

## YouGov Survey Results

Sample Size: 3222 GB Adults  
Fieldwork: 23rd - 25th July 2018

	Gender		Age							Age 2		Social Grade		Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Under 30	Over 30	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
<b>Weighted Sample</b>	<b>3222</b>	1559	1663	361	418	579	611	516	738	575	2647	1837	1385	432	1044	690	777	280
<b>Unweighted Sample</b>	<b>3222</b>	1383	1839	279	415	541	636	548	803	489	2733	1985	1237	290	1126	721	785	300
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which, if any, of the following video games from The Sims series, have you played? Please tick all that apply.

The Sims	<b>16</b>	15	17	25	47	19	13	6	2	36	12	18	14	19	15	15	17	16
The Sims 2	<b>11</b>	10	13	33	34	9	6	2	0	38	6	12	11	13	10	12	12	12
The Sims 3	<b>8</b>	7	9	30	22	6	4	1	0	29	4	9	7	8	8	9	8	9
The Sims 4	<b>5</b>	5	5	20	11	3	3	1	0	18	2	6	4	4	4	6	6	5
Some other The Sims game	<b>4</b>	4	5	15	10	5	2	1	0	13	2	5	3	4	3	4	6	6
None of these	<b>75</b>	76	74	38	39	73	83	91	96	35	84	73	78	73	77	75	73	74
Don't know	<b>3</b>	2	3	7	5	2	1	1	1	6	2	2	3	2	2	4	2	2

The rest of the survey went only to respondents who had played The Sims; n=688

<b>Weighted Sample</b>	<b>726</b>	341	386	198	231	142	98	39	17	344	382	462	264	107	213	147	194	66
<b>Unweighted Sample</b>	<b>688</b>	258	430	161	233	131	101	43	19	299	389	463	225	78	216	144	182	68
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Please say whether you have, or have not, ever done each of the following whilst playing The Sims?

### Purposefully killed your Sims

Have done this	<b>41</b>	36	46	52	56	24	28	17	0	54	30	43	39	45	45	43	36	36
Have not done this	<b>52</b>	55	50	39	40	72	63	74	95	39	64	51	54	51	50	51	54	57
Don't know	<b>6</b>	10	4	9	4	4	9	9	5	6	7	6	7	4	5	6	9	7

### Purposefully killed other Sims in the neighbourhood

Have done this	<b>32</b>	30	35	40	40	20	28	11	3	41	25	33	31	25	36	33	33	30
Have not done this	<b>60</b>	60	60	50	54	72	63	82	92	52	67	60	60	69	58	59	56	64
Don't know	<b>8</b>	10	6	10	6	7	9	7	5	8	8	7	9	6	6	8	11	7

### Purposefully treated your Sims badly

Have done this	<b>42</b>	38	45	53	54	24	30	15	6	54	30	45	36	44	43	46	34	44
Have not done this	<b>50</b>	50	50	35	39	72	59	79	89	37	62	47	56	52	50	46	54	45
Don't know	<b>8</b>	12	5	12	7	4	11	7	5	9	8	8	8	3	7	7	12	11

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<b>Weighted Sample</b>	<b>3222</b>	<b>1559</b>	<b>1663</b>	<b>361</b>	<b>418</b>	<b>579</b>	<b>611</b>	<b>516</b>	<b>738</b>	<b>575</b>	<b>2647</b>	<b>1837</b>	<b>1385</b>	<b>432</b>	<b>1044</b>	<b>690</b>	<b>777</b>	<b>280</b>
<b>Unweighted Sample</b>	<b>3222</b>	<b>1383</b>	<b>1839</b>	<b>279</b>	<b>415</b>	<b>541</b>	<b>636</b>	<b>548</b>	<b>803</b>	<b>489</b>	<b>2733</b>	<b>1985</b>	<b>1237</b>	<b>290</b>	<b>1126</b>	<b>721</b>	<b>785</b>	<b>300</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>Made your Sims cheat on each other</b>																		
Have done this	<b>37</b>	27	46	47	51	25	16	18	5	49	26	38	35	46	39	40	30	32
Have not done this	<b>55</b>	61	50	41	44	70	73	76	87	42	66	54	56	49	51	54	61	61
Don't know	<b>8</b>	12	5	12	5	5	11	7	8	9	7	7	9	5	10	6	9	7
<b>Used cheats to get more money or to manipulate the game in other ways</b>																		
Have done this	<b>50</b>	42	56	69	70	25	20	16	12	72	29	50	49	55	52	51	43	52
Have not done this	<b>43</b>	47	40	22	25	69	71	78	79	21	64	43	44	37	44	43	47	42
Don't know	<b>7</b>	10	4	8	5	6	9	7	8	7	7	7	7	8	4	6	10	7
<b>Played the game without using any cheats</b>																		
Have done this	<b>75</b>	71	79	74	79	73	75	71	67	76	74	75	76	78	76	75	72	79
Have not done this	<b>17</b>	18	15	19	14	16	18	17	21	17	16	18	15	14	18	19	15	14
Don't know	<b>8</b>	11	6	8	7	10	7	12	12	7	10	8	9	8	6	6	12	7
<b>Made yourself as a Sim</b>																		
Have done this	<b>59</b>	51	66	74	79	42	30	26	11	80	40	57	63	64	56	61	60	57
Have not done this	<b>35</b>	41	29	21	17	51	60	67	81	15	52	37	31	26	40	31	36	37
Don't know	<b>6</b>	8	5	6	4	7	10	7	8	4	8	7	5	9	4	8	5	7
<b>Made Sim versions of yourself and someone you fancy, and made them be in a relationship</b>																		
Have done this	<b>35</b>	27	42	47	50	22	9	14	5	51	21	34	36	31	37	36	36	30
Have not done this	<b>57</b>	62	53	42	45	73	81	76	91	41	72	58	55	61	56	58	53	65
Don't know	<b>8</b>	11	5	11	6	6	10	9	5	8	8	7	9	9	7	7	11	6
<b>Made your family and friends as Sims</b>																		
Have done this	<b>45</b>	36	54	63	57	30	22	16	11	64	28	45	46	42	43	45	48	49
Have not done this	<b>46</b>	52	41	24	37	64	69	74	85	26	64	48	43	51	48	48	40	45
Don't know	<b>8</b>	12	5	12	6	6	10	9	5	9	7	7	11	7	8	7	11	6
<b>Recreated your own home</b>																		
Have done this	<b>37</b>	32	41	44	45	21	28	28	31	47	27	34	41	33	35	40	36	44
Have not done this	<b>56</b>	58	54	48	48	73	64	61	65	46	65	59	51	61	60	52	54	50
Don't know	<b>7</b>	10	4	8	6	6	8	10	5	7	7	6	8	6	5	7	10	6
<b>Made celebrities as Sims</b>																		
Have done this	<b>15</b>	12	17	22	15	11	9	5	0	20	10	14	16	13	14	14	18	9
Have not done this	<b>76</b>	78	75	66	79	82	77	84	95	71	81	77	75	78	80	79	68	79
Don't know	<b>9</b>	11	7	12	6	7	14	10	5	9	9	9	9	9	6	7	14	12
<b>Fulfilled your Sims aspirational goals</b>																		
Have done this	<b>58</b>	47	69	71	73	48	32	28	26	73	45	57	61	56	59	62	57	58
Have not done this	<b>29</b>	37	23	15	18	41	51	57	65	16	42	30	28	23	30	29	31	33
Don't know	<b>12</b>	16	9	14	9	11	17	15	9	11	13	13	11	21	11	9	13	9

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**Made your Sims have a successful career**

	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Under 30	Over 30	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Have done this	69	60	76	77	84	57	44	47	35	82	57	69	68	74	68	70	63	74
Have not done this	22	28	17	11	10	32	43	42	56	10	32	23	20	11	26	20	26	19
Don't know	10	13	7	12	5	11	13	11	9	8	11	8	12	15	6	10	11	7

**Made generations of Sims**

Have done this	52	39	63	68	61	38	32	27	15	67	38	51	53	48	47	57	52	56
Have not done this	40	49	31	22	32	56	53	65	76	25	52	38	42	44	44	32	39	37
Don't know	9	12	6	10	7	7	15	8	9	8	10	10	6	7	9	11	9	7

**In the previous question you said you have purposefully killed Sims. In a few words, can you explain how you have done this?**

[Asked to those who said they killed their Sims, n=315]

Drowning in the swimming pool	30	17	40	34	35	29	6	0	0	37	20	32	28	35	33	27	26	34
Started a fire	19	19	18	18	17	15	38	0	0	19	18	17	22	14	11	23	22	36
Starved them	12	13	12	11	10	22	15	8	0	10	16	11	16	16	5	11	18	20
Trapped them in a room with no doors	10	9	10	6	15	10	5	0	0	9	12	11	7	4	8	8	14	22
Other	15	16	14	13	13	18	19	46	100	12	20	14	17	15	20	9	14	14
Don't know	31	39	26	35	29	29	31	45	0	33	29	31	32	32	35	35	28	16

**In the previous question you said you have purposefully treated your Sims badly. In a few words, can you explain how you have done this?**

[Asked to those who said they treated their Sims badly, n=287]

Deprived them of food	13	8	16	15	12	12	9	10	0	14	11	12	14	14	8	12	16	19
Not let them go to the toilet	9	9	8	5	9	16	10	0	0	5	14	12	2	5	3	4	22	12
Neglected their needs	8	6	9	6	10	9	4	0	0	7	8	8	7	3	7	8	10	8
Locked them in a room	7	4	9	10	7	0	6	0	0	10	2	9	3	15	5	3	8	6
Killed them	7	6	8	6	9	2	9	0	0	9	4	7	7	8	7	11	6	3
Didn't let them sleep	4	5	4	3	5	11	0	0	0	3	6	5	3	4	1	6	7	6
Didn't let them wash	3	4	3	2	2	10	6	0	0	2	5	4	2	0	1	1	9	9
Other	19	24	14	16	16	39	8	39	100	15	24	16	25	19	25	11	19	13
Don't know	41	42	40	46	38	20	57	51	0	43	36	38	47	39	46	50	25	37