

YouGov Results - Loot boxes

Fieldwork: 12th - 13th March 2020

Sample Size: 1634 Adults in GB



	Gender		Age				Social Grade		Region					
	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1634	794	840	178	681	394	381	931	703	196	549	355	394	141
Unweighted Sample	1634	729	905	112	725	409	388	973	661	157	592	350	386	149
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How often, if at all, do you play video games, either on consoles, computers, or smart phones?

Very frequently	12	15	9	12	16	10	6	11	12	13	11	11	12	15
Fairly frequently	20	24	15	39	21	17	12	20	19	22	18	21	19	21
Not very frequently	11	9	12	14	13	8	7	10	12	14	11	8	12	7
Rarely	13	13	13	12	16	11	12	13	13	15	14	13	12	13
Never	43	36	50	18	31	53	64	45	41	37	44	44	43	44
Don't know	2	3	1	5	3	1	0	1	3	0	2	3	3	1

Some video games allow players to spend real money to obtain in-game 'loot boxes' which contain a chance selection of in-game rewards. In your opinion, are these reward systems a type of gambling?

Loot boxes are a type of gambling	56	59	53	50	56	63	52	59	51	51	60	53	55	59
Loot boxes are not a type of gambling	10	10	10	13	14	7	3	10	9	12	7	11	13	5
Don't know	34	31	37	37	30	30	45	30	40	37	33	36	33	37

Have you ever purchased an in-game loot box type item?

[Asked to people who play video games; n=880]

I have done, and will do again	8	8	8	7	11	3	4	10	6	10	11	5	5	9
I have done, but will not again	9	13	5	18	10	9	1	10	8	8	11	12	6	8
I have not, but will do in the future	2	2	1	4	3	0	0	2	1	1	0	4	4	0
I have not, and will not in the future	77	72	82	63	71	87	94	74	80	78	75	76	76	83
Don't know	4	4	4	8	5	1	1	4	5	3	3	3	9	0

Should loot boxes be subject, or not subject to to gambling rules in the UK?

Loot boxes should be banned outright	27	29	25	14	24	33	31	27	27	22	31	24	27	26
Loot boxes should not be banned, but should be subject to gambling rules	33	34	33	43	36	34	24	37	29	40	33	32	32	34
Loot boxes should not be banned, and should not be subject to gambling rules	6	7	5	10	8	4	3	7	5	4	5	6	9	5
Don't know	33	30	37	32	32	29	42	29	39	35	31	38	32	34