

Next Generation Console Launch – Great Britain, USA and France

Fieldwork dates: 8th – 11th Nov 2013

- All figures in percentages
- Base: Nationally representative sample of British adults aged 16-75 for GB (1013) and France and 18-75 (1014) for the USA (1001) unless otherwise stated
- Data have been weighted to the known population profile
- Interviews conducted online
- An asterisk represents a percentage less than 0.5 but greater than 0
- Numbers may not always add up to 100% due to computer rounding or multiple answers

GQ1

Which, if any, of the following gaming devices have you personally used to play videogames in the past 12 months?

	Total
Smartphone (e.g. iPhone, Android phone, etc.)	30%
Nintendo Wii / Wii U	25%
Tablet (e.g. iPad, Android tablet, etc.)	21%
Xbox 360	17%
PlayStation 3 (PS3)	16%
Nintendo DS / DSi / 3DS	14%
PlayStation Portable (PSP) / PS Vita	5%
None of the above	43%

Base: All adults aged 16-75 for GB and France and 18-75 for USA (n= 1013; 1014; 1001 respectively)

GQ2

Approximately, how often do you play videogames?

	Total
Every day or nearly every day	22%
At least once a week	18%
At least once a month	9%
Less often	18%
Never	34%
Weekly net	39%

Base: All adults aged 16-75 for GB and France and 18-75 for USA (n= 1013; 1014; 1001 respectively)

GQ3

Poll Conducted for Ubisoft

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Which of the following best applies to you? Would you say...

Total	I am considering buying this by the end of this year (ie by 31st Dec 2013/ including if you have already pre-ordered)	I am considering buying this in the next 12 months	I have not decided yet to buy this	I am not planning to buy this.
A PlayStation 4 (PS4)	9%	13%	20%	59%
B Xbox One	8%	10%	18%	65%

Base: All adults who play videogames (n= 2009)

GB	I am considering buying this by the end of this year (ie by 31st Dec 2013/ including if you have already pre-ordered)	I am considering buying this in the next 12 months	I have not decided yet to buy this	I am not planning to buy this.
A PlayStation 4 (PS4)	5%	8%	17%	69%
B Xbox One	5%	9%	14%	73%

Base: All adults who play videogames (n= 605)

USA	I am considering buying this by the end of this year (ie by 31st Dec 2013/ including if you have already pre-ordered)	I am considering buying this in the next 12 months	I have not decided yet to buy this	I am not planning to buy this.
A PlayStation 4 (PS4)	15%	18%	22%	45%
B Xbox One	15%	16%	21%	49%

Base: All adults who play videogames (n=788)

France	I am considering buying this by the end of this year (ie by 31st Dec 2013/ including if you have already pre-ordered)	I am considering buying this in the next 12 months	I have not decided yet to buy this	I am not planning to buy this.
A PlayStation 4 (PS4)	4%	9%	21%	66%
B Xbox One	2%	3%	18%	77%

Base: All adults who play video games (n= 616)

Poll Conducted for Ubisoft

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GQ4B

Which of the following publishers of videogames, if any, would you say has the most innovative games for next-generation console (Xbox One or PS4)?

	Hardcore Year One Next-Gen Intenders	Regular Year One Next-Gen Intenders	Male 18-35 Year One Next-Gen Intenders
EA	17%	16%	15%
Ubisoft	17%	16%	21%
Activision	12%	12%	13%
Warner Bros	10%	9%	7%
Capcom	9%	8%	5%
Take Two	7%	6%	5%
Other Publisher	3%	3%	3%
Don't know	26%	29%	31%

Base: All adults who play videogames (Hardcore Year One Next-Gen Intenders n = 300; Regular Year One Next-Gen Intenders n = 476; Male 18-35 Year One Next-Gen Intenders n = 195)

GQ5A

Looking at this list below, please indicate which one you are most excited about playing on the next-generation consoles (PS4 or Xbox One)?

	Hardcore Year One Next-Gen Intenders	Regular Year One Next-Gen Intenders	Male 18-35 Year One Next-Gen Intenders
Call of Duty: Ghosts	31%	32%	31%
Assassin's Creed IV: Black Flag	18%	17%	19%
Battlefield 4	12%	11%	11%
Need for Speed: Rivals	10%	10%	6%
Forza Motorsport 5 (Xbox One only)	5%	5%	6%
Killzone Shadow Fall (PS4 only)	7%	6%	7%
Ryse: Son of Rome (Xbox One only)	4%	4%	5%
None of these	13%	15%	15%

Base: All adults who play videogames (Hardcore Year One Next-Gen Intenders n = 300; Regular Year One Next-Gen Intenders n = 476; Male 18-35 Year One Next-Gen Intenders n = 195)