

# The 2023 Mobile Gaming Survey

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# By the Numbers: Insights for Scoring Big with Mobile Gamers

Close your eyes. Who do you see when you picture a “gamer”?

Are they on a console or a phone? What types of games do they prefer? Early 20s or middle-aged?

The reality is there’s no one-size-fits-all – especially within the mobile gaming space. New users exist across various demographic groups; the only trick is finding them.

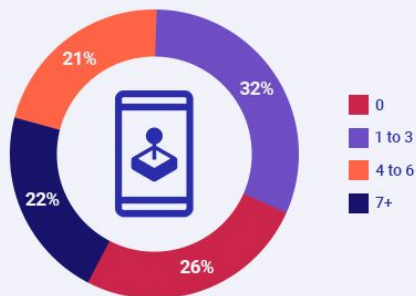
We surveyed 25K US adults across our digital media portfolio for a snapshot of current gaming app usage, likelihood to make in-app purchases, and the channels that motivate users to install new games.

We’re breaking down the findings and sharing key takeaways to help mobile marketers level up their user acquisition (UA) and retention strategies.



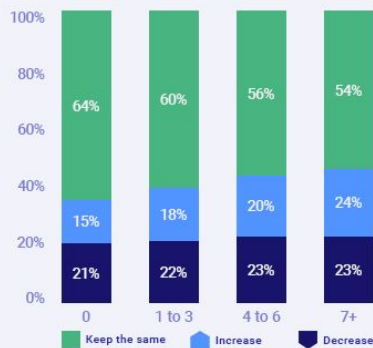
# The Basics: Gaming App Usage

Numbers of gaming apps consumers have on their phones



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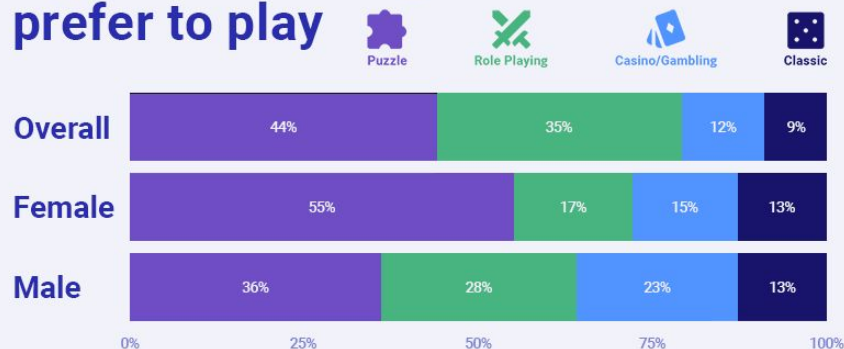
Expected change in number of gaming apps over the next 12 months



74% of respondents have at least one gaming app on their phones. Compared to other generations, Gen Zers have the most apps (81% boast four or more) and are most likely to download new ones. The same goes for those who prefer role-playing and simulation games. Across segments, the more apps a gamer has, the more likely they will download new ones within the next year.

# The Basics: Gaming App Preferences

## Types of mobile games consumers prefer to play

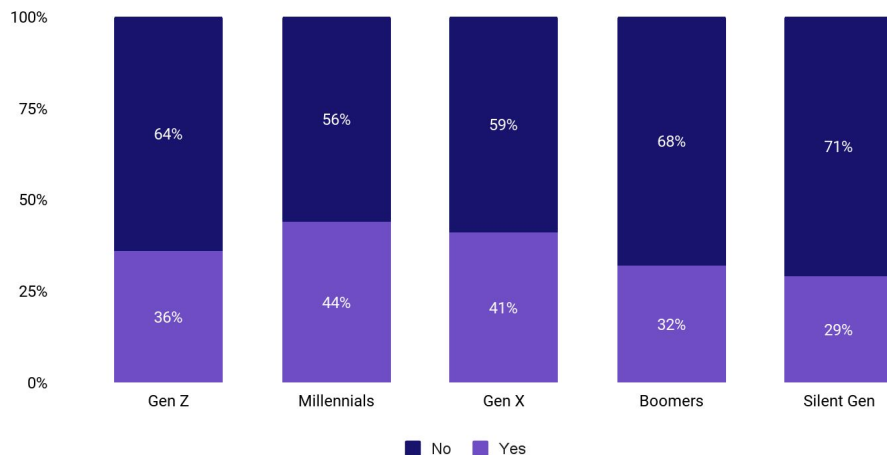


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When it comes to the types of games people prefer, puzzle apps – like match-3, word, and trivia games – reign supreme, followed by role-playing (RPG, simulation), casino/gambling (slots, poker, bingo), and classic games (board, card, dice). Women rank casino games second to puzzles, while men are more drawn to RPG games (they are 87% more likely than women to prefer this category).

# The Role of Rewards in Mobile UA

## Users who have downloaded a game in exchange for a monetary reward



38% of respondents have downloaded and played a new game in exchange for a monetary reward. This may mean completing a “deal” on an Offerwall to earn reward credits or watching a rewarded video ad. Compared to other generations, Millennials and Gen X are most likely to have downloaded a game in exchange for a monetary reward, while Gen Z is least likely to have done so.

# The Role of Rewards in Mobile UA

## Frequency of in-app purchases in mobile games

- Never
- At least once a year
- At least once a month
- At least once a week
- At least once a day

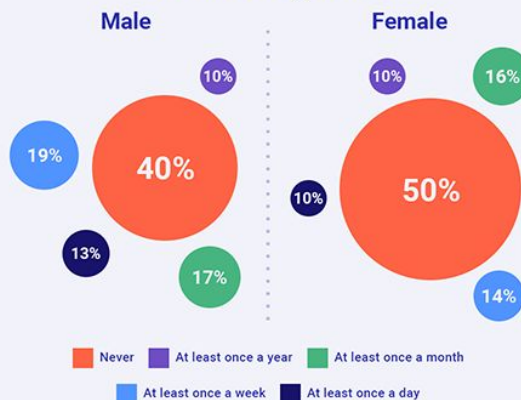


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While there may be some skepticism around the value of rewarded traffic, 65% of rewarded users make in-app purchases versus just 44% of non-rewarded users. The frequency of in-app purchases also varies across traffic types – 34% of rewarded users make in-app purchases as often as once weekly (compared to just 20% of those who have never downloaded in exchange for a reward).

# In-App Purchase Behavior: Male vs. Female

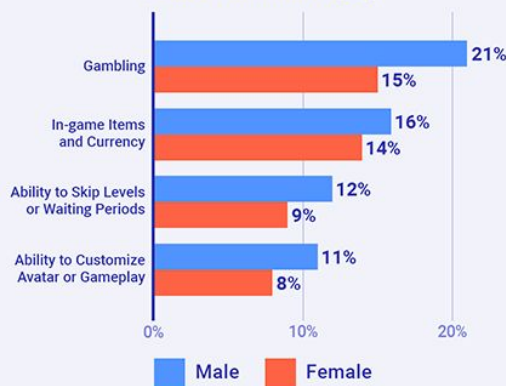
## Frequency of in-app purchases in mobile games



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## Types of in-app purchases in mobile games

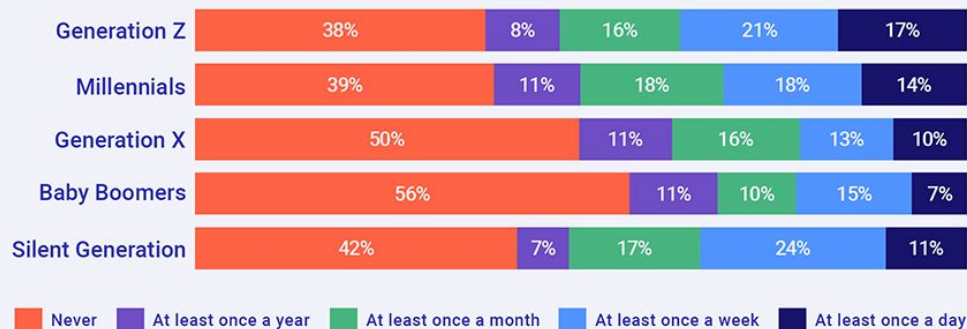
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Demographics like age and gender have a major impact on purchase behavior in mobile games. While men and women are similar in terms of the number of games they have and plans to download new ones, they differ when it comes to in-app spending. Men are 20% more likely than women to make in-app purchases while playing games and lean more heavily toward gambling (versus women who are just as likely to spend money on gambling as in-game currency).

# In-App Purchase Behavior: Generational Trends

## Frequency of in-app purchases in mobile games



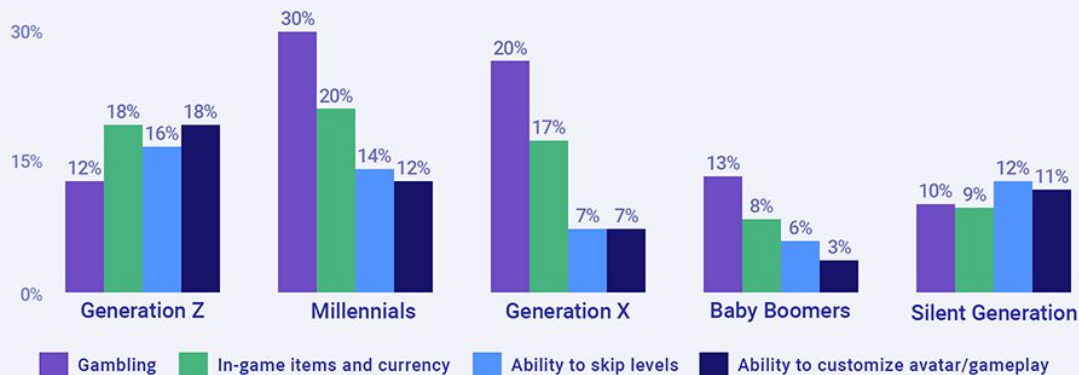
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Sharp divides are also apparent across age groups. Gen Z and millennials are more likely than other generations to make in-app purchases, while over half of Baby Boomers (56%) have never spent money while playing a mobile game.

# In-App Purchase Behavior: Generational Trends

## Types of in-app purchases in mobile games

*(Select all that apply)*



In terms of what they spend their money on – gambling sits at the top of the list for Millennials (they are 150% more likely than Gen Z to gamble in-app), while Gen Z would rather splurge on in-game items (18%) and the ability to customize their avatar and gameplay (18%).

# Key Takeaways for Mobile Game Marketers

As economic pressures continue to rise and consumers search for deals and ways to earn extra cash, incentivized traffic is poised to become more prevalent in mobile UA.

Not only are rewarded campaigns via third-party partners a great way to drive app installs, mobile marketers can also leverage rewards to influence down-funnel engagement.

Whether you're looking to drive new users or monetize existing ones, it's important to take a tailored approach to your acquisition and retention strategies.

# About This Survey

This survey was conducted online via Fluent's portfolio of owned and operated media properties. Data was self-reported by 25K US adults from May 16 – 18, 2023. Results are specific to the Fluent audience and not reflective of the general US Population.

Generations defined as per the Population Reference Bureau:

- **1997 to 2012: Generation Z (9 – 24)**
- **1981 to 1996: Millennials (25 – 40)**
- **1965 to 1980: Generation X (41 – 56)**
- **1946 to 1964: Baby Boomers (57 – 75)**
- **1928 to 1945: the Silent Generation (76 – 93)**

# We've given you a glimpse into Fluent's 10MM+ monthly active users – ready to unlock the value of our unique audience?

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convert the most highly engaged users for your  
mobile game.

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