Experian Marketing Services

always on consumer

THE GAMER

With consumers increasingly connecting with brands on the move across multiple devices, our new research has pinpointed four distinct types of consumer who are Always On and more digitally connected than ever before – Social Butterflies, Working Professionals, Gamers and Everything Tech. This datasheet provides some additional insight on The Gamer.

INTERPRETING THE DATA

The typical weekly use figure relates to the percentage of the sampled group that have undertaken an activity/fall into a certain bracket.

The Index shows how a group's behaviour compares to the average index of 100. Over 100 is more likely than average, an index under 100 is less likely than average.

- For example: 30 percent of Gamers used TV to game during the last 7 days and were 72 percent more likely to do this
- Sample size: Sample size for Gamers is 2,261
- Timeframes: All data referenced is correct as of 1st June 2012

CROSS-PLATFORM ACTIVITIES – INDEX COMPARISONS

Device/platform	Everything Tech	Gamer	Social Butterfly	Working Professional
Home computer	113	109	132	131
Work computer	136	118	160	**184**
Digital tablet	**163**	124	**170**	169
E-Reader	100	85	148	150
Game console	152	**144**	163	125
Magazines	100	91	109	112
Mobile	113	112	112	113
Newspapers	101	93	90	96
MP3 Player	156	126	160	146
Radio	107	98	107	107
TV	101	98	102	103

All groups index similarly for use of mobile.

THE GAMER – KEY BEHAVIOUR: GAMING BY DEVICE

Device used to play games in 7-day period	% who played games	Index
Home computer	24%	105
Work computer	9%	189
Digital tablet	10%	121
E-Reader	5%	100
Game console	40%	149
Mobile	26%	168
MP3 Player	8%	180
TV	30%	172

OTHER ACTIVITIES BY DEVICE

Device	Activity	% who conducted	Index
Mobile	Music	32%	205
	Social networking	26%	177
	Email	41%	167
	Gaming	26%	168
Television	Gaming	30%	172
	Browsing internet	13%	174
	I spend more time playing video games than watching television	8%	141

MOBILE PROFILE

Smartphone usage	% who conducted	Index
Text messaging	45%	117
Picture messaging	28%	141
Web browsing	31%	155
Taking pictures	42%	118
Gaming	25%	151
Downloading apps	22%	144
GPS/Navigation	20%	152
Downloading ringtones	14%	186

MOBILE PROFILE

Attitudes towards mobile	% agree	Index
I am more likely to switch mobile phone service providers if they offer the latest in technology	18%	134
I rely on my mobile phone to keep up with news or sports	23%	136
I use information from my mobile phone to decide where to go or what to do in my free time	23%	140
I use my mobile phone in many different ways to get the information I need	52%	131
I would be interested in receiving advertisements on my mobile phone	10%	168
My mobile phone is an expression of who I am	18%	140

SHOPPING HABITS

Attitudes towards clothing	% agree	Index
I like to buy the same products that celebrities use	12%	160
I am usually the first among my friends to try new clothing styles	17%	161

SHOPPING HABITS

Attitudes towards shopping/advertising	% agree	Index
Advertising helps me learn about the products companies have to offer	7%	71
I would be interested in receiving advertising on my mobile	10%	168
I am likely to purchase products I see advertised on my mobile phone	13%	190
I always choose that my name not be included on mailing lists	23%	48
I am more likely to purchase products I see advertised on a social sharing/networking website	7%	149
I am more likely to purchase products I see used or recommended by friends on social sharing/networking websites	13%	130
I am willing to accept advertisements sent to my mobile phone if I were to receive something of value in exchange	21%	148
I don’t like advertising in general	18%	50
I like to follow my favourite brands or companies on social sharing/networking websites	17%	159
I sometimes post ratings or reviews online for other consumers to read	15%	149

LEISURE ACTIVITIES

Leisure activity	% agree	Index
Football	19%	197
Basketball	29%	171
Hockey	7%	160
Visit cinema three or more times in the past 90 days	31%	162

MEDIA CONSUMPTION

Media consumed (on and offline)	% agree	Index
Specialist site – motoring	6%	210
NBA	6%	195
MySpace	11%	253
Flickr	5%	219
Twitter	10%	172
MTV	9%	187
VH1	16%	194
Family Guy	16%	185
South Park	8%	177

MEDIA CONSUMPTION

Attitudes towards media	% agree	Index
I often access social sharing/networking websites from different devices	20%	123
I often click on links or items posted by other people on social sharing/networking websites	21%	122
I often invite or send requests to connect with others on social sharing/networking websites	18%	125
I like to go to websites that I have never been to before	38%	127
I like to hear about new products and services via e-mail	29%	127
I like to look for new and interesting websites	43%	132
Video games are my main source of entertainment	10%	144

WHAT MAKES THE GAMER UNIQUE?

Gamers – unique statements	% agree	Index
Foot Locker	11%	234
Office	5%	237
JD Sports	5%	236
Nike	8%	217

DEMOGRAPHIC PROFILE

- Tend to be male (53.2%) Female (46.8%)
- Primarily aged between 18-24; twice as likely to fall into this age bracket
- Nearly two and a half times more likely to be a full time student