Conclusion

Age as an indicator

Older gamers are spend more money on video games. This fairly obvious as children limited by the amount of games their parents are willing to buy them. People who are out of school and working have more disposable income to spend on their video game hobby. The highest spenders purchased the new consoles in the fall so launch lineups should gear towards the older audience who will have the money to spend $400-$500 on a new console.

Gender as an Indicator

Males spend more money on video games and spend more time playing than females. The highest spenders all bought the new consoles in the fall so new consoles should focus their launch lineup towards male gamers. Video games that are either very long or have a lot of replay value should also be geared towards the male audience as they are also spending more time with their games.

Online Multiplayer

There is no relationship between gamers who like local multiplayer and gamers who like online multiplayer. A gamer who plays multiplayer games in person is neither more likely nor less likely to play a game online.

Non-white gamers are more likely to play games online so games that heavily feature online play should be advertised heavily in areas where there are minorities. They do not necessarily spend any more time playing online, but they are more likely to do so.

Male gamers are also more likely to play a video game online than female gamers. However this not necessarily be true for fans of role-playing games. Role-playing games were the favorite genre for both genders. 44.4% of males chose role-playing games as their favorite and 31.3% of females did the same. Further analysis could be done to analyze the relationship between gender, online play, and genre, but I would need a larger sample size.

Final Conclusion

My conclusion is that there is difference in the way people play video games based on the demographics they belong to. Some difference as obvious as older age correlating to the amount of money one can spend on video games. Males spending more money and spending more time playing confirms the assumption most people have about gamers in that it’s a boys club. From my experience, it is. The difference in race and online play interests me most for further research. One could come up with a few possible explanations as to why non-whites are more attracted to online play than whites, but an accurate explanation would require an interview.

There are still many questions left unanswered. There are relationships involving variables such as region of residence and favorite game genre that cannot be properly analyzed without a much larger sample.