

Bespoke Survey Research

August 2024

Video Games

Volume 36 | 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.

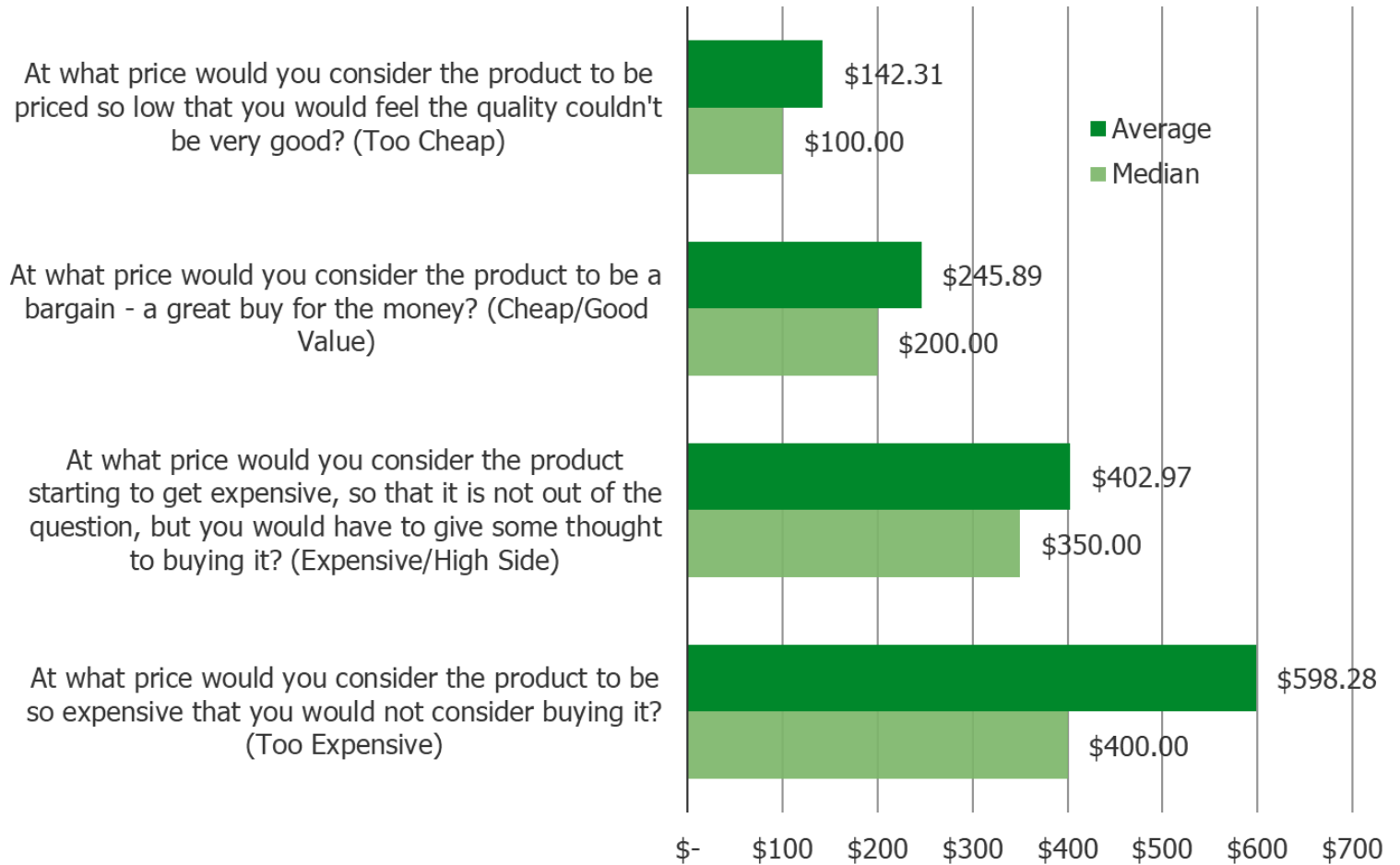
Key Takeaways:

- Video game playing frequency has strengthened sequentially.
- The number of titles that consumers play is tracking roughly in-line with the historical average for our data series.
- Consumers are receptive to video game subscription services that offer access to a large library of games for a monthly fee.
- Specifically, ~28% of respondents indicated that they were very positive on such video game subscription offerings.
- Nintendo Switch owners remain very positive on motion controls for gaming.
- Gamer likelihood of buying the Switch 2 when it is released next year strengthened sequentially.
- Ownership of the PlayStation Portal has been improving sequentially. Satisfaction ratings are very strong and NPS is very positive and improving.

NEW/RECENTLY ADDED QUESTIONS

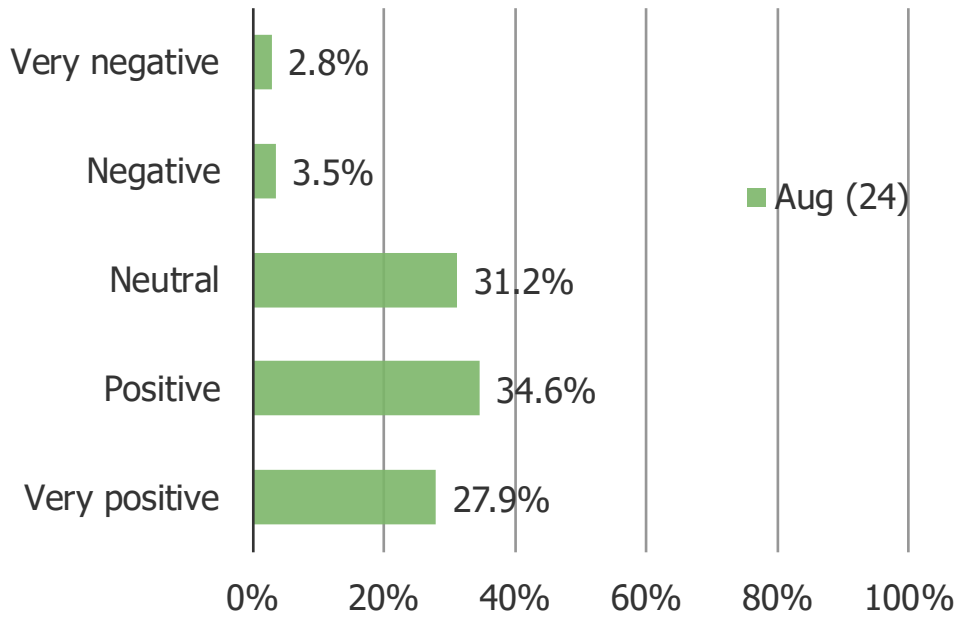
AT WHAT PRICE WOULD YOU CONSIDER THE NINTENDO SWITCH 2 TO BE...

This question was posed to all respondents.



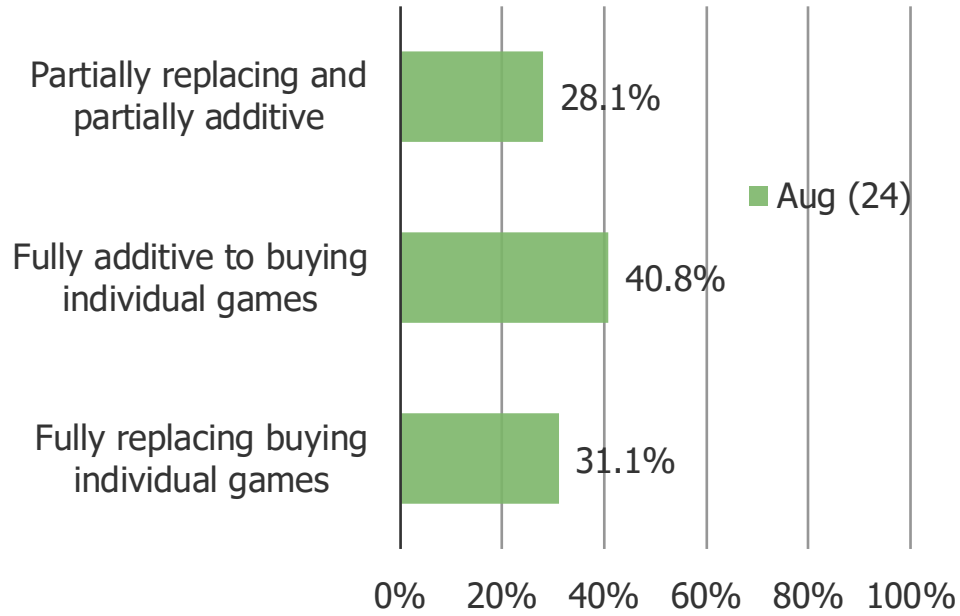
WHAT IS YOUR OPINION OF VIDEO GAME SUBSCRIPTION SERVICES THAT OFFER ACCESS TO A LARGE LIBRARY OF GAMES FOR A MONTHLY FEE (INCLUDING TITLES FOR CONSOLES AND PC), WITH NEW GAMES REGULARLY ADDED, INCLUDING FIRST-PARTY RELEASES ON LAUNCH DAY. THE SERVICES ALSO PROVIDES CLOUD GAMING OPTIONS, ALLOWING SUBSCRIBERS TO STREAM GAMES ON VARIOUS DEVICES WITHOUT NEEDING TO DOWNLOAD THEM.

This question was posed to all respondents.



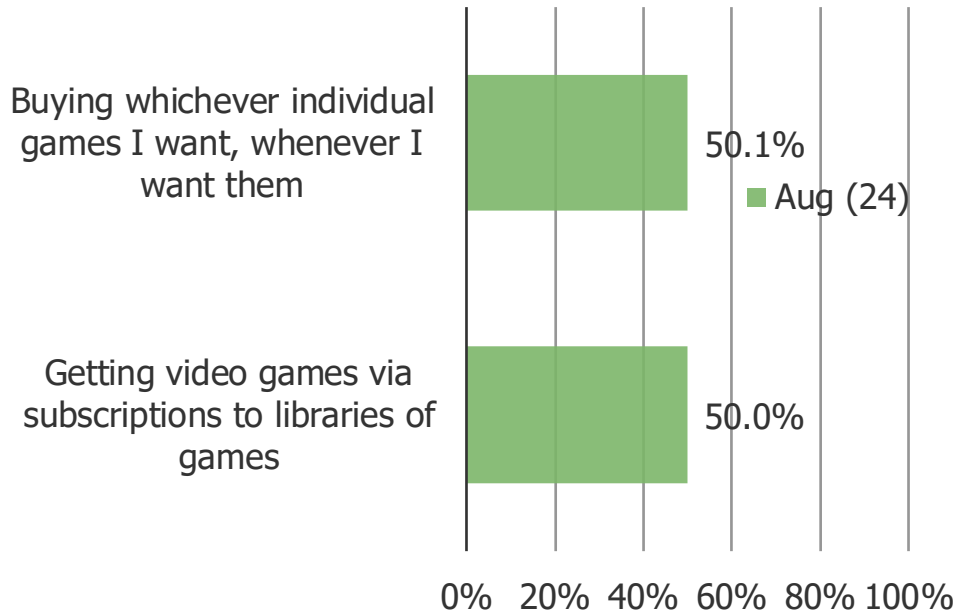
WOULD YOU VIEW SUBSCRIPTION VIDEO GAME SERVICES AS...

This question was posed to all respondents.



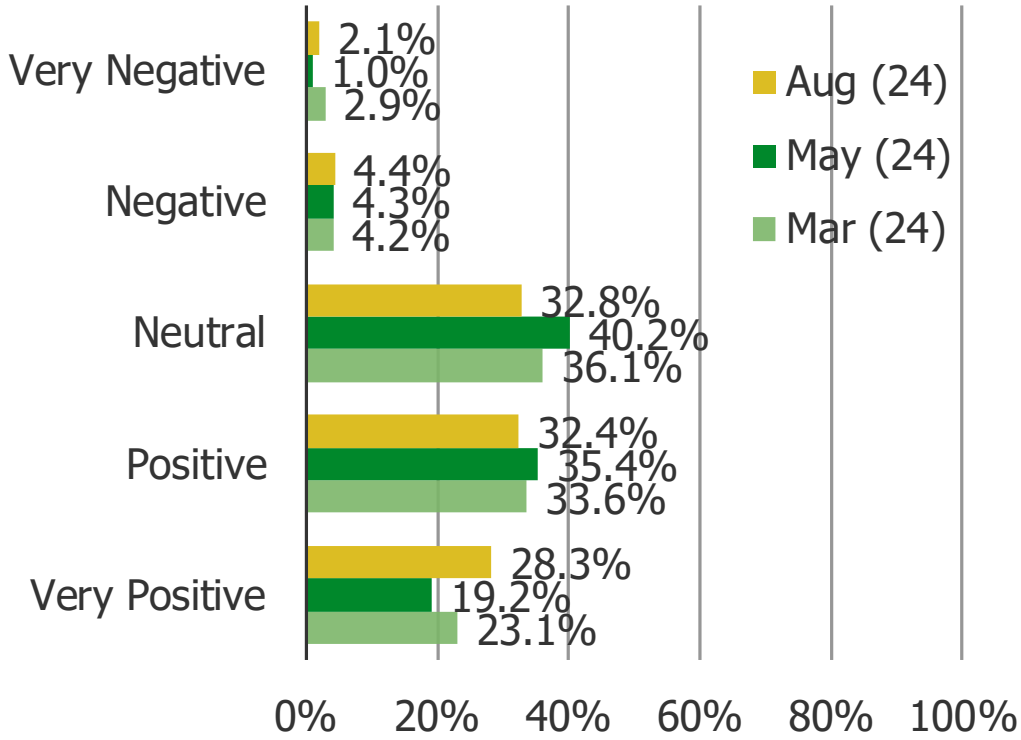
WHAT DO YOU THINK IS BETTER?

This question was posed to all respondents.

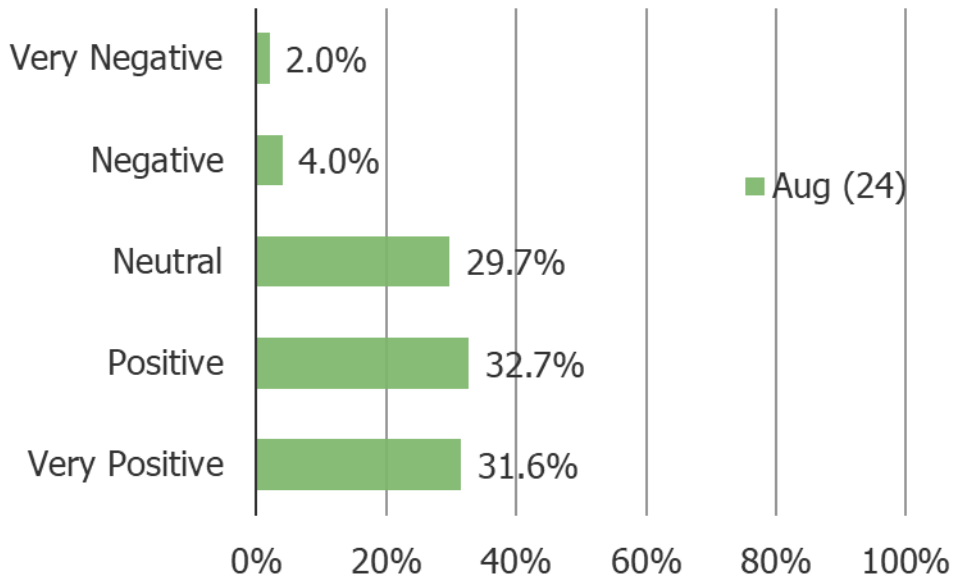


WHAT IS YOUR OPINION OF MOTION CONTROLS FOR GAMING?

This question was posed to all respondents.

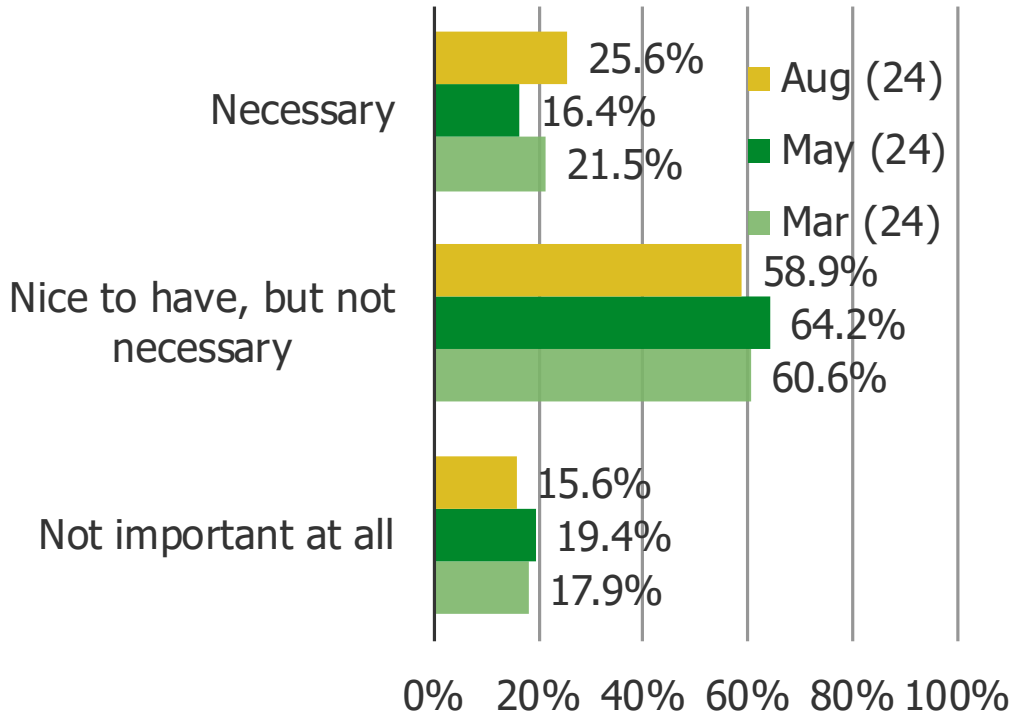


This question was posed to Nintendo Switch owners (N = 602)

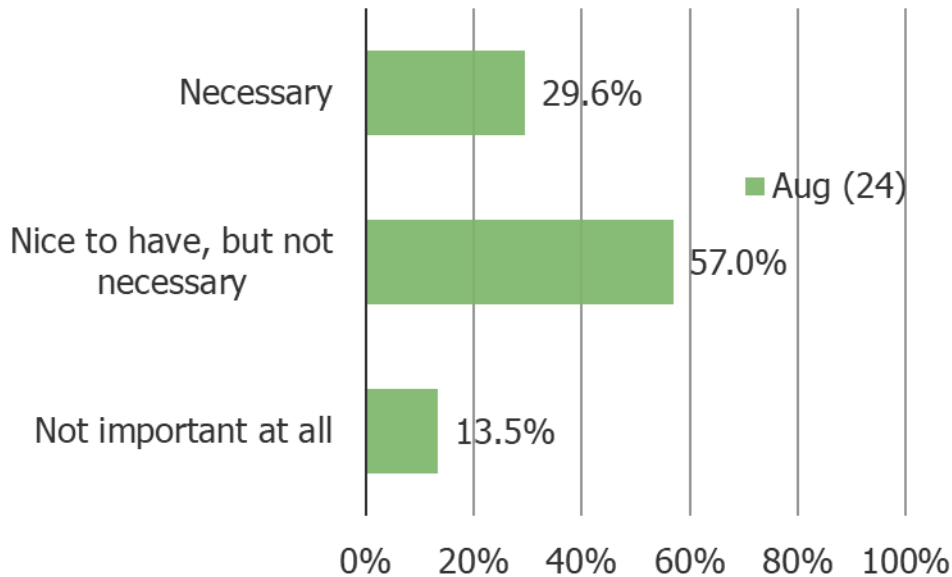


WHEN BUYING A NEW VIDEO GAME CONSOLE, DO YOU CONSIDER MOTION CONTROLS TO BE...

This question was posed to all respondents.

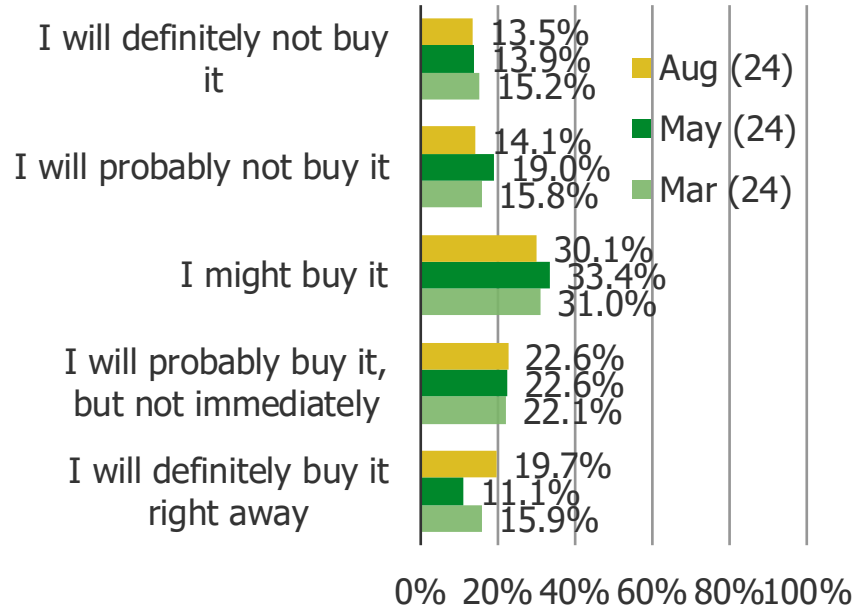


This question was posed to Nintendo Switch owners (N =602)

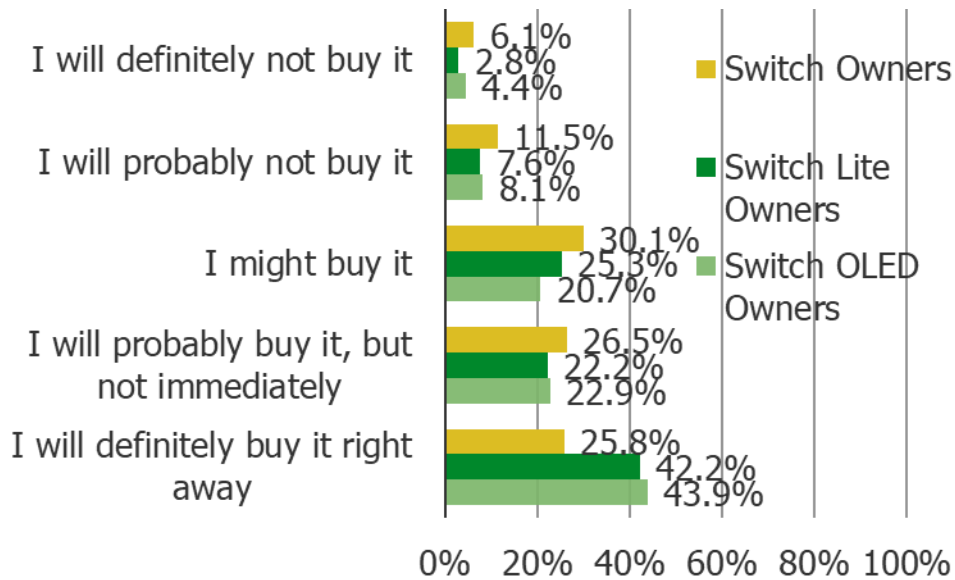


HOW LIKELY DO YOU THINK YOU WILL BE TO BUY THE NINTENDO SWITCH 2 WHEN IT IS RELEASED IN 2025?

This question was posed to all respondents.



Cross-tabbing Switch owners (AUG 24 Wave)



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.

I already have a Nintendo Switch I don't need another one

It depends on the price

It's been 13 years

I have no interest in it

It's not something I'm likely to be interested in

Nintendo just doesn't offer a big enough game library for buying a whole console to be worth the investment

I prefer to stick to Xbox or Playstation consoles

Good quality

I want it mainly for pokemon games but the price might stop me at first

I might buy it eventually but definitely not while its still new.

It looks interesting

It looks fun

Too expensive

My current switch is having problems so when it dies I'll get the new one

New features added

Not my system

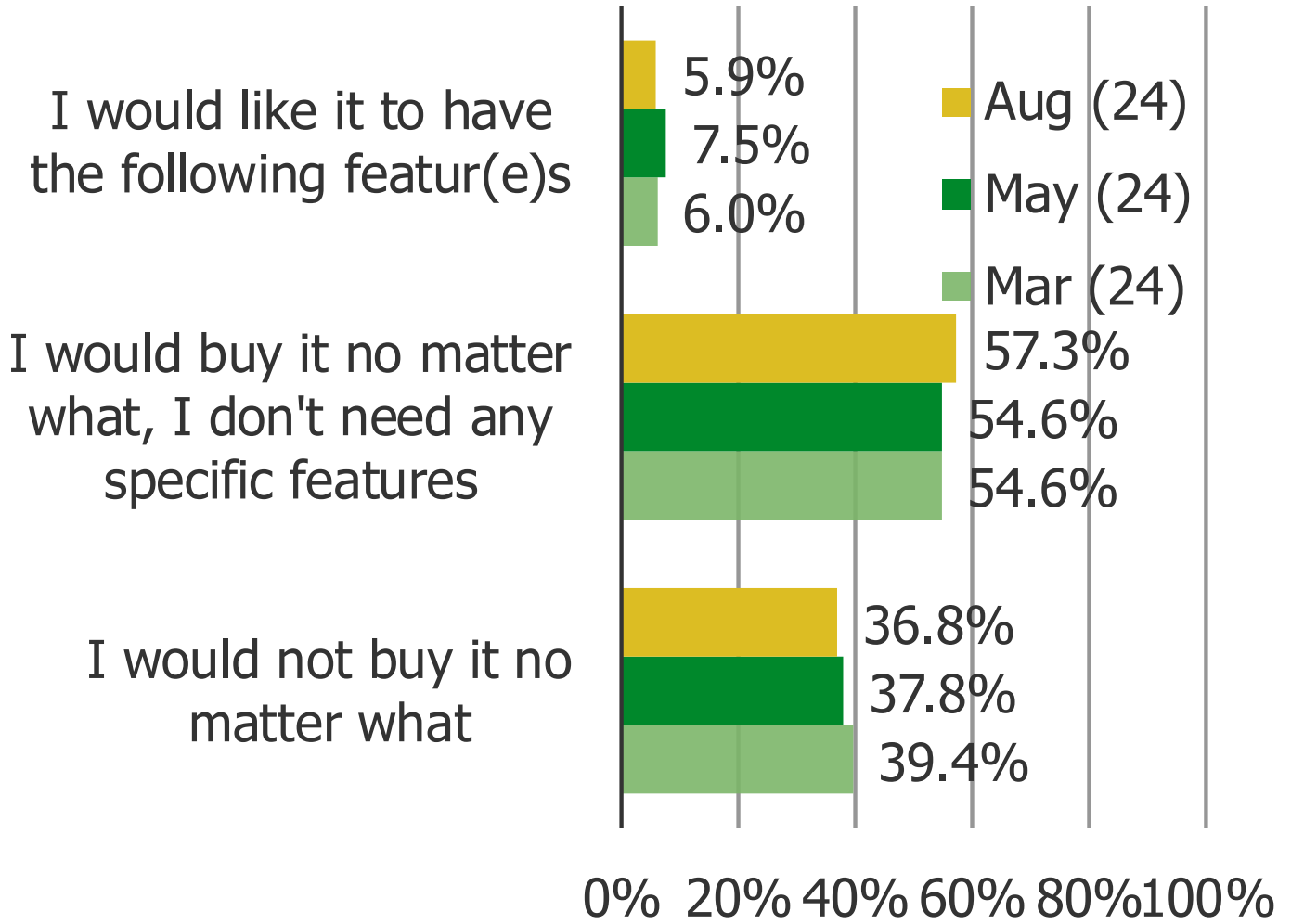
Depends, if a good pre-order bonus or must have game comes out

It has to be in-stock.

Because I love Nintendo and can't wait to play Wind Waker on the newest console

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)

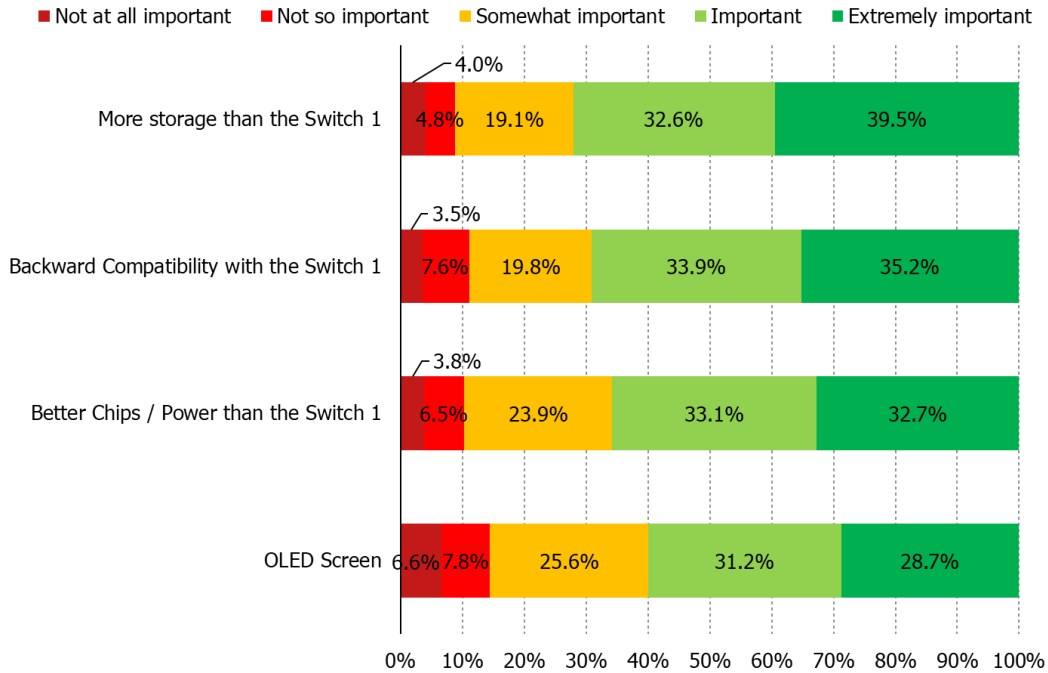
This question was posed to all respondents.

- Consistent 1080p/HD quality, 60 fps gameplay across most games.
- Powerful Processor, Ray Tracing Graphics and Long-lasting battery life like the 3DS
- Cheap
- Better performance
- 4k resolution and smother frame rates
- Backwards Compatible, long battery life, larger game selection
- Motion Control, Accessible Joycons
- Graphic
- Fast controls
- Easy to play hard loading games
- Less laggy, larger screen, smoother controls
- The ability to play old games from the previous switch better screen
- Xbox-like controller
- Higher resolution screen
- Better graphics
- Motion controls
- To have the google play store as well
- Toggle some of the motion controls on/off
- Much longer battery life and faster charging
- Full backwards compatibility
- Easy interface for going online
- Good for gaming performance and graphic
- Game interest
- Reliable and accurate data
- Backwards compatible
- Better graphics and better battery
- Fast charge. Long life. Durable Waterproof
- Excellent price for this economy
- Better graphics, higher refresh rate, more interactive controls
- 2 player features
- Improved battery life

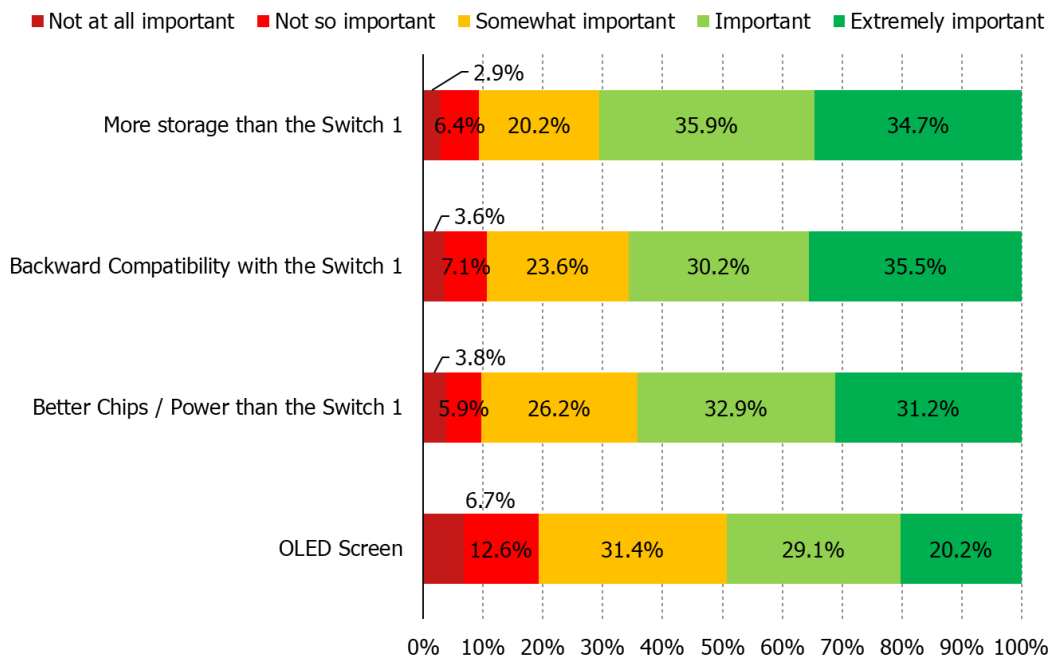
HOW IMPORTANT DO YOU THINK IT IS THAT THE NINTENDO SWITCH 2 HAVE THE FOLLOWING FEATURES?

This question was posed to Switch owners (N = 602)

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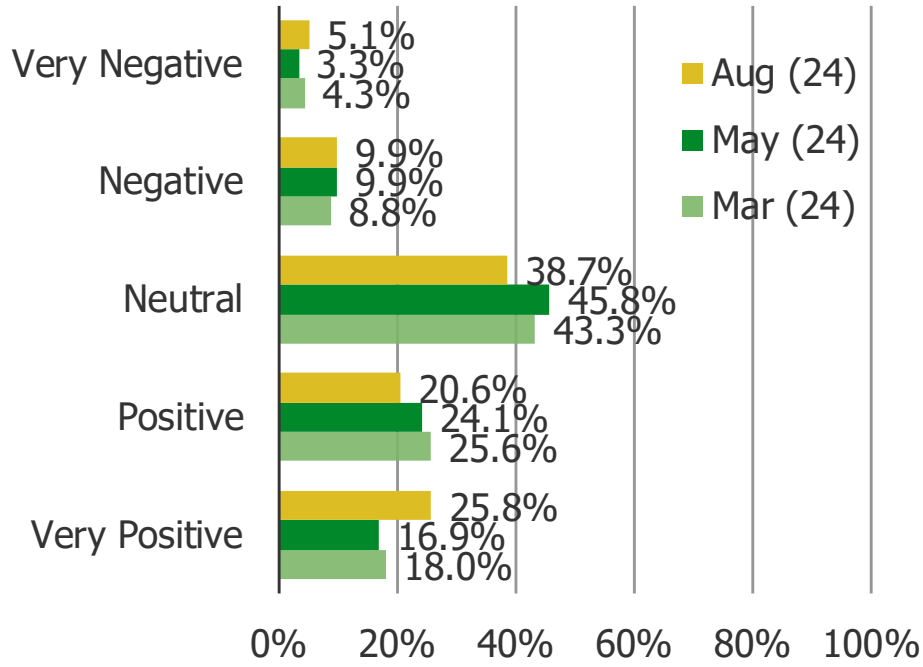


May 2024

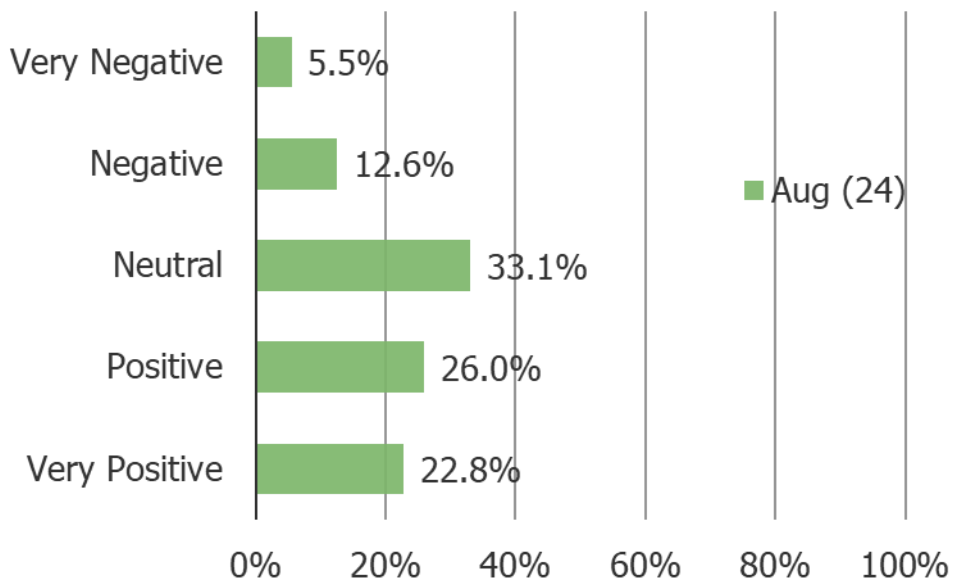


WHAT WOULD YOUR OPINION BE IF MICROSOFT NO LONGER HAD GAME EXCLUSIVES AND OFFERED ALL OF THEIR GAMES ON OTHER PLATFORMS?

This question was posed to all respondents.

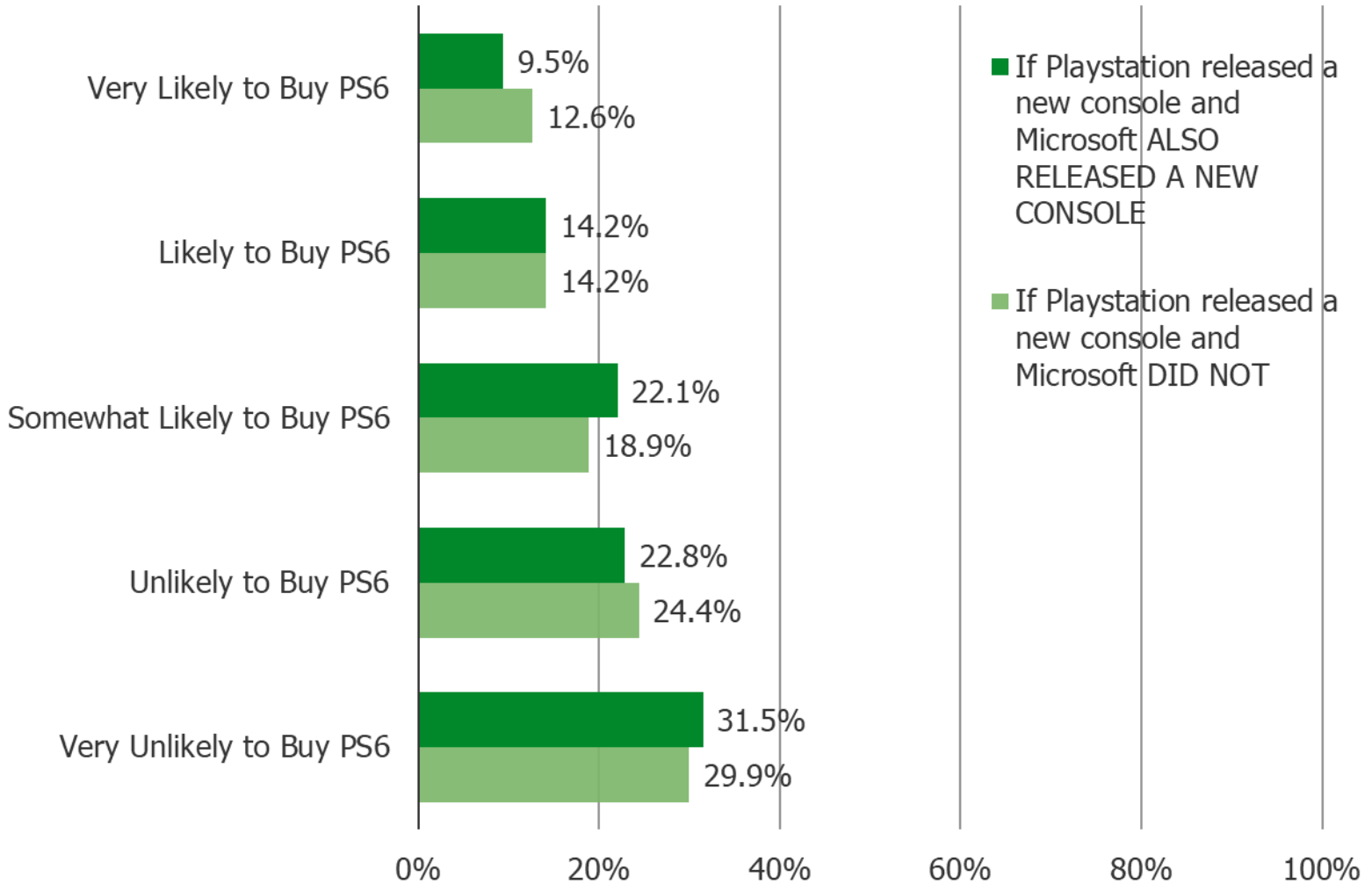


Respondents who play the Series X regularly or occasionally and DO NOT own a PS5 (N = 127)



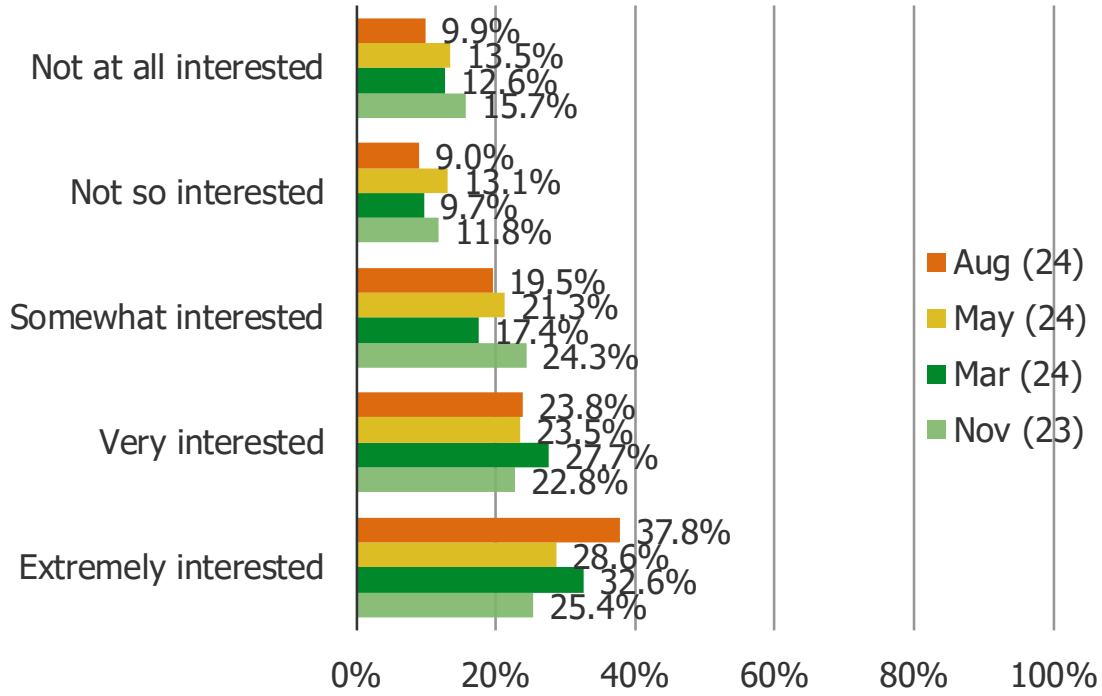
HOW LIKELY WOULD YOU BE TO PURCHASE THE NEXT PLAYSTATION MAJOR CONSOLE RELEASE (PLAYSTATION 6) IF...

Respondents who play the Series X regularly or occasionally and DO NOT own a PS5 (N = 127)



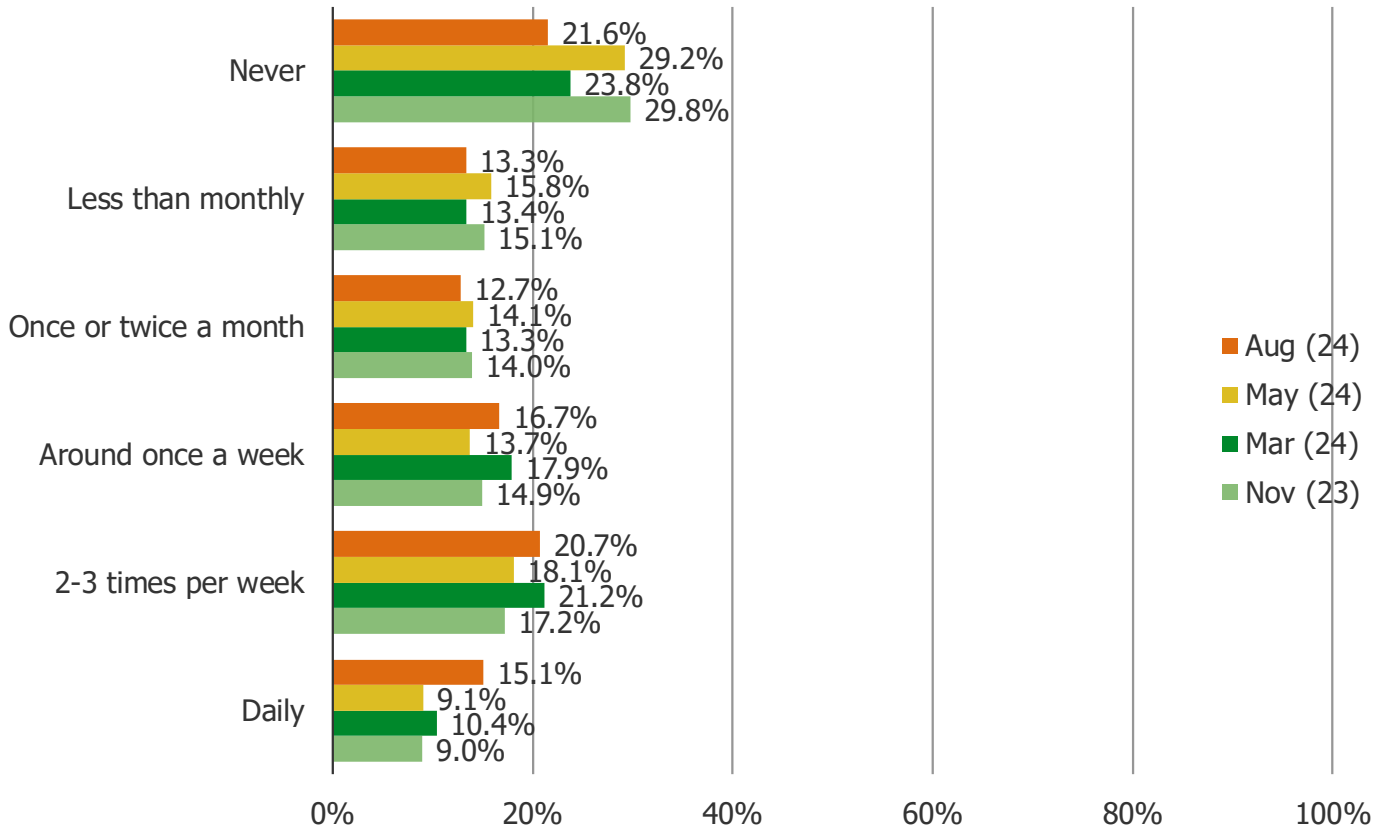
IN GENERAL, HOW INTERESTED ARE YOU TYPICALLY IN GRAND THEFT AUTO RELEASES?

This question was posed to all respondents.



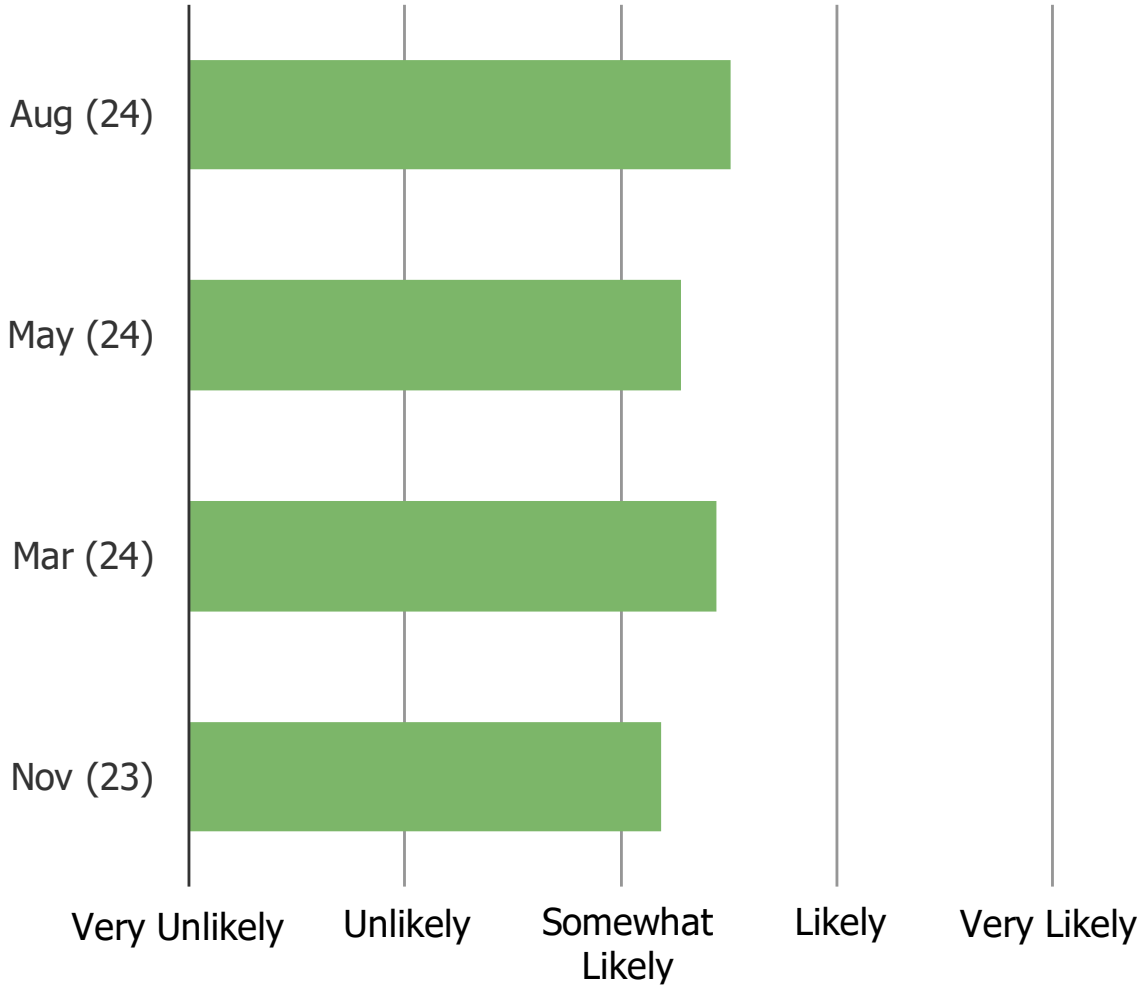
HOW OFTEN DO YOU PLAY GRAND THEFT AUTO GAMES CURRENTLY?.

This question was posed to all respondents.



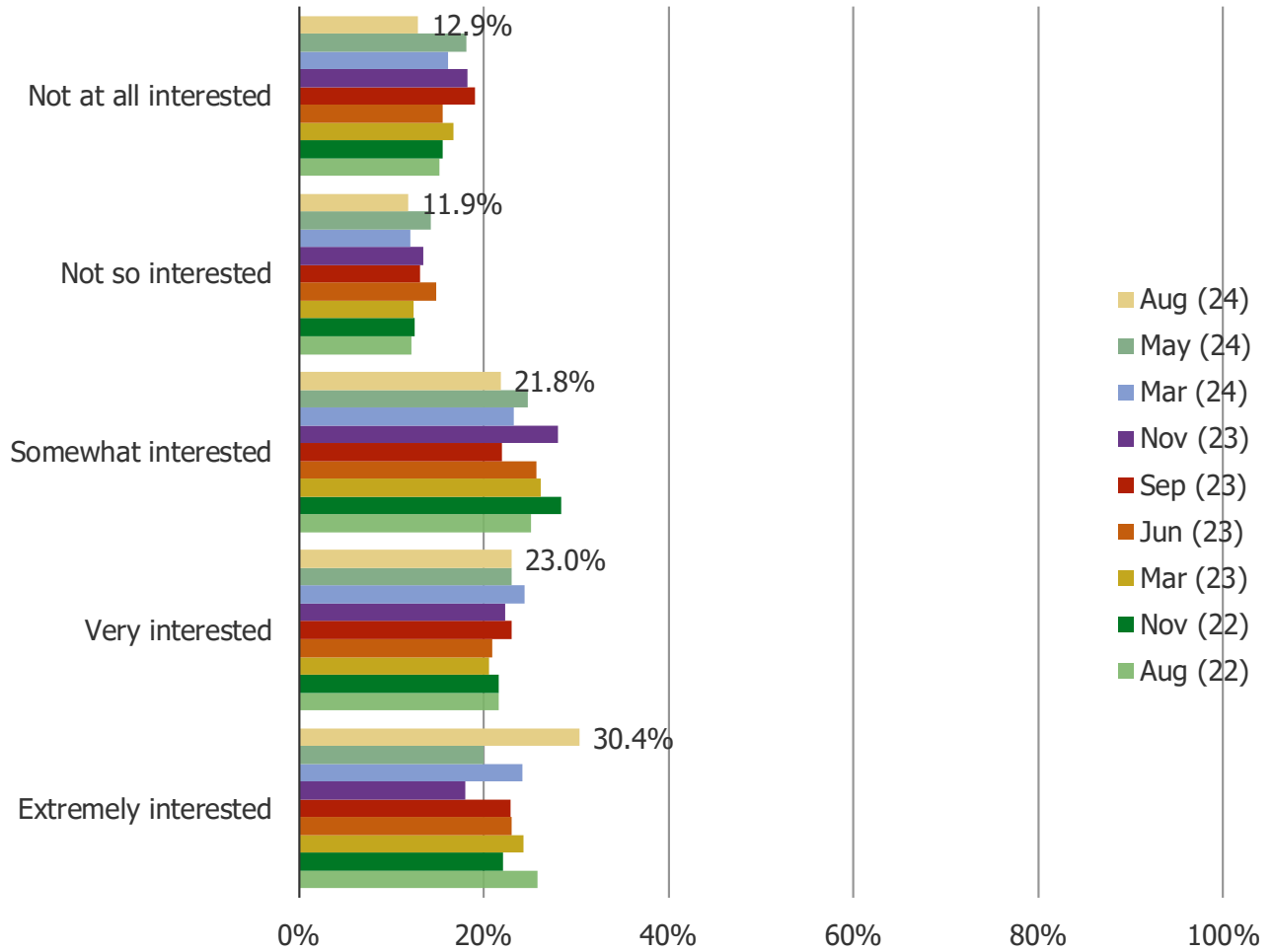
HOW LIKELY ARE YOU TO BUY GRAND THEFT AUTO 6 WHEN IT IS RELEASED?

This question was posed to all respondents.



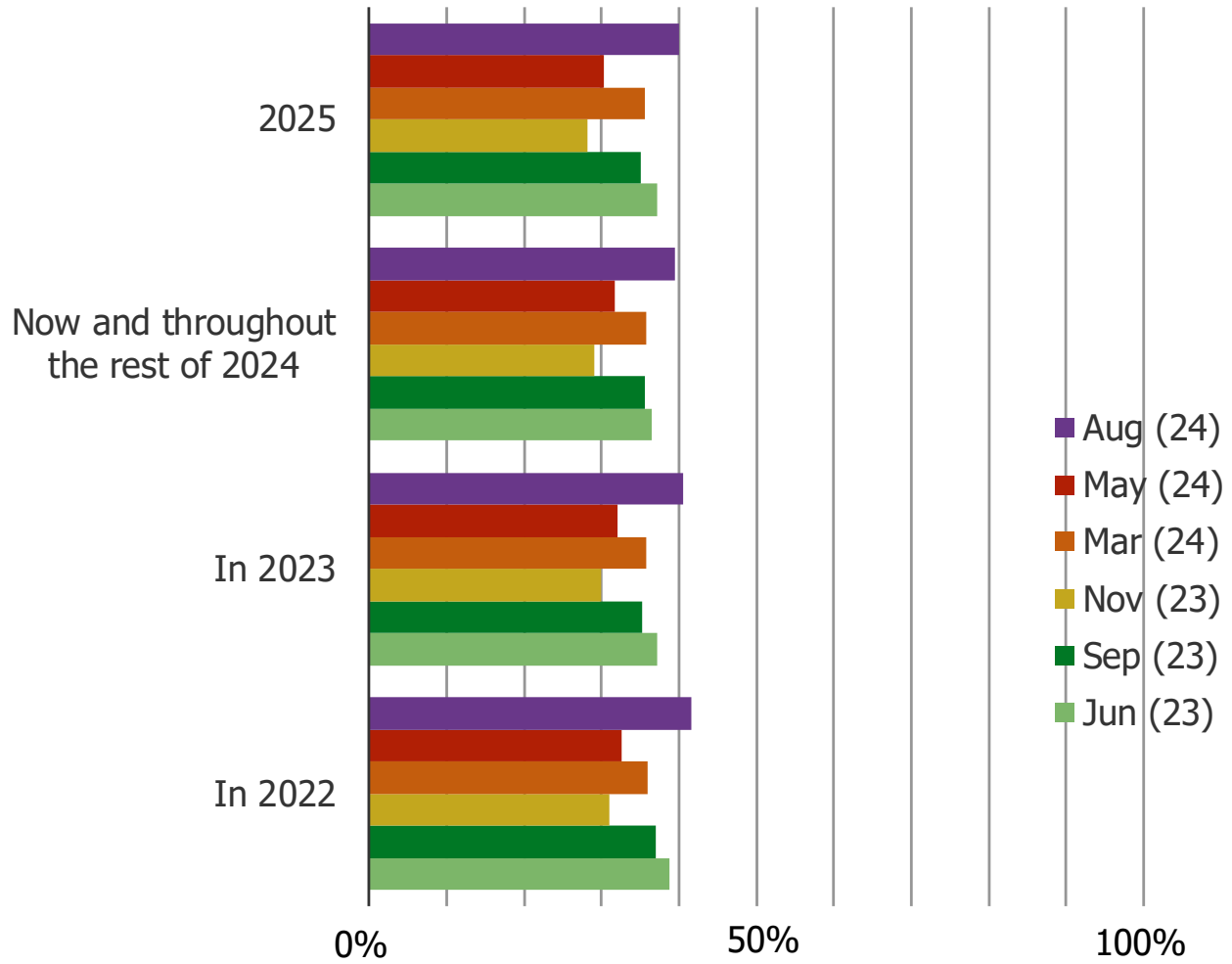
IN GENERAL, HOW INTERESTED ARE YOU TYPICALLY IN CALL OF DUTY RELEASES?

This question was posed to the target audience.



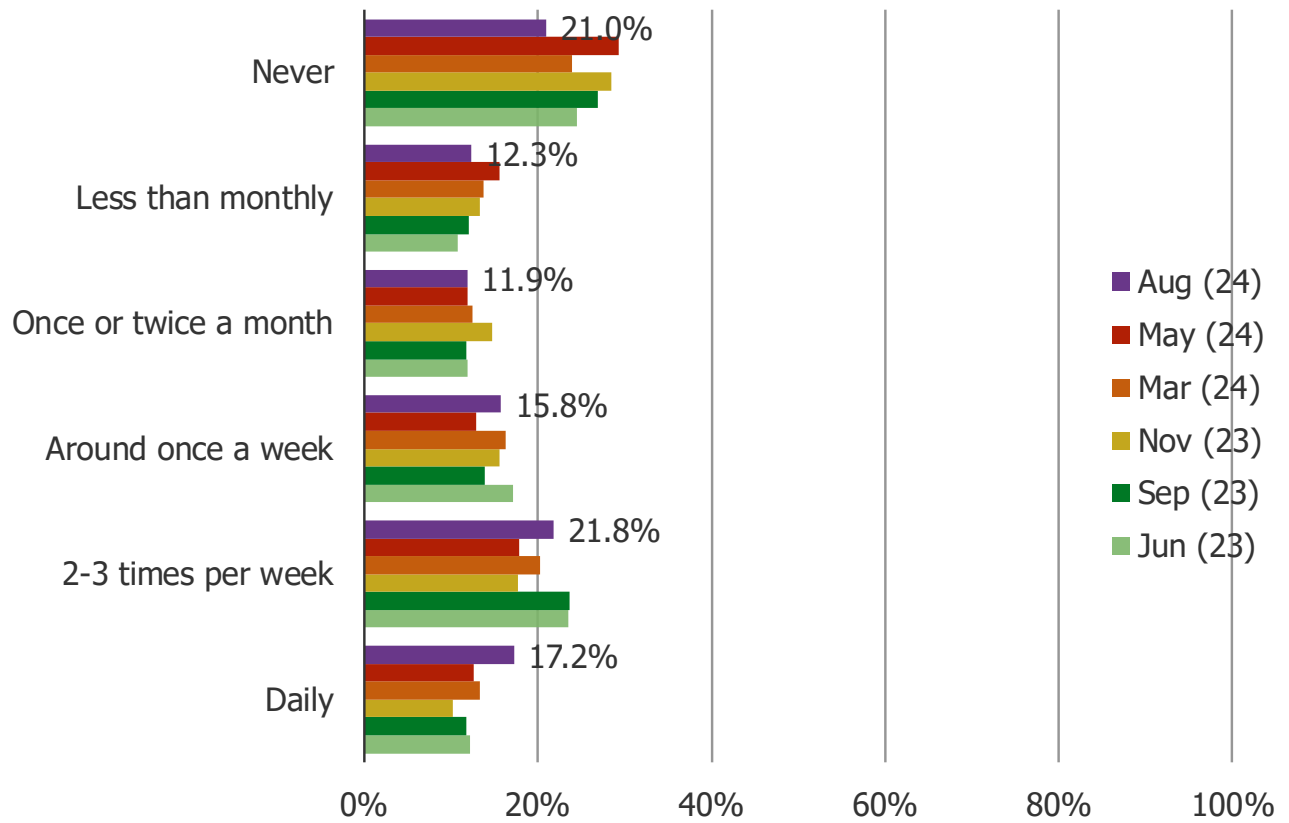
WHAT PERCENTAGE OF YOUR TOTAL GAMING TIME WOULD YOU SAY HAS/WILL GET SPENT PLAYING CALL OF DUTY GAMES DURING THE FOLLOWING TIMES...

This question was posed to the target audience.



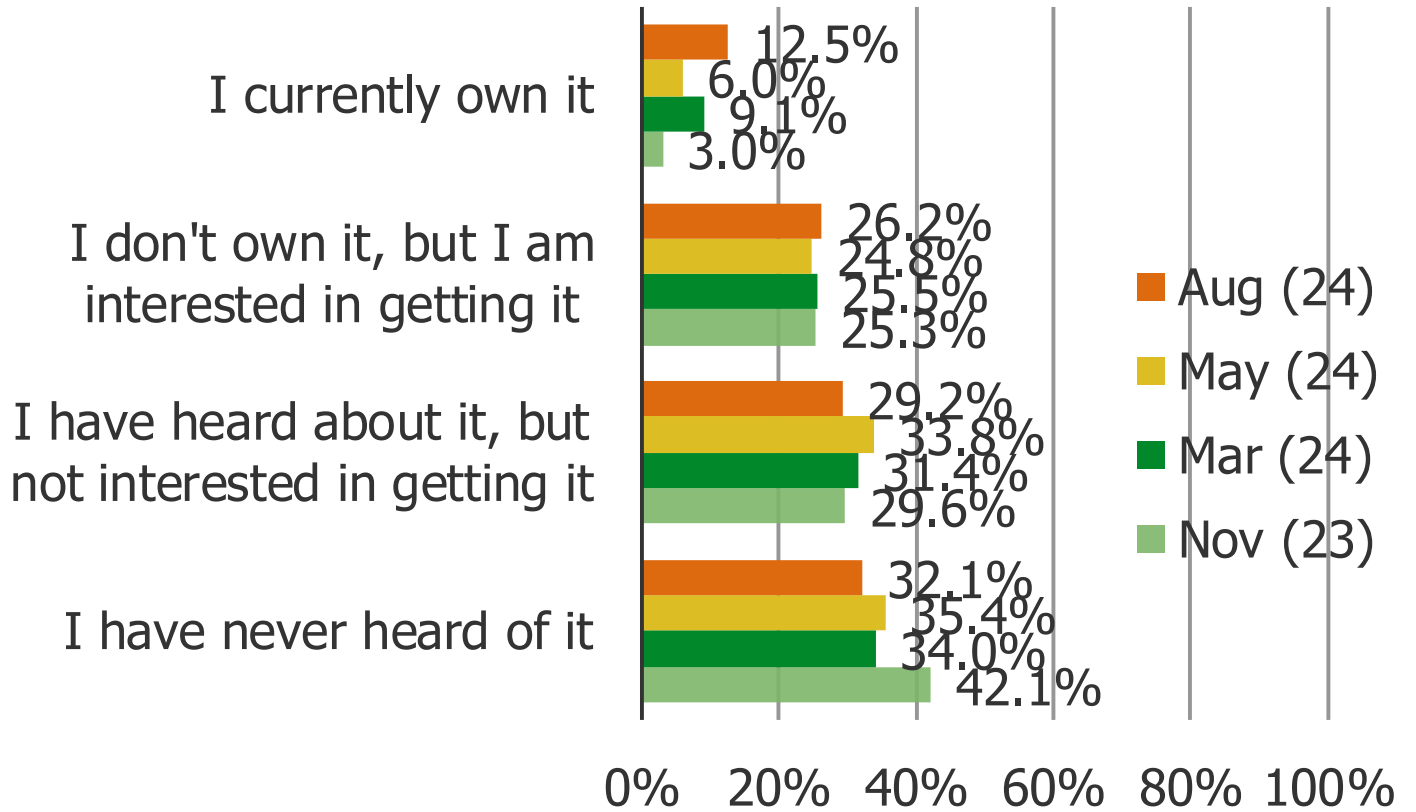
HOW OFTEN DO YOU PLAY CALL OF DUTY GAMES CURRENTLY?

This question was posed to the target audience.



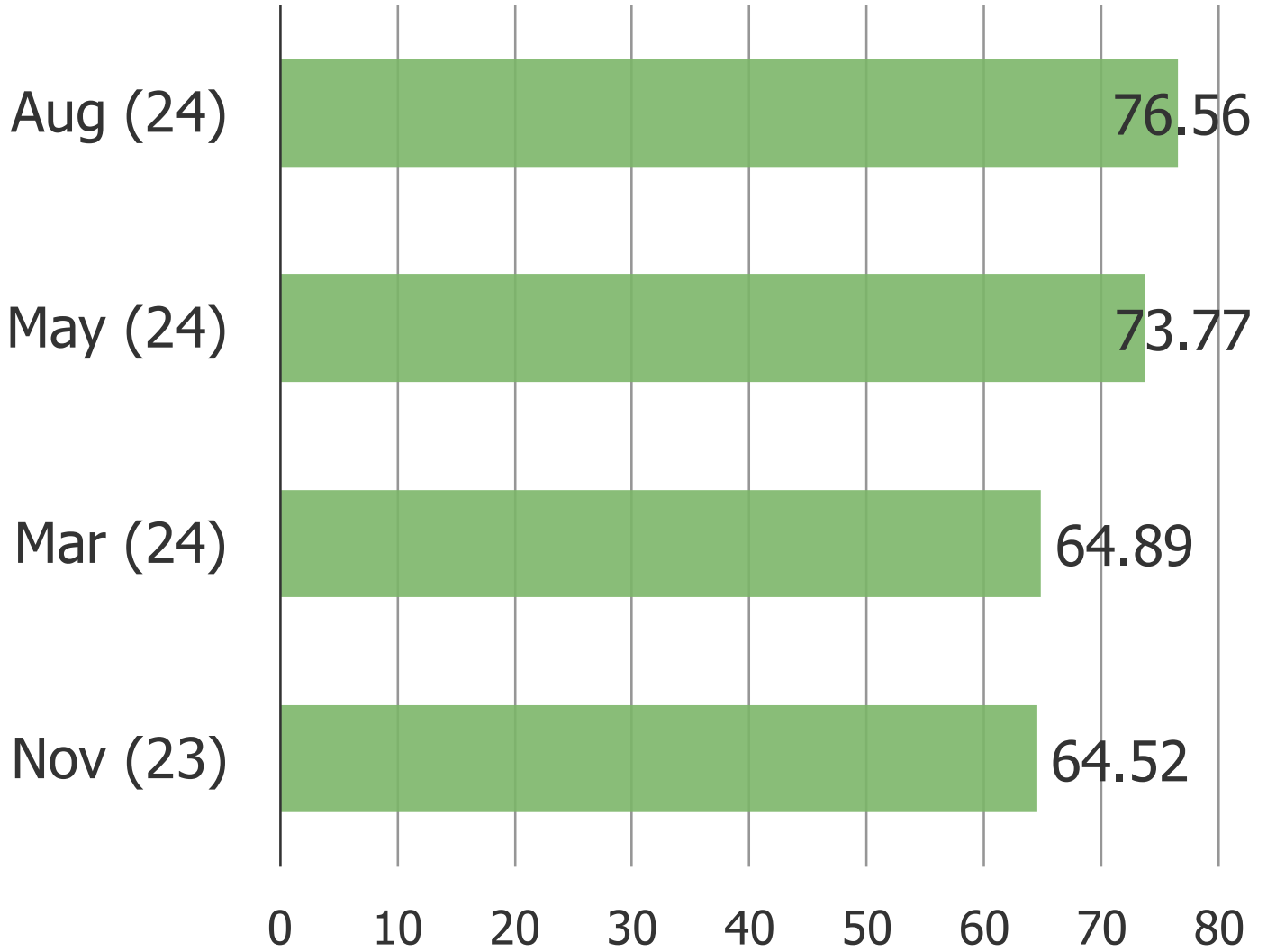
WHICH OF THE FOLLOWING BEST DESCRIBES YOUR EXPERIENCE WITH THE PLAYSTATION PORTAL?
(PICTURED IN SURVEY)

This question was posed to all respondents.



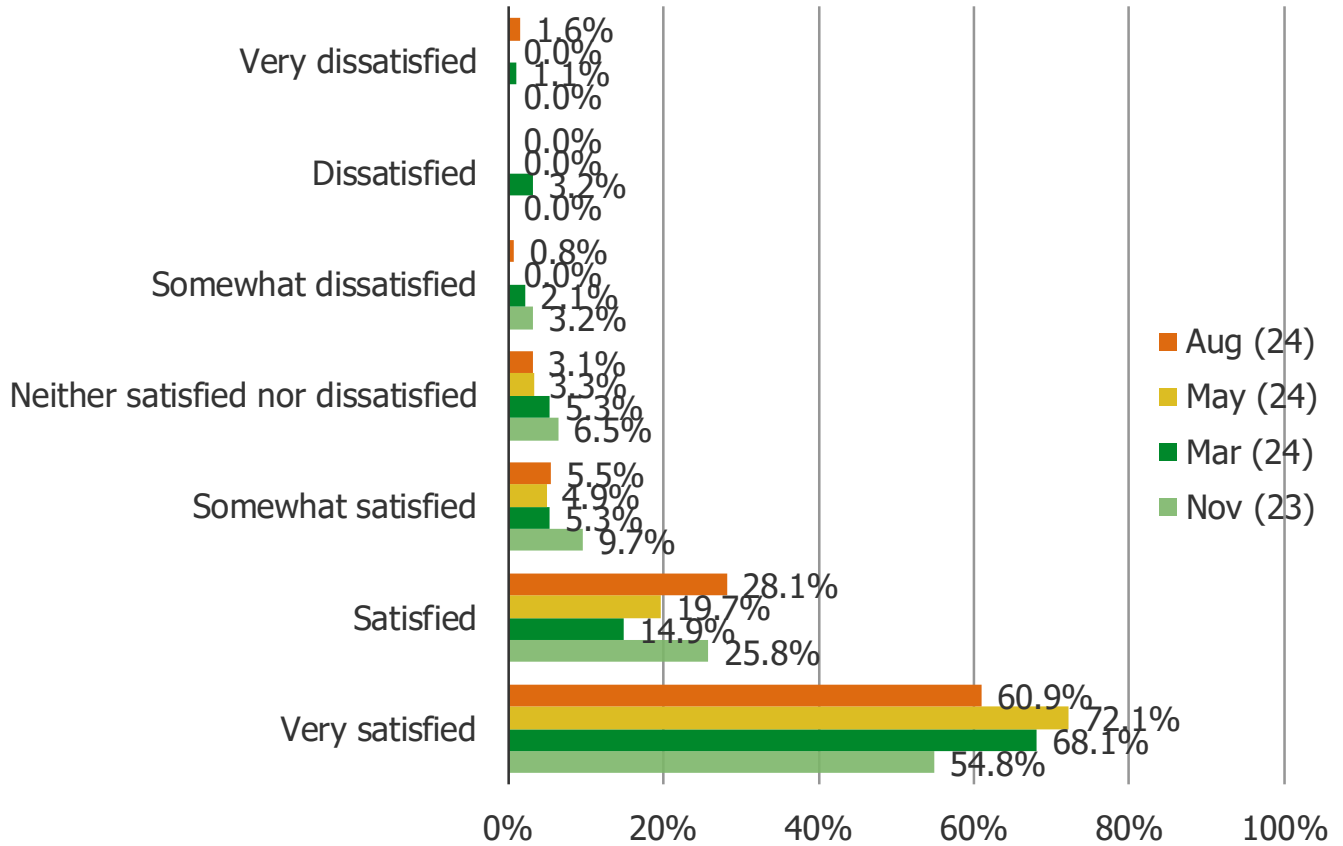
HOW LIKELY IS IT THAT YOU WOULD RECOMMEND THE PLAYSTATION PORTAL TO A FRIEND OR COLLEAGUE?

This question was posed to respondents who own the PlayStation Portal. (N=128)



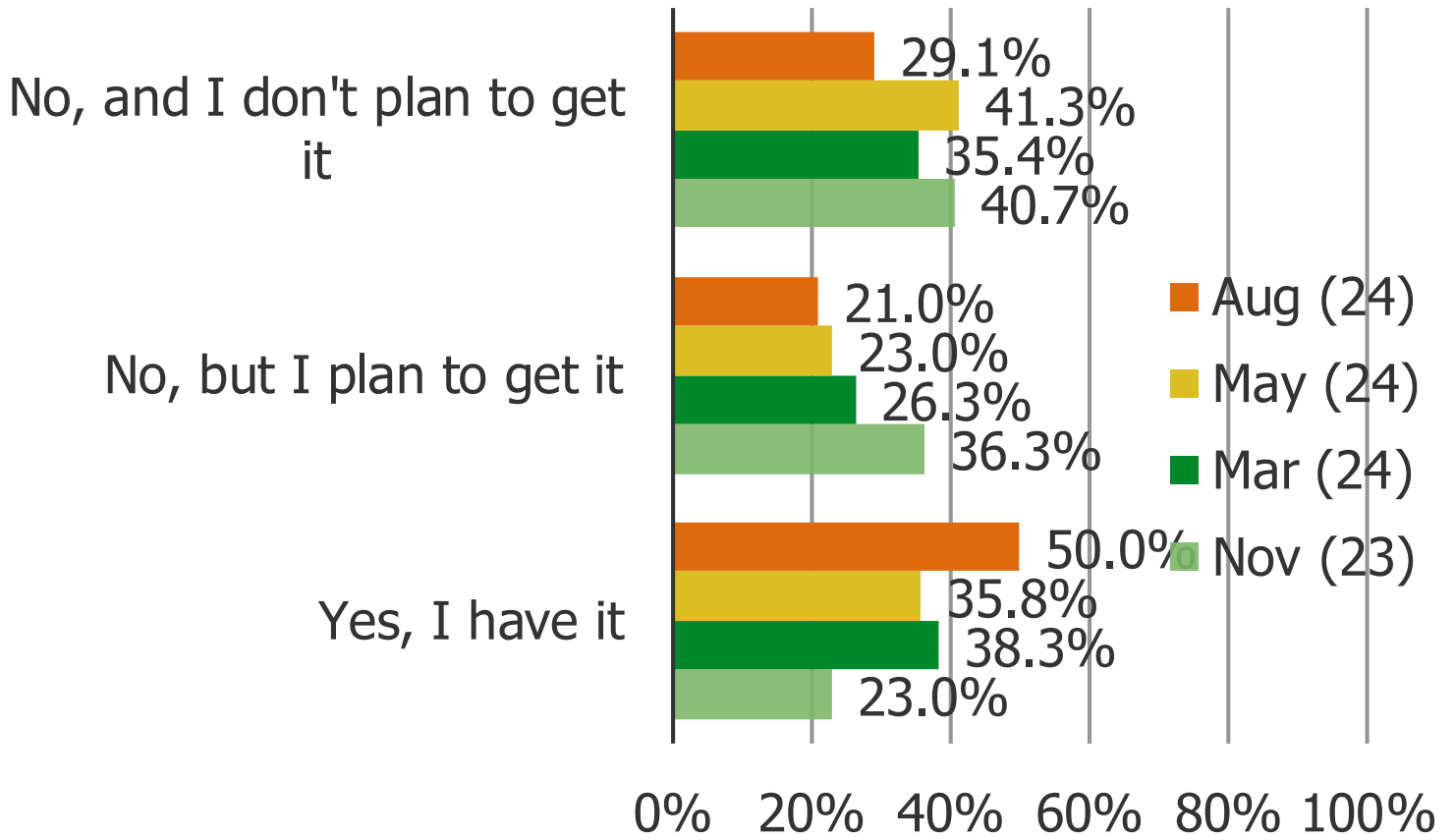
HOW SATISFIED ARE YOU WITH THE PLAYSTATION PORTAL SO FAR?

This question was posed to respondents who own the PlayStation Portal. (N=128)



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

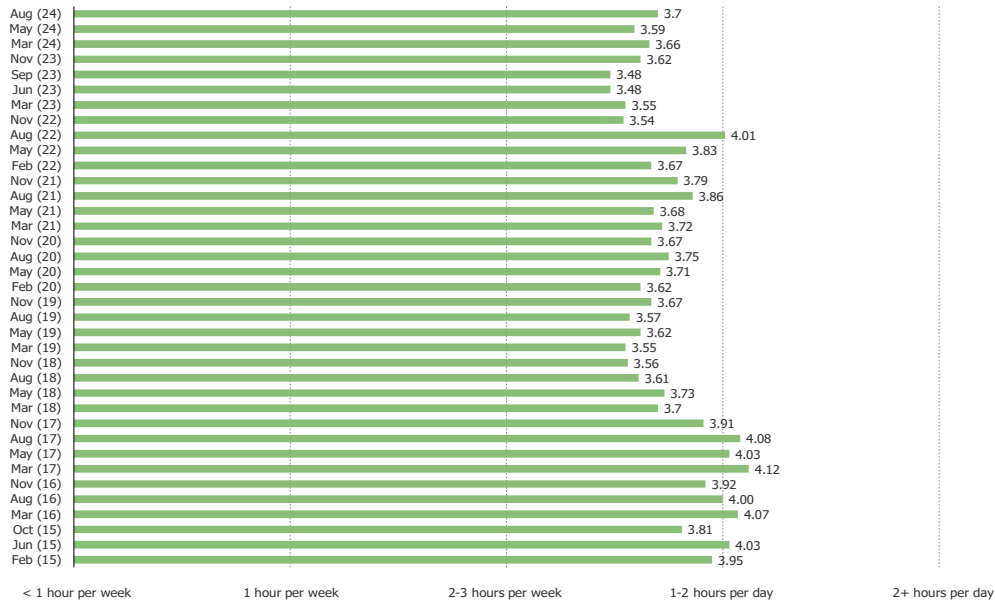
This question was posed to all respondents.



VIDEO GAME ENGAGEMENT TRENDS

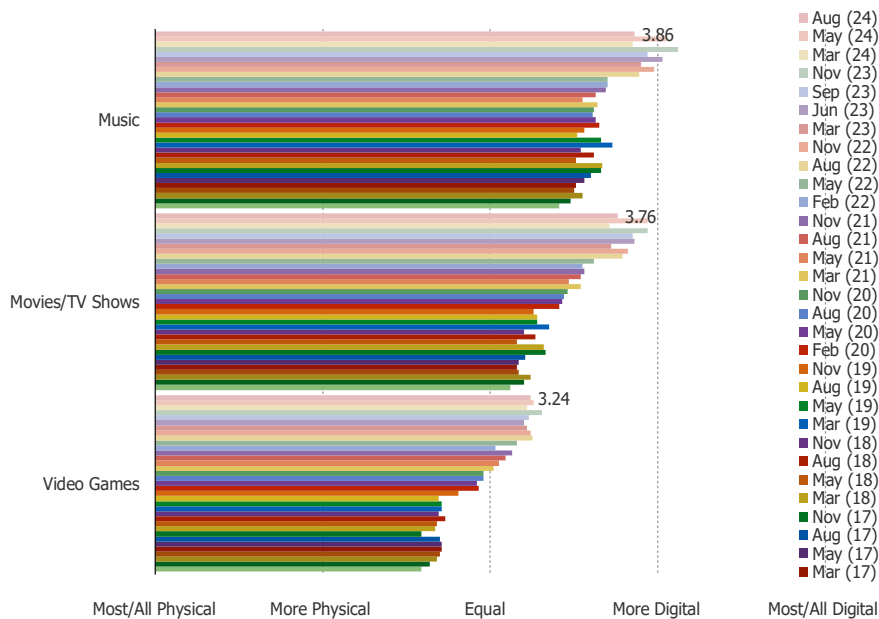
HOW OFTEN DO YOU PLAY VIDEO GAMES?

This question was posed to the target audience.



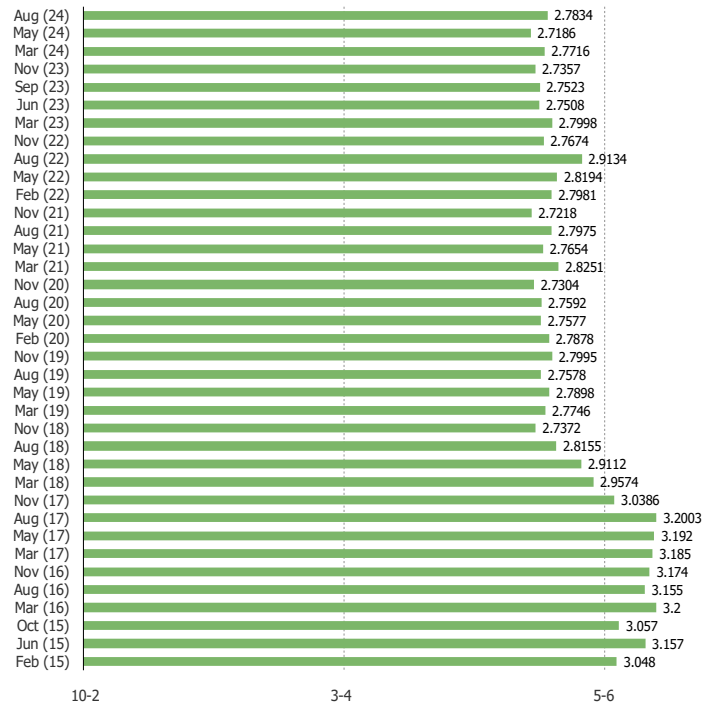
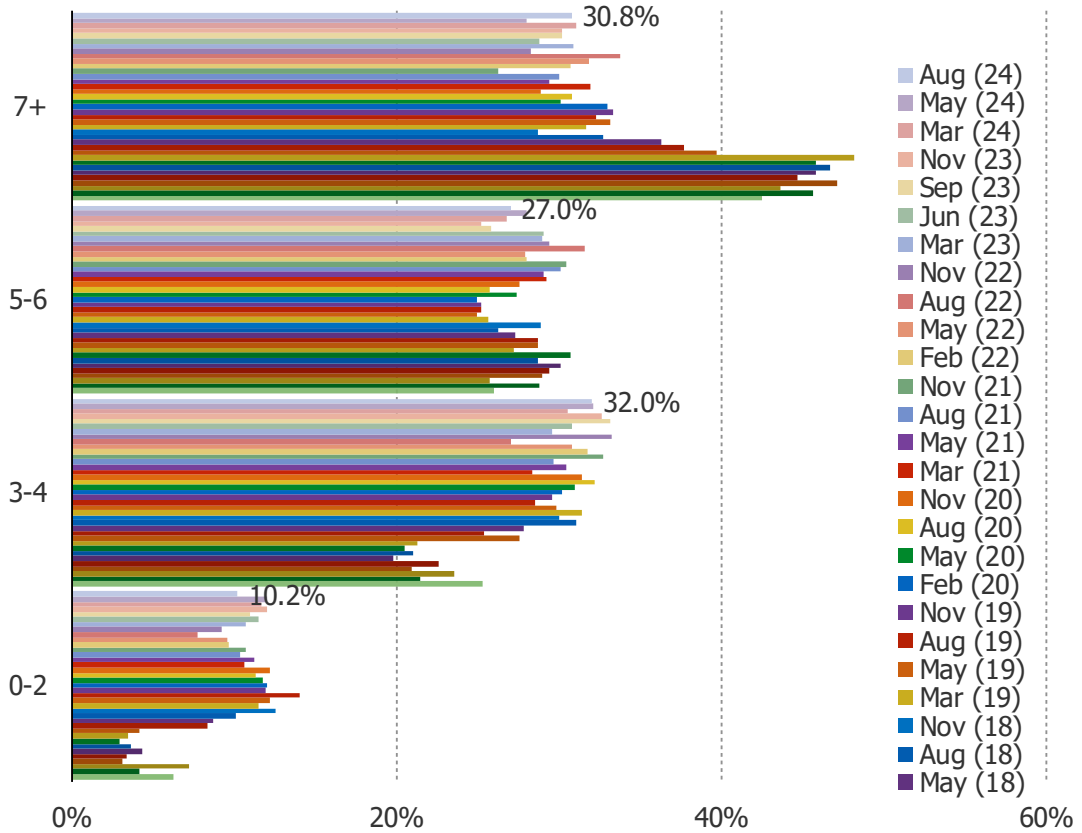
FOR EACH OF THE FOLLOWING, WHICH BEST DESCRIBES YOUR USAGE?

This question was posed to the target audience.



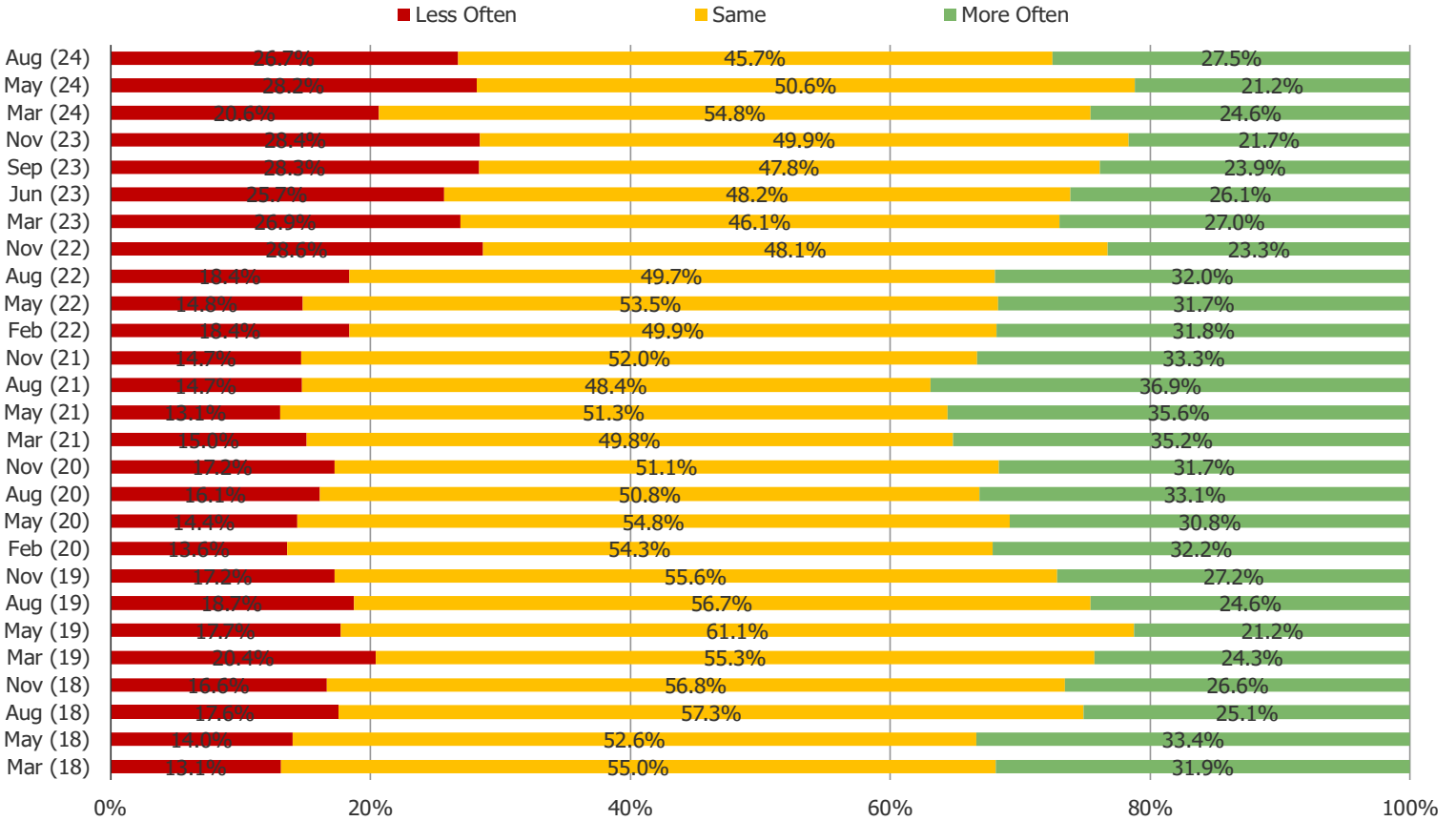
HOW MANY TITLES DO YOU PLAY PER YEAR?

This question was posed to the target audience.



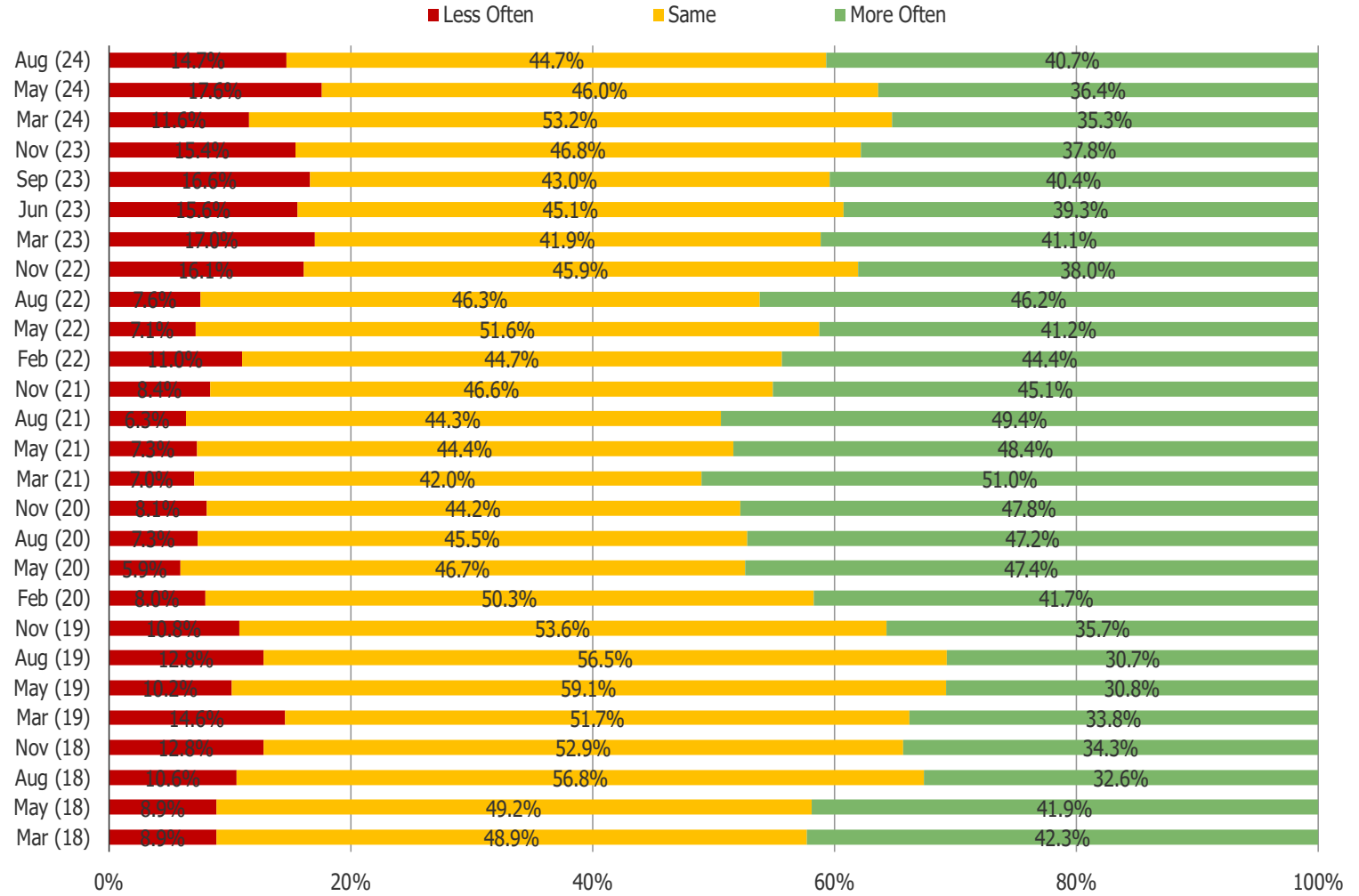
COMPARED TO A YEAR AGO, ARE PURCHASING VIDEO GAMES MORE OR LESS OFTEN?

This question was posed to the target audience.



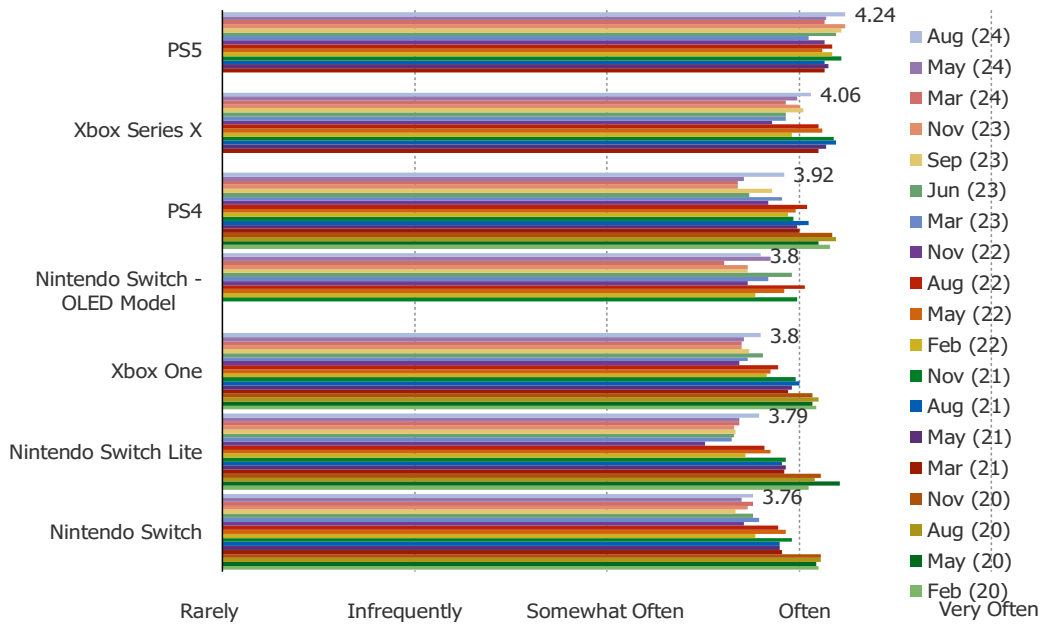
COMPARED TO A YEAR AGO, ARE YOU **PLAYING VIDEO GAMES** MORE OR LESS OFTEN?

This question was posed to the target audience.



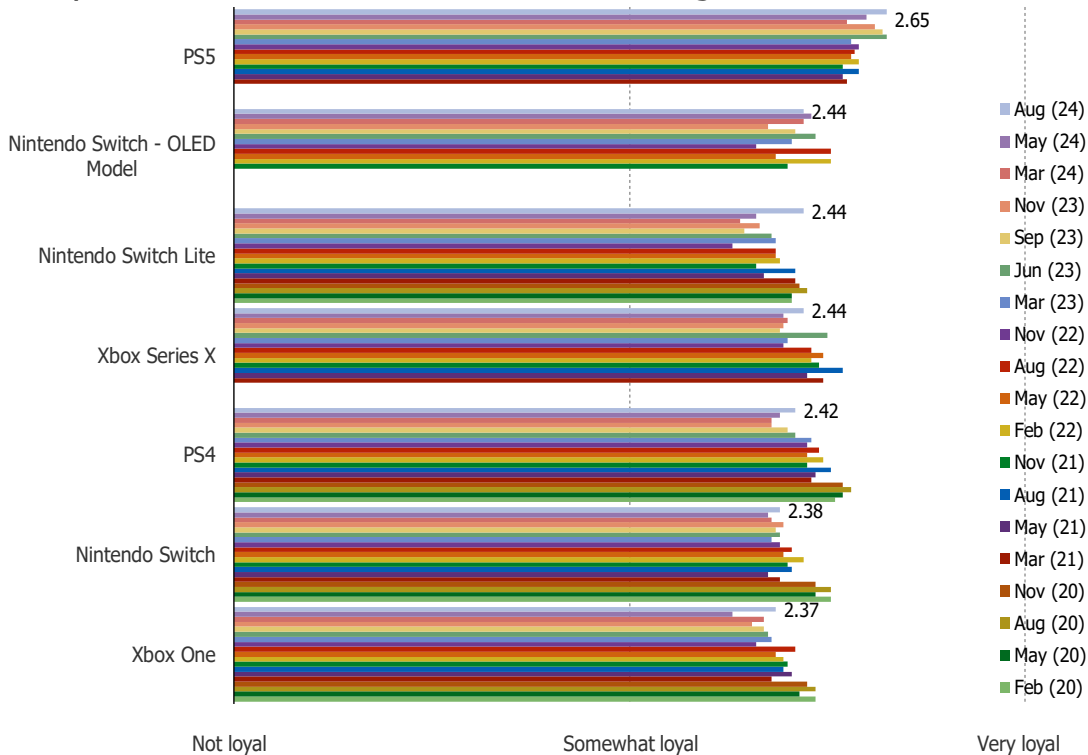
HOW OFTEN DO YOU USE THIS CONSOLE?

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



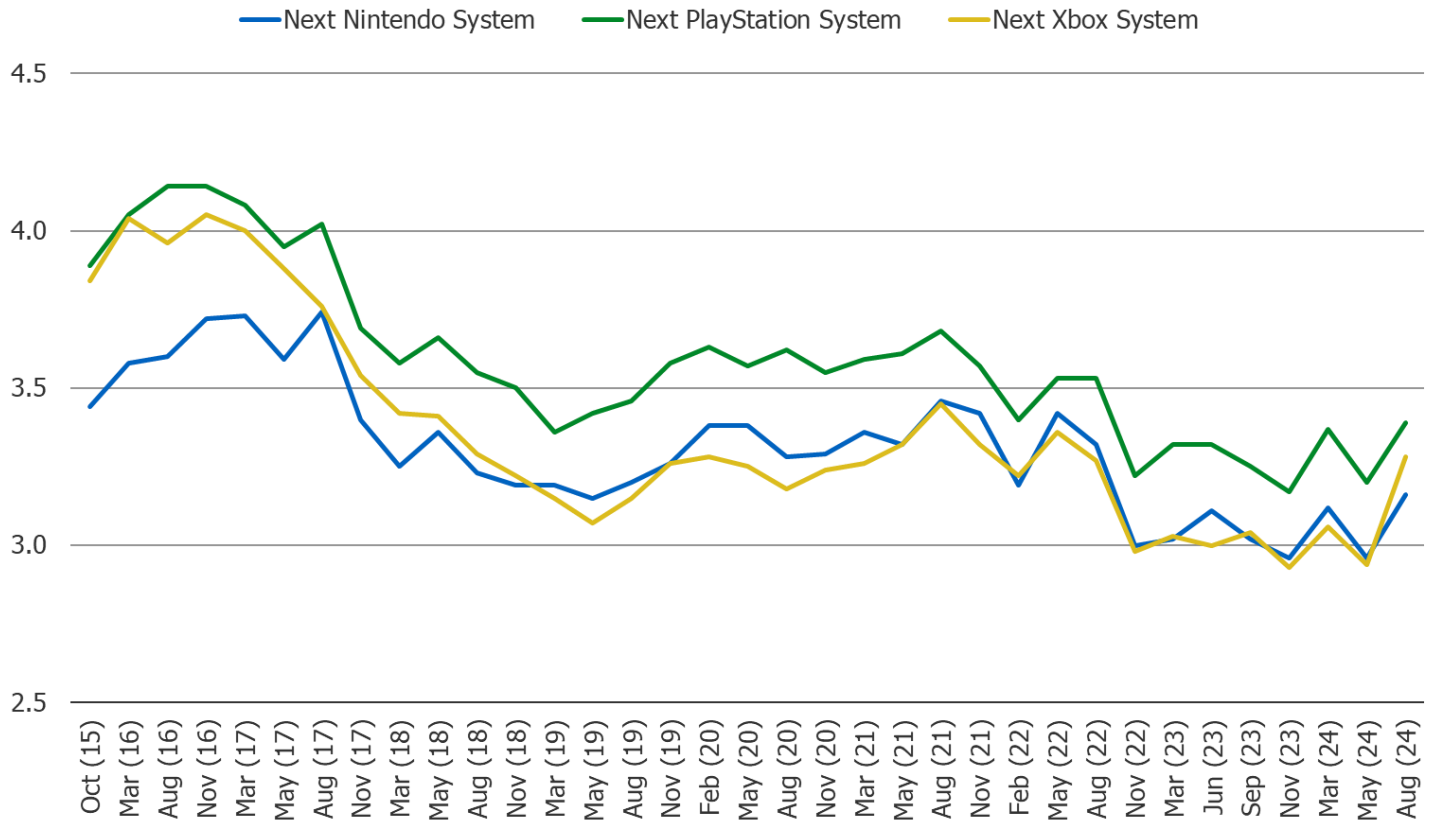
HOW LOYAL ARE YOU TO...

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



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.

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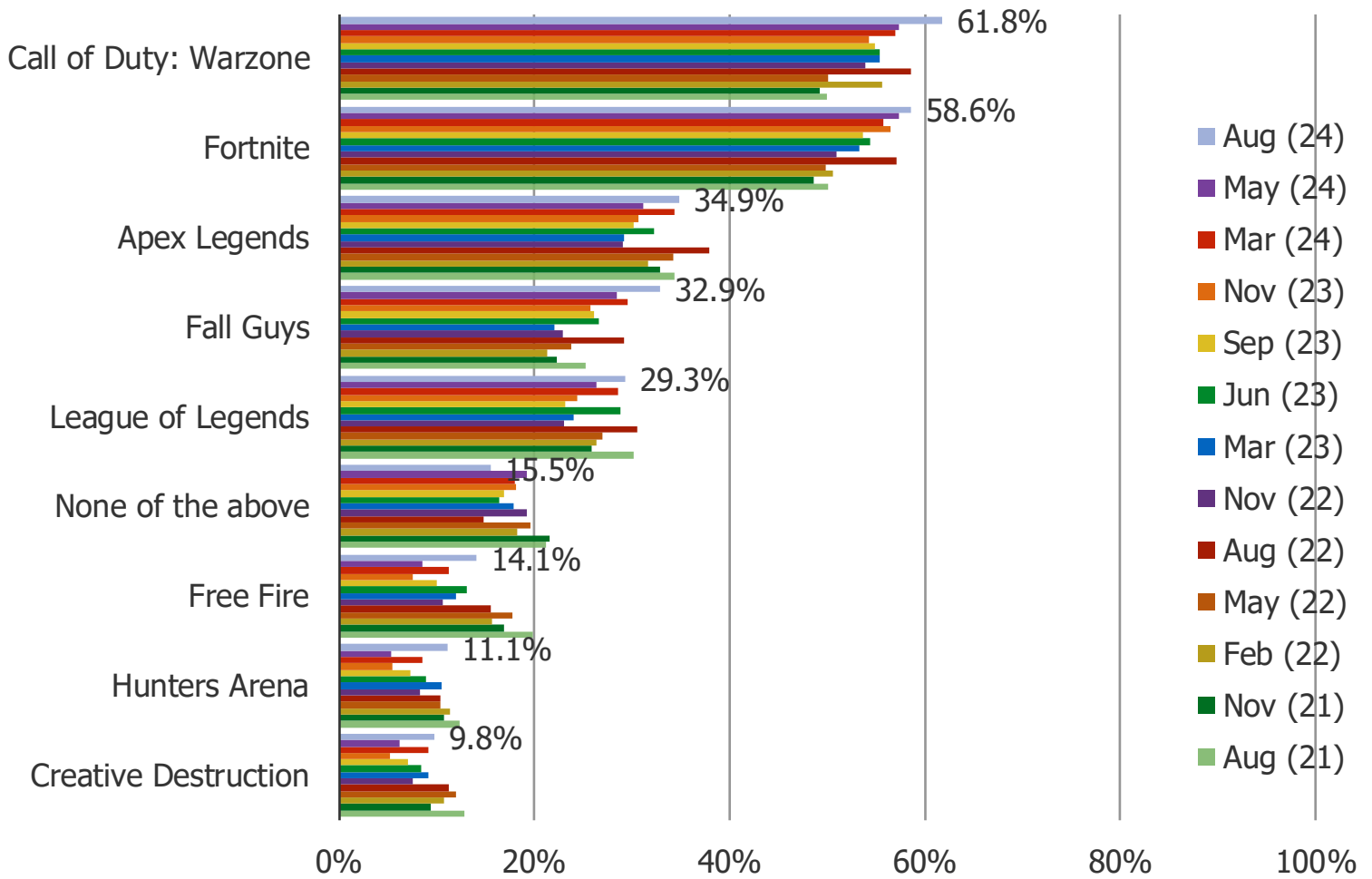


It's In The Game

FREE FIRE AND BATTLE BATTLE ROYALE GAMES

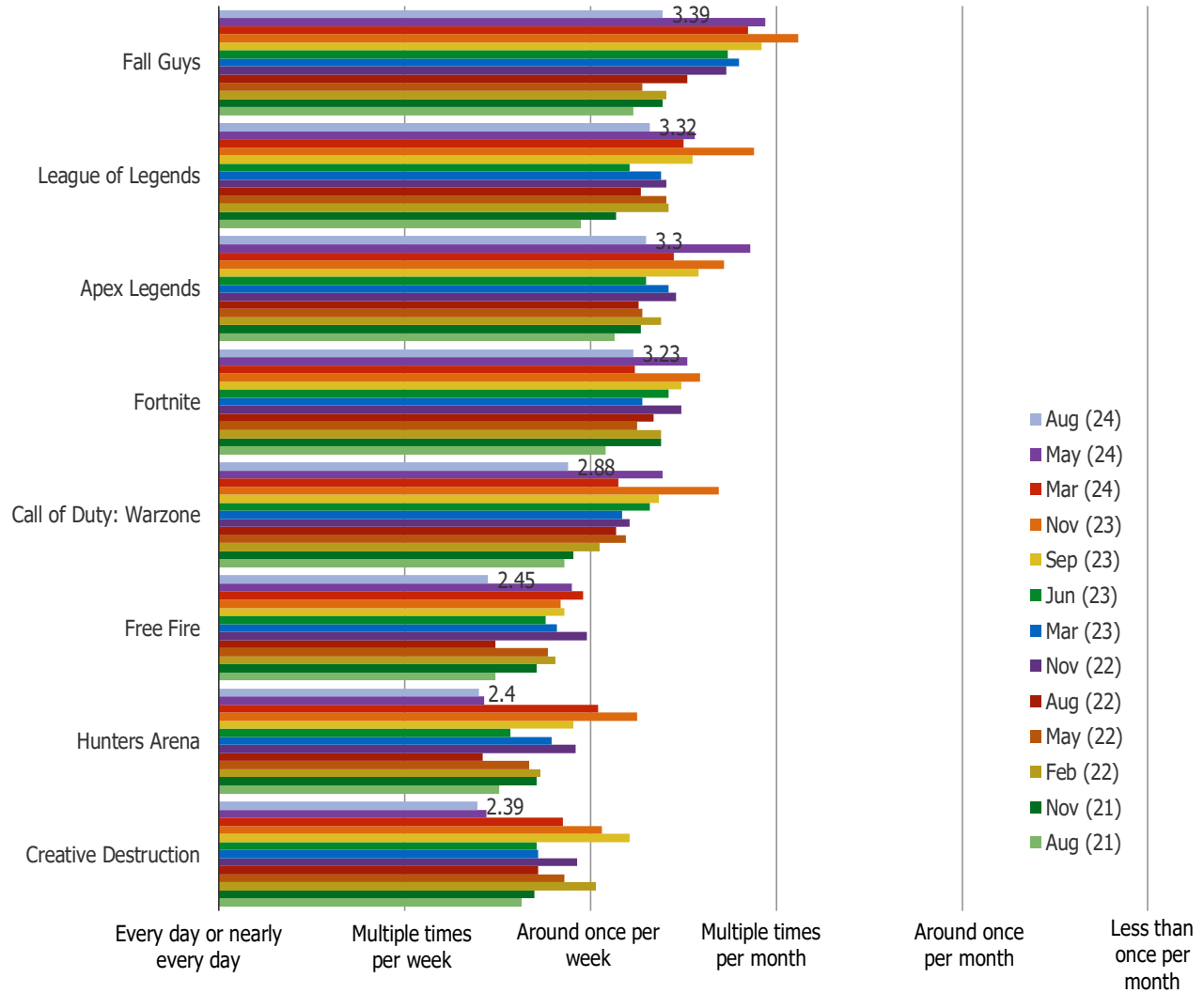
HAVE YOU EVER PLAYED THE FOLLOWING VIDEO GAMES? SELECT ALL THAT APPLY

This question was posed to all respondents.



HOW OFTEN DO YOU PLAY THIS GAME CURRENTLY?

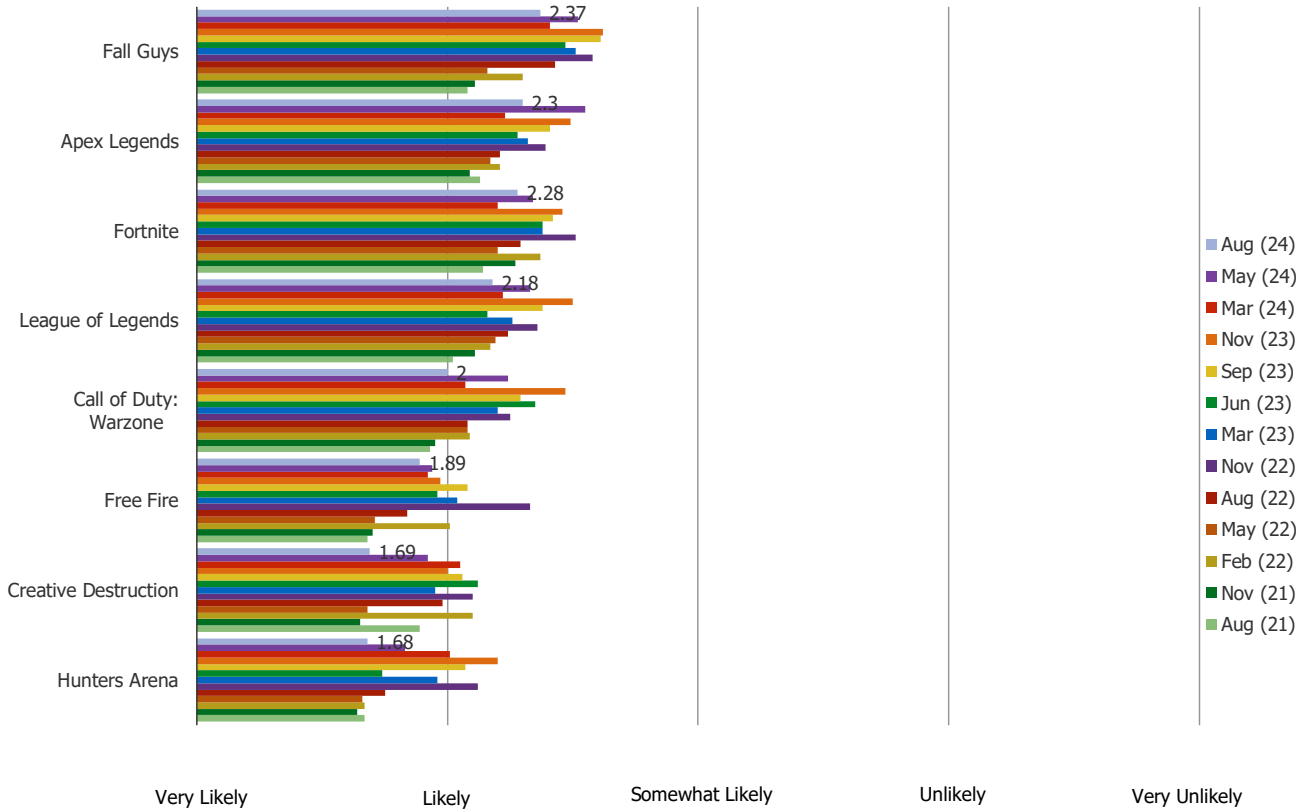
This question was posed to respondents who said they have played each of the following.



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.



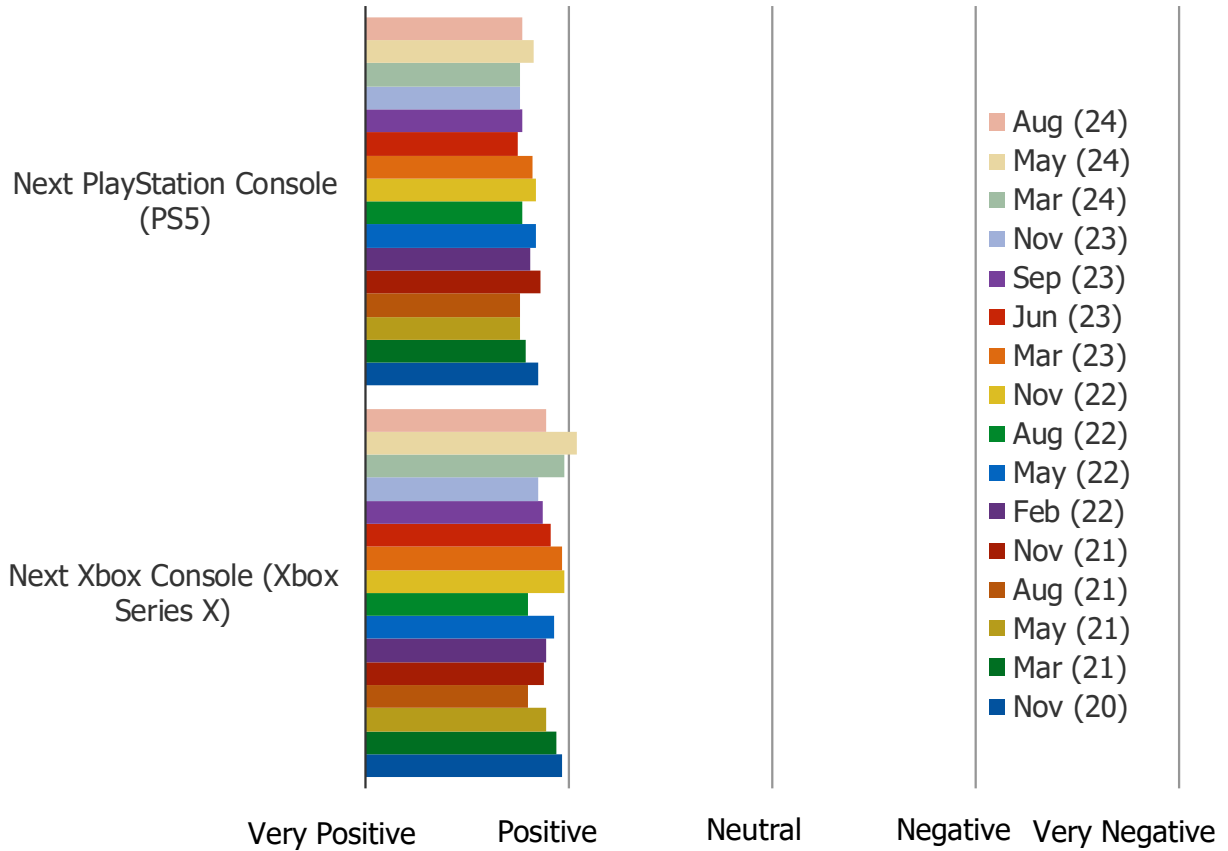
More likely.

It's In The Game

NEW CONSOLES

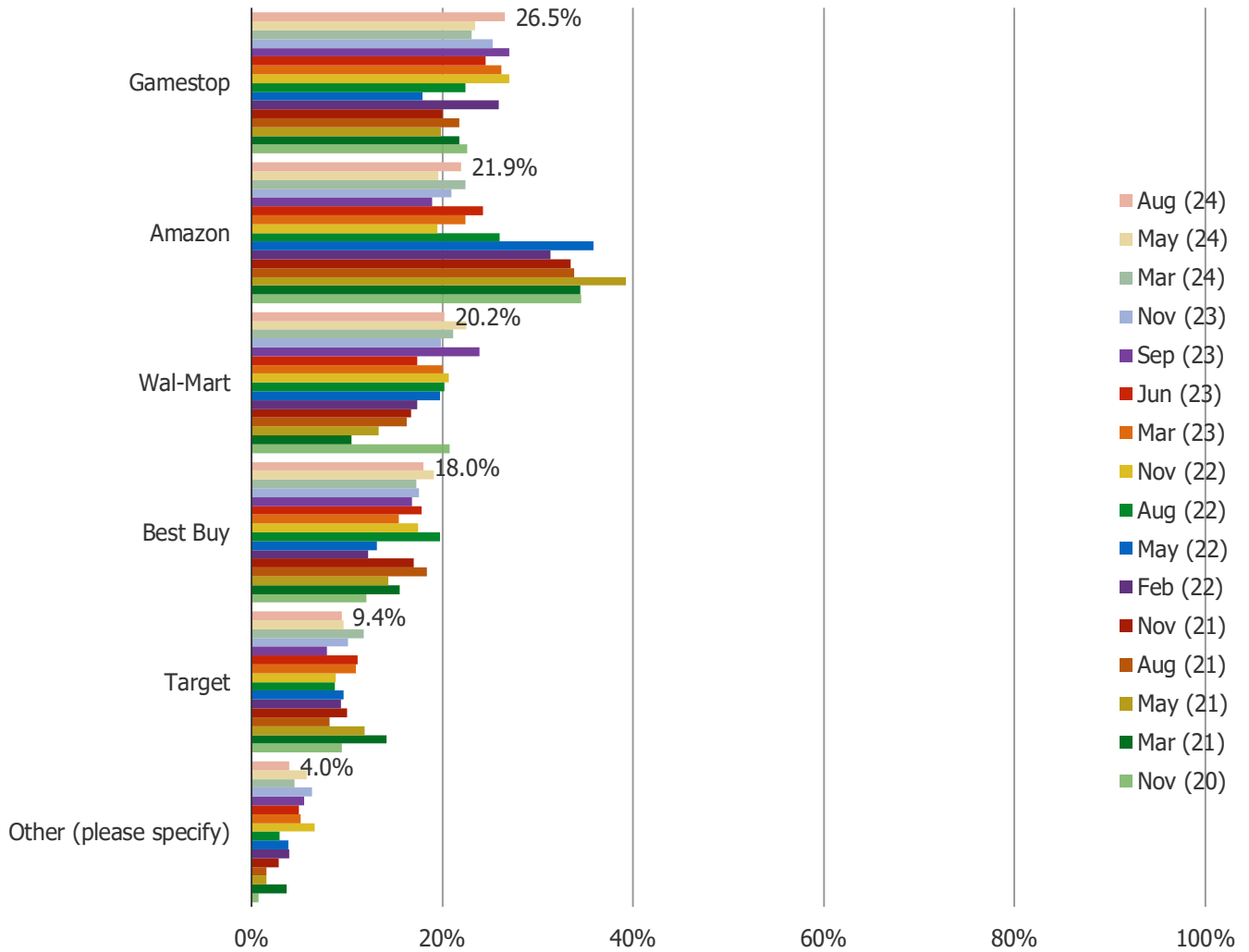
WHAT IS YOUR OPINION OF THE SPECS AND FEATURES OF THIS CONSOLE?

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



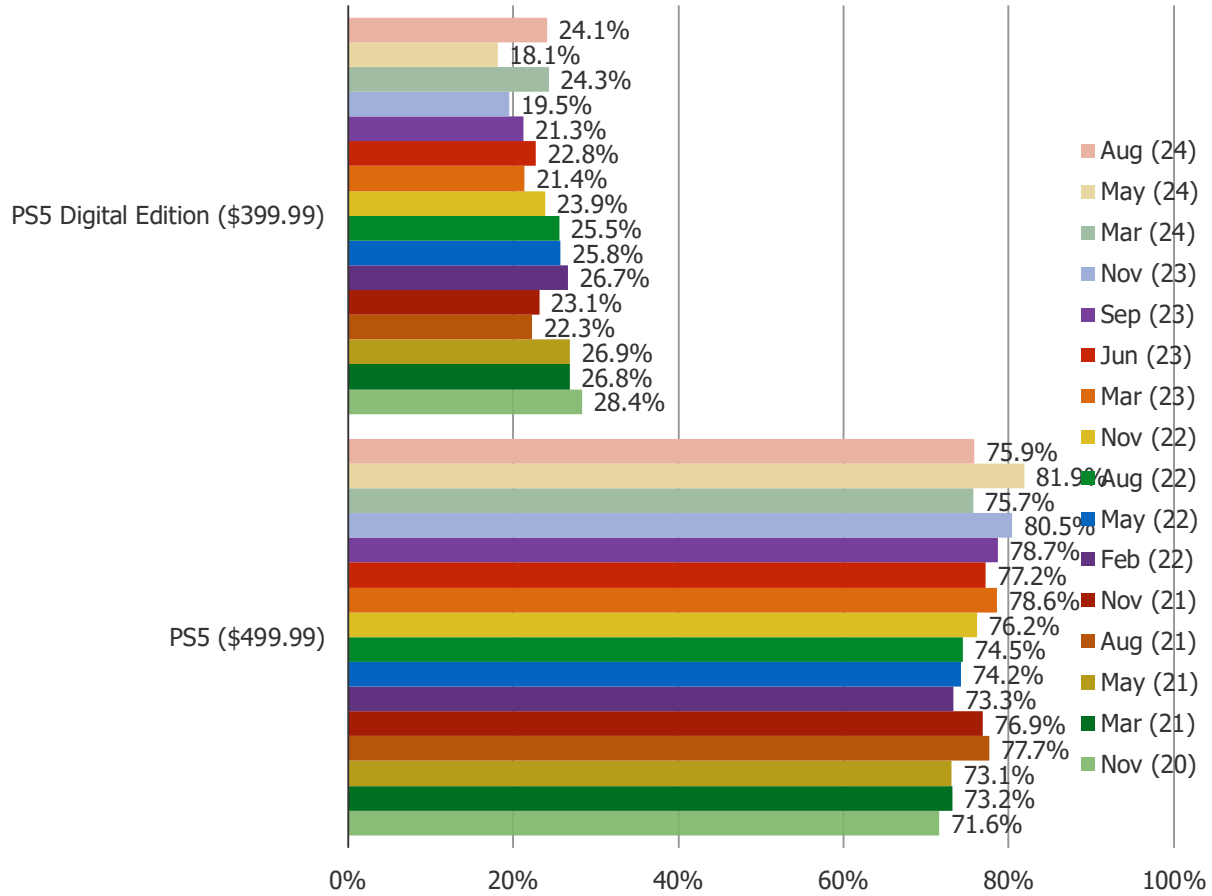
WHERE DID YOU ORDER OR PURCHASE THE PS5 FROM?

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



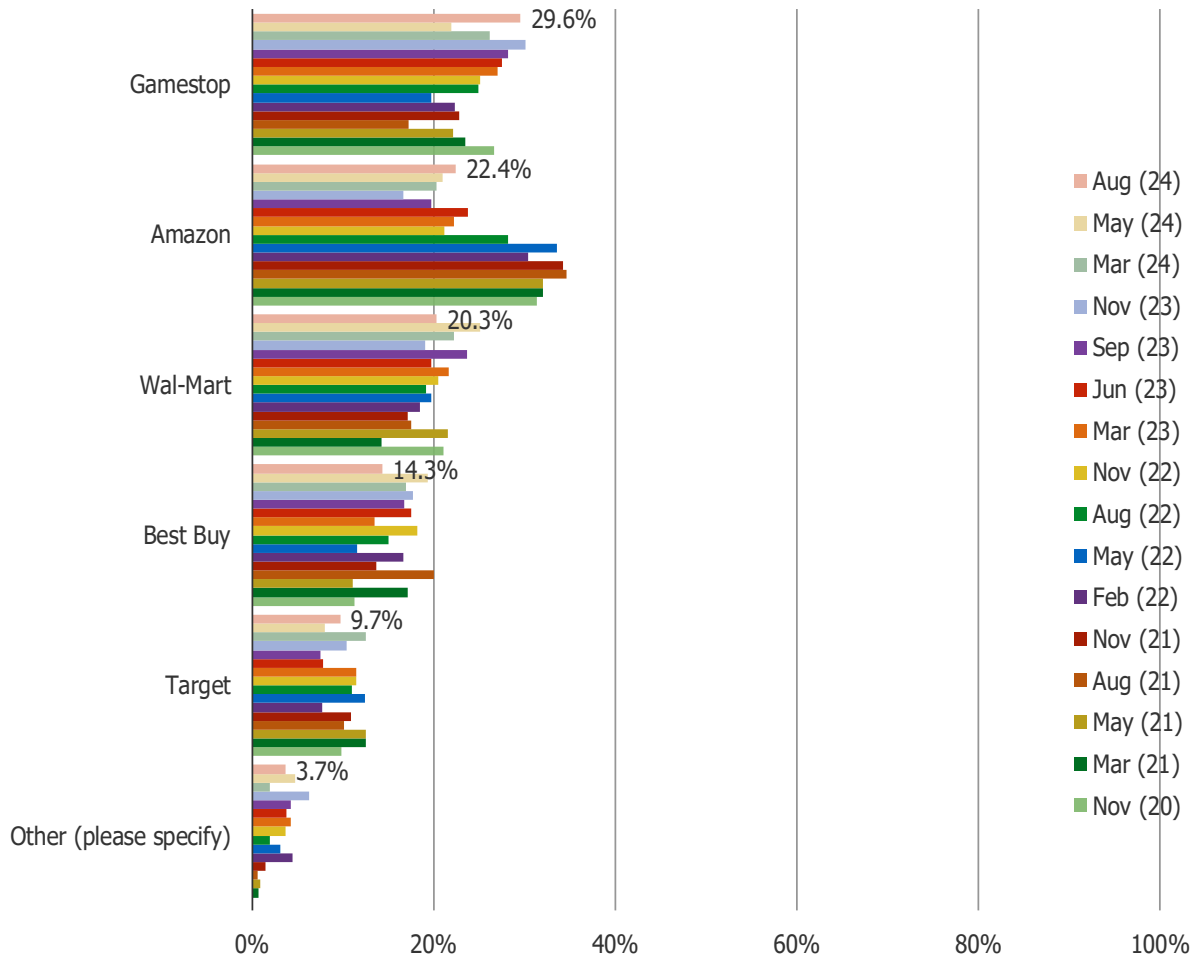
WHICH CONSOLE DID YOU BUY?

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



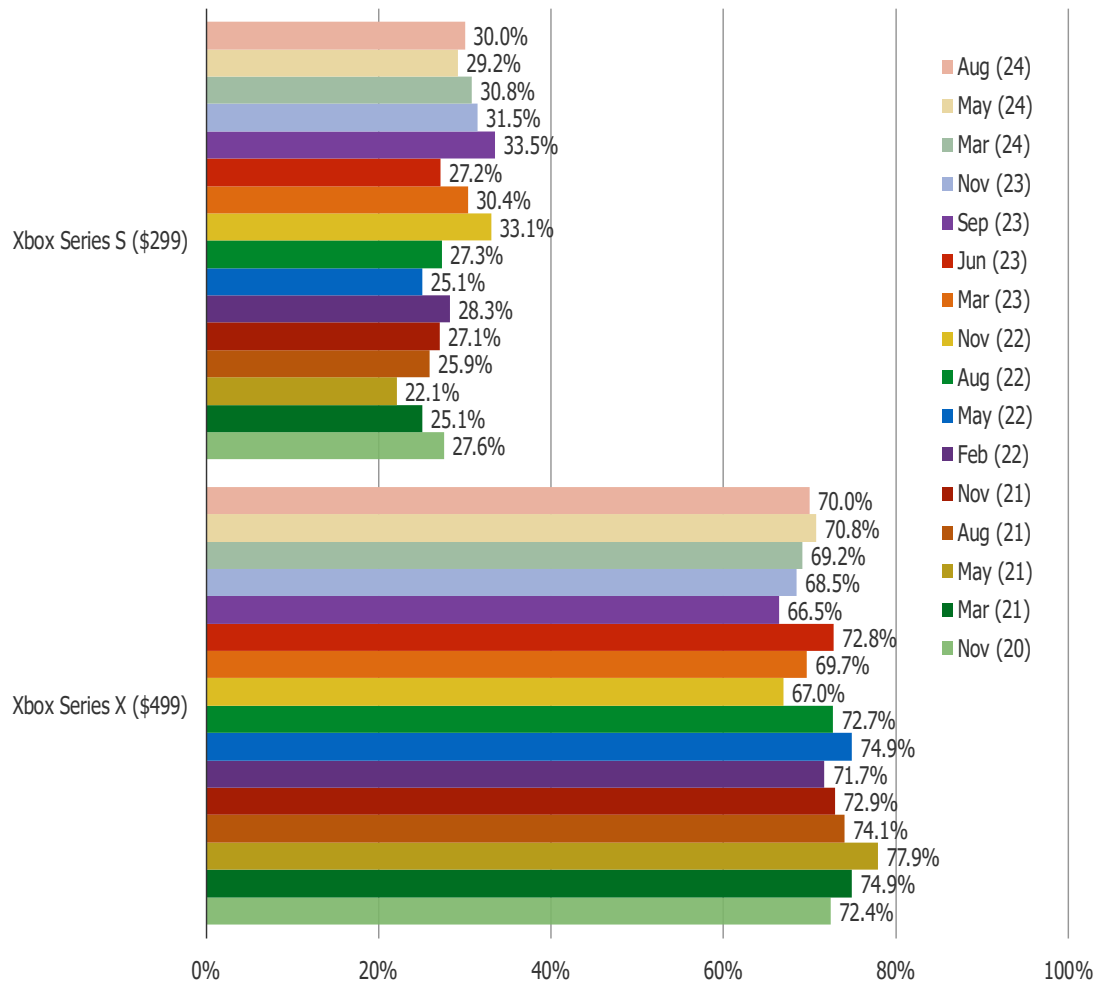
WHERE DID YOU PRE-ORDER OR PURCHASE THE SERIES X / SERIES S FROM?

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



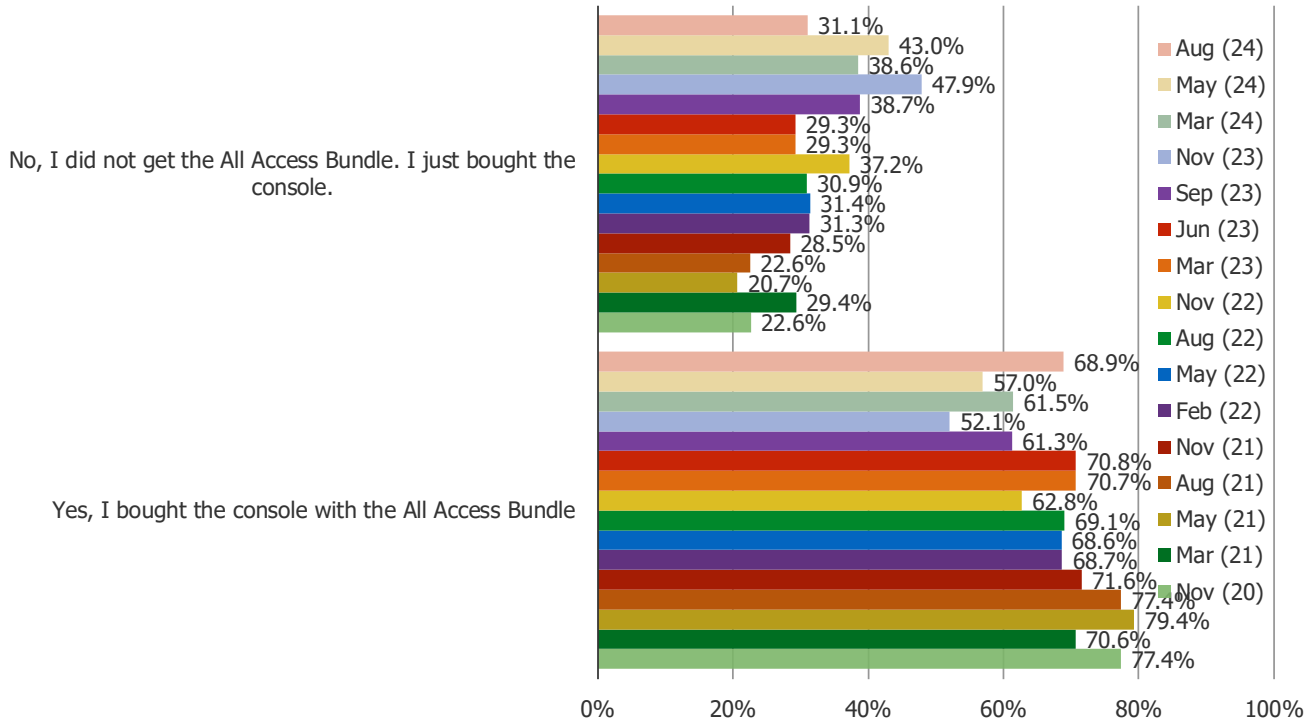
WHICH CONSOLE DID YOU PURCHASE?

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?

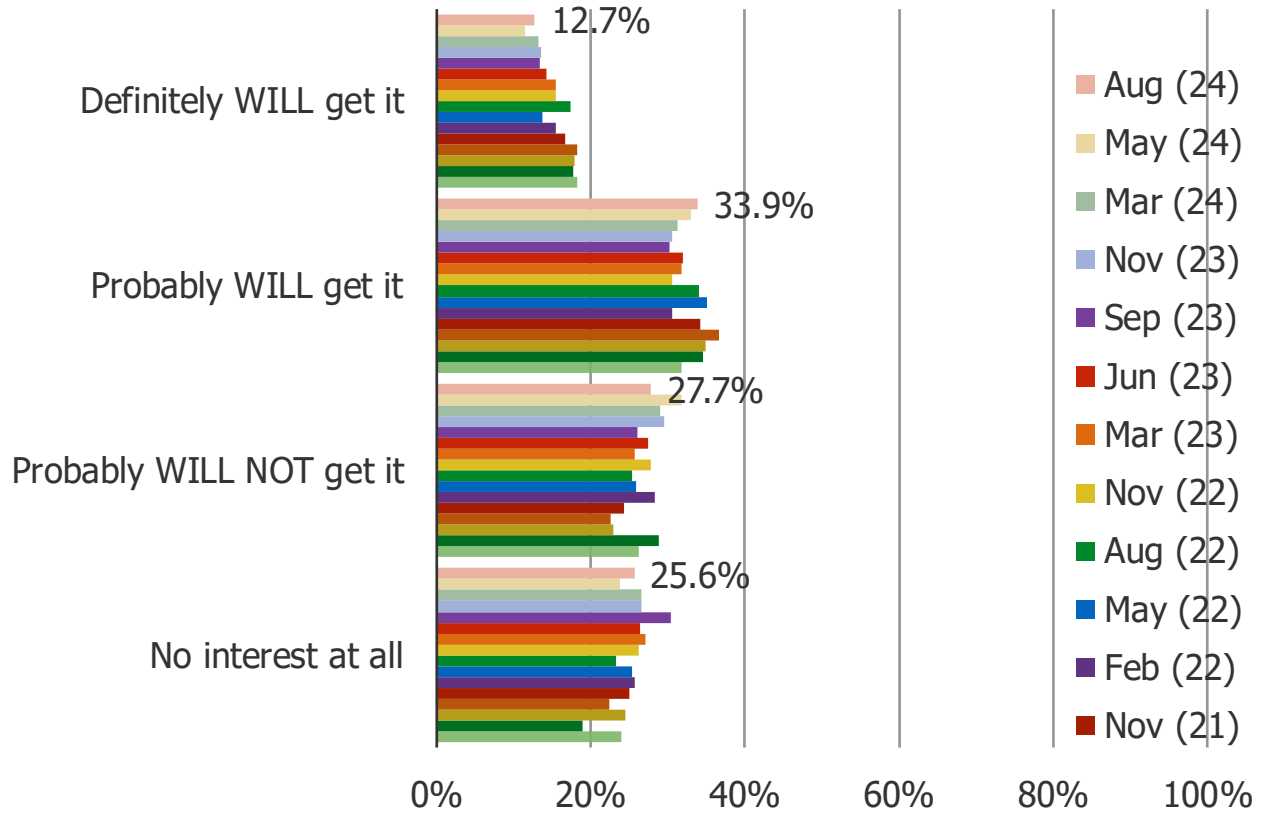
Posed to respondents who said they have successfully purchased or ordered the Series X.



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

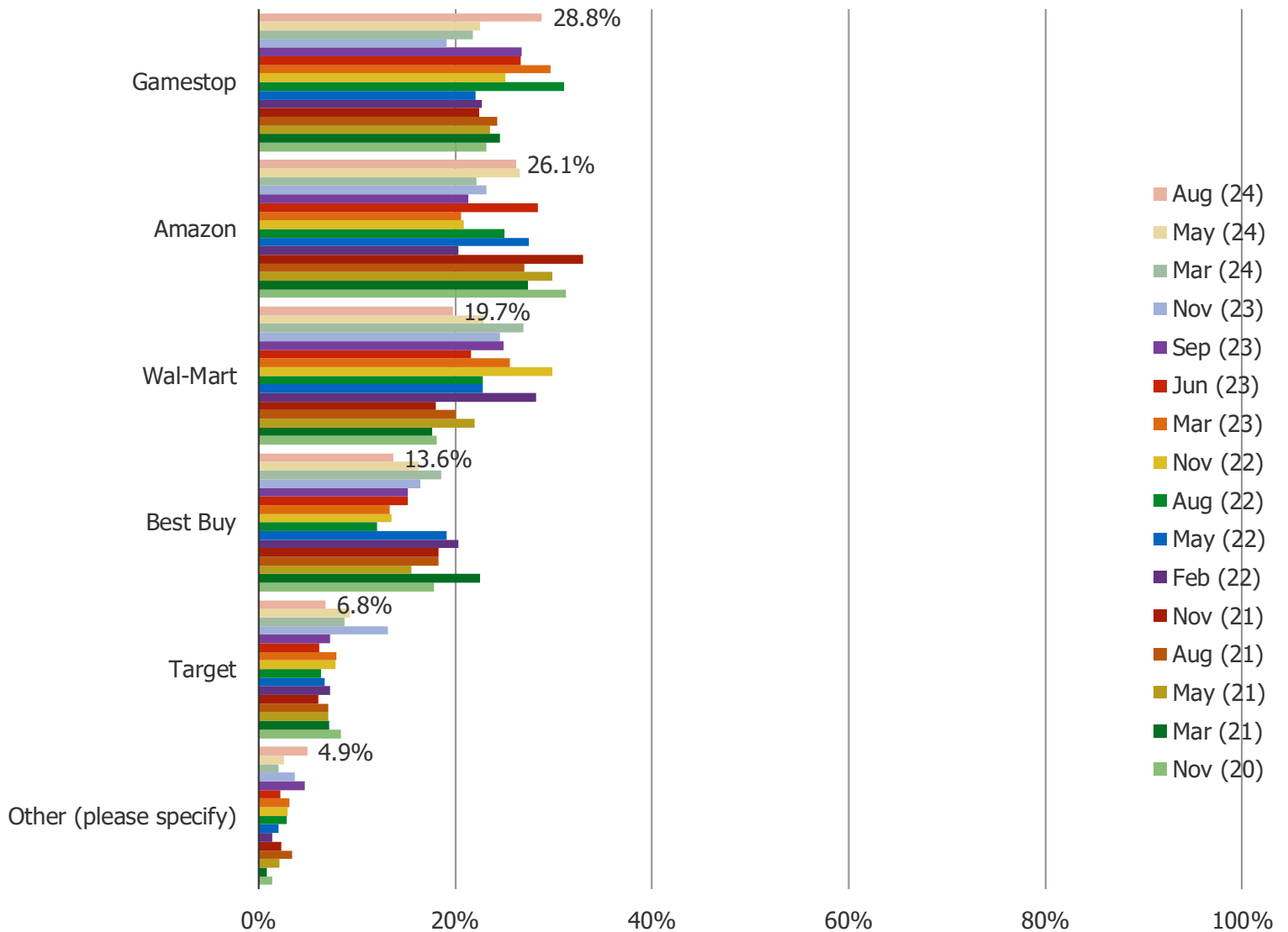
PLEASE CHARACTERIZE YOUR INTEREST IN THE PLAYSTATION 5?

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



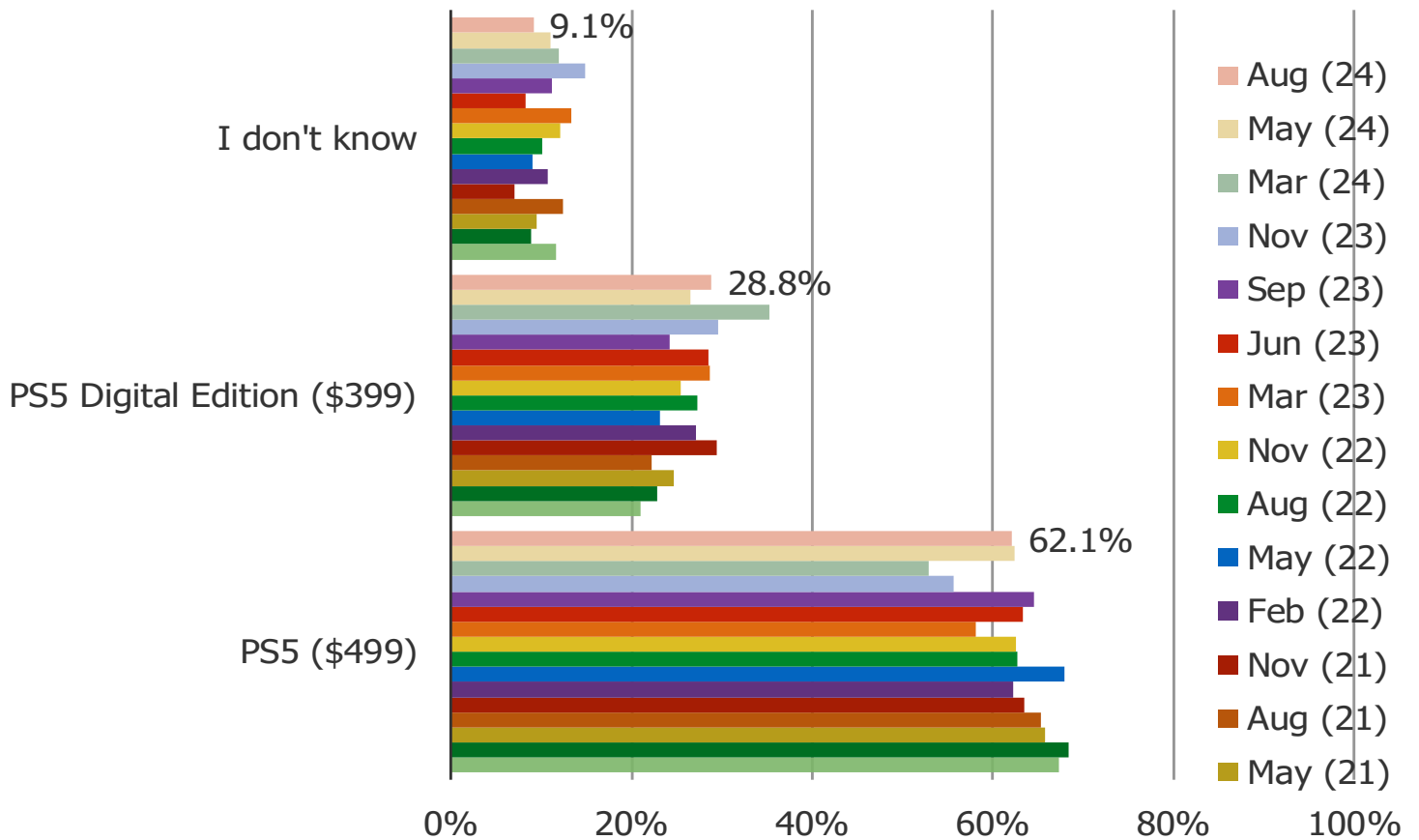
FROM WHERE WOULD YOU BE MOST LIKELY TO BUY THE PS5 FROM?

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



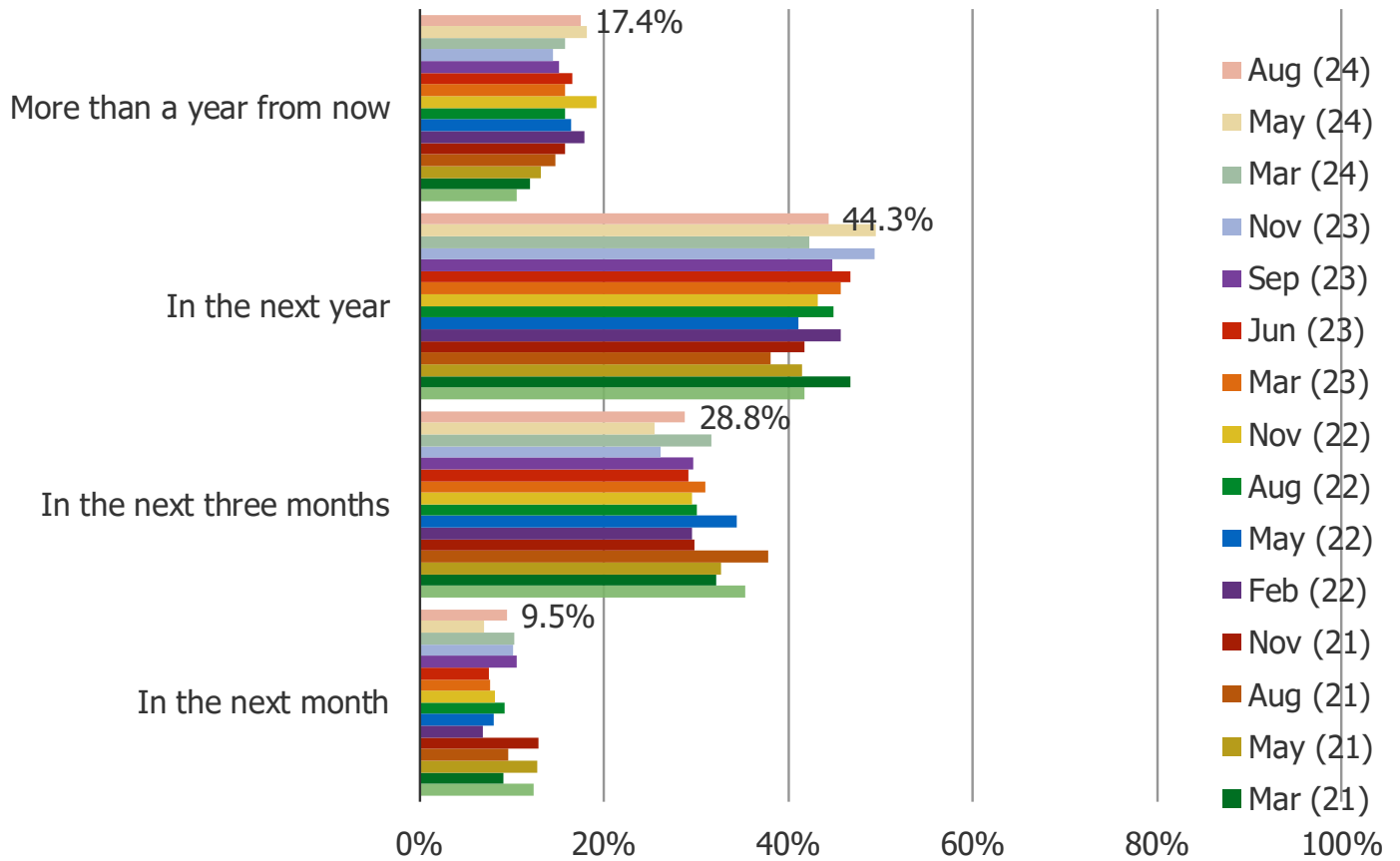
WHICH ARE YOU INTERESTED IN BUYING?

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



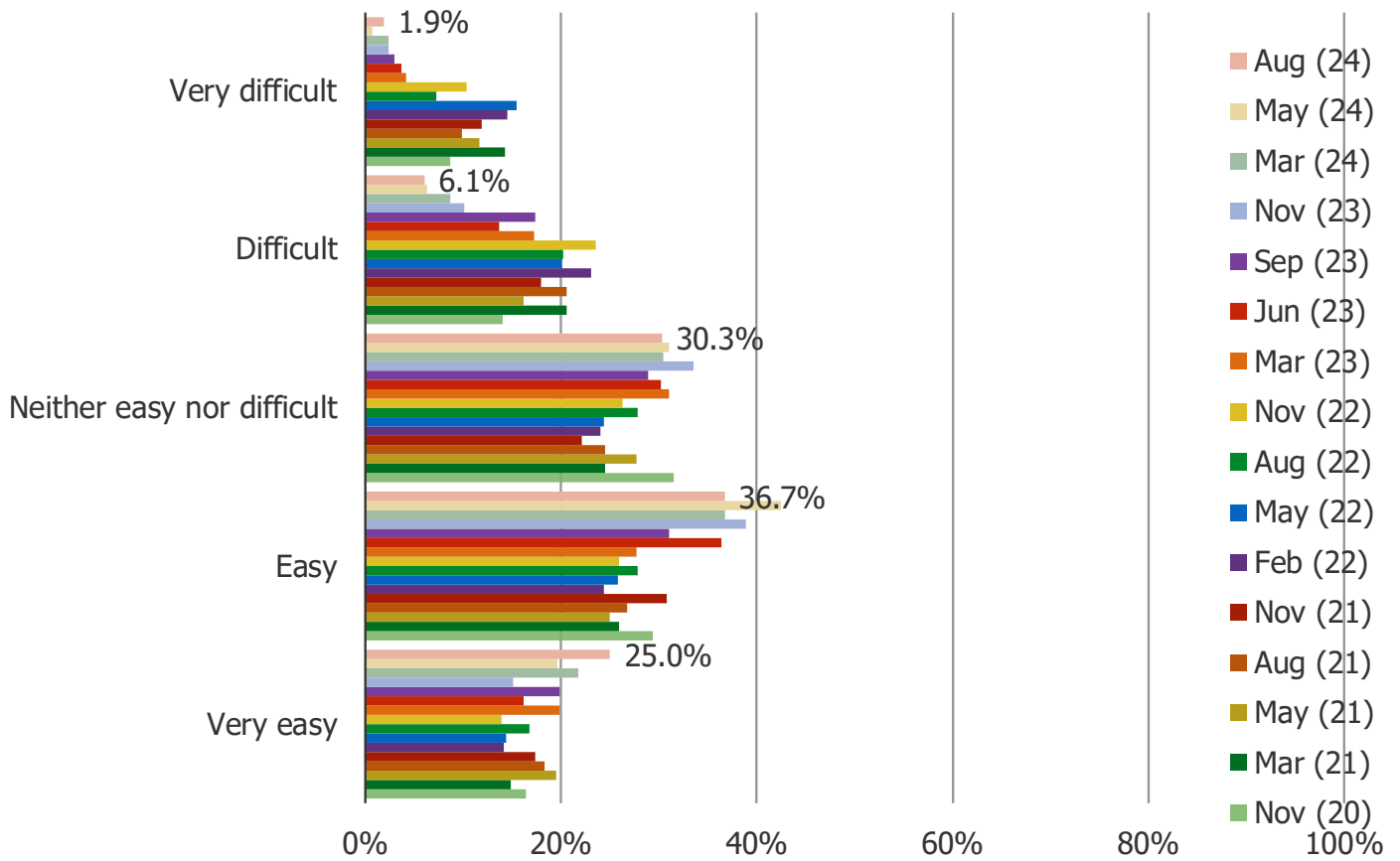
WHEN DO YOU EXPECT TO GET IT?

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



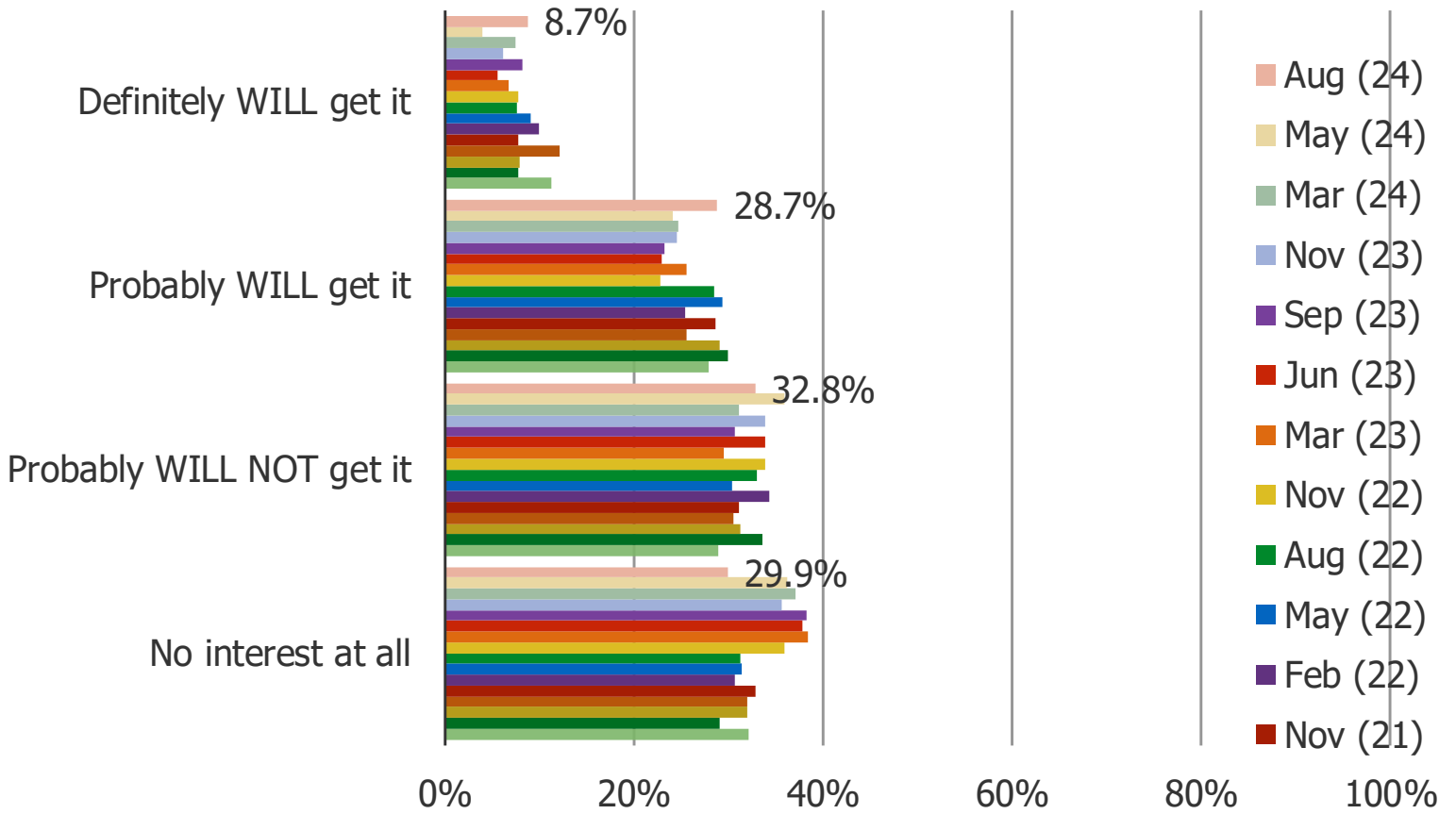
HOW EASY OR DIFFICULT DO YOU EXPECT IT WILL BE TO FIND THIS ITEM IN STOCK WHEN YOU TRY TO ORDER IT / BUY IT?

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



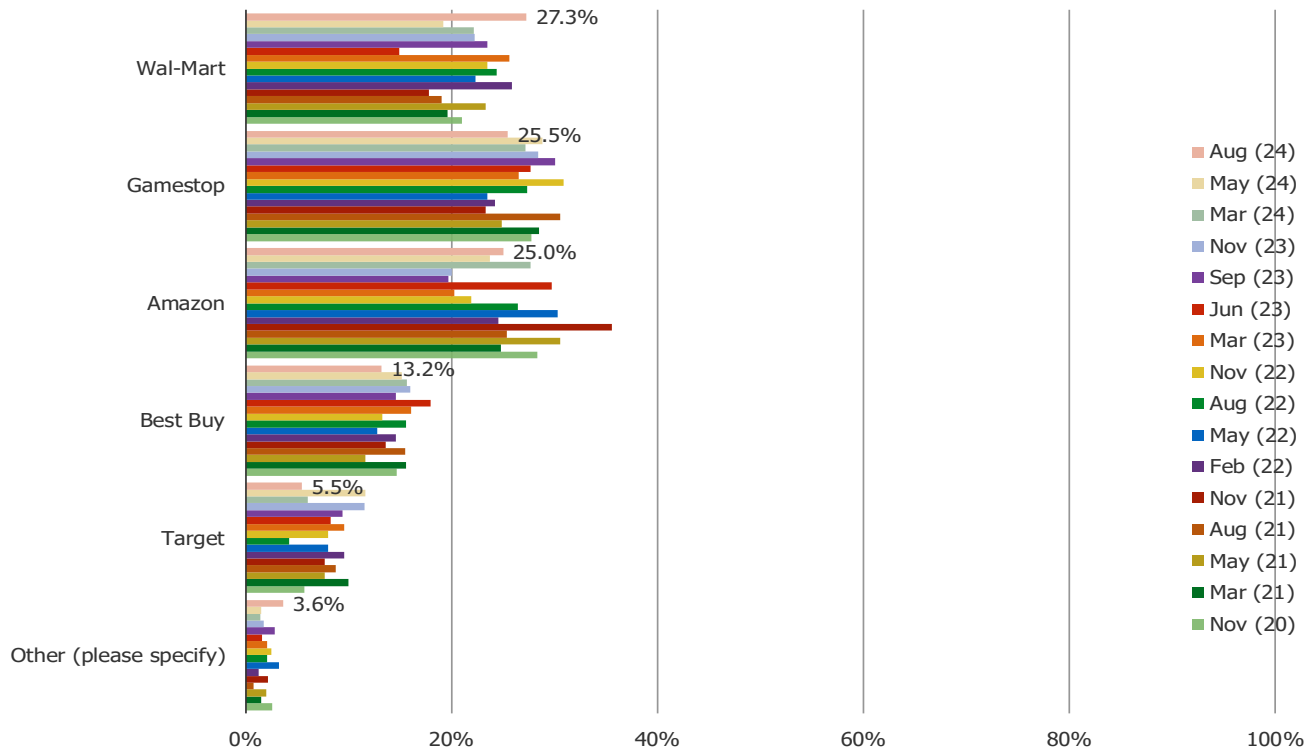
PLEASE CHARACTERIZE YOUR INTEREST IN THE SERIES X?

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



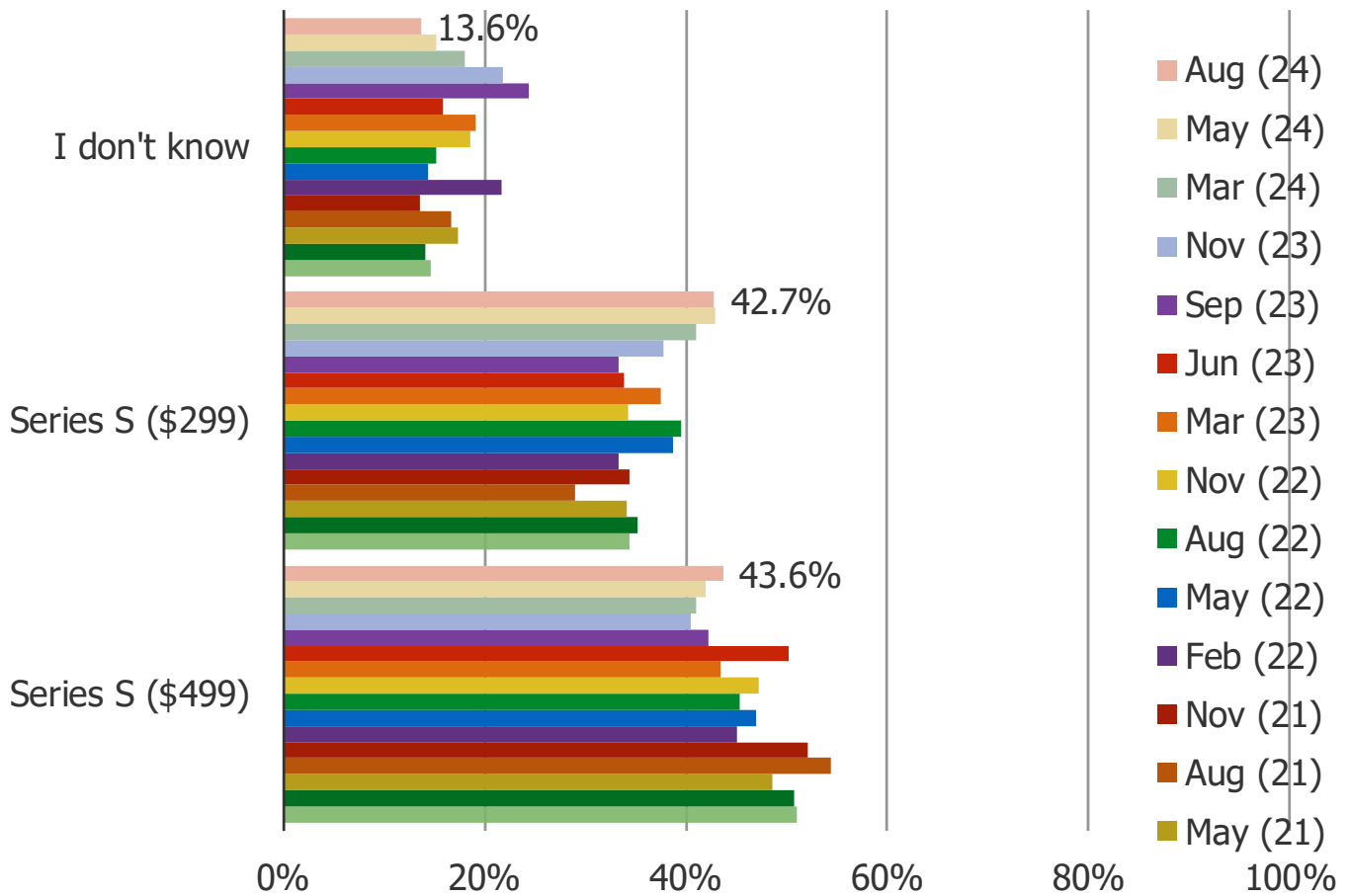
FROM WHERE WOULD YOU BE MOST LIKELY TO BUY THE SERIES X / S FROM?

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



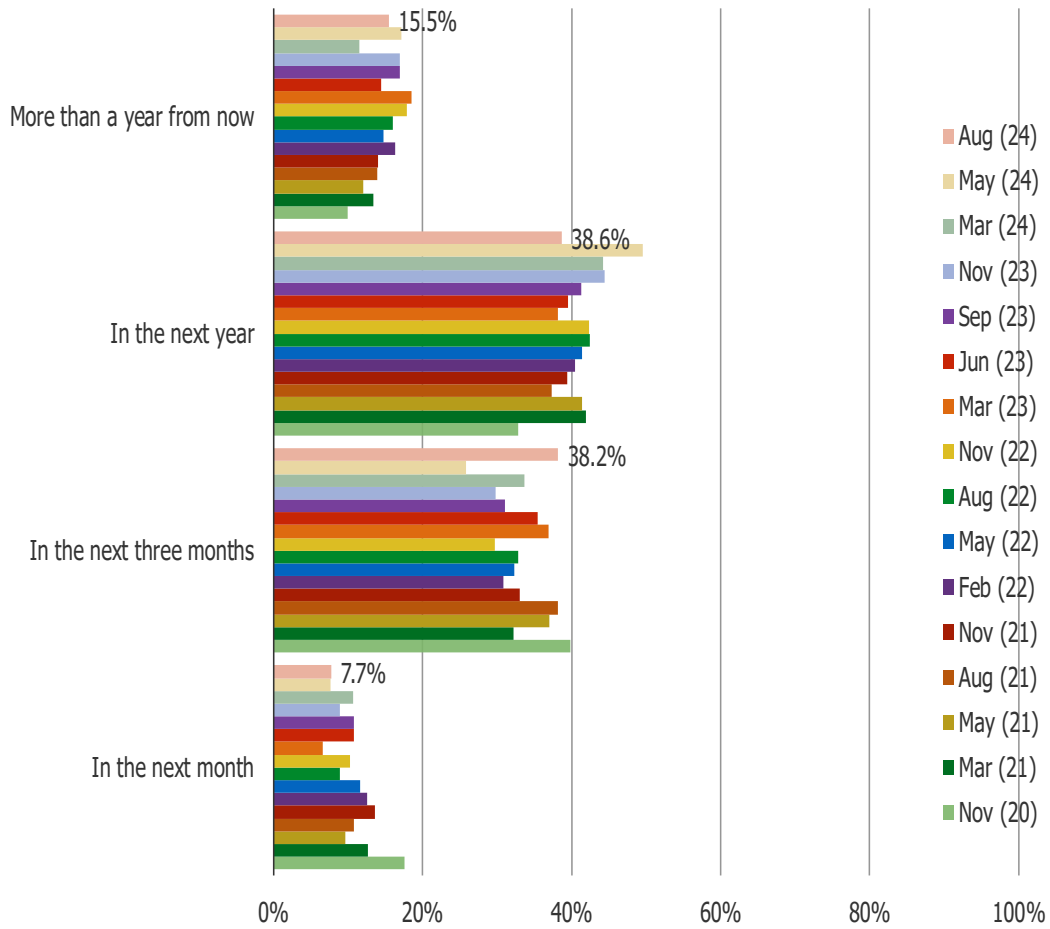
WHICH ARE YOU INTERESTED IN BUYING?

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



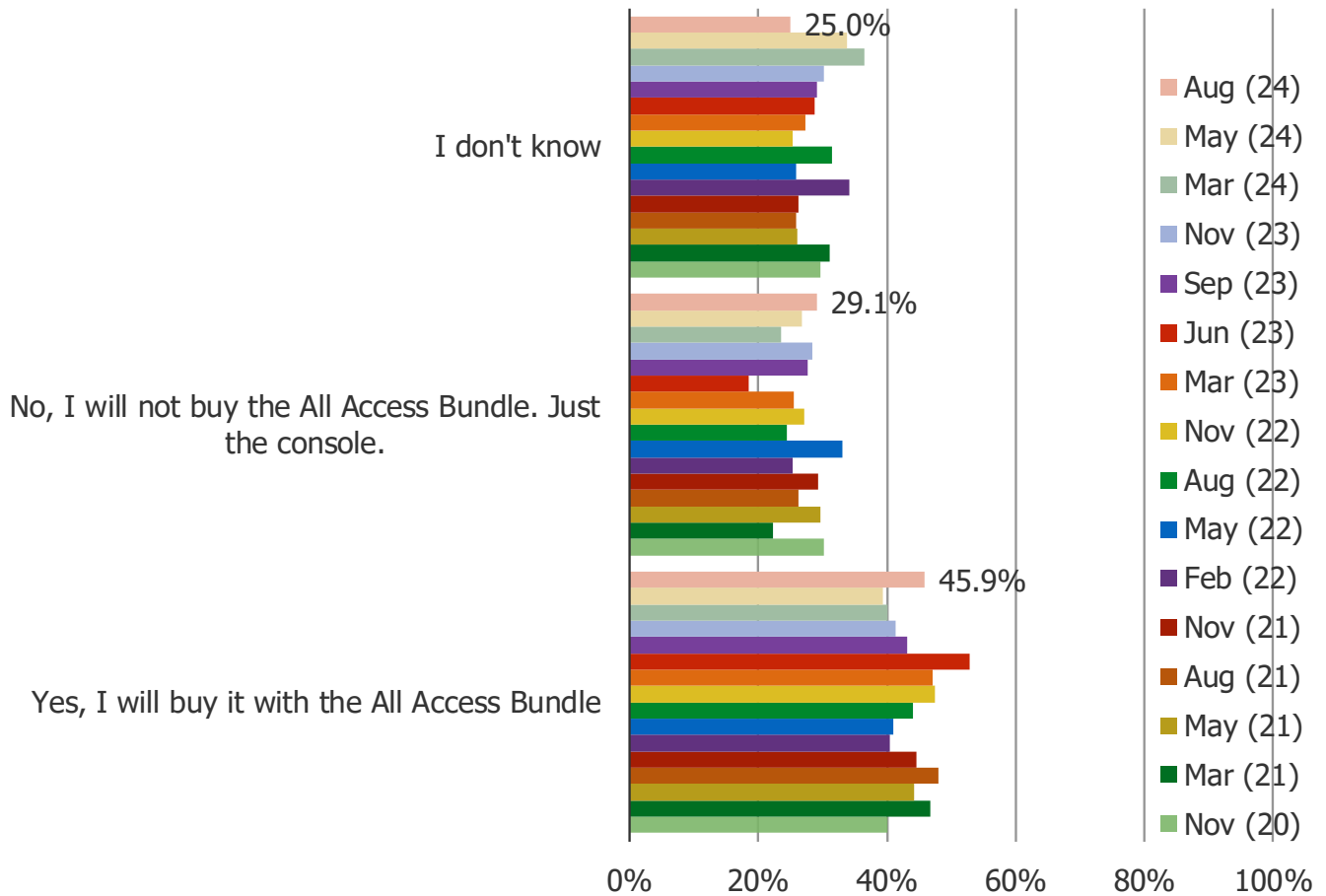
WHEN DO YOU EXPECT TO GET IT?

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



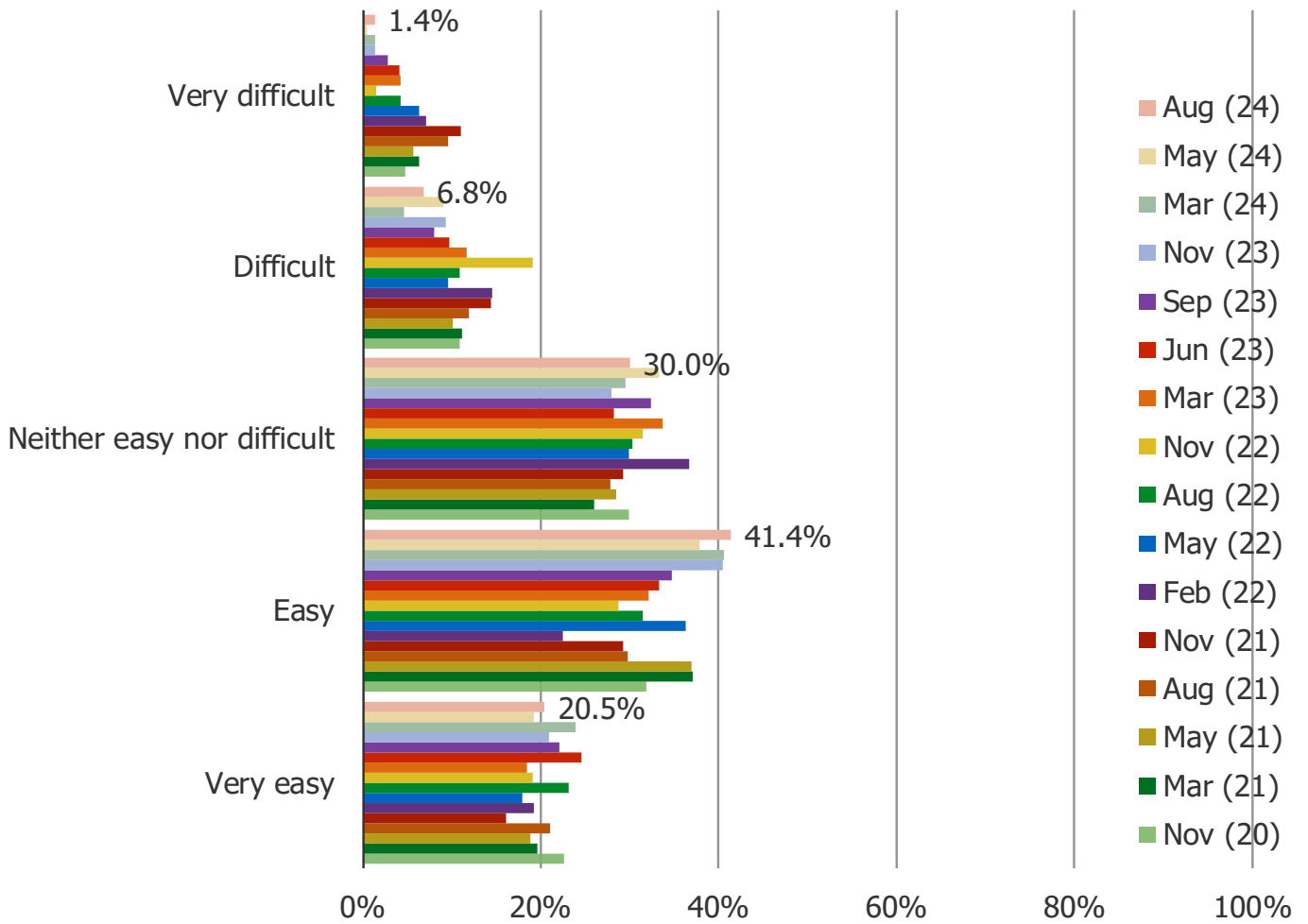
WILL YOU BUY IT WITH THE ALL-ACCESS BUNDLE?

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



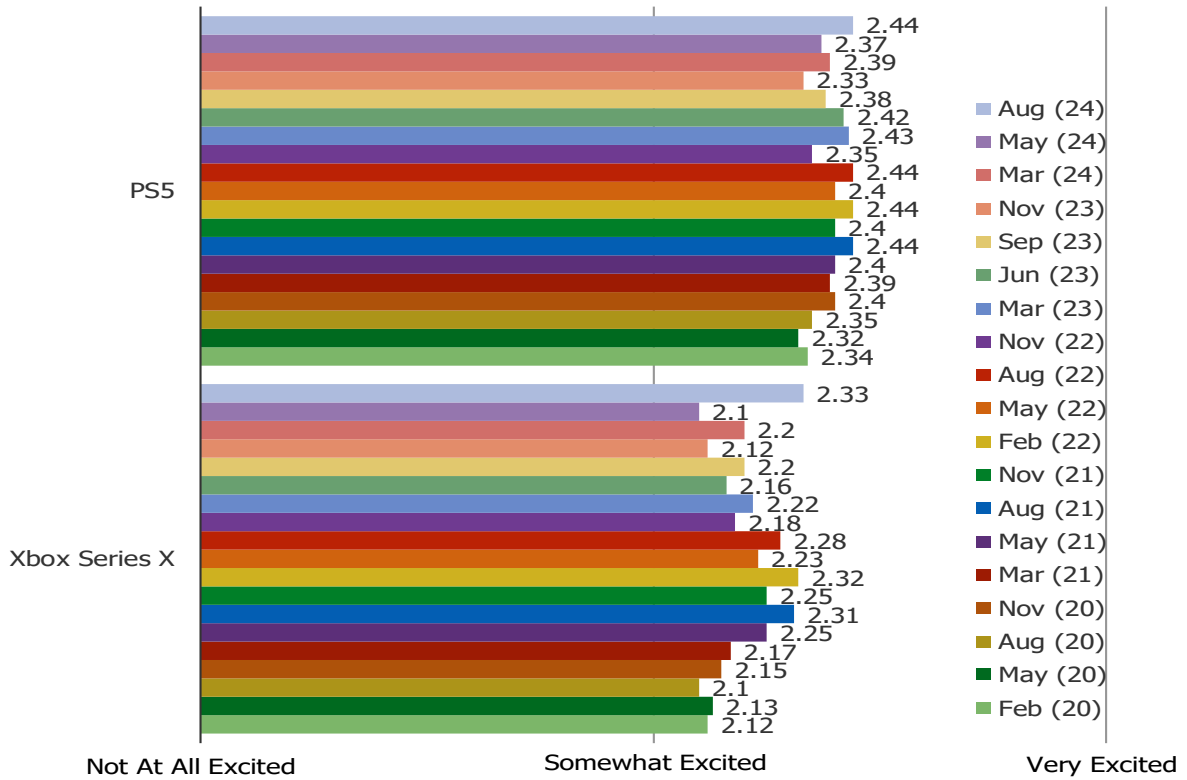
HOW EASY OR DIFFICULT DO YOU EXPECT IT WILL BE TO FIND THIS ITEM IN STOCK WHEN YOU TRY TO ORDER IT / BUY IT?

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



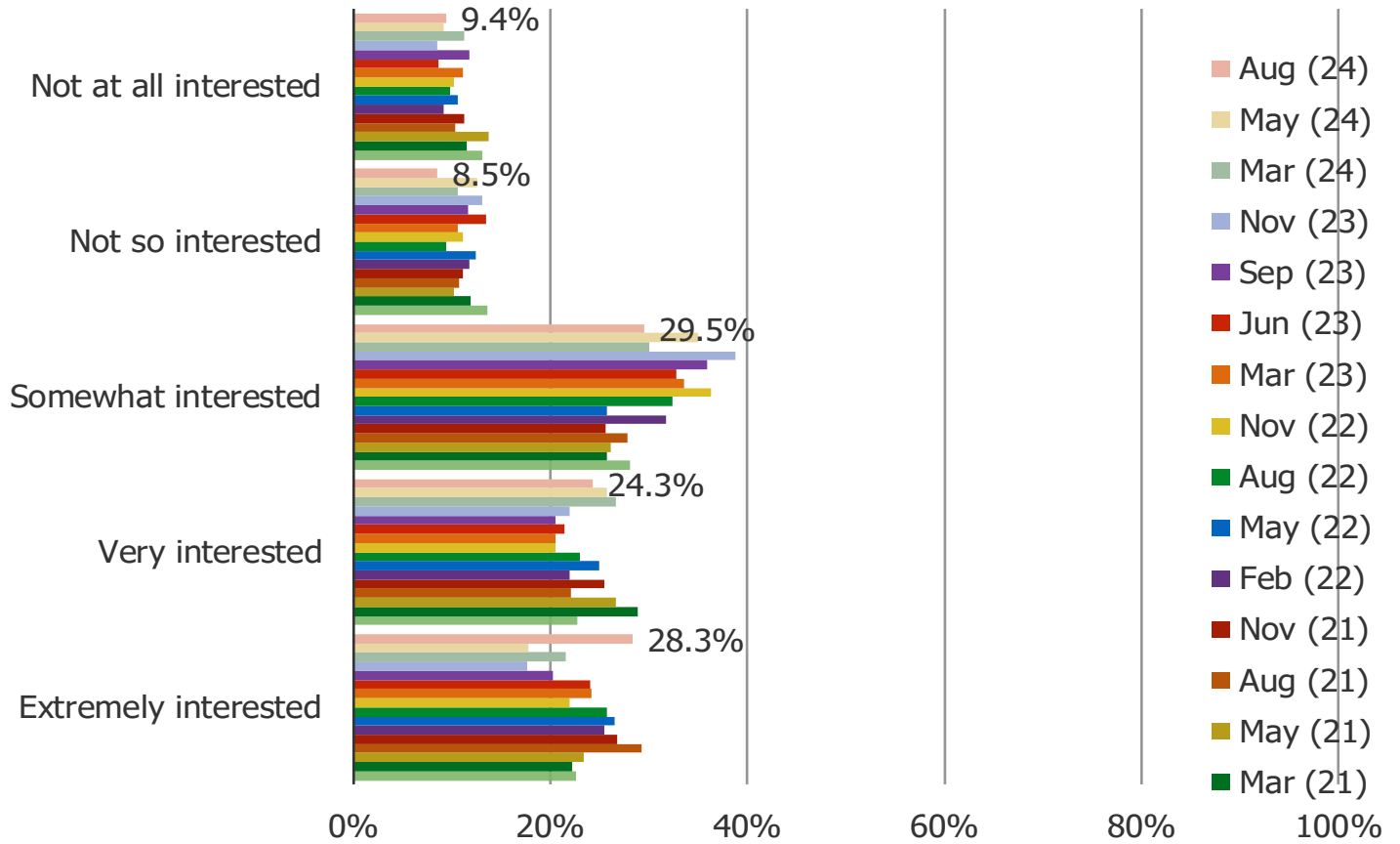
PLEASE RATE YOUR LEVEL OF EXCITEMENT FOR THE EXCLUSIVE GAME LINEUP THAT WILL BE AVAILABLE FOR THIS PLATFORM.

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)

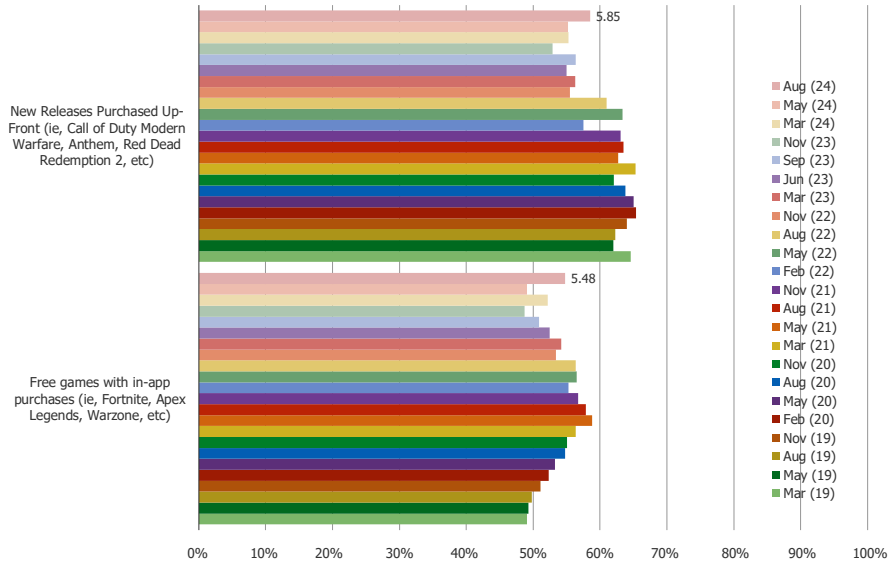
Posed to the target audience.



NEW RELEASES VS. FREE GAMES AND MICROTRANSACTIONS

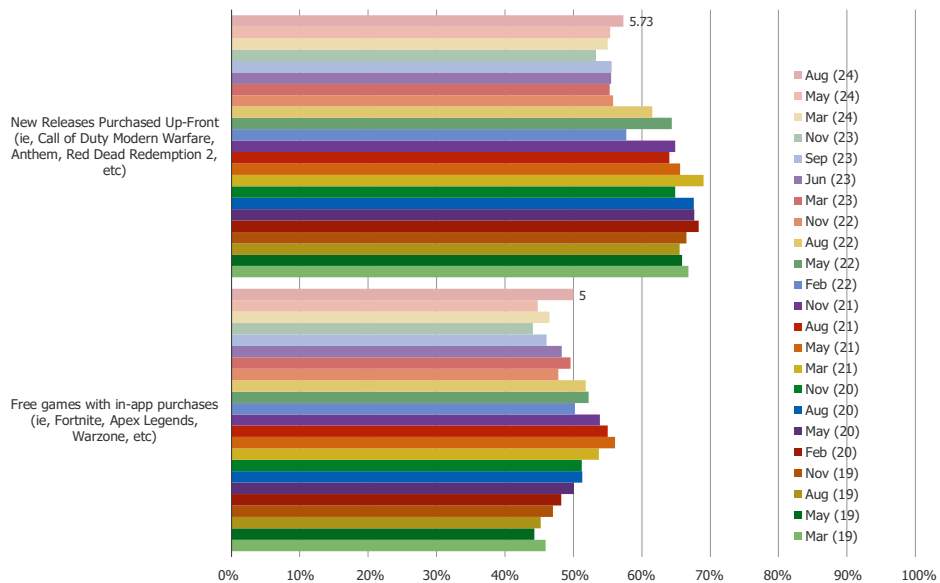
HOW MUCH OF YOUR GAME PLAYING TIME GETS ALLOCATED TO THE FOLLOWING?

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



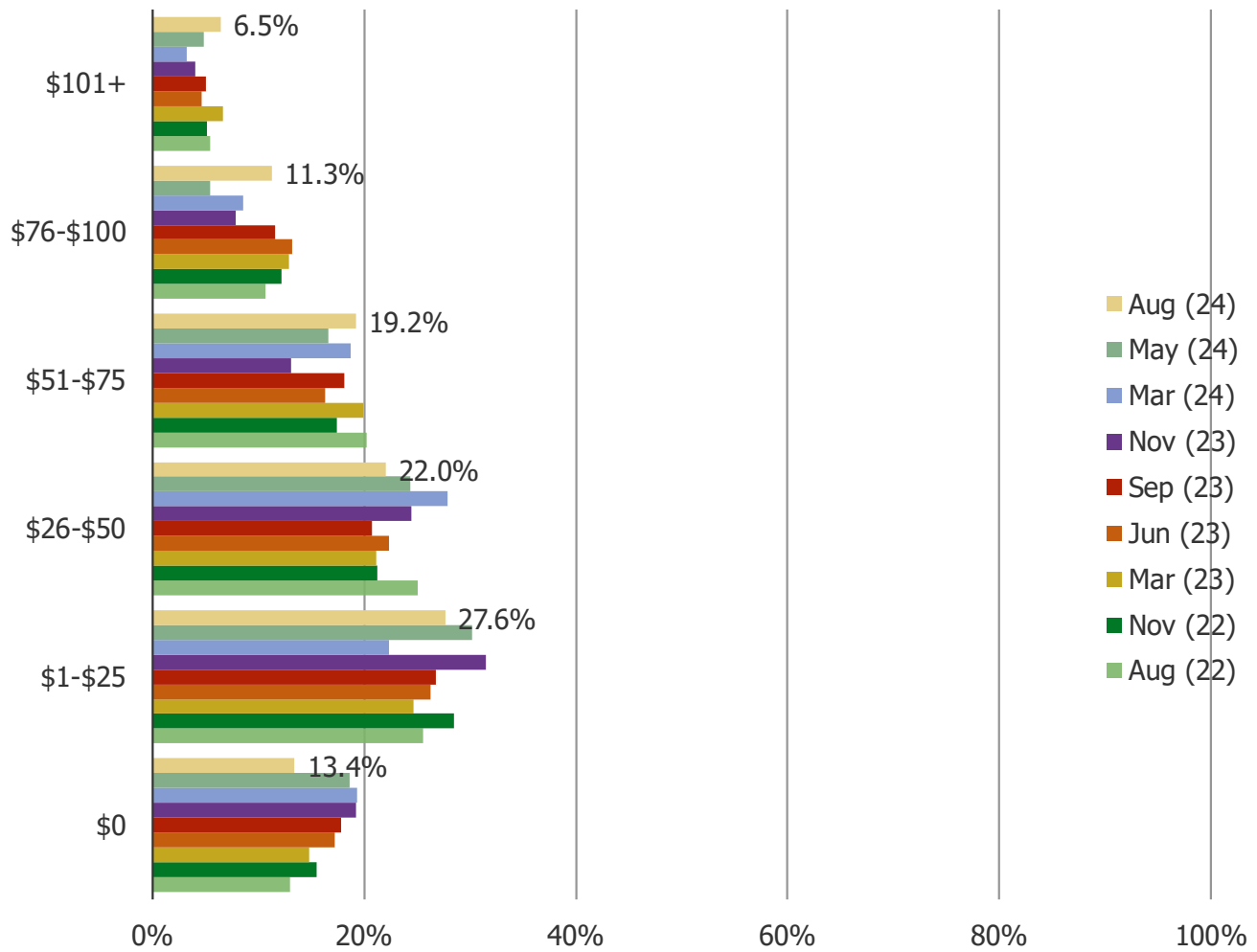
HOW MUCH OF YOUR GAME SPENDING BUDGET GETS ALLOCATED TO THE FOLLOWING?

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



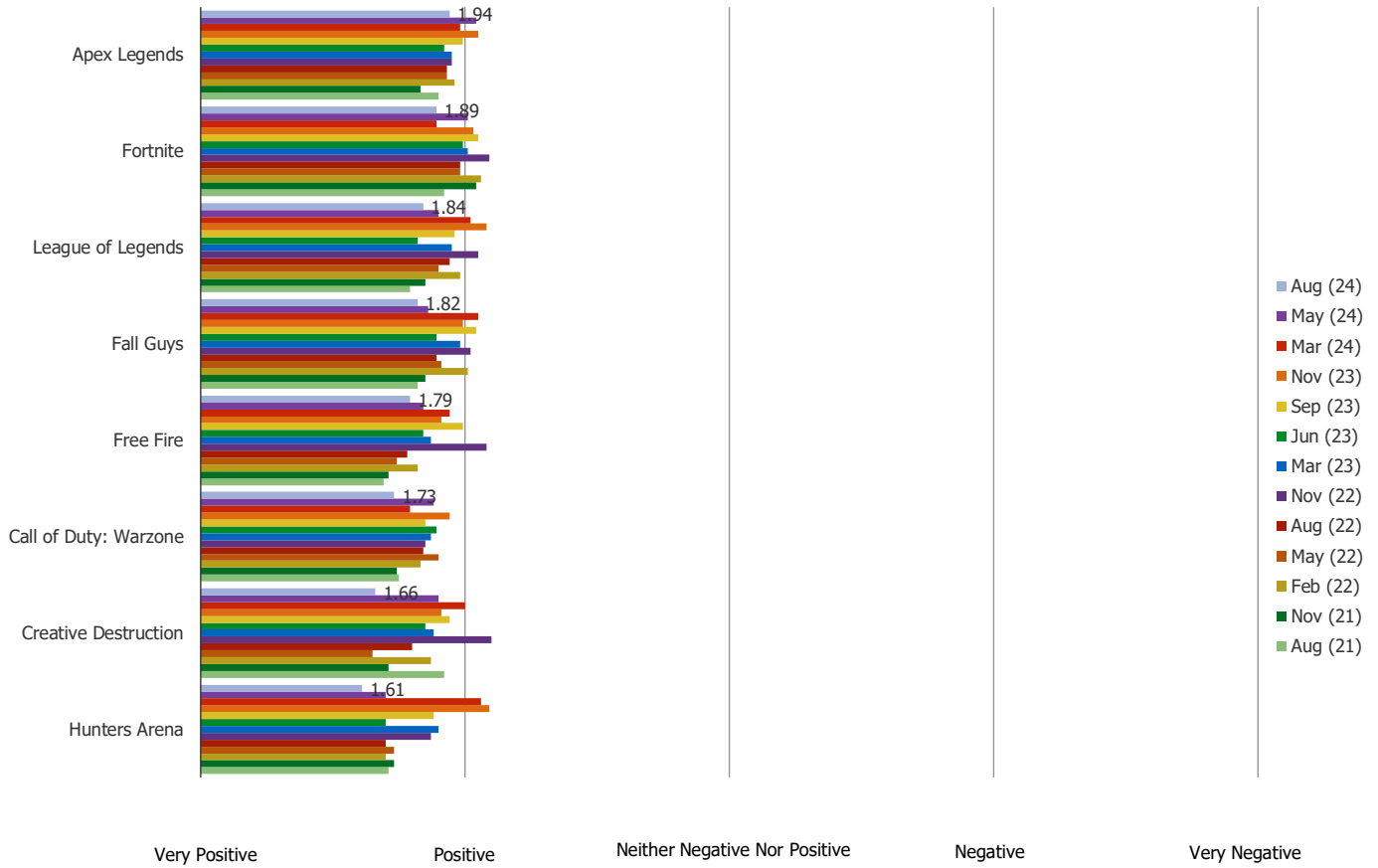
HOW MUCH MONEY DO YOU TYPICALLY SPEND PER MONTH ON IN-GAME PURCHASES?

This question was posed to the target audience.



WHAT IS YOUR OPINION OF THIS GAME?

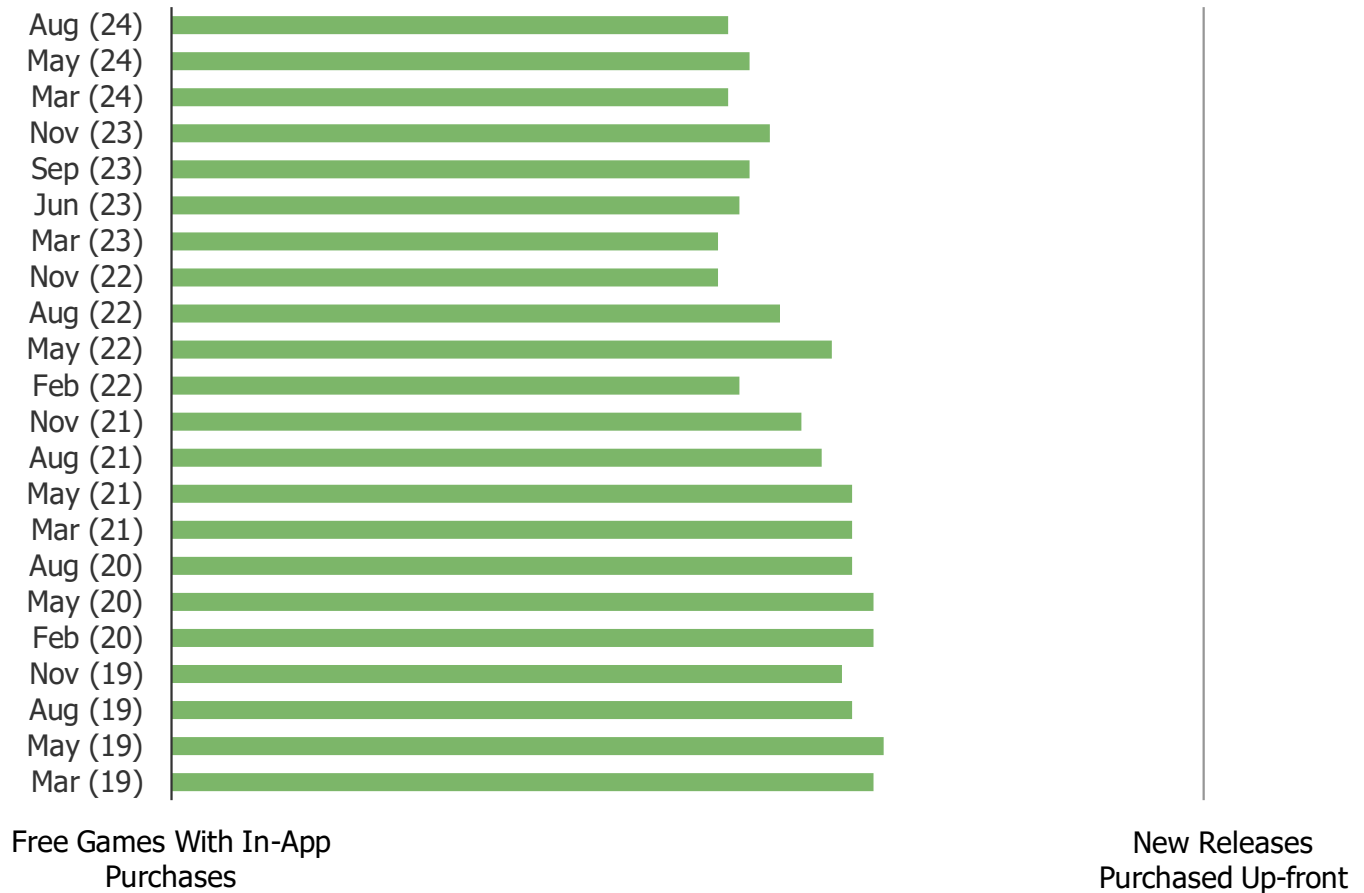
This question was posed to respondents who said they have played each of the following.



←
More positive.

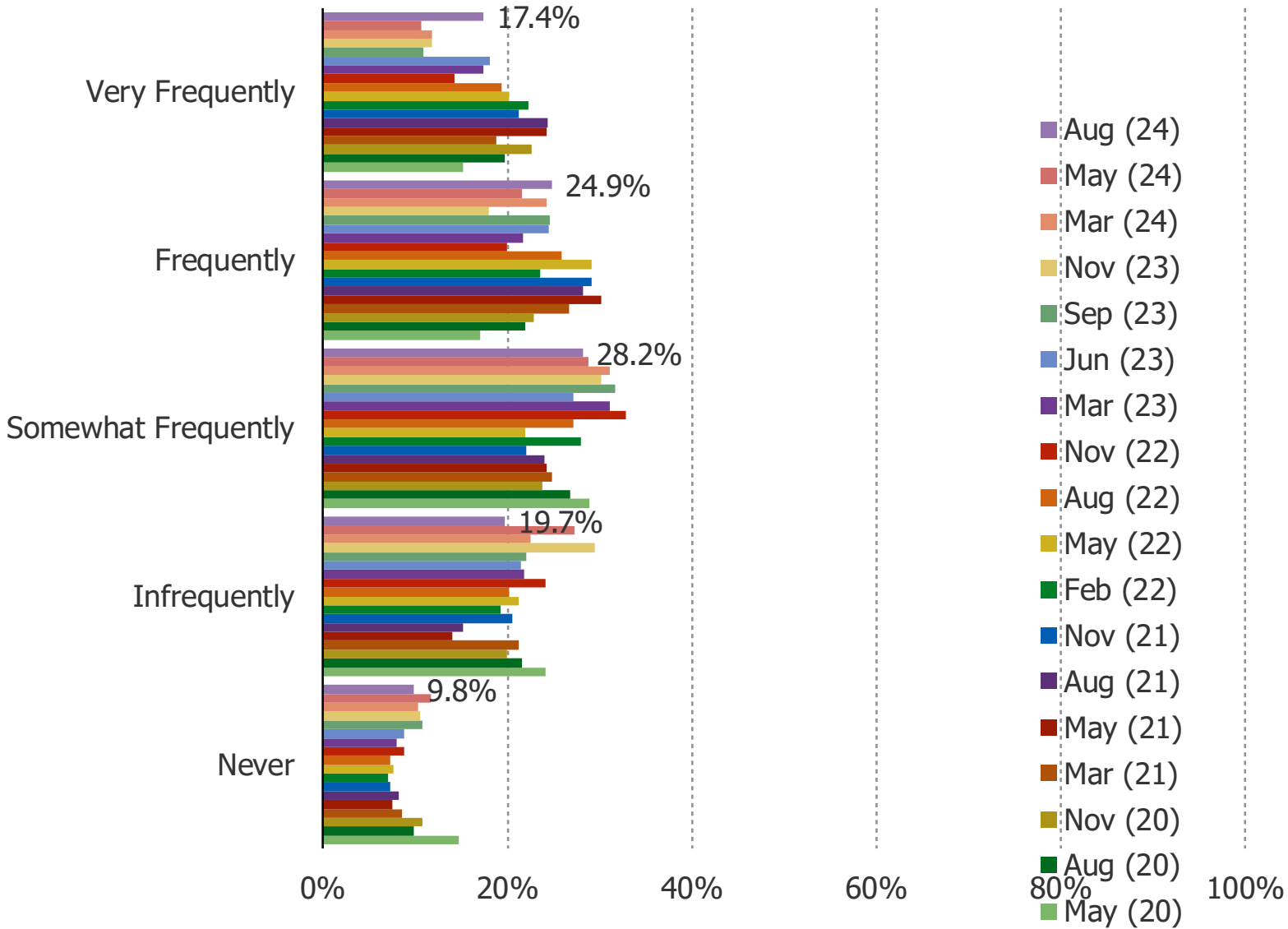
WHICH DO YOU PREFER?

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



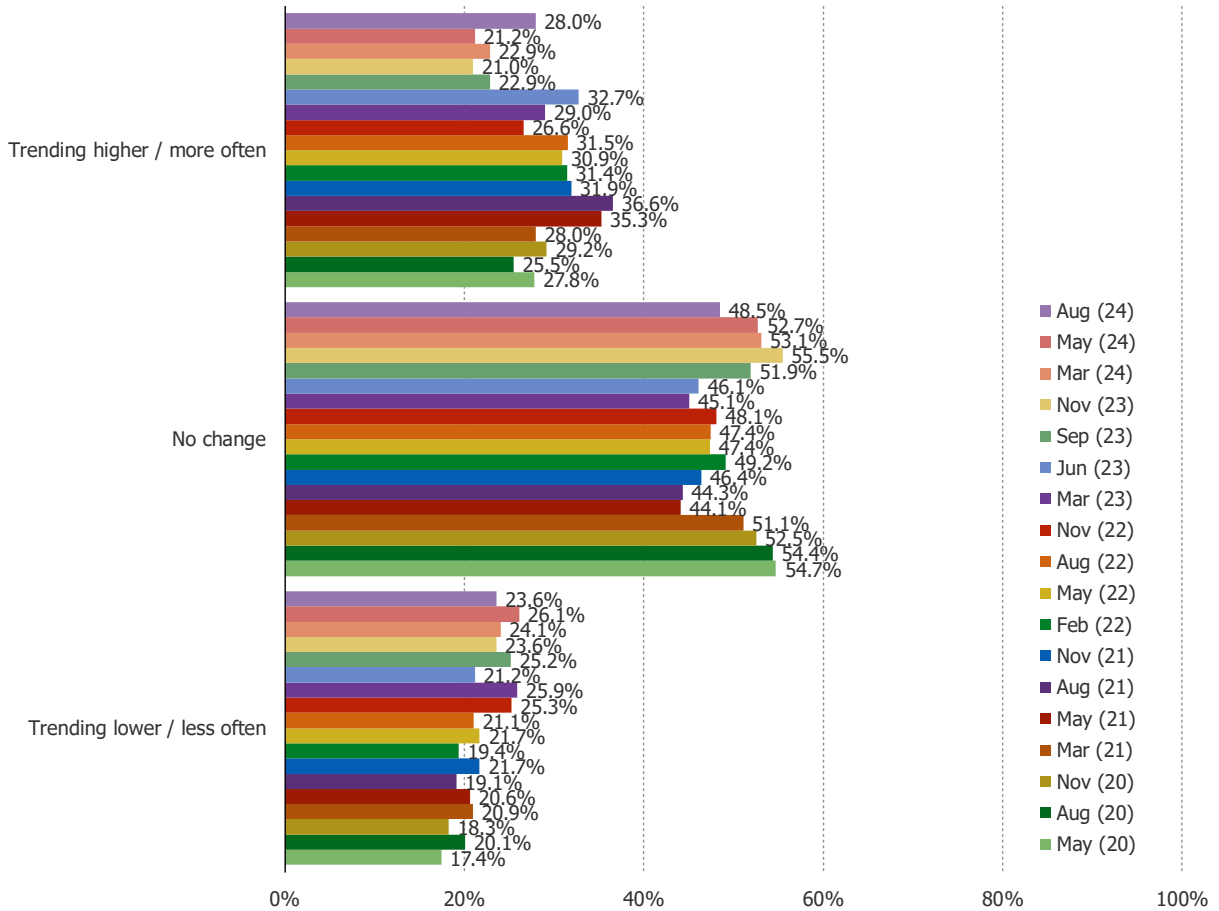
HOW OFTEN DO YOU SPEND MONEY ON DOWNLOADABLE CONTENT WITHIN GAMES YOU PLAY ON XBOX ONE OR THE SERIES X?

Posed to Xbox One owners.



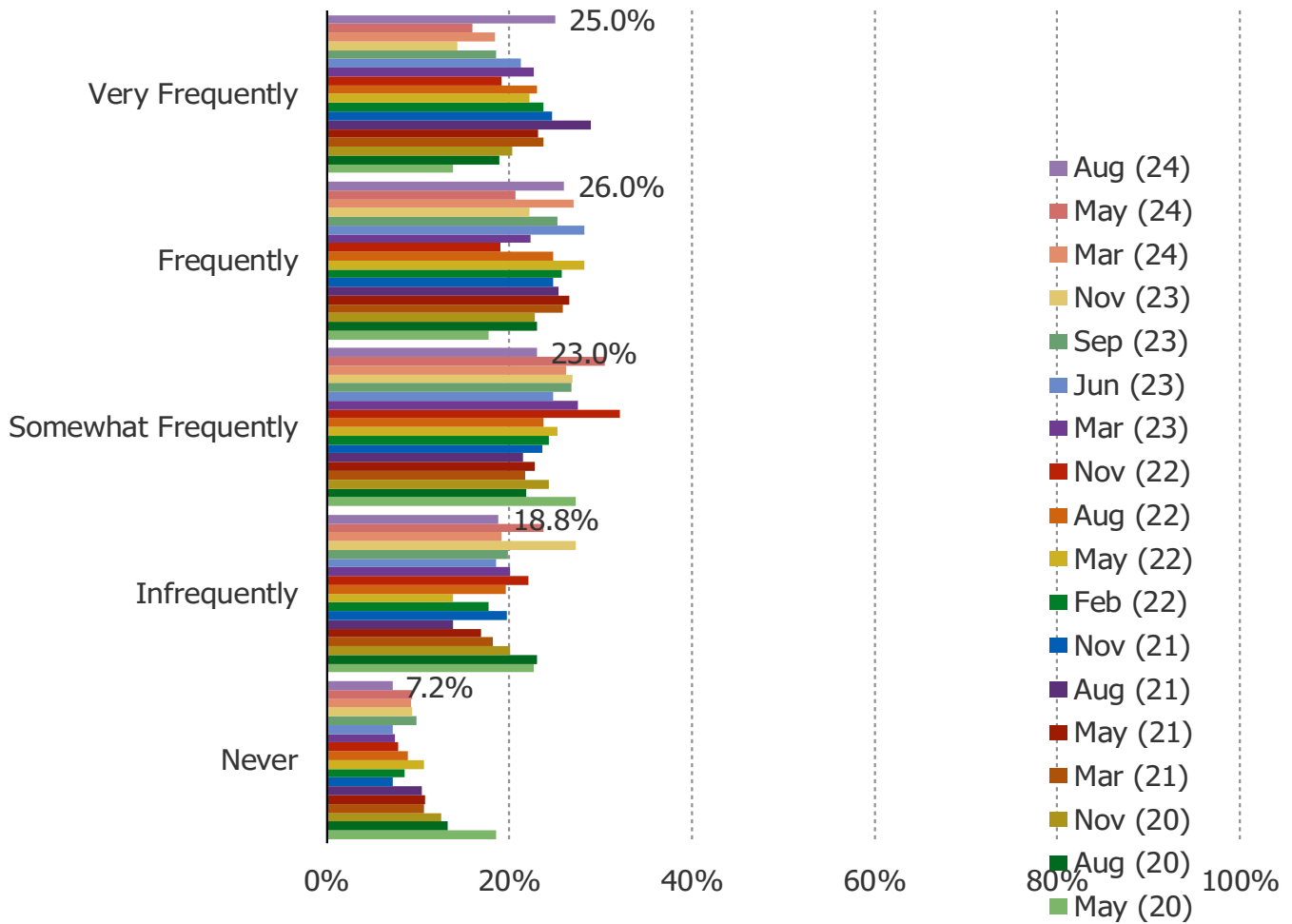
HAS YOUR SPENDING ON DOWNLOADABLE CONTENT WITHIN GAMES ON XBOX ONE OR THE SERIES X BEEN TRENDING HIGHER OR LOWER OVER TIME?

Posed to Xbox Series X or Xbox One owners.



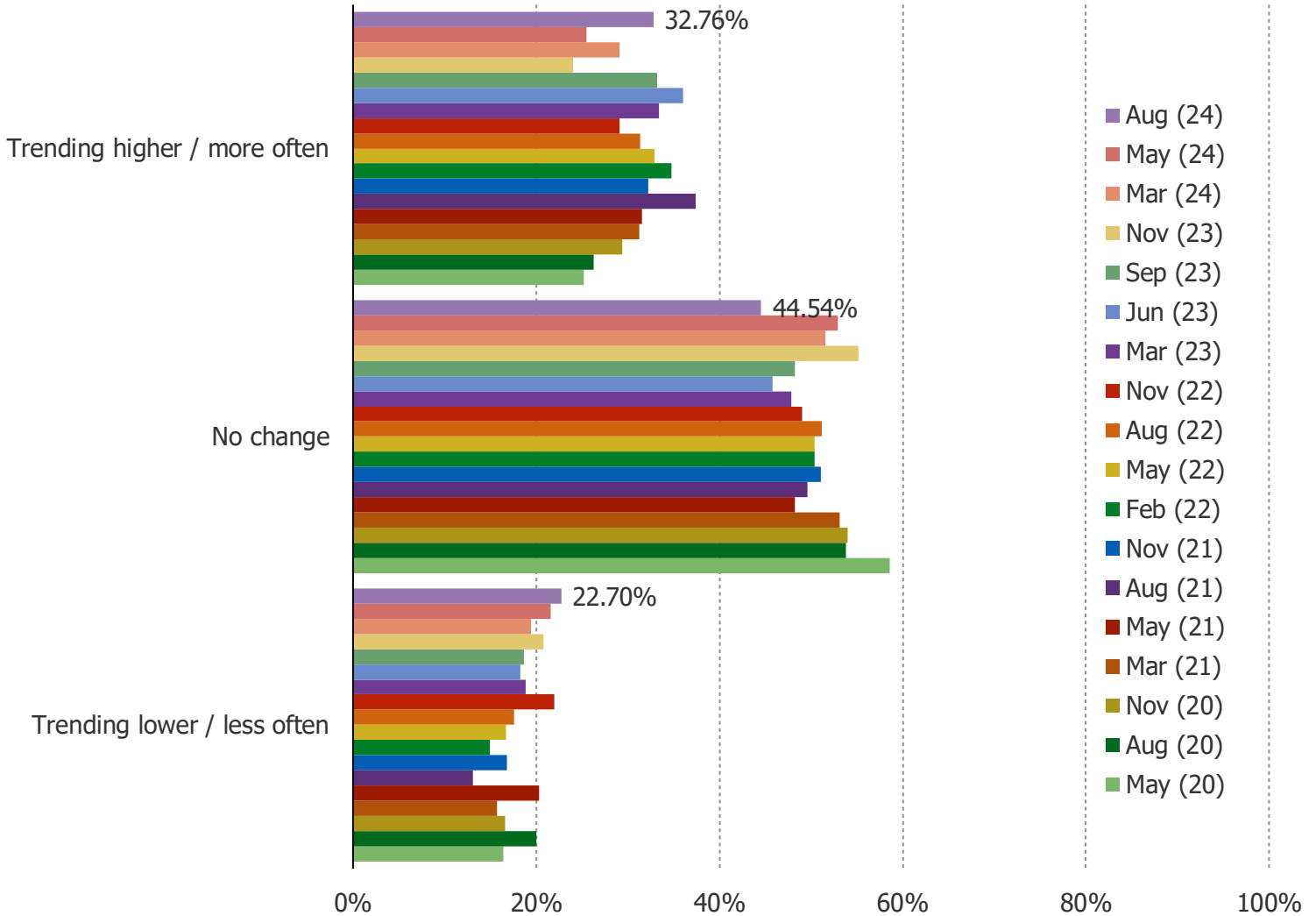
HOW OFTEN DO YOU SPEND MONEY ON DOWNLOADABLE CONTENT WITHIN GAMES YOU PLAY ON PS4/PS5?

Posed to PS4 or PS5 owners.



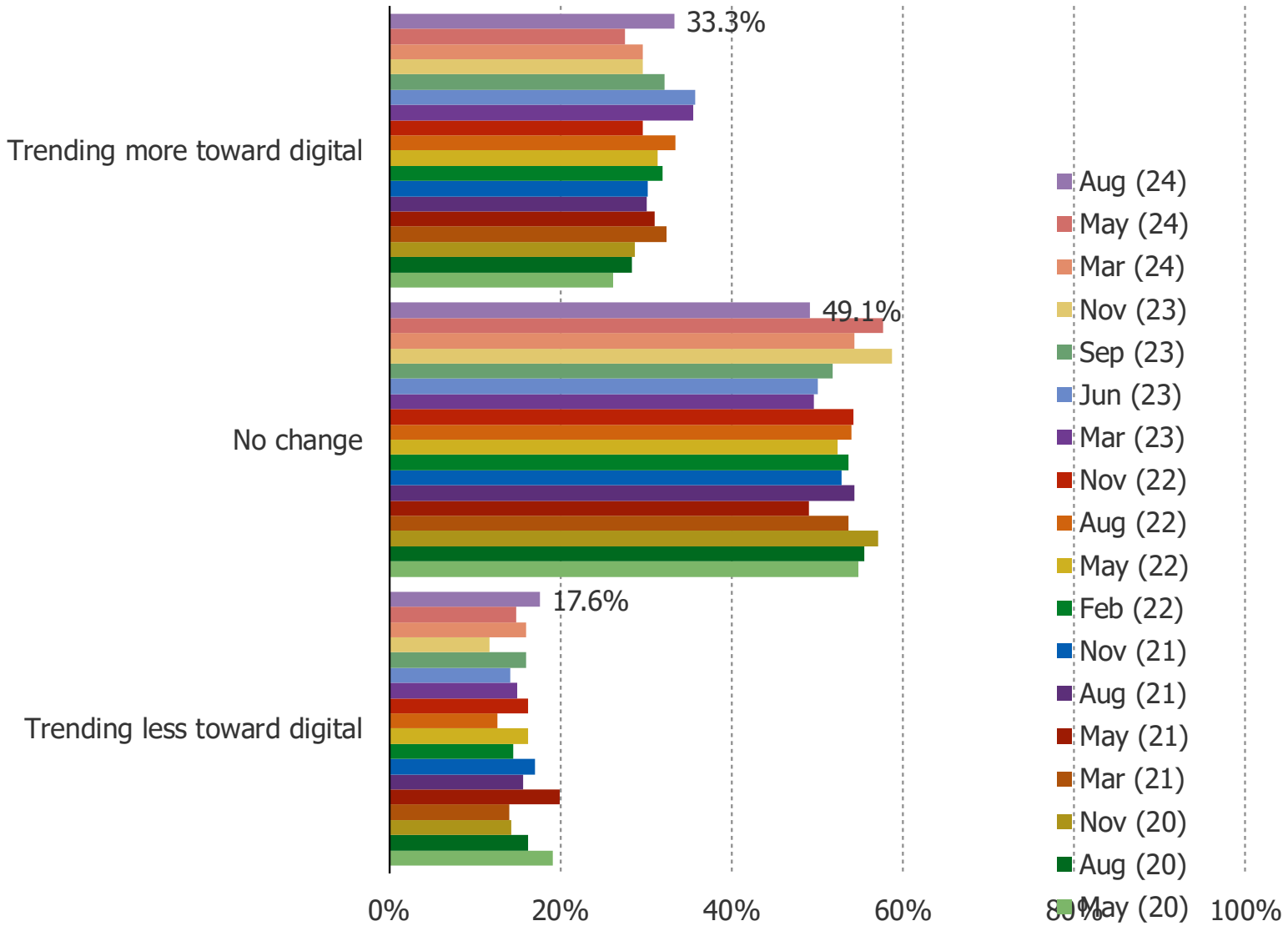
HAS YOUR SPENDING ON DOWNLOADABLE CONTENT WITHIN GAMES ON PS4/PS5 BEEN TRENDING HIGHER OR LOWER OVER TIME?

Posed to PS5 or PS4 owners.



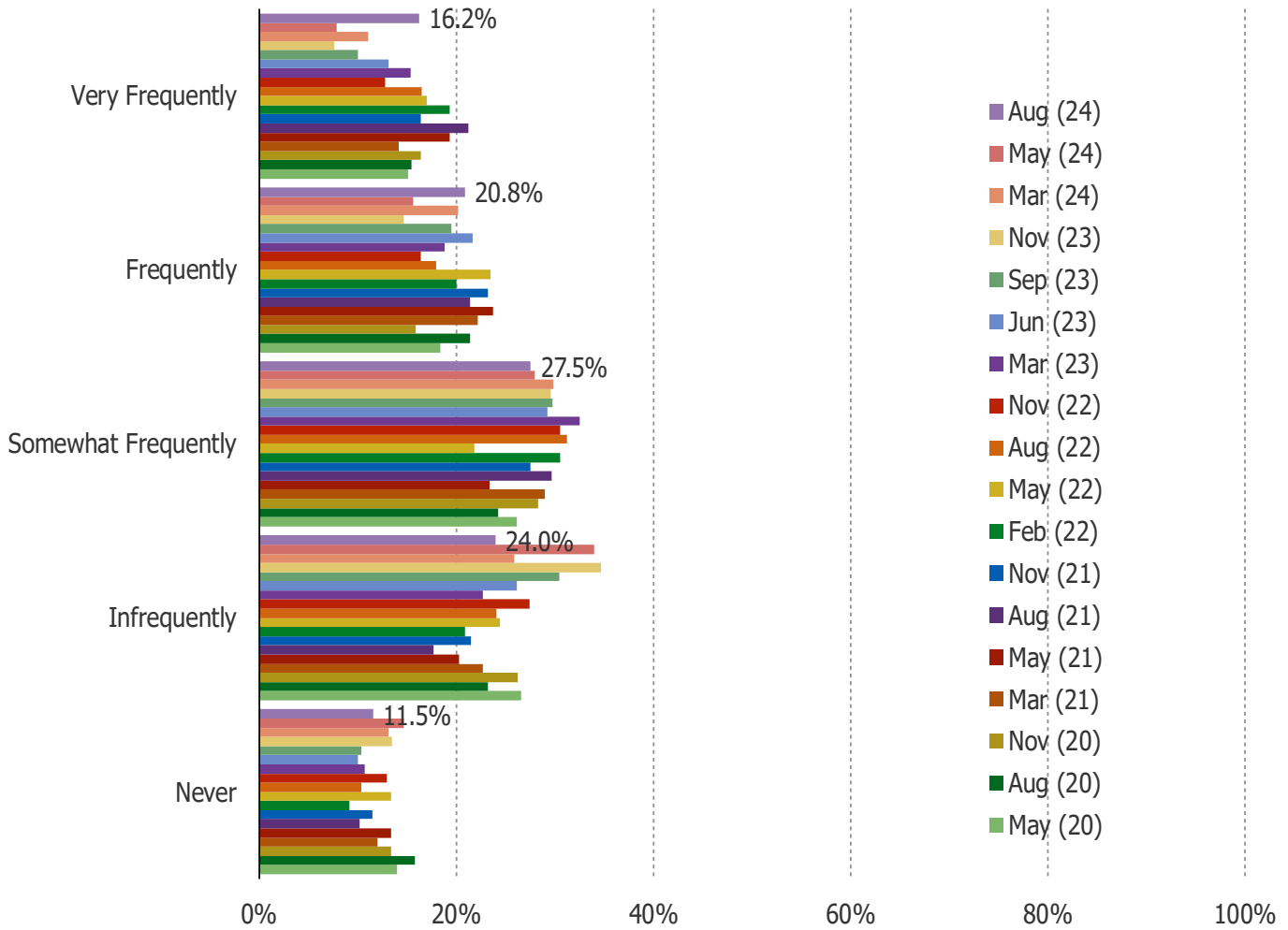
HAS YOUR SPENDING ON DIGITAL GAMES FOR NINTENDO SWITCH/SWITCH LITE BEEN TRENDING HIGHER OR LOWER OVER TIME?

Posed to Nintendo Switch / Switch Lite owners.



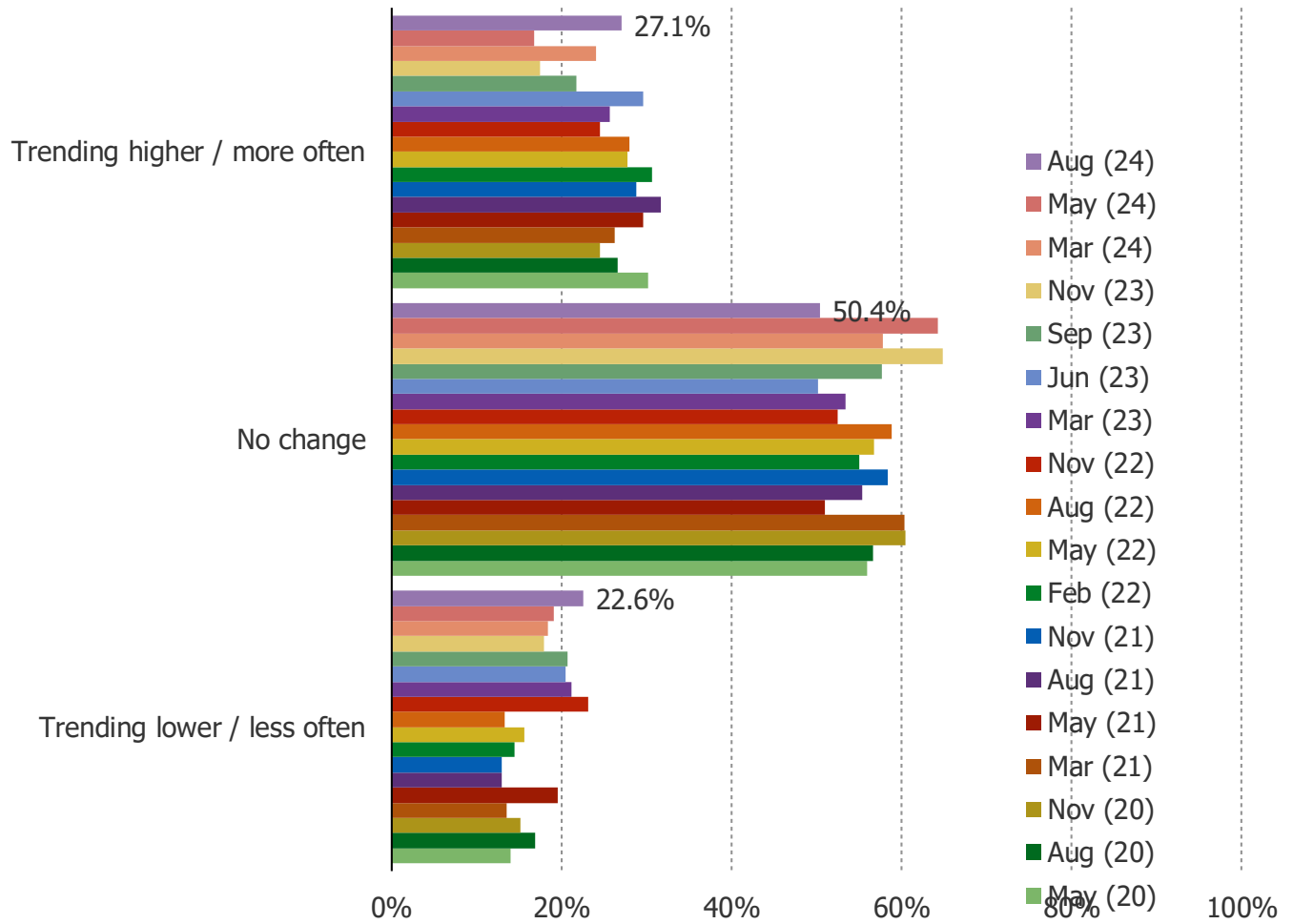
HOW OFTEN DO YOU SPEND MONEY ON DOWNLOADABLE CONTENT WITHIN GAMES YOU PLAY ON NINTENDO SWITCH/SWITCH LITE?

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.

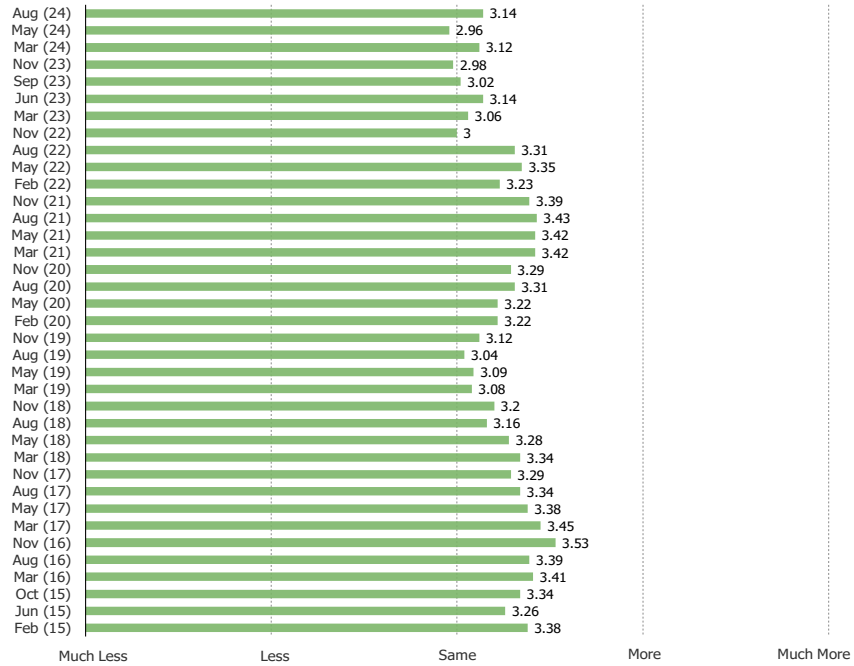


It's In The Game

DIGITAL MARKET SHARE

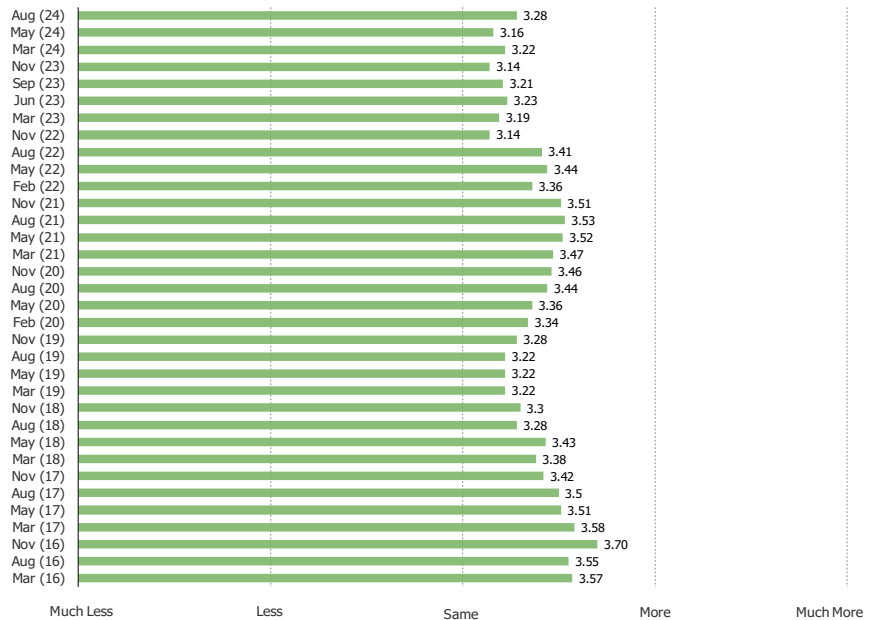
HOW OFTEN ARE YOU DOWNLOADING NEW RELEASE DIGITAL GAMES NOW COMPARED TO 12 MONTHS AGO?

This question was posed to the target audience.



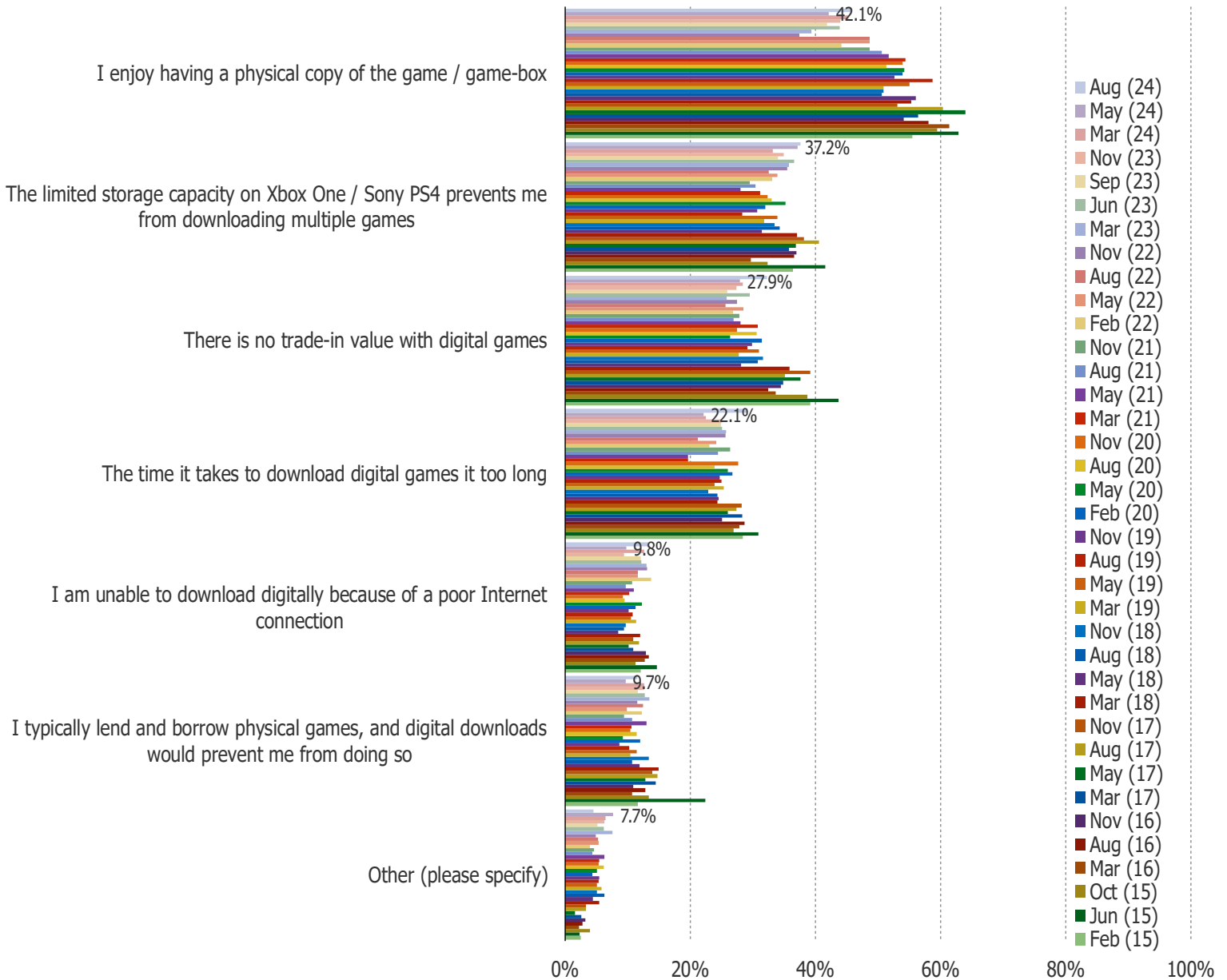
DO YOU EXPECT TO INCREASE OR DECREASE THE NUMBER OF GAMES THAT YOU PURCHASE VIA DIGITAL DOWNLOAD IN THE NEXT 12 MONTHS?

This question was posed to the target audience.



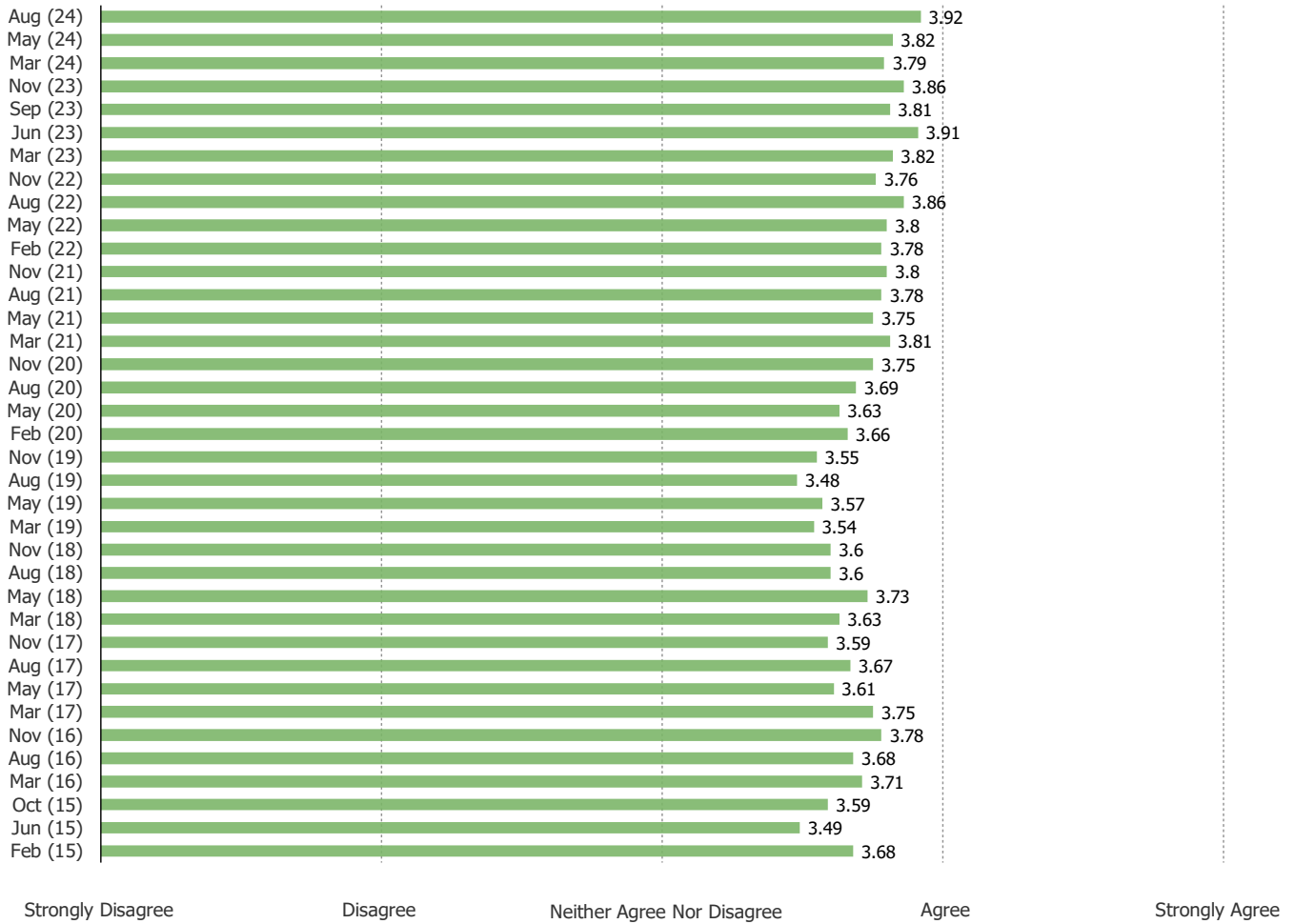
FOR THOSE WHO EXPECT TO BUY THE SAME OR LESS DIGITAL GAMES IN THE NEXT 12 MONTHS, WHY DO YOU PREFER PHYSICAL GAMES?

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.



Strongly Disagree

Disagree

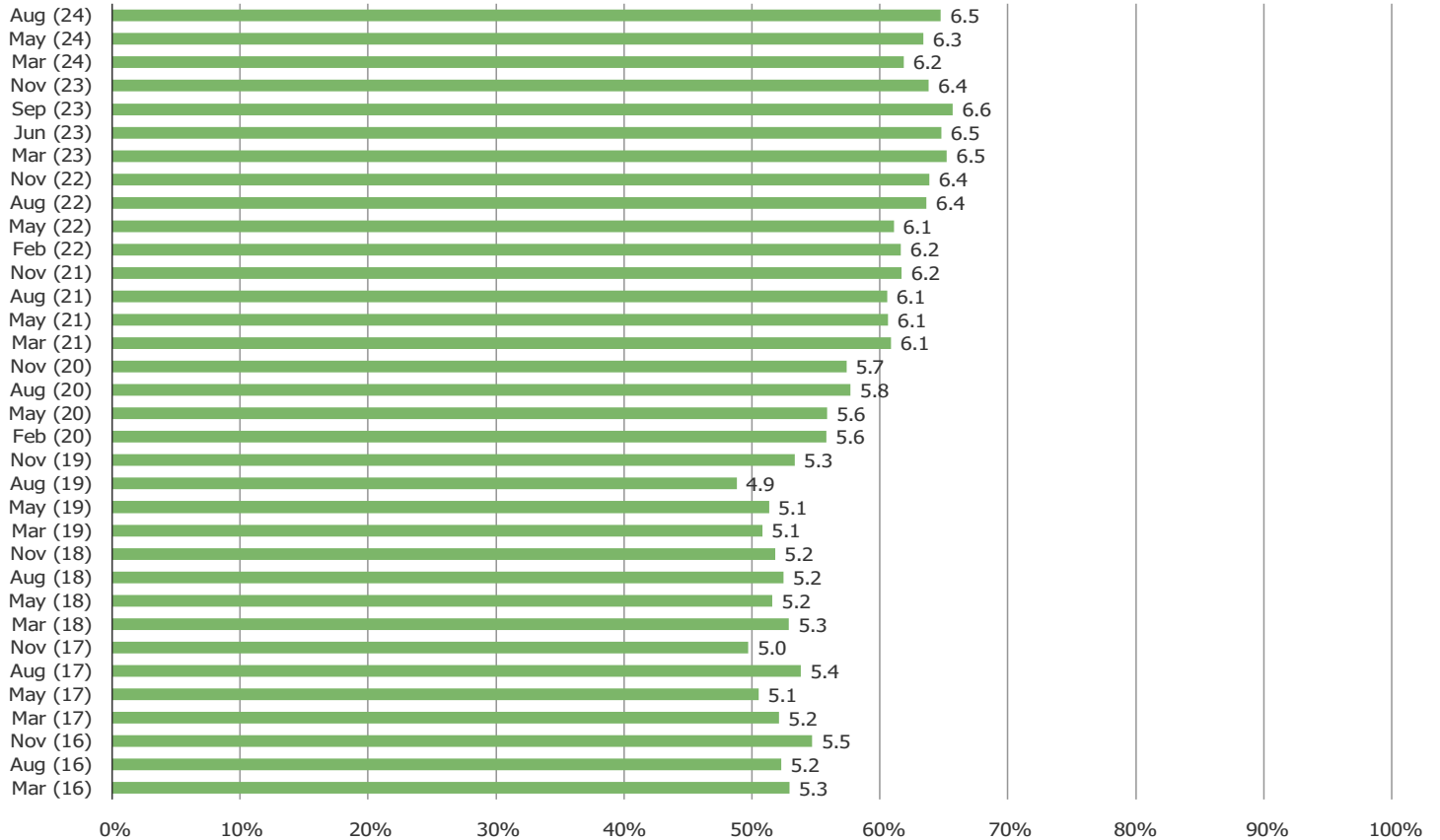
Neither Agree Nor Disagree

Agree

Strongly Agree

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.

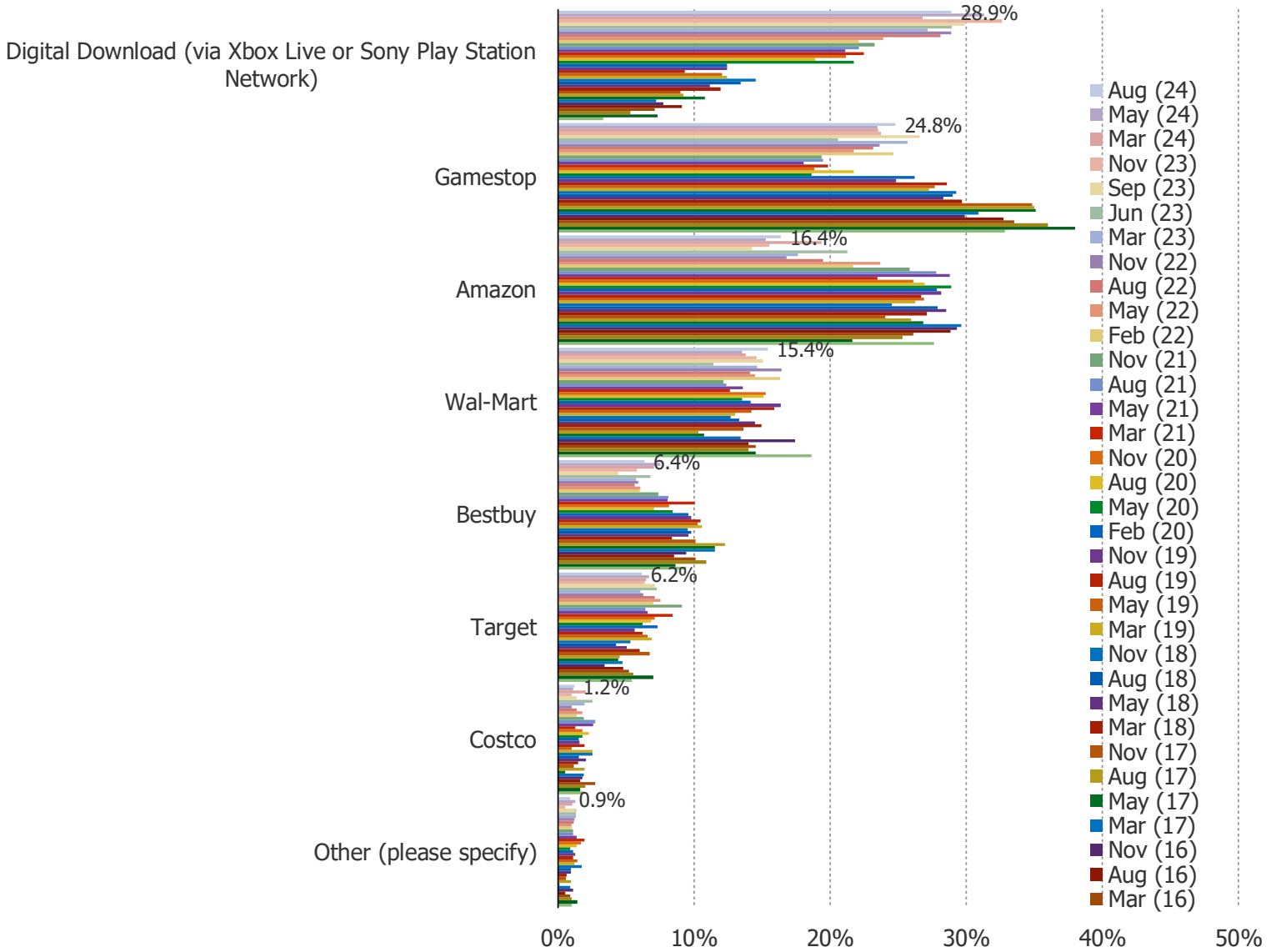


It's In The Game

RETAILERS, WITH GAMESTOP DEEP-DIVE

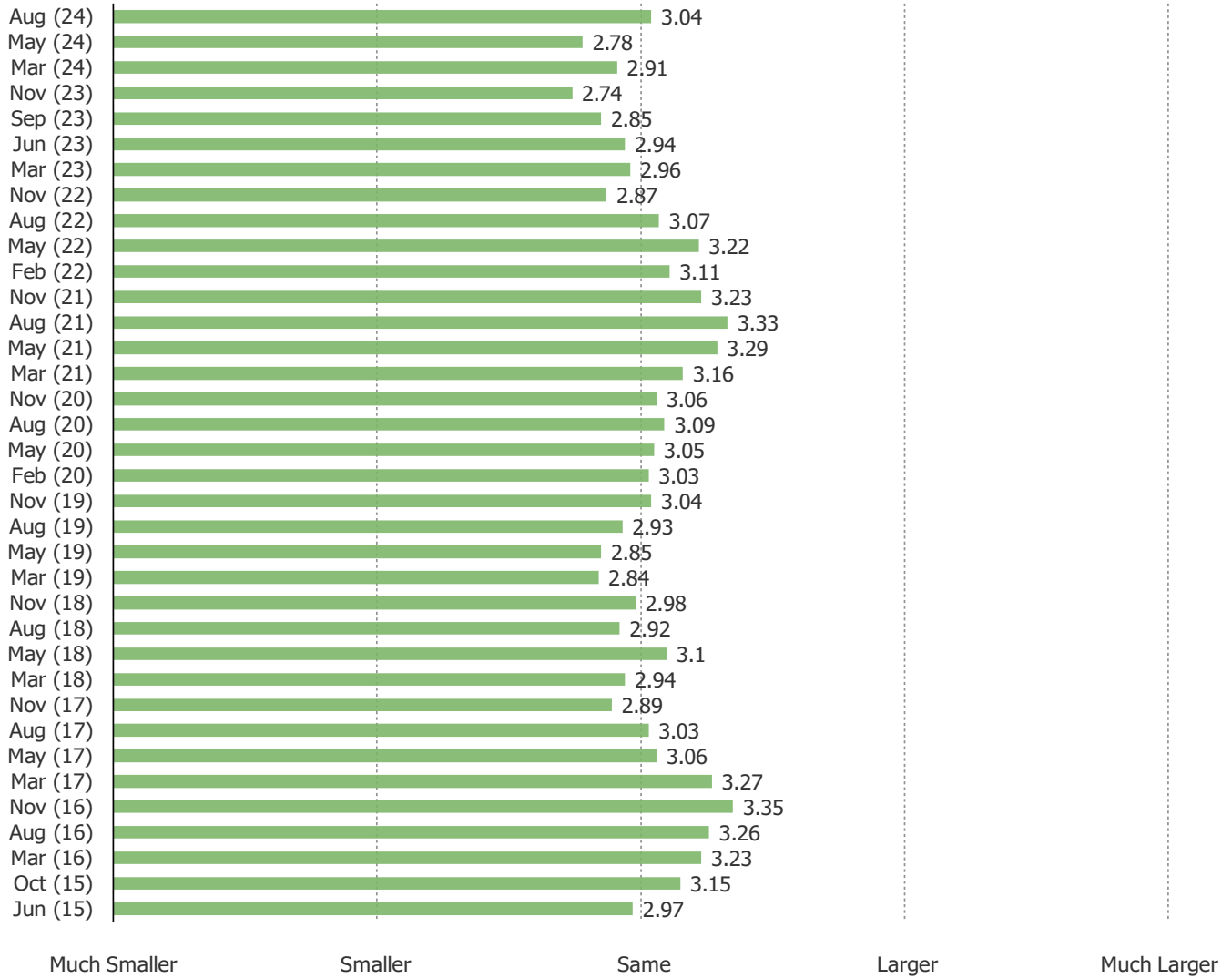
IF YOU WERE BUYING A BRAND NEW GAME TODAY, WHERE WOULD YOU PURCHASE IT?

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.



Much Smaller

Smaller

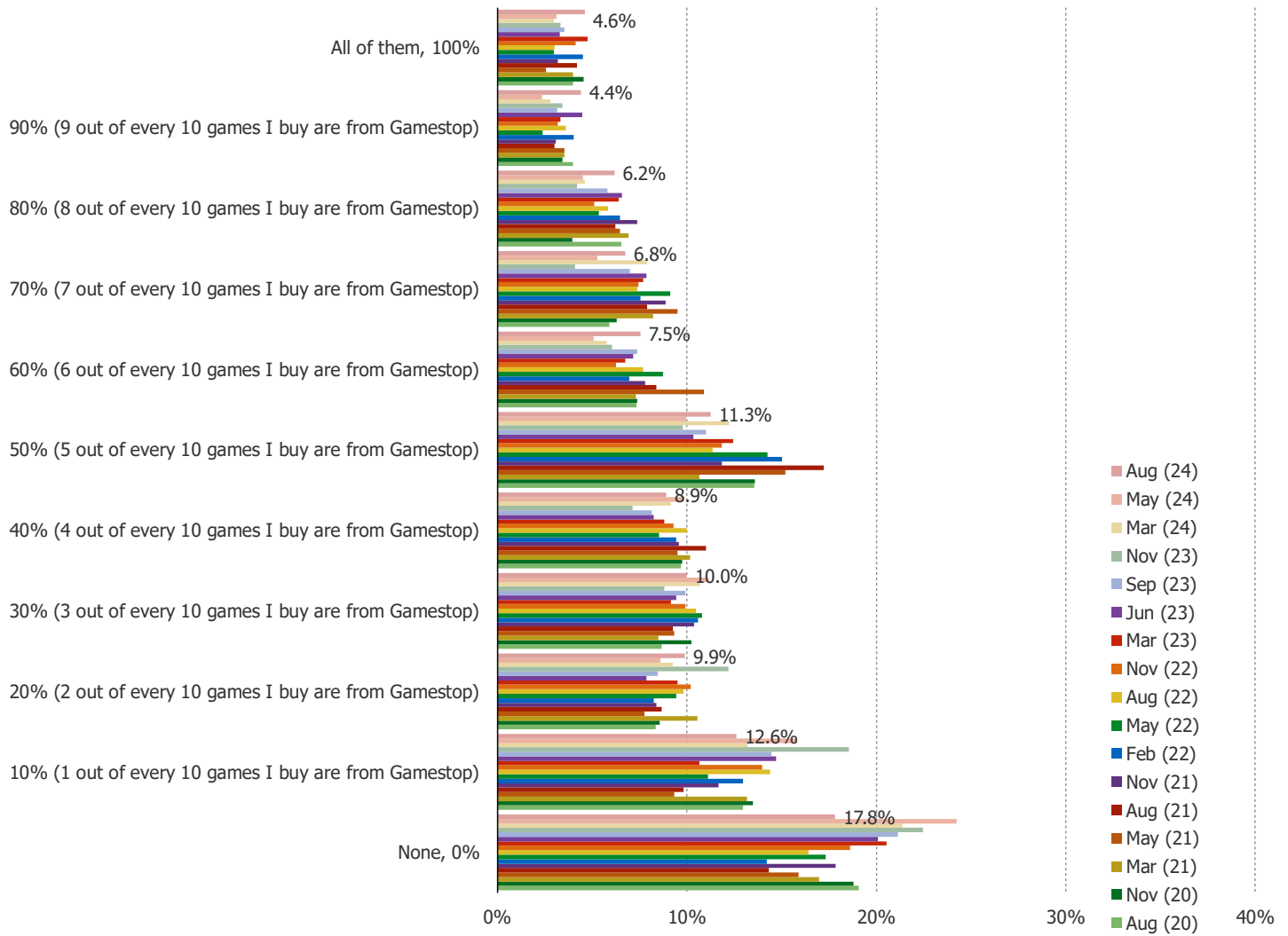
Same

Larger

Much Larger

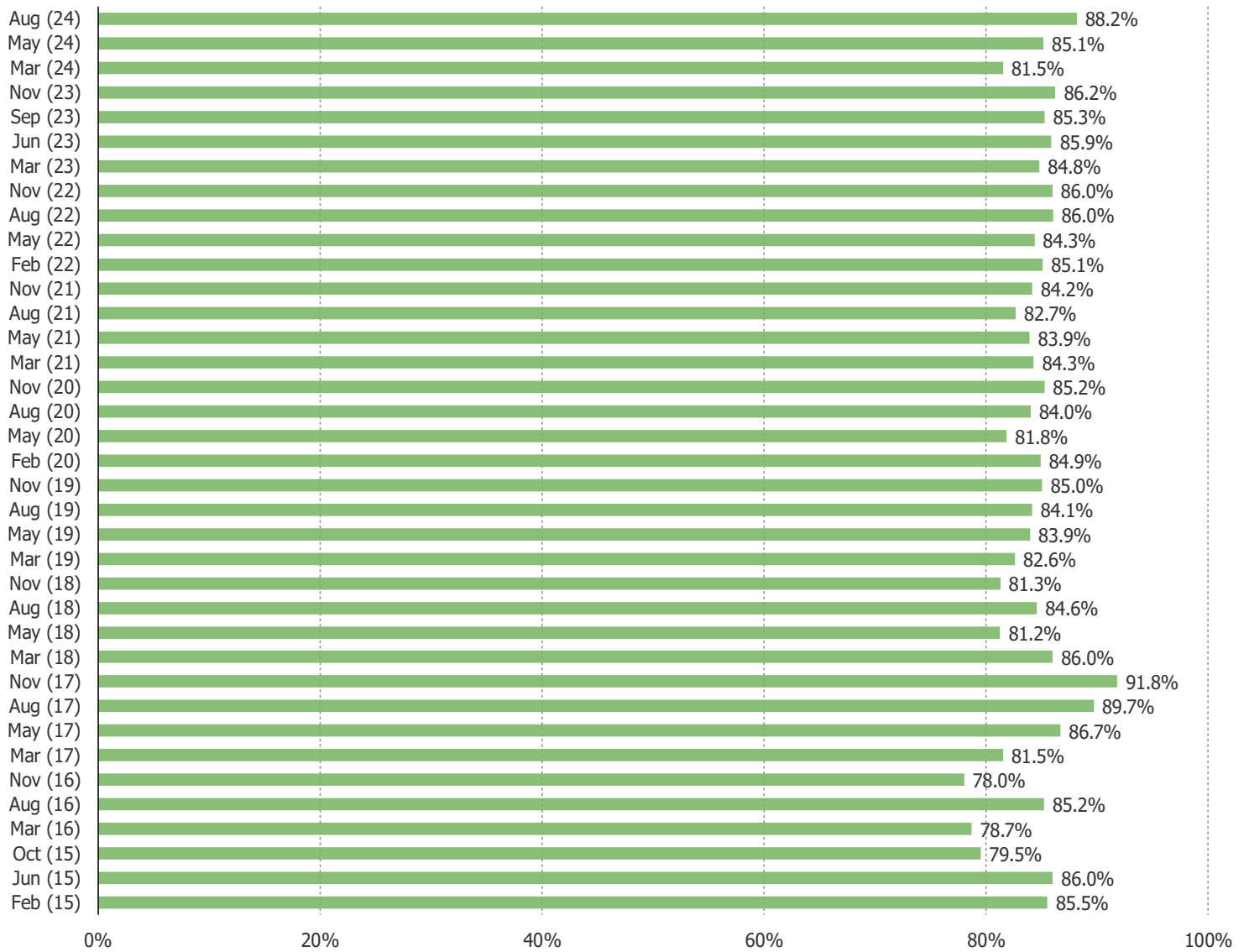
AROUND WHAT PERCENTAGE OF ALL THE GAMES THAT YOU BUY DO YOU PURCHASE THROUGH GAMESTOP?

This question was posed to the target audience.



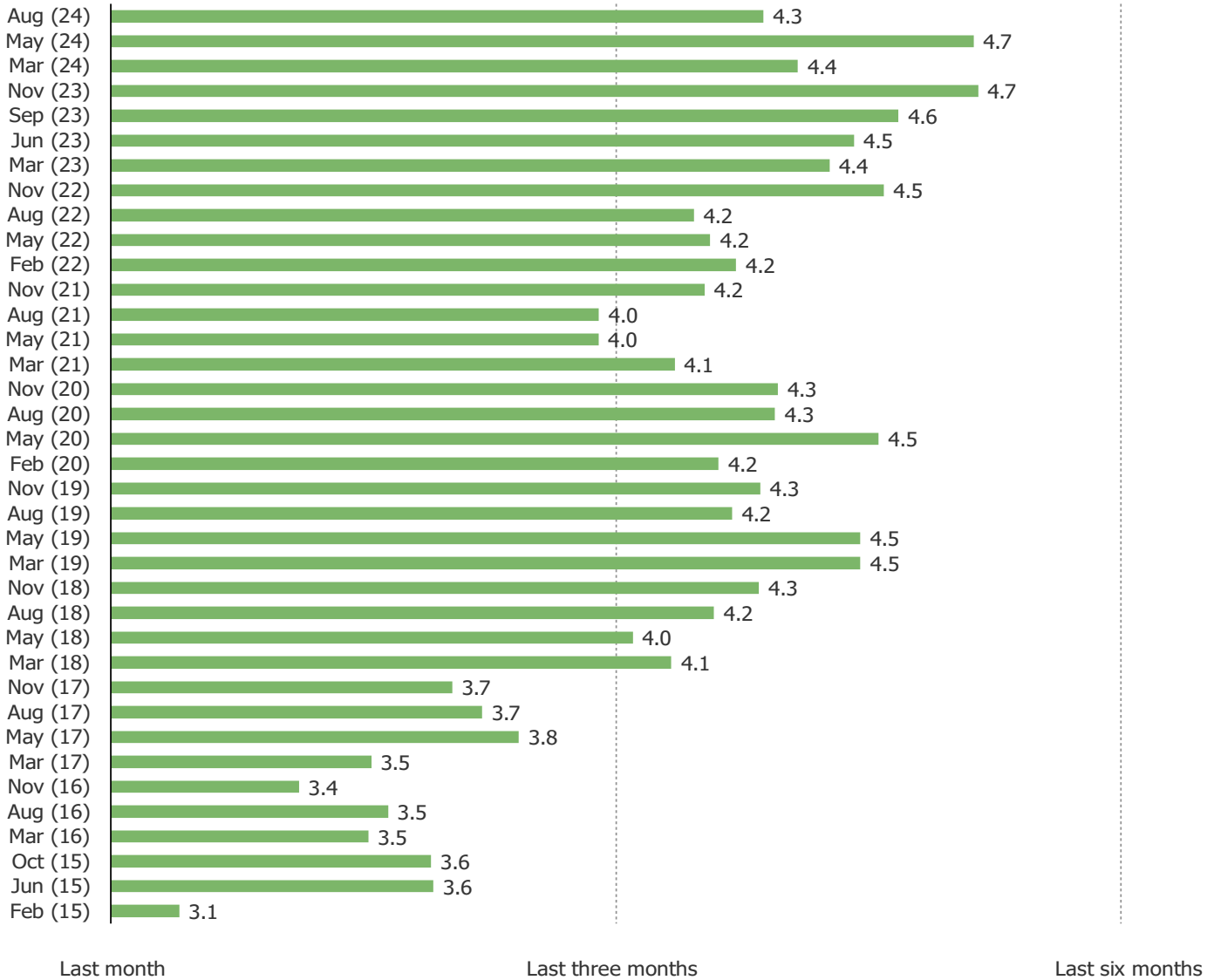
HAVE YOU EVER SHOPPED AT A GAMESTOP STORE OR AT GAMESTOP ONLINE?

This question was posed to the target audience.



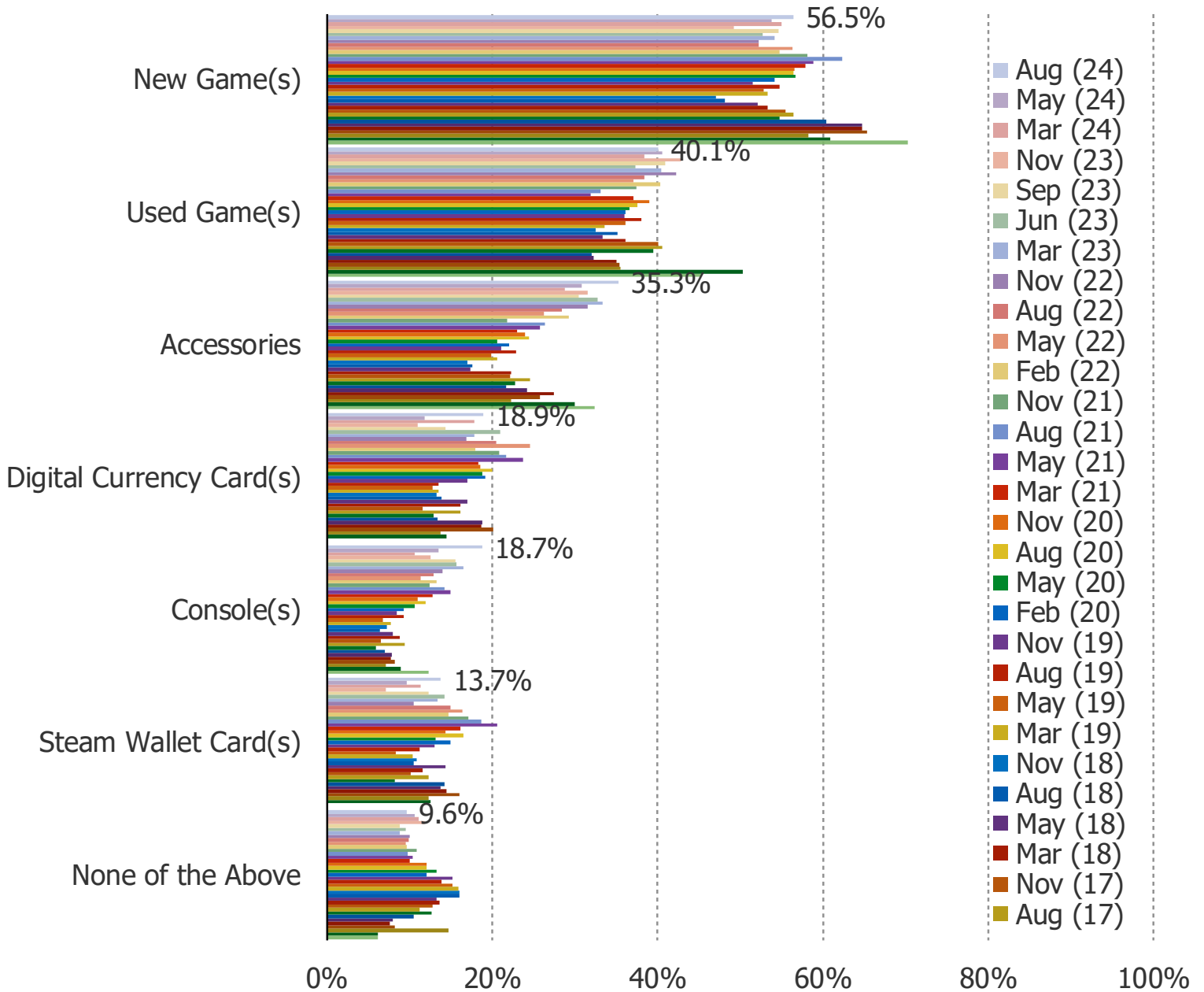
WHEN IS THE LAST TIME THAT YOU PURCHASED SOMETHING AT A GAMESTOP STORE?

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



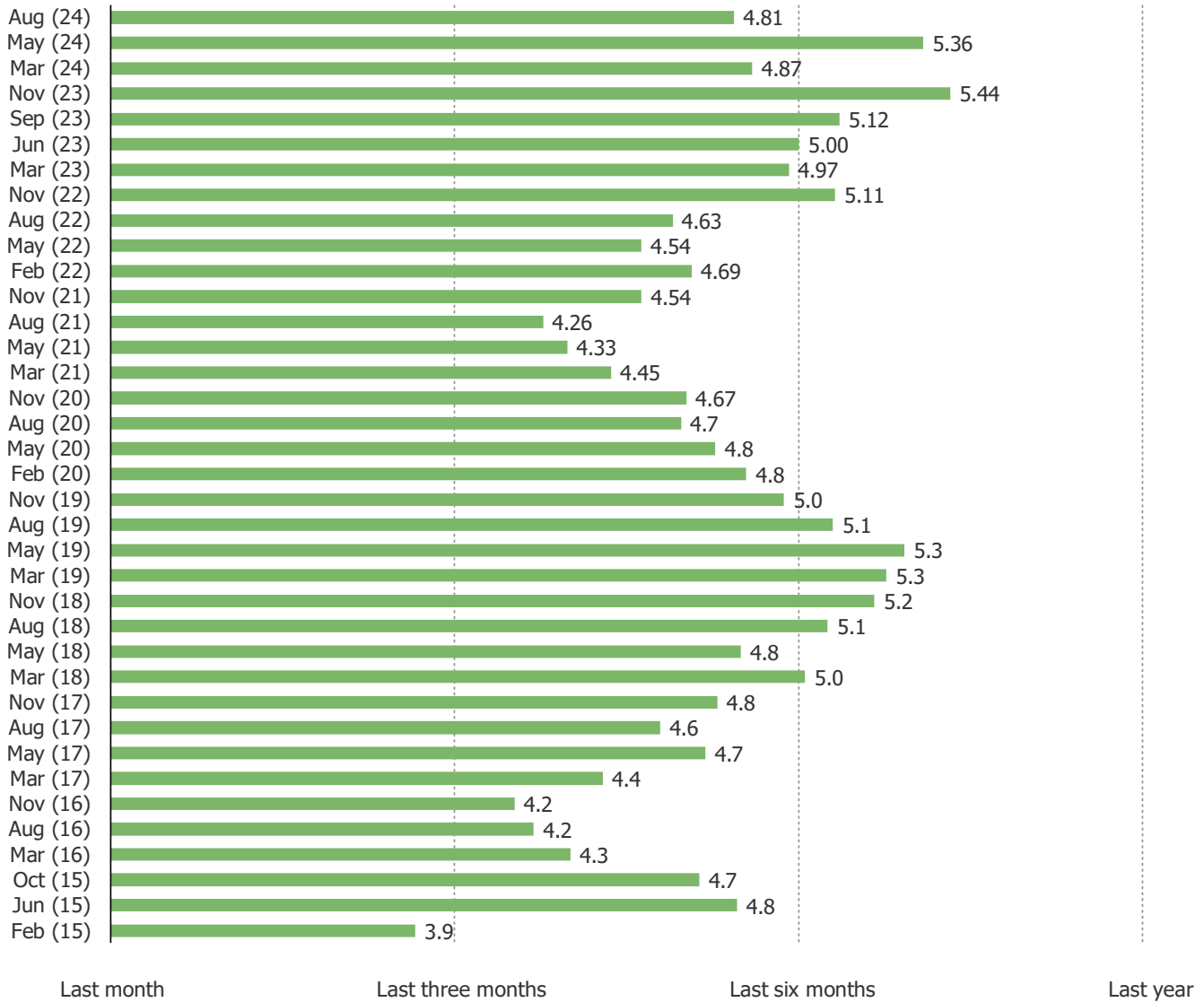
WHAT DID YOU BUY WHEN YOU MOST RECENTLY VISITED GAMESTOP STORES?

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



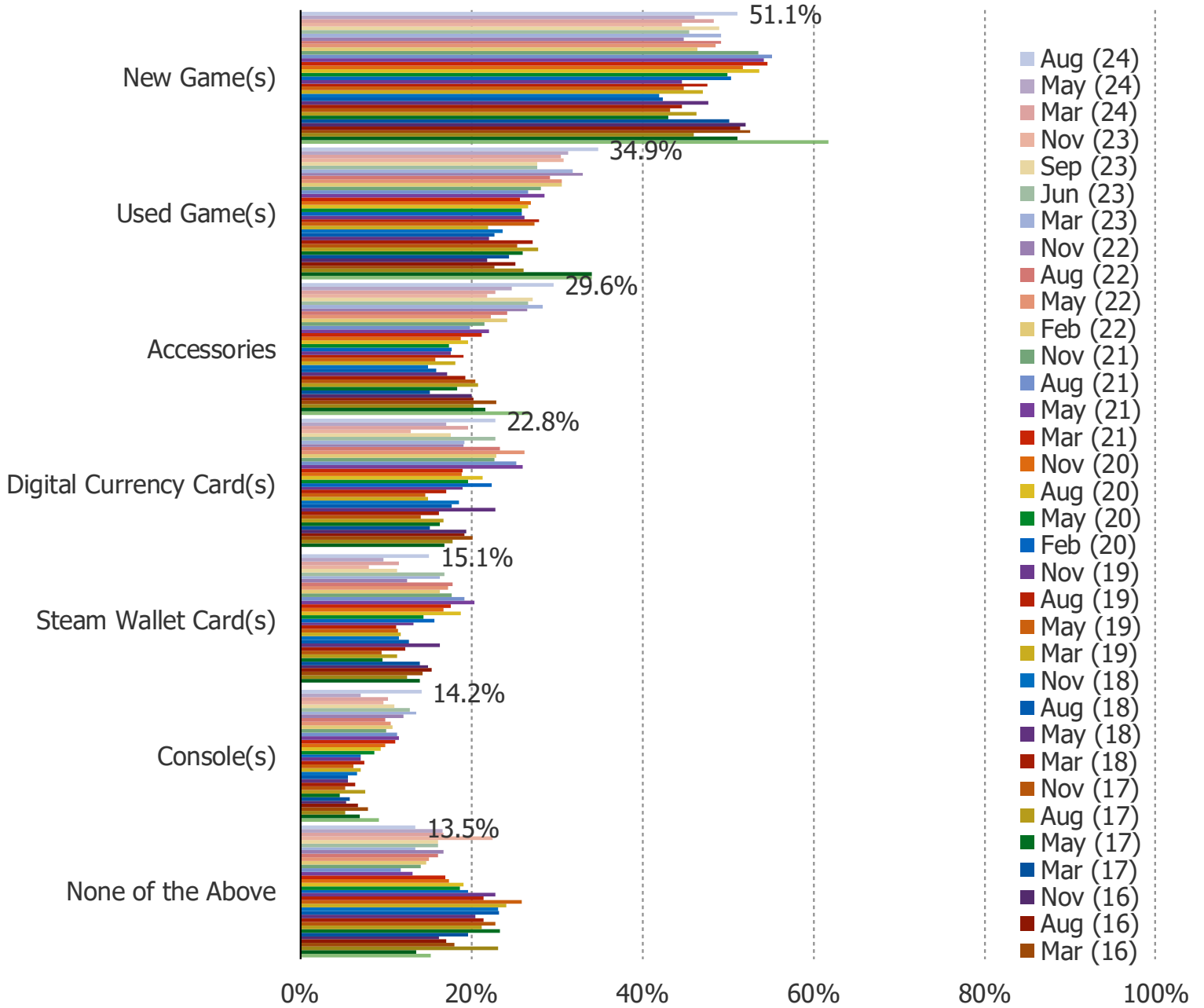
WHEN IS THE LAST TIME THAT YOU PURCHASED SOMETHING ONLINE AT GAMESTOP?

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



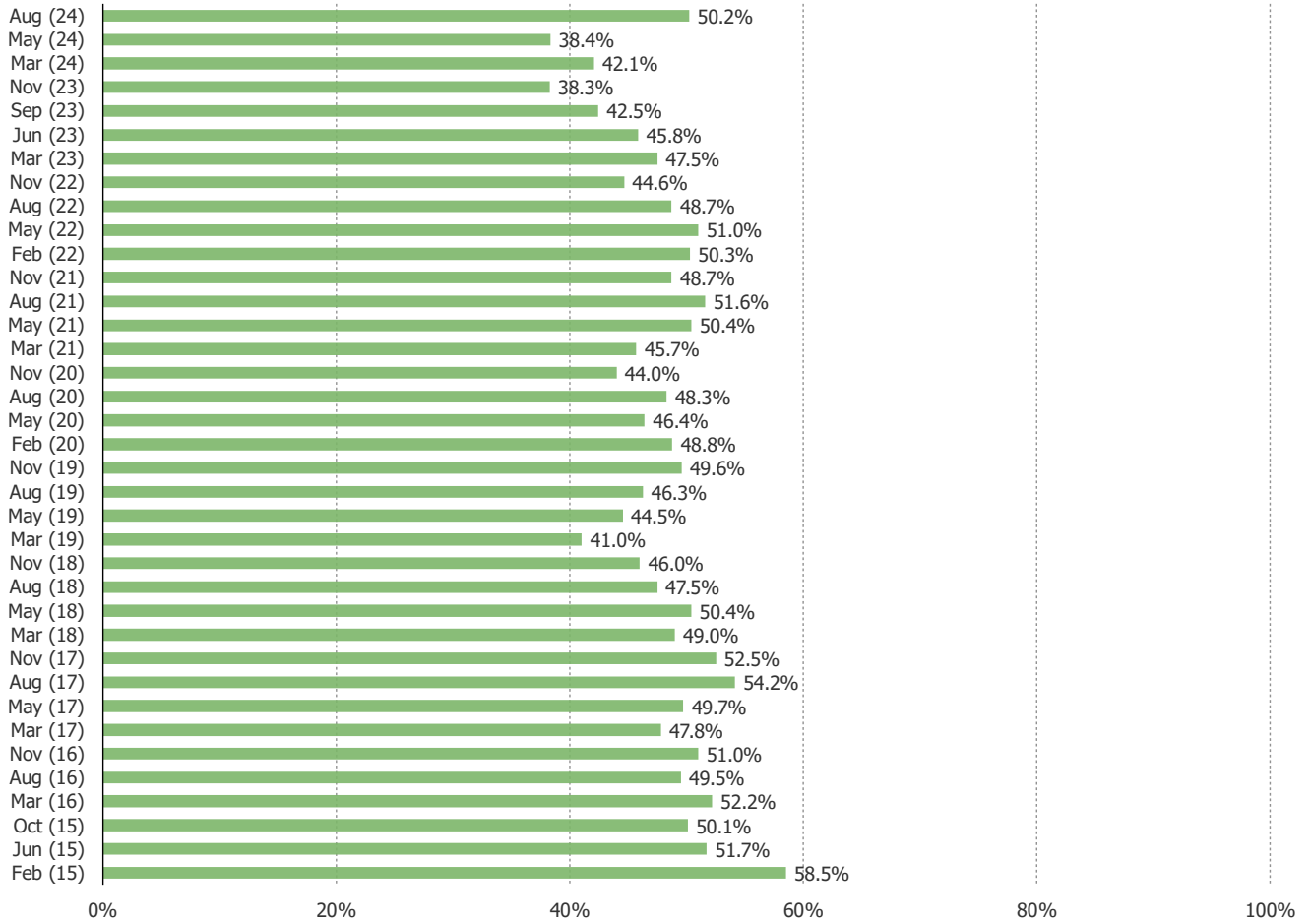
WHAT DID YOU BUY WHEN YOU LAST PURCHASED SOMETHING AT GAMESTOP ONLINE?

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



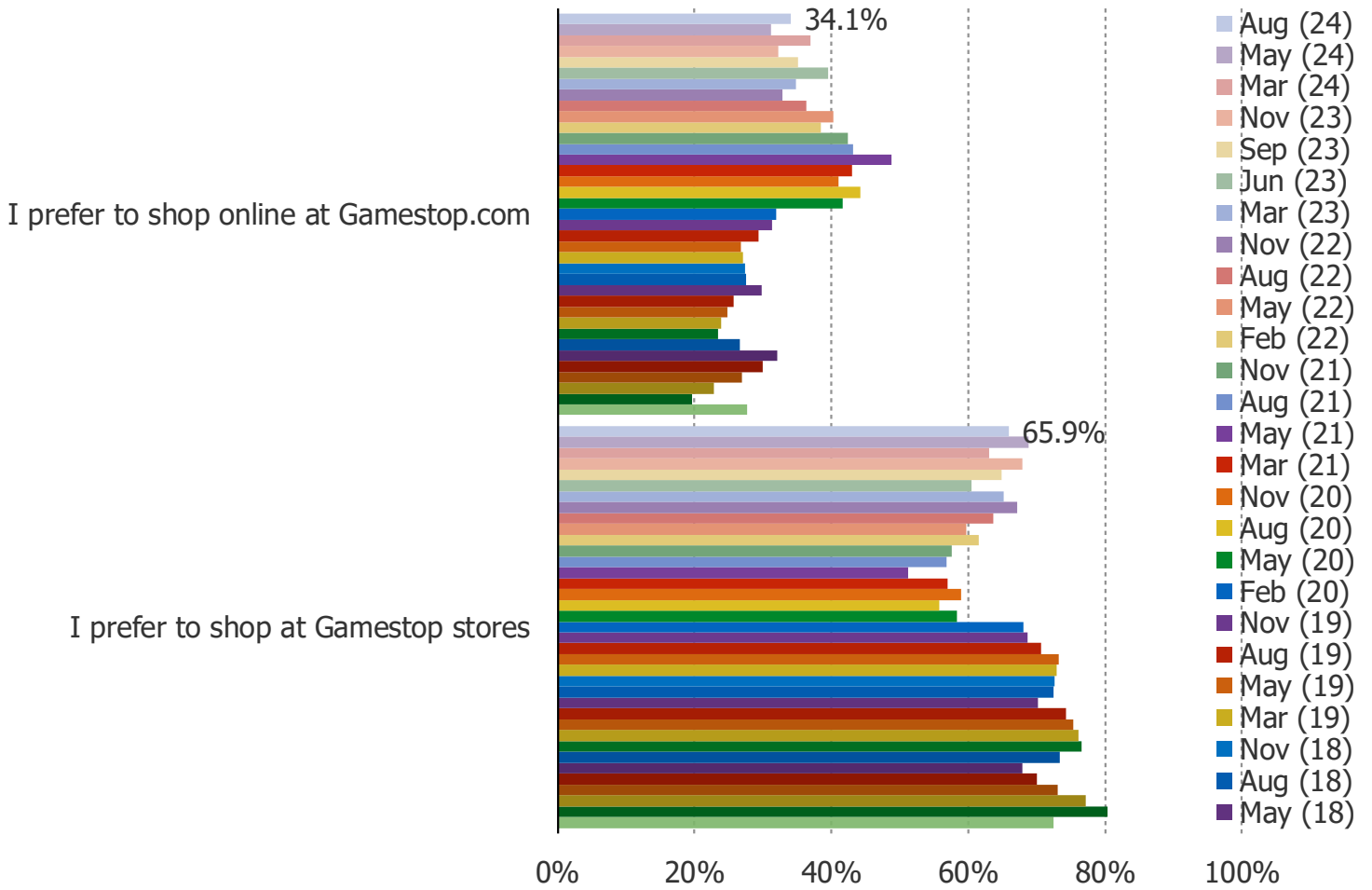
ARE YOU A GAMESTOP POWERUP REWARDS MEMBER?

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



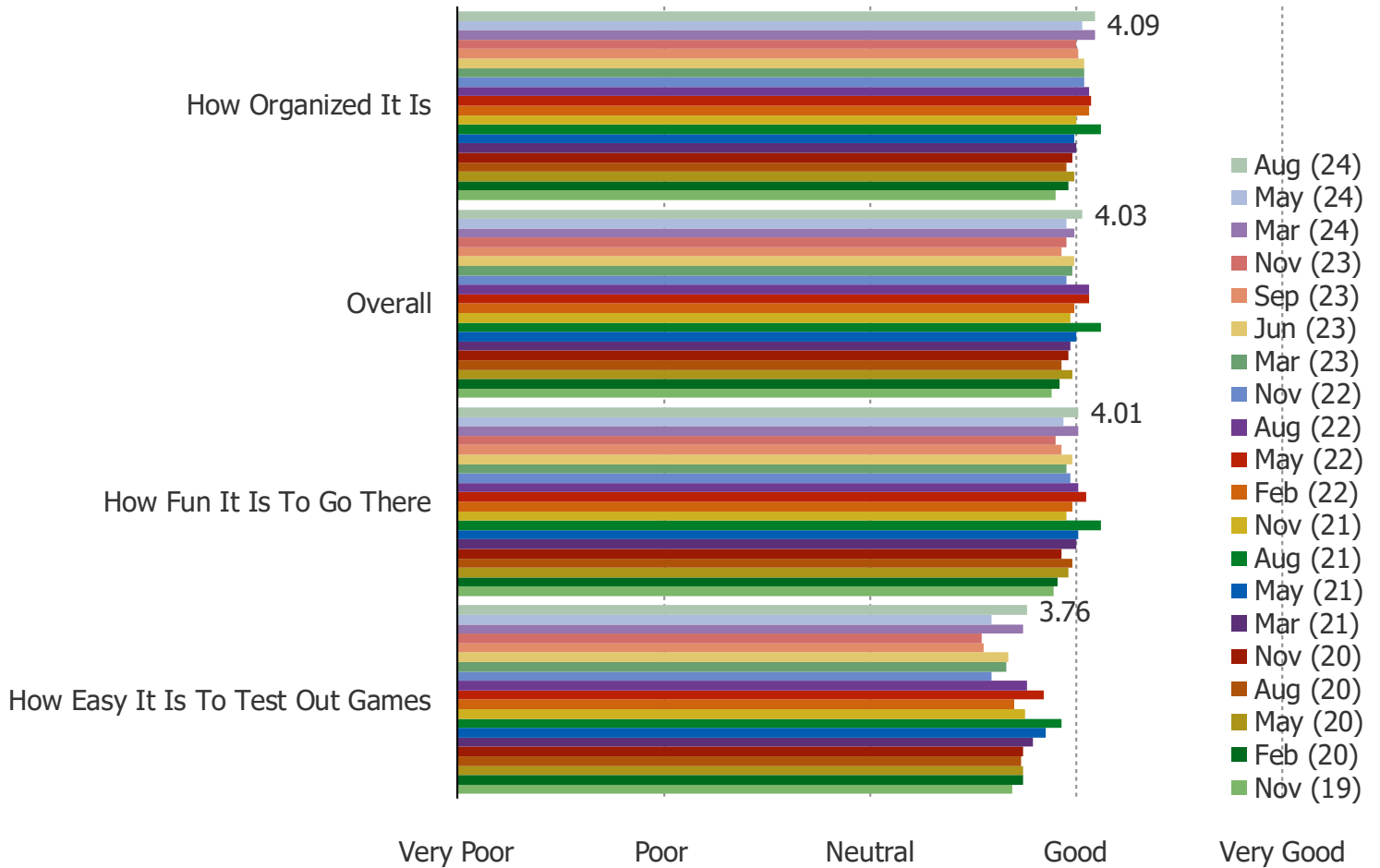
DO YOU PREFER TO SHOP AT GAMESTOP STORES OR AT GAMESTOP ONLINE?

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



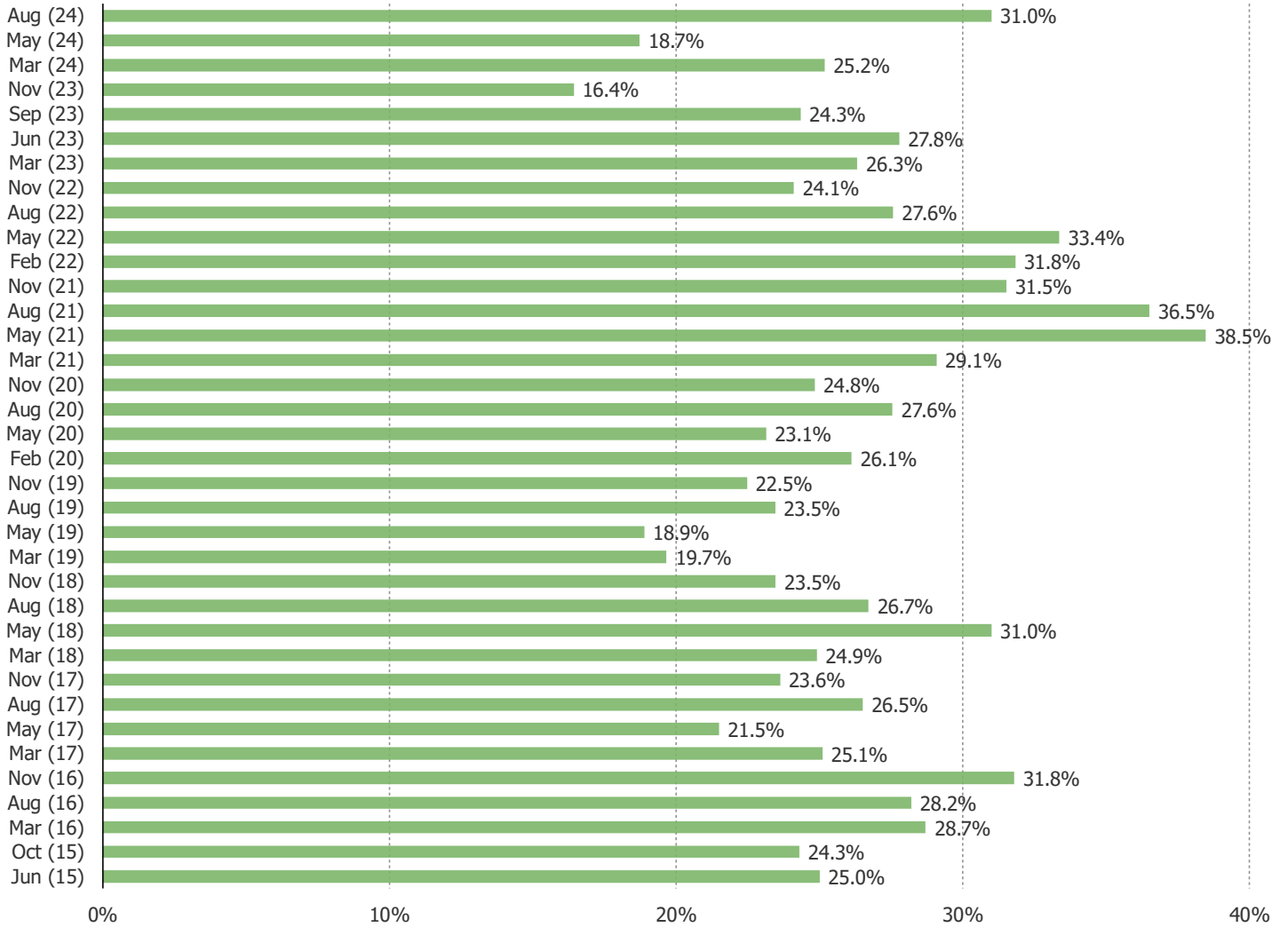
HOW WOULD YOU RATE THE IN-STORE SHOPPING EXPERIENCE AT GAMESTOP?

Posed to those who have ever shopped at GameStop Stores



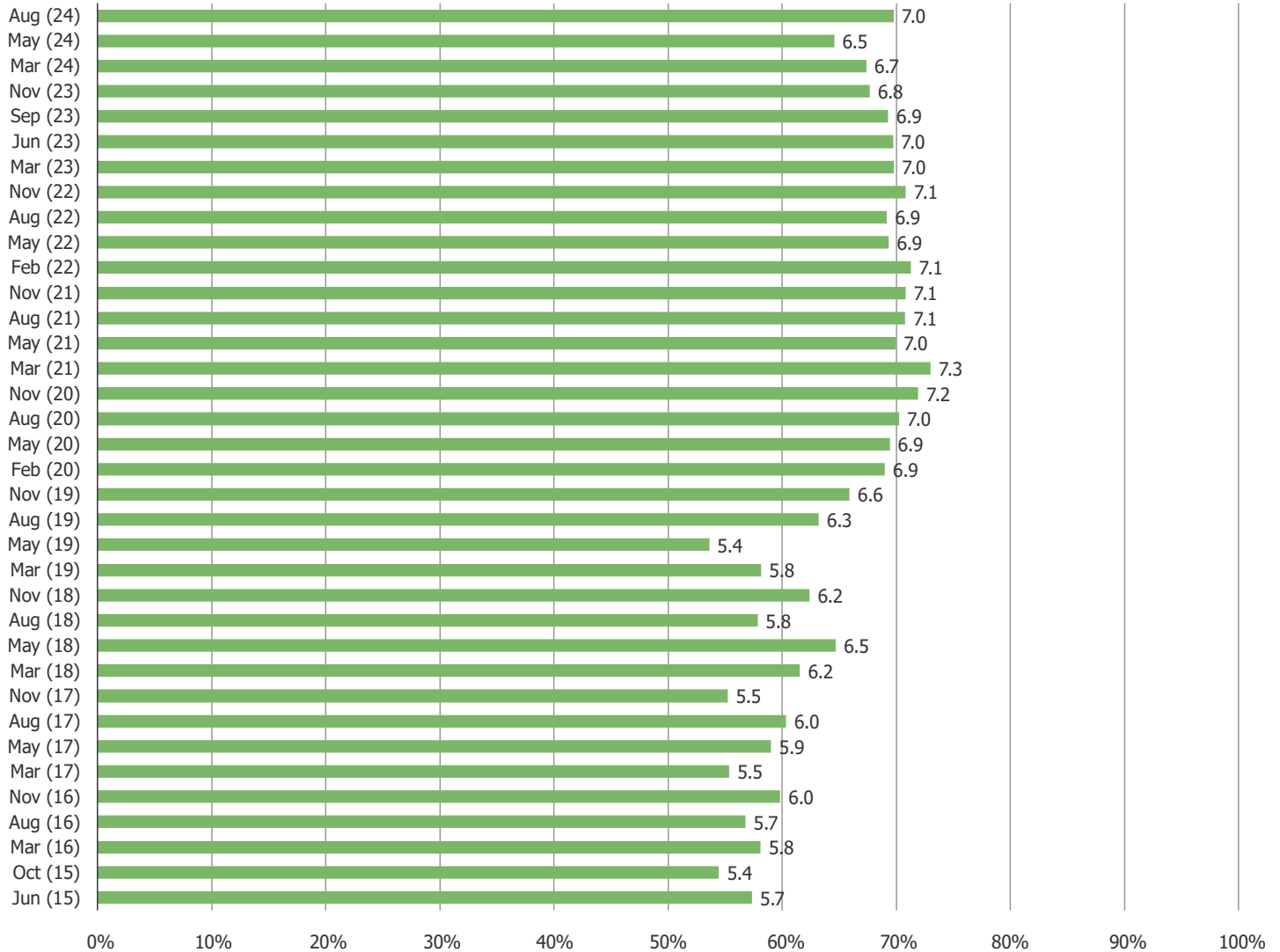
DO YOU HAVE A GAMESTOP POWER-UP REWARDS CREDIT CARD?

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



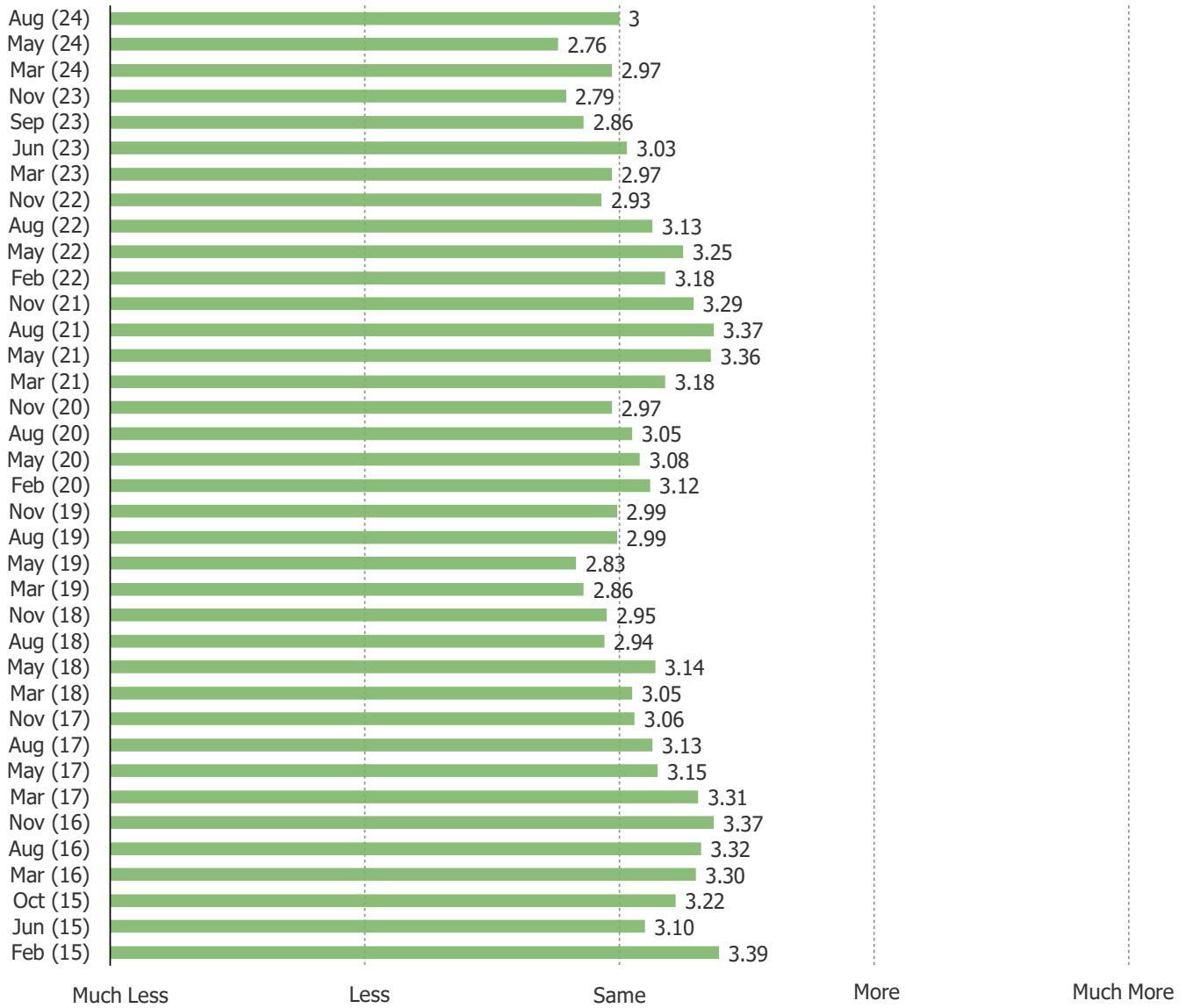
WHAT PERCENTAGE OF YOUR PURCHASES THROUGH GAMESTOP DO YOU MAKE WITH YOUR POWER-UP REWARDS CREDIT CARD?

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



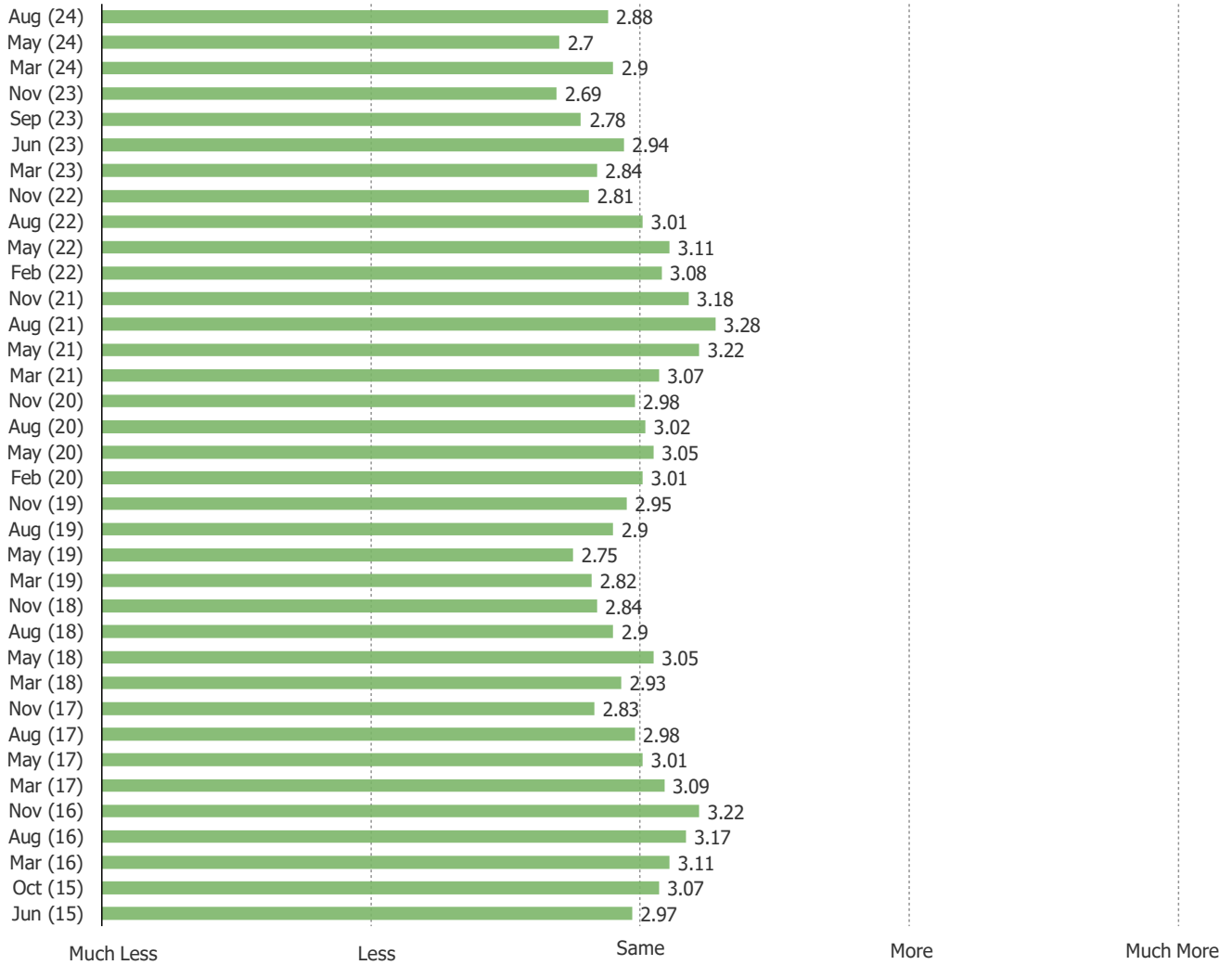
HOW DO YOU COMPARE THE AMOUNT OF SHOPPING YOU CURRENTLY DO AT GAMESTOP WITH THE AMOUNT ONE YEAR AGO?

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



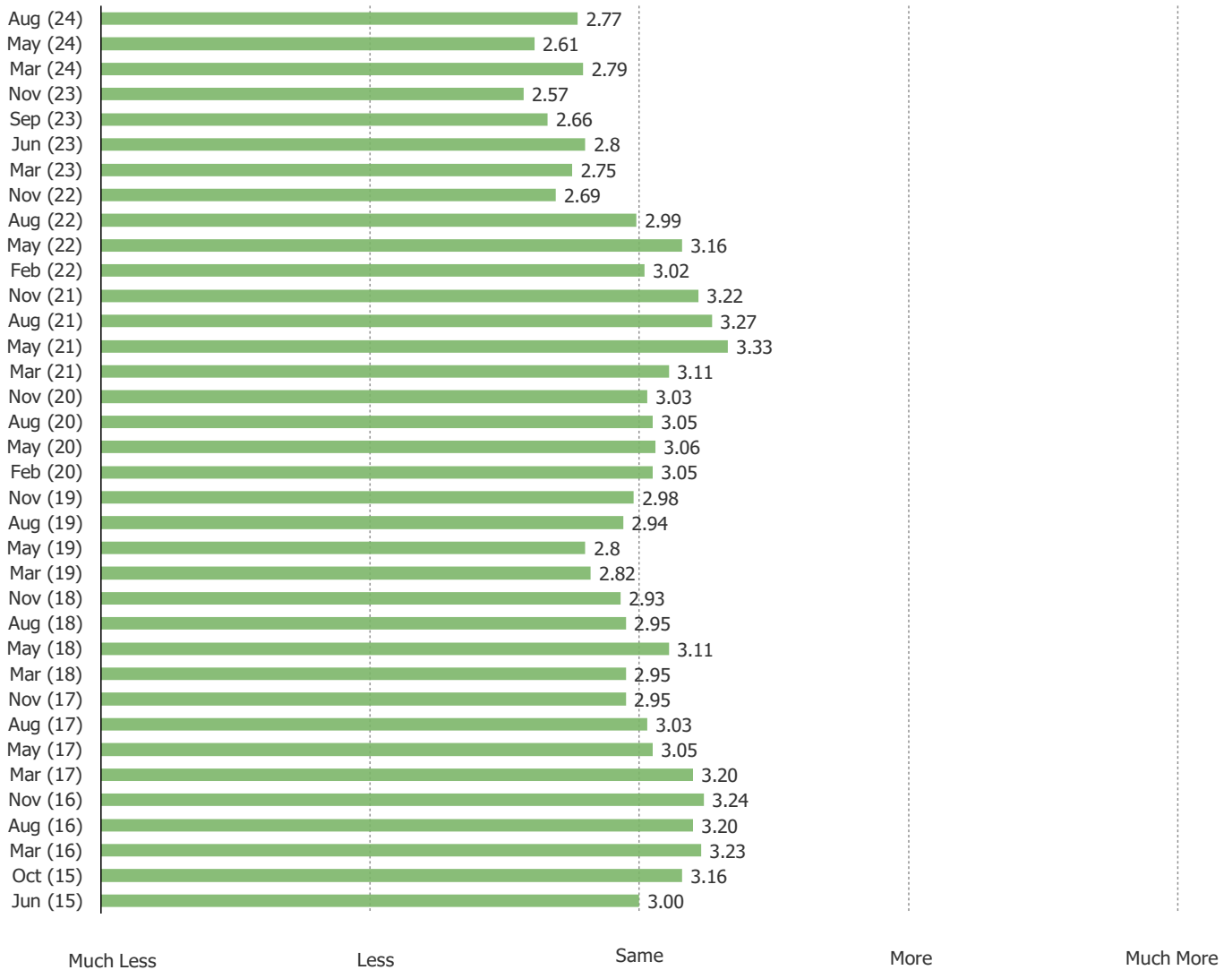
HOW WOULD YOU COMPARE THE AMOUNT OF TRADE-INS YOU ARE CURRENTLY DOING AT GAMESTOP VS ONE YEAR AGO?

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



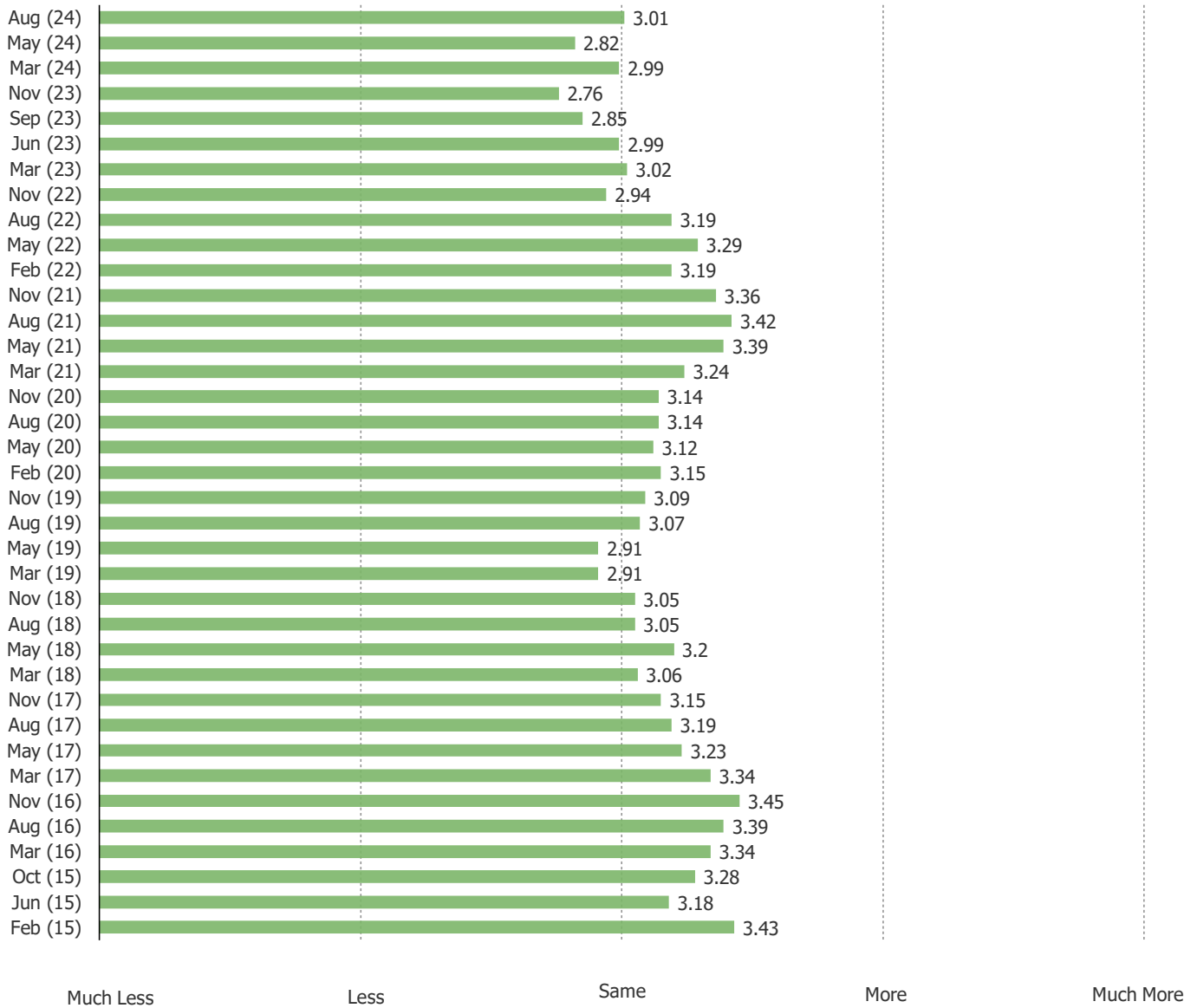
HAS THE ABILITY TO DOWNLOAD GAMES DIGITALLY IMPACTED THE AMOUNT OF MONEY YOU SPEND AT GAMESTOP?

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



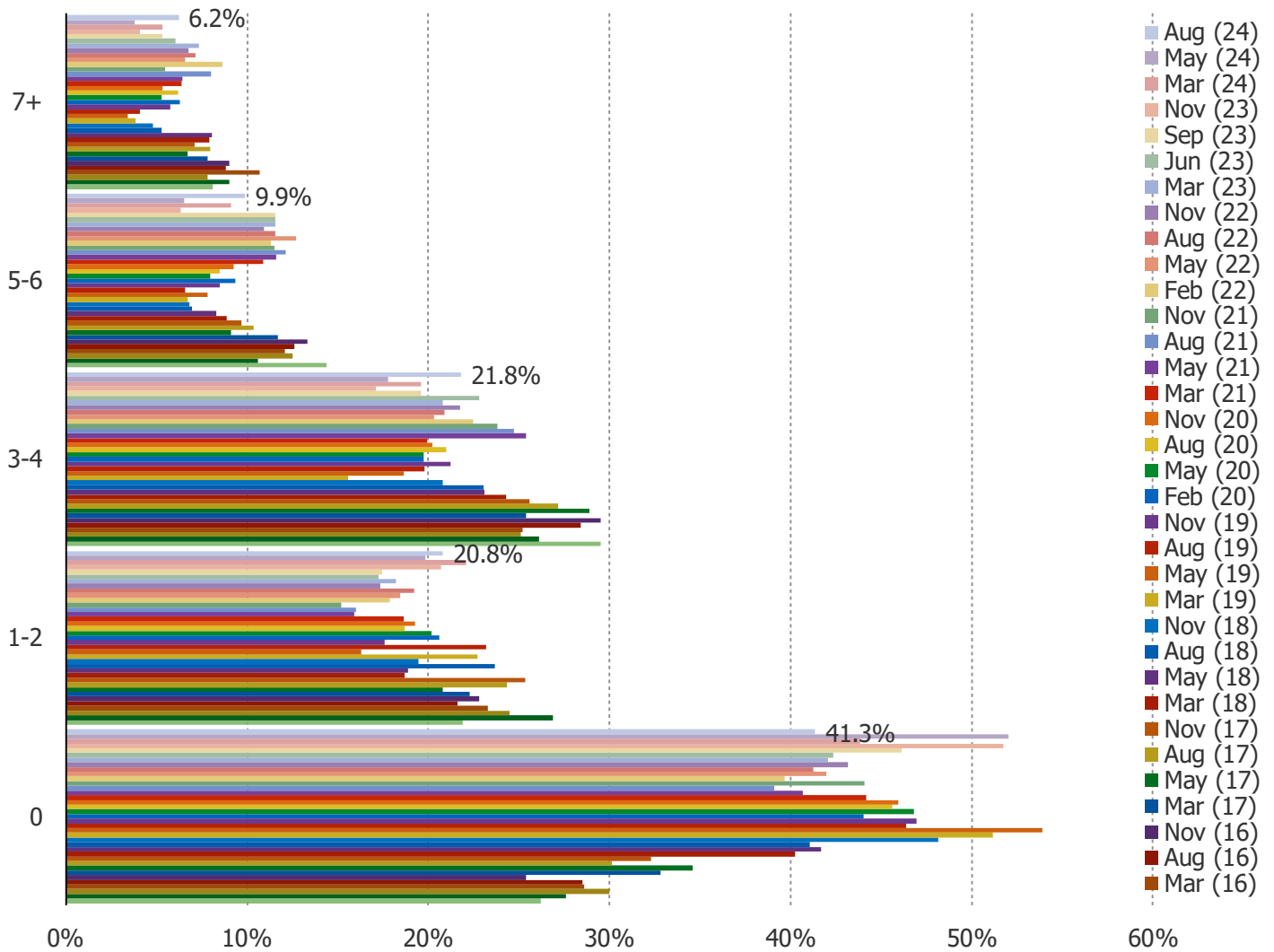
HOW MUCH DO YOU EXPECT TO SHOP AT GAMESTOP IN THE NEXT TWELVE MONTHS?

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



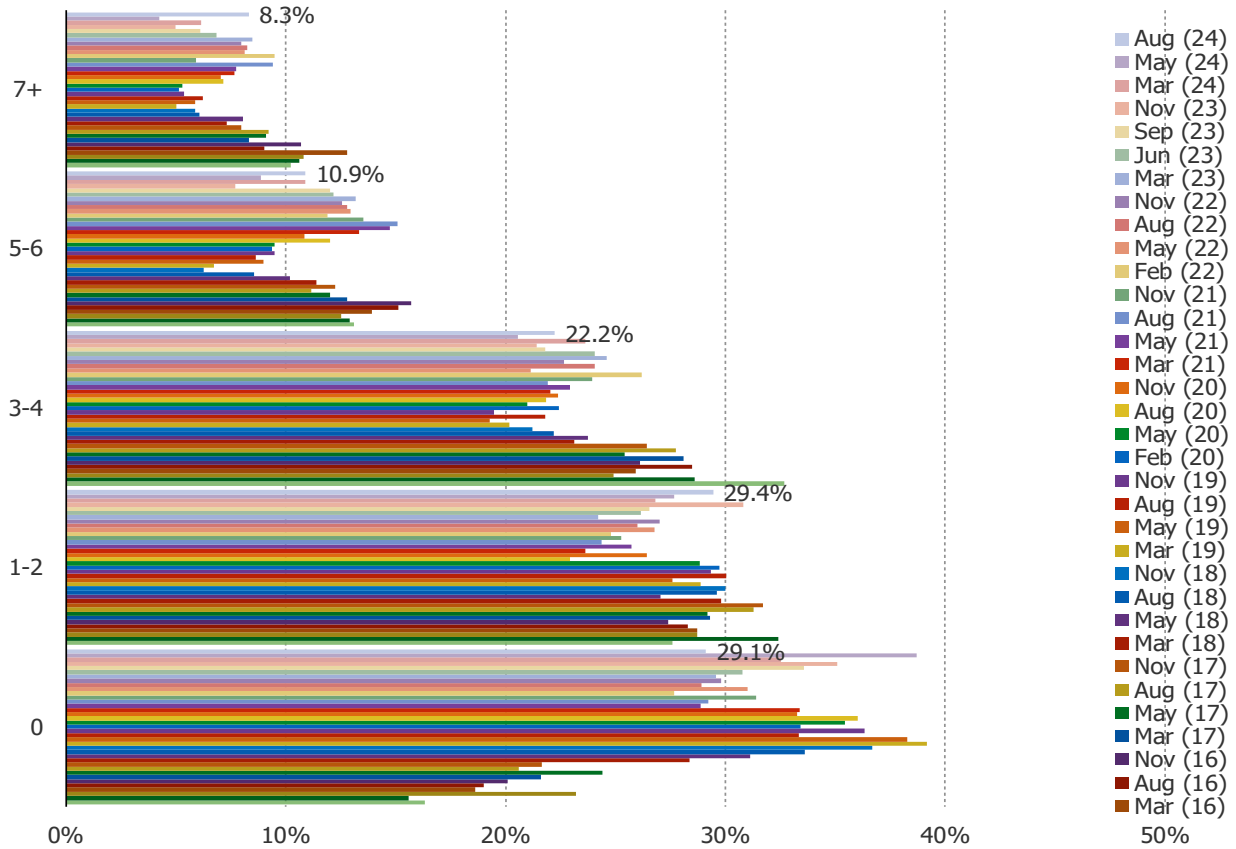
HOW MANY USED GAMES HAVE YOU SOLD TO GAMESTOP IN THE PAST 12 MONTHS?

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



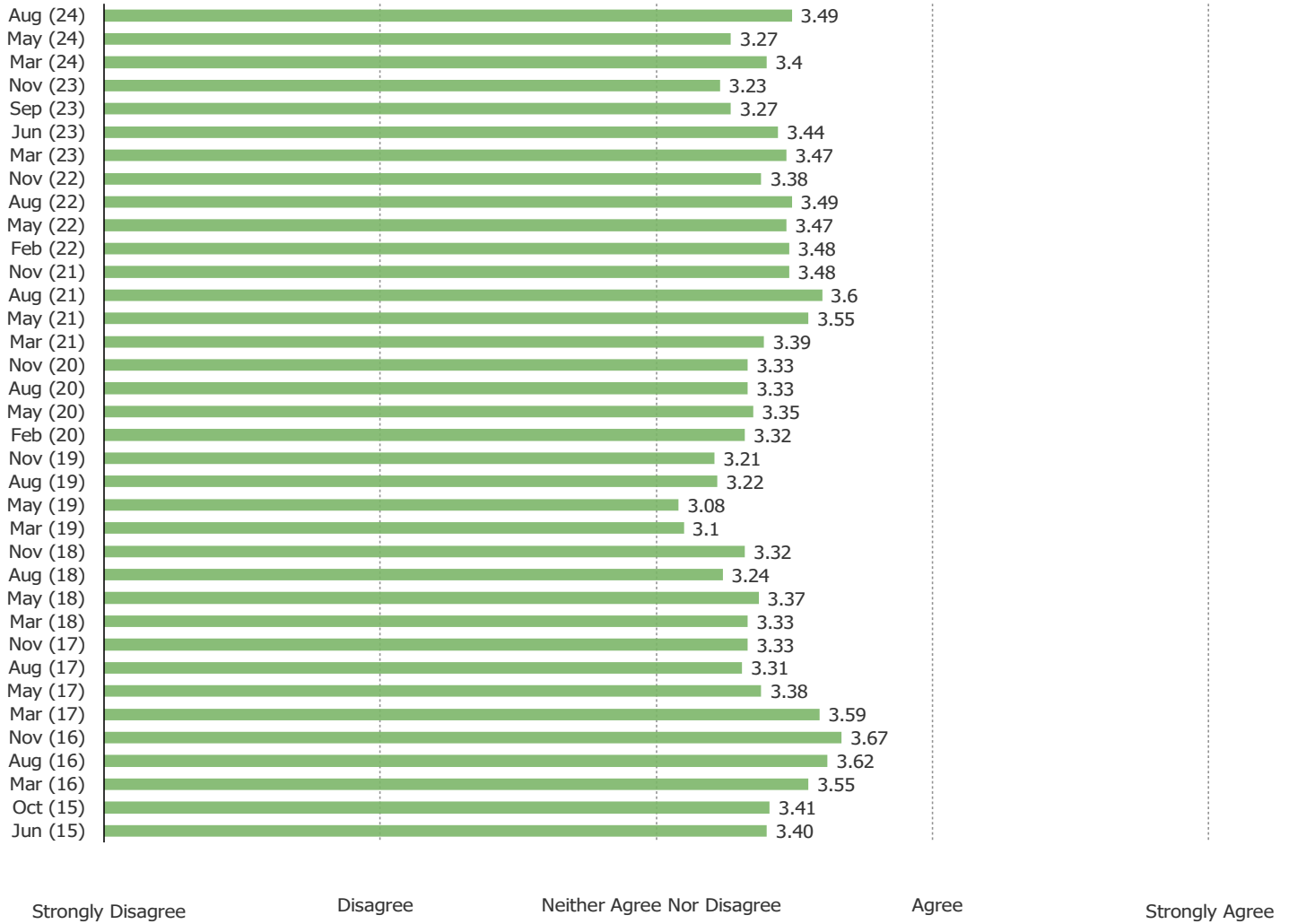
HOW MANY USED GAMES HAVE YOU BOUGHT FROM GAMESTOP IN THE PAST 12 MONTHS?

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



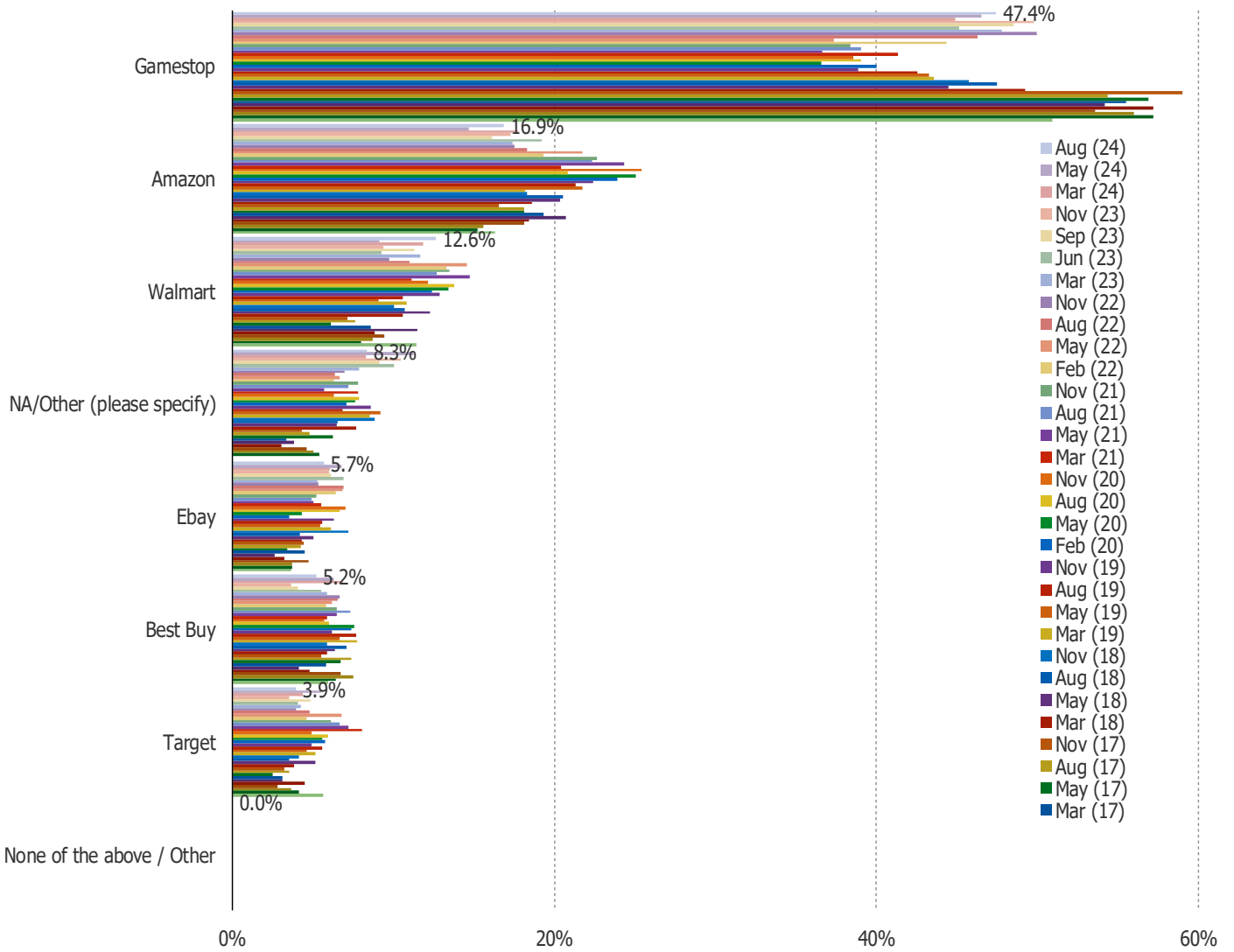
“I RELY ON THE KNOWLEDGE OF GAMESTOP STORE ASSOCIATES AS PART OF MY VIDEO GAME BUYING, SELLING, DOWNLOADING, AND PLAYING EXPERIENCE.”

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.

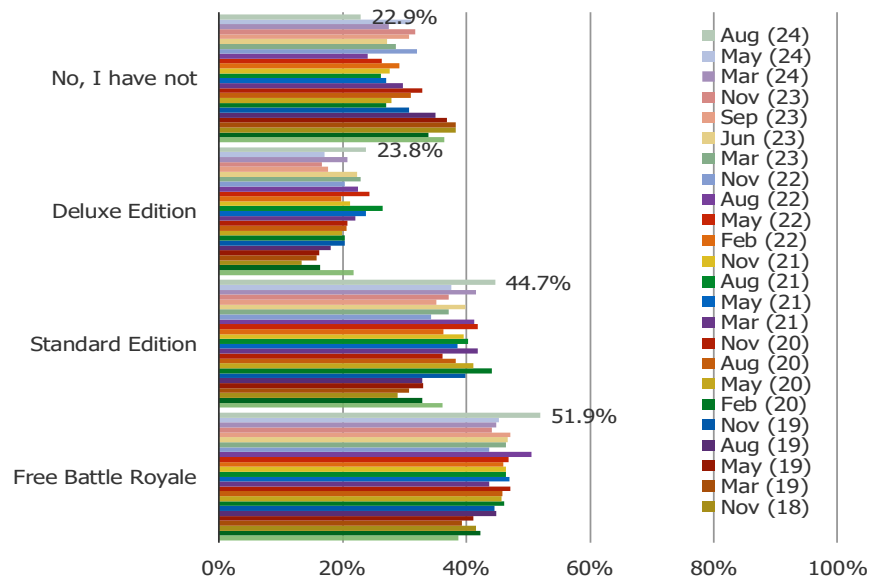


It's In The Game

FORTNITE

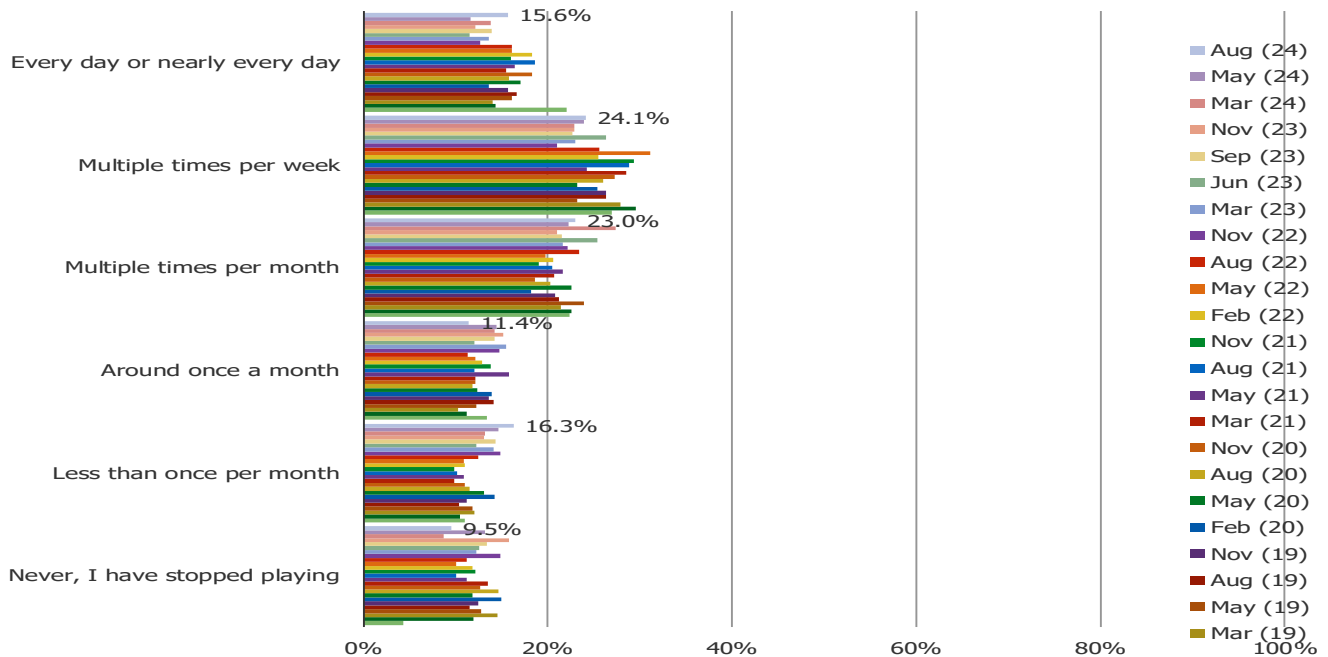
HAVE YOU PLAYED FORTNITE? (SELECT ALL THAT APPLY)

This question was posed to the target audience.



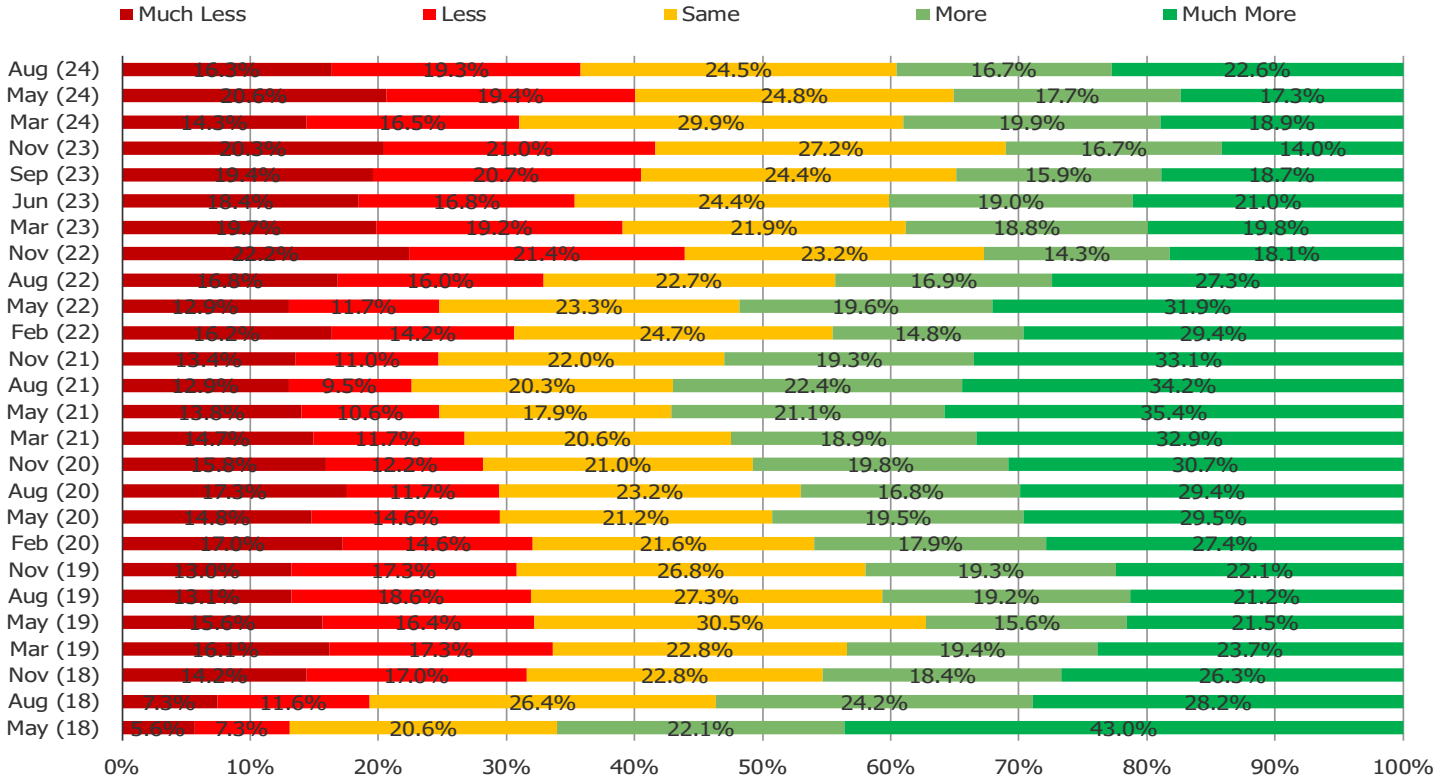
HOW OFTEN DO YOU CURRENTLY PLAY FORTNITE?

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.



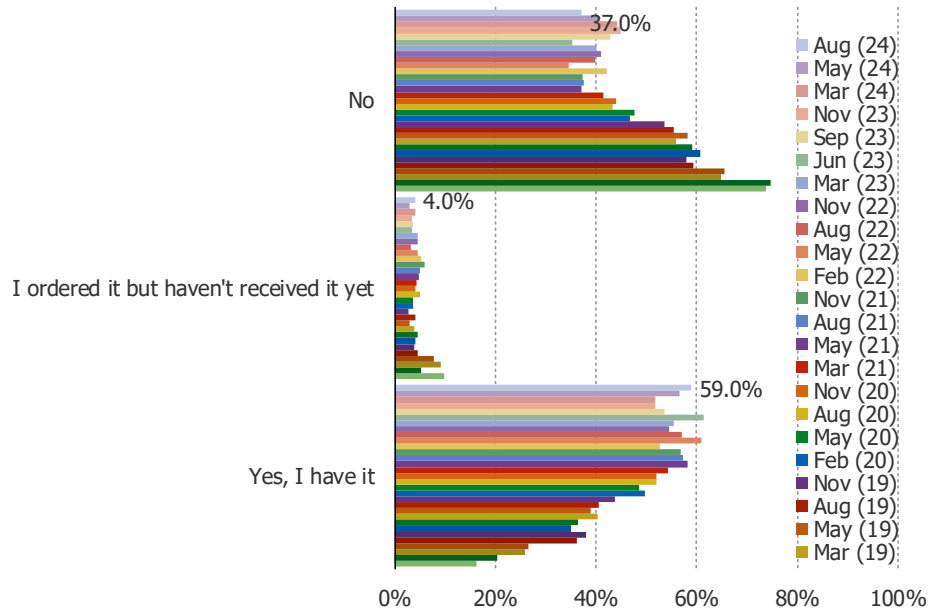
It's In The Game

CONSOLES: NINTENDO SWITCH

DO YOU OWN A NINTENDO SWITCH OR SWITCH LITE?

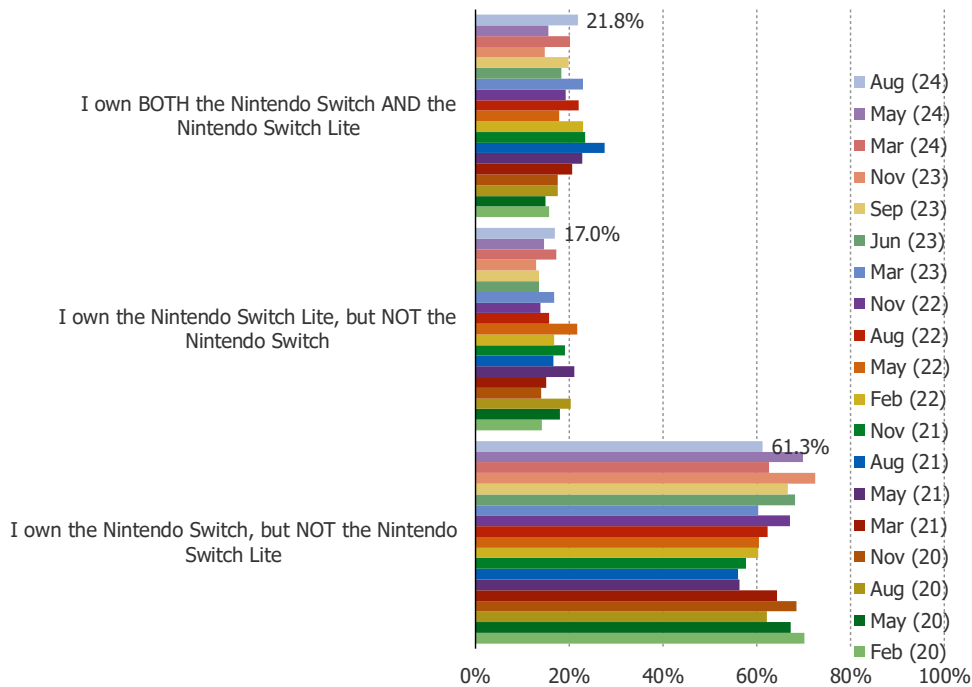
This question was posed to the target audience.

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



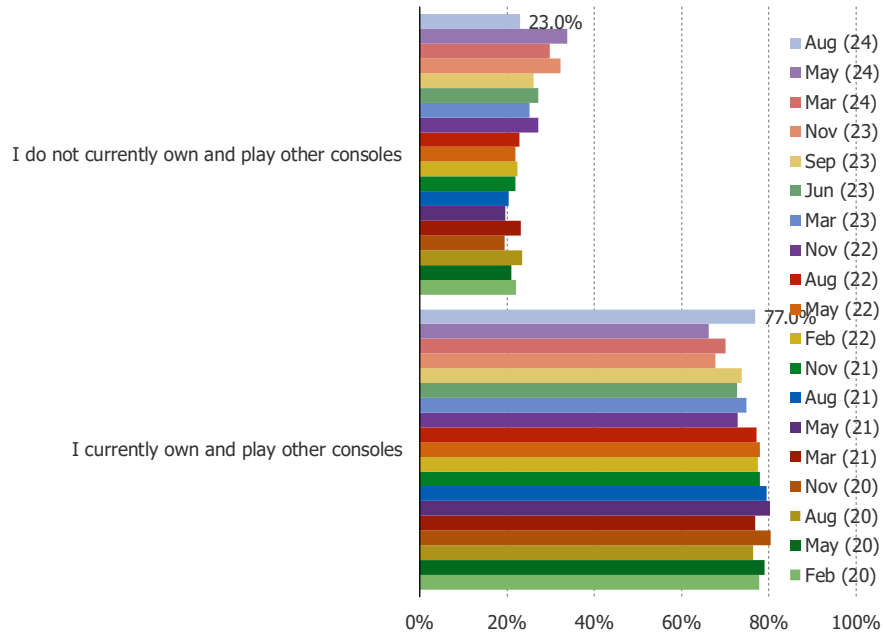
WHICH OF THE FOLLOWING BEST DESCRIBES YOU?

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



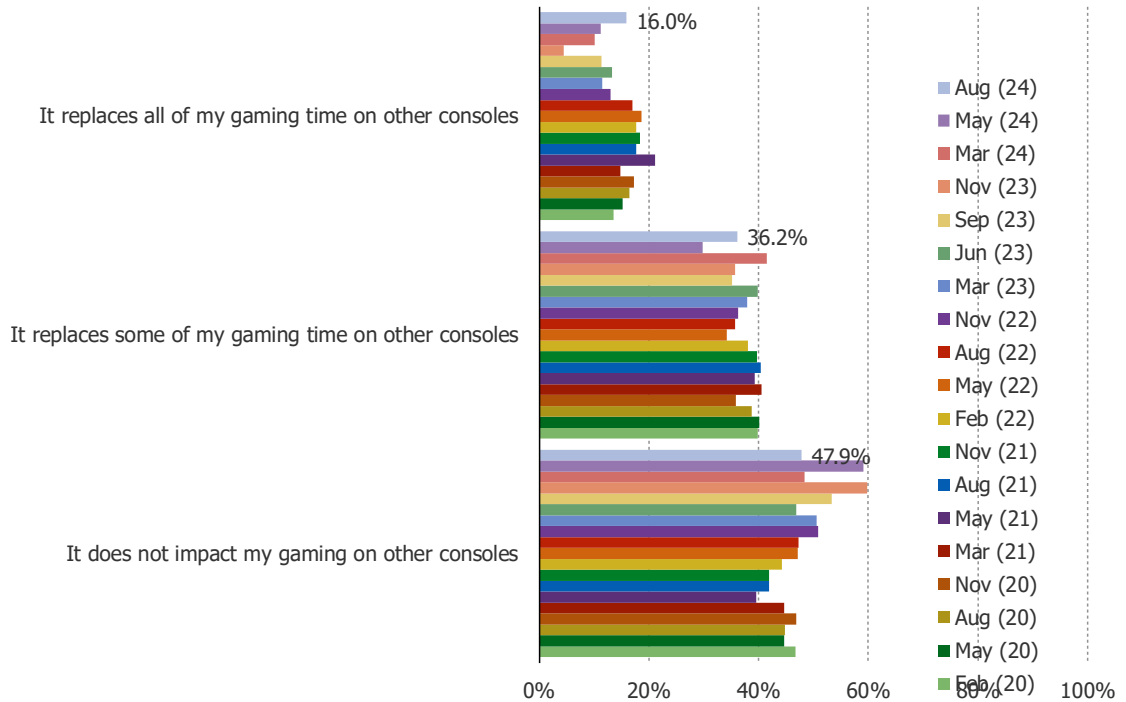
DO YOU CURRENTLY OWN / PLAY ANY OTHER CONSOLES OTHER THAN THE SWITCH / SWITCH LITE?

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



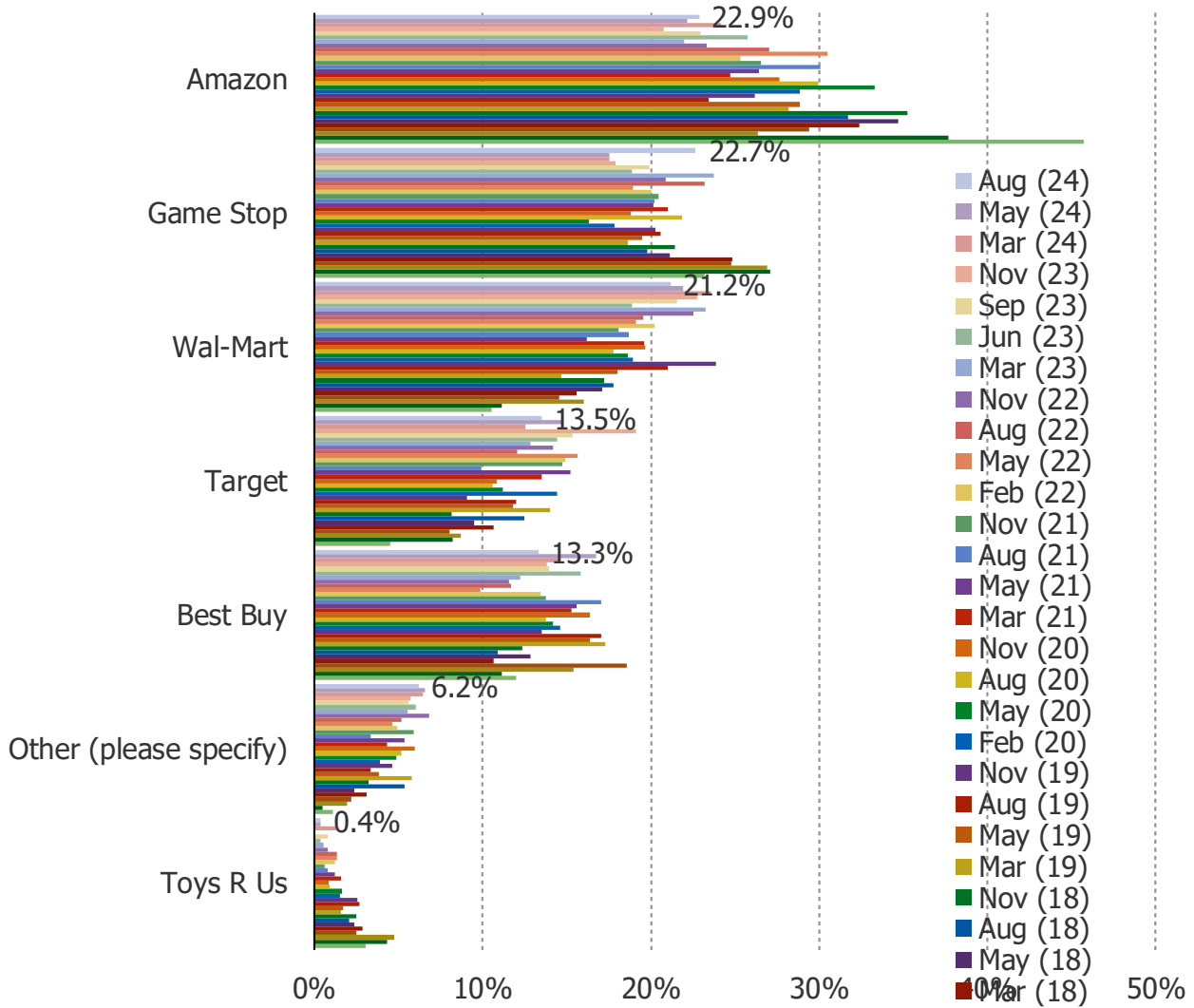
DOES THE SWITCH / SWITCH LITE REPLACE / TAKEAWAY GAMING ON OTHER CONSOLES?

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



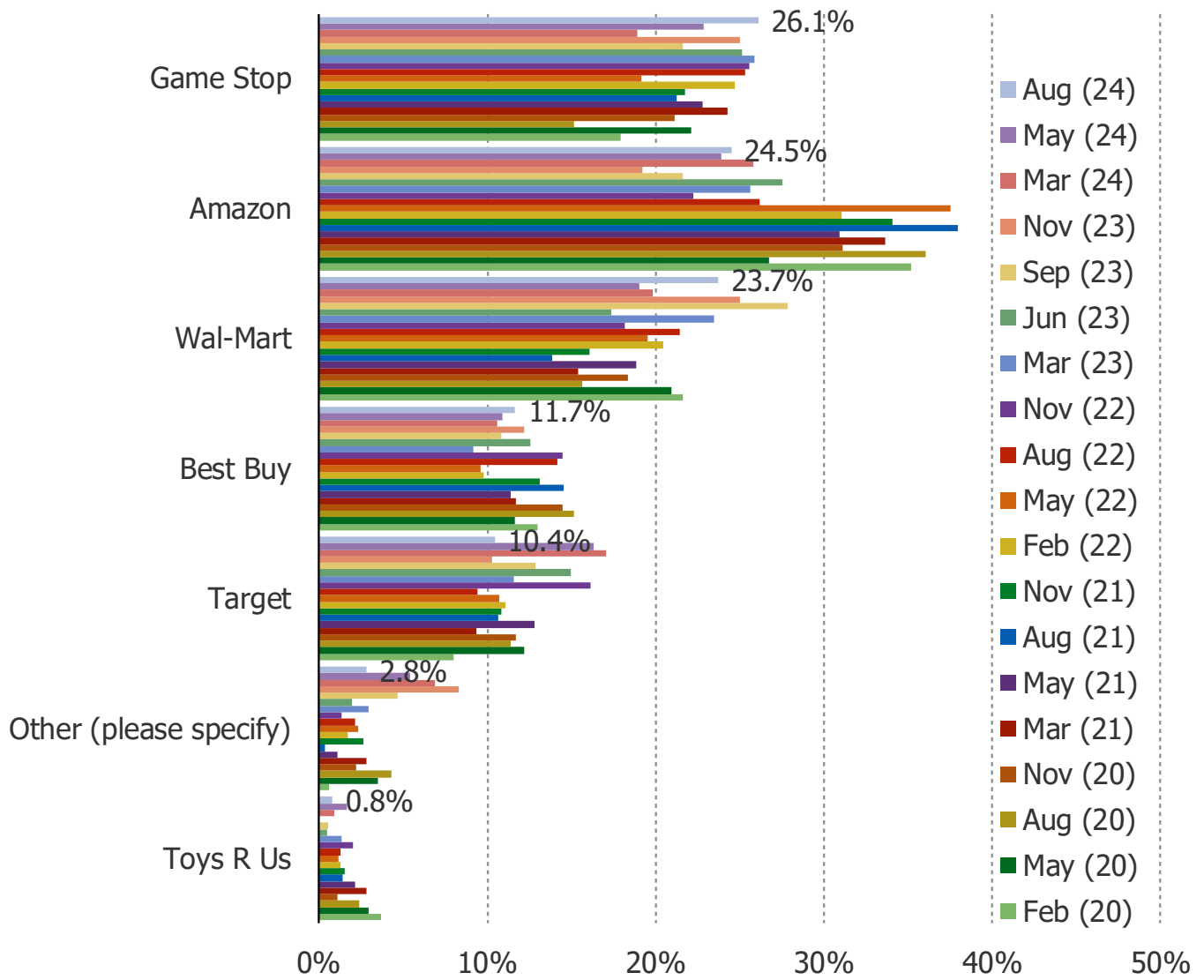
WHERE DID YOU BUY / ORDER THE SWITCH?

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



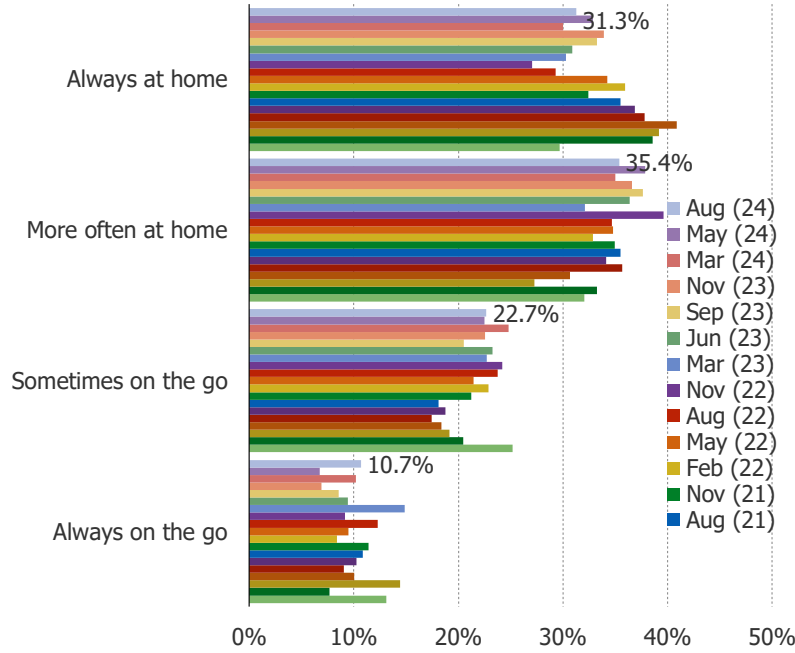
WHERE DID YOU BUY / ORDER THE SWITCH LITE?

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



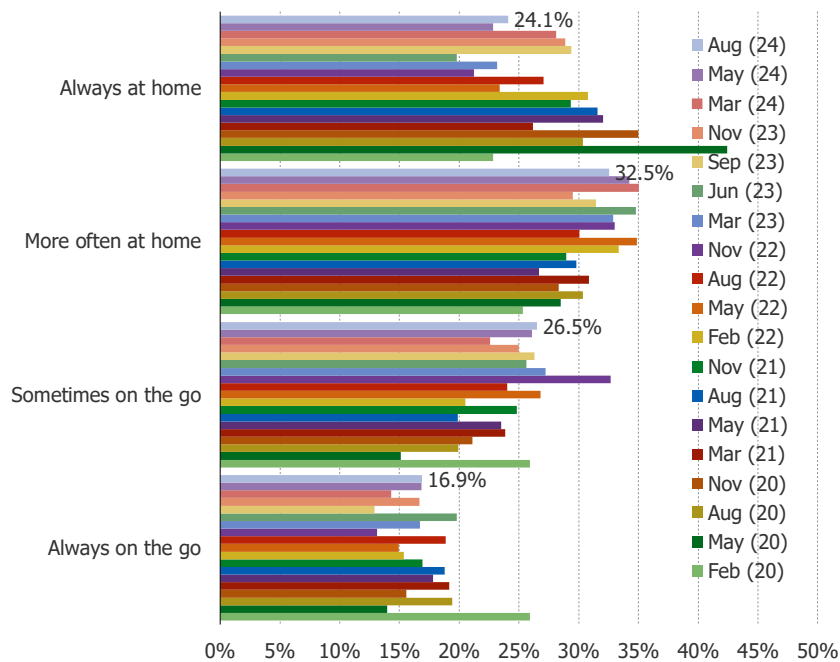
WHICH BEST DESCRIBES YOUR USAGE OF THE NINTENDO SWITCH? (NOT THE NINTENDO SWITCH LITE)

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



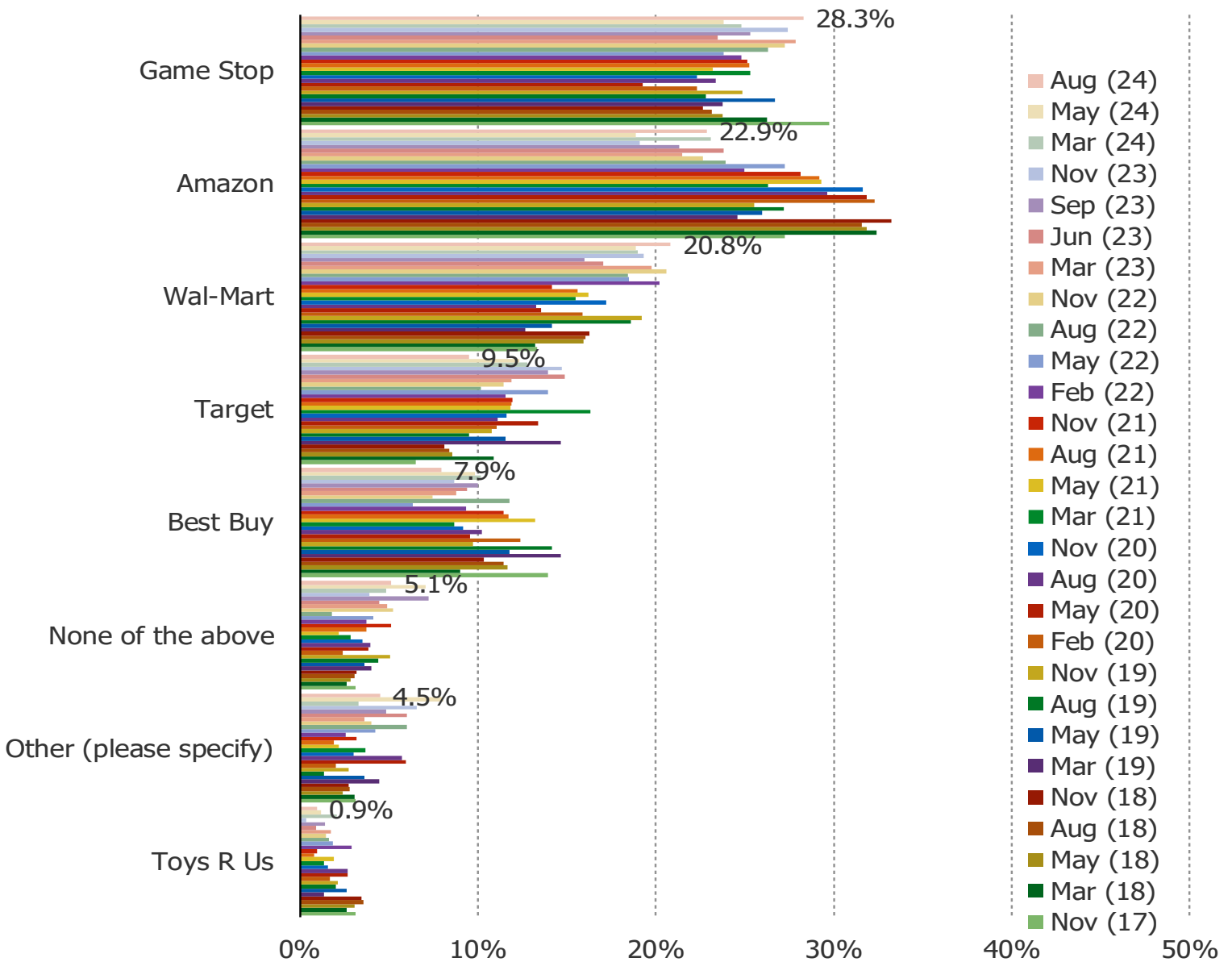
WHICH BEST DESCRIBES YOUR USAGE OF THE NINTENDO SWITCH LITE? (NOT THE NINTENDO SWITCH)

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



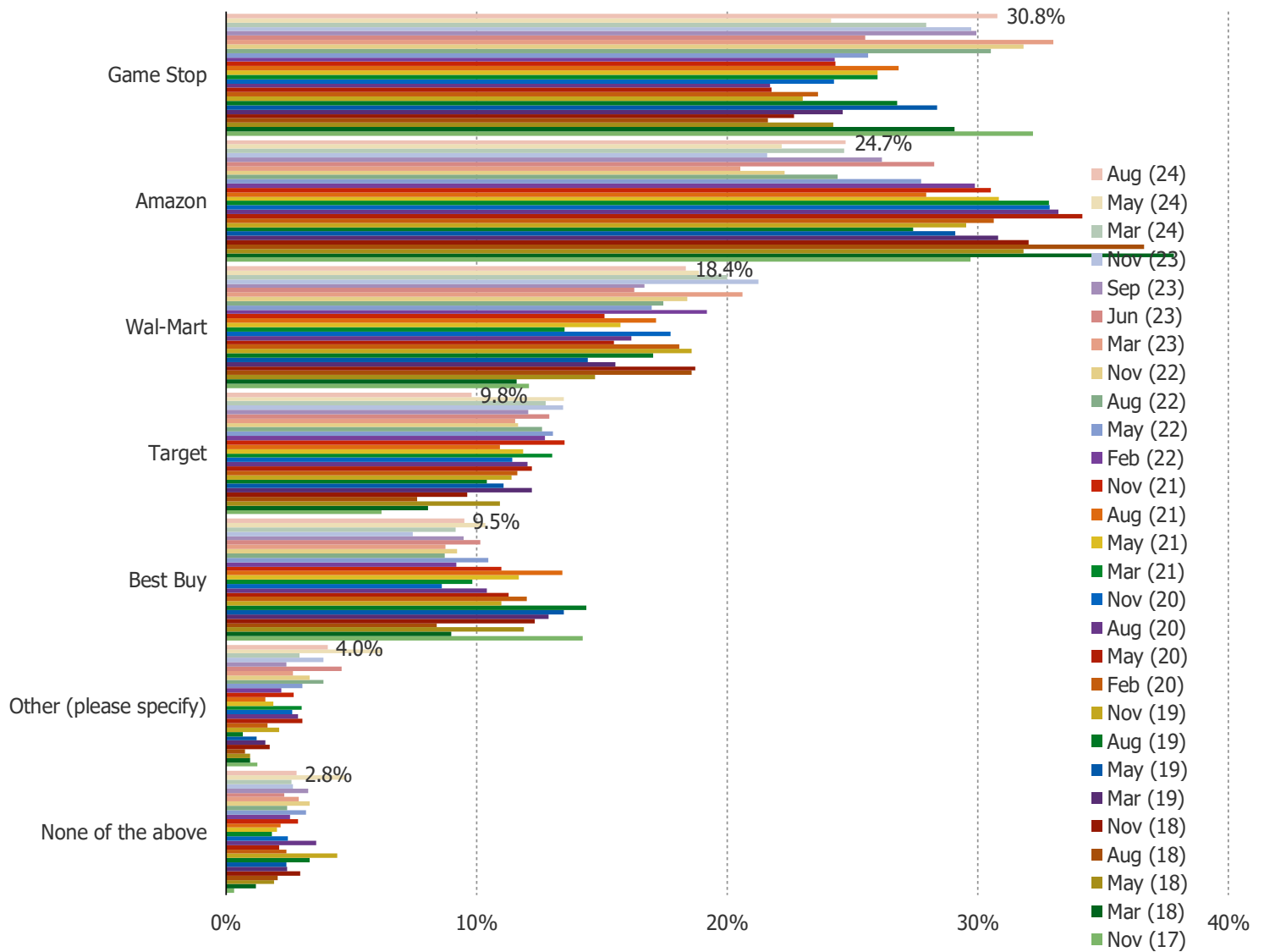
THINKING ABOUT THE LAST GAME YOU BOUGHT FOR THE SWITCH, WHERE DID YOU BUY IT?

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



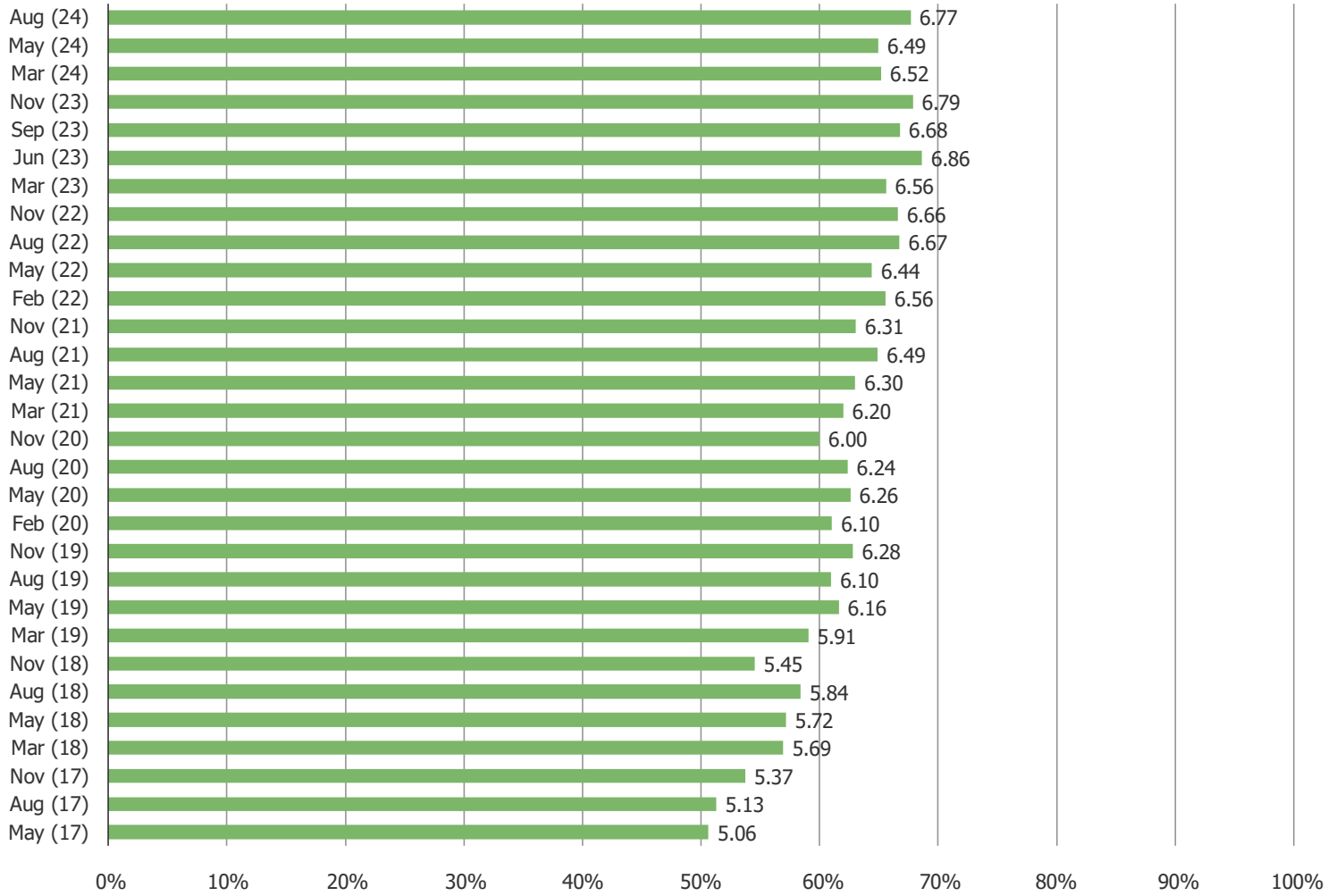
IF YOU NEEDED TO BUY A NEW SWITCH GAME TODAY, WHERE WOULD YOU BE MOST LIKELY TO GET IT?

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



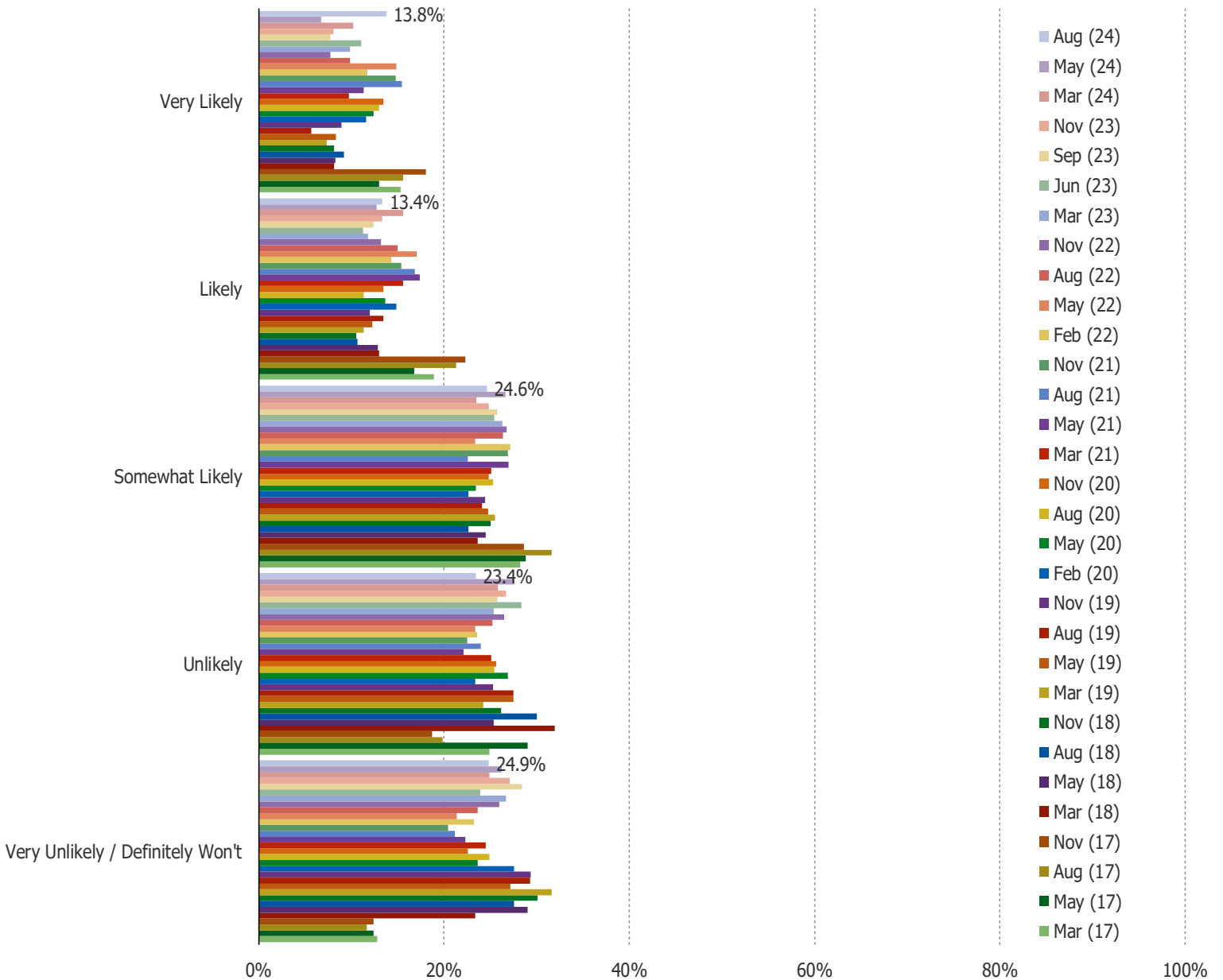
HOW MANY GAMES HAVE YOU PURCHASED SO FAR FOR THE SWITCH?

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



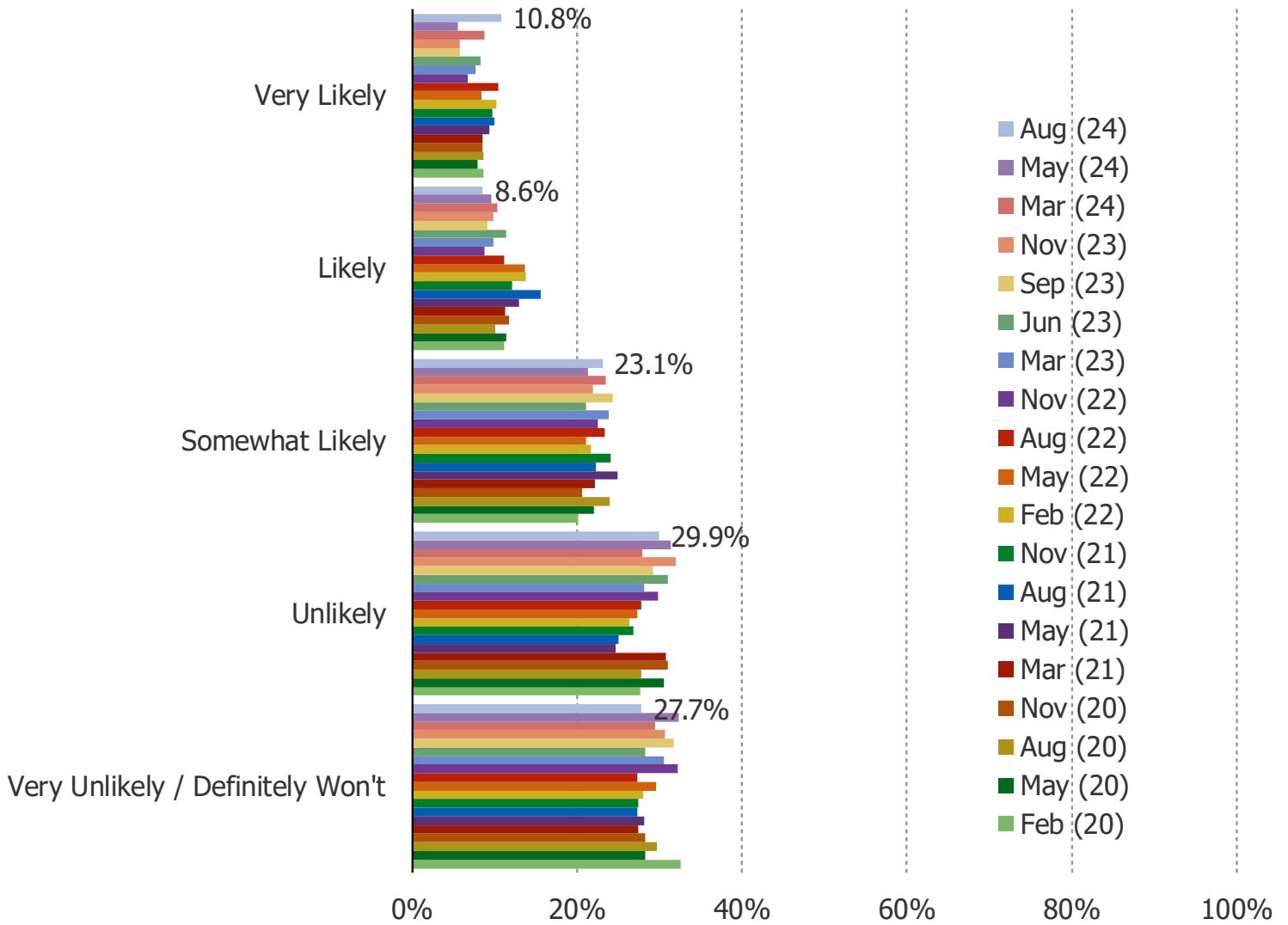
HOW LIKELY ARE YOU TO BUY THE NINTENDO SWITCH IN THE NEXT YEAR?

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



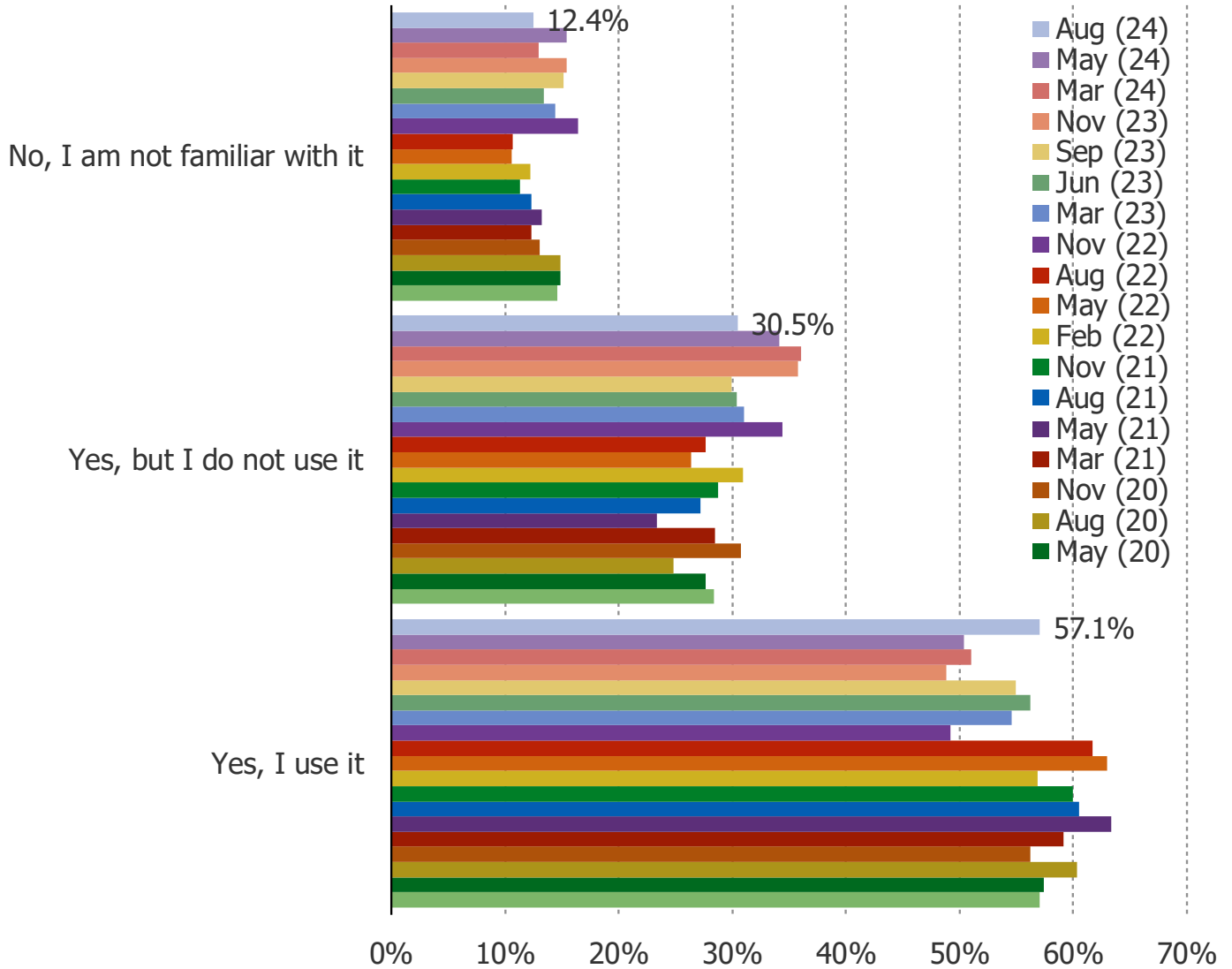
HOW LIKELY ARE YOU TO BUY THE NINTENDO SWITCH LITE IN THE NEXT YEAR?

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



ARE YOU FAMILIAR WITH NINTENDO SWITCH ONLINE?

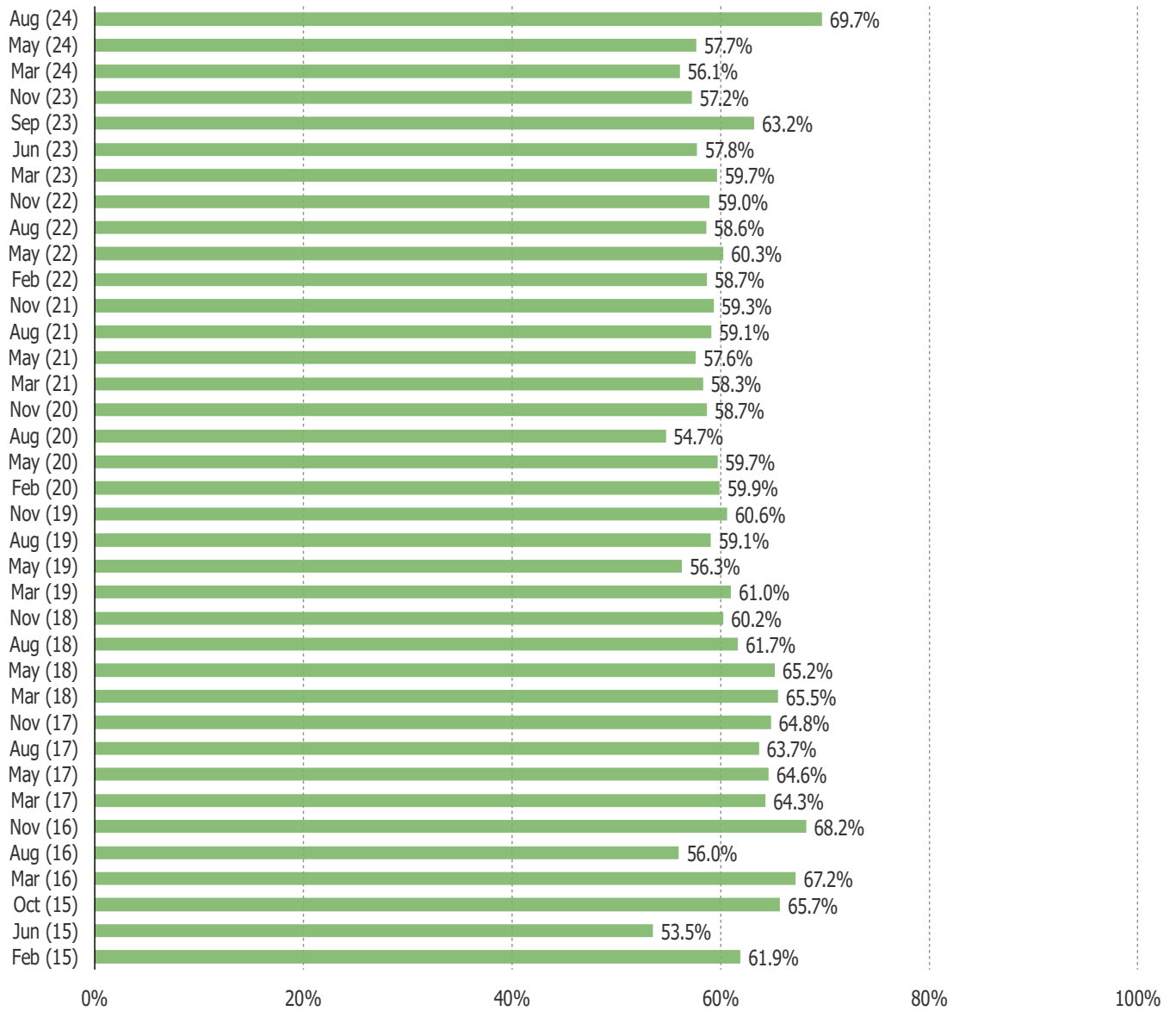
This question was posed to respondents who own or ordered the Nintendo Switch.



CONSOLES: PLAYSTATION AND XBOX

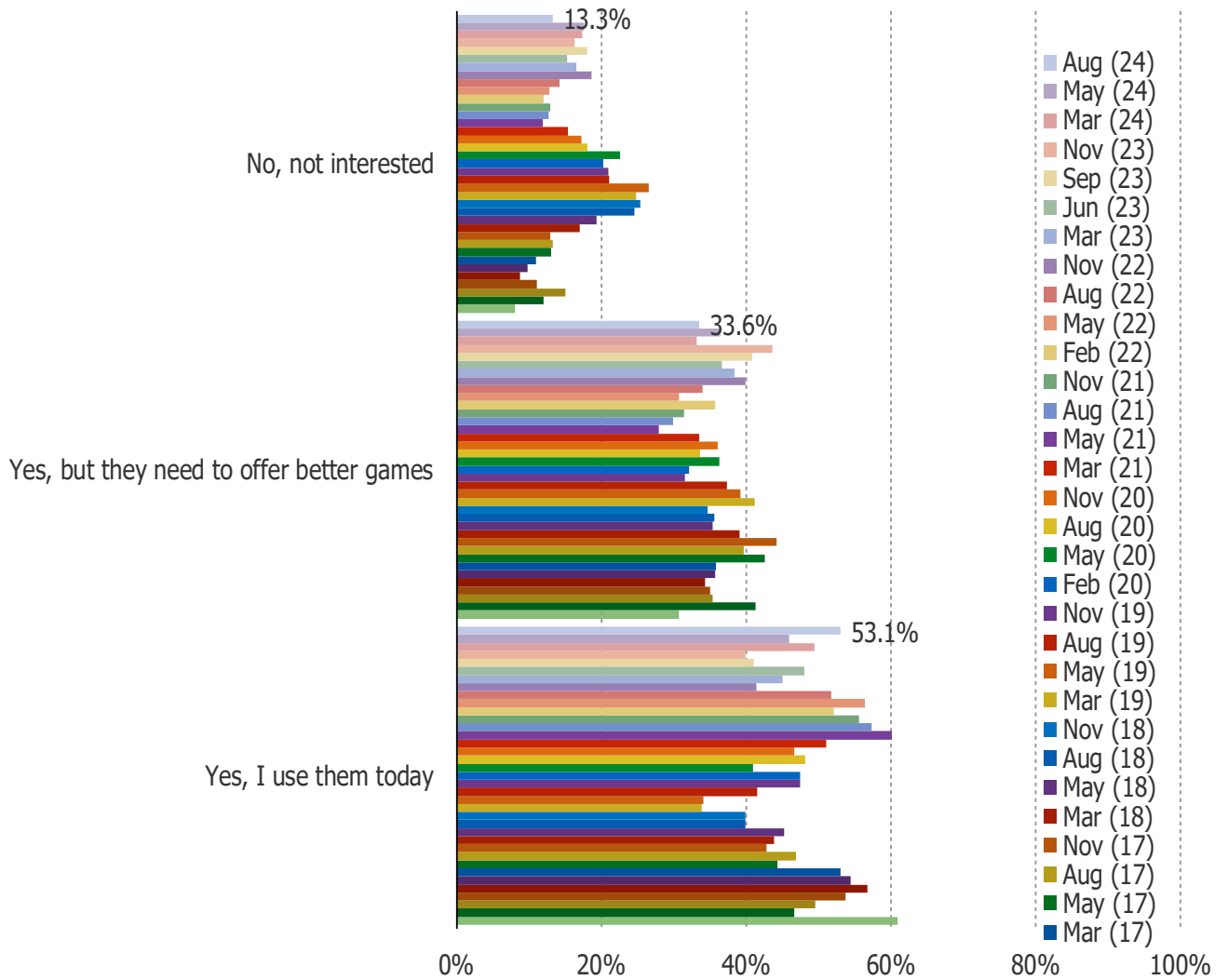
DO YOU OWN AN XBOX ONE AND/OR XBOX SERIES X?

This question was posed to the target audience.



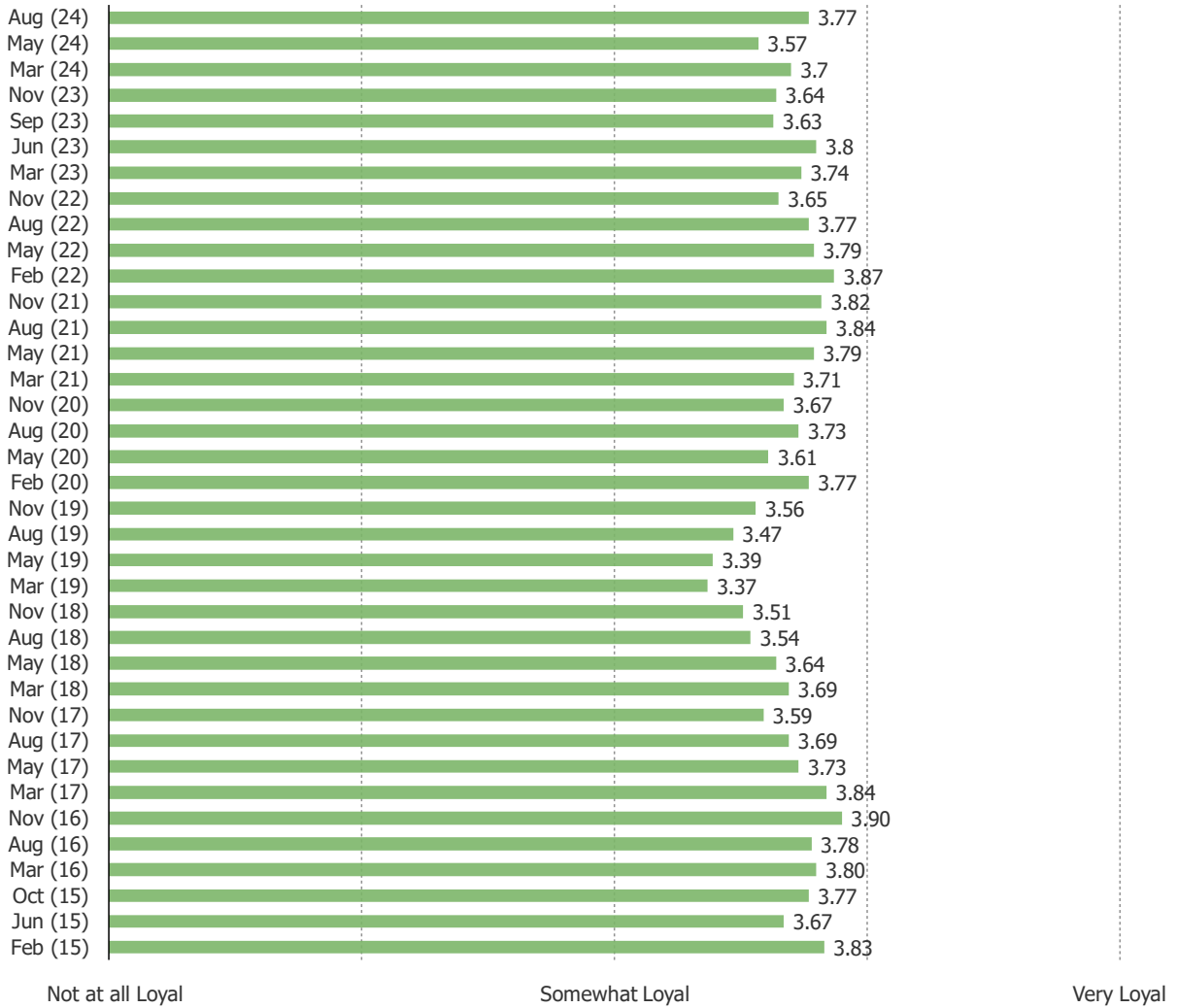
WOULD YOU CONSIDER USING VIDEO GAME STREAMING SERVICES WITHIN XBOX ONE STORES?

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



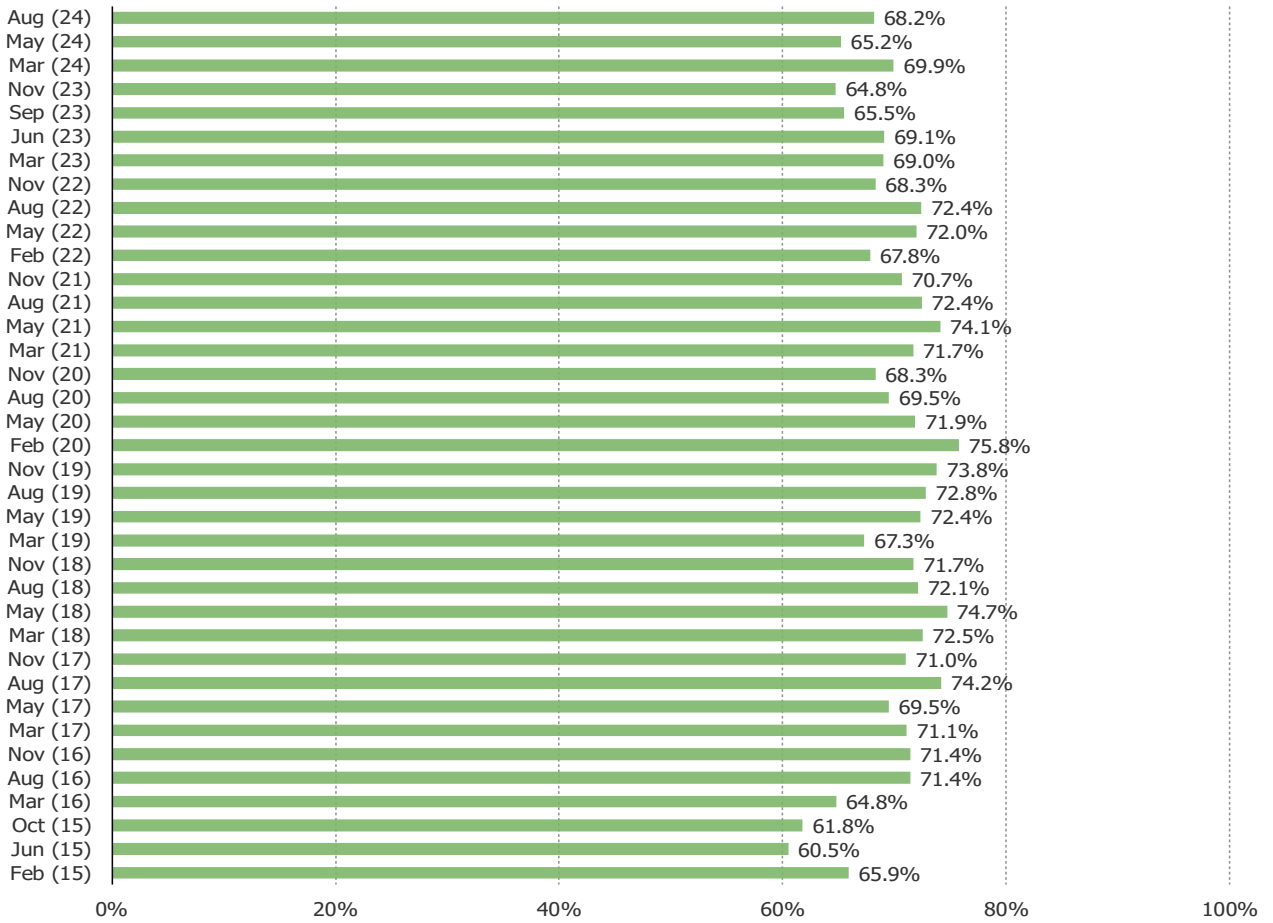
HOW LOYAL ARE YOU TO THE MICROSOFT XBOX BRAND?

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



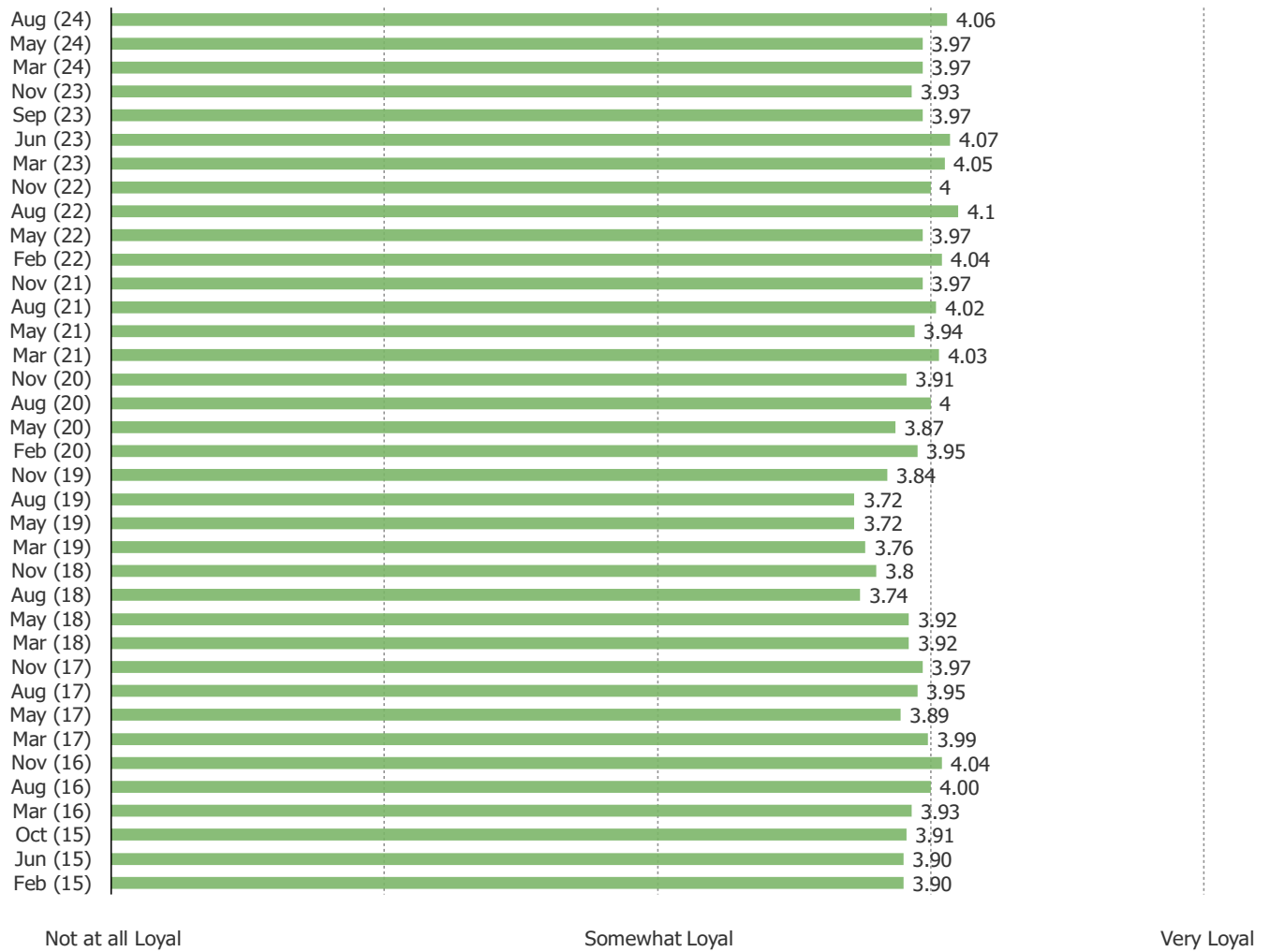
DO YOU OWN A SONY PS4 AND/OR PS5?

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



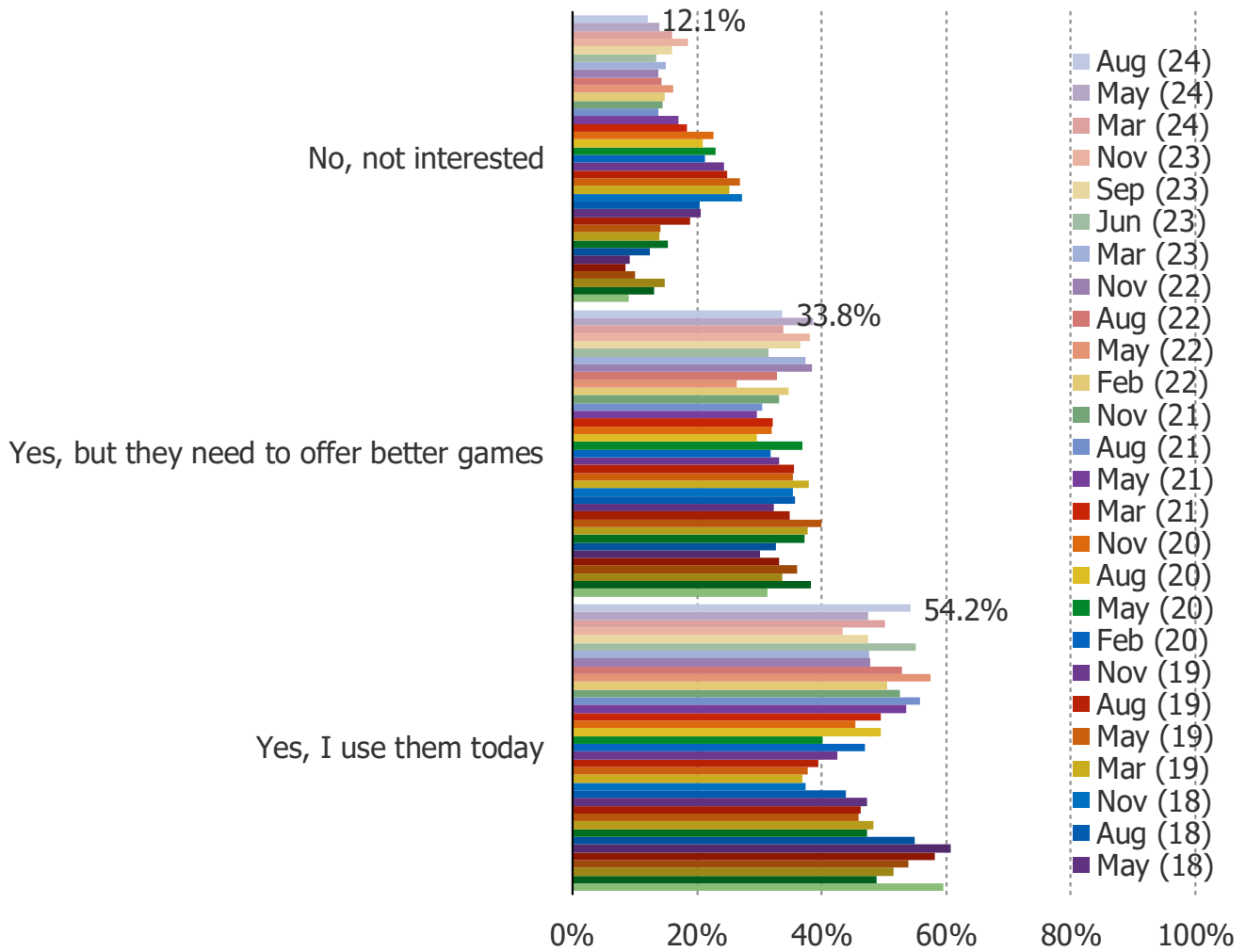
HOW LOYAL ARE YOU TO THE SONY PLAYSTATION BRAND?

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



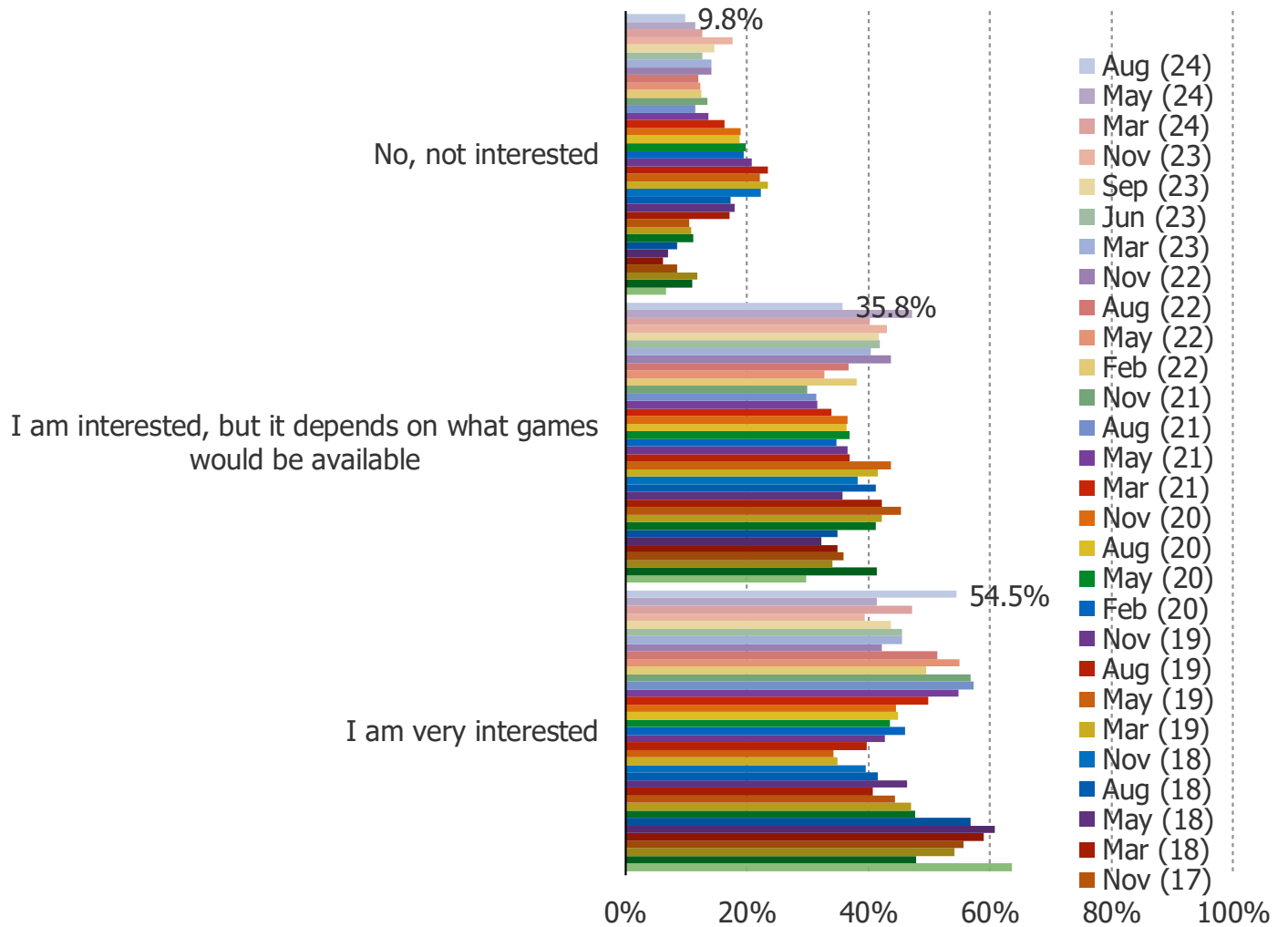
WOULD YOU CONSIDER USING VIDEO GAME STREAMING SERVICES PROVIDED WITHIN PLAYSTATION STORES?

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



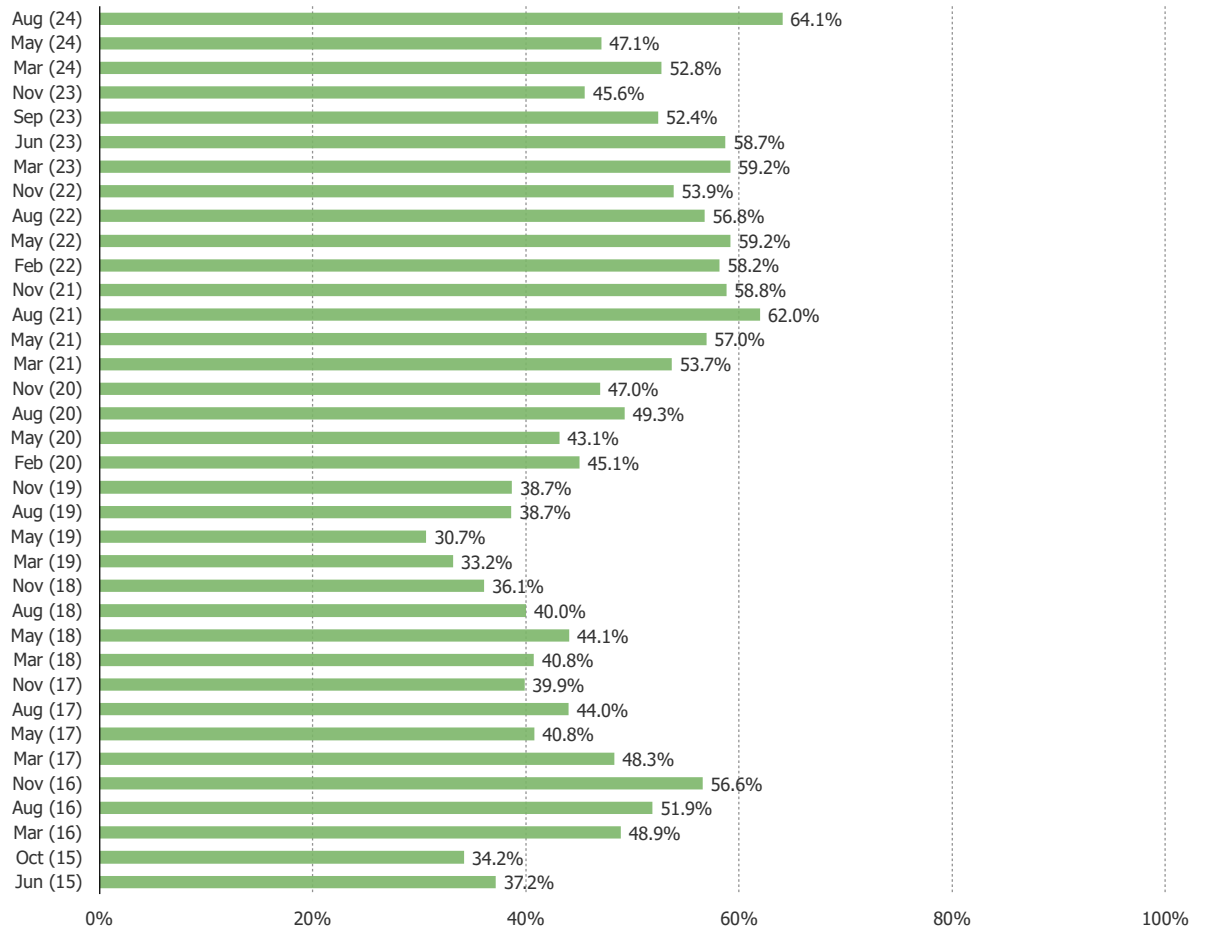
HOW INTERESTED WOULD YOU BE IN GAINING ACCESS TO PLAYSTATION GAMES FOR A MONTHLY SUBSCRIPTION PRICE?

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



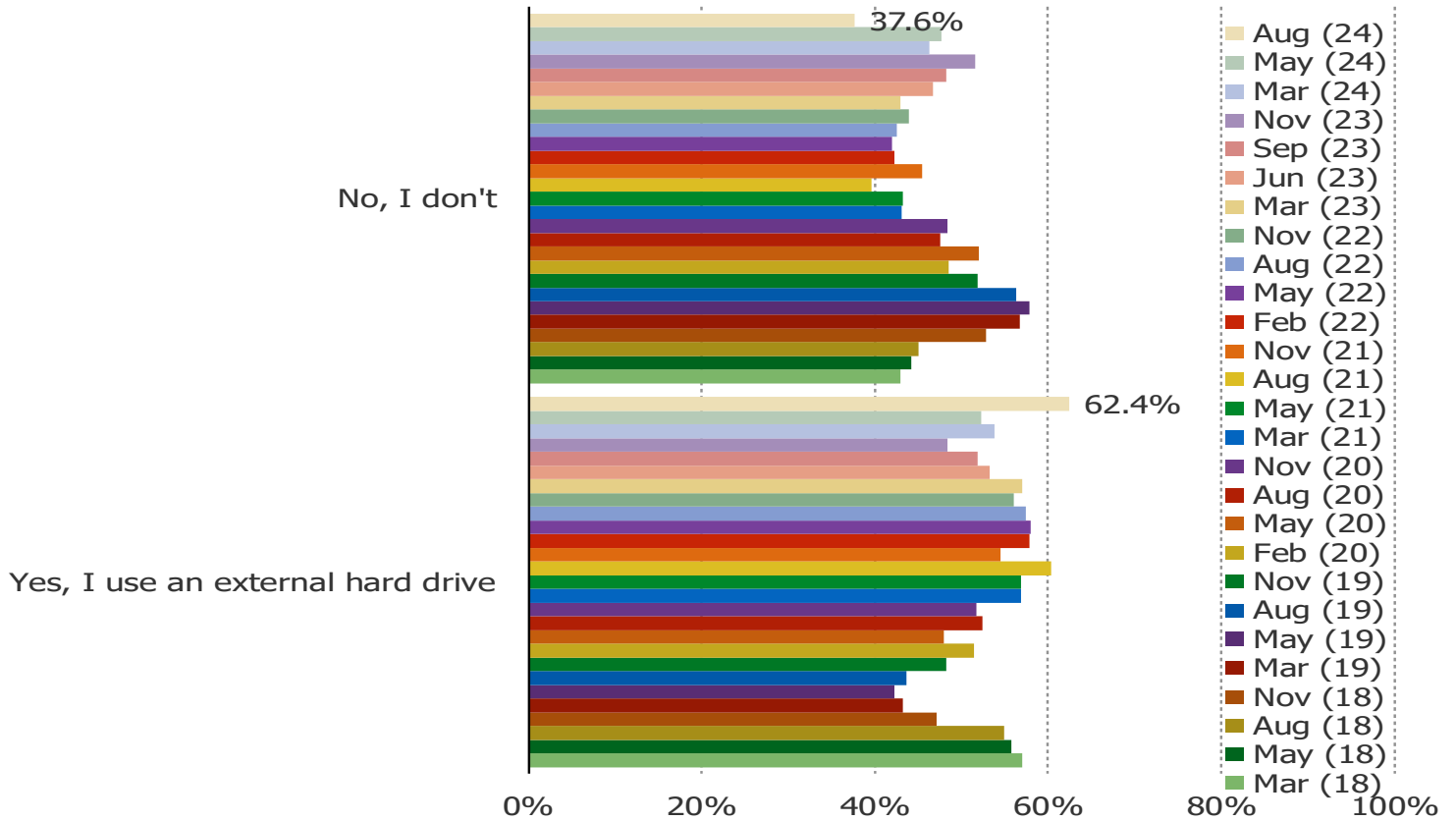
ARE YOU CURRENTLY A SUBSCRIBER TO SONY'S PLAYSTATION NOW STREAMING SUBSCRIPTION OFFERING?

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?

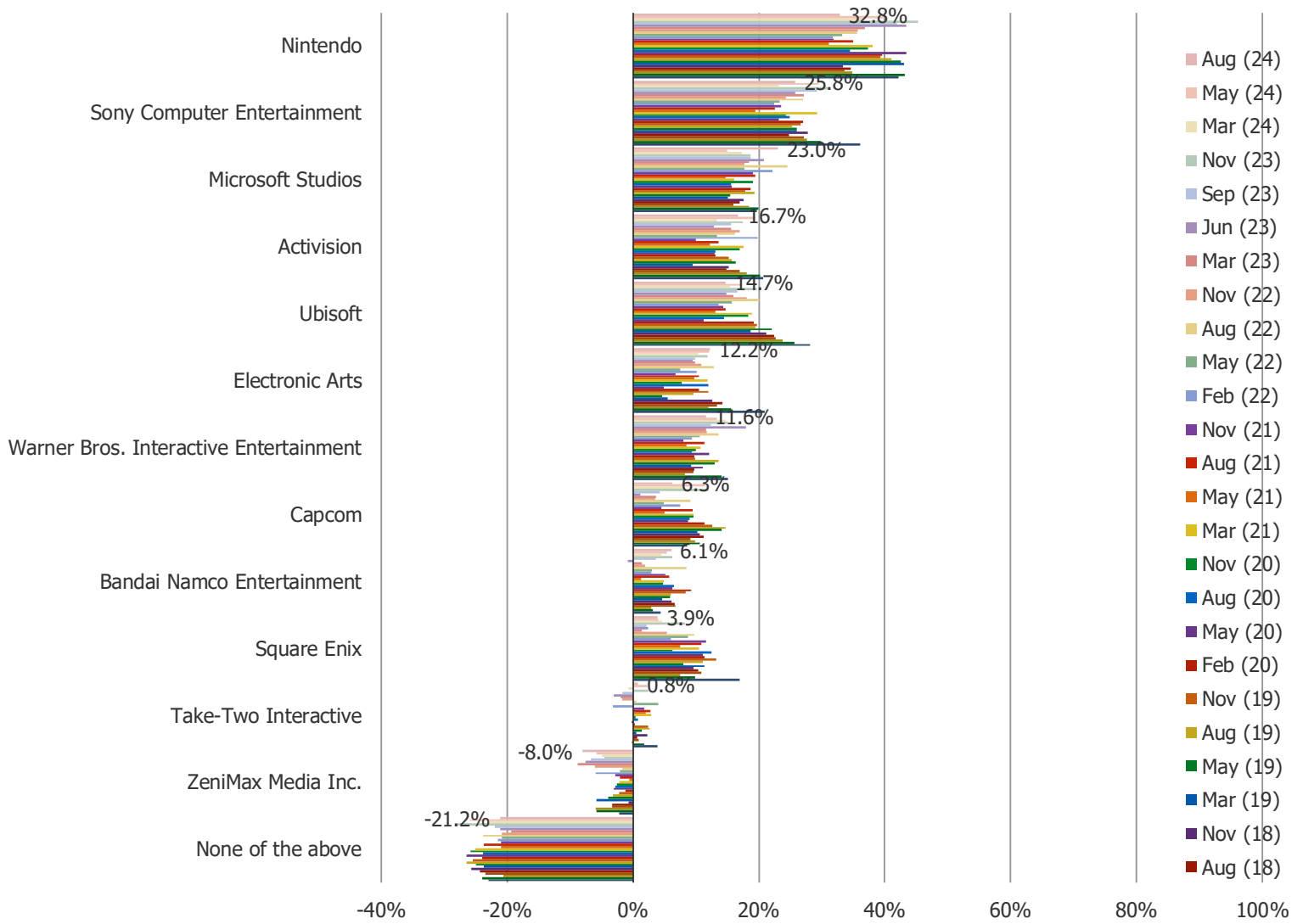
This question was posed to the target audience.



PUBLISHERS

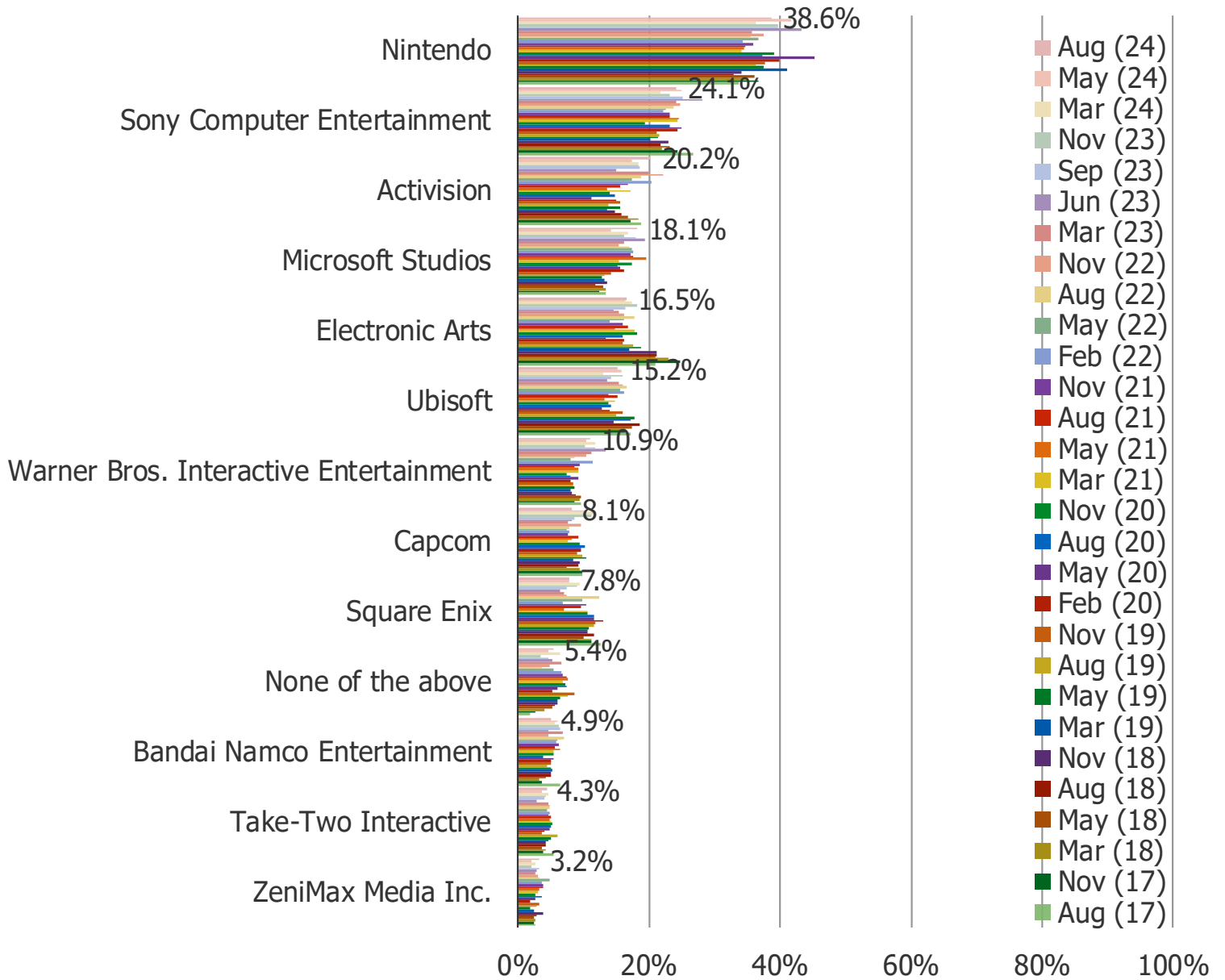
PUBLISHER POPULARITY (GAINING POPULARITY MINUS LOSING POPULARITY)

Posed to the target audience



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

Posed to the target audience

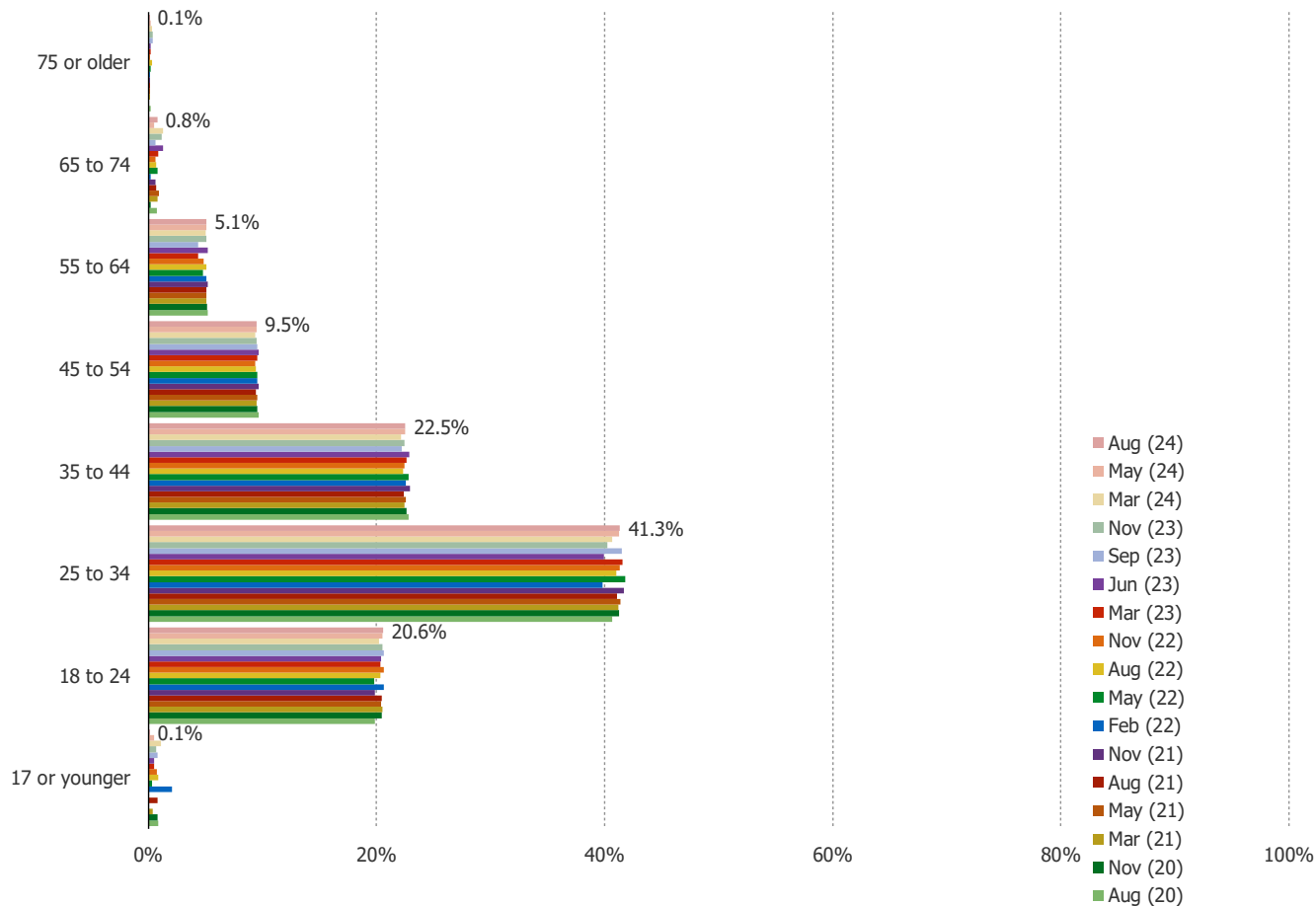


It's In The Game

DEMOGRAPHICS

AGE

Posed to the target audience



GENDER

Posed to the target audience

