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GW Gaming Q2 2023

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Methodology

GWl Gaming is an online survey completed by Gaming fans aged 16-64 who use the internet.

GWl Gaming is a recontact of GWl Core, meaning respondents who've taken both the main GWl Core survey and the Brand & Media module and said that they use a device for gaming, are invited to take part. This means that the questions listed in this document can be used alongside most GWl core questions. These GWl Core questions are appended to GWl Gaming and are usable only directly from the GWl Gaming taxonomy in our platform.

More details about the sample sizes, markets and methodology of GWl Gaming can be found in this [help center article](#).

Demographics

Country

- Australia
- Brazil
- Canada
- China
- France
- Germany
- India
- Indonesia
- Italy
- Japan
- Mexico
- Philippines
- Russia
- South Korea
- Spain
- Thailand
- UK
- USA

Note: Respondents are assigned a country of residence when they enter the survey, this is not self selected

Gender

Which of these best describe your gender?

- Male
- Female
- Other Gender *Select Markets Only*

Gender Identity *Select Markets Only*

Do you identify as any of the following?

- Agender / gender-neutral
- Bigender / gender fluid
- Male
- Female
- Non-binary / non-conforming / genderqueer
- Transgender (male)
- Transgender (female)
- Other
- Prefer not to say

Age (Groups)

Which of these age brackets do you fall into?

- 16-24
- 25-34
- 35-44
- 45-54
- 55-64

Age (Individual)

How old are you?

Individual ages 16 to 64 listed.

Gaming Participation

Interest in Gaming

How interested are you in gaming?

- Not interested at all
- Not particularly interested
- Quite interested
- Very interested
- Extremely interested

Game Playing Frequency

How frequently do you play computer / video games?

- Every day
- 4-5 times a week
- 2-3 times a week
- Once a week
- Once every two weeks
- Once a month
- Less than once a month

Average Gaming Session Length

On average, how long do you play during a gaming session?

- 1 hour or less
- 2 hours
- 3 hours
- 4 hours
- 5 hours
- 6 hours
- 7 hours
- 8 hours
- 9 hours
- 10 hours or more

Gaming Session Times

Weekday Gaming Times

When do you usually play games during the week? (Monday - Friday)?

- 9am - 12pm

- 12pm - 2pm
- 2pm - 5pm
- 5pm - 7pm
- 7pm - 10pm
- 10pm - 12am
- 12am - 2am
- 2am - 6am
- Don't play during the weekday

Weekend Gaming Times

When do you usually play games during the weekend? (Saturday – Sunday)

- 6am - 9am
- 9am - 12pm
- 12pm - 2pm
- 2pm - 5pm
- 5pm - 7pm
- 7pm - 10pm
- 10pm - 12am
- 12am - 2am
- 2am - 6am
- Don't play during the weekend

Gaming Attitudes & Behavior

Gaming Motivations

What are your main reasons for gaming?

- For fun
- For the challenge
- For the storylines / narratives
- To compete online
- To escape from reality
- To improve my reflexes / coordination
- To learn new skills
- To pass the time
- To relax / unwind
- To socialize with friends

Gaming Frustrations

What typically makes you frustrated about a game?

- Doesn't match my expectations
- Doesn't run smoothly on my device
- Doesn't represent my identity / it's not inclusive
- Don't like characters
- Don't like storyline
- Friends stop playing it
- Intrusive pop-ups / ads
- Lose interest / move on to another game
- Not enough content
- Taking too much of my time / game sessions too long
- Too easy to play
- Too expensive to progress
- Too hard to play
- Toxic community / in-game harassment
- Tutorial too long
- Updates aren't frequent enough

Role of Gaming in Society

Which of these statements do you agree with?

- Gaming is a good way to learn new skills
- Gaming is a good way to make friends and socialize
- Gaming is as legitimate a pastime as mainstream sport
- Gaming is culturally important
- Gaming is too male-dominated
- My life would be the same with or without gaming
- Spending too much time playing video games can be harmful
- Video games are art and should be treated as such
- None of the above

Gaming Companions

In the last month I have...

- Played games online with my parents
- Played games online with people I didn't know
- Played games online with people I met through the game
- Played offline and alone

- Played offline and with friends and family
- Played online with colleagues
- Played online with friends I know in real life

- Played online with my siblings
- Played online with other family members

Social

Gaming Advocacy, Broadcast & Engagement Behaviors

Thinking about gaming, which of these things do you do?

- Attend a concert or spectator event in-game
- Blog or vlog about the games I play
- Download a game from an app-store
- Livestream my own games to Twitch or other live streaming platforms
- Participate in online chats and communities
- Play one game to completion before buying the next one
- Post on social media about gaming experiences
- Recommend games to friends
- Upload my own gaming footage to YouTube or other video sharing platforms
- Watch an advert in exchange for an in-game reward
- Watch gaming streaming on Twitch or YouTube
- Write reviews or critiques of games I play
- None of these

Gaming Info & Content Sources

Where do you get information and content on gaming?

- Entertainment news websites
- Friends offline
- Friends online
- Gaming magazines
- Social media
- Other news websites

Social Media Touchpoints

Which social media platforms do you use for information and content?

- Hupu
- Weibo
- Kuaishou
- Tencent QQ
- Discord
- Douyin
- Facebook
- Instagram
- Qzone
- Reddit
- Little Red Book
- Huomao
- Xigua
- Sina Weibo
- Snapchat
- TikTok
- Twitch
- Twitter
- YouTube

Gaming Devices & Services

Devices Used for Gaming

Which of these devices have you used for gaming?

- Games console
- Handheld gaming device (e.g. PSP, Switch Mini)
- Media streaming device (e.g. Apple TV, Amazon Fire TV Stick, Google Chromecast, Roku Streaming Player)
- PC
- Smartphone
- Tablet
- Virtual Reality headset (e.g. Oculus, PlayStation VR)
- Other

Brands

Console Brands

Which of these consoles do you have?

- Nintendo Switch
- PlayStation 3
- PlayStation 4
- PlayStation 5
- Xbox 360
- Xbox One
- Xbox Series X
- Xbox Series S
- Retro consoles (Sega Genesis, Super Nintendo etc.)

PC and Laptop Brands

Which of these gaming PC or laptop brands do you have?

- Acer
- Alienware
- AMD
- Asus
- Corsair One
 - CyberPowerPC
- Dell
- HP
- Intel
- Lenovo
- Logitech
- MSI
- NVIDIA
- Pyro
- Razer
- Self-build

Accessories

Additional Devices Used / Purchase Consideration

Which of these additional devices do you use for gaming?

Which of these additional devices are you considering purchasing / replacing in the next year?

- Gaming chair
- Gaming headset (with microphone)
- Gaming keyboard
- Gaming monitor
- Gaming mouse
- Gaming mousepad
- Steering wheel
- VR headset

Services

Gaming Services Used / Considered

Do you use any of these additional services?

What services are you considering purchasing in the next 12 months? (all options not selected in previous questions are displayed)

- Apple Arcade
- Amazon Luna
- Epic Game Store
- FACEIT
- Green Man Gaming
- GOG
- Humble
- Microsoft Store
- Nintendo Switch Online
- NVIDIA GeForce NOW
- PlayStation Plus
- PlayStation Plus Premium
- Steam
- UBI Store
- Uplay
- Xbox Cloud Gaming
- Xbox Game Pass
- Xbox Live

Gaming Genres & Franchises

Gaming Franchises

Which of these games / gaming franchises have you played in the last 12 months?

Which of these gaming franchises do you play regularly?

- Age of Empires
- Among Us!
- Angry Birds
- Animal Crossing
- Apex Legends
- Arena of Valor
- Asphalt
- Assassin's Creed
- Axie Infinity
- Batman
- Battlefield
- Bayonetta
- Bingo Blitz
- Bioshock
- Borderlands
- Brawl Stars
- Brawlhalla
- Bubble Shooter
- Bubble Witch
- Call of Duty
- Candy Crush
- Clash of Clans
- Clash Royale
- Coin Master
- Company of Heroes
- Counter Strike
- Crossfire *Select Markets Only*
- CSR Racing
- Crash Bandicoot
- Cyberpunk 2077
- Dark Souls
- DOTA 2 (Defense of the Ancients)
- Destiny
- Devil May Cry
- Diablo
- DiRT
- DOOM
- Dragonball Z
- Dungeon Fighter Online
- Elder Scrolls
- Elden Ring
- Empires & Puzzles
- Endless (Space/Legend)
- FI
- Fall Guys: Ultimate Knockout
- Fallout
- Fantasy Westward Journey
- Far Cry
- Farm Heroes
- Farming Simulator
- Farmville
- EA Sports FC (FIFA)
- Final Fantasy
- Football Manager
- Fortnite
- Forza
- Free Fire
- Fruit Clinic
- Game for Peace *China Only*
- Gardenscapes
- Gears of War
- Genshin Impact *Select Markets Only*
- Ghost Recon
- God of War
- Gran Turismo
- Grand Theft Auto
- Halo
- Hearthstone
- Hero Wars
- Hogwarts Legacy
- Horizon (Zero Dawn / Forbidden West)
- Honor of Kings *China Only*
- Hyper Scape
- I Can Paint
- Immortals Fenyx Rising
- Kingdom Hearts
- League of Legends
- Legends of Runeterra
- Lego
- Lost Ark
- Madden
- Mafia
- Mario
- Mass Effect
- Mech Arena
- Merge Dragons
- Merge Gardens
- Minecraft
- Mobile Legends
- Mole's World
- Monster Hunter
- Mortal Kombat
- NBA 2K
- Need for Speed
- Nova Legends
- Onmyoji *Select Markets Only*
- Overwatch
- PGA 2K
- Plants vs. Zombies
- PlayerUnknown's Battlegrounds

- Pokemon
- Pro Evolution Soccer / eFootball
- Project Cars
- PUBG Mobile
- Raid: Shadow Legends
- Rainbow Six
- Red Dead Redemption
- Resident Evil
- Roblox
- Rocket League
- Runescape
- SimCity
- Slotomania
- Solitaire Grand Harvest
- Sonic the Hedgehog
- Splatoon
- Star Wars
- Starcraft
- Street Fighter
- Subway Surfers
- Super Smash Bros
- Teamfight Tactics
- Tekken
- Temple Run
- The Division
- The Last of Us
- QQ Speed
- The Crew
- The Sims
- The Witcher
- Tony Hawk Pro Skater
- Total War
- Uncharted
- Valorant
- Warframe
- Watch Dogs
- Wild Rift
- Word Scapes
- Words with Friends
- World of Tanks
- World of Warcraft
- World of Warplanes
- World of Warships
- WSOP Poker
- WWE
- XCOM
- Zelda
- Zynga Poker

Gaming Genres

Which types of games have you played in the last 12 months?

- Action / Platform (e.g. Super Mario Bros)
- Action Adventure (e.g. Assassin Creed, Grand Theft Auto)
- Action RPG (e.g. The Witcher series, Dark Souls)
- Augmented Reality (e.g. Pokemon Go)
- Battle Royale (e.g. Fortnite, Apex Legends)
- Beat'em Up (e.g. Bayonetta, Devil May Cry)
- Fighting (e.g. Soulcalibur, Street Fighter)
- Free-to-Play Casino Style Games (no real money)
- Hidden Object (e.g. Pearls Peril, June's Journey)
- Indie Games
- Japanese RPG/Anime Games (e.g. Final Fantasy)
- Match 3/Tile Matching (e.g. Candy Crush)
- MMO / Massively Multiplayer Online (e.g. World of Warcraft, Warhammer Online)
- MOBA - Multiplayer Online Battle Arena (e.g. League of Legend, Defense of the Ancients)
- Online Board / Card games (e.g. Hearthstone, Gwent)
- Party Games (e.g. Wii Sports, Buzz, Mario Party)
- Puzzle / Platform (e.g. Limbo, Journey, Unravel)
- Racing (e.g. Gran Turismo, Need for Speed)
- Real Money Betting Games
- Rhythm / Music (e.g. Rock Smith, Guitar Hero, Rock Band, Just Dance)
- Role Playing (e.g. Fallout, Mass Effect, Pokemon)

- Shooter (e.g. Halo, Call of Duty, Gears of War)
- Simulation (e.g. Flight Simulator, The Sims)
- Sports (e.g. FIFA, NBA 2K and eFootball)
- Strategy / Real-Time Strategy (e.g. Warcraft, Civilization, Command & Conquer)
- Survival / Horror (e.g. Resident Evil 7, Until Dawn, Evil Within, Dead Space)
- Word / Trivia (e.g. Scrabble, Words with Friends, Wordscape)

Casino Games

Which of these casino games do you play?

- Bingo
- Blackjack
- Keno
- Poker
- Roulette
- Slots
- Other card games

Franchises on Device

Games played on PC / Laptop

Which of these gaming franchises have you played on a PC?

Which of these gaming franchises have you played on a laptop?

- | | | |
|---------------------|--------------------------------------|--------------------------|
| ● Age of Empires | ● DOTA 2 (Defense of the Ancients) | ● Ghost Recon |
| ● Apex Legends | ● Dungeon Fighter Online | ● God of War |
| ● Asphalt | ● Elden Ring | ● Grand Theft Auto |
| ● Axie Infinity | ● Elder Scrolls | ● Halo |
| ● Bayonetta | ● Endless (Space / Legend) | ● Hearthstone |
| ● BioShock | ● Fall Guys: Ultimate Knockout | ● Hero Wars |
| ● Borderlands | ● Fallout | ● Hogwarts Legacy |
| ● Brawlhalla | ● Fantasy Westward Journey | ● Horizon (Zero Dawn) |
| ● Call of Duty | ● Far Cry | ● Hyper Scape |
| ● Company of Heroes | ● Farmville | ● Immortals Fenyx Rising |
| ● Counter-Strike | ● EA Sports FC (FIFA+) | ● Kingdom Hearts |
| ● Crash Bandicoot | ● Final Fantasy | ● League of Legends |
| ● Crossfire | ● Football Manager | ● Legends of Runeterra |
| ● Cyberpunk 2077 | ● Fortnite | ● Lost Ark |
| ● Dark Souls | ● Forza | ● Mafia |
| ● Destiny | ● Gears of War | ● Mass Effect |
| ● Diablo | ● Genshin Impact Select Markets Only | ● Mech Arena |
| ● DiRT | | ● Merge Gardens |
| ● DOOM | | ● Minecraft |

- Monster Hunter
- Mortal Kombat
- Onmyoji *Select Markets Only*
- Overwatch
- PGA 2K
- Pro Evolution Soccer / eFootball
- Project Cars
- PUBG
- QQ Speed

- Raid: Shadow Legends
- Roblox
- RuneScape
- SimCity
- Starcraft
- Teamfight Tactics
- The Crew
- The Sims
- The Witcher
- Tony Hawk Pro Skater

- Total War
- Valorant
- Warframe
- Words with Friends
- World of Tanks
- World of Warcraft
- World of Warplanes
- World of Warships
- XCOM

Games played on a Handheld Gaming Device

Which of these gaming franchises have you played on a handheld gaming device? (e.g. PSP, Switch Mini)?

- Animal Crossing
- Arena of Valor
- Asphalt
- Assassin's Creed
- Batman
- BioShock
- Borderlands
- Brawlhalla
- Call of Duty
- Diablo
- Elder Scrolls
- EA SPorts FC (FIFA+)

- Fortnite
- Genshin Impact
- Immortals Fenyx Rising
- Kingdom Hearts
- Lego
- Madden
- Mario
- Minecraft
- Monster Hunter
- NBA 2K
- Need for Speed
- Overwatch

- Pokemon
- Rocket League
- Sonic the Hedgehog
- Splatoon
- Star Wars
- Street Fighter
- Super Smash Bros
- Tony Hawk Pro Skater
- XCOM
- Zelda

Games played on a Smartphone

Which of these gaming franchises have you played on a smartphone?

- Age of Empires
- Among Us!
- Angry Birds
- Animal Crossing
- Arena of Valor
- Axie Infinity
- Bingo Blitz
- Brawl Stars
- Brawlhalla
- Bubble shooter
- Bubble Witch

- Call of Duty
- Candy Crush
- Clash of Clans
- Clash Royale
- Coin Master
- Company of Heroes
- Crash Bandicoot
- Crossfire *Select Markets Only*
- CSR Racing
- Empires & Puzzles

- Fantasy Westward Journey
- Farm Heroes
- Farming Simulator
- Farmville
- Football Manager
- Fortnite
- Free Fire
- Fruit Clinic
- Game for Peace *China Only*
- Gardenscapes

- Genshin Impact *Select Markets Only*
- Heads Up!
- Hearthstone
- Hero Wars
- Honor of Kings *China Only*
- I can Paint
- Kingdom Hearts
- Legends of Runeterra
- Madden
- Mech Arena
- Merge Dragons
- Merge Gardens

- Minecraft
- Mobile Legends
- Mole's World
- Nova Legends
- Onmyoji *Select Markets Only*
- Plants vs. Zombies
- Pokemon
- PUBG Mobile
- QQ Speed
- Raid: Shadow Legends
- Roblox
- SimCity
- Slotomania

- Solitaire Grand Harvest
- Subway Surfers
- Teamfight Tactics
- Temple Run
- The Sims
- Tony Hawk Pro Skater
- Wild Rift
- Word Scapes
- Words with Friends
- WSOP Poker
- XCOM
- Zynga Poker

Games played on a Tablet

Which of these gaming franchises have you played on a tablet?

- Age of Empires
- Among Us!
- Angry Birds
- Animal Crossing
- Arena of Valor
- Axie Infinity
- Bingo Blitz
- Brawl Stars
- Brawlhalla
- Bubble shooter
- Bubble Witch
- Call of Duty
- Candy Crush
- Clash of Clans
- Clash Royale
- Coin Master
- Company of Heroes
- Crash Bandicoot
- Crossfire *Select Markets Only*
- CSR Racing
- Empires & Puzzles
- Fantasy Westward Journey
- Farm Heroes

- Farming Simulator
- Farmville
- Football Manager
- Fortnite
- Free Fire
- Fruit Clinic
- Game for Peace *China Only*
- Gardenscapes
- Genshin Impact *Select Markets Only*
- Heads Up!
- Hearthstone
- Hero Wars
- Honor of Kings *China Only*
- I can Paint
- Kingdom Hearts
- Legends of Runeterra
- Madden
- Mech Arena
- Merge Dragons
- Merge Gardens
- Minecraft
- Mobile Legends
- Mole's World

- Nova Legends
- Onmyoji *Select Markets Only*
- Plants vs. Zombies
- Pokemon
- PUBG Mobile
- QQ Speed
- Raid: Shadow Legends
- Roblox
- SimCity
- Slotomania
- Solitaire Grand Harvest
- Subway Surfers
- Teamfight Tactics
- Temple Run
- The Sims
- Tony Hawk Pro Skater
- Wild Rift
- Word Scapes
- Words with Friends
- WSOP Poker
- XCOM
- Zynga Poker

Games played on a Games Console

Which of these gaming franchises have you played on a games console?

- Apex Legends
- Asphalt
- Assassin's Creed
- Batman
- Battlefield
- Bayonetta
- BioShock
- Borderlands
- Brawlhalla
- Call of Duty
- Crash Bandicoot
- Cyberpunk 2077
- Dark Souls
- Destiny
- Diablo
- DOOM
- Dragonball Z
- Elden Ring
- Elder Scrolls
- F1
- Fall Guys: Ultimate Knockout
- Fallout
- Far Cry
- EA Sports FC (FIFA+)
- Final Fantasy
- Fortnite
- Forza
- Gears of War
- Genshin Impact *Select Markets Only*
- Ghost Recon
- God of War
- Gran Turismo
- Grand Theft Auto
- Halo
- Hogwarts Legacy
- Horizon (Zero Dawn)
- Kingdom Hearts
- Lego
- Madden
- Mafia
- Mario
- Mass Effect
- Minecraft
- Monster Hunter
- Mortal Kombat
- NBA 2K
- Need for Speed
- Overwatch
- Pro Evolution Soccer / eFootball
- PGA 2K
- Project Cars
- PUBG
- Rainbow Six
- Red Dead Redemption
- Resident Evil
- Roblox
- Rocket League
- SimCity
- Sonic the Hedgehog
- Star Wars
- Street Fighter
- Super Smash Bros
- Tekken
- The Division
- The Crew
- The Last of Us
- The Sims
- The Witcher
- Tony Hawk Pro Skater
- Uncharted
- Valorant
- Warframe
- Watch Dogs
- World of Warships
- WWE
- XCOM
- ZeldImmortals Fenyx Rising

Gaming Purchases

Gaming Purchases in the Last Year

Thinking about gaming, which of these things have you purchased in the last year?

- DLC for a video game
- In-game currency / content
- Gaming accessory (e.g. gaming headset, steering wheel, VR headset)
- Season / battle pass
- Video game

Gaming Purchase Drivers

Which of the following would increase your likelihood to purchase a game?

- Campaign / story mode included
- Crossplay functionality (e.g. playing with people on Xbox and PC together)
- Influencer sponsorships (e.g. ad sections in YouTube videos, sponsored streams)
- My friends / family playing it already
- Online multiplayer functionality
- Playing a previous version / series of the game
- Pre-order benefits (e.g. XP boost, in-game cosmetics)
- Reduced price, offers or promotions
- Reviews / opinions of official gaming media (e.g. IGN website, gaming magazines)
- Reviews / opinions of people you watch or follow (e.g. YouTubers, Twitch streamers, Influencers)
- Reviews / opinions on retail websites (e.g. Amazon)
- Trying a demo or beta of the game first

Monthly Spend on Games/In-Game Purchases

Monthly Spend on Games/In-Game Purchases

In an average month, how much would you spend on games and in-game purchases? (currency displayed is dependent on market)

- Less than \$15
- \$16-\$35
- \$36-\$60
- \$61-\$100
- More than \$100

Monthly Spend on Accessories

Monthly Spend on Accessories

In an average month, how much would you spend on gaming accessories? (currency displayed is dependent on market)

- Less than \$15
- \$16-\$35
- \$36 -\$60
- \$61-\$100
- More than \$100

Esports

Interest in esports

How interested are you in esports?

- Not interested at all
- Not particularly interested
- Quite interested
- Very interested
- Extremely interested

Esports Watching Frequency

How frequently do you watch esports?

- Every day
- 4-5 times a week
- 2-3 times a week
- Once a week
- Once every two weeks
- Once a month
- Less than once a month
- Never

Esports Fan Engagement Types

Which of these do you do?

- Purchase official esports merchandise
- Purchase digital collectibles (e.g. Non-Fungible Tokens / NFTs)
- Purchase cryptocurrencies / fan tokens (e.g. Socios)
- Purchase esports collectibles
- Visit experiential spaces (e.g. playing a game in venues)
- Visit fan zones (e.g. public viewing areas for your team's matches)
- Watch official content (e.g. team/league)
- Watch esports documentaries
- Watch fan content
- Sign up to receive emails from esports organizations

Source of Interest in Esports

What first got you interested in esports?

- Family members
- Friends
- Promotion / partnership by a brand
- Promotion / partnership by a famous person or internet personality
- Social media
- TV

Esports Following on Social Media

Do you follow any of these people on social media?

- Esports bloggers / experts
- Esports players
- Esports teams

Gaming Franchises

Following of Esports Games Franchises

Do you follow, watch, or have an interest in esports leagues, events or streams for any of these games?

- Apex Legends
- Arena of Valor
- Asphalt
- Brawl Stars
- Call of Duty
- Clash of Clans
- Clash Royale
- Counter-Strike
- Crossfire *Select Markets Only*
- Diablo
- DOTA 2 (Defense of the Ancients)
- Dragonball Z
- EA Sports FC (FIFA)
- F1
- Final Fantasy
- Fortnite
- Free Fire
- Gran Turismo
- Halo
- Hearthstone
- Honor of Kings *China Only*
- League of Legends
- Legends of Runeterra
- Madden
- Mobile Legends
- Mortal Kombat
- MotoGP
- NBA 2K
- Overwatch
- PGA 2K
- PlayerUnknown's Battlegrounds
- Pokémon
- Pro Evolution Soccer / eFootball
- PUBG Mobile
- Rocket League
- Starcraft
- Street Fighter
- Teamfight Tactics (TFT)
- Tekken
- Valorant
- Wild Rift
- World of Warcraft

Leagues & Events

Following of Esports Leagues / Events

Which of these esports leagues / events do you follow, watch or have any interest in?

- Blast Premier
- Blizzcon
- Call of Duty League
- Capcom Cup
- Capcom Pro Tour
- Clash Royale League
- Counter-Strike Global Offensive Major Championship
- CrossFire Mobile League (CFML) *Select Markets Only*
- CrossFire Pro League (CFPL) *Select Markets Only*
- Dota Pro Circuit (DPC)
- Dream League
- E-League
- eChampions League
- eLaliga *Spain Only*

- eLigue 1 *France Only*
- eSerie A *Italy Only*
- ESL CS:GO Pro League
- ESL One
- Evolution Championship Series
- FIFA Nations Series / Nations Cup
- FIFA Online 4 Star League *China, South Korea & Thailand Only*
- FIFAE Club Series / EA Sports Cup
- FIFAE Continental Cup
- FIFAE World Cup
- Formula E: Accelerate
- Formula One Esports Series
- Fortnite World Cup
- Halo Championship Series
- Hearthstone World Championship
- i-League
- Intel Extreme Masters
- King Pro League *China Only*
- League of Legends Champions Korea (LCK)
- League of Legends Championship Series (LCS)
- League of Legends European Championship (LEC)
- League of Legends Mid-Season Invitational (MSI)
- League of Legends Pro League (LPL)
- League of Legends World Championship (Worlds)
- Madden Championship Series
- MotoGP eSport Championship
- MPL Invitational (MPLI)
- Olympic Esports Series
- ONE Esports
- Overwatch League
- Peacekeeper Elite League
- PGA Tour eSeries
- PUBG Champions League (PCL)
- PUBG Global Championship
- Rocket League Championship Series
- Snapdragon Pro Series
- Street Fighter League
- TFT World Championship
- The International DOTA 2 Championships
- Valorant Champions Tour (VCT)
- Wild Rift League (WRL)

Teams

Esports Team Following

Which of these esports teams do you follow, support or have an interest in?

- 100 Thieves
- Astralis
- beastcoast
- Bilibili Gaming (BLG)
- Bren Esports
- Cloud 9
- Counter Logic Gaming (CLG)
- Detonation FocusMe (formerly Detonation Gaming)
- Dignitas
- Dplus KIA (formerly Damwon Gaming/DWG KIA)
- DRX
- Edward Gaming (EDG)
- ENCE
- Evil Geniuses
- EVOS Esports
- Excel Esports
- FaZe Clan
- FlyQuest
- Fnatic
- Fredit BRION
- FunPlus Phoenix (FPX)
- G2 Esports
- Gaimin Gladiators
- Gen.G
- Golden Guardians
- Guild Esports
- Hanwha Life Esports (HLE)
- Immortals

- Invictus Gaming (IG)
- JD Gaming (JDG)
- KOI (formerly Rogue)
- KT Rolster
- Kwangdong Freecs
- Liiv SANDBOX
- Luminosity Gaming
- MAD Lions
- Misfits Gaming
- Mousesports
- Natus Vincere (NAVI)
- Ninjas in Pyjamas (NIP)
- Nongshim RedForce
- NRG Esports
- NYXL/NYFU
- OG
- OpTic Gaming (formerly Team Envy)
- PSG.LGD
- Royal Never Give Up (RNG)
- Sentinels
- SK Gaming
- Soniqs
- T1
- Team Heretics
- Team Liquid
- Team New Age (TNA)
- Team Nigma / Galaxy
- Team Secret
- Team Vitality
- The Guard
- Top Esports (TES)
- TSM
- Tundra Esports
- Victory Five (V5)
- Vision Strikers
- Weibo Gaming (WBG)
- Zeta Division

Viewing

Average Weekly Viewing Time

On average, how much time do you spend watching esports in a regular week?

- Less than 1 hour
- 1-2 hours
- 2-3 hours
- 3-4 hours
- 4-5 hours
- 5-6 hours
- More than 6 hours

Devices Used to Watch Esports

Which devices do you use to watch esports?

- Games Console
- Laptop / PC
- Smartphone
- Tablet
- Television

Channels Used to Watch Esports

How do you watch esports?

- Broadcast TV
- Live video streaming (e.g. Facebook live, Twitch)
- Social media
- Video-sharing sites (e.g. YouTube)
- Other websites

Sponsorship

Attitudes to Sponsorship of Esports

How do you feel about sponsorship of esports?

- Brands that are esports sponsors are often suitable to the esports environment
- It's OK for brands not related to esports to sponsor teams or events
- Sponsors of esports events are critical to their success
- There is too much advertising at esports event

Impact of Esports Sponsorship

Which of these statements about sponsorship apply to you?

- I am more likely to purchase brands worn by my favorite players / teams
- I have discovered new brands for the first time from their sponsorship of esports events
- I notice the brands worn by teams / players during events
- I try to support brands that sponsor my favorite teams / players (e.g. buy their products, follow them on social)
- Sponsors should create content about esports
- Sponsors should create their own esports teams
- Sponsors should partner with celebrities / well-known individuals (e.g. players, teams, commentators, esports influencers)

Betting & Gambling

Note: Section only shown to respondents aged 21+

Types of Betting & Gambling

Betting & Gambling preferences

Which type(s) of gambling / betting have you done before? / Which type(s) of gambling or betting do you most prefer?

- Accumulator
- Betting on horse racing
- Betting on live esports events
- Betting on live sports events
- Betting on non-sporting events
- Casino
- Exchange betting
- Games machines
- Online gaming (casino, poker)
- Request-a-bet
- Sports stock markets (e.g. Football Index)

Interest & Frequency

Interest in Betting / Gambling

How interested are you in betting / gambling?

- Not interested at all
- Not particularly interested
- Quite interested
- Very interested
- Extremely interested

Betting / Gaming Frequency

How frequently do you gamble or place bets?

- Every day
- 4-5 times a week
- 2-3 times a week
- Once a week
- Once every two weeks
- Once a month
- Less than once a month
- Never

Brands

Betting Brand Awareness

Betting Brand Usage

Which of these betting / gambling brands have you heard of? / Which of these betting / gambling brands do you use?

- 188Bet *China Only*
- 1xBet *Select Markets Only*
- 20Bet *South Korea Only*
- 22bet *India, Indonesia and Thailand Only*
- 32Red *Italy & Japan Only*
- 500.com *China Only*
- 5Dimes *Canada and USA Only*
- 888 *Select Markets Only*
- Admiral *Germany Only*
- Apostas Online *Brazil Only*
- BCLC *Canada Only*
- bet3000 *Germany Only*
- bet365 *Select Markets Only*
- betaland *Italy Only*
- BetAmerica *USA Only*
- BetAndYou *Japan Only*
- Bet-at-home *Germany Only*
- Betboo *Brazil Only*
- Betclix *France and Germany Only*
- Betcris *Select Markets Only*
- Betfair *Select Markets Only*
- Betfred *UK Only*
- BetGold *India Only*
- Betonline *China, Mexico and USA Only*
- Betsson *Brazil, Germany and Spain Only*
- BetVictor *Select Markets Only*
- Betway *Select Markets Only*
- Betwinner *China, Germany and India Only*
- Bitcasino.io *South Korea Only*
- BK8 *South Korea Only*
- Bookmaker *USA Only*
- botemania *Spain Only*
- Bovada *Select Markets Only*
- Bwin *Select Markets Only*
- Casinoly Sports *South Korea Only*
- Caliente *Mexico Only*
- Campobet *India Only*
- Casino Club *Germany Only*
- Casumo *India Only*
- Ceasars *USA Only*
- Cherry Casino *Japan Only*
- CobraBet *Russia Only*
- Codere *Mexico and Spain Only*
- ComeOn *Germany and India Only*
- Conquestador *Russia Only*
- Coral *UK Only*
- DafaBet *Select Markets Only*
- Draftkings *USA Only*
- Eurobet *Italy Only*
- ExciteWin *Russia Only*
- Fansbet *Russia Only*
- Fanduel *USA Only*
- FDJ *France Only*
- FortuneJack *Russia Only*
- Foxbet *USA Only*
- France-Pari *France Only*
- Fun88 *Indonesia Only*
- Gala *UK Only*
- Gamenet *Italy Only*
- GG.bet *China Only*
- GGPoker *China Only*
- Gioco Digitale *Italy Only*
- Goldbet *Italy Only*
- Golden Nugget *USA Only*
- Grosvenor *UK Only*
- HPIbet *Canada Only*
- IBOsport *Indonesia Only*
- Intertops *Japan Only*
- Interwetten *Germany and Spain Only*
- JackpotCity *Indonesia, Japan and USA Only*
- JackpotJoy *Canada and UK Only*
- Jeugo Online *Spain Only*
- JOA Online *France Only*
- JRA *Japan Only*
- KTO *Australia and Japan Only*

- Ladbrokes *Australia and UK Only*
- LeoVegas *Select Markets Only*
- LiveScore *Select Markets Only*
- Lotto Quebec *Canada Only*
- Lottomatica *Italy Only*
- Luckia *Spain Only*
- M88 *China & Indonesia Only*
- Mansionbet *China Only*
- Marathonbet *China and India Only*
- Marca *Spain Only*
- Mecca *UK Only*
- Melbet *India Only*
- Mostbet *Russia Only*
- Mr. Green *France Only*
- Mybet *Germany Only*
- MyBookie *Japan and USA Only*
- MyStake *Russia Only*
- Neds *Australia Only*
- Netbet *China and France Only*
- OLG *Canada Only*
- PaddyPower *UK Only*
- PartyCasino *Select Markets Only*
- PariMatch *Select Markets Only*
- PartyPoker *Select Markets Only*
- Pin-up *Russia Only*
- Pinnacle *Brazil, Canada and Japan Only*
- PlayCity *Mexico Only*
- PlayMGM *USA Only*
- PMU *France Only*
- Pointsbet *Australia and USA Only*
- Pokerstars *Select Markets Only*
- Rabona *India Only*
- Retabet *Spain Only*
- Rivalo *Brazil Only*
- Royal Panda *Japan Only*
- RWWA *Australia Only*
- SBO Bet *China & Japan Only*
- Sisal *Italy Only*
- Sks365 *Italy Only*
- Sky Betting & Gaming *UK Only*
- Snai *Italy Only*
- Spin Sports *Russia Only*
- Sportbet.one *Russia Only*
- Sportingbet *Select Markets Only*
- Sportium *Mexico and Spain Only*
- Sportbet.io *Brazil and UK Only*
- Sportsbet *Australia Only*
- Sportsinteraction *Canada Only*
- Stake *Russia Only*
- Stanleybet *Italy Only*
- StarGames *Germany Only*
- Sugar House *USA Only*
- Sunmaker *Germany Only*
- TAB *Australia Only*
- Tipico *Germany Only*
- Tombola *Select Markets Only*
- TVG *USA Only*
- Unibet *Select Markets Only*
- Vbet *France and UK Only*
- Vera&John *Japan Only*
- Virgin Games *UK Only*
- William Hill *Select Markets Only*
- Winamax *France and Spain Only*
- Winner *Germany Only*
- YoBingo *Spain Only*
- ZEBet *France Only*
- Zeturf *Australia Only*

Drivers of Brand Switching

Which of these would lead you to switching betting companies?

- Better odds
- Better promotional offers
- Easier-to-use app
- Loyalty scheme
- Store / shop in a more convenient location
- Wider range of events

Attitudes

Attitudes Towards Betting & Gambling

Which of these statements do you agree with?

- Betting and gambling adds excitement to sports events
- Betting is a big issue in society
- Betting is a good way for me to make money
- I enjoy the social aspect of betting and gambling

The Metaverse

Engagement with the Metaverse

Are you aware of the Metaverse? / Have you participated in the Metaverse?

- I'm not aware of the Metaverse
- I'm aware of the Metaverse, but don't know what it is
- I know what the Metaverse is, but I'm not interested in it
- I know what the Metaverse is and I'm somewhat interested in it
- I know what the Metaverse is and I'm very interested in it
- I've participated in the Metaverse

Activities of Interest in the Metaverse

Which of these activities would you be interested in doing in the Metaverse?

- | | |
|---|--|
| ● Attending live events (e.g. concert, comedy, speaker) | ● Playing games |
| ● Attending work meetings | ● Purchasing or selling cryptocurrency |
| ● Browsing or purchasing in a shop | ● Purchasing or selling NFTs |
| ● Interacting with friends | ● Watching esports events |
| | ● Watching sports events |

Additions

Demographics

Gender

Which of these best describe your gender?

- Other Gender (Select Markets Only)

Gender Identity (Select Markets Only)

- Agender / gender-neutral
- Bigender / gender fluid
- Male
- Female
- Non-binary / non-conforming / genderqueer
- Transgender (male)
- Transgender (female)
- Other
- Prefer not to say

Gaming Devices & Services

PC and Laptop Brands

Which of these gaming PC or laptop brands do you have?

- NVIDIA

Gaming Genres & Franchises

Gaming Franchises

Which of these games / gaming franchises have you played in the last 12 months?

Which of these gaming franchises do you play regularly?

- Hogwarts Legacy
- Legends of Runeterra
- Nova Legends
- The Witcher

Franchises on Device

Games played on PC / Laptop

Which of these gaming franchises have you played on a PC?

Which of these gaming franchises have you played on a laptop?

- Hogwarts Legacy
- Legends of Runeterra
- The Witcher

Games played on a Smartphone

Which of these gaming franchises have you played on a smartphone?

- Legends of Runeterra
- Nova Legends

Games played on a Tablet

Which of these gaming franchises have you played on a tablet?

- Legends of Runeterra
- Nova Legends

Games played on a Games Console

Which of these gaming franchises have you played on a games console?

- Hogwarts Legacy
- The Witcher

Gaming Purchases

Gaming Purchases in the Last Year

Thinking about gaming, which of these things have you purchased in the last year?

- Gaming accessory (e.g. gaming headset, steering wheel, VR headset)

Gaming Purchase Drivers

Which of the following would increase your likelihood to purchase a game?

- Campaign / story mode included
- Crossplay functionality (e.g. playing with people on Xbox and PC together)
- Influencer sponsorships (e.g. ad sections in YouTube videos, sponsored streams)
- My friends / family playing it already
- Online multiplayer functionality

- Playing a previous version / series of the game
- Pre-order benefits (e.g. XP boost, in-game cosmetics)
- Reduced price, offers or promotions
- Reviews / opinions of official gaming media (e.g. IGN website, gaming magazines)
- Reviews / opinions of people you watch or follow (e.g. YouTubers, Twitch streamers, Influencers)
- Reviews / opinions on retail websites (e.g. Amazon)
- Trying a demo or beta of the game first

Gaming Attitudes & Behaviour

Gaming Frustrations

What typically makes you frustrated about a game?

- Doesn't represent my identity / it's not inclusive
- Toxic community / in-game harassment

Services

Gaming Services Used / Considered

Do you use any of these additional services?

What services are you considering purchasing in the next 12 months? (all options not selected in previous questions are displayed)

- Amazon Luna
- PlayStation Plus Premium
- NVIDIA GeForce NOW
- Xbox Cloud Gaming

Esports

Gaming Franchises

Following of Esports Games Franchises

Do you follow, watch, or have an interest in esports leagues, events or streams for any of these games?

- | | |
|------------------|------------------|
| ● Apex Legends | ● Call of Duty |
| ● Arena of Valor | ● Clash of Clans |
| ● Asphalt | ● Clash Royale |
| ● Brawl Stars | ● Counter-Strike |

- Crossfire *Select Markets Only*
- Diablo
- DOTA 2 (Defense of the Ancients)
- Dragonball Z
- EA Sports FC (FIFA)
- F1
- Final Fantasy
- Fortnite
- Free Fire
- Gran Turismo
- Halo
- Hearthstone
- Honor of Kings *China Only*
- League of Legends
- Legends of Runeterra
- Madden
- Mobile Legends
- Mortal Kombat
- MotoGP
- NBA 2K
- Overwatch
- PGA 2K
- PlayerUnknown's Battlegrounds
- Pokémon
- Pro Evolution Soccer / eFootball
- PUBG Mobile
- Rocket League
- Starcraft
- Street Fighter
- Teamfight Tactics (TFT)
- Tekken
- Valorant
- Wild Rift
- World of Warcraft

Leagues & Events

Following of Esports Leagues / Events

Which of these esports leagues / events do you follow, watch or have any interest in?

- Blast Premier
- Blizzcon
- Call of Duty League
- Capcom Cup
- Capcom Pro Tour
- Clash Royale League
- Counter-Strike Global Offensive Major Championship
- CrossFire Mobile League (CFML) *Select Markets Only*
- CrossFire Pro League (CFPL) *Select Markets Only*
- Dota Pro Circuit (DPC)
- Dream League
- E-League
- eChampions League
- eLaliga *Spain Only*
- eLigue 1 *France Only*
- eSerie A *Italy Only*
- ESL CS:GO Pro League
- ESL One
- Evolution Championship Series
- FIFA Nations Series / Nations Cup
- FIFA Online 4 Star League *China, South Korea & Thailand Only*
- FIFAE Club Series / EA Sports Cup
- FIFAE Continental Cup
- FIFAE World Cup
- Formula E: Accelerate
- Formula One Esports Series
- Fortnite World Cup
- Halo Championship Series
- Hearthstone World Championship
- i-League
- Intel Extreme Masters
- King Pro League *China Only*
- League of Legends Champions Korea (LCK)
- League of Legends Championship Series (LCS)

- League of Legends European Championship (LEC)
- League of Legends Mid-Season Invitational (MSI)
- League of Legends Pro League (LPL)
- League of Legends World Championship (Worlds)
- Madden Championship Series
- MotoGP eSport Championship
- MPL Invitational (MPLI)
- Olympic Esports Series
- ONE Esports
- Overwatch League
- Peacekeeper Elite League
- PGA Tour eSeries
- PUBG Champions League (PCL)
- PUBG Global Championship
- Rocket League Championship Series
- Snapdragon Pro Series
- Street Fighter League
- TFT World Championship
- The International DOTA 2 Championships
- Valorant Champions Tour (VCT)
- Wild Rift League (WRL)

Teams

Esports Team Following

Which of these esports teams do you follow, support or have an interest in?

- 100 Thieves
- Astralis
- beastcoast
- Bilibili Gaming (BLG)
- Bren Esports
- Cloud 9
- Counter Logic Gaming (CLG)
- DetonationN FocusMe (formerly DetonationN Gaming)
- Dignitas
- Dplus KIA (formerly Damwon Gaming/DWG KIA)
- DRX
- Edward Gaming (EDG)
- ENCE
- Evil Geniuses
- EVOS Esports
- Excel Esports
- FaZe Clan
- FlyQuest
- Fnatic
- Fredit BRION
- FunPlus Phoenix (FPX)
- G2 Esports
- Gaimin Gladiators
- Gen.G
- Golden Guardians
- Guild Esports
- Hanwha Life Esports (HLE)
- Immortals
- Invictus Gaming (IG)
- JD Gaming (JDG)
- KOI (formerly Rogue)
- KT Rolster
- Kwangdong Freecs
- Liiv SANDBOX
- Luminosity Gaming
- MAD Lions
- Misfits Gaming
- Mousesports
- Natus Vincere (NAVI)
- Ninjas in Pyjamas (NIP)
- Nongshim RedForce
- NRG Esports
- NYXL/NYFU
- OG
- OpTic Gaming (formerly Team Envy)
- PSG.LGD
- Royal Never Give Up (RNG)
- Sentinels
- SK Gaming
- Soniqs
- T1
- Team Heretics

- Team Liquid
- Team New Age (TNA)
- Team Nigma / Galaxy
- Team Secret
- Team Vitality
- The Guard
- Top Esports (TES)
- TSM
- Tundra Esports
- Victory Five (V5)
- Vision Strikers
- Weibo Gaming (WBG)
- Zeta Division

Sponsorship

Attitudes to Sponsorship of Esports

How do you feel about sponsorship of esports?

- Brands that are esports sponsors are often suitable to the esports environment

Esports Fan Engagement Types

Which of these do you do?

- Purchase esports collectibles
- Visit experiential spaces (e.g. playing a game in venues)
- Visit fan zones (e.g. public viewing areas for your team's matches)
- Watch esports documentaries

Removals

Gaming Attitudes & Behaviour

Attitudes Towards Women and Gaming

Which of the below statements describe your feelings towards women and gaming?

- Gaming should be male-dominated
- I feel women are overly sexualized in gaming
- I follow a female esports player or team on social media
- I like games with strong female characters
- Women should be encouraged to play games or get involved in gaming

Services

Gaming Services Used / Considered

Do you use any of these additional services?

What services are you considering purchasing in the next 12 months? (all options not selected in previous questions are displayed)

- PlayStation Now

Gaming Genres & Franchises

Gaming Franchises

Which of these games / gaming franchises have you played in the last 12 months?

Which of these gaming franchises do you play regularly?

- Cube Surfer!
- Heroes of the Storm
- Fishing Clash
- Metro

Franchises on Device

Games played on PC / Laptop

Which of these gaming franchises have you played on a PC?

Which of these gaming franchises have you played on a laptop?

- Heroes of the Storm
- Metro

Games played on a Smartphone

Which of these gaming franchises have you played on a smartphone?

- Cube Surfer!
- Fishing Clash

Games played on a Tablet

Which of these gaming franchises have you played on a tablet?

- Cube Surfer!
- Fishing Clash

Games played on a Games Console

Which of these gaming franchises have you played on a games console?

- Metro

Esports

Leagues & Events

League & Events Awareness

Interest in Esports Leagues & Events

Which of these esports leagues / events have you heard of?

Which of these esports leagues / events do you watch, follow, or have an interest in?

- | | |
|--|------------------------|
| ● Formula E: Accelerate | ● Dream League |
| ● Blast Premier | ● E-League |
| ● Blizzcon | ● eChampions League |
| ● Call of Duty League | ● eLaLiga |
| ● Counter-Strike Global Offensive Major Championship | ● eLigue 1 France Only |
| | ● ePremier League |

- ESL CS:GO Pro League
- ESL One
- European eTour Championship
- Evolution Championship Series
- FIFA Interactive World Cup
- FIFA Online 4 Star League
- FIFAE Nations Cup
- Formula One Esports Series
- Fortnite World Cup
- Halo Championship Series
- Hearthstone World Championship
- Intel Extreme Masters
- King Pro League
- League of Legends Championship Series
- LOL Mid-Season Invitational (MSI)
- LOL World Championship (Worlds)
- MotoGP eSport Championship
- MPL Invitational (MPLI)
- ONE Esports
- Overwatch League
- Peacekeeper Elite League
- PGA Tour eSeries
- PUBG Global Championship
- Snapdragon Pro Series
- Rocket League Championship Series
- The International DOTA 2 Championships
- Wild Rift League (WRL)

Teams

Team Awareness

Interests in Esports Teams

Which of these esports teams have you heard of?

Which of these esports teams do you watch, follow, or have an interest in?

- 100 Thieves
- Astralis
- Cloud 9
- ENCE
- Evil Geniuses
- Excel Esports
- FaZe Clan
- Fnatic
- G2 Esports
- Guild Esports
- Immortals
- Luminosity Gaming
- Misfits Gaming
- Mousesports
- Natus Vincere
- Ninjas in Pyjamas
- NRG Esports
- OG
- OpTic Gaming
- PSG.LGD
- Rogue
- SK Gaming
- SK Telecom T1
- Team Envy
- Team New Age (TNA)
- Team Nigma
- Team Secret
- Team Solomid
- Team Liquid
- Team Vitality

Sponsorship

Attitudes to Sponsorship of Esports

How do you feel about sponsorship of esports?

- Brands are usually well suited to the esports events sponsor