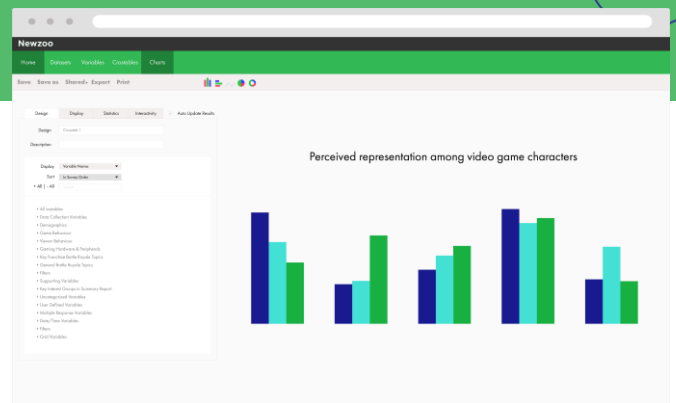


# Gamer Sentiment Study – Diversity & Inclusion

Understand gamer sentiment toward diversity and inclusion and explore ways to make game experiences more inclusive with insights from our second annual Gamer Sentiment Study. Includes a summary report with key insights and dashboard access to all study data.



1

## Dashboard Access

12-month direct access to all of your data within our intuitive and interactive dashboard.

2

## Summary Report

A ~30 page report featuring the most important high-level insights from the study.

3

## Client Support Included

Dedicated support from our expert client success managers, who will ensure you get the most out of the data,

## Dashboard Metrics

The consumer data includes **100+ variables** on gamers in 2 countries/markets

### Demographics

- Gender Identity
- Age
- Racial/Ethnic Identity
- Religion
- Disability/ability status
- Work situation
- Home situation
- Household income

### Game Behavior

- Players per platform
- Play frequency per platform
- Time spent playing per platform
- Self-reported affinity with games
- Favorite genres
- Franchises played
- Motivation to play games
- Newzoo's Gamer Segmentation

### Media Behavior & Video Content

- Gaming video content watched (live-streams, reruns, recordings) on various platforms
- Subscription to 2+ game channels/esports broadcasters
- Money donation to game channels/esports broadcasters
- Visiting online gaming community websites, weekly
- Regularly uses voice chat (e.g. Discord or in-game)
- Statements on video game content platforms
- Statements on online gaming communities (e.g. engage anonymously/share identity)
- Brand attitude (Mountain Dew, Apple, Amazon, Red Bull, Nike, Logitech G, HyperX, SteelSeries, Razer, Turtle Beach)

### Gaming Hardware & Peripherals

- Money spent on gaming hardware
- Role hardware has in gaming experience

- Ownership and intention to buy gaming headset, mouse, keyboard, adaptive gaming controller
- Preferred aspects influence gaming hardware purchases (e.g. different materials/textures)
- Type of product preferred gaming hardware (e.g. bespoke design)

### Diversity & Inclusion – Video Games

- Representation among video game characters
- Games industry improvements over time (e.g. representation, accessibility for differently abled players, toxicity management)
- Sentiment statements on playing games (e.g. I did not play certain games because I felt like it wasn't made for me)
- Important aspects of character selection (e.g. how the character looks, backstory)
- Important aspects of humanoid character customization (e.g. ethnicity/race, body shape/size)
- Preference when selecting game characters

### Key Franchises

- Perceived inclusiveness for selected franchises
- Fandom for selected franchises

### Game Publishers/Developers and Brands

- Support towards various societal issues
- Importance of game companies taking a stand on societal issues
- Awareness of actions taken by game companies on various societal issues
- Perceived efforts towards D&I for selected companies or brands
- Sentiment statements on D&I for game publishers (e.g. more likely to play games from game publishers that take an active stance on societal issues)
- Perceived representation of various groups in-game and games industry

## Use Cases

### 1. Understand

Gamer Behavior, Motivation,  
Sentiment

### 2. Assess

Behavior and Preferences  
Beyond Playing

### 3. Identify

Opportunities to Make  
Games More Inclusive

## Geographic Scope

The consumer data is available for **2 countries/markets**, across gamers and platforms



United  
States



United  
Kingdom

## Annually Changing Focus Topic

The focus of our annual Gamer Sentiment Study changes every year. The topic is decided by Newzoo, based on what we think is the most interesting sentiment topic in the gaming business that year.

## Definitions

**Players:** People who play games on a mobile device, console, and/or PC.

**Games on a Mobile Device:** This includes a mobile (smart) phone, iPod Touch, iPad, or any other tablet or mobile device.

**Games on a Game Console (Incl. Handheld):** This includes Xbox, PlayStation, Nintendo Switch, DS, PSP, and other consoles.

**Games on a PC (Desktop/Laptop):** This includes PC games that can be downloaded from websites or services such as Steam or purchased as a boxed product (CD/DVD), but also games played in a browser.

## Methodology



### 1. Scoping & Identifying Hottest Topics

Over ten years of experience and reporting on trends ensures that each of our studies contain the hottest topics relevant to our segments and clients.

- Over 70 studies performed yearly across the same time period(s).
- Survey design, localization, and translation is carried out together with key clients and partners.
- Survey programming & testing, ensuring mobile compatibility with an average survey length of 15 minutes.
- 15+ franchises covered.
- 100+ topics can be cross-analyzed in depth.



### 2. Data Collection & Processing

Actively monitoring the process of data collection as the fieldwork kicks off is essential to the quality of the research results. To guarantee data reliability, respondents are carefully selected to provide an accurate representation of the online population.

- Source of sample & fieldwork: Dynata
- CAWI among approx. 4,000 invitation-only respondents in 2020.
- Target group: Gamers aged 10-50
- Respondents selected based on age, gender, education, income, and region.
- Balanced recruitment based on device used to access the internet/survey.
- Extensive data checks assess for and remove outliers, speeders, and flat-liners.



### 3. Extrapolation & Validation

Validating the data is the last step before publishing it to our clients. To rule out any errors or irregularities, Newzoo performs sanity checks. Key data points from this study are compared with data points from other sources and studies.

- Validated using primary Newzoo data, publicly available information, and client input.
- Data presented in the Newzoo Consumer Insights Dashboard.
- The interactive dashboard allows you to visualize the data in many ways and enables you to filter on variables such as country/market, gender, ethnicity, franchises, and more.
- Graphs and tables can be saved and are exportable to PPT and XLS.

## Have a question or wish to subscribe?

### CONTACT US:

Please send an email to:

[questions@newzoo.com](mailto:questions@newzoo.com)