

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.





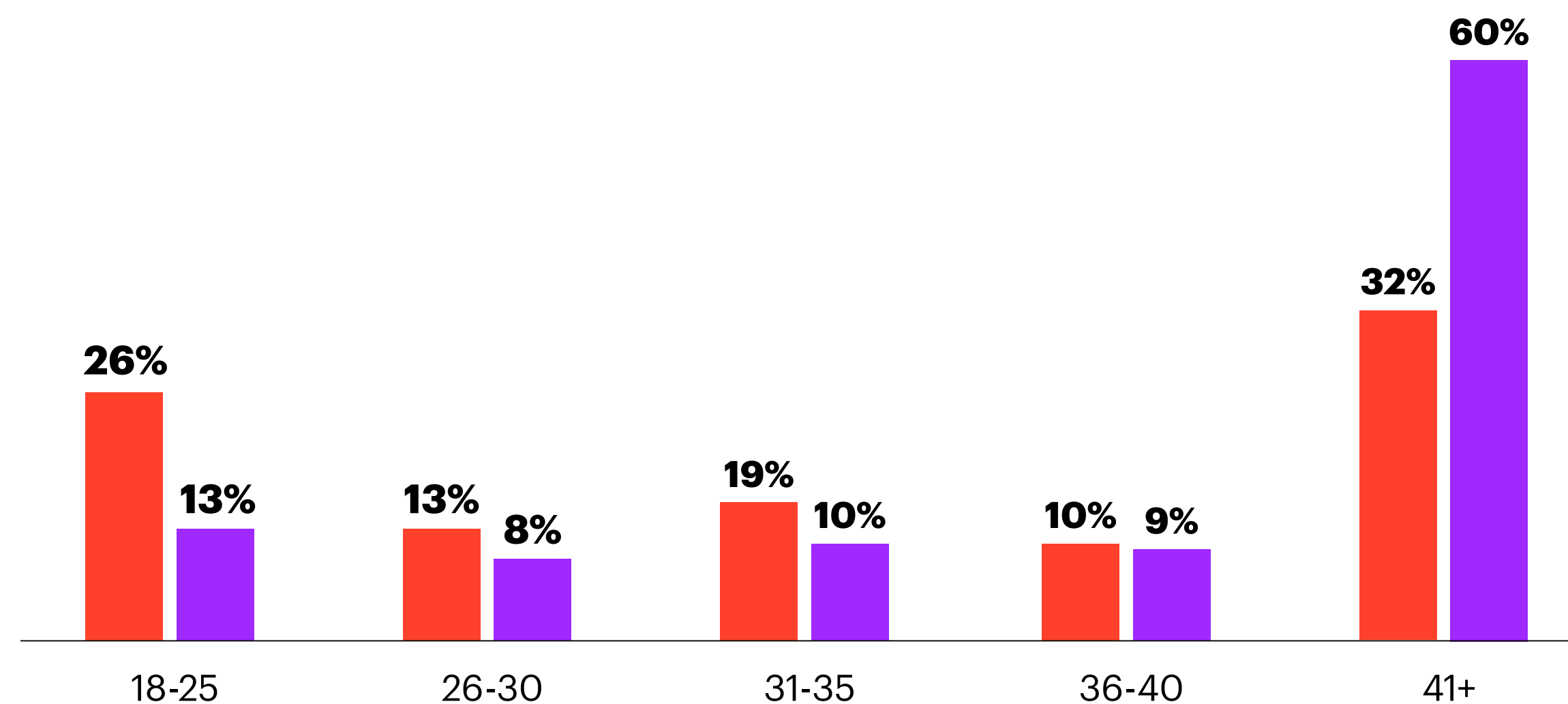
▶ **42%** of American adults play mobile games for at least an hour per week.  
**Our report focuses on this group.**



Age ☒

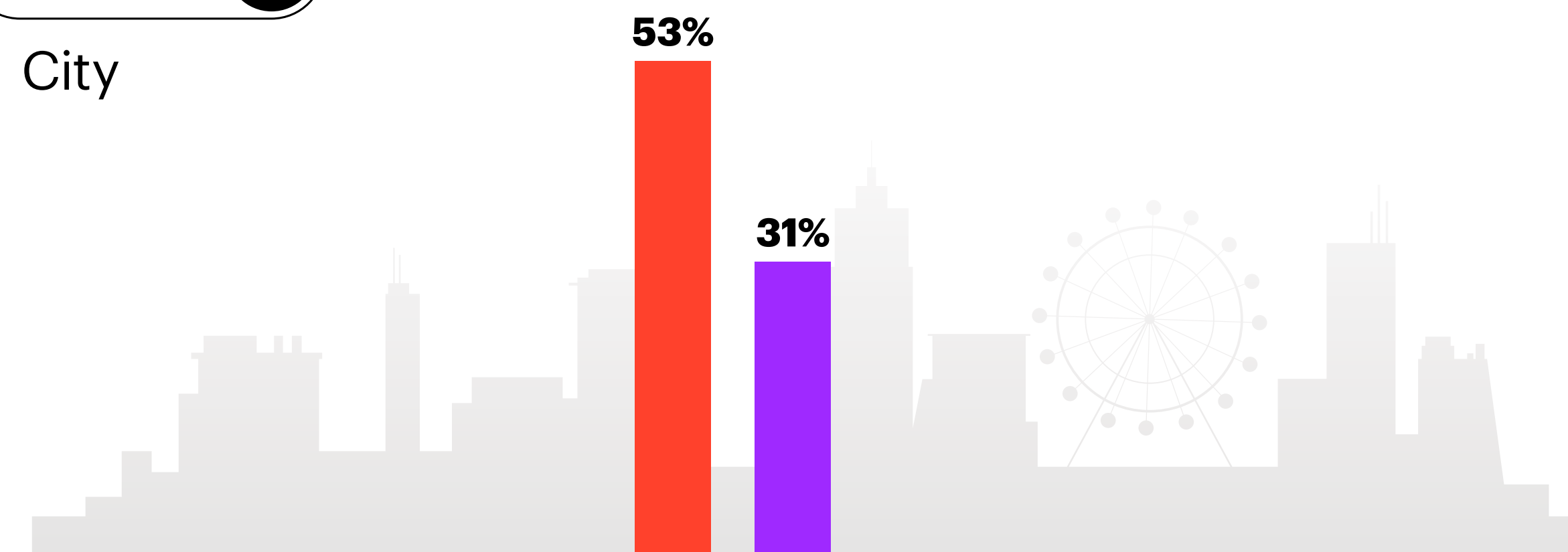
Mobile gamers

Nat Rep



Location ☒

City



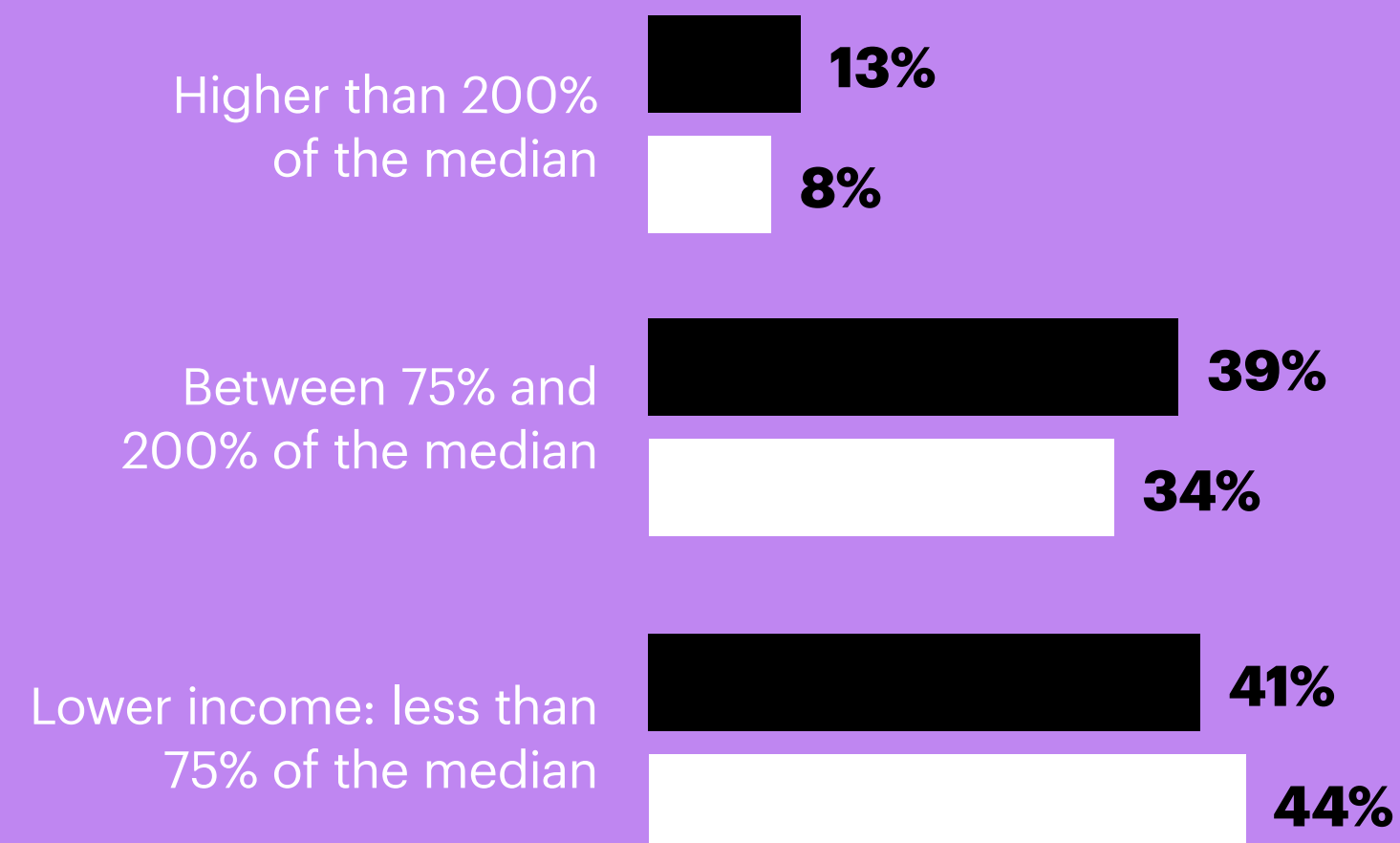


# ► Finances

**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?



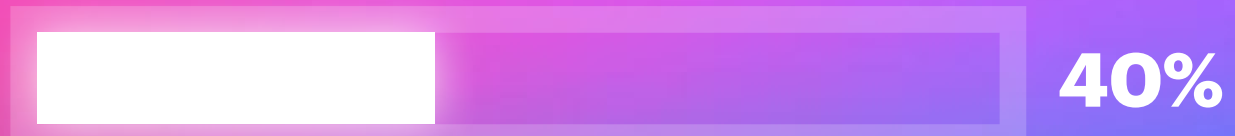
To relax and wind down

Mobile gamers



53%

Nat Rep

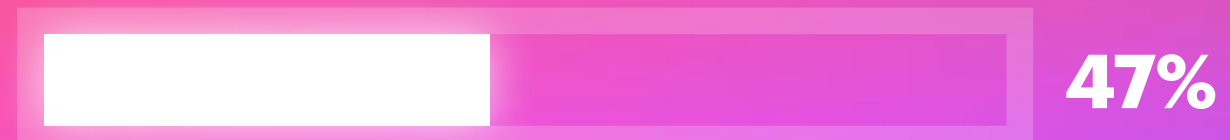


40%



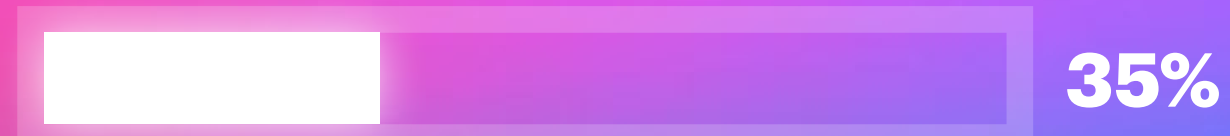
To pass the time

Mobile gamers



47%

Nat Rep

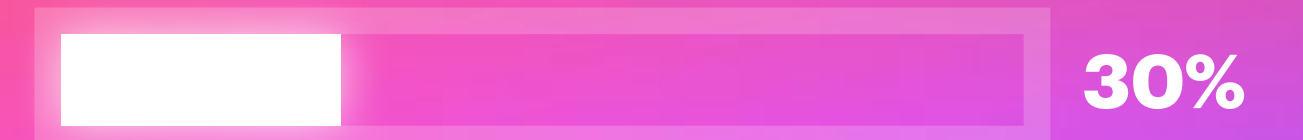


35%



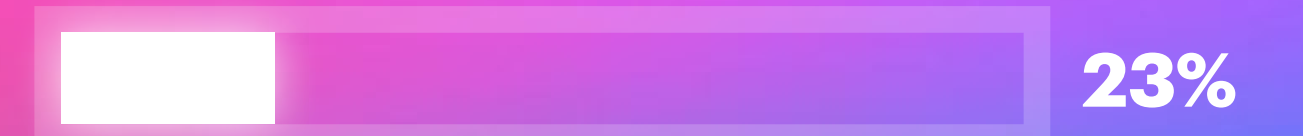
To escape reality for a while

Mobile gamers



30%

Nat Rep



23%

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



# ➤ Different gamers need different advertisers

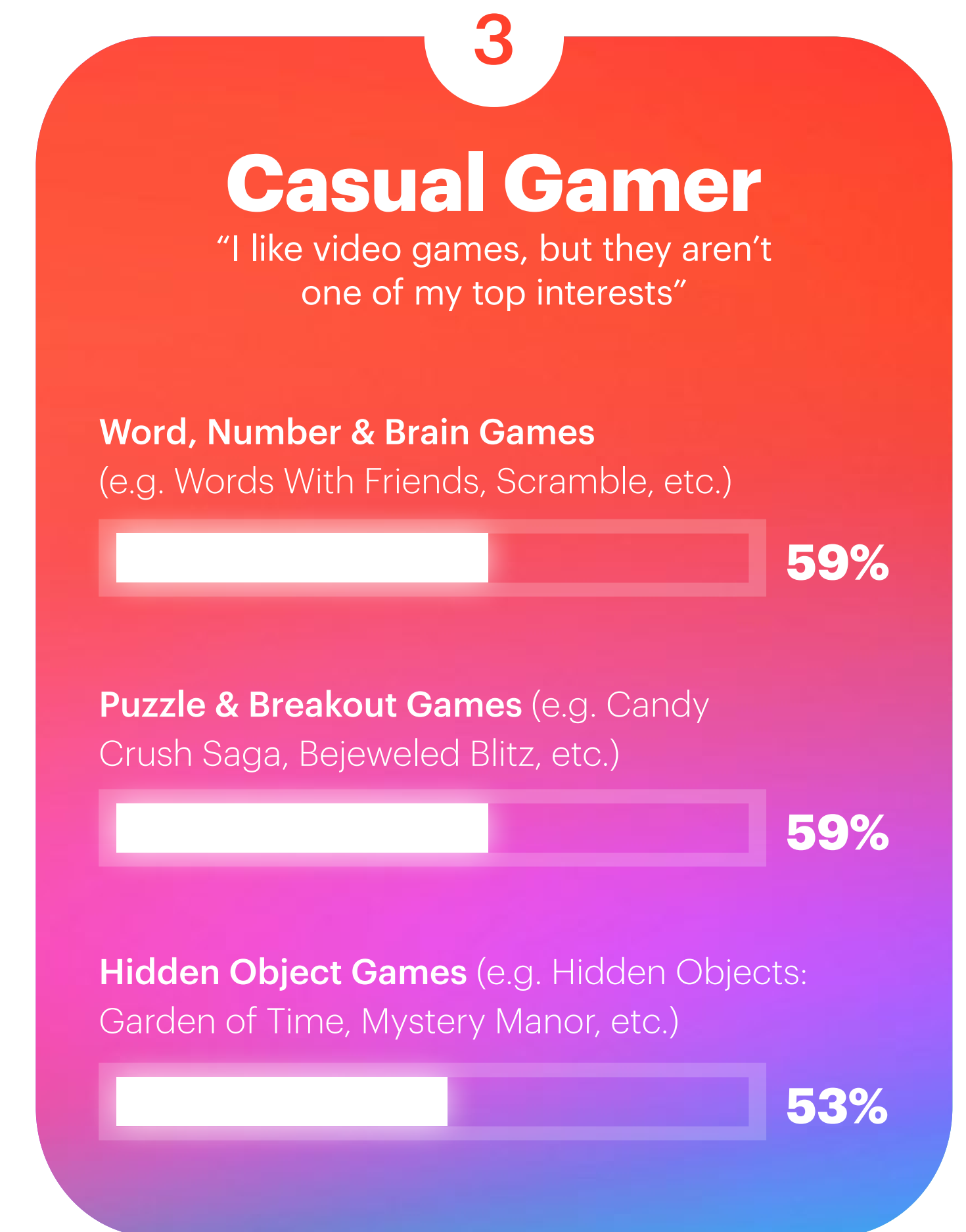
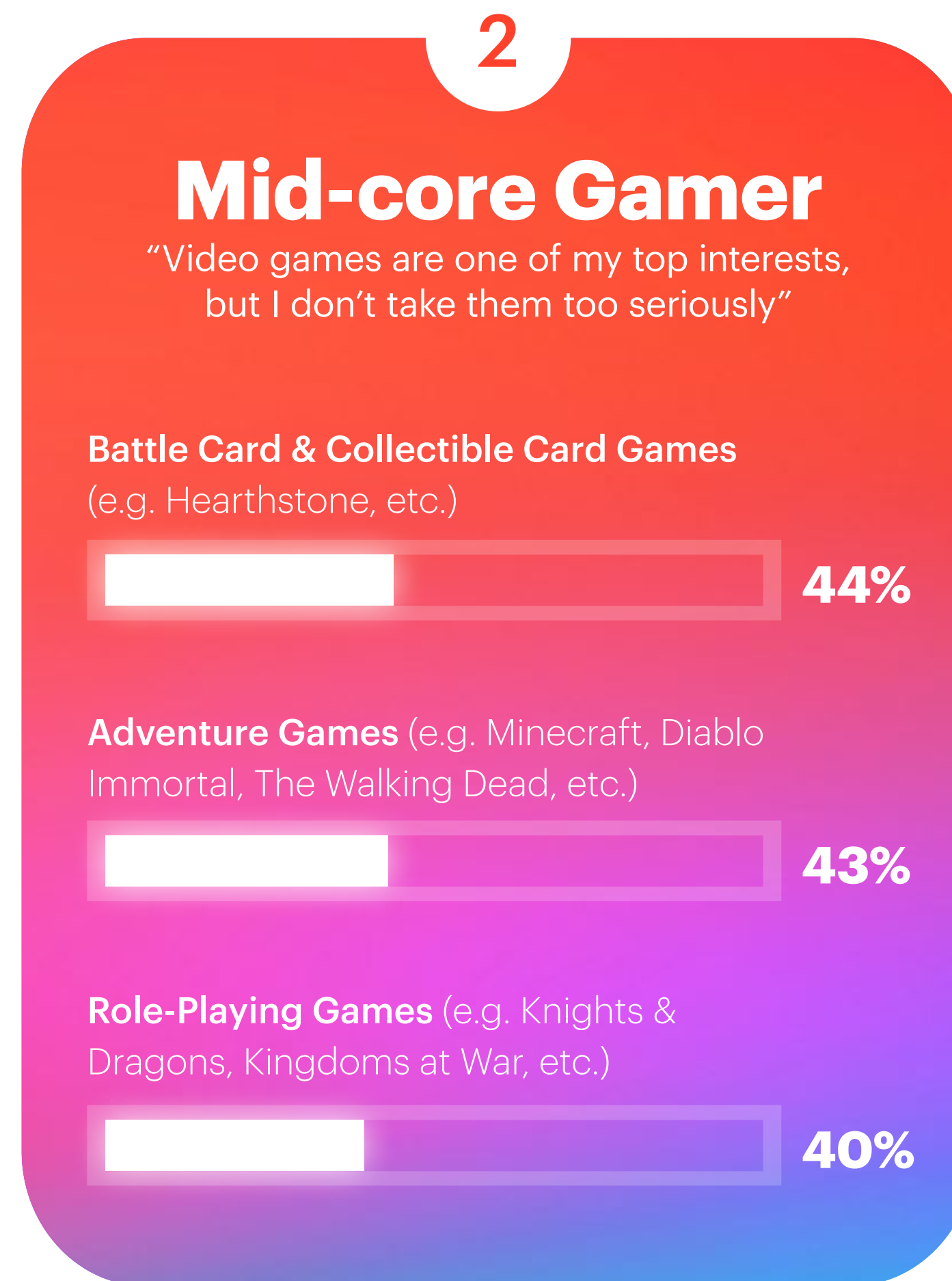
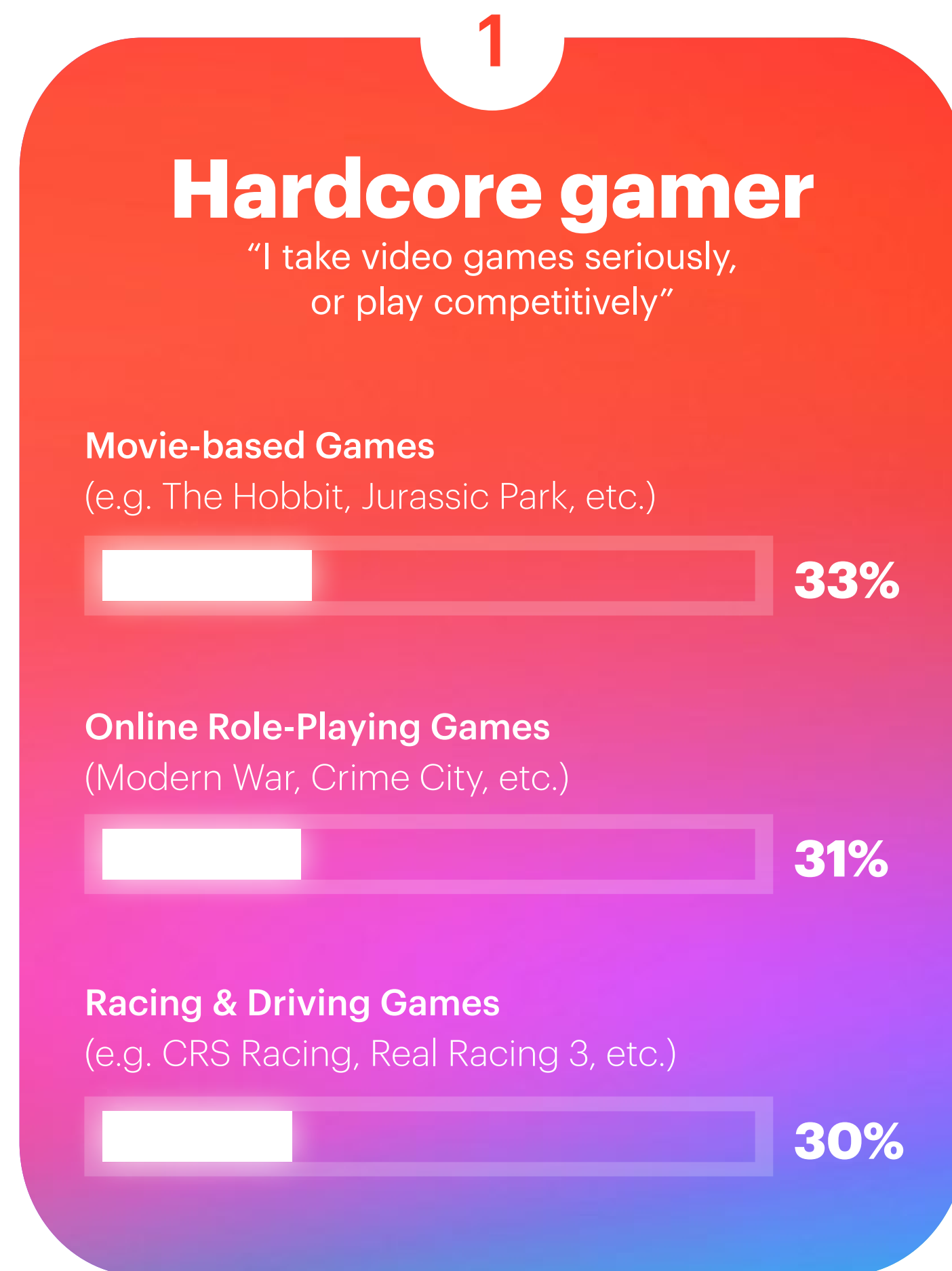
Using **YouGov Profiles**, we took a deeper look at mobile gamers. What types of gamers play each genre of game? How much do they play? Are there products or services that adventure gamers are more likely to spend money on than people who play word games?





# Three levels of mobile gamers

What are their favorite types of games?





1

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# Adventure Games

**14%** of US mobile gamers play Adventure games.



Adventure Mobile Gamers

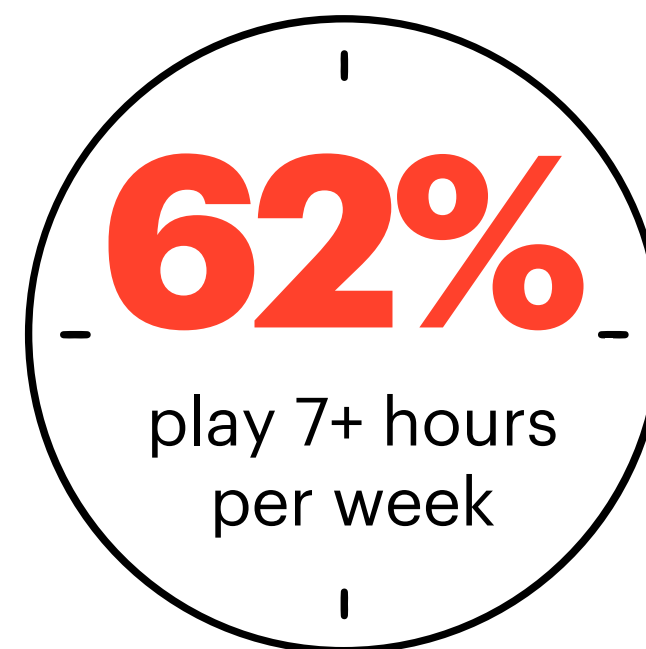


Nat Rep

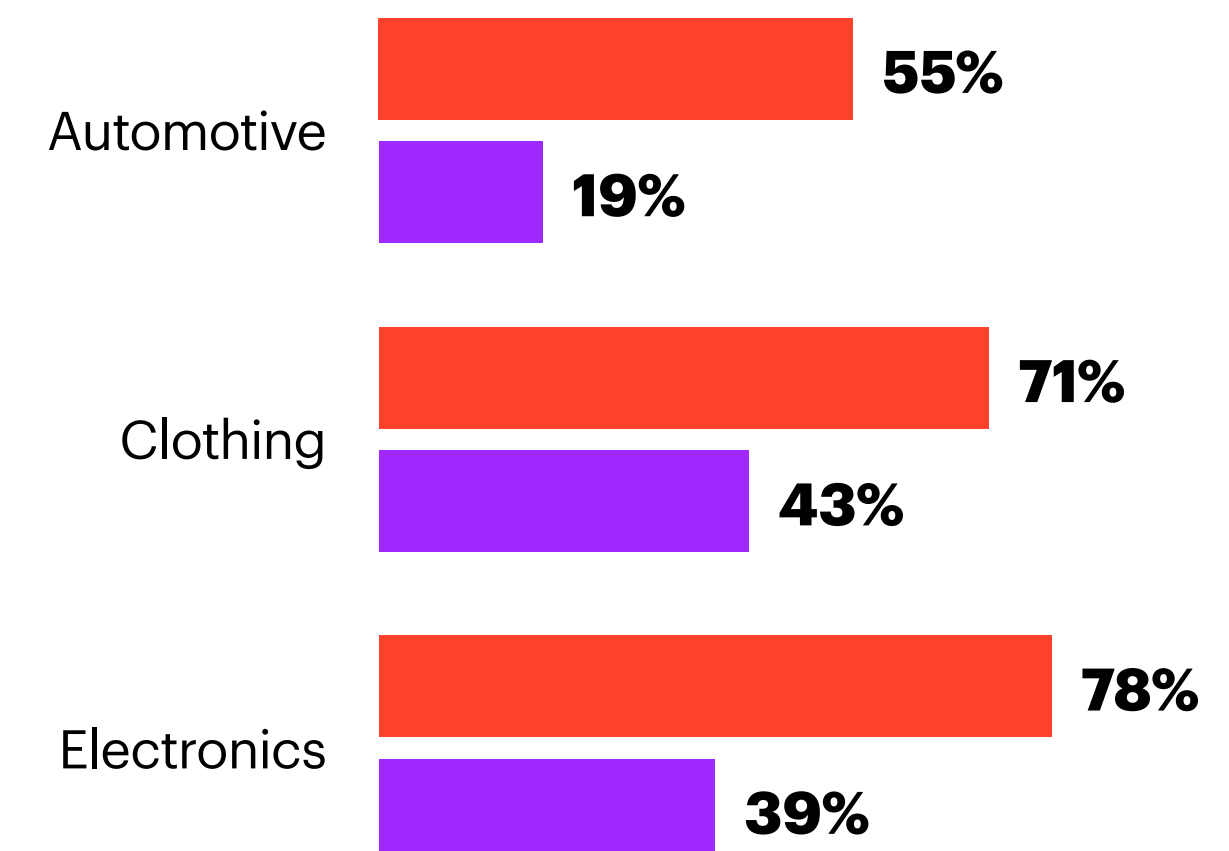
## They identify as...



## They invest time in mobile games...



## And they're in the market for...





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# Battle Card & Collectible Card Games

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



Battle/Collectible Card Mobile Gamers

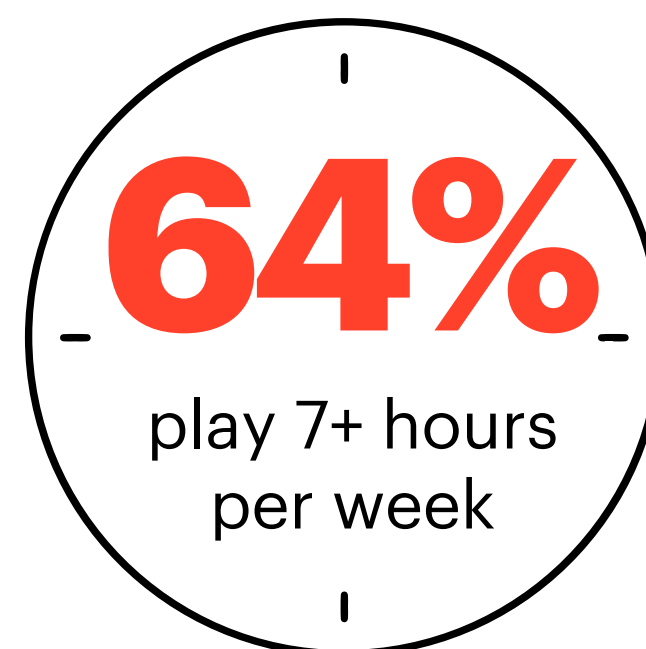


Nat Rep

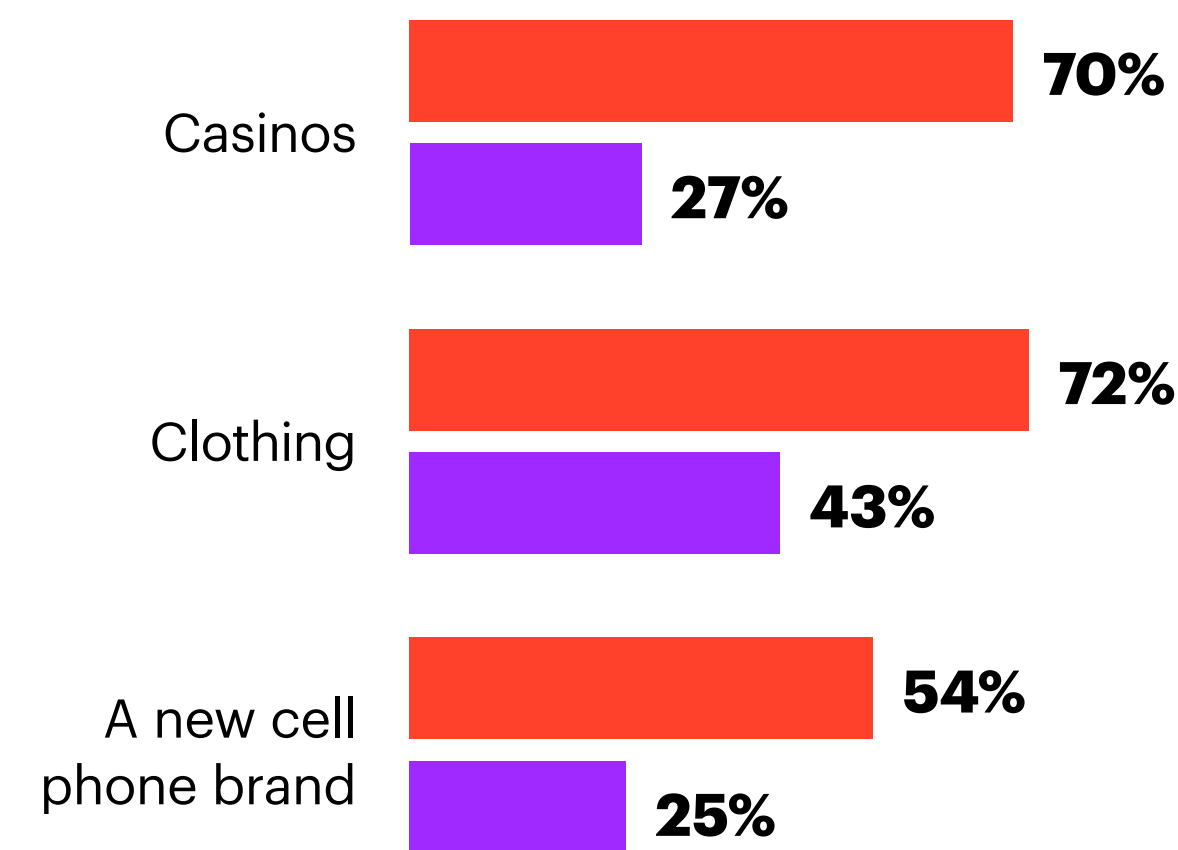
## They identify as...



## They invest time in mobile games...



## And they're in the market for...





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# Hidden Object Games

**11%** of US mobile gamers play Hidden Object games.



Hidden Object Mobile Gamers

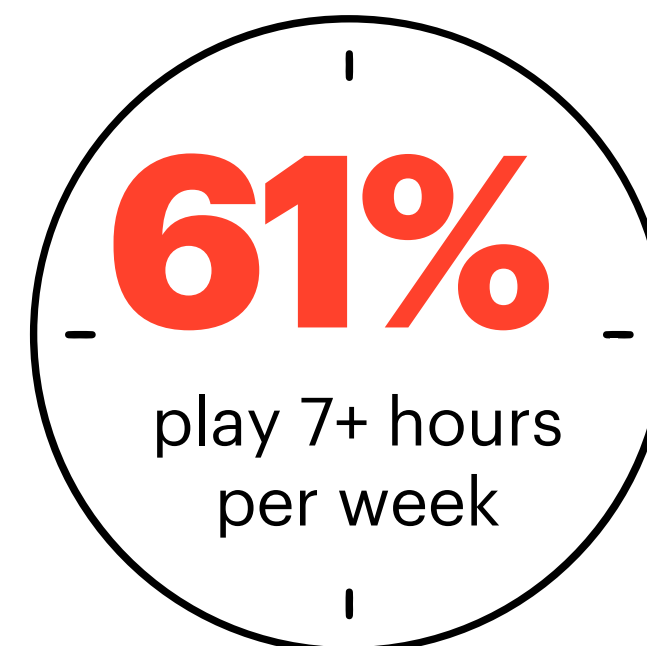


Nat Rep

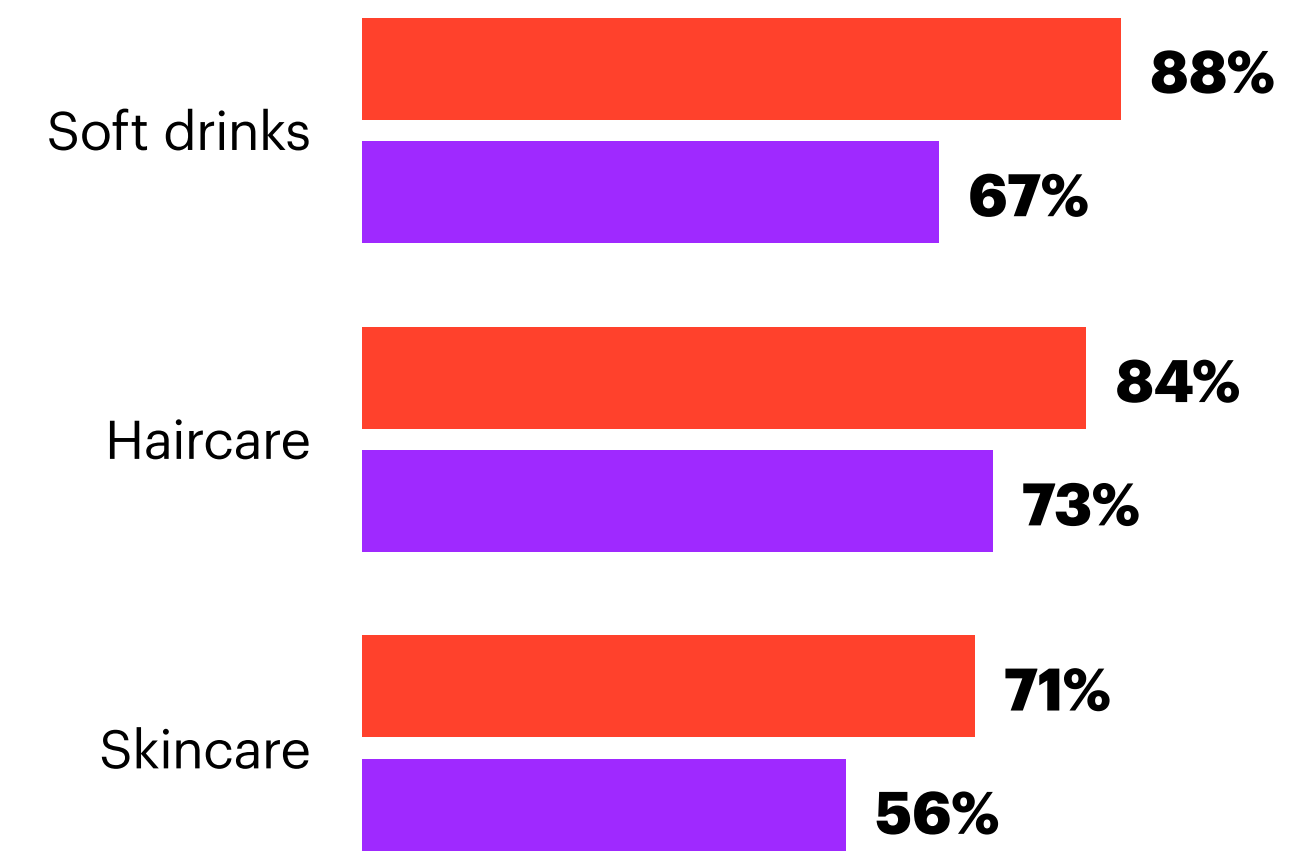
## They identify as...



## They invest time in mobile games...



## And they're in the market for...





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# Movie-based Games

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



Movie-based Mobile Gamers



Nat Rep

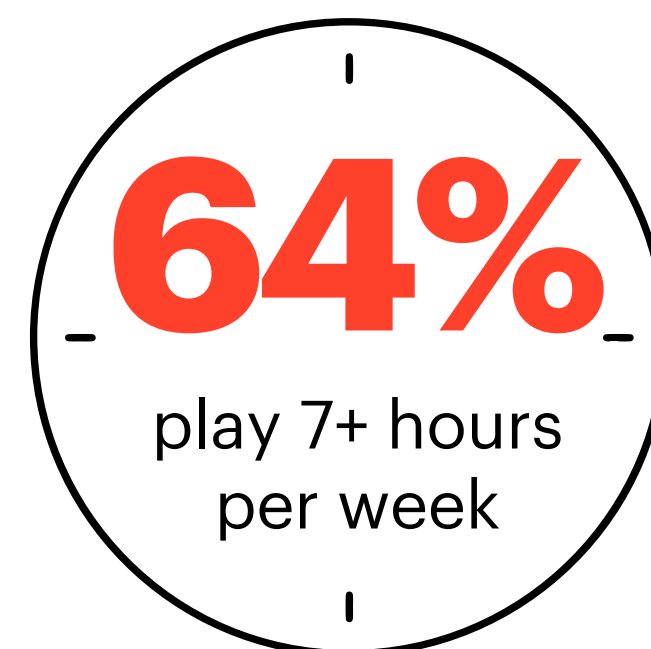
## They identify as...

Hardcore gamers **33%**

Mid-core gamers **35%**

Casual gamers **29%**

## They invest time in mobile games...



## And they're in the market for...

Soft drinks

**92%**

Appliance

**67%**

Financial products

**70%**

**23%**

**60%**

**25%**



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# Online Role-Playing Games

**5%** of US mobile gamers play Online RPGs.



Online RPG Mobile Gamers

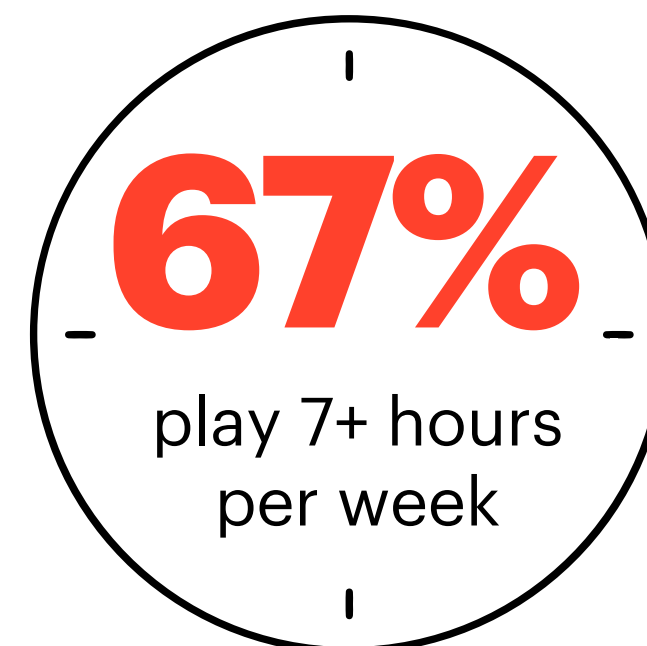


Nat Rep

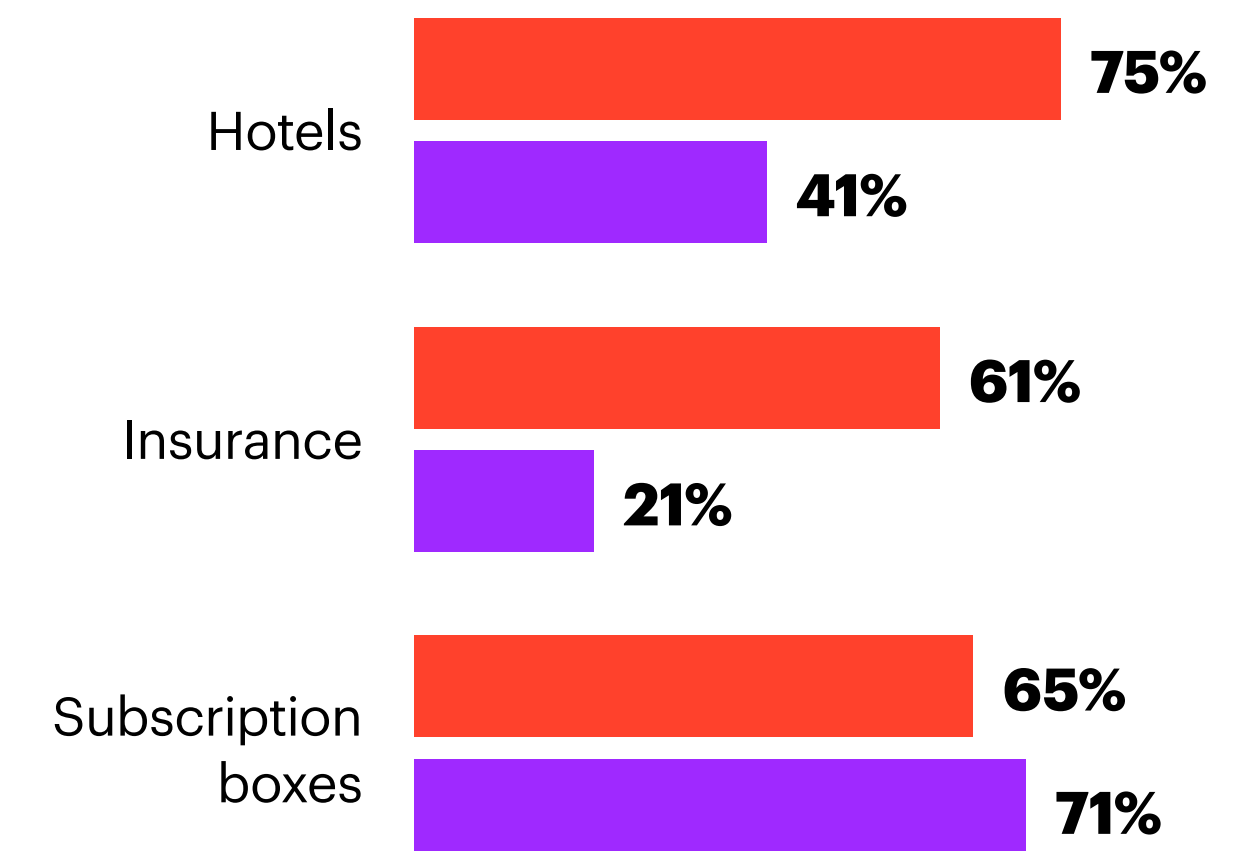
## They identify as...



## They invest time in mobile games...



## And they're in the market for...





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# Puzzle & Breakout Games

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



Puzzle/Breakout Mobile Gamers



Nat Rep

They identify as...

Hardcore gamers



**6%**

Mid-core gamers



**24%**

Casual gamers



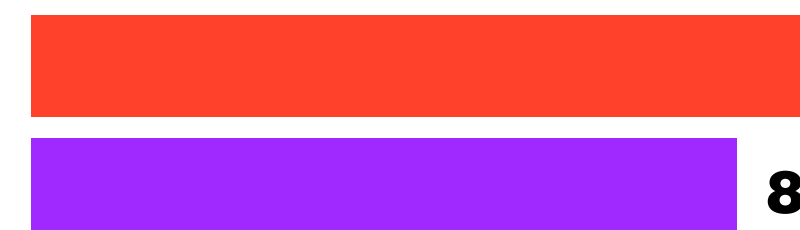
**59%**

They invest time in  
mobile games...



And they're in the market for...

Department  
stores



**91%**

**82%**

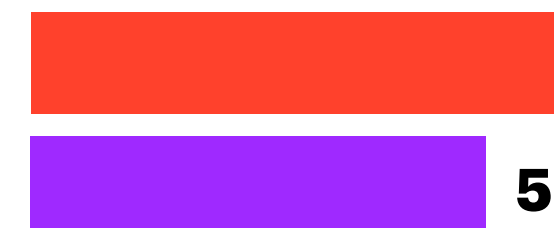
Haircare



**83%**

**73%**

Medicine



**63%**

**53%**



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# Racing & Driving Games

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

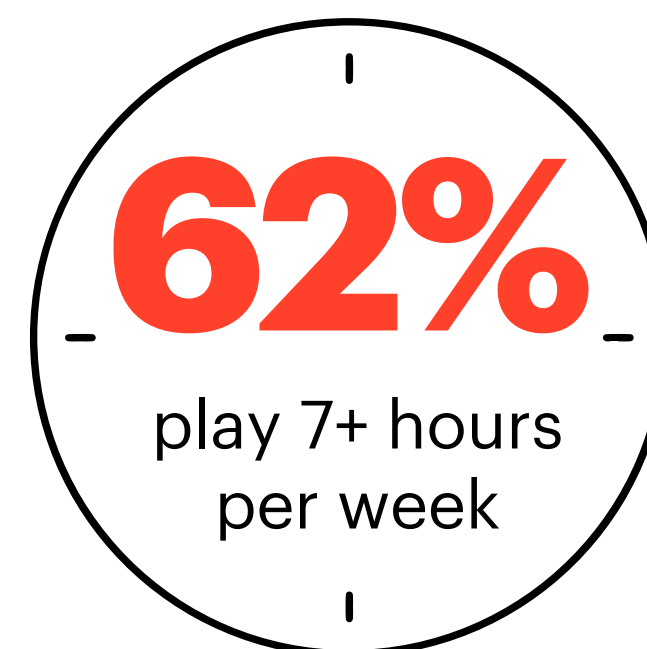
● Racing/Driving Mobile Gamers

● Nat Rep

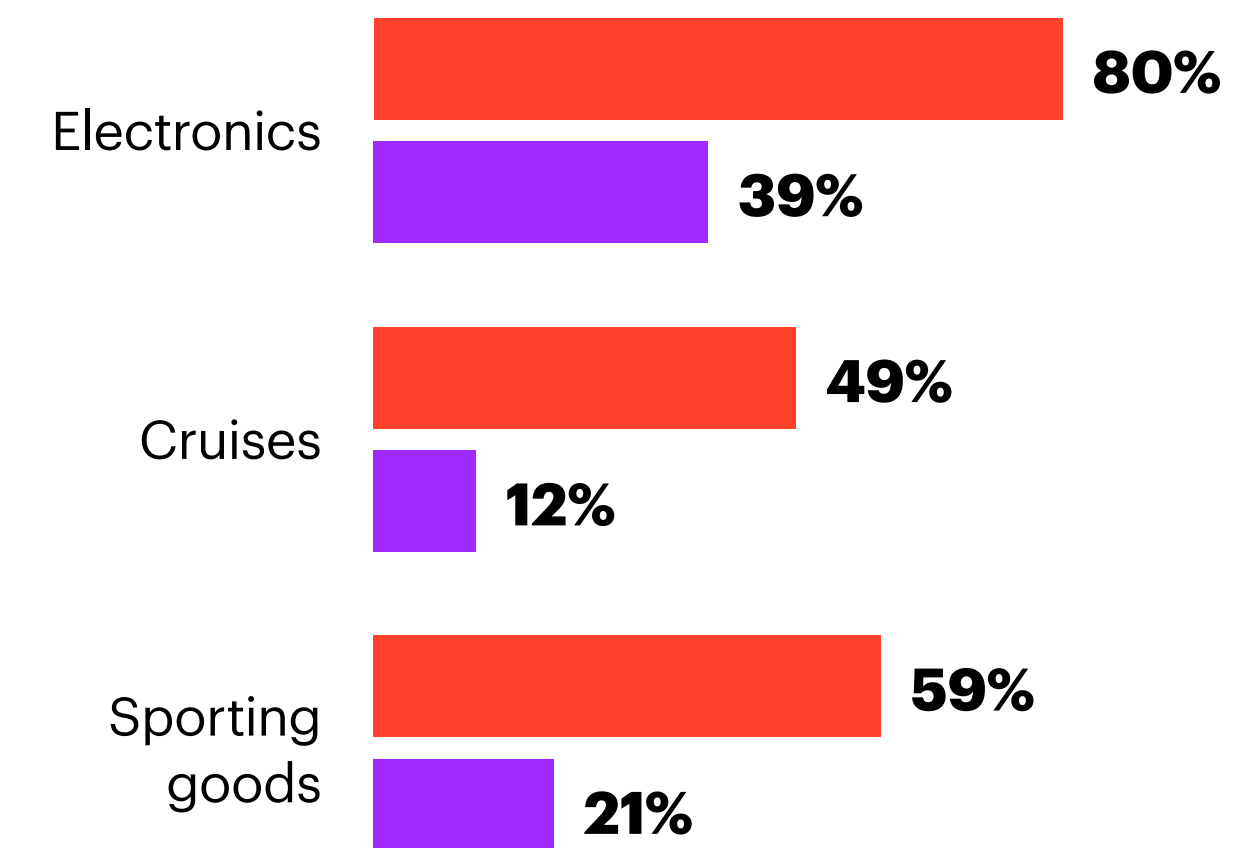
## They identify as...



## They invest time in mobile games...



## And they're in the market for...





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# Role-Playing Games

**7%** of US mobile gamers play offline RPGs.



RPG Mobile Gamers

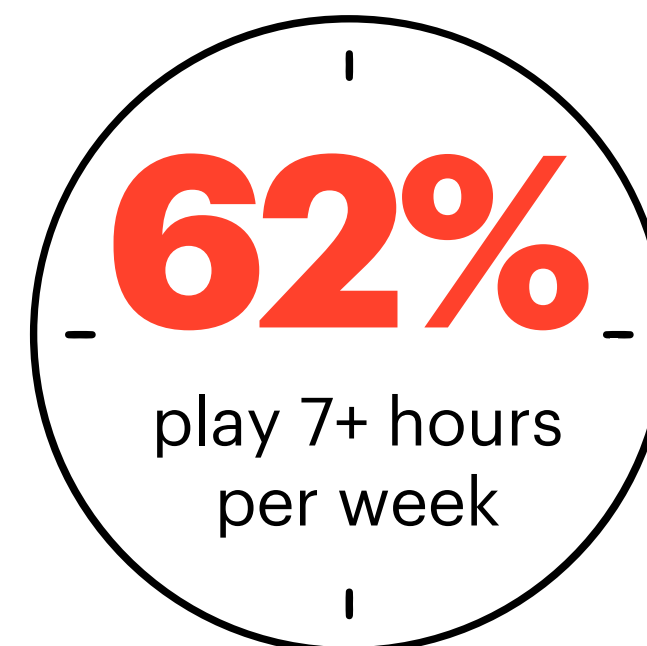


Nat Rep

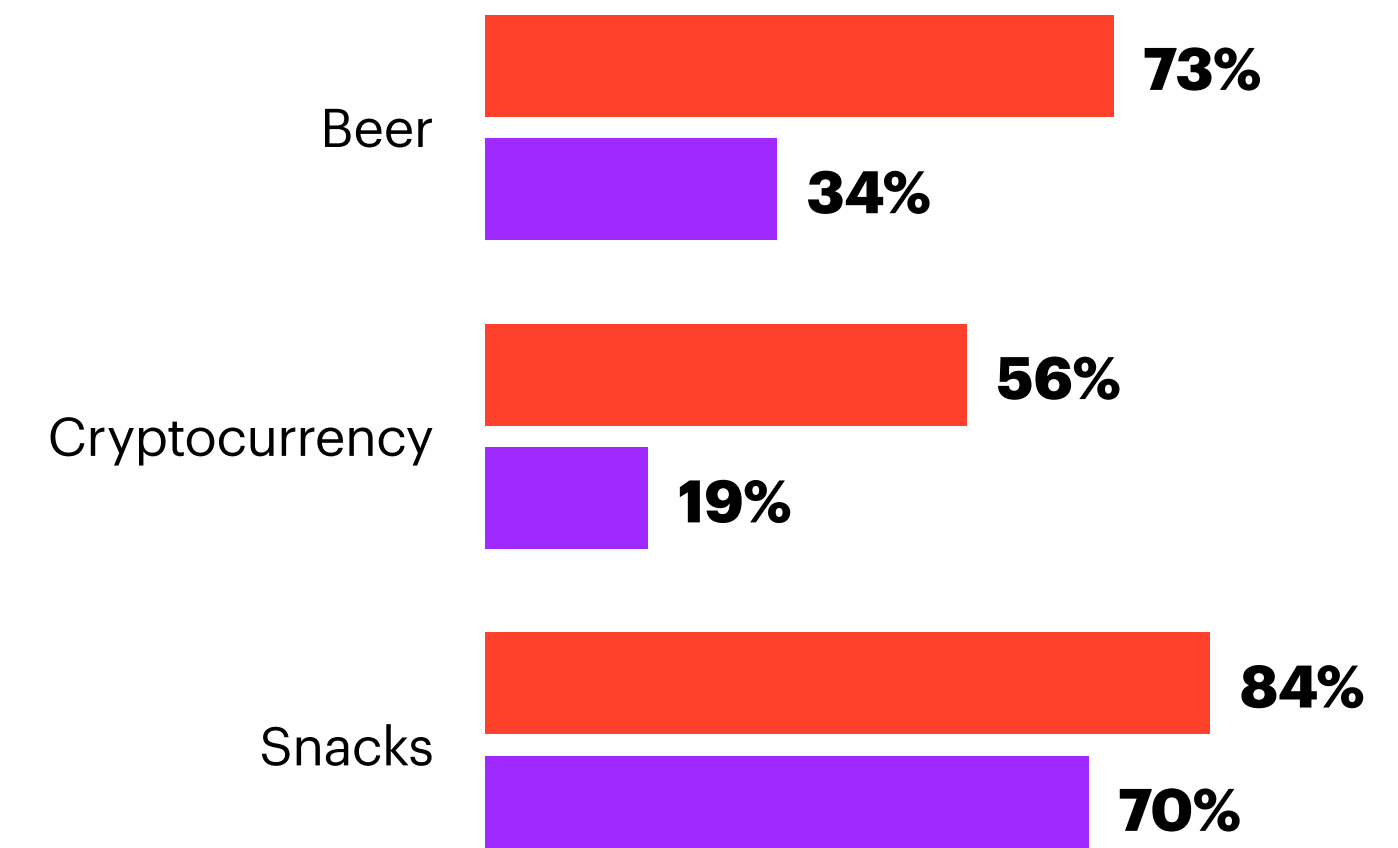
## They identify as...



## They invest time in mobile games...



## And they're in the market for...





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# Word, Number & Brain Games

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



Word/Number/Brain Mobile Gamers

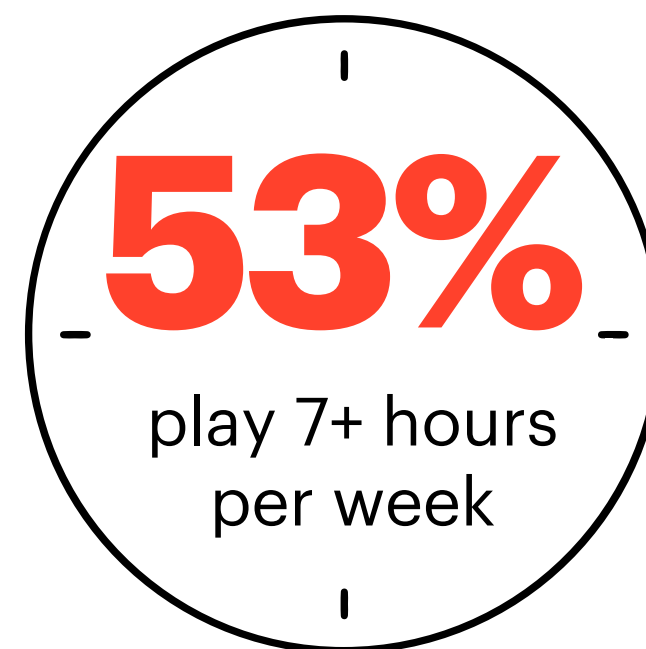


Nat Rep

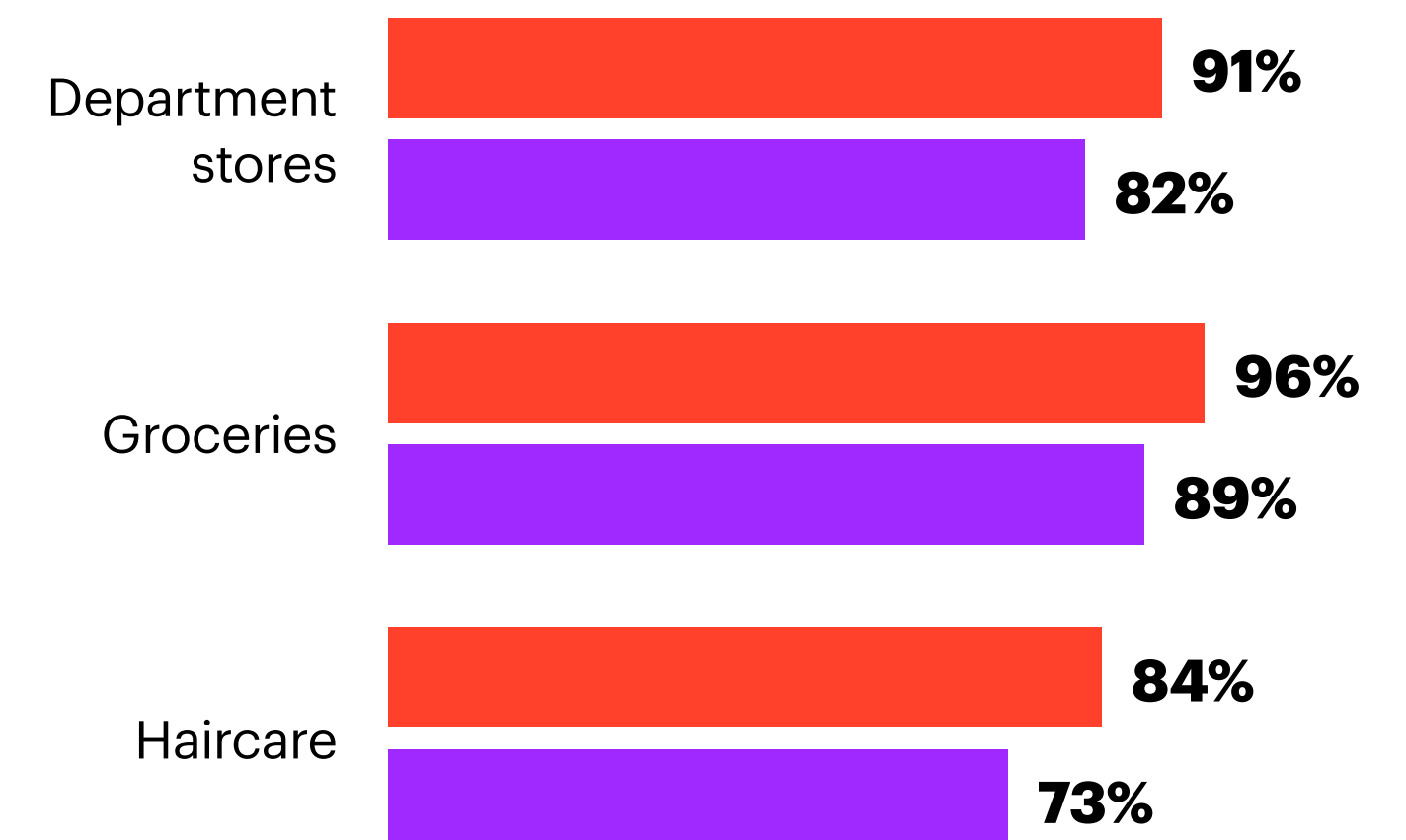
## They identify as...



## 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



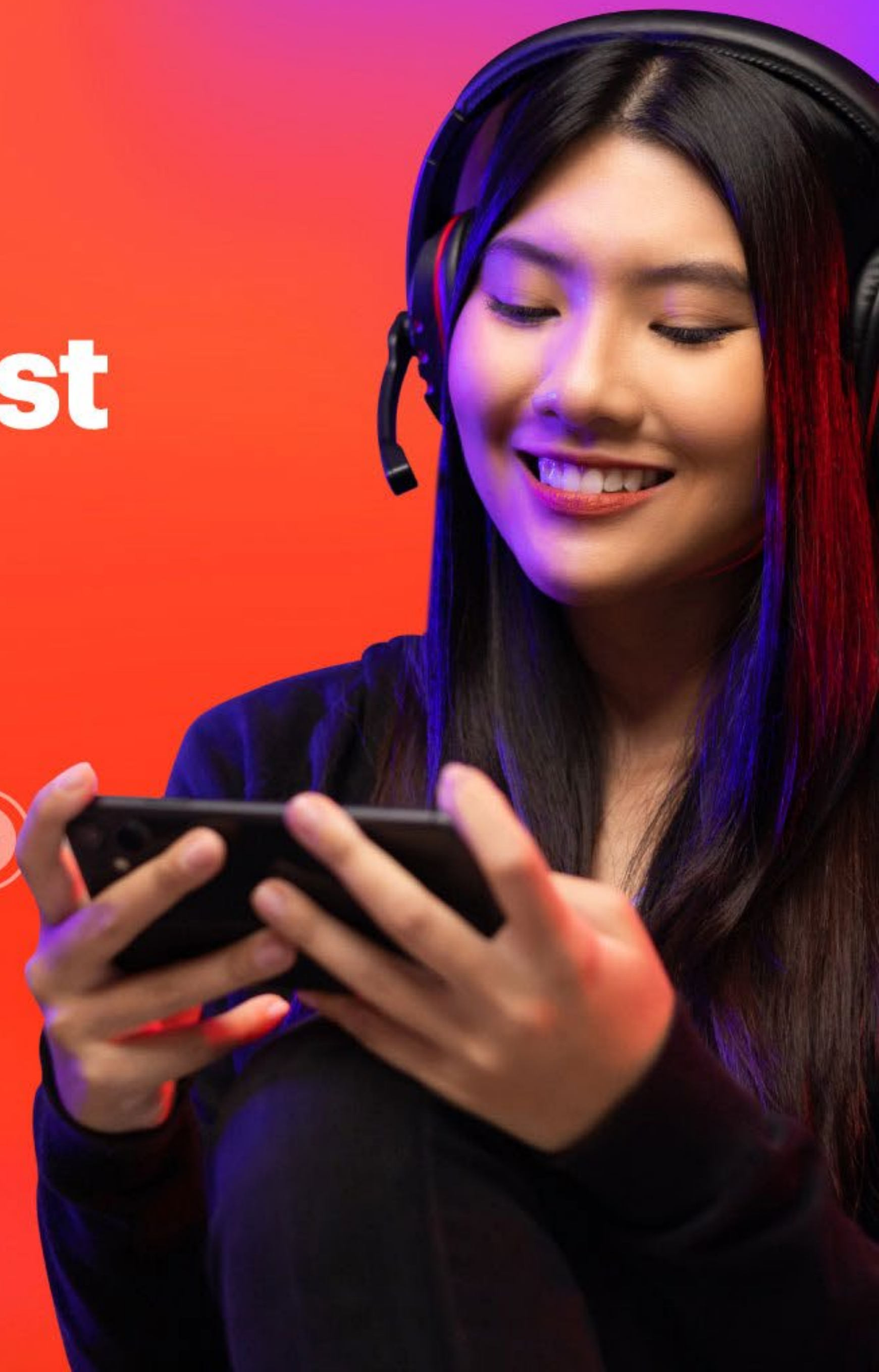
Attitudes advertising



Media consumption



[Explore your audience >](#)





# Thank you

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