

# 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

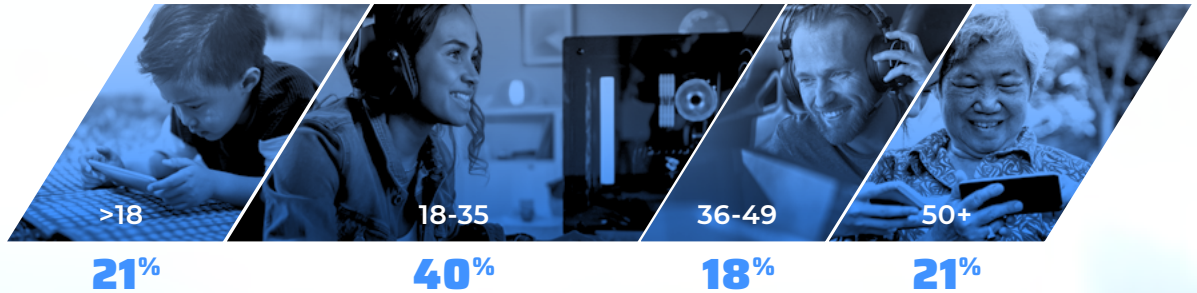
Who's playing? The demographics show a broad cross-section of the U.S. that might surprise you.



**54%**  
male



**46%**  
female



**Average Age: 33**

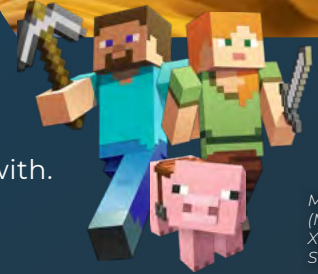
These players have been  
playing for 14 years on average





## 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%<sup>1</sup>**  
after work

 **27%<sup>1</sup>**  
during break  
at work/school

 **31%<sup>1</sup>**  
while waiting for  
appointments

 **16%<sup>1</sup>**  
during a  
commute



### Wherever They Call Home

% of adults who play

**52%<sup>2</sup>**  
urban

**48%<sup>2</sup>**  
suburban

**45%<sup>2</sup>**  
rural

### With Their Closest Friends and Family

Friends and family that they play with

**63%<sup>3</sup>**  
play with others

**40%<sup>3</sup>**  
friends

**28%<sup>3</sup>**  
spouse/  
partner

**22%<sup>3</sup>**  
other family  
members

**9%<sup>3</sup>**  
parent(s)

**8%<sup>3</sup>**  
team/guild/  
clan mates

Splatoon 2 (Nintendo)



Learn more about today's Game Generation  
at [GameGeneration.org](http://GameGeneration.org)



**GAME GENERATION™**

PLAY · LEARN · CONNECT

1. ESA Essential Facts, 2019

2. Pew Research Center, 2015

3. ESA Consumer Research, December 2018