

Polish Gamers KIDS 2022



.01 Introduction



Introduction

Do the children of Generation Z and Alpha even know a world without video games? For as many as 88% of Polish children aged 9-15, games are part of their life and daily routine, while gaming is the activity of choice in how they spend their free time. Little research exists that reliably investigates the behavior of the youngest consumers of digital entertainment and video games, e.g., the influence they have on functioning in a group, professional aspirations, purchasing decisions, or use of specific financial solutions.

This invites the bold hypothesis that games are shaping both the social and consumer habits of the youngest generation unlike any other medium, hence it is a generation soon to enter adulthood with new patterns of behavior.

Is the market ready for it? Is it aware of these patterns of behavior? Are global and local brands aware of the upcoming changes and the potential inadequacy of the existing values behind these brands, their communications and marketing strategy, or sales models?

Does the market understand that the upbringing of the youngest consumers has been influenced and continues to be influenced by a form of entertainment which was a niche merely two decades ago, and today serves 3 billion players worldwide and generates revenues of more than \$190 billion every year, mainly from games on mobile devices? Still, in the eyes of some executives, video games are a trivial pastime to which they attribute little importance in terms of the impact on their brands, product development, and business lines. This is a serious oversight that will materialize when today's youth enter adulthood.

Today's generation of the youngest gamers are largely the children of millennials, to whom the gaming industry owes the revolutionizing of the context of gaming, video game platforms, and the demographics of gamers. However, today's gamer kids are immersed deeper in the world of games than in previous generations, and this affects their real lives.

We have watched the video game market change over the past twenty years. Since 2014, the Polish Gamers Observatory (PGO), together with partners, has been conducting surveys of adult gamers. PGO, along with PURR Media, has recognized the changes on the horizon for the gaming industry, and thus realized the existing need for new research that will be focused on children, rather than their parents.

We are proud that in parallel with the publishing of the report based on the results of the 7th edition of Polish Gamers Research in 2022, we can also offer this report for the first time – based on a unique series of Polish Gamer KIDS Research surveys conducted with a group of children aged 9 to 15. The survey was conducted in cooperation with the consulting-implementation agency Yotta by Publicis Groupe.

We are happy to present the Polish Gamer KIDS report, in which, without undue exaggeration or unfounded hypotheses, we try to make the best use of our more than twenty years of experience

in the gaming industry, and almost 10 years of research experience, to reliably describe the current knowledge, attitudes, and consumption patterns used by children aged 9 to 15 in relation to one of the most popular forms of entertainment globally, i.e., gaming on different platforms and watching other players online.

We are confident that the continuity of our research project in the 15-65 group and its expansion to also include gamer children, ensures our data are relevant to current trends in the video game industry and, above all, those among Polish gamers. This continuity means that our findings are regularly updated, our tools constantly adjusted, and, most importantly, that we are also able to identify and pinpoint significant trends and changes of attitudes among Polish gamers and react to them accordingly. For example, in this year's edition, we looked at **the so-called passive gaming phenomenon among children** – a significant group of young consumers who, through platforms such as YouTube, Twitch, or Facebook, watch gameplay of other players. **The children's responses produced a shocking conclusion** of the marginal importance of Twitch in the 9-15 age group, where social media platforms reign supreme. This could be **evidence of changing behavior patterns that may threaten the existence of some brands in the future**. The research questionnaire also included questions about the impact of the Covid-19 pandemic and the Russo-Ukrainian war on the gaming habits of children, as well as questions about awareness of NFT and the metaverse.

We are also satisfied with our increasingly effective tackling of misleading and hurtful stereotypes concerning games and gamers. We present an unbiased map of the gaming market, explaining the functioning of various beliefs and myths, such as mistakenly equating gamers with males, confusing the e-sports market with the gaming market, or overestimating the current potential of the metaverse.

This allows us to provide valuable, detailed, relevant, and practical information to a wide range of stakeholders in the sector – from video game developers, investors, product departments to marketers in various industries, who all increasingly look to tap into the opportunities that gaming offers, and seek to understand the behavioral patterns of gamers.

We believe that the latter group in particular – marketers working directly with, or providing services to, non-gaming companies, who wish to use it as a means of reaching kids aged 9-15, or to adapt their communications to new behavioral patterns – will find the information contained in this report will allow them to avoid many unnecessary, and often costly, business oversights.

The impact of video games on every other aspect of the younger generation's lives can no longer be underestimated, with 85% of surveyed Polish children declaring themselves as gamers, an even higher percentage (88%) watching other gamers play, and 81% declaring that games are important for them.

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Research Methodology



Due to the specific nature of the surveyed group, the project consisted of two surveys conducted in parallel between June 17 and June 27, 2022, using the CAWI method (Computer-Assisted Web Interview) within the Ariadna panel, among a group of Internet users aged 9-15. Both GRY-OnLine S.A and the Polish Gamers Observatory were involved in the project. The co-authors of the research questionnaire are Michał Bobrowski and Patrycja Rodzińska-Szary. Yotta by Publicis Groupe, a consulting and implementation agency that is part of the world's third largest advertising group, was responsible for the technical implementation of both Polish Gamers Research surveys. The first survey was conducted with a core sample of N=1249, with the assumption that we would obtain a minimum of 200 results for each analyzed platform. The second survey included a main sample of N=831, enhanced with a booster minimum of N=200 for individuals buying games alone or together with their parents.

Each respondent met the condition of playing at least one of the platforms: consoles, mobile devices (smartphones and tablets), PCs, Internet browsers, or watching other players play via video streaming. To achieve more accurate and meaningful results, data weighting methods were used to calculate the final results. In the conducted research, all the most relevant socio-demographic factors (gender, age, material situation, motivations, place of residence), as well as detailed information on preferences related to game consumption were considered.



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About the Authors



PURR MEDIA



About the Authors

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**Michał
Bobrowski**

Enthusiastic about the video game market, distant travels, and opera music. He began his adventure with games in the era of 8-bit computers. From 1995 to 2000, he was involved in the outdoor advertising market. Since 2001, he has combined his love of virtual entertainment and Internet advertising through his work at GRY-OnLine S.A. (now part of the Webedia Media Group), a company that is the undisputed leader of Polish gaming media. Since 2011, he has served as CMO and a member of the company's board.

Since 2022, he has chaired PURR Media, a dedicated gaming agency under GRY-OnLine S.A. Regular speaker at industry conferences including Digital Dragons, Games Connection, ChinaJoy and Poznań Game Arena. He is the originator and co-author of the "The State of Polish Video Games Sector" reports, the "Warsaw Game Industry 2019/20" report, as well as seven editions of Polish Gamers Research, and the first edition of the Polish Gamers Kids research.



**Cezary
Kulesza**

A communications strategist with 15 years of experience; passionate about video games and digital culture. In his career, he has worked with tech companies, game developers and has been involved in gaming-based marketing strategies for mass-market brands. Throughout his career, he has been strongly oriented towards marketing and sociological research, as well as efficiency in achieving business goals. Privately, he is a Dad of two gamers of the younger generation.



**Patrycja
Rodzińska-Szary**

A video game industry expert with more than 14 years of experience. Together with Michał Bobrowski, she is the founder of the Polish Gamers Observatory initiative. She is the co-originator and co-author of the "The State of Polish Video Games Sector" report series, Polish Gamers Kids and Polish Gamers Research surveys. She is interested in business development, premium monetization, free-to-play and play-to-earn products, product development, Big Data and AI-based, player and market research, and management consulting. She gained gaming experience at RASP/Onet, Playlink, GRY-OnLine S.A., and others, and worked with more than forty game development studios. She has been a speaker at numerous industry conferences such as Digital Dragons, Game Connection Paris, Autodesk Media & Entertainment Days, as well as university lectures. Privately, she enjoys video games, technological innovations, hiking, dancing, and spending here free time on the coasts of the Atlantic Ocean. She's also a happy Mom.



**Konrad
Sarzyński**

Ph. D. in urban development and an economist who is not afraid of data analysis. His fascination with gadgets led him to the Tech department of GRY-OnLine S.A., where he writes, edits and publishes pop-sci and new-tech articles. He combines experience from the world of science with journalism, striving to present even the most complicated issues in a straightforward way.

He also works at an international scientific publishing house, overseeing several scientific journals in economics, psychology and education. From these sources he derives his keen attention to detail and sharp eye for logical inconsistencies.

Outside of work, he expands his Twitch channel, where he plays and pursues his other passion – baking.



**Przemysław
Włodarski**

His involvement with media and data science goes back 15 years. He gained experience by leading and supporting performance activities for some of the largest enterprises on the Polish market (T-mobile, Samsung, PKO BP). Currently, coming from a strictly performance background, he supports clients in facing the challenges of the market, also based on data analysis well beyond only media. At GRY-OnLine S.A., he handles the operations of the analytical department, implementing media projects for the organization's most significant clients. Privately he is enthusiastic about strategy games and hard sci-fi literature.

Special thank you to Zach Casey and Shaun O`Neill who handled the proofing of the Report.

About the Authors



**Dominika
Urbańska-Galaciak**

Dominika Urbańska-Galanciak, Ph D., has been part of the electronic entertainment industry for more than a decade, where, as Managing Director of the Polish Association of Entertainment Software Developers and Distributors, she is involved in promoting responsible use of video games and their utility in education, among others. Author of the book "Homo players. Strategie odbioru gier komputerowych" and a member of the program board of the Games Research Association of Poland. Polish representative in the Interactive Software Federation of Europe and board member of the Pan European Games Information. Since 2019, also a member of the Consultation Committee of the Polish Safer Internet Centre and ambassador for Women in Games.



**Mirosław
Filiciak**

Media studies expert. Ph. D., director of the Institute of Humanities at SWPS University. His area of expertise is the impact of digital media on participation in culture. He studies the Internet, computer games, the transformation of television, informal circulation of content, and contemporary culture.

He has cooperated for years with public cultural institutions, NGOs, and businesses. He is the co-founder of the technological-cultural project "Culture 2.0," and of Poland's first medialab, a self-education initiative standing at the intersection of social activism, art, and technology. He has led numerous research projects, such as "Młodzi i media. Nowe media a uczestnictwo w kulturze", "Tajni kulturalni" or "Obiegi kultury." Author of the books: "Wirtualny plac zabaw. Gry sieciowe i przemiany kultury współczesnej" (2006), "Media, wersja beta" (2014) and "Dwa zero. Alfabet nowej kultury i inne teksty" (2015), co-written by Alek Tarkovsky. Deputy editor-in-chief of the "Kultura Popularna" quarterly. At SWPS University, he lectures new media, pop culture, and audiovisual culture.



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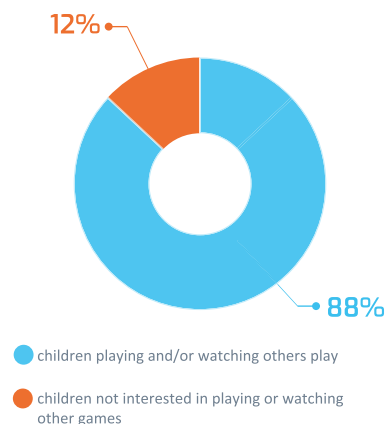
Chapter 1

INDEPENDENT PLAYERS IN POLAND – GENERAL INFORMATION



1.1 How many children in Poland play and/or watch video games?

fig. 1.1.1 How many children in Poland play and/or watch video games? (aggregate)



Q1. Which of the following activities have you done in the past month? Base: All respondents

PURR Media, Polish Gamers Observatory, Yotta by Publicis Groupe, CAWI, July 2022, TG: Children 9-15

The results of the first edition of the Polish Gamers KIDS Research survey warrant answering a very important question on the listed platforms. How many children aged 9-15 in 2022 declared that they play and/or watch gameplay of the listed platforms (PC, console, mobile device, web browser). Averaged results show that the figure is as high as 88%. If we considered only active players, the percentage would equal 85%. Given the clear distinctions in terms of both gender and age of respondents this, and many of the following questions, are also presented for individual groups.



These results confirm that gaming is definitely a central part of young people's leisure activities, not only boys, but also girls – in fact, it's even more important than social media, says Professor Mirosław Filiciak.

For girls, 87% of those aged 9-12, and 80% of those aged 13-15 stated they had played or watched others play in the past month. For boys, especially those aged 13-15, the percentage of active players is even higher. As many as 93% of them play and/or watch others play games. Only 16% of girls and 8% of boys are not interested in either playing or watching others play.



fig. 1.1.2 How many children in Poland play and/or watch video games?

(Results by gender and by both age cohorts)



Q1. Which of the following activities have you done in the past month? Base: All respondents

PURR Media, Polish Gamers Observatory, Yotta by Publicis Groupe, CAWI, July 2022, TG: Children 9-15



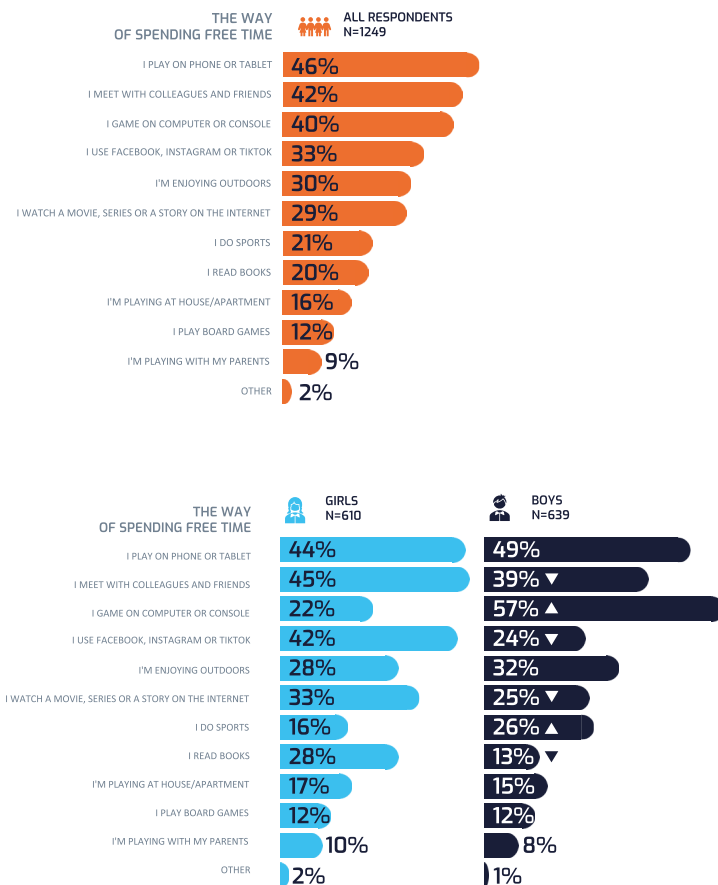
When we think of the world's 3 billion gamers, we have to remember that 40% of them are women. Referring to the results of a survey of gamers aged 15-65 published in the Polish Gamers Research 2022 report, 47% of Polish gamers are women. The current trend among adult respondents related to gender distribution among gamers should continue, given the current levels of interest in gaming among children. Very interestingly, however, a majority of girls consume gaming passively, i.e., by watching other players' gameplay. This is valuable information for marketers, adds Patrycja Rodzińska-Szary.

The statement that video games, whether played on a smartphone or installed on a computer, are an attractive form of leisure activity is a truism today. However, once we realize that we are talking about as many as 9 out of 10 children, it dramatically changes the perspective. The answers to the question such as "Why do young people play games?" are particularly important to psychologists, educators, marketers, but also parents who want to build relationships with their children based on understanding and respect for their needs, Przemysław Włodarski summarizes.

1.2 Ways of spending leisure time

fig. 1.2.1 Ways of spending leisure time (aggregate results, by gender)

Statistically significant differences (at a significance level of $\alpha=0,05$) between girls and boys are marked with arrows.



FREE. What's your favorite way of spending free time? Choose three activities that you do most frequently.
Base: All respondents, N=1249

PURR Media, Polish Gamers Observatory, Yotta by Publicis Groupe, CAWI, July 2022, TG: Children 9-15.



In their free time, young respondents are most likely to play on phones/tablets (46%), meet with peers (42%), and play on a computer/console (40%).

The latter activity is the preferred leisure activity among boys (57%). Using social media, on the other hand, is the third most popular activity among girls (42%).

Girls are more likely than boys to maintain social contacts in their free time, whether in the form of physical meetings or virtually, on social media platforms. They are also more likely to read books and watch movies or shows online. Playing sports and computer/console games was a less popular response, on the other hand.



The fact that games on phones and tablets are the most popular, far more than games on computers and consoles, shows that gaming is simply intertwined with the daily lives of young people, where there are no rigid boundaries between direct contact and contact through media. Phones are simply centers of managing the world, consuming content, and interacting with friends – inevitably, they are also the center of interactive entertainment. Besides, we have to keep in mind that for the age category concerned in this survey, the smartphone happens to be the only completely personal communication device owned 'exclusively,' unlike computers and consoles, which are sometimes shared with other family members, comments Professor Mirosław Filiciak.

Przemysław Włodarski adds: *While playing on phones or tablets can seem similar to the way adults treat it – as a source of simple, uncomplicated entertainment, which apparently is equally attractive to both groups of children – there are clearly differences in subsequent responses. The classic distinction between girls preferring to socialize and boys focusing on entertainment is only ostensible. I believe that this is an unwarranted simplification. Why?*

First, boys are still eagerly playing outdoors – this is the fourth most popular answer and, as experience has shown, it involves playing with peers.

Second, the reason why more than 40% of boys play on the PC is that a particular game is also played by their classmates – thus, gaming remains pivotal for building group relationships and fostering a sense of belonging.

Third, there's the desire to compete, especially in the case of PC games. Again, this is an activity that assumes a type of socialization.

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Playing games installed on a PC or console can't be easily attributed to escapism generated by the desire to escape from the real world, but rather it is a new form of establishing contact with people with similar interests, or maintaining it with close, 'offline friends.'

So, just as boys used to build relationships by playing football after school, so today, they will build it by playing, for example, Fortnite, analyzes Przemysław Włodarski.



A general conclusion could be made that tablet and phone gaming is superseding all other forms of contact among young people – even real meetings. This result, while surprising at first, warrants this consideration: lower scores for social media, especially TikTok, which is perceived as a generational medium, may result from the fact that a sizable percentage of parents block their children's access to such apps. The result, compared to physically meeting peers, probably reflects the moment in recent history when a significant amount of schooling was done remotely, for two years in a row.

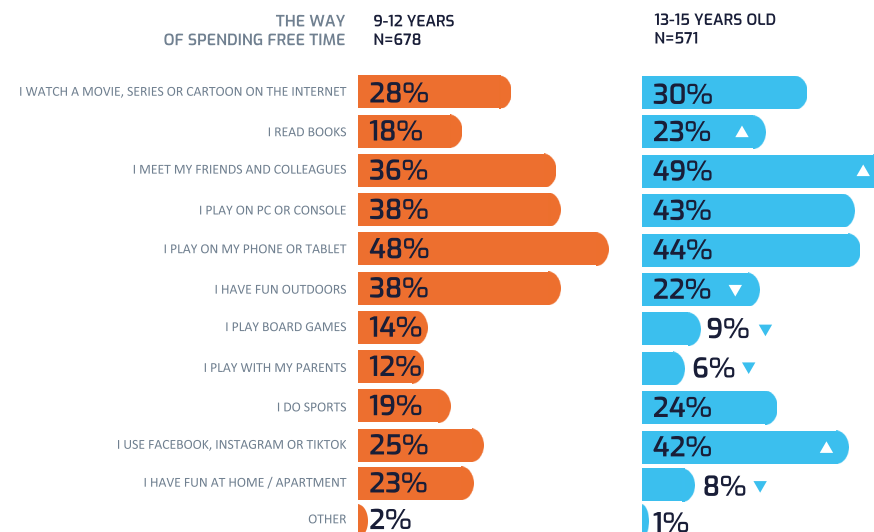
Still, playing games (both mobile, computer, and console games, which are not significantly inferior in popularity) appears to be a typical form of spending time, and there's no point analyzing this data with a 'when I was younger none of that existed' attitude, notes Cezary Kulesza.



What is worth noting is the exceedingly high popularity of mobile gaming among girls. This is extraordinarily robust evidence of a significant generational shift," concludes Michal Bobrowski. He states further: "In my opinion, we can hypothesize that for the younger generation, regardless of gender, video games have become a fixed element of life. This, of course, happens with all its consequences – positive and negative.

fig. 1.2.2 Ways of spending leisure time (by age cohorts)

Statistically significant differences (at a significance level of $\alpha=0,05$) between age categories are marked with arrows.



FREE. What's your favorite way of spending free time? Choose three activities that you do most frequently.
Base: All respondents, N=1249

PURR Media, Polish Gamers Observatory, Yotta by Publicis Groupe, CAWI, July 2022, TG: Children 9-15.

Among older players, there's a significantly higher percentage of kids who read books in their free time (23% vs. 18%), meet with peers (49% vs. 36%), and use social media (42% vs. 23%).

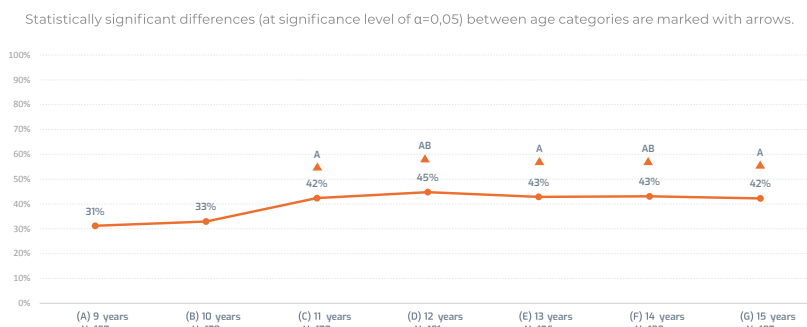
Among younger players, more popular activities are playing board games (14% vs. 9%) and all kinds of playing: outdoors (38% vs. 22%), with parents (12% vs. 6%), and at home (23% vs. 8%).

As we age, leisure activities change, but the enthusiasm towards games seems to remain at a similar level. However, its form is changing – after 12 years of age, the percentage of those who enjoy playing on consoles and on computers increases, while the number of kids who prefer gaming on mobile devices decreases. This may indirectly show the moment, when children receive their first gaming devices and hence are less likely to play on smartphones or tablets," Konrad Sarzyński notes.



It seems that a few nuances in the analysis are deserving attention. First, the minimum age for users to be able to create an account on most social networks is 13. Still, 25% of children under this age report using these services. Second, we have recorded a 16-percent decrease in the outdoor play category and a 13-percent increase in the 'meeting with peers' category. It seems that as we grow up, we change the way we perceive similar activities – as I mentioned, playing outdoors most often implies meeting friends, though younger kids tend to make a distinction in activities that seem almost identical to adults. Przemysław Włodarski adds.

fig. 1.2.3 Ways of spending leisure time (playing on console or on a computer)



FREE. What's your favorite way of spending free time? Choose three activities that you do most frequently. Base: All respondents, N=1249

PURR Media, Polish Gamers Observatory, Yotta by Publicis Groupe, CAWI, July 2022, TG: Children 9-15.

Compared to the youngest age group, playing on a console or computer is more popular among 11 to 15-year-olds. The responses of Polish children correspond with those of children in, for example, the United Kingdom, where the oldest age groups, i.e., 12 to 15 years old, also use consoles most often.

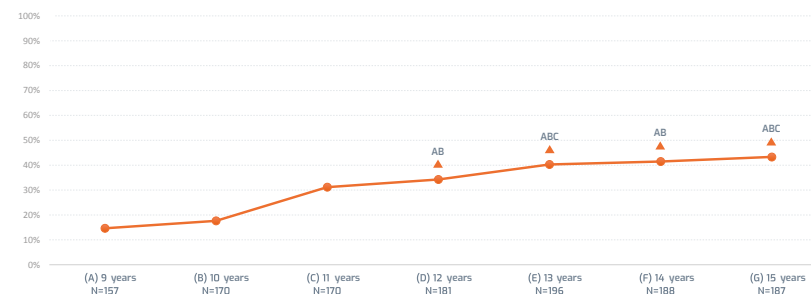
The noticeable increase in the percentage of those who play games on a computer or console after the age of 11 is somewhat surprising, i.e., it corresponds neither to the age of 9 – oftentimes the moment of a young person's sudden "enrichment" in the context of the First Communion gifts – nor the age of 13, the moment from which, at least in theory, registering on most popular social platforms becomes possible.



This growth correlates with an important milestone – the 4th grade of elementary school, a fundamental change in the nature of the education, and thus space for new passions, notes Cezary Kulesza.

fig. 1.2.4 Ways of spending leisure time (use of social media)

Statistically significant differences (at significance level of $\alpha=0,05$) between age categories are marked with arrows.



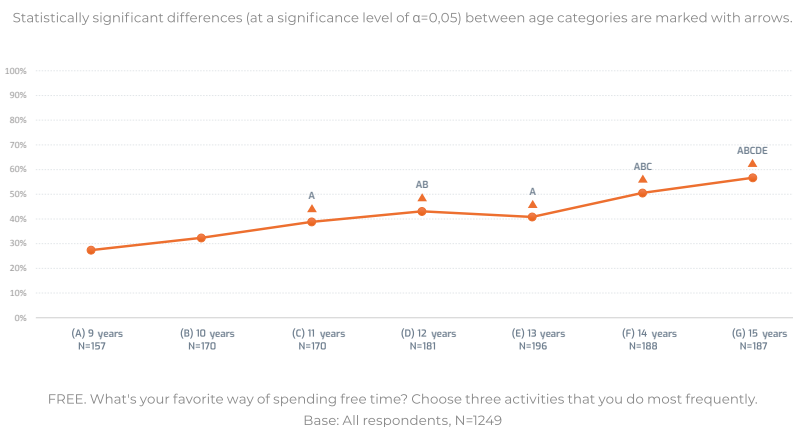
FREE. What's your favorite way of spending free time? Choose three activities that you do most frequently. Base: All respondents, N=1249

PURR Media, Polish Gamers Observatory, Yotta by Publicis Groupe, CAWI, July 2022, TG: Children 9-15.

Social media as a form of leisure entertainment is gaining popularity as respondents age. Among 9-year-olds, only 15% of respondents chose this answer, but for 15-year-olds, it was 43%. As with computer or console gaming, a significant year-on-year increase is particularly evident when comparing 10 and 11-year-olds (up from 18% to 31%).

It can be surmised that, again, the end of early education and the beginning of 4th grade is a significant stimulus for this growth, comments Michal Bobrowski.

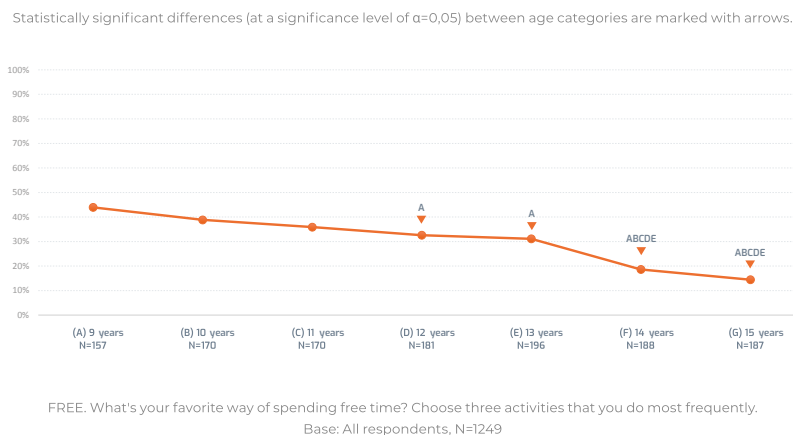
fig. 1.2.5 Ways of spending leisure time (social meetings)



PURR Media, Polish Gamers Observatory, Yotta by Publicis Groupe, CAWI, July 2022, TG: Children 9-15.

The popularity of socializing in person increases with the age of the respondent – from 27% at age 9, to 57% at age 15. From a statistical point of view, a significantly higher percentage of respondents in the latter group declare they willingly choose this activity in their free time (compared to all other groups).

fig. 1.2.6 Ways of spending leisure time (outdoor play)



PURR Media, Polish Gamers Observatory, Yotta by Publicis Groupe, CAWI, July 2022, TG: Children 9-15.

Interest in outdoor activities as leisure declines with age (from 44% for 9-year-olds) and is the least popular pastime among respondents aged 14-15 (19% and 14%, respectively).



One would like to say, 'Ah, the kids today.' But we were no better. Along with age, respondents are less and less likely to play outdoors, with a marked decline after 13. This is understandable, however, as this form of leisure increasingly has to compete with, for example, social gatherings or games. Comments Konrad Sarzyński.

When analyzing the results concerning outdoor play and socializing, one gets the sense that the need to engage with peers is constant throughout childhood, but the nature of it changes; younger children see it more as play, while adolescents simply meet and spend time together. Although 14- to 15-year-olds don't consider their meetings play, it doesn't mean they no longer have the need to engage in some form of entertainment. Cezary Kulesza adds.

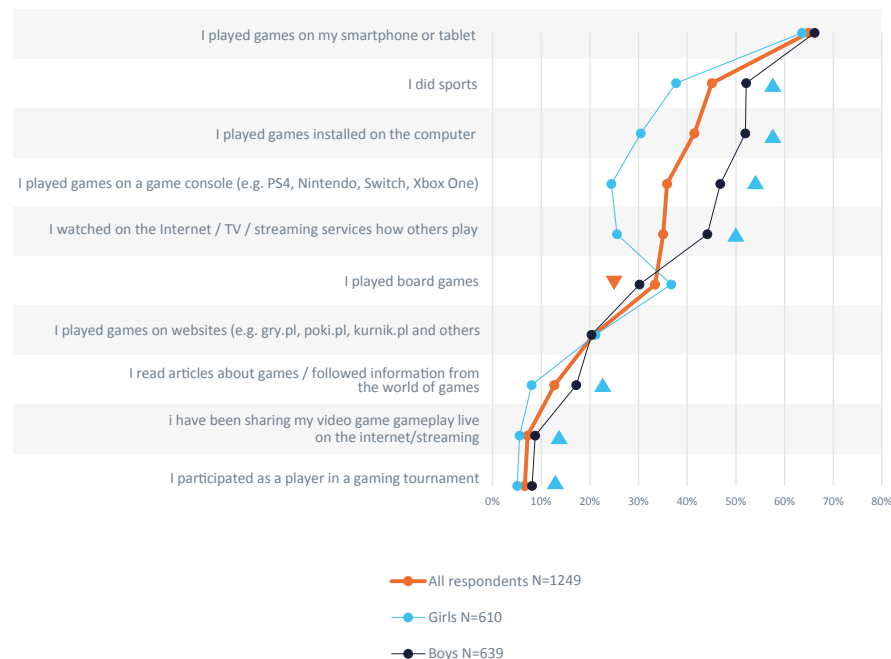


Source: Miljan Živković / Stock.adobe.com

1.3 Activities performed last month

fig. 1.3.1 Activities performed in the last month (gender breakdown)

Statistically significant differences (at a significance level of $\alpha=0,05$) between girls and boys are marked with arrows.



Q1. Which of the following activities have you done in the past month? Base: All respondents

PURR Media, Polish Gamers Observatory, Yotta by Publicis Groupe, CAWI, July 2022, TG: Children 9-15.

Playing on a smartphone or tablet was the most popular among young gamers – 65% of respondents marked this response when asked about activities performed in the month prior.

A significantly higher percentage of boys reported playing sports, then playing games on PC or consoles, watching others play on the Internet, reading gaming-related articles, streaming their own gameplay, and participating in gaming tournaments. In contrast, girls were significantly more likely than boys to declare they had played board games in the previous month.



The gaming world is still likely to be male dominated in the future, since such big differences in preferred leisure activities are already pronounced. There is a clear predominance of boys among the respondents who play games both on computers and consoles, as well as among those who read information related to the world of games. The conclusion is simple – PC and console games are not an appealing activity for most girls. The different nature of games for mobile devices is also well demonstrated – here, gender differences are almost completely blurred, Konrad Sarzyński adds.



These results seem interesting because of how significantly they deviate from the results of female participation among adult players aged 15-65. Since the first edition of Polish Gamers Research in 2014, the share of males and females in the adult gamer population has remained virtually equal. We also note that among adult women in 2022, as many as 44% play on consoles, a platform hitherto dominated by men. We see that the responses of adult female players (aged 15-65) do not correspond with those of girls (aged 9-15). The exception is gaming on mobile devices. The significant majority of boys among responders who do play games may mean that girls are becoming gamers at a later age. In fact, many do become gamers only in adulthood. I would not draw sweeping conclusions about whether gaming in the future will become an almost completely male-dominated pastime. Global trends contradict this. We simply become more committed players at a different point in our lives, analyzes Patrycja Rodzińska-Szary.



The results of the Polish Gamer KIDS study correspond with the results of the survey of the 15-65 age group in an interesting way. Among adult gamers, interest in e-sports is relatively low and does not exceed 20%. Commentators often suggest a bigger interest in e-sports among the youngest. Such hypotheses are also supported by studies like Inspiring Girls Polska, where half of girls express a desire to run their own social media channels. However, when we look at our survey, we can clearly see that less than 10% of respondents stream their own gameplay via sites such as YouTube or Twitch, and even fewer participate in e-sports tournaments. Consequently, I am skeptical about hypotheses that propose an over representation of interest and actual participation in e-sports among the youngest generations, Przemysław Włodarski comments.

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activity.

While the report is specifically about gaming, it's important to note the imbalance in interest levels in digital media and sports. This offers an interesting starting point for marketers – in a reality where parents have largely exhausted their tools of persuasion, it is the responsibility of the creators to use gaming to increase kids' interest in physical

activity.
Another interesting result is the level of interest in board games among girls. Interests comparable to computer and console games invite entertaining the idea of synergizing one and the other – for example, choosing such franchises that are available in both dimensions, comments Cezary Kulesza.



Source: sakkmasterke / Stock.adobe.com

Fig. 1.3.2 Activities performed in the last month (by age cohorts)

Statistically significant differences at a significance level of 0.05 between age categories are marked with asterisks.



This is a sign of our times. Playing on a smartphone or tablet was the most popular activity of all those the children could indicate in the survey. In both the younger and older age group, the most commonly reported activity in the month prior was playing on mobile devices: 38% of children aged 5-9, 44% of children aged 10-15. Sport came second, but it was still indicated by 40% of children aged 5-9 and 44% of children aged 10-15. This means that playing sports is 20% behind playing on smartphones. Thanks to the low entry threshold of mobile games and both the accessibility and availability of the devices themselves, they are the dominant platform of the global gaming industry. Mobile gaming generates more than 50% of the industry's global revenues. In 2020, it was more than \$10 billion. In addition, it is a platform commonly used by females, with Patricia Rodzikowska-Gary.



Here I would like to focus on another stereotype, this time about sports. The general opinion is that young people are abandoning sports in favor of smartphones. Based on the data, we see only a slight difference of 2% in between age cohorts. This means that interest in sports is still high. The general opinion is that young people are abandoning sports in favor of smartphones. Based on the data, we see only a slight difference of 2% in between age cohorts. This means that interest in sports is still high.

Dear readers – Ladies and Gentlemen – this is just 3% of the content of the full version of Polish Gamers KIDS 2022 report. The entire report is available for purchase.

On the next page, you can see the table of contents, which lists all the issues analyzed in the full report.

If you are interested in accessing the full version of the Polish Gamers KIDS 2022 report, please contact us at: info@purr.media

More information about our mission, research and reports focused on the gaming market conducted since 2014, including Polish Gamers KIDS and Polish Gamers 2022 by PURR Media and Polish Gamers Observatory, can be accessed at polishgamers.com.



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