

December 2022

# Client: Partner Activation Study

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WHAT'S INSIDE

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- |   |                         |
|---|-------------------------|
| 1 | Background & Objectives |
| 2 | Executive Summary       |
| 3 | Gamer Profile           |
| 4 | Demographics            |
| 5 | Awareness & Usage       |
| 6 | Consideration & Intent  |
| 7 | Ad Recall               |

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Activate

Supercharge campaigns with precision targeting and unmissable advertising.

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Continuously monitor what your audience thinks about brands, campaigns and your competition with daily updates.

# ➤ 1 **Background & Objectives**

- ❖ **Background:** Client and Partner are collaborating to provide an impact analysis regarding Partner’s campaign to show the performance of the brand partnership. This measurement will provide metrics for comparison with pre-campaign and during-campaign results.
- ❖ **Fielding:** Control group fielded between October 7<sup>th</sup>, 2022-November 11<sup>th</sup>, 2022. Test group fielded from October 17<sup>th</sup> – December 12<sup>th</sup>, 2022.
- ❖ **Objective:** Gain insight into growth of intent and recall Pre-Campaign vs During-Campaign.

### Audience Definitions:

	Audience	Definition	Base Size
1	Total Sample	Survey participants	n=470
2	Control Group	Participated in survey between October 7 <sup>th</sup> - November 11 <sup>th</sup>	n=225
3	Test Group	Participated in survey between October 17 <sup>th</sup> - December 12 <sup>th</sup>	n=245
4	Casual/Core Gamer (Control Group)	Consider themselves a Casual or Core/Mid-Core Gamer	n=123
5	Hardcore Gamer (Control Group)	Consider themselves a Hardcore Gamer	n=102
6	Casual/Core Gamer (Test Group)	Consider themselves a Casual or Core/Mid-Core Gamer	n=138
7	Hardcore Gamer (Test Group)	Consider themselves a Hardcore Gamer	n=107

# 2 Executive Summary

## Executive Summary



**Respondents among the Control and Test groups equally identify themselves as Core/Mid-Core Gamers (51%). Hardcore gamers make up 45% of the Control Group and 44% of the Test Group**



**Desktop/Laptops, among all subgroups, lead all other devices in Usage and Devices Owned**



**1 in 4 respondents are likely to subscribe to Partner's product**



**Nearly half of all respondents are likely to consider subscribing to Partner's product, leading the competitive set**



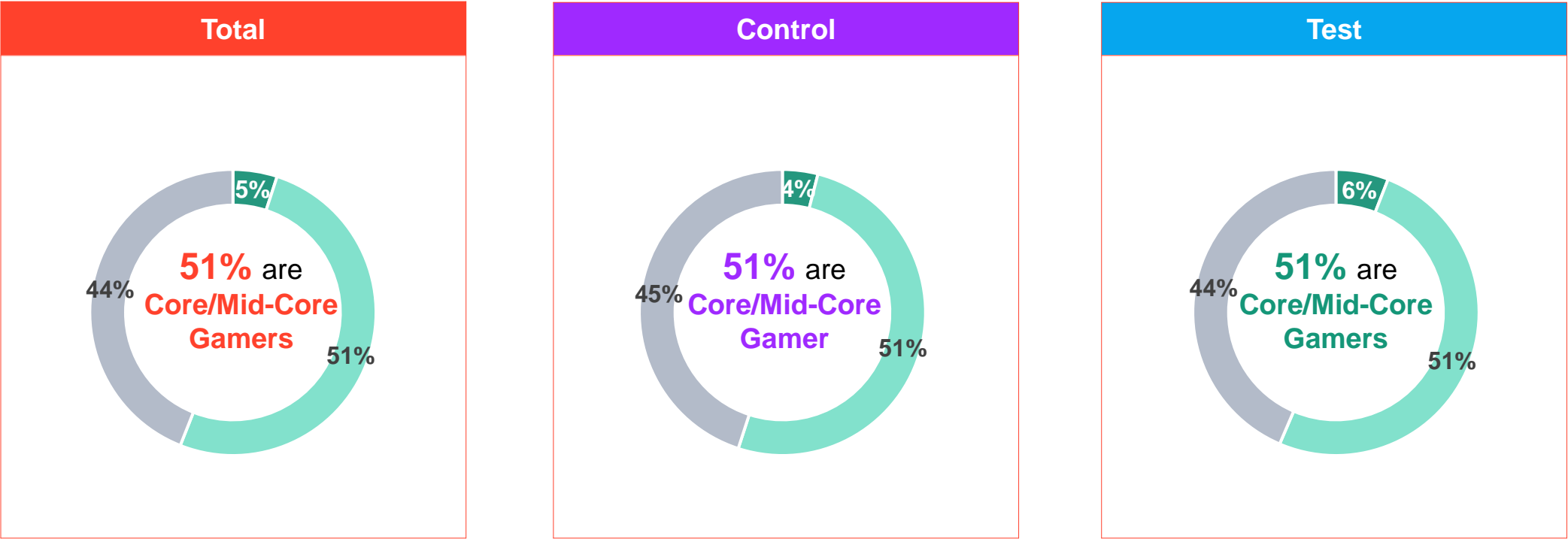
**There was no significant change in Ad Recall between the Control and Test Group**

# ▶ **3**      **Gamer Profile**

# Core/Mid-Core make up a majority of respondents across both the Control and Test group, followed closely by Hardcore Gamers

Gamer Profile

Casual Gamer    Core/Mid-Core Gamer    Hardcore Gamer

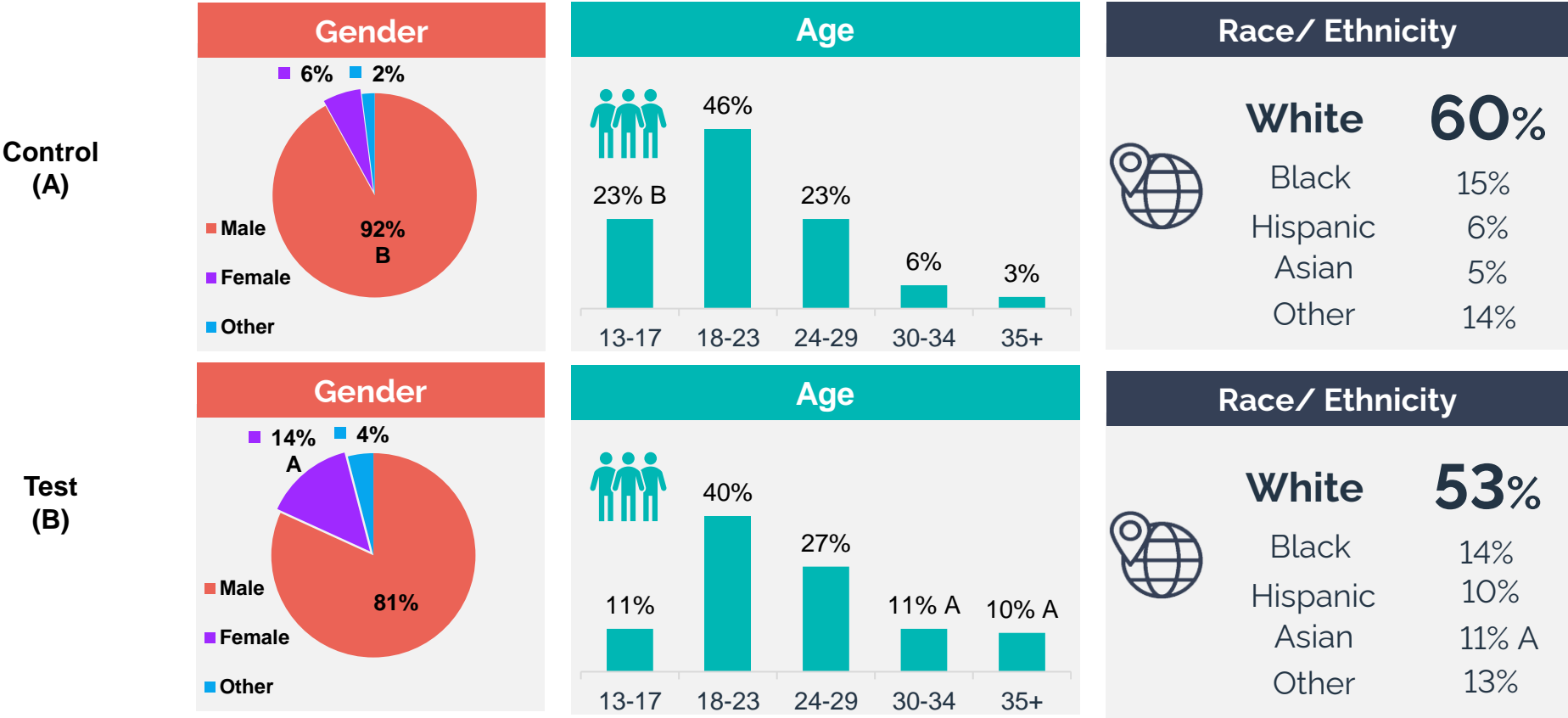


Which, if any, of the following categories best describes you? Please select one option only.  
Total (n=470); Control (n=225); Test (n=245)  
A/B indicates Statistical Significance at 90% confidence interval



# ▶ 4 Demographics

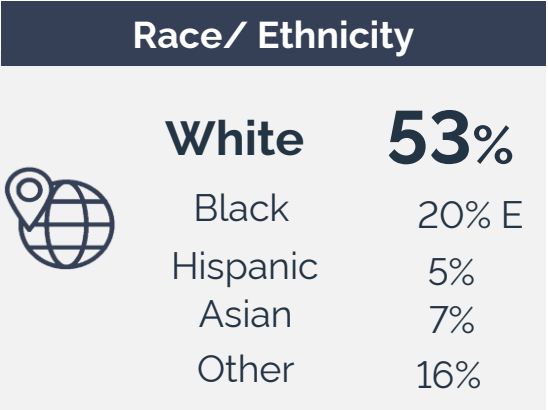
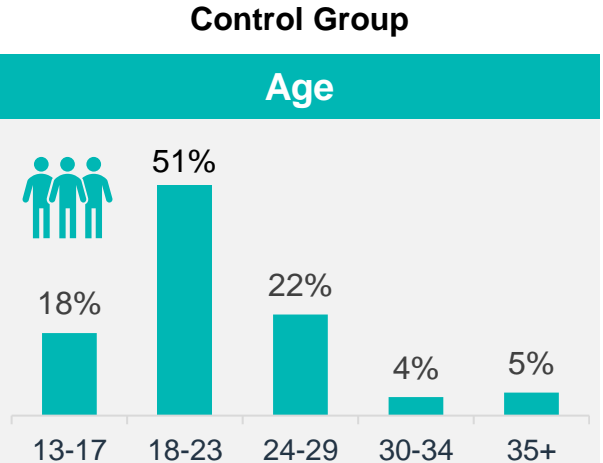
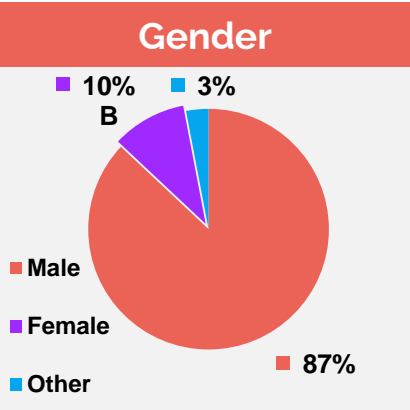
# Among the Control and Test groups, Males 18-23 who are White make up a majority of respondents



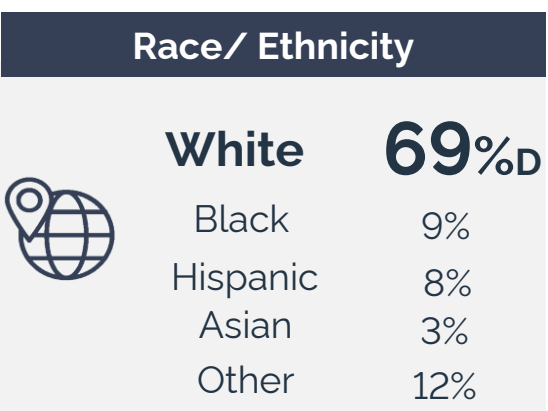
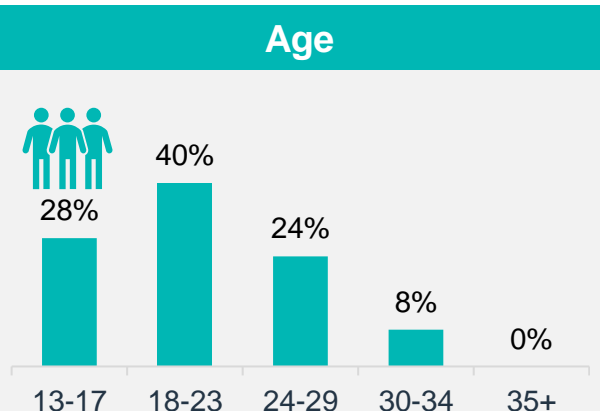
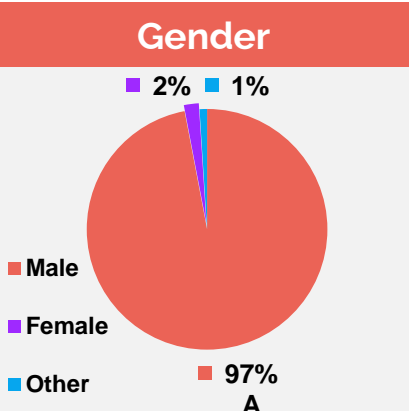
Are you...?  
How old are you?  
What racial or ethnic group best describes you? Are you...?  
Control (n=225); Test (n=245)  
A/B indicates Statistical Significance at 90% confidence interval

# 10% of Casual/Core Gamers are Female, with 51% being 18-23 years old

Casual/  
Core Gamer  
(A)



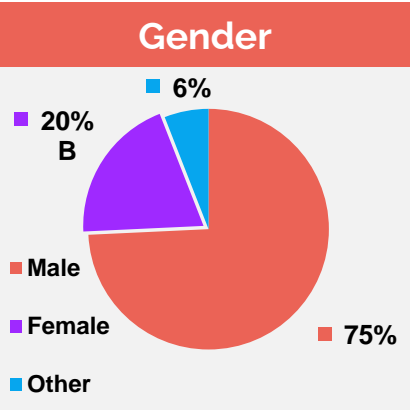
Hardcore  
Gamer  
(B)



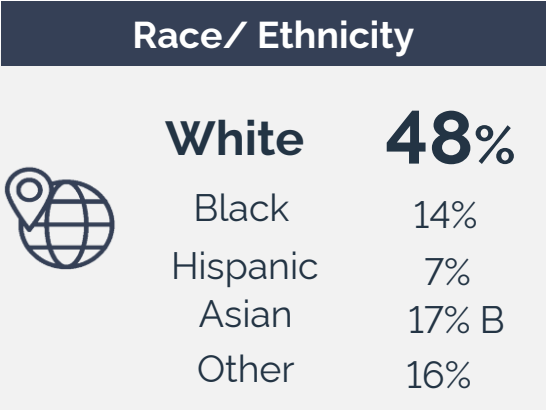
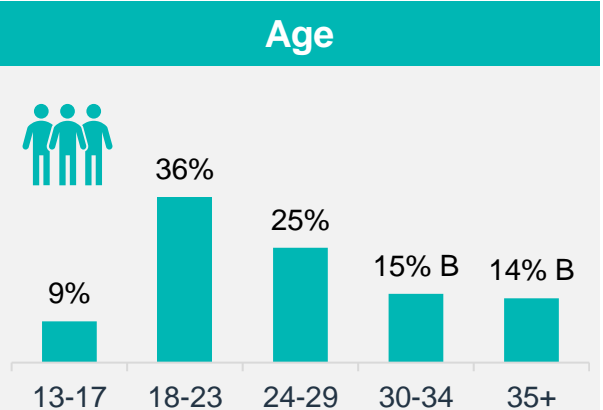
Are you...?  
How old are you?  
What racial or ethnic group best describes you? Are you...?  
Control (n=123); Test (n=102)  
A/B indicates Statistical Significance at 90% confidence interval

# Among Casual/Core Gamers, Females make up 1 in 5 respondents

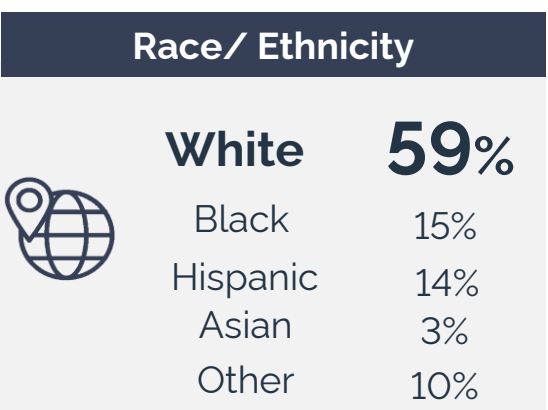
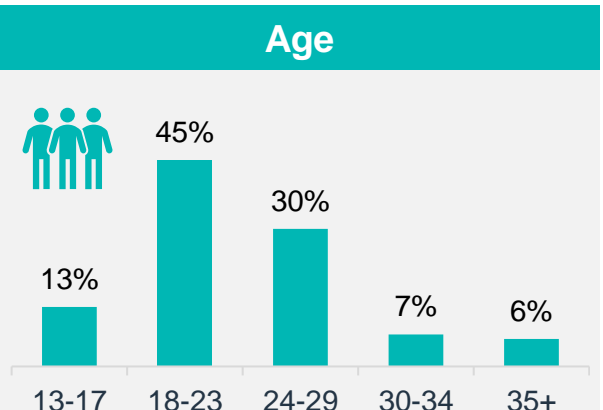
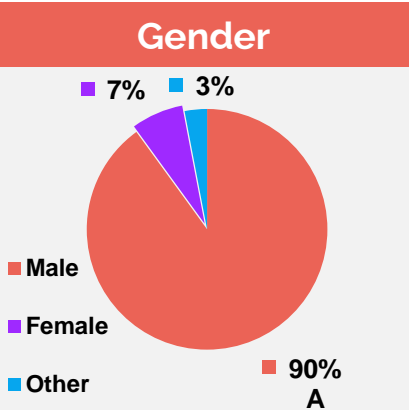
Casual/  
Core Gamer  
(A)



Test Group



Hardcore  
Gamer  
(B)



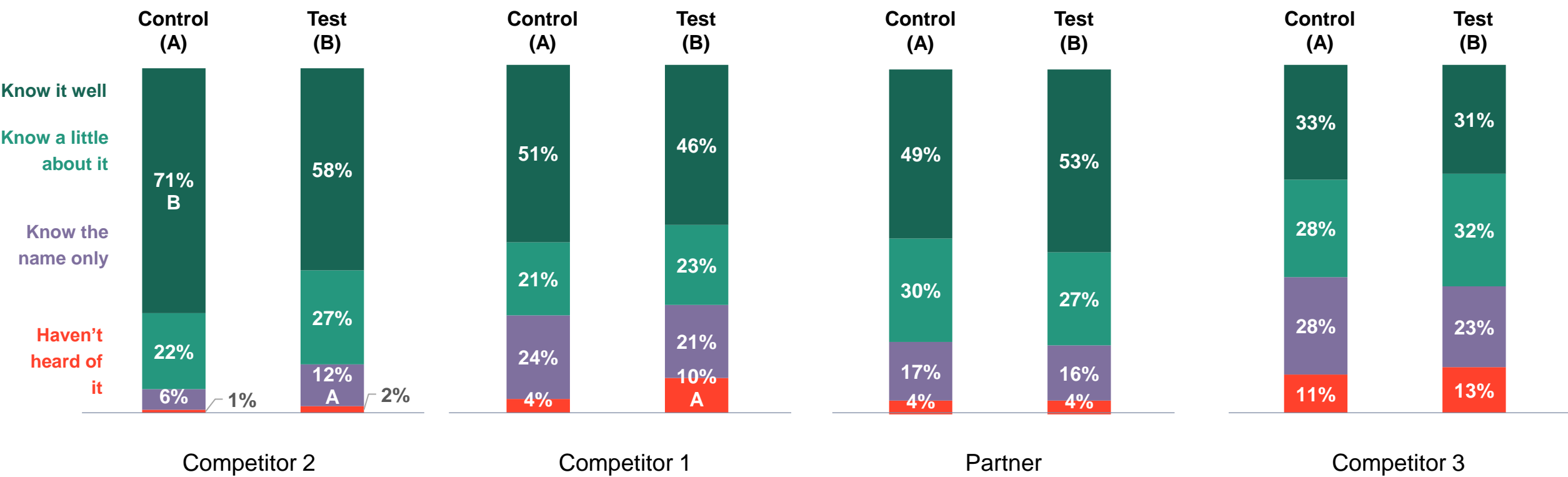
Are you...?  
How old are you?  
What racial or ethnic group best describes you? Are you...?  
Control (n=138); Test (n=107)  
A/B indicates Statistical Significance at 90% confidence interval

# ▶ **5 Awareness & Usage**

# Subscription Awareness of the competitive set is high; only Competitor 3 has less than 90% awareness among the Control and Test Group

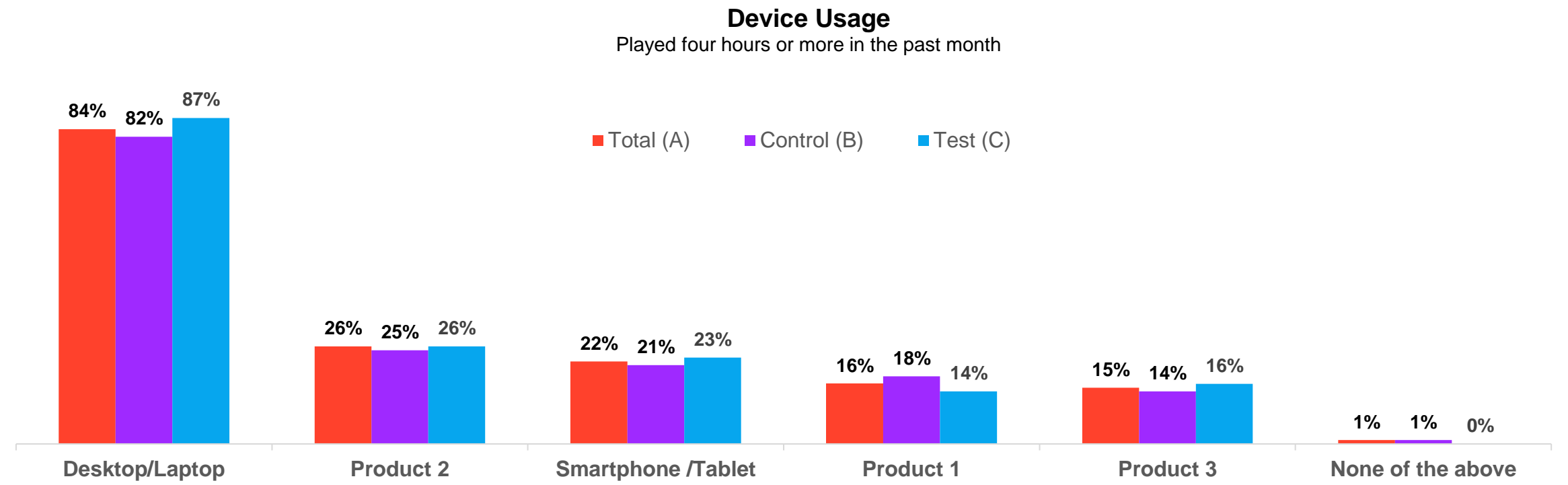
Among the Control Group, respondents are 45% more likely to know Competitor 2 well than Partner's product.

Subscription Awareness



Please indicate how much you know about the following video game subscriptions and/or services.  
Control (n=225); Test (n=245)  
A/B indicates Statistical Significance at 90% confidence interval

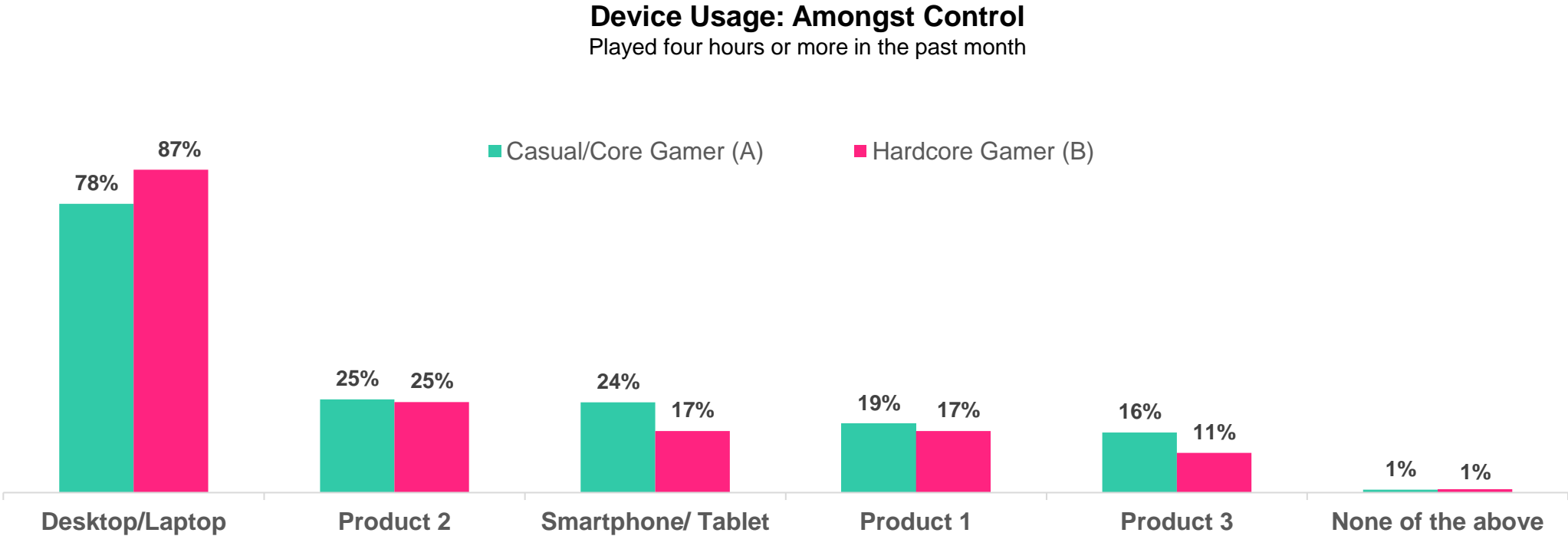
# Desktop/Laptop ranks 1st in device usage, followed by Product 2



Which of the below devices have you played 4+ hours on in the past month? Select all that apply.  
Total (n=470); Control (n=225); Test (n=245)  
A/B indicates Statistical Significance at 90% confidence interval

# Among the Control Group, nearly 9 out of 10 Hardcore Gamers have used a Desktop/Laptop for gaming in the past month

1 out of 4 Casual/Core Gamers have used Product 2 devices in the past month, outranking other console users

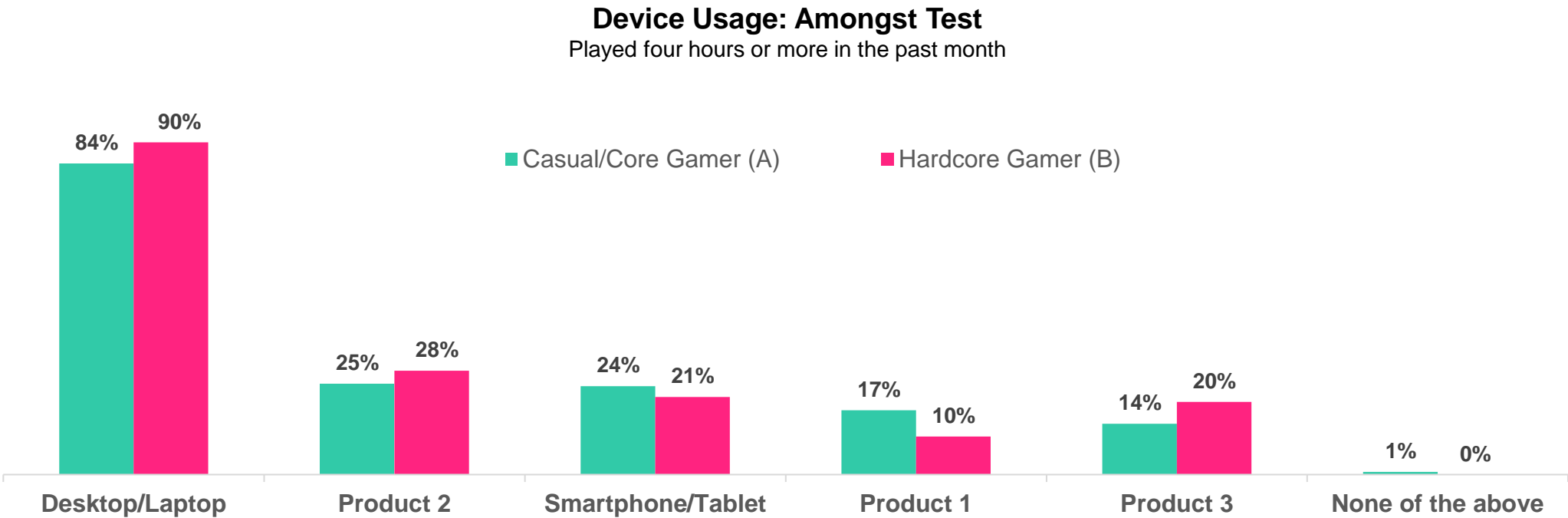


Which of the below devices have you played 4+ hours on in the past month? Select all that apply.  
Control: Casual/Core Gamer (n=123); Hardcore Gamer (n=102)  
A/B indicates Statistical Significance at 90% confidence interval



# Among the Test Group, Desktop/Laptops remains the clear leader in device usage

Product 1 device usage ranks last among Hardcore Gamers.

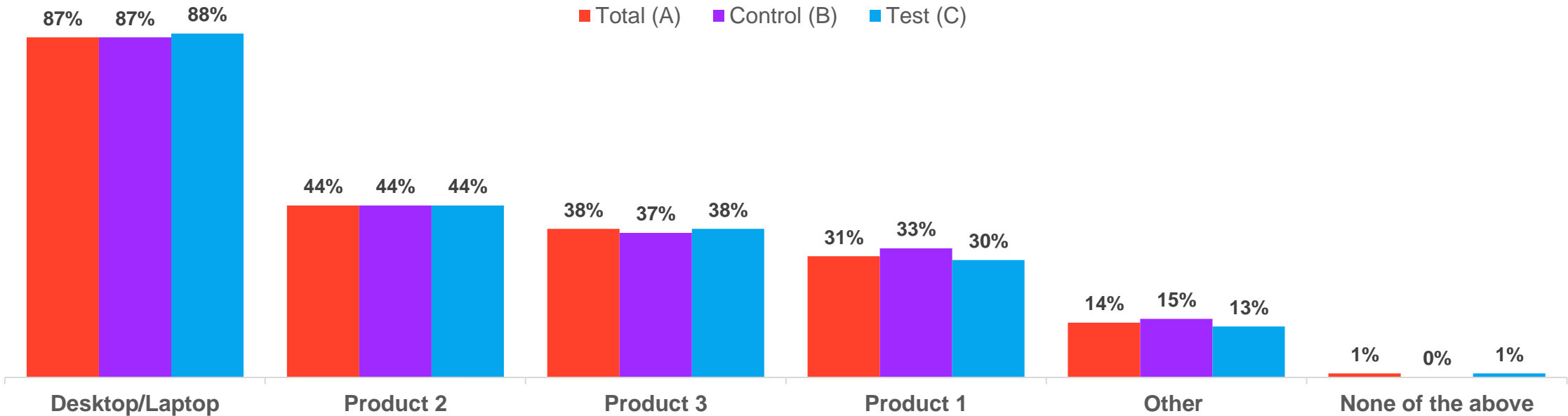


Which of the below devices have you played 4+ hours on in the past month? Select all that apply.  
Test: Casual/Core Gamer (n=138); Hardcore Gamer (n=107)  
A/B indicates Statistical Significance at 90% confidence interval

# Among the Control Group, respondents were 33% more likely to own Product 2 than Product 1

Among the Test Group, respondents were 47% more likely to own Product 2 than Product 1

Devices Owned  
Currently have in the household

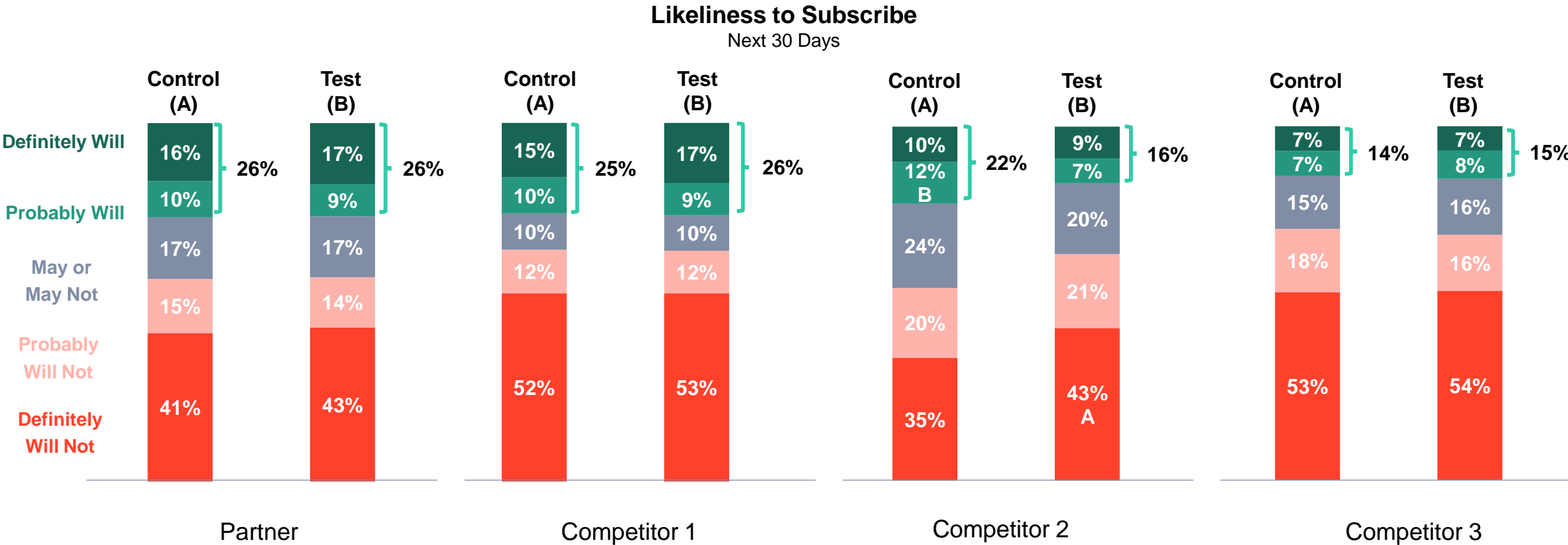


Which of the following video game devices do you currently have in the household? Select all that apply.  
Total (n=470); Control (n=225); Test (n=245)  
A/B indicates Statistical Significance at 90% confidence interval

# ▶ **6 Consideration & Intent**

# Across both subgroups, over 1 in 4 respondents are likely to subscribe to Partner's product

Partner's product narrowly outranks Competitor 1, which are clear favorites over Competitor 2 and 3.

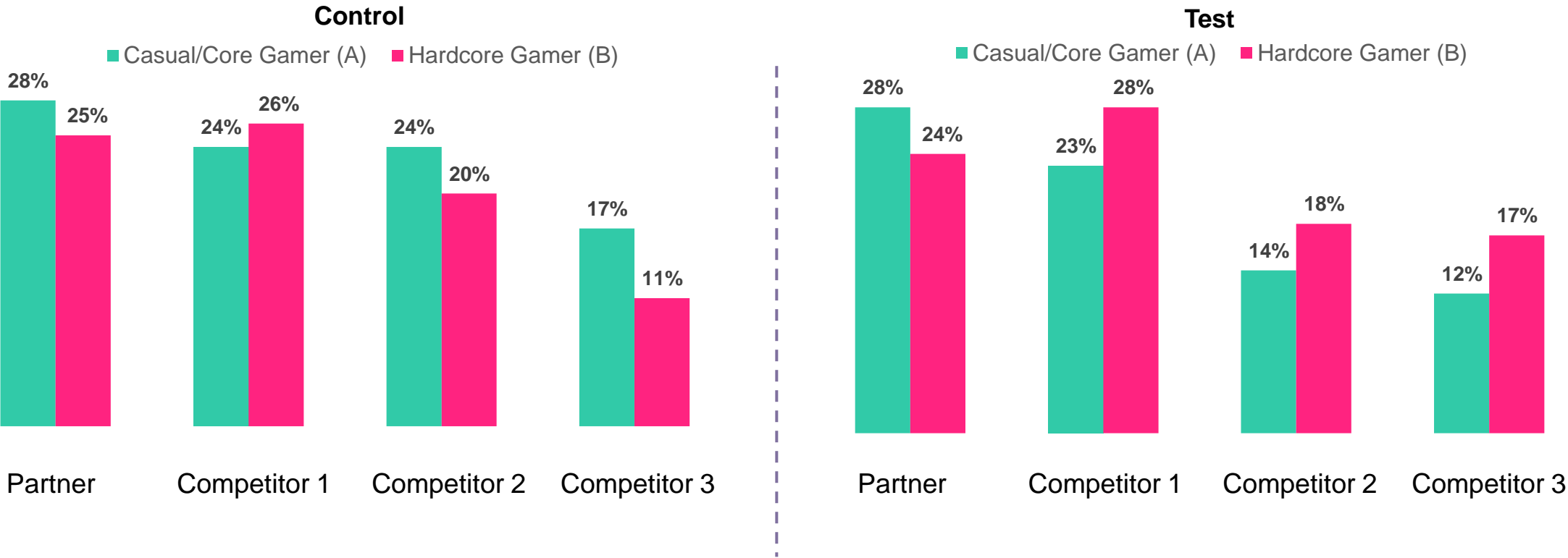


How likely are you to subscribe to each of the following video game subscriptions and/or services in the next 30 days?  
Control (n=225); Test (n=245)  
A/B indicates Statistical Significance at 90% confidence interval

# Casual/Core Gamers are more likely to subscribe to Partner's product than any other video game subscription

Hardcore Gamers are more likely to subscribe to Competitor 1 across both the Control and Test group.

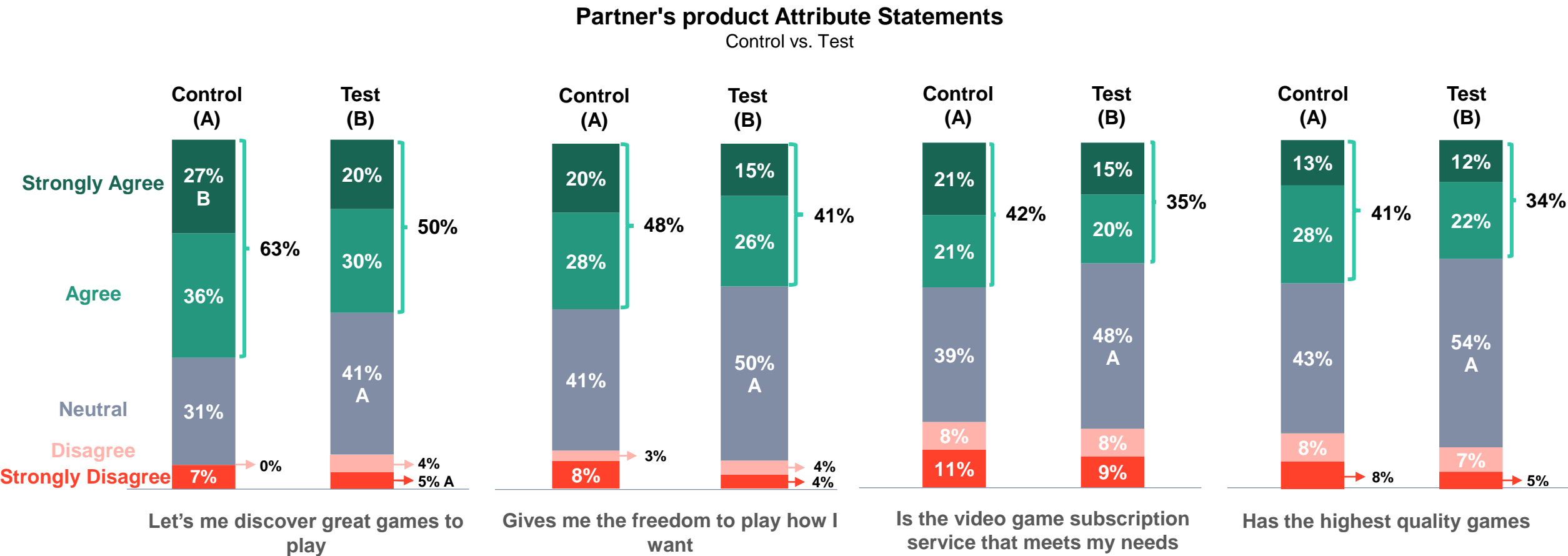
Likelihood to Subscribe: Next 30 Days  
Probably/Definitely Will Subscribe



How likely are you to subscribe to each of the following video game subscriptions and/or services in the next 30 days?  
Control: Casual/Core Gamer (n=123); Hardcore Gamer (n=102)  
Test: Casual/Core Gamer (n=138); Hardcore Gamer (n=107)  
A/B indicates Statistical Significance at 90% confidence interval

# Across both subgroups, over half of respondents agree that Partner's product lets users discover great games to play

Though the agreement of the Control Group is higher than the Test Group, over 1 in 3 respondents still believe that Partner's product meets their needs.

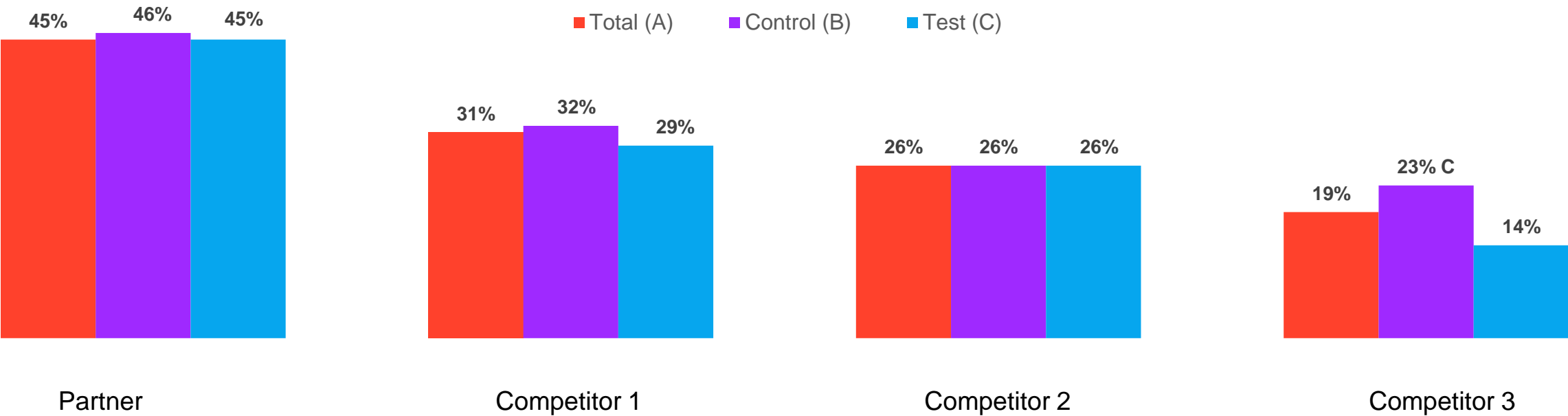


Please indicate how strongly you agree that each attribute listed below applies to Partner's product?  
Control (n=225); Test (n=245)  
A/B indicates Statistical Significance at 90% confidence interval

# Among the Test Group, respondents are 55% more likely to consider Partner's product over Competitor 1

Among the Control Group, respondents are 44% more likely to consider Partner's product over Competitor 1.

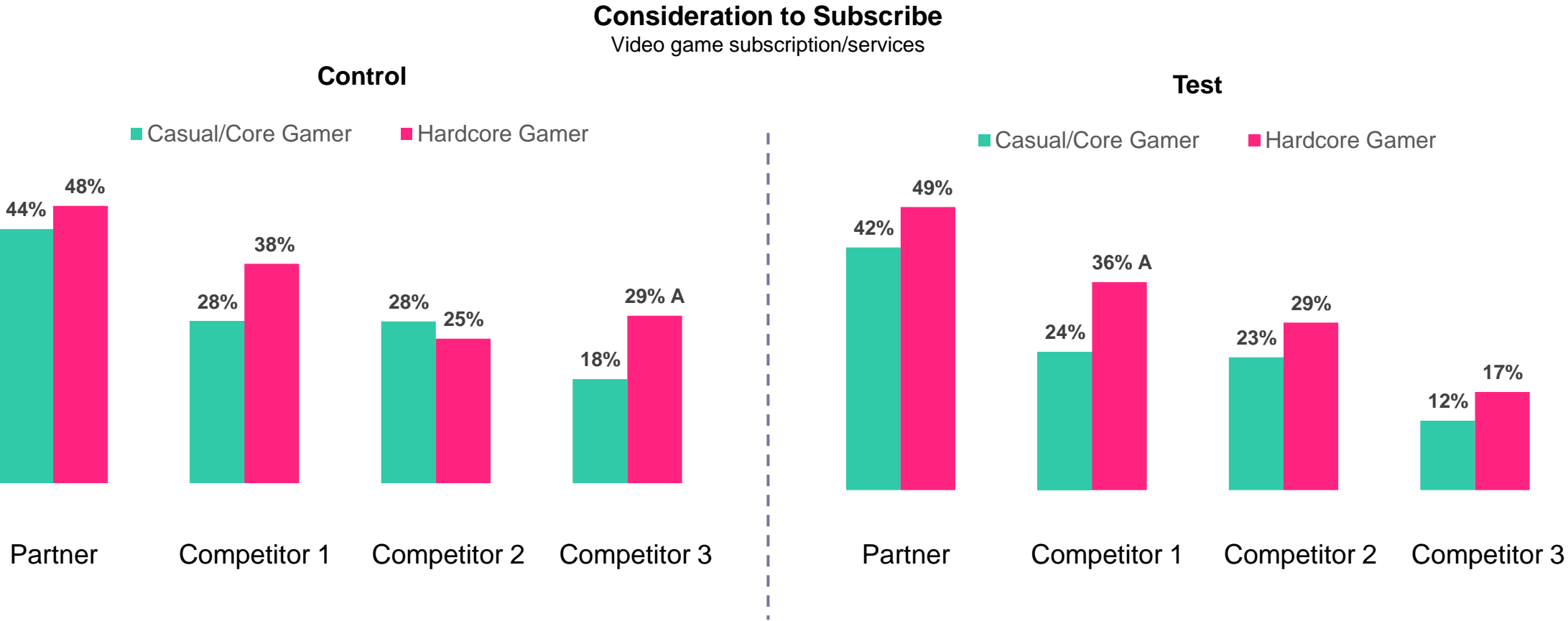
Consideration to Subscribe  
Video game subscription/services



If you were to subscribe to a video game subscription and/or service, which of the following would you consider?  
Total (n=470); Control (n=225); Test (n=245)  
A/B indicates Statistical Significance at 90% confidence interval

# Nearly 1 in 2 Hardcore Gamers across the Control and Test group consider Partner's product more than other subscription services

Casual/Core Gamers in the Test Group are 75% more likely to consider Partner's product over Competitor 1.



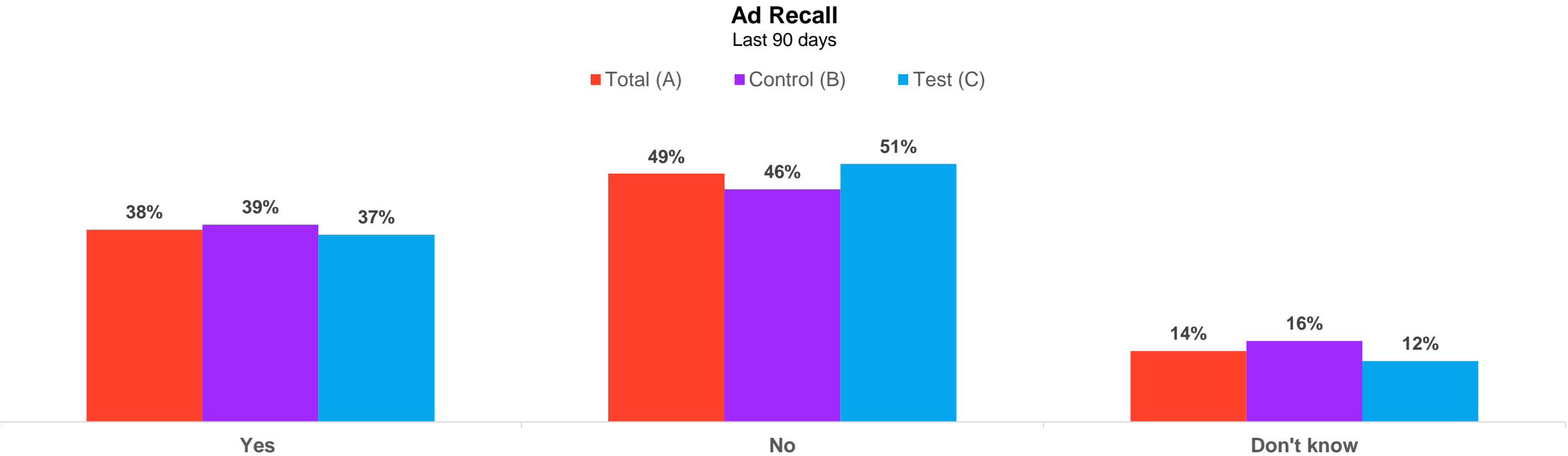
If you were to subscribe to a video game subscription and/or service, which of the following would you consider?  
Control: Casual/Core Gamer (n=123); Hardcore Gamer (n=102)  
Test: Casual/Core Gamer (n=138); Hardcore Gamer (n=107)  
A/B indicates Statistical Significance at 90% confidence interval



# 7 Ad Recall

# There was no significant difference in Ad Recall between the Control and Test Group

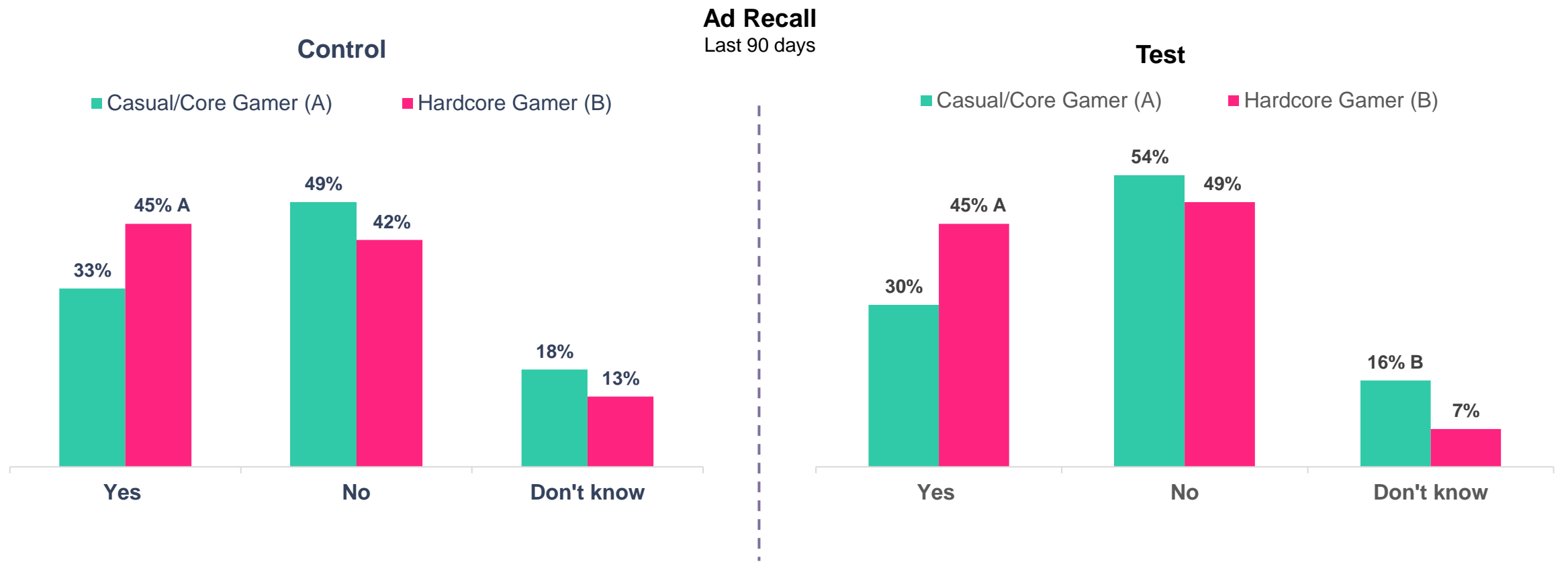
Nearly 2 in 5 respondents in the Control and Test Group recall seeing an ad for our clients Partner in the last 90 days



Do you recall seeing an ad for Partner's product online or on a mobile device in the last 90 days?  
Total (n=470); Control (n=225); Test (n=245)  
A/B indicates Statistical Significance at 90% confidence interval

# Nearly 1 in 2 Hardcore Gamers in both groups recall seeing an ad for our clients Partner in the last 90 days

Only 1 in 3 respondents among Casual/Core Gamers recall seeing an Partner's product Ad



Do you recall seeing an ad for Partner's product online or on a mobile device in the last 90 days?  
Control: Casual/Core Gamer (n=123); Hardcore Gamer (n=102)  
Test: Casual/Core Gamer (n=138); Hardcore Gamer (n=107)  
A/B indicates Statistical Significance at 90% confidence interval

**Thank you**

# Contact

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