

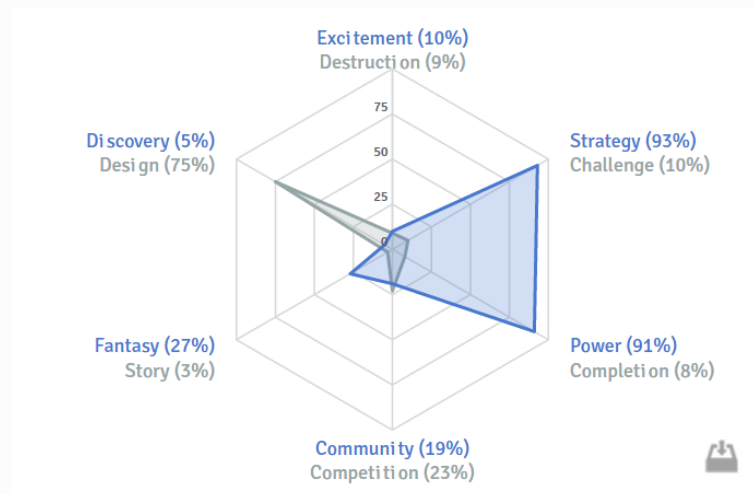
# PROFILING “CASUAL/CORE/HARDCORE”

WHAT WE LEARNED FROM  
350,000 GAMERS

## Your Gaming Style :

# Calm, Analytical, Ambitious, Independent, Grounded, and Expressive

Your gamer profile consists of your percentile rank across a broad range of gaming motivations. Your scores are based on how strong your motivations are relative to other gamers. In this customized report, we'll explain how to interpret these scores and what motivations we measured.



Show Primary Motivations

Personalize and share your results with a nickname (e.g. your first name, a character name):

 Copy

Create a group profile for your guild/clan, forum, blog/website with our new community tag feature.

Create Or Join A Group

# GAMER MOTIVATION MODEL

---



<b>Action</b> “Boom!”	<b>Social</b> “Let’s Play Together”	<b>Mastery</b> “Let Me Think”	<b>Achievement</b> “I Want More”	<b>Immersion</b> “Once Upon a Time”	<b>Creativity</b> “What If?”
<b>Destruction</b> Guns. Explosives. Chaos. Mayhem.	<b>Competition</b> Duels. Matches. High on Ranking.	<b>Challenge</b> Practice. High Difficulty. Challenges.	<b>Completion</b> Get All Collectibles. Complete All Missions.	<b>Fantasy</b> Being someone else, somewhere else.	<b>Design</b> Expression. Customization.
<b>Excitement</b> Fast-Paced. Action. Surprises. Thrills.	<b>Community</b> Being on Team. Chatting. Interacting.	<b>Strategy</b> Thinking Ahead. Making Decisions.	<b>Power</b> Powerful Character. Powerful Equipment.	<b>Story</b> Elaborate plots. Interesting characters.	<b>Discovery</b> Explore. Tinker. Experiment.

# GAMER MOTIVATION MODEL



## Action

“Boom!”

### Destruction

Guns. Explosives.  
Chaos. Mayhem.

### Excitement

Fast-Paced. Action.  
Surprises. Thrills.

## Social

“Let’s Play”

### Competition

Duels. Matches.  
High on Ranking.

### Community

Being on Team.  
Chatting. Interacting.

## Mastery

“Let Me Think”

### Challenge

Practice. High  
Difficulty. Challenges.

### Strategy

Thinking Ahead.  
Making Decisions.

## Achievement

“I Want More”

### Completion

Get All Collectibles.  
Complete Missions.

### Power

Powerful Character.  
Powerful Equipment.

## Immersion

“Once Upon a Time”

### Fantasy

Being someone else,  
somewhere else.

### Story

Elaborate plot,  
characters.

## Creativity

“What If?”

### Design

Expression.  
Customization.

### Discovery

Explore. Tinker.  
Experiment.

# 3 HIGH LEVEL CLUSTERS



**Action**

“Boom!”

Destruction

Excitement

**Social**

“Let’s Play”

Competition

Community

**Mastery**

“Let Me Think”

Challenge

Strategy

**Achievement**

“I Want More”

Completion

Power

**Immersion**

“Once Upon a Time”

Fantasy

Story

**Creativity**

“What If?”

Design

Discovery

**Adrenaline**  
**Immediate**  
**Excite Me**  
**Bright**

# 3 HIGH LEVEL CLUSTERS



**Action**

“Boom!”

Destruction

Excitement

**Social**

“Let’s Play”

Competition

Community

**Mastery**

“Let Me Think”

Challenge

Strategy

**Achievement**

“I Want More”

Completion

Power

**Immersion**

“Once Upon a Time”

Fantasy

Story

**Creativity**

“What If?”

Design

Discovery

**Adrenaline**  
**Immediate**  
**Excite Me**  
**Bright**

**Cool-Headed**  
**Long-Term**  
**Cumulative**  
**Tall**

# 3 HIGH LEVEL CLUSTERS



**Action**

“Boom!”

Destruction

Excitement

**Social**

“Let’s Play”

Competition

Community

**Mastery**

“Let Me Think”

Challenge

Strategy

**Achievement**

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Story

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**Adrenaline**  
**Immediate**  
**Excite Me**  
**Bright**

**Cool-Headed**  
**Long-Term**  
**Cumulative**  
**Tall**

**Expansive**  
**Expressive**  
**Curious**  
**Wide**

# A FICTITIOUS CLASSIFICATION?

Why separates a casual gamer and a hardcore gamer ?

self.truegaming

submitted 3 years ago by NEO\_CORTEX

Is casual playing a game for a small amount of time or is it beating a game on easy what are the differences?

[56 comments](#) [share](#) [report](#)



## What's in a Name: Core/Casual Debate of the Game Industry

**Wikipedia:** “There is no general consensus on the definitions or names of these categories, though many attempts have been made to formalize them.”

## 'Call of Duty' Demonstrates The Completely Fictitious Line Between Hardcore And Casual Gaming



**Paul Tassi**, CONTRIBUTOR

News and opinion about video games, technology and the internet [FULL BIO](#) ▾

Opinions expressed by Forbes Contributors are their own.

## The Hardcore Gaming Myth



Tim Poon

9/23/11 2:00pm • Filed to: GUEST EDITORIAL ▾



40.9K



333



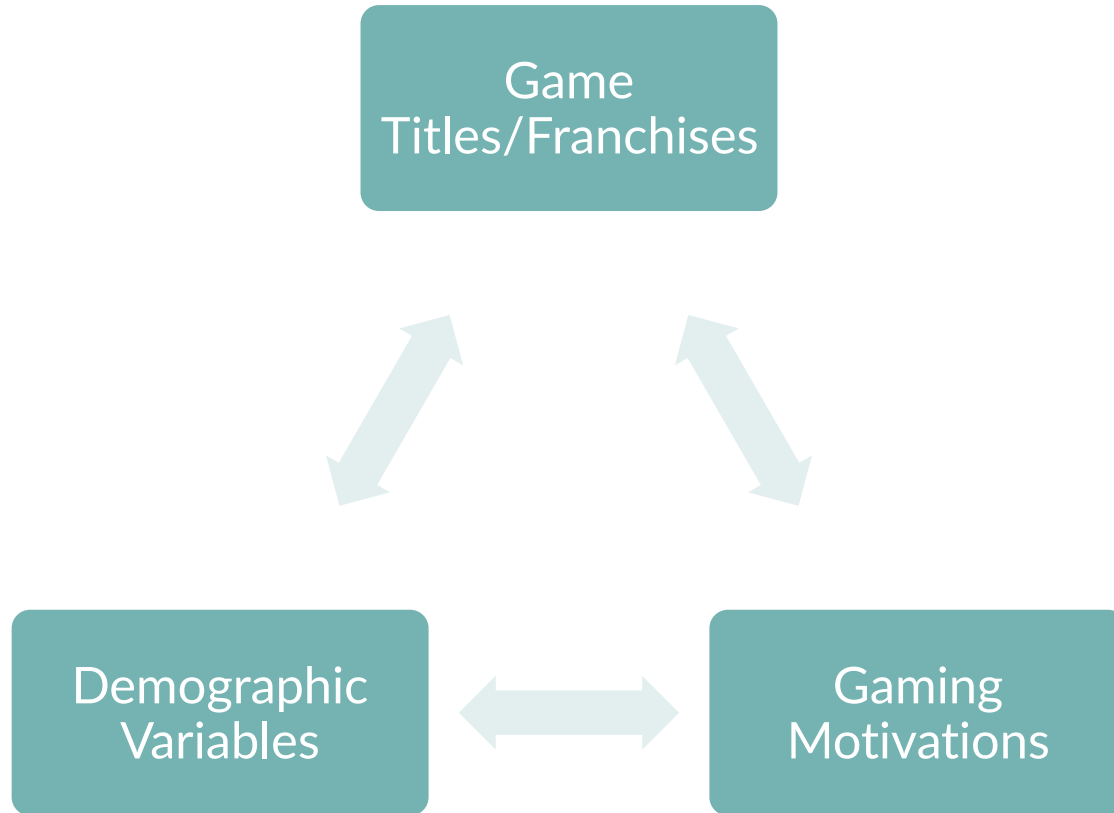
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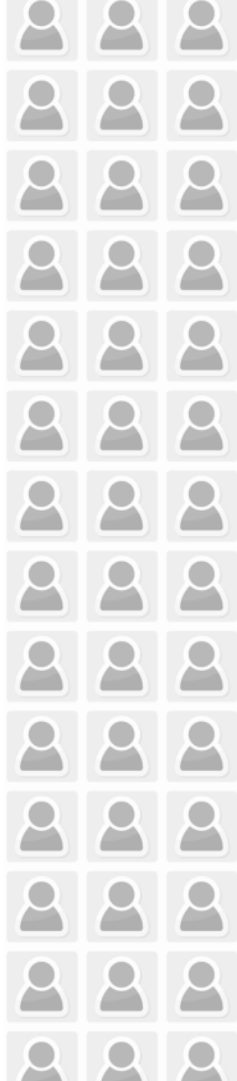




# OUR DATA FROM **OVER 350,000 GAMERS**

---





## SLICED 4 WAYS

1. Labels (“Casual”/“Core”)
2. Gaming Frequency
3. Specific Game Titles
4. Within Specific Game

We’ll describe, not prescribe.

# SAMPLE NOTES

---

350,000+ gamers (unique IP addresses)

- Gender: 80% Male / 19% Female / 1% Non-Binary
- Age: Median = 25, Range = 13-80
- Gamer Type: Casual 11% / Core 68% / Hardcore 21%

# SLICE #1: GAMER TYPE LABELS

---

Would you consider yourself to be a ...

## Casual Gamer

i.e. you dabble in games but in short sessions or  
infrequently

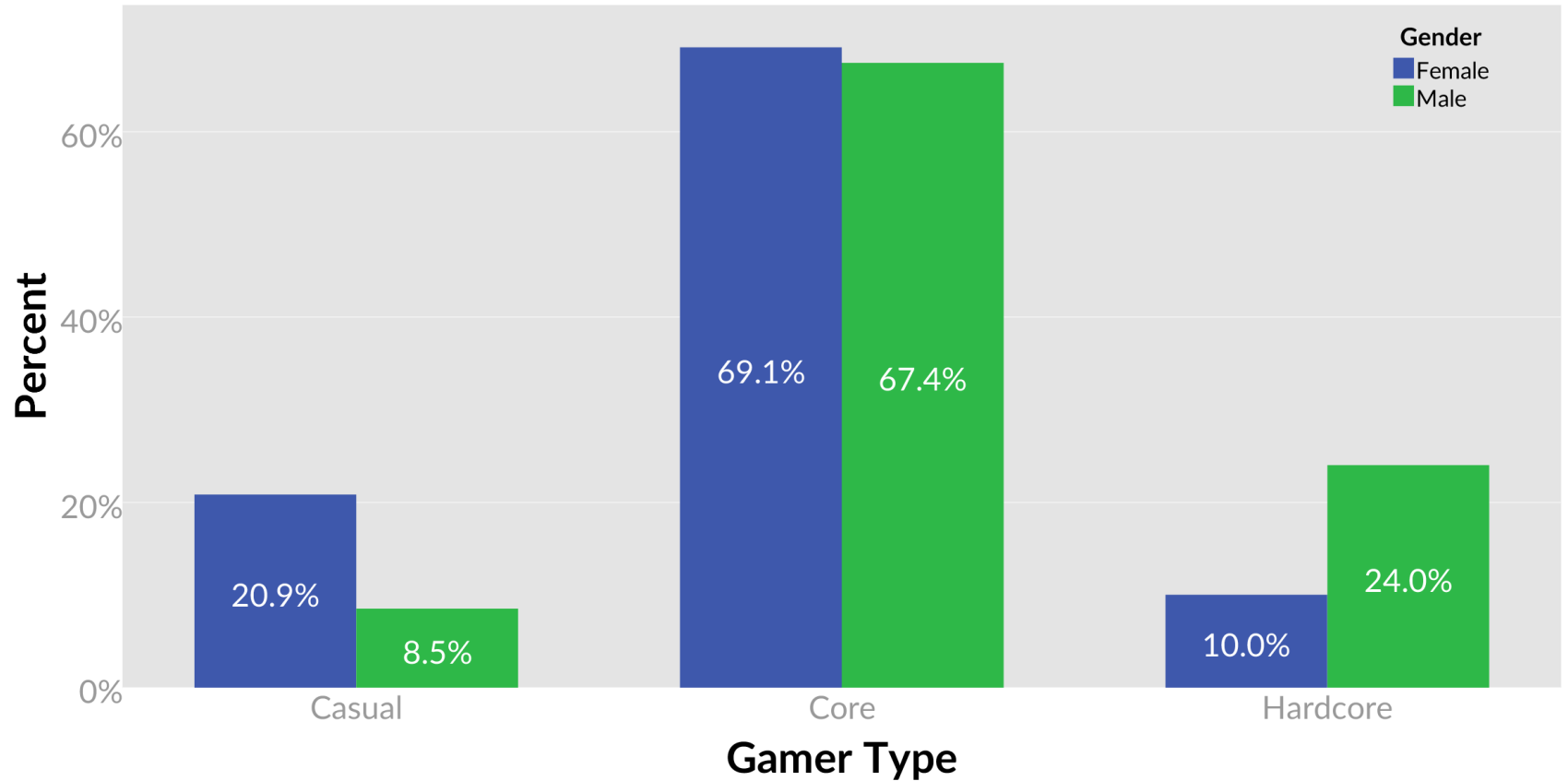
## Core / Mid-Core Gamer

i.e. you regularly play video games but are not super  
serious or competitive

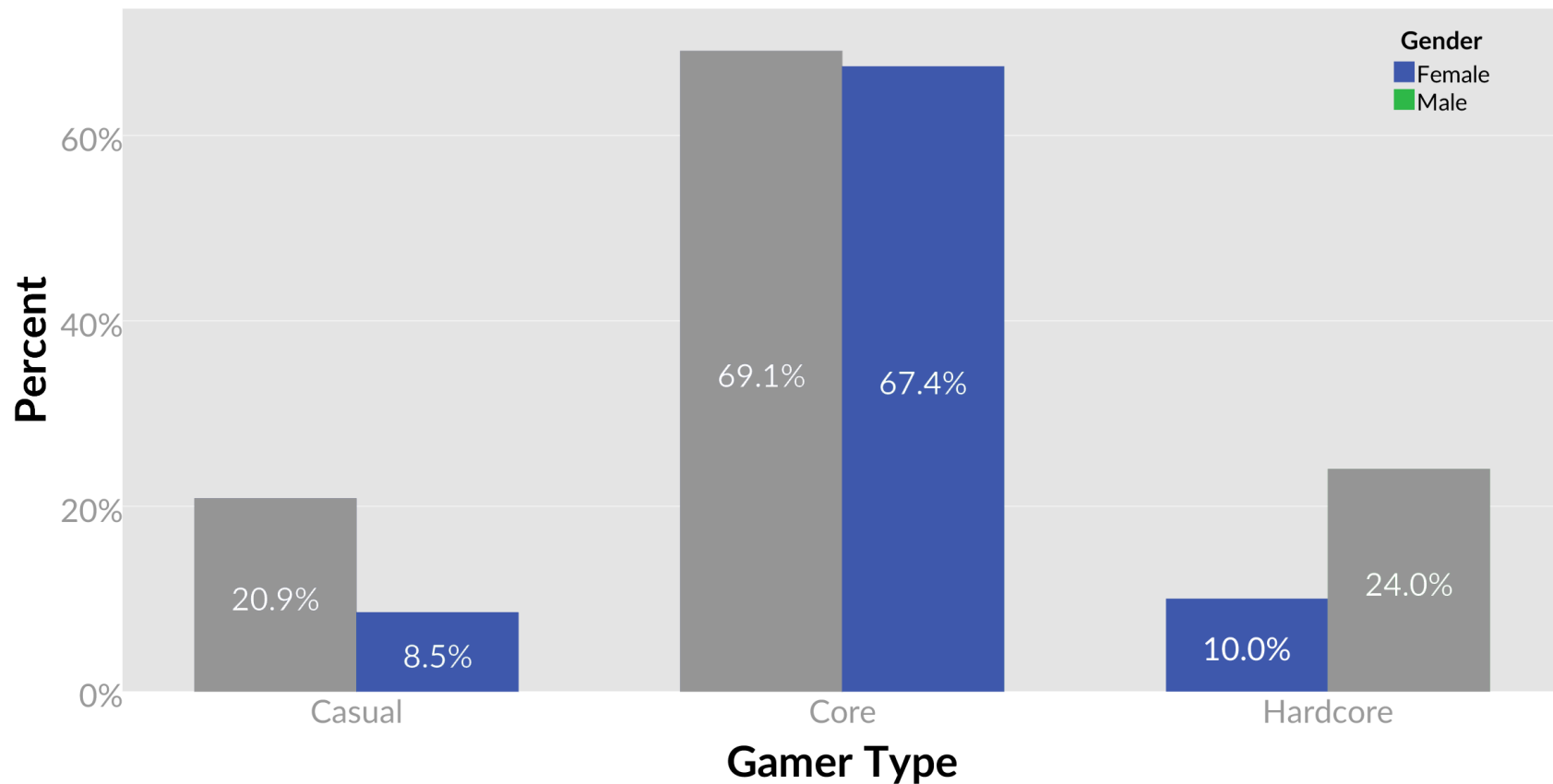
## Hardcore Gamer

i.e. you have high-end equipment and play seriously or  
competitively

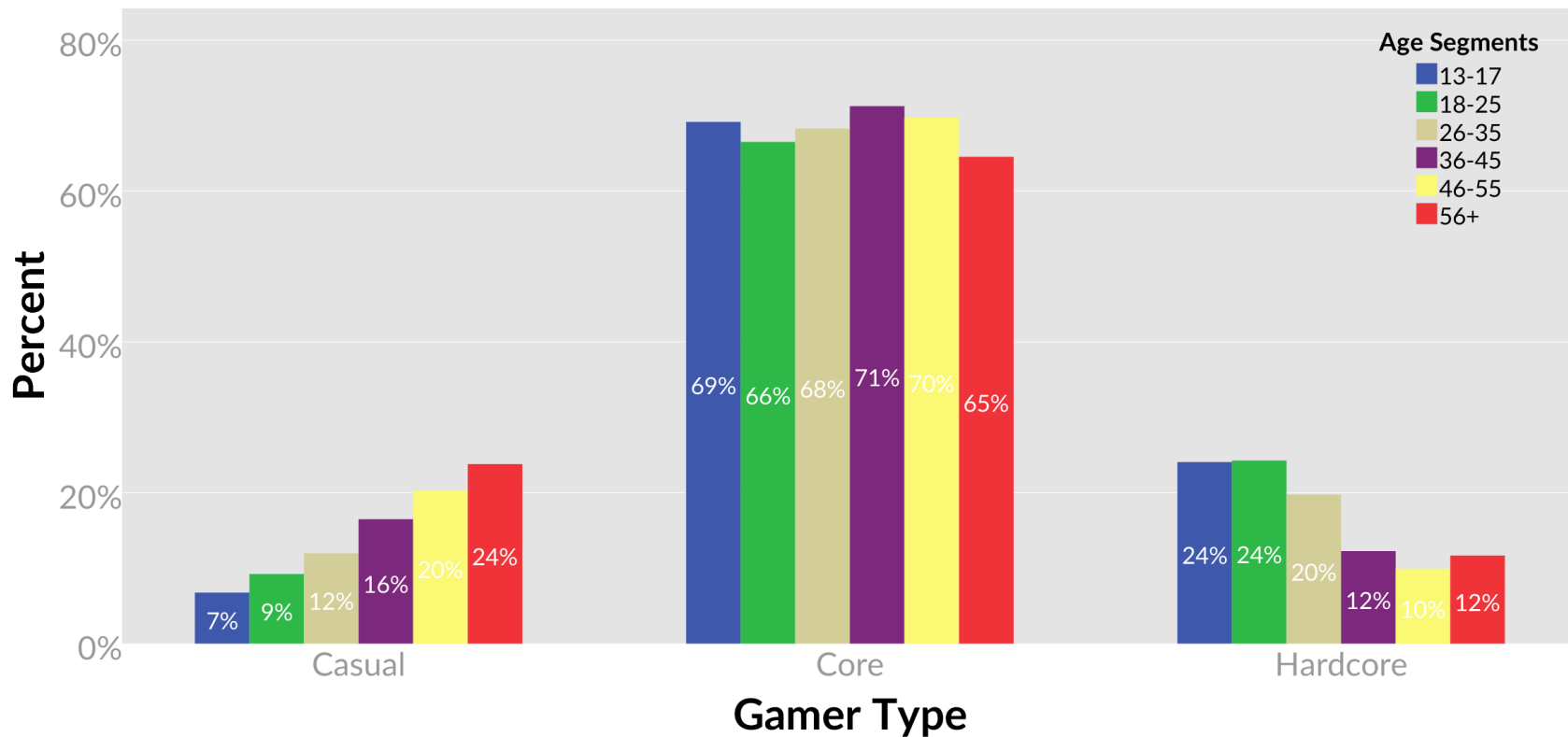
**MEN ARE 2.4X MORE LIKELY TO IDENTIFY AS Hardcore.**  
**WOMEN ARE 2.5X MORE LIKELY TO IDENTIFY AS Casual.**



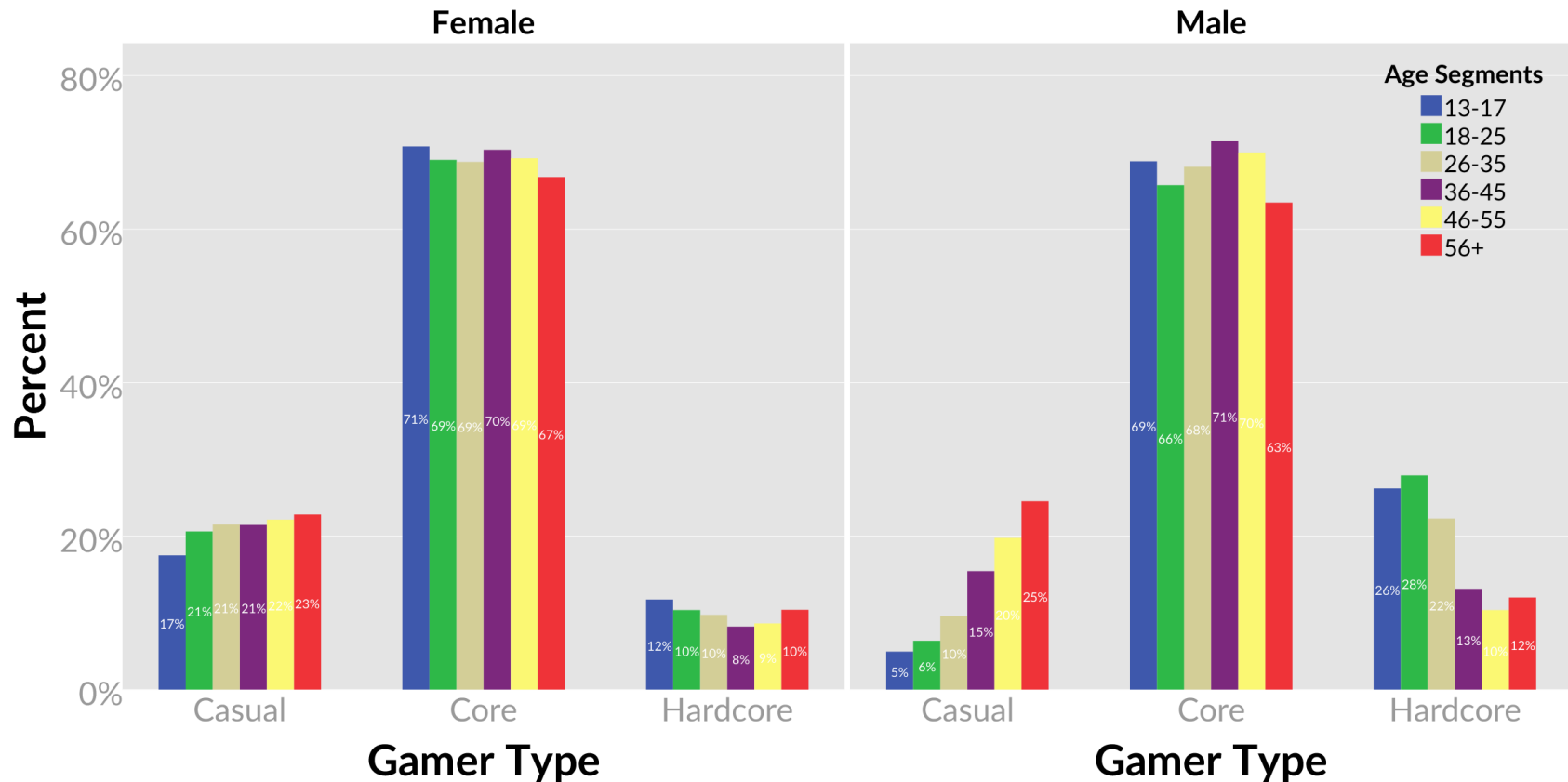
# IN SPITE OF DIFFERENCES AT THE EXTREMES, THERE IS AN OVERALL OVERLAP OF 86% BETWEEN MEN AND WOMEN



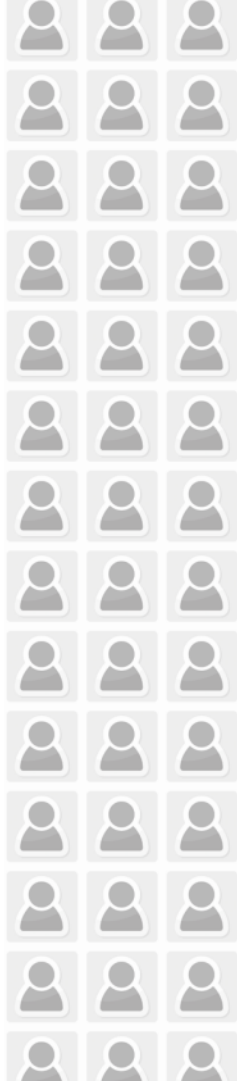
# YOUNG GAMERS 2.1X MORE LIKELY TO IDENTIFY AS HARDCORE. OLDER GAMERS 3.5X MORE LIKELY TO IDENTIFY AS CASUAL.



# THIS AGE EFFECT IS ENTIRELY DRIVEN BY MALE GAMERS. 5X DIFFERENCE BETWEEN YOUNGEST AND OLDEST MEN.



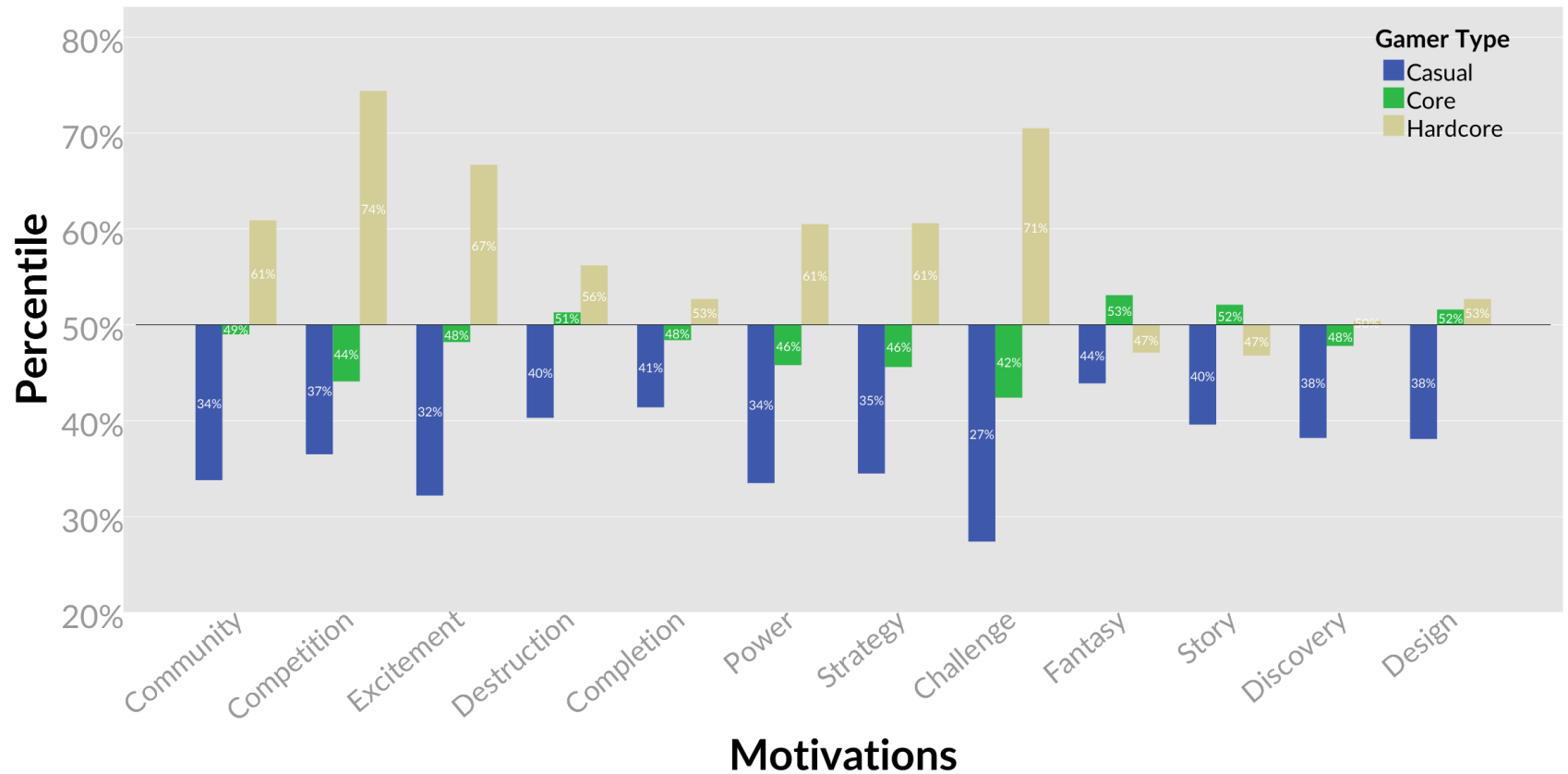




# GENDER **BLINDERS**

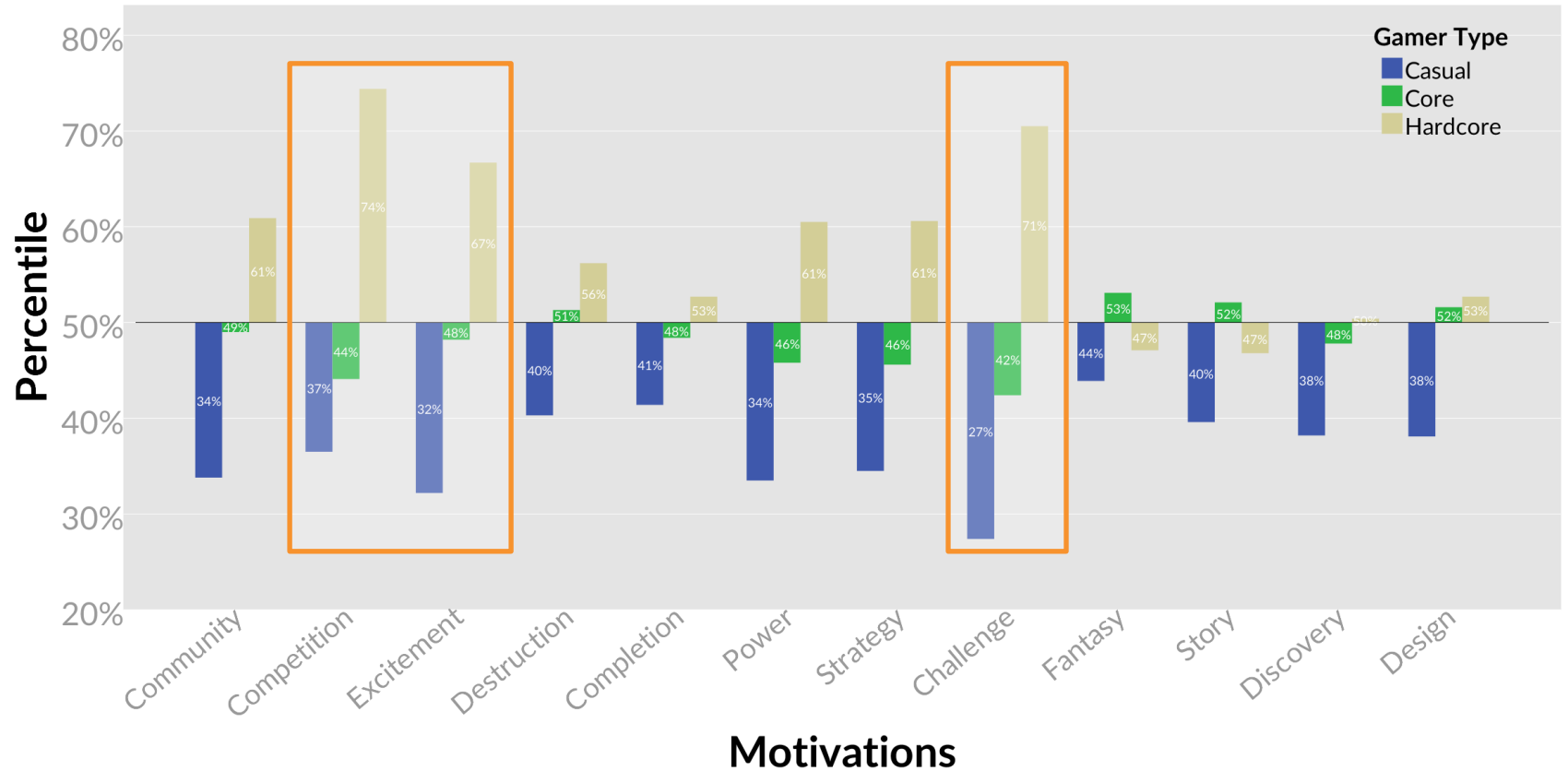
The assumption that casual gamers are female (and the focus on young male gamers) distracts us from the dramatic shift that happens with male gamers as they age.

# QUICK PRIMER: THESE ARE MOTIVATION PERCENTILES. THAT MIDLINE IS THE AVERAGE SCORE.



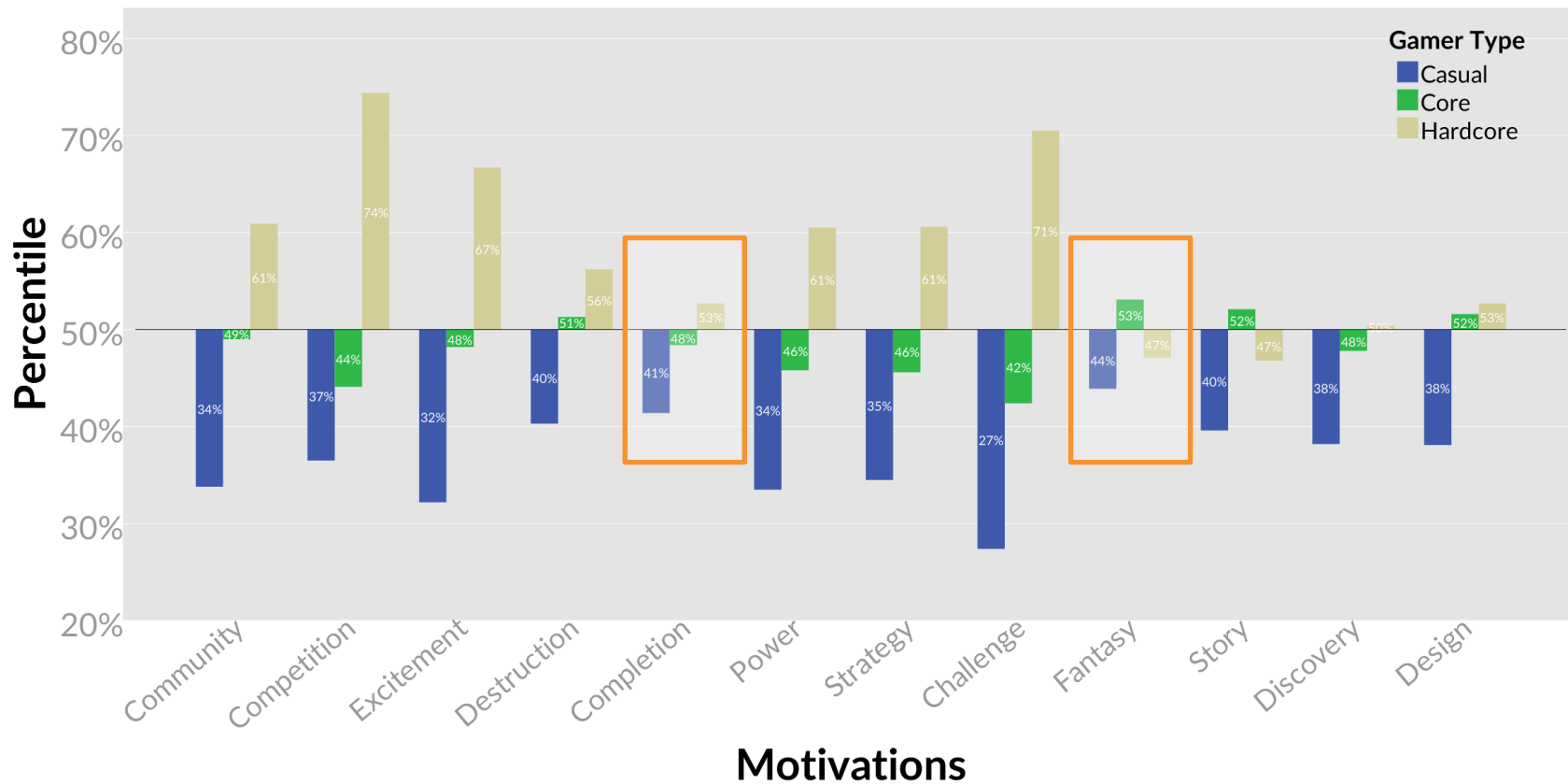
# BIGGEST CHANGE: COMPETITION + CHALLENGE + EXCITEMENT

## MOST STABLE: FANTASY+ COMPLETION

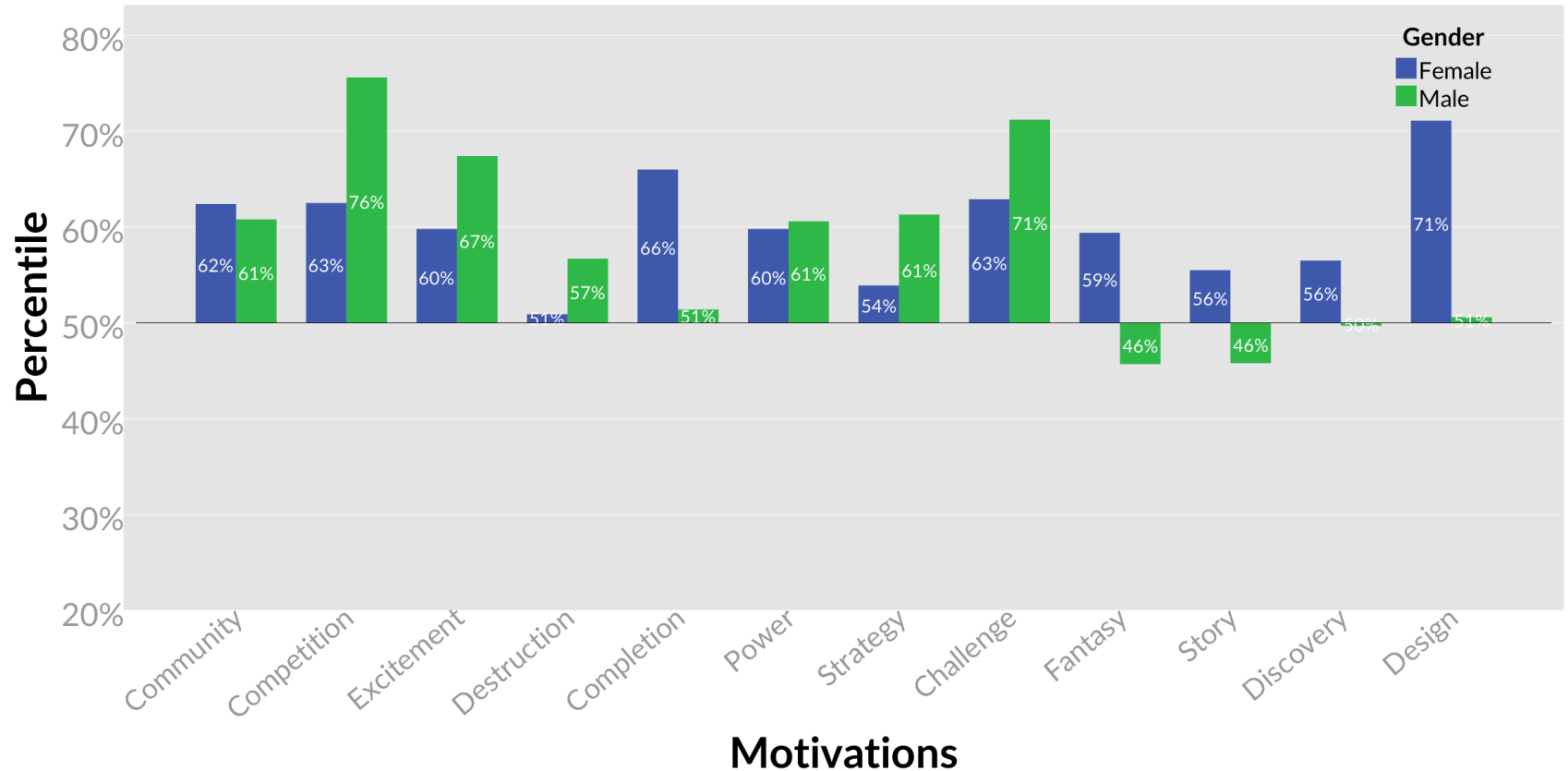


# BIGGEST CHANGE: COMPETITION + CHALLENGE + EXCITEMENT

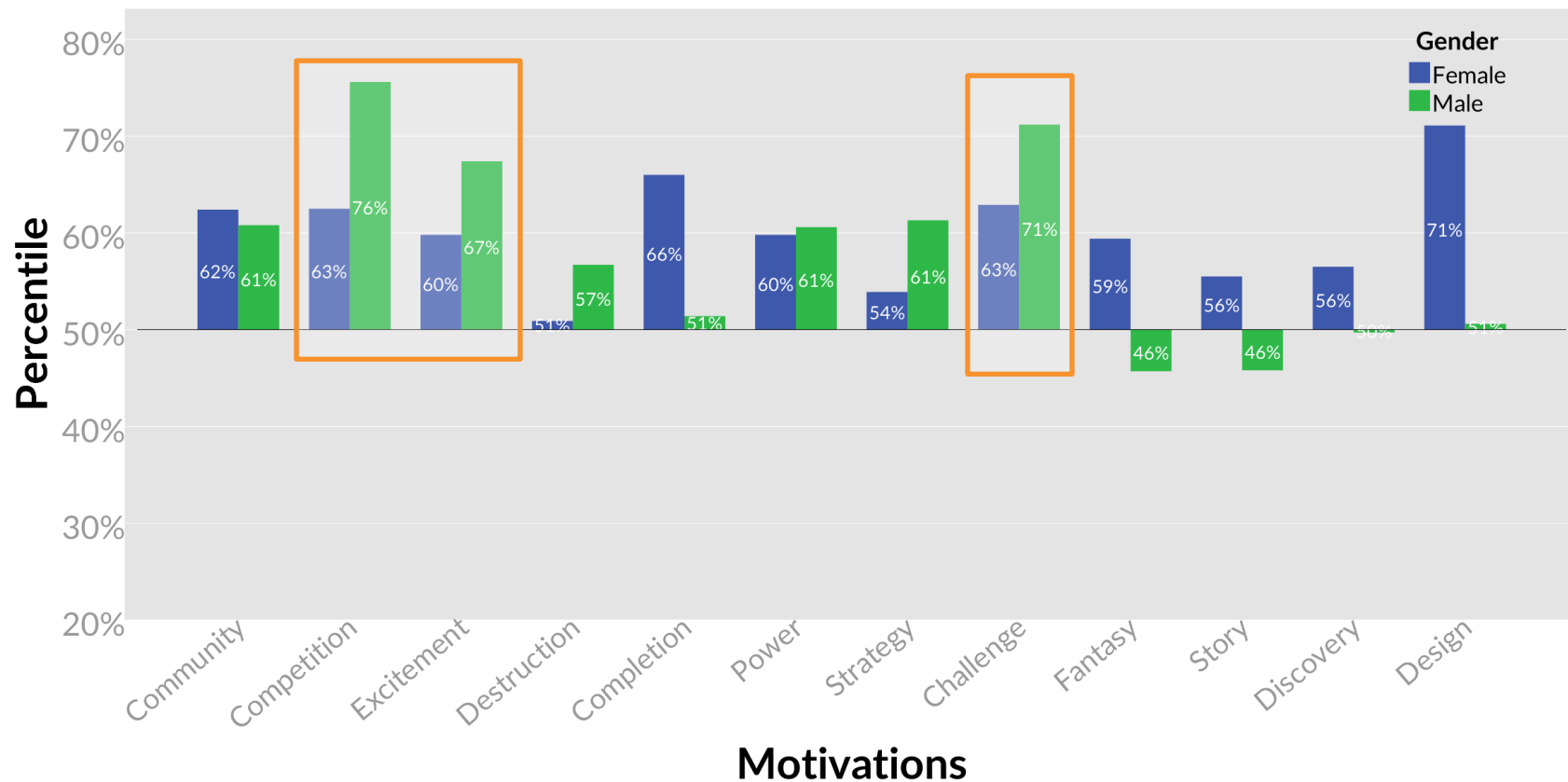
## MOST STABLE: FANTASY+ COMPLETION



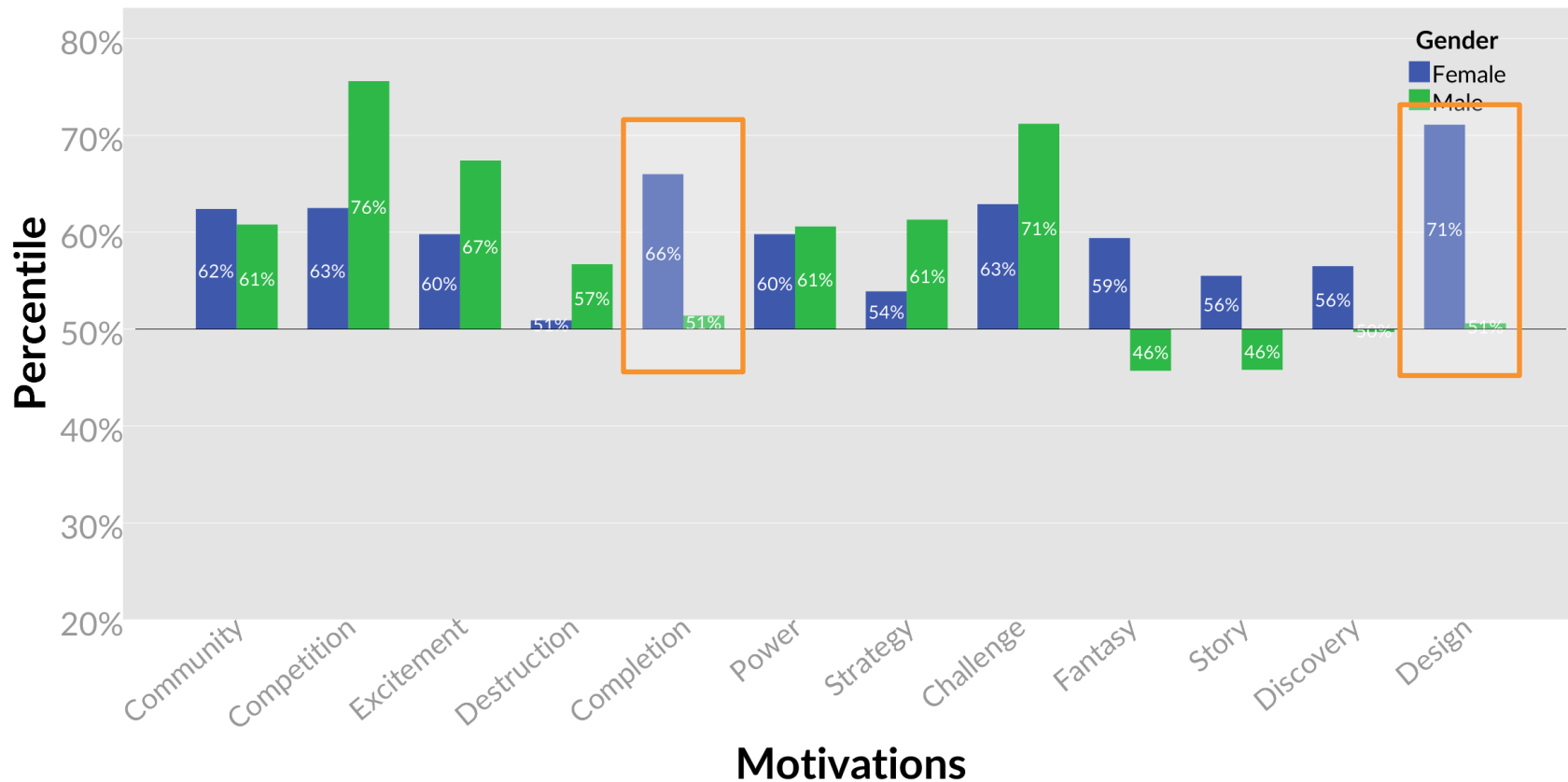
# LET'S FOCUS ON THE HARDCORE GAMERS: WHAT MEN AND WOMEN THINK OF AS HARDCORE IS NOT THE SAME



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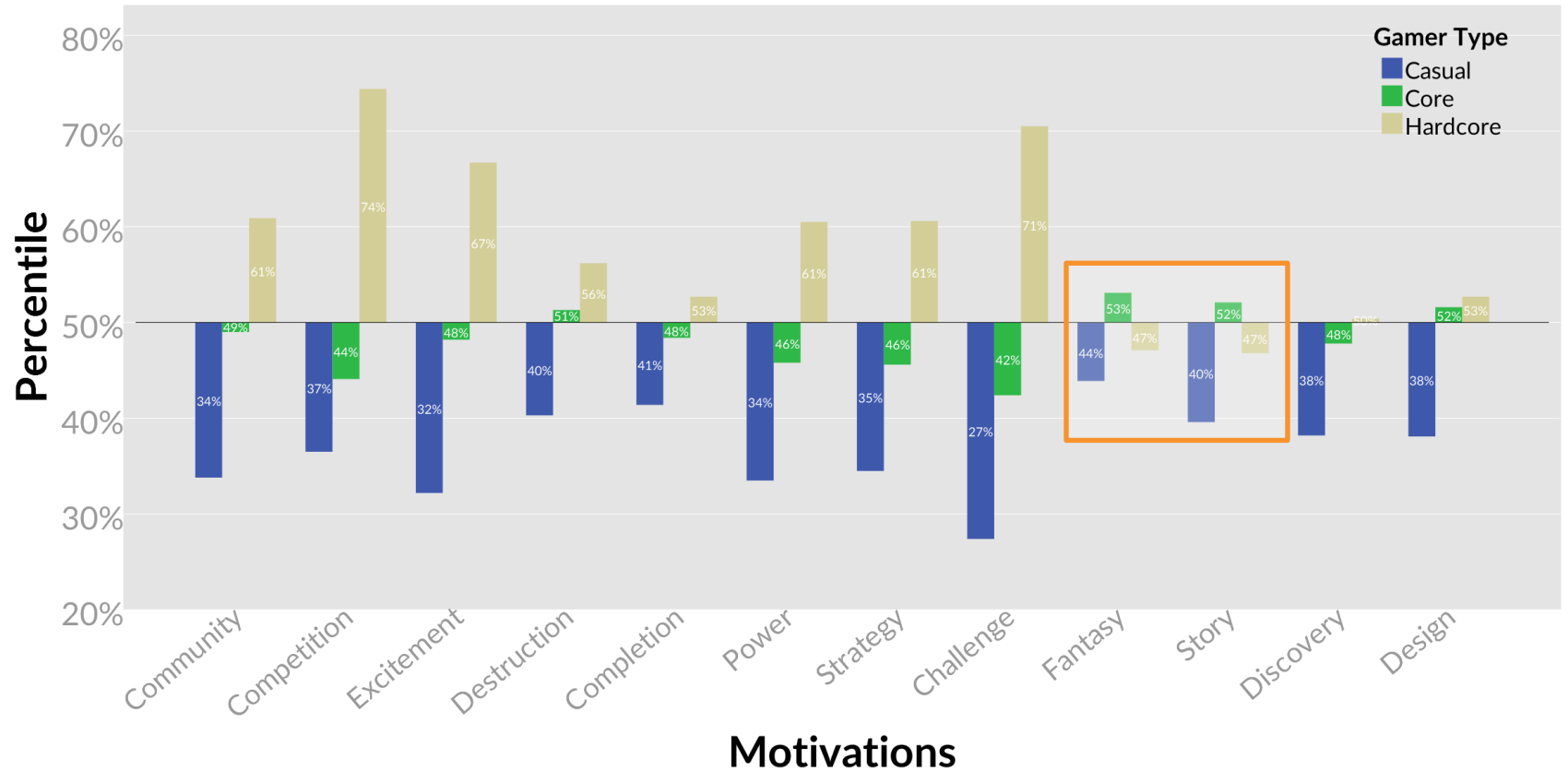




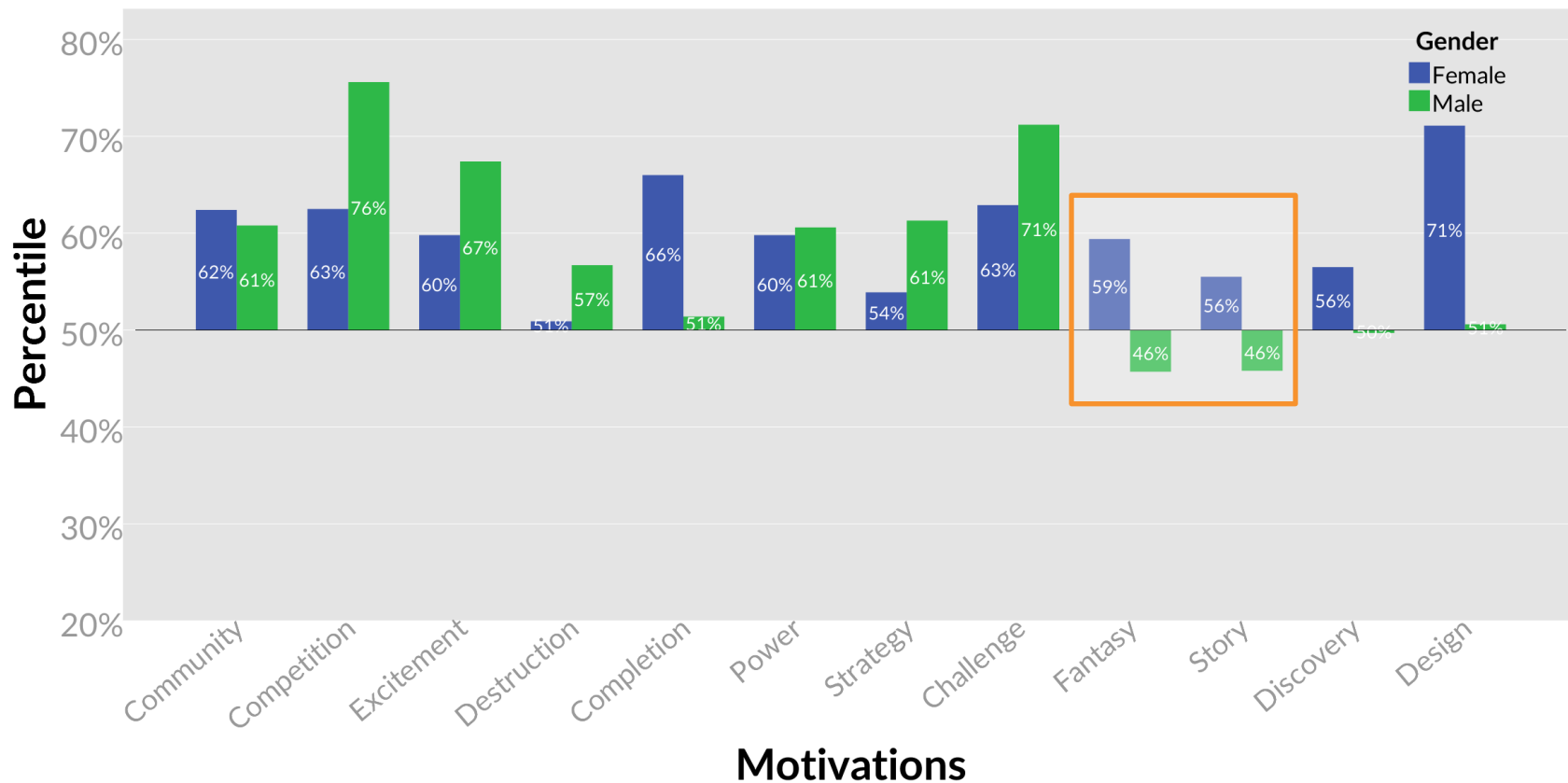


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# LET'S REVISIT THIS SLIDE: IN GENERAL, HARDCORE MEANS HIGHER ON MOTIVATIONS, EXCEPT FOR FANTASY + STORY

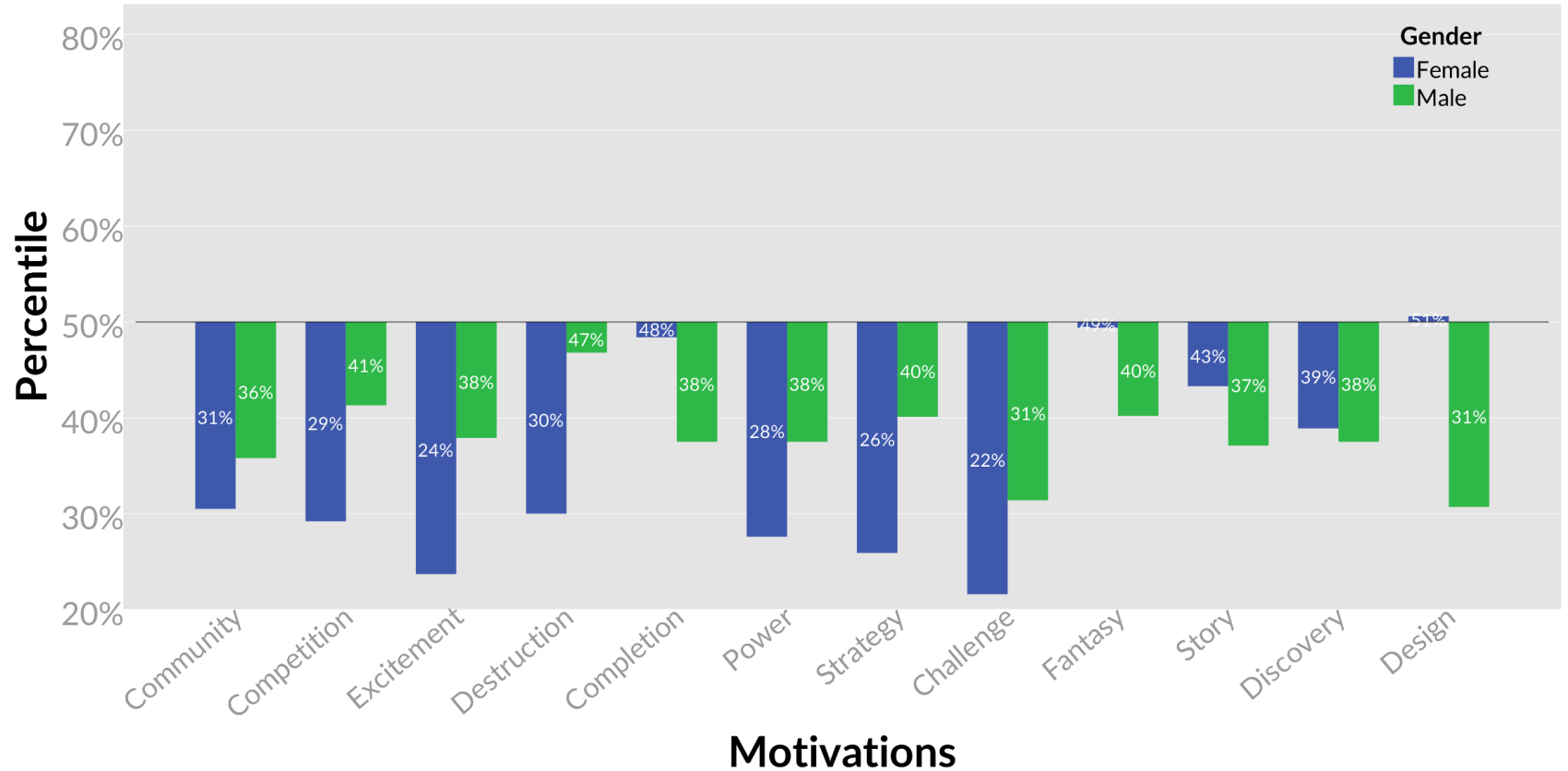


# THIS EFFECT IS ALSO ENTIRELY DRIVEN BY MALE GAMERS: THEY CARE LESS ABOUT FANTASY + STORY THAN AVERAGE.



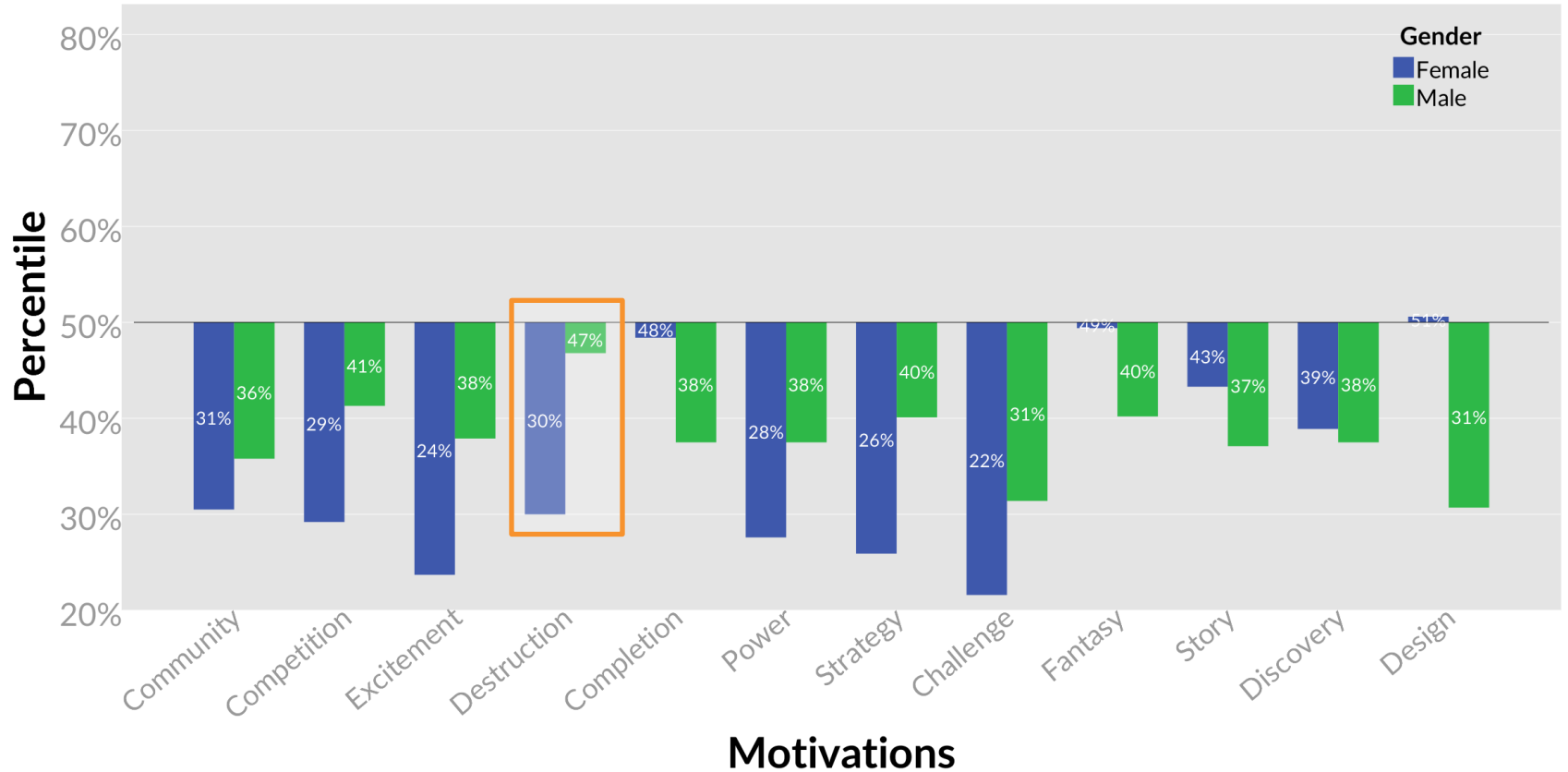
**FOR MEN, CASUAL MEANS DESTRUCTION.**

**FOR WOMEN, CASUAL MEANS DESIGN + FANTASY + COMPLETION**



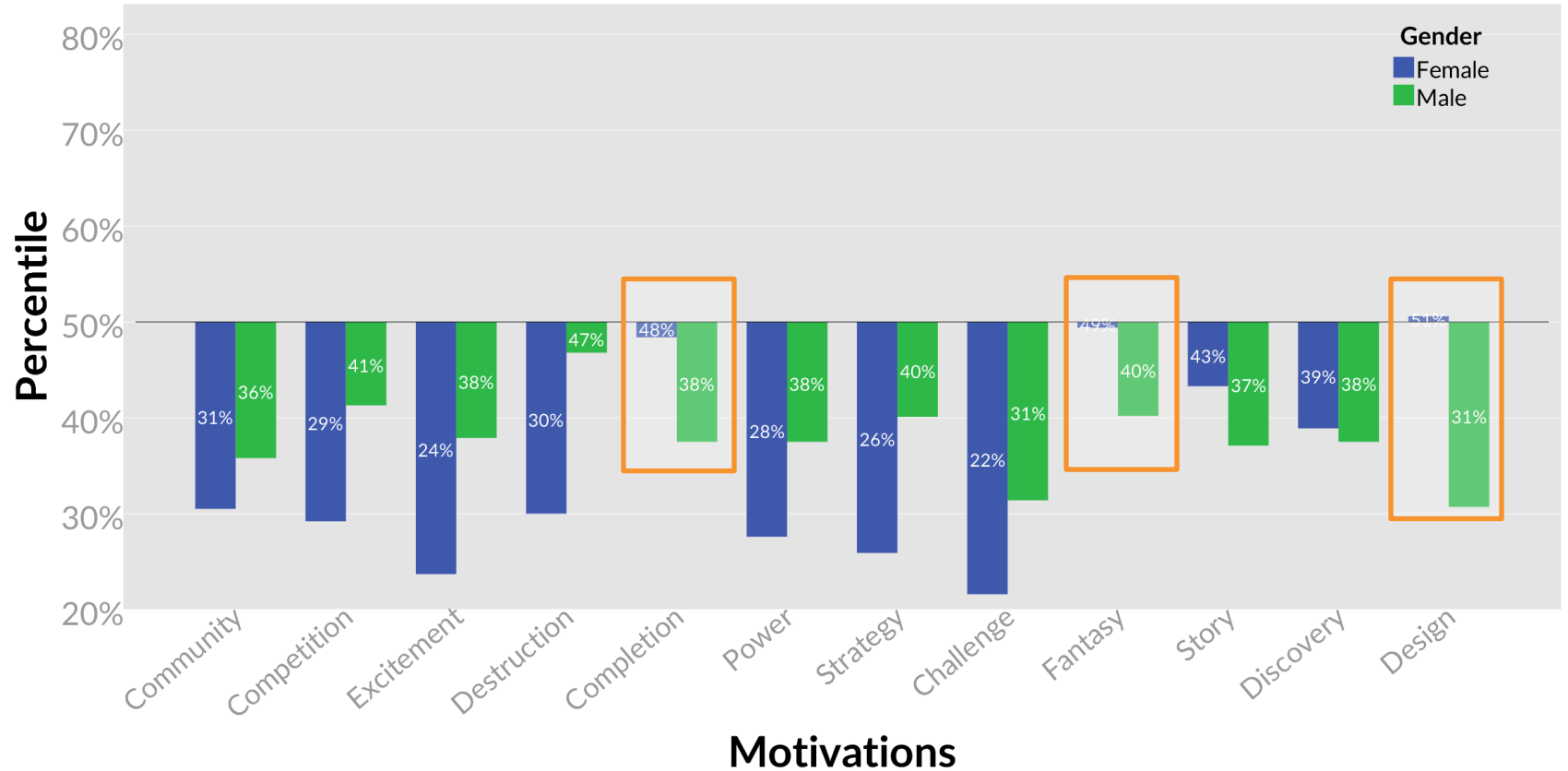
**FOR MEN, CASUAL MEANS DESTRUCTION.**

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**FOR MEN, CASUAL MEANS DESTRUCTION.**

**FOR WOMEN, CASUAL MEANS DESIGN + FANTASY + COMPLETION**





# WAIT, BUT WHAT GAMES ARE THEY ACTUALLY PLAYING? HERE ARE THE MOST FREQUENTLY MENTIONED GAMES.

---

Casual Gamers	Hardcore Gamers
<ol style="list-style-type: none"><li>1. The Elder Scrolls V: Skyrim</li><li>2. World of Warcraft</li><li>3. Pokémon (series)</li><li>4. The Legend of Zelda (series)</li><li>5. The Sims (series)</li><li>6. Minecraft</li><li>7. Portal (series)</li><li>8. Civilization (series)</li><li>9. League of Legends</li><li>10. Mass Effect (series)</li></ol>	<ol style="list-style-type: none"><li>1. League of Legends</li><li>2. World of Warcraft</li><li>3. The Witcher 3: Wild Hunt</li><li>4. Overwatch</li><li>5. Dark Souls (series)</li><li>6. The Elder Scrolls V: Skyrim</li><li>7. Dota 2</li><li>8. Counter-Strike: Global Offensive</li><li>9. Fallout 4</li><li>10. Mass Effect (series)</li></ol>

# WAIT, BUT WHAT GAMES ARE THEY ACTUALLY PLAYING? HERE ARE THE MOST FREQUENTLY MENTIONED GAMES.

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# WHICH GAMES ARE **DISPROPORTIONATELY POPULAR** AMONG THESE GAMERS?

---

Casual Gamers	Hardcore Gamers
<ol style="list-style-type: none"><li>1. Monument Valley</li><li>2. Mario Kart (series)</li><li>3. Candy Crush Saga</li><li>4. The Sims (series)</li><li>5. Plants vs. Zombies</li><li>6. Super Mario (series)</li><li>7. SimCity (series)</li><li>8. Animal Crossing (series)</li><li>9. Portal (series)</li><li>10. Harvest Moon (series)</li></ol>	<ol style="list-style-type: none"><li>1. Super Smash Bros. Melee</li><li>2. Street Fighter V</li><li>3. PlayerUnknown's Battlegrounds</li><li>4. Counter-Strike: Global Offensive</li><li>5. ARMA 3</li><li>6. Resident Evil 7: Biohazard</li><li>7. Black Desert Online</li><li>8. Rust</li><li>9. DayZ</li><li>10. Dota 2</li></ol>

## SLICE #2: GAMING FREQUENCY

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In a typical week, about how many days do you spend at least 30 minutes playing a video game?

0-1 day

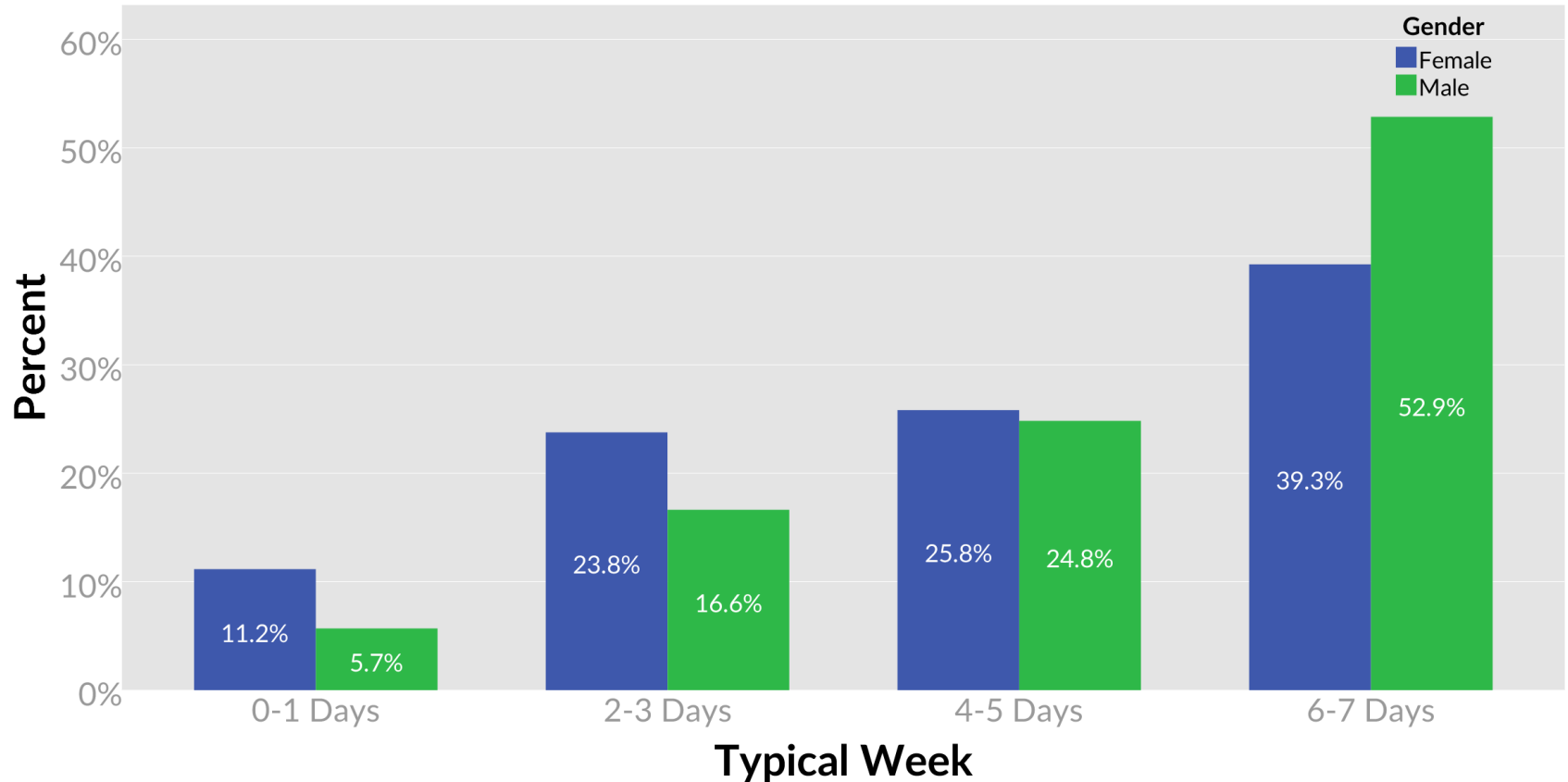
2-3 days

4-5 days

6-7 days

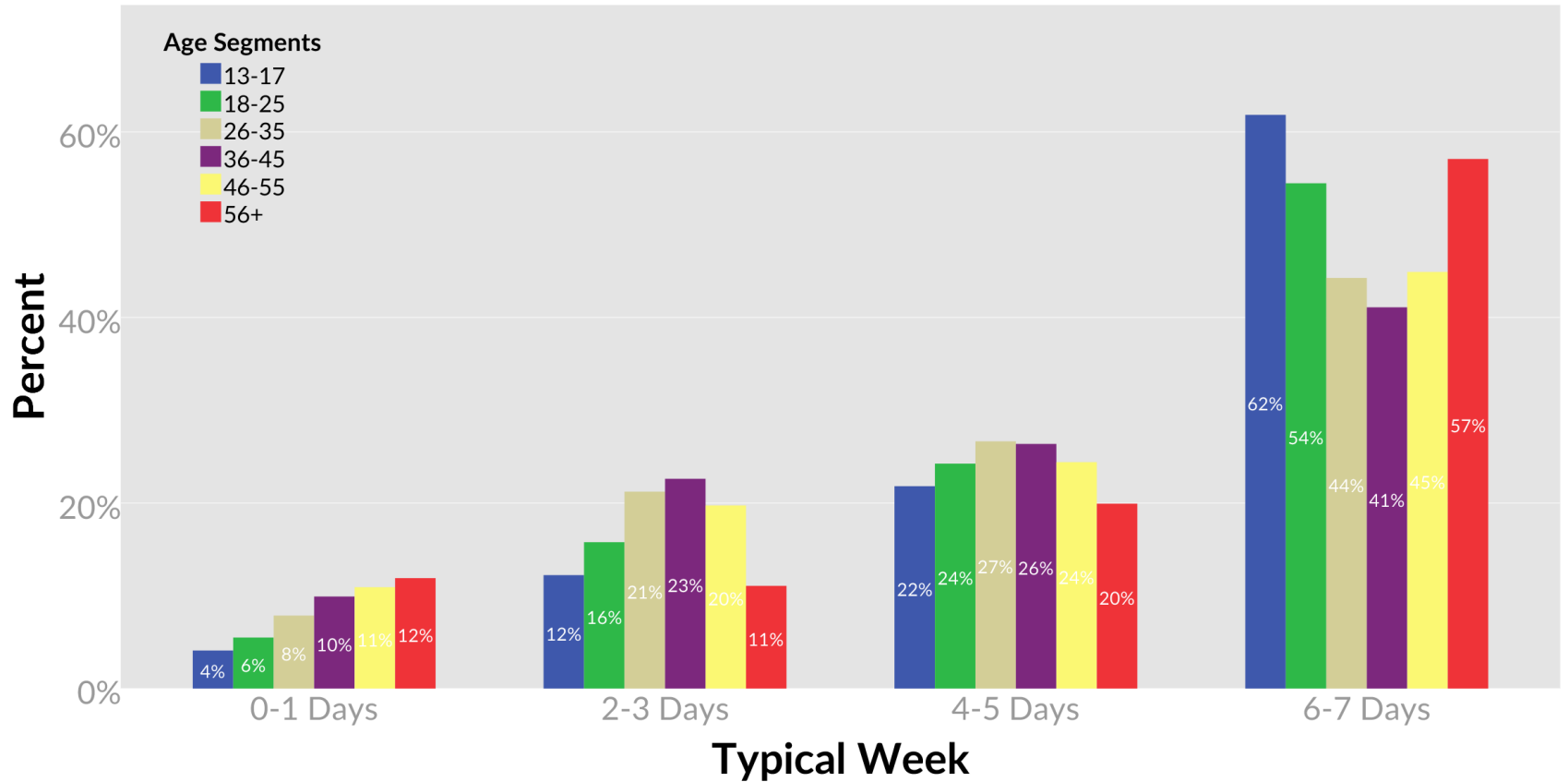
**MEN MORE LIKELY TO BE MOST FREQUENT GAMERS.**

**WOMEN MORE LIKELY TO BE LEAST FREQUENT GAMERS.**

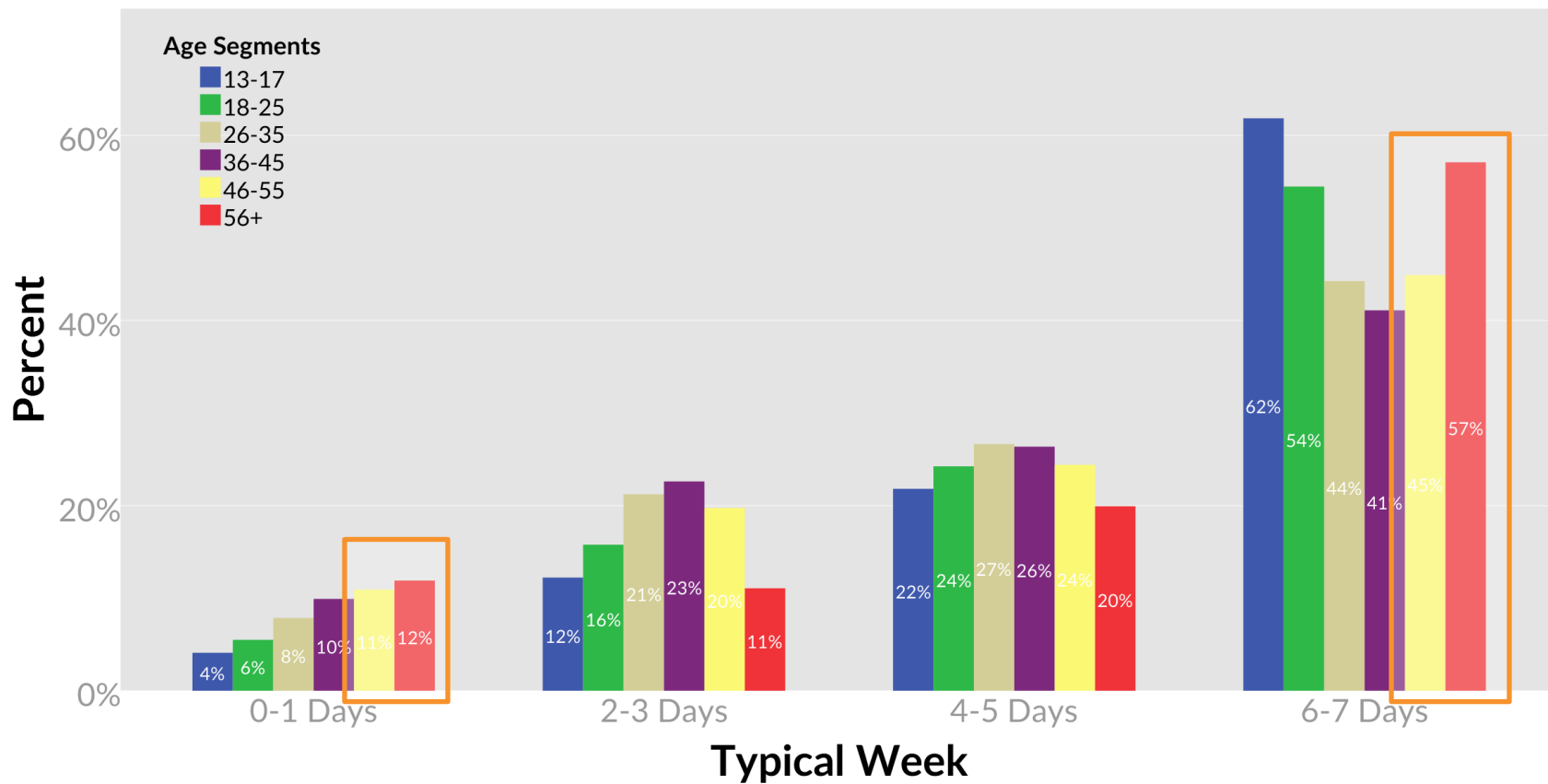


# KIDS IN BASEMENTS?

SOON, IT WILL BE OLDER GAMERS IN RETIREMENT HOMES.

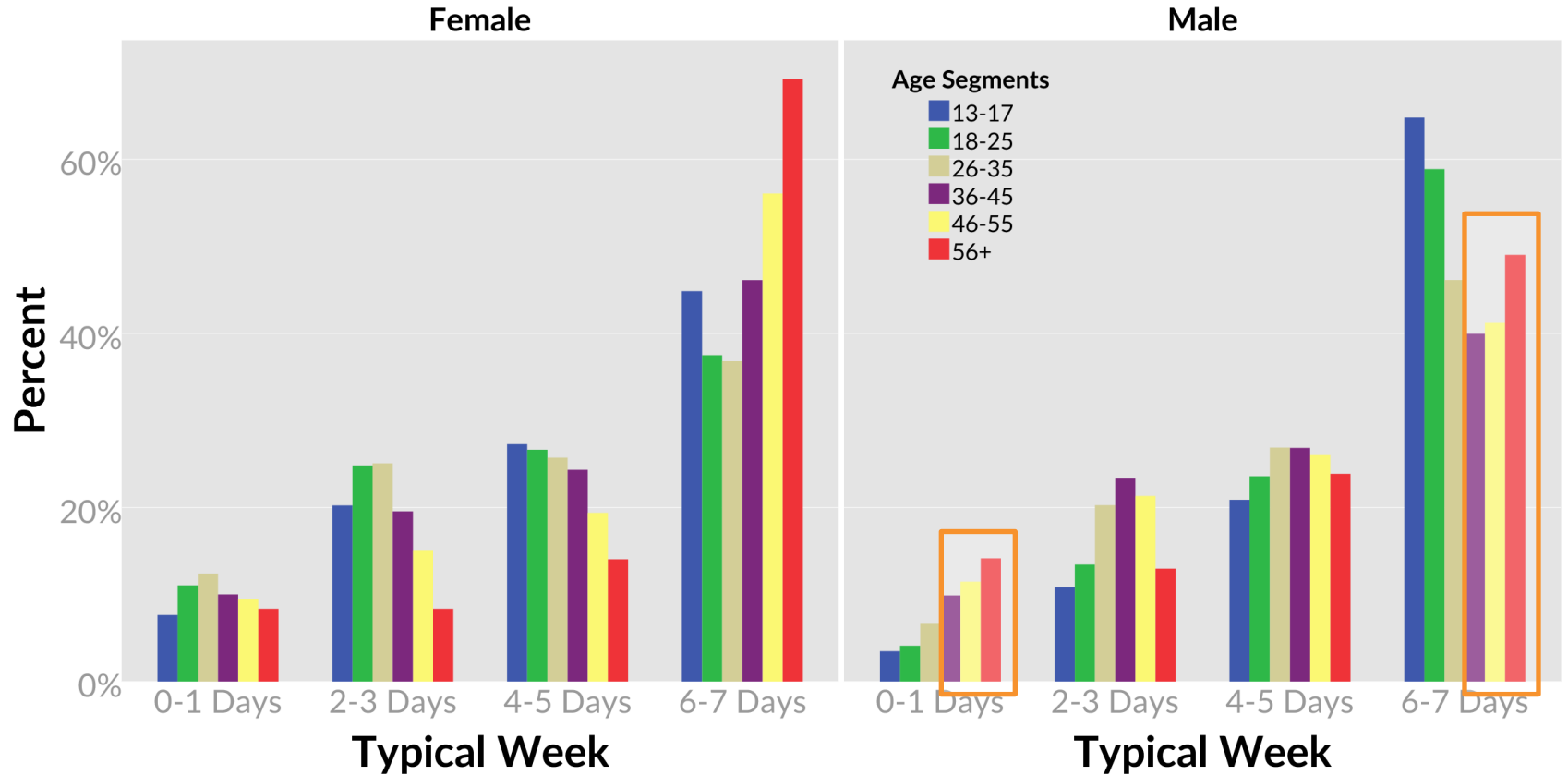


# THE OPPOSITES ARE BOTH TRUE: OLDER GAMERS PLAY MORE OFTEN AND LESS OFTEN.

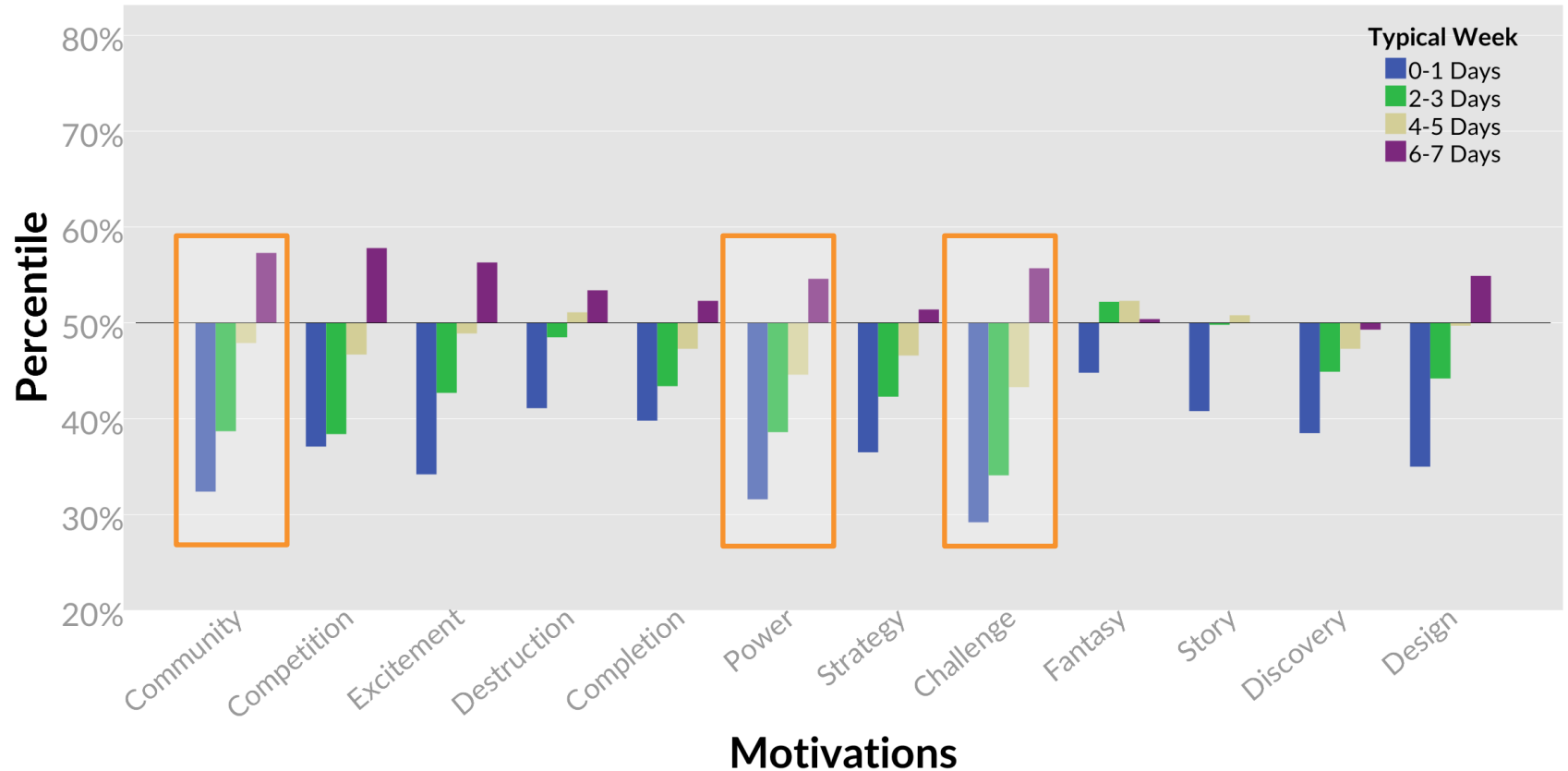


# OLDER WOMEN GAME MORE FREQUENTLY.

## OLDER MEN BIFURCATE.



# MOTIVATIONAL MARKERS OF FREQUENCY ARE DIFFERENT: CHALLENGE + COMMUNITY + POWER



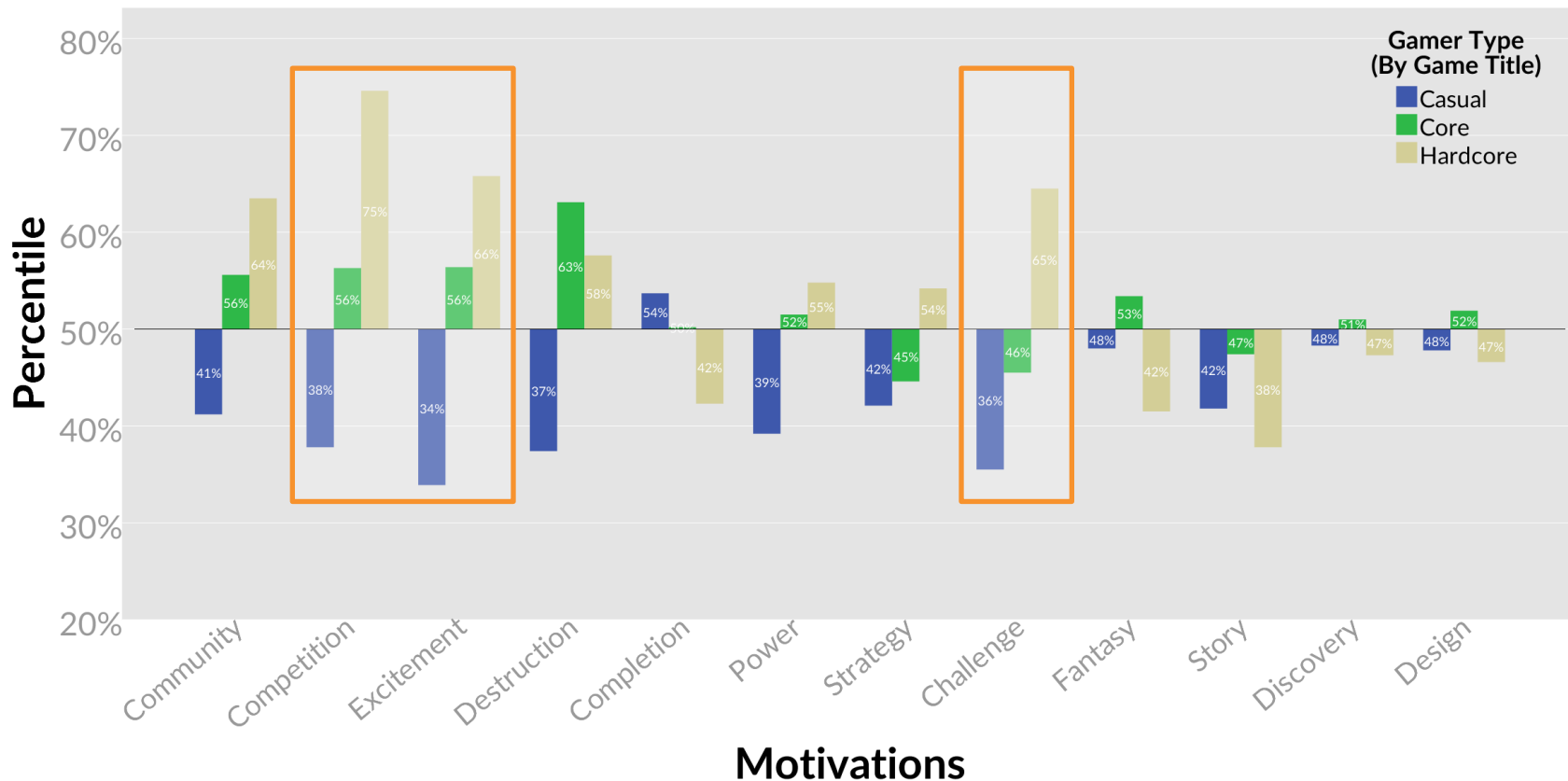
# SLICE #3: BY SPECIFIC GAME TITLES

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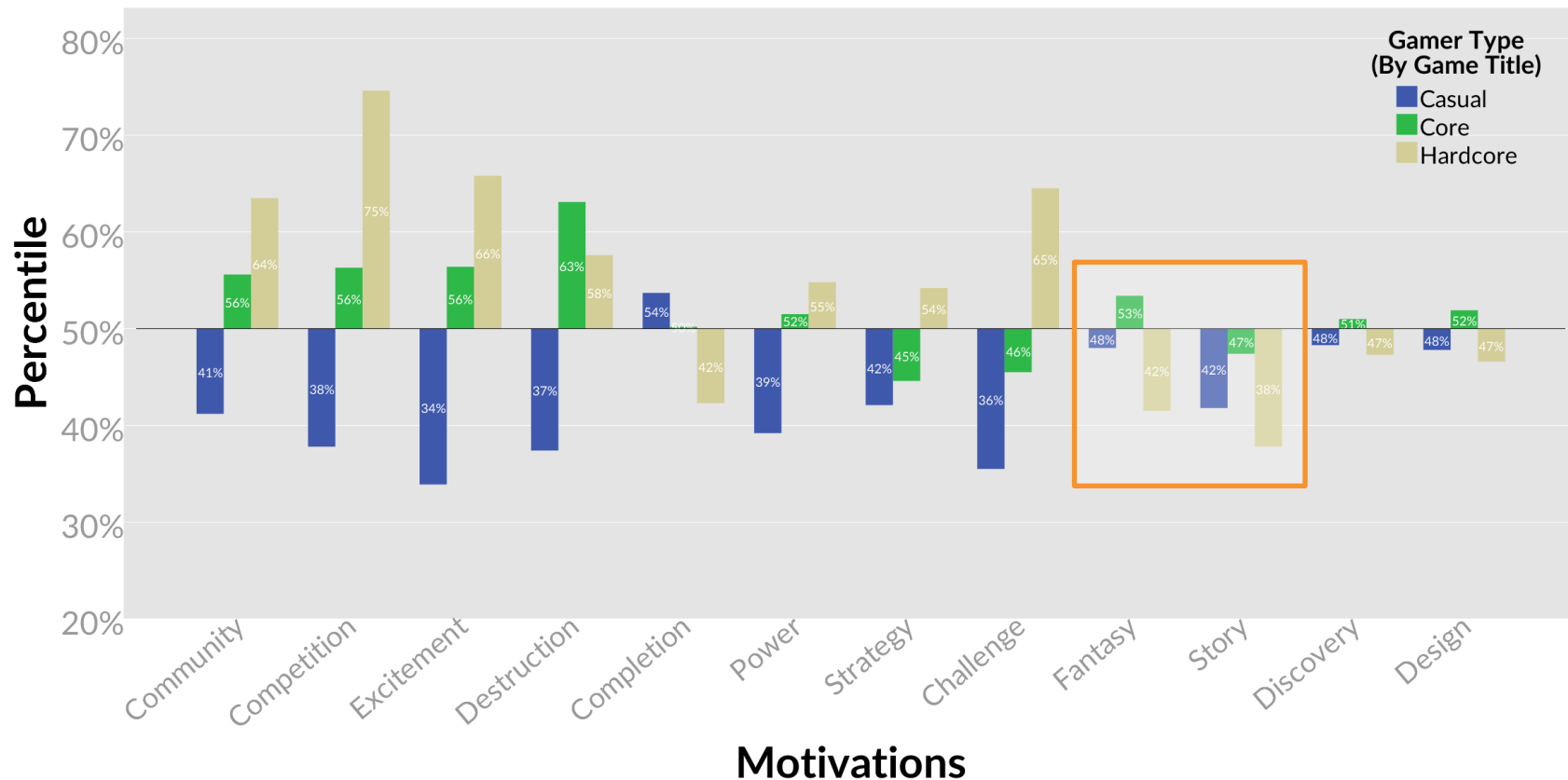
<h2>Casual Games</h2> <p>Disproportionately Popular Among Casual Gamers</p>	<h2>Core Games</h2> <p>Top 10 Selling Games From 2017 (NPD)</p>	<h2>Hardcore Games</h2> <p>Disproportionately Popular Among Hardcore Gamers</p>
<ul style="list-style-type: none"><li>• Monument Valley</li><li>• Mario Kart (series)</li><li>• Candy Crush Saga</li><li>• The Sims (series)</li><li>• Plants vs. Zombies</li><li>• Super Mario (series)</li><li>• SimCity (series)</li><li>• Animal Crossing (series)</li><li>• Portal (series)</li><li>• Harvest Moon (series)</li></ul>	<ul style="list-style-type: none"><li>• Call of Duty: WWII</li><li>• Destiny 2</li><li>• NBA 2K18</li><li>• Madden NFL 18</li><li>• Tom Clancy's Ghost Recon Wildlands</li><li>• Legend of Zelda: Breath of the Wild</li><li>• Grand Theft Auto V</li><li>• Star Wars: Battlefront II (2017)</li><li>• Super Mario Odyssey</li><li>• Mario Kart 8</li></ul>	<ul style="list-style-type: none"><li>• Super Smash Bros. Melee</li><li>• Street Fighter V</li><li>• PlayerUnknown's Battlegrounds</li><li>• Counter-Strike: Global Offensive</li><li>• ARMA 3</li><li>• Resident Evil 7: Biohazard</li><li>• Black Desert Online</li><li>• Rust</li><li>• DayZ</li><li>• Dota 2</li></ul>



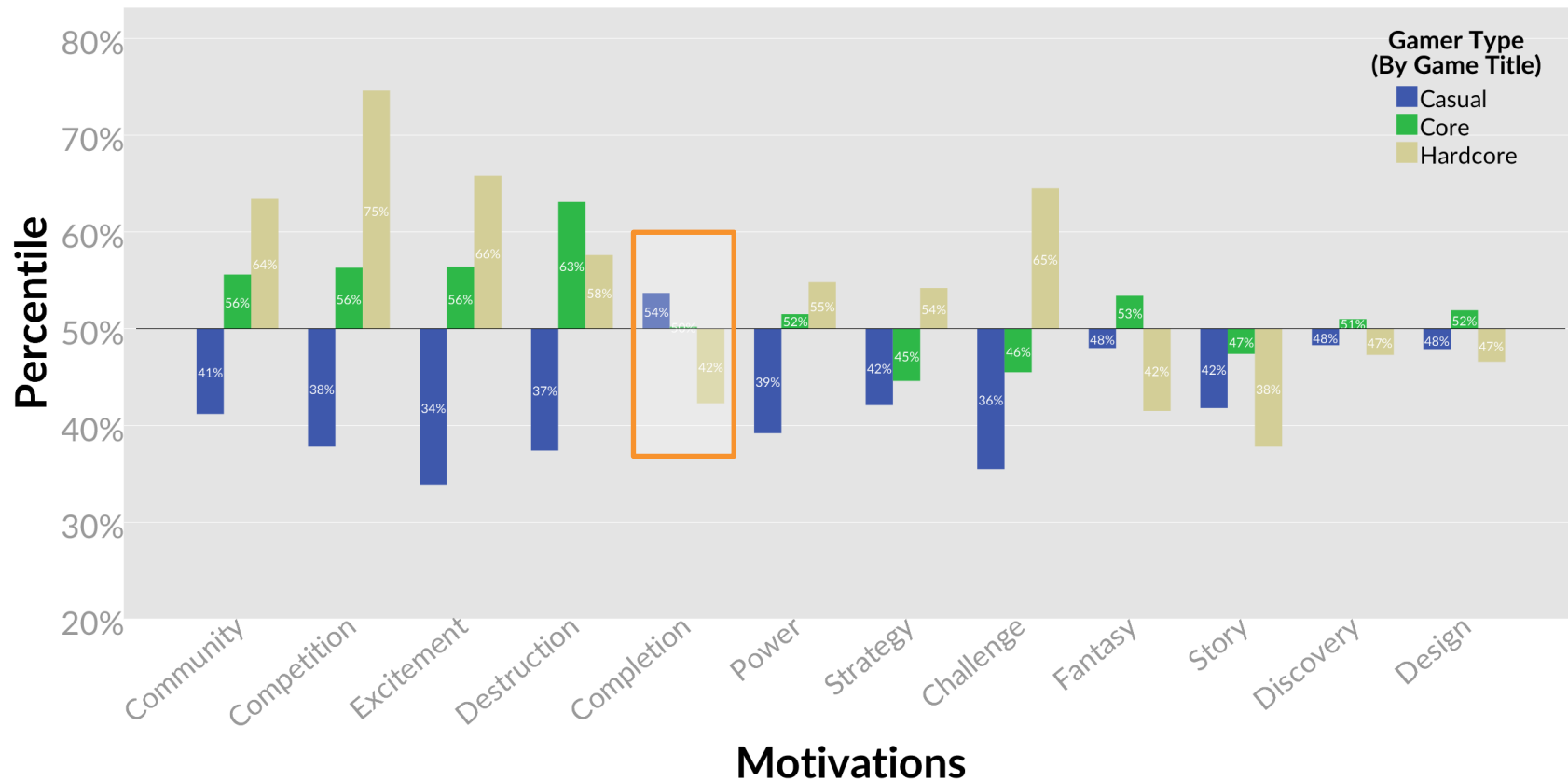
# AS BEFORE, HARDCORE GAMERS CARE MORE ABOUT COMPETITION/EXCITEMENT/CHALLENGE



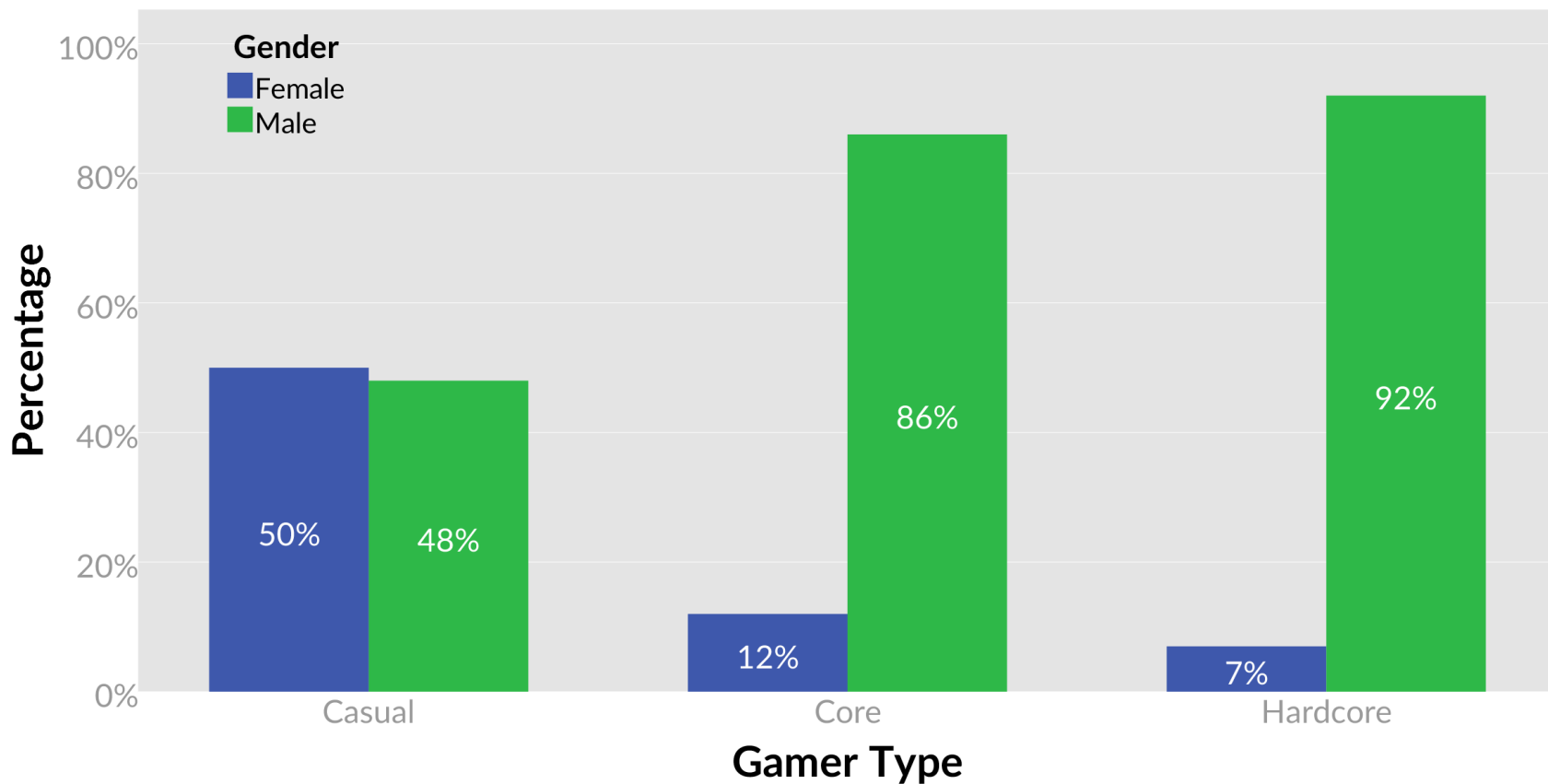
# THE DROPS IN FANTASY + STORY HAVE BECOME MORE NOTICEABLE



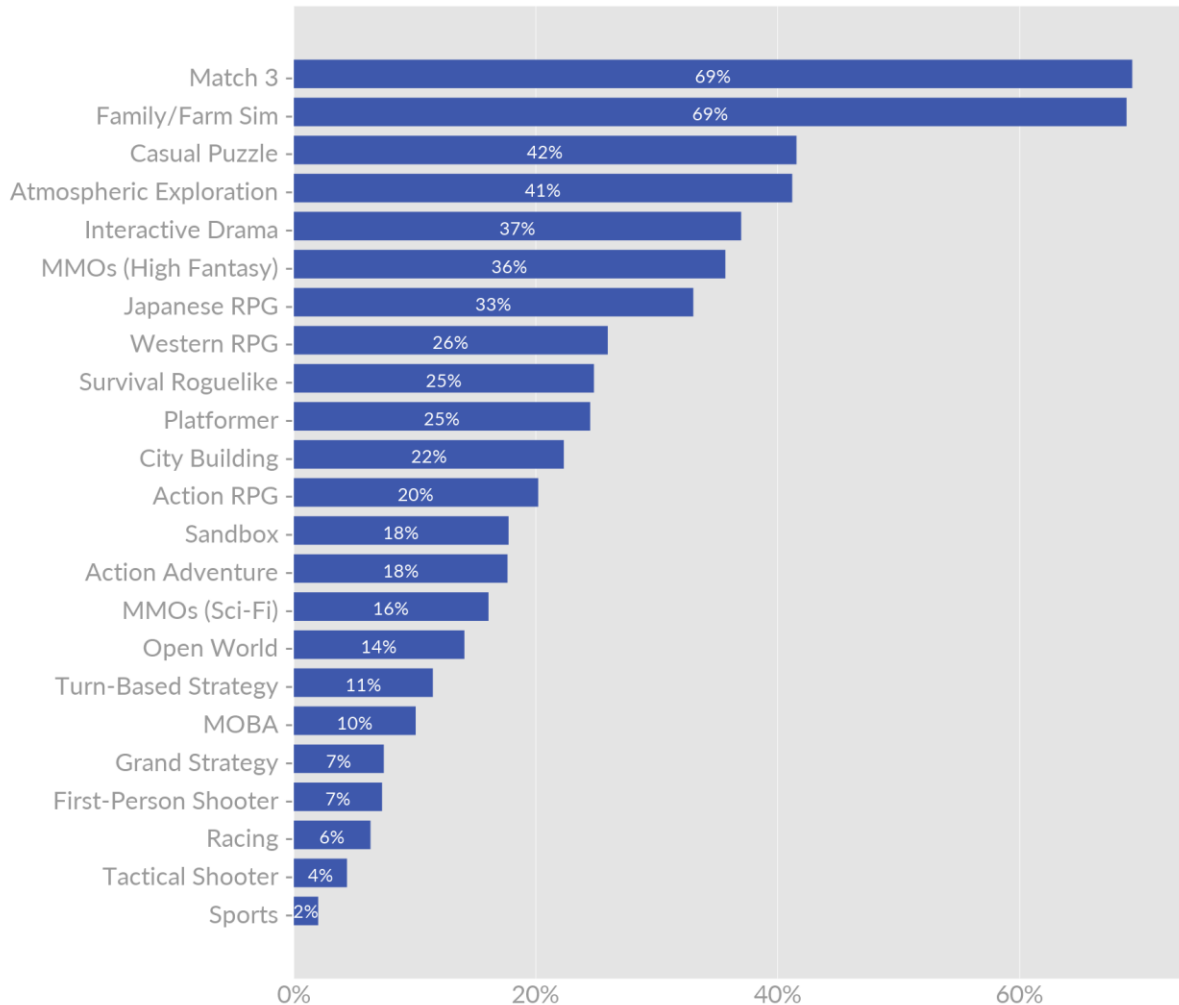
# ONE NEW PATTERN: CASUAL GAMERS CARE MORE ABOUT COMPLETION



# GENDER DIFFERENCES HAVE MAGNIFIED ACROSS THE BOARD



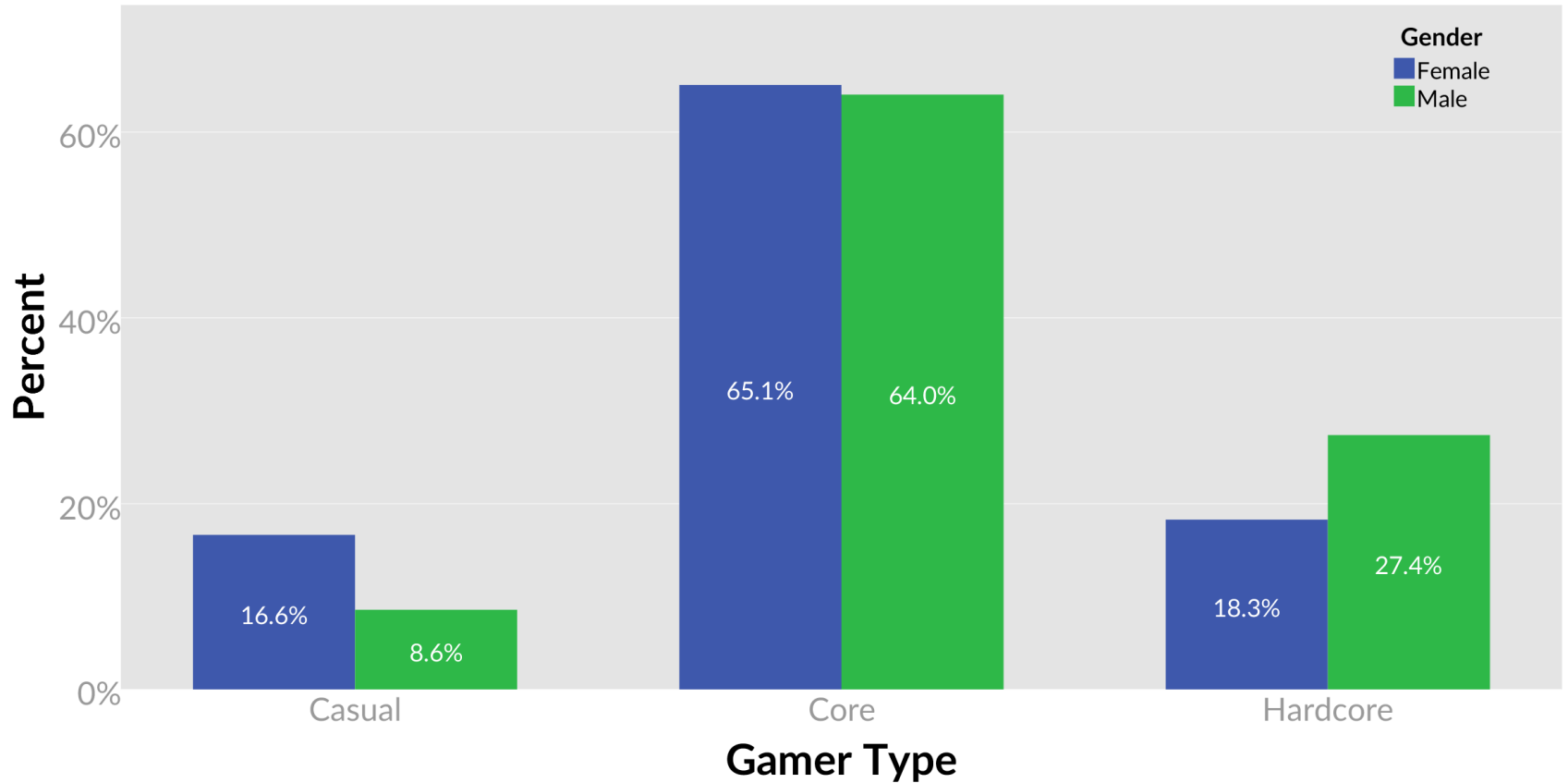
**Game Genre**



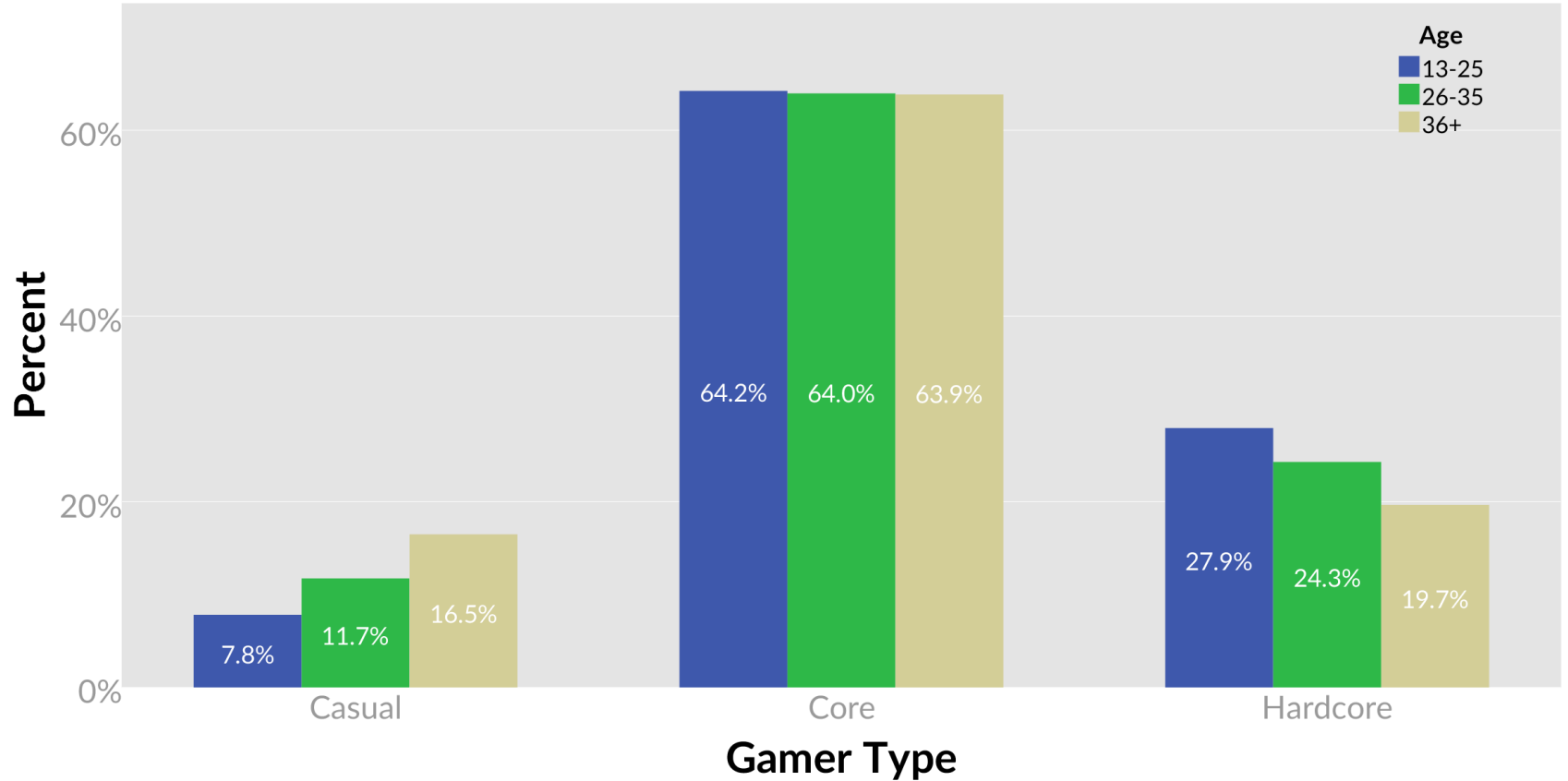
**Percentage of Gamers in Each Genre That Are Female**

## SLICE #4: JUST CALL OF DUTY GAMERS

~13,000 GAMERS: 91% MALE, 9% FEMALE

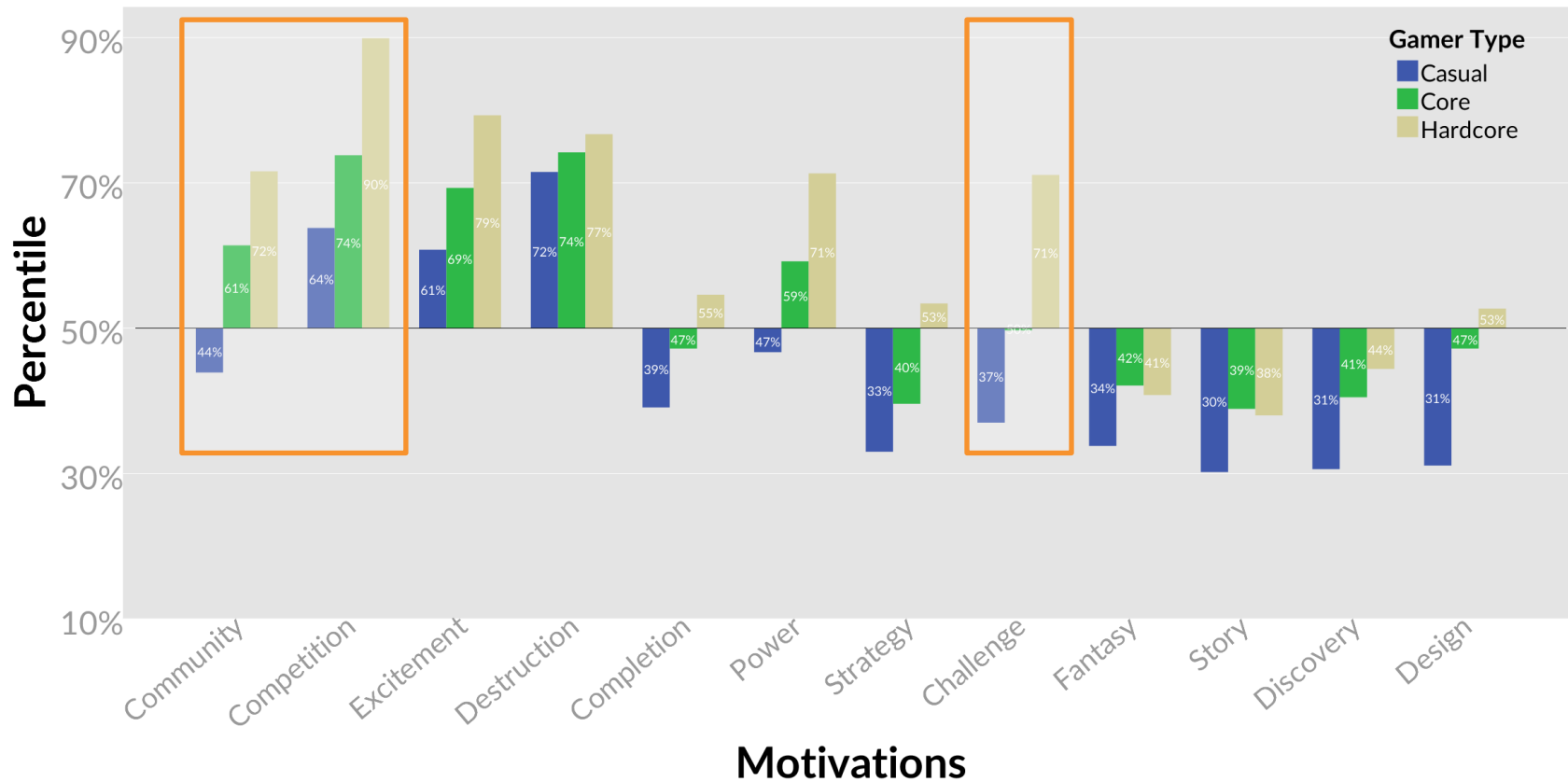


# HIGH LEVEL TRENDS STILL SEEN HERE: BOTH THE GENDER AND AGE EFFECTS



# BIGGEST CHANGE: CHALLENGE, COMMUNITY, COMPETITION

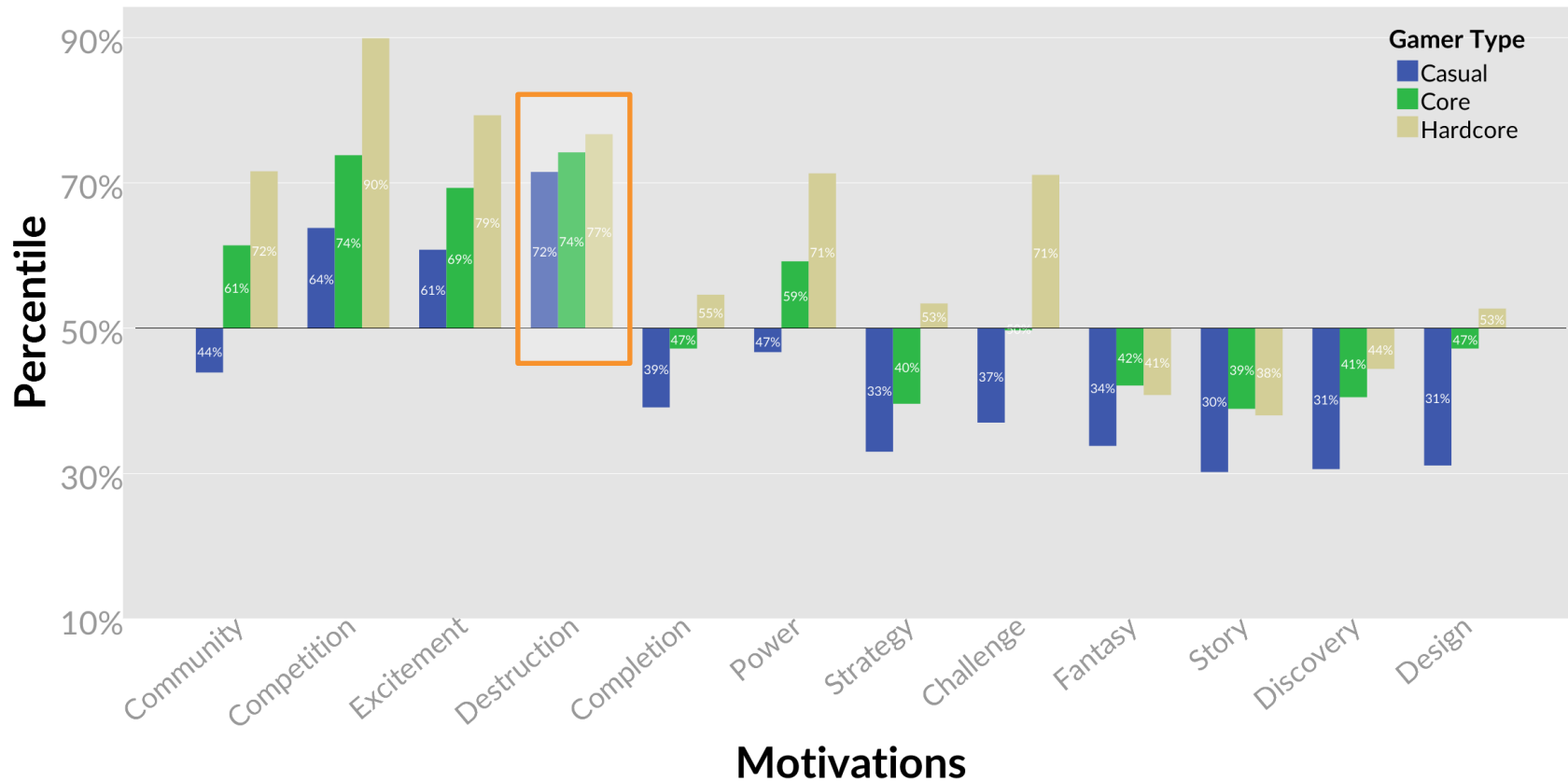
## MOST STABLE: DESTRUCTION



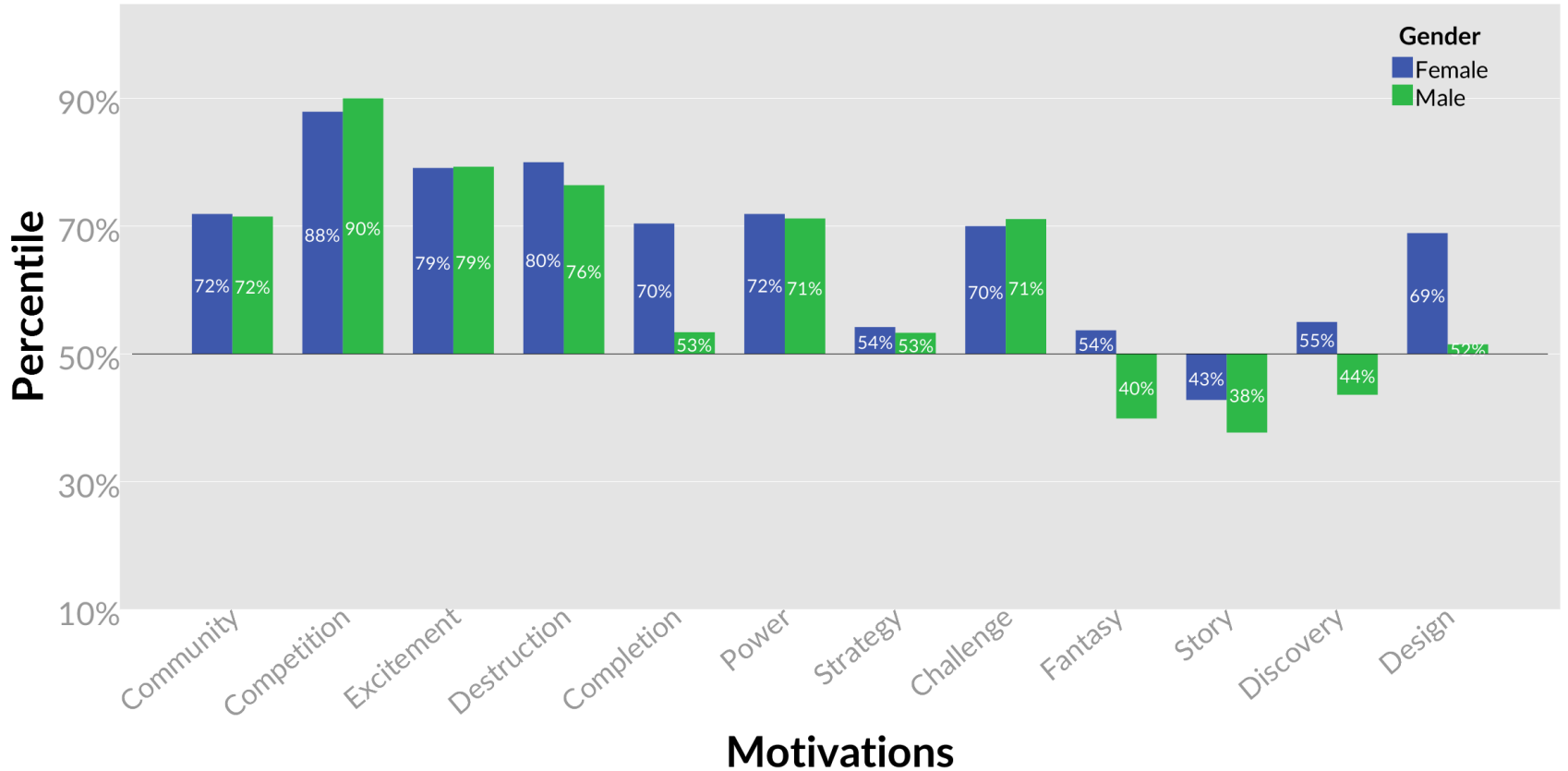


# BIGGEST CHANGE: CHALLENGE, COMMUNITY, COMPETITION

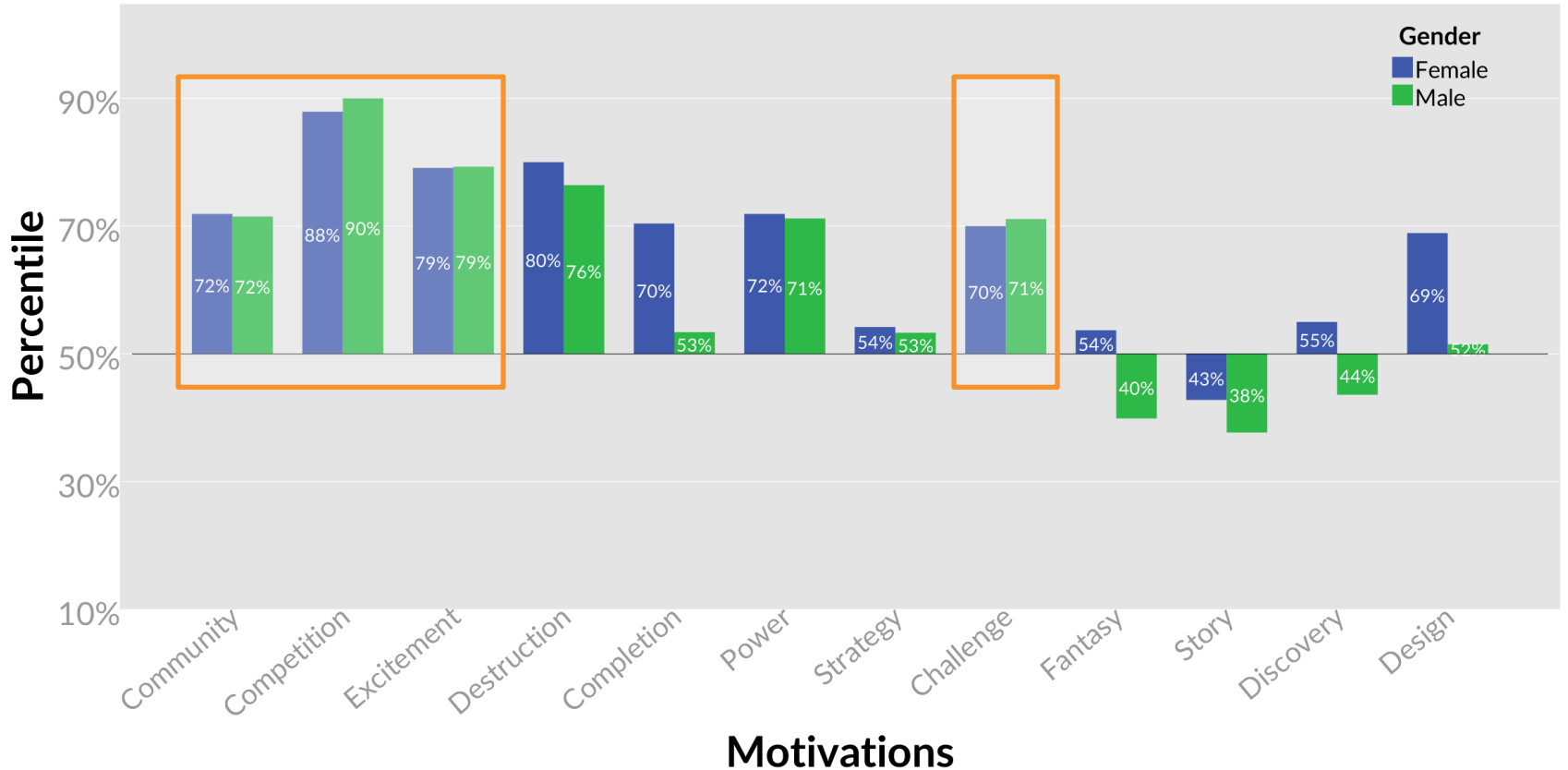
## MOST STABLE: DESTRUCTION



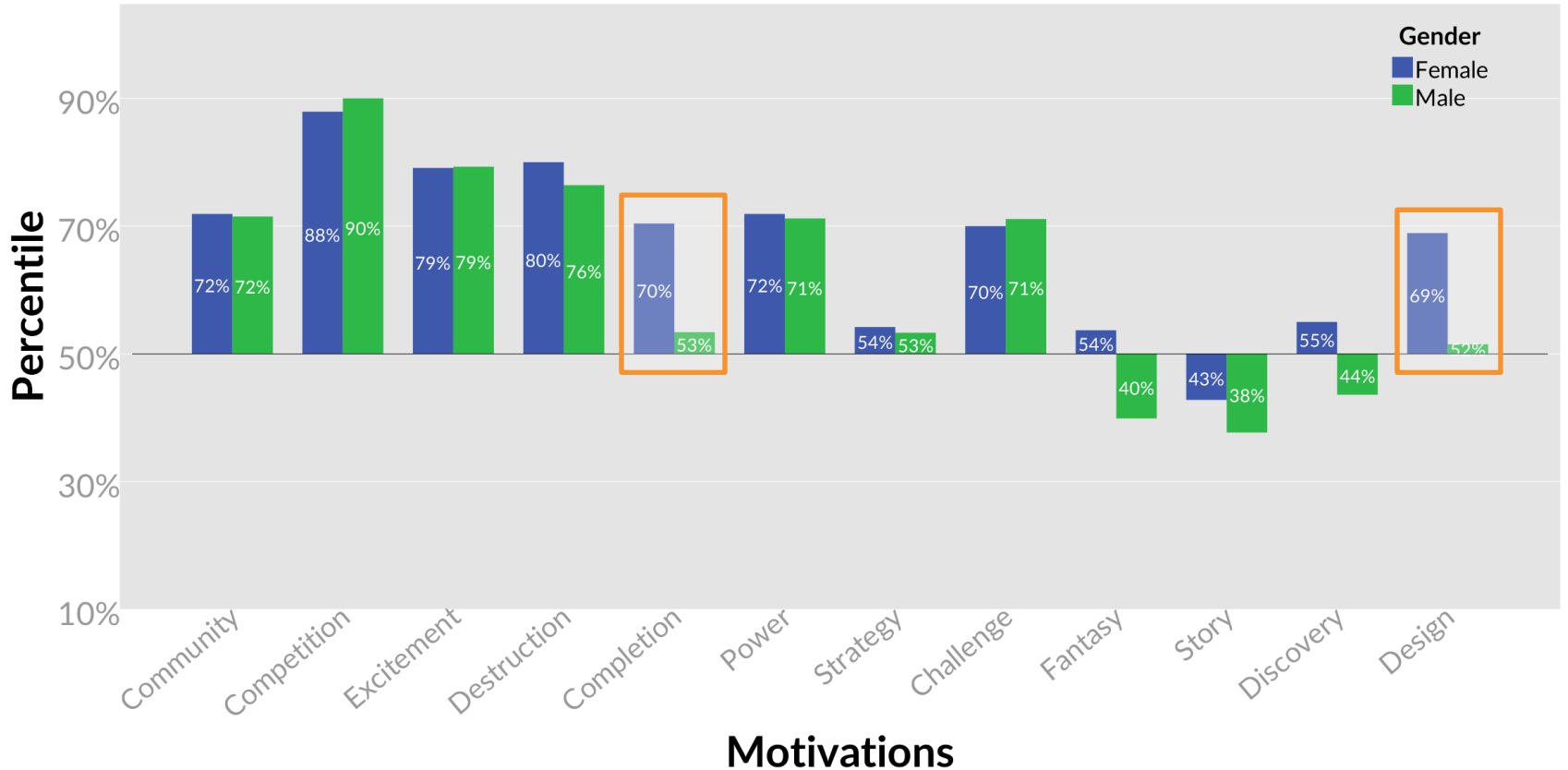
# LET'S FOCUS ON HARDCORE COD GAMERS: WOMEN MATCH MEN ON CHALLENGE + COMPETITION



# LET'S FOCUS ON HARDCORE COD GAMERS: WOMEN MATCH MEN ON CHALLENGE + COMPETITION

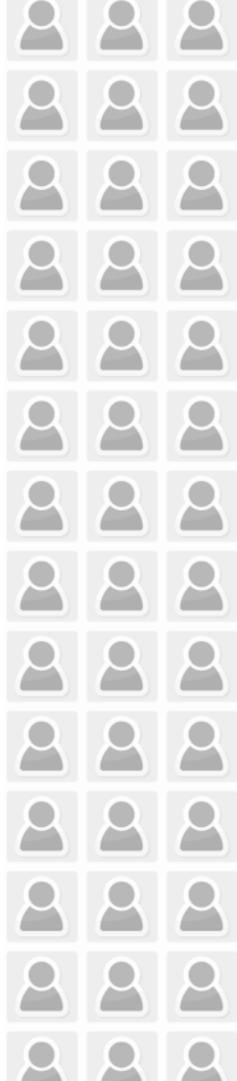


# HALF OF THE GENERAL FINDING IS STILL TRUE: HARDCORE WOMEN CARE MORE ABOUT DESIGN + COMPLETION





EVERQUEST  
II  
SENTINEL'S FATE

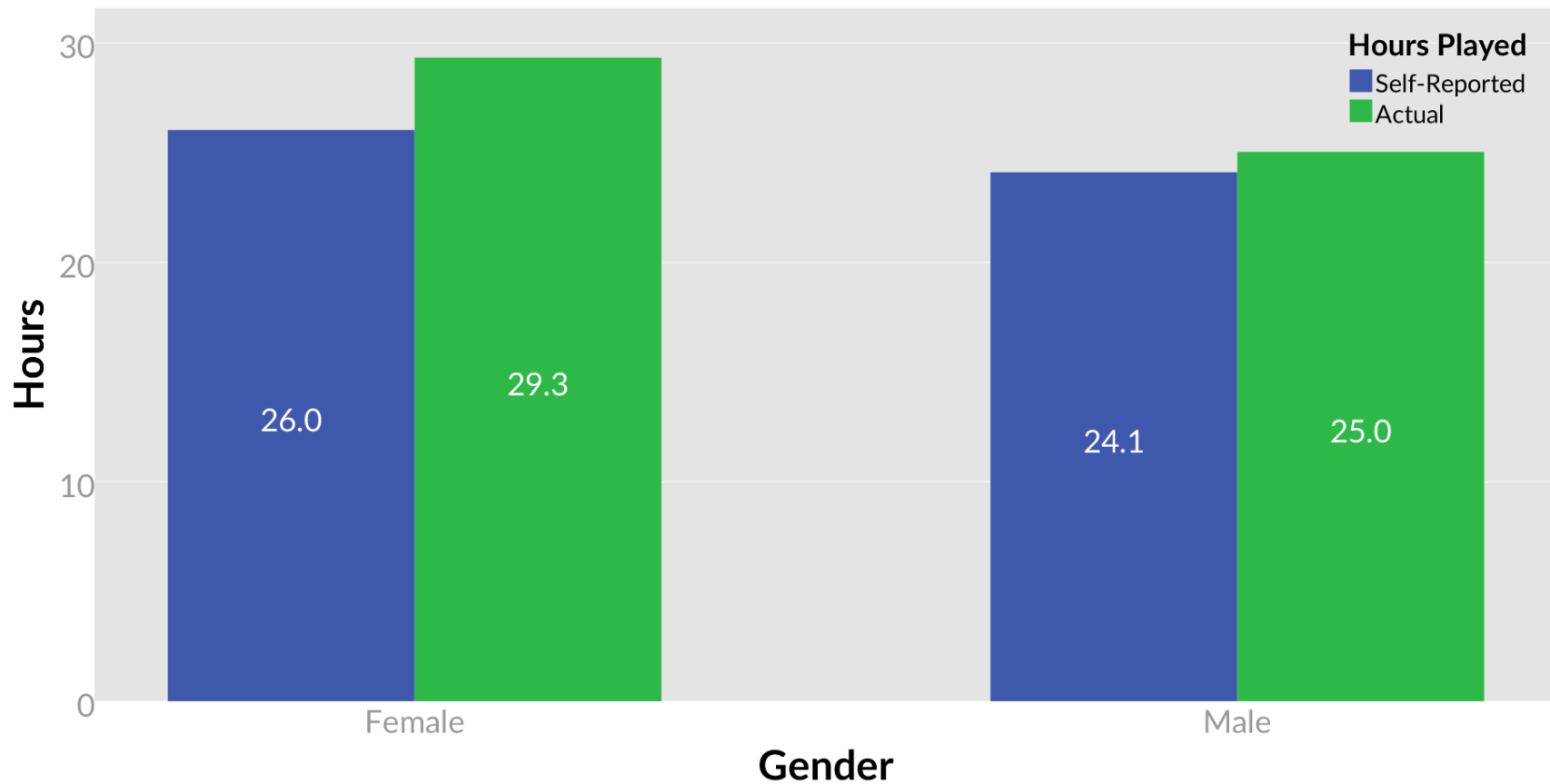


## 7,129 EQ2 GAMERS

- 1,406 women (20%)
- 5,719 men (80%)

Linked each participant's survey data with their server data.

# EVERYONE **UNDER-REPORTED** THEIR HOURS PLAYED, BUT ...

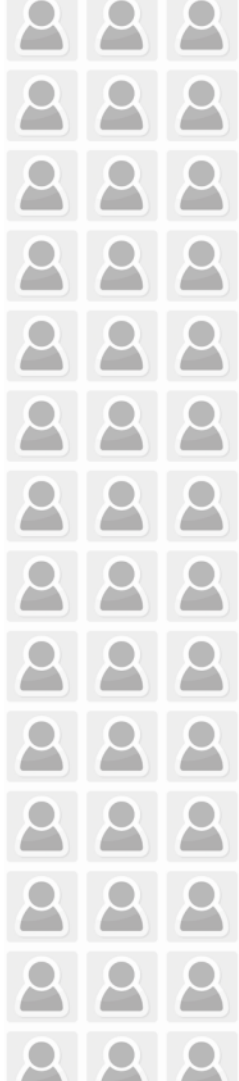




## NO PLANS TO QUIT

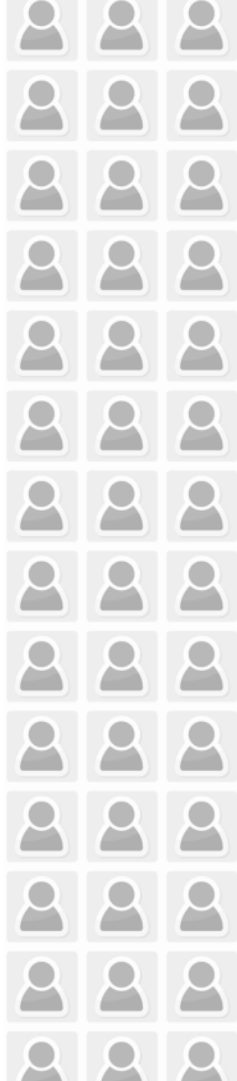
- Women: 48.9%
- Men: 35.1%





## “CASUALS”?

How is it that the more frequent and loyal gamers in EQ2 are stereotyped as casual?



# TAKE-AWAYS

1. **Blinders:** Our gender assumptions can make it difficult to see equally important changes across age segments.
2. **Definition:** What men and women think of as hardcore is not necessarily the same. And this may change from game to game.
3. **Game-Specific:** Some games are markers of gamer type. Others are not.
4. **Fault-Lines:** Don't mistake how things are with how things have to be.

[quanticfoundry.com/gdc2018](https://quanticfoundry.com/gdc2018)





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FOUNDRY

