THE POWER OF PLAY

PLAYING VIDEO GAMES...

Gamers in the UK

12,847 active (weekly) gamers were surveyed across 12 markets. Here we present the findings for the 1,027 respondents in the UK.

Offers mental stimulation and stress relief, providing accessible experiences for all and social connections

Provides mental stimulation	84%
Creates accessible experiences for people with different abilities	82%
Provides stress relief	81%
Brings different types of people together	79%
Creates a feeling of community	64%
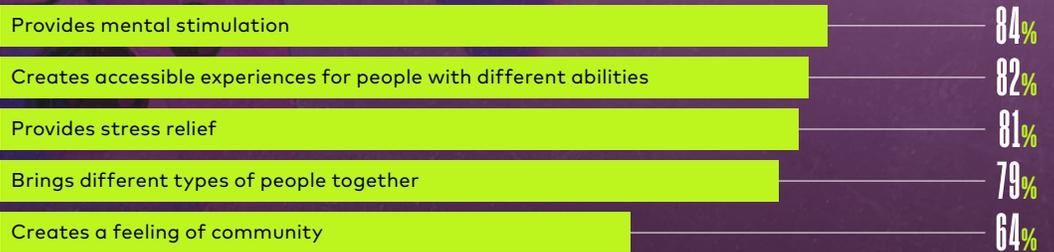
Reduces stress, anxiety and feelings of isolation

Playing video games helps me feel...

87% Less stressed

77% Less anxious

68% Less isolated & lonely

Female gamers in the UK are more likely to feel less stressed as a result of gaming
70% vs 64% male

Provides a positive outlet for happiness and resilience during tough times

Playing video games helps me feel happier
71%

Playing video games provides me with a healthy outlet from everyday challenges
65%

Video games have helped me get through difficult times in my life
57%

Encourages problem solving skills, creativity, cognition & collaborative skills

Playing video games can improve...

Problem-solving skills
87%

Creativity
75%

Cognitive skills
73%

Teamwork & collaboration skills
73%

Adaptability
67%

Fosters new relationships, stronger connections with loved ones and creates lasting memories
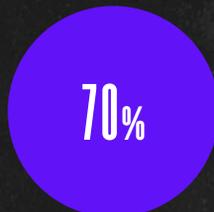
70% Video games can introduce people to new friends and new relationships

50% Video games help me stay connected to friends/family
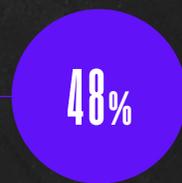
48% Video games have helped me make lasting memories
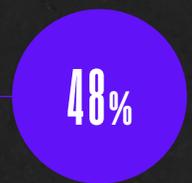
48% I have had positive experiences meeting people through video games that I otherwise would not have met

82%
of gamers in the UK agree there is a video game for everyone

70%
play video games to have fun

66%
play to pass the time

Video games serve as a popular stress relief and relaxation method across the board

| Total UK	Female	Male	16-18	19-24	25-34	35-44	45-54	55-64	65+
60%	62%	57%	63%	49%	53%	63%	68%	62%	56%

Playing alone is most common but when it comes to weekly play, almost half of gamers in the UK are playing with others online

	By myself	With other people, **online**	With other people, **in person**
Daily	67%	24%	13%
Weekly	91%	45%	35%
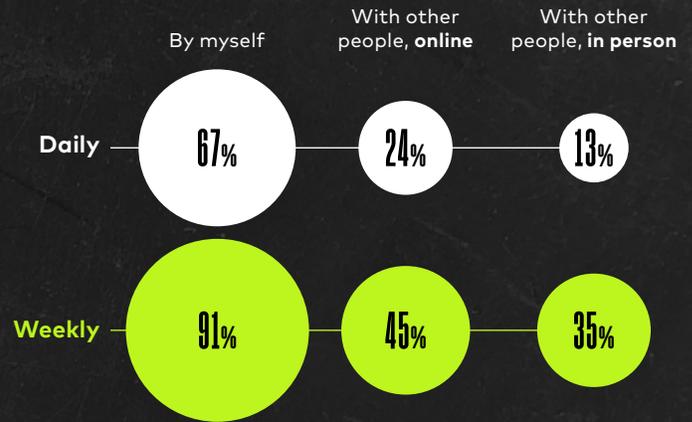
Male gamers are more likely to play with others online and in person

I play with others online
Female 45%
Male 46%

I play with others in person
Female 36%
Male 33%

69%
rate their experience of playing with others online as positive

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Frequency of use
Sometimes 28%
Frequently 13%
Always 5%
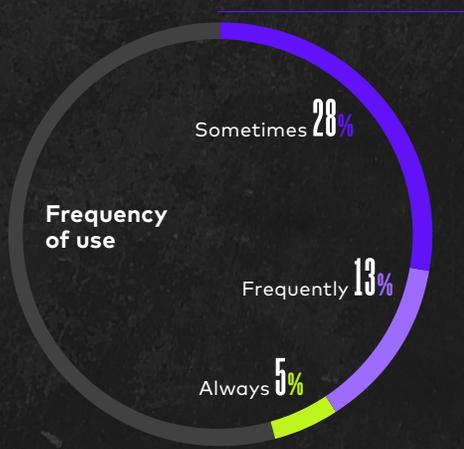
46%
of gamers use in-game communication functions

Usage skews towards younger gamers

Female	Male	16-18	19-24	25-34	35-44	45-54	55-64	65+
47%	45%	63%	74%	54%	49%	46%	28%	23%