

# 2020

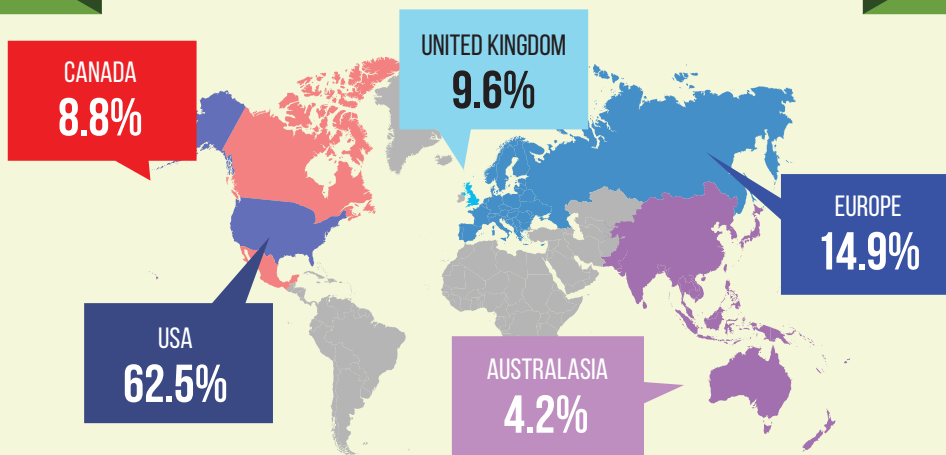
# ONLINE ESCAPE ROOM ENTHUSIAST SURVEY

RELEASED MAY, 2021 - V1.4

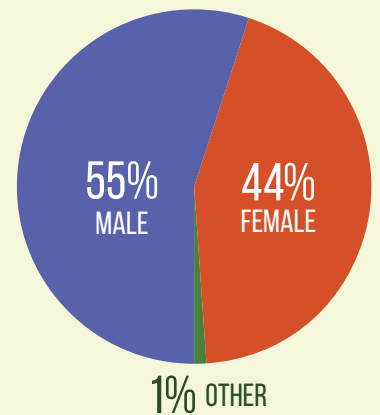
261 escape room enthusiasts, coming from 23 countries, completed this survey between late October and early November 2020. On average, these enthusiasts were highly experienced (average of 112 rooms, range 1 to 911). Since the COVID-19 pandemic, they had only played a few brick and mortar rooms (average 5, range 0 to 60).

**261**  
ENTHUSIASTS

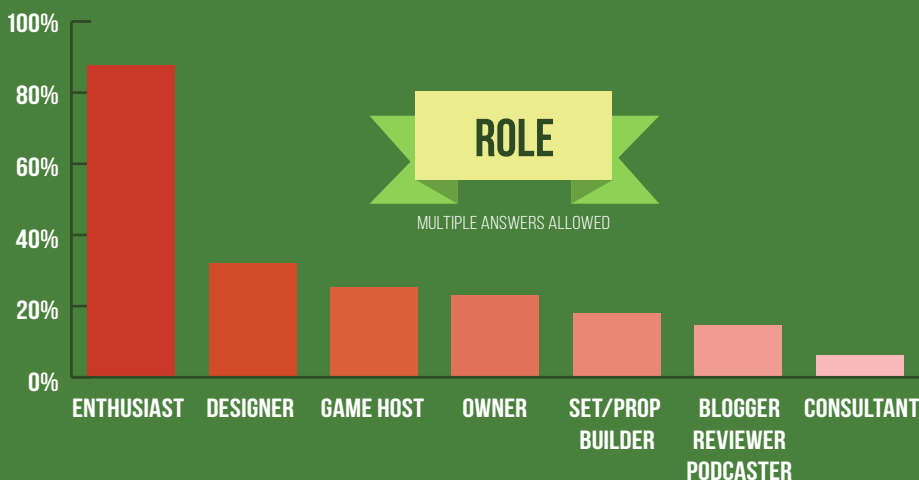
## LOCATION OF PARTICIPANTS



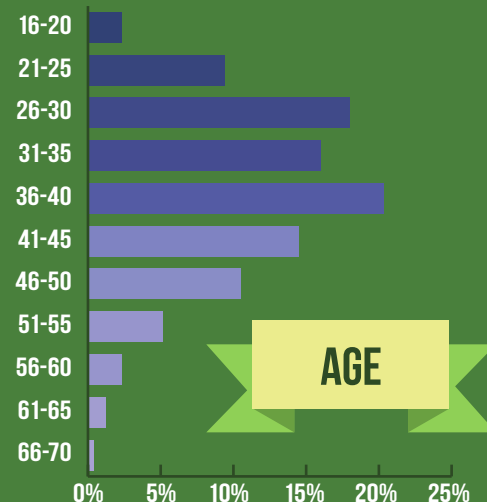
## GENDER



## ROLE



## AGE



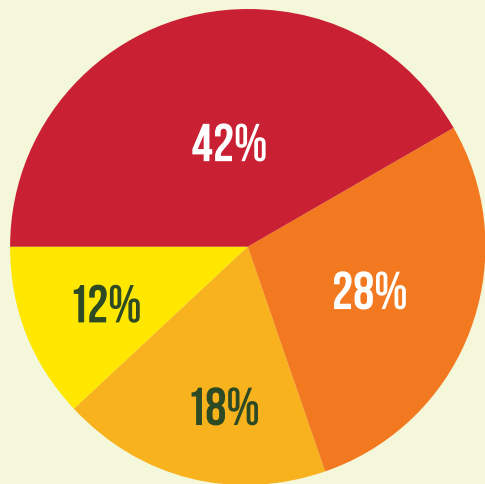
# 2020 ONLINE ESCAPE ROOM ENTHUSIAST SURVEY

## ESCAPE ROOMS PLAYED

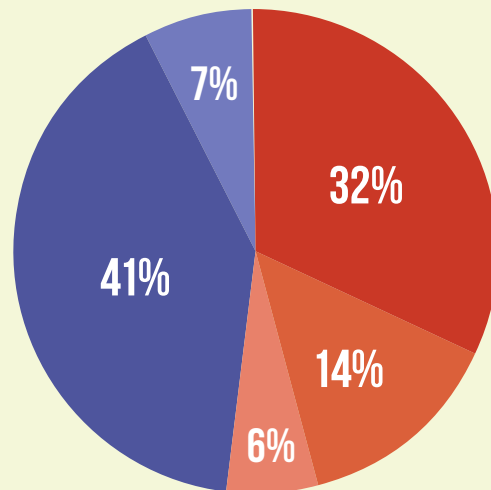
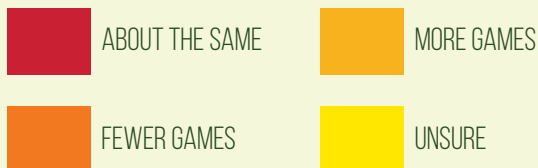
	ESCAPE ROOMS LOCAL TO YOU	BRICK & MORTAR ESCAPE ROOMS PLAYED IN LIFETIME	BRICK & MORTAR ESCAPE ROOMS PLAYED SINCE COVID-19	ONLINE OR NON-HOSTED ESCAPE ROOMS PLAYED
MEAN (AVG)	17	113	5	15
STD. DEVIATION (SPREAD)	25	162	9	35
MINIMUM (LOWEST)	1	1	0	0
MAXIMUM (HIGHEST)	200	911	60	270

Enthusiasts who had played more lifetime brick and mortar rooms had also played more brick and mortar rooms since COVID (Pearson's correlation = .201,  $p < 0.001$ ).

Enthusiasts who had played more lifetime brick and mortar rooms also played more online games (Pearson's correlation = 0.480,  $p < 0.001$ ).

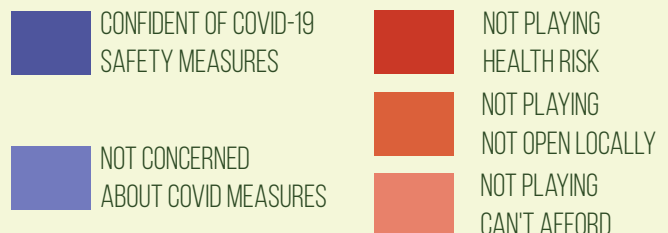


NUMBER OF LOCAL ROOMS AVAILABLE COMPARED TO LAST YEAR

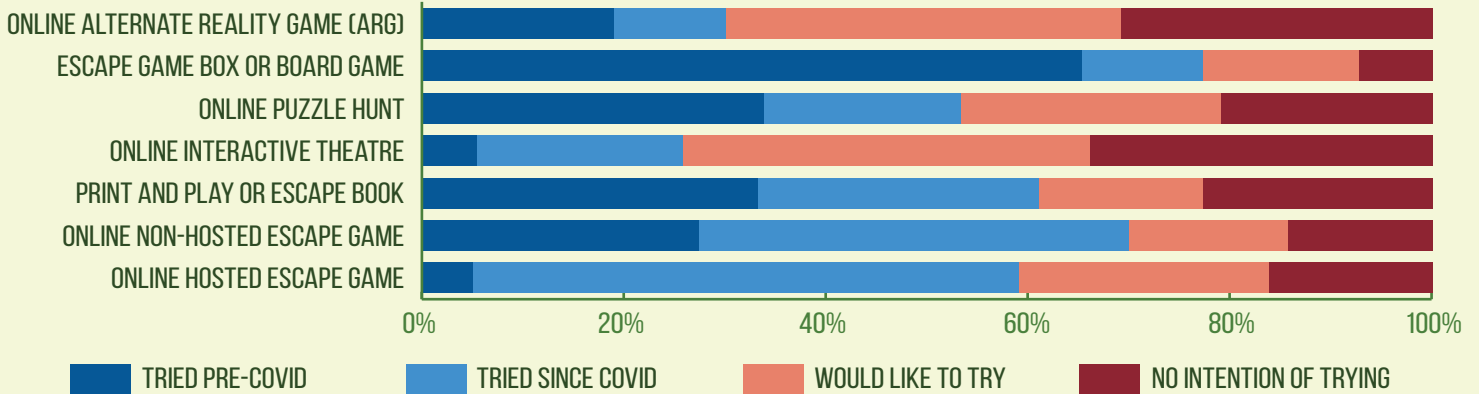


FEELINGS ABOUT PLAYING BRICK AND MORTAR ROOMS NOW

MULTIPLE ANSWERS ALLOWED

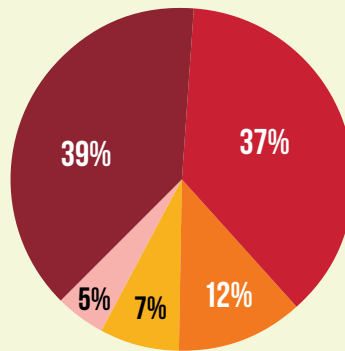


## WHICH ESCAPE ROOM RELATED GAMES HAVE YOU PLAYED?



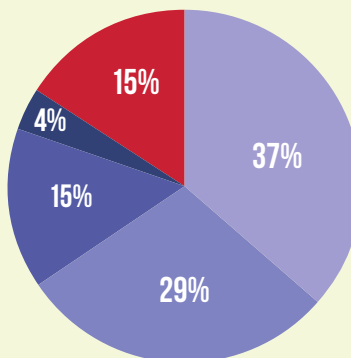
Enthusiasts have been trying online and play at home offerings since the pandemic. Online hosted escape rooms had been tried by over half of enthusiasts since the pandemic, with another quarter interested in trying them. 42% had tried online non-hosted escape games, 27% had tried print and play at home or escape books, 20% had tried online interactive theatre and 19% had tried an online puzzle hunt since the pandemic.

### IF YOU HAVEN'T PLAYED AN ONLINE ESCAPE ROOM, WHY NOT?



- CAN'T AFFORD
- HAVEN'T GOTTEN A TEAM
- DIDN'T KNOW WERE AVAILABLE
- NOT INTERESTED
- HAVEN'T GOTTEN AROUND TO IT

### WOULD YOU CONTINUE TO PLAY ONLINE ROOMS AFTER PANDEMIC?

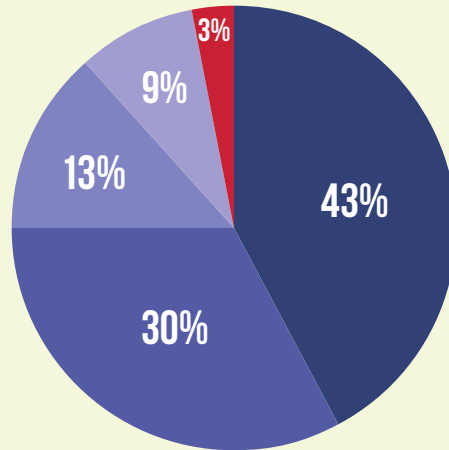


- NO
- YES - PREFERRED OVER BRICK AND MORTAR
- YES - ONLY IF CHEAP ENOUGH
- YES - MORE ROOMS ARE GREAT!
- YES - ONLY FOR LOCATIONS HARD TO TRAVEL TO

OTHERS SAID THEY WOULD CONTINUE TO PLAY EXCEPTIONAL ONLINE GAMES, OR GAMES WHICH WERE DESIGNED FOR ONLINE PLAY, OR TO PLAY WITH FRIENDS WHO LIVED FAR AWAY FROM THEM.

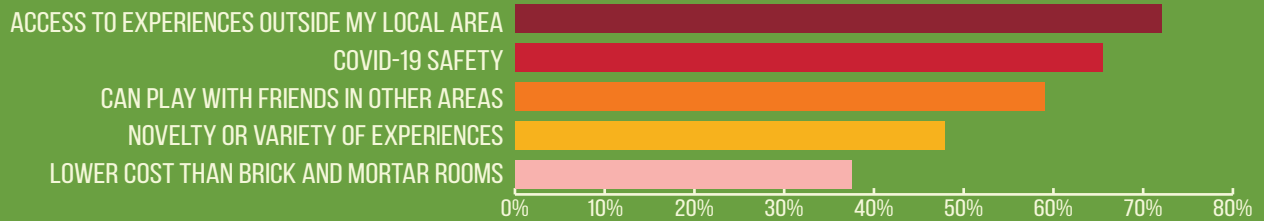
# 2020 ONLINE ESCAPE ROOM ENTHUSIAST SURVEY

**FOR A GOOD 60 MINUTE HOSTED ONLINE ESCAPE ROOM, WHAT WOULD YOU PAY?**

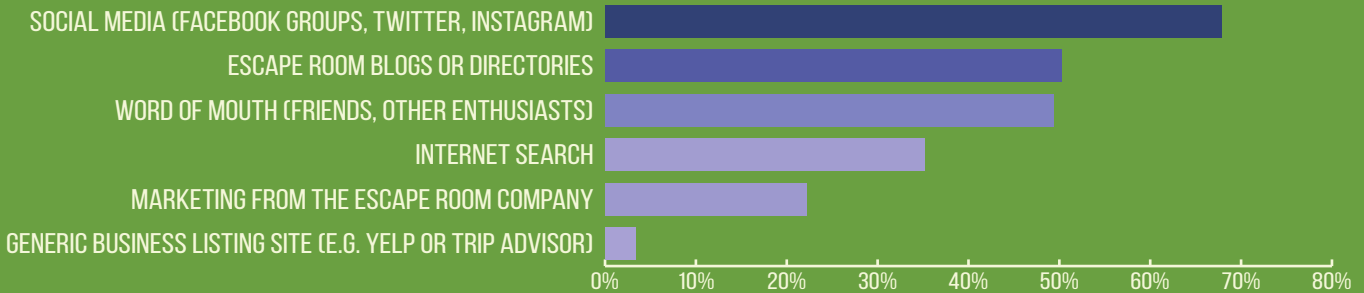


\* OF LOCAL BRICK & MORTAR ESCAPE ROOM

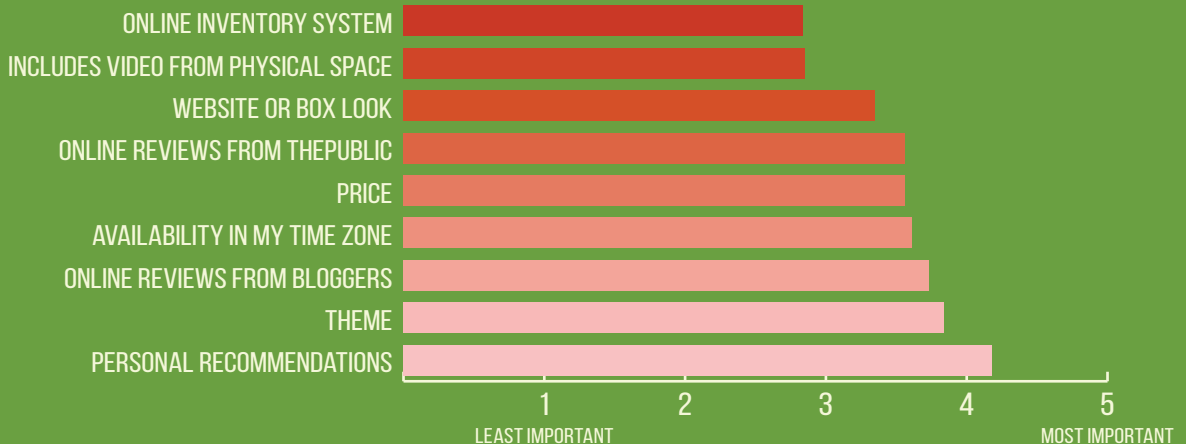
## BENEFITS OF ONLINE OR PLAY AT HOME ESCAPE ROOMS MULTIPLE ANSWERS ALLOWED



## HOW DO YOU FIND OUT ABOUT NEW ONLINE OR PLAY AT HOME EXPERIENCES? MULTIPLE ANSWERS ALLOWED



## HOW IMPORTANT ARE THE FOLLOWING WHEN CHOOSING AN ONLINE OR PLAY AT HOME ESCAPE ROOM?



## ENTHUSIAST THOUGHTS & COMMENTS

Some enthusiasts (n = 17) told us they were looking forward to playing avatar, virtual reality, printable and box games over the next six months.

"Doing Christmas rooms throughout the world"

"Getting back to in person will be nice. Until then the box and printable games will hold us over."

"A lot easier to cope with Covid lockdown because we have had so much fun playing online games."

Some enthusiasts (n = 17) explained that they didn't like online rooms because they didn't enjoy the ones they had tried, they didn't like interacting via videoconference and online games were not as satisfying as brick and mortar rooms.

"I am not interested in any sort of online activities. So sick and tired of so much enhanced online life."

"Avatar-driven escape rooms are like a split-cell game where your team is in the cell that does all the solves, but the other cell (the avatar) has all the locks and gets all the joy of unlocking, manipulating, touching, the rush of discovery we love so much about escape rooms."

Some enthusiasts (n = 17) said they were looking forward to playing brick and mortar games, with seven particularly mentioning travel to play games.

"Playing a physical room or two (or thirty) after a long drought."

"Travelling to The Netherlands to do some of the best reviewed rooms in the world."

In contrast other enthusiasts (n = 29) discussed the innovation that they've enjoyed or want to see more of in online games, particularly games specifically made for online medium, play at home box or printable games, and memorable hosts/characters who enhance the experience. They also appreciated being able to play games from around the world, and with players in different locations.

"I love the proliferation of print and play experiences, as they are perfect for quiet nights after we put our infant to sleep"

"I look forward to seeing more experiences built from the ground up as Live Avatar rooms. These tend to have the coolest features and most unique experiences."

"We've seen some really creative things online and I love getting to play with friends I don't see regularly"

"The games I have played in my area are nothing like I have played around the world"



Lee-Fay Low is a Professor at the University of Sydney and an avid enthusiast of escape rooms. Known in her faculty as 'Prof Fun', Lee-Fay led the biggest study of humour therapy worldwide.

She compiled all the results and provided commentaries and insights written here.



Errol Elumir creates puzzles and wrote *13 Rules for Escape Room Puzzle Design*, runs the *Cryptex Hunt*, co-hosts an escape room podcast, is on the board for the *TERPECAS*, and writes escape room articles on a website no one reads.

More information about this survey, as well as raw data, can be found on the aforementioned website: <http://thecodex.ca>



Randy Hum started [www.EscapeRumors.com](http://www.EscapeRumors.com) in 2017 to share his passion with others and to help grow the escape room community. He has played over 300 escape rooms with the goal of connecting to fellow enthusiasts and introducing people to this new genre of entertainment. Outside of escape rooms, Randy is a Business Strategist by day and on the tennis court or on the road for a run at night!

Explore his visualization of this survey on [EscaperRumors.com](http://EscaperRumors.com).