

r/League Demographic Information: Breakdown

CREATED BY

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Audience demographics: Key take-aways

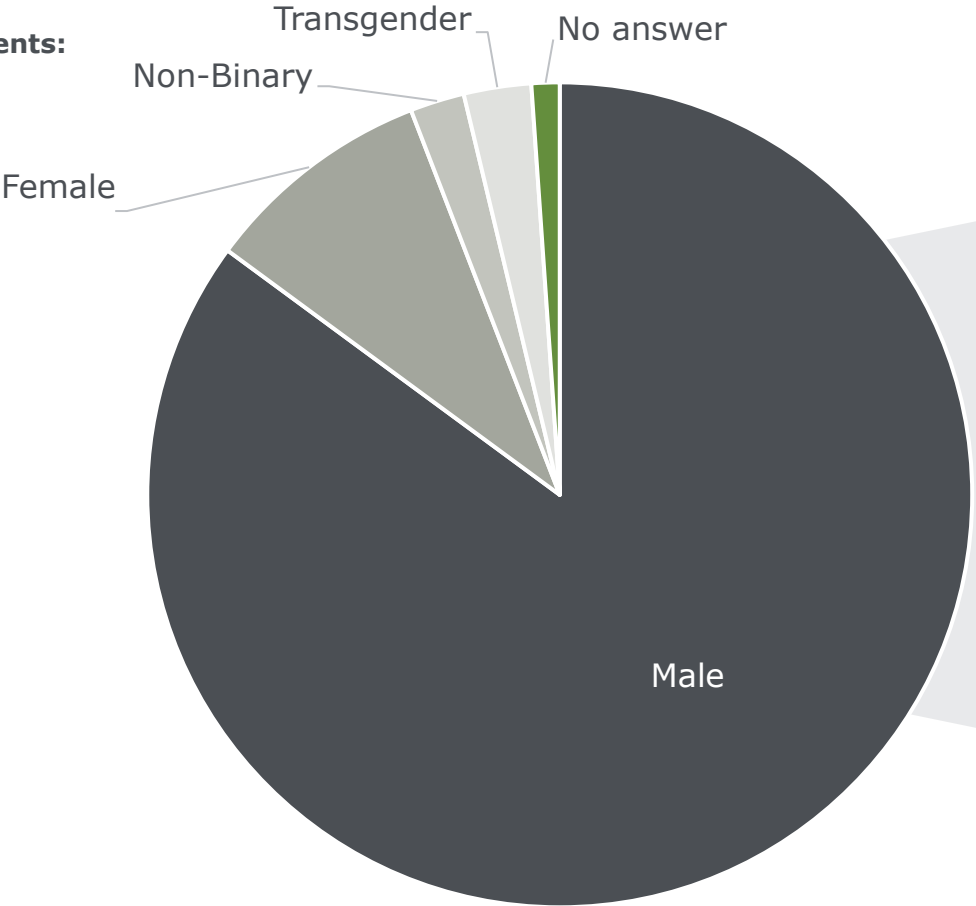
- **Gender:** The r/League community is **majority male**, with 84.8% of the population being male, 9% of the population female, 2.6% transgender female, 2% of non-binary and 0.3% transgender male
- **Relationships:** At 71.5% of the community, the majority are single. 23.1% are in relationships, while 4.7% are married and 0.7% in civil partnerships.
- **Age:** Those aged between 18 and 25 are the bulk of r/League – with 35.6% aged 18-21 and 32.5% aged 22-25. 14-17 year olds follow at 13.4%, while 26-30s sit at 13.2%.
- **Play:** A sizeable minority have played for 8 years or more (30.6%), while a newer player-base is evident at 7%, 11.7% and 6.5% having played for less than one year, 1-2 years and 2-3 years respectively.
- **Occupation:** College / university students encompass nearly half of the r/League community, at 43.4%. Full-time workers sit at 25.7%, with under 18 schooling the next largest at 14.7%. Then follows unemployed and part-time employed at 8.4% and 4.5% respectively. Those self-employed and in military service both sit at 1.2%. *Information likely impacted by the COVID-19 pandemic.*
- **Living:** Over half live with their parents or relatives, with 58.9%. 13.3% live alone, 13.1% live with a spouse/partner, and 9.7% live in shared accommodation. Despite college students being the majority, only 5% currently live on campus. *Information likely **heavily** impacted by the COVID-19 pandemic.*

Audience demographics: Key take-aways

- **Watching vs Playing:** r/League remains a majority 'playing' community – 72.8% primarily play League vs 26.3% who primarily watch. 0.9% neither play nor watch League
 - Those who play League spend more time doing so – with a higher proportion selecting 8 hours or more.
 - Conversely, those who watch League seem to do so more casually – with a lower proportion selecting 8 hours or more.
- **Esports:** Over 1/3 of r/League **solely** engage with League in terms of esports, with 37.5% selecting this. Other popular choices are: CS:GO (18.15%), Valorant (17.8%), SuperSmash Bros (11.4%), Overwatch (9.5%) and Apex Legends (8.1%)
- **Education:** The communities' primary level of education is a high-school diploma, clearly correlating with a strong proportion of the community still being at college/university – 42.1% have a high school diploma as their highest level of education. Bachelors degree (18.9%) is second, college degree (15.6%) third, and 'none of the above' (7.8%) fourth
- **League Introduction:** The majority were recommended by a friend or family (70.2%) or via word of mouth (13.8%). Interestingly, only 3.4% were introduced to League via advertisement and even viewer by social media (3%)

Question: What gender do you identify as?

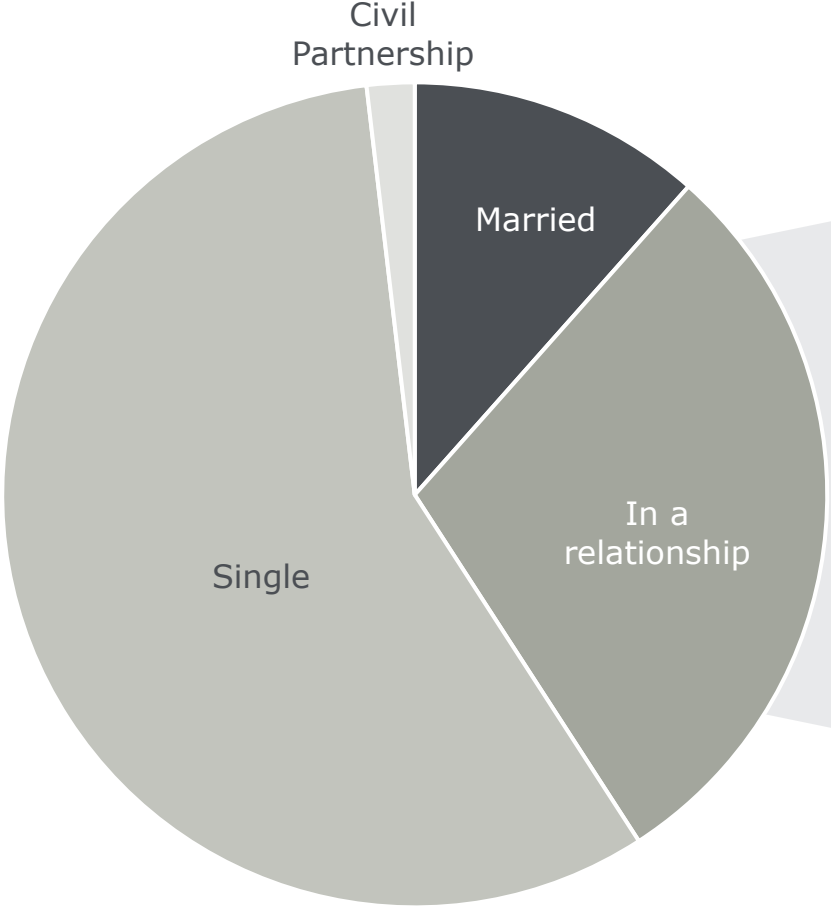
Total Respondents:
1,367



Option	Answer Value
Male	1159 (84.8%)
Female	123 (9%)
Non-Binary	29 (2.1%)
Transgender	36 (2.6%)
No answer	15 (1.1%)

Question: What is your relationship status?

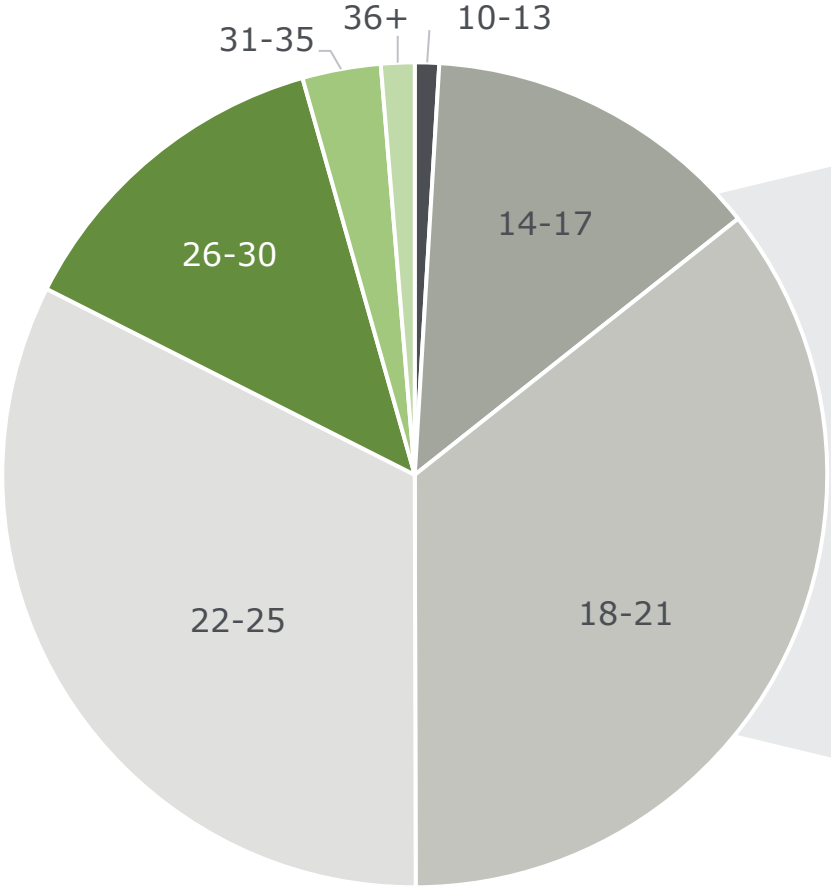
Total Respondents:
1,367



Option	Answer Value
<i>Married</i>	853 (11.6%)
<i>In a relationship</i>	2163 (29.3%)
<i>Single</i>	4228 (57.3%)
<i>Civil Partnership</i>	138 (1.8%)

Question: How old are you?

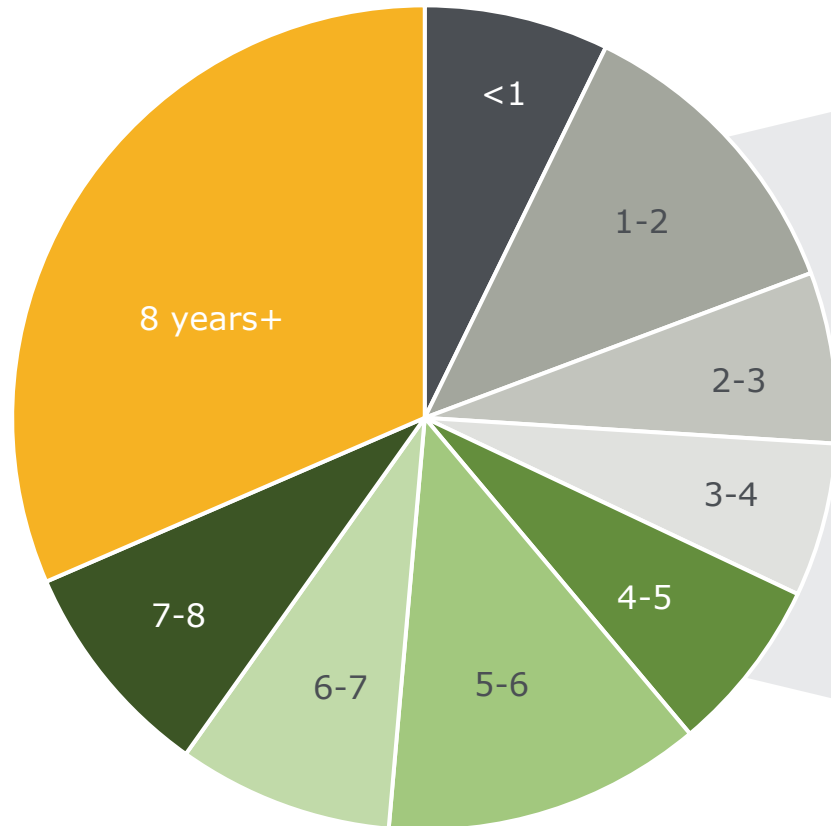
Total Respondents:
1,367



Option	Answer Value
10-13	13 (1%)
14-17	183 (13.4%)
18-21	486 (35.6%)
22-25	444 (32.5%)
26-30	180 (13.2%)
31-35	42 (3.1%)
36+	18 (1.3%)

Question: How long have you been playing League? (years)

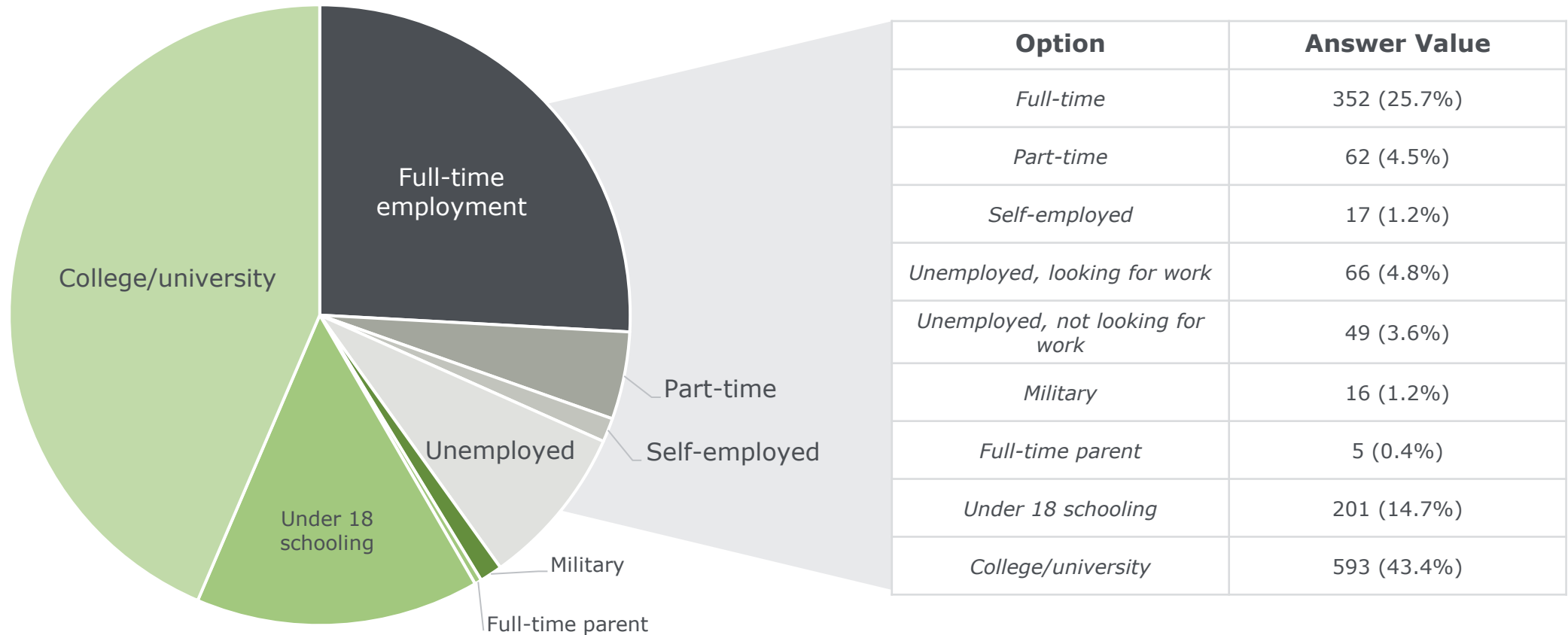
Total Respondents:
1,367



Option	Answer Value
< 1 year	96 (7%)
1-2 years	160 (11.7%)
2-3 years	89 (6.5%)
3-4 years	80 (5.9%)
4-5 years	91 (6.7%)
5-6 years	168 (12.1%)
6-7 years	112 (8.2%)
7-8 years	155 (11.3%)
8 years+	418 (30.6%)

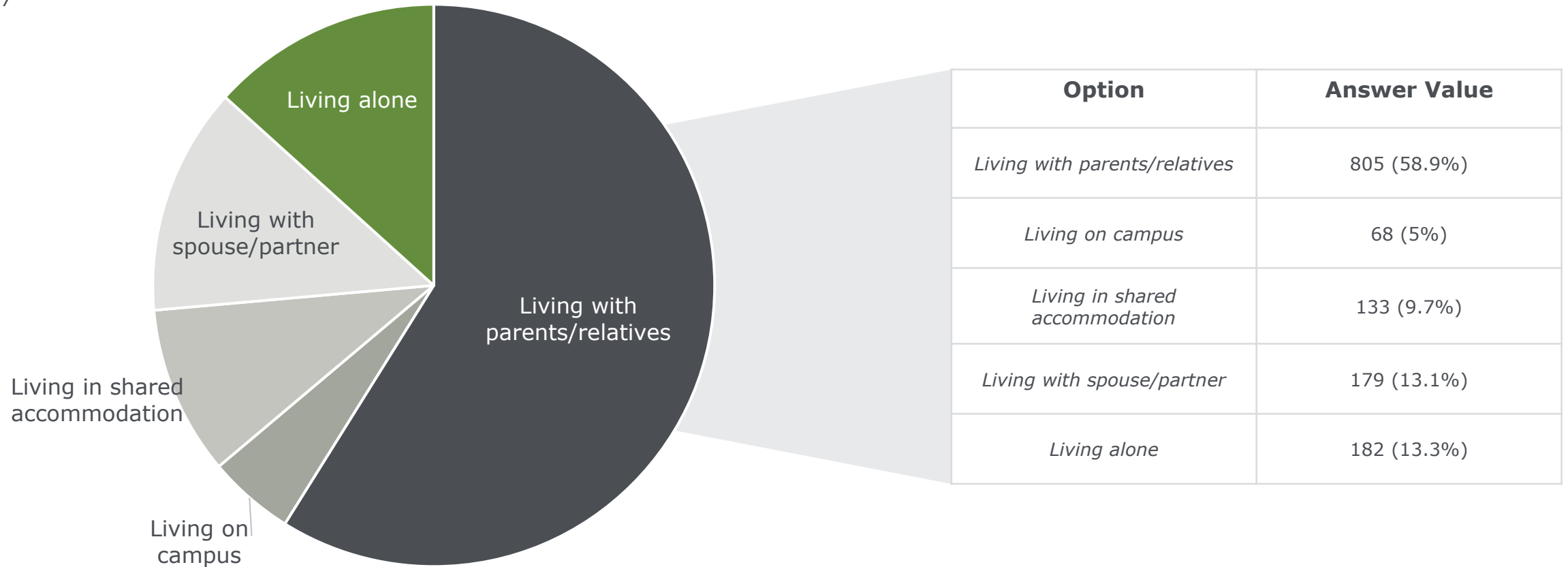
Question: What is your occupation?

Total Respondents:
1,367



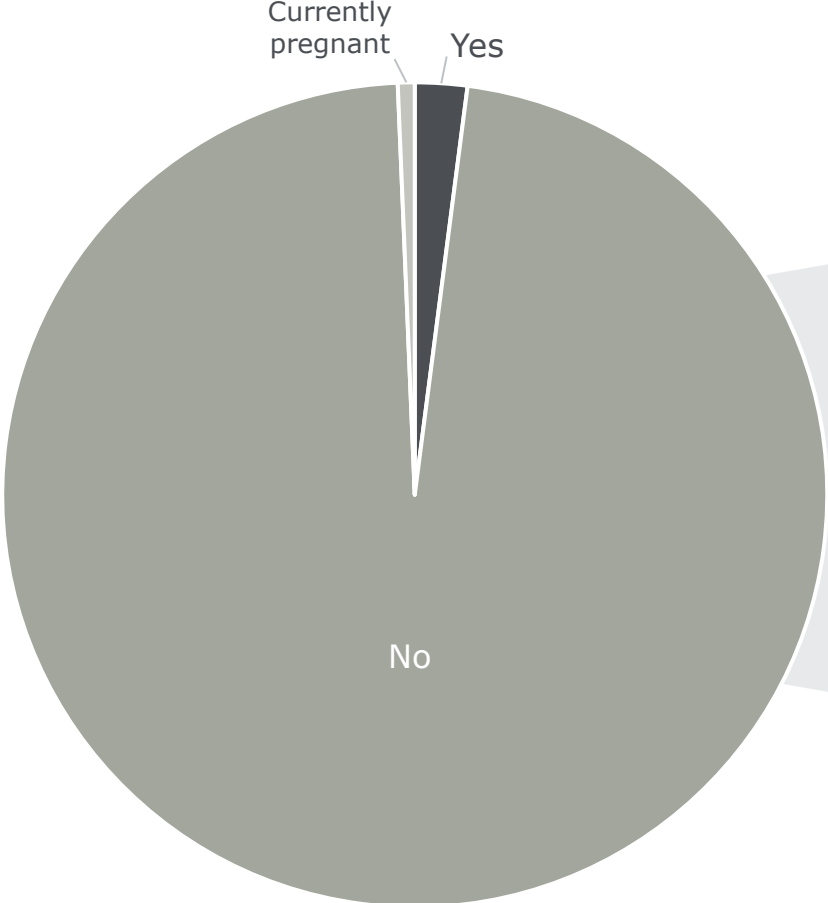
Question: What is your living situation?

Total Respondents:
1,367



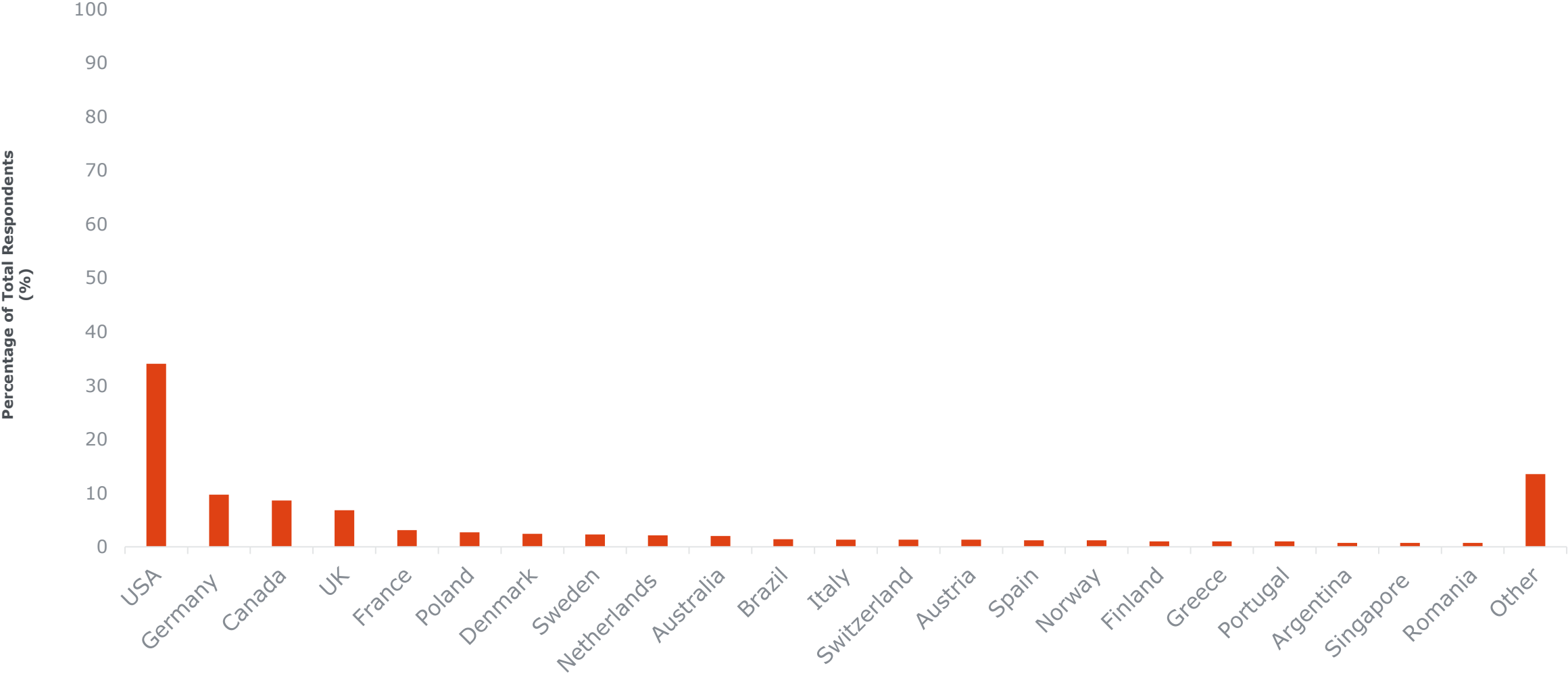
Question: Do you have children?

Total Respondents:
1,367



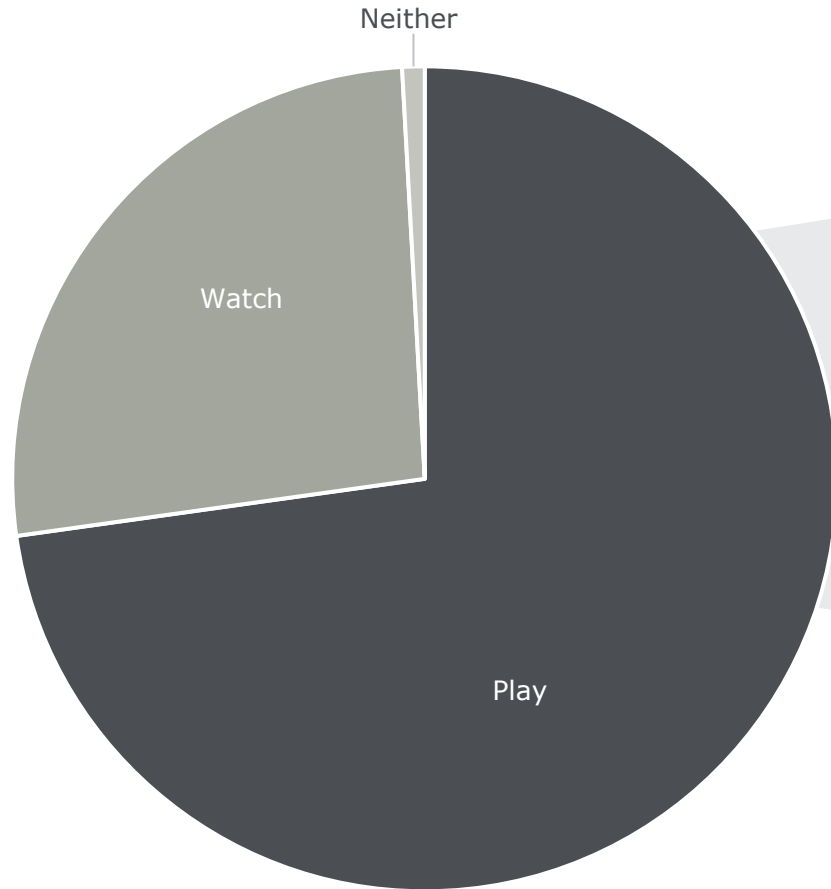
Option	Answer Value
Yes	28 (2%)
No	1,330 (97.3%)
<i>I or my partner are currently pregnant</i>	9 (0.7%)

Question: Where do you live? (2021)¹



Question: Do you primarily watch, or play, League? (2021)

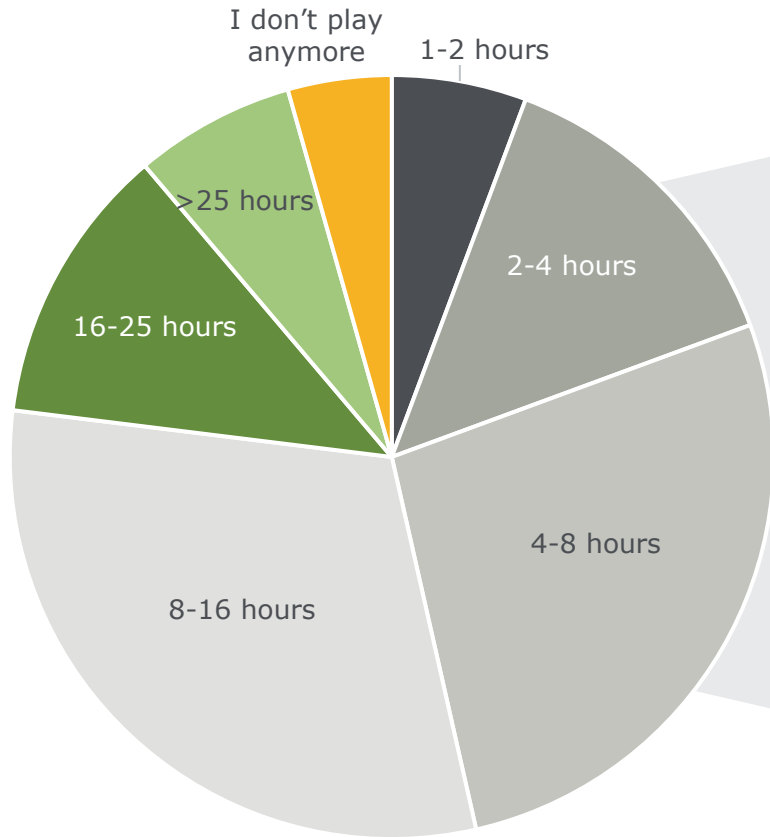
Total Respondents:
1,367



Option	Answer Value
<i>Play</i>	995 (72.8%)
<i>Watch</i>	360 (26.3%)
<i>Neither Play or Watch</i>	12 (0.9%)

Question: How long each week do you spend playing League? (2021)¹

Total Respondents:
1,367

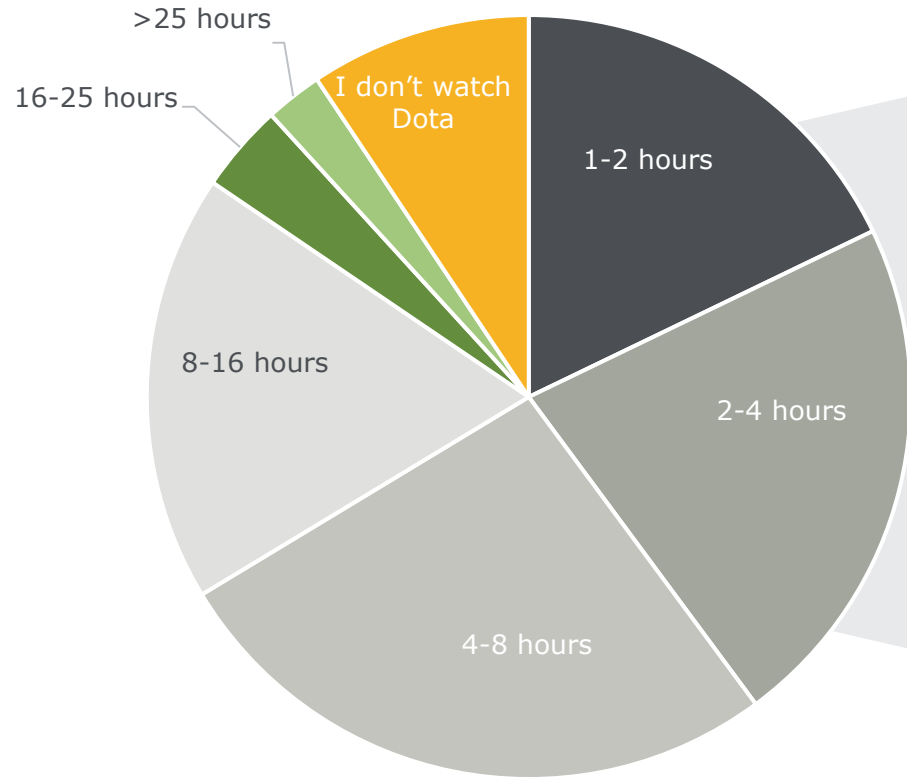


Dataset

Option	Answer Value
1-2 hours	78 (5.7%)
2-4 hours	187 (13.7%)
4-8 hours	370 (27.1%)
8-16 hours	417 (30.5%)
16-25 hours	162 (11.9%)
25 hours or more	93 (6.8%)
I don't play anymore	60 (4.4%)

Question: How long each week do you spend watching League? (2021)¹

Total Respondents:
1,367

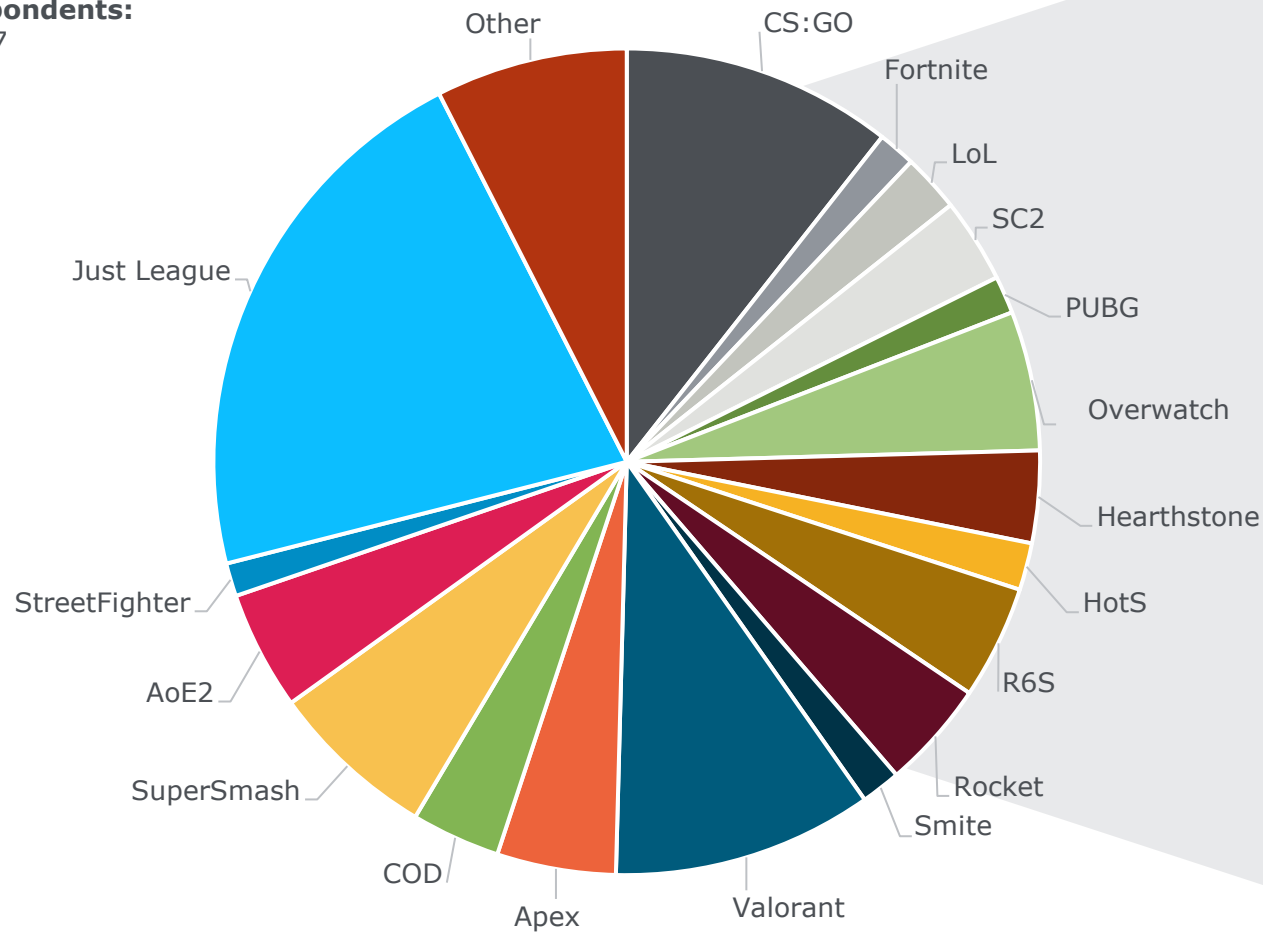


Dataset

Option	Answer Value
1-2 hours	244 (17.8%)
2-4 hours	301 (22%)
4-8 hours	362 (26.5%)
8-16 hours	248 (18.1%)
16-25 hours	51 (3.7%)
25 hours or more	33 (2.4%)
I don't watch Dota	128 (9.4%)

Question: What other esports games do you play and/or watch? (2021)¹

Total Respondents:
1,367

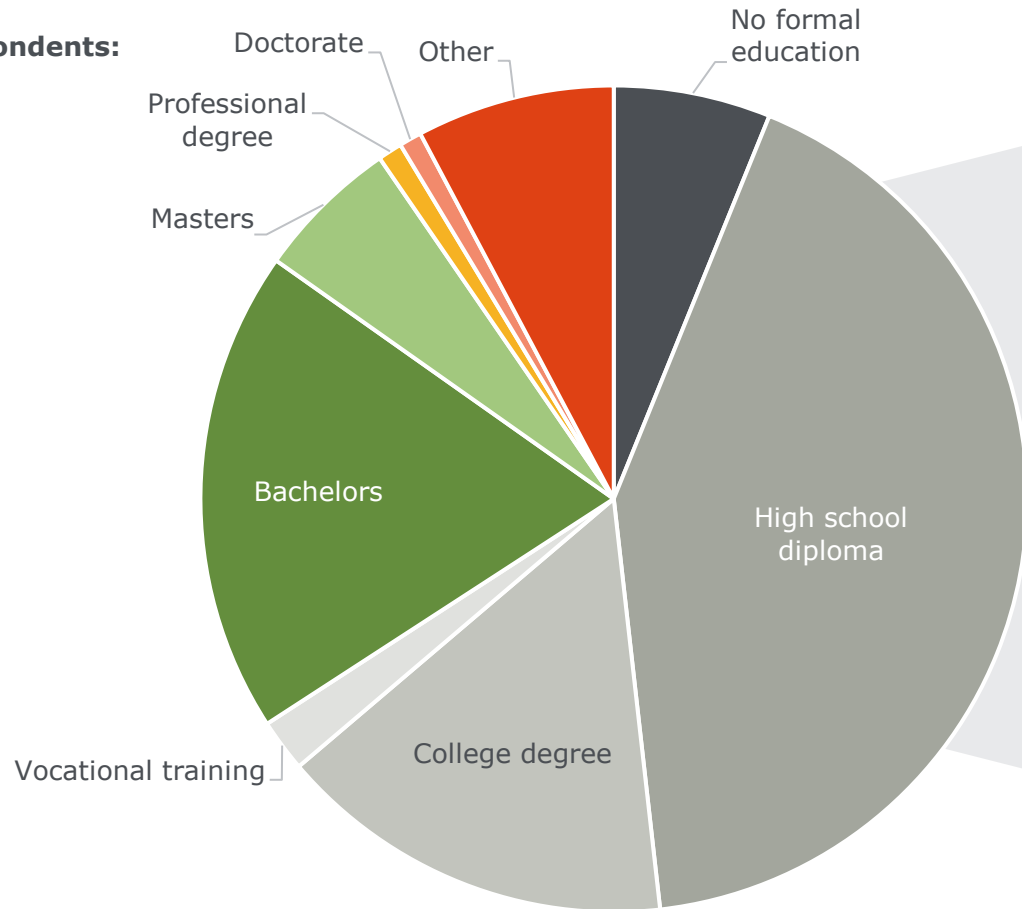


Dataset

Option	Answer Value
CS:GO	253 (18.5%)
Fortnite	35 (2.6%)
League of Legends	54 (4%)
Starcraft II	79 (5.8%)
PUBG	35 (2.6%)
Overwatch	130 (9.5%)
Hearthstone	88 (6.4%)
Heroes of the Storm	44 (3.2%)
Rainbow Six Siege	106 (7.8%)
Rocket League	101 (7.4%)
Smite	37 (2.7%)
Valorant	243 (17.8%)
Apex Legends	111 (8.1%)
Call of Duty	83 (6.1%)
SuperSmash Bros	156 (11.4%)
AoE2	59 (4.3%)
Streetfighter	31 (3.2%)
Just League	512 (37.5%)
Other	179 (13.1%)

Question: What is your highest level of education? (2021)¹

Total Respondents:
1,367

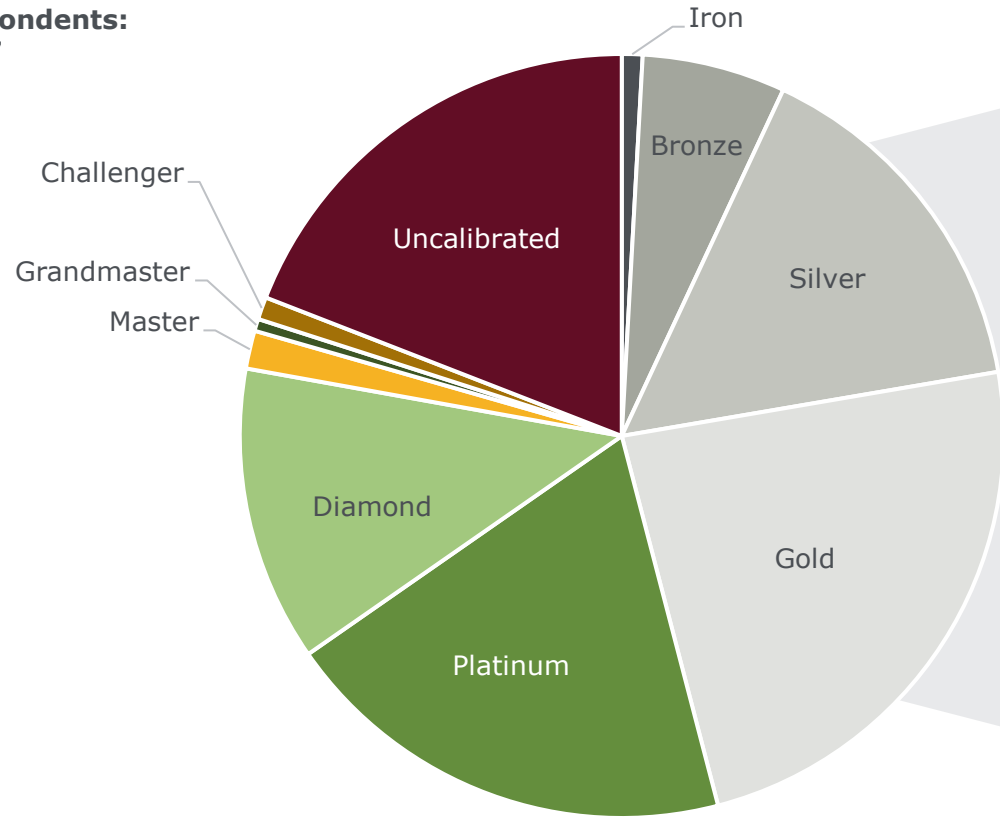


Dataset

Option	Answer Value
<i>No formal education</i>	84 (6.1%)
<i>High school diploma</i>	575 (42.1%)
<i>College degree</i>	213 (15.6%)
<i>Vocational training</i>	28 (2%)
<i>Bachelors</i>	259 (18.9%)
<i>Masters</i>	77 (5.6%)
<i>Professional degree</i>	13 (1%)
<i>Doctorate</i>	12 (0.9%)
<i>Other</i>	106 (7.8%)

Question: What is your current rank? (2021)¹

Total Respondents:
1,367

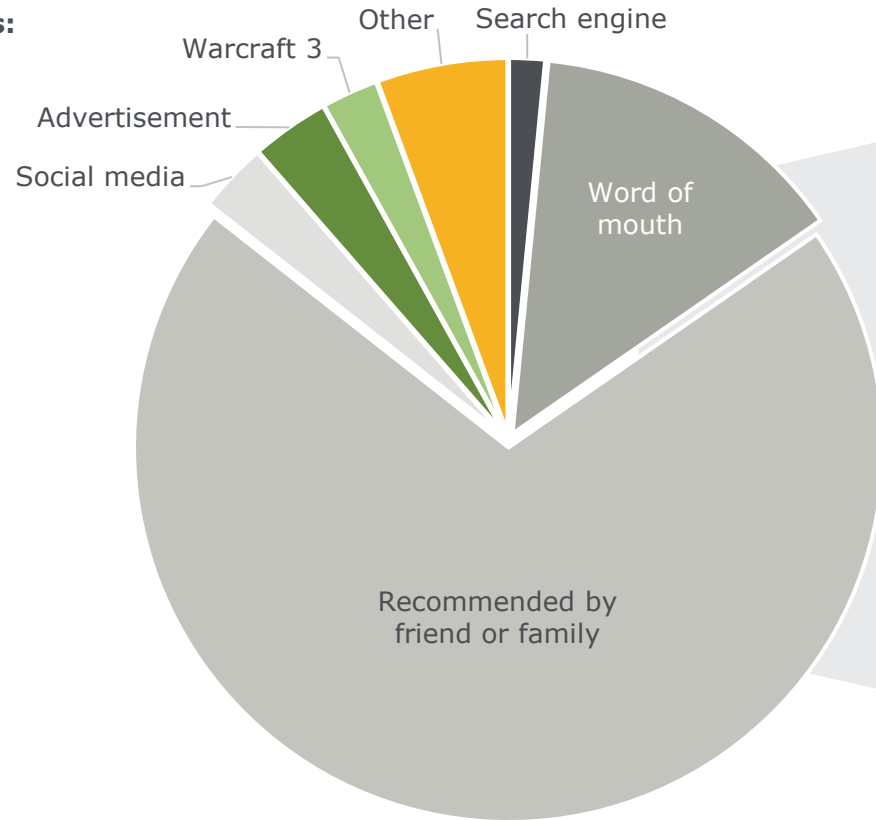


Dataset

Option	Answer Value
<i>Iron</i>	12 (0.9%)
<i>Bronze</i>	83 (6.1%)
<i>Silver</i>	210 (15.4%)
<i>Gold</i>	323 (23.6%)
<i>Platinum</i>	265 (19.4%)
<i>Diamond</i>	171 (12.5%)
<i>Master</i>	22 (1.6%)
<i>Grandmaster</i>	7 (0.5%)
<i>Challenger</i>	13 (1%)
<i>Uncalibrated</i>	261 (19.1%)

Question: How did you get introduced to League? (2021)¹

Total Respondents:
1,367



Dataset

Option	Answer Value
<i>Search engine</i>	21 (1.5%)
<i>Word of mouth</i>	189 (13.8%)
<i>Recommended by friend or family</i>	960 (70.2%)
<i>Social media</i>	41 (3%)
<i>Advertisement</i>	46 (3.4%)
<i>Twitch.tv</i>	33 (2.4%)
<i>None of the above (other)</i>	77 (5.6%)



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