

Bespoke Survey Research

March 2025

Video Games

Volume 38 | 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:

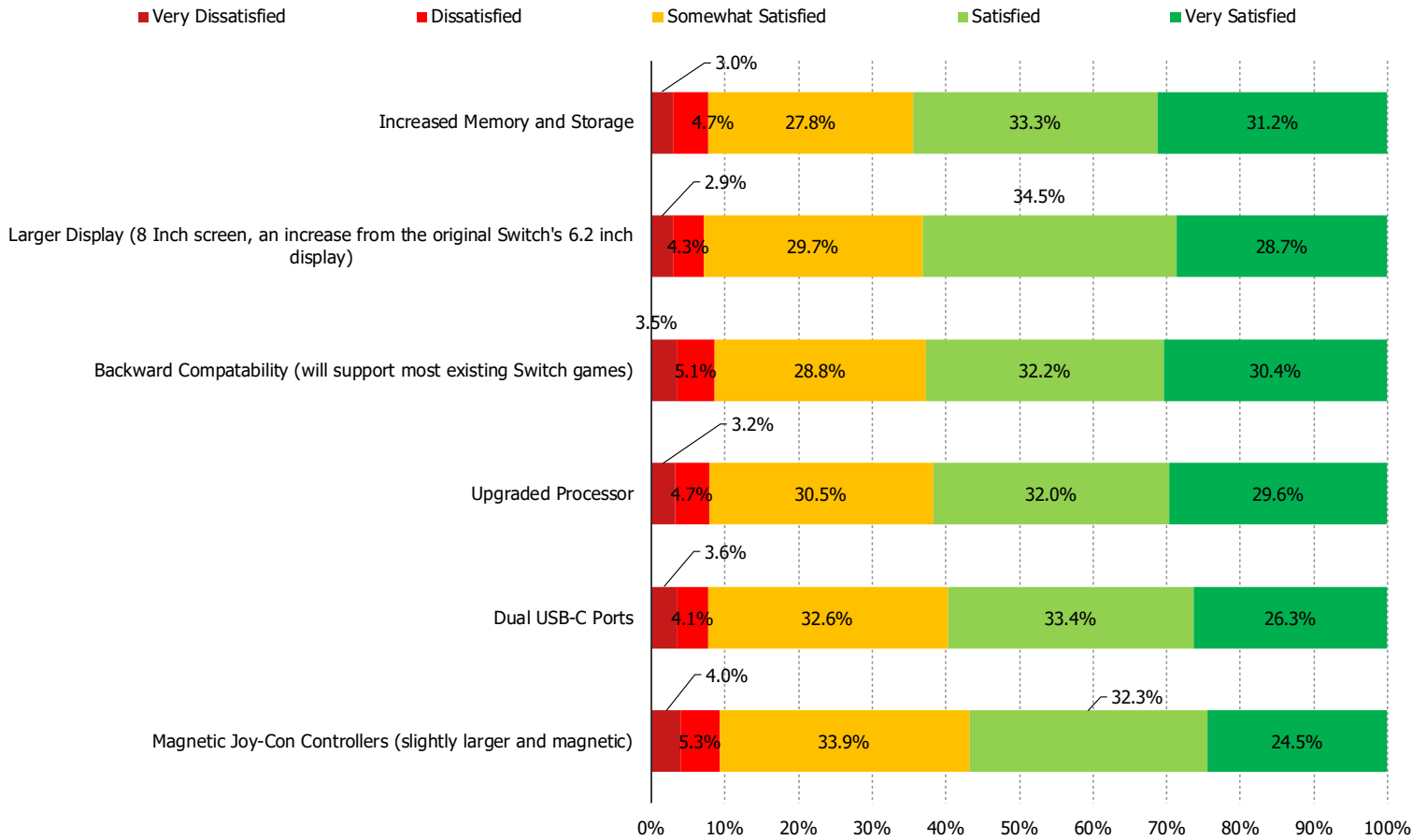
- Respondents are very satisfied with the recently announced features of the Switch 2. Respondent likelihood of buying the Switch 2 when it is released has improved sequentially since we started asking the question nearly a year ago.
- Drilling down on specific features, respondents were most positive on increased memory/storage, the larger screen display, and backward compatibility.
- Regarding Call of Duty, the share who have purchased/downloaded Call of Duty Black Ops 6 has increased slightly sequentially.
- Those who have purchased/downloaded Call of Duty Black Ops 6 are very satisfied with the game.
- Those who have used GameStop's card grading service show a high likelihood to use it again in the future.
- Video game playing frequency has strengthened modestly q/q.
- The number of titles played per year is tracking steady over the last few months (but lower relative to levels we have seen historically).
- Over the history of our survey, free games with in-game purchases have slowly gained on full price games purchased upfront.
- The broader gaming audience has consistently shown a higher likelihood of buying the next PlayStation console compared to both Nintendo and Microsoft.
- Digital video games continues to gain share of purchases and mindshare of gamers.
- Playstation Portal has increased traction with every survey we run and NPS for the product is very strong/positive.

It's In The Game

NEW/RECENTLY ADDED QUESTIONS

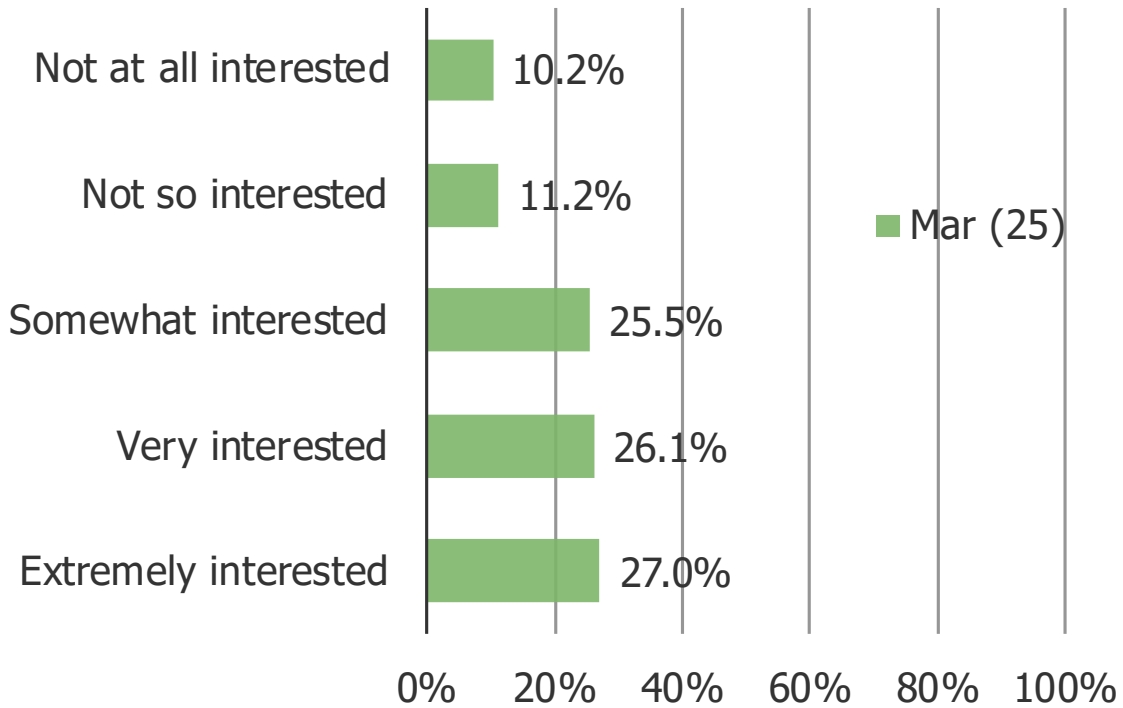
NINTENDO RECENTLY OFFICIALLY ANNOUNCED THE SWITCH 2, WITH THE FOLLOWING FEATURES, FOR RELEASE IN 2025.HOW SATISFIED ARE YOU WITH EACH OF THESE FEATURE ANNOUNCEMENTS?

This question was posed to all respondents.



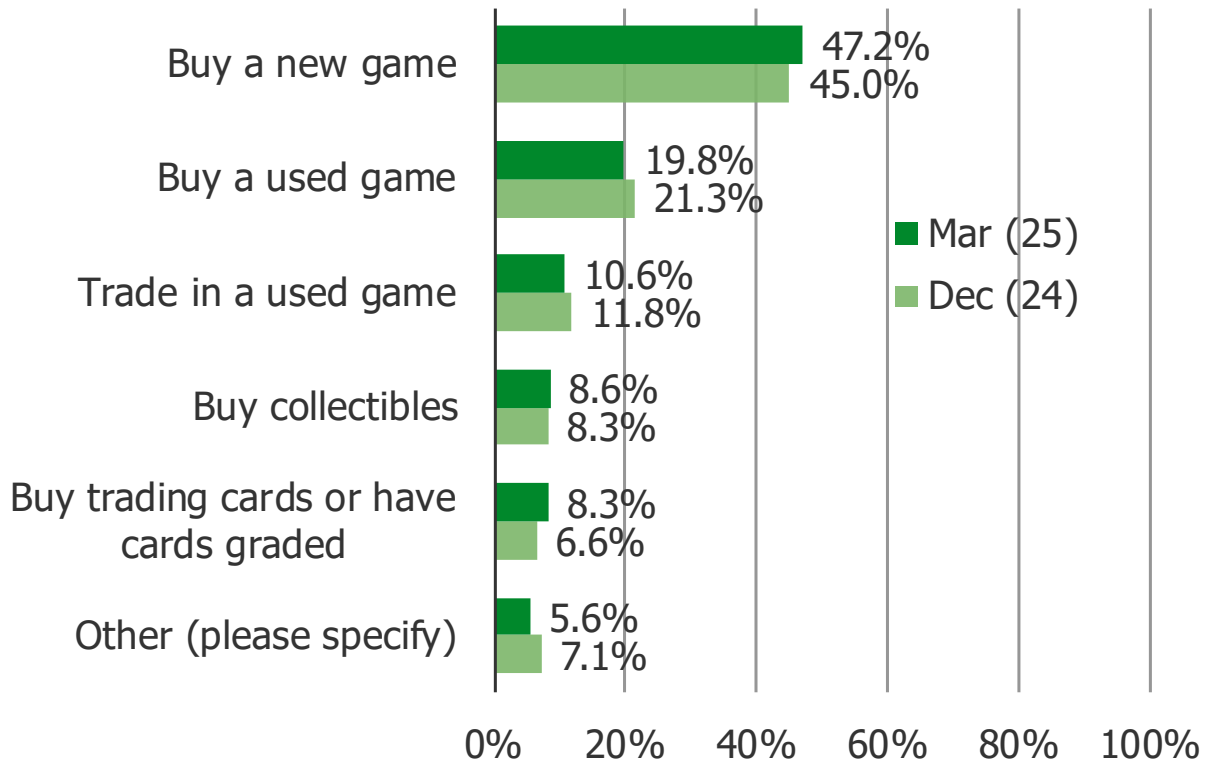
HOW MUCH INTEREST DO YOU HAVE IN THE SWITCH 2?THE FOLLOWING ARE FEATURES THAT HAVE BEEN ANNOUNCED ABOUT THE PRODUCT:-LARGER DISPLAY (8 INCH SCREEN, AN INCREASE FROM THE ORIGINAL SWITCH'S 6.2 INCH DISPLAY)-MAGNETIC JOY-CON CONTROLLERS (SLIGHTLY LARGER AND MAGNETIC)-DUAL USB-C PORTS-UPGRADED PROCESSOR-INCREASED MEMORY AND STORAGE-BACKWARD COMPATABILITY (WILL SUPPORT MOST EXISTING SWITCH GAMES)

This question was posed to all respondents.



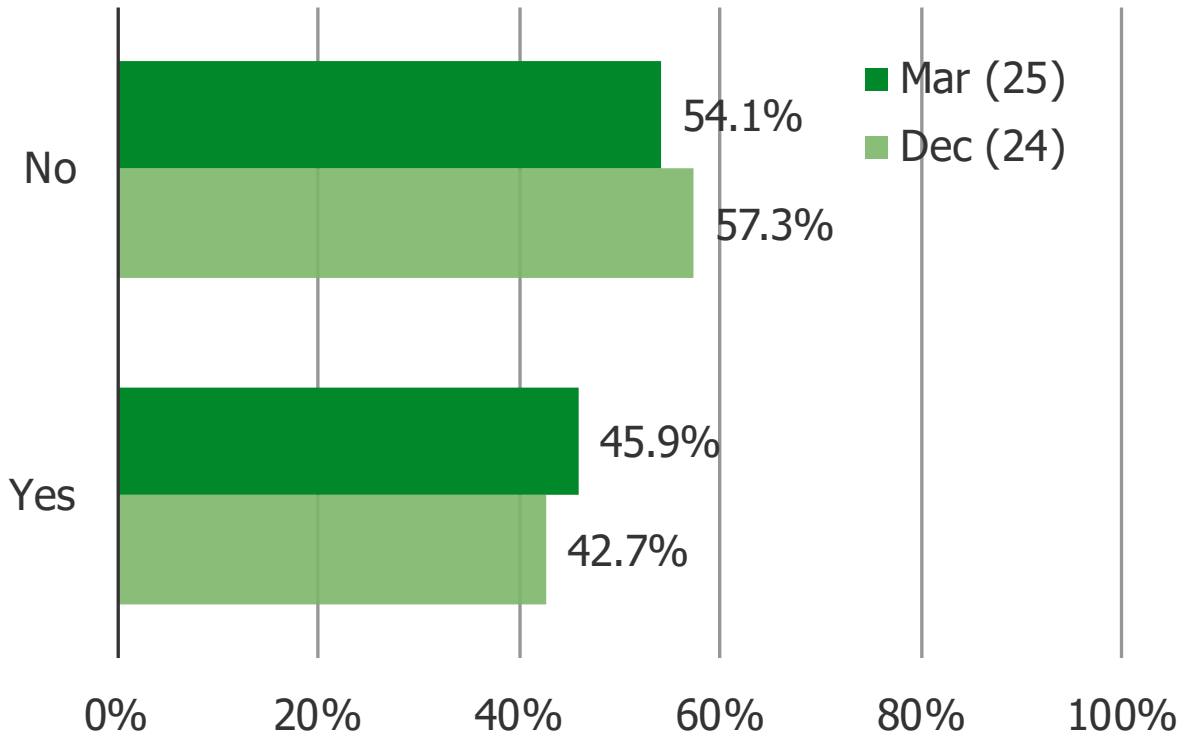
THINKING ABOUT YOUR MOST RECENT VISIT TO GAMESTOP, WHAT WAS THE PRIMARY REASON YOU VISITED?

This question was posed to all respondents who have ever shopped at GameStop.



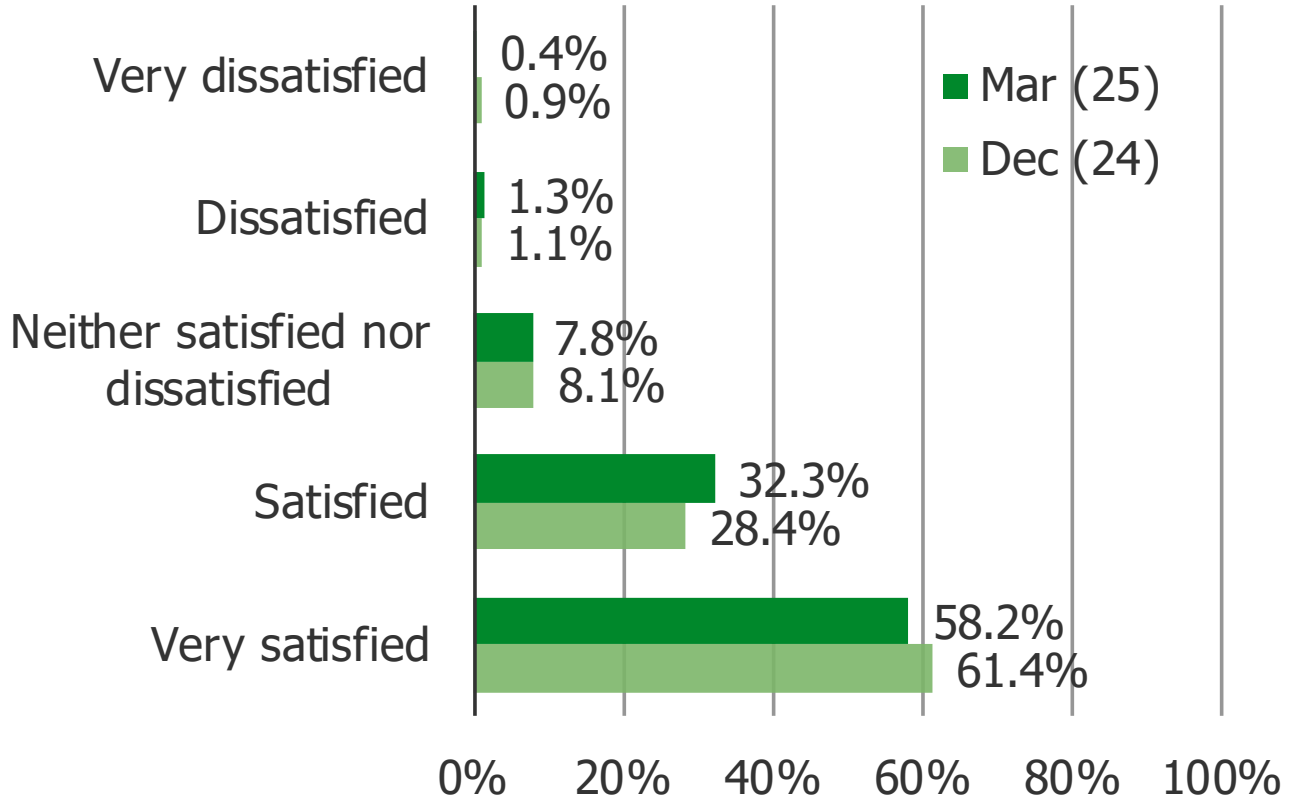
HAVE YOU PURCHASED OR DOWNLOADED CALL OF DUTY, BLACK OPS 6?

This question was posed to all respondents.



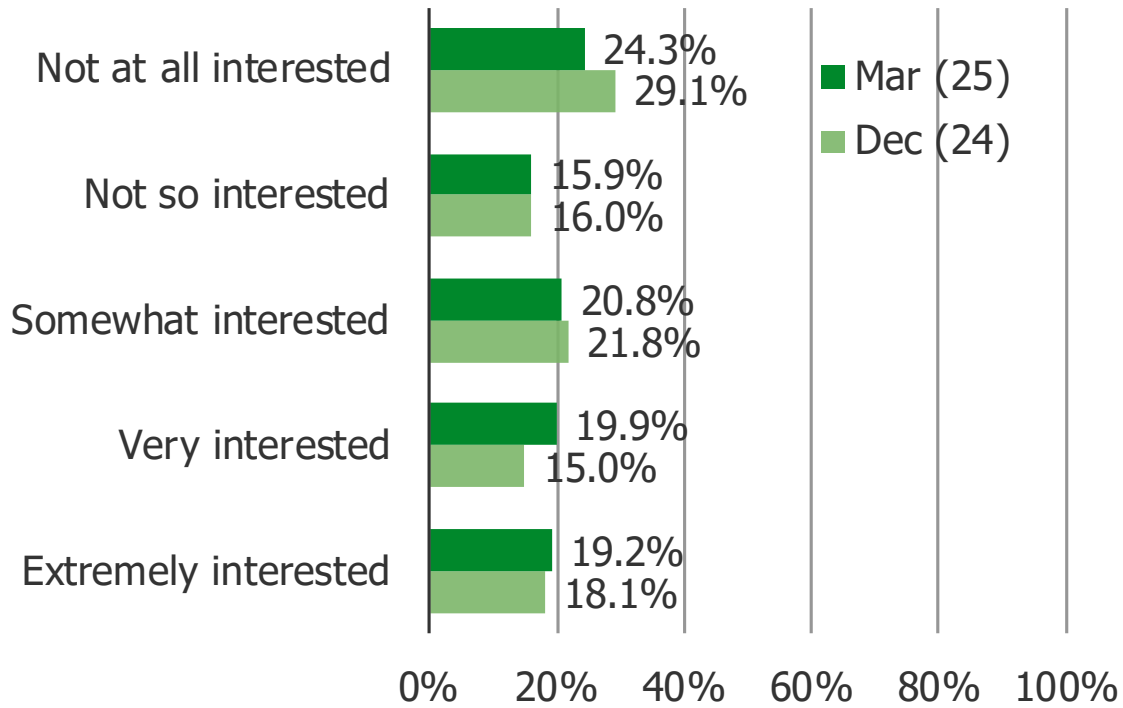
HOW WOULD YOU RATE CALL OF DUTY, BLACK OPS 6?

This question was posed to all respondents who have purchased or downloaded Call of Duty, Black Ops 6.



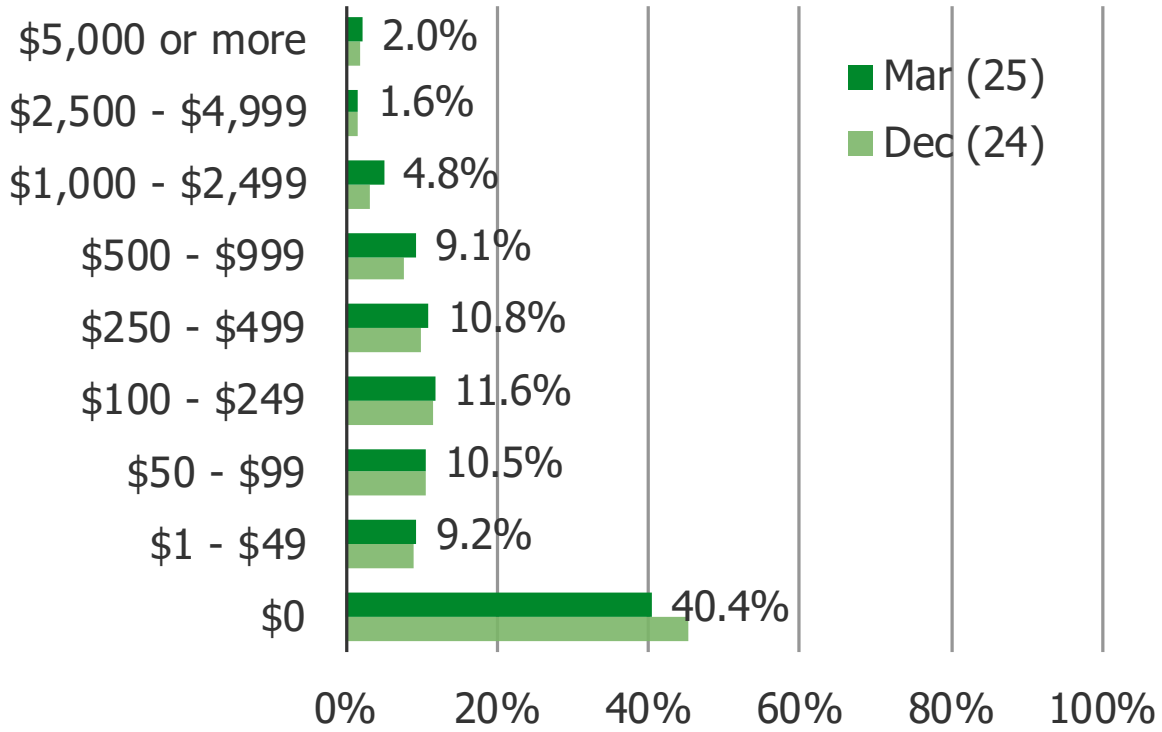
HOW INTERESTED ARE YOU IN TRADING CARDS (SPORTS, GAMING, POKEMON, ETC)

This question was posed to all respondents.



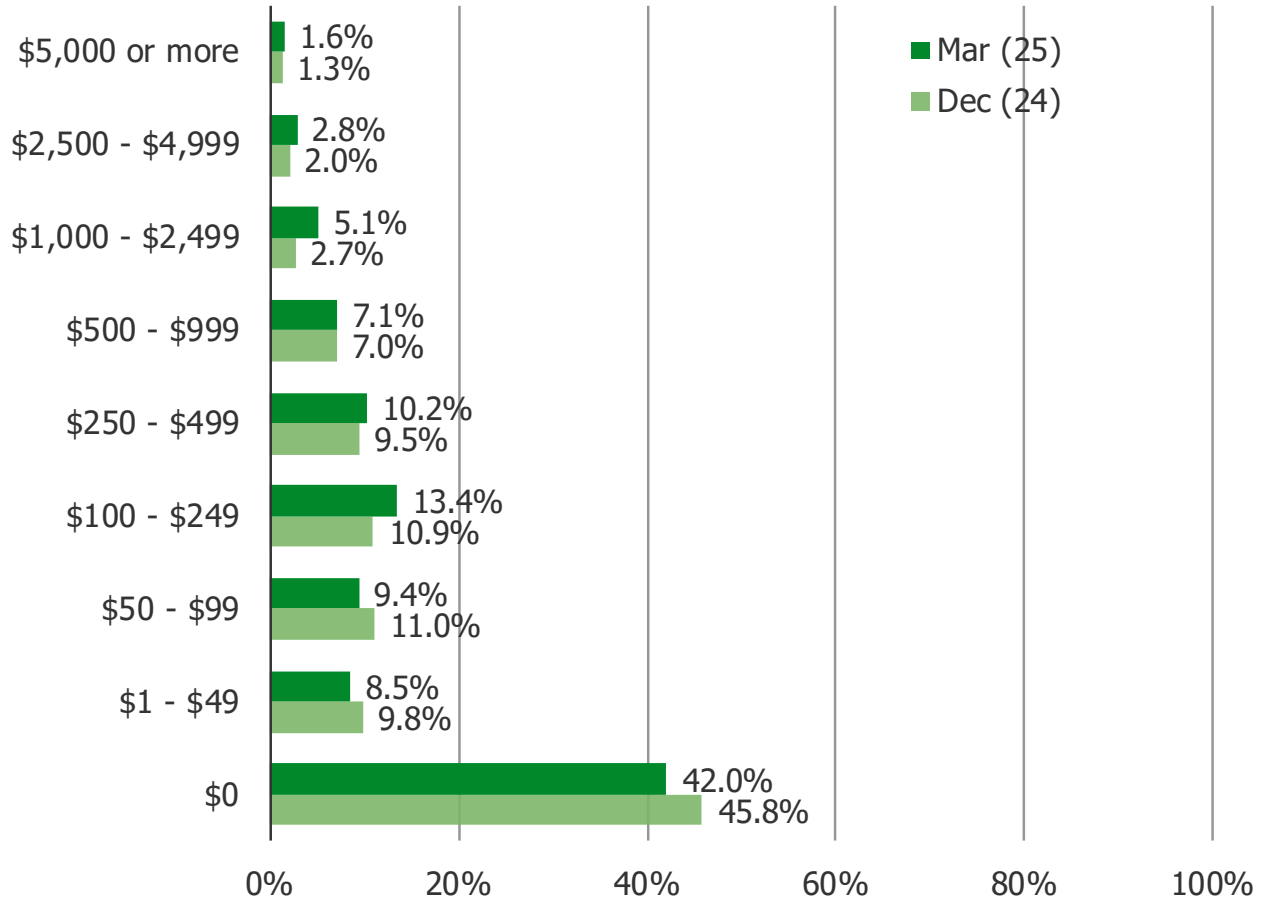
HOW MUCH HAVE YOU SPENT ON TRADING CARDS (SPORTS, GAMING, POKEMON, ETC) IN THE LAST TWELVE MONTHS?

This question was posed to all respondents.



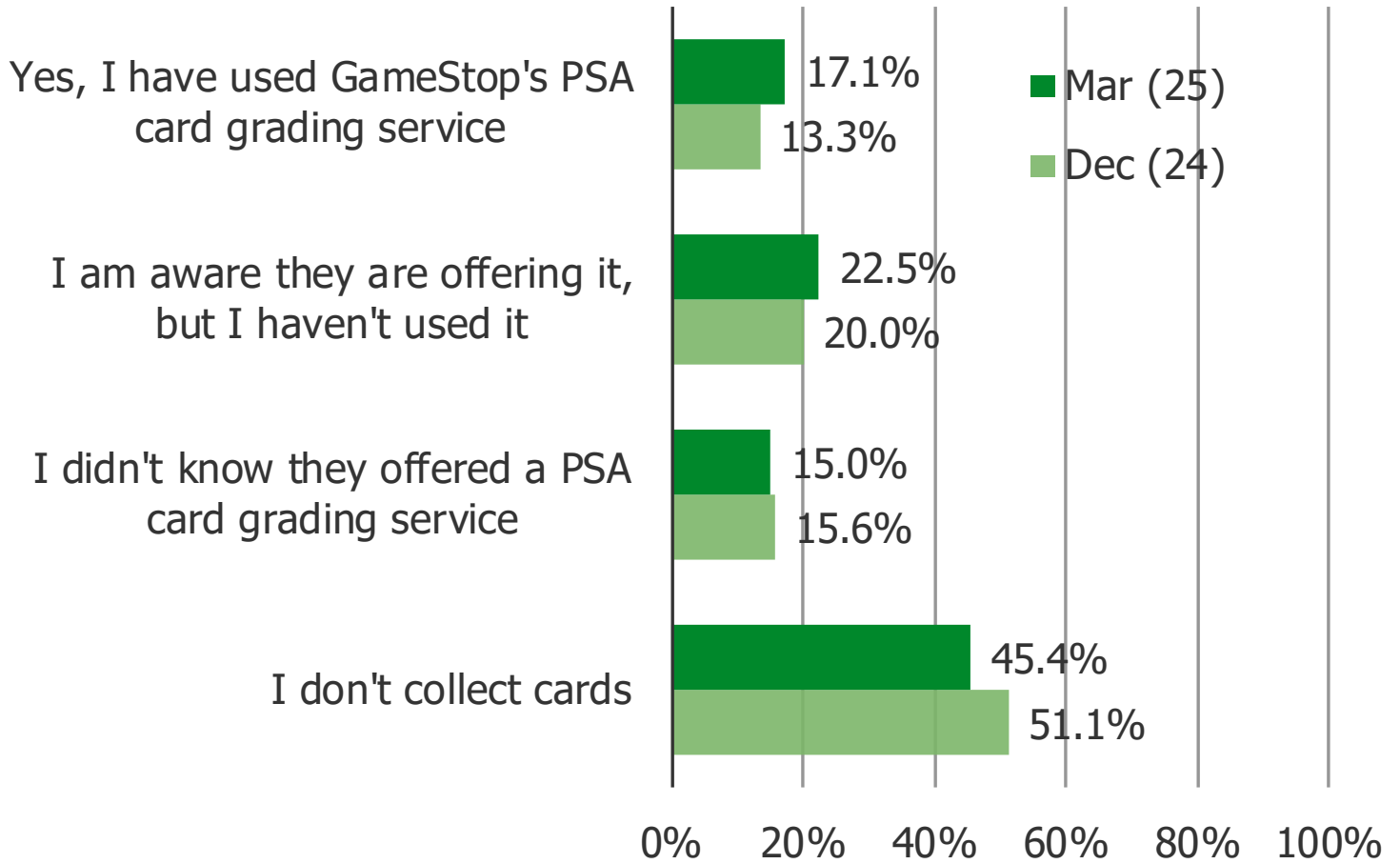
HOW MUCH WILL YOU SPEND ON TRADING CARDS (SPORTS, GAMING, POKEMON, ETC) IN THE NEXT TWELVE MONTHS?

This question was posed to all respondents.



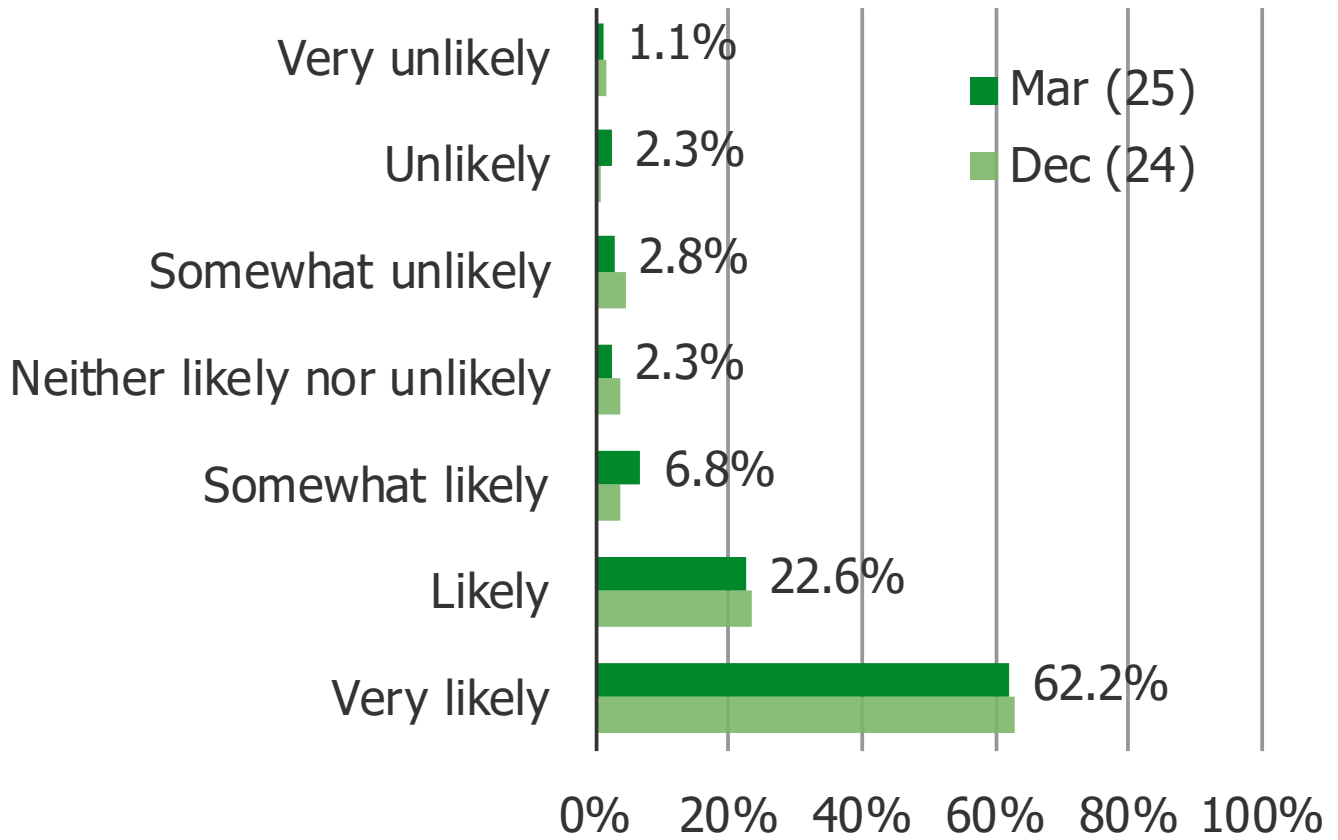
HAVE YOU USED GAMESTOP'S PSA CARD GRADING SERVICE?

This question was posed to all respondents.



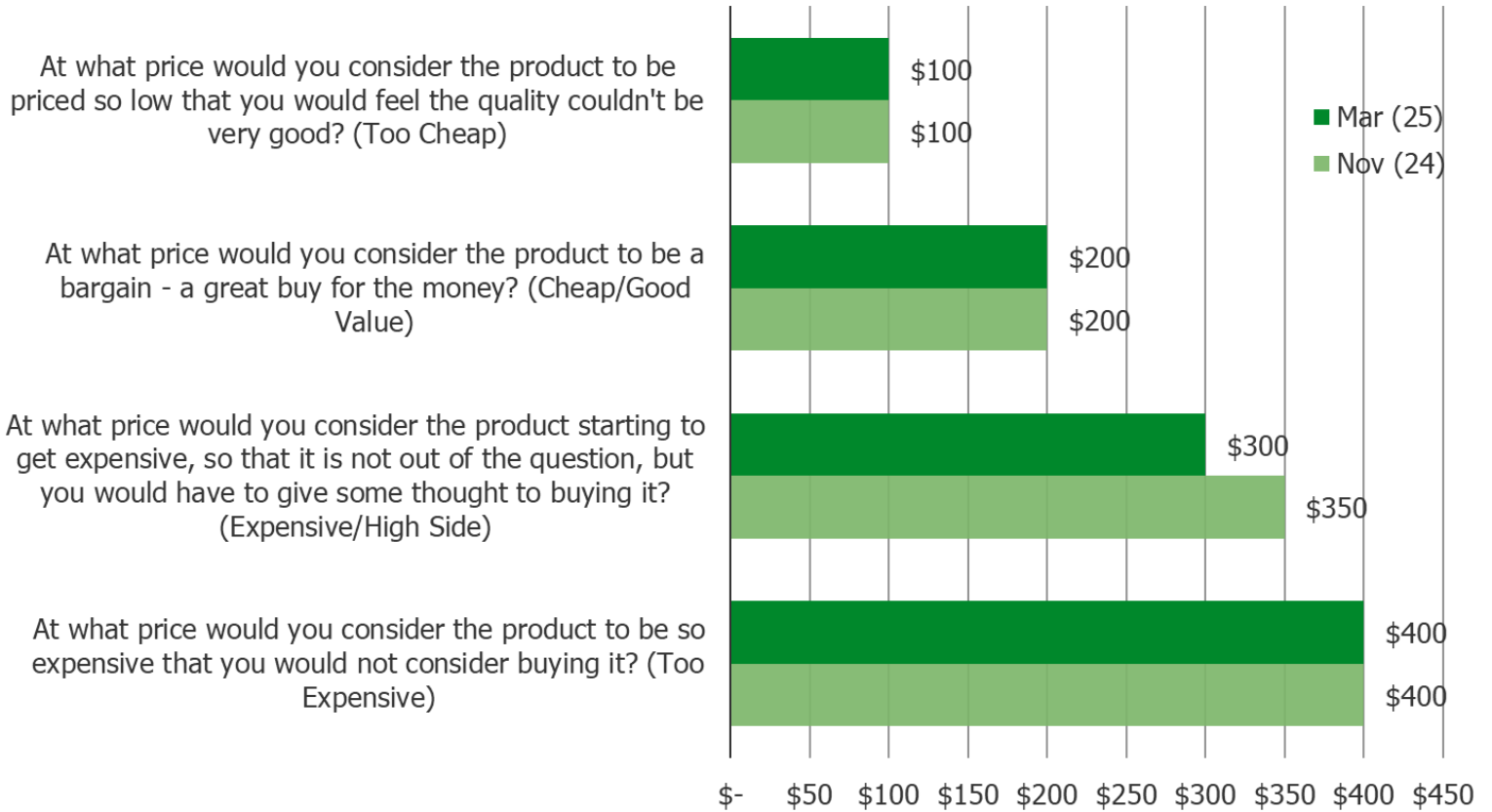
HOW LIKELY ARE YOU TO USE GAMESTOP'S PSA CARD GRADING SERVICE AGAIN IN THE FUTURE?

This question was posed to all respondents who have used GameStop's PSA card grading service.



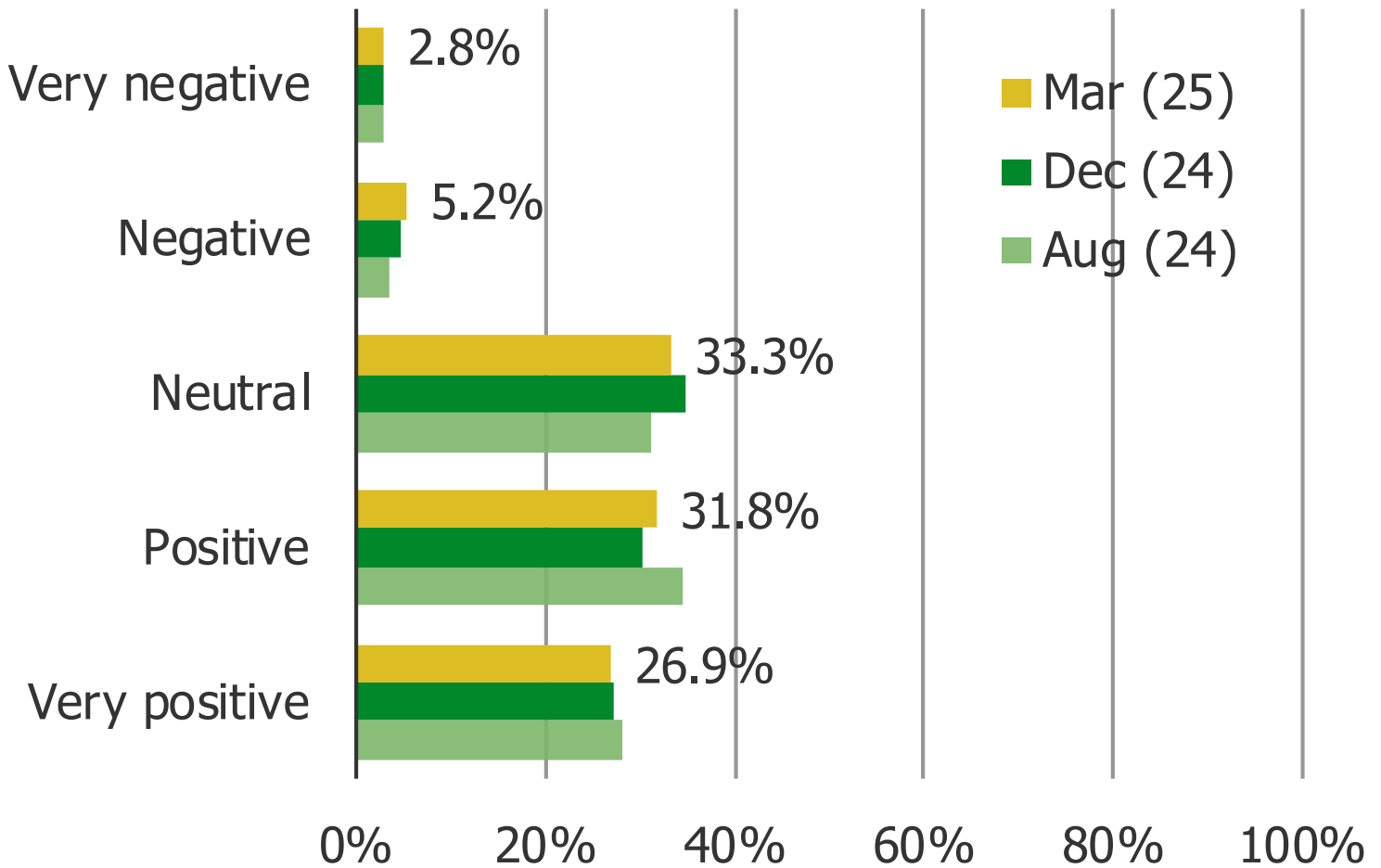
AT WHAT PRICE WOULD YOU CONSIDER THE NINTENDO SWITCH 2 TO BE...

This question was posed to all respondents.



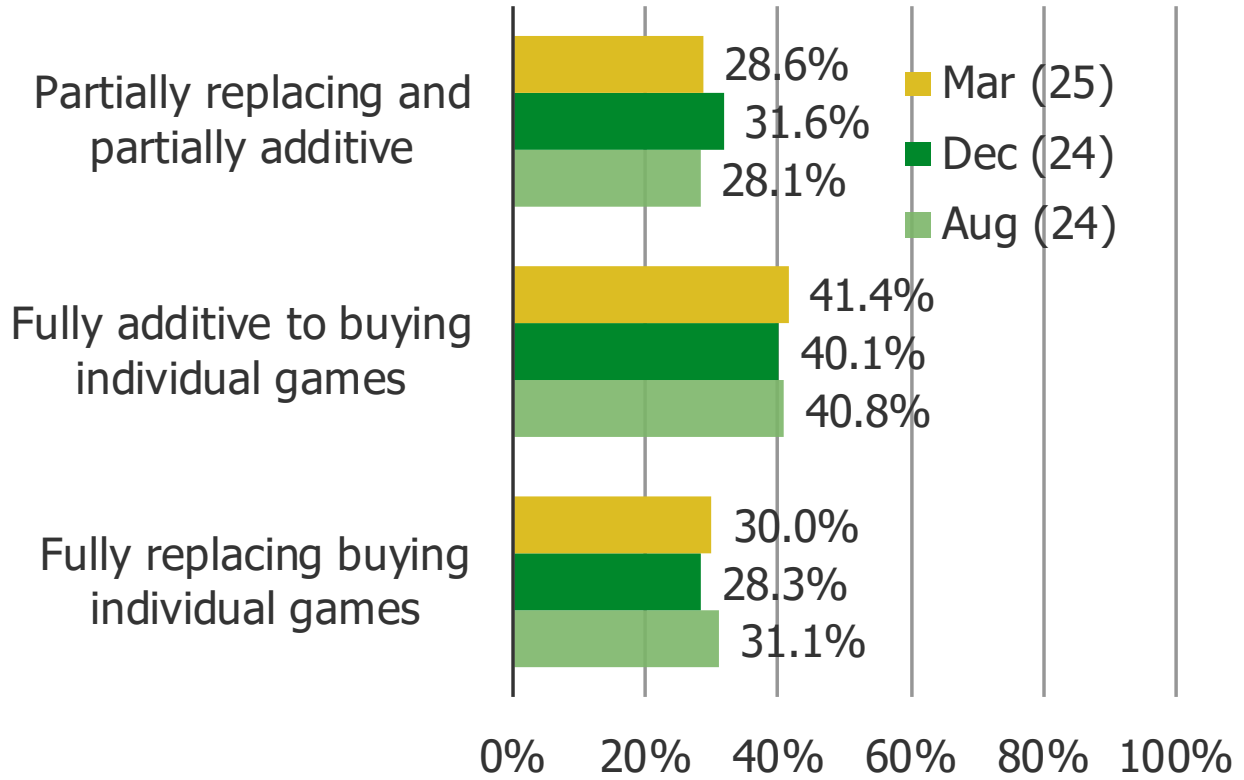
WHAT IS YOUR OPINION OF VIDEO GAME SUBSCRIPTION SERVICES THAT OFFER ACCESS TO A LARGE LIBRARY OF GAMES FOR A MONTHLY FEE (INCLUDING TITLES FOR CONSOLES AND PC), WITH NEW GAMES REGULARLY ADDED, INCLUDING FIRST-PARTY RELEASES ON LAUNCH DAY. THE SERVICES ALSO PROVIDES CLOUD GAMING OPTIONS, ALLOWING SUBSCRIBERS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

This question was posed to all respondents.



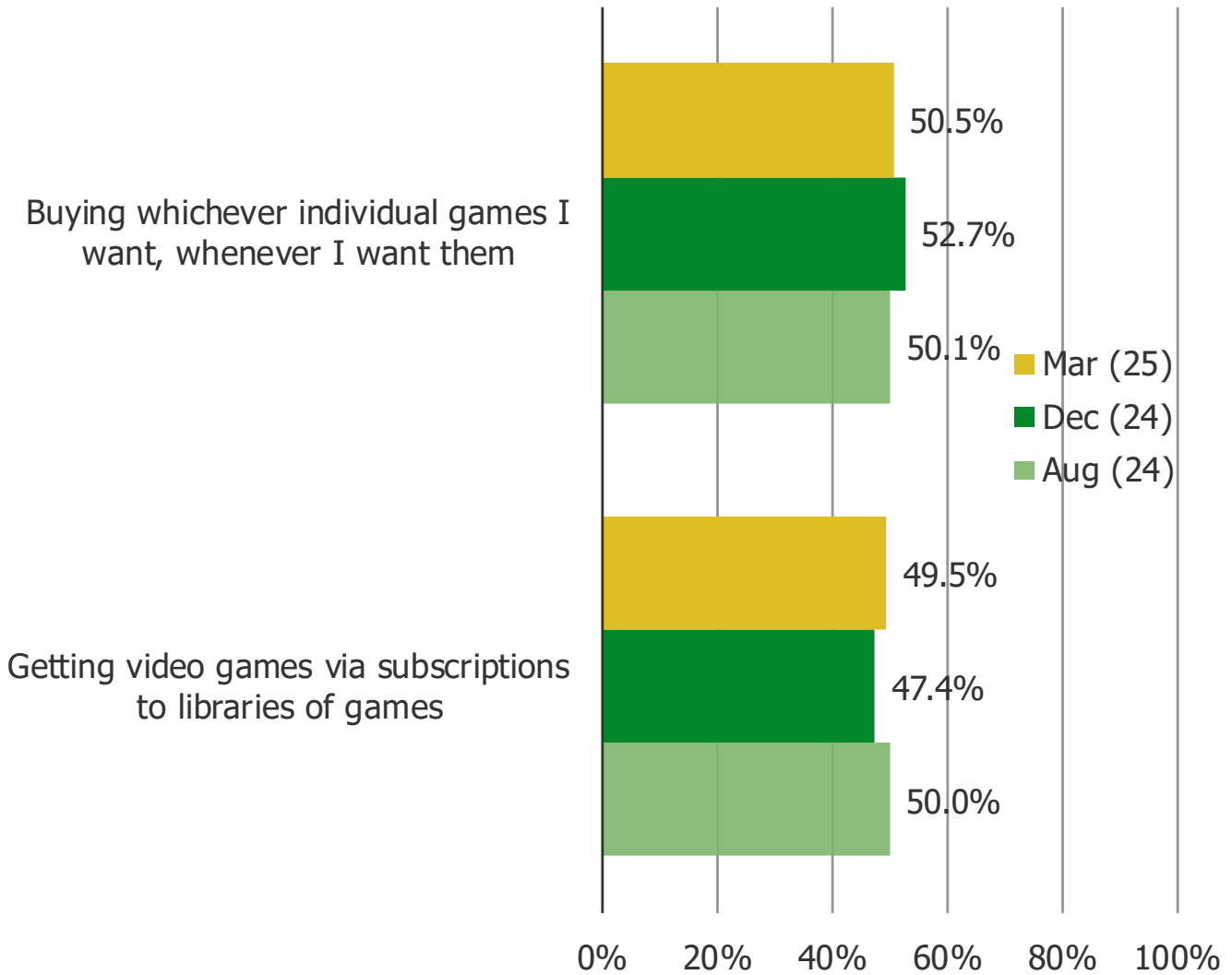
WOULD YOU VIEW SUBSCRIPTION VIDEO GAME SERVICES AS...

This question was posed to all respondents.



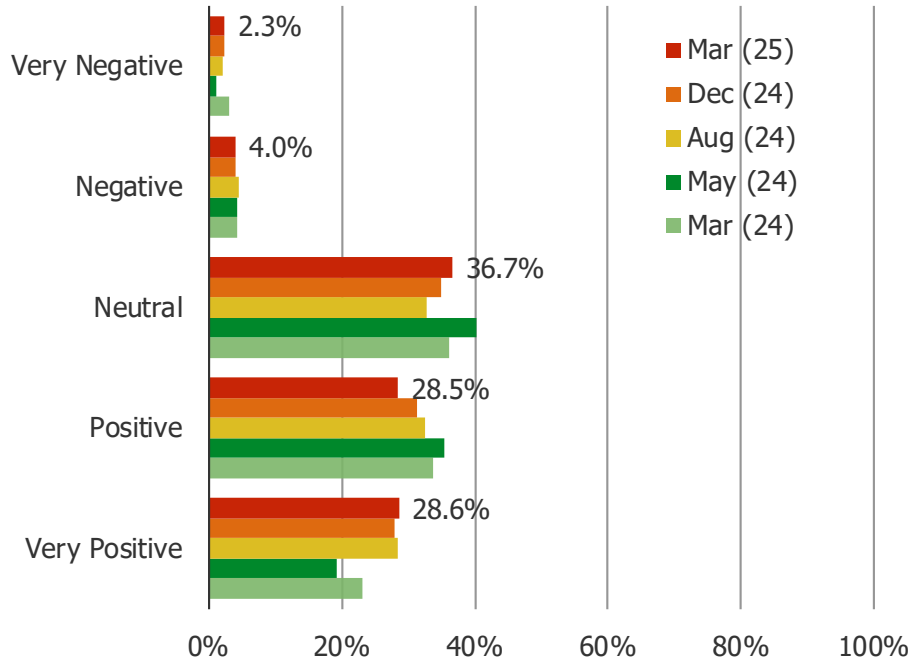
WHAT DO YOU THINK IS BETTER?

This question was posed to all respondents.

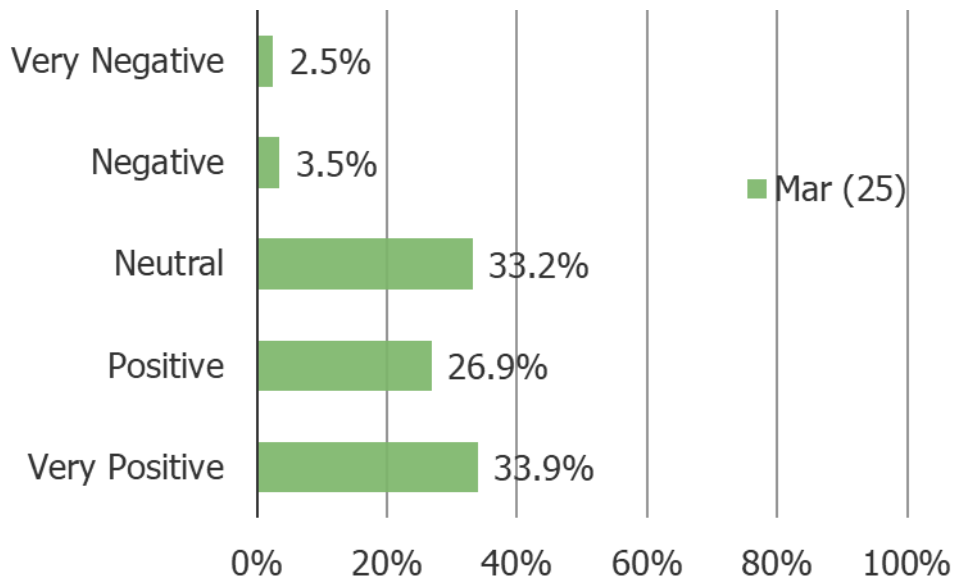


WHAT IS YOUR OPINION OF MOTION CONTROLS FOR GAMING?

This question was posed to all respondents.

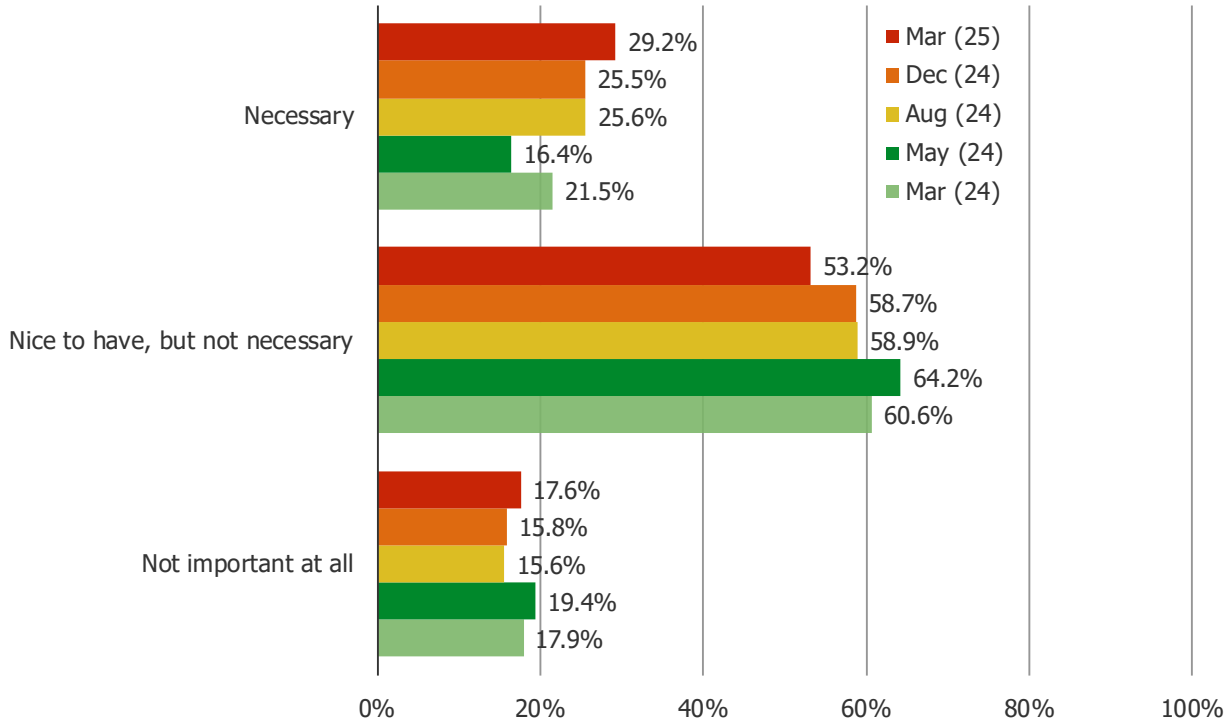


This question was posed to Nintendo Switch owners (N = 572)

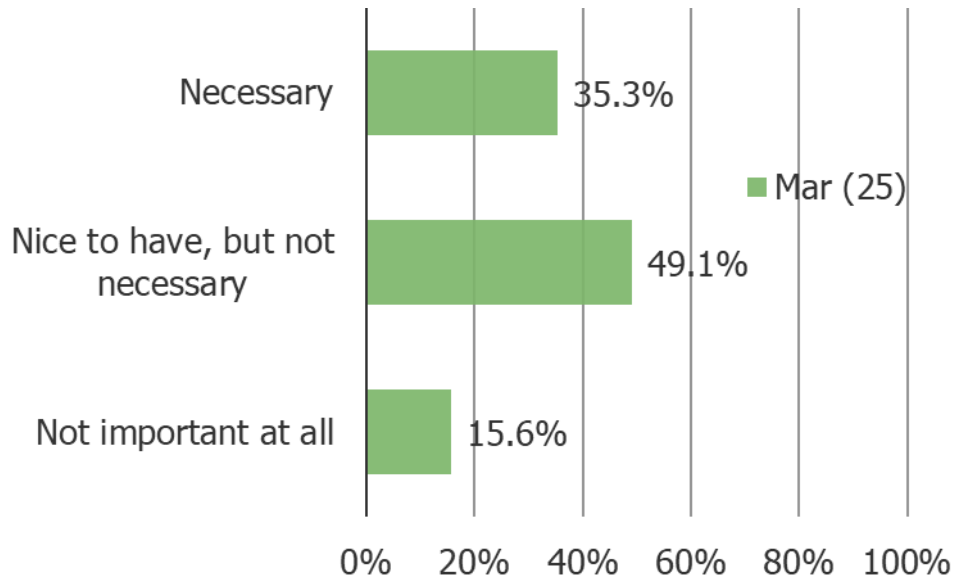


WHEN BUYING A NEW VIDEO GAME CONSOLE, DO YOU CONSIDER MOTION CONTROLS TO BE...

This question was posed to all respondents.

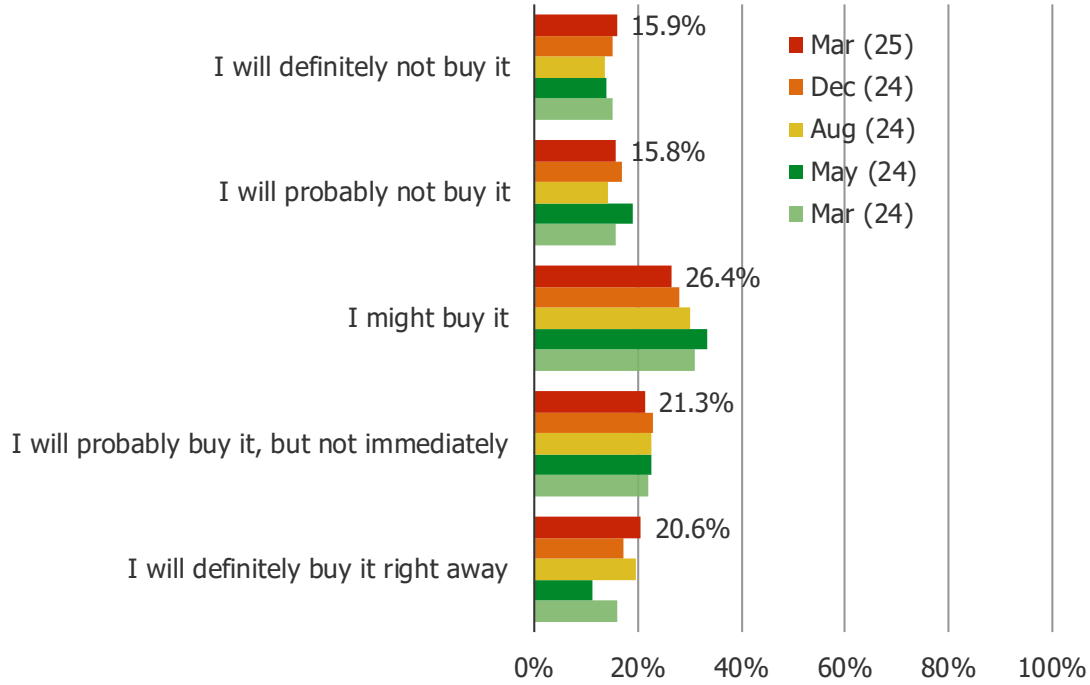


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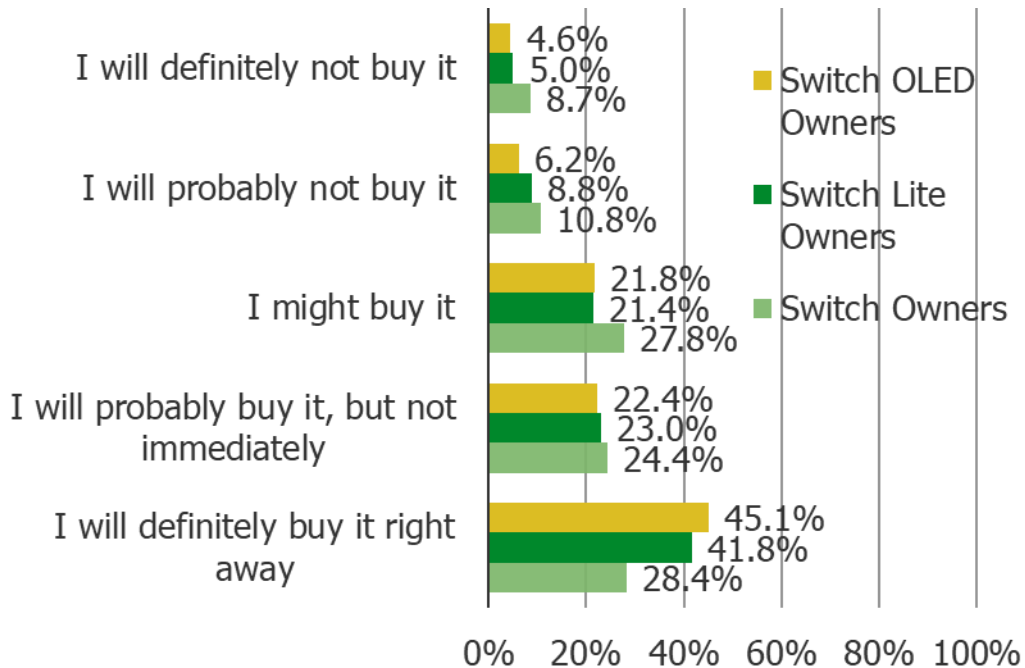


HOW LIKELY DO YOU THINK YOU WILL BE TO BUY THE NINTENDO SWITCH 2 WHEN IT IS RELEASED IN 2025?

This question was posed to all respondents.



Cross-tabbing Switch owners (MARCH 25 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.

Price

Because I want to have the best experience

My current Nintendo Switch works fine

Not a huge fan of Nintendo systems.

I'm more focused on PC gaming at the moment

Already have the OLED Switch

Dont like any nintendo games

I can't afford that

Depends on price

already have a nintendo switch oled that does the same thing as the switch 2, the only difference i'm assuming is the model of the switch

I might, seems cool.

I don't have enough saved for it and already own a console

I already own the Nintendo Switch OLED

It is really nice and fun to get

I'm still getting used to the original switch

I already have a switch and do not need a new one.

I like Nintendo games, & I like mobile console designs

I really like the product

Not interested in the game library.

More a ps guy

Not into handheld game systems

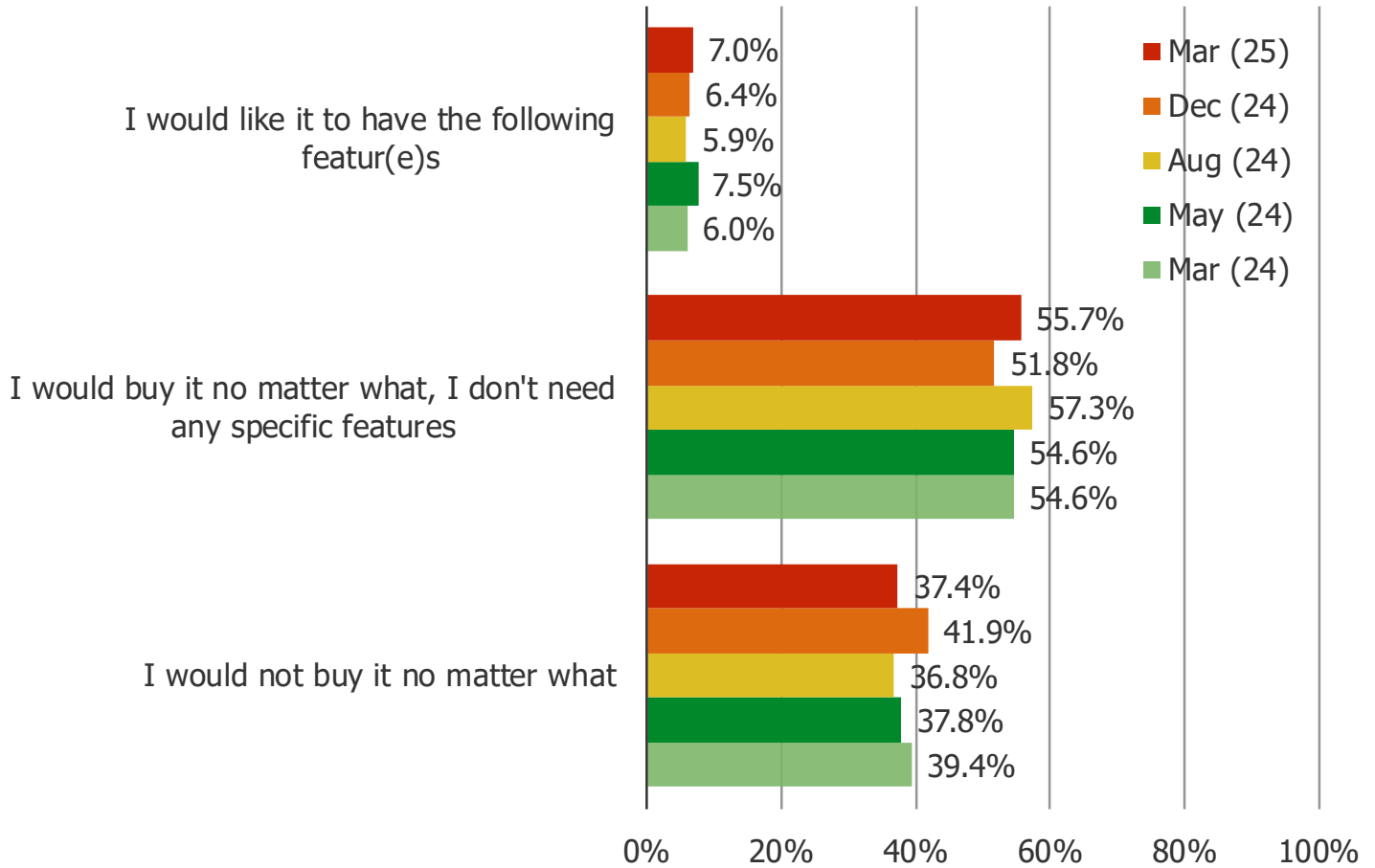
No time to play

I don't have the money

Do not need it

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.

Reverse Compatibility

Good size screen

Improved graphics

More storage

Can be portable or hook up to a big screen, should definitely be playable with 4+ players in the same room

Bigger base storage and that it was still able to play my games from the regular switch

Better games

Good quality

Nice colors and good startup games

The good graphics

AI features

Good battery life and good GPU.

Graphics

A smaller version

Backwards compatability

Dark mode, a traditional "pro controller"

Better controls, better visual quality, easier to use, better battery

Built in mic

Camera

Microphone

Better Motion Controls

Touch screen

Better visual and controllers

Good control

Improved processor, enhanced ram, Ray tracing.

Feature of personal customization

Backward Compatibility

4k Resolution support

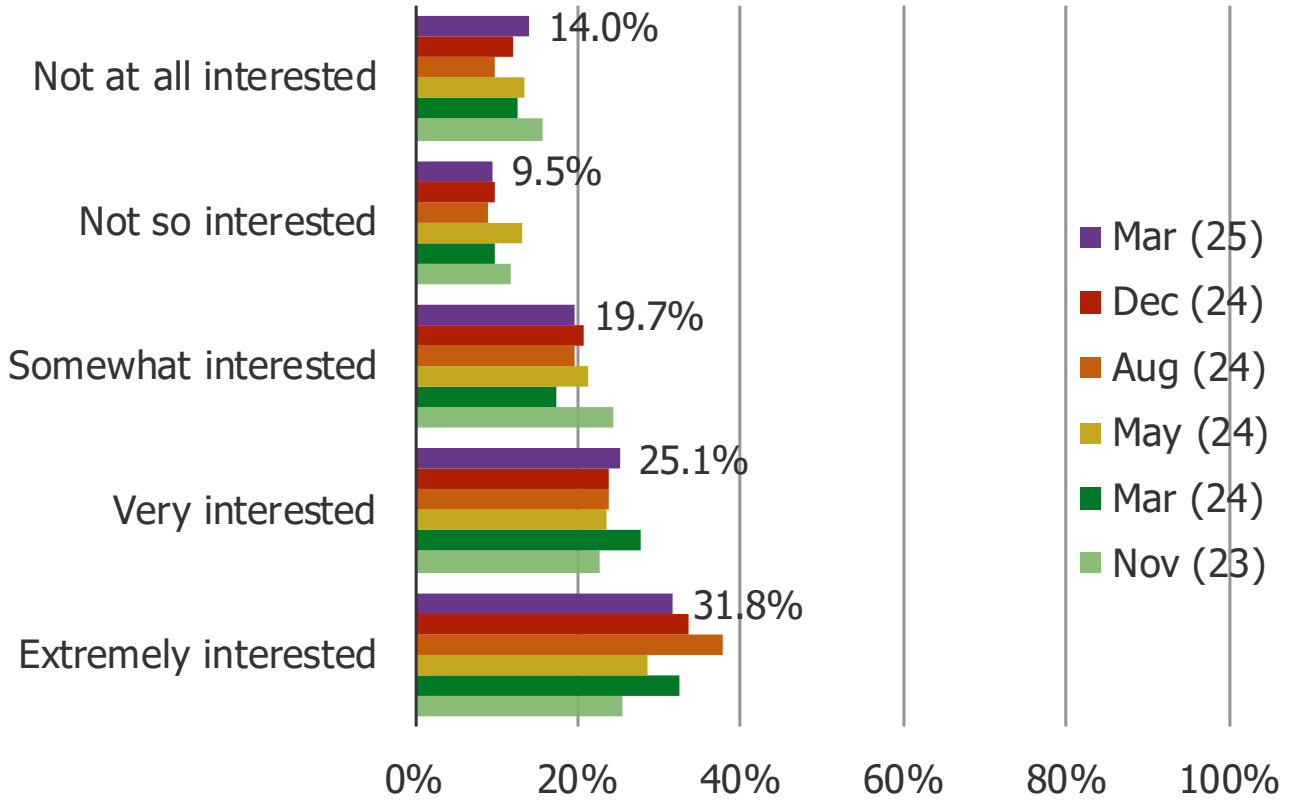
Long battery life

AI

Good battery life

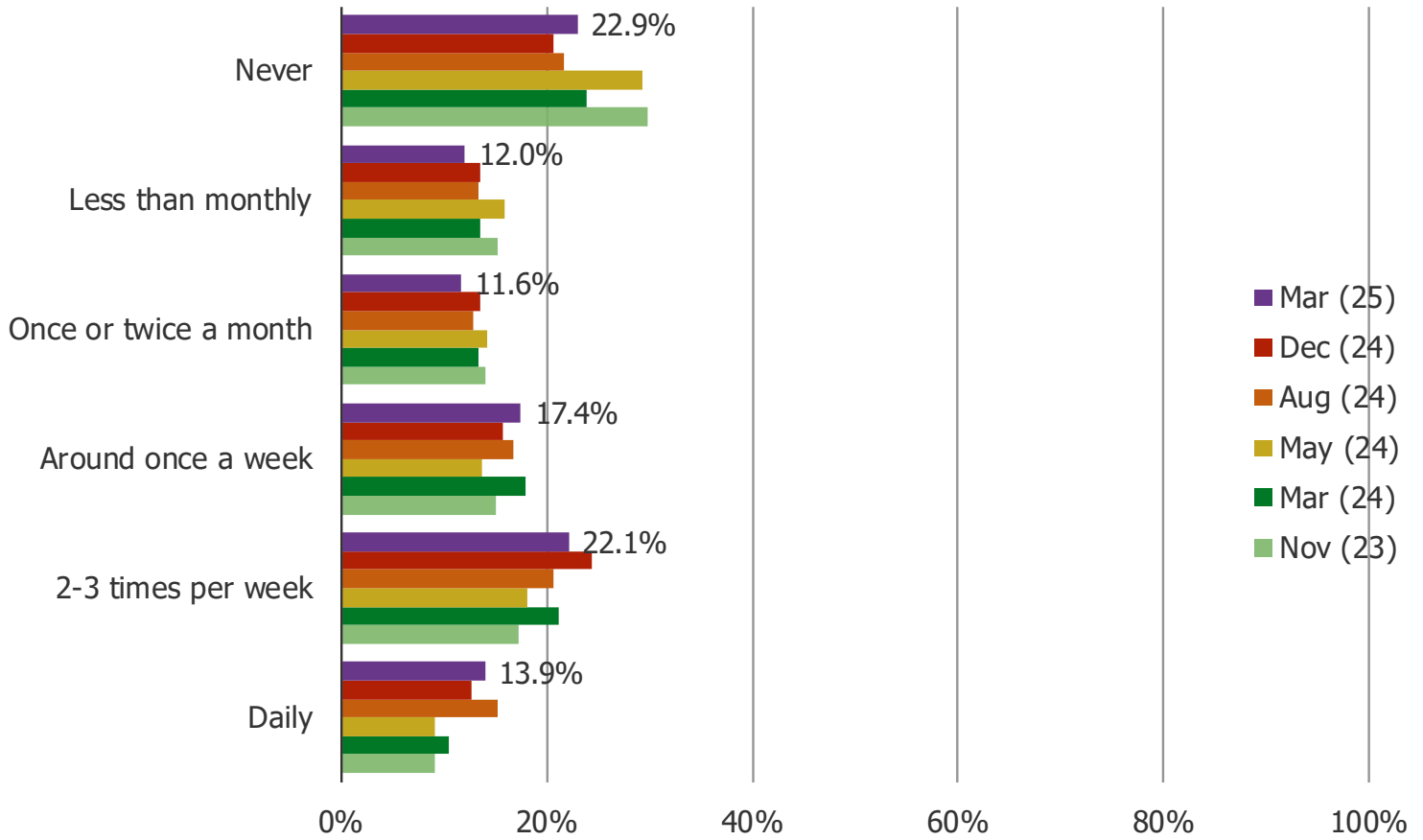
IN GENERAL, HOW INTERESTED ARE YOU TYPICALLY IN GRAND THEFT AUTO RELEASES?

This question was posed to all respondents.



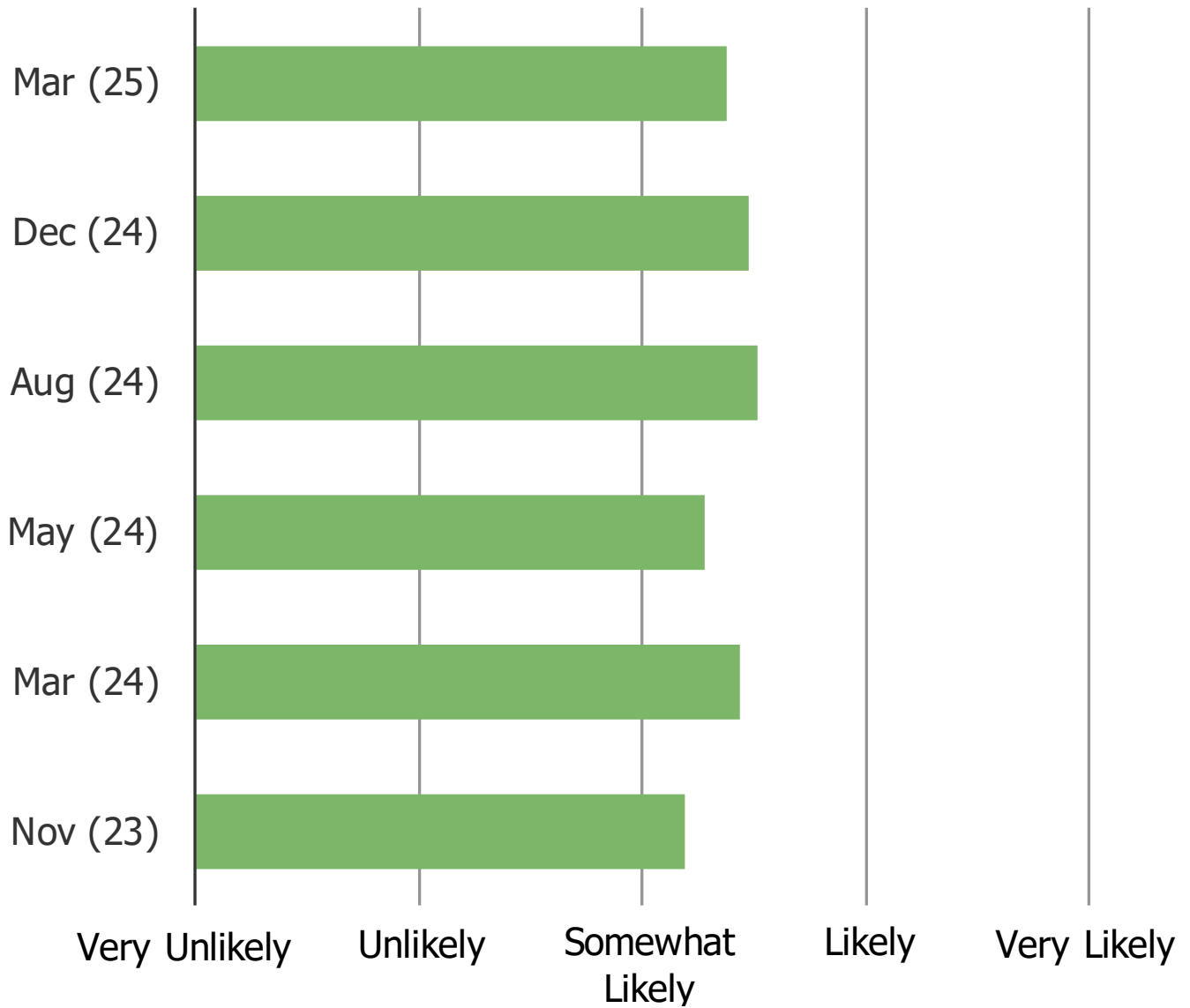
HOW OFTEN DO YOU PLAY GRAND THEFT AUTO GAMES CURRENTLY?.

This question was posed to all respondents.



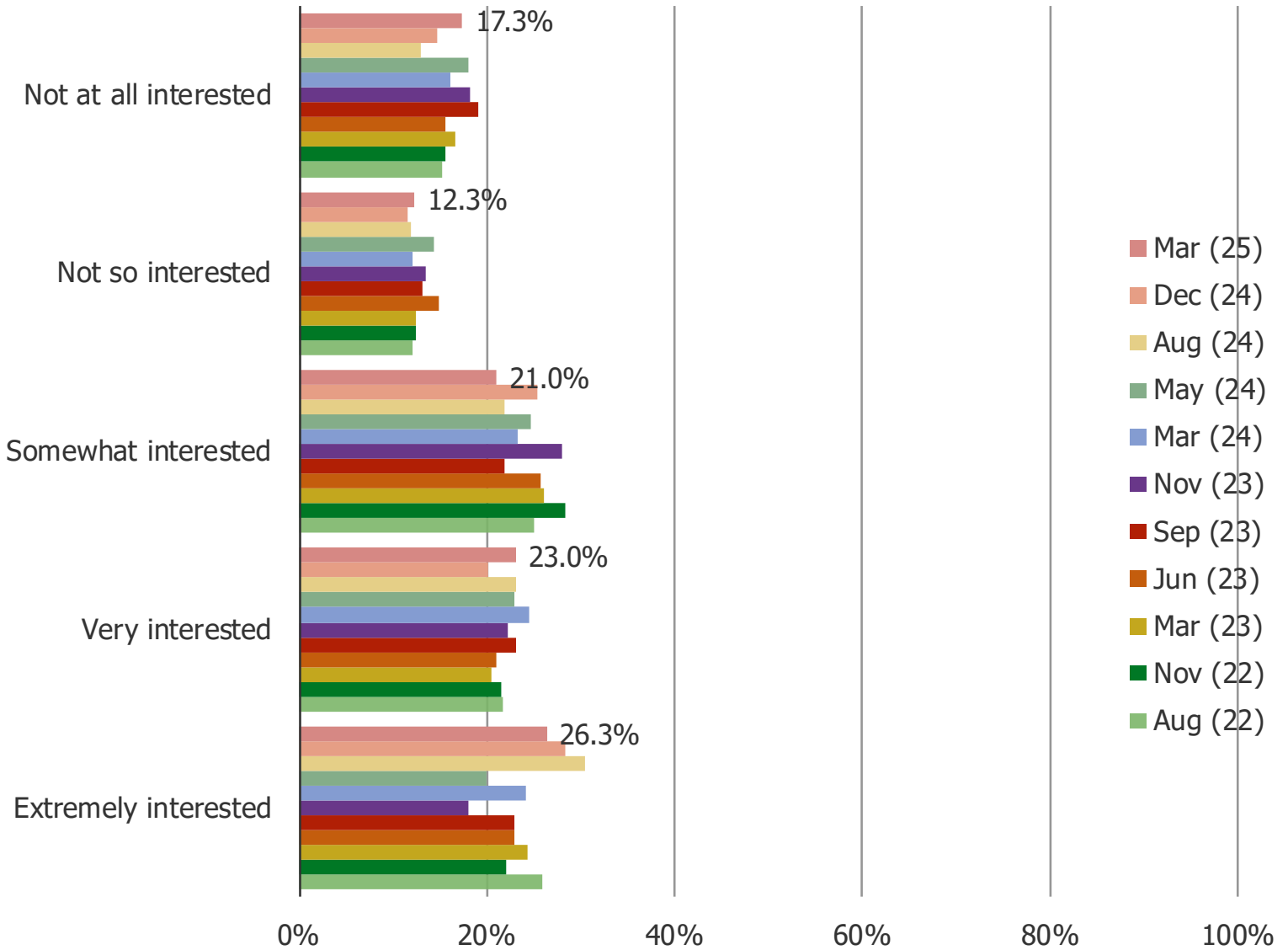
HOW LIKELY ARE YOU TO BUY GRAND THEFT AUTO 6 WHEN IT IS RELEASED?

This question was posed to all respondents.



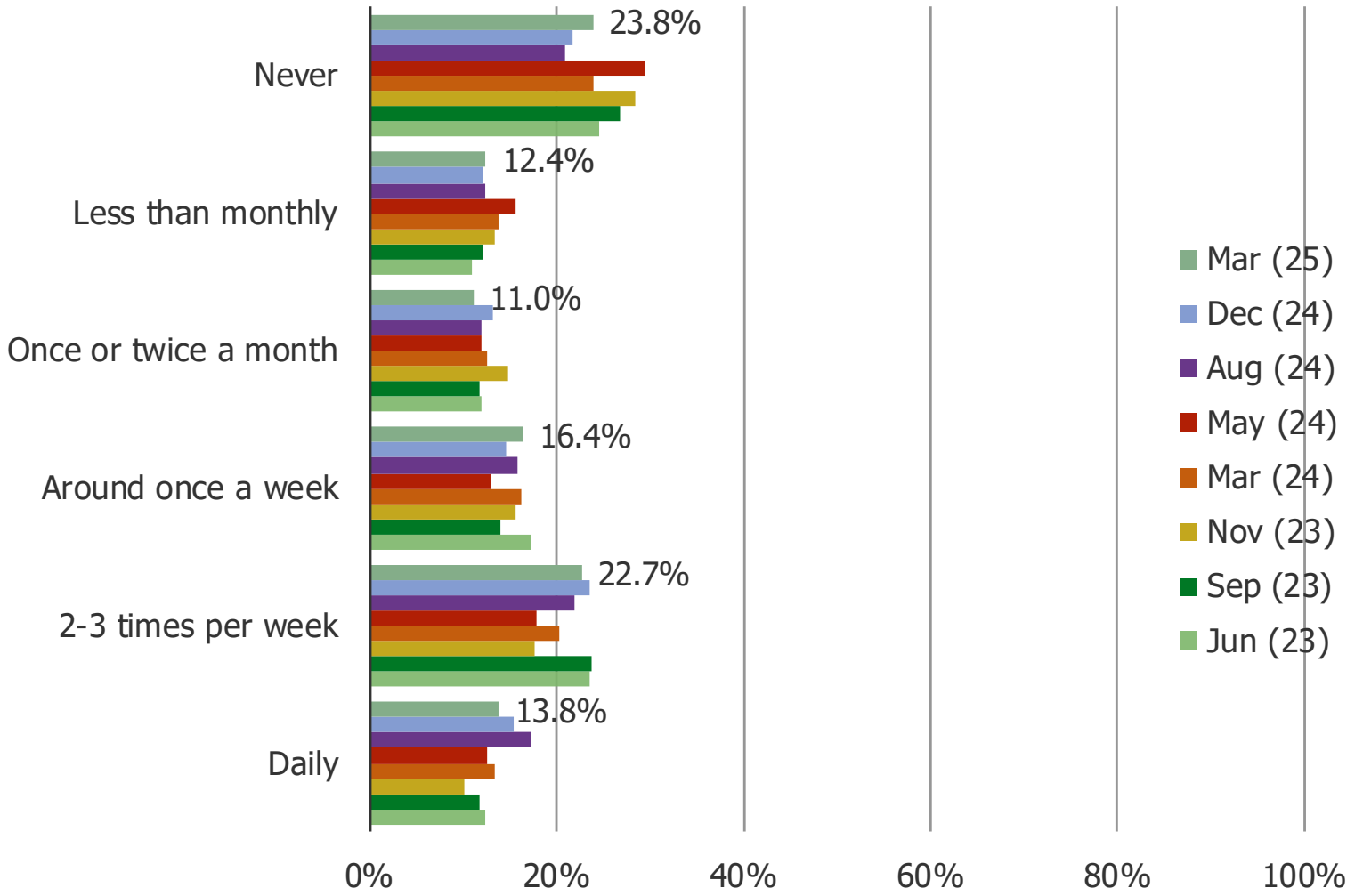
IN GENERAL, HOW INTERESTED ARE YOU TYPICALLY IN CALL OF DUTY RELEASES?

This question was posed to the target audience.



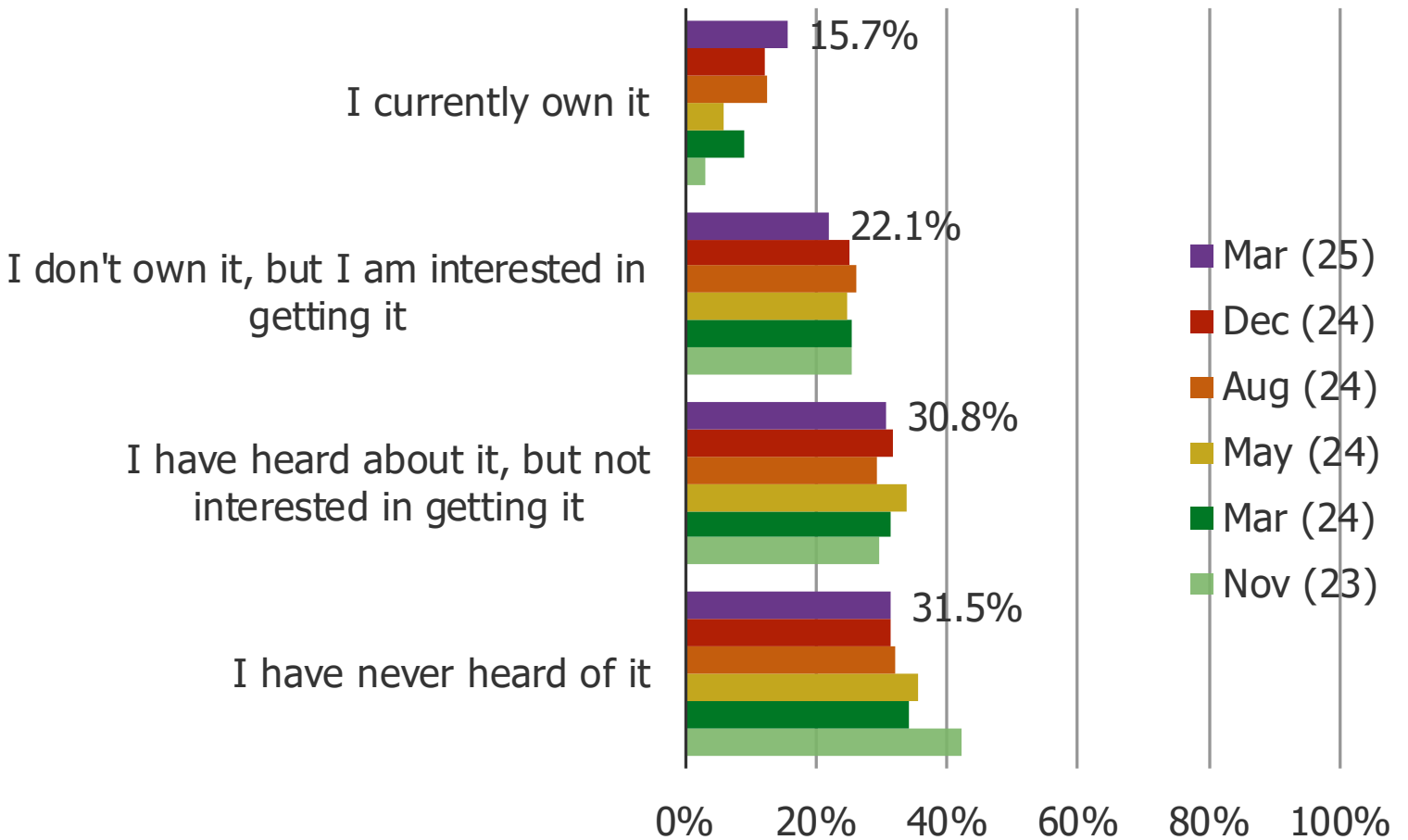
HOW OFTEN DO YOU PLAY CALL OF DUTY GAMES CURRENTLY?

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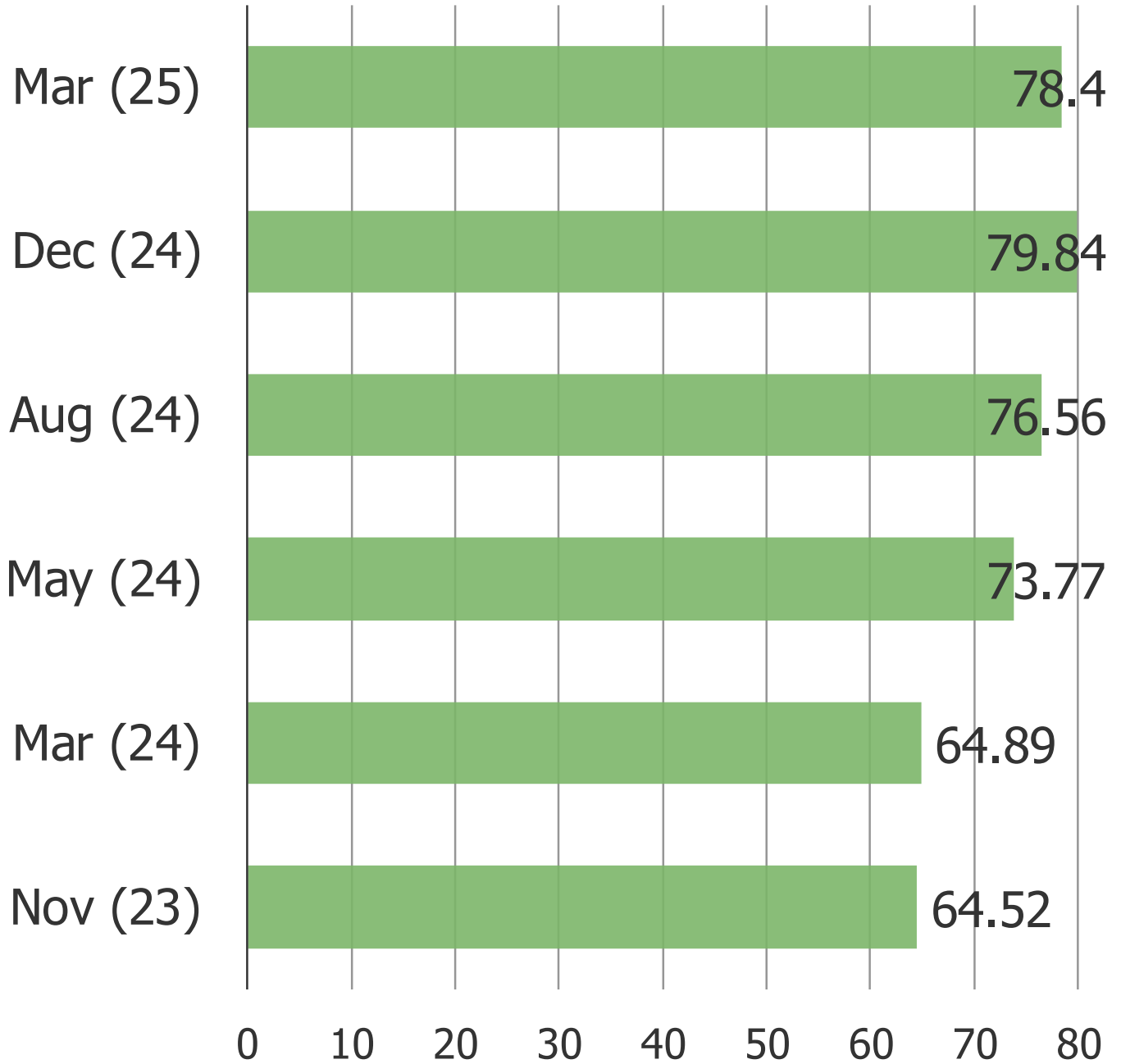
WHICH OF THE FOLLOWING BEST DESCRIBES YOUR EXPERIENCE WITH THE PLAYSTATION PORTAL?
(PICTURED IN SURVEY)

This question was posed to all respondents.



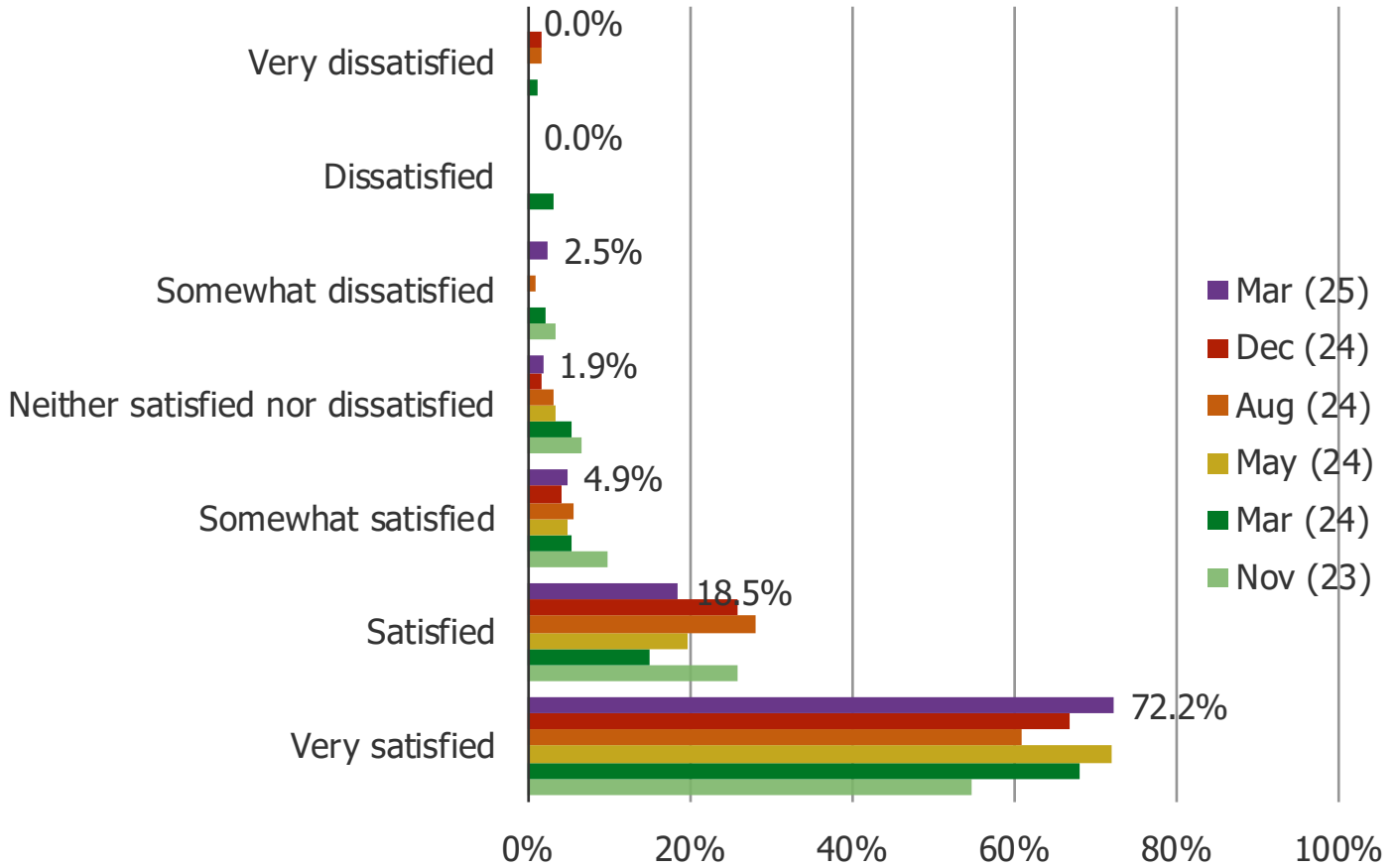
HOW LIKELY IS IT THAT YOU WOULD RECOMMEND THE PLAYSTATION PORTAL TO A FRIEND OR COLLEAGUE?

This question was posed to respondents who own the PlayStation Portal. (N=162)



HOW SATISFIED ARE YOU WITH THE PLAYSTATION PORTAL SO FAR?

This question was posed to respondents who own the PlayStation Portal. (N=162)

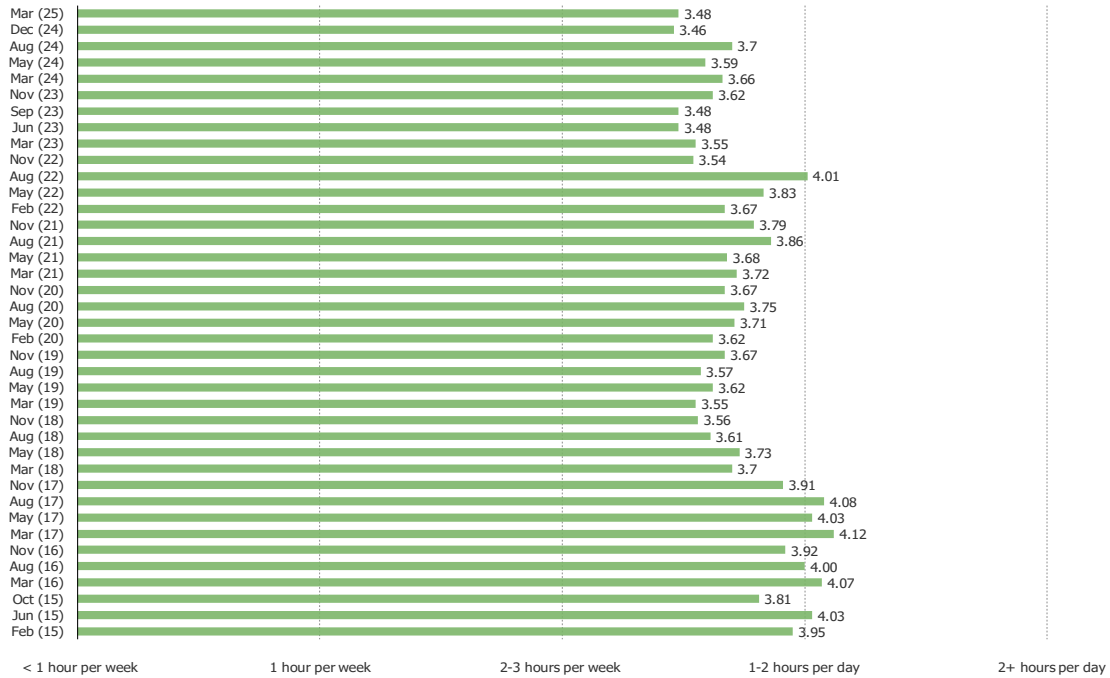


It's In The Game

VIDEO GAME ENGAGEMENT TRENDS

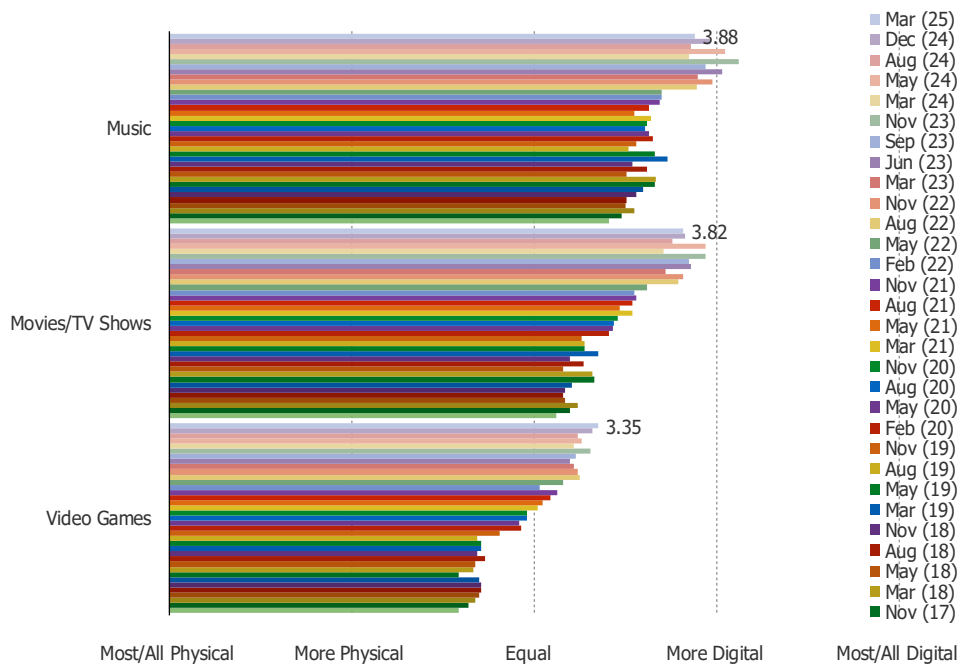
HOW OFTEN DO YOU PLAY VIDEO GAMES?

This question was posed to the target audience.



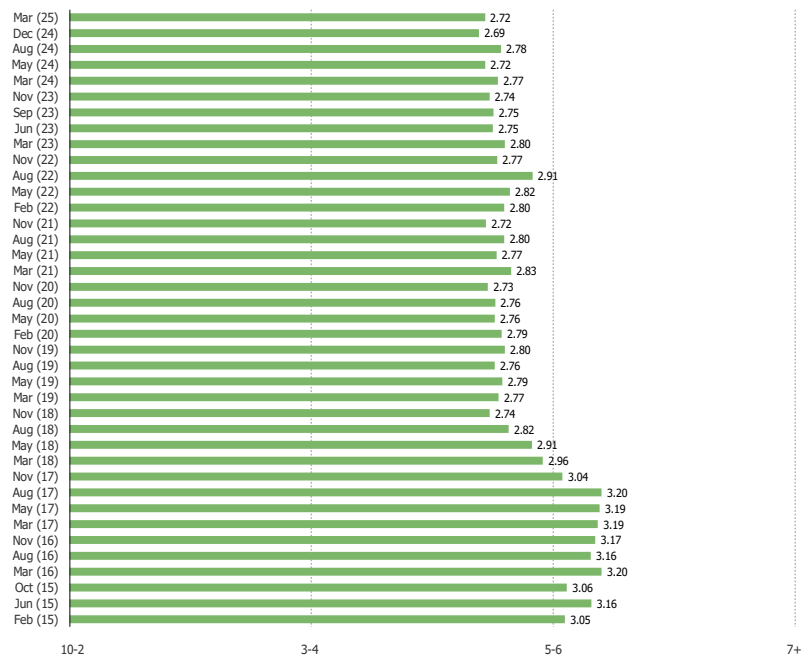
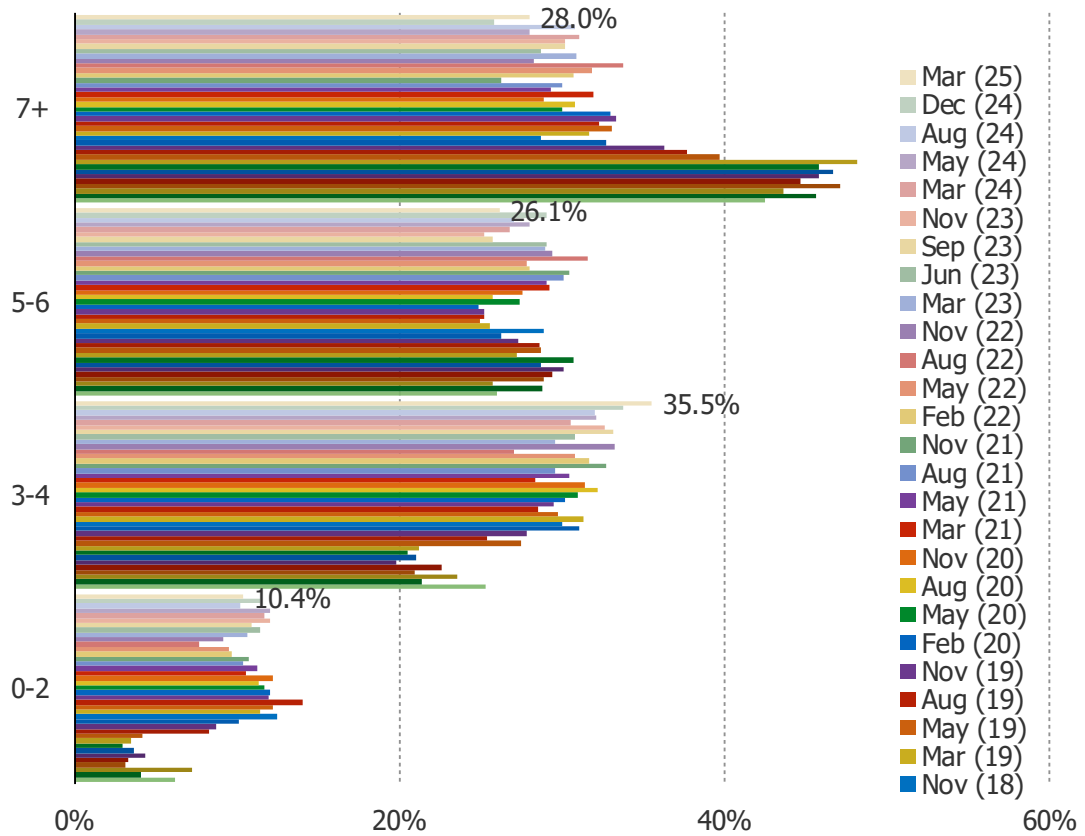
FOR EACH OF THE FOLLOWING, WHICH BEST DESCRIBES YOUR USAGE?

This question was posed to the target audience.



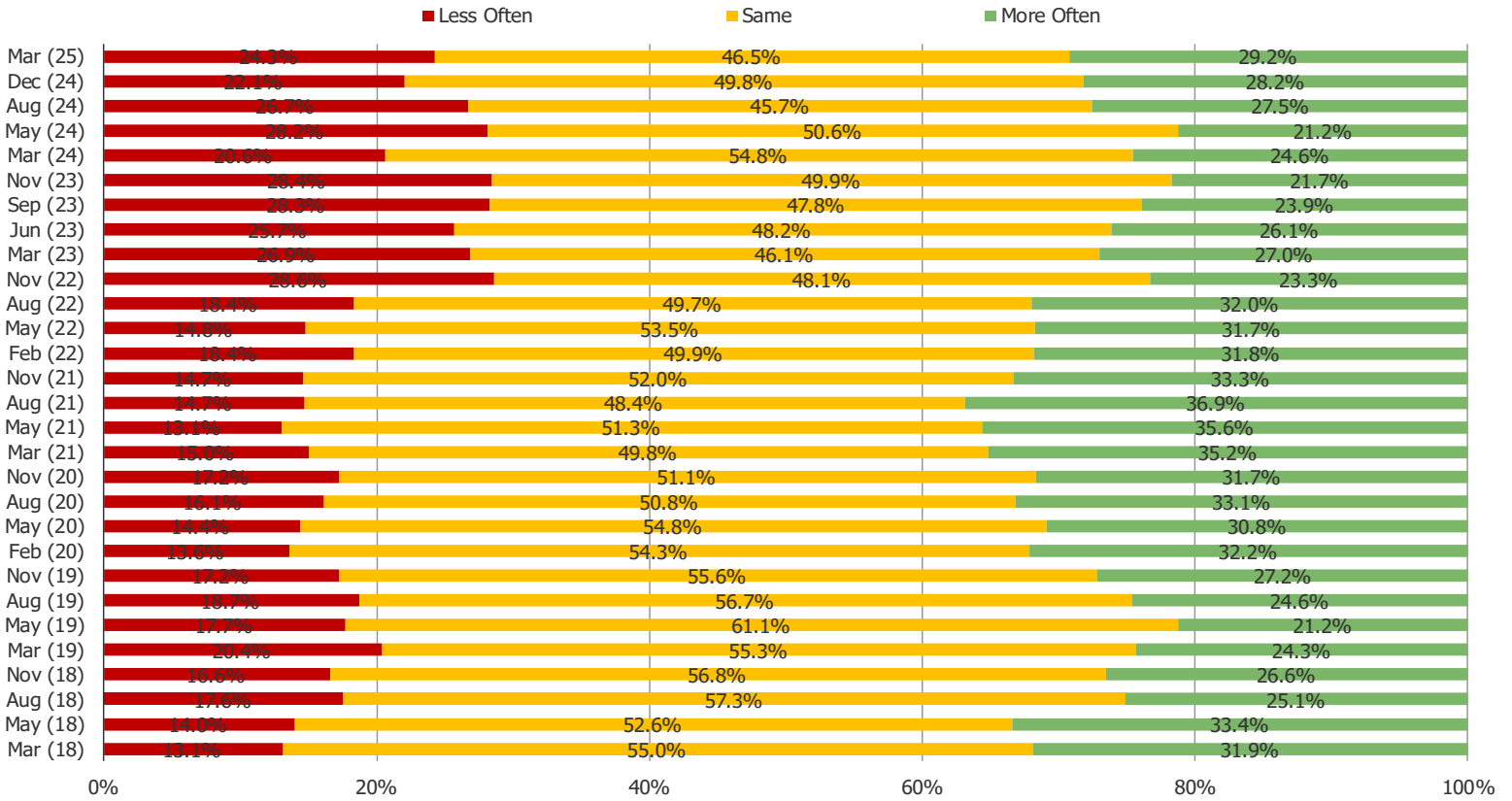
HOW MANY TITLES DO YOU PLAY PER YEAR?

This question was posed to the target audience.



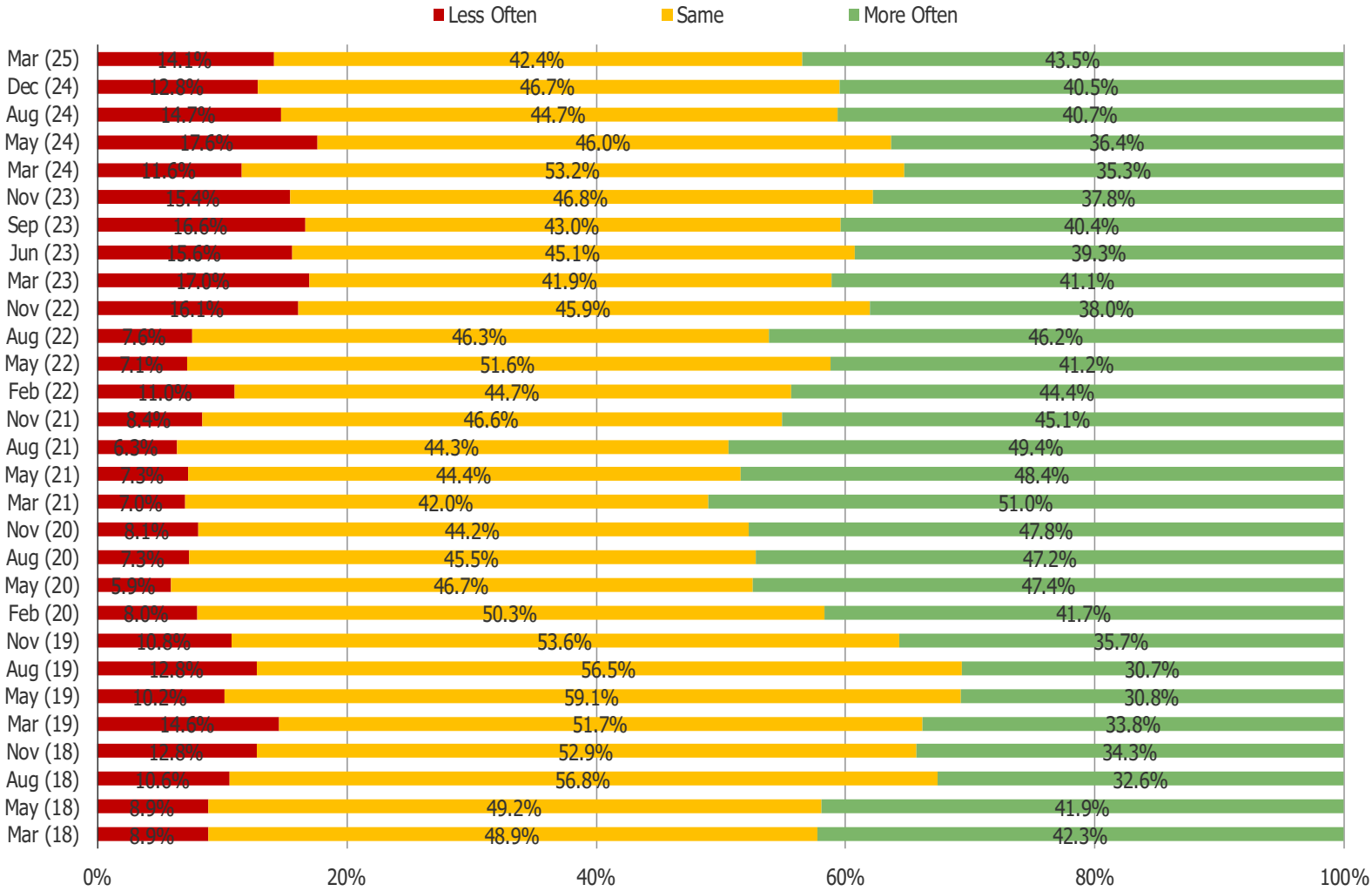
COMPARED TO A YEAR AGO, ARE PURCHASING VIDEO GAMES MORE OR LESS OFTEN?

This question was posed to the target audience.



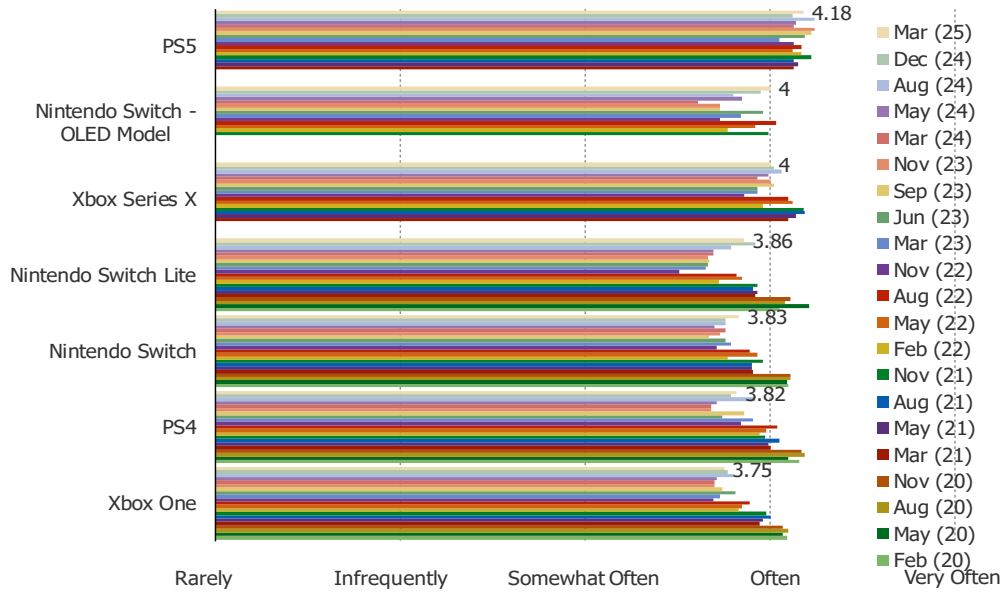
COMPARED TO A YEAR AGO, ARE YOU **PLAYING VIDEO GAMES** MORE OR LESS OFTEN?

This question was posed to the target audience.



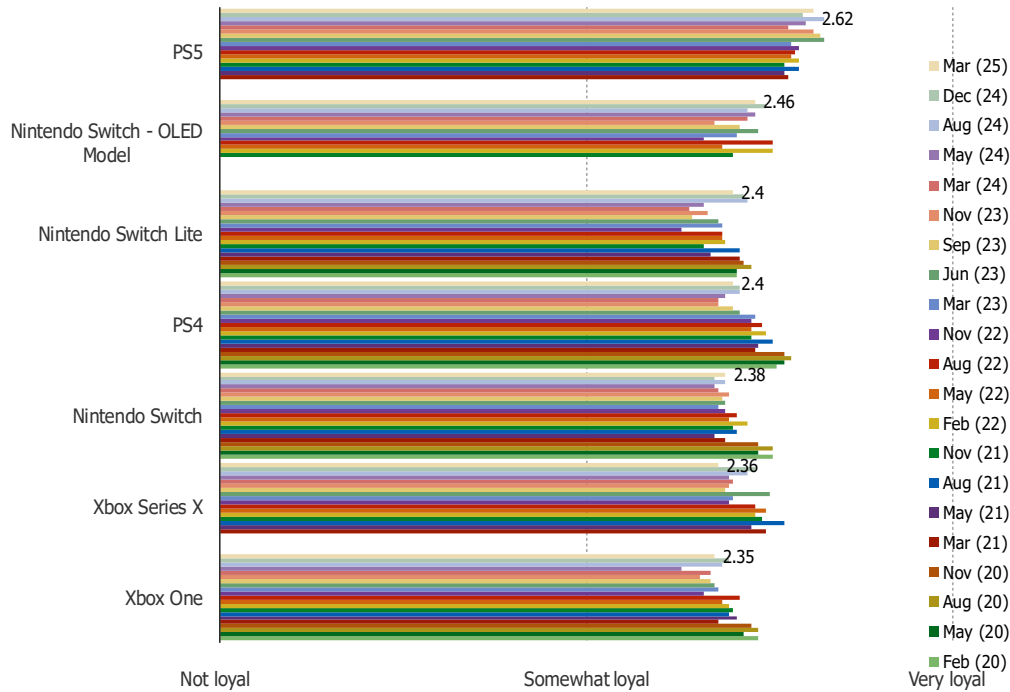
HOW OFTEN DO YOU USE THIS CONSOLE?

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



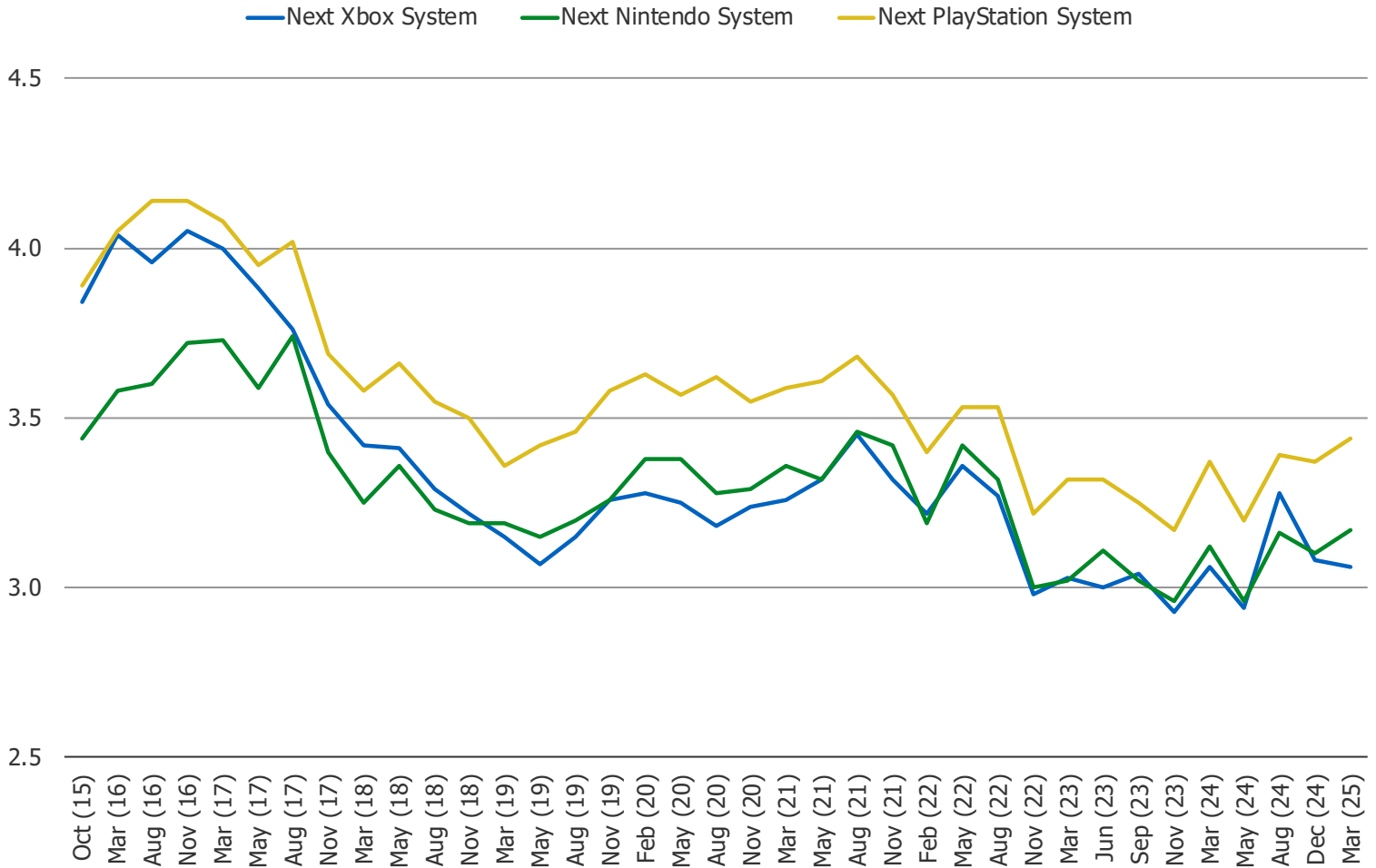
HOW LOYAL ARE YOU TO...

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



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

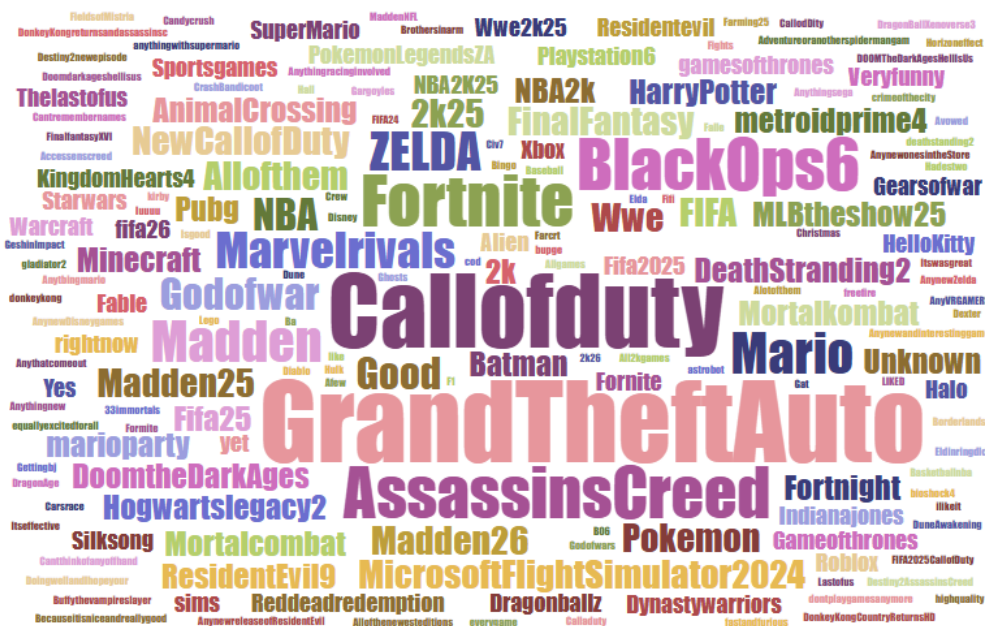
WHAT UPCOMING GAME(S) ARE YOU MOST EXCITED ABOUT?

This question was posed to all respondents.

March 2025



December 2024

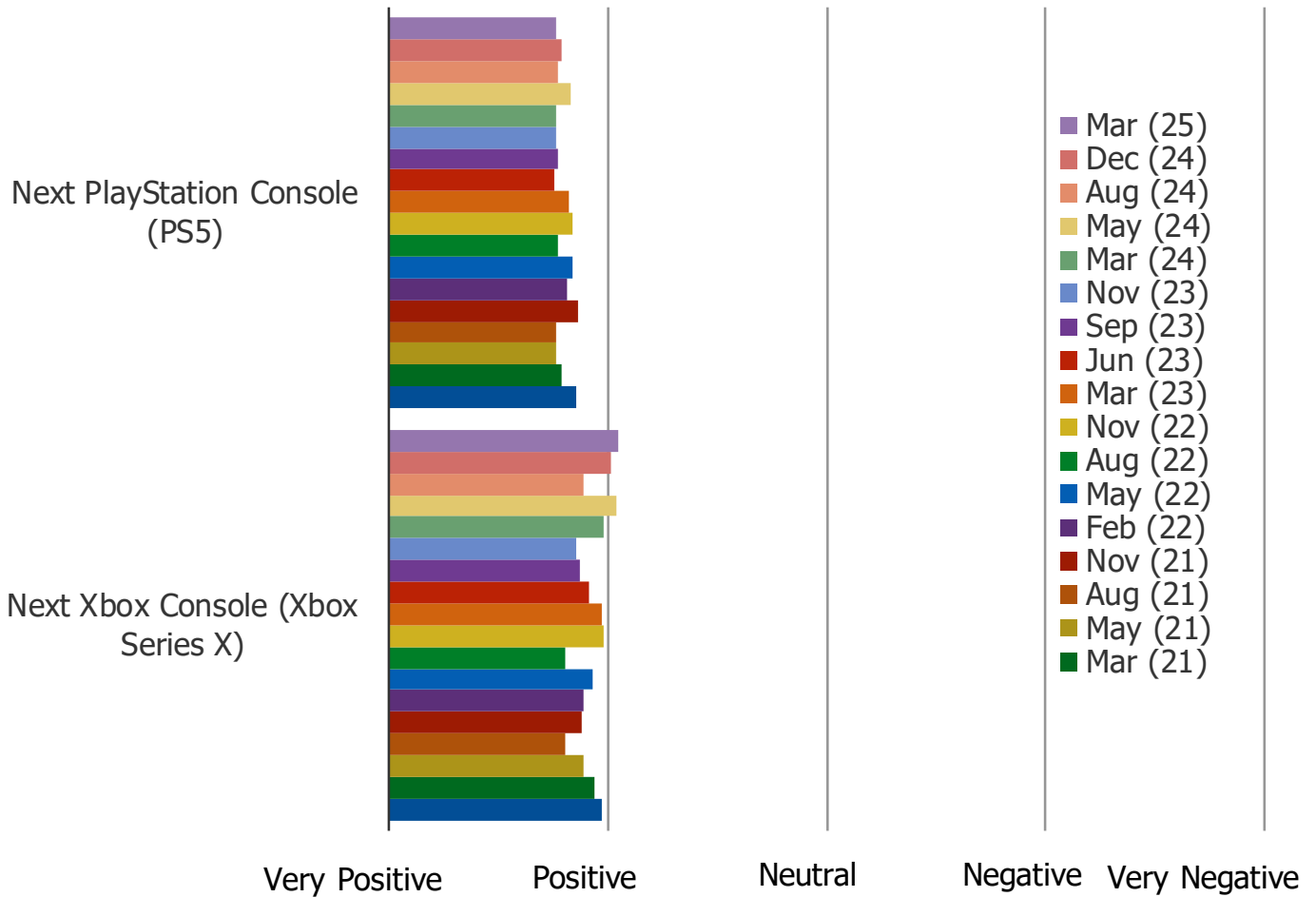


It's In The Game

NEW CONSOLES

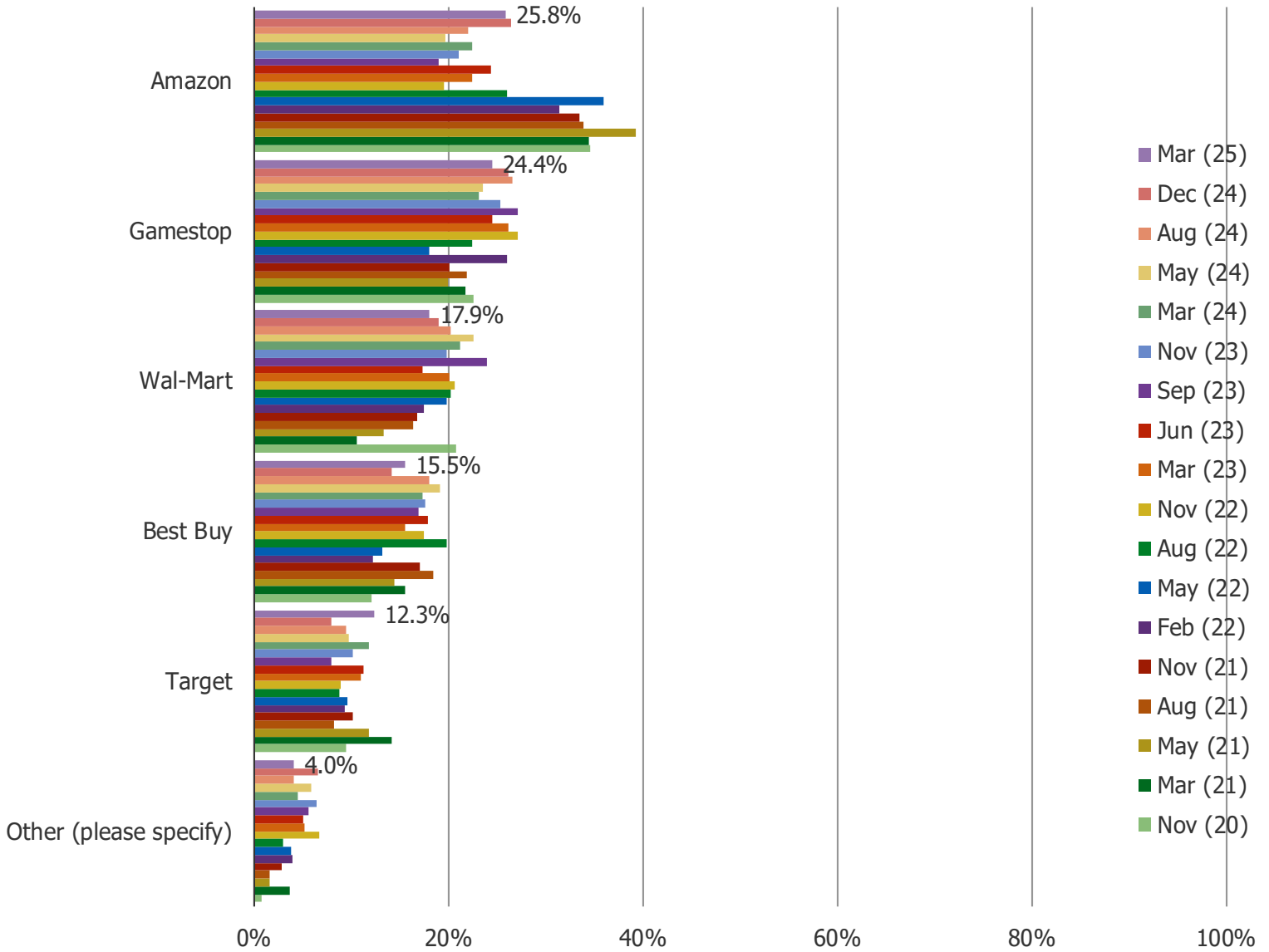
WHAT IS YOUR OPINION OF THE SPECS AND FEATURES OF THIS CONSOLE?

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



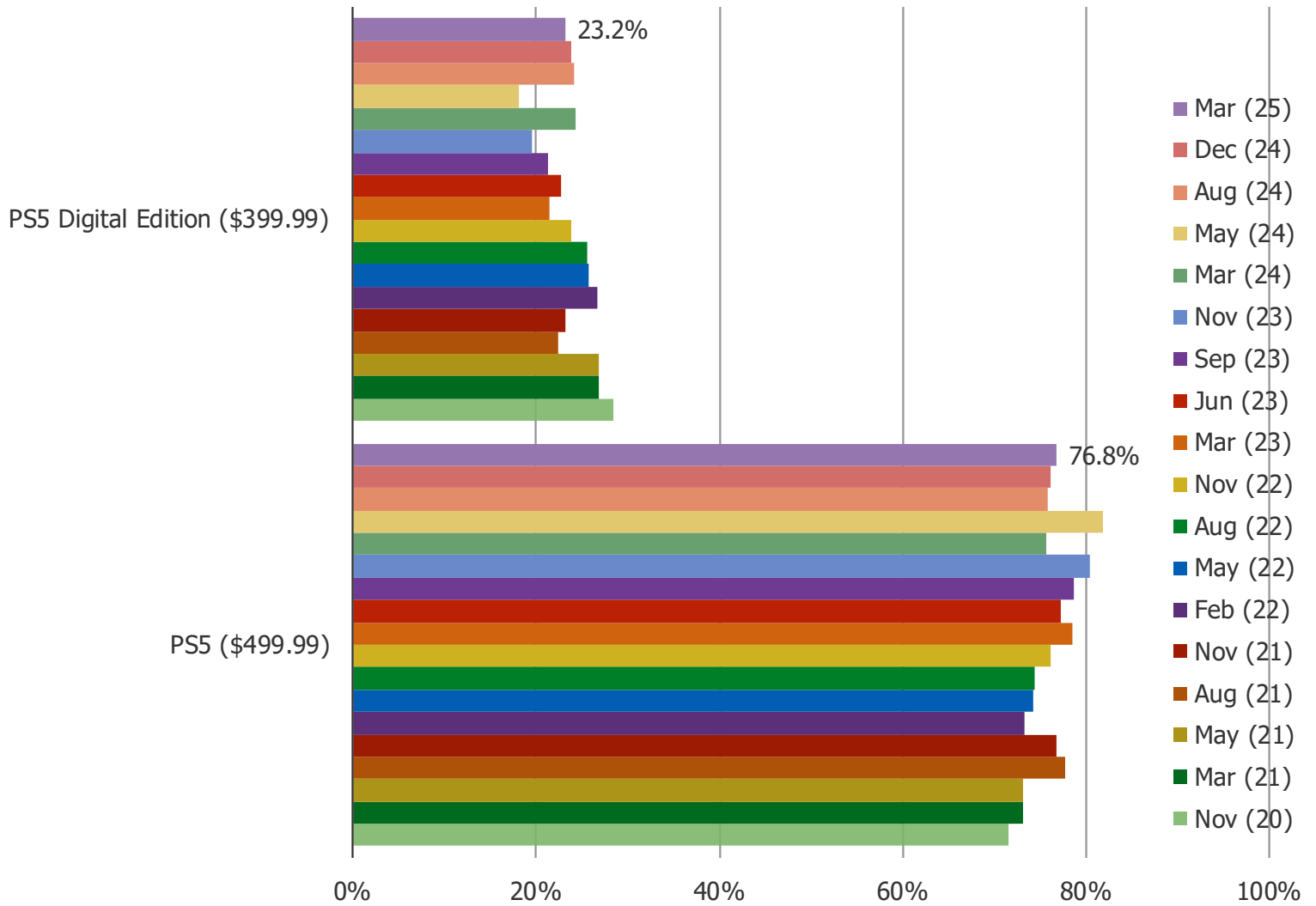
WHERE DID YOU ORDER OR PURCHASE THE PS5 FROM?

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



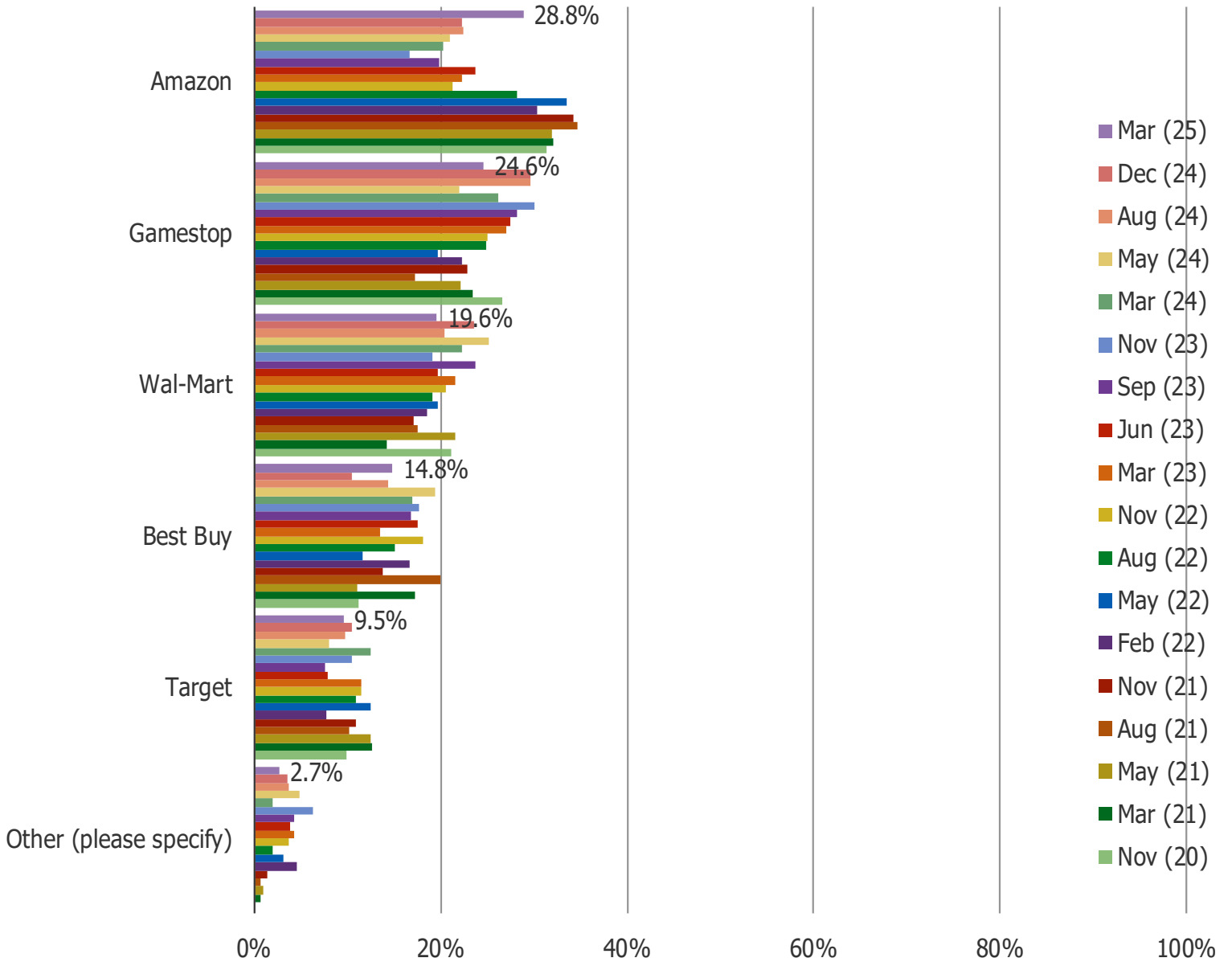
WHICH CONSOLE DID YOU BUY?

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



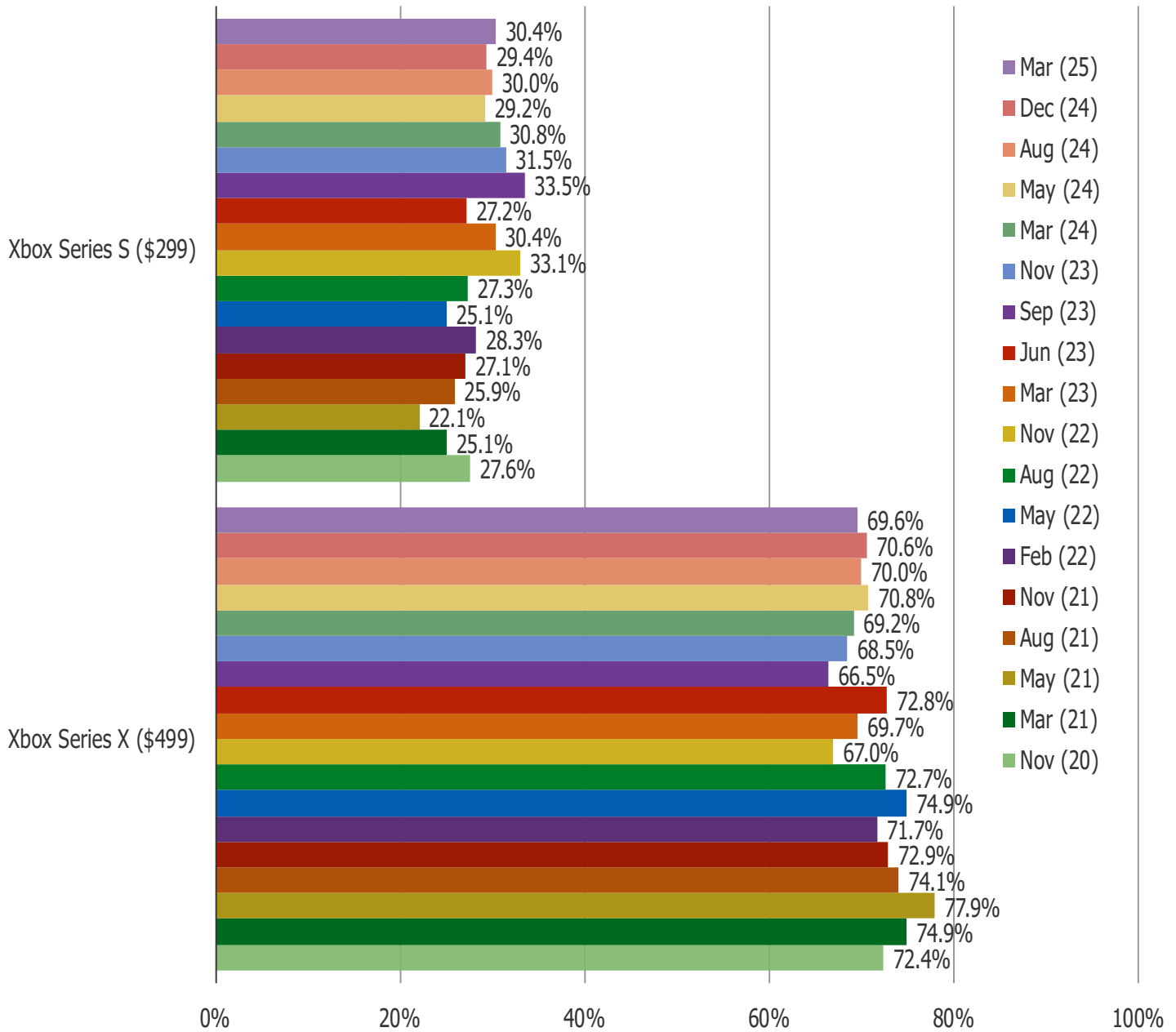
WHERE DID YOU PRE-ORDER OR PURCHASE THE SERIES X / SERIES S FROM?

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



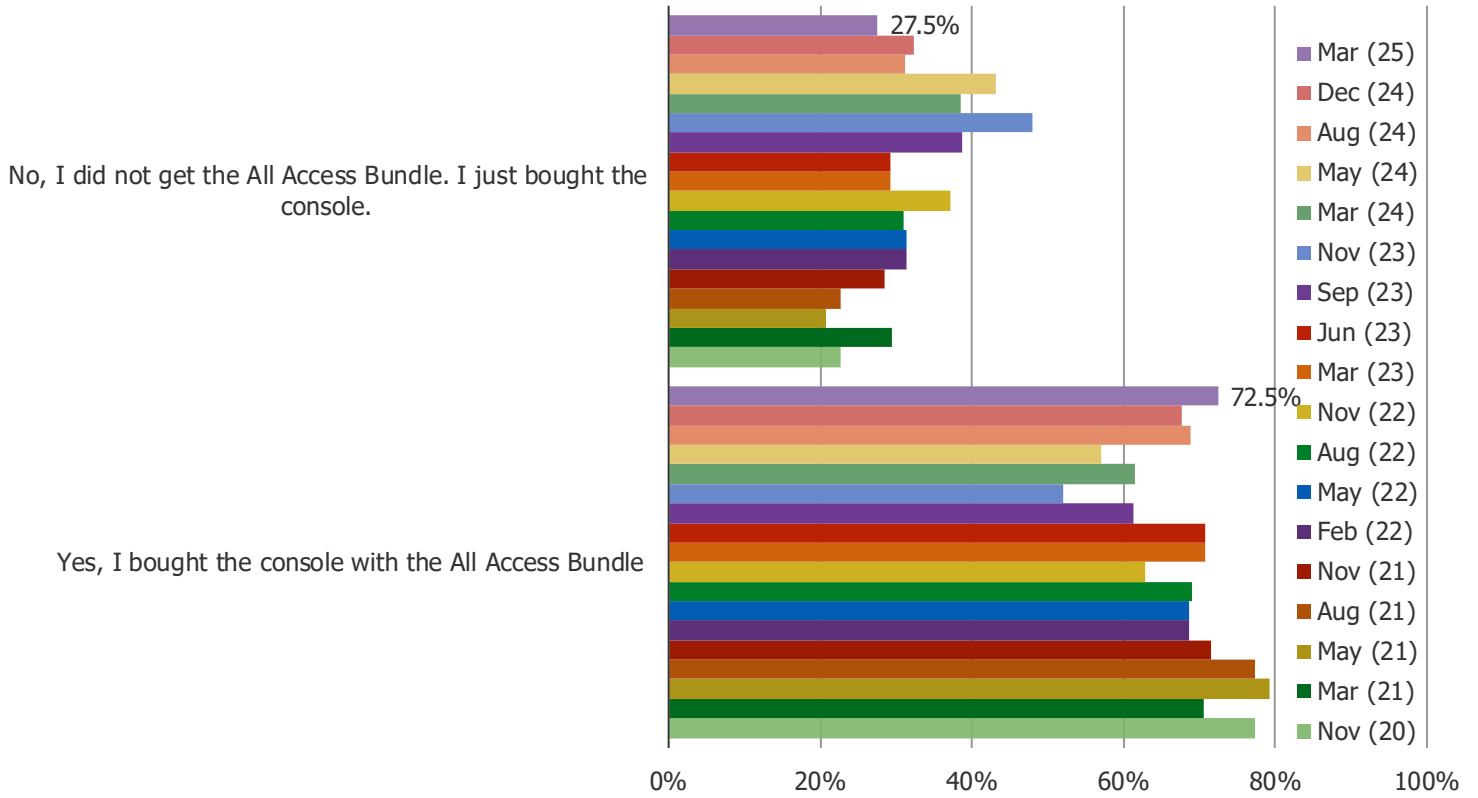
WHICH CONSOLE DID YOU PURCHASE?

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?

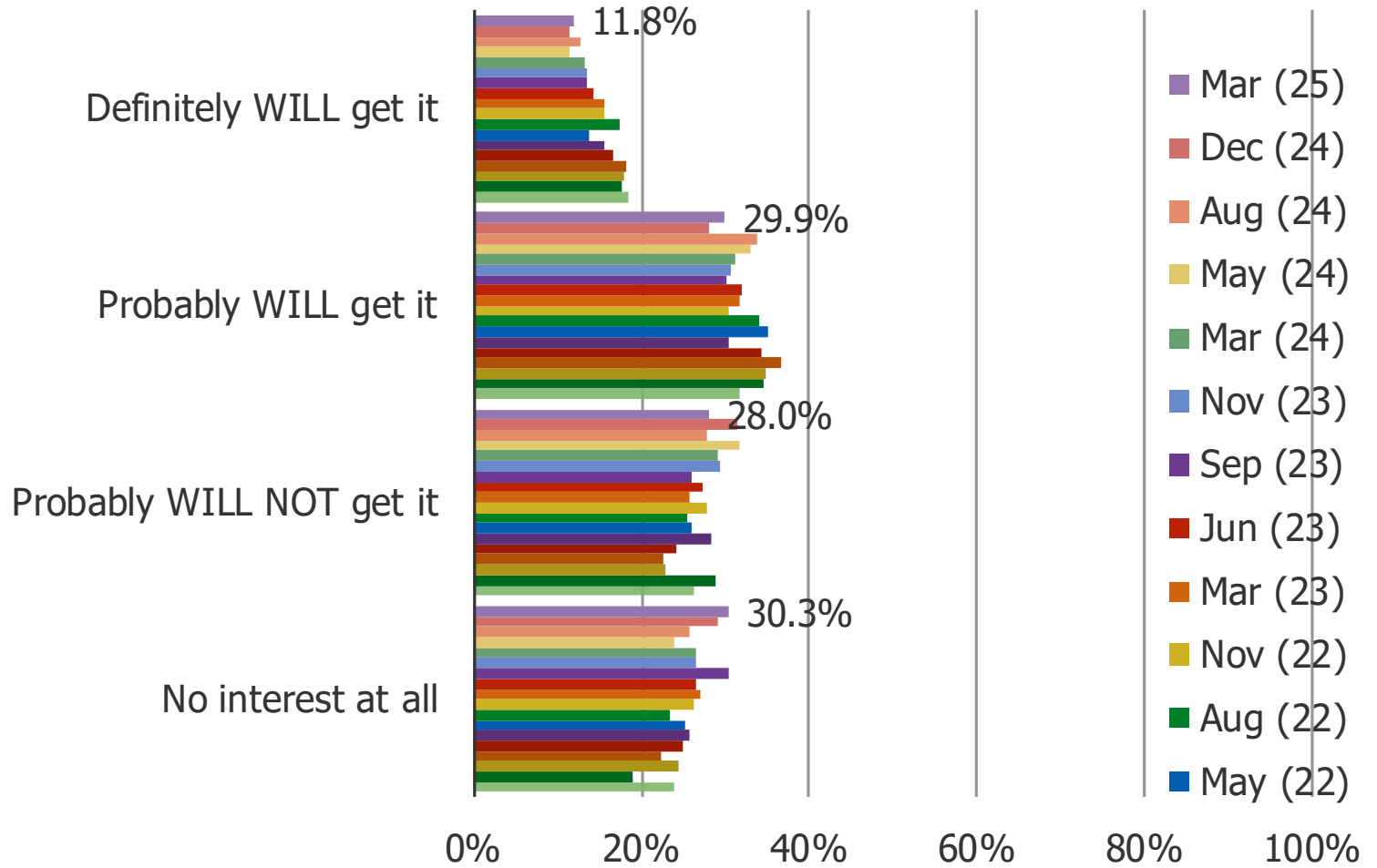
Posed to respondents who said they have successfully purchased or ordered the Series X.



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

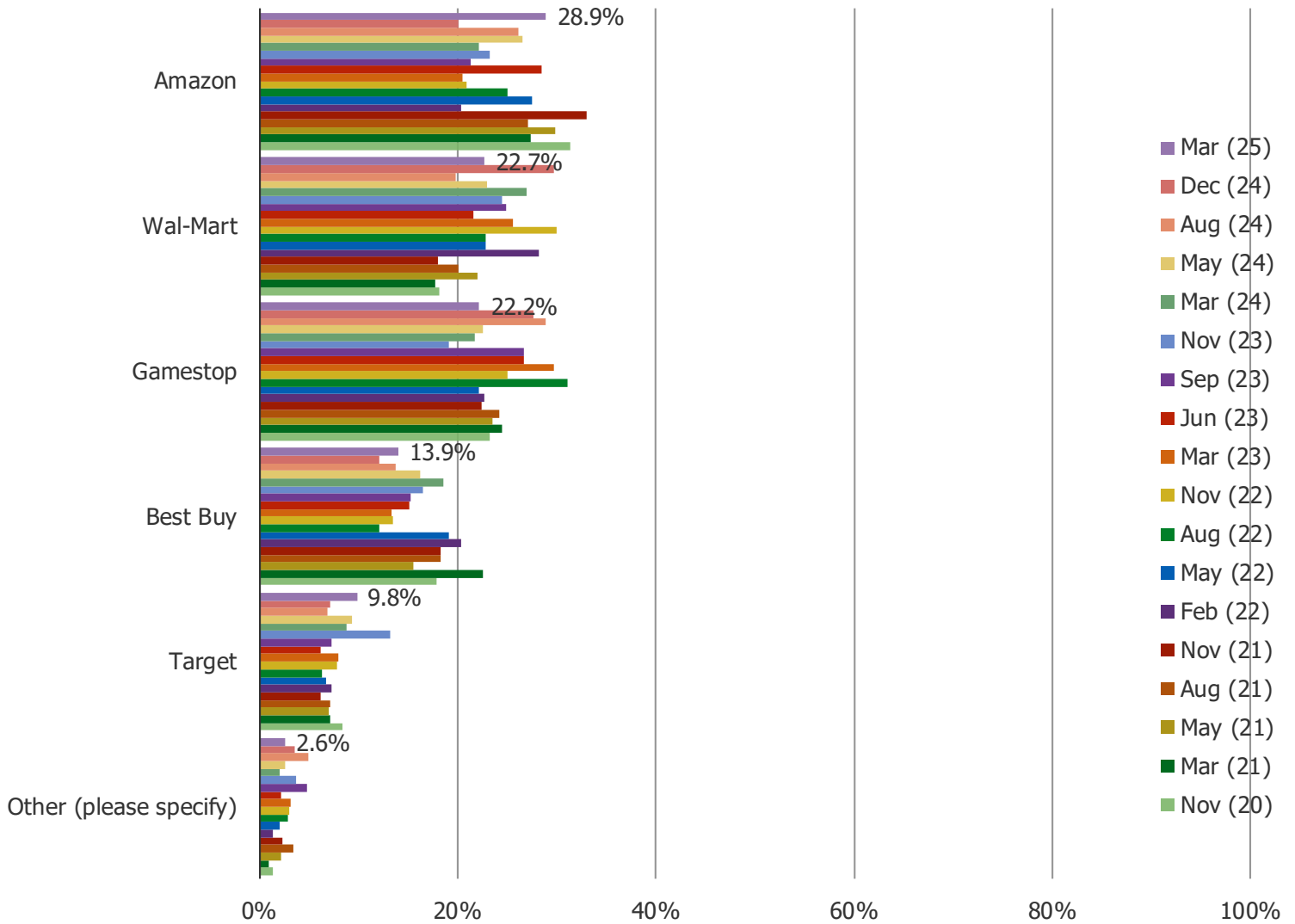
PLEASE CHARACTERIZE YOUR INTEREST IN THE PLAYSTATION 5?

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



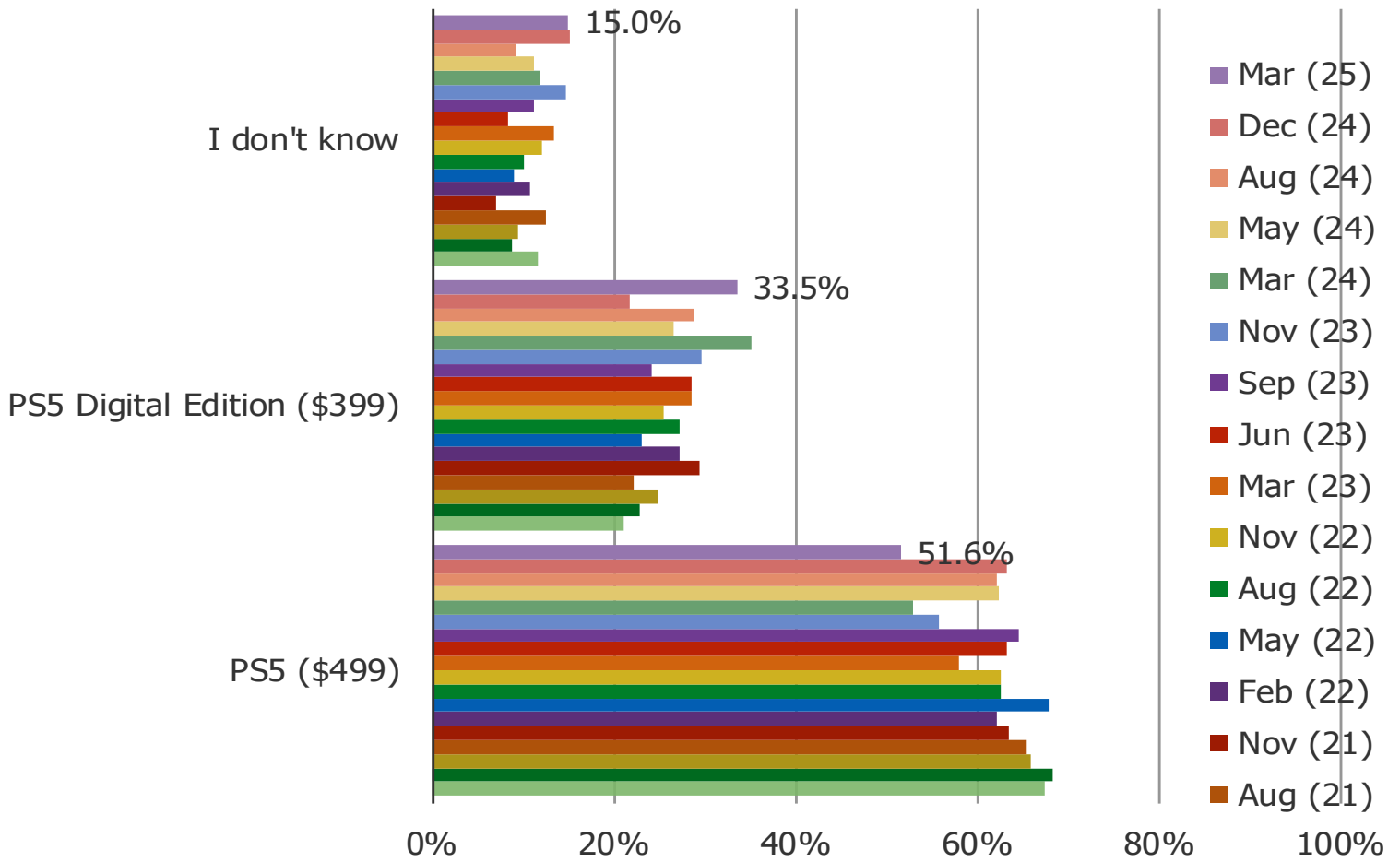
FROM WHERE WOULD YOU BE MOST LIKELY TO BUY THE PS5 FROM?

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



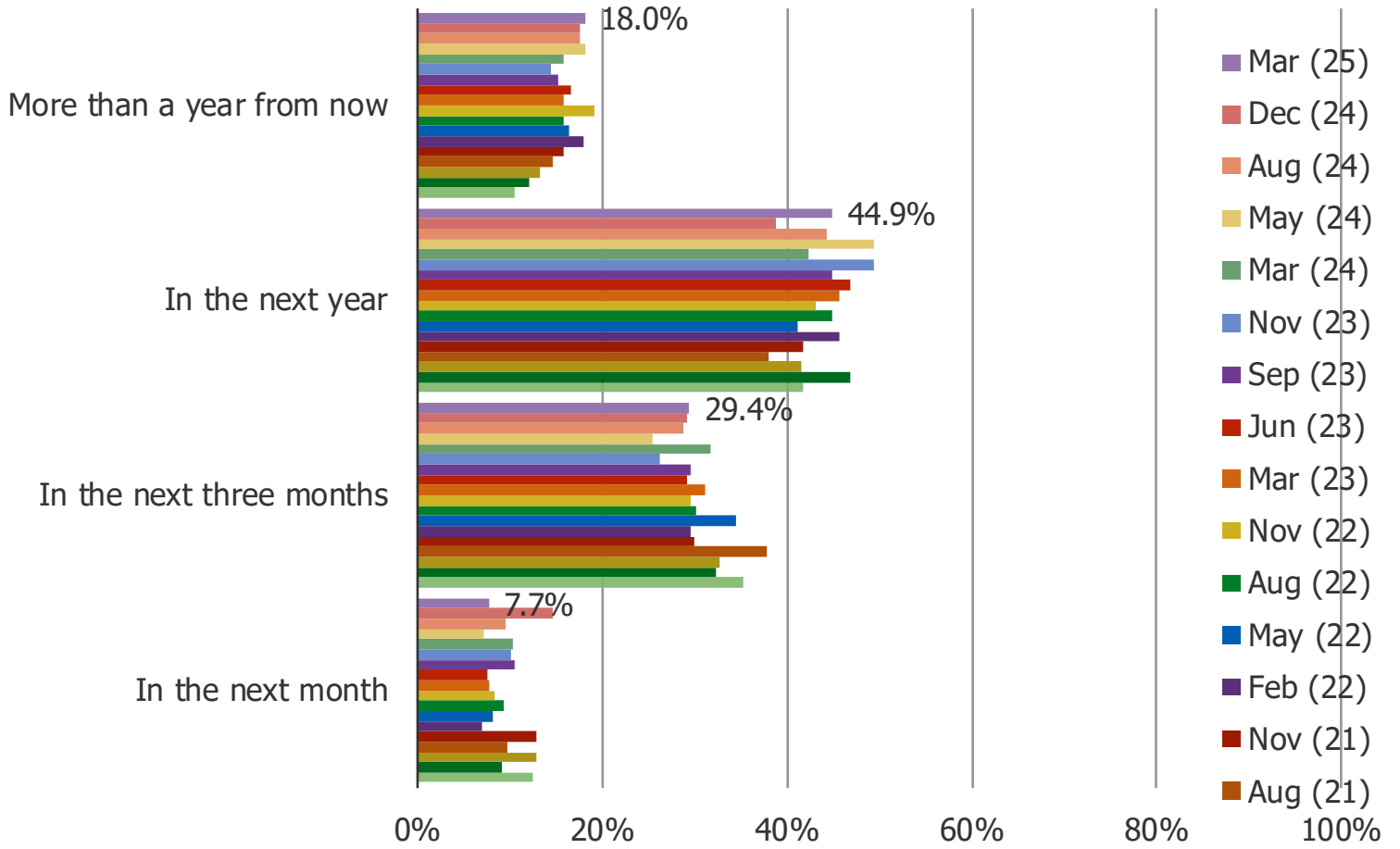
WHICH ARE YOU INTERESTED IN BUYING?

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



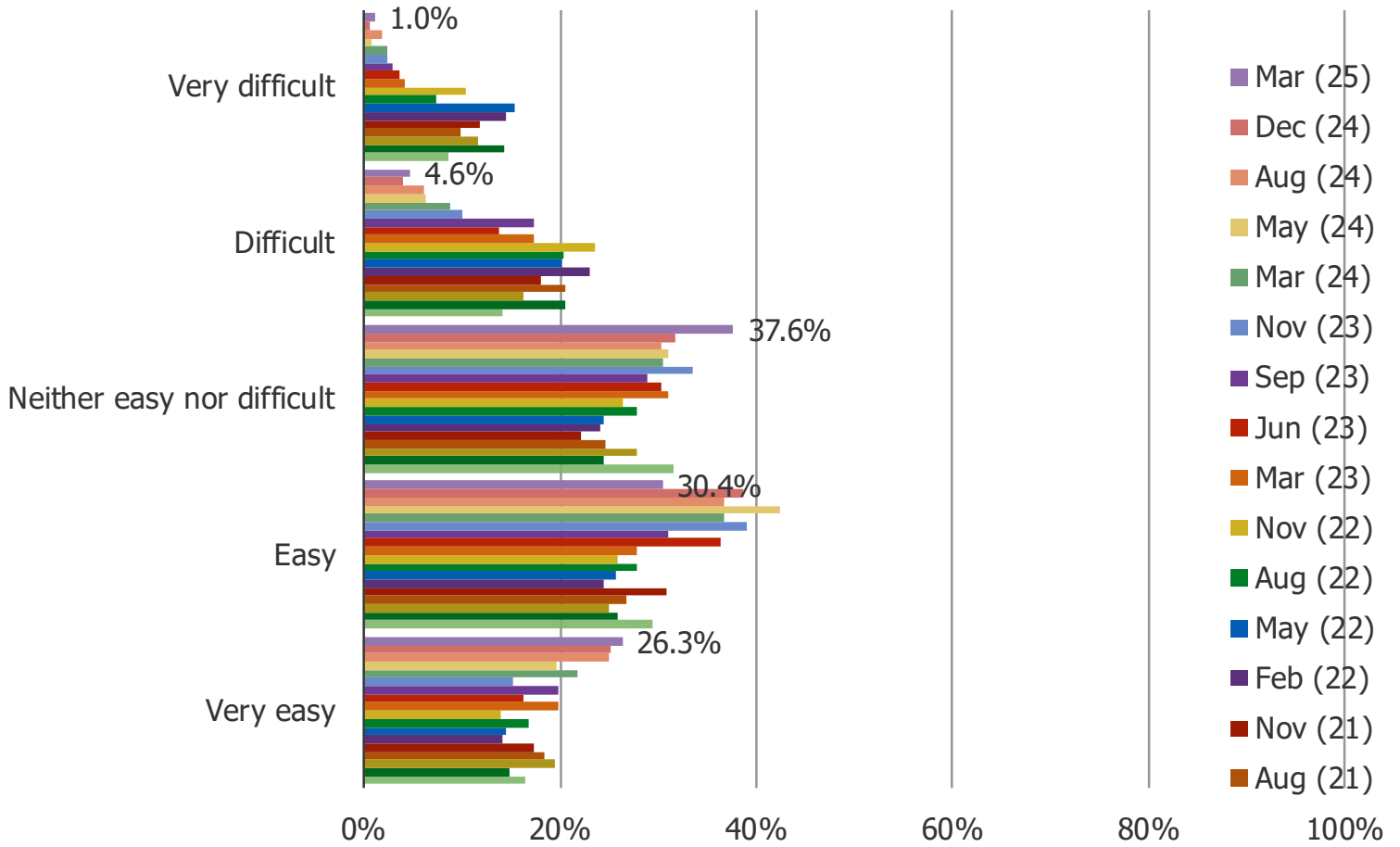
WHEN DO YOU EXPECT TO GET IT?

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



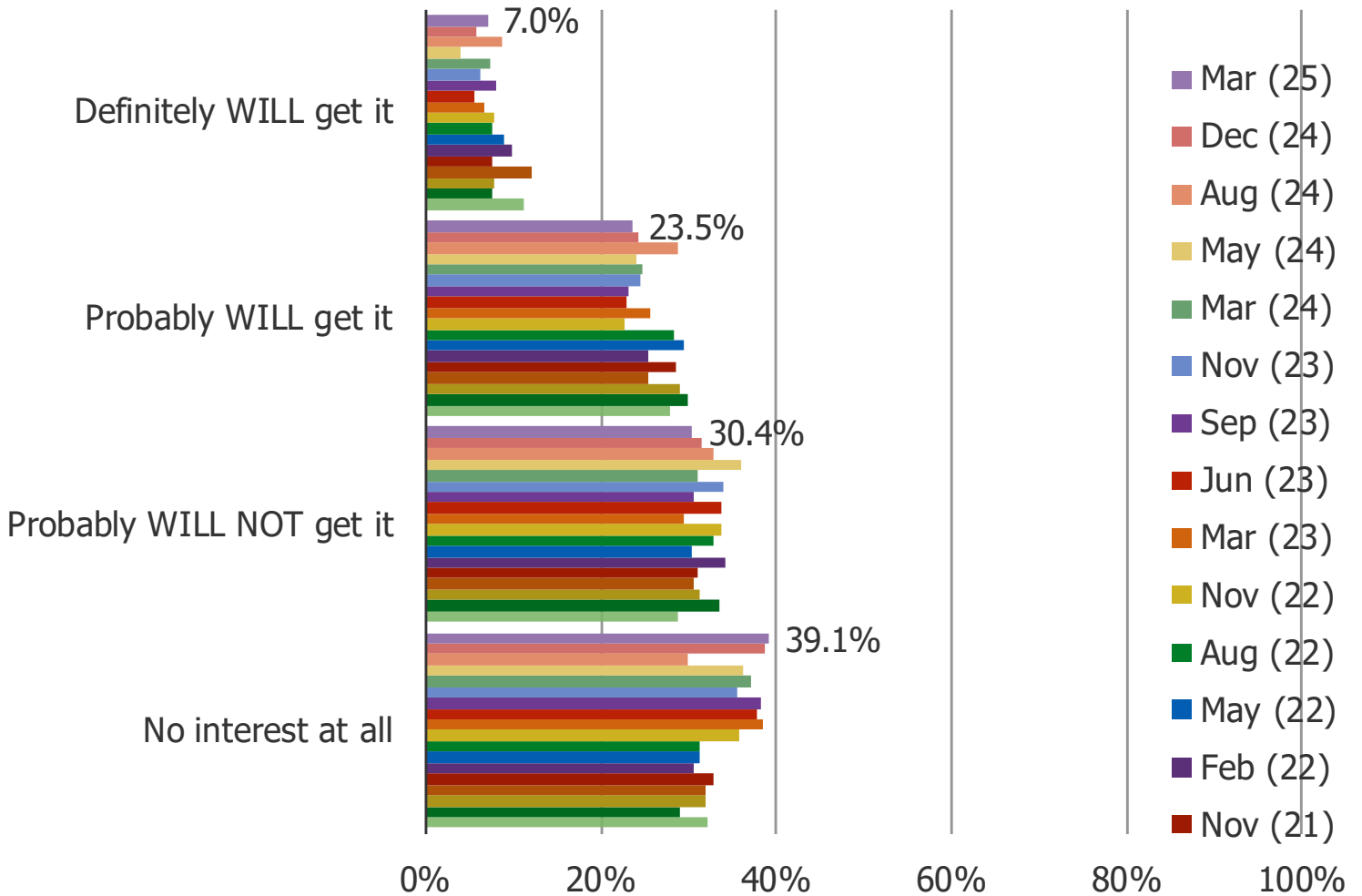
HOW EASY OR DIFFICULT DO YOU EXPECT IT WILL BE TO FIND THIS ITEM IN STOCK WHEN YOU TRY TO ORDER IT / BUY IT?

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



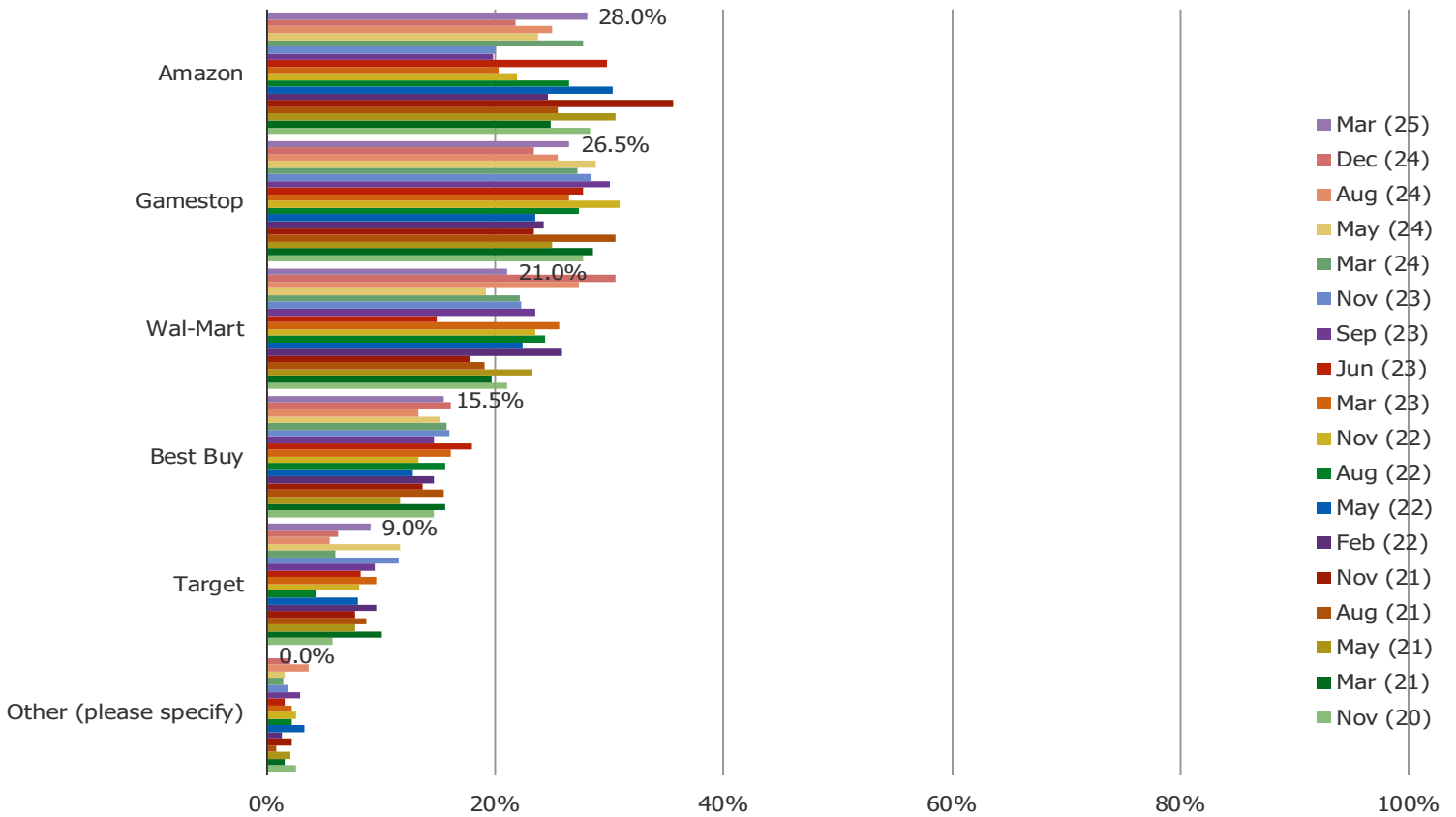
PLEASE CHARACTERIZE YOUR INTEREST IN THE SERIES X?

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



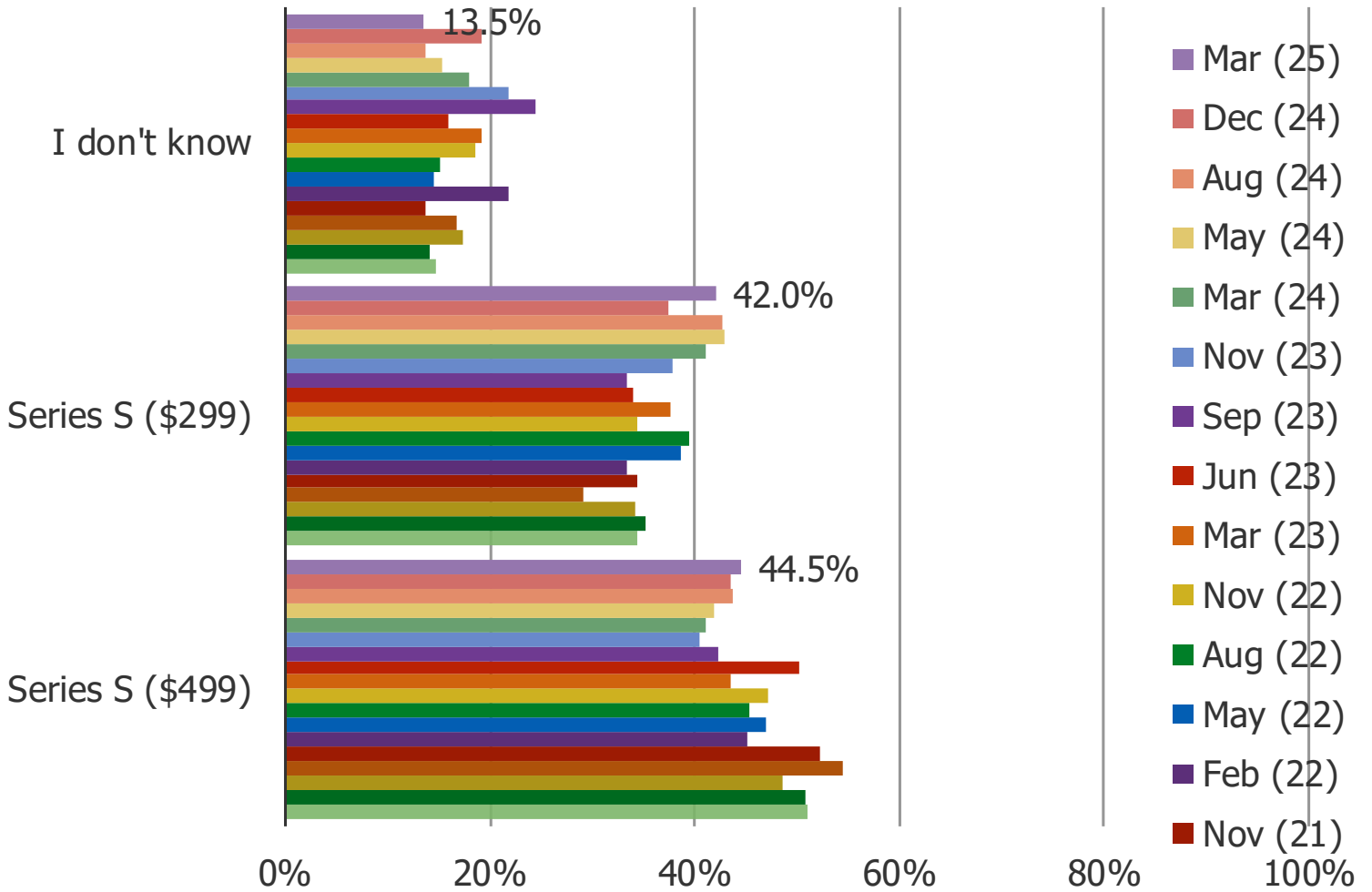
FROM WHERE WOULD YOU BE MOST LIKELY TO BUY THE SERIES X / S FROM?

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



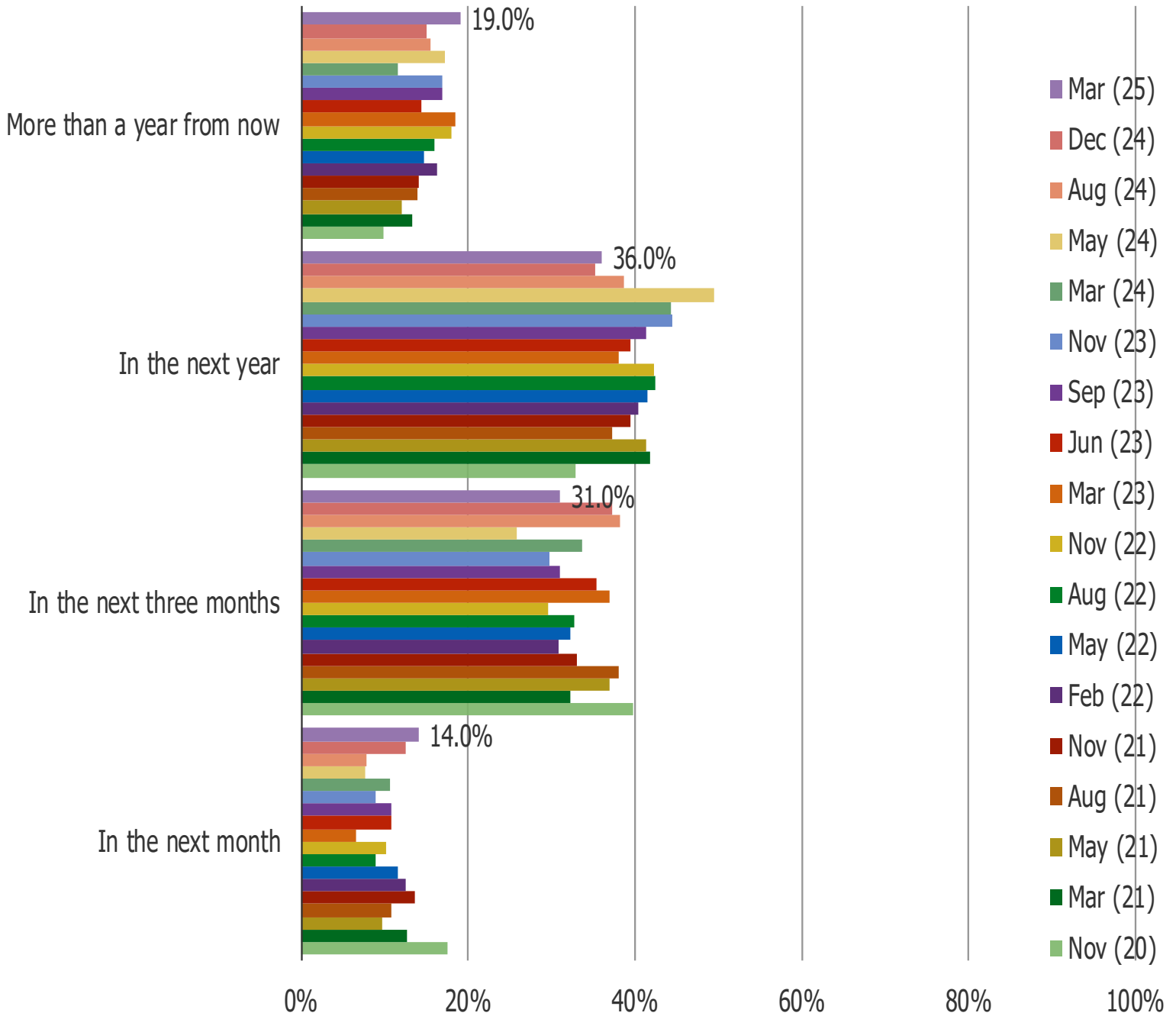
WHICH ARE YOU INTERESTED IN BUYING?

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



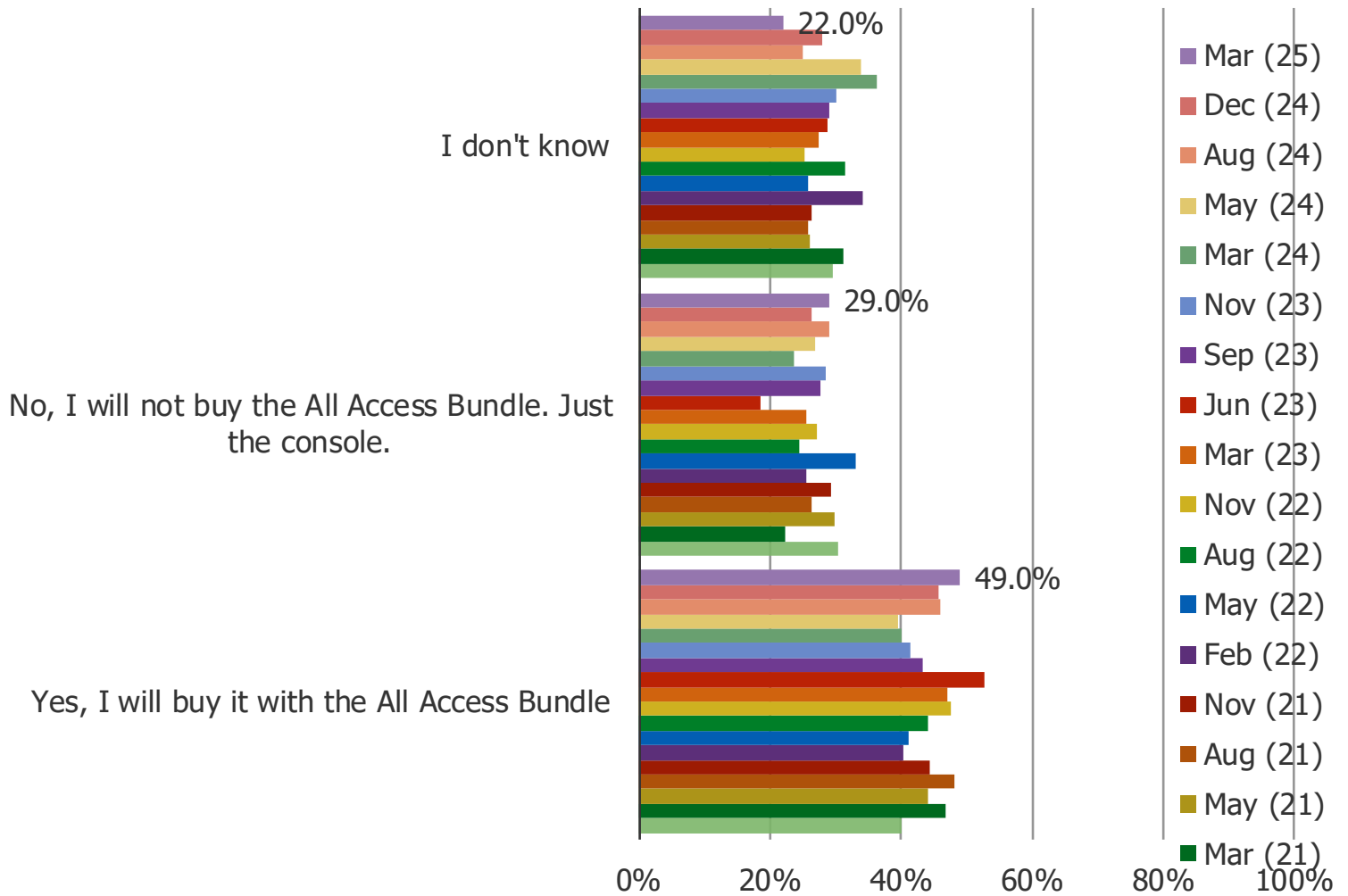
WHEN DO YOU EXPECT TO GET IT?

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



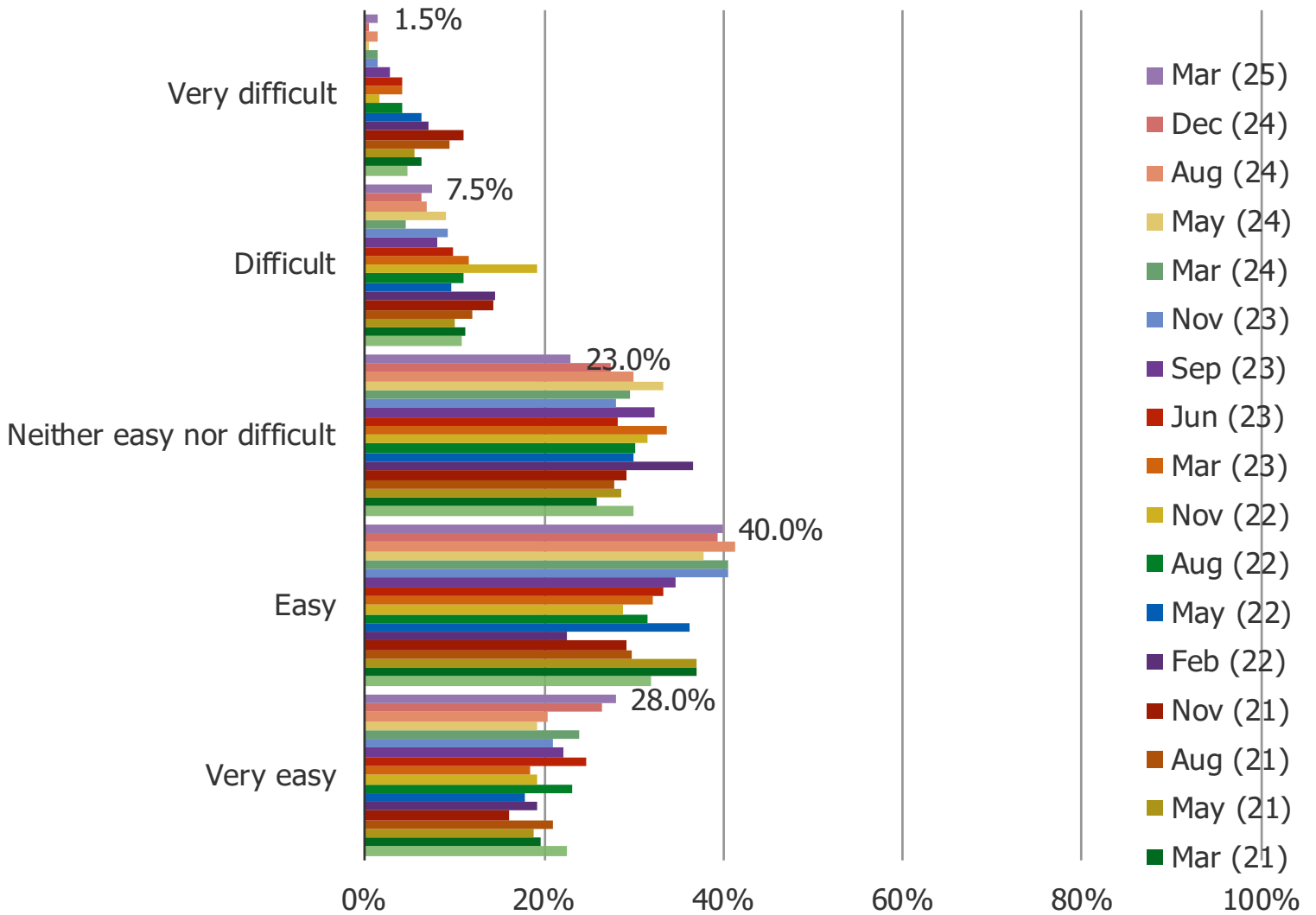
WILL YOU BUY IT WITH THE ALL-ACCESS BUNDLE?

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



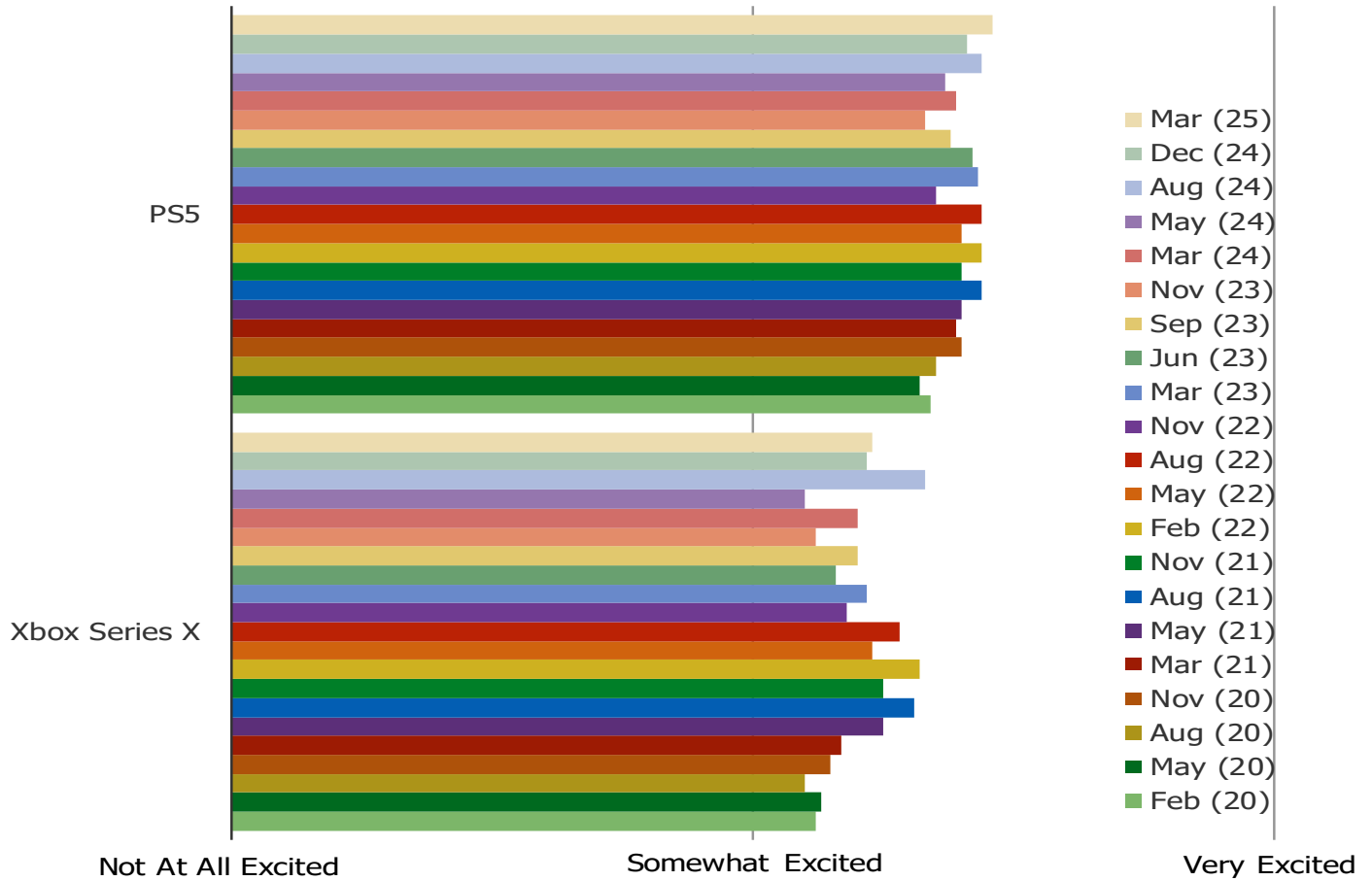
HOW EASY OR DIFFICULT DO YOU EXPECT IT WILL BE TO FIND THIS ITEM IN STOCK WHEN YOU TRY TO ORDER IT / BUY IT?

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



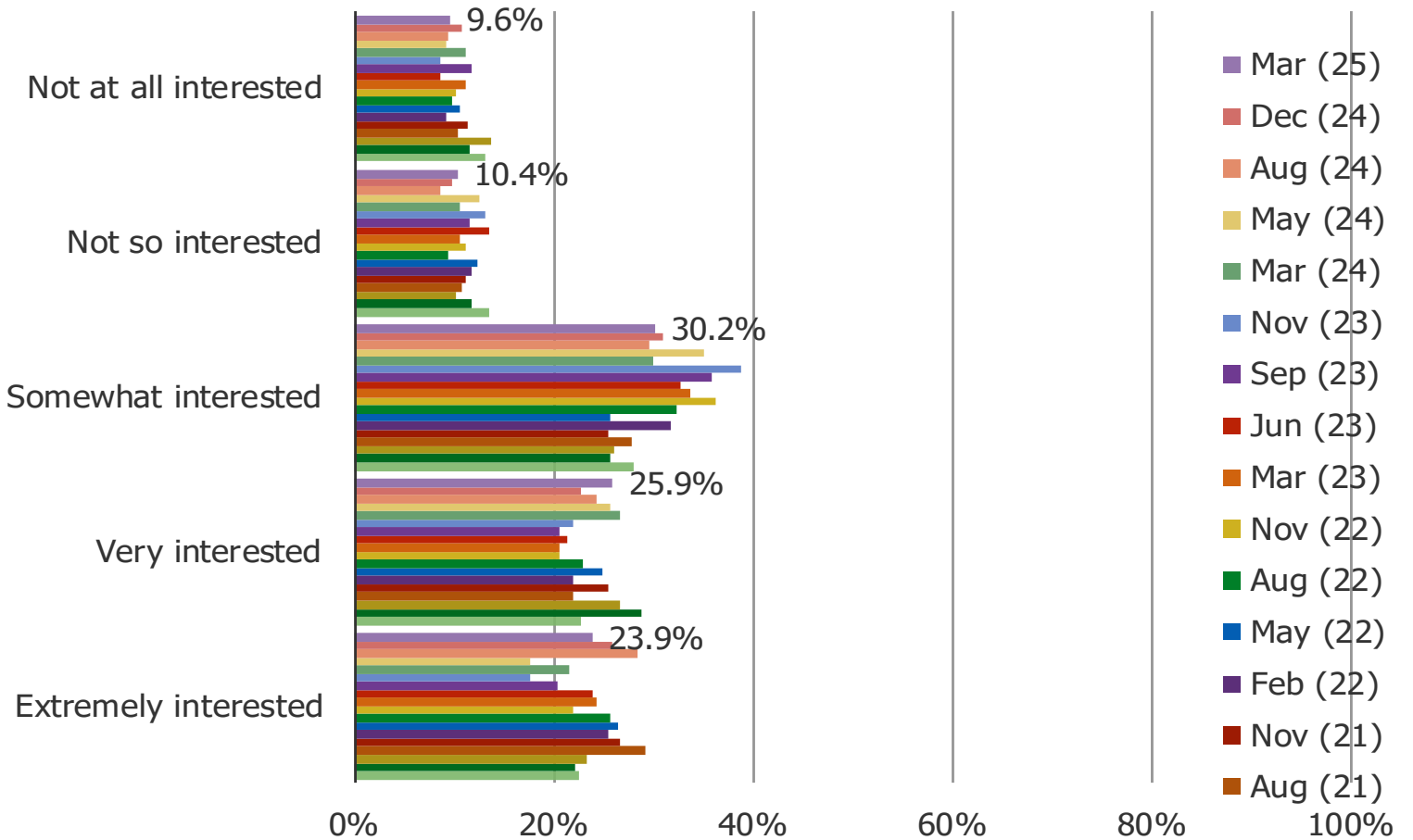
PLEASE RATE YOUR LEVEL OF EXCITEMENT FOR THE EXCLUSIVE GAME LINEUP THAT WILL BE AVAILABLE FOR THIS PLATFORM.

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.

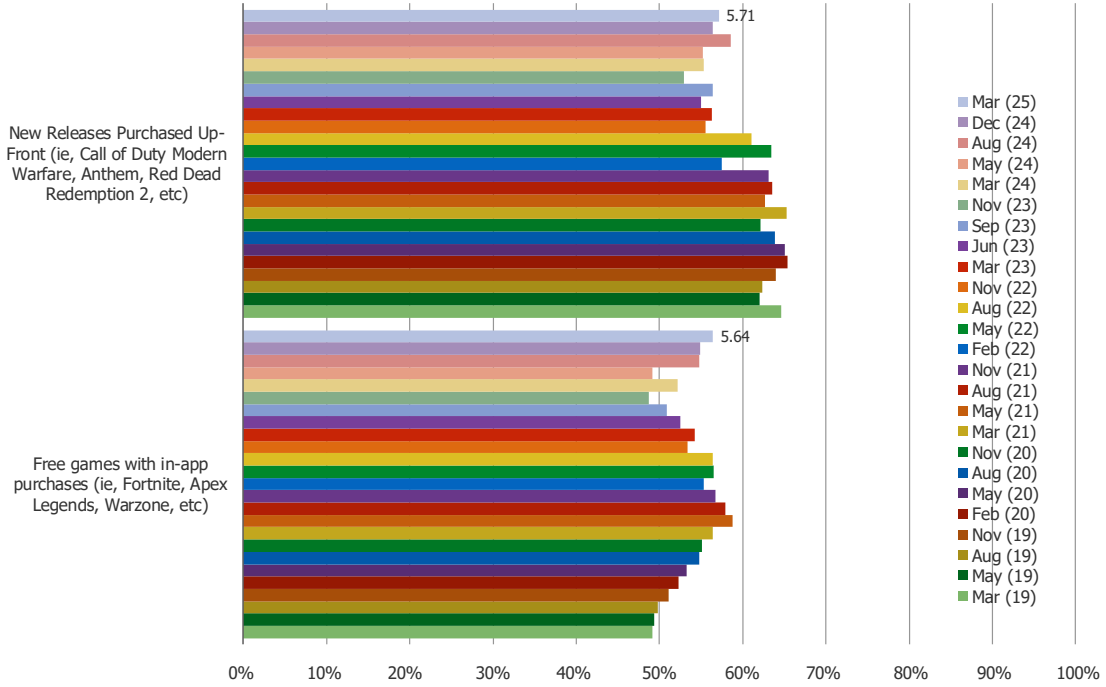


It's In The Game

NEW RELEASES VS. FREE GAMES AND MICROTRANSACTIONS

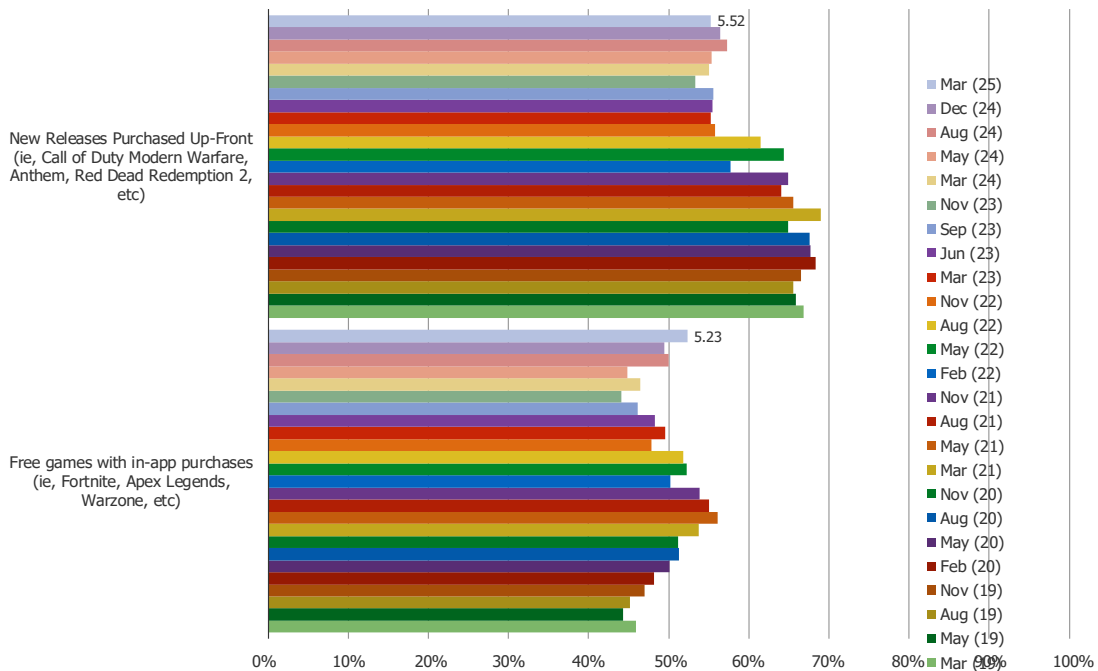
HOW MUCH OF YOUR GAME PLAYING TIME GETS ALLOCATED TO THE FOLLOWING?

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



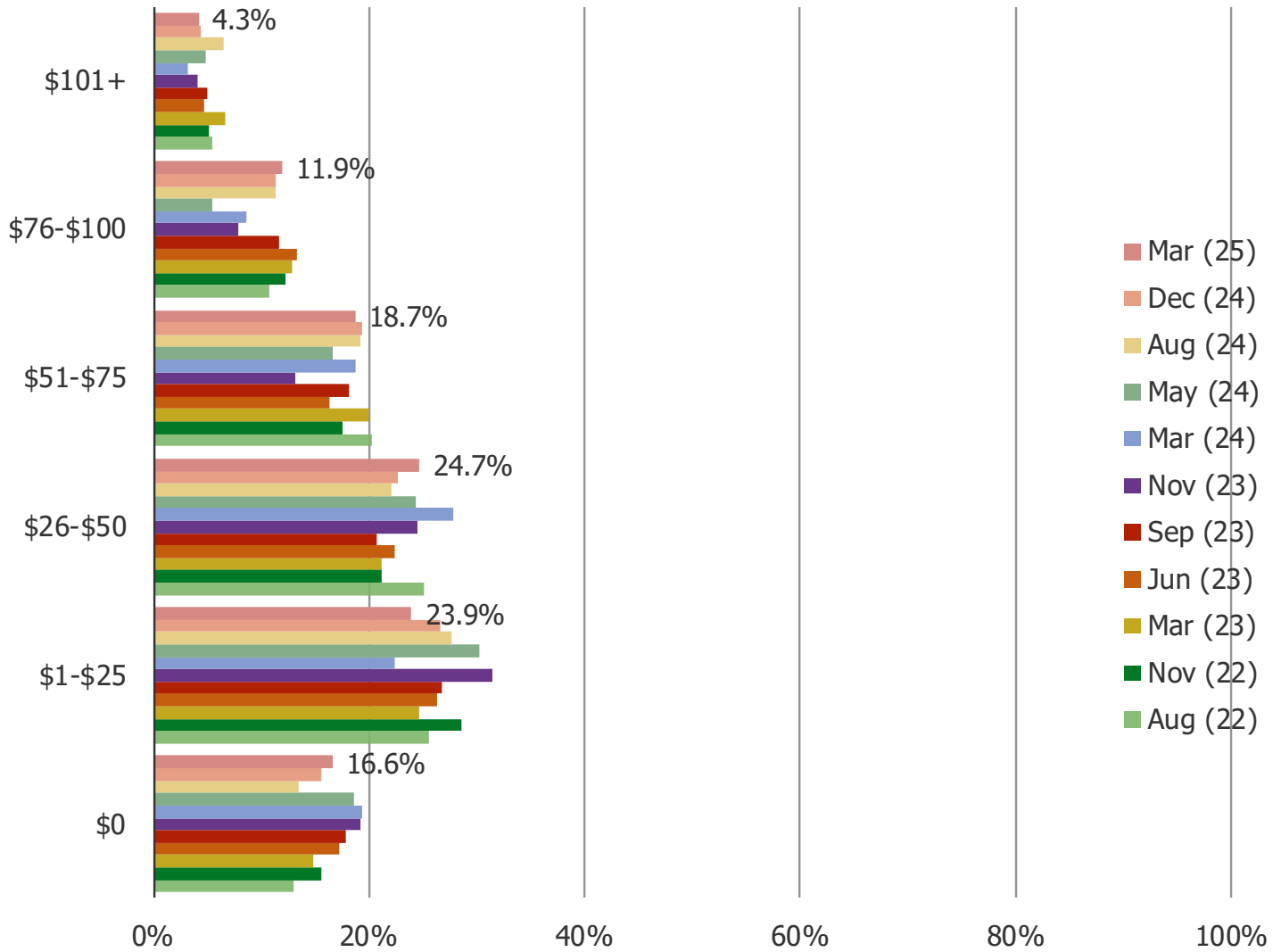
HOW MUCH OF YOUR GAME SPENDING BUDGET GETS ALLOCATED TO THE FOLLOWING?

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



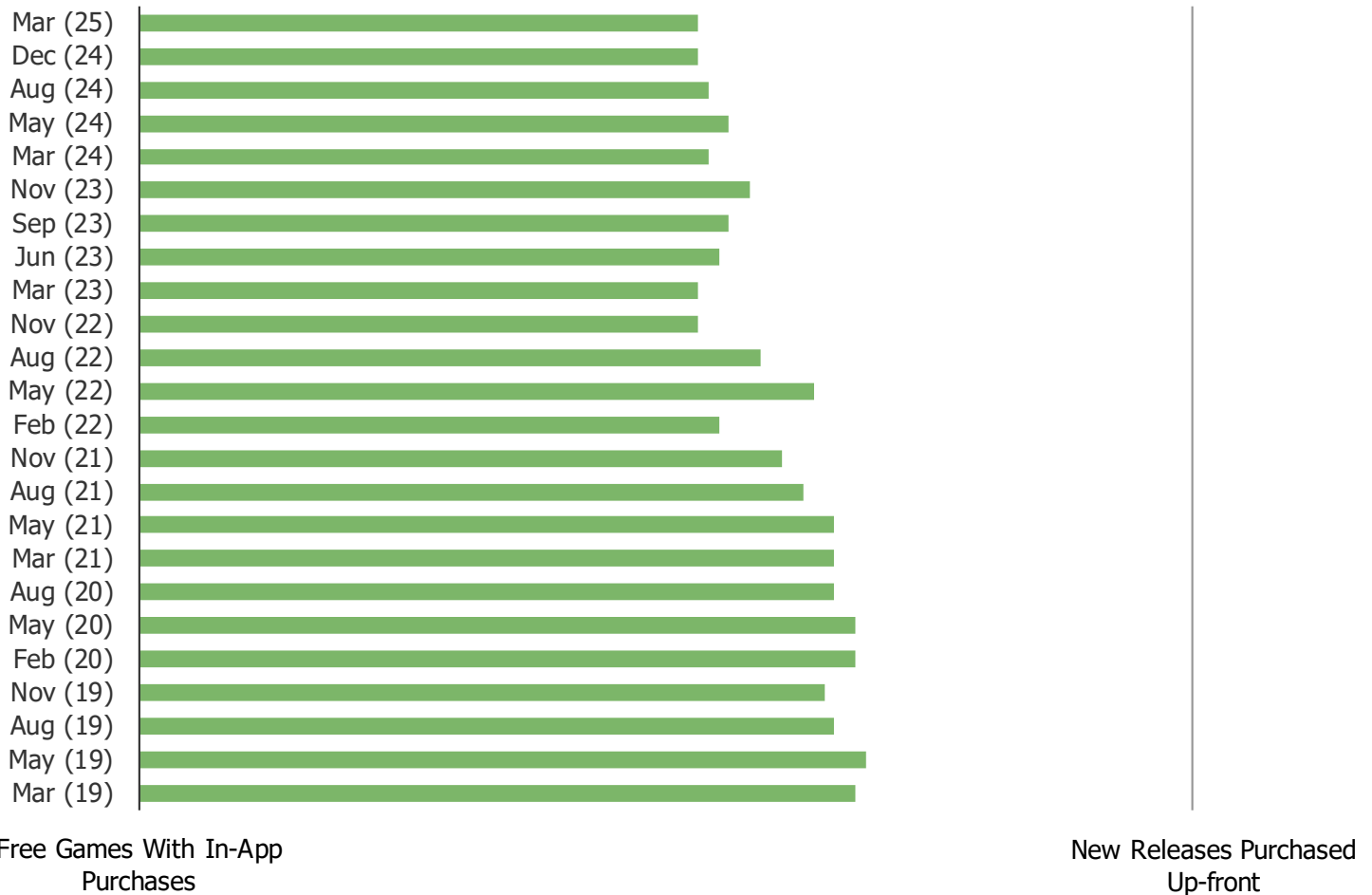
HOW MUCH MONEY DO YOU TYPICALLY SPEND PER MONTH ON IN-GAME PURCHASES?

This question was posed to the target audience.



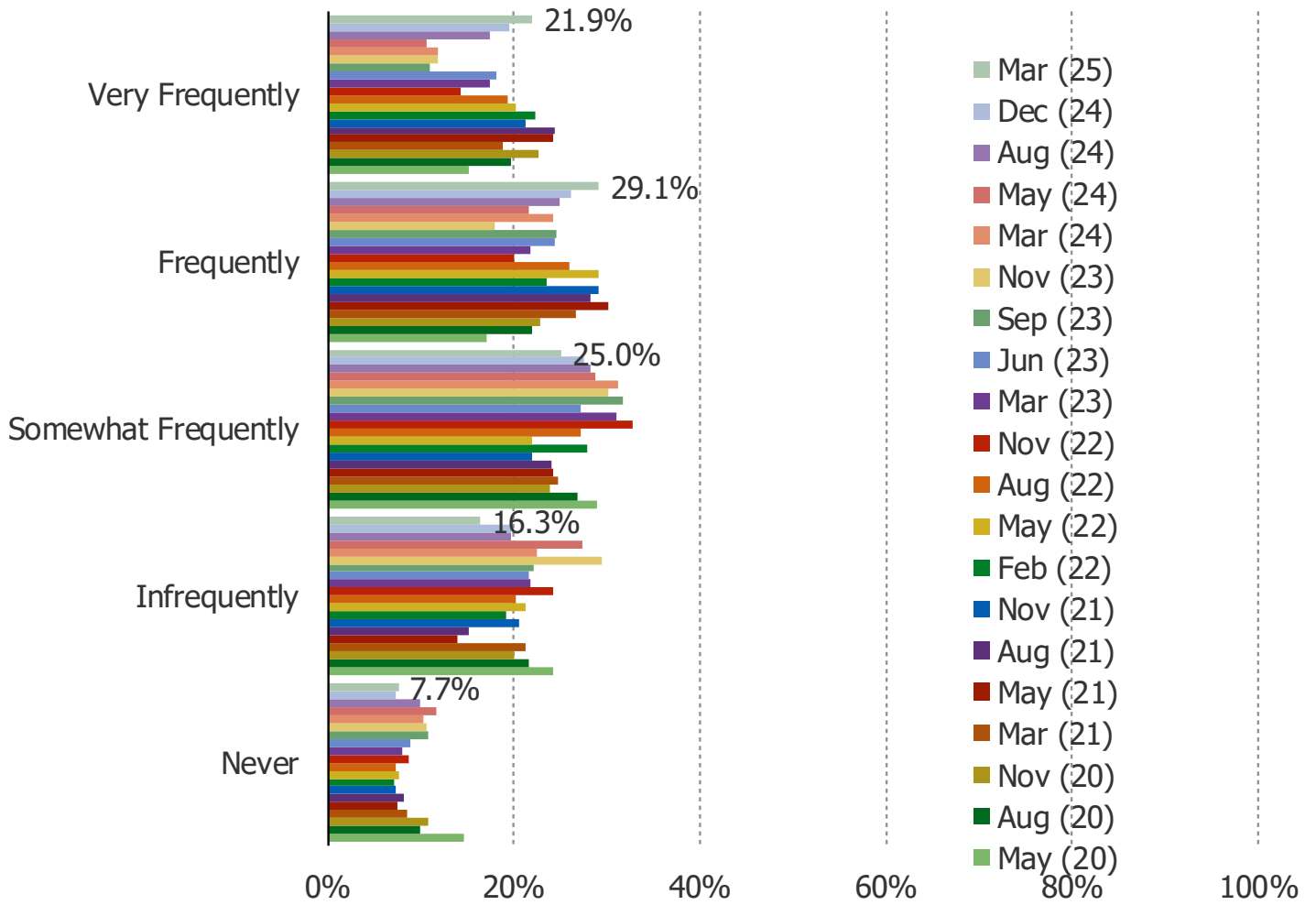
WHICH DO YOU PREFER?

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



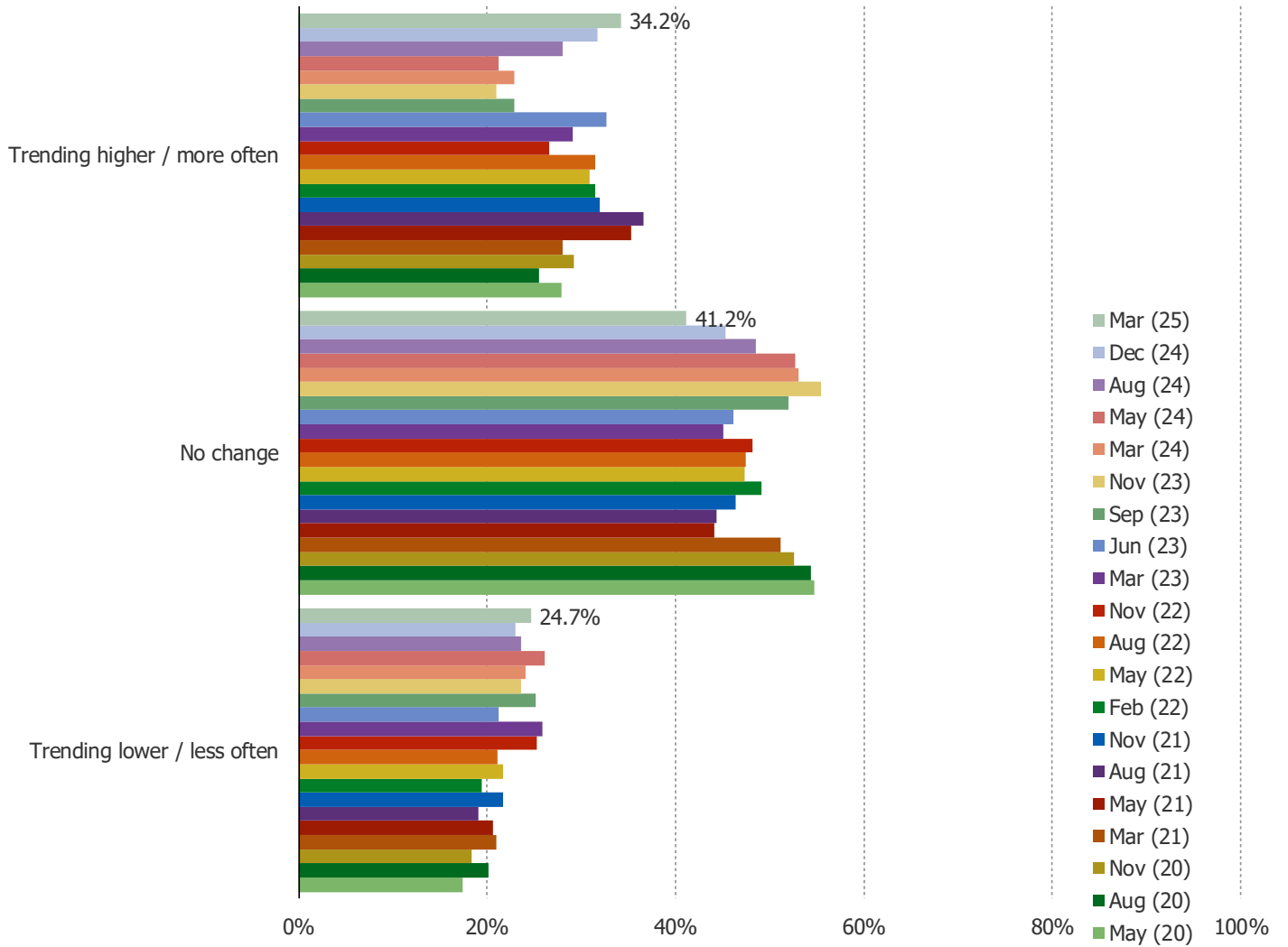
HOW OFTEN DO YOU SPEND MONEY ON DOWNLOADABLE CONTENT WITHIN GAMES YOU PLAY ON XBOX ONE OR THE SERIES X?

Posed to Xbox One owners.



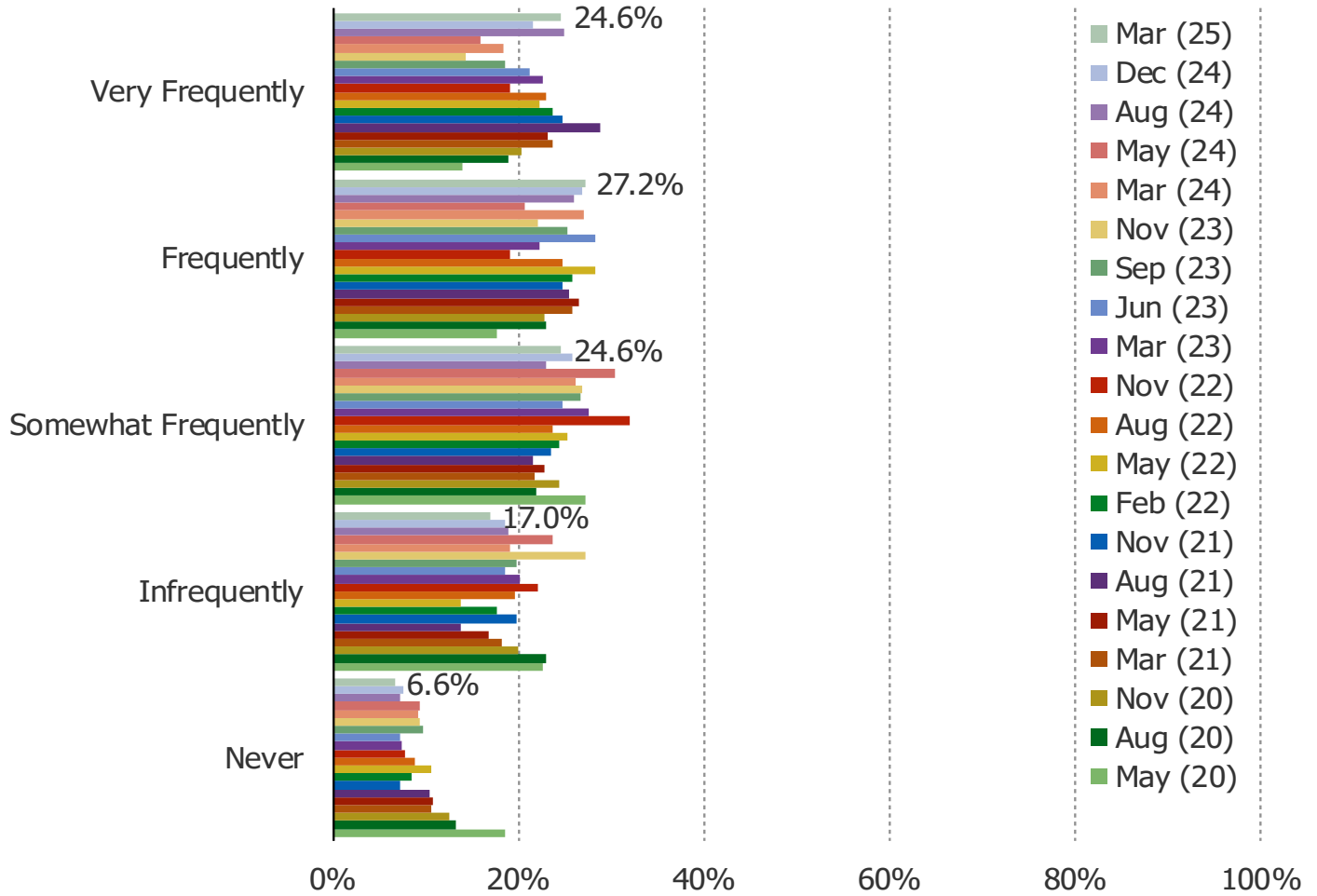
HAS YOUR SPENDING ON DOWNLOADABLE CONTENT WITHIN GAMES ON XBOX ONE OR THE SERIES X BEEN TRENDING HIGHER OR LOWER OVER TIME?

Posed to Xbox Series X or Xbox One owners.



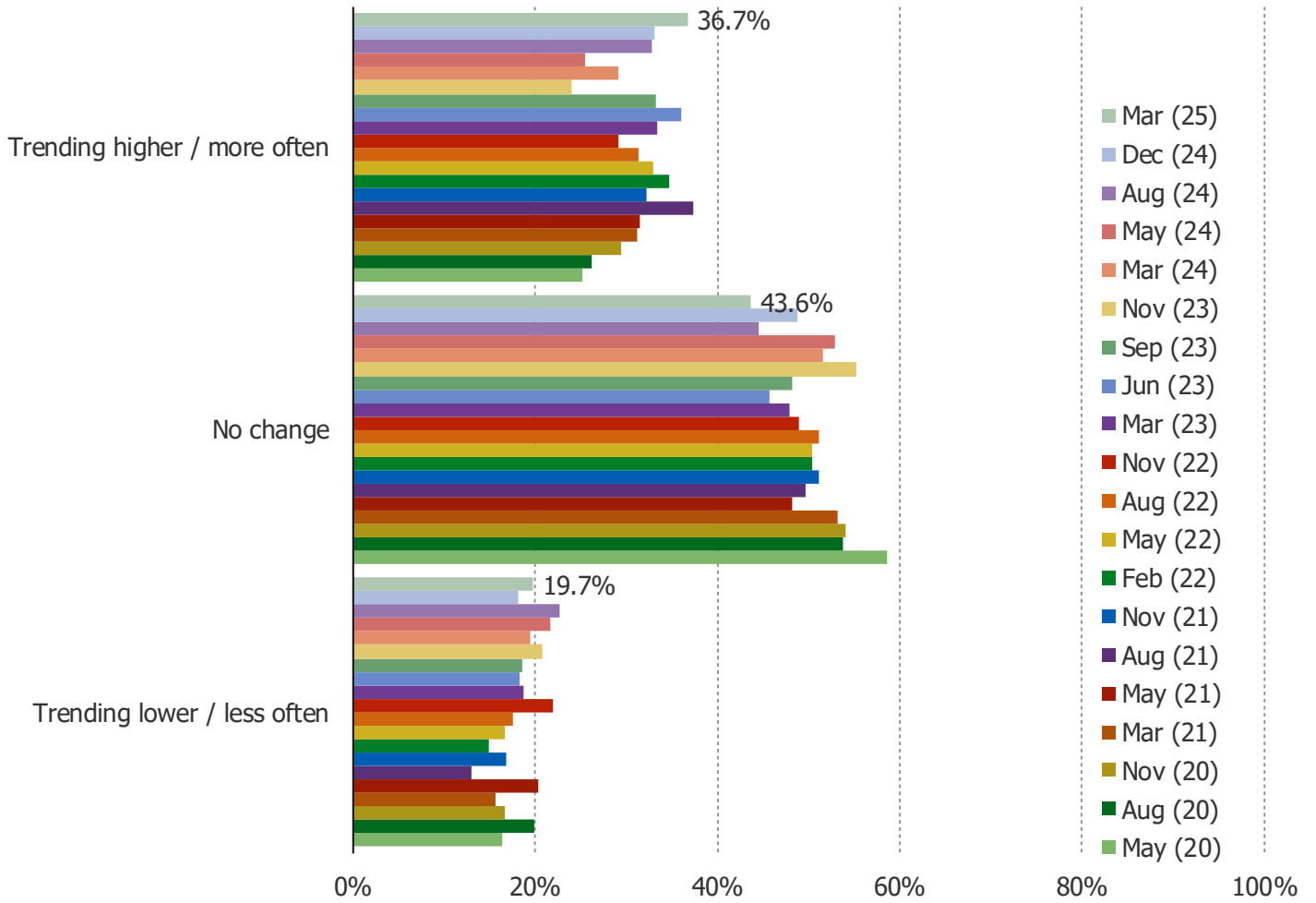
HOW OFTEN DO YOU SPEND MONEY ON DOWNLOADABLE CONTENT WITHIN GAMES YOU PLAY ON PS4/PS5?

Posed to PS4 or PS5 owners.



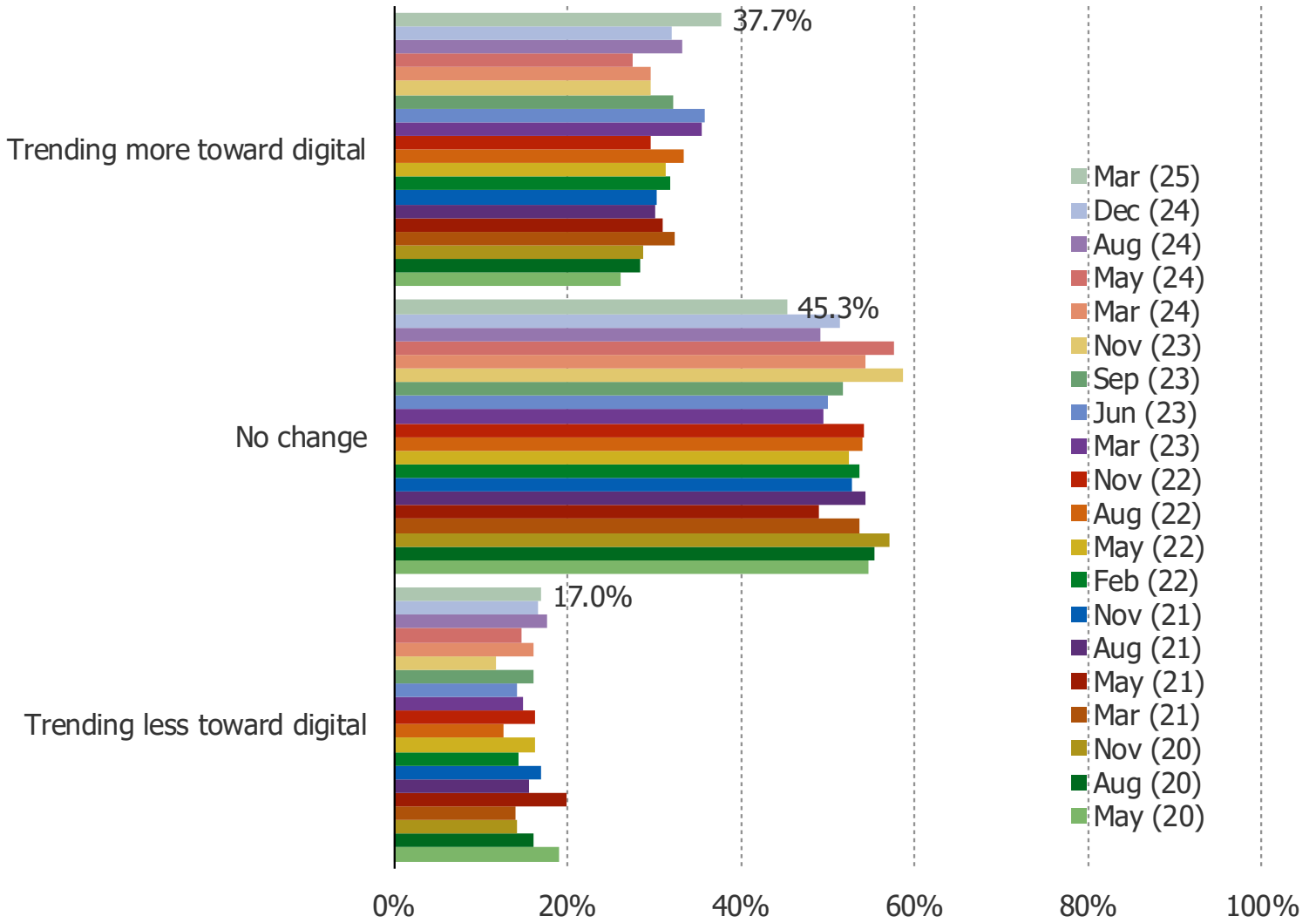
HAS YOUR SPENDING ON DOWNLOADABLE CONTENT WITHIN GAMES ON PS4/PS5 BEEN TRENDING HIGHER OR LOWER OVER TIME?

Posed to PS5 or PS4 owners.



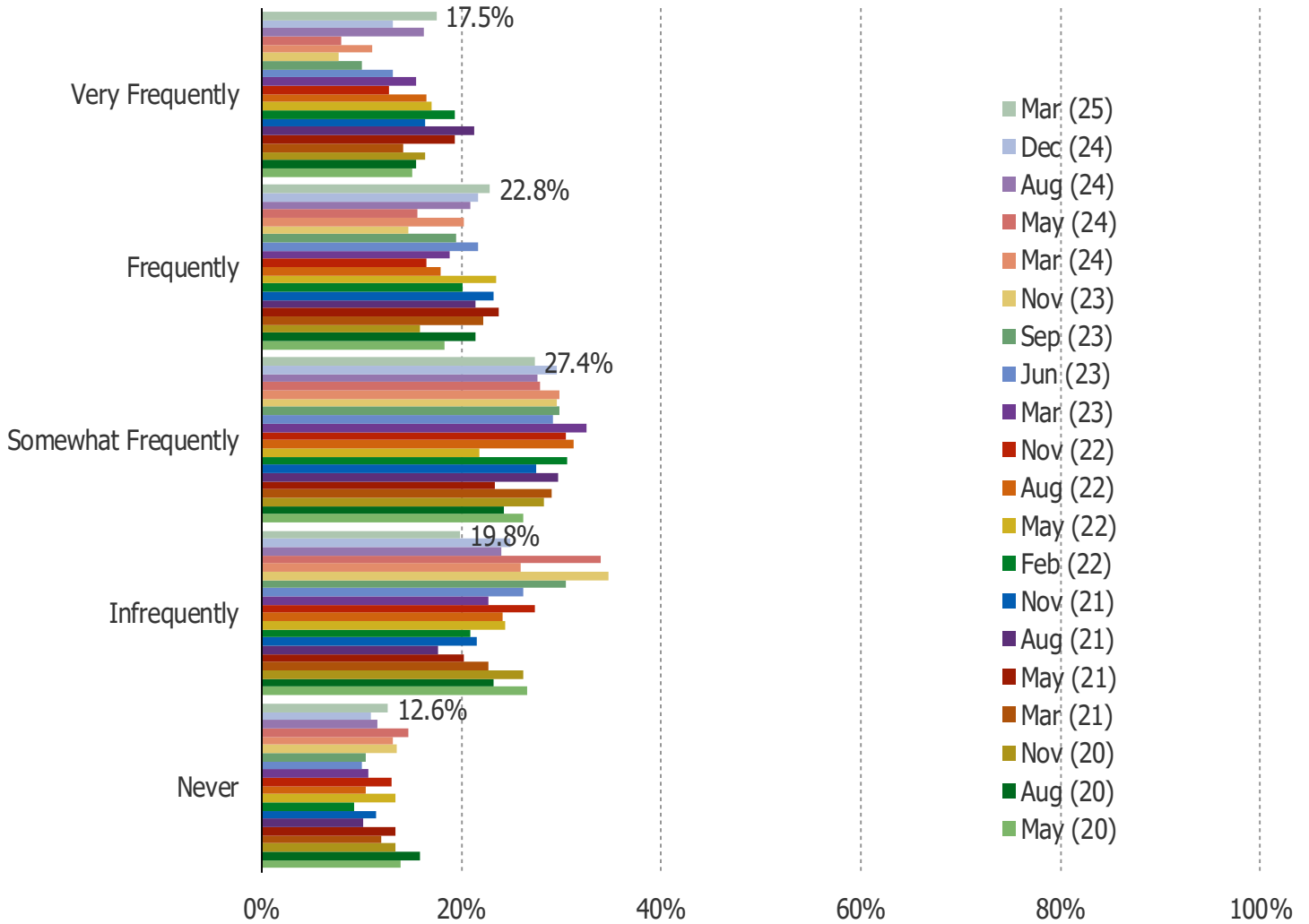
HAS YOUR SPENDING ON DIGITAL GAMES FOR NINTENDO SWITCH/SWITCH LITE BEEN TRENDING HIGHER OR LOWER OVER TIME?

Posed to Nintendo Switch / Switch Lite owners.



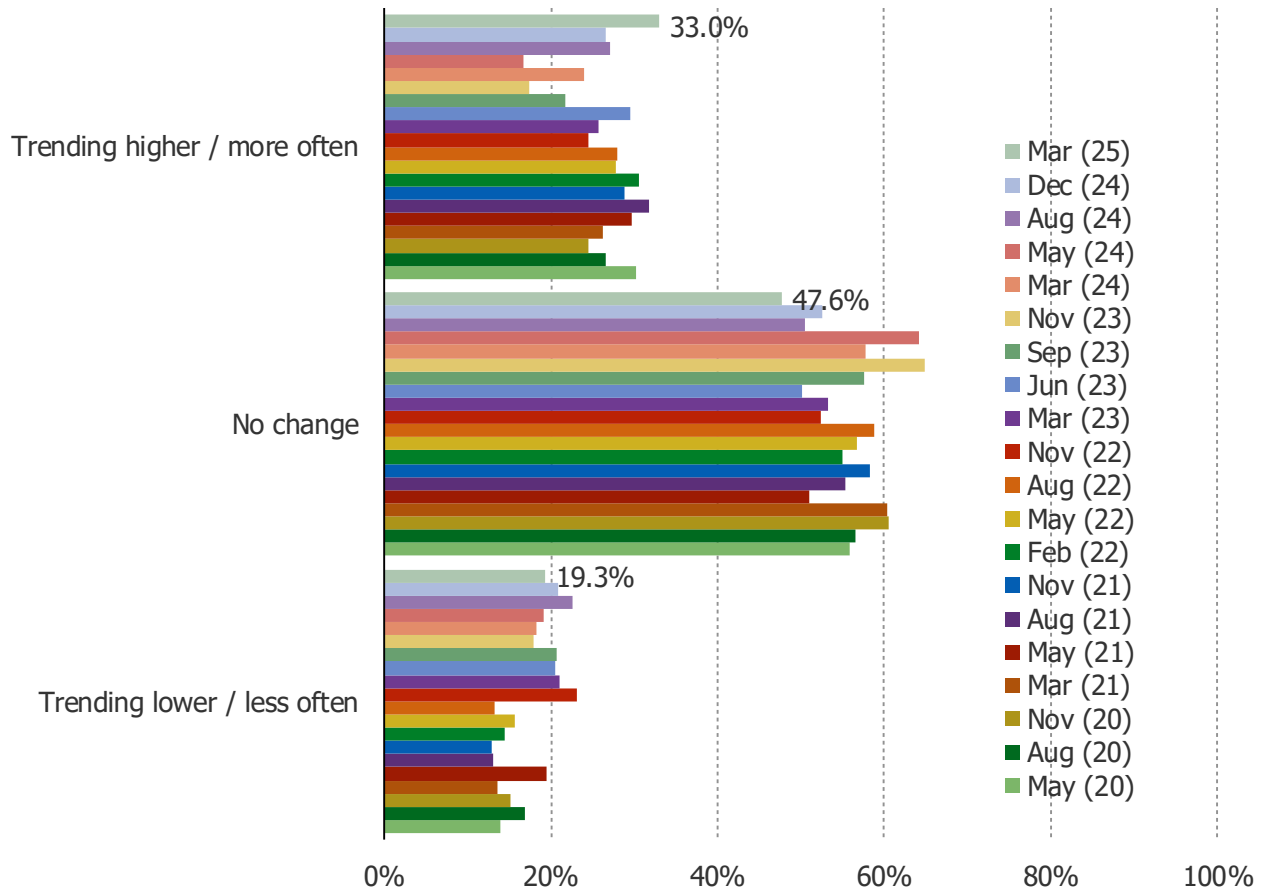
HOW OFTEN DO YOU SPEND MONEY ON DOWNLOADABLE CONTENT WITHIN GAMES YOU PLAY ON NINTENDO SWITCH/SWITCH LITE?

Posed to Nintendo Switch / Switch Lite owners.



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

Posed to Nintendo Switch / Switch Lite owners.

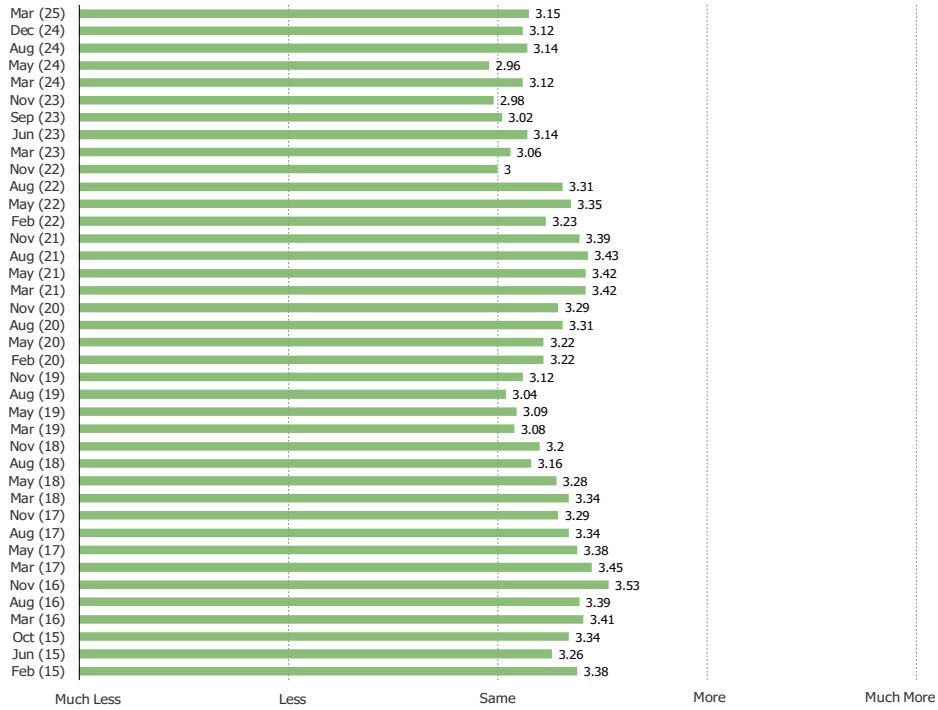


It's In The Game

DIGITAL MARKET SHARE

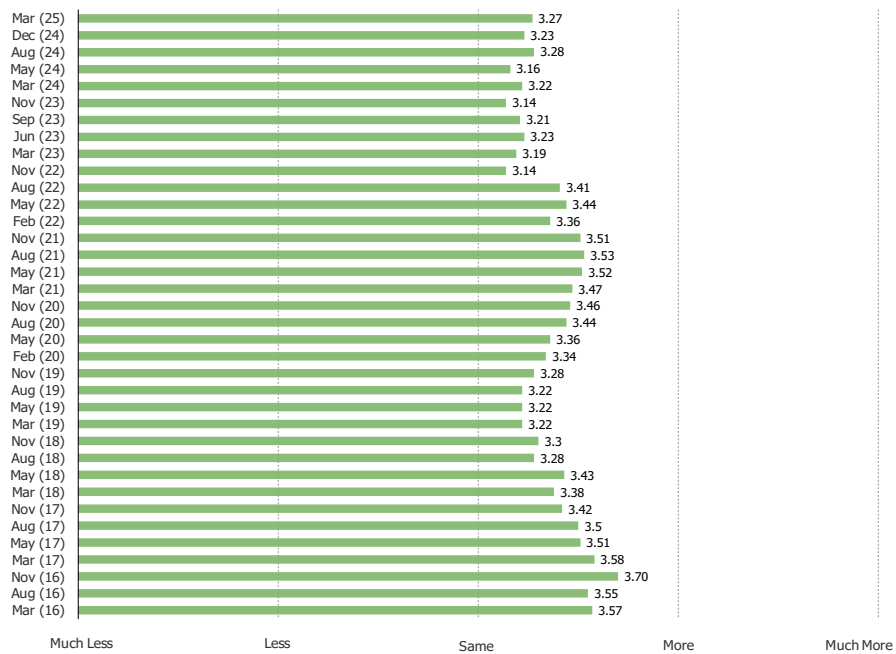
HOW OFTEN ARE YOU DOWNLOADING NEW RELEASE DIGITAL GAMES NOW COMPARED TO 12 MONTHS AGO?

This question was posed to the target audience.



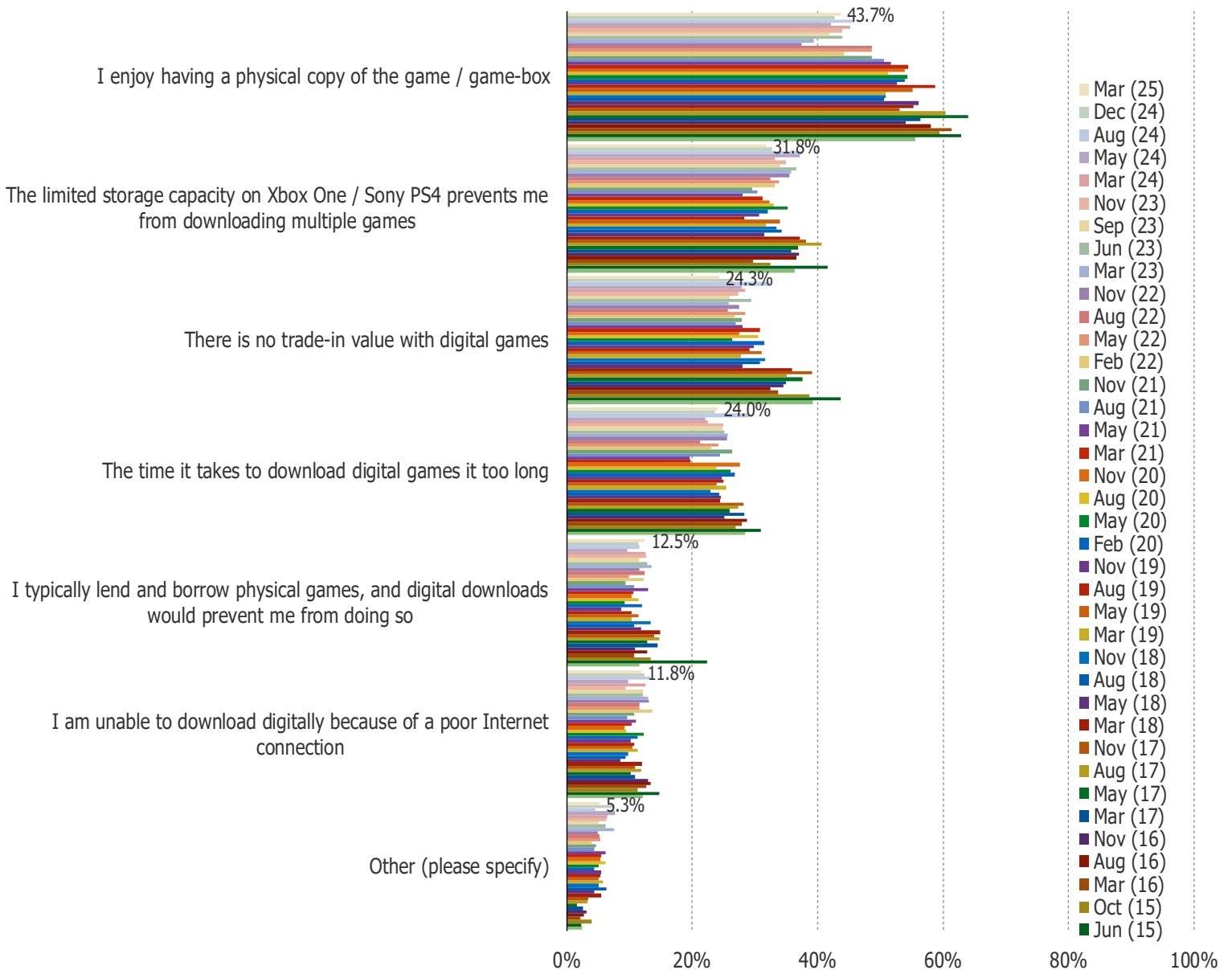
DO YOU EXPECT TO INCREASE OR DECREASE THE NUMBER OF GAMES THAT YOU PURCHASE VIA DIGITAL DOWNLOAD IN THE NEXT 12 MONTHS?

This question was posed to the target audience.



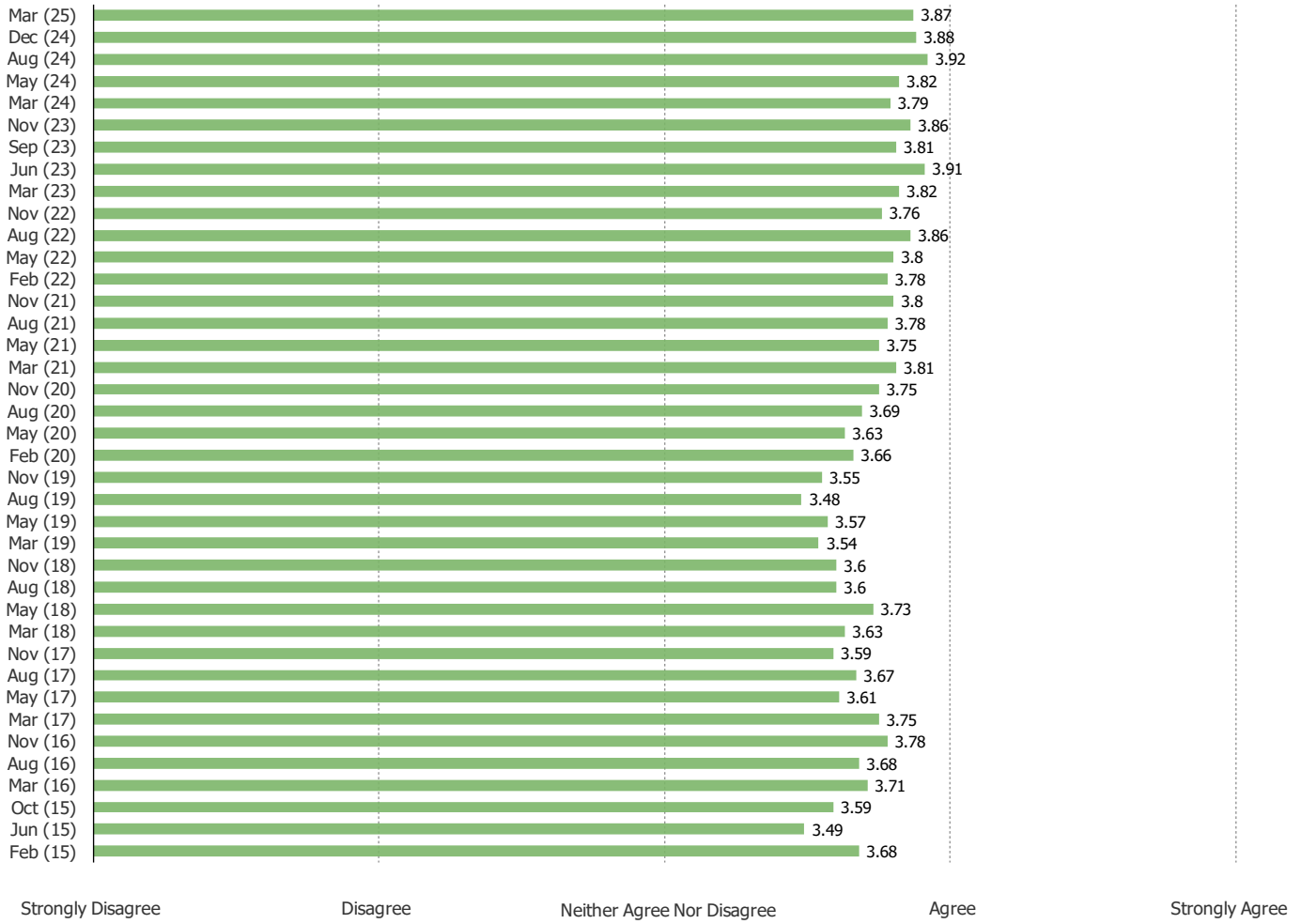
FOR THOSE WHO EXPECT TO BUY THE SAME OR LESS DIGITAL GAMES IN THE NEXT 12 MONTHS, WHY DO YOU PREFER PHYSICAL GAMES?

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



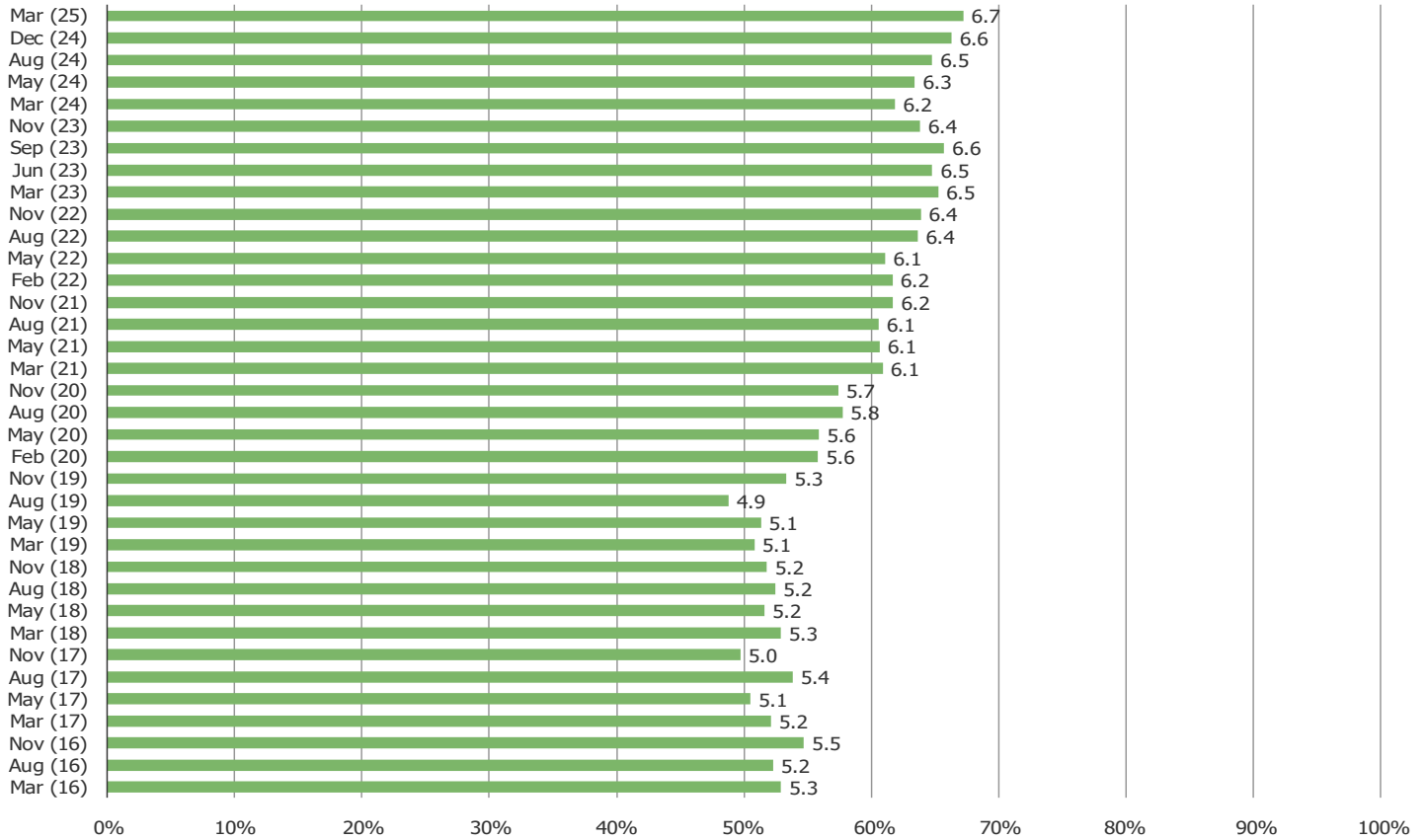
“EVENTUALLY, ALL GAMES WILL BE PURCHASED OR DOWNLOADED DIGITALLY”

This question was posed to the target audience.



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

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

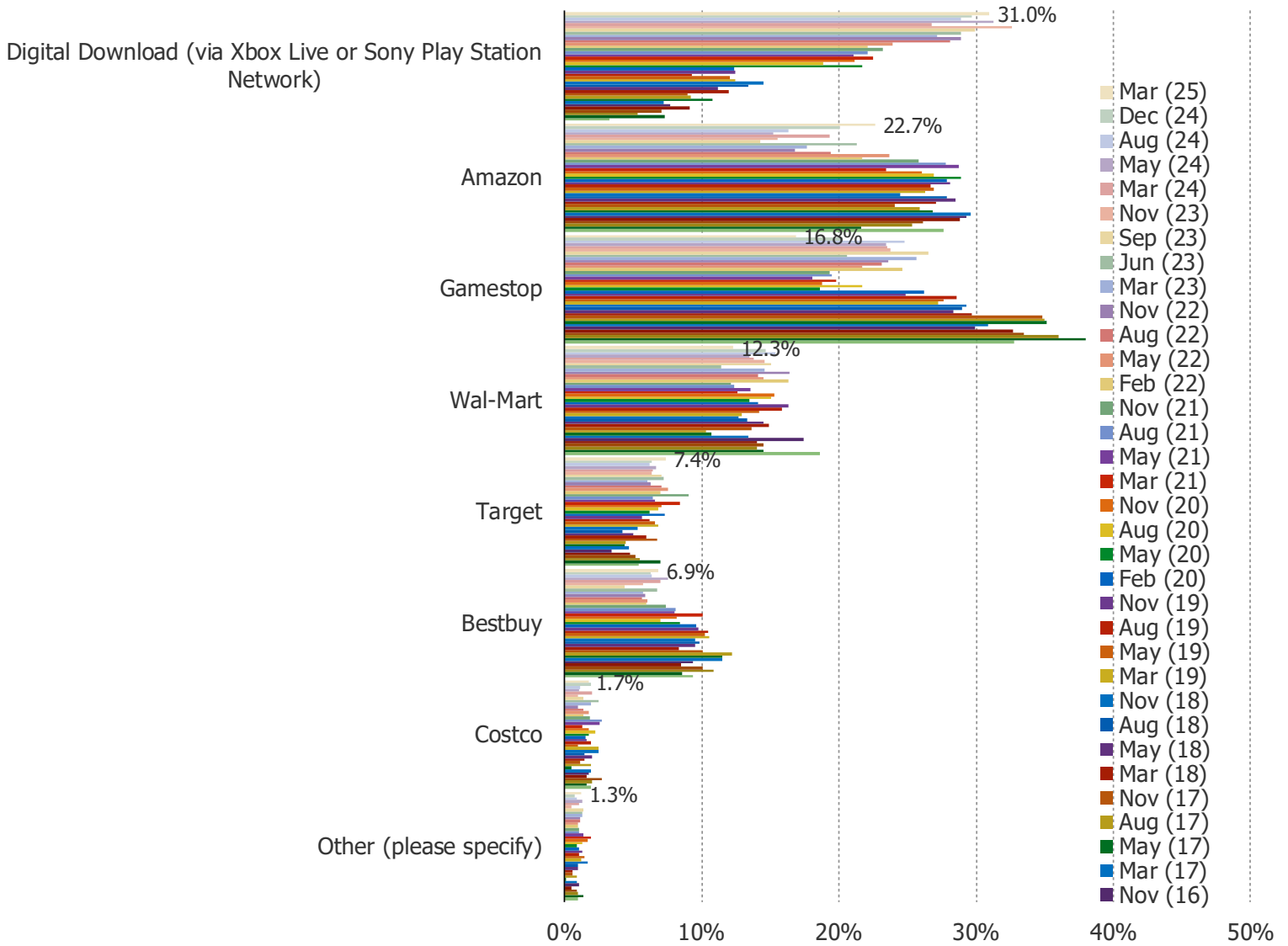


It's In The Game

RETAILERS, WITH GAMESTOP DEEP-DIVE

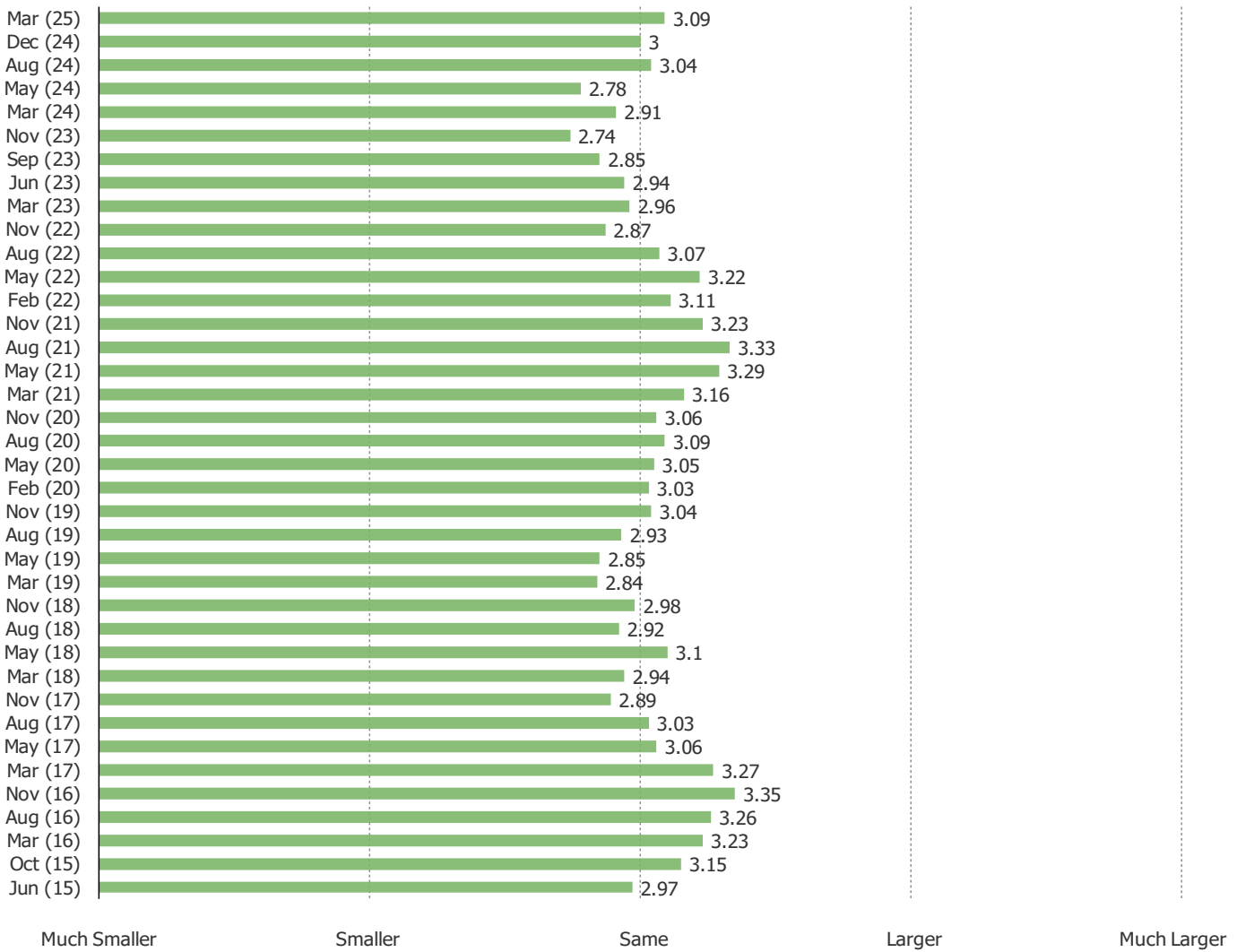
IF YOU WERE BUYING A BRAND NEW GAME TODAY, WHERE WOULD YOU PURCHASE IT?

This question was posed to the target audience.



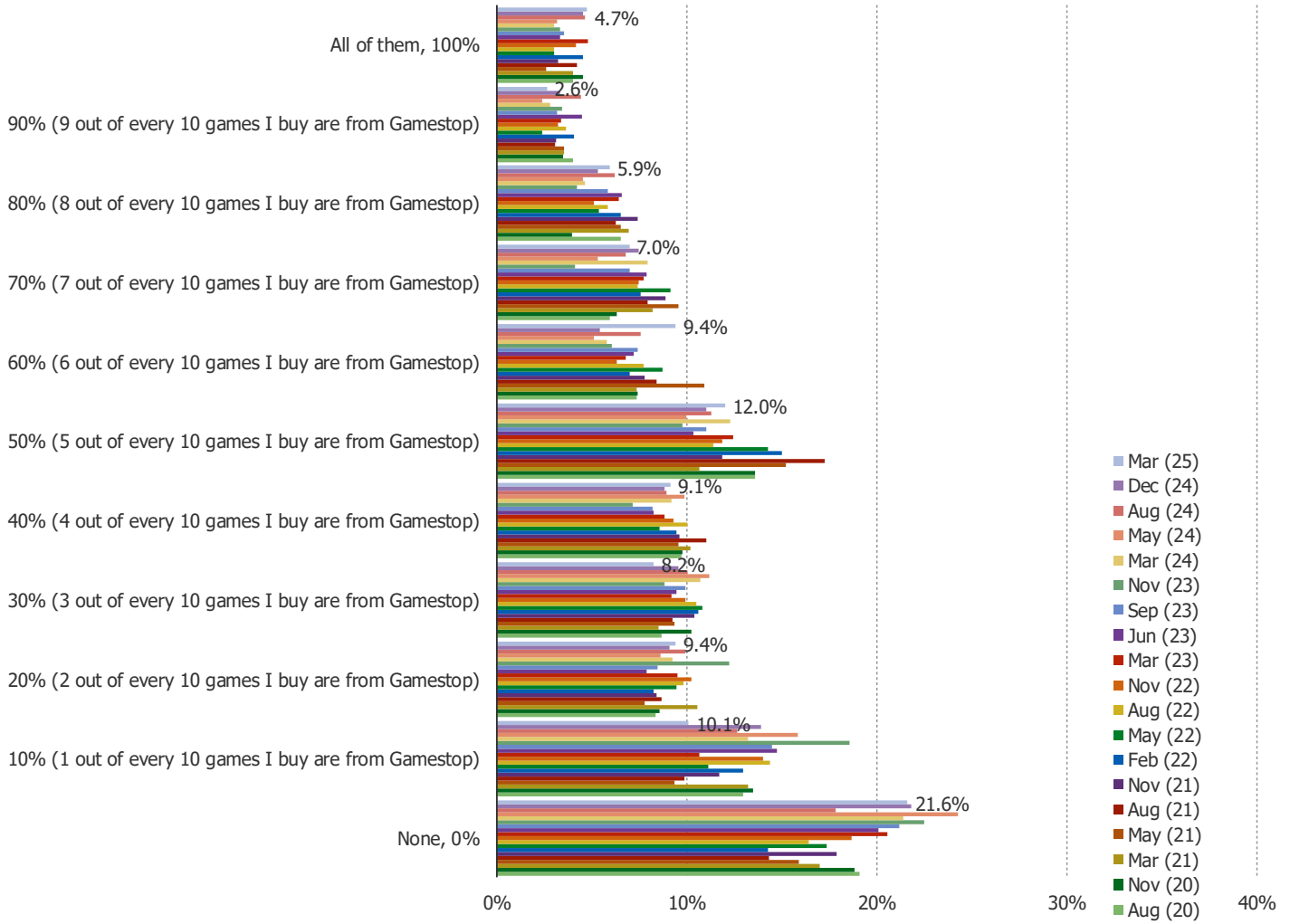
HOW LARGE OF A ROLE DO YOU THINK GAMESTOP WILL PLAY AS DIGITALLY DOWNLOADED GAMES BECOME MORE POPULAR?

This question was posed to the target audience.



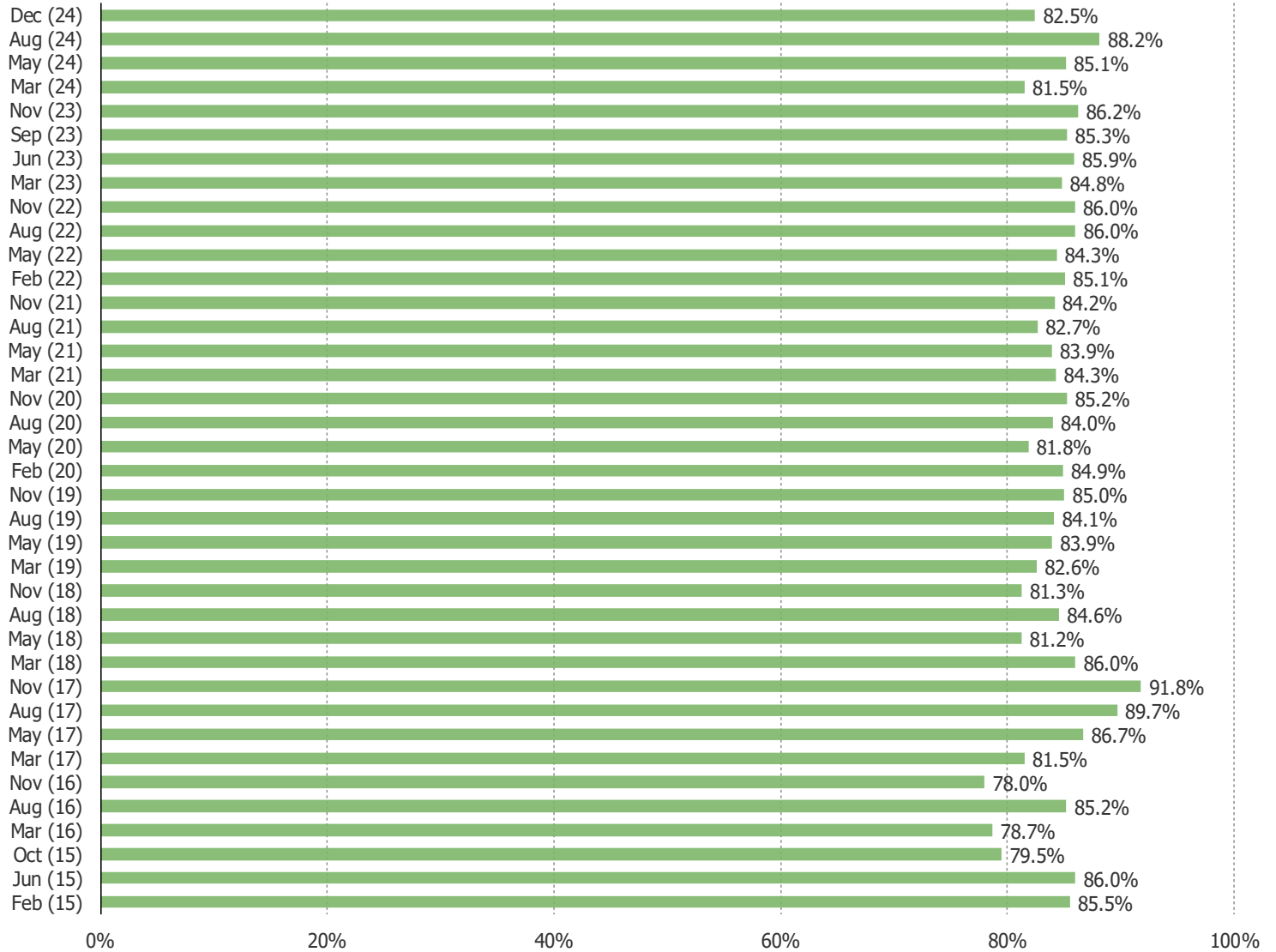
AROUND WHAT PERCENTAGE OF ALL THE GAMES THAT YOU BUY DO YOU PURCHASE THROUGH GAMESTOP?

This question was posed to the target audience.



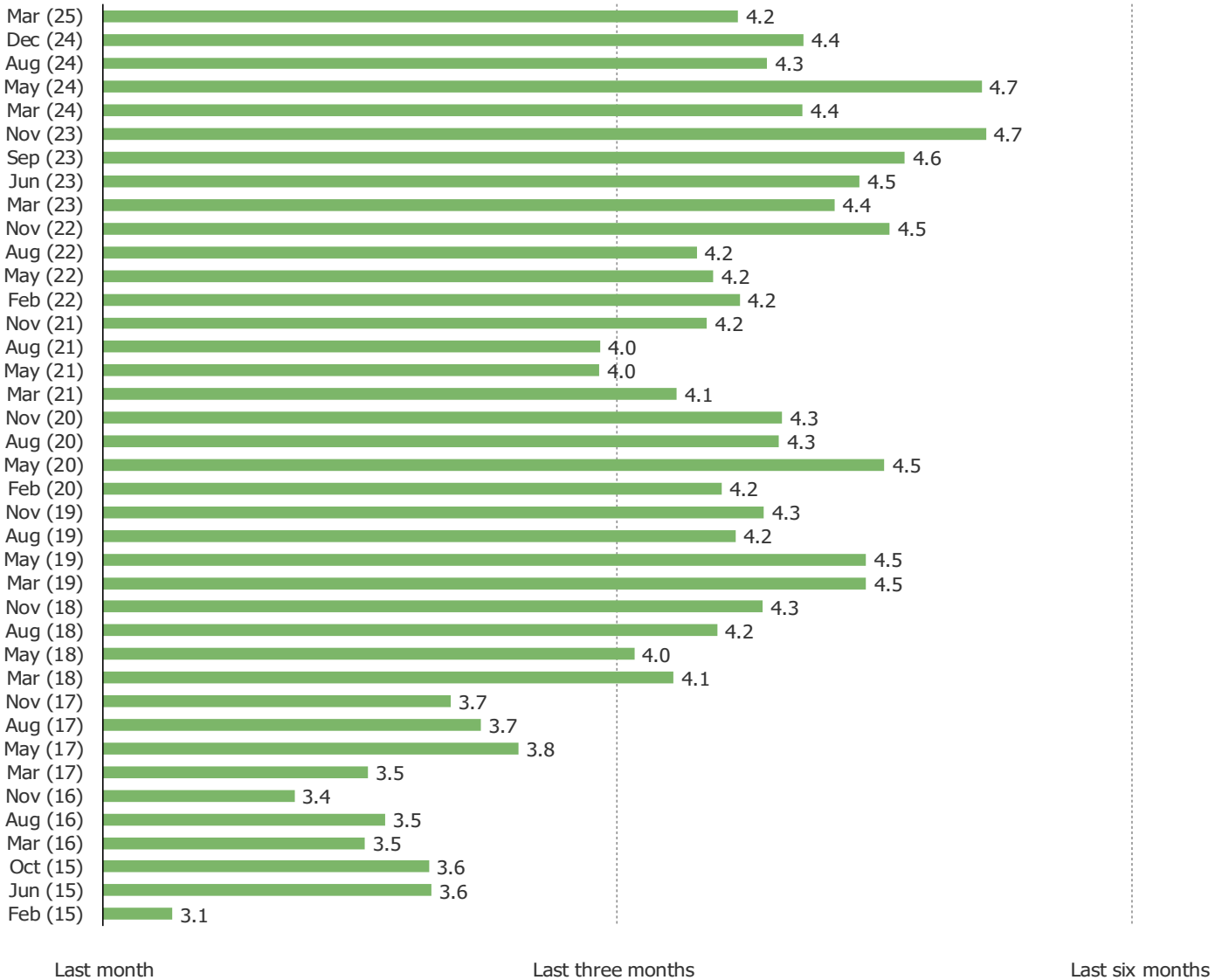
HAVE YOU EVER SHOPPED AT A GAMESTOP STORE OR AT GAMESTOP ONLINE?

This question was posed to the target audience.



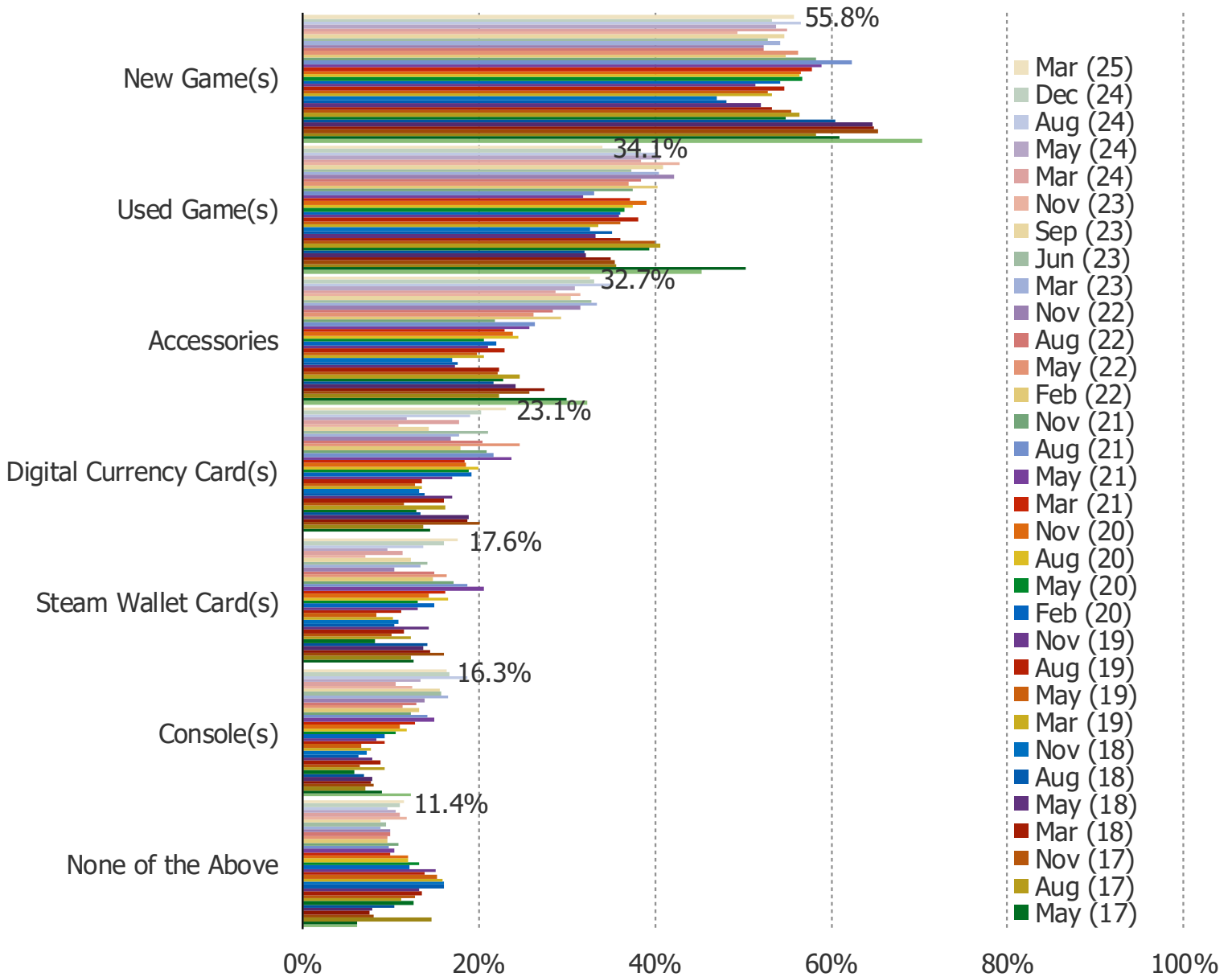
WHEN IS THE LAST TIME THAT YOU PURCHASED SOMETHING AT A GAMESTOP STORE?

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



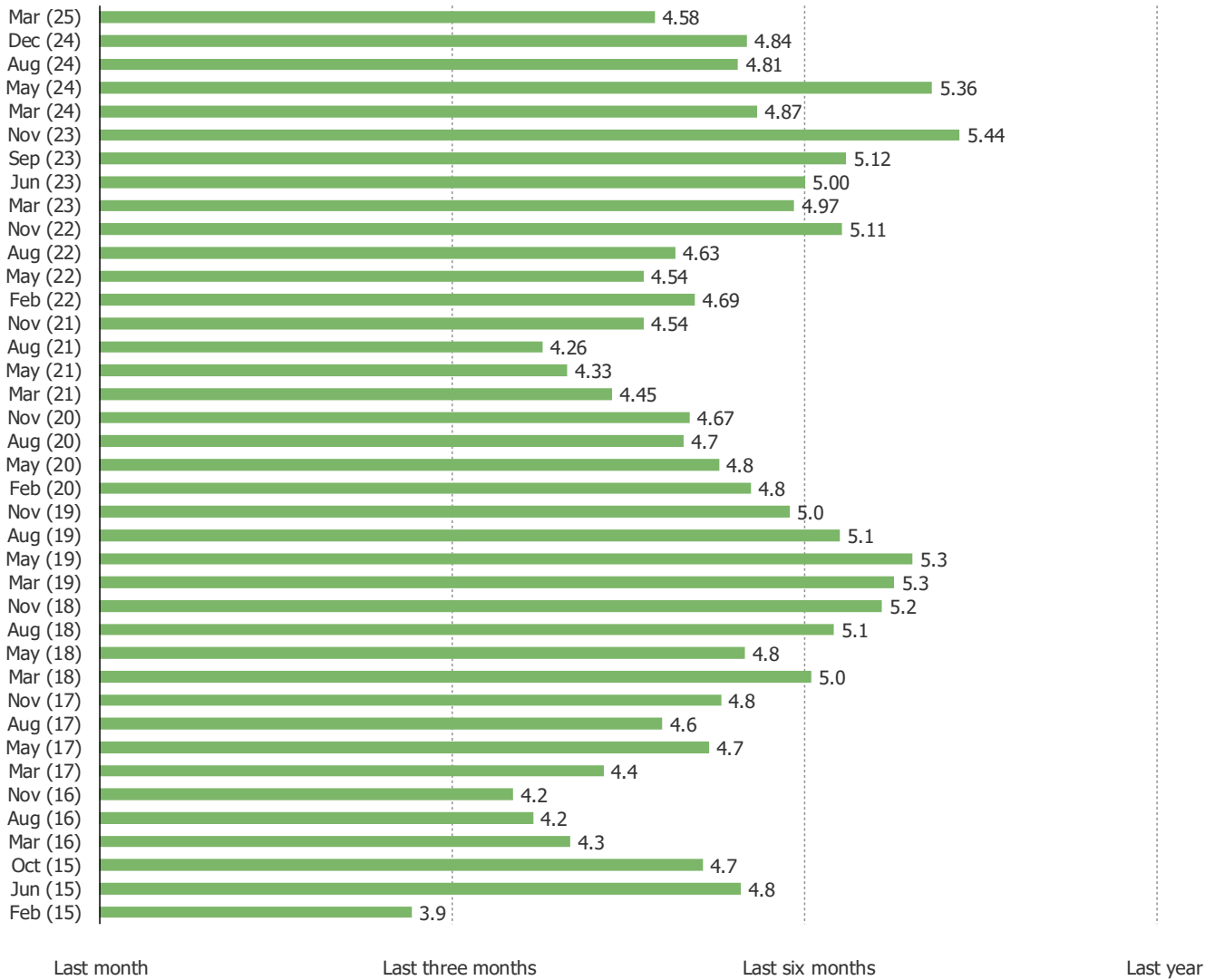
WHAT DID YOU BUY WHEN YOU MOST RECENTLY VISITED GAMESTOP STORES?

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



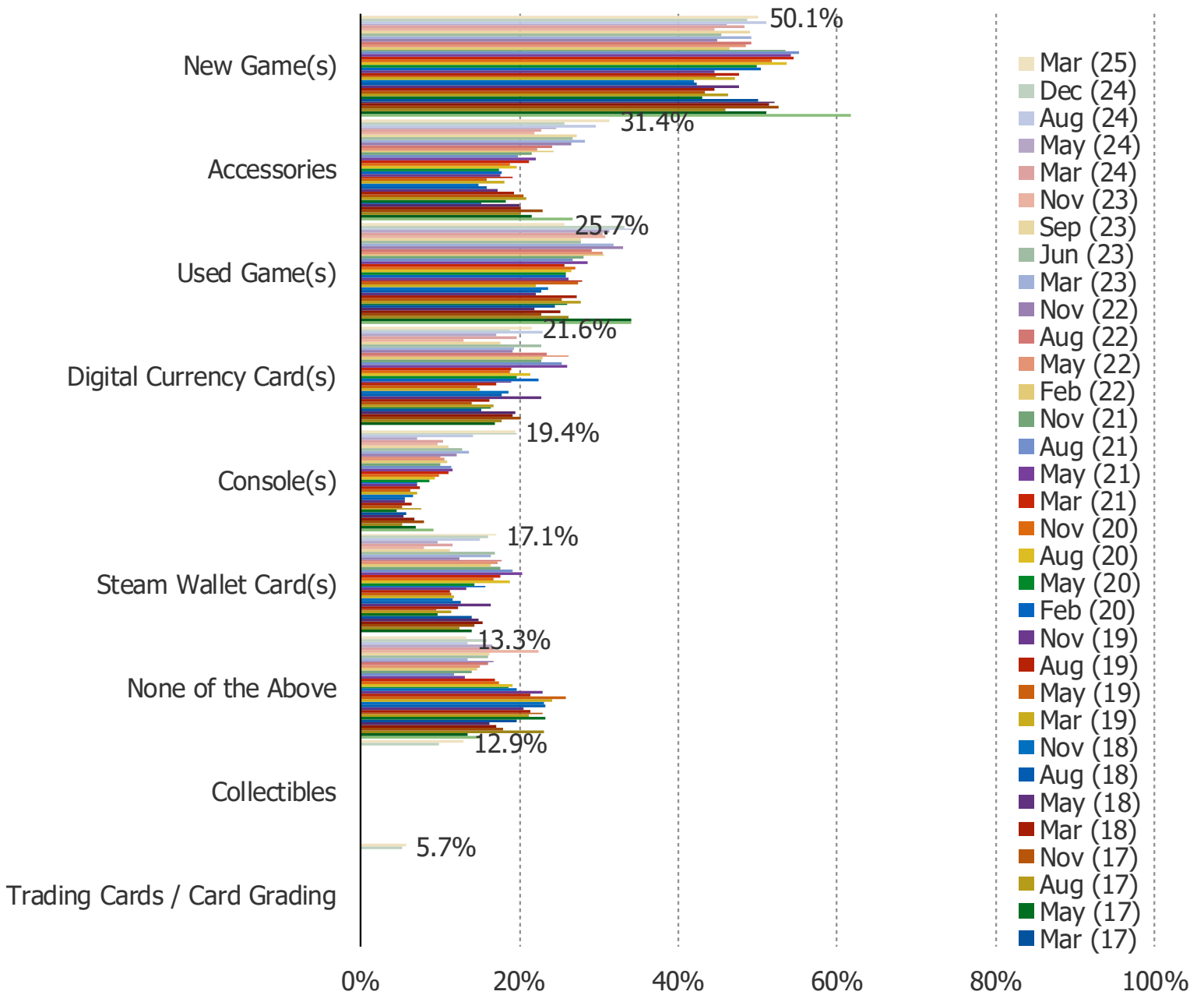
WHEN IS THE LAST TIME THAT YOU PURCHASED SOMETHING ONLINE AT GAMESTOP?

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



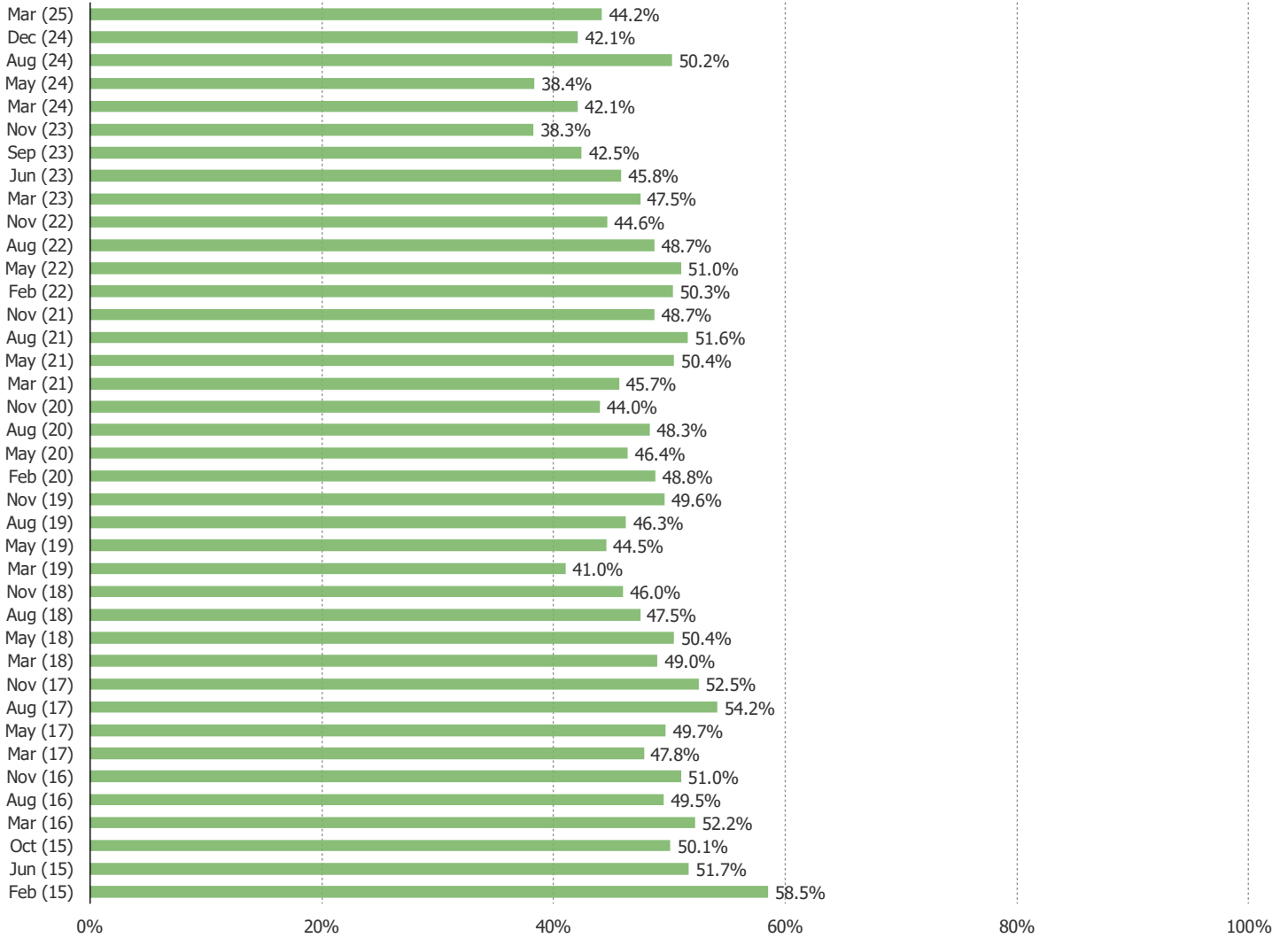
WHAT DID YOU BUY WHEN YOU LAST PURCHASED SOMETHING AT GAMESTOP ONLINE?

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



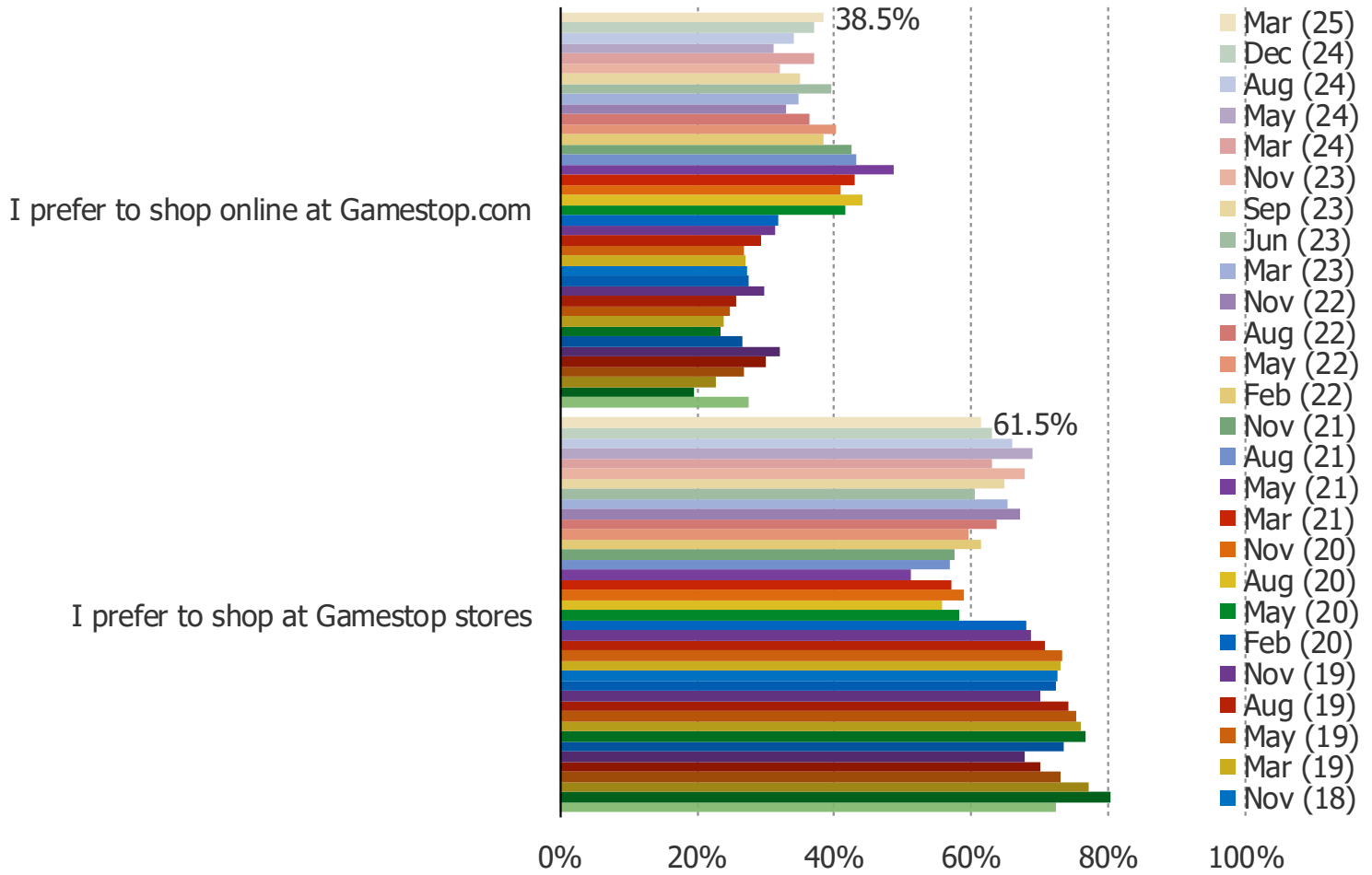
ARE YOU A GAMESTOP POWERUP REWARDS MEMBER?

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



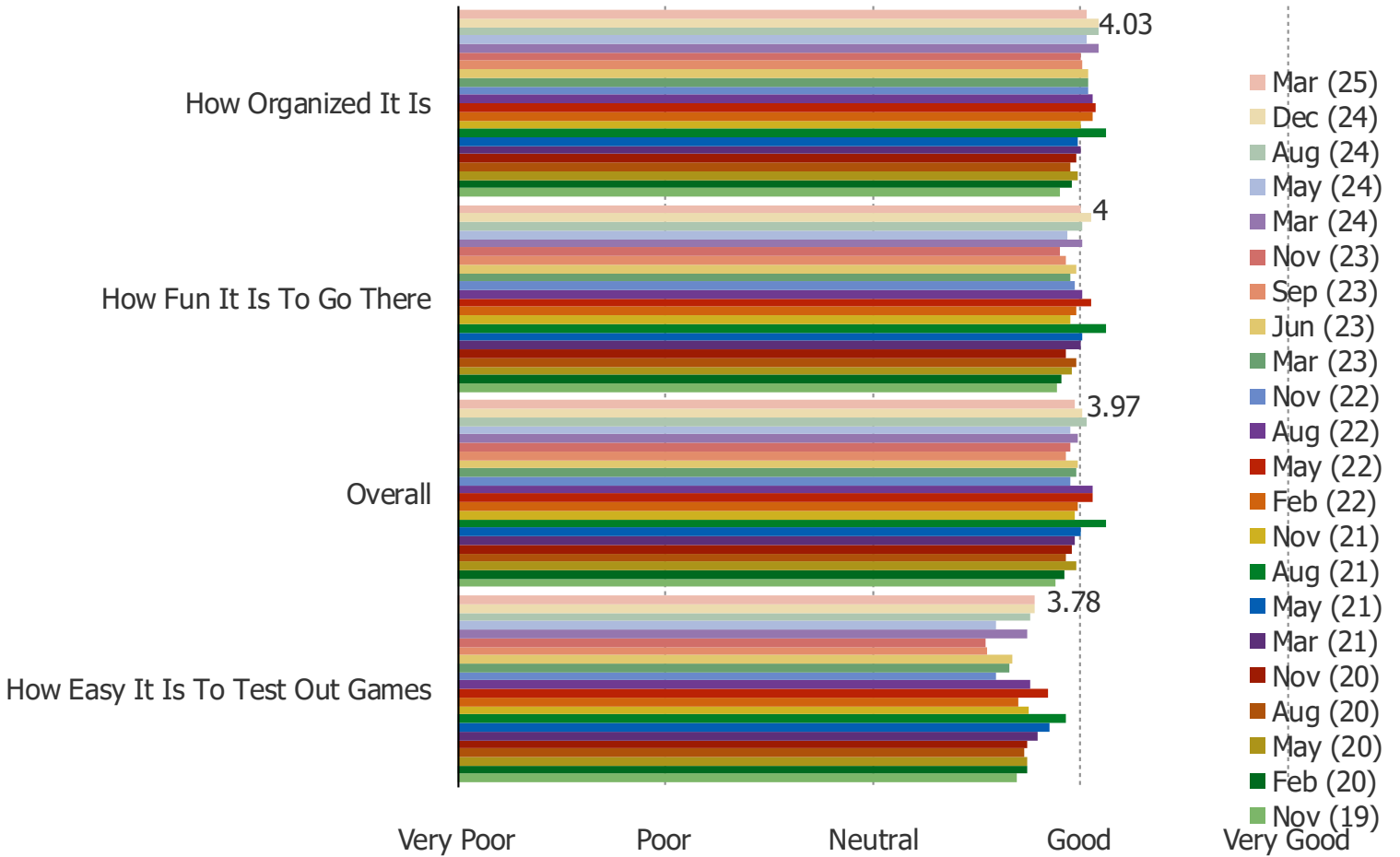
DO YOU PREFER TO SHOP AT GAMESTOP STORES OR AT GAMESTOP ONLINE?

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



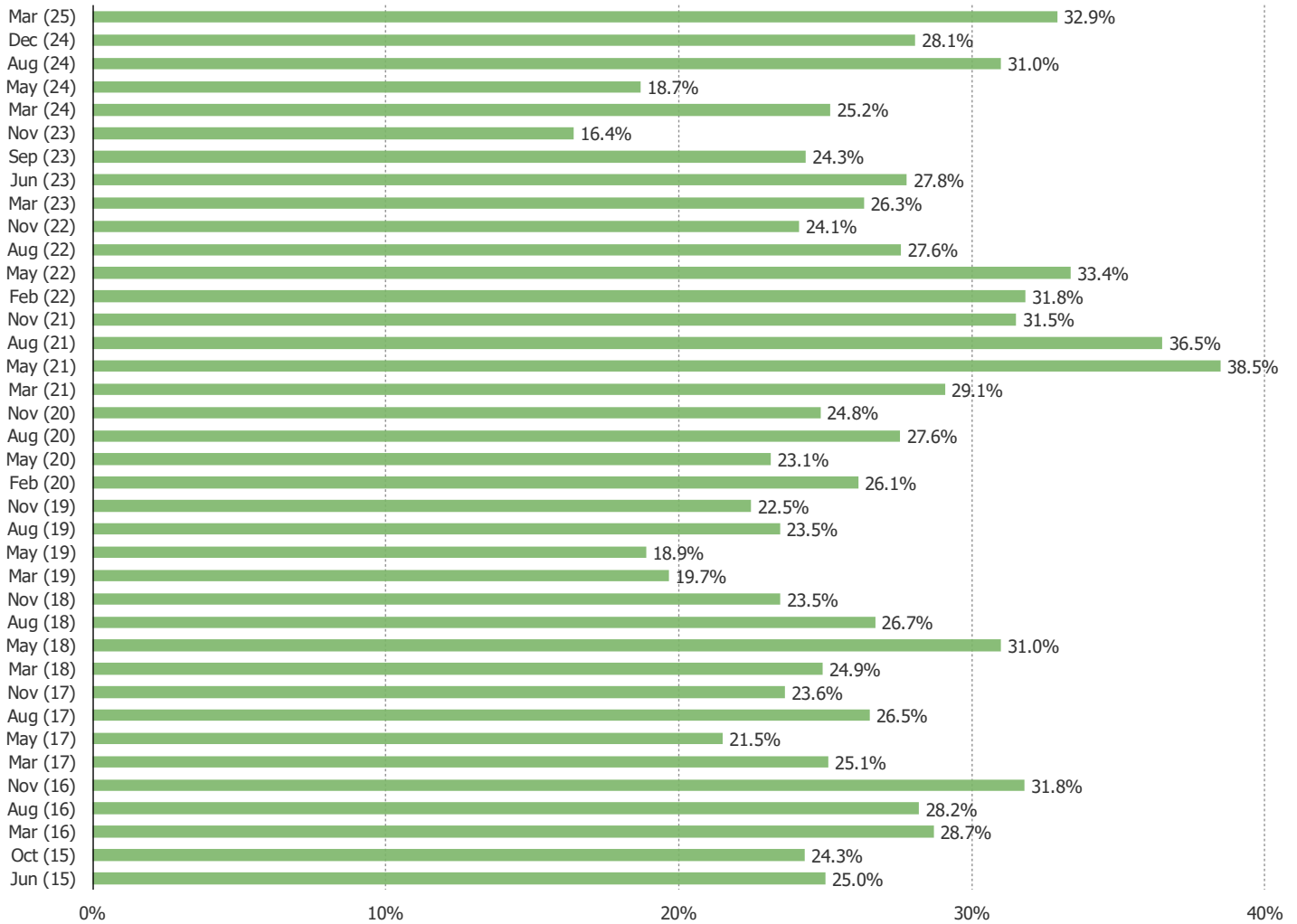
HOW WOULD YOU RATE THE IN-STORE SHOPPING EXPERIENCE AT GAMESTOP?

Posed to those who have ever shopped at GameStop Stores



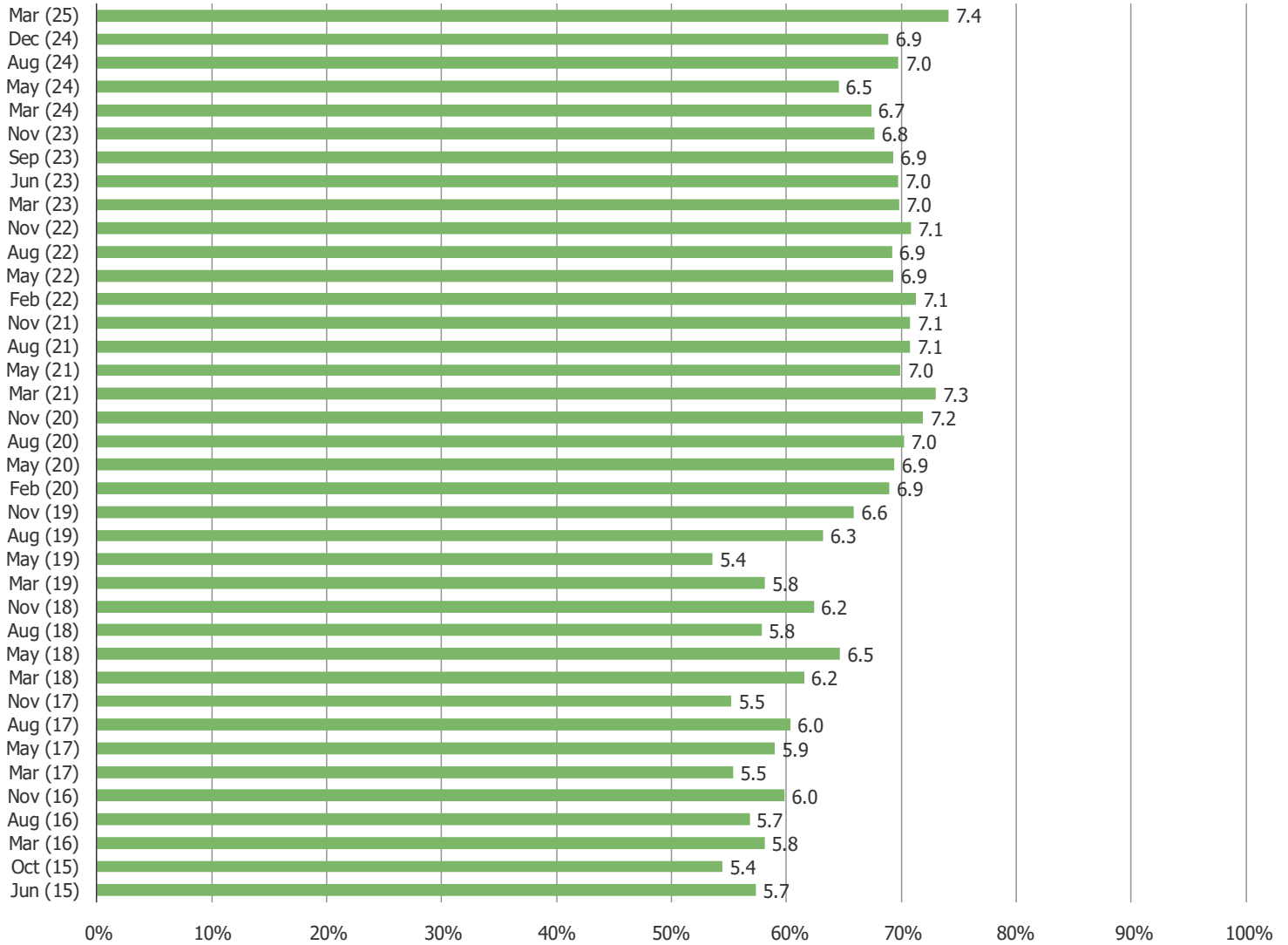
DO YOU HAVE A GAMESTOP POWER-UP REWARDS CREDIT CARD?

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



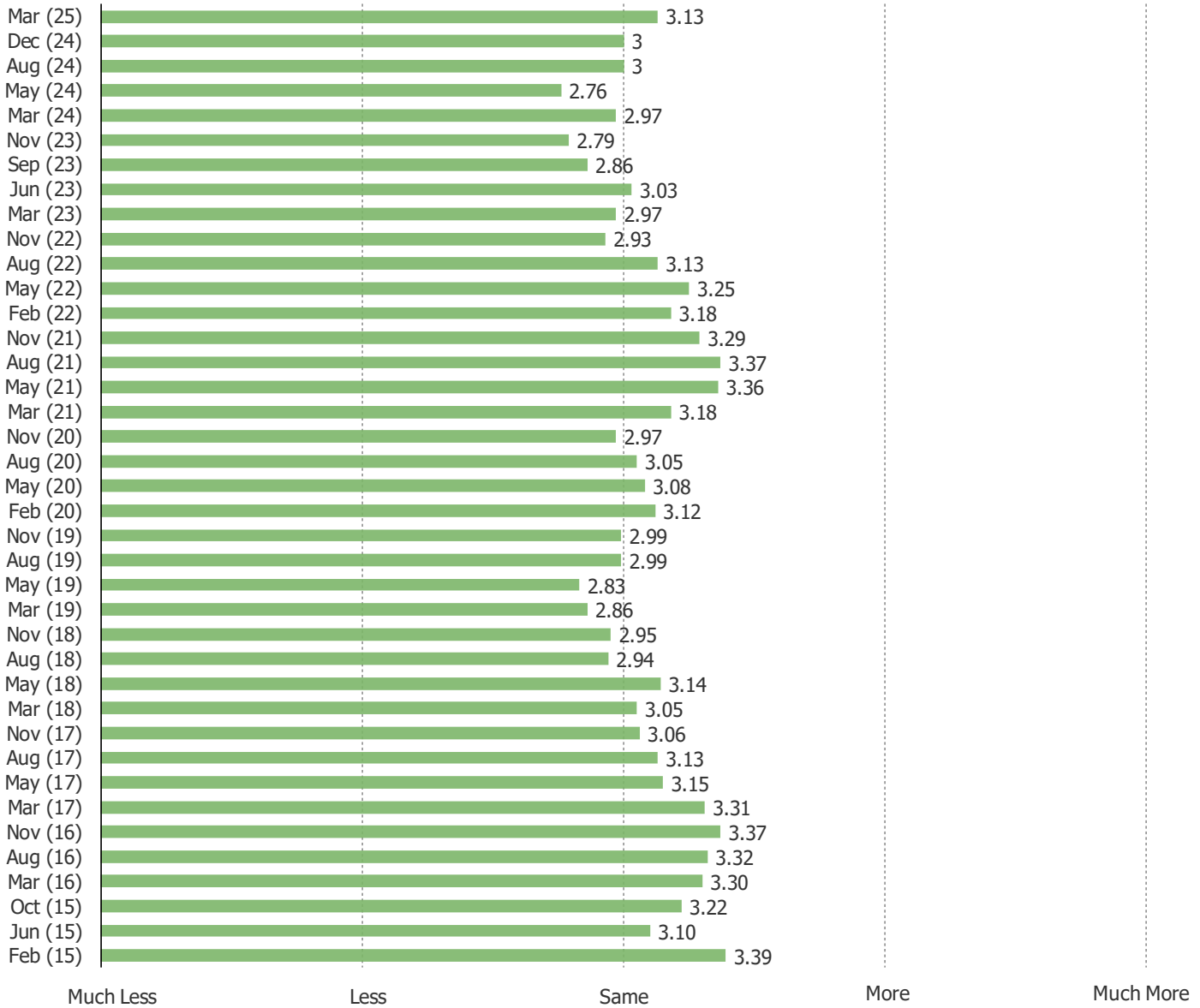
WHAT PERCENTAGE OF YOUR PURCHASES THROUGH GAMESTOP DO YOU MAKE WITH YOUR POWER-UP REWARDS CREDIT CARD?

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



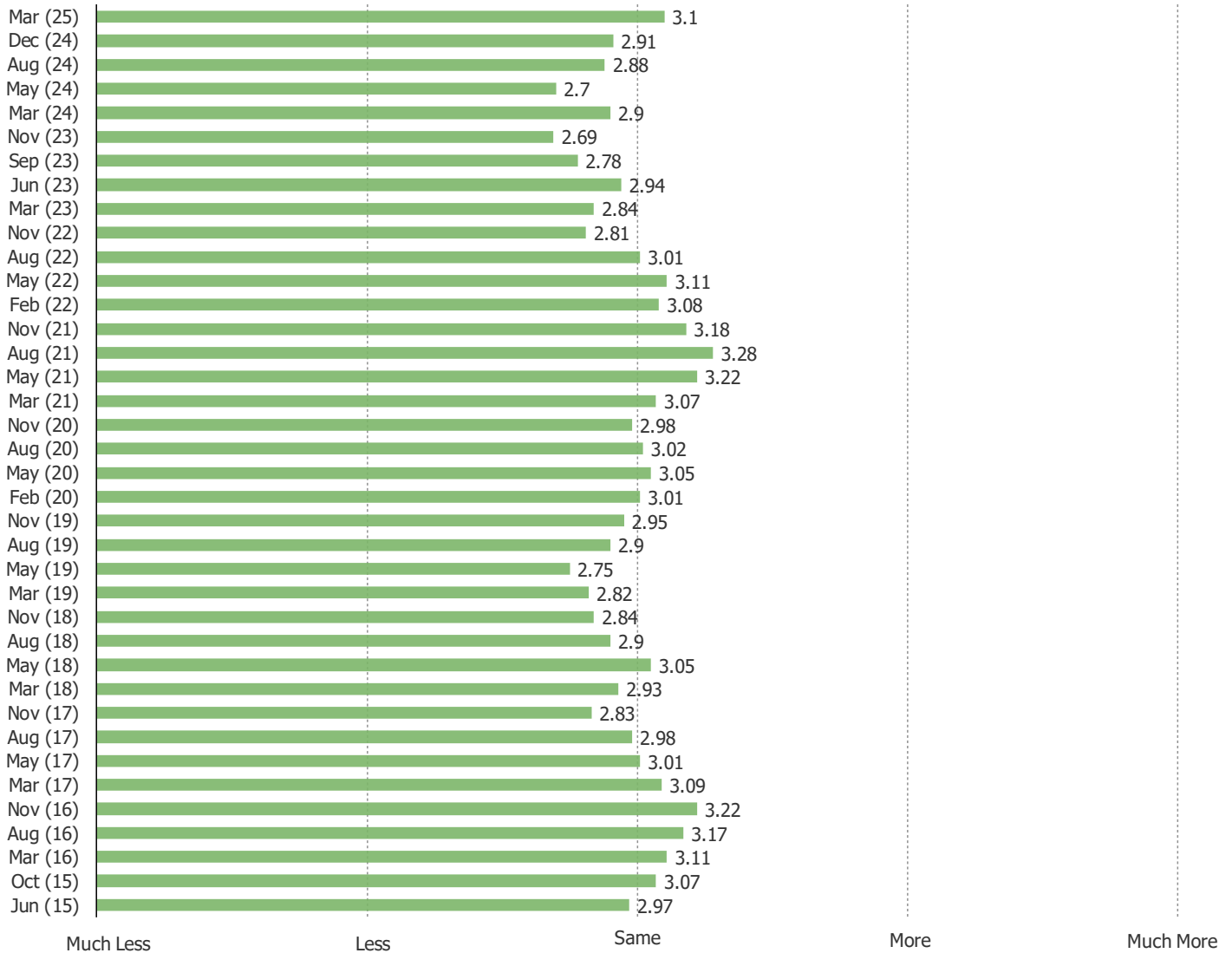
HOW DO YOU COMPARE THE AMOUNT OF SHOPPING YOU CURRENTLY DO AT GAMESTOP WITH THE AMOUNT ONE YEAR AGO?

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



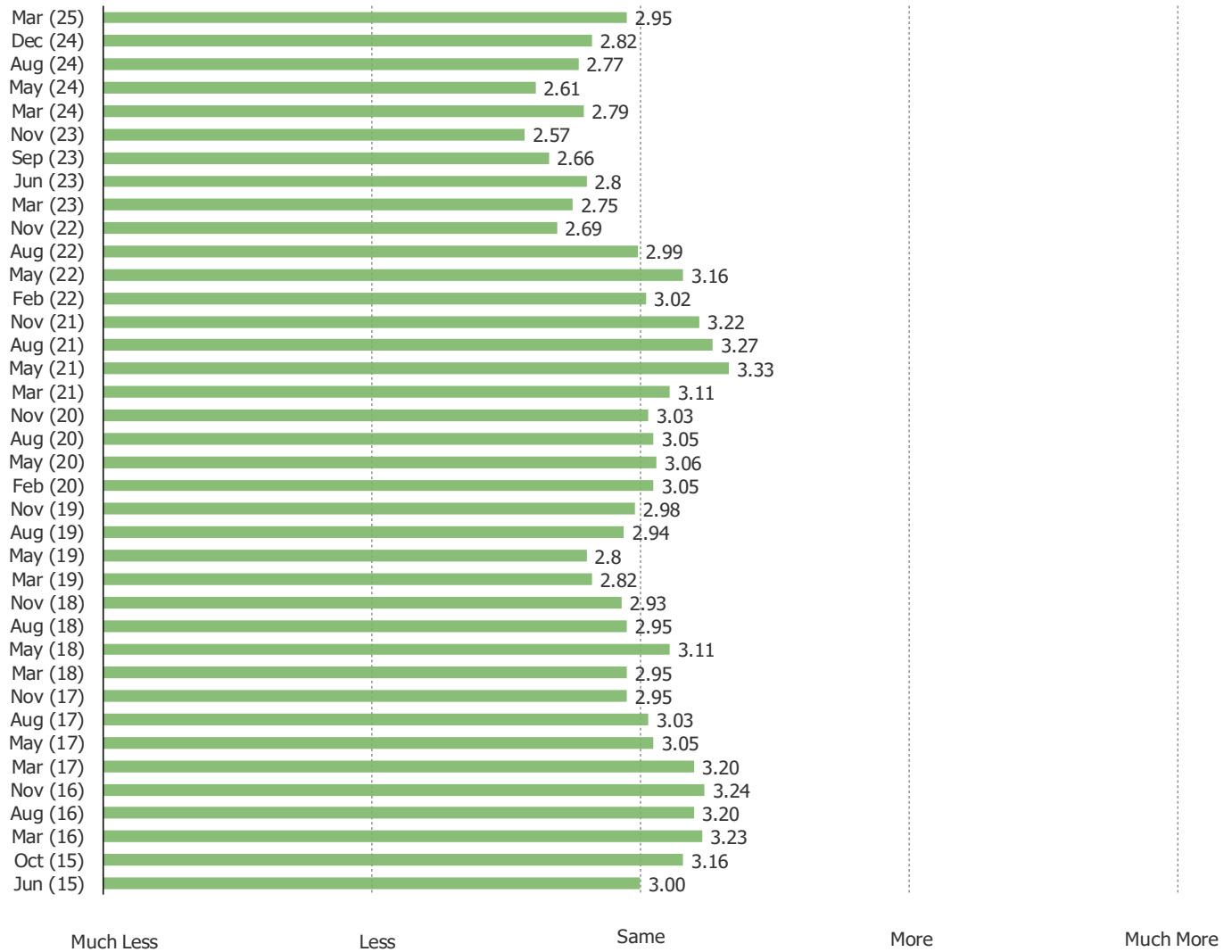
HOW WOULD YOU COMPARE THE AMOUNT OF TRADE-INS YOU ARE CURRENTLY DOING AT GAMESTOP VS ONE YEAR AGO?

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



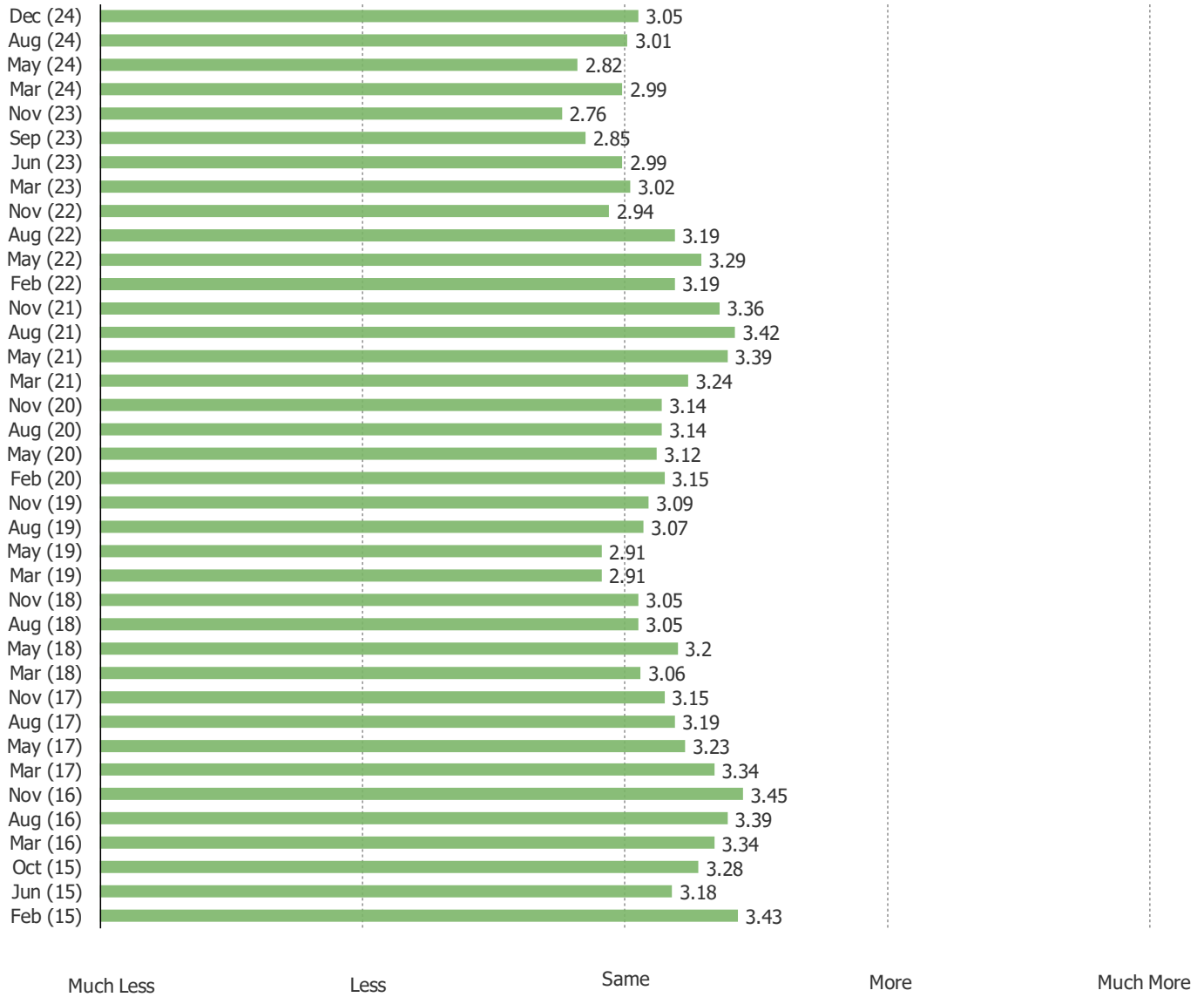
HAS THE ABILITY TO DOWNLOAD GAMES DIGITALLY IMPACTED THE AMOUNT OF MONEY YOU SPEND AT GAMESTOP?

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



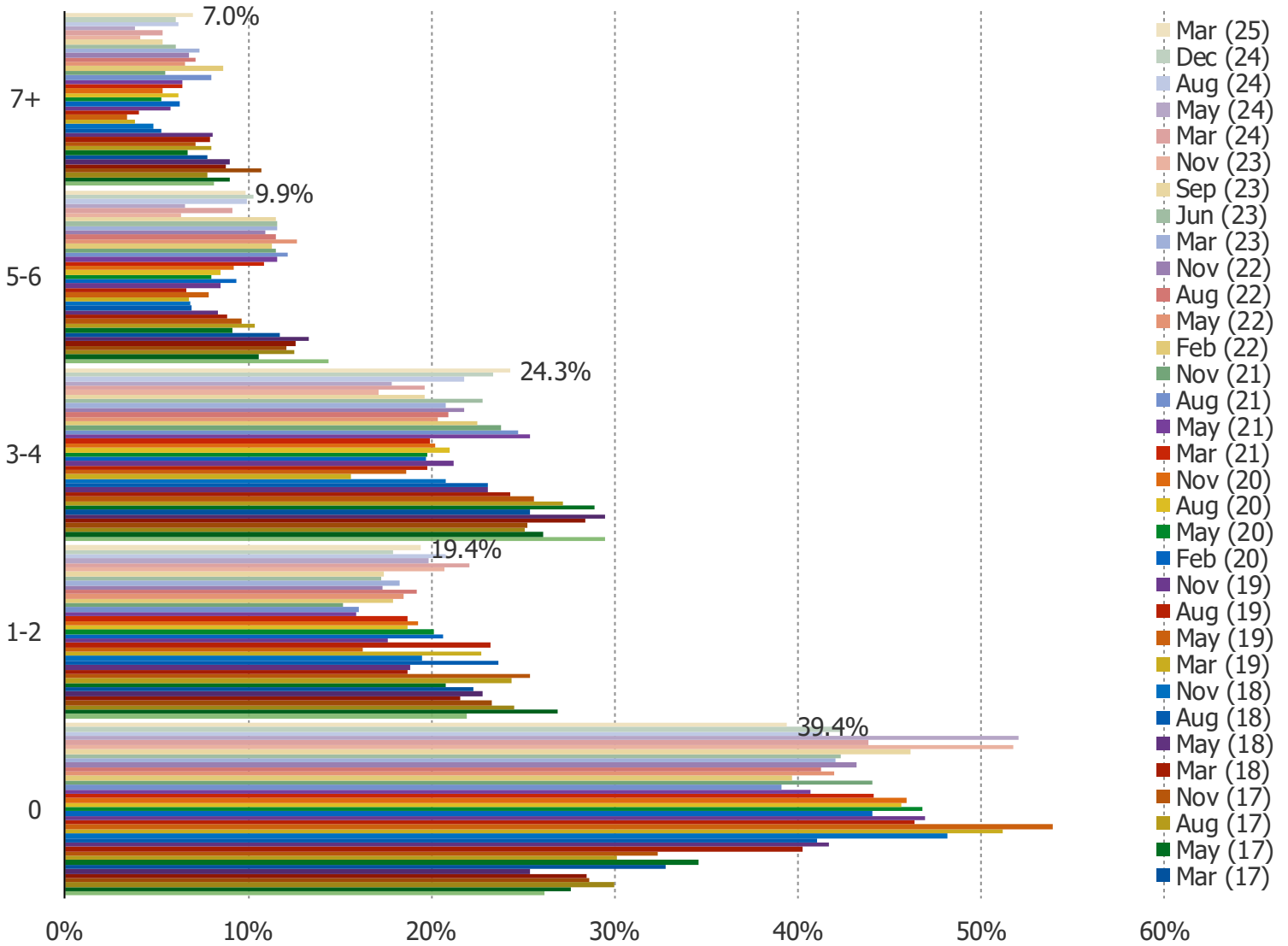
HOW MUCH DO YOU EXPECT TO SHOP AT GAMESTOP IN THE NEXT TWELVE MONTHS?

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



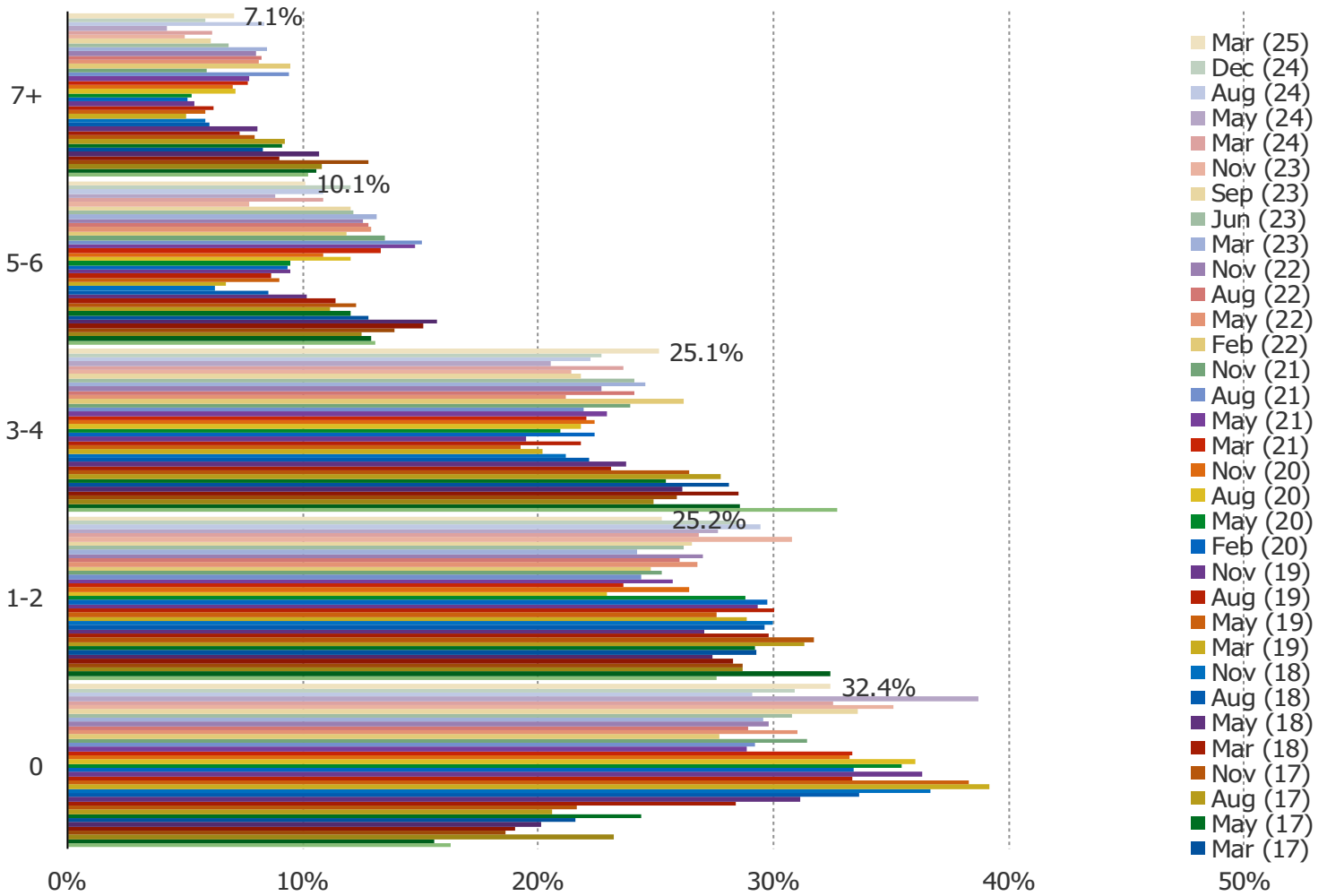
HOW MANY USED GAMES HAVE YOU SOLD TO GAMESTOP IN THE PAST 12 MONTHS?

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



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

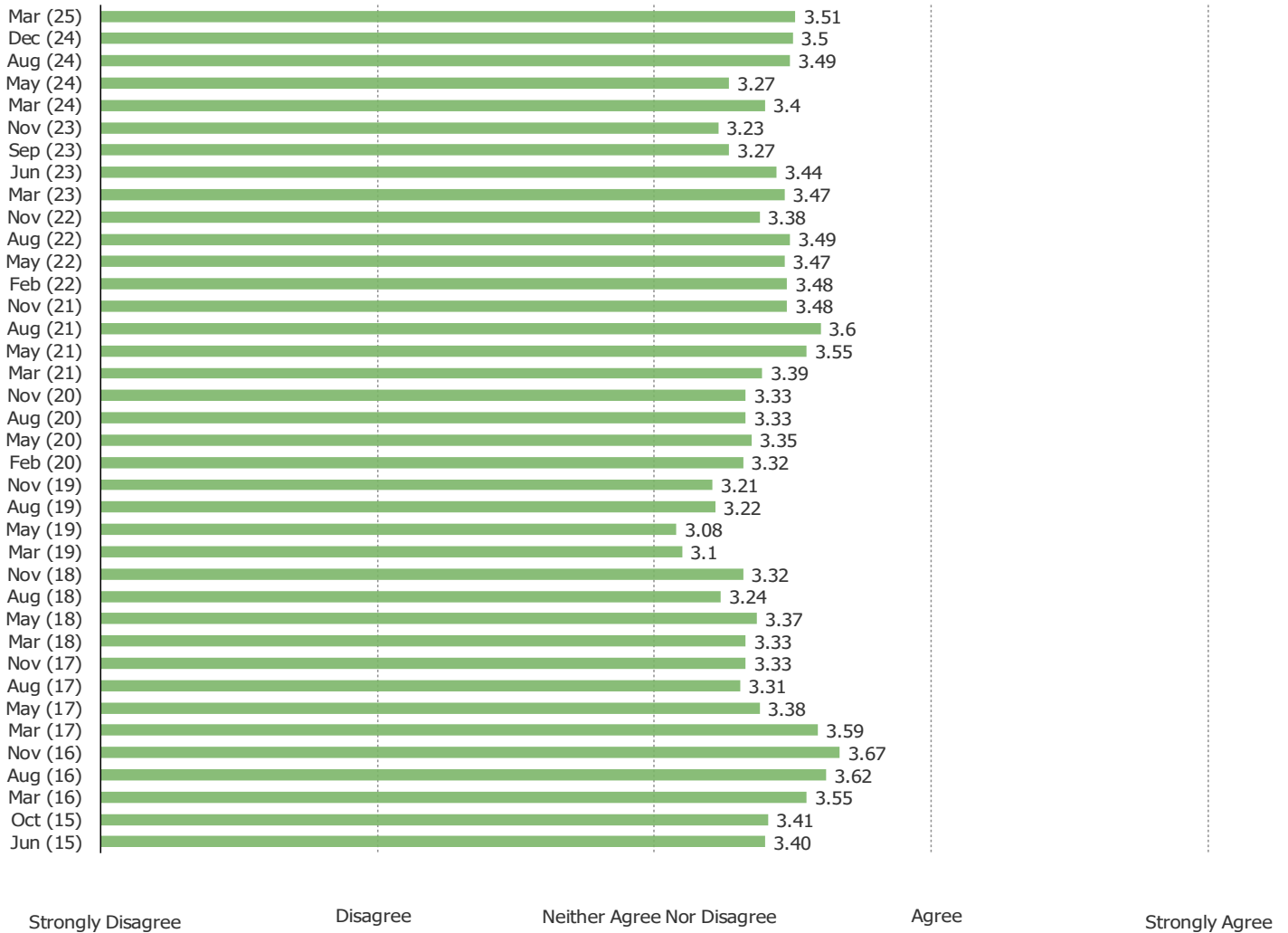
Posed to those who have ever shopped at GameStop Stores or GameStop Online.



Video Games

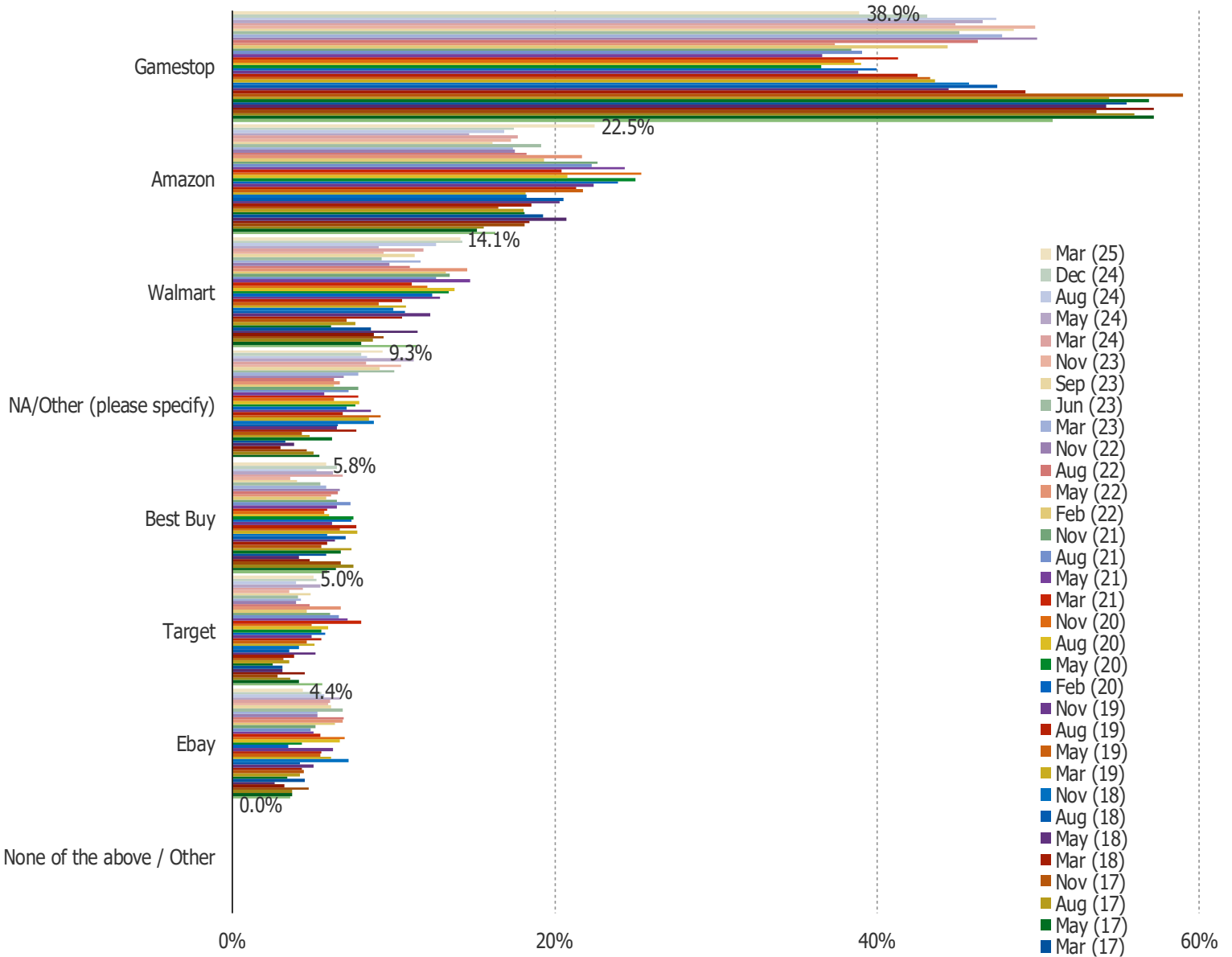
“I RELY ON THE KNOWLEDGE OF GAMESTOP STORE ASSOCIATES AS PART OF MY VIDEO GAME BUYING, SELLING, DOWNLOADING, AND PLAYING EXPERIENCE.”

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.

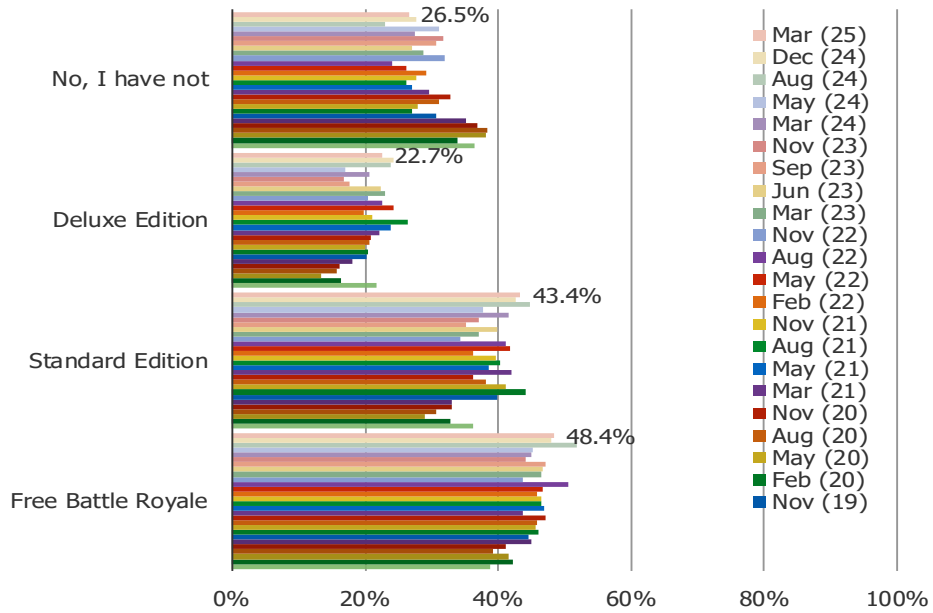


It's In The Game

FORTNITE

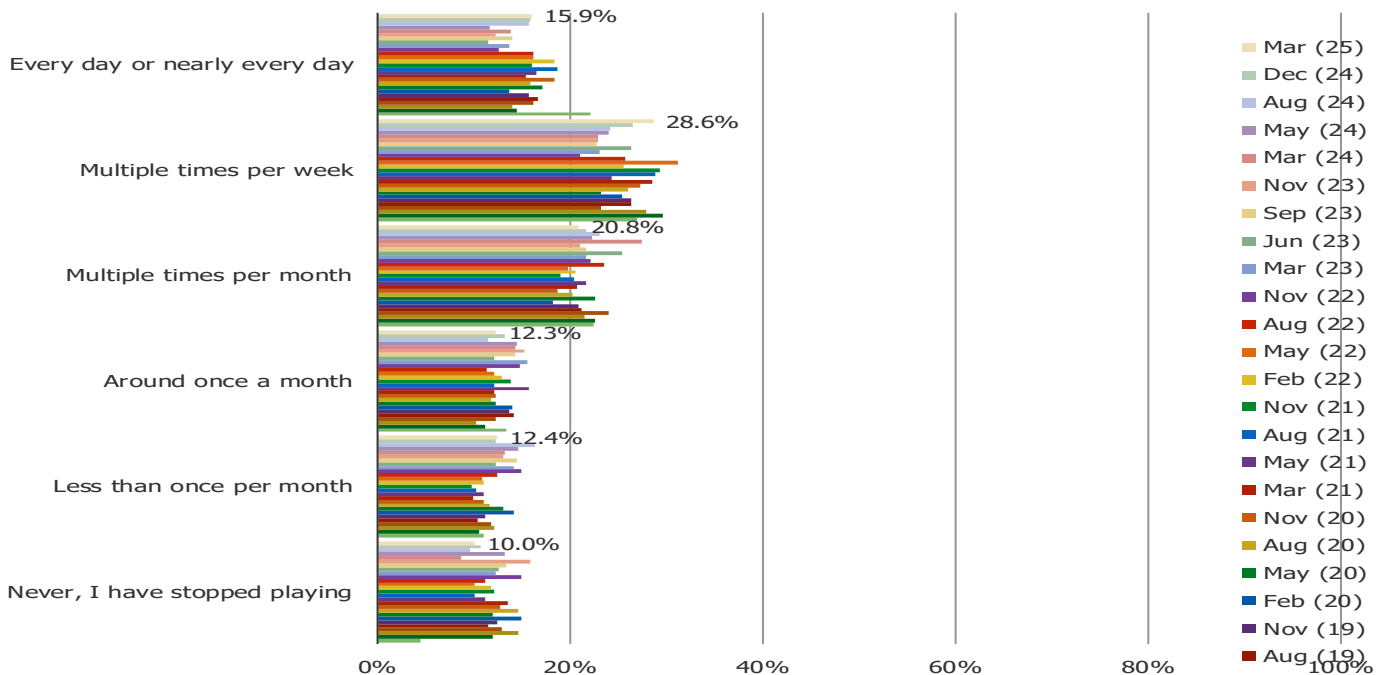
HAVE YOU PLAYED FORTNITE? (SELECT ALL THAT APPLY)

This question was posed to the target audience.



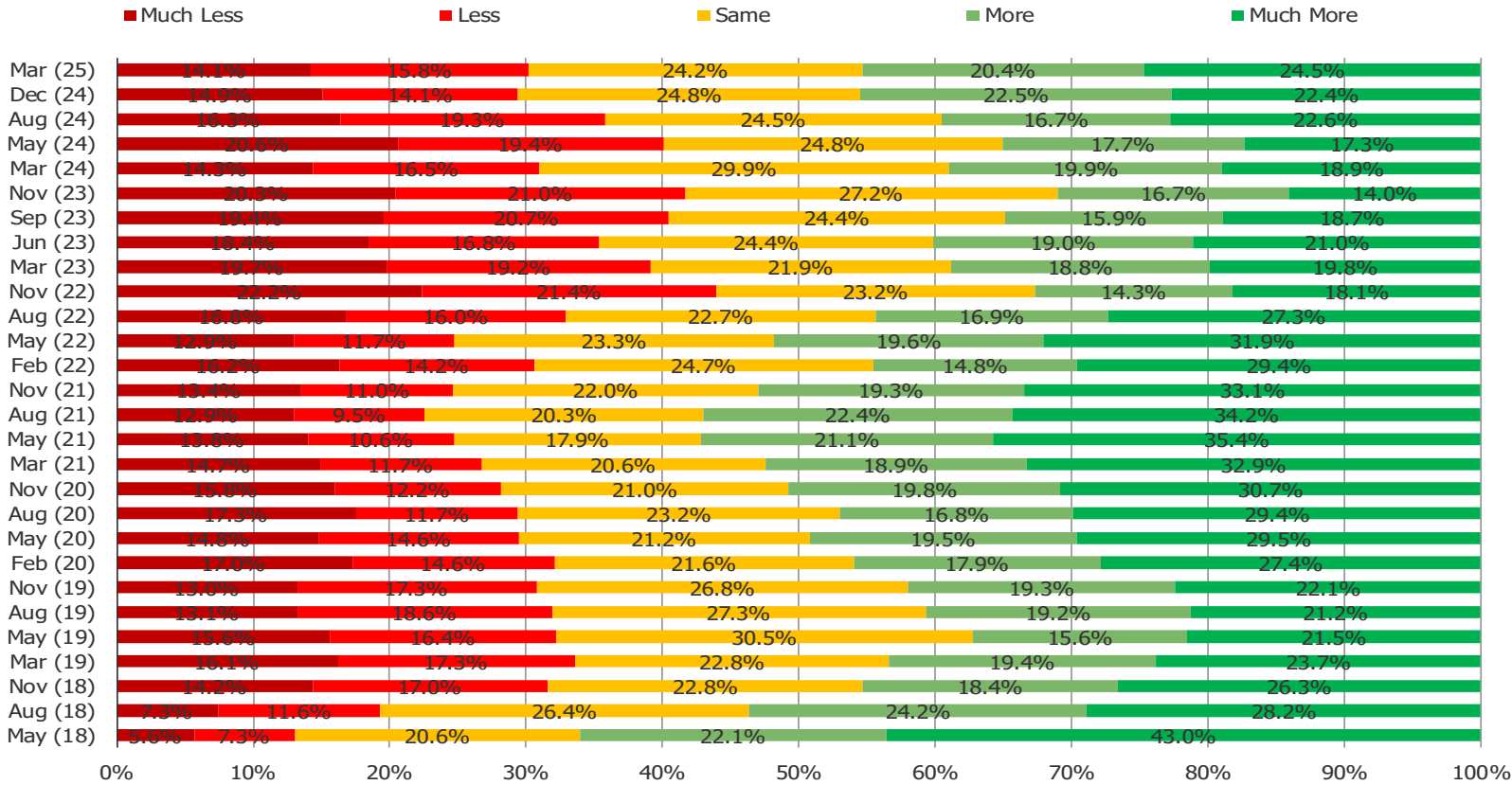
HOW OFTEN DO YOU CURRENTLY PLAY FORTNITE?

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.



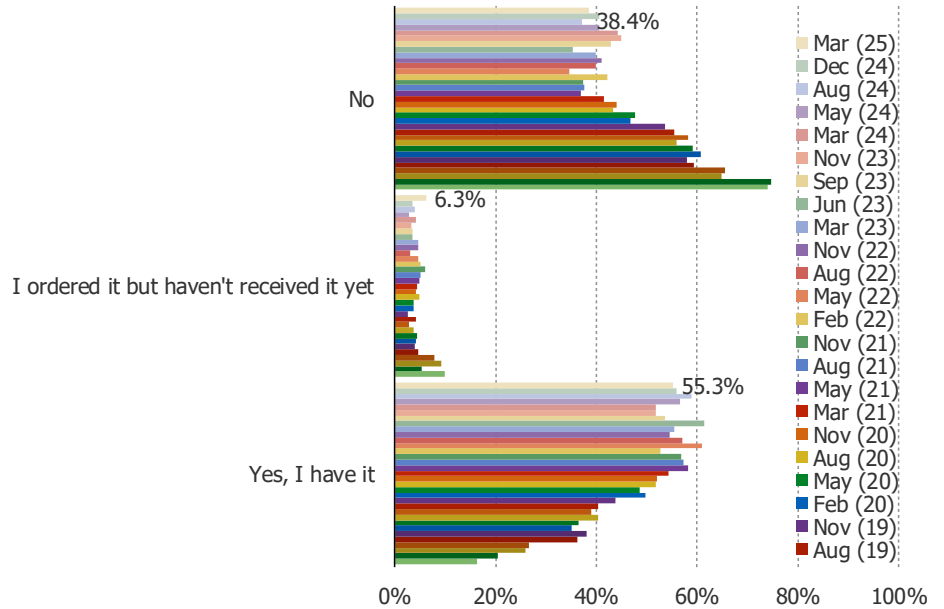
It's In The Game

CONSOLES: NINTENDO SWITCH

DO YOU OWN A NINTENDO SWITCH OR SWITCH LITE?

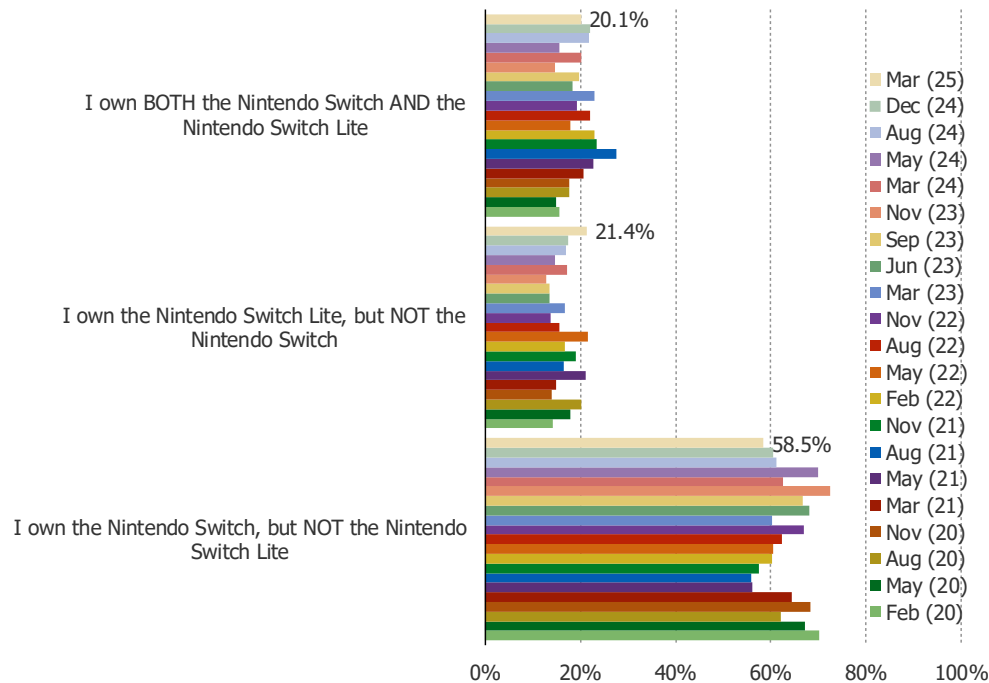
This question was posed to the target audience.

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



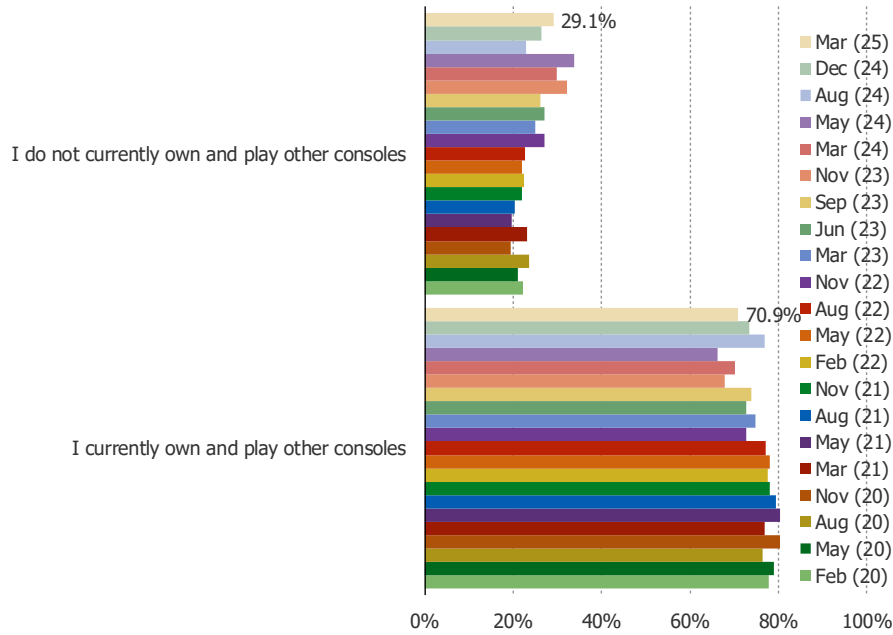
WHICH OF THE FOLLOWING BEST DESCRIBES YOU?

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



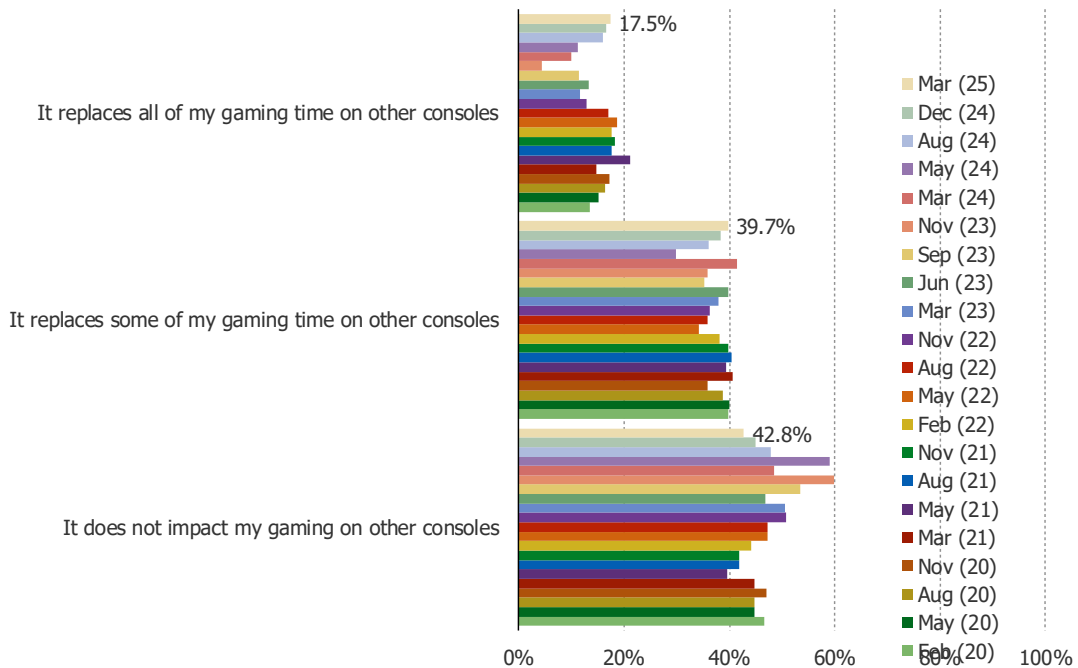
DO YOU CURRENTLY OWN / PLAY ANY OTHER CONSOLES OTHER THAN THE SWITCH / SWITCH LITE?

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



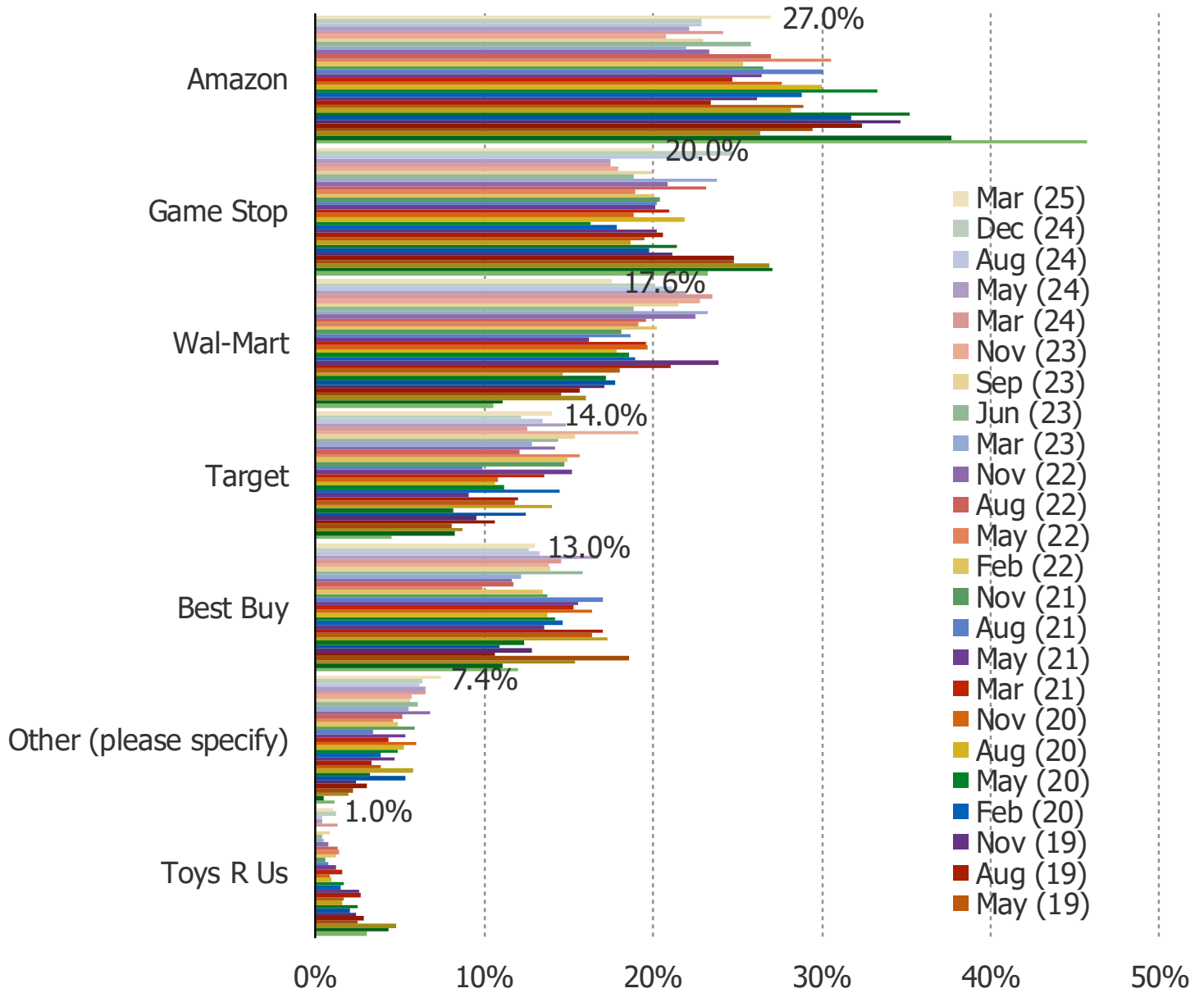
DOES THE SWITCH / SWITCH LITE REPLACE / TAKEAWAY GAMING ON OTHER CONSOLES?

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



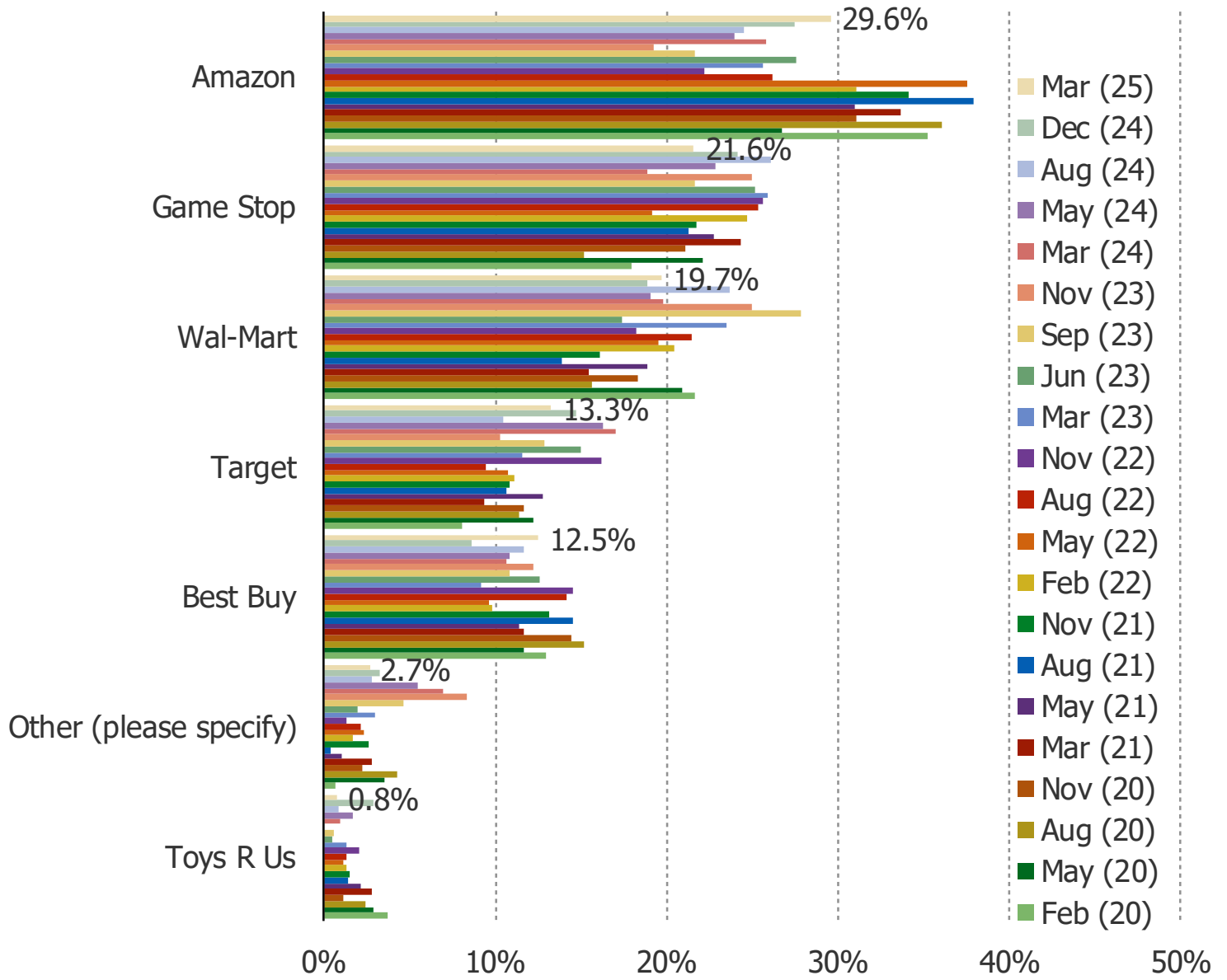
WHERE DID YOU BUY / ORDER THE SWITCH?

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



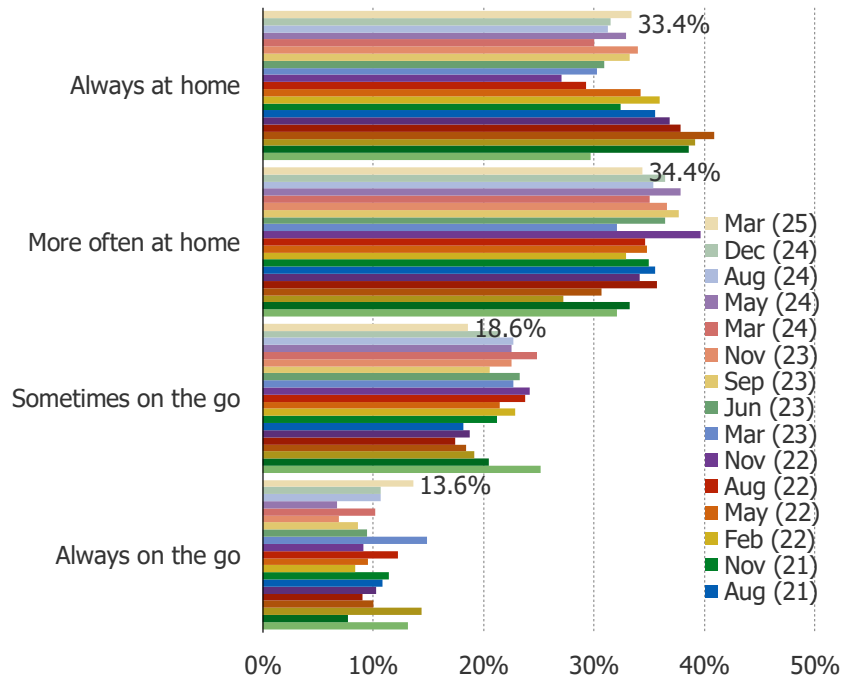
WHERE DID YOU BUY / ORDER THE SWITCH LITE?

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



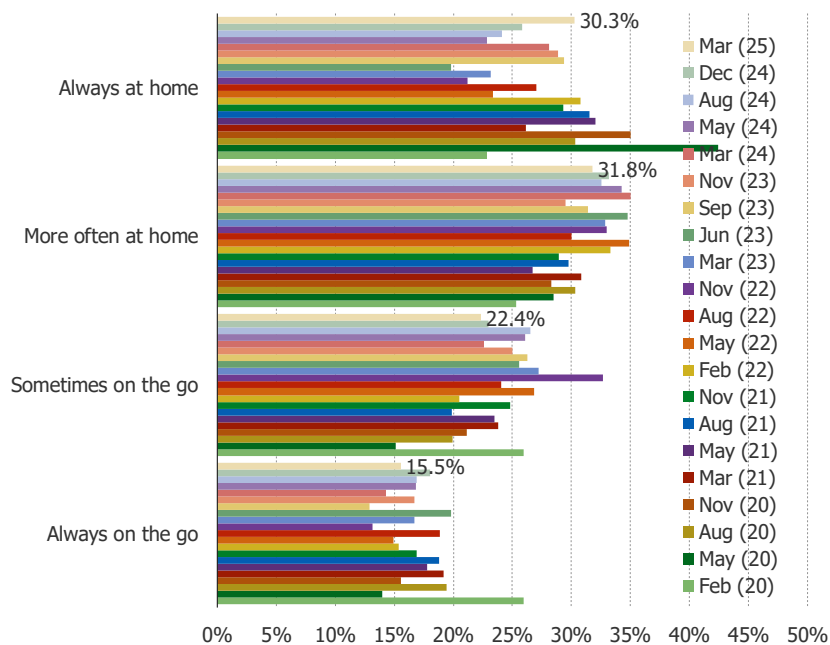
WHICH BEST DESCRIBES YOUR USAGE OF THE NINTENDO SWITCH? (NOT THE NINTENDO SWITCH LITE)

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



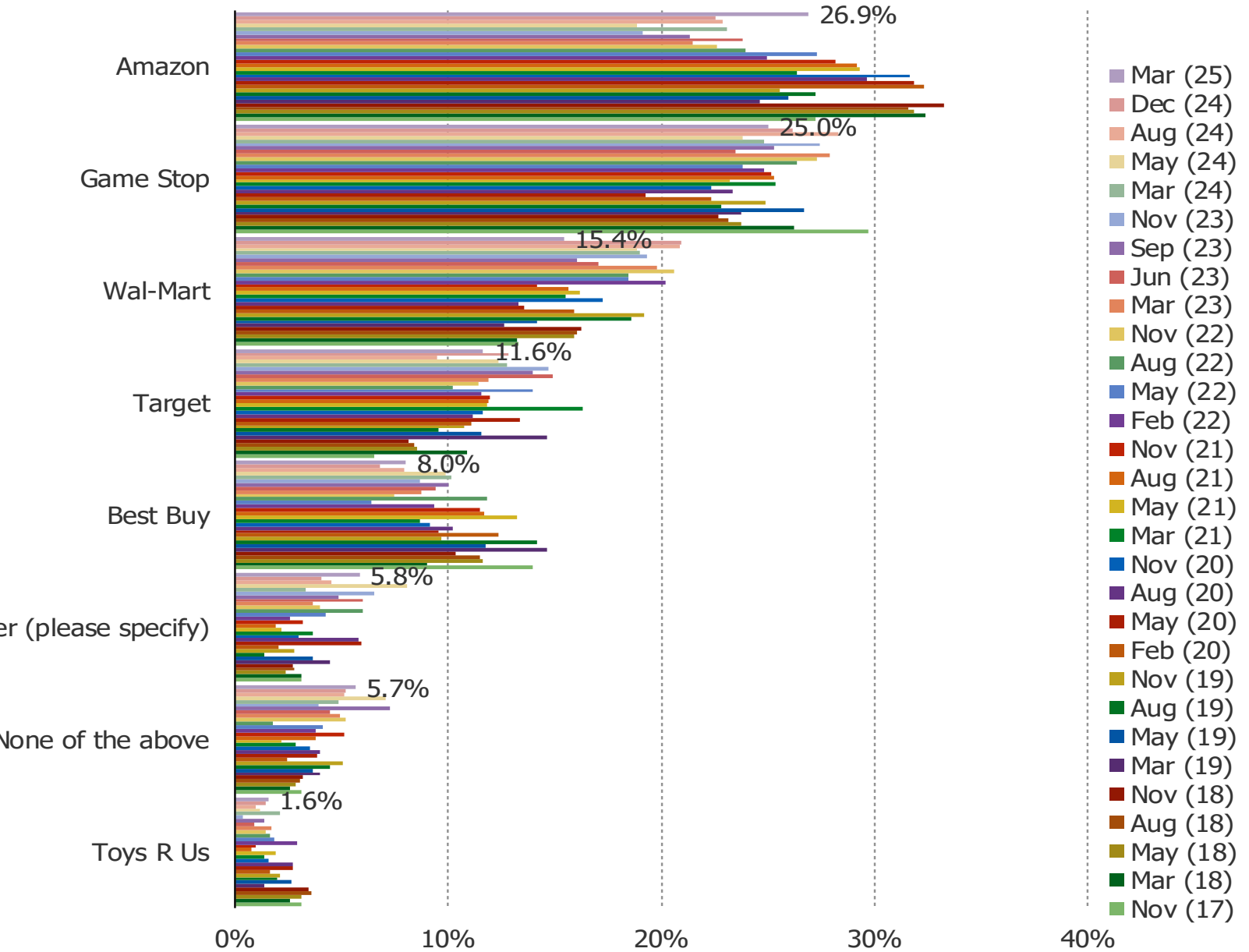
WHICH BEST DESCRIBES YOUR USAGE OF THE NINTENDO SWITCH LITE? (NOT THE NINTENDO SWITCH)

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



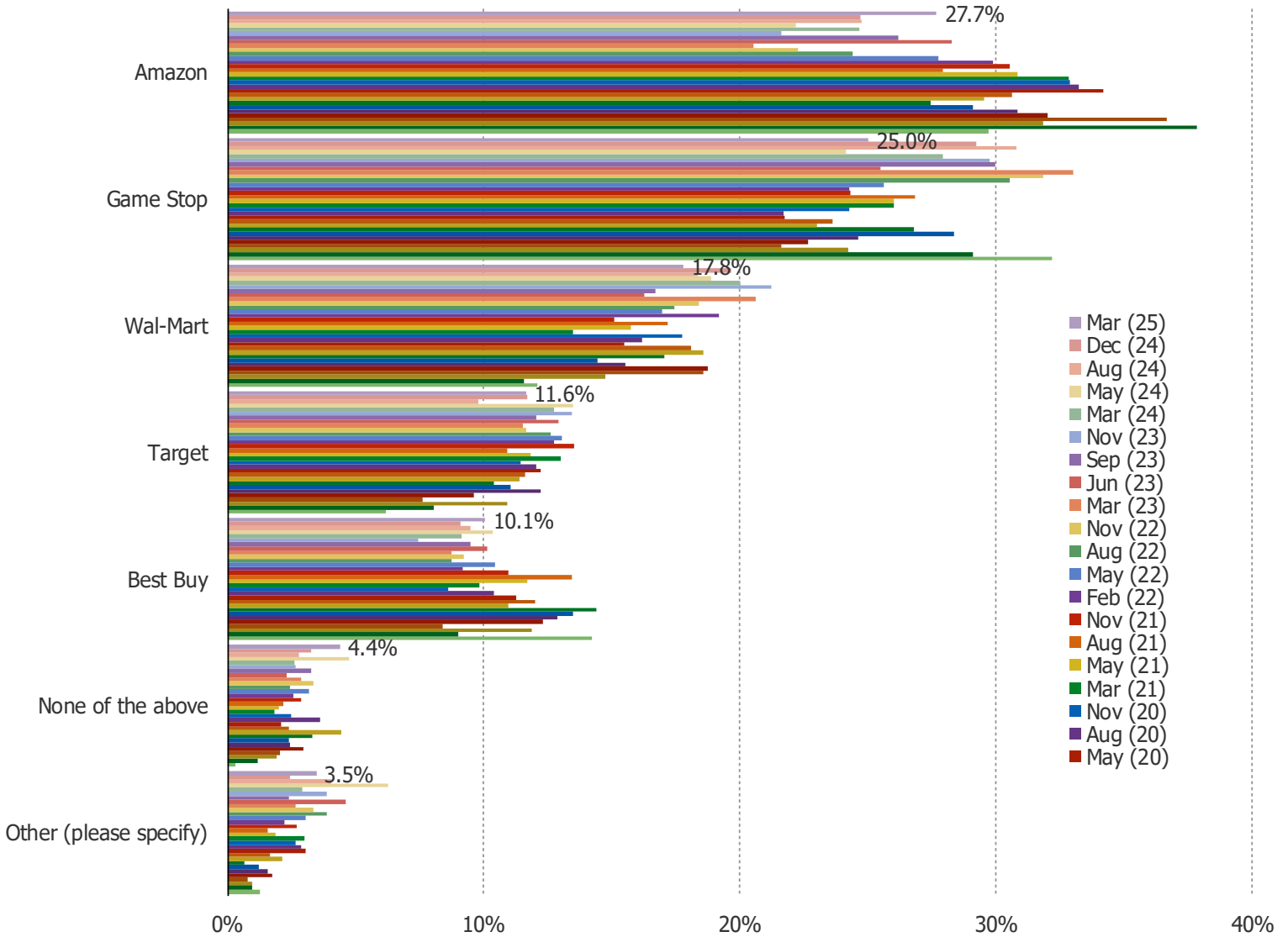
THINKING ABOUT THE LAST GAME YOU BOUGHT FOR THE SWITCH, WHERE DID YOU BUY IT?

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



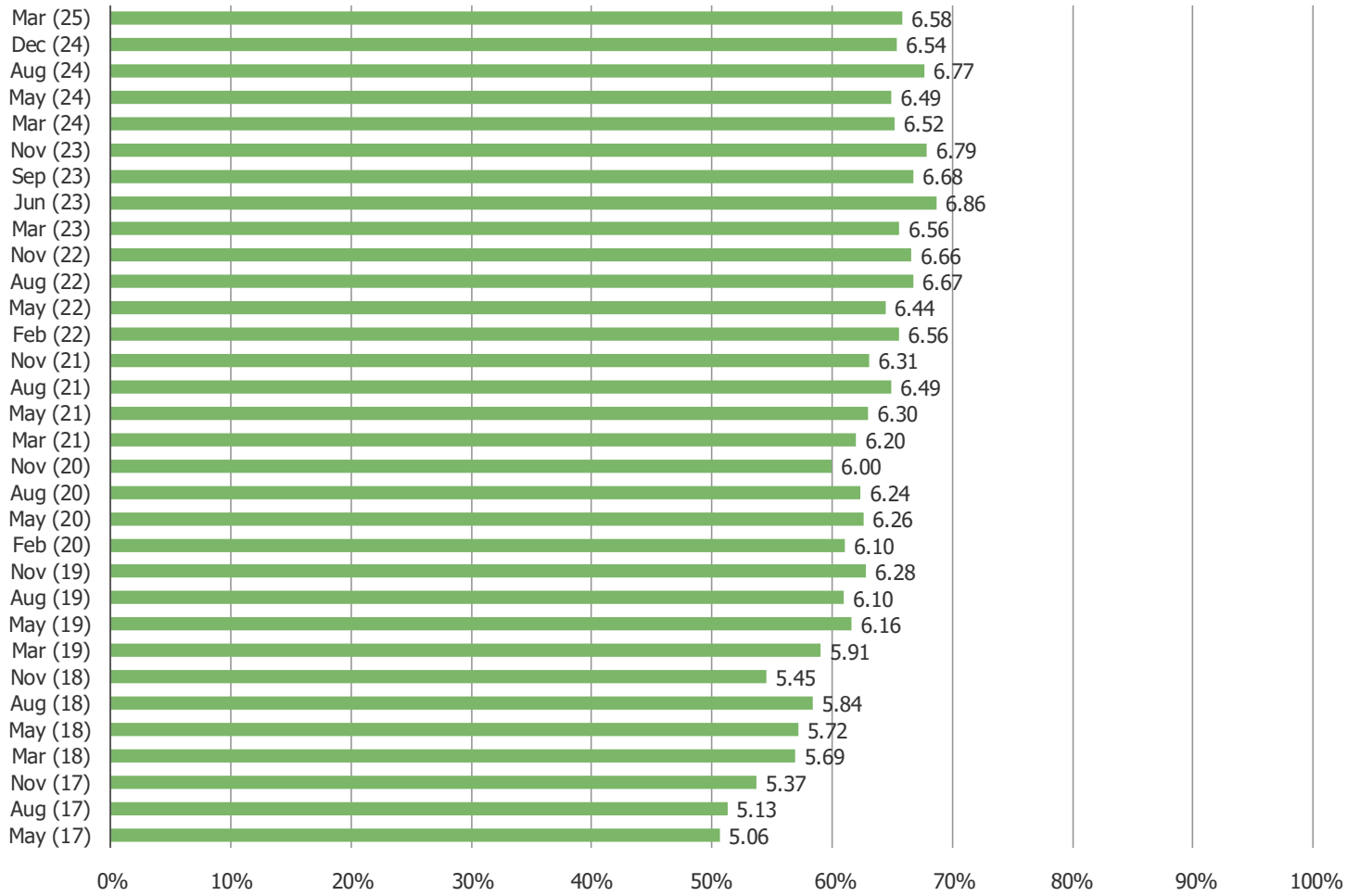
IF YOU NEEDED TO BUY A NEW SWITCH GAME TODAY, WHERE WOULD YOU BE MOST LIKELY TO GET IT?

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



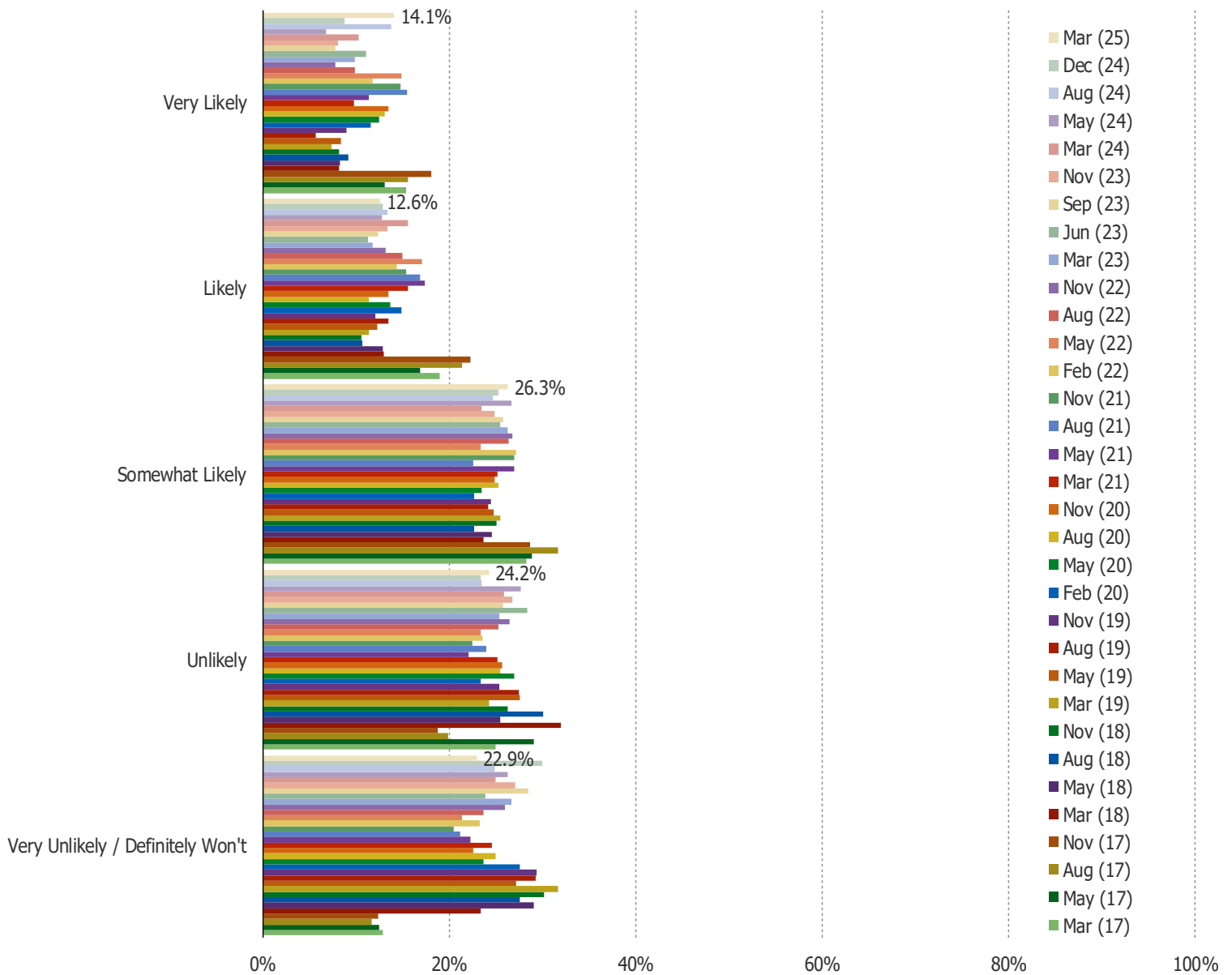
HOW MANY GAMES HAVE YOU PURCHASED SO FAR FOR THE SWITCH?

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



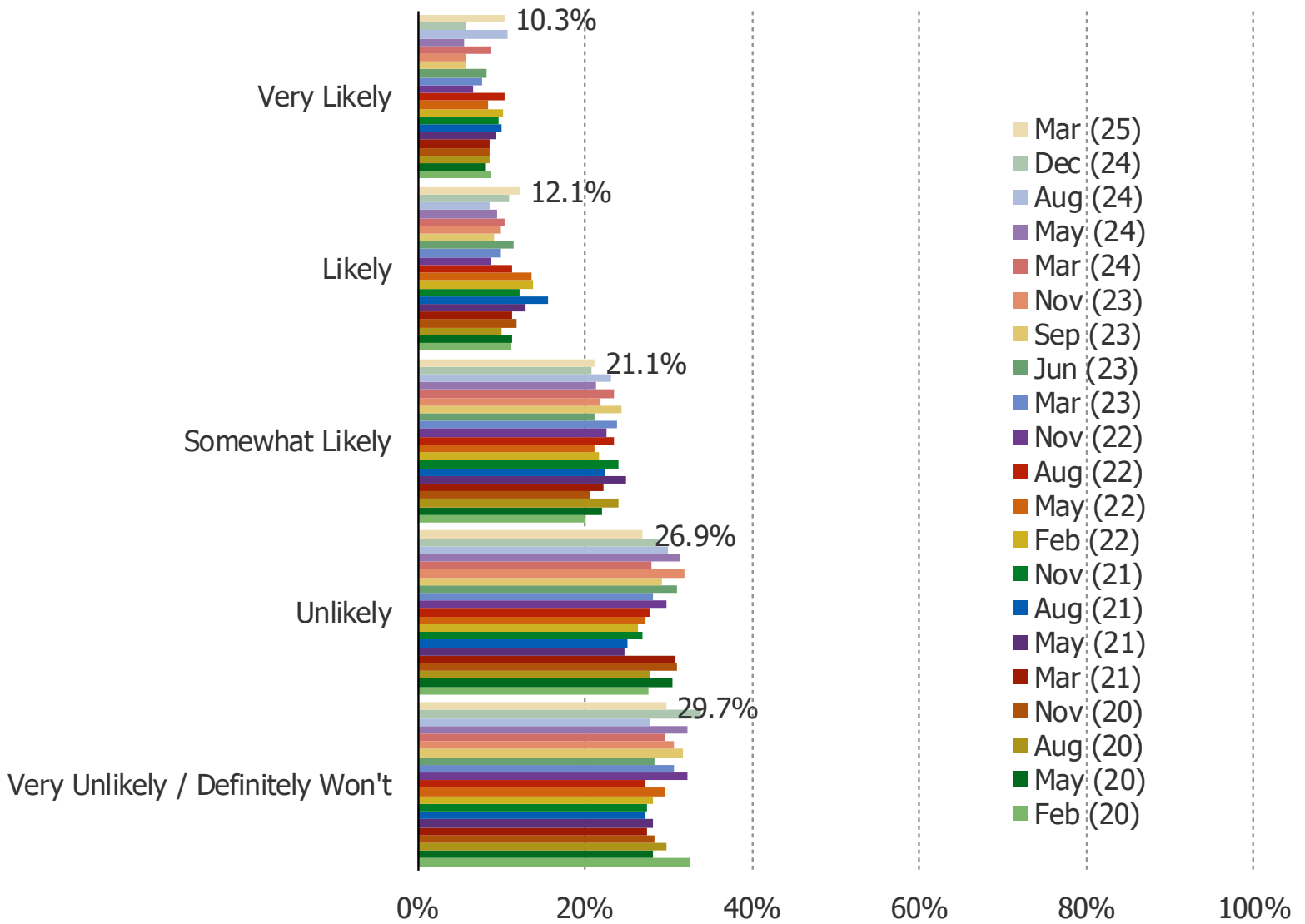
HOW LIKELY ARE YOU TO BUY THE NINTENDO SWITCH IN THE NEXT YEAR?

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



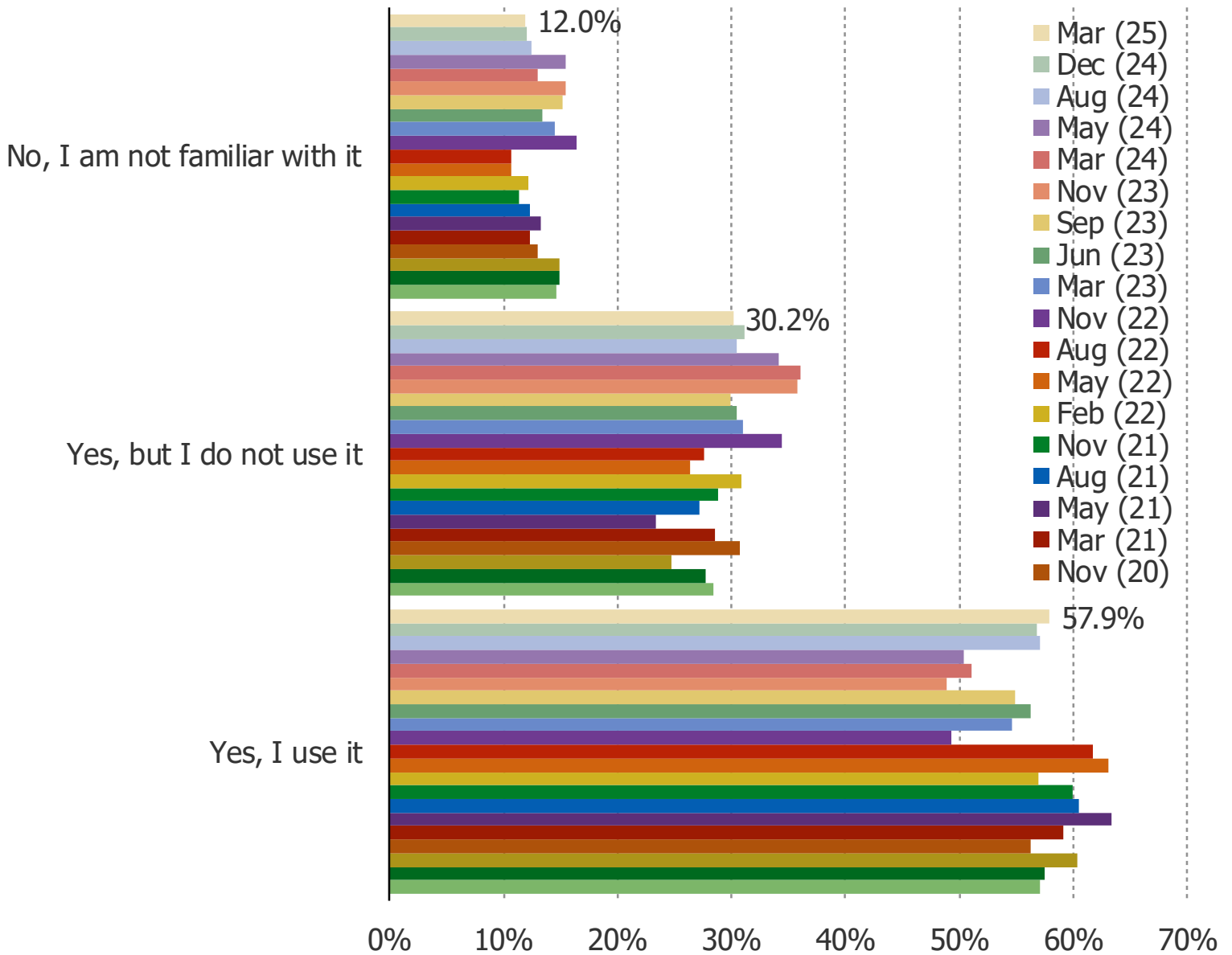
HOW LIKELY ARE YOU TO BUY THE NINTENDO SWITCH LITE IN THE NEXT YEAR?

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



ARE YOU FAMILIAR WITH NINTENDO SWITCH ONLINE?

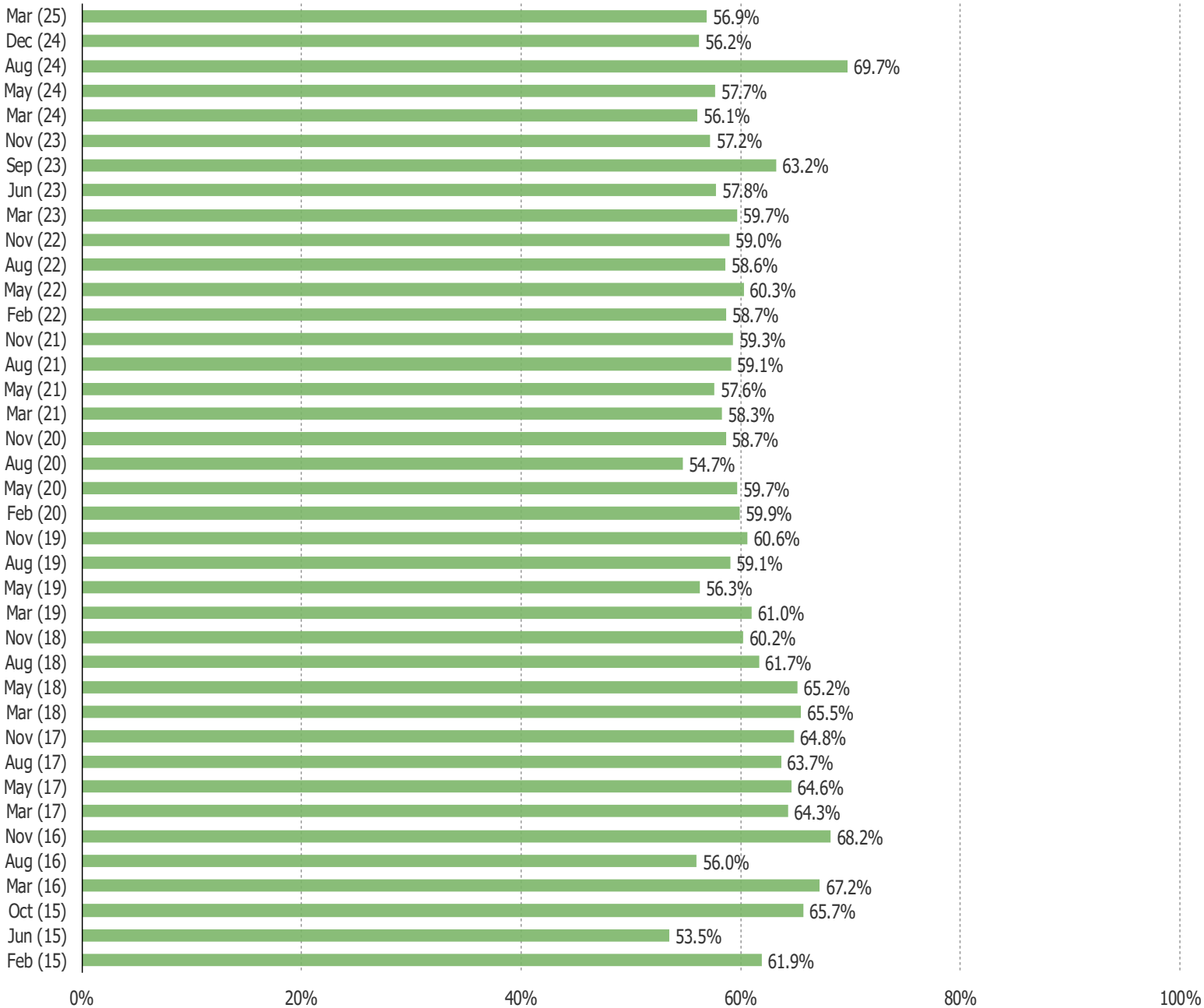
This question was posed to respondents who own or ordered the Nintendo Switch.



CONSOLES: PLAYSTATION AND XBOX

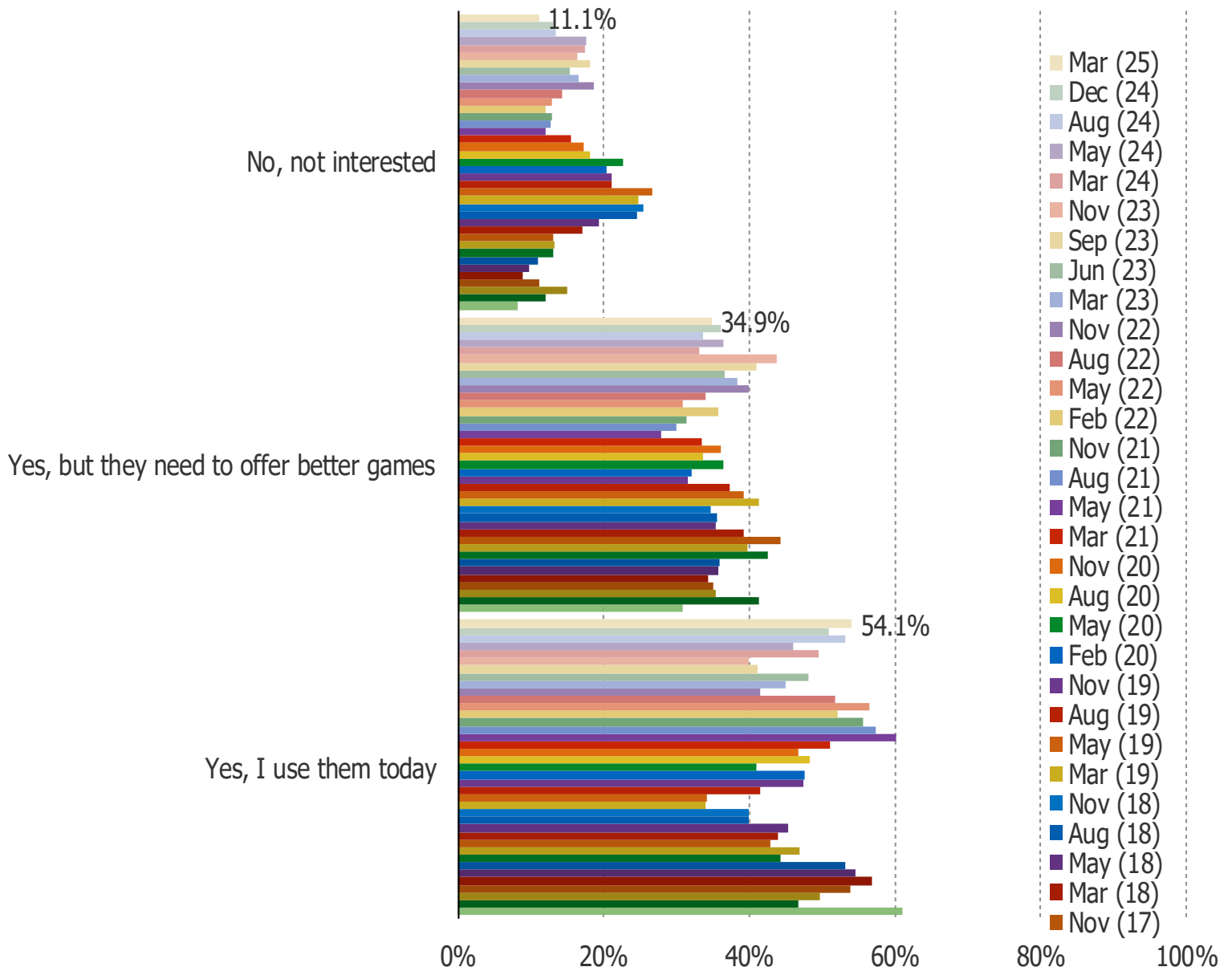
DO YOU OWN AN XBOX ONE AND/OR XBOX SERIES X?

This question was posed to the target audience.



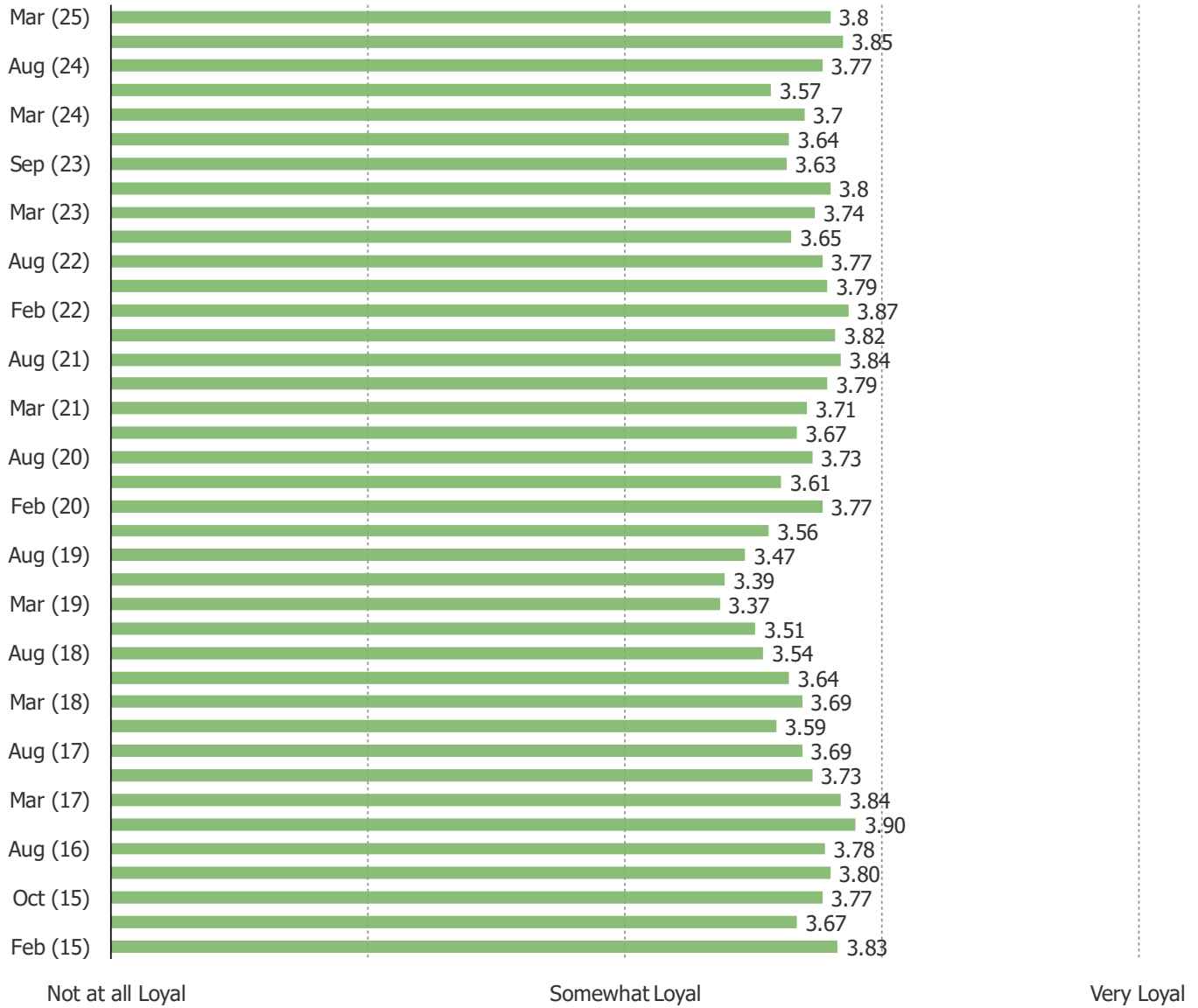
WOULD YOU CONSIDER USING VIDEO GAME STREAMING SERVICES WITHIN XBOX ONE STORES?

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



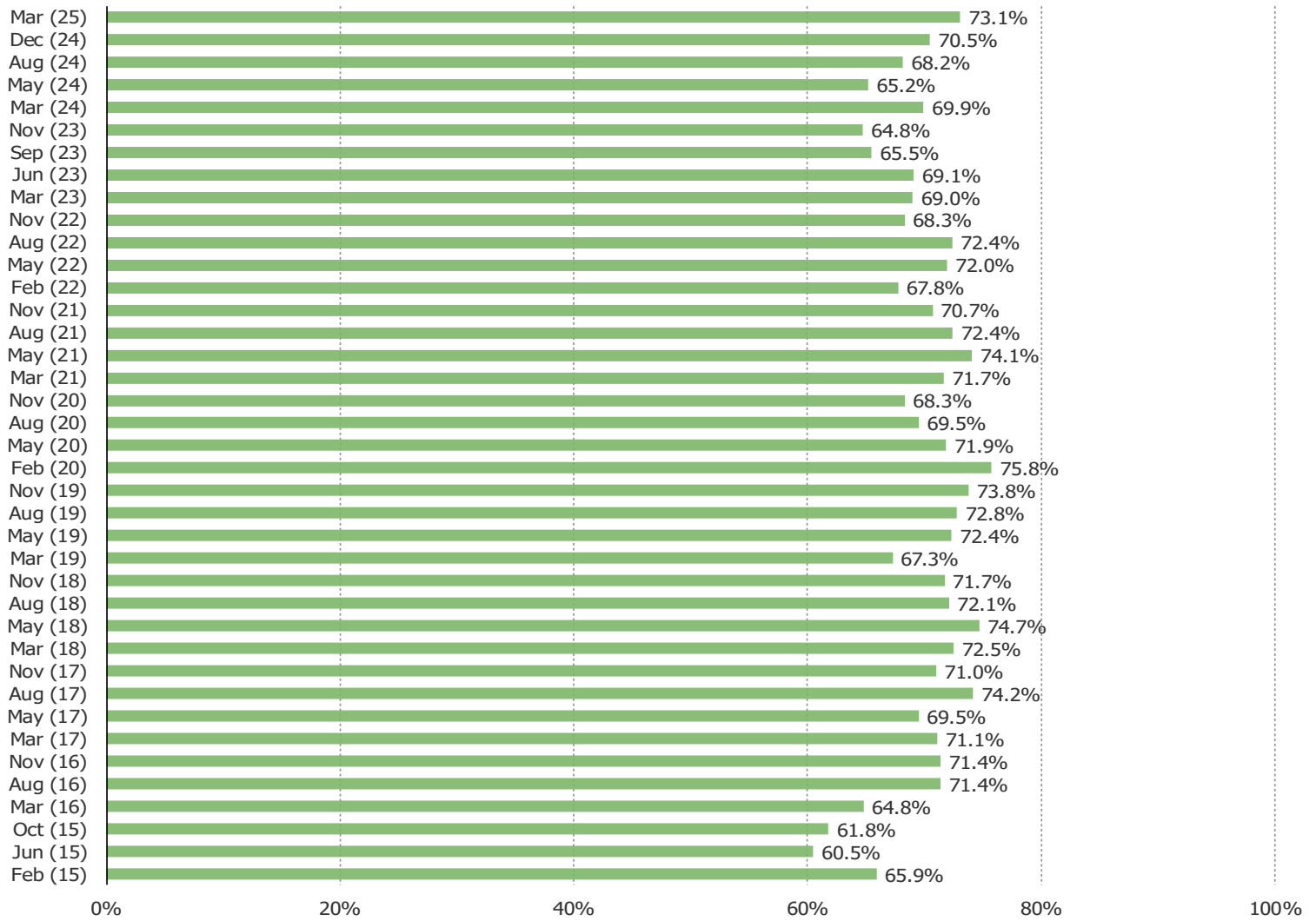
HOW LOYAL ARE YOU TO THE MICROSOFT XBOX BRAND?

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



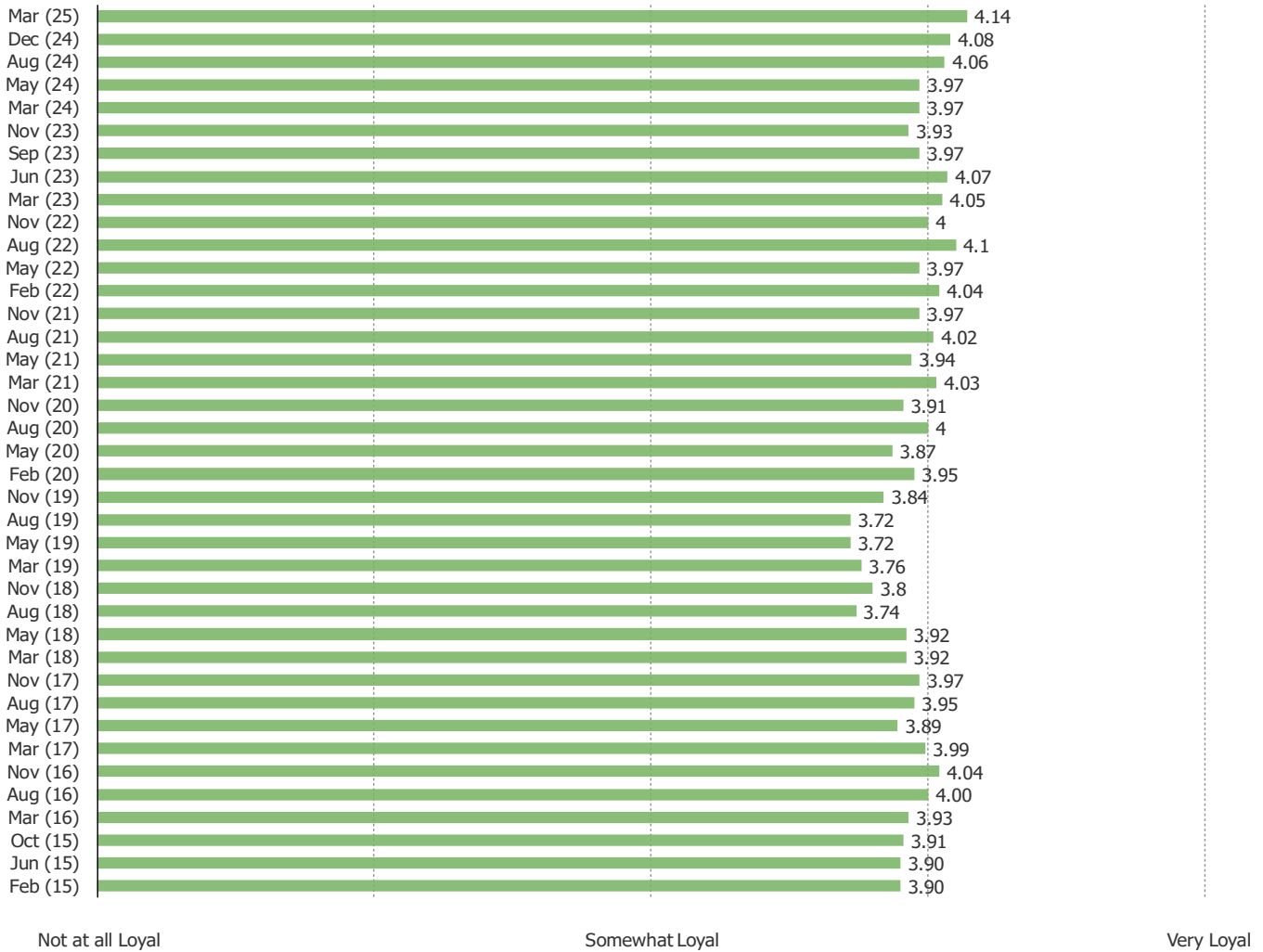
DO YOU OWN A SONY PS4 AND/OR PS5?

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



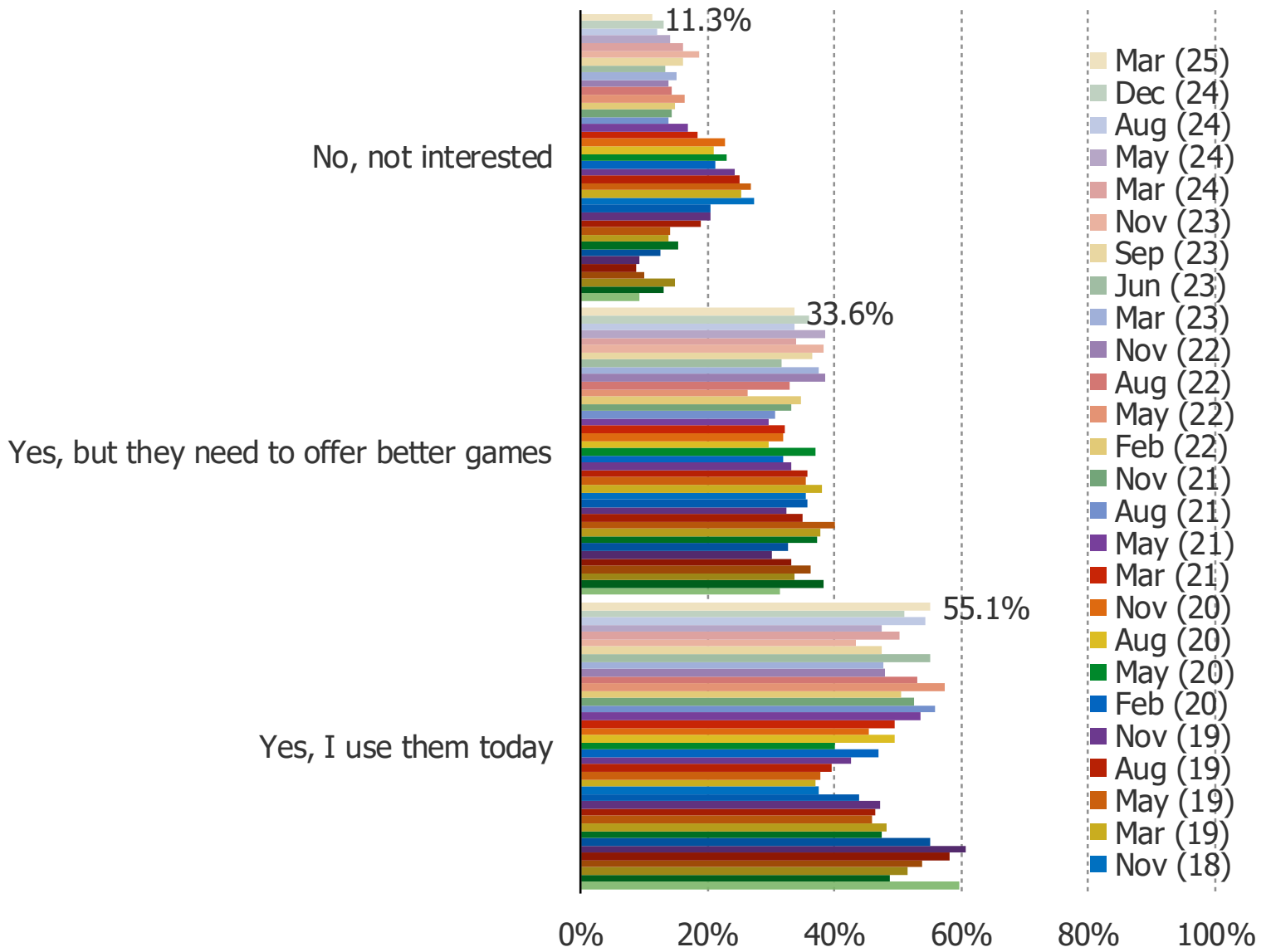
HOW LOYAL ARE YOU TO THE SONY PLAYSTATION BRAND?

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



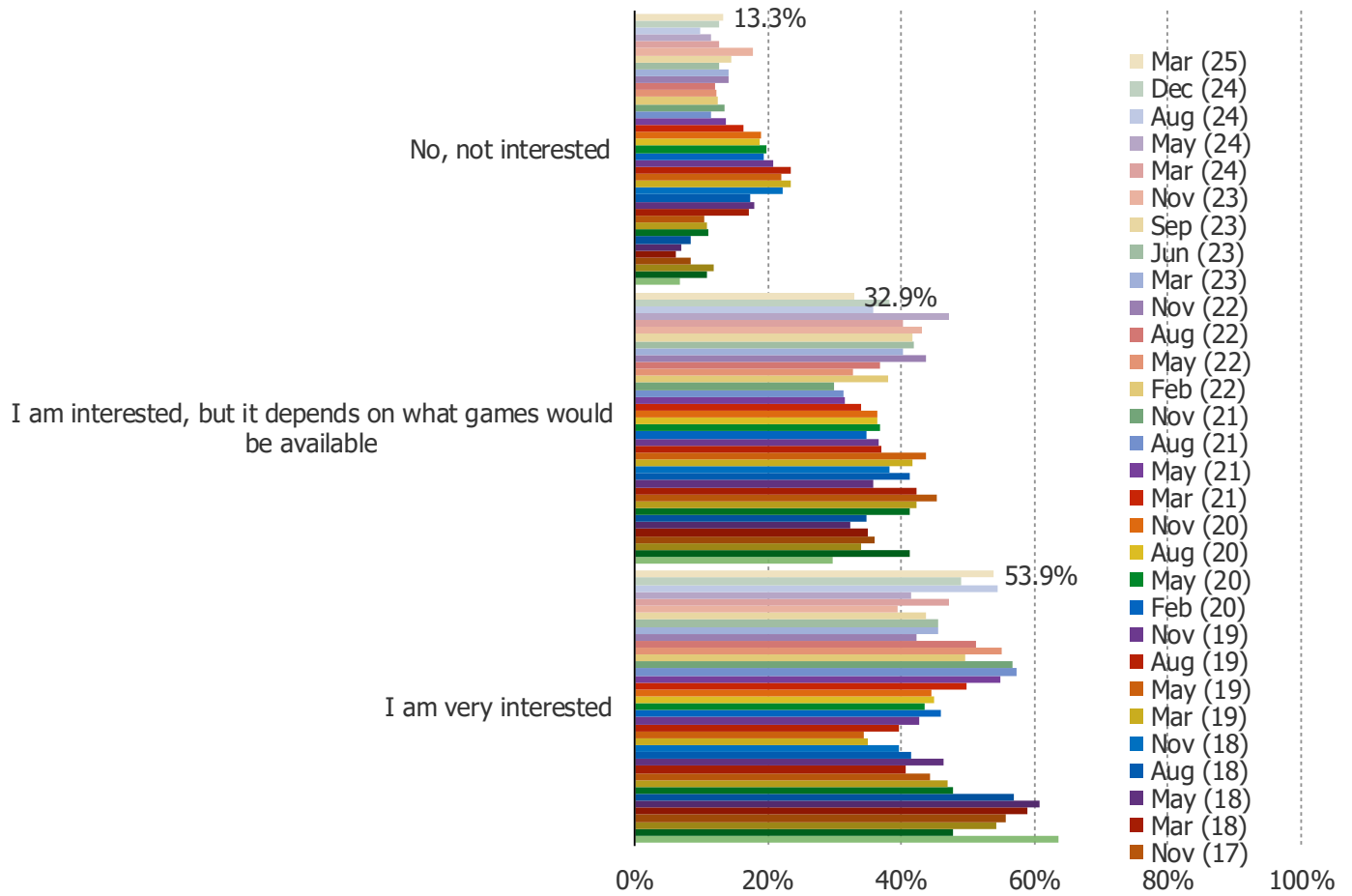
WOULD YOU CONSIDER USING VIDEO GAME STREAMING SERVICES PROVIDED WITHIN PLAYSTATION STORES?

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



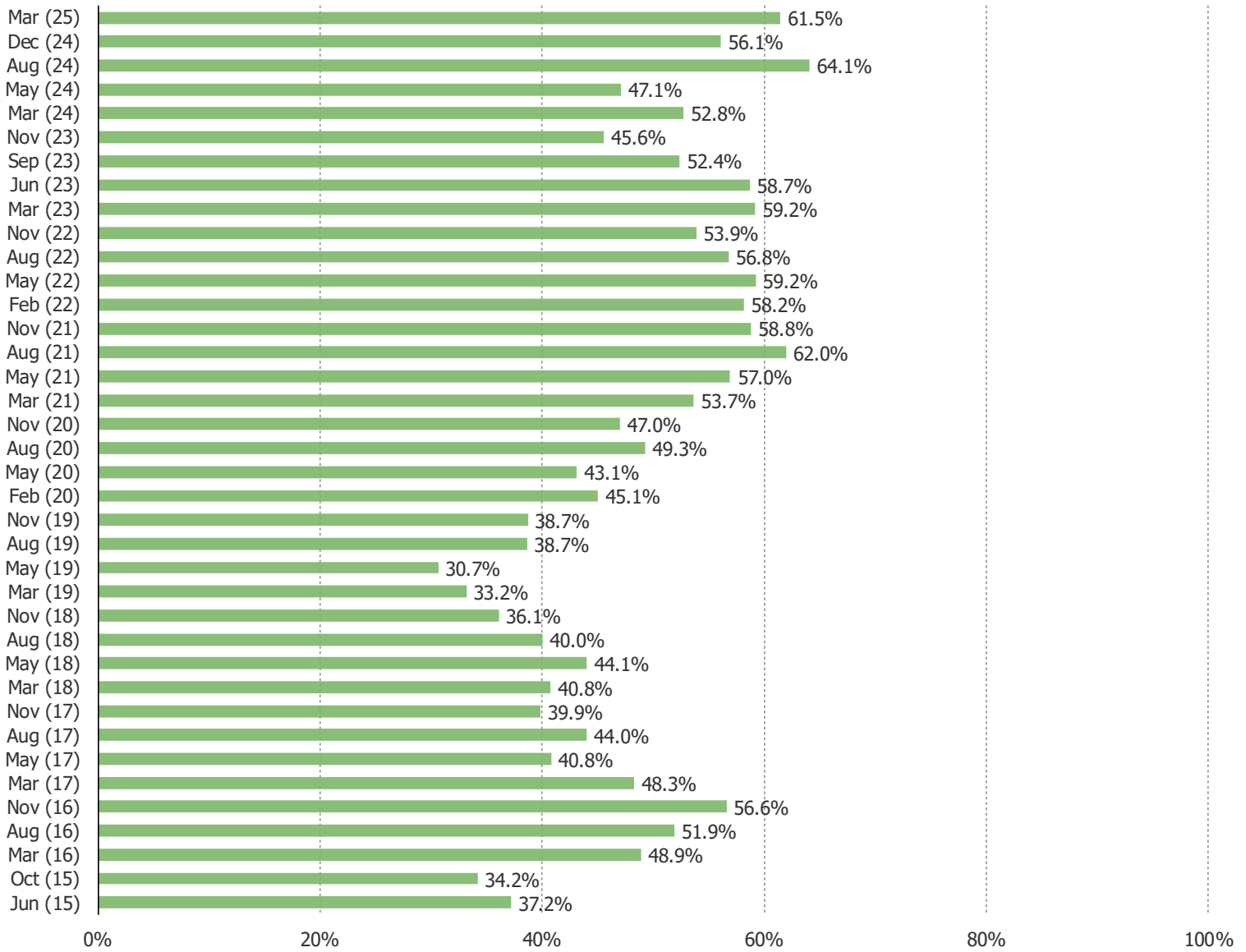
HOW INTERESTED WOULD YOU BE IN GAINING ACCESS TO PLAYSTATION GAMES FOR A MONTHLY SUBSCRIPTION PRICE?

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



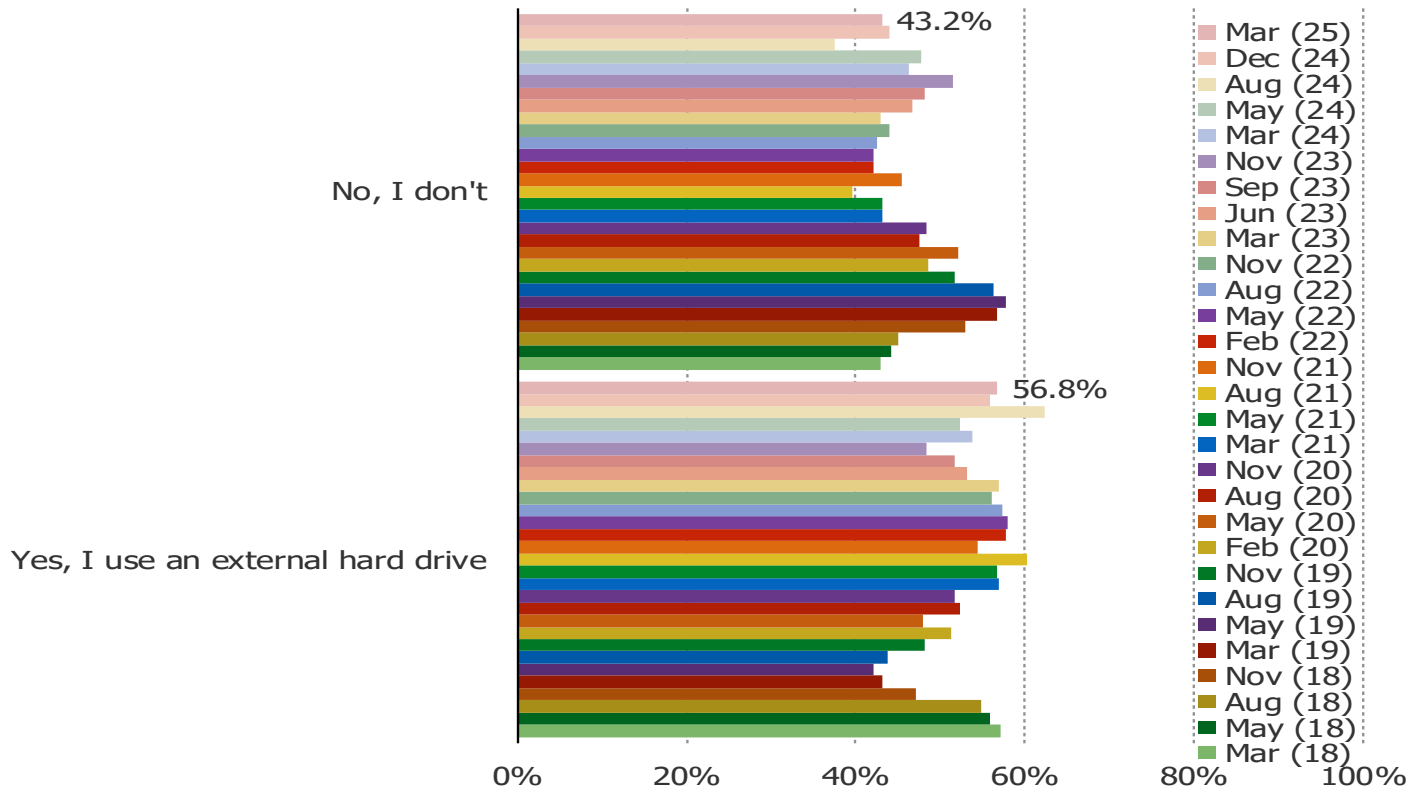
ARE YOU CURRENTLY A SUBSCRIBER TO SONY'S PLAYSTATION NOW STREAMING SUBSCRIPTION OFFERING?

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?

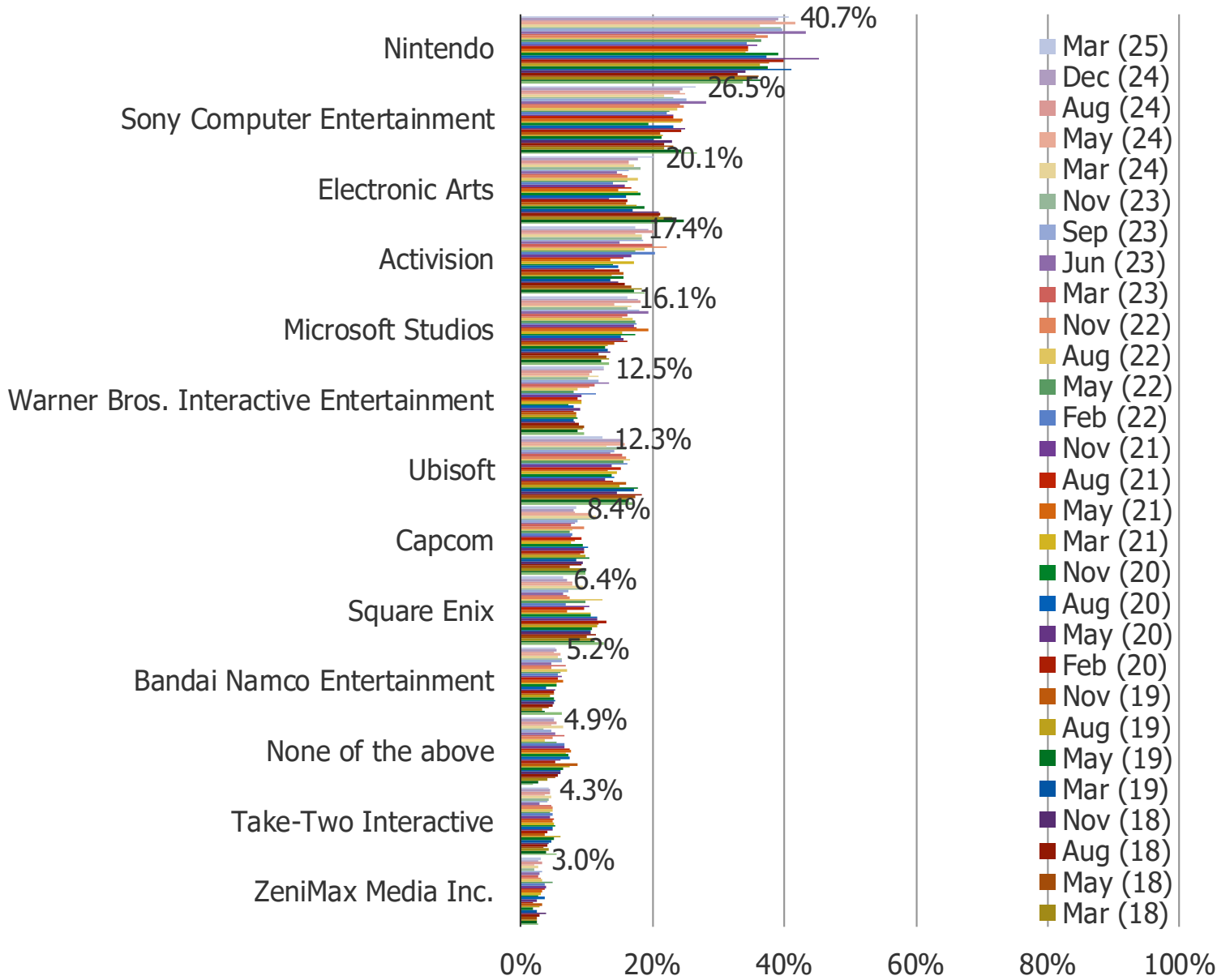
This question was posed to the target audience.



PUBLISHERS

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

Posed to the target audience

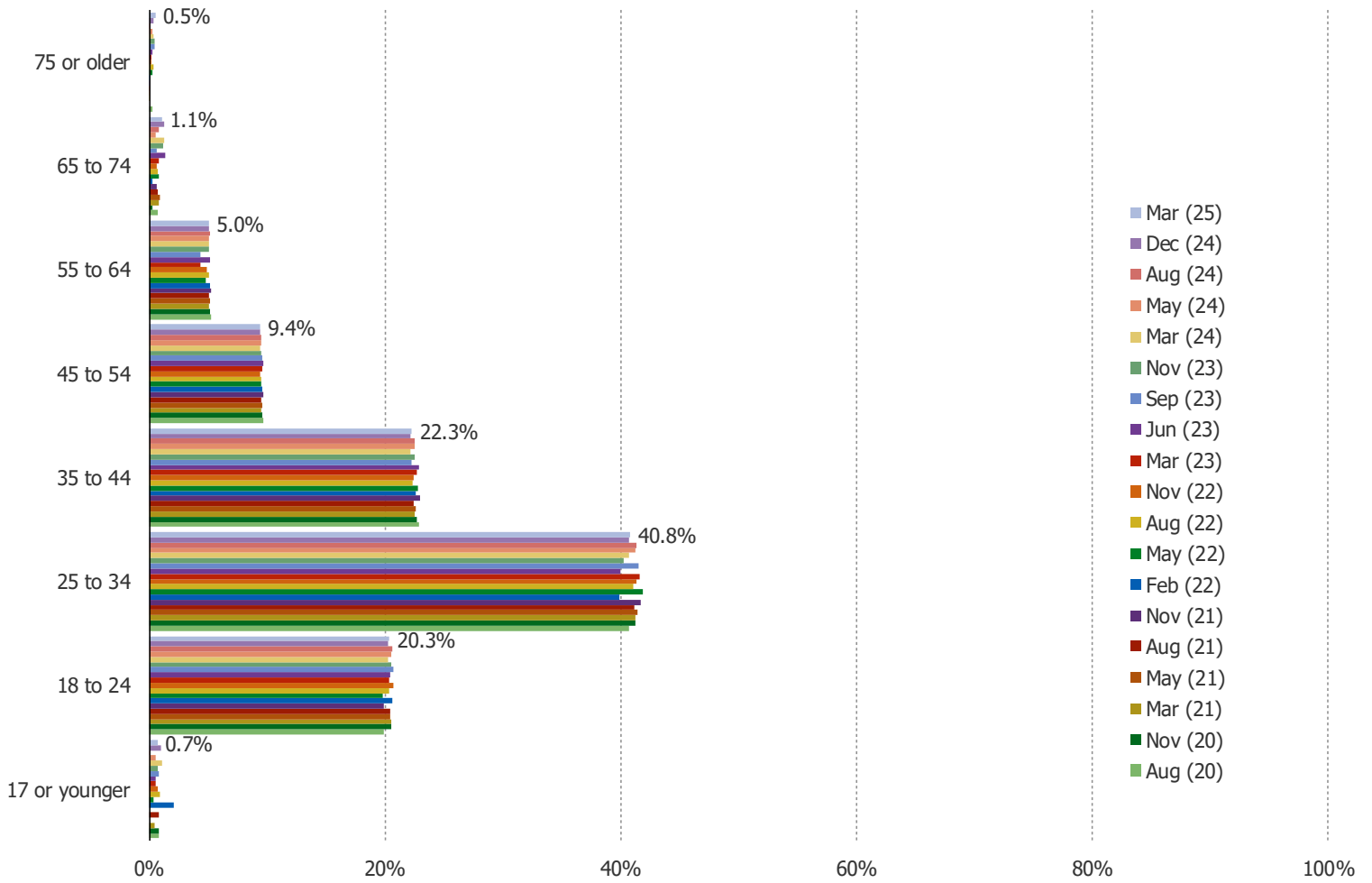


It's In The Game

DEMOGRAPHICS

AGE

Posed to the target audience



GENDER

Posed to the target audience

