

**U.S. Online Gamers:  
*Who are these early  
5G adopters?***

Market Study  
Fourth Quarter 2020





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# **U.S. Online Gamers: *Who are these early 5G adopters?***

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## Market Study

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*iGR*

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## Abstract

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Online gamers benefit from fast Internet speeds and low latency. It is no wonder that they are particularly interested in 5G and will more than likely be some of the first adopters. Who are these online gamers and how do they compare to other U.S. mobile consumers?

This market study focuses on U.S. mobile consumers who have an online gaming subscription. The market study provides a comparison between this group and all U.S. mobile consumers according to their awareness of 5G and likelihood to upgrade, and their awareness of Wi-Fi 6 and likelihood to upgrade. The market study also provides defining characteristics of U.S. gamers, including demographic variables, telecom activities and applications used. The market study uses results from *iGR's* October 2020 survey of over 1,000 U.S. mobile consumers.

Key questions addressed:

- How aware of 5G are U.S. online gamers and other U.S. mobile consumers, both in general and where they live?
- How likely are U.S. online gamers and other U.S. mobile consumers to buy a 5G phone and upgrade to 5G service in the next year?
- How aware of Wi-Fi 6 are U.S. online gamers and other U.S. mobile consumers? How likely is each group to upgrade to Wi-Fi 6 in the next year?
- How likely are U.S. online gamers and other U.S. mobile consumers to support the deployment of 5G small cells where they live?
- Which online gaming services do U.S. online gamers subscribe to?
- What are some demographic characteristics of U.S. online gamers when compared to all U.S. mobile consumers?
- How do U.S. gamers' online activities compare to those of all U.S. mobile consumers?
- Which video and communication applications do U.S. gamers use? How do these compare to those of all U.S. mobile consumers?

Who should read this report?

- Mobile operators
- Mobile infrastructure vendors
- Cable MSOs and other fixed broadband providers

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