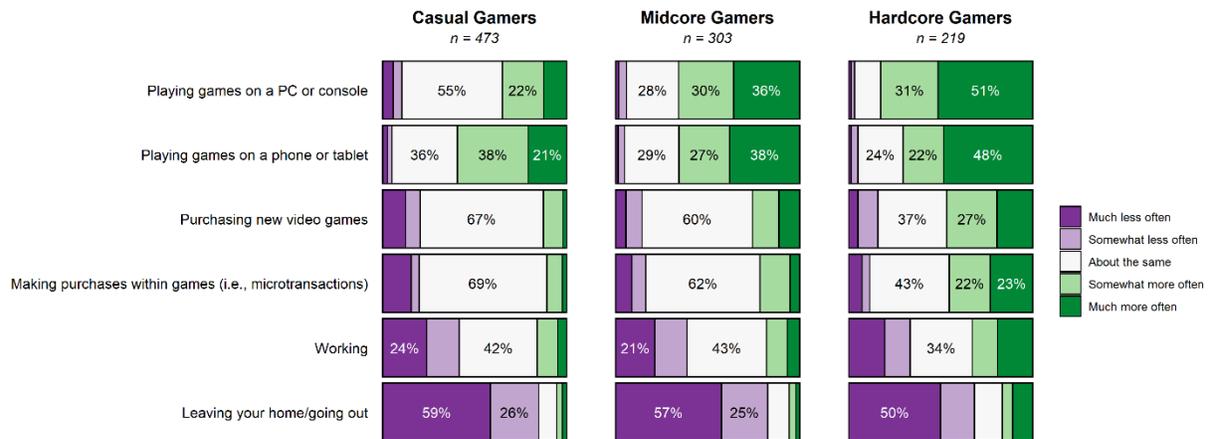


How COVID-19 Is Changing the Habits of Gamers

How much more or less often are you doing the following activities now compared to a month ago?



Source: VGM Survey of Gamers
Conducted March 2020 - May 2020

One way to see how COVID-19 has disrupted daily life is to look at how much more or less time people are spending on different activities. VGM, a leading market research and video game analytics company, recently surveyed different types of gamers in the United States to see how their habits have changed since the outbreak of the global pandemic. The survey, which was conducted from March 2020 through May 2020, found that gamers across all different levels of intensity are spending more time at home and as a result are turning to video games as a way to relieve both stress and boredom.

States across the country have encouraged residents to stay home in order to slow the spread of the virus. In VGM's survey of gamers in the U.S., **68%** to **85%** of respondents report leaving their home and/or going out either "somewhat less often" or "much less often" compared to the previous month.

With the increase in time spent at home, many respondents have accordingly increased the amount of time they spend playing video games. **35%** of respondents that self-identify as Casual Gamers report playing games on PC or console either "somewhat more often" or "much more often." That percentage rises to **66%** for respondents that self-identify as Midcore Gamers and **83%** for respondents that self-identify as Hardcore Gamers.

Even though only **35%** of Casual Gamers report playing PC or console games somewhat or much more often, a majority of Casual Gamers (**59%**) report playing mobile video games "somewhat more often" or "much more often." While this may reflect Casual Gamers' general preference for mobile games over PC or console games, it also suggests that gamers of all backgrounds are using the increased time at home to engage with video games on their platform of choice.

While the coronavirus has caused those that have been financially affected to cut down on unnecessary spending, many respondents that self-identify as Hardcore Gamers are reporting an overall increase in spending on video game-related content. **47%** of Hardcore Gamers say they are purchasing new video games "somewhat more often" or "much more often" compared to the previous month. Similarly, **45%** of Hardcore Gamers report making purchases within



games (i.e., microtransactions) “somewhat more often” or “much more often” relative to the previous month. This increase in spending for the most dedicated group of gamers suggests that the coronavirus has created a demand for video games to help alleviate both the stress that comes from dealing with the global pandemic as well as the boredom that stems from spending so much more time at home.

Whether this newfound demand for video game–related content dissipates as states begin to re-open and restrictions are lifted remains to be seen. As the response to COVID-19 continues to unfold, VGM will be monitoring the ways in which the virus impacts the gaming community.

Methodology

- The VGM Survey of Gamers was conducted from March 2020 through May 2020 using an online sample of 995 respondents within the United States. Respondents were grouped into three segments based on their response to the question, “How would you describe yourself as a gamer?”
 - Casual Gamers: those that answer “casual” or “very casual”
 - Midcore Gamers: those that select the “in between casual and hardcore” option
 - Hardcore Gamers: those that answer “hardcore” or “very hardcore”
- Respondents are representative of the U.S. general gaming population; all those that participated in this study completed a multi-question survey and play video games in a typical week on at least one of the following devices: Android phone, Android tablet, Google Stadia, iMac/MacBook, iPad, iPhone, Nintendo Switch, PlayStation 4, Windows PC/laptop, and/or Xbox One.