Changing Behaviors in Gaming During COVID-19
How US Snapchatters Are Gaming More While Staying Inside

Snapchatters are expecting to play more games while sheltering in place.

- 62% of console gamers on Snapchat expect to play more in the next month.¹
- 47% of PC gamers on Snapchat expect to play more in the next month.²
- 45% of mobile gamers on Snapchat expect to play more in the next month.³

They’re opening up their wallets for their favorite games.

- 39% of mobile gamers on Snapchat have spent money on mobile gaming in the last month.⁴
- 13% of respondents are considering buying a video game console in the next month.⁵

Source: Snap Inc. survey of US Snapchat users, April 2 – April 4, 2020. Age and location data subject to restrictions. See https://businesshelp.snapchat.com/en-US/audience-size-tool for details. ¹Question: “Do you expect to play console video games more or less in the next month?”; 1141 respondents. ²Question: “Do you expect to play PC video games more or less in the next month?”; 655 respondents. ³Question: “Do you expect to play mobile games more or less in the next month?”; 1421 respondents. ⁴Question: “Which of the following best describes how much you’ve spent on mobile games in the past month?”; 1418 respondents. ⁵Question: “Which of the following devices are you considering purchasing in the next month?”; 1974 respondents.