



## **Video Games**

**Fieldwork Dates: 17th - 18th December 2018**

**Conducted by YouGov  
On behalf of YouGov Omnibus**

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#### **BACKGROUND**

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

**Methodology:** This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists 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 contact YouGov Plc +1 888.729.0773 or email [omnibus.us@yougov.com](mailto:omnibus.us@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 1223 adults. Fieldwork was undertaken between 17th - 18th December 2018. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

**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.

# YouGov Omnibus

## Video Games

US\_nat Sample: 17th - 18th December 2018



Total	Gender		Age			Region				Race				No HS, High school graduate
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
	A	B	C	D	E	F	G	H	I	J	K	L	M	

In general, how many hours a week, if any, do you think children should be allowed to play video games? Please select one option on each COLUMN.

### GEV\_q1\_1. During the school year

Unweighted base	1223	553	670	322	405	496	241	259	451	272	850	151	145	77	440
<b>Base: All US Adults</b>	1223	597	626	362	379	482	218	257	460	288	816	143	192	72	495
Less than 1 hour	31%	27%	35%	23%	27%	40%	27%	34%	31%	29%	31%	25%	35%	31%	33%
1 to 3	31%	31%	31%	31%	32%	30%	31%	31%	30%	33%	33%	27%	24%	35%	26%
4 to 6	14%	15%	13%	16%	16%	11%	17%	14%	14%	12%	15%	15%	12%	8%	11%
7 to 9	6%	6%	7%	8%	7%	6%	7%	4%	7%	8%	7%	8%	2%	8%	6%
10 or more hours	5%	7%	2%	7%	5%	2%	4%	3%	5%	6%	5%	6%	5%	3%	6%
Not applicable – children should not be allowed to be video games at all during this time	13%	14%	12%	15%	13%	11%	13%	14%	13%	12%	10%	18%	22%	14%	19%
												J	J	*	O.P.Q

### GEV\_q1\_2. During summer vacation

Unweighted base	1223	553	670	322	405	496	241	259	451	272	850	151	145	77	440
<b>Base: All US Adults</b>	1223	597	626	362	379	482	218	257	460	288	816	143	192	72	495
Less than 1 hour	11%	10%	12%	10%	7%	15%	8%	12%	11%	13%	10%	13%	11%	18%	13%
1 to 3	29%	27%	31%	21%	31%	34%	30%	33%	27%	29%	31%	22%	28%	24%	27%
4 to 6	18%	17%	19%	18%	19%	18%	15%	17%	18%	22%	19%	18%	17%	17%	14%
7 to 9	14%	12%	16%	17%	11%	14%	17%	14%	12%	15%	14%	14%	12%	16%	13%
10 or more hours	17%	22%	13%	20%	21%	12%	18%	14%	22%	12%	18%	24%	12%	15%	16%
Not applicable – children should not be allowed to be video games at all during this time	10%	11%	10%	14%	11%	7%	11%	10%	10%	10%	8%	9%	20%	11%	16%
				E									J.K	*	O.P.Q

### GEV\_q1\_3. During short school breaks (e.g., winter and spring breaks)

Unweighted base	1223	553	670	322	405	496	241	259	451	272	850	151	145	77	440
<b>Base: All US Adults</b>	1223	597	626	362	379	482	218	257	460	288	816	143	192	72	495
Less than 1 hour	13%	13%	14%	11%	10%	18%	12%	12%	14%	15%	12%	13%	18%	14%	16%
1 to 3	32%	32%	33%	27%	30%	38%	31%	36%	31%	33%	35%	28%	25%	26%	30%
4 to 6	18%	16%	20%	18%	20%	17%	18%	19%	18%	17%	18%	25%	15%	17%	13%
7 to 9	14%	13%	14%	14%	15%	13%	17%	11%	14%	13%	14%	10%	13%	18%	12%
10 or more hours	11%	14%	9%	16%	13%	6%	10%	12%	12%	10%	11%	15%	8%	13%	12%
Not applicable – children should not be allowed to be video games at all during this time	11%	13%	10%	14%	12%	9%	12%	9%	11%	12%	9%	9%	21%	12%	17%
				E									J.K	*	O.P.Q

To what extent do you think agree or disagree with the following statements regarding video game usage? Please select one option on each row.

# YouGov Omnibus Video Games

US\_nat Sample: 17th - 18th December 2018



Total	Education			Marital Status						Children under the age of 18		Income		
	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB

In general, how many hours a week, if any, do you think children should be allowed to play video games? Please select one option on each COLUMN.

### GEV\_q1\_1. During the school year

Unweighted base	1223	420	228	135	589	31	126	60	352	65	309	914	440	352	269
<b>Base: All US Adults</b>	1223	380	223	125	573	33	120	60	379	59	296	927	446	335	259
Less than 1 hour	31%	30%	26%	36%	33%	32%	36%	37%	25%	33%	28%	32%	32%	33%	32%
1 to 3	31%	33%	40%	29%	32%	24%	33%	24%	31%	33%	33%	30%	31%	29%	32%
4 to 6	14%	16%	16%	20%	15%	16%	9%	11%	15%	15%	17%	13%	11%	16%	17%
7 to 9	6%	6%	9%	6%	7%	16%	6%	6%	6%	4%	9%	6%	6%	9%	6%
10 or more hours	5%	5%	2%	4%	4%	5%	4%	2%	5%	10%	5%	5%	4%	5%	6%
Not applicable – children should not be allowed to be video games at all during this time	13%	11%	7%	6%	10%	7%	12%	21%	18%	6%	8%	14%	17%	9%	6%
						**		R.W*	R.W	*		X	AA,AB		

### GEV\_q1\_2. During summer vacation

Unweighted base	1223	420	228	135	589	31	126	60	352	65	309	914	440	352	269
<b>Base: All US Adults</b>	1223	380	223	125	573	33	120	60	379	59	296	927	446	335	259
Less than 1 hour	11%	9%	9%	10%	12%	3%	12%	9%	10%	8%	7%	12%	12%	9%	11%
1 to 3	29%	28%	35%	30%	32%	38%	31%	37%	23%	26%	33%	28%	27%	35%	28%
4 to 6	18%	22%	20%	22%	19%	19%	22%	9%	17%	20%	20%	18%	18%	18%	22%
7 to 9	14%	13%	14%	17%	13%	15%	11%	19%	14%	21%	13%	14%	12%	13%	14%
10 or more hours	17%	19%	17%	14%	16%	23%	16%	11%	20%	18%	19%	17%	16%	17%	21%
Not applicable – children should not be allowed to be video games at all during this time	10%	8%	4%	7%	7%	3%	8%	14%	16%	7%	8%	11%	14%	7%	5%
						**		*	R.T	*			AA,AB		

### GEV\_q1\_3. During short school breaks (e.g., winter and spring breaks)

Unweighted base	1223	420	228	135	589	31	126	60	352	65	309	914	440	352	269
<b>Base: All US Adults</b>	1223	380	223	125	573	33	120	60	379	59	296	927	446	335	259
Less than 1 hour	13%	11%	11%	17%	14%	6%	15%	19%	11%	8%	11%	14%	14%	12%	15%
1 to 3	32%	33%	36%	33%	36%	37%	34%	29%	26%	34%	34%	32%	31%	35%	35%
4 to 6	18%	21%	23%	19%	18%	24%	17%	17%	17%	26%	19%	18%	18%	17%	19%
7 to 9	14%	14%	15%	17%	13%	17%	13%	17%	15%	15%	15%	13%	12%	17%	12%
10 or more hours	11%	11%	10%	9%	10%	14%	12%	3%	15%	8%	14%	10%	9%	11%	13%
Not applicable – children should not be allowed to be video games at all during this time	11%	10%	5%	5%	9%	3%	10%	15%	15%	8%	7%	12%	15%	8%	5%
		P				**		*	R	*		X	AA,AB		

To what extent do you think agree or disagree with the following statements regarding video game usage? Please select one option on each row.

# YouGov Omnibus

## Video Games

US\_nat Sample: 17th - 18th December 2018



Total	
	Prefer not to say
	AC

In general, how many hours a week, if any, do you think children should be allowed to play video games? Please select one option on each COLUMN.

GEV\_q1\_1. During the school year

Unweighted base	1223	162
<b>Base: All US Adults</b>	1223	183
Less than 1 hour	31%	24%
1 to 3	31%	32%
4 to 6	14%	14%
7 to 9	6%	5%
10 or more hours	5%	5%
Not applicable – children should not be allowed to be video games at all during this time	13%	20%
		AA,AB

GEV\_q1\_2. During summer vacation

Unweighted base	1223	162
<b>Base: All US Adults</b>	1223	183
Less than 1 hour	11%	10%
1 to 3	29%	26%
4 to 6	18%	14%
7 to 9	14%	20%
10 or more hours	17%	15%
Not applicable – children should not be allowed to be video games at all during this time	10%	14%
		AA,AB

GEV\_q1\_3. During short school breaks (e.g., winter and spring breaks)

Unweighted base	1223	162
<b>Base: All US Adults</b>	1223	183
Less than 1 hour	13%	11%
1 to 3	32%	28%
4 to 6	18%	17%
7 to 9	14%	15%
10 or more hours	11%	12%
Not applicable – children should not be allowed to be video games at all during this time	11%	17%
		AA,AB

To what extent do you think agree or disagree with the following statements regarding video game usage? Please select one option on each row.

# YouGov Omnibus Video Games

US\_nat Sample: 17th - 18th December 2018



Total	Gender		Age			Region				Race				No HS, High school graduate
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	

## GEV\_q2\_1. Kids shouldn't be allowed to play video games if they behave badly

Unweighted base	1134	518	616	295	371	468	222	244	420	248	800	139	125	70	393
<b>Base: All US Adults who think kids should play Video Games</b>	1120	545	574	319	346	455	197	239	422	262	764	133	157	66	430
Strongly agree	52%	51%	53%	48%	54%	53%	48%	56%	52%	52%	51%	51%	59%*	46%*	53%
Somewhat agree	25%	25%	26%	26%	22%	27%	28%	24%	26%	23%	28%	21%	18%*	20%*	22%
Neither agree nor disagree	15%	17%	13%	17%	15%	13%	15%	12%	15%	18%	14%	17%	15%*	18%*	18%
Somewhat disagree	4%	3%	4%	6% E	4%	2%	4%	4%	2%	5%	3%	2%	5%*	12% J,K*	3%
Strongly disagree	4%	4%	4%	3%	5%	5%	5%	3%	6%	3%	4%	8% J	3%*	4%*	5%

## GEV\_q2\_7. Kids shouldn't be allowed to play video games if they have bad grades

Unweighted base	1134	518	616	295	371	468	222	244	420	248	800	139	125	70	393
<b>Base: All US Adults who think kids should play Video Games</b>	1120	545	574	319	346	455	197	239	422	262	764	133	157	66	430
Strongly agree	44%	45%	44%	40%	45%	47%	41%	49%	46%	41%	41%	52% J	57% J,M*	37%*	49% P
Somewhat agree	27%	26%	28%	29%	25%	28%	27%	23%	30%	26%	30%	20%	20%*	22%*	23%
Neither agree nor disagree	18%	18%	17%	21% E	19%	15%	18%	18%	14%	22% H	17%	16%	15%*	29% J,L*	18%
Somewhat disagree	6%	6%	7%	6%	7%	6%	10% G	4%	5%	6%	7%	5%	5%*	8%*	5%
Strongly disagree	5%	5%	5%	4%	5%	5%	5%	5%	4%	5%	5%	7%	3%*	5%*	5%

## GEV\_q2\_2. As a reward for good behavior/grades, children should earn more video game playing time

Unweighted base	1134	518	616	295	371	468	222	244	420	248	800	139	125	70	393
<b>Base: All US Adults who think kids should play Video Games</b>	1120	545	574	319	346	455	197	239	422	262	764	133	157	66	430
Strongly agree	16%	18% B	13%	22% E	18% E	10%	13%	11%	18% G	19% G	12%	23% J	27% J*	18%*	20% P
Somewhat agree	38%	37%	39%	37% E	43% E	35%	40%	42%	39%	32%	40%	36%	31%*	35%*	36%
Neither agree nor disagree	28%	28%	28%	25% D	26% D	32%	32%	27%	25%	31%	30%	25%	23%*	25%*	28%
Somewhat disagree	11%	11%	11%	12%	8%	12%	10%	11%	10%	13%	12% K	5%	12%*	9%*	11%
Strongly disagree	7%	5%	8%	3%	6% C,D	10% C,D	5%	9%	8%	5%	6%	11% J	7%*	13% J*	7%

## GEV\_q2\_3. Video games help children build hand/eye coordination

Unweighted base	1134	518	616	295	371	468	222	244	420	248	800	139	125	70	393
<b>Base: All US Adults who think kids should play Video Games</b>	1120	545	574	319	346	455	197	239	422	262	764	133	157	66	430
Strongly agree	21%	25% B	17%	25% E	25% E	15%	21%	18%	22%	21%	20%	28% J	20%*	19%*	20%
Somewhat agree	45%	41%	49% A	45% A	39% D	50% D	44%	44%	46%	45%	49% K,L	35%	37%*	38%*	44%
Neither agree nor disagree	21%	20%	22%	16%	25%	22%	21%	25%	20%	20%	19%	19%	27%	29%	21%

# YouGov Omnibus Video Games

US\_nat Sample: 17th - 18th December 2018



Total	Education			Marital Status						Children under the age of 18		Income		
	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+

GEV\_q2\_1. Kids shouldn't be allowed to play video games if they behave badly

Unweighted base	1134	390	221	130	556	30	116	53	318	61	292	842	400	333	259
<b>Base: All US Adults who think kids should play Video Games</b>	1120	354	216	120	539	32	111	53	329	55	279	841	396	316	250
Strongly agree	52%	53%	54%	45%	53%	47% **	54%	56% *	50%	57% *	57%	50%	53%	53%	50%
Somewhat agree	25%	25%	25%	35% N.O.P	26%	21% **	21%	30% *	25%	26% *	20%	27% X	22%	25%	26%
Neither agree nor disagree	15%	13%	13%	12%	14%	21% **	19%	9% *	16%	9% *	14%	15%	17%	13%	15%
Somewhat disagree	4%	4%	4%	3%	4%	5% **	3%	- *	4%	6% *	5%	3%	3%	4%	5%
Strongly disagree	4%	4%	4%	5%	4%	6% **	3%	6% *	5%	1% *	4%	4%	5%	5%	3%

GEV\_q2\_7. Kids shouldn't be allowed to play video games if they have bad grades

Unweighted base	1134	390	221	130	556	30	116	53	318	61	292	842	400	333	259
<b>Base: All US Adults who think kids should play Video Games</b>	1120	354	216	120	539	32	111	53	329	55	279	841	396	316	250
Strongly agree	44%	43%	40%	40%	44%	47% **	53% V	51% *	41%	44% *	48%	43%	46%	42%	42%
Somewhat agree	27%	29%	32% N	29%	31% T	18% **	19%	29% *	25%	25% *	25%	28%	25%	28%	31%
Neither agree nor disagree	18%	17%	18%	18%	15%	21% **	16%	14% *	23% R	18% *	15%	18%	19%	16%	16%
Somewhat disagree	6%	7%	8%	6%	6%	9% **	9%	4% *	6%	4% *	7%	6%	5%	8%	7%
Strongly disagree	5%	5%	2%	6%	5%	5% **	3%	2% *	4%	9% *	4%	5%	5%	6%	4%

GEV\_q2\_2. As a reward for good behavior/grades, children should earn more video game playing time

Unweighted base	1134	390	221	130	556	30	116	53	318	61	292	842	400	333	259
<b>Base: All US Adults who think kids should play Video Games</b>	1120	354	216	120	539	32	111	53	329	55	279	841	396	316	250
Strongly agree	16%	15%	11%	14%	13%	28% **	15%	12% *	20% R	20% *	18%	15%	18%	14%	15%
Somewhat agree	38%	40%	42%	37%	38%	33% **	37%	40% *	40%	34% *	42%	37%	40%	43% AB	32%
Neither agree nor disagree	28%	30%	26%	29%	29%	22% **	26%	29% *	27%	29% *	24%	30%	27%	25%	33%
Somewhat disagree	11%	10%	12%	11%	12%	14% **	11%	13% *	9%	12% *	11%	11%	9%	12%	12%
Strongly disagree	7%	5%	9% O	9%	8%	3% **	11% V	6% *	5%	5% *	6%	7%	6%	5%	8%

GEV\_q2\_3. Video games help children build hand/eye coordination

Unweighted base	1134	390	221	130	556	30	116	53	318	61	292	842	400	333	259
<b>Base: All US Adults who think kids should play Video Games</b>	1120	354	216	120	539	32	111	53	329	55	279	841	396	316	250
Strongly agree	21%	22%	22%	16%	19%	35% **	16%	11% *	26% R.T.U	22% *	22%	21%	20%	21%	25%
Somewhat agree	45%	46%	44%	49%	48%	33% V	50%	45% *	40%	44% *	42%	46%	44%	48%	44%
Neither agree nor disagree	21%	22%	19%	20%	20%	21% **	24%	25% *	21%	18% *	23%	20%	25%	19%	17%

# YouGov Omnibus

## Video Games

US\_nat Sample: 17th - 18th December 2018



Total	
	Prefer not to say

GEV\_q2\_1. Kids shouldn't be allowed to play video games if they behave badly

Unweighted base	1134	142
<b>Base: All US Adults who think kids should play Video Games</b>	1120	158
Strongly agree	52%	50% *
Somewhat agree	25%	31% *
Neither agree nor disagree	15%	12% *
Somewhat disagree	4%	3% *
Strongly disagree	4%	4% *

GEV\_q2\_7. Kids shouldn't be allowed to play video games if they have bad grades

Unweighted base	1134	142
<b>Base: All US Adults who think kids should play Video Games</b>	1120	158
Strongly agree	44%	49% *
Somewhat agree	27%	23% *
Neither agree nor disagree	18%	19% *
Somewhat disagree	6%	6% *
Strongly disagree	5%	3% *

GEV\_q2\_2. As a reward for good behavior/grades, children should earn more video game playing time

Unweighted base	1134	142
<b>Base: All US Adults who think kids should play Video Games</b>	1120	158
Strongly agree	16%	17% *
Somewhat agree	38%	33% *
Neither agree nor disagree	28%	29% *
Somewhat disagree	11%	11% *
Strongly disagree	7%	10% *

GEV\_q2\_3. Video games help children build hand/eye coordination

Unweighted base	1134	142
<b>Base: All US Adults who think kids should play Video Games</b>	1120	158
Strongly agree	21%	17% *
Somewhat agree	45%	45% *
Neither agree nor disagree	21%	20% *



# YouGov Omnibus

## Video Games

US\_nat Sample: 17th - 18th December 2018



	Total	Gender		Age			Region				Race				No HS, High school graduate		
		Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)			
Somewhat disagree	8%	8%	7%	9%	C	7%	7%	9%	7%	7%	9%	7%	9%	12%	*	*	8%
Strongly disagree	5%	5%	5%	6%	4%	6%	5%	6%	5%	5%	5%	4%	9%	5%	*	10%	6%

### GEV\_q2\_4. Playing video games as a family helps build/strengthen parent-child bonds/bonding

Unweighted base	1134	518	616	295	371	468	222	244	420	248	800	139	125	70	393
<b>Base: All US Adults who think kids should play Video Games</b>	1120	545	574	319	346	455	197	239	422	262	764	133	157	66	430
Strongly agree	16%	18%	13%	24%	16%	10%	17%	10%	18%	16%	13%	29%	20%	9%	17%
Somewhat agree	37%	32%	41%	36%	39%	35%	37%	36%	38%	35%	37%	33%	35%	41%	33%
Neither agree nor disagree	29%	29%	29%	24%	29%	32%	31%	31%	28%	29%	31%	24%	28%	23%	31%
Somewhat disagree	11%	12%	9%	10%	8%	13%	8%	13%	9%	13%	12%	4%	11%	10%	10%
Strongly disagree	8%	8%	8%	7%	8%	9%	7%	10%	8%	7%	7%	10%	6%	18%	9%

### GEV\_q2\_5. Video games allow kids to stay up-to-date with each other

Unweighted base	1134	518	616	295	371	468	222	244	420	248	800	139	125	70	393
<b>Base: All US Adults who think kids should play Video Games</b>	1120	545	574	319	346	455	197	239	422	262	764	133	157	66	430
Strongly agree	9%	11%	7%	16%	9%	4%	10%	3%	11%	9%	6%	19%	13%	13%	10%
Somewhat agree	28%	28%	28%	35%	31%	22%	32%	29%	28%	25%	28%	26%	31%	28%	24%
Neither agree nor disagree	36%	34%	39%	25%	40%	42%	32%	38%	37%	38%	39%	34%	32%	28%	38%
Somewhat disagree	13%	13%	13%	13%	11%	15%	13%	13%	14%	13%	13%	10%	17%	15%	14%
Strongly disagree	13%	14%	12%	11%	9%	17%	13%	16%	10%	15%	14%	10%	8%	16%	14%

### GEV\_q2\_6. Video games help kids build teamwork skills

Unweighted base	1134	518	616	295	371	468	222	244	420	248	800	139	125	70	393
<b>Base: All US Adults who think kids should play Video Games</b>	1120	545	574	319	346	455	197	239	422	262	764	133	157	66	430
Strongly agree	11%	14%	8%	22%	10%	4%	13%	7%	12%	12%	9%	18%	15%	10%	13%
Somewhat agree	30%	28%	32%	35%	33%	24%	32%	24%	33%	28%	29%	29%	35%	31%	25%
Neither agree nor disagree	32%	30%	35%	24%	33%	38%	32%	38%	29%	33%	34%	31%	30%	25%	35%
Somewhat disagree	16%	18%	14%	13%	15%	18%	11%	19%	15%	16%	17%	13%	11%	16%	16%
Strongly disagree	11%	11%	11%	7%	9%	16%	12%	12%	10%	11%	11%	9%	9%	17%	11%

### anychild. At any point in your life have you been a parent or guardian of a child, or not?

Unweighted base	1223	553	670	322	405	496	241	259	451	272	850	151	145	77	440
<b>Base: All US Adults</b>	1223	597	626	362	379	482	218	257	460	288	816	143	192	72	495
Yes	63%	57%	69%	35%	67%	81%	62%	66%	67%	55%	66%	63%	57%	52%	66%

# YouGov Omnibus

## Video Games

US\_nat Sample: 17th - 18th December 2018



Total	Education			Marital Status						Children under the age of 18		Income		
	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
Somewhat disagree	8%	5%	10%	9%	7%	8%	10%	8%	14%	7%	8%	7%	7%	9%
Strongly disagree	5%	4%	6%	6%	6%	3%	9%	5%	2%	6%	5%	5%	5%	6%

### GEV\_q2\_4. Playing video games as a family helps build/strengthen parent-child bonds/bonding

Unweighted base	1134	390	221	130	556	30	116	53	318	61	292	842	400	333	259
<b>Base: All US Adults who think kids should play Video Games</b>	1120	354	216	120	539	32	111	53	329	55	279	841	396	316	250
Strongly agree	16%	16%	15%	12%	13%	17%	11%	12%	22%	18%	19%	15%	19%	15%	16%
Somewhat agree	37%	39%	39%	38%	40%	37%	30%	41%	33%	36%	36%	37%	35%	40%	34%
Neither agree nor disagree	29%	27%	27%	29%	28%	27%	39%	35%	28%	24%	27%	30%	28%	28%	30%
Somewhat disagree	11%	12%	10%	9%	10%	14%	12%	8%	10%	13%	9%	11%	11%	10%	11%
Strongly disagree	8%	5%	10%	12%	9%	5%	8%	4%	7%	10%	9%	8%	7%	7%	10%

### GEV\_q2\_5. Video games allow kids to stay up-to-date with each other

Unweighted base	1134	390	221	130	556	30	116	53	318	61	292	842	400	333	259
<b>Base: All US Adults who think kids should play Video Games</b>	1120	354	216	120	539	32	111	53	329	55	279	841	396	316	250
Strongly agree	9%	8%	8%	9%	7%	26%	3%	5%	14%	7%	12%	8%	11%	8%	8%
Somewhat agree	28%	32%	28%	32%	25%	8%	29%	27%	34%	34%	32%	27%	27%	29%	30%
Neither agree nor disagree	36%	35%	37%	35%	39%	47%	42%	40%	28%	36%	34%	37%	37%	38%	33%
Somewhat disagree	13%	13%	12%	14%	13%	10%	15%	14%	14%	9%	12%	14%	15%	13%	13%
Strongly disagree	13%	12%	15%	10%	15%	8%	11%	14%	10%	14%	10%	14%	10%	12%	16%

### GEV\_q2\_6. Video games help kids build teamwork skills

Unweighted base	1134	390	221	130	556	30	116	53	318	61	292	842	400	333	259
<b>Base: All US Adults who think kids should play Video Games</b>	1120	354	216	120	539	32	111	53	329	55	279	841	396	316	250
Strongly agree	11%	9%	11%	10%	9%	17%	5%	4%	17%	9%	13%	10%	11%	9%	13%
Somewhat agree	30%	37%	28%	28%	28%	37%	26%	31%	33%	34%	34%	28%	29%	31%	30%
Neither agree nor disagree	32%	32%	29%	30%	35%	24%	31%	40%	28%	29%	32%	32%	36%	31%	28%
Somewhat disagree	16%	13%	19%	14%	16%	17%	22%	9%	14%	13%	13%	16%	15%	17%	18%
Strongly disagree	11%	9%	12%	18%	12%	5%	15%	16%	8%	16%	7%	13%	9%	12%	11%

### anychild. At any point in your life have you been a parent or guardian of a child, or not?

Unweighted base	1223	420	228	135	589	31	126	60	352	65	309	914	440	352	269
<b>Base: All US Adults</b>	1223	380	223	125	573	33	120	60	379	59	296	927	446	335	259
Yes	63%	61%	61%	64%	84%	86%	88%	89%	19%	52%	97%	53%	60%	72%	67%

# YouGov Omnibus

## Video Games

US\_nat Sample: 17th - 18th December 2018



	Total	Prefer not to say
Somewhat disagree	8%	11%
Strongly disagree	5%	7%

### GEV\_q2\_4. Playing video games as a family helps build/strengthen parent-child bonds/bonding

	Unweighted base	1134	142
<b>Base: All US Adults who think kids should play Video Games</b>	1120	158	
Strongly agree	16%	11%	*
Somewhat agree	37%	37%	*
Neither agree nor disagree	29%	33%	*
Somewhat disagree	11%	10%	*
Strongly disagree	8%	9%	*

### GEV\_q2\_5. Video games allow kids to stay up-to-date with each other

	Unweighted base	1134	142
<b>Base: All US Adults who think kids should play Video Games</b>	1120	158	
Strongly agree	9%	8%	*
Somewhat agree	28%	29%	*
Neither agree nor disagree	36%	37%	*
Somewhat disagree	13%	10%	*
Strongly disagree	13%	16%	*

### GEV\_q2\_6. Video games help kids build teamwork skills

	Unweighted base	1134	142
<b>Base: All US Adults who think kids should play Video Games</b>	1120	158	
Strongly agree	11%	11%	*
Somewhat agree	30%	32%	*
Neither agree nor disagree	32%	33%	*
Somewhat disagree	16%	10%	*
Strongly disagree	11%	14%	*

### anychild. At any point in your life have you been a parent or guardian of a child, or not?

	Unweighted base	1223	162
<b>Base: All US Adults</b>	1223	183	
Yes	63%	50%	

# YouGov Omnibus

## Video Games

US\_nat Sample: 17th - 18th December 2018



Total	Gender		Age			Region				Race				No HS, High school graduate
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
No	37%													
	43%	31%	65%	33%	19%	38%	34%	33%	45%	34%	37%	43%	48%	34%
	B		D.E	E					G.H				J*	

GEV\_q3. How often, if ever, do you typically play video games with your child(ren)?

	Unweighted base	749	322	427	118	256	375	143	170	292	144	540	90	84	35	289
<b>Base: All US Adults who think kids should play Video Games and Have Kids</b>	725	327	398	121	237	367	124	163	291	147	507	87	99	33	299	
Everyday	4%	4%	4%	12%	4%	0%	4%	0%	5%	6%	2%	7%	10%	3%	6%	
				D.E*	E		G		G		J*	J*	*	*	P	
A few times a week	10%	16%	6%	24%	15%	3%	7%	8%	13%	10%	8%	18%	12%	20%	10%	
		B		E*	E						J*	*	*	J*		
Once a week	5%	6%	4%	9%	8%	1%	2%	4%	5%	8%	3%	9%	8%	5%	5%	
				E*	E					F		J*	*	*		
A few times a week (1)	4%	4%	5%	5%	8%	2%	6%	3%	6%	3%	4%	7%	6%	-	6%	
				*	E						*	*	*	*		
Once a month	5%	4%	5%	5%	8%	3%	5%	7%	3%	4%	4%	4%	8%	10%	4%	
				*	E						*	*	*	J*		
A few times a year	7%	6%	8%	5%	11%	5%	9%	8%	6%	6%	8%	5%	2%	17%	4%	
				*	E						*	*	*	KL*		
Once a year	1%	1%	2%	1%	2%	1%	1%	-	2%	3%	1%	1%	3%	-	2%	
				*					G		*	*	*	*		
Less often than once a year	9%	8%	9%	6%	9%	9%	12%	9%	7%	8%	9%	6%	7%	8%	6%	
				*							*	*	*	*		
Never	55%	52%	58%	33%	36%	75%	53%	61%	54%	53%	61%	43%	44%	38%	57%	
				*		C.D					K.L.M	*	*	*		

Which, if any, are you planning to purchase for yourself or others this holiday season? Please select all that apply on each row.

GEV\_q4\_2. New video game(s)

	Unweighted base	1223	553	670	322	405	496	241	259	451	272	850	151	145	77	440
<b>Base: All US Adults</b>	1223	597	626	362	379	482	218	257	460	288	816	143	192	72	495	
For myself	13%	21%	6%	29%	11%	2%	14%	12%	14%	12%	11%	23%	14%	15%	15%	
		B		D.E	E						J		*	*		
For a child under the age of 18	14%	16%	13%	19%	20%	6%	14%	12%	16%	13%	11%	30%	17%	15%	18%	
				E	E						J.L.M		*	P.Q		
For another adult	7%	6%	7%	10%	8%	4%	7%	6%	6%	8%	6%	9%	5%	11%	6%	
				E	E								*	*		
Not applicable - I do not plan to purchase this for anyone	71%	64%	78%	52%	67%	89%	70%	74%	69%	73%	77%	49%	66%	65%	67%	
			A		C						K.L.M		K	K*		

GEV\_q4\_3. A new video game console (PlayStation 4, Xbox One, Nintendo Switch, etc.)

	Unweighted base	1223	553	670	322	405	496	241	259	451	272	850	151	145	77	440
<b>Base: All US Adults</b>	1223	597	626	362	379	482	218	257	460	288	816	143	192	72	495	
For myself	7%	11%	3%	12%	9%	1%	7%	4%	8%	7%	4%	14%	11%	11%	8%	
		B		E	E						J	J	J*	*		
For a child under the age of 18	9%	10%	9%	13%	14%	3%	8%	6%	12%	9%	6%	21%	15%	13%	11%	
				E	E				G		J	J	J*	*		
For another adult	4%	4%	4%	8%	5%	1%	4%	2%	6%	4%	4%	11%	2%	6%	6%	
				E	E						J.L		*	*		
Not applicable - I do not plan to purchase this for anyone	83%	79%	86%	70%	78%	95%	84%	89%	78%	84%	88%	66%	74%	74%	79%	
			A		C			H			K.L.M		*	*		

GEV\_q4\_4. A new portable video game system (e.g., PS Vita, Nintendo 3DS, Leapfrog, etc.)

	Unweighted base	1223	553	670	322	405	496	241	259	451	272	850	151	145	77	440
<b>Base: All US Adults</b>	1223	597	626	362	379	482	218	257	460	288	816	143	192	72	495	
For myself	5%	7%	3%	12%	3%	1%	5%	1%	7%	5%	3%	10%	6%	7%	6%	

# YouGov Omnibus Video Games

US\_nat Sample: 17th - 18th December 2018



Total	Education			Marital Status						Children under the age of 18		Income			
	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	
No	37%	39%	39%	36%	16%	14% **	12%	11% *	81% R.T.U.W	49% R.T.U.*	3%	47% X	40% AA	28%	33%

GEV\_q3. How often, if ever, do you typically play video games with your child(ren)?

	Unweighted base	244	133	83	475	25	101	47	69	32	285	464	250	242	178
<b>Base: All US Adults who think kids should play Video Games and Have Kids</b>	725	217	133	77	459	28	98	47	66	29	272	454	250	230	166
Everyday	4%	2%	1%	4% -	4%	3% **	1% -	-	11% R.T.U.*	-	7% **	2%	6%	3%	3%
A few times a week	10%	9%	12%	12% -	12% T	5% **	4% -	5% *	13% -	8% **	22% Y	3%	10%	12%	12%
Once a week	5%	5%	4%	5% -	4%	22% **	4% -	2% *	7% -	6% **	8% Y	3%	5%	4%	5%
A few times a week (1)	4%	4%	3%	3% -	5%	15% **	1% -	2% *	4% -	8% **	8% Y	2%	6%	4%	3%
Once a month	5%	5%	5%	2% -	4%	13% **	6% -	-	6% -	3% **	8% Y	3%	5%	5%	4%
A few times a year	7%	9% N	9% N	8% -	8%	6% **	5% -	3% *	6% -	9% **	8% Y	6%	5%	6%	12% Z.AA.AC
Once a year	1%	1%	1%	1% -	1%	7% **	3% -	-	2% -	-	2% **	1%	2%	2%	1%
Less often than once a year	9%	11%	11%	9% -	8%	10% **	7% -	4% *	15% -	7% **	8% Y	9%	8%	6%	12%
Never	55%	53%	55%	55% -	54% V	19% **	69% R.V*	83% R.V*	36% -	59% **	28% Y	71% X	53% AA	57% AB	47%

Which, if any, are you planning to purchase for yourself or others this holiday season? Please select all that apply on each row.

GEV\_q4\_2. New video game(s)

	Unweighted base	420	228	135	589	31	126	60	352	65	309	914	440	352	269
<b>Base: All US Adults</b>	1223	380	223	125	573	33	120	60	379	59	296	927	446	335	259
For myself	13%	12%	11%	10%	10%	20% **	1%	3% *	23% R.T.U.W	11% T*	17% Y	12%	13%	12%	15%
For a child under the age of 18	14%	14%	11%	9%	16%	26% **	12%	14% *	12% R.T.U	15% *	34% Y	8%	15% AC	14% AC	19% AC
For another adult	7%	10% N.P.Q	5%	3%	7%	10% **	6%	1% -	6% U.V*	14% Y	10% Y	6%	9%	6%	6%
Not applicable - I do not plan to purchase this for anyone	71%	70%	76% N	81% N.O	73% V	46% **	83% R.V.W	84% V.W*	65% -	67% *	51% X	77% X	69% AA	72% AB	67%

GEV\_q4\_3. A new video game console (PlayStation 4, Xbox One, Nintendo Switch, etc.)

	Unweighted base	420	228	135	589	31	126	60	352	65	309	914	440	352	269
<b>Base: All US Adults</b>	1223	380	223	125	573	33	120	60	379	59	296	927	446	335	259
For myself	7%	7%	6%	4%	5%	14% **	2%	1% *	12% R.T.U	6% *	9% Y	6%	6%	6%	7%
For a child under the age of 18	9%	9%	7%	7%	11%	12% **	6%	5% -	8% R.T.U	11% *	23% Y	5%	11% AC	11% AC	7% AC
For another adult	4%	4%	3%	3%	4%	7% **	2%	-	4% R.T.U.V*	11% Y	7% Y	3%	5%	4%	4%
Not applicable - I do not plan to purchase this for anyone	83%	82%	87% N	89% N	83% V	72% **	92% R.V.W	94% V.W*	78% -	76% *	66% X	88% X	82% AA	81% AB	85%

GEV\_q4\_4. A new portable video game system (e.g., PS Vita, Nintendo 3DS, Leapfrog, etc.)

	Unweighted base	420	228	135	589	31	126	60	352	65	309	914	440	352	269
<b>Base: All US Adults</b>	1223	380	223	125	573	33	120	60	379	59	296	927	446	335	259
For myself	5%	4%	4%	4%	4%	5%	-	-	9%	3%	6%	4%	5%	4%	6%

# YouGov Omnibus

## Video Games

US\_nat Sample: 17th - 18th December 2018



	<b>Total</b>	
		<b>Prefer not to say</b>
No	37%	50%
		AA,AB

GEV\_q3. How often, if ever, do you typically play video games with your child(ren)?

	Unweighted base	749	79
<b>Base: All US Adults who think kids should play Video Games and Have Kids</b>		725	80
Everyday	4%	2%	*
A few times a week	10%	5%	*
Once a week	5%	4%	*
A few times a week (1)	4%	2%	*
Once a month	5%	1%	*
A few times a year	7%	3%	*
Once a year	1%	1%	*
Less often than once a year	9%	10%	*
Never	55%	72%	Z,AA,AB*

Which, if any, are you planning to purchase for yourself or others this holiday season? Please select all that apply on each row.

GEV\_q4\_2. New video game(s)

	Unweighted base	1223	162
<b>Base: All US Adults</b>		1223	183
For myself	13%	12%	
For a child under the age of 18	14%	7%	
For another adult	7%	4%	
Not applicable - I do not plan to purchase this for anyone	71%	79%	Z,AB

GEV\_q4\_3. A new video game console (PlayStation 4, Xbox One, Nintendo Switch, etc.)

	Unweighted base	1223	162
<b>Base: All US Adults</b>		1223	183
For myself	7%	8%	
For a child under the age of 18	9%	5%	
For another adult	4%	3%	
Not applicable - I do not plan to purchase this for anyone	83%	84%	

GEV\_q4\_4. A new portable video game system (e.g., PS Vita, Nintendo 3DS, Leapfrog, etc.)

	Unweighted base	1223	162
<b>Base: All US Adults</b>		1223	183
For myself	5%	6%	

**YouGov Omnibus**  
**Video Games**

US\_nat Sample: 17th - 18th December 2018



	Total	Gender		Age			Region				Race				No HS, High school graduate
		Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
		B		D,E	E		G		G	G		J		*	
For a child under the age of 18	7%	8%	6%	11%	10%	1%	6%	4%	9%	7%	4%	14%	11%	9%	8%
				E	E				G			J	J	*	
For another adult	2%	3%	2%	4%	4%	1%	3%	1%	3%	2%	2%	7%	3%	2%	3%
				E	E							J		*	
Not applicable - I do not plan to purchase this for anyone	87%	83%	90%	75%	86%	97%	88%	93%	83%	87%	91%	74%	80%	82%	85%
			A		C	C,D		F,H,I			K,L,M			*	

**GEV\_q4\_5. An item or currency exclusively available within a game (i.e., microtransactions)**

Unweighted base	1223	553	670	322	405	496	241	259	451	272	850	151	145	77	440
<b>Base: All US Adults</b>	1223	597	626	362	379	482	218	257	460	288	816	143	192	72	495
For myself	6%	9%	4%	14%	6%	1%	7%	2%	7%	9%	4%	11%	13%	11%	8%
		B		D,E	E		G		G	G		J	J	J*	
For a child under the age of 18	7%	8%	6%	12%	10%	1%	5%	7%	8%	7%	6%	12%	9%	7%	7%
				E	E							J		*	
For another adult	5%	5%	4%	10%	3%	2%	4%	3%	6%	3%	3%	11%	3%	8%	5%
				D,E								J,L		J*	P
Not applicable - I do not plan to purchase this for anyone	84%	80%	88%	70%	84%	96%	86%	89%	82%	83%	88%	73%	79%	77%	82%
			A		C	C,D		H			K,L,M			*	

**GEV\_q4\_6. A new laptop or desktop computer**

Unweighted base	1223	553	670	322	405	496	241	259	451	272	850	151	145	77	440
<b>Base: All US Adults</b>	1223	597	626	362	379	482	218	257	460	288	816	143	192	72	495
For myself	17%	20%	13%	24%	18%	10%	15%	15%	18%	16%	13%	28%	21%	17%	21%
		B		E	E							J	J	*	P
For a child under the age of 18	5%	6%	4%	9%	6%	1%	4%	5%	5%	5%	3%	10%	6%	11%	4%
				E	E							J		J*	
For another adult	7%	8%	5%	10%	7%	4%	5%	5%	7%	9%	5%	10%	8%	17%	6%
				E								J		J*	
Not applicable - I do not plan to purchase this for anyone	74%	69%	79%	62%	72%	85%	77%	78%	72%	72%	80%	58%	66%	61%	71%
			A		C	C,D					K,L,M			*	

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, Minimum Base: 30 (\*\*), Small Base: 100 (\*)

**YouGov Omnibus**  
**Video Games**

US\_nat Sample: 17th - 18th December 2018



Total	Education			Marital Status						Children under the age of 18		Income			
	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	
				T	**		*	R.T.U	*						
For a child under the age of 18	7%	8%	4%	4%	8%	16%	2%	5%	6%	10%	17%	4%	7%	8%	7%
		P			**		*		T*	Y					
For another adult	2%	3%	2%	1%	3%	7%	1%	-	3%	-	4%	2%	3%	2%	2%
					**		*		*						
Not applicable - I do not plan to purchase this for anyone	87%	85%	91%	92%	87%	72%	96%	95%	84%	88%	76%	90%	87%	88%	86%
		N.O	N.O		**	R.V.W	V*		*		X				

**GEV\_q4\_5. An item or currency exclusively available within a game (i.e., microtransactions)**

Unweighted base	1223	420	228	135	589	31	126	60	352	65	309	914	440	352	269
<b>Base: All US Adults</b>	1223	380	223	125	573	33	120	60	379	59	296	927	446	335	259
For myself	6%	6%	5%	4%	6%	9%	2%	-	10%	1%	10%	5%	6%	5%	7%
					**		*	R.T.U.W	*	Y					
For a child under the age of 18	7%	8%	5%	6%	9%	8%	4%	3%	6%	8%	17%	4%	6%	7%	11%
					**	*		*		Y					
For another adult	5%	6%	2%	1%	2%	16%	2%	3%	8%	7%	4%	5%	5%	3%	2%
		P.Q			**		*		R.T	R*					
Not applicable - I do not plan to purchase this for anyone	84%	83%	89%	90%	86%	67%	94%	95%	79%	83%	74%	88%	85%	86%	83%
			N.O		V	**	R.V.W	V*	*		X				

**GEV\_q4\_6. A new laptop or desktop computer**

Unweighted base	1223	420	228	135	589	31	126	60	352	65	309	914	440	352	269
<b>Base: All US Adults</b>	1223	380	223	125	573	33	120	60	379	59	296	927	446	335	259
For myself	17%	15%	11%	14%	14%	11%	13%	20%	23%	13%	19%	16%	19%	14%	16%
					**	*	R.T	*							
For a child under the age of 18	5%	6%	6%	4%	6%	11%	2%	1%	5%	4%	13%	2%	5%	5%	7%
					**	*		*		Y					
For another adult	7%	7%	6%	7%	7%	21%	4%	6%	5%	9%	6%	6%	6%	7%	7%
					**	*		*		Y					
Not applicable - I do not plan to purchase this for anyone	74%	75%	79%	77%	76%	60%	82%	73%	70%	78%	64%	77%	72%	78%	72%
		N			**	V	V	*	*		X				

Cell Contents (Col



**YouGov Omnibus**  
**Video Games**

US\_nat Sample: 17th - 18th December 2018



	Total	Prefer not to say
For a child under the age of 18	7%	5%
For another adult	2%	1%
Not applicable - I do not plan to purchase this for anyone	87%	88%

**GEV\_q4\_5. An item or currency exclusively available within a game (i.e., microtransactions)**

	Unweighted base	1223	162
<b>Base: All US Adults</b>	1223	183	
For myself	6%	7%	
For a child under the age of 18	7%	3%	
For another adult	5%	9%	AAAB
Not applicable - I do not plan to purchase this for anyone	84%	82%	

**GEV\_q4\_6. A new laptop or desktop computer**

	Unweighted base	1223	162
<b>Base: All US Adults</b>	1223	183	
For myself	17%	17%	
For a child under the age of 18	5%	2%	
For another adult	7%	5%	
Not applicable - I do not plan to purchase this for anyone	74%	76%	

Cell Contents (Col