



## **Kids Gaming - Holiday 2019**

**Fieldwork Dates: 11/4/2019 - 11/8/2019**

**Conducted by YouGov  
YouGov Custom Research**

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## **BACKGROUND**

This spreadsheet contains survey data collected and analysed by YouGov plc.

Methodology: This survey has been conducted using an online interview administered to panelists who have agreed to take part in surveys. Emails containing a survey link are sent to panelists to invite them to take part in a survey. The sample definition could be "US adult population" or a custom subset such as "US adult females". The responding sample may be weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please email [uspress@yougov.com](mailto:uspress@yougov.com) quoting the survey details

## **EDITOR'S NOTES - all press releases should contain the following information**

All figures, unless otherwise stated, are from YouGov Plc.

Total sample size was 1,522 adults. Fieldwork was undertaken between November 4th-8th, 2019. The survey was carried out online. The figures have been weighted and are representative of US parents who expect to purchase a game for their gamer child aged 5-18 this November and December.

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.





Total	Child Age							Child Gender		Any 19+ Gamer in HH	
	5-7	8-12 (Net)	8-10	11-12	13-18 (Net)	13-15	16-18	Boys	Girls	Any Adult Gamer 19+	No Adult Gamer 19+ in HH

**Q2\_rec. Parent Age**

Unweighted base	1522	209	606	368	238	707	410	297	1082	440	1096	426
Base	1522	230	632	379	253	661	376	285	1064	458	1101	421
18-24	0%	2%	-	-	-	0%	-	0%	0%	-	0%	-
25-34	20%	43%	23%	27%	18%	8%	12%	3%	20%	19%	22%	14%
35-44	40%	37%	47%	48%	44%	34%	37%	30%	40%	40%	41%	37%
45-54	28%	13%	21%	19%	24%	39%	37%	43%	28%	26%	26%	32%
55+	13%	6%	9%	6%	14%	19%	14%	25%	12%	15%	11%	17%

**Q3\_rec. Parent Gender**

Unweighted base	1522	209	606	368	238	707	410	297	1082	440	1096	426
Base	1522	230	632	379	253	661	376	285	1064	458	1101	421
Male	43%	47%	42%	43%	41%	42%	43%	40%	44%	40%	43%	42%
Female	57%	53%	58%	57%	59%	58%	57%	60%	56%	60%	57%	58%

**Q4. Besides yourself, how many other people live with you in your household? If you live alone, please enter '0' in the space below.**

Unweighted base	1522	209	606	368	238	707	410	297	1082	440	1096	426
Base	1522	230	632	379	253	661	376	285	1064	458	1101	421
Mean	3.37	3.46	3.40	3.34	3.51	3.30	3.34	3.23	3.38	3.34	3.40	3.27
Median	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0
StdDev	1.31	1.39	1.28	1.23	1.35	1.32	1.30	1.34	1.33	1.28	1.29	1.37

**Q6\_rec. Parent Respondent**

Unweighted base	1522	209	606	368	238	707	410	297	1082	440	1096	426
Base	1522	230	632	379	253	661	376	285	1064	458	1101	421
Gamer	58%	63%	60%	65%	54%	54%	58%	50%	55%	65%	80%	-
Non-Gamer	42%	37%	40%	36%	46%	46%	42%	50%	45%	35%	20%	100%

**Q6\_rec2. Any 19+ Gamer in HH**

Unweighted base	1522	209	606	368	238	707	410	297	1082	440	1096	426
Base	1522	230	632	379	253	661	376	285	1064	458	1101	421
Any Adult Gamer 19+	72%	77%	73%	75%	71%	70%	72%	66%	69%	81%	100%	-
No Adult Gamer 19+ in HH	28%	23%	27%	25%	29%	30%	28%	34%	31%	19%	-	100%

**Q7. Which of the following devices are used to play videogames by any of the people in your household? Please select as many as apply.**

Unweighted base	1522	209	606	368	238	707	410	297	1082	440	1096	426
Base	1522	230	632	379	253	661	376	285	1064	458	1101	421
Microsoft Xbox 360	28%	29%	25%	23%	27%	31%	29%	34%	27%	30%	31%	22%
Microsoft Xbox One or Xbox One S or X	37%	30%	35%	33%	39%	41%	43%	39%	38%	35%	38%	34%
Nintendo Wii U	18%	20%	18%	15%	22%	18%	20%	16%	18%	21%	20%	14%
Nintendo Switch	30%	37%	33%	34%	33%	24%	27%	20%	30%	29%	33%	21%
Sony PlayStation 3 (PS3)	17%	21%	16%	18%	13%	17%	19%	14%	17%	17%	18%	13%
Sony PlayStation 4 (PS4 or PS4 Pro)	46%	41%	47%	48%	46%	46%	48%	44%	47%	43%	49%	36%
An older console or handheld not listed here	17%	21%	17%	18%	15%	16%	18%	13%	17%	18%	19%	12%
PC (desktop/laptop)	52%	52%	52%	51%	54%	52%	56%	47%	49%	59%	57%	39%



	Total	Child Age						Child Gender		Any 19+ Gamer in HH		
		5-7	8-12 (Net)	8-10	11-12	13-18 (Net)	13-15	16-18	Boys	Girls	Any Adult Gamer 19+	No Adult Gamer 19+ in HH
Smartphone or handheld device (i.e. iPhone, iPod Touch)	71%	73%	71%	71%	70%	71%	72%	69%	68%	79%	75%	60%
Tablet (i.e., iPad, Kindle Fire, etc.)	55%	65%	57%	57%	56%	50%	54%	44%	51%	64%	58%	46%
Net: Total Console	92%	88%	92%	92%	93%	93%	94%	92%	93%	89%	93%	89%
Net: Current Console	77%	70%	79%	79%	78%	78%	80%	75%	80%	71%	80%	71%
Net: XB1/PS4	67%	56%	67%	67%	68%	71%	72%	70%	69%	62%	70%	61%
Net: Older Console	53%	57%	52%	53%	51%	53%	53%	54%	52%	56%	56%	46%
Net: Xbox	54%	48%	51%	49%	55%	58%	60%	56%	54%	52%	56%	48%
Net: PS	54%	50%	55%	57%	51%	54%	56%	52%	55%	50%	57%	44%
Net: Mobile	79%	81%	80%	81%	78%	77%	79%	76%	76%	86%	83%	69%

**vFinalChild\_rec1. Child Age**

<b>Unweighted base</b>	1522	209	606	368	238	707	410	297	1082	440	1096	426
<b>Base</b>	1522	230	632	379	253	661	376	285	1064	458	1101	421
5-7	15%	100%	-	-	-	-	-	-	15%	15%	16%	13%
8-12 (Net)	42%	-	100%	100%	100%	-	-	-	41%	43%	42%	40%
8-10	25%	-	60%	100%	-	-	-	-	24%	26%	26%	22%
11-12	17%	-	40%	-	100%	-	-	-	17%	17%	16%	18%
13-18 (Net)	43%	-	-	-	-	100%	100%	100%	44%	43%	42%	48%
13-15	25%	-	-	-	-	57%	100%	-	25%	24%	25%	25%
16-18	19%	-	-	-	-	43%	-	100%	19%	19%	17%	23%
Mean	11.70	6.26	10.00	9.00	11.49	15.22	13.96	16.89	11.71	11.68	11.53	12.14
Median	12.0	6.0	10.0	9.0	11.0	15.0	14.0	17.0	12.0	12.0	11.0	12.0
StdDev	3.63	0.79	1.42	0.83	0.50	1.65	0.79	0.80	3.62	3.65	3.63	3.58

**vFinalChild\_rec2. Child Gender**

<b>Unweighted base</b>	1522	209	606	368	238	707	410	297	1082	440	1096	426
<b>Base</b>	1522	230	632	379	253	661	376	285	1064	458	1101	421
Boys	70%	71%	69%	68%	70%	71%	71%	70%	100%	-	66%	80%
Girls	30%	29%	31%	32%	30%	29%	29%	30%	-	100%	34%	20%

**Q8a. For the remainder of this survey, the majority of questions will be asked specifically about your \$vFinalChild who plays videogames. Which of the following videogame systems does your \$vFinalChild regularly play at least 1 hour per week?**

<b>Unweighted base</b>	1522	209	606	368	238	707	410	297	1082	440	1096	426
<b>Base</b>	1522	230	632	379	253	661	376	285	1064	458	1101	421
Microsoft Xbox 360	16%	16%	15%	14%	16%	16%	15%	18%	16%	14%	17%	13%
Microsoft Xbox One or Xbox One S or X	27%	17%	26%	24%	29%	32%	33%	31%	30%	21%	28%	26%
Nintendo Wii U	10%	12%	11%	9%	12%	8%	8%	7%	10%	9%	11%	5%
Nintendo Switch	22%	29%	25%	27%	21%	18%	21%	14%	23%	22%	25%	15%
Sony PlayStation 3 (PS3)	9%	10%	8%	10%	4%	9%	10%	9%	9%	8%	9%	7%
Sony PlayStation 4 (PS4 or PS4 Pro)	34%	27%	32%	32%	33%	39%	40%	37%	38%	27%	37%	28%
An older console or handheld not listed here	6%	11%	7%	7%	7%	5%	6%	3%	7%	6%	7%	5%
PC (desktop/laptop)	29%	23%	31%	30%	32%	30%	34%	25%	28%	32%	32%	23%



Total	Child Age							Child Gender		Any 19+ Gamer in HH		
	5-7	8-12 (Net)	8-10	11-12	13-18 (Net)	13-15	16-18	Boys	Girls	Any Adult Gamer 19+	No Adult Gamer 19+ in HH	
Smartphone or handheld device (i.e. iPhone, iPod Touch)	41%	36%	38%	37%	39%	46%	50%	42%	38%	49%	44%	35%
Tablet (i.e., iPad, Kindle Fire, etc.)	31%	51%	36%	39%	31%	18%	22%	14%	27%	40%	33%	24%
Net: Total Console	82%	76%	82%	79%	85%	85%	84%	85%	87%	71%	83%	79%
Net: Current Console	67%	59%	65%	65%	66%	70%	72%	68%	72%	54%	68%	61%
Net: XB1/PS4	54%	39%	51%	48%	55%	63%	63%	62%	59%	42%	56%	51%
Net: Older Console	32%	35%	32%	32%	32%	31%	30%	32%	33%	30%	34%	27%
Net: Xbox	40%	29%	38%	35%	42%	45%	44%	45%	42%	33%	40%	38%
Net: PS	40%	32%	37%	39%	35%	45%	46%	44%	43%	32%	42%	34%
Net: Mobile	57%	69%	58%	61%	54%	53%	56%	48%	53%	68%	61%	49%

Q8b. Which, if any, of the following videogame systems do you expect to purchase for your \$vFinalChild this November or December? Please select as many as apply.

Unweighted base	1522	209	606	368	238	707	410	297	1082	440	1096	426
Base	1522	230	632	379	253	661	376	285	1064	458	1101	421
Microsoft Xbox One or Xbox One S or X	17%	19%	17%	16%	19%	16%	17%	14%	18%	15%	19%	13%
Nintendo Switch	21%	40%	21%	19%	23%	16%	17%	13%	21%	22%	24%	15%
Sony PlayStation 4 (PS4 or PS4 Pro)	22%	27%	24%	25%	23%	19%	21%	16%	24%	18%	24%	17%
PC (desktop/laptop)	15%	17%	15%	15%	16%	13%	14%	11%	15%	14%	17%	9%
Smartphone or handheld device (i.e. iPhone, iPod Touch)	17%	19%	19%	21%	16%	15%	16%	14%	15%	23%	19%	12%
Tablet (i.e., iPad, Kindle Fire, etc.)	14%	23%	16%	18%	13%	10%	12%	7%	13%	19%	16%	10%
None of these	40%	27%	38%	39%	37%	45%	43%	48%	41%	37%	37%	47%
Net: Console	47%	62%	47%	47%	48%	41%	44%	37%	48%	43%	50%	39%
Net: XB1/PS4	33%	36%	35%	34%	36%	29%	31%	26%	35%	28%	35%	27%
Net: Mobile Device	24%	29%	27%	31%	23%	19%	22%	17%	21%	32%	27%	17%

Q10a1\_long. And continuing to think about any videogame purchases and gifts you plan to give this November and December, how many individual games do you expect to purchase for your \$vFinalChild? Your best estimate is fine. If you expect to give any cash or gift cards that you know will likely be used for videogame purchases, please include those in your estimate as well.

Unweighted base	1522	209	606	368	238	707	410	297	1082	440	1096	426
Base	1522	230	632	379	253	661	376	285	1064	458	1101	421
Mean	3.72	4.54	3.65	3.64	3.66	3.49	3.57	3.38	3.66	3.84	3.80	3.50
Median	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0
StdDev	4.63	5.76	4.39	4.17	4.72	4.39	4.27	4.54	4.40	5.13	4.60	4.72



Total	Child Age							Child Gender		Any 19+ Gamer in HH	
	5-7	8-12 (Net)	8-10	11-12	13-18 (Net)	13-15	16-18	Boys	Girls	Any Adult Gamer 19+	No Adult Gamer 19+ in HH

**Q10a2\_summary\_mean. Mean Summary Table - Knowing your [INSERT vFINALCHILD] and how they play videogames, how much do you expect to spend on videogame-related gifts that will go toward new games versus in-game purchases for games they already play (e.g., new skins, weapons, equipment, etc.) Your Best Guess is Fine.**

<b>Unweighted base</b>	1522	209	606	368	238	707	410	297	1082	440	1096	426
<b>Base</b>	1522	230	632	379	253	661	376	285	1064	458	1101	421
Amount expect to spend on new games (physical disc or digital download) (\$)	85.36	87.80	82.40	82.66	82.02	87.34	85.96	89.17	89.25	76.34	90.43	72.11
Amount expect to spend on in-game purchases (\$)	50.84	54.15	52.61	54.70	49.47	48.00	50.90	44.17	51.33	49.70	52.40	46.77

**Q10b1\_zf. Now thinking only about the other gamers age 5-18 in your household, how many individual games do you expect to purchase? Again, your best estimate is fine.**

<b>Unweighted base</b>	1522	209	606	368	238	707	410	297	1082	440	1096	426
<b>Base</b>	1522	230	632	379	253	661	376	285	1064	458	1101	421
Mean	1.12	1.28	1.22	1.23	1.21	0.97	0.96	0.98	0.99	1.44	1.23	0.84
Median	-	-	-	-	-	-	-	-	-	-	-	-
StdDev	2.77	3.31	2.97	3.03	2.88	2.33	2.00	2.70	2.55	3.20	2.87	2.46

**Q10b2\_summary\_mean. Mean Summary Table - And still thinking about only the other gamers age 5-18 in your household, how much do you expect to spend on videogame-related gifts that will go toward new games versus in-game purchases for games they already play (e.g., new skins, weapons, equipment, etc.) Your Best Guess is Fine.**

<b>Unweighted base</b>	1522	209	606	368	238	707	410	297	1082	440	1096	426
<b>Base</b>	1522	230	632	379	253	661	376	285	1064	458	1101	421
Amount expect to spend on new games (physical disc or digital download) (\$)	24.99	24.71	25.67	26.39	24.60	24.43	25.40	23.16	23.11	29.36	27.00	19.71
Amount expect to spend on in-game purchases (\$)	18.90	14.72	20.93	21.52	20.05	18.42	17.89	19.12	17.79	21.50	20.73	14.11

**Q10c. Overall, how does this amount of spending on videogames across November and December for the children in your household compare to last year?**

<b>Unweighted base</b>	1522	209	606	368	238	707	410	297	1082	440	1096	426
<b>Base</b>	1522	230	632	379	253	661	376	285	1064	458	1101	421
This year I will be spending much more on videogames for children in my household	18%	33%	18%	22%	12%	12%	14%	10%	18%	17%	19%	15%
This year I will be spending a little more on videogames	22%	25%	27%	27%	28%	17%	21%	12%	21%	26%	23%	20%
Spending is about the same	46%	33%	43%	40%	48%	53%	49%	59%	47%	44%	44%	51%
This year I will be spending a little less on videogames	9%	8%	8%	8%	8%	11%	10%	12%	9%	10%	9%	9%
This year I will be spending much less on videogames for children in my household	5%	1%	4%	4%	5%	6%	6%	7%	5%	4%	4%	5%



Total	Child Age							Child Gender		Any 19+ Gamer in HH		
	5-7	8-12 (Net)	8-10	11-12	13-18 (Net)	13-15	16-18	Boys	Girls	Any Adult Gamer 19+	No Adult Gamer 19+ in HH	
Net: More on Videogames	40%	58%	45%	49%	40%	29%	35%	22%	39%	42%	42%	35%
Net: Less on Videogames	14%	9%	12%	11%	13%	17%	16%	19%	14%	14%	14%	14%

**Q11\_summary\_mean. Mean Summary Table - Now thinking about the [INSERT Q10a1 r1] game(s) you plan to purchase for your [INSERT vFINALCHILD], which game system(s) do you plan to buy the games for?**

	Unweighted base	206	591	358	233	692	404	288	1068	421	1073	416
<b>Base</b>	1489	226	615	368	247	648	371	277	1050	439	1078	411
Microsoft Xbox 360	2.16	2.54	1.52	1.78	1.18	2.59	2.60	2.59	1.96	2.72	1.86	3.23
Microsoft Xbox One or Xbox One S or X	2.05	3.03	1.95	2.02	1.86	1.89	1.99	1.75	2.06	2.04	2.08	1.97
Nintendo Wii U	1.33	0.76	1.59	1.76	1.41	1.29	0.83	2.04	1.02	2.09	1.21	1.98
Nintendo Switch	1.84	1.91	2.07	1.96	2.25	1.50	1.48	1.53	1.75	2.05	1.77	2.09
Sony PlayStation 3 (PS3)	1.98	1.87	2.22	2.60	0.91	1.82	2.25	1.19	2.10	1.64	1.54	3.38
Sony PlayStation 4 (PS4 or PS4 Pro)	2.55	2.98	2.57	2.65	2.47	2.40	2.45	2.33	2.61	2.34	2.51	2.67
An older console or handheld not listed here	1.17	2.11	1.13	1.13	1.14	0.43	0.33	0.77	1.33	0.76	0.76	2.53
PC (desktop/laptop)	1.05	1.35	0.97	0.84	1.16	1.04	1.04	1.04	0.91	1.34	0.88	1.66
Smartphone or handheld device (i.e. iPhone, iPod Touch)	0.92	1.52	0.84	0.87	0.79	0.80	0.72	0.93	0.81	1.12	0.91	0.93
Tablet (i.e., iPad, Kindle Fire, etc.)	0.90	1.19	0.78	0.72	0.91	0.86	0.86	0.84	0.63	1.36	0.83	1.15

**Q13. Thinking about this November and December holiday season, how will you know what specific videogames to buy your \$vFinalChild as a gift? Select as many responses as apply.**

	Unweighted base	209	606	368	238	707	410	297	1082	440	1096	426
<b>Base</b>	1522	230	632	379	253	661	376	285	1064	458	1101	421
My child tells me which game(s) they want	75%	67%	77%	77%	79%	75%	77%	73%	75%	75%	75%	75%
Either I, or another adult in the household, will do research and decide which game(s) to purchase based on reviews and recommendation	26%	45%	30%	32%	26%	15%	17%	12%	25%	28%	28%	21%
I, or another adult in the household, will browse online or in stores and pick the game	22%	37%	23%	27%	17%	15%	17%	12%	21%	23%	24%	15%
I'll give cash or gift cards and my child will choose on their own	25%	17%	23%	23%	23%	30%	31%	30%	25%	26%	26%	24%
I'll ask a friend or family member	9%	14%	9%	10%	9%	7%	8%	7%	9%	10%	9%	9%

**Q13b. Thinking back to this same time last year, how has the amount of cash/gift cards that you're planning to give to your \$vFinalChild for videogames changed compared to last year?**

	Unweighted base	36	141	84	57	218	128	90	280	115	291	104
<b>Base</b>	388	40	146	87	59	201	116	85	270	118	287	101
I plan on gifting much more cash/gift cards for videogames than last year	21%	61%	19%	22%	13%	14%	15%	13%	21%	19%	22%	16%
I plan in gifting somewhat more cash/gift cards for videogames than last year	22%	8%	31%	36%	25%	19%	22%	14%	18%	31%	24%	18%





Total	Child Age							Child Gender		Any 19+ Gamer in HH		
	5-7	8-12 (Net)	8-10	11-12	13-18 (Net)	13-15	16-18	Boys	Girls	Any Adult Gamer 19+	No Adult Gamer 19+ in HH	
Gifts of cash/gift cards for videogames will be about the same as last year	48%	28%	43%	37%	51%	56%	51%	63%	51%	41%	46%	55%
I plan on gifting somewhat less cash/gift cards for videogames than last year	6%	-	4%	3%	5%	9%	10%	7%	7%	4%	6%	7%
I plan on gifting much less cash/gift cards for videogames than last year	3%	3%	4%	1%	7%	3%	2%	3%	2%	4%	3%	4%
Net: Gifting More	43%	69%	50%	58%	37%	33%	36%	28%	40%	50%	46%	34%
Net: Gifting Less	9%	3%	8%	5%	12%	11%	12%	10%	9%	9%	8%	11%

**Q14a. Where does your \$vFinalChild primarily learn about new games that they want?**

<b>Unweighted base</b>	1142	139	469	282	187	534	316	218	812	330	822	320
<b>Base</b>	1139	153	489	291	199	496	289	207	796	343	821	317
Friends in school	61%	55%	65%	61%	71%	59%	60%	58%	61%	61%	62%	59%
Siblings	15%	13%	16%	16%	15%	15%	16%	13%	14%	19%	16%	13%
Other family members (in the household or extended family)	21%	34%	22%	23%	21%	17%	20%	12%	20%	24%	24%	15%
Online video or streaming sources (YouTube, Twitch, etc.)	58%	60%	58%	61%	55%	57%	63%	48%	59%	56%	60%	53%
Other online gaming or media sources (IGN, Kotaku, game publisher sites, etc.)	17%	15%	14%	13%	16%	22%	23%	21%	18%	15%	19%	14%
Social media (Instagram, Snapchat, Facebook, Twitter, etc.)	27%	16%	18%	15%	24%	39%	41%	37%	26%	30%	30%	19%
Within the online game store on their device	30%	31%	31%	30%	32%	29%	35%	20%	29%	31%	32%	25%
Advertisements (television, online, print, etc.)	33%	43%	34%	38%	29%	30%	35%	22%	32%	37%	35%	28%
Other	2%	3%	2%	2%	2%	2%	1%	4%	3%	1%	2%	3%

**Q14b. When the \$vFinalChild tells you which game they want, what are the top things you typically do next before deciding whether or not to purchase the game?**

<b>Unweighted base</b>	1142	139	469	282	187	534	316	218	812	330	822	320
<b>Base</b>	1139	153	489	291	199	496	289	207	796	343	821	317
I check the game's ESRB rating (age rating)	42%	48%	50%	49%	53%	32%	40%	22%	41%	45%	44%	39%
I check the specific themes of content that may be inappropriate	54%	64%	62%	63%	62%	42%	50%	32%	53%	56%	53%	56%
Myself, or another adult in the household, researches the game	52%	66%	59%	61%	55%	41%	45%	35%	51%	53%	55%	44%
I ask other friends/family	20%	30%	21%	20%	22%	17%	18%	16%	20%	22%	20%	20%
I play the game myself to make sure it is appropriate	14%	28%	16%	17%	15%	7%	10%	4%	13%	15%	16%	7%
I do something else before deciding	3%	5%	3%	2%	4%	2%	2%	1%	3%	2%	3%	1%
I don't do anything before deciding, the child is allowed to choose	16%	2%	7%	6%	8%	30%	21%	44%	17%	14%	16%	16%

**Q13\_Q14b\_rec. "Hands-Off Parents": Q13 (cash/gift cards child chooses) OR q14b (child is allowed to choose)**

<b>Unweighted base</b>	1522	209	606	368	238	707	410	297	1082	440	1096	426
<b>Base</b>	1522	230	632	379	253	661	376	285	1064	458	1101	421
Yes	35%	19%	27%	26%	28%	48%	42%	56%	35%	34%	35%	33%



Total	Child Age							Child Gender		Any 19+ Gamer in HH		
	5-7	8-12 (Net)	8-10	11-12	13-18 (Net)	13-15	16-18	Boys	Girls	Any Adult Gamer 19+	No Adult Gamer 19+ in HH	
No	65%	81%	73%	74%	72%	52%	58%	44%	65%	66%	65%	67%

**Q15. When you check a game's ESRB rating before deciding whether or not to purchase a game for your vFinalChild, how closely do you follow the recommended guidelines? E – Everyone, Everyone 10+ – Age 10+, T Teen – Age 13+, M Mature – Age 17+**

	Unweighted base	733	104	354	217	137	275	188	87	513	220	523	210
<b>Base</b>	<b>736</b>	<b>115</b>	<b>369</b>	<b>222</b>	<b>147</b>	<b>252</b>	<b>174</b>	<b>78</b>	<b>508</b>	<b>228</b>	<b>524</b>	<b>212</b>	
I follow the age guidelines exactly, and won't allow my child to get a game that they are not old enough for	25%	32%	25%	28%	21%	22%	23%	20%	25%	26%	25%	26%	
I follow these, but will allow my child to play games as long as they are close to the age	37%	30%	41%	38%	46%	34%	32%	38%	37%	36%	35%	41%	
I use the ESRB rating to determine if I need to be concerned about any content, but do not base my decision on the age recommendations alone	38%	38%	34%	34%	34%	44%	46%	42%	38%	38%	40%	32%	

**Q16\_tb\_summary. Ranked #1 Summary Table - Next, please think about when you, or another adult in the household, are researching what games to get for your vFinalChild this November and December. Other than the cost of the game, which of the following are the most influential when deciding which game(s) you will get for them? Please rank your top 3**

	Unweighted base	792	141	363	226	137	288	187	101	544	248	606	186
<b>Base</b>	<b>803</b>	<b>155</b>	<b>380</b>	<b>233</b>	<b>147</b>	<b>268</b>	<b>174</b>	<b>95</b>	<b>543</b>	<b>260</b>	<b>617</b>	<b>187</b>	
The game's ESRB rating and whether or not it is appropriate for them	17%	12%	19%	18%	21%	15%	16%	14%	17%	16%	15%	23%	
Game reviews to determine if it's a high quality game	6%	6%	4%	4%	5%	7%	8%	6%	6%	5%	6%	6%	
Game is from a brand or franchise you know and trust	7%	4%	6%	7%	4%	10%	9%	11%	6%	8%	7%	5%	
The game will provide a lot of value for the price (child will play for a long time)	12%	12%	12%	14%	9%	11%	9%	13%	10%	15%	11%	13%	
It is a game I know my child will enjoy	30%	32%	30%	33%	24%	28%	29%	27%	30%	29%	30%	29%	
Other household members will also be able to play	6%	7%	6%	3%	11%	5%	5%	5%	5%	7%	6%	5%	
It is a game that I would enjoy playing on my own or along with my children	5%	10%	5%	5%	5%	3%	3%	4%	6%	4%	5%	5%	
Recommendation from family/friends	5%	6%	4%	4%	5%	5%	6%	3%	5%	4%	4%	7%	
It is a game they can play with friends online	6%	4%	4%	3%	4%	9%	8%	12%	6%	6%	7%	2%	
It is a game they can play with friends/siblings in-person	8%	6%	9%	8%	12%	6%	8%	3%	8%	7%	8%	5%	
Other	1%	1%	1%	0%	1%	1%	1%	1%	1%	0%	1%	1%	

**Q16\_t3b\_summary. Ranked top 3 Summary Table - Next, please think about when you, or another adult in the household, are researching what games to get for your vFinalChild this November and December. Other than the cost of the game, which of the following are the most influential when deciding which game(s) you will get for them? Please rank your top 3**



Total	Child Age							Child Gender		Any 19+ Gamer in HH		
	5-7	8-12 (Net)	8-10	11-12	13-18 (Net)	13-15	16-18	Boys	Girls	Any Adult Gamer 19+	No Adult Gamer 19+ in HH	
Unweighted base	792	141	363	226	137	288	187	101	544	248	606	186
Base	803	155	380	233	147	268	174	95	543	260	617	187
The game's ESRB rating and whether or not it is appropriate for them	34%	28%	40%	40%	40%	30%	32%	27%	35%	34%	32%	41%
Game reviews to determine if it's a high quality game	24%	27%	22%	24%	19%	25%	27%	20%	25%	21%	24%	23%
Game is from a brand or franchise you know and trust	23%	24%	19%	19%	19%	26%	24%	31%	22%	24%	24%	16%
The game will provide a lot of value for the price (child will play for a long time)	41%	42%	42%	43%	40%	38%	37%	41%	38%	47%	40%	43%
It is a game I know my child will enjoy	65%	62%	66%	68%	63%	66%	66%	65%	67%	61%	65%	66%
Other household members will also be able to play	23%	27%	24%	23%	25%	19%	18%	21%	21%	27%	23%	23%
It is a game that I would enjoy playing on my own or along with my children	20%	31%	21%	22%	20%	13%	13%	12%	20%	20%	22%	17%
Recommendation from family/friends	13%	10%	12%	12%	13%	14%	15%	12%	13%	11%	12%	15%
It is a game they can play with friends online	22%	11%	19%	16%	24%	32%	29%	39%	22%	20%	23%	18%
It is a game they can play with friends/siblings in-person	33%	36%	30%	29%	32%	34%	36%	31%	33%	32%	32%	34%
Other	3%	3%	4%	4%	3%	3%	3%	2%	4%	2%	3%	3%

**Q17. When deciding what game(s) to get for your \$vFinalChild, do you typically browse online or in physical retail stores?**

Unweighted base	322	76	141	100	41	105	71	34	225	97	262	60
Base	329	85	147	103	44	98	65	33	224	105	268	62
Mostly browse online	38%	43%	35%	37%	30%	38%	42%	30%	34%	46%	37%	40%
Browse both online and in physical retail stores	51%	50%	49%	48%	54%	54%	51%	58%	53%	47%	51%	48%
Mostly browse in physical retail stores	12%	8%	16%	15%	17%	9%	7%	12%	13%	8%	12%	11%
Net: Online	88%	92%	84%	85%	83%	91%	93%	88%	87%	92%	88%	89%
Net: Offline	62%	57%	65%	63%	70%	62%	58%	70%	66%	54%	63%	60%

**Q18a. Where do you typically visit when you're browsing online trying to decide what game(s) to get for your \$vFinalChild?**

Unweighted base	284	70	119	85	34	95	66	29	195	89	231	53
Base	291	78	124	88	36	89	60	29	194	97	237	55
Retailer websites (e.g., Amazon, Walmart, Target, GameStop etc.)	83%	84%	84%	85%	81%	82%	82%	83%	83%	84%	83%	85%
Gaming websites (e.g., GameSpot, IGN, Kotaku, etc.)	50%	52%	49%	43%	61%	51%	56%	40%	50%	50%	54%	33%
Gaming content on websites not dedicated to gaming (e.g., general news, technology, entertainment, parent blogs, etc.)	38%	31%	41%	43%	36%	40%	43%	34%	36%	41%	39%	31%
Social media (e.g., Facebook, Twitter, Reddit, etc.)	29%	29%	29%	29%	30%	29%	29%	29%	26%	35%	34%	6%
Other	1%	-	2%	1%	3%	2%	3%	-	1%	1%	2%	-

**Q18b. Do you plan to purchase videogames/gift cards for your \$vFinalChild online or offline at a physical store?**

Unweighted base	1522	209	606	368	238	707	410	297	1082	440	1096	426
Base	1522	230	632	379	253	661	376	285	1064	458	1101	421
Will mostly purchase online	31%	32%	29%	30%	28%	31%	29%	34%	30%	31%	30%	32%
Will purchase both online and in physical retail stores	41%	41%	42%	41%	44%	40%	44%	35%	40%	44%	42%	38%



Total	Child Age							Child Gender		Any 19+ Gamer in HH		
	5-7	8-12 (Net)	8-10	11-12	13-18 (Net)	13-15	16-18	Boys	Girls	Any Adult Gamer 19+	No Adult Gamer 19+ in HH	
Will mostly purchase in physical retail stores	28%	27%	28%	29%	27%	29%	27%	31%	30%	24%	28%	30%

**Q19\_Total\_tb\_summary. Ranked #1 Summary Table:**  
 Overall, when considering the types of games that your \$vFinalChild might want to play, which three specific content areas are you most concerned with? Please rank your top 3.

	Unweighted Base	1522	209	606	368	238	707	410	297	1082	440	1096	426
	Base	1522	230	632	379	253	661	376	285	1064	458	1101	421
Violence/gore		21%	24%	25%	27%	21%	17%	17%	17%	23%	16%	21%	21%
Language use (e.g., profanity, inappropriate/suggestive dialog)		11%	16%	12%	12%	11%	9%	9%	8%	12%	10%	11%	12%
Sexual content		28%	25%	29%	25%	35%	28%	29%	27%	26%	33%	27%	30%
Drug use		9%	6%	7%	6%	8%	12%	12%	12%	9%	8%	9%	10%
Religious or political views		4%	4%	4%	5%	3%	4%	4%	3%	4%	4%	4%	3%
Interactions between my child and others players online		19%	20%	19%	21%	16%	20%	21%	18%	19%	21%	20%	18%
Other		1%	0%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%

**Q19\_Total\_t3b\_summary. Ranked Top 3 Summary Table:**  
 Overall, when considering the types of games that your \$vFinalChild might want to play, which three specific content areas are you most concerned with? Please rank your top 3.

	Unweighted Base	1522	209	606	368	238	707	410	297	1082	440	1096	426
	Base	1522	230	632	379	253	661	376	285	1064	458	1101	421
Violence/gore		56%	61%	61%	61%	61%	50%	51%	48%	59%	51%	54%	63%
Language use (e.g., profanity, inappropriate/suggestive dialog)		45%	55%	51%	57%	43%	36%	39%	31%	45%	46%	46%	43%
Sexual content		68%	65%	70%	66%	75%	68%	69%	66%	67%	71%	68%	69%
Drug use		40%	32%	36%	31%	43%	46%	49%	42%	41%	37%	39%	42%
Religious or political views		16%	16%	17%	20%	13%	15%	15%	16%	17%	15%	18%	13%
Interactions between my child and others players online		49%	53%	50%	51%	47%	47%	47%	47%	48%	52%	50%	46%
Other		5%	4%	3%	3%	5%	7%	7%	7%	5%	5%	4%	7%

**Q20. Which of the following games do you think your \$vFinalChild is most interested in playing or receiving as a gift? Feel free to ask them if they're available (but don't ask in a way that could give away future gift surprises!)**  
 Please select as many as apply.

	Unweighted base	1522	209	606	368	238	707	410	297	1082	440	1096	426
	Base	1522	230	632	379	253	661	376	285	1064	458	1101	421
Ghost Recon Breakpoint		10%	9%	9%	9%	10%	11%	12%	11%	11%	7%	11%	7%
Call of Duty: Modern Warfare		27%	19%	20%	18%	24%	35%	33%	38%	32%	15%	29%	21%
The Outer Worlds		6%	7%	7%	5%	9%	6%	6%	6%	7%	5%	7%	4%
Super Monkey Ball: Banana Blitz HD		13%	22%	14%	15%	13%	10%	12%	7%	11%	18%	14%	11%
Luigi's Mansion 3		24%	39%	28%	30%	26%	15%	18%	11%	24%	26%	27%	18%
Death Stranding		6%	8%	5%	4%	7%	6%	5%	7%	7%	4%	7%	2%
Pokémon Sword / Pokémon Shield		26%	39%	29%	32%	26%	18%	23%	11%	26%	26%	28%	21%



	Total	Child Age						Child Gender		Any 19+ Gamer in HH		
		5-7	8-12 (Net)	8-10	11-12	13-18 (Net)	13-15	16-18	Boys	Girls	Any Adult Gamer 19+	No Adult Gamer 19+ in HH
Star Wars Jedi: Fallen Order	19%	19%	18%	18%	19%	19%	20%	17%	21%	13%	20%	15%
DOOM Eternal	8%	11%	7%	6%	7%	9%	10%	8%	9%	6%	9%	6%
Need for Speed Heat	14%	15%	14%	13%	14%	13%	16%	9%	14%	12%	15%	9%
Ring Fit Adventure	5%	7%	5%	5%	6%	5%	7%	2%	5%	6%	6%	4%
Medieval	7%	9%	6%	6%	6%	7%	7%	6%	7%	5%	8%	3%
Sid Meier's Civilization VI	5%	9%	5%	5%	6%	3%	4%	2%	5%	5%	5%	4%
Shenmue 3	4%	6%	5%	5%	4%	3%	5%	1%	4%	4%	5%	2%
Phoenix Point	5%	9%	4%	4%	4%	4%	6%	2%	5%	4%	6%	2%
Just Dance 2020	17%	25%	20%	21%	18%	11%	14%	7%	10%	32%	19%	11%
Destiny 2: Shadowkeep	11%	11%	9%	9%	10%	13%	13%	14%	12%	9%	13%	7%
Borderlands 3	11%	10%	10%	9%	12%	11%	12%	11%	12%	8%	12%	7%
Super Smash Bros. Ultimate	28%	37%	33%	34%	30%	21%	23%	19%	28%	28%	30%	24%
Super Mario Odyssey	32%	45%	39%	40%	38%	21%	25%	15%	30%	38%	34%	28%
Mario Kart 8	37%	51%	43%	49%	35%	27%	31%	21%	36%	41%	39%	33%
Legend of Zelda: Link's Awakening	20%	24%	20%	18%	23%	19%	23%	13%	18%	24%	22%	15%
Crash Team Racing Nitro Fueled	11%	19%	12%	11%	12%	7%	7%	8%	11%	10%	12%	8%
Other game not listed	10%	9%	10%	10%	9%	10%	11%	10%	10%	10%	10%	11%
Other game not listed (1)	3%	3%	3%	2%	3%	4%	4%	4%	3%	4%	4%	3%
Other game not listed (2)	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
I'm not sure yet, but I will be figuring it out soon	12%	11%	12%	10%	15%	13%	13%	12%	12%	12%	11%	15%
I don't know, my child chooses their own games	6%	3%	4%	4%	3%	10%	9%	12%	7%	5%	6%	8%

**Q9a. Are you aware that Microsoft and Sony plan to release brand new consoles next year in time for the holiday season 2020 (Microsoft's Xbox Project Scarlett and Sony's PlayStation 5)?**

<b>Unweighted base</b>	1522	209	606	368	238	707	410	297	1082	440	1096	426
<b>Base</b>	1522	230	632	379	253	661	376	285	1064	458	1101	421
Yes, I was aware that both of these consoles will be released next year	28%	39%	27%	27%	28%	25%	28%	22%	29%	27%	32%	19%
I was only aware of Microsoft's Xbox Project Scarlett	4%	4%	5%	6%	4%	4%	5%	3%	4%	5%	5%	4%
I was only aware of Sony's PlayStation 5	9%	7%	10%	13%	5%	10%	10%	10%	10%	7%	10%	7%
I was generally aware, but not sure about the timing of release	14%	14%	13%	12%	16%	15%	14%	16%	14%	15%	15%	12%
No, I was not aware at all before reading this	44%	36%	45%	43%	48%	46%	44%	50%	43%	46%	39%	58%
Net: Aware	56%	64%	55%	57%	52%	54%	56%	50%	57%	54%	61%	42%

**Q9b\_1. Microsoft Xbox Project Scarlett : Based on what you know, how likely are you to purchase the consoles listed below when they are released next year (or shortly after)?**

<b>Unweighted base</b>	1522	209	606	368	238	707	410	297	1082	440	1096	426
<b>Base</b>	1522	230	632	379	253	661	376	285	1064	458	1101	421
Net: Definitely/Probably Will Purchase	25%	28%	27%	28%	26%	22%	25%	17%	26%	23%	28%	17%
Definitely will purchase	12%	10%	13%	14%	11%	11%	14%	8%	12%	11%	14%	7%
Probably will purchase	13%	19%	15%	14%	15%	10%	11%	9%	14%	12%	14%	10%
Might or might not purchase	29%	29%	28%	23%	35%	30%	30%	30%	27%	34%	29%	28%
Probably will not purchase	25%	23%	25%	26%	22%	27%	25%	29%	25%	25%	24%	29%



Total	Child Age							Child Gender		Any 19+ Gamer in HH		
	5-7	8-12 (Net)	8-10	11-12	13-18 (Net)	13-15	16-18	Boys	Girls	Any Adult Gamer 19+	No Adult Gamer 19+ in HH	
Definitely will not purchase	21%	19%	20%	23%	16%	22%	20%	25%	22%	18%	19%	26%
Take Rate	19%	20%	19%	19%	20%	17%	19%	15%	18%	19%	20%	15%

**Q9b\_2. Sony PlayStation 5 : Based on what you know, how likely are you to purchase the consoles listed below when they are released next year (or shortly after)?**

<b>Unweighted base</b>	1522	209	606	368	238	707	410	297	1082	440	1096	426
<b>Base</b>	1522	230	632	379	253	661	376	285	1064	458	1101	421
Net: Definitely/Probably Will Purchase	33%	34%	35%	37%	31%	31%	34%	26%	33%	32%	36%	25%
Definitely will purchase	18%	18%	20%	22%	18%	15%	18%	12%	17%	19%	21%	10%
Probably will purchase	15%	16%	14%	15%	13%	15%	16%	15%	16%	13%	15%	14%
Might or might not purchase	27%	30%	25%	21%	30%	28%	28%	27%	25%	30%	27%	26%
Probably will not purchase	21%	19%	22%	22%	23%	21%	18%	24%	21%	23%	20%	25%
Definitely will not purchase	19%	17%	18%	20%	16%	21%	20%	22%	21%	15%	17%	25%
Take Rate	22%	23%	23%	24%	22%	21%	23%	19%	22%	23%	24%	18%

**Q9c. How does knowing that new Microsoft and Sony consoles will be released next year in time for the 2020 holiday season impact your interest in purchasing a new console for your children this November and December? Please select as many as apply**

<b>Unweighted base</b>	640	104	258	172	86	278	174	104	468	172	513	127
<b>Base</b>	637	114	266	173	92	257	159	98	458	179	511	126
No impact at all	49%	49%	44%	41%	50%	54%	48%	64%	51%	43%	49%	51%
I would have purchased a Microsoft Xbox One or Sony PlayStation 4 console this year, but now I will probably buy a new console next year instead	22%	22%	23%	26%	16%	21%	23%	17%	21%	24%	22%	20%
I'll still purchase a Microsoft Xbox One or Sony PlayStation 4 console, but delay until next year's holiday season when they are discounted	18%	21%	21%	21%	20%	14%	16%	10%	17%	19%	19%	13%
I was considering a Nintendo Switch, and am even more likely to get one now	18%	16%	20%	20%	20%	16%	20%	9%	17%	20%	17%	21%
My console purchase is impacted in some other way	2%	-	2%	2%	3%	2%	2%	2%	1%	3%	1%	3%

**Q9d. How does knowing that new Microsoft and Sony consoles will be released next year in time for the holiday season 2020 impact your interest in purchasing new videogames or in-game content for your children this November and December? Please select as many as apply**

<b>Unweighted base</b>	640	104	258	172	86	278	174	104	468	172	513	127
<b>Base</b>	637	114	266	173	92	257	159	98	458	179	511	126
No impact at all	53%	49%	48%	45%	54%	60%	58%	64%	55%	50%	53%	54%
I will spend more on games (or in-game content) for Xbox instead of buying a new Xbox One or PS4 this year	11%	16%	9%	10%	8%	11%	9%	14%	10%	14%	11%	12%
I will spend more on games (or in-game content) for PlayStation instead of buying a new Xbox One or PS4 this year	19%	21%	21%	22%	20%	17%	19%	14%	19%	22%	19%	21%



	Total	Child Age						Child Gender		Any 19+ Gamer in HH		
		5-7	8-12 (Net)	8-10	11-12	13-18 (Net)	13-15	16-18	Boys	Girls	Any Adult Gamer 19+	No Adult Gamer 19+ in HH
I will spend more on games (or in-game content) for Nintendo instead of buying a new Xbox One or PS4 this year	12%	18%	14%	15%	12%	7%	10%	1%	11%	14%	12%	9%
I will spend more on games (or in-game content) for mobile (smartphone/tablet) instead of buying a new Xbox One or PS4 this year	12%	14%	13%	12%	14%	11%	13%	7%	11%	16%	13%	11%
I will spend more on games (or in-game content) for PC instead of buying a new Xbox One or PS4 this year	10%	17%	10%	9%	12%	8%	10%	3%	10%	10%	11%	6%
I will spend less overall on videogames in anticipation of getting one of those consoles next year	6%	4%	6%	5%	6%	7%	6%	7%	6%	4%	6%	5%
Net: Spend More	41%	47%	46%	50%	40%	33%	36%	28%	39%	45%	41%	41%