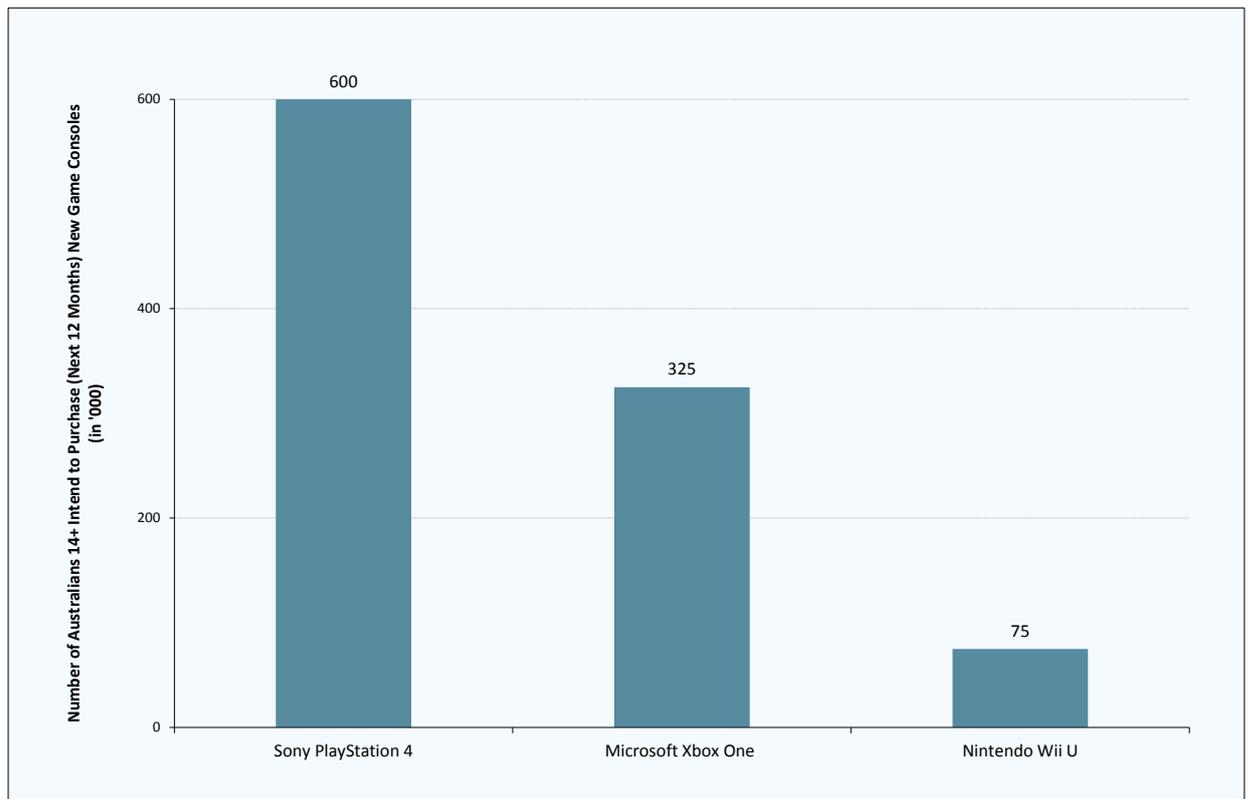


Tuesday, 15 October 2013

## Game on: Aussies set their sights on PlayStation 4

Gamers across Australia are eagerly awaiting the launch of PlayStation 4 on November 29, with 600,000 of them already intending to purchase it, according to July-August 2013 findings from Roy Morgan Research. Excitement surrounding the new Xbox One, due for release a week earlier, is not quite as fervent: 325,000 Australians aged 14+ are planning to buy it. Among game console owners, 8% are in line for the PlayStation 4 and 4% for the Xbox One. Just 1% of console owners have their sights set on a Nintendo Wii U (released last year).

### Intentions to Buy PlayStation 4, Xbox One and Nintendo Wii



**Source:** Roy Morgan Single Source (Australia), July 2013–August 2013, n=3,437. **Base:** Australian population 14+

On top of having a higher rate of buying intention among Australians 14+ than the Xbox One, findings from Roy Morgan Research also reveal that PlayStation has been able to foster a more loyal customer base: 17% of Sony PlayStation 3 users intend to buy the new version within the next 12 months. In comparison, 9% of Xbox 360 owners plan to buy the Xbox One.

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**George Pesutto, General Manager Media & Communications, Roy Morgan Research, says:**

*“As we approach the launch of the next-gen PlayStation and Xbox consoles, it’s clear that the marketing focus of each brand and console differ dramatically. Sony continue to target heavy gamers with the PlayStation 4, promising higher graphics performance and a range of new titles. Microsoft appear to be promoting the Xbox One as a multi-dimensional home entertainment device.*

*“Besides the obvious benefit of being slightly cheaper than its competitor, PlayStation 4 has probably inspired more intent to purchase because it appeals to committed gamers, a group that tends to adopt and upgrade technology earlier than the more mainstream market that Microsoft are targeting with Xbox One.*

*“Those intending to buy the Sony PlayStation 4 are more likely to be buying the console for themselves, whereas those planning to buy the Xbox One are more likely to want to share it or purchase it for someone else.”*

[Click here](#) to view our extensive range of [Media Profiles](#) including [game console intenders](#), [buyers](#), and [owners](#) of [Microsoft Xbox 360](#), [Sony PlayStation 3](#) and many more. These profiles provide a broad understanding of the target audience, in terms of demographics, attitudes, activities and media usage in Australia.

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**About Roy Morgan Research**

Roy Morgan Research is the largest independent Australian research company, with offices in each state of Australia, as well as in New Zealand, the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has over 70 years’ experience in collecting objective, independent information on consumers.

In Australia, Roy Morgan Research is considered to be the authoritative source of information on financial behaviour, readership, voting intentions and consumer confidence. Roy Morgan Research is a specialist in recontact customised surveys which provide invaluable and effective qualitative and quantitative information regarding customers and target markets.

**Margin of Error**

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

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Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
5,000	±1.4	±1.2	±0.8	±0.6
7,500	±1.1	±1.0	±0.7	±0.5
10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2