

GAMEHOUSE[®]
We all need our game time!



Me Time - Game Time
GameHouse Consumer Research
March, 2023

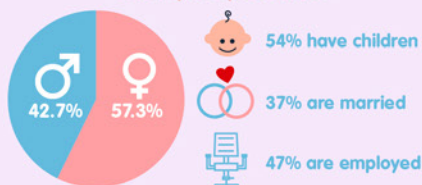




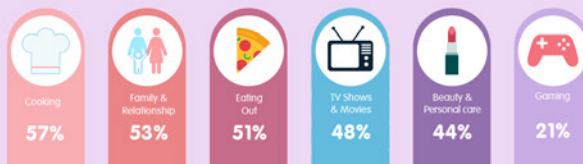
More than **67%** of Women Globally say that Mobile Gaming Provides A Vital Means to Escape the Daily Grind

A staggering **74% of women** (compared to 71% of men) are playing mobile games, once - several times per day; with **more than 67%** quoting mobile gaming as a vital part of 'me time', a means to relax and unwind, according to a global survey by GameHouse.

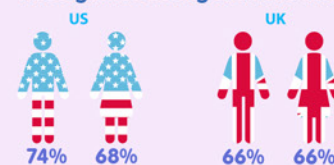
Survey respondents



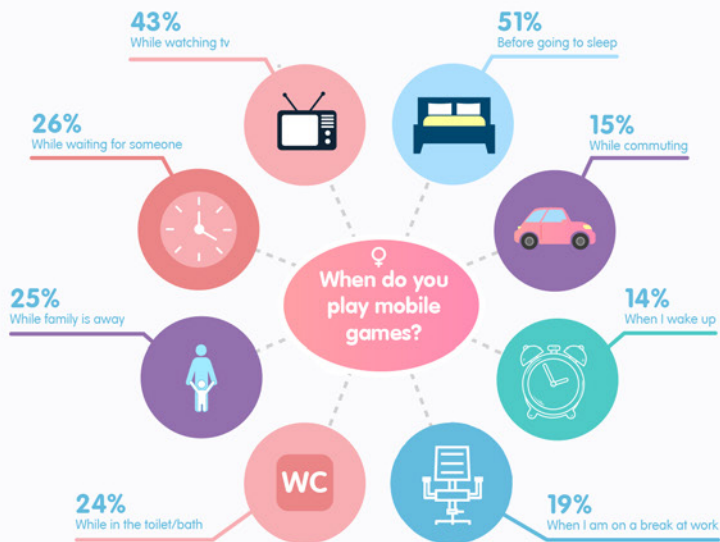
Top interests/hobbies/passions (♀)



Players who play mobile or other video games during their me time



When do you play mobile games?



How often do you play mobile or other video games?



Favourite games

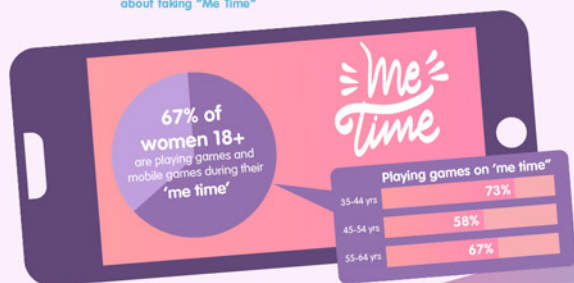
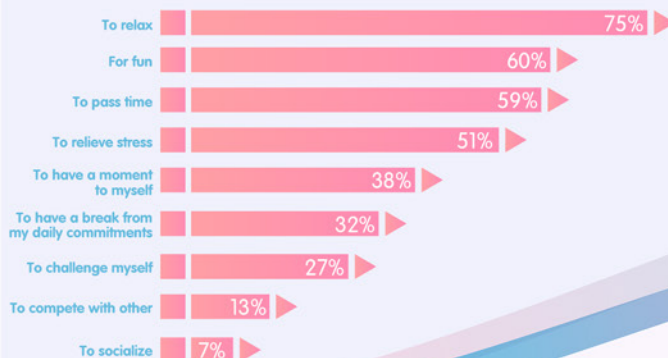
Women value problem solving, strategic thinking as well as the challenge and growing aspects of gaming the most, with problem solving quoted as the most engaging aspect of gaming for women.



Guilt



Why do you play games?





Me Time - Game Time

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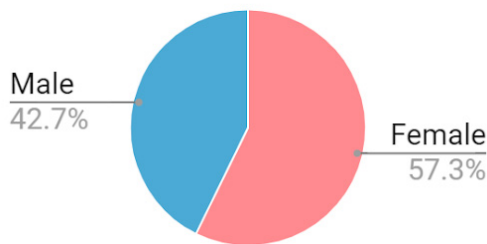
Women's 'Me Time' Resides on Mobile. For more than 70% of Women, Mobile Gaming Provides the Key Means to Relax and Unwind

Goal

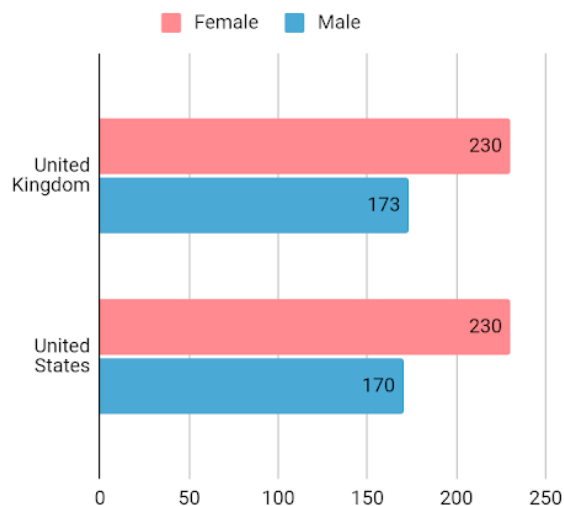
Over 800 US and UK consumers aged 18 yrs+ were surveyed about their interests, hobbies and passions, how they spend their 'me time', what creates the most valuable 'me time' experience and how their mobile devices and mobile gaming factor into this. The survey was carried out on an external market research provider platform, Pollfish, that has access to over 250 million+ consumers around the world.

Demographics

Female vs male ratio

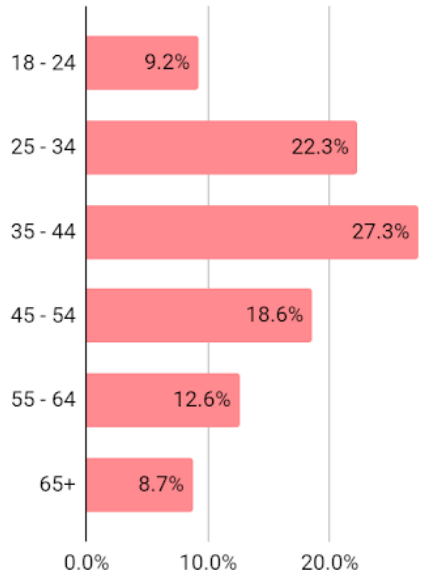


Distribution by gender and country

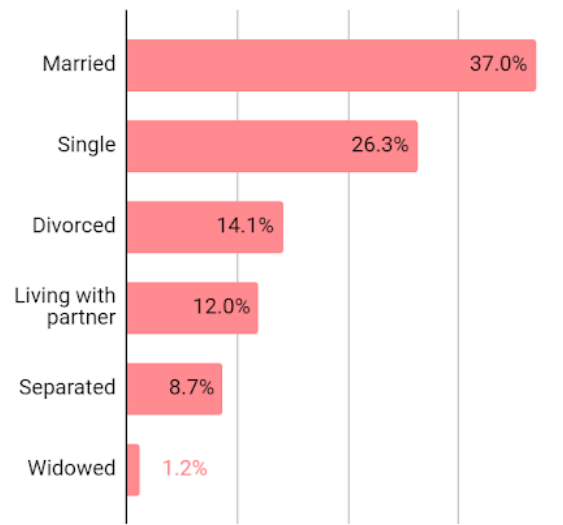




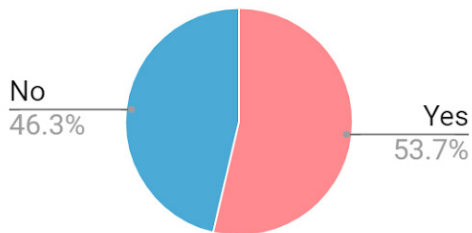
Age distribution



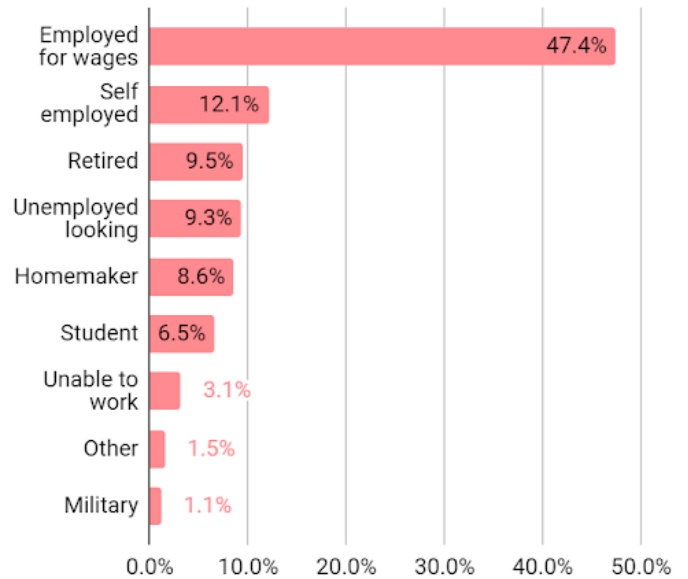
Relationship status



Do you have children?



Occupational status

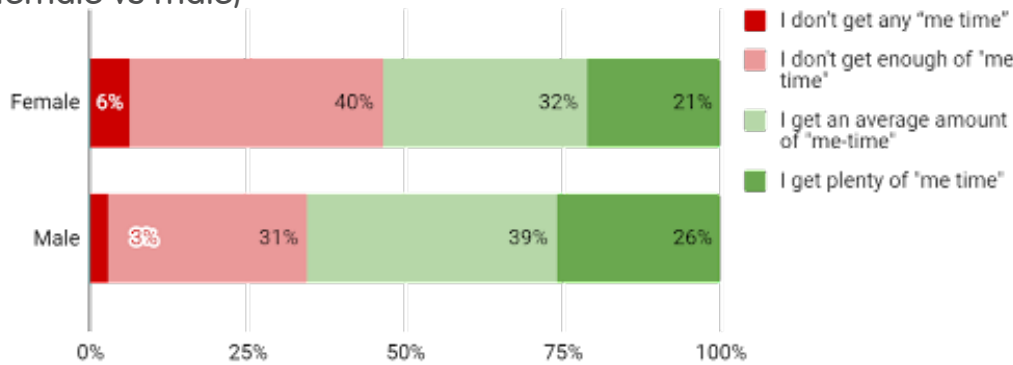




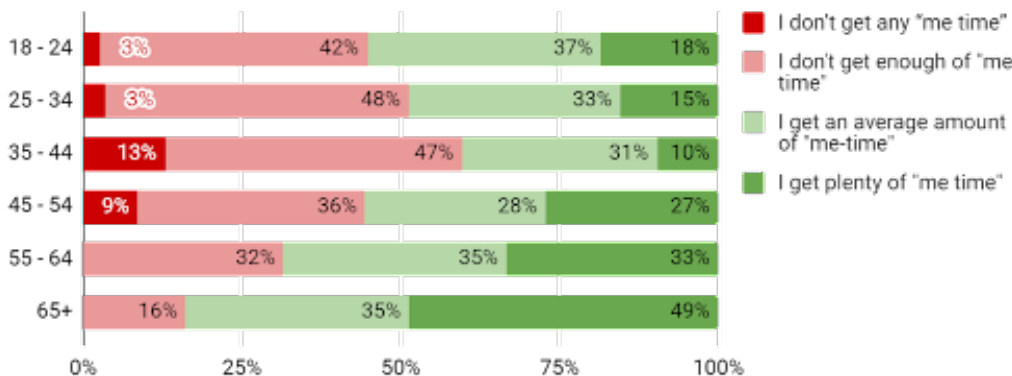
'Me time'

'Me time' for women represents time for themselves, quoting "time that is just for me doing something I love and not being stressed out or doing things for others" or just time they can decide to do nothing at all, quoting "time where I don't have to think about or do anything for anyone else. I can focus on what I like to do, or do nothing at all". 46% percent of women aged 18 yrs+ feel they don't get enough or any 'me time', with just 32% saying they get an average amount. Within this 60% of 35-44 year olds say they don't get enough or any 'me time'. Women in general mostly get their 'me time' in the evenings or weekends. Kids play a bigger role in when women get their me time, quoting "I get my me time when the kids go to bed", while for men, kids are mentioned almost 7 times less.

How do you feel about the amount of "me time" that you get?
(female vs male)

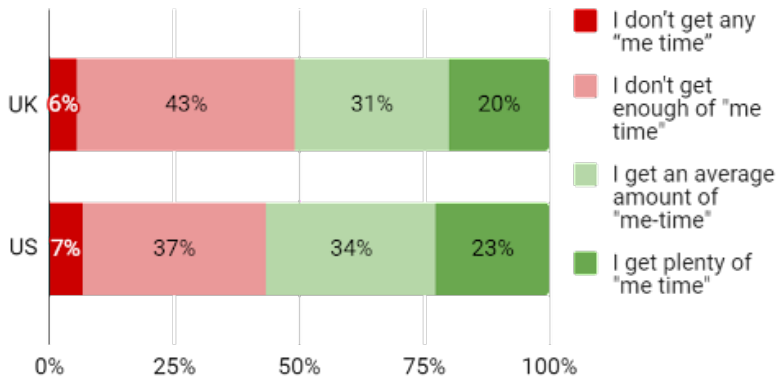


How do you feel about the amount of "me time" that you get?
(female only, by age)

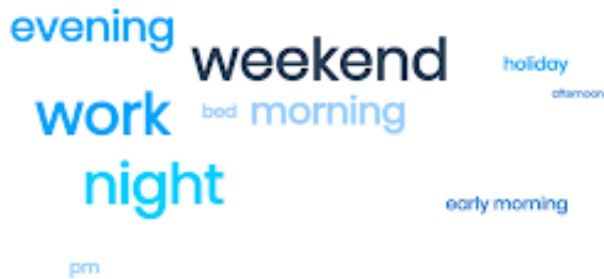




How do you feel about the amount of “me time” that you get?
(female only; UK vs US)



When do you usually get your “me time”? (male)



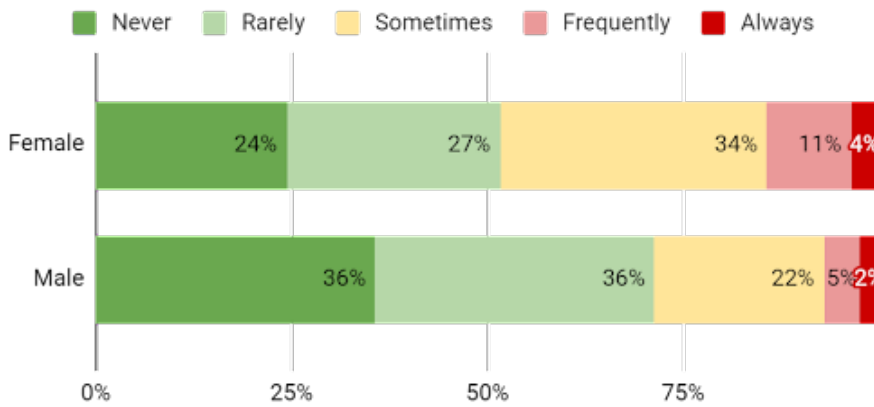
When do you usually get your “me time”? (female)



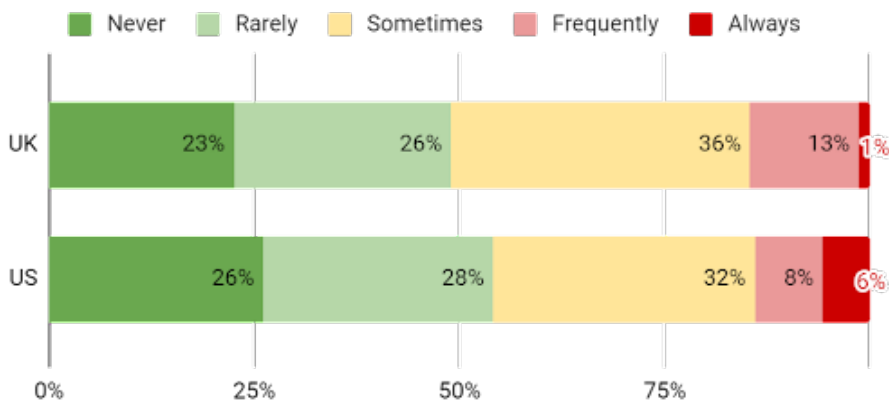


34% of women say that they sometimes feel guilty about taking their 'me time'; with 15% frequently or always feeling guilty, compared to just 7% of men. Interestingly, guilt around spending time on their mobile device almost doubles between US and UK women, at UK - 21% feeling guilty, US - 10%.

Please rate the following statement: "I feel guilty when taking my "me time" (female vs male)

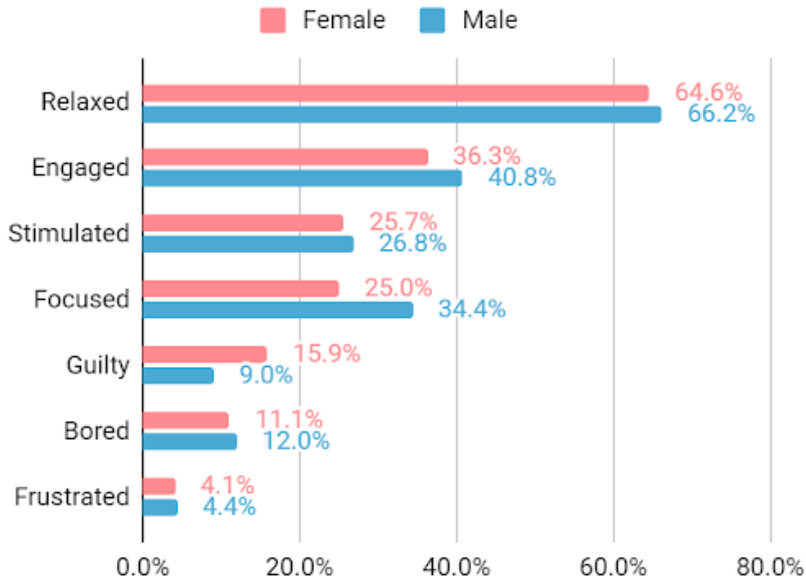


Please rate the following statement: "I feel guilty when taking my "me time" (female only, UK vs US)

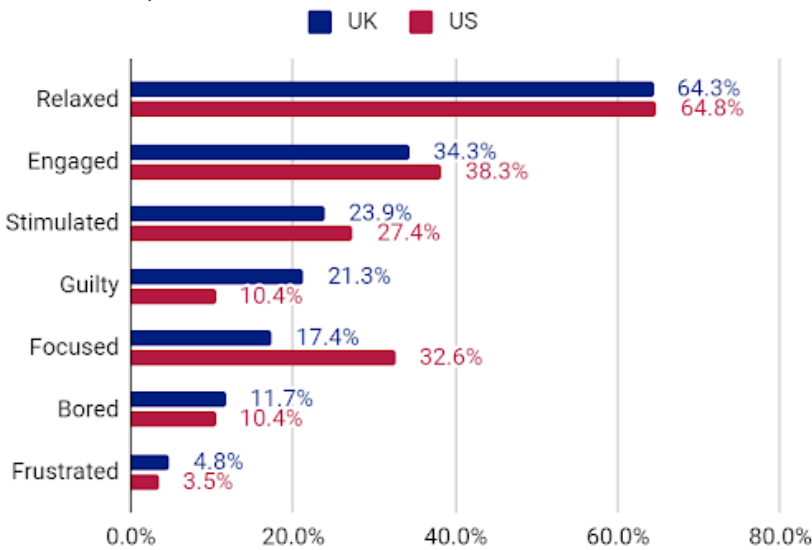




How do you feel when you spend time on your mobile device?
(female vs male)



How do you feel when you spend time on your mobile device?
(female only; UK vs US)



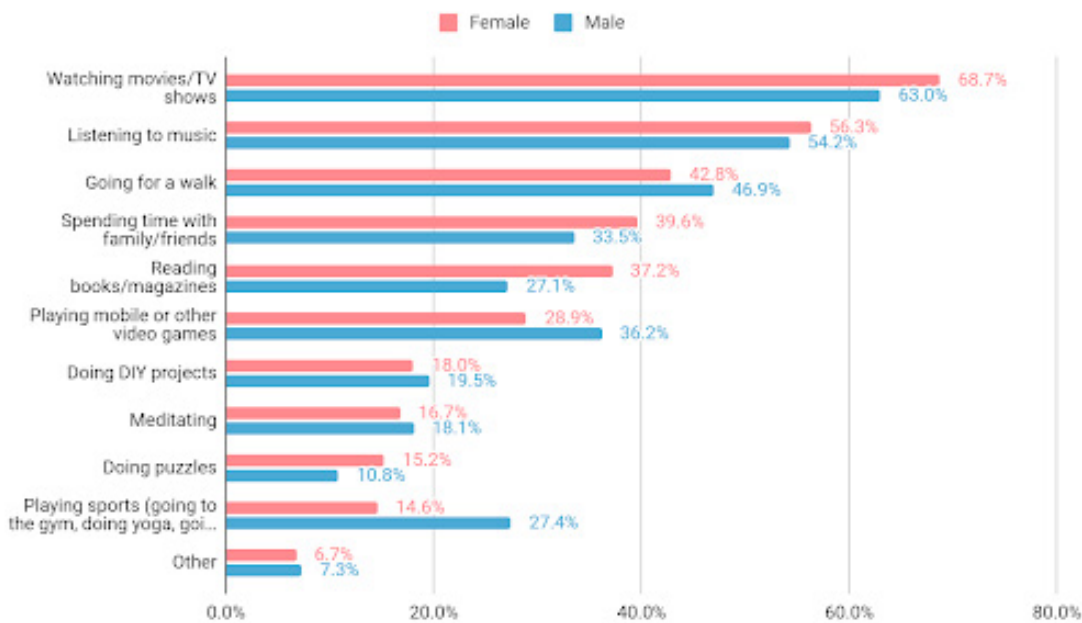


Where watching TV and listening to music remain big hitters for women wanting to switch off and take time for themselves, today 67% of women 18 yrs+ are playing games and mobile games during their 'me time', with an astounding 29% quoting playing games as their favorite way to spend time alone, unwind and relax.

Within this:

- 35 - 44 yr olds, 59.7% of respondents spend their 'me time' listening to music, 33.1% playing games, 21% doing DIY
- 45 - 54 yr olds - 24.7% enjoy playing games
- 55 - 64 21.1% enjoy playing games in their 'me time'
- Amongst all means of relaxation and entertainment, for women aged 18 yrs+, gaming ranked the sixth most popular way to relax and unwind.

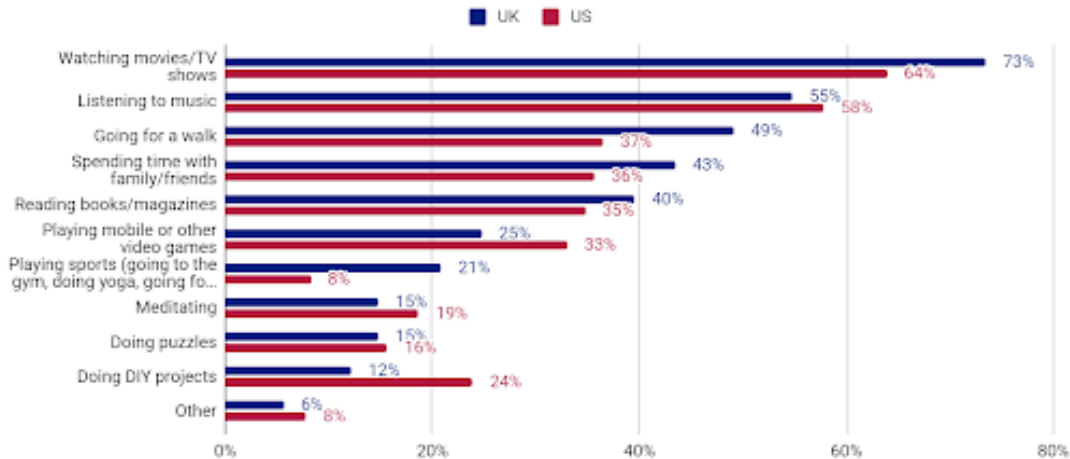
Favorite way to spend your time (female vs male)





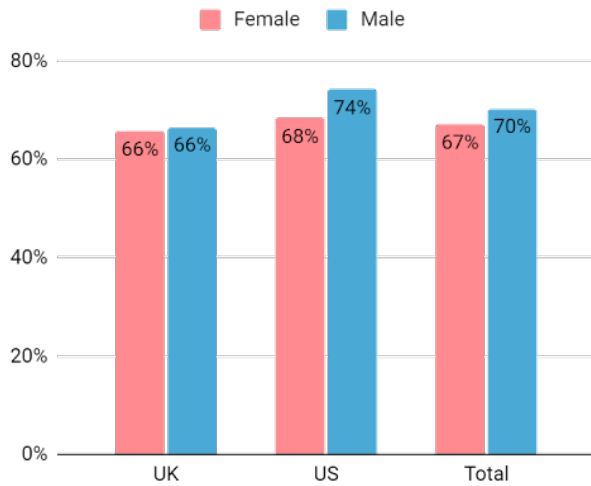
What is your favorite way to spend your “me time”? (female only, by age)	18-24	25-34	35-44	45-54	55-64	65+
Watching movies/TV shows	73.7%	74.4%	66.1%	69.1%	63.2%	64.9%
Listening to music	55.3%	65.0%	59.7%	51.9%	47.4%	35.1%
Going for a walk	28.9%	43.6%	44.4	39.5%	49.1%	45.9%
Spending time with family/friends	34.2%	41.9%	41.1%	35.8%	38.6%	45.9%
Reading books/magazines	21.1%	38.5%	31.5%	35.8%	47.4%	56.8%
Playing mobile or other video games	28.9%	38.5%	33.1%	24.7%	21.1%	5.4%
Doing DIY projects	13.2%	22.2%	21.0%	13.6%	15.8%	13.5%
Meditating	15.8%	19.7%	21.0%	16.0%	3.5%	10.8%
Doing puzzles	10.5%	16.2%	12.1%	8.6%	22.8%	32.4%
Playing sports (going to the gym, doing yoga, going for a run, etc)	21.1%	23.1%	15.3%	8.6%	5.3%	5.4%
Other	13.2%	6.0%	4.8%	4.9%	8.8%	10.8%

What is your favorite way to spend your “me time”? (female only, UK vs US)

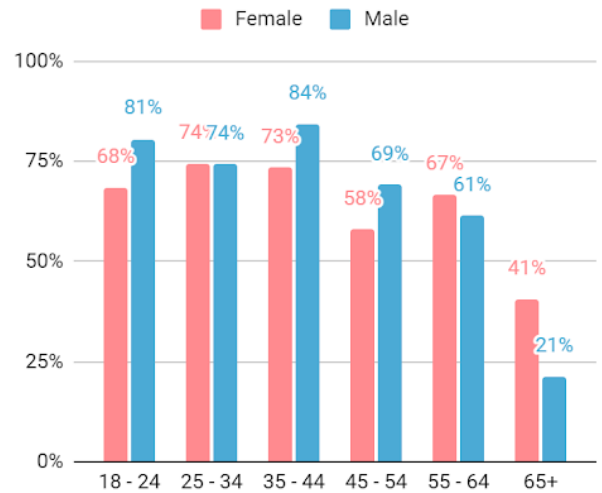




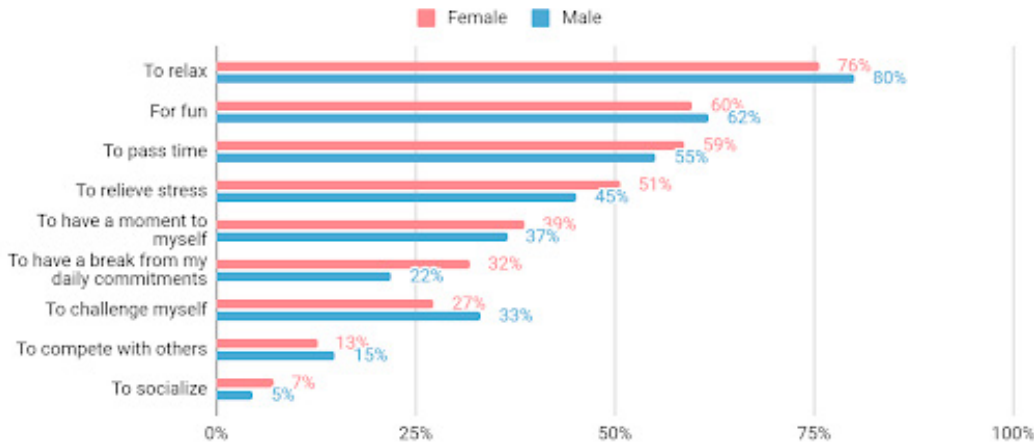
People who play mobile or other video games during their me time (UK vs US)



People who play mobile or other video games during their me time (by age)

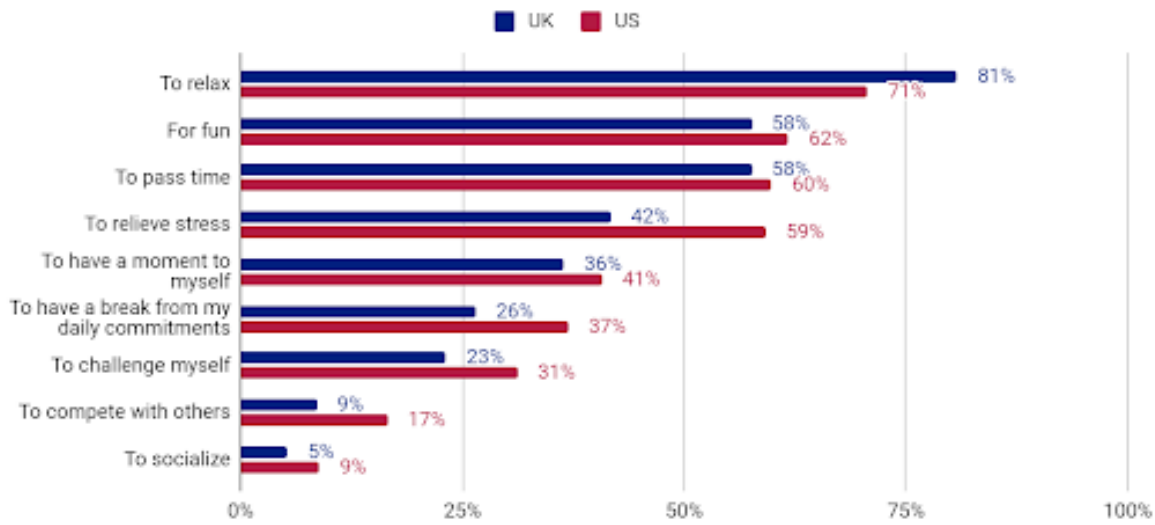


Why do you play mobile or other video games? (female vs male)





Why do you play mobile or other video games? (female only, UK vs US)



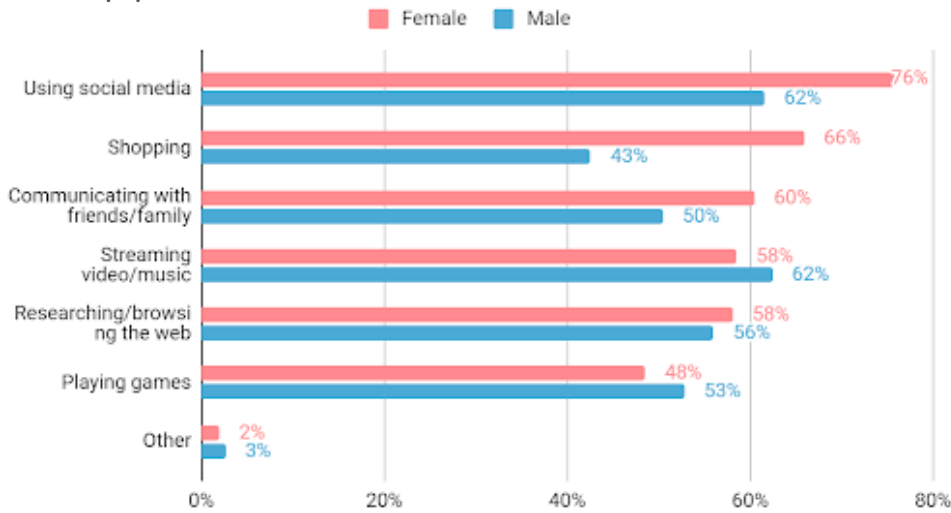


In terms of overall areas of interest, cooking remains the most popular for women across the globe; with a considerable 57% favoring this. Family and relationships remain an important focus for over 53%, and, for 51%, eating out is the pastime of choice. Watching TV shows and movies ranks in fourth position, with 48% of women favoring this. When asked how they like to spend their time on mobile, women like to focus on social media (76%), shopping (66%) and communicating with friends and family (60%).

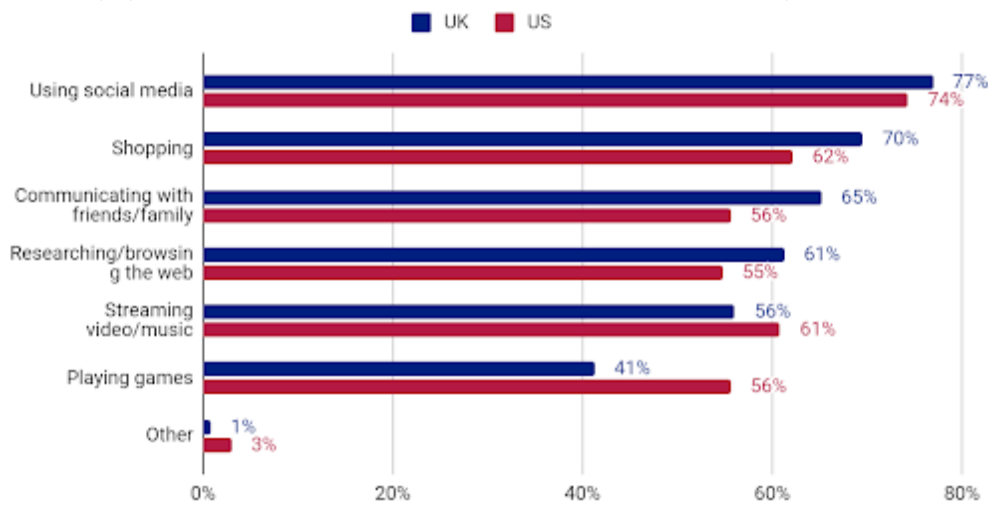
TOP 20 Interests/hobbies/ passions		Female	Male
1.	Cooking / Baking	57%	31%
2.	Family & Relationship	53%	33%
3.	Eating Out	51%	38%
4.	TV Shows & Movies	48%	46%
5.	Beauty & Personal Care	44%	14%
6.	Walking	41%	40%
7.	Food & Beverages	40%	33%
8.	Pets	38%	19%
9.	Reading	37%	25%
10.	Exercise & Fitness	32%	40%
11.	Shopping & Fashion	29%	13%
12.	Art / Drawing / Painting	29%	22%
13.	Crafting	28%	10%
14.	Nature	28%	23%
15.	Traveling	27%	24%
16.	Music & Instruments	26%	30%
17.	Gardening	26%	20%
18.	Gaming	21%	38%
19.	Photography	20%	13%
20.	DYI	19%	18%



Most enjoyed activities on mobile device (female vs male)



Most enjoyed activities on mobile device (female only, UK vs US)

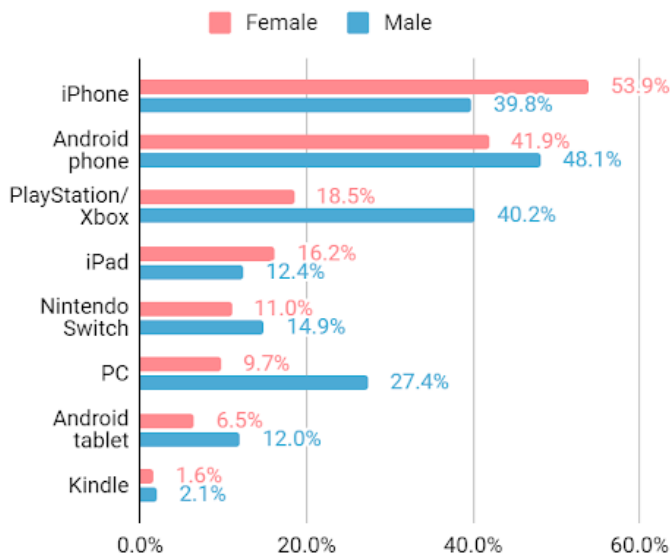




Gaming

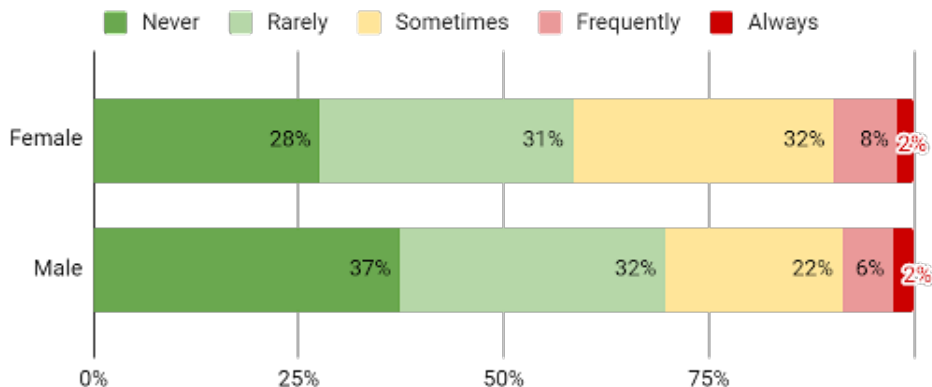
Mobile remains the most popular gaming platform for women, with 41.9% women playing games on Android and 53.9% on iPhone.

Which device, or devices do you use to play your games the most? (female vs male)



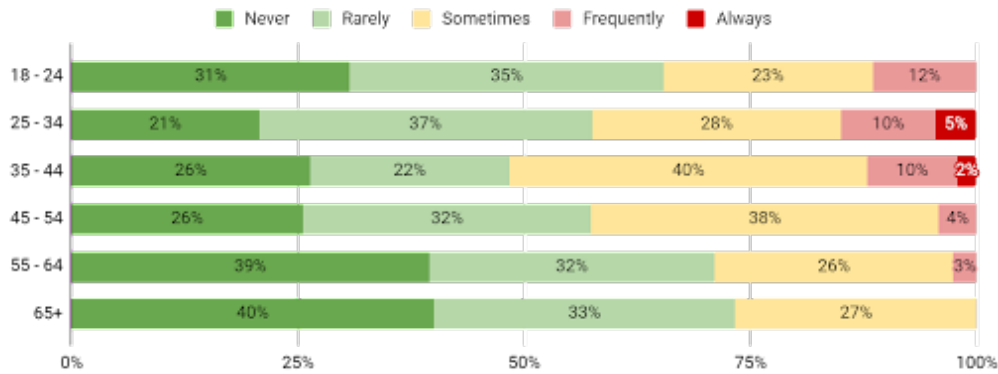
Yet, 42% of women sometimes, frequently or always feel guilty while playing mobile or other video games, compared to 30% of men. They quote feeling guilty “anytime I’m not doing something for my family or my pets”.

Please rate the following statement: “I feel guilty while playing mobile or other video games” (female vs male)

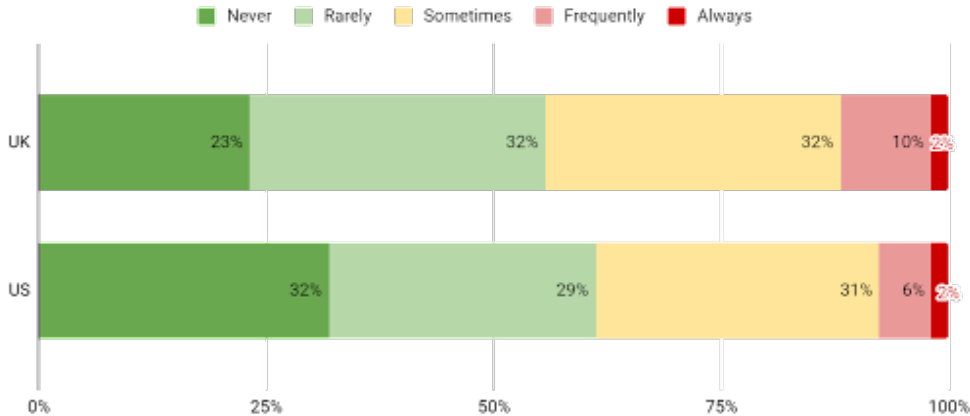




Please rate the following statement: "I feel guilty while playing mobile or other video games" (female only, by age)



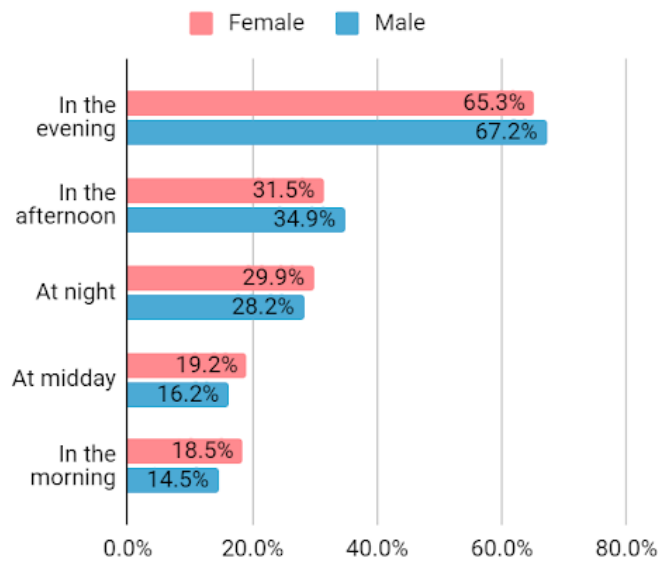
Please rate the following statement: "I feel guilty while playing mobile or other video games" (female only, UK vs US)



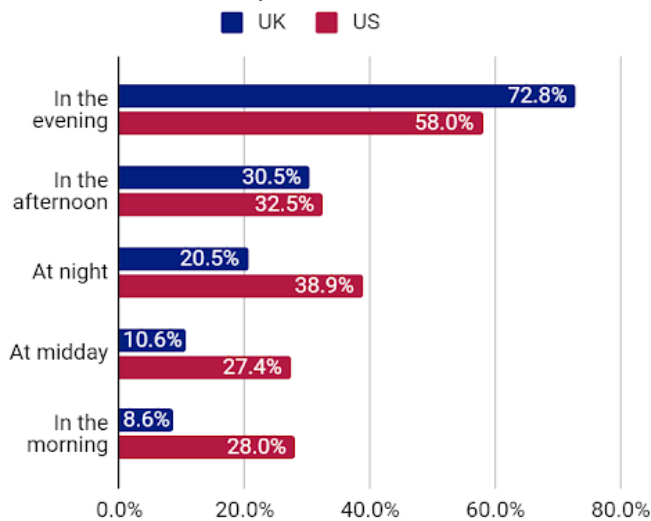


65% of women are playing games in the evening, with 50.3% playing just before going to sleep. They enjoy spending a lot of time each day gaming, with 33.2% playing several times a day and 41% playing once or twice per day.

At what time of the day do you prefer to play games? (female vs male)

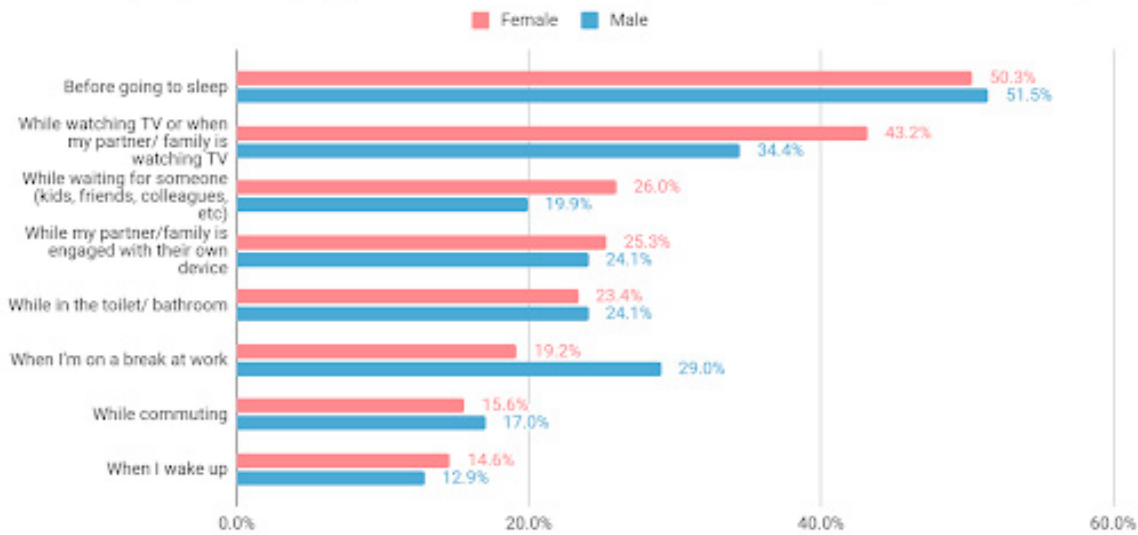


At what time of the day do you prefer to play games? (female only, UK vs US)

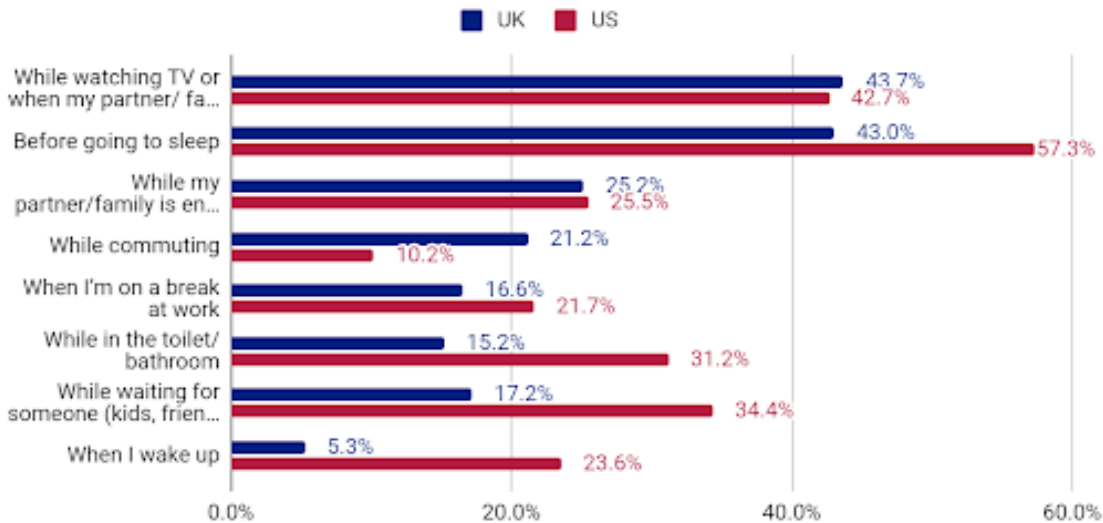




When do you prefer to play mobile or other video games the most? (female vs male)

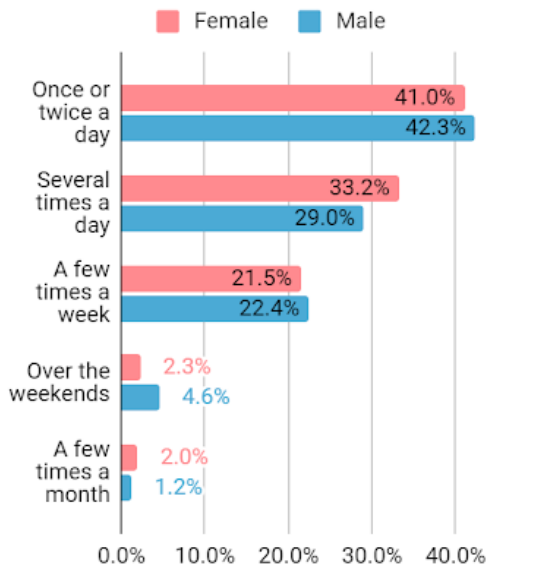


When do you prefer to play mobile or other video games the most? (female only, UK vs US)

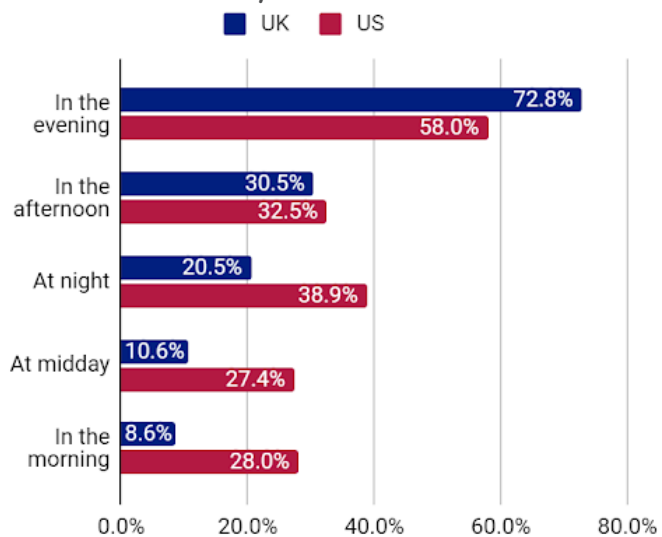




On average, how often do you play mobile or other video games? (female vs male)



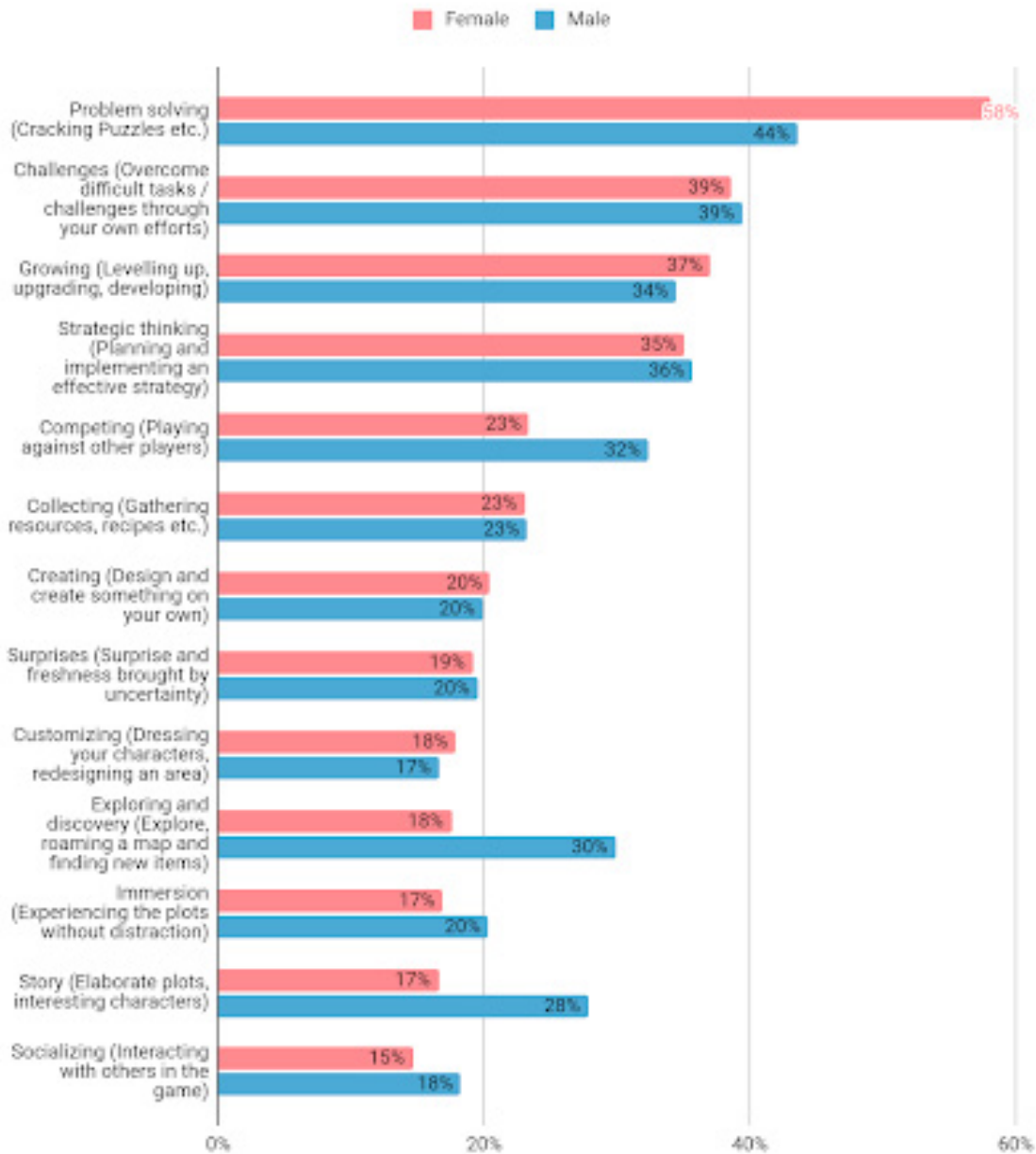
At what time of the day do you prefer to play games? (female only, UK vs US)

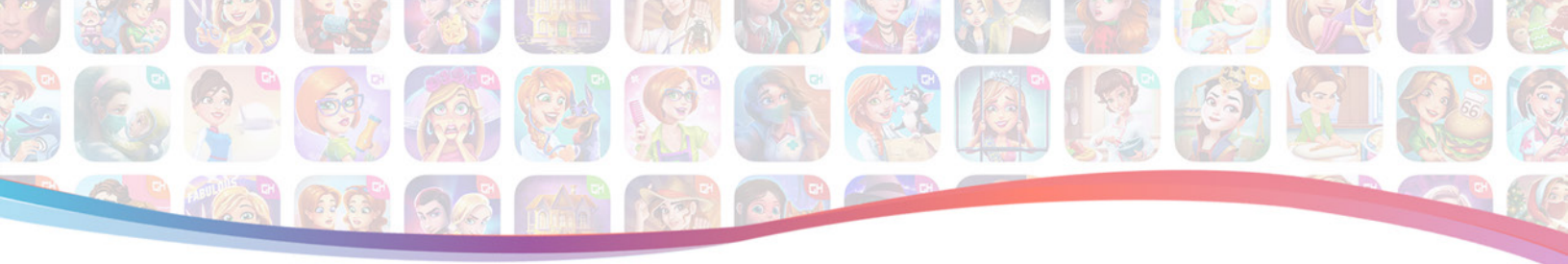




Women value problem solving, challenges as well as the growing and strategic thinking aspects of gaming the most, with problem solving quoted as the most engaging aspect of gaming for women.

Which elements do you enjoy when playing mobile games? (female vs male)





GAMEHOUSE®

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