

GAME TESTER INTEL QUESTIONNAIRE

INSIGHT REPORT: MAY 2020

24 000+ GAMERS SURVEYED



LET'S GET STARTED

In April 2020, Game Tester issued a questionnaire to our community of Game Testers. The response was amazing! We received more than 24,000 responses.

#1

GAME TESTER SELF-CATEGORISATION

19.9% CASUAL

27.7% SOCIAL

42.9% COMPETITIVE

9.5% HARDCORE

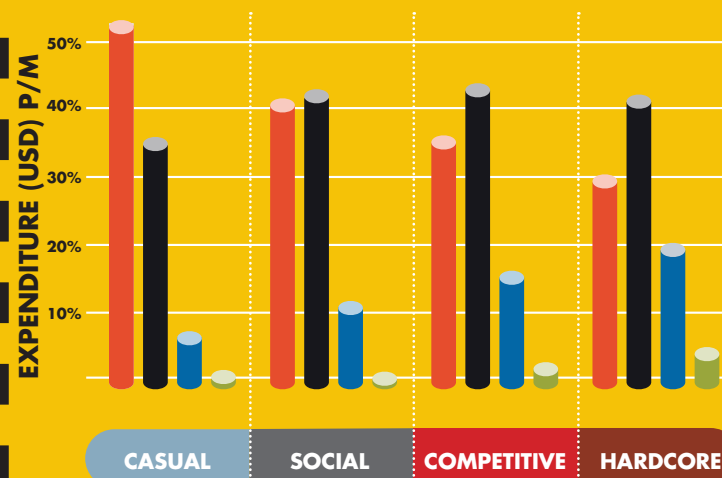


#3

SPENDING

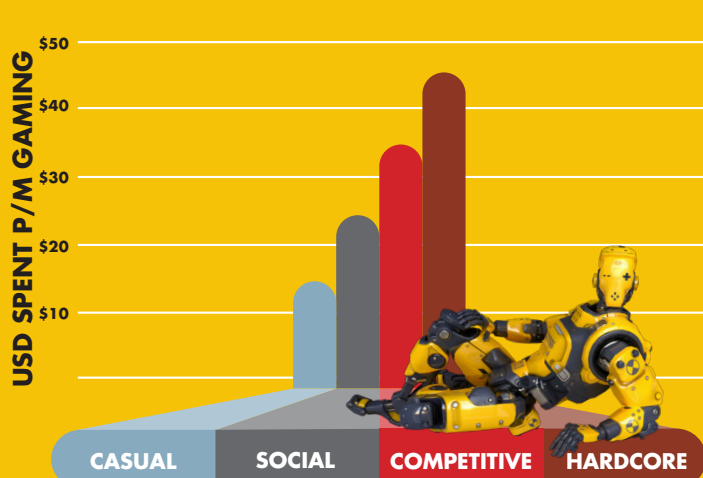
PROPORTION OF EACH CATEGORY SPENDING

● USD <\$10 ● USD \$11-\$50 ● USD \$11-\$50 ● USD \$51-\$200



#2

SPEND P/M BY SELF-CATEGORISATION

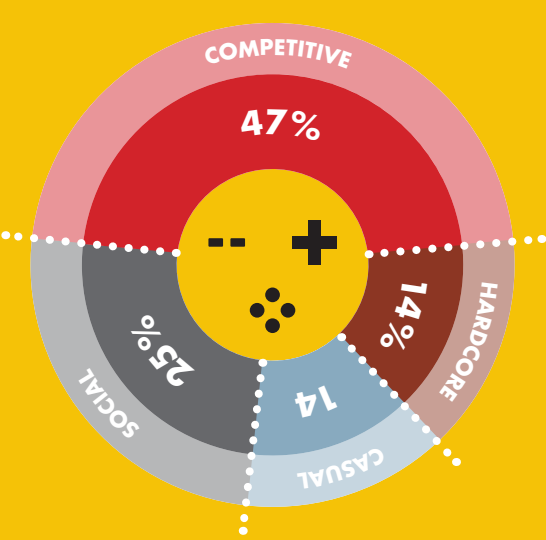


INSIGHT

Our Game Testers have a pretty good understanding of where they sit in the order of things. There is a consistent increase in time and spend from Casual to Social, to Competitive to Hard Core. The same pattern exists in the time our Game Testers spend playing.

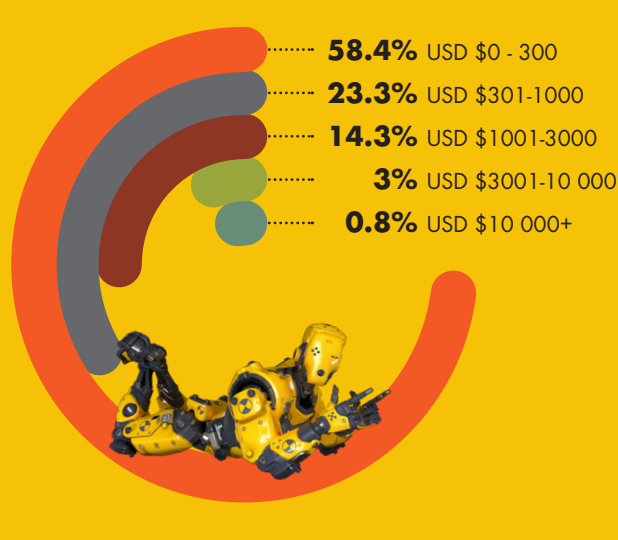
#4

MARKET PROPORTION BY VALUE



#5

MONTHLY EARNINGS

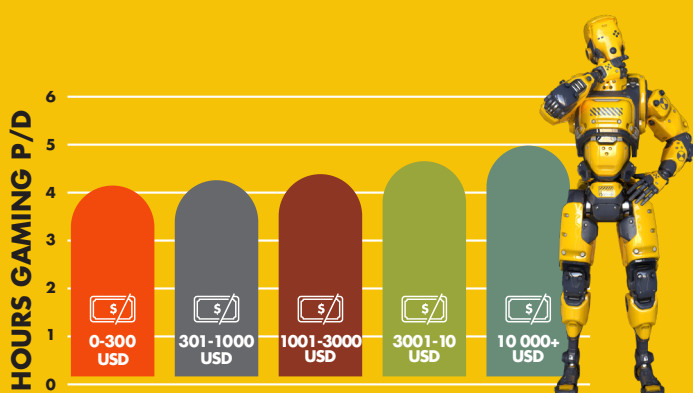


INSIGHT

Although our Hard Core Game Testers play more and spend more than others, even by value they only make up a small fraction of the market. This is why we suggest you sample the whole market for best information.

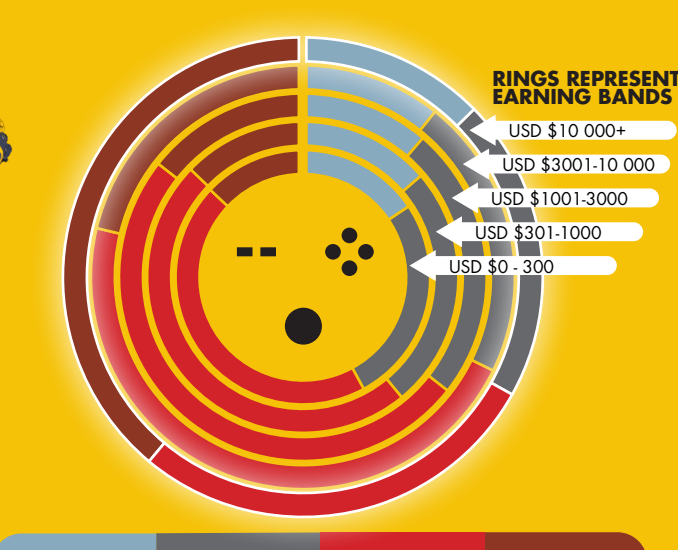
#7

TIME GAMING BY MONTHLY EARNING



#6

SPEND P/M AND SELF CATEGORISATION & MONTHLY EARNING



INSIGHT

People who earn more don't necessarily game more or spend more. It takes the confluence of both time and spend - having both the means and the end of a commitment to gaming - to really stand out in terms of market share.

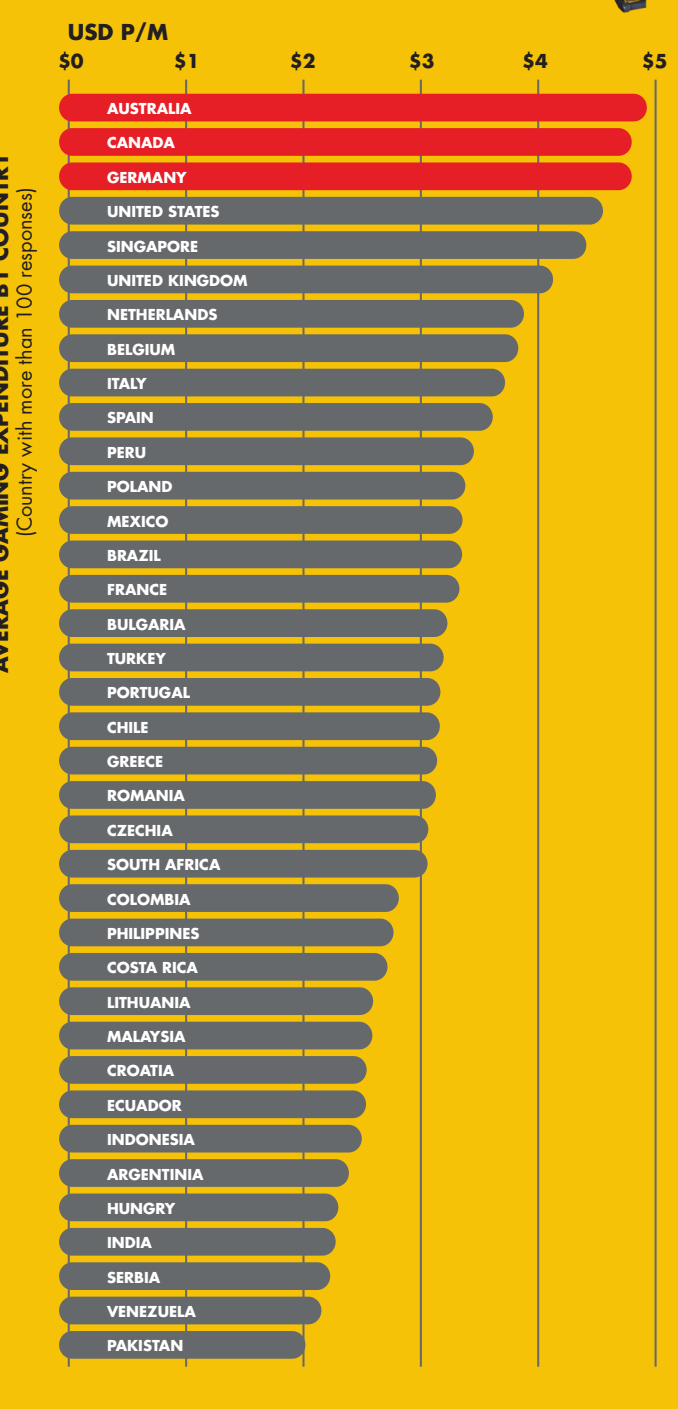
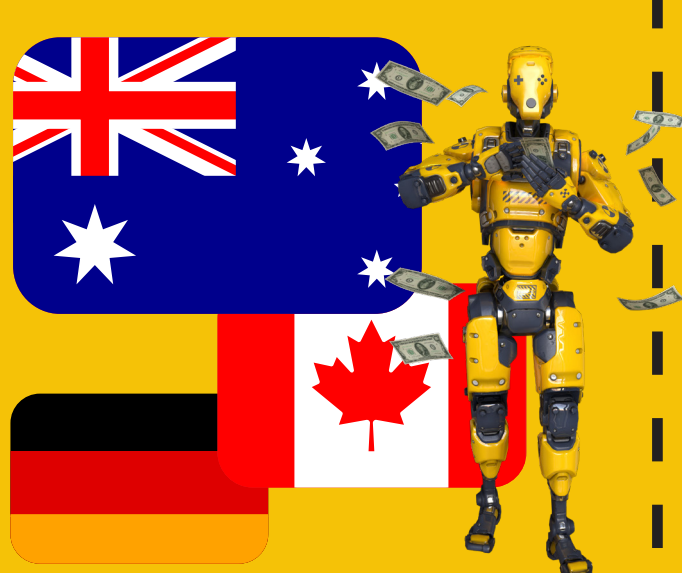
#8

WHO GAMES THE HARDEST?



#9

WHO SPENDS THE HARDEST?



INSIGHT

The places that spend the most don't play the most. Selecting which new markets to focus on benefits from a detailed understanding of each national market, such as can really only be provided by a comprehensive test like our Game of the Day.

FOR MORE INSIGHTS AND
INFORMATION ABOUT



GAME TESTER

AND OUR PRODUCTS CONTACT
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