FRAMEPLAY

NETWORK INSIGHTS BY GENRE

2022 Highlights

Foreword.

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Thanks for reading our first-to-market Frameplay Network Insights by Genre report! In these pages, you'll find a deep analysis of Frameplay's audience network, analyzed by genre. The data in this report will help paint a full picture of our US audience network, one that shatters the negative stereotypes of gamers that have followed the industry since its inception.

This report shows who modern gamers really are. They're people who own houses, drive cars, buy goods and services, and have passions outside of gaming that matter to all brands. We're long past the tired clichés of teenage boys pulling all-nighters in their basement; the global gaming audience has never been more diverse and intricate. This data gives us valuable insight to who gamers truly are, providing context within the types of games they play, and helps brands in their journey to authentically connect to gamers.

This report is a first of its kind. Although there are insights from a few industry research companies on gamers and gaming, Frameplay's analysis is specifically for Frameplay's intrinsic in-game advertising network and ecosystem, with insights powered by TransUnion.

Table of Contents.

Quick takes.

AN ANALYSIS OF EACH GENRE AND WHERE PLAYERS SHOW A HIGHER CONCENTRATION COMPARED TO THE AVERAGE US POPULATION. A DETAILED REPORT ON EACH GENRE CAN BE FOUND IN SECTION 2.

Sports.

DEMOGRAPHICS

Against the normal US population distribution, these players show a high concentration between the ages of 30-64, a near 50/50 split in gender, and a household income between $35K-$125K.

AUTOMOTIVE

Roughly 56% of the Sports players that indicated they own a vehicle own a Sedan, SUV, or Pickup Truck, in addition to over-indexing against the US population in ownership of a Motorcycle. When reviewing specific automotive makes, we see a higher indexing of ownership across Acura, BMW, Chrysler, Dodge, Fiat, Hyundai, Infiniti, Jeep, Kia, Land Rover, Mazda, Mercedes, Nissan, Pontiac and Saturn vehicles.

» 47% of the players reporting owning a Chevrolet, Ford, Honda, or Toyota.

PURCHASES

The following categories show a high level of interest from these players: Children's Products, Electronics, Health, Home and Garden, Personal Care. On average, these players lean towards spending between $100-$999 online.

INTERESTS

Sports players over-index in most general interest categories, with the top five interest categories based on size being Electronics, Travel, Gardening, Cooking, and Entertainment & Movies.

POLITICAL

Sports gamers index higher in donations to support Children's Causes, Environmental Causes, Animal Welfare, and Veterans Causes.

EMPLOYMENT

Employed Sports gamers over-index against the US population in the following Job Areas: Sales, Government, Technology, Medical/Health, Finance and Accounting, Administrative, General Management, IT, Operations, Education, Research/Development, Consultants, and Marketing.

Casual.

DEMOGRAPHICS

Player age ranges primarily over-index between the ages of 35-64 and have a household income up to $100K annually.

AUTOMOTIVE

Motorcycle drivers over-index highly with Casual game players, along with automotive makes including Kia, Pontiac, and Dodge.

PURCHASES

Casual gamers spend more on Home & Garden, Personal Care, Health, Children's Products, and Crafts/Hobby items.

INTERESTS

Casual genre game players over-index in the majority of categories, with the top categories being Electronics, Cooking, Gardening, Collecting, and DIY.

POLITICAL

Casual gamers index higher in donations to support Children's Causes, Environmental Causes, Animal Welfare, and Veterans Causes.

EMPLOYMENT

Casual gamers over-index in all major industries, including Biomedical, Electronics, Renewable Energy, and Social Media.

Simulation.

DEMOGRAPHICS

There is fairly even spread across the player age ranges, with most game players being between 30-64 years old, a near even 50/50 gender split and a household income up to $100K.

AUTOMOTIVE

A majority of Simulation game players that own a vehicle own a Sedan, SUV, or Pickup Truck. These players also significantly over-index against the US population amongst Motorcycle owners, and slightly over-index against Van owners.

PURCHASES

Simulation players over-index against the US population on spending in the following categories: Home and Garden, Children's Products, Personal Care, Health and Electronics. When making online purchases, Simulation players tend to over-index when compared to the US population on higher dollar purchases between the price ranges of $100-$999.

INTERESTS

While Simulation players over-index in most General categories, the top five interest categories based on size are Electronics, Travel, Gardening, Cooking, and Entertainment & Movies.

POLITICAL

Simulation gamers index higher in donations to support Children's Causes, Environmental Causes, Animal Welfare, and Veterans Causes.

EMPLOYMENT

Employed Simulation gamers over-index the US population in the following job areas: Sales, Government, Technology, Medical/Health, Finance and Accounting, Administrative, General Management, IT, Operations, Education, Research & Development, Consultants, and Marketing.

Racing.

DEMOGRAPHICS

Racing game players over-index across the age ranges of 30-59, skew towards Female game players at 57% compared to Male game players at 43%, and bring in an estimated income up to $100K.

INTERESTS

Racing game players over-index across all forms of travel when compared to the US population, especially in International Travel, Cruises, and Casino Vacations.

POLITICAL

Racing gamers index higher in donations to support Children's Causes, Environmental Causes, Animal Welfare, and Veterans Causes.

EMPLOYMENT

Racing game players significantly over-index against the US Population in the industries of Social Media, Biomedical, Electronics, and Renewable Energy.
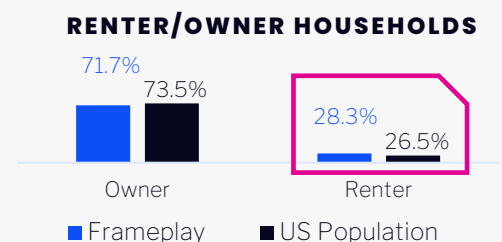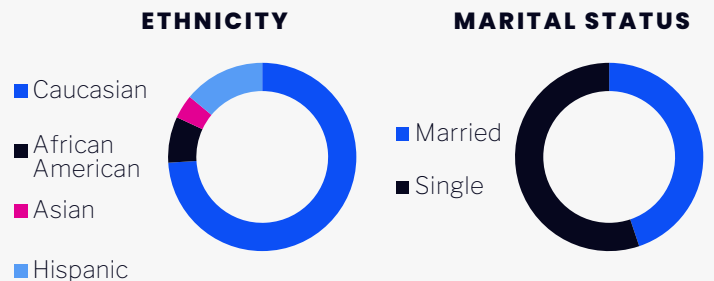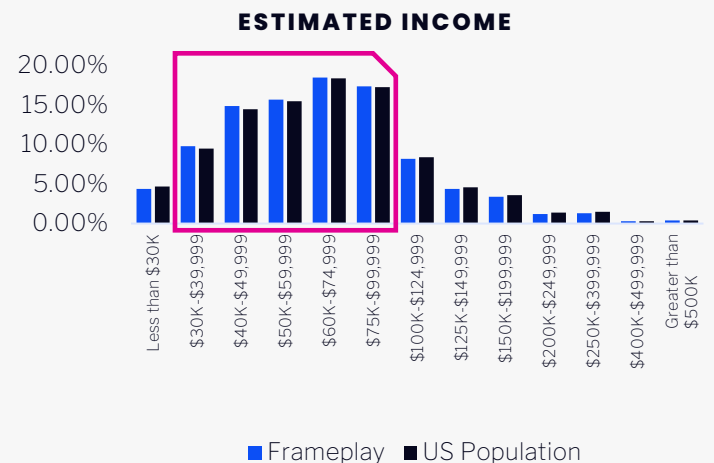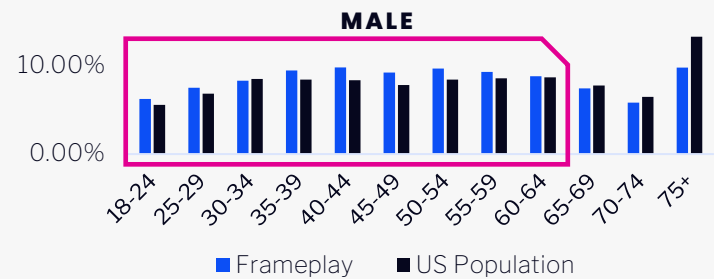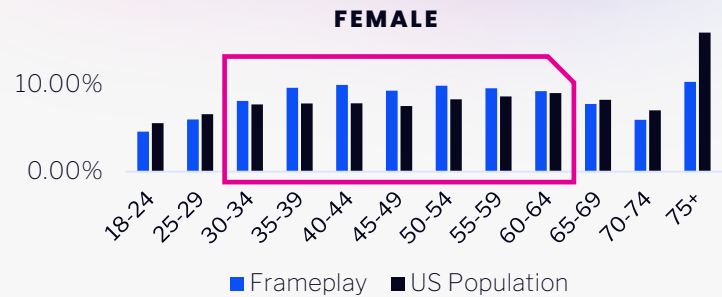
Genre profiles.

Sports.

DEMOGRAPHICS

» Sports players are split evenly between players that identify as Male (50%) vs Female (50%).

» There is an even spread across the player age ranges. Overall, the Sports player age ranges primarily from 30-64. The genre over-indexes against the US population within this range. While the graph indicates there is a large group within the age range of 75+, Frameplay believes this may be due to multiple generations living in a single household.

» When looking at age ranges for Sports players that identify as Male or Female, Females between the ages of 40-44 are significantly over-indexing when compared to the US population.

» 85% of our Sports players live in a household where the estimated income is between $30K-$125K; 66% are between $40K-$100K, over-indexing when compared to the US population.

» 71% of our Sports players reside in a residence that is owned (lower than US population index) whereas ~29% live in a rental (which over-indexes against US population).

» 74% of Sports players are Caucasian. 14% are Hispanic and 4% are Asian; both over-index compared to the US population.

» When examining marital status, 55% of Sports players are single, over-indexing compared to the US population.

FEMALE

■ Frameplay ■ US Population

MALE

■ Frameplay ■ US Population

ESTIMATED INCOME

■ Frameplay ■ US Population

ETHNICITY

■ Caucasian
■ African American
■ Asian
■ Hispanic

MARITAL STATUS

■ Married
■ Single

RENTER/OWNER HOUSEHOLDS

71.7% 73.5% 28.3% 26.5%
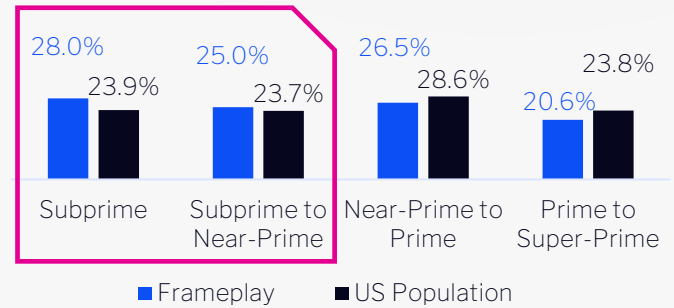
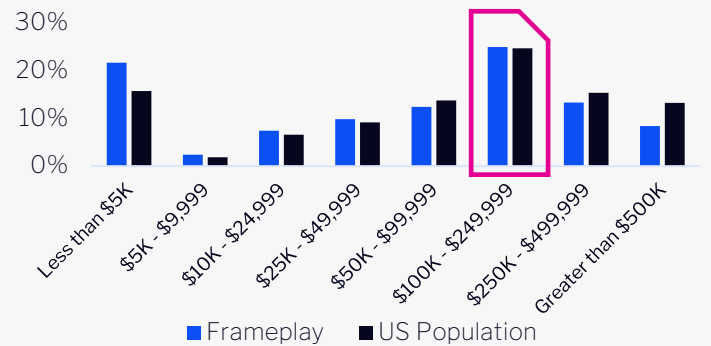Owner   Renter

■ Frameplay ■ US Population

Sports.

FINANCIALS

» 53% of Sports players are over-indexing compared to the US population with subprime financial health (low credit scores).

» 53% of Sports players have a net worth less than $100,000.

» Despite their lower credit scores, 61% of Sports players have lower or minimal credit amount ratios.

» 90% of Sports players have some form of discretionary income. Over 77% of those game players have discretionary income amounts between $15K-50K, which is on par with the US population.

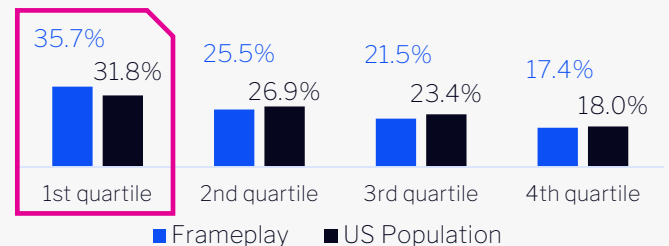» A majority, ~80%, of mortgage types leveraged by our game players are Conforming/ Conventional or Fixed.
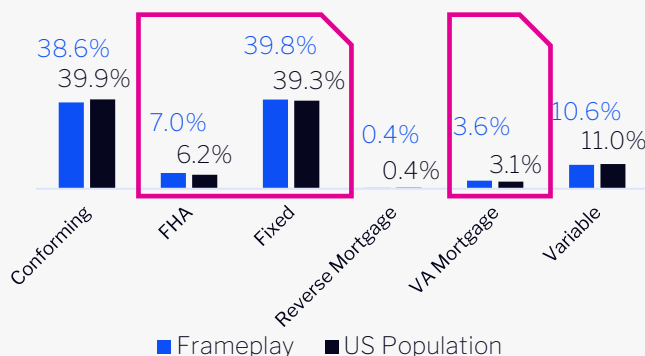
ESTIMATED FINANCIAL HEALTH

	Frameplay	US Population
Subprime	28.0%	23.9%
Subprime to Near-Prime	25.0%	23.7%
Near-Prime to Prime	26.5%	28.6%
Prime to Super-Prime	20.6%	23.8%

NET WORTH

AVG. CREDIT CARD BALANCE

	Frameplay	US Population
1st quartile	35.7%	31.8%
2nd quartile	25.5%	26.9%
3rd quartile	21.5%	23.4%
4th quartile	17.4%	18.0%

MORTGAGE TYPE

	Frameplay	US Population
Conforming	38.6%	39.9%
FHA	7.0%	6.2%
Fixed	39.8%	39.3%
Reverse Mortgage	0.4%	0.4%
VA Mortgage	3.6%	3.1%
Variable	10.6%	11.0%

DISCRETIONARY INCOME

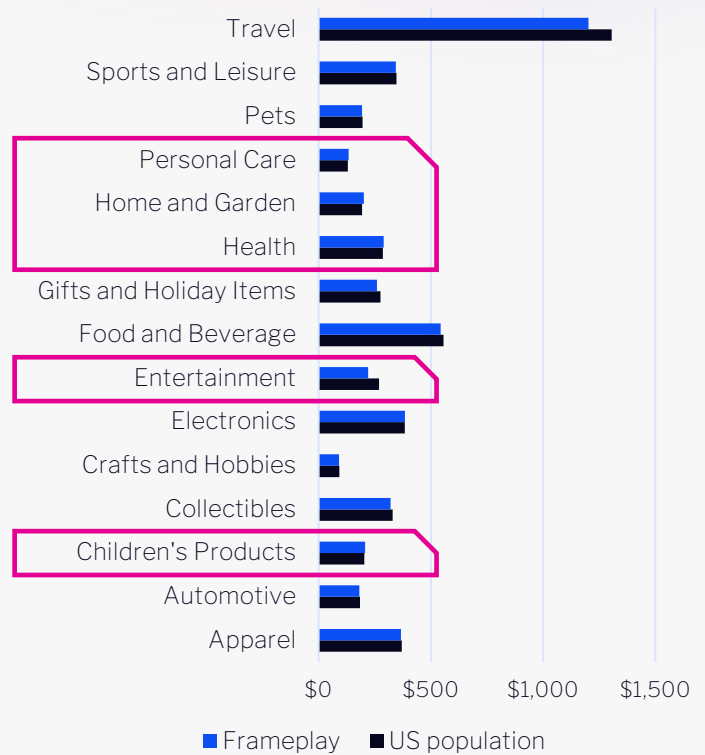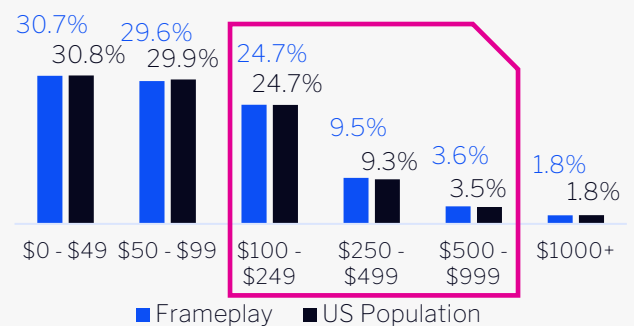|	Frameplay	US Population
0-$15K	9.3%	9.0%
$15K-$30K	33.3%	32.4%
$30K-$50K	43.9%	44.8%
$50K-$75K	10.5%	10.6%
$75K-$100K	1.9%	2.0%
$100K +	1.2%	1.3%
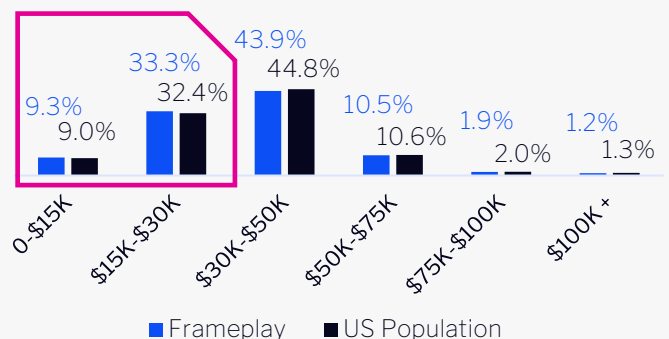
Sports.

PURCHASES

» Sports players over-index against the US population on spending in the following categories:

  » Children's Products

  » Electronics

  » Health

  » Home and Garden

  » Personal Care

» Sports players under-index against the US population on spending in the following categories:

  » Collectibles

  » Food and Beverage

  » Travel

  » Gifts and Holiday Items

  » Entertainment

» When making online purchases, Sports players tend to over-index when compared to the US population on higher dollar purchases (between $100-$999). Their offline purchases also over-index at higher price points, from $100-$499 and over $1,000.
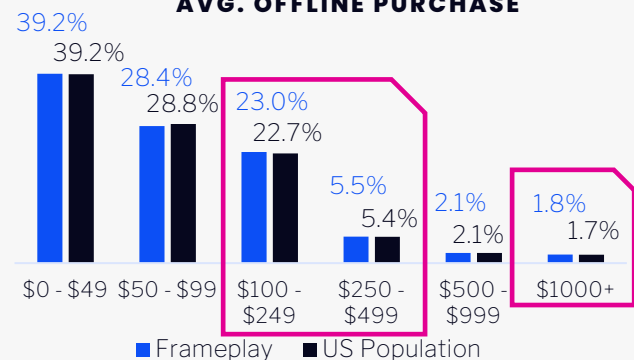
PURCHASE CATEGORY

Frameplay / US population

Categories (top to bottom): Travel, Sports and Leisure, Pets, Personal Care, Home and Garden, Health, Gifts and Holiday Items, Food and Beverage, Entertainment, Electronics, Crafts and Hobbies, Collectibles, Children's Products, Automotive, Apparel

AVG. ONLINE PURCHASE

	$0 - $49	$50 - $99	$100 - $249	$250 - $499	$500 - $999	$1000+
Frameplay	30.7%	29.6%	24.7%	9.5%	3.6%	1.8%
US Population	30.8%	29.9%	24.7%	9.3%	3.5%	1.8%

AVG. OFFLINE PURCHASE

|	$0 - $49	$50 - $99	$100 - $249	$250 - $499	$500 - $999	$1000+
Frameplay	39.2%	28.4%	23.0%	5.5%	2.1%	1.8%
US Population	39.2%	28.8%	22.7%	5.4%	2.1%	1.7%

Sports.

AUTOMOTIVE

» Slightly over 56% of the Sports players that indicated they own a vehicle, own a Sedan, SUV or Pickup Truck.

» Sports players significantly over-indexed against the US population with Motorcycle owners. In fact, there are almost as many Motorcycle owners on the network as there are Vans, Coupe, and Wagon/Hatchback owners.

» When reviewing specific automotive makes, Sports players that indicated they own a vehicle over-indexed across the following vehicle makes:

  » Acura, BMW, Chrysler, Dodge, Fiat, Hyundai, Infiniti, Jeep, Kia, Land Rover, Mazda, Mercedes, Nissan, Pontiac, and Saturn.

» Over 47% of players report owning a Chevrolet, Ford, Honda, or Toyota.

AUTOMOTIVE BODY STYLE

■ Frameplay   ■ US population
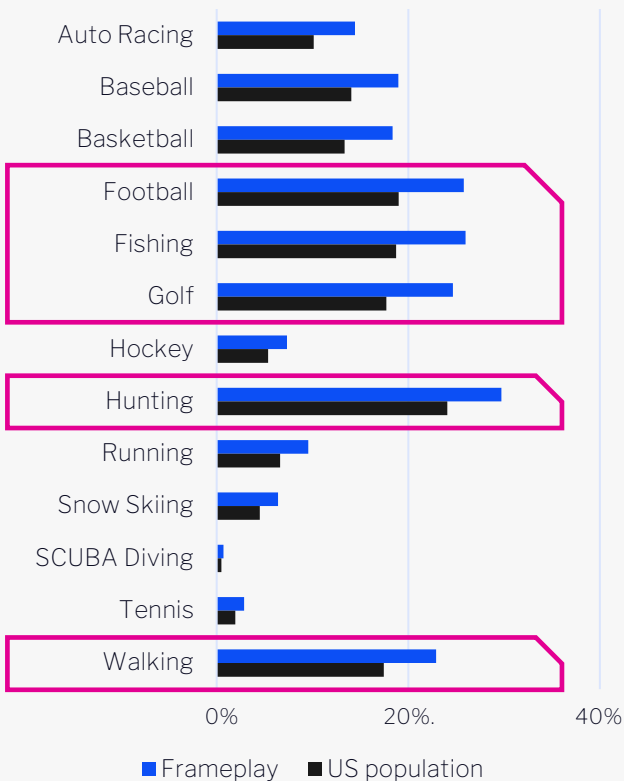
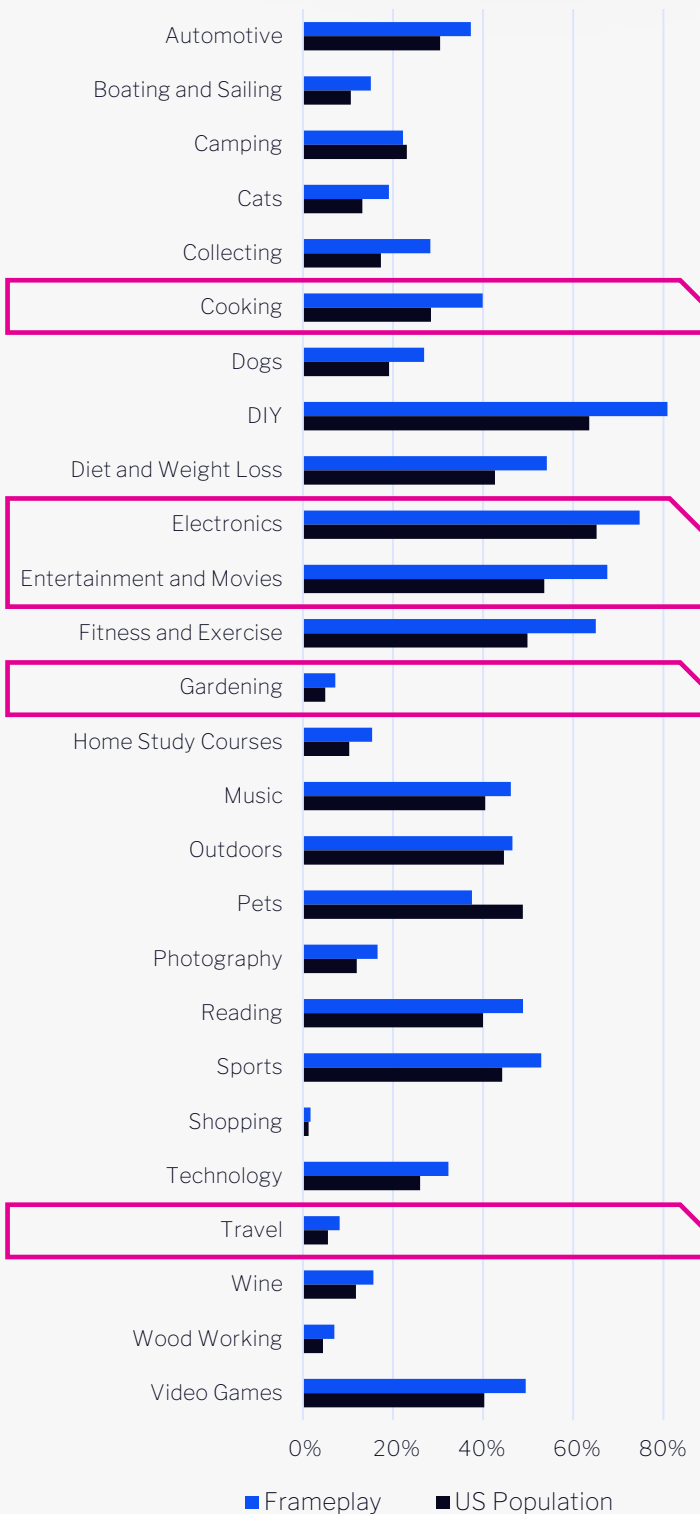### AUTOMOTIVE MAKE

■ Frameplay   ■ US Population
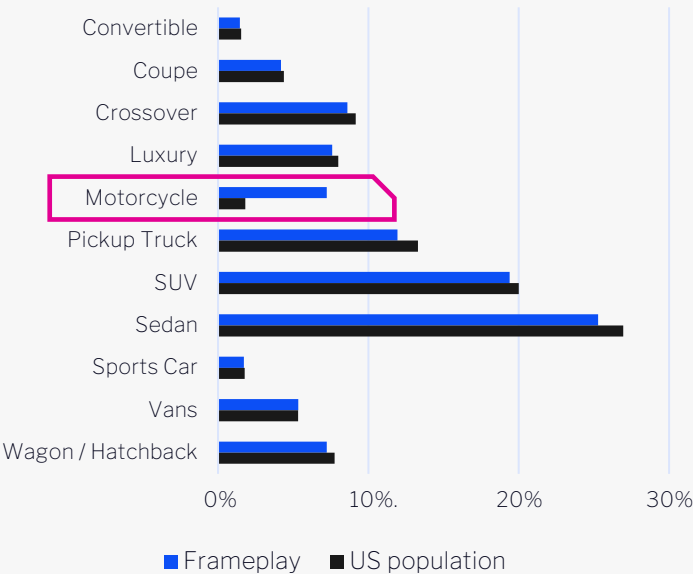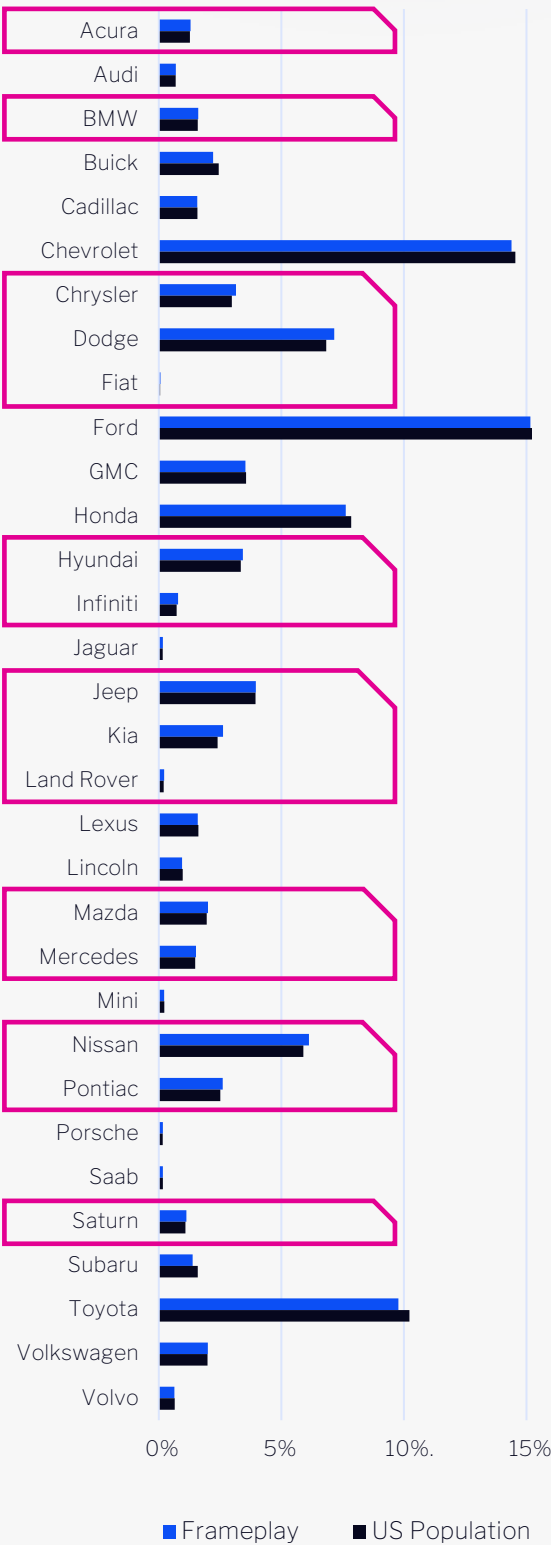
Sports.

INTERESTS

» While Sports players over-index in most General categories, the top five interest categories based on size are:

  » Electronics, Travel, Gardening, Cooking, and Entertainment & Movies.

» Unsurprisingly, Sports players over-index in every individual sports category. The top five sports based on size are:

  » Hunting, Fishing, Football, Golf, and Walking.

GENERAL INTERESTS

Automotive
Boating and Sailing
Camping
Cats
Collecting
Cooking
Dogs
DIY
Diet and Weight Loss
Electronics
Entertainment and Movies
Fitness and Exercise
Gardening
Home Study Courses
Music
Outdoors
Pets
Photography
Reading
Sports
Shopping
Technology
Travel
Wine
Wood Working
Video Games

0% 20% 40% 60% 80%

■ Frameplay ■ US Population

SPORTS

Auto Racing
Baseball
Basketball
Football
Fishing
Golf
Hockey
Hunting
Running
Snow Skiing
SCUBA Diving
Tennis
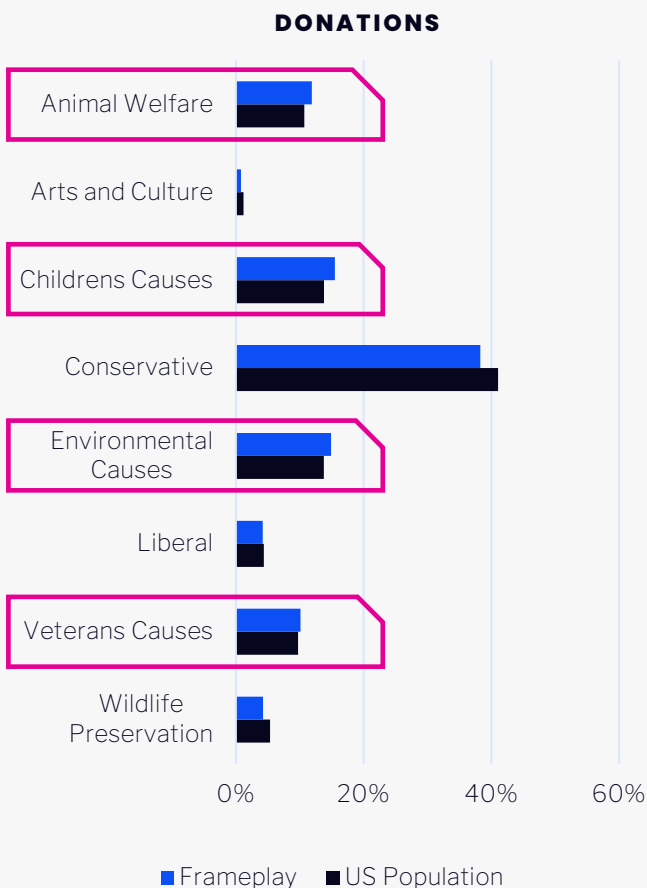Walking
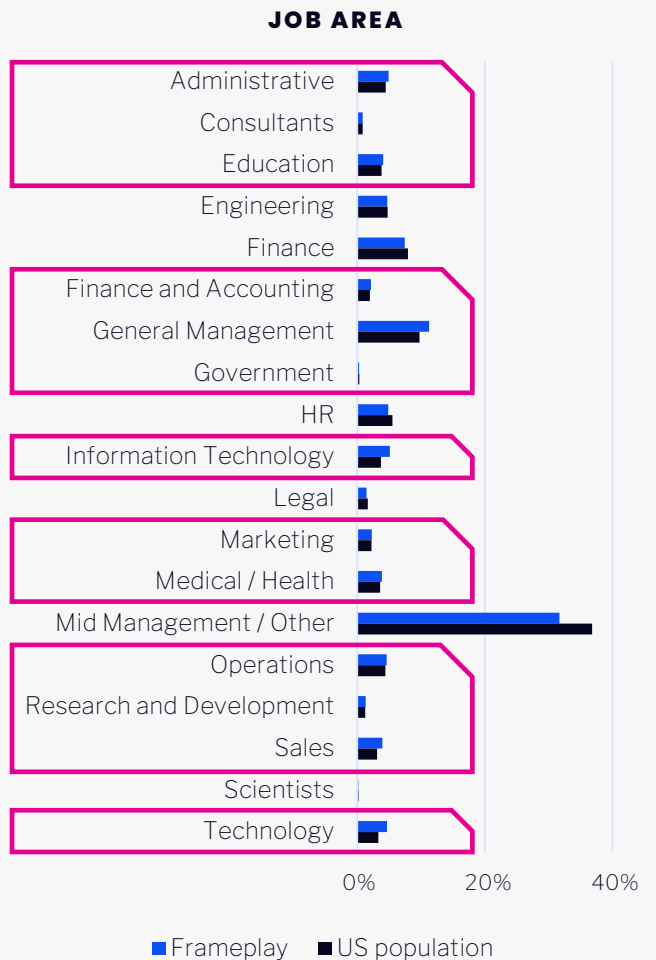
0% 20%. 40%

■ Frameplay ■ US population

Sports.

POLITICAL

» When Sports players donate, they over-index in supporting Causes related to:

  » Children's Causes, Animal Welfare, Environmental Causes, and Veterans' Causes.

EMPLOYMENT

» Employed Sports gamers over-index the US population in the following Job Areas:

  » Sales, Government, Technology, Medical/Health, Finance and Accounting, Administrative, General Management, IT, Operations, Education, Research/Development, Consultants, and Marketing.
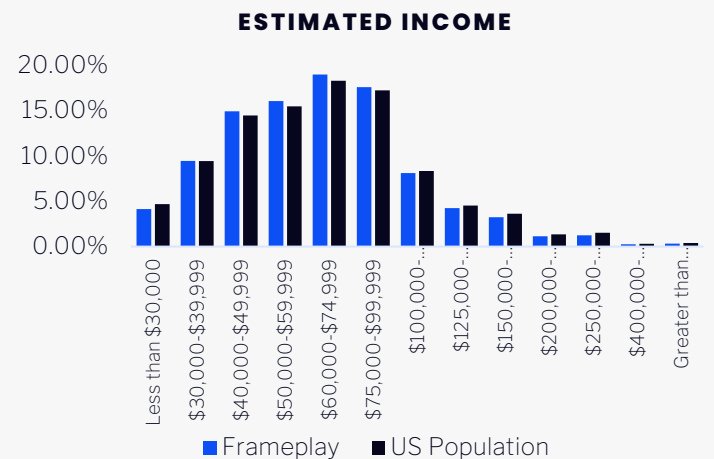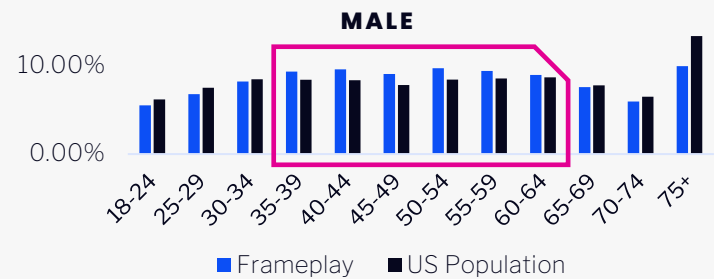
DONATIONS

Animal Welfare
Arts and Culture
Childrens Causes
Conservative
Environmental Causes
Liberal
Veterans Causes
Wildlife Preservation

0%   20%   40%   60%

■ Frameplay ■ US Population

JOB AREA

Administrative
Consultants
Education
Engineering
Finance
Finance and Accounting
General Management
Government
HR
Information Technology
Legal
Marketing
Medical / Health
Mid Management / Other
Operations
Research and Development
Sales
Scientists
Technology

0%   20%   40%
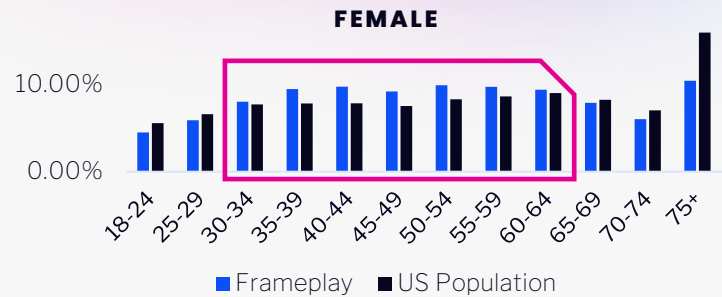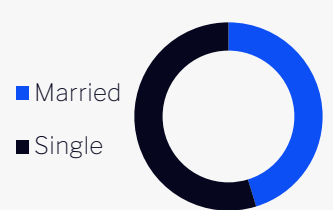
■ Frameplay ■ US population

Casual.

DEMOGRAPHICS

» Player age ranges primarily over-index between 35-64 with an average of +18% per bracket vs the average US adult population spread.

» Female Casual genre players appear to index higher in the 30-64 age brackets, while Male Casual genre players index higher on a shifted older range from 35-64.

» The estimated income of these players lean in the ranges up to $100K annually with ranges +3% vs the US average.

» 55% of these players are single, +21% higher vs the US average. The largest ethnicity of players in Caucasian at 76.3% indexing 3% higher vs US average.

FEMALE

Frameplay ■ US Population

MALE

Frameplay ■ US Population

ESTIMATED INCOME

Frameplay ■ US Population

ETHNICITY

■ Caucasian
■ African American
■ Asian
■ Hispanic

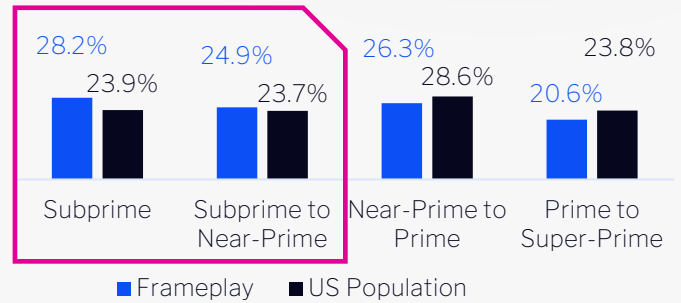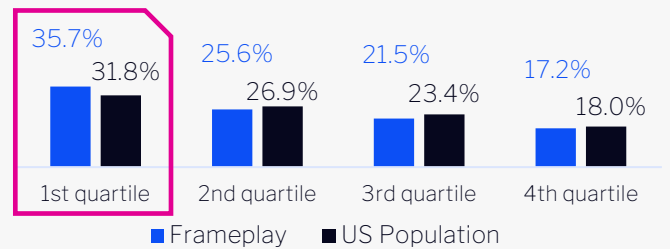**MARITAL STATUS**

■ Married
■ Single

Casual.

FINANCIALS

» Causal game players index higher on a subprime credit score but also hold low credit card balances: This may indicate a short credit history, or that their credit card balances do not play a strong role in their overall financial health.

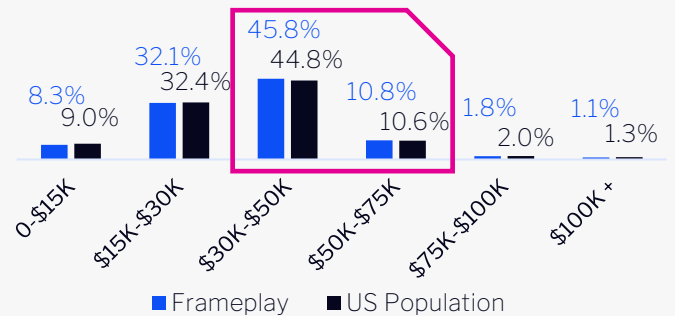» Discretionary income is mostly in line with the US average, although those in the $30K-$50K bracket index higher.

ESTIMATED FINANCIAL HEALTH

	Frameplay	US Population
Subprime	28.2%	23.9%
Subprime to Near-Prime	24.9%	23.7%
Near-Prime to Prime	26.3%	28.6%
Prime to Super-Prime	20.6%	23.8%

AVG. CREDIT CARD BALANCE

	Frameplay	US Population
1st quartile	35.7%	31.8%
2nd quartile	25.6%	26.9%
3rd quartile	21.5%	23.4%
4th quartile	17.2%	18.0%

DISCRETIONARY INCOME

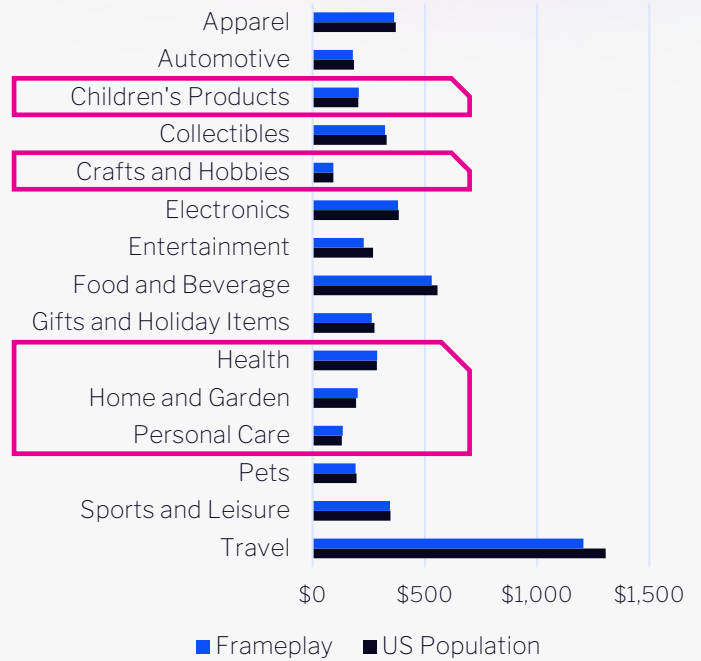|	Frameplay	US Population
0-$15K	8.3%	9.0%
$15K-$30K	32.1%	32.4%
$30K-$50K	45.8%	44.8%
$50K-$75K	10.8%	10.6%
$75K-$100K	1.8%	2.0%
$100K +	1.1%	1.3%

Casual.

PURCHASES

» Casual gamers spend more on Home & Garden, Personal Care, Health, Children's Products, and Crafts/Hobby items.

PURCHASE CATEGORY

Category	
Apparel	
Automotive	
Children's Products	
Collectibles	
Crafts and Hobbies	
Electronics	
Entertainment	
Food and Beverage	
Gifts and Holiday Items	
Health	
Home and Garden	
Personal Care	
Pets	
Sports and Leisure	
Travel	

$0 $500 $1,000 $1,500

■ Frameplay   ■ US Population

Casual.

AUTOMOTIVE

» Motorcycle drivers over-index highly with Casual players, +179% compared to the US average.

» Kia, Pontiac, and Dodge over-index with Casual game players, on average 7.5% higher vs. the US average.

» On the flip side, brands such as Subaru, Buick, and Toyota under-index with this group at 8% lower vs the US average.

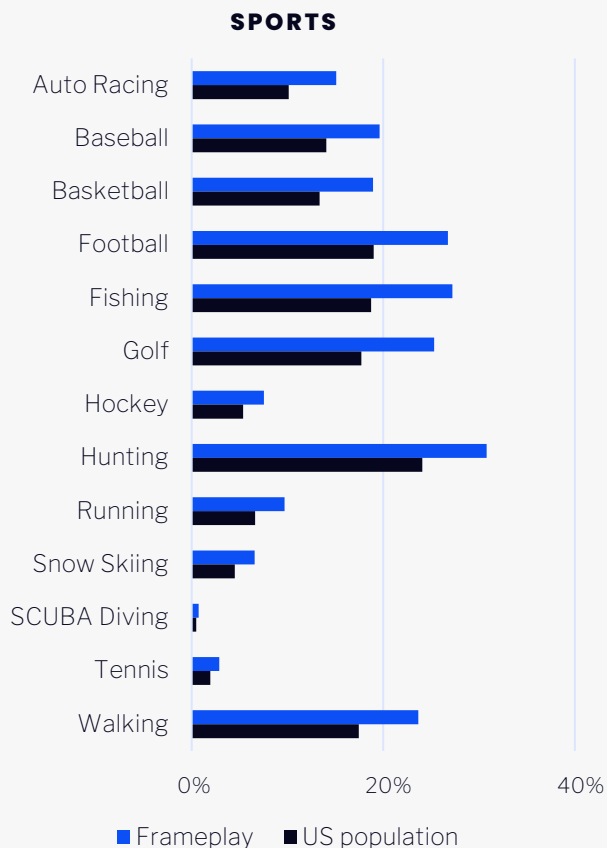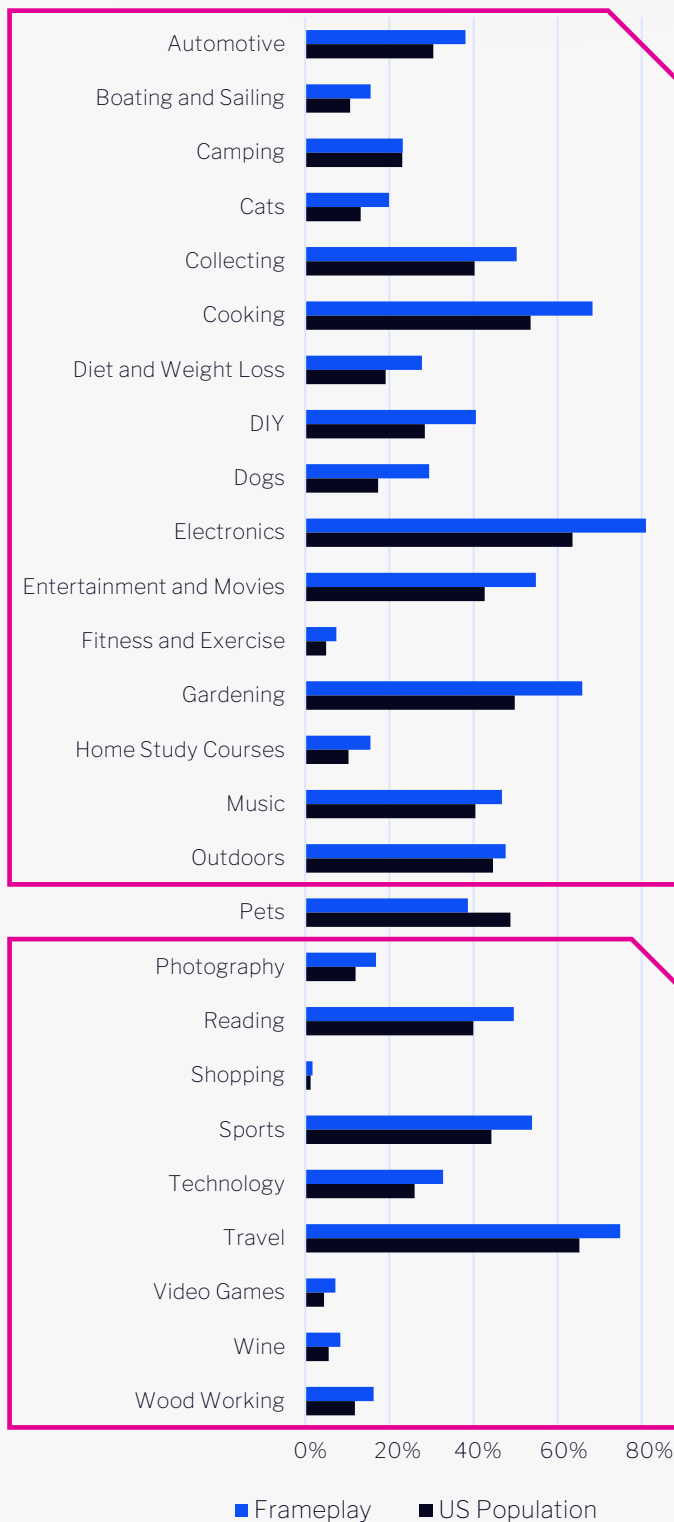**AUTOMOTIVE MAKE**

AUTOMOTIVE BODY STYLE

■ Frameplay ■ US population
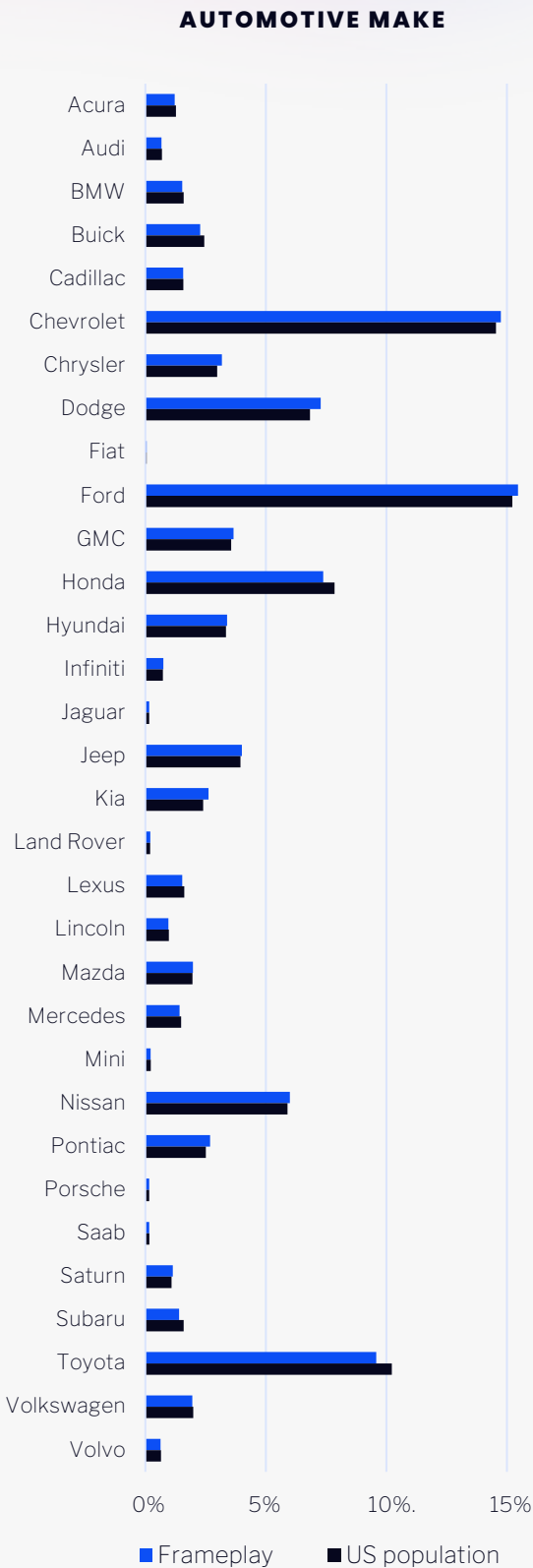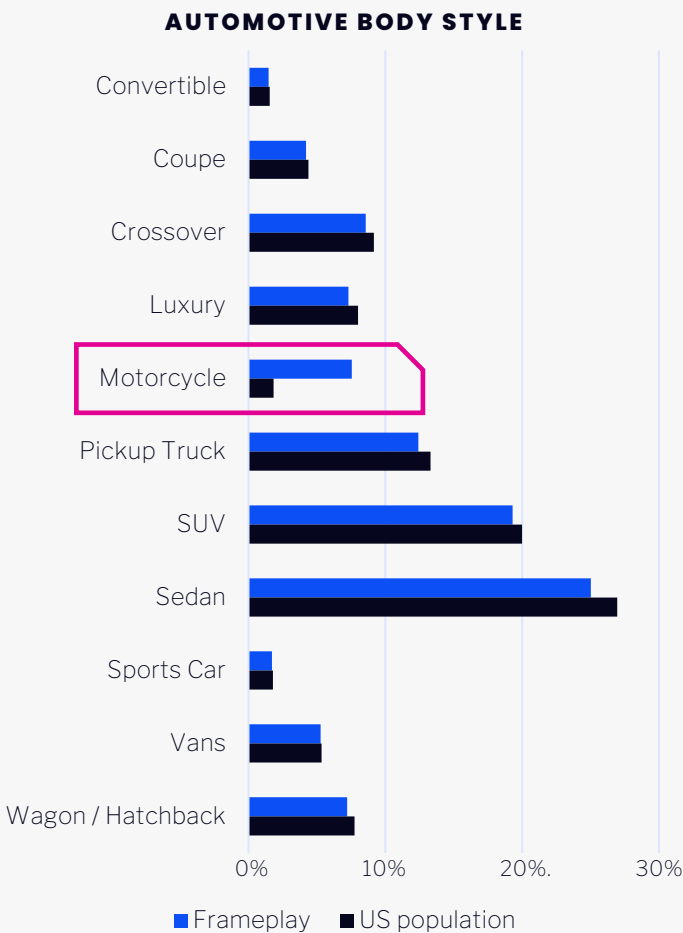
Casual.

INTERESTS

>> Casual genre game players over-index in all categories, with the exception of the general category of Pets.

>> In general, Casual gamers over-index across the board for their interest in sports. Auto Racing (+45% vs US average) and Hockey (+34%) lead the list with America's top three sports: Football, Basketball, and Baseball at +30% each.
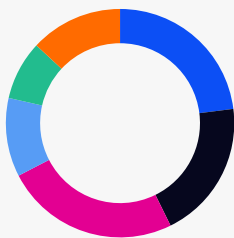
GENERAL INTERESTS

Automotive, Boating and Sailing, Camping, Cats, Collecting, Cooking, Diet and Weight Loss, DIY, Dogs, Electronics, Entertainment and Movies, Fitness and Exercise, Gardening, Home Study Courses, Music, Outdoors, Pets, Photography, Reading, Shopping, Sports, Technology, Travel, Video Games, Wine, Wood Working

■ Frameplay ■ US Population

SPORTS

Auto Racing, Baseball, Basketball, Football, Fishing, Golf, Hockey, Hunting, Running, Snow Skiing, SCUBA Diving, Tennis, Walking

0% 20% 40%

■ Frameplay ■ US population

Casual.

INTERESTS (CONT.)

» Aside from Business Travel, most Personal Travel aligns with this player group. In particular, Casino Vacations index well at +55% vs US average as well as Cruises (+43%). International Travel also shows a high interest at +20%.

» Most genres of Music align well with this group, with R&B (+50% vs US average), Rock (+33%) and Country (+26%), Jazz (+25%) and Christian music (+22%) all showing high interest.

» Casual gamers show a high interest in reading with high indexing among players across the board. Top genres include Astrology (+89% vs US average), Computers (+74%), Fashion (64%), Romance (+57%), Sports (+57%), as well as People and Entertainment (+56%).
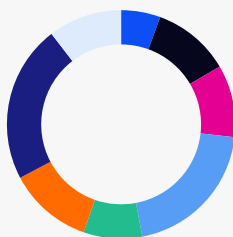
TRAVEL

- Domestic Travel
- International Travel
- Cruises
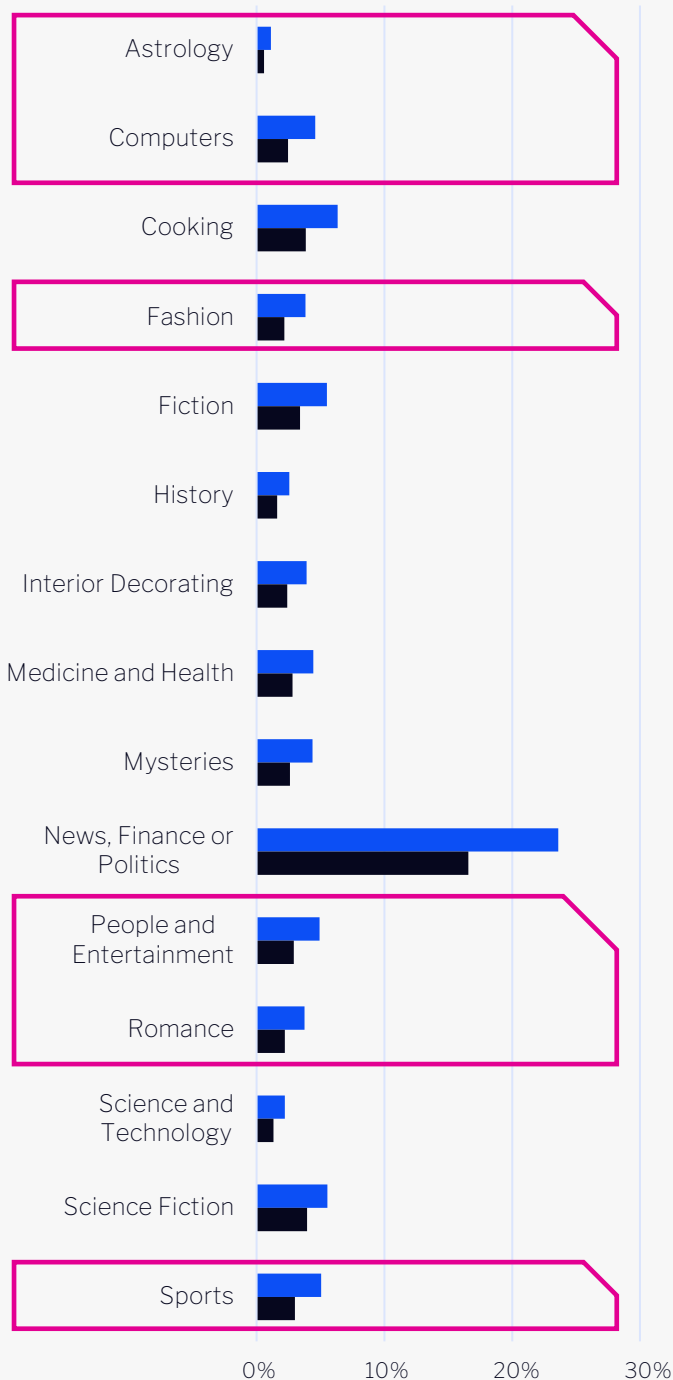- Personal Travel
- Business Travel
- Casino Vacations

MUSIC

- Audio Books
- Christian
- Classical
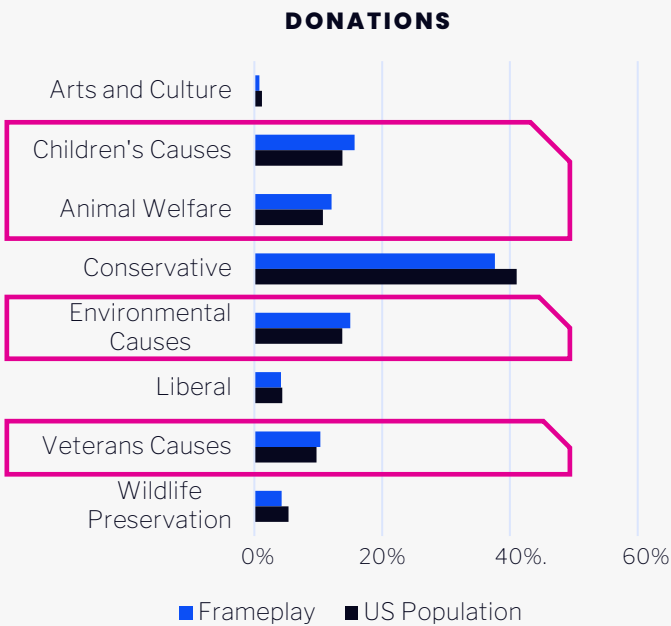- Country
- Jazz
- Rhythm and Blues
- Rock
- Soft Rock

READING

Astrology
Computers
Cooking
Fashion
Fiction
History
Interior Decorating
Medicine and Health
Mysteries
News, Finance or Politics
People and Entertainment
Romance
Science and Technology
Science Fiction
Sports

0%   10%   20%   30%

- Frameplay
- US population

Casual.

POLITICAL

» Casual gamers index higher in donations to support Children's Causes, Environmental Causes, Animal Welfare, and Veterans Causes.

EMPLOYMENT

» Casual gamers over-index in all major industries, including Biomedical, Electronics, Renewable Energy, and Social Media. Biomedical, Electronics, Renewable Energy and in Social Media industries.
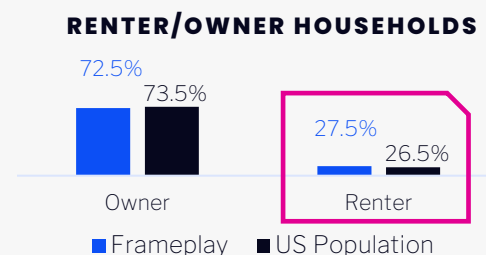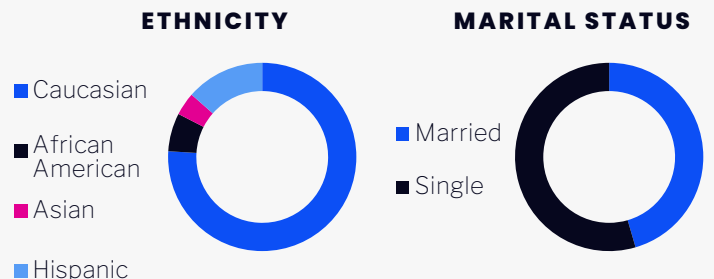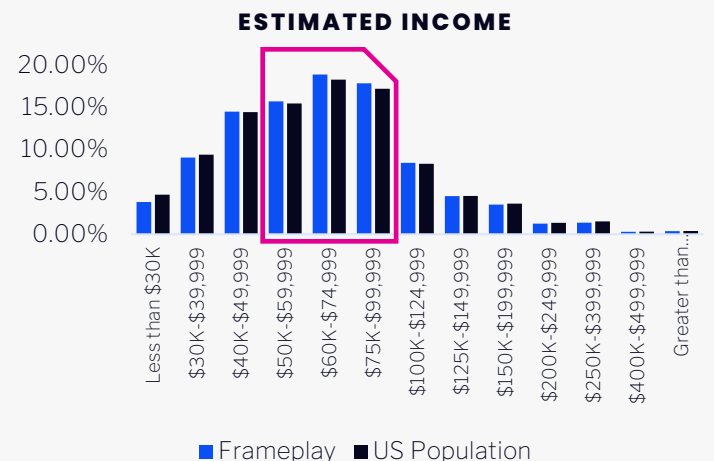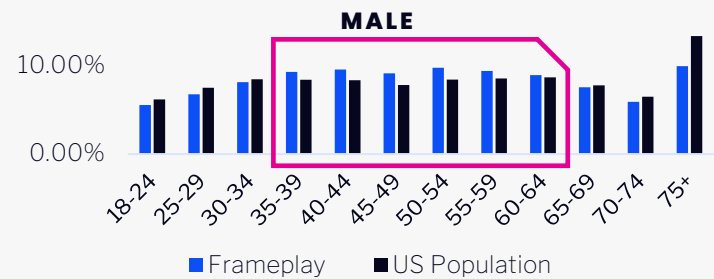
DONATIONS

■ Frameplay ■ US Population

Chart does not encompass all industries provided by TransUnion TruAudience.
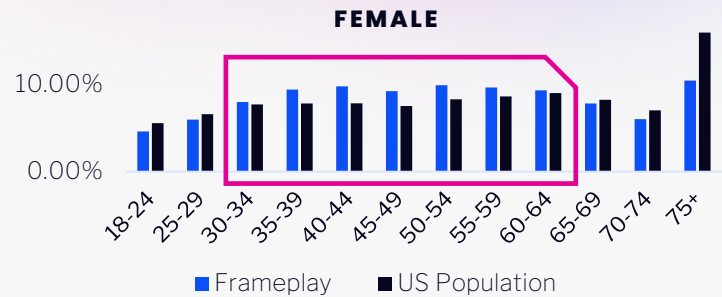
INDUSTRY

■ Frameplay ■ US population
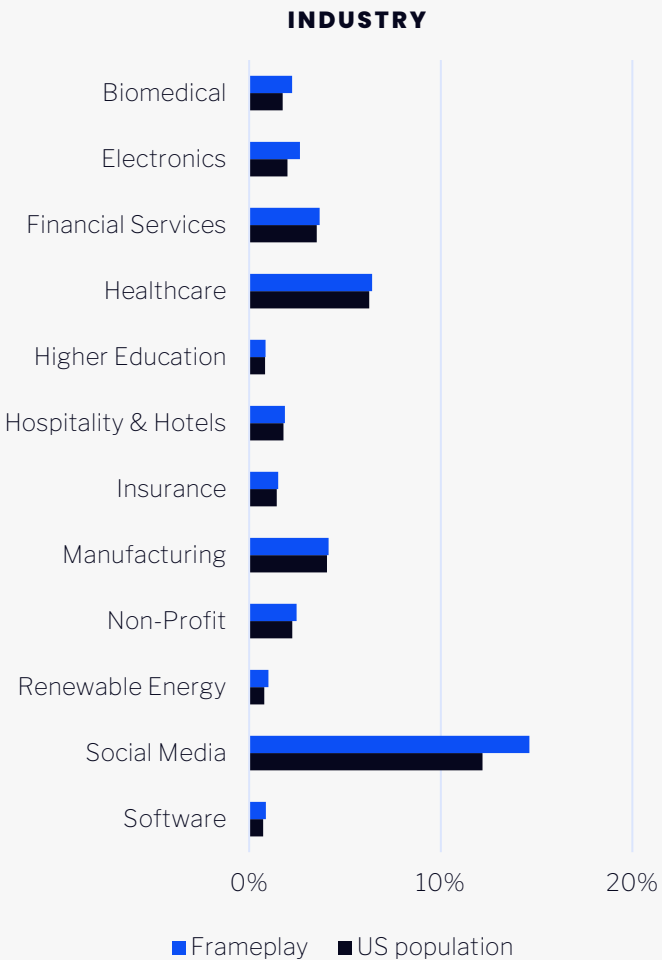
Simulation.

DEMOGRAPHICS

» Simulation players are split evenly between players that identify as Male (50%) vs Female (50%).

» There is an even spread across the player age ranges, with most game players being between 30-64 years old. The genre over-indexes against the US population within this range for Females, and over-indexes from 35-64 for Males. While the graph indicates there is a large group within the age range of 75+, we believe this may be due to multiple generations living in a single household.

» 75% of our Simulation players live in a household where the estimated income is between $50K-$100K and over-indexes against the US population.

» 73% of our Simulation players reside in a residence that is owned whereas ~27% live in a rental (which over-indexes against US population).

» Caucasian players make up 76% of the Simulation genre, over-indexing compared to the US population.

» When examining marital status, 55% of Simulation players are single, over-indexing compared to the US population.

FEMALE

■ Frameplay ■ US Population

MALE

■ Frameplay ■ US Population

ESTIMATED INCOME

■ Frameplay ■ US Population

ETHNICITY

■ Caucasian
■ African American
■ Asian
■ Hispanic

MARITAL STATUS

■ Married
■ Single

RENTER/OWNER HOUSEHOLDS

72.5%   73.5%   27.5%   26.5%
Owner   Renter
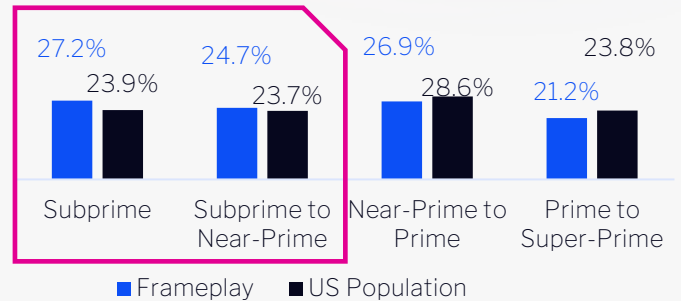
■ Frameplay ■ US Population

Simulation.

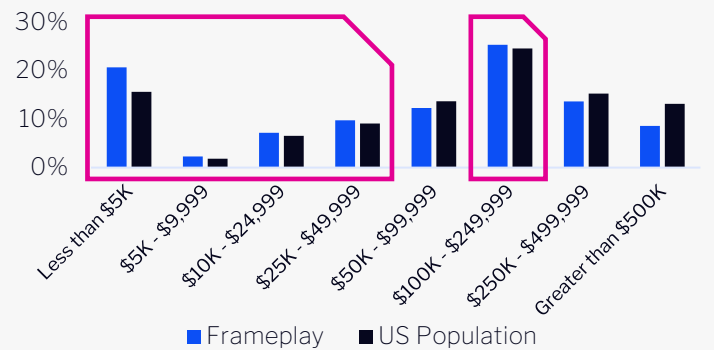## FINANCIALS

» 52% of the Simulation players are over-indexing vs the US population, among users with subprime financial health (low credit scores).

» 53% of Simulation players have a net worth less than $100,000.

» Despite the lower credit scores, 61% of Simulation players have lower or minimal credit amount ratios.

» Over half (55%) of Simulation players have between $30K-$75K in discretionary income. This over-indexes against the US population.

» A majority (78%) of mortgage types leveraged by our Simulation players fall into the category of Conforming/Conventional or Fixed.
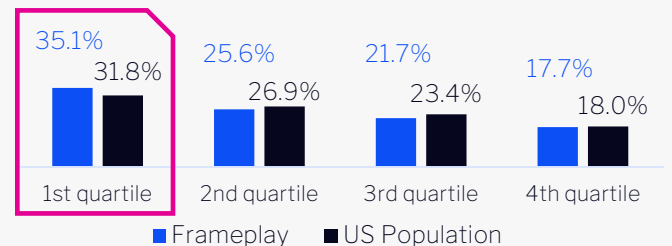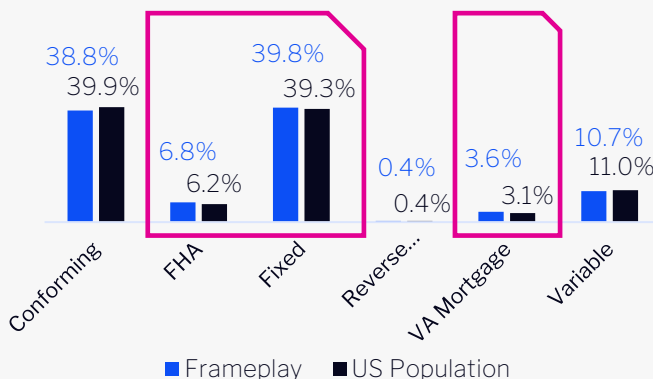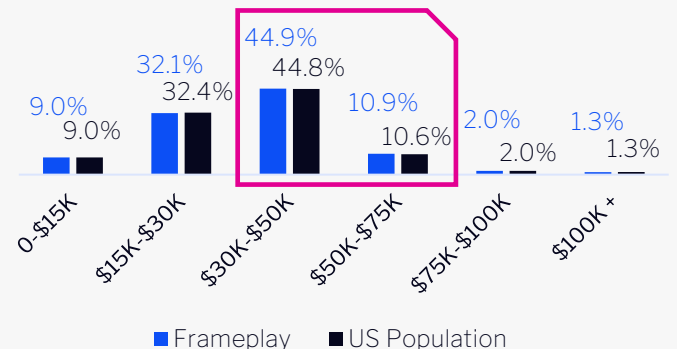
ESTIMATED FINANCIAL HEALTH

	Frameplay	US Population
Subprime	27.2%	23.9%
Subprime to Near-Prime	24.7%	23.7%
Near-Prime to Prime	26.9%	28.6%
Prime to Super-Prime	21.2%	23.8%

NET WORTH

	Frameplay	US Population
Less than $5K	~21%	~15%
$5K - $9,999	~2%	~2%
$10K - $24,999	~7%	~6%
$25K - $49,999	~10%	~9%
$50K - $99,999	~12%	~14%
$100K - $249,999	~25%	~24%
$250K - $499,999	~13%	~15%
Greater than $500K	~8%	~13%

AVG. CREDIT CARD BALANCE

	Frameplay	US Population
1st quartile	35.1%	31.8%
2nd quartile	25.6%	26.9%
3rd quartile	21.7%	23.4%
4th quartile	17.7%	18.0%

MORTGAGE TYPE

	Frameplay	US Population
Conforming	38.8%	39.9%
FHA	6.8%	6.2%
Fixed	39.8%	39.3%
Reverse...	0.4%	0.4%
VA Mortgage	3.6%	3.1%
Variable	10.7%	11.0%

DISCRETIONARY INCOME

|	Frameplay	US Population
0-$15K	9.0%	9.0%
$15K-$30K	32.1%	32.4%
$30K-$50K	44.9%	44.8%
$50K-$75K	10.9%	10.6%
$75K-$100K	2.0%	2.0%
$100K +	1.3%	1.3%

Simulation.

PURCHASES

» Simulation players over-index against the US population on spending in the following categories:

   » Home and Garden

   » Children's Products

   » Personal Care

   » Health

   » Electronics

» When making online purchases, Simulation players tend to over-index when compared to the US population on higher dollar purchases (between $100-$999). Their offline purchases also over-index at higher price points ($100-$1,000+).
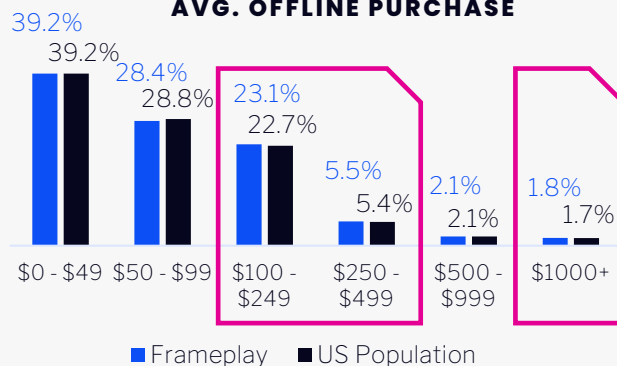
PURCHASE CATEGORY
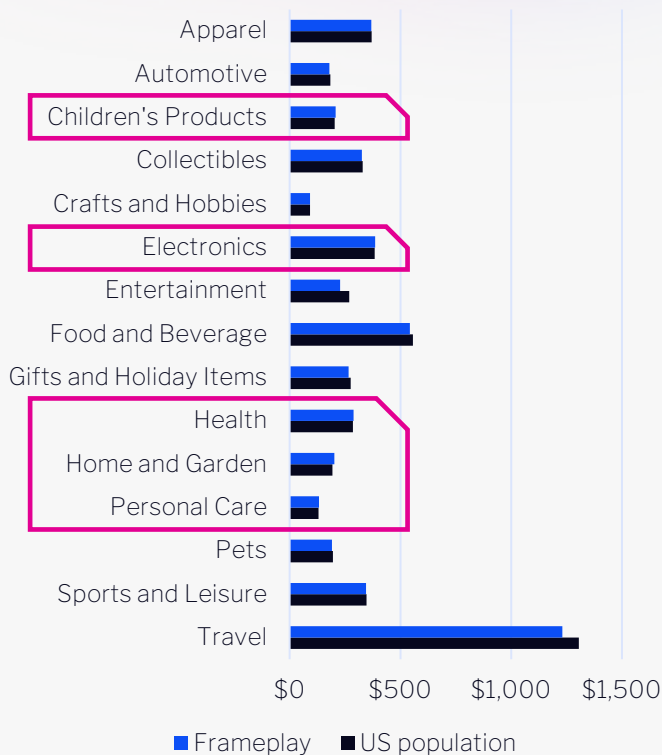


AVG. ONLINE PURCHASE
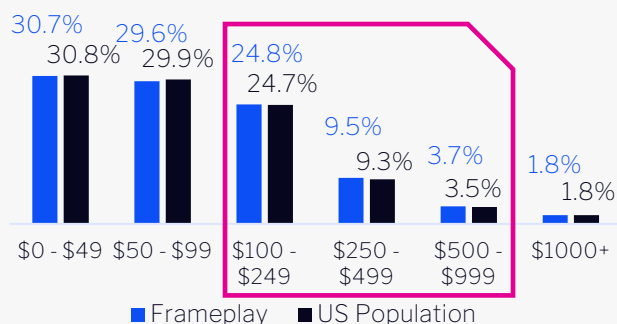
AVG. OFFLINE PURCHASE

Simulation.

## AUTOMOTIVE

» A majority of Simulation players that own a vehicle (64%) own a Sedan, SUV, or Pickup Truck.

» Simulation players significantly over-index against the US population with Motorcycle owners, and slightly over-index against Van owners.

» When reviewing specific automotive makes, Simulation players that indicated they own a vehicle, over-index across the following vehicle makes:

  » Acura, Audi, BMW, Chrysler, Dodge, Fiat, Ford, GMC, Hyundai, Infiniti, Jaguar, Jeep, Kia, Land Rover, Mazda, Mercedes, Nissan, Pontiac, Porsche, Saab, Saturn, Volkswagen, Volvo

» Over 47% of the players reporting owning a Chevrolet, Ford, Honda, or Toyota.

AUTOMOTIVE MAKE

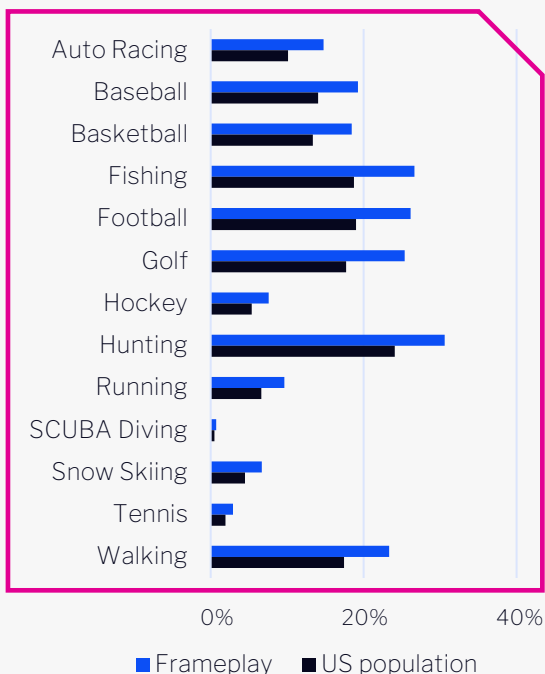**AUTOMOTIVE BODY STYLE**
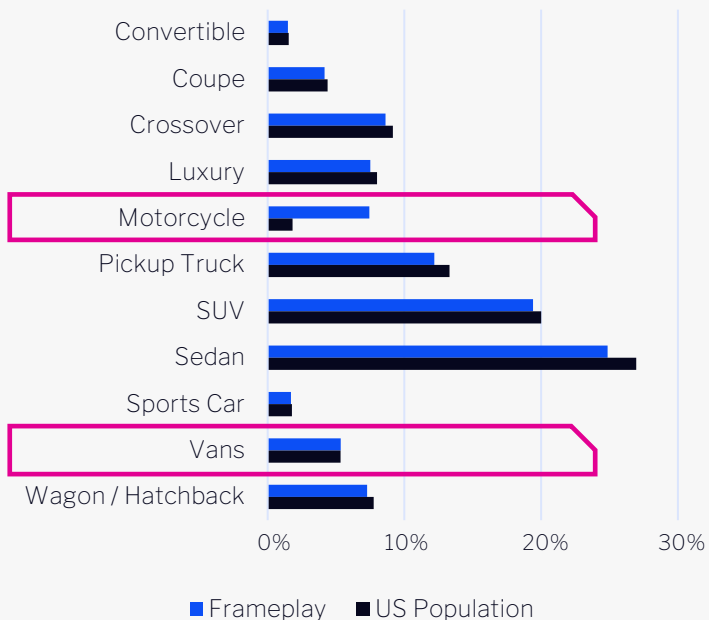
■ Frameplay   ■ US Population
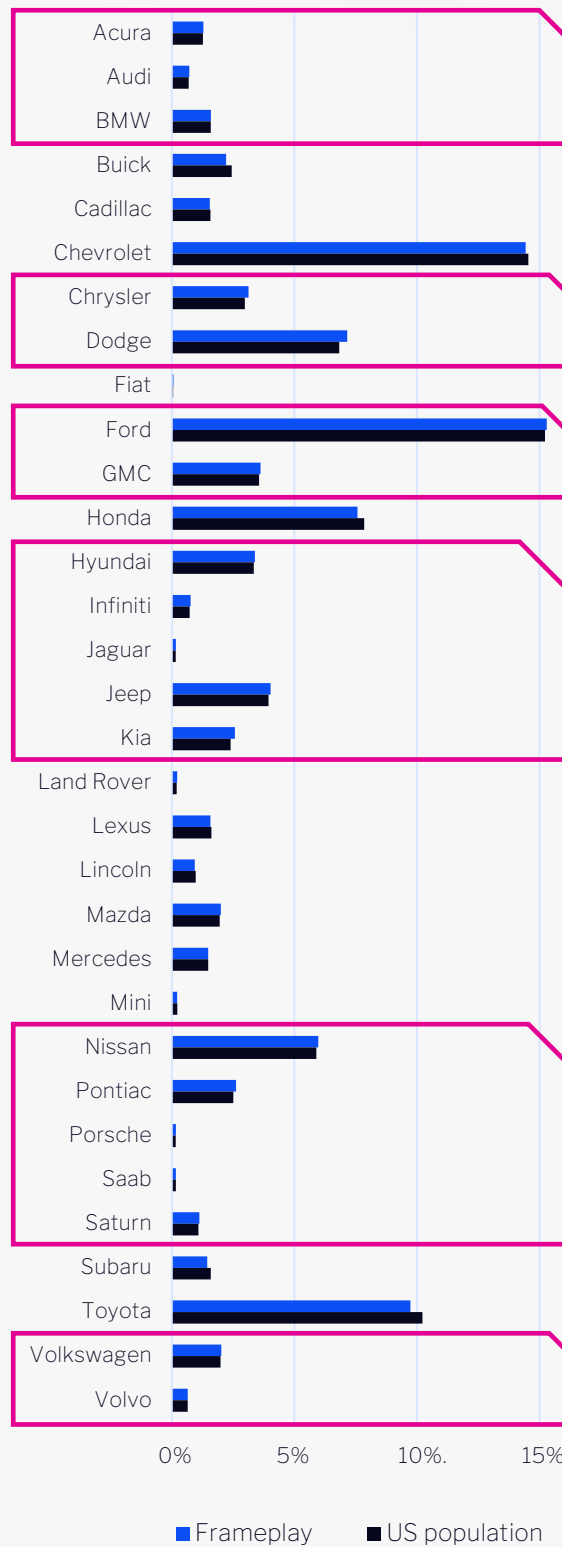
Simulation.

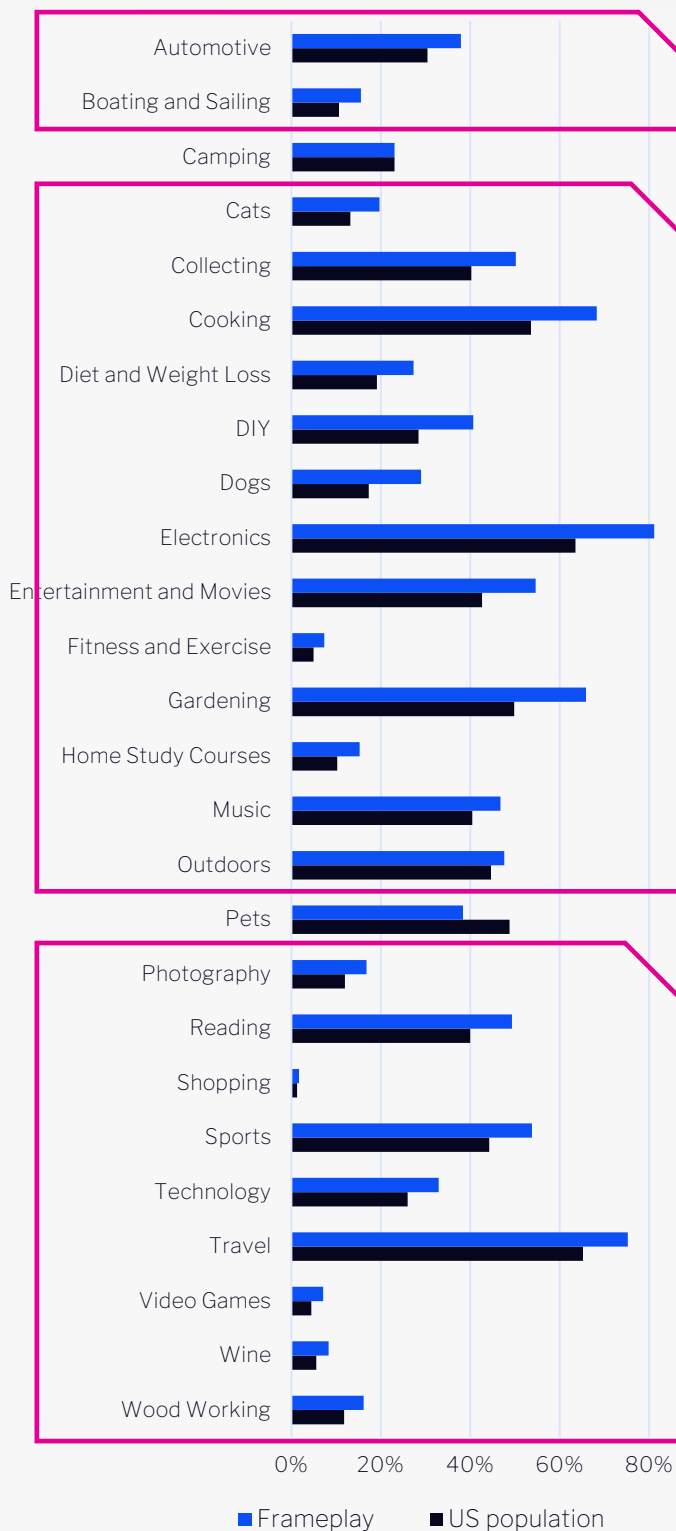## INTERESTS

» Simulation game players over-index against the US population in all General Interest categories except in Pets.

» While Simulation players over-index in most General categories, the top five interest categories based on size are:

 » Electronics, Travel, Gardening, Cooking, and Entertainment & Movies.

» These players over-index in every individual sports category. The top five sports categories based on size are:

 » Hunting, Fishing, Football, Golf, and Walking.

GENERAL INTERESTS

Automotive, Boating and Sailing, Camping, Cats, Collecting, Cooking, Diet and Weight Loss, DIY, Dogs, Electronics, Entertainment and Movies, Fitness and Exercise, Gardening, Home Study Courses, Music, Outdoors, Pets, Photography, Reading, Shopping, Sports, Technology, Travel, Video Games, Wine, Wood Working

■ Frameplay ■ US population

SPORTS

Auto Racing, Baseball, Basketball, Fishing, Football, Golf, Hockey, Hunting, Running, SCUBA Diving, Snow Skiing, Tennis, Walking

■ Frameplay ■ US population

Simulation.

POLITICAL

» When Simulation players donate, they over-index in supporting causes related to:

    » Children's Causes, Animal Welfare, Environmental Causes, and Veterans' Causes.

EMPLOYMENT

» Employed Simulation gamers over-index the US population in the following job areas:

    » Sales, Government, Technology, Medical/Health, Finance and Accounting, Administrative, General Management, IT, Operations, Education, Research & Development, Consultants, and Marketing.

JOB AREA

DONATIONS
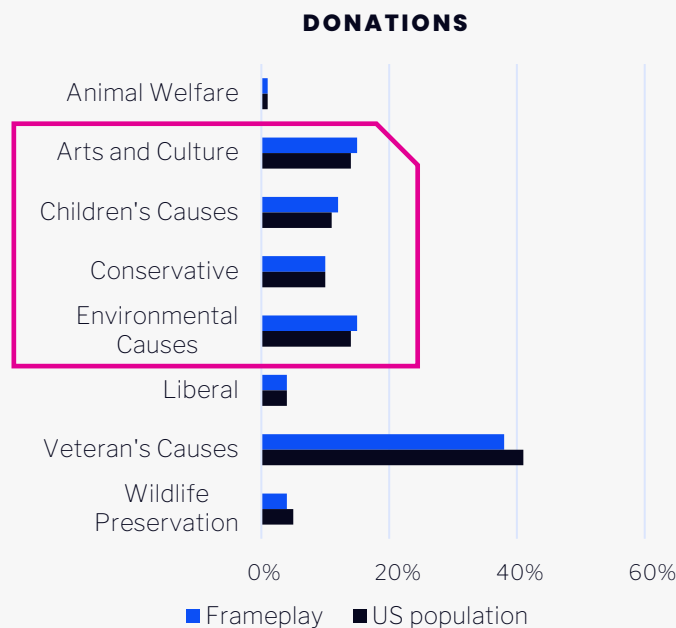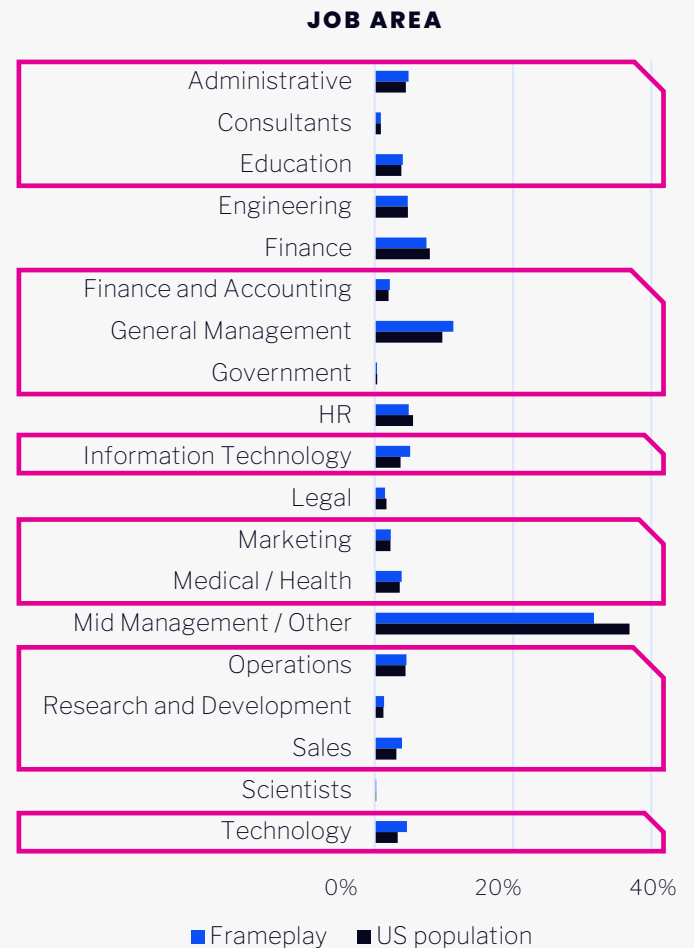
Action.

DEMOGRAPHICS

» Gamers in the Action genre show a nearly 50/50 split between Male and Female gamers.

» Player age ranges primarily over-index between 30-59.

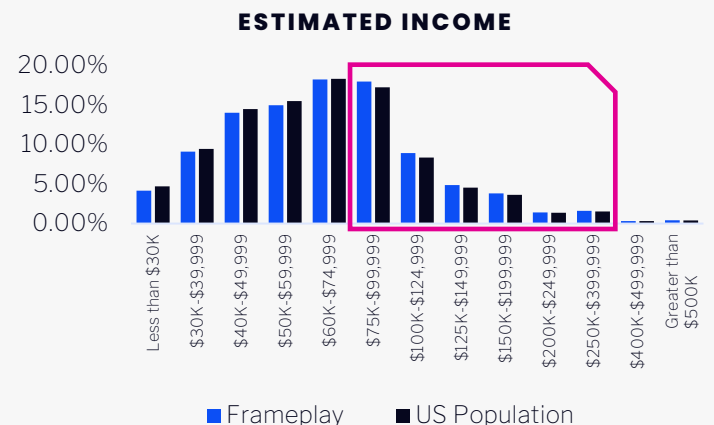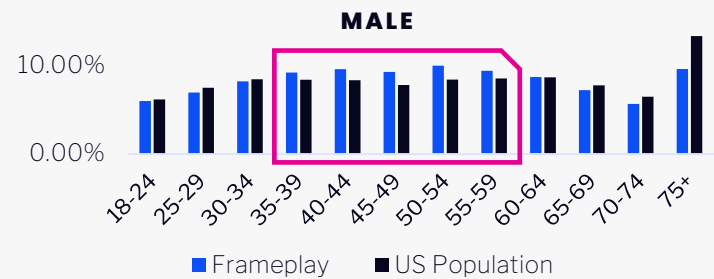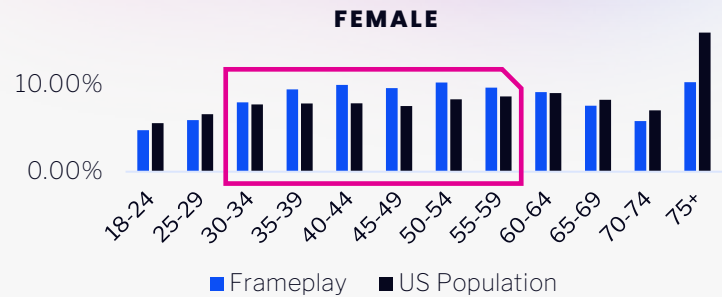» Female Action genre game players appear to over-index across the age ranges of 30-59 with the highest over-indexing happening across the age ranges of 40-49, where Male players are spread more evenly across ages 35-59.

» The estimated income of Action genre game players varies, with the majority of the players with an income over $60K.

» 55% of these players are Single, +21% higher vs the US average. While ethnicity is mostly relative to the US population, those who identify as Asian players index higher by 8% vs US population.

FEMALE

■ Frameplay ■ US Population

MALE

■ Frameplay ■ US Population

ESTIMATED INCOME

■ Frameplay ■ US Population

ETHNICITY

■ Caucasian
■ African American
■ Asian
■ Hispanic

MARITAL STATUS

■ Married
■ Single

AVG. CREDIT CARD BALANCE

	Sub Prime	Sub Prime to Near Prime	Near Prime to Prime	Prime to Super Prime
Frameplay	27.4%	24.5%	27.0%	21.0%
US Population	23.9%	23.7%	28.6%	23.8%

■ Frameplay ■ US Population
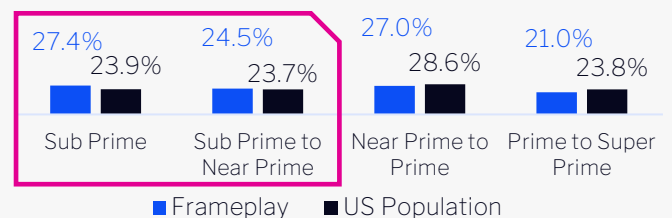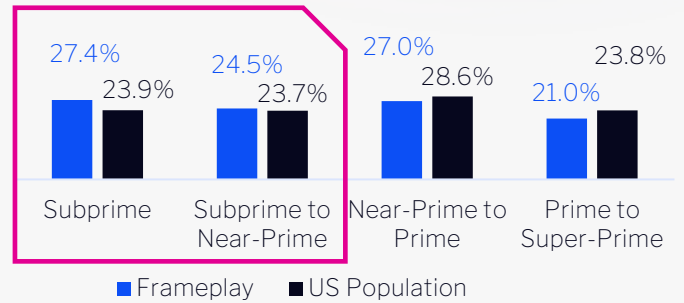
Action.

FINANCIALS

» Action game players index higher on a subprime credit score at 27% but also hold low credit card balances. This may indicate short credit history or that their credit card balances do not play a strong role in their overall financial health.

» Discretionary income is inline with the US average for the most part, with the ranges between $0-$30K and $100K+ over-indexing.

ESTIMATED FINANCIAL HEALTH

	Frameplay	US Population
Subprime	27.4%	23.9%
Subprime to Near-Prime	24.5%	23.7%
Near-Prime to Prime	27.0%	28.6%
Prime to Super-Prime	21.0%	23.8%

AVG. CREDIT CARD BALANCE

	Frameplay	US Population
1st quartile	35.2%	31.8%
2nd quartile	25.1%	26.9%
3rd quartile	21.8%	23.4%
4th quartile	18.0%	18.0%

DISCRETIONARY INCOME

	Frameplay	US Population
0-$15K	9.8%	9.0%
$15K-$30K	33.4%	32.4%
$30K-$50K	42.8%	44.8%
$50K-$75K	10.6%	10.6%
$75K-$100K	2.0%	2.0%
$100K +	1.4%	1.3%
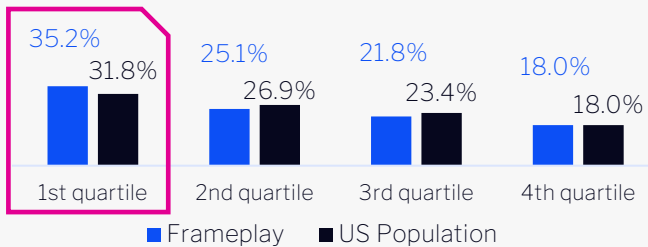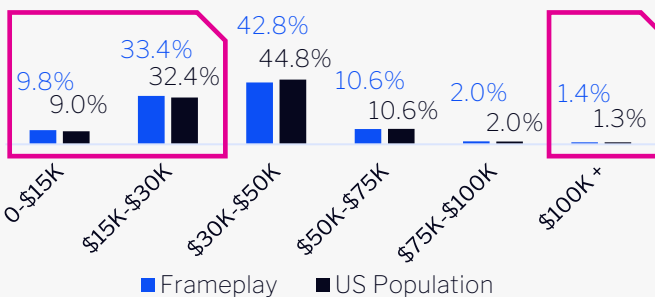
Action.

PURCHASES

» Action gamers spend more on Automotive, Children's products, Food and Beverage, Health, Home and Garden, Personal Care, Pets, and Gifts/Holiday Items than the US Population.

PURCHASE CATEGORY

Category	
Apparel	
Automotive	
Children's Products	
Collectibles	
Crafts and Hobbies	
Electronics	
Entertainment	
Food and Beverage	
Gifts and Holiday Items	
Health	
Home and Garden	
Personal Care	
Pets	
Sports and Leisure	
Travel	

$0 $500 $1,000 $1,500

■ Frameplay ■ US population
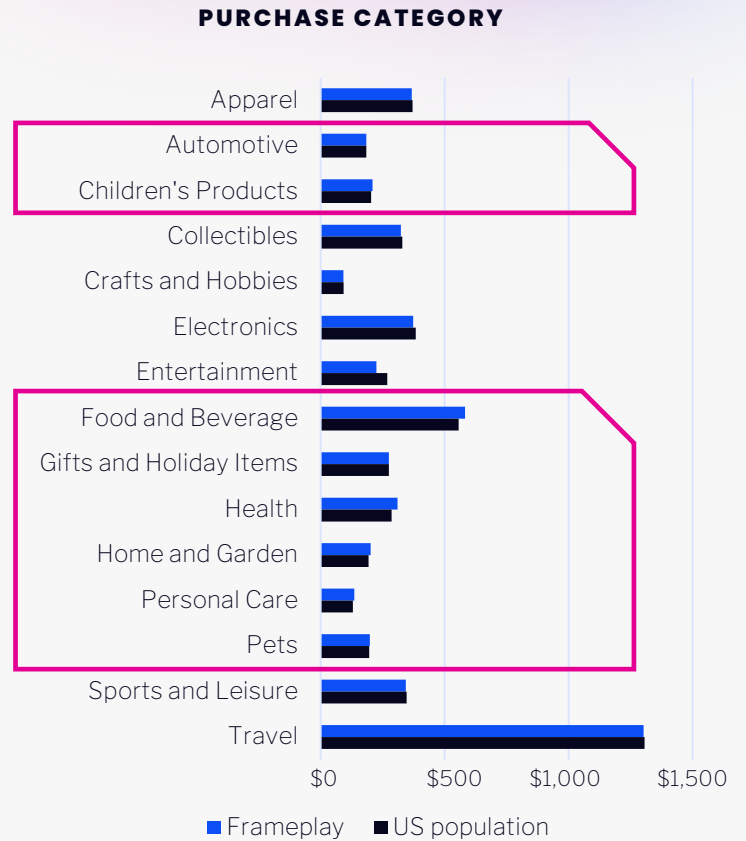
Action.

AUTOMOTIVE

» Action game players have a higher tendency to own Motorcycles and Vans when indexed against the US Population.

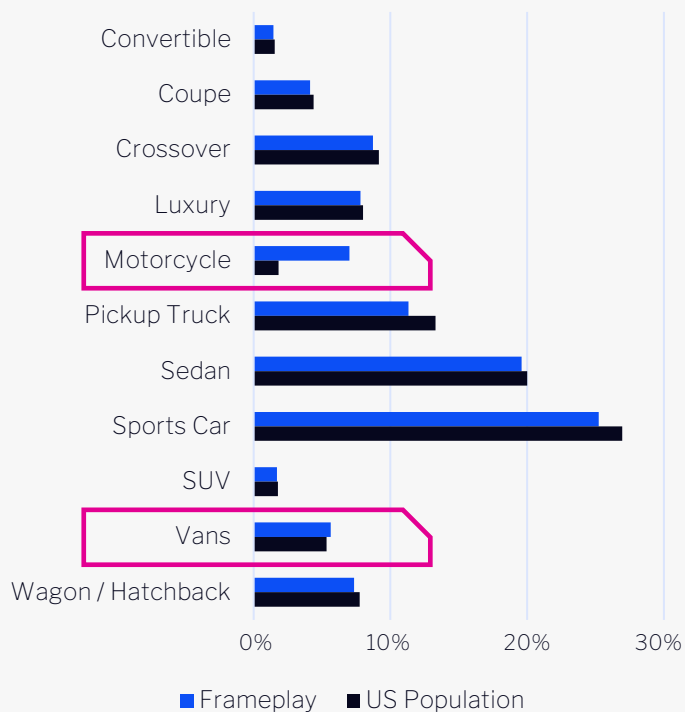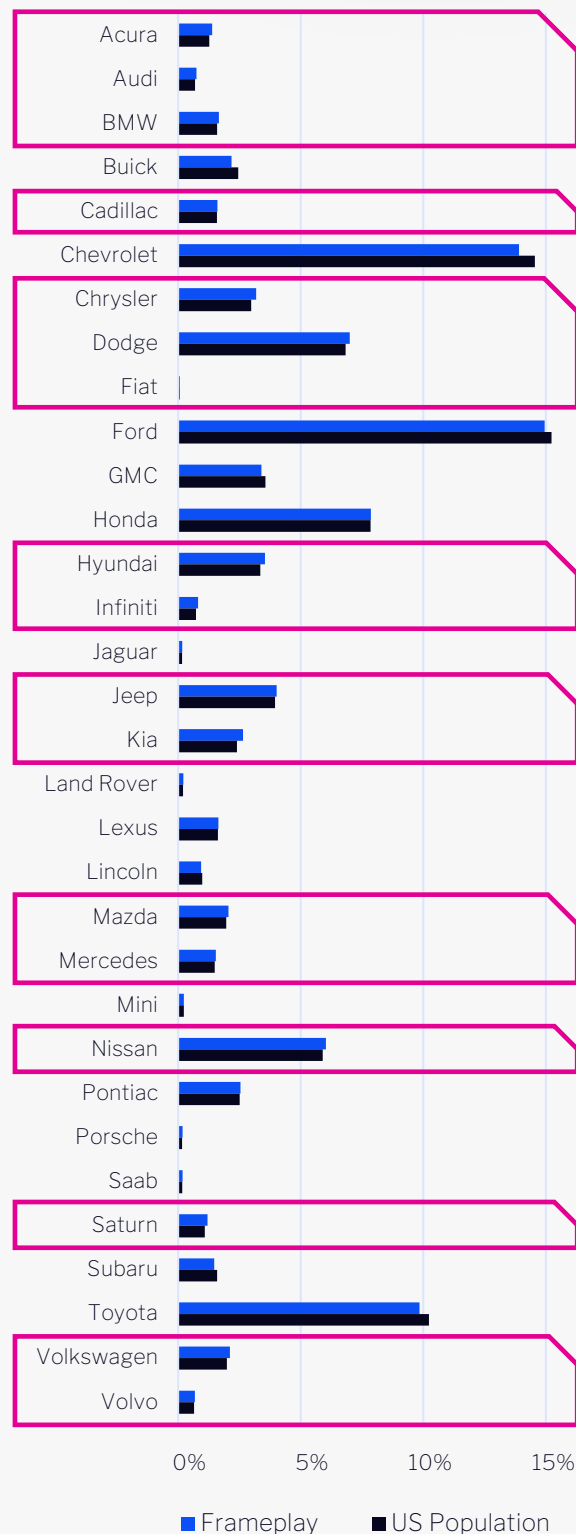» When reviewing specific automotive makes, Action players that indicated they own a vehicle over-index across the following vehicle makes: Acura, Audi, BMW, Cadillac, Chrysler, Dodge, Fiat, Hyundai, Infiniti, Jaguar, Jeep, Kia, Land Rover, Lexus, Mazda, Mercedes, Mini, Nissan, Pontiac, Porsche, Saab, Saturn, Volkswagen, and Volvo.

AUTOMOTIVE MAKE

Makes (top to bottom): Acura, Audi, BMW, Buick, Cadillac, Chevrolet, Chrysler, Dodge, Fiat, Ford, GMC, Honda, Hyundai, Infiniti, Jaguar, Jeep, Kia, Land Rover, Lexus, Lincoln, Mazda, Mercedes, Mini, Nissan, Pontiac, Porsche, Saab, Saturn, Subaru, Toyota, Volkswagen, Volvo

■ Frameplay   ■ US Population

AUTOMOTIVE BODY STYLE

Body styles (top to bottom): Convertible, Coupe, Crossover, Luxury, Motorcycle, Pickup Truck, Sedan, Sports Car, SUV, Vans, Wagon / Hatchback
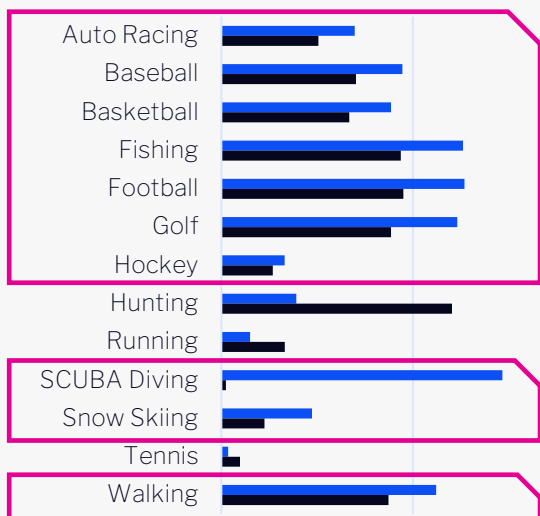
■ Frameplay   ■ US Population

Action.

INTERESTS

» Aside from Video Games, Action game players show significantly high interest in Boating and Sailing, Cats, Dogs, Cooking, DIY, Diet and Weight Loss, Fitness and Exercise, Electronics, Entertainment and Movies, Gardening, Home Study Courses, Photography, Shopping, Technology, Wine, and Woodworking.

» In general, Action game players over-index across all sports.

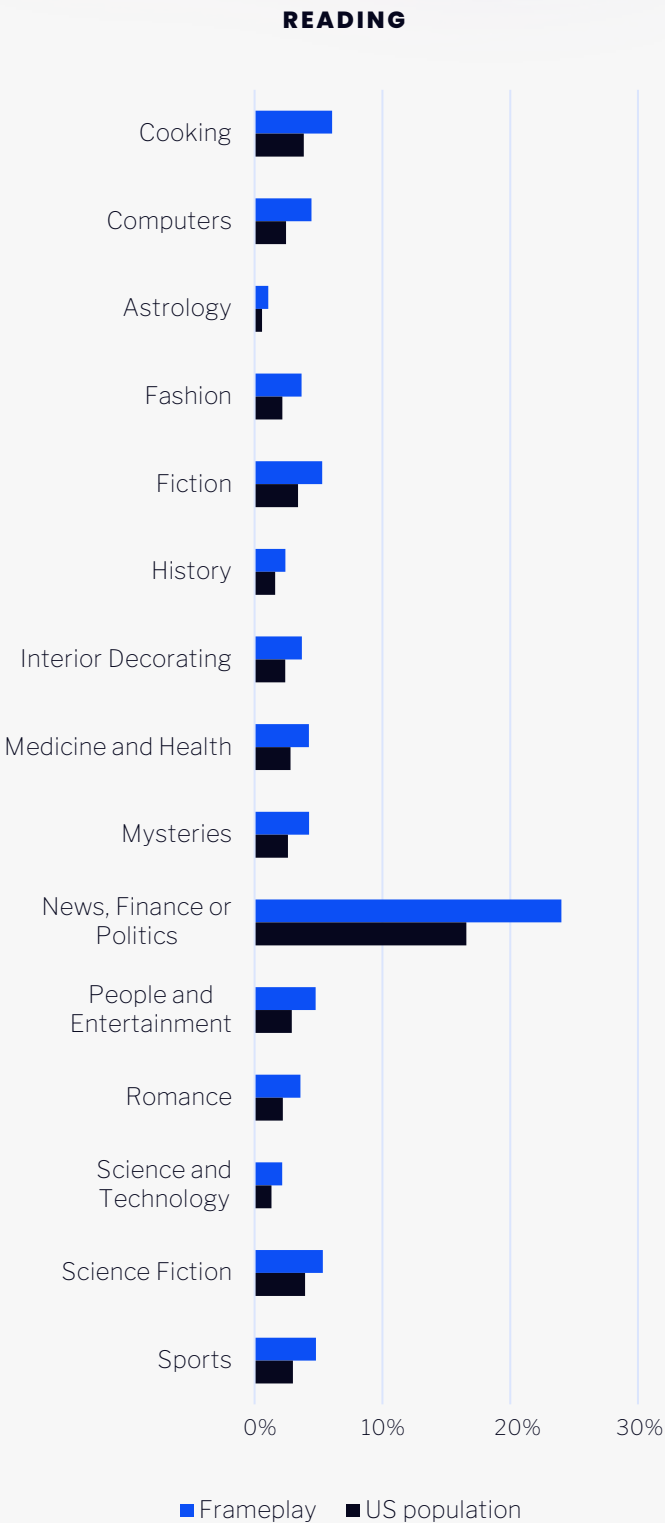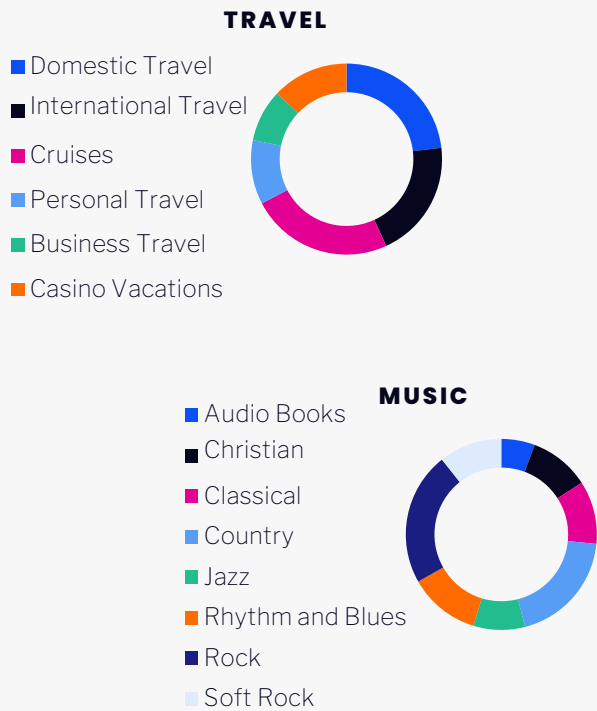### GENERAL INTERESTS

SPORTS

■ Frameplay   ■ US population
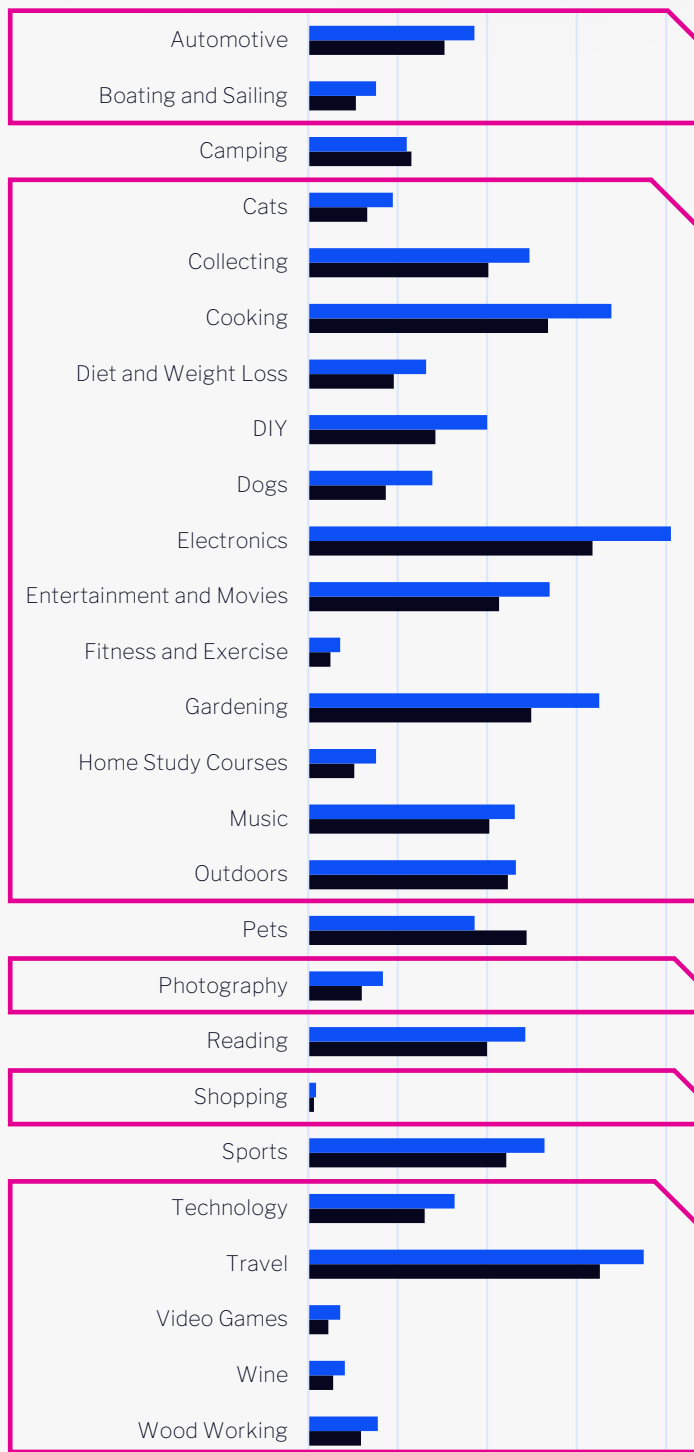
Action.

INTERESTS (CONT.)

» Action players over-index against the US Population across all forms of travel, with even higher propensity towards International Travel, Cruises, Casino Vacations, and Business Travel.

» Action game players express interest in all forms of music at a higher index than the US Population, aside from Audio Books.

» When it comes to Reading, they over-index in all categories from Astrology, to Medicine & Health, to Sports.

TRAVEL

- Domestic Travel
- International Travel
- Cruises
- Personal Travel
- Business Travel
- Casino Vacations

MUSIC

- Audio Books
- Christian
- Classical
- Country
- Jazz
- Rhythm and Blues
- Rock
- Soft Rock

READING

Cooking
Computers
Astrology
Fashion
Fiction
History
Interior Decorating
Medicine and Health
Mysteries
News, Finance or Politics
People and Entertainment
Romance
Science and Technology
Science Fiction
Sports

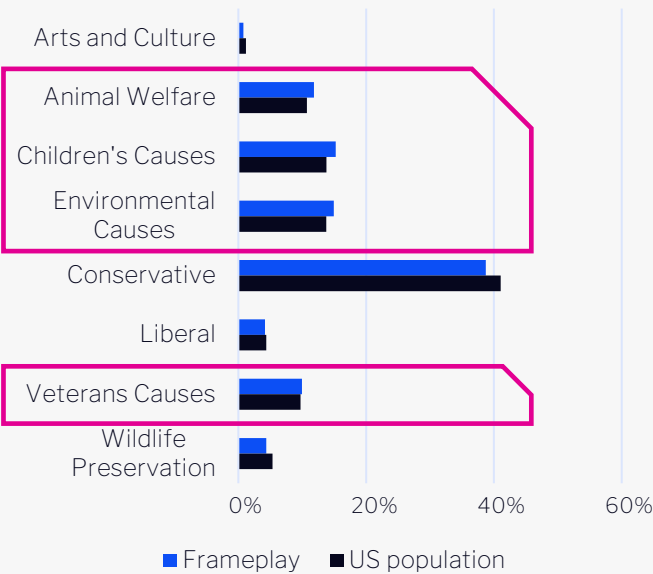0%   10%   20%   30%

■ Frameplay   ■ US population

Action.

POLITICAL

» Action game players index higher in donating to support Animal Welfare, Children's Causes, Environmental Causes, and Veterans Causes.
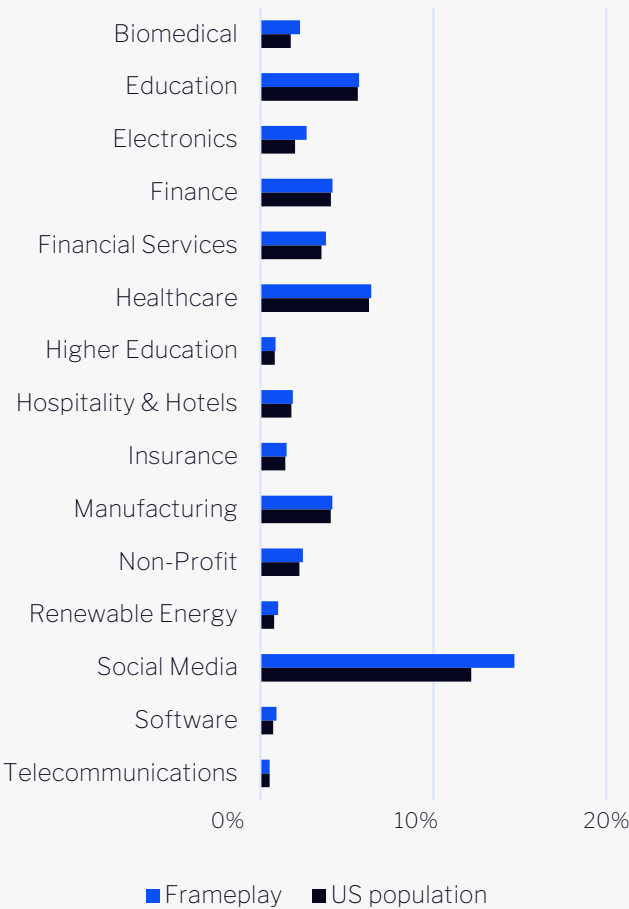
EMPLOYMENT

» Action game players over-index against the US population in every industry category surveyed.

DONATIONS

Category	
Arts and Culture	
Animal Welfare	
Children's Causes	
Environmental Causes	
Conservative	
Liberal	
Veterans Causes	
Wildlife Preservation	

■ Frameplay   ■ US population

INDUSTRY

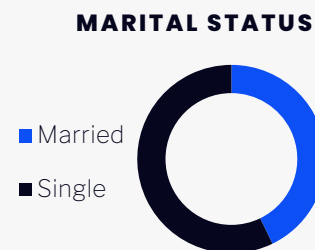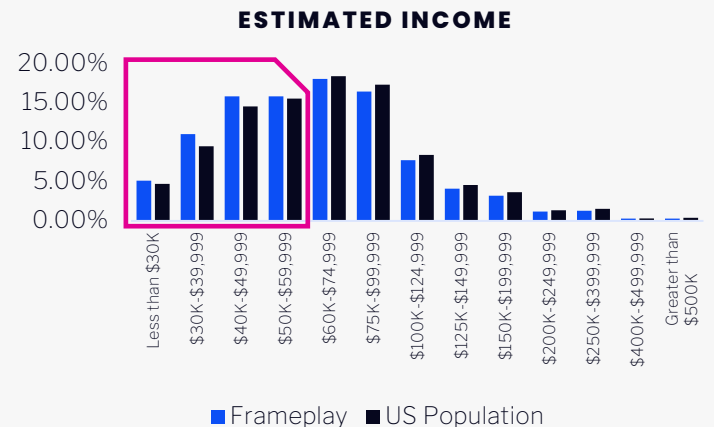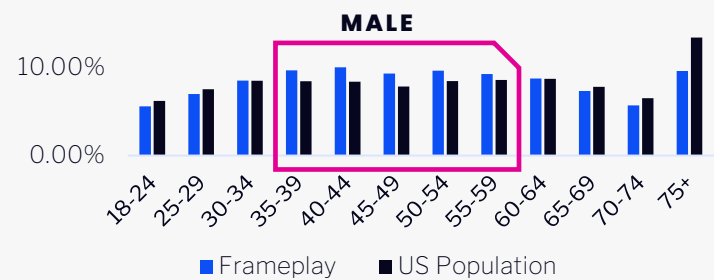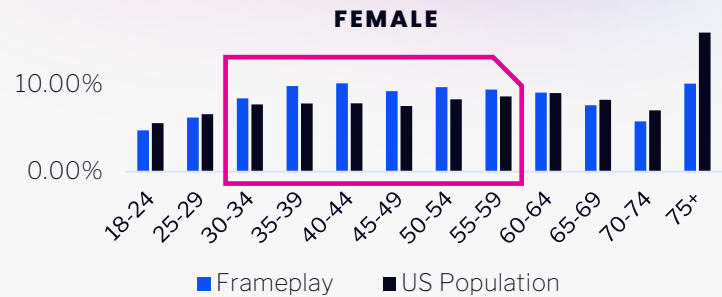| Category	
Biomedical	
Education	
Electronics	
Finance	
Financial Services	
Healthcare	
Higher Education	
Hospitality & Hotels	
Insurance	
Manufacturing	
Non-Profit	
Renewable Energy	
Social Media	
Software	
Telecommunications	

■ Frameplay   ■ US population

Racing.

DEMOGRAPHICS

» Racing game players skew towards Female at 57%, with Male slightly lower at 43%.

» Female Action genre game players appear to over index across the age ranges of 30-59 with the highest over-indexing happening across the age ranges of 35-44, where Male players are spread more evenly across ages 30-64.

» A majority of Racing game players bring in an estimated income up to $100K, over-indexing up to $60K when compared to the US Population.
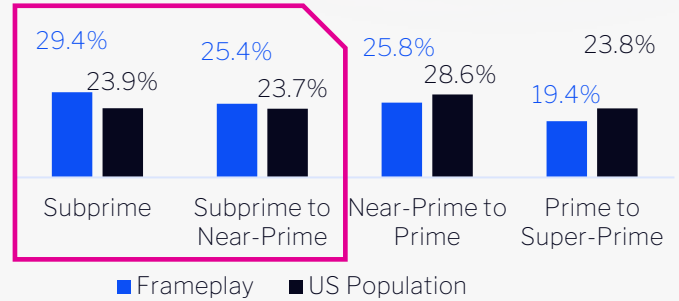
» 57% of these players are Single, where 43% are Married.

FEMALE

■ Frameplay ■ US Population

MALE

■ Frameplay ■ US Population

ESTIMATED INCOME

■ Frameplay ■ US Population
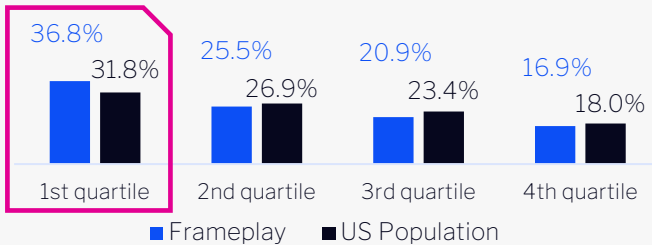
MARITAL STATUS

■ Married
■ Single

Racing.

FINANCIALS

» Racing gamers index higher on a subprime credit score but also hold low credit card balances. This may indicate short credit history, or that their credit card balances do not play a strong role in their overall financial health.

» Discretionary income is mostly in line with the US average, but we do see a slight over-index between $0-$30K.

ESTIMATED FINANCIAL HEALTH

	Frameplay	US Population
Subprime	29.4%	23.9%
Subprime to Near-Prime	25.4%	23.7%
Near-Prime to Prime	25.8%	28.6%
Prime to Super-Prime	19.4%	23.8%

AVG. CREDIT CARD BALANCE

	Frameplay	US Population
1st quartile	36.8%	31.8%
2nd quartile	25.5%	26.9%
3rd quartile	20.9%	23.4%
4th quartile	16.9%	18.0%

DISCRETIONARY INCOME

	Frameplay	US Population
0-$15K	10.1%	9.0%
$15K-$30K	35.4%	32.4%
$30K-$50K	41.9%	44.8%
$50K-$75K	9.8%	10.6%
$75K-$100K	1.8%	2.0%
$100K +	1.1%	1.3%
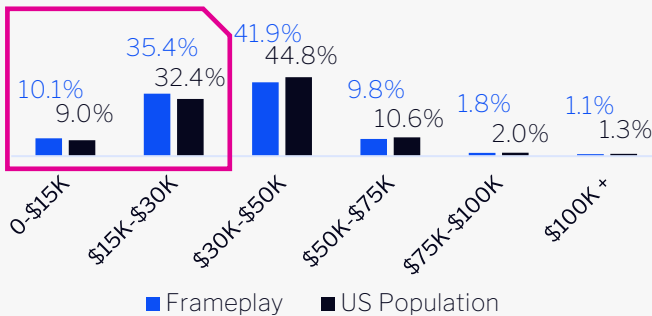
Racing.

INTERESTS

» Racing game players' interests spread across varying categories and over-index against the US Population in almost every category except Camping and Pets.
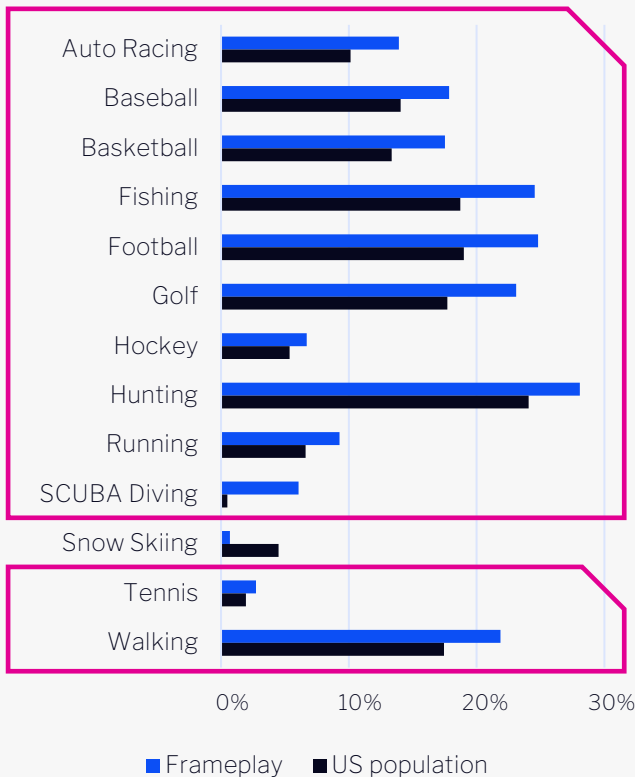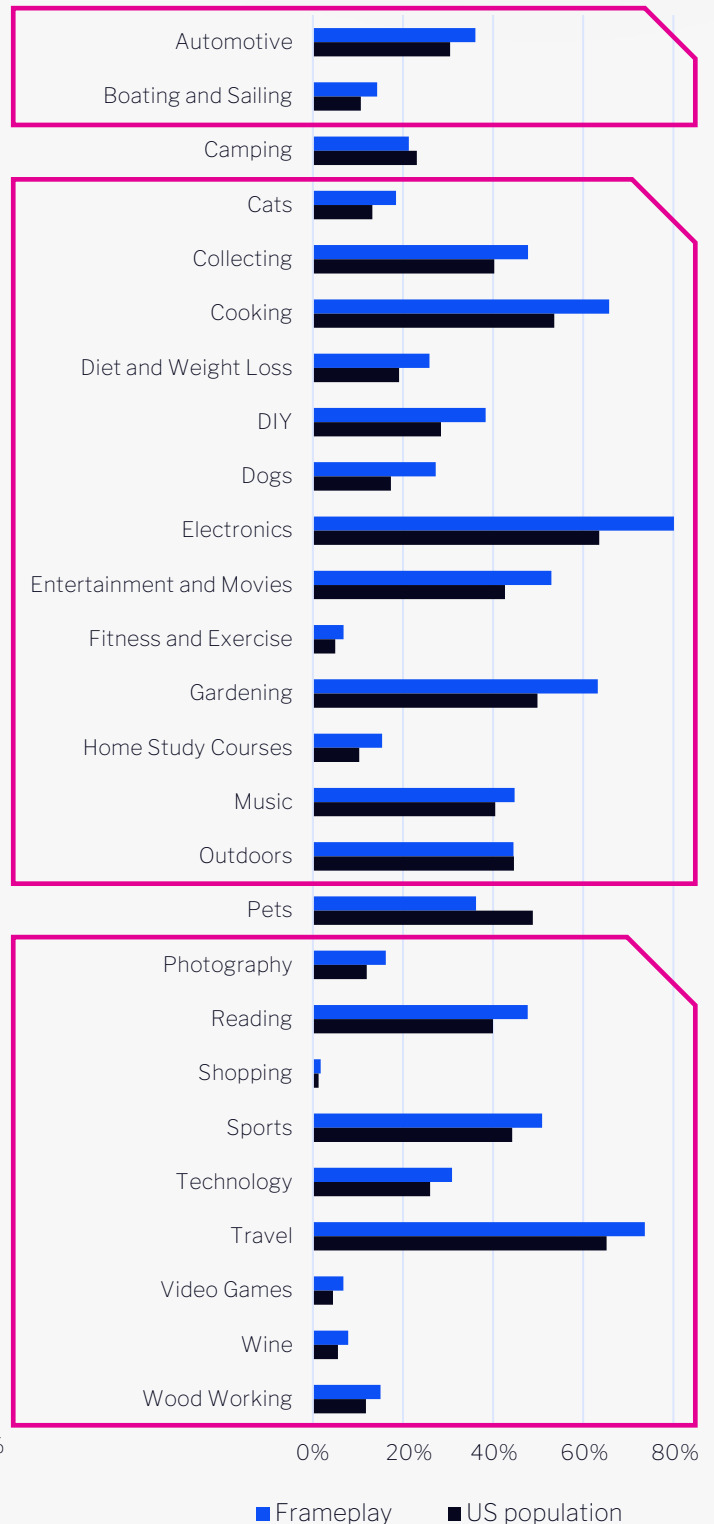
» In general, Racing gamers over-index across the board for their interest in every type of sport.

GENERAL INTERESTS

General interests bar chart comparing Frameplay and US population across categories: Automotive, Boating and Sailing, Camping, Cats, Collecting, Cooking, Diet and Weight Loss, DIY, Dogs, Electronics, Entertainment and Movies, Fitness and Exercise, Gardening, Home Study Courses, Music, Outdoors, Pets, Photography, Reading, Shopping, Sports, Technology, Travel, Video Games, Wine, Wood Working. Scale 0% to 80%.

SPORTS

Sports bar chart comparing Frameplay and US population across: Auto Racing, Baseball, Basketball, Fishing, Football, Golf, Hockey, Hunting, Running, SCUBA Diving, Snow Skiing, Tennis, Walking. Scale 0% to 30%.

■ Frameplay ■ US population
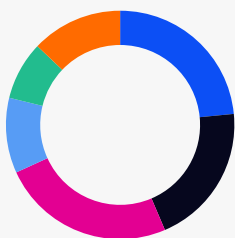
■ Frameplay ■ US population

Racing.

INTERESTS (CONT.)

» Racing game players over index across all forms of travel when compared to the US population, especially in International Travel, Cruises, and Casino Vacations.

» Racing game players express interest in all forms of music, at a higher index than the US Population, aside from Audio Books.

» From a volume perspective, top reading genres include News, Finance or Politics. Top genres that over-index against the US Population include Astrology, Computers, Science & Technology, and Fashion.
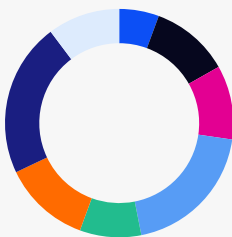
TRAVEL

- Domestic Travel
- International Travel
- Cruises
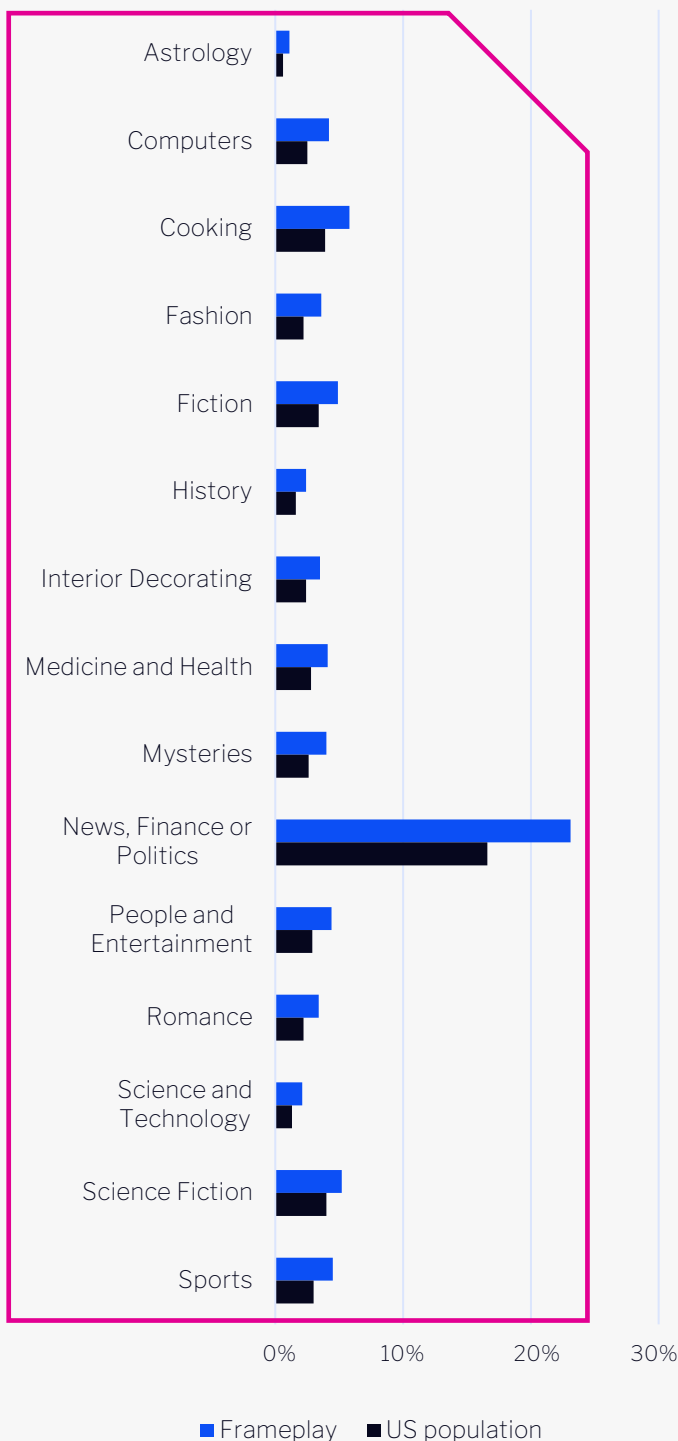- Personal Travel
- Business Travel
- Casino Vacations

MUSIC

- Audio Books
- Christian
- Classical
- Country
- Jazz
- Rhythm and Blues
- Rock
- Soft Rock

READING

Astrology
Computers
Cooking
Fashion
Fiction
History
Interior Decorating
Medicine and Health
Mysteries
News, Finance or Politics
People and Entertainment
Romance
Science and Technology
Science Fiction
Sports

0%   10%   20%   30%

■ Frameplay   ■ US population

Racing.

POLITICAL

» Racing gamer players index higher in donations supporting Animal Welfare, Children's Causes, Environmental Causes, and Veterans Causes.

EMPLOYMENT

» Racing game players significantly over-index against the US Population in the industries of Social Media, Biomedical, Electronics, and Renewable Energy.

DONATIONS

INDUSTRY

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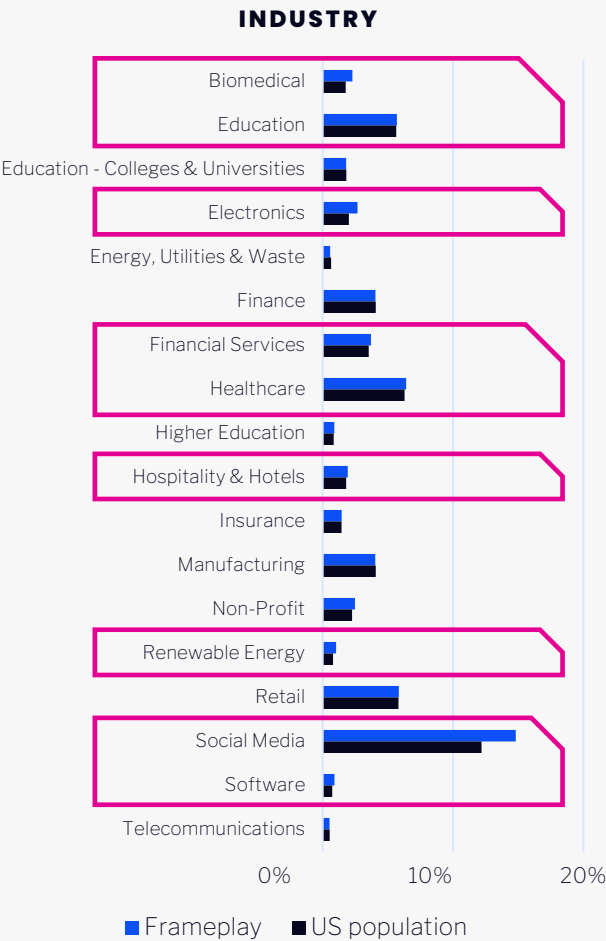
Other genres.

Other genres.

Our report focuses on the most popular genres in our audience network, but other genres contain valuable audience insights that will prove to be valuable as we continue to expand our network. Other genres include Role Playing, Indie, Strategy, Adventure, and Shooter.

Below are general demographics of each game genre player group, primarily where they over-index against the US population, as well as top interests in various categories.

ROLE PLAYING

» These players typically range and over-index between the ages of 35-64 and with a household income between $30K-$100K.

» The gender for these players are at a near 50/50 split.

» **Interests:** these players over-index across all interest categories except the general category of Pets.

» **Purchases:** Health, Home & Garden, Children's Products, Collectables, Crafts & Hobby, Personal Care, Sports, and Leisure with online purchase spend between $100-$999 in the last six months.

» **Employment:** Biomedical, Education, Electronics, Financial Services, Health Care, Higher Education, Hospitality & Hotels, Insurance, Manufacturing, Non-Profit, Renewable Energy, Social Media, and Software.

» **Political:** Slightly lean Independent; donations going to Children, Animal Welfare, Environmental, and Veteran Causes.

STRATEGY

» These players typically range and over-index between the age ranges of 30-59, are evenly split between Female and Male, and have an income up to $100K.

» **Interests:** Automotive, Boating & Sailing, Cats, Dogs, DIY, Diet and Weight Loss, Electronics, Entertainment & Movies, Fitness & Exercise, Gardening, Home Study Courses, Music, Photography, Reading, Sports, Shopping, Technology, Wine, Wood Working, Video Games, Travel, and Collecting.

» **Purchases:** Children's Products, Collectibles, Crafts & Hobbies, Food & Beverage, Health, Home & Garden, Personal Care, Travel, Gifts & Holiday Items with the average online purchases ranging from $100-$999 over the last six months.

» **Employment:** Biomedical, Education, Electronics, Finance, Financial Services, Healthcare, Higher Education, Hospitality & Hotels, Insurance, Non-Profit, Renewable Energy, Retail, Social Media, Software and Telecommunications.

» **Political:** Donations to support Children, Animal Welfare, Environmental, and Veteran Causes.

Other genres.

INDIE

» Indie players typically range and over-index between the ages of 18-24 and 35-59, show a household income between $60K-$400K, and have a near 50/50 split between Female and Male.

» **Interests:** Over-index across all interest categories except for the general categories of Camping and Pets.

» **Purchases:** Automotive, Childrens Products, Electronics, Food & Beverage, Health, Home & Garden, Pets, Sports & Leisure, Gifts & Holiday Items, and Entertainment with online purchases ranging between $50-$99 and well over $250 in the last six months.

» **Employment:** Biomedical, Education, Electronics, Finance, Financial Services, Healthcare, Higher Education, Insurance, Manufacturing, Non-Profit, Recreation, Renewable Energy, Social Media, Software and Telecommunications.

» **Political:** Donations to support Children, Animal Welfare, Environmental Causes.

ADVENTURE

» Adventure players typically range and over-index between the ages of 30-64, skew towards Female (61/39), and show a household income income up to $100K, over-indexing up to $60K.

» **Interests:** Over-index across all interest categories except for the general categories of Camping, Outdoors, and Pets.

» **Purchases:** Over-index in Children's Products and Crafts & Hobbies with average online purchases ranging up to $49, and also between $250-$999 over the last six months.

» **Employment:** Biomedical, Education, Electronics, Healthcare, Higher Education, Hospitality & Hotels, Manufacturing, Non-Profit, Renewable Energy, Retail, Social Media, Software and Sports.

» **Political:** Donations to support Children and Animal Welfare Causes.

SHOOTER

» Shooter players typically range and over-index between the ages of 40-59, and show a household income up to $125K. The genders of these players split are close to a 50/50 even split.

» **Interests:** Over-index across all interest categories except for the general category of Pets.

» **Purchases:** Children's Products with online purchase over indexing at the price point over $500.

» **Employment:** Architecture, Bio Medical, Business Services, Education, Electronics, Finance, Financial Services, Healthcare, Higher Education, Insurance, Manufacturing, Non-Profit, Recreation, Renewable Energy, Social Media, Software, Telecommunications and Wholesalers.

» **Political:** Donations to support Children, Environmental, Animal Welfare, and Veteran Causes.

Methodology.

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» In the context of this report, over-index and under-index refer to how the Frameplay US audience network compares to the average US population. For example, Frameplay's US audience network over-indexes with motorcycle owners, meaning our network (on average) has more motorcycle owners compared to the overall US population.

» Frameplay audience insights are based on Frameplay's network audience over the span of one year (2022) and analyzed by TransUnion.

» Records are based on IP addresses, with insights at the household level, allowing a direct comparison to other media analyzed by TransUnion.

» Insights are US game player only and 18+ older and exclude game players who have opt-ed out of targeted advertising (analyses on countries outside of the US are not yet available from TransUnion and information on minors is not available).

For additional information on this report, please contact insights@frameplay.gg