# The Audience of Our Game – My research

## Finding the right gender an age group for our game

“A market growing at such a speed also means a lot of new users of all ages and experiences. From kids to grandparents and from hardcore gamers to casual Solitaire players. Hey! Who knows? maybe even the future players of your game. “ – Group Project Pitch Presentation

Mobile Gamers – Aiming for the casual gamers and the cooperative and competitive mobile games

Android and Apple research

On Google Play Store, on the top grossing, there’s a lot of one player games, however there are multiplayer games which tend to be more competitive and will require a second device to play multiplayer.

On the Apple Play store, it shows that they have similar results to the Google Play store’s top grossing apps.

The multiplayer games on android, range from both split screen to having multiple devices.

The multiplayer games range in similar “cartoony” art styles as they seem to attract a certain age group.

Example:

Pokemon GO – 2 weeks after Pokémon Go is released, the average player demographic turned out to be 25 year old white women with a college degree

People aged 30-49 represent 30% of players currently which previously was 25%

The core audience of Pokémon Go is mostly men due to Pokemon Utility apps are dominated by men. This game started as a game dominated by women but has decreased by a small amount.

Popular in the US as it has been adapted in urban areas.

(Survey Monkey Intelligence, 2016)

Clash of Clans vs. Candy Crush

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| Clash of Clans | Candy Crush |
| Predominantly male -77% | 60% of gamers are female |
|  | Candy Crush Saga’s Players which are male 54% will pay for mobile games |
| Over half of clash of clans players fall into ages of 21-35  Only 23% are above 35 | Has a wider age demographic  42% of players are between ages 21-35  40% of players are above 35. |

Clash of Clans is more Core gaming whereas, candy crush is more casual.

(Newzoo, 2013)

Break down of casual, mid-core and Hard-core mobile gamers

* Bejeweled Blitz - **Casual game**

Shows that there were more female gamers ranging from 25-44 and even an increase at 55+

Between 20-30% of gamers are female and at that age group.

And the male, less than 10% of males play this

The highest male players are in the age group of 25-34, the rest of the males fall under 5% of playing this game.

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| Male – 21.74% | Female – 78.26% |

* Clash of Clans **(mid core game)**

Less than 10% of females play, highest female gamers are at the ages between 21-35 who play this game.

Males plays above 40% in the age range of 21-35 are interested in this game

Ages between 10-20 and 26-50 who are males, are interested in this game above 15%

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| Male – 77% | Female – 23% |

* Call of duty (**hard core**)

Under 5-10% of females of all age groups play this game

Males at the ages of 18-24 have the highest going above 40%

Males that range from the ages of 13-17 and 25-34 are just above and below 20% of players of this game.

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| Male – 92% | Female – 8% |

* Candy Crush Saga (**Casual**)

More females play this game than males, the highest players in age is 21-35 although the females in the age range of 10-20 and 36-50 have a high amount of players too.

For males, the highest players in age range are in 21-35 and the age groups which are 36-50 and 10-20 also have interest in this game but not as many players.

(Mike Mason, 2013)

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| Male – 40% | Female – 60% |

From this research of multiplayer games, casual games tend to be more directed at women at the ages between 21- 35.

## References

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