

Gamer Segmentation 2016: See the Forest *and* the Trees

When it's not enough to see the whole forest, you need a way to zoom in and see the trees. That's how to answer your questions about individual gamer segments and how they relate to each other, rather than knowing only about the whole "forest" of gamers. **Here's a look at our latest data and insights on U.S. gamer segments.**



Avid **Omni Gamers** spend

19 hours
per week
gaming.



Social Gamers outpace all other segments when it comes to gaming on social networks, spending an average of **9 hours per week** gaming on these sites.



Core **Console Gamers** spend an average of

\$74
on **physical games**, exceeding the total average of \$49.



Casual Gamers are the segment most likely to prefer playing

FREE
games and paying for additional content **as needed**.



Free & Mobile Gamers are the segment most likely to prefer **digital games** over physical, at **64%**



85%
of **Family Gamers** prefer **physical games** over digital.



Gamer Segmentation 2016 gives you a close-up view, segmenting U.S. gamers by attitudes, gaming behavior, usage, spend, and more. It provides new data and expert insights on the "trees" to complement your view of the whole forest.

Source: The NPD Group/Gamer Segmentation 2016

Learn more. Contact your NPD account representative, call 866-444-1411, or email contactnpd@npd.com

