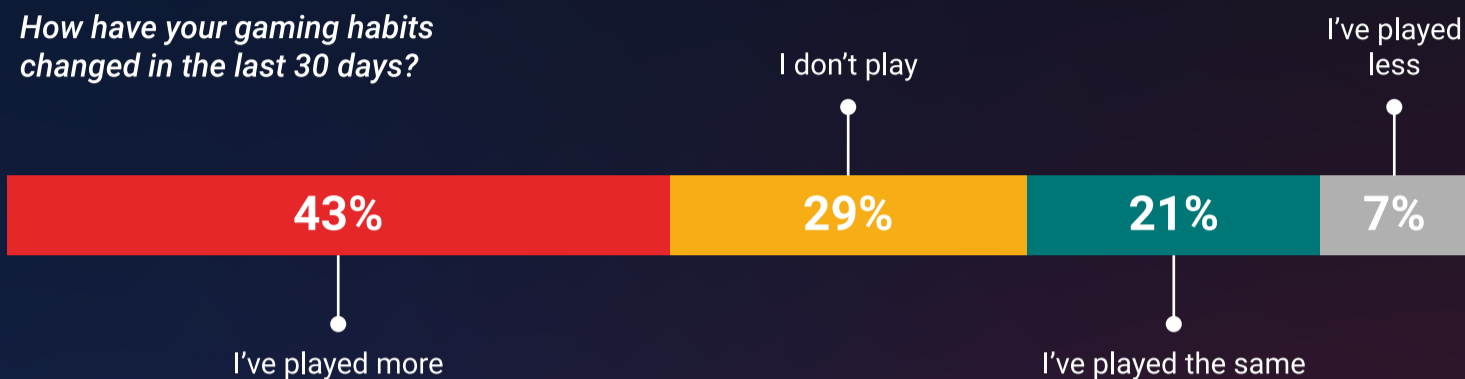


# LoopMe Consumer Snapshot: Gaming

In this week's consumer behaviour study, LoopMe surveyed 2,670 UK consumers on 1-3 May, 2020 to understand how consumer gaming habits have changed during COVID-19. We also analysed whether consumers are considering buying a new video game or console.

How have your gaming habits changed in the last 30 days?



43%

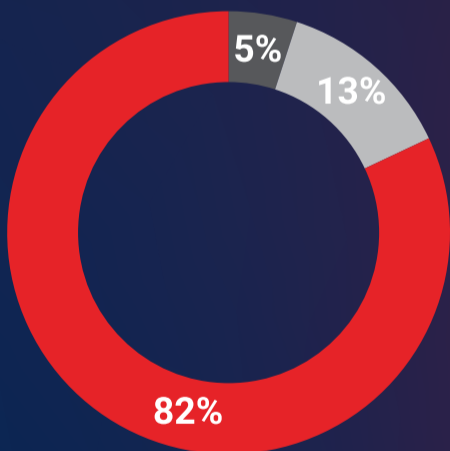


of consumers have spent more time gaming in the last 30 days.

64% of consumers have increased (43%) or remained consistent with their gaming habits (21%) in the last 30 days.

Within the last 30 days, consumers have been 6X more likely to spend more time gaming (43%) than played less (7%).

Do you plan on buying a new video game in the next 30 days?



Yes Maybe No

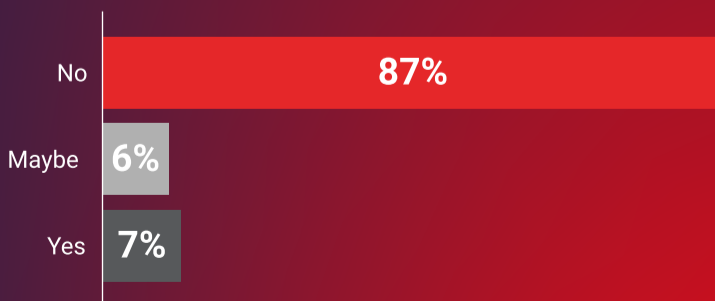
13%



of consumers are considering a new gaming console purchase in the next 30 days.

Consumers are more likely to buy a new gaming console (7%) than a video game (5%) in the next 30 days.

Do you plan on buying a new gaming console in the next 30 days?



18%

of consumers are considering a new video game purchase in the next 30 days.