

Reflex to lift the lid on social gaming at ICE

Millennials are largest demographic amongst 6,130 respondents

Social gamers are hungry for content, happy to buy entertainment time and more likely to play traditional pub style fruit machine products than casino themed games.



These and other key findings are based on the responses of 6,130 social gamers to an online attitudinal and behavioural census conducted by ICE exhibitor and Sunday Times Top 100, fastest growing tech company, Reflex Gaming.

The Reflex Census, which was sent to a total of 15,366 devices, secured a statistically sound response rate of 39.9% (6,130 individuals) and is believed to be the biggest body of research ever undertaken amongst social gamers in the UK.

Expanding on the findings and their significance for the digital gaming sector, Quentin Stott, Managing Director of Reflex, said: "This is an extremely robust body of research and one whose findings shine a light on the behaviour, attitudes and intentions of social gamers – a player segment of which very little was known, until now.

"In terms of drilling down into the research we are able to segment by age, gender and working status, thereby providing a much more detailed analytical picture. Significantly, the

largest single demographic in the survey is 25 – 34 year olds (48%) whose responses provide a window on the playing habits and motivations of Millennials.

„As a result of this research we have the permission of no fewer than 1,963 social gamers to involve them in future focus group style initiatives which presents opportunities to partner with online operators interested in road testing game concepts.”

The Reflex Census has significant implications for the digital gaming sector covering topics including:

- *_The propensity of social gamers to purchase extra credits_*
- *_The proportion of social gamers migrating to real money gaming_*
- *_The use of social media_*
- *_Favourite game categories for real money gaming_*
- *_The most effective incentives to encourage real money play_*
- *_Ranking of real money gaming environments_*

Stott concluded: „We have been hugely encouraged by the volume of respondents, the response rate of nearly 40% and of course the commercial and strategic implications of the findings. It’s our intention to release the survey findings at ICE.”

Reflex Gaming. which was named one of the UK’s fastest growing privately owned tech companies in The Sunday Times Hiscox Tech Track 100, specialises in the design and production of market-leading gaming machines to industry clients throughout the UK. Through investment in people and technology, Reflex can take it’s proven land-based games and make them playable via mobile and tablet technologies. The company is exhibiting on Stand S8-110 at ICE Totally Gaming.

For more information on ICE and to register for free tickets,
visit:

„www.icetotallygaming.com“: <http://www.icetotallygaming.com>