

Gaming Survey Infopaper

The World of Gaming

Who Gamers Are and What They Want

Eyes4Research surveyed 1,034 gamers to learn more about who plays video games, how they like to play them, and their gaming gear spending habits. Gamers are a diverse and engaged group and they are willing to invest the time and money to play the games they enjoy.

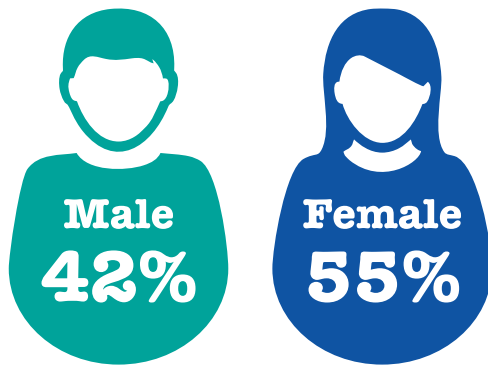
Eyes4Research



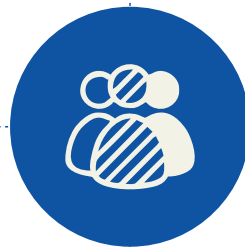
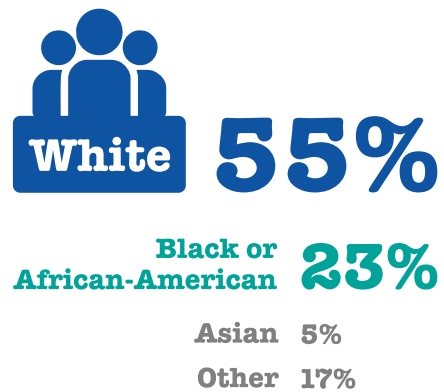
Who Plays Video Games, and How Do They Identify Themselves?

As it relates to gender identity, most gamers generally tend to be males between the ages of 18-34, but our survey indicated that the adoption rate among women gamers is rapidly increasing, with 54.55% of the respondents stating that they describe themselves as female, and 2.9% stating that they describe themselves as non-binary. Regarding ethnicity, the majority of the respondents identified as White or African-American/Black.

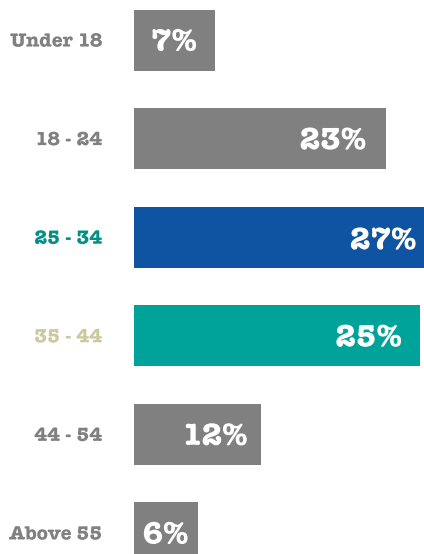
How do you describe yourself/gender?



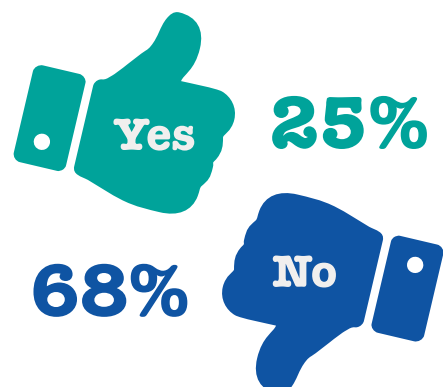
How do you describe yourself/ethnicity?



Age



Do you consider yourself to have a disability or impairment?



How Gamers Play and When They Play

Regardless of what game they are playing, each gamer has their own way to engage in gaming. A slight majority (38.09%) play on gaming consoles, like Xbox, PlayStation, and Switch. A sizeable number of gamers choose the convenience of mobile devices, with 26.40% of respondents indicating that they play video games on their computers.



 **61%** I play one game at a time

 **58%** I mostly play free-to-play games

 **65%** I play in short sessions

 **43%** I play mostly big, mainstream games

 **54%** I only play when it is convenient for me

 **58%** I prioritize gaming as a hobby

 **48%** I mostly play by myself

What Gear Do Gamers Use?

Games need gear, and gamers know what they want in their gear.

What devices do you play on?



39%

26%



35%



Top 5 devices by time spent playing video games



Rank 1

PlayStation console

2

iOS mobile phone or tablet

3

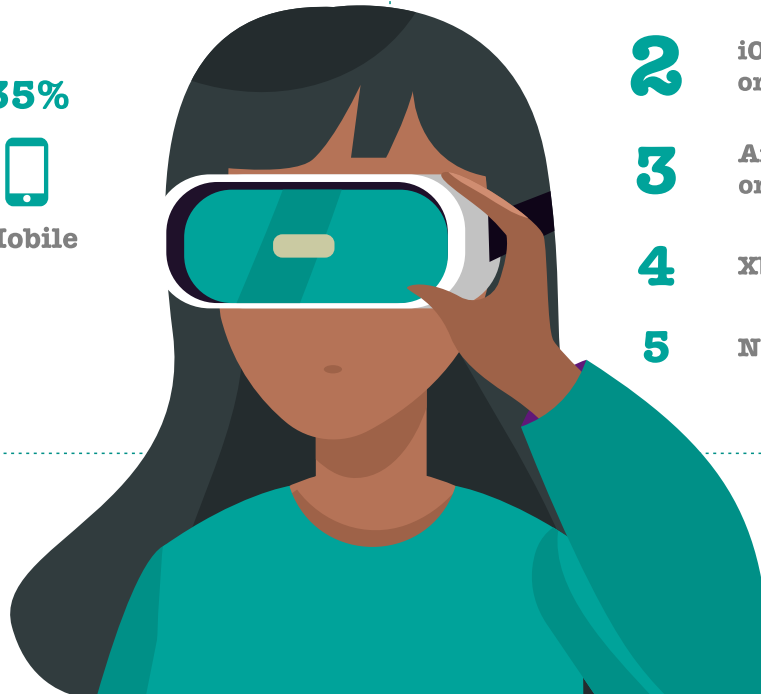
Android mobile phone or tablet

4

Xbox console

5

Nintendo Switch



Do you currently own a VR headset?

40%

No, and I have never owned one



38%

Yes

22%

No, but I used to own one

Are you currently considering purchasing a VR headset in the next year?

39% Maybe



37%

Definitely

24%

No

How Gamers Play and When They Play

How much money do you spend a month on video games?



30%
\$10-\$15

23% Less than \$5
27% \$5-\$9
20% More than \$15

What is the average full retail price of the video games that you play?



44%
\$15-\$30 per game

34% More than \$30 per game
22% Less than \$15 per game

How frequently do you play video games?



33%
Multiple times per month

31% Multiple times per week
28% Every day
8% Once per month or less

About how many hours per week do you spend playing video games?



56%
5 to 10 hours per week

22% Less than 5 hours per week
22% More than 10 hours per week

When was the last time you purchased or downloaded a video game?



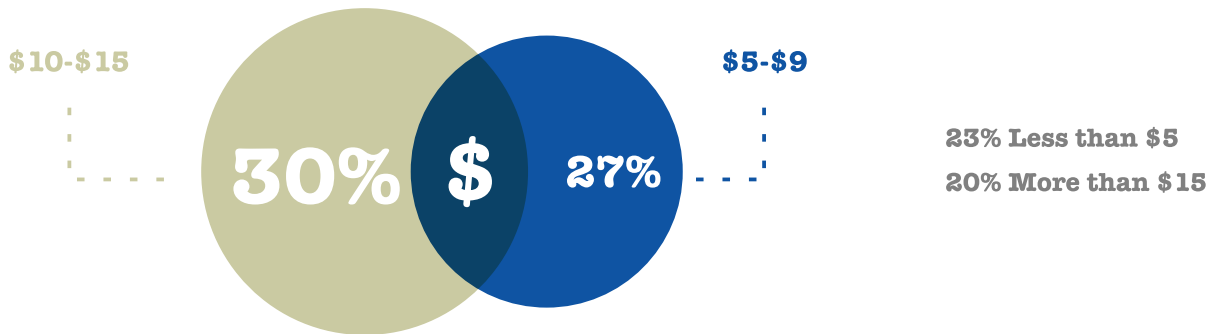
62%
Within the past 3 months

16% Over 6 months ago
22% Between 6 and 3 months ago

Gamers in the Workforce

Contrary to the belief among some that gamers spend every waking hour engrossed in gaming, our study found that the majority of respondents are either employed full-time or part-time. 17.12% of respondents are currently searching for employment.

How much money do you spend a month on video games?



What Features Do Gamers Want in a Game?

Seasoned gamers know which features are most important to them, and it affects how they judge the games that they play. A fast-loading game is of the highest priority for the respondents of our study. Other features that gamers want to see in the games that they play are high-resolution graphics, portability, and platform exclusivity.

Gaming device technical features (ranking stat)



Rank

- 2 High-resolution graphics
- 3 Smooth frame rate
- 4 Portability
- 5 Platform-exclusive games
- 6 Backward compatibility

Which Genres Do Gamers Like?

Gamers have a wide variety of genres to choose from when they log on to play. In our study, gamers stated that adventure-focused games are the genre that they prefer to play the most. Puzzle, racing, fighting, and sports were other genres that ranked high on the list. Collectible card games were the genre that was least liked by gamers.

Which game genres do you like the most?

Adventure	11%
Simulation	9
Strategy	9
Fighting	9
Puzzle	8

Which game genres do you like the least?

9%	Collectable Card Game
7	Rhythm
7	Puzzle
7	Battle Royale
6	Racing



How Did COVID Affect Gamer's Playing Habits?

While stuck at home during lockdown, gamers played and purchased more games than before the pandemic. The vast majority of respondents (68.38%) stated that they indeed both played and bought more games during the COVID-19 pandemic. A much smaller number of gamers (15.28%) indicated that they bought and played fewer games during the pandemic.

During the pandemic, did you buy/play more games?

68%	Yes, I played/bought more games
16%	No, I played/bought about the same
15%	No, I played/bought fewer games

Do Regular Gamers Also Follow eSports and Livestreaming?

Watching gamers play has become big business. Our study found that the majority of respondents were either already dedicated followers of eSports, or were at least casually interested in watching eSports. Gaming livestreams are also on gamers' radar, with the majority of the respondents stating that they watch regularly or occasionally watch gaming livestreams. But while many gamers enjoy watching other gamers play, only a small percentage (38.01%) stated that they broadcast or livestream their own gameplay.

Do you follow eSports?



36%

No, I do not follow eSports

34% Somewhat, I'm casually interested in eSports

Do you watch gaming livestreams?



39%

Sometimes, I occasionally watch gaming livestreams

36% Yes, I regularly watch gaming livestreams

Do you broadcast or livestream your own gameplay?



62%

No

38% Yes

How Gamers Prioritize Gaming in Their Lives

While there are some players who have other activities that they consider more important than gaming, 38.49% of the respondents stated that they prioritize gaming as a hobby.



38%

I prioritize gaming as a hobby



Some gamers are perfectly content with solo gaming, while others find benefits in connecting with other gamers during in-person events and other activities to be an enjoyable part of their gaming experience. Being part of the gaming community is important, with 54.78% of respondents indicating that they consider themselves part of the larger gaming community. 48.09% stated that they would call themselves a 'gamer'. Connecting with other gamers is also important, with significant numbers of respondents indicating that they would be interested in attending online and in-person events related to gaming, like conventions or tournaments.

55%

**State they are
part of the gaming
community**

47%

**State they
feel welcome in the
gaming community**

Why Gamers Play

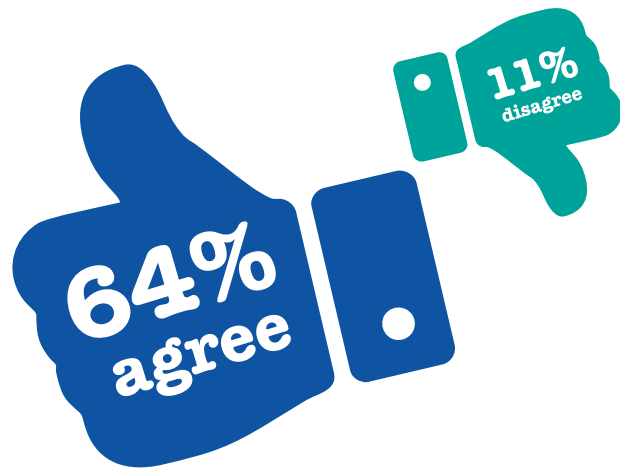
The reasons that gamers play are varied and different people get different benefits when they play.

Rate statements on why gamers play



What Gamers Think About Diversity in Gaming

Diversity in gaming is important to me



How Do Gamers Feel About Mobile Gaming?

Mobile gaming isn't real gaming

25% Neutral

25% Disagree

19% Agree



Gamers & Technology



30%

I don't know
what the
metaverse is



25%

I'm worried
about the
metaverse



37%

I believe the
metaverse will be
achieved in the next
five years



32%

I don't
know what
NFT's are



28%

I'm worried
about
NFT's



35%

I believe NFT's
will be important
in the next five
years



Thank You!



For more information,
contact:

support @eyes4research.com

www.Eyes4Research.com