

ABOUT THE NPD GROUP, INC.

The NPD Group is the leading provider of reliable and comprehensive consumer and retail information for a wide range of industries. Today, more than 1,700 manufacturers, retailers, and service companies rely on NPD to help them drive critical business decisions at the global, national, and local market levels. NPD helps our clients to identify new business opportunities and guide product development, marketing, sales, merchandising, and other functions. Information is available for the following industry sectors: automotive, beauty, commercial technology, consumer technology, entertainment, fashion, food and beverage, foodservice, home, office supplies, software, sports, toys, and wireless. For more information, visit www.npd.com.



Gamer Segmentation Report 2009

Fresh insight and trended data on gaming behaviors, attitudes, and spending

In today's changing economy, you need every business advantage you can get – and that includes the information advantage. *The Gamer Segmentation Report 2009* delivers information and insight straight from the U.S. gaming population, so you can make informed, effective decisions. This year's edition of the widely relied-upon report includes 2008-2009 trended data and sizes the gaming market.

The report divides gamers into seven distinct segments based on ownership, use, frequency of play, online and offline gaming, and game purchase frequency: *Extreme Gamers, Avid PC Gamers, Console Gamers, Online PC Gamers, Offline PC Gamers, Young Heavy Gamers, and Secondary Gamers*. Based on data from an online survey of more than 20,000 U.S. consumers ages two to 65+, its in-depth analysis reflects NPD's commitment to providing the best view of the U.S. gaming market. With the 2009 report, NPD continues to set the standard for gamer segmentation.

Business Benefits

- Understand ownership and usage patterns within distinct segments to better target sales and marketing activities
- Determine which platforms, titles, genres, and retailers attract which consumer segments, so you can uncover new distribution and merchandising opportunities
- Guide future product development plans by providing actionable insights and strategic recommendations
- Identify opportunity gaps and leverage areas of strength to optimize marketing efforts

Key Measures

- Consumer behavior variables such as system ownership and usage, frequency of play, number of games purchased
- Consumer demographics by segment, including age and gender
- Platforms, genres, and retailers by consumer segment

Methodology

The report is based on data collected from an online survey fielded in 2009. The sample included 20,893 respondents from NPD's online consumer panel. Such a large sample provides an optimal platform for data analysis. The nationally-representative sample included males and females ages two to 65+. Responses for two- to 12-year-olds were captured by surrogate reporting where the female parent/guardian age 21+ was asked to complete the survey with the child at the computer to answer either with or without the adult female's assistance.

Industry Expertise

NPD offers the most complete picture available of the North American market for video games, PC games, and related products. We provide manufacturers, retailers, licensors, publishers, developers, and financial services companies with unique and timely item-level sales tracking spanning three generations as well as the "why behind the buy." Our comprehensive coverage of sales, ownership, and usage makes our information indispensable for benchmarking, competitive analysis, identifying new channel opportunities, sales, marketing, pricing, and product planning. NPD also partners with ChartTrack (U.K.) and Enterbrain (Japan) to track video games.

Learn More

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Behind Every Business Decision