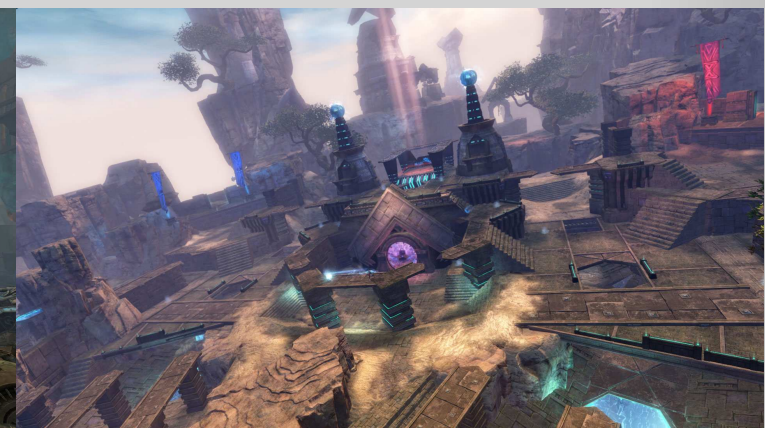




# **GUILD WARS 2**

## **2013 international survey**

*An independent survey based on players opinions*





# About this survey...

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- *GameStatistics* is a very small French company which **conducts online surveys on various videogames topics**.
- This survey was focused on the game **Guild Wars 2**, developed by **ArenaNet** and published by **NCSOFT**. This is not an “official” survey, and it has not been ordered by the developers / publishers of the game.
- It is the **second survey** made by *GameStatistics* on Guild Wars 2. A first one had been made in 2012, on French players only. This second survey is enlarged to an international audience.
- Thanks to :
  - Kwisatz of *GuildWars2-online.com* who translated the survey and this report for Spanish players
  - The various websites administrators who allowed us to spread the survey
  - *ArenaNet* for their interest on this survey
  - And of course, all the survey respondents

# INTRODUCTION

- *Background and objectives*
  - *Methodology*
  - *Technical notes*
  - *Sample description*





# Background and objectives



- Guild Wars 2 has been released end August 2012, and is currently one of the most popular MMORPG. It had very positive critics (91 in *metacritics*), and ArenaNet claims it had been sold to 3,5 millions of players.
- A **first survey on** Guild Wars 2 players had been made by *GameStatistics* in **November 2012**.
  - **Three months** after its official release
  - Based on **French players only**
  - Full report of this first survey available on [www.gamestatistics.fr](http://www.gamestatistics.fr) (in french only)
- This **new survey** has been made by *GameStatistics* in **September 2013**.
  - **One year** after Guild Wars 2 official release
  - **International audience** : French, Spanish and English-speaking (international) players
- Various topics about the game have been covered in this new survey, so as :
  - **Satisfaction** of Guild Wars 2 players
  - **Loyalty** of Guild Wars 2 players
  - **Strengths and weaknesses** of the game
  - Opinions and usage of Guild Wars 2 **shop**
  - Opinions on **releases**
  - Players **activities**
  - And various other topics....



# Methodology



- Population : all **guild Wars 2 players** or old players.
- Methodology : **Online survey in free access**, available in English, French and Spanish. ~10 minutes length.
- Communities : three different communities were targeted : International, French and Spanish players
  - German-speaking players were not specifically targeted (no German translation available)
- Respondents sources : link for the survey was available from various sources, in order to **mix all kinds of players opinions** :
  - Forums from Guild Wars fan sites (English, French and Spanish) : *GuildWars2 Guru, JeuxOnline, UniversVirtuels, Guild Wars 2 Online, Guild Wars 2 Spain...*
  - Forums from generalist videogames websites : *MMORPG.com, RockPaperShotgun, Jeuxvideo.com, Canard PC, Mediavida...*
  - Reddit
  - Twitter (retweets from Arenanet Community Managers)
  - Official Guild Wars Forums
- Fieldwork Dates : survey was available **one week** to all volunteers, in **September 2013**
- Sample size : about **6500 players opinions** about the game have been collected.



# Technical notes



## ■ Communities differences :

- For most of the covered topics, **results are quite close between the four main server types** (International Europe, International North-America, French and Spanish).
- Consequently, **most of the results included in this report mix all kind of players**. However, any topic with significant differences between communities will be specified in this report.

## ■ Comparison with previous survey :

- We are not able to compare directly the global 2013 results with the previous survey done 2012, as it was done on French respondents only ...
- but we CAN use the results of the **French part of the 2013 sample to see how they have evolved since last year** (wording and questionnaire structures are very similar between the two surveys).

## ■ Sample selection limits :

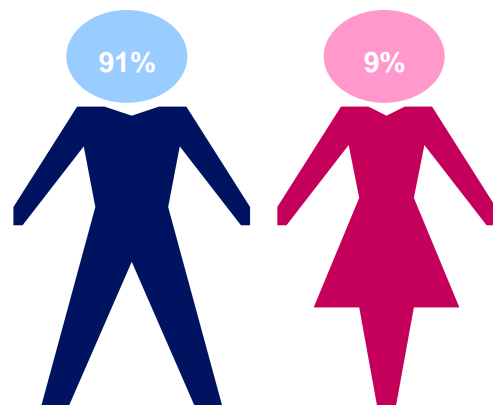
- Sample cannot be regarded as truly “representative” of Guild Wars 2 players population, because of the methodology used (based on free access and not an online panel)
- However, we can consider **it is representative at least of the main involved players**.
- Overall stability of results between communities and 2012 vs 2013 shows that even if the methodology is not perfect, the **overall trends are a real indicator of players opinions about the game**.



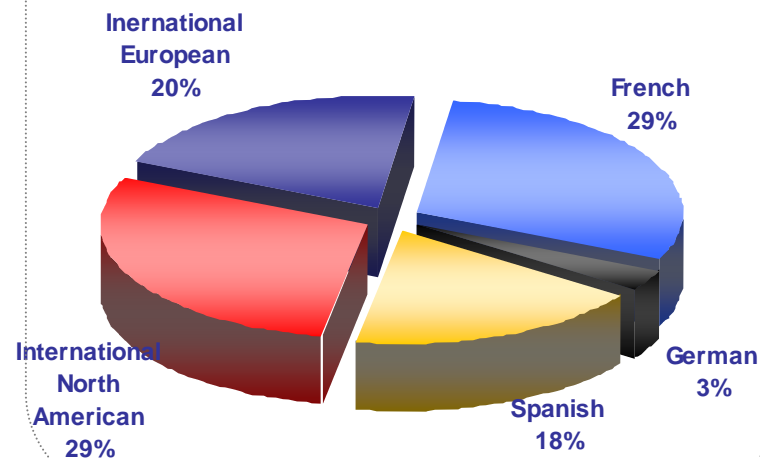
# Sample description



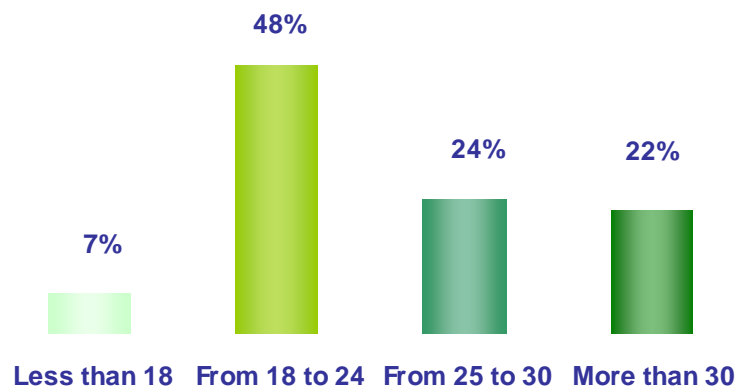
Gender



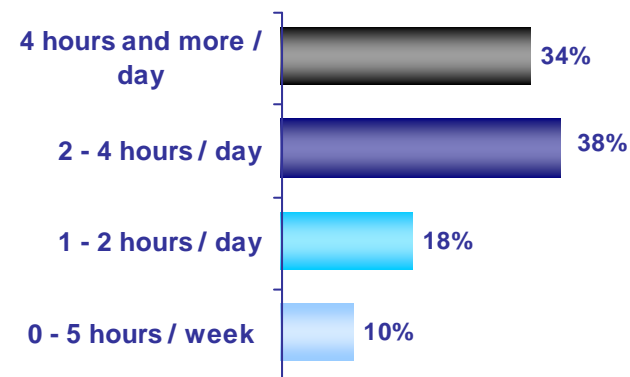
What kind of server do you play most of the time?



Age

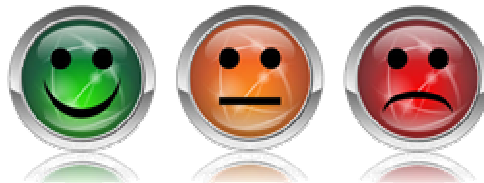


How often do you play or have played Guild Wars 2?



# SATISFACTION

- *Overall satisfaction*
- *Satisfaction by community*
- *2012 vs 2013 satisfaction*
- *Other satisfaction breakdowns*





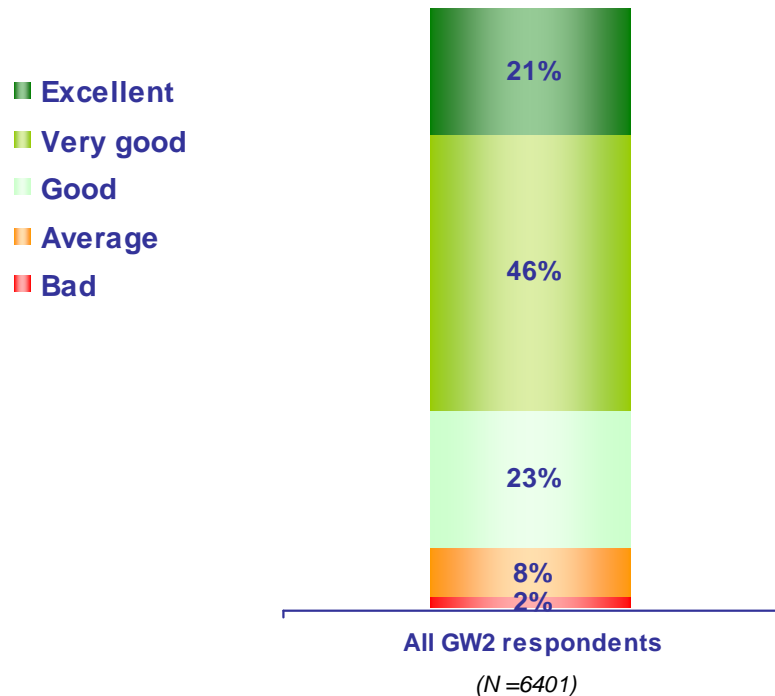


# Overall satisfaction



*Generally speaking, what do you think of the game Guild Wars 2?*

*Would you say it is a game which is...?*



*Generally speaking, how would you rate  
Guild Wars 2, on a scale of 1 to 10?*



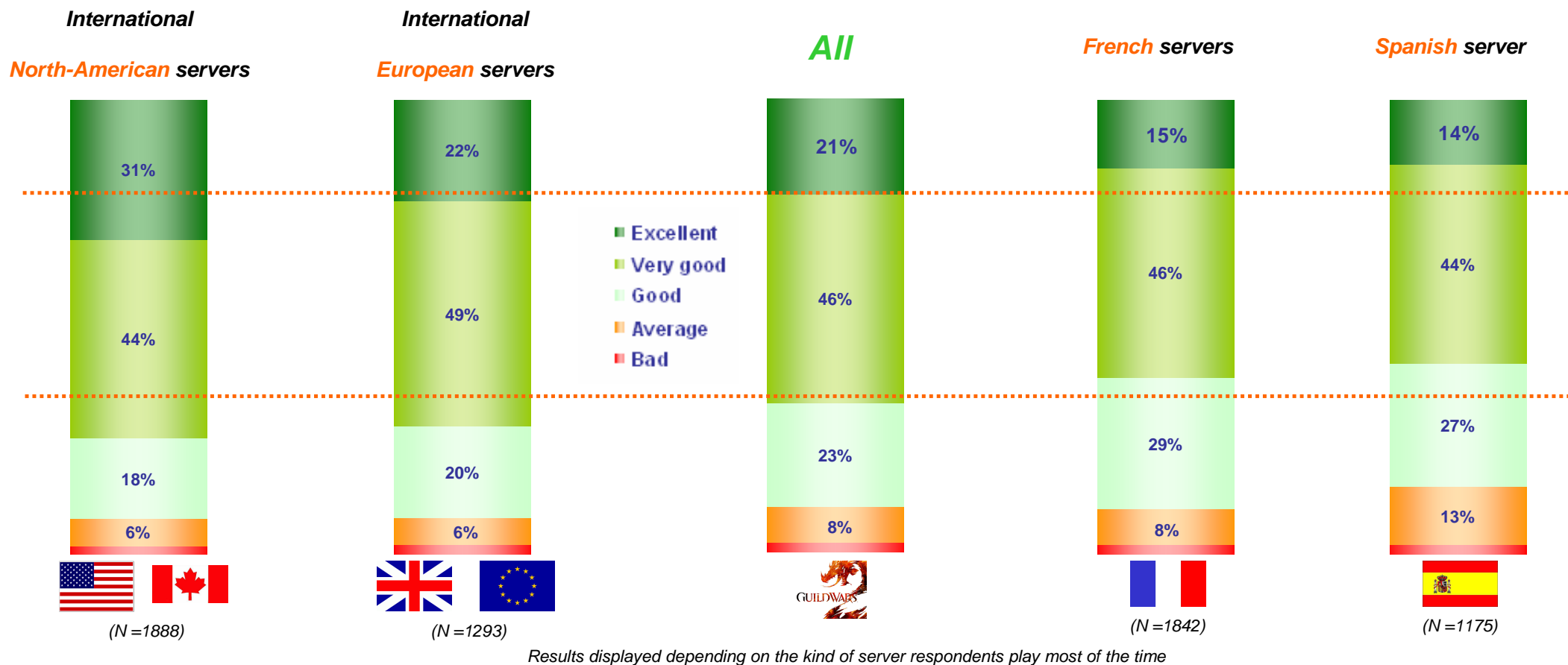
**7.8 / 10**

*Average notation on all respondents*

- **About 2/3 of the respondents have a very good or an excellent opinion of Guild Wars 2.** Only a very small proportion of them (~ 10%) used negative terms to qualify the game.



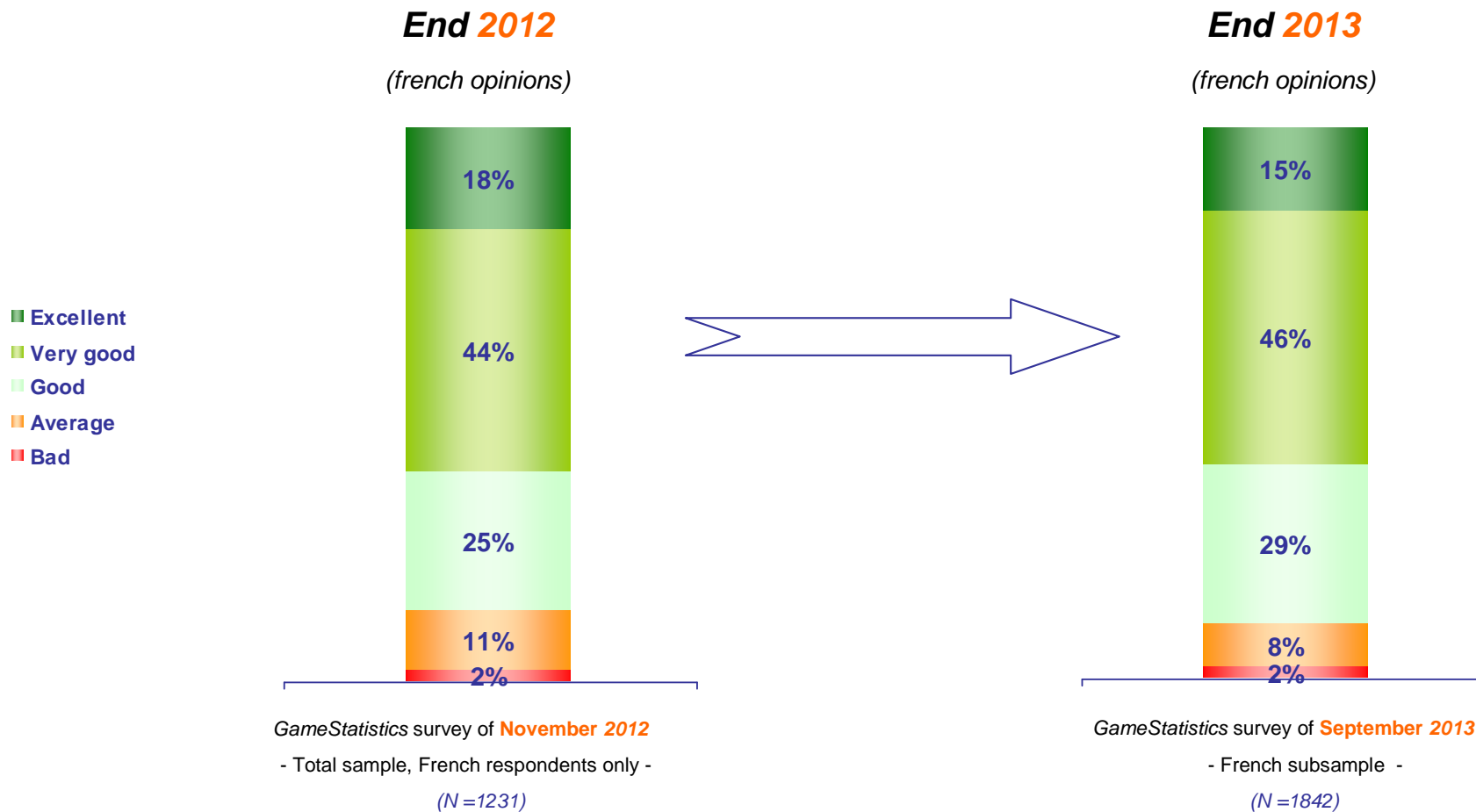
# Satisfaction by communities



- **Spanish and French players tend to be a bit less satisfied with the game ; on the contrary, players from North-America are the most enthusiasts.** They are probably more due to sociologic reasons, than a real different assessment of the game.
- As a reminder, German-speaking players were not specifically targeted by the survey, due to translation issues.



# 2012 vs 2013 satisfaction



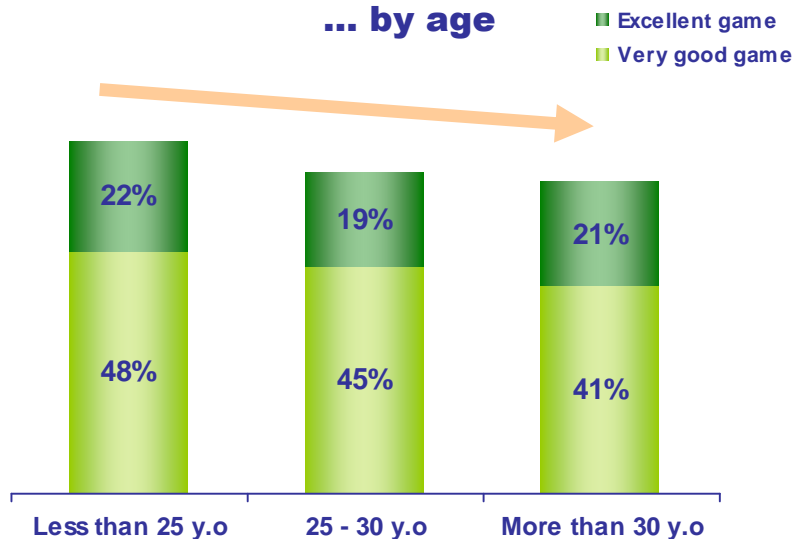
- It appears that **players overall opinion about the game is very stable** : compared to 2012 survey, French players are almost as numerous in 2013 to consider that the game is “excellent” or “very good”. One year later, the satisfaction of players remains high.



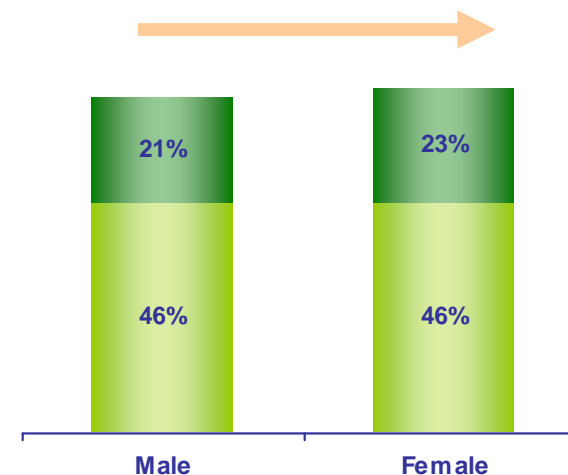
# Other satisfaction breakdowns



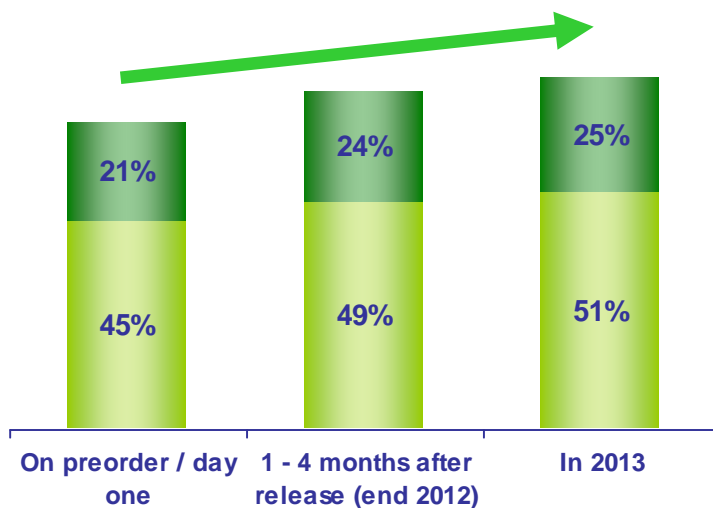
... by age



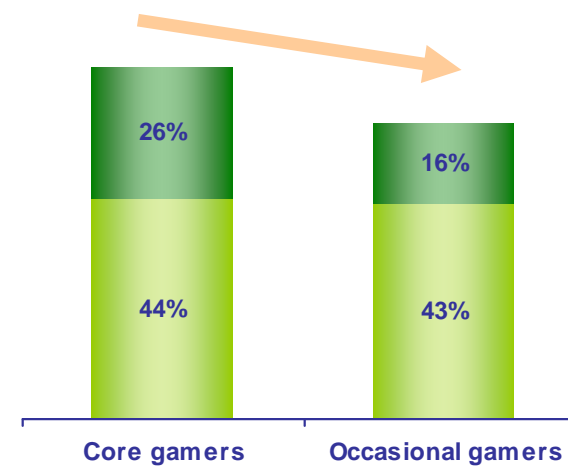
... by gender



... by date of purchase



... by player type



# LOYALTY

- *Players loyalty*
- *Current competition*
- *Future competition*





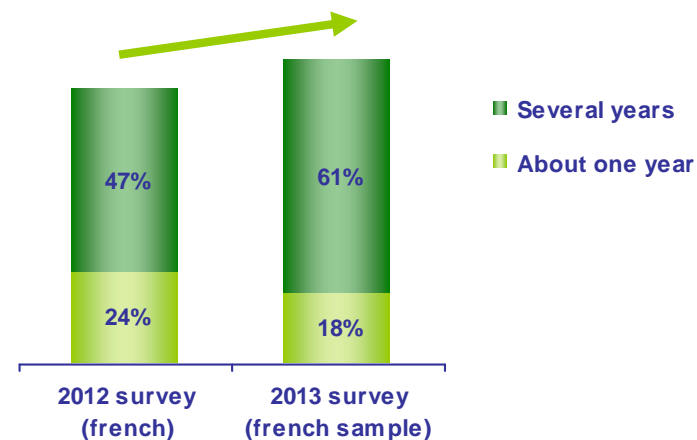
# Players loyalty



*How long do you think you will play Guild Wars 2 ?*



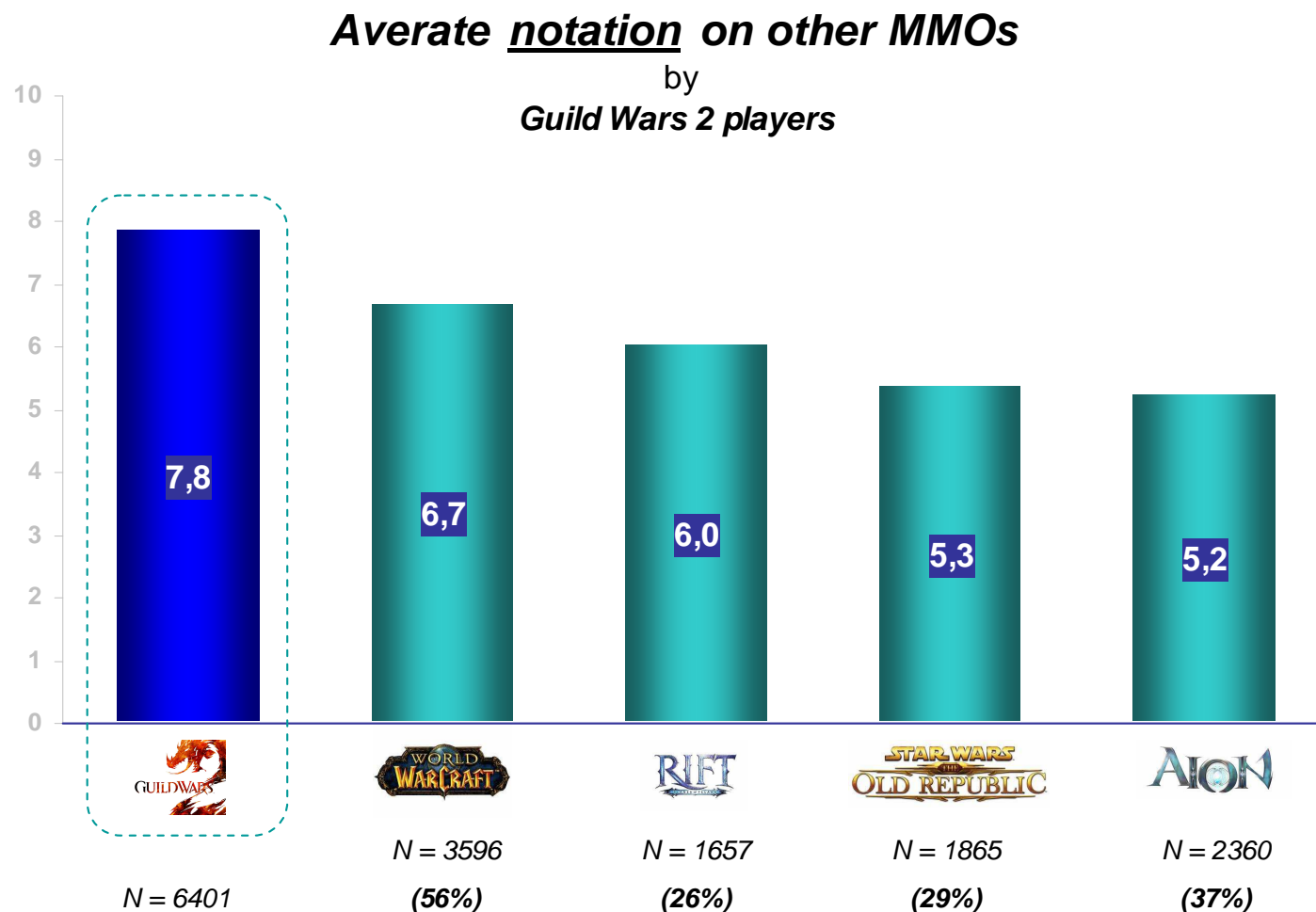
## Evolution 2013 / 2014



- **High loyalty of players about the game** : almost 2/3 of respondents think they will play Guild Wars 2 “several years”. Like for satisfaction, these loyalty results are quite close for each communities, even if Spanish results are a bit lesser than the others.
- These 2013 results for the French sample are even higher than those observed in 2012 survey : **loyalty remains high even one year after Guild Wars 2 release.**



# Current competition



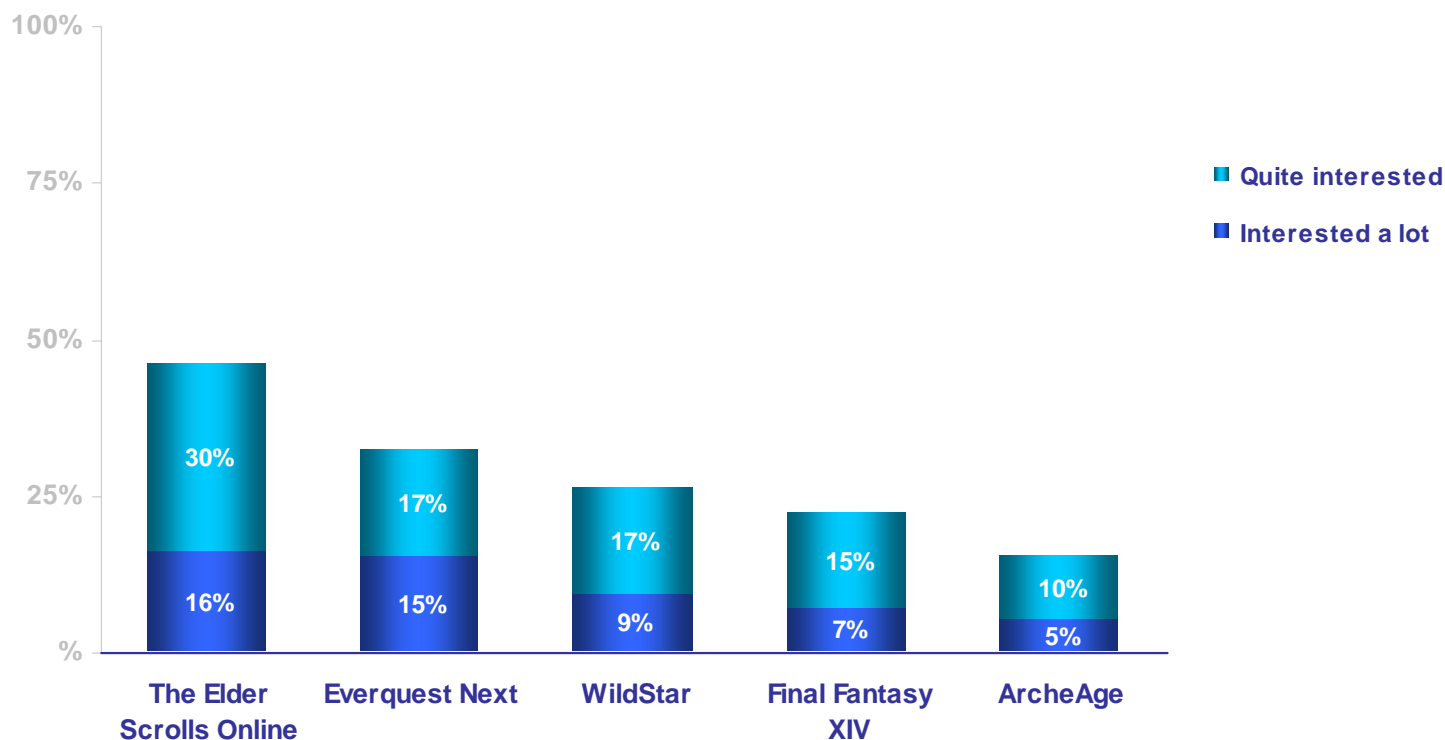
- Even if almost all Guild Wars 2 players already has played at least one of the other main MMO, most of them **prefer Guild Wars 2 to its main competitors** (at least the most well-known).



# Future competition



*For each of the games to come below, please indicate if you're very interested, quite interested, a bit or not at all interested.*



- *The Elder Scrolls online* seems to be the major threat for Guild Wars 2 in the future, followed by *Everquest Next*. **60% of respondents said they are interested by at least one of these two titles.** 2013 was a “peaceful year” for Guild Wars 2, but 2014 will probably be much more challenging.



# STRENGTHS and WEAKNESSES

- *Opinions on specific parts of the game*
  - *Main strengths and weaknesses*
    - *2012 vs 2013 evolution*



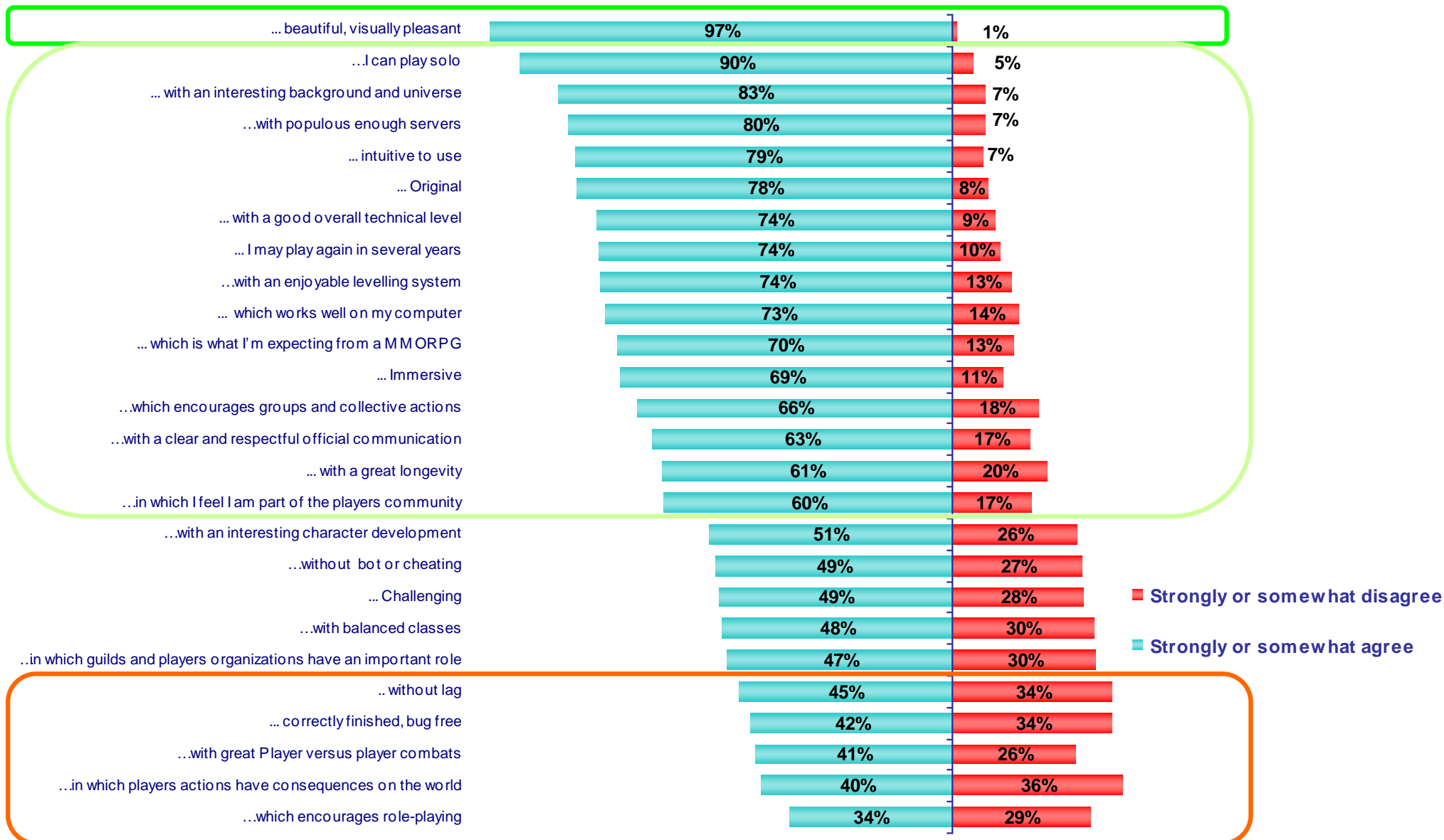


# Opinions on specific parts of the game



Would you say that Guild Wars 2 is a game...

Positive





# Main strengths and weaknesses



## ■ Strengths :

- **Almost all players say the game is beautiful**, which is probably the main strength of Guild Wars 2.
- **Many other points have a lot of positive opinions**, such as background, originality or leveling system.

## ■ Weaknesses :

- There is **no real “major” weakness**, as positive opinions are always more numerous than negative ones.
- But there are **divided opinions on many points, such as PvP, roleplaying, and the lack of consequences** in players actions.
- Many players also point out the bugs and the lag, but *GameStatistics* experience on other MMO shows that Guild Wars 2 reception on these points is not specifically low.

## ■ Communities differences :

- **These strengths and weaknesses are globally the same, whether the players come from International European, International north-American, Spanish or French servers.**
- Naturally, as French and especially Spanish players are overall a bit less satisfied with the game (see “satisfaction” part), many of their specific opinions on the game are a bit lesser too.
- Spanish players are particularly dissatisfied of PvP (37% of negative opinions, vs 23%). Leveling system, immersion and background also have significantly lower results.
- Spanish and International players from Europe are quite more numerous to say that the game does not work well on their computer.

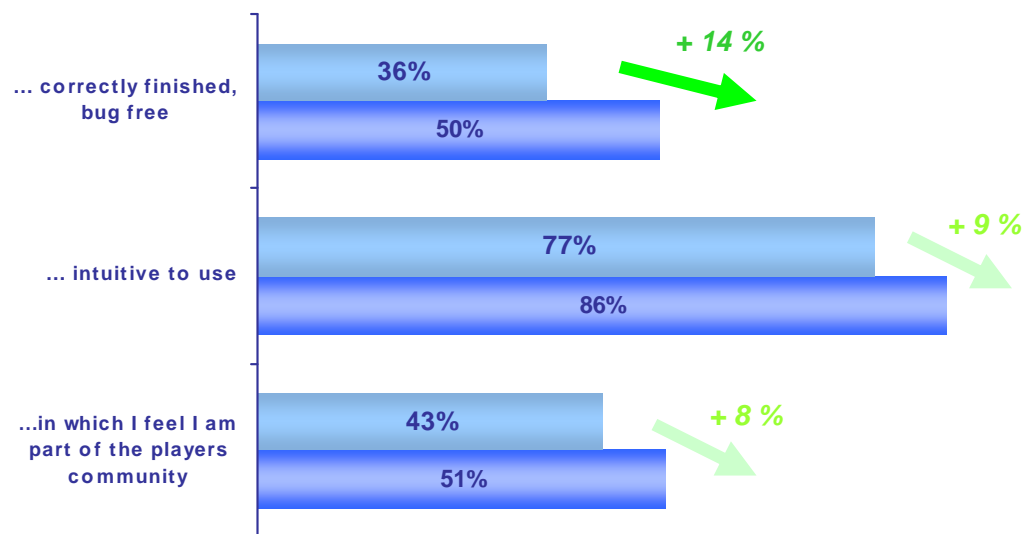


# 2012 vs 2013 evolution



- Most of these results are stables, if we compare 2013 (French sample) with 2012, but there are a few interesting exceptions :

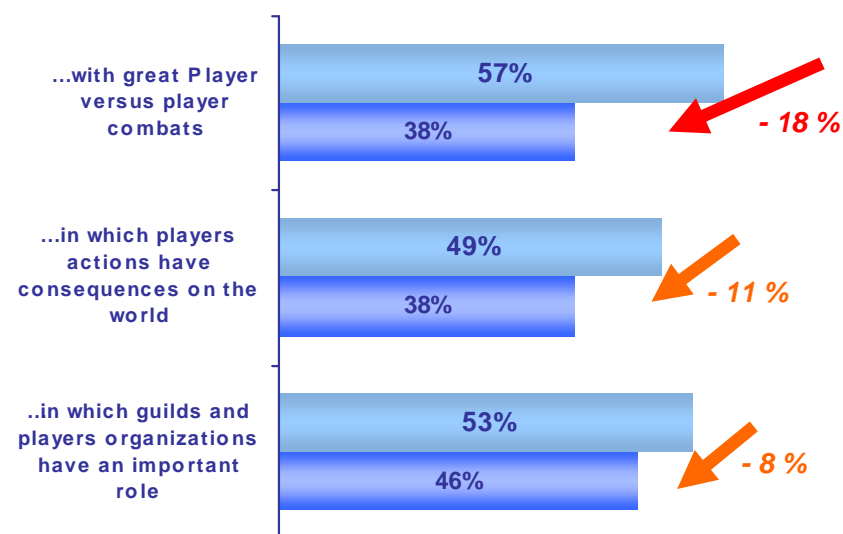
## Main 2012 - 2013 POSITIVE evolutions ( % of players strongly or rather agree)



■ 2012 results

■ 2013 results

## Main 2012 - 2013 NEGATIVE evolutions ( % of players strongly or rather agree)



# SHOP

- *Purchase frequency on the shop*
  - *Purchasers profiles*
  - *Opinions on shop*

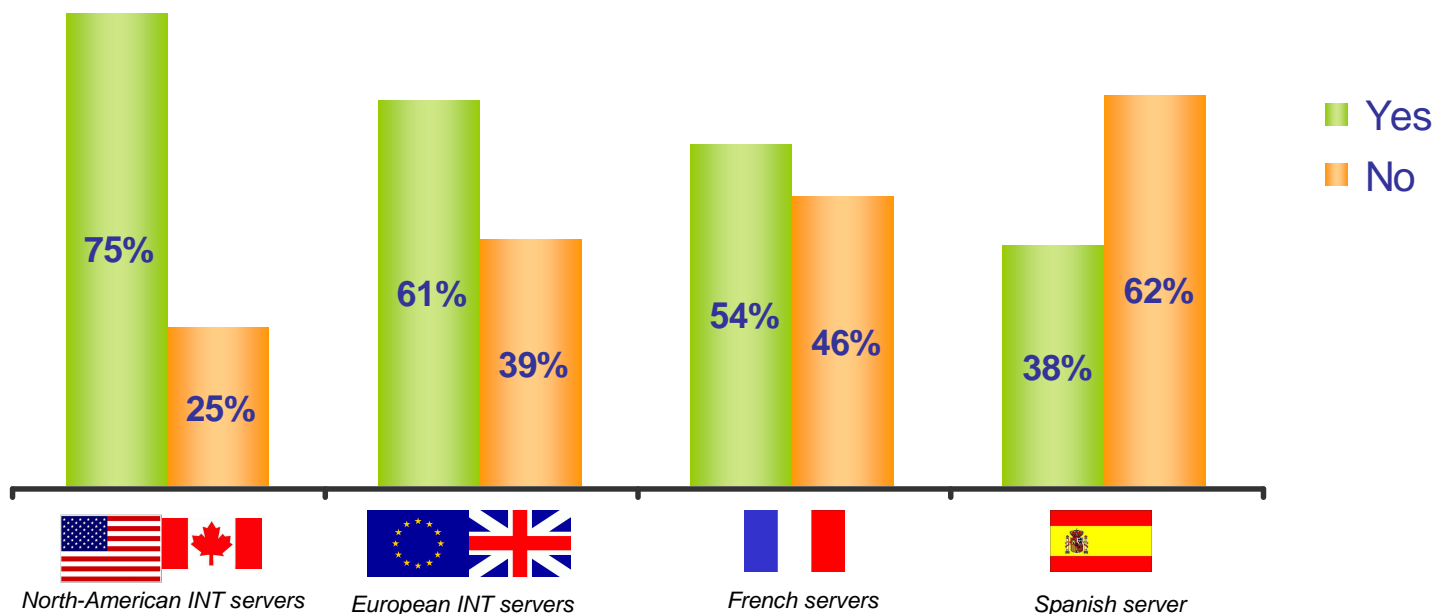




# Purchase frequency on the shop



*Have you ever bought gems with real money, through the game online shop or with physical cards?*



- **Purchase frequency on the shop varies a lot from a community to another** :  $\frac{3}{4}$  of the respondents who play on north-American servers have bought at least one time something in the shop (or with physical card), whereas they are only 38% in the Spanish server. Players from International European or French server are on an intermediary level. It reflects different economical contexts, but probably also different attitudes regarding online purchases.



# Purchasers profile



## INTENSIVE Purchasers (7%)



GW2 players who spent **more than 100 euros** in past three months in the shop

- Average age of **28**
- **45%** of them play Guild Wars 2 more than 4 hours a day
- Average money spend in past 3 months : **~140 euros**
- **61%** think that Guild Wars 2 is a very good or excellent game

## MODERATE Purchasers (46%)



GW2 players who spent **from 1 to 100 euros** in past three months in the shop

- Average age of **27**
- **30%** of them play Guild Wars 2 more than 4 hours a day
- Average money spend in past 3 months : **~20 euros**
- **65%** think that Guild Wars 2 is a very good or excellent game

## NON-Purchasers (47%)



GW2 players who spent **nothing** in past three months in the shop

- Average age of **25**
- **22%** of them play Guild Wars 2 more than 4 hours a day
- Average money spend in past 3 months : **0 euro**
- **57%** think that Guild Wars 2 is a very good or excellent game

Due to the various currencies used by international players, this part has been made using **data from French players only** (with Euro as common currency)

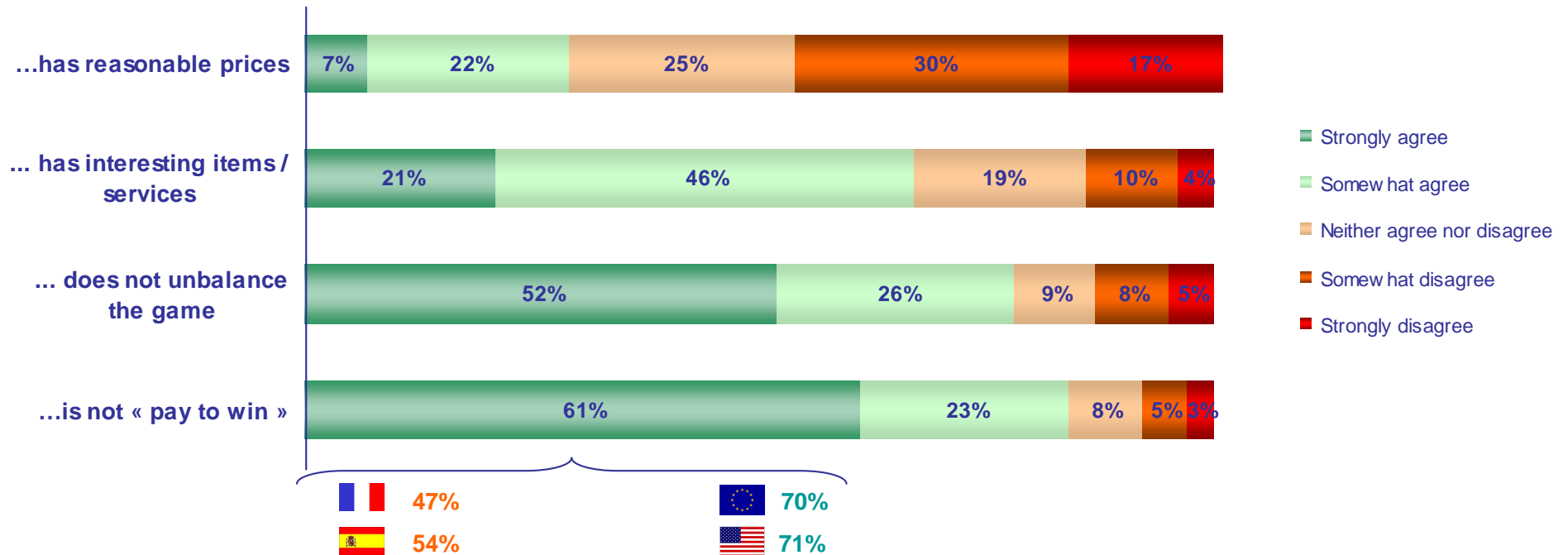




# Opinions on shop



*Would you say that guild wars 2 shop...*



- **Guild Wars 2 shop is globally not seen as « Pay To Win »**, with less than 10% of respondents who think so. Most of the players also think that the items and services of the shop are interesting, even if many of them also say that the shop prices are not really “reasonable”.
- Again, we observe **significant differences on this topic between players on international servers** (European or American) **and French / Spanish players** : especially, ~70 % of “international players” strongly agree on the fact that Guild Wars 2 is not “Pay to win”, whereas only ~50% of French / Spanish players strongly agree on this.



# RELEASES

- *Overall opinions on Guild Wars 2 releases*
  - *Specific opinions on 2013 releases*
    - *Potential expansion*



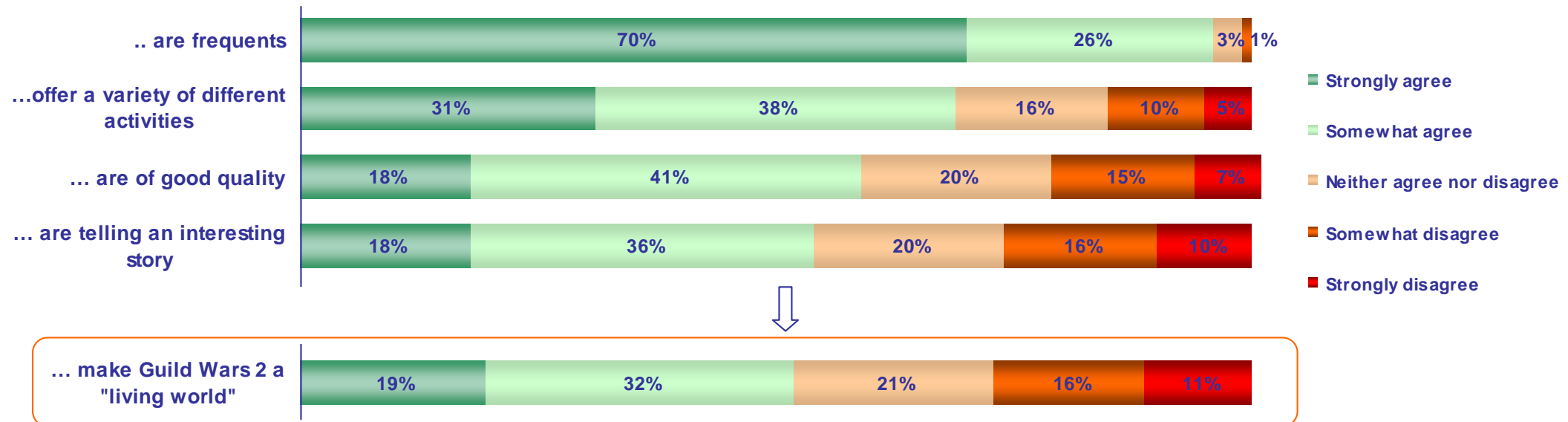


# Overall opinions on GW2 releases



*What do you think of Guild Wars 2 evolution and follow-up over time?*

*Would you say that releases...*



- Almost all players think that Guild Wars 2 releases are frequent, and most of them also think they offer various activities. **Diversity and frequency of releases are something that most of the players recognize.**
- However, opinions about releases quality are more varied, as well as those regarding the general story covered by them. At the end, **only half of the respondents agree on the fact that releases make Guild Wars 2 a "living world".**

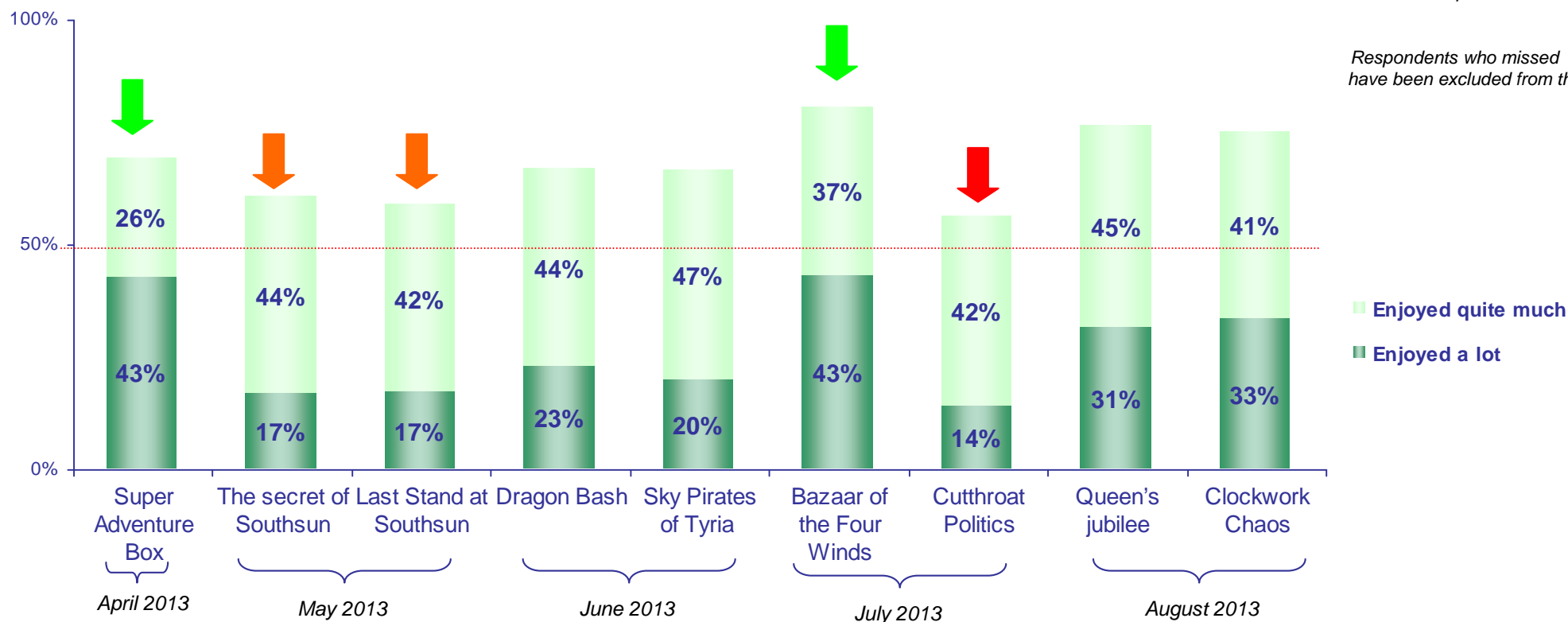


# Specific opinions on 2013 releases



For each of the Guild Wars 2 releases below, please tell us if you enjoyed it a lot, enjoyed it quite much, or not really enjoyed it.

Releases end 2013 and earlier than April 2013 were not included in the questionnaire



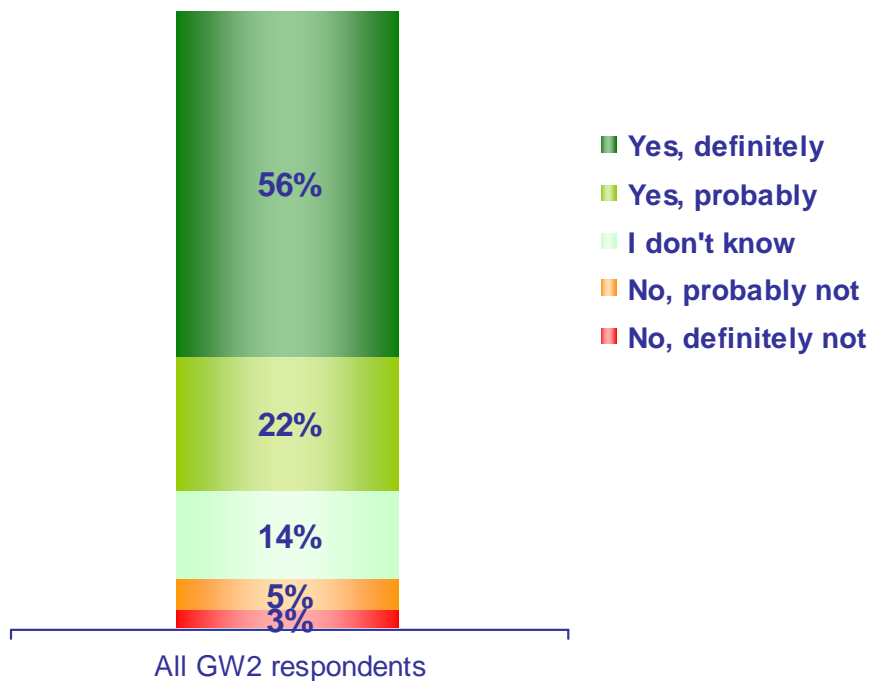
- For all April – September releases, more than half of the respondents enjoyed them a lot or quite much. **However, there is no real increasing trend over time, and from a release to another, players opinions can be quite much different.**
- The most appreciated releases are *Super Adventure Box* (a high proportion of respondents loved it, even if many other disliked it) and *Bazaar of the four winds* (more consensual). On the contrary, very few players loved *Cutthroat politics* and the two *Southsun* releases of May.



# Potential expansion



*Would you buy a potential expansion for Guild Wars 2?*



- Even if there is no official plan for a “real” expansion, **almost 80% of respondents would be interested in buying such kind of expansion**. Despite the regular and free releases, most of the players seem to potentially agree paying for an additional “major” release.

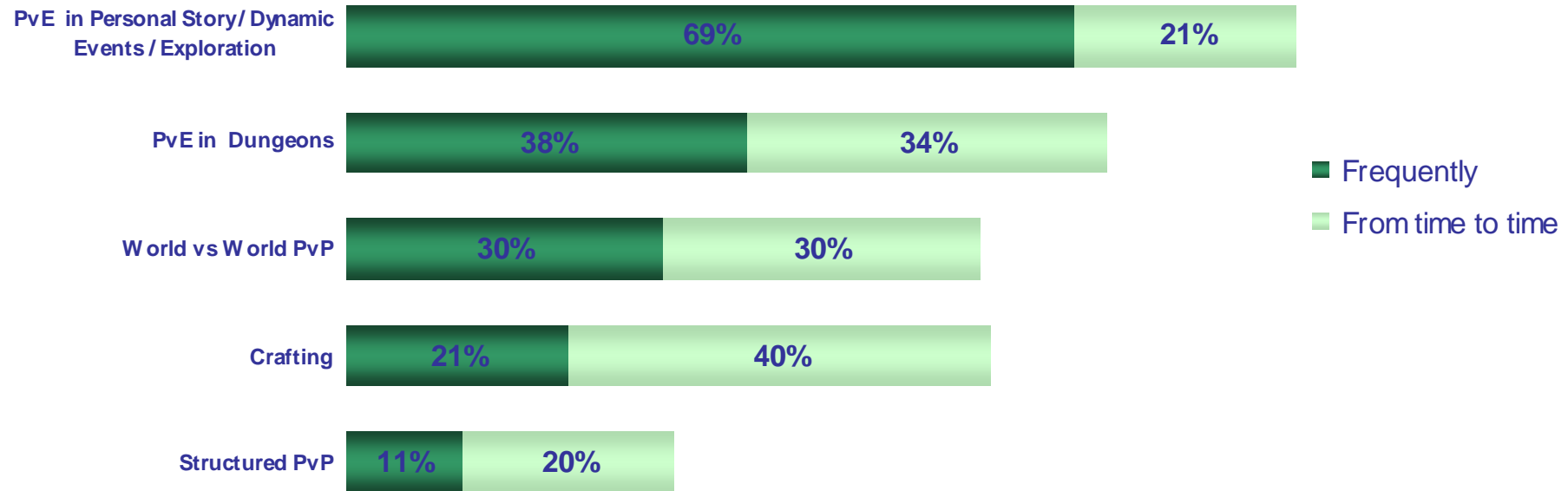
# ACTIVITIES

- *Popularity of activities*
- *Evaluation vs popularity*



# Popularity of activities

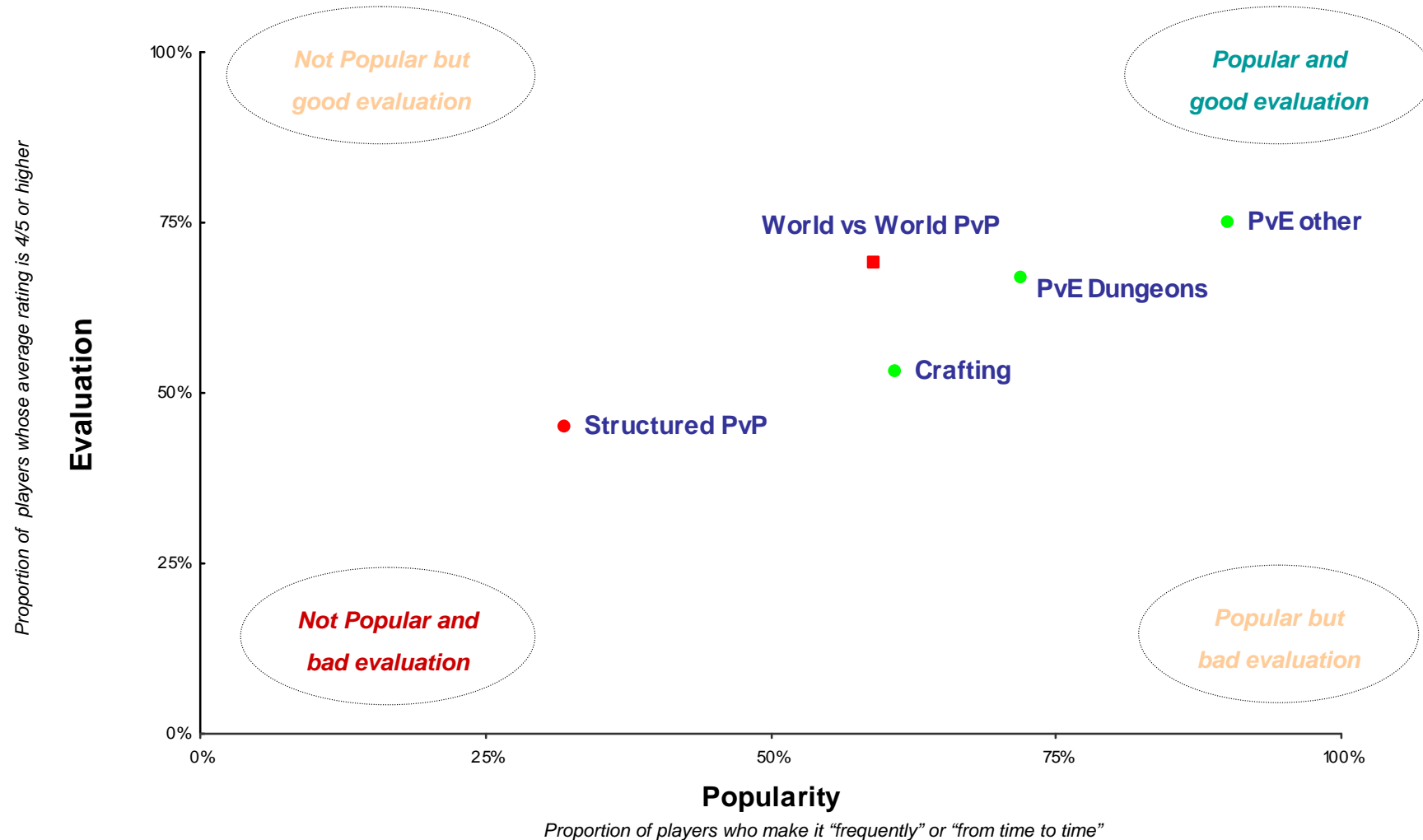
*For each of the Guild Wars 2 activities below, please tell us if this is something you do frequently, from time to time, rarely or never?*



- **Standard PvE** still remains one of the main activity for most of Guild Wars 2 players, while **PvE in dungeons and World vs World PvP** interest a lot of players too. **Structured PvP** is much less popular, with only 11% of frequent users.
- When comparing these figures for French sample with 2012 results, we notice a higher proportion of dungeons “adepts” in 2013 (37% of frequent users vs 22% in 2012). On the contrary, it seems the number of players interested by World vs World PvP has decreased quite a lot (27% vs 39%).



# Popularity vs Evaluation



- Popular activities tend to be those who have the highest rating from players. Structured PvP is quite badly assessed by players, even if we limit the evaluations to the players who do it frequently.

# OTHER results

- *Game purchases*
- *Favorite classes*
- *Next Generation consoles*



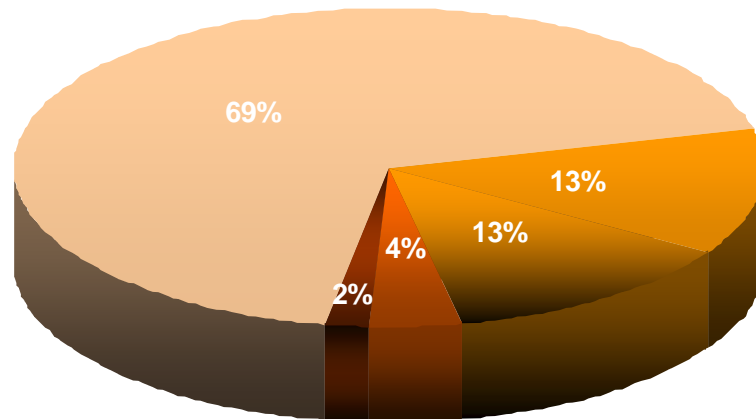




# Game purchases

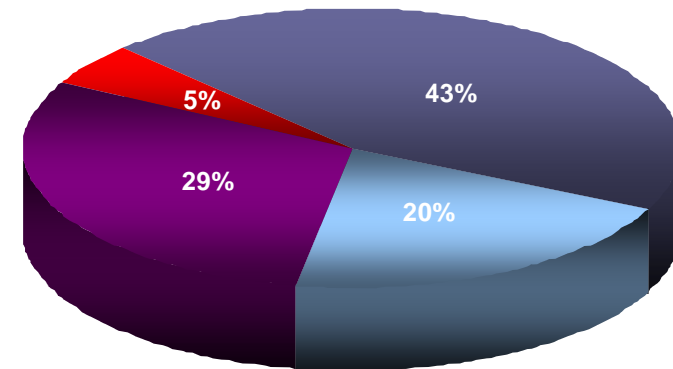


*When did you get the game Guild Wars 2?*



■ Pre-order  
■ The day of its official launch or the week after  
■ 1 - 4 months after its official launch  
■ 5 - 8 months after its official launch  
■ Less than 3 months ago

*How did you get the game Guild Wars 2?*



■ Boxed "Standard" or "Heroic" version ■ Boxed "Collector" version  
■ Digital "Standard" or "Heroic" version ■ Digital "Deluxe" version

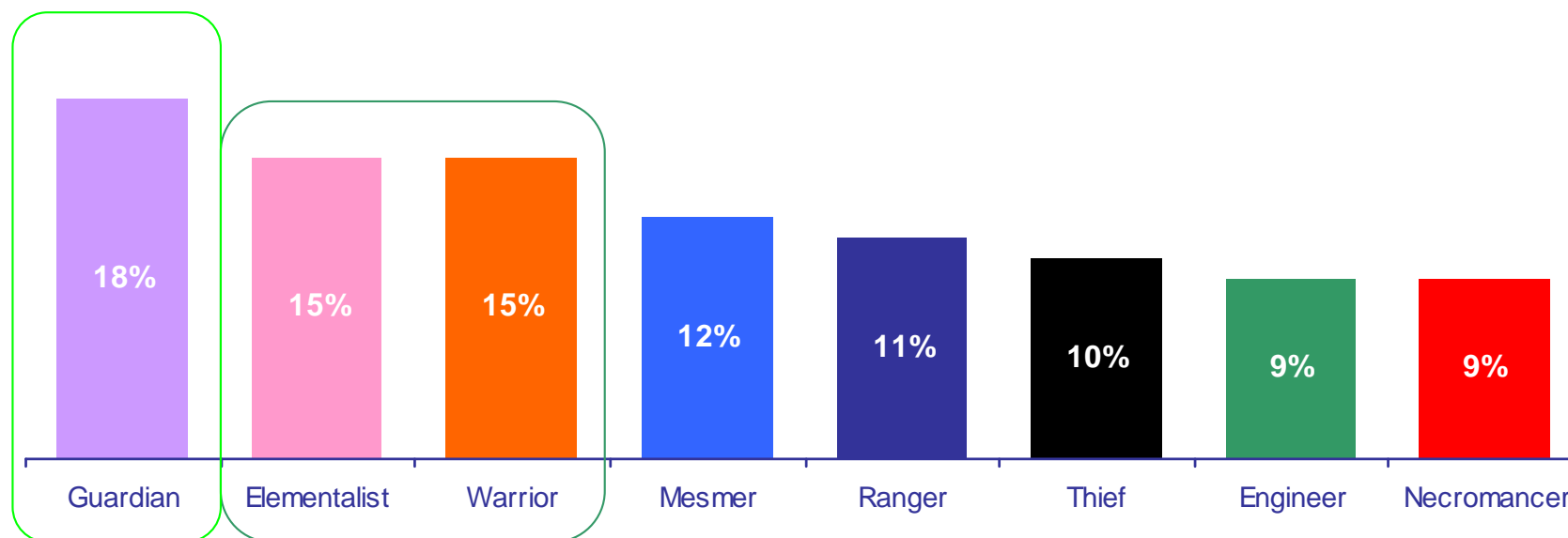
- **Almost 2/3 of respondents bought the game in digital version.** This proportion of digital games is particularly high for North-American players (75%), and on the contrary quite low for Spanish players (50%).
- Most of the respondents got the game on pre-order. It's interesting to note that these "old players" are particularly fond of digital buying, whereas the "new players" (who bought the game the following months after its release) tend to prefer boxed version of the game.



# Favorite classes



*What is your favourite class in Guild Wars 2 ?*



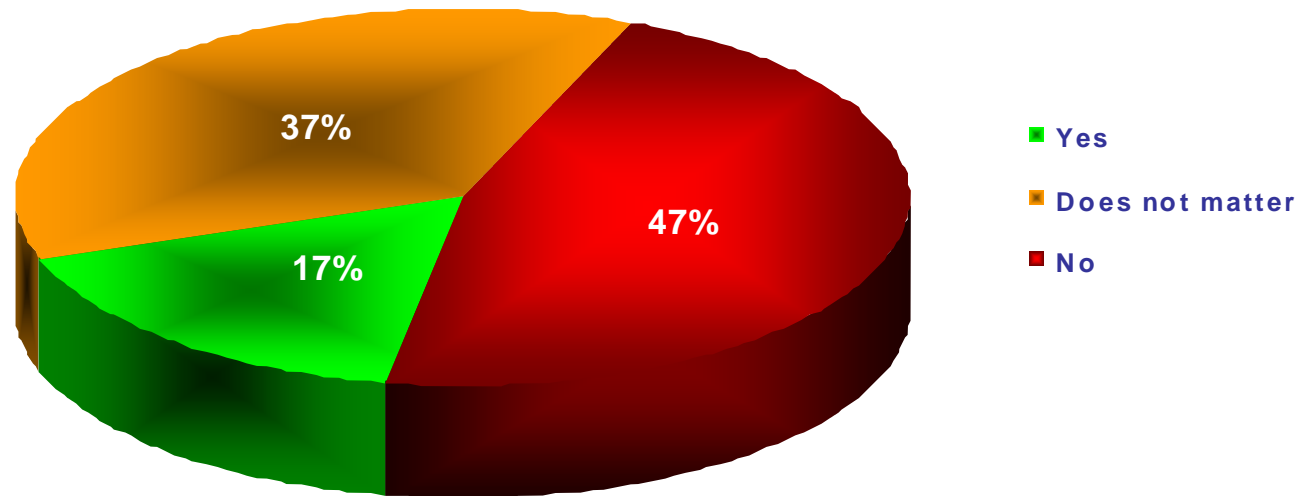
- When the survey occurred (September 2013), it seems that the **Guardian was the most appreciated class, following by the Elementalist and Warrior**. Other classes have their own adepts too, even if they are a bit less numerous.
- We observe on this topic only little difference among the various communities : these three classes are always on top, whereas players come from International, French or Spanish servers. At least we can note that for Spanish players the preferred class is the Warrior instead of the Gardian.



# Next generation consoles



*Would you like Guild Wars 2 to be available also on next generation consoles (PS4, X-Box One)?*



*Reminder : survey was done two months before  
next generation consoles launch*

- Almost **half of current Guild Wars 2 players do not want the game to be available on next generation consoles**, and less than 20% would like to see a « Next Generation » version of the game.
- However, for *ArenaNet* the main question on this topic would probably be “how many new players a next gen version would attract”, rather than “how many of the current players would like to play it on consoles ?”...

# SUMMARY



# Main results summary

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- One year after its official release, Guild Wars 2 is seen as a **very good or an excellent game by 2/3 of its players**.
  - This high level of satisfaction seems very stable compared to previous survey in 2012, three months after the release.
  - Players from French and especially Spanish servers are less enthusiasts than those who play on international servers.
- **Players loyalty is high**, with 2/3 of players who think they will probably play Guild Wars 2 “several years”.
  - Other main MMO of the market are quite badly rated by them, compared to Guild Wars 2.
  - But in the mid run, *The Elder Scrolls Online* and *Everquest Next* will be major challenger as they interest these players a lot.
- **Main Guild Wars 2 strength is its visuals and graphics**, which are positively rated by almost all its players.
  - Many other aspects of the game are positively rated by most of the players, such as background, originality and leveling system.
  - On the contrary, many players have a bad opinion on PvP, role-playing aspects and lack of consequences in players actions.
- Generally speaking, **very few players see Guild Wars 2 as “pay to win”**, even if shop usages and opinions differ quite a lot from a community to another.
- **PvE is still the main activity** for most of Guild wars 2 players, even if World vs World PvP is appreciated a lot. **Structured PvP is much less popular**, and by the way quite badly rated by its adepts.
- According to most of Guild Wars 2 players, **releases are frequents and offer various activities**. But the general idea of a “living world” is not massively shared by Guild Wars 2 players.



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- *GameStatistics* surveys can also cover more adhoc topics, as long as they're linked to videogames.
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