

Video Games and Americans Age 50-Plus



Who's on the Leaderboard?



Close to 4 in 10 adults
age 50+ are gamers (**38%**) –
or about **41.4 million people**

★★ LEADERBOARD ★★

40% of women age 50+ play games

35% of men age 50+ play games

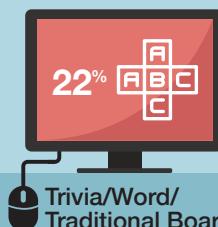
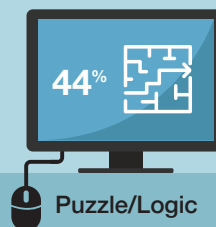


Next



Choose Your Quest

Top three favorite types of video games:



59% of age 50+ gamers play games online



Most common playing platforms:

59% Computer/
laptop



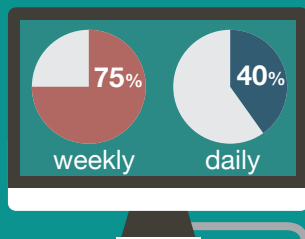
57% Phone/
other mobile



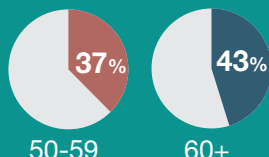
GAME ON!

75% play video games weekly

40% play video games daily

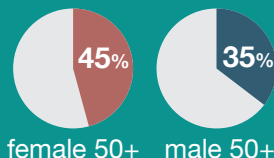


Say they play every day



Older gamers report playing video games more often than younger gamers

Women are more likely to report they play video games every day



Purchase History



In total, **22%** of gamers have made a purchase in the past **6 months**

Among gamers who have made purchases, **77%** bought for themselves and **52%** bought for others

Influence

Half of 50+ gamers report learning about new games/hardware from sources other than websites – most via word of mouth (**45%**)

25% say they learn about new games from ads

One in 6 say children/grandchildren influence choice of games

