

# PREFERENCE AND BEHAVIOR ANALYSIS OF TAIWANESE ONLINE PC GAMERS IN 1H 2017

by Peter Wu

## Abstract

During the first half of 2017, Taipei-based, government-backed research institute MIC (Market Intelligence & Consulting Institute) conducted an online questionnaire research in Taiwan and received 1,500 valid questionnaires. This report provides an overview of Taiwanese online PC gamers' preferences and examines their behavior by socio-demographic factors: gender and age.

The findings show:

1. 53.2% of Taiwanese gamers prefer online PC role-playing games.
2. On average, 46.3% of Taiwanese female gamers spend less than an hour on playing games at a time.
3. 70.2% of Taiwanese gamers made online PC game purchases, including in-game purchases, in 2016.

Document Code: CDOC20150101001

Publication Date: February 2017

Check out MIC on the Internet!  
<http://mic.iii.org.tw/intelligence>

# TABLE OF CONTENTS

1. Background	5
2. Preference Analysis of Taiwanese Online PC gamers	6
2.1 53.2% of Gamers Prefer Online Role-playing Games	6
2.2 Female Gamers Prefer Online Riddle and Music Games	7
2.3 Gamers Across All Ages Prefer Online Role-playing Games	8
2.4 46.3% of Female Gamers Commit Less Than an Hour to Play Online PC Games	8
2.5 Over 80% of Gamers at All Age Groups Spend at Least 30 Minutes on Gaming at a Time	10
3. Behavior Analysis of Taiwanese Online PC Gamers	11
3.1 70.2% of Gamers Made Online PC Game Purchases in 2016	11
3.2 33.7% of Female Gamers Did not Make Any Online PC Game Purchases in 2016	12
3.3 Over 50% of Gamers Aged 25-29 Willing to Spend NTD 500 or More on Online PC Games	13
3.4 Over 50% of Gamers Have Tendency to Spend on Online PC Games Every Month	15
3.5 70% of Gamers Aged 19 or Below Have Tendency to Spend on Online PC Games Every Month	16
4. Demographic Segmentation	17
4.1 Gender	17
4.2 Age Groups	17

## LIST OF FIGURES

Figure 1: Demographics of Taiwanese Online PC Gamers	5
Figure 2: Taiwanese Gamers' Preferred Online PC Games by Game Genre	6
Figure 3: Taiwanese Gamers' Preferred Online PC Game Genre by Gender	7
Figure 4 Average Length of Time Taiwanese Gamers Spend on Playing Online PC Games at a Time by Gender	9
Figure 5 How Much Taiwanese Gamers Spent on Online PC Games in 2016	11
Figure 6: How Much Taiwanese Gamers Spent on Online PC Games in 2016 by Gender	13
Figure 7: The Length of Purchase Interval of Taiwanese Online PC Gamers by Gender	15

## LIST OF TABLES

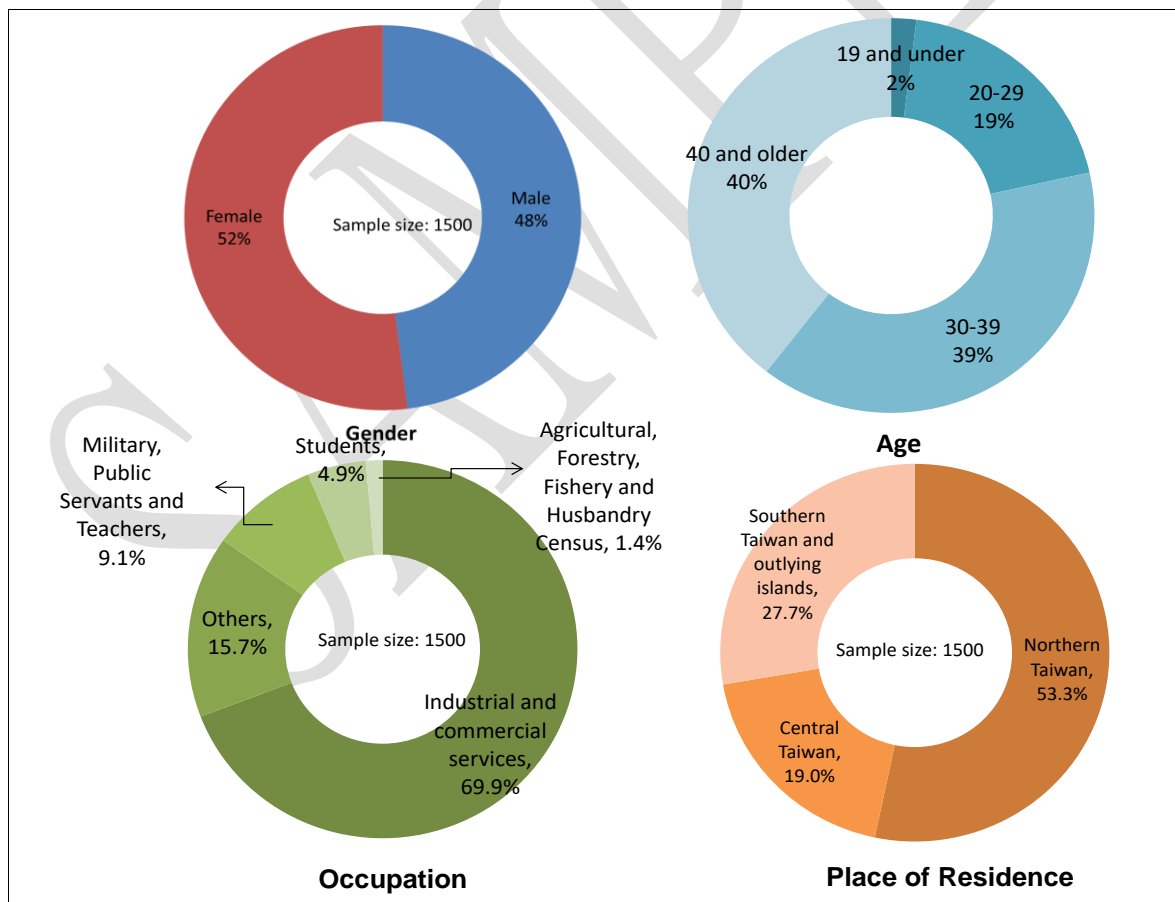
Table 1: Taiwanese Gamers' Preferred Online PC Game Genre by Age Group	8
Table 2: Taiwanese Gamers' Average Time Spend on Playing Online PC Games at a Time by Age Group	10
Table 3: How Much Taiwanese Gamers Spent on Online PC Games in 2016 by Age Group	14
Table 4: The Average Interval between Online Game Purchases for Taiwanese Gamers by Age Group	16

# 1.BACKGROUND

This research is designed to conduct a “digital game survey” on Taiwanese online PC gamers by analyzing their gender, age, place of residence, occupation, and annual income. During the survey period, from January 13 to January 18, 2017, a total of 1,500 valid samples were collected with a 95% confidence level and the sampling error of  $\pm 2.53\%$ .

This research was conducted using a quantitative online survey, with the main source of survey samples from an online access panel. This survey method has several advantages such as quick response, and a high level of visualization and quick assessment of interaction. The respondents of this survey were closely monitored to ensure they answered the questions correctly.

**Figure 1: Demographics of Taiwanese Online PC Gamers**



Note 1: Industrial and commercial services include healthcare/social service industry, mass communication/ art entertainment/recreation service industry, manufacturing/construction sector,

electricity and gasoline supply, wholesale and retail trades/transportation and warehousing/accommodation and food, technology/software/Internet industry, finance/insurance/real estate/multi-level marketing industry, and others including home management, unemployment, and retirement, etc.

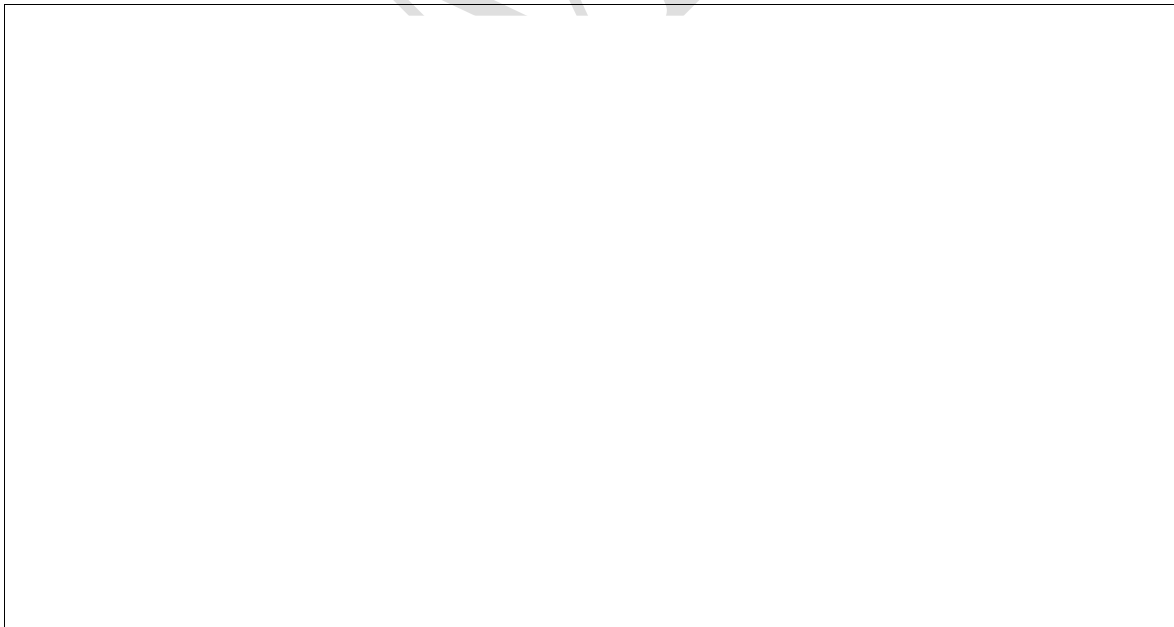
Note 2: The northern Taiwan includes Taipei City, New Taipei City, Taoyuan City, Hsinchu County, and Yilan City; the central Taiwan includes Miaoli County, Taichung City, Changhua County, Nantou County, Yunlin County, and Hualien County; the southern Taiwan and outlying islands include Chiayi County, Tainan City, Kaohsiung City, Pingtung County, Taitung County, Penghu County, Kinmen County, and Lienchiang County.

Source: MIC, February 2017

## 2. PREFERENCE ANALYSIS OF TAIWANESE ONLINE PC GAMERS

### 2.1 53.2% of Gamers Prefer Online Role-playing Games

**Figure 2: Taiwanese Gamers' Preferred Online PC Games by Game Genre**



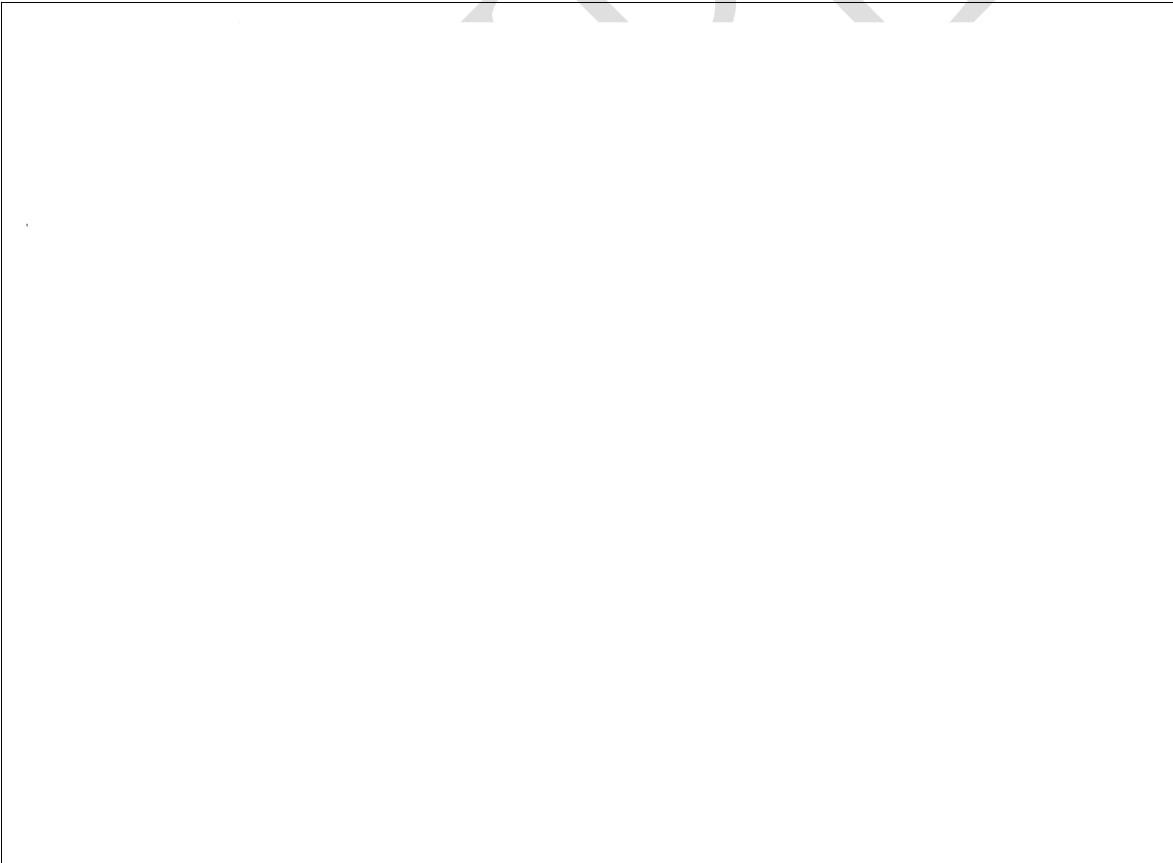
Note 1: A multiple-choice question was given to the respondents.

Note 2: Taiwanese (N=477) respondents completed the questionnaire.

Source: MIC, February 2017

## 2.2 Female Gamers Prefer Online Riddle and Music Games

Figure 1: Taiwanese Gamers' Preferred Online PC Game Genre by Gender



Note 1: A multiple-choice question was given to the respondents.

Note 2: Taiwanese respondents completed the questionnaire, with n = 477.

Source: MIC, February 2017

## 2.3 Gamers Across All Ages Prefer Online Role-playing Games

**Table 1: Taiwanese Gamers' Preferred Online PC Game Genre by Age Group**

Age	19 and under	20-24	25-29	30-34	35-39	40 and up
Action						
Shooting			34.3%	36%		
Fighting			3%			
Role-playing		54.6%				
Card		1.2%				
Riddle		2%				
Social	100%	100%				
Simulation	7.6%					
Tower-defense						
Music		48.2%				
Sports						
Others						

Note 1: A multiple-choice question was given to the respondents.

Note 2: Taiwanese respondents completed the questionnaire, with n = 477.

Source: MIC, February 2017

## 2.4 46.3% of Female Gamers Commit Less Than an Hour to Play Online PC Games



**Figure 4 Average Length of Time Taiwanese Gamers Spend on Playing Online PC Games at a Time by Gender**



Note 1: A single-choice question was given to the respondents

Note 2: Taiwanese respondents completed the questionnaire, with n = 477.

Source: MIC, February 2017

## 2.5 Over 80% of Gamers at All Age Groups Spend at Least 30 Minutes on Gaming at a Time

**Table 1: Taiwanese Gamers' Average Time Spend on Playing Online PC Games at a Time by Age Group**

Age Time	19 and under	20-24	25-29	30-34	35-39	40 and up
Less than 30 minutes						
More than 30 mins but less than 1 hour						
More than 1 hour but less than 2 hours						
More than 2 hours but less than 3 hours						
More than 3 hours but less than 4 hours						
More than 4 hours but less than 5 hours						
5 hours and up						

Note 1: A single-choice question was given to the respondents

Note 2: Taiwanese respondents completed the questionnaire, with n = 477.

Source: MIC, February 2017

## 3. BEHAVIOR ANALYSIS OF TAIWANESE ONLINE PC GAMERS

### 3.1 70.2% of Gamers Made Online PC Game Purchases in 2016

**Figure 5 How Much Taiwanese Gamers Spent on Online PC Games in 2016**



Note 1: A single-choice question was given to the respondents.

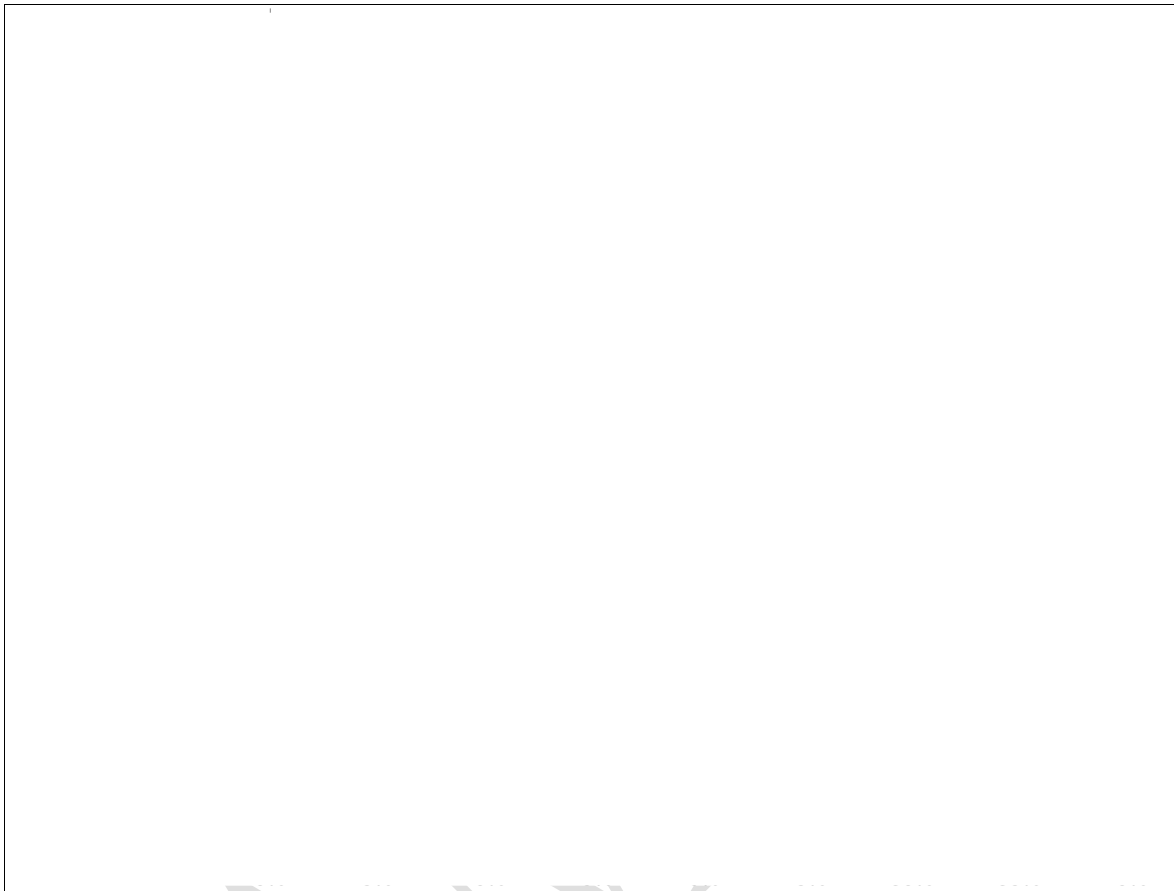
Note 2: Taiwanese respondents who were willing to make online PC game purchases, with n=335.

Note 3: USD 1 = NTD 30.2

Source: MIC, February 2017

### **3.2 33.7% of Female Gamers Did not Make Any Online PC Game Purchases in 2016**

**Figure 6: How Much Taiwanese Gamers Spent on Online PC Games in 2016 by Gender**



Note 1: A single-choice question was given to the respondents.

Note 2: Taiwanese respondents who were willing to make online PC game purchases, with n=335.

Note 3: USD 1 = NTD 30.2

Source: MIC, February 2017

### **3.3 Over 50% of Gamers Aged 25-29 Willing to Spend NTD 500 or More on Online PC Games**

**Table 3: How Much Taiwanese Gamers Spent on Online PC Games in 2016 by Age Group**

Age (NTD)	19 and under	20-24	25-29	30-34	35-39	40 and up
1-500						
501-1,000					15.3%	6.6%
1,001-2,000					1.4%	6.0%
2,001-3,000						
3,001-4,000						
4,001-5,000				2.7%		
5,001-6,000			1.4%	0.9%		
6,001-7,000			1.4%	0.1%		
7,001-8,000			0.4%			
8,001-9,000						
9,001-10,000						
10,001-11,000						
11,001-12,000			0.6%	1.4%		
12,001-13,000			0.4%			
13,001-14,000		0.6%				
14,001-15,000		0.3%				
15,001-20,000		0.1%	0.2%			
20,001-25,000		0.1%				
25,001-30,000	0.0%					
30,000-35,000	0.0%					
35,001-40,000	0.0%	0.0%				
40,001-45,000						
45,001-50,000						
50,001 and up						
None (Never Spent)	9.1%					

Note 1: A single-choice question was given to the respondents.

Note 2: Taiwanese respondents who were willing to make online PC game purchases, with n=335.

Note 3: USD 1 = NTD 30.2

Source: MIC, February 2017

### 3.4 Over 50% of Gamers Have Tendency to Spend on Online PC Games Every Month

**Figure 7: The Length of Purchase Interval of Taiwanese Online PC Gamers by Gender**



Note 1: A single-choice question was given to the respondents.

Note 2: Taiwanese respondents who were willing to make online PC game purchases, with n=335.

Source: MIC, February 2017

### 3.5 70% of Gamers Aged 19 or Below Have Tendency to Spend on Online PC Games Every Month

**Table 4: The Average Interval between Online Game Purchases for Taiwanese Gamers by Age Group**

Age	19 and under	20-24	25-29	30-34	35-39	40 and up
1-3 days						
4 days-1 week						
More than 1 week but less than 2 weeks						
More than 2 weeks but less than 3 weeks						
More than 3 weeks but less than 1 month						
More than 1 month but less than 2 months						
More than 2 months but less than 3 months						
More than 3 months but less than 6 months						
More than 6 months						

Note 1: A single-choice question was given to the respondents.



Note 2: Taiwanese respondents who were willing to make online PC game purchases, with n=335.

Source: MIC, February 2017

## 4. DEMOGRAPHIC SEGEMENTATION

### 4.1 Gender

1. Male
2. Female

### 4.2 Age Groups

1. Aged 19 and under
2. Aged 20-24
3. Aged 25-29
4. Aged 30-34
5. Aged 35-39
6. Aged 40 and above



**For more information**

Service Hotline +886 2 6631 1510

Fax +886 2 2732 1351

E-mail Address [csmic@iii.org.tw](mailto:csmic@iii.org.tw)

Web Address <http://mic.iii.org.tw/english>

© Copyright 2017 Market Intelligence & Consulting Institute, a division of Institute for Information Industry. All rights reserved. Reproduction of this publication without prior written permission is forbidden. The content herein represents our analysis of information generally available to the public or communicated to us by knowledgeable individuals or companies, but is not guaranteed as to its accuracy or completeness.