

Preference and Behavior Analysis of Taiwanese Online PC Gamers

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Abstracts

During the first half of 2017, Taipei-based, government-backed research institute MIC (Market Intelligence & Consulting Institute) conducted an online questionnaire research in Taiwan and received 1,500 valid questionnaires. This report provides an overview of Taiwanese PC online gamers' preferences and examines their behavior by socio-demographic factors: gender and age.

The findings show:

1. 53.2% of Taiwanese gamers prefer online PC role-playing games.

2. On average, 46.3% of Taiwanese female gamers spend less than an hour on playing games at a time.

3. 70.2% of Taiwanese gamers made PC online game purchases, including in-game purchases, in 2016.

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