

Half of US gamers prefer free video games

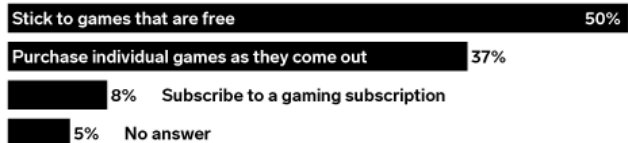
Article

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Are US gamers willing to pay for new video games? **Half** said they preferred free games, and just **8%** said they preferred a gaming subscription, showing that those polled are either casual gamers or simply budget-conscious ones.

How Would US Gamers Prefer to Obtain New Video Games?

% of respondents, March 2021



Note: n=1,091 ages 18+; includes games played via phone, desktop/laptop, gaming console, or other device
Source: SurveyMonkey as cited in company blog, March 22, 2021

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