

## 2D Game Marketing Survey by theweirdn8 and redchu

**Survey Started:** March 18, 2011

**Survey Ended:** April 01, 2011

**Completed Surveys:** 200 Even(Yes I am surprised it reached that by April 1<sup>st</sup>). For some weird reason, sometimes only 199 results are present within the results.

**Survey Made Possible by:** <http://www.kwiksurveys.com/>

### **Shameless Spam:**

redchu's website is located at <http://redchu.blogspot.com/>

theweirdn8's website is located at <http://www.tailware.com/>

### **Tailware Rewards/Coupon webpage:**

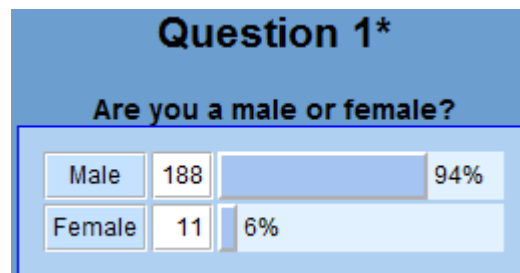
[http://tailware.com/2dgamesurvey\\_v01\\_complete.php](http://tailware.com/2dgamesurvey_v01_complete.php) (Expires April 7)

There were 200 surveys taken, but only 75 coupons were generated. If you are one of those 125 people who did not receive a coupon for Corrupting Tales and Fields of Fresh, please do so now. I will make this link no longer give out coupons by April 7, 2011.

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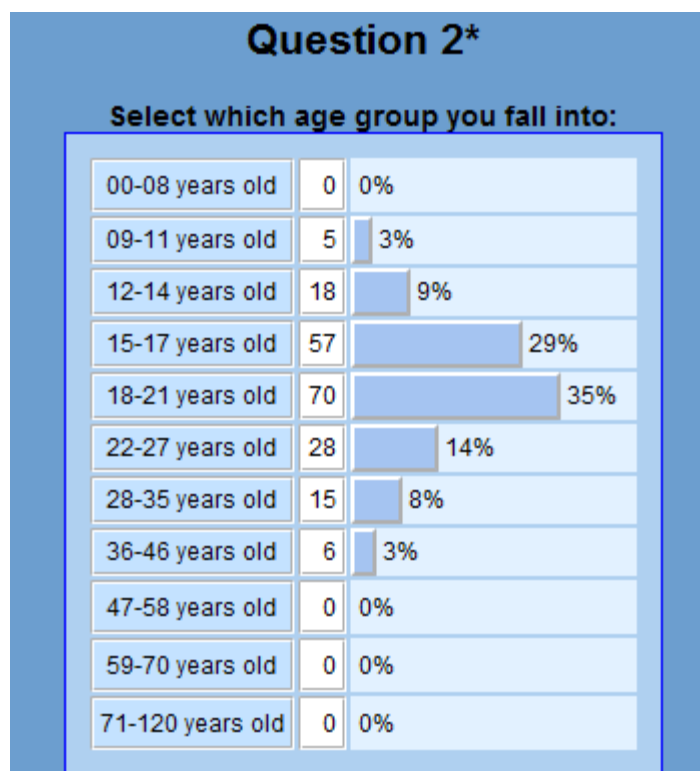
*When I was making the survey I intended for Questions 1-4 to be demographic related*

### **Question 1**



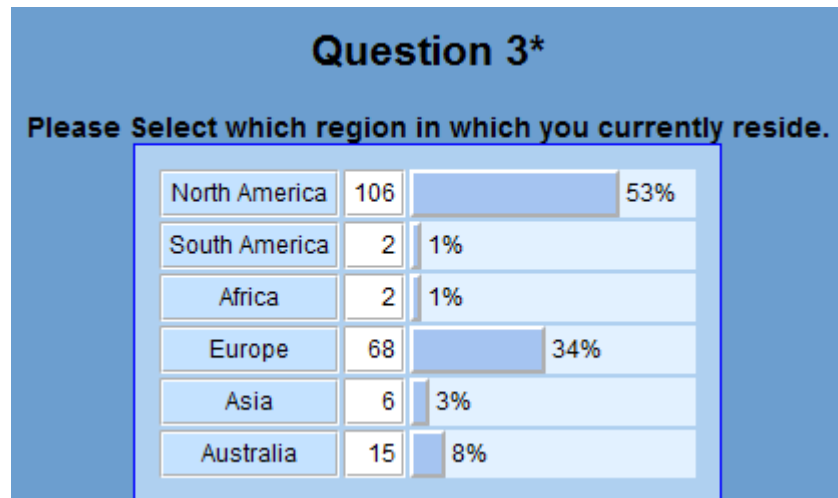
Male or Female, not really anything special. Now since most of the surveys were posted on game developer websites, this question may be too biased.

## Question 2



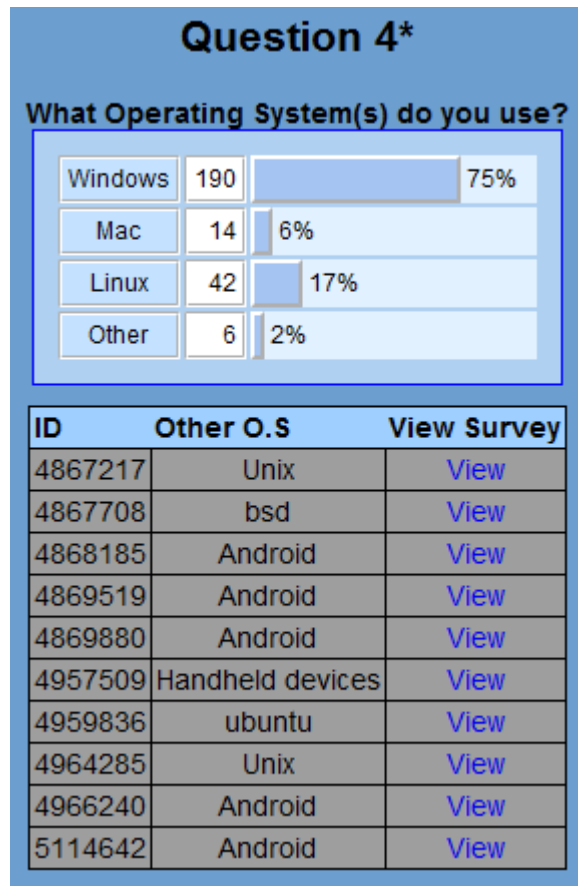
The Age Question: I attempted to group common age groups. I have no idea why did I actually place the 0-8 age there, as if expecting them to actually fill out the survey. The gaming age for the participants cut off at age 47, which may not be a pure representation of the whole gaming world. 18 to 21 year olds came in 1<sup>st</sup> place, as 15-17 came in 2<sup>nd</sup> place, and 22-27 year olds took the Bronze trophy.

### Question 3



Just a simple question, about where in the world people may be located, in terms of regions. North America dominated the survey, followed by Europe, and suprisingly(to me at least) Australia. Asia came in 4<sup>th</sup> place, even though South Korea and Japan makes so many games, our minds can not imagine it. Africa and South America came tired for last place, with only 2/200 of the votes for each of them[4 total].

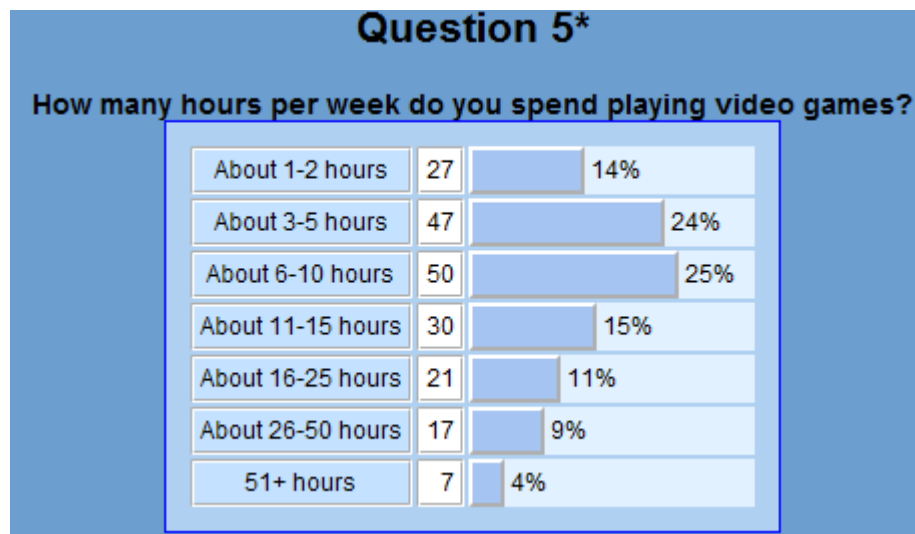
### Question 4



The glorious Mac vs Pc question appeared here. Windows Users came in 1<sup>st</sup> place with 75% of the vote(190 votes), followed by Linux(17%), and then Mac. Also for the fill in the blank/others, there were remarkably 5 people who entered Android.

*When I was making the survey I intended for Questions 5-9 essentially examined the player as a 2d or 3d gamer.*

### **Question 5**

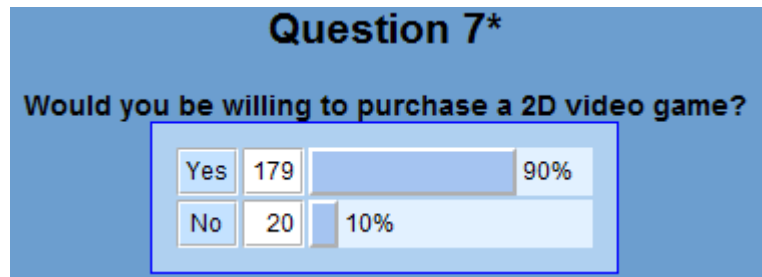


Question 5 faced many errors that were simply too late to correct. Many people stated, how they may games bi-weekly, monthly, and even bimonthly; nevertheless, when they would play bi-weekly, monthly, or bimonthly, they would play twice as many hours as they would for the answers available. They used the average answer for their responses. Please note, only about 5 people via instant messenger told me this. The two most popular results were 6-10 hours per week followed by 3-5 hours per week.

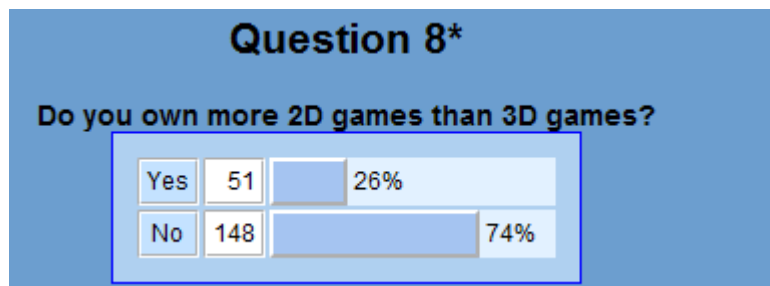
**Question 6**

Question 6 attempted to see if every gamer just bought huge commercial games. Due to the fact most of the surveys were taken by game developers who were indie. These results may not represent the true gaming market. Also feedback was given about this question, asking for multiple answers instead of one answer. For future surveys, this option will be implemented.

## Question 7



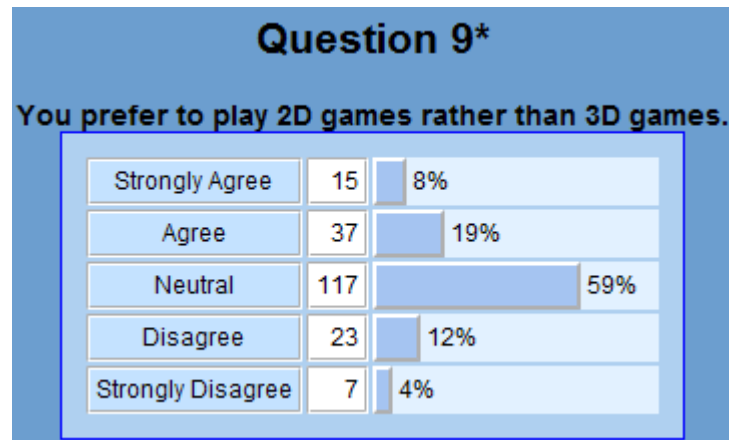
Question 7 was simply a yes or no question. There were 200 completed surveys, however, for this question there are only 199 replies. I have no idea how is this possible. But it will make no huge difference, seeing that 90% answered yes.

**Question 8**

Question 8 was a simply, check your gaming inventory question. Like Question 7, one of its results appear to be missing. The explanation to this, I have no idea. The vast majority of people (74%) stated they have more 3D games than 2D games.

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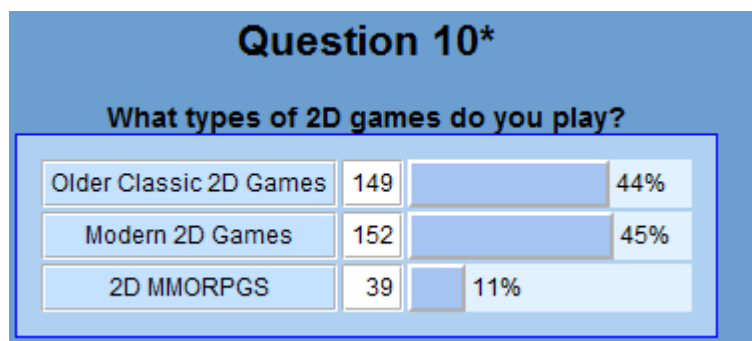


**Question 9**

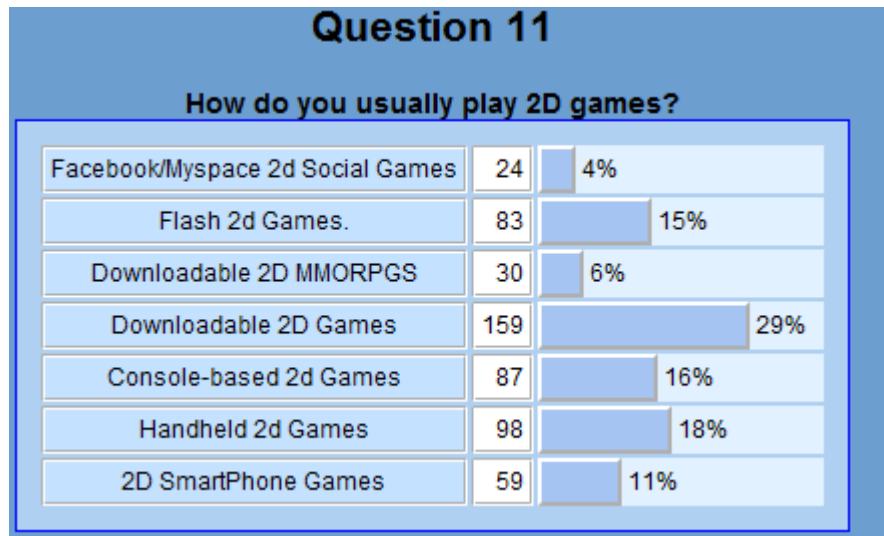
Question 9 and 8 are essentially related questions. Question 9 searches for the preferences of gamers in dimensions. Most people remained neutral. There are 199 results for this question.

*When I was making the survey I intended for Questions 10-18 is based on what the current player does, wants, and loves about games, with an emphasis on 2D games.*

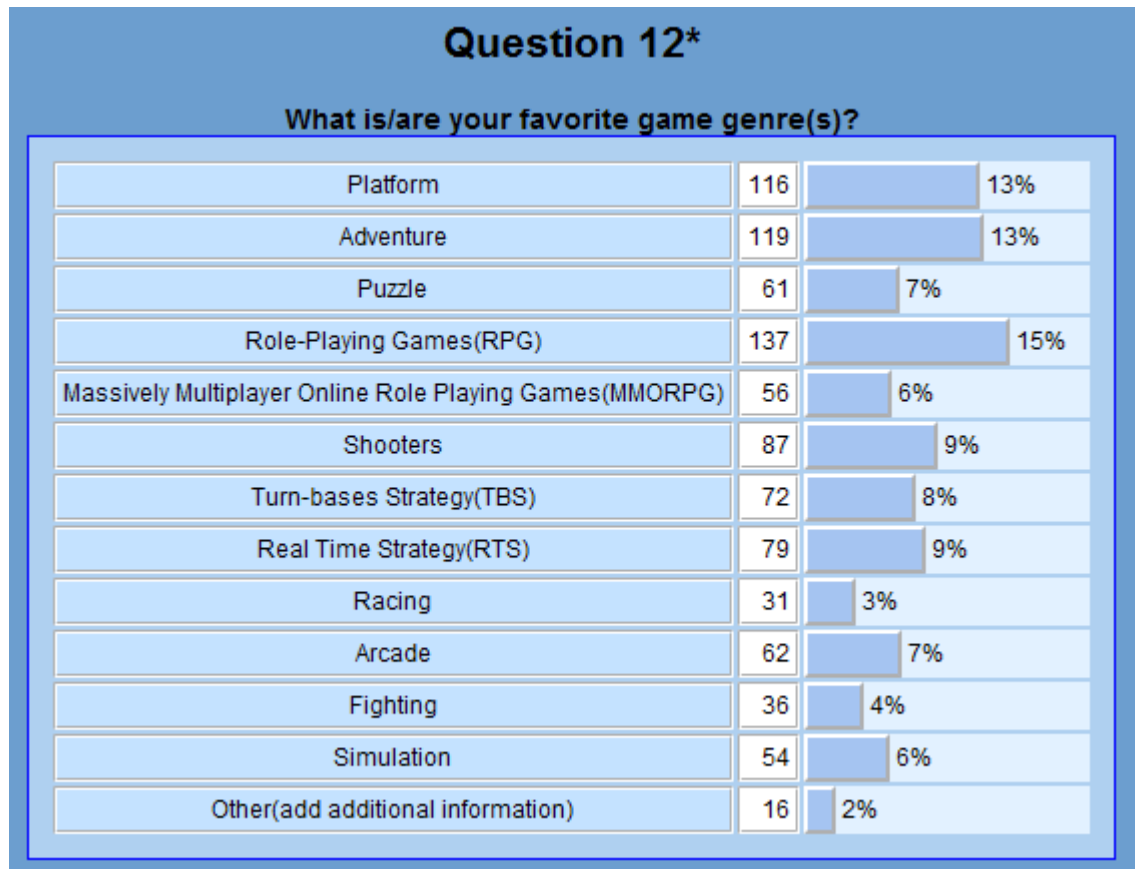
### **Question 10**



I have to admit, this question is a bit biased. I originally made this question to see if there were hope for more indie 2d mmorpgs, but that does not mean it should have an option. This question is the most controversial questions of all of them. Modern 2D games wins by only 1%. If the option 2D MMORPGS were not available the results may actually be more favorable for Modern 2D Games, since Older Classic games did not exist at the time of the MMORPG era.

**Question 11**

Question 11 was a good question, except for one mistake. It did not occur to me that people are also able to buy 2D games from retail stores. I received a few instant messages telling me that placed Downloadable 2D Games since they wanted to pick Retail 2D Games. Also, there is more types of browser based games than flash and social games. I should have added an option to that as well. So take note. Besides all of the bad calls on my part, Downloadable 2D Games came in 1<sup>st</sup> place with 29% of the vote.

**Question 12**

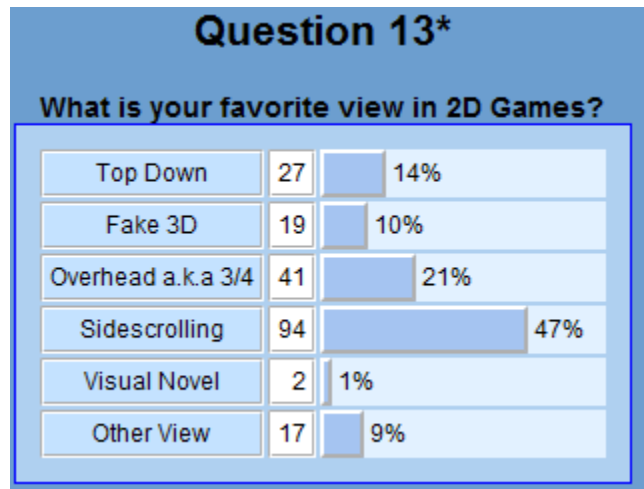
Here we have the game genre questions. This is usually one of the first things that must be discussed while a Game is in the Game Design stage. RPG Games won with 15% of the vote. This was one of the most diverse answers on the survey. People were asking about FPS, but I was not sure if I should place them on the survey, since FPS and 3<sup>rd</sup> Person Shooter games are usually in 3D, and the survey was based on 2D Gaming.

**Question 12 Continued.....**

Along with these replies, we have about 16 Other Replies. Please browse through them as well:

ID	Additional Information
4867170	Rhythm games like DDR
4869519	Angry Birds, Portal... Myst II
4869880	Visual novel
4873119	Addictive
4873853	goog
4876205	As slow-paced as possible
4876702	Sandbox
4877378	like dbz games for the gameboy
4877308	Action Adventure.
4878265	No specific games.
4889770	Horror
4895884	Musical/Rhythm
4896094	if the game is good i'll play it : )
4897174	Survival Horror
4951307	MMO non-RPG
4959572	other: dating sim/visual novel/interactive fiction
5025003	sandbox
5028219	Genre Combinations
5130982	Like action games in general. Prefer table-top inspired RPGs.
5139692	Original concepts

For some reason, I do not believe Angry Birds is a genre of gaming, but someone felt the need to place it there. I also have no idea how can “addictive” be its own genre. Please interpret these additional responses with much wisdom.

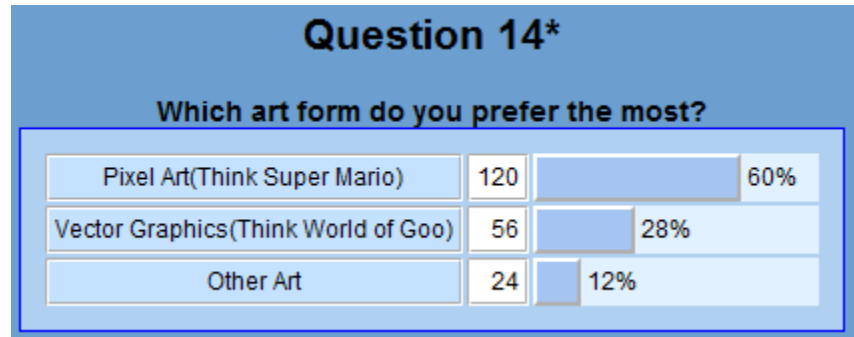
**Question 13**

This question is also one of the key things discussed in a game design stage. I know many games, now allow players to choose multiple ways to view the gaming world in which they are playing, however, most games usually have a single way to view the game. There were 17 other view replies, which you may look at with caution and wisdom:

**Question 13 continued**

ID	Other View
4868269	I like them all
4869220	isometric or all.
4876205	Doesn't matter
4878316	Doesn't matter
4885321	all of them
4895884	A blend between Overhead and Sidescrolling, depending on game/genre
4896094	all of them i don't have a favorite
4897174	Also top-down!
4903038	Whatever is suitable for gameplay
4903273	I have no favorite, so all of the above
4926095	isometric
4957509	No preference -- this should have been an option -- for certain types of games (such as puzzles) this question doesn't even make sense.
4959572	I like sidescrolling and isometric equally well
4961402	who cares?
4962922	no favorite
4966579	Visual Novel, Top Down, Overhead
5130982	Enjoy side scrolling, top down, it doesn't matter too much. As long as it plays nice and hopefully looks good, but plays nice is more important.
5139692	Whatever fits the game best

Isometric, definitely should have been added to the survey, along with the “who cares” button to give people the freedom to express they did not have a bias between views.

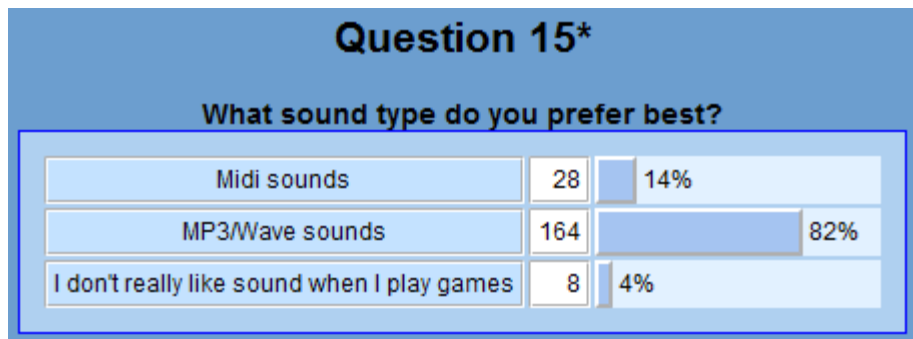
**Question 14**

I learned the hard way, that this question, may have needed more answers. There are many types of art forms, but I thought that these two were the main options. But do not despair, Other art answers are here:



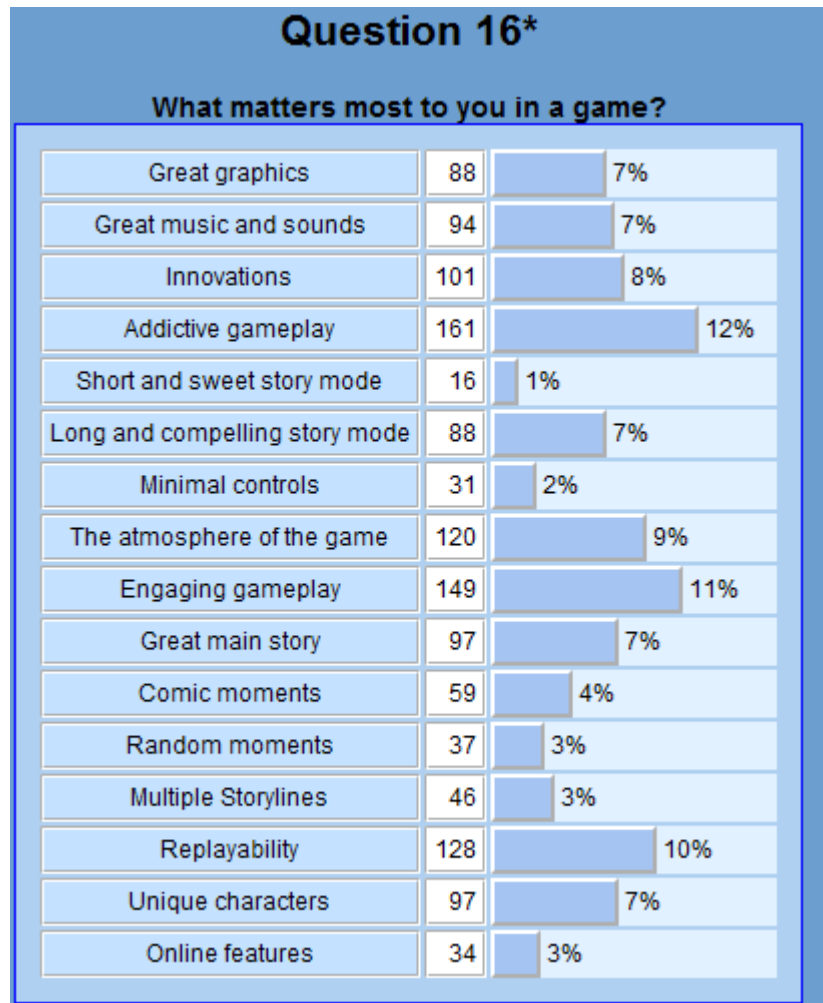
ID	Other Art Type
4867808	CG
4869220	combination of the two
4871458	Variety, I don't play a game specifically for one style ever.
4876205	Painted graphics
4877308	World of Goo didn't have Vector graphics. You also can't put Vector graphics with Pixel Art together. It's either Vector graphics or Rastral
4878316	Doesn't matter
4885757	I enjoy both
4889126	fractal
4895884	Either/or.
4896094	all art that is fun to watch is good in my book
4902454	Nor pixel art nor vector graphics, just normal
4903038	Whatever is suitable for the gameplay
4903273	Vector, or pixels that look vector-esque
4904669	Hand-painted
4956029	Any
4957509	Don't care, as long as the graphics look GOOD.
4961402	who cares?
4962922	no preference
5130982	I'm fine with most types, but '8-bit' is a turn-off in most cases.
5135138	Anime style
5139692	Whatever fits the game best

### **Question 15**

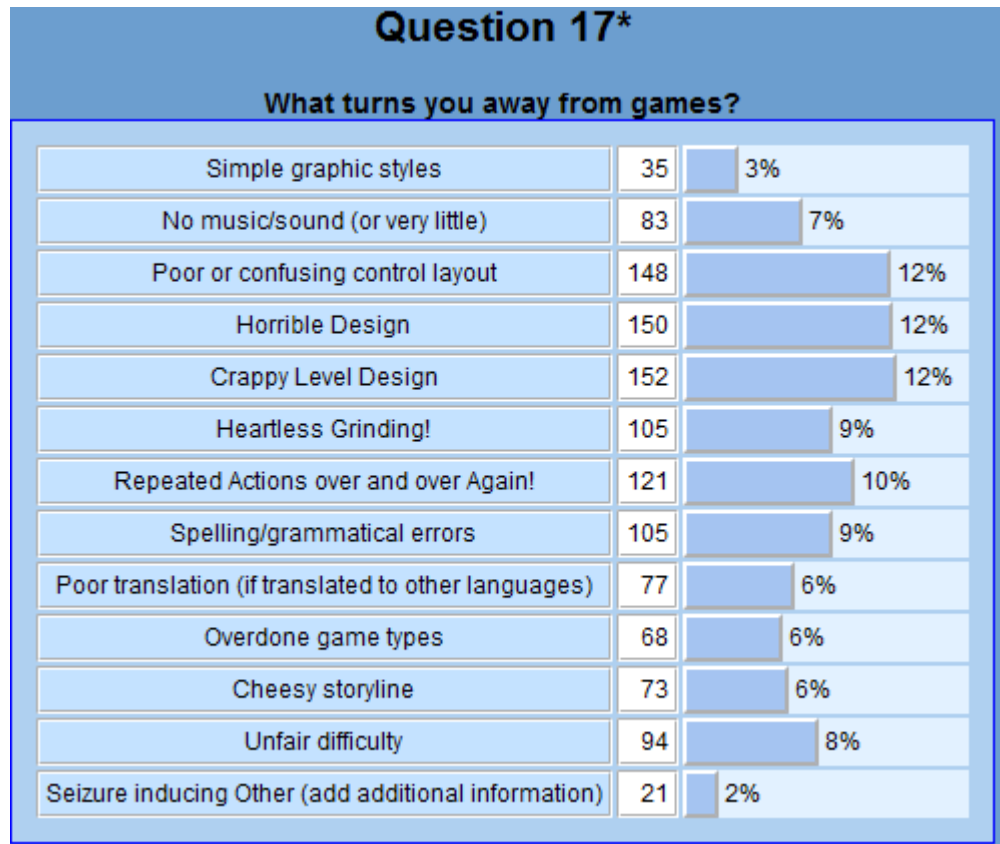


This questions was pretty straight forward. MP3/Wave files won with a landslide victory of 82%.

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**Question 16**

Question 16, was an example on how to not ask a question. The question allowed multiple answers, however, some of the answers were so obvious, even a grasshopper would know the answer. There is some weight to be taken out of this survey. The three most important features in a game were Addictive Gameplay, Engaging Gameplay, and Replayability.

**Question 17**

Question 17, was a bit too much of an obvious question. I made a small mistake when adding the other option. One may see that Seizure Inducing should have its own slot, and Other should have its own slot. 2% of the results have other replies. Browse through the next page to read them.

**Question 17 continued**

ID	Additional Information
4868185	Platform or lever puzzles.
4877308	Fanboys.
4896094	i usually stay away from poor games often than not
4898590	Lack of save points, too easy, lack of story, annoying gameplay, too generic.
4901487	Bad reviews from various sources
4927679	No introduction or tutorial to the game
4959572	cheesy storyline = violent or high fantasy. I'm perfectly happy with comedy cheesiness though.
5028219	Seizure inducing graphics, procedural design excuses
5130982	To clarify on simple graphic styles, it depends on the game. I do not mind Vvvvvv's graphics in such a game, however I would not like it in an RPG.
5131796	Cutscenes
5135138	Overly depressing stories
5139692	If it has nothing new to offer.

I think, what we can take away from all of this is that Fanboys make people not want to play your game. I have no idea why and how, but ID #4877308 believes so firmly!

**Question 18**

Question 18 was a simple, last reply option. This question is probably one of the most valuable question on this survey. Please browse through all of the amazing answers on the Question18.pdf file attracted from this winzip file.