

CONSUMERS & BRANDS

Video game subscription services: Netflix Games users in the United States

Consumer Insights

Consumer Insights
by statista 

February 2024



Statista Consumer Insights Global survey

Introduction



Report overview

This report offers the reader a comprehensive overview of Netflix Games users in the United States: who they are; what they like; what they think; and how to reach them. It provides insights on their demographics, lifestyle, opinions, and marketing touchpoints.

Additionally, the report allows the reader to benchmark Netflix Games users in the United States ("brand users") against U.S. video game subscribers in general ("category users"), and the overall U.S. online, labelled as "all respondents" in the charts.

The report is updated quarterly and is based on data from the Statista Consumer Insights Global survey, an international survey that covers more than 15,000 brands across 56 countries.

Global survey methodology⁽¹⁾

Design: Online Survey, split questionnaire design

Duration: approx. 15 minutes

Language: official language(s) of each country with American English offered as an alternative

Region: 56 countries

Number of respondents:

- 12,000+ for countries with the extended survey (including the United States)
- 2,000+ for the basic survey

Sample: Internet users, aged 18 – 64, quotas set on gender and age

Fieldwork:

- Continuous from January to December
- Countries that receive the extended survey are updated four times a year

CHAPTER 01

Management summary

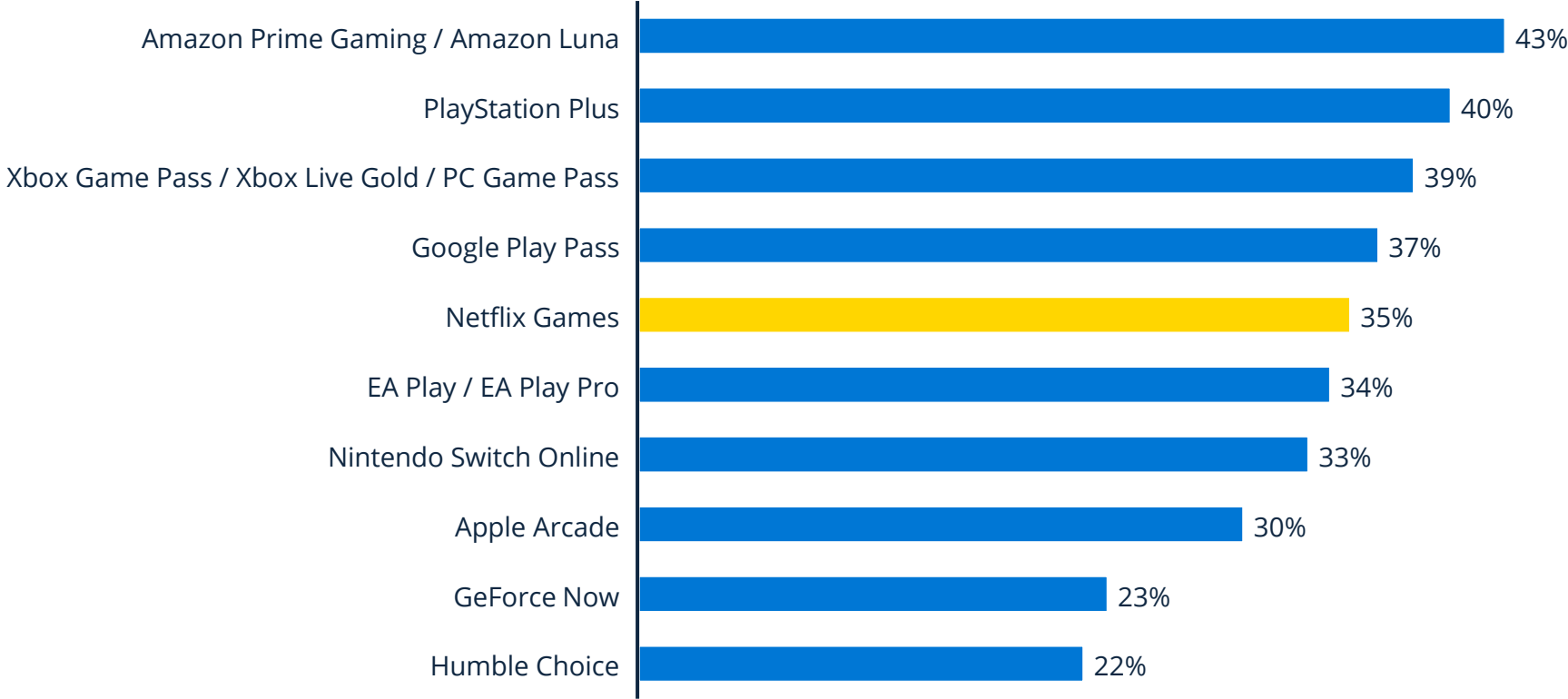
- Brand usage
- Key insights



Netflix Games ranks fifth among video game subscription services in the U.S.

Management summary: brand usage and competition

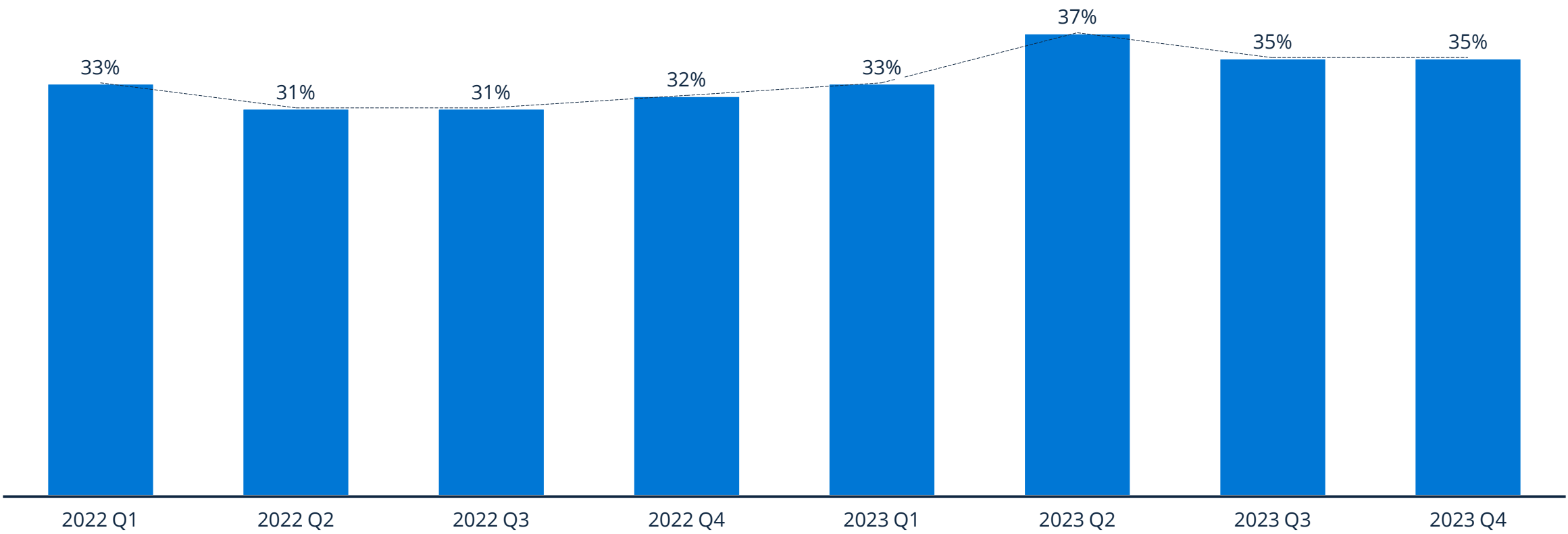
Top 10 most used video game subscription services in the U.S.



The share of video game subscribers using Netflix Games grew by 4 percentage points since Q2 of 2022

Management summary: brand usage timeline

Timeline of video game subscribers using Netflix Games



5 **Notes:** "Which of these video game subscriptions or cloud gaming services have you used as a paying customer in the past 12 months?"; Multi Pick; Base: n=112 - 677 Netflix Games users, n=342 - 1913 video game subscribers

Sources: [Statista Consumer Insights Global](#) as of February 2024

Netflix Games users in the United States

Management summary: key insights

Demographic profile

Netflix Games is more popular among Millennials than other video game subscription services.

Compared to other video game subscription services, Netflix Games has a relatively high share of male users.

Netflix Games has a larger share of users with a high income than other video game subscription services.

Netflix Games users are more likely to live in megacities than video game subscribers in general.

Consumer lifestyle

A happy relationship is less important to Netflix Games users than to other video game subscribers.

Finance and economy are relatively prevalent interests of Netflix Games users.

Making music is a relatively popular hobby among Netflix Games users.

Consumer attitudes

It stands out that 65% of Netflix Games users think it's important to get the best image and sound quality.

40% of Netflix Games users are innovators or early adopters of new products.

A relatively high share of Netflix Games users think that climate change is an issue that needs to be addressed.

Marketing touchpoints

Netflix Games users access the internet via a smartwatch more often than the average video game subscriber.

On social media, Netflix Games users interact with companies more often than other video game subscribers.

Netflix Games users remember seeing ads in newsletters more often than other video game subscribers.

CHAPTER 02

Demographic profile

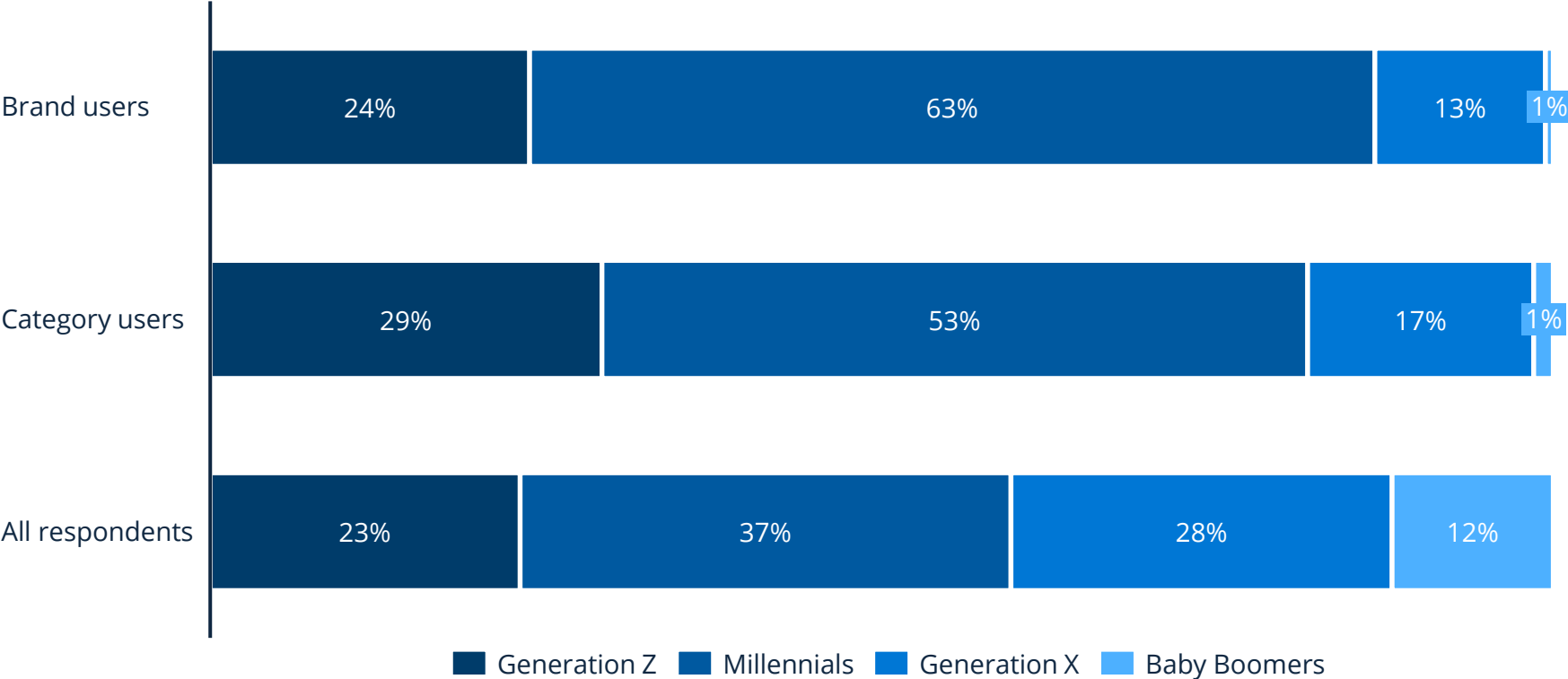
- Generations
- Gender
- Education
- Income
- Household classification
- Type of community
- LGBTQ+



Netflix Games is more popular among Millennials than other video game subscription services

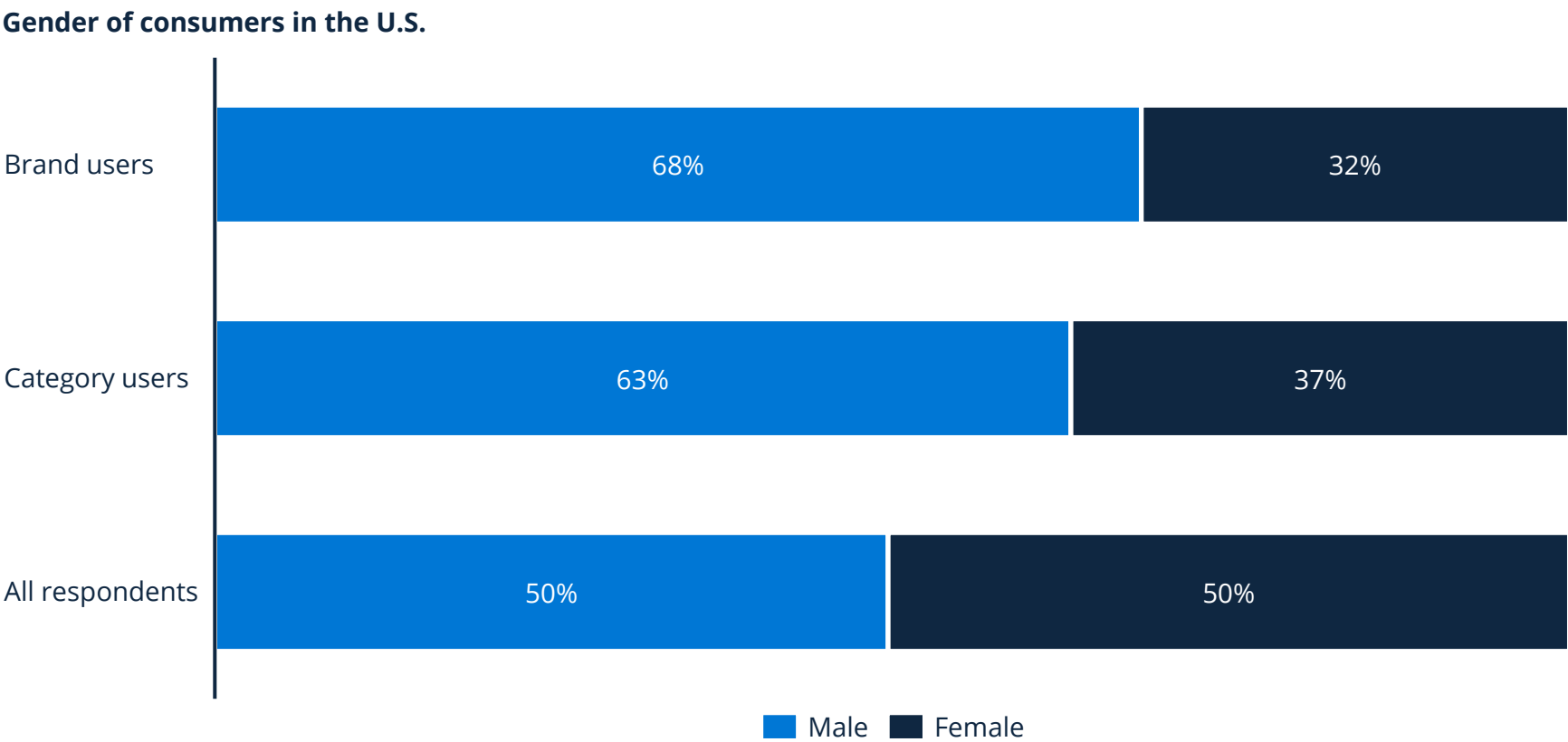
Demographic profile: generations

Age of consumers in the U.S.



Compared to other video game subscription services, Netflix Games has a relatively high share of male users

Demographic profile: gender

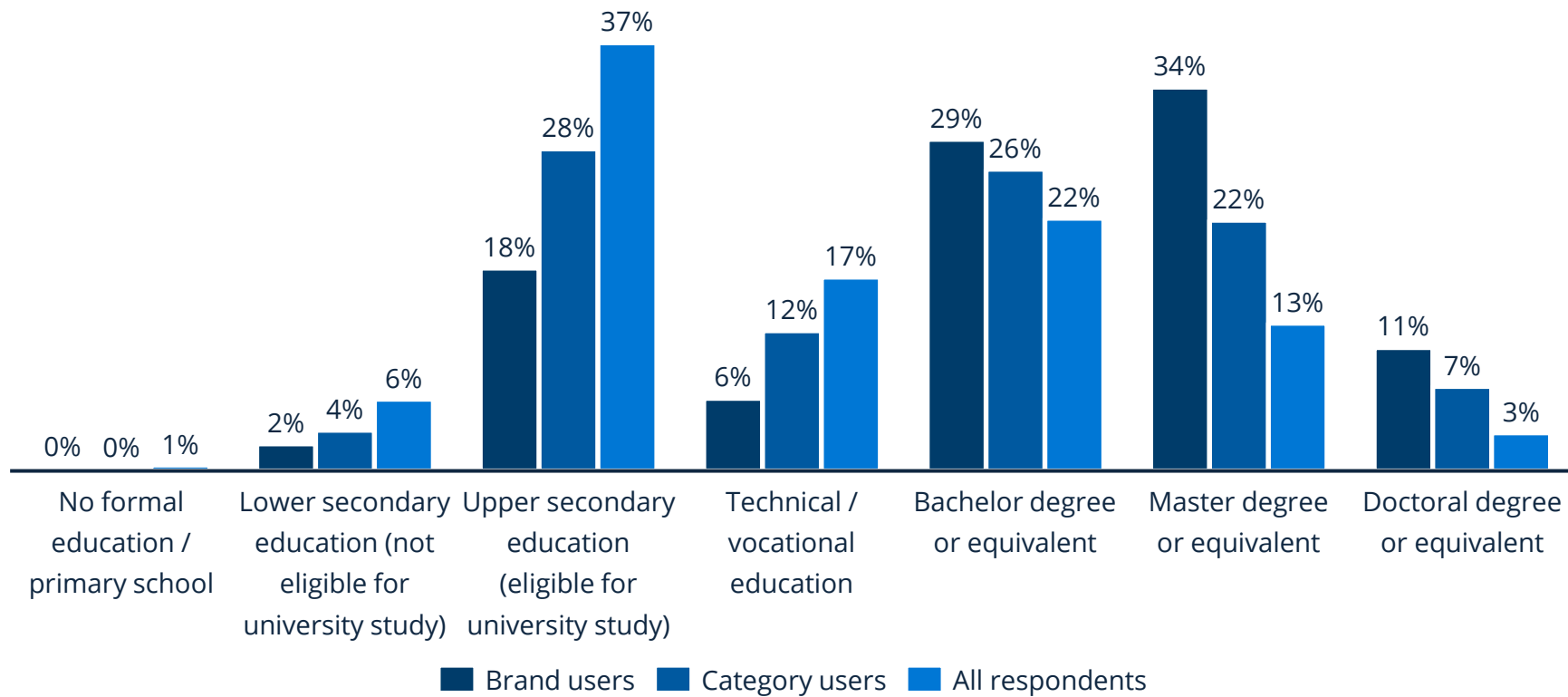


9 **Notes:** "What is your gender?"; Single Pick; "Which of these video game subscriptions or cloud gaming services have you used as a paying customer in the past 12 months?"; Multi Pick; Base: n=677 Netflix Games users, n=1,913 video game subscribers, n=60,267 all respondents
Sources: Statista Consumer Insights Global as of February 2024

A relatively high share of Netflix Games users have a college degree

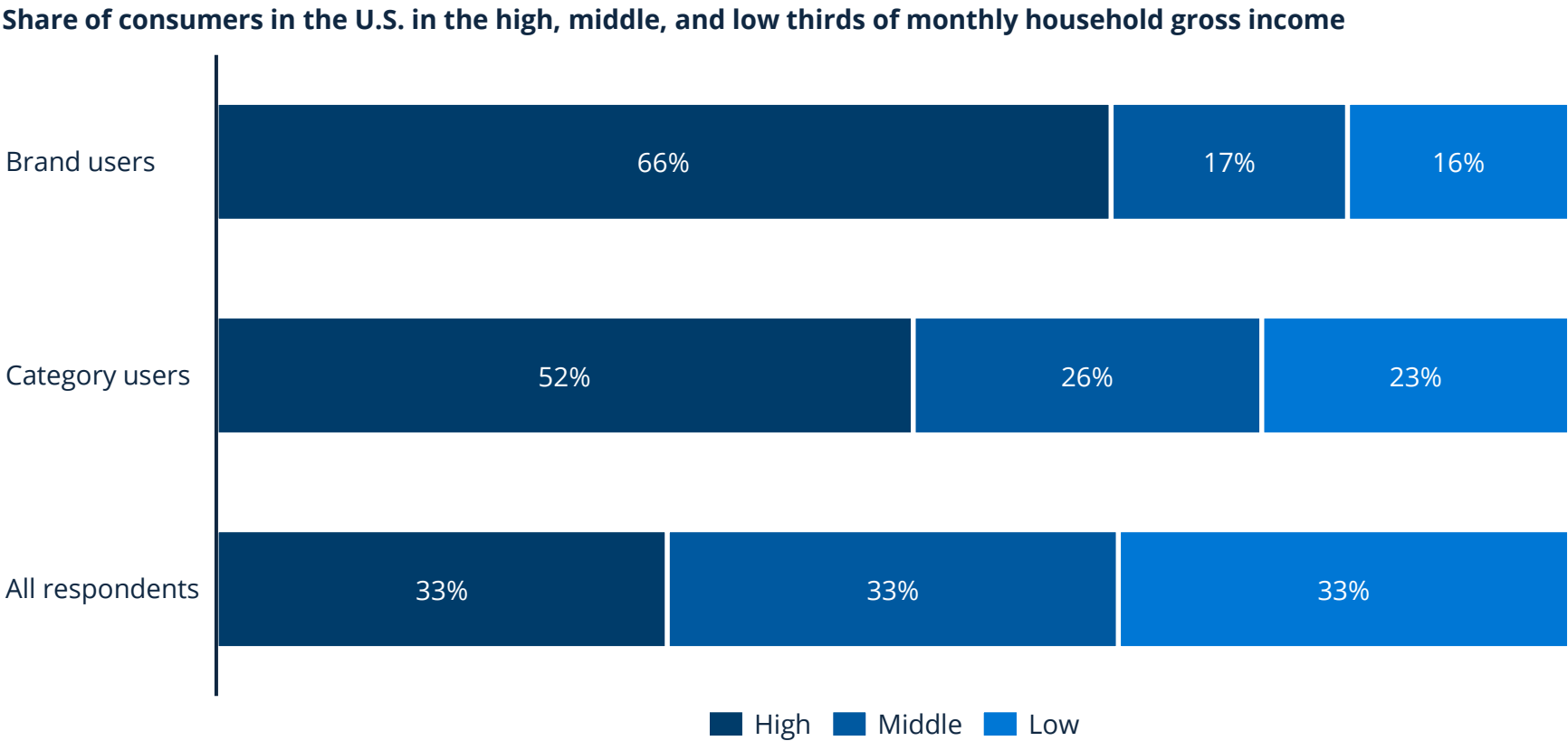
Demographic profile: education

Consumer's level of education in the U.S.



Netflix Games has a larger share of users with a high income than other video game subscription services

Demographic profile: income

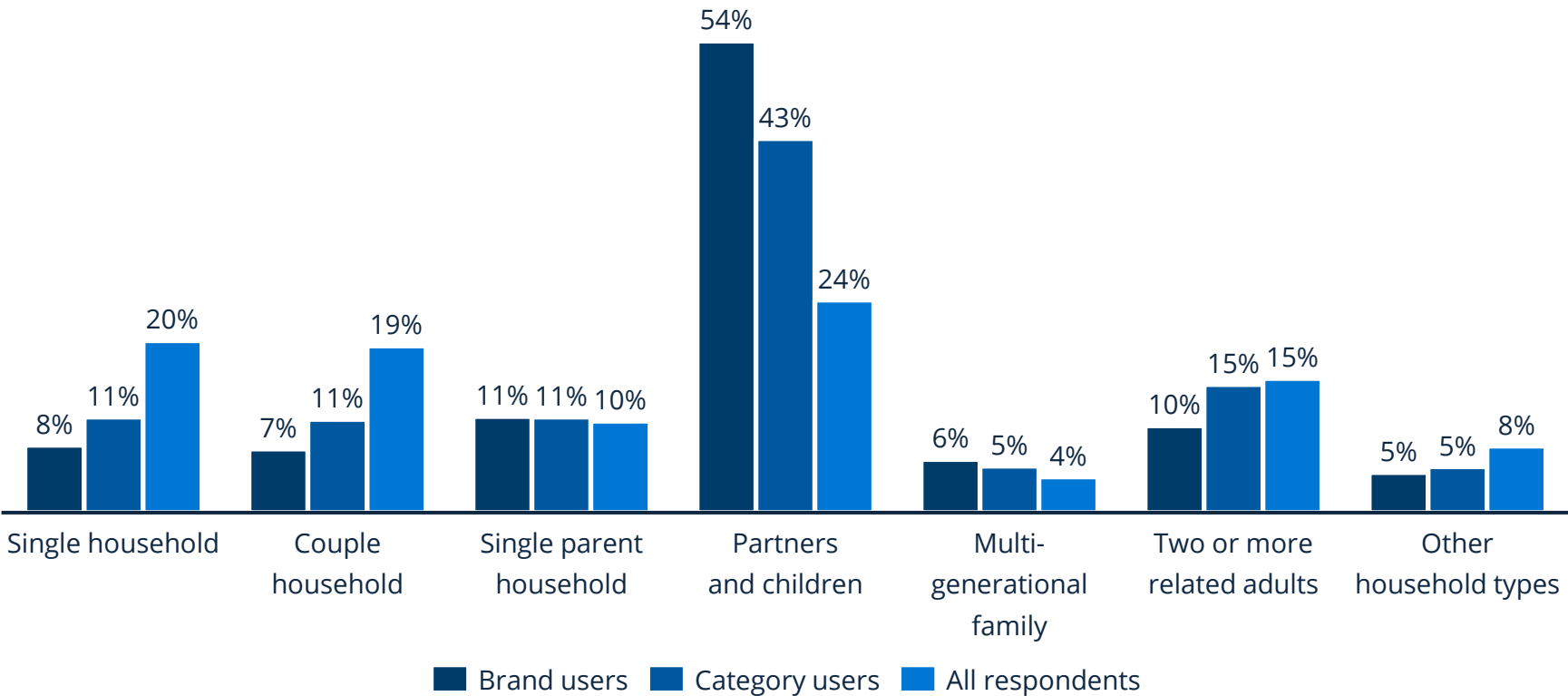


11 **Notes:** Recalculated to only include respondents that provide income information, recode based on "Monthly/annual household income (local currency)"; Single Pick; "Which of these video game subscriptions or cloud gaming services have you used as a paying customer in the past 12 months?"; Multi Pick; Base: n=677 Netflix Games users, n=1,913 video game subscribers, n=60,267 all respondents
Sources: Statista Consumer Insights Global as of February 2024

Compared to other video game subscribers, Netflix Games users are relatively likely to live in a nuclear family

Demographic profile: household classification

Type of households in which consumers in the U.S. live



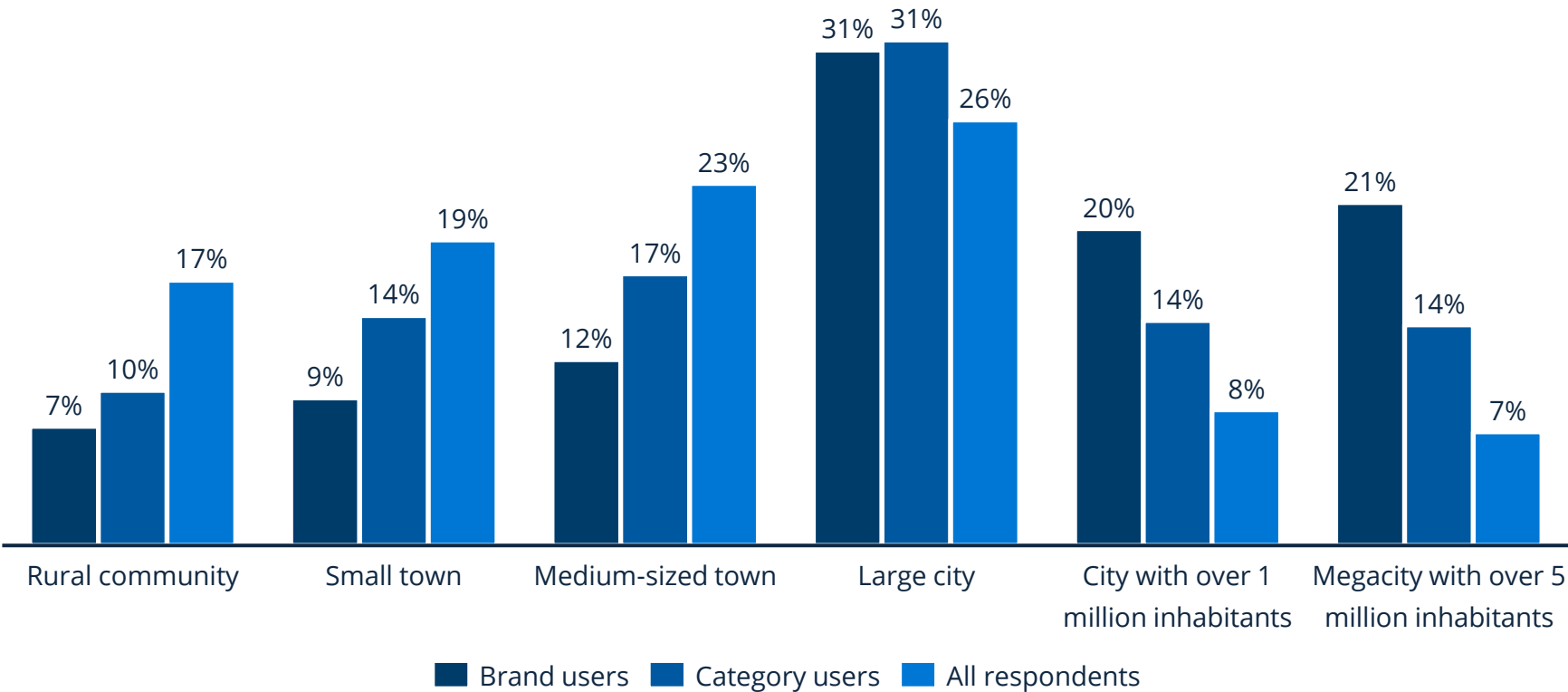
12 **Notes:** Typology based on "household size", "household constellation" and "children under the age of 14 in household"; Single Pick; "Which of these video game subscriptions or cloud gaming services have you used as a paying customer in the past 12 months?"; Multi Pick; Base: n=677 Netflix Games users, n=1,913 video game subscribers, n=60,267 all respondents
Sources: Statista Consumer Insights Global as of February 2024

Netflix Games users are more likely to live in megacities than video game subscribers in general

Demographic profile: type of community



Communities where consumers live in the U.S.

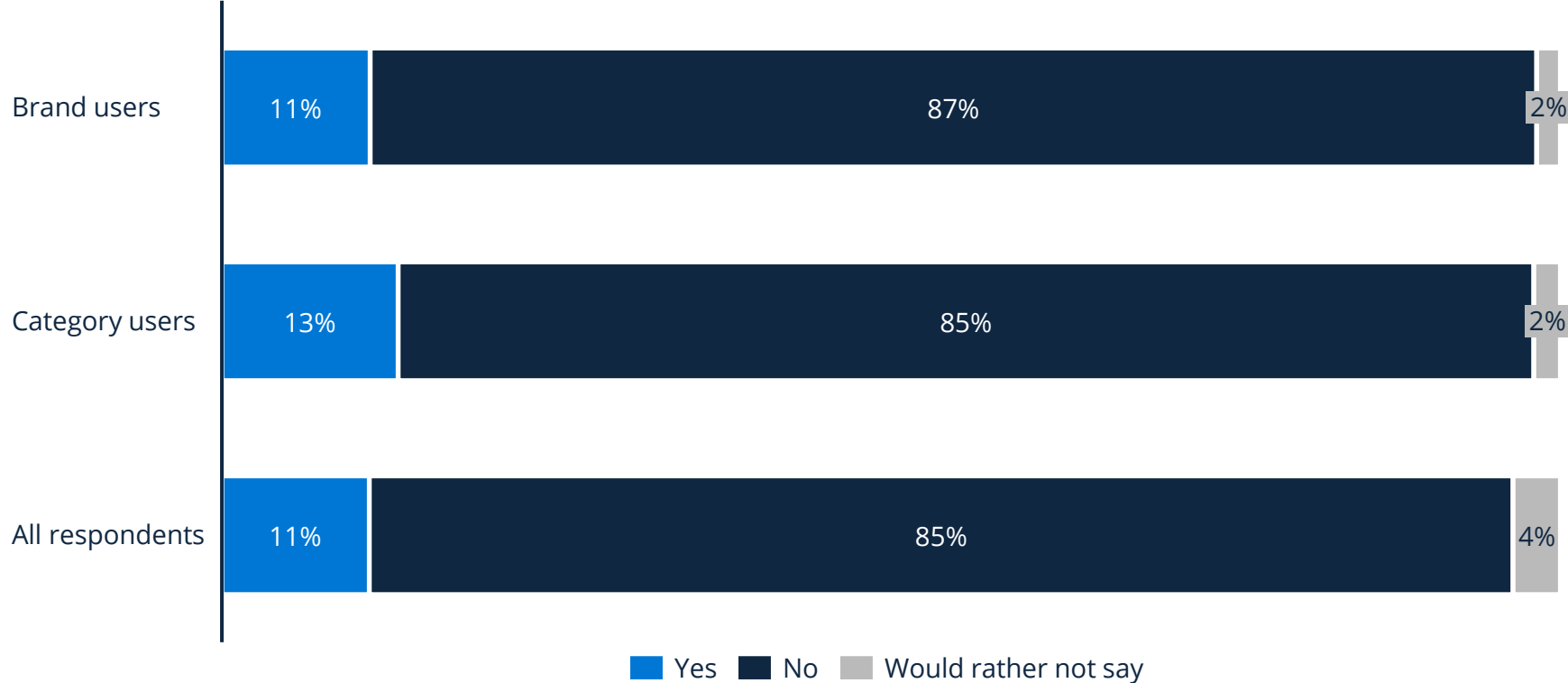


13 **Notes:** "In what type of community do you live?"; Single Pick; "Which of these video game subscriptions or cloud gaming services have you used as a paying customer in the past 12 months?"; Multi Pick; Base: n=677 Netflix Games users, n=1,913 video game subscribers, n=60,267 all respondents
Sources: Statista Consumer Insights Global as of February 2024

11% of Netflix Games users consider themselves part of the LGBTQ+ community

Demographic profile: LGBTQ+

LGBTQ+ status of consumers in the U.S.



CHAPTER 03

Consumer lifestyle

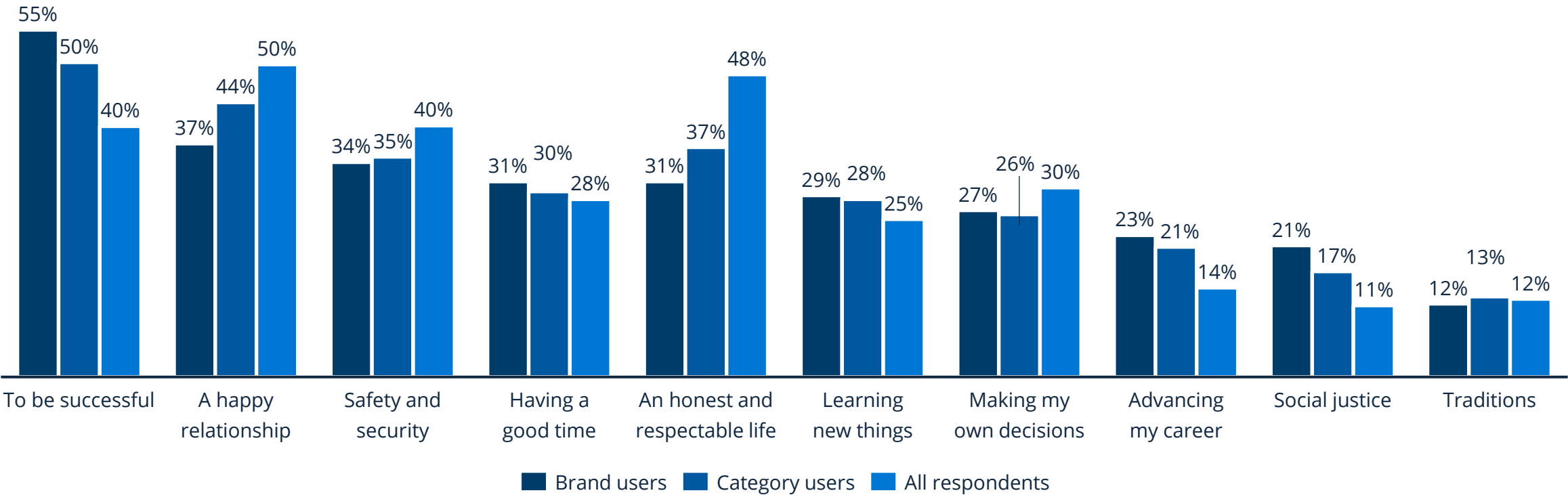
- Life values
- Main interests
- Hobbies & leisure activities
- Sports activities
- Sports followed



A happy relationship is less important to Netflix Games users than to other video game subscribers

Consumer lifestyle: life values

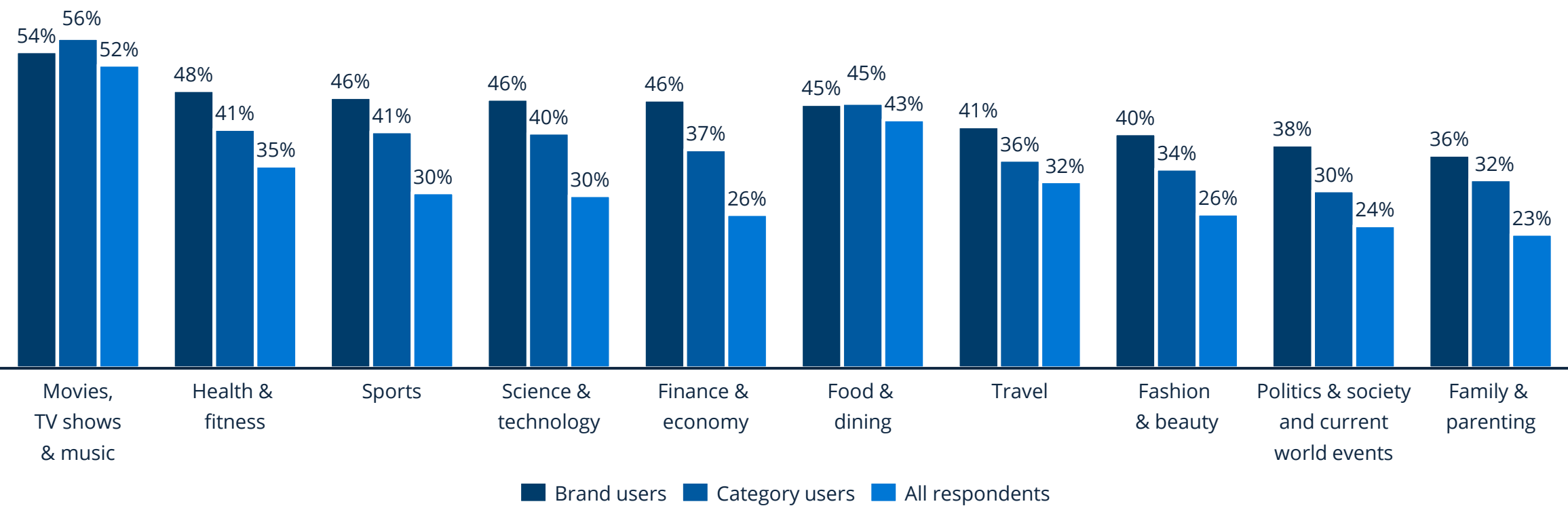
Most important aspects of life for consumers in the U.S.



Finance and economy are relatively prevalent interests of Netflix Games users

Consumer lifestyle: main interests

Top 10 interests of Netflix Games users in the U.S.

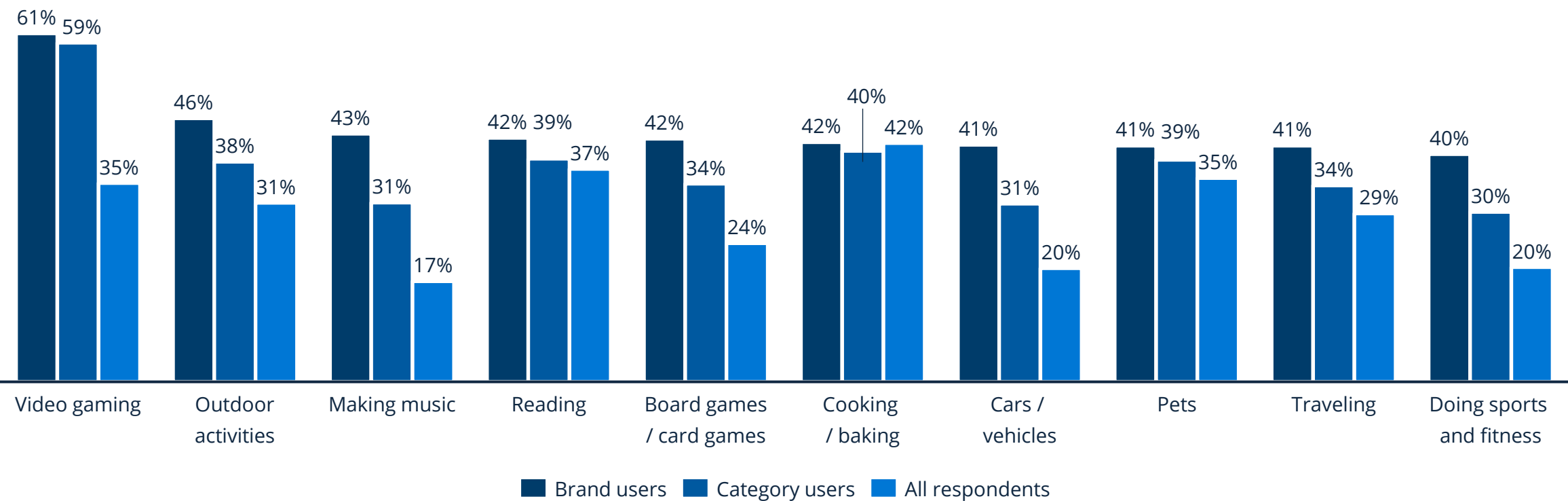


17 **Notes:** "What topics are you personally interested in?"; Multi Pick; "Which of these video game subscriptions or cloud gaming services have you used as a paying customer in the past 12 months?"; Multi Pick; Base: n=677 Netflix Games users, n=1,913 video game subscribers, n=60,267 all respondents
Sources: Statista Consumer Insights Global as of February 2024

Making music is a relatively popular hobby among Netflix Games users

Consumer lifestyle: hobbies & leisure activities

Top 10 hobbies and leisure activities of Netflix Games users in the U.S.

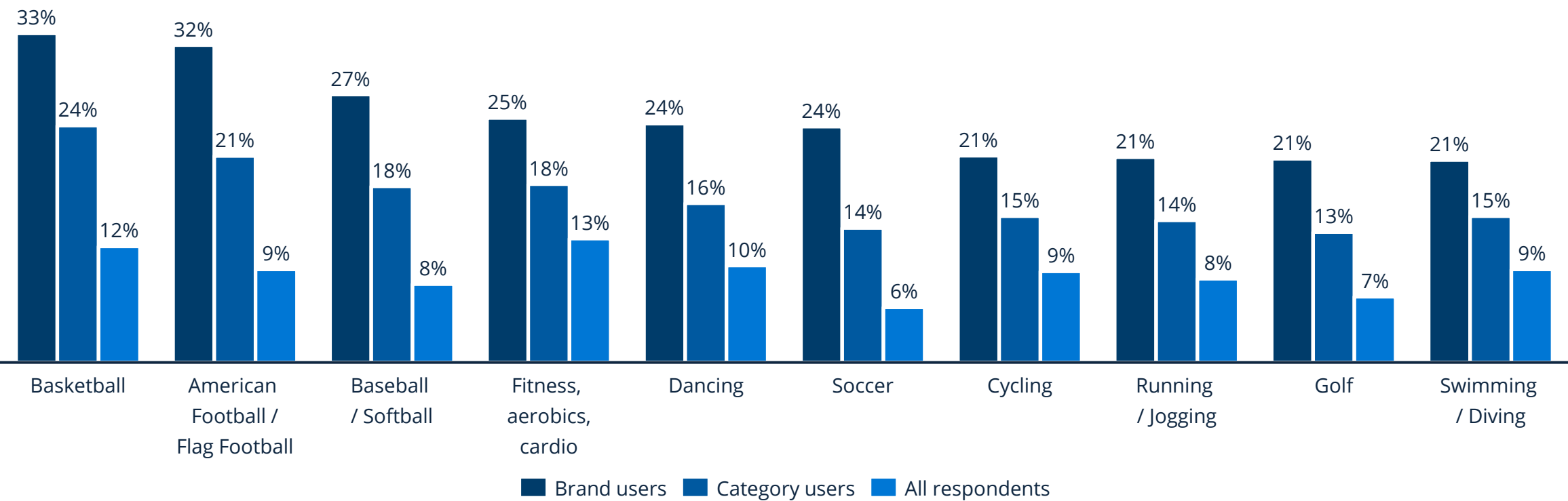


18 **Notes:** "What are your personal hobbies and activities?"; Multi Pick; "Which of these video game subscriptions or cloud gaming services have you used as a paying customer in the past 12 months?"; Multi Pick; Base: n=677 Netflix Games users, n=1,913 video game subscribers, n=60,267 all respondents
Sources: Statista Consumer Insights Global as of February 2024

Netflix Games users are more likely to play American football than other video game subscribers

Consumer lifestyle: sports activities

Top 10 sports activities of Netflix Games users in the U.S.

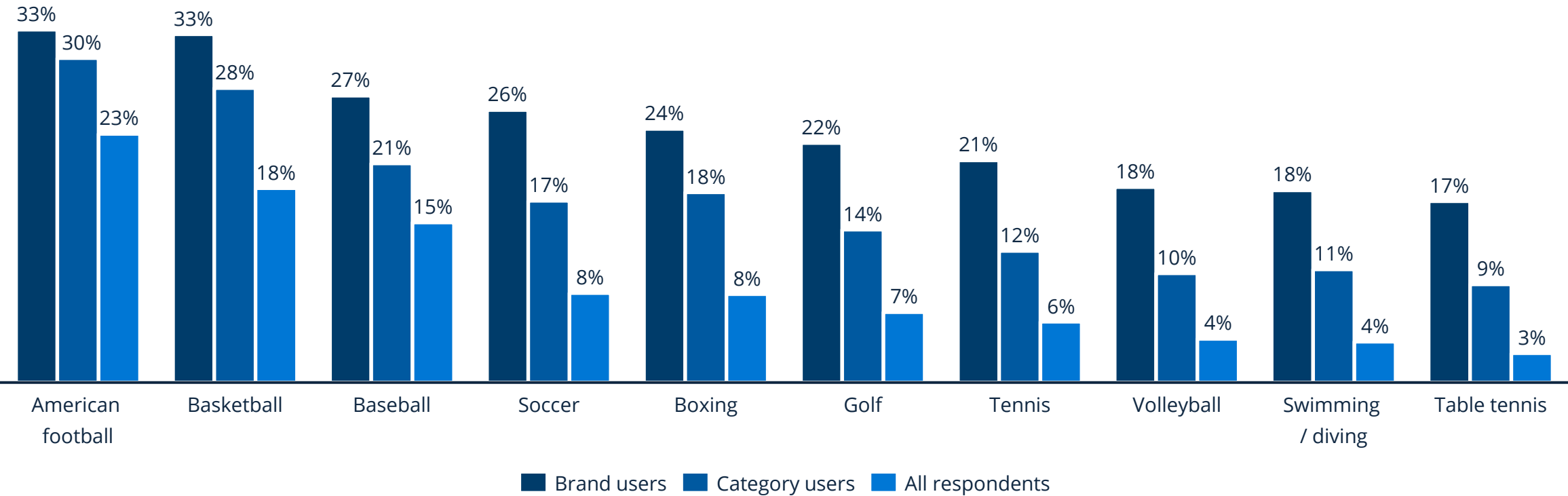


19 **Notes:** "Which of these sports or activities do you do at least occasionally?"; Multi Pick; "Which of these video game subscriptions or cloud gaming services have you used as a paying customer in the past 12 months?"; Multi Pick;
Base: n=380 Netflix Games users, n=903 video game subscribers, n=22,626 all respondents
Sources: Statista Consumer Insights Global as of February 2024

Netflix Games users are more likely to follow soccer than other video game subscribers

Consumer lifestyle: sports followed

Top 10 sports followed by Netflix Games users in the U.S.

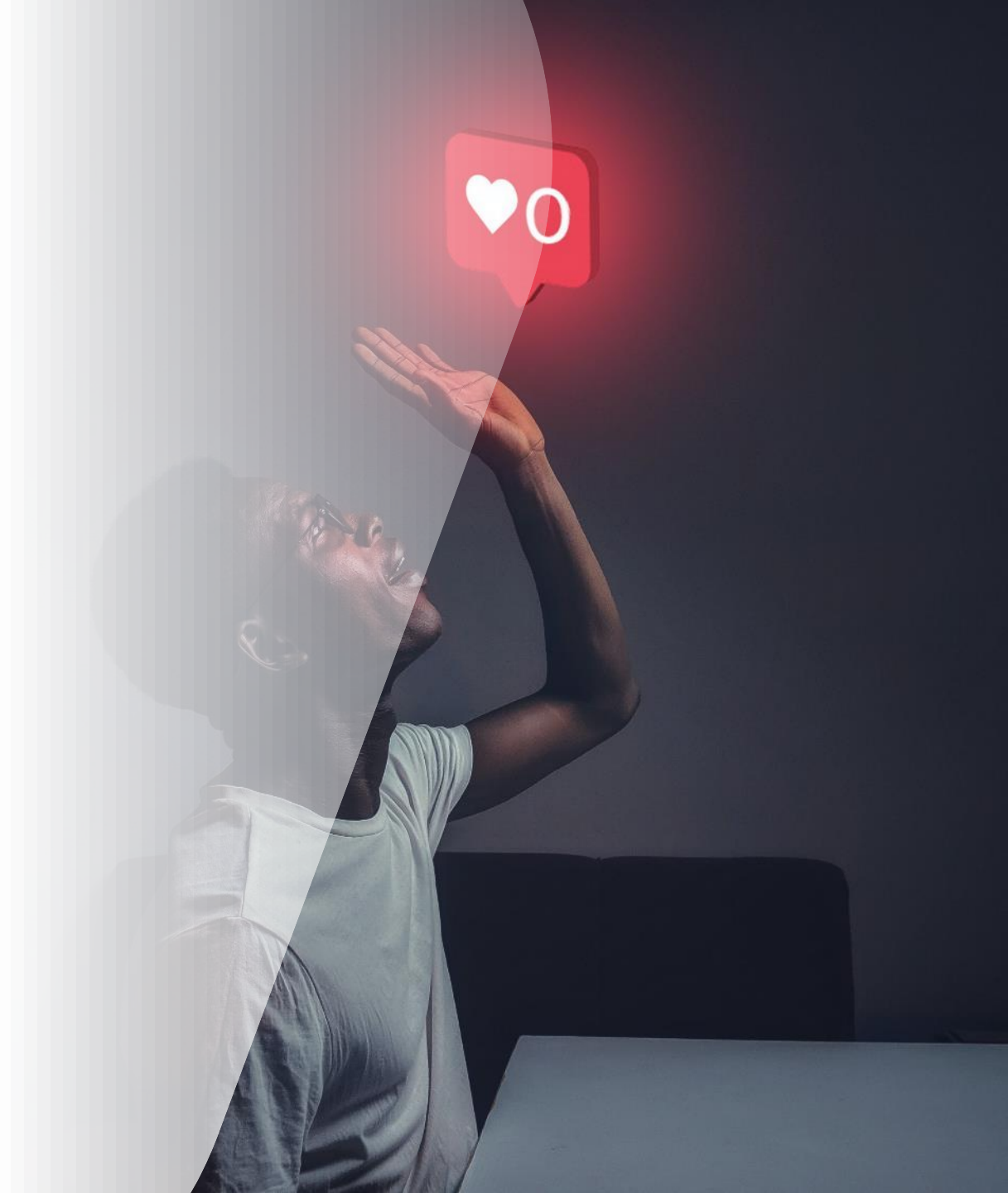


20 **Notes:** "In which of these sports do you follow competitions, leagues or teams?"; Multi Pick; "Which of these video game subscriptions or cloud gaming services have you used as a paying customer in the past 12 months?"; Multi Pick; Base: n=314 Netflix Games users, n=775 video game subscribers, n=18,133 all respondents
Sources: Statista Consumer Insights Global as of February 2024

CHAPTER 04

Consumer attitudes

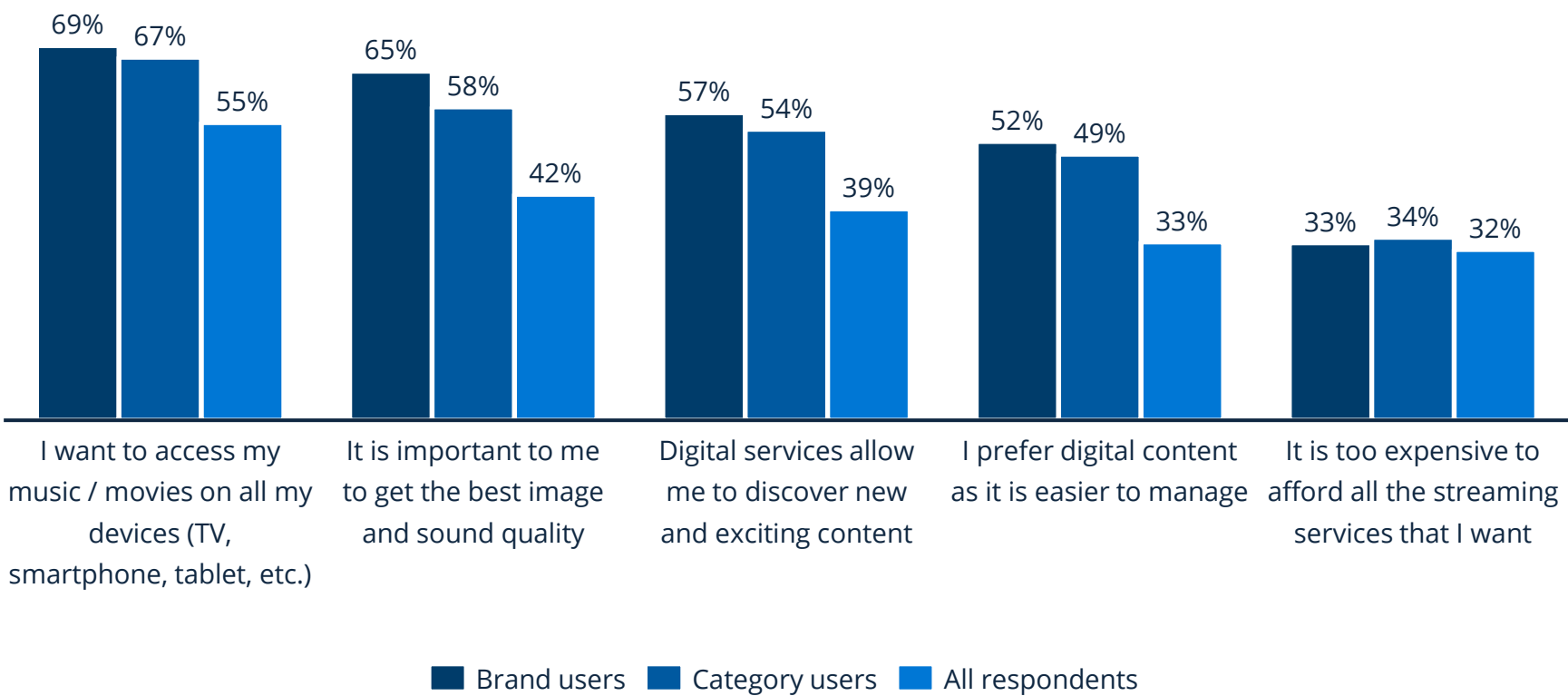
- Attitudes towards digital media
- Innovation adoption
- Challenges facing the country
- Politics



It stands out that 65% of Netflix Games users think it's important to get the best image and sound quality

Consumer attitudes: media & digital media

Agreement with statements towards media & digital media in the U.S.

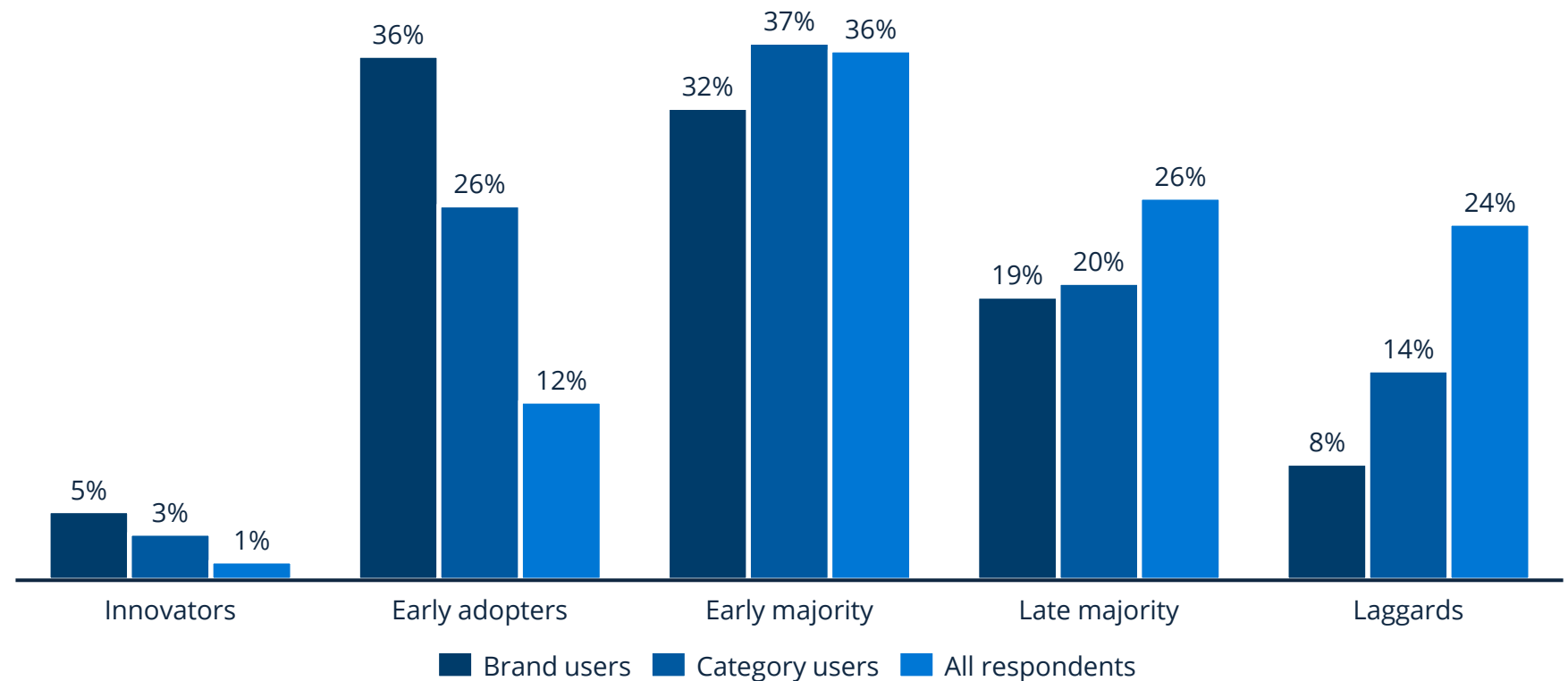


40% of Netflix Games users are innovators or early adopters of new products

Consumer attitudes: innovation adoption



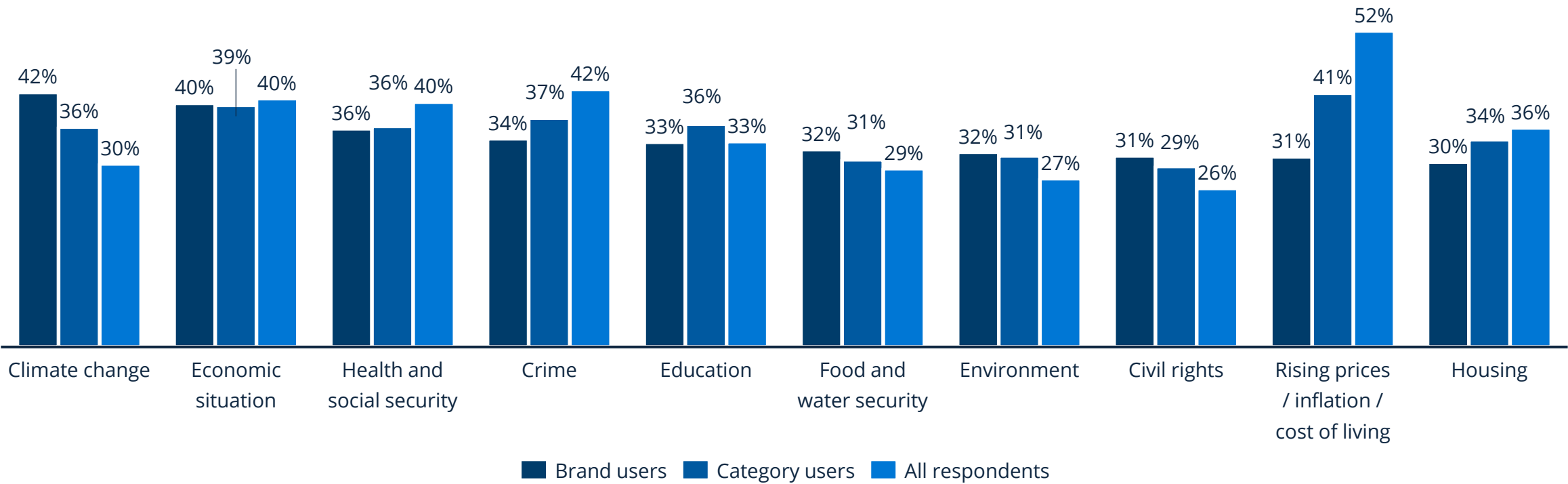
Innovation adopter types based on statements towards innovation by consumers in the U.S.



A relatively high share of Netflix Games users think that climate change is an issue that needs to be addressed

Consumer attitudes: challenges facing the country

The 10 most important issues facing the United States according to Netflix Games users

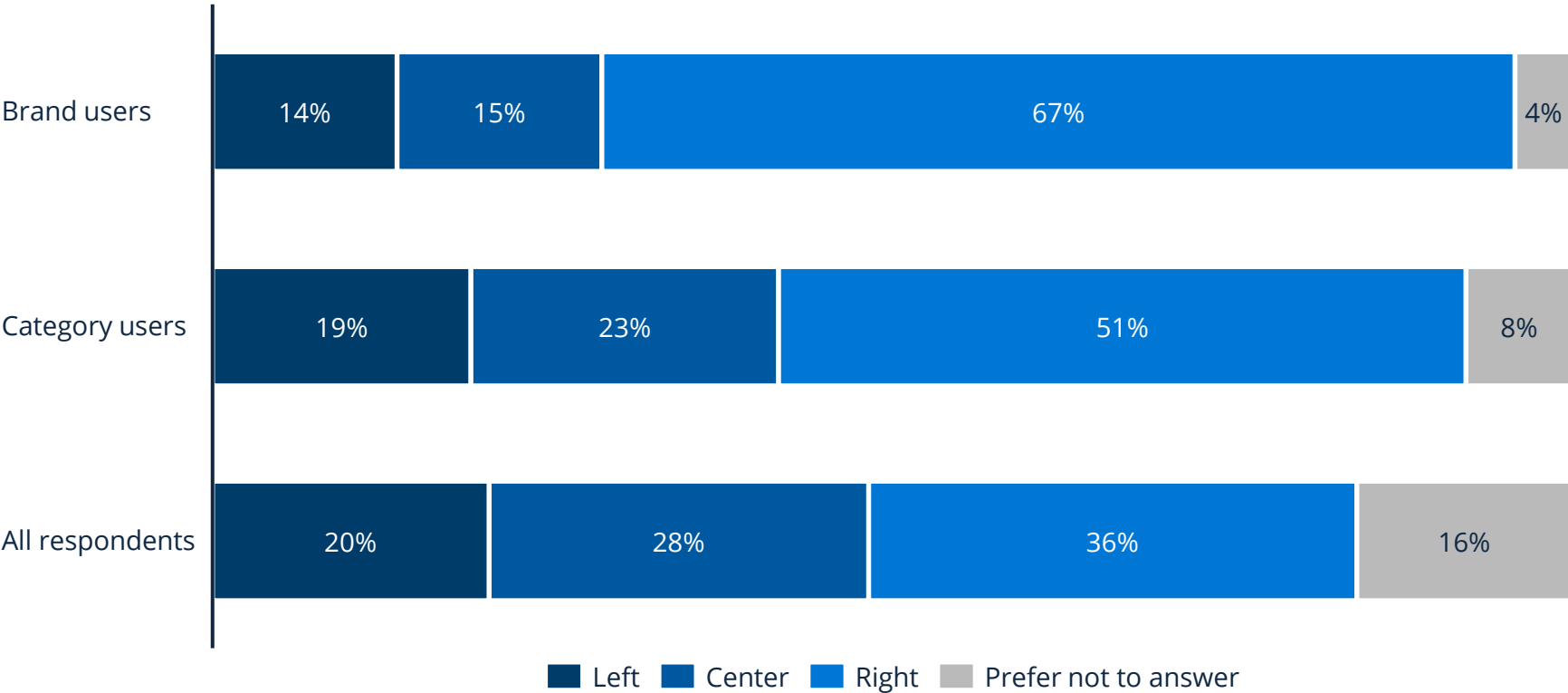


Compared to other video game subscribers, Netflix Games users tend to have more right leaning political views

Consumer attitudes: politics



Political attitudes of consumers in the U.S.



CHAPTER 05

Marketing touchpoints

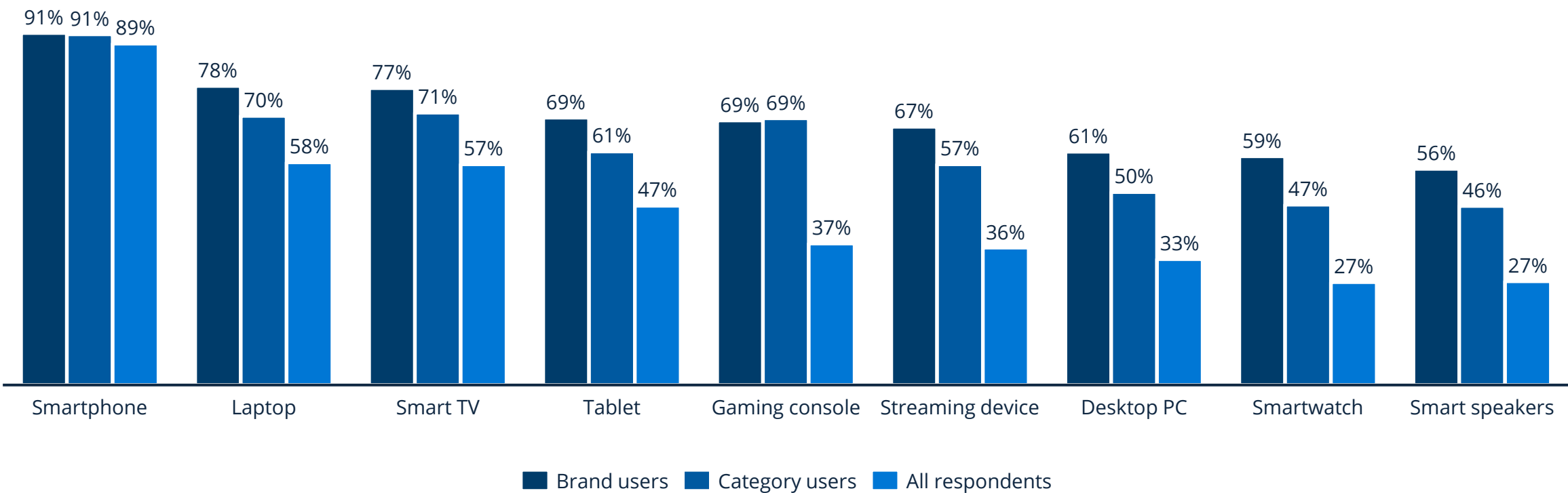
- Internet usage by device
- Social media usage
- Media usage by channel
- Digital advertising touchpoints
- Non-digital advertising touchpoints



Netflix Games users access the internet via a smartwatch more often than the average video game subscriber

Marketing touchpoints: internet usage by device

Devices consumers in the U.S. use regularly to access the internet

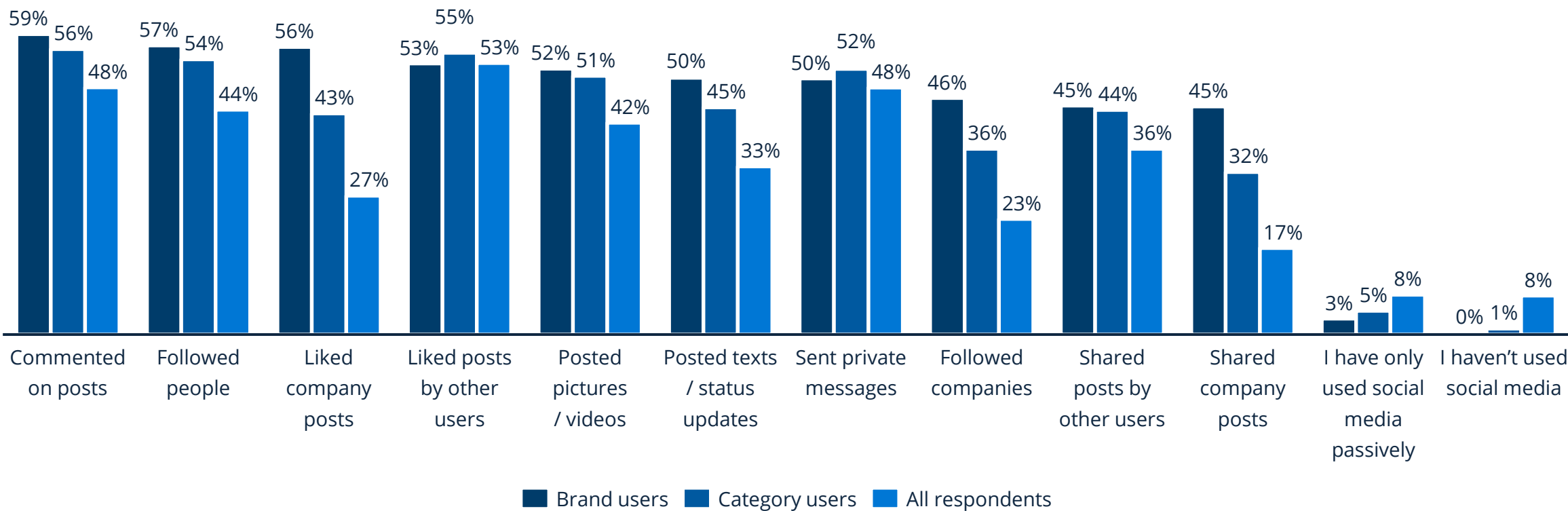


27 **Notes:** "Which of these devices do you regularly use with an internet connection?"; Multi Pick; "Which of these video game subscriptions or cloud gaming services have you used as a paying customer in the past 12 months?"; Multi Pick; Base: n=677 Netflix Games users, n=1,913 video game subscribers, n=60,267 all respondents
Sources: Statista Consumer Insights Global as of February 2024

On social media, Netflix Games users interact with companies more often than other video game subscribers

Marketing touchpoints: social media usage

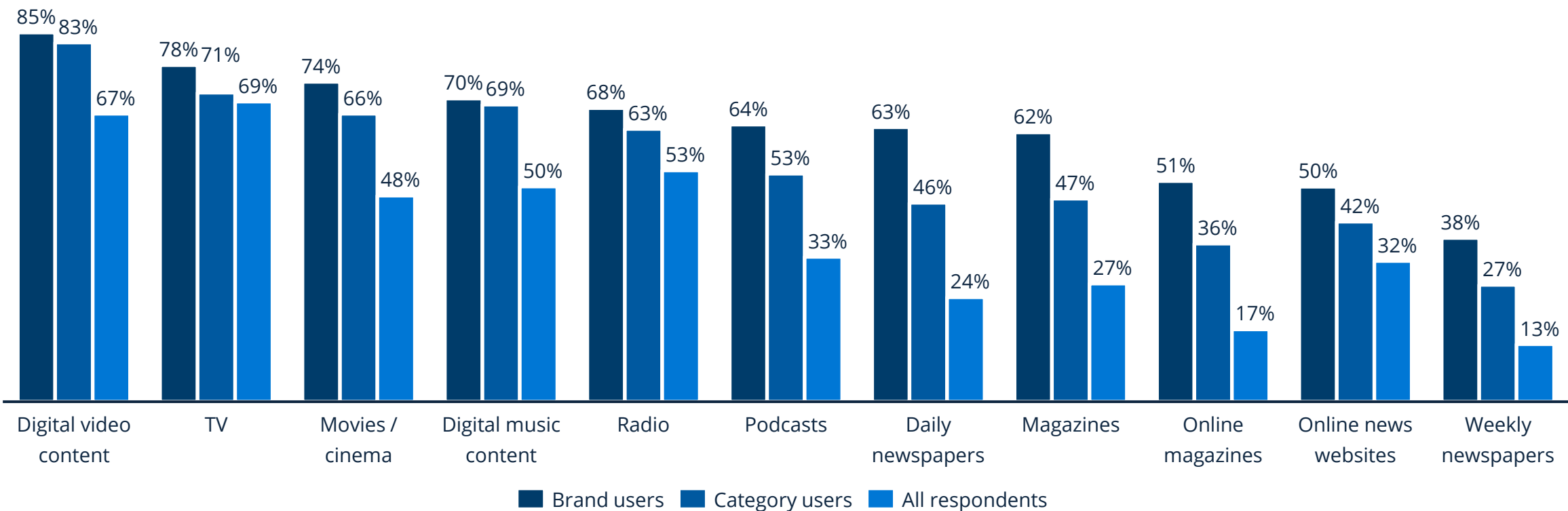
Social media activities in the U.S. by type



Netflix Games users tend to read daily newspapers more often than video game subscribers in general

Marketing touchpoints: media usage by channel

Type of media consumers in the U.S. have been using in the past 4 weeks

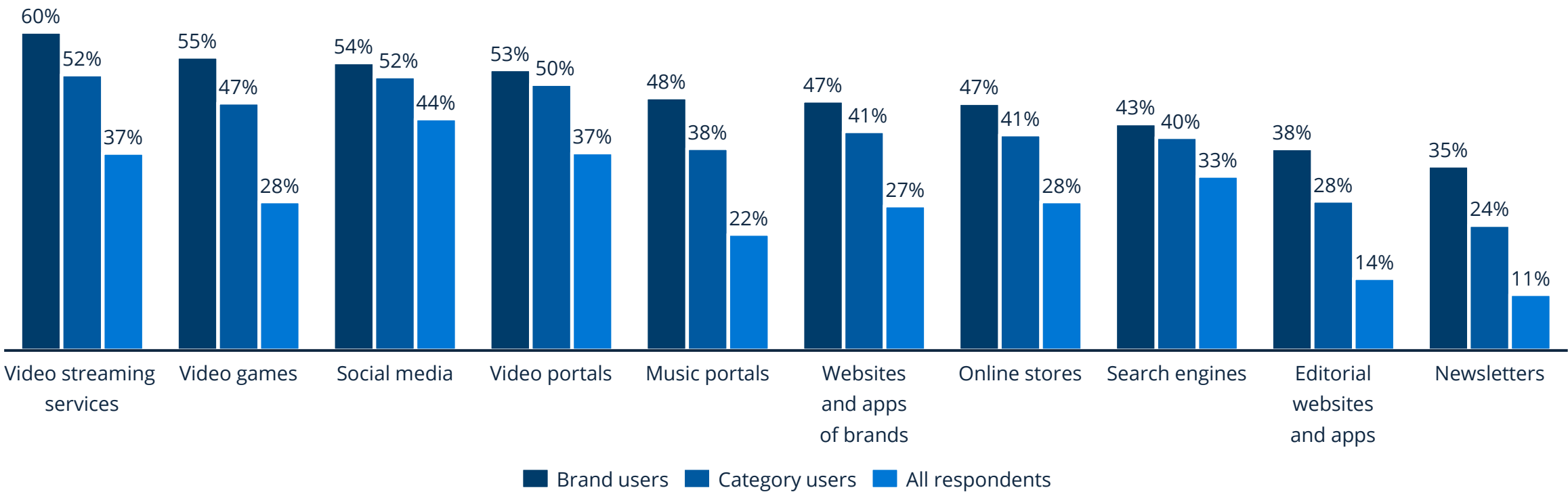


29 Notes: "What kind of media have you used in the past 4 weeks?"; Multi Pick; "Which of these video game subscriptions or cloud gaming services have you used as a paying customer in the past 12 months?"; Multi Pick; Base: n=677
Netflix Games users, n=1,913 video game subscribers, n=60,267 all respondents
Sources: Statista Consumer Insights Global as of February 2024

Netflix Games users remember seeing ads in newsletters more often than other video game subscribers

Marketing touchpoints: digital advertising touchpoints

Top 10 places where Netflix Games users in the U.S. have come across digital advertising in the past 4 weeks



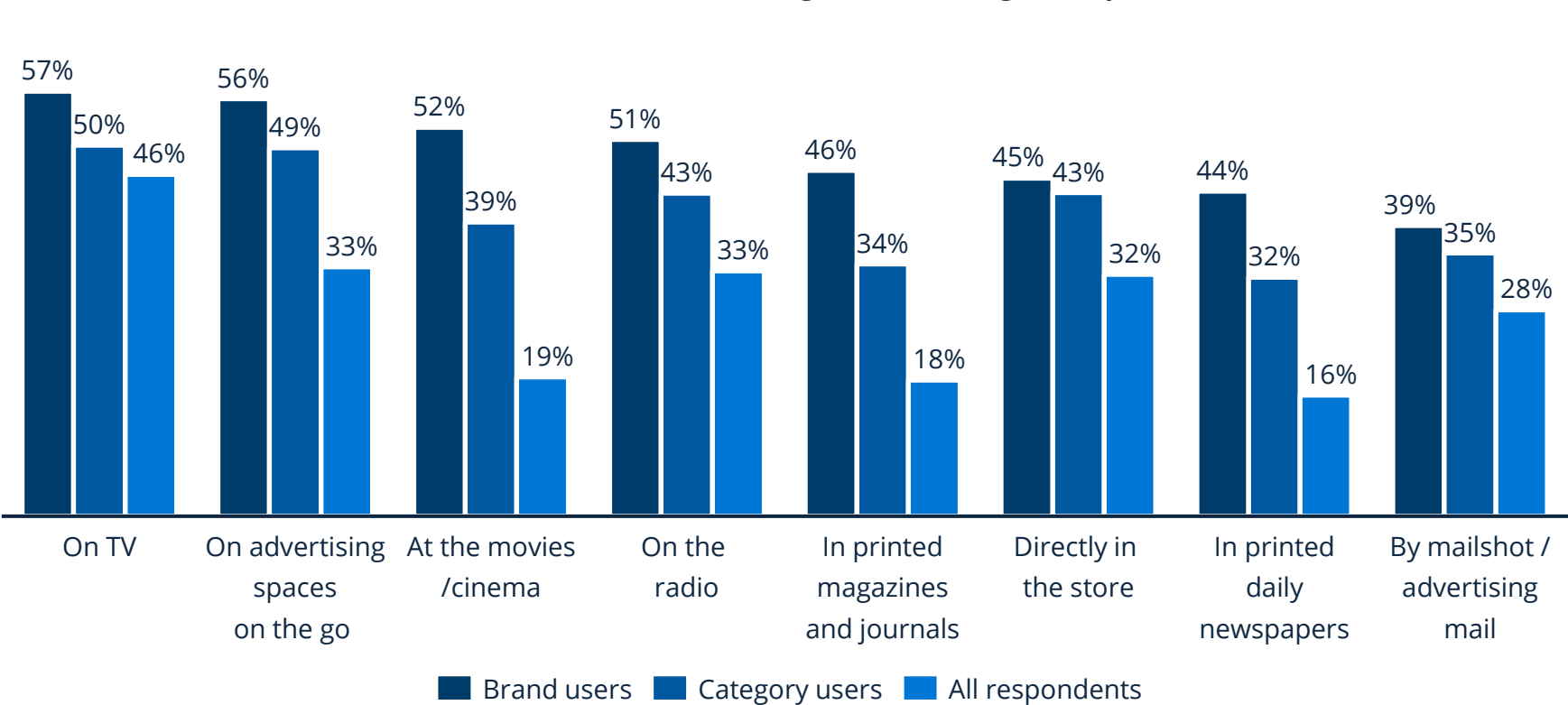
30 **Notes:** "Where have you come across digital advertisements in the past 4 weeks?"; Multi Pick; "Which of these video game subscriptions or cloud gaming services have you used as a paying customer in the past 12 months?"; Multi Pick; Base: n=677 Netflix Games users, n=1,913 video game subscribers, n=60,267 all respondents
Sources: Statista Consumer Insights Global as of February 2024

Netflix Games users remember ads they saw in/at the movies/cinema more often than other video game subscribers

Marketing touchpoints: non-digital advertising touchpoints



Places where consumers in the U.S. have come across non-digital advertising in the past 4 weeks



31 **Notes:** "Where have you come across non-digital advertisements in the past 4 weeks?"; Multi Pick; "Which of these video game subscriptions or cloud gaming services have you used as a paying customer in the past 12 months?"; Multi Pick; Base: n=677 Netflix Games users, n=1,913 video game subscribers, n=60,267 all respondents
Sources: Statista Consumer Insights Global as of February 2024

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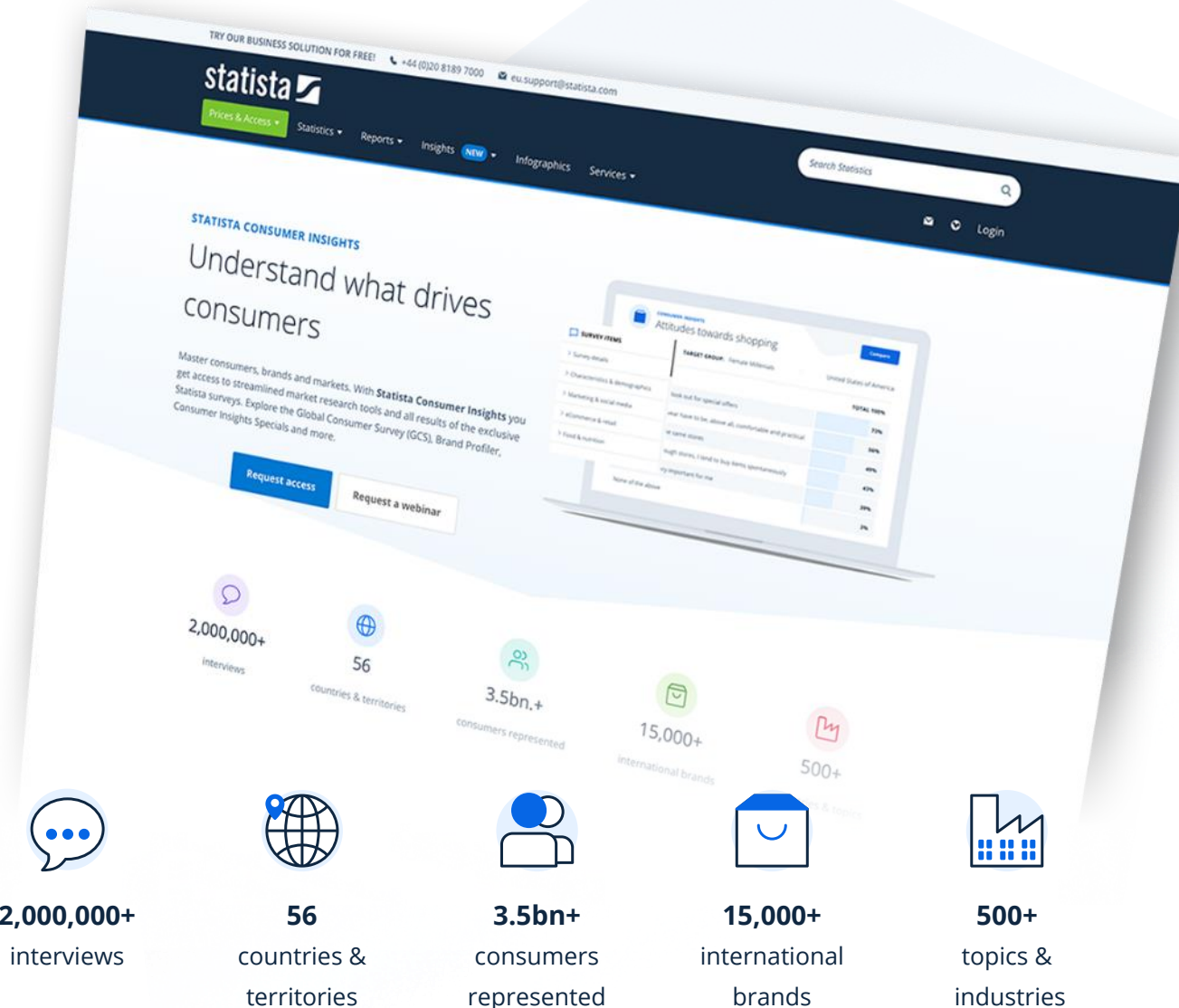
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interviews

56
countries &
territories

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consumers
represented

15,000+
international
brands

500+
topics &
industries



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Jack Spearman, began market research career in the UK, at Kantar then Ipsos Mori. Where he specialized in client and stakeholder management, survey design and concepting reports, across a range of industries, both in consumer and B2B markets.

After moving to Hamburg and joining Statista in 2018 he is now the Team Lead for Consumer Insights and the reporting offer.



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Jan Gewiese has degrees in Economics (B.Sc.) from the University of Hohenheim and Business Administration (M.Sc.) from the University of Hamburg. He Interned at the Hamburg Center for Health Economics and Mercedes-Benz USA.

For the Statista Consumer Insights team, he is responsible for concepting reports, automation design, and is a trusted advisor to clients and stakeholders for the product.



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Research Manager

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Stefan Rau studied Economics (B.Sc.) at the Ludwigs-Maximilian-University in Munich and Public and Nonprofit Studies (M.Sc.) at the University of Hamburg. During his studies, he interned at TNS Infratest.

Stefan's current role in the Consumer Insights team focuses on process design and report automation, specifically QA processes. Stefan's expertise also includes Python and developing the teams AI tools.



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Melvin Lindt studied Socioeconomics at the University of Hamburg. During his studies he worked at FOM University of Applied Sciences for Economics and Management.

Melvin supports the Consumer Insights team at Statista with developing new IT solutions across the department, as well as the day to day running of the report automation process.