Opera GX, part of Opera Norway AS, released 2020 Insights into gamers’ behaviours, attitudes, and segments in July, 2020. It is based on a worldwide survey conducted among almost 200,000 gamers between 30.03 - 28.04.2020. The report can be distributed further with written consent only.
Table of contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Timeline and sample size</td>
<td>3</td>
</tr>
<tr>
<td>Main results with Fun Facts</td>
<td>4</td>
</tr>
<tr>
<td>First gaming experience</td>
<td>5</td>
</tr>
<tr>
<td>Genres</td>
<td>6</td>
</tr>
<tr>
<td>Number of played games</td>
<td>9</td>
</tr>
<tr>
<td>Hours spent on gaming</td>
<td>10</td>
</tr>
<tr>
<td>Gaming attitudes</td>
<td>12</td>
</tr>
<tr>
<td>Gamers’ expectations</td>
<td>16</td>
</tr>
<tr>
<td>Gamers’ behaviour</td>
<td>17</td>
</tr>
<tr>
<td>Gamers’ self perception</td>
<td>29</td>
</tr>
<tr>
<td>Streamers</td>
<td>30</td>
</tr>
<tr>
<td>First gaming experience [markets comp.]</td>
<td>32</td>
</tr>
<tr>
<td>Gamers’ expectations [markets comp.]</td>
<td>33</td>
</tr>
<tr>
<td>Gamers segmentation</td>
<td>35</td>
</tr>
<tr>
<td>Methodology</td>
<td>36</td>
</tr>
<tr>
<td>Results</td>
<td>37</td>
</tr>
<tr>
<td>Average Gamers Segment</td>
<td>38</td>
</tr>
<tr>
<td>Chilled Gamers Segment</td>
<td>40</td>
</tr>
<tr>
<td>Youngster Gamers Segment</td>
<td>42</td>
</tr>
<tr>
<td>Fancy Gamers Segment</td>
<td>44</td>
</tr>
<tr>
<td>Ultimate Gamers Segment</td>
<td>46</td>
</tr>
<tr>
<td>Contact</td>
<td>48</td>
</tr>
</tbody>
</table>
Timeline and sample size

The survey was conducted between 30.03.2020 - 28.04.2020 by Survey Monkey.

Results are divided into total sample (Global) and separately for - Brazil, Poland, Germany, Russia, USA and UK.

191,289 Opera GX users worldwide were surveyed, including:

- Brazil: N=21,783
- Poland: N=31,630
- Germany: N=9,491
- Russia: N=60,501
- USA: N=7,197
- UK: N=2,510
MAIN RESULTS

Insights into gamers’ behaviours and attitudes, fun facts included
First gaming experience

% of those surveyed who play games on smartphone/tablet

- Playing Mortal Kombat at the arcade: 26%
- Being handed a tablet to keep you quiet: 34%
- Getting an NES for Christmas and divorcing yourself from reality: 29%
- Playing Myst on computer and being amazed by the graphics: 25%
- Playing Wii with my family: 28%

Base: 45,357

Fun Fact:
If someone was given a tablet to keep them quiet as a child, they are more likely to play games on a smartphone/tablet after childhood.
Fun Fact

Game genres were combined into 5 groups (based on factor analysis):

- **Strategy / Action / Adventure**: 76%
- **Shooter**: 68%
- **RPG / Simulation / Indie**: 63%
- **Multiplayer role-playing game**: 40%
- **Idle / Puzzle / Platformer**: 27%

**Genres Report**

- **Base**: 191,289

Insights into gamers’ behaviours, attitudes, and segments were released by Opera NX in July 2020. The report is based on a worldwide survey conducted among almost 200,000 gamers between 30.03 - 28.04.2020. The report can be distributed further with written consent only.
Female gamers prefer adventure, RPG and puzzle games, while men more often choose shooters and sports games.
### Genres

#### Favorite genre group according to the player's age

<table>
<thead>
<tr>
<th>Genres</th>
<th>under 13 y.o.</th>
<th>13-18 y.o.</th>
<th>18-24 y.o.</th>
<th>25-34 y.o.</th>
<th>35-44 y.o.</th>
<th>45-54 y.o.</th>
<th>over 54 y.o.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Multiplayer role-playing games</td>
<td>22%</td>
<td>35%</td>
<td>49%</td>
<td>53%</td>
<td>43%</td>
<td>35%</td>
<td>33%</td>
</tr>
<tr>
<td>RPG\Simulation\Indie</td>
<td>45%</td>
<td>58%</td>
<td>71%</td>
<td>77%</td>
<td>71%</td>
<td>61%</td>
<td>49%</td>
</tr>
<tr>
<td>Strategy\Action\Adventure</td>
<td>63%</td>
<td>76%</td>
<td>80%</td>
<td>80%</td>
<td>75%</td>
<td>67%</td>
<td>65%</td>
</tr>
<tr>
<td>Shooter</td>
<td>63%</td>
<td>72%</td>
<td>66%</td>
<td>60%</td>
<td>55%</td>
<td>49%</td>
<td>54%</td>
</tr>
<tr>
<td>Idle\Puzzle\Platform</td>
<td>24%</td>
<td>26%</td>
<td>29%</td>
<td>31%</td>
<td>28%</td>
<td>25%</td>
<td>28%</td>
</tr>
</tbody>
</table>

**Base**
- 13,264
- 97,331
- 59,202
- 17,008
- 2,905
- 808
- 771

---

**Fun Fact**

Younger gamers prefer shooter games, while adventure, strategy and RPG games are chosen more often by older people.
Fun Fact

Polish, US and UK gamers play the highest number of games at one time.

The majority of gamers play no more than 4 games at a time.

Number of concurrently played games

<table>
<thead>
<tr>
<th>Country</th>
<th>None</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>More</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brazil</td>
<td>6%</td>
<td>9%</td>
<td>4%</td>
<td>5%</td>
<td>5%</td>
<td>1%</td>
</tr>
<tr>
<td>Poland</td>
<td>4%</td>
<td>1%</td>
<td>4%</td>
<td>29%</td>
<td>15%</td>
<td>30%</td>
</tr>
<tr>
<td>Germany</td>
<td>1%</td>
<td>5%</td>
<td>4%</td>
<td>18%</td>
<td>15%</td>
<td>32%</td>
</tr>
<tr>
<td>Russia</td>
<td>1%</td>
<td>5%</td>
<td>7%</td>
<td>19%</td>
<td>16%</td>
<td>32%</td>
</tr>
<tr>
<td>USA</td>
<td>1%</td>
<td>5%</td>
<td>7%</td>
<td>19%</td>
<td>16%</td>
<td>32%</td>
</tr>
<tr>
<td>UK</td>
<td>1%</td>
<td>5%</td>
<td>7%</td>
<td>19%</td>
<td>16%</td>
<td>32%</td>
</tr>
</tbody>
</table>

Global: 6% | 2% | 5% | 16% | 29% | 30% | 27% | 32% | 39% | 37% | 30% | 16% | 29% | 18% | 6% | 1% | 6% | 1% | 4% | 1% | 5% | 0.4% | 1% | 1% | 2% | 5% | 1% | 5% | 1% | 4% | 1% | 5% | 0.4% | 1% | 1% | 2% | 5% | 1% | 5% | 1% | 4% | 1% | 5% | 0.4% | 1% | 1% | 2% | 5% | 1% | 5% | 1% | 4% | 1% | 5% | 0.4% | 1% | 1% | 2% | 5% | 1% | 5% | 1% | 4% | 1% | 5% | 0.4% | 1% | 1% | 2% | 5% | 1% | 5% | 1% | 4% | 1% | 5% | 0.4% | 1% | 1% | 2% | 5% | 1% | 5% | 1% | 4% | 1% | 5% | 0.4% | 1% | 1% | 2% | 5% | 1% | 5% | 1% | 4% | 1% | 5% | 0.4% | 1% | 1% | 2% | 5% | 1% | 5% | 1% | 4% | 1% | 5% | 0.4% | 1% | 1% | 2% | 5% | 1% | 5% | 1% | 4% | 1% | 5% | 0.4% | 1% | 1% | 2% | 5% | 1% | 5% | 1% | 4% | 1% | 5% | 0.4% | 1% | 1% | 2% | 5% | 1% | 5% | 1% | 4% | 1% | 5% | 0.4% | 1% | 1% | 2% | 5% | 1% | 5% | 1% | 4% | 1% | 5% | 0.4% | 1% | 1% | 2% | 5% | 1% | 5% | 1% | 4% | 1% | 5% | 0.4% | 1% | 1% | 2% | 5% | 1% | 5% | 1% | 4% | 1% | 5% | 0.4% | 1% | 1% | 2% | 5% | 1% | 5% | 1% | 4% | 1% | 5% | 0.4% | 1% | 1% | 2% | 5% | 1% | 5% | 1% | 4% | 1% | 5% | 0.4% | 1% | 1% | 2% | 5% | 1% | 5% | 1% | 4% | 1% | 5% | 0.4% | 1% | 1% | 2% | 5% | 1% | 5% | 1% | 4% | 1% | 5% | 0.4% | 1% | 1% | 2% | 5% | 1% | 5% | 1% | 4% | 1% | 5% | 0.4% | 1% | 1% | 2% | 5% | 1% | 5% | 1% | 4% | 1% | 5% | 0.4% | 1% | 1% | 2% | 5% | 1% | 5% | 1% | 4% | 1% | 5% | 0.4% | 1% | 1% | 2% | 5% | 1% | 5% | 1% | 4% | 1% | 5% | 0.4% | 1% | 1% | 2% | 5% | 1% | 5% | 1% | 4% | 1% | 5% | 0.4% | 1% | 1% | 2% | 5% | 1% | 5% | 1% | 4% | 1% | 5% | 0.4% | 1% | 1% | 2% | 5% | 1% | 5% | 1% | 4% | 1% | 5% | 0.4% | 1% | 1% | 2% | 5% | 1% | 5% | 1% | 4% | 1% | 5% | 0.4% | 1% | 1% | 2% | 5% | 1% | 5% | 1% | 4% | 1% | 5% | 0.4% | 1% | 1% | 2% | 5% | 1% | 5% | 1% | 4% | 1% | 5% | 0.4% | 1% | 1% | 2% | 5% | 1% | 5% | 1% | 4% | 1% | 5% | 0.4% | 1% | 1% | 2% | 5% | 1% | 5% | 1% | 4% | 1% | 5% | 0.4% | 1% | 1% | 2% | 5% | 1% | 5% | 1% | 4% | 1% | 5% | 0.4% | 1% | 1% | 2% | 5% | 1% | 5% | 1% | 4% | 1% | 5% | 0.4% | 1% | 1% | 2% | 5% | 1% | 5% | 1% | 4% | 1% | 5% | 0.4% | 1% | 1% | 2% | 5% | 1% | 5% | 1% | 4% | 1% | 5% | 0.4% | 1% | 1% | 2% | 5% | 1% | 5% | 1% | 4% | 1% | 5% | 0.4% | 1% | 1% | 2% | 5% | 1% | 5% | 1% | 4% | 1% | 5% | 0.4% | 1% | 1% | 2% | 5% | 1% | 5% | 1% | 4% | 1% | 5% | 0.4% | 1% | 1% | 2% | 5% | 1% | 5% | 1% | 4% | 1% | 5% | 0.4% | 1% | 1% | 2% | 5% | 1% | 5% | 1% | 4% | 1% | 5% | 0.4% | 1% | 1% | 2% | 5% | 1% | 5% | 1% | 4% | 1% | 5% | 0.4% | 1% | 1% | 2% | 5% | 1% | 5% | 1% | 4% | 1% | 5% | 0.4% | 1% | 1% | 2% | 5% | 1% | 5% | 1% | 4% | 1% | 5% | 0.4% | 1% | 1% | 2% | 5% | 1% | 5% | 1% | 4% | 1% | 5% | 0.4% | 1% | 1% | 2% | 5% | 1% | 5% | 1% | 4% | 1% | 5% | 0.4% | 1% | 1% | 2% | 5% | 1% | 5% | 1% | 4% | 1% | 5% | 0.4% | 1% | 1% | 2% | 5% | 1% | 5% | 1% | 4% | 1% | 5% | 0.4% | 1% | 1% | 2% | 5% | 1% | 5% | 1% | 4% | 1% | 5% | 0.4% | 1% | 1% | 2% | 5% | 1% | 5% | 1% | 4% | 1% | 5% | 0.4% | 1% | 1% | 2% | 5% | 1% | 5% | 1% | 4% | 1% | 5% | 0.4% | 1% | 1% | 22/03 - 26/04/2020. The report can be distributed further with written consent only.
Total number of hours per day spent gaming, by gender

<table>
<thead>
<tr>
<th>Gender</th>
<th>Base</th>
<th>1-2 hours</th>
<th>3-4 hours</th>
<th>5-6 hours</th>
<th>7-8 hours</th>
<th>More than 8 hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>12,767</td>
<td>13%</td>
<td>32%</td>
<td>27%</td>
<td>11%</td>
<td>17%</td>
</tr>
<tr>
<td>Male</td>
<td>176,969</td>
<td>10%</td>
<td>31%</td>
<td>28%</td>
<td>13%</td>
<td>19%</td>
</tr>
<tr>
<td>Other gender</td>
<td>2,553</td>
<td>12%</td>
<td>25%</td>
<td>23%</td>
<td>11%</td>
<td>29%</td>
</tr>
</tbody>
</table>

Fun Fact

Female gamers play slightly less than men, but the difference is directional (not statistically significant).
Fun Fact

Women usually play during the night, while men more often play during the day (directional tendency).
### Favorite drink while gaming according to number of hours spent playing games

<table>
<thead>
<tr>
<th>Drink Type</th>
<th>1-2 hours</th>
<th>3-4 hours</th>
<th>5-6 hours</th>
<th>7-8 hours</th>
<th>More than 8 hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beer / Wine</td>
<td>11%</td>
<td>10%</td>
<td>9%</td>
<td>9%</td>
<td>9%</td>
</tr>
<tr>
<td>Tea / Coffee</td>
<td>43%</td>
<td>47%</td>
<td>48%</td>
<td>47%</td>
<td>46%</td>
</tr>
<tr>
<td>Energy Drinks / Coke</td>
<td>30%</td>
<td>37%</td>
<td>41%</td>
<td>44%</td>
<td>45%</td>
</tr>
</tbody>
</table>

**Base**
- 1-2 hours: 20,130
- 3-4 hours: 59,543
- 5-6 hours: 52,906
- 7-8 hours: 24,103
- More than 8 hours: 35,607

---

### Fun Fact

People who play games less tend to drink alcohol more often while playing. People who play more consume more energy drinks or soda.
### Gaming attitudes

**Favorite drink while gaming according to time of day spent playing games**

<table>
<thead>
<tr>
<th>Time of Day</th>
<th>Beer / Wine</th>
<th>Tea / Coffee</th>
<th>Energy Drinks / Coke</th>
</tr>
</thead>
<tbody>
<tr>
<td>5pm - 9pm</td>
<td>11%</td>
<td>44%</td>
<td>34%</td>
</tr>
<tr>
<td>5 pm - next morning</td>
<td>15%</td>
<td>44%</td>
<td>46%</td>
</tr>
<tr>
<td>Sunrise - sunset</td>
<td>7%</td>
<td>46%</td>
<td>40%</td>
</tr>
<tr>
<td>All day &amp; night</td>
<td>10%</td>
<td>42%</td>
<td>46%</td>
</tr>
<tr>
<td>At random</td>
<td>9%</td>
<td>49%</td>
<td>39%</td>
</tr>
</tbody>
</table>

| Base | 24,944 | 19,340 | 24,470 | 16,186 | 106,349 |

**Fun Fact**

Alcohol is more often consumed while gaming in the evening or during the night.

---

**2020 Report on gamers’ behaviours, attitudes, and segments | July 2020 | MAIN RESULTS**

**Gaming attitudes**

- **Favorite drink while gaming according to time of day spent playing games**
  - Beer / Wine: 11% (5pm-9pm), 15% (5pm-next morning), 7% (Sunrise-sunset), 10% (All day & night), 9% (At random)
  - Tea / Coffee: 44% (5pm-9pm), 44% (5pm-next morning), 46% (Sunrise-sunset), 42% (All day & night), 49% (At random)
  - Energy Drinks / Coke: 34% (5pm-9pm), 46% (5pm-next morning), 40% (Sunrise-sunset), 46% (All day & night), 39% (At random)

Source: Opera GX, part of Opera Norway AS, released 2020 insights into gamers’ behaviours, attitudes, and segments in July, 2020. It is based on a worldwide survey conducted among almost 200,000 gamers between 30.03 - 28.04.2020. The report can be distributed further with written consent only.
Fun Fact

People who play RPG games drink beer or wine more often while gaming.

Gaming attitudes

Favorite drink while gaming

% of people playing RPG games

- Beer / Wine: 62%
- Tea / Coffee: 51%
- Energy Drink / Coke: 49%

Base: 18,279
Tea / Coffee: 89,556
Energy Drink / Coke: 75,529

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Gaming attitudes

Self perception of gaming attitudes
% of people who drink beer/wine while gaming

- **Ultimate Gamer** - investing all my money and time in gaming!
- **All - around Enthusiast** balanced with buying and playing games
- **Cloud Gamer** - early adopter of streaming
- **Conventional Player** - avid fan of playing, not watching others
- **Hardware Enthusiast** hardware gaming freak!
- **Popcorn Gamer** - you watch others more often than play
- **Backseat Viewer** - used to be a heavy gamer but now just following the gaming world
- **Time Filler** - you sometimes play games to kill boredom

**Base**
- Ultimate Gamer: 22,903
- All - around Enthusiast: 57,884
- Cloud Gamer: 3,128
- Conventional Player: 33,459
- Hardware Enthusiast: 12,275
- Popcorn Gamer: 13,087
- Backseat Viewer: 13,680
- Time Filler: 34,873

**% of people who drink beer/wine while gaming**
- Ultimate Gamer: 8%
- All - around Enthusiast: 10%
- Cloud Gamer: 9%
- Conventional Player: 10%
- Hardware Enthusiast: 9%
- Popcorn Gamer: 6%
- Backseat Viewer: 14%
- Time Filler: 8%

**Fun Fact**
Those who perceive themselves as backseat viewers (former gamers) drink alcohol more often while gaming.

---

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## Gamers expectation

**Price in 1st or 2nd place in order of importance in gaming**

<table>
<thead>
<tr>
<th>Country</th>
<th>Brazil</th>
<th>Poland</th>
<th>Germany</th>
<th>Russian</th>
<th>USA</th>
<th>UK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Base</td>
<td>21,783</td>
<td>31,630</td>
<td>9,491</td>
<td>60,501</td>
<td>7,197</td>
<td>2,510</td>
</tr>
<tr>
<td>Percentage</td>
<td>35%</td>
<td>41%</td>
<td>47%</td>
<td>43%</td>
<td>40%</td>
<td>41%</td>
</tr>
</tbody>
</table>

**Fun Fact**

German gamers are more price-conscious when it comes to gaming.
Fun Fact

US and UK gamers seem to be less sensitive when it comes to violence in games.

Gamers’ behaviour

Attitudes towards violence

<table>
<thead>
<tr>
<th>Country</th>
<th>Kill ‘em all!</th>
<th>I like violence</th>
<th>I don’t mind violence</th>
<th>I don’t like violence</th>
<th>100% Pacifist</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global</td>
<td>32%</td>
<td>12%</td>
<td>47%</td>
<td>5%</td>
<td>3%</td>
</tr>
<tr>
<td>Brazil</td>
<td>38%</td>
<td>11%</td>
<td>45%</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>Poland</td>
<td>28%</td>
<td>14%</td>
<td>52%</td>
<td>5%</td>
<td>1%</td>
</tr>
<tr>
<td>Germany</td>
<td>30%</td>
<td>15%</td>
<td>51%</td>
<td>4%</td>
<td>1%</td>
</tr>
<tr>
<td>Russia</td>
<td>28%</td>
<td>10%</td>
<td>52%</td>
<td>7%</td>
<td>3%</td>
</tr>
<tr>
<td>USA</td>
<td>43%</td>
<td>19%</td>
<td>36%</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>UK</td>
<td>44%</td>
<td>18%</td>
<td>36%</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Base: 191,289 21,783 31,630 9,491 60,501 7,197 2,510

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### Gamers’ behaviour

#### Attitudes towards violence in games

<table>
<thead>
<tr>
<th></th>
<th>under 13 y.o.</th>
<th>13-18 y.o.</th>
<th>18-24 y.o.</th>
<th>25-34 y.o.</th>
<th>35-44 y.o.</th>
<th>45-54 y.o.</th>
<th>over 54 y.o.</th>
</tr>
</thead>
<tbody>
<tr>
<td>100% Pacifist</td>
<td>5%</td>
<td>3%</td>
<td>2%</td>
<td>2%</td>
<td>3%</td>
<td>4%</td>
<td>6%</td>
</tr>
<tr>
<td>I don’t like violence</td>
<td>13%</td>
<td>5%</td>
<td>3%</td>
<td>5%</td>
<td>8%</td>
<td>15%</td>
<td>13%</td>
</tr>
<tr>
<td>I don’t mind violence</td>
<td>49%</td>
<td>50%</td>
<td>44%</td>
<td>45%</td>
<td>50%</td>
<td>45%</td>
<td>33%</td>
</tr>
<tr>
<td>I like violence</td>
<td>8%</td>
<td>12%</td>
<td>14%</td>
<td>12%</td>
<td>10%</td>
<td>8%</td>
<td>10%</td>
</tr>
<tr>
<td>Kill ’em all!</td>
<td>26%</td>
<td>30%</td>
<td>36%</td>
<td>36%</td>
<td>29%</td>
<td>27%</td>
<td>38%</td>
</tr>
</tbody>
</table>

**Fun Fact**

Gamers between 18 and 34 years old are the least sensitive to violence.
Gamers’ behaviour

Relation between hours spent daily on gaming and violence perception

% of people with “Kill ‘em all!” attitude towards violence

<table>
<thead>
<tr>
<th>Hours</th>
<th>Base</th>
<th>1-2 hours</th>
<th>3-4 hours</th>
<th>5-6 hours</th>
<th>7-8 hours</th>
<th>More than 8 hours</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>20,130</td>
<td>26%</td>
<td>58,543</td>
<td>52,906</td>
<td>24,103</td>
<td>35,607</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>26%</td>
<td>31%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>35%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>47%</td>
</tr>
</tbody>
</table>

Fun Fact

Gamers who play more often are generally less sensitive to the violence.

2020 Report on gamers’ behaviours, attitudes, and segments | July 2020 | MAIN RESULTS

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Gamers’ behaviour

Relation between attitude towards violence and playing shooter games genre

% of people playing Shooter games (FPS)

- 100% Pacifist
  - 26%
- I don’t like violence
  - 26%
- I don’t mind violence
  - 31%
- I like violence
  - 35%
- Kill ‘em all!
  - 47%

Base
- 4,977
- 10,137
- 90,647
- 23,565
- 61,963

26%
- 47%
- 31%
- 35%

Operaya, part of Opera Norway AS, released 2020 insights into gamers’ behaviours, attitudes, and segments in July 2020. It is based on a worldwide survey conducted among almost 200,000 gamers between 30.03 - 28.04.2020. The report can be distributed further with written consent only.

Fun Fact

Those who play Shooter games are generally less sensitive towards the violence.
Fun Fact

Your first experience in the gaming world does not influence your attitude towards violence. Those who played Mortal Kombat in the past can either be pacifist or continue with fighting games.
### Gamers’ behaviour

#### Display number and types used to play games

<table>
<thead>
<tr>
<th></th>
<th>Global</th>
<th>Brazil</th>
<th>Poland</th>
<th>Germany</th>
<th>Russia</th>
<th>USA</th>
<th>UK</th>
</tr>
</thead>
<tbody>
<tr>
<td>I use one display</td>
<td>51%</td>
<td>52%</td>
<td>50%</td>
<td>32% ▼</td>
<td>61% ▲</td>
<td>36%</td>
<td>38%</td>
</tr>
<tr>
<td>Just a laptop</td>
<td>22%</td>
<td>18%</td>
<td>25%</td>
<td>7% ▼</td>
<td>21%</td>
<td>15%</td>
<td>13%</td>
</tr>
<tr>
<td>I use two displays</td>
<td>16%</td>
<td>12%</td>
<td>17%</td>
<td>44% ▲</td>
<td>11% ▼</td>
<td>29%</td>
<td>30%</td>
</tr>
<tr>
<td>I use a TV</td>
<td>8%</td>
<td>17% ▲</td>
<td>7%</td>
<td>7%</td>
<td>6%</td>
<td>12%</td>
<td>13%</td>
</tr>
<tr>
<td>I use more than two displays</td>
<td>3%</td>
<td>1%</td>
<td>2%</td>
<td>10% ▲</td>
<td>2%</td>
<td>8% ▲</td>
<td>7%</td>
</tr>
<tr>
<td><strong>Base</strong></td>
<td>191,289</td>
<td>21,783</td>
<td>31,630</td>
<td>9,491 ▲</td>
<td>60,501 ▲</td>
<td>7,197</td>
<td>2,510</td>
</tr>
</tbody>
</table>

- ▲ ▼ Statistically significant difference between market and Global result (95% confidence)

**Fun Fact**

In comparison to other markets, German gamers more often use two and more displays for gaming.

---

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Gamers’ behaviour

Most enjoyable aspects of gaming

<table>
<thead>
<tr>
<th>Activity</th>
<th>Base</th>
<th>Brazil</th>
<th>Poland</th>
<th>Germany</th>
<th>Russia</th>
<th>USA</th>
<th>UK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pew, pew, pew!</td>
<td>24%</td>
<td>26%</td>
<td>41%</td>
<td>24%</td>
<td>19%</td>
<td>22%</td>
<td>23%</td>
</tr>
<tr>
<td>Exploration and discovery</td>
<td>24%</td>
<td>35%</td>
<td>15%</td>
<td>23%</td>
<td>19%</td>
<td>27%</td>
<td>24%</td>
</tr>
<tr>
<td>Following the story</td>
<td>23%</td>
<td>19%</td>
<td>17%</td>
<td>17%</td>
<td>15%</td>
<td>15%</td>
<td>17%</td>
</tr>
<tr>
<td>Fighting mobs (and winning, ideally)</td>
<td>11%</td>
<td>8%</td>
<td>6%</td>
<td>9%</td>
<td>10%</td>
<td>11%</td>
<td>10%</td>
</tr>
<tr>
<td>The social aspect</td>
<td>6%</td>
<td>6%</td>
<td>5%</td>
<td>7%</td>
<td>8%</td>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td>Looting everything that isn’t nailed down</td>
<td>3%</td>
<td>4%</td>
<td>6%</td>
<td>2%</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Solving puzzles</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>4%</td>
<td>3%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Min / maxing</td>
<td>2%</td>
<td>1%</td>
<td>2%</td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
</tr>
</tbody>
</table>

The social aspect of gaming is more appreciated by US and UK gamers (directional tendency).
Fun Fact

Females enjoy following the story, while men like the shooting part.
Polish gamers appreciate honor in their games more than other gamers, while Russian gamers value the knowledge aspect.

**Fun Fact**
Fun Fact

For women, knowledge is more important than for men. For men, power is more important than for females (directional tendency).
Gamers’ behaviour

The most important aspect in gaming according to the preferred kind of drink:

- Beer / Wine: Base 18,279
- Tea / Coffee: Base 89,556
- Energy Drink / Coke: Base 75,529

Knowledge:
- Beer / Wine: 49%
- Tea / Coffee: 53%
- Energy Drink / Coke: 47%

Power:
- Beer / Wine: 21%
- Tea / Coffee: 21%
- Energy Drink / Coke: 24%

Honor:
- Beer / Wine: 21%
- Tea / Coffee: 18%
- Energy Drink / Coke: 20%

Fun Fact:
Gamers who drink energy drinks or soda more often than others value power in their games, while tea or coffee drinkers appreciate the knowledge aspect more often (directional tendency).

Opinion GX, part of Opera Norway AS, released 2020 insights into gamers’ behaviours, attitudes, and segments in July 2020. It is based on a worldwide survey conducted among almost 200,000 gamers between 30.03 - 28.04.2020. The report can be distributed further with written consent only.
Fun Fact

Men slightly more often than women will stop gaming to install some updates, while women more often play until they do not feel their fingers.
Polish and Russian gamers, more often than others, perceive themselves as a Time Filler gamers, and less often as Ultimate gamers. German gamers, on the other hand, more often consider themselves Ultimate gamers.
Fame is slightly more important for streamers.
Watching, but not streaming

Watching and streaming

Streaming but not watching

Not watching and not streaming

% of people for whom customization is extremely or very desirable

Base 101,606 44,726 7,823 37,134

48% 54% 48% 41%

Fun Fact

Streamers also prefer customization more often than non-streamers.

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Fun Fact

Brazilian and Russian gamers mainly started with Mortal Kombat, while Polish gamers were more often handed a tablet to keep them quiet. German, US and UK gamers more often played Wii with their families.
### Gamers’ expectations

**Customization is not extremely desirable for Gamers**

<table>
<thead>
<tr>
<th>Extremely desirable</th>
<th>Very desirable</th>
<th>Somewhat desirable</th>
<th>Not so desirable</th>
<th>Not at all desirable</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Global</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>27%</td>
<td>21%</td>
<td>39%</td>
<td>10%</td>
<td>3%</td>
</tr>
<tr>
<td><strong>Brazil</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>31%</td>
<td>23%</td>
<td>32%</td>
<td>11%</td>
<td>3%</td>
</tr>
<tr>
<td><strong>Poland</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15%</td>
<td>28%</td>
<td>38%</td>
<td>14%</td>
<td>6%</td>
</tr>
<tr>
<td><strong>Germany</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>31%</td>
<td>28%</td>
<td>30%</td>
<td>8%</td>
<td>2%</td>
</tr>
<tr>
<td><strong>Russia</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>27%</td>
<td>16%</td>
<td>46%</td>
<td>10%</td>
<td>1%</td>
</tr>
<tr>
<td><strong>USA</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>36%</td>
<td>27%</td>
<td>29%</td>
<td>7%</td>
<td>2%</td>
</tr>
<tr>
<td><strong>UK</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>30%</td>
<td>24%</td>
<td>35%</td>
<td>8%</td>
<td>3%</td>
</tr>
</tbody>
</table>

**Statistically significant difference between market and Global result (95% confidence)**

- ▲: Statistically higher than Global
- ▼: Statistically lower than Global

---

**Fun Fact**

It is the most desirable for US Gamers, while the least desirable by Polish players.

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### Gamers’ expectations

<table>
<thead>
<tr>
<th>Customization according to the players’ gender</th>
<th>% of people who highly desire customization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>65%</td>
</tr>
<tr>
<td>Male</td>
<td>47%</td>
</tr>
</tbody>
</table>

**Fun Fact**

Women and men both desire customization, but women more.

---

**2020 Report on gamers’ behaviours, attitudes, and segments | July 2020 | MAIN RESULTS**

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GAMERS SEGMENTATION

with characteristics
Segmentation was conducted with latent class (cluster) models, using the Latent Gold tool.

Segments were established based on these questions:

Q2. How many hours do you play games a day?
Q3. How much money did you spend on gaming gear in the last 6 months?
Q4. How many games are you currently playing
Q8. What’s your addiction level for playing games?
Q10. How do you feel about violence in video games?
Q17. How do you feel about lots of customization colors, styles, skins, and options?
Q19. You consider yourself to be a [an]...
Q7. Streaming or not streaming?
Q13. What aspect of playing games do you enjoy the most?
Q14. What’s of greater importance in your games?
Q16. Which is closest to your first video game experience?

Currency and range of spending for each market:

<table>
<thead>
<tr>
<th>Category</th>
<th>Brazil</th>
<th>Poland</th>
<th>Germany</th>
</tr>
</thead>
<tbody>
<tr>
<td>Category 1</td>
<td>Less than 100 EUR</td>
<td>Less than 399 PLN</td>
<td>Less than 100 EUR</td>
</tr>
<tr>
<td>Category 2</td>
<td>100-399 EUR</td>
<td>400-1599 PLN</td>
<td>100-399 EUR</td>
</tr>
<tr>
<td>Category 3</td>
<td>400-699 EUR</td>
<td>1600-2799 PLN</td>
<td>400-699 EUR</td>
</tr>
<tr>
<td>Category 4</td>
<td>700-999 EUR</td>
<td>2800-3999 PLN</td>
<td>700-999 EUR</td>
</tr>
<tr>
<td>Category 5</td>
<td>1000-1500 EUR</td>
<td>4000-8000 PLN</td>
<td>1000-1500 EUR</td>
</tr>
<tr>
<td>Category 6</td>
<td>More than 1500 EUR</td>
<td>More than 6000 PLN</td>
<td>More than 1500 EUR</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Country</th>
<th>Russia</th>
<th>USA</th>
<th>UK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Category 1</td>
<td>Less than 9,999 RUB</td>
<td>Less than 100 USD</td>
<td>Less than 100 USD</td>
</tr>
<tr>
<td>Category 2</td>
<td>10,000-29,999 RUB</td>
<td>100-399 USD</td>
<td>100-399 USD</td>
</tr>
<tr>
<td>Category 3</td>
<td>30,000-54,999 RUB</td>
<td>400-699 USD</td>
<td>400-699 USD</td>
</tr>
<tr>
<td>Category 4</td>
<td>55,000-79,999 RUB</td>
<td>700-999 USD</td>
<td>700-999 USD</td>
</tr>
<tr>
<td>Category 5</td>
<td>80,000-120,000 RUB</td>
<td>1000-1500 USD</td>
<td>1000-1500 USD</td>
</tr>
<tr>
<td>Category 6</td>
<td>More than 120,000</td>
<td>More than 1500 USD</td>
<td>More than 1500 USD</td>
</tr>
</tbody>
</table>
Opera GX users can be divided into 5 groups:

- **Ultimate Gamers**: 18%
- **Average Gamers**: 24%
- **Fancy Gamers**: 14%
- **Youngster Gamers**: 23%
- **Chilled Gamers**: 21%
Segment Average Gamers

**Demography**

**Gender**
- Male: 94%
- Female: 4%
- Other: 2%

**Age**
- 13-18 y.o.: 54%
- 18-24 y.o.: 32%
- 25-34 y.o.: 7%
- Over 34 y.o.: 1%

**Money spent on gaming**
- Category 1: 87%
- Category 2: 11%
- Category 3-6: 2%

**Time spent gaming**
- **Number of hours**
  - 1-2 hours: 3%
  - 3-4 hours: 25%
  - 5-6 hours: 44%
  - 7-8 hours: 18%
  - More than 8 hours: 11%

**Time of day / night**
- 5pm-9pm: 12%
- 5pm-next morning: 13%
- Sunrise-sunset: 15%
- All day & night: 7%
- At random: 54%

**Favorite Genre**
- Strategy / Action / Adventure: 77%
- Shooter: 70%
- RPG / Simulation / Indie: 64%
- Multiplayer role-playing: 41%
- Idle / Puzzle / Platform: 28%

**Number of games played**
- None: 1%
- 1: 4%
- 2: 14%
- 3: 29%
- 4: 18%
- More: 34%

**Characteristics**

Average Gamers are usually men between 13 and 24 years of age. They spend 6 hours gaming daily at random times and do not invest a fortune into gaming gear. Their favorite genres are strategy and action & adventure, and they usually play more than 3 games at a time.
Average Gamers usually drink water, tea or coffee while playing. They like to explore and discover in their games, which are usually played on just one display. Little more than ¼ of them are streamers themselves.

**Characteristics**

Average Gamers usually drink water, tea or coffee while playing. They like to explore and discover in their games, which are usually played on just one display. Little more than ¼ of them are streamers themselves.

**Segment Average Gamers**

- **27% Streamers**
  - **Base N = 45,947**

**Most enjoyed aspects**

- **Exploration and discovery**: 26%
- **Playing by yourself**: 23%
- **Following the story**: 19%
- **Environmental aspect**: 9%
- **Fighting mobs**: 8%
- **Looting everything**: 8%
- **Solving puzzles**: 4%
- **Min / maxing**: 3%
- **I like to keep my throat dry**: 5%
- **Other**: 10%

**Favorite drink**

- **Pure water**: 58%
- **Tea / Coffee**: 46%
- **Energy Drink / Coke**: 39%
- **Mana potion**: 11%
- **Beer / Wine**: 9%
- **I like to keep my throat dry**: 5%
- **Other**: 10%

**Attitude towards violence**

- **100% Pacifist**: 2%
- **I don’t like violence**: 3%
- **I don’t mind violence**: 49%
- **I like violence**: 15%
- **Kill ‘em all!**: 32%

**Display**

- **I use one display**: 53%
- **Just a laptop**: 21%
- **I use two displays**: 15%
- **I use a TV**: 9%
- **I use more than two displays**: 2%
Segment Chilled Gamers

**Base N = 40,966**

**Characteristics**

Chilled gamers are usually females around 18-24 years old who spend up to 4 hours a day gaming. They do not spend a lot of money on gaming gear, and they play at random times. Their favorite genres are strategy, action & adventure, and RPG games. They play up to 3 games at a time.

**Demography**

- **Gender**
  - Female: 14%
  - Male: 86%
  - Other: 1%

- **Age**
  - Under 13 y.o.: 0.4%
  - 13-18 y.o.: 24%
  - 18-24 y.o.: 45%
  - 25-34 y.o.: 23%
  - Over 34 y.o.: 8%

**Money spent on gaming**

- Category 1-2: 82%
- Category 3-4: 13%
- Category 5-6: 5%

**Time spent gaming**

- **Number of hours**
  - 1-2 hours: 29%
  - 3-4 hours: 53%
  - 5-6 hours: 17%
  - 7-8 hours: 1%
  - More than 8 hours: 0.2%

- **Time of day / night**
  - 5pm-9pm: 21%
  - 5pm-next morning: 9%
  - Sunrise-sunset: 4%
  - All day & night: 2%
  - At random: 64%

**Favorite Genre**

- Genre:
  - Strategy / Action / Adventure: 80%
  - RPG / Simulation / Indie: 71%
  - Shooter: 61%
  - Multiplayer role-playing: 40%
  - Indie / Puzzle / Platform: 29%

**Number of games played**

- Number of games:
  - None: 2%
  - 1: 8%
  - 2: 24%
  - 3: 33%
  - 4: 14%
  - More: 19%

---

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### Segment Chilled Gamers

**Streaming**

- **22%** Streamers

**Customization**

- No so / not at all desirable: 20%
- Somewhat desirable: 45%
- Extremely / very desirable: 35%

### Most enjoyed aspects

<table>
<thead>
<tr>
<th>Aspect</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Following the story</td>
<td>29%</td>
</tr>
<tr>
<td>Exploration and discovery</td>
<td>29%</td>
</tr>
<tr>
<td>Pure water</td>
<td>55%</td>
</tr>
<tr>
<td>Tea / Coffee</td>
<td>54%</td>
</tr>
<tr>
<td>Energy Drink / Coke</td>
<td>34%</td>
</tr>
<tr>
<td>Beer / Wine</td>
<td>15%</td>
</tr>
<tr>
<td>Mana potion</td>
<td>9%</td>
</tr>
<tr>
<td>Other</td>
<td>9%</td>
</tr>
<tr>
<td>I like to keep my throat dry</td>
<td>5%</td>
</tr>
<tr>
<td>I use one display</td>
<td>51%</td>
</tr>
<tr>
<td>Just a laptop</td>
<td>24%</td>
</tr>
<tr>
<td>I use two displays</td>
<td>15%</td>
</tr>
<tr>
<td>I use a TV</td>
<td>9%</td>
</tr>
<tr>
<td>I use more than two displays</td>
<td>2%</td>
</tr>
</tbody>
</table>

### Attitude towards violence

- 100% Pacifist: 2%
- I don't like violence: 6%
- I like violence: 58%
- I love violence: 13%
- Kill 'em all: 21%

### Favorite drink

- Pure water: 55%
- Tea / Coffee: 54%
- Energy Drink / Coke: 34%
- Beer / Wine: 15%
- Mana potion: 9%
- Other: 9%
- I like to keep my throat dry: 5%

### Display

- I use one display: 51%
- Just a laptop: 24%
- I use two displays: 15%
- I use a TV: 9%
- I use more than two displays: 2%

### Characteristics

Chilled gamers like to drink pure water or tea/coffee while gaming. They most enjoy the story and exploration in their games. In general, they do not mind violence in games but are not very into violent games. They use one display or laptop and stream less often than other gamers.
Youngster gamers are usually men below 18 years old. They spend up to 4 hours a day gaming at random times and do not spend much money on gaming gear. They mostly play strategy, action & adventure, and shooter games, and play up to 3 games at a time.
**Segment Youngster Gamers**

**Most enjoyed aspects**

- **27%** Following the story
- **25%** Exploration and discovery
- **21%** Fighting mobs
- **11%** Mana potion
- **5%** The social aspect
- **4%** Looting everything
- **3%** Solving puzzles
- **2%** Min / maxing

**Favorite drink**

- **54%** Pure water
- **46%** Tea / Coffee
- **34%** Energy Drink / Coke
- **7%** Beer / Wine
- **7%** I like to keep my throat dry
- **9%** Other

**Attitude towards violence**

- **7%** I don’t like violence
- **13%** I don’t mind violence
- **66%** I like violence
- **7%** Kill ‘em all

**Display**

- **53%** I use one display
- **21%** Just a laptop
- **15%** I use two displays
- **9%** I use a TV
- **2%** I use more than two displays

**Characteristics**

Youngster gamers mainly drink water while gaming, don’t mind violence in games and like shooting in their games a lot. They mainly play on one display or laptop and ¼ of them stream.
Segment Fancy Gamers

Demography

<table>
<thead>
<tr>
<th>Gender</th>
<th>Base N = 26,582</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>7%</td>
</tr>
<tr>
<td>Male</td>
<td>92%</td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age</th>
<th>Base N = 26,582</th>
</tr>
</thead>
<tbody>
<tr>
<td>under 13 y.o.</td>
<td>4%</td>
</tr>
<tr>
<td>13-18 y.o.</td>
<td>44%</td>
</tr>
<tr>
<td>18-24 y.o.</td>
<td>38%</td>
</tr>
<tr>
<td>25-34 y.o.</td>
<td>12%</td>
</tr>
<tr>
<td>over 34 y.o.</td>
<td>3%</td>
</tr>
</tbody>
</table>

Money spent on gaming

<table>
<thead>
<tr>
<th>Category 1</th>
<th>Base N = 26,582</th>
</tr>
</thead>
<tbody>
<tr>
<td>45%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Category 2</th>
<th>Base N = 26,582</th>
</tr>
</thead>
<tbody>
<tr>
<td>29%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Category 3</th>
<th>Base N = 26,582</th>
</tr>
</thead>
<tbody>
<tr>
<td>27%</td>
<td></td>
</tr>
</tbody>
</table>

Characteristics

Fancy gamers are generally men, older than other gamers. More than a half of them play games more than 7 hours a day. They spend a lot on gaming gear and play more than 4 games at a time. Their favorite genres are strategy, action, adventure and shooter games.

Time spent gaming

<table>
<thead>
<tr>
<th>Number of hours</th>
<th>Base N = 26,582</th>
</tr>
</thead>
<tbody>
<tr>
<td>1%</td>
<td></td>
</tr>
<tr>
<td>1-2 hours</td>
<td>13%</td>
</tr>
<tr>
<td>3-4 hours</td>
<td>36%</td>
</tr>
<tr>
<td>5-6 hours</td>
<td>24%</td>
</tr>
<tr>
<td>7-8 hours</td>
<td>26%</td>
</tr>
<tr>
<td>More than 8 hours</td>
<td></td>
</tr>
</tbody>
</table>

Time of day / night

<table>
<thead>
<tr>
<th>Time spent gaming</th>
<th>Base N = 26,582</th>
</tr>
</thead>
<tbody>
<tr>
<td>8%</td>
<td>5pm-8pm</td>
</tr>
<tr>
<td>15%</td>
<td>5pm-next morning</td>
</tr>
<tr>
<td>17%</td>
<td>sunrise-sunset</td>
</tr>
<tr>
<td>13%</td>
<td>all day &amp; night</td>
</tr>
<tr>
<td>47%</td>
<td>at random</td>
</tr>
</tbody>
</table>

Favorite Genre

<table>
<thead>
<tr>
<th>Genre</th>
<th>Base N = 26,582</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strategy / Action / Adventure</td>
<td>77%</td>
</tr>
<tr>
<td>Shooter</td>
<td>73%</td>
</tr>
<tr>
<td>RPG / Simulation / Indie</td>
<td>66%</td>
</tr>
<tr>
<td>Multiplayer role-playing</td>
<td>46%</td>
</tr>
<tr>
<td>Idle / Puzzle / Platform</td>
<td>27%</td>
</tr>
</tbody>
</table>

Number of games played

<table>
<thead>
<tr>
<th>Number of games played</th>
<th>Base N = 26,582</th>
</tr>
</thead>
<tbody>
<tr>
<td>None</td>
<td>0.4%</td>
</tr>
<tr>
<td>1</td>
<td>3%</td>
</tr>
<tr>
<td>2</td>
<td>10%</td>
</tr>
<tr>
<td>3</td>
<td>25%</td>
</tr>
<tr>
<td>4</td>
<td>18%</td>
</tr>
<tr>
<td>More</td>
<td>43%</td>
</tr>
</tbody>
</table>

Opera GX, part of Opera Norway AS, released 2020 insights into gamers’ behaviours, attitudes, and segments in July, 2020. It is based on a worldwide survey conducted among almost 200,000 gamers between 30.03 - 28.04.2020. The report can be distributed further with written consent only.
Segment Fancy Gamers

**Most enjoyed aspects**

- **Streaming**
  - 25% Paw paw pew!
  - 24% Exploration and discovery
  - 18%18%
  - 10% Following the story
  - 9% Fighting mobs
  - 8% Looting everything

- **Favorite drink**
  - 56% Pure water
  - 49% Energy Drink / Coke
  - 45% Tea / Coffee

- **Characteristics**
  - Fancy gamers mainly drink water while gaming but also like energy drinks or soda to boost energy while gaming. They are not pacifist - shooting is their favorite aspect in games. In comparison to other gamers, they stream more often and are huge fans of any customization options.

- **Attitude towards violence**
  - 1% I don't mind violence
  - 2% I like violence
  - 15% Kill 'em all!

**Display**

- 39% I use one display
- 31% Just a laptop
- 18% I use two display
- 10% I use a TV
- 2% I use more than two display

---

**Characteristics**

- 65% Somewhat desirable
- 28% Extremely / very desirable
- 7% No so / not at all desirable

---

**Base N = 26,582**

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**Segment Ultimate Gamers**

**Base N = 33,916**

**Characteristics**

Ultimate gamers are generally men between 13 and 18 years old. They usually play more than 8 hours a day (or night) but they do not spend a lot on gaming gear. Their favorite genres are strategy, action, adventure and shooter games, and they often play more than 4 games at a time.

---

**Demography**

**Gender**
- Male: 94%
- Female: 4%
- Other: 2%

**Age**
- Under 13 y.o.: 9%
- 13-18 y.o.: 61%
- 18-24 y.o.: 26%
- 25-34 y.o.: 3%
- Over 34 y.o.: 0.4%

**Money spent on gaming**
- Category 1: 74%
- Category 3: 17%
- Category 5: 9%

---

**Time spent gaming**

**Number of hours**
- 1-2 hours: 1%
- 3-4 hours: 10%
- 5-6 hours: 21%
- 7-8 hours: 24%
- More than 8 hours: 68%

**Time of day / night**
- 5pm-9pm: 3%
- 9pm-next morning: 24%
- Sunrise-sunset: 23%
- All day & night: 39%
- At random: 10%

**Favorite Genre**

- Strategy / Action / Adventure: 75%
- Shooter: 74%
- RPG / Simulation / Indie: 60%
- Multiplayer / Role-playing: 44%
- Idle / Puzzle / Platformer: 26%

**Number of games played**

- None: 4%
- 1: 4%
- 2: 11%
- 3: 22%
- 4: 16%
- More: 46%
Segment Ultimate Gamers

32% Streamers

Customization

Water and energy drinks are their favorite way to hydrate while gaming. They are definitely not pacifist and like the shooting aspect in gaming the most. They use one display or laptop most often, are fans of customization, and ⅓ of them are streamers.

Most enjoyed aspects

<table>
<thead>
<tr>
<th>Aspect</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Following the story</td>
<td>31%</td>
</tr>
<tr>
<td>Exploration and discovery</td>
<td>21%</td>
</tr>
<tr>
<td>Fighting mobs</td>
<td>19%</td>
</tr>
<tr>
<td>Looting everything</td>
<td>16%</td>
</tr>
<tr>
<td>The social aspect</td>
<td>6%</td>
</tr>
<tr>
<td>Mini / maxing</td>
<td>3%</td>
</tr>
<tr>
<td>Solving puzzles</td>
<td>2%</td>
</tr>
<tr>
<td>pew pew pew!</td>
<td>2%</td>
</tr>
</tbody>
</table>

Favorite drink

<table>
<thead>
<tr>
<th>Drink Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pure water</td>
<td>53%</td>
</tr>
<tr>
<td>Energy Drink / Coke</td>
<td>46%</td>
</tr>
<tr>
<td>Tea / Coffee</td>
<td>43%</td>
</tr>
<tr>
<td>Mana potion</td>
<td>14%</td>
</tr>
<tr>
<td>Beer / Wine</td>
<td>8%</td>
</tr>
<tr>
<td>I like to keep my throat dry</td>
<td>6%</td>
</tr>
<tr>
<td>Other</td>
<td>10%</td>
</tr>
</tbody>
</table>

Characteristics

Opera GX, part of Opera Norway AS, released 2020 Insights into gamers’ behaviours, attitudes, and segments in July, 2020. It is based on a worldwide survey conducted among almost 200,000 gamers between 30.03 - 28.04.2020. The report can be distributed further with written consent only.
2020 Report on gamers’
behaviours, attitudes, and segments

Markets -
Brazil, Poland, Germany,
Russia, USA, UK, Global

REPORT
July 2020

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