

Attitudes toward Gaming - US - June 2015

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The video game market is poised for impressive growth as the younger generations become adults and gain increased spending power. The major challenge for many gaming brands moving forward will be in meeting the diverse needs of their target audiences and maintaining engagement among new and even more diverse generations of gamers.

This report looks at the following areas:

- How consumers feel about video game journalism, advertising
- Time spent playing video games
- What genres gamers are playing
- Interest in socialization and gaming
- Willingness to spend on video games

This report focuses on consumers' behaviors and attitudes regarding playing video games. Video game platforms, including video game consoles, are discussed for context but are covered in greater detail in other gaming reports.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Table of Contents

Overview

What you need to know

Definition

Executive Summary

The issues

How consumers feel about video game journalism, advertising

Figure 1: Correspondence analysis – Opinions regarding video game reviews, advertising and branded blogs, February 2015

Time spent playing video games

Figure 2: Time spent playing video games, February 2015

What genres gamers are playing

Figure 3: Video game genres played, February 2015

Interest in socialization and gaming

Figure 4: Opinions regarding gaming – Any agree, by age, February 2015

Willingness to spend on video games

Figure 5: Willingness to spend on video games, February 2015

The opportunities

Build on branded trust through varied content

Give players control over their gaming experiences

Pricing strategies must evolve with monetization models

Figure 6: Opinions regarding video game purchasing, by age, February 2015

Engage the social gamer

Figure 7: Cluster analysis groups, by willingness to spend on video games (median)

What it means

The Market – What You Need to Know

Gaming is nearly universal among kids and teens

Harassment in video games enters public focus

The impact of professional video gaming

Market Factors

Majority of kids, teens play video games

Gamergate brings harassment into focus

Professional gaming to increase in diversity, viewership

Key Players – What You Need to Know

Mobile gaming gains industry and consumer attention

What consoles can still learn from computer gaming: Third-party mods

What's Working?

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Traditional brands are getting involved in mobile gaming

What's Struggling?

Subscription-based MMOGs lose traction

What's Next?

The rise of procedural generation and open worlds

Third-party modifications to come to consoles

The Consumer – What You Need to Know

Most consumers play video games

Gamers interested in a range of genres

Consumers and identifying as gamers

Platforms Used to Play Video Games

Two-thirds of consumers play video games

Figure 8: Platforms used to play video games, February 2015

Households with children more likely to play video games

Figure 9: Platforms used to play video games, by presence of children under 18 in household, February 2015

Time Spent Playing Video Games

Gamers play an average of 4.6 hours per week

Figure 10: Time spent playing video games, February 2015

The value of gamers' time

Figure 11: Time spent playing video games (mean, excluding I'm not sure), by age, February 2015

Video Game Purchasing and Spending Trends

A minority of gamers will spend more than \$60 in a month

Figure 12: Willingness to spend on video games, February 2015

Median spending rises among the most frequent players

Figure 13: Willingness to spend on video games (median), by time spent playing video games, February 2015

Consumers prefer buying physical copies of their games

Figure 14: Opinions regarding video game purchasing, by time spent playing video games, February 2015

Consumer demand for video game subscription services

Figure 15: Opinions regarding video game purchasing, by age, February 2015

Video Game Genres Played

Consumers' preferred video game genres

Figure 16: Video game genres played, February 2015

Opportunity: Engage new audiences through familiar gaming genres

Figure 17: Video game genres played, by gender and age, February 2015

Consumers' Opinions Regarding Gaming

Not all consumers who play video games consider themselves gamers

Figure 18: Identification as a gamer, by gender and age, February 2015

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The majority of consumers are receptive to ad-supported games

Figure 19: Opinions regarding gaming – Any agree, by time spent playing video games, February 2015

Significant concern over graphic content

Figure 20: Opinions regarding gaming – Any agree, by age and gender, February 2015

Most gamers want a challenge

Figure 21: Opinions regarding gaming – Any agree, by video game genres played, February 2015

Consumer interest in the social aspects of playing video games

Figure 22: Opinions regarding gaming – Any agree, by age, February 2015

Kids and Video Games

The majority of kids play video games

Figure 23: Incidence of playing video games – Kids, by age, November 2013-December 2014

What types of video games are kids playing?

Figure 24: Video game genres played – Kids, by age and gender, November 2013 – December 2014

Kids and social gaming

Figure 25: Who kids play video games with, by age, November 2013-December 2014

Role of video games in kids' lives

Figure 26: Opinions regarding video games – Kids – Any agree, by race, November 2013-December 2014

Teens and Video Games

Incidence of playing video games and gamer identity among teens

Figure 27: Incidence of playing video games – Teens, by gender and age, November 2013-December 2014

Many gameplay tendencies persist between children and teens

Figure 28: Video game genres played – Teens, by gender and age, November 2013-December 2014

Role of video games in teens' lives

Figure 29: Opinions regarding video games – Teens, by race, November 2013-December 2014

Correspondence Analysis

Consumers trust video game journalism

Figure 30: Correspondence analysis – Opinions regarding video game reviews, advertising and branded blogs, February 2015

Figure 31: Opinions regarding video game reviews, advertising and branded blogs, February 2015

Repertoire Analysis of Video Game Genres Played

A small share of gamers focus on a single genre

Figure 32: Repertoire of video game genres played, February 2015

The majority of frequent gamers play five or more genres

Figure 33: Repertoire of video game genres played, by time spent playing video games, February 2015

Cluster Analysis

Figure 34: Target groups, February 2015

Infrequent Players

Engaged and Social

Challenge Seekers

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Appendix – Data Sources and Abbreviations

Data sources

Consumer survey data

Consumer qualitative research

Correspondence analysis methodology

Cluster methodology

Abbreviations and terms

Abbreviations

Terms

Appendix – Consumer

Incidence of kids playing video games

Figure 35: Video games owned or played – Kids, November 2013-December 2014

Video game genres played by kids

Figure 36: Video game genres played – Kids, by demographics, part 1, November 2013- December 2014

Figure 37: Video game genres played – Kids, by demographics, part 2, November 2013-December 2014

Figure 38: Video game genres played – Kids, by demographics, part 3, November 2013-December 2014 (continued)

Time spent playing video games – Kids

Figure 39: Time spent playing video games – Kids, by demographics, November 2013-December 2014

Who kids play video games with

Figure 40: Who kids play video games with, by demographics, November 2013-December 2014

Figure 41: Who kids play video games with, by demographics, November 2013-December 2014

General opinions about video games – Kids

Figure 42: Kids' opinions about video games, by demographics, November 2013-December 2014

Incidence of teens playing video games

Figure 43: incidence of playing video games – Teens, by demographics, November 2013-December 2014

Time spent playing video games – Teens

Figure 44: Time spent playing video games – Teens, by demographics, November 2013-December 2014

Video game genres played by teens

Figure 45: Video game genres played – Teens, by demographics, part 1, November 2013-December 2014

Figure 46: Video game genres played – Teens, by demographics, part 2, November 2013-December 2014

General opinions regarding video games – Teens

Figure 47: Teens' opinions regarding video games, by demographics, part 1, November 2013-December 2014

Figure 48: Teens' opinions regarding video games, by demographics, part 2, November 2013-December 2014

Time spent playing video games – Adults

Figure 49: Time spent playing video games – Adults, by demographics, November 2013-December 2014

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