PLAYER SEGMENTS
BASED ON GAMER MOTIVATIONS
GDC 2020

QUANTIC
FOUNDRY

QUANTIC FOUNDRY'S GAMER MOTIVATION MODEL BASED ON DATA FROM OVER 450,000 VIDEO GAMERS REVEALED 6 KEY PAIRS OF MOTIVATIONS

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

LEARNING MORE ABOUT THE MOTIVATIONS

How We Collected the Data and Developed the Model (First 10 minutes of talk):

- Google "Nick Yee 2016 GamesUR"

Deep Dive Details of the 12 Motivations (45-minute talk):

- Google "Nick Yee 2019 GDC Deep Dive"

3 HIGH LEVEL CLUSTERS

| Action	Social		Mastery	Achievement		Immersion	Creativity
"Boom!"	"Let's Play"		"Let Me Think"	"I Want More"		"Once Upon a Time"	"What If?"
Destruction	Competition		Challenge	Completion		Fantasy	Design
Excitement	Community		Strategy	Power		Story	Discovery

Adrenaline
Immediate
Excite Me
Bright
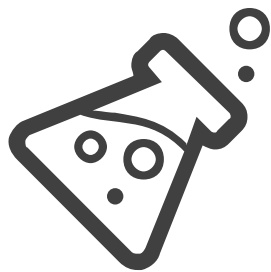
Cool-Headed
Long-Term
Cumulative
Tall

Expansive
Expressive
Curious
Wide
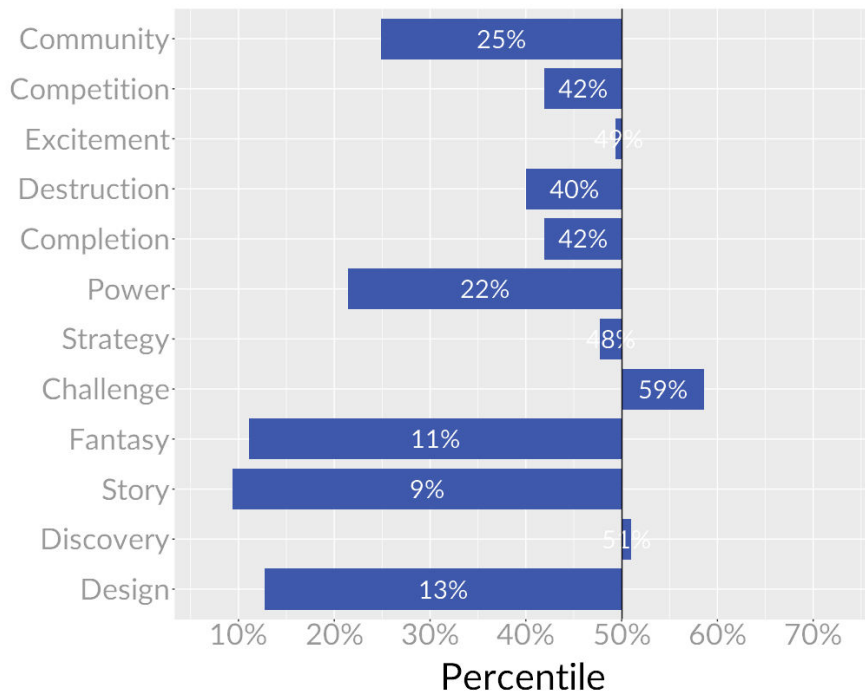
THE CHARTS KEEP THIS SAME ORDERING
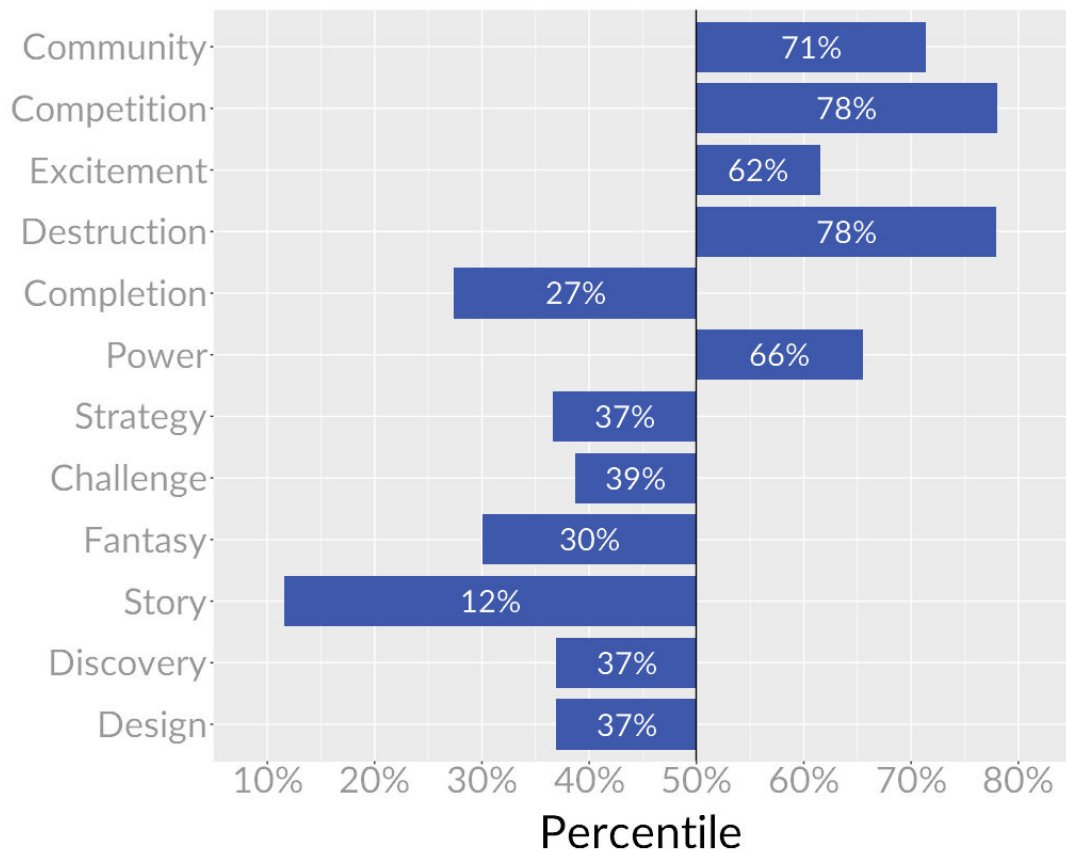
PLAYER SEGMENTS

FULL DATA SET (HIGH LEVEL)

ACROBAT PROFILE

- **Gender**
  - o Male: 87% / Female: 11% / Non-Binary: 1%
  - o Moderately lower % of female gamers than average (19%)

- **Age**
  - o Median: 26
  - o Is slightly older than average (24)

- **Gamer Type**
  - o Casual: 17% / Core: 62% / Hardcore: 21%
  - o Moderately higher % of casual gamers than average (11%)

- **Gaming Frequency**
  - o Typical number of days per week where they play games for more than 30 minutes
  - o 0-1 day: 11%
  - o 2-3 days: 21%
  - o 4-5 days: 25%
  - o 6-7 days: 42%
  - o Slightly lower gaming frequency than average (7%/18%/25%/50%)

- **Popular Games**
  - o Spelunky, Celeste, Super Metroid, Tetris, Metroid Prime (series), The Binding of Isaac, Enter the Gungeon

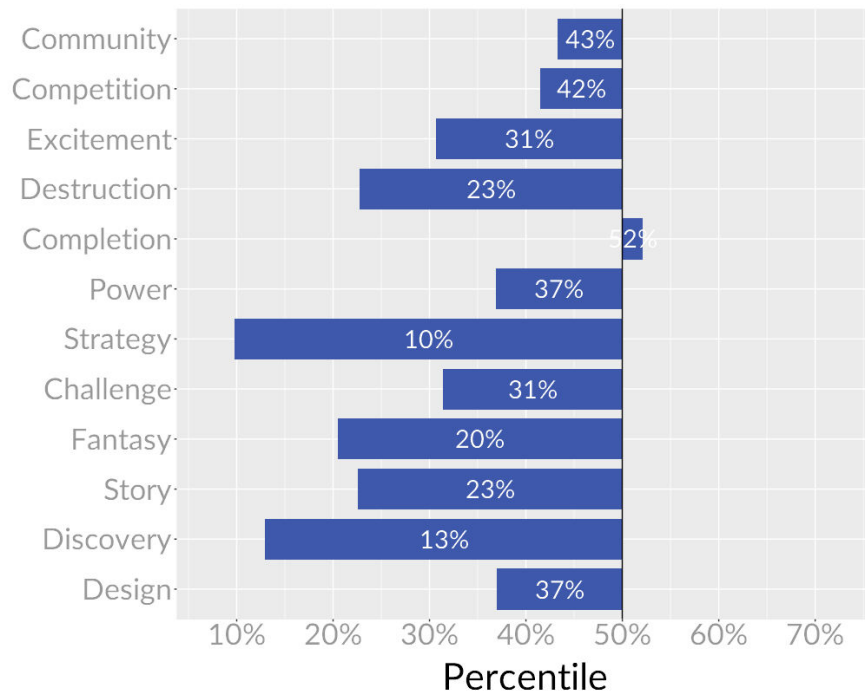| Category	Percentile
Community	25%
Competition	42%
Excitement	49%
Destruction	40%
Completion	42%
Power	22%
Strategy	48%
Challenge	59%
Fantasy	11%
Story	9%
Discovery	51%
Design	13%

Percentile

Motivation Profile
- Is most interested in Challenge (high difficulty, practice, mastery) and Discovery (experiment, tinker, explore).
- Is least interested in Story (interesting narrative, characters, lore) and Fantasy (being someone else, somewhere else).

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GARDENER PROFILE

- **Gender**
  - Male: 68% / Female: 30% / Non-Binary: 1%
  - Much higher % of female gamers than average (19%)

- **Age**
  - Median: 24
  - Right around average (24)

- **Gamer Type**
  - Casual: 22% / Core: 65% / Hardcore: 13%
  - Much higher % of casual gamers than average (11%)

- **Gaming Frequency**
  - Typical number of days per week where they play games for more than 30 minutes
  - 0-1 day: 12%
  - 2-3 days: 19%
  - 4-5 days: 23%
  - 6-7 days: 45%
  - Slightly lower gaming frequency than average (7%/18%/25%/50%)

- **Popular Games**
  - Candy Crush Saga, Solitaire, Animal Crossing (series), The Sims (series), Super Mario (series)

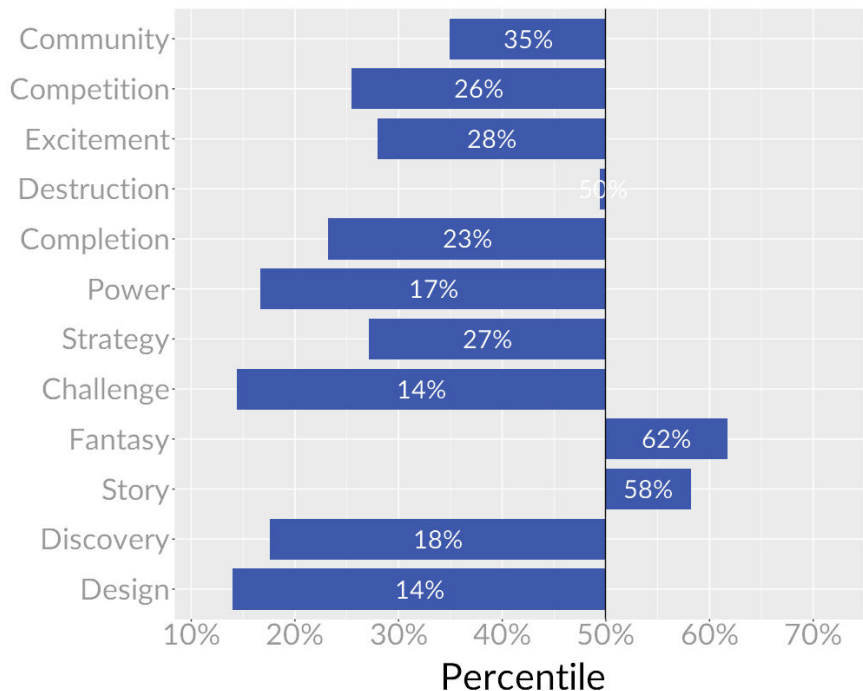| Motivation	Percentile
Community	43%
Competition	42%
Excitement	31%
Destruction	23%
Completion	52%
Power	37%
Strategy	10%
Challenge	31%
Fantasy	20%
Story	23%
Discovery	13%
Design	37%

Percentile

Motivation Profile
- Is most interested in Completion (collect stars, complete all missions) and Community (chatting, teamwork).
- Is least interested in Strategy (planning, thinking, making decisions) and Discovery (experiment, tinker, explore).

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SLAYER PROFILE

- **Gender**
  - Male: 81% / Female: 17% / Non-Binary: 1%
  - Right around average % of female gamers (19%)

- **Age**
  - Median: 27
  - Moderately older than average (24)

- **Gamer Type**
  - Casual: 19% / Core: 73% / Hardcore: 8%
  - Much lower % of hardcore gamers than average (21%)

- **Gaming Frequency**
  - Typical number of days per week where they play games for more than 30 minutes
  - 0-1 day: 13%
  - 2-3 days: 28%
  - 4-5 days: 26%
  - 6-7 days: 32%
  - Much lower gaming frequency than average (7%/18%/25%/50%)

- **Popular Games**
  - Firewatch, Uncharted (series), INSIDE, Tomb Raider (series), Detroit: Become Human, The Walking Dead (Telltale), Life is Strange

Motivation bar chart (Percentile):
- Community: 35%
- Competition: 26%
- Excitement: 28%
- Destruction: 50%
- Completion: 23%
- Power: 17%
- Strategy: 27%
- Challenge: 14%
- Fantasy: 62%
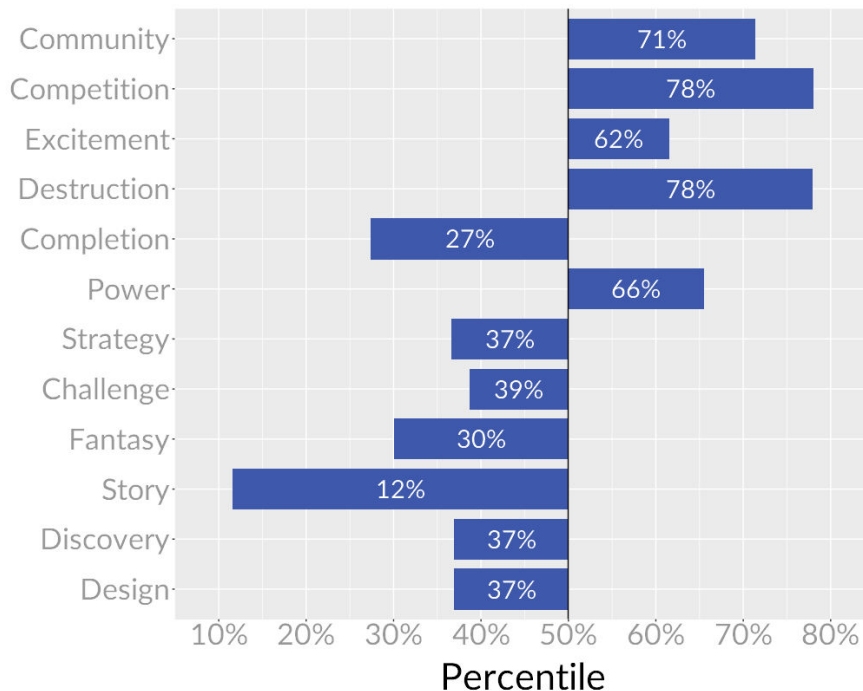- Story: 58%
- Discovery: 18%
- Design: 14%

Percentile

Motivation Profile
- Is most interested in Fantasy (being someone else, somewhere else) and Story (interesting narrative, characters, lore).
- Is least interested in Design (customization, expression) and Challenge (high difficulty, practice, mastery).

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SKIRIMISHER PROFILE

"Jumping Into The Fray of Battle."

- **Gender**
  - Male: 91% / Female: 8% / Non-Binary: 1%
  - Much lower % of female gamers (19%)

- **Age**
  - Median: 23
  - Slightly younger than average (24)

- **Gamer Type**
  - Casual: 10% / Core: 65% / Hardcore: 24%
  - Right around average in terms of gamer type (21%)

- **Gaming Frequency**
  - Typical number of days per week where they play games for more than 30 minutes
  - 0-1 day: 6%
  - 2-3 days: 16%
  - 4-5 days: 25%
  - 6-7 days: 53%
  - Right around average in terms of gaming frequency (7%/18%/25%/50%)

- **Popular Games**
  - Rust, Call of Duty (series), Battlefield (series), Escape from Tarkov, VALORANT, DayZ, Garry's Mod, Counter-Strike (series)

Percentile

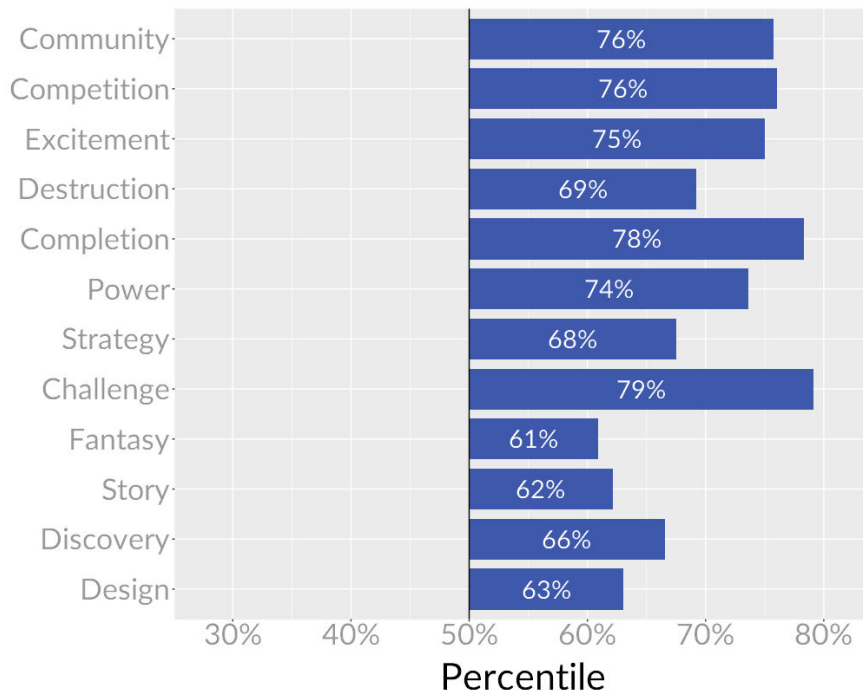| Motivation	Percentile
Community	71%
Competition	78%
Excitement	62%
Destruction	78%
Completion	27%
Power	66%
Strategy	37%
Challenge	39%
Fantasy	30%
Story	12%
Discovery	37%
Design	37%

Motivation Profile
- Is most interested in Destruction (guns, chaos, mayhem) and Competition (duels, matches, leader boards).
- Is least interested in Story (interesting narrative, characters, lore) and Completion (collect stars, complete all missions).

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GLADIATOR PROFILE

"Dedicated, hardcore gaming."

- **Gender**
  - Male: 84% / Female: 14% / Non-Binary: 1%
  - Slightly lower % of female gamers (19%)

- **Age**
  - Median: 23
  - Slightly younger than average (24)

- **Gamer Type**
  - Casual: 5% / Core: 60% / Hardcore: 35%
  - Much higher % of hardcore gamers (21%)

- **Gaming Frequency**
  - Typical number of days per week where they play games for more than 30 minutes
  - 0-1 day: 3%
  - 2-3 days: 11%
  - 4-5 days: 22%
  - 6-7 days: 64%
  - Much higher gaming frequency than average (7%/18%/25%/50%)

- **Popular Games**
  - Mobile Legends, Dragon Nest, Destiny (series), TERA, Vainglory, Gears of War (series), Black Desert Online, Monster Hunter (series)
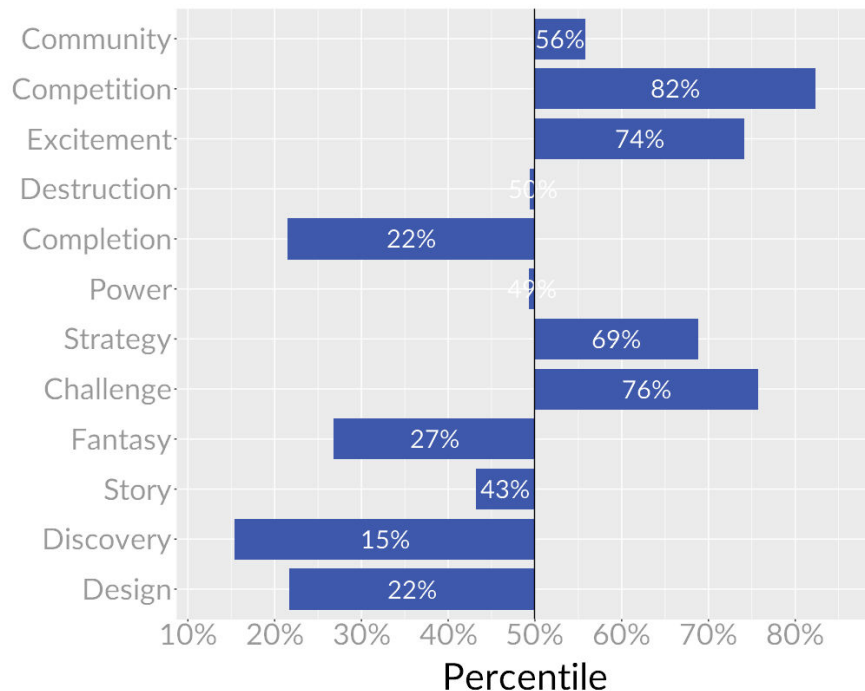
Motivation	Percentile
Community	76%
Competition	76%
Excitement	75%
Destruction	69%
Completion	78%
Power	74%
Strategy	68%
Challenge	79%
Fantasy	61%
Story	62%
Discovery	66%
Design	63%

Percentile

Motivation Profile
- Is most interested in Challenge (high difficulty, practice, mastery) and Completion (collect stars, complete all missions).
- Is least interested in Fantasy (being someone else, somewhere else) and Story (interesting narrative, characters, lore).

NINJA PROFILE

- **Gender**
  - Male: 95% / Female: 4% / Non-Binary: 0%
  - Much lower % of female gamers (19%)

- **Age**
  - Median: 24
  - Right around average (24)

- **Gamer Type**
  - Casual: 5% / Core: 53% / Hardcore: 41%
  - Much higher % of hardcore gamers (21%)

- **Gaming Frequency**
  - Typical number of days per week where they play games for more than 30 minutes
  - 0-1 day: 4%
  - 2-3 days: 14%
  - 4-5 days: 24%
  - 6-7 days: 58%
  - Moderately higher gaming frequency than average (7%/18%/25%/50%)

- **Popular Games**
  - Starcraft (series), Street Fighter V, Super Smash Bros. Melee, Dota 2, CS:GO, League of Legends, osu!, PUBG

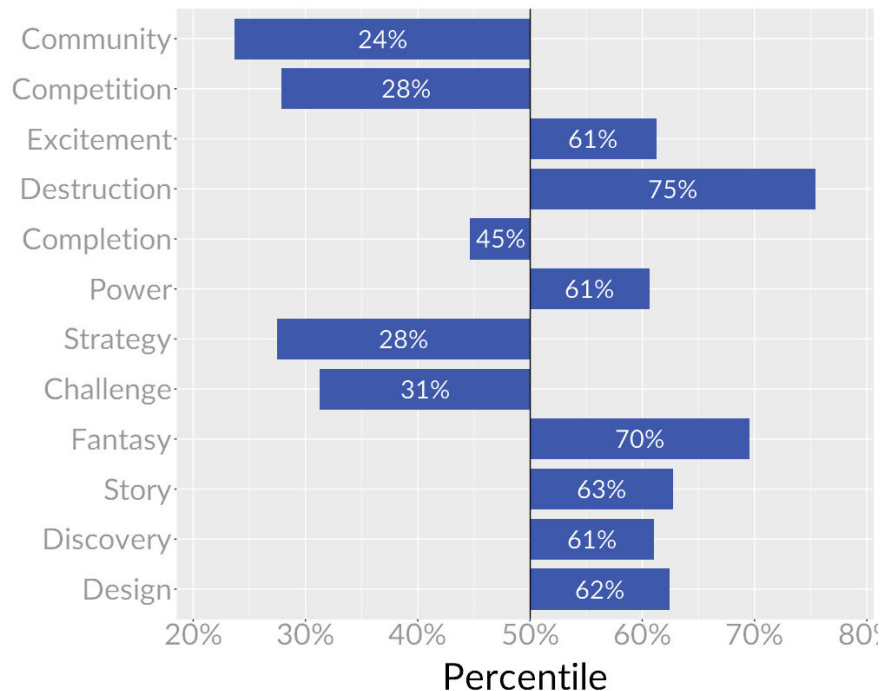| Category	Percentile
Community	56%
Competition	82%
Excitement	74%
Destruction	50%
Completion	22%
Power	49%
Strategy	69%
Challenge	76%
Fantasy	27%
Story	43%
Discovery	15%
Design	22%

Percentile

Motivation Profile
- Is most interested in Competition (duels, matches, leader boards) and Challenge (high difficulty, practice, mastery).
- Is least interested in Discovery (experiment, tinker, explore) and Completion (collect stars, complete all missions).

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BOUNTY HUNTER PROFILE

"High-Octane Solo World Exploration."

- **Gender**
  - Male: 73% / Female: 24% / Non-Binary: 2%
  - Slightly higher % of female gamers (19%)

- **Age**
  - Median: 24
  - Right around average (24)

- **Gamer Type**
  - Casual: 10% / Core: 77% / Hardcore: 13%
  - Moderately lower % of hardcore gamers (21%)

- **Gaming Frequency**
  - Typical number of days per week where they play games for more than 30 minutes
  - 0-1 day: 6%
  - 2-3 days: 23%
  - 4-5 days: 27%
  - 6-7 days: 44%
  - Slightly lower gaming frequency than average (7%/18%/25%/50%)

- **Popular Games**
  - Saints Row (series), Far Cry (series), Mass Effect (series), Assassin's Creed (series), Watch Dogs (series), Just Cause 3, God of War (2018)
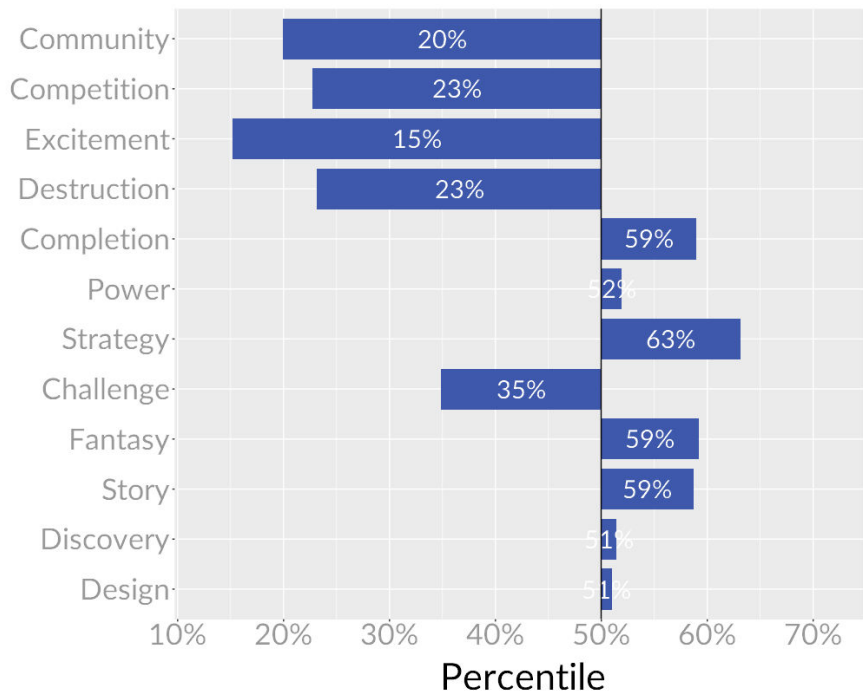

Percentile

Motivation	Percentile
Community	24%
Competition	28%
Excitement	61%
Destruction	75%
Completion	45%
Power	61%
Strategy	28%
Challenge	31%
Fantasy	70%
Story	63%
Discovery	61%
Design	62%

Motivation Profile
- Is most interested in Destruction (guns, chaos, mayhem) and Fantasy (being someone else, somewhere else).
- Is least interested in Community (chatting, teamwork) and Competition (duels, matches, leader boards).

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ARCHITECT PROFILE

- **Gender**
  - Male: 71% / Female: 21% / Non-Binary: 2%
  - Right around average % of female gamers (19%)

- **Age**
  - Median: 27
  - Somewhat older than average (24)

- **Gamer Type**
  - Casual: 15% / Core: 73% / Hardcore: 12%
  - Much lower % of hardcore gamers (21%)

- **Gaming Frequency**
  - Typical number of days per week where they play games for more than 30 minutes
  - 0-1 day: 9%
  - 2-3 days: 23%
  - 4-5 days: 26%
  - 6-7 days: 41%
  - Moderately lower gaming frequency than average (7%/18%/25%/50%)

- **Popular Games**
  - Europa Universalis (IV), Civilization (series), Banished, Crusader Kings II, Baldur's Gate (series), Pillars of Eternity, Professor Layton

Community 20%
Competition 23%
Excitement 15%
Destruction 23%
Completion 59%
Power 52%
Strategy 63%
Challenge 35%
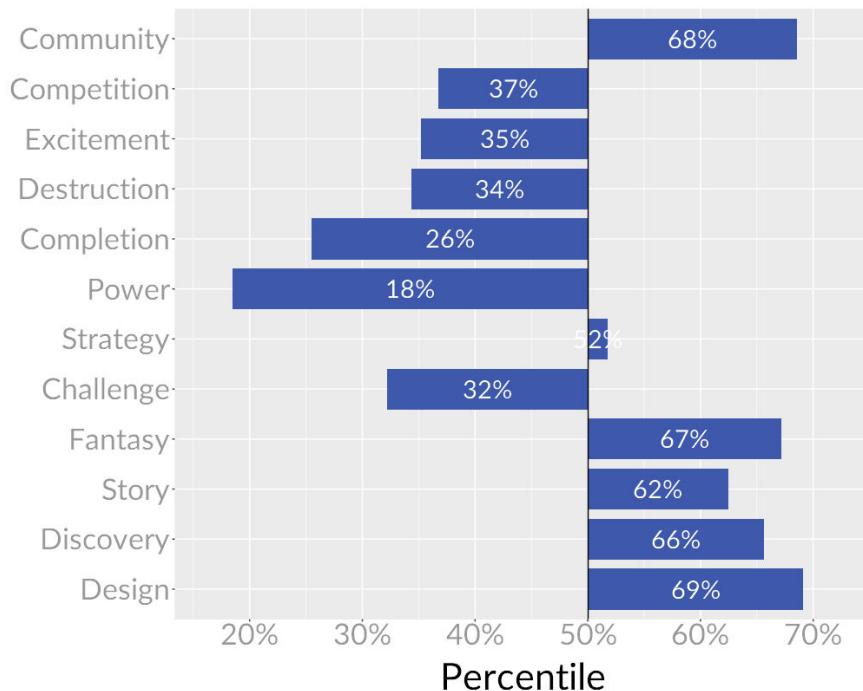Fantasy 59%
Story 59%
Discovery 51%
Design 51%

Percentile

Motivation Profile
- Is most interested in Destruction (guns, chaos, mayhem) and Fantasy (being someone else, somewhere else).
- Is least interested in Community (chatting, teamwork) and Competition (duels, matches, leader boards).

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BARD PROFILE

- **Gender**
  - Male: 70% / Female: 27% / Non-Binary: 3%
  - Moderately higher % of female gamers than average (19%)

- **Age**
  - Median: 25
  - Right around average (24)

- **Gamer Type**
  - Casual: 11% / Core: 74% / Hardcore: 14%
  - Moderately lower % of hardcore gamers (21%)

- **Gaming Frequency**
  - Typical number of days per week where they play games for more than 30 minutes
  - 0-1 day: 7%
  - 2-3 days: 20%
  - 4-5 days: 27%
  - 6-7 days: 46%
  - Right around average in terms of gaming frequency (7%/18%/25%/50%)

- **Popular Games**
  - City of Heroes, The Secret World, Final Fantasy XIV, Lord of the Rings Online, Animal Crossing (series), Undertale, Mystic Messenger

Motivation Profile

Community: 68%
Competition: 37%
Excitement: 35%
Destruction: 34%
Completion: 26%
Power: 18%
Strategy: 52%
Challenge: 32%
Fantasy: 67%
Story: 62%
Discovery: 66%
Design: 69%

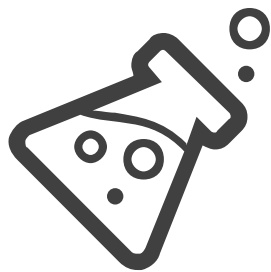Percentile (20%, 30%, 40%, 50%, 60%, 70%)

- Is most interested in Destruction (guns, chaos, mayhem) and Fantasy (being someone else, somewhere else).
- Is least interested in Community (chatting, teamwork) and Competition (duels, matches, leader boards).

PLAYER SEGMENTS SUMMARY

	Acrobat	Gardener	Slayer	Skirmisher	Gladiator
Motto	*"Flexing My Reflexes."*	*"Quiet, Relaxing Task Completion."*	*"Cinematic Mayhem With a Purpose."*	*"Jumping Into The Fray of Battle."*	*"Dedicated, hardcore gaming."*
Top Mot.	Challenge + Discovery	Completion	Fantasy + Story + Destruction	Destruction + Competition	Challenge + Completion + Comm,
Pop Games	Spelunky, Celeste, Super Metroid, Tetris	Candy Crush, Solitaire, Animal Crossing	Firewatch, Uncharted, Tomb Raider	Rust, Call of Duty, Battlefield	Mobile Legends, Destiny, Gears of War

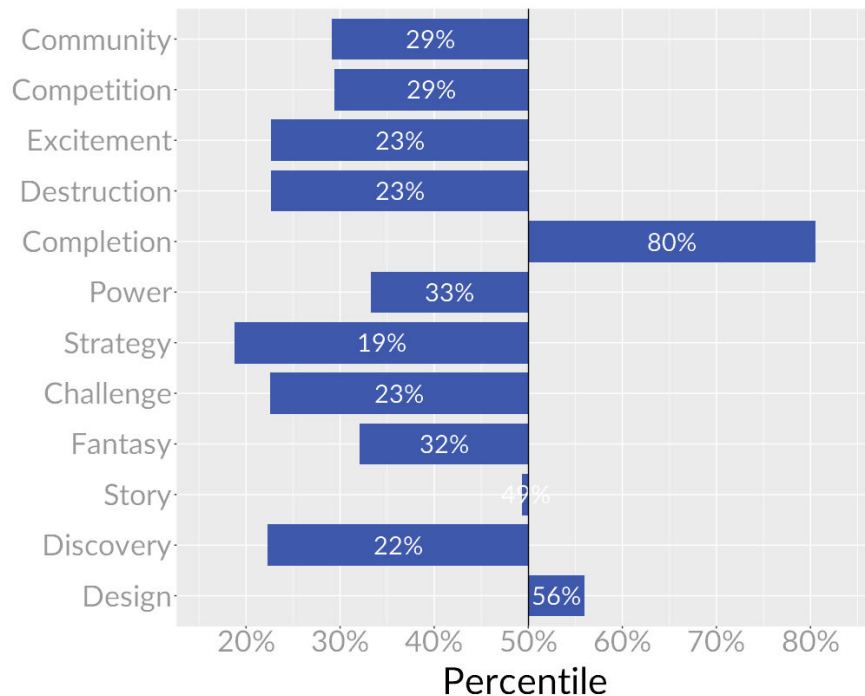|	Ninja	Bounty Hunter	Architect	Bard	
Motto	*"A Duel of Speed and Skill."*	*"High-Octane Solo World Exploration."*	*"My Empire Begins With This Village."*	*"Playing a Part in a Grand Story."*	
Top Mot.	Competition + Challenge	Destruction + Fantasy	Strategy + Completion	Design + Community + Fantasy	
Pop Games	Street Fighter, StarCraft, LoL	Mass Effect, Far Cry, Saints Row	Europa Universalis, Civ VI, Banished	The Secret World, FFXIV, LoTRO	

PLAYER SEGMENTS

FULL DATA SET (GRANULAR)
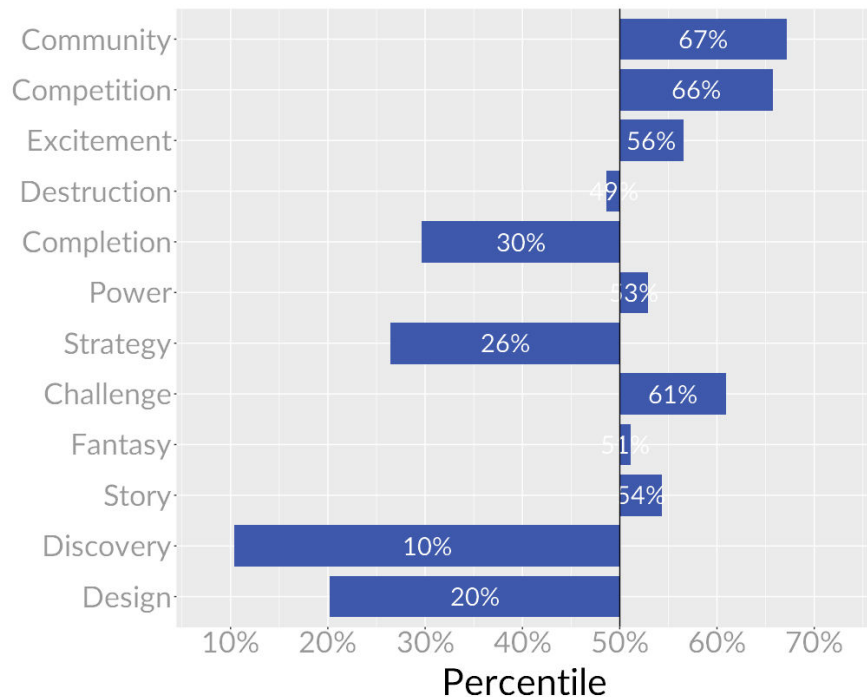
CURATOR PROFILE

- **Gender**
  - Male: 55% / Female: 43% / Non-Binary: 2%
  - Much higher % of female gamers than average (19%)

- **Age**
  - Median: 25
  - Is right around average (25)

- **Gamer Type**
  - Casual: 20% / Core: 70% / Hardcore: 10%
  - Much lower % of hardcore gamers than average (21%)

- **Gaming Frequency**
  - Typical number of days per week where they play games for more than 30 minutes
  - 0-1 day: 11%
  - 2-3 days: 22%
  - 4-5 days: 26%
  - 6-7 days: 42%
  - Moderately lower gaming frequency

- **Popular Games**
  - Animal Crossing, Harvest Moon, The Sims, Neko Atsume, Stardew Valley

Motivation	Percentile
Community	29%
Competition	29%
Excitement	23%
Destruction	23%
Completion	80%
Power	33%
Strategy	19%
Challenge	23%
Fantasy	32%
Story	49%
Discovery	22%
Design	56%

Percentile

Motivation Profile
- Is most interested in Completion (collect stars, complete all missions) and Design (customization, expression).
- Is least interested in Strategy (planning, thinking, making decisions) and Discovery (experiment, tinker, explore).
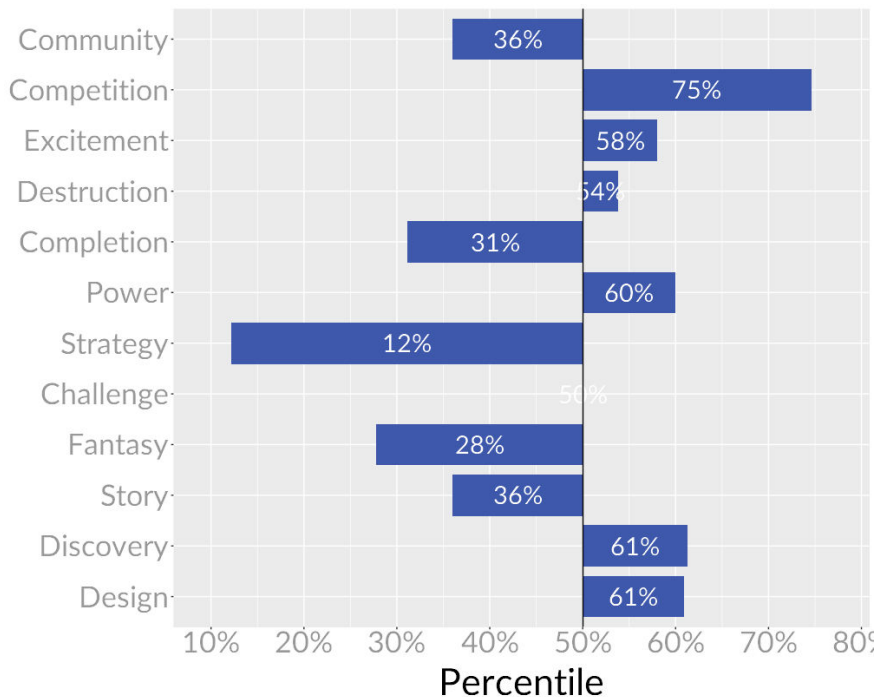
25

SWASHBUCKLER

Category	Percentile
Community	67%
Competition	66%
Excitement	56%
Destruction	49%
Completion	30%
Power	53%
Strategy	26%
Challenge	61%
Fantasy	51%
Story	54%
Discovery	10%
Design	20%

Percentile

Popular Games
- CS:GO, PUBG, Heroes of the Storm, Rocket League, League of Legends

SKIRMISHER

Category	Percentile
Community	36%
Competition	75%
Excitement	58%
Destruction	54%
Completion	31%
Power	60%
Strategy	12%
Challenge	50%
Fantasy	28%
Story	36%
Discovery	61%
Design	61%

Percentile

Popular Games
- Call of Duty, FIFA, Super Smash Bros. Melee, Fortnite, Team Fortress 2

ARSONIST

Category	Percentile
Community	43%
Competition	50%
Excitement	64%
Destruction	79%
Completion	50%
Power	70%
Strategy	22%
Challenge	29%
Fantasy	30%
Story	12%
Discovery	34%
Design	10%

Percentile
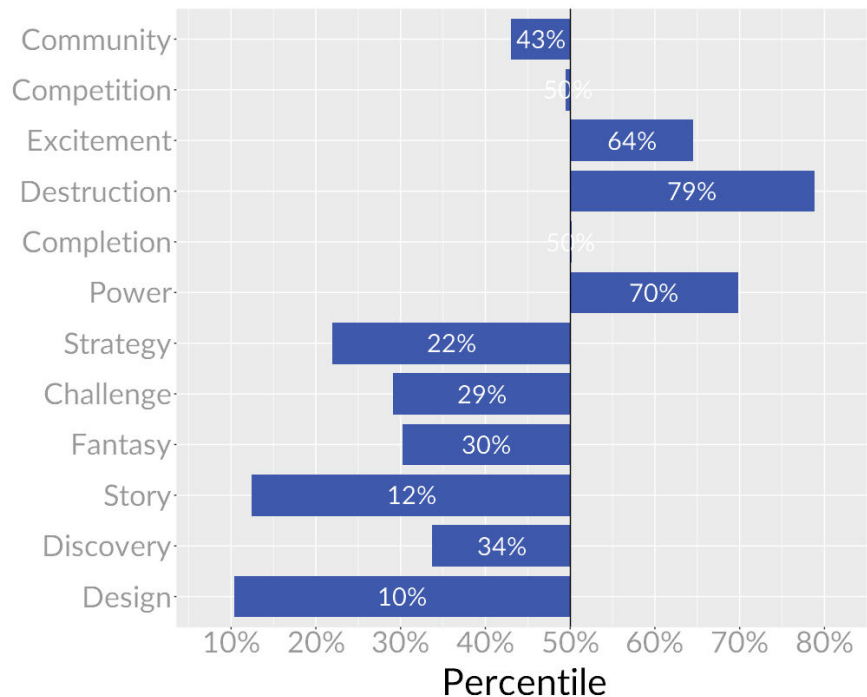
Popular Games

- Just Cause 3, Far Cry 4, Doom, Half-Life, Borderlands, Grand Theft Auto

DEMOLITION SQUAD

Category	Percentile
Community	75%
Competition	49%
Excitement	51%
Destruction	74%
Completion	53%
Power	55%
Strategy	18%
Challenge	34%
Fantasy	48%
Story	13%
Discovery	46%
Design	67%

Percentile
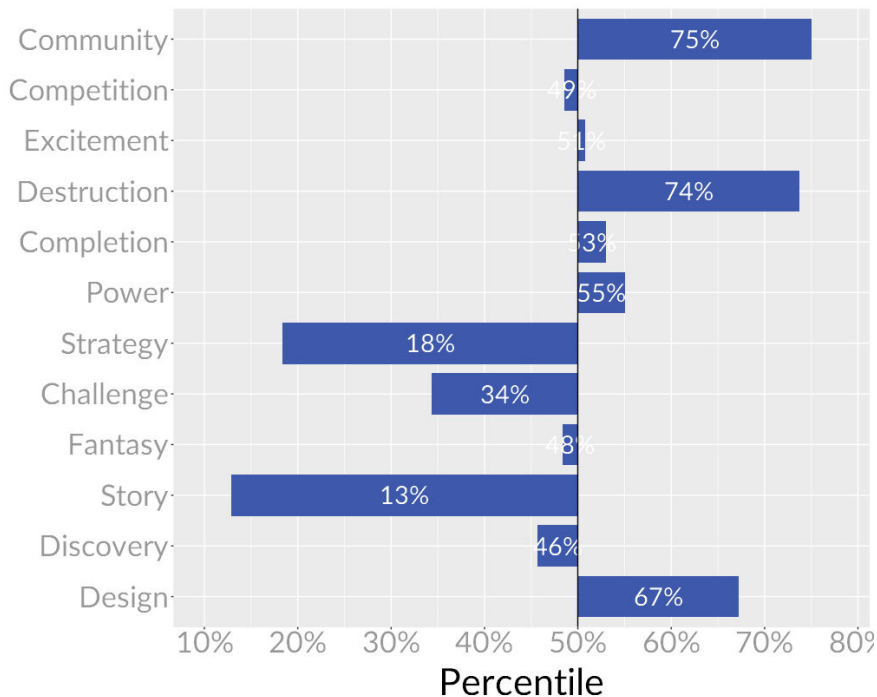
Popular Games

- Garry's Mod, Warframe, ARK: Survival Evolved, The Division, Destiny 2, Payday 2

	Veteran	Arsonist	Skirmisher	Engineer	Curator	Strategist	Ninja
Top Mot.	Competition + Challenge	Destruction + Power	Competition + (Strategy)	Completion + Discovery	Completion + Design	Strategy + Story	Competition + Challenge
Pop. Games	ARMA 3, PUBG, CS:GO	Just Cause, Doom, Far Cry	CoD, FIFA, Fortnite	Kerbal, Darkest Dungeon, Portal	Animal Crossing, The Sims	EUIV, XCOM, Total War	CS, Dota, osu!, StarCraft

	Alchemist	Adventurer	Architect	Gardener	Demolitionist	Slayer	Bounty Hunter
Top Mot.	Fantasy + Strategy	Completion + Destr. + Design	Fantasy + Disc. + Design	Completion	Community + Destruction	Destruction + Fantasy	Destruction + Story + Disc.
Pop. Games	Undertale, Transistor	AC, Dragon Age, Mass Effect	Civ, SimCity, Crusader Kings	Solitaire, Tetris, Candy Crush	Warframe, ARK, Destiny	Batman, God of War, Uncharted	Borderlands, Fallout, HZD

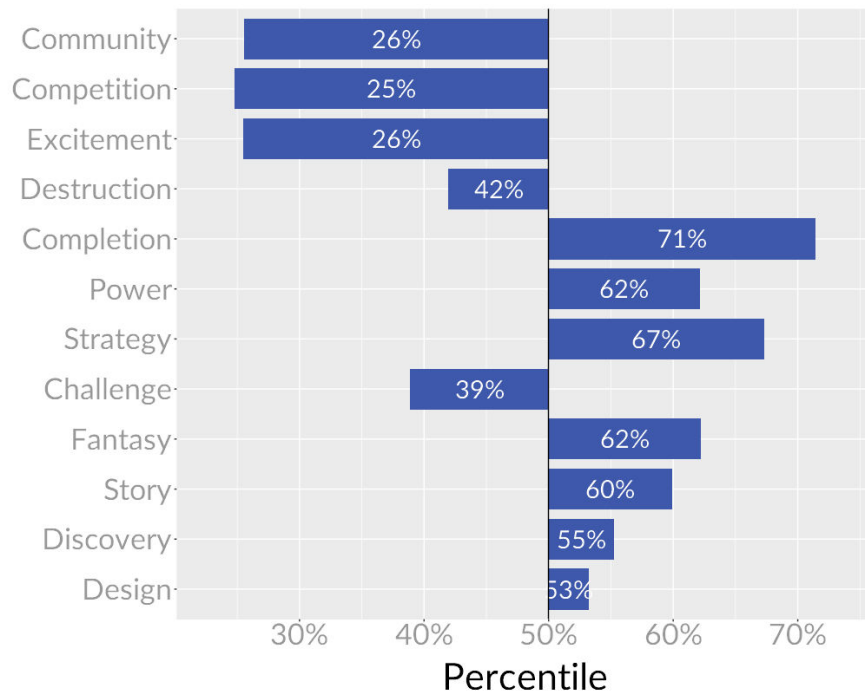|	Engineer	Swashbuckler	Gladiator	Monk	Lore Weaver		
Top Mot.	Challenge + Compl. + Pow.	Community + Competition	Competition + Power + Destr.	Completion + Challenge	Fantasy + Story + Design		
Pop. Games	EVE Online, WoW, BDO	Titanfall, CS, Rocket League	Mobile Legends, vainglory	Kingdom Hearts, Hollow Knight	Mass Effect, Dragon Age		

PLAYER SEGMENTS

CIV VI PLAYERS

MASON PROFILE

- **Gender**
  - Male: 84% / Female: 14% / Non-Binary: 2%
  - Slightly higher % of female gamers than average (12%)

- **Age**
  - Median: 27
  - Right around average (26.5)

- **Gamer Type**
  - Casual: 8% / Core: 76% / Hardcore: 15%
  - Right around average in terms of gamer type (21%)

- **Gaming Frequency**
  - Typical number of days per week where they play games for more than 30 minutes
  - 0-1 day: 5%
  - 2-3 days: 20%
  - 4-5 days: 26%
  - 6-7 days: 49%
  - Right around average in terms of gaming frequency (5%/20%/25%/50%)

- **Popular Games**
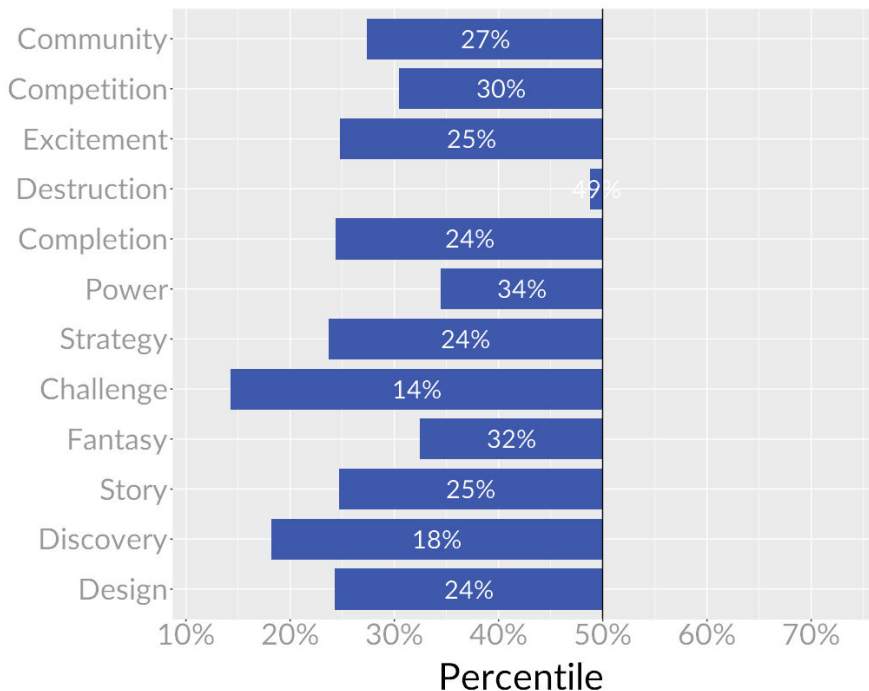 - Anno 1800, Stellaris, Pokémon Sword and Shield, Cities: Skylines

Motivation	Percentile
Community	26%
Competition	25%
Excitement	26%
Destruction	42%
Completion	71%
Power	62%
Strategy	67%
Challenge	39%
Fantasy	62%
Story	60%
Discovery	55%
Design	53%

Percentile

Motivation Profile
- Is most interested in Completion (collect stars, complete all missions) and Strategy (planning, thinking, making decisions).
- Is least interested in Excitement (fast-paced, thrilling, surprises) and Competition (duels, matches, leader boards).

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ANARCHIST PROFILE

- **Gender**
  - Male: 88% / Female: 11% / Non-Binary: 1%
  - Right around average % of female gamers (12%)

- **Age**
  - Median: 26
  - Right around average (26.5)

- **Gamer Type**
  - Casual: 17% / Core: 74% / Hardcore: 8%
  - Much lower % of hardcore gamers (21%)

- **Gaming Frequency**
  - Typical number of days per week where they play games for more than 30 minutes
  - 0-1 day: 10%
  - 2-3 days: 26%
  - 4-5 days: 27%
  - 6-7 days: 38%
  - Much lower gaming frequency than average (5%/20%/25%/50%)

- **Popular Games**
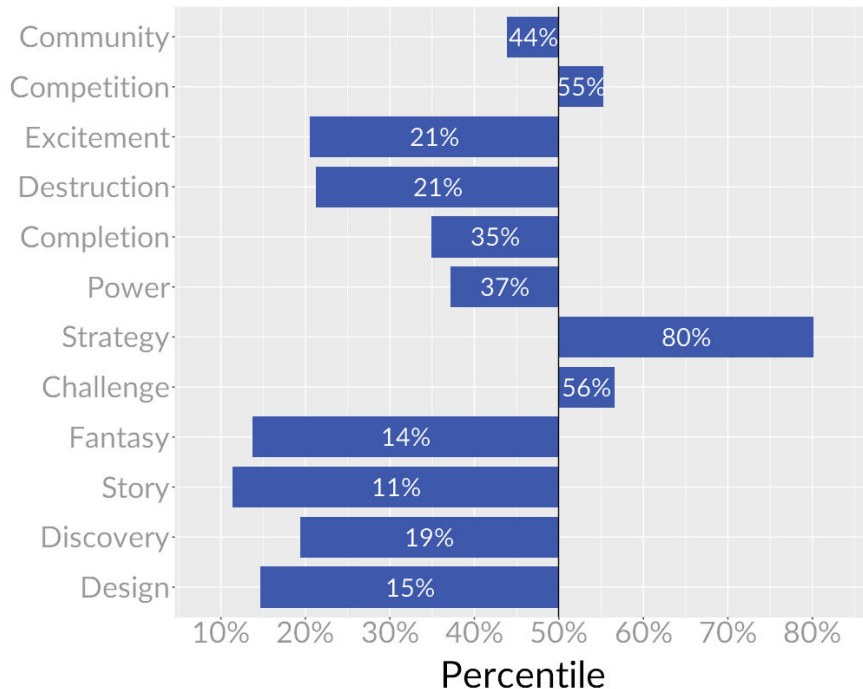 - Total War, Arknights, AC: Odyssey, XCOM 2, RimWorld, Dying Light

Motivation	Percentile
Community	27%
Competition	30%
Excitement	25%
Destruction	49%
Completion	24%
Power	34%
Strategy	24%
Challenge	14%
Fantasy	32%
Story	25%
Discovery	18%
Design	24%

Percentile

Motivation Profile
- Is most interested in Destruction (guns, chaos, mayhem).
- Is least interested in Challenge (high difficulty, practice, mastery) and Discovery (experiment, tinker, explore).

GRANDMASTER PROFILE

- **Gender**
  - Male: 92% / Female: 7% / Non-Binary: 1%
  - Moderately lower % of female gamers than average (12%)

- **Age**
  - Median: 27
  - Right around average (26.5)

- **Gamer Type**
  - Casual: 10% / Core: 68% / Hardcore: 22%
  - Right around average in terms of gamer type (21%)

- **Gaming Frequency**
  - Typical number of days per week where they play games for more than 30 minutes
  - 0-1 day: 7%
  - 2-3 days: 21%
  - 4-5 days: 26%
  - 6-7 days: 45%
  - Slightly lower gaming frequency then average (5%/20%/25%/50%)

- **Popular Games**
  - Teamfight Tactics, Europa Universalis IV, Hearts of Iron IV, XCOM 2, Slay the Spire
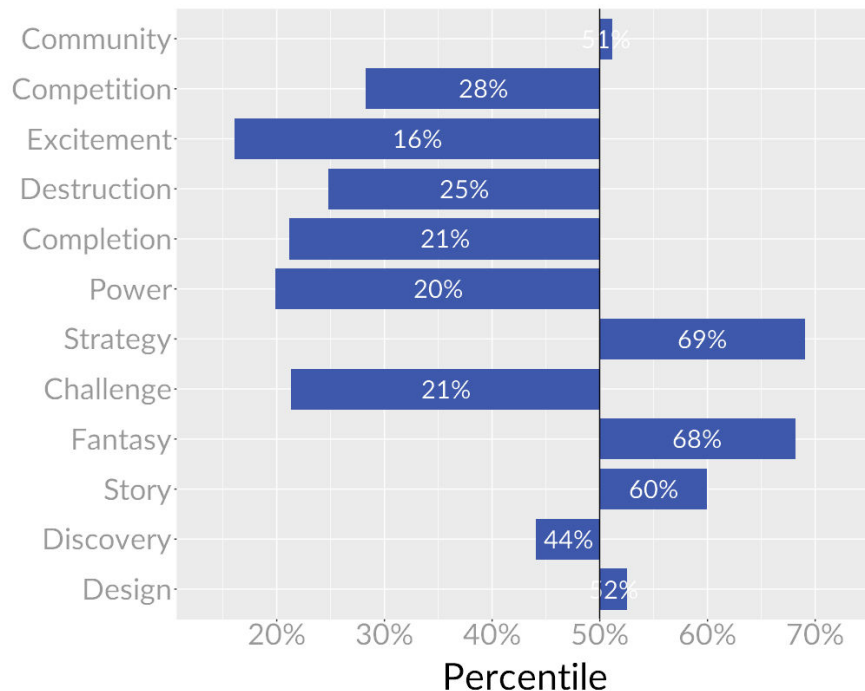
Motivation	Percentile
Community	44%
Competition	55%
Excitement	21%
Destruction	21%
Completion	35%
Power	37%
Strategy	80%
Challenge	56%
Fantasy	14%
Story	11%
Discovery	19%
Design	15%

Percentile

Motivation Profile
- Is most interested in Strategy (planning, thinking, making decisions) and Challenge (high difficulty, practice, mastery).
- Is least interested in Story (interesting narrative, characters, lore) and Fantasy (being someone else, somewhere else).

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EMPEROR PROFILE

- **Gender**
  - o Male: 79% / Female: 19% / Non-Binary: 2%
  - o Moderately higher % of female gamers than average (12%)

- **Age**
  - o Median: 28
  - o Slightly older than average (26.5)

- **Gamer Type**
  - o Casual: 11% / Core: 79% / Hardcore: 10%
  - o Much lower % of hardcore gamers (21%)

- **Gaming Frequency**
  - o Typical number of days per week where they play games for more than 30 minutes
  - o 0-1 day: 6%
  - o 2-3 days: 23%
  - o 4-5 days: 28%
  - o 6-7 days: 43%
  - o Moderately lower gaming frequency than average (5%/20%/25%/50%)

- **Popular Games**
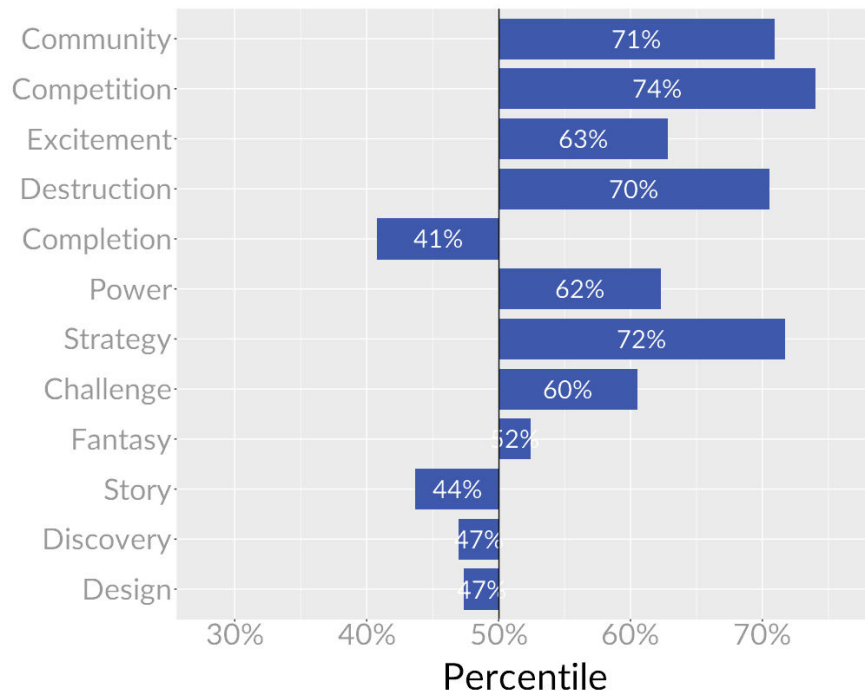 - o Anno 1800, Divinity: Original Sin II, Crusader Kings II, Kingdom Come: Deliverance, Fire Emblem: Three Houses

Bar chart — Percentile:
- Community: 51%
- Competition: 28%
- Excitement: 16%
- Destruction: 25%
- Completion: 21%
- Power: 20%
- Strategy: 69%
- Challenge: 21%
- Fantasy: 68%
- Story: 60%
- Discovery: 44%
- Design: 52%

Motivation Profile
- Is most interested in Strategy (planning, thinking, making decisions) and Fantasy (being someone else, somewhere else).
- Is least interested in Excitement (fast-paced, thrilling, surprises) and Power (leveling up, getting powerful gear).

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MILITARY STRATEGIST PROFILE

- **Gender**
  - Male: 93% / Female: 6% / Non-Binary: 1%
  - Much lower % of female gamers than average (12%)

- **Age**
  - Median: 24
  - Moderately younger than average (26.5)

- **Gamer Type**
  - Casual: 4% / Core: 64% / Hardcore: 32%
  - Much higher % of hardcore gamers (21%)

- **Gaming Frequency**
  - Typical number of days per week where they play games for more than 30 minutes
  - 0-1 day: 3%
  - 2-3 days: 13%
  - 4-5 days: 23%
  - 6-7 days: 61%
  - Moderately higher gaming frequency than average (5%/20%/25%/50%)

- **Popular Games**
  - Mount & Blade II: Bannerlord, Teamfight Tactics, VALORANT, Rust, Rainbow Six: Siege, PUBG

Percentile

Community 71%
Competition 74%
Excitement 63%
Destruction 70%
Completion 41%
Power 62%
Strategy 72%
Challenge 60%
Fantasy 52%
Story 44%
Discovery 47%
Design 47%

Motivation Profile
- Is most interested in Competition (duels, matches, leader boards) and Strategy (planning, thinking, making decisions).
- Is least interested in Completion (collect stars, complete all missions) and Story (interesting narrative, characters, lore).

PLAYER SEGMENTS CIV VI

	Mason	Anarchist	Grandmaster	Emperor	Military Strategist
Motto	"Even the grandest cathedral is built one stone at a time."	"A carefree chaos."	"I consider every path and possibility to find an elegant solution."	"Taking on a role in a rich narrative where I make impactful decisions."	"I outwit my enemies on the battlefield with devious tactics."
Demo. Sketch	Less hardcore.	Much more casual. Lower gaming frequency.	Lower % of female gamers. Slightly older.	Much higher % of female gamers. Somewhat older. Less Hardcore.	Lower % of female gamers. Younger. More hardcore. Higher gaming freq.
Top Mot.	Completion + Strategy + Power	Destruction + (Challenge)	Strategy + Challenge	Strategy + Fantasy + Story	Competition + Strategy + Community
Popular Games	Anno 1800, Stellaris, Pokémon Sword and Shield, Cities: Skylines	Total War, Arknights, AC: Odyssey, XCOM 2, RimWorld, Dying Light	Teamfight Tactics, Europa Universalis IV, Hearts of Iron IV, XCOM, Slay the Spire	Divinity: OS II, Crusader Kings II, Kingdom Come: Deliverance, FE: Three Houses	M&B II: Bannerlord, Teamfight Tactics, VALORANT, Rust, R6: Siege, PUBG

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