# Group 16 Project Market Research

## Demographics

All demographical data on the types of players that play rogue-likes is aggregated from the following survey - <https://docs.google.com/forms/d/e/1FAIpQLScR2iR_lln4O4x8gh9DuDXzfJTDmsaczXYm633TzQZndBv8Cg/viewanalytics>

### What is your biological gender?

Male = 95.1%

Female = 4.9%

### How old are you?

12 to 17 = 6%

18 to 24 = 31.3%

25 to 34 = 45.9%

35 to 44 = 12.9%

45+ = 3.9%

### Which platforms do you play on?

PC = 99.2%

Xbox = 6.9%

Playstation = 18.4%

iOS/Android = 44%

Other = 18.7%

### How long have you been playing video games?

Less than a year = N/A

Between 1 and 3 years = 1.1%

Between 3 and 5 years = 1.4%

Between 5 and 10 years = 7.7%

More than 10 years = 89.8%

### How often do you play video games?

Every day = 49.9%

Every other day = 23.4%

Few times a week = 20.9%

Once a week = 3%

Once a month = 2.8%

### Do you consider yourself a hardcore gamer?

Yes = 48.9%

No = 51.1%

## Psychographic Profile – “Geoff”

Geoff is a 29-year-old PC Gamer with a busy work life, leaving him with a limited amount of time to spend on playing games. He likes games he can pick up and play in short bursts and finds fulfilment in mastering a games’ mechanics. Geoff grew up playing games throughout his childhood and teenage years and is very experienced with a variety of game genres.