Chinese Gamer Focus Group Findings 2010

Description:
A report on the findings of twelve Chinese gamer focus groups in June & July 2010.

Niko’s 2010 Chinese Gamers Focus Groups Findings is a unique report that provides insights into the minds of Chinese gamers. Niko Partners conducted 12 focus groups in June and July 2010. Six groups were held in one tier 1 city and six more were held in one tier 3 city in China. The groups were split between hard-core and non hard-core gamers and divided by age groups of 18-24, 25-29 and 30-39. Niko provides a lengthy executive summary that lists all of the critical points of analysis learned from this important focus groups project.

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Executive Summary
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Group 2: 18-24 Year Old Hard-Core Gamers (Shanghai)
Group 3: 25-29 Year Old Hard-Core Gamers (Sanya)
Group 4: 25-29 Year Old Hard-Core Gamers (Shanghai)
Group 5: 30-39 Year Old Hard-Core Gamers (Sanya)
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Appendix A: List of key quotes heard during the twelve focus groups
Appendix B: List of popular game titles repeatedly mentioned by focus group participants

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