

Preference and Behavior Analysis of Taiwanese Digital Gamers

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Abstracts

Taipei-based, government-backed research institute MIC (Market Intelligence & Consulting Institute) conducted an online questionnaire research in Taiwan and received 1,068 valid questionnaires. This report provides an overview of Taiwanese digital gamers' preferences and examines their behavior with socio-demographic characteristic factors such as gender and age.

The findings suggest:

1. 63.2% of Taiwanese digital gamers play games on Android smartphones.
2. 63.3% of Taiwanese digital gamers aged 19 and under spend more than an hour playing games every day.
3. 57% of Taiwanese female digital gamers prefer games with cute graphical styles.

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