



Consumer Insights - Games & Esports

2020 Topic List

DEMOGRAPHICS

- Gender
- Age
- Education
- Income
- Work situation
- Home situation
- Parental status

MEDIA, SPORTS & TECHNOLOGY

- Time spent on various activities (e.g., reading, listening to music, watching (online) TV/video, social networks, online shopping)
- Social (mobile) networks and chat apps used*
- Hobbies and general interests
- Partaking in sports-related activities, past 6 months
- Sports watched at least once per month
- Using and/or paying for digital media subscriptions (e.g., Spotify Premium, Netflix, HBO, Google Play Music Unlimited, Individual Twitch channel, Amazon Prime, Apple Music, Disney+, Apple TV+, ESPN+, etc.)
- Visiting online gaming community websites, weekly
- Betting on esports (not in CN, JP, SA, or AE)
- Brand attitude (Mountain Dew, Intel, Apple, Samsung, Amazon, Coca Cola, Red Bull, Monster, Adidas, Nike, Mercedes-Benz, Nvidia, KFC, Toyota)
- Awareness of cloud gaming
- TV channels watched*

GAME BEHAVIOR & PSYCHOGRAPHICS

- Total number of (non-)gamers per country/market
- Non-gamers: past play behavior and intention to play
- Players per platform
- Play frequency per platform
- Time spent playing per platform
- Appealing aspects within video games
- Main reasons for playing video games
- Food/drinks consumption while playing video games
- Frequency of participating in amateur esports tournaments
- Self-reported affinity with gaming – Casual, Midcore, Core
- Using or paying for game subscriptions (e.g., Xbox Live Gold, PlayStation Plus, EA Access, Nintendo Switch Online, etc.)

PAYMENT BEHAVIOR

- Paying players per platform
- Money spent per platform (Minor, Average, or Big Spenders)
- Methods used for spending on PC and/or mobile games
- Microtransaction spending on in-game items or virtual goods
- Popularity of "F2P" and "P2P" games

BOXED/DOWNLOADED PC GAMES

- Desktop/laptop used to play PC games, and which PC brand is primarily used
- Genres played on PC
- PC budget spent on (e.g., boxed/disc games, downloaded/digital games, in-game purchases, subscriptions)
- Locations for playing on a PC (Asia, TR, SA, AE, ZA, and Latin America only)
- PC franchises played (e.g., Dota 2, League of Legends, Team Fight Tactics, World of Warcraft, etc.)

MOBILE GAMES

- Device used to play mobile games on (e.g., feature phone, smartphone, tablet, PC through emulator)
- App stores used to download mobile games
- Genres played on a mobile device
- Types of mobile gambling games played (not in SA & UAE)
- Mobile franchises played (e.g., Arena of Valor, Brawl Stars, Clash Royale, Mobile Legends: Bang Bang)
- Playing games via Facebook (not in CN) and WeChat (CN only)

CONSOLE GAMES

- Console personally owned
- Console used to play games in the past 6 months
- Genres played on console
- Console budget spent on (e.g., boxed/disc games, downloaded/digital games, in-game purchases, subscriptions)
- Console franchises played (e.g., Call of Duty, FIFA, Assassin's Creed, Battlefield, Grand Theft Auto, Uncharted, Borderlands, Resident Evil, The Witcher, etc.)

VIDEO CONTENT & ESPORTS

- Gaming video content watched (live-streams, reruns, recordings) on various platforms (e.g., Twitch, YouTube, Facebook, Twitter, Mixer, Douyu, Huya, Niconico, etc.)
- Esports awareness
- Frequency of watching esports
- Video content of specific games regularly watched (e.g., CS:GO, League of Legends, Dota 2, Clash Royale, Fortnite, PUBG, Apex Legends, etc.)
- Type of video content per specific game watched (esports, streams/recordings, other content)
- Subscription to 2+ game channels/esports broadcasters
- Money donation to game channels/esports broadcasters
- Esports franchises played (e.g., CS:GO, FIFA, LoL, Dota 2, Rocket League)

MOBILE, TABLET & VIRTUAL REALITY (VR)

- Mobile phone brand, and whether feature phone or smartphone
- Mobile network operator*
- Household's internet service provider*

GAMING HARDWARE & PERIPHERALS

- Money spent on gaming hardware
- Ownership and intention to buy of gaming headset, mouse, keyboard, controller, surface/mousepad, VR headset
- Gaming peripheral brand awareness
- Role of gaming hardware in gaming experience

NEWZOO'S GAMER SEGMENTATION™

Covering 9 unique personas based on gaming, viewing, and owning behavior

- The All-Round Enthusiast
- The Ultimate Gamer
- The Subscriber
- The Hardware Enthusiast
- The Backseat Viewer
- The Lapsed Gamer
- The Conventional Player
- The Popcorn Gamer
- The Time Filler

* Country/market specific topics.

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