

US Hispanics Lead the Way in Video Game Usage, Purchases and Technology Adoption

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At the Electronic Entertainment Expo (E3) in Los Angeles in June, ThinkNow Research, a leader in Hispanic consumer market research, released their findings of a nationwide study on the use of video games and gaming by Hispanic consumers. Bottom line—U.S. Hispanics are avid video game players, outpacing the general market in usage, purchases and technology adoption.

According to ThinkNow Research Managing Partner, Mario X. Carrasco, “In some ways, Hispanic gamers are similar to their non-Hispanic counterparts. But in many ways, they are much different. For example, Hispanic gamers spend about a third more time each week playing video games. In addition, like many other things in the Hispanic culture, gaming is used as a reason for social gatherings, much more so than with non-Hispanics. Hispanics also seem to be ahead on the mobile technology adoption curve, with Hispanics more likely to play games on their mobile devices. And the most popular game among Hispanics? Call of Duty.”

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To learn more about this study and to download a copy of the results, go to: www.HispanicGamers.com.

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