

# ROCK BOX

MAKE SOME NOISE

STUDENT GAMING SURVEY  
APRIL 2021



# ABOUT US

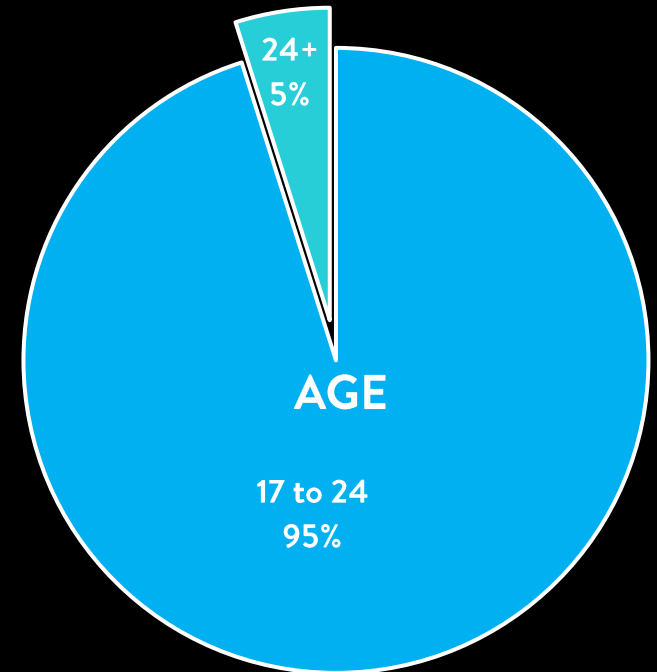
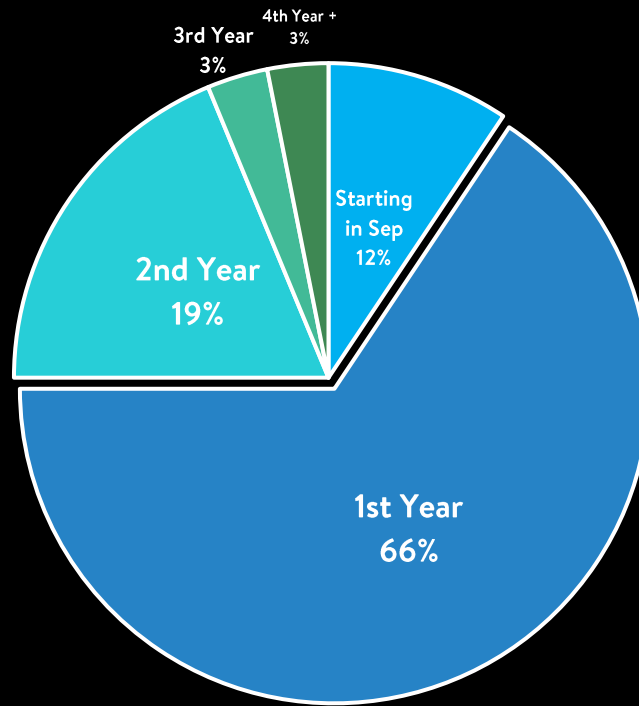
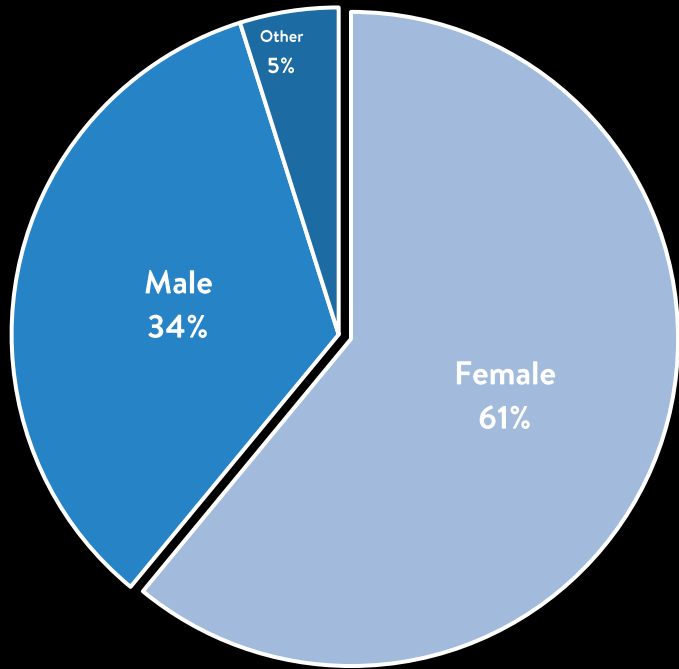


RockBox is a leading Out-of-Home media owner, with a network of digital and paper sites in prime student locations and music venues. We reach over 2 million students, half a million gig-goers, and over 30 million impacts nationally every fortnight.





# Student Gaming Research



## DEMOGRAPHICS

RockBox Student Gaming Survey April 2021. Respondents when data collected: 410

Survey delivered through social media and University direct Email with a voucher prize as incentive.

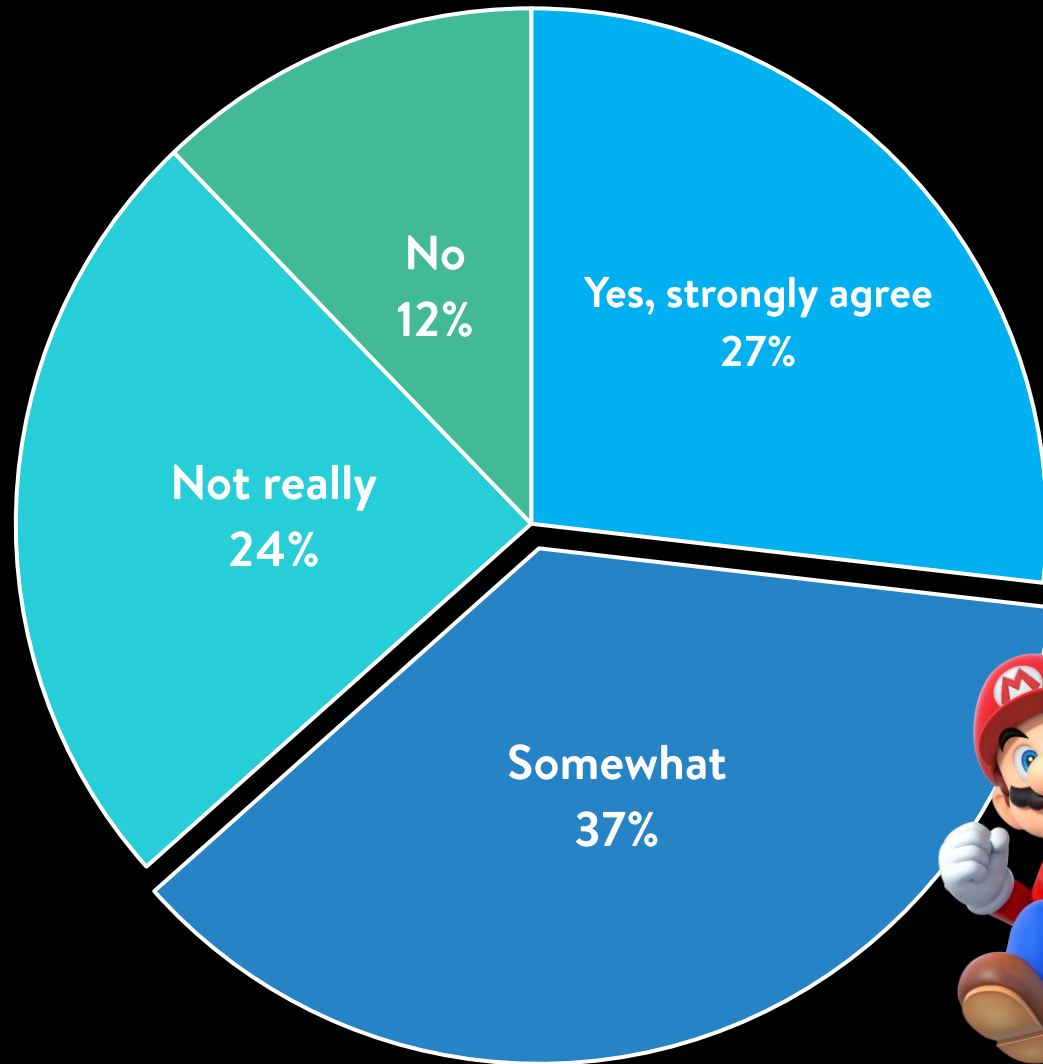


# Student Gaming Research

Q, Do you consider yourself a gamer?  
Meaning, that you regularly play  
computer games?

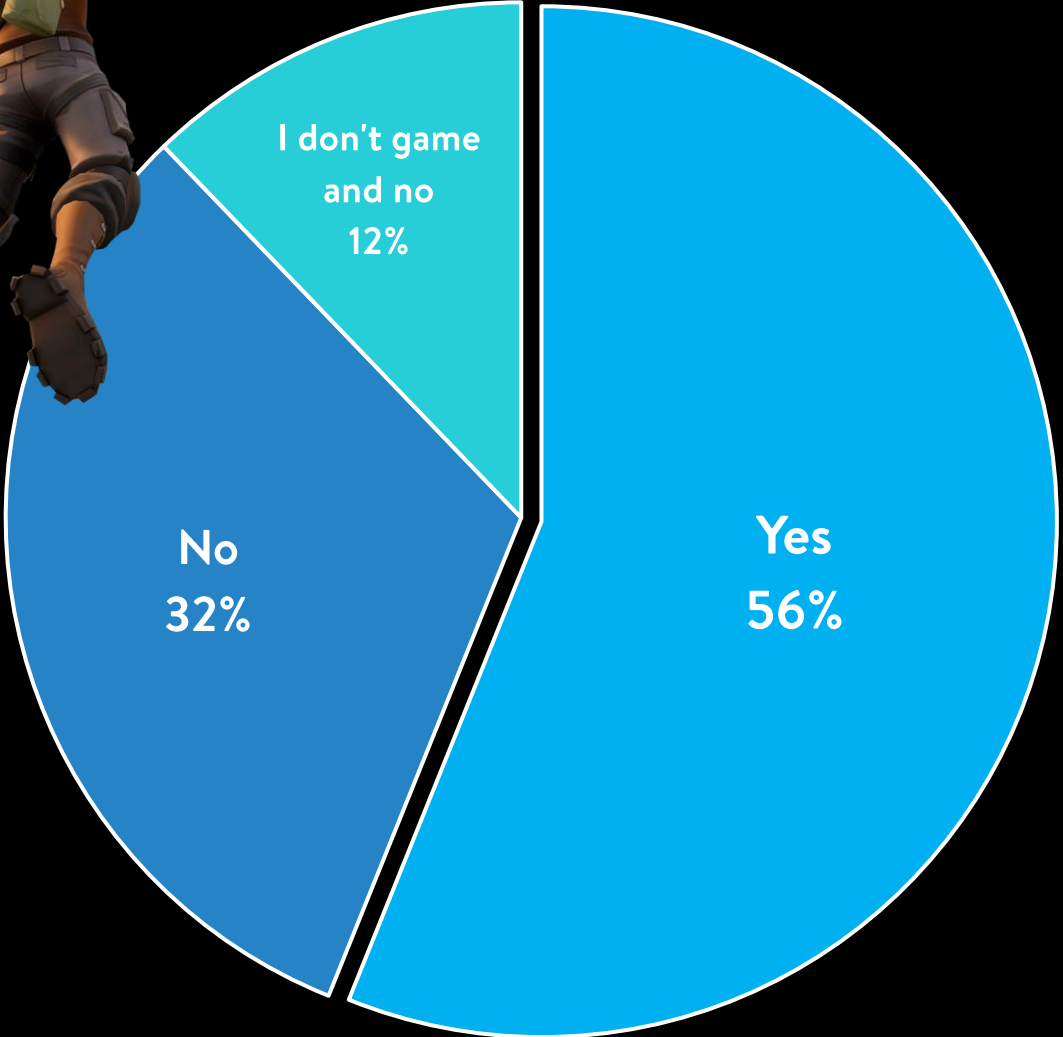


Almost a third of students consider themselves as gamers. With another third again falling into the somewhat category.





# Student Gaming Research



Q, Have you ever paid for unlocks or content in game on top of the game purchase price on a console or PC game? Don't count on mobile.

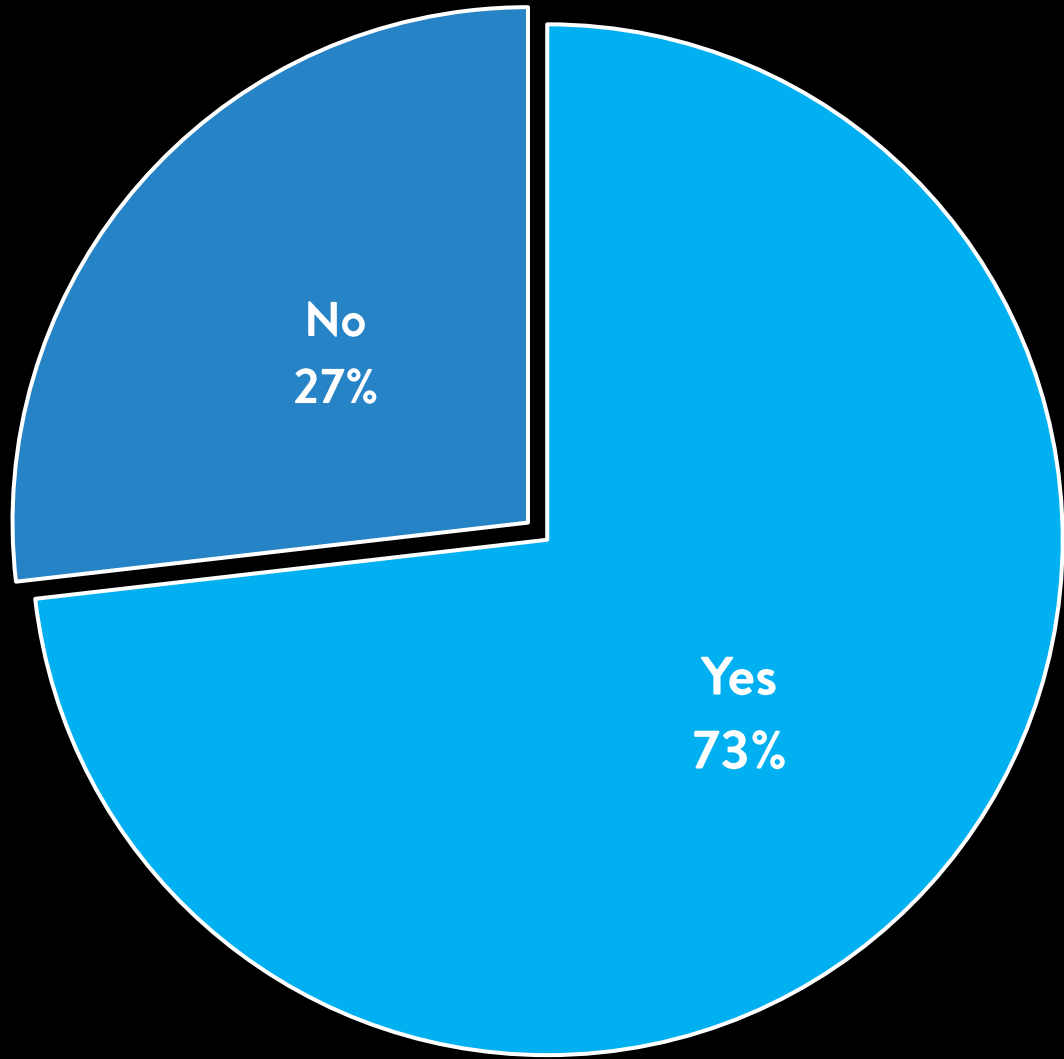


Most have paid for additional content and unlocks. This is quite an interesting fact and goes against the older traditional view that students are less likely to spend.





# Student Gaming Research



Q, Do you play mobile games?

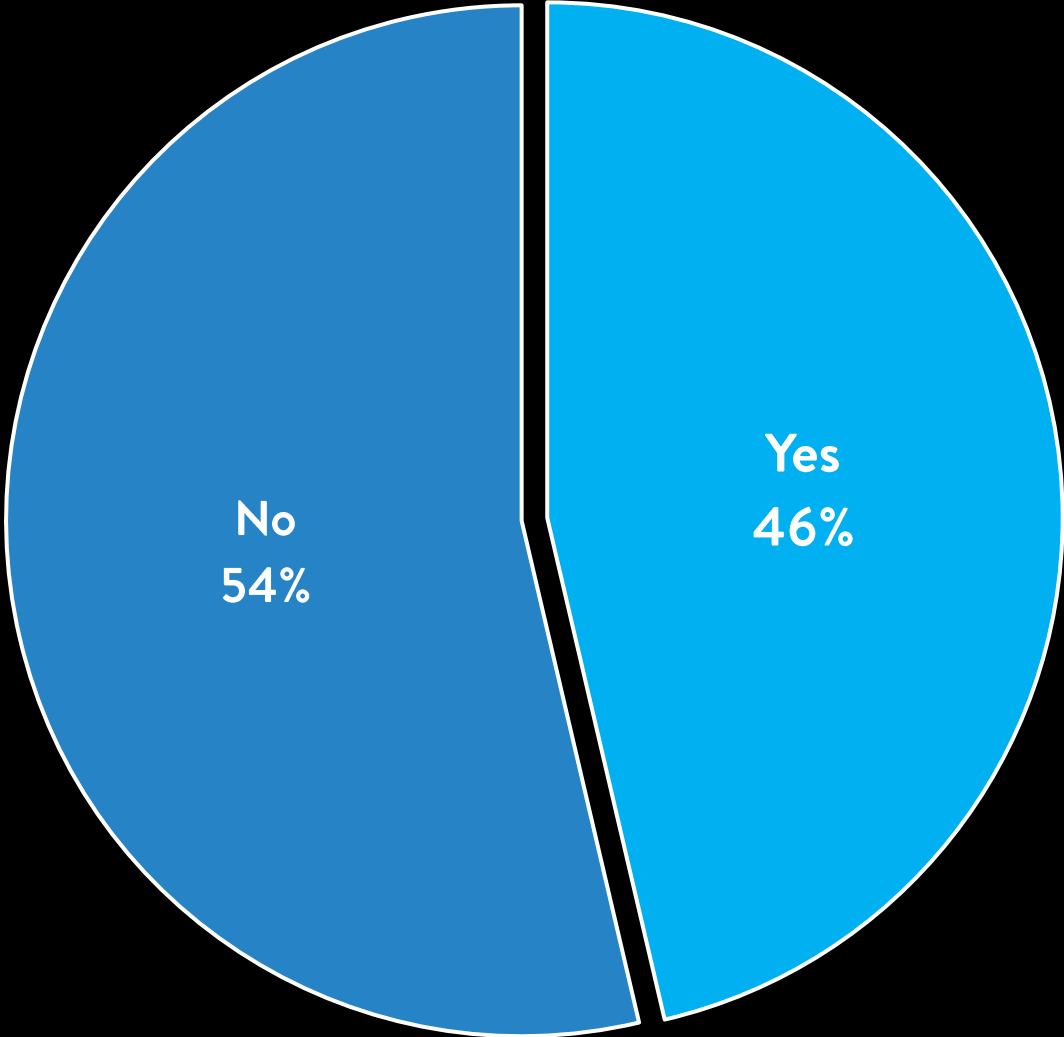


As expected, most students play mobile games.





# Student Gaming Research



Q, Have you ever paid for mobile games?

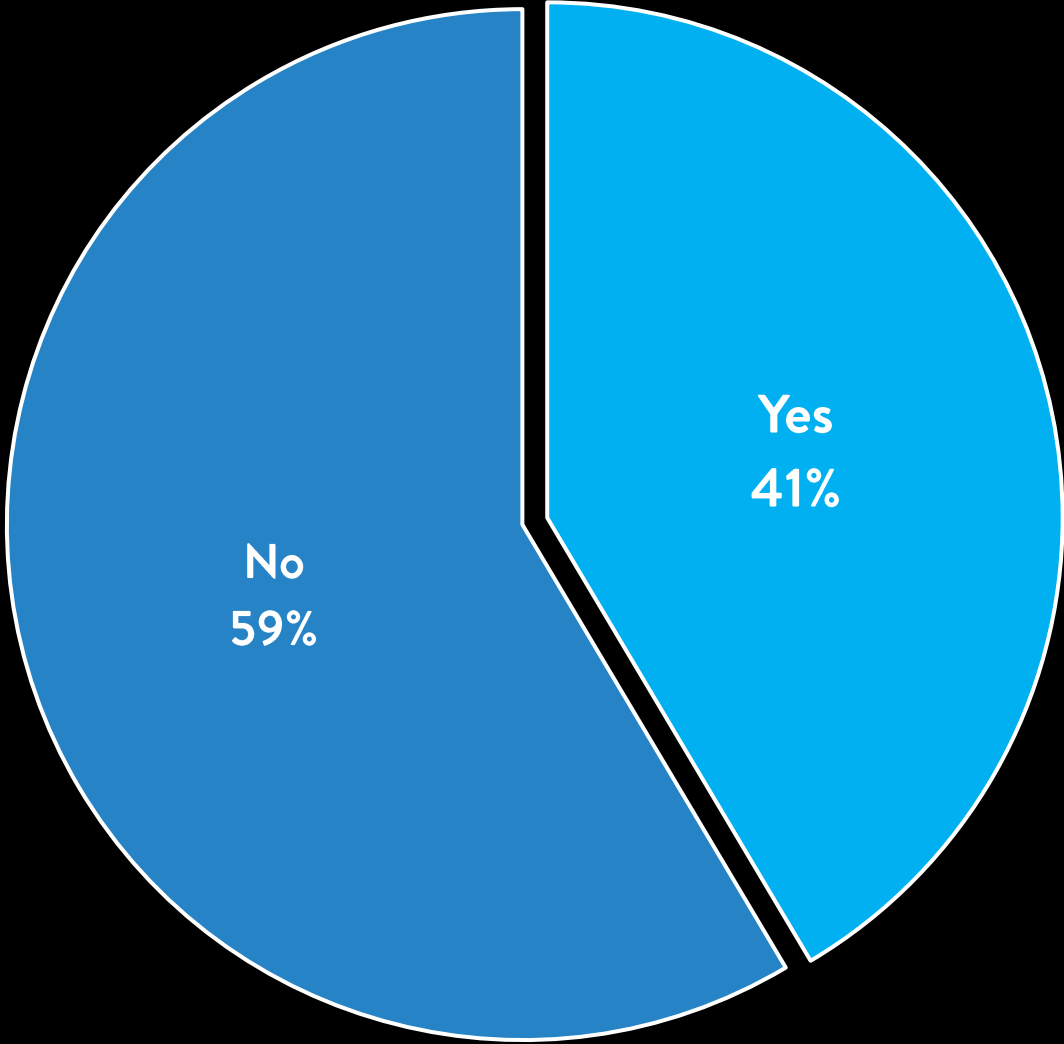


Nearly half of students have paid for mobile based games. This is a huge market if it extrapolates to the whole student demographic and would amount to over 1 million students.





# Student Gaming Research



Q, Have you ever paid for content or unlocks in mobile games?



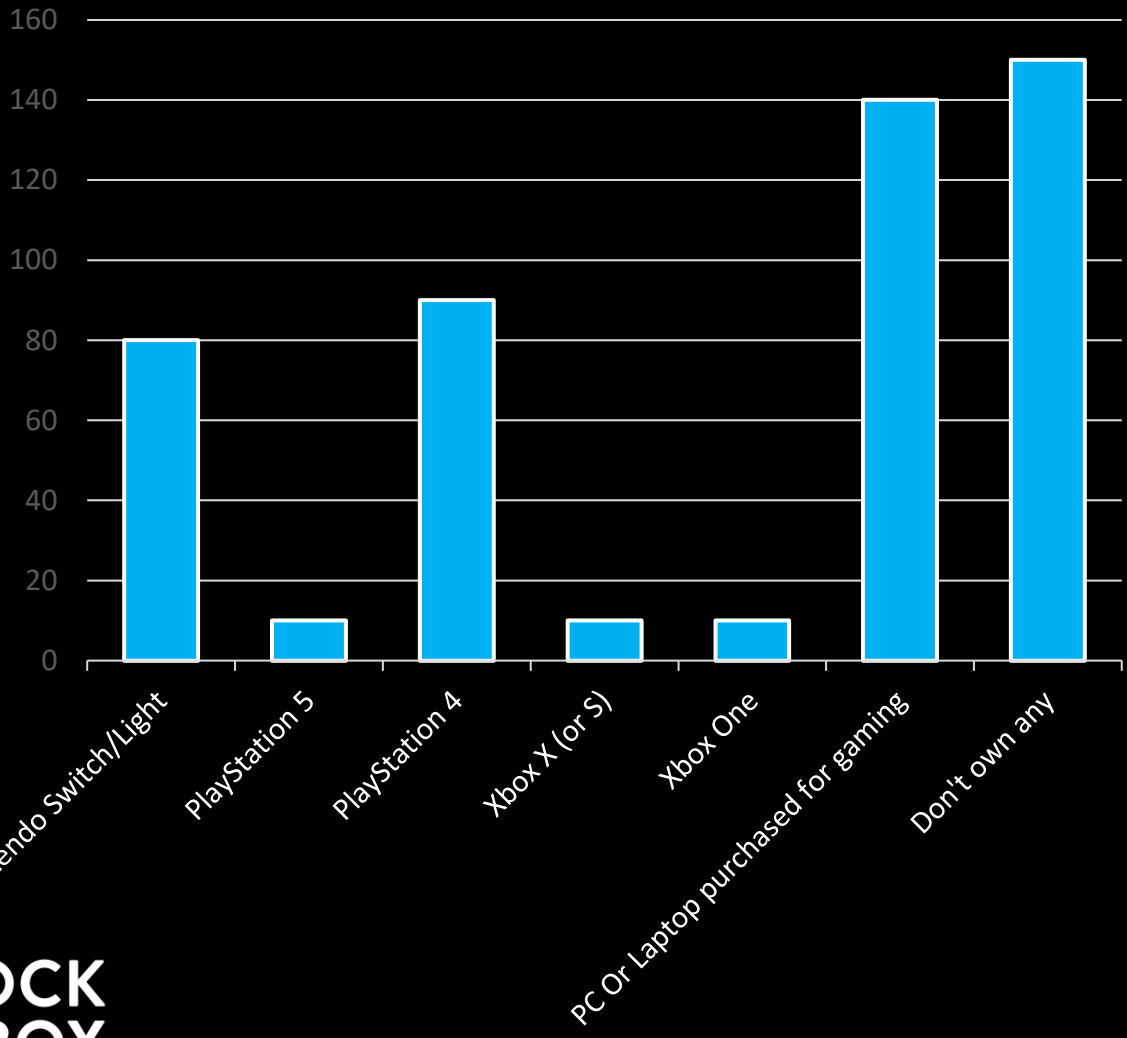
Again, we see that many students are willing to pay for content in mobile gaming.







# Student Gaming Research



Q, Do you own any of the following consoles?

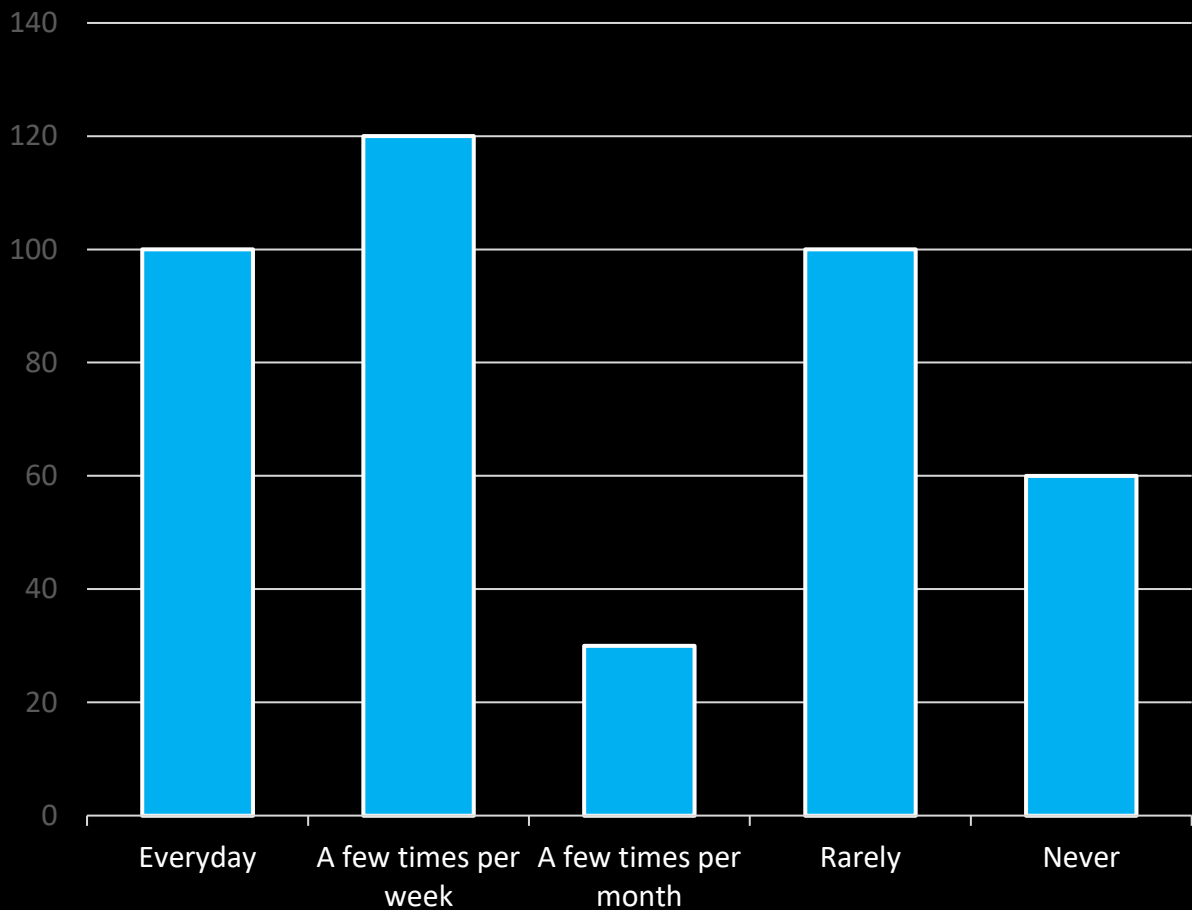


New console take up seems slow with students with the latest Xbox and PlayStation series not showing strong take up. Nintendo switch performs strongly. Surprisingly a lot have claimed to have bought gaming spec laptops or PC's, though there may be some confusion here with standard laptop ownership vs high spec for gaming.





# Student Gaming Research

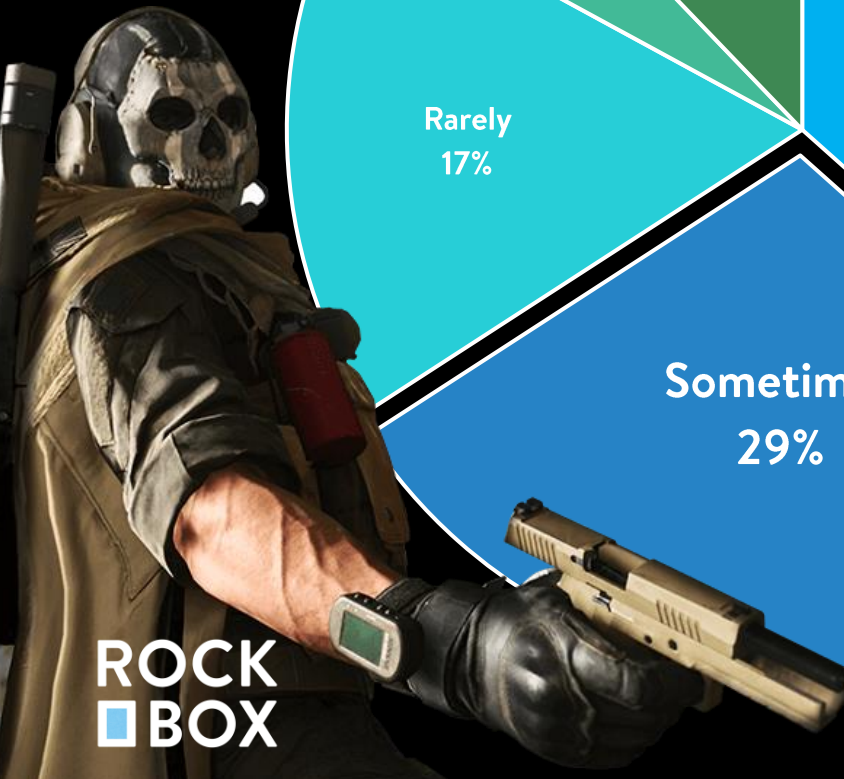


Q, How often do you play games on a console or PC?

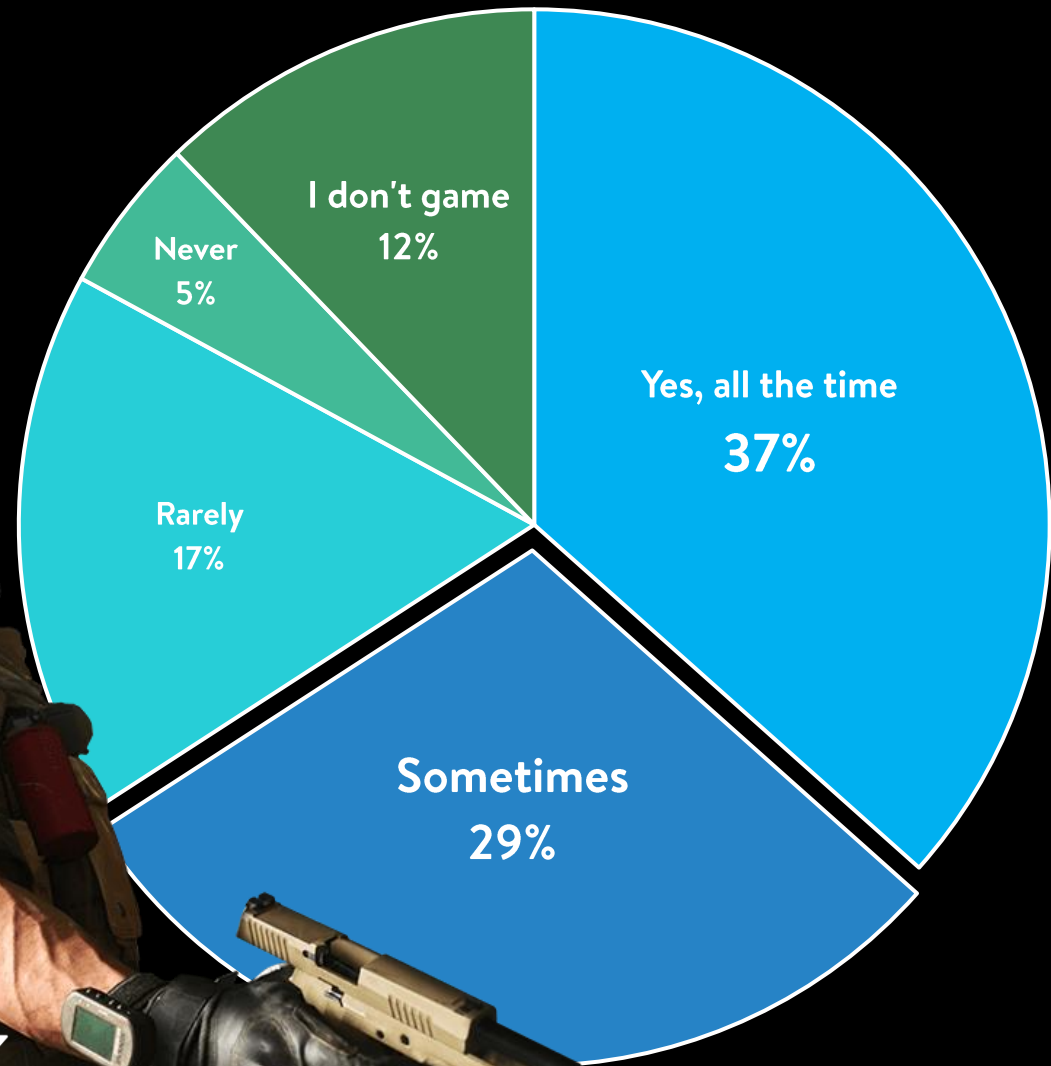


Over half of students play games at least a few times per week.





ROCK  
BOX



# Student Gaming Research

Q, Do you play multiplayer games with others not in the same room?

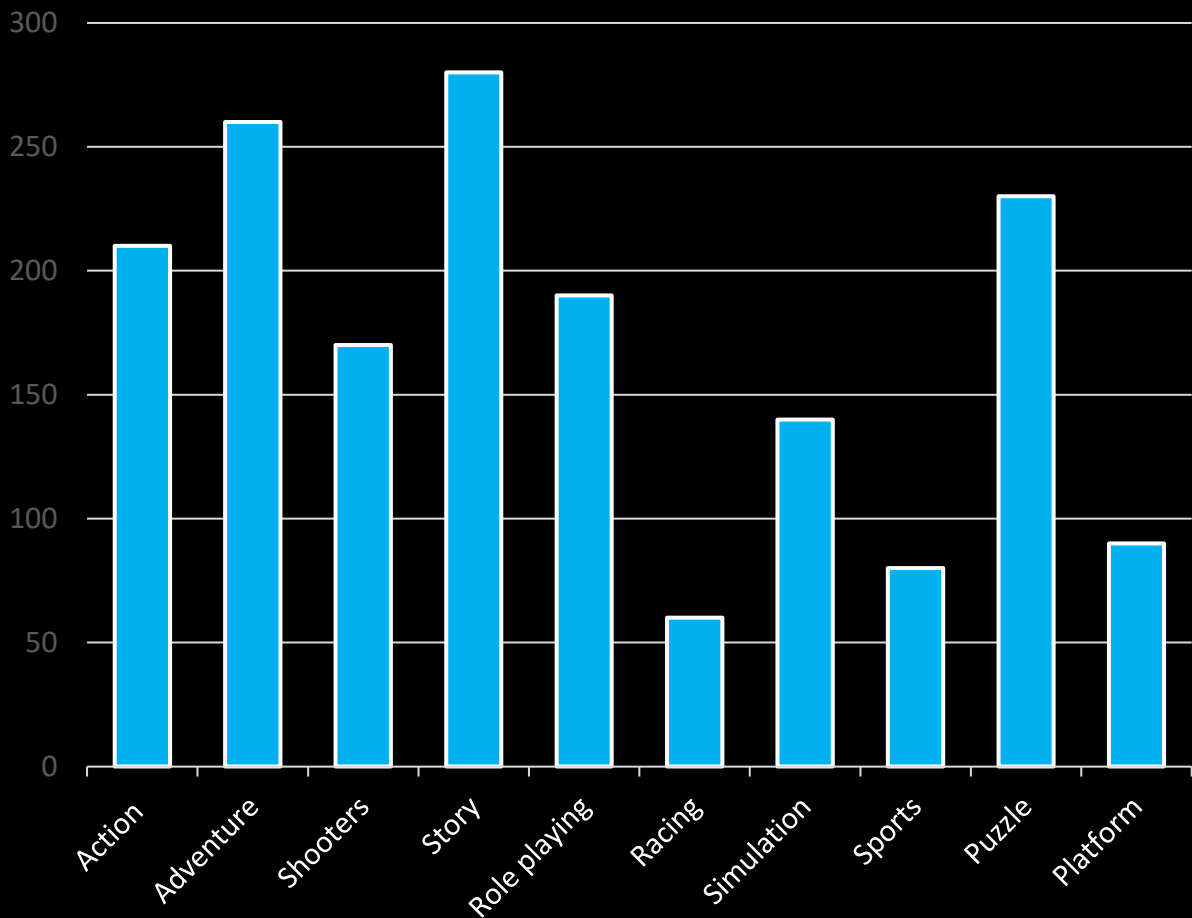


Over two thirds of students like to play multiplayer games online.





# Student Gaming Research



Q, What types of games do you like to play?

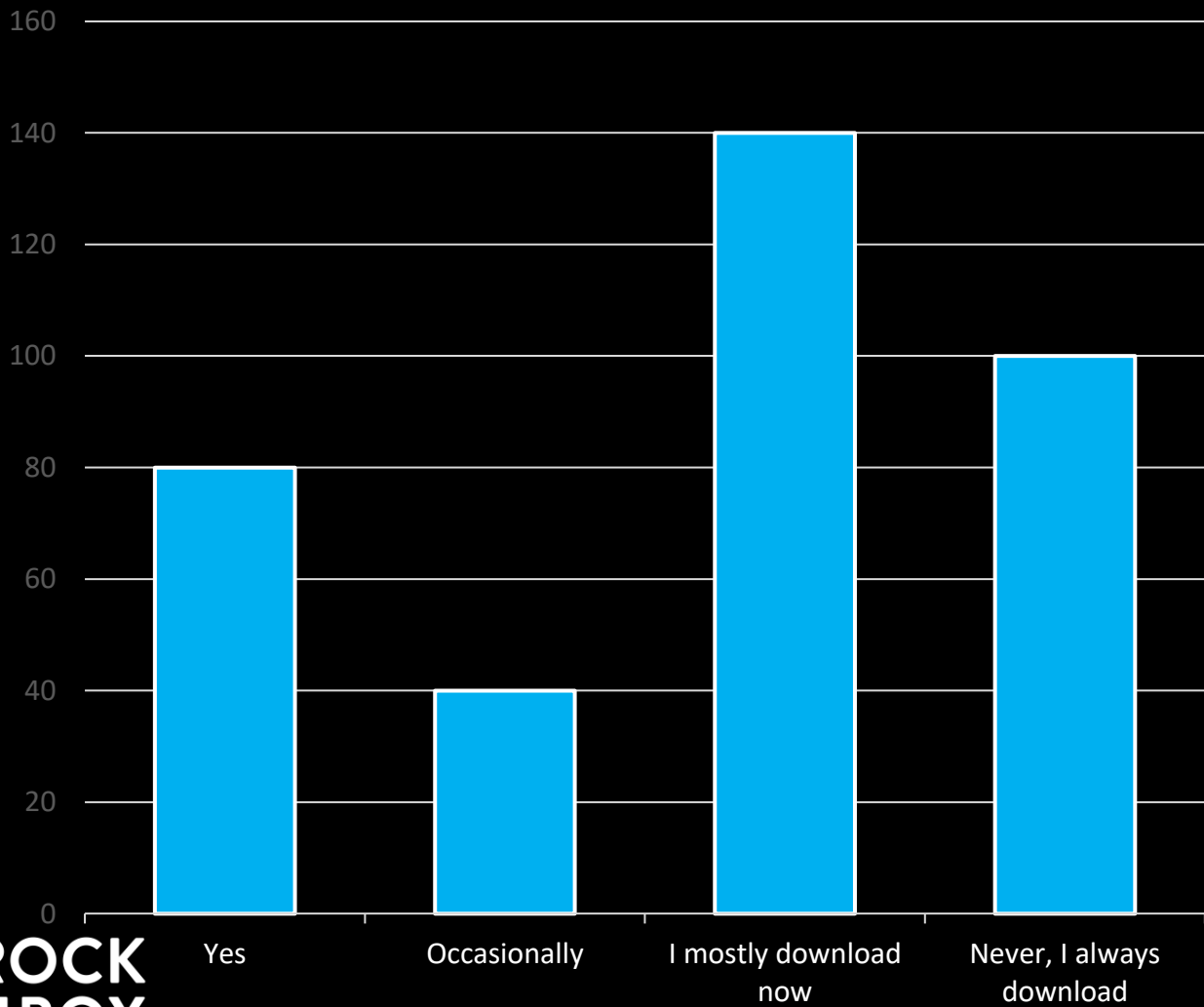


Students are attracted to a wide range of genres. Story based and Action games perform particularly well.





# Student Gaming Research



Q, Do you buy physical discs or equivalent for new games?

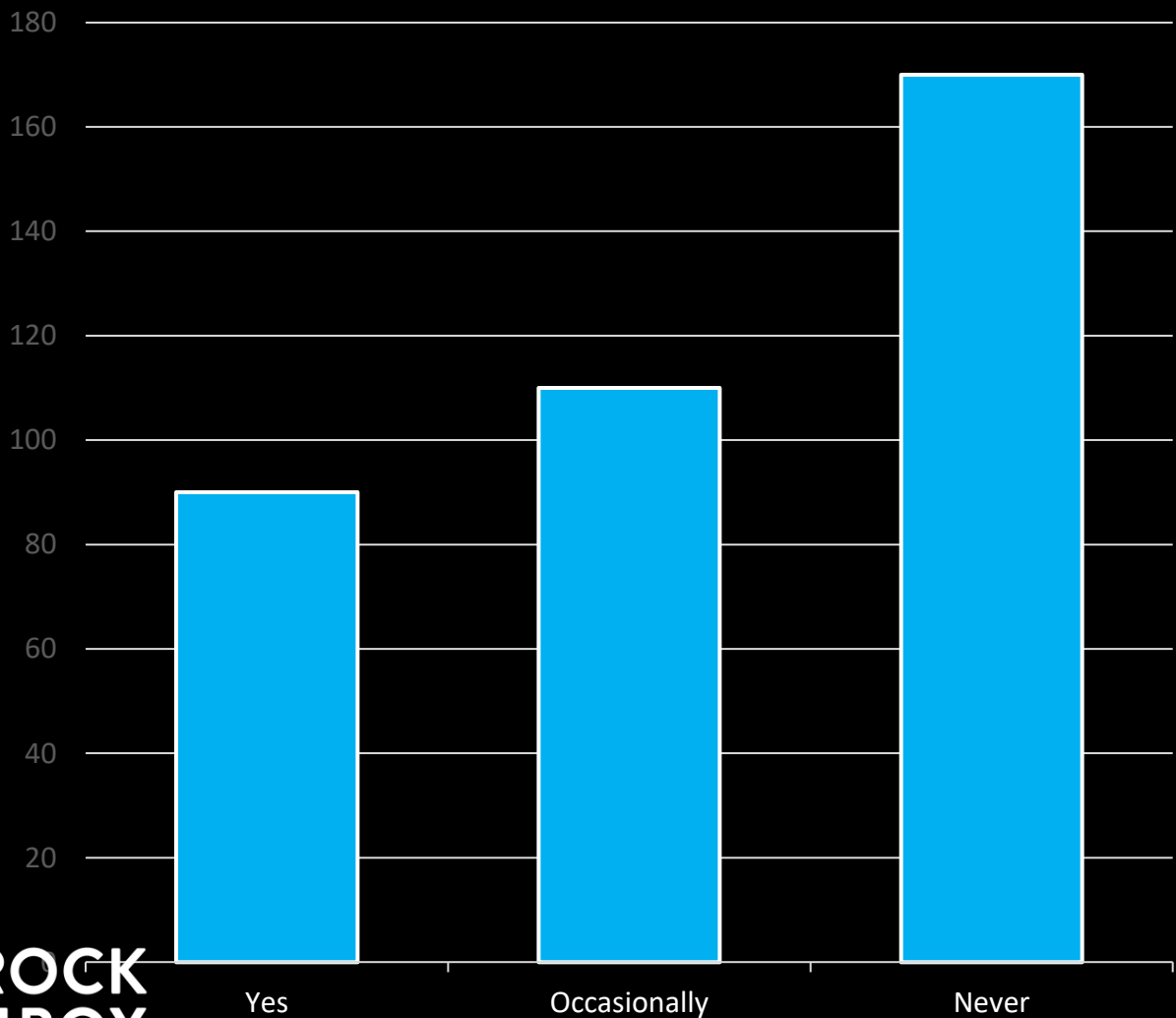


Students are more likely to purchase a new game release as a download.





# Student Gaming Research



Q, Do you buy secondhand games?

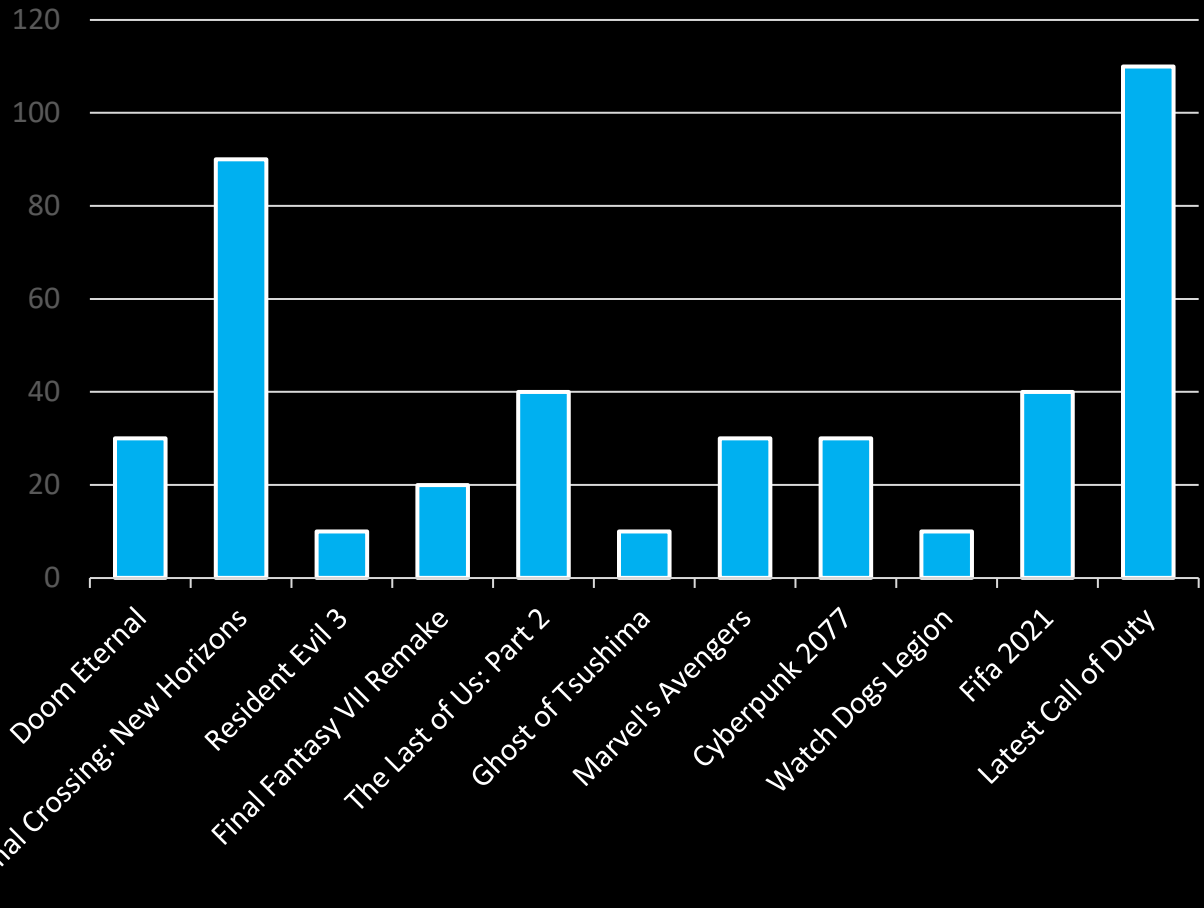


Many students are still in the market for second hand physical discs, but most now seem to prefer download or subscription models.





# Student Gaming Research



Q, Did you purchase or play any of these games in 2020?



Students have followed the main gaming purchase trends with Call of Duty, FIFA and Animal Crossing.



If primed first by OOH,  
**engagement** on social is boosted  
by **52%** while spontaneous brand  
recall on social is increased by  
**125%**

(Lumen)

**Students** have an  
average **monthly**  
**spending**  
power of **£807**

(Save the Student 2019 Survey)

UK University **students**  
have a combined  
**spending power** of **£23**  
**billion** annually

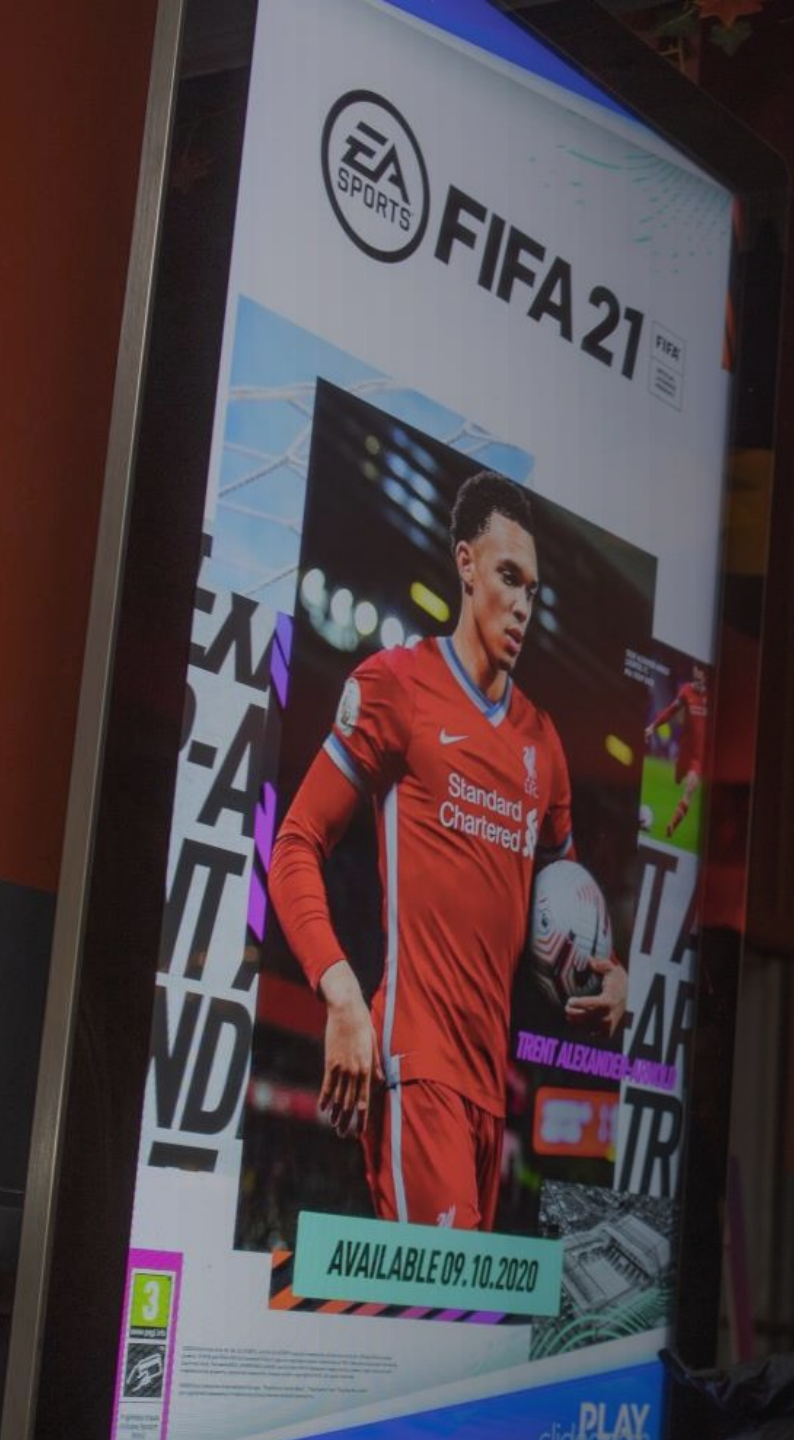
(Youthsight)

Striving to **effect change**,  
85 % of Gen Z seeks companies that  
prioritise solving world problems.  
The same percentage of Gen Z'ers  
are more likely to **make a**  
**purchase** from a company after  
they've learned the brand is  
**socially responsible.**

(payment Source)







# ROCK BOX THANK YOU

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