

Summary Gaming Usage

IGEM-Digimonitor 2024

The representative study on digital Switzerland



Note: machine translated from German with DeepL Pro

New study results on gaming in Switzerland:

Solitaire beats Super Mario: gaming is not just for young men - one in four women over 55 plays every day

Zurich, 26.9.2024. **53 per cent of the Swiss population play games. Men prefer console games and action-packed genres. Women, on the other hand, often learn with games and play digital board or card games - well into old age. These are the findings of the Digimonitor study conducted by the Interessengemeinschaft elektronische Medien (IGEM) and WEMF AG für Werbemedienforschung. The results of the gaming focus are representative of the internet-using Swiss population aged 15 to 75 (6.3 million people).**

- **Hardcore gamers are young and male:** console and PC games are predominantly used by younger men - every third male teenager plays every day
- **Gaming as a way to pass the time in old age:** women aged between 55 and 75 pass the time particularly often with digital games - a quarter play every day
- **The masses play casual games:** around a third of the population play memory, brain and educational games, and just under a quarter each play digital card and board games
- **Better to play for free than pay:** 37% of Swiss people play free games with adverts and only 26% buy games
- **Jump'n'Run is the top genre of core games:** Jump'n'Run, racing games and action/adventure are the most popular genres among console and computer games

A third of young men play every day

More than half of the Swiss population plays games: 3.4 million (53% of the population) use digital games and 1.3 million (20%) do so every day. Gaming is most popular among young men: 86% of 15 to 19-year-olds spend their free time playing games and 34% of this group play every day. As men get older, their game consumption gradually decreases: Around four-fifths (81%) of 20 to 29-year-olds play games occasionally and just under two-thirds (64%) of 30 to 39-year-olds do so. Among 55 to 75-year-olds, the figure is just over a third (36%).

Women over 55 play games particularly often

Among Swiss women, gaming is similarly widespread across all generations. On average, around one in two women play a game from time to time; only among young people is the proportion slightly higher at 61%. Surprisingly, the oldest group in the survey is in second place: 52% of women aged 55 to 75 spend their time playing games. In contrast to men, women's game consumption increases with age: a fifth of 35 to 54-year-olds play games every day and the figure is as high as 25% among the over 55s. By comparison, only 13% of 15 to 19-year-old women play games every day.

Educational games dominate, ahead of digital card and board games

Memory, brain and educational games are the most popular among the Swiss: 2.0 million (32% of the population) use games to learn or keep mentally fit. Card games (24%), board games (23%) and puzzles (21%) are also very popular. This means that games with educational content and low-threshold, mostly free casual games such as Angry Birds are significantly more popular than paid console or computer games. Almost half of users play such games every day, including significantly more women than men.

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Jump'n'Run dominates core games

Core games, which are aimed at die-hard gamers, have a younger and predominantly male audience. The most popular genre among console and PC games is Jump'n'Run: 1.2 million (19% of the population) enjoy jumping through fantasy worlds with Super Mario or other game characters. Racing games such as Gran Turismo (17%), action and adventure games (15%), shooters (13%), strategy (12%) and sports (11%) are also very popular. These are followed by sandbox games such as Minecraft, simulations and role-playing games (10% each).

Majority play on smartphones, Sony Playstation is the top console

The most popular gaming device is the smartphone: 2.5 million (40% of the population) play on their mobile phones. In second place are games consoles with 1.4 million (23%). Men use these more than twice as often as women, with the devices being particularly popular among 15 to 34-year-olds. The most popular console is Sony Playstation (13%), followed by Nintendo (8%) and Microsoft Xbox (3%). The tablet is used more often for gaming (18%) than the laptop (15%), especially by older people. The PC (14%) is mainly used by core gamers who play daily.

Almost only men pay for games

The majority play free games. 2.4 million (37% of the population) play free games with adverts, including just as many women as men. 1.6 million (26% of the population) are prepared to spend money on games, and the majority of buyers are male: the proportion of men buying physical media is 71% and the proportion buying games online is as high as 77%. Game buyers are 33 years old on average, with customers for in-game items - purchasable extras within games - being the youngest.

The majority play alone, multiplayer games particularly popular with younger people

The majority of the population play games on their own: 3.2 million (51% of the population) play single-player games. 1.7 million (27%) play multiplayer games with friends or family. People who only play single-player games are on average 52 years old, while multi-players are significantly younger at 31. Massively multiplayer online games (MMOGs), which are played online with countless other users, only reach a minority of 370,000 people (6%). However, MMOG games such as World of Warcraft or Final Fantasy are more popular than average among daily gamers.

About the IGEM Digimonitor 2024 study

The Digimonitor study has been surveying the use of electronic media and devices in Switzerland every year since 2014. As of 2024, the data is representative of the internet-using Swiss population aged 15-75 (6.3 million people). This year's survey focussed on the topic of gaming. The online survey took place in April-May 2024. On behalf of IGEM Interessengemeinschaft elektronische Medien and WEMF AG für Werbemedienforschung, Intervista surveyed 1,970 people, including 1,008 in German-speaking Switzerland, 762 in French-speaking Switzerland and 200 in Italian-speaking Switzerland. The confidence interval is a maximum of +/- 2.2 percentage points.

The results are available to IGEM members free of charge. Non-members can obtain the study for CHF 5000.

More information: www.igem.ch / **Contact:** Siri Fischer, Managing Director IGEM, info@igem.ch, Tel. 044 242 23 12

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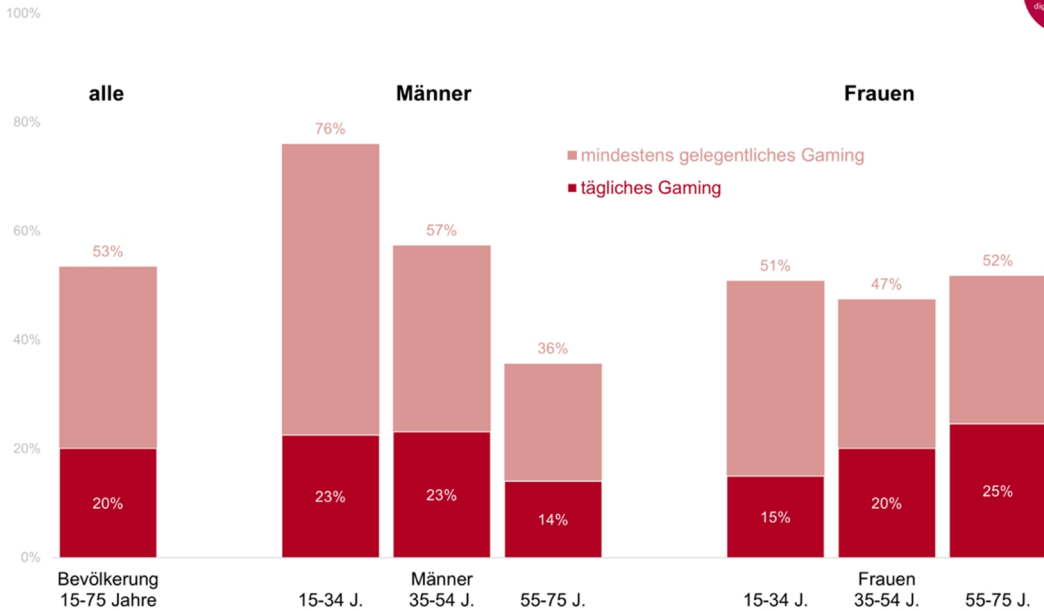
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Graphics:

Graphic 1

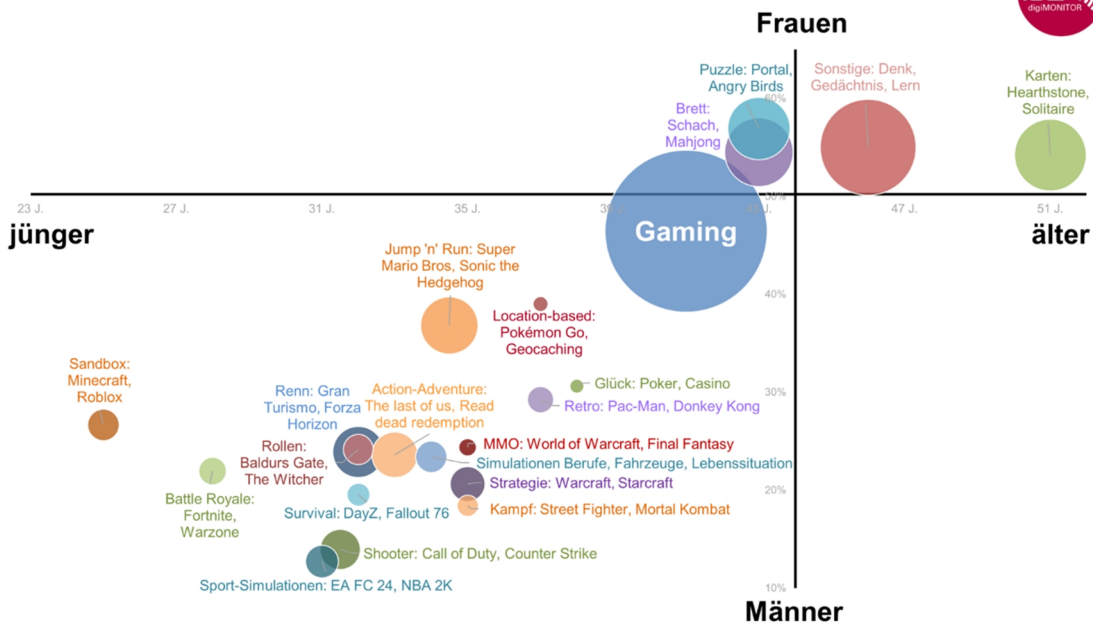
Gaming Nutzung Schweiz 2024: Häufigkeit nach Alter und Geschlecht der Gamer:innen
Bevölkerung 15-75 Jahre



Quelle: IGEM-Digimonitor 2024, Schweizer Bevölkerung zwischen 15 und 75 Jahren mit Internetnutzung (6.3 Mio. Personen), n=1'970 Befragte. „Wie häufig spielen Sie normalerweise Computerspiele, Onlinespiele oder Games, egal auf welchem Gerät?“

Graphic 2

Gaming-Genres Schweiz 2024: Positionierung nach Alter und Geschlecht der Gamer:innen
Bevölkerung 15-75 Jahre, mindestens gelegentliche Nutzung



Quelle: IGEM-Digimonitor 2024, Schweizer Bevölkerung zwischen 15 und 75 Jahren mit Internetnutzung (6.3 Mio. Personen), n=1'970 Befragte. Grösse der Kreise entspricht dem weitesten Nutzerkreis bei Gesamtbevölkerung; x-Achse: Durchschnittsalter der Nutzer, ø Alter Bevölkerung = 44 Jahre (Median); y-Achse: Frauenanteil an allen Nutzern.

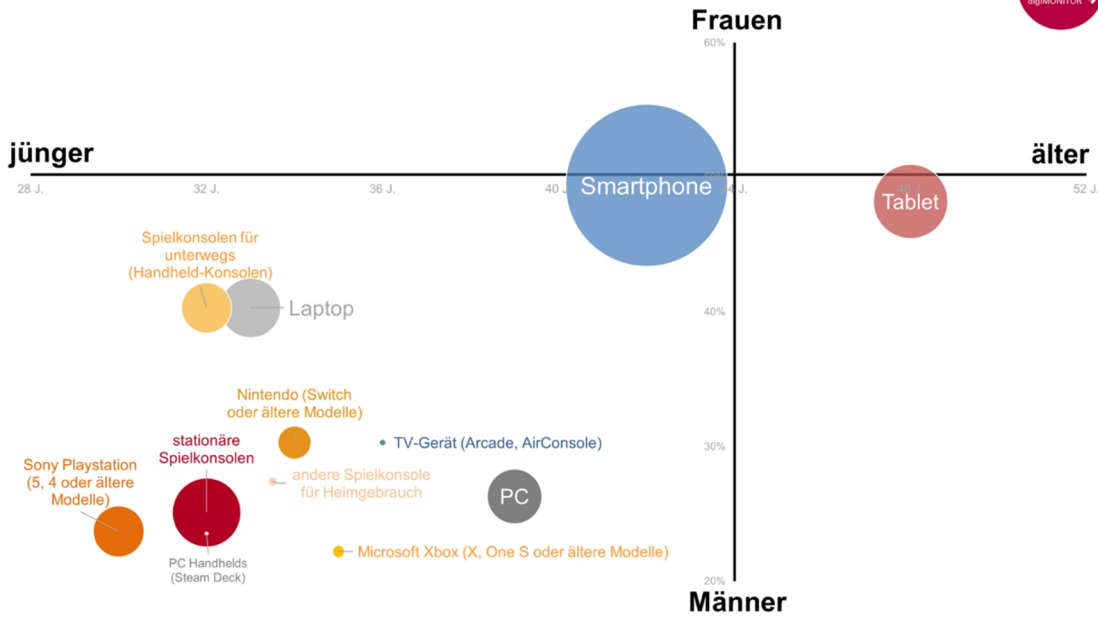
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Graphic 3

Gaming-Geräte Schweiz 2024: Positionierung nach Alter und Geschlecht der Gamer:innen
Bevölkerung 15-75 Jahre, mindestens gelegentliche Nutzung



Quelle: IGEM-Digimonitor 2024, Schweizer Bevölkerung zwischen 15 und 75 Jahren mit Internetnutzung (6.3 Mio. Personen), n=1'970 Befragte. Grösse der Kreise entspricht dem weitesten Nutzerkreis bei Gesamtbevölkerung; x-Achse: Durchschnittsalter der Nutzer, ø Alter Bevölkerung = 44 Jahre (Median); y-Achse: Frauenanteil an allen Nutzern.