

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

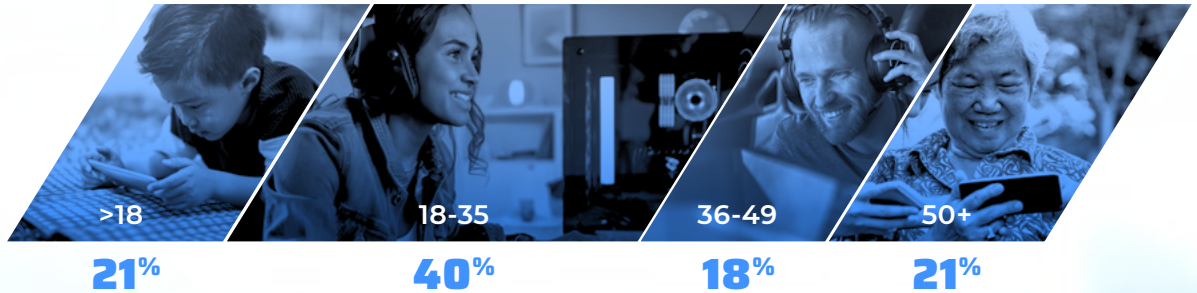
Who's playing? The demographics show a broad cross-section of the U.S. that might surprise you.



54%
male



46%
female



Average Age: 33

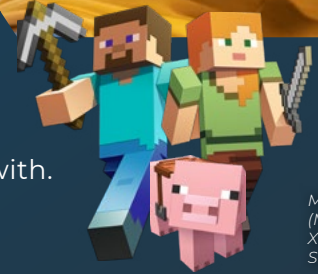
These players have been
playing for 14 years on average





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.



Minecraft
(Mojang & Xbox Game Studios)

They Play Throughout the Day

 **52%¹**
after work

 **27%¹**
during break
at work/school

 **31%¹**
while waiting for
appointments

 **16%¹**
during a
commute



Wherever They Call Home

% of adults who play

52%²
urban

48%²
suburban

45%²
rural

With Their Closest Friends and Family

Friends and family that they play with

40%³
friends

28%³
spouse/
partner

22%³
other family
members

9%³
parent(s)

8%³
team/guild/
clan mates

63%³
play with others

Splatoon 2 (Nintendo)



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



GAME GENERATION™

PLAY · LEARN · CONNECT

1. ESA Essential Facts, 2019

2. Pew Research Center, 2015

3. ESA Consumer Research, December 2018