Gaming Attitudes and Habits of the 50+ Gamer

OLDER ADULT (50+) GAMERS ARE ON THE RISE

In 2019, 50+ adults now play video games an average of 5 hours per week.

More 50+ adults are playing video games at least once a month as compared to 2016.

The number of 50+ gamers increased from 40.2M to 50.6M.

GAMING HAS GONE MOBILE

Devices Used for Gaming

Base: Gamers who own device (base size varies)

OLDER GAMERS PLAY VIDEO GAMES FOR BOTH PRACTICAL AND PLAYFUL REASONS

Over half (57%) of older adult gamers agree that playing video games relieves stress.

76% say they play games for fun.

WOMEN RULE THE GAMING SPACE

There are more 50+ women playing video games than men.

49% of women play games.

40% of men play games.

50+ GAMERS SPENT $3.5 BILLION

from January - June.

(compared to $523 million in 2016)

Over half of the money that older adults spend on gaming is spent on content. Spending on content has increased 21% since 2016.

Source: Gaming Attitudes and Habits of Adults Age 50-Plus.
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