



PlayStation and Xbox Purchase Interest
Fieldwork Dates: 6th - 7th August 2020

**Conducted by YouGov
YouGov RealTime**

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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 members of the YouGov Plc panel of individuals who have agreed to take part in surveys. Emails are sent to panelists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is 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 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 1202 US adults. Fieldwork was undertaken between 6th - 7th August 2020. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

- 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.

YouGov RealTime
PlayStation and Xbox Purchase Interest

US_nat_int Sample: 6th - 7th August 2020



Total	Gender		Generation							Region			
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West
	A	B	C	D	E	F	G	H	I	J	K	L	M

PYX_q1. In a typical week, how much time, if any, do you spend playing video games on console or PC?

Unweighted base	1202	558	644	72	377	285	411	56	1	-	213	208	500	281
Base: All US adults	1202	585	617	69	363	281	424	64	1	-	214	253	452	283
Less than 1 hour a day	20%	18%	21%	19%	19%	22%	18%	29%	-	-	19%	23%	18%	21%
				*	*	*	*	*	**	**				
1 to 6 hours a day	23%	26%	21%	36%	31%	20%	17%	21%	100%	-	23%	26%	20%	26%
		B		E.F*	E.F			*	**	**				L
7 to 14 hours a day	7%	8%	5%	6%	10%	8%	3%	-	-	-	8%	8%	7%	4%
			*	*	F.G	F.G		*	**	**				
More than 14 hours a day	3%	5%	2%	4%	7%	3%	0%	-	-	-	5%	3%	2%	3%
		B		F*	F.G	F		*	**	**				
Don't know	2%	2%	2%	6%	3%	2%	1%	2%	-	-	3%	2%	2%	1%
				E.F*	F			*	**	**				
Not applicable-I do not play video games on console or PC	45%	41%	49%	28%	30%	46%	61%	49%	-	-	43%	37%	52%	45%
		A		*		C.D	C.D.E	C.D*	**	**			J.K	

PYX_q2. Thinking about your console/PC video game playing habits since the Coronavirus (COVID-19) outbreak (i.e., since March 2020)... How much more or less have you played console/PC video games compared to before the outbreak?

Unweighted base	655	329	326	50	263	156	157	28	1	-	122	133	244	156
Base: All US adults that play video games on console or PC	657	343	314	49	254	153	167	33	1	-	123	160	218	156
Much more than usual	20%	21%	20%	48%	26%	16%	11%	3%	-	-	23%	17%	19%	22%
				D.E.F*	E.F			**	**	**				
Somewhat more than usual	26%	27%	24%	17%	32%	25%	19%	25%	-	-	32%	23%	21%	29%
			*	*	C.F			**	**	**	L			
About the same amount as before the outbreak	39%	38%	40%	15%	27%	45%	54%	68%	100%	-	30%	42%	45%	35%
			*	*	C.D	C.D		**	**	**			J	
Somewhat less than usual	5%	6%	3%	2%	6%	7%	3%	-	-	-	3%	7%	4%	6%
			*	*				**	**	**				
Much less than usual	5%	5%	6%	6%	3%	4%	11%	-	-	-	8%	4%	6%	4%
			*	*		D.E		**	**	**				
Don't know	5%	4%	6%	12%	7%	3%	2%	4%	-	-	3%	7%	5%	3%
			E.F*	F				**	**	**				

PYX_q2_rb. Thinking about your console/PC video game playing habits since the Coronavirus (COVID-19) outbreak (i.e., since March 2020)... How much more or less have you played console/PC video games compared to before the outbreak?

Unweighted base	1202	558	644	72	377	285	411	56	1	-	213	208	500	281
Base: All US adults (rebase)	1202	585	617	69	363	281	424	64	1	-	214	253	452	283
Much more than usual	11%	12%	10%	35%	18%	9%	4%	2%	-	-	13%	11%	9%	12%
				D.E.F.G*	E.F.G	F		*	**	**				
Somewhat more than usual	14%	16%	12%	12%	22%	14%	8%	13%	-	-	18%	15%	10%	16%
			*	*	E.F	F		*	**	**	L			L
About the same amount as before the outbreak	21%	22%	21%	11%	19%	24%	21%	35%	100%	-	17%	27%	22%	19%
			*	*	C	C		C.D.F*	**	**	J			
Somewhat less than usual	3%	4%	2%	1%	4%	4%	1%	-	-	-	2%	4%	2%	3%
			*	*	F	F		*	**	**				
Much less than usual	3%	3%	3%	4%	2%	2%	4%	-	-	-	5%	2%	3%	2%
			*	*				*	**	**				
Don't know	3%	2%	3%	8%	5%	1%	1%	2%	-	-	2%	5%	2%	2%
			E.F*	E.F				*	**	**				
Not applicable-I do not play video games on console or PC	45%	41%	49%	28%	30%	46%	61%	49%	-	-	43%	37%	52%	45%

YouGov RealTime
PlayStation and Xbox Purchase Interest

US_nat_int Sample: 6th - 7th August 2020



Total	Race				Education				Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship
	White	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad					
	N	O	P	Q	R	S	T	U					

PYX_q1. In a typical week, how much time, if any, do you spend playing video games on console or PC?

Unweighted base	1202	781	157	150	114	442	396	227	137	567	21	76	39	703
Base: All US adults	1202	767	143	188	104	485	372	219	126	561	23	72	38	694
Less than 1 hour a day	20%	21%	13%	20%	18%	17%	20%	22%	24%	20%	3%	28%	17%	20%
		O		*							**	*	*	
1 to 6 hours a day	23%	23%	20%	22%	30%	22%	27%	21%	21%	21%	14%	30%	20%	21%
			*	*							**	*	*	
7 to 14 hours a day	7%	5%	8%	11%	5%	6%	8%	3%	8%	6%	43%	2%	3%	7%
			N*	*			T		T		**	*	*	
More than 14 hours a day	3%	2%	7%	3%	4%	4%	3%	3%	3%	3%	-	2%	-	3%
			N	*							**	*	*	
Don't know	2%	2%	3%	3%	2%	3%	1%	1%	1%	2%	4%	2%	2%	2%
			*	*							**	*	*	
Not applicable-I do not play video games on console or PC	45%	46%	50%	41%	40%	47%	42%	50%	43%	48%	37%	37%	57%	47%
			*	*						AA	**	*	X*	

PYX_q2. Thinking about your console/PC video game playing habits since the Coronavirus (COVID-19) outbreak (i.e., since March 2020)... How much more or less have you played console/PC video games compared to before the outbreak?

Unweighted base	655	419	75	93	68	232	230	115	78	295	12	47	18	372
Base: All US adults that play video games on console or PC	657	410	72	112	62	258	217	110	72	289	14	45	16	366
Much more than usual	20%	16%	25%	32%	20%	20%	21%	16%	24%	19%	25%	15%	41%	20%
			*	N*	*				*		**	*	**	
Somewhat more than usual	26%	27%	21%	20%	33%	22%	25%	32%	31%	27%	21%	24%	19%	26%
			*	*	*				*		**	*	**	
About the same amount as before the outbreak	39%	46%	29%	26%	28%	38%	39%	45%	34%	42%	7%	40%	16%	40%
		O,P,Q	*	*	*				*	Z	**	*	**	
Somewhat less than usual	5%	3%	10%	7%	6%	5%	6%	4%	3%	4%	-	13%	7%	5%
			N*	*	*				*		**	V,Z,AB*	**	
Much less than usual	5%	4%	7%	9%	3%	7%	5%	4%	6%	5%	35%	2%	5%	6%
			*	*	*				*		**	*	**	
Don't know	5%	3%	7%	6%	9%	8%	5%	-	2%	3%	12%	6%	13%	4%
			*	*	N*	T	T		*		**	*	**	V

PYX_q2_rb. Thinking about your console/PC video game playing habits since the Coronavirus (COVID-19) outbreak (i.e., since March 2020)... How much more or less have you played console/PC video games compared to before the outbreak?

Unweighted base	1202	781	157	150	114	442	396	227	137	567	21	76	39	703
Base: All US adults (rebase)	1202	767	143	188	104	485	372	219	126	561	23	72	38	694
Much more than usual	11%	9%	13%	19%	12%	11%	12%	8%	14%	10%	16%	10%	17%	10%
				N*							**	*	AC*	
Somewhat more than usual	14%	14%	11%	12%	20%	12%	14%	16%	18%	14%	13%	15%	8%	14%
			*	O							**	*	*	
About the same amount as before the outbreak	21%	25%	15%	16%	17%	20%	22%	23%	20%	22%	4%	25%	7%	21%
		O,P	*	*						Y	**	Y*	*	Y
Somewhat less than usual	3%	2%	5%	4%	4%	3%	3%	2%	2%	2%	-	8%	3%	3%
			N	*	*						**	V,Z,AB*	*	
Much less than usual	3%	2%	4%	6%	2%	4%	3%	2%	3%	2%	22%	1%	2%	3%
			*	*	*					**	**	*	*	
Don't know	3%	2%	4%	3%	5%	4%	3%	-	1%	2%	8%	4%	5%	2%
			*	N	T	T				**	**	*	*	V
Not applicable-I do not play video games on console or PC	45%	46%	50%	41%	40%	47%	42%	50%	43%	48%	37%	37%	57%	47%

YouGov RealTime
PlayStation and Xbox Purchase Interest

US_nat_int Sample: 6th - 7th August 2020



Total	Marital Status						Parent or guardian of any children					Incc	
	Single	Divorced	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k
	AA	AB	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM

PYX_q1. In a typical week, how much time, if any, do you spend playing video games on console or PC?

Unweighted base	1202	296	110	46	19	2	26	287	407	653	501	48	388	328
Base: All US adults	1202	299	114	50	19	2	25	279	421	656	497	50	401	329
Less than 1 hour a day	20%	18%	24%	20%	26%	-	11%	21%	22%	22%	18%	8%	21%	21%
			*	*	**	**	**	AK	AK	AK	*	*	AO	AO
1 to 6 hours a day	23%	27%	25%	26%	15%	-	18%	28%	17%	22%	25%	15%	20%	27%
			*	*	**	**	**	AH,AI	AH	AH	AH	*	AL	AL
7 to 14 hours a day	7%	8%	2%	6%	5%	-	8%	9%	6%	7%	5%	11%	7%	6%
			*	*	**	**	**	**	**	**	*	*	*	*
More than 14 hours a day	3%	5%	2%	2%	11%	49%	4%	8%	1%	4%	3%	4%	3%	4%
			*	*	**	**	**	AH,AI,AJ	AH	AH	*	*	*	*
Don't know	2%	3%	2%	-	-	-	4%	2%	1%	1%	3%	8%	2%	1%
			*	*	**	**	**	**	**	**	AH	AG,AH,AI*	AG	AG
Not applicable-I do not play video games on console or PC	45%	40%	45%	47%	44%	51%	54%	32%	54%	45%	46%	54%	47%	41%
			*	*	**	**	**	**	AG,AI,AJ	AG	AG	AG*	AG*	AG*

PYX_q2. Thinking about your console/PC video game playing habits since the Coronavirus (COVID-19) outbreak (i.e., since March 2020)... How much more or less have you played console/PC video games compared to before the outbreak?

Unweighted base	655	177	59	24	11	1	11	195	180	356	276	23	209	194
Base: All US adults that play video games on console or PC	657	178	63	27	11	1	11	190	193	364	270	23	212	195
Much more than usual	20%	24%	22%	2%	19%	-	17%	29%	13%	21%	19%	20%	19%	17%
			*	**	**	**	**	AH,AI,AJ	AH	AH	**	**	**	**
Somewhat more than usual	26%	26%	28%	20%	25%	100%	8%	28%	22%	26%	26%	11%	27%	26%
			*	**	**	**	**	**	**	**	**	**	**	**
About the same amount as before the outbreak	39%	33%	41%	71%	47%	-	26%	33%	53%	42%	37%	18%	39%	44%
			*	**	**	**	**	**	AG,AI,AJ	AG	**	**	**	**
Somewhat less than usual	5%	6%	2%	3%	-	-	13%	4%	5%	4%	5%	20%	6%	5%
			*	**	**	**	**	**	**	**	**	**	**	**
Much less than usual	5%	4%	6%	-	9%	-	26%	3%	4%	4%	7%	10%	4%	4%
			*	**	**	**	**	**	**	**	**	**	**	**
Don't know	5%	7%	2%	3%	-	-	10%	3%	3%	3%	6%	21%	5%	3%
		V	*	**	**	**	**	**	**	**	**	**	**	**

PYX_q2_rb. Thinking about your console/PC video game playing habits since the Coronavirus (COVID-19) outbreak (i.e., since March 2020)... How much more or less have you played console/PC video games compared to before the outbreak?

Unweighted base	1202	296	110	46	19	2	26	287	407	653	501	48	388	328
Base: All US adults (rebase)	1202	299	114	50	19	2	25	279	421	656	497	50	401	329
Much more than usual	11%	14%	12%	1%	10%	-	8%	20%	6%	12%	10%	9%	10%	10%
			AC	AC*	*	**	**	AH,AI,AJ	AH	AH	AH	*	*	*
Somewhat more than usual	14%	15%	15%	11%	14%	49%	4%	19%	10%	14%	14%	5%	14%	16%
			*	*	**	**	**	AH,AI,AK	AH	AH	*	*	*	*
About the same amount as before the outbreak	21%	20%	23%	38%	26%	-	12%	22%	24%	23%	20%	9%	21%	26%
			Y*	V,Y,Z,AA*	**	**	**	AK	AK	AK	*	*	AO	AO
Somewhat less than usual	3%	3%	1%	2%	-	-	6%	3%	2%	2%	3%	9%	3%	3%
			*	*	**	**	**	**	**	**	**	AG,AH,AI,AJ*	AG	AG
Much less than usual	3%	2%	3%	-	5%	-	12%	2%	2%	2%	4%	5%	2%	3%
			*	*	**	**	**	**	**	**	**	*	*	*
Don't know	3%	4%	1%	2%	-	-	4%	2%	1%	2%	3%	10%	3%	2%
		V	*	*	**	**	**	**	**	**	**	AG,AH,AI,AJ*	AG	AG
Not applicable-I do not play video games on console or PC	45%	40%	45%	47%	44%	51%	54%	32%	54%	45%	46%	54%	47%	41%

YouGov RealTime
PlayStation and Xbox Purchase Interest

US_nat_int Sample: 6th - 7th August 2020



Total	Income		Type of Area Lived in			
	\$80k+	Don't know / Prefer not to say	Urban	Suburban/Town	Rural	Other
	AN	AO	AP	AQ	AR	AS

PYX_q1. In a typical week, how much time, if any, do you spend playing video games on console or PC?

Unweighted base	1202	313	173	364	571	259	8
Base: All US adults	1202	302	170	374	564	256	8
Less than 1 hour a day	20%	19%	14%	21%	20%	18%	**
1 to 6 hours a day	23%	23%	24%	22%	23%	24%	40%
7 to 14 hours a day	7%	8%	5%	8%	5%	8%	-
More than 14 hours a day	3%	4%	2%	6%	3%	1%	-
Don't know	2%	1%	6%	2%	1%	4%	-
Not applicable-I do not play video games on console or PC	45%	46%	50%	41%	48%	45%	60%

PYX_q2. Thinking about your console/PC video game playing habits since the Coronavirus (COVID-19) outbreak (i.e., since March 2020)... How much more or less have you played console/PC video games compared to before the outbreak?

Unweighted base	655	168	84	214	298	140	3
Base: All US adults that play video games on console or PC	657	164	85	220	292	141	3
Much more than usual	20%	26%	18%	28%	18%	13%	-
Somewhat more than usual	26%	25%	22%	30%	26%	20%	-
About the same amount as before the outbreak	39%	37%	33%	28%	42%	50%	66%
Somewhat less than usual	5%	4%	4%	6%	4%	5%	-
Much less than usual	5%	7%	9%	4%	6%	5%	34%
Don't know	5%	2%	13%	4%	4%	8%	-

PYX_q2_rb. Thinking about your console/PC video game playing habits since the Coronavirus (COVID-19) outbreak (i.e., since March 2020)... How much more or less have you played console/PC video games compared to before the outbreak?

Unweighted base	1202	313	173	364	571	259	8
Base: All US adults (rebase)	1202	302	170	374	564	256	8
Much more than usual	11%	14%	9%	17%	9%	7%	-
Somewhat more than usual	14%	14%	11%	17%	13%	11%	-
About the same amount as before the outbreak	21%	20%	16%	16%	22%	27%	26%
Somewhat less than usual	3%	2%	2%	4%	2%	3%	-
Much less than usual	3%	4%	5%	2%	3%	3%	14%
Don't know	3%	1%	6%	2%	2%	4%	-
Not applicable-I do not play video games on console or PC	45%	46%	50%	41%	48%	45%	60%

YouGov RealTime
PlayStation and Xbox Purchase Interest

US_nat_int Sample: 6th - 7th August 2020



Total	Gender		Generation							Region			
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West
		A	*		C.D	C.D.E	C.D*	**	**			J.K	

How interested, if at all, are you in purchasing any of these upcoming consoles to be released this 2020 holiday season (i.e., November to December 2020) for yourself or someone else? Please select one option on each row.

Q3_1. Sony's PS5

Unweighted base	1202	558	644	72	377	285	411	56	1	-	213	208	500	281
Base: All US adults	1202	585	617	69	363	281	424	64	1	-	214	253	452	283
Very interested	15%	19%	12%	21%	29%	17%	4%	-	-	-	18%	15%	15%	15%
		B		F.G*	E.F.G	F.G	*	**	**	**				
Somewhat interested	14%	18%	10%	20%	22%	15%	6%	1%	-	-	14%	17%	11%	15%
		B		F.G*	E.F.G	F.G	*	**	**	**				
Not very interested	8%	9%	8%	11%	12%	8%	5%	7%	-	-	8%	10%	8%	8%
			*	F	F			*	**	**				
Not at all interested	56%	49%	63%	34%	31%	53%	78%	89%	100%	-	52%	53%	61%	55%
		A	*			C.D	C.D.E	C.D.E*	**	**			J	
Don't know	6%	5%	8%	13%	6%	7%	6%	4%	-	-	9%	5%	6%	7%
			D.F*				*	**	**	**				

Q3_2. Microsoft's Xbox Series X

Unweighted base	1202	558	644	72	377	285	411	56	1	-	213	208	500	281
Base: All US adults	1202	585	617	69	363	281	424	64	1	-	214	253	452	283
Very interested	10%	12%	8%	5%	18%	12%	4%	-	-	-	11%	10%	11%	7%
		B		*	C.E.F.G	F.G	*	**	**	**				
Somewhat interested	13%	18%	9%	21%	22%	14%	7%	-	-	-	16%	14%	11%	15%
		B		F.G*	E.F.G	F.G	G	*	**	**				
Not very interested	10%	12%	8%	17%	15%	11%	5%	9%	-	-	10%	11%	9%	11%
		B		F*	F	F		*	**	**				
Not at all interested	60%	54%	66%	45%	39%	55%	79%	87%	100%	-	55%	59%	63%	60%
		A	*			D	C.D.E	C.D.E*	**	**				
Don't know	7%	5%	8%	12%	6%	8%	6%	4%	-	-	9%	6%	6%	6%
		A	*				*	**	**	**				

Based on what you've heard regarding the new console(s), how different, if at all, do you expect each of the following to be from previous console generations? Please select one option one each row.

Q4_1. Sony's PS5

Unweighted base	1202	558	644	72	377	285	411	56	1	-	213	208	500	281
Base: All US adults	1202	585	617	69	363	281	424	64	1	-	214	253	452	283
Very different	10%	13%	7%	18%	19%	9%	3%	3%	-	-	13%	8%	9%	10%
		B		E.F.G*	E.F.G	F	*	**	**	**				
Somewhat different	20%	23%	16%	27%	29%	23%	11%	1%	-	-	20%	24%	18%	18%
		B		F.G*	F.G	F.G	G	*	**	**				
Not very different	11%	11%	10%	14%	18%	12%	4%	7%	-	-	7%	15%	8%	14%
			F*	E.F.G	F			*	**	**		J.L	J.L	J.L
Not at all different	7%	8%	7%	10%	6%	11%	6%	5%	-	-	9%	6%	9%	4%
			*			D.F		*	**	**	M	M	M	
Not applicable-I have not heard anything about these consoles	52%	44%	60%	32%	28%	45%	77%	84%	100%	-	51%	47%	55%	54%
		A	*			D	C.D.E	C.D.E*	**	**				

Q4_2. Microsoft's Xbox Series X

Unweighted base	1202	558	644	72	377	285	411	56	1	-	213	208	500	281
Base: All US adults	1202	585	617	69	363	281	424	64	1	-	214	253	452	283
Very different	7%	9%	6%	13%	11%	10%	3%	3%	-	-	8%	6%	8%	7%
		B		F*	F	F	*	**	**	**				

YouGov RealTime
PlayStation and Xbox Purchase Interest

US_nat_int Sample: 6th - 7th August 2020



Total	Race				Education				Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	
	White	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad						
			*							AA	**	*	X*	

How interested, if at all, are you in purchasing any of these upcoming consoles to be released this 2020 holiday season (i.e., November to December 2020) for yourself or someone else? Please select one option on each row.

Q3_1. Sony's PS5

Unweighted base	1202	781	157	150	114	442	396	227	137	567	21	76	39	703
Base: All US adults	1202	767	143	188	104	485	372	219	126	561	23	72	38	694
Very interested	15%	13%	21%	21%	18%	16%	15%	14%	17%	16%	29%	18%	9%	16%
			N	N*						AC	**	AC*	*	AC
Somewhat interested	14%	11%	18%	19%	17%	15%	17%	10%	8%	11%	17%	13%	13%	11%
			N	N*			T,U			**	**	*	*	
Not very interested	8%	7%	6%	13%	13%	8%	11%	8%	4%	7%	11%	13%	15%	9%
			N	N*			U			**	**	*	AB*	V
Not at all interested	56%	64%	46%	38%	44%	54%	51%	63%	68%	63%	20%	47%	48%	59%
		O,P,Q	*	*				R,S	R,S	X,Z,AA	**	*	*	X,AA
Don't know	6%	5%	8%	10%	8%	8%	6%	5%	3%	3%	22%	9%	15%	5%
			*	*		U					**	V*	V,Z*	V

Q3_2. Microsoft's Xbox Series X

Unweighted base	1202	781	157	150	114	442	396	227	137	567	21	76	39	703
Base: All US adults	1202	767	143	188	104	485	372	219	126	561	23	72	38	694
Very interested	10%	9%	15%	10%	11%	9%	12%	8%	13%	11%	7%	13%	8%	11%
			N	*						**	**	*	*	
Somewhat interested	13%	12%	13%	21%	14%	15%	14%	11%	11%	12%	30%	12%	13%	13%
			N	N*						**	**	*	*	
Not very interested	10%	8%	13%	13%	16%	9%	13%	12%	5%	9%	15%	13%	12%	10%
			*	N			U	U		**	**	*	*	
Not at all interested	60%	66%	51%	47%	50%	59%	55%	65%	68%	64%	25%	53%	55%	61%
		O,P,Q	*	*				S	S	Z,AA	**	*	*	AA
Don't know	7%	5%	8%	9%	9%	8%	7%	5%	3%	4%	22%	10%	13%	6%
			*	*		U					**	V*	V*	V

Based on what you've heard regarding the new console(s), how different, if at all, do you expect each of the following to be from previous console generations? Please select one option on each row.

Q4_1. Sony's PS5

Unweighted base	1202	781	157	150	114	442	396	227	137	567	21	76	39	703
Base: All US adults	1202	767	143	188	104	485	372	219	126	561	23	72	38	694
Very different	10%	8%	12%	14%	12%	11%	10%	8%	8%	10%	19%	9%	8%	10%
			*	*						**	**	*	*	
Somewhat different	20%	16%	32%	23%	26%	18%	23%	20%	17%	18%	18%	23%	14%	18%
			N	*	N					AC	**	AC*	*	AC
Not very different	11%	10%	9%	15%	15%	11%	12%	10%	8%	9%	13%	16%	16%	10%
			*	*						**	**	AB*	*	V
Not at all different	7%	6%	6%	13%	5%	9%	6%	6%	7%	6%	19%	4%	2%	6%
			N*	*						**	**	*	*	
Not applicable-I have not heard anything about these consoles	52%	60%	42%	34%	42%	52%	49%	56%	60%	57%	31%	48%	61%	56%
		O,P,Q	*	*					S	AA	**	*	AA*	AA

Q4_2. Microsoft's Xbox Series X

Unweighted base	1202	781	157	150	114	442	396	227	137	567	21	76	39	703
Base: All US adults	1202	767	143	188	104	485	372	219	126	561	23	72	38	694
Very different	7%	6%	10%	10%	8%	7%	9%	6%	6%	7%	3%	10%	5%	7%
			*	*						**	**	*	*	

YouGov RealTime
PlayStation and Xbox Purchase Interest

US_nat_int Sample: 6th - 7th August 2020



Total	Marital Status						Parent or guardian of any children					Incc	
	Single	Divorced	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k
		*	*	**	**	**		AG.AI.AJ	AG	AG	AG*		

How interested, if at all, are you in purchasing any of these upcoming consoles to be released this 2020 holiday season (i.e., November to December 2020) for yourself or someone else? Please select one option on each row.

Q3_1. Sony's PS5

Unweighted base	1202	296	110	46	19	2	26	287	407	653	501	48	388	328
Base: All US adults	1202	299	114	50	19	2	25	279	421	656	497	50	401	329
Very interested	15%	17%	9%	1%	19%		49%	25%	33%	8%	18%	13%	11%	15%
		AC	*	*	**	**	**	AH.AI.AJ.AK	AH	AH	AH	*		
Somewhat interested	14%	19%	17%	13%	10%		11%	18%	11%	14%	13%	22%	16%	13%
		V.Z	*	*	**	**	**	AH.AI.AJ	AH	AH	AH	*	AO	
Not very interested	8%	10%	5%	8%	-		4%	9%	5%	7%	10%	18%	9%	10%
			*	*	**	**	**	AH	AH	AH	AH	AH.AI*		
Not at all interested	56%	46%	63%	72%	56%		51%	35%	71%	57%	57%	32%	53%	58%
			X.AA*	X.Y.AA*	**	**	**		AG.AI.AJ.AK	AG.AK	AG.AK	*		
Don't know	6%	8%	6%	6%	15%		18%	5%	5%	5%	8%	17%	8%	5%
		V	*	*	**	**	**					AG.AH.AI.AJ.*		

Q3_2. Microsoft's Xbox Series X

Unweighted base	1202	296	110	46	19	2	26	287	407	653	501	48	388	328
Base: All US adults	1202	299	114	50	19	2	25	279	421	656	497	50	401	329
Very interested	10%	11%	5%	3%	8%		15%	23%	6%	13%	7%	7%	9%	11%
			*	*	**	**	**	AH.AI.AJ.AK	AH.AJ	AH.AJ	AH	*		
Somewhat interested	13%	17%	14%	4%	16%		49%	12%	8%	14%	13%	22%	18%	11%
		AC	*	*	**	**	**	AH.AI.AJ	AH	AH	AH	AH*	AM.AO	
Not very interested	10%	13%	8%	13%	5%		14%	6%	9%	11%	17%	17%	9%	11%
			*	*	**	**	**	AH.AI	AH	AH	AH	AH*		
Not at all interested	60%	52%	67%	73%	55%		51%	37%	74%	59%	63%	35%	56%	62%
			AA*	X.AA*	**	**	**		AG.AI.AJ.AK	AG.AK	AG.AK	*		
Don't know	7%	7%	6%	6%	15%		18%	6%	6%	5%	7%	19%	8%	5%
			*	*	**	**	**					AG.AH.AI.AJ.*		

Based on what you've heard regarding the new console(s), how different, if at all, do you expect each of the following to be from previous console generations? Please select one option one each row.

Q4_1. Sony's PS5

Unweighted base	1202	296	110	46	19	2	26	287	407	653	501	48	388	328
Base: All US adults	1202	299	114	50	19	2	25	279	421	656	497	50	401	329
Very different	10%	10%	10%	3%	-		49%	17%	20%	5%	11%	8%	13%	9%
			*	*	**	**	**	AH.AI.AJ	AH	AH	AH	AH*		
Somewhat different	20%	29%	18%	4%	10%		8%	32%	15%	22%	17%	9%	20%	22%
		V.Z.AB.AC	AC*	*	**	**	**	AH.AI.AJ.AK	AH.AK	AH.AK	AH	*	AO	
Not very different	11%	13%	5%	12%	26%		16%	12%	6%	9%	13%	16%	12%	11%
		AB	*	*	**	**	**	AH.AI	AH	AH	AH.AI	AH*		
Not at all different	7%	9%	8%	4%	15%		14%	7%	5%	5%	9%	12%	9%	5%
			*	*	**	**	**				AH.AI	*	AM	
Not applicable-I have not heard anything about these consoles	52%	39%	59%	77%	49%		46%	29%	68%	53%	53%	51%	50%	54%
			AA*	V.X.Z.AA.AB*	**	**	**		AG.AI.AJ.AK	AG	AG	AG*		

Q4_2. Microsoft's Xbox Series X

Unweighted base	1202	296	110	46	19	2	26	287	407	653	501	48	388	328
Base: All US adults	1202	299	114	50	19	2	25	279	421	656	497	50	401	329
Very different	7%	9%	6%	5%	-		49%	11%	16%	5%	9%	6%	7%	6%
			*	*	**	**	**	AH.AI.AJ	AH	AH	AH	*		

YouGov RealTime
PlayStation and Xbox Purchase Interest

US_nat_int Sample: 6th - 7th August 2020



Total	Income		Type of Area Lived in			
	\$80k+	Don't know / Prefer not to say	Urban	Suburban/Town	Rural	Other
						**

How interested, if at all, are you in purchasing any of these upcoming consoles to be released this 2020 holiday season (i.e., November to December 2020) for yourself or someone else? Please select one option on each row.

Q3_1. Sony's PS5

Unweighted base	1202	313	173	364	571	259	8
Base: All US adults	1202	302	170	374	564	256	8
Very interested	15%	19%	12%	23%	13%	9%	13%
		AO		AQ.AR			**
Somewhat interested	14%	15%	8%	16%	13%	11%	12%
		AO					**
Not very interested	8%	7%	6%	7%	9%	8%	14%
							**
Not at all interested	56%	55%	62%	47%	58%	65%	61%
			AL		AP		**
Don't know	6%	4%	12%	7%	6%	7%	-
			AM.AN				**

Q3_2. Microsoft's Xbox Series X

Unweighted base	1202	313	173	364	571	259	8
Base: All US adults	1202	302	170	374	564	256	8
Very interested	10%	12%	6%	16%	9%	5%	-
		AO		AQ.AR	AR		**
Somewhat interested	13%	14%	6%	18%	12%	9%	25%
		AO		AQ.AR			**
Not very interested	10%	11%	10%	11%	10%	9%	14%
							**
Not at all interested	60%	58%	66%	49%	62%	70%	61%
			AL		AP	AP.AQ	**
Don't know	7%	4%	11%	7%	6%	7%	-
			AM.AN				**

Based on what you've heard regarding the new console(s), how different, if at all, do you expect each of the following to be from previous console generations? Please select one option one each row.

Q4_1. Sony's PS5

Unweighted base	1202	313	173	364	571	259	8
Base: All US adults	1202	302	170	374	564	256	8
Very different	10%	13%	7%	18%	7%	4%	-
				AQ.AR			**
Somewhat different	20%	20%	14%	23%	19%	16%	24%
							**
Not very different	11%	10%	11%	10%	12%	10%	-
							**
Not at all different	7%	6%	10%	8%	6%	8%	14%
			AM				**
Not applicable-I have not heard anything about these consoles	52%	52%	58%	40%	56%	62%	62%
					AP	AP	**

Q4_2. Microsoft's Xbox Series X

Unweighted base	1202	313	173	364	571	259	8
Base: All US adults	1202	302	170	374	564	256	8
Very different	7%	10%	6%	13%	6%	3%	-
				AQ.AR			**

YouGov RealTime
PlayStation and Xbox Purchase Interest

US_nat_int Sample: 6th - 7th August 2020



	Total	Gender		Generation						Region				
		Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West
Somewhat different	16%	20% B	13%	27% E.F.G*	25% E.F.G	15% G	10% G	- *	- **	- **	21% L	19%	14%	14%
Not very different	12%	14%	10%	16% F*	22% E.F.G	14% F	3%	7% *	- **	- **	9%	16% J.L	10%	14%
Not at all different	9%	10%	8%	7% *	10%	13% F	7%	5% *	- **	- **	12% M	7%	11% M	6%
Not applicable-I have not heard anything about these consoles	55%	47%	63% A	38% *	33%	48% D	77% C.D.E	86% C.D.E*	100% **	- **	51%	52%	57%	59%

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95%): A/B, C/D/E/F/G/H/I, J/K/L/M, N/O/P/Q, R/S/T/U, V/W/X/Y/Z/AA/AB/AC/AD/AE/AF, AG/AH/AI/AJ/AK, AL/AM/AN/AO, AP/AQ/AR/AS, Minimum Base: 30 (**), Small B

YouGov RealTime
PlayStation and Xbox Purchase Interest

US_nat_int Sample: 6th - 7th August 2020



	Total	Race				Education				Relationship				
		White	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship
Somewhat different	16%	13%	24% N	20% *	21% N	16%	18%	16%	13%	16% AC	18% **	17% AC*	13% *	16% AC
Not very different	12%	10%	12%	16% *	18% N	10%	15%	11%	14%	10% AC	19% **	11% *	18% *	11% AC
Not at all different	9%	7%	11%	16% N*	9%	11% S	7%	8%	7%	8% AC	23% **	8% *	-	8% AC
Not applicable-I have not heard anything about these consoles	55%	63% O.P.Q	43%	38% *	45%	55%	52%	59%	59%	59% AA	37% **	54% *	63% AA*	58% AA

Cell Contents (Colase: 100 (*))

YouGov RealTime
PlayStation and Xbox Purchase Interest

US_nat_int Sample: 6th - 7th August 2020



	Total	Marital Status					Parent or guardian of any children					Incc		
		Single	Divorced	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k
Somewhat different	16%	21%	13%	2%	11%	-	11%	27%	10%	17%	15%	18%	18%	17%
		AC	*	*	**	**	**	AH,AI,AJ		AH	AH	*	AO	AO
Not very different	12%	16%	12%	11%	24%	-	4%	15%	9%	11%	13%	17%	12%	13%
		V	*	*	**	**	**	AH,AI		AH		*		
Not at all different	9%	10%	5%	10%	15%	-	29%	9%	6%	7%	11%	19%	10%	7%
			*	*	**	**	**				AH,AI	AH,AI*		
Not applicable-I have not heard anything about these consoles	55%	44%	64%	72%	49%	51%	45%	33%	71%	55%	57%	38%	54%	56%
			AA*	AA*	**	**	**	AG,AI,AJ,AK		AG,AK	AG,AK	*		

Cell Contents (Col

YouGov RealTime
PlayStation and Xbox Purchase Interest

US_nat_int Sample: 6th - 7th August 2020



	Total	Income		Type of Area Lived in			
		\$80k+	Don't know / Prefer not to say	Urban	Suburban/ Town	Rural	Other
Somewhat different	16%	17% AO	9%	22% AQ,AR	15%	11%	24% **
Not very different	12%	12%	13%	11%	13%	11%	- **
Not at all different	9%	8%	13%	11%	8%	9%	14% **
Not applicable-I have not heard anything about these consoles	55%	54%	59%	42%	59% AP	66% AP	62% **

Cell Contents (Col