

Video Games: Attitudes and Habits of Adults Age 50-plus

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Objectives and Methodology

Objectives

To explore the attitudes and habits of Americans aged 50+ toward playing video games

Qualifications

Age 50 or older; gamers must own a device (e.g. computer, tablet, console, handheld, etc.) and play a video/online game on an owned device at least once per month

Sample

GfK KnowledgePanel®, n=2,964 (gamers, n=1510; non-gamers, n=1454)

Methodology

Online survey via GfK KnowledgePanel®, with sample targeting panelists age 50 or older

Interviewing dates

March 9-17, 2016

Weighting

The data is weighted at two levels: first, to demographics among total respondents; second, to demographics within gamer/non-gamer groups among qualified respondents

Questionnaire length

Overall (minutes): 7.9 (median); Gamers: 13.4 (median); Non-Gamers: 3.4 (median); Full questionnaire is located in the appendix.

Key Findings



Key Findings

- **Close to four in ten adults aged 50+ are gamers (38%) while 62% are non-gamers.**
 - Women are more likely to be gamers than men – 40% of women are gamers vs. just 35% of men.
 - Gamers were defined based on questions related to ownership of various systems/devices, and whether respondents had personally used any of those devices for playing video games at least once per month.
- **Gamers aged 50+ most commonly use computers/laptops (59%) and phone/other mobile devices (57%) to play video games.**
 - In terms of type of computer/laptop, one-third report using a laptop/netbook and one-third use a personal desktop computer.
 - With phones or other mobile device, about one in six report using their own: iPhone (17%), Android Smartphone (16%), non-Apple tablet (16%) or iPad (15%) to play video games.
 - Nearly six in ten (59%) gamers say they play games online.

Key Findings

- **Three-quarters of gamers play video games weekly, with four in ten gamers saying they play video games every day.**
 - Interestingly, a greater proportion of older gamers compared to younger gamers report playing video games weekly or more often (37% of 50-59 year olds compared to 43% of 60+ say they play every day).
 - Moreover, female gamers are more likely to play daily than male gamers (45% vs. 35%).
- **Card/tile games (46%) and puzzle/logic games (44%), followed distantly by trivia/word /traditional board video games top the list of respondents' three favorite types of video games.**
 - The youngest gamers most prefer puzzle and logic games, while oldest gamers most prefer card and tile games.

Key Findings

- **In total, 22% of gamers have made any video game related purchase in the past 6 months.**
 - Of the gamers who made purchases, 77% bought for themselves, while 52% bought for others.
- **Half of online gamers report playing games online more today than they did five years ago.**
 - About one-quarter say “much more” (26%) and one-quarter say “somewhat more” (25%).
 - While one-quarter say they are playing about the same amount, only about one in five say they are playing less.
 - Women (57%) are significantly more likely than men (43%) to say they play more today than they did five years ago.

Key Findings

- **The top reason gamers say they play video games is to have fun** (26% say this is an extremely important reason and 52% say it is very important).
 - Fun is the top reason among those under aged 70, but among those 70+, it is the second most important reason, with the top reason being to stay mentally sharp (26% say this is an extremely important reason and 50% say it is very important).
- **More than one-quarter of respondents say they have played a video or online game specifically to stay mentally sharp.**
 - Gamers are much more likely than non-gamers to report having played a video or online game specifically to “improve brain health or stay mentally sharp” (50% versus 15%).
 - Women are more likely than men to say they have played video games specifically to “improve brain health or stay mentally sharp” (32% vs. 24%).

Detailed Findings




Devices Owned & Played



Ownership of Phones & Other Mobile Devices (89%)


Eighty-nine percent of the 50-plus own a phone or other mobile device. Phones top the list of mobile devices owned, with about four in ten reporting ownership of a regular cell phone (42%), and about one-quarter owning either an Android Smartphone (27%) or an iPhone (26%).

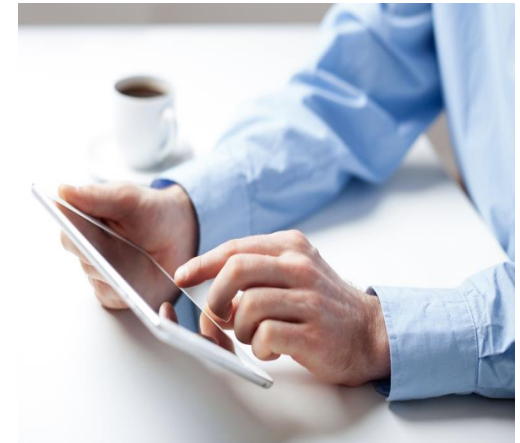
Phones & Other Mobile Devices 			
	Total N=2964	Gamer N=1510	Non-Gamer N=1454
Regular cell phone	42	40	43
Android Smartphone that is yours, personally	27	32	23
iPhone that is yours, personally	26	30	23
Other tablet that is yours, personally	20	29	15
iPhone that is owned/used by others in household	17	20	15
iPad/iPad mini/iPad Pro that is yours, personally	17	21	15
Android Smartphone that is owned/used by others in household	14	17	12
Other tablets that are owned/used by others in household	12	14	11
Portable digital music player	11	15	9
iPad/iPad mini/iPad Pro that is owned/used by others in household	10	12	9
iPod touch	6	8	5
Other Smartphone that is owned/used by others in the household	3	2	3
Apple Watch or other smart watch	2	3	1
Other Smartphone that is yours, personally	2	3	2

S01. Which of the following systems or devices do you currently have in your home?
Base: Total respondents

Ownership of Computers & Laptops (87%)

Eighty-seven percent of the 50-plus own a computer or laptop. Two-thirds of respondents own a laptop/netbook, with somewhat more gamers than non-gamers reporting ownership (70% versus 61%). Overall about half of respondents own a desktop, including 61% gamers.


<i>Computers/Laptops</i> 			
	Total <i>N=2964</i>	Gamer <i>N=1510</i>	Non-Gamer <i>N=1454</i>
Laptop/netbook	64	70	61
Personal desktop computer	53	61	48



S01. Which of the following systems or devices do you currently have in your home?
Base: Total respondents

Ownership of Video Game Consoles (22%)

Twenty-two percent of the 50-plus own a video game console. The Nintendo Wii tops the list of video game consoles owned. Not surprisingly, gamers (34%) exceed non-gamers (15%) in terms of ownership of video game consoles.


Video Game Consoles 			
	Total N=2964	Gamer N=1510	Non-Gamer N=1454
Nintendo Wii	12	18	8
Xbox 360	6	10	4
PlayStation 3	5	8	4
PlayStation 4	3	5	2
Xbox One	3	5	2
Nintendo Wii U	2	4	2



S01. Which of the following systems or devices do you currently have in your home?
Base: Total respondents

Ownership of Portable Video Game Devices (6%)


Six percent of the 50-plus own a portable video game device. The Nintendo DS series tops the list, though just 3% overall and 5% of gamers report owning these.

Portable Video Game Devices 			
	Total <i>N=2964</i>	Gamer <i>N=1510</i>	Non-Gamer <i>N=1454</i>
Nintendo DS/2DS/DSi/DSi XL	3	5	2
Game Boy (Advance, Advance SP or Micro)	2	4	2
Nintendo 3DS/3DS XL	2	3	1
Sony PSP/PSPgo	1	2	1
Sony PS Vita	*	1	*

S01. Which of the following systems or devices do you currently have in your home?
Base: Total respondents

Ownership of Other Video Game Systems (5%)

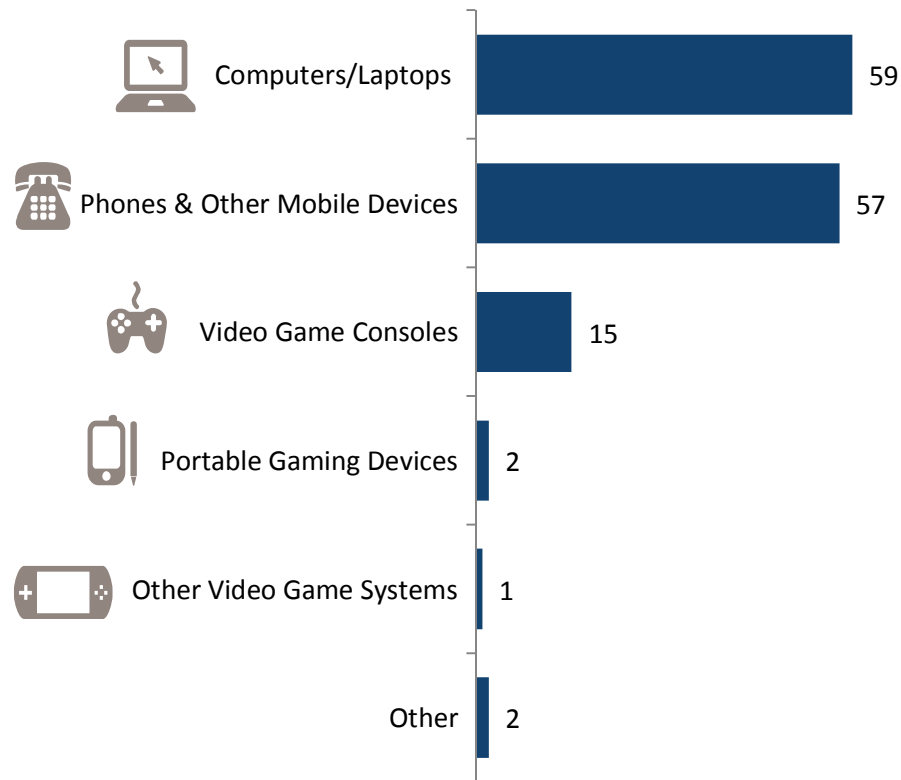
Five percent of the 50-plus own another type of video game system. Apple TV is the most commonly owned other type of video game system, owned by 3%.

Other Video Game Systems 			
	Total N=2964	Gamer N=1510	Non-Gamer N=1454
Apple TV	3	3	3
Plug & Play/all-in-one system	1	2	1
Kid-oriented systems	1	2	*
Other system or device	2	4	1
None of these electronic devices are in the household	3	-	6
Refused	1	-	1

S01. Which of the following systems or devices do you currently have in your home?
Base: Total respondents

Use to Play Video Games (NETS)


Looking across the broad categories, computers/laptops and phone/other mobile devices are the items most commonly used by gamers to play video games.

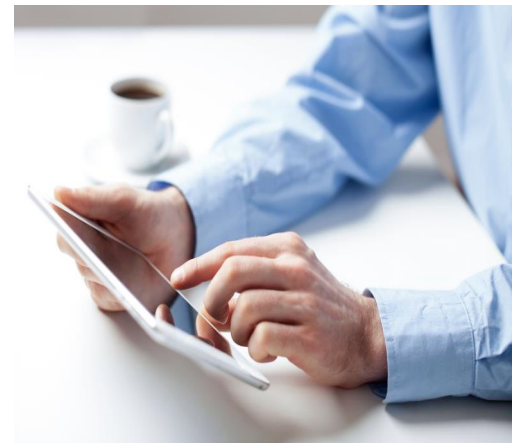


S02. Which of these systems or devices do you personally use for playing video games at least once per month?
This could be any type of gaming.
Base: Own devices

Use to Play Video Games: Computers/Laptops

Close to six in ten gamers (59%) use some type of computer or laptop, with one-third using a laptop/netbook and one-third using a personal desktop computer.

<i>Computers/Laptops (59% NET)</i> 	
Gamer <i>N=1510</i>	
Laptop/netbook	33
Personal desktop computer	33



S02. Which of these systems or devices do you personally use for playing video games at least once per month?
This could be any type of gaming.
Base: Own devices

Use to Play Video Games: Phones/Mobile Devices

Close to six in ten gamers (57%) use a phone or other mobile device to play video games; about one in six report using their own: iPhone (17%), Android Smartphone (16%), non-Apple tablet (16%) or iPad (15%) to play video games.

Phones & Other Mobile Devices (57% NET)



Gamer

N=1510

iPhone that is yours, personally	17
Android Smartphone that is yours, personally	16
Other tablet that is yours, personally	16
iPad/iPad mini/iPad Pro that is yours, personally	15
iPad/iPad mini/iPad Pro that is owned/used by others in household	2
iPhone that is owned/used by others in household	1
Android Smartphone that is owned/used by others in household	1
iPod touch	1
Regular cell phone	4
Other tablets that are owned/used by others in household	3
Other Smartphone that is yours, personally	1

S02. Which of these systems or devices do you personally use for playing video games at least once per month?
This could be any type of gaming.
Base: Own devices

Use to Play Video Games: Other Systems

One in six use video game consoles (15%) to play video games, with the most common being the Nintendo Wii (6%), followed closely by the Xbox 360.

Video Game Consoles (15% NET)

Nintendo Wii	6
Xbox 360	4
PlayStation 3	3
PlayStation 4	2
Xbox One	2
Nintendo Wii U	1

Portable Gaming Devices (2% NET)

Nintendo DS/2DS/DSi/DSi XL	1
Nintendo 3DS/3DS XL	1

Other Video Game Systems (1% NET)

Plug & Play/all-in-one system	1
Other	2

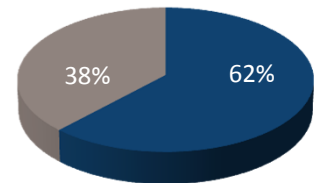


S02. Which of these systems or devices do you personally use for playing video games at least once per month?
This could be any type of gaming.
Base: Own devices

Proportion of Gamers 50+

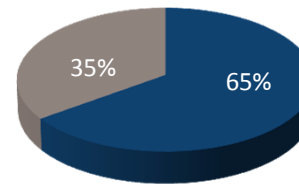
Gamers were defined based on screening questions related to ownership of various systems/devices, and whether respondents had personally used any of those devices for playing video games at least once per month, resulting in 38% being identified as gamers and 62% as non-gamers.

**Total 50+
Gamers Vs. Non-Gamers**



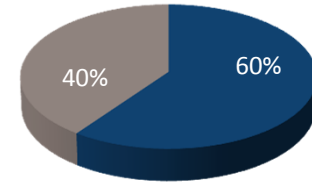
■ Non-Gamers ■ Gamers

Men



■ Non-Gamers ■ Gamers

Women



■ Non-Gamers ■ Gamers

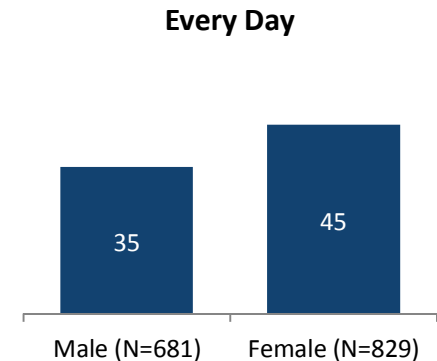
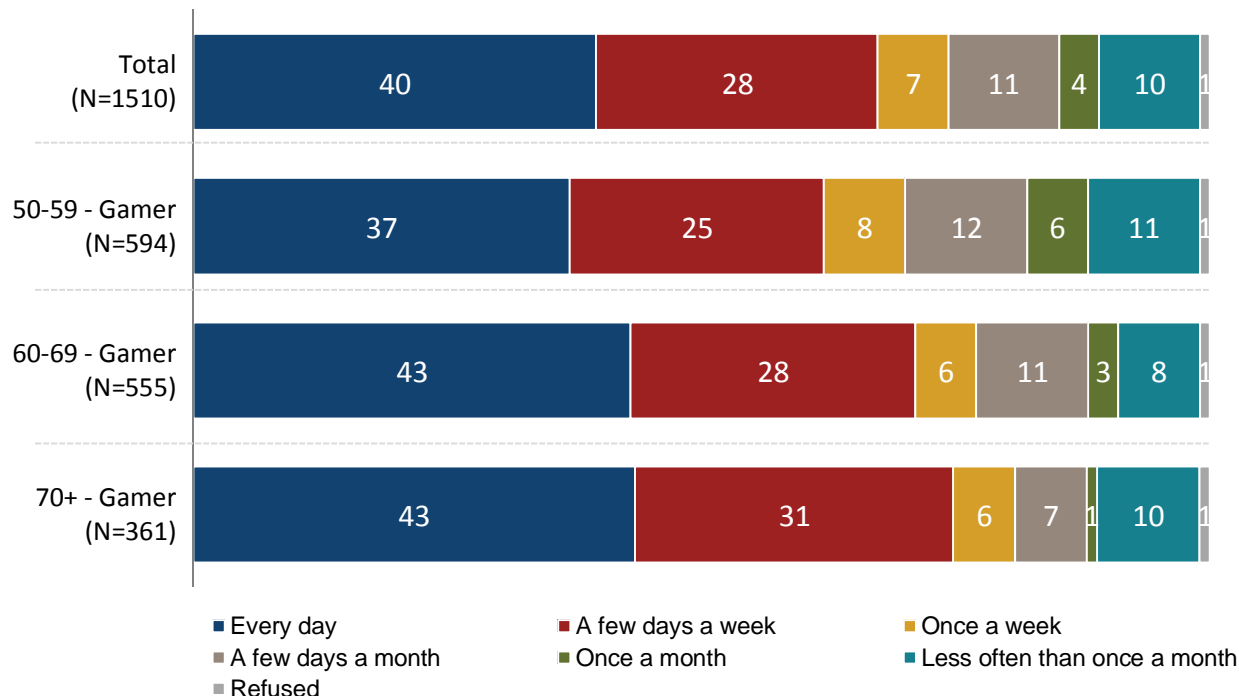
S01. Which of the following systems or devices do you currently have in your home?
S02. Which of these systems or devices do you personally use for playing video games at least once per month?
Base: Total Respondents

Video Game Usage



How Often Play Video Games

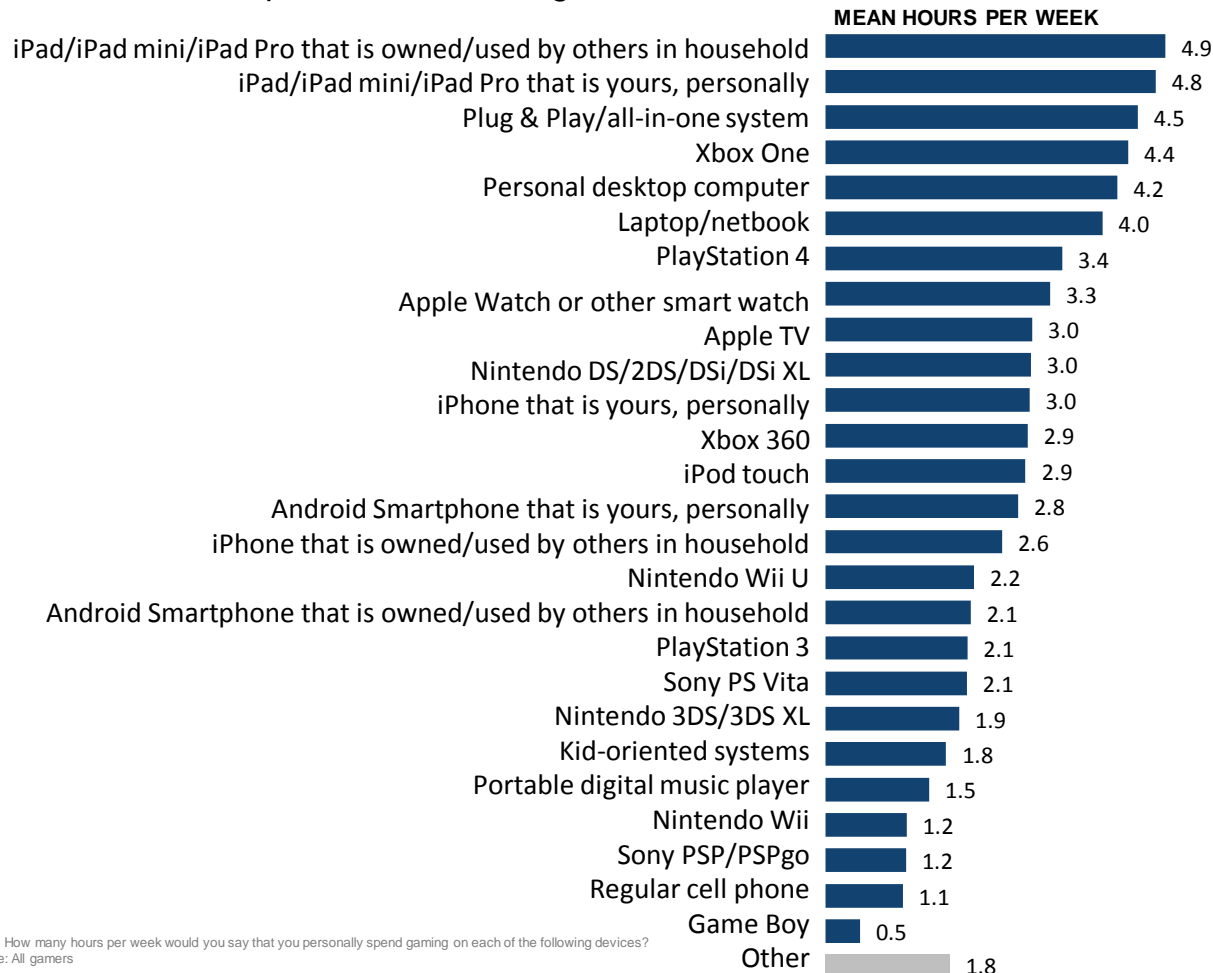
Three-quarters of gamers play video games weekly, with four in ten gamers saying they play video games every day. Interestingly, a greater proportion of older gamers (81%) compared to younger gamers (71%) report playing video games weekly or more often.



A01. Generally speaking, how often do you play video games? This could be on any device.
Base: All gamers

Devices Used Per Week

Gamers report playing for close to an average of 5 hours per week on iPads (either one owned personally, or owned by someone in their household). A Plug & Play, an Xbox, and a personal computer are also used to play more than 4 hours per week on average.



A02. How many hours per week would you say that you personally spend gaming on each of the following devices?
Base: All gamers

Devices Used Per Week: By Age

Looked at by age, variations emerge in terms of top device used per week on average: youngest gamers use the plug & play device most (6 hours); mid-aged gamers use household iPads the most (4.5 hours); and oldest gamers use their own iPad the most (8.3 hours).

	MEAN HOURS PER WEEK			
	Total - Gamer	50-59 - Gamer	60-69 - Gamer	70+ - Gamer
iPad/iPad mini/iPad Pro that is owned/used by others in household	4.9	3.3	4.5	8.3
iPad/iPad mini/iPad Pro that is yours, personally	4.8	5.2	3.6	5.9
Plug & Play/all-in-one system	4.5	6.0	3.5	0.5
Xbox One	4.4	4.8	2.1	9.0
Personal desktop computer	4.2	3.6	4.3	4.7
Laptop/netbook	4.0	3.9	3.8	4.5
PlayStation 4	3.4	3.8	2.6	-
Apple Watch or other smart watch	3.3	5.0	0.5	-
Apple TV	3.0	3.0	-	-
Nintendo DS/2DS/DSi/DSi XL	3.0	2.9	3.0	-
iPhone that is yours, personally	3.0	2.8	3.3	2.7
Xbox 360	2.9	2.6	2.2	14.1
iPod touch	2.9	4.9	1.7	2.0
Android Smartphone that is yours, personally	2.8	2.7	3.1	2.7
iPhone that is owned/used by others in household	2.6	1.6	4.3	3.0
Nintendo Wii U	2.2	2.4	2.2	0.5
Android Smartphone that is owned/used by others in household	2.1	1.9	1.9	2.9
PlayStation 3	2.1	1.8	3.5	1.7
Sony PS Vita	2.1	1.2	0.0	4.0
Nintendo 3DS/3DS XL	1.9	1.8	2.7	0.7
Kid-oriented systems	1.8	5.0	0.6	-
Portable digital music player	1.5	1.7	0.5	2.0
Nintendo Wii	1.2	1.3	1.1	0.7
Sony PSP/PSPgo	1.2	0.5	1.5	0.0
Regular cell phone	1.1	1.2	1.5	0.8
Game Boy	0.5	0.5	0.5	0.5
Other	1.8	1.2	2.6	2.1

A02. How many hours per week would you say that you personally spend gaming on each of the following devices?
Base: All gamers

Note: very small base for some devices

Devices Used for Online Gameplay

Four in ten gamers (41%) do not play games online or connected through Wi-Fi. Among those who do, laptop/netbooks are used most often for online gameplay, cited by about one in five gamers (18%). The oldest gamers are most likely to use a personal desktop computer for online gameplay (22%).

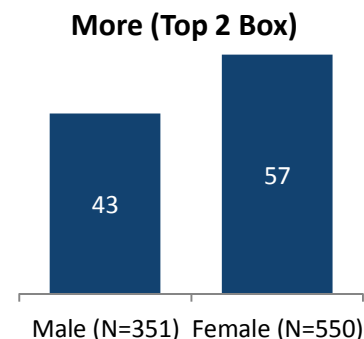
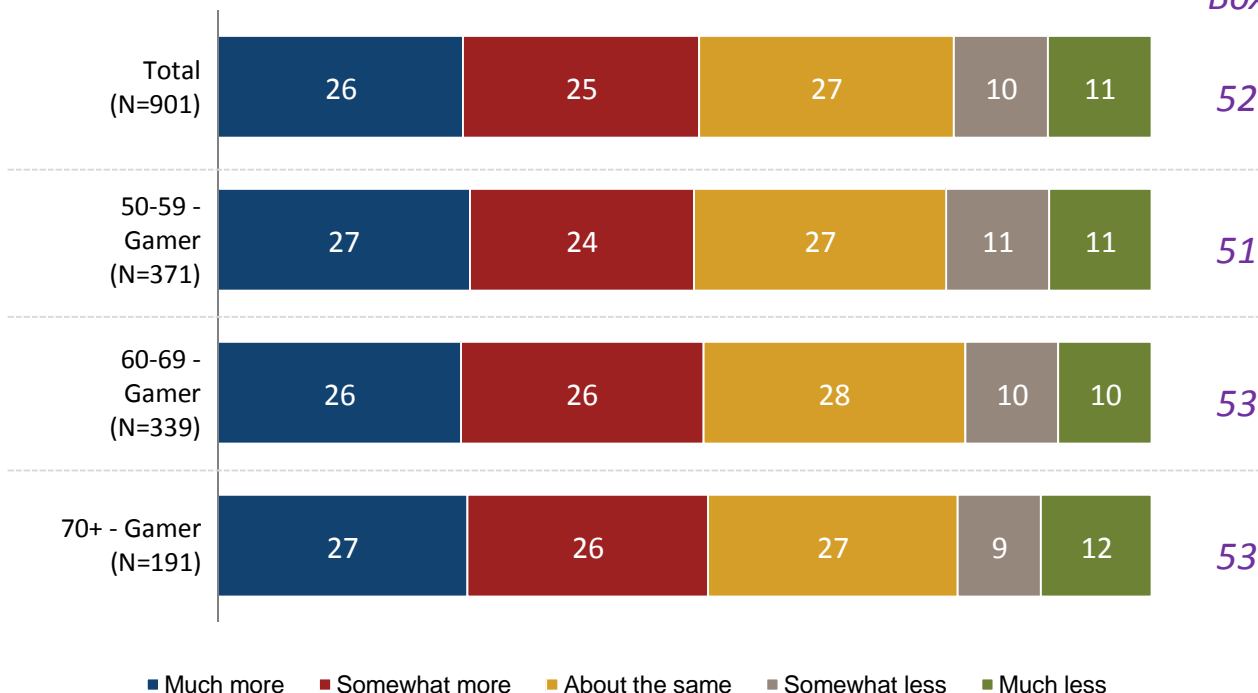
	Total - Gamer N=1510	50-59 - Gamer N=594	60-69 - Gamer N=555	70+ - Gamer N=361
Laptop/netbook	18	18	21	14
Personal desktop computer	17	13	16	22
Android Smartphone that is yours, personally	9	12	8	4
iPad/iPad mini/iPad Pro that is yours, personally	8	9	8	8
iPhone that is yours, personally	8	9	9	5
Xbox 360	1	3	1	1
PlayStation 3	1	1	1	1
PlayStation 4	1	2	1	*
Regular cell phone	1	1	1	1
iPad/iPad mini/iPad Pro that is owned/used by others in household	1	1	1	1
Xbox One	1	1	*	-
Nintendo Wii	*	1	*	1
Nintendo Wii U	*	1	-	*
iPhone that is owned/used by others in household	*	1	-	*
Other Smartphone that is yours, personally	*	1	1	-
Other tablets that is yours, personally	8	11	7	5
Other tablets that are owned/used by others in household	1	1	1	1
I don't play games online/connected through Wi-Fi	41	38	40	48
Refused	1	*	2	1

A03. Which, if any, of the following devices do you use for online gameplay?
Base: All gamers

Online Gameplay Compared to Five Years Ago

Half of online gamers report playing games online more than they did five years ago, with about one-quarter each saying much more, and one-quarter saying somewhat more. While one-quarter say they are playing about the same amount, only about one in five say they are playing less.

Top 2
Box

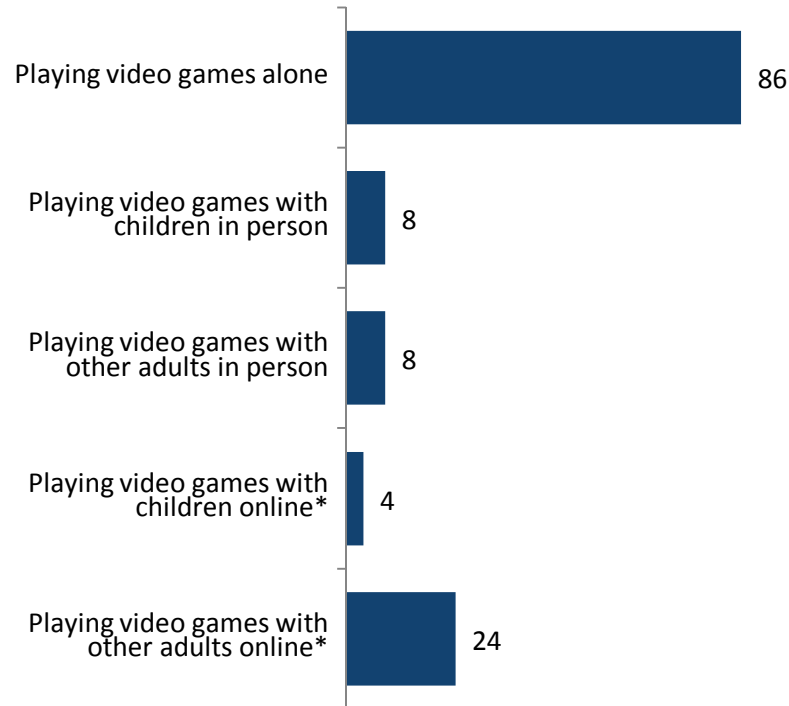


% out of online gamers

A04. Compared to 5 years ago, would you say you play online games more, less, or about the same amount?
Base: Online gamers

Solo Versus Interactive Gameplay

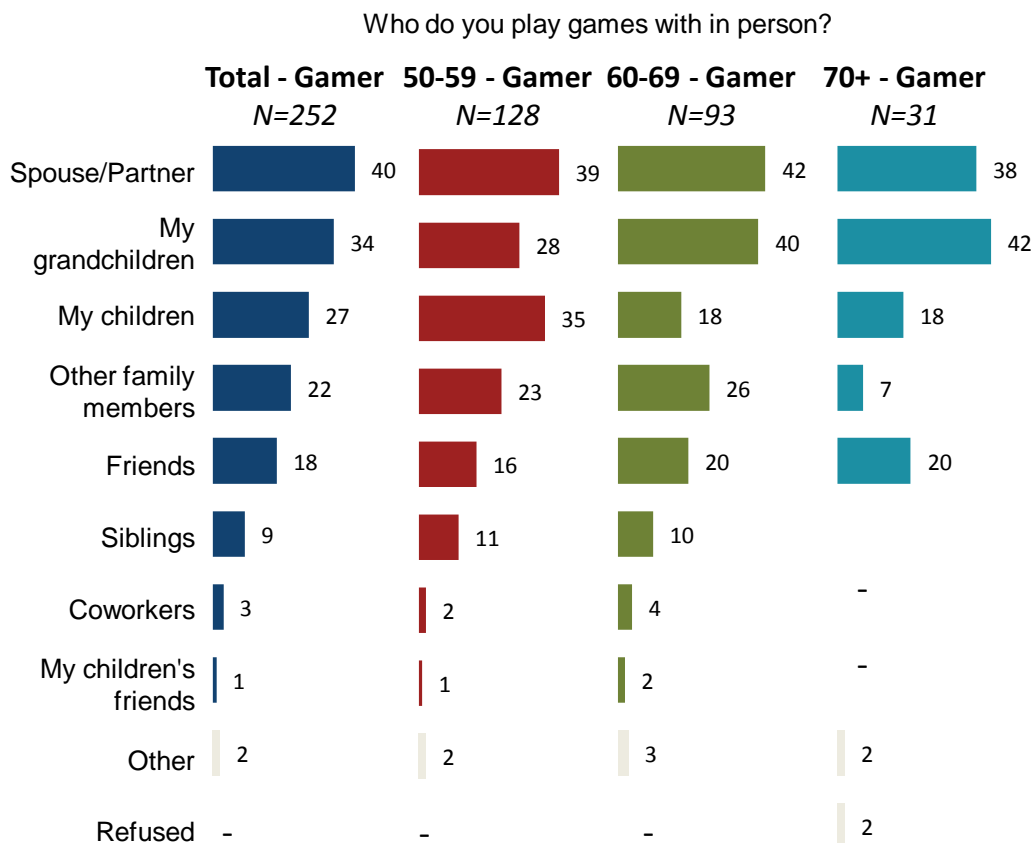
When asked about the proportion of their game play that is done alone versus with other people, gamers report that most of their game play is done solo (86%).



A05. What proportion of your game play would you say is done alone versus playing other people, such as children or adults?
Base: Gamers; *Among Gamers who play online

Preference When Playing Video Games

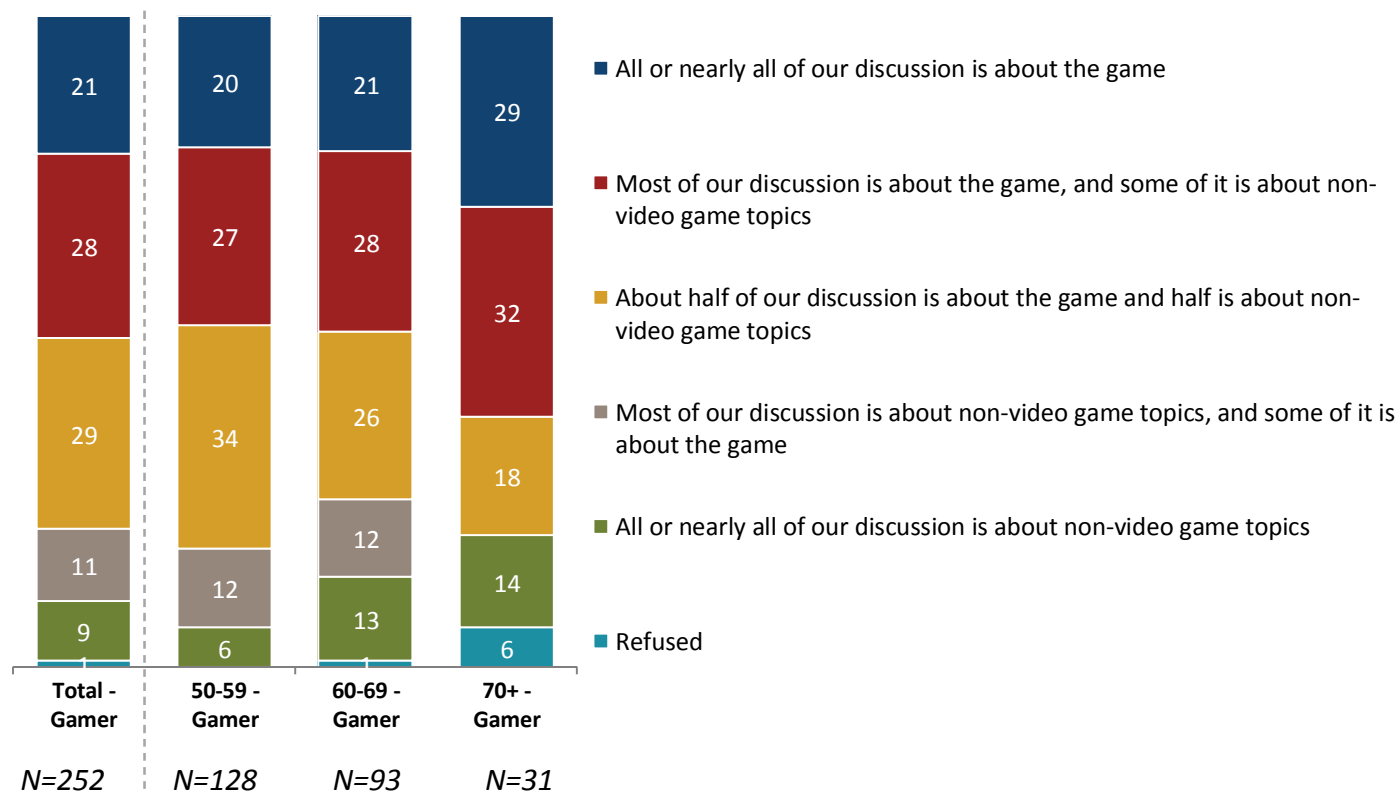
When playing games in person, spouses are the most common challenger, followed by grandchildren and children.



A06a. If you had to choose, with whom do you most prefer to play video games? Base: Play video games with others
A06b. Who do you play games with in person? Base: Play video games with children/other adults

Discussion During In-person Games

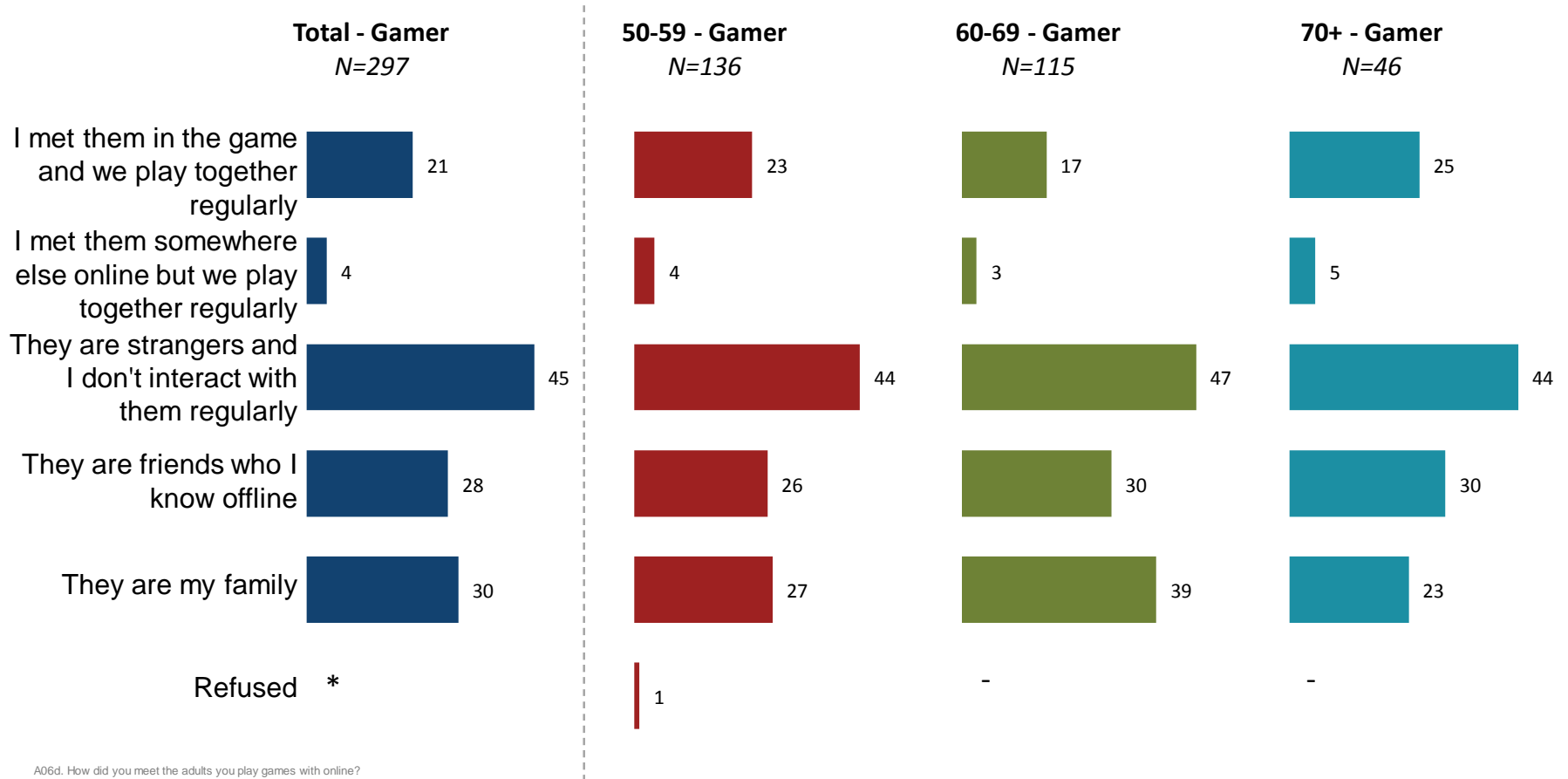
When playing games in person, about one in five (21%) keep the discussion to mostly about the game, with the oldest gamers most likely to report this (29%). Nearly three in ten gamers (28%) say they talk mostly about the game and some about non-video game topics, while another three in ten (29%) say they talk half and half about the game and other things.



A06c. When you play games with others in person, how much of your discussion is only about the game?
Base: Play video games with children/other adults

Partners in Online Game Play

The plurality of online gamers who play with other adults say the adults they play with are strangers who they don't interact with regularly. Next most common are online playing partners are family (30%) and friends they know off line (28%).

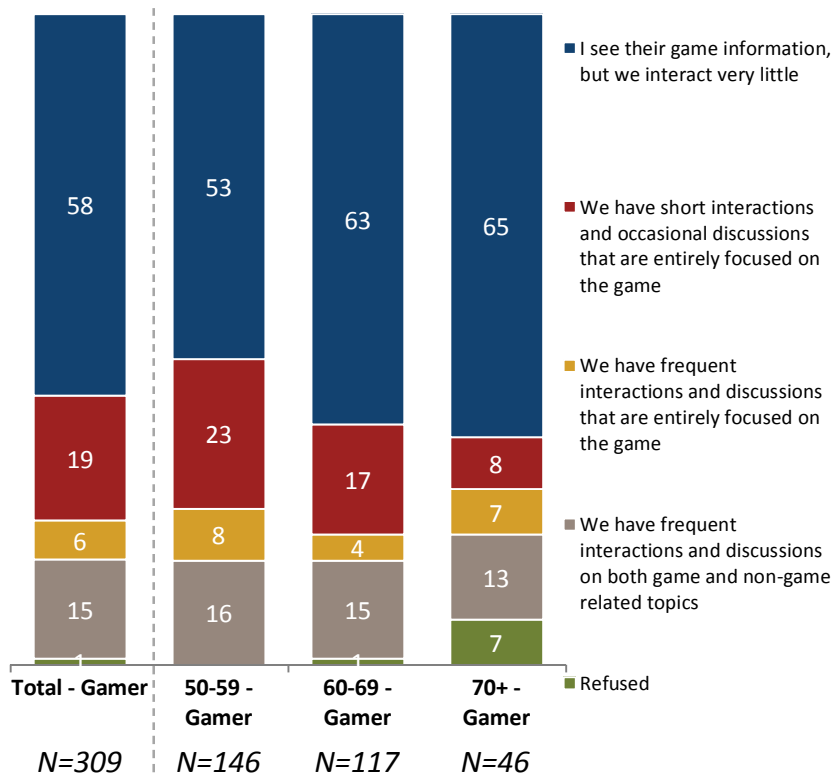


A06d. How did you meet the adults you play games with online?
Base: Play video games with other adults online

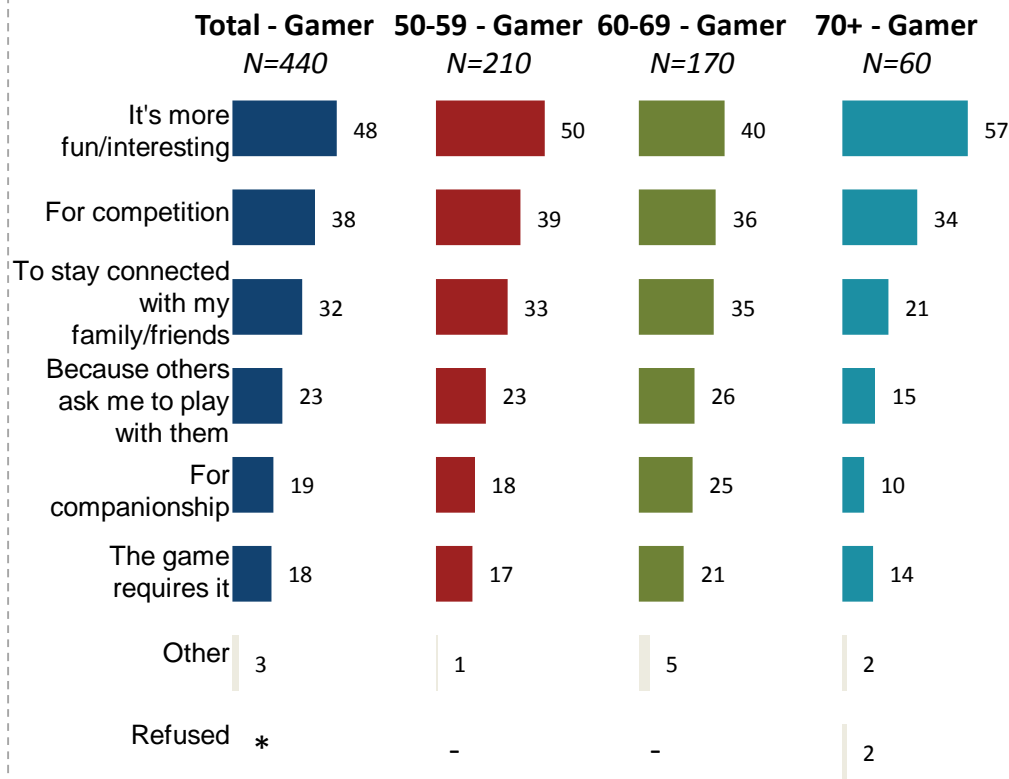
Interaction with Online Game Partners

The majority of online gamers report interacting very little with their online game play partners, other than to see their game information. Only about one in six say they have frequent interactions/discussion about both video game and non-video game topics.

How much do you typically interact with others when you play games with them online?



What are your top reasons for playing games with others?

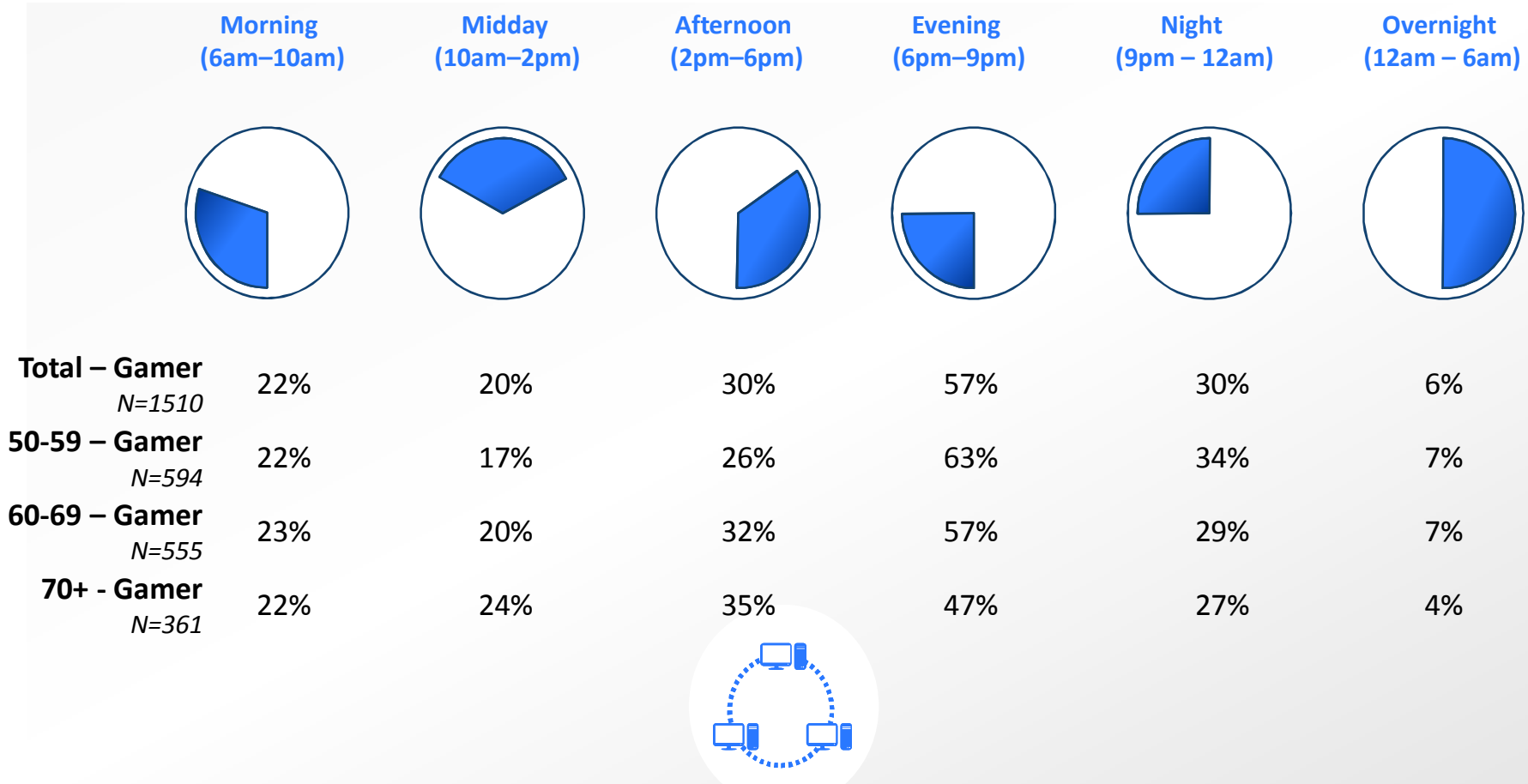


A06e. How much do you typically interact with others when you play games with them online?
Base: Play video games with children/other adults online

A06f. What are your top reasons for playing games with others? Base: Play video games with others

Time of Day Most Commonly Play

Sizeable proportions of gamers report playing video games at all times of day, but the evening, from 6-9 pm, is the most popular time, cited by close to half or more of gamers of all ages.



A08. What time of day do you typically play video games?
Base: All gamers

Types of Video Games Most Commonly Played

Card and tile games, followed closely by puzzles and logic games, are the types of games most often played, cited by close to half of respondents.

	Total - Gamer	50-59 - Gamer	60-69 - Gamer	70+ - Gamer
	N=1510	N=594	N=555	N=361
Card and Tile games, not including gambling/casino games	48	42	51	57
Puzzle and Logic games	47	51	49	36
Trivia, Word, and Traditional Board video games	22	25	24	15
Gambling/casino/poker games	17	13	20	18
Brain games that test memory and attention span	15	15	17	12
Arcade Games	10	12	11	5
Shooter games	6	9	5	2
Action/adventure games	6	8	6	2
Sports games	6	8	5	4
Racing games	5	8	4	1
Educational games	4	4	6	3
Real-time strategy games in which the player gathers and manages resources in real time	4	5	3	2
Life Simulation games	3	4	3	2
Fitness games	3	3	3	1
Flight games	3	4	2	1
Role-Playing games, not in a continuous world	2	4	1	1
Fighting games	2	3	2	1
Dance games	2	3	1	1
Music-based games	2	3	1	*
Massively Multiplayer Online Role-Playing Games (MMORPG) that are not kid-oriented	1	3	1	-
Kid-oriented Massively Multiplayer Online Role-Playing Games	1	1	*	1
Other	10	8	8	15

A09. Please select the types of games that you typically like to play online or offline, on any system or device.
Base: All gamers

Favorite Types of Video Games

Card and tile games, puzzle and logic games, followed distantly by trivia, word and traditional board video games top the list of respondents' three favorite types of video games. The youngest gamers most prefer puzzle and logic games, while oldest gamers most prefer card and tile games.

	Total - Gamer	50-59 - Gamer	60-69 - Gamer	70+ - Gamer
	N=1484	N=585	N=547	N=352
Card and Tile games, not including gambling/casino games	46	37	49	58
Puzzle and Logic games	44	48	45	35
Trivia, Word, and Traditional Board video games	19	21	22	13
Gambling/casino/poker games	14	11	17	17
Brain games that test memory and attention span	11	10	13	10
Arcade Games	6	8	7	3
Shooter games	5	8	4	1
Sports games	5	7	3	3
Action/adventure games	5	7	5	1
Racing games	3	6	2	1
Real-time strategy games in which the player gathers and manages resources in real time	3	4	2	1
Educational games	3	2	4	2
Life Simulation games	2	3	2	1
Role-Playing games, not in a continuous world	2	3	1	1
Flight games	2	2	2	*
Fighting games	1	2	1	1
Fitness games	1	1	2	*
Dance games	1	2	1	1
Massively Multiplayer Online Role-Playing Games (MMORPG) that are not kid-oriented	1	2	*	*
Music-based games	1	1	*	-
Kid-oriented Massively Multiplayer Online Role-Playing Games	1	1	*	1
Other	10	8	7	15

A09a. Please select your three favorite types of games from the list below that you typically like to play.

Base: All gamers

Recent Activity on Video Game Consoles

Among those who own a video gaming console, the most common activities for which it was used in the past three months (other than playing a game) include browsing the Internet, watching videos on YouTube and streaming content through Netflix.

	Total N=749	Yes - Gamer N=509	No - Gamer N=240
Browsed the Internet	19	22	16
Watched videos on YouTube	16	21	10
Streamed a movie/TV show through Netflix account	16	18	14
Watched a movie on a standard DVD	14	17	9
Watched a movie on a Blu Ray Disc	11	15	7
Listened to music (CD)	11	15	5
Accessed files (pictures, music, movies) from your PC	8	10	5
Streamed music through services like Pandora, Spotify, Last.fm, etc.	8	10	4
Downloaded a full game for free	8	13	1
Streamed a movie/TV show through Amazon Instant Video	6	9	2
Downloaded a movie/TV show (rental)	3	5	1
Downloaded a full game I paid for	3	5	1
Downloaded a movie/TV show (purchased)	3	3	3
Downloaded a game demo	3	5	*
Streamed a movie/TV show through Hulu Plus account	3	4	1
Downloaded add on content/map packs/expansion packs for a game	3	4	1
Created an avatar	2	2	*
Downloaded a theme	1	2	*
Downloaded a game trailer	1	1	1
Downloaded items for an avatar	-	1	-
None of the above	57	50	67

B03. Which of the following activities, if any, have you done in the past 3 months on any of your gaming consoles?
Base: Own Video Game Consoles

Influence and Discovery



Video Game Related Purchases

In total, 22% of gamers have made *any purchase* in the past 6 months. Of the gamers who made purchases, 77% bought for themselves, while 52% bought for others. The most common purchase gamers made for themselves in the last six months was downloadable content and paid digital apps. The most common items they purchased for their children or others was gaming accessories and video game consoles.



	Total – Gamer N=1510	50-59 - Gamer N=594	60-69 - Gamer N=555	70+ - Gamer N=361
Purchased for self				
Downloadable content	6	8	6	3
Paid digital apps	6	7	6	3
Full digital game for PC or console	5	5	4	5
Full physical game for PC or console	4	5	4	3
Accessories	4	5	3	2
Consoles	3	4	4	1
Portable/Handheld gaming device	2	2	3	1
Purchased for children/others				
Accessories	6	9	5	2
Consoles	6	9	4	2
Full physical game for PC or console	4	7	4	1
Paid digital apps	3	5	1	1
Portable/Handheld gaming device	3	3	3	1
Downloadable content	2	4	1	1
Full digital game for PC or console	2	3	3	1

B01. Thinking about the past 6 months, which of the following have you purchased?
Base: All gamers

Influence of Children or Grandchildren

Among gamers with children (70%) and grandchildren (60%), about one in six say their offspring have a significant influence on how they learn about new video games and video game technology, what video games they buy, and how to play new video games and video game technology.



	Total – Gamer N=1221	50-59 - Gamer N=447	60-69 - Gamer N=455	70+ - Gamer N=319
On how I learn about new video games or video game technology				
Have significant influence	17	20	19	11
Have some influence	16	21	16	11
Have very little influence	13	14	12	11
Have no influence	44	35	44	58
Refused	10	11	9	9
On what video games or video game devices I buy				
Have significant influence	14	19	13	7
Have some influence	13	18	11	7
Have very little influence	12	14	10	11
Have no influence	50	38	53	63
Refused	12	11	13	13
On learning how to play new video games or video game technology				
Have significant influence	14	18	14	11
Have some influence	13	16	12	9
Have very little influence	14	16	15	11
Have no influence	46	39	47	57
Refused	12	12	13	12

C01b. My children (or grandchildren).... Base: Gamers/Have Children/Grandchildren

Learning About New Video Games/Video Game Hardware

Half of gamers overall (50%) say they learn about new video games/video game hardware from non-websites, mostly via word-of-mouth, including one-quarter from adult family/friends; 20% from children; 16% from grandchildren. One-third (32%) cite websites, mostly social networking websites (17%).

Non-websites (50% NET)	Total - Gamer	50-59 - Gamer	60-69 - Gamer	70+ - Gamer
	<i>N=1510</i>	<i>N=594</i>	<i>N=555</i>	<i>N=361</i>
Adult family and friends	26	27	28	23
My children	20	24	18	15
My grandchildren	16	12	20	20
Advertising or media articles around brain health games	5	5	5	5
Article in magazine, newspaper, or online	5	6	3	4
Sales promotions, incentives or coupons from stores or websites	4	6	3	2

Websites (32% NET)	Total - Gamer	50-59 - Gamer	60-69 - Gamer	70+ - Gamer
	<i>N=1510</i>	<i>N=594</i>	<i>N=555</i>	<i>N=361</i>
Social networking web site	17	19	17	11
Search engines	10	10	11	10
Game company web sites	3	3	3	3
Video game web sites/blogs	3	4	2	3
Retailer web sites	3	4	3	2
Official game web sites	2	3	1	1
Forums, message boards, chat rooms	1	2	1	1
Video-sharing web sites	1	2	2	*
Other web sites	3	2	4	3

C02. How do you generally learn about new games or gaming hardware?
Base: All gamers

Learning About New Video Games/Video Game Hardware

One-quarter of gamers overall (25%) say they learn about new video games/video game hardware from ads, mostly from TV ads (13%). About one in five say they learned by trying before buying (19%), mostly apps. Just 13% learn about new video games/video game hardware in stores.

Ads (25% NET)	Total - Gamer	50-59 - Gamer	60-69 - Gamer	70+ - Gamer
	<i>N=1510</i>	<i>N=594</i>	<i>N=555</i>	<i>N=361</i>
TV ads	13	17	13	9
Online banner ads or pop-up ads	9	9	10	6
E-mail blasts, newsletters or e- mail alerts	5	4	6	6
Magazine ads	4	4	3	4
Billboard	1	1	1	1

Trying Before Buying (19% NET)	Total - Gamer	50-59 - Gamer	60-69 - Gamer	70+ - Gamer
	<i>N=1510</i>	<i>N=594</i>	<i>N=555</i>	<i>N=361</i>
Apps	10	11	10	6
Online demo of the game	7	7	9	6
In-store demos	3	4	3	2
Rentals	1	2	*	1
In the Store (13% NET)				
See it on the store shelf	8	10	7	5
Browsing networks	4	5	2	4
In-store posters or signs	4	5	3	2
Salesperson/store recommendation	1	2	1	1

C02. How do you generally learn about new games or gaming hardware?
Base: All gamers

Age First Played Video Game

The average age that gamers played their first video game was 30. Most of the youngest gamers first started playing in their teens, whereas the plurality of mid-aged gamers started in their 30s, and the plurality of the oldest gamers started in their late 50s.

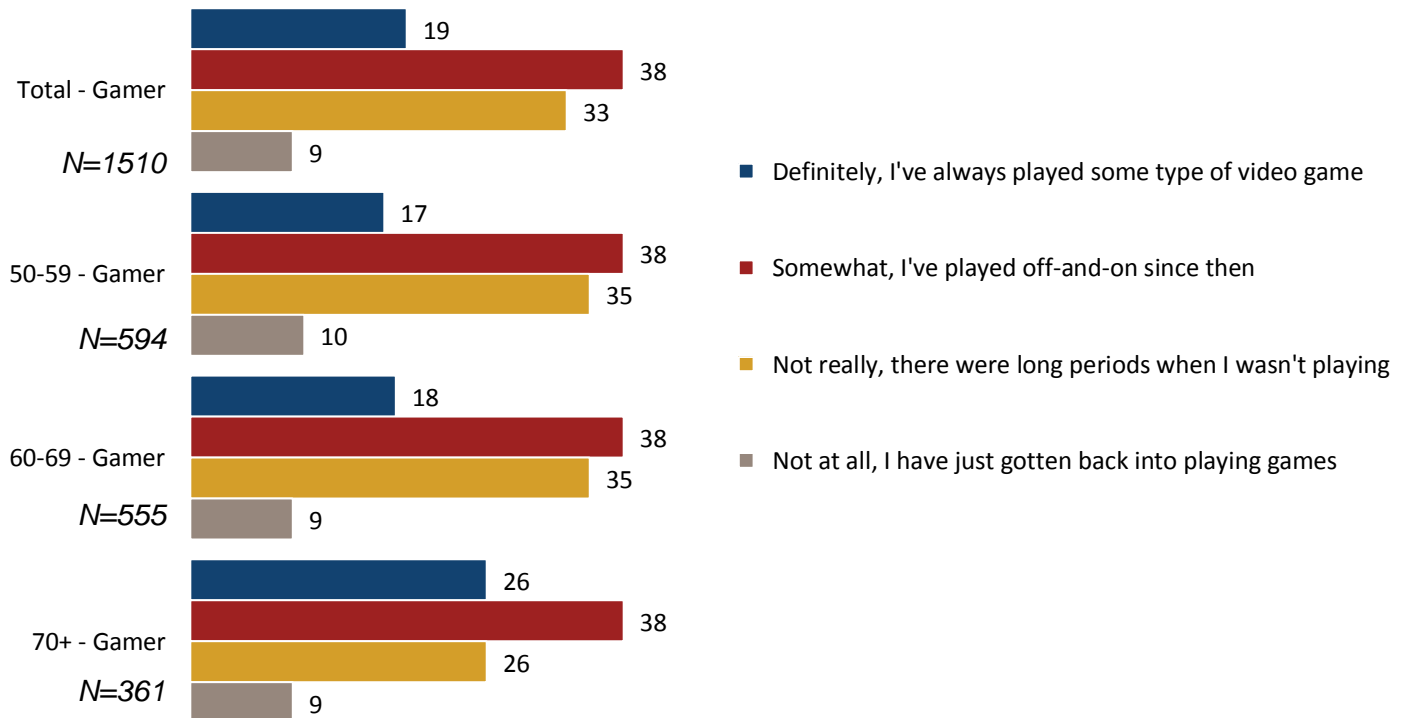


	Total - Gamer <i>N=1510</i>	50-59 - Gamer <i>N=594</i>	60-69 - Gamer <i>N=555</i>	70+ - Gamer <i>N=361</i>
Less than 6	1	2	*	*
7-10	6	12	1	*
11-15	12	24	5	1
16-20	14	24	9	3
21-25	9	11	10	3
26-30	10	8	16	6
31-40	14	7	22	14
41-50	11	7	14	14
51-60	11	2	16	19
61-70	8	-	5	27
71+	2	-	-	10
MEDIAN	30	17	34	57

C03. Approximately how old were you the first time you played a video game?
Base: All gamers

Video Game Use Throughout Life

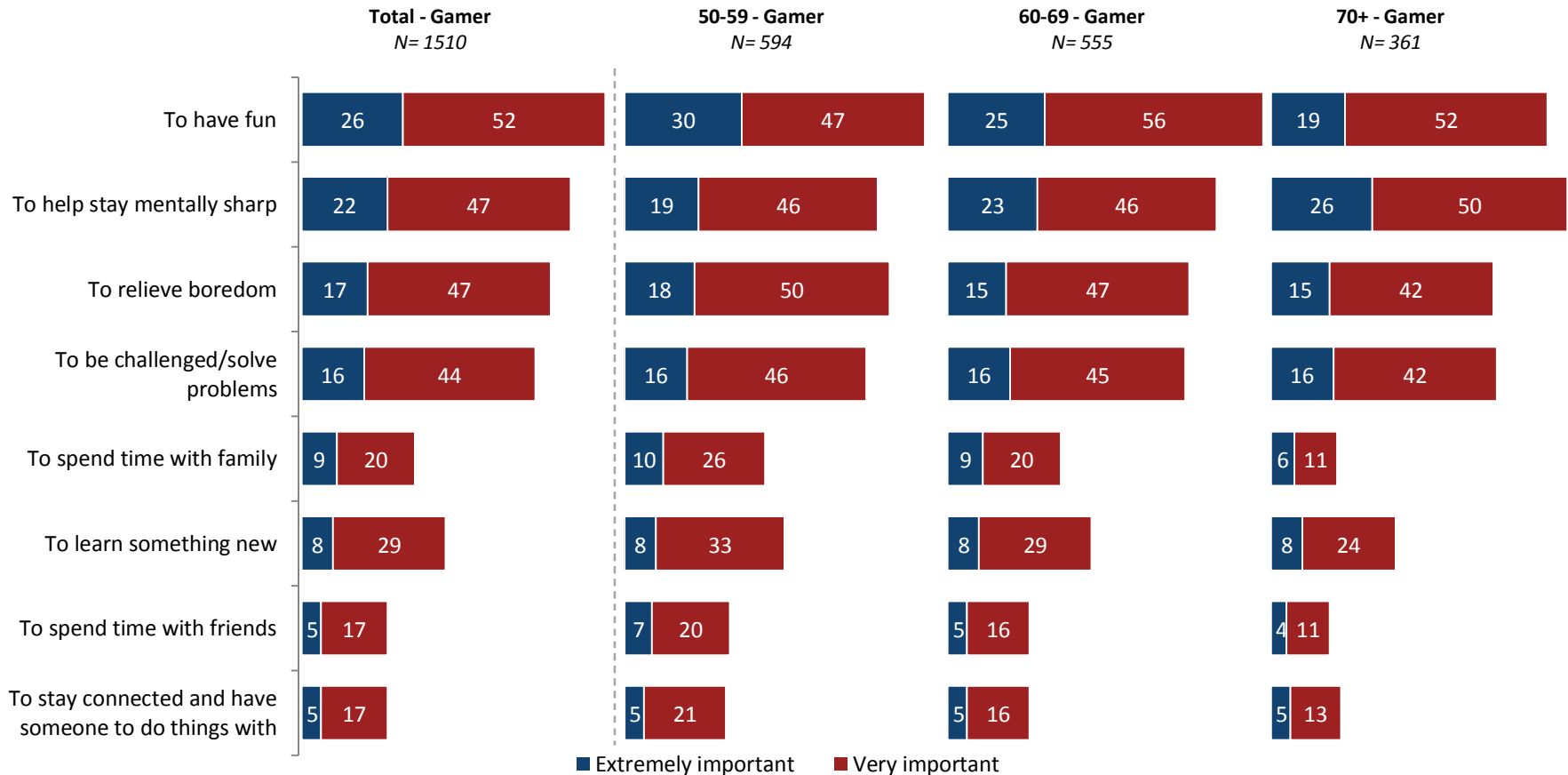
One in five gamers say they have continued to play some type of video game ever since they played their first video game. A plurality (38%) have played off and on since then.



C04. Have you continued to play video games since that time?
Base: All gamers

Reasons for Playing Video Games

The top reason gamers say they play video games is to have fun. This is true across all age groups, with the exception of the oldest gamers, whose top reason is to stay mentally sharp. Women are more likely than men to say they play games to help stay mentally sharp (72% vs. 65%) and to learn something new (40% vs. 34%).



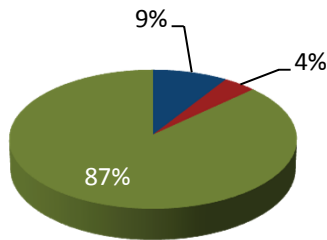
C10. How important to you are the following reasons for playing video games?
Base: All gamers

Video or Online Gaming to Learn Something New

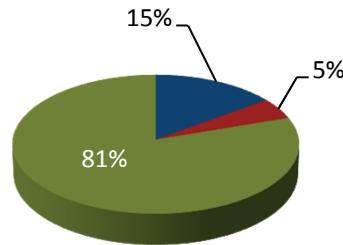
Just over one in ten respondents report having played a video or online game specifically to learn something new, with gamers more likely than non-gamers to have done so (18% versus 9%).



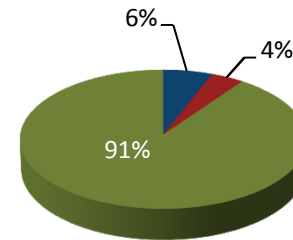
Total
(N=2964)



Yes – Gamer
(N=1510)



No – Gamer
(N=1454)



■ Yes, for self-directed learning

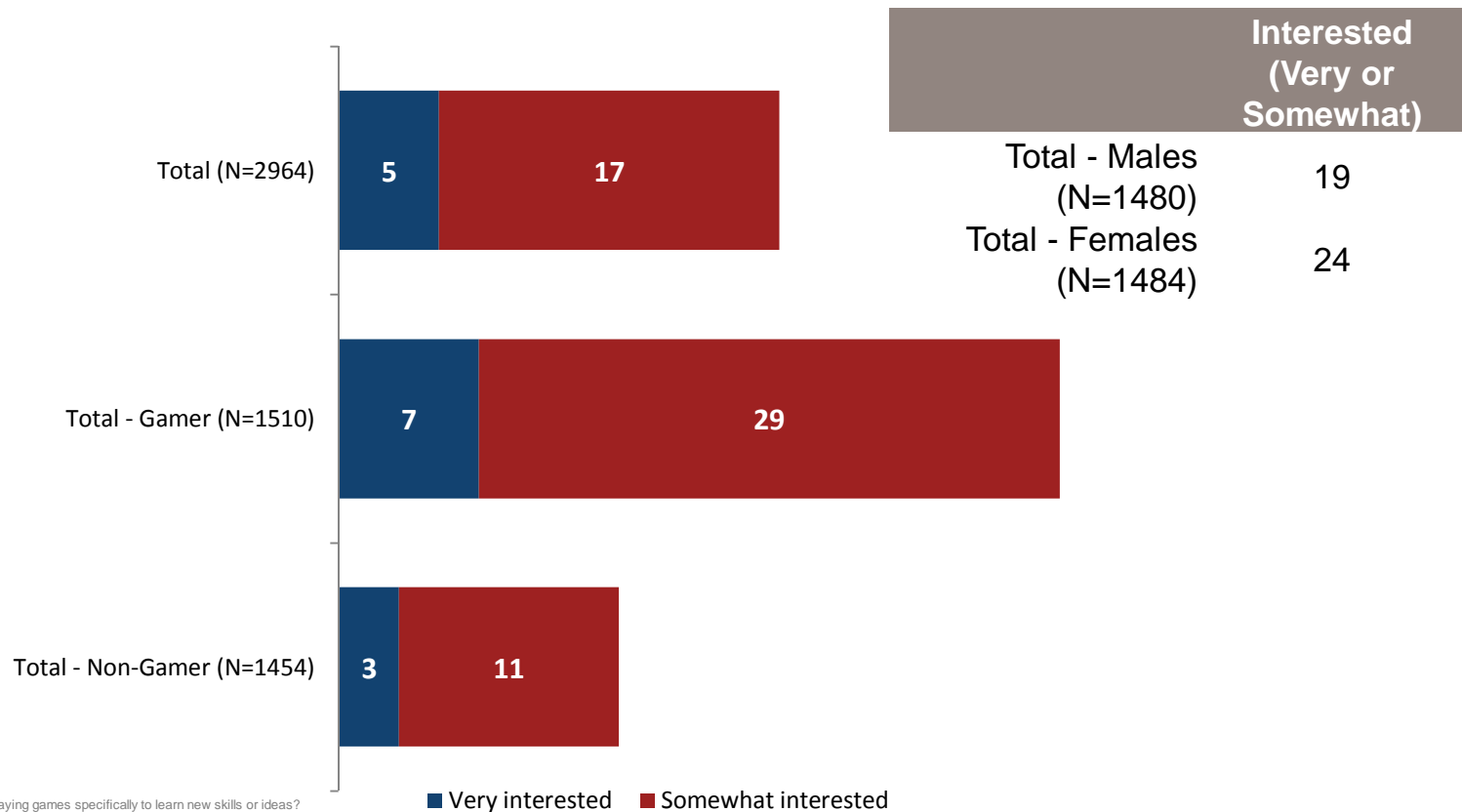
■ Yes, for work or school courses

■ No

D01. Have you ever played a video or online game specifically to learn something new (could include both self-directed learning and work-required courses)? [Note: a respondent could answer 'yes' to both options in the question]
Base: All respondents

Interest in Playing Games to Learn New Skills/Ideas

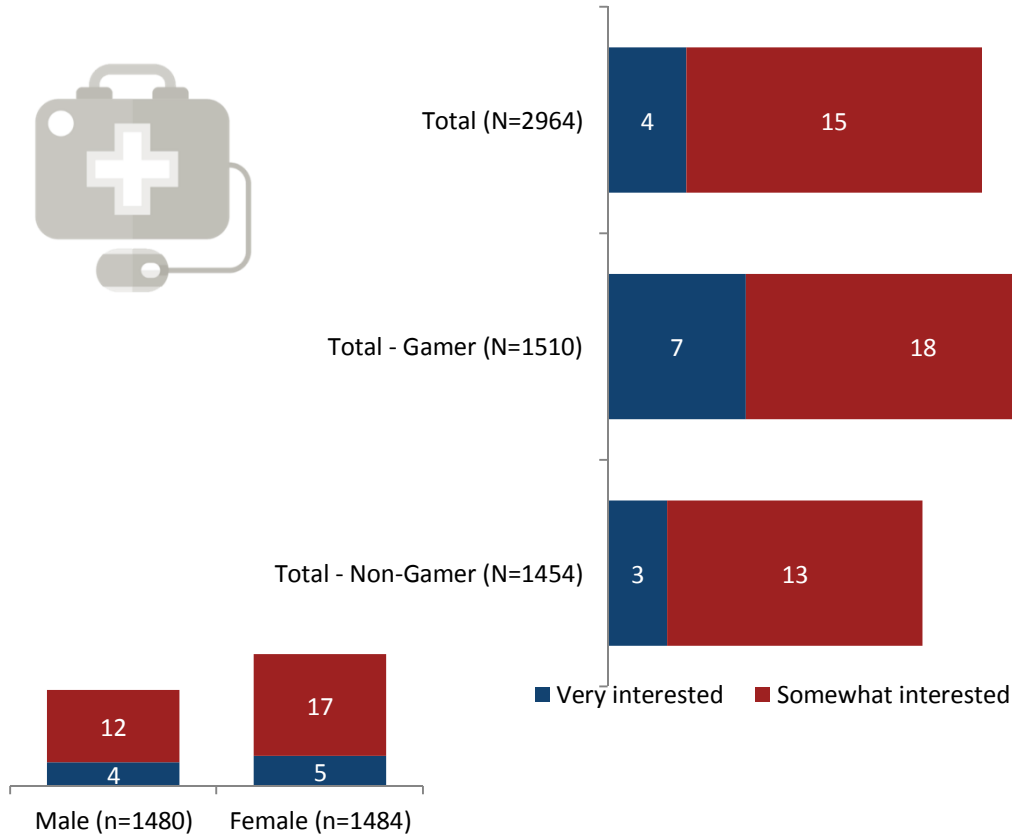
Nearly one-quarter (22%) of respondents say they are very/somewhat interested in playing games to learn new skills or ideas, with gamers (36%) more likely than non-gamers (14%) to be very/somewhat interested.



D02. How interested are you in playing games specifically to learn new skills or ideas?
Base: All respondents

Video or Online Games to Stay Healthy

Close to one in five respondents say they are very/somewhat interested in using video games and video game devices to stay healthy, with one-quarter of gamers saying so, compared to 16% of non-gamers.

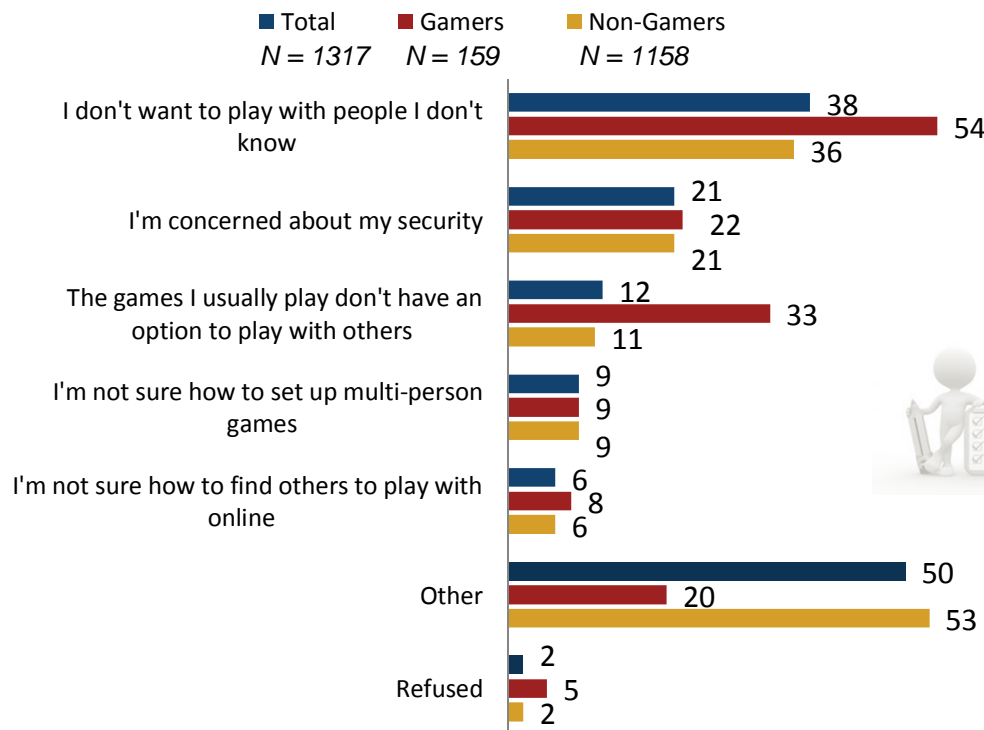
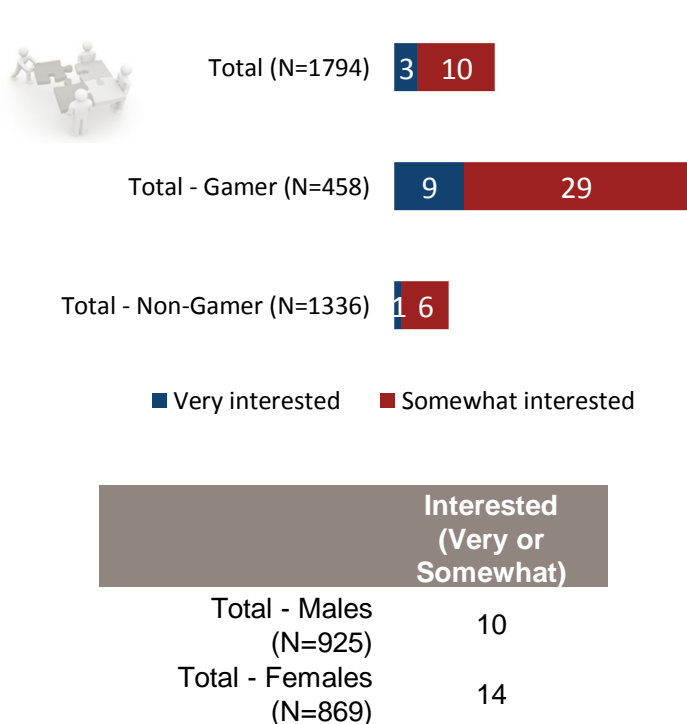


	Very interested	Somewhat interested
TOTAL		
50-59 (N=1091)	5	20
60-69 (N=1089)	4	14
70+ (N=784)	4	7
GAMER		
50-59 (N=475)	7	25
60-69 (N=361)	7	16
70+ (N=274)	5	9
NON-GAMER		
50-59 (N=707)	4	17
60-69 (N=592)	1	14
70+ (N=543)	3	6

D04. How interested are you in using games and gaming devices to stay healthy?
Base: All respondents

Interest in Playing Online Games With Others

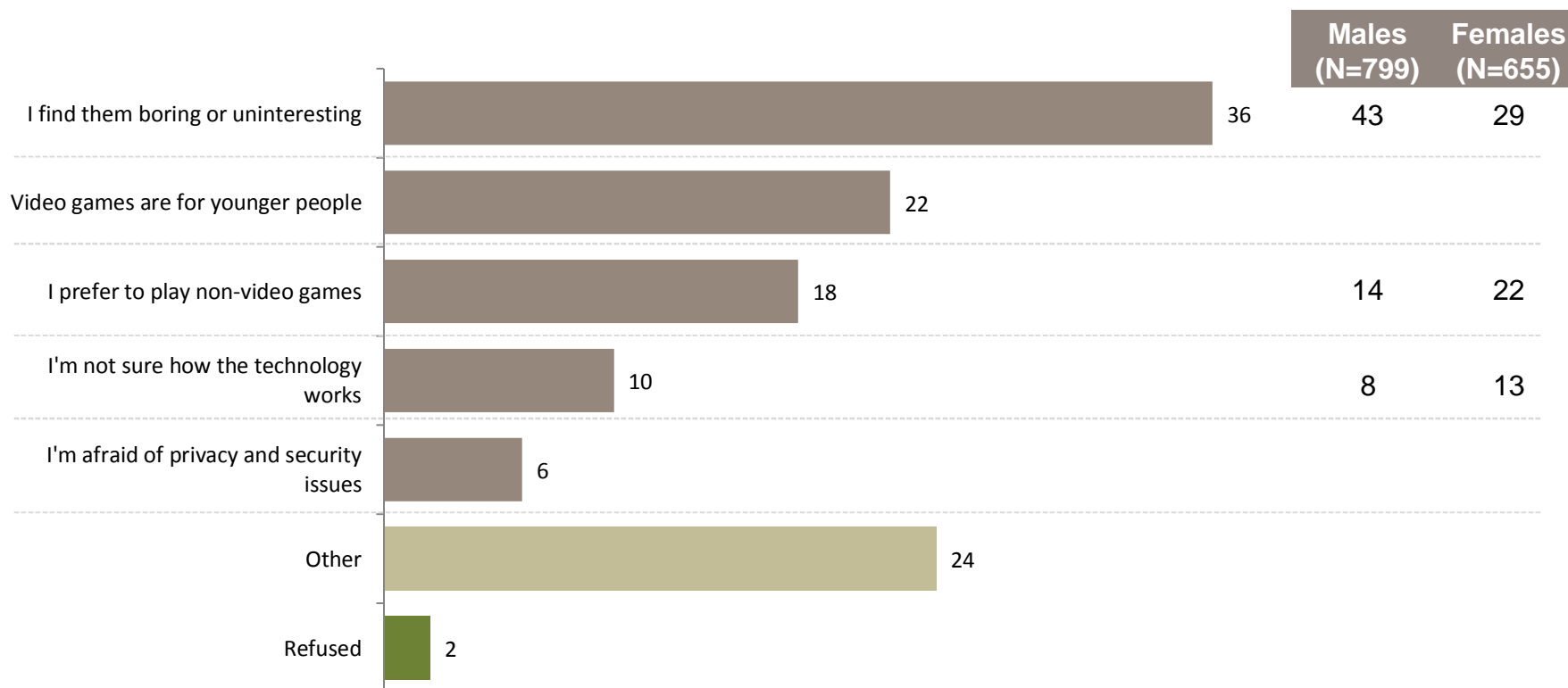
Relatively few of those who currently do not play online games with others express any interest in doing so, with fewer than one in six (13%) saying they are very/somewhat interested. Looking at a list of possible reasons for disinterest, the top response among those who are not interested is that they don't want to play games with people they don't know (38%), followed by security concerns (21%).



D07a. How interested are you in playing games online with other people?
 Base = Non-Gamers and Gamers Who Do Not Play Online With Others
 D07c. What stops you from playing games online with others?
 Base = Non-Gamers and Gamers Who Do Not Play Online With Others and
 Are Not Interested in Playing Online Games with Others

Reasons for Not Playing Video Games

Non-gamers say the main reason they don't play electronic games is that they find them uninteresting, cited by more than one-third. Another 22% say they believe video games are for younger people and 18% say they prefer non-video games.



D08. Why don't you play electronic games?
Base: Non-gamers

Appendix






Where Specific Devices/Systems Are Used






Where Typically Play Video Games

Looked at across specific devices, as the following tables show, most users play video games at home.

Nintendo Wii

	Total - Gamer	50-59 - Gamer	60-69 - Gamer	70+ - Gamer
	N=90	N=57	N=22*	N=11*
 At home	92	92	100	70
 When I'm bored in general	8	7	8	8
 At work	2	-	-	21
Other	1	-	-	9
Refused	1	2	-	-

Nintendo Wii U




	Total - Gamer	50-59 - Gamer	60-69 - Gamer	70+ - Gamer
	N=17*	N=10*	N=4*	N=3*
 At home	78	63	100	100
 At work	16	28	-	-
 When I'm bored in general	6	11	-	-
Refused	6	10	-	-

A07. Where or when do you typically play video games?
Base: All gamers




* Small base

Where Typically Play Video Games (cont.)

PlayStation 3

		Total - Gamer	50-59 - Gamer	60-69 - Gamer	70+ - Gamer
		N=43	N=29*	N=9*	N=5*
	At home	93	97	100	74
	When I'm bored in general	6	10	-	-
	When waiting for others	2	3	-	-
	Refused	7	3	-	26

PlayStation 4




		Total - Gamer	50-59 - Gamer	60-69 - Gamer	70+ - Gamer
		N=32	N=21*	N=10*	N=1*
	At home	80	84	82	-
	When I'm bored in general	18	21	15	-
	Other	3	-	10	-
	Refused	8	5	-	100

A07. Where or when do you typically play video games?
Base: All gamers



* Small base

Where Typically Play Video Games (cont.)

Xbox 360

		Total - Gamer	50-59 - Gamer	60-69 - Gamer	70+ - Gamer
		N=57	N=45	N=9*	N=3*
	At home	87	86	90	100
	When I'm bored in general	14	17	-	-
	At work	1	1	-	-
	Refused	6	5	10	-

Xbox One



		Total - Gamer	50-59 - Gamer	60-69 - Gamer	70+ - Gamer
		N=25*	N=18*	N=6*	N=1*
	At home	81	76	100	100
	When I'm bored in general	26	33	-	-

A07. Where or when do you typically play video games?
Base: All gamers







* Small base

Where Typically Play Video Games (cont.)

Game Boy

	Total - Gamer	50-59 - Gamer	60-69 - Gamer	70+ - Gamer
	N=5*	N=2*	N=2*	N=1*
 At home	75	41	100	100
 At work	25	59	-	-

Nintendo DS/2DS/DSi/DSi XL








	Total - Gamer	50-59 - Gamer	60-69 - Gamer	70+ - Gamer
	N=17*	N=6*	N=11*	N=0
 At home	82	83	82	-
 When I'm bored in general	15	24	10	-
 When waiting for others	13	17	11	-
 When commuting (car/train/bus)	11	-	18	-
 In airports or on planes	11	-	17	-
 At work	5	14	-	-
Other	3	-	5	-

A07. Where or when do you typically play video games?
Base: All gamers





* Small base

Where Typically Play Video Games (cont.)

Nintendo 3DS/3DS XL

		Total - Gamer	50-59 - Gamer	60-69 - Gamer	70+ - Gamer
		N=13*	N=5*	N=6*	N=2*
	At home	77	73	74	100
	When commuting (car/train/bus)	36	30	40	42
	When I'm bored in general	30	30	40	-
	In airports or on planes	12	30	-	-
	When waiting for others	12	30	-	-
	At other people's homes	12	30	-	-
	At work	11	27	-	-

Sony PSP/PSPgo



		Total - Gamer	50-59 - Gamer	60-69 - Gamer	70+ - Gamer
		N=6*	N=2*	N=4*	N=0
	At home	69	48	88	-
	When commuting (car/train/bus)	25	52	-	-
	When waiting for others	6	-	12	-
	When I'm bored in general	6	-	12	-

A07. Where or when do you typically play video games?
Base: All gamers







* Small base

Where Typically Play Video Games (cont.)

Sony PS Vita

	Total - Gamer	50-59 - Gamer	60-69 - Gamer	70+ - Gamer
	N=4*	N=2*	N=1*	N=1*
 At home	69	47	100	100
 In airports or on planes	58	100	-	-

Regular cell phone









	Total - Gamer	50-59 - Gamer	60-69 - Gamer	70+ - Gamer
	N=52	N=19*	N=15*	N=18*
 At home	61	55	63	67
 When I'm bored in general	25	28	43	10
 At other people's homes	9	5	16	9
 When waiting for others	5	13	-	-
 When commuting (car/train/bus)	5	4	12	-
 In airports or on planes	1	-	6	-
Other	4	-	11	4
Refused	16	18	4	22

A07. Where or when do you typically play video games?
Base: All gamers

* Small base









Where Typically Play Video Games (cont.)

iPhone that is yours, personally

	Total - Gamer	50-59 - Gamer	60-69 - Gamer	70+ - Gamer
	N=260	N=112	N=106	N=42
 At home	81	78	83	84
 When I'm bored in general	41	49	34	30
 When waiting for others	28	33	21	31
 In airports or on planes	20	27	12	20
 When commuting (car/train/bus)	17	22	13	10
 At work	16	27	8	2
 When waiting in line	16	19	13	14
 At other people's homes	6	8	3	5
Other	3	3	5	2
Refused	1	2	-	4

A07: Where or when do you typically play video games?
Base: All gamers









iPhone that is owned/used by others in household

	Total - Gamer	50-59 - Gamer	60-69 - Gamer	70+ - Gamer
	N=22*	N=11*	N=9*	N=2*
 At home	67	69	53	100
 When I'm bored in general	26	34	21	-
 When waiting for others	22	12	33	41
 In airports or on planes	14	13	21	-
 When commuting (car/train/bus)	11	-	20	41
 When waiting in line	5	4	9	-
 At other people's homes	2	4	-	-
 At work	2	4	-	-
Refused	12	-	37	-

* Small base

Where Typically Play Video Games (cont.)





Android Smartphone that is yours, personally

	Total - Gamer	50-59 - Gamer	60-69 - Gamer	70+ - Gamer
	N=243	N=132	N=83	N=28*
 At home	79	73	88	88
 When I'm bored in general	34	37	29	34
 When waiting for others	24	26	26	13
 At work	16	21	13	-
 In airports or on planes	14	14	16	11
 When commuting (car/train/bus)	13	18	10	-
 When waiting in line	11	10	14	7
 At other people's homes	4	4	4	2
Other	2	2	3	-
Refused	2	3	1	2

A07. Where or when do you typically play video games?
Base: All gamers







* Small base

Android Smartphone that is owned/used by others in household


	Total - Gamer	50-59 - Gamer	60-69 - Gamer	70+ - Gamer
	N=22*	N=11*	N=7*	N=4*
 At home	64	61	68	70
 At other people's homes	11	18	-	-
 In airports or on planes	5	8	-	-
 When I'm bored in general	5	8	-	-
Other	14	9	32	-
Refused	12	12	-	30

Where Typically Play Video Games (cont.)

Other Smartphone that is yours, personally

	Total - Gamer	50-59 - Gamer	60-69 - Gamer	70+ - Gamer
	N=11*	N=6*	N=4*	N=1*
 At home	91	85	100	100
 When I'm bored in general	23	11	22	100
 When waiting for others	22	11	18	100
 When commuting (car/train/bus)	12	11	18	-
 At work	9	15	-	-
 In airports or on planes	6	-	18	-

Other Smartphone that is owned/used by others in the household





	Total - Gamer	50-59 - Gamer	60-69 - Gamer	70+ - Gamer
	N=1*	N=1*	N=0	N=0
 When waiting in line	100	100	-	-

A07. Where or when do you typically play video games?
Base: All gamers



* Small base

Where Typically Play Video Games (cont.)

Portable digital music player

	Total - Gamer	50-59 - Gamer	60-69 - Gamer	70+ - Gamer
	N=5*	N=2*	N=2*	N=1*
 When I'm bored in general	42	48	-	100
 When commuting (car/train/bus)	38	-	58	100
 At home	32	-	42	100
 At other people's homes	26	52	-	-

iPod touch


	Total - Gamer	50-59 - Gamer	60-69 - Gamer	70+ - Gamer
	N=12*	N=4*	N=6*	N=2*
 At home	77	44	100	100
 When commuting (car/train/bus)	23	56	-	-

A07. Where or when do you typically play video games?
Base: All gamers








* Small base

Where Typically Play Video Games (cont.)

iPad/iPad mini/iPad Pro that is yours, personally

	Total - Gamer	50-59 - Gamer	60-69 - Gamer	70+ - Gamer
	N=236	N=85	N=99	N=52
 At home	94	92	95	98
 When I'm bored in general	28	30	29	21
 In airports or on planes	14	14	14	15
 When waiting for others	12	13	12	10
 When commuting (car/train/bus)	11	16	3	13
 At other people's homes	6	5	4	12
 At work	3	7	1	-
 When waiting in line	2	3	3	-
Other	1	1	-	5
Refused	1	-	2	-

iPad/iPad mini/iPad Pro that is owned/used by others in household





	Total - Gamer	50-59 - Gamer	60-69 - Gamer	70+ - Gamer
	N=30	N=11*	N=11*	N=8*
 At home	83	72	93	85
 When I'm bored in general	30	18	38	36
 When waiting for others	12	-	23	16
 In airports or on planes	9	-	15	16
 At other people's homes	9	16	8	-
 When commuting (car/train/bus)	9	10	15	-
 When waiting in line	3	-	8	-
Other	4	-	-	15

* Small base

A07. Where or when do you typically play video games?
Base: All gamers






Where Typically Play Video Games (cont.)

Other tablets that is yours, personally

	Total - Gamer	50-59 - Gamer	60-69 - Gamer	70+ - Gamer
	N=250	N=109	N=91	N=50
 At home	89	92	85	88
 When I'm bored in general	21	23	24	14
 When waiting for others	9	11	7	8
 When commuting (car/train/bus)	8	9	8	4
 In airports or on planes	6	6	10	2
 At other people's homes	5	4	4	9
 At work	5	9	1	-
 When waiting in line	3	4	4	2
Other	4	3	7	5
Refused	3	-	8	4

A07. Where or when do you typically play video games?
Base: All gamers




Other tablets that are owned/used by others in household

	Total - Gamer	50-59 - Gamer	60-69 - Gamer	70+ - Gamer
	N=46	N=19*	N=19*	N=8*
 At home	70	63	64	100
 When I'm bored in general	9	11	11	-
 When waiting in line	3	6	-	-
 At work	2	5	-	-
 When waiting for others	1	-	4	-
Other	12	17	11	-
Refused	12	14	16	-





* Small base

Where Typically Play Video Games (cont.)

Apple Watch or other smart watch

	Total - Gamer	50-59 - Gamer	60-69 - Gamer	70+ - Gamer
	N=3*	N=1*	N=2*	N=0
 At work	46	100	-	-
 When I'm bored in general	29	-	54	-
 At home	24	-	46	-

Personal desktop computer








	Total - Gamer	50-59 - Gamer	60-69 - Gamer	70+ - Gamer
	N=535	N=153	N=196	N=186
 At home	95	92	96	97
 When I'm bored in general	14	11	14	16
 When waiting for others	2	1	2	3
 At work	1	2	1	1
Other	1	-	1	1
Refused	3	7	2	1

A07: Where or when do you typically play video games?
Base: All gamers






* Small base

Where Typically Play Video Games (cont.)

Laptop/netbook

	Total - Gamer	50-59 - Gamer	60-69 - Gamer	70+ - Gamer
	N=485	N=172	N=193	N=120
 At home	91	89	89	97
 When I'm bored in general	15	17	15	13
 At other people's homes	2	2	3	2
 When waiting for others	2	1	2	5
 At work	2	3	3	1
 In airports or on planes	2	2	2	-
 When commuting (car/train/bus)	1	1	1	1
Other	1	-	**	3
Refused	3	3	4	2

Kid-oriented systems

	Total - Gamer	50-59 - Gamer	60-69 - Gamer	70+ - Gamer
	N=5*	N=1*	N=4*	N=0
 At home	48	-	65	-
 At other people's homes	26	-	35	-
 When commuting (car/train/bus)	26	-	35	-
 When waiting for others	26	-	35	-
 At work	26	100	-	-


A07. Where or when do you typically play video games?
Base: All gamers

* Small base



** Less than 0.5%

Where Typically Play Video Games (cont.)

Plug & Play/all-in-one system

	Total - Gamer	50-59 - Gamer	60-69 - Gamer	70+ - Gamer
	N=10*	N=5*	N=4*	N=1*
 At home	69	46	100	100
Refused	31	54	-	-

Apple TV






	Total - Gamer	50-59 - Gamer	60-69 - Gamer	70+ - Gamer
	N=4*	N=2*	N=1*	N=1*
 When I'm bored in general	35	53	-	-
 At home	16	-	100	
Refused	49	47	-	100

A07: Where or when do you typically play video games?
Base: All gamers

* Small base

Where Typically Play Video Games (cont.)

Other

	Total - Gamer	50-59 - Gamer	60-69 - Gamer	70+ - Gamer
	N=31	N=13*	N=10*	N=8*
 At home	100	100	100	100
 When I'm bored in general	25	24	18	34
 At other people's homes	6	11	-	-
 In airports or on planes	2	-	7	-
 When commuting (car/train/bus)	2	-	7	-

* Small base







A07: Where or when do you typically play video games?
Base: All gamers

Demographics



Gamers: A Demographic Overview

More gamers are more likely to be female than male, and are much more likely to be in households with more than one person than in single-person households. On average, gamers are 63 years old and have an income of \$69,000.

	Total - Gamer <i>N=1510</i>	Non-Gamer <i>N=1454</i>
 Gender: Male	43	49
Female	57	51
 Married	63	55
Household size: One	24	33
More than one	76	67
 Education: Some college or less	74	69
Bachelor's degree or higher	26	31
 Region: Northeast	17	20
Midwest	22	22
South	38	36
West	23	22
 Mean age	63.1 (years)	64.3 (years)
 Mean income	69.0 (000s)	66.9 (000s)

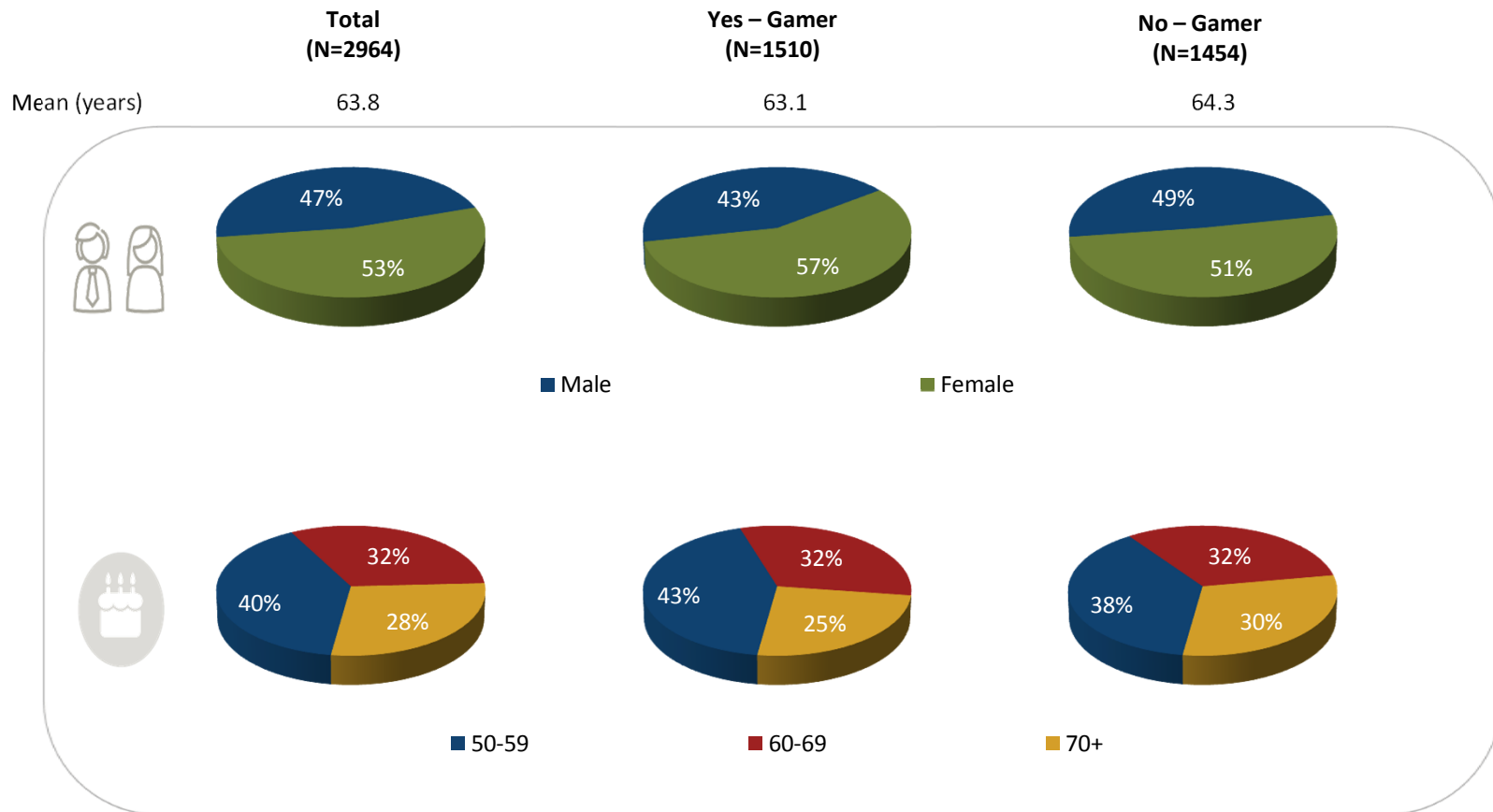
Gamers: A Technology Overview

Nearly every gamer owns a phone or other mobile device (95%) and 94% own a personal computer. Fully 68% of gamers report playing games at least a few days a week. “Having fun” is the most important reason that gamers play video games. The average age that gamers played their first video game is 30.

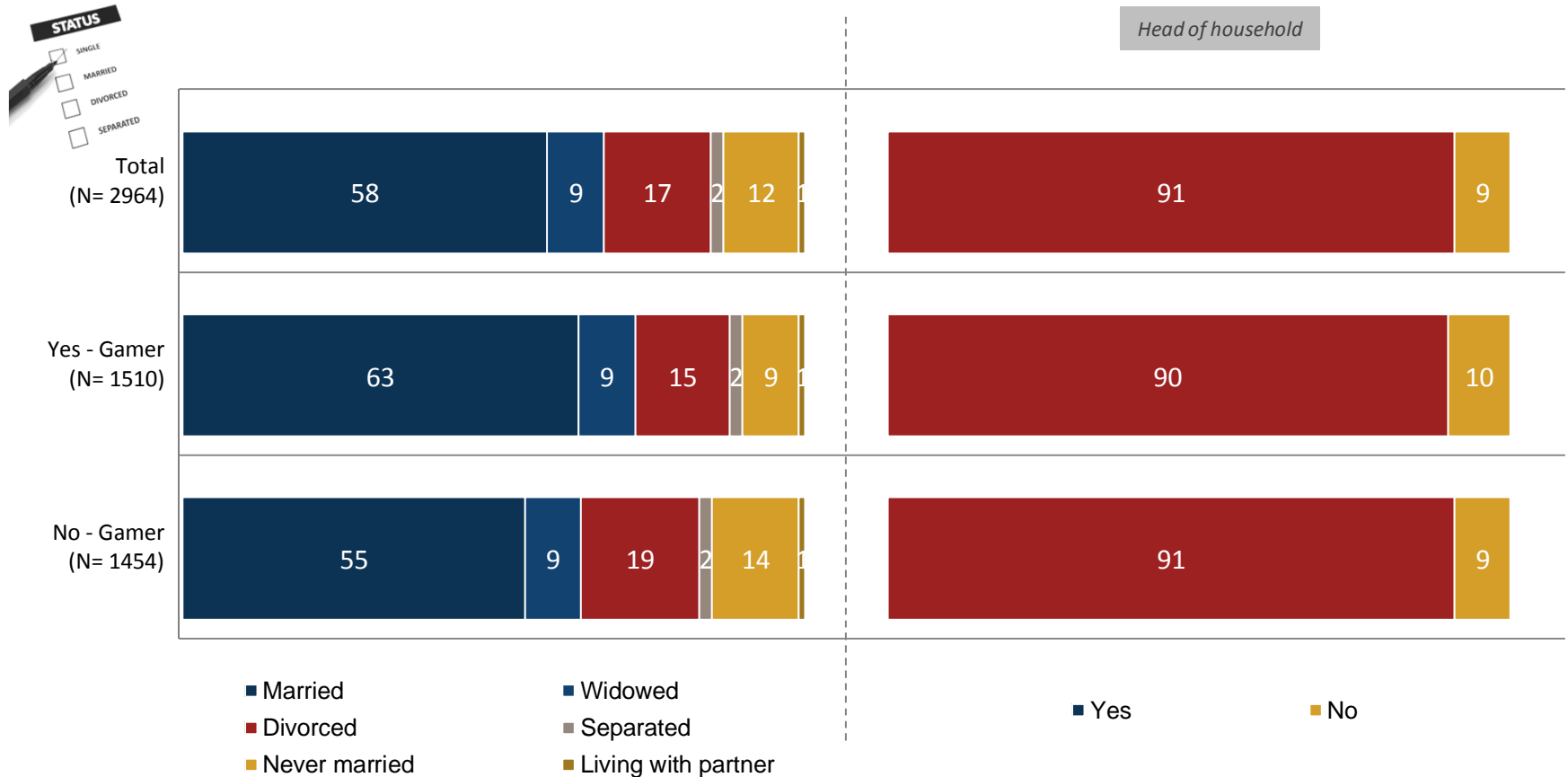


	Total – Gamer		Non-Gamer
	Have in household	Played games on in past month	Have in household
	N=1510		N=1454
Devices owned: Phone or other mobile device	95	57	86
Personal computer (desktop or laptop)	94	59	84
Video game – console	34	15	15
Video game – portable	10	2	4
Other video game systems (Apple TV, Leapfrog)	6	1	4
	Played games in past month		
Play video games: Every day	40		
Every day/few days a week	68		
Favorite types of video game: Card and Tile	48		
Puzzle and Logic	47		
Trivia, Word, and Traditional Board video games	22		
Reasons for playing video games: To have fun	77		
To help stay mentally sharp	69		
To relieve boredom	63		
Average (median) age of playing first video game	30 (years)		

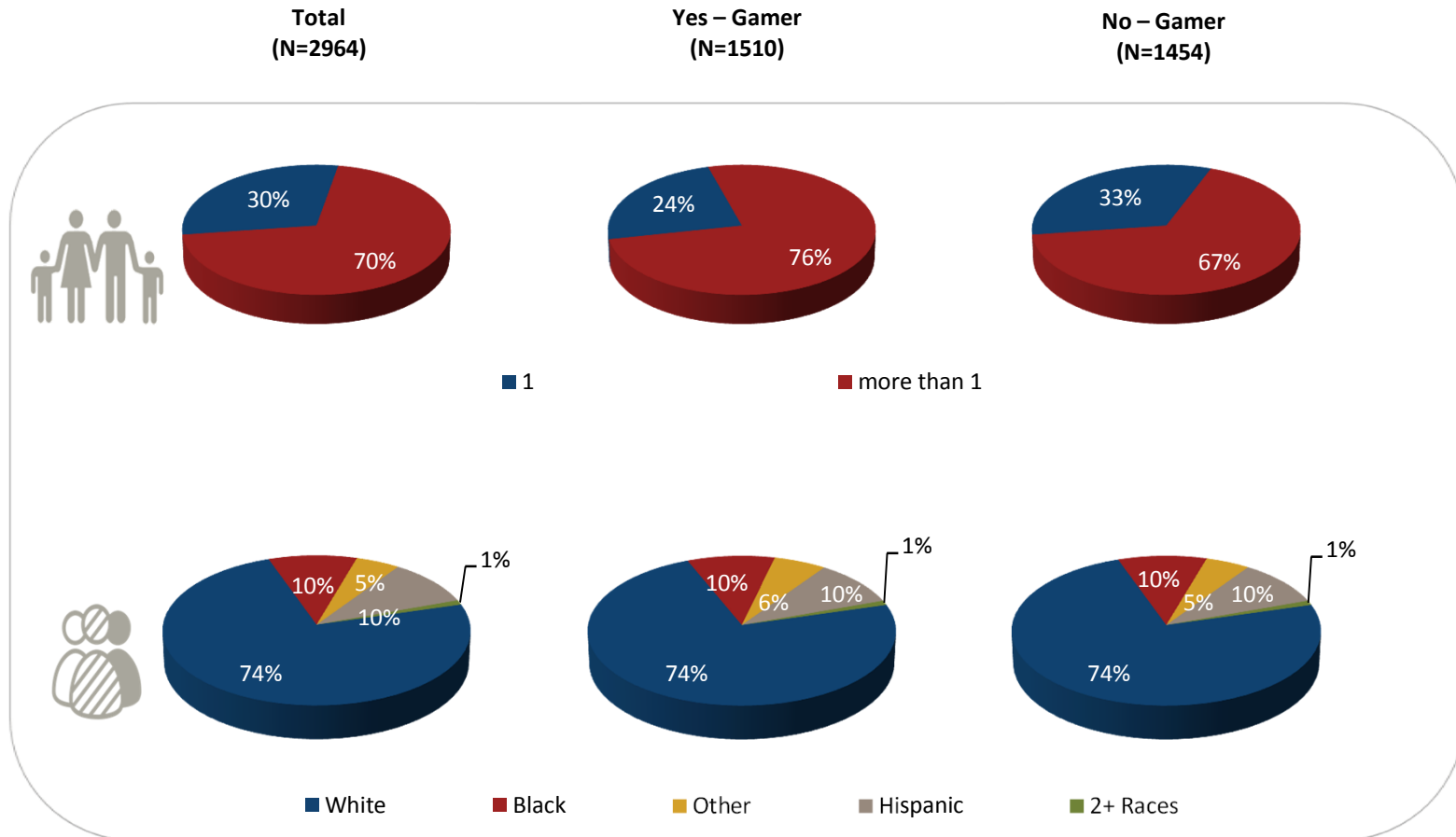
Gender and Age



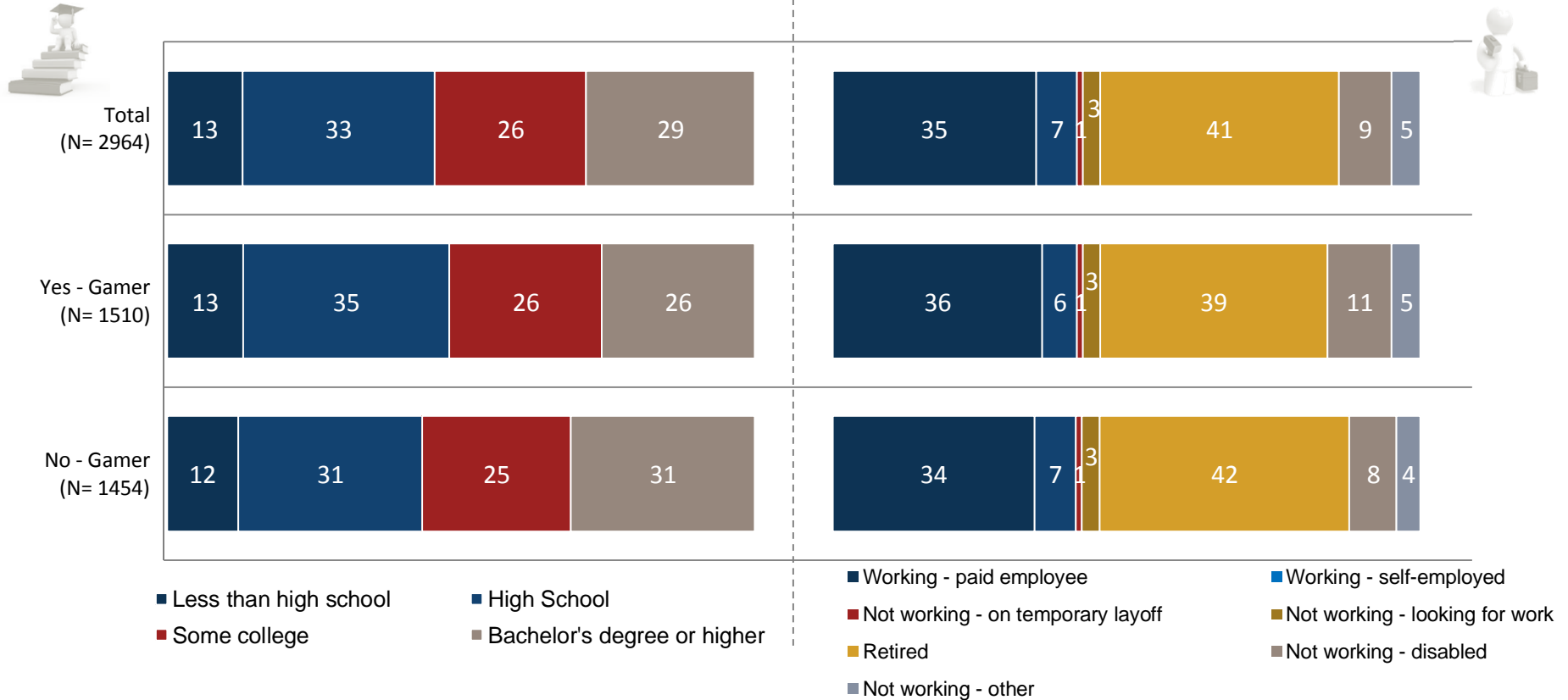
Marital Status and Head of Household



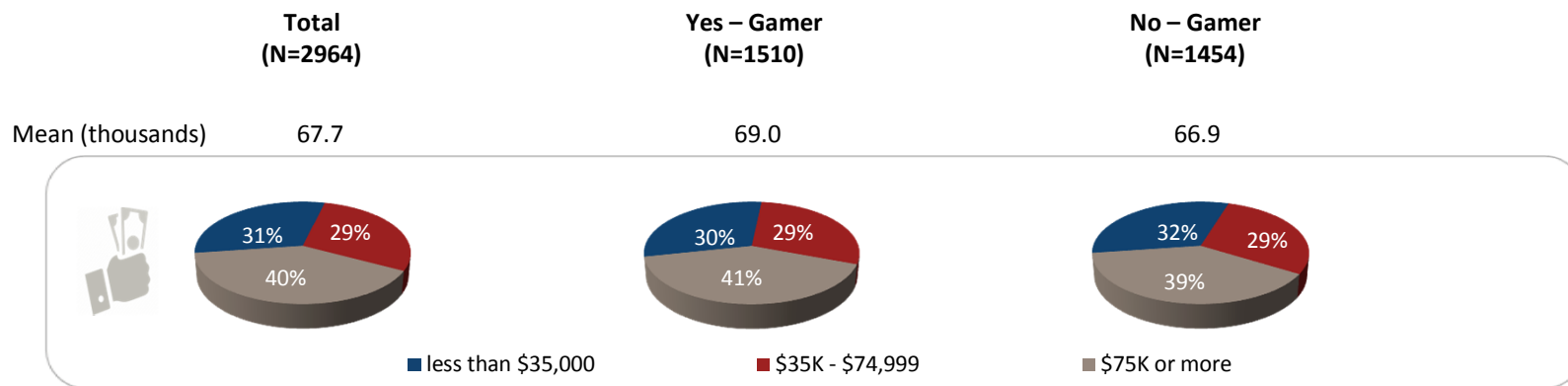
Household Size and Race/Ethnicity



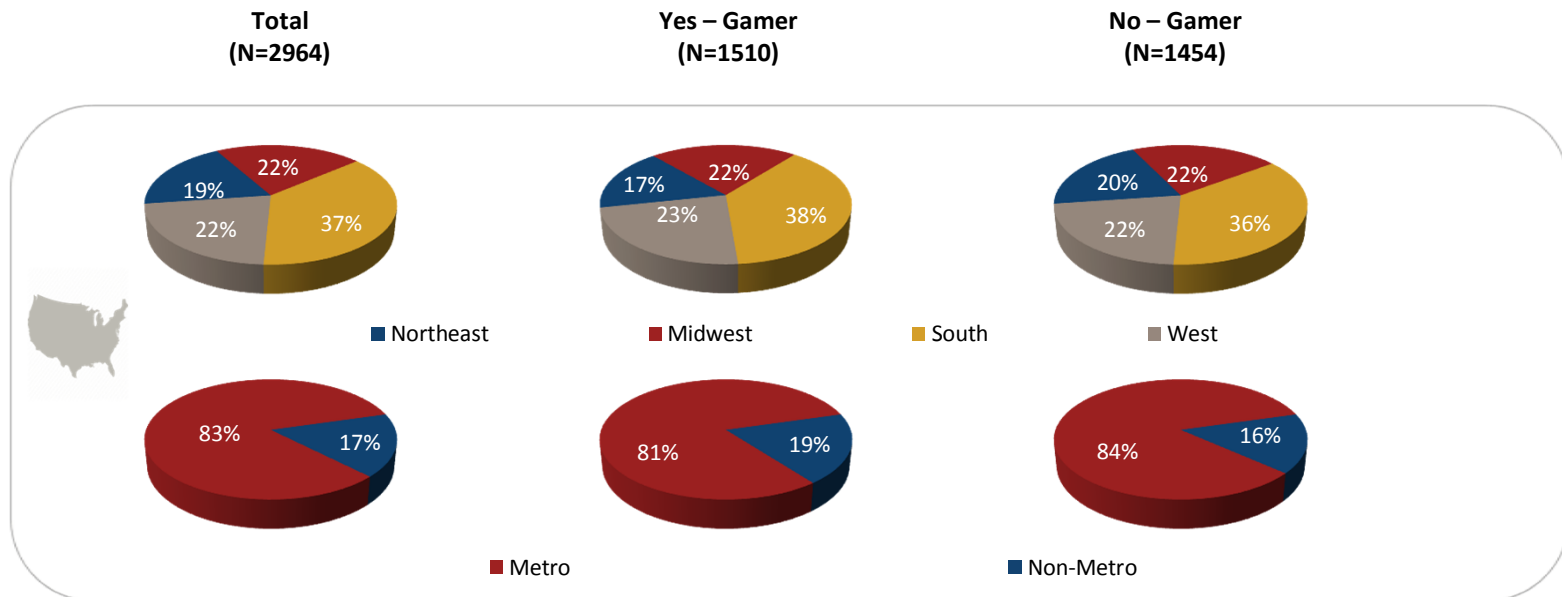
Education and Employment Status



Income



Region and Metro Status



Questionnaire



I. INTRODUCTION

Thank you for participating in our survey. The purpose of this study is to understand how Americans feel about different elements of their lives. All of the information you provide is completely anonymous, and will be grouped with many other survey respondents. There are no right or wrong answers; we only seek your best, most accurate answers or estimates.

II. SCREENER

Base: ALL RESPONDENTS

S01. [M] Which of the following systems or devices do you currently have in your home? Please think about those systems or devices that are currently being used by at least one member of your household.

SCRIPTER: RANDOMIZE FIRST 4 BLOCKS (A, B, C, D) SHOW HEADERS BUT DO NOT SHOW LETTERS WITH HEADINGS; RANDOMIZE WITHIN ALL BLOCKS EXCEPT FOR C

A) Video Game Consoles

Nintendo Wii

Nintendo Wii U

PlayStation 3

PlayStation 4

Xbox 360

Xbox One

B) Portable Gaming Devices

Game Boy (Advance, Advance SP or Micro)

Nintendo DS/2DS/DSi/DSi XL

Nintendo 3DS/3DS XL

Sony PSP/PSPgo

Sony PS Vita

C) Phones & Other Mobile Devices DO NOT RANDOMIZE THIS LIST

Regular cell phone (not including iPhone or other Smartphones)

iPhone that is yours, personally

iPhone that is owned/used by others in household

Android Smartphone that is yours, personally

Android Smartphone that is owned/used by others in household

Other Smartphone (not including iPhone or Android; for example a Blackberry) that is yours, personally

Other Smartphone (not including iPhone or Android; for example a Blackberry) that is owned/used by others in the household

[SPACE]

Portable digital music player (not including iPod touch; for ex. iPod, Sansa, Zune, etc.)

iPod touch

[SPACE]

iPad/iPad mini/iPad Pro that is yours, personally

iPad/iPad mini/iPad Pro that is owned/used by others in household

Other tablets (for ex. Samsung Galaxy, Kindle Fire, Nook Color; etc. Not including iPad) that is yours, personally

Other tablets (for ex. Samsung Galaxy, Kindle Fire, Nook Color; etc. Not including iPad) that are owned/used by others in household

[SPACE]

Apple Watch or other smart watch

D) Computers/Laptops

Personal desktop computer

Laptop/netbook

E) Other Video Game Systems [ANCHOR]

Kid-oriented systems (for ex., Leapfrog Leapster, Vtech V.Smile, etc.)

Plug & Play/all-in-one system (for ex., Namco TV Games, Atari Classics, etc.)

Apple TV

Other system or device for playing video games not listed here: [ANCHOR]

None of these electronic devices are in the household [ANCHOR]

SCRIPTER: PROMPT IF "Other system" IS SELECTED BUT NO TEXT IS ENTERED

SCRIPTER: IF "NONE OF THESE" SKIP TO D01 = NON-GAMERS [DOV_ELIGIBLE = 2]

Base: ASK S02 IF S01 = ANY DEVICE

S02. [M] Which of these systems or devices do you personally use for playing video games at least once per month? This could be any type of gaming.

SCRIPTER: PIPE IN DEVICES FROM S01 (INCLUDING 'OTHER SYSTEM'). DO NOT SHOW HEADINGS

[SPACE]

I do not currently play games, but I used to [EXCLUSIVE] [ANCHOR]

I have never played video games [EXCLUSIVE] [ANCHOR]

SCRIPTER: IN S02 = IF YES TO 32 or 33, OR NO TO ALL DEVICES PIPED IN FROM S01, THEN SKIP to D01. THESE = NON-GAMERS [DOV_ELIGIBLE = 2]

DOV_ELIGIBLE

1 Gamers

2 Non-Gamers

SCRIPTOR: AFTER DOV_ELIGIBLE EVERY OTHER NON-GAMER RESPONDENT SHOULD TERM.

III. MAIN

A. GAMING HABITS

Base: All Gamers = Any Device in S02

A01. [S] Generally speaking, how often do you play video games? This could be on any device.

Every day

A few days a week

Once a week

A few days a month

Once a month

Less often than once a month

Base: All Gamers = Any Device in S02

A02. [S PER DEVICE] How many hours per week would you say that you personally spend gaming on each of the following devices?

SCRIPTER: :Pipe in the devices from S02. For each device, show a pull down with answers:

PULL DOWN

Less than 1 hour [PRECODE AS "0" BUT USE "0.5" AS VALUE FOR CALCULATIONS]

1 hour

2 hours

3 hours

4 hours

...

CONTINUE UP TO 30 HOURS

31 or more hours

Base: All Gamers = Any Device in S02

A03. [M] Which, if any, of the following devices do you use for **online gameplay**?

Please note that in order to play online the device must be connected to the internet to play (hard-wired or through Wi-Fi). So, for example, if you are playing with or against opponents who are not physically present or if the game you are playing is on a web site within a web browser then you are probably playing online.

SCRIPTER: PIPE IN DEVICES FROM S02. DO NOT SHOW HEADINGS.

I don't play games online/connected through Wi-Fi [ANCHOR]

Base: If ANY in A03

A04. [S] Compared to 5 years ago, would you say you play **online** games more, less, or about the same amount?

Much more
Somewhat more
About the same
Somewhat less
Much less

Base: All Gamers = Any Device in S02

A05. [S PER for each type of game play] What proportion of your game play would you say is done alone versus playing other people, such as children or adults? Your total play time should add to 100%.

Playing video games alone
Playing video games with children in person
Playing video games with other adults in person
Playing video games with children online
Playing video games with other adults online

[RANGE: 0-100%] [TOTAL MUST ADD TO 100%] *SCRIPTOR: Show codes 4 and 5 only if A03 (online gaming) – do not show if I don't play games online is selected*

Base: If in A05, 1 does not = 100%

A06a. [S] If you had to choose, with whom do you most prefer to play video games?

Prefer playing alone
Prefer playing with children in person
Prefer playing with other adults in person
Prefer playing equally with children and adults in person
Prefer playing with others online

Base: If in A05, 2 and/or 3 are greater than 0%

A06b. [M] Who do you play games with in person?

Spouse/Partner
Siblings
Other family members
Friends
Coworkers
My children
My grandchildren
My children's friends
Other (Please specify)

Base: If in A05, 2 and/or 3 are greater than 0%

A06c. [S] When you play games with others in person, how much of your discussion is only about the game?

All or nearly all of our discussion is about the game
Most of our discussion is about the game, and some of it is about non-gaming topics
About half of our discussion is about the game and half is about non-gaming topics
Most of our discussion is about non-gaming topics, and some of it is about the game
All or nearly all of our discussion is about non-gaming topics

Base: If in A05, 5 is greater than 0%

A06d. [M] How did you meet the adults you play games with online?

I met them in the game and we play together regularly
I met them somewhere else online but we play together regularly
They are strangers and I don't interact with them regularly
They are friends who I know offline
They are my family

Base: If in A05, 4 and/or 5 are greater than 0%

A06e. [S] How much do you typically interact with others when you play games with them online?

I see their game information, but we interact very little
We have short interactions and occasional discussions that are entirely focused on the game
We have frequent interactions and discussions that are entirely focused on the game
We have frequent interactions and discussions on both game and non-game related topics

Base: If in A05, 1 does not = 100%

A06f. [M]

What are your top reasons for playing games with others?

For competition

For companionship

To stay connected with my family/friends

Because others ask me to play with them

It's more fun/interesting

The game requires it

Other (Please specify)

Base: All Gamers = Any Device in S02

A07. [M]

Where or when do you typically play video games?

SCRIPTER: PIPE IN DEVICES FROM S02. DO NOT SHOW HEADINGS. SHOW AS GRID. REPEAT LOCATION LIST AT BOTTOM:

At home

At work

At other people's homes

When commuting (car/train/bus)

In airports or on planes

When waiting in line

When waiting for others

When I'm bored in general

Other (Please specify) [ANCHOR]

Base: All Gamers = Any Device in S02

A08. [M] What time of day do you typically play video games?

Morning (6am–10am)

Midday (10am–2pm)

Afternoon (2pm–6pm)

Evening (6pm–9pm)

Night (9pm – 12am)

Overnight (12am – 6am)

Base: All Gamers = Any Device in S02

A09. [M] Please select the types of games from the list below that you typically like to play online or offline, on any system or device. *Scripter: Randomize List.*

Card and Tile games, not including gambling/casino games (ex. Solitaire, Hearts, Mahjong)

Gambling/casino/poker games (ex. World Series of Poker, Texas Hold'em Poker)

Trivia, Word, and Traditional Board video games (ex. Monopoly, Words with Friends, Boggle, Trivial Pursuit, Family Feud)

Puzzle and Logic games (including matching, hidden object, and other puzzle games; ex. Tetris, Diner Dash, Bejeweled, Sudoku, Candy Crush Saga, Angry Birds)

Educational games (including those for children or adults; ex. My Word Coach, My Spanish Coach)

Dance games (ex. Just Dance, Dance Dance Revolution)

Music-based games (ex. Rock Band, Guitar Hero)

Role-Playing games, not in a continuous world (ex. Fable, Final Fantasy, Zelda)

Massively Multiplayer Online Role-Playing Games (MMORPG) that are not kid-oriented (ex. World of Warcraft, Guild Wars, EverQuest)

Kid-oriented Massively Multiplayer Online Role-Playing Games (ex. Webkinz, Neopets, etc.)

Action/adventure games (action-oriented or problem-solving story lines; ex. Grand Theft Auto, Tomb Raider, God of War, Metal Gear, Mario Brothers, Assassin's Creed, etc.)

Shooter games (including 1st/3rd person, team-based or mechanical shooters; ex. Halo, Call of Duty: Black Ops II, Gears of War)

Fitness games (ex. Wii Fit, Jillian Michaels' Fitness Ultimatum)

Real-time strategy games in which the player gathers and manages resources in real time (ex. Age of Empires, Starcraft, Command & Conquer, Plants vs. Zombies etc.)

Racing games (including pure, street, or combat racing; ex. NASCAR, Mario Kart, Motorstorm)

Flight games (including flight or combat simulations; ex. Jetfighter 4, Ace Combat, Combat Flight Simulator)

Arcade Games (ex. Pac-Man, Metroid, Space Invaders)

Sports games (any sports themed game such Madden NFL Football, Major League Baseball 2K12, NBA Live, Tiger Woods PGA Tour, Wii Sports, etc.)

Fighting games (wrestling or pure fighting games; ex. WWE '13, Mortal Kombat, Street Fighter)

Life Simulation games (ex. The Sims, Sim City, Cooking Mama)

Brain games that test memory and attention span (ex. Brain Age, Luminosity games, Mind Quiz, thinkSMART)

Other (Please specify) [ANCHOR]

Base: Any Game A09

A09a. [M] Please select your three favorite types of games from the list below that you typically like to play.

SCRIPTER: PIPE IN GAMES FROM A09. AUTOPUNCH IF 3 OR FEWER MENTIONED IN A09

Base: All Gamers = Any Device in S02

A10. What games are you playing right now on each device? Please provide the name of each game if possible. You may want to look at your devices or the game cases to be sure. If you are still unsure of the name, please tell us the type of game.

[Please use a comma to separate game titles]

SCRIPTER: :Pipe in the devices from S02. For each device, provide a text box for open ended responses:

B. PAST 3 MONTH ACTIVITY

Base: All Gamers = Any Device in S02

B01 [M PER STATEMENT][KP: PROMPT] Thinking about the past 6 months, which of the following have you purchased? This could have been for you or for another gamer. Please think only about games that were paid for – not those received or downloaded for free

SCRIPTER: SCRIPT THIS AS A GRID AND RANDOMIZE THE STATEMENTS

Full physical game for PC or console (game disks purchased from retail store – can be new or used)

Full digital game for PC or console (purchase and download a file to your PC or console – does not include game apps for a smartphone or tablet)

Paid digital apps (purchase and download a game to your smartphone or tablet – does not include free-to-play apps)

Downloadable content (purchased to add features such as maps, wardrobes, extra levels, songs, challenges, etc. to a game that you already own)

Gaming console (Nintendo Wii U, Xbox One PlayStation 4, etc.)

Portable/Handheld gaming device (Nintendo 2DS/3DS, Gameboy, PSP, etc.)

Gaming accessories (such as gaming headsets, controllers, microphones, etc.)

ANSWERS IN COLUMN:

Purchased for self

Purchased for children/others

None purchased

Base: If ANY PURCHASE IN B01

B02 [Q] For the purchases you have made in the past 6 months, how much have you spent for these items? We know it may be difficult to remember, but please do your best to estimate your spending.

[Scripter: Pipe in list of responses from B01. ASK ABOUT EACH ITEM]

[RANGE: 0-10000]

Base: Any device in GROUP A (Console) at S01

B03. [M] Which of the following activities, if any, have you done in the past 3 months on any of your gaming consoles (Nintendo Wii U, Xbox One, PlayStation 4, etc.)?
[RANDOMIZE]

Accessed files (pictures, music, movies) from your PC
Browsed the Internet
Created an avatar
Downloaded items for an avatar
Downloaded add on content/map packs/expansion packs for a game
Downloaded a full game for free
Downloaded a full game I paid for
Downloaded a game demo
Downloaded a game trailer
Downloaded a movie/TV show (purchased)
Downloaded a movie/TV show (rental)
Downloaded a theme
Listened to music (CD)
Streamed a movie/TV show through Netflix account
Streamed a movie/TV show through Hulu Plus account
Streamed a movie/TV show through Amazon Instant Video
Streamed music through services like Pandora, Spotify, Last.fm, etc.
Watched a movie on a Blu Ray Disc
Watched a movie on a standard DVD
Watched videos on YouTube
None of the above [VALIDATE, ANCHOR]

C. INFLUENCE AND DISCOVERY

Base: All Gamers = Any Device in S02

C01. [S] Do you have any children?

Yes

No

Base: All Gamers = Any Device in S02

C01a. [S] Do you have any grandchildren?

Yes

No

Base: All Gamers = Any Device in S02; HAVE CHILDREN (C01 = 1) OR GRANDCHILDREN (C01a=1)

C01b. [S PER COLUMN] My children (or grandchildren)....

SCRIPTER: SCRIPT THIS AS A GRID

Have significant influence

Have some influence

Have very little influence

Have no influence

ANSWERS IN COLUMN:

On how I learn about new games or gaming technology

On what games or gaming devices I buy

On learning how to play new games or gaming technology

Base: All Gamers = Any Device in S02

C02. [M] How do you generally learn about new games or gaming hardware?

SCRIPTER: RANDOMIZE GROUPS: A, B, C, D, E, F

RANDOMIZE WITHIN GROUPS

WEB SITES – DO NOT SHOW

Gaming web sites/blogs (for ex., Gamespot.com, Kotaku.com, Joystiq.com)

Game company web sites (for ex., EA.com)

Official game web sites (for ex., **harrypotter.ea.com/NA, halo.xbox.com etc**)

Retailer web sites (for ex., Walmart.com)

Video-sharing web sites (for ex., GameTrailers, YouTube)

Social networking web site (for ex., Facebook, Twitter)

Forums, message boards, chat rooms

Search engines (for ex., Google, Yahoo, etc.)

Other web sites **[ANCHOR LAST IN GROUP]**

NON-WEBSITES – DO NOT SHOW

Article (gaming or other) in magazine, newspaper, or online

Adult family and friends

My children

My grandchildren

Sales promotions, incentives or coupons from stores or websites

Advertising or media articles around brain health games

TRYING BEFORE BUYING – DO NOT SHOW

In-store demos
Online demo of the game
Apps (for ex., trying an app on your iPhone or Smartphone) and then considering the console/PC version)
Rentals (such as Gamefly)

IN THE STORE – DO NOT SHOW

See it on the store shelf
In-store posters or signs
Salesperson/store recommendation
Browsing networks (for ex., Xbox Live, PlayStation Network or Wii Online)

ADS – DO NOT SHOW

TV ads
Magazine ads
Billboard
Online banner ads or pop-up ads
E-mail blasts, newsletters or e-mail alerts

None of the above **[VALIDATE, ANCHOR]**

Base: All Gamers = Any Device in S02

C03. [S] Approximately how old were you the first time you played a video game? We know this may be difficult to remember, but please try to provide your best estimate.

SCRIPTER: PULL DOWN BOX

Less than 6
6
7
8
9... 99

Base: All Gamers = Any Device in S02

C04. [S] Have you continued to play video games since that time?

Definitely, I've always played some type of video game
Somewhat, I've played off-and-on since then
Not really, there were long periods when I wasn't playing
Not at all, I have just gotten back into playing games

Base: If 2, 3, 4 in Q C04

C05. [S] Why did you start playing video games again? (Please be as specific as possible)

INSERT TEXT BOX.

Base: All Gamers = Any Device in S02

C06. [M] Which of the following **non-video games** (offline games) do you currently play or have you played regularly in the past? *RANDOMIZE.*

Any solitary games (Sudoku, Crosswords, Solitaire)

Card and tile games, not including gambling/casino games

Gambling/casino/poker games

Board games

Tabletop role playing games/war games

Dice games

Wagering games such as fantasy sports

Party games (20 questions, charades)

Other games (Please specify) [ANCHOR]

Base: All Gamers = Any Device in S02

C07. [S] How familiar are you with E-Sports (electronic sports)? E-Sports are organized multiplayer video game competitions, particularly between professional players.

Very familiar

Somewhat familiar

Not too familiar

Not at all familiar

Base: If C07 = 1 or 2

C08.[S] Have you **ever** watched or attended an E-Sports competition?

Yes

No, but I would be interested in viewing one

No, and I am not interested

Base: All Gamers = Any Device in S02

C09.[S] Virtual Reality (VR) is a growing area of technology in gaming. How interested are you in buying a VR gaming device in the future, either for yourself or someone else?

Extremely interested
Very interested
Somewhat interested
Not very interested
Not at all interested
I already own one

Base: All Gamers = Any Device in S02

C10. [S PER STATEMENT] How important to you are the following reasons for playing video games?

SCRIPTER: SCRIPT THIS AS A GRID AND RANDOMIZE THE STATEMENTS. STATEMENTS IN ROW (RANDOMIZE), REPEAT LOCATION LIST AT BOTTOM:

To learn something new
To help stay mentally sharp
To have fun
To be challenged/solve problems
To spend time with family
To spend time with friends
To relieve boredom
To stay connected and have someone to do things with

ANSWERS IN COLUMN

Extremely important
Very important
Not too important
Not at all important

D. CONCLUDING QUESTIONS ASKED ALL (GAMERS AND NON-GAMERS)

Base: all respondents

D01. [S] Have you **ever** played a video or online game specifically to learn something new (could include both self-directed learning and work-required courses)?

Yes, for self-directed learning
Yes, for work or school courses
No [S]

Base: all respondents

D02. [S] How interested are you in playing games specifically to learn new skills or ideas?

Very interested

Somewhat interested

Neither interested nor uninterested

Not too interested

Not at all interested

Base: all respondents

D03. [S] Have you **ever** played a video or online game specifically to improve your brain health or stay mentally sharp?

Yes

No

Base: all respondents

D04. [S] How interested are you in using games and gaming devices to stay healthy? For example, competing for points in online FitBit challenges or playing exercise-focused games like Zumba Fitness.

Very interested

Somewhat interested

Neither interested nor uninterested

Not too interested

Not at all interested

Base: all respondents

D05. [S] Do you own a wearable fitness device (ex. FitBit, Apple Watch, Jawbone UP, Garmin Vivosmart)?

Yes

No

Base: all respondents

D06. [M] Which of the following devices do you use to track your health or some aspect of your health using technology?

Mobile phone

Online/website

Desktop/laptop

Wearable fitness device (e.g., FitBit, Apple Watch) [display if D05 = 1]

Other device

I do not track my health using technology

Base: all respondents EXCEPT THOSE WHO IN A05 – 4 and/or 5 DO NOT EQUAL ZERO

D07a. [S] How interested are you in playing games online with other people?

Very interested

Somewhat interested

Neither interested nor uninterested

Not too interested

Not at all interested

Base: those in D07a = 4 or 5

D07b. [S] Why are you uninterested in playing online games with other people?

[Scripter: Insert text box]

Base: those in D07a = 4 or 5

D07c. [M] What stops you from playing games online with others? *[RANDOMIZE]*

I'm not sure how to find others to play with online

I'm concerned about my security

I don't want to play with people I don't know

The types of games I usually play don't have an option to play with others

I'm not sure how to set up multi-person games

Other (Please specify) [anchor]

Base: All EXCEPT Gamers = Any Device in S02

D08. [M] Why don't you play electronic games?

I find them boring or uninteresting

I prefer to play non-video games

I'm not sure how the technology works

I'm afraid of privacy and security issues

Video games are for younger people

Other (Please specify) [anchor]

Base: All Respondents

D09. [S] Are you currently a member of AARP?

Yes

No

VI. STANDARD END SURVEY

Thank you very much for participating in the survey!

END OF QUESTIONNAIRE

About AARP

AARP is a nonprofit, nonpartisan organization, with a membership of nearly 38 million that helps people turn their goals and dreams into 'Real Possibilities' by changing the way America defines aging. With staffed offices in all 50 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands, AARP works to strengthen communities and promote the issues that matter most to families such as healthcare security, financial security and personal fulfillment. AARP also advocates for individuals in the marketplace by selecting products and services of high quality and value to carry the AARP name. As a trusted source for news and information, AARP produces the world's largest circulation magazine, AARP The Magazine and AARP Bulletin. AARP does not endorse candidates for public office or make contributions to political campaigns or candidates. To learn more, visit www.aarp.org or follow @aarp and our CEO @JoAnn_Jenkins on Twitter.

About Entertainment Software Association

ESA offers a wide range of services to interactive entertainment software publishers, including conducting business and consumer research, providing legal and policy analysis and advocacy on First Amendment, intellectual property and technology/e-commerce issues, managing a global content protection program, owning and operating E3 and representing video game industry interests in federal and state government relations. For more information, visit ESA's website or follow us on Twitter at @RichatESA or @ESAGovAffairs.