

The Deloitte Center for Technology, Media & Communications surveyed over 1,102 US consumers in March of 2022, and found that Gen Z consumers (aged 10-25) listed their two most favourite activities as 'Playing video games' and 'Listening to music'.

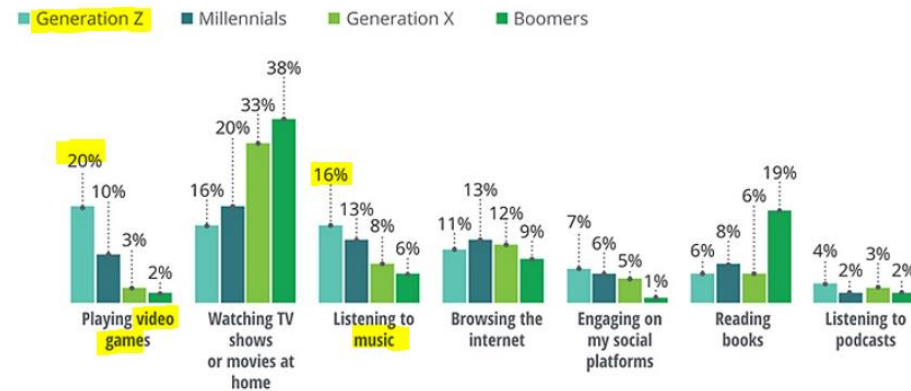


In a different survey, Deloitte found that from 4667 gamers from the US, UK, Germany, Brazil and Japan, 50% of gamers agreed with the statement that they “often discover new music while (they’re) playing video games”. [CLICK HERE](#) for more.

FIGURE 2

Younger consumers continue to gravitate towards gaming and music

Percentage of respondents ranking the following as their No. 1 favorite entertainment activity (from a list of 16)



Notes: N (total)=1,102 US consumers.

Source: Digital media trends, 15th edition (Fall pulse survey, October 2021).

Deloitte Insights | deloitte.com/insights

FIGURE 8

Gaming supports social and emotional needs and takes time away from other entertainment

Gamers who agree with the following statements (percentage gamers)

	US	UK	Germany	Brazil	Japan
Playing video games helps me relax	78	74	69	84	53
Personalizing my game character or avatar helps me express myself	61	54	43	69	39
Video games have helped me get through a difficult time	59	57	40	73	33
Playing video games help me stay connected to other people	53	52	38	69	35
I often discover new music while I'm playing video games	51	50	35	71	41
Making connections with others while playing video games is important to me	48	50	39	61	31
Video games have taken time away from my other entertainment activities	49	55	35	45	44

Notes: N (US gamers) = 1,624; (UK gamers) = 749; (Germany gamers) = 783; (Brazil gamers) = 884; (Japan gamers) = 627. Source: Digital media trends, 16th edition (March 2022).

Deloitte Insights | deloitte.com/insights

