

top ten

ENTERTAINMENT SOFTWARE FACTS



entertainment
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association



America's entertainment software industry creates a wide array of computer and video games to meet the demands and tastes of audiences as diverse as our nation's population. Today's gamers include millions of Americans of all ages and backgrounds. In fact, more than two-thirds of all American households play computer and video games. This vast audience is fueling the growth of this multi-billion dollar industry and bringing jobs to communities across the nation. Below is a list of the top 10 entertainment software industry facts:



1

U.S. computer and video game software sales generated \$10.5 billion in 2009.



2

Sixty-seven percent of American households play computer or video games.



3

The average game player is 34 years old and has been playing games for 12 years.

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4

The average age of the most frequent game purchaser is 40 years old.



5

Forty percent of all game players are women. In fact, women over the age of 18 represent a significantly greater portion of the game-playing population (33 percent) than boys age 17 or younger (20 percent).



6

In 2010, 26 percent of Americans over the age of 50 play video games, an increase from nine percent in 1999.



7

Forty-two percent of heads of households play games on a wireless device, such as a cell phone or PDA, up from 20 percent in 2002.



8

Eighty-two percent of all games sold in 2009 were rated "E" for Everyone, "T" for Teen, or "E10+" for Everyone 10+. For more information on game ratings, please see www.esrb.org.



9

Parents who have children under 18 with a gaming console in the home are present when games are purchased or rented 93 percent of the time.



10

Sixty-four percent of parents believe games are a positive part of their children's lives.