



2024 Esports Survey

Results Infographic

So long, dark and dingy basement stigma, and hello, healthy, social, and actively engaged gamer!



91%

Identify as male, 6% as female and 2% as non-binary.



32%

Live in Auckland, with second being Waikato, and third in Canterbury.



73%

Use Fibre as their preferred internet connection

Did you know

Female gamers make up 48% of NZ's gaming scene.* While esports remains male-dominated, this current shift could bring more women into the scene.



Breaking gamer stigma

Did you know

Active NZ 2023 Participation Trends show the average Adult spends 4.8 hours per week active, this means esports players are 70% more active than the average nz adult.



7.8 hours

per week on average, being physically active (running, gym, sports, etc.).



60%

of respondents stated that they play at least one traditional sport weekly.



top sports

Soccer (34%), basketball (22%), and tennis (16%).



Esports, a social sport

37% says they play with online and real friends
20% says they play with real friend



91%

says esports helped them build friendships



School Students

56%

Says esports made them more confident to be involved in other school activities

87%

Says esports helped them socially connect with others

62%

Feel closer to teachers who support them in esports

65%

Says esports make them more excited for school

67%

Feel supported by their parents in esports

54%

Says esports helped them in other academic subjects