



AARP Gamers 40+ 2022: Annotated Questionnaire

**STUDY
POPULATION:** Adults 40 or older

FIELD DATES: June 23 thru July 13, 2022

**DATA
COLLECTION
VENDOR:** NORC using AmeriSpeak and Foresight 50+ Panels along with opt-in sample

**TOTAL SAMPLE
SIZE (and breakout
of any subgroups):** 7,795 (4,433 gamers and 3,362 non-gamers)

**MOE or
appropriate
estimate of error:** 1.72 pct points at the 95% confidence level among 40+ General Population
1.72 pct points at the 95% confidence level among 40+ Gamers

NOTES:

1. Data is weighted to represent 40+ Gamers, unless reporting Total Gen Pop 40+
2. Percentages may be not add to 100%
3. Default base for all tables is 40+ Gamers, n=4,433 unless otherwise

**RESEARCH
STUDY PAGE:**

<https://www.aarp.org/research/topics/technology/info-2023/2023-gamers-50-plus.html>

Screening Questions

Q74. Do you have any of the following?

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	4433	1265	3168
Children	36	61	26
Grandchildren	3	1	4
Both	42	16	53
None of the above	19	22	17
SKIPPED ON WEB/DON'T KNOW/REFUSED	-	-	-

Q5. 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.

[PN: GRID ITEMS RANDOMIZED]

	Total Gen Pop 40+	Age 40-49	Age 50+
<i>Unweighted n</i>	7795	1753	6042
Console (NET)	48	75	39
Nintendo Wii	19	27	16
Nintendo Wii U	4	7	3
Playstation 3	10	15	8
Playstation 4	14	27	9
Playstation 5	6	9	5
Xbox 360	13	20	11
Xbox One	11	21	7
Xbox Series X / Series S	5	9	3
Game Boy (Advance, Advance SP or Micro)	7	8	6
Nintendo DS/2DS/DSi/Dsi XL	7	11	6
Nintendo 3DS/3DS XL	5	9	3
Nintendo Switch	16	32	11
Sony PSP/PSPgo	5	9	4
Sony PS Vita	2	3	1
Regular cell phone (not including iPhone or other Smartphones)	22	18	23
SMARTPHONE (NET)	95	98	94
iPhone that is mine, personally	49	48	49

iPhone that is owned/used by others in household	42	49	40
Android Smartphone that is mine, personally	50	57	48
Android Smartphone that is owned/used by others in household	33	42	30
Other Smartphone (not including iPhone or Android, for example a Blackberry) that is mine, personally	11	14	10
Other Smartphone (not including iPhone or Android, for example a Blackberry) that is owned/used by others in the household	9	12	8
TABLET (NET)	72	75	72
A tablet (Samsung Galaxy, Kindle Fire, Nook Color, iPad/iPad mini/iPad Pro etc.) that is mine, personally	61	57	62
A tablet (Samsung Galaxy, Kindle Fire, Nook Color, iPad/iPad mini/iPad Pro etc.) that is owned/used by others in household	45	55	42
PC/COMPUTER (NET)	90	88	91
Personal desktop computer	57	48	59
Laptop/netbook	76	80	75
Plug & Play/all-in-one system (Namco TV Games, Atari Classics, NES Classic, etc.)	10	19	8
Smart TV	74	79	72
Digital Media Players (Apple TV, Roku, etc.)	52	61	49
Virtual Reality (VR) headsets (Oculus, HTC Vive)	11	19	8
Home Assistant (Amazon Alexa devices, Google Assistant)	41	44	39
Other system or device for playing video games not listed here	5	7	4

a. Nintendo Wii

	Total Gen Pop 40+	Age 40-49	Age 50+
Unweighted n	7795	1753	6042
Yes	19	27	16
No	80	73	82
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	*	2

b. Nintendo Wii U

	Total Gen Pop 40+	Age 40-49	Age 50+
Unweighted n	7795	1753	6042
Yes	4	7	3
No	94	92	95
SKIPPED ON WEB/DON'T KNOW/ REFUSED	2	1	2

c. PlayStation 3

	Total Gen Pop 40+	Age 40-49	Age 50+
Unweighted n	7795	1753	6042
Yes	10	15	8
No	89	85	90
SKIPPED ON WEB/DON'T KNOW/ REFUSED	1	1	2

d. PlayStation 4

	Total Gen Pop 40+	Age 40-49	Age 50+
Unweighted n	7795	1753	6042
Yes	14	27	9
No	85	72	89
SKIPPED ON WEB/DON'T KNOW/ REFUSED	1	1	1

e. PlayStation 5

	Total Gen Pop 40+	Age 40-49	Age 50+
Unweighted n	7795	1753	6042
Yes	6	9	5
No	92	90	93
SKIPPED ON WEB/DON'T KNOW/ REFUSED	2	1	2

f. Xbox 360

	Total Gen Pop 40+	Age 40-49	Age 50+
Unweighted n	7795	1753	6042
Yes	13	20	11
No	86	80	88
SKIPPED ON WEB/DON'T KNOW/ REFUSED	1	1	1

g. Xbox One

	Total Gen Pop 40+	Age 40-49	Age 50+
Unweighted n	7795	1753	6042
Yes	11	21	7
No	88	79	91
SKIPPED ON WEB/DON'T KNOW/ REFUSED	1	*	2

h. Xbox Series X / Series S

	Total Gen Pop 40+	Age 40-49	Age 50+
Unweighted n	7795	1753	6042
Yes	5	9	3
No	94	90	95
SKIPPED ON WEB/DON'T KNOW/ REFUSED	2	*	2

i. Game Boy (Advance, Advance SP or Micro)

	Total Gen Pop 40+	Age 40-49	Age 50+
Unweighted n	7795	1753	6042
Yes	7	8	6
No	92	91	93
SKIPPED ON WEB/DON'T KNOW/ REFUSED	1	1	1

j. Nintendo DS/2DS/DSi/DSi XL

	Total Gen Pop 40+	Age 40-49	Age 50+
Unweighted n	7795	1753	6042
Yes	7	11	6
No	91	88	92
SKIPPED ON WEB/DON'T KNOW/ REFUSED	1	1	1

k. Nintendo 3DS/3DS XL

	Total Gen Pop 40+	Age 40-49	Age 50+
Unweighted n	7795	1753	6042
Yes	5	9	3
No	94	90	95
SKIPPED ON WEB/DON'T KNOW/ REFUSED	1	1	2

l. Nintendo Switch

	Total Gen Pop 40+	Age 40-49	Age 50+
Unweighted n	7795	1753	6042
Yes	16	32	11
No	83	67	88
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	1	1

m. Sony PSP/PSPgo

	Total Gen Pop 40+	Age 40-49	Age 50+
Unweighted n	7795	1753	6042
Yes	5	9	4
No	94	90	95
SKIPPED ON WEB/DON'T KNOW/REFUSED	2	1	2

n. Sony PS Vita

	Total Gen Pop 40+	Age 40-49	Age 50+
Unweighted n	7795	1753	6042
Yes	2	3	1
No	97	96	97
SKIPPED ON WEB/DON'T KNOW/REFUSED	2	1	2

o. Regular cell phone (not including iPhone or other Smartphones)

	Total Gen Pop 40+	Age 40-49	Age 50+
Unweighted n	7795	1753	6042
Yes	22	18	23
No	77	81	75
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	*	1

p. iPhone that is mine personally

	Total Gen Pop 40+	Age 40-49	Age 50+
Unweighted n	7795	1753	6042
Yes	49	48	49
No	50	52	50
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	*	1

q. iPhone that is owned/used by others in household

	Total Gen Pop 40+	Age 40-49	Age 50+
Unweighted n	7795	1753	6042
Yes	42	49	40
No	57	50	59
SKIPPED ON WEB/DON'T KNOW/ REFUSED	1	*	1

r. Android Smartphone that is mine, personally

	Total Gen Pop 40+	Age 40-49	Age 50+
Unweighted n	7795	1753	6042
Yes	50	57	48
No	49	42	51
SKIPPED ON WEB/DON'T KNOW/ REFUSED	1	1	1

s. Android Smartphone that is owned/used by others in household

	Total Gen Pop 40+	Age 40-49	Age 50+
Unweighted n	7795	1753	6042
Yes	33	42	30
No	66	57	68
SKIPPED ON WEB/DON'T KNOW/ REFUSED	1	1	2

t. Other Smartphone (not including iPhone or Android, for example a Blackberry) that is mine, personally

	Total Gen Pop 40+	Age 40-49	Age 50+
Unweighted n	7795	1753	6042
Yes	11	14	10
No	88	86	88
SKIPPED ON WEB/DON'T KNOW/ REFUSED	1	1	1

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

	Total Gen Pop 40+	Age 40-49	Age 50+
Unweighted n	7795	1753	6042
Yes	9	12	8
No	90	87	91
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	*	1

- v. A tablet (Samsung Galaxy, Kindle Fire, Nook Color, iPad/iPad mini/iPad Pro etc.) that is mine, personally

	Total Gen Pop 40+	Age 40-49	Age 50+
Unweighted n	7795	1753	6042
Yes	61	57	62
No	38	42	37
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	*	1

- w. A tablet (Samsung Galaxy, Kindle Fire, Nook Color, iPad/iPad mini/iPad Pro etc.) that is owned/used by others in household

	Total Gen Pop 40+	Age 40-49	Age 50+
Unweighted n	7795	1753	6042
Yes	45	55	42
No	54	45	57
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	1	1

- x. Personal desktop computer

	Total Gen Pop 40+	Age 40-49	Age 50+
Unweighted n	7795	1753	6042
Yes	57	48	59
No	43	51	40
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	1	1

y. Laptop/netbook

	Total Gen Pop 40+	Age 40-49	Age 50+
Unweighted n	7795	1753	6042
Yes	76	80	75
No	23	19	24
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	1	1

z. Plug & Play/all-in-on system (Namco TV Games, Atari Classics, NES Classic, etc.)

	Total Gen Pop 40+	Age 40-49	Age 50+
Unweighted n	7795	1753	6042
Yes	10	19	8
No	88	81	91
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	1	2

aa. Smart TV

	Total Gen Pop 40+	Age 40-49	Age 50+
Unweighted n	7795	1753	6042
Yes	74	79	72
No	25	20	27
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	*	1

bb. Digital Media Players (Apple TV, Roku, etc.)

	Total Gen Pop 40+	Age 40-49	Age 50+
Unweighted n	7795	1753	6042
Yes	52	61	49
No	47	38	50
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	*	2

cc. Virtual Reality (VR) headsets (Oculus, HTC Vive)

	Total Gen Pop 40+	Age 40-49	Age 50+
Unweighted n	7795	1753	6042
Yes	11	19	8
No	87	80	90
SKIPPED ON WEB/DON'T KNOW/REFUSED	2	1	2

dd. Home Assistant (Amazon Alexa devices, Google Assistant)

	Total Gen Pop 40+	Age 40-49	Age 50+
Unweighted n	7795	1753	6042
Yes	41	44	39
No	58	56	59
SKIPPED ON WEB/DON'T KNOW/ REFUSED	1	*	1

ee. Other system or device for playing video games not listed

	Total Gen Pop 40+	Age 40-49	Age 50+
Unweighted n	7795	1753	6042
Yes	5	7	4
No	94	92	94
SKIPPED ON WEB/DON'T KNOW/ REFUSED	1	1	2

Main Questions

Q7. Generally speaking, how often do you play video games?

A video game is interactive digital entertainment that you “play” via a computer, a game console (like the Xbox or PlayStation) or a phone or tablet. This can include more casual games/gaming apps you play on your phone.

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	5,255	1,497	3,758
Everyday	49	40	54
Several times a week	27	28	26
Once a week	8	13	5
Several times a month	11	12	10
Once a month	6	7	5
Less than once a month	-	-	-
I don't do this activity	-	-	-
SKIPPED ON WEB/DON'T KNOW/ REFUSED	-	-	-

[PN: IF “EVERY DAY,” “SEVERAL TIMES A WEEK,” “ONCE A WEEK,” “SEVERAL TIMES A MONTH,” OR “ONCE A MONTH” TO Q7, THEN THE RESPONDENT WILL BE CONSIDERED A “GAMER;” IF “LESS THAN ONCE A MONTH” “I DON’T DO THIS ACTIVITY” OR THE RESPONDENTS SKIPS Q7, THE RESPONDENT WILL BE CONSIDERED A “NON-GAMER.”]

Q8. [IF GAMER] Which of these systems or devices do you personally use for playing video games on at least once per month?

[PN: KEEP GRID ITEMS IN SAME ORDER AS Q5; IF “YES” TO CORRESPONDING GRID ITEM IN Q5, SHOW IN Q8]

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	4433	1265	3168
CONSOLE (NET)	38	59	28
Nintendo Wii	9	10	8
Nintendo Wii U	2	4	1
Playstation 3	5	8	4
Playstation 4	11	20	7
Playstation 5	5	9	4
Xbox 360	7	9	6
Xbox One	8	16	5
Xbox Series X / Series S	4	9	2
Game Boy (Advance, Advance SP or Micro)	3	4	2
Nintendo DS/2DS/DSi/Dsi XL	2	4	2
Nintendo 3DS/3DS XL	2	5	1
Nintendo Switch	13	25	8
Sony PSP/PSPgo	3	5	2
Sony PS Vita	1	3	1
Regular cell phone (not including iPhone or other Smartphones)	8	10	7
SMARTPHONE (NET)	76	82	73
iPhone that is mine, personally	35	36	35
iPhone that is owned/used by others in household	10	11	9
Android Smartphone that is mine, personally	41	48	38
Android Smartphone that is owned/used by others in household	10	14	8
Other Smartphone (not including iPhone or Android, for example a Blackberry) that is mine, personally	5	7	4
Other Smartphone (not including iPhone or Android, for example a Blackberry) that is owned/used by others in the household	3	5	2

TABLET (NET)	43	35	47
A tablet (Samsung Galaxy, Kindle Fire, Nook Color, iPad/iPad mini/iPad Pro etc.) that is mine, personally	40	32	44
A tablet (Samsung Galaxy, Kindle Fire, Nook Color, iPad/iPad mini/iPad Pro etc.) that is owned/used by others in household	14	15	14
PC/COMPUTER (NET)	50	42	53
Personal desktop computer	30	24	32
Laptop/netbook	35	31	36
Plug & Play/all-in-one system (Namco TV Games, Atari Classics, NES Classic, etc.)	6	11	4
Smart TV	19	25	16
Digital Media Players (Apple TV, Roku, etc.)	11	15	9
Virtual Reality (VR) headsets (Oculus, HTC Vive)	8	13	5
Home Assistant (Amazon Alexa devices, Google Assistant)	8	9	7
Other system or device for playing video games not listed here	3	5	2

1. Nintendo Wii

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	1070	335	735
Yes	37	36	37
No	60	61	59
SKIPPED ON WEB/DON'T KNOW/REFUSED	3	3	3

2. Nintendo Wii U

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	254	113	141
Yes	35	41	30
No	60	54	67
SKIPPED ON WEB/DON'T KNOW/REFUSED	4	6	3

3. PlayStation 3

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	588	236	352
Yes	41	46	37
No	57	53	59
SKIPPED ON WEB/DON'T KNOW/REFUSED	2	1	4

4. PlayStation 4

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	820	416	404
Yes	59	65	53
No	40	34	46
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	1	2

5. PlayStation 5

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	397	182	215
Yes	63	77	53
No	35	22	45
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	1	2

6. Xbox 360

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	714	301	413
Yes	40	40	40
No	56	59	55
SKIPPED ON WEB/DON'T KNOW/REFUSED	3	1	5

7. Xbox One

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	609	295	314
Yes	55	64	47
No	42	34	50
SKIPPED ON WEB/DON'T KNOW/REFUSED	3	2	3

8. Xbox Series X / Series S

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	293	162	131
Yes	64	76	51
No	34	22	48
SKIPPED ON WEB/DON'T KNOW/REFUSED	2	2	2

9. Game Boy (Advance, Advance SP or Micro)

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	417	149	268
Yes	29	38	25
No	68	59	73
SKIPPED ON WEB/DON'T KNOW/REFUSED	3	3	3

10. Nintendo DS/2DS/DSi/DSI XL

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	477	193	284
Yes	24	31	19
No	69	63	73
SKIPPED ON WEB/DON'T KNOW/REFUSED	7	6	8

11. Nintendo 3DS/3DS XL

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	313	146	167
Yes	28	39	17
No	70	59	80
SKIPPED ON WEB/DON'T KNOW/REFUSED	2	2	2

12. Nintendo Switch

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	972	491	481
Yes	57	66	48
No	42	33	51
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	1	2

13. Sony PSP/PSPgo

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	310	135	175
Yes	39	49	31
No	59	50	66
SKIPPED ON WEB/DON'T KNOW/REFUSED	2	1	2

14. Sony PS Vita

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	109	50	59
Yes	53	64	43
No	44	32	56
SKIPPED ON WEB/DON'T KNOW/REFUSED	3	5	1

15. Regular cell phone (not including iPhone or other Smartphones)

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	896	250	646
Yes	37	46	34
No	61	53	65
SKIPPED ON WEB/DON'T KNOW/REFUSED	2	1	2

16. iPhone that is mine personally

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	2153	625	1528
Yes	76	77	75
No	23	20	24
SKIPPED ON WEB/DON'T KNOW/REFUSED	2	3	2

17. iPhone that is owned/used by others in household

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	1863	608	1255
Yes	24	23	24
No	74	74	74
SKIPPED ON WEB/DON'T KNOW/REFUSED	3	3	2

18. Android Smartphone that is mine, personally

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	2426	764	1662
Yes	73	77	71
No	26	21	29
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	1	1

19. Android Smartphone that is owned/used by others in household

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	1597	540	1057
Yes	27	31	25
No	71	67	73
SKIPPED ON WEB/DON'T KNOW/REFUSED	2	2	2

20. Other Smartphone (not including iPhone or Android, for example a Blackberry) that is mine, personally

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	583	218	365
Yes	38	42	35
No	59	53	62
SKIPPED ON WEB/DON'T KNOW/REFUSED	4	5	3

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

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	458	180	278
Yes	29	37	24
No	66	61	70
SKIPPED ON WEB/DON'T KNOW/REFUSED	5	2	7

22. A tablet (Samsung Galaxy, Kindle Fire, Nook Color, iPad/iPad mini/iPad Pro etc.) that is mine, personally

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	3086	838	2248
Yes	61	52	64
No	38	46	35
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	1	1

23. A tablet (Samsung Galaxy, Kindle Fire, Nook Color, iPad/iPad mini/iPad Pro etc.) that is owned/used by others in household

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	2192	720	1472
Yes	29	26	31
No	67	71	64
SKIPPED ON WEB/DON'T KNOW/REFUSED	4	3	4

24. Personal desktop computer

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	2630	686	1944
Yes	50	45	52
No	48	52	46
SKIPPED ON WEB/DON'T KNOW/REFUSED	2	3	2

25. Laptop/netbook

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	3641	1059	2582
Yes	44	39	46
No	54	59	52
SKIPPED ON WEB/DON'T KNOW/REFUSED	2	2	2

26. Plug & Play/all-in-on system (Namco TV Games, Atari Classics, NES Classic, etc.)

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	606	268	338
Yes	41	47	36
No	57	53	62
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	*	2

27. Smart TV

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	3431	1027	2404
Yes	24	32	21
No	73	66	76
SKIPPED ON WEB/DON'T KNOW/REFUSED	3	2	3

28. Digital Media Players (Apple TV, Roku, etc.)

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	2483	774	1709
Yes	19	24	16
No	79	74	81
SKIPPED ON WEB/DON'T KNOW/REFUSED	3	2	3

29. Virtual Reality (VR) headsets (Oculus, HTC Vive)

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	646	278	368
Yes	50	58	43
No	48	39	57
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	3	*

30. Home Assistant (Amazon Alexa devices, Google Assistant)

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	2067	624	1443
Yes	17	20	16
No	80	77	82
SKIPPED ON WEB/DON'T KNOW/REFUSED	3	4	3

31. Other system or device for playing video games not listed

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	309	115	194
Yes	43	55	36
No	52	41	59
SKIPPED ON WEB/DON'T KNOW/REFUSED	5	4	5

Q9. [IF GAMER] Thinking about the past 6 months, since November 2021, how many hours per week would you say you personally spend gaming on each of the following devices?

[PN: KEEP GRID ITEMS IN SAME ORDER AS Q8; IF "YES" TO CORRESPONDING GRID ITEM IN Q8, SHOW IN Q9]

a. Nintendo Wii

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	406	138	268
Less than 1 hour	30	37	27
1 hour	20	15	22
2 hours	15	13	16
3 hours	7	5	9
4 hours	5	2	6
5 hours	4	5	4
6-10 hours	5	1	7
11+ Hours	6	11	3
Haven't gamed on device in the past 6 months	7	11	4
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	*	2

b. Nintendo Wii U

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	107	55	52
Less than 1 hour	22	29	12
1 hour	18	21	15
2 hours	9	9	9
3 hours	11	4	22
4 hours	13	19	4
5 hours	3	2	5
6-10 hours	3	2	5
11+ Hours	6	9	1
Haven't gamed on device in the past 6 months	3	5	2
SKIPPED ON WEB/DON'T KNOW/REFUSED	11	1	25



c. PlayStation 3

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	237	104	133
Less than 1 hour	19	25	15
1 hour	18	20	16
2 hours	15	10	19
3 hours	17	16	18
4 hours	5	7	3
5 hours	8	8	8
6-10 hours	6	4	8
11+ Hours	6	2	10
Haven't gamed on device in the past 6 months	5	8	3
SKIPPED ON WEB/DON'T KNOW/REFUSED	*	*	*

d. PlayStation 4

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	491	287	204
Less than 1 hour	13	13	12
1 hour	11	13	8
2 hours	14	11	18
3 hours	11	9	14
4 hours	11	12	11
5 hours	10	13	7
6-10 hours	11	8	15
11+ Hours	13	15	11
Haven't gamed on device in the past 6 months	4	3	4
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	2	1

e. PlayStation 5

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	255	139	116
Less than 1 hour	9	7	13
1 hour	11	12	10
2 hours	12	12	11
3 hours	5	5	5
4 hours	13	19	8
5 hours	12	10	14
6-10 hours	12	10	14
11+ Hours	24	24	24
Haven't gamed on device in the past 6 months	1	1	2
SKIPPED ON WEB/DON'T KNOW/REFUSED	*	1	-

f. Xbox 360

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	314	143	171
Less than 1 hour	22	27	19
1 hour	13	8	16
2 hours	16	17	16
3 hours	13	12	13
4 hours	10	12	8
5 hours	4	2	5
6-10 hours	10	10	10
11+ Hours	5	4	6
Haven't gamed on device in the past 6 months	6	7	6
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	2	1

g. Xbox One

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	329	185	144
Less than 1 hour	17	16	17
1 hour	12	9	16
2 hours	16	18	14
3 hours	11	15	6
4 hours	12	11	14
5 hours	9	9	8
6-10 hours	10	11	9
11+ Hours	8	7	10
Haven't gamed on device in the past 6 months	3	1	5
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	2	1

h. Xbox Series X / Series S

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	185	123	62
Less than 1 hour	6	4	8
1 hour	10	5	20
2 hours	14	13	16
3 hours	8	9	6
4 hours	12	12	11
5 hours	5	6	3
6-10 hours	13	18	3
11+ Hours	27	29	24
Haven't gamed on device in the past 6 months	5	4	9
SKIPPED ON WEB/DON'T KNOW/REFUSED	*	-	*

i. Game Boy (Advance, Advance SP or Micro)

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	123	58	65
Less than 1 hour	25	24	26
1 hour	18	5	29
2 hours	12	22	4
3 hours	10	5	14
4 hours	15	16	15
5 hours	4	5	3
6-10 hours	8	11	5
11+ Hours	2	3	2
Haven't gamed on device in the past 6 months	6	10	2
SKIPPED ON WEB/DON'T KNOW/REFUSED	*	*	-

j. Nintendo DS/2DS/DSi/DSI XL

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	129	69	60
Less than 1 hour	22	17	27
1 hour	19	15	23
2 hours	12	12	13
3 hours	12	17	6
4 hours	11	14	7
5 hours	6	4	8
6-10 hours	3	4	2
11+ Hours	5	9	*
Haven't gamed on device in the past 6 months	11	7	15
SKIPPED ON WEB/DON'T KNOW/REFUSED	*	*	-

k. Nintendo 3DS/3DS XL

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	95	59	36
Less than 1 hour	14	13	17
1 hour	32	28	41
2 hours	8	9	6
3 hours	18	22	9
4 hours	4	4	4
5 hours	5	4	6
6-10 hours	3	3	3
11+ Hours	5	8	-
Haven't gamed on device in the past 6 months	8	6	10
SKIPPED ON WEB/DON'T KNOW/REFUSED	3	3	4

l. Nintendo Switch

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	553	323	230
Less than 1 hour	18	23	12
1 hour	14	13	14
2 hours	18	17	19
3 hours	14	16	11
4 hours	6	6	6
5 hours	5	5	6
6-10 hours	9	7	13
11+ Hours	8	7	10
Haven't gamed on device in the past 6 months	5	3	7
SKIPPED ON WEB/DON'T KNOW/REFUSED	2	2	3

m. Sony PSP/PSPgo

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	112	67	45
Less than 1 hour	32	25	42
1 hour	23	21	27
2 hours	10	13	5
3 hours	11	12	9
4 hours	10	10	9
5 hours	4	5	2
6-10 hours	1	1	1
11+ Hours	1	-	3
Haven't gamed on device in the past 6 months	7	10	4
SKIPPED ON WEB/DON'T KNOW/REFUSED	2	3	-

n. Sony PS Vita

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	54	31	23
Less than 1 hour	17	7	32
1 hour	18	19	17
2 hours	23	19	30
3 hours	15	21	7
4 hours	13	15	10
5 hours	2	3	-
6-10 hours	3	5	-
11+ Hours	1	1	-
Haven't gamed on device in the past 6 months	6	9	3
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	-	2

o. Regular cell phone (not including iPhone or other Smartphones)

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	341	121	220
Less than 1 hour	18	24	15
1 hour	12	5	17
2 hours	12	11	12
3 hours	7	5	8
4 hours	9	12	8
5 hours	11	15	9
6-10 hours	11	8	13
11+ Hours	11	8	13
Haven't gamed on device in the past 6 months	7	10	5
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	2	*

p. iPhone that is mine personally

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	1656	505	1151
Less than 1 hour	13	12	13
1 hour	12	13	12
2 hours	15	15	15
3 hours	11	11	11
4 hours	9	9	9
5 hours	8	11	7
6-10 hours	14	13	15
11+ Hours	16	14	16
Haven't gamed on device in the past 6 months	1	1	1
SKIPPED ON WEB/DON'T KNOW/REFUSED	2	1	2

q. iPhone that is owned/used by others in household

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	454	162	292
Less than 1 hour	18	17	18
1 hour	9	10	8
2 hours	13	14	13
3 hours	13	13	13
4 hours	10	11	9
5 hours	5	5	4
6-10 hours	7	6	7
11+ Hours	11	14	9
Haven't gamed on device in the past 6 months	14	10	16
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	-	2

r. Android Smartphone that is mine, personally

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	1809	602	1207
Less than 1 hour	12	12	11
1 hour	12	8	14
2 hours	14	16	13
3 hours	10	12	9
4 hours	8	8	8
5 hours	8	8	8
6-10 hours	14	14	13
11+ Hours	19	20	19
Haven't gamed on device in the past 6 months	2	1	3
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	*	1

s. Android Smartphone that is owned/used by others in household

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	455	196	259
Less than 1 hour	15	18	13
1 hour	12	8	15
2 hours	12	15	10
3 hours	16	11	19
4 hours	6	7	5
5 hours	4	5	4
6-10 hours	10	10	10
11+ Hours	12	17	9
Haven't gamed on device in the past 6 months	10	8	12
SKIPPED ON WEB/DON'T KNOW/REFUSED	2	2	2

t. Other Smartphone (not including iPhone or Android, for example a Blackberry) that is mine, personally

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	227	101	126
Less than 1 hour	19	14	23
1 hour	17	16	19
2 hours	13	14	13
3 hours	9	14	5
4 hours	9	9	9
5 hours	3	4	1
6-10 hours	6	7	6
11+ Hours	7	10	6
Haven't gamed on device in the past 6 months	14	13	15
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	*	2

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

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	138	70	68
Less than 1 hour	18	18	17
1 hour	8	6	9
2 hours	18	25	12
3 hours	9	13	5
4 hours	12	3	20
5 hours	4	5	4
6-10 hours	3	2	3
11+ Hours	10	8	13
Haven't gamed on device in the past 6 months	17	19	15
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	1	1

- v. A tablet (Samsung Galaxy, Kindle Fire, Nook Color, iPad/iPad mini/iPad Pro etc.) that is mine, personally

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	1934	462	1472
Less than 1 hour	13	14	13
1 hour	16	19	15
2 hours	16	21	15
3 hours	11	13	10
4 hours	9	9	9
5 hours	7	4	8
6-10 hours	12	6	13
11+ Hours	13	9	14
Haven't gamed on device in the past 6 months	2	4	2
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	1	1

- w. A tablet (Samsung Galaxy, Kindle Fire, Nook Color, iPad/iPad mini/iPad Pro etc.) that is owned/used by others in household

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	711	236	475
Less than 1 hour	19	21	18
1 hour	15	14	15
2 hours	16	14	17
3 hours	10	14	8
4 hours	12	13	11
5 hours	4	4	5
6-10 hours	7	5	8
11+ Hours	8	7	8
Haven't gamed on device in the past 6 months	9	9	8
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	*	1

- x. Personal desktop computer

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	1337	341	996
Less than 1 hour	15	17	14
1 hour	16	8	19
2 hours	15	17	14
3 hours	9	12	8
4 hours	8	7	8
5 hours	6	9	6
6-10 hours	11	8	12
11+ Hours	14	17	14
Haven't gamed on device in the past 6 months	2	4	2
SKIPPED ON WEB/DON'T KNOW/REFUSED	3	3	3

y. Laptop/netbook

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	1642	449	1193
Less than 1 hour	17	18	16
1 hour	17	15	18
2 hours	15	16	14
3 hours	11	12	10
4 hours	8	9	7
5 hours	6	5	6
6-10 hours	9	7	9
11+ Hours	11	10	11
Haven't gamed on device in the past 6 months	4	6	4
SKIPPED ON WEB/DON'T KNOW/REFUSED	3	1	4

z. Plug & Play/all-in-on system (Namco TV Games, Atari Classics, NES Classic, etc.)

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	236	123	113
Less than 1 hour	26	25	27
1 hour	18	19	16
2 hours	21	15	28
3 hours	9	8	9
4 hours	8	9	7
5 hours	8	14	*
6-10 hours	1	2	1
11+ Hours	6	4	8
Haven't gamed on device in the past 6 months	2	2	3
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	2	1



aa. Smart TV

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	821	354	467
Less than 1 hour	18	16	19
1 hour	8	9	8
2 hours	12	14	11
3 hours	10	10	10
4 hours	8	9	8
5 hours	6	10	3
6-10 hours	9	6	11
11+ Hours	15	14	15
Haven't gamed on device in the past 6 months	10	7	13
SKIPPED ON WEB/DON'T KNOW/REFUSED	4	4	4

bb. Digital Media Players (Apple TV, Roku, etc.)

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	474	193	281
Less than 1 hour	19	10	26
1 hour	12	11	12
2 hours	12	13	12
3 hours	6	5	6
4 hours	11	11	10
5 hours	9	10	8
6-10 hours	5	6	4
11+ Hours	9	12	7
Haven't gamed on device in the past 6 months	16	18	14
SKIPPED ON WEB/DON'T KNOW/REFUSED	2	4	1



cc. Virtual Reality (VR) headsets (Oculus, HTC Vive)

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	327	160	167
Less than 1 hour	17	14	20
1 hour	23	23	24
2 hours	14	12	16
3 hours	10	13	7
4 hours	8	8	9
5 hours	11	14	8
6-10 hours	3	4	2
11+ Hours	6	8	3
Haven't gamed on device in the past 6 months	4	4	3
SKIPPED ON WEB/DON'T KNOW/REFUSED	3	*	6

dd. Home Assistant (Amazon Alexa devices, Google Assistant)

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	378	138	240
Less than 1 hour	26	18	30
1 hour	17	24	14
2 hours	16	17	16
3 hours	4	5	4
4 hours	6	7	6
5 hours	3	3	3
6-10 hours	3	4	3
11+ Hours	9	14	6
Haven't gamed on device in the past 6 months	14	9	17
SKIPPED ON WEB/DON'T KNOW/REFUSED	2	1	2

ee. Other system or device for playing video games not listed

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	129	58	71
Less than 1 hour	18	21	16
1 hour	17	14	20
2 hours	28	38	19
3 hours	3	2	5
4 hours	7	7	6
5 hours	7	4	9
6-10 hours	7	*	14
11+ Hours	8	8	8
Haven't gamed on device in the past 6 months	3	5	1
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	*	2

Q10. [IF GAMER] Which of the following is your favorite device to play video games on?

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	4433	1265	3168
CONSOLE (NET)	17	33	11
Nintendo Wii	1	1	1
Nintendo Wii U	*	*	*
PlayStation 3	1	1	1
PlayStation 4	4	8	3
PlayStation 5	2	4	1
Xbox 360	1	1	1
Xbox One	2	4	1
Xbox Series X / Series S	2	5	1
Game Boy (Advance, Advance SP or Micro)	*	*	-
Nintendo DS/2DS/DSi/DSi XL	*	*	-
Nintendo 3DS/3DS XL	*	*	-
Nintendo Switch	3	7	1

Sony PSP/PSPgo	*	*	*
Sony PS Vita	*	1	*
Regular cell phone (not including iPhone or other Smartphones)	1	1	1
SMARTPHONE (NET)	35	38	34
iPhone that is mine, personally	17	15	17
iPhone that is owned/used by others in household	*	1	*
Android Smartphone that is mine, personally	18	21	17
Android Smartphone that is owned/used by others in household	*	1	*
Other Smartphone (not including iPhone or Android, for example a Blackberry) that is mine, personally	*	*	*
Other Smartphone (not including iPhone or Android, for example a Blackberry) that is owned/used by others in the household	*	*	*
TABLET (NET)	15	6	19
A tablet (Samsung Galaxy, Kindle Fire, Nook Color, iPad/iPad mini/iPad Pro etc.) that is mine, personally	14	5	18
A tablet (Samsung Galaxy, Kindle Fire, Nook Color, iPad/iPad mini/iPad Pro etc.) that is owned/used by others in household	1	1	1
PC/COMPUTER (NET)	19	10	23
Personal desktop computer	11	6	13
Laptop/netbook	8	4	10
Plug & Play/all-in-one system (Namco TV Games, Atari Classics, NES Classic, etc.)	1	1	1
Smart TV	1	1	1
Digital Media Players (Apple TV, Roku, etc.)	*	*	*

Virtual Reality (VR) headsets (Oculus, HTC Vive)	2	3	1
Home Assistant (Amazon Alexa devices, Google Assistant)	*	*	*
Other system or device for playing video games not listed here	*	1	*
Do not have a favorite	7	6	8
SKIPPED ON WEB/DON'T KNOW/ REFUSED	*	-	*

Q28. [IF GAMER] What times of day do you typically play video games?

[PN: MULTIPLE RESPONSE]

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	4433	1265	3168
Morning (6am–10am)	28	20	32
Midday (10am–2pm)	22	21	22
Afternoon (2pm–6pm)	31	33	30
Evening (6pm–9pm)	58	62	55
Night (9pm – 12am)	39	47	35
Overnight (12am – 6am)	12	18	9
SKIPPED ON WEB/DON'T KNOW/ REFUSED	1	1	1

Q28A. [IF GAMER AND ANY TIME PERIODS SELECTED AT Q28] When playing video games at each of the following times, are you ever likely to be playing games while doing any of the following activities during this time period?

[PN: INCLUDE ANY TIMES OF DAY SELECTED AT Q28 AS RESPONSE OPTIONS AT Q28A]

a. Waiting for an appointment (i.e., Doctors)

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	4414	1259	3155
Morning (6am-10am)	12	9	13
Midday (10am-2pm)	10	12	9
Afternoon (2pm-6pm)	14	17	12
Evening (6pm-9pm)	10	11	9
Night (9pm – 12am)	3	5	3
Overnight (12am – 6am)	1	2	0
I don't typically play video games while doing this activity	58	58	58

b. Before starting/leaving for work

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	4414	1259	3155
Morning (6am-10am)	13	12	14
Midday (10am-2pm)	3	4	3
Afternoon (2pm-6pm)	4	7	2
Evening (6pm-9pm)	7	9	6
Night (9pm – 12am)	4	6	3
Overnight (12am – 6am)	2	4	1
I don't typically play video games while doing this activity	71	68	72
DON'T KNOW/SKIPPED ON WEB/REFUSED	73	69	76

c. Commuting

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	4414	1259	3155
Morning (6am-10am)	2	3	2
Midday (10am-2pm)	2	4	2
Afternoon (2pm-6pm)	3	5	2
Evening (6pm-9pm)	4	8	3
Night (9pm – 12am)	3	6	1
Overnight (12am – 6am)	1	2	*0
I don't typically play video games while doing this activity	85	79	88
DON'T KNOW/SKIPPED ON WEB/REFUSED	89	81	92

d. While passing time during a break in the day (e.g., during lunch, etc.)

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	4414	1259	3155
Morning (6am-10am)	11	7	13
Midday (10am-2pm)	12	11	13
Afternoon (2pm-6pm)	17	18	17
Evening (6pm-9pm)	19	20	19
Night (9pm – 12am)	10	13	9
Overnight (12am – 6am)	3	5	2
I don't typically play video games while doing this activity	46	50	44
DON'T KNOW/SKIPPED ON WEB/REFUSED	47	51	46

e. While enjoying free time in the day

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	4414	1259	3155
Morning (6am-10am)	18	13	20
Midday (10am-2pm)	15	14	15
Afternoon (2pm-6pm)	24	25	24
Evening (6pm-9pm)	41	47	38
Night (9pm – 12am)	25	33	22
Overnight (12am – 6am)	7	13	5
I don't typically play video games while doing this activity	16	15	17
DON'T KNOW/SKIPPED ON WEB/REFUSED	18	17	19

f. During time I dedicate to playing games

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	4414	1259	3155
Morning (6am-10am)	14	9	15
Midday (10am-2pm)	9	10	9
Afternoon (2pm-6pm)	14	18	12
Evening (6pm-9pm)	32	39	28
Night (9pm – 12am)	22	31	18
Overnight (12am – 6am)	8	14	5
I don't typically play video games while doing this activity	32	27	34
DON'T KNOW/SKIPPED ON WEB/REFUSED	35	29	38

g. While also doing other leisure activities (e.g., watching TV, etc.)

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	4414	1259	3155
Morning (6am-10am)	10	8	11
Midday (10am-2pm)	9	8	9
Afternoon (2pm-6pm)	15	15	14
Evening (6pm-9pm)	37	38	37
Night (9pm – 12am)	22	25	20
Overnight (12am – 6am)	5	8	4
I don't typically play video games while doing this activity	32	33	31
DON'T KNOW/SKIPPED ON WEB/REFUSED	34	35	34

h. While hanging out with friends/family

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	4414	1259	3155
Morning (6am-10am)	3	3	3
Midday (10am-2pm)	4	6	3
Afternoon (2pm-6pm)	6	10	4
Evening (6pm-9pm)	17	27	12
Night (9pm – 12am)	8	15	6
Overnight (12am – 6am)	2	5	1
I don't typically play video games while doing this activity	68	55	74
DON'T KNOW/SKIPPED ON WEB/REFUSED	71	57	77

i. Before or after doing errands (e.g., housework, exercising, etc.)

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	4414	1259	3155
Morning (6am-10am)	12	9	13
Midday (10am-2pm)	9	9	9
Afternoon (2pm-6pm)	14	15	13
Evening (6pm-9pm)	23	27	21
Night (9pm – 12am)	12	18	10
Overnight (12am – 6am)	3	5	2
I don't typically play video games while doing this activity	48	46	49
DON'T KNOW/SKIPPED ON WEB/REFUSED	50	48	51

j. While I should be doing something else (e.g., working, in school)

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	4414	1259	3155
Morning (6am-10am)	6	6	6
Midday (10am-2pm)	5	7	4
Afternoon (2pm-6pm)	8	10	7
Evening (6pm-9pm)	10	15	8
Night (9pm – 12am)	6	9	4
Overnight (12am – 6am)	2	4	2
I don't typically play video games while doing this activity	73	66	77
DON'T KNOW/SKIPPED ON WEB/REFUSED	75	68	79

k. While waiting to pick up the kids or grandchildren

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	3520	956	2564
Morning (6am-10am)	4	3	4
Midday (10am-2pm)	3	4	3
Afternoon (2pm-6pm)	7	11	6
Evening (6pm-9pm)	9	13	7
Night (9pm – 12am)	3	6	2
Overnight (12am – 6am)	1	2	1
I don't typically play video games while doing this activity	76	70	79
DON'T KNOW/SKIPPED ON WEB/REFUSED	79	71	82

l. After the kids or grandchildren have gone to sleep

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	3520	956	2564
Morning (6am-10am)	2	3	2
Midday (10am-2pm)	2	3	2
Afternoon (2pm-6pm)	3	6	2
Evening (6pm-9pm)	18	26	15
Night (9pm – 12am)	19	27	15
Overnight (12am – 6am)	5	12	3
I don't typically play video games while doing this activity	58	43	64
DON'T KNOW/SKIPPED ON WEB/REFUSED	59	44	66

Q29. [IF GAMER] Do you ever play video games at any of the following times?

a. Right before going to bed at night

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	4433	1265	3168
Yes, all the time	28	32	26
Yes, sometimes	51	52	51
No	20	15	22
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	1	1

b. Right when I wake up in the morning

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	4433	1265	3168
Yes, all the time	12	10	14
Yes, sometimes	29	34	27
No	57	54	59
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	2	1

Q12. [IF GAMER] Please select the types of games from the list below that you typically like to play, on any system or device.

a. Card and tile games, not including gambling/casino games (Solitaire, Hearts, Mahjong)

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	4433	1265	3168
Yes	62	49	68
No	37	50	31
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	*	1

b. Gambling/casino/poker games (World Series of Poker, Texas Hold'em Poker, Chumba Casino, Slotomania)

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	4433	1265	3168
Yes	30	31	30
No	68	69	68
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	*	2

c. Trivia, and traditional board video games (Monopoly, Trivial Pursuit, Family Feud, Jeopardy)

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	4433	1265	3168
Yes	33	37	32
No	65	62	66
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	*	2

d. Puzzle and logic games

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	4433	1265	3168
Yes	70	66	72
No	29	34	27
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	*	1

e. Educational games (including those for children or adults, Duolingo, Memrise)

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	4433	1265	3168
Yes	21	24	20
No	77	76	78
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	*	2

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

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	4433	1265	3168
Yes	9	16	6
No	89	84	92
SKIPPED ON WEB/DON'T KNOW/REFUSED	2	*	2

g. Music-based games (Beat Saber, Fuser, Rocksmith)

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	4433	1265	3168
Yes	8	15	5
No	90	85	93
SKIPPED ON WEB/DON'T KNOW/REFUSED	2	*	2

h. Role-playing games (Final Fantasy VII: Remake, The Witcher III: Wild Hunt, The Elder Scrolls V: Skyrim)

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	4433	1265	3168
Yes	16	32	9
No	82	67	89
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	1	2

- i. Massively multiplayer online role-playing games not kid-oriented (MMORPG) (World of Warcraft, Elder Scrolls Online, Final Fantasy XIV)

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	4433	1265	3168
Yes	12	24	7
No	87	76	91
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	*	2

- j. Kid-oriented massively multiplayer online role-playing games (Webkinz, Neopets)

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	4433	1265	3168
Yes	5	10	3
No	93	90	95
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	*	2

- k. Action/adventure games (Grand Theft Auto, Assassin's Creed, God of War, etc.)

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	4433	1265	3168
Yes	22	41	14
No	77	59	84
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	*	1

- l. Shooter games

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	4433	1265	3168
Yes	22	37	15
No	77	63	83
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	*	2

m. Fitness games (Ring Fit Adventure, Zumba: Burn It Up, Wii Fit)

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	4433	1265	3168
Yes	10	15	8
No	88	84	90
SKIPPED ON WEB/DON'T KNOW/REFUSED	2	1	2

n. Strategy games (real-time or turn-based) in which the player gathers and manages resources

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	4433	1265	3168
Yes	22	34	17
No	77	66	81
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	*	2

o. Racing games (including pure, street, or combat racing, Forza Horizon, Mario Kart, F1)

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	4433	1265	3168
Yes	20	33	14
No	79	67	84
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	*	2

p. Flight games (including flight or space combat simulations, Microsoft Flight Simulator, Elite: Dangerous, War Thunder)

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	4433	1265	3168
Ye	13	20	10
No	86	79	89
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	1	2

q. Arcade games (Pac-Man, Donkey Kong, Space Invaders)

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	4433	1265	3168
Yes	29	39	25
No	70	60	74
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	1	2

r. Sports games (any sports themed game, Madden NFL Football, MLB The Show, NBA 2K, FIFA, etc.)

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	4433	1265	3168
Yes	16	27	11
No	82	72	87
SKIPPED ON WEB/DON'T KNOW/REFUSED	2	*	2

s. Fighting games (wrestling or pure fighting games, WWE, UFC, Mortal Kombat, Street Fighter, Super Smash Bros. Ultimate)

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	4433	1265	3168
Yes	14	29	8
No	84	70	91
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	1	1

t. Life simulation games (The Sims, Cities: Skylines, Cooking Mama)

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	4433	1265	3168
Yes	14	24	9
No	85	75	89
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	1	1

u. Brain games that test memory and attention span (Brain Age, Lumosity, Elevate)

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	4433	1265	3168
Yes	35	33	36
No	64	66	63
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	1	1

v. Augmented reality games (Pokémon Go, Ingress)

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	4433	1265	3168
Yes	9	17	6
No	90	82	93
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	1	1

w. Battle royale games (Fortnite, PlayerUnknown's Battlegrounds, Apex Legends)

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	4433	1265	3168
Yes	11	18	7
No	88	82	91
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	*	1

x. Motion control games (Wii Sports, 1-2 Switch)

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	4433	1265	3168
Yes	13	20	10
No	85	79	88
SKIPPED ON WEB/DON'T KNOW/REFUSED	2	1	2

y. Builder/sandbox games (Minecraft, Roblox)

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	4433	1265	3168
Yes	12	22	8
No	87	78	91
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	1	2

z. Platformer (Super Mario, Sonic the Hedgehog)

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	4433	1265	3168
Yes	23	41	14
No	76	57	84
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	1	1

aa. Social/party (Jackbox Party, Mario Party, Among Us)

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	4433	1265	3168
Yes	12	20	9
No	87	79	90
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	1	1

bb. Word games (Wordle, Words With Friends, Online Scrabble, etc.)

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	4433	1265	3168
Yes	55	51	57
No	44	48	42
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	1	1

cc. Farm sim/island builder (Animal Crossing, Utopia)

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	4433	1265	3168
Yes	15	23	12
No	84	76	87
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	1	2

dd. Endless runner (Temple Run, Sonic Dash)

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	4433	1265	3168
Yes	9	17	6
No	90	82	93
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	*	1

ee. Management (Diner Dash, Cake Mania)

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	4433	1265	3168
Yes	14	22	11
No	84	77	87
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	1	2

ff. Life/ pets (Fish Tycoon, My Talking Tom)

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	4433	1265	3168
Yes	8	14	5
No	90	85	93
SKIPPED ON WEB/DON'T KNOW/REFUSED	2	1	2

gg. Home/ interior design (Design Dreams, Home Maker)

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	4433	1265	3168
Yes	15	18	13
No	84	81	86
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	1	1

hh. Hyper-casual (Flappy Bird, Helix Jump, Crossy Road)

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	4433	1265	3168
Yes	8	15	5
No	91	85	94
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	*	1

ii. Other (specify):

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	4433	1265	3168
Yes	13	9	14
No	73	75	72
SKIPPED ON WEB/DON'T KNOW/ REFUSED	14	17	13

Q14. [IF GAMER] Which, if any, of the following types of puzzle/logic video games do you typically like to play on any device?

[PN: MULTIPLE RESPONSE]

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
Matching (Candy Crush Saga, Bejeweled, Puzzle & Dragons, Homescapes, etc.)	48	49	47
Merge (2048, Merge Dragons, EverMerge, etc.)	8	15	5
Sliding puzzles (Classic 15, Sliding Numbers, etc.)	11	13	10
Physics puzzles (Portal, Angry Birds, Bridge Constructor, etc.)	18	25	15
Logic puzzles (The Witness, Baba Is You, etc.)	13	19	11
Hidden object (Mystery Trackers, Mystery Case Files, Awakening, etc.)	25	25	25
Falling block (Dr. Mario, Tetris, Puyo Puyo, etc.)	18	26	15
Chess (Chess.com, lichess, 5D Chess, etc.)	11	15	9
Exploration (Monument Valley, Myst, The Room, etc.)	6	10	4
Puzzle platform (The Lost Vikings, Braid, etc.)	7	11	5
Brain (Sudoku)	32	32	32
None of the above	23	18	25
SKIPPED ON WEB/DON'T KNOW/ REFUSED	*	*	*

Q13. [IF GAMER AND MORE THAN THREE SELECTIONS MADE AT Q12] Please select your three favorite types of games from the list below that you typically like to play.

[PN: MULTIPLE RESPONSE; SHOW EACH RESPONSE OPTION IF THE CORRESPONDING OPTION WAS SELECTED AT Q12]

	Total Gamers	Gamers 40-49	Gamers 50+
Unweighted N	4,404	1,254	3,150
Card and tile games, not including gambling/casino games (Solitaire, Hearts, Mahjong)	43	26	50
Gambling/casino/poker games (World Series of Poker, Texas Hold'em Poker, Chumba Casino, Slotomania)	17	13	18
Trivia, and traditional board video games (Monopoly, Trivial Pursuit, Family Feud, Jeopardy)	14	13	14
Puzzle and logic games	45	34	50
Educational games (including those for children or adults, Duolingo, Memrise)	6	6	6
Dance games (Just Dance, Dance Dance Revolution)	2	4	2
Music-based games (Beat Saber, Fuser, Rocksmith)	1	2	1
Role-playing games (Final Fantasy VII: Remake, The Witcher III: Wild Hunt, The Elder Scrolls V: Skyrim)	7	14	4
Massively multiplayer online role-playing games not kid-oriented (MMORPG) (World of Warcraft, Elder Scrolls Online, Final Fantasy XIV)	4	9	2
Kid-oriented massively multiplayer online role-playing games (Webkinz, Neopets)	1	1	*
Action/adventure games (Grand Theft Auto, Assassin's Creed, God of War, etc.)	9	17	5
Shooter games	10	16	8
Fitness games (Ring Fit Adventure, Zumba: Burn It Up, Wii Fit)	1	2	1
Strategy games (real-time or turn-based) in which the player gathers and manages resources	7	10	6
Racing games (including pure, street, or combat racing, Forza Horizon, Mario Kart, F1)	5	9	3
Flight games (including flight or space combat simulations, Microsoft Flight Simulator, Elite: Dangerous, War Thunder)	2	2	2

Arcade games (Pac-Man, Donkey Kong, Space Invaders)	8	10	7
Sports games (any sports themed game, Madden NFL Football, MLB The Show, NBA 2K, FIFA, etc.)	7	12	4
Fighting games (wrestling or pure fighting games, WWE, UFC, Mortal Kombat, Street Fighter, Super Smash Bros. Ultimate)	3	7	1
Life simulation games (The Sims, Cities: Skylines, Cooking Mama)	2	3	2
Brain games that test memory and attention span (Brain Age, Lumosity, Elevate)	9	4	11
Augmented reality games (Pokémon Go, Ingress)	1	2	1
Battle royale games (Fortnite, PlayerUnknown's Battlegrounds, Apex Legends)	2	3	2
Motion control games (Wii Sports, 1-2 Switch)	1	2	1
Builder/sandbox games (Minecraft, Roblox)	2	3	1
Platformer (Super Mario, Sonic the Hedgehog)	3	5	1
Social/party (Jackbox Party, Mario Party, Among Us)	1	2	1
Word games (Wordle, Words With Friends, Online Scrabble, etc.)	30	18	36
Farm sim/island builder (Animal Crossing, Utopia)	3	3	3
Endless runner (Temple Run, Sonic Dash)	*	1	*
Management (Diner Dash, Cake Mania)	2	3	2
Life/ pets (Fish Tycoon, My Talking Tom)	*	1	*
Home/ interior design (Design Dreams, Home Maker)	2	2	2
Hyper-casual (Flappy Bird, Helix Jump, Crossy Road)	1	1	1
Other (specify):	10	6	12
SKIPPED ON WEB/DON'T KNOW/ REFUSED	*	*	*

Q16. [IF GAMER] What were your favorite video games that you have played in the last 6 months?

Please enter five names of the games in the spaces provided below. You do not have to enter games into all 5 boxes if there were not 5 games you would consider in your favorites.

Game 1

[OPEN-END RESPONSE]

Game 2

[OPEN-END RESPONSE]

Game 3

[OPEN-END RESPONSE]

Game 4

[OPEN-END RESPONSE]

Game 5

[OPEN-END RESPONSE]

Q52B. [IF GAMER] In the last 6 months have you played a retro game?

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
Yes	18	27	13
No	55	55	55
Not sure	27	18	31
SKIPPED ON WEB/REFUSED	*	*	*

Q52A. [IF GAMER] You might have heard of the term “retro video game”. What do you think might be some examples of retro video games?

You do not have to use all 5 boxes if you can’t think of 5 examples.

Retro Game 1

[OPEN-END RESPONSE]

Retro Game 2

[OPEN-END RESPONSE]



Retro Game 3

[OPEN-END RESPONSE]

Retro Game 4

[OPEN-END RESPONSE]

Retro Game 5

[OPEN-END RESPONSE]

Q59. [IF GAMER] Which of the following non-video games (offline games) do you currently play or have you played regularly in the past?

[PN: MULTIPLE RESPONSE]

	Total Gamers	Gamers Age 40-49	Gamers 50+
Unweighted N	4,433	1,265	3,168
Any solitary games (Sudoku, Crosswords, offline Solitaire)	48	40	51
Card and tile games, not including gambling/casino games	38	34	39
Gambling/casino/poker games	21	22	21
Board games	42	49	39
Tabletop role playing games/war games	7	10	5
Dice games	21	23	21
Wagering games such as fantasy sports	4	5	3
Party games (20 questions, charades, including electronic party game)	15	19	13
Jigsaw puzzles	34	31	35
Trivia nights	15	18	14
Other (specify):	3	2	3
None of the above	17	18	17
SKIPPED ON WEB/DON'T KNOW/ REFUSED	*	1	*

Q15. [IF GAMER] In a typical month, how many different games would you say you are playing?

[OPEN-END RESPONSE]

Q19. [IF GAMER] Compared to March 2020, approximately 2 years ago, would you say you currently play video games more than, less than, or about the same amount as at the height of the COVID-19 pandemic?

[PN: HALF SAMPLE SHOWN RESPONSE OPTIONS IN REVERSE ORDER]

	Total Gamers	Gamers Age 40-49	Gamers 50+
Unweighted N	4,433	1,265	3,168
Much more	10	11	9
Somewhat more	19	20	18
About the same	52	45	55
Somewhat less	12	15	11
Much less	7	10	6
SKIPPED ON WEB/DON'T KNOW/ REFUSED	*	*	*

Q27. [IF GAMER] When playing video games at home, which of the following best describes your mindset?

	Total Gamers	Gamers Age 40-49	Gamers 50+
Unweighted N	4,433	1,265	3,168
I am completely focused on the video game	40	45	38
I am playing the video game while also doing something else (i.e., while watching TV)	59	53	61
SKIPPED ON WEB/DON'T KNOW/ REFUSED	1	2	1

Q52. [IF GAMER] 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.

[OPEN-END RESPONSE]

Q22. [IF GAMER AND ANY DEVICES SELECTED AT Q8] Who do you typically play video games with when playing on the following devices (either virtually or in person)?

[PN: MULTIPLE RESPONSE; INCLUDE ANY DEVICES SELECTED AT Q8]

Any device

	Total Gamers 40+	Gamers Age 40-49	Gamers Age 50+
Unweighted n	4,433	1,265	3,168
Parent(s)	5	9	3
Sibling(s)	8	13	6
My child(ren) or grandchildren (among those with children/ grandchildren)	40 (n=3,512)	39 (n=953)	41 (n=2,559)
Other family member(s)	17	25	14
Friend(s) that I know in person	14	19	12
Friend(s) that I know only in game	9	14	7
Colleague(s)	3	4	2
People I do not know	12	15	10
Other (specify)	2	2	1
Usually play by myself	82	79	83
SKIPPED ON WEB/DON'T KNOW/ REFUSED	1	1	1

a. Nintendo Wii

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	406	138	268
Parent(s)	6	11	4
Sibling(s)	10	15	7
My child(ren) or grandchildren (among those with children/ grandchildren)	49 (n=349)	47 (n=116)	50 (n=233)
Other family member(s)	25	31	22
Friend(s) that I know in person	14	15	13
Friend(s) that I know only in game	6	7	5
Colleague(s)	1	2	*
People I do not know	2	2	3
Other (specify)	1	-	1
Usually play by myself on this device	27	26	27
SKIPPED ON WEB/DON'T KNOW/ REFUSED	1	-	1

b. Nintendo Wii U

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	107	55	52
Parent(s)	13	15	10
Sibling(s)	16	17	15
My child(ren) or grandchildren (among those with children/ grandchildren)	57 (n=97)	53 (n=50)	61 (n=47)
Other family member(s)	23	15	34
Friend(s) that I know in person	11	11	10
Friend(s) that I know only in game	6	6	7
Colleague(s)	11	16	3
People I do not know	7	7	6
Other (specify)	2	3	1
Usually play by myself on this device	14	10	19
SKIPPED ON WEB/DON'T KNOW/ REFUSED	-	-	-

c. PlayStation 3

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	237	104	133
Parent(s)	6	3	8
Sibling(s)	8	10	6
My child(ren) or grandchildren (among those with children/ grandchildren)	30 (n=202)	31 (n=85)	29 (n=117)
Other family member(s)	14	14	15
Friend(s) that I know in person	10	12	8
Friend(s) that I know only in game	4	8	1
Colleague(s)	1	1	*
People I do not know	7	13	2
Other (specify)	1	1	2
Usually play by myself on this device	44	40	47
SKIPPED ON WEB/DON'T KNOW/ REFUSED	1	-	1

d. PlayStation 4

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	491	287	204
Parent(s)	6	6	6
Sibling(s)	9	12	5
My child(ren) or grandchildren (among those with children/ grandchildren)	43 (n=393)	48 (n=219)	37 (n=174)
Other family member(s)	17	20	14
Friend(s) that I know in person	15	18	12
Friend(s) that I know only in game	10	14	6
Colleague(s)	4	6	2
People I do not know	10	13	7
Other (specify)	1	1	1
Usually play by myself on this device	38	31	46
SKIPPED ON WEB/DON'T KNOW/ REFUSED	1	1	3

e. PlayStation 5

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	255	139	116
Parent(s)	5	7	4
Sibling(s)	9	6	13
My child(ren) or grandchildren (among those with children/ grandchildren)	37 (n=216)	43 (n=114)	30 (n=102)
Other family member(s)	16	18	14
Friend(s) that I know in person	16	18	14
Friend(s) that I know only in game	6	9	4
Colleague(s)	2	2	1
People I do not know	9	5	14
Other (specify)	1	-	2
Usually play by myself on this device	31	38	24
SKIPPED ON WEB/DON'T KNOW/ REFUSED	3	*	6

f. Xbox 360

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	314	143	171
Parent(s)	2	1	3
Sibling(s)	9	13	6
My child(ren) or grandchildren (among those with children/ grandchildren)	44 (n=273)	50 (n=120)	40 (n=153)
Other family member(s)	18	15	20
Friend(s) that I know in person	14	16	12
Friend(s) that I know only in game	3	5	1
Colleague(s)	1	2	*
People I do not know	6	7	5
Other (specify)	1	1	*
Usually play by myself on this device	30	28	31
SKIPPED ON WEB/DON'T KNOW/ REFUSED	2	*	4

g. Xbox One

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	329	185	144
Parent(s)	2	2	1
Sibling(s)	9	14	2
My child(ren) or grandchildren (among those with children/ grandchildren)	54 (n=277)	49 (n=151)	60 (n=126)
Other family member(s)	17	17	17
Friend(s) that I know in person	14	18	9
Friend(s) that I know only in game	9	8	10
Colleague(s)	2	2	2
People I do not know	7	8	5
Other (specify)	1	1	1
Usually play by myself on this device	27	31	21
SKIPPED ON WEB/DON'T KNOW/ REFUSED	1	1	1

h. Xbox Series X / Series S

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	185	123	62
Parent(s)	6	6	5
Sibling(s)	11	11	11
My child(ren) or grandchildren (among those with children/ grandchildren)	39 (n=152)	46 (n=98)	25 (n=54)
Other family member(s)	11	14	4
Friend(s) that I know in person	23	23	23
Friend(s) that I know only in game	18	17	19
Colleague(s)	3	4	2
People I do not know	20	20	19
Other (specify)	1	1	-
Usually play by myself on this device	29	27	32
SKIPPED ON WEB/DON'T KNOW/ REFUSED	4	1	8

i. Game Boy (Advance, Advance SP or Micro)

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	123	58	65
Parent(s)	5	9	2
Sibling(s)	7	12	2
My child(ren) or grandchildren (among those with children/ grandchildren)	35 (n=103)	48 (n=47)	24 (n=56)
Other family member(s)	7	5	9
Friend(s) that I know in person	20	20	20
Friend(s) that I know only in game	2	5	*
Colleague(s)	3	6	*
People I do not know	2	4	*
Other (specify)	*	-	*
Usually play by myself on this device	47	42	51
SKIPPED ON WEB/DON'T KNOW/ REFUSED	1	-	1

j. Nintendo DS/2DS/DSi/DSi XL

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	129	69	60
Parent(s)	3	5	*
Sibling(s)	12	21	3
My child(ren) or grandchildren (among those with children/ grandchildren)	33 (n=108)	30 (n=57)	36 (n=51)
Other family member(s)	22	15	29
Friend(s) that I know in person	14	19	8
Friend(s) that I know only in game	7	11	2
Colleague(s)	5	7	2
People I do not know	3	3	3
Other (specify)	-	-	-
Usually play by myself on this device	37	31	44
SKIPPED ON WEB/DON'T KNOW/ REFUSED	2	3	2

k. Nintendo 3DS/3DS XL

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	95	59	36
Parent(s)	4	5	1
Sibling(s)	13	14	9
My child(ren) or grandchildren (among those with children/ grandchildren)	37 (n=82)	43 (n=50)	25 (n=32)
Other family member(s)	16	10	28
Friend(s) that I know in person	6	7	4
Friend(s) that I know only in game	4	4	5
Colleague(s)	16	15	17
People I do not know	2	3	1
Other (specify)	-	-	-
Usually play by myself on this device	36	38	31
SKIPPED ON WEB/DON'T KNOW/ REFUSED	2	1	2

I. Nintendo Switch

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	553	323	230
Parent(s)	4	6	2
Sibling(s)	9	8	9
My child(ren) or grandchildren (among those with children/ grandchildren)	60 (n=487)	66 (n=273)	52 (n=214)
Other family member(s)	21	24	16
Friend(s) that I know in person	8	10	6
Friend(s) that I know only in game	3	2	5
Colleague(s)	1	2	*
People I do not know	2	2	3
Other (specify)	*	*	*
Usually play by myself on this device	32	28	38
SKIPPED ON WEB/DON'T KNOW/ REFUSED	1	1	*

m. Sony PSP/PSPgo

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	112	67	45
Parent(s)	4	7	*
Sibling(s)	5	4	7
My child(ren) or grandchildren (among those with children/ grandchildren)	31 (n=92)	29 (n=51)	35 (n=41)
Other family member(s)	17	13	23
Friend(s) that I know in person	9	12	6
Friend(s) that I know only in game	1	1	*
Colleague(s)	1	1	2
People I do not know	4	3	4
Other (specify)	-	-	-
Usually play by myself on this device	43	43	44
SKIPPED ON WEB/DON'T KNOW/ REFUSED	1	2	1

n. Sony PS Vita

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	54	31	23
Parent(s)	*	-	1
Sibling(s)	18	24	8
My child(ren) or grandchildren (among those with children/ grandchildren)	21 (n=48)	18 (n=26)	24 (n=22)
Other family member(s)	27	13	47
Friend(s) that I know in person	5	4	7
Friend(s) that I know only in game	5	7	4
Colleague(s)	2	3	2
People I do not know	3	2	5
Other (specify)	-	-	-
Usually play by myself on this device	38	46	26
SKIPPED ON WEB/DON'T KNOW/ REFUSED	2	3	-

o. Regular cell phone (not including iPhone or other Smartphones)

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	341	121	220
Parent(s)	5	5	5
Sibling(s)	8	8	9
My child(ren) or grandchildren (among those with children/ grandchildren)	17 (n=282)	15 (n=100)	19 (n=182)
Other family member(s)	10	13	9
Friend(s) that I know in person	6	8	6
Friend(s) that I know only in game	4	5	3
Colleague(s)	3	3	3
People I do not know	4	4	4
Other (specify)	1	1	*
Usually play by myself on this device	56	56	56
SKIPPED ON WEB/DON'T KNOW/ REFUSED	5	2	7

p. iPhone that is mine personally

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	1,656	505	1,151
Parent(s)	3	5	2
Sibling(s)	2	4	2
My child(ren) or grandchildren (among those with children/ grandchildren)	9 (n=1,384)	10 (n=408)	8 (n=976)
Other family member(s)	4	4	4
Friend(s) that I know in person	7	8	7
Friend(s) that I know only in game	4	5	4
Colleague(s)	1	1	1
People I do not know	7	6	7
Other (specify)	*	-	*
Usually play by myself on this device	76	74	78
SKIPPED ON WEB/DON'T KNOW/ REFUSED	1	1	1

q. iPhone that is owned/used by others in household

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	454	162	292
Parent(s)	3	7	1
Sibling(s)	6	5	6
My child(ren) or grandchildren (among those with children/ grandchildren)	24 (n=421)	36 (n=148)	18 (n=273)
Other family member(s)	13	16	12
Friend(s) that I know in person	6	5	6
Friend(s) that I know only in game	4	3	5
Colleague(s)	*	1	*
People I do not know	3	4	3
Other (specify)	2	-	3
Usually play by myself on this device	44	34	49
SKIPPED ON WEB/DON'T KNOW/ REFUSED	7	4	8

r. Android Smartphone that is mine, personally

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	1,809	602	1,207
Parent(s)	2	3	2
Sibling(s)	3	3	2
My child(ren) or grandchildren (among those with children/ grandchildren)	8 (n=1,429)	8 (n=450)	7 (n=979)
Other family member(s)	4	6	3
Friend(s) that I know in person	6	6	6
Friend(s) that I know only in game	6	7	6
Colleague(s)	*	*	1
People I do not know	7	7	7
Other (specify)	1	1	1
Usually play by myself on this device	76	74	77
SKIPPED ON WEB/DON'T KNOW/ REFUSED	1	1	2

s. Android Smartphone that is owned/used by others in household

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	455	196	259
Parent(s)	3	4	2
Sibling(s)	4	8	2
My child(ren) or grandchildren (among those with children/ grandchildren)	18 (n=391)	31 (n=162)	10 (n=229)
Other family member(s)	15	16	15
Friend(s) that I know in person	9	7	10
Friend(s) that I know only in game	5	6	4
Colleague(s)	*	*	*
People I do not know	4	4	4
Other (specify)	1	1	1
Usually play by myself on this device	49	42	53
SKIPPED ON WEB/DON'T KNOW/ REFUSED	6	3	9

- t. Other Smartphone (not including iPhone or Android, for example a Blackberry) that is mine, personally

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	227	101	126
Parent(s)	3	4	2
Sibling(s)	6	13	2
My child(ren) or grandchildren (among those with children/ grandchildren)	14 (n=191)	18 (n=85)	12 (n=106)
Other family member(s)	6	6	5
Friend(s) that I know in person	8	13	5
Friend(s) that I know only in game	5	6	4
Colleague(s)	1	2	1
People I do not know	7	3	9
Other (specify)	1	1	1
Usually play by myself on this device	60	51	66
SKIPPED ON WEB/DON'T KNOW/ REFUSED	3	*	4

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

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	138	70	68
Parent(s)	2	3	*
Sibling(s)	8	15	2
My child(ren) or grandchildren (among those with children/ grandchildren)	16 (n=114)	26 (n=55)	6 (n=59)
Other family member(s)	11	12	9
Friend(s) that I know in person	15	5	25
Friend(s) that I know only in game	6	6	7
Colleague(s)	6	11	1
People I do not know	1	2	*
Other (specify)	1	1	-
Usually play by myself on this device	43	39	47
SKIPPED ON WEB/DON'T KNOW/ REFUSED	5	1	9

- v. A tablet (Samsung Galaxy, Kindle Fire, Nook Color, iPad/iPad mini/iPad Pro etc.) that is mine, personally

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	1,934	462	1,472
Parent(s)	2	2	2
Sibling(s)	4	5	4
My child(ren) or grandchildren (among those with children/ grandchildren)	12 (n=1,551)	18 (n=360)	10 (n=1,191)
Other family member(s)	6	8	5
Friend(s) that I know in person	7	8	7
Friend(s) that I know only in game	5	7	4
Colleague(s)	1	1	1
People I do not know	6	8	5
Other (specify)	*	*	*
Usually play by myself on this device	72	64	74
SKIPPED ON WEB/DON'T KNOW/ REFUSED	2	2	2

- w. A tablet (Samsung Galaxy, Kindle Fire, Nook Color, iPad/iPad mini/iPad Pro etc.) that is owned/used by others in household

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	711	236	475
Parent(s)	1	1	1
Sibling(s)	5	5	5
My child(ren) or grandchildren (among those with children/ grandchildren)	20 (n=624)	31 (n=210)	15 (n=414)
Other family member(s)	6	7	6
Friend(s) that I know in person	7	10	5
Friend(s) that I know only in game	5	9	2
Colleague(s)	1	2	*
People I do not know	4	7	3
Other (specify)	1	-	1
Usually play by myself on this device	59	46	65
SKIPPED ON WEB/DON'T KNOW/ REFUSED	5	1	7

x. Personal desktop computer

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	1,337	341	996
Parent(s)	2	4	2
Sibling(s)	4	8	3
My child(ren) or grandchildren (among those with children/ grandchildren)	13 (n=1,057)	19 (n=249)	11 (n=808)
Other family member(s)	8	12	6
Friend(s) that I know in person	8	11	6
Friend(s) that I know only in game	5	10	4
Colleague(s)	1	2	*
People I do not know	8	10	8
Other (specify)	1	2	*
Usually play by myself on this device	69	54	74
SKIPPED ON WEB/DON'T KNOW/ REFUSED	2	3	1

y. Laptop/netbook

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	1,642	449	1,193
Parent(s)	3	5	2
Sibling(s)	3	8	1
My child(ren) or grandchildren (among those with children/ grandchildren)	10 (n=1,314)	15 (n=336)	8 (n=978)
Other family member(s)	7	11	6
Friend(s) that I know in person	6	10	5
Friend(s) that I know only in game	5	9	3
Colleague(s)	1	2	1
People I do not know	7	9	6
Other (specify)	1	1	*
Usually play by myself on this device	72	61	76
SKIPPED ON WEB/DON'T KNOW/ REFUSED	3	2	3

z. Plug & Play/all-in-on system (Namco TV Games, Atari Classics, NES Classic, etc.)

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	236	123	113
Parent(s)	2	2	3
Sibling(s)	8	12	4
My child(ren) or grandchildren (among those with children/ grandchildren)	36 (n=198)	42 (n=97)	30 (n=101)
Other family member(s)	15	14	16
Friend(s) that I know in person	11	13	9
Friend(s) that I know only in game	3	5	2
Colleague(s)	2	2	2
People I do not know	6	9	1
Other (specify)	1	2	-
Usually play by myself on this device	40	34	46
SKIPPED ON WEB/DON'T KNOW/ REFUSED	1	*	1

aa. Smart TV

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	821	354	467
Parent(s)	5	7	3
Sibling(s)	6	12	2
My child(ren) or grandchildren (among those with children/ grandchildren)	24 (n=700)	32 (n=286)	18 (n=414)
Other family member(s)	15	20	12
Friend(s) that I know in person	7	11	5
Friend(s) that I know only in game	5	6	4
Colleague(s)	1	1	*
People I do not know	2	2	2
Other (specify)	2	2	2
Usually play by myself on this device	48	40	54
SKIPPED ON WEB/DON'T KNOW/ REFUSED	6	3	7

bb. Digital Media Players (Apple TV, Roku, etc.)

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	474	193	281
Parent(s)	4	7	1
Sibling(s)	3	6	1
My child(ren) or grandchildren (among those with children/ grandchildren)	22 (n=406)	30 (n=159)	17 (n=247)
Other family member(s)	13	19	8
Friend(s) that I know in person	9	11	7
Friend(s) that I know only in game	6	9	3
Colleague(s)	1	1	*
People I do not know	5	5	5
Other (specify)	2	2	1
Usually play by myself on this device	50	41	57
SKIPPED ON WEB/DON'T KNOW/ REFUSED	6	4	9

cc. Virtual Reality (VR) headsets (Oculus, HTC Vive)

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	327	160	167
Parent(s)	2	3	2
Sibling(s)	3	5	1
My child(ren) or grandchildren (among those with children/ grandchildren)	36 (n=281)	42 (n=137)	30 (n=144)
Other family member(s)	19	18	21
Friend(s) that I know in person	10	8	13
Friend(s) that I know only in game	3	5	2
Colleague(s)	1	2	1
People I do not know	3	4	2
Other (specify)	*	*	*
Usually play by myself on this device	49	46	53
SKIPPED ON WEB/DON'T KNOW/ REFUSED	1	1	1

dd. Home Assistant (Amazon Alexa devices, Google Assistant)

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	378	138	240
Parent(s)	4	10	1
Sibling(s)	4	9	1
My child(ren) or grandchildren (among those with children/ grandchildren)	20 (n=331)	16 (n=118)	22 (n=213)
Other family member(s)	17	20	15
Friend(s) that I know in person	7	13	3
Friend(s) that I know only in game	3	7	1
Colleague(s)	2	3	1
People I do not know	3	4	2
Other (specify)	2	2	2
Usually play by myself on this device	49	39	56
SKIPPED ON WEB/DON'T KNOW/ REFUSED	5	1	8

ee. Other system or device for playing video games not listed

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted n	129	58	71
Parent(s)	2	1	4
Sibling(s)	5	8	1
My child(ren) or grandchildren (among those with children/ grandchildren)	40 (n=100)	39 (n=40)	41 (n=60)
Other family member(s)	11	9	13
Friend(s) that I know in person	9	14	4
Friend(s) that I know only in game	11	13	8
Colleague(s)	2	1	2
People I do not know	2	3	1
Other (specify)	-	-	-
Usually play by myself on this device	48	49	46
SKIPPED ON WEB/DON'T KNOW/ REFUSED	4	1	8



Q23. [IF GAMER] What proportion of your game play would you say is done alone versus playing other people, such as children (under 18 years of age) or adults?

Playing video games alone

[OPEN-END RESPONSE]

Playing video games with children or grandchildren in person

[OPEN-END RESPONSE]

Playing video games with other adults in person

[OPEN-END RESPONSE]

Playing video games with children or grandchildren online

[OPEN-END RESPONSE]

Playing video games with other adults online

[OPEN-END RESPONSE]

grandchildren online” or “Playing video games with other adults online” at Q23] When you play video games with other people online, how do you typically communicate with them?

[PN: MULTIPLE RESPONSE]

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	1,576	597	979
On a phone call	10	11	10
Texting	15	15	14
Online calling or messaging through an application (i.e., Discord, Facebook Messenger, Zoom, etc.)	14	17	12
Through an in-game chat function	39	47	34
Through an in-game voice call function	12	17	8
Through an in-game pinging function	13	16	11
In-person communication (I typically am playing with people in the same space as me)	13	16	12
Other, please specify:	1	1	1
I do not usually communicate with the other people I am playing with	28	23	32
SKIPPED ON WEB/DON'T KNOW/ REFUSED	*	*	*

Q51B. [IF GAMER] How interested would you be in being part of a social community of gamers or connecting with gamers like you?

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
Very interested	7	12	4
Somewhat interested	19	25	16
Not that interested	29	31	28
Not at all interested	46	32	52
SKIPPED ON WEB/DON'T KNOW/ REFUSED	*	-	*

Q41B. [IF GAMER] A social and multiplayer video game is a video game in which multiple people play at the same time. In these games, players may compete against one or more human contestants, work cooperatively with a human partner to achieve a common goal, or supervise other players' activity.

How familiar are you with social and multiplayer video games?

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
Very familiar	15	27	10
Somewhat familiar	37	42	35
Not that familiar	23	18	25
Not familiar at all	24	13	29
SKIPPED ON WEB/DON'T KNOW/ REFUSED	*	*	*

Q41C. [IF GAMER] Have you ever played a social and multiplayer game?

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
Yes	33	48	26
No, but I would be interested in playing one	15	16	14
No, and I am not interested in playing one	52	36	59
SKIPPED ON WEB/DON'T KNOW/ REFUSED	*	*	*

Q38. [IF GAMER] How familiar are you with esports (electronic sports)?

Esports are organized multiplayer video game competitions, particularly between professional players.

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
Very familiar	7	13	5
Somewhat familiar	23	34	18
Not too familiar	25	27	24
Not at all familiar	45	25	53
SKIPPED ON WEB/DON'T KNOW/ REFUSED	*	1	*

Q39. [IF GAMER AND “VERY FAMILIAR” OR “SOMEWHAT FAMILIAR” TO Q38] Have you ever watched or attended an esports competition?

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	1,407	664	743
Yes	22	27	18
No, but I would be interested in viewing one	28	29	26
No, and I am not interested in viewing one	50	44	56
SKIPPED ON WEB/DON'T KNOW/REFUSED	*	*	-

Q40. [IF GAMER] How familiar are you with the ability to watch someone else playing a video game (live or recorded) via a platform such as Twitch or YouTube?

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
Very familiar	16	29	11
Somewhat familiar	28	38	24
Not that familiar	20	20	20
Not familiar at all	35	13	45
SKIPPED ON WEB/DON'T KNOW/REFUSED	*	*	*

Q41. [IF GAMER AND “VERY FAMILIAR” OR “SOMEWHAT FAMILIAR” IN Q40] Have you ever watched someone else playing a video game (live or recorded) via a platform such as Twitch or YouTube?

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	1,988	872	1,116
Yes	54	60	49
No, but I would be interested in viewing one	9	8	10
No, and I am not interested in viewing one	37	32	41
SKIPPED ON WEB/DON'T KNOW/REFUSED	*	*	*



Q41A. [IF GAMER AND “YES” TO Q41] On what platforms have you ever watched someone as they played a video game (live or recorded)?

[PN: MULTIPLE RESPONSE]

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	1,085	530	555
Twitch	32	38	26
YouTube	84	87	81
Facebook	17	21	14
Other, please specify:	4	1	7
SKIPPED ON WEB/DON'T KNOW/ REFUSED	*	*	1



QTERM4. [Insert if gamer: In what ways do you believe playing video games most helps you?; insert if non-gamer: In what ways do you believe playing video games could most help you if you were to start playing?]

[PN: MULTIPLE RESPONSE]

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
Emotional improvement (improve my mood or relieve stress)	48	50	47
Mental improvement (keep me mentally sharp, inspire me to be creative, help with my concentration and memory, teach me to multitask better)	62	53	67
Life skills (teach me problem-solving, decision-making, perseverance, collaboration)	20	22	18
Physical improvement (help improve or maintain my health, sharpen my vision, increase my hand-eye coordination)	22	20	23
Social connection (provides a venue for spending quality time with friends and family, help me connect with like-minded people, foster community)	15	22	12
Learning (make it fun to learn, help me learn a new language faster)	18	22	16
Youthfulness (help me to feel connected to the youth, help me feel young)	13	19	10
Other, please specify:	5	3	5
None of the above	11	12	11
SKIPPED ON WEB/DON'T KNOW/ REFUSED	*	*	*

QTERM5. Thinking about your life experience overall, how important do you consider “play” to be for aging?

Play can be any internally motivated activity done for fun, pleasure or enjoyment.

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
Extremely important	27	30	26
Very important	50	47	51
Not too important	18	17	19
Not at all important	4	6	4
SKIPPED ON WEB/DON'T KNOW/ REFUSED	*	*	*

Q34. [IF GAMER] How do you generally learn about new games or gaming hardware?

[PN: MULTIPLE RESPONSE]

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
Gaming websites including company websites, gaming blogs, retailer sites, etc.	10	15	8
Video-sharing and streaming platform (YouTube, Twitch)	8	17	5
Social networking web site (Facebook, Twitter)	19	23	18
Search engines (Google, Yahoo, etc.)	13	17	12
Mobile phone app store	17	20	16
Other web sites	8	9	8
Article (gaming or other) in magazine, newspaper, or online	8	10	7
Adult family and friends	28	27	28
My children (among those with children or grandchildren)	31 (n=3,401)	36 (n=947)	29 (n=2,454)
My grandchildren (among those with children or grandchildren)	25 (n=1,908)	9 (n=172)	27 (n=1,736)
Sales promotions, incentives or coupons from stores or websites	5	8	4



Advertising or media articles around brain health games	8	7	8
In-store demos	3	5	3
Online demo of the game	12	12	12
Apps (trying an app on your iPhone or Smartphone and then considering the console/PC version)	14	15	13
Rentals (Gamefly)	1	1	0
See it on the store shelf	5	7	5
In-store posters or signs	4	7	3
Salesperson/store recommendation	2	3	1
Browsing networks (Xbox Live, PlayStation Network or Wii Online)	7	13	4
TV ads	12	15	11
Magazine ads	3	4	3
Billboard ads	2	3	1
Online banner ads or pop-up ads	14	16	14
E-mail blasts, newsletters or e-mail alerts	6	8	5
Other, please specify:	2	1	2
None of the above	11	8	12
SKIPPED ON WEB/DON'T KNOW/ REFUSED	*	*	*

Q37. [IF GAMER] Which of the following video game related websites do you ever visit? This could be to play games, get the latest gaming news, or watch other people playing video games.

[PN: MULTIPLE RESPONSE]

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
Twitch	9	15	6
YouTube Gaming	12	19	9
Facebook Gaming	16	16	16
Kongregate	1	2	1
Pogo	5	5	5
Metacritic	2	4	1
GameSpot	10	17	7
GamesRadar+	2	5	1
IGN	8	17	4
Polygon	2	5	1
Game Show Network	6	6	6
Plarium	1	1	1
Other, please specify:	4	2	4
None of the above	58	48	63
SKIPPED ON WEB/DON'T KNOW/ REFUSED	1	1	1

Q30. [IF GAMER] In the last 6 months, which of the following video-game related items have you purchased? This could have been for you or for another gamer.

Please think only about items that were paid for – not those received or downloaded for free.

A. Full physical game for PC or console

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
Purchased for myself	9	15	6
Purchased for someone else	7	12	5
Did not purchase	82	71	87
SKIPPED ON WEB/DON'T KNOW/REFUSED	2	1	2

B. Full digital game for PC or console

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
Purchased for myself	12	23	7
Purchased for someone else	6	10	4
Did not purchase	81	66	88
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	*	1

C. Paid digital apps

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
Purchased for myself	14	23	9
Purchased for someone else	5	9	3
Did not purchase	80	67	86
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	1	1

D. Downloadable content

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
Purchased for myself	16	28	11
Purchased for someone else	7	13	5
Did not purchase	75	58	83
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	1	2

E. Gaming console

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
Purchased for myself	7	13	5
Purchased for someone else	8	14	5
Did not purchase	83	71	88
SKIPPED ON WEB/DON'T KNOW/REFUSED	2	1	2

F. Portable/Handheld gaming device

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
Purchased for myself	4	8	3
Purchased for someone else	5	8	4
Did not purchase	89	83	91
SKIPPED ON WEB/DON'T KNOW/REFUSED	2	1	2



G. Gaming accessories

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
Purchased for myself	12	22	7
Purchased for someone else	11	17	9
Did not purchase	76	61	82
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	1	2

H. Mobile In-app purchases

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
Purchased for myself	21	31	17
Purchased for someone else	5	9	3
Did not purchase	72	59	78
SKIPPED ON WEB/DON'T KNOW/REFUSED	2	1	2



Q31. For the video-game related 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.

[NUMBER BOXES]

a. Full physical game for PC or console

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	789	413	376
\$1 to \$20	43	41	46
\$21 to \$50	22	19	27
\$51 to \$75	9	12	6
\$76 to \$100	10	10	9
\$101 to \$150	2	3	1
\$151 to \$200	2	2	1
More than \$200	3	3	2
SKIPPED ON WEB/ DON'T KNOW/ REFUSED	9	11	7
Mean	64	81	45

b. Full digital game for PC or console

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	814	445	369
\$1 to \$20	42	40	44
\$21 to \$50	24	23	26
\$51 to \$75	10	12	7
\$76 to \$100	11	13	7
\$101 to \$150	1	1	*
\$151 to \$200	1	1	1
More than \$200	3	2	4
SKIPPED ON WEB/ DON'T KNOW/ REFUSED	10	9	11
Mean	119	49	221

c. Paid digital apps

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	905	430	475
\$1 to \$20	64	61	66
\$21 to \$50	19	20	18
\$51 to \$75	1	1	1
\$76 to \$100	6	7	6
\$101 to \$150	*	*	1
\$151 to \$200	*	*	*
More than \$200	1	*	1
SKIPPED ON WEB/ DON'T KNOW/ REFUSED	9	12	7
Mean	24	24	25

d. Downloadable content

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	1,057	529	528
\$1 to \$20	58	57	59
\$21 to \$50	23	21	26
\$51 to \$75	4	6	2
\$76 to \$100	5	5	5
\$101 to \$150	1	1	1
\$151 to \$200	1	1	1
More than \$200	1	1	*
SKIPPED ON WEB/ DON'T KNOW/ REFUSED	8	8	8
Mean	32	36	27

e. Gaming console

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	768	405	363
\$1 to \$20	31	32	29
\$21 to \$50	22	17	27
\$51 to \$75	8	7	9
\$76 to \$100	9	8	10
\$101 to \$150	1	2	1
\$151 to \$200	2	2	2
More than \$200	19	22	16
SKIPPED ON WEB/ DON'T KNOW/ REFUSED	9	10	7
Mean	493	144	903

f. Portable/Handheld gaming device

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	476	250	226
\$1 to \$20	53	55	50
\$21 to \$50	19	17	21
\$51 to \$75	2	2	3
\$76 to \$100	8	9	7
\$101 to \$150	1	1	2
\$151 to \$200	2	2	2
More than \$200	3	3	4
SKIPPED ON WEB/ DON'T KNOW/ REFUSED	11	11	12
Mean	44	44	45

g. Gaming accessories

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	1,066	523	543
\$1 to \$20	36	40	31
\$21 to \$50	30	22	38
\$51 to \$75	8	8	9
\$76 to \$100	11	12	9
\$101 to \$150	1	1	2
\$151 to \$200	4	5	2
More than \$200	3	2	4
SKIPPED ON WEB/ DON'T KNOW/ REFUSED	8	9	6
Mean	87	56	119



h. Mobile In-app purchases

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	1,277	572	705
\$1 to \$20	55	58	52
\$21 to \$50	23	21	24
\$51 to \$75	2	2	2
\$76 to \$100	11	11	11
\$101 to \$150	*	*	1
\$151 to \$200	1	1	2
More than \$200	2	1	3
SKIPPED ON WEB/ DON'T KNOW/ REFUSED	5	5	5
Mean	81	40	117

Q32. [IF GAMER AND RESPONDENT RESPONDED THAT THEY HAVE PURCHASED DOWNLOADABLE CONTENT OR MOBILE IN-APP PURCHASES TO Q30] What types of things have you spent money on in-app or in-game in the past 6 months?

[MULTIPLE RESPONSE]

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	1,577	700	877
In-game money / currency	36	37	35
New levels / stages	18	19	17
New characters or character skins	18	24	13
Speed-ups (for completing timed tasks) or temporary boosts that are used immediately	13	14	12
Special abilities (e.g., special moves my characters can perform) or permanent upgrade items (like weapons)	16	18	14
Consumable power-up items (e.g., earn extra lives, earn extra coins, etc.)	27	27	27
Virtual pets	7	9	5
Random item rolls / Loot boxes (spins, mystery boxes)	15	18	12
Battle Pass / Season Pass (e.g., special pass to earn extra benefits by completing tasks over a period of time)	19	24	15
Gifts for a friend	14	15	14
An NFT (i.e., non-fungible tokens e.g., unique digital art, unique in-game items, etc.) as part of a game	4	4	3
None of the above	17	14	20
SKIPPED ON WEB/DON'T KNOW/ REFUSED	*	*	*



Q41D. [IF GAMER] Which, if any, of the following video game subscription services do you subscribe to?

[PN: MULTIPLE RESPONSE]

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
Xbox Game Pass (allows access to a library of games)	7	14	4
PlayStation Now (allows access to a library of games)	3	7	2
PlayStation Plus (allows gamers to play PlayStation online)	6	11	4
Xbox Live (allows gamers to play Xbox online)	8	15	4
Prime Gaming (included with Amazon Prime)	5	8	3
Apple Arcade	3	4	3
EA Play	2	5	1
Google Play Pass	5	8	4
Ubisoft+	1	2	*
Other, please specify:	2	2	2
I do not have a game subscription service	72	55	80
SKIPPED ON WEB/DON'T KNOW/ REFUSED	1	1	1

Q33. [IF GAMER] How much do the following impact your enjoyment of video games?

A. The amount of advertising for games (I see outside of actually playing games)

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
Strongly increases	2	3	2
Somewhat increases	9	12	8
Has no impact on my enjoyment	51	51	51
Somewhat decreases	17	16	18
Strongly decreases	19	16	20
SKIPPED ON WEB/DON'T KNOW/ REFUSED	2	2	2

B. The amount of advertising in the games I play

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
Strongly increases	3	3	3
Somewhat increases	7	11	5
Has no impact on my enjoyment	34	32	36
Somewhat decreases	24	24	24
Strongly decreases	30	29	31
SKIPPED ON WEB/DON'T KNOW/ REFUSED	2	1	2

C. The types of games I see advertised

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
Strongly increases	3	3	2
Somewhat increases	13	15	12
Has no impact on my enjoyment	58	57	58
Somewhat decreases	13	13	13
Strongly decreases	11	10	12
SKIPPED ON WEB/DON'T KNOW/ REFUSED	2	3	2

D. The number of notifications to purchase things in the games I play

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
Strongly increases	2	3	2
Somewhat increases	5	6	4
Has no impact on my enjoyment	38	36	39
Somewhat decreases	24	26	24
Strongly decreases	29	27	29
SKIPPED ON WEB/DON'T KNOW/ REFUSED	2	2	2

E. The type of notifications I get in the games I play

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
Strongly increases	3	4	2
Somewhat increases	7	8	7
Has no impact on my enjoyment	45	46	45
Somewhat decreases	27	29	26
Strongly decreases	17	13	19
SKIPPED ON WEB/DON'T KNOW/ REFUSED	1	1	1

F. The need to purchase things in-game to make progress in a game

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
Strongly increases	3	4	2
Somewhat increases	6	8	6
Has no impact on my enjoyment	33	30	34
Somewhat decreases	17	18	17
Strongly decreases	40	39	40
SKIPPED ON WEB/DON'T KNOW/ REFUSED	1	1	1

G. Having to watch ads to replenish lives or make progress in a game

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
Strongly increases	3	3	2
Somewhat increases	6	7	5
Has no impact on my enjoyment	33	34	33
Somewhat decreases	24	25	24
Strongly decreases	32	29	34
SKIPPED ON WEB/DON'T KNOW/ REFUSED	2	2	2

Q42. [IF GAMER] In general, how important are the following reasons for playing video games?

1. To learn something new

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
Extremely important	11	10	11
Very important	32	29	34
Not too important	40	47	37
Not at all important	15	13	16
SKIPPED ON WEB/DON'T KNOW/ REFUSED	2	1	3

2. To help stay mentally sharp

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
Extremely important	26	19	29
Very important	47	44	49
Not too important	20	30	16
Not at all important	6	7	5
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	1	1

3. To have fun

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
Extremely important	39	45	37
Very important	46	41	49
Not too important	11	11	10
Not at all important	2	2	2
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	1	1

4. To be challenged / solve problems

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3168
Extremely important	23	19	25
Very important	49	49	50
Not too important	20	24	18
Not at all important	7	7	7
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	1	1



5. To spend time with family

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
Extremely important	11	16	9
Very important	25	31	23
Not too important	28	30	28
Not at all important	34	22	39
SKIPPED ON WEB/DON'T KNOW/REFUSED	2	1	2

6. To spend time with friends

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
Extremely important	8	10	6
Very important	20	29	16
Not too important	32	32	33
Not at all important	39	27	44
SKIPPED ON WEB/DON'T KNOW/REFUSED	2	2	1

7. To relieve boredom

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
Extremely important	26	30	24
Very important	48	46	49
Not too important	18	17	19
Not at all important	7	6	7
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	2	1

8. To stay connected and have someone to do things with

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
Extremely important	9	12	7
Very important	21	26	19
Not too important	32	35	31
Not at all important	36	25	41
SKIPPED ON WEB/DON'T KNOW/REFUSED	2	1	2

9. To reduce stress

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
Extremely important	26	31	24
Very important	46	46	46
Not too important	20	16	21
Not at all important	7	5	7
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	1	1

10. To feel youthful

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
Extremely important	6	8	6
Very important	18	21	17
Not too important	39	43	38
Not at all important	34	26	37
SKIPPED ON WEB/DON'T KNOW/REFUSED	2	2	2

11. To have a thrilling experience

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
Extremely important	9	14	7
Very important	29	36	25
Not too important	40	36	42
Not at all important	20	13	24
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	1	1

12. To do something easy and repetitive

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
Extremely important	8	10	8
Very important	31	31	31
Not too important	41	41	41
Not at all important	18	17	18
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	1	2

13. To change my mood

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
Extremely important	14	17	13
Very important	41	45	39
Not too important	31	29	32
Not at all important	12	8	14
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	1	2

14. To complete complex tasks

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
Extremely important	10	13	9
Very important	32	32	33
Not too important	39	40	38
Not at all important	17	15	19
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	1	1

15. To do something I know I'm good at

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
Extremely important	11	15	10
Very important	34	33	34
Not too important	38	38	38
Not at all important	16	13	17
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	1	1

16. To feel a sense of achievement

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
Extremely important	12	13	11
Very important	39	39	39
Not too important	32	33	32
Not at all important	16	14	16
SKIPPED ON WEB/DON'T KNOW/REFUSED	2	1	2

17. To meet new people

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
Extremely important	4	6	3
Very important	8	12	7
Not too important	32	36	30
Not at all important	54	45	58
SKIPPED ON WEB/DON'T KNOW/REFUSED	2	1	3

18. To pass the time

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
Extremely important	20	22	19
Very important	49	46	50
Not too important	23	25	22
Not at all important	6	6	6
SKIPPED ON WEB/DON'T KNOW/REFUSED	2	1	3

19. To play something competitive

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
Extremely important	10	12	10
Very important	31	32	31
Not too important	34	36	33
Not at all important	22	20	23
SKIPPED ON WEB/DON'T KNOW/ REFUSED	2	1	3

20. To play something strategic

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
Extremely important	13	15	12
Very important	43	47	42
Not too important	29	27	29
Not at all important	14	11	15
SKIPPED ON WEB/DON'T KNOW/ REFUSED	2	1	2

21. To play what all my friends are playing

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
Extremely important	4	6	4
Very important	11	17	8
Not too important	33	36	32
Not at all important	50	41	55
SKIPPED ON WEB/DON'T KNOW/ REFUSED	1	1	2

22. To relax

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
Extremely important	27	32	25
Very important	52	48	54
Not too important	15	16	15
Not at all important	4	4	5
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	1	2

23. To enjoy a great single-player experience

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
Extremely important	19	26	16
Very important	41	38	43
Not too important	25	23	25
Not at all important	13	12	14
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	1	1

24. To explore new places

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
Extremely important	9	13	7
Very important	19	28	15
Not too important	34	33	34
Not at all important	37	25	42
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	1	2

25. To have an immersive experience

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
Extremely important	9	15	7
Very important	24	33	20
Not too important	36	31	38
Not at all important	29	19	33
SKIPPED ON WEB/DON'T KNOW/REFUSED	2	1	2

26. To experience something brand new

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
Extremely important	8	12	7
Very important	26	32	23
Not too important	38	34	39
Not at all important	27	21	30
SKIPPED ON WEB/DON'T KNOW/REFUSED	2	1	2

27. To experience a story

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
Extremely important	8	13	5
Very important	20	29	16
Not too important	34	34	35
Not at all important	36	23	42
SKIPPED ON WEB/DON'T KNOW/REFUSED	2	1	2

28. To help me exercise

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
Extremely important	5	8	4
Very important	15	16	14
Not too important	34	36	33
Not at all important	44	39	46
SKIPPED ON WEB/DON'T KNOW/REFUSED	2	1	2

29. To allow me to better myself in some way

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
Extremely important	9	10	8
Very important	29	27	29
Not too important	33	35	33
Not at all important	28	27	28
SKIPPED ON WEB/DON'T KNOW/REFUSED	2	1	2

30. To play games from my childhood

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
Extremely important	5	9	4
Very important	17	24	13
Not too important	38	44	36
Not at all important	38	22	45
SKIPPED ON WEB/DON'T KNOW/REFUSED	2	1	2



Q43. [IF GAMER] Which of the following reasons are the most important to your enjoyment of video games?

Please select and rank your top 5 reasons from 1-5, with 1 being the most important reason.

[INCLUDE ALL REASONS LABELED AS “EXTREMELY IMPORTANT” AT Q42. IF NO REASONS LABELED AS “EXTREMELY IMPORTANT,” INCLUDE ALL REASONS LABELED “VERY IMPORTANT.”]

A. To learn something new

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	1,061	303	758
1 - Most important	4	3	5
2	8	7	8
3	9	7	10
4	10	10	10
5 – 5th most important	7	4	7
SKIPPED ON WEB/DON'T KNOW/REFUSED*	63	68	61

**Includes those who did not select among top 5.*

B. To help stay mentally sharp

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	2,230	466	1,764
1 - Most important	26	11	30
2	15	10	16
3	11	10	11
4	9	9	8
5 – 5th most important	9	9	9
SKIPPED ON WEB/DON'T KNOW/REFUSED*	30	51	25

**Includes those who did not select among top 5.*

C. To have fun

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	3,004	862	2,142
1 - Most important	28	29	28
2	17	18	17
3	12	12	12
4	11	10	11
5 – 5th most important	7	10	6
SKIPPED ON WEB/DON'T KNOW/REFUSED*	24	21	26

**Includes those who did not select among top 5.*

D. To be challenged / solve problems

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	2,028	486	1,542
1 - Most important	12	12	12
2	16	13	18
3	13	9	14
4	11	8	12
5 – 5th most important	8	10	7
SKIPPED ON WEB/DON'T KNOW/REFUSED*	39	48	36

**Includes those who did not select among top 5.*

E. To spend time with family

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	952	397	555
1 - Most important	29	33	26
2	10	12	9
3	7	8	6
4	7	8	6
5 – 5th most important	7	5	8
SKIPPED ON WEB/DON'T KNOW/REFUSED*	41	35	45

**Includes those who did not select among top 5.*

F. To spend time with friends

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	667	294	373
1 - Most important	4	3	5
2	13	19	9
3	10	13	7
4	8	6	9
5 – 5th most important	8	6	9
SKIPPED ON WEB/DON'T KNOW/REFUSED*	57	52	61

**Includes those who did not select among top 5.*

G. To relieve boredom

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	2,111	618	1,493
1 - Most important	17	18	16
2	14	12	14
3	12	13	12
4	10	9	11
5 – 5th most important	10	12	9
SKIPPED ON WEB/DON'T KNOW/REFUSED*	37	36	37

**Includes those who did not select among top 5.*

H. To stay connected and have someone to do things with

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	716	299	417
1 - Most important	4	5	3
2	8	8	8
3	5	5	5
4	4	3	5
5 – 5th most important	7	11	4
SKIPPED ON WEB/DON'T KNOW/REFUSED*	72	67	75

**Includes those who did not select among top 5.*



I. To reduce stress

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	2,102	657	1,445
1 - Most important	20	25	18
2	15	16	14
3	13	13	13
4	9	9	9
5 – 5th most important	9	7	10
SKIPPED ON WEB/DON'T KNOW/REFUSED*	33	30	35

**Includes those who did not select among top 5.*

J. To feel youthful

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	555	212	343
1 - Most important	2	4	1
2	5	5	5
3	6	5	6
4	6	4	7
5 – 5th most important	5	6	4
SKIPPED ON WEB/DON'T KNOW/REFUSED*	76	75	76

**Includes those who did not select among top 5.*

K. To have a thrilling experience

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	797	317	480
1 - Most important	5	5	5
2	6	6	6
3	8	10	6
4	5	6	4
5 – 5th most important	3	4	3
SKIPPED ON WEB/DON'T KNOW/REFUSED*	73	69	76

**Includes those who did not select among top 5.*

L. To do something easy and repetitive

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	904	272	632
1 - Most important	4	6	3
2	7	7	7
3	7	10	6
4	11	9	11
5 – 5th most important	6	6	6
SKIPPED ON WEB/DON'T KNOW/REFUSED*	65	63	66

**Includes those who did not select among top 5.*

M. To change my mood

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	1,240	409	831
1 - Most important	4	3	5
2	8	11	7
3	9	12	8
4	9	8	10
5 – 5th most important	7	6	7
SKIPPED ON WEB/DON'T KNOW/REFUSED*	62	60	63

**Includes those who did not select among top 5.*

N. To complete complex tasks

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	902	280	622
1 - Most important	4	7	3
2	5	3	6
3	6	3	8
4	7	8	7
5 – 5th most important	5	4	6
SKIPPED ON WEB/DON'T KNOW/REFUSED*	73	76	71

**Includes those who did not select among top 5.*

O. To do something I know I'm good at

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	957	304	653
1 - Most important	4	4	4
2	6	8	6
3	6	3	7
4	8	9	7
5 – 5th most important	6	4	7
SKIPPED ON WEB/DON'T KNOW/REFUSED*	69	71	68

**Includes those who did not select among top 5.*

P. To feel a sense of achievement

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	1,101	322	779
1 - Most important	5	5	4
2	7	6	7
3	7	8	6
4	8	7	8
5 – 5th most important	9	8	9
SKIPPED ON WEB/DON'T KNOW/REFUSED*	65	65	65

**Includes those who did not select among top 5.*

Q. To meet new people

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	291	147	144
1 - Most important	9	5	12
2	3	4	3
3	9	13	5
4	5	4	5
5 – 5th most important	5	3	7
SKIPPED ON WEB/DON'T KNOW/REFUSED*	69	71	68

*Includes those who did not select among top 5.

R. To pass the time

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	1,793	483	1,310
1 - Most important	15	10	16
2	15	15	15
3	12	12	12
4	10	10	10
5 – 5th most important	10	7	11
SKIPPED ON WEB/DON'T KNOW/REFUSED*	38	44	35

*Includes those who did not select among top 5.

S. To play something competitive

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	932	297	635
1 - Most important	5	7	4
2	8	6	8
3	9	8	9
4	6	8	5
5 – 5th most important	6	6	6
SKIPPED ON WEB/DON'T KNOW/REFUSED*	65	64	66

**Includes those who did not select among top 5.*

T. To play something strategic

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	1,256	383	873
1 - Most important	5	6	5
2	8	6	9
3	7	8	7
4	10	9	10
5 – 5th most important	5	3	6
SKIPPED ON WEB/DON'T KNOW/REFUSED*	64	68	62

**Includes those who did not select among top 5.*

U. To play what all my friends are playing

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	351	170	181
1 - Most important	6	5	7
2	2	2	2
3	4	2	6
4	7	4	8
5 – 5th most important	7	8	6
SKIPPED ON WEB/DON'T KNOW/REFUSED*	75	79	71

**Includes those who did not select among top 5.*

V. To relax

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	2,282	654	1,628
1 - Most important	22	22	22
2	18	16	19
3	14	13	15
4	10	13	9
5 – 5th most important	8	7	8
SKIPPED ON WEB/DON'T KNOW/REFUSED*	28	30	27

**Includes those who did not select among top 5.*

W. To enjoy a great single-player experience

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	1,592	497	1,095
1 - Most important	9	10	8
2	8	7	8
3	9	11	8
4	8	9	8
5 – 5th most important	9	7	11
SKIPPED ON WEB/DON'T KNOW/REFUSED*	57	56	58

**Includes those who did not select among top 5.*

X. To explore new places

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	579	262	317
1 - Most important	5	5	5
2	7	8	6
3	5	3	7
4	5	7	3
5 – 5th most important	10	13	7
SKIPPED ON WEB/DON'T KNOW/REFUSED*	68	64	72

**Includes those who did not select among top 5.*

Y. To have an immersive experience

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	692	283	409
1 - Most important	5	6	4
2	6	7	5
3	8	5	11
4	7	9	5
5 – 5th most important	7	10	4
SKIPPED ON WEB/DON'T KNOW/REFUSED*	68	63	71

*Includes those who did not select among top 5.

Z. To experience something brand new

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	661	275	386
1 - Most important	3	3	3
2	5	6	4
3	6	8	4
4	4	5	4
5 – 5th most important	6	6	7
SKIPPED ON WEB/DON'T KNOW/REFUSED*	75	72	78

AA. To experience a story

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	570	274	296
1 - Most important	7	8	6
2	9	12	6
3	12	13	10
4	6	7	4
5 – 5th most important	4	5	3
SKIPPED ON WEB/DON'T KNOW/REFUSED*	63	56	70

**Includes those who did not select among top 5.*

BB. To help me exercise

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	493	166	327
1 - Most important	8	8	8
2	5	6	3
3	6	3	8
4	6	8	6
5 – 5th most important	3	3	4
SKIPPED ON WEB/DON'T KNOW/REFUSED	71	71	71

**Includes those who did not select among top 5.*

CC. To allow me to better myself in some way

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	804	250	554
1 - Most important	6	6	5
2	5	4	6
3	7	6	8
4	6	5	6
5 – 5th most important	7	8	6
SKIPPED ON WEB/DON'T KNOW/REFUSED	69	71	69

**Includes those who did not select among top 5.*

DD. To play games from my childhood

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	452	219	233
1 - Most important	8	8	9
2	6	7	5
3	8	9	8
4	5	5	5
5 – 5th most important	7	6	7
SKIPPED ON WEB/DON'T KNOW/REFUSED	65	64	66

**Includes those who did not select among top 5.*



Q49B. [IF GAMER] What do you think would motivate you to play more video games in the next year or so?

[PN: MULTIPLE RESPONSE]

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4433	1265	3168
More friends or family playing	12	15	10
Finding a game I really like/is specifically appealing to me	52	50	53
Learning how to use a new gaming device	8	9	8
Getting a gift of a game or gaming device	16	22	14
Having more free time	30	40	25
A game improving a physical condition I am dealing with	9	9	9
A game improving a mental / emotional condition I am dealing with	19	20	18
Getting a new dedicated video gaming device (i.e., a new gaming PC, new video game console, etc.)	11	17	8
Joining/becoming part of a community of other people like me who play video games.	5	7	4
Other, specify:	2	2	2
None of the above	22	16	24
SKIPPED ON WEB/DON'T KNOW/ REFUSED	*	*	*



QTERM3. [IF NON-GAMER] In general, why do you not play video games?

[PN: MULTIPLE RESPONSE]

	Total Non-Gamers
Unweighted N	2,630
I find them boring or uninteresting	17
I prefer to play non-video games (i.e., prefer physical board games, card games, etc.)	23
I'm not sure how the technology works	9
I'm afraid of privacy and security issues	5
Video games are for younger people	10
I'm not a video game type person	50
My online connection is not reliable	3
I find them difficult to play	11
I don't like sitting in one place for long periods of time / sitting in one place exacerbates a medical condition	15
Do not want to/just not interested	47
Other, please specify:	11
SKIPPED ON WEB/DON'T KNOW/ REFUSED	1

Q44. [IF GAMER] Which of the following features are most important for video games to have for you to want to play them? Please select the five most important features.

[PN: MULTIPLE RESPONSE]

Limit to five selections

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
Opportunity to improve over time	32	26	35
The ability to earn money that can be used outside of the game	15	18	14
Social aspects	11	12	10
Ongoing storylines/narrative/lore that develops over time	15	21	12
Variety of play	24	32	20
Scaling of difficulty	26	24	27
Game updates/expansions	16	24	13
A set level of difficulty/challenge	21	16	23
Customization or crafting	11	16	8
Type of gameplay	16	22	13
Great art style	16	18	15
Competitive ranks/tiers	16	13	18
Ease of playing	45	37	49
Something else not listed	2	1	2
None of the above	17	14	18
SKIPPED ON WEB/DON'T KNOW/ REFUSED	1	1	1

Q48. [IF GAMER] PLEASE INDICATE HOW MUCH YOU AGREE OR DISAGREE WITH EACH OF THE FOLLOWING STATEMENTS:

[PN: GRID ITEMS RANDOMIZED; HALF SAMPLE SHOWN RESPONSE OPTIONS IN REVERSE ORDER]

1. Playing video games provides me with relief from anxiety or stress

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
Completely agree	24	25	23
Some-what agree	45	46	45
Neither agree nor disagree	18	19	18
Some-what disagree	6	6	7
Completely disagree	6	4	7
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	1	1

2. I am addicted to playing video games

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
Completely agree	4	5	3
Some-what agree	12	12	12
Neither agree nor disagree	22	24	21
Some-what disagree	13	14	13
Completely disagree	48	44	50
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	1	1

3. Others think I am addicted to video games

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
Completely agree	3	5	2
Some-what agree	8	9	8
Neither agree nor disagree	20	22	19
Some-what disagree	12	13	11
Completely disagree	56	49	59
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	*	1

4. I put a limit on the amount of time I play video games each time I play

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
Completely agree	17	16	17
Some-what agree	27	24	28
Neither agree nor disagree	26	24	26
Some-what disagree	14	17	12
Completely disagree	17	18	16
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	*	1

5. I wish I had more time to spend playing video games

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
Completely agree	5	9	3
Some-what agree	12	18	10
Neither agree nor disagree	30	35	28
Some-what disagree	18	17	19
Completely disagree	33	20	38
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	1	2

6. Gaming is a very important social opportunity for me

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
Completely agree	3	5	2
Some-what agree	7	9	6
Neither agree nor disagree	26	28	25
Some-what disagree	16	19	15
Completely disagree	46	38	49
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	*	1

7. Most of my friends play video games

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
Completely agree	7	9	6
Some-what agree	21	27	18
Neither agree nor disagree	36	33	37
Some-what disagree	17	18	17
Completely disagree	18	12	20
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	1	2

8. I can find video games that are made for me

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
Completely agree	16	20	14
Some-what agree	34	36	33
Neither agree nor disagree	33	30	34
Some-what disagree	8	8	8
Completely disagree	8	5	10
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	*	1

9. I wish I was able to see myself in more of the video games I play

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
Completely agree	4	6	2
Some-what agree	8	10	6
Neither agree nor disagree	31	38	28
Some-what disagree	15	14	15
Completely disagree	43	31	48
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	1	1

10. I consider myself a gamer

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
Completely agree	5	10	4
Some-what agree	12	19	9
Neither agree nor disagree	20	22	19
Some-what disagree	18	18	18
Completely disagree	44	30	50
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	1	1

11. Gaming is good for me as I get older

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
Completely agree	13	14	12
Some-what agree	37	32	39
Neither agree nor disagree	32	35	31
Some-what disagree	8	10	7
Completely disagree	10	8	10
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	1	1

Q49. [IF GAMER] What, if anything, would you say is your biggest frustration with gaming today?

[OPEN-END RESPONSE]

Q49A. [IF GAMER] Please select the top 3 barriers you believe hold you back from playing video games as much as you would like. Rank your top 3 barriers from 1 through 3 where 1 is the biggest barrier and 3 is the smallest

a. Awareness it exists (e.g. I don't know what games are out there)

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
1 – biggest barrier	5	5	5
2	8	8	8
3 – 3rd biggest barrier	9	8	9
SKIPPED ON WEB/DON'T KNOW/REFUSED*	78	79	78

**Includes those who did not select among top 3.*

b. Cost

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
1 – biggest barrier	18	23	16
2	10	10	10
3 – 3rd biggest barrier	8	8	8
SKIPPED ON WEB/DON'T KNOW/REFUSED*	64	59	66

**Includes those who did not select among top 3.*

c. Availability (e.g. where to buy games)

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
1 – biggest barrier	2	3	1
2	2	3	2
3 – 3rd biggest barrier	3	5	2
SKIPPED ON WEB/DON'T KNOW/REFUSED*	93	90	95

**Includes those who did not select among top 3.*

d. Lack of knowledge (e.g. how do I know I am buying a good game)

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
1 – biggest barrier	5	4	5
2	9	9	9
3 – 3rd biggest barrier	9	7	9
SKIPPED ON WEB/DON'T KNOW/REFUSED*	78	80	77

**Includes those who did not select among top 3.*

e. Installation (e.g. how do I get it set up on my device correctly)

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
1 – biggest barrier	2	2	2
2	3	3	3
3 – 3rd biggest barrier	3	3	3
SKIPPED ON WEB/DON'T KNOW/REFUSED*	92	92	92

**Includes those who did not select among top 3.*

f. Privacy concerns

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
1 – biggest barrier	5	5	6
2	6	5	7
3 – 3rd biggest barrier	7	6	7
SKIPPED ON WEB/DON'T KNOW/REFUSED*	82	85	80

**Includes those who did not select among top 3.*

g. Unknown user experiences (e.g. games are too confusing to navigate)

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
1 – biggest barrier	6	5	6
2	7	6	8
3 – 3rd biggest barrier	9	9	8
SKIPPED ON WEB/DON'T KNOW/REFUSED*	78	80	78

**Includes those who did not select among top 3.*

h. Lack of support once purchased (e.g. I don't have something to teach me how to play)

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
1 – biggest barrier	2	1	2
2	4	3	4
3 – 3rd biggest barrier	4	4	4
SKIPPED ON WEB/DON'T KNOW/REFUSED*	90	91	90

**Includes those who did not select among top 3.*

i. High speed Internet/Wi-Fi access/poor connection issues

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
1 – biggest barrier	5	5	5
2	5	6	5
3 – 3rd biggest barrier	5	5	4
SKIPPED ON WEB/DON'T KNOW/REFUSED*	85	84	86

**Includes those who did not select among top 3.*

j. Accessibility (e.g. games don't accommodate my physical ability or disability)

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
1 – biggest barrier	1	1	1
2	2	2	2
3 – 3rd biggest barrier	2	2	2
SKIPPED ON WEB/DON'T KNOW/REFUSED*	95	95	95

**Includes those who did not select among top 3.*

k. Interest (e.g. I'm just not interested)

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
1 – biggest barrier	16	13	17
2	9	9	8
3 – 3rd biggest barrier	9	9	10
SKIPPED ON WEB/DON'T KNOW/REFUSED*	66	69	65

**Includes those who did not select among top 3.*

l. Nothing holds me back from gaming as much as I would like

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
1 – biggest barrier	34	34	34
2	-	-	-
3 – 3rd biggest barrier	-	-	-
SKIPPED ON WEB/DON'T KNOW/REFUSED*	66	66	66

**Includes those who did not select among top 3.*

Q50A. [IF GAMER] Which of the following best represents your opinion about video games?

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
I see people like me reflected in a lot of video games	31	47	24
I never see people like me reflected in video games	65	52	71
SKIPPED ON WEB/DON'T KNOW/ REFUSED	4	1	5

Q50B. [IF GAMER] Which of the following best represents your opinion about video games?

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
I see people in my age range reflected in a lot of video game marketing	27	44	19
I never see people in my age range reflected in video game marketing	69	53	76
SKIPPED ON WEB/DON'T KNOW/ REFUSED	4	3	5

Q50C. [IF GAMER] Which of the following best represents your opinion about video games?

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
Video games are designed with people of my age range in mind	33	46	27
Video games are designed with no thought for people of my age range	63	52	68
SKIPPED ON WEB/DON'T KNOW/ REFUSED	4	2	4

Q50D. [IF GAMER] Which of the following best represents your opinion about video games?

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
Many video games are too complicated for me to understand	67	57	71
I wish video games were more complex	28	40	23
SKIPPED ON WEB/DON'T KNOW/ REFUSED	5	3	6

Q50E. [IF GAMER] Which of the following best represents your opinion about video games?

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
I need more tutorials in games	36	27	40
I want to jump into a game and figure it out myself	60	70	56
SKIPPED ON WEB/DON'T KNOW/ REFUSED	4	2	4

Q61. [IF GAMER] Which one of the following statements best describes you?

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
I am always the last among my friends to discover/try new games/gaming trends	33	28	35
I am often among the last of my friends to discover/try new games/game trends	31	31	31
I am occasionally among the first of my friends to discover/try new games/game trends	27	30	25
I am always the first among my friends to discover/try new games/game trends	6	10	5
SKIPPED ON WEB/DON'T KNOW/ REFUSED	3	1	4

Q53. [IF GAMER] How interested are you in playing the following types of video or online games?

1. A game to learn something specific (e.g. new language, skill, etc.)

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
Yes I am interested, and have played games like this before	23	29	21
Yes I am interested, but have never played games like this before	37	37	37
No, not interested	39	33	41
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	1	1

2. A game to help achieve a financial goal

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
Yes I am interested, and have played games like this before	13	18	11
Yes I am interested, but have never played games like this before	30	37	27
No, not interested	55	43	61
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	2	1

3. A game to improve my brain health / stay mentally sharp

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
Yes I am interested, and have played games like this before	60	53	62
Yes I am interested, but have never played games like this before	23	27	21
No, not interested	17	19	16
SKIPPED ON WEB/DON'T KNOW/REFUSED	1	1	1

4. A game to encourage exercise / to improve my physical health

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
Yes I am interested, and have played games like this before	23	29	21
Yes I am interested, but have never played games like this before	32	32	32
No, not interested	43	37	46
SKIPPED ON WEB/DON'T KNOW/REFUSED	2	2	2

5. A game to reduce stress

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
Yes I am interested, and have played games like this before	47	50	46
Yes I am interested, but have never played games like this before	30	32	29
No, not interested	21	16	23
SKIPPED ON WEB/DON'T KNOW/REFUSED	2	2	2

6. A game to manage my personal tasks or daily habits

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
Yes I am interested, and have played games like this before	12	17	10
Yes I am interested, but have never played games like this before	25	32	22
No, not interested	61	49	66
SKIPPED ON WEB/DON'T KNOW/REFUSED	2	2	2

Q51A. [IF GAMER] Generally speaking, how do you think playing video games impacts your overall emotional well-being?

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
Very positive impact	13	16	11
Somewhat positive impact	46	45	47
No impact	33	31	35
Somewhat negative impact	6	7	6
Very negative impact	1	1	1
SKIPPED ON WEB/DON'T KNOW/ REFUSED	*	*	1

Q56. Do you track your health or some aspect of your health using technology?

This can be through any technology such as a smartphone, tablet, wearable fitness device, or on a website.

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
Yes	45	50	42
No	55	49	57
SKIPPED ON WEB/DON'T KNOW/ REFUSED	1	1	1

Q57. Which of the following terms have you heard of before?

[PN: MULTIPLE RESPONSE]

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
Cryptocurrency	73	73	72
Non-Fungible Token (NFT)	32	42	28
Blockchain	32	40	28
Metaverse	45	55	41
Augmented Reality	41	52	36
Virtual Reality	72	70	72
None of the above	15	13	16
SKIPPED ON WEB/DON'T KNOW/ REFUSED	*	*	*

Q75A. Are you currently providing unpaid care to an adult relative or friend to help them take care of themselves?

This may include helping with personal needs or medication management, household chores, or transportation. It might be managing a person's finances, arranging for outside services, preparing meals or grocery shopping, helping with bathing or dressing, or even visiting regularly to see how they are doing. This adult need not live with you.

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
Yes	17	19	17
No	82	81	83
SKIPPED ON WEB/DON'T KNOW/ REFUSED	1	1	1



Q77. How would you describe the area in which you live? Please select one.

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
Urban	23	27	22
Suburban	45	43	46
Rural	31	29	32
SKIPPED ON WEB/DON'T KNOW/ REFUSED	1	1	*

Q78. [IF GAMER] In your own words, is there anything you think the gaming industry can do to better engage older video game players?

[OPEN-END RESPONSE]



Q74. Do you have any of the following?

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4433	1265	3168
Children	36	61	26
Grandchildren	3	1	4
Both	42	16	53
None of the above	19	22	17
SKIPPED ON WEB/DON'T KNOW/ REFUSED	*	-	*

HHSIZE. Household size (including children)

	Total Gamers	Gamers Age 40-49	Gamers Age 50+
Unweighted N	4,433	1,265	3,168
1	19	13	21
2	37	19	45
3	18	23	16
4	12	21	8
5	7	12	5
6	7	12	4

STUDY METHODOLOGY

This survey was conducted by the AmeriSpeak department of NORC at the University of Chicago. Data were collected using the probability-based, nationally representative AmeriSpeak® and Foresight 50+® Panels and a non-probability panel.

AmeriSpeak conducts surveys for experts who can't afford to be wrong.

Since its founding by NORC at the University of Chicago in 2015, AmeriSpeak has produced more than 500 surveys, been cited by dozens of media outlets¹ and become the primary survey partner of the nation's preeminent news service, The Associated Press. AmeriSpeak has the highest AAPOR response rate among commercially available household survey panels in the U.S. AmeriSpeak captures a true picture of America, providing better representation than other survey panels for hard-to-reach populations, including low-income households, less educated persons, young adults, rural households, persons who are less interested in the news, and social and political conservatives.

Technical information about the AmeriSpeak Panel is available [here](#).

During the initial recruitment phase of the AmeriSpeak Panel, randomly selected U.S. households were sampled with a known, non-zero probability of selection from the NORC National Sample Frame, supplemented with households selected from the USPS Delivery Sequence File. Selected U.S. households were then contacted by U.S. mail, email, telephone, and field interviewers (face-to-face interviewing in the homes of respondents). AmeriSpeak provides sample coverage of approximately 97 percent of the U.S. household population. Those excluded from the sample include people in group-living quarters and those with P.O. Box only addresses and some newly constructed dwellings.

AmeriSpeak Panel members selected for this study were scientifically selected to represent persons age 40 over in the 50 states and the District of Columbia. There were 6,778 AmeriSpeak respondents completing the survey—6,669 via the web and 109 via telephone and 1,107 non-probability respondents completed the survey, all via the web. Interviews were conducted in English and Spanish. The final stage survey completion rate is 20.5 percent. The overall margin of sampling error is +/- 1.72 percentage points at the 95 percent confidence level for a 50% survey statistic, including the design effect. The margin of sampling error may be higher for subgroups.

¹ AmeriSpeak research has been cited in major media outlets including Time Magazine, The New York Times, CNN, Forbes, Chicago Tribune, and others. NORC's AmeriSpeak clients represent a broad range of federal, foundation, non-profit, and private sector organizations, including not limited to: AARP, U.S. Centers for Disease Control & Prevention, Consumer Reports, Kaiser Family Foundation, Legal Services Corp. of America, National Science Foundation, NASA, National Cancer Institute, National Institute of Justice, Pew Research Center, The New York Times, Robert Wood Johnson Foundation, Truth Initiative, dozens of university-based researchers, among others. In addition, NORC's AmeriSpeak Panel is the sample source for several studies that have been approved by the United States Office of Management and Budget (OMB), including studies sponsored by the U.S. Centers for Disease Control & Prevention, the US. Department of Defense, and the Internal Revenue Service.



Once the AmeriSpeak study sample has been selected and fielded, and all the study data have been collected and made final, a statistical weighting process is used to adjust for any survey nonresponse as well as any noncoverage or under and oversampling resulting from the study specific sample design. Poststratification variables included age, gender, census division, race/ethnicity, and education. Weighting variables were obtained from the 2021 Current Population Survey. The weighted data reflect the U.S. population of adults age 40 and over. For more information, email amerispeak-bd@norc.org.

ABOUT NORC AT THE UNIVERSITY OF CHICAGO

NORC at the University of Chicago is an independent research institution that delivers reliable data and rigorous analysis to guide critical programmatic, business, and policy decisions. Since 1941, NORC has conducted groundbreaking studies, created and applied innovative methods and tools, and advanced principles of scientific integrity and collaboration. Today, government, corporate, and nonprofit clients around the world partner with NORC to transform increasingly complex information into useful knowledge.

Headquartered in downtown Chicago, NORC works in over 40 countries around the world, with additional offices on the University of Chicago campus, the DC metro area, Atlanta, Boston, Silicon Valley and San Francisco. Please visit www.norc.org for more information.