The Adult Video Gamer Market in the U.S.: Tapping into the New Diversity of Video-Game Players

Description:

This groundbreaking Packaged Facts report provides a detailed analysis of the consumer attitudes and behavior of the 114 million American adults who play video games. Videogamers represent more than half of the adult population and have an aggregate income of $4 trillion.

Through the innovative use of data from the Simmons Market Research Bureau National Consumer Survey, this report challenges numerous stereotypes of videogamers. For example, videogamers are far from being slackers who do nothing but sit for hours on end in front of a gaming console or computer screen. In fact, videogamers are exceptionally active consumers. They work out more, go out more and shop more than adult Americans who don't play video games. Although video games are a primary form of entertainment for many gamers, traditional forms of media and entertainment such as watching television, going to the movies and dining out remain a central part of the leisure-time habits of most video-game players.

The report also shows how the population of videogamers is rapidly diversifying beyond the core young male gamer. The prototypical videogamer is now as likely to be a woman as a man. The videogamer population includes 25 million adults in the 55+ age bracket, 13 million retirees and 28 million grandparents.

The report begins with an overview of the videogamer market, which is divided into “Avid,” “Moderate” and “Occasional” segments based upon gamers' degree of involvement with video games. It includes chapters on trends and opportunities in the videogamer market as well as an assessment of the size and growth of the market.

The next section of the report provides a detailed analysis of key segments in the videogamer market. Separate chapters present demographic profiles of video-game players and video-game buyers and include detailed data on the types and brands of games played and purchased. Another chapter provides an assessment of three gamer segments of increasing importance to the video-game industry: women, mature videogamers and family gamers.

Another section of the report analyzes the consumer behavior of video-game players. One chapter provides an overview of the in-store and online shopping behavior of videogamers. Another chapter provides in-depth profiles of the consumer behavior of videogamers in the areas of financial services, food, fashion and automotive. Other chapters analyze the connection of videogamers with consumer electronics, computers and the Internet.

The report continues with a chapter discussing how videogamers use the media and relate to advertising. It concludes with a chapter on the leisure and entertainment choices of videogamers.

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Appendix Addresses of Selected Videogamer Market Resources

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