Meet the Game Generation

The typical video game player may not be who you think

For an entire generation of adults who grew up on computers and smartphones — and even for those who didn’t — video games are a natural part of their lives and their children’s lives. In the Game Generation, anyone can play…and just about everyone does.

Playing by the Numbers

164 million adults in the U.S. play video games

Three-quarters (or 75%) of all Americans have at least one player in their household

Transcending Gender and Age

Who’s playing? The demographics show a broad cross-section of the U.S. that might surprise you.

54% male

46% female

Average Age: 33

These players have been playing for 14 years on average
Building Common Ground

A closer look at players reveals people from all walks of life. Video games appeal to the spirit of play in us all, no matter where we play or who we play with.

They Play Throughout the Day

- **52%** after work
- **27%** during break at work/school
- **31%** while waiting for appointments
- **16%** during a commute

Wherever They Call Home

% of adults who play

- **52%** urban
- **48%** suburban
- **45%** rural

With Their Closest Friends and Family

Friends and family that they play with

- **40%** friends
- **28%** spouse/partner
- **22%** other family members
- **9%** parent(s)
- **8%** team/guild/clan mates

63% play with others

Learn more about today’s Game Generation at GameGeneration.org

---

1. ESA Essential Facts, 2019
3. ESA Consumer Research, December 2018