**Cross-Gaming Data Analysis**

Between Thursday, November 14th and Monday, November 18th, 29 people took an 8-question survey on cross-platform gaming in order to assess what the target audience was and what they were interested in for the Cross-Gaming Software company.

The ages of the 29 people surveyed varied from 18- 74. The majority of the responses came from the 18-24 age group with 18 respondents and the 25-34 age group with 5 respondents. The majority of these respondents were also those that played video games 3 or more hours a week (See Figure 1). Those that are 18-24 had 10 out of the 18, or 55.56%, say that they play video games at least 3 hours a week. The 25-34 age group had 4 out of the 5, or 80%, say that they play video games at least 3 hours a week. Seeing this correlation, Cross-Gaming’s target audience should be those age groups, because they would be the most likely to use a gaming software.

Figure 1

Of the 29 respondents, 16 said that their chances of using Cross-Gaming would be likely or very likely, and all 16 of those responses were from the target ages (18-34), 12 of them, or 75%, are between 18-24 and 4 of them, or 25%, are between 25-34 (See Figure 2).

Figure 2

Cross-Gaming was described to those surveyed as a software service that would save your stats, progression, and achievements and would transfer those numbers to any platform with a synced account. When asked how likely they would be to use this product, 16 of the 29 respondents, or 55.17%, said that they would be likely or very likely to utilize this, and the remaining 13 replied as unlikely, very unlikely, or neutral (See Figure 3).

Figure 3

Of those that are likely or very likely to use Cross-Gaming, 12 of them, or 75%, play video games at least 3 hours a week, making them part of the target audience (See Figure 4).

Figure 4

Looking at those that are likely to use Cross-Gaming, The 16 respondents use 5 different platforms to play games: the Xbox 360, the PlayStation 3, a Windows PC, a Mac PC, and the Wii. Of those platforms, the majority of the respondents use the Xbox 360, with 10 respondents, or 62.5%, and a Windows PC, with 13 respondents, or 81.25%. The other platforms are not used as much: the PlayStation 3 is used by 5 respondents, or 31.25%, a Mac PC is used by 3 respondents, or 18.75%, and the Wii is used by 4 respondents, or 25% (See Figure 5). Looking at Figure 5, the systems that Cross-Gaming should use the most amount of advertising for would be the Xbox 360 and Windows-based PC’s.

Figure 5

Respondents were also asked which gaming genre they played the most. The majority of those who are likely to use Cross-Gaming play action role playing games (action RPG), shooters, role playing games (RPG), and strategy games. Both action RPG and shooter genres are played by 10 respondents, or 62.5% of the 16 surveyed, and RPG and strategy games are both played by 7 respondents, or 43.75% of the 16 surveyed. The rest of the genres (fighting, massively multiplayer online (MMO), sports, simulation, puzzle, and racing) are played by 25% or less of the 16 respondents (See Figure 6).

Figure 6

Looking at the results in Figure 6, the genres that would be used the most with Cross-Gaming would be action RPG, RPG, shooter, and strategy games. That is also noticed when looking at how the respondents answered which game they would most likely to use on more than one platform. Of the 29 respondents, 20.69% of them, or 6 people, replied with Battlefield (a first-person shooter game), and Elder Scrolls: Skyrim (an action RPG). The most responses were for Call of Duty, another first-person shooter game, with 8 of the people surveyed, or 27.59% (See Figure 7).

Figure 7

When asked if they owned a game on more than one platform, 7 out of the 29 respondents answered affirmatively. All 7 of those respondents also answered that they would be likely or very likely to use Cross-Gaming. That means that there is an extremely high chance that gamers who already own a game on more than one platform would be Cross-Gaming users (See Figure 8).

Figure 8

The results of the survey point to the perfect target audience for Cross-Gaming: 18-34 year-olds who play video games for more than 3 hours a week. Those in the target audience are likely to play action RPGs, RPGs, shooter games, and strategy games. The games to advertise to would be in those genres, specifically Battlefield, Call of Duty, and Elder Scrolls: Skyrim; and the most common platform to play those games on are the Xbox 360 and the Windows PC. Also, if they already own a game on more than one platform they are extremely likely to use Cross-Gaming.