

Since 2009, Newzoo has performed **primary consumer research** on a global scale. Newzoo's annual Global Gamer Study survey is based on a proprietary questionnaire that covers a broad range of topics across many gaming-related platforms and business models. Newzoo is responsible for developing the survey content, as well as deciding on the timing and geographical scope of the research.

## Methodology & Survey Details

- Countries/Markets:** In 2025, the 36 countries/markets covered include
  - North America:** Canada and United States
  - EMEA:** Belgium, Egypt, Finland, France, Germany, Italy, Netherlands, Poland, Russia, Saudi Arabia, South Africa, Spain, Sweden, Türkiye, United Arab Emirates, and United Kingdom
  - APAC:** Australia, China, India, Indonesia, Japan, Malaysia, New Zealand, Philippines, Singapore, South Korea, Taiwan, Thailand, and Vietnam
  - Latin America:** Argentina, Brazil, Chile, Colombia, and Mexico
- Fieldwork:** February 2025 (Sample source: Walr)
- Survey methodology:** CAWI (Computer Assisted Web Interviewing)
- Target group:** Representative sample of the online population aged 10-65/10-50 (regional coverage and age scope differs by market. Please refer to page 2 in this document)
- Sample size:** 74,405 respondents across 36 countries/markets. Per country/market, approx. 2,000 respondents, 3,000 for the United States and China, and 1,500 for Egypt, Saudi Arabia, and United Arab Emirates.
- Questionnaire length:** Max. 25 minutes, average length per respondent 10-12 minutes.
- Questionnaire quality control:** Master questionnaire is reviewed by selected clients and our in-house market experts. Translated questionnaires are checked by local games industry professionals.
- Survey coverage & representativeness.** Results are representative by age and gender of the total online population/ active internet users in residential developed areas. Survey coverage differs by market as outlined below. Please refer to page 2 in this document for selected approach in each country/market.
- Data quality & validation.** Extensive data quality checks are in place to exclude outliers, speeders, flat-liners, and inattentive or inconsistent respondents. Survey data is validated against reliable public or third-party data sources, as well as by our own in-house market experts.
- More information.** For more information, please contact us.

## Survey Coverage & Representativeness

The regional survey coverage and representativeness are based on several factors, including the total internet penetration (access to a stable, active internet connection) and the reach of online panels. Newzoo utilizes two different approaches to determine the representative quotas and weighting factors for each market covered.

### Approach 1: National representative (Nat Rep):

- Coverage:** Results are representative of the total online population in the respective country/market.
- Countries/markets:**



### Approach 2: Residential developed approach (RDA):

- Coverage:** Results are representative of active internet users in residential developed areas in respective countries/markets. Residential developed areas include major cities, suburbs, smaller cities, and towns with access to stable Internet.
- Depending on the share of people that meet these criteria, the market's samples represent between 11% and 67% of the total population in these countries/markets.
- Countries/markets:**



\*In CN results are representative of the population in Tier 1 and 2 cities.

### Overview of Survey Specifications by Market

**Approach:** Sampling approach used in respective country/market

- Nat Rep = National representative (of online population)
- RDA = Residential Developed Approach (representative of active internet users in residential developed areas in respective countries/markets)

**Sample size:** Total number of respondents (1,500; 2,000; or 3,000)

**Age range:** Age range covered (10-65 or 10-50)

**Coverage:** Share of **total population** among age range covered in respective market

		2025			
Market/Region	Approach	Sample size	Age range	Coverage	
Argentina	RDA	2,000	10 - 65	47%	
Australia	Nat Rep	2,000	10 - 65	96%	
Belgium	Nat Rep	2,000	10 - 65	98%	
Brazil	RDA	2,000	10 - 65	51%	
Canada	Nat Rep	2,000	10 - 65	98%	
Chile	RDA	2,000	10 - 50	59%	
China	RDA TIER 1-2	3,000	10 - 50	12%	
Colombia	RDA	2,000	10 - 50	38%	
Egypt	RDA	1,500	10 - 50	22%	
Finland	Nat Rep	2,000	10 - 65	94%	
France	Nat Rep	2,000	10 - 65	96%	
Germany	Nat Rep	2,000	10 - 65	96%	
India	RDA	2,000	10 - 50	11%	
Indonesia	RDA	2,000	10 - 50	26%	
Italy	Nat Rep	2,000	10 - 65	96%	
Japan	Nat Rep	2,000	10 - 65	98%	
Malaysia	RDA	2,000	10 - 50	38%	
Mexico	RDA	2,000	10 - 65	41%	
Netherlands	Nat Rep	2,000	10 - 65	100%	
New Zealand	Nat Rep	2,000	10 - 65	98%	
Philippines	RDA	2,000	10 - 50	15%	
Poland	Nat Rep	2,000	10 - 65	99%	
Russia	RDA	2,000	10 - 65	55%	
Saudi Arabia	RDA	1,500	10 - 50	56%	
Singapore	Nat Rep	2,000	10 - 50	98%	
South Africa	RDA	2,000	10 - 50	25%	
South Korea	Nat Rep	2,000	10 - 65	100%	
Spain	Nat Rep	2,000	10 - 65	100%	
Sweden	Nat Rep	2,000	10 - 65	99%	
Taiwan	Nat Rep	2,000	10 - 50	99%	
Thailand	RDA	2,000	10 - 50	31%	
Türkiye	RDA	2,000	10 - 50	42%	
United Arab Emirates	RDA	1,500	10 - 50	67%	
United Kingdom	Nat Rep	2,000	10 - 65	99%	
United States	Nat Rep	3,000	10 - 65	99%	
Vietnam	RDA	2,000	10 - 50	20%	