

YouGov®

US ★

Mobile Gaming

Report 2023:

Unlocking advertising opportunities
in the growing market



Advertisers: Press Start

As advertisers struggle to drive engagement and ROAS in “traditional” digital channels, mobile gaming offers an opportunity to tap into a growing segment of affluent, highly engaged consumers.

Mobile gamers must not be viewed as a monolith, however. From hardcore adventure gamers to the casual puzzler, the mobile gaming market is incredibly diverse, and the products they’re likely to buy next vary as well.

This report, drawing on December 2022 data from YouGov Profiles, provides advertisers an overview of the market before providing snapshots of players of various mobile game genres and intent data on what products they are in market for in 2023.



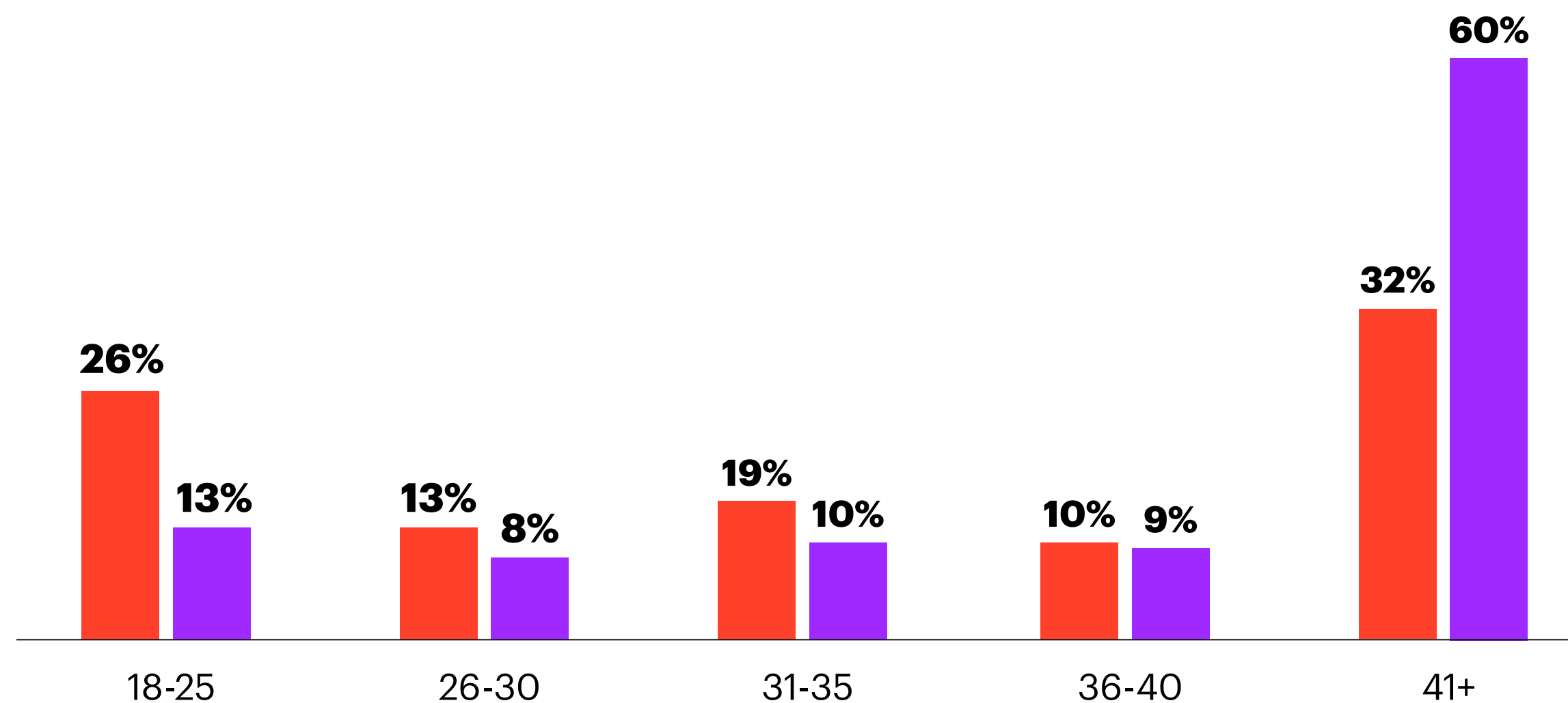
▶ **42%** of American adults play mobile games for at least an hour per week.
Our report focuses on this group.



Age

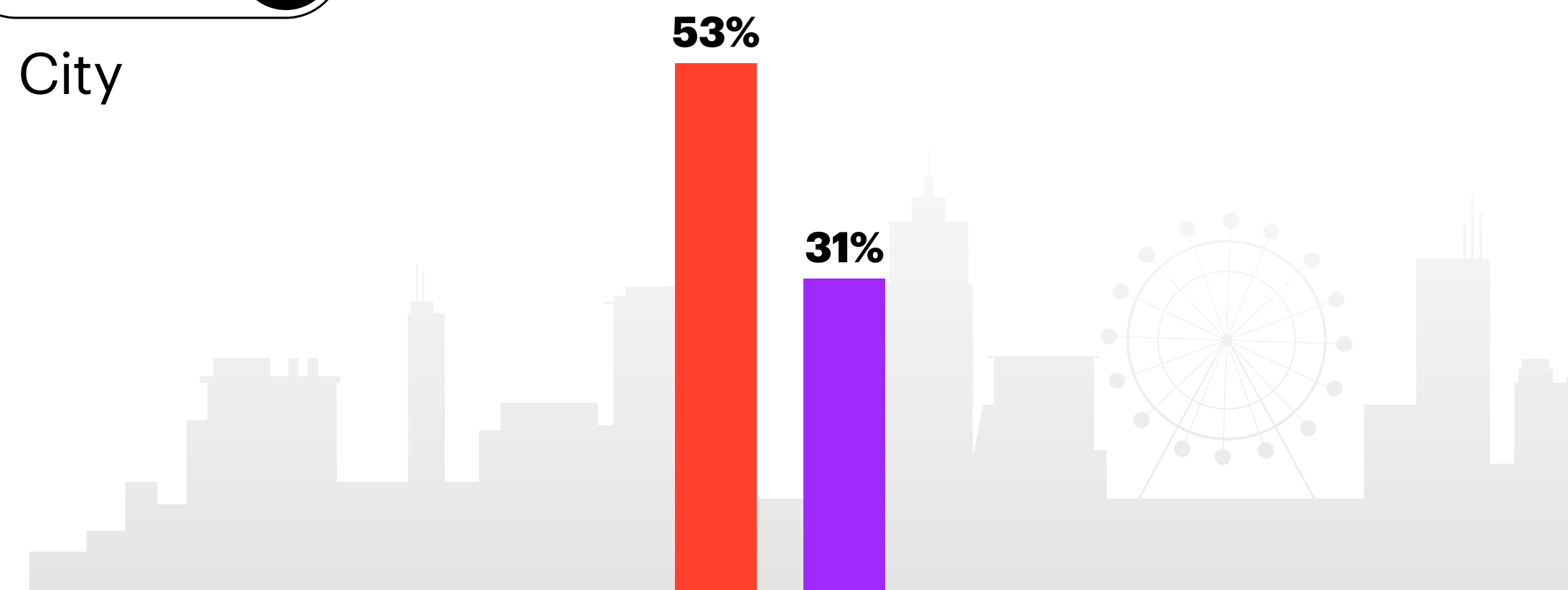
● Mobile gamers

● Nat Rep



Location

City

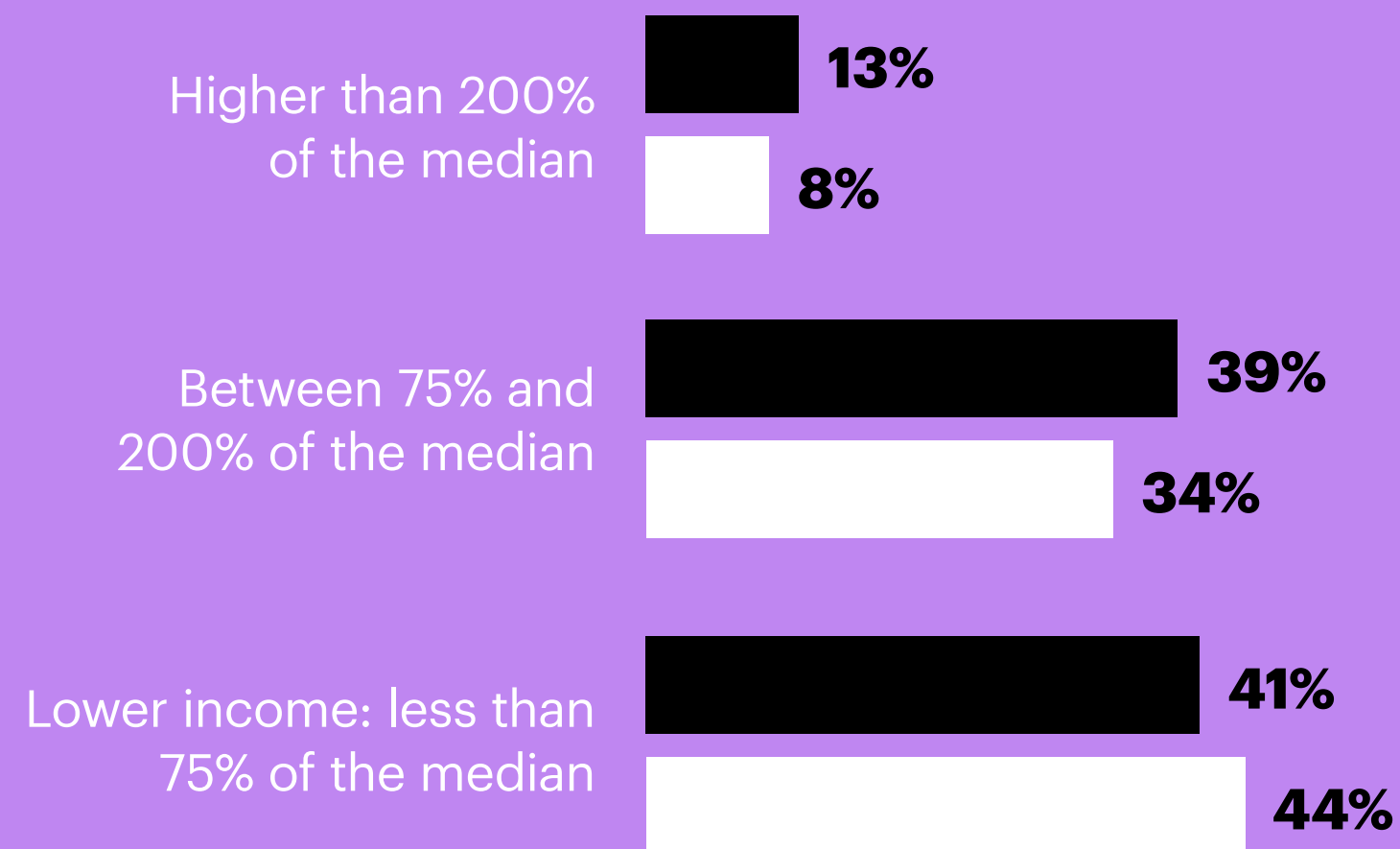


Finances

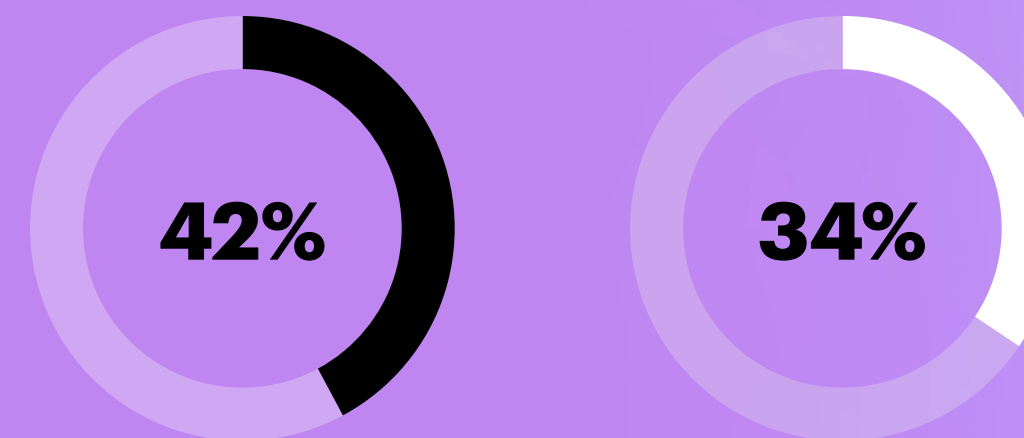
Mobile Gamers tend to be affluent and have a positive financial outlook for 2023

● Mobile gamers ● Nat Rep

Income



Household financial outlook in 2023
Better



► Digital savvy



Attitudes agreed with:

● Mobile gamers ● Nat Rep

“I think it’s fair that we have to watch ads in exchange for free content”



“If I could get all I need delivered from ordering online, I would never go in-store for my shopping”



“I spend more time on social media now than I did a year ago”



“I am an expert at finding bargains online”



Motivation to game

Why mobile gamers play?

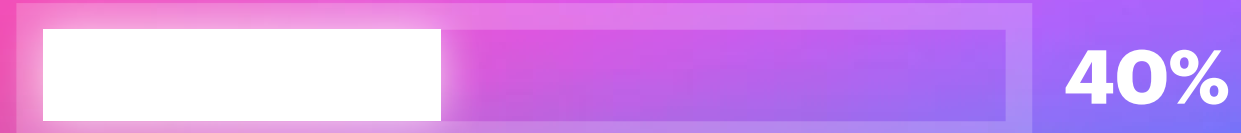


To relax and wind down

Mobile gamers

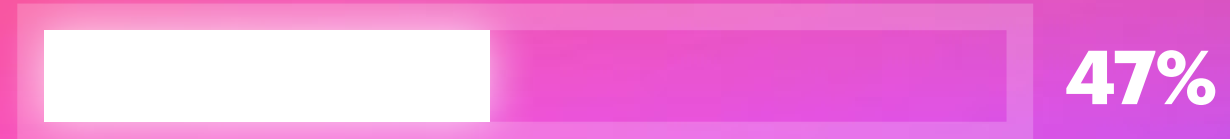


Nat Rep

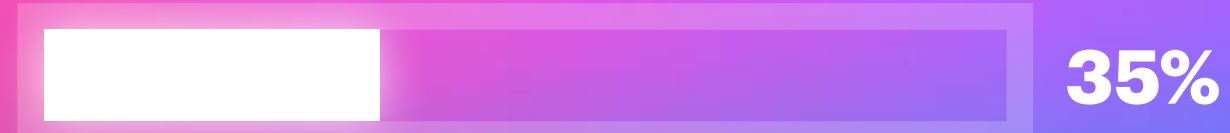


To pass the time

Mobile gamers

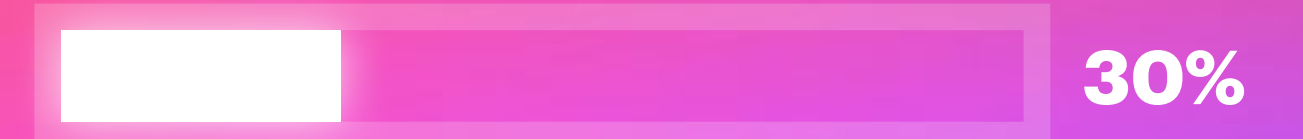


Nat Rep

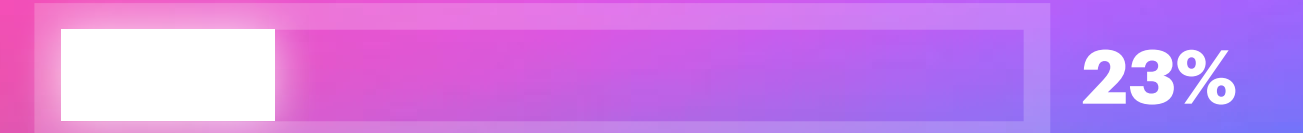


To escape reality for a while

Mobile gamers



Nat Rep



Mobile gamers are defined as playing mobile games for 1+ hour a week.

▶ Different gamers need different advertisers

Using **YouGov Profiles**, we took a deeper look at mobile gamers. What types of gamers play each genre of game? How much do they play? Are there products or services that adventure gamers are more likely to spend money on than people who play word games?



Three levels of mobile gamers

What are their favorite types of games?

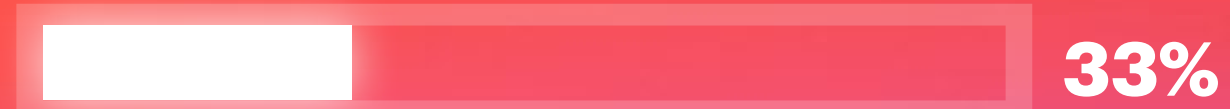
1

Hardcore gamer

"I take video games seriously, or play competitively"

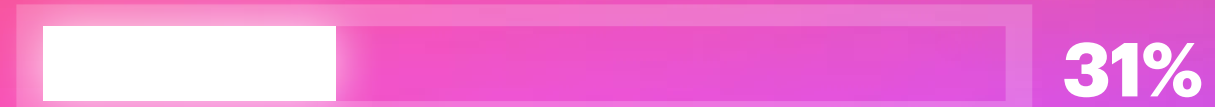
Movie-based Games

(e.g. The Hobbit, Jurassic Park, etc.)



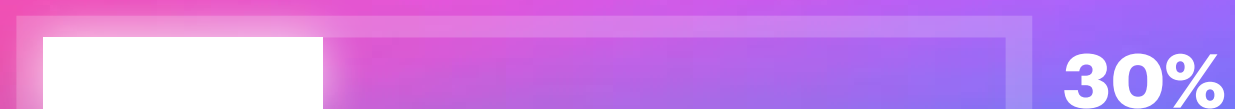
Online Role-Playing Games

(Modern War, Crime City, etc.)



Racing & Driving Games

(e.g. CRS Racing, Real Racing 3, etc.)



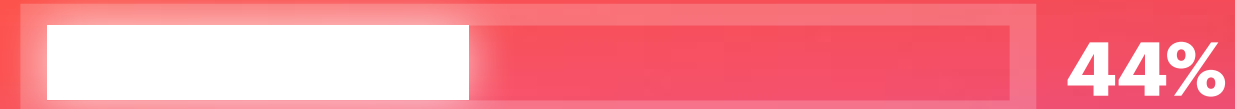
2

Mid-core Gamer

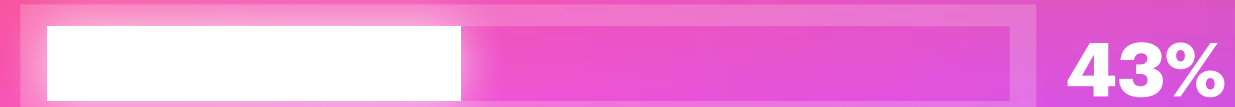
"Video games are one of my top interests, but I don't take them too seriously"

Battle Card & Collectible Card Games

(e.g. Hearthstone, etc.)



Adventure Games (e.g. Minecraft, Diablo Immortal, The Walking Dead, etc.)



Role-Playing Games (e.g. Knights & Dragons, Kingdoms at War, etc.)



3

Casual Gamer

"I like video games, but they aren't one of my top interests"

Word, Number & Brain Games

(e.g. Words With Friends, Scramble, etc.)



Puzzle & Breakout Games (e.g. Candy Crush Saga, Bejeweled Blitz, etc.)



Hidden Object Games (e.g. Hidden Objects: Garden of Time, Mystery Manor, etc.)



1

2

3

4

5

6

7

8

9



Adventure Games

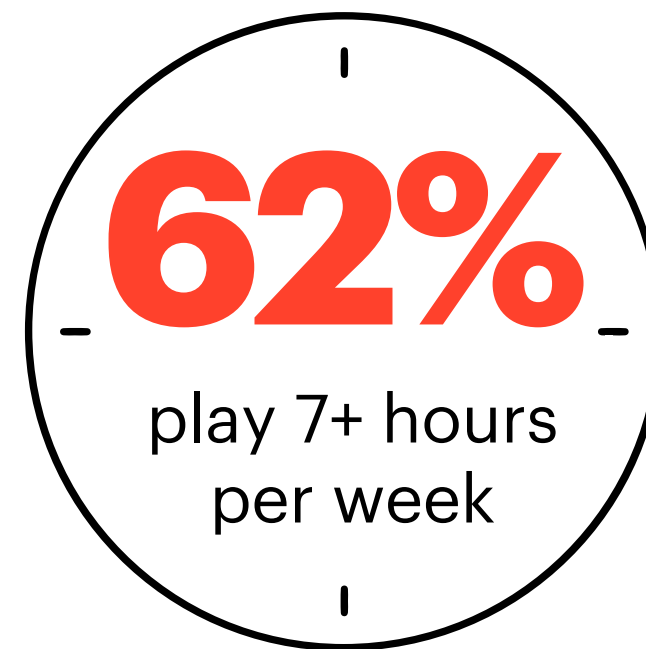
14% of US mobile gamers play Adventure games.

● Adventure Mobile Gamers ● Nat Rep

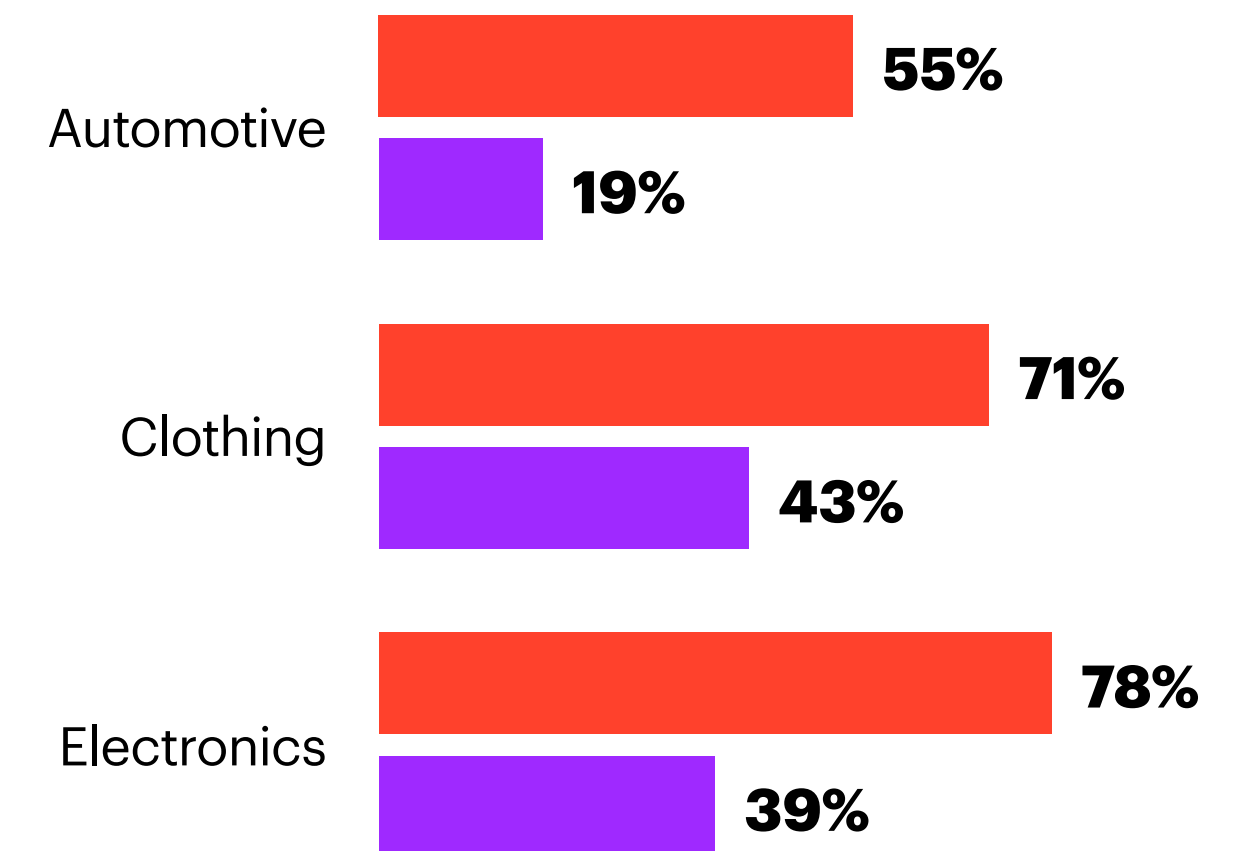
They identify as...



They invest time in mobile games...



And they're in the market for...



1

2

3

4

5

6

7

8

9



Battle Card & Collectible Card Games

11% of US mobile gamers play Battle Card or Collectible Card games.

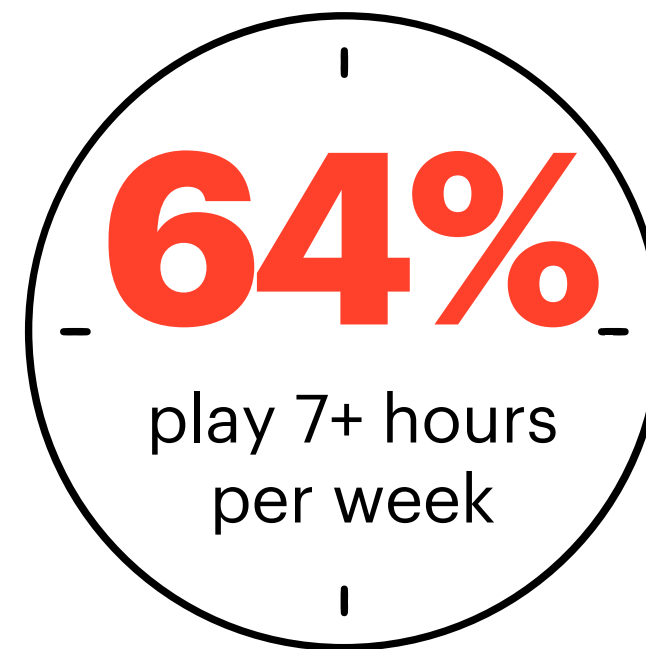
● Battle/Collectible Card Mobile Gamers

● Nat Rep

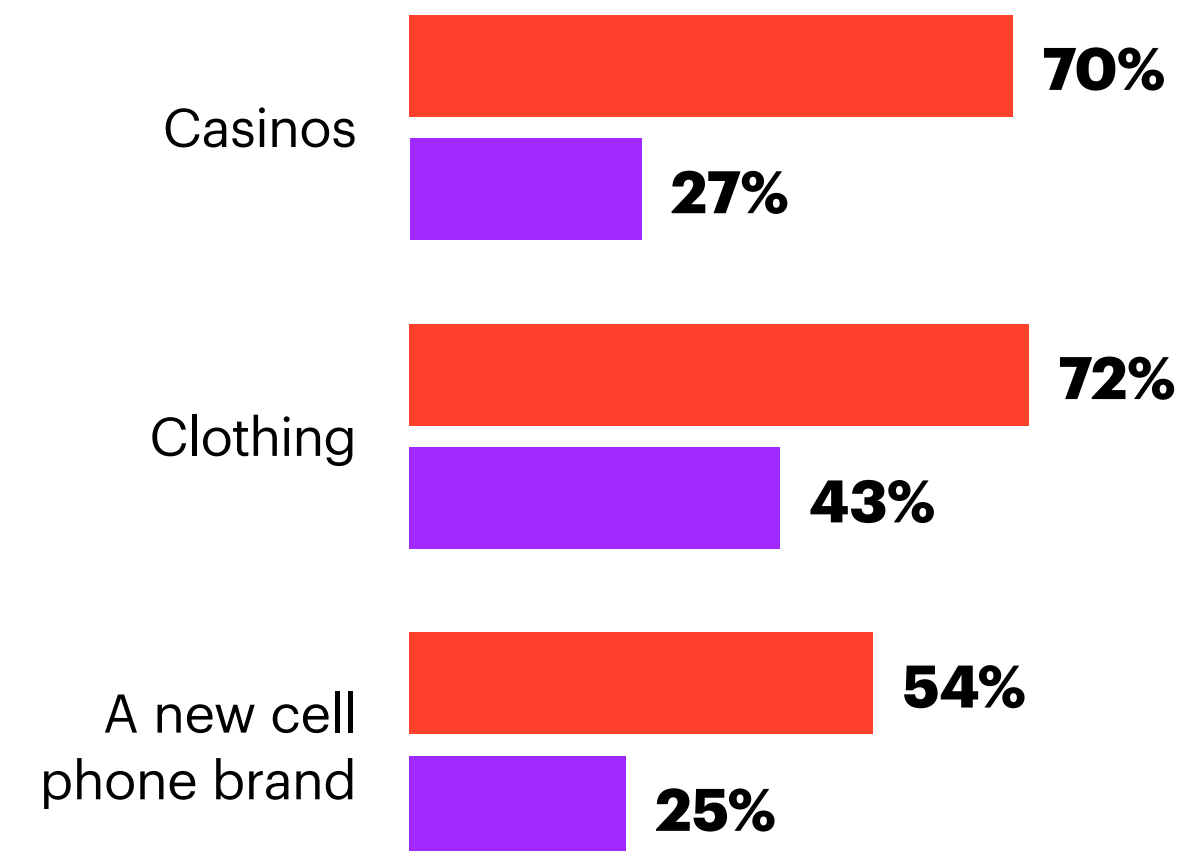
They identify as...



They invest time in mobile games...



And they're in the market for...



1

2

3

4

5

6

7

8

9



Hidden Object Games

11% of US mobile gamers play Hidden Object games.

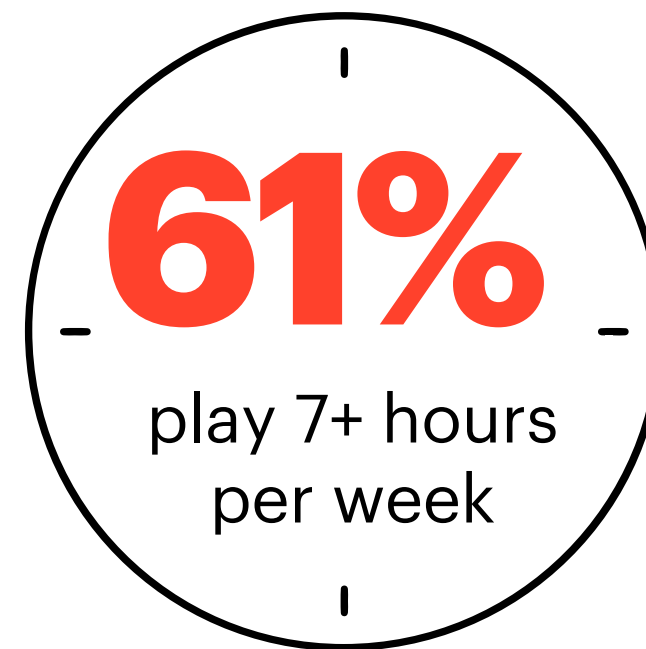
● Hidden Object Mobile Gamers

● Nat Rep

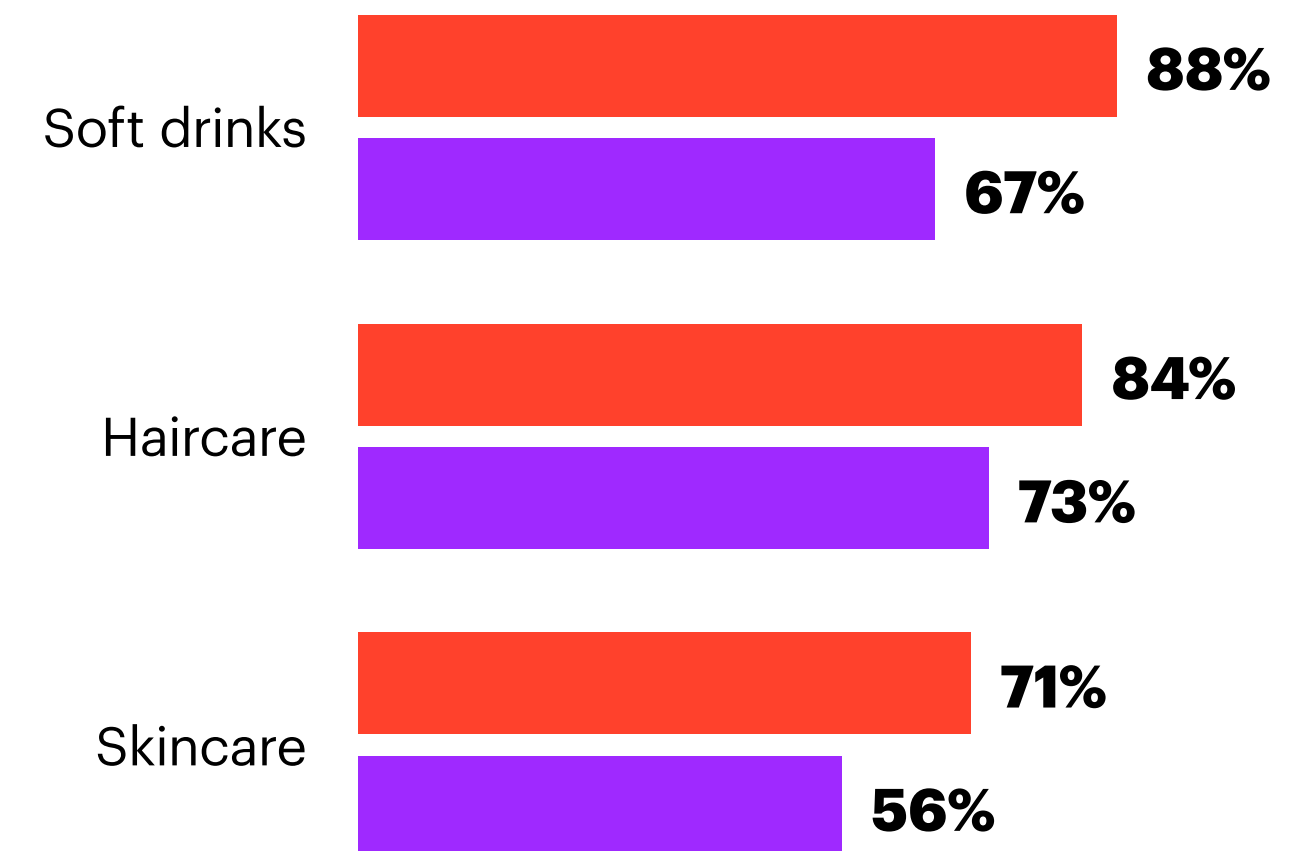
They identify as...



They invest time in mobile games...



And they're in the market for...



1

2

3

4

5

6

7

8

9



Movie-based Games

5% of US mobile gamers play Movie-based games.

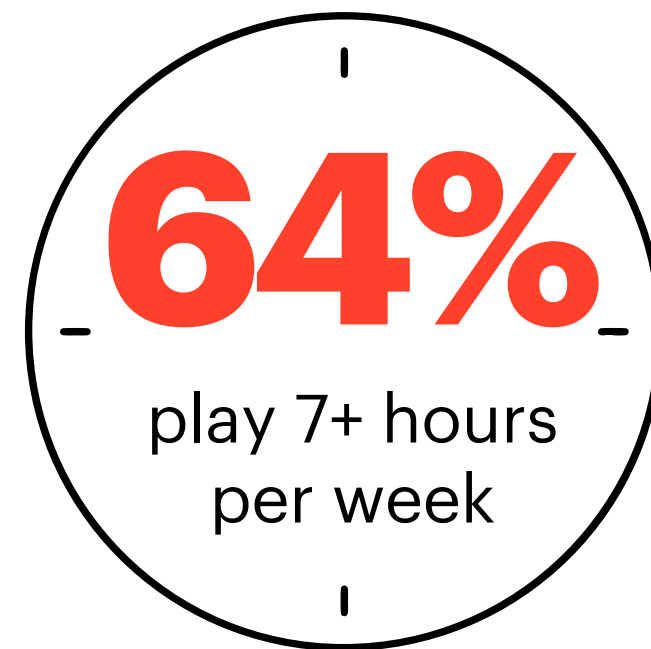
● Movie-based Mobile Gamers

● Nat Rep

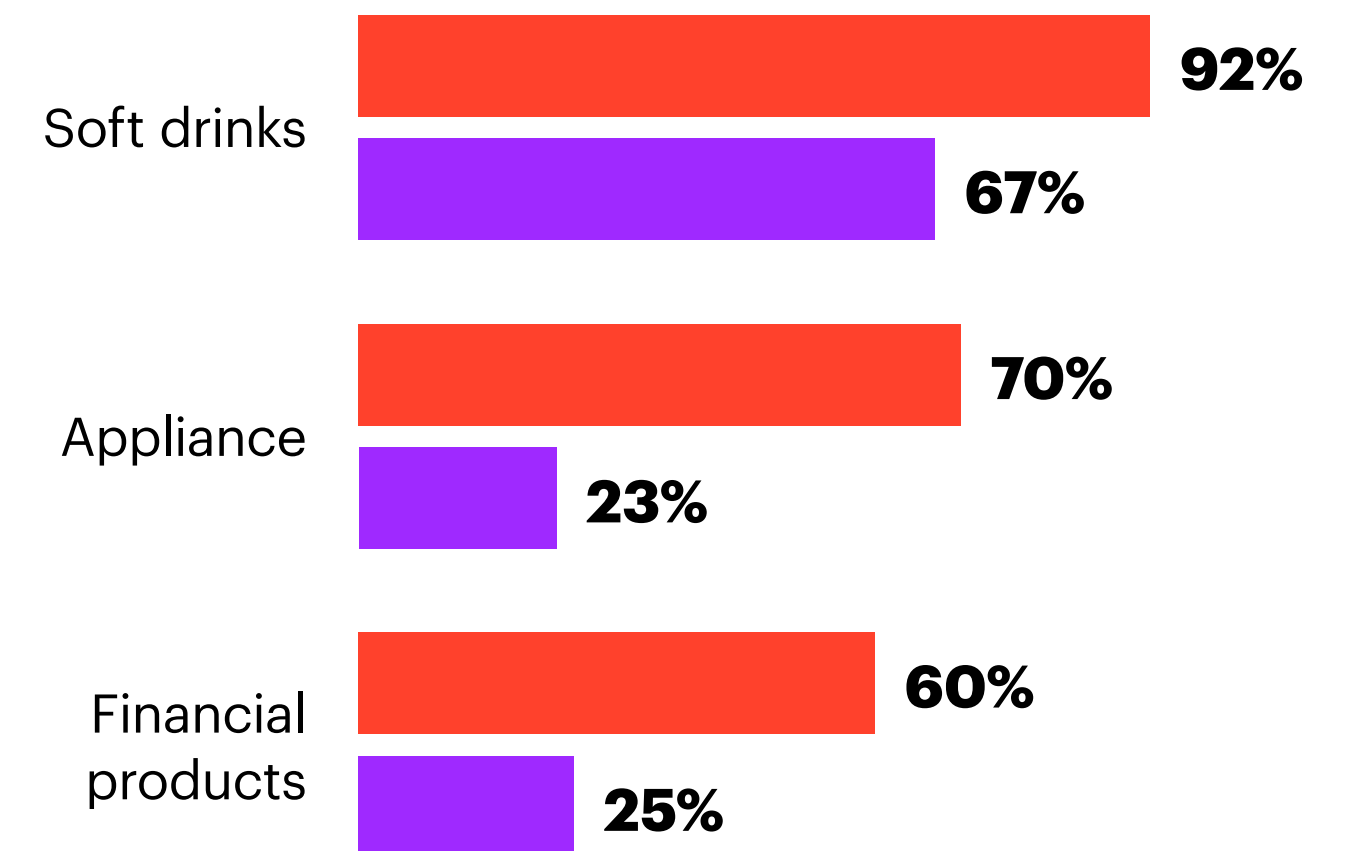
They identify as...



They invest time in mobile games...



And they're in the market for...



1

2

3

4

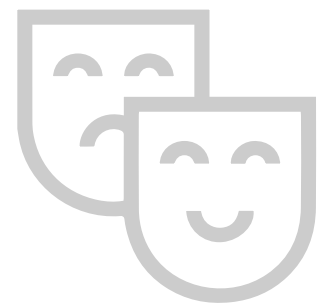
5

6

7

8

9



Online Role-Playing Games

5% of US mobile gamers play Online RPGs.

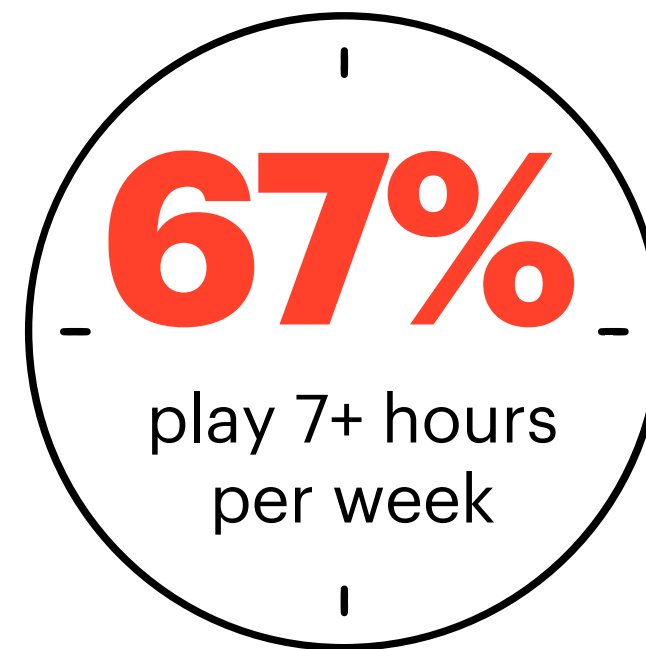
● Online RPG Mobile Gamers

● Nat Rep

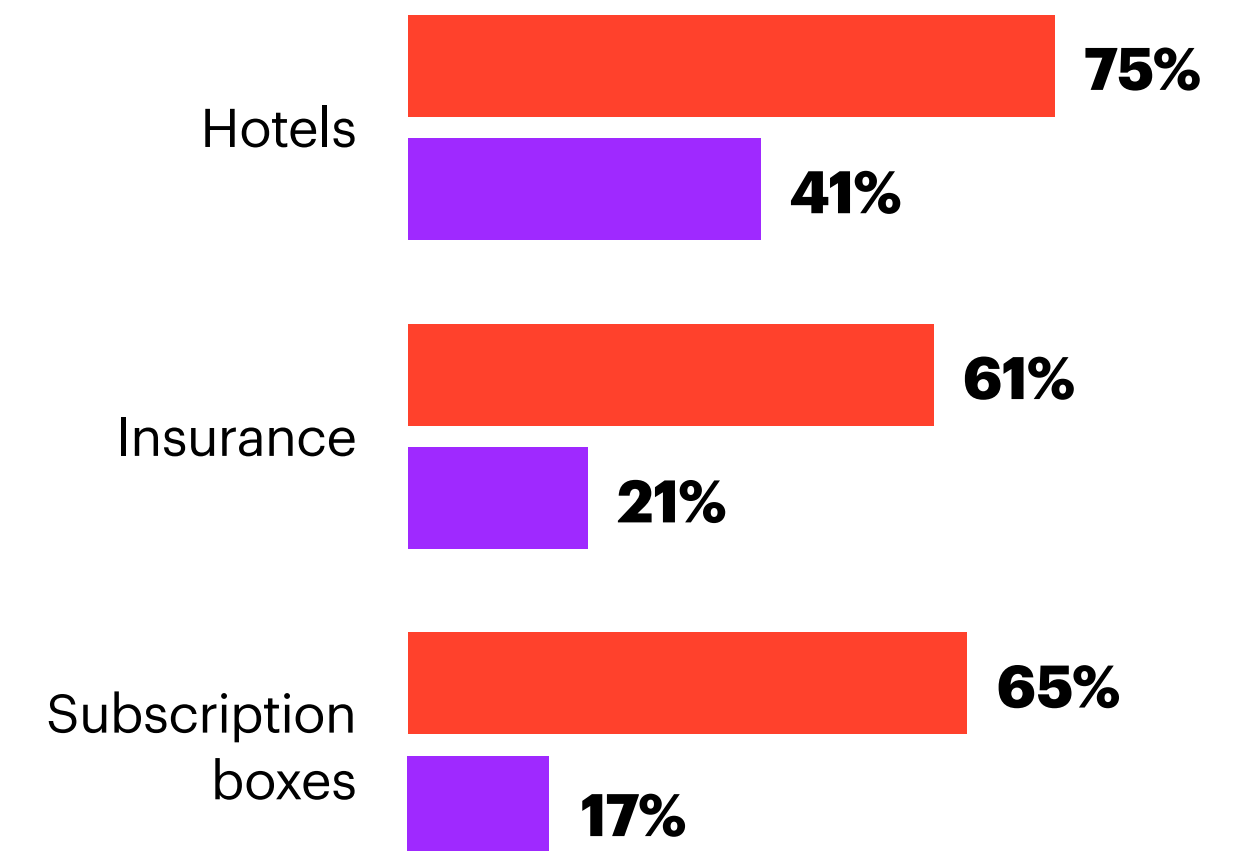
They identify as...



They invest time in mobile games...



And they're in the market for...



1

2

3

4

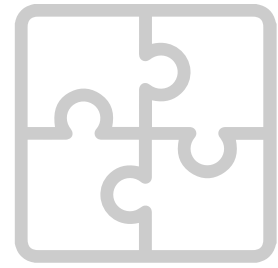
5

6

7

8

9



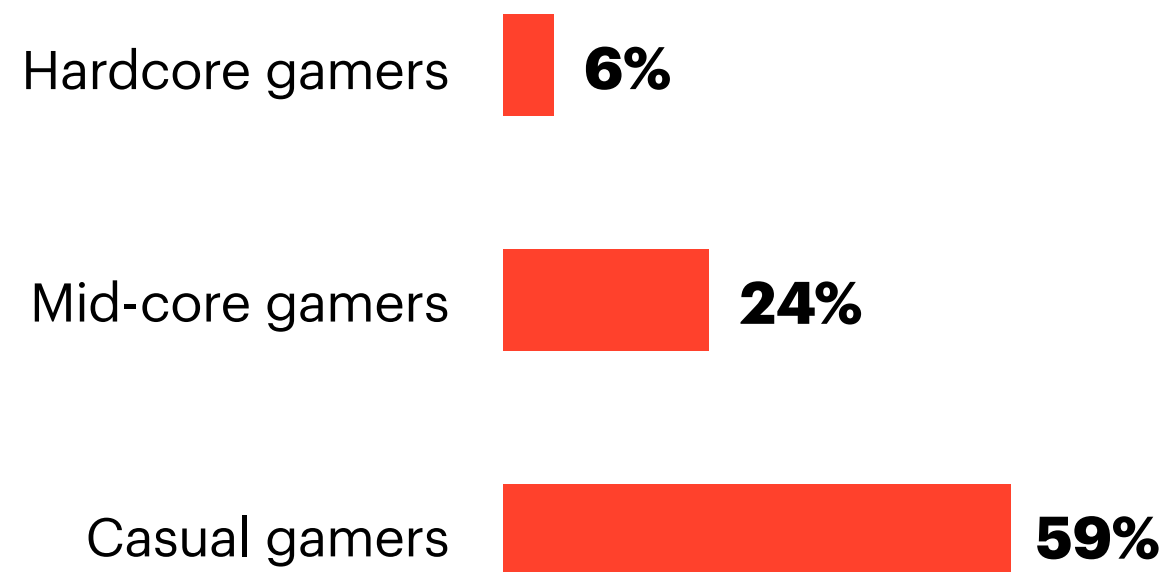
Puzzle & Breakout Games

30% of US mobile gamers play Puzzle or Breakout games.

● Puzzle/Breakout Mobile Gamers

● Nat Rep

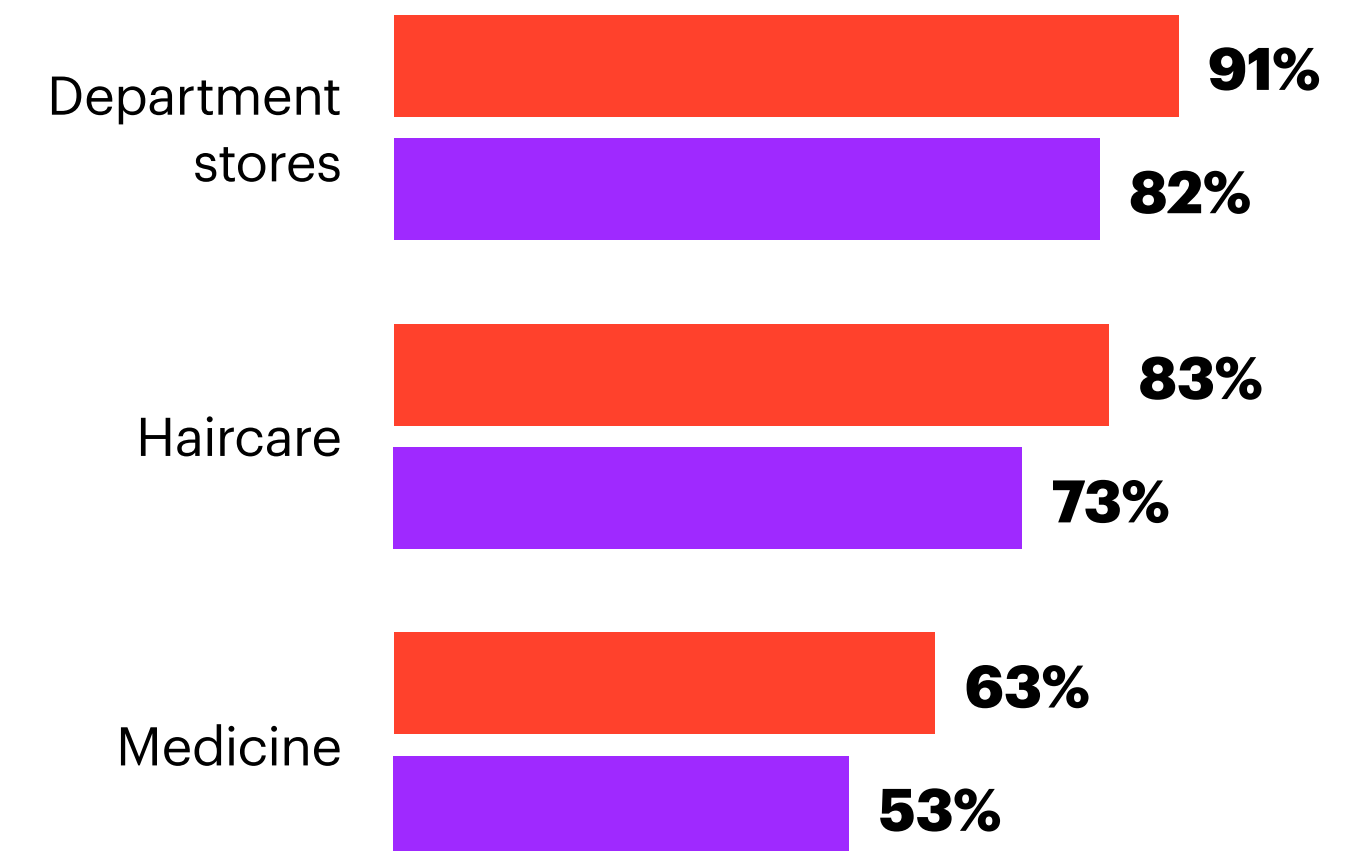
They identify as...



They invest time in mobile games...



And they're in the market for...



1

2

3

4

5

6

7

8

9



Racing & Driving Games

7% of US mobile gamers play Racing or Driving games.

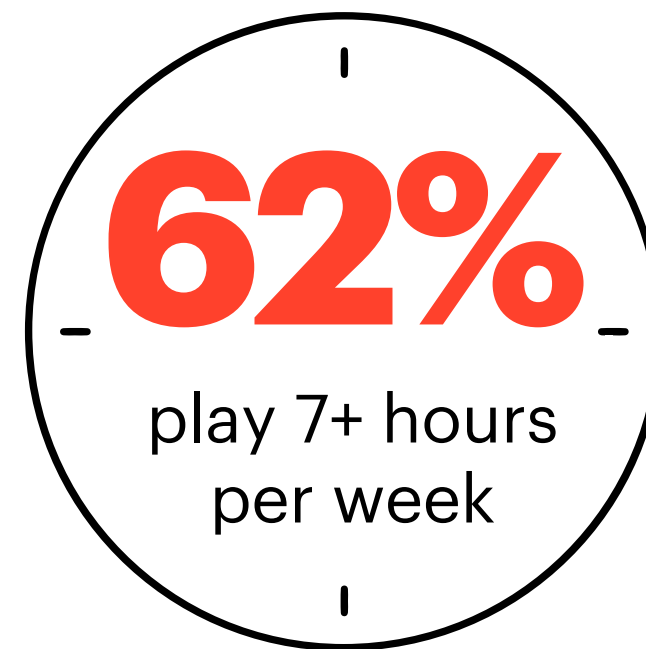
● Racing/Driving Mobile Gamers

● Nat Rep

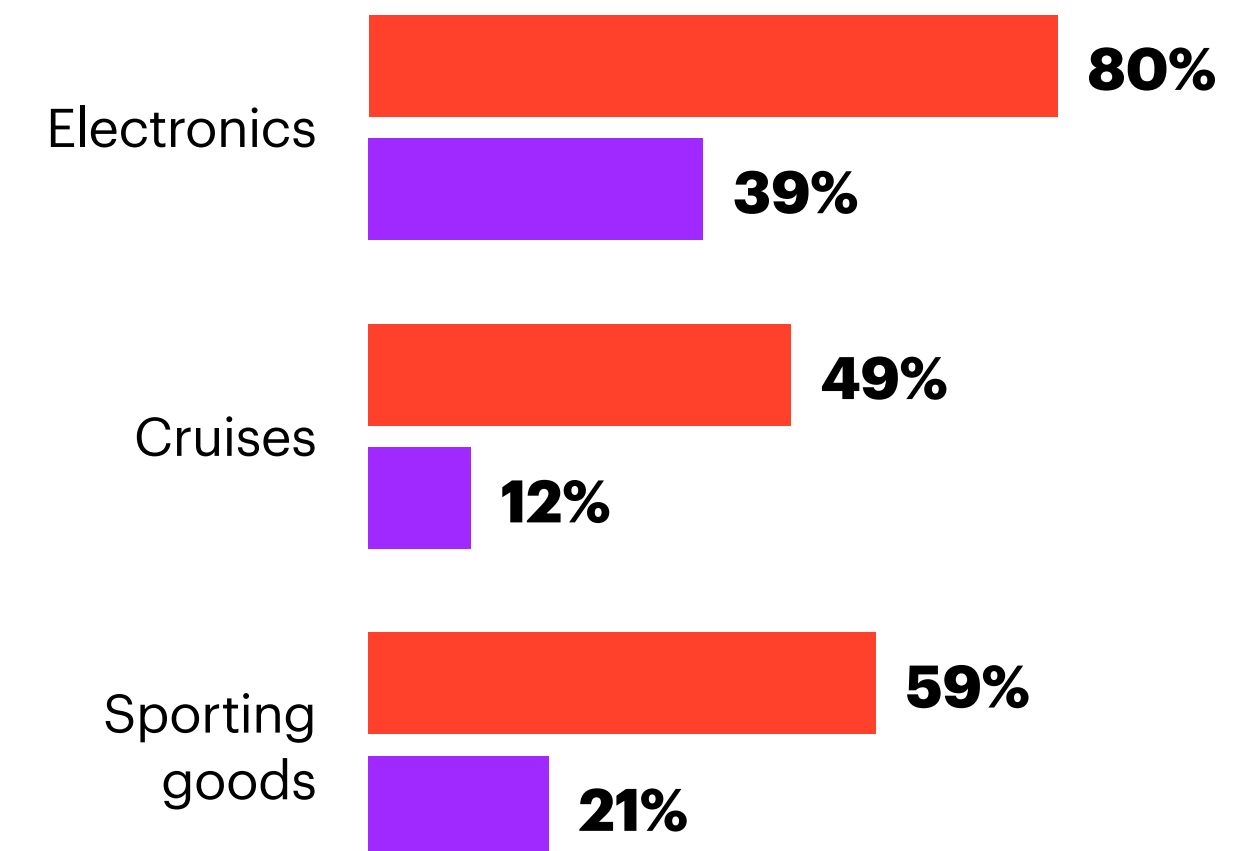
They identify as...



They invest time in mobile games...



And they're in the market for...



1

2

3

4

5

6

7

8

9



Role-Playing Games

7% of US mobile gamers play offline RPGs.

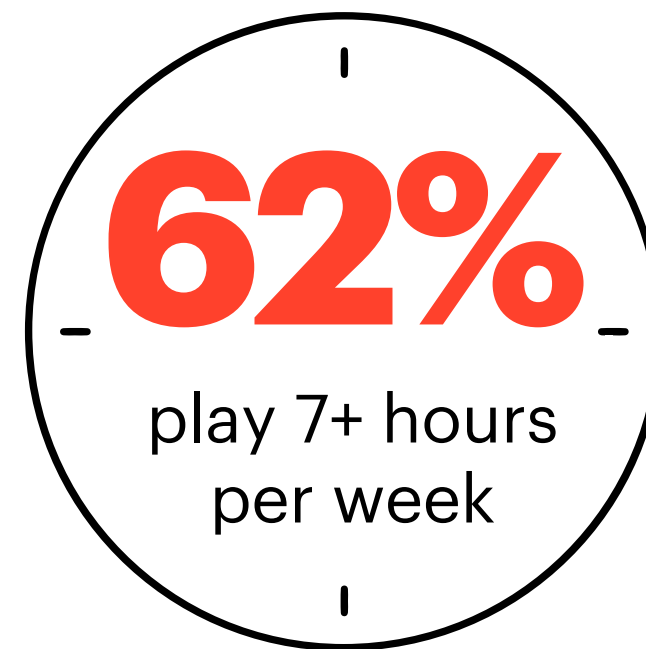
● RPG Mobile Gamers

● Nat Rep

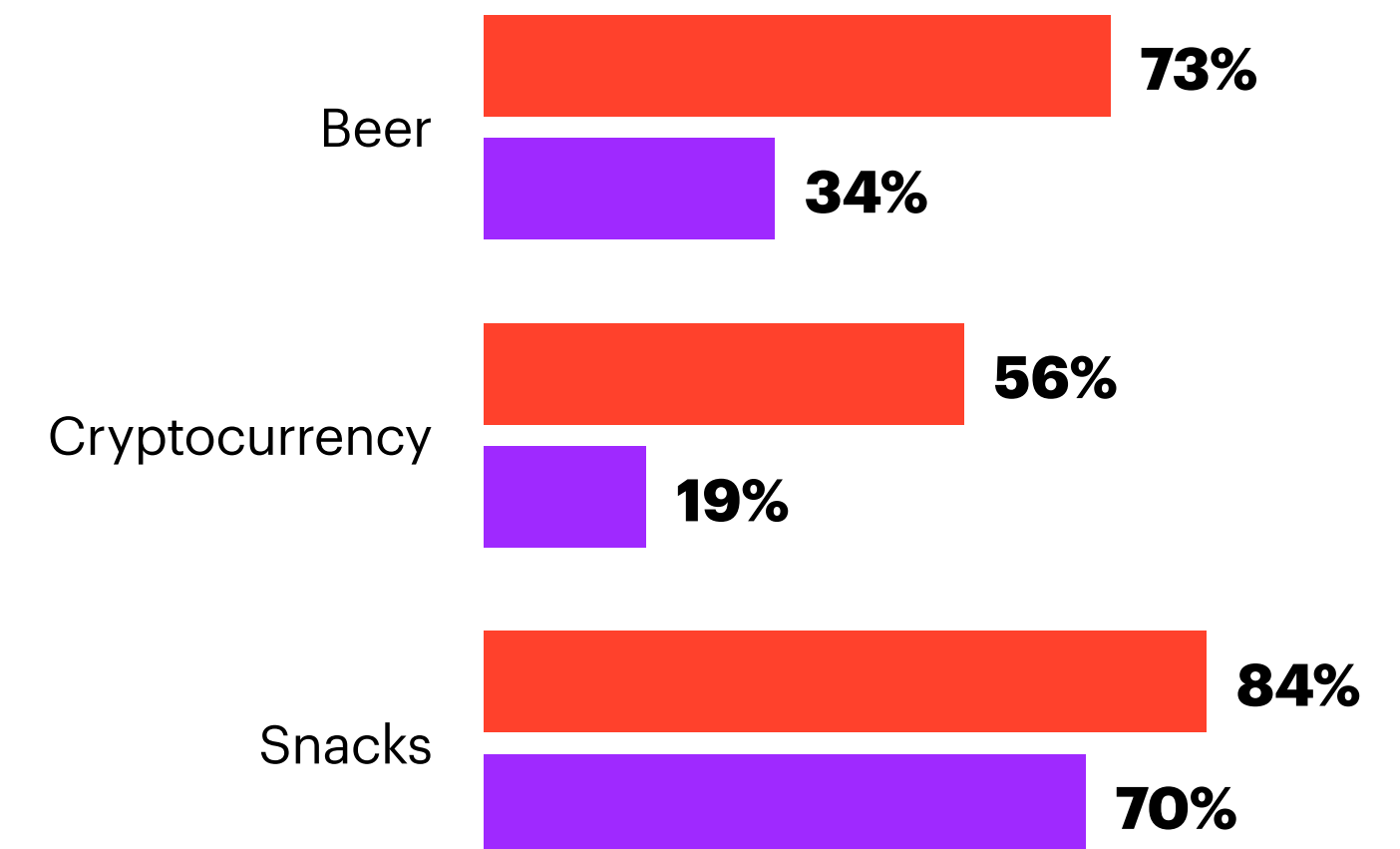
They identify as...



They invest time in mobile games...



And they're in the market for...





Word, Number & Brain Games

19% of US mobile gamers play word, number or brain games.

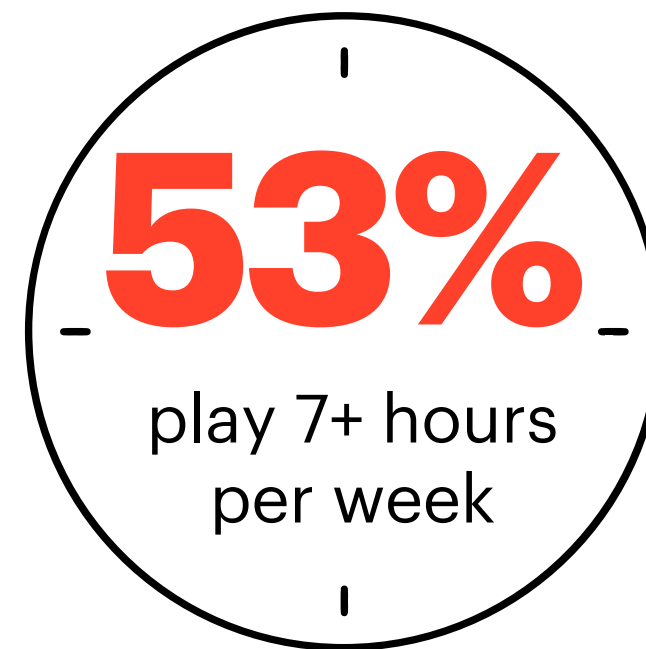
● Word/Number/Brain Mobile Gamers

● Nat Rep

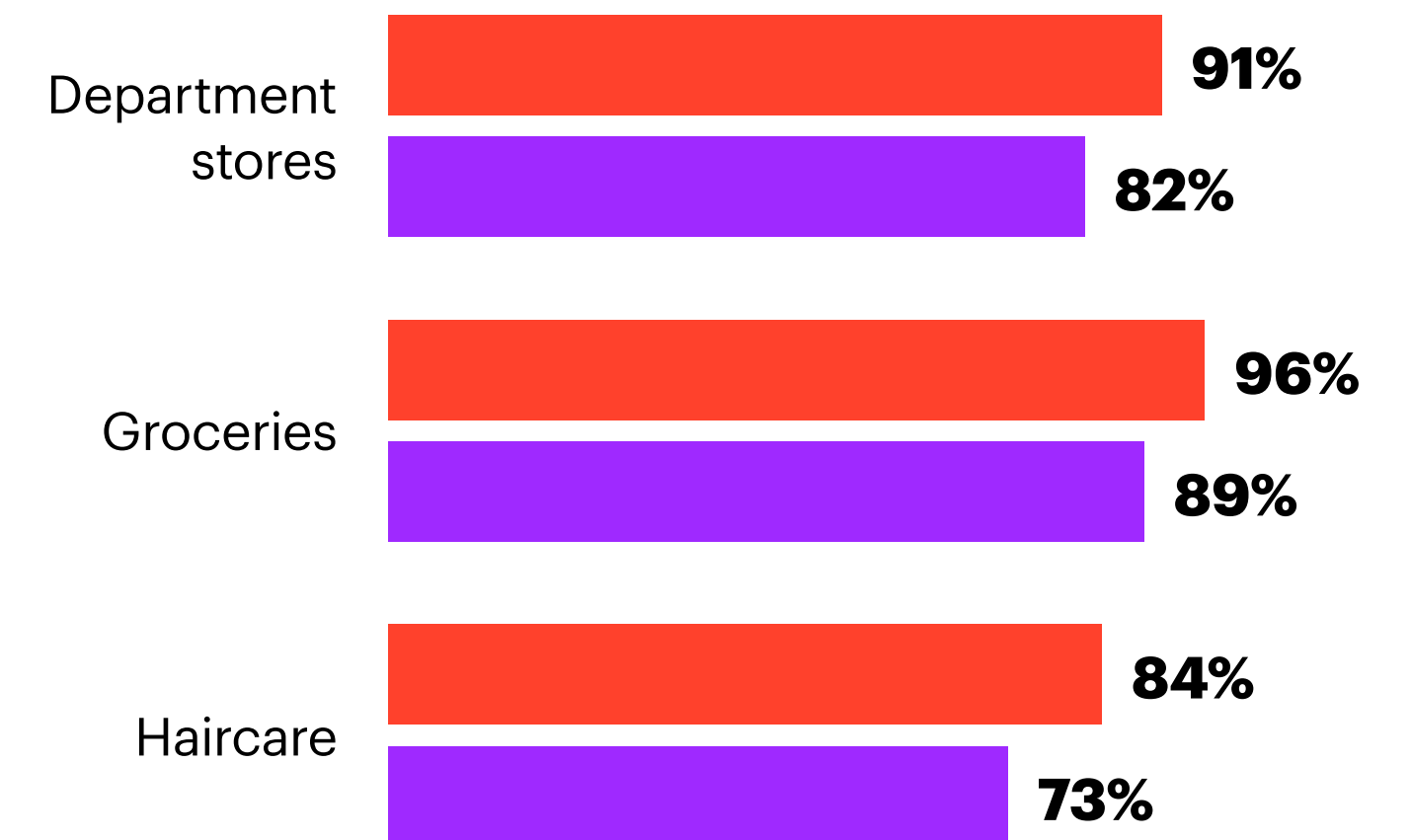
They identify as...



They invest time in mobile games...



And they're in the market for...



Get in touch >

for data on any of these categories:

1

Action Games

(e.g. Subway Surfers, Cut the Rope, etc.)

2

Card & Casino Games

(e.g. Poker by Zynga, Slotomania, etc.)

3

Empire-Building & Strategy Games

(e.g. Clash of Clans, Kingdoms of Camelot, etc.)

4

Farm, City or Island simulation games

(e.g. Farmville, Tap Paradise Cove, etc.)

5

Fashion & Shopping Games

(e.g. Fashion Story, Top Stylist, etc.)

6

Life or Pet Simulation Games

(e.g. The Sims, Campus Life, etc.)

7

Party & Board Games

(e.g. Bingo, Monopoly, etc.)

8

Platform Games

(e.g. Angry Birds Star Wars, Jetpack Joyride, etc.)

9

Shooter Games

(e.g. Modern Combat 4: Zero Hour, Player Unknown's BattleGround, etc.)

10

Tower Defense Games

(e.g. Plants and Zombies, Crystal Siege, etc.)

Find and understand the audience that matters most



Gender



Attitudes general



Age



Brands liked



Top region



Hobbies and interests



Attitudes advertising



Media consumption



[Explore your audience >](#)



Thank you

For more information, go to
business.yougov.com

YouGov, 2023, all rights reserved. All materials contained herein are protected by copyright laws. Any storage, reproduction or distribution of such materials, in whole or in part, in any form without the prior written permission of YouGov is prohibited. This information (including any enclosures and attachments) is propriety and confidential and has been prepared for the exclusive use and benefit of the addressee(s) and solely for the purpose for which it is provided.

We make no representations, warranties or guarantees, whether express or implied, that the information is accurate, complete or up to date. We exclude all implied conditions, warranties, representations or other terms that may apply and we will not be liable to you for any loss or damage, whether in contract, tort (including negligence), breach of statutory duty, or otherwise, even if foreseeable, arising under or in connection with use of or reliance on the information. We do not exclude or limit in any way our liability to you where it would be unlawful to do so.