

UNITED STATES ●

Green Gamers:

Spending for sustainability



A hot-button opportunity

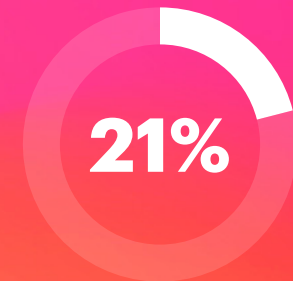
As of August 2023, more than **36%** of Americans say they play at least an hour of video games on a console or computer every week. Within this group, **62%** say they

“**Don't mind paying more for products that are good for the environment.**”

This audience has more disposable income than the average American, listens to podcasts and trusts sponsorships of their favorite esports teams and players.



Our report explores this group of Green Gamers:



of Americans who play console or computer games for at least an hour per week and who don't mind paying more for green products.



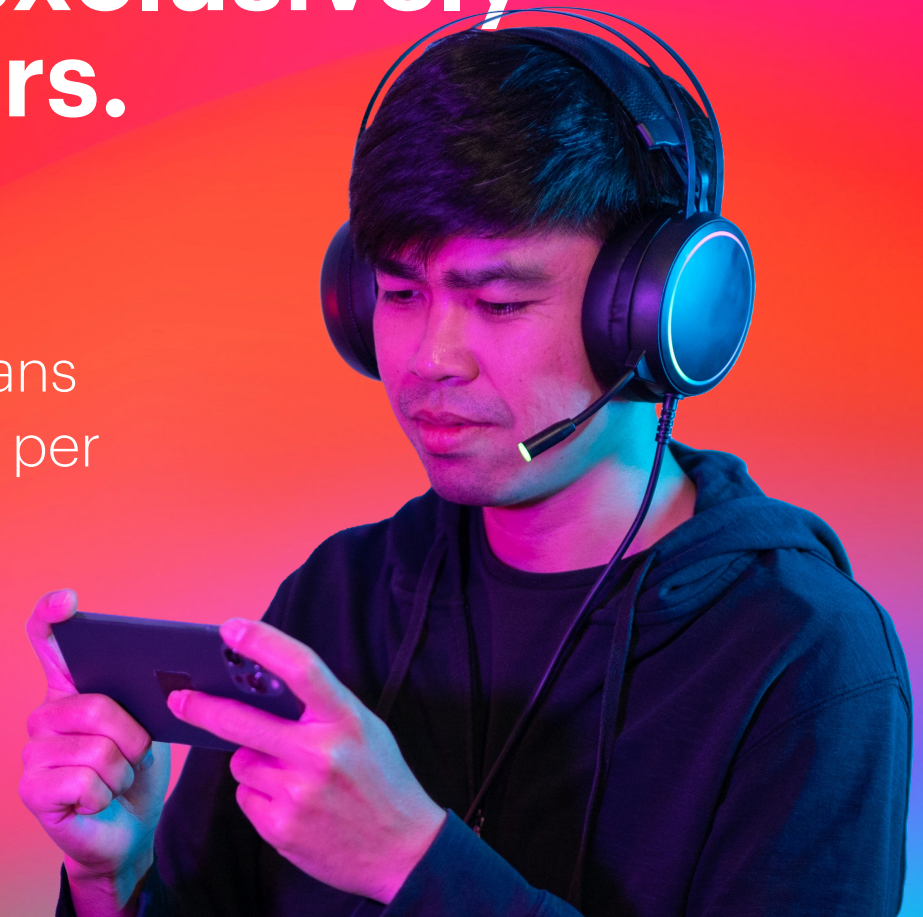
Pause

This report focuses exclusively on console/PC gamers.

To learn more about the **42%** of Americans who play mobile games for at least hour per week, check out **YouGov's US Mobile Gaming Report 2023**.

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Grouping gamers

Of the **36%** of Americans who play an hour or more of console/PC games weekly, **62%** don't mind paying more for products good for the environment



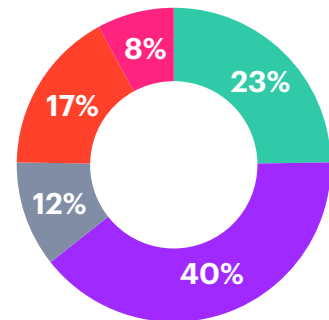
"I don't mind paying more for products that are good for the environment"

YouGov Profiles, August 2023

Time spent playing console/PC games weekly

Hours per week	Gen Pop
None	44%
Less than an hour	17%
1-4 hours	25%
More than 14 hours	11%
Don't know	3%

Among the **36%** of Americans who play 1+ hour of console/PC games weekly



Young lads and dads

Green Gamers skew young, male & toward having kids at home

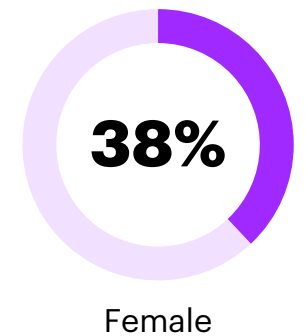
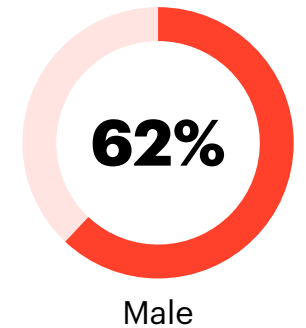
37%

of green gamers have children living at home (vs 29% of gen pop)

Demographics

Age	Green Gamers	Gen Pop
18-29	37%	20%
30-44	37%	27%
45-64	18%	33%
65+	8%	21%

Gender





Green light to spend

These gamers have higher discretionary incomes and may invest in a new console soon

Personal monthly discretionary income

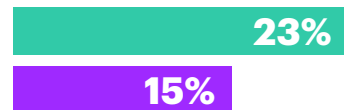
Less than \$250



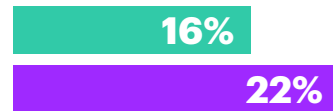
\$250 to \$999



\$1,000+

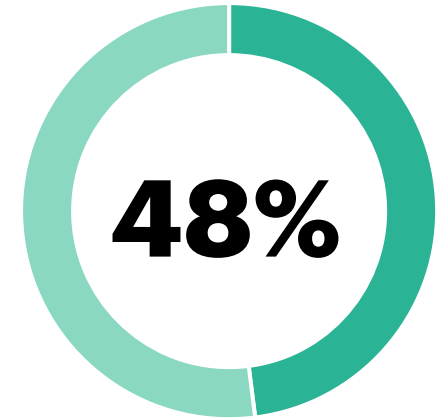


Don't know/prefer not to say



● Green Gamers

● Gen Pop



of Green Gamers say they are likely to purchase a new video game console in the next 6 months (vs 22% of gen pop)

Green genres

Compared to gamers who wouldn't pay more for sustainable products, **green gamers prefer playing MOBA (Multiplayer Online Battle Arena), indie, and battle royale games.**

Game type played	Green Gamers	Non-Green Gamers	Index
MOBA	14%	7%	204
Indie	19%	12%	154
Battle Royale	19%	13%	152
Music, Dance and Singing	11%	7%	150
Massively Multiplayer / RPGs	28%	19%	148
Racing	31%	21%	145
Sports	26%	19%	141
Fighting	22%	16%	136
Party Games	18%	14%	134
Horror	19%	15%	131

Green Gamers: Play 1+ hr of games weekly, don't mind paying more for sustainable products (N>6000)

Non-Green Gamers: Play 1+ hr of games weekly, do mind paying more for sustainable products (N>2500)

Green games

Looking at franchises considered by at least **10%** of Green Gamers, PUBG and VALORANT jump off the charts relative to Non-Green Gamers.

Track your franchises

YouGov Profiles, August 2023

Franchise they'd consider playing	Green Gamers	Non-Green Gamers	Index
PLAYERUNKNOWN'S BATTLEGROUNDS	11%	4%	288
VALORANT	10%	4%	265
FIFA	21%	11%	189
Rocket League	12%	7%	179
Plants vs. Zombies	15%	9%	173
Mass Effect	10%	6%	169
Fortnite	18%	11%	167
League of Legends	12%	7%	165
The Sims	18%	11%	162
Counter-Strike: Global Offensive (CS:GO)	10%	6%	156

Green Gamers: Play 1+ hr of games weekly, don't mind paying more for sustainable products (N>1700)

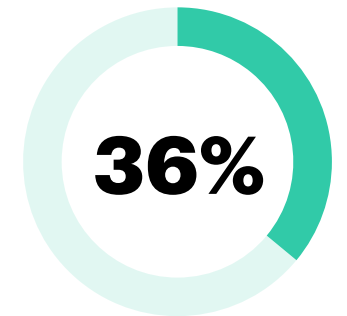
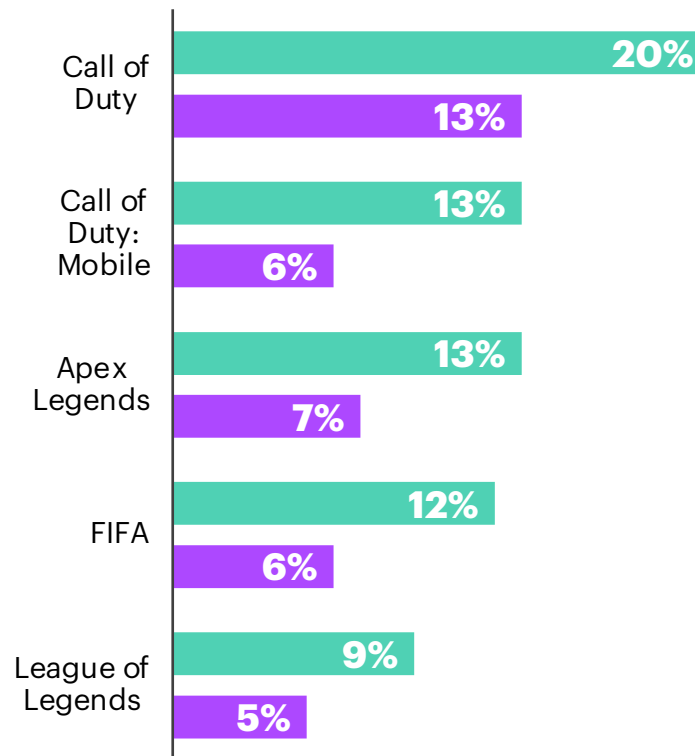
Non-Green Gamers: Play 1+ hr of games weekly, do mind paying more for sustainable products (N>750)

Over-indexing franchises considered by fewer than 10% of Green Gamers (e.g. Legends of Runeterra) excluded from this chart.



More engaged with the earth and esports

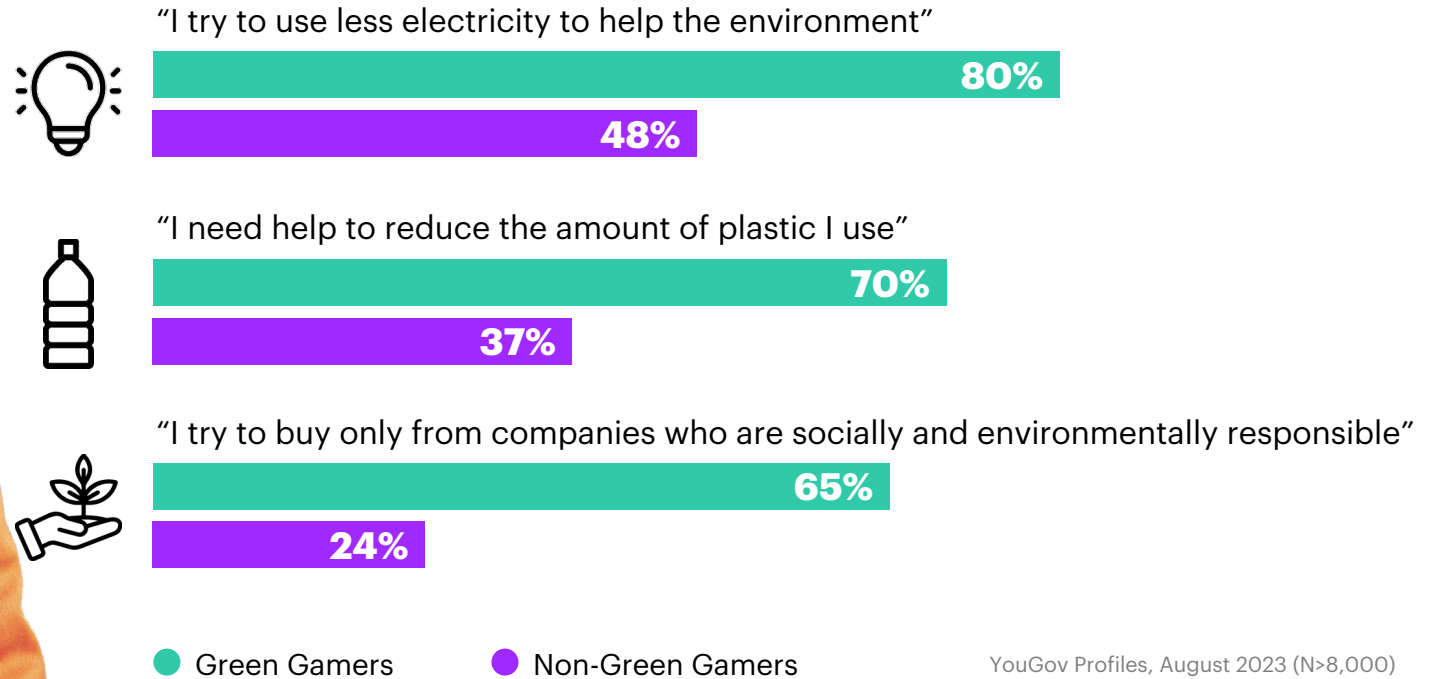
● Green Gamers ● Non-Green Gamers



of Green Gamers watch competitive video gaming (vs 23% Non-Green Gamers)



Green Gamers will likely respond to brands that help them be more sustainable



YouGov Profiles, August 2023 (N>8,000)

Listening while playing?



41%

of Green Gamers spend 6+ hours listening to podcasts per week (vs 19% gen pop)

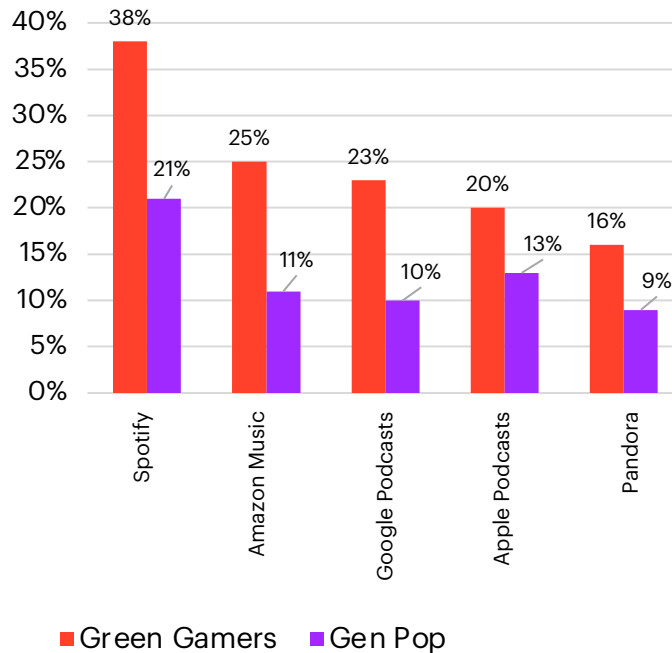


56%

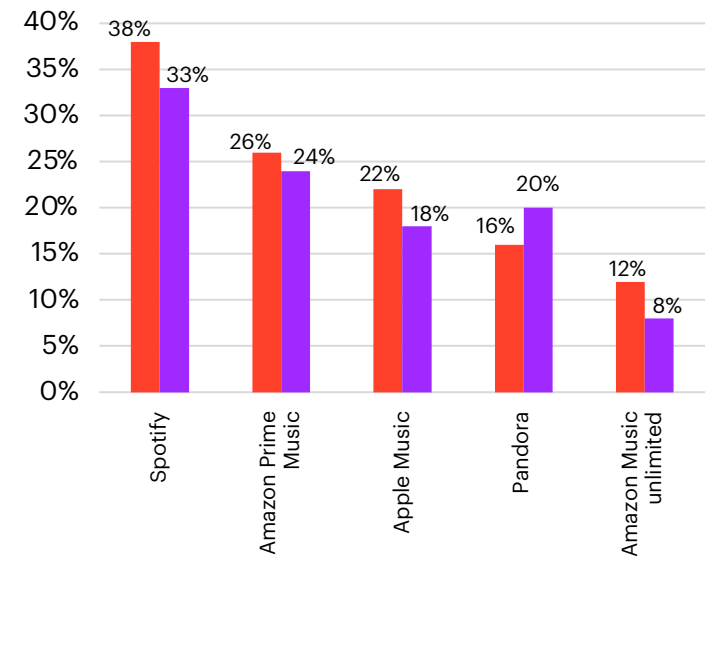
stream 6+ hours of music per week (vs 34% gen pop)

Understand media habits

Where they listen to podcasts



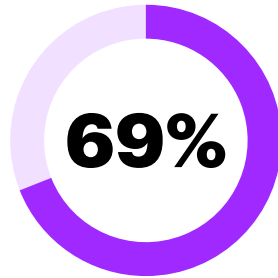
Music streaming services used





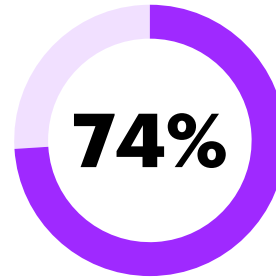
Green gamers like brands that take a stance

Morality-focused advertising



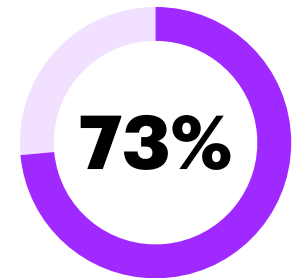
“I like brands that are willing to get involved in social issues” **(vs 28% Non-Green Gamers)**

YouGov Profiles, August 2023



“I like when companies have a moral message” **(vs 46% Non-Green Gamers)**

Green Gamers: Play 1+ hr of games weekly, don't mind paying more for sustainable products (N>10,000)



“Companies and their brands should be able to express how they feel on a topic” **(vs 48% Non-Green Gamers)**

Non-Green Gamers: Play 1+ hr of games weekly, do mind paying more for sustainable products (N>4,200)

Advertise sustainability efforts to Green Gamers through their favorite teams and gamers

Celebrities and sponsorships



60%

“I love seeing that my favorite team has cool sponsors” **(vs 35% Non-Green Gamers)**

YouGov Profiles, August 2023



54%

“I like to support my teams by buying products from their sponsors” **(vs 30% Non-Green Gamers)**

Green Gamers: Play 1+ hr of games weekly, don't mind paying more for sustainable products (N>10,000)



54%

“I enjoy watching advertisements with my favorite celebrities” **(vs 30% Non-Green Gamers)**

Non-Green Gamers: Play 1+ hr of games weekly, do mind paying more for sustainable products (N>4,200)

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 >](#)

[Measure your activations >](#)



Thank you

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