



# Consumer Insights – Gaming Peripherals

## 2020 Topic List

### DEMOGRAPHICS

- Country
- Gender
- Age
- Income
- Work situation
- Home situation

### GENERAL OWNERSHIP

- Gaming headset
- Gaming mouse
- Gaming keyboard
- Gaming surface/mousepad
- Gaming controller
- Gaming specific hardware/peripherals (18 in total; e.g., high-end sound card, motherboard, gaming joystick/wheel, VR headset, PC speakers)

### PURCHASE FUNNEL

- Overall gaming peripheral brand awareness (e.g., SteelSeries, Astro, Razer, Logitech G)
- Brand consideration – for headset, mouse, keyboard, surface/mousepad, controller
- Brand preference – for headset, mouse, keyboard, surface/mousepad, controller
- Brand ownership – for headset, mouse, keyboard, surface/mousepad, controller
- Gaming peripheral brand loyalty – for headset, mouse, keyboard, surface/mousepad, controller
- Gaming peripheral brand purchased/bought for/gifted – for for gaming chair, headset, mouse, keyboard

### PRODUCT CATEGORY DEEPLIVE

- Budget new gaming peripheral – for headset, mouse, keyboard, controller, and PC Speakers
- Money spent on gaming hardware
- Most important features gaming headset (19 features e.g., Bluetooth connectivity, surround sound)
- Most important features gaming mouse (19 features e.g., weight, click durability, wireless)
- Most important features gaming keyboard (18 features e.g., dedicated macro keys, spill resistant)
- Most important features gaming controller (17 features e.g., haptic/vibration feedback, programmable buttons, RGB illumination)
- Usage of headset indoor/outdoor activities
- Preference weight of mouse
- Number of mouse buttons used while gaming
- Size preference gaming keyboard
- Battery preference wireless headset and mouse
- Preference charging method in-built battery wireless headset, mouse and keyboard
- Ownership of gaming- or non-gaming headset, mouse and keyboard by Logitech G
- Main drivers choosing gaming peripherals (15 drivers e.g., reviews, recommendations, favorite brand)
- Platform used with headset or controller (Apple/iOS, Android, Xbox One, PlayStation 4, Nintendo Switch, PC (desktop/laptop, VR headset)
- Source accessory of gaming peripheral (online shop manufacturer, online shop retailer, physical shop)
- Online retailers used for buying gaming peripherals
- Physical stores used for buying gaming peripherals

### NEWZOO'S GAMER SEGMENTATION™

- Covering 8 unique personas based on viewing, gaming, and owning behavior

### GAMING CHAIR DEEPLIVE

- Overall gaming chair ownership
- Gaming chair brand awareness (e.g., DX Racer, Maxnomic)
- Gaming chair brand consideration
- Gaming chair brand preference
- Budget new gaming chair

### BRAND ATTRIBUTE EVALUATION\*

- Suits lifestyle
- Premium
- Innovative
- Unique
- On the rise
- Dedicated to gaming
- High quality hardware
- Gives me confidence when I game
- Trustworthy
- I talk to others about
- Understands me
- Well designed hardware
- Useful products beyond just gaming
- Leader in esports
- High performance professional-grade hardware
- Gaming products that are good value for money
- Develops great software

### GAMING BEHAVIOR

- Total number of (non-)gamers
- Players per platform: mobile players, console players, PC players
- Play frequency per platform: mobile players, console players, PC players
- Time spent playing per platform: mobile players, console players, PC players
- Type of games played per platform (F2P vs. P2P): mobile players, console players, PC players
- Favorite genres
- Popularity franchises
- Social (mobile) networks actively used
- Primary system most used to play PC games
- PC or Laptop brand mainly used
- Consoles owned
- Intent to upgrade to next generation of console
- Role of gaming hardware in gaming experience
- Self-reported gaming affinity
- Visiting online gaming community websites weekly
- Hardware enthusiast statements
- Reasons for playing games
- Main reason for owning hardware

### ESPORTS AND STREAMING

- Esports awareness and involvement
- Regularly watched video game content
- Type of video game content watched (esports vs. personal streams vs. other content)
- Frequency watching video streams (live, pre-recorded, or reruns) or content
- Gaming video content watched (live-streams, reruns, recordings) on various platforms (e.g., Twitch, YouTube, Mixer, Douyu, Huya, Niconico, etc.)
- Frequency streaming games
- Frequency publishing video games content (not live streaming)
- Money spent on streaming specific peripherals (e.g., stand-alone microphone, external webcam, audio mixer)
- Subscribed to 2+ game channels/esports broadcasters
- Donate money to game channels/esports broadcasters