

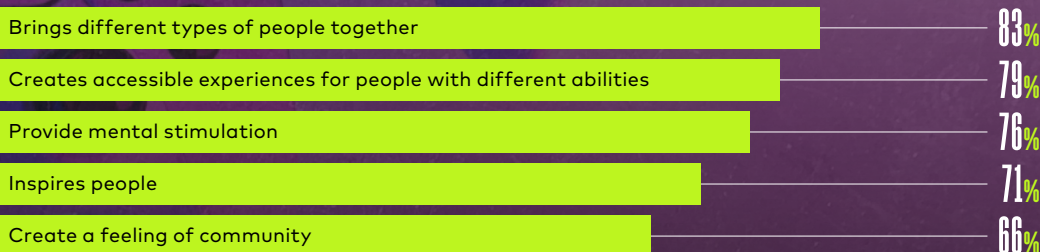
THE POWER OF PLAY

PLAYING VIDEO GAMES...

Gamers in Poland

12,847 active (weekly) gamers were surveyed across 12 markets. Here we present the findings for the 1,019 respondents in Poland.

Brings people together and offers accessibility, mental stimulation, and inspiration



Reduces stress, anxiety and feelings of isolation

Playing video games helps me feel...



Male gamers in Poland are more likely to feel less anxious as a result of playing games

69% vs 62% female

Provides a positive outlet for happiness and resilience during tough times

Playing video games helps me feel happier



Playing video games provides me with a healthy outlet from everyday challenges

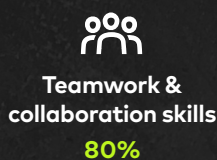
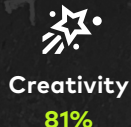
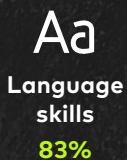


Video games have helped me get through difficult times in my life

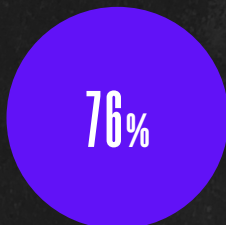


Improves language skills and encourages creativity, collaboration and cognitive skills

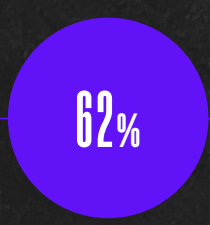
Playing video games can improve...



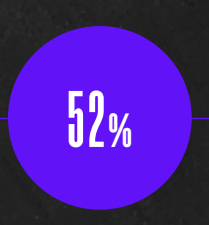
Fosters new relationships, and creates positive experiences and lasting memories



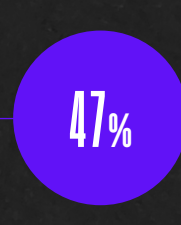
Video games can introduce people to new friends and new relationships



I have had positive experiences meeting people through video games that I otherwise would not have met



Video games have helped me to develop deeper relationships with others



Video games have helped me make lasting memories

74%

of gamers in Poland agree there is a video game for everyone

67%

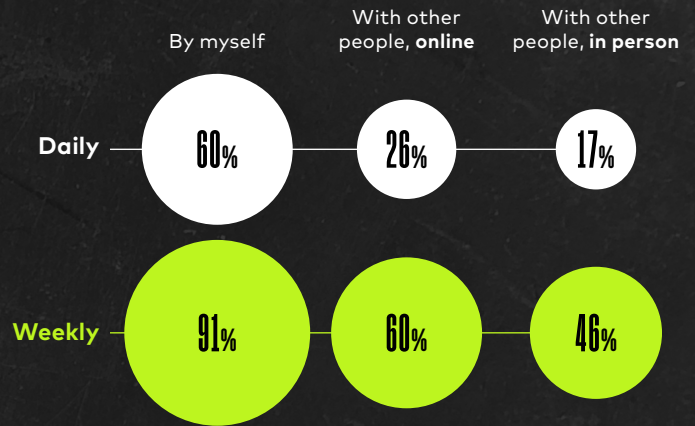
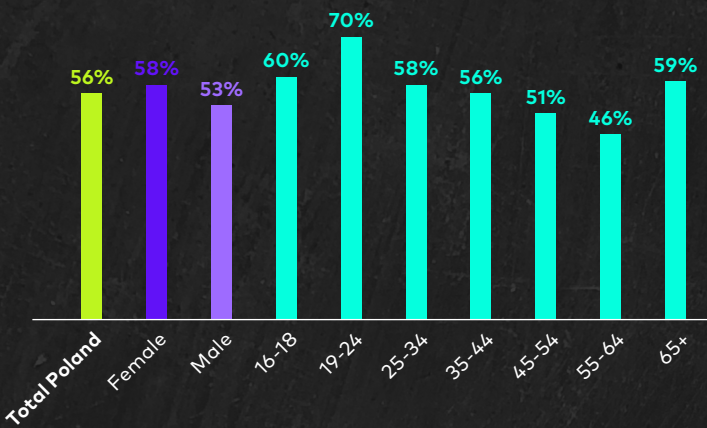
play video games to have fun

62%

play to pass the time

Video games serve as a popular stress relief and relaxation method, particularly for those aged 19-24

Playing alone is most common but when it comes to weekly play, 6 in 10 gamers in Poland are playing with others online

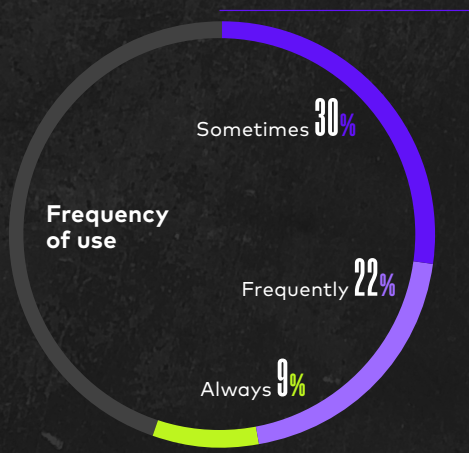


Male gamers are more likely to play with others online



7 in 10

rate their experience of playing with others, online or in person, as positive



61%

of gamers use in-game communication functions

Usage skews towards male gamers and those in the younger age brackets

