

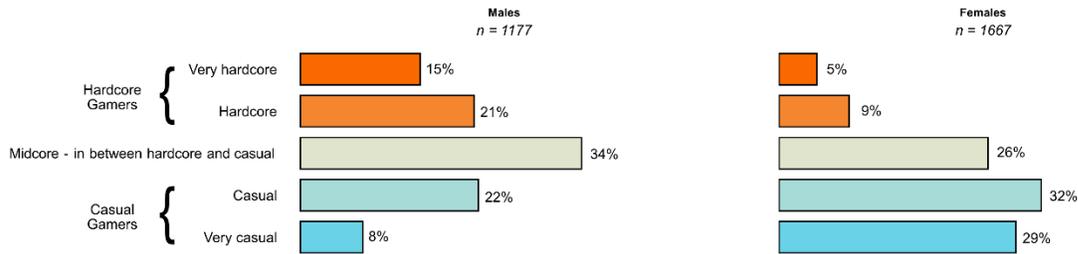
VGM Comparative Study of Female and Male Gamers 2020

Over the past six months, leading market research and video game analytics company VGM has surveyed more than 2,800 female and male gamers to discover details about their gaming habits and preferences. This particular breakout study is a deep dive into how female and male players identify themselves as gamers, how long they spend playing games, which gaming systems they use to play games, and how much they actually like using these devices.

Key takeaways

- For the most part, female and male gaming habits and preferences are very similar to one another. The most notable difference between female and male gamers is seen at the highest echelons of gaming time investment on console/PC: A higher proportion of males spend 5 or more hours playing games on console/PC on a typical weekday or on weekends than females. Outside of that, female and male gamers spend roughly the same amount of time gaming as one another.
- Despite both genders investing similar amounts of time into gaming on a typical weekday or during the weekend, female gamers generally consider themselves Casual Gamers, while males tend to see themselves more as Hardcore Gamers. Ultimately, it appears that males are more emotionally invested in their games than females are, despite spending roughly the same amount of time playing them.
- When it comes to mobile gaming, female gamers prefer to use an iPhone to play games, while males prefer to use an Android device.
- Mobile phone usage as a gaming device is almost identical among female and male players, with both genders spending similar amounts of time during the week and on weekends using their mobile phones to play games.
- A Windows PC/laptop is the most popular dedicated gaming device for both male and female gamers, although males tend to like using that device more than females do. However, after a Windows PC/laptop, males prefer to use consoles such as a PlayStation 4 or Xbox One to play games, whereas females prefer to use a mobile phone or tablet.

How would you describe yourself as a gamer?



Source: VGM Survey of Gamers
Conducted September 2019 - April 2020

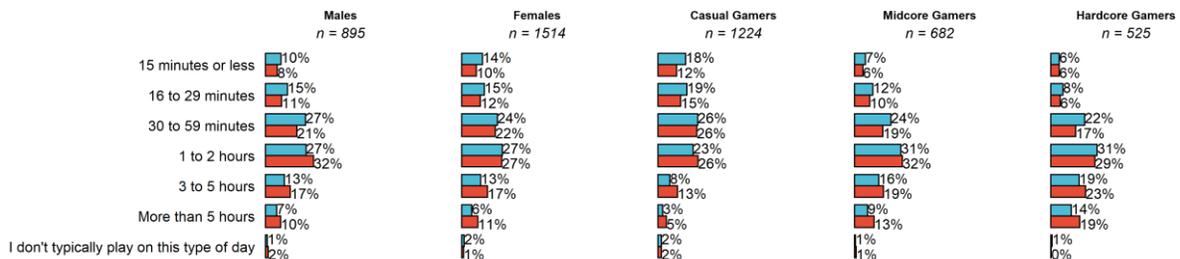
The vast majority of females describe themselves as Casual Gamers; males are much more inclined to identify themselves as Hardcore Gamers

Males self-identify as being far more invested in their games than females do. Significantly more males consider themselves Hardcore Gamers (a mix of hardcore and very hardcore) than females, with **36%** of males identifying themselves as such. Meanwhile, **30%** see themselves as Casual Gamers (a mix of very casual and casual), and **34%** say that they are Midcore Games (between Casual and Hardcore).

Comparatively, when female players are asked how they would describe themselves as gamers, **61%** of those that were surveyed say that they see themselves as Casual Gamers, while **26%** say that they are Midcore Gamers. Only **14%** of female gamers self-identify as being Hardcore Gamers.

How much time do you usually spend playing mobile games on Weekdays and Weekends?

Among respondents that play on Android phone, Android tablet, iPad or iPhone in a typical week



Source: VGM Survey of Gamers
Conducted September 2019 - April 2020

Despite far more females self-identifying as Casual Gamers than males, both genders actually invest similar amounts of time playing games on mobile devices.

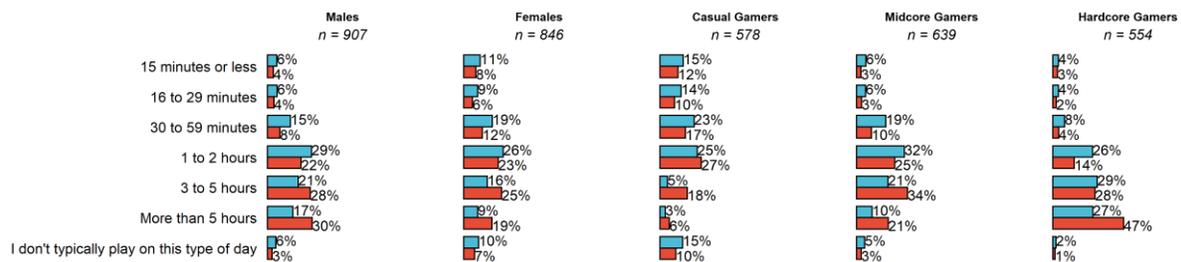
While female gamers generally identify themselves as being less invested in gaming than males, when we compare the amount of time females and males spend playing mobile games during the week and on weekends, the numbers are surprisingly similar.

This is especially true for those that play mobile games during the week. There is just a three percentage point difference between the percentage of male and female gamers that play from 30 to 59 minutes during the week – **27%** of males compared to **24%** of females – while the percentage of male and female gamers that play for 1 to 2 hours and from 3 to 5 hours during the week is identical at **27%** and **13%** apiece, respectively. There is also virtually no difference between male and female gamers that play for more than 5 hours per week, with **7%** of males saying that they do so compared to **6%** of females.

Looking at weekend playtime, the female vs. male numbers are also similar. As expected, overall playtime during a weekend increases over weekday gaming. A slightly higher proportion of females play mobile games from 30 to 59 minutes than do males (**22%** of females vs. **21%** of males), while a higher proportion of males play for 1 to 2 hours than do females (**32%** of males vs. **27%** of females). The numbers are also very close at the top end of playtime, with the same proportion of males and females (**17%**) playing from 3 to 5 hours during the weekend, and a slightly higher proportion of female gamers playing for more than 5 hours than males (**11%** of females vs. **10%** of males).

How much time do you usually spend playing PC/console games on Weekdays and Weekends?

Among respondents that play on Google Stadia, iMac/Macbook, Nintendo Switch, PlayStation 4, Windows PC/Laptop and/or Xbox One in a typical week



Source: VGM Survey of Gamers Conducted September 2019 - April 2020

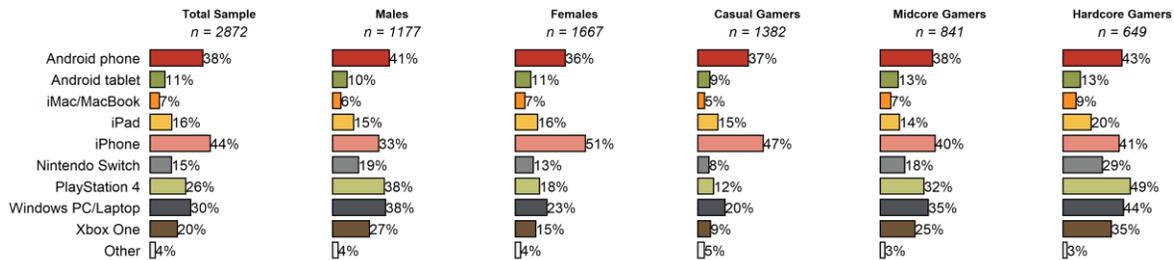
Most male and female gamers invest similar amounts of playtime in console/PC gaming. The only significant difference between the two genders is at the upper tiers of playtime, where a higher proportion of male gamers spend a greater amount of time playing for more than 5 hours during a typical week or weekend than female gamers do.

Despite a higher proportion of females identifying themselves as Casual Gamers than males, and a higher proportion of males seeing themselves as Hardcore Gamers than females, actual time invested in console/PC gaming across both genders is very similar. The only significant difference is at the very top end of playtime, where males generally spend more time playing console/PC games for 5 or more hours during the week or on weekends compared to females. Otherwise, the amount of time female and male gamers spend playing games on a console or PC is very similar: **19%** of females say that they use a console/PC to play games for 30 to 59 minutes during the week compared to **15%** of males that say the same, and **26%** of females say that they play from 1 to 2 hours compared to **29%** of male gamers.

It is only when we examine the upper echelons of weekday playtime that we see a significant difference between genders, with male gamers spending more time playing console/PC games than females: **21%** of males say that they play console/PC games for 3 to 5 hours during the week compared to **16%** of females, and **17%** of males play for more than 5 hours compared to **9%** of females.

Looking at weekend console/PC playtime, once again, the numbers are initially similar between genders: **12%** of females play console/PC games from 30 to 59 minutes compared to **8%** of males, while **23%** play for 1 to 2 hours compared to **22%** of males. However, males are more inclined to play for longer hours than females during the weekend, with **28%** of males playing console/PC games for 3 to 5 hours, compared to **25%** of females that do the same, and significantly more males playing console/PC games for more than 5 hours than females (**30%** vs. **19%**).

Which of the following devices do you use to play games in a typical week, if any? (Select all that apply.)



Source: VGM Survey of Gamers
Conducted September 2019 - April 2020

Females prefer to play games on mobile phones, especially iPhone, while males prefer to play games on Android or a console/PC

When we take a look at female vs. male gaming device preferences, some interesting patterns emerge. The Android phone is most ubiquitous among male gamers, with **41%** saying that they use an Android phone to play games in a typical week. For females, on the other hand, the iPhone is most ubiquitous, with **51%** of those that were surveyed saying that they use this device to play games on in a typical week. The second most ubiquitous gaming device among female gamers is also a mobile phone – **36%** say that they use an Android to play games.

Male gamers are very different, however. After Android, the most ubiquitous gaming devices are a Windows PC/laptop (**39%**), closely followed by PlayStation 4 (**38%**). The iPhone lags some distance behind both those at **33%**, while dedicated consoles Xbox One and Switch come in with **27%** of male gamers using the former, and **19%** of males using the latter to play games in a typical week.

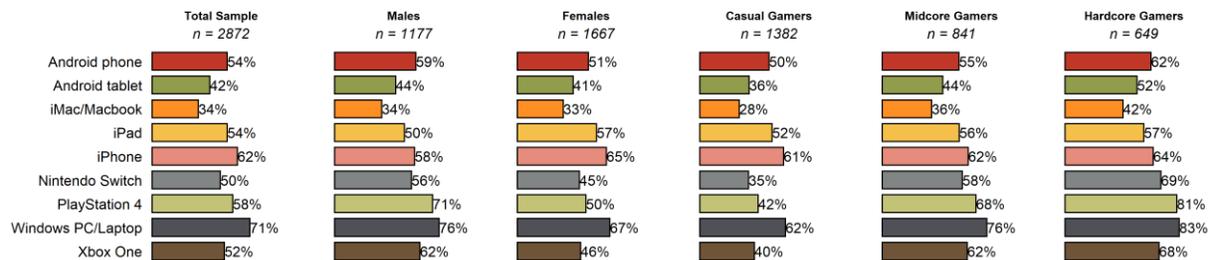
A higher percentage of female gamers play games using a Windows PC/laptop than they do a dedicated console such as a PlayStation 4 or Xbox One

Comparatively, female gamers are far less likely to use a dedicated console to play games than male gamers. After mobile phones, a Windows PC/laptop is the most ubiquitous device females use for gaming, with **23%** of those polled saying that they use this device to play games. Consoles come next, with **18%** of female gamers saying that they use a PlayStation 4 to play games, **15%** using an Xbox One, and **13%** using a Nintendo Switch.

Interestingly, iPad is more ubiquitous than most consoles among female gamers, with **16%** of those surveyed saying that they use this device to play games on in a typical week. This compares to **15%** of male gamers that say that they game on this device. A similar percentage of male and female gamers use an Android tablet to play games (**11%** of females vs. **10%** of males), while the iMac/Macbook is the least ubiquitous gaming device, with **6%** of males saying they use one and **7%** of females.

How much do you like or dislike each of the following devices/platforms as something to play games on?

Shown as the percent of respondents that selected 'Like it' or 'Like it a lot'



Source: VGM Survey of Gamers
Conducted September 2019 - April 2020

After a Windows PC/laptop, female gamers like using an iPhone or iPad for gaming, while males prefer to use consoles such as PlayStation 4 and Xbox One

When we look at how much gamers like or dislike their gaming systems through the lens of gender, we see a marked difference in terms of which devices female gamers like as a gaming platform compared to male gamers. Things start out similarly between the two groups, with a Windows PC/laptop being the most liked gaming device across both segments. Of note, a smaller proportion of female gamers indicate that they like it or like it a lot compared to male gamers that feel the same (**67%** vs. **76%**).

However, delve deeper into the data and we see a divergence between the two groups. In terms of the next most-liked devices, mobile phones and tablets figure highly among female gamers, with **65%** liking the iPhone (or liking it a lot), **57%** liking the iPad, and **51%** liking the Android phone as gaming devices. This compares to male gamers liking their consoles more. An impressive **71%** of male gamers like the PlayStation 4 or like it a lot, while **62%** like their Xbox One or like it a lot. Comparatively, female gamers like the PlayStation 4 and Xbox One less,

with **50%** and **46%** of this segment respectively saying that they like these systems or like them a lot. Once again, Nintendo Switch is the least-liked of the three major consoles, with **45%** of female gamers liking the system or liking it a lot, compared to **56%** of male gamers that feel the same.

Mobile phones are well liked by male gamers, with **59%** saying they like an Android phone or like it a lot, and **58%** liking the iPhone or liking it a lot. However, this is significantly lower than their appreciation of consoles as gaming devices.

As with other aspects of this survey, Android tablet and iMac/Macbook are both the least popular gaming devices in both groups. However, males generally like the Android tablet more as a gaming device than female gamers do (**44%** vs. **41%**, respectively), and they rate the iPad significantly lower than female gamers do (**50%** vs. **57%**).

Ultimately, more male gamers enjoy using dedicated consoles as gaming devices than females, who prefer to use their phones to play games.

Methodology

The VGM Survey of Gamers was conducted from September 2019 through April 2020 using an online sample of 2,844 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 answered “casual” or “very casual”

Midcore Gamers: those that selected the “in between casual and hardcore” option

Hardcore Gamers: those that answered “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.