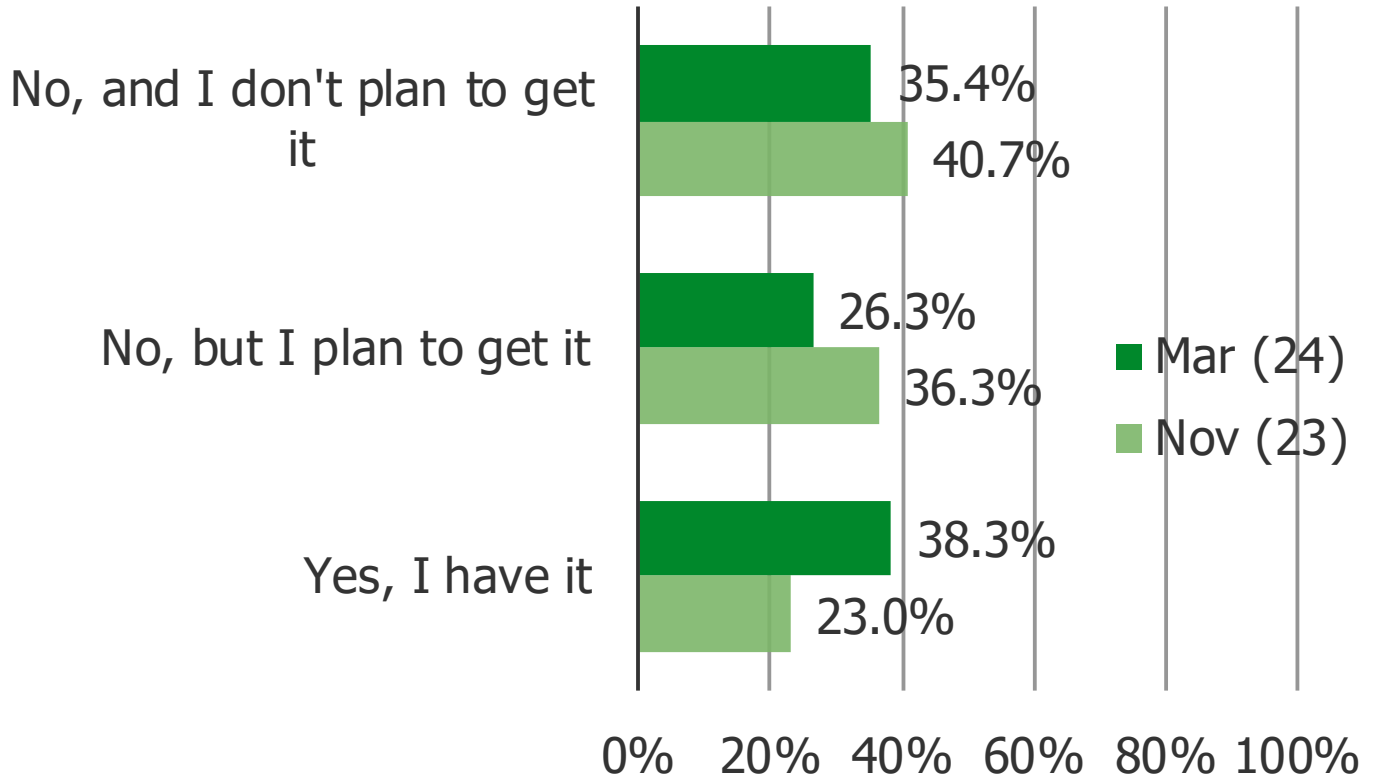
This question was posed to respondents who own the PlayStation Portal. (N=94)





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

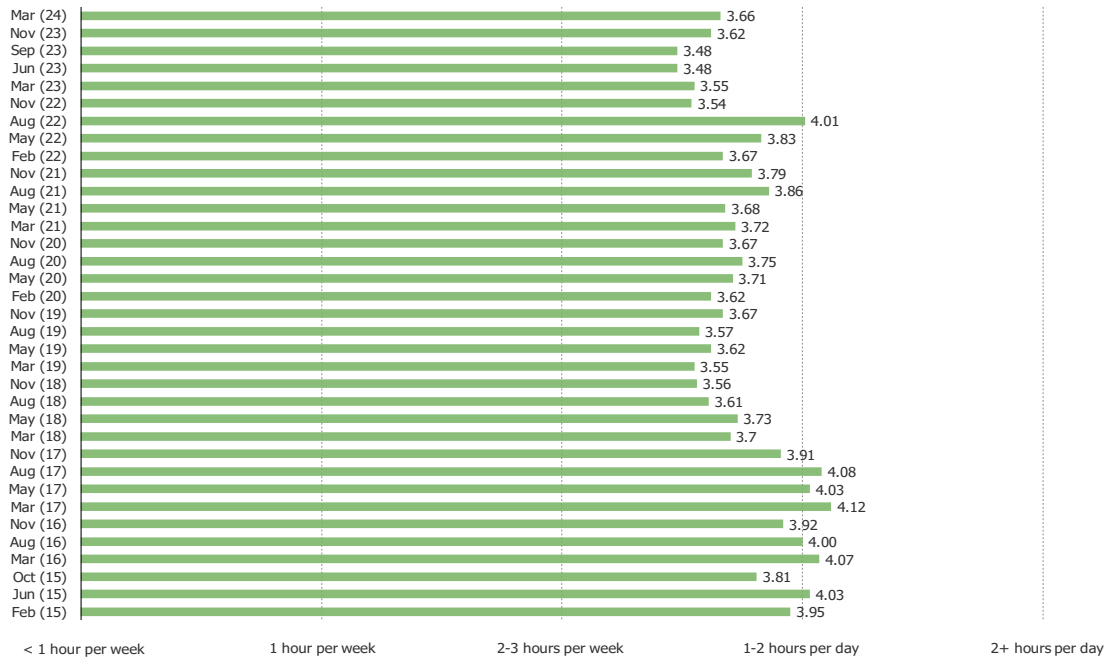
This question was posed to all respondents.



## VIDEO GAME ENGAGEMENT TRENDS

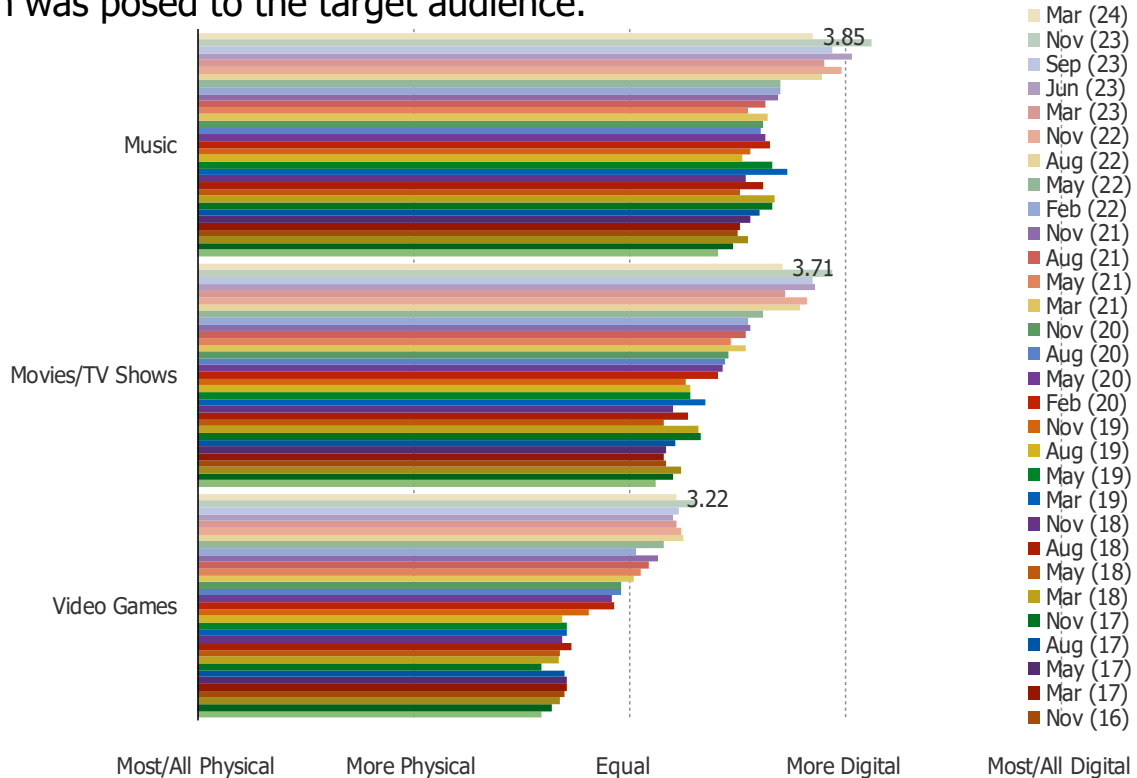
HOW OFTEN DO YOU PLAY VIDEO GAMES?

This question was posed to the target audience.



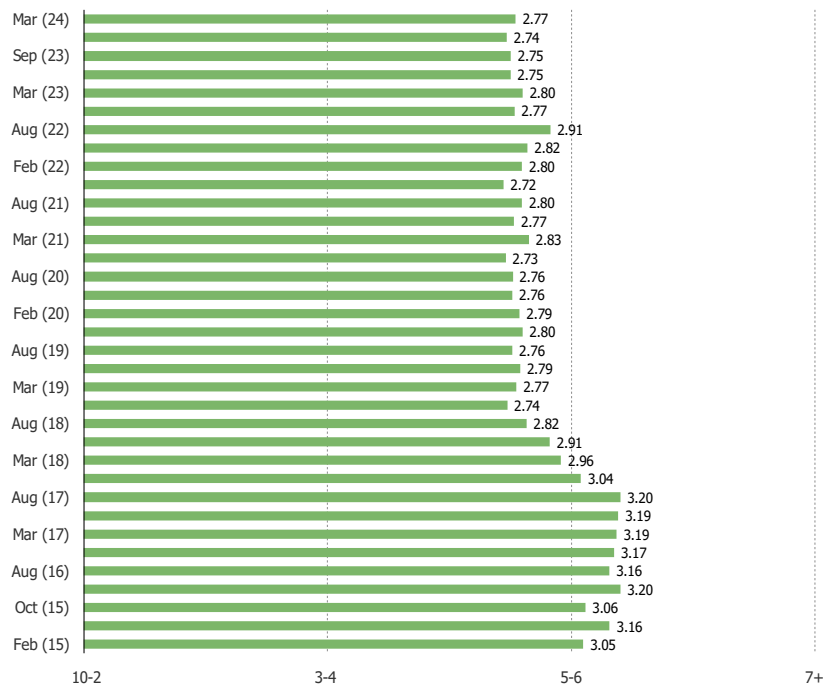
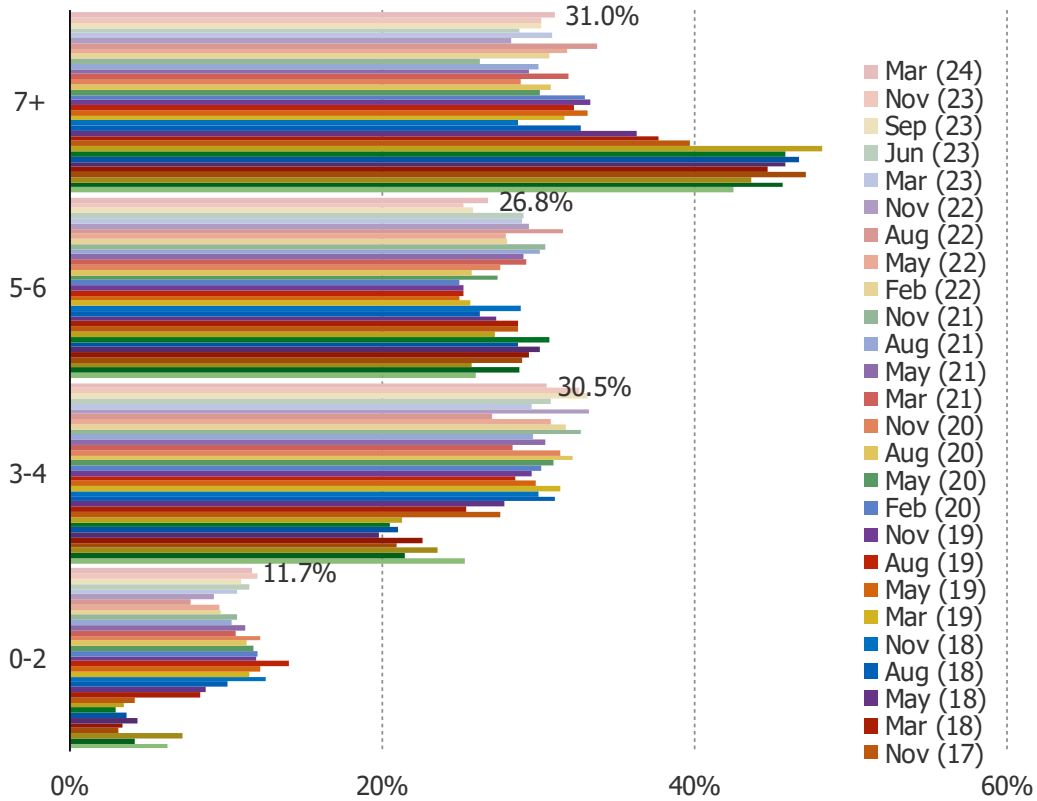
FOR EACH OF THE FOLLOWING, WHICH BEST DESCRIBES YOUR USAGE?

This question was posed to the target audience.



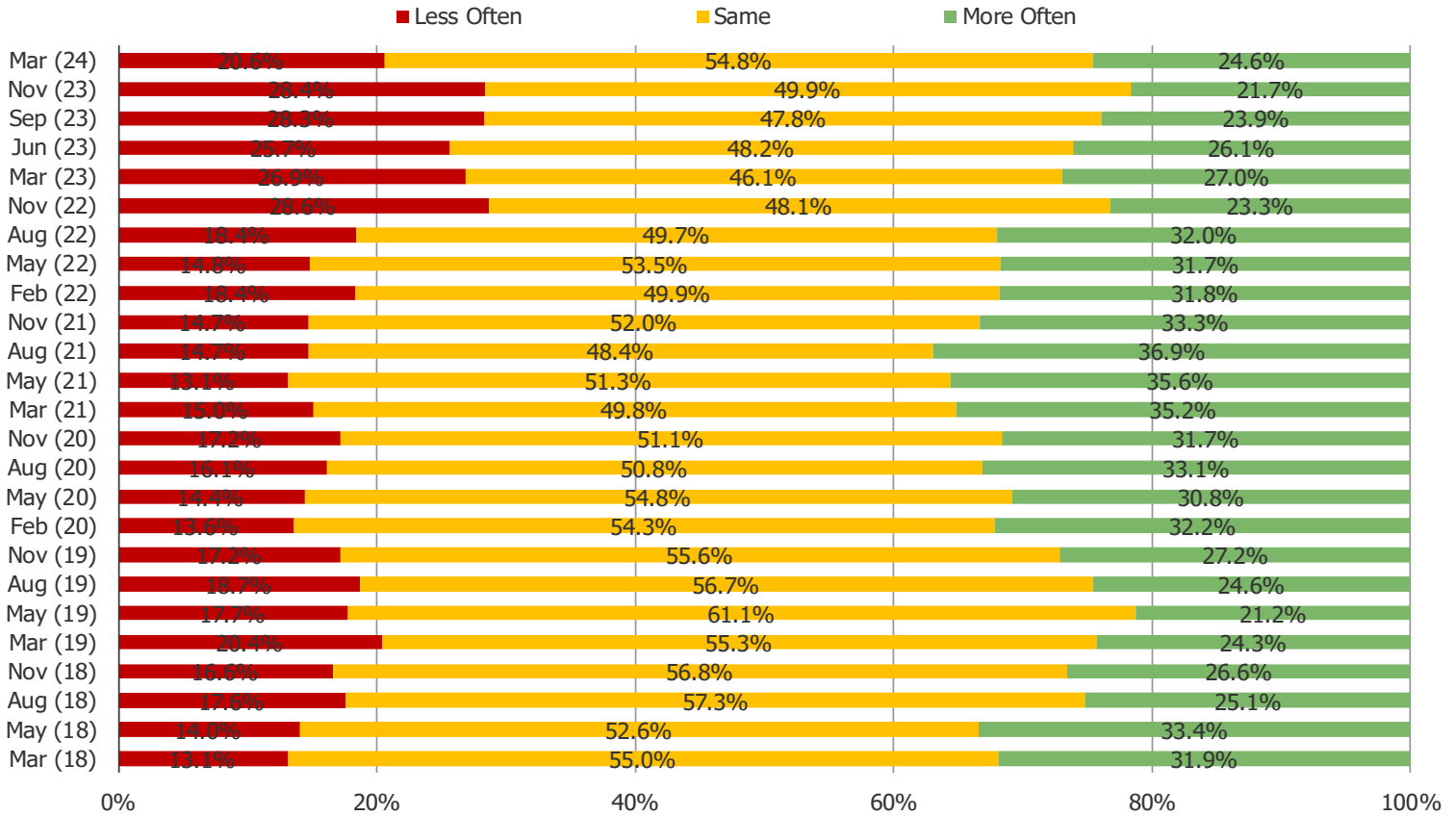
HOW MANY TITLES DO YOU PLAY PER YEAR?

This question was posed to the target audience.



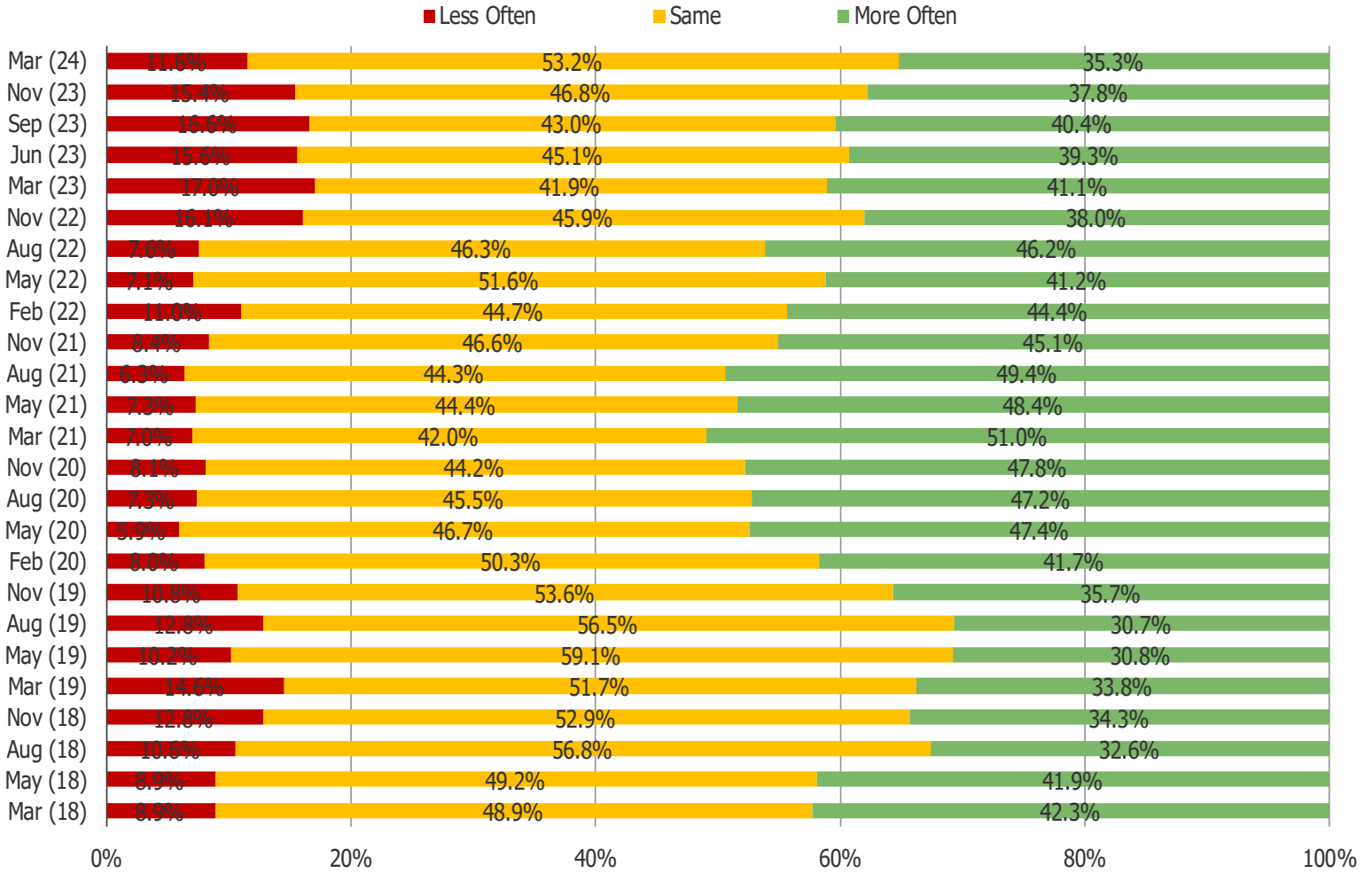
COMPARED TO A YEAR AGO, ARE PURCHASING VIDEO GAMES MORE OR LESS OFTEN?

This question was posed to the target audience.



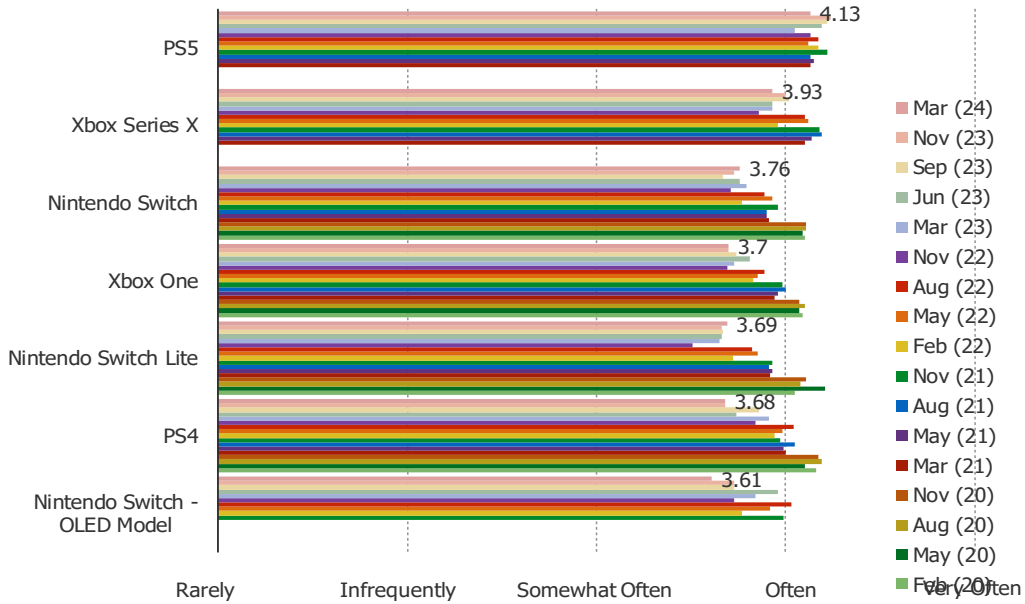
COMPARED TO A YEAR AGO, ARE YOU **PLAYING VIDEO GAMES** MORE OR LESS OFTEN?

This question was posed to the target audience.



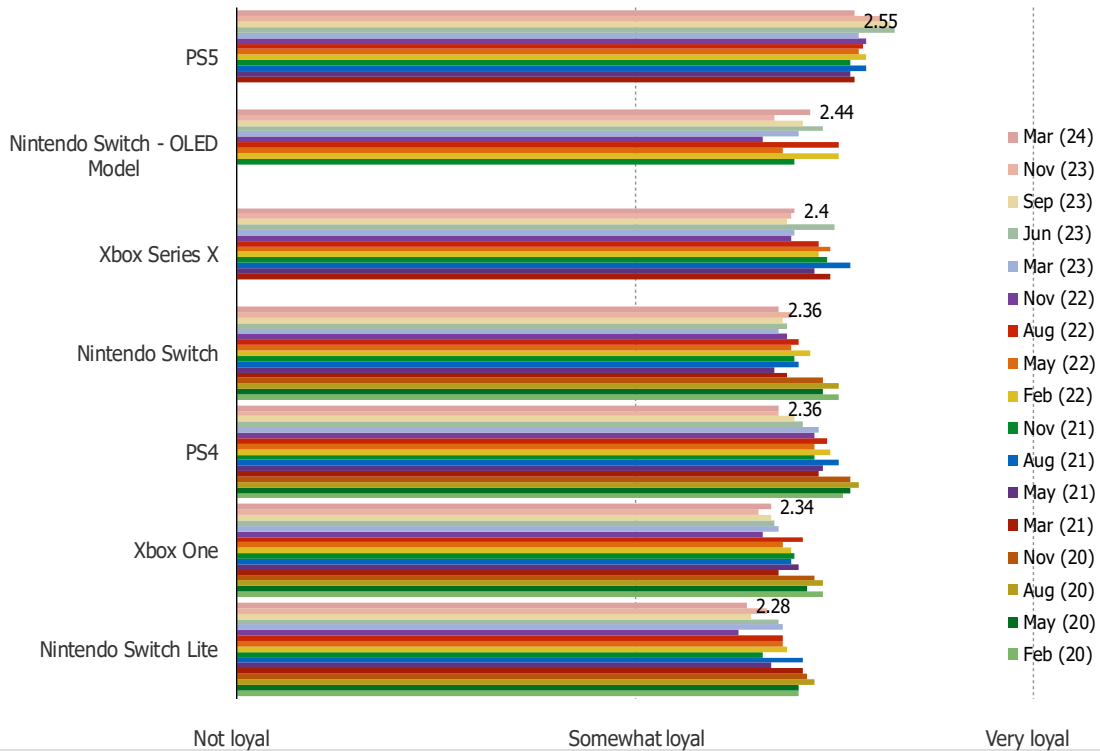
HOW OFTEN DO YOU USE THIS CONSOLE?

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



HOW LOYAL ARE YOU TO...

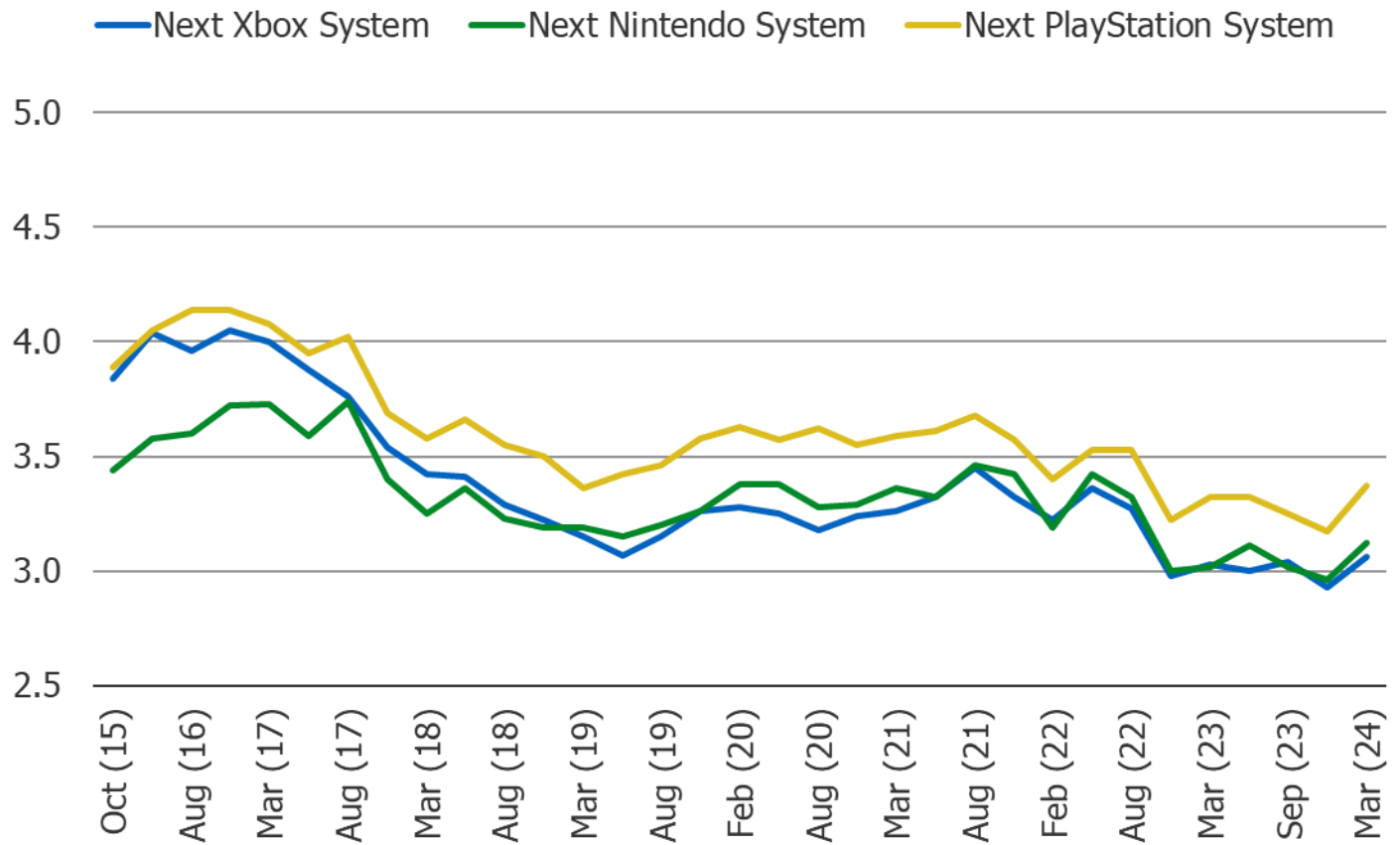
This question was posed to users of each of the following.



Video Games

WHENEVER NEW VERSIONS OF XBOX, PLAYSTATION, AND NINTENDO ARE RELEASED (NOT INCLUDING VERSIONS THAT ARE CURRENTLY AVAILABLE), HOW LIKELY ARE YOU TO PURCHASE THEM WITHIN THE FIRST YEAR AFTER RELEASE?

This question was posed to all respondents.



1 = Very Unlikely, 2 = Unlikely, 3 = Somewhat Likely, 4 = Likely, 5 = Very Likely



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.

March 2024



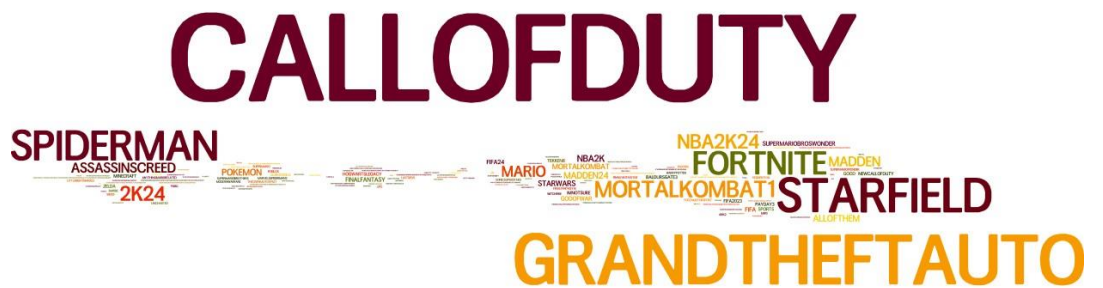
WHAT UPCOMING GAME(S) ARE YOU MOST EXCITED ABOUT?

This question was posed to all respondents.

November 2023



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

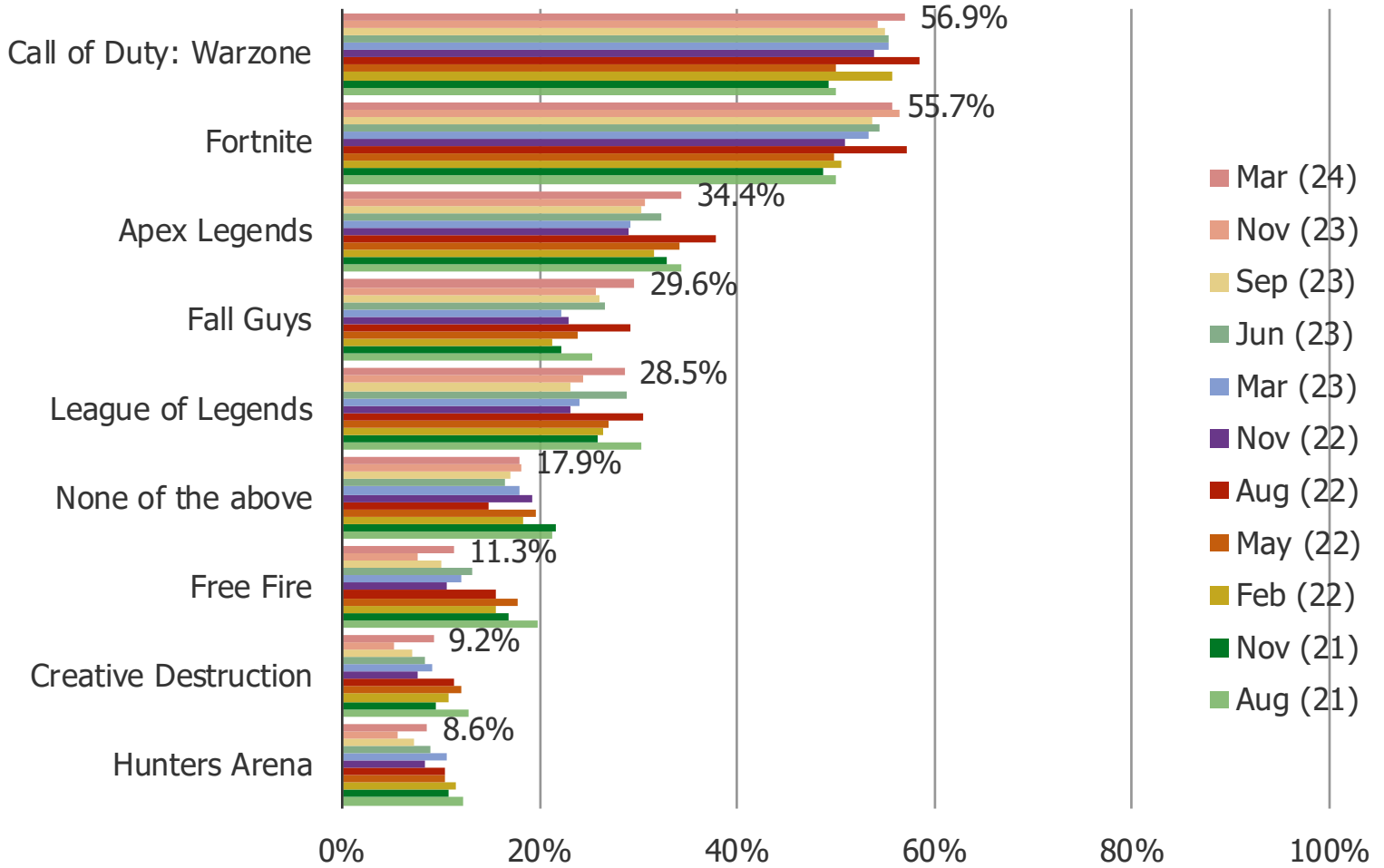


It's In The Game

## FREE FIRE AND BATTLE BATTLE ROYALE GAMES

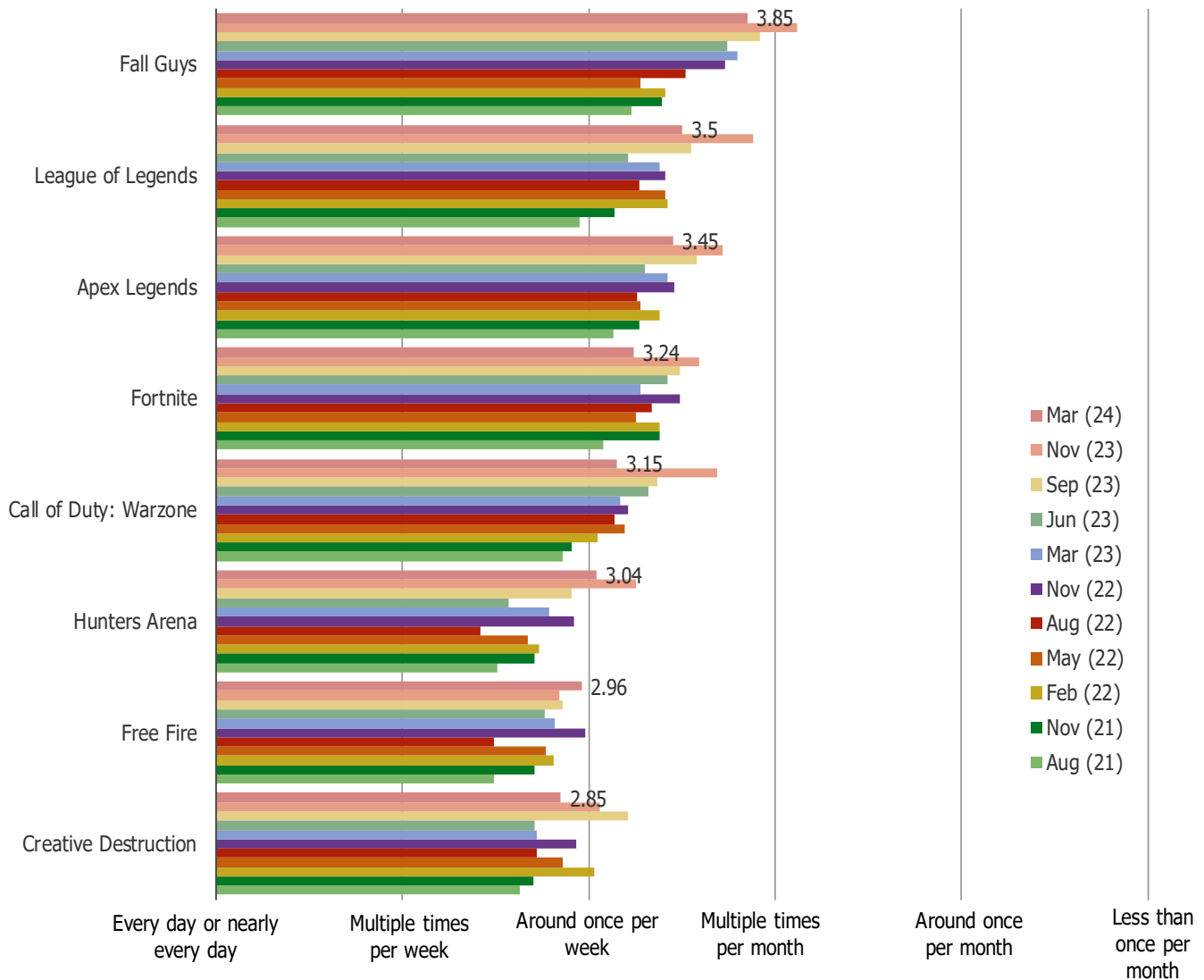
HAVE YOU EVER PLAYED THE FOLLOWING VIDEO GAMES? SELECT ALL THAT APPLY

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.

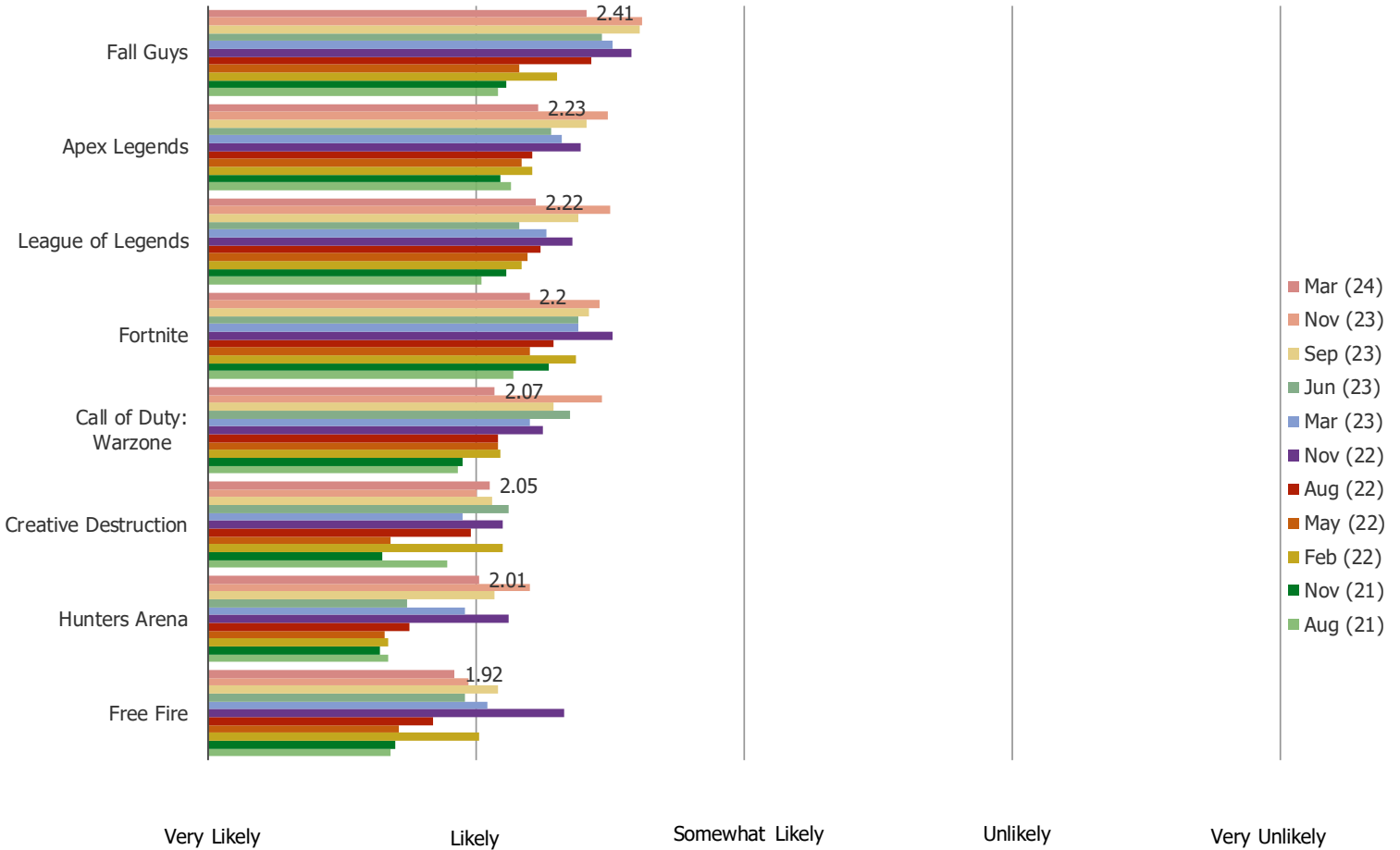


More frequent.



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.



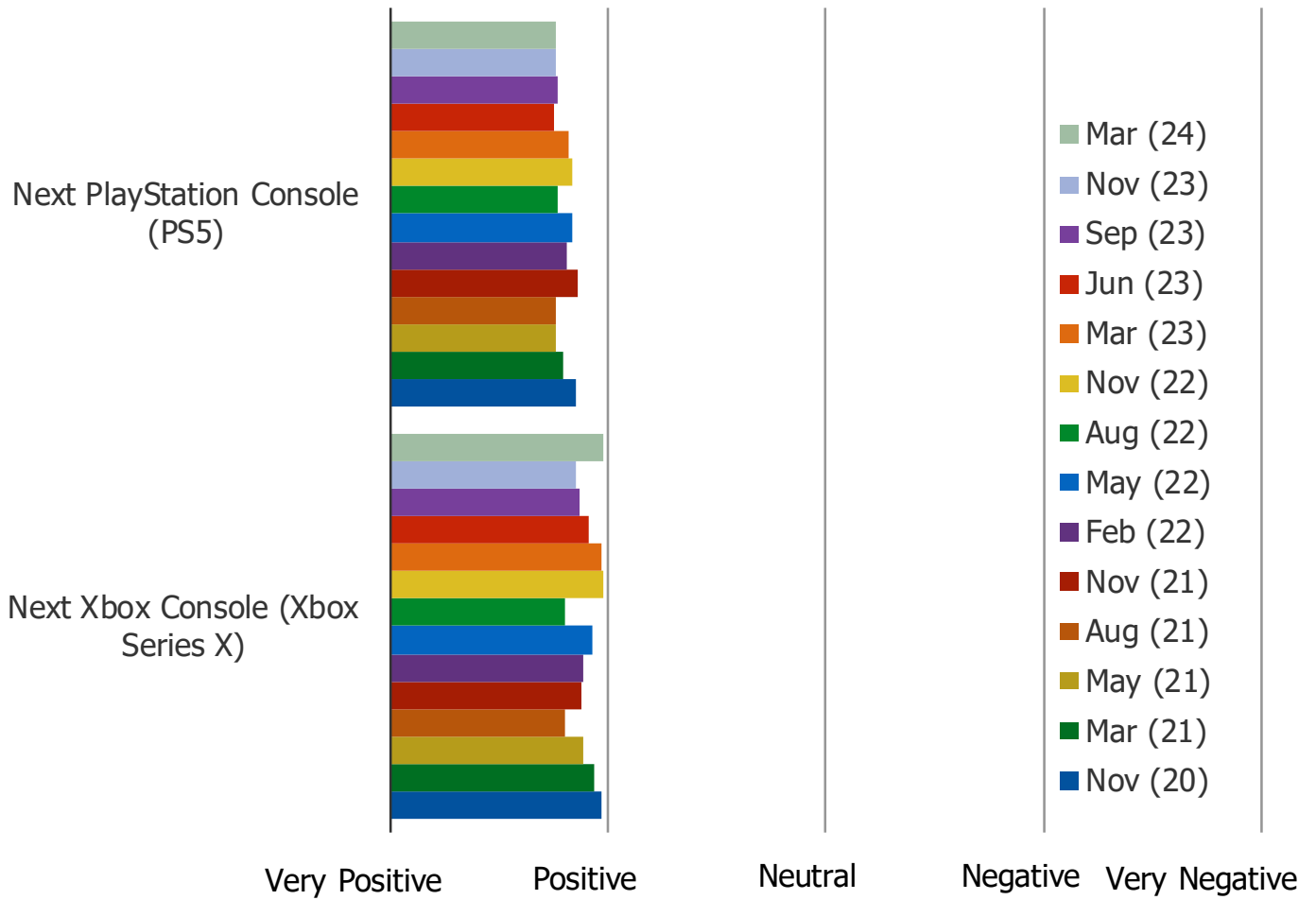
More likely.

It's In The Game

## NEW CONSOLES

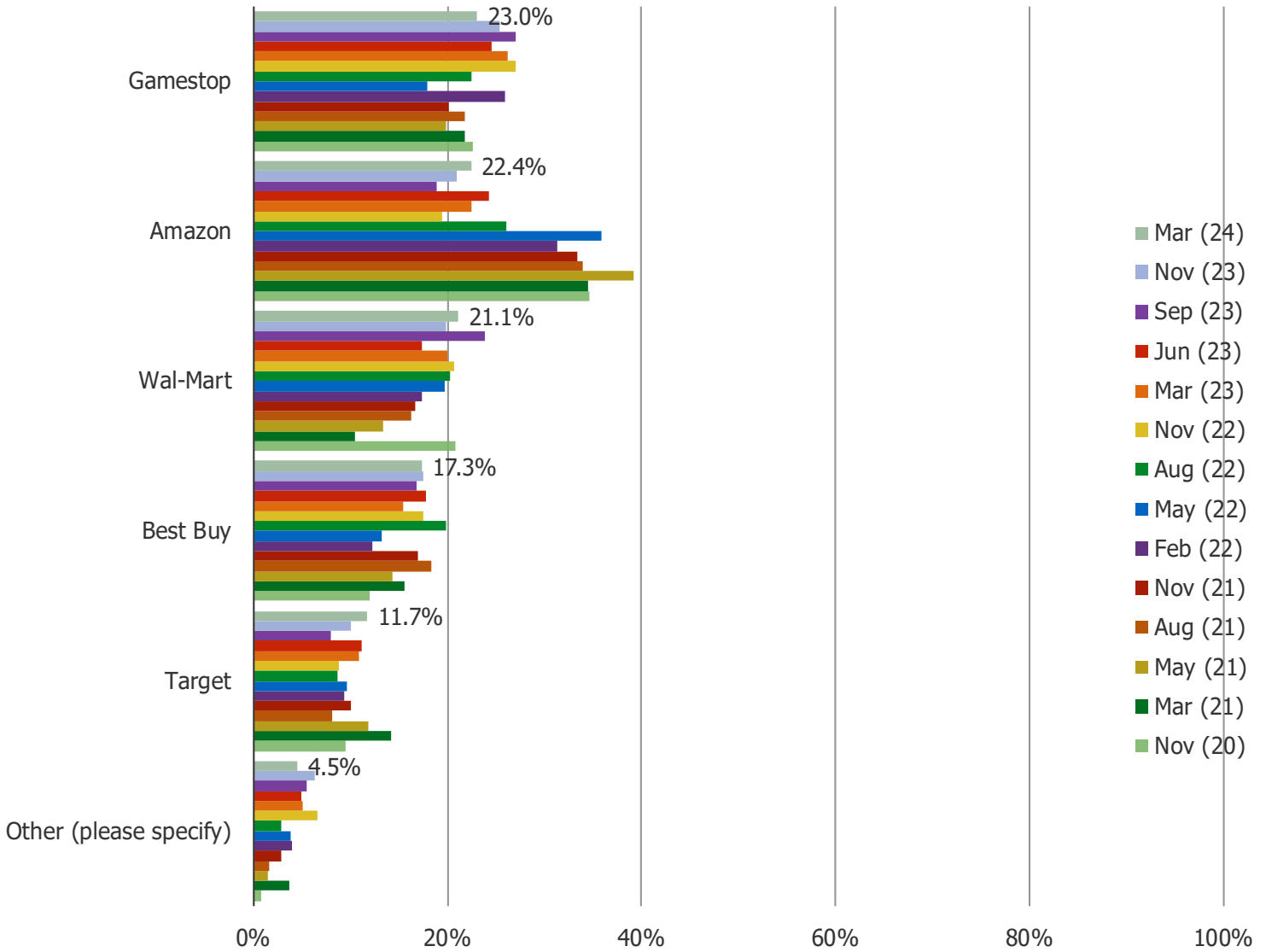
WHAT IS YOUR OPINION OF THE SPECS AND FEATURES OF THIS CONSOLE?

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



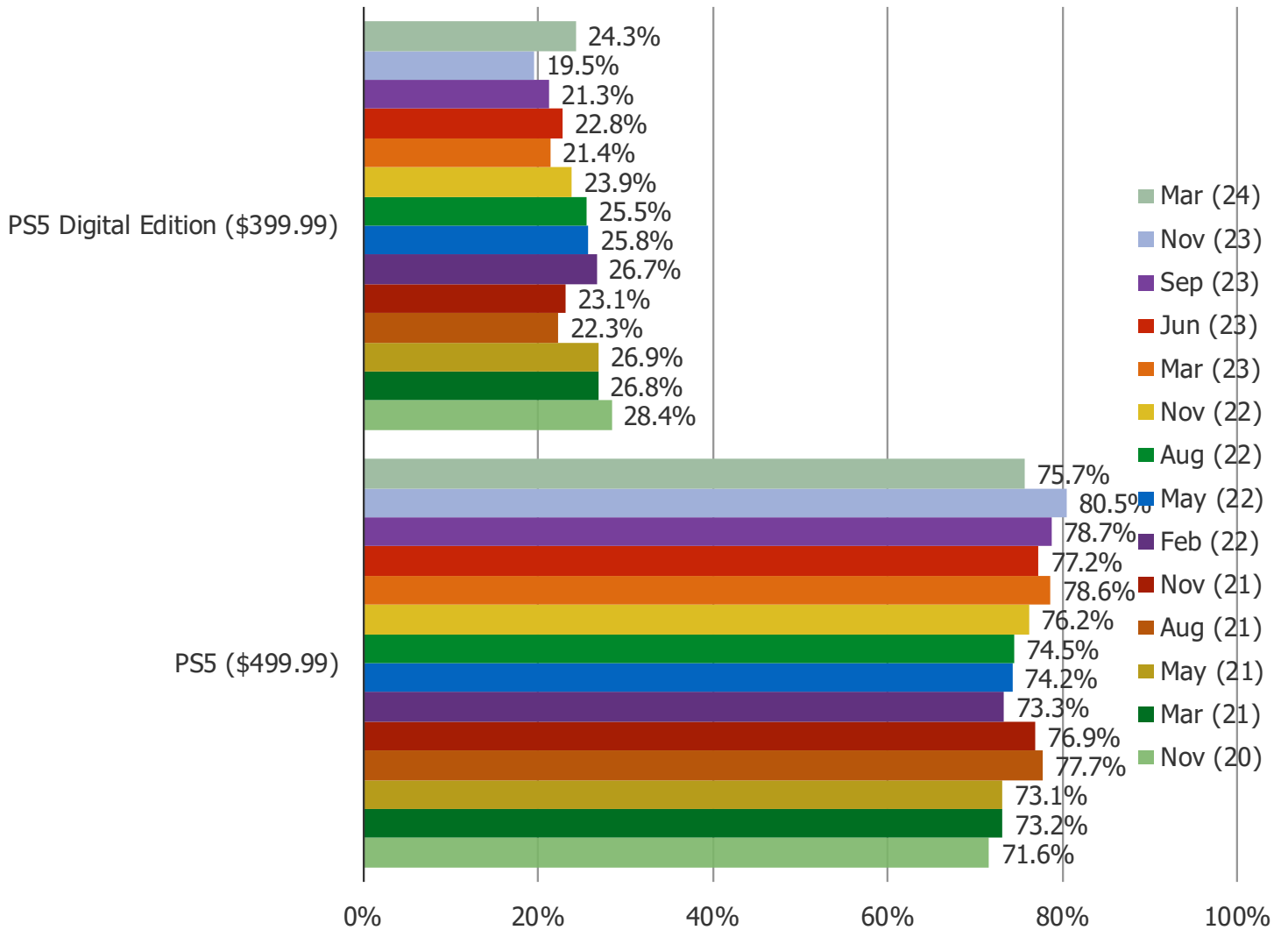
WHERE DID YOU ORDER OR PURCHASE THE PS5 FROM?

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



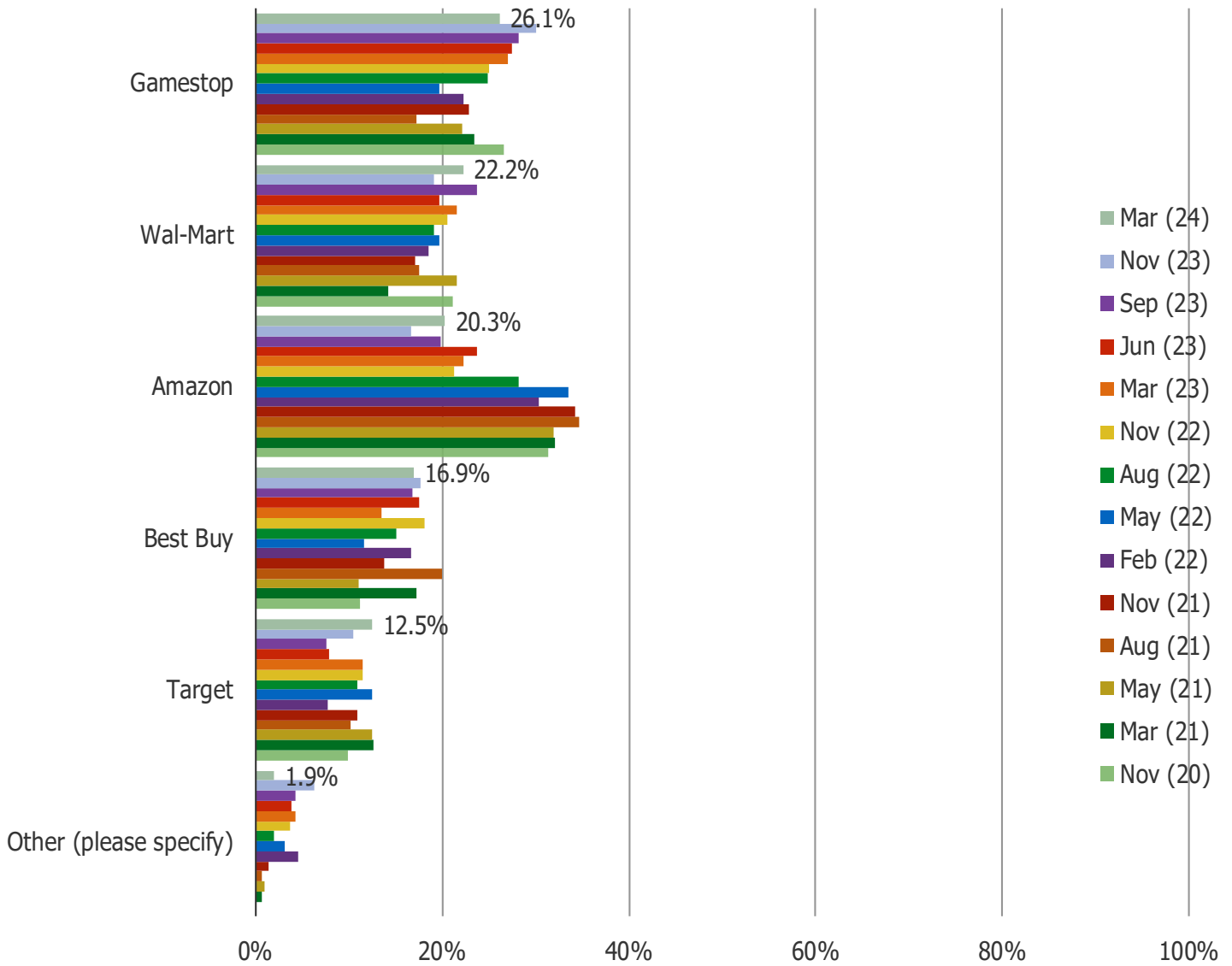
WHICH CONSOLE DID YOU BUY?

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



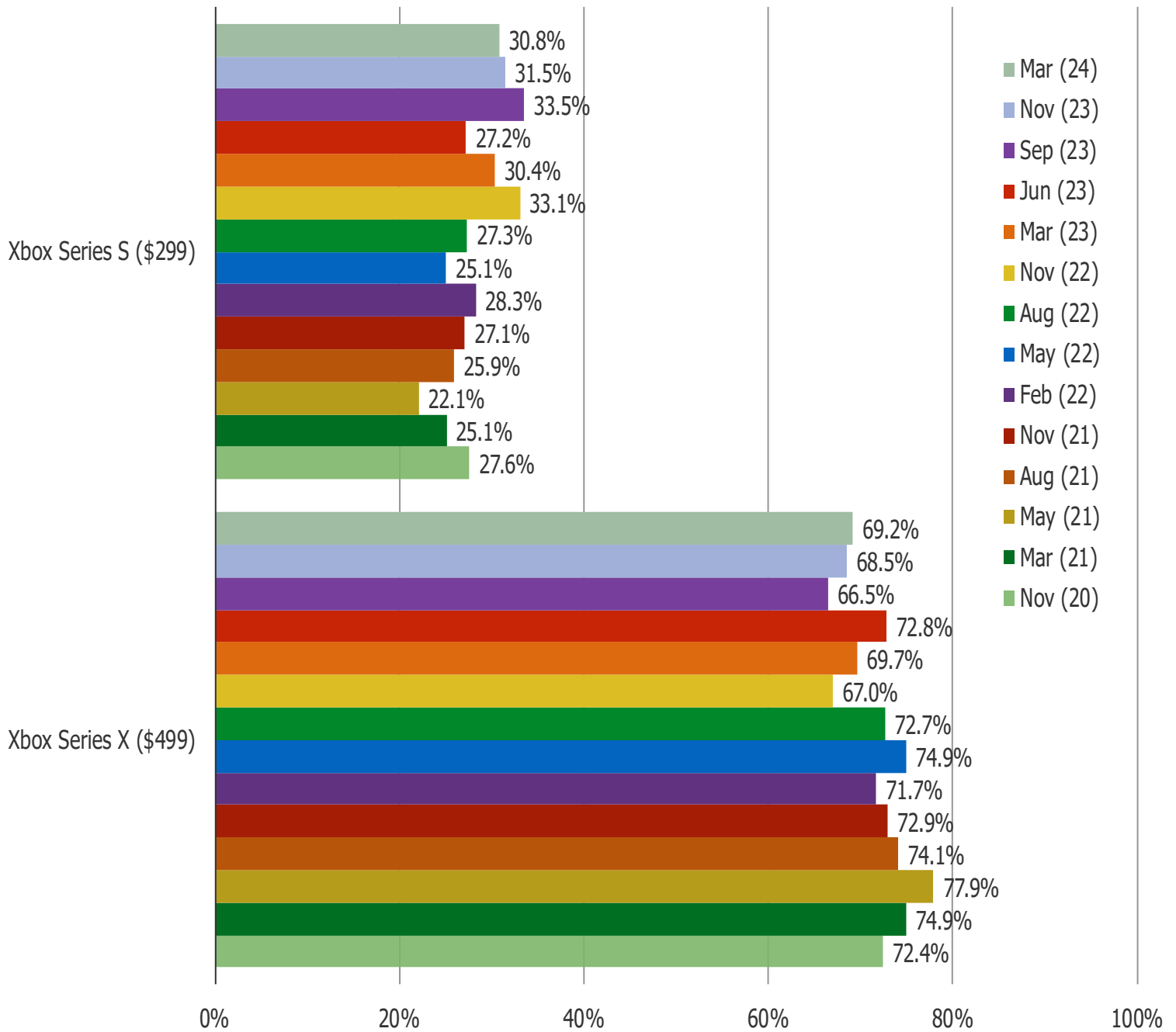
WHERE DID YOU PRE-ORDER OR PURCHASE THE SERIES X / SERIES S FROM?

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



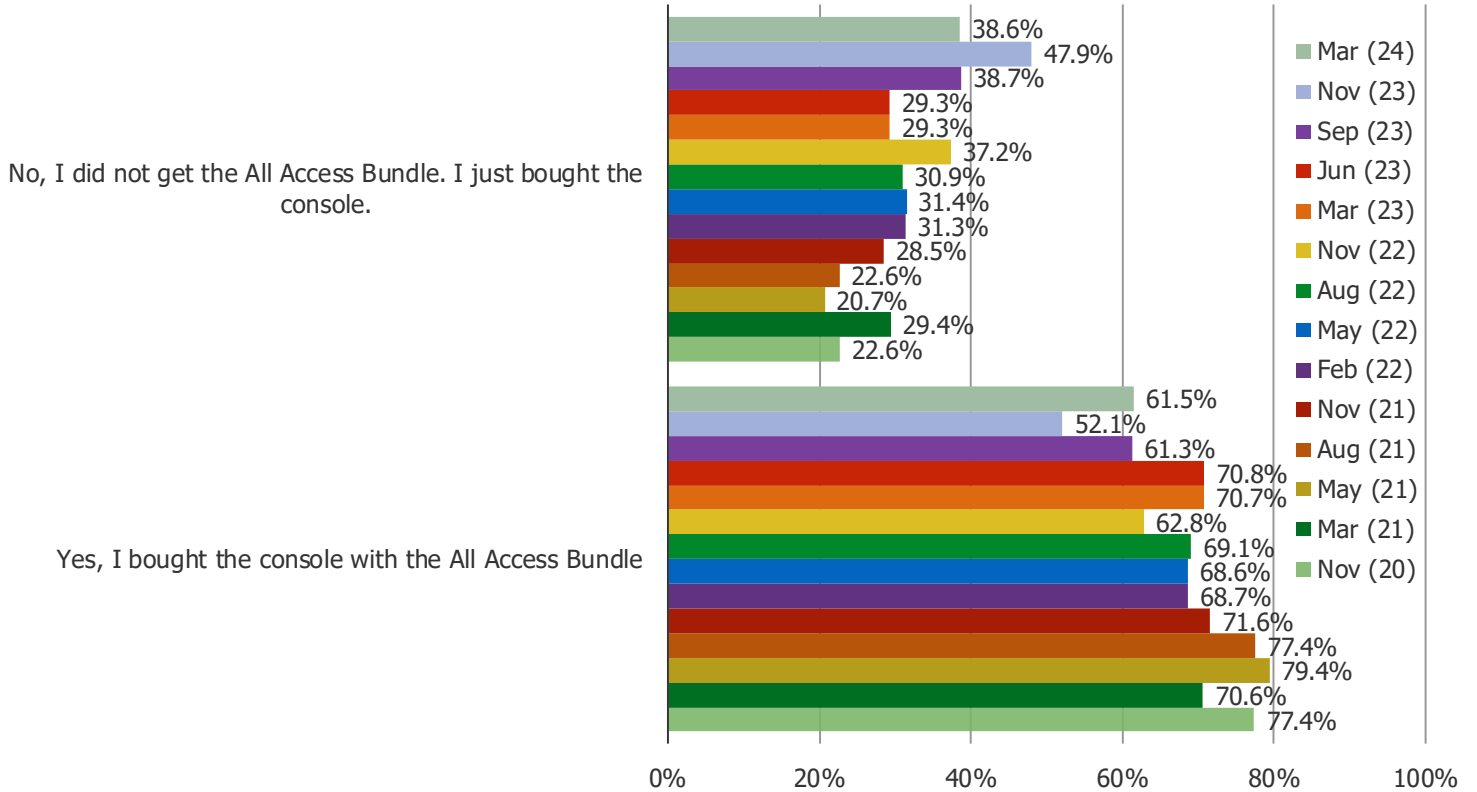
WHICH CONSOLE DID YOU PURCHASE?

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.

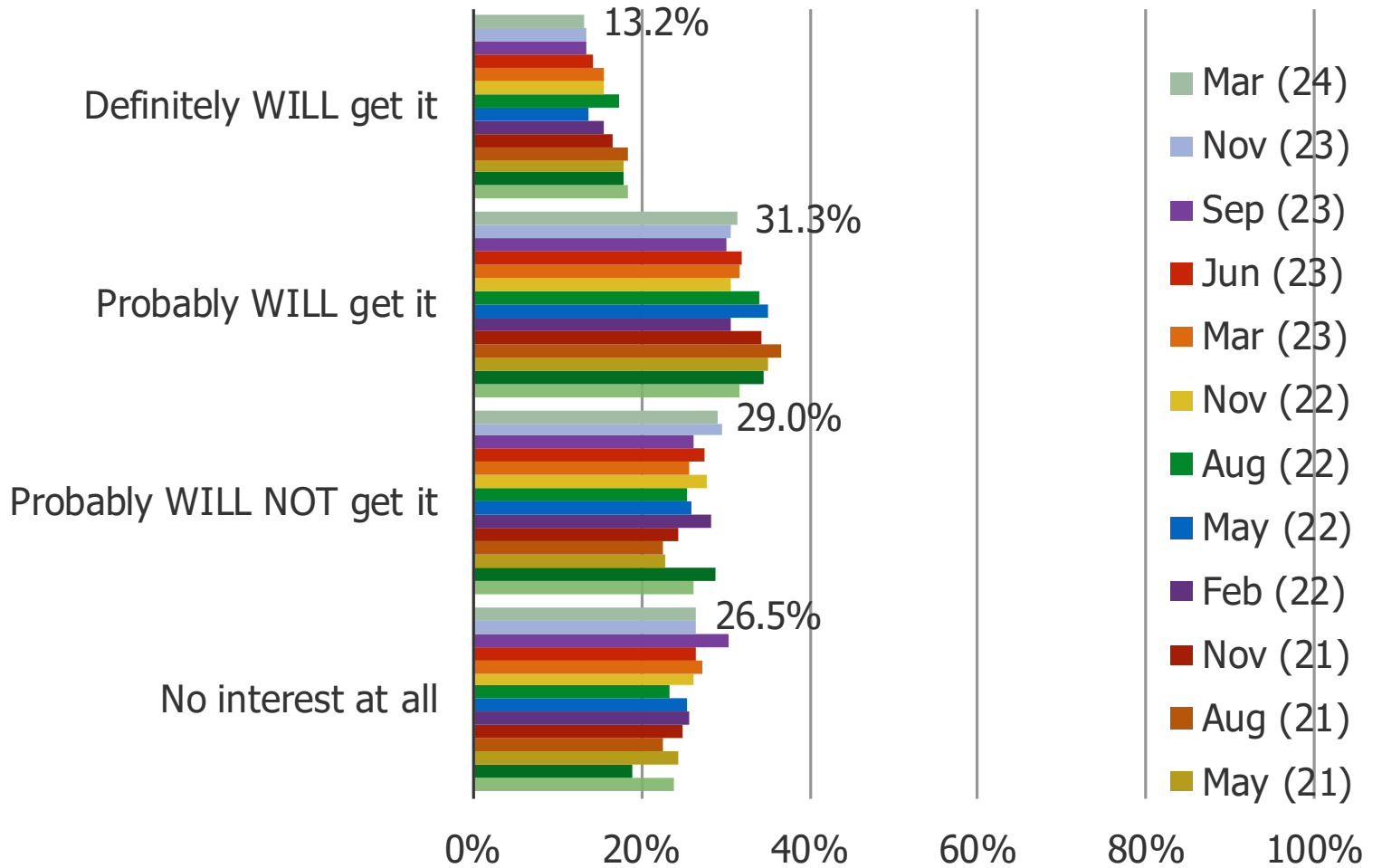


\*Feedback from November was of pre-orders and feedback from March 21 onward is of purchases and pre-orders.



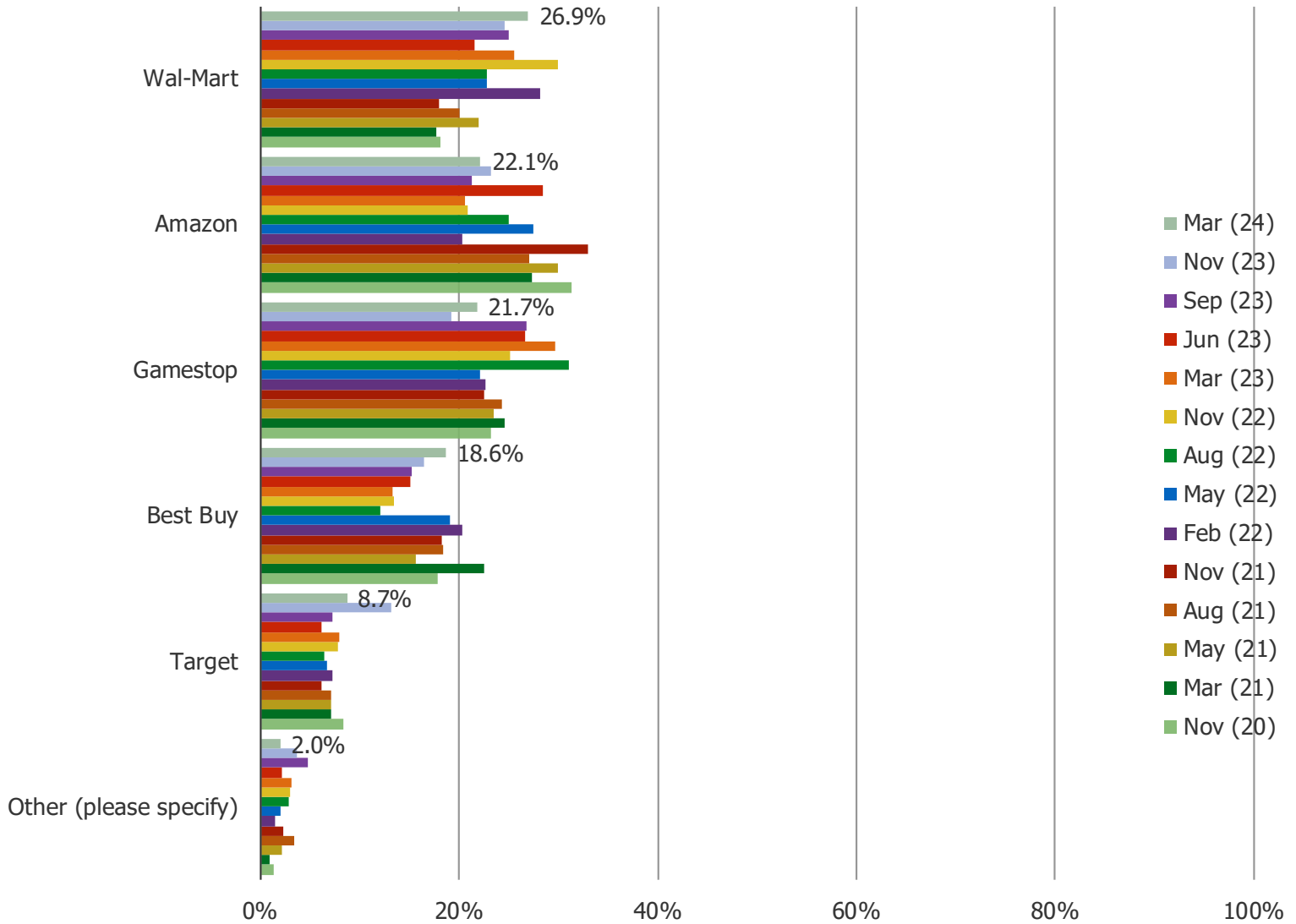
PLEASE CHARACTERIZE YOUR INTEREST IN THE PLAYSTATION 5?

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



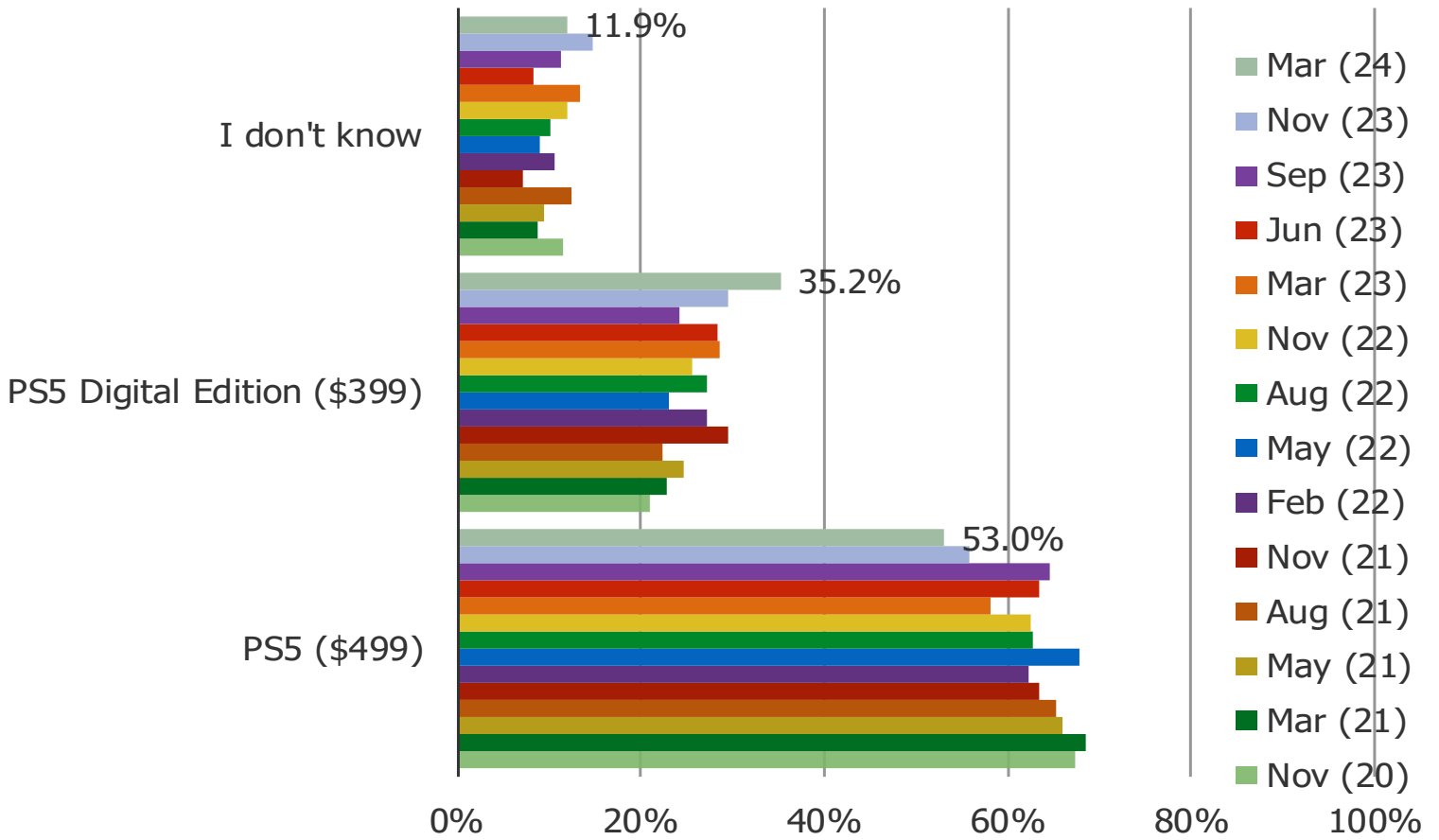
FROM WHERE WOULD YOU BE MOST LIKELY TO BUY THE PS5 FROM?

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



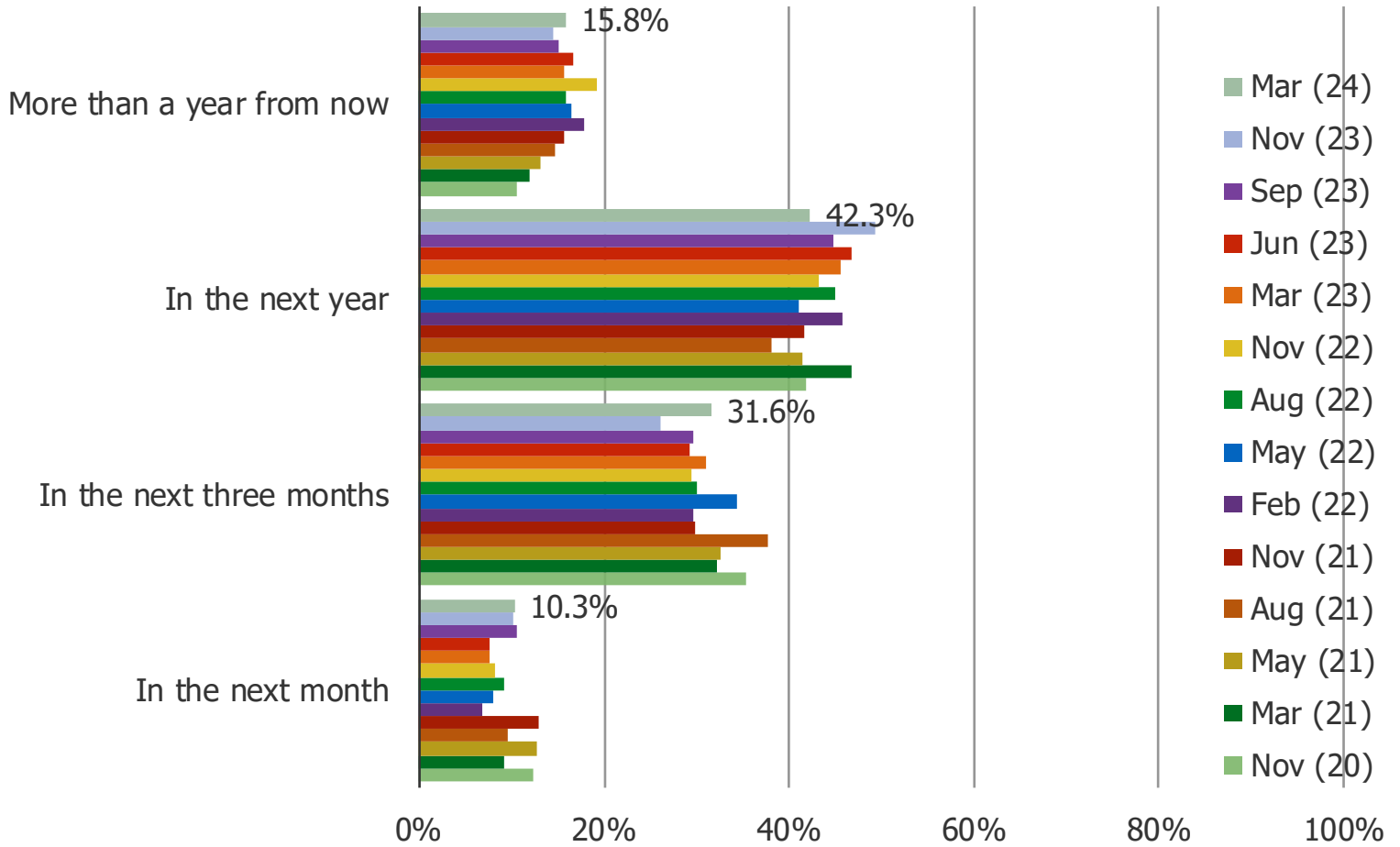
WHICH ARE YOU INTERESTED IN BUYING?

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



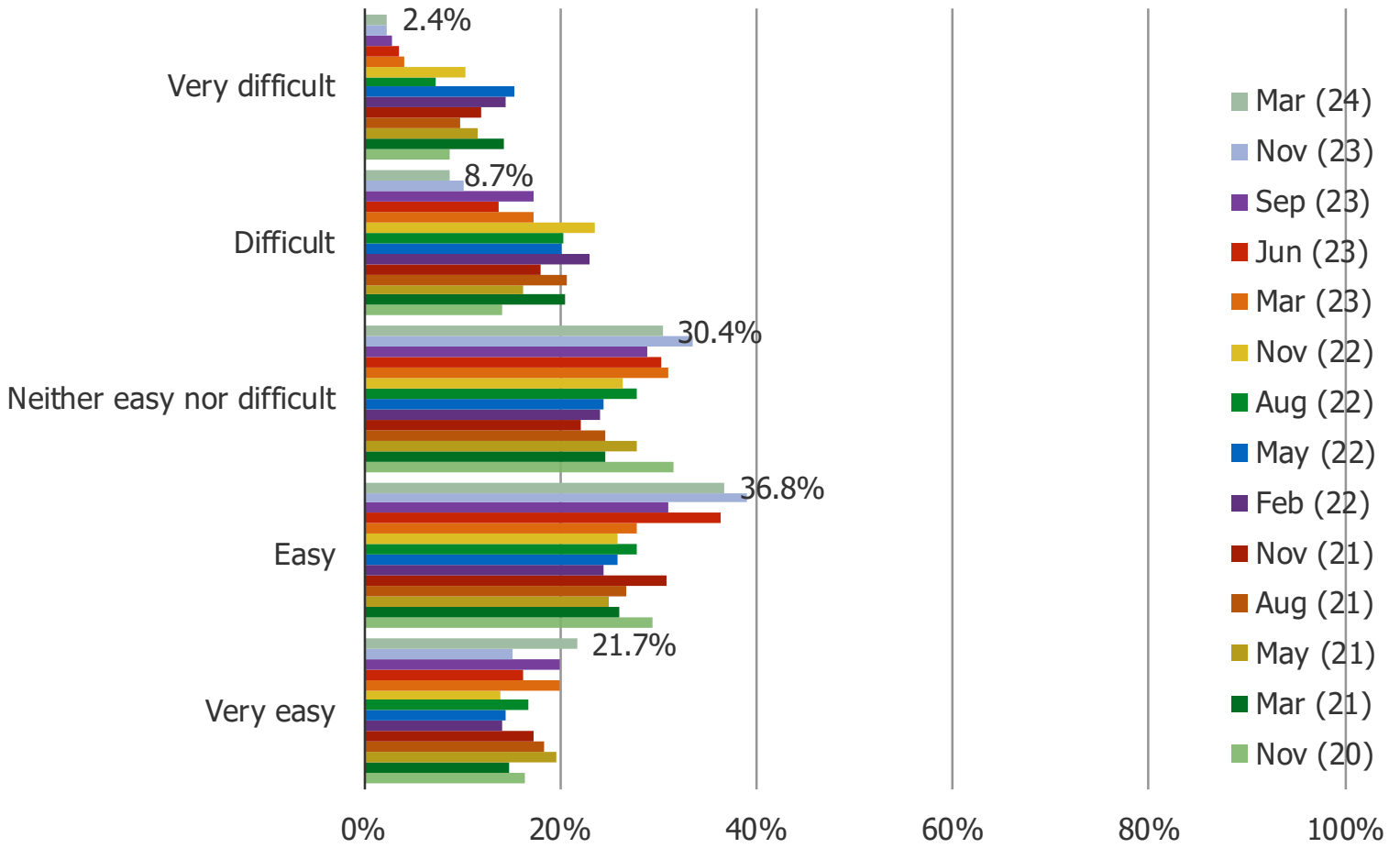
WHEN DO YOU EXPECT TO GET IT?

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



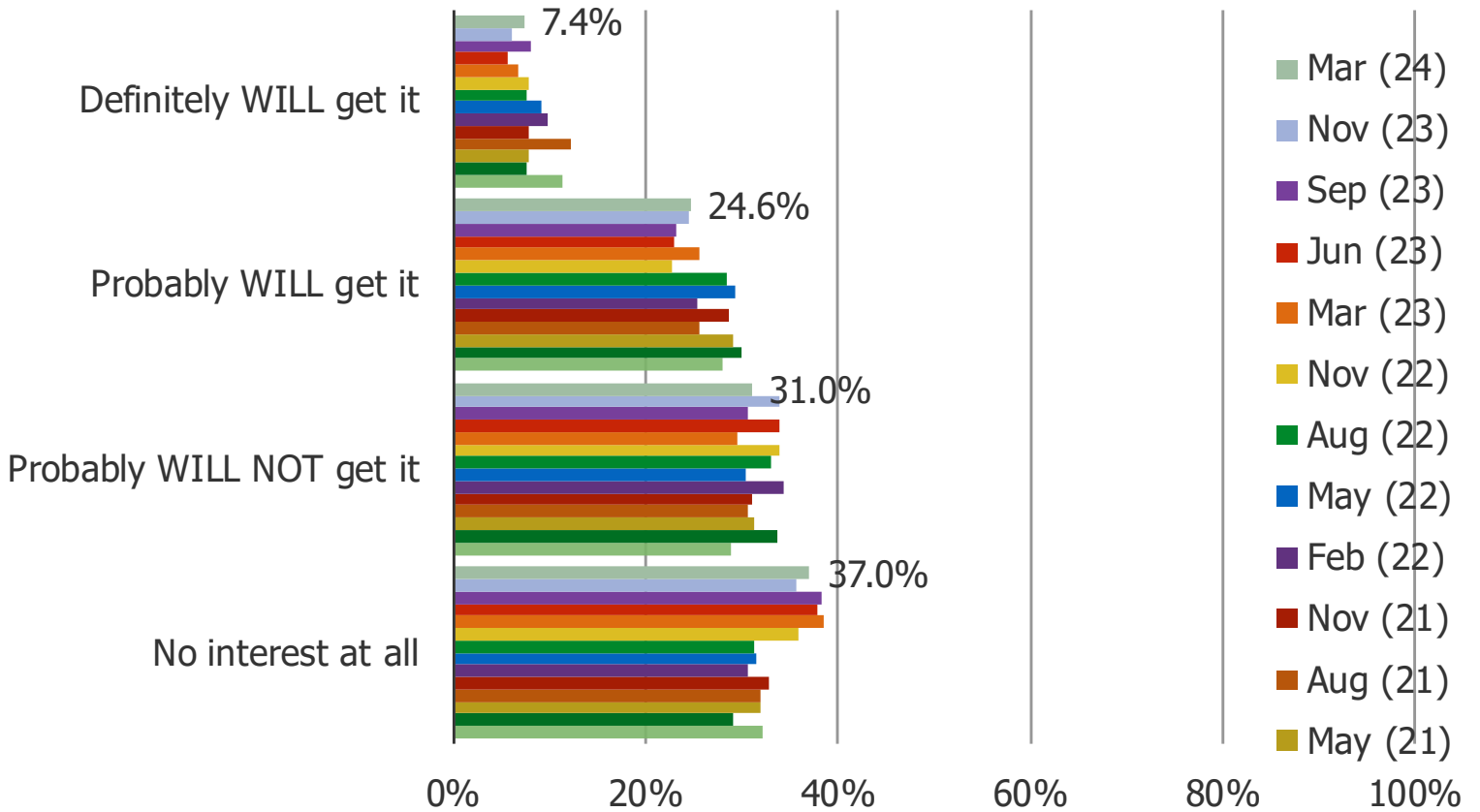
HOW EASY OR DIFFICULT DO YOU EXPECT IT WILL BE TO FIND THIS ITEM IN STOCK WHEN YOU TRY TO ORDER IT / BUY IT?

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



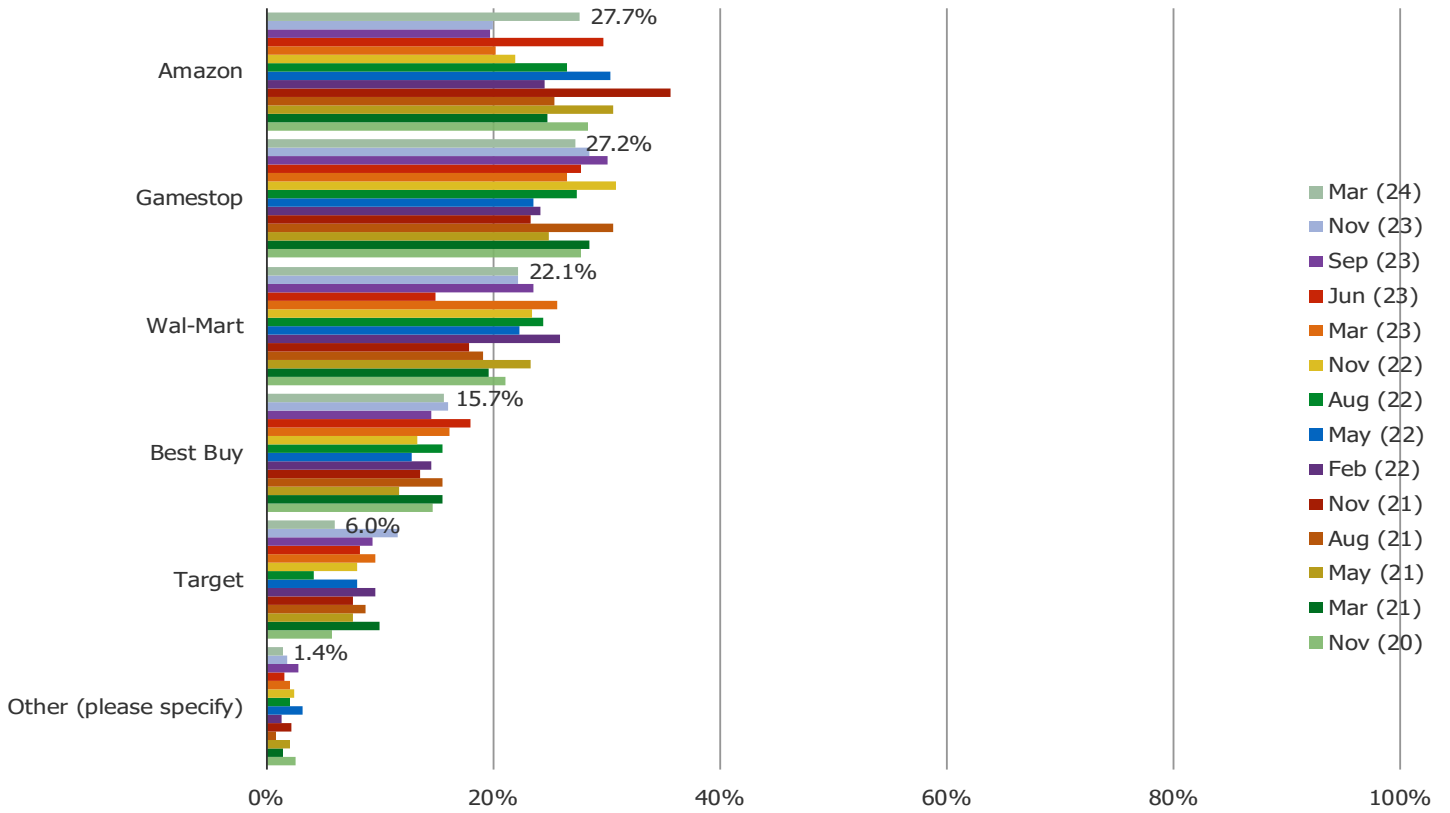
PLEASE CHARACTERIZE YOUR INTEREST IN THE SERIES X?

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



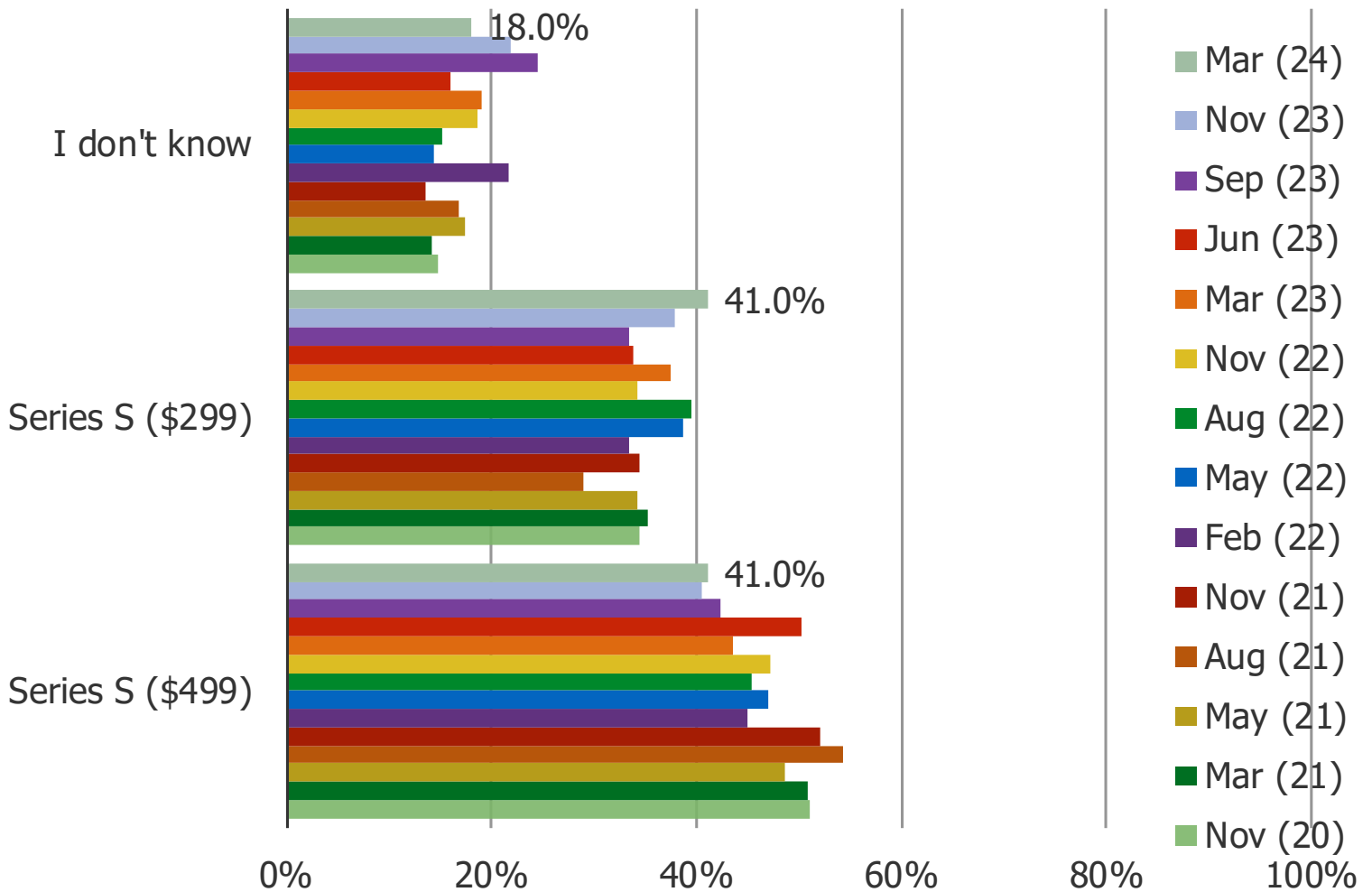
FROM WHERE WOULD YOU BE MOST LIKELY TO BUY THE SERIES X / S FROM?

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?

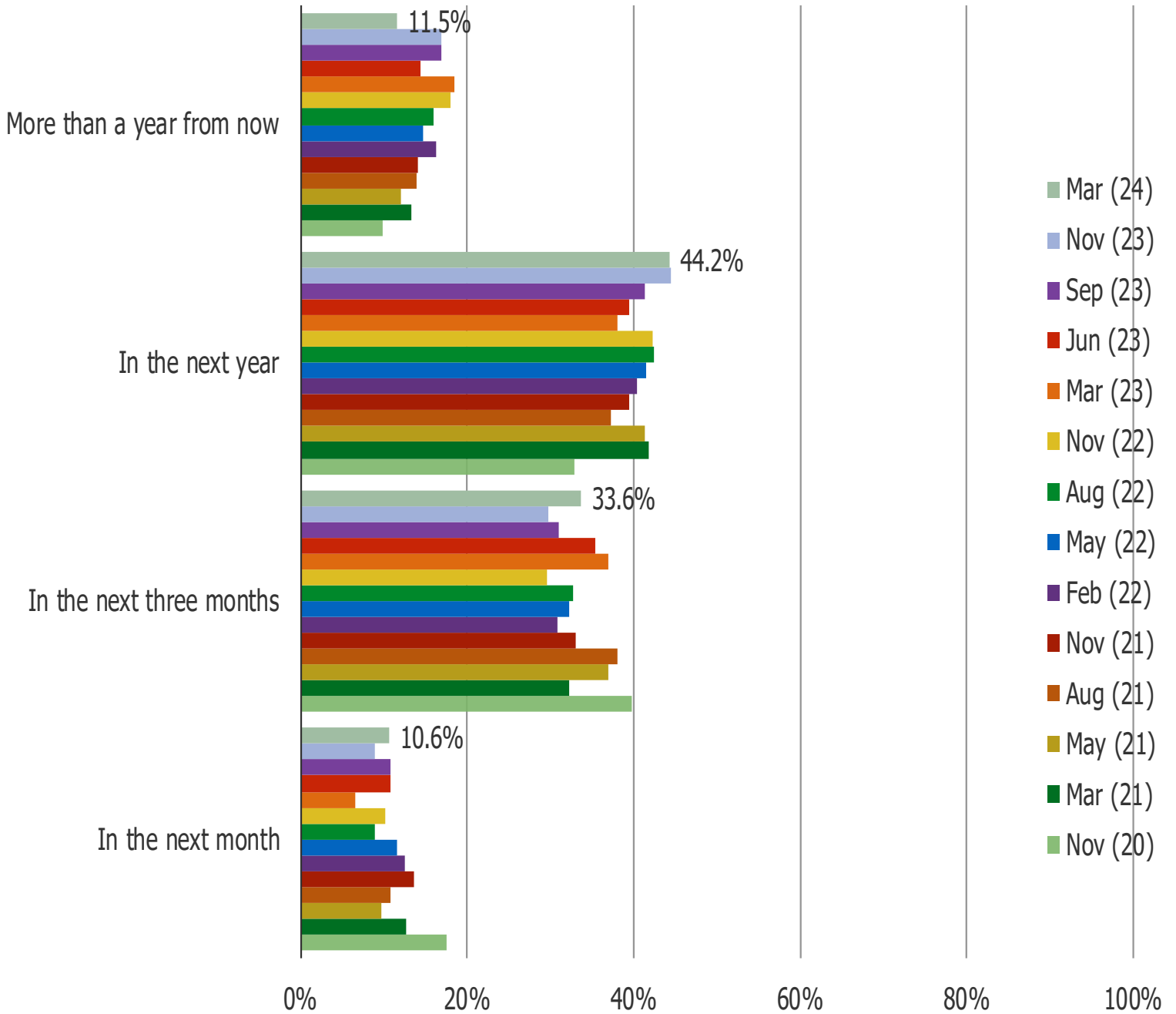
Posed to respondents who have not yet ordered or purchased the Series X / S and said they probably or definitely will get it.





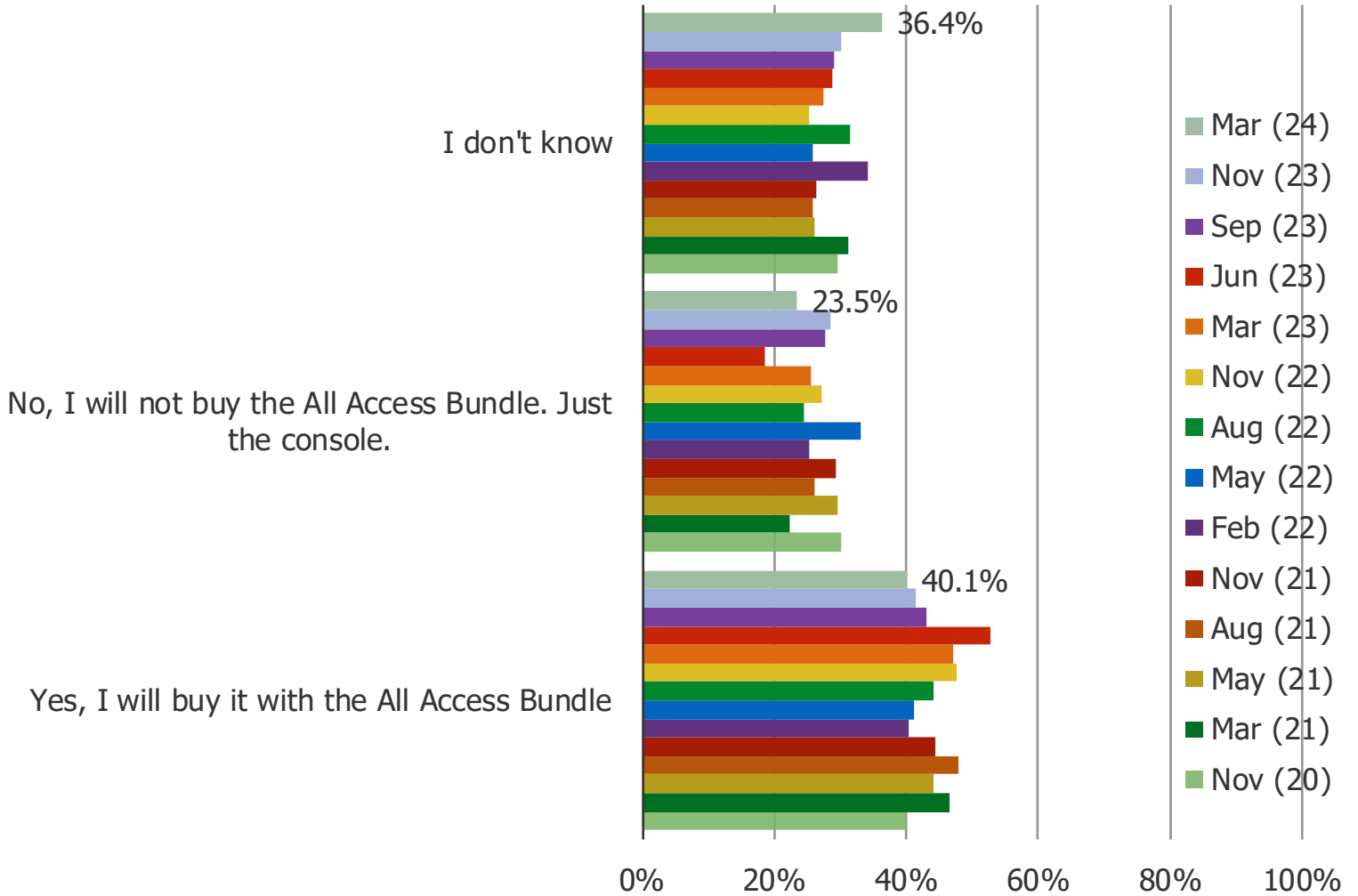
WHEN DO YOU EXPECT TO GET IT?

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



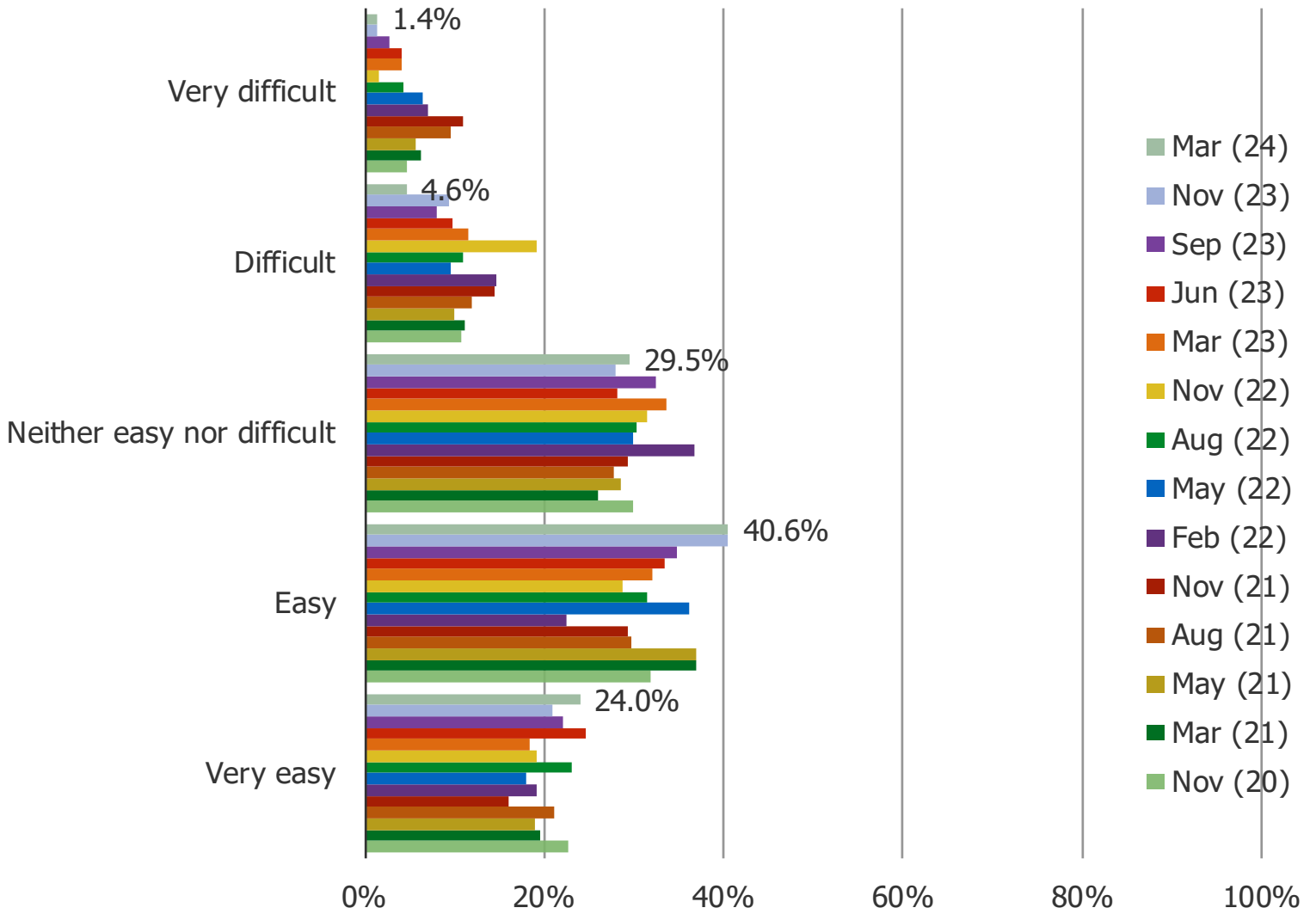
WILL YOU BUY IT WITH THE ALL-ACCESS BUNDLE?

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



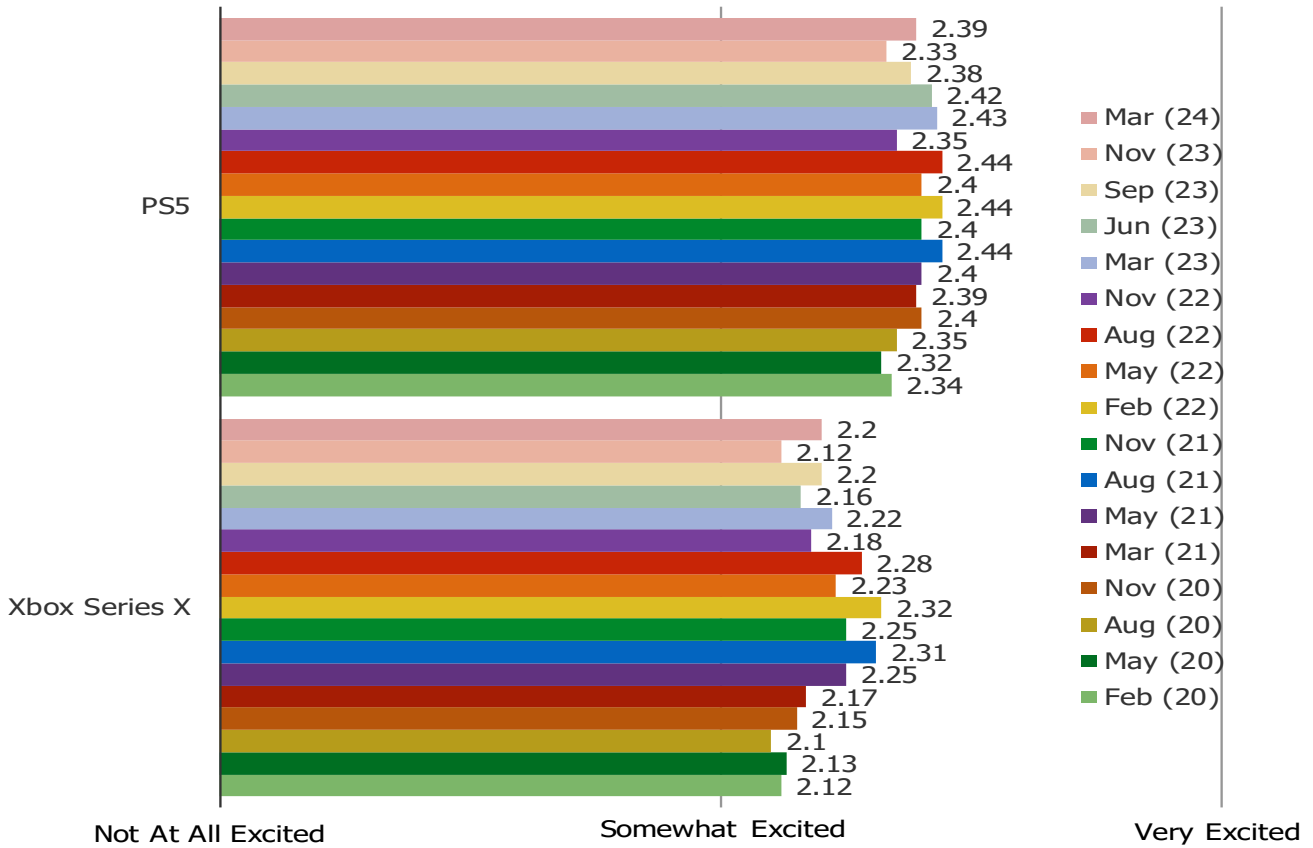
HOW EASY OR DIFFICULT DO YOU EXPECT IT WILL BE TO FIND THIS ITEM IN STOCK WHEN YOU TRY TO ORDER IT / BUY IT?

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



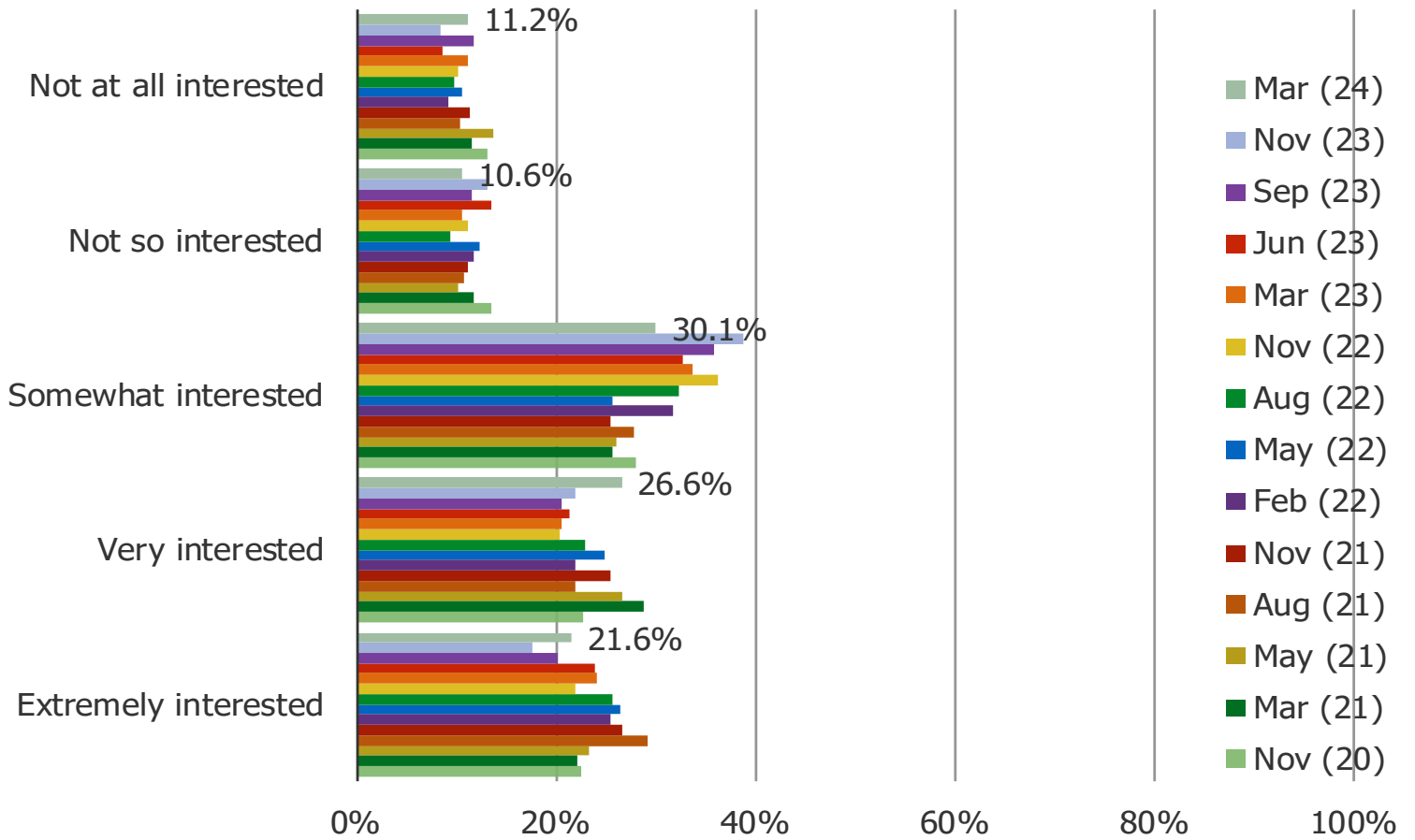
PLEASE RATE YOUR LEVEL OF EXCITEMENT FOR THE EXCLUSIVE GAME LINEUP THAT WILL BE AVAILABLE FOR THIS PLATFORM.

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)

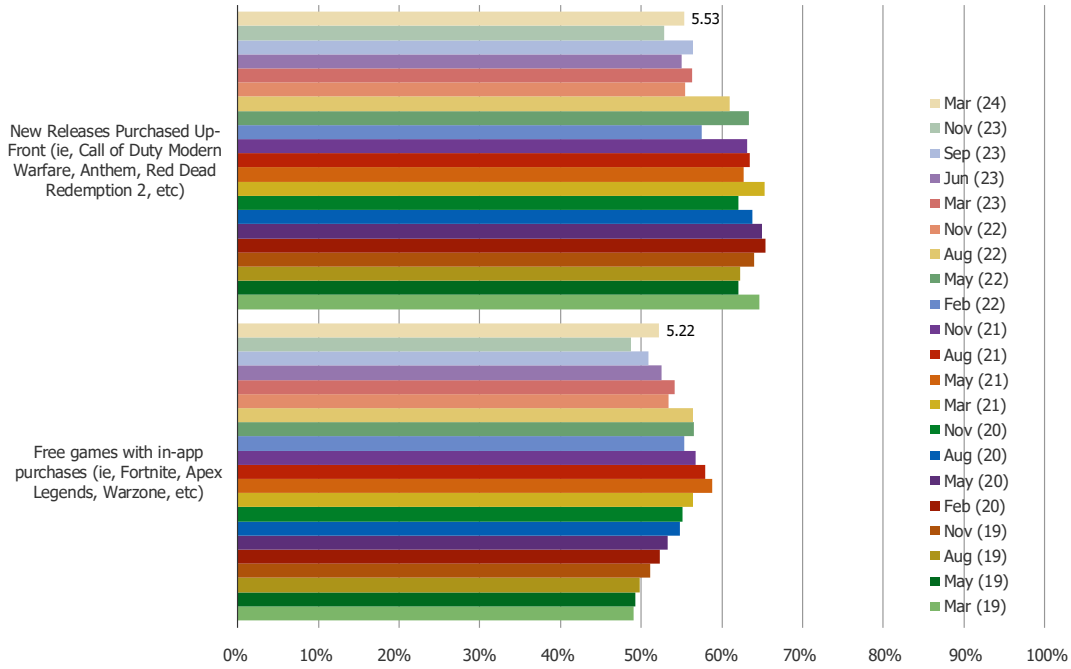
Posed to the target audience.



## NEW RELEASES VS. FREE GAMES AND MICROTRANSACTIONS

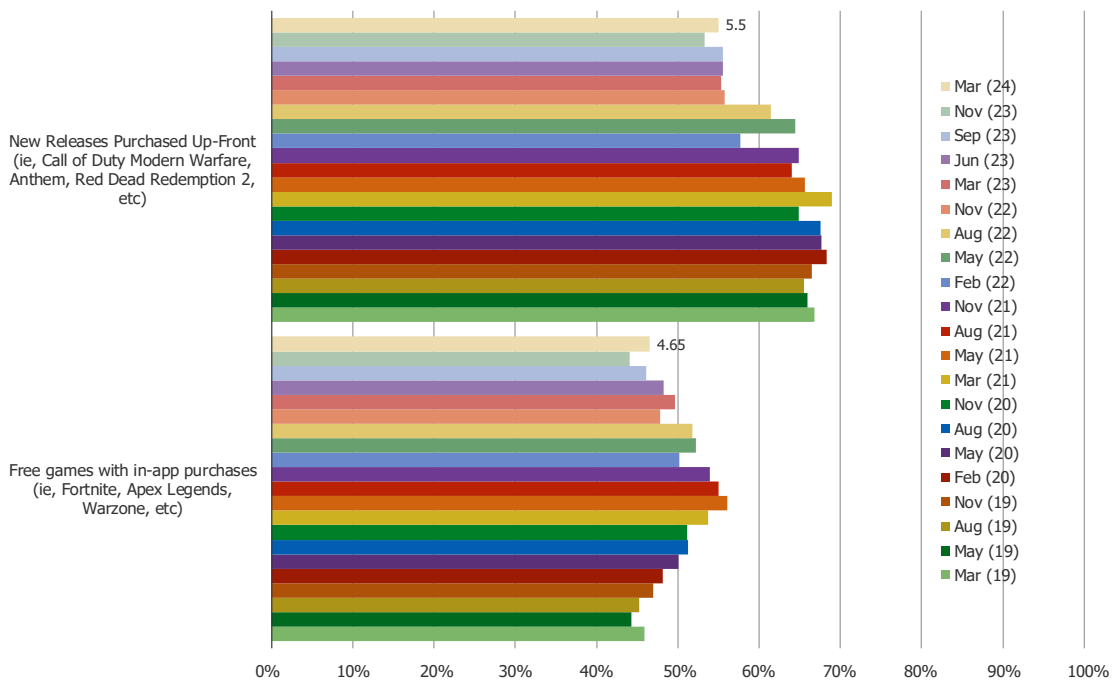
HOW MUCH OF YOUR GAME PLAYING TIME GETS ALLOCATED TO THE FOLLOWING?

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



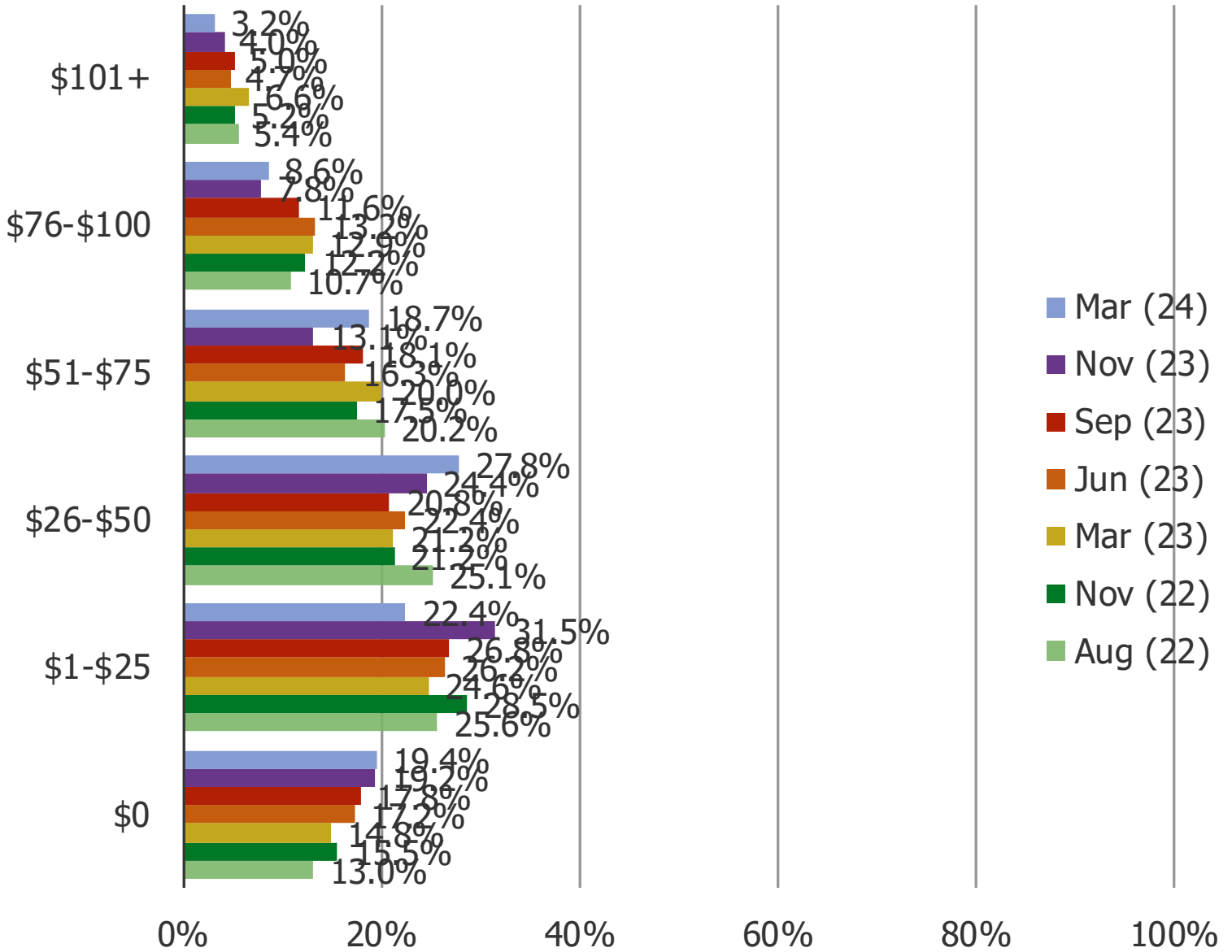
HOW MUCH OF YOUR GAME SPENDING BUDGET GETS ALLOCATED TO THE FOLLOWING?

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?

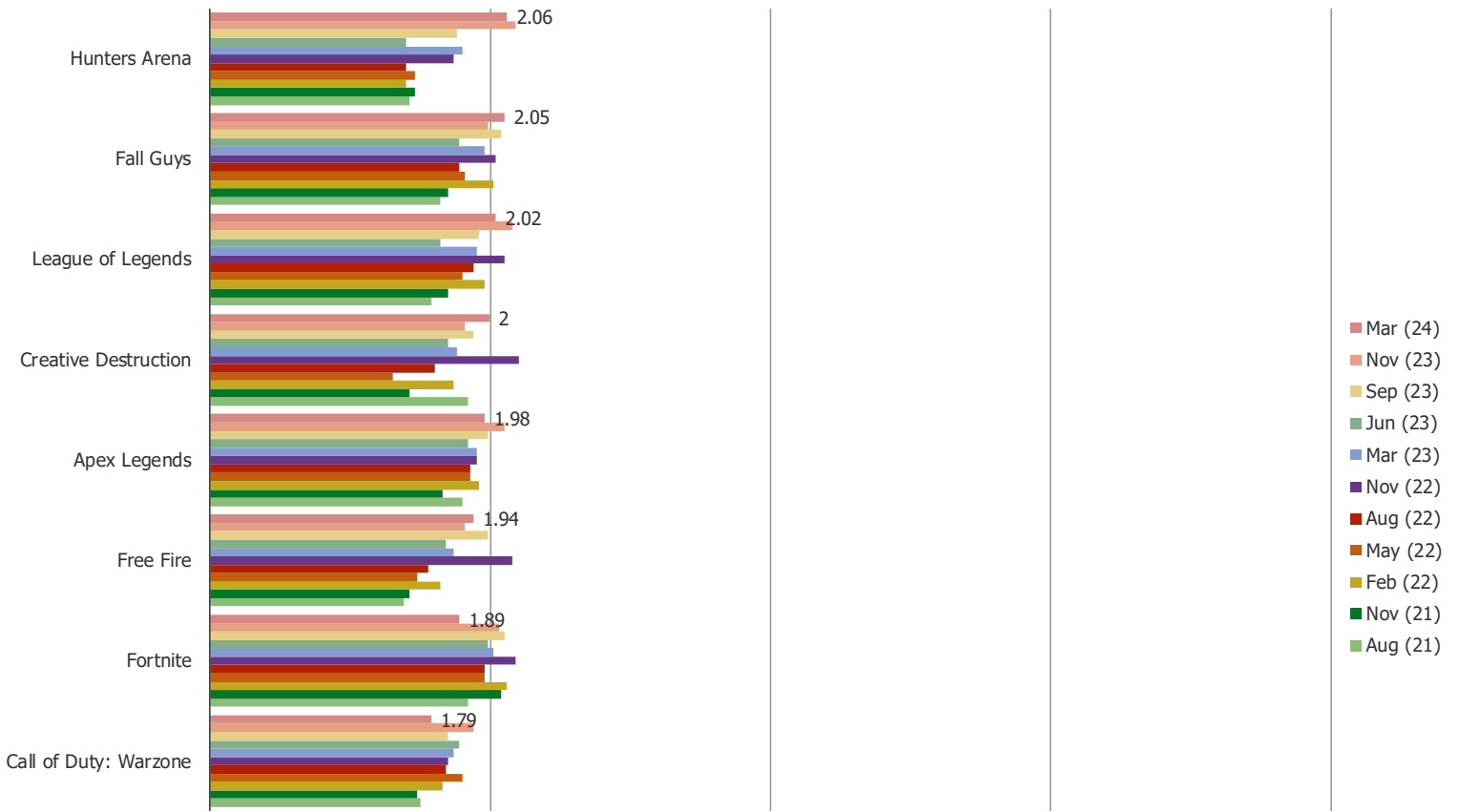
This question was posed to the target audience.





WHAT IS YOUR OPINION OF THIS GAME?

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

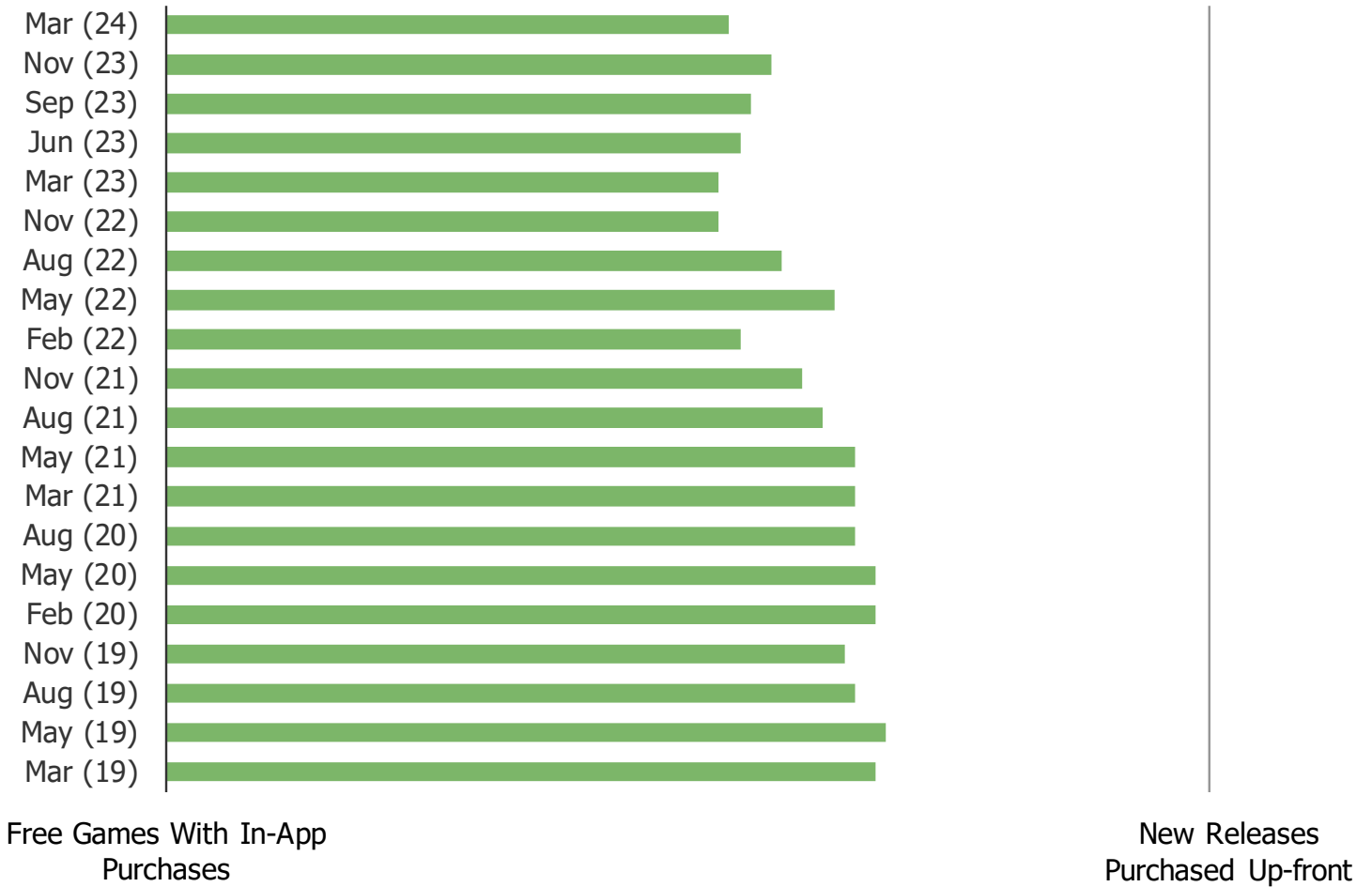


Very Positive      Positive      Neither Negative Nor Positive      Negative      Very Negative

← More positive.

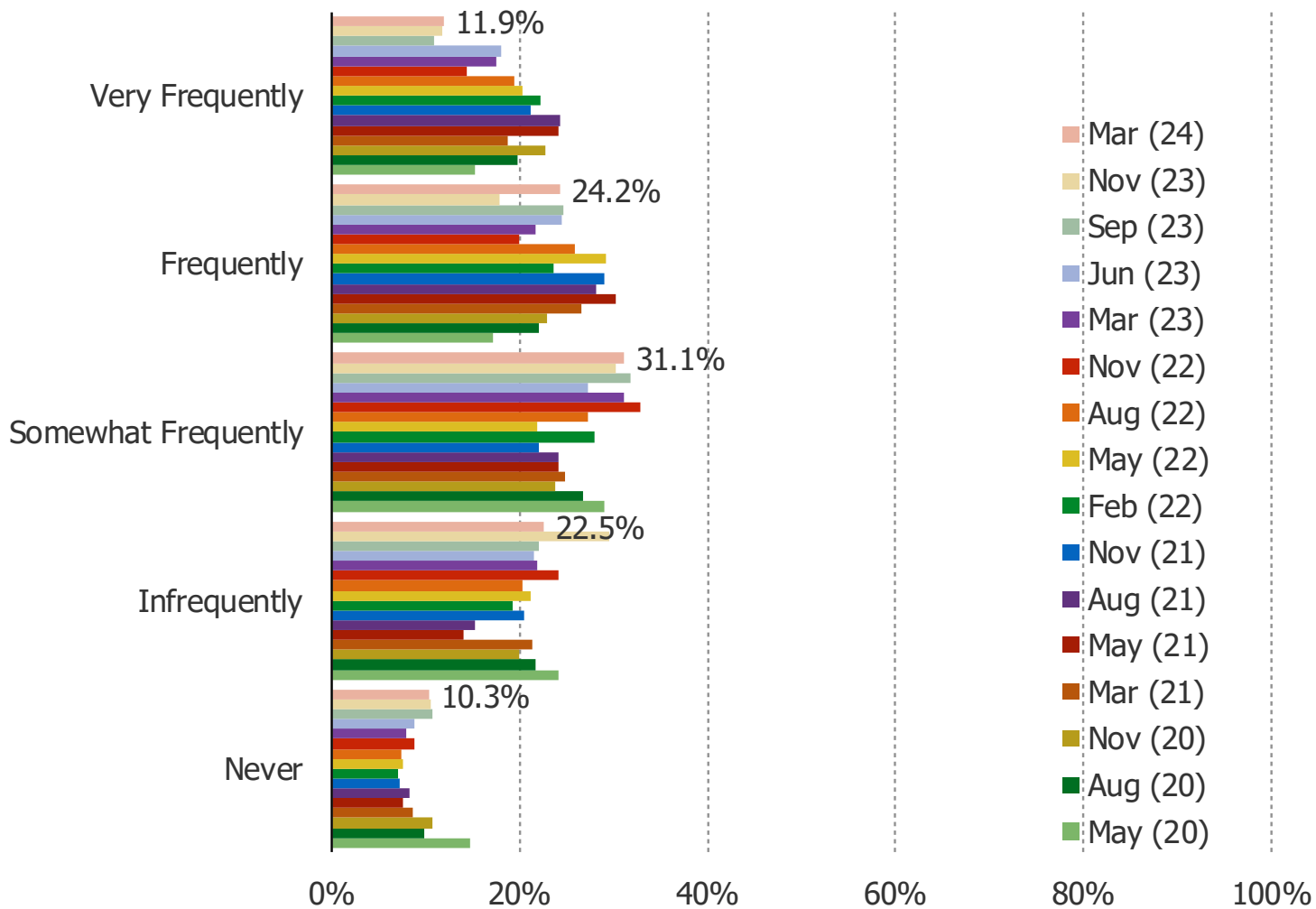
WHICH DO YOU PREFER?

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



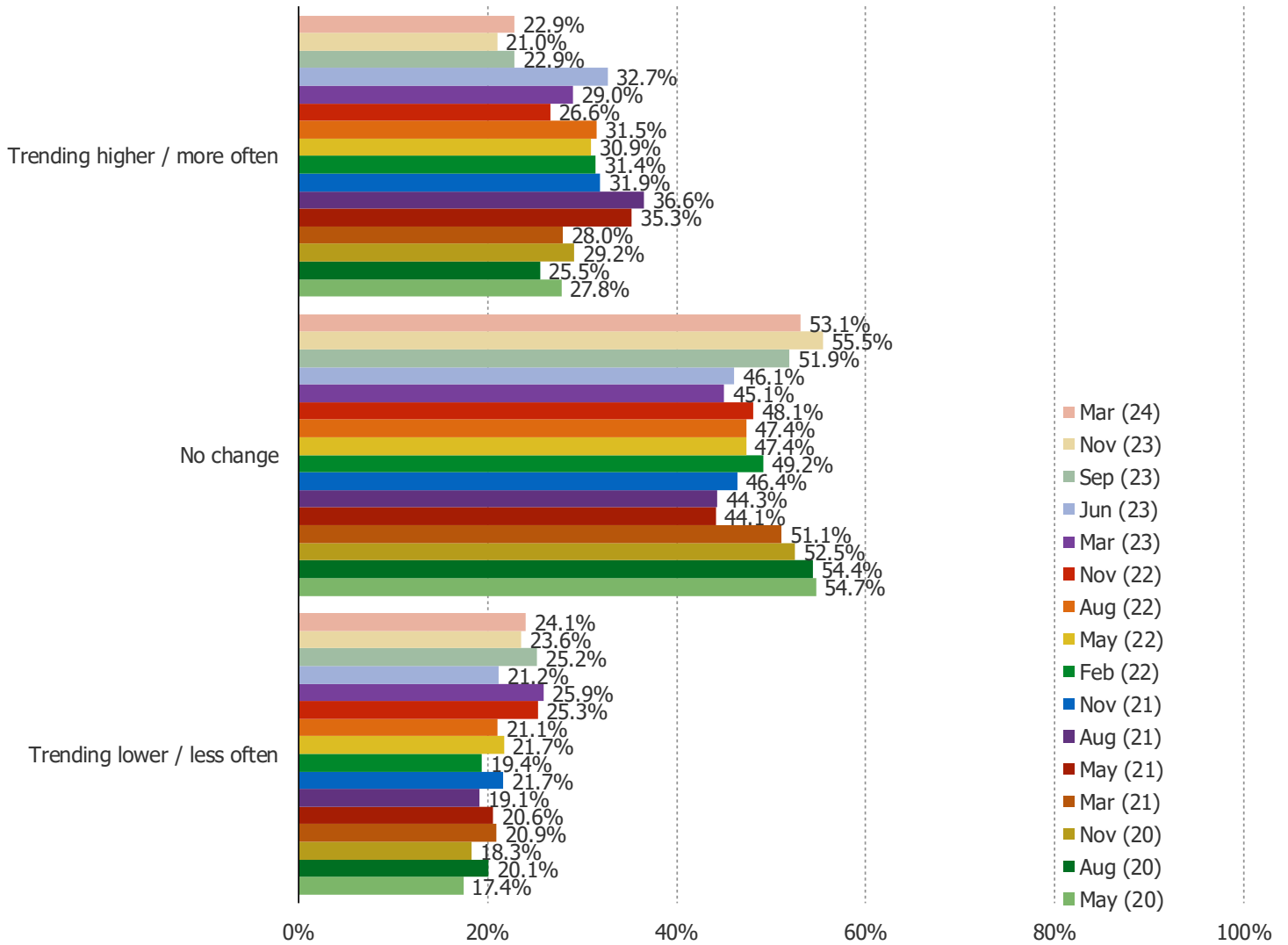
HOW OFTEN DO YOU SPEND MONEY ON DOWNLOADABLE CONTENT WITHIN GAMES YOU PLAY ON XBOX ONE OR THE SERIES X?

Posed to Xbox One owners.



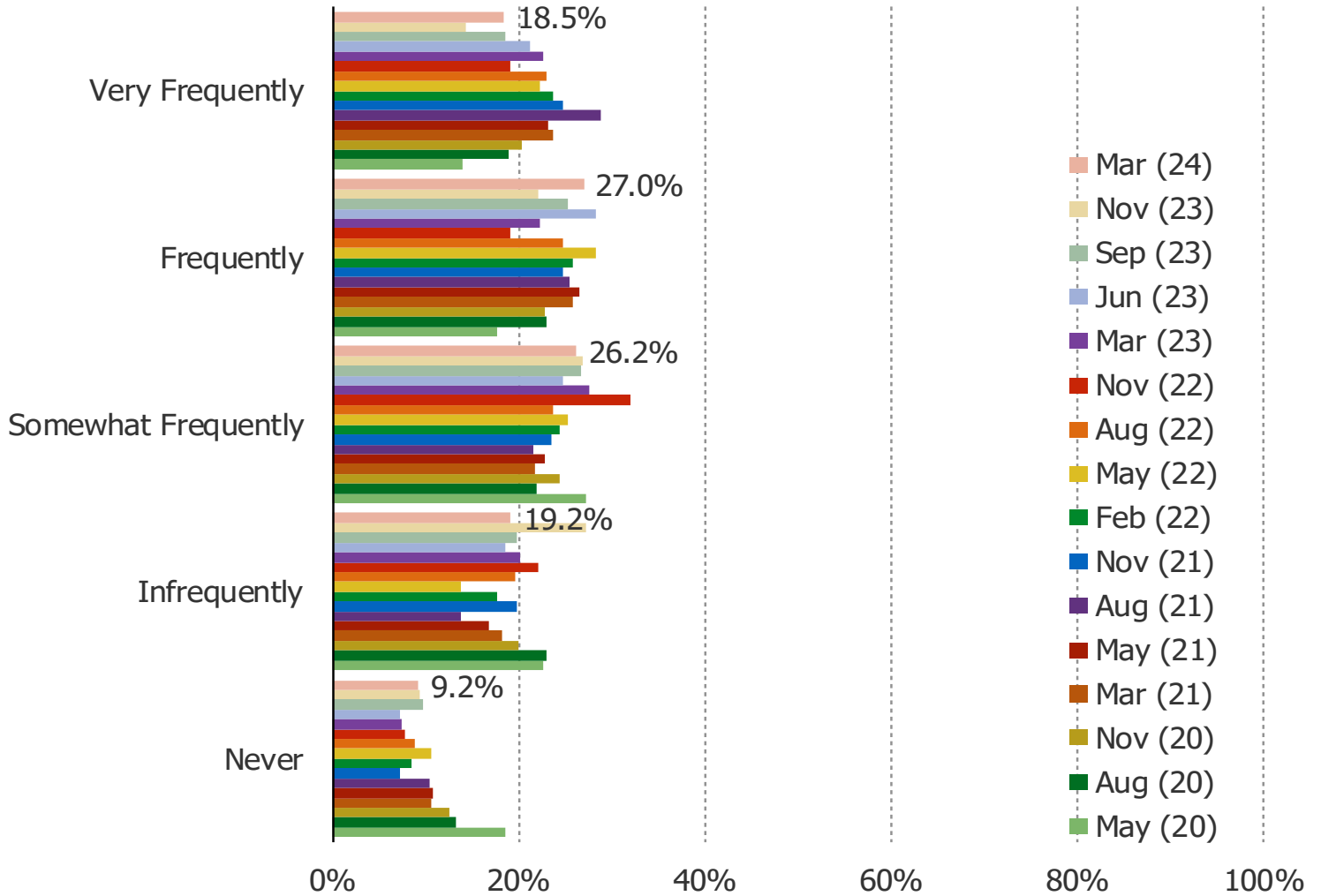
HAS YOUR SPENDING ON DOWNLOADABLE CONTENT WITHIN GAMES ON XBOX ONE OR THE SERIES X BEEN TRENDING HIGHER OR LOWER OVER TIME?

Posed to Xbox Series X or Xbox One owners.



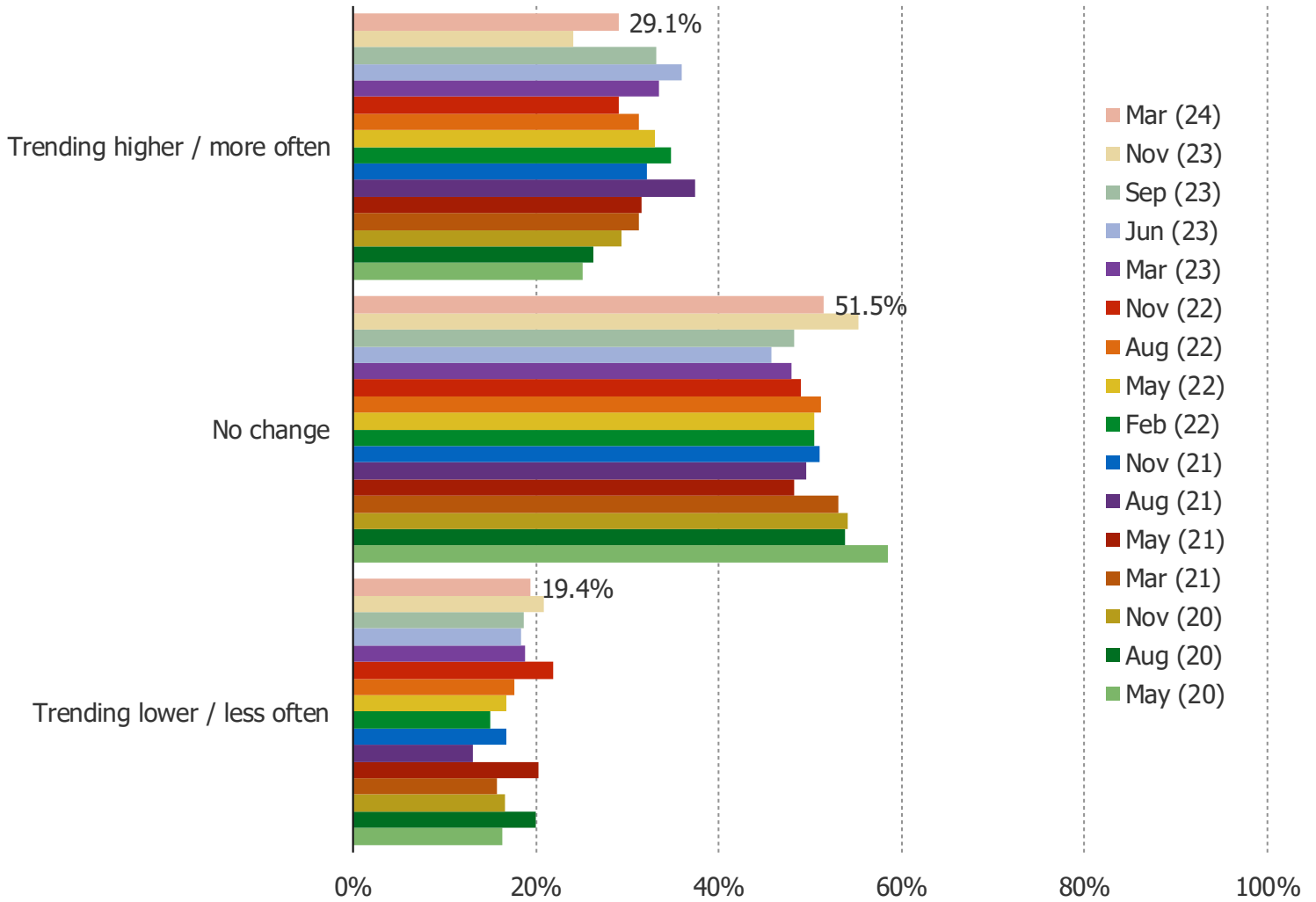
HOW OFTEN DO YOU SPEND MONEY ON DOWNLOADABLE CONTENT WITHIN GAMES YOU PLAY ON PS4/PS5?

Posed to PS4 or PS5 owners.



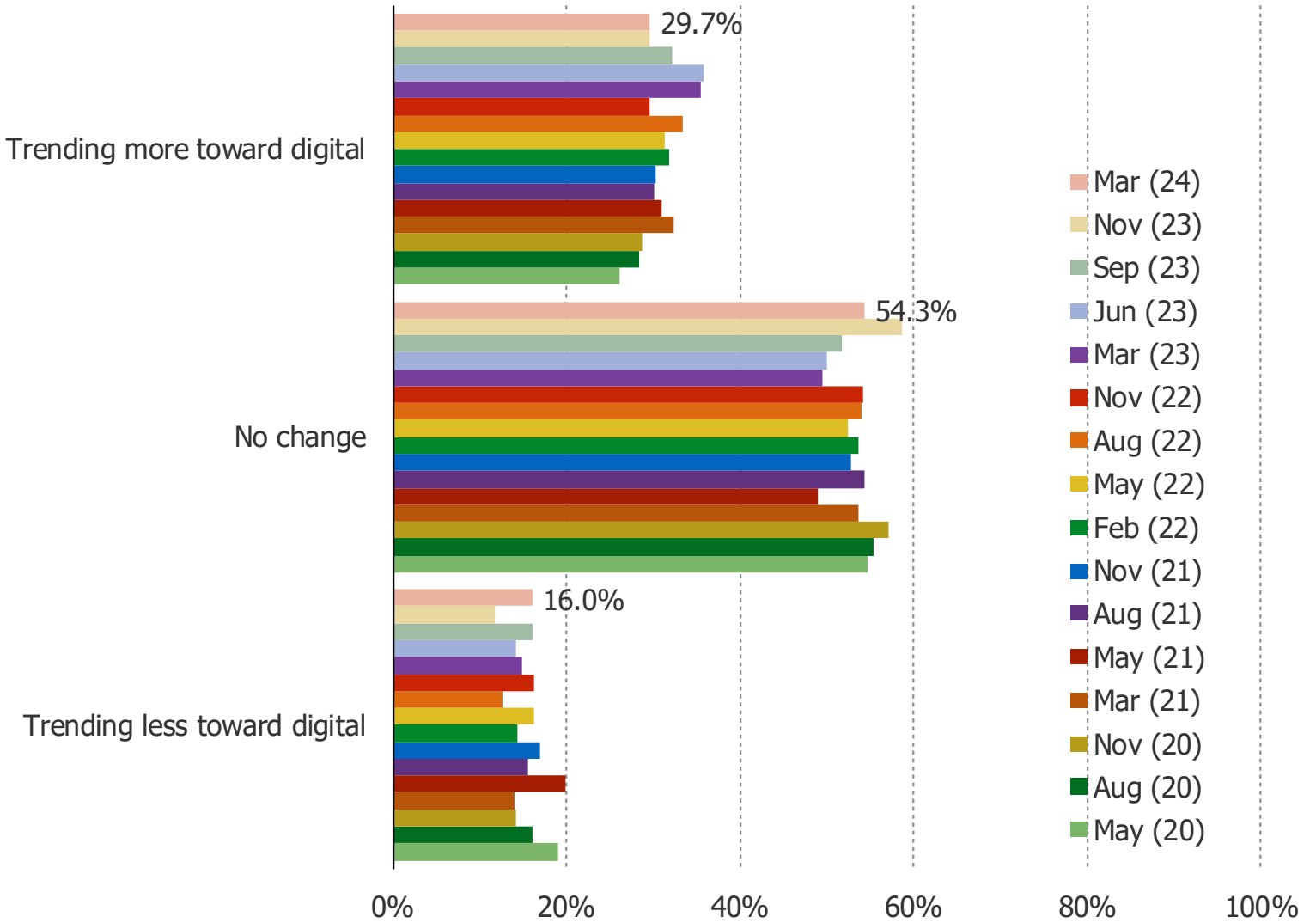
HAS YOUR SPENDING ON DOWNLOADABLE CONTENT WITHIN GAMES ON PS4/PS5 BEEN TRENDING HIGHER OR LOWER OVER TIME?

Posed to PS5 or PS4 owners.



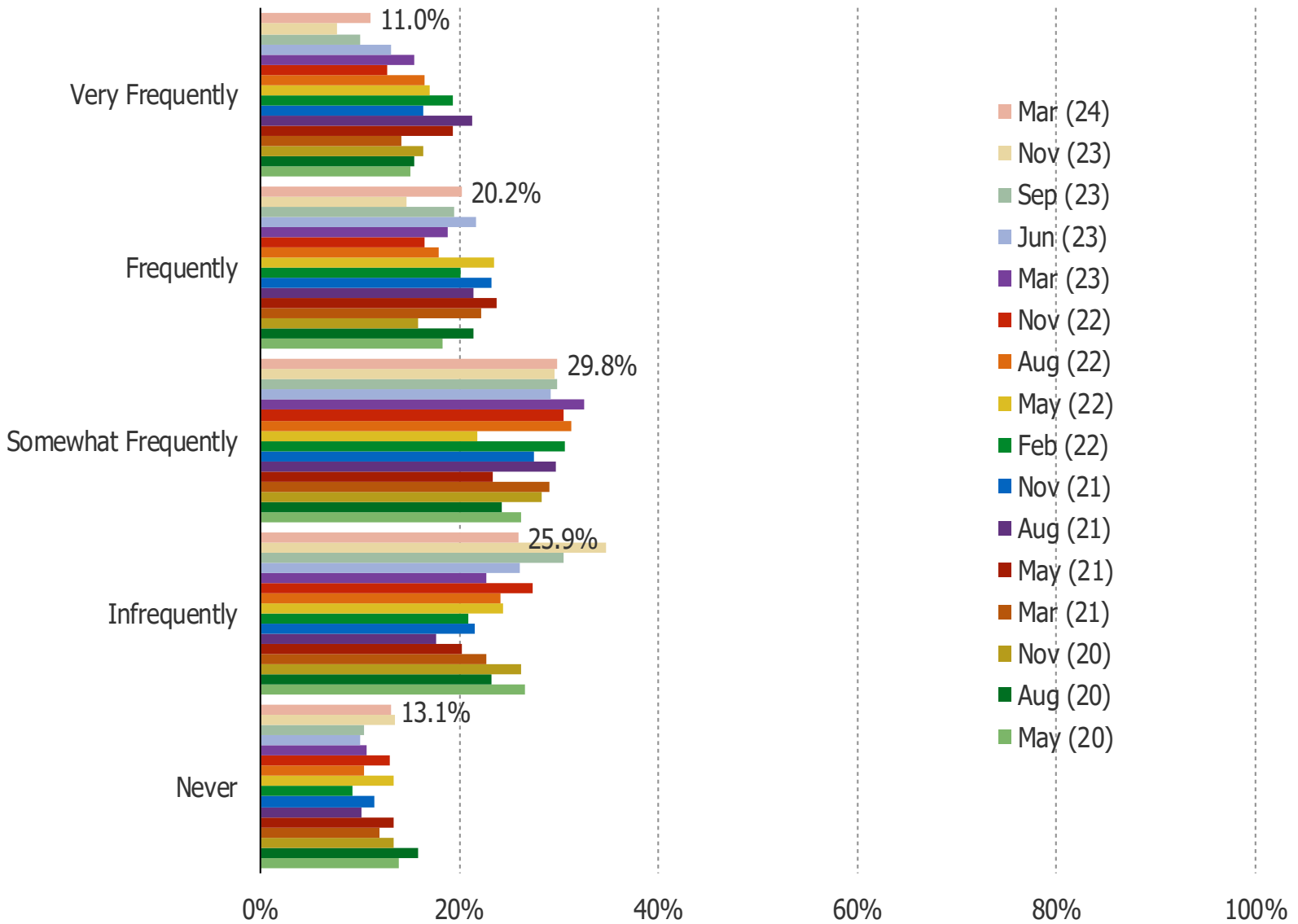
HAS YOUR SPENDING ON DIGITAL GAMES FOR NINTENDO SWITCH/SWITCH LITE BEEN TRENDING HIGHER OR LOWER OVER TIME?

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?

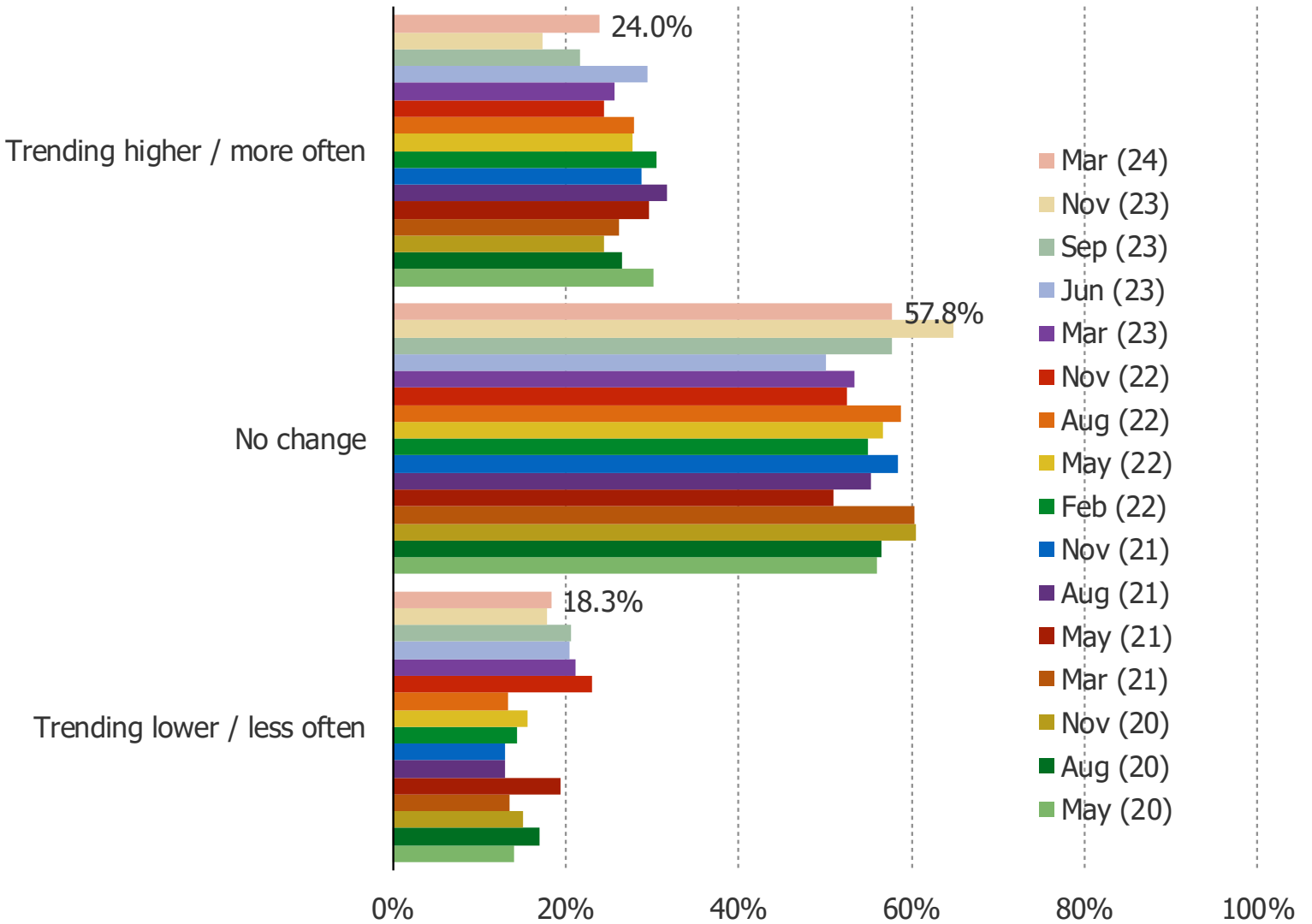
Posed to Nintendo Switch / Switch Lite owners.





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.

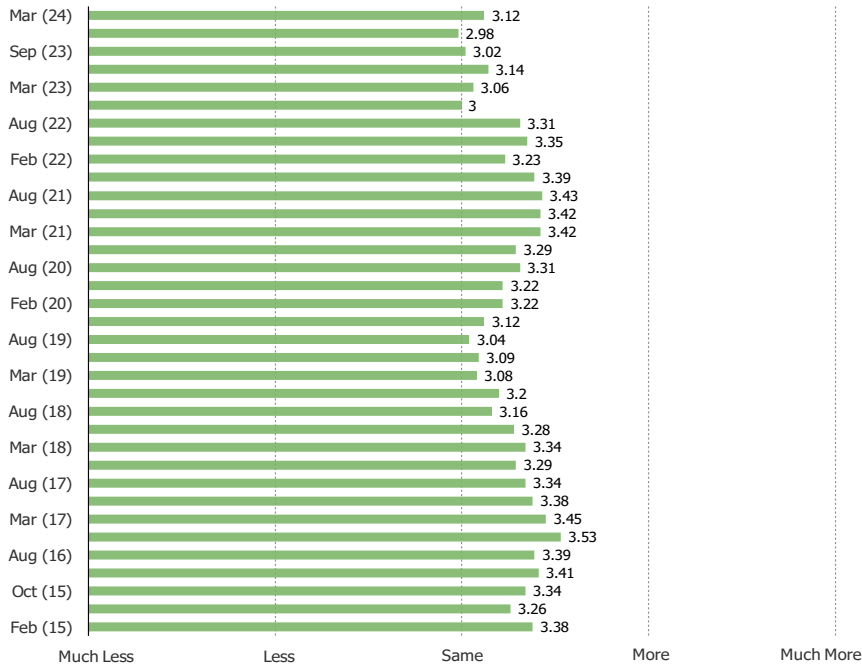


It's In The Game

## DIGITAL MARKET SHARE

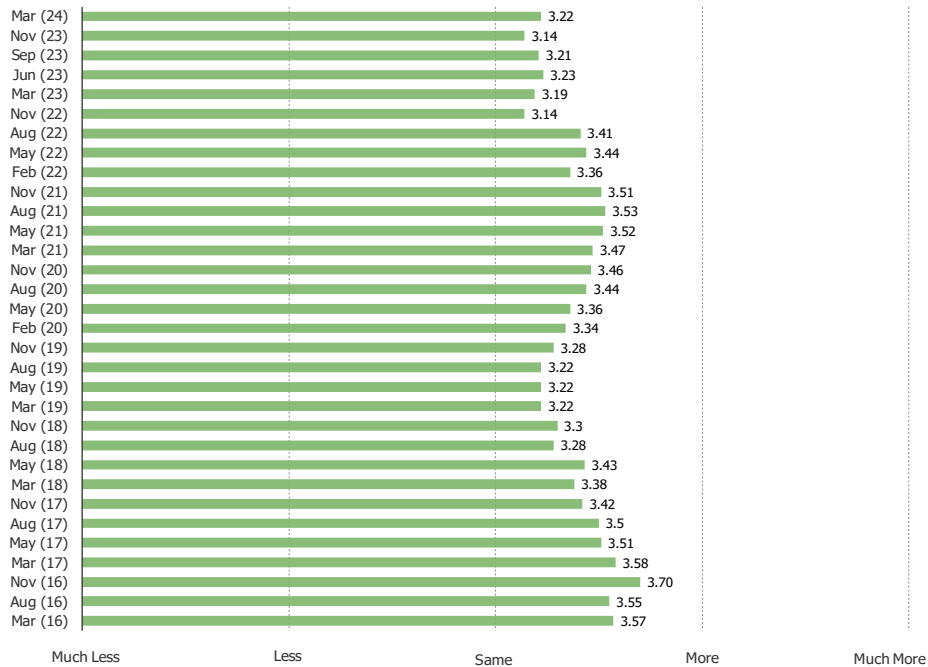
HOW OFTEN ARE YOU DOWNLOADING NEW RELEASE DIGITAL GAMES NOW COMPARED TO 12 MONTHS AGO?

This question was posed to the target audience.



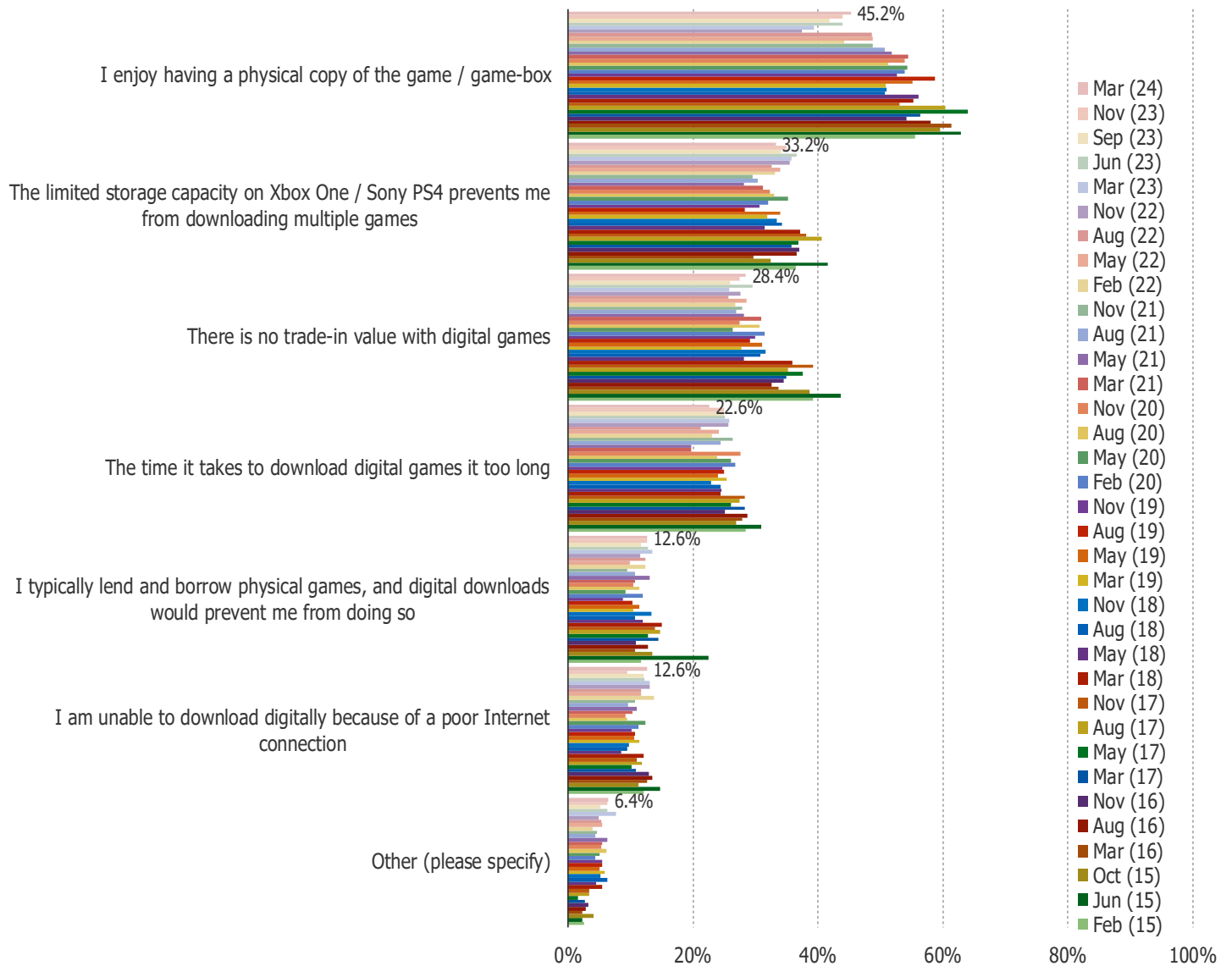
DO YOU EXPECT TO INCREASE OR DECREASE THE NUMBER OF GAMES THAT YOU PURCHASE VIA DIGITAL DOWNLOAD IN THE NEXT 12 MONTHS?

This question was posed to the target audience.



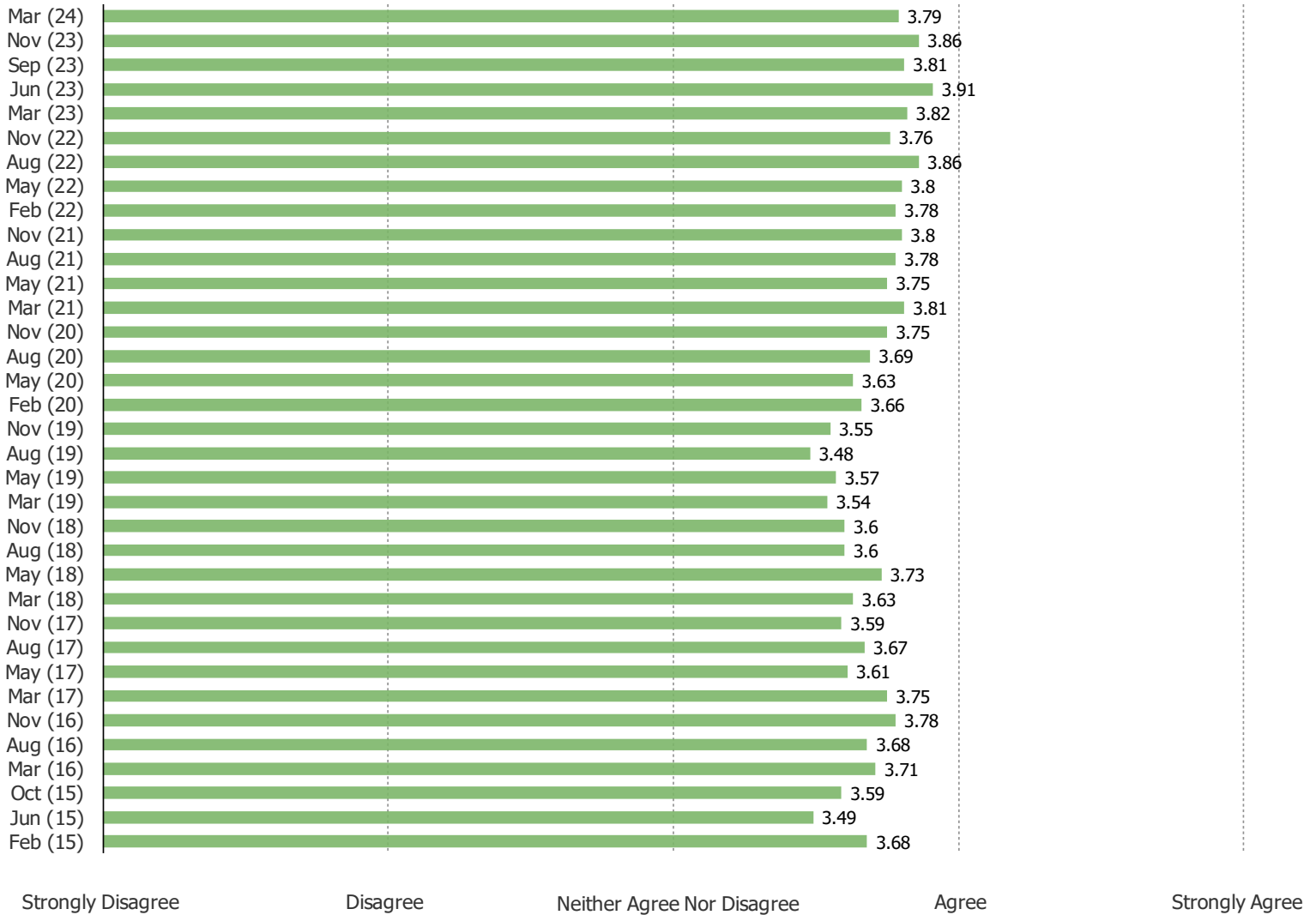
FOR THOSE WHO EXPECT TO BUY THE SAME OR LESS DIGITAL GAMES IN THE NEXT 12 MONTHS, WHY DO YOU PREFER PHYSICAL GAMES?

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



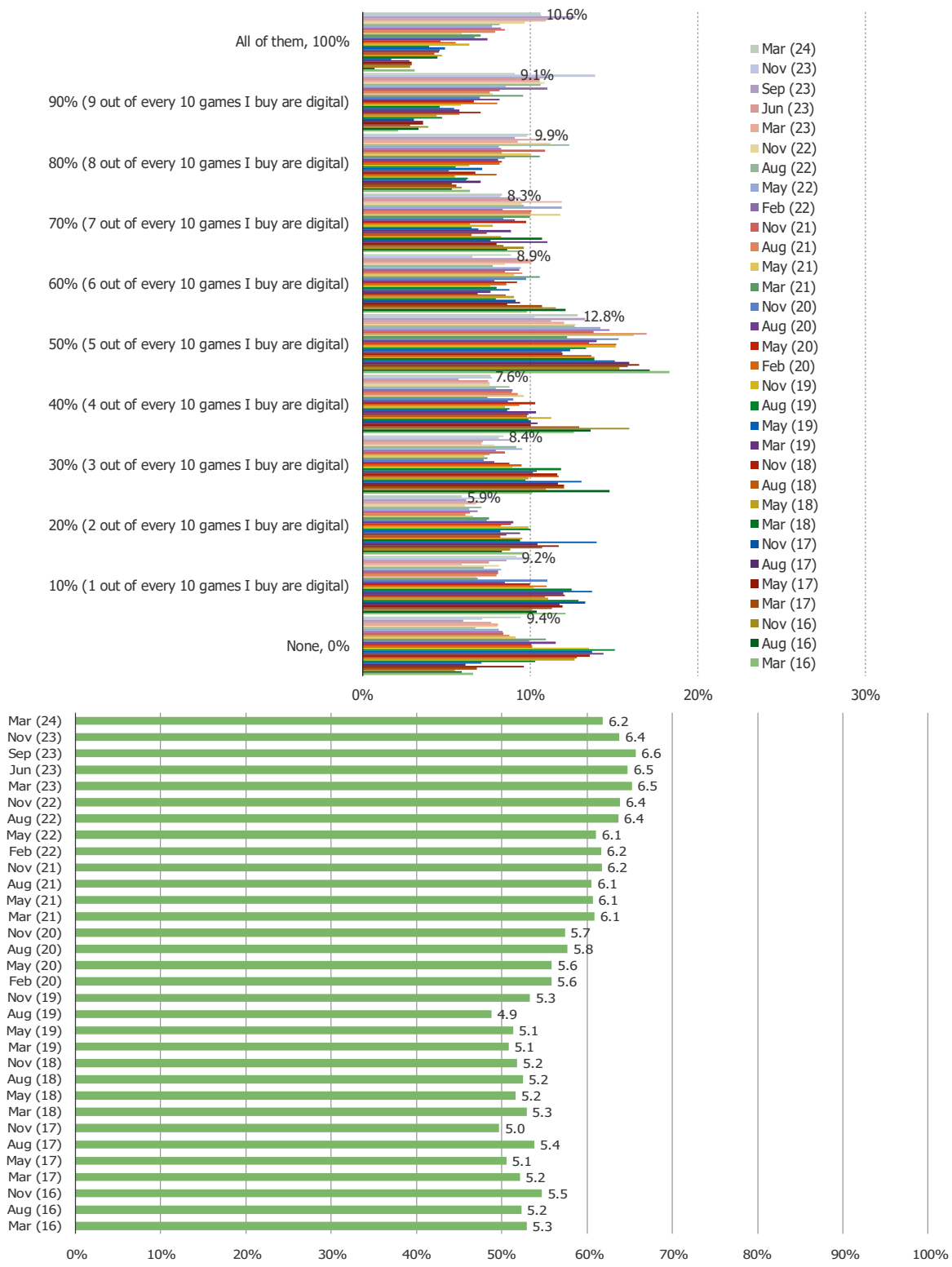
“EVENTUALLY, ALL GAMES WILL BE PURCHASED OR DOWNLOADED DIGITALLY”

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.

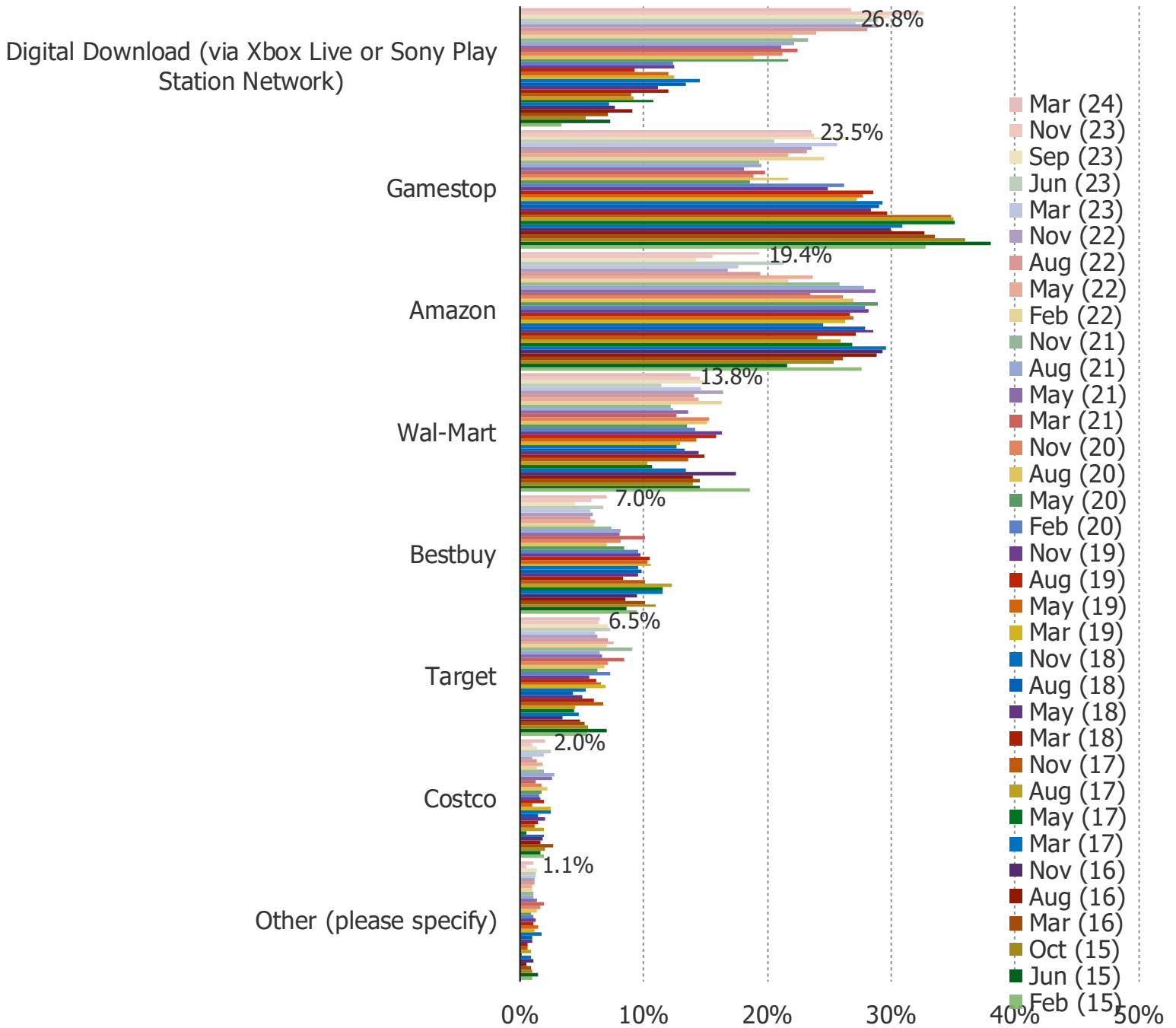


It's In The Game

## RETAILERS, WITH GAMESTOP DEEP-DIVE

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

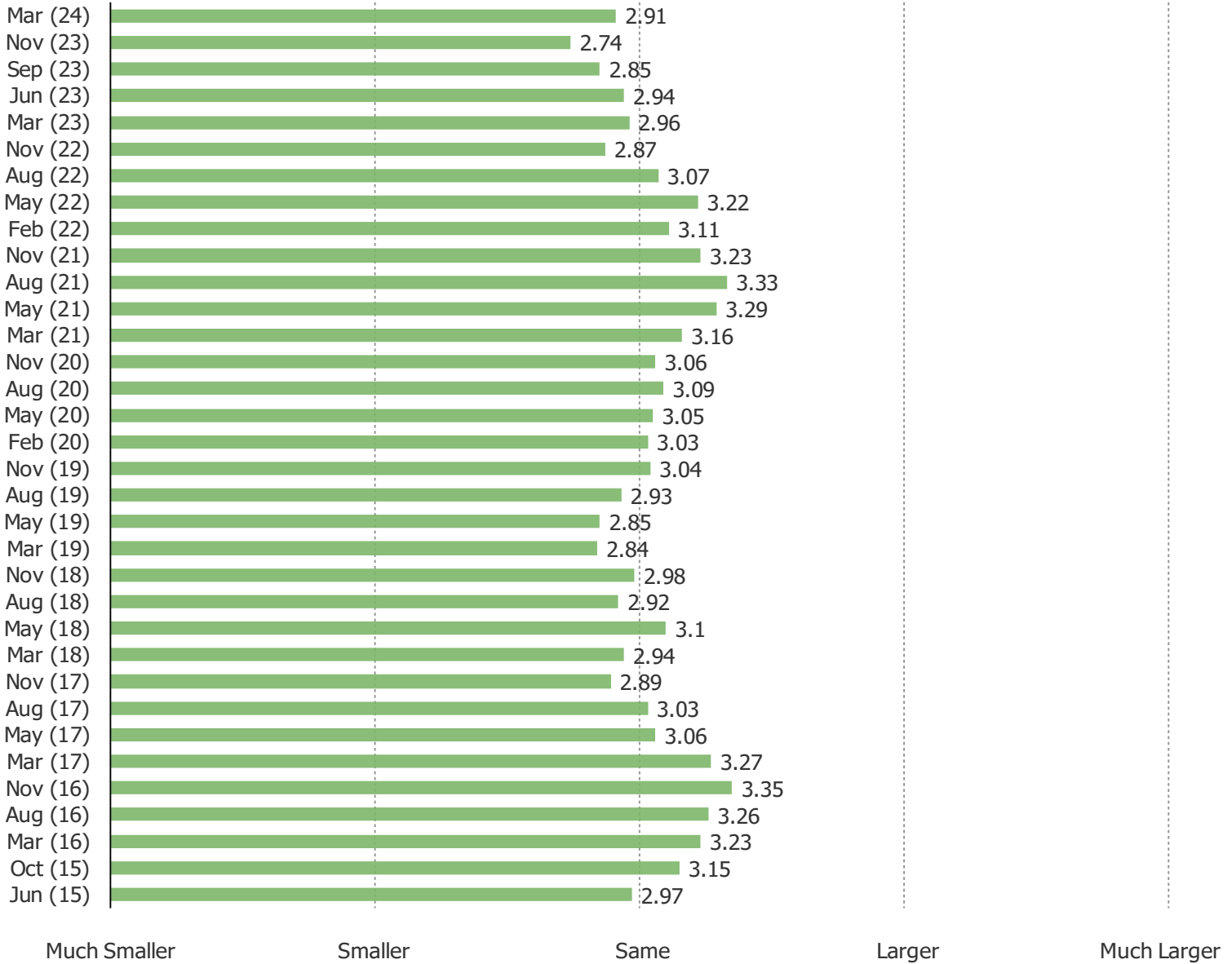
This question was posed to the target audience.





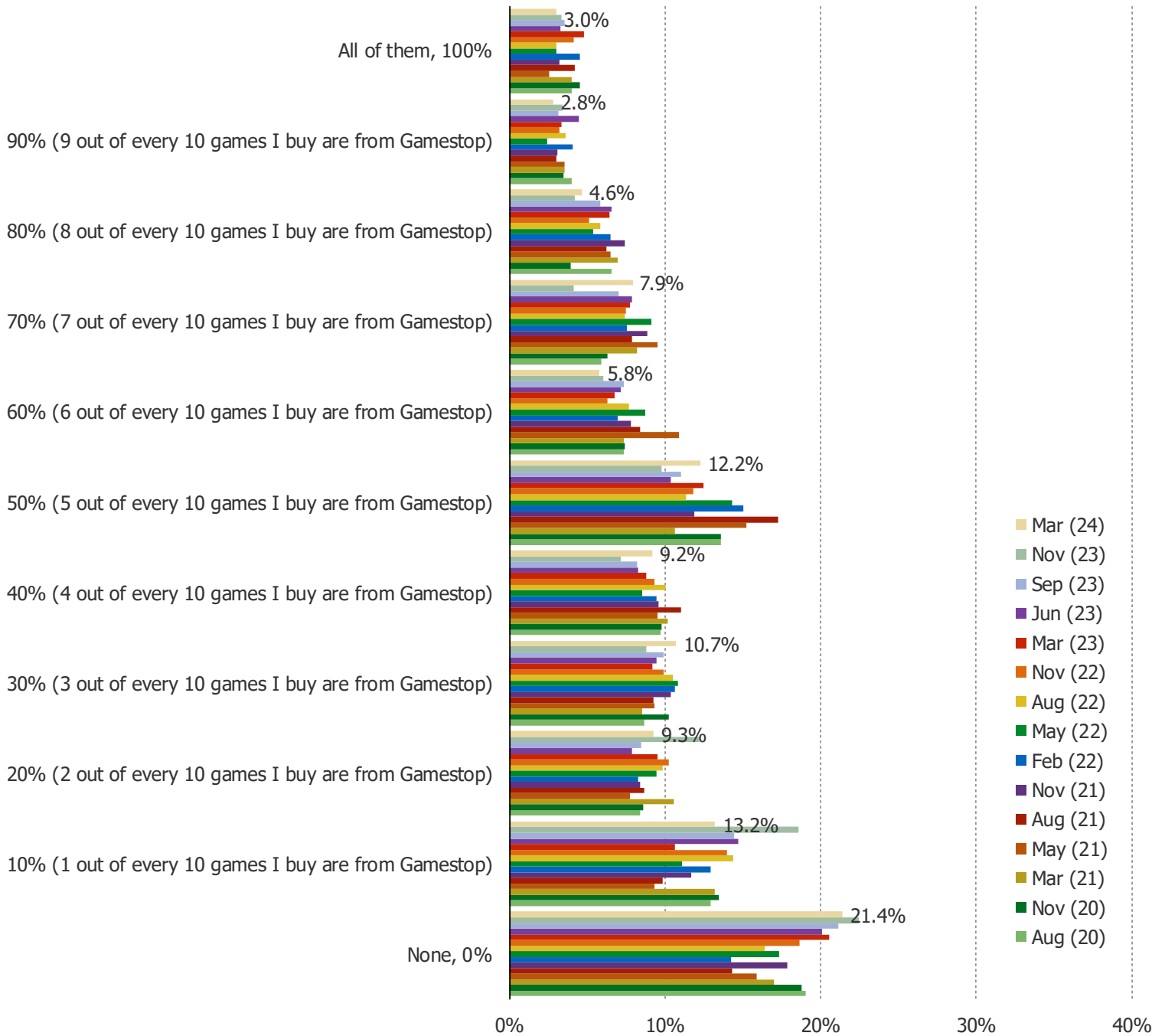
HOW LARGE OF A ROLE DO YOU THINK GAMESTOP WILL PLAY AS DIGITALLY DOWNLOADED GAMES BECOME MORE POPULAR?

This question was posed to the target audience.



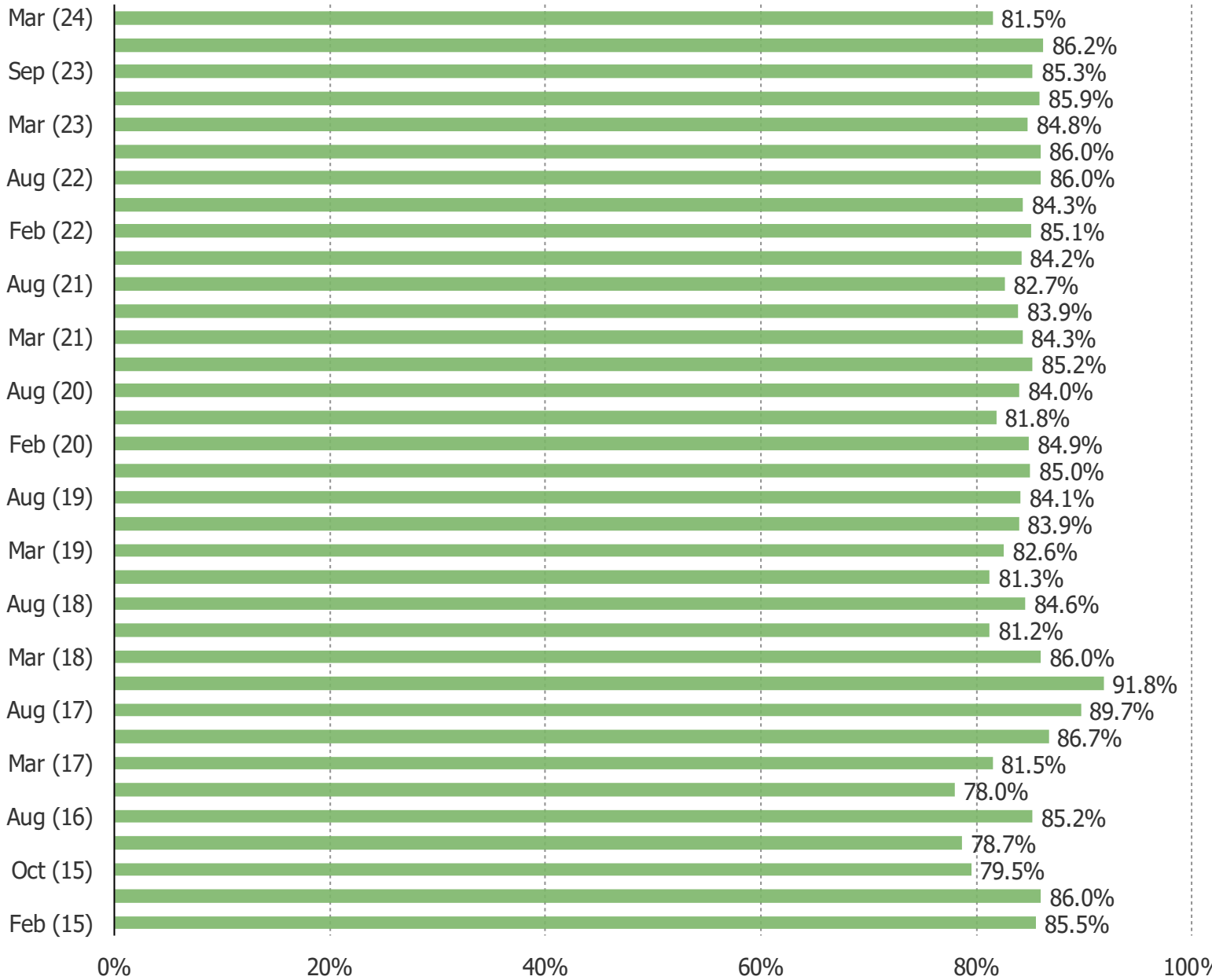
AROUND WHAT PERCENTAGE OF ALL THE GAMES THAT YOU BUY DO YOU PURCHASE THROUGH GAMESTOP?

This question was posed to the target audience.



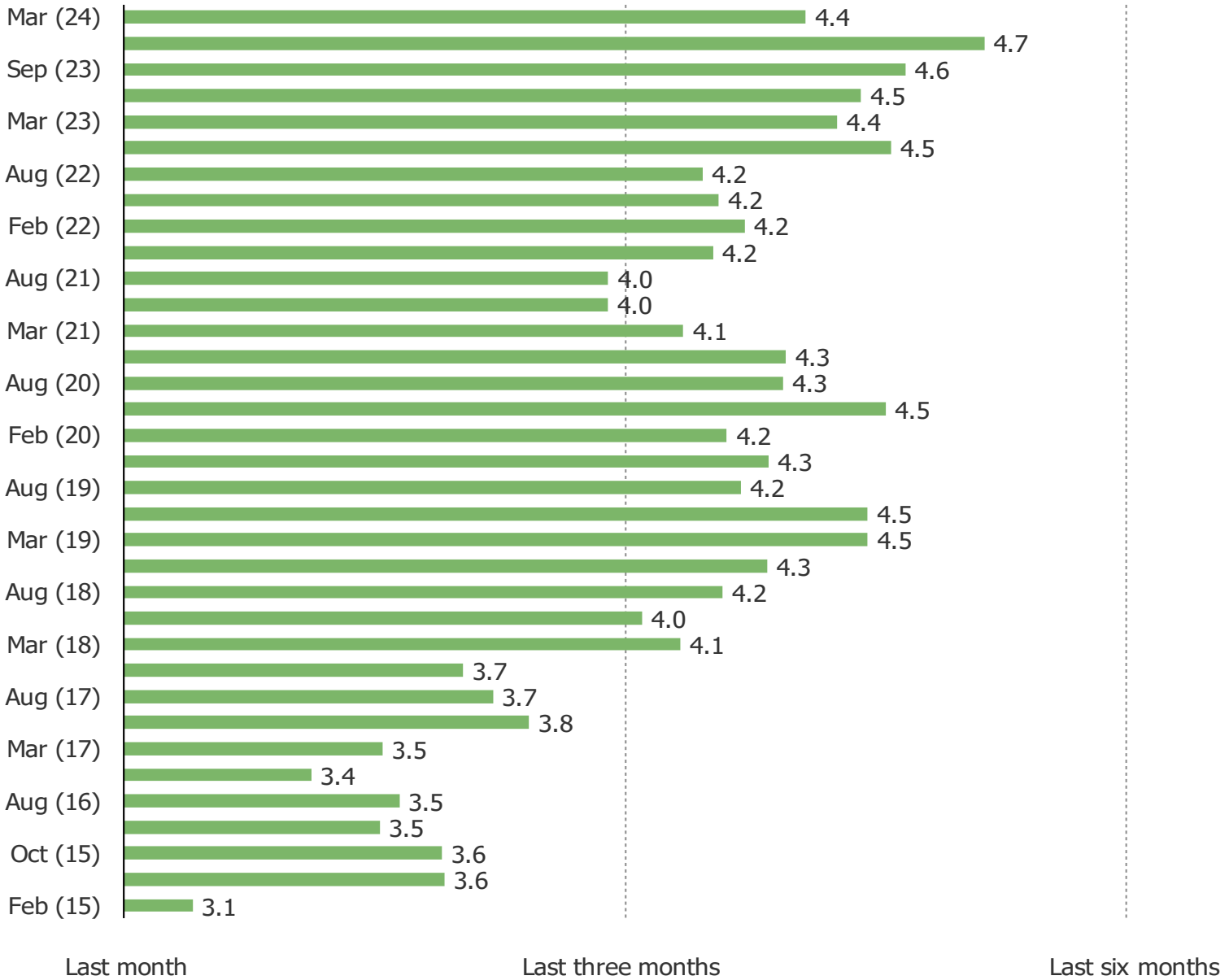
HAVE YOU EVER SHOPPED AT A GAMESTOP STORE OR AT GAMESTOP ONLINE?

This question was posed to the target audience.



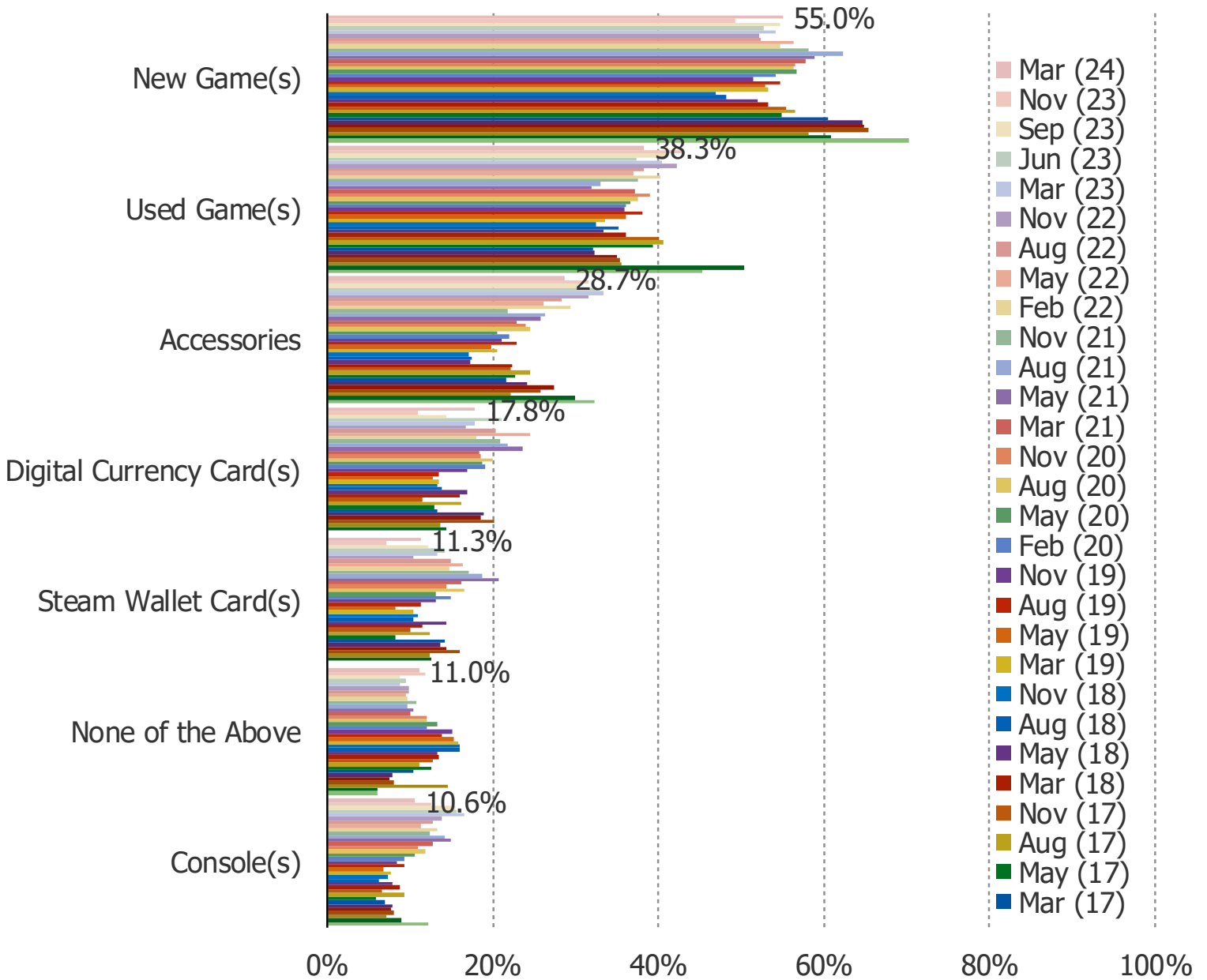
WHEN IS THE LAST TIME THAT YOU PURCHASED SOMETHING AT A GAMESTOP STORE?

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



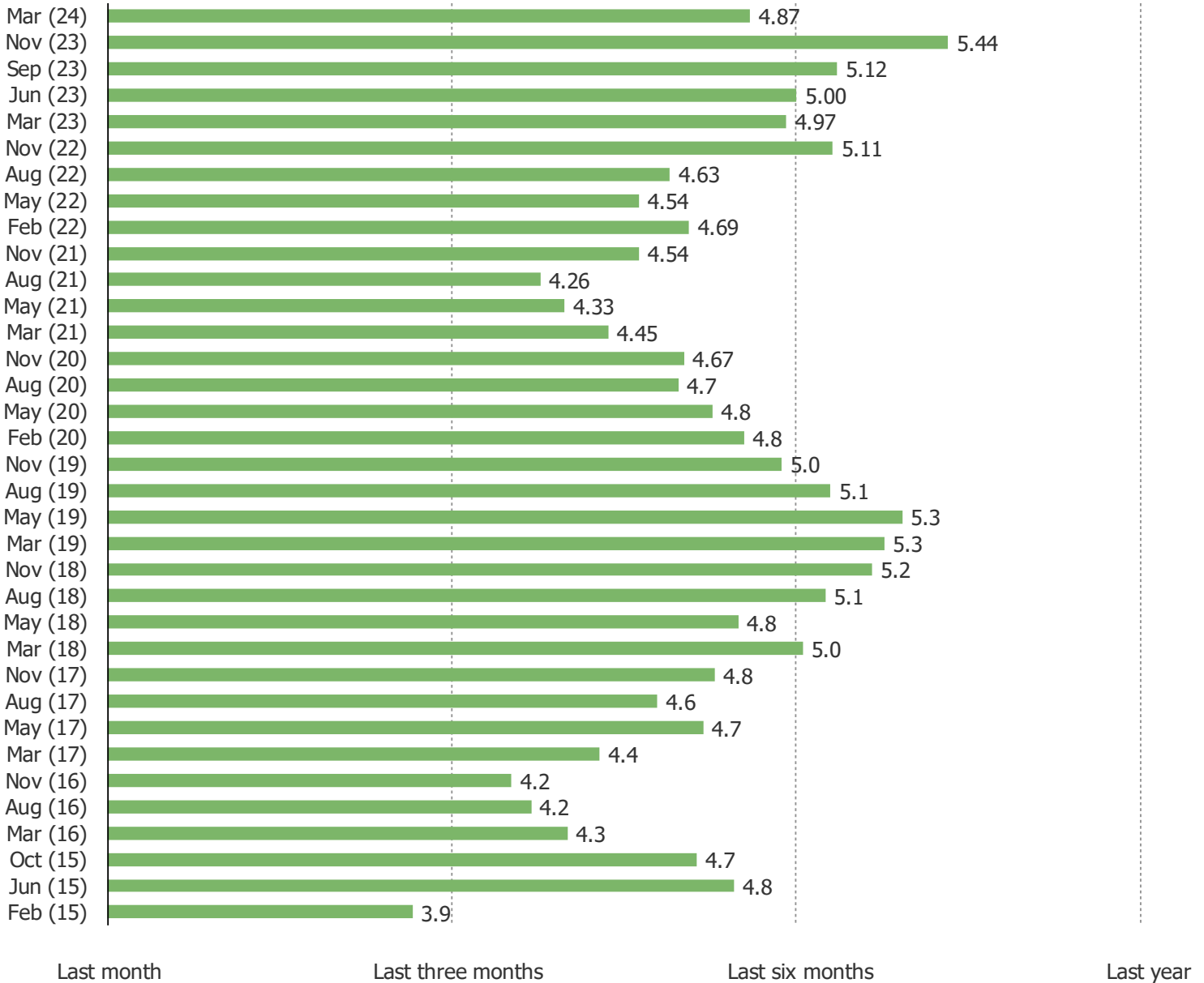
WHAT DID YOU BUY WHEN YOU MOST RECENTLY VISITED GAMESTOP STORES?

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



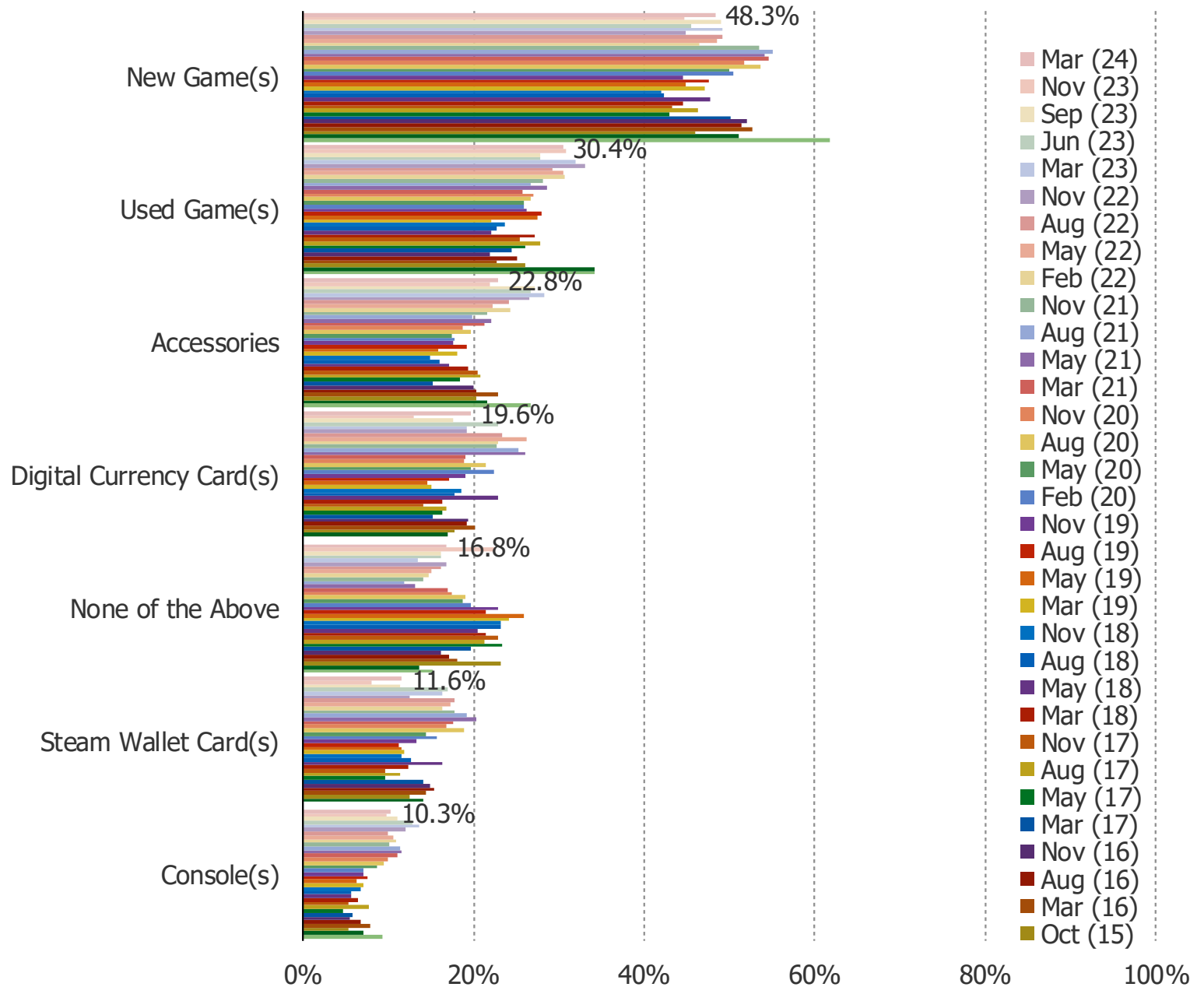
WHEN IS THE LAST TIME THAT YOU PURCHASED SOMETHING ONLINE AT GAMESTOP?

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



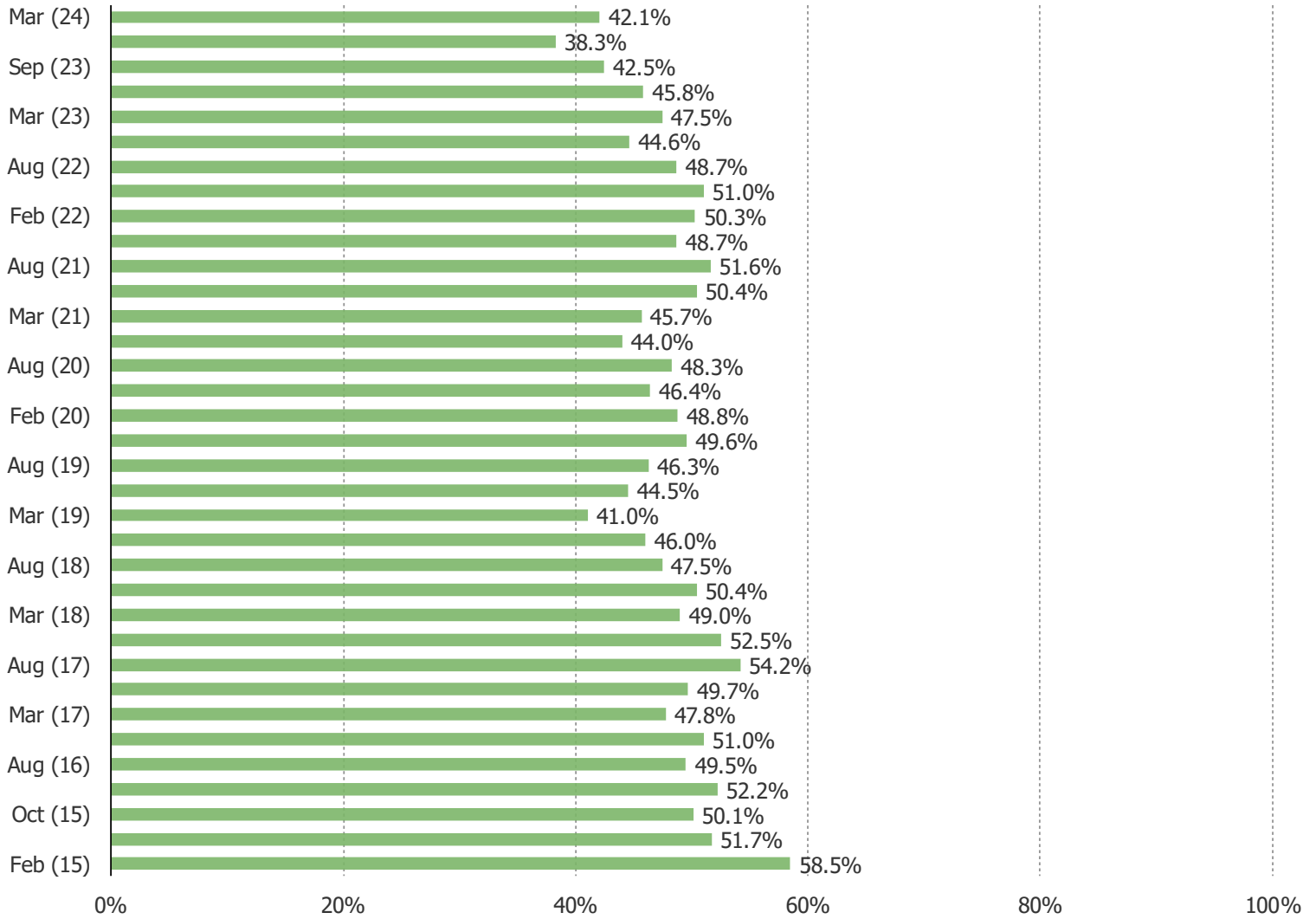
WHAT DID YOU BUY WHEN YOU LAST PURCHASED SOMETHING AT GAMESTOP ONLINE?

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



ARE YOU A GAMESTOP POWERUP REWARDS MEMBER?

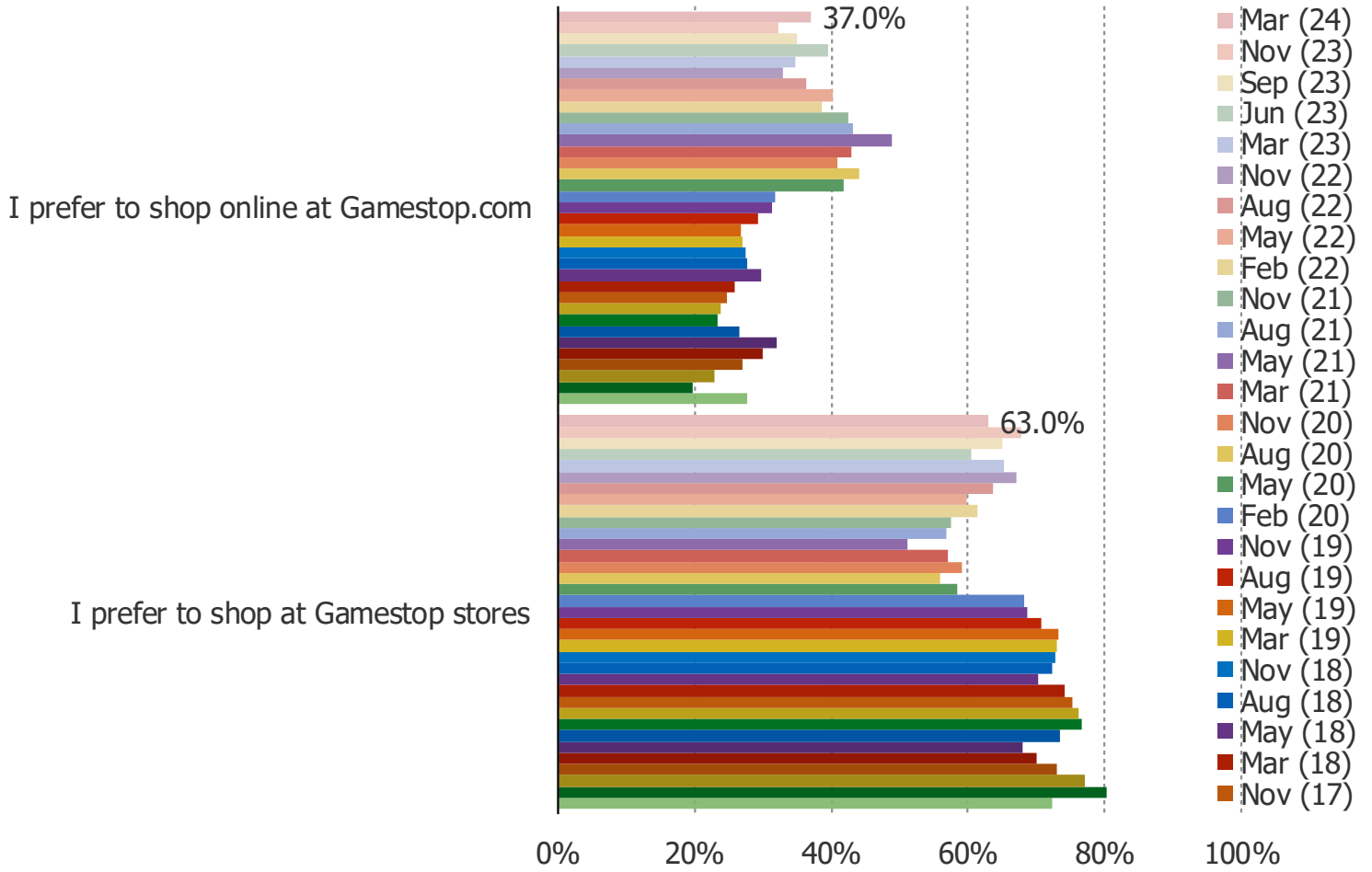
Posed to those who have ever shopped at GameStop Stores or GameStop Online.





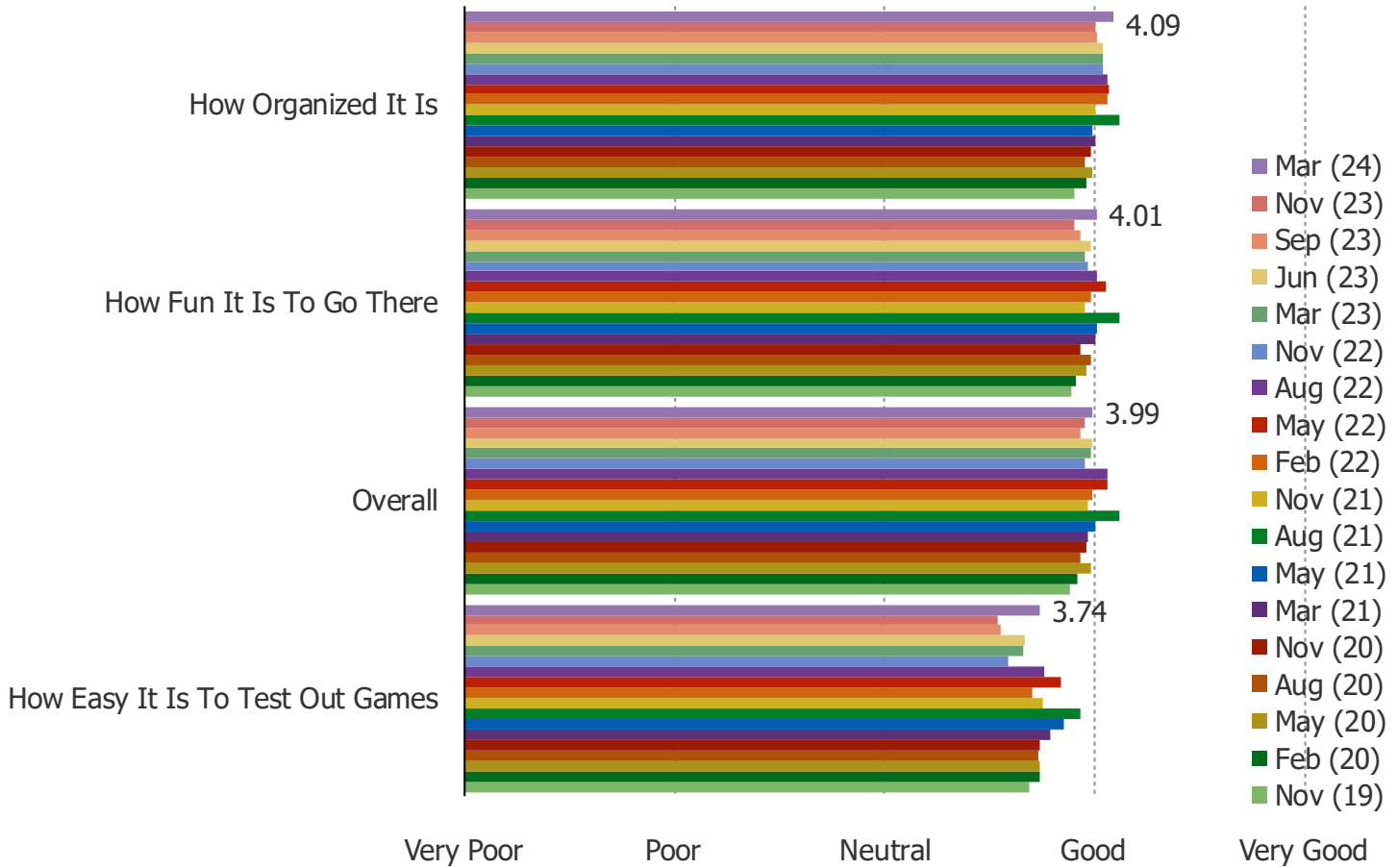
DO YOU PREFER TO SHOP AT GAMESTOP STORES OR AT GAMESTOP ONLINE?

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



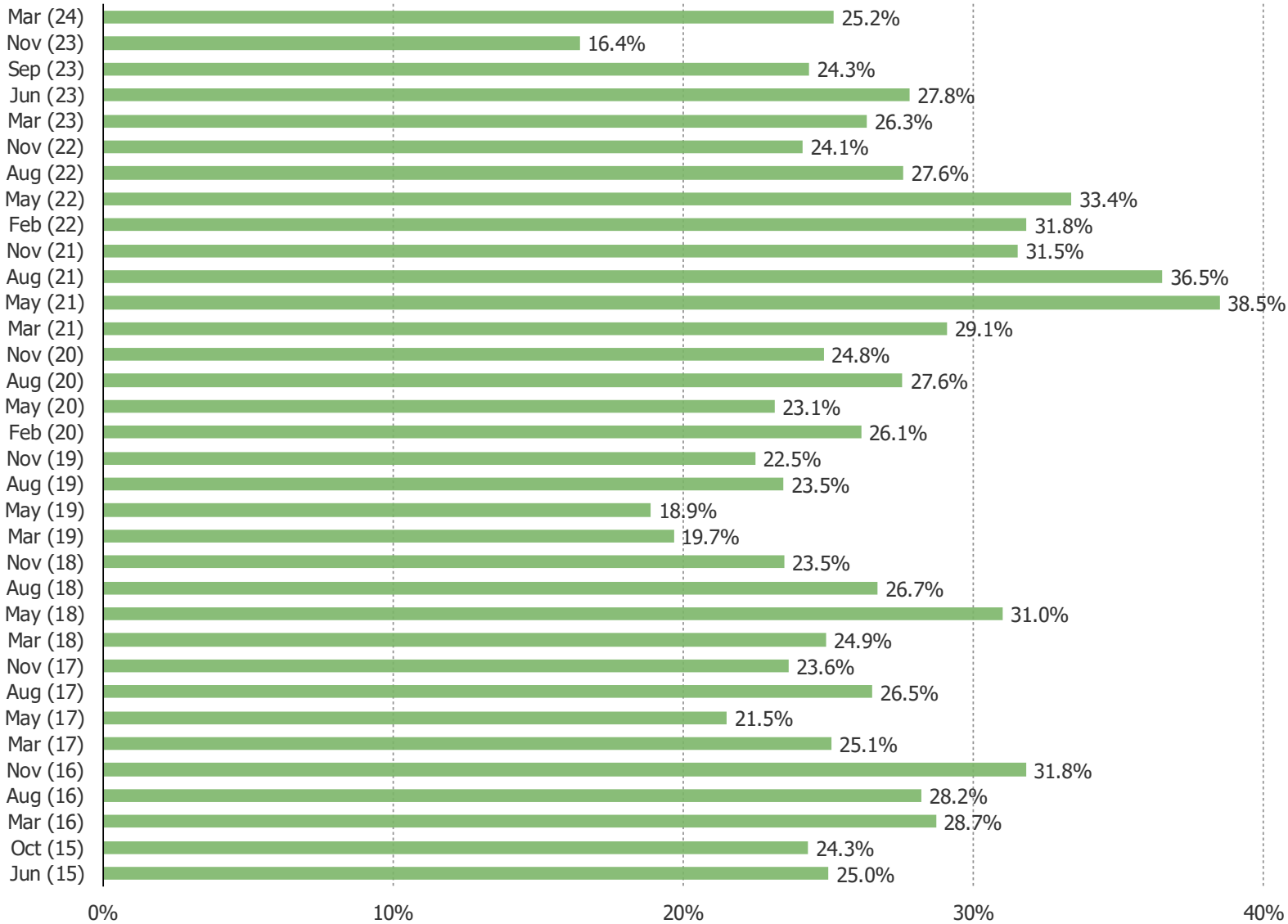
HOW WOULD YOU RATE THE IN-STORE SHOPPING EXPERIENCE AT GAMESTOP?

Posed to those who have ever shopped at GameStop Stores



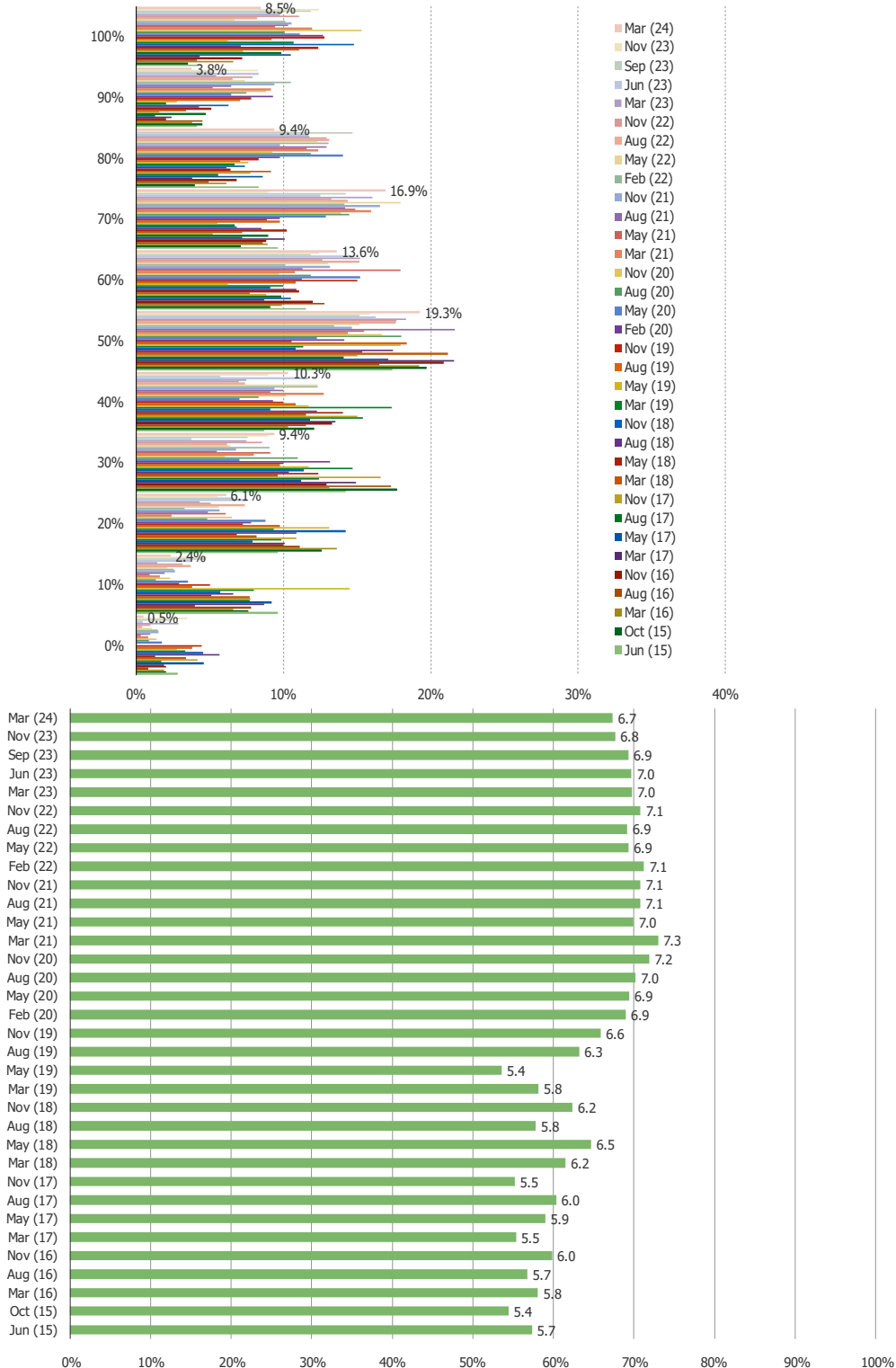
DO YOU HAVE A GAMESTOP POWER-UP REWARDS CREDIT CARD?

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?

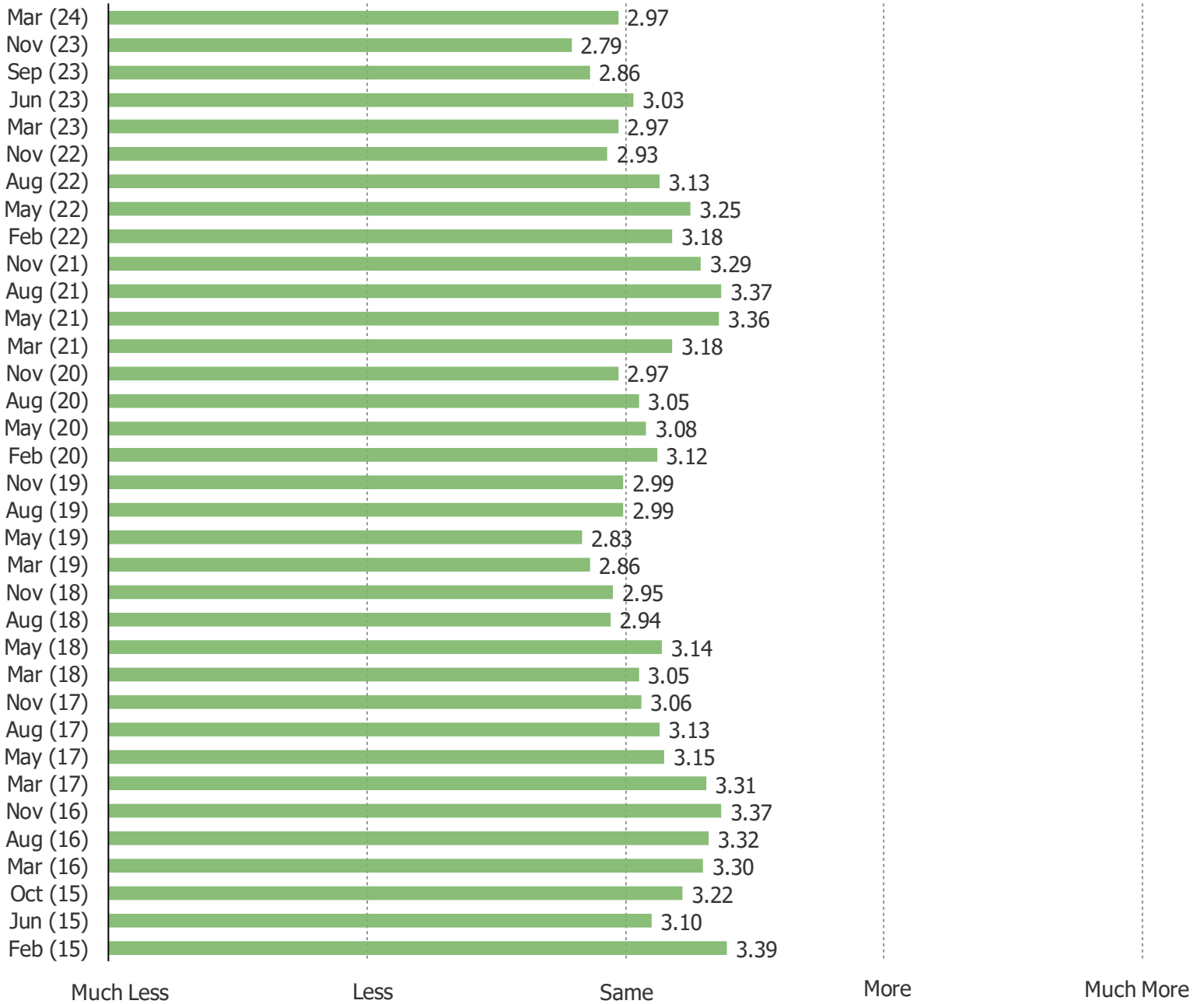
Posed to those who have ever shopped at GameStop Stores or GameStop Online.



Video Games

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

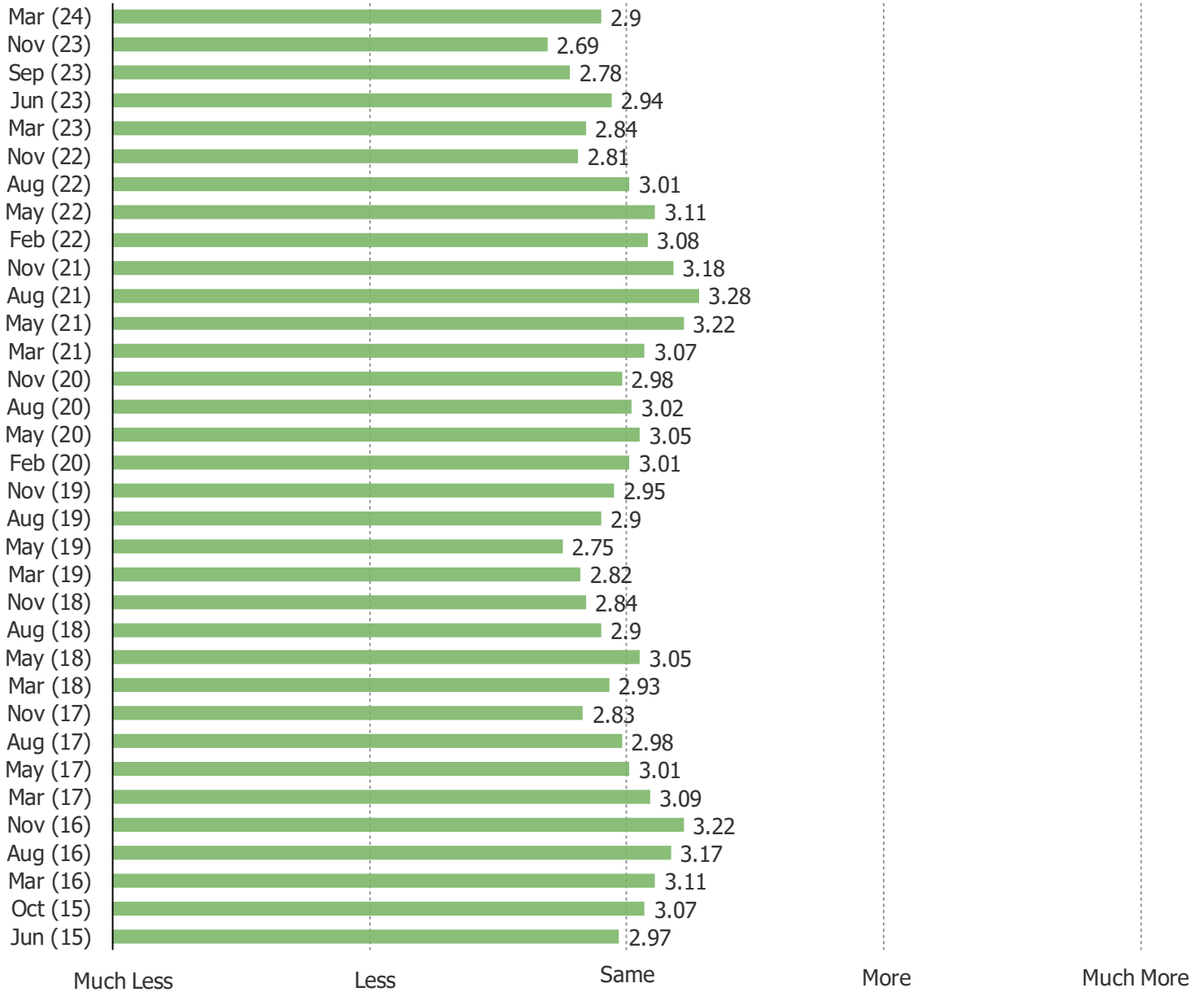
Posed to those who have ever shopped at GameStop Stores or GameStop Online.



Video Games

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

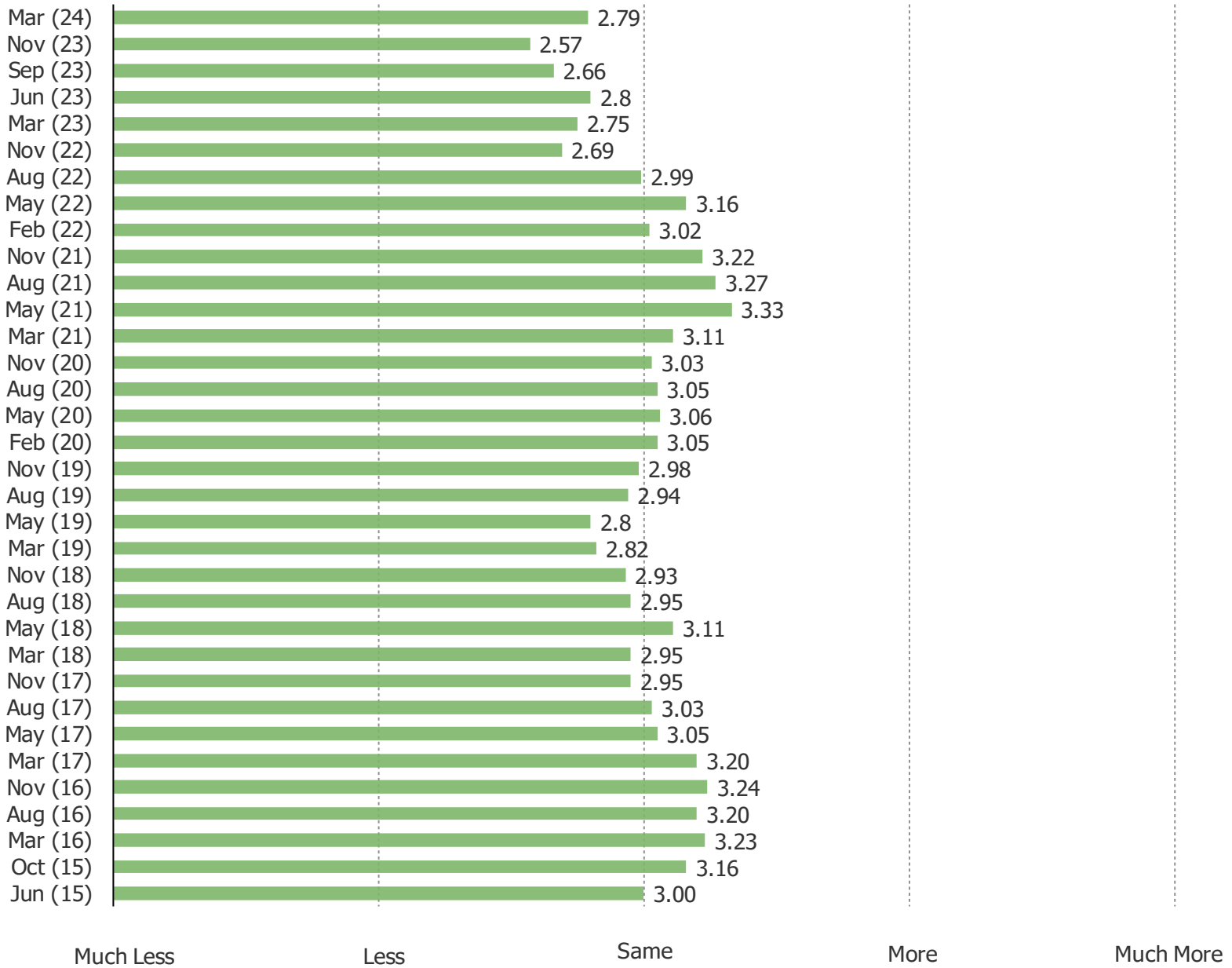
Posed to those who have ever shopped at GameStop Stores or GameStop Online.



Video Games

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

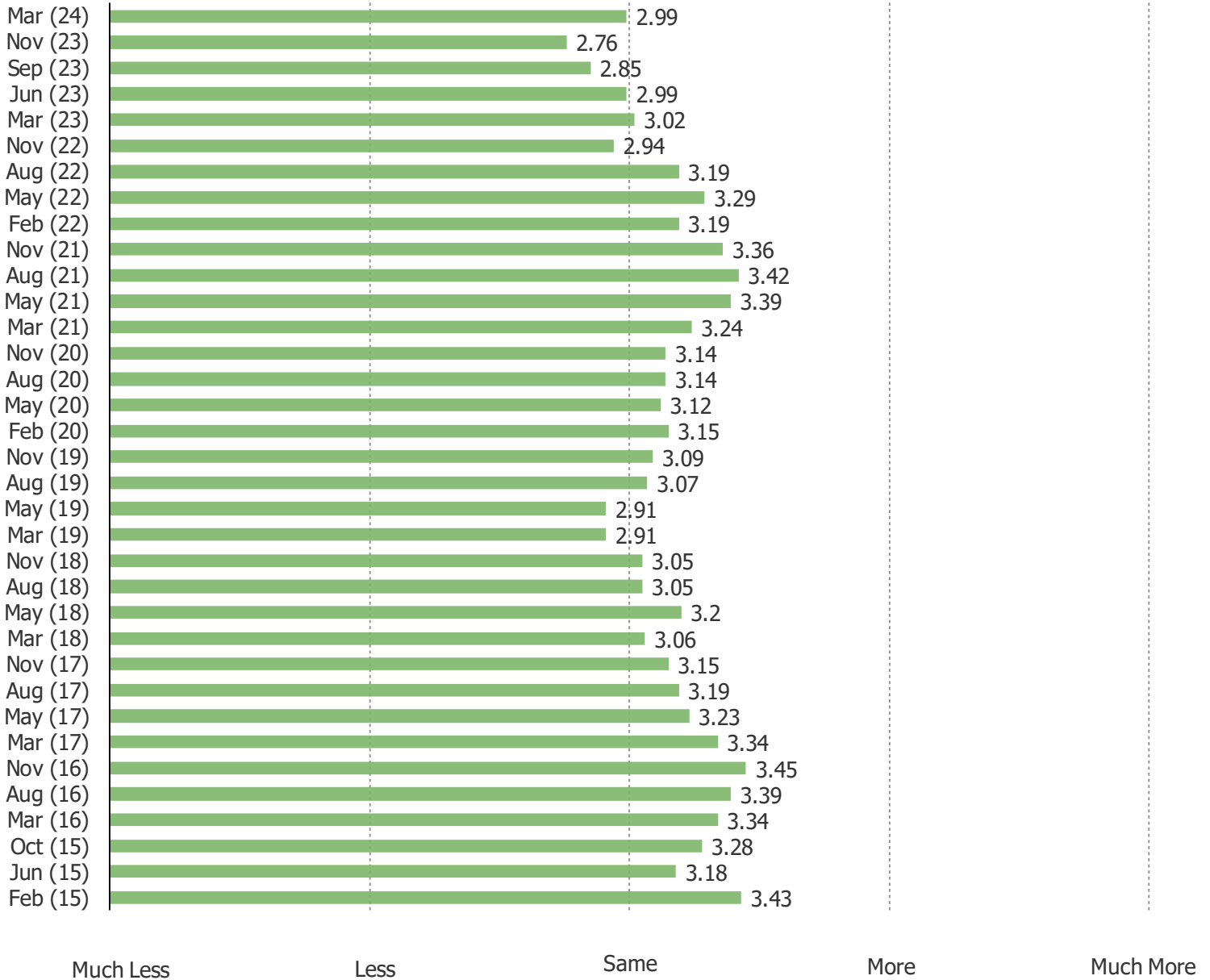
Posed to those who have ever shopped at GameStop Stores or GameStop Online.



Video Games

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

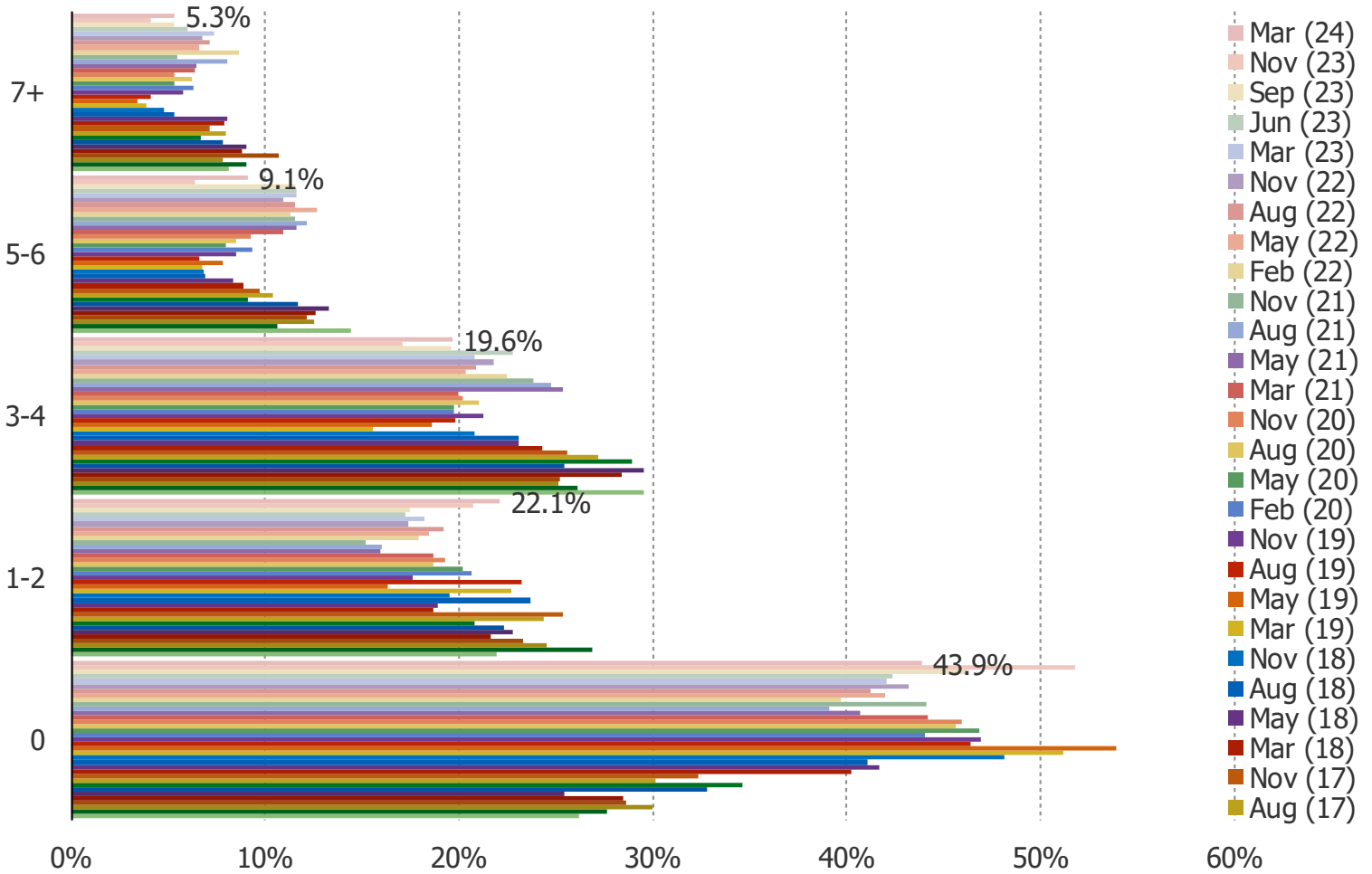
Posed to those who have ever shopped at GameStop Stores or GameStop Online.





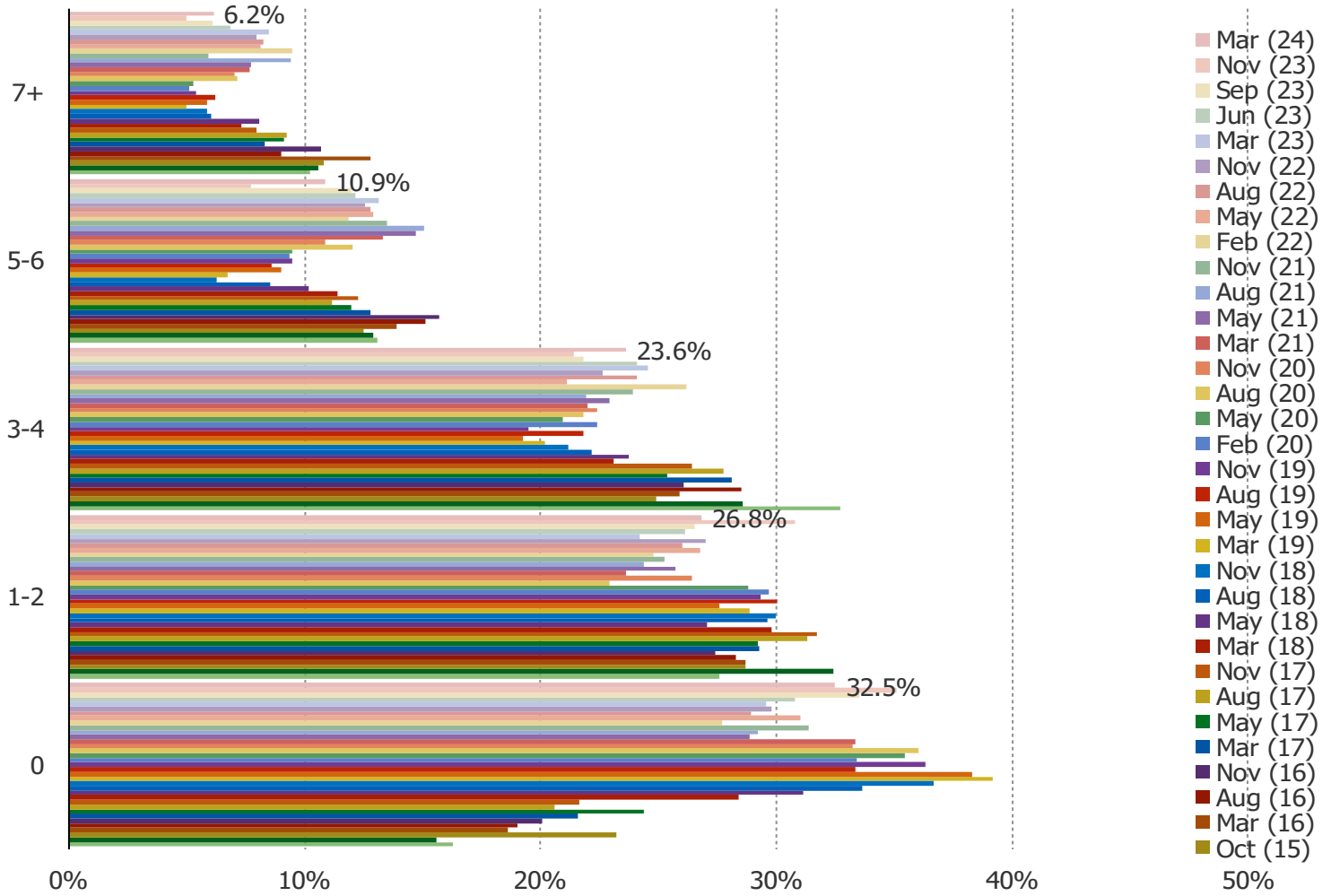
HOW MANY USED GAMES HAVE YOU SOLD TO GAMESTOP IN THE PAST 12 MONTHS?

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?

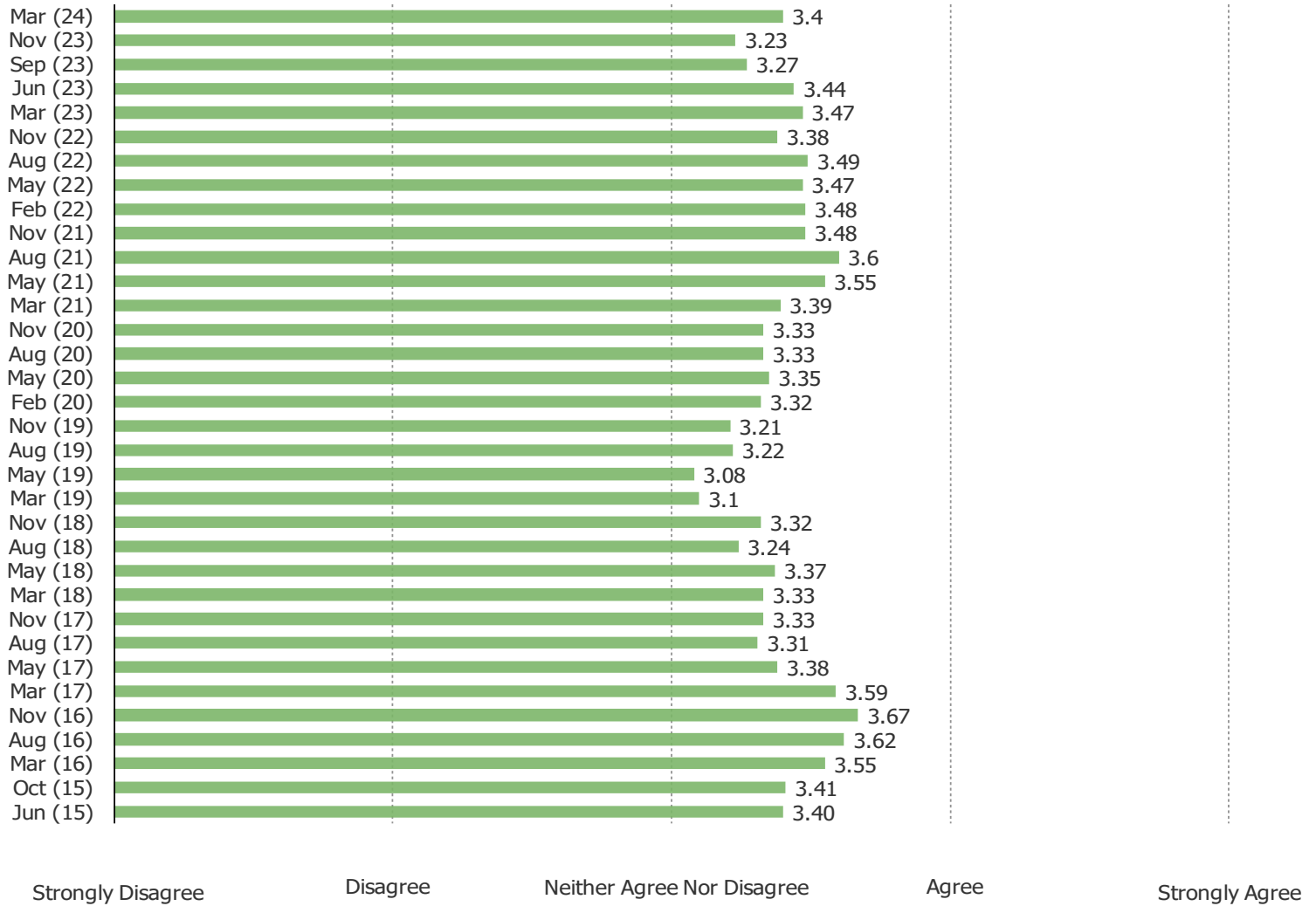
Posed to those who have ever shopped at GameStop Stores or GameStop Online.



Video Games

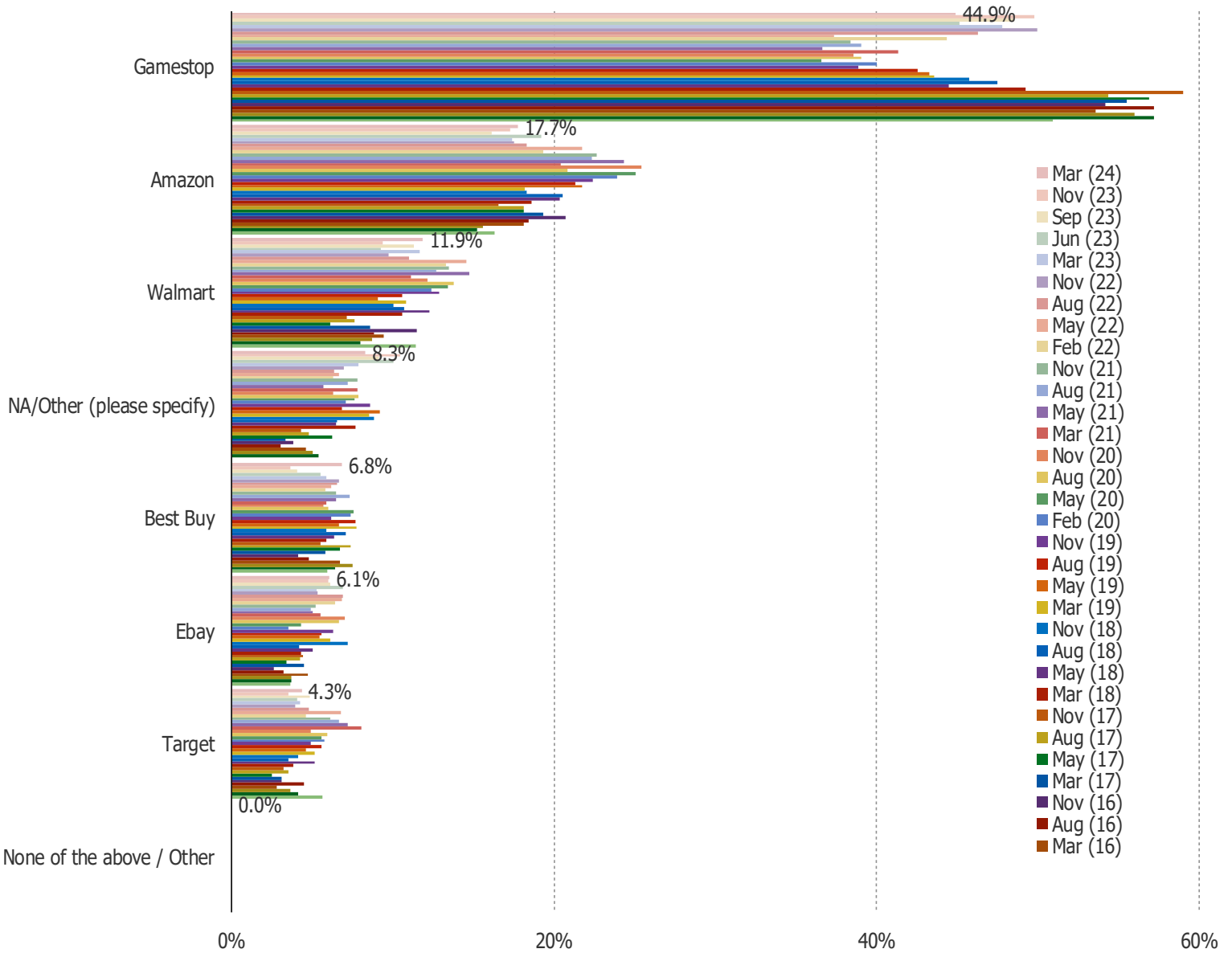
“I RELY ON THE KNOWLEDGE OF GAMESTOP STORE ASSOCIATES AS PART OF MY VIDEO GAME BUYING, SELLING, DOWNLOADING, AND PLAYING EXPERIENCE.”

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.

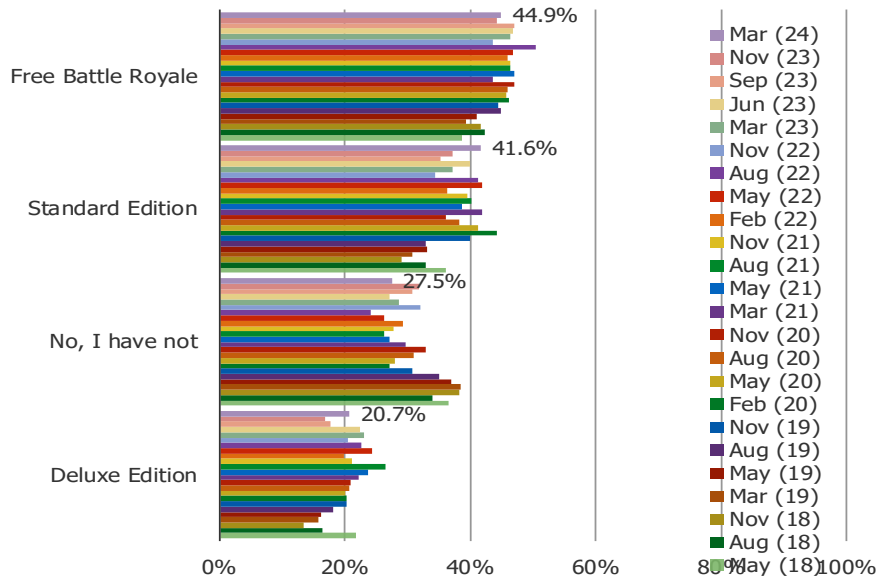


It's In The Game

# FORTNITE

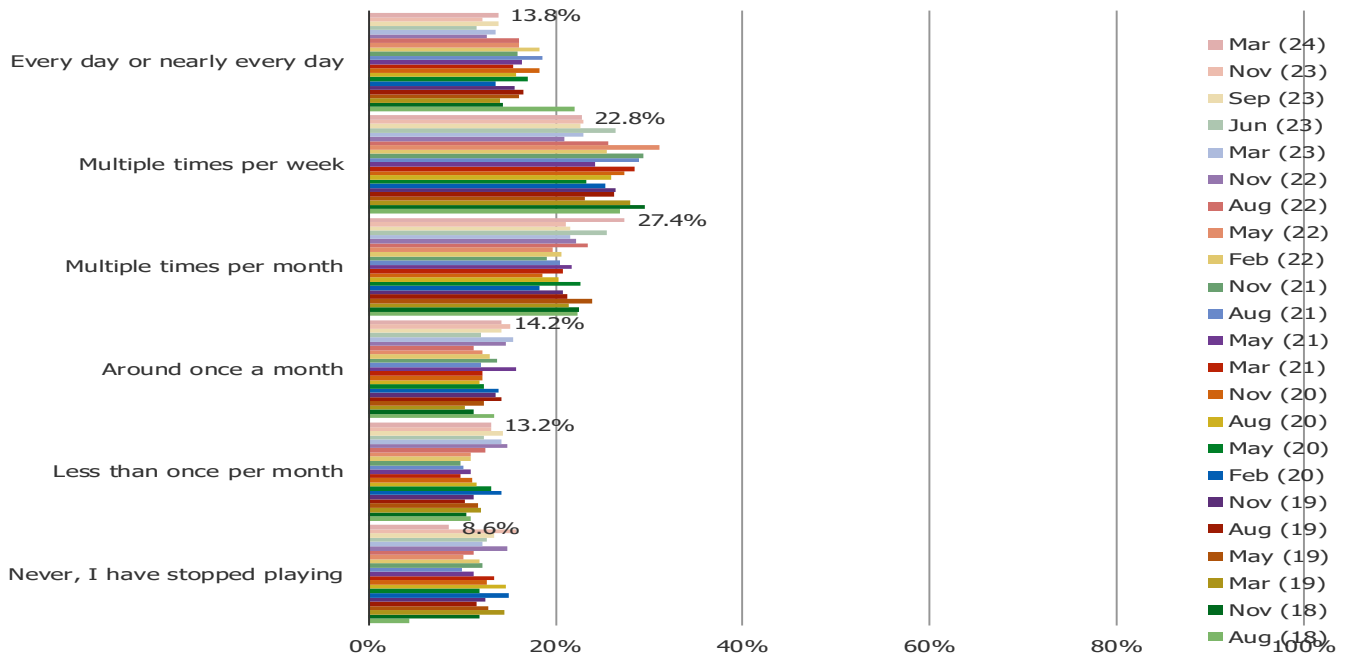
HAVE YOU PLAYED FORTNITE? (SELECT ALL THAT APPLY)

This question was posed to the target audience.



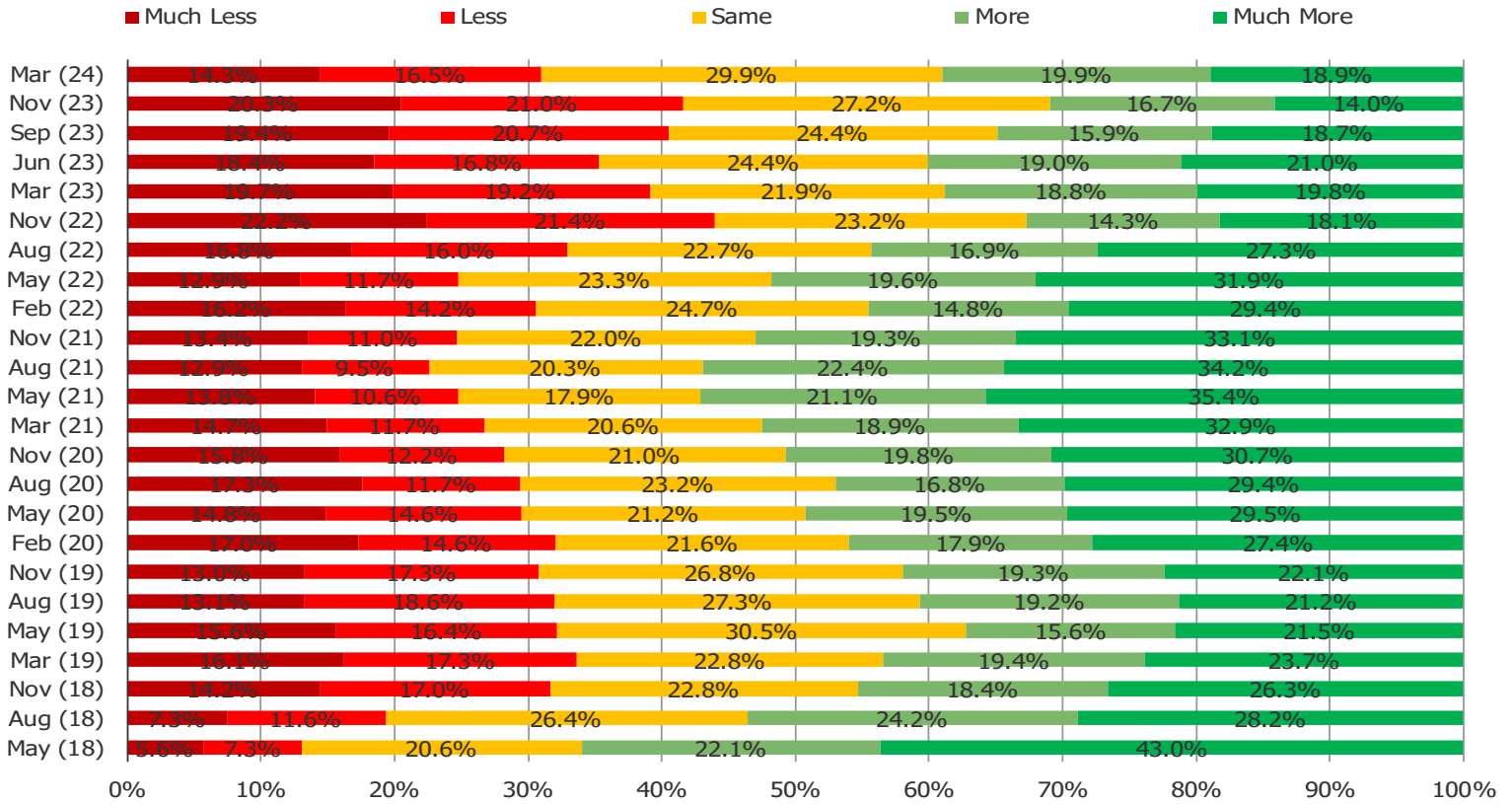
HOW OFTEN DO YOU CURRENTLY PLAY FORTNITE?

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.



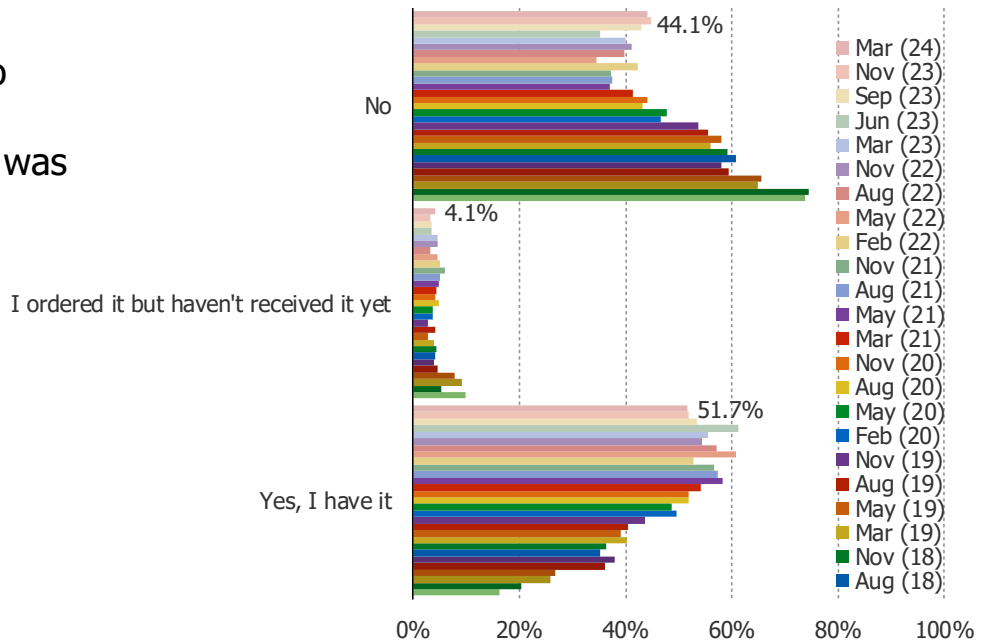
## CONSOLES: NINTENDO SWITCH



DO YOU OWN A NINTENDO SWITCH OR SWITCH LITE?

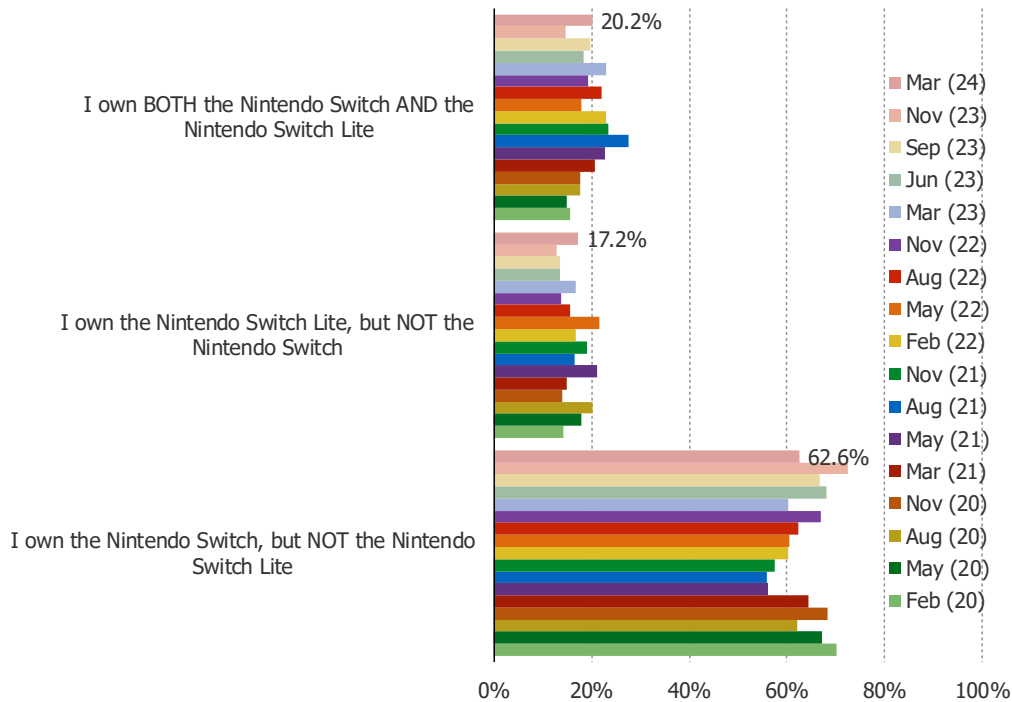
This question was posed to the target audience.

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



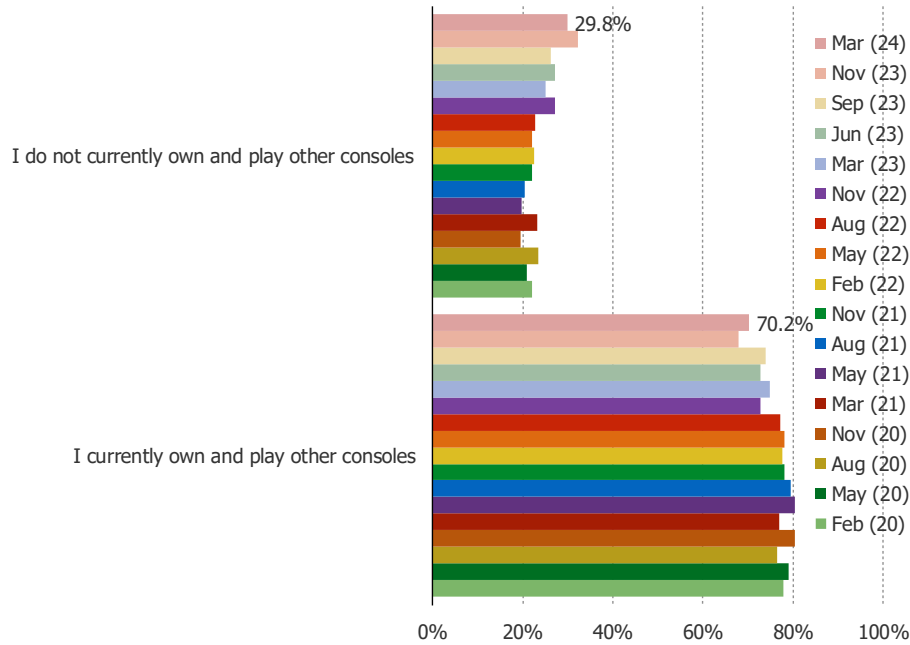
WHICH OF THE FOLLOWING BEST DESCRIBES YOU?

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



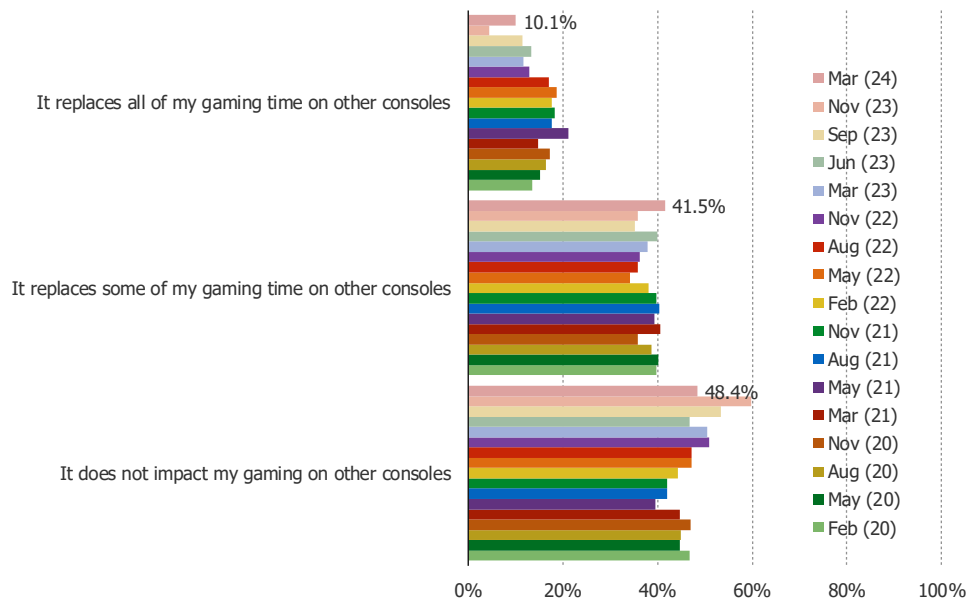
DO YOU CURRENTLY OWN / PLAY ANY OTHER CONSOLES OTHER THAN THE SWITCH / SWITCH LITE?

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



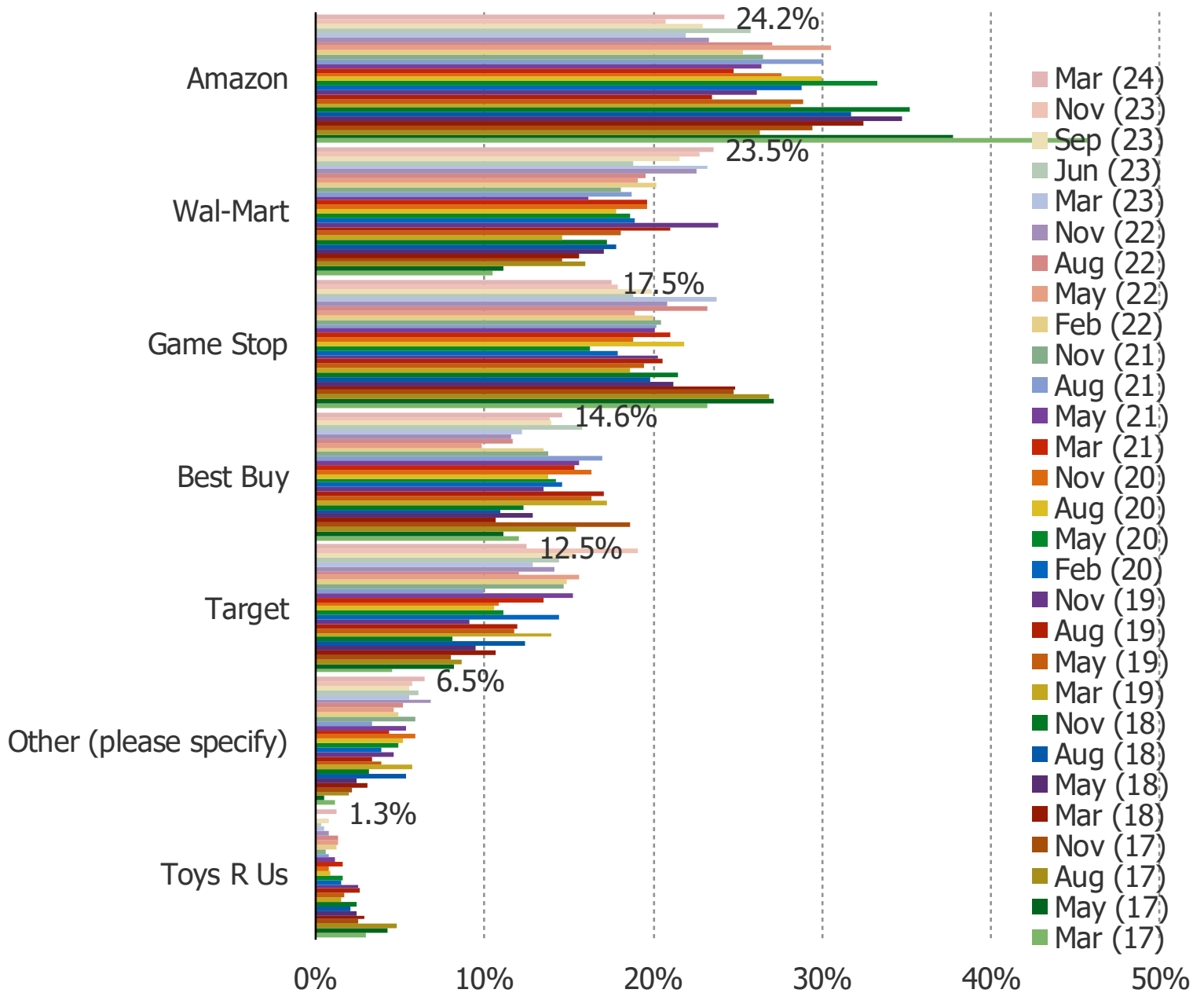
DOES THE SWITCH / SWITCH LITE REPLACE / TAKEAWAY GAMING ON OTHER CONSOLES?

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



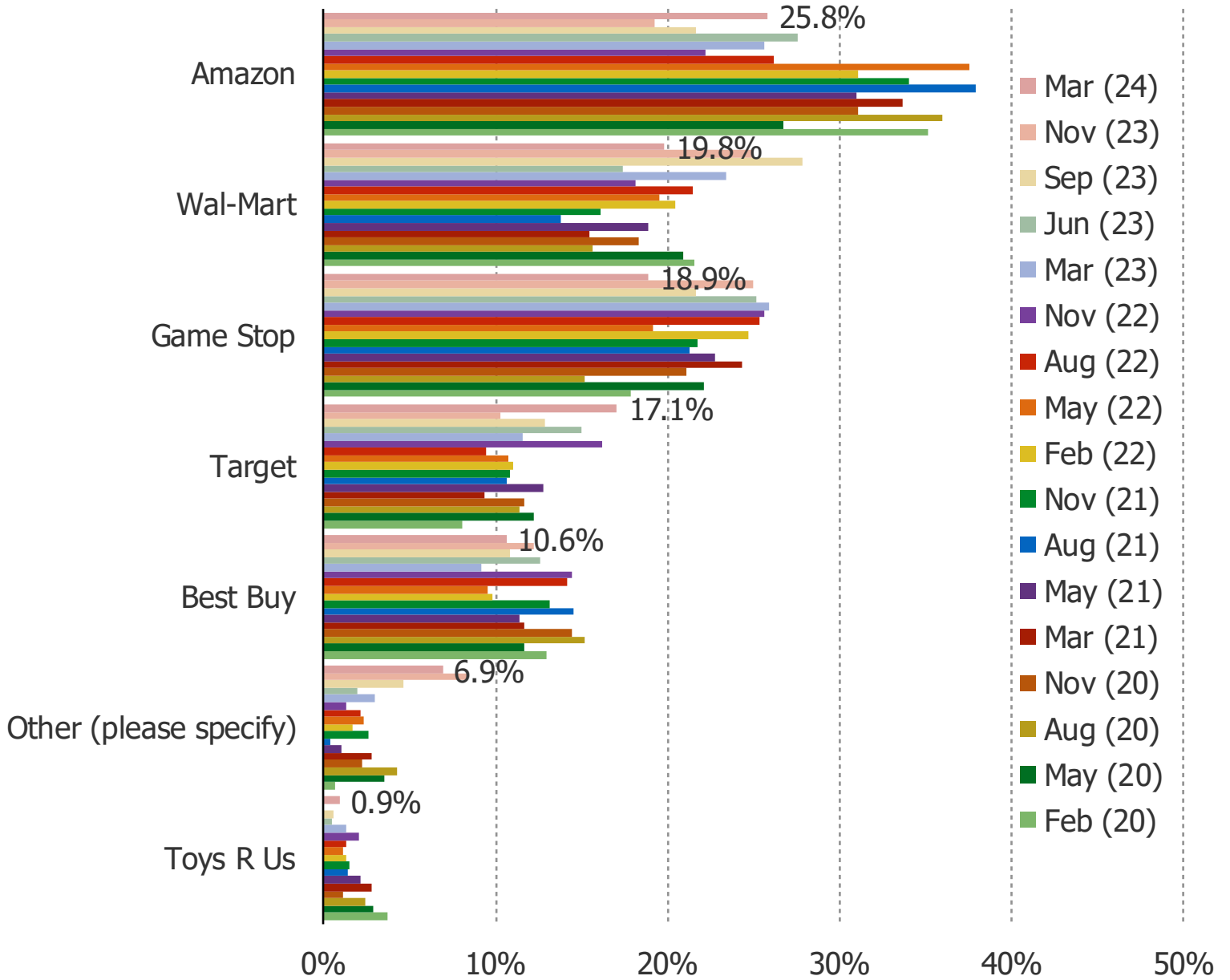
WHERE DID YOU BUY / ORDER THE SWITCH?

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



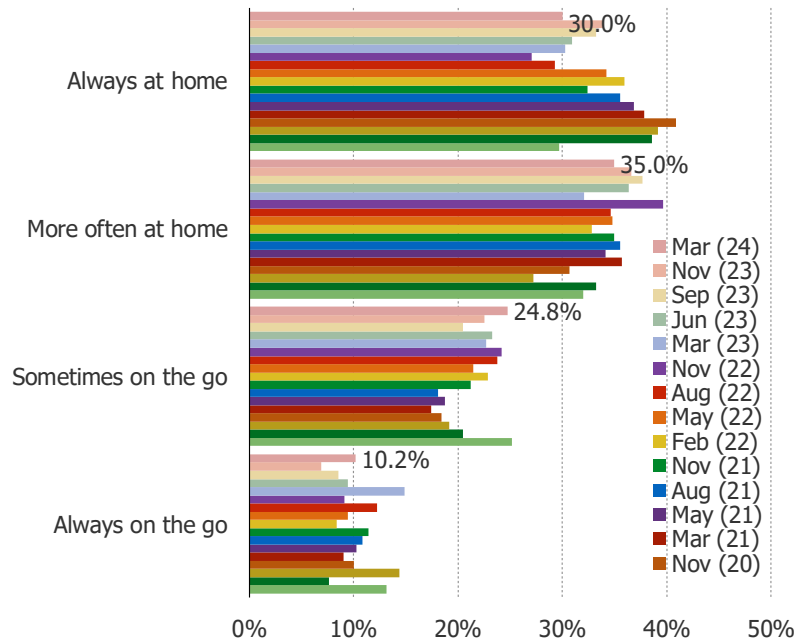
WHERE DID YOU BUY / ORDER THE SWITCH LITE?

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



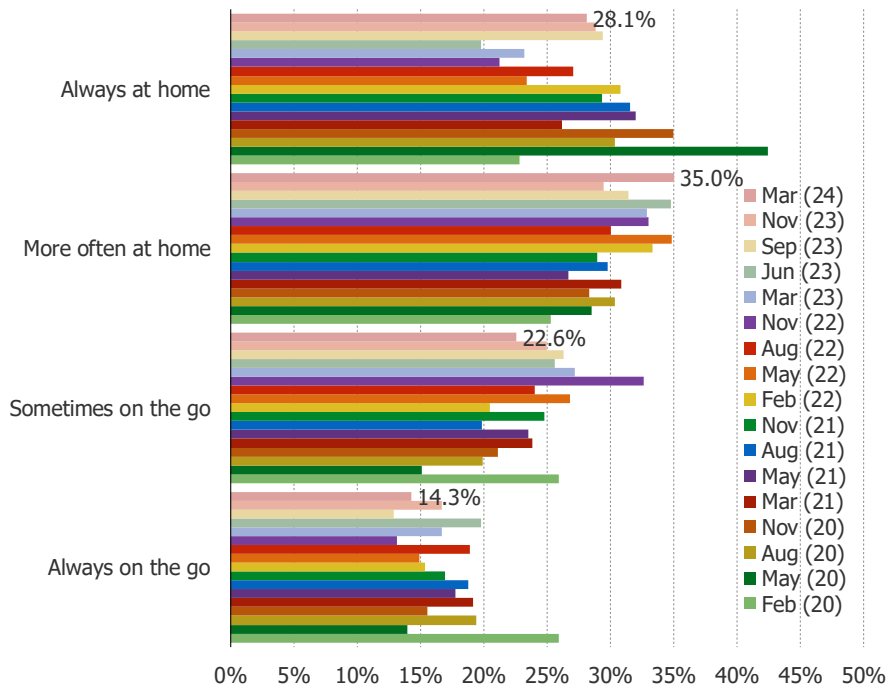
WHICH BEST DESCRIBES YOUR USAGE OF THE NINTENDO SWITCH? (NOT THE NINTENDO SWITCH LITE)

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



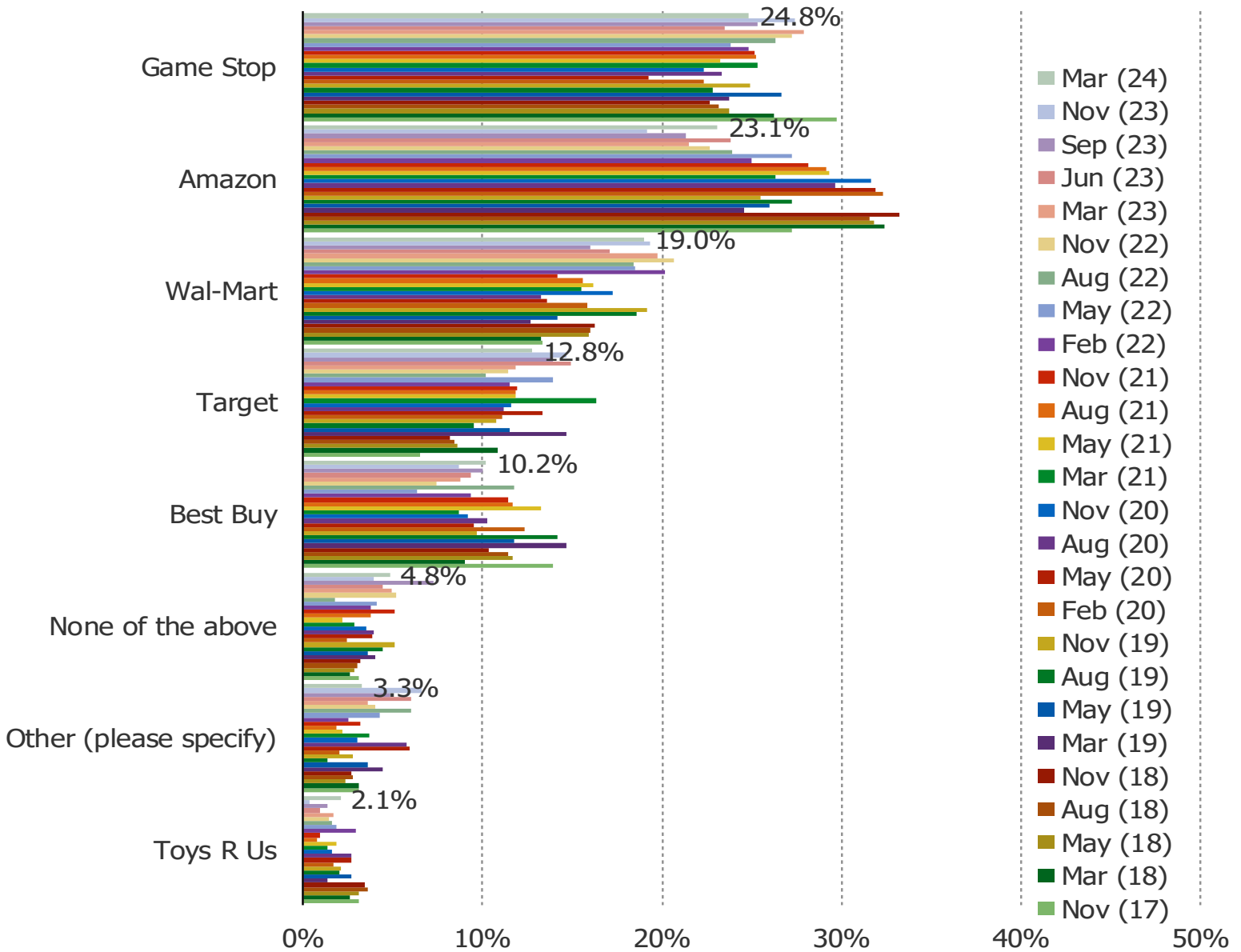
WHICH BEST DESCRIBES YOUR USAGE OF THE NINTENDO SWITCH LITE? (NOT THE NINTENDO SWITCH)

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



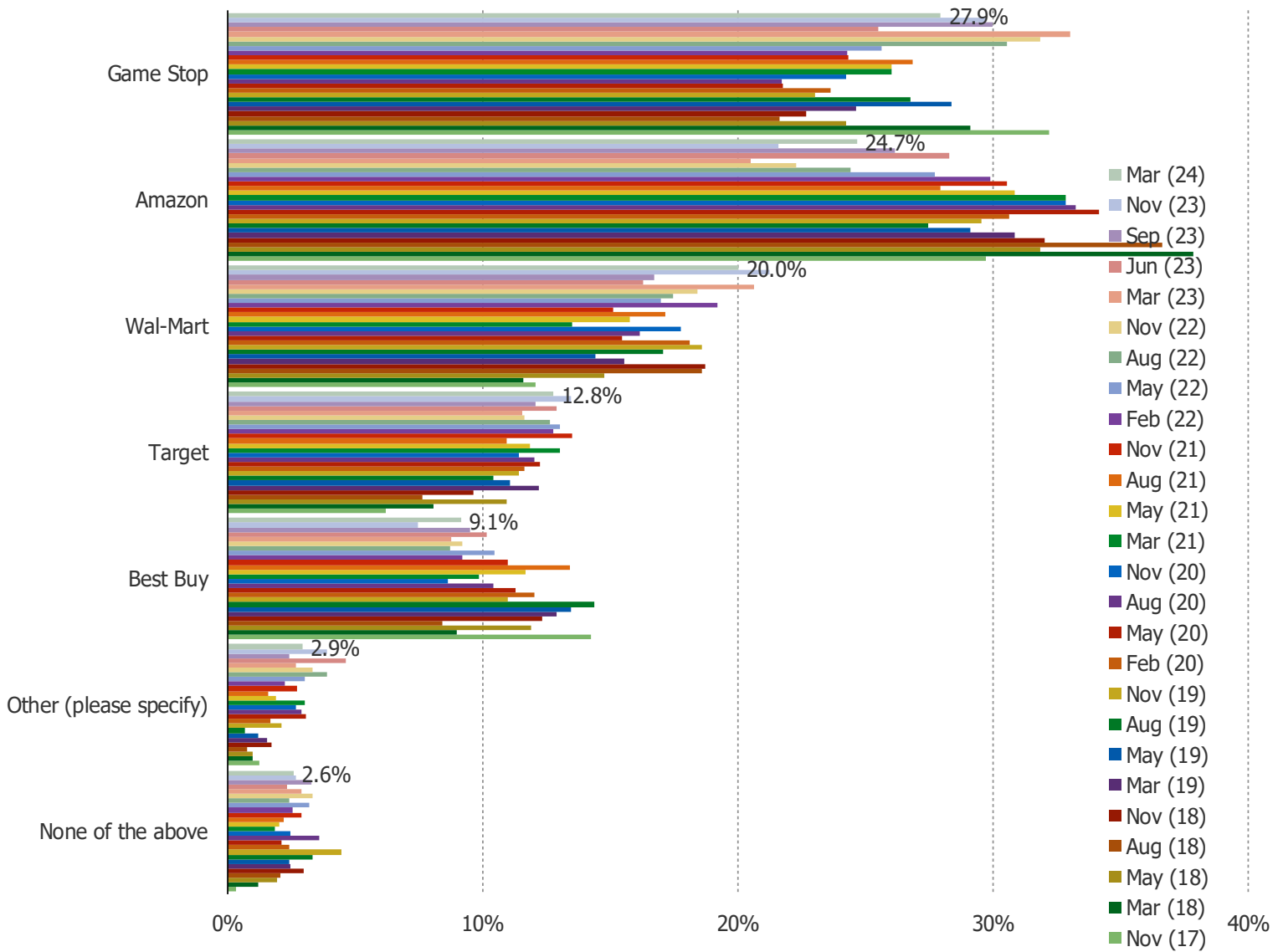
THINKING ABOUT THE LAST GAME YOU BOUGHT FOR THE SWITCH, WHERE DID YOU BUY IT?

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



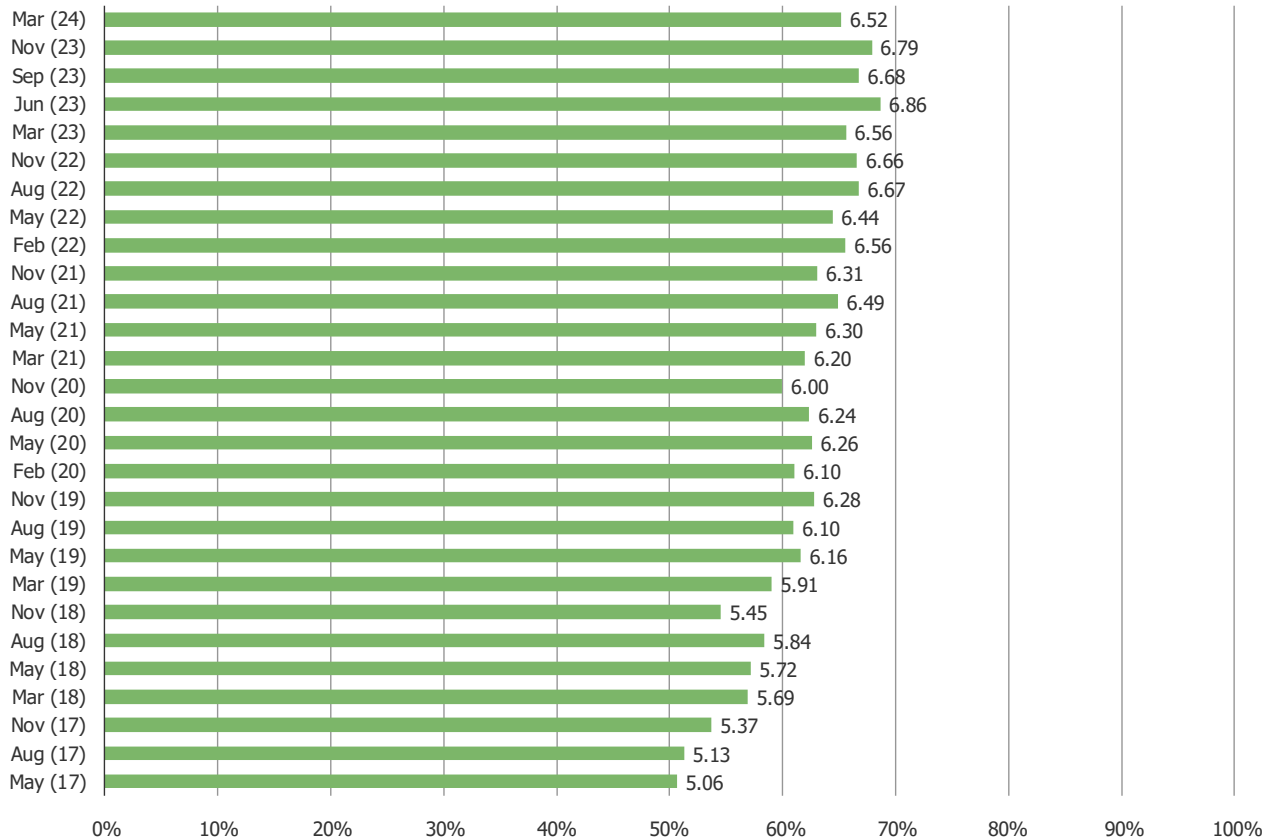
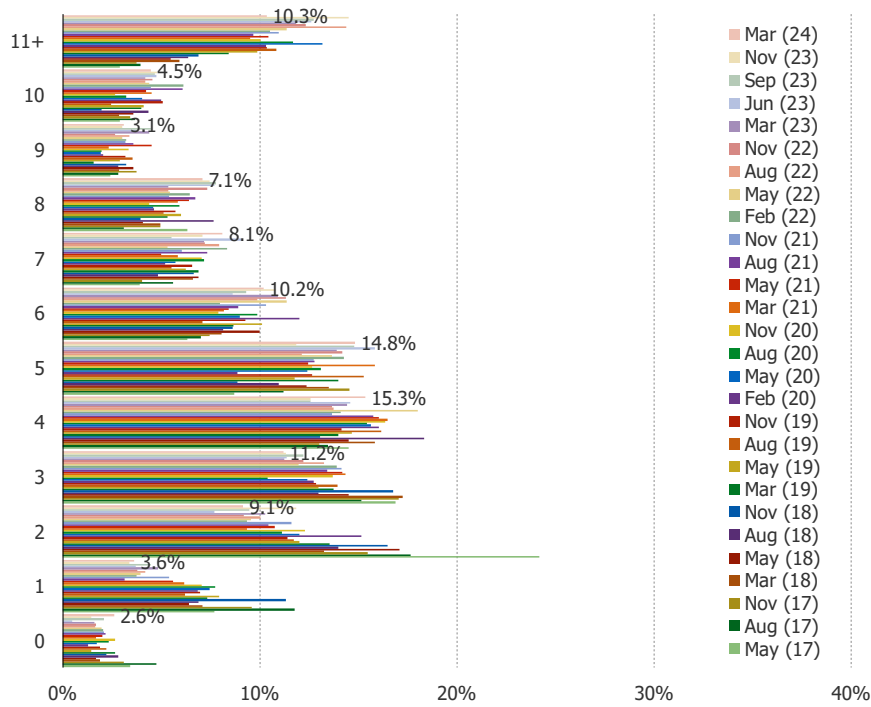
IF YOU NEEDED TO BUY A NEW SWITCH GAME TODAY, WHERE WOULD YOU BE MOST LIKELY TO GET IT?

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



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

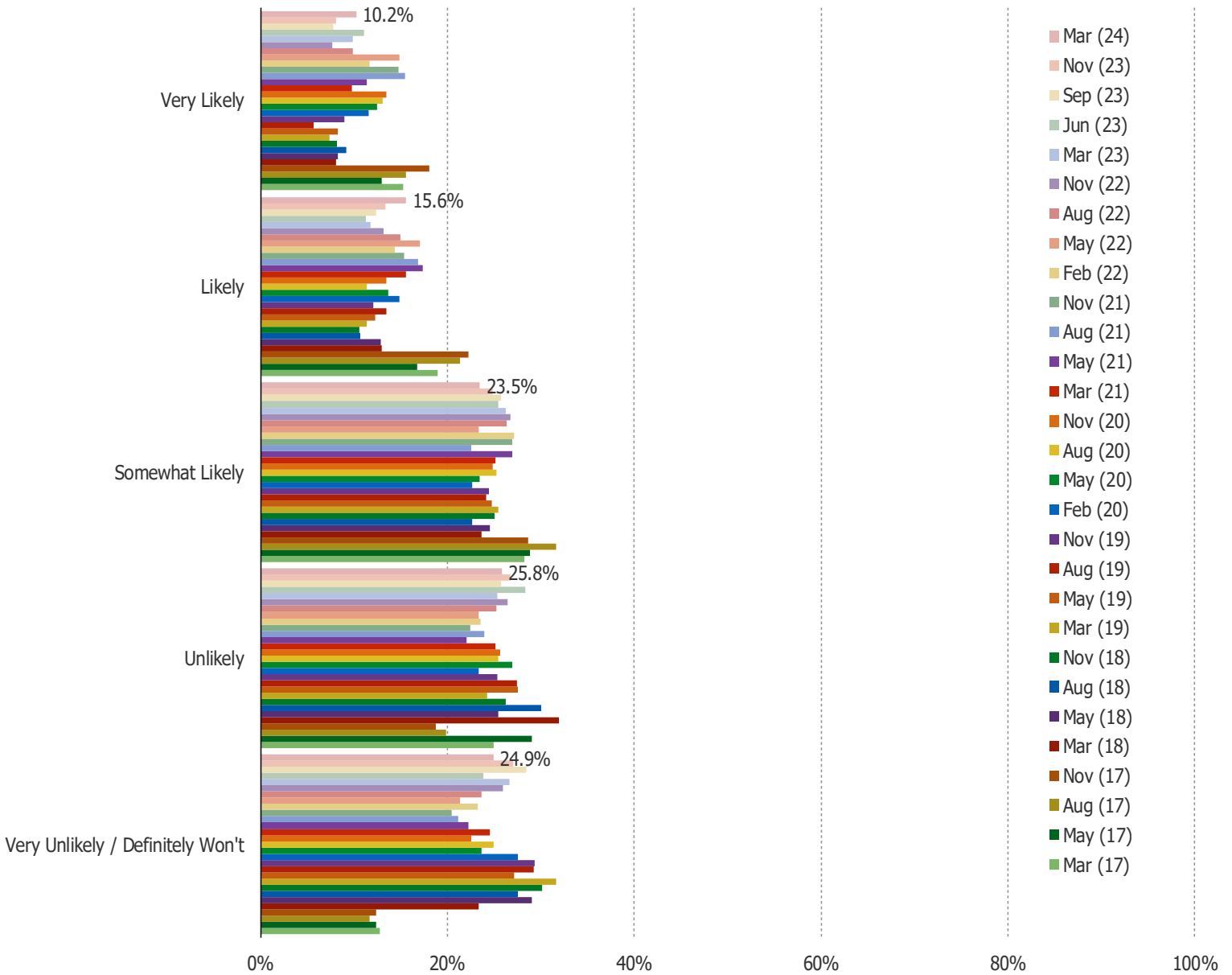
This question was posed to the target audience that owns a Nintendo Switch





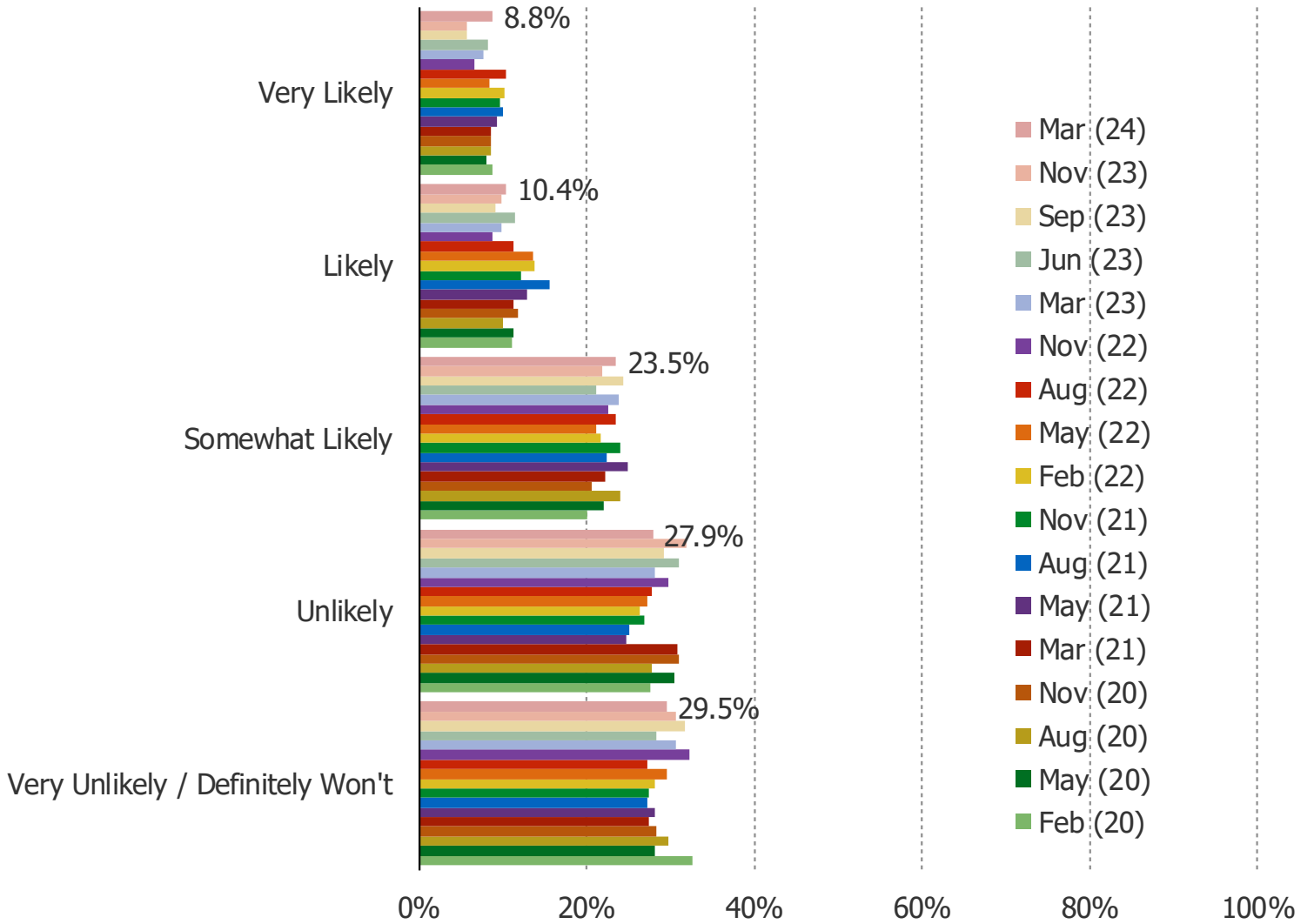
HOW LIKELY ARE YOU TO BUY THE NINTENDO SWITCH IN THE NEXT YEAR?

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



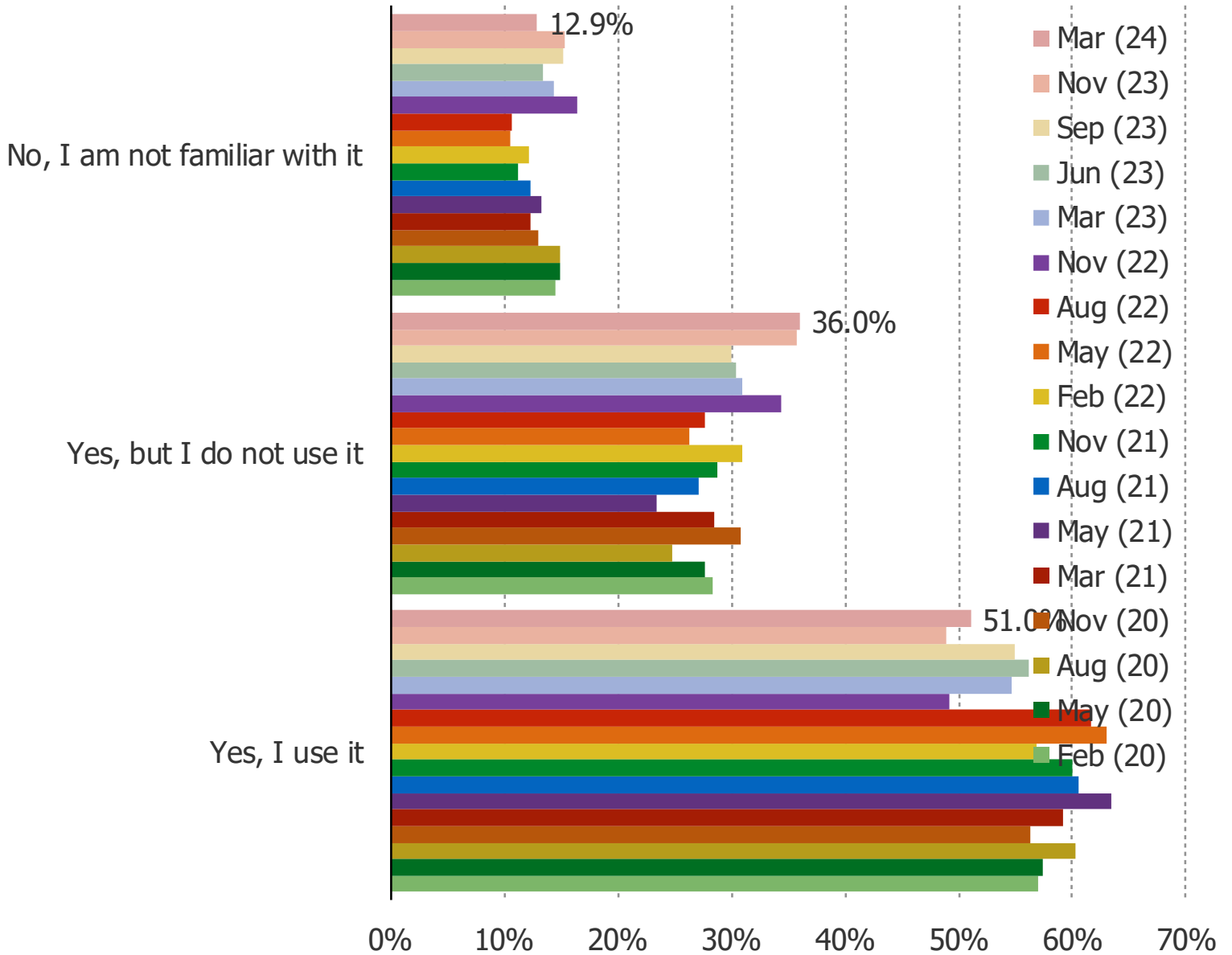
HOW LIKELY ARE YOU TO BUY THE NINTENDO SWITCH LITE IN THE NEXT YEAR?

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.

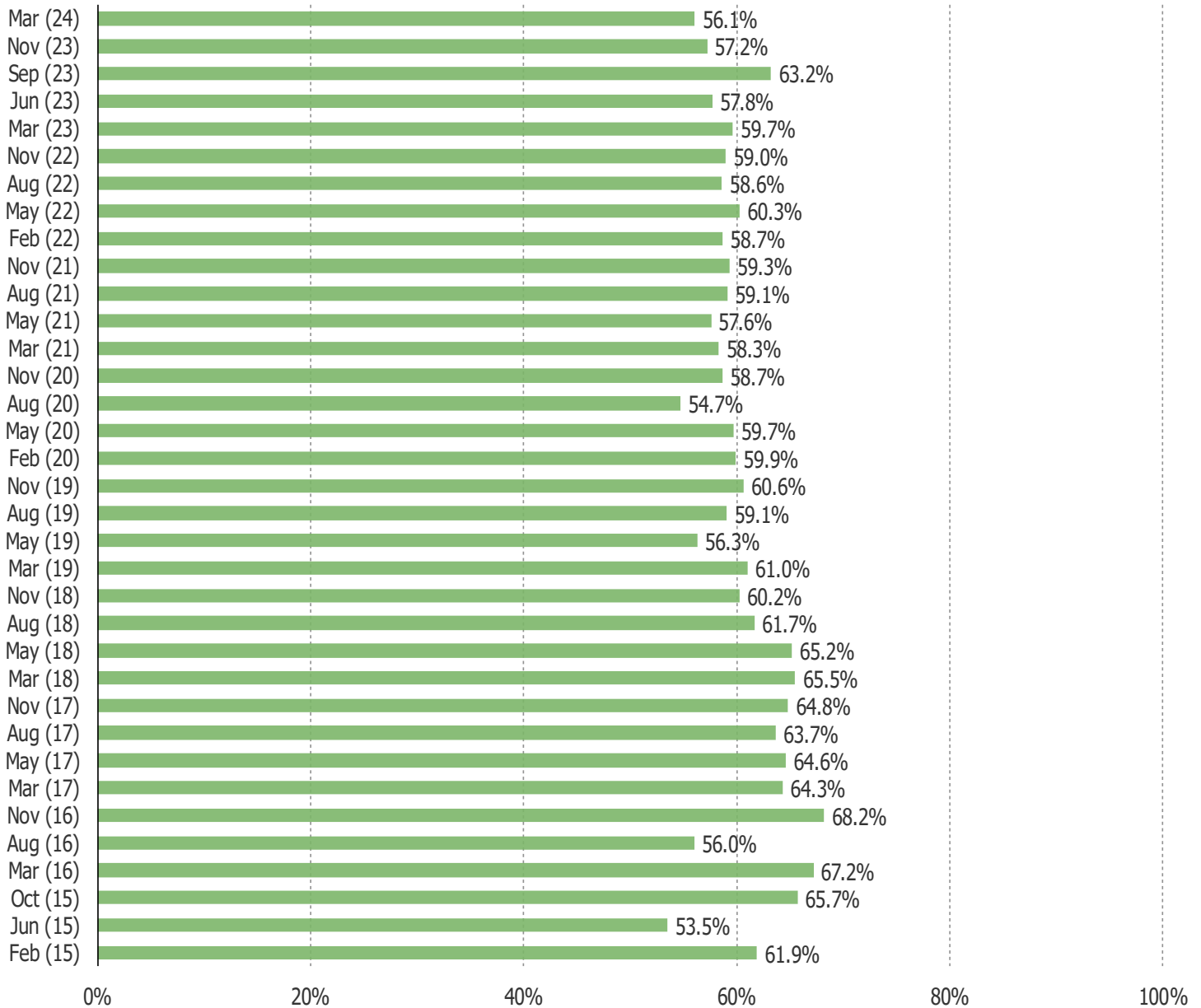


It's In The Game

## CONSOLES: PLAYSTATION AND XBOX

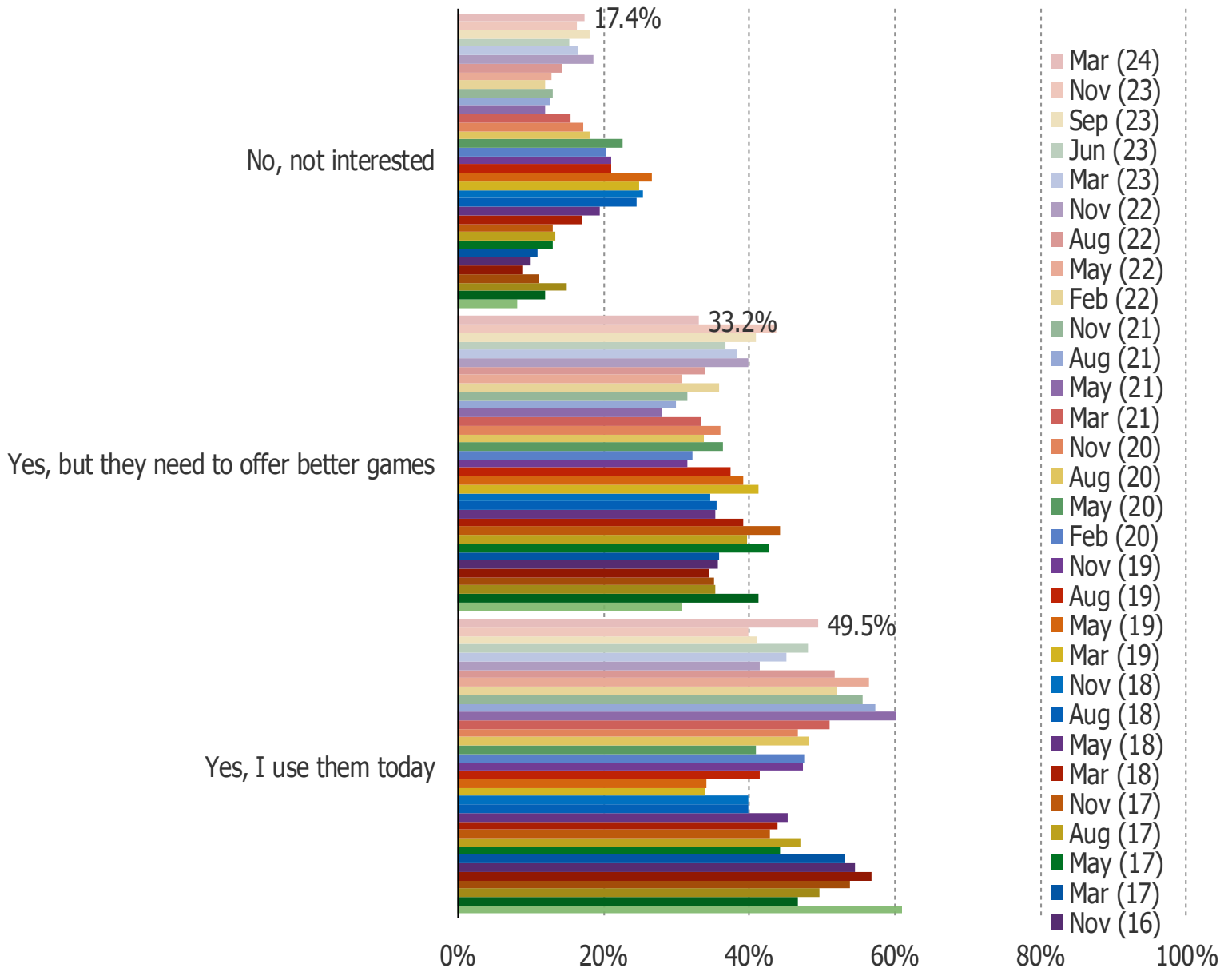
DO YOU OWN AN XBOX ONE AND/OR XBOX SERIES X?

This question was posed to the target audience.



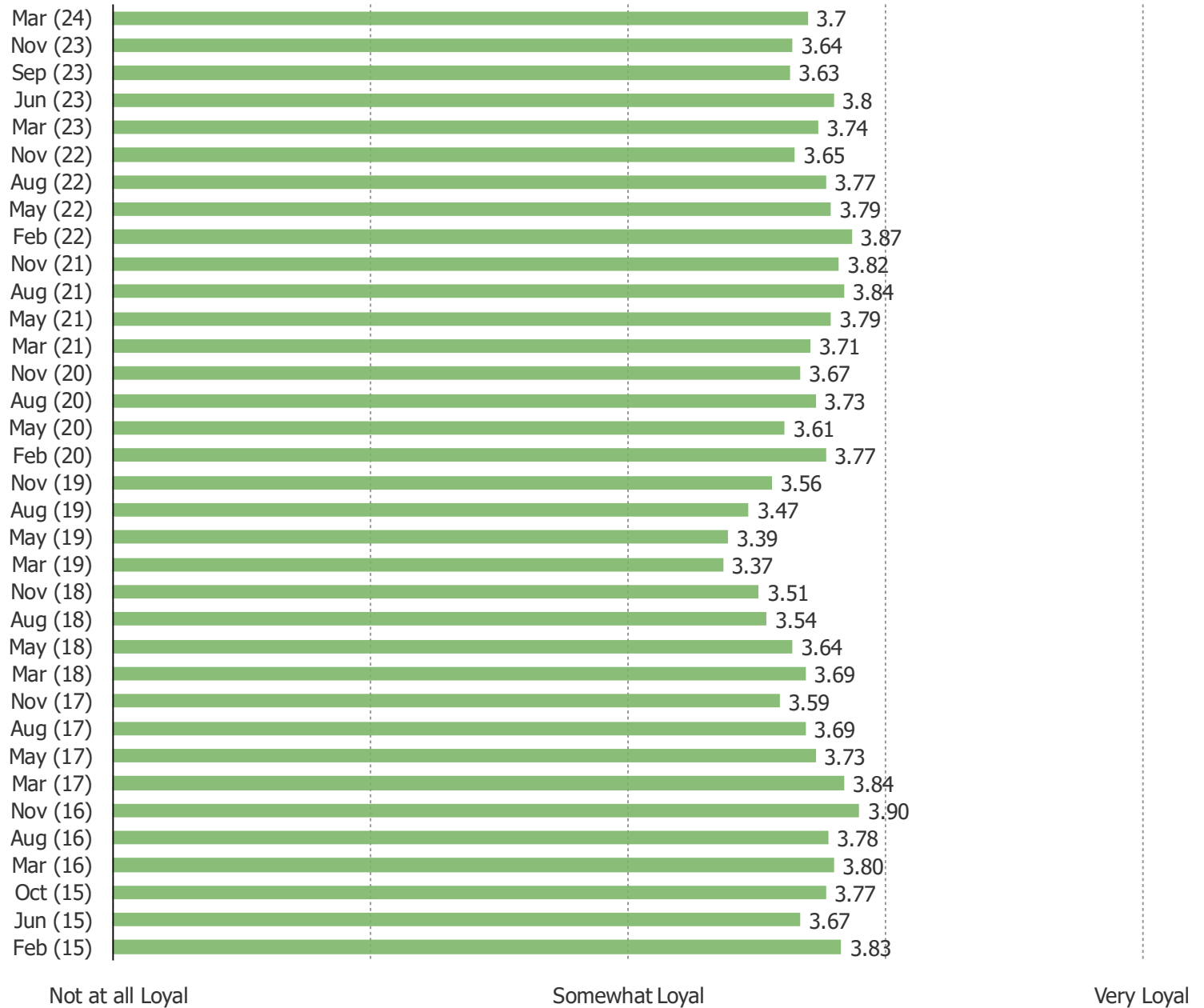
WOULD YOU CONSIDER USING VIDEO GAME STREAMING SERVICES WITHIN XBOX ONE STORES?

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



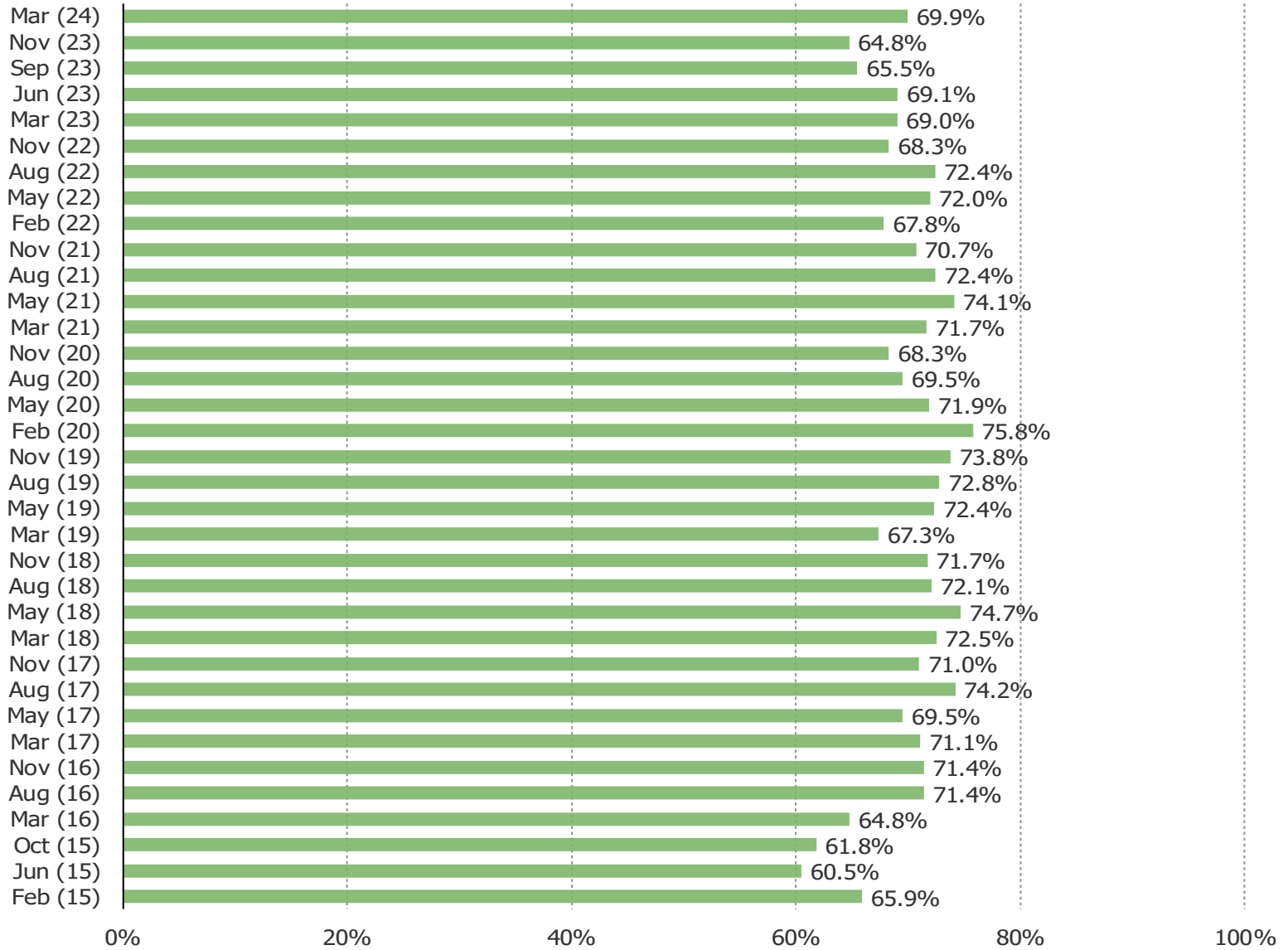
HOW LOYAL ARE YOU TO THE MICROSOFT XBOX BRAND?

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



DO YOU OWN A SONY PS4 AND/OR PS5?

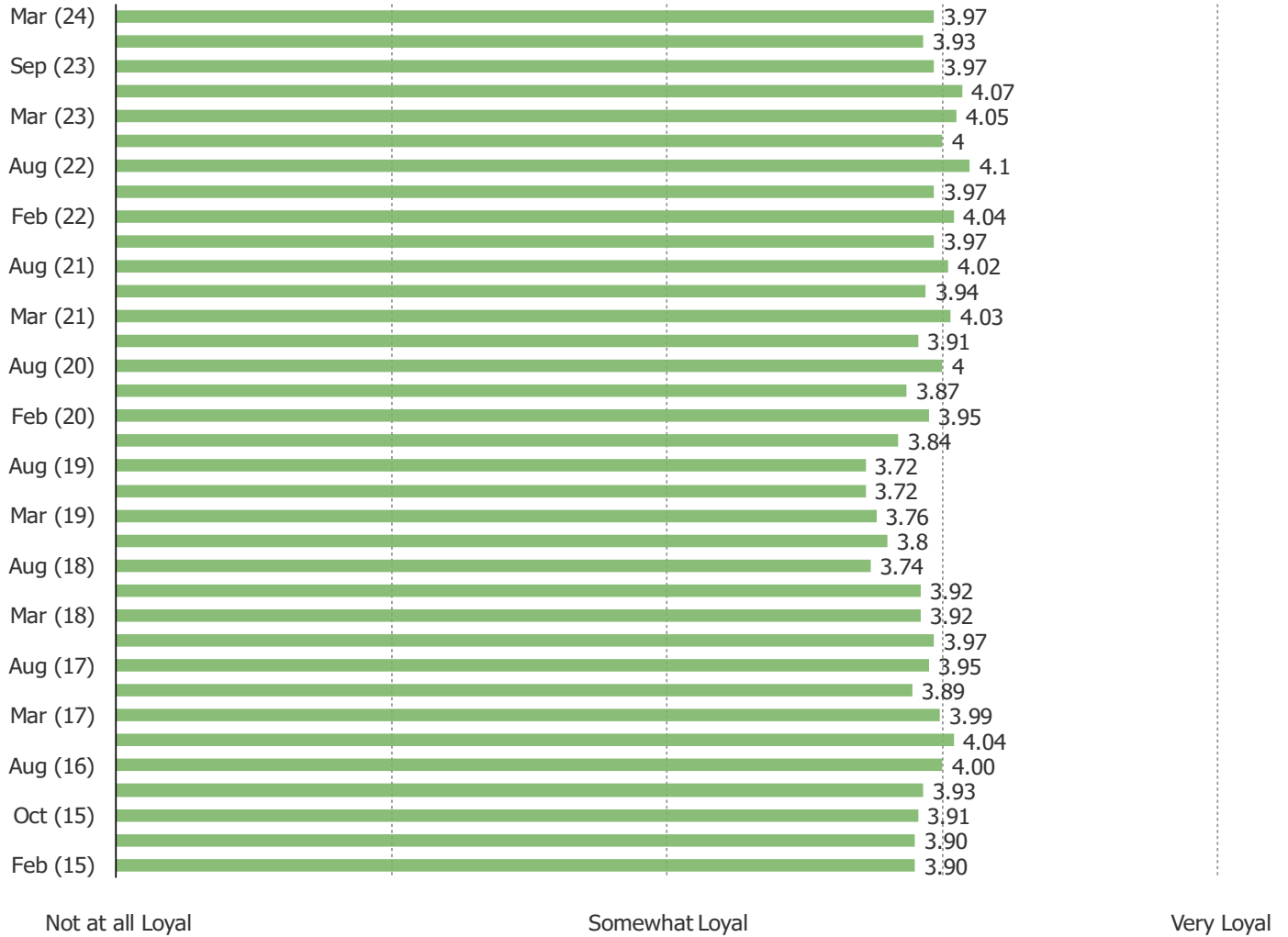
This question was posed to Xbox Series X or Xbox One Owners.





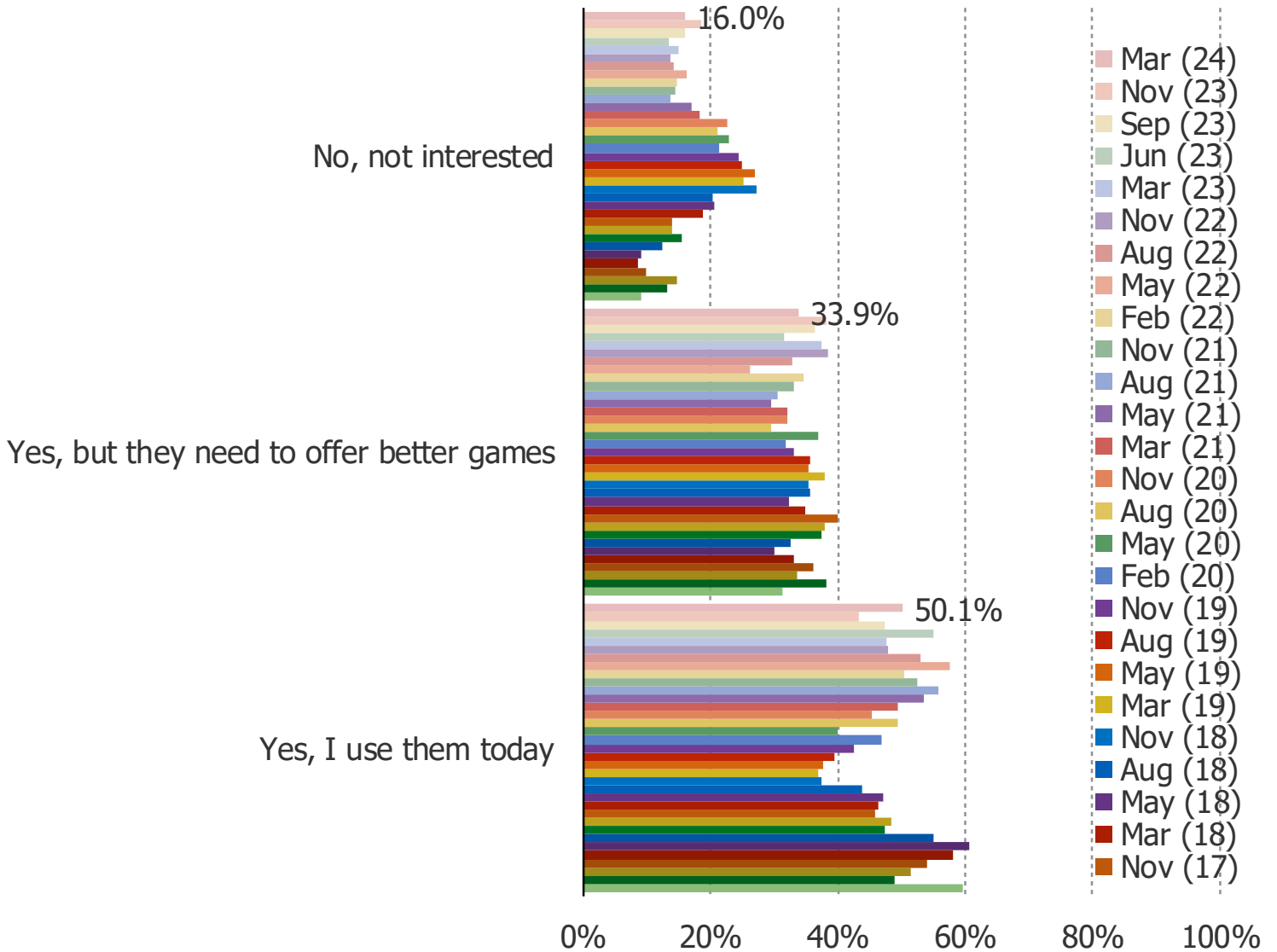
HOW LOYAL ARE YOU TO THE SONY PLAYSTATION BRAND?

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



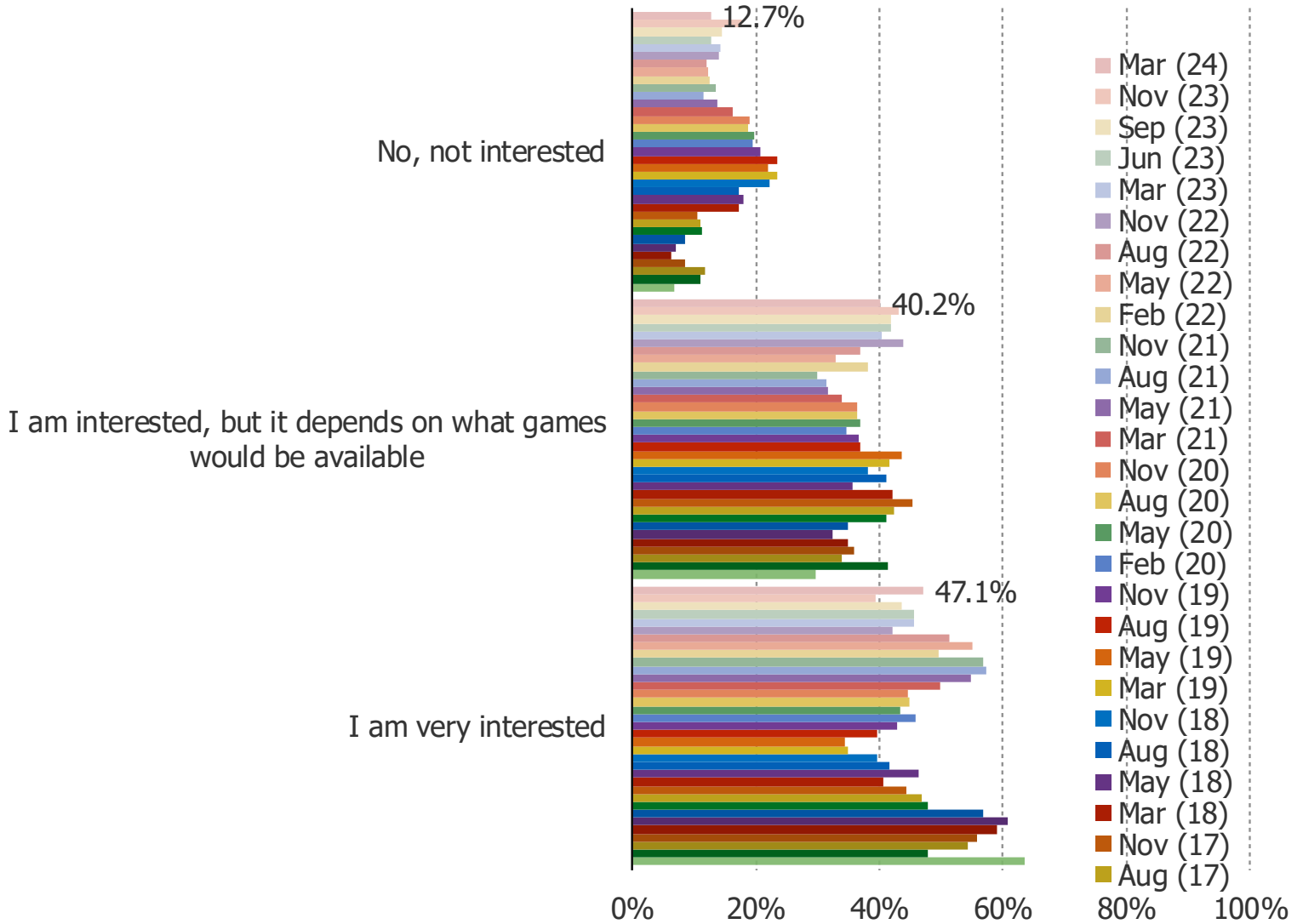
WOULD YOU CONSIDER USING VIDEO GAME STREAMING SERVICES PROVIDED WITHIN PLAYSTATION STORES?

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



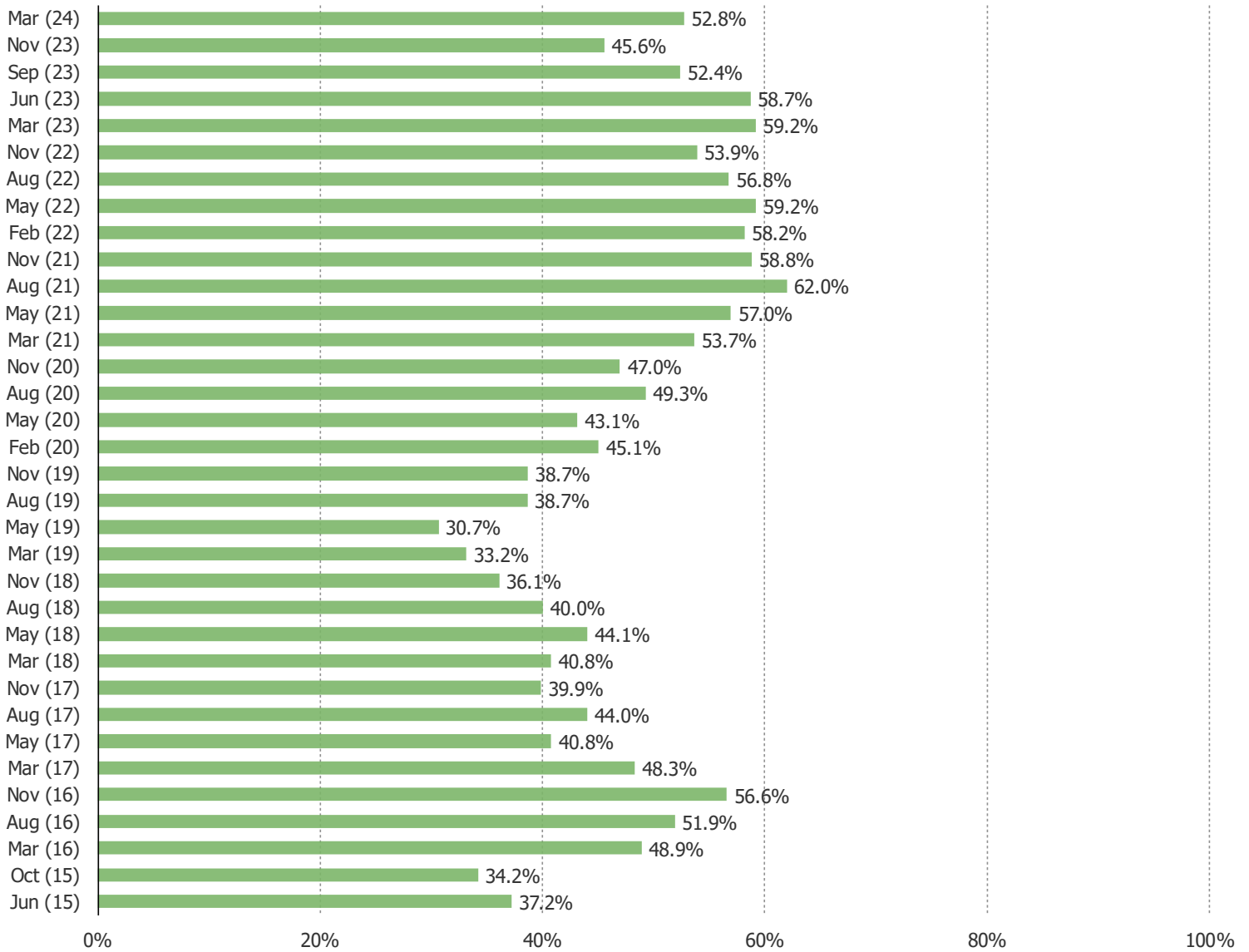
HOW INTERESTED WOULD YOU BE IN GAINING ACCESS TO PLAYSTATION GAMES FOR A MONTHLY SUBSCRIPTION PRICE?

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



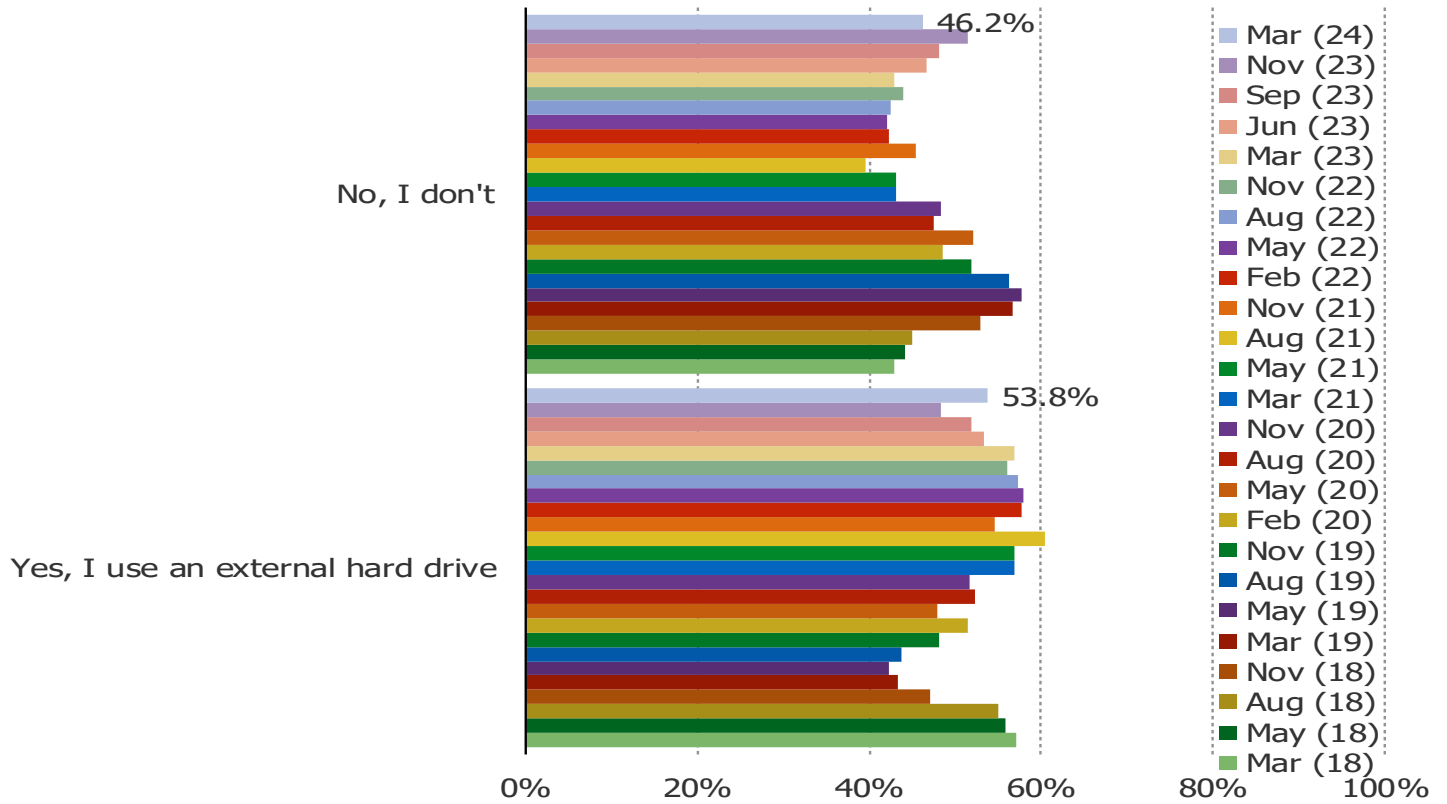
ARE YOU CURRENTLY A SUBSCRIBER TO SONY'S PLAYSTATION NOW STREAMING SUBSCRIPTION OFFERING?

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?

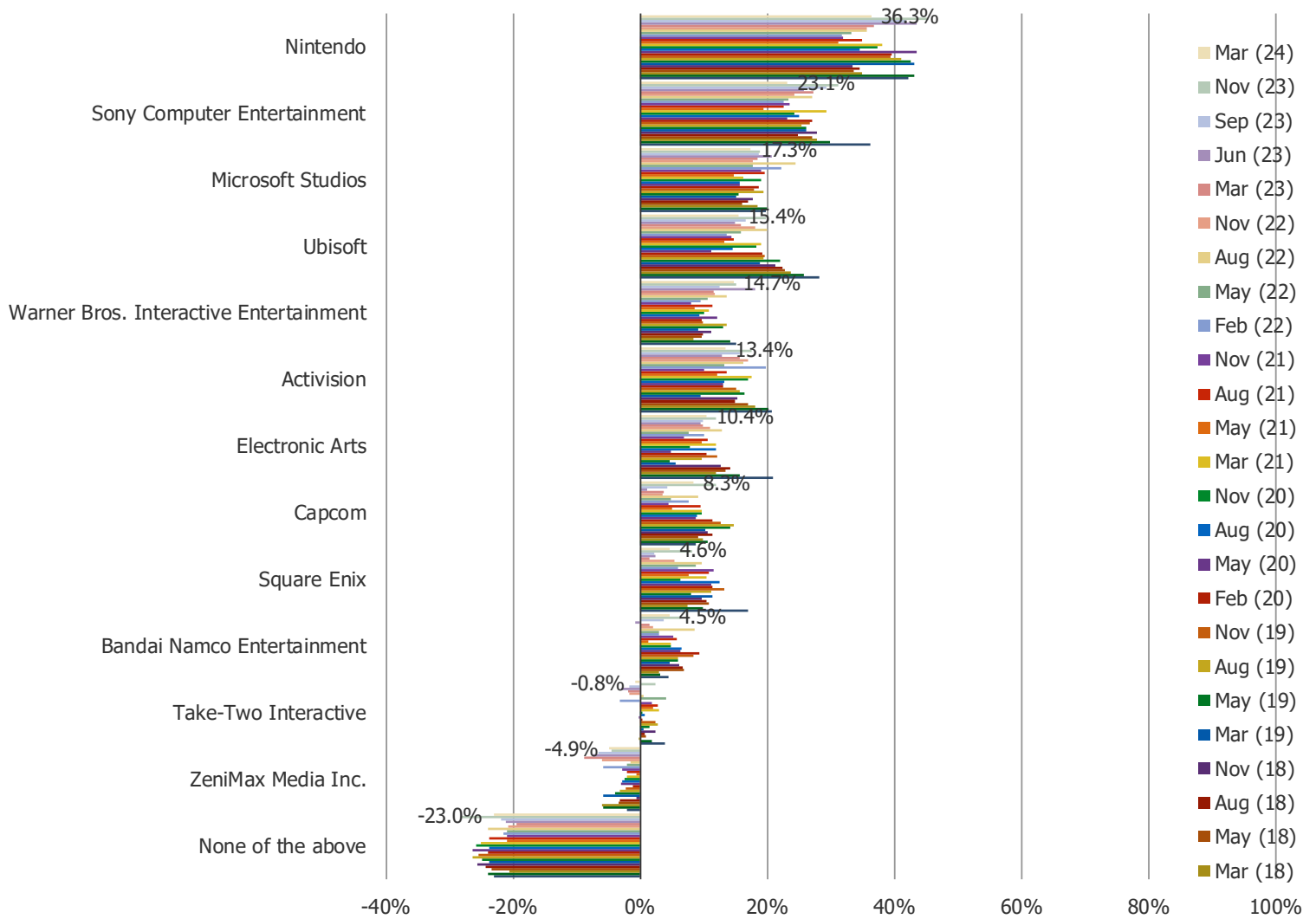
This question was posed to the target audience.



## PUBLISHERS

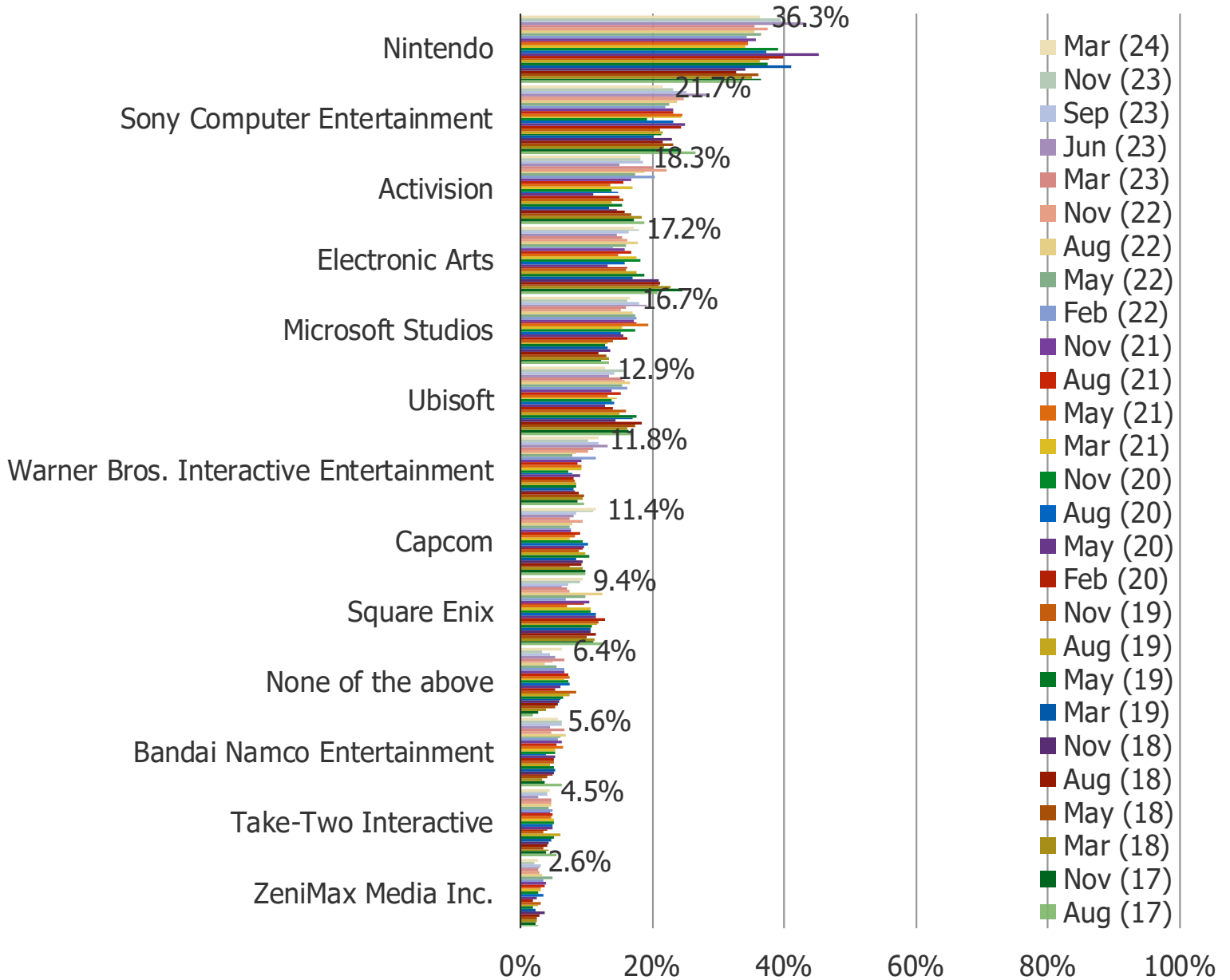
PUBLISHER POPULARITY (GAINING POPULARITY MINUS LOSING POPULARITY)

Posed to the target audience



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

Posed to the target audience



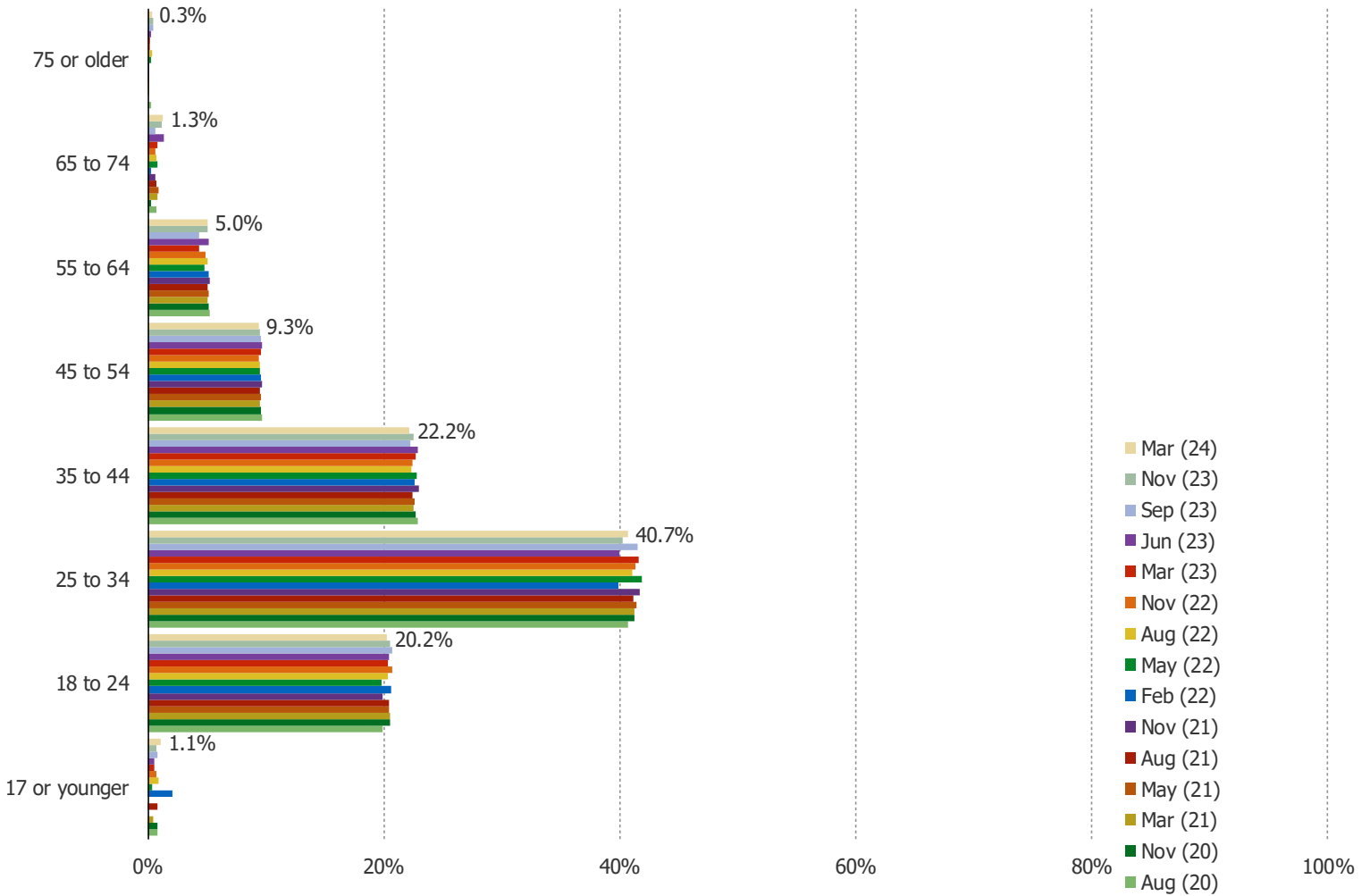


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## DEMOGRAPHICS

AGE

Posed to the target audience



GENDER

Posed to the target audience

