

Persona Validation Survey Q's

Survey will screen for owners of at least one Nintendo switch console.

Section: Gaming Profile

1. Which Nintendo Switch console(s) do you own?

Select all that apply

- Nintendo Switch
- Nintendo Switch OLED
- Nintendo Switch Lite

2. Which of the following best describes the kind of gamer you see yourself as?

Select one

- Casual gamer
- Serious gamer
- Professional gamer
- I would not describe myself as a gamer
- Other (please specify)

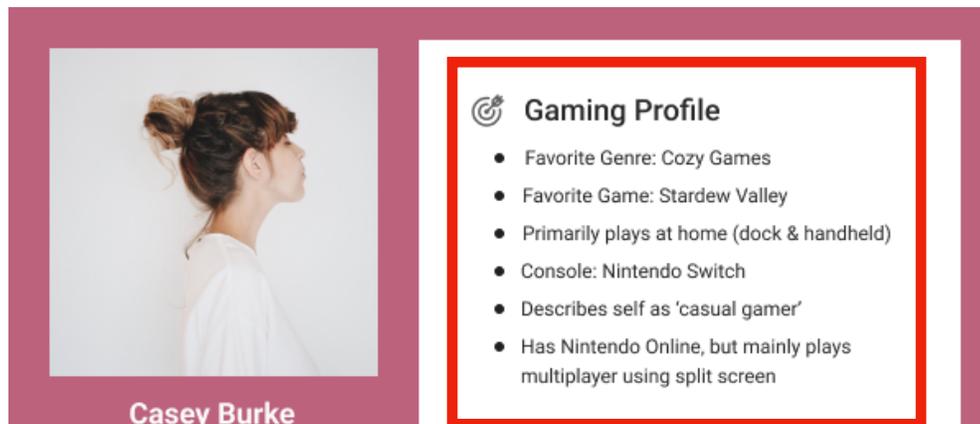
3. Do you currently subscribe to Nintendo Switch Online?

Select one

- Yes
- No
- I have in the past but not currently
- Other (please specify)

4. How to typically engage with multiplayer games when playing on YOUR switch?

- I have never played a multiplayer game on my switch
- I typically play local (split screen)
- I typically play local (online)
- I play online
- Other (please specify)



Casey Burke

Gaming Profile

- Favorite Genre: Cozy Games
- Favorite Game: Stardew Valley
- Primarily plays at home (dock & handheld)
- Console: Nintendo Switch
- Describes self as 'casual gamer'
- Has Nintendo Online, but mainly plays multiplayer using split screen

Section: Behaviors

5. In an average week how many hours per week do you play video games?

Select one

- 0-9
- 10-19
- 20-29
- 30-39
- 40+

This would likely be several statements to find out the 'why' they play, just using only the one to illustrate the assumed behavior.

6. Rate your agreement with the following statement(s): I play games on my Nintendo Switch to unwind.

Select one

- Strongly agree
- Somewhat agree
- Agree
- Neutral/No Opinion
- Disagree
- Somewhat disagree
- Strongly disagree

The image shows two side-by-side cards. The left card is a user profile for Casey Burke, and the right card is a list of behaviors. The behaviors card is highlighted with a red border.

Casey Burke	
Age	27-37
Family	Married, no kids
Income	\$70,000+
Education	Bachelors degree
Job	Editor
Work Style	Hybrid

Behaviors

- Plays video games 10-19 hours per week
- Hobbies: reading, tv, games, crochet
- Active social life
- Plays games to 'unwind'
- Enjoys both going out and staying in