

# 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.<sup>1</sup>

47%

of PC gamers on Snapchat expect to play more in the next month.<sup>2</sup>

45%

of mobile gamers on Snapchat expect to play more in the next month.<sup>3</sup>

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.<sup>4</sup>

13%

of respondents are considering buying a video game console in the next month.<sup>5</sup>

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/a/audience-size-tool> for details. <sup>1</sup> Question: "Do you expect to play console video games more or less in the next month?"; 1141 respondents. <sup>2</sup> Question: "Do you expect to play PC video games more or less in the next month?"; 655 respondents. <sup>3</sup> Question: "Do you expect to play mobile games more or less in the next month?"; 1421 respondents. <sup>4</sup> Question: "Which of the following best describes how much you've spent on mobile games in the past month?"; 1418 respondents. <sup>5</sup> Question: "Which of the following devices are you considering purchasing in the next month?"; 1974 respondents.