

Gaming Research Study

February 2021



Are you a gamer?

68%

of people identify with being a *gamer*.

72%

of those identify as a *casual gamer*.

88%

play every day or a few times a week.

Gaming Content

2 in 5 people use entertainment.ie as a source of gaming content.



62% would consider using entertainment.ie in the future for gaming content.



62% read or watch a review before playing a game.



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Review Platforms

Top 3 platforms people use to choose a game.

Youtube



Websites



Google



Gaming and Health



8 in 10 people like to play games on their own.

63%

spend 1-3 hours a week watching/reading/listening to gaming content.

85%

say gaming entertains them.

65%

says it improves their mental health.